

AMERICAN RADIO

SPRING 1992



James H. Duncan, Jr.

AMERICAN RADIO

SPRING 1992 REPORT

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Compiled and Edited By:

James H. Duncan, Jr.
DUNCAN'S AMERICAN RADIO, INC.
PO Box 90284
Indianapolis, IN 46290

(317) 630-2888 - Subs./Billing
(317) 844-0988 - Jim Duncan's line

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INTRODUCTION

This is the 18th 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:

Jim Duncan, Jr.
Duncan's American Radio, Inc.
PO Box 90284
Indianapolis, IN 46290
(317) 630-2888
(317) 844-0988

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 is such action is justified.

Any corrections made by Arbitron to earlier published reports are included if they are received by 20 August, 1992.

Work on this edition was completed on 30 August, 1992. Mailing will begin on 06 September, 1992. If your copy is defective in any way, let me know and I will promptly mail you another copy.

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Individual Market Reports for these markets in alphabetical order:

Akron	Denver	Manchester	San Diego
Albany-Schenectady	Des Moines	McAllen-Brownsville	San Francisco
Albuquerque	Detroit	Melbourne-Titus-Cocoa	San Jose
Allen-Bethlehem	Duluth	Memphis	Santa Rosa
Altoona	El Paso	Miami-Ft. Lauderdale	Sarasota-Bradenton
Amarillo	Erie	Milwaukee	Savannah
Anchorage	Eugene	Minneapolis-St. Paul	Seattle-Tacoma
Ann Arbor	Evansville	Mobile	Shreveport
Appleton-Oshkosh	Fargo	Modesto	Sioux Falls
Asheville	Fayetteville, NC	Monmouth-Ocean	South Bend
	Flint		
Atlanta	Ft. Pierce	Montgomery	Spokane
Atlantic City	Ft. Wayne	Nashville	Springfield, MA
Augusta, GA	Fresno	Nassau-Suffolk	Springfield, MO
Austin	Gainesville	New Haven	Steubenville
Bakersfield	Grand Rapids	New Orleans	Stockton
Baltimore	Green Bay	New York	Syracuse
Baton Rouge	Greensboro-WS	Norfolk	Tallahassee
Binghamton	Greenville, NC	Oklahoma City	Tampa-St. Pete
	Greenville-Spart	Omaha	Terre Haute
	Harrisburg	Orlando	Toledo
	Hartford		
Birmingham	Honolulu	Oxnard-Ventura	Topeka
Bloomington, IL	Houston	Pensacola	Tucson
Boise	Huntington, WV	Peoria	Tulsa
Boston	Huntsville	Philadelphia	Utica-Rome
Bridgeport	Indianapolis	Phoenix	Waco
Buffalo	Jackson, MS	Pittsburgh	Washington
Canton	Jacksonville	Portland, ME	Waterloo-CF
Casper	John City-Kingsport	Portland, OR	West Palm Beach
Cedar Rapids	Johnstown	Portsmouth-Dover, NH	Wheeling
Charleston, SC	Kalamazoo	Providence	Wichita
Charleston, WV		Pueblo	Wilkes-Barre-Scranton
Charlotte	Kansas City	Raleigh	Wilmington, DE
Chattanooga	Knoxville	Reno	Wilmington, NC
Chicago	Lakeland	Richmond	Worcester
Cincinnati	Lancaster	Riverside-San Bern	York
Cleveland	Lansing	Roanoke-Lynchburg	Youngstown
Colorado Springs	Las Vegas	Rochester	
Columbia	Lexington	Rockford	
Columbus, GA	Lincoln	Sacramento	
Columbus, OH	Little Rock	Saginaw-Bay City-Midland	
Corpus Christi	Los Angeles	St. Louis	
Dallas-Ft. Worth	Louisville	Salisbury-OC, MD	
Davenport-Moline	Lubbock	Salinas-Monterey-Santa Cruz	
Dayton	Macon	Salt Lake City	
Daytona Beach	Madison	San Antonio	



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 Spring 1991 to Spring 1992. 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, 7.4, N/T	WQMX-F, +1.9, AC	WENZ-F, -3.5, CHR
Albany-Schenectedy-Troy	WGNA-AF, 9.3, C	WZRQ-F, +4.5, AOR	WRWB, -1.6, SAC
Albuquerque	KRST-AF, 16.5, C	KRST-AF, +3.5, C	KRBL-F, -3.3, AOR
Allentown-Bethlehem	WFMZ-F, 12.4, AC	WAEB-F, +3.1, CHR	WFMZ-F, -1.6, AC
Altoona	WFGY-F, 18.9, C	WFGY-F, +5.8, C	WVAM, -4.4, C
Amarillo	KMML-F, 16.7, C	KARX-F, +12.4, AOR	KQIZ-F, -4.8, CHR
Anchorage	KASH-F, 11.5, C	KEAG-F, +5.9, AC	KGOT-F, -4.2, CHR
Ann Arbor	WJR, 14.4, FS	CIMX-F, +3.0, AOR	WIQB-F, -4.0, AOR
Appleton-Oshkosh	WAPL-F, 15.2, AOR	WPKR-F, +2.3, C	WNAM, -3.3, BB
Asheville	WWNC, 20.1, C	WESC-F, +1.7, C	WKSF-F, -4.7, CHR
Atlanta	WVEE-F, 13.4, B	WKHX-F, +2.9, C	WAPW-F, -2.9, CHR
Atlantic City	WFPG-F, 10.1, SAC	WTTH-F, +5.6, B	WUSS, -6.7, B
Augusta	WAYV-F, 10.1, AC		
Austin	WBBQ-AF, 19.6, CHR	WTHB, +3.3, REL	WBBQ-AF, -3.4, CHR
Bakersfield	KASE-F, 15.3, C	KASE-F, +1.9, C	KPEZ-F, -2.2, AOR
Baltimore	KUZZ-F, 14.2, C	KRAB-F, +5.2, AOR	KERN-F, -2.2, AC
Baton Rouge	WBAL, 9.5, N/T	WERQ-F, +3.5, CHR	WIYY-F, -2.6, AOR
Beaumont	WYNK-F, 23.4, C	WYNK-F, +8.2, C	WFMF-F, -4.2, CHR
Binghamton	KAYD-AF, .0, C	KAYD-AF, +.0, C	KAYD-AF, -.0, C
	WAAL-F, 17.8, CHR	WKGB-F, +3.9, AOR	WNBF, -3.3, FS
Birmingham	WZZK-AF, 18.0, C	WTUG-F, +1.9, B	WIKX-F, -3.5, C
Bloomington	WJBC, 27.3, FS	WIHN-F, +5.5, AC	WSWT-F, -3.2, SAC
Boise	KQFC-F, 17.2, C	KQFC-F, +7.5, C	KLTB-F, -3.0, AC
Boston	WXKS-F, 6.9, CHR	WMJX-AF, +1.6, AC	WEEI, -2.3, N/T
Bridgeport	WICC, 13.5, FS	WPLR-F, +2.7, AOR	WKCI-F, -4.9, CHR
Buffalo-Niagara Falls	WYRK-F, 11.3, C	WHTT-F, +1.6, AC	WBUF-F, -2.1, AC
Canton	WQXK-F, 12.2, C	WONE-F, +4.3, AOR	WNPQ-F, -2.2, CHR
Casper	KTRS-F, 23.7, CHR	KVOC, +4.0, C	KTRS-F, -3.0, CHR
Cedar Rapids	KHAK-F, 17.7, C	KHAK-F, +6.2, C	WMT -F, -3.4, AC
Charleston, SC	WWWZ-F, 13.5, B	WBUB-F, +11.4, C	WDXZ-F, -4.8, B
Charleston, WV	WQBE-F, 35.7, C	WQBE-F, +9.7, C	WVAF-F, -3.5, AC
Charlotte	WSOC-F, 14.9, C	WSOC-F, +3.5, C	WCKZ-F, -2.8, CHR
Chattanooga	WUSY-F, 21.5, C	WFXS-F, +2.4, AOR	WDEF-AF, -3.0, SAC
Chicago	WGN, 7.6, N/T	WUSN-F, +2.2, C	WTMX-F, -1.1, AC
Cincinnati	WLW, 13.9, FS	WIZF-F, +1.9, B	WKQR-F, -2.9, CHR
Cleveland	WGAR-F, 9.6, C	WGAR-F, +2.0, C	WLTF-F, -2.7, AC
Colorado Springs	KKCS-F, 13.3, C	KKFM-F, +2.6, AOR	KIKX-F, -3.6, CHR
Columbia, SC	WWDM-F, 18.4, B	WWDM-F, +3.5, B	WCOS-F, -4.1, C
Columbus, GA	WSTH-F, 15.7, C	WVRK-F, +3.9, AOR	WCGQ-F, -5.7, CHR
Columbus, OH	WNCI-F, 10.5, CHR	WRVF-F, +3.4, C	WBNS-F, -2.3, AC
Corpus Christi	KRYS-AF, 13.7, C	KRYS-AF, +3.0, C	KMIQ-F, -2.3, SP
Dallas-Ft. Worth	KSCS-F, 9.5, C	KYNG-F, +1.9, C	KTXQ-F, -1.6, AOR
Davenport-Ri-Moline	WLLR-AF, 17.8, C	WLLR-AF, +1.5, C	KUUL-F, -1.9, AC
Dayton	WHKO-F, 12.9, C	WROU-F, +4.6, B	WDAO, -2.6, B
Daytona Beach	WHTQ-F, 9.6, AOR	WHTQ-F, +4.1, AOR	WWLV-F, -6.0, SAC
Denver	KYGO-F, 9.6, C	KOA, +2.0, N/T	KYGO-F, -1.7, C
Des Moines	KGGO-AF, 18.2, AOR	KJJD-F, +3.6, C	KFMG-F, -7.7, AOR
Detroit	WJR, 8.8, FS	WMXD-F, +1.4, B	WRIF-F, -1.5, AOR
Duluth	KDAL, 15.2, FS	WAVC-F, +1.5, C	KQDS-F, -2.4, AOR
El Paso	KHEY-F, 14.1, C	KLAQ-F, +3.8, AOR	KHEY-F, -2.7, C
Erie	WRKT-F, 15.6, AOR	WMXE-F, +4.8, AC	WJET-F, -5.3, CHR
Eugene	KUGN-F, 17.2, C	KMGE-F, +4.2, AC	KZEL-F, -3.2, AOR
Evansville	WIKY-F, 18.3, FS	WGBF-F, +4.2, AOR	KSND-F, -3.2, CHR
Fargo	KFGO-F, 12.2, C	KFGO-F, +8.6, C	WKDQ-F, -4.5, AC
Fayetteville, NC	WZFX-F, 20.2, B	WRCQ-F, +3.0, AOR	WDAY-F, -4.9, CHR
Flint	WDZZ-F, 16.4, B	WDZZ-F, +2.9, B	WMXF-F, -3.1, CHR
Fort Pierce, FL	WHLG-F, 14.1, SAC	WZZR-F, +5.6, AOR	WIOG-F, -2.4, CHR
Fort Wayne	WMEE-F, 11.1, CHR	WXKE-F, +4.1, AOR	WKGR-F, -9.3, AOR
Fresno	KNAX-F, 9.5, C	KTAA-F, +2.5, B	WDJB-F, -1.4, CHR
Gainesville-Ocala	WTRS-AF, 11.0, C	WTRS-AF, +11.0, C	KMJ, -2.4, N/T
			WRRX-F, -7.2, AOR
Grand Rapids	WLHT-F, 10.3, AC	WLHT-F, +3.9, AC	WGHN-AF, -2.4, FS
Green Bay	WIXX-F, 17.8, CHR	WJLW-F, +5.3, C	WDUZ, -2.3, FS
Greensboro-WS	WTQR-F, 18.9, C	WKZL-F, +1.9, CHR	WMQX-F, -2.8, AC
Greenville, NC	WRNS-F, 20.2, C	WSFL-F, +5.7, AOR	WIKS-F, -7.0, B
Greenville-Spartanburg	WSSL-AF, 17.1, C	WSSL-AF, +5.5, C	WESC-F, -4.8, C
Harrisburg	WNNK-AF, 11.6, CHR	WRVV-F, +3.8, AC	WTPA-F, -6.1, AOR
Hartford	WTIC, 13.5, FS	WDRG, +2.9, BB	WTIC, -2.7, FS
Honolulu	KSSK-F, 12.5, AC	KMQM-AF, +3.0, CHR	KCCN-F, -4.2, ?
Houston	KILT-F, 8.1, C	KLOL-F, +1.7, AOR	KMJQ-F, -2.3, B
Huntington, WV	WTCR-AF, 31.9, C	WTCR-AF, +2.7, C	WRVC-F, -3.6, AC
Huntsville	WDRM-F, 23.8, C	WHVK-F, +1.2, C	WRS-AF, -2.2, SAC
Indianapolis	WFBQ-F, 14.3, N/T	WFBQ-F, +12.8, N/T	WTLC-F, -3.1, B
Jackson	WMSI-F, 18.7, C	WKXI-F, +5.7, B	WOAD, -5.0, REL
Jacksonville	WQIK-F, 12.8, C	WEJF-F, +2.6, SAC	WOKV, -1.5, N/T
John City-Kingsport	WXBQ-F, 28.2, C	WXBQ-F, +5.5, C	WUSJ-F, -3.7, C
Johnstown	WGLU-F, 11.5, CHR	WFGY-F, +3.8, C	WKYE-F, -4.0, AC

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Kalamazoo	WKFR-F, 13.2, CHR	WOOD-F, +5.7, SAC	WRKR-F, -2.9, AOR
Kansas City	KFKF-F, 11.4, C	KJLA, +2.2, BB	KMBZ, -2.2, N/T
Knoxville	WIVK-F, 28.6, C	WXST-F, +2.2, AC	WIVK-F, -3.4, C
Lafayette, LA	KROF-AF, .0, C	KROF-AF, +.0, C	KROF-AF, -.0, C
Lakealand	WPCW-F, 18.4, C	WHPT-F, +3.9, AC	WYNF-F, -3.3, AOR
Lancaster	WARM-F, 10.2, SAC	WRVV-F, +2.6, AOR	WIOV-F, -2.3, C
Lansing	WITL-F, 18.0, C	WFMK-F, +3.2, AC	WXMX-F, -2.6, J/NA
Las Vegas	KMZQ-F, 8.5, AC	KMZQ-F, +2.9, AC	KEDG-F, -1.5, AOR
Lexington	WVLK-F, 21.9, C	WVLK-F, +8.9, C	KEYV-F, -1.5, J/NA
Lincoln	KZKX-F, 14.8, C	KFRX-F, +5.1, CHR	WMXL-F, -3.7, CHR
Little Rock	KSSN-F, 20.9, C	KARN, +2.8, N/T	KFMQ-F, -6.1, AOR
Los Angeles	KOST-F, 5.0, AC	KLVE-F, +1.6, SP	KEZQ-F, -3.6, SAC
Louisville	WAMZ-F, 18.4, C	WAVG, +3.0, N/T	KMPC, -1.3, N/T
Lubbock	KLLL-F, 29.8, C	KLLL-F, +4.4, C	WZKS-F, -2.3, CHR
Macon	WDEN-F, 20.4, C	WNEX-F, +1.7, CHR	KTEZ-F, -5.8, SAC
Madison	WZEE-F, 12.2, CHR	WRCC-F, +1.7, C	WPEZ-F, -3.8, AC
Manchester	WZID-F, 13.0, SAC	WZEE-F, +5.2, CHR	WIBA-F, -3.5, AOR
Mcallen-Brownsville	KTEX-F, 13.5, C	WFEA, +3.8, BB	WZID-F, -3.4, SAC
Melbourne-Titusville-Cocoa	WMMB, 10.0, BB	KTJN-F, +2.8, SP	KTEX-F, -6.0, C
Memphis	WGKX-F, 13.6, C	WTAI, +2.6, N/T	WHVE-F, -3.6, AC
Miami-Ft. Lauderdale	WEDR-F, 5.7, B	WGKX-F, +3.8, C	WHRK-F, -2.5, B
Milwaukee	WTMJ, 11.7, FS	WRTO-F, +4.0, SP	WLYF-F, -3.4, SAC
Minneapolis-St. Paul	WCCO, 16.5, FS	WKKV-F, +3.6, B	WMIL-F, -1.9, C
Mobile	WBLX-F, 17.3, B	KRXX-F, +2.7, AOR	KDWB-F, -2.7, CHR
Modesto	KMIX-F, 11.5, C	WLWV, +1.5, REL	WKSJ-AF, -7.7, C
Monmouth-Ocean	WXRK-F, 6.3, AOR	KHTN-F, +4.1, CHR	KBEE-F, -4.7, SAC
Montgomery	WZHT-F, 22.7, B	WJLK-F, +1.6, AC	WPAT, -8.2, SAC
Nashville	WSIX-F, 13.4, C	WZHT-F, +3.8, B	WSYA-F, -4.0, AC
Nassau-Suffolk	WALK-AF, 5.5, AC	WSM -F, +2.0, C	WLAC-F, -3.1, AC
New Haven	WPLR-F, 9.2, AOR	WRCN-F, +.6, AOR	WALK-AF, -1.6, AC
New Orleans	WYLD-F, 9.6, B	WZMX-F, +2.6, AC	WDRC-F, -3.5, AC
New York	WRKS-F, 5.6, B	KMEZ-F, +5.1, B	WEZB-F, -3.1, CHR
Norfolk	WOWI-F, 12.7, B	WXRK-F, +1.2, AOR	WOR , -1.4, N/T
Oklahoma City	KXXY-F, 17.6, C	WOWI-F, +4.5, B	WKOC-AF, -5.0, AOR
Omaha	WOW -F, 13.3, C	WKY , +2.3, SAC	KRXO-F, -1.5, AOR
Orlando	WWKA-F, 10.4, C	KRRK-F, +4.8, AOR	KEZO-AF, -3.2, AOR
Oxnard-Ventura	KHAY-F, 8.1, C	WMGF-F, +2.1, SAC	WHVE-F, -5.3, CHR
Pensacola	WXBM-F, 16.5, C	KXLM-F, +3.4, SP	KTRO, -2.1, SP
Peoria	WXCL-AF, 14.9, C	WXBM-F, +9.3, C	WJLQ-F, -4.1, CHR
Philadelphia	WUSL-F, 6.9, B	WXCL-AF, +3.8, C	WWCT-F, -3.5, AOR
Phoenix	KNIX-F, 11.7, C	WYXR-F, +.9, AC	WKZW-F, -3.5, CHR
Pittsburgh	KDKA, 13.1, FS	WXTU-F, +.9, C	KYW , -2.1, N/T
Portland, ME	WBLM-F, 17.3, AOR	KNIX-F, +1.3, C	KPSN-F, -2.0, AC
Portland, OR	KEX , 10.7, FS	WDSY, +2.6, C	WORD-F, -2.9, REL
Portsmouth-Dover-Rochester,nh	WOKQ-F, 13.1, C	WBLM-F, +4.1, AOR	WLAM, -2.3, BB
Providence	WHJY-F, 8.1, AOR	KWJJ-F, +2.2, C	KINK-AF, -5.4, AOR
Pueblo	KCCY-F, 18.8, C	WBCN-F, +2.1, AOR	WTSN, -1.4, FS
Raleigh	WQOK-F, 10.1, B	WCTK-F, +1.6, C	WWRX, -3.9, N/T
Reno	KWNZ-F, 10.8, CHR	KSPZ-F, +3.0, AC	KATM-F, -4.1, AOR
Richmond	WKHK-F, 14.0, C	WQOK-F, +2.6, B	WYLT-F, -1.9, SAC
Riverside-San Bernardino	KGGI-F, 8.9, CHR	KZAK-F, +3.5, AOR	KWNZ-F, -3.6, CHR
Roanoke-Lynchburg	WYYD-F, 18.8, C	WKHK-F, +2.8, C	WRXL-F, -3.0, AOR
Rochester	WCMF-F, 16.3, AOR	KQLZ-F, +2.4, AOR	KHTX-F, -1.3, AC
Rockford	WXRX-F, 16.7, AOR	WYYD-F, +5.5, C	WSLQ-F, -3.3, AC
Sacramento	KFBK, 10.7, N/T	WMAX-F, +2.2, AOR	WPXY-F, -2.5, CHR
Saginaw-Bay City-Midland	WKQC-F, 12.2, C	WXRX-F, +6.2, AOR	WJVL-F, -3.2, C
Salinas-Monterey-Santa Cruz	KDON-F, 11.0, CHR	KSEG-F, +2.2, AOR	KRAK-F, -3.5, C
Salisbury-Oc, MD	WQHQ-F, 10.2, CHR	WTCF-F, +5.1, CHR	WIOG-F, -6.5, CHR
Salt Lake City	KKAT-F, 12.9, C	KTGE, +3.2, SP	KUFX-F, -4.4, AOR
San Antonio	KCYF-F, 9.7, C	WDNO-F, +2.0, ?	WKHI-F, -4.8, CHR
San Diego	KSON-AF, 7.6, C	KUTQ-F, +2.5, CHR	KJQN-F, -2.7, AOR
San Francisco	KGO , 7.7, N/T	KISS-F, +4.6, AOR	KCOR, -2.4, SP
San Jose	KHQT-F, 5.6, CHR	KIOZ-F, +1.8, AOR	KFMB, -2.5, FS
Santa Rosa	KXFX-F, 11.2, AOR	KOFY, +1.3, SP	KIQI, -2.0, SP
Sarasota-Bradenton	WDUV-F, 18.3, SAC	KBRG-F, +.8, SP	KHQT-F, -1.5, CHR
Savannah	WEAS-F, 15.5, B	KRPQ-F, +4.6, C	KNEW, -2.0, C
Seattle-Tacoma	KMPS-AF, 7.8, C	WHPT-F, +5.3, AC	WWRM-F, -2.8, SAC
Shreveport	KRMD-AF, 21.4, C	WJCL-F, +4.9, C	WIXV-F, -3.6, AOR
Sioux Falls	KTWB-F, 16.7, C	KMPS-AF, +2.2, C	KPLZ-F, -2.0, CHR
South Bend	WNDU-F, 14.2, CHR	KRMD-AF, +5.1, C	KISW-F, -2.0, AOR
Spokane	KDRK-F, 12.4, C	KTWB-F, +7.6, C	KITT-F, -5.2, AC
Springfield, MA	WAQY-AF, 10.7, AOR	WNDU-F, +3.5, CHR	KELO, -4.0, AC
Springfield, MO	KTTS-F, 17.1, C	KDRK-F, +2.2, C	WNSN-F, -5.5, AC
St. Louis	KMOX, 19.0, N/T	WPXK-F, +2.0, C	KZZU-F, -4.8, CHR
Steubenville	WRKY-F, 14.0, CHR	KGMY-F, +7.5, C	WAAF-F, -1.3, AOR
Stockton	KWIN-F, 9.1, CHR	WIL -F, +3.5, C	KTXR-F, -2.9, SAC
Syracuse	WSYR, 12.1, FS	WWSW-F, +4.9, AC	KGBX-F, -2.9, AC
Tallahassee	WHBX-F, 12.5, B	KWIN-F, +2.2, CHR	WKBQ-F, -1.6, CHR
	WGLF-F, 12.5, AOR	WAQX-F, +3.3, AOR	WSTV, -2.7, N/T
		WHBX-F, +3.8, B	KCBS, -2.2, N/T
			WEZG-F, -1.6, SAC
			WANM, -4.3, B

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Tampa-St. Petersburg	WQYK-F, 11.9, C	WHPT-F, +3.2, AC	WWRM-F, -2.7, SAC
Terre Haute	WTHI-AF, 35.5, C	WTHI-AF, +5.4, C	WBOW, -1.7, BB
Toledo	WIOT-F, 11.5, AOR	WTWR-F, +2.7, AC	WRQN-F, -3.5, AC
Topeka	KTPK-F, 14.5, C	WIBW-F, +6.9, C	KLZR-F, -3.0, CHR
Tucson	KIIM-F, 19.6, C	KIIM-F, +6.4, C	KRQQ-F, -3.7, CHR
Tulsa	KWEN-F, 18.7, C	KRAV-F, +1.9, AC	KMOO-F, -2.6, AOR
Utica-Rome	WOUR-F, 13.5, AOR	WLZW-F, +3.7, SAC	WKGW-F, -2.4, AC
Waco	KWTX-F, 12.7, CHR	KZPS-F, +3.3, AOR	WACO-F, -2.6, C
Washington	WPGC-F, 8.6, CHR	WMZQ-AF, +1.7, C	WAVA-F, -3.2, CHR
Waterloo-Cedar Falls	KOEL-F, 21.1, C	KFMW-F, +2.3, CHR	KOKZ-F, -4.0, CHR
West Palm Beach	WRMF-F, 9.9, AC	WIRK-F, +2.3, C	WEAT-F, -7.7, SAC
Wheeling	WQVK-F, 20.0, C	WQVK-F, +5.8, C	WOMP-F, -4.1, CHR
Wichita	KZSN-AF, 15.6, C	KZSN-AF, +8.1, C	KEYN-F, -3.5, AC
Wilkes Barre-Scranton	WKRZ-F, 15.8, CHR	WOLS-F, +1.9, C	WYRM-AF, -5.5, FS
Wilmington, OE	WJBR-F, 10.0, AC	WYSP-F, +3.9, AOR	WOEL, -2.4, FS
Wilmington, NC	WWQQ-F, 21.5, C	WWQQ-F, +5.4, C	WSFM-F, -2.1, AOR
Worcester	WSRS-F, 11.6, SAC	WXLO-F, +2.3, AC	WBZ, -1.9, N/T
York	WARM-F, 14.1, SAC	WARM-F, +2.5, SAC	WTPA-F, -2.0, AOR
Youngstown	WQXK-F, 14.5, C	WQXK-F, +3.3, C	WHOT-F, -3.0, CHR

NATIONAL FM SHARE*

SPG 92 74.633%		FAL 83 63.058%	
FAL 91	73.472%	SPG 83	62.291%
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%		

FM GROWTH RATE

APR/MAY 76 TO APR/MAY 77:	8.663%
APR/MAY 77 TO APR/MAY 78:	7.225%
APR/MAY 78 TO APR/MAY 79:	6.820%
APR/MAY 79 TO APR/MAY 80:	6.617%
APR/MAY 80 TO SPG 81:	5.712%
SPG 81 TO SPG 82:	2.645%
SPG 82 TO SPG 83:	5.811%
SPG 83 TO SPG 84:	3.209%
SPG 84 TO SPG 85:	3.514%
SPG 85 TO SPG 86:	3.369%
SPG 86 TO SPG 87:	4.425%
SPG 87 TO SPG 88:	-0.639%
SPG 88 TO SPG 89:	2.889%
SPG 89 TO SPG 90:	0.700%
SPG 90 TO SPG 91:	0.161%
SPG 91 TO SPG 92:	0.758%

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

STATION TRADING ACTIVITY

(April through August, 1992)

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
WRBQ A/F	Tampa	From Edens to Clear Channel	5,500,000 (E)	
WRVA/WRVQ-F	Richmond	From Edens to Clear Channel	13,000,000 (E)	
			\$ 18,500,000	(Blackburn)
KTCR/KOTY-F	Kennewick, WA	Sold to Robinson/Moyes	450,000	(MVP)
WRNO-F	New Orleans	Sold to Galloway	4,312,000	
WSTC, WQQQ-F	Stamford, CT	Sold by Chase to Subotnick	4,150,000	(Boyle)
WGAC	Augusta, GA	Turned back to Beasley	NA	
WCLZ A/F	Brunswick (Portland, ME)		525,000	(Media Services)
KQDI A/F	Great Falls		267,000	
KPUR A/F	Amarillo		850,000	
WCHS, WVNS-F	Charleston, WV		1,750,000	
KATM-F	Pueblo (Colo. Spgs)	From Surrey to Atsinger (Salem)	950,000	(MVP; Kalil)
KALY	Albuquerque		470,000	
WWCS	Canonsburg, PA	Sold by Universal	500,000	
WVVO, WDXZ-F	Charleston, SC area	Sold by Equipco after foreclosure	900,000	
KQOL-F	Sp. Fork (Salt Lake)		1,175,000	
KLOK, KBSG-F	San Jose		11,250,000	(Blackburn)
WINE, WRKI-F	Danbury, CT	From Home News to Gary Starr	3,350,000	(MVP)
KZZB-F	Beaumont	Sold to Hicks/Gulfstar	425,000	(Whitley)
WOKV, WKQL-F	Jacksonville	From EZ to Pacific Radio (Phalen)	3,750,000	(Kalil)
KOQO, KQPW-F	Clovis (Fresno)	Sold to Dwight Case	2,055,000	
KLZ	Denver	From Summit to Crawford	1,500,000	(LaRue)
WBNJ-F	Cape May, NJ		850,000	(Media Services)
WMGL-F	Ravenal (Charleston, SC)		400,000	(Earman)
KAHI, KHYL-F	Sacramento	From Parker to American Media	6,000,000	
KTCJ, KTCZ-F	Minneapolis	From Parker to American Media	8,025,000	
			\$ 14,025,000	(MVP)
KRIT-F	Clarion, IA	From Sinder to J. Ingstad	785,000	(Johnson)
WFMR-F	Menom. Falls (Milw.)	Sold to Dick Harris	1,080,000	
WHRB, WLFX-F	Winchester (Lexington)	Out of receivership to Bud Walters	600,000	
WNLS, WTNT-F	Tallahassee	Sold to Park	2,900,000	(MVP)
WLSY-F	Jefferson (Louisville)		350,000	(Bill Price)
WCLY	Raleigh		270,000	
KCHX-F	Midland, TX	Sold to Hicks	700,000	(Barger)
KEYF-F	Spokane	From Unicom to Terry Robinson	1,825,000	(MVP)
KDIA	San Francisco	Sold by Ragan Henry	1,600,000	
KRTY-F	San Jose		2,900,000	(MVP)
KCSJ	Pueblo	Sold by Sunbrook	489,000	(Questcom)
WOMX	Orlando	Sold by Nationwide	500,000	(Don Clark)
KBOM-F	Los Alamos, NM		560,000	
KLXX, KBYZ-F	Bismarck	Sold to J. Ingstad	395,000	
WKAV	Charlottesville, VA		120,000	(Kozacko-Horton)
KIXZ, KMML-F	Amarillo		2,390,000	
KASA	Phoenix	Sold by George Wilson	475,000	
WPZA, WAMX-F	Ann Arbor	From Monaghan to Midwest Family (83%)	750,000	
WKAV	Charlottesville		120,000	
WVLR-F	Appomattox (Lynchburg)		1,240,000	
WFTW/WKSM-F	Ft. Walton Beach, FL	From Specter to New South	1,000,000	(MVP)
KCKC/KBON-F	Riverside-SB	Sold to All Pro	5,000,000	
WLVE-F	Miami	From Gilmore to Paxson	13,900,000	
KZVE/KXTN-F	San Antonio	From TK to Spectrum (John Palmer)	12,650,000	
WFCC-F	Cape Cod		579,000	
KORQ A/F	Abilene		290,000	(Whitley)
WNEW	New York	From Westwood One/Sillerman to Bloomberg	\$ 13,500,000	
WCTS-F	Minneapolis	From Central Baptist Seminary to Rales	10,000,000+	(Kalil)
KSKE A/F	Vail	Sold to Amer. Bdcst Systems	1,300,000	(Jorgenson)
WSAR	Fall River, MA	Sold by Knight Quality	550,000	
KKFX	Seattle	Sold to Children's Media Network	700,000	(Exline; Weaver)
WIBF-F	Jenkintown, PA		3,400,000	(Blackburn)
WVNJ	Oakland, NJ	Sold to Universal	350,000	
KMEL-F	San Francisco	From Century to Evergreen	\$ 44,000,000	(Minkow)
WKSJ A/F	Mobile	From Capitol (Johnson) to Franklin	4,025,000 (E)	
WRKA-F	Louis.	From Capitol (Johnson) to Franklin	2,700,000 (E)	
WCAW/WVAF-F	Char., WA	From Capitol (Johnson) to Franklin	1,400,000 (E)	
			\$ 8,125,000	(Blackburn)
WCNN, WALR-F	Atlanta	Sold to Midwestern (Dickey)	6,000,000	(Raymond; Sherwood)
KMNS, KSEZ-F	Sioux City	From Legend to Chestertman	1,320,000	
KRRU	Pueblo		183,000	
KASP, WKBQ-F	St. Louis	From Chase to Evergreen	NA	
WTOP, WASH-F	Washington	From Chase to Evergreen	NA	
			18,200,000 for 40%	
KEZW, KOSI-F	Denver	Sold to Tribune Co.	19,900,000	(LaRue)
KCML-F	Hanford (Fresno)	From Liggett to Pappas	550,000	
WLRB-F	Louisville	Sold to Beck Ross	3,000,000	
KFXK, KGON-F	Portland	Sold by Ackerly	5,500,000	(Kalil)
WDFX-F	Detroit	From Hoker to Alliance	4,550,000	(Star)

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>BROKER</u>
KWG, KSGO-F	Stockton	From Home News to Silverado (Winkel)	1,650,000 (E)	
KAQQ, KISC-F	Spokane	From Home News to Silverado (Winkel)	<u>2,600,000</u> (E)	
			\$ 3,950,000	(MVP)
WKHY-F	Lafayette, IN	Sold by Spacecom	1,780,000	(Hague)
KKAM, KBOS-F	Fresno	Sold by receivership	1,400,000	(Media Services)
WDOT A/F	Burlington, VT		643,000	(New England)
WVRI-F	Cocoa (Orlando)	From Capitol (Goodman) to Paxson	6,700,000	(Blackburn)
WHNK, WRLT-F	Madison (Nashville)	Sold by receiver	505,000	(Stevens)
WVUD-F	Dayton	From Univ. of Dayton to Liggett	3,500,000	(Blackburn)
WTMP	Tampa	Foreclosed by Broadcap	670,000	
WPFM-F	Panama City, FL	Sold out of receivership	600,000	
WRCA	Waltham (Boston)		1,300,000	
WUSN-F	Chicago	From Cook Inlet to Infinity	36,000,000 (E)	
WZLX-F	Boston	From Cook Inlet to Infinity	19,000,000 (E)	
WZGC-F	Atlanta	From Cook Inlet to Infinity	<u>45,000,000</u> (E)	
			\$100,000,000	

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

STATION	MARKET	SHARE	FORMAT	EST 1991 REVENUE	STATION	MARKET	SHARE	FORMAT	EST 1991 REVENUE
1. WQBE-F	ChrlstnWV	35.7	C	2,000,000	51. KQFC-F	Boise	17.2	C	1,200,000
2. WTHI-AF	Terre Hte	35.5	C	1,200,000	KUGN-F	Eugene	17.2	C	2,000,000
3. WTCR-AF	Huntingtn	31.9	C	2,700,000	53. WSSL-AF	Grnvl-Sp	17.1	C	3,100,000
4. KLLF-F	Lubbock	29.8	C	2,100,000	KTTS-F	SprngfdMO	17.1	C	3,750,000
5. WXBQ-F	John City	28.2	C	1,950,000	55. WKML-F	Faytville	16.9	C	2,050,000
6. WJBC	Bloomngtn	27.3	MOR	2,300,000	56. WXRX-F	Rockford	16.7	AOR	750,000
7. WDRM-F	Huntsvill	23.8	C	3,300,000	KMML-F	Amarillo	16.7	C	900,000
8. KTRS-F	Casper	23.7	CHR	700,000	KTWB-F	SiouxFals	16.7	C	NA
9. WYNK-F	Btn Rouge	23.4	C	3,600,000	59. WCCO	Minn-St.P	16.5	MOR	19,800,000
10. WZHT-F	Montgomry	22.7	B	1,000,000	KRST-AF	Albuquerq	16.5	C	3,200,000
11. WVLC-F	Lexington	21.9	C	2,800,000	WXBM-F	Pensacola	16.5	C	1,000,000
12. WUSY-F	Chtnooga	21.5	C	3,300,000	KXUS-F	SprngfdMO	16.5	AOR	1,600,000
WWQQ-F	WlmgtnNC	21.5	C	800,000	63. WDZZ-F	Flint	16.4	B	1,700,000
14. KRMD-AF	Shreveprt	21.4	C	2,300,000	64. WCMF-F	Rochester	16.3	AOR	5,300,000
15. KOEL-F	Waterloo	21.1	C	1,100,000	65. WKRZ-F	WilksBare	15.8	CHR	4,200,000
16. KSSN-F	Little Rk	20.9	C	4,200,000	KQLT-F	Casper	15.8	AC	290,000
17. WLWI-F	Montgomry	20.8	C	2,800,000	67. WQUT-F	John City	15.7	CHR	1,900,000
18. WDEN-F	Macon	20.4	C	2,700,000	WSTH-F	ColmbusGA	15.7	C	1,300,000
19. WRNS-F	GreenvlNC	20.2	C	NA	69. KZSN-AF	Wichita	15.6	C	2,000,000
WZFX-F	Faytville	20.2	B	1,500,000	WRKT-F	Erie	15.6	AOR	840,000
21. WWNC	Asheville	20.1	C	2,400,000	71. WEAS-F	Savannah	15.5	B	1,100,000
22. WOVK-F	Wheeling	20.0	C	NA	72. WCRZ-F	Flint	15.4	AC	3,100,000
23. KIIM-F	Tucson	19.6	C	3,200,000	73. KASE-F	Austin	15.3	C	5,500,000
WBBQ-AF	Augusta	19.6	CHR	3,000,000	KFMW-F	Waterloo	15.3	CHR	1,200,000
25. KMJJ-F	Shreveprt	19.3	B	900,000	75. WAPL-F	Appleton	15.2	AOR	2,400,000
26. KMOX	St. Louis	19.0	N/T	19,000,000	KDAL	Duluth	15.2	MOR	720,000
27. WTQR-F	Grnsbrows	18.9	C	4,600,000	KPAT-F	SiouxFals	15.2	CHR	NA
WFGY-FF	Altoona	18.9	C	560,000	78. WBNQ-F	Bloomngtn	15.1	CHR	1,275,000
29. WYYD-F	Roanoke	18.8	C	2,200,000	79. WSOC-F	Charlotte	14.9	C	5,900,000
KCCY-F	Pueblo	18.8	C	NA	WXCL-AF	Peoria	14.9	C	900,000
31. KWEN-F	Tulsa	18.7	C	3,600,000	81. WFXA-F	Augusta	14.8	B	1,000,000
WMSI-F	Jackson	18.7	C	3,600,000	KZKX-F	Lincoln	14.8	C	1,200,000
33. WAMZ-F	Louisvill	18.4	C	5,800,000	83. WKQQ-F	Lexington	14.7	AOR	3,100,000
WVDM-F	ColmbiaSC	18.4	B	2,500,000	WKEE-F	Huntingtn	14.7	CHR	1,900,000
WPCV-F	Lakeland	18.4	C	3,000,000	WQLH-F	Green Bay	14.7	EZ	775,000
KVOC	Casper	18.4	C	380,000	WZZQ-F	Terre Hte	14.7	AOR	650,000
37. WDUV-F	Sarasota	18.3	EZ	3,300,000	87. WHWK-F	Binghamtn	14.6	C	1,500,000
WIKY-F	Evansvill	18.3	MOR	2,000,000	88. WQXK-F	Youngstwn	14.5	C	2,000,000
39. KGGO-AF	DesMoines	18.2	AOR	2,300,000	KTPK-F	Topeka	14.5	C	1,200,000
40. WZZK-AF	Brmngham	18.0	C	5,700,000	WMT	Cedar Rpd	14.5	MOR	2,000,000
WITL-F	Lansing	18.0	C	3,100,000	91. WFBQ-F	Indy	14.3	AOR	10,000,000
42. KJJY-F	DesMoines	17.8	C	2,200,000	WAVC-F	Duluth	14.3	C	600,000
WLLR-AF	Davenport	17.8	C	2,300,000	93. KUZZ-F	Bkrsfield	14.2	C	2,800,000
WAAL-F	Binghamtn	17.8	CHR	1,550,000	WZOK-F	Rockford	14.2	CHR	2,300,000
WIXX-F	Green Bay	17.8	CHR	2,300,000	WMXE-F	Erie	14.2	AC	600,000
46. KHAK-F	Cedar Rpd	17.7	C	1,500,000	WNDU-F	South Bnd	14.2	CHR	1,500,000
47. KXXY-F	Oklahoma	17.6	C	5,400,000	97. KHEY-F	El Paso	14.1	C	3,200,000
48. WYNG-F	Evansvill	17.5	C	1,900,000	WARM-F	York	14.1	EZ	3,300,000
49. WBLX-F	Mobile	17.3	B	1,900,000	WHLG-F	Ft.Pierce	14.1	EZ	NA
WBLM-F	PrtInd,ME	17.3	AOR	2,200,000					

*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	
					SPG '91 RANK	1991 REVENUE
1. WRKS-F	New York	1560	B	Summit	2	14,500,000
2. WLTW-F	New York	1444	SAC	Viacom	5	26,000,000
3. WCBS-F	New York	1385	O	CBS	1	24,700,000
4. WXRK-F	New York	1324	CL. AOR	Infinity	15	19,000,000
5. WBLS-F	New York	1197	B	Inner City	11	12,200,000
6. WHTZ-F	New York	1111	CHR	Malrite	14	15,000,000
7. WGN	Chicago	1108	N/T	Tribune Co.	7	42,500,000
8. WMXV-F	New York	1059	AC	Bonneville	115	20,300,000
9. WPAT-F	New York	1053	SAC	Park	3	12,100,000
10. KOST-F	Los Angeles	1040	AC	Cox	6	33,000,000
11. WABC	New York	1039	N/T	Cap. Cities/ABC	21	12,900,000
12. WQHT-F	New York	1027	CHR	Emmis	10	14,900,000
13. WFAN	New York	1019	N/T	Infinity	16	26,600,000
14. WINS	New York	1018	N/T	Westinghouse	8	30,000,000
15. WOR	New York	975	N/T	Buckley	4	17,200,000
KLOS-F	Los Angeles	975	AOR	Cap. Cities/ABC	13	29,500,000
17. WCBS	New York	923	N/T	CBS	12	21,400,000
18. WICI-F	Chicago	919	B	Gannett	22	14,900,000
19. KIIS-AF	Los Angeles	909	CHR	Gannett	36	25,000,000
20. WPLJ-F	New York	905	CHR	Cap. Cities/ABC	35	6,500,000
21. KRTH-F	Los Angeles	886	O	Beasley	28	18,400,000
22. WNEW-F	New York	878	AOR	Westinghouse	20	20,200,000
23. KLVE-F	Los Angeles	837	SP	Heftel	55	18,000,000 (W/KTNQ)
24. WCCO	Minneapolis-St. Paul	828	FS	CBS	27	19,800,000
25. WYNY-F	New York	823	C	Westwood One	18	10,100,000
26. KABC	Los Angeles	819	N/T	Cap. Cities/ABC	17	35,000,000
27. KPWR-F	Los Angeles	809	CHR	Emmis	42	19,400,000
28. KGO	San Francisco	805	N/T	Cap. Cities/ABC	23	23,000,000
KFI	Los Angeles	805	N/T	Cox	38	7,000,000
30. KBIG-F	Los Angeles	788	AC	Bonneville	25	20,000,000
31. KMOX	St. Louis	779	N/T	CBS	26	19,000,000
32. WJR	Detroit	776	FS	Cap. Cities/ABC	30	17,000,000
33. KKBT-F	Los Angeles	765	B	Evergreen	24	17,800,000
34. WSKQ-F	New York	741	SP	SBS	63	7,200,000
35. WUSN-F	Chicago	726	C	Cook Inlet	90	8,700,000
36. WBBM-F	Chicago	724	CHR	CBS	31	9,400,000
37. WYSP-F	Philadelphia	698	AOR	Infinity	36	12,700,000
38. KXEZ-F	Los Angeles	685	SAC	Viacom	56	13,200,000
39. KROQ-F	Los Angeles	677	AOR	Infinity	40	12,400,000
40. KLSX-F	Los Angeles	673	AOR	Greater Media	60	15,500,000
41. WVEE-F	Atlanta	654	B	Summit	43	10,200,000
42. WUSL-F	Philadelphia	624	B	TAK	34	11,000,000
43. WQCD-F	New York	621	J/NAC	Tribune Co.	33	9,400,000
44. WWBZ-F	Chicago	611	AOR	Major	48	5,100,000
45. KSCS-F	Dallas-Ft. Worth	608	C	Cap. Cities/ABC	32	13,500,000
46. KWKW	Los Angeles	589	SP	Lotus	46	10,200,000
47. WMMR-F	Philadelphia	585	AOR	Westinghouse	39	14,500,000
48. KNX	Los Angeles	579	N/T	CBS	41	23,000,000
49. WNEW	New York	578	BB	Bloomberg	37	7,700,000
50. WPGC-F	Washington	565	CHR	Cook Inlet	73	11,100,000
51. KTNQ	Los Angeles	564	SP	Heftel	72	SEE KLVE
52. KQLZ-F	Los Angeles	559	AOR	Westwood One	95	10,500,000
53. WVAZ-F	Chicago	549	B	Broadcast Partners	52	12,600,000
54. KYW	Philadelphia	548	N/T	Westinghouse	29	16,500,000
55. KFVB	Los Angeles	547	N/T	Westinghouse	54	21,000,000
56. KDKA	Pittsburgh	538	N/T	Westinghouse	44	8,200,000
57. WXTU-F	Philadelphia	532	C	Beasley	82	6,100,000
WBBM	Chicago	532	N/T	CBS	53	16,600,000
59. KMEL-F	San Francisco	527	CHR	Evergreen	47	12,700,000
60. WOGL-F	Philadelphia	518	AC	CBS	80	10,000,000
61. WMZQ-AF	Washington	517	C	Viacom	546	14,600,000
62. WPEN	Philadelphia	514	BB	Greater Media	70	6,300,000
63. KNBR	San Francisco	505	N/T	Susquehanna	88	12,800,000
64. WJJD	Chicago	500	BB	Infinity	69	4,000,000
65. WXKS-F	Boston	487	CHR	Pyramid	100	12,600,000
66. WBZ	Boston	485	N/T	Westinghouse	85	8,600,000
67. KEYE-F	Minneapolis-St. Paul	475	C	Malrite	98	10,000,000
68. WBAP	Dallas-Ft. Worth	471	FS/C	Cap. Cities/ABC	51	15,100,000
69. WQXR-AF	New York	469	CL	New York Times	358	4,900,000
70. WJLB-F	Detroit	468	B	Booth	83	9,600,000
WEAZ-F	Philadelphia	468	SAC		59	8,800,000
72. KILT-F	Houston	467	C	Westinghouse	45	15,300,000
73. WTQR-F	Greensboro-WS	464	C	NewMarket	73	4,600,000
74. WYXR-F	Philadelphia	460	AC	Pyramid	105	5,000,000
75. WWWW-F	Detroit	458	C	Shamrock	77	8,400,000
KIKK-F	Houston	458	C	Viacom	94	14,300,000
77. WYAY-AF	Atlanta	457	C	NewCity	57	7,100,000
WLS -AF	Chicago	457	N/T	Cap. Cities/ABC	606	4,100,000
79. WDVE-F	Pittsburgh	455	AOR	Broadcast Alchemy	61	7,100,000
80. KCBS	San Francisco	448	N/T	CBS	66	14,600,000

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '91 RANK	1991 REVENUE			
81. KCBS-F	Los Angeles	444	O	CBS	101	9,200,000			
82. WQYK-F	Tampa-St. Petersburg	441	C	Infinity	123	8,000,000			
83. WFBQ-F	Indianapolis	440	AOR	Broadcast Alchemy	26	10,000,000			
84. WADO	New York	438	SP	Tichenor	67	4,800,000			
85. WIVK-F	Knoxville	437	C	Dick	268	7,000,000			
86. WEGX-F	Philadelphia	434	CHR	Malrite	110	4,200,000			
87. KTWW-F	Los Angeles	432	J/NAC	Westinghouse	48	16,000,000			
88. WLIT-F	Chicago	431	SAC	Viacom	65	8,400,000			
89. WODS-F	Boston	426	O	CBS	141	8,000,000			
90. WIOQ-F	Philadelphia	421	CHR	EZ	68	6,000,000			
KNIX-F	Phoenix	421	C	Buck Owens	120	10,900,000			
92. WJMK-F	Chicago	420	O	Infinity	79	10,200,000			
93. WXRT-F	Chicago	415	AOR	Diamond	92	9,000,000			
WBCN-F	Boston	415	AOR	Infinity	83	14,000,000			
95. WRKO	Boston	412	N/T	Atlantic	58	15,200,000			
96. WLUP	Chicago	411	N/T	Evergreen	93	7,100,000			
97. WKHX-F	Atlanta	409	C	Cap. Cities/ABC	193	3,400,000			
KKHJ	Los Angeles	409	SP		173	NA			
99. WGAR-F	Cleveland	408	C	Nationwide	144	3,500,000			
100. KQRS	Minn-St. P	406	AOR	Cap. Cities/ABC	96	9,600,000			
101. WZOU-F	Boston	402		KIRO Seattle	316	WHPT-F TampaSt.P	270	WALK-F New York	242
102. WNUA-F	Chicago	397		151. WHUD-F New York	315	WGKX-F Memphis	270	251. WPLM-AF Boston	241
WLW	Cincinnati	397		152. WSKQ New York	313	WBMX-F Boston	270	WCSX-F Detroit	241
KPLX-F	Dallas-FW	397		WRQX-F Washington	313	203. WLLZ-F Detroit	267	KTAR Phoenix	241
105. WWSW-AF	Pittsburg	396		154. WZZK-AF Brnngham	310	WCMF-F Rochester	267	KFRG-F Riverside	241
106. WMAQ	Chicago	393		155. WKIS-F Miami-Ft.	309	205. KMJQ-F Houston	266	255. WIYY-F Baltimore	240
107. WLUP-F	Chicago	390		KKGO-F Los Angel	309	206. WZPL-F Indy	265	KLDE-F Houston	240
WIL -F	St. Louis	390		KIOI-F San Fran	309	WSB Atlanta	265	257. WYRK-F Buffalo	239
KLOL-F	Houston	390		158. WJOI-F Detroit	307	208. KBXX-F Houston	264	KKAT-F Salt Lake	239
110. WSOC-F	Charlotte	387		WHQT-F Miami-Ft.	307	209. WXTB-F TampaSt.P	263	KFI Riverside	239
KZLA-F	Los Angel	387		160. WKQI-F Detroit	306	210. KTRH Houston	262	260. WSIX-F Nashville	238
112. KVLJ-AF	Dallas-FW	384		161. WSSL-AF Grnv1-Sp	305	211. WKQX-F Chicago	261	WNCI-F ColumbusO	238
113. WSSH-F	Boston	382		162. WIOD Miami-Ft.	303	WAOI Miami-Ft.	261	KUPD-F Phoenix	238
WSB -F	Atlanta	382		KOA Denver	303	KMJM-F St. Louis	261	KLIT-F Los Angel	238
115. WBAL	Baltimore	377		164. WDAS-F Philadelp	302	KBLX-AF San Fran	261	264. WDRM-F Huntsvill	237
116. KSHE-F	St. Louis	374		KXXY-F Oklanoma	302	215. WHKO-F Dayton	260	KZUE-F Houston	237
117. WHYT-F	Detroit	373		166. KSTP-F Minn-St.P	301	WGST Atlanta	260	266. CKLW Detroit	236
118. WMGK-F	Philadelp	368		KFRG-F Los Angel	301	WAPW-F Atlanta	260	267. KRQR-F San Fran	235
119. WPOC-F	Baltimore	364		168. WTMJ Milwaukee	299	218. WLTF-F Cleveland	259	KLRX-F Dallas-FW	235
120. KSAN-F	San Fran	361		WMJI-F Cleveland	299	WASH-F Washingt	259	269. WYNF-F TampaSt.P	234
121. KFRC	San Fran	360		170. WYMK-F Btn Rouge	298	KWEN-F Tulsa	259	270. WTIC-F Hartford	233
122. WCKG-F	Chicago	358		171. WLIF-F Baltimore	296	221. WJHM-F Orlando	258	271. WQDR-F Raleigh	232
123. WWDB-F	Philadelp	357		WHDH Boston	296	KEX PrtInd,OR	258	KKSF-F San Fran	232
124. WKYS-F	Washington	355		173. WWRM-F TampaSt.P	295	223. KABL-AF San Fran	255	273. WXBO-F John City	230
WGAY-F	Washington	355		KDWB-F Minn-St.P	295	224. WAAF-F Boston	254	WRIF-F Detroit	230
126. WKLS-F	Atlanta	354		175. KSSN-F Little Rk	294	KUBE-F Seattle	254	275. WMIL-F Milwaukee	229
KJMZ-F	Dallas-FW	354		176. WTIC Hartford	292	KSOL-F San Fran	254	WHUR-F Washington	229
128. WNCN-F	New York	350		177. WLIB New York	291	227. WXYV-F Baltimore	253	277. WCKQ-F Boston	228
WEDR-F	Miami-Ft.	350		178. WFMS-F Indy	290	WSM -F Nashville	253	KCYV-F San Anton	228
130. WZLX-F	Boston	345		179. WWDC-F Washingt	289	WNIC-F Detroit	253	279. WQUE-F New Orlns	227
131. WMJX-AF	Boston	344		WDSY-F Pittsburg	289	WFLZ-F TampaSt.P	253	KRPM-F Seattle	227
132. WPOW-F	Miami-Ft.	342		182. KPXF-F Knsas Cty	289	231. KBSG-AF Seattle	252	KBAY-F San Fran	227
WAMZ-F	Louisvill	342		183. WPNT-F Chicago	287	232. KGGI-F Riverside	251	282. WTMX-F Chicago	226
KOIT-AF	San Fran	342		183. KRBE-AF Houston	285	233. WIBC Indy	250	KRLD Dallas-FW	226
135. WLTE-F	Minn-St.P	337		KITS-F San Fran	285	WESC-F Grnv1-Sp	250	KASE-F Austin	226
136. WDAF	Knsas Cty	336		185. WFLA TampaSt.P	280	235. WIP Philadelp	249	285. WUSA-F TampaSt.P	224
137. WLYF-F	Miami-Ft.	333		186. KYNG-F Dallas-FW	279	WHFS-F Washingt	249	WOJO-F Chicago	224
KKDA-F	Dallas-FW	333		KSON-AF SanDiego	279	KHMX-F Houston	249	WHTQ-F Orlando	224
139. WWKA-F	Orlando	329		188. WOWI-F Norfolk	278	238. WZAK-F Cleveland	248	KUPL-F PrtInd,OR	224
WDUV-F	TampaSt.P	329		WMAL Washingt	278	KQQL-F Minn-St.P	248	289. WPAT New York	223
141. KGGI-F	Los Angel	328		WLTJ-F Detroit	278	240. KOSI-F Denver	247	290. WZGC-F Atlanta	222
142. WMMS-F	Cleveland	325		KTXQ-F Dallas-FW	278	KHYS-F Houston	247	WQSR-F Baltimore	222
143. WWJ	Detroit	323		192. WXYT Detroit	277	242. WUBE-F Cincinnati	246	WKRZ-F WilksBare	222
144. KRXX-F	Minn-St.P	322		KODA-F Houston	277	243. WJZZ-F Detroit	245	293. WMMF-F Baltimore	221
145. KYGO-F	Denver	321		194. WMXD-F Detroit	275	WFOX-F Atlanta	245	WBEE-F Rochester	221
146. WDOK-F	Cleveland	319		195. WOMC-F Detroit	274	WFLC-F Miami-Ft.	245	295. WSTR-F Atlanta	220
147. WPCB-F	Atlanta	318		196. WUSY-F Chtnooga	273	246. WWYZ-F Hartford	244	296. KYKY-F St. Louis	219
KALI	Los Angel	318		197. KMPC Los Angel	271	247. WBZ7-F Pittsburg	243	KSFM-F San Fran	219
149. WPEG-F	Charlotte	316		199. WRTO-F Miami-Ft.	270	248. WVLF-F Lexington	242	KIIM-F Tucson	219
						WTOP Washingt	242	299. WNIR-F Chicago	218

	WMTX-AF TampaSt.P	218	350.	WJQY-F Miami-Ft.	199		KRRX-F Seattle	180		WRVA	Richmond	165
	KMLE-F Phoenix	218		KOAI-F Dallas-FW	199	401.	WOKI-F Knoxville	179		WRKZ-F Harrisbrg	165	
	KDMX-F Dallas-FW	218		KLOS-F Riverside	199		WBAB-F Nassau	179		KEBC-F Oklahoma	165	
303.	WMSI-F Jackson	217	353.	KKHI-AF San Fran	198		KSFI-F Salt Lake	179	453.	WOW -F Omaha	164	
304.	WITL-F Lansing	216	354.	WTVN ColumbusO	197		KQKS-F Denver	179		WIXX-F Green Bay	164	
	WHJY-F Providenc	216		WSHE-F Miami-Ft.	197		KLSY-F Seattle	179		KUFO-F PrtInd,OR	164	
	WALK-AF Nassau	216		WKML-F Faytville	197	406.	WTMI-F Miami-Ft.	178		KGB -F SanDiego	164	
307.	WWL New Orlns	215		KZOK-F Seattle	197	407.	WHOK-F ColumbusO	177	457.	WZHT-F Montgomery	163	
	WNOE-F New Orlns	215	358.	KPRC Houston	196		WBLM-F PrtInd,ME	177		WEAT-F West Palm	163	
	WLW Dayton	215		KKRZ-F PrtInd,OR	196	409.	WAMO-F Pittsburg	176		KXL PrtInd,OR	163	
	WBLI-F New York	215	360.	WERQ-F Baltimore	193		KOMO Seattle	176		KQRC-F Knsas Cty	163	
	KSD -F St. Louis	215		WDRE-F New York	193		KAJA-F San Anton	176	461.	WZRR-F Brmngham	162	
312.	WSHH-F Pittsburg	214		KBAY-F San Jose	193	412.	WHO DesMoines	175		KKSN-F PrtInd,OR	162	
	WJFK-F Washingtn	214	363.	WZTA-F Miami-Ft.	192		KJQY-F SanDiego	175	463.	WTCR-AF Huntingtn	161	
314.	KXTN-F San Anton	213		WKHK-F Richmond	192	414.	WMYI-F Grnvl-Sp	174		WONE-F Cleveland	161	
	KXKL-AF Denver	213		WHAS Louisville	192		WKSS-F Hartford	174		WKLQ-F Gr Rapids	161	
316.	WHRK-F Memphis	212		KDFC-AF San Fran	192		WFOG-F Norfolk	174		WCMS-AF Norfolk	161	
317.	WKDF-F Nashville	211	367.	WYHY-F Nashville	191		KISW-F Seattle	174		KSJO-F San Fran	161	
	WHJY-F Boston	211		WQBE-F ChrlnstnV	191	418.	WNCX-F Cleveland	173		KRMD-AF Shreveprt	161	
	WGNA-AF Albany	211		WCRB-F Boston	191		WKLH-F Milwaukee	173		KIOZ-F SanDiego	161	
320.	WKIS-F West Palm	210	370.	WMRZ Miami-Ft.	190		WJZE-F Washingtn	173		KFOG-F San Fran	161	
	WBXL-F Mobile	210		WGMS-F Washingtn	190		KIXI Seattle	173		KEZK-F St. Louis	161	
	KYYS-F Knsas Cty	210		KZPS-F Dallas-FW	190	422.	WXLK-F Roanoke	172	472.	WZAE Pittsburg	160	
323.	XTRA-F SanDiego	209	373.	WKRQ-F Cincinnat	189		WWLI-F Providenc	172		KMJ Fresno	160	
	WRNS-F GreenvINC	209		WHYI-F Miami-Ft.	189		WMJQ-F Buffalo	172		KJLH-F Los Angel	160	
	WFLN-F Philadelp	209		WEGR-F Memphis	189		WFMZ-F Allentown	172	475.	WPOC-F Washingtn	159	
326.	KFMB-F SanDiego	208	376.	WRMF-F Miami-Ft.	188		KLTY-F Dallas-FW	172		WNOR-AF Norfolk	159	
327.	WVBF-F Boston	207	377.	WLYF-F West Palm	187	427.	WWDE-F Norfolk	171		WHTT-F Buffalo	159	
	KEGL-F Dallas-FW	207		WJMH-F Grnsbrows	187		WLZR-F Milwaukee	171		WGUL-AF TampaSt.P	159	
329.	WTDR-F Charlotte	206		WBAB-F New York	187		WKRZ-F Grnsbrows	171		WARM-F York	159	
	WBLI-F Nassau	206		KRAK-F San Fran	187		WENS-F Indy	171		WARM-F Harrisbrg	159	
	KKLQ-AF SanDiego	206	381.	WVDM-F ColumbiaSC	186		WDRG-F Hartford	171		WAQY-F Hartford	159	
332.	WRMR Cleveland	205	382.	KRAK-F Sacramnto	185		WDJX-F Louisvill	171		KTFM-F San Anton	159	
	WQIK-F Jacksnvle	205	383.	WYLD-F New Orlns	184	433.	WYYD-F Roanoke	170		KPRS-F Knsas Cty	159	
	KBPI-F Denver	205		WXTR-F Washingtn	184		WLTT-F Washingtn	170	484.	WRFX-F Charlotte	158	
	KBCO-AF Denver	205		WPRO-F Providenc	184	435.	WIOG-F Saginaw	169		WOKY Milwaukee	158	
336.	WRCH-F Hartford	204	386.	WOCL-F Orlando	183		WIOD West Palm	169		WBOS-F Boston	158	
	WQBA Miami-Ft.	204		WLVE-F Miami-Ft.	183		KLIF Dallas-FW	169		KATT-F Oklahoma	158	
	WFMZ-F Philadelp	204		WGRR-F Cincinnat	183	438.	WLLR-AF Davenport	168	488.	WQMF-F Louisvill	157	
339.	WQAL-F Cleveland	203	389.	WMXJ-F Miami-Ft.	182		WKXW-F New York	168		KSEGF-F Sacramnto	157	
	KPLZ-F Seattle	203		KZFX-F Houston	182	440.	WRBQ-F TampaSt.P	167		KJYJ-F DesMoines	157	
	KKLT-F Phoenix	203		KTCZ-AF Minn-St.P	182		WCXR-F Washingtn	167	491.	WJMO-F Cleveland	156	
342.	KLUV-F Dallas-FW	202	392.	WZFX-F Faytville	181		KOFY San Fran	167		WIXX-F Appleton	156	
343.	WHAM Rochester	201		WMMJ-F Washingtn	181		KGGO-AF DesMoines	167		WAPL-F Green Bay	156	
	WALR-F Atlanta	201		WLTJ-F Pittsburg	181	444.	WSCR Chicago	166		KJYO-F Oklahoma	156	
	KSFM-F Sacramnto	201		WKSZ-F Philadelp	181		WMGF-F Orlando	166	495.	WIND Chicago	155	
346.	WRMF-F West Palm	200		WFME-F New York	181		WCOS-F ColumbiaSC	166		WHLI New York	155	
	KSFO San Fran	200		WEBN-F Cincinnat	181		KLLL-F Lubbock	166		WCLT-F ColumbusO	155	
	KSDO SanDiego	200	398.	WWRL New York	180	448.	WZMX-F Hartford	165		WBT -F Charlotte	155	
	KRST-AF Albuquerq	200		WQOK-F Raleigh	180		WWWE Cleveland	165		KYXY-F SanDiego	155	

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

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1. WINS	New York	23856	51. WXKS-F	Boston	8574	101. WMGK-F	Philadelp	5912
2. WHTZ-F	New York	22596	52. KMOX	St. Louis	8569	102. WWWW-F	Detroit	5852
3. WPLJ-F	New York	21390	53. WZOU-F	Boston	8483	103. KMPC	Los Angel	5833
4. WCBS	New York	20535	54. KMEL-F	San Fran	8426	104. WMJX-AF	Boston	5804
5. WXRK-F	New York	20466	55. KSCS-F	Dallas-FW	8283	105. WWSW-AF	Pittsburg	5780
6. WCBS-F	New York	19821	56. WUSN-F	Chicago	8281	106. WSSH-F	Boston	5767
7. KIIS-AF	Los Angel	19787	57. KTWV-F	Los Angel	8243	107. KKG0-F	Los Angel	5688
8. WRKS-F	New York	19773	58. WLUP-F	Chicago	8028	108. KFRC	San Fran	5674
9. KOST-F	Los Angel	18473	59. WIOQ-F	Philadelp	7976	109. KLIT-F	Los Angel	5658
10. WLTW-F	New York	18462	60. WQXR-AF	New York	7878	110. KEEY-F	Minn-St.P	5655
11. WQHT-F	New York	17630	61. WYXR-F	Philadelp	7784	111. WTOP	Washingtn	5646
12. WBLS-F	New York	17113	62. WOGL-F	Philadelp	7780	112. WDVE-F	Pittsburg	5626
13. KRTH-F	Los Angel	16968	63. WPGC-F	Washingtn	7760	113. KKHJ	Los Angel	5618
14. WFAN	New York	16142	64. WCKG-F	Chicago	7637	114. WPOW-F	Miami-Ft.	5581
15. WMXV-F	New York	16115	65. WBZ	Boston	7590	115. KIOI-F	San Fran	5574
16. WNEW-F	New York	16014	66. KDKA	Pittsburg	7572	116. WYAY-FF	Atlanta	5568
17. KPWR-F	Los Angel	15976	67. WHYT-F	Detroit	7544	117. WLW	Cincinnati	5545
18. KLOS-F	Los Angel	15018	68. WNEW	New York	7485	118. WXRT-F	Chicago	5513
19. WABC	New York	14438	69. WLS -AF	Chicago	7217	119. KJMZ-F	Dallas-FW	5509
20. KFWB	Los Angel	14075	70. KTNQ	Los Angel	7154	120. KL0L-F	Houston	5477
21. WGN	Chicago	13348	71. WVAZ-F	Chicago	7125	121. WZLX-F	Boston	5470
22. KNX	Los Angel	13168	72. WJMK-F	Chicago	7105	122. KRBE-AF	Houston	5401
23. WOR	New York	12978	73. WBAP	Dallas-FW	6908	123. KNIX-F	Phoenix	5392
24. KYW	Philadelp	12517	74. WSKQ-F	New York	6890	124. WLLZ-F	Detroit	5380
25. KLSX-F	Los Angel	12393	75. KIKK-F	Houston	6822	125. WRQX-F	Washingtn	5360
26. KBIG-F	Los Angel	12237	76. WKQX-F	Chicago	6801	126. KRLD	Dallas-FW	5335
27. WPAT-F	New York	11973	77. WU5L-F	Philadelp	6752	127. WJLB-F	Detroit	5332
28. KFI	Los Angel	11929	78. WEAZ-F	Philadelp	6639	128. WTMX-F	Chicago	5320
29. KABC	Los Angel	11468	79. WXTU-F	Philadelp	6625	129. KZLA-F	Los Angel	5318
30. WYSP-F	Philadelp	11127	80. W0DS-F	Boston	6623	130. WPCB-F	Atlanta	5259
31. KROQ-F	Los Angel	11053	81. WNCN-F	New York	6596	131. WCSX-F	Detroit	5255
32. WYNY-F	New York	11036	82. KILT-F	Houston	6578	132. WKYS-F	Washingtn	5214
33. WBBM-F	Chicago	10948	83. WRKO	Boston	6502	133. WBMX-F	Boston	5210
34. KXEZ-F	Los Angel	10870	84. WBCN-F	Boston	6453	134. WKLS-F	Atlanta	5189
35. KGO	San Fran	10801	85. KQRS-AF	Minn-St.P	6447	135. WKHX-F	Atlanta	5170
36. WCCO	Minn-St.P	10642	86. KPLX-F	Dallas-FW	6408	136. KDWB-F	Minn-St.P	5148
37. WBBM	Chicago	10533	87. WMZQ-AF	Washingtn	6400	137. KTRH	Houston	5128
38. WMAQ	Chicago	10359	88. WWJ	Detroit	6361	138. WGAY-F	Washingtn	5095
39. WMMR-F	Philadelp	10348	89. WPNT-F	Chicago	6353	WFBQ-F	Indy	5095
40. KQLZ-F	Los Angel	10160	90. KOIT-AF	San Fran	6309	140. WASH-F	Washingtn	5001
41. KCBS	San Fran	10119	91. WKQI-F	Detroit	6298	141. WWDB-F	Philadelp	4979
42. WJR	Detroit	10005	92. WLIT-F	Chicago	6275	142. WPEN	Philadelp	4919
43. WWBZ-F	Chicago	9535	93. KIRO	Seattle	6145	143. KGGI-F	Los Angel	4907
44. WEGX-F	Philadelp	9411	94. KWKW	Los Angel	6101	144. KSFO	San Fran	4899
45. WGCI-F	Chicago	9215	95. WWDC-F	Washingtn	6057	145. WSB	Atlanta	4896
46. WQCD-F	New York	9093	96. WJJD	Chicago	6022	146. WADO	New York	4893
47. KCBS-F	Los Angel	9064	97. WVEE-F	Atlanta	5975	147. KSTP-F	Minn-St.P	4867
48. KKBT-F	Los Angel	8954	98. WNUA-F	Chicago	5952	148. WMAL	Washingtn	4837
49. KNBR	San Fran	8901	99. WSB -F	Atlanta	5926	149. WNIC-F	Detroit	4830
50. KLVE-F	Los Angel	8650	100. KSOL-F	San Fran	5922	150. WOMC-F	Detroit	4829

*Based on 12+ TSA Cume, Broadcast Week

151. KEGF-F	Dallas-FW	4828	WHYI-F	Miami-Ft.	4155	251. WYNF-F	TampaSt.P	3584
152. KSNF-F	San Fran	4816	202. WTMJ	Milwaukee	4146	252. WALK-F	New York	3559
153. KSHE-F	St. Louis	4810	203. WXTR-F	Washington	4095	253. WHJY-F	Boston	3557
154. WTQR-F	GrnsbroWS	4802	204. KKDA-F	Dallas-FW	4081	254. KZPS-F	Dallas-FW	3553
155. WDAF	Knsas Cty	4777	205. WDFX-F	Detroit	4072	255. WSHE-F	Miami-Ft.	3550
156. KOA	Denver	4746	206. KFRG-F	Los Angel	4071	256. KFOG-F	San Fran	3547
157. WRIF-F	Detroit	4743	207. KDMX-F	Dallas-FW	4068	257. WKBQ-F	St. Louis	3525
158. WBZZ-F	Pittsburg	4729	208. WWRM-F	TampaSt.P	4067	258. WKIS-F	Miami-Ft.	3519
159. WFOX-F	Atlanta	4712	209. KALI	Los Angel	4046	WPAT	New York	3519
160. WAPW-F	Atlanta	4708	210. WIP	Philadelp	4040	260. KFBK	Sacramnto	3514
161. KITS-F	San Fran	4692	211. WDOK-F	Cleveland	4037	261. WDUV-F	TampaSt.P	3511
162. KTXQ-F	Dallas-FW	4684	212. WPOC-F	Baltimore	4024	262. KYNG-F	Dallas-FW	3510
163. KPMS-AF	Seattle	4678	213. WFLC-F	Miami-Ft.	3984	263. KZFX-F	Houston	3497
164. WBAL	Baltimore	4670	WFLN-F	Philadelp	3984	264. WXYT	Detroit	3488
165. KUBE-F	Seattle	4668	215. KKLQ-AF	SanDiego	3979	265. WSSL-AF	Grnvl-Sp	3483
166. WSOC-F	Charlotte	4663	216. WKSS-F	Hartford	3968	266. KSFM-F	San Fran	3463
167. WMMS-F	Cleveland	4651	217. WNCI-F	ColumbusO	3934	267. KXXY-F	Oklahoma	3445
168. WAAF-F	Boston	4643	218. KYGO-F	Denver	3934	268. WVBF-F	Boston	3442
169. KPLZ-F	Seattle	4641	219. WCXR-F	Washington	3918	269. WHPT-F	TampaSt.P	3433
170. WHUR-F	Washington	4621	220. WHFS-F	Washington	3902	270. WESC-F	Grnvl-Sp	3421
171. KHMx-F	Houston	4617	221. KSD -F	St. Louis	3899	XTRA-F	SanDiego	3421
WLUP	Chicago	4617	222. WAMZ-F	Louisvill	3888	272. WNCX-F	Cleveland	3418
173. WLTE-F	Minn-St.P	4601	223. WDAS-F	Philadelp	3877	WENZ-F	Cleveland	3418
174. KEX	PrtInd,OR	4575	224. WGST	Atlanta	3875	KGGI-F	Riverside	3418
175. WHQT-F	Miami-Ft.	4558	225. WIOD	Miami-Ft.	3866	275. WBAB-F	New York	3417
176. WLTI-F	Detroit	4531	226. KLUV-F	Dallas-FW	3862	276. WYNK-F	Btn Rouge	3400
177. WMJI-F	Cleveland	4523	227. WLYY-F	Baltimore	3857	277. WFMS-F	Indy	3392
178. WTIC-F	Hartford	4491	228. WPRO-F	Providenc	3832	279. WKXW-F	New York	3392
179. WGAR-F	Cleveland	4487	229. KMJQ-F	Houston	3822	279. KZOK-F	Seattle	3381
180. KODA-F	Houston	4482	230. WEDR-F	Miami-Ft.	3818	280. KXKL-AF	Denver	3375
181. KVIL-AF	Dallas-FW	4469	231. WLIB	New York	3817	281. WEEI	Boston	3363
182. WHDH	Boston	4445	232. KTAR	Phoenix	3805	282. WKSZ-F	Philadelp	3350
183. KABL-AF	San Fran	4407 (*)	233. KLRX-F	Dallas-FW	3795	283. KLTR-F	Houston	3339
184. KKSF-F	San Fran	4375	234. WKRQ-F	Cincinnati	3790	284. WRBQ-F	TampaSt.P	3335
185. WJOI-F	Detroit	4354	235. WDSY-F	Pittsburg	3783	285. WJZZ-F	Detroit	3334
186. WLYF-F	Miami-Ft.	4349	236. WLTF-F	Cleveland	3755	286. WMTX-AF	TampaSt.P	3293
187. KRQR-F	San Fran	4348	237. KFRC-F	San Fran	3710	287. CKLW	Detroit	3292
188. KQQL-F	Minn-St.P	4313	238. WJFK-F	Washington	3699	288. WMXD-F	Detroit	3291
189. WIVK-F	Knoxville	4310	239. WZZK-AF	Birmingham	3694	WMMX-F	Baltimore	3291
190. WZGC-F	Atlanta	4297	240. WLIF-F	Baltimore	3675	290. WBLI-F	New York	3288
191. WSTR-F	Atlanta	4264	241. KYKY-F	St. Louis	3657	291. WSM -F	Nashville	3287
192. KRXX-F	Minn-St.P	4259	242. WLTT-F	Washington	3653	292. WHTQ-F	Orlando	3282
193. WIL -F	St. Louis	4255	243. KDFC-AF	San Fran	3641	293. WHJY-F	Providenc	3277
194. KBXX-F	Houston	4253	244. WQAL-F	Cleveland	3633	WYHY-F	Nashville	3277
195. WWKA-F	Orlando	4250	245. KOMO	Seattle	3623	295. WWWE	Cleveland	3272
196. KLDE-F	Houston	4234	246. KFMB-F	SanDiego	3616	296. KWEN-F	Tulsa	3256
197. KBSG-AF	Seattle	4222	247. KFKF-F	Knsas Cty	3601	297. WNIB-F	Chicago	3255
198. WDRE-F	New York	4183	248. WTIC	Hartford	3594	298. KISW-F	Seattle	3252
199. KBLX-AF	San Fran	4156	249. WSKQ	New York	3591	299. KRAK-F	San Fran	3235
200. WFLZ-F	TampaSt.P	4155	250. WZPL-F	Indy	3585	300. KJLH-F	Los Angel	3224
(*) WQYK-F	Tampa	4384	(should be included with these figures)			301. KSSN-F	Little Rk	3221
						302. KUPD-F	Phoenix	3209
						303. KOSI-F	Denver	3201
						304. WPLM-AF	Boston	3176
						305. WGXX-F	Memphis	3169
						306. WZTA-F	Miami-Ft.	3165
						307. WCRB-F	Boston	3163
						308. WGRR-F	Cincinnati	3160
						309. KRPM-F	Seattle	3151
						310. WSHH-F	Pittsburg	3150
						KKRZ-F	PrtInd,OR	3150
						XHTZ-F	SanDiego	3150
						313. WLW	Dayton	3142
						314. WJQY-F	Miami-Ft.	3118
						315. WHUD-F	New York	3115
						316. WKTI-F	Milwaukee	3111
						317. WGMS-F	Washington	3108
						318. KXRX-F	Seattle	3104
						KSON-AF	SanDiego	3104
						320. KLSY-F	Seattle	3100
						321. WOWI-F	Norfolk	3099
						322. WDRG-F	Hartford	3096
						323. WHKO-F	Dayton	3092
						324. KUPL-F	PrtInd,OR	3085
						KLOU-F	St. Louis	3085
						326. KLAC	Los Angel	3074
						327. KRLA	Los Angel	3071
						328. KKHI-AF	San Fran	3065
						329. KGB -F	SanDiego	3064
						330. WFLA	TampaSt.P	3060
						331. KSFM-F	Sacramnto	3057
						332. WYV-F	Baltimore	3042
						333. KFRG-F	Riverside	3034
						334. KSSN-F	PrtInd,OR	3033
						335. KKAT-F	Salt Lake	3016
						KRAK-F	Sacramnto	3016
						337. KYYS-F	Knsas Cty	3006

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

1. WTHI-AF	Terre Haute	49.2	51. KHEY-F	El Paso	31.5		
2. WTCR-AF	Huntington, WV	48.3		KDKA	Pittsburgh	31.5	
3. KLLL-F	Lubbock	46.2	53. WMEE-F	Fort Wayne	31.4		
4. WQBE-F	Charleston, WV	44.3		WYYD-F	Roanoke-Lynchburg	31.4	
5. WIVK-F	Knoxville	43.6	55. KPAT-F	Sioux Falls	31.0		
6. WXBQ-F	John City-Kingsport	43.4		WPCV-F	Lakeland	31.0	
7. WJBC	Bloomington	42.3	57. WYNG-F	Evansville	30.9		
8. WIXX-F	Green Bay	42.1		WAPL-F	Appleton-Oshkosh	30.9	
9. KTRS-F	Casper	42.0	59. WSTO-F	Evansville	30.8		
10. WDRM-F	Huntsville	40.7		WZZK-AF	Birmingham	30.8	
11. WBBQ-AF	Augusta	38.4	61. KRYA-AF	Corpus Christi	30.7		
12. WCCO	Minneapolis-St. Paul	38.0	62. WWQQ-F	Wilmington, NC	30.6		
13. WAAL-F	Binghamton	36.8		WKSF-F	Asheville	30.6	
	KMOX	St. Louis	36.8		WVIC-F	Lansing	30.6
15. WUSY-F	Chattanooga	36.7	65. WNNK-AF	Harrisburg	30.5		
16. WBNQ-F	Bloomington	36.7	66. WICC	Bridgeport	30.3		
17. KCCY-F	Pueblo	36.5	67. WOUR-F	Utica-Rome	30.2		
18. KSSN-F	Little Rock	36.2		WKFE-F	Huntington, WV	30.2	
19. WNDU-F	South Bend	35.6	69. WOMP-F	Wheeling	30.1		
20. WMXE-F	Erie	35.2		WJET-F	Erie	30.1	
21. WKRF-F	Wilkes Barre-Scranto	35.1		KTEX-F	Mcallen-Brownsville	30.1	
22. WVLC-F	Lexington	34.8	72. KZSN-AF	Wichita	30.0		
	KRMD-AF	Shreveport	34.8		KSSK-F	Honolulu	30.0
24. KWEN-F	Tulsa	34.7	74. WMXL-F	Lexington	29.8		
25. WOVK-F	Wheeling	34.5		KRST-AF	Albuquerque	29.8	
	KFMW-F	Waterloo-Cedar Falls	34.5	76. WMSI-F	Jackson	29.7	
	WNNC	Asheville	34.5	77. WSSL-AF	Greenville-Spartanbu	29.6	
28. WYNK-F	Baton Rouge	34.2	78. WCMF-F	Rochester	29.5		
	WKZW-F	Peoria	34.2		WPXR-F	Davenport-Ri-Moline	29.5
	WZOK-F	Rockford	34.2	80. WXXC-F	Erie	29.3	
31. WBLM-F	Portland, ME	34.1		WQUT-F	John City-Kingsport	29.3	
	WDEN-F	Macon	34.1		KEX	Portland, OR	29.3
33. WFGY-F	Altoona	33.6		WLLR-AF	Davenport-Ri-Moline	29.3	
34. KTTS-F	Springfield, MO	33.3	84. WZHT-F	Montgomery	29.1		
	WIKY-F	Evansville	33.3	85. WHAS	Louisville	29.0	
	KXXY-F	Oklahoma City	33.3	86. KVOG	Casper	28.9	
37. WRNS-F	Greenville, NC	33.2		WXLK-F	Roanoke-Lynchburg	28.9	
	WTQR-F	Greensboro-WS	33.2	88. WZZQ-F	Terre Haute	28.8	
39. WKFR-F	Kalamazoo	33.1		WTFM-F	John City-Kingsport	28.8	
40. WLWI-F	Montgomery	33.0		WKSJ-AF	Mobile	28.8	
	KMML-F	Amarillo	33.0	91. WPRR-F	Altoona	28.7	
42. WAMZ-F	Louisville	32.8		KGGO-AF	Des Moines	28.7	
43. KIIM-F	Tucson	32.5	93. WGLU-F	Johnstown	28.6		
44. KHAK-F	Cedar Rapids	32.4	94. WZEE-F	Madison	28.5		
45. WRKY-F	Steubenville	32.2	95. WIXX-F	Appleton-Oshkosh	28.4		
46. KOEL-F	Waterloo-Cedar Falls	32.1		KASE-F	Austin	28.4	
47. WZFX-F	Fayetteville, NC	32.0	97. KFRX-F	Lincoln	28.2		
	WDAY-F	Fargo	32.0	98. WSRF-F	Worcester	28.1	
49. WLW	Cincinnati	31.7		WCHY-AF	Savannah	28.1	
50. KRNQ-F	Des Moines	31.6		WMT	Cedar Rapids	28.1	

101.	KWTX-F	Waco	28.0	WJR	Ann Arbor	26.0	
102.	WKML-F	Fayetteville, NC	27.9	WPRO-F	Providence	26.0	
	KUGN-F	Eugene	27.9	153.	WGLF-F	Tallahassee	25.9
104.	KDAL	Duluth	27.8		WHHY-AF	Montgomery	25.9
	KQKQ-F	Omaha	27.8		WAPL-F	Green Bay	25.9
106.	WZLD-F	Manchester	27.7	156.	WOKQ-F	Portsmouth-Dover-Roc	25.8
	WHAM	Rochester	27.7		WWDN-F	Columbia, SC	25.8
108.	WQLH-F	Green Bay	27.6	158.	KZKX-F	Lincoln	25.7
	KZFM-F	Corpus Christi	27.6		WAVC-F	Duluth	25.7
	KOUL-F	Corpus Christi	27.6		KQCR-F	Cedar Rapids	25.7
	KQLT-F	Casper	27.6		WCOS-F	Columbia, SC	25.7
	WFBQ-F	Indianapolis	27.6		WAPE-F	Jacksonville	25.7
113.	WDOV-F	Sarasota-Bradenton	27.5		WNCI-F	Columbus, OH	25.7
	KDON-F	Salinas-Monterey-San	27.5	164.	KWNZ-F	Reno	25.6
115.	WGIR-F	Manchester	27.4		KQFC-F	Boise	25.6
	WCRZ-F	Flint	27.4	166.	WGSY-F	Columbus, GA	25.5
	WZYP-F	Huntsville	27.4		WYYY-F	Syracuse	25.5
	KJJY-F	Des Moines	27.4		WTIC-F	Hartford	25.5
119.	WRCK-F	Utica-Rome	27.3		WDJX-F	Louisville	25.5
	KZII-F	Lubbock	27.3	170.	WRKT-F	Erie	25.4
	WXRZ-F	Rockford	27.3		WSTH-F	Columbus, GA	25.4
122.	KUZZ-F	Bakersfield	27.2		WFLY-F	Albany-Schenectedy-T	25.4
	WTIC	Hartford	27.2	173.	KKAT-F	Salt Lake City	25.3
124.	KTPK-F	Topeka	27.1	174.	WAQY-AF	Springfield, MA	25.2
	WKQQ-F	Lexington	27.1		KMJJ-F	Shreveport	25.2
	WKXC-F	Augusta	27.1		KIKI-F	Honolulu	25.2
	WIBA-F	Madison	27.1		WAYV-F	Atlantic City	25.2
	KYW	Philadelphia	27.1	178.	WIBW-F	Topeka	25.1
129.	KOKZ-F	Waterloo-Cedar Falls	27.0		KRQQ-F	Tucson	25.1
	KPRR-F	El Paso	27.0		KQMQ-AF	Honolulu	25.1
	WTMJ	Milwaukee	27.0		WDAF	Kansas City	25.1
	WSOC-F	Charlotte	27.0	182.	WXCL-AF	Peoria	25.0
133.	WEZK-F	Knoxville	26.9		WROK	Rockford	25.0
134.	WGKX-F	Memphis	26.8				
135.	KXUS-F	Springfield, MO	26.7				
	WKCQ-F	Saginaw-Bay City-Mid	26.7				
	KBFM-F	Mcallen-Brownsville	26.7				
138.	WMGI-F	Terre Haute	26.6				
	KMGE-F	Eugene	26.6				
	KTWO	Casper	26.6				
	WIOT-F	Toledo	26.6				
142.	WVKS-F	Toledo	26.5				
	KQRS-AF	Minneapolis-St. Paul	26.5				
144.	WTNT-F	Tallahassee	26.2				
	KKCS-F	Colorado Springs	26.2				
146.	KRLB-F	Lubbock	26.1				
	WIOG-F	Saginaw-Bay City-Mid	26.1				
148.	KLTA-F	Fargo	26.0				
	KDAL-F	Duluth	26.0				
	WEZN-F	Bridgeport	26.0				

*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. WHTZ-F New York 1079	5. KBIG-F Los Angel 683	5. KILT-F Houston 431	24. WPEG-F Charlotte 193
2. WQHT-F New York 973	6. WJMK-F Chicago 403	6. WWWW-F Detroit 422	25. KHYS-F Houston 191
3. WPLJ-F New York 846	7. WQGL-F Philadelp 392	7. KEKY-F Minn-St.P 402	26. WMMJ-F Washingt 175
4. KIIS-AF Los Angel 774	8. WYXR-F Philadelp 386	8. KIKK-F Houston 399	27. WYLD-F New Orlns 172
5. KPWR-F Los Angel 728	9. KVIL-AF Dallas-FW 376	9. WQYK-F TampaSt.P 396	28. WALR-F Atlanta 167
6. WBBM-F Chicago 709	10. KCBS-F Los Angel 353	10. WXTU-F Philadelp 372	29. WAMO-F Pittsburg 162
7. WPGC-F Washingt 501	11. WSB -F Atlanta 330	11. KNIX-F Phoenix 351	30. WQUE-F New Orlns 161
8. KMEL-F San Fran 487	12. WMGK-F Philadelp 325	12. KSAN-F San Fran 346	31. KJLH-F Los Angel 158
9. WXKS-F Boston 402	13. WMJX-AF Boston 315	13. KPFX-F Dallas-FW 343	32. KPRS-F Knsas Cty 150
10. WEGX-F Philadelp 354	14. WWSW-AF Pittsburg 306	14. WKHX-F Atlanta 340	33. KKDA Dallas-FW 147
11. WHYT-F Detroit 338	15. KIOI-F San Fran 299	15. KZLA-F Los Angel 338	34. WHRK-F Memphis 146
12. WIOQ-F Philadelp 324	16. WODS-F Boston 295	16. WPOCF Baltimore 327	35. WJHM-F Orlando 140
13. WPOW-F Miami-Ft. 305	17. WKQI-F Detroit 288	17. WIL -F St. Louis 321	36. WDLA Memphis 126
14. WZOU-F Boston 282	18. WPNT-F Chicago 281	18. WGAR-F Cleveland 295	37. KMEZ-F New Orlns 122
15. KITS-F San Fran 279	19. KSTP-F Minn-St.P 265	19. KMPS-AF Seattle 290	38. WIZF-F Cincinnati 121
16. KRBE-AF Houston 276	20. WOMC-F Detroit 260	20. KSON-AF SanDiego 279	39. WWDW-F ColumbiaSC 117
17. KDWB-F Minn-St.P 260	21. WKQX-F Chicago 252	21. WKIS-F Miami-Ft. 269	40. WWIN-F Baltimore 116
18. WRQX-F Washingt 258	22. KHMV-F Houston 244	22. WTQR-F Grnsbrows 266	WGCI Chicago 116
19. KBXX-F Houston 245	23. WRIC-F Detroit 243	23. KJGO-F Denver 260	42. WOL Washingt 115
20. KUBE-F Seattle 232	24. WASH-F Washingt 241	24. KFKF-F Knsas Cty 252	WBLX-F Mobile 115
21. WBLI-F New York 210	25. WFLC-F Miami-Ft. 236	25. WYAF-F Atlanta 245	44. WKYV-F Milwaukee 114
22. KKLQ-AF SanDiego 206	26. WALK-F New York 230	26. WIVK-F Knoxville 244	45. WJMH-F Grnsbrows 110
WBLI-F Nassau 206	27. WMJI-F Cleveland 220	WSOC-F Charlotte 244	
24. KGGI-F Riverside 201	28. WLTF-F Cleveland 219	KYNG-F Dallas-FW 244	
	29. WALK-AF Nassau 216	29. WAMZF Louisvill 231	
	30. WDSY-F Pittsburg 230	30. WMSY-F Indy 230	
	31. WUSA-F TampaSt.P 213	WFMS-F Oklahoma 222	
	KLDE-F Houston 213	32. KXXY-F Oklahoma 222	
	WMMX-F Baltimore 213	33. WDAF Knsas Cty 217	
	34. KFMB-F SanDiego 208	34. WZZK-AF Brmngham 216	
	35. WSTR-F Atlanta 206	35. KKAT-F Salt Lake 209	
	36. WBMX-F Boston 205	36. WKXX-F Memphis 208	
	37. KDMX-F Dallas-FW 201	37. WYRF-F Buffalo 202	
	38. KYKY-F St. Louis 200	38. KIIM-F Tucson 198	
	WQSR-F Baltimore 200	KUPL-F PrtInd,OR 198	
		40. KWEN-F Tulsa 190	
		41. KMLE-F Phoenix 188	
		KFRG-F Riverside 188	
		43. WSSL-AF Grnvl-Sp 187	
		KCYV-F San Anton 187	
		45. WBFE-F Rochester 183	
		46. WSEX-F Nashville 182	
		WMIL-F Milwaukee 182	

SAC/EZ

1. WLTV-F New York 1416
2. WPAT-F New York 1012
3. KXEZ-F Los Ange 633
4. WLIT-F Chicago 421
5. WEAZ-F Philadelp 406
6. KOIT-AF San Fran 325
7. WGAY-F Washingt 316
8. WLYF-F Miami-Ft. 308
9. WLTE-F Minn-St.P 292
10. WSSH-F Boston 289
11. WJOI-F Detroit 288
12. WPCF-F Atlanta 280
13. WLIF-F Baltimore 277
14. KODA-F Houston 269
15. WLTI-F Detroit 268
16. WWRM-F TampaSt.P 257
17. KABL-AF San Fran 244
18. WDOK-F Cleveland 228
19. KLRX-F Dallas-FW 225
20. WPAT New York 223
21. KOSI-F Denver 211
22. KLIT-F Los Angel 208
23. KKLTV-F Phoenix 191
WSHH-F Pittsburg 191
25. WHUD-F New York 186
26. WJQY-F Miami-Ft. 184
KBAY-F San Fran 184
28. WDUV-F TampaSt.P 180
29. KJQY-F SanDiego 175
30. WFOG-F Norfolk 152
31. WWLI-F Providence 150

AOR/CLASSIC

1. WXRK-F New York 1207
2. WNEW-F New York 825
3. KLOS-F Los Angel 693
4. KLSX-F Los Angel 573
5. WWBZ-F Chicago 564
6. KROQ-F Los Angel 542
7. WYSP-F Philadelp 494
8. WMMR-F Philadelp 419
9. WXRT-F Chicago 410
10. KQL7-F Los Angel 401
11. WLUP-F Chicago 382
12. KLOL-F Houston 364
13. WCKG-F Chicago 346
14. KQRS-AF Minn-St.P 344
15. WDVE-F Pittsburg 339
16. WBCN-F Boston 311
17. KSHE-F St. Louis 301
18. WKLS-F Atlanta 270
19. WZLX-F Boston 266
20. WMMS-F Cleveland 264
21. WFBQ-F Indy 259
22. KTXQ-F Dallas-FW 253
23. KRXX-F Minn-St.P 251
24. WLLZ-F Detroit 246
25. WXTB-F TampaSt.P 231
26. WCMF-F Rochester 227
27. KRQR-F San Fran 216
28. WCSX-F Detroit 215
29. WWDC-F Washingt 210
30. XTRA-F SanDiego 209
31. KUPD-F Phoenix 208

FULL SVC/VARIETY

1. WCCO Minn-St.P 611
2. WJR Detroit 584
3. KDKA Pittsburg 430
4. WBAP Dallas-FW 314
5. WTMJ Milwaukee 269
6. WLW Cincinnati 265
7. WMAL Washingt 254
8. WSB Atlanta 242
9. KEX PrtInd,OR 240
10. WTIC Hartford 232
11. WIBC Indy 220
12. WHAM Rochester 187
13. WTVN ColumbusO 165
14. KOMO Seattle 164
15. WHAS Louisville 160
16. WRVA Richmond 149
17. KFMB SanDiego 147
18. WBFN Buffalo 127
19. WDBO Orlando 113
20. WGY Albany 111
21. WSYR Syracuse 110
22. WBT Charlotte 109
23. KSSK Honolulu 102

BLACK/URBAN

1. WRKS-F New York 1518
2. WBLS-F New York 1171
3. WGCI-F Chicago 909
4. KKBT-F Los Angel 655
5. WVEE-F Atlanta 570
6. WVAZ-F Chicago 542
7. WUSL-F Philadelp 522
8. WJLB-F Detroit 451
9. WKYS-F Washingt 333
10. KJMZ-F Dallas-FW 332
11. WEDRF Miami-Ft. 318
12. WLIB New York 290
13. WHQT-F Miami-Ft. 279
14. WMXD-F Detroit 275
15. KKDA-F Dallas-FW 268
16. WDAS-F Philadelp 266
17. KMJM-F St. Louis 261
18. WOWI-F Norfolk 254
19. KSOL-F San Fran 249
20. KMJQ-F Houston 248
21. WXYV-F Baltimore 239
22. WHUR-F Washingt 221
23. WZAK-F Cleveland 204

NEWS/TALK

1. WINS New York 1009
2. WGN Chicago 943
3. WABC New York 917
4. WOR New York 878
5. WCBS New York 814
6. WFAN New York 808
7. KABC Los Angel 760
8. KMOX St. Louis 681
9. KGO San Fran 667

AC/OLDIES

1. WCBS-F New York 1347
2. WMXV-F New York 1023
3. KOST-F Los Angel 863
4. KRTH-F Los Angel 703

COUNTRY

1. WYNY-F New York 753
2. WUSN-F Chicago 685
3. KSCS-F Dallas-FW 561
4. WMZQ-AF Washingt 442

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

10. KYW	Philadelp	502	16. WPLM-AF	Boston	125	22. KSKQ	Los Angel	107
11. KFI	Los Angel	497	17. KKSJ	PrtInd,OR	99	23. WQBA-F	Miami-Ft.	103
12. KFNB	Los Angel	495	18. WDCD	Washingtn	95	24. KQKQ-F	Houston	102
13. WBBM	Chicago	484	KAAM	Dallas-FW	95	25. WCMQ-F	Miami-Ft.	101
14. KNX	Los Angel	428	WXKS	Boston	95	26. KIWW-F	Mc-Brown	90
15. KNBR	San Fran	392	21. WGSJ	New York	92	KPLS	Los Angel	90
16. KCBS	San Fran	376	22. WITH	Baltimore	89	28. KXYZ	Houston	89
17. WLS -AF	Chicago	372	23. WGSJ	Nassau	81	29. WWFE	Miami-Ft.	85
18. WBZ	Boston	369	24. WHLI	Nassau	80	30. KLAT	Houston	77
19. WBAL	Baltimore	357	25. WEVD	New York	78	31. WTAQ	Chicago	70
WMAQ	Chicago	357	26. WRTH	St. Louis	75	32. KBNA-AF	Fl Paso	67
21. WLUP	Chicago	354	RELIGION/GOSPEL					
22. WRKO	Boston	323	-----					
23. WWJ	Detroit	305	1. WWRL	New York	180	33. KCOR	San Anton	65
24. WWDB-F	Philadelp	294	2. WFME-F	New York	169	34. WCMQ	Miami-Ft.	64
25. KIRO	Seattle	278	3. KLTJ-F	Dallas-FW	147	35. KBRG-F	San Jose	62
26. WIOD	Miami-Ft.	273	4. WWRV	New York	137	36. KSSA	Dallas-FW	59
27. WXYD	Detroit	268	5. KHVJ	Dallas-FW	114	37. XLTN-F	SanDiego	58
28. WHDH	Boston	254	6. WAOK	Atlanta	104	38. KTGE	Salinas	57
29. WGST	Atlanta	240	7. WYCA-F	Chicago	95	39. KEYH	Houston	56
30. WFLA	TampaSt.P	237	8. KKLA-F	Los Angel	87	40. KCAL	Riverside	55
31. KFOA	Denver	232	9. WLOK	Memphis	85	41. KLVE-F	Riverside	52
32. KMPC	Los Angel	227	10. KCMS-F	Seattle	83	42. WOPA	Chicago	50
33. KTAR	Phoenix	225	11. WWTN	Baltimore	69	CLASSICAL		
KFBK	Sacramnto	225	12. WDAS	Philadelp	65	-----		
35. KTRH	Houston	216	13. WYLD	New Orlns	64	1. WQXR-AF	New York	436
36. WIP	Philadelp	214	14. WCAO	Baltimre	60	2. WNCN-F	New York	334
37. WTOP	Washingtn	213	15. WCBW-F	St. Louis	52	3. KKGO-F	Los Angel	277
38. KRDL	Dallas-FW	202	16. WYLL-F	Chicago	50	4. WNIB-F	Chicago	214
39. KSLD	SanDiego	200	17. WRBS-F	Baltimore	49	5. KKHJ-F	San Fran	191
40. KPRC	Houston	191	18. WBOK	New Orlns	48	6. KDFC-AF	San Fran	183
41. WWL	New Orlns	165	19. WUAP	Philadelp	46	7. WFLN-F	Philadelp	181
42. WTAE	Pittsburg	152	WMUZ-F	Detroit	46	8. WQMS-F	Washingtn	168
43. KLIF	Dallas-FW	149	WABQ	Cleveland	46	9. WTMI-F	Miami-Ft.	151
44. WSCR	Chicago	147	22. WDAC-F	Lancaster	43	10. WCRB-F	Boston	144
45. KXL	PrtInd,OR	145	KOKA	Shreveprt	43	11. WQRS-F	Detroit	139
46. KSTP	Minn-St.P	144	KWWJ	Houston	43	12. KING-F	Seattle	117
47. WHJJ	Providenc	136	25. WROL	Boston	42	WRR -F	Dallas-FW	117
48. KFI	Riverside	135	26. KPRT	Knsas Cty	41	14. KFMT-F	Chicago	105
49. WINZ	Miami-Ft.	123	WAGG	Brmngham	41	15. KFSD-F	SanDiego	103
50. KFYI	Phoenix	122	28. WYCB	Washingtn	40	16. KFUO-F	St. Louis	99
51. WPRO	Providenc	117	KGNW	Seattle	40	17. KCLV-F	Cleveland	67
KCMO	Knsas Cty	117	WESL	St. Louis	40	18. WVOF-F	Denver	66
53. WWWE	Cleveland	114	SPANISH					
54. WJNO	West Palm	110	-----					
55. KSEV	Houston	109	1. KLVE-F	Los Angel	760	1. WQCD-F	New York	595
56. WCBM	Baltimore	106	2. WSKQ-F	New York	741	2. WNVA-F	Chicago	387
WEEI	Boston	106	3. KWKW	Los Angel	584	3. KTUV-F	Los Angel	363
58. KING	Seattle	105	4. KTNQ	Los Angel	550	4. KBLX-AF	San Fran	255
59. KMBZ	Knsas Cty	103	5. WADO	New York	436	5. WJZZ-F	Detroit	239
60. WHIO	Dayton	102	6. KKHJ	Los Angel	388	6. KKSF-F	San Fran	232

NOSTALGIA

1. WNEW	New York	543	7. WSKQ	New York	313	8. WJZE-F	Washingtn	163
2. WPEN	Philadelp	491	8. KALI	Los Angel	305	9. WLVE-F	Miami-Ft.	154
3. WJJD	Chicago	463	9. WAQI	Miami-Ft.	259	10. KIFM-F	SanDiego	133
4. KFRC	San Fran	302	10. WRTO-F	Miami-Ft.	258	11. KACE-F	Los Angel	131
5. KQUE-F	Houston	216	11. WQJO-F	Chicago	224	12. WCDJ-F	Boston	119
6. CKLW	Detroit	191	12. WQBA	Miami-Ft.	194	13. KKNW-F	Seattle	110
7. WRMR	Cleveland	161	13. KXTN-F	San Anton	174	14. KJAZ-F	San Fran	96
8. WMRZ	Miami-Ft.	159	14. KOFY	San Fran	161	15. KHII-F	Denver	77
9. WOKY	Milwaukee	153	15. WQDM	New York	156	16. WNWV-F	Cleveland	76
10. WGUL-AF	TampaSt.P	150	16. WIND	Chicago	149			
11. WHLI	New York	147	17. KESS	Dallas-FW	142			
12. KPOP	SanDiego	133	18. WXDJ-F	Miami-Ft.	130			
13. KIXI	Seattle	132	19. KSKQ-F	Los Angel	121			
14. WJAS	Pittsburg	130	20. KBRG-F	San Fran	117			
15. KOY	Phoenix	127	21. KGBT	Mc-Brown	116			

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

TOP 40/CHR/CONTEMP	47. KATT-F Oklahoma 9.0	WHO Des Moines 10.7	48. WXCL-AF Peoria 14.9
1. KTRS-F Casper 23.7	KKFM-F ColoradoSp 9.0	KEX PrtInd,OR 10.7	WSOC-F Charlotte 14.9
2. WBBQ-AF Augusta 19.6		WROK Rockford 10.7	50. KZKX-F Lincoln 14.8
3. WIXX-F Green Bay 17.8		24. WSBT South Bnd 10.3	51. WHWK-F Binghamtn 14.6
4. WAAL-F Binghamtn 17.8		25. WDAY Fargo 10.1	52. KTPK-F Topeka 14.5
5. WKRZ-F WilksBare 15.8		26. WMBD Peoria 9.9	WQXK-F Youngstwn 14.5
6. WQUT-F John City 15.7		27. WKZO Kalamazoo 9.8	54. WAVC-F Duluth 14.3
7. KFMM-F Waterloo 15.3		28. KRMG Tulsa 9.3	55. KUZZ-F Bkrsfield 14.2
8. KPAT-F SiouxFals 15.2		29. WTVN ColumbusO 9.0	56. KHEY-F El Paso 14.1
9. WBNQ-F Bloomngtn 15.1		30. WGY Albany 8.9	57. WKHK-F Richmond 14.0
10. WKEE-F Huntingtn 14.7		31. WJR Detroit 8.8	WKSJ-AF Mobile 14.0
11. WNDU-F South Bnd 14.2		32. WHYN SprgfdMA 8.6	59. WCHY-AF Savannah 13.7
WZOK-F Rockford 14.2		33. WGAN PrtInd,ME 8.5	KRYS-AF CrpusChrs 13.7
13. WRKY-F Steubnvlle 14.0		34. KKOB Albuquerque 8.4	61. WGKX-F Memphis 13.6
WXLK-F Roanoke 14.0		KSSK Honolulu 8.4	62. KTEX-F Mc-Brown 13.5
		36. KFAB Omaha 8.2	63. WIBW-F Topeka 13.4
		37. WHBY Appleton 8.1	WESC-F Asheville 13.4
		38. WELI New Haven 8.0	WCOS-F ColumbiaSC 13.4
		WPTF Raleigh 8.0	WSIX-F Nashville 13.4
			67. KOUL-F CrpusChrs 13.3
			WOW -F Omaha 13.3
			KKCS-F ColoradoSp 13.3
			70. KTWO Casper 13.2
			WBEE-F Rochester 13.2
			72. WOKQ-F Portsmouth 13.1
			73. KFDI-F Wichita 13.0
			74. KKAT-F Salt Lake 12.9
			WHKO-F Dayton 12.9
			76. WQIK-F Jacksnvle 12.8
			WGTC-F South Bnd 12.8
			78. WFMS-F Indy 12.7
			79. KDRK-F Spokane 12.4
			80. KFGO-F Fargo 12.2
			WQXK-F Canton 12.2
			WKXC-F Augusta 12.2
			WKQC-F Saginaw 12.2
			84. WUBU-F ChrIstnsC 12.1
			85. WQYK-F TampaSt.P 11.9
			86. KFGO Fargo 11.8
			87. WTNT-F Tallahas 11.7
			WXTA-F Erie 11.7
			KNIX-F Phoenix 11.7
			90. WFRG-F Utca-Rome 11.5
			KMIX-F Modesto 11.5
			KASH-F Anchorage 11.5
			93. KFKF-F Knsas Cty 11.4
			94. WYRK-F Buffalo 11.3
			95. WPOR-F PrtInd,ME 11.0
			WTRS-AF Gainesvll 11.0
			WSM -F Nashville 11.0
			BLACK/URBAN
			1. WZHT-F Montgomery 22.7
			2. WZFX-F Fayetteville 20.2
			3. KMJJ-F Shreveprt 19.3
			4. WWDN-F ColumbiaSC 18.4
			5. WBLX-F Mobile 17.3
			6. WQZZ-F Flint 16.4
			7. WEAS-F Savannah 15.5
			8. WFAX-F Augusta 14.8
			9. WAGH-F ColumbusGA 13.6
			10. WWVZ-F ChrIstnsC 13.5
			11. WVEE-F Atlanta 13.4
			12. WOWI-F Norfolk 12.7
			13. WHBX-F Tallahas 12.5
			14. WPFQ-F Charlotte 11.8
			15. KQXL-F Btn Rouge 11.7
			16. WJMI-F Jackson 11.6

*Based on 12+ Metro Share, Broadcast week.

17.	WIKS-F	GreenvINC	11.5
18.	WKXI-F	Jackson	10.3
19.	WQQR-F	Raleigh	10.1
	KIPR-F	Little Rk	10.1
21.	WFXE-F	ColmbusGA	9.9
22.	WFXM-FF	Macon	9.7
23.	KKDA-F	Waco	9.6
	WZFX-F	WlmngtnNC	9.6
	WYLD-F	New Orlns	9.6
26.	WHRK-F	Memphis	9.5
27.	WCKU-F	Lexington	9.1
	WXOK	Btn Rouge	9.1
29.	WQUE-F	New Orlns	9.0
30.	WJHM-F	Orlando	8.9
31.	WSOK	Savannah	8.6
	WFNN-F	Brmngham	8.6
33.	WCDX-F	Richmond	8.4
34.	WDIA	Memphis	8.2
35.	WBLX-F	Pensacola	8.0

SAC/EZ

1.	WOUV-F	Sarasota	18.3
2.	WQLH-F	Green Bay	14.7
3.	WHLG-F	Ft.Pierce	14.1
	WARM-F	York	14.1
5.	WEZK-F	Knoxville	13.5
6.	WZID-F	Manchestr	13.0
7.	WSRS-F	Worcester	11.6
8.	KDAL-F	Duluth	11.5
9.	WEZN-F	Brdgeport	10.8
10.	WEZY-F	Lakeland	10.7
11.	WOOD-F	Kalamazoo	10.5
	WDEF-AF	Chtnooga	10.5
13.	WARM-F	Lancaster	10.2
14.	WFPG-F	Atlantic	10.1
15.	KUMU-AF	Honolulu	9.8
16.	WMXW-F	Binghamtn	9.7
	WSWT-F	Peoria	9.7
18.	WHBC-F	Canton	9.5
	WLTA-F	South Bnd	9.5
20.	WEJZ-F	Jacksnvle	9.1
21.	KTXR-F	SpringfdMO	9.0

NEWS/TALK

1.	KMOX	St. Louis	19.0
2.	WKBN	Youngstwn	12.4
3.	KFBK	Sacramnto	10.7
4.	WSTV	Steubnvle	10.1
5.	KOH	Reno	9.6
6.	KGO	SantaRosa	9.5
	WBAL	Baltimore	9.5
8.	WWL	New Orlns	9.2
9.	KARN	Little Rk	9.1
	KMJ	Fresno	9.1
11.	KOA	Denver	8.6
12.	WOC	Davenport	7.9
13.	WIBX	Utca-Rome	7.7
	WJNO	West Palm	7.7
	KGO	San Fran	7.7
16.	KCSJ	Pueblo	7.6
	WHIO	Dayton	7.6
	WGN	Chicago	7.6
19.	KTAR	Phoenix	7.5
20.	KIRO	Seattle	7.4
	KTOK	Oklahoma	7.4
	WNIR-F	Akron	7.4

23.	WFLA	TampaSt.P	7.1
24.	KERN	Bkrsfield	6.9
25.	WERC	Brmngham	6.8
26.	WLKK	Erie	6.7
27.	WRTA	Altoona	6.6
	KNSS	Wichita	6.6
	KYW	Philadelp	6.6
30.	WGIR	Manchestr	6.5
	KGNC	Amarillo	6.5
32.	WVOC	ColmbiaSC	6.4
	KXL	Prtlnd,OR	6.4
34.	KLBJ	Austin	6.3
	WBZ	Boston	6.3
36.	KIDO	Boise	6.2
37.	WAAV	WlmngtnNC	6.1
38.	WHJJ	Providenc	6.0
	KFI	Riverside	6.0
40.	WNFL	Green Bay	5.8
	KVOR	Clrado Spg	5.8
42.	WGL	Ft. Wayne	5.7
	WGST	Atlanta	5.7
43.	WKRG	Mobile	5.6
44.	WTDY	Madison	5.5
	WJBO	Btn Rouge	5.5
	WRKO	Boston	5.5
	WGR	Buffalo	5.5
45.	KSDO	San Diego	5.4
46.	KCMO	Knsas Cty	5.3
47.	KENI	Anchorage	5.2
	WTMA	ChrlnstnSC	5.2
	WOAI	San Anton	5.2
48.	WEBC	Duluth	5.1
	WPRO	Providence	5.1
	WAVG	Louisvill	5.1
	WAEB	Allentown	5.1

NOSTALGIA

1.	WMMB	Melbourne	10.0
2.	WEYZ	Erie	8.4
3.	WYSN-F	Johnstown	8.0
4.	KIXZ	Amarillo	7.6
5.	WQKY	Milwaukee	6.7
6.	WDFD	Flint	6.6
7.	KGHF	Pueblo	6.5
	WROD	Dytna Bch	6.5
9.	WPFN	Philadelp	6.4
10.	WLOW-F	Savannah	6.3
11.	KEEL	Shreveprt	6.1
12.	KWEX	Waco	6.0
13.	KFRC	SantaRosa	5.8
14.	WKMC	Altoona	5.6
15.	WFEA	Manchestr	5.5
	KXTP	Duluth	5.5
17.	WWOK	Evansvill	5.4
	WINR	Binghamtn	5.4
	KRNT	DesMoines	5.4
20.	WMFQ-F	Gainesvil	5.3
	WRMR	Cleveland	5.3
22.	WISF	Asheville	5.2
	WMAS	SprgflDMA	5.2
24.	KGEM	Boise	5.1
25.	KAQQ	Spokane	5.0

RELIGION/GOSPEL

1.	WDDO	Macon	8.6
2.	KOKA	Shreveprt	8.2
3.	WDAC-F	Lancaster	8.0
4.	WEAM	ColmbusGA	6.0
5.	WLOK	Memphis	5.6
6.	WMIT-AF	Asheville	5.2
7.	WEMM-F	Huntingtn	4.7
	WOAD	Jackson	4.7
9.	WKZK	Augusta	4.3
10.	WIDU	Faytville	3.7
11.	WYLD	New Orlns	3.6
12.	WJRX-F	Chtnooga	3.5
13.	KADI-F	SpringfdMO	3.4
	WAGG	Brmngham	3.4
15.	WTHB	Augusta	3.3
16.	WTGH	ColmbiaSC	3.0
	WDJC-F	Brmngham	3.0
18.	WOLC-F	Salisbury	2.8
	WFMO	Faytville	2.8
20.	WBOK	New Orlns	2.7
21.	WSTS-F	Faytville	2.6
	KCSP-F	Casper	2.6
	WMHR-F	Syracuse	2.6
	WJZ-F	Knoxville	2.6
25.	KLRG	Little Rk	2.5
	KLTY-F	Dallas-FW	2.5
27.	WAOK	Atlanta	2.4
28.	WJSH	Terre Hte	2.3
	WAPZ	Montgomry	2.3
	KAMB-F	Modesto	2.3
31.	WFGW	Asheville	2.2
	WZJY	ChrlnstnSC	2.2
	KCMS-F	Seattle	2.2
34.	KNTL-F	Oklahoma	2.1
	WSTV	Jacksnvle	2.1
36.	WTLN-F	Orlando	2.0
	WGCV	Richmond	2.0
	WBBP	Memphis	2.0
	WFRN-F	South Bnd	2.0

SPANISH

1.	KGBT	Mc-Brown	12.5
2.	KIWW-F	Mc-Brown	9.7
3.	KXTN-F	San Anton	9.1
4.	KBNA-AF	El Paso	7.9
5.	KSAB-AF	CrpusChrs	7.2
6.	KTGF	Salinas	6.3
7.	KRMX	Pueblo	5.9
8.	KUNO	CrpusChrs	5.5
9.	KLOC	Modesto	5.2
	KJWC	Bkrsfield	5.2
11.	KTJN-F	Mc-Brown	5.0
12.	KQXX-F	Mc-Brown	4.8
13.	WQAI	Miami-Ft.	4.7
14.	KSET-F	El Paso	4.6
	WRTO-F	Miami-Ft.	4.6
16.	KLVE-F	Los Angel	4.4
17.	KSTN-F	Stockton	4.3
18.	KTRO	Oxnard-Vn	4.2
19.	KGST	Fresno	4.0

CLASSICAL

1.	KHFM-F	Albuquerque	4.7
2.	KBOQ-F	Salinas	4.1

3.	KING-F	Seattle	3.1
4.	KIWI-F	Bkrsfield	3.0
	KLEF-F	Anchorage	3.0
6.	KFSD-F	SanDiego	2.8
	KFUG-F	St. Louis	2.8
8.	WTMI-F	Miami-Ft.	2.7
9.	WGMS-F	Washington	2.6
	WFMR-F	Milwaukee	2.6
11.	WCRB-F	Boston	2.5
12.	WFLN-F	Philadelp	2.4
	WYSP-F	Atlantic	2.4
	KVOD-F	Denver	2.4
15.	KKHI-AF	San Fran	2.2
	WCLV-F	Cleveland	2.2
17.	KDFC-AF	San Fran	2.1
	WCRB-F	Worcester	2.1
	KXTR-F	Knsas Cty	2.1
	WQRS-F	Detroit	2.1
	WSLT-F	Atlantic	2.1
22.	WQRS-F	Ann Arbor	2.0
	WRR -F	Dallas-FW	2.0
24.	WQXR-AF	Monmouth	1.8
25.	WTMI-F	West Palm	1.7
	WNIB-F	Chicago	1.7
27.	KKGO-F	Los Angel	1.6
28.	KONC-F	Phoenix	1.5

JAZZ/NEW AGE

1.	KNIK-F	Anchorage	4.4
2.	KIFM-F	SanDiego	3.6
	WJZZ-F	Detroit	3.6
4.	WLOQ-F	Orlando	3.4
5.	KOAI-F	Dallas-FW	3.1
	WNUA-F	Chicago	3.1
7.	KBLX-AF	San Fran	2.9
	KKNW-F	Seattle	2.9
	KHIH-F	Denver	2.9
10.	WJZE-F	Washington	2.8
	WLVE-F	Miami-Ft.	2.8
12.	KKSF-F	San Fran	2.7
13.	KBZN-F	Salt Lake	2.5
	WNWV-F	Cleveland	2.5
15.	KQPT-F	Sacramnto	2.4
16.	WQCS-F	New York	2.2
17.	KQVS-F	CrpusChrs	2.1
	WXXM-F	Lansing	2.1
	KTWV-F	Los Angel	2.1
20.	WCDJ-F	Worcester	2.0
	WAMX-F	Ann Arbor	2.0
	KLVE-F	West Palm	2.0
	KXDC-F	Salinas	2.0
	WCDJ-F	Boston	2.0

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Greenville, NC	92.08%	1. Casper	61.54%
2. Salisbury-Oc, MD	91.91%	2. Duluth	62.01%
3. Lancaster	90.69%	3. Santa Rosa	62.31%
4. Knoxville	90.07%	4. Asheville	62.73%
5. Greenville-Spartanburg	89.69%	5. Bridgeport	62.76%
6. Evansville	89.60%	6. Bloomington	62.77%
7. Tallahassee	89.55%	7. Rockford	64.31%
8. Lansing	89.47%	8. Sioux Falls	64.57%
9. Jacksonville	88.77%	9. San Francisco	65.46%
10. Lakeland	88.65%	10. St. Louis	65.70%
11. Lubbock	88.35%	11. Stockton	66.98%
12. Huntington, WV	88.34%	12. Honolulu	67.31%
13. Grand Rapids	88.23%	13. New Haven	67.80%
14. York	88.21%	14. Chicago	68.04%
15. Pensacola	88.05%	15. Los Angeles	68.11%

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

MARKETS WITH HIGHEST AND LOWEST APR'S**

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Miami-Ft. Lauderdale	20.0	1. Modesto	14.2
2. Atlantic City	19.5	2. Ann Arbor	14.3
3. New York	19.3	3. Steubenville	15.0
4. Monmouth-Ocean	19.1	4. Anchorage	15.1
5. Appleton-Oshkosh	19.0	Lancaster	15.1
6. Las Vegas	18.9	Tallahassee	15.1
7. Augusta	18.7	7. San Jose	15.2
8. Baltimore	18.7	Eugene	15.2
9. Fargo	18.6	9. Wichita	15.3
Philadelphia	18.6	Raleigh	15.3
Chicago	18.6	Portland, ME	15.3
12. Portsmouth-Dover-Rochester, NH	18.4	Wilmington, NC	15.3
York	18.4	13. Austin	15.4
Detroit	18.4	Huntington, WV	15.4
15. Canton	18.3	15. Baton Rouge	15.5

** 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 PVT (Persons Viewing Television).

MEAN APR FOR ALL RATED MARKETS

	SPG 92	16.88		
SPG 91	17.04	SPG 82	16.04	
SPG 90	17.22	SPG 81	15.42	
SPG 89	17.53	A/M 80	15.42	
SPG 88	16.47	A/M 79	15.62	
SPG 87	16.73	A/M 78	15.42	
SPG 86	17.10	A/M 77	15.40	
SPG 85	17.32	A/M 76	15.74	
SPG 84	17.50			
SPG 83	17.33			

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

1. Ann Arbor	69.7%	14. Lancaster	48.7%
2. Monmouth-Ocean	66.6%	15. Lakeland	47.1%
3. Bridgeport	60.0%	16. Melbourne-Titusville-Cocoa	46.4%
4. Wilmington, DE	58.6%	17. Portsmouth-Dover-Rochester, NH	46.3%
5. Daytona Beach	56.4%	18. Santa Rosa	44.4%
6. Worcester	55.5%	19. Oxnard-Ventura	42.6%
7. Akron	55.5%	20. Sarasota-Bradenton	42.1%
8. Steubenville	54.7%	21. York	41.0%
9. Riverside-San Bernardino	51.8%	22. Pueblo	38.2%
10. Manchester	51.4%	23. Asheville	35.8%
11. Stockton	50.7%	24. Flint	32.2%
12. Canton	49.6%	25. West Palm Beach	30.1%
13. New Haven	49.1%	26. Atlantic City	30.1%

*** 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. Nassau-Suffolk	68.0%	14. Jackson	19.1%
2. San Jose	57.0%	15. Raleigh	19.1%
3. Salisbury-Oc, MD	23.2%	16. New Haven	18.6%
4. Waterloo-Cedar Falls	22.1%	17. Sarasota-Bradenton	18.4%
5. Eugene	21.9%	18. Greenville, NC	18.2%
6. Austin	21.6%	19. Asheville	17.9%
7. Fort Pierce, FL	20.7%	20. Huntsville	17.6%
8. Bloomington	20.3%	21. Duluth	17.5%
9. Kalamazoo	20.3%	22. Steubenville	17.3%
10. Ann Arbor	20.2%	23. Stockton	17.2%
11. Madison	19.5%	24. Waco	17.1%
12. Tallahassee	19.4%	25. Topeka	16.9%
13. Gainesville-Ocala	19.4%	26. Grand Rapids	16.9%

**** 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 FORMAT AND FORMAT LISTENERSHIP*

	AM	FM	TOTAL	%
AC/OLDIES	149,200 (102)	3,554,200 (432)	3,703,400 (534)	15.99
AOR/CLASSIC	27,600 (26)	3,407,900 (326)	3,435,500 (352)	14.83
COUNTRY	272,100 (152)	2,812,800 (298)	3,084,900 (450)	13.32
NEWS/TALK	2,548,200 (225)	71,200 (10)	2,619,400 (235)	11.31
TOP 40/CHR/CONTEMP	21,400 (20)	2,562,400 (248)	2,583,800 (268)	11.16
BLACK/URBAN	288,600 (81)	1,677,600 (102)	1,966,200 (183)	8.49
SAC/EZ	102,700 (33)	1,805,400 (171)	1,908,100 (204)	8.24
SPANISH	593,200 (89)	363,100 (44)	956,300 (133)	4.13
FULL SVC/VARIETY	844,200 (115)	12,600 (6)	856,800 (121)	3.70
NOSTALGIA	696,400 (145)	77,700 (14)	774,100 (159)	3.34
RELIGION/GOSPEL	274,600 (156)	163,900 (75)	438,500 (231)	1.89
JAZZ/NEW AGE	1,900 (2)	379,600 (33)	381,500 (35)	1.65
CLASSICAL	11,000 (4)	356,400 (33)	367,400 (37)	1.59
UNKNOWN/OTHERS	42,700 (50)	42,400 (47)	85,100 (97)	0.37
	5,873,800 (1200)	17,287,200 (1839)	23,161,000 (3039)	

* 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	SPG 91	SPG 90	SPG 89	SPG 88	SPG 87	SPG 86	SPG 85	SPG 84
AC/OLDIES	2.54%	20.56%	15.99%	21.76%	18.58%	18.59%	17.76%	16.84%	16.16%	15.91%	13.62%
AOR/CLASSIC	0.47%	19.71%	14.83%	14.44%	13.45%	12.88%	12.80%	12.54%	14.13%	10.71%	10.76%
COUNTRY	4.63%	16.27%	13.32%	11.95%	11.04%	10.82%	10.73%	10.66%	10.89%	11.19%	11.79%
NEWS/TALK	43.38%	0.41%	11.31%	11.30%	9.91%	10.01%	9.75%	8.93%	8.68%	8.77%	8.61%
TOP 40/CHR/CONTEMP	0.36%	14.82%	11.16%	12.15%	15.02%	16.00%	14.63%	15.55%	14.96%	17.74%	16.87%
BLACK/URBAN	4.91%	9.70%	8.49%	8.60%	8.97%	8.35%	10.33%	10.38%	9.73%	8.53%	10.12%
SAC/EZ	1.75%	10.44%	8.24%	3.31%	6.19%	7.22%	7.67%	8.37%	8.85%	10.05%	11.02%
SPANISH	10.10%	2.10%	4.13%	3.45%	3.41%	2.88%	3.12%	2.81%	2.66%	2.31%	2.56%
FULL SVC/VARIETY	14.37%	0.07%	3.70%	3.90%	4.42%	4.59%	5.27%	6.39%	6.56%	7.02%	7.31%
NOSTALGIA	11.86%	0.45%	3.34%	3.48%	3.25%	3.04%	2.88%	3.17%	3.74%	4.02%	4.13%
RELIGION/GOSPEL	4.67%	0.95%	1.89%	1.96%	2.09%	1.84%	1.91%	1.65%	1.77%	2.00%	1.76%
JAZZ/NEW AGE	0.03%	2.20%	1.65%	1.77%	1.62%	1.71%	1.28%	0.87%	-	-	-
CLASSICAL	0.19%	2.06%	1.59%	1.68%	1.63%	1.48%	1.32%	1.41%	1.31%	1.37%	1.20%
UNKNOWN/OTHERS	0.73%	0.25%	0.37%	0.24%	0.42%	0.60%	0.55%	0.43%	0.56%	0.38%	0.24%

CHANGES SINCE SPRING 1991

	Changes in Format Share			Change in	Change in # of
	Since 1991	Since 1985	Since 1980	1/4 HR Totals	Stations (92 vs. 91)
AC/OLDIES	- 26.5%	+ 0.5%	NA	-25.2%	-118 (-18.2%)
AOR/CLASSIC	+ 2.7%	+ 38.5%	NA	+ 4.5%	+34 (+10.7%)
COUNTRY	+ 11.4%	+ 19.0%	+ 29.8%	+13.4%	+35 (+ 8.5%)
NEWS/TALK	+ 0.1%	+ 29.0%	+ 16.8%	+ 1.9%	+17 (+ 7.8%)
TOP 40/CHR/CONTEMP	- 8.2%	- 37.1%	NA	- 6.6%	-17 (- 6.0%)
BLACK/URBAN	- 1.3%	- 0.5%	- 13.0%	+ 0.5%	- 4 (- 2.2%)
SAC/EZ	+149.1%	- 18.0%	- 47.1%	+153.5%	+107 (+110.3%)
SPANISH	+ 19.7%	+ 78.7%	+104.4%	+21.8%	+23 (+21.3%)
FULL SVC/VARIETY	- 5.2%	- 47.3%	NA	- 3.5%	-10 (- 7.6%)
NOSTALGIA	- 4.0%	- 16.9%	+422.2%	- 2.3%	+ 4 (+ 2.6%)
RELIGION/GOSPEL	- 3.5%	- 5.3%	+ 52.7%	- 1.8%	+ 4 (+ 1.8%)
JAZZ/NEW AGE	- 6.9%	- 17.6%	NA	- 5.3%	-12 (-25.5%)
CLASSICAL	- 5.4%	+ 15.8%	+ 24.9%	- 3.7%	- 6 (-14.0%)
UNKNOWN/OTHERS	+ 51.5%	- 3.3%	- 49.0%	+54.2%	+32 (+49.2%)

NOTE: Changes in AC figures and SAC/EZ are largely due to dropping Soft AC stations into EZ category.

BEST MARKETS FOR VARIOUS FORMATS

<u>TOP 40/CHR/CONTEMP</u>		<u>AOR/CLASSIC</u>		<u>AC/OLDIES</u>		<u>FULL SVC/VARIETY</u>	
(National Average: 11.16%)		(National Average: 14.83%)		(National Average: 15.99%)		(National Average: 3.70%)	
1. Salisbury-OC, M	34.6%	1. Portland, ME	34.6%	1. Allentown-Bethl	39.6%	1. Bloomington	34.3%
2. Waterloo-Cedar	31.1%	2. Reno	29.7%	2. Melbourne-Titus	35.2%	2. Lincoln	24.2%
3. Casper	27.7%	3. Portsmouth-Dove	29.6%	3. Erie	33.7%	3. Waterloo-Cedar	23.6%
4. Wilkes Barre-SC	25.9%	4. Minneapolis-St.	27.1%	4. Casper	30.8%	4. Ann Arbor	21.7%
5. Steubenville	25.0%	5. Ann Arbor	27.1%	5. Johnstown	30.6%	5. Evansville	20.8%
6. Mcallen-Brownsv	24.9%	6. San Jose	25.1%	6. Wilmington, DE	29.4%	6. Cedar Rapids	19.8%
7. Stockton	23.9%	7. Rochester	24.8%	7. Monmouth-Ocean	27.5%	7. Cincinnati	19.5%
8. Green Bay	23.2%	8. Appleton-Oshkos	24.6%	8. Atlantic City	27.3%	8. Minneapolis-St.	19.3%
9. Bloomington	22.6%	9. Manchester	24.1%	9. Honolulu	26.7%	9. Duluth	18.4%
10. Harrisburg	22.2%			10. Greenville, NC	25.0%	10. Syracuse	17.6%
<u>COUNTRY</u>		<u>BLACK/URBAN</u>		<u>SAC/EZ</u>		<u>NEWS/TALK</u>	
(National Average: 13.32%)		(National Average: 8.49%)		(National Average: 8.24%)		(National Average: 11.31%)	
1. Huntington, WV	47.8%	1. Columbus, GA	34.3%	1. Fort Pierce, FL	31.5%	1. Chicago	23.7%
2. Terre Haute	45.2%	2. Macon	32.2%	2. Sarasota-Bradén	26.5%	2. Santa Rosa	23.3%
3. Charleston, WV	44.1%	3. Montgomery	31.4%	3. York	23.4%	3. Boston	22.2%
4. Knoxville	41.0%	4. Memphis	30.6%	4. Lancaster	21.5%	4. St. Louis	22.0%
5. Asheville	40.9%	5. Jackson	29.4%	5. Manchester	20.6%	5. Providence	19.4%
6. John City-Kings	40.8%	6. New Orleans	28.8%	6. West Palm Beach	18.6%	6. Akron	19.2%
7. Wichita	39.6%	7. Savannah	28.4%	7. Green Bay	16.9%	7. San Francisco	18.9%
8. Fargo	39.3%	8. Columbia, SC	28.1%	8. Colorado Springs	16.7%	8. New York	18.8%
9. Lubbock	39.1%	9. Tallahassee	27.7%	9. Canton	16.5%	9. Youngstown	17.8%
10. Springfield, MO	38.8%	10. Mobile	26.4%	10. San Jose	15.7%		
<u>NOSTALGIA</u>		<u>RELIGION/GOSPEL</u>		<u>SPANISH</u>		<u>CLASSICAL</u>	
(National Average: 3.34%)		(National Average: 1.89%)		(National Average: 4.13%)		(National Average: 1.59%)	
1. Melbourne-Titus	11.9%	1. Memphis	11.9%	1. Mcallen-Brownsv	47.9%	1. Salinas-Monteré	6.5%
2. Wilkes Barre-SC	11.1%	2. Fayetteville, NC	10.9%	2. El Paso	27.6%	2. Atlantic City	5.7%
3. Daytona Beach	10.3%	3. Macon	10.5%	3. Miami-Ft. Laude	24.4%	3. Albuquerque	5.3%
4. Erie	9.9%	4. Lancaster	10.2%	4. Los Angeles	19.1%	4. San Francisco	4.9%
5. Atlantic City	9.8%	5. Shreveport	9.5%	5. Salinas-Monteré	18.4%	5. San Jose	3.7%
6. Johnstown	9.4%	6. Asheville	8.6%	6. Oxnard-Ventura	18.3%	6. Bakersfield	3.5%
7. Gainesville-Oca	8.8%	7. Augusta	8.6%	7. San Antonio	17.1%	7. Seattle-Tacoma	3.4%
8. Waco	8.7%	8. Columbus, GA	8.4%	8. Bakersfield	16.2%	8. Anchorage	3.4%
9. Amarillo	8.6%	9. Birmingham	8.1%	9. San Jose	15.2%	9. Washington	3.4%
		10. New Orleans	7.3%	10. Corpus Christi	14.2%	10. Santa Rosa	3.2%
<u>JAZZ/NEW AGE</u>							
(National Average: 1.65%)							
1. San Francisco	7.7%						
2. Anchorage	5.1%						
3. Ann Arbor	4.3%						
4. Detroit	4.0%						
5. San Diego	4.0%						
6. Orlando	3.9%						
7. Chicago	3.4%						
8. Dallas-Ft. Wort	3.4%						
9. Washington	3.3%						
10. Seattle-Tacoma	3.2%						

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 at least the largest MSA is 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 APR 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 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 represented 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 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.

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.

Est. 1991 Revenue: \$14,500,000
HH Income: \$25,700
Retail \$: 3.5 Bill
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 1990 gross revenue. This data is extracted from the 1992 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	12+ METRO					12+ TSA	CUME/CUME	FAL		SPG	REVENUE
		WIN 92	FAL 91	SUM 91	SPR 91	AVG. 1/4/CUME			RATING	91		
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	I	

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 predominantly 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
- BB - Big Band/Nostalgia
- MOR/FS - Middle of the Road (MOR), Full Service, Variety
- J/NAC - Jazz, New Adult Contemp
- REL - Religion, Christian, Christian Music
- G - Gospel
- E - Ethnic
- ?? - Other, Unknown
- SAC - Soft Adult Contemporary
- CL AOR - Classic Rock, Classic AOR
- S/T - Sports/Talk

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.

The "REVENUE LEVEL" gives an estimate of the revenue of most stations listed in this area. Not all stations have a revenue level included. In most cases these stations are out-of-market stations as you should look to their home markets for revenue information. For some stations (and, indeed entire markets) I was unable to make revenue estimates. Revenue levels come from the latest edition of Duncan's Radio Market Guide.

The codes for the revenue levels are as follows:

- | | |
|--------------------------------|----------------------------------|
| A - Less than \$500,000 | G - \$ 5,000,000 to \$6,999,999 |
| B - \$500,000 to \$999,999 | H - \$ 7,000,000 to \$9,999,999 |
| C - \$1,000,000 to \$1,999,999 | I - \$10,000,000 to \$14,999,999 |
| D - \$2,000,000 to \$2,999,999 | J - \$15,000,000 to \$19,999,999 |
| E - \$3,000,000 to \$3,999,999 | K - \$20,000,000 + |
| F - \$4,000,000 to \$4,999,999 | |

12+ METRO SHARE (METRO): 76.96% (3732 of 4849) (Spr. 91: 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-MTD, 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 91	
	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, 12+ cume rating, TSA 1/4 and TSA Cume are 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

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
AP	Associated Press Radio	NBC	NBC
CBS	CBS	NBC-T	NBC Talk
MBS	Mutual	Source	NBC Source
AURN	American Urban Radio	UNISUP	Unistar (Super)
UPI	United Press International	UNIJLT	Unistar (Ultimate)
SUN	Sun Radio Network	UNIPWR	Unistar (Power)
		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.

Next are the "Miscellaneous Comments." These include:

- 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.

AKRON

Arbitron Rank/Pop (12+): 67/548,600

Stations: 29/7

1991 Revenue: \$12,600,000

MSA Rank/Pop: 76/654,000

Diaries: 1042/526:1/54.4%

HH Inc.: \$30,618

Cleveland ADI

Sample Target: 1030

Retail \$: 4.4 Bil

Average Person Ratings: 17.2

% Below Line: 55.5

Pop per Station: 78,371

Market TSL: 22.50 hours

% Not Listed: 11.4

#1 Biller: WKDD-F \$3,300,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WNIR-F (N/T)	70/ 7.4	4.0	7.3	6.9	7.5	6.4	85/907	712/13.0	14.3	13.5	D	WNIR-F
2. WGAR-F (C)	61/ 6.5	5.8	6.3	7.6	6.0	6.6	99/1328	848/15.5	13.1	12.5		WGAR-F
WONE-F (AOR)	61/ 6.5	8.4	5.9	5.1	5.2	6.5	124/1698	922/16.8	14.6	15.6	D	WONE-F
WKDD-F (CHR)	61/ 6.5	6.3	4.5	6.1	8.0	5.8	105/1825	969/17.7	15.9	20.6	E	WKDD-F
5. WDOK-F (SAC)	60/ 6.4	5.5	6.9	4.6	6.9	5.8	105/1197	709/12.9	13.3	13.2		WDOK-F
6. WMJI-F (O)	48/ 5.1	5.1	4.5	5.1	5.5	4.9	80/1217	846/15.4	13.5	13.6		WMJI-F
WQMX-F (AC)	48/ 5.1	3.8	2.7	3.0	3.2	3.7	71/859	510/ 9.3	10.1	7.5	C	WQMX-F
8. WMMS-F (AOR)	44/ 4.7	5.8	4.4	4.1	4.2	4.8	78/1179	704/12.8	17.4	12.9		WMMS-F
WAKR (N/T)	44/ 4.7	5.7	4.6	3.8	4.8	4.7	52/939	784/14.3	14.6	13.9	D	WAKR
10. WNCX-F (CL AOR)	33/ 3.5	3.2	3.0	4.2	3.0	3.5	46/926	529/ 9.6	8.7	10.3		WNCX-F
11. WLTF-F (AC)	30/ 3.2	4.0	3.2	3.8	4.4	3.5	46/817	508/ 9.3	9.6	11.7		WLTF-F
12. WRMR (BB)	29/ 3.1	3.6	4.2	3.0	3.0	3.5	46/573	352/ 6.4	6.6	7.3		WRMR
13. WZAK-F (B)	28/ 3.0	2.4	3.0	4.5	3.2	3.2	38/470	307/ 5.6	6.9	7.3		WZAK-F
14. WENZ-F (CHR)	27/ 2.9	4.0	5.6	6.1	6.4	4.7	45/1126	711/13.0	15.4	17.4		WENZ-F
15. WWWE (N/T)	26/ 2.8	2.0	1.8	2.3	2.1	2.2	36/760	505/ 9.2	7.3	7.6		WWWE
16. WQXK-F (C)	23/ 2.4	3.0	2.1	3.1	2.8	2.7	91/974	394/ 7.2	5.2	5.6		WQXK-F
WQAL-F (AC)	23/ 2.4	3.6	2.8	2.3	2.5	2.8	38/855	511/ 9.3	9.0	8.5		WQAL-F
WLSR (C)	23/ 2.4	1.9	3.8	1.9	1.4	2.5	24/408	332/ 6.1	6.5	4.5	B	WLSR
19.												
20.												

12+ FM SHARE (METRO): 82.40% (688 of 835) (SPG 91: 85.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WENZ-F	1 WONE-F	1 WONE-F	1 WONE-F<	1 WDOK-F<	1 WNIR-F	1 WAKR	1 WNIR-F>	1 WONE-F	1 WONE-F<	1 WNIR-F
2 WKDD-F>	2 WKDD-F	2 WKDD-F	2 WMJI-F	2 WMJI-F<	2 WDOK-F	2 WKDD-F	2 WDOK-F	2 WDOK-F<	2 WKDD-F	2 WAKR
3 WJMO-F	3 WMMS-F	3 WMMS-F	3 WMMS-F	3 WGAR-F	3 WAKR	3 WNIR-F<	3 WONE-F	3 WGAR-F	3 WGAR-F	3 WWWE
4	4 WQMX-F	4 WGAR-F	4 WGAR-F	4 WONE-F	4 WMJI-F	4 WMMS-F	4 WGAR-F	4 WKDD-F<	4 WENZ-F	4 WONE-F
5	5 WNCX-F	5 WMJI-F<	5 WDOK-F	5 WMMS-F	5 WQMX-F	5 WQMX-F	5 WQMX-F	5 WNIR-F<	5 WNIR-F	5 WKDD-F
6	6 WGAR-F	6 WQMX-F	6 WNIR-F	6 WQMX-F	6	6 WGAR-F	6 WQMX-F	6 WQMX-F	6 WZAK-F	6
7	7	7	7 WQMX-F	7	7	7 WDOK-F	7 WMMS-F<	7 WMJI-F	7 WDOK-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 WKDD-F	1 WONE-F	1 WONE-F	1 WDOK-F	1 WDOK-F>	1 WKDD-F	1 WONE-F	1 WONE-F	1 WONE-F<	1 WONE-F
2 WONE-F>	2 WKDD-F	2 WMMS-F	2 WKDD-F	2 WMJI-F	2 WONE-F	2 WMMS-F	2 WNIR-F	2 WMMS-F	2 WMMS-F
3 WDOK-F	3 WDOK-F	3 WNCX-F	3 WONE-F	3 WGAR-F	3 WMMS-F>	3 WMMS-F	3 WKDD-F>	3 WKDD-F	3 WMJI-F
4 WQMX-F	4 WQMX-F	4 WLTF-F	4 WMJI-F	4 WQMX-F	4 WNCX-F	4 WNIR-F	4 WQMX-F	4 WNCX-F<	4 WGAR-F
5 WRQK-F	5 WLTF-F	5 WGAR-F	5 WGAR-F	5 WKDD-F	5 WZAK-F>	5 WQMX-F	5 WGAR-F	5 WNIR-F	5 WNIR-F
6 WLTF-F	6 WGAR-F	6 WQMX-F	6 WQMX-F	6 WONE-F	6 WQMX-F	6 WNCX-F	6 WKDD-F	6 WGAR-F	6 WNCX-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		88 (2)	88 (2)	10.5	16.4	WHLO 640 Akron/Cleveland	0.5/2.1/ 13/ 255		
AOR/CLASSIC		155 (5)	155 (5)	18.6	15.4				
AC/OLDIES		149 (4)	149 (4)	17.8	25.8	WCLV-F 95.5 Cleveland	1.1/3.0/ 17/ 255		
FULL SVC/VARIETY					5.4	WHBC-F 94.1 Canton/Akron	0.7/3.2/ 60/ 906		
COUNTRY	23 (1)	94 (3)	117 (4)	14.0	11.7	WHK 1420 Cleveland	0.7/1.8/ 8/ 129		
BLACK/URBAN		35 (2)	35 (2)	4.2	4.4	WJMO-F 92.3 Cleveland Hghts	0.7/4.7/ 13/ 398		
SAC/EZ		67 (2)	67 (2)	8.0	2.2	WKNR 1220 Cleveland	1.4/5.8/ 23/ 427		
NEWS/TALK	90 (4)	70 (1)	160 (5)	19.2	11.5	WNCB-F 106.1 Niles	0.7/1.5/ 7/ 91		
NOSTALGIA	29 (1)		29 (1)	3.5	3.5	WNWV-F 107.3 Elyria/Cleveland	1.7/5.0/ 21/ 369		
RELIGION/GOSPEL	5 (1)	4 (1)	9 (2)	1.1	0.9	WQKT-F 104.5 Wooster	1.1/1.9/ 38/ 605		
SPANISH						WRQK-F 106.9 Canton/Akron	1.1/5.1/ 59/ 936		
CLASSICAL		10 (1)	10 (1)	1.2	0.4	WTOF-F 98.1 Canton/Akron	0.4/1.9/ 8/ 291		
JAZZ/NEW AGE		16 (1)	16 (1)	1.9	2.3				
UNKNOWN/OTHERS									
	147 (7)	688 (22)	835 (29)						

AKRON

RADIO STATIONS

WAKR , 1590, 5 KW (DA-N) , News/Talk	MBS, \$41.00 (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, \$20.00 (Katz)	Barnstable
WKDD-F, 96.5, 50 KW @ 440 , CHR	, \$74.00 (Katz)	Barnstable
WONE-F, 97.5, 12 KW @ 889 , AOR	ABC, \$51.00 (Mc-Guild)	Ragan Henry
WQMX-F, 94.0, 16 KW @ 879 , AC	, \$36.00 (Banner)	(MEDINA)
WNIR-F, 100.1, 3 KW @ 315 , Talk	CBS, \$47.00 (K & P)	(KENT)

Other Ranked Stations -- See Canton or Cleveland

***** 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	REL - 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		*

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

ALBANY-SCHENECTEDY-TROY

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

Stations: 30/28
Diaries: 1214/612:1/56.7%
Sample Target: 1170
% Below Line: 1.6
% Not Listed: 16.7

1991 Revenue: \$19,000,000
HH Inc.: \$34,434
Retail \$: 7.2 Bil
Pop per Station: 26,554
#1 Biller: WGY \$3,000,000

MSA Rank/Pop: 62/861,000
ADI # 51
Average Person Ratings: 16.9
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WGNA-AF (C)	116/ 9.3	11.0	11.5	11.3	9.5	10.8	211/2748	1522/20.5	20.9	22.5	D	WGNA-AF
2. WFLY-F (CHR)	115/ 9.2	11.5	9.5	9.6	10.1	9.9	150/2528	1886/25.4	22.0	25.8	D	WFLY-F
3. WGY (FS)	111/ 8.9	10.4	8.3	8.7	8.3	9.1	147/2068	1543/20.8	21.7	20.4	E	WGY
4. WKLI-F (AC)	91/ 7.3	6.9	7.5	7.1	8.0	7.2	94/1286	1213/16.3	16.7	17.6	D	WKLI-F
5. WROW-F (SAC)	87/ 6.9	8.2	7.6	7.8	7.0	7.6	122/1477	1102/14.8	16.0	15.3	C	WROW-F
6. WQBK-F (AOR)	73/ 5.8	3.5	6.5	6.1	6.9	5.5	96/1341	1101/14.8	17.4	18.2	B	WQBK-F
WGY -F (O)	73/ 5.8	4.5	5.7	5.6	6.2	5.4	105/1951	1215/16.3	17.1	18.2	B	WGY -F
8. WPYX-F (AOR)	65/ 5.2	5.1	8.0	6.4	4.9	6.2	126/2029	1323/17.8	20.3	18.8	D	WPYX-F
9. WZRQ-F (AOR)	57/ 4.5	2.5	0.9	0.6	---	2.1	64/759	593/ 8.0	2.4	0.0		WZRQ-F
10. WQBK (T/N)	42/ 3.4	4.4	3.4	3.3	3.0	3.6	46/598	560/ 7.5	6.8	7.7	B	WQBK
11. WPTR (T/N)	32/ 2.6	2.2	1.5	2.2	1.9	2.1	32/733	680/ 9.1	6.5	7.6		WPTR
12. WVKZ-F (CHR)	22/ 1.8	1.8	2.1	3.6	2.6	2.3	23/636	548/ 7.4	10.2	9.0		WVKZ-F
13. WEQX-F (AOR)	19/ 1.5	0.4	1.6	1.4	2.0	1.2	38/604	339/ 4.6	5.3	4.7		WEQX-F
WABY (BB)	19/ 1.5	2.9	2.8	1.9	2.5	2.3	19/389	374/ 5.0	5.6	4.7		WABY
15.												

12+ FM SHARE (METRO): 74.90% (782 of 1044) (SPG 91: 71.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WFLY-F	1 WKLI-F<	1 WKLI-F	1 WGNA-AF<	1 WGY	1 WGY	1 WKLI-F	1 WFLY-F	1 WFLY-F	1 WGY >>
2 WZRQ-F	2 WQBK-F<	2 WFLY-F	2 WGNA-AF	2 WKLI-F>	2 WGNA-AF<	2 WGNA-AF	2 WGY <	2 WKLI-F	2 WGY >	2 WGNA-F>>
3	3 WZRQ-F	3 WGNA-AF	3 WGY -F	3 WGY -F	3 WROW-F>	3 WFLY-F	3 WGNA-AF<	3 WGNA-AF	3 WZRQ-F	3 WQBK-F
4	4 WPYX-F	4 WQBK-F	4 WFLY-F	4 WQBK-F	4 WKLI-F	4 WROW-F<	4 WROW-F<	4 WROW-F<	4 WGNA-AF	4 WFLY-F
5	WKLI-F	5 WPYX-F	5 WQBK-F	WFLY-F<	5 WGY -F	5 WKLI-F	5 WFLY-F<	5 WGY -F<	5 WKLI-F	5 WROW-F
6	6 WGNA-AF	6 WGY -F	6 WPYX-F<	6 WGY <	6 WQBK	6 WQBK-F	6 WGY -F<	6 WQBK-F<	6 WPYX-F<	6 WPTR
7	7	7 WZRQ-F	7 WGY	7 WROW-F	7	7	7 WQBK-F	7 WPYX-F	7	7
8	8	8	8 WROW-F	8 WPYX-F	8	8	8 WPYX-F>	8 WZRQ-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 WFLY-F>	1 WFLY-F	1 WFLY-F>>	1 WKLI-F	1 WKLI-F>	1 WZRQ-F>>	1 WZRQ-F>	1 WGNA-AF	1 WZRQ-F<	1 WGNA-AF
2 WQBK-F	2 WKLI-F>	2 WGNA-AF	2 WFLY-F>	2 WFLY-F<	2 WQBK-F	2 WQBK-F	2 WEQX-F	2 WQBK-F	2 WQBK-F
3 WPYX-F>	3 WQBK-F	3 WQBK-F	3 WGY -F	3 WGNA-AF	3 WFLY-F	3 WGNA-AF	3 WQBK-F	3 WGNA-AF<	3 WPYX-F
4 WVKZ-F	4 WPYX-F	4 WGY -F	4 WGNA-AF	4 WGY -F	4 WPYX-F>	4 WPYX-F	4 WZRQ-F	4 WPYX-F>	4 WGY
5 WGY -F	5 WGNA-AF	5 WPYX-F	5 WQBK-F	5 WROW-F>	5 WGNA-AF	5 WFLY-F	5 WPYX-F	5 WFLY-F	5 WGY -F
6 WZRQ-F	6 WGY -F	6	6 WROW-F	6 WGY	6	6 WEQX-F	6 WGY	6 WGY	6 WKLI-F<
7	7	7	7 WPYX-F	7	7	7	7	7 WGY -F	7

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		137 (2)	137 (2)	13.1	12.0	WCDA-F 96.3	Vrhesvll/Albany	0.3/0.9/	9/ 77
AOR/CLASSIC		218 (5)	218 (5)	20.9	19.5	WCSS 1490	Amsterdam	0.5/1.3/	8/ 128
AC/OLDIES		200 (8)	216 (9)	20.7	33.7	WHRL-F 103.1	Albany	0.9/3.8/	11/ 301
FULL SVC/VARIETY	111 (1)		111 (1)	10.6	9.9	WKAJ 900	Saratoga Sprngs	0.3/0.8/	6/ 78
COUNTRY	2 (1)	120 (2)	122 (3)	11.7	11.7	WKOL-F 97.7	Amsterdam	0.3/1.6/	12/ 213
BLACK/URBAN						WMY-F 97.3	Schoharie/Albny	0.3/1.1/	12/ 176
SAC/EZ	21 (2)	87 (1)	108 (3)	10.3		WRAV-F 94.5	Ravena	0.7/2.6/	10/ 214
NEWS/TALK	74 (2)		74 (2)	7.1	5.8	WROW 590	Albany	1.2/4.6/	16/ 427
NOSTALGIA	38 (3)		38 (3)	3.6	5.1	WSHQ-F 103.5	Coblskl/Schncdy	0.4/1.3/	14/ 231
RELIGION/GOSPEL					0.8	WSSV-F 101.3	Stillwtr/Srtoga	0.4/1.7/	6/ 132
SPANISH						WTRY 980	Troy/Albany	1.3/0.0/	0/ 0
CLASSICAL						WTRY-F 98.3	Rotterdam/Albny	1.0/8.9/	37/ 764
JAZZ/NEW AGE		11 (1)	11 (1)	1.1	1.5				
UNKNOWN/OTHERS		9 (1)	9 (1)	0.9		WENU-F 101.7	Hudsn Fl/Gln Fl	0.4/0.8/	13/ 175
						WMVI 1160	Mechanicville	1.2/1.9/	16/ 177
	262 (10)	782 (20)	1044 (30)						

ALBANY-SCHENECTEDY-TROY

RADIO STATIONS

WABY	,	1400,	1 KW	,	Nostalgia	UNISUP	UNIULT,	\$18.00	(Durpetti)	Bendat
WGY	,	810	50 KW	,	Full Service		CBS,	\$58.00	(Eastman)	
WPTR	,	1540,	50 KW (DA-1)	,	Talk/News		ABC MBS,	\$21.00	(Torbet)	
WQBK	,	1300,	5 KW (DA-2)	,	Talk		NBC ABC,	\$27.00	(Banner)	
WROW	,	590,	5 KW/1 KW (DA2)	,	See WROW-FM					
WTRY	,	980,	5 KW (DA-N)	,	Oldies	MBS	UNIULT,	\$23.00	(Mc-Guild)	Merv Griffin
WEQX-F,		102.7,	1.3 KW @ 759	,	AOR		APR,	\$21.00	(---)	(MANCHESTER)
WFLY-F,		92.3,	17 KW @ 850	,	CHR		ABC,	\$56.00	(Torbet)	
WGNA-F,		107.7,	12 KW @ 981	,	Country		UNIULT,	\$60.00	(Katz)	Barnstable
WGY -F,		99.5,	15 KW @ 925	,	Oldies		CBS,	\$31.00	(Eastman)	
WHRL-F,		103.1,	2 KW @ 390	,	Jazz/NAC		MBS,	\$17.00	(---)	
WKLI-F,		100.9,	6 KW @ 285	,	AC		,	\$52.00	(Durpetti)	Bendat
WPYX-F,		106.5,	16 KW @ 909	,	AOR		ABC,	\$59.00	(Mc-Guild)	Merv Griffin
WQBK-F,		103.9,	3 KW @ 298	,	Classic AOR	CBS	UNIPWR,	\$30.00	(Banner)	
WROW-F,		95.5,	12 KW @ 1023	,	Soft AC		ABC,	\$40.00	(Christal)	Radio Terrace
WVKZ-F,		96.7,	3 KW @ 239	,	CHR/AOR	SMN	SOURCE,	\$19.00	(Banner)	
WZRQ-F,		102.3,	4.1 KW @ 387	,	AOR		UNIPWR,	\$19.00	(Schubert)	(SARATOGA)

ALBUQUERQUE

Arbitron Rank/Pop (12+): 79/463,100

MSA Rank/Pop: 99/507,000

ADI # 52
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 25/23
Diaries: 980/473:1/54.1%
Sample Target: 930
% Below Line: 2.5
% Not Listed: 12.5

1991 Revenue: \$16,300,000
HH Inc.: \$27,783
Retail \$: 4.1 B11
Pop per Station: 20,135
#1 Biller: KRST-AF \$3,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KRST-AF (C)	134/16.5	15.4	13.7	15.1	13.0	15.2	200/2104	1380/29.8	27.1	25.9	E	KRST-AF
2. KKOB (FS)	68/ 8.4	11.5	10.4	8.1	9.4	9.6	97/1466	972/21.0	24.8	22.0	E	KKOB
3. KKOB-F (AC)	61/ 7.5	6.6	7.2	7.0	7.0	7.1	83/1243	906/19.6	20.1	20.4	D	KKOB-F
4. KKJY-F (SAC)	49/ 6.0	5.6	5.4	4.1	4.0	5.3	55/611	473/10.2	11.0	10.7	B	KKJY-F
5. KLSK-F (CL AOR)	46/ 5.7	4.5	6.5	6.0	6.7	5.7	59/1031	687/14.8	17.6	19.1	C	KLSK-F
6. KKSS-F (CHR)	40/ 4.9	6.2	5.5	8.4	7.4	6.3	69/1158	789/17.0	15.1	19.8	C	KKSS-F
7. KHFM-F (CL)	38/ 4.7	3.2	5.0	3.1	3.9	4.0	58/741	487/10.5	10.1	8.6	A	KHFM-F
8. KZRR-F (AOR)	36/ 4.4	5.7	7.0	6.1	5.1	5.8	52/950	616/13.3	14.4	15.4	C	KZRR-F
9. KZKL-F (O)	30/ 3.7	4.0	5.0	5.7	5.5	4.6	31/594	537/11.6	14.1	13.4	B	KZKL-F
10. KMGA-F (SAC)	30/ 3.7	2.4	4.5	3.3	3.1	3.5	47/767	509/11.0	9.4	8.7	A	KMGA-F
11. KIDI-F (SP)	28/ 3.4	2.1	1.8	1.8	2.7	2.3	35/311	219/ 4.7	5.1	5.6	A	KIDI-F
12. KOLT-F (C)	26/ 3.2	5.2	4.9	5.2	2.5	4.6	62/1009	517/11.2	15.3	10.9	A	KOLT-F
13. KZRR-F (AOR)	23/ 2.8	2.4	0.6	1.1	----	1.7	36/577	389/ 8.4	4.7	0.0		KZRR-F
14. KAMX-AF (AC)	20/ 2.4	3.4	3.2	1.7	2.3	2.7	27/599	426/ 9.2	9.7	7.8	A	KAMX-AF
15. KXKS (SP)	14/ 1.7	1.3	2.0	1.3	3.3	1.6	14/137	135/ 2.9	3.3	3.4	A	KXKS
16. KIVA (BB)	13/ 1.6	0.4	----	----	----	0.5	14/163	152/ 3.3	0.0	0.0		KIVA
17. KBAC-F (AOR)	13/ 1.6	1.6	0.4	2.0	1.7	1.4	17/271	184/ 4.0	2.8	5.0	A	KBAC-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 83.15% (592 of 712) (SPG 91: 79.05%)

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 KRST-AF	1 KRST-AF	1 KRST-AF>	1 KRST-AF>>	1 KRST-AF>	1 KRST-F>>
2 KRST-AF>	2 KLSK-F	2 KKOB-F	2 KKOB-F	2 KKOB-F	2 KKOB	2 KKOB	2 KKOB-F	2 KKOB-F	2 KKSS-F>	2 KKOB >
3 KIDI-F	3 KKOB-F	3 KLSK-F	3 KLSK-F	3 KLSK-F	3 KKJY-F>	3 KKOB-F>	3 KKOB	3 KKOB <	3 KHFM-F	3 KZKL-F
4 KZRR-F	4 KZRR-F	4 KZRR-F	4 KKOB <	4 KKOB	4 KHFM-F	4 KZRR-F	4 KKJY-F	4 KKJY-F	4 KLSK-F	4 KLSK-F
5	5 KKSS-F	5 KKOB	5 KZRR-F	5 KZRR-F	5 KKOB-F>	5 KKOB-F>	5 KLSK-F>	5 KLSK-F>	5 KKOB	5 KKOB
6	6 KZRR-F	6	6 KZKL-F	6 KZKL-F	6 KZKL-F	6 KLSK-F	6	6 KKSS-F	6	6 KKOB-F
7	7 KOLT-F	7	7 KHFM-F	7 KHFM-F	7	7	7	7 KHFM-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 KRST-AF	1 KRST-AF>>	1 KRST-AF>>	1 KRST-AF>>	1 KRST-AF>>	1 KZRR-F	1 KLSK-F	1 KZRR-F	1 KRST-AF>	1 KRST-AF>
2 KKSS-F	2 KKOB-F>	2 KKOB-F	2 KKOB-F>	2 KKOB-F>	2 KLSK-F>	2 KZRR-F	2 KRST-AF	2 KLSK-F	2 KKOB-F
3 KKOB-F>	3 KLSK-F	3 KLSK-F>	3 KMGA-F	3 KKOB	3 KKSS-F	3 KRST-AF	3 KLSK-F	3 KZRR-F	3 KLSK-F
4 KZRR-F	4 KKSS-F	4 KMGA-F>	4 KLSK-F	4 KMGA-F	4 KRST-AF	4 KZRR-F>	4 KKOB-F>	4 KRST-AF	4 KZRR-F
5	5 KZRR-F	5 KAMX-AF	5 KOLT-F	5 KLSK-F	5 KZRR-F	5 KKOB-F	5 KZRR-F	5 KKOB	5 KKOB >
6 KIDI-F>	6 KOLT-F	6 KZRR-F	6 KZRR-F	6 KZKL-F	6 KBAC-F	6 KKSS-F	6	6 KZRR-F	6 KZKL-F
7	7 KMGA-F	7 KOLT-F	7 KKSS-F	7 KHFM-F	7 KIDI-F>	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		40 (1)	40 (1)	5.6	8.4	KABQ 1350 Albuquerque	0.9/3.0/	8/	156
AOR/CLASSIC		133 (6)	133 (6)	18.7	20.1	KMBA 1050 L Ranchs Dalbq	0.4/2.3/	3/	107
AC/OLDIES	11 (2)	118 (4)	129 (6)	18.1	22.4	KQEO 920 Albuquerque	1.2/3.3/	13/	219
FULL SVC/VARIETY	68 (1)		68 (1)	9.6	10.7	KRBL-F 98.5 Los Alamos/Alb.	1.0/5.7/	17/	454
COUNTRY	4 (1)	156 (2)	160 (3)	22.5	17.6	KUCU-F 107.1 Armijo/Albuq	1.0/4.6/	8/	245
BLACK/URBAN									
SAC/EZ		79 (2)	79 (2)	11.1	4.6	KIOT-F 102.3 Espnoia/Snta Fe	0.9/2.6/	13/	230
NEWS/TALK	3 (1)		3 (1)	0.4	0.5				
NOSTALGIA	13 (1)		13 (1)	1.8	2.8				
RELIGION/GOSPEL					0.4				
SPANISH	21 (2)	28 (1)	49 (3)	6.9	8.0				
CLASSICAL		38 (1)	38 (1)	5.3	4.5				
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	120 (8)	592 (17)	712 (25)						

ALBUQUERQUE

RADIO STATIONS

AM STATIONS

KABQ, 1350, 5 KW/500 W (DA-2), HISPANIC	, \$ 13.00 (Caballero)	
KDEF, 1150, 5 KW/500 W (DA-2), TALK	, \$ 14.00 (---)	
KKOB, 770, 50 KW (DA-2), FULL SERVICE	ABC, \$ 63.00 (McGuild)	Fairmont
KQEO, 920, 1 KW/500 W (DA-N), OLDIES	NBC, CNN, \$ 16.00 (Eastman)	Spacecom
KXKS, 1190, 10 KW (DAYS), HISPANIC	UPI, APR, \$ 17.00 (Caballero)	

FM STATIONS

KAMX, 107.9, 23 KW @ 4129, AC	ABC, \$ 28.00 (Banner)	
KBAC, 98.1, 100 KW @ 1036, PROG AOR	, \$ 19.00 (---)	(LAS VEGAS)
KHFM, 96.3, 20 KW @ 4133, CLASSICAL	, \$ 29.00 (CMBS)	
KIDI, 103.3, 23 KW @ 4185, HISPANIC	, \$ 18.00 (Katz Hisp)	
KIOT, 102.3, 9 KW @ 538, JAZZ/WORLD MUSIC	, \$ 19.00 (---)	(ESPANOLA)
KZRQ, 105.1, 100 KW @ 1935, AOR	, \$ 16.00 (Torbet)	(SANTA FE)
KKJY, 100.3, 23 KW @ 4110, EZ/SOFT AC	, \$ 26.00 (Torbet)	Dean
KKOB, 93.3, 22 KW @ 4149, AC	, \$ 55.00 (McGuild)	Fairmont
KKSS, 97.3, 100 KW @ 1876, CHR	, \$ 31.00 (Durpetti)	Sun Group (SANTA FE)
KLSK, 104.1, 100 KW @ 1876, CL AOR	, \$ 36.00 (Christal)	(SANTA FE)
KMGA, 99.5, 23 KW @ 4130, SOFT AC	UNISUP, UNIPWR, \$ 24.00 (Eastman)	Spacecom
KOLT, 105.9, 100 KW @ 1935, COUNTRY	MBS, \$ 21.00 (Christal)	(SANTA FE)
KRST, 92.3, 22 KW @ 4159, COUNTRY	MBS, \$ 70.00 (Katz)	Commonwealth
KRBL, 98.5, 94 KW @ 1781, AOR	, \$ 18.00 (Torbet)	(LOS ALAMOS)
KZKL, 101.7, 3 KW @ 98, OLDIES	, \$ 27.00 (Christal)	(RIO RANCHO)
KZRR, 94.1, 23 KW @ 4130, AOR	SOURCE, \$ 50.00 (Eastman)	Anchor

Miscellaneous: KIVA to KZRQ-F and from CHR to AOR (Apr) . . . KZRQ to KIVA and from AOR to Nost. (Apr) . . . KALY sold for \$470,000 . . . KBOM-F (Los Alamos) sold for \$560,000 . . .

ALLENTOWN-BETHEHEM

Arbitron Rank/Pop (12+): 64/586,500

Stations: 36/13
 Diaries: 1044/562:1/54.9%
 Sample Target: 1050
 % Below Line: 21.4
 % Not Listed: 14.2

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

MSA Rank/Pop: 74/687,000
 ADI # PHI
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WFMZ-F (SAC)	128/12.4	14.5	13.5	12.1	14.0	13.1	172/1572	1250/21.3	22.1	22.3	D	WFMZ-F
2. WLEV-F (AC)	115/11.1	10.3	9.0	10.2	10.8	10.1	120/1530	1357/23.1	22.4	24.6	F	WLEV-F
3. WAEB-F (CHR)	103/10.0	9.2	10.1	7.5	6.9	9.2	116/1626	1409/24.0	26.3	21.8	C	WAEB-F
4. WZZO-F (AOR)	98/ 9.5	12.3	11.1	12.8	9.9	11.4	133/1855	1350/23.0	24.9	23.9	D	WZZO-F
5. WODE-AF (O)	72/ 7.0	8.7	9.9	7.5	7.9	8.3	91/1572	1261/21.5	25.4	23.2	C	WODE-AF
6. WAEB (N/T)	53/ 5.1	4.7	4.6	4.9	5.3	4.8	53/852	844/14.4	14.9	11.8	C	WAEB
7. WXTU-F (C)	40/ 3.9	1.4	2.6	2.6	3.3	2.6	56/620	386/ 6.6	6.3	7.1		WXTU-F
8. WYSP-F (CL AOR)	29/ 2.8	2.4	2.6	3.1	3.0	2.7	39/839	622/10.6	8.7	10.4		WYSP-F
9. WEST (BB)	27/ 2.6	3.8	2.3	2.9	3.0	2.9	34/294	268/ 4.6	4.5	3.8	A	WEST
10. WKKW (C)	25/ 2.4	3.6	4.9	4.4	3.3	3.8	27/382	329/ 5.6	9.0	7.8	B	WKKW
11. WKAP (O)	19/ 1.8	2.3	1.3	2.0	2.4	1.8	21/376	349/ 6.0	4.3	7.9	A	WKAP
12. WRNJ (FS)	17/ 1.6	0.8	0.7	0.5	0.5	0.9	17/129	129/ 2.2	2.2	1.2		WRNJ
13. WOR (T)	16/ 1.5	1.0	1.2	1.3	1.8	1.3	26/292	179/ 3.1	3.2	2.8		WOR
14.												
15.												

12+ FM SHARE (METRO): 78.35% (695 of 887) (SPG 91: 73.87%)

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 WFMZ-F>	1 WLEV-F	1 WFMZ-F<	1 WAEB-F	1 WAEB-F	1 WZZO-F>>
2 WZZO-F	2 WAEB-F	2 WLEV-F>	2 WZZO-F	2 WZZO-F<	2 WLEV-F>	2 WFMZ-F	2 WLEV-F	2 WLEV-F	2 WZZO-F	2 WYSP-F
3 WLEV-F>	3 WAEB-F	3 WAEB-F>	3 WODE-AF>	3 WODE-AF>	3 WODE-AF>	3 WAEB-F	3 WZZO-F>	3 WZZO-F<	3 WFMZ-F	3 WLEV-F
4 WYSP-F	4 WODE-AF>	4 WAEB-F>	4 WFMZ-F>	4 WAEB	4 WZZO-F	4 WAEB-F	4 WAEB-F	4 WFMZ-F>	4 WODE-AF	4 WODE-F
5 WODE-AF	5 WYSP-F	5 WAEB	5 WAEB-F>	5 WAEB-F>	5 WAEB-F	5 WAEB	5 WODE-AF	5 WODE-AF>	5 WODE-AF>	5 WKRZ-F
6 WXTU-F	6 WAEB	6 WFMZ-F	6 WAEB	6 WEST	6 WEST	6 WODE-AF	6 WAEB >>	6 WXTU-F	6 WXTU-F	6 WFMZ-F
7	7	7	7	7	7	7 WYSP-F>	7	7	7 WAEB >	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 WAEB-F>>	1 WAEB-F	1 WLEV-F	1 WLEV-F	1 WLEV-F>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>	1 WZZO-F
2 WZZO-F	2 WZZO-F	2 WLEV-F>	2 WAEB-F>	2 WFMZ-F	2 WAEB-F>>	2 WAEB-F	2 WLEV-F	2 WLEV-F	2 WLEV-F
3 WLEV-F>	WLEV-F>>	3 WAEB-F>>	3 WODE-AF	3 WODE-AF	3 WYSP-F	3 WLEV-F	3 WYSP-F	3 WODE-AF>	3 WODE-AF>
4 WYSP-F	4 WODE-AF	4 WODE-AF	4 WZZO-F>	4 WAEB-F>	WXTU-F	4 WYSP-F	4 WODE-AF	4 WAEB-F	4 WAEB
5 WIOQ-F	WYSP-F	5	5 WFMZ-F	5 WZZO-F	5	5 WODE-AF	WAEB	5 WYSP-F	5 WXTU-F<
6 WEGX-F>	6	6	6	6	6	6 WXTU-F	6 WXTU-F>	6 WAEB	6 WYSP-F
					7	7 WAEB			

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		135 (5)	135 (5)	15.2	17.1	WFMV-F 106.3	Blairstown 0.4/1.4/ 10/ 121
AOR/CLASSIC		148 (4)	148 (4)	16.7	15.8	WYNS 1160	Lehighton/Alntn 0.5/1.4/ 5/ 84
AC/OLDIES	20 (2)	331 (7)	351 (9)	39.6	24.7		
FULL SVC/VARIETY	17 (1)		17 (1)	1.9	1.5	KYW 1060	Philadelphia 1.2/6.0/ 17/ 481
COUNTRY	25 (1)	43 (2)	68 (3)	7.7	7.5	WABC 770	New York 0.8/2.6/ 15/ 323
BLACK/URBAN					0.4	WBYN-F 107.5	Boyertown 0.7/2.1/ 13/ 156
SAC/EZ		9 (1)	9 (1)	1.0	16.0	WEAZ-F 101.1	Philadelphia 0.9/2.8/ 11/ 199
NEWS/TALK	98 (6)	13 (2)	111 (8)	12.5	11.9	WEGX-F 106.1	Philadelphia 1.0/4.1/ 11/ 301
NOSTALGIA	27 (1)		27 (1)	3.0	3.4	WFAN 660	New York 0.6/1.8/ 12/ 228
RELIGION/GOSPEL					0.3	WFLN-F 95.7	Philadelphia 0.5/2.0/ 6/ 142
SPANISH						WIOQ-F 102.1	Philadelphia 1.1/3.4/ 12/ 225
CLASSICAL		5 (1)	5 (1)	0.6	0.8	WIOV-F 105.1	Ephrata/Lncstr 0.3/1.3/ 7/ 163
JAZZ/NEW AGE						WIP 610	Philadelphia 0.3/1.7/ 4/ 112
UNKNOWN/OTHERS	5 (1)	11 (2)	16 (3)	1.8	0.5	WKRZ-F 98.5	WilkesBarre/Scr 0.8/1.4/ 19/ 307
	192 (12)	695 (24)	887 (36)			WKKW-F 101.5	Trenton 0.3/1.8/ 14/ 360
						WGGK-F 102.9	Philadelphia 0.6/1.8/ 10/ 177
						WMMR-F 93.3	Philadelphia 1.0/5.0/ 15/ 451
						WUOL-F 98.1	Philadelphia 0.3/1.5/ 13/ 245
						WPLJ-F 95.5	New York 0.3/1.9/ 11/ 222
						WVDB-F 96.5	Philadelphia 1.0/3.0/ 11/ 219
						WXRK-F 92.3	New York 1.1/2.4/ 18/ 306
						WYXR-F 104.5	Philadelphia 0.5/2.9/ 8/ 303

ALLENTOWN-BETHLEHEM

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, NEWS/TALK	MBS, CBS, \$ 27.00 (Katz)	CRB
WEST, 1400, 1 KW	, NOSTALGIA	CBS, \$ 19.00 (McGuild)	TMZ
WKAP, 1320, 5 KW/1 KW (DA-2)	, OLDIES	UNISUP, APR, \$ 16.00 (Durpetti)	Holt
WODE, 1230, 1 KW (DA-2)	, SEE WODE-FM		
WKKW, 1470, 5 KW (DA-N)	, COUNTRY	ABC, \$ 24.00 (Eastman)	
WAEB-F, 104.1, 50 KW @ 500,	CHR	UNIPWR, \$ 48.00 (Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 869,	EZ	, \$ 58.00 (Torbet)	Dean
WLEV-F, 96.1, 50 KW @ 500,	AC	, \$ 85.00 (McGuild)	TMZ
WODE-F, 99.9, 50 KW @ 449,	OLDIES	, \$ 40.00 (Christal)	Roth
WZZO-F, 95.1, 30 KW @ 630,	AOR	, \$ 64.00 (Durpetti)	Holt

Other Ranked Stations -- See Philadelphia

ALTOONA

Arbitron Rank/Pop (12+): 227/109,000
 MSA Rank/Pop: 278/130,300
 Average Person Ratings: 18.0
 Market TSL: 24.00 hours

Stations: 15/10
 Diaries: 628/174:1/55.9%
 Sample Target: 610
 % Below Line: 11.7
 % Not Listed: 14.8

1991 Revenue: \$4,000,000
 HH Inc.: \$26,587
 Retail \$: 1.0 Bil
 Pop per Station: 10,900
 #1 Biller: WPRR-F \$725,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WFGY-FF (C)	37/18.9	----	13.1	----	11.0	----	152/1603	366/33.6	0.0	26.1	B	WFGY-FF
2. WPRR-F (CHR)	24/12.2	----	15.2	----	14.1	----	30/504	313/28.7	0.0	31.7	B	WPRR-F
3. WVAM (C)	16/ 8.2	----	12.6	----	9.4	----	16/236	223/20.5	0.0	21.2	B	WVAM
WHPA-F (AC)	16/ 8.2	----	10.6	----	9.4	----	20/294	234/21.5	0.0	20.4	B	WHPA-F
5. WALY-F (AC/O)	15/ 7.7	----	9.1	----	6.3	----	19/361	211/19.4	0.0	17.8	A	WALY-F
6. WBXQ-F (AOR)	13/ 6.6	----	6.6	----	8.4	----	23/305	142/13.0	0.0	12.3		WBXQ-F
WRTA (T)	13/ 6.6	----	7.6	----	5.2	----	15/225	215/19.7	0.0	19.2	A	WRTA
8. WFBG (FS)	11/ 5.9	----	5.1	----	8.4	----	14/214	166/15.2	0.0	20.6	A	WFBG
9. WKMC (BB)	11/ 5.6	----	5.1	----	7.3	----	19/173	100/ 9.2	0.0	11.1	A	WKMC

12+ FM SHARE (METRO): 69.46% (116 of 167) (SPG 91: 65.32%)

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

1 WPRR-F>>	1 WPRR-F	1 WFGY-FF	1 WFGY-FF>	1 WFGY-FF>>	1 WFGY-FF>	1 WFGY-FF>	1 WFGY-FF>	1 WFGY-FF>	1 WFGY-FF>	1 WFGY-FF>	1 WRTA
2 WFGY-FF>>	2 WPRR-F	2 WPRR-F	2 WPRR-F	2 WALY-F	2 WVAM	2 WPRR-F	2 WPRR-F	2 WPRR-F	2 WPRR-F	2 WVAM	2 WFGY-FF
3	3 WFGY-FF>>	3 WBXQ-F	3 WHPA-F	3 WHPA-F	3 WHPA-F	3 WHPA-F	3 WHPA-F	3 WHPA-F	3 WHPA-F	3 WHPA-F	3 WPRR-F
4	4	4 WALY-F	4 WALY-F	4 WPRR-F	4 WRTA	4 WHPA-F	4 WRTA	4 WRTA	4 WBXQ-F	4	4
5	5	5 WHPA-F	5 WBXQ-F	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 WPRR-F>>	1 WPRR-F>	1 WPRR-F	1 WPRR-F	1 WFGY-FF	1 WBXQ-F	1 WBXQ-F>	1 WBXQ-F	1 WFGY-FF	1 WFGY-FF>>
2 WFGY-FF>>	2 WFGY-FF>	2 WFGY-FF>	2 WFGY-FF	2 WHPA-F	2 WPRR-F>>	2 WPRR-F	2 WFGY-FF>	2 WBXQ-F>	2 WBXQ-F
3 WBXQ-F	3 WBXQ-F>	3 WBXQ-F	3 WHPA-F	3 WPRR-F	3 WFGY-FF	3 WFGY-FF>>	3 WPRR-F>	3 WPRR-F>	3 WALY-F>
4	4	4	4 WHPA-F	4 WALY-F	4 WQWK-F	4	4 WFBG	4 WALY-F	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		26 (2)	26 (2)	15.6	26.0	WGMR-F 101.1 Tyrone/St.Colge	0.5/2.3/ 9/ 256
AOR/CLASSIC		19 (3)	19 (3)	11.4	1.2		
AC/OLDIES		31 (2)	31 (2)	18.6	37.6	WBRX-F 94.7 Patton	1.0/3.8/ 3/ 64
FULL SVC/VARIETY	11 (1)		11 (1)	6.6	14.5	WDVE-F 102.5 Pittsburgh	1.5/3.0/ 11/ 226
COUNTRY	16 (1)	38 (3)	54 (4)	32.3	15.0	WLAK-F 103.5 Huntingdon	1.0/5.2/ 4/ 172
BLACK/URBAN						WQWK-F 97.1 University Park	1.5/5.1/ 27/ 392
SAC/EZ							
NEWS/TALK	13 (1)		13 (1)	7.8			
NOSTALGIA	11 (1)		11 (1)	6.6	5.8		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		2 (1)	2 (1)	1.2			
	51 (4)	116 (11)	167 (15)				

RADIO STATIONS

WFBG , 1290, 5 KW/1 KW (DA-N), Full Service	UNIPWR, \$14.00 (Christal)	
WKMC , 1370, 5 KW/38 W (DA-1), Nostalgia	UNISUP CNN, \$11.00 (Roslin)	(ROARING SPG)
WRTA , 1240, 1 KW, Talk	NBC-T SUN, \$15.00 (---)	
WVAM , 1430, 5 KW/1 KW (DA-N), Country	ABC, \$17.00 (Torbet)	
WALY-F, 103.9, 3.1 KW @ 984, AC/Oldies	UNISUP AP, \$16.00 (Katz)	(BELLWOOD)
WFGY-F, 98.1, 30 KW @ 1020, Country	CBS, \$22.00 (Christal)	
WHPA-F, 104.9, 14 KW @ 1417, AC	CNN, \$16.00 (Roslin)	(HOLLIDAYSBURG)
WPRR-F, 100.1, 6 KW @ 312, CHR	ABC, \$21.00 (Torbet)	

WBXQ-F -- see Johnstown

Miscellaneous: WFGY-F from Soft AC/EZ to Country . . .

AMARILLO

Arbitron Rank/Pop (12+): 189/151,300
 MSA Rank/Pop: 218/188,100
 ADI # 127
 Average Person Ratings: 18.2
 Market TSL: 24.25 hours

Stations: 16/15
 Diaries: 642/236:1/52.5%
 Sample Target: 610
 % Below Line: 0.7
 % Not Listed: 10.9

1991 Revenue: \$5,100,000
 HH Inc.: \$30,603
 Retail \$: 1.9 Bil
 Pop per Station: 10,087
 #1 Biller: KMML-F \$900,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/RATING	FAL 91	SPG 91	Revenue Level	
1. KMML-F (C)	46/16.7	----	20.4	----	14.7	----	59/727	500/33.0	0.0	36.1	B	KMML-F
2. KARX-F (AOR)	34/12.4	----	----	----	----	----	35/355	288/19.0	0.0	0.0		KARX-F
3. KBUY-F (C)	27/ 9.8	----	6.4	----	7.8	----	59/647	338/22.3	0.0	19.4	A	KBUY-F
4. KIXZ (BB)	21/ 7.6	----	7.9	----	1.9	----	28/317	194/12.8	0.0	15.1	A	KIXZ
5. KLSF-F (AC)	19/ 6.9	----	5.7	----	6.2	----	26/342	247/16.3	0.0	15.6	B	KLSF-F
6. KGNC (N/T)	18/ 6.5	----	10.2	----	9.7	----	42/499	225/14.9	0.0	20.5	B	KGNC
7. KQIZ-F (AOR)	16/ 5.8	----	10.6	----	11.2	----	28/527	333/22.0	0.0	28.3	B	KQIZ-F
8. KATP-F (AOR)	13/ 4.7	----	7.9	----	1.9	----	19/224	160/10.6	0.0	14.7	A	KATP-F
9. KAEZ-F (SAC)	13/ 4.7	----	----	----	----	----	14/139	124/ 8.2	0.0	0.0		KAEZ-F

12+ FM SHARE (METRO): 79.59% (195 of 245) (SPG 91: 76.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KAKS-F	1 KARX-F<	1 KMML-F<	1 KARX-F<	1 KMML-F<	1 KMML-F<	1 KMML-F>	1 KMML-F>	1 KMML-F	1 KMML-F	1 KMML-F>>
2 KQIZ-F>>	2 KMML-F>	2 KARX-F>	2 KMML-F>	2 KARX-F>	2 KIXZ >	2 KARX-F<	2 KARX-F	2 KARX-F	2 KARX-F	2 KGNC
3	3 KBUY-F>	3 KBUY-F	3 KBUY-F	3 KBUY-F>	3 KGNC	3 KBUY-F	3 KBUY-F>	3 KBUY-F>	3 KBUY-F>	3 KBUY-F>
4	4 KATP-F	4 KLSF-F	4 KLSF-F	4 KLSF-F	4 KAEZ-F	4 KGNC	4 KIXZ	4 KGNC	4 KAKS-F	4
5	5	5 KATP-F	5	5	5	5 KIXZ	5 KGNC	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 KMML-F>	1 KMML-F	1 KMML-F	1 KMML-F	1 KMML-F	1 KATP-F>	1 KARX-F>>	1 KARX-F>>	1 KARX-F>>	1 KARX-F>>
2 KBUY-F	2 KBUY-F	KBUY-F	2 KBUY-F>	2 KBUY-F>	2 KMML-F	2 KMML-F>	2 KMML-F>>	2 KMML-F>	2 KMML-F>
KARX-F>	3 KQIZ-F	3 KQIZ-F	3 KQIZ-F	3 KQIZ-F	KARX-F>	3 KATP-F	3 KBUY-F	3 KATP-F	3 KBUY-F
4 KQIZ-F	4 KLSF-F	4 KLSF-F>	4 KLSF-F	4 KLSF-F	4 KDJW	4 KBUY-F	4 KATP-F	4 KLSF-F	4 KLSF-F
KLSF-F	KARX-F	5 KARX-F	5	5	5	5	5	KBUY-F	5 KATP-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		28 (2)	28 (2)	11.2	18.7	KAKS-F 107.9	Canyon/Amarillo 4.4/17.2/ 8/ 353
AOR/CLASSIC		47 (2)	47 (2)	19.4	9.1	KDJW 1010	Amarillo 1.1/3.9/ 8/ 114
AC/OLDIES		23 (2)	23 (2)	9.4	18.3	KLCJ 1360	Amarillo 0.4/2.7/ 1/ 41
FULL SVC/VARIETY						KMLT-F 97.9	Amarillo 3.3/9.4/ 18/ 301
COUNTRY	3 (1)	73 (2)	76 (3)	31.0	31.3	KPUR-F 107.1	Canyon/Amarillo 1.5/7.9/ 4/ 139
BLACK/URBAN						KZIP 1310	Amarillo 2.5/3.2/ 14/ 97
SAC/EZ		22 (2)	22 (2)	9.0			
NEWS/TALK	18 (1)		18 (1)	7.3	11.7	KQFX-F 104.3	Borger 0.7/1.9/ 4/ 55
NOSTALGIA	21 (1)		21 (1)	8.6	9.1		
RELIGION/GOSPEL							
SPANISH	7 (1)		7 (1)	2.9	1.7		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	1 (1)	2 (1)	3 (2)	1.2			
	50 (5)	195 (11)	245 (16)				

RADIO STATIONS

KGNC , 710,	10 KW (DA-2)	News/Talk	MBS CBS, \$18.00	(Katz)	Stauffer
KIXZ , 940,	5 KW/1 KW (DA-2)	Nostalgia	UNISUP ABC, \$13.00	(Banner)	
KZIP , 1310,	1 KW (DAYS)	Hispanic	, \$10.00	(Lotus Hisp.)	
KAEZ-F, 105.7,	6 KW @ 236	Soft AC	, \$10.00	(---)	
KAKS-F, 107.9,	100 KW @ 1321	CHR	UNIPWR, \$14.00	(HNWH)	(CANYON)
KARX-F, 95.7,	100 KW @ 390	AOR	, \$17.00	(---)	(CLAUDE)
KATP-F, 101.9,	100 KW @ 1007	AOR	, \$12.00	(K & P)	Woods
KBUY-F, 94.1,	100 KW @ 699	Country	MBS NBC, \$19.00	(Banner)	Walton
KLSF-F, 96.9,	98 KW @ 600	AC	UNIULT, \$20.00	(Banner)	
KMLT-F, 97.9,	100 KW @ 1282	Soft AC	UNISUP, \$14.00	(Katz)	Stauffer
KMML-F, 98.7,	100 KW @ 469	Country	ABC, \$22.00	(Banner)	
KPUR-F, 107.1,	3 KW @ 298	Oldies	UNIULT ABC, \$11.00	(Eastman)	(CANYON)
KQIZ-F, 93.1,	100 KW @ 699	CHR	, \$18.00	(Mc-Guild)	Wiskes/Abaris

Miscellaneous: KARX-F signed on in April . . . KAEZ-F also signed on since last book . . . KIXZ, KMML-F sold for \$2,390,000 . . . KPUR A/F sold for \$850,000 . . .

ANCHORAGE

Arbitron Rank/Pop (12+): 171/178,700

Stations: 16/16
Diaries: 592/302:1/49.5%
Sample Target: 610
% Below Line: 0.0
% Not Listed: 13.3

1991 Revenue: \$10,000,000
HH Inc.: \$42,140
Retail \$: 2.6 Bill
Pop per Station: 11,169
#1 Biller: KBFX-F \$1,600,000

MSA Rank/Pop: 192/224,800
No ADI
Average Person Ratings: 15.1
Market TSL: 20.25 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KASH-F (C)	31/11.5	12.1	11.0	9.8	7.3	----	36/369	308/17.2	21.0	18.3	C	KASH-F
2. KPXR-F (CHR)	27/10.0	6.6	9.0	9.8	12.2	----	32/439	375/21.0	21.4	25.4	C	KPXR-F
3. KBFX-F (CL AOR)	23/ 8.5	8.0	12.3	14.1	9.9	----	26/344	307/17.3	22.7	24.4	C	KBFX-F
4. KWHL-F (AOR)	22/ 8.1	7.3	6.7	6.5	10.2	----	29/361	297/16.6	17.6	17.8	C	KWHL-F
KGOT-F (CHR)	22/ 8.1	8.3	12.3	9.4	8.9	----	24/494	445/24.9	22.8	29.4	C	KGOT-F
6. KYMG-F (AC)	19/ 7.0	5.5	9.0	4.7	5.0	----	27/374	285/15.9	14.2	18.2	B	KYMG-F
7. KEAG-F (O)	16/ 5.9	5.2	----	3.6	3.3	----	23/344	301/16.8	12.9	0.0	A	KEAG-F
8. KENI (T)	14/ 5.2	6.9	4.0	6.5	3.6	----	18/251	174/ 9.7	14.6	8.8	B	KENI
9. KNIK-F (J/NAC)	12/ 4.4	4.5	3.3	3.3	4.6	----	12/157	146/ 8.2	10.3	7.6	A	KNIK-F
10. KYAK (C)	10/ 3.7	4.8	3.0	2.5	4.6	----	14/241	166/ 9.3	9.0	6.6	A	KYAK
11. KBRJ-F (C)	9/ 3.3	2.1	2.0	1.4	1.7	----	10/227	186/10.4	6.7	6.8	A	KBRJ-F
12. KLEF-F (CL)	8/ 3.0	4.2	6.3	4.7	6.3	----	8/151	146/ 8.2	11.9	11.9	B	KLEF-F
KHAR (BB/EZ)	8/ 3.0	3.5	0.7	2.9	2.6	----	8/121	94/ 5.3	7.9	4.6	A	KHAR
14. KFQD (AC)	7/ 2.6	5.9	4.3	2.2	4.0	----	9/204	179/10.0	13.2	11.5	A	KFQD
15.												

12+ FM SHARE (METRO): 80.77% (189 of 234) (SPG 91: 81.20%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		49 (2)	49 (2)	20.9	24.1	KBYR 700 Anchorage	1.9/5.8/	7/	134
AOR/CLASSIC		45 (2)	45 (2)	19.2	21.4	KKSD 1080 Anchorage	0.4/4.8/	2/	120
AC/OLDIES	12 (2)	35 (2)	47 (4)	20.1	14.3				
FULL SVC/VARIETY					4.9				
COUNTRY	10 (1)	40 (2)	50 (3)	21.4	15.8				
BLACK/URBAN									
SAC/EZ	8 (1)		8 (1)	3.4	0.8				
NEWS/TALK	15 (2)		15 (2)	6.4	6.0				
NOSTALGIA									
RELIGION/GOSPEL					1.9				
SPANISH									
CLASSICAL		8 (1)	8 (1)	3.4	7.1				
JAZZ/NEW AGE		12 (1)	12 (1)	5.1	3.8				
UNKNOWN/OTHERS									
	45 (6)	189 (10)	234 (16)						

RADIO STATIONS

KBYR , 700, 10 KW	, Oldies	CBS, \$11.00 (Roslin)	Northern TV
KENI , 550, 5 KW (DA -1)	, Talk	NBC ABC, \$18.00 (Durpetti)	
KFQD , 750, 50 KW	, AC	ABC, \$16.00 (Mc-Guild)	
KHAR , 590, 5 KW	, Nostalgia/EZ	, \$12.00 (Tacher)	
KYAK , 650, 50 KW (DA-1)	, Country	MBS, \$15.00 (Christal)	
KASH-F, 107.5, 100 KW @ -289	, Country	ABC, \$31.00 (MMR)	Comm. Pacific
KBFX-F, 100.5, 25 KW @ 174	, Classic AOR	, \$27.00 (Durpetti)	
KBRJ-F, 104.1, 55 KW @ 62	, Country	, \$13.00 (Roslin)	
KEAG-F, 97.3, 100 KW @ 594	, Oldies	, \$14.00 (Banner)	
KGOT-F, 101.3, 26 KW @ -66	, CHR	MBS, \$23.00 (Christal)	
KLEF-F, 98.1, 25 KW @ 30	, Classical	, \$19.00 (CMBS)	
KNIK-F, 105.3, 51 KW @ 256	, Jazz/NAC	CBS, \$17.00 (Roslin)	Northern TV
KPXR-F, 102.1, 25 KW @ 164	, CHR	, \$26.00 (Katz)	T. Ingstad
KWHL-F, 106.5, 100 KW @ -89	, AOR	, \$27.00 (Mc-Guild)	
KYMG-F, 98.9, 100 KW @ 500	, AC	AP, \$16.00 (Banner)	

Miscellaneous: KKLK changes to KBRJ-F (March) and format from AC to Country . . .

ANN ARBOR

Arbitron Rank/Pop (12+): 140/242,700
 MSA Rank/Pop: 156/285,700
 Detroit ADI
 Average Person Ratings: 14.3
 Market TSL: 18.75 hours

Stations: 28/5
 Diaries: 654/371:1/50.3%
 Sample Target: 680
 % Below Line: 69.7
 % Not Listed: 20.2

1991 Revenue: NA
 HH Inc.: \$30,642
 Retail \$: 2.4 Bil
 Pop per Station: 48,540
 #1 Biller: WIQB-F NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WJR (FS)	50/14.4	11.4	14.2	11.4	13.4	----	50/630	630/26.0	27.1	27.4	WJR
2. WWWW-F (C)	26/ 7.5	5.4	5.0	5.6	5.0	----	26/395	395/16.3	14.3	14.3	WWW-F
3. WHYT-F (CHR)	19/ 5.5	3.7	3.9	5.3	5.9	----	19/419	419/17.3	15.2	16.6	WHYT-F
4. CIMX-F (AOR)	17/ 4.9	4.3	1.9	----	----	----	17/223	223/ 9.2	7.1	5.1	CIMX-F
5. WIQB-F (AOR)	16/ 4.6	6.6	8.6	5.3	5.9	----	16/431	431/17.8	18.4	20.6	WIQB-F
6. WCSX-F (CL AOR)	15/ 4.3	3.1	5.6	3.5	3.9	----	15/352	352/14.5	15.7	17.8	WCSX-F
7. WLLZ-F (AOR)	14/ 4.0	3.1	3.6	1.5	2.8	----	14/344	344/14.2	12.1	13.1	WLLZ-F
8. WRIF-F (AOR)	13/ 3.7	2.6	3.3	5.0	4.5	----	13/273	273/11.2	12.5	13.8	WRIF-F
9. WKQI-F (AC)	10/ 2.9	3.7	1.9	4.4	1.4	----	10/356	356/14.7	12.5	13.6	WKQI-F
10. WNIC-F (AC)	9/ 2.6	2.9	1.7	3.5	2.8	----	9/224	224/ 9.2	8.8	9.1	WNIC-F

12+ FM SHARE (METRO): 72.20% (200 of 277) (SPG 91: 70.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F >>	1 CIMX-F	1 WWWW-F	1 WJR >	1 WJR >	1 WJR >>	1 WJR >>	1 WJR >	1 WJR >	1 WJR >	1 WJR >>
2	2 WWWW-F	WJR	2 WWWW-F	2 WWWW-F >>	2 WWWW-F	2 WWWW-F	2 WWWW-F	2 WWWW-F >	2 WHYT-F >	2 WAAM
3	3 WIQB-F	3 CIMX-F	WCSX-F	3 WCSX-F	3	3 WHYT-F	3 WCSX-F	3 CIMX-F	3 CIMX-F	3
4	4 WLLZ-F	4 WCSX-F	4 WKQI-F	4 WKQI-F	4	4 WKQI-F	4 CIMX-F	4 WHYT-F	4 WIQB-F	4
5	5 WCSX-F	5 WLLZ-F	CIMX-F	CIMX-F	5	5	WIQB-F	WIQB-F	5 WWWW-F	5
6	6	WIQB-F	6	6	6	6	6	6	WLLZ-F	6
7	7	7	7	7	7	7	7	7	WAAM	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 WWWW-F >>>	1 WWWW-F >	1 WCSX-F	1 WWWW-F >	1 WJR	1 WIQB-F >	1 WIQB-F	1 CIMX-F	1 WJR	1 WJR >>
2 WHYT-F	2 CIMX-F	2 CIMX-F >	2 CIMX-F	2 WWWW-F	2 WLLZ-F	2 WLLZ-F	2 WLLZ-F	2 WIQB-F	2 WWWW-F
3 CIMX-F	3 WCSX-F	3 WWWW-F	3 WJR	WCSX-F	3 WRIF-F >	3 CIMX-F	WJR >	3 WRIF-F	3 WRIF-F
4	4 WNIC-F	WNIC-F	WHYT-F	4 WKQI-F	4 WCSX-F	4 WRIF-F	4 WRIF-F	4 WRIF-F	4
5	WHYT-F	WJR	WCSX-F	5	CIMX-F	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		26 (2)	26 (2)	9.4	7.9	WAAM 1600 Ann Arbor/Ypsil	1.7/8.0/ 6/ 195
AOR/CLASSIC		75 (5)	75 (5)	27.1	31.3	WAMX-F 107.1 Ann Arbor	2.0/5.6/ 7/ 135
AC/OLDIES		31 (5)	31 (5)	11.2	15.5	WPZA 1050 Ann Arbor	1.2/3.7/ 4/ 90
FULL SVC/VARIETY	60 (3)		60 (3)	21.7	20.8	WWCM 990 Ypsilnt1/AnnArbr	0.6/2.6/ 2/ 63
COUNTRY	4 (1)	26 (1)	30 (2)	10.8	6.8		
BLACK/URBAN		8 (1)	8 (1)	2.9	4.5	CKLW 800 Windsor/Detroit	0.9/4.0/ 3/ 96
SAC/EZ		13 (2)	13 (2)	4.7		CKLW-F 93.9 Windsor/Detroit	0.9/5.4/ 3/ 132
NEWS/TALK	8 (2)		8 (2)	2.9	3.4	WCXI 1130 Detroit	1.2/2.2/ 4/ 54
NOSTALGIA	3 (1)		3 (1)	1.1	1.9	WDFX-F 99.5 Detroit	2.0/9.3/ 7/ 226
RELIGION/GOSPEL	2 (1)	2 (1)	4 (2)	1.4		WJLB-F 97.9 Detroit	2.3/8.9/ 8/ 216
SPANISH						WJOI-F 97.1 Detroit	2.3/7.0/ 8/ 171
CLASSICAL		7 (1)	7 (1)	2.5	3.0	WJZZ-F 105.9 Detroit	1.4/4.0/ 5/ 97
JAZZ/NEW AGE		12 (2)	12 (2)	4.3	4.9	WLTJ-F 93.1 Detroit	1.4/8.0/ 5/ 193
UNKNOWN/OTHERS						WMUZ-F 103.5 Detroit	0.6/4.1/ 2/ 100
	77 (8)	200 (20)	277 (28)			WMXD-F 92.3 Detroit	0.6/4.1/ 2/ 99
						WOMC-F 104.3 Detroit	2.0/10.8/ 7/ 262
						WQRS-F 105.1 Detroit	2.0/8.9/ 7/ 216
						WWJ 950 Detroit	1.7/12.6/ 6/ 305
						WXYT 1270 Detroit	0.6/3.4/ 2/ 83

RADIO STATIONS

WAAM , 1600, 5 KW (DA-2) , Full Service MBS NBC, \$15.00 (Patt)
 WPZA , 1050, 5 KW/500 W , Full Service ABC, \$11.00 (Roslin)
 WWCM , 990, 500 W/250 W , Religion , \$ 9.00 (---) (YPSILANT)
 WAMX-F, 107.1, 3 KW @ 259 , Jazz/NAC , \$21.00 (Mich Spot)
 WIQB-F, 102.9, 49 KW @ 500 , AOR MBS ABC, \$50.00 (Christal)

Other ranked stations -- see Detroit

Miscellaneous: WPZA, WAMX-F sold by Monaghan to Midwest Family (83%) for \$750,000 . . .

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 136/260,100
 MSA Rank/Pop: 150/318,000
 ADI # 67 (w/Green Bay)
 Average Person Ratings: 19.0
 Market TSL: 24.50 hours

Stations: 20/15
 Diaries: 715/364:1/67.0%
 Sample Target: 710
 % Below Line: 13.9
 % Not Listed: 16.2

1991 Revenue: \$8,500,000
 HH Inc.: \$32,913
 Retail \$: 2.5 Bill
 Pop per Station: 17,340
 #1 Biller: WAPL-F \$2,400,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WAPL-F (AOR)	75/15.2	14.9	15.5	15.2	15.1	----	154/1774	803/30.9	30.2	28.9	D	WAPL-F
2. WIXX-F (CHR)	47/ 9.5	9.3	7.4	11.6	11.7	----	156/2176	738/28.4	26.5	24.9		WIXX-F
3. WHBY (FS)	40/ 8.1	7.5	7.4	7.7	7.6	----	44/499	138/16.8	18.6	15.9	C	WHBY
4. WROE-F (SAC)	37/ 7.5	7.5	6.3	3.6	6.0	----	44/568	450/17.3	16.0	12.7	B	WROE-F
5. WUSW-F (C)	34/ 6.9	6.6	4.9	5.0	3.0	----	50/578	400/15.4	12.0	9.5	B	WUSW-F
6. WMGV-F (CHR)	33/ 6.7	6.6	6.3	7.3	8.9	----	71/992	577/22.2	20.8	19.2	C	WMGV-F
7. WOZZ-F (AOR)	27/ 5.5	3.4	3.5	2.5	3.2	----	42/614	297/11.4	11.0	10.4	A	WOZZ-F
8. WNAM (BB)	23/ 4.6	6.8	7.9	4.3	6.0	----	48/537	307/11.8	14.8	14.6	A	WNAM
9. WPKR-F (C)	15/ 3.0	0.7	0.7	0.9	----	----	44/485	248/ 9.5	6.9	4.4	A	WPKR-F
10. WRJQ (E)	13/ 2.6	1.6	0.7	----	2.2	----	23/191	111/ 4.3	3.5	1.4	A	WRJQ
11. WGEF (C)	12/ 2.4	1.6	2.3	1.8	2.6	----	42/576	264/10.1	5.7	6.2		WGEF
WOSH (T)	12/ 2.4	3.4	1.9	2.5	2.8	----	14/261	193/ 7.4	9.5	6.3	B	WOSH
13. WFON-F (O)	9/ 1.8	0.9	1.2	2.0	1.5	----	16/292	141/ 5.4	5.1	4.7		WFON-F
14.												
15.												

12+ FM SHARE (METRO): 71.81% (298 of 415) (SPG 91: 66.03%)

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 WHBY >	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F	1 WIXX-F
2 WMGV-F>>	2 WIXX-F>	2 WIXX-F>	2 WIXX-F	2 WIXX-F	2 WROE-F	2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WHBY <	WAPL-F>
3 WAPL-F	3 WMGV-F	3 WUSW-F	3 WUSW-F	WUSW-F	3 WNAM	WHBY	3 WROE-F	3 WMGV-F	3 WIXX-F>	3 WUSW-F
4	4 WOZZ-F	4 WROE-F	WROE-F	WROE-F	4 WUSW-F	4 WUSW-F	4 WROE-F	4 WROE-F>	4 WMGV-F>	WHBY
5	5 WUSW-F	WOZZ-F	5 WOZZ-F	5 WOZZ-F	5	5 WMGV-F	5 WHBY	5 WUSW-F	5 WUSW-F	5
6	WROE-F	6	6	6	6	6	6	6 WOZZ-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 WIXX-F	1 WAPL-F<	1 WIXX-F	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>
2 WMGV-F	2 WIXX-F	2 WAPL-F	2 WIXX-F	WROE-F	2 WIXX-F	2 WOZZ-F>	2 WOZZ-F>	2 WOZZ-F	2 WOZZ-F
3 WIXX-F>>	3 WMGV-F>	3 WROE-F	3 WROE-F	3 WAPL-F	3 WUSW-F	3 WIXX-F	3 WUSW-F	3 WUSW-F	3 WUSW-F>
4 WROE-F	4 WROE-F	4 WMGV-F	4 WMGV-F>	4 WUSW-F	WOZZ-F	WUSW-F	4 WIXX-F	4 WIXX-F	4 WIXX-F
WPKR-F	5	5	5 WUSW-F	5 WMGV-F	WMGV-F	5	5	5	WROE-F
6	6	6	6	6	6	6	6	6	6 WHBY

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		80 (2)	80 (2)	19.3	16.2	WEMI-F 100.1	1.4/4.6/ 8/ 166		
AOR/CLASSIC		102 (2)	102 (2)	24.6	22.5	WKFX-F 104.9	1.4/4.4/ 20/ 325		
AC/OLDIES	8 (1)	21 (3)	29 (4)	7.0	19.2	WMBE 1530	1.2/2.7/ 14/ 133		
FULL SVC/VARIETY	43 (2)		43 (2)	10.4	11.8	WQWM 1050	1.6/4.8/ 13/ 201		
COUNTRY	12 (1)	49 (2)	61 (3)	14.7	14.0				
BLACK/URBAN						WQLH-F 98.5	1.0/6.3/ 58/ 831		
SAC/EZ		37 (1)	37 (1)	8.9		WRVM-F 102.7	0.4/2.6/ 10/ 144		
NEWS/TALK	12 (1)		12 (1)	2.9	1.6	WTMJ 620	0.6/2.7/ 11/ 269		
NOSTALGIA	29 (2)		29 (2)	7.0	9.3				
RELIGION/GOSPEL		9 (2)	9 (2)	2.2	1.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	13 (1)		13 (1)	3.1	3.6				
	117 (8)	298 (12)	415 (20)						

RADIO STATIONS

WHBY , 1150, 5 KW (DA-2) , Full Service CBS, \$25.00 (Eastman) Woodward
 WNAM , 1280, 5 KW (DA-2) , Nostalgia UNISUP ABC, \$15.00 (Torbet)
 WOSH , 1490, 1 KW , Talk CNN NBC, \$13.00 (Mc-Guild) Midwest Family
 WQWM , 1050, 1 KW/500 W (DA-2) , Oldies UNIULT UNISUP, \$10.00 (HNWH)
 WRJQ , 1570, 1 KW/500 W (DA-N) , Ethnic , \$10.00 (---)

WAPL-F, 105.7, 100 KW @ 420 , AOR , \$50.00 (Eastman) Woodward
 WKFX-F, 104.9, 1.4 KW @ 479 , Oldies , \$15.00 (KatZ) WinCom
 WMGV-F, 103.9, 6 KW @ 318 , CHR , \$28.00 (Mc-Guild) Midwest Family
 WOZZ-F, 93.5, 50 KW @ 492 , AOR SMN, \$17.00 (HNWH)

WPKR-F, 99.5, 50 KW @ 298 , Country ABC, \$10.00 (---) (OMRO)
 WROE-F, 94.3, 5.6 KW @ 338 , Soft AC AP, \$20.00 (Christal) Lake Shore
 WUSW-F, 96.9, 6 KW @ 328 , Country UNIULT UNISUP, \$18.00 (Torbet)

Other ranked stations -- see Green Bay

Miscellaneous: WHBY moves to 1150 taking the old WYNE's frequency . . .

ASHEVILLE

Arbitron Rank/Pop (12+): 178/165,300

Stations: 15/7
Diaries: 651/254:1/51.4%
Sample Target: 610
% Below Line: 35.8
% Not Listed: 17.9

1991 Revenue: \$5,300,000
HH Inc.: \$26,344
Retail \$: 1.4 B11
Pop per Station: 23,614
#1 Biller: WWNC \$2,400,000

MSA Rank/Pop: 225/176,500
ADI # 35 (w/Greenville & Spartanburg)
Average Person Ratings: 16.2
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WWNC (C/FS)	54/20.1	----	20.1	----	24.7	----	85/767	571/34.5	0.0	35.6	D	WWNC
2. WESC-F (C)	36/13.4	----	11.7	----	6.4	----	94/1141	406/24.6	0.0	19.0		WESC-F
3. WKSF-F (CHR)	34/12.7	----	17.4	----	19.5	----	67/1039	505/30.6	0.0	31.1	B	WKSF-F
4. WMYI-F (AC)	23/ 8.6	----	9.8	----	11.2	----	45/818	366/22.1	0.0	26.9		WMYI-F
5. WMIT-AF (REL)	14/ 5.2	----	4.2	----	1.1	----	21/374	170/10.3	0.0	11.2	A	WMIT-AF
WISE (BB)	14/ 5.2	----	3.8	----	4.1	----	18/201	161/ 9.7	0.0	7.0	A	WISE
7. WSPA-F (SAC)	10/ 4.5	----	3.8	----	4.1	----	40/423	148/ 9.0	0.0	7.7		WSPA-F
8. WFBC-F (O)	12/ 3.7	----	2.3	----	1.9	----	17/295	176/10.6	0.0	8.1		WFBC-F
9. WXRC-F (AOR)	6/ 2.2	----	1.1	----	1.1	----	12/114	84/ 5.1	0.0	2.6		WXRC-F
WBBO-F (CHR)	6/ 2.2	----	1.9	----	1.1	----	14/365	132/ 8.0	0.0	8.7		WBBO-F
11. WTOO (G)	5/ 1.9	----	2.3	----	1.9	----	8/105	84/ 5.1	0.0	6.2		WTOO
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 62.73% (138 of 220) (SPG 91: 66.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSF-F>>	1 WKSF-F>	1 WKSF-F	1 WESC-F	1 WWNC	1 WWNC >>	1 WWNC >>	1 WWNC	1 WWNC	1 WKSF-F>>	1 WWNC >>
2 WBBO-F>	2 WESC-F>	2 WESC-F	WWNC <	2 WESC-F	2 WESC-F>	2 WESC-F	2 WESC-F>	2 WESC-F	2 WESC-F>	2 WESC-F
3 WESC-F	3 WMYI-F	3 WWNC	3 WMYI-F	3 WMYI-F	3 WMYI-F	3 WKSF-F	3 WKSF-F	3 WKSF-F	3 WWNC	WKSF-F
4	4 WWNC	4 WMYI-F	4 WKSF-F	4 WKSF-F	WISE	4 WMYI-F>	4 WMYI-F>	4 WMYI-F>	4	4

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 WKSF-F>>	1 WKSF-F	1 WESC-F	1 WKSF-F	1 WWNC >	1 WKSF-F>>	1 WKSF-F>	1 WKSF-F	1 WKSF-F	1 WWNC
2 WESC-F>	2 WESC-F	2 WKSF-F	2 WWNC	2 WESC-F	2 WESC-F>>	2 WESC-F	2 WMYI-F	2 WESC-F	2 WMYI-F
WWNC >	3 WWNC	3 WMYI-F	3 WESC-F	3 WMYI-F	3	3 WMYI-F>	WESC-F>	3 WMYI-F	WESC-F>
4	4 WMYI-F	WWNC	4 WMYI-F	WKSF-F	4	4	4	4 WWNC	4 WKSF-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		43 (4)	43 (4)	19.5	24.4	WSKY 1230 Asheville	1.1/6.0/	3/	116
AOR/CLASSIC		6 (1)	6 (1)	2.7	3.7				
AC/OLDIES	3 (1)	33 (2)	36 (3)	16.4	20.7	WCKZ-F 101.9 Gastonia/Chrlt	0.7/2.5/	6/	169
FULL SVC/VARIETY						WROQ-F 101.1 Andrsn/Greenvle	0.4/4.0/	8/	169
COUNTRY	54 (1)	36 (1)	90 (2)	40.9	38.7				
BLACK/URBAN									
SAC/EZ		12 (1)	12 (1)	5.5					
NEWS/TALK									
NOSTALGIA	14 (1)		14 (1)	6.4	4.6				
RELIGION/GOSPEL	11 (2)	8 (1)	19 (3)	8.6	7.8				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	82 (5)	138 (10)	220 (15)						

RADIO STATIONS

WISE , 1310,	5 KW/1 KW (DA-N) ,	Nostalgia	SMN, \$11.00 (---)
WSKY , 1230,	1 KW/250 W ,	AC	CBS, \$ 9.00 (---)
WTOO , 1380,	5 KW/1 KW (DA-N) ,	Gospel	MBS, \$ 8.00 (---)
WWNC , 570,	5 KW (DA-N) ,	Country/FS	UNIULT ABC, \$43.00 (Mc-Guild) Heritage Bdcst
WMIT-F, 106.9,	36 KW @ 3090 ,	Religion	ABC, \$14.00 (---) (BLACK MT.)
WKSF-F, 99.9,	48 KW @ 2621 ,	CHR	UNIPWR ABC, \$38.00 (Mc-Guild) Heritage Bdcst

Other ranked stations -- see Greenville, SC

ATLANTA

Arbitron Rank/Pop (12+): 12/2,456,100
 MSA Rank/Pop: 9/2,870,000
 ADI # 12
 Average Person Ratings: 17.3
 Market TSL: 22.50 hours

Stations: 23/21
 Diaries: 2063/1191:1/47.4%
 Sample Target: 2030
 % Below Line: 1.1
 % Not Listed: 12.0

1991 Revenue: \$103,000,000
 HH Inc.: \$36,639
 Retail \$: 24.7 Bill
 Pop per Station: 116,957
 #1 Biller: WSB \$12,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WVEE-F (B)	570/13.4	12.4	12.8	12.7	11.4	12.8	654/5975	5134/20.9	20.6	18.4	I	WVEE-F
2. WKHX-F (C)	340/ 8.0	6.2	7.6	4.7	5.1	6.6	409/5170	4099/16.7	16.1	13.7	E	WKHX-F
3. WSB -F (AC)	330/ 7.8	8.6	8.1	6.9	9.3	7.9	382/5926	4973/20.2	20.6	23.9	I	WSB -F
4. WPCH-F (SAC)	280/ 6.6	7.0	6.9	7.3	7.9	6.9	318/5259	4579/18.6	17.2	18.0	H	WPCH-F
5. WKLS-F (AOR)	270/ 6.4	6.1	5.6	6.3	6.4	6.1	354/5189	4056/16.5	14.8	16.3	H	WKLS-F
6. WYAY-FF (C)	245/ 5.8	6.7	7.3	5.8	7.6	6.4	457/5568	3341/13.6	18.9	16.4	H	WYAY-FF
7. WSB (FS)	242/ 5.7	6.3	8.5	7.2	7.0	6.9	265/4896	4378/17.8	26.2	19.1	I	WSB
8. WGST (N/T)	240/ 5.7	4.5	3.1	3.4	3.3	4.2	260/3875	3556/14.5	9.3	9.9	G	WGST
9. WSTR-F (AC)	206/ 4.9	4.2	3.6	4.4	3.4	4.3	220/4264	3810/15.5	11.9	13.1	F	WSTR-F
10. WAPW-F (CHR)	197/ 4.6	6.3	4.7	6.5	7.5	5.5	260/4708	3608/14.7	16.1	21.2	H	WAPW-F
11. WZGC-F (CL AOR)	181/ 4.3	4.2	4.5	5.3	4.6	4.6	222/4297	3581/14.6	13.8	14.7	G	WZGC-F
12. WFOX-F (O)	179/ 4.2	4.6	4.2	6.3	6.7	4.8	245/4712	3415/13.9	16.1	18.1	H	WFOX-F
13. WALR-F (B/AC)	167/ 3.9	3.6	3.9	3.2	2.6	3.7	201/2985	2509/10.2	10.1	7.8	D	WALR-F
14. WAOK (G)	104/ 2.4	2.6	2.9	2.5	2.7	2.6	105/1408	1467/ 6.0	7.1	5.3	D	WAOK
15. WCNN (N)	51/ 1.2	1.5	1.3	1.0	1.1	1.3	51/1647	1624/ 6.6	6.3	6.0	C	WCNN
16. WQXI (BB)	42/ 1.0	1.7	1.0	1.6	0.9	1.3	42/816	787/ 3.2	3.3	2.3	B	WQXI
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 80.53% (3011 of 3739) (SPG 91: 81.57%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		197 (1)	197 (1)	5.3	8.4	WAFS 920 Atlanta	0.3/1.1/ 14/ 278		
AOR/CLASSIC		451 (2)	451 (2)	12.1	12.3	WGUN 1010 Atlanta	0.4/1.7/ 18/ 447		
AC/OLDIES		715 (3)	715 (3)	19.1	21.7	WIGO 1340 Atlanta	0.3/1.4/ 14/ 346		
FULL SVC/VARIETY	242 (1)		242 (1)	6.5	7.8	WKHX 590 Atlanta	0.1/0.4/ 4/ 96		
COUNTRY	4 (1)	606 (4)	610 (5)	16.3	14.2				
BLACK/URBAN		737 (2)	737 (2)	19.7	16.5	WNGC-F 95.5 Athens	0.5/1.6/ 95/1104		
SAC/EZ		280 (1)	280 (1)	7.5	8.8	WVFJ-F 93.3 Manchester	0.6/1.6/ 29/ 442		
NEWS/TALK	291 (2)		291 (2)	7.8	4.9				
NOSTALGIA	42 (1)		42 (1)	1.1	1.0				
RELIGION/GOSPEL	149 (4)	25 (1)	174 (5)	4.7	3.6				
SPANISH									
CLASSICAL					0.8				
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	728 (9)	3011 (14)	3739 (23)						

ATLANTA

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW	,	Gospel	NBN NBC,	\$ 50.00	(Mc-Guild)	Summit
WCNN,	680,	50 KW/10 KW (DA-N),	,	News	CNN, UNISUP,	\$ 40.00	(Katz)	
WGKA,	1190,	10 KW (DAYS)	,	Classical		\$ 36.00	(CMBS)	
WGST,	640,	50 KW/1 KW (DA-2)	,	News/Talk	ABC MBS,	\$ 95.00	(Eastman)	Jacor
WIGO,	1340,	1 KW	,	Black	SBN,	\$ 35.00	(Roslin)	
WQXI,	790,	5 KW/1 KW (DA-N)	,	Nostalgia	UNISUP, UNIULT,	\$ 50.00	(Banner)	Jefferson-Pilot
WSB,	750,	50 KW	,	Full Service	APR,	\$190.00	(Christal)	Cox

FM STATIONS

WALR,	104.7,	100 KW @ 981	,	Black AC	UNISUP,	\$ 66.00	(Katz)	(ATHENS)
WAPW,	99.7,	100 KW @ 1033	,	CHR		\$160.00	(Durpetti)	Susquehanna
WFOX,	97.1,	97 KW @ 1571	,	Oldies		\$167.00	(MMR)	Shamrock (GAINESVILLE)
WKHX,	101.5,	99 KW @ 968	,	Country		\$135.00	(Katz)	Cap Cities/ABC
WKLS,	96.1,	99 KW @ 984	,	AOR		\$186.00	(Katz)	Great American
WPCH,	94.9,	99 KW @ 984	,	Soft AC/EZ	CBS,	\$165.00	(Eastman)	Jacor
WSB,	96.5,	100 KW @ 918	,	AC		\$230.00	(Christal)	Cox
WSTR,	94.1,	100 KW @ 909	,	AC		\$138.00	(Banner)	Jeff-Pilot
WVEE,	103.3,	100 KW @ 1020	,	Black	SOURCE,	\$180.00	(Mc-Guild)	Summit
WYAI,	104.1,	60 KW @ 1217	--	Simulcast with WYAY-F (licensed to LaGrange)				
WYAY,	106.7,	99 KW @ 1401	,	Country	CBS,	\$170.00	(Mc-Guild)	NewCity (GAINESVILLE)
WZGC,	92.9,	99 KW @ 909	,	Classic AOR		\$150.00	(HNWH)	Cook Inlet

Miscellaneous: WCNN, WALR-F sold to Midwestern (Dickey) for \$6,000,000 (Raymond; Sherwood) . . . WZGC-F from Cook Inlet to Infinity for \$45,000,000 (E) . . .

ATLANTIC CITY

Arbitron Rank/Pop (12+): 163/192,800

Stations: 29/11
Diaries: 624/309:1/46.7%
Sample Target: 610
% Below Line: 30.1
% Not Listed: 16.2

1991 Revenue: \$6,700,000
HH Inc.: \$32,647
Retail \$: 3.2 Bill
Pop per Station: 17,527
#1 Biller: WAYV-F \$2,400,000

MSA Rank/Pop: 148/324600

Philadelphia ADI

Average Person Ratings: 19.5

Market TSL: 26.00 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WFPG-F (SAC)	38/10.1	11.7	13.5	11.4	10.5	----	45/493	403/20.9	24.5	25.8	D	WFPG-F
WAYV-F (AC)	38/10.1	9.9	10.4	9.0	8.7	----	44/599	486/25.2	25.5	24.8	D	WAYV-F
3. WBSS-F (CHR)	28/ 7.4	8.5	3.1	----	0.6	----	41/537	356/18.5	18.8	10.8		WBSS-F
4. WXTU-F (C)	23/ 6.1	2.6	5.2	3.6	6.8	----	24/122	189/ 9.8	8.7	9.4		WXTU-F
5. WTTH-F (B)	21/ 5.6	----	----	----	----	----	21/229	222/11.5	0.0	0.0		WTTH-F
6. WRDR-F (BB)	18/ 4.8	5.5	7.0	8.1	6.8	----	23/251	183/ 9.5	9.6	10.8		WRDR-F
7. WMGM-F (AC)	14/ 3.7	4.4	3.4	4.8	5.3	----	18/368	297/15.4	12.6	10.2		WMGM-F
8. WMID (BB)	13/ 3.5	5.8	4.6	5.4	5.3	----	19/218	149/ 7.7	12.4	8.8		WMID
WOND (T)	13/ 3.5	5.2	1.8	5.4	5.3	----	15/223	185/ 9.6	12.3	6.3		WOND

12+ FM SHARE (METRO): 86.35% (272 of 315) (SPG 91: 80.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSS-F>>	1 WAYV-F	1 WAYV-F>	1 WAYV-F>	1 WAYV-F>	1 WFPG-F>	1 WAYV-F	1 WFPG-F	1 WFPG-F	1 WTTH-F	1 WMID
2 WAYV-F>>	2 WBSS-F>	2 WFPG-F	2 WFPG-F	2 WFPG-F>	2 WXTU-F	2 WFPG-F	2 WAYV-F>	2 WAYV-F	2 WBSS-F	2 WOND >
3 WIOQ-F	3 WTTH-F>	3 WBSS-F>	3 WBSS-F	3 WBSS-F	3 WRDR-F	3 WOND	3 WXTU-F	3 WBSS-F	3 WAYV-F>	3 WTTH-F
4	4 WMMR-F	4 WTTH-F	4 WTTH-F	4 WTTH-F	4 WAYV-F	4 WYSP-F	4 WBSS-F	4 WTTH-F	4 WFPG-F	4 WBSS-F
5	5 WMID-F	5 WMID-F	5 WKTU-F	5 WKTU-F	5 WMID	5 WBSS-F	5 WMID	5 WXTU-F>	5 WZXL-F	5
6	6 WFPG-F	6 WMID-F	6 WMID-F	6 WOND	6 WRDR-F<	6 WTTH-F	6	6	6	6
7	7	7	7	7	7 WTTH-F	7 WXTU-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 WTTH-F	1 WAYV-F>	1 WAYV-F>>	1 WAYV-F	1 WAYV-F>	1 WBSS-F>	1 WBSS-F>	1 WBSS-F>>	1 WBSS-F	1 WBSS-F
WFPG-F	2 WTTH-F	2 WTTH-F	2 WFPG-F>	2 WFPG-F>>	2 WZXL-F	2 WYSP-F	2 WYSP-F	2 WAYV-F	2 WTTH-F
WBSS-F	WBSS-F	WMID-F	3 WTTH-F	3 WXTU-F	WYSP-F	WAYV-F	WMMR-F	3 WZXL-F	WAYV-F
WAYV-F>>	4 WFPG-F	WMGM-F	WBSS-F	WTTH-F	WAYV-F>	4 WZXL-F	WTTH-F	WMMR-F	4 WMMR-F
5 WMGM-F	5 WMGM-F	WBSS-F>	5 WMGM-F	WBSS-F	5 WMMR-F	WMMR-F	WAYV-F>	5 WMID-F	5 WZXL-F
6	6 WMID-F	6 WMMR-F	6	6	6 WMID-F	6 WTTH-F	6	6 WYSP-F	6 WMID-F
7	7	7 WFPG-F	7	7	7	7 WMID-F	7	7 WTTH-F	7 WFPG-F

FORMATS	AM	FM	TOTAL	%	SPG 91	%	OTHER RATED STATIONS	METRO CUME TSA	TSA
								SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		36 (3)	36 (3)	11.4	11.4	11.4	WFPG 1450 Atlantic City	0.3/3.4/ 1/ 65	
AOR/CLASSIC		21 (2)	21 (2)	6.7	11.8	11.8	WMID-F 99.3 Pleasantvi/AtCty	3.2/15.4/ 17/ 352	
AC/OLDIES	1 (1)	85 (7)	86 (8)	27.3	17.6	17.6	WUSS 1490 Atlantic City	1.6/7.0/ 6/ 137	
FULL SVC/VARIETY									
COUNTRY		23 (1)	23 (1)	7.3	6.3	6.3	KYW 1060 Philadelphia	0.8/4.1/ 5/ 120	
BLACK/URBAN	6 (1)	27 (2)	33 (3)	10.5	13.6	13.6	WABC 770 New York	0.8/3.4/ 10/ 89	
SAC/EZ		44 (3)	44 (3)	14.0	17.3	17.3	WEAZ-F 101.1 Philadelphia	1.3/3.4/ 5/ 73	
NEWS/TALK	23 (4)	23 (4)	23 (4)	7.3	4.0	4.0	WEGX-F 106.1 Philadelphia	0.5/5.4/ 2/ 111	
NOSTALGIA	13 (1)	18 (1)	31 (2)	9.8	14.0	14.0	WFLN-F 95.7 Philadelphia	0.3/1.8/ 1/ 37	
RELIGION/GOSPEL					2.2	2.2	WIOQ-F 102.1 Philadelphia	1.6/8.8/ 6/ 169	
SPANISH							WIP 610 Philadelphia	1.1/3.3/ 5/ 89	
CLASSICAL		18 (3)	18 (3)	5.7	1.8	1.8	WKSZ-F 100.3 Media	0.3/3.1/ 2/ 65	
JAZZ/NEW AGE							WKTU-F 98.3 Ocean City	2.9/7.5/ 22/ 279	
UNKNOWN/OTHERS							WMGK-F 102.9 Philadelphia	0.8/2.9/ 3/ 66	
							WMMR-F 93.3 Philadelphia	2.9/13.0/ 12/ 302	
	43 (7)	272 (22)	315 (29)				WUGL-F 98.1 Philadelphia	1.1/4.3/ 4/ 89	
							WSLT-F 106.3 Ocean Cty/Smrs	2.1/6.9/ 16/ 218	
							WUSL-F 98.9 Philadelphia	1.6/6.8/ 6/ 132	
							WYSP-F 94.1 Philadelphia	2.4/10.7/ 10/ 243	
							WYXR-F 104.5 Philadelphia	0.8/2.9/ 3/ 58	
							WZXL-F 100.7 Wildwood/AtlCty	2.7/13.1/ 32/ 489	

RADIO STATIONS

WFPG , 1450, 1 KW	-- SEE WFPG-F								
WMID , 1340, 1 KW	, Nostalgia					NBC, NBC-T, \$14.00 (Banner)			
WOND , 1400, 1 KW	, Talk					ABC, CNN, \$15.00 (Mc-Guild)			
WUSS , 1490, 1 KW/250 W	, Black					AURN, \$13.00 (Katz)			
WAYV-F, 95.1, 50 KW @ 331	, AC					, \$45.00 (Katz)			
WBSS-F, 97.3, 50 KW @ 142	, CHR					, \$23.00 (HNWH)	(MILLVILLE)		
WFPG-F, 96.9, 50 KW @ 298	, Soft AC/EZ					CBS, \$36.00 (Eastman)	Hartstone/Dickstein		
WMGM-F, 103.7, 50 KW @ 348	, AC					, \$19.00 (Mc-Guild)			
WMID-F, 99.3, 3.4 KW @ 268	, AC					, \$17.00 (Banner)	(PLEASANT.)		
WRDR-F, 104.9, 10 KW @ 508	, Nostalgia					AP, \$15.00 (---)	(EGG HARBOR)		
WTTH-F, 96.1, 2.3 KW @ 371	, Black					SMN, \$13.00 (---)	(MRGATE.)		
WKTU-F, 98.3, 3 KW @ 328	, Oldies					ABC, \$14.00 (Crystal)	(OCEAN C.)		
WSLT-F, 106.3, 3 KW @ 308	, Classical					CNN, \$18.00 (Groskin)	(OCEAN C.)		
WZXL-F, 100.7, 38 KW @ 101	, AOR					, \$15.00 (Durpetti)	Ragen Henry (WILDWOOD)		

Other ranked stations -- see Philadelphia

AUGUSTA

Arbitron Rank/Pop (12+): 114/326,200 Stations: 18/16 1991 Revenue: \$8,600,000
 MSA Rank/Pop: 118/401,900 Diaries: 803/406:1/46.4% HH Inc.: \$29,543
 ADI # 112 Sample Target: 810 Retail \$: 2.9 Bll
 Average Person Ratings: 18.7 % Below Line: 0.8 Pop per Station: 20,387
 Market TSL: 24.50 hours % Not Listed: 11.7 #1 Biller: WBBQ-AF \$3,000,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WBBQ-AF (CHR)	119/19.6	18.2	23.0	21.5	23.1	----	153/1738	1251/38.4	35.3	43.3	E
2. WFXA-F (B)	90/14.8	14.1	15.6	13.1	14.6	----	97/886	809/24.8	23.3	24.9	C
3. WKXC-F (C)	74/12.2	14.6	14.4	15.6	9.1	----	97/1214	883/27.1	25.4	22.9	C
4. WZNY-F (AC)	55/ 9.0	7.6	7.8	9.6	10.4	----	73/983	719/22.0	20.2	24.7	C
5. WRXR-F (AOR)	40/ 6.6	7.5	5.7	6.1	6.5	----	53/680	590/18.1	15.6	13.3	B
6. WGUS-F (C)	30/ 4.9	3.6	4.3	4.7	6.7	----	33/482	412/12.6	10.7	13.1	A
7. WCNA-F (SAC)	29/ 4.8	4.3	5.4	3.0	4.5	----	30/301	264/ 8.1	9.7	8.2	A
8. WKZK (G)	26/ 4.3	9.2	5.0	3.5	4.2	----	26/177	177/ 5.4	8.7	6.7	A
9. WGAC (T)	23/ 3.8	4.0	2.9	4.6	3.2	----	26/370	324/ 9.9	7.9	7.5	A
10. WTHB (G)	20/ 3.3	0.5	-----	-----	0.3	----	20/159	155/ 4.8	2.0	0.0	

12+ FM SHARE (METRO): 86.25% (464 of 538) (SPG 91: 90.02%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	1 (1)	118 (1)	119 (2)	22.1	26.0	WAJY-F 102.7 New Ellenton	0.5/3.6/ 3/ 116
AOR/CLASSIC		40 (1)	40 (1)	7.4	11.4	WAKB-F 96.7 Wrens	0.8/3.1/ 12/ 255
AC/OLDIES		64 (3)	64 (3)	11.9	11.5	WGUS 1380 North Augusta	0.7/2.3/ 5/ 83
FULL SVC/VARIETY						WMTZ-F 94.3 Martinez	1.0/6.2/ 7/ 210
COUNTRY	4 (1)	116 (4)	120 (5)	22.3	16.6	WTHO-F 101.7 Thomson	1.5/3.4/ 18/ 199
BLACK/URBAN		92 (2)	92 (2)	17.1	19.4		
SAC/EZ		29 (1)	29 (1)	5.4	6.1	WCOS-F 97.5 Columbia	0.5/2.1/ 15/ 228
NEWS/TALK	23 (1)		23 (1)	4.3		WDMW-F 97.5 Columbbia	0.3/1.6/ 3/ 126
NOSTALGIA					3.3		
RELIGION/GOSPEL	46 (2)		46 (2)	8.6	5.7		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		5 (1)	5 (1)	0.9			
	74 (5)	464 (13)	538 (18)				

RADIO STATIONS

WGAC , 580, 5 KW/11 KW (DA-N)	Talk	CBS, \$15.00 (Roslin)	Beasley
WKZK , 1600, 500 W (DAYS)	Gospel	AURN, \$11.00 (Dora)	
WTHB , 1550, 5 KW/11 W	Gospel/Black	\$ 9.00 (Katz)	
WBBQ-F, 104.3, 100 KW @ 1000	CHR	ABC, \$70.00 (Eastman)	
WCNR-F, 98.3, 2.8 KW @ 485	Soft AC	AP, \$15.00 (---)	(CLEARWATER, SC)
WFXA-F, 103.1, 3 KW @ 298	Black	ABC CBS, \$27.00 (Katz)	
WGUS-F, 102.3, 1.5 KW @ 666	Country	\$17.00 (Torbet)	HVS
WKXC-F, 99.5, 23 KW @ 728	Country	MBS, \$30.00 (Mc-Guild)	(AIKEN, SC)
WMTZ-F, 94.3, 6 KW @ 298	Oldies	CNN, \$10.00 (K & P)	(MARTINEZ)
WRXR-F, 96.3, 15 KW @ 899	AOR/Classic	ABC, \$21.00 (Christal)	(AIKEN, SC)
WTHO-F, 101.7, 3 KW @ 298	Country	NBC, \$ 9.00 (Regional)	(THOMSON)
WZNY-F, 105.7, 100 KW @ 1168	AC	UNIPWR AP, \$42.00 (Torbet)	Benchmark

Miscellaneous: WRDW-F changes to WAKB (Sep 91) . . . WOPW-F changes to WGUS-F and format to Country (Nov 91) . . . WFXA changes to WTHB and format to Gospel/Black (Feb) . . . WGAC turned back to Beasley . . .

AUSTIN

Arbitron Rank/Pop (12+): 59/668,800

Stations: 22/19
Diaries: 1134/590:1/50.9%
Sample Target: 1100
% Below Line: 2.2
% Not Listed: 21.6

1991 Revenue: \$22,500,000
HH Inc.: \$31,525
Retail \$: 6.3 Bil
Pop per Station: 35,200
#1 Biller: KASE-F \$5,500,000

MSA Rank/Pop: 66/762,000

ADI # 71

Average Person Ratings: 15.4

Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KASE-F (C)	157/15.3	17.2	15.7	15.8	13.4	16.0	226/2523	1898/28.4	26.6	21.2	G	KASE-F
2. KKMJ-F (SAC)	85/ 8.3	7.4	7.7	7.9	7.3	7.8	92/1544	1359/20.3	19.9	18.5	D	KKMJ-F
3. KHFI-F (CHR)	74/ 7.2	5.3	7.5	6.3	7.3	6.6	88/1658	1448/21.7	20.3	18.9	C	KHFI-F
4. KLBJ-F (AOR)	66/ 6.4	5.4	6.9	8.3	8.1	6.8	76/1434	1127/16.9	18.6	20.0	D	KLBJ-F
5. KLBJ (N/T)	65/ 6.3	7.0	6.4	5.3	6.0	6.3	78/1188	1056/15.8	17.0	15.5	C	KLBJ
6. KVET-F (C)	60/ 5.8	5.8	5.1	4.7	4.4	5.3	81/1060	917/13.7	13.5	10.9	C	KVET-F
7. KPEZ-F (CL AOR)	49/ 4.8	4.7	5.4	6.0	7.0	5.2	56/928	833/12.5	14.8	16.9	C	KPEZ-F
8. KBTS-F (CHR)	42/ 4.1	4.8	4.0	4.5	5.4	4.3	68/1414	885/13.2	15.8	18.9	C	KBTS-F
9. KGSR-F (AOR)	37/ 3.6	4.1	4.7	3.7	4.7	4.0	38/647	626/ 9.4	9.5	10.6	C	KGSR-F
10. KEYI-F (AC)	32/ 3.1	3.5	3.9	4.5	3.3	3.8	37/943	863/12.9	12.6	12.2	C	KEYI-F
11. KFGI-AF (AC)	24/ 2.3	1.0	1.8	1.9	1.7	1.8	28/612	529/ 7.9	6.6	4.4		KFGI-AF
12. KLTD-F (O)	23/ 2.2	3.6	2.4	2.6	4.1	2.7	47/992	600/ 9.0	7.6	9.3	B	KLTD-F
13. KNNC-F (AOR)	17/ 1.7	2.5	0.4	---	---	1.1	19/528	492/ 7.4	1.5	0.0		KNNC-F
14. KTXZ (SP)	16/ 1.6	1.4	1.8	1.0	1.4	1.5	17/267	250/ 3.7	3.3	1.9		KTXZ
14. KMOV (BB)	16/ 1.6	2.3	2.0	2.4	1.7	2.1	21/261	198/ 3.0	4.2	3.8		KMOV

12+ FM SHARE (METRO): 84.01% (678 of 807) (SPG 91: 84.00%)

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 KASE-F>	1 KKMJ-F>
2 KBTS-F>	2 KHFI-F	2 KLBJ-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F	2 KVET-F	2 KKMJ-F>	2 KKMJ-F<	2 KHFI-F	2 KASE-F
3 KASE-F	3 KLBJ-F	3 KKMJ-F	3 KLBJ-F	3 KLBJ-F	3 KLBJ >	3 KKMJ-F	3 KLBJ <	3 KHFI-F	3 KBTS-F	3 KLBJ
4 KLBJ-F	4 KKMJ-F<	4 KHFI-F<	4 KPEZ-F<	4 KVET-F	4 KVET-F	4 KHFI-F	4 KLBJ-F	4 KLBJ	4 KLBJ	4 KEYI-F
5	5 KPEZ-F	5 KPEZ-F<	5 KVET-F	5 KVET-F	5 KVET-F	5 KLBJ-F<	5 KVET-F	5 KLBJ-F	5 KKMJ-F	5
6	6 KVET-F	6 KVET-F	6 KLBJ	6 KPEZ-F	6	6 KLBJ >	6 KHFI-F<	6 KVET-F	6 KLBJ-F	6
7	7 KEYI-F	7	7 KGSR-F	7 KGSR-F	7	7	7 KPEZ-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 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KHFI-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F>
2 KHFI-F>>	2 KHFI-F	2 KKMJ-F>	2 KKMJ-F	2 KKMJ-F>>	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F
3 KLBJ-F	3 KKMJ-F	3 KEYI-F	3 KHFI-F>	3 KGSR-F	3 KASE-F>	3 KPEZ-F	3 KPEZ-F	3 KLBJ	3 KLBJ
4 KNNC-F	4 KEYI-F	4 KHFI-F	4 KGSR-F	4 KEYI-F	4 KPEZ-F	4 KLBJ	4 KLBJ	4 KPEZ-F	4 KVET-F
5	5 KLBJ-F	5 KGSR-F	5 KEYI-F	5	5 KKMJ-F	5 KHFI-F	5 KVET-F	5 KVET-F>	5 KPEZ-F>
6 KKMJ-F	6 KBTS-F	6	6 KLBJ-F	6	6 KVET-F	6 KVET-F	6	6 KKMJ-F<	6 KKMJ-F
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		116 (2)	116 (2)	14.4	16.2	KELG 1440	Elgin/Austin	0.5/1.4/	10/ 119
AOR/CLASSIC		178 (5)	178 (5)	22.1	24.4	KIXL 970	Del Valle/Austn	0.9/2.4/	9/ 164
AC/OLDIES	2 (1)	77 (3)	79 (4)	9.8	18.1	KVET 1300	Austin	0.7/2.6/	9/ 237
FULL SVC/VARIETY									
COUNTRY	7 (1)	217 (2)	224 (3)	27.8	26.1	KISS-F 99.5	San Antonio	0.9/1.3/	9/ 144
BLACK/URBAN						KXTN-F 107.5	San Antonio	0.5/1.1/	9/ 113
SAC/EZ		85 (1)	85 (1)	10.5		WOAI 1200	San Antonio	0.9/2.7/	13/ 292
NEWS/TALK	74 (2)		74 (2)	9.2	8.8				
NOSTALGIA	16 (1)		16 (1)	2.0	2.1				
RELIGION/GOSPEL	9 (1)		9 (1)	1.1					
SPANISH	21 (2)	5 (1)	26 (3)	3.2	4.3				
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	129 (8)	678 (14)	807 (22)						

AUSTIN

RADIO STATIONS

KLBJ , 590, 5 KW/1 KW (DA-N), News/Talk	CBS MBS, \$40.00 (Eastman)	
KMOW , 1490, 1 KW , Nostalgia	SMN CNN, \$20.00 (Banner)	
KTXZ , 1560, 2.5 KW (DA-2) , Hispanic	UNIULT, \$19.00 (---)	
KVET , 1300, 5 KW/1 KW (DA-2), Country	ABC, \$ NA (Katz)	
KASE-F, 100.7, 100 KW @ 1191 , Country	, \$ 91.00 (Katz)	
KATG-F, 94.7, 97 KW @ 1256 , Country	SMN, \$22.00 (Durpetti)	(LULING)
KBTS-F, 93.3, 93 KW @ 1948 , CHR	, \$44.00 (Christal)	Booth (KILLEEN)
KEYI-F, 103.5, 90 KW @ 1246 , AC	, \$35.00 (Banner)	
KGSR-F, 107.1, 46 KW @ 518 , AOR	, \$33.00 (Mc-Guild)	Beasley (BASTROP)
KHFI-F, 96.7, 100 KW @ 686 , CHR	, \$36.00 (Banner)	Rusk (GEORGETOWN)
KFGI-F, 95.5, 100 KW @ 1000 , Soft AC	, \$61.00 (MMR)	Amaturo
KLBJ-F, 93.7, 97 KW @ 1050 , AOR	, \$64.00 (Eastman)	
KLTD-F, 98.9, 19 KW @ 298 , Oldies	UNIULT, \$30.00 (Torbet)	Shamrock-Lynett (LAMPASAS)
KPEZ-F, 102.3, 20 KW @ 686 , Classic AOR	, \$40.00 (Christal)	Clear Channel
KVET-F, 98.1, 100 KW @ 209 , Country	, \$40.00 (Katz)	Spur

Miscellaneous: KKMJ-F to KFGI-F (March) . . .

BAKERSFIELD

Arbitron Rank/Pop (12+): 92/382,800
 MSA Rank/Pop: 91/558,000
 ADI # 132
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 30/27
 Diaries: 829/462:1/44.7%
 Sample Target: 830
 % Below Line: 2.2
 % Not Listed: 14.1

1991 Revenue: \$13,900,000
 HH Inc.: \$34,834
 Retail \$: 3.3 Bil
 Pop per Station: 14,178
 #1 Biller: KUZZ-AF \$2,800,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KUZZ-F (C)	91/14.2	16.3	13.9	16.3	12.4	15.2	101/1202	1040/27.2	25.3	25.3	D	KUZZ-F
2. KKXX-F (CHR)	66/10.3	10.8	12.1	8.7	11.5	10.5	70/926	850/22.2	25.5	24.0	C	KKXX-F
3. KRAB-F (AOR)	46/ 7.2	6.3	4.5	3.4	2.0	5.3	47/514	492/12.9	10.4	5.8		KRAB-F
4. KERN (N/T)	44/ 6.9	6.5	6.7	8.5	6.8	7.2	45/607	560/14.6	11.9	15.7		KERN
5. KWAC (SP)	33/ 5.2	3.7	5.0	6.7	5.1	5.2	33/359	359/ 9.4	9.1	7.9		KWAC
KGFM-F (SAC)	33/ 5.2	6.1	5.4	5.7	6.1	5.6	34/451	418/10.9	11.4	11.8		KGFM-F
7. KLLY-F (AC)	26/ 4.1	4.7	4.0	3.5	3.6	4.1	26/391	391/10.2	10.1	10.7		KLLY-F
8. KCWR (C)	24/ 3.8	1.3	4.5	2.7	3.1	3.1	24/219	210/ 5.5	5.7	7.5		KCWR
KAFY (SP)	24/ 3.8	4.0	3.4	3.2	4.6	3.6	25/311	296/ 7.7	6.6	7.4		KAFY
10. KKBB-F (CL AOR)	23/ 3.6	2.6	3.4	4.8	5.6	3.6	24/357	325/ 8.5	11.1	11.2		KKBB-F
11. KSUV-F (SP)	20/ 3.1	3.1	0.8	1.6	0.7	2.1	20/258	243/ 6.3	2.9	2.2		KSUV-F
12. KIWI-F (CL)	19/ 3.0	1.8	2.5	2.5	2.2	2.5	21/178	157/ 4.1	6.7	5.7		KIWI-F
13. KERN-F (O)	17/ 2.7	3.1	3.5	3.9	4.9	3.3	18/450	417/10.9	11.3	12.7		KERN-F
14.												
15.												

12+ FM SHARE (METRO): 70.49% (387 of 549) (SPG 91: 68.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
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 KUZZ-F>	1 KKXX-F	1 KGFM-F<
2 KRAB-F	2 KRAB-F	2 KKXX-F	2 KKXX-F	2 KKXX-F<	2 KERN	2 KKXX-F	2 KERN	2 KKXX-F	2 KRAB-F	2 KUZZ-F<
3 KKXX-F>	3 KRAB-F	3 KRAB-F	3 KERN	3 KERN	3 KGFM-F>	3 KERN >	3 KKXX-F	3 KRAB-F>	3 KUZZ-F>	3 KRAB-F>
4	4 KKBB-F>	4 KERN	4 KRAB-F	4 KRAB-F	4 KCWR <	4 KGFM-F<	4 KRAB-F	4 KERN	4 KSUV-F	4 KHIS-F
5	5 KLLY-F	5 KLLY-F<	5 KLLY-F	5 KLLY-F	5 KIWI-F	5 KWAC <	5 KGFM-F	5 KLLY-F	5 KIWI-F	5 KERN
6	KAFY	6 KKBB-F	6	6	6 KWAC	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 KKXX-F>	1 KKXX-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KKXX-F>	1 KRAB-F<	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F>
2 KRAB-F>	2 KUZZ-F	2 KKXX-F	2 KKXX-F>	2 KKXX-F>	2 KRAB-F	2 KUZZ-F>	2 KRAB-F>	2 KERN <	2 KERN
3 KUZZ-F>	3 KRAB-F>	3 KLLY-F	3 KRAB-F	3 KLLY-F	3 KSUV-F	3 KKXX-F	3 KRAB-F>	3 KRAB-F	3 KRAB-F>
4 KAFY	4 KLLY-F	4 KKBB-F	4 KLLY-F	4 KGFM-F>	4 KAFY	4 KKBB-F	4 KKBB-F	4 KKXX-F>	4 KKXX-F
5	5 KAFY	5	5 KGFM-F	5 KWAC	5 KWAC	5 KERN	5	5 KKBB-F	5 KKBB-F
6	6	6	6	6 KAFY	6 KERN	6	6	6	6
7	7	7	7	7 KAFY	7 KCWR	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		75 (2)	75 (2)	13.7	18.4	KBID 1350 Bakersfield	0.6/2.2/	4/	96
AOR/CLASSIC		69 (2)	69 (2)	12.6	9.6	KCHJ 1010 Delano	1.3/2.5/	12/	108
AC/OLDIES	10 (1)	48 (4)	58 (5)	10.6	14.0	KCHT-F 99.3 Bakersfield	0.6/4.6/	4/	177
FULL SVC/VARIETY						KCNQ-F 102.5 Kernville/LKIsb	1.3/2.6/	9/	119
COUNTRY	25 (2)	113 (4)	138 (6)	25.1	19.4	KDNO-F 98.5 Delano	0.3/1.5/	2/	122
BLACK/URBAN						KERI 1180 Wasco	0.6/2.8/	4/	126
SAC/EZ		33 (1)	33 (1)	6.0	7.2	KGEO 1230 Bakersfield	1.6/5.1/	10/	194
NEWS/TALK	49 (2)		49 (2)	8.9	13.0	KHIS 800 Bakersfield	0.3/2.1/	2/	81
NOSTALGIA						KHIS-F 96.5 Bakersfield	0.6/2.8/	4/	107
RELIGION/GOSPEL	2 (1)	6 (2)	8 (3)	1.5	1.8	KNZR 1560 Bakersfield	0.8/5.2/	6/	241
SPANISH	69 (4)	20 (1)	89 (5)	16.2	12.2	KTIE-F 107.1 Bakersfield	1.1/4.0/	13/	219
CLASSICAL		19 (1)	19 (1)	3.5	2.6	KVLI 1140 Lake Isabella	0.5/1.4/	3/	52
JAZZ/NEW AGE						KMYX-AF 103.9 Taft/Bakersfield	1.3/5.0/	8/	207
UNKNOWN/OTHERS	7 (2)	4 (1)	11 (3)	2.0	1.6				
	162 (12)	387 (18)	549 (30)						

RADIO STATIONS

KAFY , 970, 1 KW (DA-1) , Hispanic	UPI, \$18.00 (Caballero)	
KCWR , 550, 5 KW (DA-2) , Country	, \$ NA (Katz)	Buck Owens
KERN , 1410, 1 KW , News/Talk	NBC-T ABC, \$23.00 (Christal)	Amer. General
KGEO , 1230, 1 KW , Oldies	UNISUP CBS, \$12.00 (Mc-Guild)	
KWAC , 1490, 1 KW , Hispanic	, \$24.00 (Caballero)	
KERN-F, 94.1, 4.5 KW @ 1309 , Oldies	, \$19.00 (Christal)	Amer. General
KGFM-F, 101.5, 4.8 KW @ 1279 , Soft AC/EZ	UNISUP, \$25.00 (Mc-Guild)	
KIWI-F, 92.1, 6 KW @ 164 , Classical	, \$21.00 (CMBS)	
KKBB-F, 97.7, 3 KW @ 298 , Classical AOR	, \$20.00 (Eastman)	(SHAFTER)
KKXX-F, 105.3, 35 KW @ 581 , CHR	, \$32.00 (Durpetti)	Salem (DELANO)
KLLY-F, 95.3, 13 KW @ 462 , AC	AP, \$22.00 (HNWH)	Buckley (OILDALE)
KRAB-F, 106.3, 3.9 KW @ 374 , AOR	UNISUP, \$23.00 (Banner)	(GREENACRE)
KUZZ-F, 107.9, 5.8 KW @ 1358 , Country	, \$60.00 (Katz)	Buck Owens
KSUV-F, 102.9, 21 KW @ 364 , Hispanic	, \$17.00 (Caballero)	

BALTIMORE

Arbitron Rank/Pop (12+): 19/2,014,800
 MSA Rank/Pop: 17/2,400,000
 Average Person Ratings: 18.7
 Market TSL: 24.50 hours

Stations: 35/21
 Diaries: 1944/1036:1/47.8%
 Sample Target: 1920
 % Below Line: 15.0
 % Not Listed: 12.2

1991 Revenue: \$59,800,000
 HH Inc.: \$36,013
 Retail \$: 17.7 Bill
 Pop per Station: 95,943
 #1 Biller: WBAL \$9,300,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WBAL (N/T)	357/ 9.5	7.2	7.5	8.3	9.0	8.1	377/4670	4382/21.8	18.2	18.7	H	WBAL
2. WPOC-F (C)	327/ 8.7	8.9	6.9	7.1	7.0	7.9	364/4024	3485/17.3	14.7	15.4	G	WPOC-F
3. WLIF-F (SAC)	277/ 7.3	7.1	6.1	6.6	6.6	6.8	296/3675	3345/16.6	14.8	15.8	G	WLIF-F
4. WXYV-F (B)	239/ 6.3	6.1	8.1	8.2	8.6	7.2	253/3042	2893/14.4	16.0	16.8	G	WXYV-F
5. WWMX-F (AC)	213/ 5.6	5.4	6.3	5.1	6.0	5.6	221/3291	3152/15.7	17.0	14.9	H	WWMX-F
6. WQSR-F (O)	200/ 5.3	5.7	5.6	5.9	5.7	5.6	222/2985	2755/13.7	13.8	13.9	H	WQSR-F
7. WIYY-F (AOR)	195/ 5.2	5.5	5.5	6.8	7.8	5.8	240/3857	3228/16.0	16.5	16.7	H	WIYY-F
8. WERQ-F (CHR)	178/ 4.7	4.6	3.3	0.9	1.2	3.4	193/2887	2675/13.3	10.0	5.1	C	WERQ-F
9. WHFS-F (AOR)	140/ 3.7	2.4	2.8	2.7	3.2	2.9	146/1932	1816/ 9.0	7.0	8.2	B	WHFS-F
10. WBSB-F (AC)	120/ 3.2	2.8	4.2	5.6	4.0	3.9	130/2663	2496/12.4	13.5	14.0	F	WBSB-F
11. WWIN-F (B)	116/ 3.1	2.7	4.3	3.0	4.1	3.3	116/1618	1618/ 8.0	9.3	9.5	C	WWIN-F
12. WCBM (N/T)	106/ 2.8	4.3	3.6	3.2	2.9	3.5	113/1558	1501/ 7.5	6.8	5.8	B	WCBM
13. WITH (BB)	89/ 2.4	2.6	2.4	2.4	2.1	2.5	90/927	915/ 4.5	6.0	3.7	B	WITH
14.												
15.												

12+ FM SHARE (METRO): 75.48% (2500 of 3312) (SPG 91: 76.62%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		242 (2)	242 (2)	7.3	6.8	WBGR	860	Baltimore	0.6/2.0/	24/ 409
AOR/CLASSIC		467 (5)	467 (5)	14.1	17.3	WCAO	600	Baltimore	1.6/4.2/	63/ 881
AC/OLDIES		592 (5)	592 (5)	17.9	24.8	WEBB	1360	Baltimore	0.3/1.5/	12/ 295
FULL SVC/VARIETY	13 (1)	33 (1)	46 (2)	1.4	0.6	WGRX-F	100.7	Westmnstr/Balt	1.7/8.0/101/	2215
COUNTRY		363 (3)	363 (3)	11.0	9.9	WHVY-F	103.1	Grasonvl/Bltmor	0.9/2.4/	41/ 579
BLACK/URBAN	12 (1)	428 (5)	440 (6)	13.3	16.8	WRBS-F	95.1	Baltimore	1.3/4.7/	50/ 965
SAC/EZ		311 (2)	311 (2)	9.4	0.7	WWIN	1400	Baltimore	1.8/3.9/	69/ 777
NEWS/TALK	545 (4)		545 (4)	16.5	15.0	WXCY-F	103.7	Havre De Grace	0.4/1.1/	29/ 420
NOSTALGIA	89 (1)		89 (1)	2.7	2.4					
RELIGION/GOSPEL	153 (3)	49 (1)	202 (4)	6.1	5.3	WASH-F	97.1	Washington	0.5/2.5/	17/ 593
SPANISH						WGAY-F	99.5	Washington	0.9/3.4/	38/ 748
CLASSICAL		15 (1)	15 (1)	0.5	0.5	WGMS-F	103.5	Washington	0.4/1.1/	16/ 231
JAZZ/NEW AGE						WHUR-F	96.3	Washington	0.9/5.0/	38/1057
UNKNOWN/OTHERS						WJFK	1300	Baltimore	0.7/2.5/	28/ 516
						WJFK-F	106.7	Manassas/Wash	0.1/0.7/	7/ 158
						WKYS-F	93.9	Washington	0.6/3.0/	27/ 687
						WMAL	630	Washington	0.3/1.2/	16/ 291
						WMMJ-F	102.3	Bethesda/Wash	0.4/0.8/	15/ 154
						WMZQ-F	98.7	Washington	0.5/2.4/	38/ 692
						WPGC-F	95.5	Morningside	1.7/7.7/	73/1704
						WRQX-F	107.3	Washington	1.1/3.9/	45/ 883
						WTOP	1500	Washington	1.5/5.6/	56/1193
						WWDC-F	101.1	Washington	1.7/7.3/	81/1729
	812 (10)	2500 (25)	3312 (35)							

BALTIMORE

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N) , NEWS/TALK
 WBGR, 860, 2.5 KW/100 W (DA-1), GOSPEL
 WCAO, 600, 5 KW (DA-1) , GOSPEL
 WCBM, 680, 10 KW/5 KW (DA-2) , TALK

CBS, \$ 146.00 (HNWH) Hearst
 NBN, \$ 45.00 (Roslin) Mortenson
 NBC, \$ 37.00 (Mc-Guild) Summit
 ABC, \$ 43.00 (Katz)

WEBB, 1360, 5 KW/1.7 KW (DA-1), BLACK
 WITH, 1230, 1 KW , NOSTALGIA
 WWIN, 1400, 1 KW , GOSPEL

SBN, \$ 31.00 (Roslin)
 MBS, \$ 37.00 (---)
 , \$ 29.00 (Durpetti)

FM STATIONS

WBSB, 104.3, 50 KW @ 420, AC/CHR
 WERQ, 92.3, 37 KW @ 571, CHR
 WGRX, 100.7, 16 KW @ 859, CLASSIC AOR
 WIYY, 97.9, 14 KW @ 951, AOR
 WLIF, 101.9, 14 KW @ 961, EZ/SOFT AC

ABC, \$ 101.00 (Banner)
 APR, \$ 60.00 (MMR) United
 ABC, \$ 47.00 (Durpetti) Shamrock-Lynett (WESTMINSTER)
 ABC, \$ 142.00 (HNWH) Hearst
 , \$ 138.00 (Christal) Infinity

WPOC, 93.1, 16 KW @ 859, COUNTRY
 WQSR, 105.7, 50 KW @ 492, OLDIES
 WRBS, 95.1, 50 KW @ 498, RELIGION
 WWIN, 95.9, 3 KW @ 298, BLACK
 WWMX, 106.5, 7.4 KW @ 1217, AC
 WXYV, 102.7, 50 KW @ 400, BLACK

ABC, \$ 119.00 (Banner) Nationwide
 , \$ 140.00 (MMR) Scornix
 , \$ 23.00 (---)
 , \$ 59.00 (Durpetti)
 , \$ 172.00 (Katz) Capitol-Goodman
 , \$ 127.00 (McGuild) Summit

OTHER RANKED STATIONS -- SEE WASHINGTON

BATON ROUGE

Arbitron Rank/Pop (12+): 84/423,800
 MSA Rank/Pop: 92/543,000
 ADI # 94
 Average Person Ratings: 15.5
 Market TSL: 20.75 hours

Stations: 17/13
 Diaries: 1098/386:1/49.9%
 Sample Target: 930
 % Below Line: 7.4
 % Not Listed: 14.9

1991 Revenue: \$12,800,000
 HH Inc.: \$28,134
 Retail \$: 4.3 Bil
 Pop per Station: 32,600
 #1 Biller: WYNK-AF \$3,600,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WYNK-F (C)	154/23.4	20.5	17.5	16.0	15.2	19.4	298/3400	1448/34.2	31.9	27.2	E	WYNK-F
2. KQXL-F (B)	77/11.7	9.4	11.8	11.6	14.1	11.1	120/1377	903/21.3	21.1	19.5	C	KQXL-F
3. WXOK (B)	60/ 9.1	12.0	10.3	10.7	7.4	10.5	77/923	704/16.6	17.1	15.7	B	WXOK
4. WFMF-F (CHR)	41/ 6.2	7.5	7.7	9.3	10.4	7.7	82/1648	807/19.0	23.8	24.0	D	WFMF-F
5. WKJN-F (C)	38/ 5.8	5.8	5.8	4.6	5.1	5.5	73/1251	677/16.0	15.7	13.5	D	WKJN-F
6. WJBO (N/T)	36/ 5.5	5.4	5.4	6.5	5.2	5.7	38/565	526/12.4	14.6	12.3	A	WJBO
7. KRVE-F (A)	35/ 5.3	4.2	5.1	2.2	1.7	4.2	37/676	585/13.8	11.0	3.8	C	KRVE-F
8. WGGZ-F (OC)	31/ 4.7	5.4	4.6	5.0	7.0	4.9	61/1011	482/11.4	11.9	14.6	C	WGGZ-F
9. WCKW-F (CL AOR)	20/ 3.0	2.8	3.8	5.0	3.4	3.7	76/1041	484/11.4	10.4	11.3	C	WCKW-F
WTGE-F (AOR)	20/ 3.0	3.9	2.9	5.2	5.8	3.8	42/1031	567/13.4	13.0	16.8	C	WTGE-F

12+ FM SHARE (METRO): 79.14% (444 of 561) (SPG 91: 81.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFMF-F	1 WYNK-F	1 WYNK-F	1 WYNK-F	1 WYNK-F	1 WYNK-F	1 WYNK-F	1 WYNK-F	1 WYNK-F	1 KQXL-F	1 WYNK-F
KQXL-F	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 WXOK	2 KQXL-F	2 KQXL-F	2 WYNK-F	2 WYNK-F	2 WXOK
3 WYNK-F	3 WXOK	3 WXOK	3 WXOK	3 WXOK	3 WJBO	3 WXOK	3 KQXL-F	3 WFMF-F	3 WXOK	3 KQXL-F
4 WXOK	4 WFMF-F	4 KRVE-F	4 WGGZ-F	4 KRVE-F	4 KQXL-F	4 WKJN-F	4 WJBO	4 WKJN-F	4 WFMF-F	4 WJBO
5	5 KRVE-F	5 WFMF-F	5 KRVE-F	5 WJBO	5 WGGZ-F	5 WGGZ-F	5 WGGZ-F	5 KRVE-F	5	5
6	6 WKJN-F	6 WGGZ-F	6 WFMF-F	6 WFMF-F	6	6 WJBO	6 WKJN-F	6 WXOK	6	6
7	7	7 WKJN-F	7	7	7	7 WFMF-F	7 KRVE-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 WYNK-F	1 WYNK-F	1 WYNK-F	1 WYNK-F	1 WYNK-F	1 WYNK-F	1 WYNK-F	1 WYNK-F	1 WYNK-F	1 WYNK-F
2 KQXL-F	2 KQXL-F	KQXL-F	2 KQXL-F	2 WXOK	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 KQXL-F
3 WFMF-F	3 WXOK	3 WXOK	3 WXOK	3 KQXL-F	3 WFMF-F	3 WKJN-F	3 WKJN-F	3 WGGZ-F	3 WGGZ-F
4 KRVE-F	4 KRVE-F	4 KRVE-F	4 KRVE-F	4 WGGZ-F	4 KRVE-F	4 WJBO	4 WJBO	4 WFMF-F	4 WJBO
5 WKJN-F	5 WFMF-F	5	5 WFMF-F	KRVE-F	5 WXOK	5 WCKW-F	5 WXOK	5 WCKW-F	5 WXOK
6 WXOK	6 WKJN-F	6	6 WKJN-F	6	6 WTGE-F	6 WXOK	6 WTGE-F	6 WKJN-F	6 WKJN-F
7	7	7	7 WGGZ-F	7	7 WKJN-F	7 WTGE-F	7 WFMF-F	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		41 (1)	41 (1)	7.3	12.0	WIBR 1300 Baton Rouge	0.9/3.2/ 8/ 162		
AOR/CLASSIC		40 (2)	40 (2)	7.1	10.6	WNDC 910 Baton Rouge	0.9/2.9/ 6/ 143		
AC/OLDIES		75 (3)	75 (3)	13.4	15.5	WQCK-F 92.7 Clinton	0.8/3.1/ 7/ 212		
FULL SVC/VARIETY						WXLT-F 94.1 McComb	0.5/4.0/ 13/ 314		
COUNTRY	6 (1)	192 (2)	198 (3)	35.3	23.8				
BLACK/URBAN	60 (1)	88 (2)	148 (3)	26.4	27.0	KHOM-F 104.1 Houma	1.4/5.9/ 38/ 660		
SAC/EZ		3 (1)	3 (1)	0.5	2.5	WQUE-F 93.3 New Orleans	1.7/4.8/ 53/ 667		
NEWS/TALK	45 (2)		45 (2)	8.0	6.0	WWL 870 New Orleans	1.4/3.4/ 36/ 494		
NOSTALGIA									
RELIGION/GOSPEL	6 (1)	5 (1)	11 (2)	2.0	2.6				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	117 (5)	444 (12)	561 (17)						

RADIO STATIONS

WJBO , 1150, 5 KW (DA-1)	Talk/News	CBS, NBC-T, \$25.00	(HNWH)	Jenne
WNDC , 910, 1 KW (DA-1)	Gospel	\$15.00	(Eastman)	
WXOK , 1460, 5 KW/1 KW (DA-3)	Black	NBC, \$19.00	(Banner)	
KQXL-F, 106.5, 50 KW @ 298	Black	SBN ABC, \$26.00	(Banner)	(NEW ROADS)
KRVE-F, 96.1, 43 KW @ 449	AC	\$22.00	(K & P)	(BRUSLY)
WFMF-F, 102.5, 100 KW @ 1260	CHR	UNIPWR, \$45.00	(HNWH)	Jenne
WGGZ-F, 98.1, 100 KW @ 1500	Oldies	CBS, ABC, \$34.00	(Katz)	
WKJN-F, 103.3, 100 KW @ 1004	Country	MBS, \$46.00	(Christal)	(HAMMOND)
WTGE-F, 100.7, 100 KW @ 1499	AOR	ABC, \$30.00	(Eastman)	
WXLT-F, 94.1, 100 KW @ 981	Soft AC	\$16.00	(Christal)	(McCOMB, MS)
WYNK-F, 101.5, 100 KW @ 1499	Country	ABC, \$77.00	(Katz)	Narragansett

Other Ranked Stations - See New Orleans

BINGHAMTON

Arbitron Rank/Pop (12+): 149/219,900
 MSA Rank/Pop: 169/264,500
 ADI # 133
 Average Person Ratings: 15.9
 Market TSL: 21.00 hours

Stations: 11/10
 Diaries: 752/292:1/54.0%
 Sample Target: 770
 % Below Line: 0.6
 % Not Listed: 16.3

1991 Revenue: \$6,700,000
 HH Inc.: \$33,274
 Retail \$: 2.0 B11
 Pop per Station: 21,990
 #1 Biller: WAAL-F \$1,550,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WAAL-F (CHR)	62/17.8	15.8	16.5	18.6	22.6	----	102/1330	810/36.8	32.7	37.2	C	WAAL-F
2. WHWK-F (C)	51/14.6	20.4	14.0	15.1	14.7	----	119/1094	528/24.0	29.8	25.9	C	WHWK-F
3. WKGB-F (ADR)	46/13.2	10.9	9.3	8.0	6.3	----	46/557	478/21.7	16.8	18.9	A	WKGB-F
4. WMBF (FS)	40/11.5	10.6	14.8	10.3	14.9	----	43/484	454/20.6	21.7	24.8	B	WMBF
5. WMXW-F (SAC)	34/ 9.7	8.3	7.1	5.1	5.7	----	37/513	437/19.9	19.8	18.4	B	WMXW-F
6. WMRV-F (AC)	21/ 6.0	6.6	7.1	9.4	9.2	----	23/551	417/19.0	21.1	22.0	B	WMRV-F
7. WINR (BB)	19/ 5.4	6.6	5.2	5.7	4.1	----	20/267	254/11.6	13.9	12.0	A	WINR
8. WGRG-F (AC/CHR)	10/ 2.9	2.6	4.7	4.0	3.5	----	10/240	215/ 9.8	11.4	13.3	A	WGRG-F
9.												
10.												

12+ FM SHARE (METRO): 77.40% (226 of 292) (SPG 91: 73.44%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		62 (1)	62 (1)	21.2	19.7	WBNK 1360 Binghamton	0.9/2.5/	3/	55
AOR/CLASSIC		46 (1)	46 (1)	15.8	11.1	WMRV 1430 Endicott	1.1/5.8/	5/	146
AC/OLDIES	4 (1)	33 (3)	37 (4)	12.7	27.9				
FULL SVC/VARIETY	40 (1)		40 (1)	13.7	17.7	WYXL-F 97.3 Ithaca	0.6/1.8/	7/	129
COUNTRY		51 (1)	51 (1)	17.5	17.4				
BLACK/URBAN									
SAC/EZ		34 (1)	34 (1)	11.6					
NEWS/TALK	3 (1)		3 (1)	1.0					
NOSTALGIA	19 (1)		19 (1)	6.5	6.2				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	66 (4)	226 (7)	292 (11)						

RADIO STATIONS

WINR , 680,	1 KW/500 W (DA-2)	Nostalgia	CBS, \$14.00 (Roslin)	
WMBF , 1290,	5 KW (DA-N)	Full Service	NBC, \$25.00 (Katz)	Stoner
WALL-F, 99.1,	7 KW @ 1089	CHR	ABC, \$34.00 (Durpetti)	Regional
WGRG-F, 101.7,	1 KW @ 558	AC/CHR	\$12.00 (Durpetti)	(OWEGO)
WHWK-F, 98.1,	10 KW @ 961	Country	\$35.00 (Katz)	Stoner
WKGB-F, 92.5,	1.3 KW @ 708	AOR	SOURCE, \$20.00 (HNWH)	(SUSQUEHANNA)
WMRV-F, 105.7,	35 KW @ 571	AC	UNIPWR, \$25.00 (Banner)	Beacon (ENDICOTT)
WMXW-F, 103.3,	.6 KW @ 1014	Soft AC	\$21.00 (---)	(VESTAL)

Miscellaneous: WQXT-F changes to WGRG-F (Feb) and format to AC/CHR . . . WRSR changes to WBNK (Oct) and format from Oldies to Business News . . . WENE changes to WMRV (Nov) . . .

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/757,300
 MSA Rank/Pop: 59/942,000
 ADI # 50
 Average Person Ratings: 15.9
 Market TSL: 21.75 hours

Stations: 24/18
 Diaries: 1242/610:1/49.3%
 Sample Target: 1210
 % Below Line: 7.7
 % Not Listed: 9.9

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

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WZZK-AF (C)	216/18.0	17.7	15.9	15.4	18.2	16.8	310/3694	2336/30.8	31.7	30.4	G	WZZK-AF
2. WZRR-F (CL AOR)	126/10.5	9.3	9.6	10.7	8.9	10.0	162/2055	1475/19.5	19.9	16.2	E	WZRR-F
3. WMJJ-F (AC)	103/ 8.6	8.6	9.0	9.0	8.8	8.8	122/1842	1573/20.8	20.1	20.3	F	WMJJ-F
WENN-F (B)	103/ 8.6	11.3	9.5	9.5	9.7	9.7	150/1893	1296/17.1	15.6	16.1	D	WENN-F
5. WERC (N/T)	82/ 6.8	7.0	7.3	6.0	5.8	6.8	82/1112	1104/14.6	15.4	14.2	C	WERC
6. WAPI-F (CHR)	79/ 6.6	6.9	8.4	9.2	5.8	7.8	138/2021	1371/18.1	21.7	17.1	D	WAPI-F
7. WATV (B)	64/ 5.3	5.9	4.5	4.9	5.0	5.2	64/725	725/ 9.6	7.5	9.6	A	WATV
8. WTUG-F (B)	47/ 3.9	3.3	2.6	3.3	2.0	3.3	87/931	517/ 6.8	5.8	3.3		WTUG-F
9. WAPI (BB)	44/ 3.7	4.3	4.6	4.8	3.9	4.3	48/755	715/ 9.4	10.6	10.1	B	WAPI
10. WAGG (G)	41/ 3.4	3.7	3.2	3.9	2.9	3.6	41/514	512/ 6.8	5.4	5.8	A	WAGG
11. WDJC-F (REL)	36/ 3.0	2.7	3.2	2.9	2.2	3.0	55/1129	739/ 9.8	9.1	8.3	A	WDJC-F
12. WJLD (B)	33/ 2.7	2.1	1.8	2.2	3.3	2.2	33/399	388/ 5.1	6.0	8.0	A	WJLD
13. WIKX-F (C)	26/ 2.2	1.8	3.0	3.7	5.7	2.7	39/745	465/ 6.1	6.7	15.8	B	WIKX-F
14. WZBQ-F (CHR)	20/ 1.7	1.6	1.3	1.4	1.6	1.5	50/974	431/ 5.7	7.0	5.6		WZBQ-F
15.												

12+ FM SHARE (METRO): 72.72% (789 of 1085) (SPG 91: 71.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	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 WZZK-AF	1 WZZK-F
2 WENN-F	2 WZZK-AF	2 WZZK-AF	2 WMJJ-F<	2 WZRR-F	2 WERC >	2 WZRR-F	2 WZRR-F<	2 WZRR-F	2 WENN-F>	2 WATV >>
3 WTUG-F	3 WENN-F	3 WMJJ-F	3 WZRR-F>	WMJJ-F>	3 WMJJ-F	3 WERC	3 WMJJ-F>	3 WMJJ-F	3 WAPI-F	3 WENN-F<
4 WZZK-AF>	4 WMJJ-F	4 WENN-F>	4 WENN-F	4 WENN-F	4 WATV	4 WMJJ-F	4 WERC >	4 WENN-F	4 WTUG-F	4 WERC >>
5 WZRR-F	5 WAPI-F	5 WAPI-F	5	5 WERC	5 WAPI	5 WATV	5 WENN-F	5 WAPI-F>	5 WZRR-F	5
6	6	6	6	6	6 WENN-F	6 WENN-F	6 WAPI-F	6 WERC	6 WDJC-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 WAPI-F>	1 WZZK-AF	1 WMJJ-F	1 WMJJ-F	1 WMJJ-F<	1 WZRR-F	1 WZRR-F>>	1 WZRR-F>>	1 WZRR-F>	1 WZRR-F
2 WZRR-F	WMJJ-F	2 WZZK-AF>	2 WZZK-AF>	2 WZZK-AF>>	2 WENN-F>	2 WZZK-AF<	2 WZZK-AF>	2 WZZK-AF	2 WZZK-AF>
3 WZZK-AF	3 WENN-F	3 WENN-F	3 WENN-F	3 WENN-F	3 WZZK-AF	3 WENN-F>	3 WMJJ-F	3 WENN-F>	3 WERC
WENN-F>	4 WAPI-F<	4 WJLD	4 WZRR-F	4 WZRR-F	WAPI-F>	4 WAPI-F	WENN-F	4 WMJJ-F	4 WENN-F
5 WTUG-F	5 WZRR-F	5 WZRR-F	5 WAPI-F	5 WJLD	5 WTUG-F	5	5	5 WERC	5 WMJJ-F
WMJJ-F	6	6 WTUG-F	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		104 (3)	104 (3)	9.6	15.0	WAYE 1220 Birmingham	0.4/1.8/ 5/ 136	
AOR/CLASSIC		126 (1)	126 (1)	11.6	10.0	WFFN-F 95.3 Cordova	0.8/1.3/ 10/ 112	
AC/OLDIES		103 (1)	103 (1)	9.5	12.8	WJDX 690 Birmingham	1.2/5.5/ 18/ 552	
FULL SVC/VARIETY						WLBIF 98.7 Warrior	0.3/1.0/ 4/ 75	
COUNTRY	21 (2)	258 (5)	279 (7)	25.7	21.4	WURL 760 Moody/Leeds	0.5/1.0/ 6/ 73	
BLACK/URBAN	97 (2)	150 (2)	247 (4)	22.8	22.4			
SAC/EZ		8 (1)	8 (1)	0.7	0.3	WHMA-F 100.5 Anniston	0.3/1.7/ 46/ 771	
NEWS/TALK	82 (1)		82 (1)	7.6	6.5	WQEN-F 103.7 Gadsden/Annistn	0.4/1.8/ 61/ 964	
NOSTALGIA	44 (1)		44 (1)	4.1	4.4	WQSB-F 105.1 Albertville	0.7/1.1/101/ 910	
RELIGION/GOSPEL	52 (3)	36 (1)	88 (4)	8.1	6.5	WRSB-F 96.9 Decatur/Hntsvle	0.7/2.7/ 33/ 619	
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS		4 (1)	4 (1)	0.4	0.7			
	296 (9)	789 (15)	1085 (24)					

BIRMINGHAM

RADIO STATIONS

WAGG	, 1320,	5 KW (DAYS)	, Gospel	SBN, \$ 30.00	(HNWH)	
WAPI	, 1070,	50 KW/5 KW (DA-N),	Nostalgia	NBC, \$ 29.00	(Christal)	Dittman
WATV	, 900,	1 KW/165 W	, Black	ABC, \$ 24.00	(Banner)	
WAYE	, 1220,	1 KW/75 W	, Gospel	UNIULT, \$ 16.00	(---)	Willis
WERC	, 960,	5 KW (DA-N)	, News/Talk	ABC, \$ 40.00	(Mc-Guild)	Ameron
WJLD	, 1400,	1 KW	, Black	SBN,MBS, \$ 19.00	(K & P)	
WVOK	, 690,	50 KW/500 W	, Oldies	SMN,CBS, \$ 20.00	(Eastman)	Dick
WZZK	, 610,	5 KW/1 KW(DA-N),	--- See WZZK-F			
WAPI-F,	94.5,	98 KW @ 1210	, CHR	ABC, \$ 58.00	(Christal)	Dittman
WDJC-F,	93.7,	99 KW @ 1007	, Religion	, \$ 23.00	(---)	Crawford
WENN-F,	107.7,	100 KW @ 1036	, Black	SBN, \$ 54.00	(HNWH)	
WIKX-F,	106.9,	99 KW @ 994	, Country	ABC, \$ 37.00	(Mc-Guild)	Sun Group
WMJJ-F,	96.5,	100 KW @ 1027	, AC	CBS, \$102.00	(Mc-Guild)	Ameron
WZRR-F,	99.5,	100 KW @ 869	, Classic AOR	, \$ 85.00	(Eastman)	Dick
WZZK-F,	104.7,	99 KW @ 1300	, Country	, \$138.00	(Katz)	NewCity

Miscellaneous: WVOK to WJOX (March) . . .

***** FORMAT CODES *****

* 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	REL - 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	*

***** REVENUE LEVEL CODES *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

BLOOMINGTON, IL

Arbitron Rank/Pop (12+): 225/109,800

Stations: 12/4
Diaries: 626/175:1/58.8%
Sample Target: 610
% Below Line: 21.5
% Not Listed: 20.3

1991 Revenue: \$4,600,000
HH Inc.: \$33,159
Retail \$: 1.1 B11
Pop per Station: 27,450
#1 Biller: WJBC \$2,300,000

MSA Rank/Pop: 278/130,300

Peoria ADI

Average Person Ratings: 15.7

Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WJBC (FS)	47/27.3	----	25.9	----	26.1	----	57/549	465/42.3	0.0	44.4	D	WJBC
2. WBNQ-F (CHR)	26/15.1	----	17.8	----	18.9	----	36/552	403/36.7	0.0	45.5	C	WBNQ-F
3. WWCT-F (AOR)	22/12.8	----	10.8	----	6.7	----	30/274	223/20.3	0.0	23.5		WWCT-F
4. WIHN-F (AC/O)	16/ 9.3	----	3.8	----	7.2	----	17/271	220/20.0	0.0	13.8	B	WIHN-F
5. WRXZ-F (C)	11/ 6.4	----	5.4	----	3.3	----	12/191	163/14.8	0.0	19.6	A	WRXZ-F
6. WKZW-F (CHR)	5/ 2.9	----	2.7	----	5.0	----	10/285	169/15.4	0.0	19.3		WKZW-F
7.												
8.												
9.												
10.												

12+ FM SHARE (METRO): 62.77% (86 of 137) (SPG 91: 62.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBNQ-F>> 1 WWCT-F	1 WBNQ-F<	1 WJBC	1 WJBC	1 WJBC >>	1 WJBC >>	1 WJBC >>	1 WJBC >>	1 WJBC >	1 WBNQ-F	1 WJBC >
2 WKZW-F	2 WBNQ-F>>	2 WWCT-F	2 WIHN-F	2 WIHN-F>	2 WIHN-F	2 WBNQ-F>	2 WBNQ-F	2 WWCT-F	2 WWCT-F	2 WWCT-F
3	3 WJBC	3 WJBC	3 WBNQ-F>	3 WBNQ-F>	3	3 WWCT-F	3 WIHN-F	WBNQ-F>	3 WJBC >	WBNQ-F
4	4 WRXZ-F	4 WIHN-F>	4 WWCT-F	4 WWCT-F	4	4 WIHN-F>>	4 WWCT-F>	4 WIHN-F>	4 WRXZ-F>	4
5	WIHN-F	5 WRXZ-F	WRXZ-F	WRXZ-F	5	5	5 WRXZ-F>>	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 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>>	1 WJBC >	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WJBC
2 WWCT-F>>	2 WWCT-F>	2 WWCT-F	2 WJBC	2 WIHN-F	2 WBNQ-F>>	2 WBNQ-F>	2 WJBC	2 WJBC	2 WIHN-F>
3 WRXZ-F	3 WRXZ-F>	WRXZ-F	3 WIHN-F	3 WBNQ-F>	3 WJBC	3 WJBC	WIHN-F	3 WIHN-F	3 WWCT-F
WJBC	4 WJBC	WIHN-F>	4 WWCT-F	4 WRXZ-F>	4	4	WBNQ-F>	WBNQ-F	4 WBNQ-F>
5	WIHN-F	5 WKZW-F	WRXZ-F	5 WWCT-F	5	5	5 WRXZ-F	5	5 WRXZ-F
6	6	WGLO-F	6	6	6	6	6	6	6
7	7	WJBC	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		31 (2)	31 (2)	22.6	27.3				
AOR/CLASSIC		22 (1)	22 (1)	16.1	14.7	WGLO-F 95.5	1.2/6.3/	4/	108
AC/OLDIES		18 (2)	18 (2)	13.1	14.7	WGN 720	1.2/8.6/	9/	189
FULL SVC/VARIETY	47 (1)		47 (1)	34.3	33.6	WLS 890	1.2/4.6/	5/	102
COUNTRY		14 (3)	14 (3)	10.2	7.0	WSWT-F 106.9	0.6/7.3/	6/	137
BLACK/URBAN						WXCL-F 104.9	0.6/1.4/	6/	86
SAC/EZ		1 (1)	1 (1)	0.7		WZRO-F 98.3	1.2/3.7/	4/	70
NEWS/TALK	4 (2)		4 (2)	2.9	2.8				
NOSTALGIA									
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	41 (3)	86 (9)	137 (12)						

RADIO STATIONS

WJBC , 1230, 1 KW			Full Service	ABC, \$44.00	(Mc-Guild)	Bloomington
WBNQ-F, 101.5, 50 KW @ 459			CHR	\$34.00	(Mc-Guild)	Bloomington
WIHN-F, 96.7, 6 KW @ 298			AC/Oldies	UNIULT, \$17.00	(---)	(NORMAL)
WRXZ-F, 104.1, 32 KW @ 299			Country	CNN, \$15.00	(---)	Keister (LEROY)

Other rated stations -- see Peoria

BOISE

Arbitron Rank/Pop (12+): 142/241,000

Stations: 16/15
Diaries: 756/315:1/57.5%
Sample Target: 690
% Below Line: 0.5
% Not Listed: 14.1

1991 Revenue: \$8,700,000
HH Inc.: \$29,101
Retail \$: 2.0 Bil
Pop per Station: 16,067
#1 Biller: KCIX-F \$2,300,000

MSA Rank/Pop: 202/209,400
ADI # 142
Average Person Ratings: 16.2
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KQFC-F (C)	67/17.2	14.6	9.7	12.0	9.4	----	85/877	616/25.6	21.5	17.9	C	KQFC-F
2. KCIX-F (AC)	41/10.5	8.8	13.4	14.0	12.2	----	49/633	504/20.9	20.0	22.9	D	KCIX-F
3. KJOT-F (AOR)	32/ 8.2	8.2	8.9	9.4	6.9	----	44/537	405/16.8	16.7	16.1	B	KJOT-F
4. KFXD-F (CHR)	29/ 7.4	9.3	10.0	9.9	9.9	----	37/618	445/18.5	21.9	20.4	B	KFXD-F
5. KIDO (N/T)	24/ 6.2	6.3	5.3	7.6	5.1	----	30/461	354/14.7	15.0	14.8	A	KIDO
KBOI (FS)	24/ 6.2	8.5	6.6	6.1	6.9	----	42/615	373/15.5	22.9	17.1	C	KBOI
7. KIZN-F (C)	23/ 5.9	6.6	5.0	5.0	4.3	----	37/568	387/16.1	14.8	12.7	A	KIZN-F
8. KGEM (BB)	20/ 5.1	4.1	3.2	3.5	3.3	----	22/192	167/ 6.9	7.1	6.2	A	KGEM
9. KLTB-F (O)	18/ 4.6	5.5	7.6	2.9	6.3	----	33/485	328/13.6	16.0	17.2	B	KLTB-F
10. KZMG-F (CHR)	17/ 4.4	3.3	2.4	2.3	3.8	----	25/458	316/13.1	13.1	10.0	A	KZMG-F
11. KHEZ-F (SAC)	15/ 3.8	5.8	5.3	4.1	6.6	----	32/376	210/ 8.7	11.3	12.2	A	KHEZ-F
12. KLCI-F (AOR)	13/ 3.3	3.3	3.7	3.8	5.6	----	14/259	229/ 9.5	10.0	11.8	A	KLCI-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 78.51% (263 of 335) (SPG 91: 80.56%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		46 (2)	46 (2)	13.7	11.9	KANR 1340 Nampa/Boise	0.5/3.5/	2/	85
AOR/CLASSIC		45 (2)	45 (2)	13.4	15.0	KBGN 1060 Caldwell/Boise	0.5/1.9/	5/	74
AC/OLDIES		59 (2)	59 (2)	17.6	27.9	KBXL-F 94.1 Caldwell/Boise	1.5/4.8/	6/	179
FULL SVC/VARIETY	24 (1)		24 (1)	7.2	7.8				
COUNTRY		90 (2)	90 (2)	26.9	17.6	KJHY-F 101.7 Emmet/Boise	0.5/2.5/	2/	63
BLACK/URBAN									
SAC/EZ		21 (2)	21 (2)	6.3	8.2				
NEWS/TALK	26 (2)		26 (2)	7.8	6.3				
NOSTALGIA	20 (1)		20 (1)	6.0	3.8				
RELIGION/GOSPEL	2 (1)		2 (1)	0.6	1.6				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		2 (1)	2 (1)	0.6					
	72 (5)	263 (11)	335 (16)						

RADIO STATIONS

KBOI , 670, 50 KW (DA-N) , Full Service	MBS ABC, \$24.00 (Katz)	Pacific NW
KGEM , 1140, 10 KW (DA-2) , Nostalgia	UNIULT UNISUP, \$14.00 (MMR)	
KIDO , 630, 5 KW (DA-2) , News/Talk	NBC, \$18.00 (Christal)	Sundance
	, \$11.00 (---)	(CALDWELL)
KBXL-F, 94.1, 40 KW @ 2568 , Soft AC/EZ	AP, \$44.00 (Mc-Guild)	Metrocom
KCIX-F, 105.9, 49 KW @ 2699 , AC	, \$24.00 (Roslin)	(NAMPA)
KFXD-F, 94.9, 49 KW @ 2692 , CHR	NBC, \$13.00 (Eastman)	Citadel (CALDWELL)
KHEZ-F, 103.3, 54 KW @ 2588 , Soft AC/EZ	, \$16.00 (Banner)	
KIZN-F, 92.3, 44 KW @ 2499 , Country		
KJOT-F, 105.1, 53 KW @ 2588 , AOR	ABC, \$23.00 (MMR)	
KLCI-F, 96.9, 44 KW @ 2519 , AOR	UNIULT UNISUP, \$15.00 (K & P)	(NAMPA)
KLTB-F, 104.3, 52 KW @ 2578 , Oldies	, \$20.00 (Christal)	Sundance
KQFC-F, 97.9, 47 KW @ 2499 , Country	ABC, \$30.00 (Katz)	Pacific NW
KZMG-F, 93.1, 50 KW @ 2631 , CHR	, \$14.00 (Durpett1)	(NEW PLYMOUTH)

BOSTON

Arbitron Rank/Pop (12+): 9/3,223,800
 MSA Rank/Pop: 10/3,740,000
 ADI # 6
 Average Person Ratings: 18.1
 Market TSL: 23.75 hours

Stations: 35/31
 Diaries: 2364/1364:1/45.9%
 Sample Target: 2410
 % Below Line: 2.5
 % Not Listed: 13.9

1991 Revenue: \$113,000,000
 HH Inc.: \$35,763
 Retail \$: 32.6 Bill
 Pop per Station: 103,994
 #1 Biller: WRKO \$15,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/RATING	FAL 91	SPG 91	Revenue Level	
1. WXKS-F (CHR)	402/ 6.9	5.8	5.5	5.0	5.8	5.8	487/8574	6568/20.4	19.0	19.4	I	WXKS-F
2. WBZ (N/T)	369/ 6.3	5.9	7.5	5.5	5.4	6.3	485/7590	5455/16.9	21.9	14.8	H	WBZ
3. WRKO (T)	323/ 5.5	7.4	6.4	8.3	7.3	6.9	412/6502	5070/15.7	16.1	17.8	J	WRKO
4. WMJX-AF (AC)	315/ 5.4	5.2	5.4	3.5	3.8	4.9	344/5804	4954/15.4	16.0	13.7	G	WMJX-AF
5. WBCN-F (AOR)	311/ 5.3	5.4	5.3	5.6	5.9	5.4	415/6453	4655/14.4	15.9	15.8	I	WBCN-F
6. WODS-F (O)	295/ 5.1	4.6	4.2	4.7	4.2	4.6	426/6623	4451/13.8	12.5	14.5	H	WODS-F
7. WSSH-F (SAC)	289/ 5.0	4.3	4.5	4.8	5.1	4.7	382/5767	4208/13.1	11.9	13.7	H	WSSH-F
8. WZOU-F (CHR)	282/ 4.8	5.9	5.3	7.1	6.8	5.8	402/8483	5751/17.8	19.4	20.2	H	WZOU-F
9. WZLX-F (CL AOR)	266/ 4.6	3.6	3.6	4.2	3.9	4.0	345/5470	4222/13.1	13.0	12.5	G	WZLX-F
10. WHDH (T)	254/ 4.4	4.9	3.9	3.9	4.6	4.3	296/4445	3570/11.1	12.1	13.2	F	WHDH
11. WBMX-F (AC)	205/ 3.5	4.4	4.5	4.0	3.4	4.1	270/5210	3885/12.1	13.9	11.8	F	WBMX-F
12. WVBF-F (AC)	157/ 2.7	4.3	3.0	4.1	3.9	3.5	207/3442	2740/ 8.5	9.2	9.7	G	WVBF-F
13. WCRB-F (CL)	144/ 2.5	2.5	2.5	2.7	1.9	2.5	191/3163	2187/ 6.8	7.2	6.1	D	WCRB-F
14. WFNX-F (AOR)	143/ 2.5	1.8	1.9	1.3	1.9	1.9	154/2432	2104/ 6.5	5.8	5.9	C	WFNX-F
15. WPLM-AF (BB)	125/ 2.1	2.7	3.4	2.0	2.2	2.5	241/3176	1703/ 5.3	6.3	5.5	C	WPLM-AF
17. WBOS-F (AOR)	125/ 2.1	1.9	2.4	2.2	1.8	2.2	158/2788	2096/ 6.5	7.3	6.5	D	WBOS-F
17. WCGY-F (AOR)	119/ 2.0	1.6	1.7	1.7	1.4	1.8	152/2677	1908/ 5.9	6.4	5.5	C	WCGY-F
17. WCDJ-F (J/NAC)	119/ 2.0	1.5	2.3	1.6	2.0	1.9	76/2866	20051/ 6.2	6.8	5.7	D	WCDJ-F
19. WEEI (SPRTS)	106/ 1.8	2.4	2.8	2.7	4.1	2.4	145/3363	2618/ 8.1	10.0	16.1	G	WEEI
20. WILD (B)	101/ 1.7	1.9	1.5	1.2	1.5	1.6	102/876	864/ 2.7	2.4	2.9	C	WILD
21. WAAF-F (AOR)	96/ 1.6	2.1	1.9	2.7	2.2	2.1	254/4643	2292/ 7.1	6.8	7.6		WAAF-F
22. WXKS (BB)	95/ 1.6	2.6	1.8	2.5	2.8	2.1	95/1319	1285/ 4.0	5.1	5.5	C	WXKS
23.												
24.												
25.												

12+ FM SHARE (METRO): 71.05% (3566 of 5019) (SPG 91: 66.98%)

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 WXKS-F	1 WBCN-F<	1 WODS-F	1 WBZ	1 WBZ >	1 WXKS-F<	1 WXKS-F>	1 WBZ	1 WBZ >>
2 WXKS-F>>	2 WZLX-F	2 WBCN-F	2 WXKS-F	2 WBCN-F<	2 WRKO	2 WXKS-F	2 WMJX-AF<	2 WRKO	2 WXKS-F<	2 WHDH >>>
3 WAAF-F	3 WBCN-F	3 WZLX-F<	3 WMJX-AF	3 WMJX-AF	3 WODS-F	3 WHDH	3 WSSH-F<	3 WBCN-F<	3 WMJX-AF	3 WMJX-F>>
4	4 WZOU-F<	4 WMJX-AF	4 WBCN-F	4 WHDH	4 WRKO	4 WHDH	4 WBCN-F<	4 WZOU-F	4 WZOU-F	4 WRKO
5	5 WMJX-AF	5 WODS-F	5 WZLX-F	5 WZLX-F	5 WSSH-F	5 WSSH-F	5 WBCN-F<	5 WODS-F	5 WRKO <	5 WXKS-F>>
6	6 WFNX-F	6 WZOU-F	6 WBCN-F	6 WSSH-F	6 WMJX-AF	6 WSSH-F	6 WZLX-F	6 WZLX-F<	6 WHDH	6 WZLX-F>>
7	7 WCGY-F	7 WBMX-F	7 WSSH-F	7 WBMX-F	7	7 WMJX-AF	7 WRKO	7 WSSH-F	7 WZLX-F	7 WZOU-F
8	8 WBMX-F<	8 WSSH-F<	8	8	8	8	8 WBMX-F	8 WMJX-AF	8	8 WSSH-F
9	9 WBOS-F	9	9	9	9	9	9 WVBF-F	9	9	9 WVBF-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 WXKS-F>	1 WXKS-F>	1 WXKS-F>	1 WXKS-F	1 WMJX-AF	1 WZLX-F<	1 WBCN-F	1 WBCN-F	1 WBCN-F	1 WBCN-F
2 WZOU-F	2 WMJX-AF	2 WMJX-AF	2 WMJX-AF	2 WODS-F	2 WZOU-F	2 WZLX-F	2 WZLX-F	2 WZLX-F>	2 WZLX-F
3 WMJX-AF>	3 WZOU-F	3 WBMX-F<	3 WBMX-F	3 WXKS-F	3 WZOU-F	3 WXKS-F>	3 WXKS-F>	3 WXKS-F>	3 WODS-F
4 WFNX-F	4 WZOU-F<	4 WBMX-F	4 WODS-F	4 WSSH-F<	4 WXKS-F>	4 WZOU-F	4 WFNX-F	4 WODS-F<	4 WXKS-F
5 WCGY-F	5 WZLX-F	5 WBOS-F	5 WZOU-F<	5 WBMX-F>	5 WCGY-F<	5 WFNX-F	5 WMJX-AF	5 WZOU-F<	5 WMJX-AF
6	6 WFNX-F	6 WFNX-F	6 WSSH-F	6 WBCN-F	6 WAAF-F	6 WMJX-AF	6 WBOS-F	6 WMJX-AF	6 WEEI
7	7 WBOS-F	7 WBCN-F	7 WBCN-F	7	7	7 WCGY-F	7	7 WFNX-F	7 WBZ
8	8 WBCN-F				8	8	8	8	8 WRKO

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		684 (2)	684 (2)	13.6	14.3	WBOQ-F 104.9 Gloucester	0.3/1.1/ 23/ 426
AOR/CLASSIC		1094 (7)	1094 (7)	21.8	17.7	WCAP 980 Lowell	0.7/1.4/ 42/ 510
AC/OLDIES	68 (2)	988 (5)	1056 (7)	21.0	26.8	WCCM 800 Lawrence	0.4/1.2/ 24/ 425
FULL SVC/VARIETY					1.1	WESX 1230 Salem	0.4/1.2/ 25/ 389
COUNTRY		94 (2)	94 (2)	1.9	1.7	WLYT-F 92.5 Haverhill/Bstn	0.4/1.9/ 50/1122
BLACK/URBAN	101 (1)		101 (1)	2.0	1.7	WROL 950 Boston	0.7/2.7/ 50/1033
SAC/EZ		289 (1)	289 (1)	5.8		WSSH 1510 Boston	1.1/1.5/ 64/ 508
NEWS/TALK	115 (6)		115 (6)	22.2	24.7		
NOSTALGIA	102 (2)	118 (1)	220 (3)	4.4	5.7	WBRU-F 95.5 Providence	0.3/1.7/111/1976
RELIGION/GOSPEL	42 (1)		42 (1)	0.8	1.3	WCTK-F 98.1 New Bedford	0.3/1.1/105/1570
SPANISH						WHJY-F 94.1 Providence	0.6/2.9/211/3557
CLASSICAL		161 (2)	161 (2)	3.2	2.5	WOKQ-F 97.5 Dover/Portsmouth	1.3/2.9/228/2729
JAZZ/NEW AGE		119 (1)	119 (1)	2.4	2.3		
UNKNOWN/OTHERS	25 (1)	19 (1)	44 (2)	0.9	0.3		
	1453 (13)	3566 (22)	5019 (35)				

BOSTON

RADIO STATIONS

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, TALK	ABC, \$ 195.00 (Group W)	Westinghouse
WEEI, 590, 5 KW (DA-1)	, SPORTS	ABC, APR, \$ 100.00 (CBS)	Boston Celtics
WHDH, 850, 50 KW (DA-2)	, TALK	NBC, NBC T, \$ 100.00 (Banner)	
WILD, 1090, 5 KW (DAYS)	, BLACK	ABC, SBN, \$ 42.00 (Roslin)	
WMEX, 1150, 5 KW (DA-2)	, SEE WMJX-FM		
WRKO, 680, 50 KW (DA-2)	, TALK/NEWS	MBS UNIULT, \$ 215.00 (Katz)	Atlantic
WROL, 950, 5 KW (DAYS)	, RELIGION	, \$ 24.00 (---)	Carter
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNIULT, \$ N/A (MMR)	Pyramid

FM STATIONS

WBCN, 104.1, 19 KW @ 741, AOR		, \$ 300.00 (Torbet)	Infinity
WBMX, 98.5, 9 KW @ 1145, AC		UNIPWR, \$ 115.00 (Katz)	Atlantic
WBOS, 92.9, 9 KW @ 1149, PROG AOR		, \$ 75.00 (Katz)	Granum
WCDJ, 96.9, 13 KW @ 1151, JAZZ/NAC		, \$ 80.00 (Durpetti)	Emmis
WCGY, 93.7, 50 KW @ 430, AOR		ABC, \$ 60.00 (K & P)	Curt Gowdy
WCRB, 102.5, 15 KW @ 918, CLASSICAL		, \$ 81.00 (CMBS)	
WFNX, 101.7, 1.6 KW @ 440, AOR		, \$ 55.00 (Schubert)	
WHRB, 95.3, 3 KW @ 110, VARIOUS		, \$ 30.00 (---)	
WMJX, 106.7, 24 KW @ 718, AC		, \$ 150.00 (McGuild)	Greater Media
WODS, 103.3, 16 KW @ 270, OLDIES		CBS, \$ 170.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430, NOSTALGIA		UNIULT, \$ 59.00 (HNWH)	(PLYMOUTH)
WSSH, 99.5, 32 KW @ 600, SOFT AC		UNISUP, \$ 185.00 (HNWH)	Noble
WVBF, 105.7, 14 KW @ 954, AC		, \$ 95.00 (Banner)	Fairbanks
WXKS, 107.9, 24 KW @ 722, CHR		, \$ 245.00 (MMR)	Pyramid
WZLX, 100.7, 20 KW @ 718, CLASSIC AOR		, \$ 130.00 (HNWH)	Cook Inlet
WZOU, 94.5, 12 KW @ 1053, CHR		, \$ 145.00 (HNWH)	Ardman

WAAF -- SEE WORCESTER

Miscellaneous: WRCA (Waltham) sold for \$1,300,000 . . . WZLX-F from Cook Inlet to Infinity for \$19,000,000 (E) . . .

BRIDGEPORT

Arbitron Rank/Pop (12+): 95/371,900 Stations: 34/4 1991 Revenue: \$19,100,000
 MSA Rank/Pop: 107/443,500 Co. Diaries: 932/399:1/50.1% HH Inc.: \$43,202
 New York ADI Sample Target: 860 Retail \$: 4.1 Bil
 Average Person Ratings: 17.9 % Below Line: 60.0 Pop per Station: 92,975
 Market TSL: 23.25 hours % Not Listed: 14.0 #1 Biller: WEZN-F \$4,500,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WICC (FS)	90/13.5	12.2	12.9	13.4	15.1	----	90/1127	1127/30.3	31.0	29.4	C
2. WEZN-F (SAC)	72/10.8	13.3	15.6	15.4	13.5	----	72/967	967/26.0	29.9	31.9	F
3. WPLR-F (AOR)	58/ 8.7	6.9	6.0	6.1	6.0	----	58/670	670/18.0	17.6	16.1	
WEBE-F (AC)	58/ 8.7	9.6	8.8	8.0	8.5	----	58/794	794/21.3	22.9	19.0	F
5. WKCI-F (CHR)	34/ 5.1	9.2	10.0	9.6	9.8	----	34/827	827/22.2	26.9	24.0	
6. WFAN (SPRTS)	32/ 4.8	4.2	4.0	3.7	4.0	----	32/579	579/15.6	13.8	13.8	
7. WCBS (N)	24/ 3.6	3.7	3.2	2.7	2.4	----	24/533	533/14.3	15.4	12.4	
8. WEFX-F (CL ACR)	23/ 3.5	2.6	2.9	3.4	2.0	----	23/381	381/10.2	8.7	9.3	C
9. WOR (T)	18/ 2.7	1.9	1.6	1.5	1.9	----	18/236	236/ 6.3	5.2	4.7	
10. WWYZ-F (C)	17/ 2.6	1.5	1.8	0.7	2.2	----	17/204	204/ 5.5	4.5	4.6	
11. WGSM (BB)	16/ 2.4	1.0	0.7	1.3	1.6	----	16/127	127/ 3.4	1.6	1.9	
12. WQHT-F (CHR)	14/ 2.1	2.5	2.1	2.8	1.6	----	14/248	248/ 6.7	9.4	7.8	
WABC (T)	14/ 2.1	0.8	2.1	1.6	1.0	----	14/211	211/ 5.7	3.3	5.1	
14.											
15.											

12+ FM SHARE (METRO): 62.76% (359 of 572) (SPG 91: 68.72%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		61 (7)	61 (7)	10.7	19.8	WCUM 1450 Bridgeport	1.1/1.5/ 7/ 57		
AOR/CLASSIC		107 (5)	107 (5)	18.7	10.3	WFIF 1500 Milford	0.6/1.9/ 4/ 71		
AC/OLDIES		64 (2)	64 (2)	11.2	30.9				
FULL SVC/VARIETY	90 (1)		90 (1)	15.7	15.4	WAVZ 1300 New Haven	0.5/2.1/ 3/ 77		
COUNTRY		26 (2)	26 (2)	4.5	3.2	WBLI-F 106.1 Patchogue	0.6/3.2/ 4/ 119		
BLACK/URBAN		14 (2)	14 (2)	2.4	2.9	WBLS-F 107.5 New York	0.6/2.1/ 4/ 77		
SAC/EZ		79 (2)	79 (2)	13.8	0.5	WDRC-F 102.9 Hartford	0.9/5.6/ 6/ 210		
NEWS/TALK	91 (5)		91 (5)	15.9	12.6	WDRE-F 92.7 Garden City/NY	0.5/1.4/ 3/ 53		
NOSTALGIA	21 (3)		21 (3)	3.7	1.7	WHTZ-F 100.3 Newark/New York	0.3/2.0/ 2/ 74		
RELIGION/GOSPEL	4 (1)		4 (1)	0.7	0.7	WINS 1010 New York	0.5/2.9/ 3/ 109		
SPANISH	7 (1)		7 (1)	1.2	0.5	WKSS-F 95.7 Hartford-Meriden	0.5/2.9/ 3/ 107		
CLASSICAL		6 (2)	6 (2)	1.0	0.3	WLTW-F 106.7 New York+	0.3/0.9/ 2/ 35		
JAZZ/NEW AGE					0.7	WNCN-F 104.3 New York	0.3/1.2/ 2/ 44		
UNKNOWN/OTHERS		2 (1)	2 (1)	0.3	0.3	WNEW 1130 New York	0.3/1.7/ 2/ 64		
	213 (11)	359 (23)	572 (34)			WPAT-F 93.1 Paterson	1.1/2.0/ 7/ 74		
						WPLJ-F 95.5 New York	0.3/3.7/ 2/ 136		
						WQQQ-F 96.7 Stamford	0.3/2.3/ 2/ 84		
						WQXR-F 96.3 New York	0.6/1.9/ 4/ 71		
						WRKI-F 95.1 Brookfield	2.0/9.1/ 13/ 337		
						WRKS-F 98.7 New York	1.5/6.0/ 10/ 224		
						WXRK-F 92.3 New York	1.5/5.1/ 10/ 191		
						WYNY-F 103.5 Lk Success/NY	1.4/5.2/ 9/ 192		

RADIO STATIONS

WCUM , 1450, 1 KW , Hispanic , \$ 15.00 (---)
 WICC , 600, 1 KW/500 W (DA-2), Full Service , \$ 49.00 (Banner) ML/WIN

WEZN-F, 99.9, 28 KW @ 669 , Soft AC , \$105.00 (Katz) NewCity
 WEBE-F, 107.9, 50 KW @ 384 , AC , \$ 98.00 (Banner) ML/WIN (WESTPORT)
 WEFX-F, 95.9, 3 KW @ 298 , Classic AOR , \$ 45.00 (Christal) CRB (NORWALK)
 WRKI-F, 95.1, 50 KW @ 469 , AOR , \$ 50.00 (Eastman) (BROOKFIELD)

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

Miscellaneous: WSTC, WQQQ-F (Stamford) sold by Chase to Subotnick for \$4,150,000 (Boyle) . . . WINE, WRKI-F (Danbury) sold by Home News to Gary Starr for \$3,350,000 (MVP) . . .

BUFFALO-NIAGARA FALLS

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

Stations: 24/21
Diaries: 1582/626:1/59.7%
Sample Target: 1420
% Below Line: 3.2
% Not Listed: 10.3

1991 Revenue: \$28,700,000
HH Inc.: \$27,650
Retail \$: 8.4 Bill
Pop per Station: 47,181
#1 Biller: WHTT-F \$3,500,000

MSA Rank/Pop: 55/1,190,000 (Buffalo)
ADI # 38
Average Person Ratings: 18.0
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WYRK-F (C)	202/11.3	9.6	10.8	11.1	11.6	10.7	239/2523	2124/21.4	17.6	19.1	D	WYRK-F
2. WHTT-F (O)	147/ 8.2	6.1	6.1	6.4	6.6	6.7	159/2280	2088/21.1	17.7	18.2	E	WHTT-F
3. WKSE-F (CHR)	138/ 7.7	9.8	8.4	7.9	8.2	8.4	153/2542	2168/21.9	24.6	22.8	D	WKSE-F
4. WBEN (FS)	127/ 7.1	8.4	8.0	9.0	7.2	8.1	135/2004	1845/18.6	19.2	20.3	E	WBEN
5. WUFX-F (CL AOR)	124/ 6.9	5.9	4.8	5.0	5.6	5.7	137/2056	1841/18.6	14.7	16.0	C	WUFX-F
6. WJYE-F (SAC)	123/ 6.9	6.6	7.1	6.8	7.1	6.8	126/1703	1663/16.8	18.0	18.5	D	WJYE-F
7. WGRF-F (AOR)	116/ 6.5	6.4	6.2	7.9	7.3	6.8	150/2337	1834/18.5	17.5	18.5	E	WGRF-F
8. WMJQ-F (AC)	102/ 5.7	4.8	6.7	5.1	4.7	5.6	172/2980	1917/19.3	19.9	17.2	D	WMJQ-F
9. WGR (N/T)	98/ 5.5	5.9	6.1	3.9	4.8	5.3	107/2114	1922/19.4	23.3	15.5	C	WGR
10. WBLK-F (B)	92/ 5.1	6.9	6.7	6.1	6.2	6.2	104/1054	947/ 9.6	11.8	11.7	B	WBLK-F
11. WBUF-F (AC)	78/ 4.4	5.2	4.4	5.1	6.5	4.8	87/1542	1414/14.3	14.0	15.5	D	WBUF-F
12. WECK (BB)	64/ 3.6	3.8	2.9	2.7	3.6	3.3	67/812	790/ 8.0	5.5	8.2	A	WECK
13. WEZQ-F (SAC)	31/ 1.7	1.9	2.2	1.7	1.5	1.9	58/702	452/ 4.6	5.3	4.4	A	WEZQ-F
14. CKEY-F (AOR)	30/ 1.7	1.2	2.3	1.4	0.6	1.6	30/356	356/ 3.6	4.2	1.5		CKEY-F
15.												

12+ FM SHARE (METRO): 76.79% (1231 of 1603) (SPG 91: 76.48%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		138 (1)	138 (1)	8.6	14.5	WDCX-F 99.5 Buffalo	1.1/3.6/ 24/ 457		
AOR/CLASSIC		298 (5)	298 (5)	18.6	17.9	WHLA 1270 Niagara Falls	0.5/2.6/ 9/ 256		
AC/OLDIES	17 (2)	327 (3)	344 (5)	21.5	23.1	WHTT 1120 Buffalo	0.4/2.1/ 7/ 212		
FULL SVC/VARIETY	138 (2)		138 (2)	8.6	1.5	WJLL 1440 Niagara Falls	0.6/1.4/ 11/ 135		
COUNTRY	14 (1)	202 (1)	216 (2)	13.5	13.5	WLVL 1340 Lockport	0.6/1.7/ 10/ 176		
BLACK/URBAN	16 (1)	92 (1)	108 (2)	6.7	7.6	WUFO 1080 Amherst	0.9/1.4/ 16/ 140		
SAC/EZ		154 (2)	154 (2)	9.6	1.6	WWKB 1520 Buffalo	0.9/4.3/ 20/ 517		
NEWS/TALK	114 (2)		114 (2)	7.1	14.8	WXRL 1300 Lancaster/Buffl	0.8/2.8/ 16/ 301		
NOSTALGIA	73 (2)		73 (2)	4.6	4.0				
RELIGION/GOSPEL		20 (1)	20 (1)	1.2	0.8	CFNY-F 102.1 Brampton ON	0.8/4.0/ 17/ 426		
SPANISH						CHTZ-F 97.7 St. Catherines	0.7/4.0/ 14/ 410		
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					0.7				
	372 (10)	1231 (14)	1603 (24)						

BUFFALO-NIAGARA FALLS

RADIO STATIONS

AM STATIONS

WBEN,	930,	5 KW (DA-N)	, Full Service	CBS CNN, \$ 70.00	(Eastman)	Algonquin
WECK,	1230,	1 KW	, Nostalgia	NBC UNISUP, \$ 29.00	(Durpetti)	EBE
WGR,	550,	5 KW (DA-N)	, News/Talk	ABC, \$ 49.00	(Katz)	
WUFO,	1080,	1 KW (DAYS)	, Black	SBN, \$ 16.00	(---)	Sheridan
WWKB,	1520,	50 KW (DA-1)	, Business News	UNIULT, 8RN, \$ 34.00	(Banner)	Price

FM STATIONS

WBLK-F,	93.7,	50 KW @ 400,	Black	CBS, \$ 40.00	(Durpetti)	
WBUF-F,	92.9,	91 KW @ 581,	AC	, \$ 66.00	(McGuild)	Lincoln
WDCX-F,	99.5,	110 KW @ 195,	Religion	, \$ 22.00	(---)	Crawford
WEZQ-F,	107.7,	12 KW @ 800,	EZ	UNIPWR, \$ 30.00	(---)	(WETHERSFIELD)
WGRF-F,	96.9,	13 KW @ 888,	AOR	, \$ 80.00	(Katz)	
WHTT-F,	104.1,	50 KW @ 390,	Oldies	, \$ 85.00	(MMR)	Pyramid
WJYE-F,	96.1,	50 KW @ 479,	Soft AC	UNISUP, \$ 70.00	(Durpetti)	EBE
WKSE-F,	98.5,	46 KW @ 420,	CHR	ABC, \$ 60.00	(Banner)	Price
WMJQ-F,	102.5,	105 KW @ 1338,	AC/CHR	SOURCE, \$ 51.00	(Eastman)	Algonquin
WUFX-F,	103.3,	49 KW @ 341,	Classic AOR	CBS, \$ 50.00	(Torbet)	Metroplex
WYRK-F,	106.5,	50 KW @ 390,	Country	, \$ 70.00	(McGuild)	Stoner

CANTON

Arbitron Rank/Pop (12+): 113/327,000
 MSA Rank/Pop: 125/394,100
 Cleveland ADI
 Average Person Ratings: 18.3
 Market TSL: 23.50 hours

Stations: 30/6
 Diaries: 826/396:1/53.1%
 Sample Target: 810
 % Below Line: 49.6
 % Not Listed: 14.9

1991 Revenue: \$7,900,000
 HH Inc.: \$28,864
 Retail \$: 2.6 Bill
 Pop per Station: 54,500
 #1 Biller: WHBC \$2,000,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WQXK-F (C)	73/12.2	12.0	10.2	9.2	11.1	----	107/972	648/19.8	20.6	18.6		WQXK-F
2. WHBC (FS)	67/11.2	15.8	13.0	14.8	9.0	----	72/867	803/24.6	28.8	26.0	D	WHBC
3. WHBC-F (SAC)	57/ 9.5	8.6	7.7	11.9	15.3	----	60/846	731/22.4	23.5	20.3	C	WHBC-F
4. WRQK-F (AOR)	49/ 8.2	5.9	8.8	7.4	8.5	----	59/786	571/17.5	16.3	17.2	C	WRQK-F
5. WONE-F (AOR)	48/ 8.0	3.0	3.7	4.7	3.7	----	63/718	514/15.7	11.7	9.8		WONE-F
6. WZKL-F (O)	31/ 5.2	3.8	3.3	5.0	8.0	----	47/703	507/15.5	13.9	14.5	C	WZKL-F
7. WKDD-F (CHR)	23/ 3.8	3.4	3.3	4.1	6.8	----	35/701	543/16.6	12.4	13.5		WKDD-F
8. WMJI-F (O)	19/ 3.2	3.6	3.3	1.8	2.2	----	24/223	178/ 5.4	11.8	8.6		WMJI-F
9. WDOK-F (SAC)	15/ 2.5	2.3	2.7	2.7	2.3	----	20/283	222/ 6.8	8.1	8.4		WDOK-F
10. WQMX-F (AC)	14/ 2.3	1.6	2.7	2.5	2.7	----	19/305	199/ 6.1	5.9	7.8		WQMX-F

12+ FM SHARE (METRO): 79.22% (404 of 510) (SPG 91: 77.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQK-F>>	1 WONE-F>	1 WONE-F	1 WQXK-F	1 WQXK-F	1 WHBC >	1 WHBC >	1 WHBC-F	1 WQXK-F	1 WQXK-F	1 WHBC >>
2 WKDD-F>	2 WQXK-F<	2 WQXK-F	WONE-F	2 WHBC-F	2 WHBC-F	2 WQXK-F	2 WQXK-F>	2 WONE-F	2 WRQK-F	2 WQXK-F>
3 WQXK-F	3 WRQK-F	3 WRQK-F	WHBC-F	3 WONE-F	3 WQXK-F	3 WHBC-F	3 WONE-F<	3 WHBC-F	3 WHBC	3 WONE-F
4	4	4 WHBC-F	4 WRQK-F	4 WRQK-F	4	4 WONE-F<	4 WHBC	4 WRQK-F	4 WONE-F>	4
5	5	5 WZKL-F	5 WZKL-F	5 WZKL-F	5	5 WRQK-F	5 WRQK-F	5 WHBC	5 WKDD-F>	5
6	6	6	6	6	6	6	6	6 WZKL-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 WKDD-F	1 WQXK-F	1 WQXK-F>	1 WQXK-F	1 WQXK-F	1 WONE-F>>	1 WONE-F>>	1 WONE-F>>	1 WONE-F>	1 WONE-F>
WRQK-F	2 WRQK-F	2 WRQK-F	2 WHBC-F>	2 WHBC-F>>	2 WQXK-F	2 WRQK-F	2 WRQK-F>	2 WRQK-F	2 WRQK-F
3 WONE-F	3 WONE-F>	3 WONE-F	3 WRQK-F	3 WZKL-F	WRQK-F	3 WQXK-F>	3 WQXK-F	3 WQXK-F	3 WQXK-F
4 WQXK-F	4 WKDD-F>	4 WHBC-F	4 WONE-F	WHBC	4	4 WNCX-F	WMJI-F	4 WZKL-F	4 WMJI-F
5	5 WHBC-F	5	5 WZKL-F	5 WRQK-F	5	WMJI-F	5	5 WMJI-F	5 WZKL-F
6	6	6	6	6	6	WZKL-F	6	6	6 WHBC-F

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		36 (4)	36 (4)	7.1	14.7	WDPN 1310 Alliance	1.2/3.8/ 8/ 128
AOR/CLASSIC		117 (4)	117 (4)	22.9	19.2	WNPQ-F 95.9 New Philly/Cntn	0.3/2.9/ 3/ 182
AC/OLDIES		66 (4)	66 (4)	12.9	11.6		
FULL SVC/VARIETY	72 (2)		72 (2)	14.1	15.1	WAKR 1590 Akron	1.0/2.7/ 7/ 151
COUNTRY	2 (1)	85 (4)	87 (5)	17.1	16.5	WENZ-F 107.9 Cleveland	1.5/8.5/ 9/ 292
BLACK/URBAN		9 (1)	9 (1)	1.8	2.7	WGAR-F 99.5 Cleveland	1.2/4.9/ 25/ 276
SAC/EZ	7 (1)	77 (3)	84 (4)	16.5	8.9	WHLO 640 Akron/Cleveland	0.7/3.0/ 4/ 116
NEWS/TALK	13 (2)	9 (1)	22 (3)	4.3	4.7	WHOT-F 101.1 Youngstown	0.3/3.9/ 16/ 311
NOSTALGIA	8 (1)		8 (1)	1.6	4.1	WKBN-F 98.9 Youngstown	0.8/2.7/ 11/ 186
RELIGION/GOSPEL	4 (1)		4 (1)	0.8	1.9	WKNR 1220 Cleveland	1.2/2.7/ 8/ 106
SPANISH						WMMS-F 100.7 Cleveland	1.7/6.2/ 10/ 219
CLASSICAL						WNCX-F 98.5 Cleveland	1.7/5.5/ 11/ 239
JAZZ/NEW AGE		5 (1)	5 (1)	1.0	0.6	WNIR-F 100.1 Kent/Akron	1.5/4.7/ 15/ 199
UNKNOWN/OTHERS						WNWV-F 107.3 Elyria/Cleveland	0.8/1.7/ 5/ 56
	106 (8)	404 (22)	510 (30)			WQAL-F 104.1 Cleveland	0.3/2.6/ 2/ 100
						WQKT-F 104.5 Wooster	0.3/2.9/ 15/ 346
						WRMR 850 Cleveland	1.3/3.0/ 10/ 128
						WSLR 1350 Akron	0.3/2.1/ 2/ 74
						WSOM 600 Salem	0.8/2.2/ 16/ 170
						WTUZ-F 99.9 Uhrchsvle/Nw Ph	0.5/1.7/ 42/ 385
						WZAK-F 93.1 Cleveland	1.5/3.7/ 13/ 158

RADIO STATIONS

WDPN , 1310, 1 KW/500 W (DA-1)	, Soft AC/EZ	ABC, \$11.00 (HNWH)	(ALLIANCE)
WHBC , 1480, 5 KW (DA-2)	, Full Service	ABC, \$48.00 (Christal)	
WHBC-F, 94.1, 45 KW @ 515	, Soft AC/EZ	ABC, \$40.00 (Christal)	
WNPQ-F, 95.9, 2 KW @ 400	, CHR (?)	, \$ NA (Regional)	(NEW PHILADELPHIA)
WRQK-F, 106.9, 28 KW @ 341	, AOR	UNISUP, \$30.00 (Eastman)	
WZKL-F, 92.5, 50 KW @ 500	, Oldies	, \$28.00 (HNWH)	(ALLIANCE)
WTOF-F, 98.1, 36 KW @ 570	, Religion	, \$14.00 (---)	Mortenson

Other ranked stations -- see Akron, Cleveland or Youngstown

Miscellaneous: WDJK-F to WZKL-F and format from CHR to Oldies (March) . . .

CASPER

Arbitron Rank/Pop (12+): 262/47,400

Stations: 7/7

1991 Revenue: \$2,100,000

MSA Rank/Pop: 349/59,400

Diaries: 620/76:1/55.9%

HH Inc.: \$27,343

ADI # 197

Sample Target: 610

Retail \$: 0.5 Bll

Average Person Ratings: 16.0

% Below Line: 0.0

Pop per Station: 6,771

Market TSL: 23.00 hours

% Not Listed: 14.5

#1 Biller: KTRS-F \$700,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KTRS-F (CHR)	18/23.7	----	26.7	----	29.3	----	22/292	199/42.0	0.0	48.6	B	KTRS-F
2. KVOC (C)	14/18.4	----	14.4	----	14.1	----	14/157	137/28.9	0.0	29.4	A	KVOC
3. KQLT-F (O)	12/15.8	----	17.8	----	17.4	----	19/181	131/27.6	0.0	30.6	A	KQLT-F
4. KTWG (C/FS)	10/13.2	----	15.6	----	9.8	----	15/195	126/26.6	0.0	31.4	B	KTWO
5. KMGW-F (AC)	8/10.5	----	10.0	----	8.7	----	9/128	97/20.5	0.0	23.7	A	KMGW-F
6. KCSP-F (REL)	2/ 2.6	----	2.2	----	----	----	4/66	38/ 8.0	0.0	6.7	A	KCSP-F
7.												
8.												
9.												
10.												

12+ FM SHARE (METRO): 61.54% (40 of 65) (SPG 91: 65.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>	1 KTRS-F>	1 KTRS-F	1 KVOC >	1 KTRS-F	1 KTRS-F<	1 KTRS-F>	1 KTRS-F>>	1 KTRS-F>>
2	2 KQLT-F	2 KQLT-F	2 KQLT-F	2 KQLT-F	2 KTWO >	2 KVOC	2 KVOC	2 KVOC	2 KQLT-F	2 KVOC
3	3 KMGW-F>	3 KMGW-F	3 KMGW-F>	3 KVOC	3 KQLT-F	3 KTWO	KQLT-F<	KQLT-F>	KMGW-F	KQLT-F
4	4 KVOC	4 KVOC	4 KVOC	4 KMGW-F	4 KTRS-F	4 KQLT-F>	4 KTWO >	4 KMGW-F>	4	4
5	5	5	KTWO	5 KTWO	5	5	5 KMGW-F>>	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 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F	1 KVOC	1 KTRS-F>	1 KTRS-F>>	1 KTRS-F	1 KTRS-F
2 KVOC	2 KQLT-F>	2 KQLT-F>>	2 KQLT-F	2 KQLT-F	KTRS-F	2 KMGW-F>	2 KMGW-F>>	KMGW-F	KMGW-F
KQLT-F	3 KVOC >	3 KTWO	3 KVOC	3 KVOC >	KQLT-F	3 KQLT-F	3 KTWO	3 KQLT-F	3 KTWO
4	4	KMGW-F	4	4	KMGW-F	4	KQLT-F	4	KQLT-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		18 (1)	18 (1)	27.7	30.8	KUYO 830 Evansvle/Casper	1.3/5.1/ 1/ 36
AOR/CLASSIC		20 (2)	20 (2)	30.8	32.1		
AC/OLDIES							
FULL SVC/VARIETY							
COUNTRY	24 (2)		24 (2)	36.9	34.6		
BLACK/URBAN							
SAC/EZ							
NEWS/TALK							
NOSTALGIA							
RELIGION/GOSPEL	1 (1)	2 (1)	3 (2)	4.6	2.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	25 (3)	40 (4)	65 (7)				

RADIO STATIONS

KTWO , 1030, 50 KW (DA-2) , Country/FS	CBS, \$16.00 (Katz)
KUYO , 830, 10 KW (DAYS) , Religion	, \$ 6.00 (---) Enterprise (EVANSVILLE)
KVOC , 1230, 1 KW , Country	ABC, \$13.00 (Eastman)
KCSP-F, 106.9, 100 KW @ 1922 , Religion	CNN, \$ NA (---)
KMGW-F, 94.5, 63 KW @ 1908 , AC	, \$13.00 (---)
KQLT-F, 103.7, 59 KW @ 1908 , Oldies	, \$15.00 (Mc-Guild)
KTRS-F, 95.5, 94 KW @ 1968 , CHR	NBC ABC, \$20.00 (Torbet)

CEDAR RAPIDS

Arbitron Rank/Pop (12+): 196/140,600
 MSA Rank/Pop: 230/169,600
 ADI # 82 (w/Waterloo & Dubuque)
 Average Person Ratings: 17.7
 Market TSL: 23.25 hours

Stations: 15/10
 Diaries: 630/223:1/58.9%
 Sample Target: 635
 % Below Line: 7.6
 % Not Listed: 16.9

1991 Revenue: \$7,900,000
 HH Inc.: \$32,202
 Retail \$: 1.5 Bill
 Pop per Station: 14,060
 #1 Biller: WMT \$2,000,000

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		FAL		Revenue Level	
		91	91	90	90			91	91				
1. KHAK-F (C)	44/17.7	----	11.5	----	14.2	----	114/1192	456/32.4	0.0	27.9		C	KHAK-F
2. WMT (FS)	36/14.5	----	13.8	----	16.0	----	82/1040	395/28.1	0.0	28.1		D	WMT
3. KRNA-F (AOR)	27/10.8	----	9.9	----	7.5	----	68/866	273/19.4	0.0	19.6		B	KRNA-F
4. WMT -F (AC)	24/ 9.6	----	13.0	----	8.5	----	47/573	271/19.3	0.0	23.5		C	WMT -F
5. KQCR-F (CHR)	21/ 8.4	----	9.9	----	10.8	----	44/785	361/25.7	0.0	28.2		B	KQCR-F
6. KKRQ-F (O)	20/ 8.0	----	8.7	----	14.6	----	39/673	279/19.8	0.0	24.3		C	KKRQ-F
7. KMRY (BB)	9/ 3.6	----	4.7	----	4.2	----	14/188	125/ 8.9	0.0	10.4		A	KMRY
8. KFMH-F (AOR)	7/ 2.8	----	2.4	----		----	13/193	97/ 6.9	0.0	6.3			KFMH-F
9.													
10.													

12+ FM SHARE (METRO): 72.95% (151 of 207) (SPG 91: 71.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQCR-F>>	1 KRNA-F	1 KHAK-F	1 KHAK-F	1 KHAK-F>	1 WMT >	1 WMT	1 KHAK-F	1 KHAK-F>	1 KHAK-F	1 WMT
2	2 KHAK-F>	2 KRNA-F	2 WMT -F<	2 WMT -F	2 KHAK-F>	2 KHAK-F>	2 WMT -F	2 KRNA-F	2 WMT	2 KHAK-F>>
3	3 KQCR-F	3 WMT -F	3 KKRQ-F	3 KKRQ-F	3 KKRQ-F	3 WMT -F	3 KRNA-F	3 WMT -F	3 KRNA-F	3 KKRQ-F>
4	4 WMT -F	4 KKRQ-F	4 KRNA-F>	4 KRNA-F	4 WMT -F	4 KRNA-F	4 WMT	4 WMT	4 KQCR-F>	4 KMRY
5	5	5	5	5	5	5 KKRQ-F	5 KKRQ-F>	KQCR-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 KQCR-F	1 KHAK-F	1 KHAK-F>	1 KHAK-F	1 WMT -F	1 KRNA-F>>	1 KRNA-F	1 KHAK-F	1 KRNA-F	1 KHAK-F>
2 KRNA-F	2 KRNA-F	2 WMT -F	2 WMT -F>	KHAK-F>	2 KQCR-F	2 KHAK-F>>	2 KRNA-F>	2 KHAK-F>	2 KKRQ-F
3 KHAK-F	KQCR-F>	KRNA-F>	3 KQCR-F	3 KKRQ-F>	KHAK-F	3 KFMH-F	3 KFMH-F	3 KKRQ-F	3 KRNA-F>
4	4 WMT -F	4 KQCR-F	4 KRNA-F	4	4	4 WMT -F	4 WMT -F	4 WMT -F	4 WMT -F
5	5	KKRQ-F	KKRQ-F	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS		METRO CUME TSA	TSA
						SHARE/RTG/AQH/CUME			
TOP 40/CHR/CONTEMP		27 (3)	27 (3)	13.0	17.7	KCRG 1600 Cedar Rapids	2.0/9.2/ 12/ 292		
AOR/CLASSIC		34 (2)	34 (2)	16.4	14.1	KTOF-F 104.5 Cedar Rapids	0.4/5.3/ 2/ 115		
AC/OLDIES		44 (2)	44 (2)	21.3	25.0	KXIC 800 Ia Cty/Cdr Rpds	0.4/1.8/ 5/ 163		
FULL SVC/VARIETY	41 (2)		41 (2)	19.8	17.3				
COUNTRY		45 (2)	45 (2)	21.7	19.5	KFMW-F 107.9 Waterloo/CR	2.0/11.0/ 28/ 551		
BLACK/URBAN						KOEL-F 92.3 Oelwein	0.4/4.1/ 53/ 449		
SAC/EZ						KOKZ-F 105.7 Waterloo/CR	0.4/5.8/ 6/ 309		
NEWS/TALK	1 (1)		1 (1)	0.5		WHO 1040 Des Moines	2.0/5.8/ 23/ 336		
NOSTALGIA	14 (2)		14 (2)	6.8	5.5				
RELIGION/GOSPEL		1 (1)	1 (1)	0.5	0.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	56 (5)	151 (10)	207 (15)						

RADIO STATIONS

KCRG , 1600, 5 KW (DA-N), Nostalgia ABC, \$ 9.00 (K & P)
 KMAY , 1450, 1 KW (DA-1), Nostalgia SMN, \$11.00 (---)
 WMT , 600, 5 KW (DA-N), Full Service MBS CBS, \$35.00 (Katz)

KHAK-F, 98.1, 100 KW @ 459 , Country ABC, \$40.00 (Christal)
 KKRQ-F, 100.7, 100 KW @ 531 , Oldies ABC, \$23.00 (Banner) Ingstad (IOWA CITY)
 KQCR-F, 102.9, 100 KW @ 390 , CHR , \$22.00 (HNWH)
 KRNA-F, 94.1, 100 KW @ 981 , AOR UPI, \$28.00 (Roslin) (IOWA CITY)
 KTOF-F, 104.5, 100 KW @ 551 , Religion , \$ 9.00 (---)
 WMT -F, 96.5, 100 KW @ 520 , AC ABC MBS, \$30.00 (Katz)

Other ranked stations -- see Waterloo

CHARLESTON, SC

Arbitron Rank/Pop (12+): 85/421,300

Stations: 21/18
Diaries: 1011/417:1/46.0%
Sample Target: 900
% Below Line: 1.6
% Not Listed: 9.6

1991 Revenue: \$12,000,000
HH Inc.: \$27,801
Retail \$: 3.8 Bill
Pop per Station: 23,406
#1 Biller: WEZL-F \$2,700,000

MSA Rank/Pop: 94/518,000

ADI # 105

Average Person Ratings: 16.0

Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WWWZ-F (B)	91/13.5	10.7	5.0	4.4	5.3	8.4	102/930	823/19.5	11.9	15.1	B	WWWZ-F
2. WBUB-F (C)	82/12.1	7.4	8.1	0.6	0.7	7.1	95/1169	921/21.9	17.6	3.0	A	WBUB-F
3. WEZL-F (C)	69/10.2	10.9	10.7	12.9	13.1	11.2	75/1101	962/22.8	23.2	24.3	D	WEZL-F
4. WAVF-F (AOR)	48/ 7.1	5.7	7.1	6.8	5.7	6.7	50/900	828/19.7	15.4	15.1	C	WAVF-F
5. WSSX-F (CHR)	43/ 6.4	8.1	7.7	10.3	8.8	8.1	54/1010	836/19.8	18.3	23.9	C	WSSX-F
6. WYBB-F (CL AOR)	40/ 5.9	3.2	4.7	3.9	3.0	4.4	42/785	715/17.0	12.9	11.9	A	WYBB-F
7. WXLY-F (O)	36/ 5.3	3.2	4.5	5.2	5.2	4.6	38/713	597/14.2	12.2	11.5	B	WXLY-F
8. WTMA (N/T)	35/ 5.2	6.3	5.9	7.4	5.0	6.2	35/431	431/10.2	10.9	11.7	B	WTMA
9. WXTA-F (AC)	31/ 4.6	6.7	6.5	6.4	5.0	6.1	39/619	523/12.4	14.8	15.5	C	WXTA-F
10. WSUY-F (AC)	29/ 4.3	5.6	4.5	4.2	5.6	4.7	29/460	460/10.9	11.5	13.1	B	WSUY-F
11. WPAL (B)	21/ 3.1	5.8	3.8	3.2	4.1	4.0	21/352	352/ 8.4	8.1	10.2	A	WPAL
12. WUJM-F (B)	19/ 2.8	2.5	3.5	2.6	4.2	2.8	21/192	185/ 4.4	11.7	12.6	A	WUJM-F
13. WZJY (G)	15/ 2.2	1.4	1.7	0.6	2.6	1.5	15/154	154/ 3.7	3.0	4.1	A	WZJY
14.												
15.												

12+ FM SHARE (METRO): 85.41% (521 of 610) (SPG 91: 78.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWWZ-F>>	1 WWWZ-F	1 WBUB-F<	1 WBUB-F	1 WBUB-F	1 WEZL-F	1 WBUB-F	1 WBUB-F	1 WWWZ-F	1 WWWZ-F>>	1 WPAL >
2 WSSX-F>>	2 WBUB-F<	2 WWWZ-F>	2 WWWZ-F>	2 WWWZ-F>	2 WBUB-F>	2 WWWZ-F>	2 WWWZ-F>	2 WBUB-F>	2 WBUB-F>	2 WWWZ-F>>
3 WBUB-F	3 WAVF-F	3 WAVF-F	3 WEZL-F	3 WEZL-F	3 WXLY-F	3 WEZL-F>	3 WEZL-F	3 WEZL-F>	3 WEZL-F	3 WEZL-F
4 WAVF-F	4 WYBB-F	4 WEZL-F<	4 WXLY-F	4 WXLY-F	4 WTMA	4 WSSX-F	4 WTMA	4 WSSX-F<	4 WAVF-F>	4 WBUB-F
5	5 WSSX-F	5 WYBB-F	5 WAVF-F<	5 WAVF-F<	5 WWWZ-F	5 WAVF-F	5 WAVF-F	5 WYBB-F<	5 WYBB-F	5
6	6 WEZL-F	6 WXLY-F	6 WYBB-F	6 WYBB-F	6 WUJM-F	6 WYBB-F<	6 WYBB-F<	6 WAVF-F	6	6
7	7	7 WSSX-F	7 WSUY-F	7 WSUY-F<	7 WSUY-F	7 WXLY-F	7 WSSX-F	7 WXLY-F	7	7
8	8	8	8 WTMA	8 WTMA	8	8	8 WYBB-F<	8 WSUY-F	8	8
9	9	9	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 WWWZ-F>	1 WWWZ-F>	1 WWWZ-F>	1 WWWZ-F	1 WWWZ-F	1 WBUB-F	1 WBUB-F	1 WWWZ-F	1 WBUB-F	1 WBUB-F
2 WSSX-F	2 WEZL-F	2 WEZL-F	2 WBUB-F>	2 WBUB-F>	2 WAVF-F>	2 WAVF-F	2 WBUB-F	2 WAVF-F<	2 WWWZ-F
3 WYBB-F	3 WSSX-F	3 WBUB-F	3 WEZL-F	3 WEZL-F>	3 WWWZ-F	3 WWWZ-F>	3 WAVF-F	3 WWWZ-F	3 WAVF-F
4 WBUB-F	4 WBUB-F	4 WAVF-F	4 WSSX-F	4 WXLY-F	4 WSSX-F>	4 WYBB-F>	4 WYBB-F>	4 WYBB-F	4 WYBB-F
5 WAVF-F>	5 WYBB-F	5 WYBB-F	5 WYBB-F	5 WSUY-F	5 WYBB-F	5 WSSX-F	5 WTMA >	5 WEZL-F	5 WXLY-F
6 WEZL-F	6 WAVF-F	6 WSSX-F>	6 WXLY-F	6 WXTA-F	6 WEZL-F	6 WEZL-F	6 WXTA-F	6 WXLY-F	6 WTMA
7	7	7 WZJY	7	7	7	7 WTMA	7	7	7
8	8	8 WSUY-F	8	8	8	8	8	8 WSSX-F	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		46 (2)	46 (2)	7.5	11.1	WDXZ-F 104.5 Mt. Plsnt/Chrls	1.9/8.4/ 14/ 386		
AOR/CLASSIC		88 (2)	88 (2)	14.4	10.0	WMCJ 950 Moncks Corner	0.9/1.3/ 6/ 55		
AC/OLDIES		96 (3)	96 (3)	15.7	18.2	WQIZ 810 St. George	1.3/2.8/ 10/ 155		
FULL SVC/VARIETY						WTUA-F 105.9 St. Stephens	1.3/2.3/ 33/ 308		
COUNTRY		155 (3)	155 (3)	25.4	16.2				
BLACK/URBAN	21 (1)	127 (4)	148 (5)	24.3	27.0				
SAC/EZ						WHLZ-F 92.5 Manning	0.6/2.8/ 26/ 400		
NEWS/TALK	35 (1)		35 (1)	5.7	8.3	WHTK-F 99.7 Pt. Royal	0.4/5.1/ 21/ 478		
NOSTALGIA						WWDW-F 101.3 Sumter	0.6/3.3/ 58/ 720		
RELIGION/GOSPEL	30 (3)	9 (1)	39 (4)	6.4	4.4				
SPANISH									
CLASSICAL					1.3				
JAZZ/NEW AGE					2.0				
UNKNOWN/OTHERS	3 (1)		3 (1)	0.5	1.4				
	89 (6)	521 (15)	610 (21)						

CHARLESTON, SC

RADIO STATIONS

WPAL	,	730,	1 KW/100 W	,	Black	NBN ABC,	\$19.00	(Roslin)	
WQIZ	,	810,	5 KW (DAYS)	,	Gospel	SBN,	\$13.00	(Eastman)	
WTMA	,	1250,	5 KW/1 KW	,	News/Talk	ABC NBC-T,	\$22.00	(Katz)	
WVVO	,	910,	500 W (DA-1)	,	Black Oldies	SMN,	\$12.00	(K & P)	
WZJY	,	1480,	1 KW (DAYS)	,	Gospel	CNN UNIULT,	\$11.00	(---)	(MT PLEASANT)
WAVF-F,		96.1,	100 KW @ 538	,	AOR		\$43.00	(Christal)	
WBUB-F,		107.5,	100 KW @ 928	,	Country		\$27.00	(McGuild)	(ST GEORGE)
WDXZ-F,		104.5,	50 KW @ 656	,	Black		\$21.00	(K & P)	(MT PLEASANT)
WEZL-F,		103.5,	100 KW @ 660	,	Country	MBS,	\$59.00	(Banner)	Apollo
WMGL-F,		101.7,	6 KW @ 449	,	Jazz/Urban	ABC,	\$17.00	(K & P)	(RAVENAL)
WSSX-F,		95.1,	100 KW @ 1000	,	CHR		\$38.00	(Katz)	Faircom
WSUY-F,		100.7,	3 KW @ 400	,	AC	UNISUP,	\$24.00	(Katz)	
WTUA-F,		105.9,	3 KW @ 328	,	Gospel	SBN,	\$12.00	(---)	(ST.STEPHENS)
WUJM-F,		94.3,	6 KW @ 298	,	Black	MBS,	\$19.00	(Christal)	
WWWZ-F,		93.5,	1.5 KW @ 459	,	Black	SBN,	\$28.00	(HNWH)	(SUMMERVILLE)
WXLY-F,		102.5,	100 KW @ 1000	,	Oldies	SMN UNIULT,	\$25.00	(Eastman)	Bloomington
WXTG-F,		96.9,	100 KW @ 1768	,	AC		\$35.00	(Mc-Guild)	EBE
WYBB-F,		98.1,	50 KW @ 500	,	Classic AOR		\$20.00	(Durpetti)	Martin (FOLLY BCH)

Miscellaneous: WVVO, WDXZ-F sold after foreclosure for \$900,000 . . . WMGL-F (Ravenal) sold for \$400,000 (Earman) . . .

CHARLESTON, WV

Arbitron Rank/Pop (12+): 153/209,200

Stations: 13/12
Diaries: 664/315:1/48.4%
Sample Target: 680
% Below Line: 0.6
% Not Listed: 13.0

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

MSA Rank/Pop: 177/248,600
ADI # 55 (w/Huntington)
Average Person Ratings: 16.2
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WQBE-F (C)	121/35.7	30.6	26.0	29.2	24.0	----	191/1861	927/44.3	42.4	43.0	D WQBE-F
2. WVSR-F (CHR)	30/ 8.8	8.1	11.8	8.5	14.3	----	43/639	474/22.7	20.4	25.1	C WVSR-F
WKLC-F (ACR)	30/ 8.8	6.3	9.4	9.6	10.5	----	62/1004	406/19.4	19.7	20.7	C WKLC-F
4. WVAF-F (AC)	27/ 8.0	8.1	11.5	12.2	9.6	----	43/764	463/22.1	25.4	26.1	C WVAF-F
5. WCHS (FS)	23/ 6.8	7.5	7.4	4.7	4.1	----	31/377	301/14.4	16.8	15.1	B WCHS
6. WLZT-F (O)	16/ 4.7	6.3	7.1	7.6	7.6	----	32/504	285/13.6	14.3	15.4	B WLZT-F
WBES-F (SAC)	16/ 4.7	3.6	5.3	5.8	5.8	----	21/222	184/ 8.8	9.6	7.4	A WBES-F
8. WVNS-F (O)	13/ 3.8	6.0	2.9	4.1	2.9	----	17/353	238/11.4	14.0	9.8	A WVNS-F
9. WQBE (C)	9/ 2.7	2.4	1.8	0.6	1.5	----	11/137	104/ 5.0	6.4	6.0	WQBE

12+ FM SHARE (METRO): 87.12% (257 of 295) (SPG 91: 86.89%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		30 (1)	30 (1)	10.2	13.1	WCZR 1490 Charleston	0.9/1.5/ 3/ 32
AOR/CLASSIC	3 (1)	30 (1)	33 (2)	11.2	10.5	WJYP-F 100.9 S. Charleston	0.6/6.1/ 3/ 145
AC/OLDIES		56 (3)	56 (3)	19.0	24.9	WSCW 140.0 S. Charleston	0.9/3.1/ 3/ 64
FULL SVC/VARIETY	23 (1)		23 (1)	7.8	8.2		
COUNTRY	9 (1)	121 (1)	130 (2)	44.1	30.8	WFMM-F 107.9 Huntington	0.6/2.0/ 16/ 435
BLACK/URBAN							
SAC/EZ		16 (1)	16 (1)	5.4	5.9		
NEWS/TALK							
NOSTALGIA							
RELIGION/GOSPEL	3 (1)	4 (2)	7 (3)	2.4	6.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	38 (4)	257 (9)	295 (13)				

RADIO STATIONS

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

WBES-F, 94.5, 3 KW @ 328 , Soft AC/EZ ABC, \$14.00 (K & P) (DUNBAR)
WVAF-F, 99.9, 50 KW @ 489 , AC/CHR ABC, \$26.00 (Banner) Franklin
WVNS-F, 96.1, 50 KW @ 361 , Oldies UNISUP CBS, \$16.00 (Eastman)
WKLC-F, 105.1, 3.6 KW @ 1663 , AOR SOURCE ABC, \$35.00 (HNWH) Martin (ST. ALBANS)

WJYP-F, 100.9, 3 KW @ 298 , Religion , \$10.00 (---) CLW
WLZT-F, 107.3, 24 KW @ 576 , Oldies , \$18.00 (Durpetti) (MIAMI)
WQBE-F, 97.5, 50 KW @ 500 , Country ABC, \$48.00 (Mc-Guild) Noring
WVSR-F, 102.7, 50 KW @ 403 , CHR UNIPWR, \$35.00 (Katz) Ardman

Miscellaneous: WCHS, WVNS-F sold for \$1,750,000 . . . WCAW/WVAF-F sold by Capitol to Franklin for \$1,400,000 (E) (Blackburn) . . .

CHARLOTTE

Arbitron Rank/Pop (12+): 38/998,400
 MSA Rank/Pop: 43/1,140,000
 ADI # 31
 Average Person Ratings: 16.4
 Market TSL: 21.75 hours

Stations: 28/21
 Diaries: 1332/750:1/44.8%
 Sample Target: 1310
 % Below Line: 5.1
 % Not Listed: 13.0

1991 Revenue: \$32,700,000
 HH Inc.: \$31,722
 Retail \$: 9.0 Bil
 Pop per Station: 47,543
 #1 Biller: WSOC-AF \$5,900,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WSOC-F (C)	244/14.9	13.0	12.7	14.8	11.4	13.9	387/4663	2695/27.0	26.7	24.3	G	WSOC-F
2. WPEG-F (B)	193/11.8	12.5	12.7	13.5	12.5	12.6	316/2966	1755/17.6	15.8	17.7	E	WPEG-F
3. WTDR-F (C)	114/ 7.0	6.8	5.4	6.5	6.2	6.4	206/2929	1554/15.6	11.4	10.8	C	WTDR-F
4. WEZC-F (SAC)	110/ 6.7	7.1	6.3	5.2	6.0	6.3	149/2177	1442/14.4	17.8	15.2	D	WEZC-F
5. WBT (FS)	109/ 6.7	7.0	7.8	5.4	6.0	6.7	130/1880	1590/15.9	14.5	12.9	E	WBT
6. WRFX-F (AOR)	100/ 6.1	6.6	8.6	7.3	8.3	7.2	158/2465	1628/16.3	18.7	19.5	G	WRFX-F
7. WBT -F (AC)	93/ 5.7	5.4	5.0	5.8	5.0	5.5	155/1525	1544/15.5	16.4	16.8	C	WBT -F
8. WWMG-F (O)	79/ 4.8	3.4	3.0	4.1	4.8	3.8	117/2023	1166/11.7	8.4	11.4	D	WWMG-F
9. WCKZ-F (CHR/U)	74/ 4.5	5.2	5.0	6.5	7.3	5.3	123/2564	1461/14.6	16.0	18.3	D	WCKZ-F
10. WMXC-F (AC)	65/ 4.0	3.9	5.0	4.5	5.2	4.3	102/1654	1150/11.5	13.7	14.0	E	WMXC-F
11. WXRC-F (AOR)	44/ 2.7	3.6	3.7	3.2	3.1	3.3	87/1596	811/ 8.1	7.8	7.7		WXRC-F
12. WAQQ-F (CHR)	35/ 2.1	2.1	1.2	1.6	0.8	1.8	53/1181	748/ 7.5	5.6	4.4		WAQQ-F
13. WFMX-F (C)	27/ 1.7	1.6	0.9	1.3	1.1	1.4	107/1596	435/ 4.4	3.1	3.7		WFMX-F
14.												
15.												

12+ FM SHARE (METRO): 87.70% (1248 of 1423) (SPG 91: 87.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WPEG-F<	1 WPEG-F>	1 WPEG-F	1 WSOC-F<	1 WSOC-F	1 WSOC-F>	1 WSOC-F>	1 WSOC-F>	1 WSOC-F	1 WPEG-F>	1 WPEG-F>>
2 WCKZ-F>>	2 WTDR-F<	2 WSOC-F>	2 WPEG-F>	2 WPEG-F>	2 WBT	2 WPEG-F<	2 WPEG-F<	2 WPEG-F>	2 WSOC-F>	2 WBT <
3 WAQQ-F	3 WSOC-F	3 WTDR-F	3 WRFX-F	3 WRFX-F	3 WEZC-F	3 WRFX-F	3 WTDR-F	3 WTDR-F	3 WCKZ-F	3 WSOC-F>>
4	WRFX-F	WRFX-F	4 WWMG-F	4 WTDR-F<	4 WPEG-F>	4 WBT	4 WEZC-F	4 WTDR-F	4 WTDR-F<	4 WTDR-F
5	5 WBT -F	5 WBT -F	5 WTDR-F<	5 WWMG-F<	5 WWMG-F	5 WBT -F	5 WEZC-F	5 WBT -F	5 WBT -F	5 WBT -F
6	6 WMXC-F	6 WWMG-F	6 WEZC-F	6 WEZC-F	6	6 WTDR-F	6 WBT -F	6	6	6
7	7	7	7 WBT -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 WTDR-F	1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WSOC-F	1 WPEG-F>	1 WPEG-F	1 WRFX-F	1 WPEG-F	1 WSOC-F
WPEG-F	2 WSOC-F	2 WSOC-F	2 WSOC-F>	2 WPEG-F	2 WTDR-F	2 WRFX-F	2 WPEG-F	2 WRFX-F	2 WRFX-F
WBT -F	3 WBT -F	3 WBT -F	3 WBT -F	3 WEZC-F>	3 WCKZ-F	3 WTDR-F	3 WTDR-F	3 WSOC-F	3 WPEG-F
4 WSOC-F	4 WMXC-F	4 WMXC-F	4 WEZC-F	4 WBT -F	4 WXRC-F	4 WXRC-F	4 WXRC-F	4 WTDR-F	4 WTDR-F
5 WMXC-F	5 WTDR-F	WEZC-F>	5 WMXC-F	5 WMXC-F	5 WRFX-F	5 WSOC-F	5 WSOC-F	5 WWMG-F	5 WWMG-F
6 WCKZ-F	6	6 WTDR-F	6 WTDR-F	6 WWMG-F	6 WAQQ-F	6	6 WWMG-F	6	6
7 WRFX-F	7	WRFX-F	7	7	7 WSOC-F	7	7	7	7
WAQQ-F	8	8 WWMG-F	8	8	WBT -F	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		109 (2)	109 (2)	7.7	8.6	WAQS 610 Charlotte	0.5/1.4/ 9/ 187		
AOR/CLASSIC		154 (3)	154 (3)	10.8	13.9	WGIV 1600 Charlotte	1.0/3.0/ 19/ 314		
AC/OLDIES	8 (1)	258 (5)	266 (6)	18.7	26.9	WGSP 1310 Charlotte	0.7/1.9/ 11/ 199		
FULL SVC/VARIETY	109 (1)		109 (1)	7.7	7.6	WHVN 1240 Charlotte	0.4/2.1/ 7/ 246		
COUNTRY		403 (5)	403 (5)	28.3	23.2	WLON 1050 Lincolnton	0.3/0.9/ 5/ 88		
BLACK/URBAN	17 (1)	198 (2)	215 (3)	15.1	16.2	WGR 1540 Charlotte	0.4/0.7/ 7/ 72		
SAC/EZ		110 (1)	110 (1)	7.7		WRDX-F 106.5 Salisbury/Chrlt	0.8/2.9/ 21/ 459		
NEWS/TALK						WRHI 1340 Rock Hill	0.4/0.9/ 7/ 100		
NOSTALGIA	5 (1)		5 (1)	0.4		WSAT 1340	0.3/1.5/ 5/ 151		
RELIGION/GOSPEL	24 (3)	16 (1)	40 (4)	2.8	3.1				
SPANISH						WJMH-F 102.1 Reidsvl/Grnsbro	0.3/0.8/ 35/ 447		
CLASSICAL						WKRR-F 92.3 Asheboro	0.6/2.1/ 41/ 601		
JAZZ/NEW AGE						WMIT-F 106.9 Black Mountain	1.0/4.1/ 58/ 974		
UNKNOWN/OTHERS	12 (2)		12 (2)	0.8	0.6	WSSL-F 100.5 Gry Ct/Grnvle	0.3/0.8/ 8/1052		
						WTQR-F 104.1 Wnsth Slm/Grnv	0.8/1.6/128/1250		
						WWWB-F 100.3 High Pt/Grnvle	0.5/1.1/ 23/ 359		
	175 (9)	1248 (19)	1423 (28)						

CHARLOTTE

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, FULL SERVICE	CBS , \$ 76.00 (Banner)	Jeff-Pilot
WGSP, 1310, 1 KW/65 W	, RELIGION	SBN , \$ NA (---)	
WAQQ-F, 95.1, 100 KW @ 1542,	CHR	SOURCE , \$ 35.00 (HNWH)	Adams
WBT-F , 107.9, 98 KW @ 1692,	AC	, \$ 50.00 (Banner)	Jeff-Pilot
WCKZ-F, 101.9, 99 KW @ 987,	CHR/URBAN	ABC , \$ 48.00 (HNWH)	Beasley
WEZC-F, 102.9, 31 KW @ 1535,	SOFT AC/EZ	UNIULT , \$ 44.00 (Katz)	Keymarket (HICKORY)
WPEG-F, 97.9, 50 KW @ 390,	BLACK	CBS, UNIPWR , \$ 75.00 (Katz)	Broadcast Partners
WMXC-F, 104.7, 100 KW @ 1230,	AC	, \$ 68.00 (MMR)	EZ
WRDX-F, 106.5, 100 KW @ 1004,	OLDIES	, \$ 22.00 (Southern)	(SALISBURY)
WRFX-F, 99.7, 100 KW @ 1043,	AOR	, \$ 100.00 (Mc-Guild)	Pyramid
WSOC-F, 103.7, 100 KW @ 1050,	COUNTRY	, \$ 129.00 (Durpetti)	Cox
WTDR-F, 96.9, 100 KW @ 1548,	COUNTRY	, \$ 55.00 (Christal)	Trumper (STATESVILLE)
WWMG-F, 96.1, 100 KW @ 1738,	OLDIES	CBS , \$ 52.00 (Christal)	Voyager (SHELBY)
WXRC-F, 95.7, 100 KW @ 1276,	AOR	ABC , \$ 26.00 (---)	(HICKORY)

CHATTANOOGA

Arbitron Rank/Pop (12+): 97/366,100

Stations: 18/18
Diaries: 872/420:1/50.8%
Sample Target: 840
% Below Line: 0.0
% Not Listed: 15.4

1991 Revenue: \$12,200,000
HH Inc.: \$27,424
Retail \$: 3.0 Bill
Pop per Station: 20,339
#1 Biller: WUSY-F \$3,300,000

MSA Rank/Pop: 107/443,000
ADI # 81
Average Person Ratings: 16.5
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WUSY-F (C)	130/21.5	23.7	23.9	18.0	20.4	21.8	273/2806	1342/36.7	41.2	32.1	E	WUSY-F
2. WDEF-AF (SAC/FS)	63/10.5	12.1	10.1	10.0	13.5	10.7	87/1010	750/20.5	24.4	26.1	C	WDEF-AF
3. WSKZ-F (CHR)	57/ 9.4	5.6	5.9	9.2	7.5	7.5	115/1537	841/23.0	19.7	21.1	C	WSKZ-F
4. WJTT-F (B)	46/ 7.6	8.4	10.0	12.1	9.7	9.5	61/648	507/13.8	16.1	14.1	B	WJTT-F
5. WFXS-F (CL AOR)	37/ 6.1	5.3	5.4	4.7	3.7	5.4	38/462	421/11.5	9.6	9.4	B	WFXS-F
6. WLMX-F (AC)	36/ 6.0	8.6	6.4	6.8	8.5	7.0	38/578	548/15.0	15.4	17.5	D	WLMX-F
7. WOOD-F (C)	32/ 5.3	6.6	4.7	8.2	3.3	6.2	50/957	624/17.0	15.8	15.4	A	WOOD-F
8. WJRX-F (REL)	21/ 3.5	2.0	1.9	3.0	2.5	2.6	26/409	305/ 8.3	5.1	5.1	A	WJRX-F
WGOW (T)	21/ 3.5	3.0	3.0	2.5	1.3	3.0	21/320	313/ 8.5	7.3	5.5	A	WGOW
10. WNOO (B)	17/ 2.8	2.8	2.4	3.3	4.2	2.8	19/214	203/ 5.5	6.1	6.0	A	WNOO
11. WSGC-F (O)	12/ 2.0	1.5	3.7	2.0	3.3	2.3	12/386	335/ 9.2	9.2	8.7	A	WSGC-F
WDOO (BB)	12/ 2.0	0.7	3.4	2.0	1.2	2.0	13/249	219/ 6.0	5.5	5.0	A	WDOO
13.												
14.												
15.												

12+ FM SHARE (METRO): 85.55% (438 of 512) (SPG 91: 86.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJTT-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>	1 WUSY-F>
2 WSKZ-F	2 WSKZ-F	2 WSKZ-F>	2 WSKZ-F>	2 WSKZ-F	2 WDEF-AF>	2 WDEF-AF>	2 WDEF-AF	2 WSKZ-F	2 WJTT-F>	2 WSKZ-F>
3 WUSY-F	3 WFXS-F	3 WJTT-F	3 WFXS-F	3 WFXS-F	3 WOOD-F	3 WSKZ-F>	3 WSKZ-F	3 WDEF-AF<	3 WSKZ-F>	3 WDEF-F
WKXJ-F	4 WJTT-F	4 WFXS-F	4 WJTT-F<	4 WJTT-F	4 WJTT-F	4 WJTT-F	4 WLMX-F>	4 WLMX-F	4 WFXS-F>	4 WJTT-F
5	5 WLMX-F	5 WLMX-F	5 WLMX-F	5 WLMX-F	5	5	5 WJTT-F	5 WJTT-F	5	5 WFLI
6	6 WJRX-F	6	6	6 WDEF-AF	6	6	6	6 WFXS-F	6	6
7	7	7	7	7	7	7	7	7 WDOO-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 WUSY-F	1 WUSY-F>	1 WUSY-F>	1 WUSY-F>	1 WUSY-F>	1 WSKZ-F>	1 WFXS-F	1 WFXS-F>	1 WUSY-F>	1 WUSY-F>
2 WJTT-F>	2 WSKZ-F	2 WSKZ-F>	2 WSKZ-F>	2 WSKZ-F	2 WUSY-F	2 WUSY-F	2 WUSY-F>	2 WSKZ-F	2 WFXS-F
3 WSKZ-F	3 WJTT-F>	3 WJTT-F	3 WJTT-F	3 WLMX-F	3 WLMX-F	3 WSKZ-F>	3 WJRX-F	3 WFXS-F>	3 WSKZ-F>
4 WLMX-F>	4 WLMX-F	4 WLMX-F	4 WLMX-F>	4 WJTT-F	4 WJTT-F	4 WJTT-F	4 WJTT-F>	4 WJTT-F	4 WGOW
5	5	5 WJRX-F>	5 WDEF-AF	5 WDEF-AF	5 WFXS-F	5 WLMX-F	5 WSKZ-F	5 WLMX-F	5 WJTT-F
6	6	6	6	6	6	6 WJRX-F	6 WLMX-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		57 (1)	57 (1)	11.1	8.6	WBDX-F	102.7	Trenton/Chtnoog	1.0/5.5/	8/ 233
AOR/CLASSIC		37 (1)	37 (1)	7.2	4.2	WEPG	910	S Pittsburgh	0.7/1.7/	5/ 69
AC/OLDIES		56 (3)	56 (3)	10.9	20.0	WFLI	1070	Lookout Mountn	1.0/3.9/	8/ 187
FULL SVC/VARIETY					3.3	WKXJ-F	97.3	S.Pittsbrg/Chtn	1.3/5.1/	18/ 338
COUNTRY	4 (1)	162 (2)	166 (3)	32.4	27.6	WQCH	1590	Lafayette	0.7/2.6/	4/ 115
BLACK/URBAN	17 (1)	46 (1)	63 (2)	12.3	15.9					
SAC/EZ	10 (1)	59 (2)	69 (3)	13.5	12.3					
NEWS/TALK	21 (1)		21 (1)	4.1	1.5					
NOSTALGIA	12 (1)		12 (1)	2.3	1.3					
RELIGION/GOSPEL	6 (1)	21 (1)	27 (2)	5.3	5.2					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS	4 (1)		4 (1)	0.8						
	74 (7)	438 (11)	512 (18)							

CHATTANOOGA

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, EZ	CBS , \$ 21.00 (MMR)	Park
WDOD, 1310, 5 KW (DA-N)	, NOSTALGIA	UNIULT , \$ 17.00 (Banner)	Bahakel
WFLI, 1070, 50 KW/2.5 KW(DA-2)	, RELIGION	ABC , \$ 12.00 (---)	(LOOKOUT MT.)
WGOW, 1150, 5 KW/1 KW (DA-N)	, TALK	SUN, MBS , \$ 18.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN , \$ 14.00 (Eastman)	
WBDX-F, 102.7, 6 KW @ 817,	SOFT AC	, \$ 15.00 (---)	(TRENTON)
WDEF-F, 92.3, 100 KW @ 1181,	EZ/SOFT AC	CBS , \$ 33.00 (MMR)	Park
WDOD-F, 96.5, 100 KW @ 1079,	COUNTRY	UNIULT , \$ 31.00 (Banner)	Bahakel
WFXS-F, 102.3, 3 KW @ 285,	CLASSIC AOR	, \$ 19.00 (Eastman)	(SODDY-DAISY)
WJRX-F, 107.9, 3 KW @ 328,	RELIGION	APR , \$ 13.00 (---)	(EAST RIDGE)
WJTT-F, 94.3, 3 KW @ 298,	BLACK	CBS , \$ 25.00 (HNWH)	(REDBANK)
WKXJ-F, 97.3, 16 KW @ 856,	CHR	, \$ 20.00 (Roslin)	(S.PITTS)
WLMX-F, 105.5, 3 KW @ 269,	AC	ABC , \$ 47.00 (Eastman)	Baum (ROSSVILLE, GA)
WSGC-F, 101.9, 3 KW @ 702,	OLDIES	, \$ 19.00 (---)	(RINGGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1079,	CHR	, \$ 45.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 363,	COUNTRY	NBC , \$ 73.00 (Katz)	Colonial

Miscellaneous: WDEF now simulcasted with WDEF-F . . .

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: 41/41
Diaries: 3467/1918:1/46.9%
Sample Target: 3470
% Below Line: 0.0
% Not Listed: 9.3
1991 Revenue: \$238,000,000
HH Inc.: \$33,675
Retail \$: 61.9 B11
Pop per Station: 162,221
#1 Biller: WGN \$42,500,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WGN (T/FS)	943/ 7.6	8.8	8.5	8.4	8.2	8.3	1108/13348	10888/16.4	20.2	17.7	K	WGN
2. WGCI-F (B)	909/ 7.3	6.8	6.8	8.1	6.6	7.3	919/9215	9060/13.6	12.5	13.1	I	WGCI-F
3. WBBM-F (CHR)	709/ 5.7	5.0	5.1	4.9	5.8	5.2	724/10948	10555/15.9	17.2	18.6	H	WBBM-F
4. WUSN-F (C)	685/ 5.5	4.7	3.8	4.5	3.3	4.6	726/8281	7857/11.8	10.2	9.7	H	WUSN-F
5. WWBZ-F (AOR)	564/ 4.6	4.0	3.8	4.6	3.9	4.3	611/9535	8741/13.1	12.2	10.6	G	WWBZ-F
6. WVAZ-F (B/AC)	542/ 4.4	3.9	4.2	4.7	4.3	4.3	549/7125	7029/10.6	9.0	10.5	I	WVAZ-F
7. WBBM (N)	484/ 3.9	4.0	4.4	3.8	3.9	4.0	532/10533	9349/14.1	16.5	16.1	J	WBBM
8. WJJD (BB)	463/ 3.7	3.4	3.2	4.1	3.6	3.6	500/6022	5439/ 8.2	7.7	7.8	F	WJJD
9. WLIT-F (SAC)	421/ 3.4	3.7	3.4	3.4	3.9	3.5	431/6275	6156/ 9.3	8.5	9.1	H	WLIT-F
10. WXRT-F (AOR)	410/ 3.3	3.8	3.3	2.6	3.3	3.3	415/5513	5354/ 8.0	8.2	7.8	H	WXRT-F
11. WJMK-F (O)	403/ 3.3	2.9	2.9	3.2	3.4	3.1	420/7105	6556/ 9.9	11.5	11.5	I	WJMK-F
12. WNUA-F (J/NAC)	387/ 3.1	3.2	3.8	3.4	3.1	3.4	397/5952	5810/ 8.7	9.6	8.6	H	WNUA-F
13. WLUP-F (AOR)	382/ 3.1	3.0	2.7	3.5	3.6	3.1	390/8028	7761/11.7	11.0	12.7	J	WLUP-F
14. WLS -AF (T)	372/ 3.0	3.7	3.2	3.9	3.1	3.4	457/7217	5873/ 8.8	11.2	12.7	F	WLS -AF
15. WMAQ (N)	357/ 2.9	2.5	2.5	3.2	2.5	2.8	393/10359	9189/13.8	12.1	12.8	I	WMAQ
16. WLUP (T)	354/ 2.9	3.2	3.2	2.8	3.1	3.0	411/4617	4038/ 6.1	6.8	8.3	H	WLUP
17. WCKG-F (CL AOR)	346/ 2.8	2.6	2.7	3.4	3.4	2.9	358/7637	7220/10.9	10.8	12.7	I	WCKG-F
18. WPNT-F (AC)	281/ 2.3	2.5	2.3	2.1	2.5	2.3	287/6353	6151/ 9.2	8.2	9.6	G	WPNT-F
19. WKQX-F (AC)	252/ 2.0	2.3	2.1	3.0	2.8	2.3	261/6801	6652/10.0	10.8	12.2	H	WKQX-F
20. WOJO-F (SP)	224/ 1.8	1.8	2.0	1.8	1.6	1.8	224/2510	2499/ 3.8	4.5	3.6	F	WOJO-F
21. WTMX-F (AC)	216/ 1.7	2.2	2.1	1.8	2.8	2.0	226/5320	5096/ 7.7	6.8	8.7	H	WTMX-F
22. WNIB-F (CL)	214/ 1.7	1.7	1.5	0.8	1.8	1.4	218/3255	3122/ 4.7	5.6	5.3	E	WNIB-F
23. WIND (SP)	149/ 1.2	1.1	1.7	0.5	0.7	1.1	155/1992	1933/ 2.9	3.5	2.0	E	WIND
24. WSCR (SPRTS)	147/ 1.2	0.9	---	---	---	0.5	166/1854	1710/ 2.6	0.0	0.0		WSCR
25. WGCI (B/G)	116/ 0.9	1.0	1.0	1.0	0.7	1.0	117/1938	1912/ 2.9	2.6	2.6		WGCI
26. WFMT-F (CL)	105/ 0.8	1.4	1.2	1.1	1.1	1.1	106/2679	2566/ 3.9	5.0	5.0	E	WFMT-F
27. WYCA-F (REL)	95/ 0.8	0.6	0.9	0.6	0.7	0.7	96/1359	1342/ 2.0	2.0	2.1	C	WYCA-F
28.												
29.												
30.												

12+ FM SHARE (METRO): 68.04% (7636 of 11222) (SPG 91: 69.46%)

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 WGCI-F	1 WGCI-F	1 WGN	>> 1 WGN	> 1 WUSN-F	1 WGCI-F	1 WGCI-F	1 WGN >>
2 WGCI-F	2 WBBM-F	2 WUSN-F	2 WVAZ-F	2 WUSN-F	2 WUSN-F	> 2 WGCI-F	> 2 WGCI-F	2 WGN	2 WBBM-F	2 WBBM >>
3 WWBZ-F	3 WBBM-F	3 WVAZ-F	3 WUSN-F	3 WVAZ-F	WJJD	3 WUSN-F	3 WGN	WBBM-F	3 WGN	3 WLS >>
4	4 WXRT-F	4 WWBZ-F	4 WJMK-F	4 WJMK-F	4 WBBM	> WBBM	4 WBBM-F	4 WUSN-F	4 WWBZ-F	4 WGCI-F >>
5	5 WLUP-F	5 WBBM-F	5 WXRT-F	5 WXRT-F	5 WLS -AF	5 WBBM-F	5 WLIT-F	5 WWBZ-F	5 WVAZ-F	5 WMAQ
6	6 WVAZ-F	6 WXRT-F	6 WLUP-F	6 WGN	6 WVAZ-F	6 WLUP-F	6 WVAZ-F	6 WLUP-F	6 WBBM	6 WUSN-F
7	7 WUSN-F	7 WLUP-F	7 WCKG-F	7 WLIT-F	7 WMAQ	< 7 WMAQ	WLUP	7 WVAZ-F	7 WMAQ	7 WNUA-F
8	8 WCKG-F	8 WJMK-F	8 WWBZ-F	8 WNUA-F	8 WLIT-F	8 WVAZ-F	8 WWBZ-F	8 WJMK-F	8 WLS -AF	8 WVAZ-F
9	9 WLUP	9 WLUP	9 WNUA-F	9 WCKG-F	9 WJMK-F	9 WJJD	9 WJJD	9 WXRT-F	9 WUSN-F	9 WBBM-F
10	10	10 WCKG-F	10 WLUP-F	10 WLUP	10	WLS -AF	10 WNUA-F	10 WLIT-F	10	10

WBBM

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 WGCI-F	1 WGCI-F	1 WVAZ-F	1 WBBM-F	1 WGCI-F	1 WGCI-F	1 WGCI-F	1 WUSN-F
2 WBBM-F	2 WBBM-F	2 WVAZ-F	2 WVAZ-F	2 WGCI-F	2 WWBZ-F	2 WWBZ-F	2 WWBZ-F	2 WWBZ-F	2 WGCI-F
3 WWBZ-F	3 WVAZ-F	3 WXRT-F	3 WBBM-F	3 WUSN-F	3 WGCI-F	3 WBBM-F	3 WXRT-F	3 WUSN-F	3 WXRT-F
4 WKQX-F	4 WWBZ-F	4 WUSN-F	4 WUSN-F	4 WJMK-F	4 WLUP-F	4 WLUP-F	4 WLUP-F	4 WXRT-F	4 WLUP
5 WLUP-F	5 WXRT-F	5 WBBM-F	5 WJMK-F	5 WLIT-F	5 WLUP	5 WLUP	5 WLUP	5 WLUP	5 WLUP-F
6 WPNT-F	6 WUSN-F	6 WWBZ-F	6 WLIT-F	6 WGN	6 WXRT-F	6 WLUP	6 WCKG-F	6 WLUP	6 WJMK-F
7 WVAZ-F	7 WLUP-F	7 WTMX-F	7 WWBZ-F	7 WNUA-F	7 WUSN-F	7 WCKG-F	7 WCKG-F	7 WUSN-F	7 WBBM-F
8 WXRT-F	8 WKQX-F	8 WJMK-F	8 WPNT-F	8 WTMX-F	8 WCKG-F	8 WUSN-F	8 WBBM-F	8 WCKG-F	8 WCKG-F
9 WNUA-F	9 WTMX-F	9 WCKG-F	9 WNUA-F	9 WPNT-F	9 WOJO-F	9	9 WVAZ-F	9 WJMK-F	9 WWBZ-F
10	10	10 WLUP-F	10 WKQX-F	10 WBBM-F	10	10	10	10 WVAZ-F	10 WNUA-F

CHICAGO

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		757 (2)	757 (2)	6.7	8.1	WABT-F 103.9 Dundee/Schaumbg	0.4/1.5/ 49/1009
AOR/CLASSIC		1750 (5)	1750 (5)	15.6	16.1	WAIT 850 Crystal LK/Chcg	0.7/1.3/ 94/ 906
AC/OLDIES		1262 (6)	1262 (6)	11.2	18.7	WCBR-F 92.7 Arlington Hts	0.3/0.9/ 39/ 606
FULL SVC/VARIETY	57 (1)		57 (1)	0.5		WJOB 1230 Hammond	0.5/1.0/ 57/ 638
COUNTRY		685 (1)	685 (1)	6.1	3.8	WJPC-F 106.3 Lansing/Chicago	0.3/1.6/ 35/1047
BLACK/URBAN	178 (2)	1486 (3)	1664 (5)	14.8	13.8	WJZQ-F 95.1 Kenosha/Waukegn	0.4/1.1/ 68/ 989
SAC/EZ	89 (1)	455 (2)	544 (3)	4.8	0.8	WOPA 1200 Chicago	0.4/1.4/ 50/ 945
NEWS/TALK	2530 (6)	127 (1)	2657 (7)	23.7	22.3	WTAQ 1300 La Grange/Chicg	0.6/1.4/ 70/ 940
NOSTALGIA	463 (1)		463 (1)	4.1	4.1	WVON 1450 Chicago	0.5/0.5/ 62/ 353
RELIGION/GOSPEL		145 (2)	145 (2)	1.3	1.3	WVFX-F 103.1 Highland Park	0.3/1.1/ 34/ 746
SPANISH	269 (3)	224 (1)	493 (4)	4.4	3.4	WYLL-F 106.7 Des Plaines/Chi	0.4/1.4/ 52/ 999
CLASSICAL		319 (2)	319 (2)	2.8	3.3	WYSY-F 107.9 Aurora	0.6/1.9/ 77/1415
JAZZ/NEW AGE		387 (1)	387 (1)	3.4	3.5	WZSR-F 105.5 Woodstock/Chic	0.3/0.6/ 36/ 446
UNKNOWN/OTHERS		39 (1)	39 (1)	0.3	0.8		
	3586 (14)	7636 (27)	11222 (41)				

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, \$ 250.00 (CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, BLACK OLDIES/GOSPEL	SBN, \$ N/A (McGuild)	Gannett
WGN, 720, 50 KW	, TALK/FULL SERVICE	ABC, \$ 350.00 (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, HISPANIC	, \$ 80.00 (Katz Hisp)	Tichenor
WJJD, 1160, 50 KW/5KW (DA-2)	, NOSTALGIA	UNIULT, \$ 90.00 (Katz)	Infinity
WLS, 890, 50 KW	, TALK	ABC, \$ 100.00 (Banner)	Cap. Cities/ABC
WLUP, 1000, 50 KW (DA-2)	, TALK	, \$ 145.00 (MMR)	Evergreen
WMAQ, 670, 50 KW	, NEWS	CNN NBC, \$ 180.00 (Group W)	Westinghouse
WSCR, 820, 5 KW (DAYS)	, SPORTS	, \$ 55.00 (CBS)	Diamond
WTAQ, 1300, 5 KW/500W (DA-2)	, HISPANIC	, \$ 45.00 (Lotus)	Lotus
WVON, 1450, 1 KW	, BLACK/TALK	MBS, \$ 50.00 (Roslin)	

FM STATIONS

WBBM, 96.3, 4.2 KW @ 1554, CHR	CBS, \$ 160.00 (CBS)	CBS
WCKG, 105.9, 4.1 KW @ 1587, CLASSIC AOR	, \$ 200.00 (Katz)	Cox
WFMT, 98.7, 16 KW @ 1171, CLASSICAL	, \$ 120.00 (HNWH)	
WGCI, 107.5, 33 KW @ 600, BLACK	, \$ 225.00 (McGuild)	Gannett
WJMK, 104.3, 4 KW @ 1568, OLDIES	UNIPWR, \$ 211.00 (Katz)	Infinity
WJPC, 106.3, 3 KW @ 397, BLACK	, \$ 40.00 (---)	Johnson Pub.
WKQX, 101.1, 6 KW @ 1171, AC/AOR	SOURCE, \$ 160.00 (HNWH)	Emmis
WLIT, 93.9, 4 KW @ 1581, SOFT AC	, \$ 195.00 (Christal)	Viacom
WLS, 94.7, 4.4 KW @ 1528, SEE WLS AM		
WLUP, 97.9, 6 KW @ 1171, AOR	, \$ 320.00 (MMR)	Evergreen
WNIB, 97.1, 8.4 KW @ 1191, CLASSICAL	, \$ 110.00 (CMBS)	
WNUA, 95.5, 8.3 KW @ 1171, JAZZ/NAC	, \$ 165.00 (Durpetti)	Pyramid
WOJO, 105.1, 7.2 KW @ 1171, HISPANIC	, \$ 105.00 (Katz Hisp)	Tichenor
WPNT, 100.3, 8.2 KW @ 1171, AC	MBS, \$ 135.00 (Eastman)	Century
WTMX, 101.9, 4.2 KW @ 1558, AC	, \$ 150.00 (McGuild)	Bonneville
WUSN, 99.5, 6 KW @ 1171, COUNTRY	, \$ 160.00 (MMR)	Cook Inlet
WVAZ, 102.7, 6 KW @ 1171, BLACK AC	UPI, \$ 205.00 (Durpetti)	Broadcast Partners
WWBZ, 103.5, 4.3 KW @ 1548, AOR	, \$ 135.00 (Torbet)	Major
WXRT, 93.1, 6.7 KW @ 1309, PROG AOR	, \$ 175.00 (CBS)	Diamond

Miscellaneous: WKQX-F from AC to AC/AOR (June) . . . WUSN-F from Cook Inlet to Infinity for \$36,000,000 (E) . . .

CINCINNATI

Arbitron Rank/Pop (12+): 32/1,188,700
 MSA Rank/Pop: 30/1,730,000
 ADI # 30
 Average Person Ratings: 16.0
 Market TSL: 21.00 hours

Stations: 27/23
 Diaries: 1494/796:1/52.0%
 Sample Target: 1480
 % Below Line: 3.2
 % Not Listed: 9.8

1991 Revenue: \$57,500,000
 HH Inc.: \$32,910
 Retail \$: 12.5 Btl
 Pop per Station: 54,032
 #1 Biller: WLW \$14,900,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WLW (FS)	265/13.9	11.5	9.7	13.4	12.1	12.1	397/5545	3769/31.7	26.8	32.3	I	WLW
2. WUBE-F (C)	177/ 9.3	7.0	9.2	7.1	7.5	8.1	246/2802	1937/16.3	15.6	12.4	E	WUBE-F
3. WEBN-F (AOR)	133/ 7.0	7.0	6.7	7.4	7.4	7.0	181/2875	2084/17.5	18.1	18.9	H	WEBN-F
4. WKRR-F (CHR)	129/ 6.8	6.2	6.2	9.4	9.7	7.1	189/3790	2543/21.4	21.5	25.2	G	WKRR-F
5. WIZF-F (B)	121/ 6.4	6.3	6.4	6.3	4.5	6.4	122/1397	1344/11.3	10.4	10.2	C	WIZF-F
6. WWNK-F (AC)	112/ 5.9	6.4	6.3	5.1	5.6	5.9	133/2232	1785/15.0	14.8	16.0	F	WWNK-F
7. WOFX-F (CL AOR)	111/ 5.8	4.9	3.6	5.5	4.5	4.9	150/2333	1637/13.8	12.9	14.8	D	WOFX-F
8. WGRR-F (O)	110/ 5.8	5.4	5.8	5.9	6.7	5.7	183/3160	2057/17.3	17.3	17.0	E	WGRR-F
9. WIMJ-F (SAC)	98/ 5.2	4.7	5.9	4.6	5.5	5.1	130/1850	1404/11.8	14.1	13.5	D	WIMJ-F
10. WCKY (N/T)	68/ 3.6	5.8	4.5	3.9	3.2	4.4	82/1173	1023/ 8.6	11.0	8.1	D	WCKY
11. WRRM-F (AC)	67/ 3.5	4.1	5.0	4.8	5.1	4.3	83/1525	1279/10.8	14.4	14.5	E	WRRM-F
12. WKRC (FS)	56/ 2.9	3.8	5.0	3.7	2.8	3.8	64/1464	1191/10.0	17.1	11.3	F	WKRC
13. WMLX (BB)	45/ 2.4	3.6	4.2	2.1	3.5	3.1	46/447	416/ 3.5	4.6	5.9	A	WMLX
14.												
15.												

12+ FM SHARE (METRO): 69.85% (1198 of 1715) (SPG 91: 71.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRR-F	1 WEBN-F	1 WEBN-F<	1 WLW	1 WLW	1 WLW >	1 WLW	1 WLW	1 WLW >	1 WLW >>	1 WLW >>
2 WIZF-F>>	2 WOFX-F	2 WLW	2 WUBE-F<	2 WUBE-F	2 WUBE-F>	2 WUBE-F	2 WUBE-F	2 WUBE-F	2 WIZF-F>	2 WIZF-F
3 WWNK-F	3 WWNK-F	3 WUBE-F	3 WEBN-F	3 WEBN-F	3 WGRR-F<	3 WEBN-F>	3 WOFX-F	3 WEBN-F	3 WKRR-F	3 WUBE-F
4 WKRR-F	4 WOFX-F	4 WGRR-F	4 WGRR-F	4 WIMJ-F	4 WKRR-F	4 WEBN-F<	4 WOFX-F<	4 WWNK-F<	4 WGRR-F	4 WGRR-F
5	5 WUBE-F	5 WWNK-F<	5 WWNK-F	5 WWNK-F	5 WCKY	5 WKRC	5 WIMJ-F<	5 WGRR-F	5 WUBE-F	5 WKRC >>
6	WIZF-F	6 WKRR-F	WOFX-F	6 WOFX-F	6 WKRC	6 WIZF-F	6 WWNK-F	6 WKRR-F<	6 WGRR-F<	6 WKRR-F<
7	7 WLW >	7 WIZF-F	7 WIZF-F	7 WIZF-F	7	7 WWNK-F	7 WKRR-F	7 WWNK-F	7 WEBN-F	7 WZRZ-F
8	8 WRRM-F	WGRR-F	8 WRRM-F<	8	8	8 WGRR-F<	8 WGRR-F<	8 WIZF-F	8	WOFX-F>
9	9	9	9 WKRR-F	9	9	9 WOFX-F	9 WIZF-F	9 WIMJ-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 WKRR-F>	1 WWNK-F	1 WWNK-F	1 WWNK-F	1 WWNK-F	1 WOFX-F	1 WEBN-F	1 WEBN-F	1 WLW	1 WLW >
2 WOFX-F	2 WEBN-F	2 WRRM-F	2 WKRR-F	2 WGRR-F	2 WEBN-F	2 WOFX-F	2 WLW	2 WEBN-F	2 WUBE-F
3 WIZF-F	3 WKRR-F<	WEBN-F	3 WUBE-F	3 WUBE-F	3 WKRR-F>	WLW	3 WUBE-F	3 WOFX-F<	3 WEBN-F
4 WEBN-F	4 WIZF-F	4 WIZF-F	WIZF-F	4 WRRM-F	4 WIZF-F	4 WUBE-F	4 WOFX-F>	4 WUBE-F>	4 WOFX-F>
5 WWNK-F>	5 WOFX-F<	5 WUBE-F	WEBN-F	5 WIMJ-F<	5 WZRZ-F	5 WKRR-F	5 WWNK-F	5 WGRR-F	5 WGRR-F
6 WUBE-F>	6 WRRM-F	6 WKRR-F	6 WRRM-F<	6 WLW	6 WIZF-F	6 WIZF-F	6 WKRR-F	6	6
7 WZRZ-F	7 WUBE-F	WGRR-F	7 WGRR-F	7 WEBN-F	7 WWNK-F	7 WWNK-F	7 WKRR-F	7 WIZF-F	7
8 WIMJ-F	8	8 WOFX-F	8	8 WIZF-F	8 WUBE-F	8	8 WAQZ-F	8 WWNK-F	8
9	9	9 WLW	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		129 (1)	129 (1)	7.5	10.9	WAKW-F 93.3 Cincinnati	1.3/3.9/ 29/ 574		
AOR/CLASSIC		318 (5)	318 (5)	18.5	17.7	WAQZ-F 107.1 Clermont	1.4/4.1/ 35/ 631		
AC/OLDIES	14 (1)	300 (4)	314 (5)	18.3	27.1	WCIN 1480 Cincinnati	1.5/4.0/ 28/ 476		
FULL SVC/VARIETY	334 (3)		334 (3)	19.5	17.3	WNOP 740 Newport	0.3/1.4/ 6/ 182		
COUNTRY	10 (1)	208 (3)	218 (4)	12.7	10.4	WOXY-F 97.7 Oxford/Cinci	0.5/2.0/ 15/ 284		
BLACK/URBAN	28 (1)	121 (1)	149 (2)	8.7	7.1	WSAI 1360 Cincinnati	0.7/3.3/ 17/ 484		
SAC/EZ		98 (1)	98 (1)	5.7		WTSJ 1050 Cincinnati	0.3/1.2/ 6/ 140		
NEWS/TALK	74 (2)		74 (2)	4.3	3.6	WUBE 1230 Cincinnati	0.5/1.5/ 11/ 199		
NOSTALGIA	45 (1)		45 (1)	2.6	4.0	WZRZ-F 96.5 Hamilton	1.9/7.5/ 83/1579		
RELIGION/GOSPEL	6 (1)	24 (1)	30 (2)	1.7	1.2				
SPANISH						WHIO 1290 Dytn/Sprngfld	0.3/0.8/ 6/ 195		
CLASSICAL						WHKO-F 99.1 Dayton/Sprngfld	1.0/2.8/ 86/1137		
JAZZ/NEW AGE	6 (1)		6 (1)	0.3	0.8	WPFB 910 Middletown	0.7/1.7/ 36/ 402		
UNKNOWN/OTHERS						WPFB-F 105.9 Middletown	0.6/3.5/ 54/ 968		
	517 (11)	1198 (16)	1715 (27)			WWSN-F 107.7 Dayton	0.6/0.8/ 12/ 211		

CINCINNATI

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black		\$ 25.00	(---)	
WCKY,	1530,	50 KW (DA-N)	Talk/News	CBS NBC,	\$ 52.00	(Mc-Guild)	Federated
WKRC,	550,	5 KW/1KW (DA-2)	Full Service	ABC,	\$ 78.00	(Katz)	Great American
WLW,	700,	50 KW	Full Service/Talk	ABC,	\$200.00	(Eastman)	Jacor
WMLX,	1180,	1 KW (Days, DA)	Nostalgia	UNISUP CNN,	\$ 35.00	(Schubert)	Heritage (FLORENCE, KY)
WNOP,	740,	1 KW (Days, DA)	Jazz/Variety		\$ 25.00	(---)	
WSAI,	1360,	5 KW (DA-N)	Oldies		\$ NA	(MMR)	Booth

FM STATIONS

WEBN,	102.7,	17 KW @ 876	AOR		\$145.00	(Eastman)	Jacor
WGRR,	103.5,	20 KW @ 790	Oldies		\$ 70.00	(Banner)	Dalton (HAMILTON)
WIZF,	100.9,	1.2 KW @ 466	Black	ABC,	\$ 31.00	(HNWH)	Interurban
WKRQ,	101.9,	16 KW @ 876	CHR	ABC,	\$110.00	(Katz)	Great American
WOFX,	94.9,	31 KW @ 640	Cl AOR		\$ 64.00	(Schubert)	Heritage (FAIRFIELD)
WRRM,	98.5,	18 KW @ 807	AC		\$ 75.00	(Christal)	Susquehanna
WUBE,	105.1,	11 KW @ 918	Country	CBS,	\$ 78.00	(Christal)	American
WIMJ,	92.5,	16 KW @ 906	Soft AC/EZ		\$ 55.00	(Mc-Guild)	Federated
WWNK,	94.1,	32 KW @ 600	AC		\$ 85.00	(MMR)	Booth
WZRZ,	96.5,	20 KW @ 810	AOR	UNIPWR,	\$ 43.00	(Torbet)	(HAMILTON)

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,733,100

Stations: 24/21
Diaries: 1917/904:1/55.5%
Sample Target: 1810
% Below Line: 2.5
% Not Listed: 9.6

1991 Revenue: \$53,200,000
HH Inc.: \$29,425
Retail \$: 13.5 B11
Pop per Station: 87,619
#1 Biller: WLTF-F \$8,000,000

MSA Rank/Pop: 26/1,840,000
ADI # 11
Average Person Ratings: 17.7
Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WGAR-F (C)	295/ 9.6	8.3	6.3	6.0	7.6	7.6	408/4487	2998/17.3	16.3	15.4	E	WGAR-F
2. WMMS-F (AOR)	264/ 8.6	7.7	10.2	8.5	6.8	8.8	325/4651	3588/20.7	25.0	20.1	H	WMMS-F
3. WDOK-F (SAC)	228/ 7.4	7.7	6.1	6.9	6.9	7.0	319/4037	2917/16.8	15.5	16.8	F	WDOK-F
4. WMJI-F (O)	220/ 7.2	6.4	5.6	7.6	7.2	6.7	299/4523	3340/19.3	14.6	19.1	G	WMJI-F
5. WLTF-F (AC)	219/ 7.2	6.7	9.1	7.6	9.9	7.7	259/3755	3017/17.4	18.8	21.8	H	WLTF-F
6. WZAK-F (B)	204/ 6.7	6.3	7.0	6.1	6.8	6.5	248/2802	2282/13.2	12.4	13.5	F	WZAK-F
7. WQAL-F (AC)	176/ 5.7	5.5	5.5	4.8	5.8	5.4	203/3633	2903/16.8	17.7	18.5	D	WQAL-F
8. WRMR (BB)	161/ 5.3	5.9	5.4	5.3	4.4	5.5	205/2214	1678/ 9.7	9.0	8.7	B	WRMR
9. WJMO-F (U/CHR)	145/ 4.7	3.9	3.0	3.0	3.5	3.7	156/2967	2643/15.3	12.9	12.6	B	WJMO-F
10. WNCX-F (CL AOR)	123/ 4.0	4.6	4.6	5.8	5.7	4.8	173/3418	2455/14.2	12.6	13.8	F	WNCX-F
11. WWWE (N/T)	114/ 3.7	4.9	5.1	5.2	5.0	4.7	165/3272	2375/13.7	14.9	17.5	E	WWWE
12. WKNR (SPRIS)	80/ 2.6	1.6	1.5	0.9	0.9	1.6	103/2033	1585/ 9.1	4.3	2.9	A	WKNR
13. WNWV-F (J/NAC)	76/ 2.5	2.9	2.8	2.9	3.1	2.8	105/1646	1251/ 7.2	7.9	7.8	C	WNWV-F
WENZ-F (CHR)	76/ 2.5	2.5	3.7	4.5	4.5	3.3	136/3418	1954/11.3	11.5	15.8	D	WENZ-F
15. WCLV-F (CL)	67/ 2.2	2.6	2.0	2.2	2.0	2.3	82/1281	1168/ 6.2	5.8	7.0	C	WCLV-F
16. WJMO (B/O)	65/ 2.1	2.3	2.2	3.1	1.4	2.4	65/877	871/ 5.0	5.9	4.0	A	WJMO
17. WERE (T)	62/ 2.0	2.5	2.6	1.4	2.0	2.1	64/1152	1118/ 6.5	7.1	6.7	C	WERE
18. WABQ (G)	46/ 1.5	1.2	1.5	1.1	1.4	1.3	46/371	371/ 2.1	2.9	3.3	A	WABQ
19.												
20.												

12+ FM SHARE (METRO): 77.67% (2150 of 2768) (SPG 91: 79.66%)

TFENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMO >	1 WMMS-F >	1 WMMS-F	1 WMMS-F	1 WMJI-F <	1 WGAR-F	1 WMMS-F	1 WDOK-F <	1 WGAR-F	1 WZAK-F	1 WZAK-F >>
2 WZAK-F >	2 WZAK-F	2 WMJI-F	WMJI-F	2 WGAR-F <	2 WDOK-F	2 WMJI-F	2 WGAR-F	2 WMMS-F	2 WGAR-F	2 WERE
3 WENZ-F	3 WNCX-F	3 WLTF-F	3 WGAR-F <	3 WMMS-F	3 WMJI-F <	3 WGAR-F	3 WLTF-F <	3 WDOK-F	3 WJMO-F	3 WGAR-F
4 WMMS-F	4 WQAL-F	4 WGAR-F	4 WLTF-F >	4 WLTF-F	4 WRMR	4 WLTF-F	4 WMMS-F	4 WZAK-F <	4 WMMS-F	4 WMMS-F
5 WQAL-F	5 WLTF-F	5 WZAK-F	5 WDOK-F <	5 WDOK-F	5 WLTF-F >	5 WDOK-F	5 WMJI-F	5 WLTF-F	5 WKNR	5 WMJI-F
6	6 WJMO-F	6 WQAL-F	6 WQAL-F	6 WQAL-F	6 WWWE	6 WZAK-F	6 WRMR	6 WQAL-F	6 WQAL-F	6 WWWE <
7	WGAR-F	7 WDOK-F	7 WZAK-F	7 WZAK-F	7	7 WRMR	7 WQAL-F	WMJI-F	WLTF-F	7 WCLV-F <
8	8	8 WNCX-F	8 WNCX-F	8 WNCX-F	8	8 WQAL-F	8 WZAK-F	8 WRMR	8	8 WQAL-F
						9	9	9 WJMO-F	9	9 WNWV-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 WMMS-F <	1 WQAL-F	1 WLTF-F	1 WLTF-F <	1 WMMS-F >>	1 WMMS-F >>	1 WMMS-F >	1 WMMS-F >	1 WMJI-F
2 WMMS-F <	2 WQAL-F	WMMS-F >	2 WGAR-F <	2 WGAR-F	2 WZAK-F	2 WNCX-F	2 WNCX-F >	2 WMJI-F	2 WMMS-F
3 WLTF-F	3 WZAK-F	3 WGAR-F	3 WQAL-F	3 WDOK-F	3 WNCX-F	3 WZAK-F >	3 WMJI-F	3 WNCX-F	3 WGAR-F
4 WQAL-F	4 WLTF-F	4 WMMS-F	4 WQAL-F	4 WQAL-F	4 WJMO-F >>	4 WMJI-F >	4 WZAK-F >	4 WGAR-F	4 WNCX-F
5 WJMO-F >	5 WJMO-F	5 WZAK-F >	5 WZAK-F	WMJI-F	5	5 WJMO-F	5 WLTF-F <	5 WZAK-F	5 WLTF-F
6 WENZ-F	WGAR-F >	6 WMJI-F	6 WDOK-F	6 WMMS-F	6	WGAR-F	6 WGAR-F >	6 WLTF-F	6 WDOK-F
7 WNCX-F	7 WENZ-F	WJMO-F	7 WMJI-F >	7 WZAK-F	7	7 WLTF-F	7	7 WKNR	7 WKNR <
8	8	8 WDOK-F	8 WJMO-F	8	8	8	8	WDOK-F	8 WZAK-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		244 (3)	244 (3)	8.8	5.7	WBKC	1460	Plainesville	0.3/0.8/	11/ 144
AOR/CLASSIC		412 (3)	412 (3)	14.9	14.9	WEOL	930	Elyria	0.9/2.2/	30/ 410
AC/OLDIES		624 (4)	624 (4)	22.5	33.4	WHK	1420	Cleveland	1.0/4.9/	40/ 966
FULL SVC/VARIETY	28 (1)		28 (1)	1.0	0.7					
COUNTRY		295 (1)	295 (1)	10.7	8.5	CKLW	800	Windsor	0.7/1.8/	35/ 562
BLACK/URBAN	65 (1)	204 (1)	269 (2)	9.7	13.1	WKDD-F	96.5	Akron/Canton	0.8/4.5/	124/2572
SAC/EZ		228 (1)	228 (1)	8.2		WONE-F	97.5	Akron/Cleveland	0.8/4.6/	161/2608
NEWS/TALK	288 (4)		288 (4)	10.4	10.4	WQMX-F	94.9	Medina	0.3/1.4/	82/1108
NOSTALGIA	161 (1)		161 (1)	5.8	6.2					
RELIGION/GOSPEL	46 (1)		46 (1)	1.7	1.5					
SPANISH										
CLASSICAL		67 (1)	67 (1)	2.4	2.2					
JAZZ/NEW AGE		76 (1)	76 (1)	2.7	3.4					
UNKNOWN/OTHERS	10 (1)		10 (1)	0.4						
	598 (9)	2150 (15)	2768 (24)							

CLEVELAND

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (Days)	, Gospel	SBN, \$ 21.00	(---)	
WEOL, 930, 1 KW (DA-2)	, Full Service	MBS ABC, \$ NA	(Torbet)	(ELYRIA)
WERE, 1300, 5 KW (DA-1)	, Talk	CNN, \$ 49.00	(Mc-Guild)	Metroplex
WHK, 1420, 5 KW (DA-N)	, Business News	BRN, NBC T, \$ 39.00	(Katz)	Malrite
WJMO, 1490, 1 KW	, Black Oldies	ABC, \$ 28.00	(MMR)	United
WKNR, 1220, 50 KW (DA-N)	, Sports	ABC UNISUP, \$ NA	(---)	
WRMR, 850, 10 KW/5 KW (DA-2)	, Nostalgia	APR UNISUP, \$ 40.00	(MMR)	
WWWE, 1100, 50 KW	, News/Talk	CBS ABC, \$ 70.00	(Christal)	Booth

FM STATIONS

WCLV, 95.5, 31 KW @ 620	, Classical	, \$ 57.00	(HNWH)	
WDOK, 102.1, 12 KW @ 1004	, Soft AC/EZ	, \$ 80.00	(MMR)	
WGAR, 99.5, 50 KW @ 499	, Country	, \$ 78.00	(HNWH)	Nationwide
WJMO, 92.3, 40 KW @ 236	, Urban/CHR	ABC, \$ 46.00	(MMR)	United
WLTF, 106.5, 11 KW @ 1059	, AC	APR, \$155.00	(Christal)	Booth
WMJI, 105.7, 27 KW @ 899	, Oldies	, \$130.00	(Eastman)	Legacy
WMMS, 100.7, 34 KW @ 600	, AOR	SOURCE NBC, \$151.00	(Katz)	Malrite
WNCX, 98.5, 16 KW @ 961	, Classic AOR	ABC CBS, \$ 88.00	(Mc-Guild)	Metroplex
WNWV, 107.3, 50 KW @ 466	, Jazz/NAC	, \$ 53.00	(Torbet)	(ELYRIA)
WPHR, 107.9, 70 KW @ 390	, CHR	UNIPWR, \$ 57.00	(Torbet)	Ardman
WENZ, 104.1, 11 KW @ 1059	, AC	UNISUP, \$ 65.00	(Banner)	ML/Win
WZAK, 93.1, 28 KW @ 620	, Black	CBS, \$ 85.00	(Durpetti)	Zapis

Miscellaneous: WPWR-F to WENZ-F (May) . . .

***** FORMAT CODES *****

* 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	REL - 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	*
*		*

***** REVENUE LEVEL CODES *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*
*		*

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 110/333,100
 MSA Rank/Pop: 117/406,000
 ADI # 99 (w/Pueblo)
 Average Person Ratings: 16.7
 Market TSL: 21.75 hours

Stations: 19/16
 Diaries: 844/395:1/57.5%
 Sample Target: 800
 % Below Line: 4.3
 % Not Listed: 15.0

1991 Revenue: \$9,500,000
 HH Inc.: \$29,615
 Retail \$: 2.9 Bil
 Pop per Station: 20,818
 #1 Biller: KKCS-AF \$1,700,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KKCS-F (C)	74/13.3	13.7	14.0	16.6	12.9	14.4	97/1180	873/26.2	26.3	25.0	C	KKCS-F
2. KKM-F (CHR)	54/9.7	9.6	8.9	5.7	8.5	8.5	81/1047	706/21.2	17.7	19.0		KKMG-F
3. KKF-F (CL AOR)	50/9.0	6.0	6.3	5.5	6.4	6.7	66/826	553/16.6	14.7	16.3	C	KKFM-F
4. KCLI-F (SAC)	48/8.6	6.5	6.8	7.8	8.0	7.4	60/869	678/20.4	19.8	17.6		KCLI-F
5. KSPZ-F (O)	42/7.6	6.7	6.7	7.0	5.3	7.0	54/680	540/16.2	18.8	15.2		KSPZ-F
6. KVOR (N/T)	32/5.8	6.5	7.2	4.5	5.3	6.0	32/428	414/12.4	15.3	10.9		KVOR
7. KVUU-F (AC)	31/5.6	5.3	4.0	4.9	5.8	4.9	38/820	622/18.7	15.5	14.2		KVUU-F
8. KRDO-F (SAC)	31/5.6	6.3	7.7	5.1	8.1	6.2	50/607	423/12.7	14.6	15.2		KRDO-F
9. KILO-F (AOR)	24/4.3	4.2	4.0	3.4	3.4	4.0	34/545	427/12.8	10.5	11.4		KILO-F
10. KOA (N/T)	19/3.4	4.4	4.7	4.2	4.8	4.2	42/634	295/8.9	13.0	10.9		KOA
11. KATM-F (AOR)	19/3.4	4.0	4.6	5.1	5.7	4.3	23/622	475/14.3	15.3	15.0		KATM-F
12. KCMN (BB)	15/2.7	1.9	1.4	2.5	1.4	2.1	15/122	119/3.6	4.4	3.7		KCMN
13. KIKX-F (CHR)	12/2.2	3.0	4.4	4.9	5.8	3.6	16/508	407/12.2	14.0	18.5		KIKX-F
14.												
15.												

12+ FM SHARE (METRO): 82.63% (390 of 472) (SPG 91: 83.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKM-F>>	1 KKM-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F>	1 KKM-F	1 KKCS-F
2 KKCS-F	2 KKF-F	2 KKF-F	2 KKF-F	2 KKF-F	2 KRDO-F<	2 KKM-F<	2 KCLI-F<	2 KKM-F	2 KKCS-F	2 KKM-F
KIKX-F	KKCS-F	3 KKM-F<	3 KCLI-F	3 KCLI-F	3 KVOR	3 KKF-F	3 KKF-F	3 KKF-F<	3 KKF-F	3 KOA
KATM-F	4 KCLI-F	4 KCLI-F	4 KSPZ-F	4 KSPZ-F>	4 KSPZ-F	4 KCLI-F	4 KSPZ-F	4 KCLI-F<	4 KSPZ-F	4 KKF-F>
5	5 KILO-F	5 KSPZ-F	5 KVUU-F	5 KVUU-F	5 KCLI-F	5 KSPZ-F	5 KVOR	5 KSPZ-F>	5 KOA	5 KILO-F
6	6 KVUU-F	6 KVUU-F	6 KKM-F	6 KKM-F	6 KKF-F	6 KVOR	6 KKM-F	6 KVOR <	6 KVUU-F	6 KRDO-F
7	7 KATM-F	7 KILO-F	7	7	7	7 KVUU-F	7 KRDO-F	7 KVUU-F	KILO-F	7
8	8	8	8	8	8	8 KRDO-F	8	KRDO-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 KKM-F>>	1 KKM-F<	1 KCLI-F	1 KKCS-F	1 KCLI-F	1 KKM-F>	1 KKF-F>	1 KKF-F>	1 KKF-F>	1 KKF-F
2 KKCS-F>>	2 KKCS-F<	2 KKCS-F	2 KCLI-F	2 KKCS-F	2 KKF-F	2 KKM-F	2 KKCS-F	2 KKCS-F	2 KKCS-F>
3 KCLI-F	3 KCLI-F>	3 KVUU-F	3 KSPZ-F	3 KSPZ-F>	3 KILO-F>	3 KKCS-F	3 KILO-F>	3 KKM-F	3 KSPZ-F
KILO-F	4 KVUU-F>	4 KKM-F	4 KSPZ-F	4 KVUU-F	4 KKCS-F	KILO-F>	4 KVUU-F	4 KILO-F	4 KCLI-F
KATM-F>	5 KSPZ-F	5 KKF-F	5 KVUU-F	5 KKF-F	KATM-F	5 KCLI-F	5 KKM-F	5 KCLI-F	5 KVUU-F
6 KVUU-F	6 KKF-F	6 KSPZ-F>	6 KKF-F	6 KRDO-F	6	KATM-F	6 KCLI-F>	6 KSPZ-F	6 KKM-F
KSPZ-F	7 KATM-F	7 KATM-F	7	7	7	7	7 KSPZ-F	7	7
KIKX-F	8	8	8	8	8	8	KATM-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		66 (2)	66 (2)	14.0	16.6	KCBR 1040 Mmnt/Co Sprngs	0.7/2.1/ 4/ 72		
AOR/CLASSIC		93 (3)	93 (3)	19.7	18.3	KKCS 1460 Colorado Sprngs	0.7/2.5/ 5/ 96		
AC/OLDIES		73 (2)	73 (2)	15.5	23.6	KRDO 1240 Colorado Sprngs	1.1/5.6/ 7/ 229		
FULL SVC/VARIETY						KWYD 1580 Colorado Sprngs	0.4/1.7/ 2/ 59		
COUNTRY	10 (2)	74 (1)	84 (3)	17.8	16.6				
BLACK/URBAN						KRYT-F 107.9 Pueblo	0.4/1.1/ 13/ 184		
SAC/EZ		79 (2)	79 (2)	16.7	9.4	KVOD-F 99.5 Denver	0.5/1.5/ 3/ 49		
NEWS/TALK	51 (2)	2 (1)	53 (3)	11.2	12.7				
NOSTALGIA	15 (1)		15 (1)	3.2	1.6				
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	0.6				
SPANISH									
CLASSICAL		3 (1)	3 (1)	0.6	0.4				
JAZZ/NEW AGE									
UNKNOWN/OTHERS	4 (1)		4 (1)	0.8					
	82 (7)	390 (12)	472 (19)						

COLORADO SPRINGS

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	, NOSTALGIA	CNN, UNISUP	, \$ 13.00 (K & P)	
KRDO, 1240, 1 KW (DA-1)	, COUNTRY		, \$ 13.00 (HNWH)	
KSSS, 740, 3.5KW/1.5 KW(DA-2)	, SEE KVUU-FM			
KVOR, 1300, 5 KW/1 KW	, NEWS/TALK	ABC CBS	, \$ 25.00 (Katz)	Unistar
KATM-F, 100.7, 13 KW @ 2122	AOR		, \$ 21.00 (Banner)	Salem (PUEBLO)
KHII-F, 105.5, .4 KW @ 2227	COUNTRY	SMN	, \$ 12.00 (K & P)	(SECURITY)
KIKX-F, 102.7, 100 KW @ 2001	CHR		, \$ 24.00 (Banner)	Wiskes/Abaris
KILO-F, 93.9, 83 KW @ 2109	AOR		, \$ 30.00 (Eastman)	Bahakel
KKCS-F, 101.9, 79 KW @ 2178	COUNTRY		, \$ 44.00 (Torbet)	Walton
KKFM-F, 96.5, 71 KW @ 2289	CLASSIC AOR		, \$ 35.00 (Christal)	Citadel
KKLI-F, 106.3, 1.6 W @ 2224	SOFT AC		, \$ 24.00 (Torbet)	Tippie
KKMG-F, 98.9, 70 KW @ 2299	CHR		, \$ 20.00 (Banner)	(PUEBLO)
KRDO-F, 95.1, 96 KW @ 2011	EZ		, \$ 29.00 (HNWH)	
KSPZ-F, 92.9, 72 KW @ 2129	OLDIES	UNISUP	, \$ 32.00 (Katz)	Unistar
KVUU-F, 99.9, 68 KW @ 2001	AC	NBC	, \$ 27.00 (McGuild)	Dick (PUEBLO)
	KOA -- See Denver			

Miscellaneous: KATM-F (Pueblo) sold to Surrey to Atsinger (Salem) for \$950,000 (MVP; Kall) . . .

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/385,800

Stations: 16/16
Diaries: 942/410:1/50.8%
Sample Target: 850
% Below Line: 0.0
% Not Listed: 14.9

1991 Revenue: \$14,900,000
HH Inc.: \$32,602
Retail \$: 3.7 Bil
Pop per Station: 24,112
#1 Biller: WCOS-AF \$3,100,000

MSA Rank/Pop: 106/465,000
ADI # 87
Average Person Ratings: 16.5
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WWDM-F (B)	117/18.4	17.6	16.5	15.2	14.9	16.9	186/1714	994/25.8	23.9	21.9	D	WWDM-F
2. WCOS-F (C)	85/13.4	14.0	16.4	15.7	17.5	14.9	166/1962	992/25.7	28.8	28.5	E	WCOS-F
3. WNOK-F (CHR)	54/ 8.5	8.6	9.3	8.0	10.8	8.6	80/1505	833/21.6	25.5	23.5	C	WNOK-F
4. WMFX-F (AOR)	46/ 7.2	6.8	5.4	5.5	6.4	6.2	50/690	576/14.9	14.9	15.3	C	WMFX-F
5. WVOC (N/T)	41/ 6.4	8.3	8.0	7.8	7.9	7.6	49/706	566/14.7	16.3	15.9	B	WVOC
6. WTCB-F (AC)	38/ 6.0	4.1	4.8	5.5	6.1	5.1	76/1089	540/14.0	11.6	15.1	C	WTCB-F
WHKZ-F (C)	38/ 6.0	4.2	5.3	2.4	2.6	4.5	46/681	521/13.5	13.8	11.1	A	WHKZ-F
8. WOMG-F (D)	36/ 5.7	5.0	4.2	4.7	6.1	4.9	42/659	544/14.1	11.9	14.1	C	WOMG-F
9. WTGH (G)	19/ 3.0	2.9	2.9	4.9	1.7	3.4	19/243	239/ 6.2	7.1	6.0	A	WTGH
10. WKWQ-F (B)	18/ 2.8	1.8	1.8	1.6	1.5	2.0	18/288	270/ 7.0	4.5	4.0	A	WKWQ-F
11. WOIC (B)	17/ 2.7	2.9	3.0	2.6	2.6	2.8	17/233	226/ 5.9	6.7	4.9	A	WOIC
12. WSCQ-F (AC)	14/ 2.2	2.1	2.9	3.4	2.6	2.7	15/295	282/ 7.3	8.8	8.4	B	WSCQ-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 84.66% (458 of 541) (SPG 91: 85.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWDM-F>>	1 WWDM-F>>	1 WWDM-F>	1 WWDM-F>	1 WWDM-F>	1 WCOS-F>	1 WWDM-F<	1 WWDM-F<	1 WWDM-F	1 WWDM-F>>	1 WWDM-F
2 WNOK-F	2 WMFX-F	2 WCOS-F	2 WCOS-F	2 WCOS-F>	2 WVOC	2 WCOS-F>>	2 WCOS-F>	2 WCOS-F>	2 WNOK-F>	2 WVOC
3	3 WNOK-F	3 WMFX-F	3 WMFX-F	3 WMFX-F	3 WWDM-F	3 WTCB-F<	3 WVOC	3 WMFX-F<	3 WMFX-F	3 WCOS-F>
4	4 WCOS-F>	4 WNOK-F>	4 WHKZ-F	4 WHKZ-F	4 WTCB-F	4 WNOK-F	4 WMFX-F<	4 WNOK-F	4 WCOS-F	4
5	5 WHKZ-F	5 WOMG-F	5 WTCB-F	5 WTCB-F	5 WOMG-F	5 WVOC <	5 WNOK-F<	5 WOMG-F	5	5
6	6	6 WHKZ-F	6 WOMG-F	6 WOMG-F	6	6	6 WOMG-F	6	6	6
7	7	7	7 WNOK-F	7	7	7	7 WTCB-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 WWDM-F>>	1 WWDM-F>>	1 WWDM-F>>	1 WWDM-F>>	1 WWDM-F>	1 WWDM-F>	1 WWDM-F	1 WWDM-F	1 WWDM-F>	1 WWDM-F
2 WNOK-F>>	2 WNOK-F>	2 WNOK-F	2 WNOK-F	2 WCOS-F	2 WNOK-F>	2 WMFX-F>	2 WMFX-F>>	2 WMFX-F	2 WCOS-F
3 WOMG-F	3 WCOS-F	3 WHKZ-F	3 WCOS-F	3 WTCB-F	3 WCOS-F	3 WNOK-F	3 WNOK-F	3 WCOS-F>	3 WMFX-F>
4 WMFX-F	4 WMFX-F	4 WCOS-F	4 WTCB-F	4 WHKZ-F	4 WMFX-F>	4 WCOS-F>	4 WCOS-F	4 WNOK-F	4 WVOC
5 WCOS-F	5 WOMG-F	5 WTCB-F	5 WOMG-F	5 WNOK-F	5 WOMG-F	5 WHKZ-F	5 WHKZ-F	5 WVOC	5 WHKZ-F
6	6 WHKZ-F	6 WMFX-F	6 WHKZ-F	6 WOMG-F	6	6	6	6 WHKZ-F	6
7	7	7 WOMG-F	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		54 (1)	54 (1)	10.0	16.2	WAAS-F 93.5 Columbia	1.9/6.9/ 12/ 299		
AOR/CLASSIC		46 (1)	46 (1)	8.5	7.4	WCOS 1400 Columbia	0.3/2.5/ 2/ 114		
AC/OLDIES	2 (1)	100 (4)	102 (5)	18.9	21.9	WOMG 1320 Columbia	0.3/1.5/ 2/ 56		
FULL SVC/VARIETY						WQXL 1470 Columbia	0.3/1.5/ 3/ 78		
COUNTRY		123 (2)	123 (2)	22.7	21.0				
BLACK/URBAN	17 (1)	135 (2)	152 (3)	28.1	22.0				
SAC/EZ									
NEWS/TALK	41 (1)		41 (1)	7.6	9.2				
NOSTALGIA									
RELIGION/GOSPEL	21 (2)		21 (2)	3.9	2.3				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4					
	83 (6)	458 (10)	541 (16)						

COLUMBIA, SC

RADIO STATIONS

WOIC, 1230, 1 KW (DA-1)	, BLACK	, \$ 14.00 (Banner)	Voyager
WQXL, 1470, 5 KW (DAYS)	, RELIGION	SBN, \$ 12.00 (---)	
WTGH, 620, 1 KW/125 W (DA-1)	, GOSPEL	SBN, \$ 15.00 (---)	Willis
WVOC, 560, 5 KW (DA-N)	, NEWS/TALK	CNN CBS, \$ 24.00 (Banner)	
WAAS-F, 93.5, 1.7 KW @ 426, AC		, \$ 30.00 (Banner)	
WCOS-F, 97.5, 100 KW @ 984, COUNTRY		SMN ABC, \$ 71.00 (McGuild)	Ragan Henry
WHKZ-F, 96.7, 3 KW @ 626, COUNTRY		, \$ 23.00 (K&P)	Universal (CAYCE)
WKWQ-F, 93.1, 2.1 KW @ 561, BLACK		UNIPWR, \$ 17.00 (---)	Willis (BATESBURG)
WMFX-F, 102.3, 3 KW @ 321, AOR		SOURCE, \$ 47.00 (Durpetti)	Baum (ST. ANDREWS)
WNOK-F, 104.7, 100 KW @ 1000, CHR		ABC, \$ 45.00 (Katz)	Voyager
WOMG-F, 103.1, 3 KW @ 298, OLDIES		MBS, \$ 28.00 (Schubert)	John Price
WSCQ-F, 100.1, 5.9 KW @ 331, AC		CNN, \$ 23.00 (Eastman)	American Network
WTCB-F, 106.7, 100 KW @ 787, AC		APR, \$ 38.00 (Christal)	Bloomington (ORANGEBURG)
WWDM-F, 101.3, 100 KW @ 1322, Black		UNIPWR, \$ 53.00 (HNWH)	(SUMTER)

COLUMBUS, GA

Arbitron Rank/Pop (12+): 162/199,500

Stations: 12/12
Diaries: 721/277:1/49.1%
Sample Target: 640
% Below Line: 0.0
% Not Listed: 10.5

1991 Revenue: \$7,200,000
HH Inc.: \$27,577
Retail \$: 1.7 Bill
Pop per Station: 16,625
#1 Biller: WSTH-AF \$1,300,000

MSA Rank/Pop: 184/243,200
ADI # 121
Average Person Ratings: 16.6
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WSTH-F (C)	52/15.7	----	12.4	----	14.1	----	101/1172	506/25.4	0.0	24.2	C	WSTH-F
2. WAGH-F (B)	45/13.6	----	11.0	----	10.9	----	52/553	473/23.7	0.0	23.2	B	WAGH-F
3. WGSY-F (AC)	42/12.7	----	15.9	----	11.4	----	59/686	508/25.5	0.0	26.0	C	WGSY-F
4. WVRK-F (AOR)	36/10.8	----	6.9	----	11.7	----	76/799	260/13.0	0.0	14.4	A	WVRK-F
5. WFXE-F (B)	33/ 9.9	----	9.5	----	8.2	----	40/660	496/24.9	0.0	24.7	B	WFXE-F
6. WCGQ-F (CHR)	26/ 7.8	----	13.5	----	11.1	----	50/790	384/19.2	0.0	24.6	C	WCGQ-F
7. WOKS (B)	24/ 7.2	----	8.1	----	10.1	----	27/312	274/13.7	0.0	14.6	A	WOKS
8. WEAM (G)	20/ 6.0	----	2.9	----	0.8	----	20/166	163/ 8.2	0.0	4.2	A	WEAM
9. WRCG (N/T)	11/ 3.3	----	5.8	----	3.5	----	16/248	191/ 9.6	0.0	10.7	A	WRCG

12+ FM SHARE (METRO): 80.13% (238 of 297) (SPG 91: 79.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAGH-F>>	1 WVRK-F	1 WSTH-F	1 WSTH-F	1 WSTH-F	1 WSTH-F	1 WSTH-F>	1 WGSY-F	1 WSTH-F	1 WAGH-F	1 WSTH-F>>
2 WFXE-F>	2 WAGH-F	2 WVRK-F<	2 WGSY-F	2 WGSY-F	2 WGSY-F>	2 WSTH-F<	2 WSTH-F	2 WAGH-F<	2 WFXE-F>	2 WAGH-F
3 WCGQ-F	3 WSTH-F	3 WAGH-F	3 WAGH-F>	3 WAGH-F>	3 WOKS	3 WAGH-F	3 WVRK-F	3 WGSY-F	3 WSTH-F	3 WOKS
4	WCGQ-F	4 WGSY-F>	4 WVRK-F	4 WVRK-F	4 WEAM	4 WVRK-F	4 WAGH-F	4 WVRK-F	4 WVRK-F	4 WOKS
5	5 WGSY-F	5 WCGQ-F	5 WFXE-F	5 WFXE-F	5 WFXE-F	5 WFXE-F	5 WFXE-F	5 WCGQ-F	5 WGSY-F	5
6	6	6 WFXE-F	6	6	6	6	6	6 WFXE-F>>	6 WCGQ-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 WVRK-F	1 WVRK-F	1 WGSY-F>	1 WGSY-F	1 WGSY-F>	1 WVRK-F>>	1 WVRK-F>	1 WSTH-F>	1 WSTH-F	1 WSTH-F>>
2 WAGH-F>	WAGH-F	2 WFXE-F	2 WAGH-F	2 WSTH-F	2 WCGQ-F>	2 WSTH-F	2 WVRK-F	2 WVRK-F	2 WAGH-F
3 WCGQ-F>	3 WGSY-F	3 WAGH-F	3 WFXE-F	3 WFXE-F	3 WAGH-F>	WCGQ-F	WAGH-F	3 WAGH-F	3 WGSY-F
4 WFXE-F>	WFXE-F	4 WVRK-F>	4 WVRK-F	4 WAGH-F	4 WGSY-F	WAGH-F	4 WCGQ-F	4 WCGQ-F	4 WVRK-F
5 WSTH-F	5	5 WSTH-F	5 WSTH-F	5 WOKS	5	5	5	5 WGSY-F	5

FORMATS	AM	FM	TOTAL	%	SPG 91	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		26 (1)	26 (1)	8.8	14.8		WHYD 1270 Phenix Cty/C1mb	0.3/2.0/	1/	41
AOR/CLASSIC		36 (1)	36 (1)	12.1	7.6		WPNX 1460 Columbus/GA-Phx	0.9/4.2/	4/	93
AC/OLDIES		42 (1)	42 (1)	14.1	17.4		WVJ-F 93.3 Manchester	1.2/5.1/	14/	272
FULL SVC/VARIETY										
COUNTRY	3 (1)	52 (1)	55 (2)	18.5	15.8					
BLACK/URBAN	24 (1)	78 (2)	102 (3)	34.3	33.1					
SAC/EZ										
NEWS/TALK	11 (1)		11 (1)	3.7	6.3					
NOSTALGIA										
RELIGION/GOSPEL	21 (2)	4 (1)	25 (3)	8.4	5.0					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	59 (5)	238 (7)	297 (12)							

RADIO STATIONS

WEAM , 1580,	2.3 KW/1 KW (DA-1)	Gospel		\$ 8.00 (---)	GHB
WOKS , 1340,	1 KW (DA-1)	Black		AURN, \$13.00	(Katz)
WRCG , 1420,	5 KW (DA-N)	News/Talk		ABC CBS, \$11.00	(Christal)
WAGH-F, 98.3,	3 KW @ 328	Black		\$16.00	(K & P)
WCGQ-F, 107.3,	100 KW @ 1010	CHR		ABC, \$24.00	(Christal)
WFXE-F, 104.9,	6 KW @ 289	Black		ABC, \$17.00	(Katz)
WGSY-F, 100.1,	6 KW @ 328	AC		\$23.00	(Torbet) Woodfin (PHOENIX CITY)
WSTH-F, 106.1,	100 KW @ 981	Country		NBC ABC, \$26.00	(Mc-Guild) (ALEX. CITY)
WVJ-F, 93.3,	100 KW @ 1250	Religion		\$ 8.00	(Regional) (MANCHESTER)
WVRK-F, 102.9,	100 KW @ 1519	AOR		UNIPWR ABC, \$21.00	(Mc-Guild)

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,157,400
 MSA Rank/Pop: 35/1,360,000
 ADI # 34
 Average Person Ratings: 15.8
 Market TSL: 21.00 hours

Stations: 24/23
 Diaries: 1484/780:1/50.8%
 Sample Target: 1430
 % Below Line: 1.8
 % Not Listed: 12.3

1991 Revenue: \$43,000,000
 HH Inc.: \$28,503
 Retail \$: 10.8 Bil
 Pop per Station: 50,322
 #1 Biller: WNCI-F \$8,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WNCI-F (CHR)	192/10.5	11.0	7.5	11.4	11.1	10.1	238/3934	2979/25.7	21.4	23.9	H	WNCI-F
2. WTVN (FS)	165/ 9.0	10.1	8.0	9.1	10.8	9.1	197/2482	1984/17.1	16.6	19.2	H	WTVN
3. WSNY-F (AC)	142/ 7.8	8.7	9.5	9.1	8.5	8.8	151/2300	2094/18.1	22.2	22.2	H	WSNY-F
4. WLWQ-F (AOR)	122/ 6.7	7.5	8.1	8.9	7.9	7.8	136/2271	1905/16.5	16.5	18.5	G	WLWQ-F
5. WHOK-F (C)	100/ 5.5	7.4	5.7	5.4	6.8	6.0	177/2417	1587/13.7	13.8	14.3	D	WHOK-F
6. WWHT-F (CHR)	79/ 4.3	3.3	3.5	2.3	4.6	3.3	83/1417	1338/11.6	11.0	10.1	A	WWHT-F
7. WRVF-F (C)	78/ 4.3	3.4	3.1	1.2	0.9	3.0	84/1011	962/ 8.3	6.6	5.0	A	WRVF-F
WCLT-F (C)	78/ 4.3	2.9	2.6	2.1	2.5	3.0	155/1396	735/ 6.4	4.8	4.9	A	WCLT-F
9. WMGG-F (CL AOR)	77/ 4.2	3.4	5.4	5.2	4.7	4.6	98/1906	1548/13.4	13.2	13.4	D	WMGG-F
10. WVKO (B)	75/ 4.1	3.6	2.5	3.3	2.7	3.4	75/833	825/ 7.1	5.9	7.1	B	WVKO
11. WCOL-F (O)	68/ 3.7	3.8	5.4	5.6	4.7	4.6	94/1616	1214/10.5	14.4	13.6	D	WCOL-F
12. WBNS-F (O)	65/ 3.6	2.7	3.9	6.9	5.9	4.3	75/1382	1152/10.0	13.2	13.3	D	WBNS-F
13. WCKX-F (B)	52/ 2.8	2.0	2.7	1.4	1.2	2.2	52/768	725/ 6.3	6.4	4.6	A	WCKX-F
WBNS (BB)	52/ 2.8	3.5	3.7	2.5	1.7	3.1	52/825	780/ 6.7	11.7	5.2	A	WBNS
15. WMNI (C)	46/ 2.5	2.2	2.7	2.2	2.0	2.4	49/570	512/ 4.4	4.4	4.6	A	WMNI
16. WWCD-F (AOR)	40/ 2.2	1.3	1.5	2.6	2.9	1.9	41/696	690/ 6.0	5.2	5.6	A	WWCD-F
17. WRZR-F (AOR)	37/ 2.0	3.7	1.6	1.7	0.8	2.3	63/863	562/ 4.9	5.0	3.5	A	WRZR-F
18. WLW (FS)	33/ 1.8	1.5	2.2	2.1	1.6	1.9	69/1397	669/ 5.8	6.4	5.7	A	WLW
19. WCEZ-F (SAC)	31/ 1.7	1.2	1.4	0.3	----	1.1	33/524	471/ 4.1	2.7	0.0	A	WCEZ-F
20. WTLT-F (REL)	23/ 1.3	1.4	1.0	1.5	1.6	1.3	24/447	422/ 3.6	2.7	4.3	A	WTLT-F

12+ FM SHARE (METRO): 75.12% (1205 of 1604) (SPG 91: 76.38%)

TEFNS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F<	1 WNCI-F	1 WNCI-F	1 WNCI-F<	1 WSNY-F<	1 WTVN >	1 WTVN	1 WNCI-F	1 WNCI-F>	1 WNCI-F	1 WRVF-F
2 WWHT-F>>	2 WLWQ-F>	2 WSNY-F	2 WSNY-F	2 WNCI-F	2 WSNY-F	2 WNCI-F>	2 WSNY-F	2 WLWQ-F<	2 WTVN	1 WNCI-F
3 WCKX-F	3 WSNY-F<	3 WLWQ-F>	3 WLWQ-F>	3 WLWQ-F	3 WHOK-F	3 WSNY-F	3 WSNY-F	3 WSNY-F	3 WSNY-F	3 WTVN
4	4 WMGG-F>	4 WMGG-F	4 WTVN	4 WTVN >	4 WNCI-F<	4 WLWQ-F>	4 WLWQ-F>	4 WTVN	4 WLWQ-F	4 WCLT-F
5	5 WWHT-F	5 WTVN	5 WCOL-F<	5 WCOL-F<	5 WBNS	5	5 WHOK-F<	5 WHOK-F	5 WLW	5 WSNY-F
6	6	6 WRVF-F	6 WMGG-F	6 WVKO	6	6	6 WCOL-F	6 WMGG-F	6 WHOK-F<	6 WHOK-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	MFN 25-54
1 WNCI-F>>	1 WNCI-F>	1 WNCI-F>	1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WLWQ-F>	1 WLWQ-F>>	1 WLWQ-F>	1 WLWQ-F
2 WWHT-F	2 WSNY-F<	2 WLWQ-F	2 WSNY-F>	2 WSNY-F>	2 WMGG-F	2 WNCI-F	2 WMGG-F	2 WNCI-F	2 WTVN
3 WSNY-F	3 WLWQ-F>	3 WSNY-F>	3 WLWQ-F>	3 WLWQ-F>>	3 WLWQ-F>>	3 WMGG-F	3 WNCI-F	3 WMGG-F	3 WSNY-F
4 WLWQ-F	4 WWHT-F>	4 WVKO	4 WVKO	4 WVKO	4 WRZR-F	4 WRZR-F	4 WNCI-F	4 WTVN	4 WNCI-F<
5 WMGG-F	5 WRVF-F	5 WRVF-F	5 WWHT-F	5 WTVN	5 WSNY-F	5 WWCD-F<	WRZR-F	WSNY-F>	5 WMGG-F
6 WRVF-F	WMGG-F	WCKX-F	6	6 WCOL-F	6 WCLT-F	6 WSNY-F	6 WCLT-F	6 WRVF-F	6
7 WHOK-F	7	7	7	7	WWHT-F	7	7 WSNY-F	7 WCOL-F	7
					WWCD-F	8	8 WCKX-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA	TSA
						SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		286 (3)	286 (3)	17.8	18.1	WCOL 1230 Columbus	1.0/3.5/ 19/ 406	
AOR/CLASSIC		276 (4)	276 (4)	17.2	17.8	WHTH 790 Heath/Newark	0.5/0.9/ 10/ 117	
AC/OLDIES	19 (1)	275 (3)	294 (4)	18.3	24.1	WNKO-F 101.7 Newark/Heath	0.8/1.6/ 15/ 189	
FULL SVC/VARIETY	198 (2)		198 (2)	12.3	14.8	WSW7-F 103.5 Lancaster	0.3/1.7/ 9/ 224	
COUNTRY	55 (2)	262 (4)	317 (6)	19.8	14.2			
BLACK/URBAN	75 (1)	52 (1)	127 (2)	7.9	4.5			
SAC/EZ		31 (1)	31 (1)	1.9				
NEWS/TALK								
NOSTALGIA	52 (1)		52 (1)	3.2	2.0			
RELIGION/GOSPEL		23 (1)	23 (1)	1.4	2.2			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE					1.4			
UNKNOWN/OTHERS					0.9			
	399 (7)	1205 (17)	1604 (24)					

COLUMBUS, OH

RADIO STATIONS

AM STATIONS

WBNS, 1460,	5 KW/1 KW (DA-N) ,	Nostalgia	APR CBS, \$ 32.00	(Banner)	Columbus Dispatch
WCOL, 1230,	1 KW	SEE WCOL-FM			
WMNI, 920,	1 KW/500 W (DA-2),	Country	MBS NBC, \$ 30.00	(Eastman)	
WRFD, 880,	9 KW (Days, DA) ,	Religion	, \$ 21.00	(---)	Salem
WTVN, 610,	5 KW (DA-N) ,	Full Service	ABC, \$123.00	(Katz)	Great American
WVKO, 1580,	1 KW/250 W (DA-2),	Black	SBN UNIPWR, \$ 32.00	(Mc-Guild)	Saga

FM STATIONS

WBBY, 103.9,	2.6 KW @ 361	, Jazz	NBC, \$ 30.00	(---)	(WESTERVILLE)
WBNS, 97.1,	21 KW @ 781	, Oldies	CBS, \$ 47.00	(Banner)	Columbus Dispatch
WCKX, 106.3,	3 KW @ 298	, Black	SBN, NBN, \$ 27.00	(---)	(LONDON)
WCLT, 100.3,	50 KW @ 390	, Country	MBS, \$ NA	(---)	(NEWARK)
WCOL, 92.3,	22 KW @ 754	, Oldies	, \$ 60.00	(Christal)	Great Trails
WHOK, 95.5,	50 KW @ 492	, Country	APR, \$ 55.00	(Eastman)	
WLVQ, 96.3,	18 KW @ 751	, AOR	, \$140.00	(Katz)	Great American
WMGG, 99.7,	20 KW @ 783	, AOR	, \$ 67.00	(Eastman)	
WNCI, 97.9,	175 KW @ 561	, CHR	APR, \$163.00	(MMR)	Nationwide
WRVF, 98.9,	3 KW @ 328	, Country	CNN, \$ 29.00	(Eastman)	(UPPER ARLINGTON)
WRZR, 103.1,	3 KW @ 298	, AOR	SMN, \$ 24.00	(---)	Ragan Henry (JOHNSTOWN)
WSNY, 94.7,	22 KW @ 754	, AC	, \$168.00	(Mc-Guild)	Saga
WWCD, 101.1,	3 KW @ 328	, Prog AOR	, \$ NA	(---)	(GROVE CITY)
WWHT, 105.7,	6 KW @ 328	, CHR	ABC, \$ NA	(Schubert)	(MARYSVILLE)

Miscellaneous: WMGG-F from Classic AOR to AOR (June) . . .

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 132/277,600
 MSA Rank/Pop: 139/349,800
 ADI # 125
 Average Person Ratings: 17.0
 Market TSL: 22.75 hours

Stations: 18/17
 Diaries: 806/344:1/45.6%
 Sample Target: 750
 % Below Line: 0.6
 % Not Listed: 16.5

1991 Revenue: \$7,800,000
 HH Inc.: \$27,776
 Retail \$: 2.3 Bil
 Pop per Station: 16,329
 #1 Biller: KOUL-F \$1,400,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KRYS-AF (C)	65/13.7	12.7	10.7	13.4	10.6	----	98/1346	852/30.7	31.2	29.7	C	KRYS-AF
2. KOUL-F (C)	63/13.3	14.6	14.2	13.8	11.7	----	98/1187	767/27.6	29.4	26.8	C	KOUL-F
3. KZFM-F (CHR)	61/12.9	12.4	12.2	14.6	16.7	----	83/1088	766/27.6	28.6	27.6	C	KZFM-F
4. KNCN-F (AOR)	37/ 7.8	9.1	9.1	8.2	6.9	----	47/746	561/20.2	19.5	18.4	B	KNCN-F
5. KUNO-AF (SP)	34/ 7.2	10.8	9.3	9.6	7.9	----	36/429	365/13.1	13.9	12.2	C	KUNO-AF
6. KLTG-F (O)	30/ 6.3	5.8	8.3	4.0	4.8	----	37/537	443/16.0	16.9	15.8	B	KLTG-F
7. KMXR-F (AC)	28/ 5.9	4.7	5.9	6.0	7.5	----	29/493	440/15.9	16.6	15.7	B	KMXR-F
8. KEYS (N/T)	16/ 3.4	1.8	0.8	1.0	1.9	----	19/275	225/ 8.1	4.9	5.6	A	KEYS
9. KMIQ-F (SP)	14/ 3.0	2.7	5.3	4.0	2.7	----	20/333	268/ 9.7	8.7	11.4	A	KMIQ-F
10. KCGR-F (CL AOR)	13/ 2.7	2.0	2.0	1.0	4.0	----	13/209	209/ 7.5	7.4	7.8	A	KCGR-F
11. KWVS-F (J/V)	10/ 2.1	2.4	2.4	2.8	2.7	----	11/187	178/ 6.4	3.7	4.6	A	KWVS-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 82.53% (326 of 395) (SPG 91: 78.59%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		61 (1)	61 (1)	15.4	13.7	KCCT 1150	Corpus Christ	1.7/5.7/	10/ 195
AOR/CLASSIC		50 (2)	50 (2)	12.7	12.5	KCTA 1030	Corpus Christi	1.1/3.0/	7/ 132
AC/OLDIES		58 (2)	58 (2)	14.7	18.7	KDAE 1590	Sinton	0.8/3.0/	5/ 91
FULL SVC/VARIETY						KSIX 1230	Corpus Christi	0.8/4.6/	7/ 169
COUNTRY	6 (2)	125 (2)	131 (4)	33.2	29.2				
BLACK/URBAN						KKYX 680	San Antonio	0.6/1.3/	11/ 89
SAC/EZ	8 (2)		8 (2)	2.0	3.2				
NEWS/TALK	16 (1)		16 (1)	4.1	1.4				
NOSTALGIA									
RELIGION/GOSPEL	5 (1)		5 (1)	1.3	1.8				
SPANISH	34 (2)	22 (2)	56 (4)	14.2	19.6				
CLASSICAL									
JAZZ/NEW AGE		10 (1)	10 (1)	2.5					
UNKNOWN/OTHERS									
	69 (8)	326 (10)	395 (18)						

CORPUS CHRISTI

RADIO STATIONS

KCCT , 1150, 1 KW/500 W (DA-2) , Hispanic	CRC, \$15.00 (Caballero)	
KCTA , 1030, 50 KW (DAYS) , Religion	, \$ 9.00 (---)	
KEYS , 1440, 1 KW (DA-N) , News/Talk	UNISUP CNN, \$13.00 (Banner)	
KUNO , 1400, 1 KW , Hispanic	, \$27.00 (Katz Hisp.)	Tichenor
KCGR-F, 105.5, 1.9 KW @ 354 , Classic AOR	ABC, \$15.00 (Christal)	(PORTLAND)
KLTG-F, 96.5, 100 KW @ 869 , Oldies	, \$21.00 (Mc-Guild)	
KMIQ-F, 105.1, 3 KW @ 298 , Hispanic	, \$13.00 (Caballero)	(BOBSTOWN)
KMXR-F, 93.9, 100 KW @ 840 , AC	NBC, \$22.00 (Christal)	
KNCN-F, 101.3, 100 KW @ 361 , AOR	, \$26.00 (Torbet)	Tippie (SINTON)
KOUL-F, 103.7, 100 KW @ 941 , Country	AP, \$32.00 (Mc-Guild)	(SINTON)
KRYS-F, 99.1, 100 KW @ 928 , Country	ABC, \$25.00 (Banner)	
KSAB-F, 99.9, 100 KW @ 269 -- see KUNO		
KWVS-F, 97.5, 100 KW @ 131 , Jazz/Variety	, \$11.00 (Durpetti)	(KINGSVILLE)
KZFM-F, 95.5, 100 KW @ 994 , CHR	, \$30.00 (Banner)	

Miscellaneous: KEYS from Oldies to News/Talk . . .

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,320,000
 MSA Rank/Pop: 13/2,608,800 Dallas
 36/1,366,700 Ft. Worth
 ADI # 7
 Average Person Ratings: 17.8
 Market TSL: 23.25 hours

Stations: 31/31
 Diaries: 2501/1327:1/46.5%
 Sample Target: 2420
 % Below Line: 0.0
 % Not Listed: 7.8

1991 Revenue: \$132,400,000
 HH Inc.: \$34,930
 Retail \$: 36.0 Bil
 Pop per Station: 107,097
 #1 Biller: KVIL-AF \$20,800,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KSCS-F (C)	561/ 9.5	9.9	11.2	10.5	11.0	10.3	608/8283	7342/22.1	24.7	25.2	I	KSCS-F
2. KVIL-AF (AC)	376/ 6.3	5.5	5.3	5.6	7.0	5.7	384/4469	4219/12.7	14.6	14.3	K	KVIL-AF
3. KPLX-F (C)	343/ 5.8	6.5	7.3	6.0	6.2	6.4	397/6408	5449/16.4	17.3	15.6	I	KPLX-F
4. KJMZ-F (B)	332/ 5.6	5.7	4.0	4.3	4.3	4.9	354/5509	5001/15.1	11.5	9.8	E	KJMZ-F
5. WBAP (FS)	314/ 5.3	4.3	5.3	5.4	6.7	5.1	471/6908	4896/14.7	13.7	16.7	J	WBAP
6. KKDA-F (B)	268/ 4.5	4.7	4.4	5.0	4.6	4.7	333/4081	3447/10.4	9.7	9.4	H	KKDA-F
7. KTXQ-F (AOR)	253/ 4.3	4.7	5.2	6.4	5.9	5.2	278/4684	4142/12.5	12.5	13.5	H	KTXQ-F
8. KYNG-F (C)	244/ 4.1	3.1	1.6	1.6	2.2	2.6	279/3510	3179/ 9.6	5.9	7.1	E	KYNG-F
9. KLRX-F (SAC)	225/ 3.8	3.9	4.4	2.8	2.7	3.7	235/3795	3505/10.6	10.7	9.0	D	KLRX-F
10. KRDL (N)	202/ 3.4	3.8	4.0	4.1	4.1	3.8	226/5335	4559/13.7	15.2	13.8	H	KRDL
11. KDMX-F (AC)	201/ 3.4	2.4	2.7	3.5	1.7	3.0	218/4068	3853/11.6	11.2	6.4	C	KDMX-F
12. KEGF-F (CHR)	184/ 3.1	3.5	3.9	3.6	4.1	3.5	207/4828	4210/12.7	13.5	14.3	G	KEGF-F
13. KOAI-F (J/NAC)	183/ 3.1	2.5	2.1	3.0	2.2	2.7	199/2989	2673/ 8.1	6.8	5.9	E	KOAI-F
14. KLUV-F (O)	172/ 2.9	2.4	2.2	3.2	3.8	2.7	202/3862	3386/10.2	8.3	11.2	G	KLUV-F
15. KZPS-F (CL AOR)	158/ 2.7	2.8	2.0	2.7	2.6	2.5	190/3553	2986/ 9.0	7.4	8.5	G	KZPS-F
16. KLIF (T)	149/ 2.5	2.6	2.3	2.8	3.1	2.5	169/2751	2330/ 7.0	7.0	7.3	F	KLIF
17. KLTY-F (REL)	147/ 2.5	2.5	3.3	2.9	2.5	2.8	172/2406	2080/ 6.3	7.2	8.5	D	KLTY-F
18. KKDA (B/O)	147/ 2.5	2.0	1.9	2.1	2.2	2.1	155/1933	1807/ 5.4	4.5	4.8	A	KKDA
19. KESS (SP)	142/ 2.4	1.8	1.5	1.8	1.3	1.9	143/1268	1258/ 3.8	3.4	2.4	B	KESS
20. WRR -F (CL)	117/ 2.0	2.0	2.2	2.1	1.9	2.1	126/2067	1942/ 5.8	6.5	6.8	C	WRR -F
21. KCDU-F (CL AOR)	116/ 2.0	1.9	1.8	1.5	1.8	1.8	120/2493	2387/ 7.2	7.5	4.8	C	KCDU-F
22. KHVN (G)	114/ 1.9	1.7	2.1	2.4	1.7	2.0	117/1474	1374/ 4.1	4.5	4.4	B	KHVN
23. KAAM (BB)	95/ 1.6	2.0	1.7	2.0	1.5	1.8	98/1512	1465/ 4.4	4.8	3.9	B	KAAM
24.												
25.												

12+ FM SHARE (METRO): 75.48% (4110 of 5445) (SPG 91: 75.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT	
1 KJMZ-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 WBAP	1 KRDL >>
2 KEGF-F	2 KTXQ-F	2 KVIL-AF	2 KVIL-AF	2 KVIL-AF	2 KVIL-AF	2 KVIL-AF	2 KVIL-AF	2 KVIL-AF	2 KVIL-AF	2 KJMZ-F	2 KSCS-F>>
3 KSCS-F	3 KYNG-F	3 KPLX-F<	3 KPLX-F	3 KPLX-F	3 KPLX-F	3 WBAP	3 KPLX-F	3 KPLX-F	3 KPLX-F	3 KSCS-F	3 KKDA-F>>
4 KKDA-F	4 KKDA-F	4 KTXQ-F	4 KTXQ-F	4 WBAP	4 KPLX-F	4 KRLD <	4 KYNG-F	4 KJMZ-F	4 KKDA-F	4 KTXQ-F	4 KPLX-F
5	5 KJMZ-F	5 KYNG-F	5 KKDA-F	5 KTXQ-F	5 KLRX-F	5 WBAP	5 KLRX-F	5 KYNG-F	5 KYNG-F	5 KTXQ-F	5 KTXQ-F<
6	6 KPLX-F	6 KKDA-F	6 KYNG-F	6 KKDA-F	6 KRLD	6 KKDA-F	6 KTXQ-F	6 KTXQ-F	6 KTXQ-F	6 KEGF-F	6 WBAP
7	7 KDMX-F	7	7 KDMX-F	7 KYNG-F	7	7 KJMZ-F	7 KJMZ-F	7 WBAP	7 KYNG-F	7 KYNG-F	7 KZPS-F<
8	8 KZPS-F	8	8 WBAP	8 KOAI-F	8	8	8 KDMX-F	8 KKDA-F	8 KKDA-F	8	8 KVIL-F
9	9	9	9	9 KDMX-F	9	9	9	9	9	9	9 KJMZ-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 KJMZ-F	1 KSCS-F	1 KPLX-F	1 KSCS-F	1 KSCS-F	1 KJMZ-F	1 KTXQ-F	1 KTXQ-F	1 KSCS-F	1 KSCS-F
2 KSCS-F	2 KPLX-F	2 KSCS-F	2 KVIL-AF	2 KVIL-AF	2 KTXQ-F	2 KSCS-F	2 KSCS-F	2 KTXQ-F	2 WBAP
3 KTXQ-F	3 KDMX-F	3 KDMX-F	3 KPLX-F	3 KPLX-F	3 KSCS-F	3 KYNG-F	3 KYNG-F	3 WBAP	3 KTXQ-F
4 KYNG-F	4 KYNG-F	4 KVIL-AF	4 KDMX-F	4 KDMX-F	4 KYNG-F	4 KJMZ-F	4 KKDA-F	4 KYNG-F	4 KVIL-AF
5 KEGF-F	5 KTXQ-F	5 KYNG-F	5 KKDA-F	5 KLUV-F	5 KKDA-F	5 KKDA-F	5 KZPS-F	5 KKDA-F	5 KYNG-F
6 KKDA-F	6 KKDA-F	6 KKDA-F	6 KJMZ-F	6 KOAI-F	6 KJZY-F	6 KZPS-F	6 KPLX-F	6 KZPS-F	6 KPLX-F
7 KDMX-F	7 KJMZ-F	7 KTXQ-F	7 KYNG-F	7	7	7	7 WBAP	7 KJMZ-F	7 KZPS-F
8 KPLX-F	8 KEGF-F	8	8 KLTY-F	8	8 KESS	8	8 KJMZ-F	8	8 KLIF
9 KLTY-F	9 KVIL-AF	9	9	9	9 KEGF-F	9	9	9	9 KKDA-F
10 KVIL-AF									

FORMATS	AM	FM	TOTAL	%	SPG 91	%	OTHER RATFD STATIONS	METRO CUMF SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		184 (1)	184 (1)	3.4	7.4	KCMZ	1480 Dallas	0.5/1.0/ 28/ 329		
AOR/CLASSIC		694 (5)	694 (5)	12.7	11.4	KDGF-F	94.5 Gainesville	1.5/6.5/ 94/2356		
AC/OLDIES	8 (1)	812 (4)	820 (5)	15.1	21.0	KFJZ	870 Ft. Worth/Dallas	0.3/1.0/ 21/ 348		
FULL SVC/VARIETY	314 (1)		314 (1)	5.8	7.3	KJZY-F	99.1 Denton/Dallas	1.4/4.1/116/1793		
COUNTRY		1148 (3)	1148 (3)	21.1	18.7	KODZ-F	94.9 Arlington	1.2/7.0/ 85/2642		
BLACK/URBAN	147 (1)	600 (2)	747 (3)	13.7	12.0	KSSA	1600 Plano	1.0/2.0/ 63/ 675		
SAC/EZ		225 (1)	225 (1)	4.1		KUII	1190 Dallas	1.0/4.1/ 65/1476		
NEWS/TALK	410 (3)		410 (3)	7.5	8.1					
NOSTALGIA	123 (2)		123 (2)	2.3	1.6					
RELIGION/GOSPEL	114 (1)	147 (1)	261 (2)	4.8	4.6					
SPANISH	219 (3)		219 (3)	4.0	2.9					
CLASSICAL		117 (1)	117 (1)	2.1	2.1					
JAZZ/NEW AGE		183 (1)	183 (1)	3.4	2.9					
UNKNOWN/OTHERS										
	1335 (12)	4110 (19)	5445 (31)							

DALLAS-FT. WORTH

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	,	Nostalgia	SMN UNISUP, \$ 46.00	(Durpetti)	Bonneville
KESS,	1270,	5 KW (DA-1)	,	Hispanic	, \$ 48.00	(Katz Hisp.)	
KFJZ,	870,	500 W (DAYS)	,	Hispanic	ABC, UNIULT, \$ 32.00	(Lotus)	
KHVN,	970,	1 KW/270 W	,	Gospel	, \$ 31.00	(Mc-Guild)	Summit
KKDA,	730,	500 W	,	Black Oldies	APR, \$ NA	(Katz)	
KLIF,	570,	5 KW, (DA-2)	,	Talk	NBC, \$ 75.00	(Eastman)	Susquehanna
KNRB,	1360,	5 KW/1 KW (DA-1)	,	Religion	, \$ 25.00	(---)	Marsh
KRLD,	1080,	50 KW (DA-N)	,	News	CBS MBS, \$180.00	(CBS)	Command
KSKY,	660,	10 KW/500 W(DA-N)	,	Religion	, \$ 30.00	(---)	Bdcst Partners
KUII,	1190,	50 KW/5 KW (DA-2)	,	News/Talk	CNN, \$ 40.00	(K & P)	
WBAP,	820,	50 KW	,	Full Service	ABC, \$220.00	(Banner)	Cap Cities/ABC

FM STATIONS

KCDU,	107.5,	25 KW @ 1279	,	C1 AOR	UNISUP UNIULT, \$ 80.00	(Mc-Guild)	Granum
KDGE,	94.5,	100 KW @ 1896	,	AOR	, \$ 60.00	(K & P)	(GAINESVILLE)
KDMX,	102.9,	100 KW @ 1299	,	AC	, \$100.00	(MMR)	Nationwide
KEGL,	97.1,	100 KW @ 1460	,	CHR	, \$109.00	(Christal)	Sandusky
KJMZ,	100.3,	89 KW @ 1269	,	Black	UNIPWR, \$ 85.00	(Mc-Guild)	Summit
KKDA,	104.5,	98 KW @ 1591	,	Black	APR, \$164.00	(Katz)	
KLRX,	97.9,	100 KW @ 1610	,	Soft AC	, \$ 80.00	(Katz)	Cox
KLTY,	94.1,	100 KW @ 1591	,	Religion	ABC UNISUP, \$ 60.00	(K & P)	
KLUV,	98.7,	100 KW @ 1585	,	Oldies	, \$119.00	(MMR)	TK
KOAI,	106.1,	100 KW @ 1585	,	Jazz/NAC	, \$100.00	(HNWH)	Gannett
KODZ,	94.9,	100 KW @ 1699	,	Oldies	, \$ 90.00	(MMR)	Evergreen
KPLX,	99.5,	100 KW @ 1676	,	Country	APR, \$200.00	(Eastman)	Susquehanna
KYNG,	105.3,	100 KW @ 1558	,	Country	, \$ 95.00	(Group W)	Alliance
KSCS,	96.3,	99 KW @ 1679	,	Country	, \$300.00	(Banner)	Cap Cities/ABC
KSSA,	106.9,	3 KW @ 351	,	Hispanic	, \$ 60.00	(Caballero)	
KTXQ,	102.1,	100 KW @ 433	,	AOR	CBS, \$180.00	(CBS)	CBS
KVIL,	103.7,	100 KW @ 1571	,	AC	, \$335.00	(Torbet)	Infinity
KZPS,	92.5,	96 KW @ 1591	,	Classic AOR	, \$100.00	(Durpetti)	Bonneville
WRR,	101.1,	98 KW @ 1509	,	Classical	APR, \$ 70.00	(CMBS)	City of Dallas

Miscellaneous: KRSR to KYNG (March) . . .

DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 129/282,800
 MSA Rank/Pop: 141/348,100
 ADI # 83
 Average Person Ratings: 15.7
 Market TSL: 21.00 hours

Stations: 16/14
 Diaries: 863/328:1/55.0%
 Sample Target: 800
 % Below Line: 3.4
 % Not Listed: 14.9

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

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WLLR-AF (C)	79/17.8	16.3	16.3	18.2	16.1	----	168/1998	1284/29.3	30.3	28.9	D	WLLR-AF
2. WXLP-F (AOR)	57/12.8	13.3	13.0	10.8	10.4	----	105/1210	651/23.0	23.7	23.3	C	WXLP-F
WPXR-F (CHR)	57/12.8	12.2	12.4	11.5	14.1	----	95/1552	833/29.5	29.7	30.4	C	WPXR-F
4. KRVR-F (SAC)	39/ 8.8	9.2	9.2	8.5	7.4	----	56/679	546/19.3	17.2	18.6	B	KRVR-F
5. KUUL-F (O)	38/ 8.6	9.2	10.5	10.4	10.2	----	101/1458	650/23.0	23.0	23.9	C	KUUL-F
6. WOC (N/T)	35/ 7.9	10.8	9.2	9.5	9.0	----	41/561	454/16.1	18.8	17.0	B	WOC
7. KMJC-F (AC)	23/ 5.2	5.6	4.6	4.3	4.6	----	31/683	460/16.3	14.5	13.2	B	KMJC-F
8. WKBF (C)	15/ 3.4	3.8	2.5	4.6	3.4	----	16/187	156/ 5.5	6.3	5.6	A	WKBF
9. KFMH-F (AOR)	10/ 2.3	2.7	3.4	1.7	4.2	----	23/316	170/ 6.0	7.6	6.4	A	KFMH-F
10. WGN (T/FS)	8/ 1.8	1.6	2.7	1.7	1.4	----	30/578	175/ 6.2	5.1	6.3		WGN
11. WMT (MOR)	7/ 1.6	0.5	1.7	1.1	1.0	----	17/262	118/ 4.2	3.0	3.7		WMT
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 80.95% (306 of 378) (SPG 91: 79.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXR-F>>	1 WXLP-F>	1 WXLP-F	1 WLLR-AF	1 WLLR-AF>	1 WLLR-AF>	1 WLLR-AF>	1 WLLR-AF	1 WLLR-AF	1 WPXR-F	1 WOC
2 WLLR-AF	2 WPXR-F>	2 WLLR-AF<	2 WXLP-F	2 WXLP-F	2 WOC	2 WXLP-F	2 WXLP-F	2 WLLR-AF>	2 WLLR-AF	2 WLLR-F
WXLP-F>	3 WLLR-AF>	3 WPXR-F	3 KUUL-F	3 KUUL-F	3 KUUL-F<	3 WPXR-F	3 KRVR-F	3 WPXR-F	WXLP-F>	KUUL-F>
4 KUUL-F	4 KMJC-F	4 KUUL-F	4 WPXR-F	4 WPXR-F	4 KRVR-F>	4 WOC <	4 WPXR-F	4 KRVR-F	4 KUUL-F>	4 WXLP-F
5	5 KRVR-F	5 KRVR-F	5 KRVR-F	5 KRVR-F	5 WPXR-F	5 WPXR-F	5 WOC	5 KUUL-F>	5 KRVR-F	5 WKBF
6	6	6 KMJC-F	6 KMJC-F	6 KMJC-F	6	6 KRVR-F>	6 KUUL-F>	6 KMJC-F	6 WOC >>	KRVR-F
7	7	7	7	7	7	7 KMJC-F>	7 KMJC-F>>	7 WOC >	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 WPXR-F>	1 WPXR-F>	1 WLLR-AF	1 WPXR-F<	1 WLLR-AF>	1 WXLP-F>>	1 WXLP-F>>	1 WXLP-F>>	1 WXLP-F>>	1 WXLP-F
2 WXLP-F>>	2 WLLR-AF	WPXR-F	2 WLLR-AF	2 WPXR-F	2 WPXR-F>>	2 WPXR-F	2 WLLR-AF>	2 WLLR-AF	2 WLLR-AF
3 WLLR-AF	KRVR-F	KMJC-F>	3 KRVR-F	KRVR-F	3 WLLR-AF>	3 WLLR-AF>	3 WPXR-F	3 WPXR-F	3 KUUL-F>
KQCS-F	KMJC-F	4 WXLP-F	4 KUUL-F	4 KUUL-F	4 KMJC-F	4 KFMH-F	4 KFMH-F>	4 KUUL-F>	4 WPXR-F>
KMJC-F	5 WXLP-F	5	5 KMJC-F	5 KMJC-F	KFMH-F>	5	5 WKBF >	5 KFMH-F	5 WOC
6	6	6	6 WXLP-F	6	6	6	6	6	KRVR-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		57 (1)	57 (1)	15.1	14.0	KQCS-F 93.5	Bettendorf	0.9/2.8/	5/ 85
AOR/CLASSIC		67 (2)	67 (2)	17.7	18.5	WKEI 1450	Kewanee	0.7/1.8/	3/ 65
AC/OLDIES		61 (2)	61 (2)	16.1	28.0				
FULL SVC/VARIETY	7 (1)		7 (1)	1.9	1.9				
COUNTRY	19 (3)	78 (2)	97 (5)	25.7	21.3				
BLACK/URBAN									
SAC/EZ		39 (1)	39 (1)	10.3					
NEWS/TALK	43 (2)		43 (2)	11.4	13.5				
NOSTALGIA	3 (1)		3 (1)	0.8	1.9				
RELIGION/GOSPEL		4 (1)	4 (1)	1.1	0.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	72 (7)	306 (9)	378 (16)						

RADIO STATIONS

WKBF , 1270,	5 KW (DA-N)	, Country	SMN, \$15.00	(Mc-Guild)	Roth
WOC , 1420,	5 KW (DA-2)	, News/Talk	ABC NBC, \$25.00	(Christal)	
KFMH-F, 99.7,	100 KW @ 895	, AOR	, \$14.00	(---)	(MUSCATINE)
KMJC-F, 96.1,	100 KW @ 911	, AC	UNIPWR, \$20.00	(Eastman)	Arrow
KRVR-F, 106.5,	60 KW @ 210	, Soft AC	, \$20.00	(HNWH)	Comm. Service
KUUL-F, 103.7,	100 KW @ 1190	, Oldies	UNIULT, \$30.00	(Christal)	
WLLR-F, 101.3,	50 KW @ 500	, Country	, \$55.00	(HNWH)	Sconnix
WPXR-F, 98.9,	39 KW @ 900	, CHR	, \$34.00	(Mc-Guild)	Roth
WXLP-F, 96.9,	50 KW @ 500	, AOR	SOURCE UNIPWR, \$38.00	(Katz)	Goodrich

WGN -- see Chicago

WMT -- see Cedar Rapids

DAYTON

Arbitron Rank/Pop (12+): 47/823,100
MSA Rank/Pop: 54/944,000
ADI # 52
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 27/22
Diaries: 1258/654:1/54.1%
Sample Target: 1240
% Below Line: 11.4
% Not Listed: 9.3

1991 Revenue: \$21,200,000
HH Inc.: \$31,515
Retail \$: 7.0 Bil
Pop per Station: 37,413
#1 Biller: WHIO \$3,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WHKO-F (C)	174/12.9	10.2	10.7	9.3	9.7	10.8	260/3092	1946/23.6	23.3	22.9	E	WHKO-F
2. WTUE-F (AOR)	119/ 8.8	8.1	6.8	7.5	8.5	7.8	140/2093	1574/19.1	15.5	19.0	D	WTUE-F
3. WHIO (N/T)	102/ 7.6	6.8	8.0	6.4	6.9	7.2	108/1526	1379/16.8	17.3	15.7	E	WHIO
4. WGTZ-F (CHR)	97/ 7.2	7.0	7.5	9.7	9.2	7.8	142/2527	1632/19.8	23.3	24.3	D	WGTZ-F
5. WLW (FS)	80/ 5.9	4.3	5.9	5.6	5.5	5.4	215/3142	1179/14.3	13.6	15.1		WLW
6. WAZU-F (AOR)	79/ 5.9	3.8	5.5	4.1	5.8	4.8	113/1745	1129/13.7	13.6	15.2	C	WAZU-F
7. WWSN-F (AC)	78/ 5.8	5.7	6.8	6.2	6.6	6.1	101/1434	1146/13.9	14.3	14.0	E	WWSN-F
8. WROU-F (B)	62/ 4.6	7.2	1.2	-----	-----	3.3	63/771	742/ 9.0	2.1	0.0	A	WROU-F
9. WVUD-F (SAC)	58/ 4.3	5.1	5.8	4.8	6.5	5.0	62/1138	935/11.4	13.6	15.4	C	WVUD-F
10. WYMJ-F (O)	54/ 4.0	3.2	4.6	5.6	4.5	4.3	63/1151	999/12.1	13.3	13.2	C	WYMJ-F
11. WONE (C)	49/ 3.6	5.0	3.6	2.6	4.0	3.7	57/748	652/ 7.9	9.3	7.8	B	WONE
12. WPFB-F (C)	39/ 2.9	3.0	2.4	2.2	2.5	2.6	77/1058	480/ 5.8	6.2	5.3	A	WPFB-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 74.45% (909 of 1221) (SPG 91: 72.12%)

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 WTUE-F<	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WHKO-F>	1 WHKO-F	1 WLW	1 WHIO >>
2 WAZU-F>	2 WAZU-F<	2 WHKO-F>	WTUE-F	2 WTUE-F	2 WHIO >	2 WHIO >	2 WTUE-F>	2 WTUE-F	2 WHIO	2 WHKO-F
3 WTUE-F	3 WHKO-F	3 WWSN-F	3 WWSN-F>	3 WWSN-F>	3 WLW	3 WTUE-F>	3 WWSN-F	3 WGTZ-F	3 WHKO-F	3 WROU-F
4 WDJK-F	4 WGTZ-F	WGTZ-F	4 WYMJ-F	4 WLW	WWSN-F	4 WWSN-F	4 WHIO	4 WWSN-F	WGTZ-F	WGTZ-F<
5 WHKO-F	5 WROU-F>	5 WAZU-F	5 WLW	5 WYMJ-F	5 WVUD-F	WGTZ-F	WAZU-F<	5 WAZU-F	5 WTUE-F	5 WWSN-F
6	6 WWSN-F	6 WROU-F	6 WAZU-F<	6	WONE	6 WONE <	6 WGTZ-F	6 WLW	6 WAZU-F	WTUE-F
7	7	7 WYMJ-F	7 WGTZ-F	7	7	7	7 WLW	7	7 WROU-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 WGTZ-F	1 WHKO-F	1 WHKO-F>	1 WHKO-F	1 WHKO-F	1 WTUE-F	1 WTUE-F	1 WTUE-F	1 WTUE-F>	1 WTUE-F
2 WHKO-F	2 WGTZ-F	2 WWSN-F	2 WWSN-F<	2 WWSN-F>	WAZU-F>>	2 WAZU-F>	2 WAZU-F	2 WAZU-F	2 WHKO-F
3 WROU-F>	3 WROU-F	WTUE-F	3 WGTZ-F>	3 WGTZ-F	3 WGTZ-F>	3 WLW >	3 WLW >	3 WHKO-F	3 WLW >
4 WPFB-F	4 WTUE-F	4 WROU-F	4 WROU-F	4 WTUE-F	4 WPFB-F>	4 WHKO-F	4 WHKO-F>	4 WLW >	4 WAZU-F
5 WAZU-F	5 WWSN-F>	5 WGTZ-F>	5 WTUE-F	5 WROU-F	5 WROU-F	5 WGTZ-F	5 WROU-F>	5 WYMJ-F	5 WYMJ-F
6 WVUD-F	6 WAZU-F	6 WAZU-F	6	6 WYMJ-F	WHKO-F	6 WROU-F	6 WWSN-F	6 WGTZ-F<	6 WWSN-F
7 WTUE-F	7	7	7	7	7	7	WGTZ-F	7 WWSN-F	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		112 (2)	112 (2)	9.2	11.4	WBLV 1600 Springfield	0.4/1.7/ 5/ 142		
AOR/CLASSIC		236 (4)	236 (4)	19.3	19.7	WCLR-F 95.7 Piqua/Dayton	2.0/5.1/ 17/ 467		
AC/OLDIES	6 (1)	140 (3)	146 (4)	12.0	22.9	WDAO 1210 Dayton	1.9/4.3/ 27/ 384		
FULL SVC/VARIETY	85 (2)		85 (2)	7.0	6.4	WDJK-F 95.3 Xenia/Dayton	1.1/5.4/ 17/ 467		
COUNTRY	49 (1)	227 (3)	276 (4)	22.6	19.8	WFCJ-F .3.7 Miamisburg/Datn	1.0/3.5/ 22/ 439		
BLACK/URBAN	26 (1)	62 (1)	88 (2)	7.2	5.3	WING 1410 Dayton	0.4/4.0/ 8/ 414		
SAC/EZ		112 (3)	112 (3)	9.2	2.9	WIZE 1340 Springfield	1.3/2.4/ 17/ 194		
NEWS/TALK	102 (1)		102 (1)	8.4	8.1	WKSW-F 101.7 Urbana/Spngfld.	1.0/3.4/ 24/ 521		
NOSTALGIA	44 (3)		44 (3)	3.6	2.2	WPFB 910 Middletown	1.4/3.2/ 47/ 515		
RELIGION/GOSPEL		14 (1)	14 (1)	1.1	1.4	WPTW 1570 Piqua	0.6/1.1/ 10/ 102		
SPANISH						WTRJ-F 96.9 Troy	0.4/1.5/ 6/ 124		
CLASSICAL									
JAZZ/NEW AGE						WGRR-F 103.5 Hamilton	0.6/2.5/ 69/1219		
UNKNOWN/OTHERS		6 (1)	6 (1)	0.5		WLSN-F 106.5 Greenville	2.0/4.0/ 31/ 412		
						WOFX-F 94.9 Fairfield	1.3/6.2/ 65/1226		
						WZRZ-F 96.5 Hamilton	1.6/5.1/ 58/1015		
	312 (9)	909 (18)	1221 (27)						

DAYTON

RADIO STATIONS

WDAO,	1210,	1 KW (Days)	,	Black	SBN, \$ 26.00	(---)	
WHIO,	1290,	5 KW (DA-N)	,	News/Talk	CBS, \$ 64.00	(Durpetti)	Cox
WING,	1410,	5 KW (DA-N)	,	News	SBN NBC, \$ 30.00	(Katz)	Great Trails
WONE,	980,	5 KW (DA-N)	,	Country	ABC, \$ 31.00	(Mc-Guild)	Summit
WAZU-F,	102.9,	50 KW @ 49	,	AOR	ABC, \$ 38.00	(Christal)	Osborn (SPRINGFIELD)
WCLR-F,	95.7,	50 KW @ 476	,	EZ	, \$ 23.00	(Regional)	(PIQUA)
WFCJ-F,	93.7,	50 KW @ 492	,	Religion	, \$ 16.00	(---)	(MIAMISBURG)
WGTZ-F,	92.9,	40 KW @ 551	,	CHR	UNIPWR, \$ 58.00	(Katz)	Great Trails
WHKO-F,	99.1,	50 KW @ 1059	,	Country	, \$ 71.00	(Durpetti)	Cox
WPFB-F,	105.9,	34 KW @ 535	,	Country	, \$ 24.00	(Roslin)	(MIDDLETOWN)
WROU-F,	92.1,	1 KW @ 596	,	Black	, \$ 15.00	(---)	(W. CARROLL.)
WTUE-F,	104.7,	50 KW @ 500	,	AOR	, \$ 63.00	(Mc-Guild)	Summit
WVUD-F,	99.9,	50 KW @ 500	,	Soft AC	ABC, \$ 42.00	(Torbet)	Liggett
WWSN-F,	107.7,	50 KW @ 420	,	AC	, \$ 68.00	(Eastman)	Stoner
WYMJ-F,	103.9,	1.2 KW @ 522	,	Oldies	, \$ 35.00	(Eastman)	

WLW - See Cincinnati

Miscellaneous: WVUD-F sold by University of Dayton to Liggett for \$3,500,000 (Blackburn) . . .

DAYTONA BEACH

Arbitron Rank/Pop (12+): 108/336,400
 MSA Rank/Pop: 127/382,800
 Orlando ADI
 Average Person Ratings: 16.4
 Market TSL: 22.50 hours

Stations: 22/8
 Diaries: 792/425:1/48.0%
 Sample Target: 770
 % Below Line: 56.4
 % Not Listed: 12.5

1991 Revenue: NA
 HH Inc.: \$25,302
 Retail \$: 2.9 Bil
 Pop per Station: 42,050
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WHTQ-F (AOR)	53/ 9.6	5.9	5.5	4.2	7.2	----	69/951	568/16.9	16.3	13.8	WHTQ-F
2. WGNE-F (C)	43/ 7.8	8.1	6.6	9.1	7.2	----	43/524	509/15.1	17.2	13.5	WGNE-F
3. WOCL-F (O)	42/ 7.6	7.0	7.4	5.6	7.4	----	63/955	553/16.4	17.9	14.6	WOCL-F
4. WWKA-F (C)	39/ 7.1	6.5	7.7	8.0	10.8	----	110/1363	481/14.3	15.8	16.3	WWKA-F
5. WJHM-F (B)	37/ 6.7	7.8	7.4	7.9	6.0	----	81/859	462/13.7	16.6	14.7	WJHM-F
6. WROD (BB)	36/ 6.5	9.0	7.4	7.2	6.4	----	39/378	357/10.6	11.7	12.3	WROD
7. WMGF-F (SAC)	31/ 5.6	7.1	3.7	4.7	5.2	----	45/644	406/12.1	13.9	10.2	WMGF-F
8. WDIZ-F (AOR)	27/ 4.9	6.1	6.3	4.0	5.0	----	56/735	507/15.1	13.7	14.6	WDIZ-F
9. WNDB (N/T)	24/ 4.3	3.9	3.9	3.3	3.2	----	25/319	296/ 8.8	8.9	9.2	WNDB
10. WWLV-F (SAC)	22/ 4.0	4.8	10.0	9.3	12.6	----	31/549	344/10.2	14.3	19.4	WWLV-F
11. WNFI-F (CHR)	20/ 3.6	2.9	2.2	3.0	1.8	----	0/591	39330/11.7	7.8	9.8	WNFI-F
12. WVRI-F (AC)	17/ 3.1	4.1	3.5	3.1	2.2	----	30/484	301/ 8.9	12.2	10.0	WVRI-F
13. WOMX-F (AC)	16/ 2.9	2.0	3.0	4.0	3.4	----	32/643	377/11.2	13.2	10.1	WOMX-F
14.											
15.											

12+ FM SHARE (METRO): 78.31% (379 of 484) (SPG 91: 80.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WHTQ-F>	1 WHTQ-F>	1 WOCL-F	1 WOCL-F	1 WROD	1 WHTQ-F	1 WHTQ-F	1 WHTQ-F	1 WJHM-F	1 WDBO
2 WHTQ-F	2 WJHM-F<	2 WOCL-F	WHTQ-F>	2 WHTQ-F<	2 WWKA-F	2 WWKA-F<	2 WWKA-F	2 WJHM-F	WHTQ-F>	2 WOCL-F
3	3 WDIZ-F>	3 WDIZ-F	3 WDIZ-F	3 WGNE-F	3 WGNE-F	3 WOCL-F	3 WOCL-F<	3 WGNE-F	3 WXXL-F<	3 WJHM-F
4	4 WNFI-F	4 WJHM-F	WGNE-F	4 WDIZ-F	4 WOCL-F	WGNE-F	4 WGNE-F	4 WWKA-F<	4 WGNE-F	4 WWKA-F
5	5 WOCL-F	5 WGNE-F	5	5 WWKA-F	5 WMGF-F	5 WROD	5 WMGF-F	5 WOCL-F	5 WDIZ-F	WNDB
6	6	6	6	6	6 WNDB	6	6	6 WROD	WNDB	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 WJHM-F>>	1 WJHM-F	1 WHTQ-F>	1 WOCL-F	1 WOCL-F>	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F	1 WHTQ-F>	1 WHTQ-F
2 WHTQ-F>	2 WHTQ-F>	2 WVRI-F	WJHM-F	2 WGNE-F	2 WDIZ-F	2 WDIZ-F>	2 WDIZ-F>	2 WDIZ-F	2 WOCL-F
3 WOMX-F>	3 WVRI-F	WOCL-F	3 WHTQ-F	3 WWLV-F	3 WXXL-F	3 WNFI-F	3 WGNE-F	3 WOCL-F	WDIZ-F
4 WVRI-F	WOMX-F	WJHM-F	4 WOMX-F	4 WMGF-F	WWKA-F	4 WXXL-F	4 WNFI-F	4 WGNE-F	WGNE-F
5	5 WOCL-F	WWLV-F	WWLV-F	5	WJHM-F	WJHM-F	5	5 WNFI-F	5
6	6	6	6	6	6	WGNE-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		32 (2)	32 (2)	6.6	7.5	WMFJ 1450 Daytona Beach	1.1/2.0/ 6/ 68
AOR/CLASSIC		80 (2)	80 (2)	16.5	14.2	WPUL 1590 S. Daytona	1.3/2.2/ 7/ 73
AC/OLDIES		90 (5)	90 (5)	18.6	32.7	WSBB 1230 New Smyrna Bch	2.5/6.1/ 14/ 204
FULL SVC/VARIETY	8 (1)		8 (1)	1.7	2.4		
COUNTRY		82 (2)	82 (2)	16.9	16.8	WDBO 580 Orlando	1.4/5.5/ 27/ 344
BLACK/URBAN	7 (1)	37 (1)	44 (2)	9.1	10.5	WHVE-F 104.1 Cocoa Beach	2.4/7.4/ 14/ 369
SAC/EZ		53 (2)	53 (2)	11.0		WLOQ-F 103.1 Winter Pk/Orlnd	0.9/2.1/ 6/ 88
NEWS/TALK	24 (1)		24 (1)	5.0	4.5	WMMO-F 98.9 Orlando	0.4/2.7/ 6/ 145
NOSTALGIA	50 (2)		50 (2)	10.3	8.6	WTRR 1400 Sanford/Orlando	1.8/3.6/ 10/ 122
RELIGION/GOSPEL	6 (1)		6 (1)	1.2	0.6	WXXL-F 106.7 Leesburg	2.2/6.5/ 25/ 561
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		5 (1)	5 (1)	1.0	0.4		
UNKNOWN/OTHERS	10 (1)		10 (1)	2.1	1.7		
	105 (7)	379 (15)	484 (22)				

RADIO STATIONS

WNDB , 1150, 1 KW (DA-N) , News/Talk CBS, ABC, \$20.00 (Torbet) Root
 WPUL , 1590, 1 KW (DAYS) , Black AURN SMN, \$12.00 (K & P)
 WROD , 1340, 1 KW , Nostalgia UNIULT SMN, \$22.00 (Regional)
 WSBB , 1230, 1 KW , Nostalgia MBS, \$13.00 (---) (NEW SMYRNA)
 WGNE-F, 98.1, 50 KW @ 348 , Country , \$29.00 (Banner) So. Starr (TITUSVILLE)
 WNFI-F, 99.9, 100 KW @ 1200 , CHR UNISUP ABC, \$44.00 (Katz) Heritage Bdcst. (PALATKA)
 WWLV-F, 94.5, 100 KW @ 1200 , Soft AC/EZ , \$31.00 (Torbet) Root

Other ranked stations -- see Orlando

DENVER

Arbitron Rank/Pop (12+): 24/1,534,800 Stations: 32/31 1991 Revenue: \$68,600,000
 MSA Rank/Pop: 27/1,930,000 Diaries: 1729/888:1/51.8% HH Inc.: \$33,625
 ADI # 21 Sample Target: 1720 Retail \$: 15.5 Bil
 Average Person Ratings: 17.6 % Below Line: 0.3 Pop per Station: 49,510
 Market TSL: 23.25 hours % Not Listed: 9.0 #1 Biller: KOA \$10,700,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KYGO-F (C)	260/ 9.6	8.5	8.3	9.6	11.3	9.0	321/3934	3183/20.7	17.4	20.8	H	KYGO-F
2. KOA (N/T)	232/ 8.6	8.6	9.7	7.0	6.6	8.5	303/4746	3540/23.1	27.3	17.4	I	KOA
3. KOSI-F (SAC)	211/ 7.8	6.4	7.0	6.6	6.8	6.9	247/3201	2712/17.7	16.6	16.5	G	KOSI-F
4. KXKL-AF (O)	171/ 6.3	6.4	5.7	7.9	5.7	6.6	213/3375	2732/17.8	16.4	17.5	G	KXKL-AF
5. KBPI-F (AOR)	170/ 6.3	6.0	6.3	7.1	6.0	6.4	205/2733	2245/14.6	14.0	14.5	F	KBPI-F
6. KBCO-AF (AOR)	168/ 6.2	6.2	6.4	4.2	7.6	5.8	205/2271	1989/13.0	14.2	14.7	H	KBCO-AF
7. KQKS-F (CHR)	153/ 5.7	5.9	4.6	6.5	4.7	5.7	179/2624	2201/14.3	13.6	14.9	D	KQKS-F
8. KMJI-F (AC)	135/ 5.0	4.5	3.2	3.9	4.1	4.2	145/2460	2193/14.3	10.2	12.4	F	KMJI-F
9. KHOW-AF (SAC)	121/ 4.4	5.1	5.6	4.9	4.5	5.0	34/2254	19271/12.6	16.8	14.1	E	KHOW-AF
10. KRXY-AF (CHR)	112/ 4.2	2.1	2.5	4.1	3.4	3.2	118/2013	1819/11.9	8.5	12.8	D	KRXY-AF
11. KRFX-F (CL AOR)	103/ 3.8	4.0	4.3	3.1	3.8	3.8	138/2080	1620/10.6	13.1	11.7	E	KRFX-F
12. KAZY-F (AOR)	80/ 3.0	4.1	4.0	4.4	4.3	3.9	100/2247	1677/10.9	12.7	11.7	D	KAZY-F
13. KHIH-F (J/NAC)	77/ 2.9	2.4	3.7	2.1	2.3	2.8	86/1278	1149/ 7.5	8.8	7.2	C	KHIH-F
14. KVOD-F (CL)	66/ 2.4	2.3	2.9	2.3	3.0	2.5	73/1274	1132/ 7.4	7.8	7.3	C	KVOD-F
15. KEZW (BB)	65/ 2.4	3.3	2.6	2.8	2.8	2.8	66/789	776/ 5.1	6.0	5.1	C	KEZW
16. KYGO (C)	60/ 2.2	1.9	1.1	2.4	1.4	1.9	101/1102	789/ 5.1	4.2	4.6		KYGO
17. KYBG-AF (SPRTS)	58/ 2.1	2.3	2.5	2.2	1.8	2.3	65/1003	914/ 6.0	1.2	5.8	C	KYBG-AF
18. KRZN (BB)	53/ 2.0	1.9	2.3	2.0	1.4	2.0	75/1081	778/ 5.1	5.4	3.6		KRZN
19. KTCL-F (AOR)	44/ 1.6	2.3	2.1	1.8	1.5	1.9	51/965	792/ 5.2	5.0	4.4	C	KTCL-F
20.												

12+ FM SHARE (METRO): 76.08% (1870 of 2458) (SPG 91: 76.67%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP	5 (1)	260 (2)	265 (3)	10.8	9.0	KBNO 1220 Denver	0.6/1.0/ 15/ 161	
AOR/CLASSIC	15 (2)	559 (5)	574 (7)	23.4	28.3	KDEN 1340 Denver	0.4/2.6/ 10/ 394	
AC/OLDIES	31 (2)	295 (2)	326 (4)	13.3	23.4	KDHT-F 92.5 Greeley	1.1/3.1/ 38/ 571	
FULL SVC/VARIETY						KDKO 1510 Littleton/Denve	0.4/1.4/ 11/ 218	
COUNTRY	60 (1)	290 (2)	350 (3)	14.2	14.2	KJME 1390 Denver	0.6/1.1/ 15/ 170	
BLACK/URBAN	11 (1)		11 (1)	0.4	0.4	KLZ 560 Denver	0.3/1.8/ 16/ 423	
SAC/EZ		312 (2)	312 (2)	12.7	3.1	KNUS 710 Denver	0.8/3.3/ 21/ 571	
NEWS/TALK	318 (4)	3 (1)	321 (5)	13.1	10.6			
NCSTALGIA	118 (2)		118 (2)	4.8	1.6	KIMN-F 1079 Ft Collins	0.3/1.1/ 28/ 530	
RELIGION/GOSPEL					0.9			
SPANISH	30 (2)		30 (2)	1.2	2.2			
CLASSICAL		66 (1)	66 (1)	2.7	3.4			
JAZZ/NEW AGE		77 (1)	77 (1)	3.1	2.5			
UNKNOWN/OTHERS		8 (1)	8 (1)	0.3	0.4			
	588 (15)	1870 (17)	2458 (32)					

DENVER

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, HISPANIC	, \$ 28.00 (Lotus)	
KDEN, 1340, 1 KW	, TALK	ABC MBS, \$ 31.00 (Savalli)	
KDKO, 1510, 10 KW/5 KW (DA-2)	, BLACK	, \$ 33.00 (---)	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN, \$ 37.00 (Torbet)	Tribune Co.
KHOW, 630, 5 KW (DA-N)	, SEE KHOW-FM		
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION	, \$ 18.00 (---)	Mortenson
KLZ, 560, 5 KW (DA-1)	, AOR	SMN UNIPWR, \$ 33.00 (McGuild)	Crawford
KNUS, 710, 5 KW (DA-1)	, NEWS/TALK	CNN ABC, \$ 30.00 (---)	
KOA, 850, 50 KW	, TALK/NEWS	ABC CBS, \$ 168.00 (Eastman)	Jacor
KRZN, 760, 5 KW/1 KW (DA-1)	, NOSTALGIA	, \$ 33.00 (---)	
KYBG, 1090, 50 KW/500 W (DA-2)	, SPORTS TALK	APR NBC, \$ 46.00 (Roslin)	Century
KYGO, 950, 5 KW (DA-N)	, COUNTRY	UNIULT, \$ NA (CBS)	Jeff-Pilot

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC, \$ 63.00 (McGuild)	Summit
KBCO, 97.3, 100 KW @ 1542, PROG AOR	, \$ 162.00 (MMR)	Noble (BOULDER)
KBPI, 105.9, 99 KW @ 1469, AOR	SOURCE, \$ 86.00 (Banner)	Great American
KDHT, 92.5, 57 KW @ 1237, COUNTRY	UNISUP, \$ 37.00 (K & P)	(GREELEY)
KHIH, 94.7, 100 KW @ 984, JAZZ/NAC	SMN, \$ 56.00 (HNWH)	Adams (BOULDER)
KHOW, 95.7, 100 KW @ 1607, SOFT AC	NBC MBS, \$ 70.00 (Mc-Guild)	Viacom
KMJI, 100.3, 100 KW @ 1151, AC	, \$ 81.00 (Christal)	Booth
KOSI, 101.1, 100 KW @ 1624, SOFT AC	, \$ 100.00 (Torbet)	Tribune Co.
KQKS, 104.3, 28 KW @ 1450, CHR	, \$ 57.00 (Schubert)	Western Cities (LONGMOUNT)
KRFX, 103.5, 100 KW @ 1050, CL AOR	CBS, \$ 71.00 (Eastman)	Jacor
KRXY, 107.5, 91 KW @ 1197, CHR	ABC, \$ 53.00 (Katz)	Cap Cities/ABC
KTCL, 93.3, 100 KW @ 1328, AOR	, \$ 37.00 (McGuild)	(FT COLLINS)
KVOD, 99.5, 100 KW @ 279, CLASSICAL	, \$ 68.00 (Katz)	Henry
KXKL, 105.1, 100 KW @ 1168, OLDIES	MBS, \$ 141.00 (Durpetti)	Shamrock
KYGO, 98.5, 100 KW @ 718, COUNTRY	, \$ 160.00 (CBS)	Jeff-Pilot

Miscellaneous: KEZW, KOSI-F sold to Tribune Co. for \$19,900,000 (LaRue) . . . KLZ from Summit to Crawford for \$1,500,000 (LaRue) . . .

DES MOINES

Arbitron Rank/Pop (12+): 111/327,600
 MSA Rank/Pop: 123/398,000
 ADI # 66
 Average Person Ratings: 16.3
 Market TSL: 21.50 hours

Stations: 14/14
 Diaries: 780/420:1/54.7%
 Sample Target: 790
 % Below Line: 0.0
 % Not Listed: 10.1

1991 Revenue: \$13,500,000
 HH Inc.: \$31,632
 Retail \$: 3.7 Bill
 Pop per Station: 23,400
 #1 Biller: WHO \$3,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KGGO-AF (AOR)	97/18.2	16.8	18.0	15.4	19.6	17.1	167/1694	941/28.7	29.5	30.6	D	KGGO-AF
2. KJJY-F (C)	95/17.8	14.5	14.6	9.5	14.2	14.1	157/1634	896/27.4	27.6	24.9	D	KJJY-F
3. KRNQ-F (CHR)	70/13.1	13.7	11.5	16.9	14.2	13.8	141/2160	1035/31.6	31.2	31.1	D	KRNQ-F
4. WHO (FS)	57/10.7	14.9	12.9	15.0	11.1	13.4	175/2314	738/22.5	29.7	23.0	E	WHO
5. KLYF-F (AC)	53/ 5.9	7.2	7.4	6.6	10.1	6.8	95/1194	557/17.0	16.2	19.0	C	KLYF-F
6. KIOA-AF (O)	31/ 5.8	8.6	8.6	9.3	6.6	8.1	66/1172	570/17.4	25.7	19.1	C	KIOA-AF
7. KRNT (BB)	29/ 5.4	4.0	7.4	6.3	5.8	5.8	37/516	394/12.0	13.9	13.4	B	KRNT
8. KFMG-F (AOR)	18/ 3.4	14.9	12.9	15.0	11.1	11.6	21/443	336/10.3	29.7	23.0	B	KFMG-F
9. KMXD-F (SAC)	12/ 2.3	3.0	2.0	0.8	----	2.0	13/199	179/ 5.5	5.5	0.0	A	KMXD-F
10. KEZT-F (SAC)	10/ 1.9	1.9	1.2	4.2	3.1	2.3	21/399	248/ 7.6	5.9	11.2	A	KEZT-F

12+ FM SHARE (METRO): 78.50% (376 of 479) (SPG 91: 79.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNQ-F>>	1 KGGO-AF>>	1 KGGO-AF>	1 KGGO-AF<	1 KJJY-F	1 KJJY-F	1 KGGO-AF<	1 KGGO-AF	1 KGGO-AF	1 KGGO-AF	1 KJJY-F
2 KGGO-AF>	2 KRNQ-F	2 KJJY-F	2 KJJY-F	2 KGGO-AF	2 WHO >	2 KJJY-F	2 KJJY-F>	2 KJJY-F>	2 KRNQ-F	2 WHO <
3 KJJY-F	KJJY-F	3 KRNQ-F<	3 KLYF-F	3 KLYF-F	3 KRNT	3 KRNQ-F<	3 KRNQ-F	3 KRNQ-F	3 KJJY-F>	3 KGGO-F
4	4 KLYF-F	4 KLYF-F>	4 KRNQ-F>	4 KRNQ-F	4 KLYF-F	4 WHO	4 WHO >	4 KLYF-F<	4 WHO >	4
5	5	5 WHO	5 WHO	5 WHO >	5 KIOA-AF	5 KLYF-F	5 KRNQ-F>	5 WHO >	5	5
6	6	6 KIOA-AF	6 KIOA-AF	6 KIOA-AF	6 KRNT >	6	6	6	6	6
7	7	7	7	7	7 KGGO-AF	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 KGGO-AF>>	1 KGGO-AF	1 KLYF-F	1 KGGO-AF	1 KJJY-F	1 KGGO-AF>>	1 KGGO-AF>>	1 KGGO-AF>>	1 KGGO-AF>>	1 KGGO-AF>
2 KRNQ-F>>	2 KLYF-F	2 KGGO-AF>	2 KJJY-F<	2 KLYF-F>	2 KJJY-F>>	2 KJJY-F>>	2 KJJY-F>	2 KJJY-F>	2 KJJY-F
3 KLYF-F	3 KRNQ-F	3 KRNQ-F>	3 KLYF-F<	3 KGGO-AF	3 KRNQ-F	3 KRNQ-F	3 KRNQ-F	3 WHO >	3 WHO >
KJJY-F	4 KJJY-F	4 KJJY-F	4 KRNQ-F>	KRNQ-F>	4	4 WHO	4 WHO	4 KRNQ-F	4 KRNQ-F
5	5	5	5 KIOA-AF	5 KIOA-AF>	5	5	5	5 KLYF-F	5 KLYF-F
6	6	6	6 WHO	6 WHO	6	6	6	6 KIOA-AF	6 KIOA-AF
7	7	7	7	7	7	7	7	7	7 KFMG-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		70 (1)	70 (1)	14.6	15.9	KDMI-F 97.3 Des Moines	0.4/1.4/ 3/ 114		
AOR/CLASSIC	3 (1)	112 (2)	115 (3)	24.0	27.0	KWKY 1150 Des Moines	0.9/2.8/ 10/ 144		
AC/OLDIES	9 (1)	75 (2)	84 (3)	17.5	22.2				
FULL SVC/VARIETY	57 (1)		57 (1)	11.9	12.4				
COUNTRY		95 (1)	95 (1)	19.8	15.9				
BLACK/URBAN									
SAC/EZ		22 (2)	22 (2)	4.6					
NEWS/TALK									
NOSTALGIA	29 (1)		29 (1)	6.1	6.5				
RELIGION/GOSPEL	5 (1)	2 (1)	7 (2)	1.5					
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	103 (5)	376 (9)	479 (14)						

RADIO STATIONS

KDLS, 1310, 500 W (DAYS), COUNTRY, MBS, \$ 10.00 (---) (PERRY)
 KIOA, 940, 10 KW/5 KW (DA-2), OLDIES, ABC, \$ NA (Banner) Midwest
 KRNT, 1350, 5 KW (DA-N), NOSTALGIA, CBS, UNISUP, \$ 24.00 (Katz) Saga
 WHO, 1040, 50 KW, FULL SERVICE, ABC, \$ 65.00 (Christal) Palmer
 KFMG-F, 103.3, 100 KW @ 745, PROG AOR, UNIPWR, \$ 21.00 (HNWH) (PELLA)
 KEZT-F, 104.1, 100 KW @ 1010, SOFT AC/EZ, \$ 16.00 (HNWH) (AMFS)
 KGGO-F, 94.9, 100 KW @ 1066, AOR, SOURCE, \$ 53.00 (Eastman) Stoner
 KIOA-F, 93.3, 100 KW @ 1063, OLDIES, \$ 31.00 (Banner) Midwest
 KJJY-F, 92.5, 41 KW @ 1453, COUNTRY, \$ 47.00 (McGuild) Fuller-Jeffrey (ANKENY)
 KLYF-F, 100.3, 100 KW @ 1700, AC, \$ 40.00 (Christal) Palmer
 KMXD-F, 106.3, 3 KW @ 328, EZ, \$ 14.00 (Schubert) (ANKENY)
 KRNQ-F, 102.5, 100 KW @ 1260, CHR, ABC, \$ 44.00 (Katz) Saga

Miscellaneous: KDMG-F changes to KFMG-F (Apr) . . .

DETROIT

Arbitron Rank/Pop (12+): 6/3,611,500

Stations: 29/29

1991 Revenue: \$117,300,000

MSA Rank/Pop: 5/4,660,000

Diaries: 2612/1383:1/50.4%

HH Inc.: \$34,932

ADI # 5

Sample Target: 2560

Retail \$: 37.0 Bil

Average Person Ratings: 18.4

% Below Line: 0.0

Pop per Station: 124,534

Market TSL: 24.00 hours

% Not Listed: 9.6

#1 Biller: WJR \$17,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WJR (FS)	584/ 8.8	8.3	9.3	9.3	8.0	8.9	776/10005	7299/20.2	22.4	21.0	J	WJR
2. WJLB-F (B)	451/ 6.8	6.3	6.6	6.2	6.3	6.5	468/5332	4947/13.7	13.7	14.4	H	WJLB-F
3. WWWW-F (C)	422/ 6.3	5.0	5.3	6.1	6.3	5.7	458/5852	5228/14.5	13.5	13.7	H	WWW-F
4. WHYT-F (CHR)	338/ 5.1	4.6	4.4	4.7	4.5	4.7	373/7544	6778/18.8	16.7	16.5	F	WHYT-F
5. WWJ (N)	305/ 4.6	6.2	6.3	4.4	5.7	5.4	323/6361	5770/16.0	19.9	17.8	H	WWJ
6. WJOI-F (SAC)	288/ 4.3	4.4	3.9	3.6	5.1	4.1	307/4354	4052/11.2	10.5	11.1	F	WJOI-F
WKQI-F (AC)	288/ 4.3	4.4	4.7	5.0	4.7	4.6	306/6298	5794/16.0	15.7	16.7	H	WKQI-F
8. WMXD-F (B/AC)	275/ 4.1	3.1	3.8	3.5	2.7	3.6	275/3291	3177/ 8.8	8.3	7.4		WMXD-F
9. WXYT (T)	268/ 4.0	4.8	4.3	3.7	3.7	4.2	277/3488	3315/ 9.2	9.0	7.8	F	WXYT
WLTI-F (SAC)	268/ 4.0	4.7	3.8	3.3	3.7	3.9	278/4531	4250/11.8	11.4	11.2	G	WLTI-F
11. WOMC-F (O)	260/ 3.9	3.8	4.5	5.4	3.9	4.4	274/4829	4420/12.2	14.6	12.3	H	WOMC-F
12. WLLZ-F (AOR)	246/ 3.7	4.5	4.3	4.2	3.4	4.2	267/5380	4815/13.3	14.2	13.1	H	WLLZ-F
13. WNIC-F (AC)	243/ 3.7	3.5	3.4	3.2	3.5	3.5	253/4830	4545/12.6	10.5	11.3	H	WNIC-F
14. WJZZ-F (J)	239/ 3.6	3.1	3.1	3.6	3.8	3.3	245/3334	3215/ 8.9	8.8	10.7	E	WJZZ-F
15. WCSX-F (CL AOR)	215/ 3.2	3.2	3.8	4.1	3.5	3.6	241/5255	4636/12.8	13.1	12.6	H	WCSX-F
16. WRIF-F (AOR)	195/ 2.9	3.5	2.8	3.9	4.4	3.3	230/4743	4070/11.3	12.0	12.9	G	WRIF-F
17. CKLW (BB)	191/ 2.9	3.0	2.9	3.1	2.7	3.0	236/3292	2595/ 7.2	8.3	7.2		CKLW
18. WDFX-F (CHR)	143/ 2.1	2.5	2.3	2.7	2.9	2.4	150/4072	3738/10.4	10.4	13.7	D	WDFX-F
19. WQRS-F (CL)	139/ 2.1	2.8	1.9	2.2	1.7	2.3	153/2322	2009/ 5.6	5.9	6.0	E	WQRS-F
20. WDZR-F (AOR)	135/ 2.0	0.8	0.5	0.5	0.8	0.9	135/2251	2193/ 6.1	1.9	4.6	C	WDZR-F
21. CIMX-F (AOR)	114/ 1.7	2.0	1.5	1.6	0.6	1.7	137/2389	1955/ 5.4	4.1	2.8		CIMX-F
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 73.36% (4414 of 6017) (SPG 91: 71.60%)

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 WWWW-F	1 WWWW-F	1 WJR >	1 WJR >	1 WJR	1 WWWW-F <	1 WJLB-F >	1 WJR
2 WJLB-F >	2 WLLZ-F	2 WWWW-F	2 WJLB-F	2 WJR <	2 WWJ	2 WWJ	2 WWWW-F	2 WJR	2 WJR	2 WWJ >>
3 WDFX-F	3 WWWW-F	3 WLLZ-F <	3 WMXD-F <	3 WJLB-F	3 WWWW-F <	3 WKQI-F	3 WXYT	3 WJLB-F	3 WMXD-F	3 WJLB-F >>
4	4 WRIF-F <	4 WNIC-F	4 WNIC-F <	4 WMXD-F	4 WJOI-F	4 WWWW-F <	4 WJOI-F <	4 WHYT-F	4 WHYT-F	4 WWWW-F <
5	5 WHYT-F	5 WKQI-F <	5 WKQI-F	5 WKQI-F <	5 WXYT	5 WJLB-F	5 WJLB-F <	5 WLTI-F	5 WJZZ-F	5 WJZZ-F
6	6 WCSX-F <	6 WMXD-F <	6 WJZZ-F <	6 WOMC-F	6	6 WOMC-F	6 WLTI-F	6 WJOI-F	6 WWWW-F	6 WMXD-F <
7	7 WNIC-F	7 WLTI-F	7 WLTI-F <	7 WLTI-F	7	7 WHYT-F	7 WKQI-F <	7 WWJ	7 WNIC-F >>	7 CKLW >>
8	8	8 WCSX-F	8 WCSX-F <	8	8	8 WXYT	8 WLLZ-F	8 WMXD-F <	8	8
9	9	9	9 WNIC-F	9	9	9	9 WLLZ-F	9 WHYT-F <	9	9
10	10	10	10 WJR	10	10	10	10 WNIC-F	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 WHYT-F	1 WJLB-F >	1 WMXD-F	1 WJLB-F >	1 WJLB-F	1 WRIF-F <	1 WLLZ-F	1 WLLZ-F	1 WWWW-F <	1 WWWW-F
2 WJLB-F >	2 WMXD-F	2 WJLB-F	2 WNIC-F <	2 WLTI-F	2 WJLB-F	2 WRIF-F	2 WCSX-F	2 WLLZ-F	2 WJR
3 WDFX-F >	3 WWWW-F	3 WLLZ-F <	3 WKQI-F <	3 WMXD-F	3 WLLZ-F	3 WJLB-F	3 WWWW-F	3 WCSX-F	3 WLLZ-F
4 WKQI-F	4 WKQI-F	4 WKQI-F	4 WLTI-F <	4 WNIC-F <	4 WDZR-F	4 WCSX-F <	4 WRIF-F	4 WRIF-F	4 WCSX-F
5 WNIC-F	5 WNIC-F	5 WNIC-F	5 WMXD-F	5 WWWW-F <	5 WHYT-F	5 WWWW-F	5 WJLB-F <	5 WJR	5 WXYT
6	6 WWWW-F	6 WLTI-F	6 WWWW-F	6 WKQI-F	6 CIMX-F	6 WDZR-F	6 WJZZ-F	6 WJLB-F	6 WNIC-F <
7	7 WLTI-F	7 WOMC-F	7 WHYT-F	7 WOMC-F	7 WWWW-F	7	7	7	7 WKQI-F
8	8	8	8 WJZZ-F <	8 WJZZ-F <	8	8	8	8	8 WJZZ-F
9	9	9	9 WOMC-F	9 WJOI-F	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		481 (2)	481 (2)	8.0	8.4	CKLW-F Windsor	0.7/3.7/	58/1732	
AOR/CLASSIC		905 (5)	905 (5)	15.0	13.4	WCHB Taylor	0.7/2.0/	44/ 755	
AC/OLDIES		837 (4)	837 (4)	13.9	18.4	WCXI Detroit	0.9/2.8/	66/1136	
FULL SVC/VARIETY	584 (1)		584 (1)	9.7	8.7	WGPR-F Detroit	0.9/4.7/	65/1761	
COUNTRY	59 (1)	422 (1)	481 (2)	8.0	8.5	WMKM Inkster	0.5/1.6/	33/ 578	
BLACK/URBAN	196 (4)	789 (3)	985 (7)	16.4	14.2	WMTG Dearborn/Detr	0.9/2.4/	62/ 873	
SAC/EZ		556 (2)	556 (2)	9.2	5.5	WMUZ-F Detroit	0.7/3.6/	53/1458	
NEWS/TALK	573 (2)		573 (2)	9.5	10.3	WQBH Detroit	0.9/2.8/	58/1038	
NOSTALGIA	191 (1)		191 (1)	3.2	3.0				
RELIGION/GOSPEL		46 (1)	46 (1)	0.8	2.5				
SPANISH									
CLASSICAL		139 (1)	139 (1)	2.3	1.9				
JAZZ/NEW AGF		239 (1)	239 (1)	4.0	5.1				
UNKNOWN/OTHERS									
	1603 (9)	4414 (20)	6017 (29)						

DETROIT

RADIO STATIONS

AM STATIONS

WCHB, 1440, 1 KW (DA-2)	, GOSPEL/BLACK	NBN, \$ 31.00 (---)	
WCXI, 1130, 50 KW/10 KW (DA-2)	, SEE WWW-FM		
WHND, 560, 500 W (DAYS)	, OLDIES	UNIPWR, \$ N/A (McGuild)	Greater Media (MONROE)
WJR, 760, 50 KW	, FULL SERVICE	ABC, \$ 275.00 (Katz)	Cap Cities/ABC
WMKM, 1440, 1 KW	, BLACK	NBN, NBC, \$ 35.00 (---)	
WMTG, 1310, 5 KW (DA-2)	, BLACK OLDIES	SMN, \$ N/A (McGuild)	Fairmont
WQBH, 1400, 1 KW	, BLACK	, \$ 45.00 (Patt)	
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS, \$ 157.00 (CBS)	CBS
WXYT, 1270, 5 KW (DA-N)	, TALK	NBC-T, CNN, \$ 82.00 (Durpetti)	
CKLW, 800, 50 KW (DA-2)	, NOSTALGIA	UNISUP, \$ 67.00 (Banner)	(WINDSOR ONT)

FM STATIONS

WCSX, 94.7, 14 KW @ 945, CLASSIC AOR	UNIPWR, \$ 140.00 (McGuild)	Greater Media
WDFX, 99.5, 21 KW @ 755, CHR	SOURCE, \$ 68.00 (MMR)	Alliance
WGPR, 107.5, 50 KW @ 361, BLACK	SBN, \$ 56.00 (Lazar)	
WHYT, 96.3, 20 KW @ 787, CHR	ABC, \$ 100.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 489, BLACK	, \$ 178.00 (MMR)	Booth
WJOI, 97.1, 12 KW @ 889, SOFT AC/EZ	, \$ 98.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 725, JAZZ	MBS, \$ 90.00 (Torbet)	
WKQI, 95.5, 100 KW @ 430, AC	, \$ 158.00 (HNWH)	Brdcst. Partners
WLLZ, 98.7, 50 KW @ 479, AOR	, \$ 154.00 (Group W)	Westinghouse
WLTJ, 93.1, 27 KW @ 669, SOFT AC	ABC, \$ 130.00 (Christal)	Viacom
WMUZ, 103.5, 50 KW @ 466, RELIGION	, \$ 45.00 (---)	
WMXD, 92.3, 22 KW @ 699, URBAN/AC	MBS, \$ 75.00 (Durpetti)	
WNIC, 100.3, 32 KW @ 600, AC	, \$ 154.00 (McGuild)	Fairmont
WOMC, 104.3, 190 KW @ 361, OLDIES	UNIULT, \$ 150.00 (Torbet)	Infinity
WQRS, 105.1, 20 KW @ 784, CLASSICAL	, \$ 82.00 (CBMS)	Marlin
WRIF, 101.1, 27 KW @ 879, AOR	ABC, \$ 120.00 (Banner)	Great American
WWWV, 106.7, 61 KW @ 508, COUNTRY	APR UNIULT, \$ 157.00 (Eastman)	Shamrock
WDZR, 102.7, 50 KW @ 499, AOR	, \$ 60.00 (Durpetti)	Ragan Henry
CIMX, 88.7, 100 KW @ 577, AOR	, \$ NA (MMR)	(WINDSOR, ONT)
CKLW, 93.9, 100 KW @ 699, OLDIES	, \$ 61.00 (Banner)	(WINDSOR, ONT)

Miscellaneous: WDFX-F from Hoker to Alliance for \$4,550,000 (Star) . . . WXCD-F to WDZR-F (March) and format to AOR . . .

DULUTH

Arbitron Rank/Pop (12+): 207/127,000
 MSA Rank/Pop: 187/237,800
 Average Person Ratings: 17.1
 Market TSL: 23.00 hours

Stations: 13/11
 Diaries: 642/198:1/62.7%
 Sample Target: 610
 % Below Line: 1.8
 % Not Listed: 17.5

1991 Revenue: \$4,300,000
 HH Inc.: \$27,241
 Retail \$: 1.1 Bill
 Pop per Station: 11,545
 #1 Biller: KDAL-AF \$720,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KDAL (FS)	33/15.2	----	15.8	----	12.1	----	40/481	353/27.8	0.0	31.8	B	KDAL
2. WAVC-F (C)	31/14.3	----	12.8	----	12.1	----	59/622	327/25.7	0.0	26.1	B	WAVC-F
3. KDAL-F (SAC)	25/11.5	----	10.3	----	9.9	----	33/503	330/26.0	0.0	24.6	A	KDAL-F
4. KZIO-F (CHR)	23/10.6	----	11.5	----	14.7	----	31/547	311/24.5	0.0	28.4	B	KZIO-F
5. KQDS-F (AOR)	16/ 7.4	----	9.8	----	8.2	----	27/515	237/18.7	0.0	24.6	B	KQDS-F
6. KXTP (BB)	12/ 5.5	----	4.7	----	6.5	----	14/175	150/11.8	0.0	13.2	A	KXTP
7. WEBC (N/T)	11/ 5.1	----	4.3	----	3.4	----	19/286	192/15.1	0.0	12.9	A	WEBC
8. WAKX-F (O)	10/ 4.6	----	6.4	----	7.3	----	21/347	206/16.2	0.0	22.2	A	WAKX-F
9. WDSM (C)	8/ 3.7	----	5.1	----	5.2	----	10/187	138/10.9	0.0	18.4	A	WDSM
10. WTBX-F (CHR)	3/ 1.4	----	0.9	----	----	----	49/510	56/ 4.4	0.0	3.9		WTBX-F
WWJC (REL)	3/ 1.4	----	0.4	----	3.4	----	6/91	50/ 3.9	0.0	4.0		WWJC
WCDK-F (C)	3/ 1.4	----	----	----	----	----	25/284	22/ 1.7	0.0	0.0		WCDK-F
13. WKKQ (C)	1/ 0.5	----	----	----	0.4	----	32/342	42/ 3.3	0.0	0.0		WKKQ
14.												
15.												

12+ FM SHARE (METRO): 62.01% (111 of 179) (SPG 91: 62.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZIO-F>>	1 KQDS-F	1 KDAL-F	1 KDAL-F	1 KDAL-F	1 KDAL	> 1 KDAL	> 1 WAVC-F<	1 WAVC-F	1 KDAL	> 1 KZIO-F
2	2 WAVC-F	2 WAVC-F	2 WAVC-F>	2 WAVC-F>	2 WAVC-F>	2 WAVC-F	2 KDAL-F<	2 KDAL-F<	2 KZIO-F>	2 KQDS-F
3	KZIO-F	3 KZIO-F	3 KZIO-F	3 KDAL	3 KDAL-F	3 KDAL-F	3 KDAL	> 3 KDAL	3 WAVC-F>	3 KDAL
4	4 KDAL-F	4 KQDS-F	KQDS-F	4 KZIO-F	4 KXTP	4 KZIO-F>	4 KZIO-F	4 KZIO-F	4	4
5	5 WAKX-F	5	KDAL	KQDS-F	5 WEBC	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 KZIO-F>	1 KZIO-F	1 WAVC-F	1 WAVC-F	1 WAVC-F	1 KZIO-F	1 KQDS-F	1 KQDS-F	1 KDAL-F>	1 KDAL-F
2 WAVC-F	2 WAVC-F	KZIO-F	2 KZIO-F	2 KDAL-F>	2 KQDS-F>>	2 KDAL-F	KDAL-F	2 KQDS-F	2 KDAL
KQDS-F>	3 KQDS-F	KDAL-F>	3 KDAL-F>	3 KZIO-F	3 WEBC	3 WAVC-F	3 WAVC-F>	3 WAVC-F	3 WAVC-F
4 WAKX-F	4 WAKX-F	4 WAKX-F	4 KQDS-F	4	WAVC-F	4 WAKX-F	4 WAKX-F	KDAL	4 KQDS-F
5	KDAL-F	KQDS-F	5	5	WAKX-F	KZIO-F	5	5	5
6	6	6	6	6	KDAL-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		26 (2)	26 (2)	14.5	15.0		
AOR/CLASSIC		16 (1)	16 (1)	8.9	12.4		
AC/OLDIES		10 (1)	10 (1)	5.6	20.2		
FULL SVC/VARIETY	33 (1)		33 (1)	18.4	19.2		
COUNTRY	9 (2)	34 (2)	43 (4)	24.0	21.8		
BLACK/URBAN							
SAC/EZ		25 (1)	25 (1)	14.0			
NEWS/TALK	11 (1)		11 (1)	6.1	5.2		
NOSTALGIA	12 (1)		12 (1)	6.7	5.7		
RELIGION/GOSPEL	3 (1)		3 (1)	1.7	0.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	68 (6)	111 (7)	179 (13)				

RADIO STATIONS

KDAL , 610, 5 KW (DA-N)	Full Service	CBS, \$24.00 (Katz)	Shockley
KXTP , 970, 1 KW/27 W	Nostalgia	UNISUP ABC, \$12.00 (K & P)	
WDSM , 710, 10 KW/5 KW (DA-N)	Country	NBC, \$13.00 (Torbet)	
WEBC , 560, 5 KW (DA-N)	News/Talk	UNISUP ABC, \$14.00 (Christal)	Brill
WWJC , 850, 10 KW (DAYS)	Religion	\$ 8.00 (---)	
KDAL-F, 95.7, 100 KW @ 804	Soft AC	\$22.00 (Katz)	Shockley
KQDS-F, 94.9, 100 KW @ 699	AOR	ABC, \$19.00 (HNWH)	
KZIO-F, 102.5, 100 KW @ 600	CHR	ABC, \$21.00 (Torbet)	
WAKX-F, 98.9, 100 KW @ 600	Oldies	\$16.00 (K & P)	
WAVC-F, 105.1, 100 KW @ 790	Country	\$25.00 (Christal)	Brill

EL PASO

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

Stations: 26/16
Diaries: 911/528:1/51.9%
Sample Target: 930
% Below Line: 7.7
% Not Listed: 8.2

1991 Revenue: \$11,700,000
HH Inc.: \$26,336
Retail \$: 3.8 Bil
Pop per Station: 30,075
#1 Biller: KHEY-AF \$3,200,000

MSA Rank/Pop: 86/600,000
ADI # 100
Average Person Ratings: 17.6
Market TSL: 23.50 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KHEY-F (C)	120/14.1	15.5	15.7	16.1	16.8	15.4	141/1804	1514/31.5	31.8	29.3	E	KHEY-F
2. KPRR-F (CHR)	97/11.4	10.8	13.0	11.5	12.4	11.7	101/1377	1299/27.0	26.1	30.1	C	KPRR-F
3. KLAQ-F (AOR)	96/11.3	8.9	7.9	6.6	7.5	8.7	109/1330	1143/23.8	19.5	18.8	C	KLAQ-F
4. KAMZ-F (AC)	89/10.5	6.9	7.8	7.5	9.8	8.2	90/1080	1031/21.4	20.8	21.4	B	KAMZ-F
5. KBNA-AF (SP)	67/ 7.9	9.6	6.6	6.9	4.9	7.8	73/953	864/18.0	16.8	15.3	C	KBNA-AF
6. KTSM-F (SAC)	57/ 6.7	5.3	3.9	6.9	5.1	5.7	77/1000	735/15.3	12.0	12.7	B	KTSM-F
7. KSET-F (SP)	39/ 4.6	3.2	1.9	2.1	2.7	3.0	40/663	628/13.1	7.4	10.4	B	KSET-F
8. KTSM (T/N)	38/ 4.5	5.1	4.1	4.3	3.2	4.5	38/521	505/10.5	9.8	8.5	A	KTSM
9. KOFX-F (O)	33/ 3.9	4.6	6.2	7.1	5.2	5.4	42/754	647/14.0	18.0	14.2	B	KOFX-F
10. KAMA (SP)	31/ 3.7	4.6	3.8	2.7	3.9	3.7	41/498	404/ 8.4	0.0	0.0	B	KAMA

12+ FM SHARE (METRO): 80.62% (628 of 779) (SPG 91: 79.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KLAQ-F	1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F	1 KAMZ-F	1 KHEY-F
2 KAMZ-F	2 KHEY-F>	2 KLAQ-F>	2 KLAQ-F<	2 KAMZ-F<	2 KBNA-AF	2 KPRR-F	2 KLAQ-F	2 KPRR-F<	2 KPRR-F>	2 KAMZ-F>
3 KLAQ-F>	3 KPRR-F	3 KAMZ-F	3 KAMZ-F	3 KLAQ-F<	3 KAMZ-F	3 KLAQ-F	3 KTSM-F	3 KLAQ-F	3 KLAQ-F	3 KTSM-F>
4 KHEY-F	4 KAMZ-F>	4 KPRR-F	4 KBNA-AF	4 KBNA-AF	4 KTSM-F	4 KAMZ-F<	KAMZ-F	4 KAMZ-F	4 KHEY-F>	4 KSET-F
5	5 KTSM-F	5 KBNA-AF	5 KTSM-F	5 KTSM-F	5 KTSM	5 KBNA-AF	5 KBNA-AF	5 KBNA-AF	5 KBNA-AF	5
6	6 KOFX-F	6 KTSM-F	6 KPRR-F<	6 KPRR-F	6 KAMA	6 KTSM-F>	6 KPRR-F	6 KTSM-F>	6	6
7	7	7	7 KOFX-F	7	7	7	7 KTSM	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 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>	1 KLAQ-F
2 KLAQ-F	2 KPRR-F	2 KTSM-F	2 KAMZ-F	2 KTSM-F	2 KPRR-F>	2 KHEY-F	2 KOFX-F	2 KHEY-F>	2 KHEY-F>
KAMZ-F	3 KTSM-F	KPRR-F	3 KTSM-F	3 KBNA-AF	3 KHEY-F>>	3 KPRR-F>	3 KHEY-F>	3 KAMZ-F	3 KAMZ-F
4 KPRR-F>	KAMZ-F>	4 KBNA-AF	KPRR-F	KAMZ-F	4 KSET-F	4 KOFX-F	4 KBNA-AF	4 KPRR-F	4 KBNA-AF
5 KSET-F	5 KLAQ-F	5 KAMZ-F	5 KBNA-AF	5 KPRR-F	5	5 KAMZ-F	KAMZ-F	5 KBNA-AF	5 KOFX-F
6 KTSM-F	6 KBNA-AF	6 KSET-F	6 KSET-F	6 KSET-F	6	6	6	6 KOFX-F	6 KTSM-F
7	KSET-F	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		97 (1)	97 (1)	12.5	14.0	KELP 1590 El Paso	1.4/3.9/ 12/ 190
AOR/CLASSIC		96 (1)	96 (1)	12.3	14.4	KFNA 1060 El Paso	0.6/1.6/ 8/ 123
AC/OLDIES	12 (1)	122 (2)	134 (3)	17.2	22.1	KHEY 690 El Paso	1.2/5.4/ 13/2950
FULL SVC/VARIETY						KROD 600 El Paso	1.4/6.3/ 24/ 395
COUNTRY	10 (1)	120 (1)	130 (2)	16.7	21.4	KVIV 1340 El Paso	0.9/2.4/ 8/ 115
BLACK/URBAN							
SAC/EZ		57 (1)	57 (1)	7.3		XEJ 970 Ciudad Juarez	0.9/2.2/ 9/ 121
NEWS/TALK	38 (1)		38 (1)	4.9	3.6	XEP 1300 Ciudad Juarez	0.5/1.9/ 4/ 90
NOSTALGIA					4.0	XHEM-F 103.5 Ciudad Juarez	0.5/2.5/ 4/ 119
RELIGION/GOSPEL	12 (1)		12 (1)	1.5	0.5	XHGU-F 105.9 Ciudad/Juarez	0.4/1.7/ 3/ 102
SPANISH	79 (7)	136 (9)	215 (16)	27.6	19.9	XHH -F 100.7 Ciudad/Juarez	1.2/2.9/ 10/ 139
CLASSICAL						XHIM-F 105.1 Ciudad Juarez	1.6/4.8/ 14/ 229
JAZZ/NEW AGE						XHNZ-F 107.5 Ciudad/Juarez	0.7/2.0/ 6/ 96
UNKNOWN/OTHERS						XHPX-F 98.3 Ciudad Juarez	0.7/2.5/ 6/ 120
	151 (11)	628 (15)	779 (26)			XHTO-F 104.3 Ciudad Juarez	0.5/2.3/ 4/ 112
						XROK 800 Ciudad/Juarez	0.7/1.9/ 8/ 108

RADIO STATIONS

KAMA, 750,	10 KW/1 KW (DA-2),	HISPANIC	, \$ 26.00 (Caballero)	Pinnacle
KBNA, 920,	1 KW/500 W (DA-N),	SEE KBNA-FM		
KHEY, 690,	10 KW (DA-2)	, SEE KHEY-FM		
KROD, 600,	5 KW (DA-2)	, OLDIES	UNIULT ABC, \$ 17.00 (HNWH)	D & F
KTSM, 1380,	5 KW/500 W	, TALK/NEWS	NBC-T CBS, \$ 20.00 (HNWH)	
KVIV, 1340,	1 KW	, HISPANIC	CRC, \$ 15.00 (Lotus)	
KSET-F, 94.7,	61 KW @ 981	, HISPANIC	\$ NA (Caballero)	
KAMZ-F, 93.1,	30 KW @ 1168	, AC	\$ 29.00 (Eastman)	Pinnacle
KBNA-F, 97.5,	100 KW @ 1089	, HISPANIC	\$ 34.00 (Katz Hisp)	Tichenor
KEZB-F, 93.9,	96 KW @ 1210	, AC	ABC, \$ 28.00 (Schubert)	
KHEY-F, 96.3,	100 KW @ 1391	, COUNTRY	\$ 69.00 (Katz)	Ragan Henry
KLAQ-F, 95.5,	100 KW @ 1391	, AOR	UNIPWR ABC, \$ 40.00 (HNWH)	D & F
KOFX-F, 92.3,	100 KW @ 1860	, OLDIES	UNIPWR, \$ 34.00 (Mc-Guild)	
KTSM-F, 102.1,	100 KW @ 1191	, CHR	\$ 33.00 (Durpetti)	
KPRR-F, 99.9,	100 KW @ 1820	, EZ/SOFT AC	NBC CBS, \$ 22.00 (HNWH)	

Miscellaneous: KAMA-F changes to KSET-F (Feb) . . .

ERIE

Arbitron Rank/Pop (12+): 147/225,900
 MSA Rank/Pop: 165/275,300
 ADI # 140
 Average Person Ratings: 15.9
 Market TSL: 21.00 hours

Stations: 11/10
 Diaries: 653/346:1/53.3%
 Sample Target: 680
 % Below Line: 0.8
 % Not Listed: 15.6

1991 Revenue: \$5,800,000
 HH Inc.: \$31,966
 Retail \$: 1.8 Bil
 Pop per Station: 22,590
 #1 Biller: WXKC-F \$1,400,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WRKT-F (AOR)	56/15.6	13.9	16.7	17.0	14.7	----	59/611	574/25.4	24.1	27.0	B	WRKT-F
2. WMXE-F (CHR/AC)	51/14.2	11.5	9.4	6.1	9.9	----	60/956	795/35.2	31.5	29.4	B	WMXE-F
3. WXKC-F (AC)	44/12.3	14.8	14.6	15.0	15.5	----	51/794	663/29.3	32.4	31.0	C	WXKC-F
4. WJET-F (CHR)	43/12.0	13.9	17.3	17.9	19.8	----	49/768	681/30.1	35.3	38.7	C	WJET-F
5. WXTA-F (C)	42/11.7	8.3	10.0	4.3	5.3	----	45/539	496/22.0	16.9	17.2	A	WXTA-F
6. WEYZ (BB)	30/ 8.4	7.4	6.5	8.4	8.6	----	30/310	302/13.4	13.7	14.7	A	WEYZ
7. WLKK (T)	24/ 6.7	5.9	5.1	2.6	2.8	----	24/280	280/12.4	12.4	12.0	A	WLKK
8.												
9.												
10.												

12+ FM SHARE (METRO): 80.86% (245 of 303) (SPG 91: 83.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMXE-F>>	1 WRKT-F>	1 WRKT-F	1 WRKT-F	1 WRKT-F	1 WXKC-F<	1 WRKT-F	1 WRKT-F	1 WMXE-F	1 WMXE-F<	1 WRKT-F>>
2 WJET-F>	2 WJET-F	2 WMXE-F	2 WXKC-F	2 WXKC-F	2 WEYZ	2 WJET-F	2 WMXE-F<	2 WRKT-F	2 WRKT-F>	2 WMXE-F
3 WRKT-F	3 WMXE-F>	3 WJET-F<	3 WMXE-F>	3 WMXE-F	3 WXTA-F>	3 WMXE-F	3 WXTA-F	3 WXKC-F	3 WJET-F	3 WXTA-F
4	4 WXTA-F	4 WXKC-F>	4 WJET-F<	4 WXTA-F	4 WLKK	4 WXKC-F	4 WJET-F<	4 WJET-F	4 WXKC-F	4
5	5 WXKC-F	5 WXTA-F	5 WXTA-F	5 WJET-F	5 WMXE-F	5 WXTA-F	5 WXKC-F	5 WXTA-F>	5	5
6	6	6	6	6	6	6 WEYZ	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 WMXE-F	1 WMXE-F	1 WXKC-F	1 WMXE-F	1 WXKC-F	1 WRKT-F	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>
2 WRKT-F	2 WRKT-F	2 WRKT-F	2 WJET-F<	2 WMXE-F	2 WJET-F>>	2 WJET-F>	2 WMXE-F	2 WMXE-F	2 WXKC-F<
3 WJET-F>>	3 WJET-F>	3 WMXE-F	3 WXKC-F<	3 WJET-F	3 WXTA-F	3 WMXE-F	3 WXTA-F	3 WXKC-F	3 WMXE-F
4 WXTA-F	4 WXKC-F	4 WJET-F>	4 WRKT-F	4 WRKT-F	4 WMXE-F	4 WXTA-F	4 WJET-F	4 WJET-F	4 WXTA-F
5	5 WXTA-F	5 WXTA-F	5	5 WXTA-F	5	5	5	5 WXTA-F	5

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		43 (1)	43 (1)	14.2	19.8	WCTL-F 106.3 Union City	0.6/3.6/ 5/ 111
AOR/CLASSIC		56 (1)	56 (1)	18.5	19.1	WRIE 1260 Erie	1.1/6.5/ 4/ 157
AC/OLDIES	4 (1)	98 (3)	102 (4)	33.7	29.9	WZPR-F 100.3 Meadville	1.1/6.4/ 62/ 643
FULL SVC/VARIETY							
COUNTRY		46 (2)	46 (2)	15.2	14.5	WWSE-F 93.3 Jamestown	0.8/1.7/ 12/ 173
BLACK/URBAN							
SAC/EZ					1.5		
NEWS/TALK	24 (1)		24 (1)	7.9	5.9		
NOSTALGIA	30 (1)		30 (1)	9.9	8.0		
RELIGION/GOSPEL		2 (1)	2 (1)	0.7	1.2		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	58 (3)	245 (8)	303 (11)				

RADIO STATIONS

WEYZ , 1330, 5 KW	, Nostalgia	ABC, \$16.00 (Katz)	Burbach
WLKK , 1400, 1 KW	, Talk	MBS NBC, \$15.00 (---)	
WRIE , 1260, 5 KW (DA-2)	, Oldies	SMN, \$ 9.00 (Christal)	K & K
WCTL-F, 106.3, 3 KW @ 298	, Religion	, \$ 7.00 (---)	(UNION CITY)
WJET-F, 102.3, .5 KW @ 669	, CHR	, \$29.00 (Banner)	Myron Jones
WMXE-F, 103.7, 50 KW @ 500	, CHR/AC	ABC, \$27.00 (Katz)	Burbach
WRKT-F, 100.9, 6 KW @ 262	, AOR	, \$26.00 (Eastman)	(NORTH EAST)
WXKC-F, 99.9, 50 KW @ 492	, AC	, \$31.00 (Christal)	K & K
WXTA-F, 97.9, 10 KW @ 507	, Country	UNIULT, \$22.00 (Torbet)	(EDINBORO)
WZPR-F, 100.3, 20 KW @ 587	, Country	ABC, \$14.00 (---)	(MEADVILLE)

EUGENE

Arbitron Rank/Pop (12+): 143/237,600
 MSA Rank/Pop: 158/285,000
 ADI # 117
 Average Person Ratings: 15.2
 Market TSL: 20.50 hours

Stations: 13/13
 Diaries: 677/351:1/54.3%
 Sample Target: 690
 % Below Line: 0.0
 % Not Listed: 21.9

1991 Revenue: \$7,400,000
 HH Inc.: \$26,747
 Retail \$: 2.2 Bil
 Pop per Station: 18,277
 #1 Biller: KUGN-AF \$2,000,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KUGN-F (C)	62/17.2	13.6	14.1	15.6	14.3	----	68/774	664/27.9	19.5	21.0	C	KUGN-F
2. KMGE-F (AC)	51/14.1	12.4	9.9	12.9	8.4	----	56/814	631/26.6	24.1	20.2	C	KMGE-F
3. KUGN (FS)	28/ 7.8	6.2	8.1	6.6	8.1	----	30/491	404/17.0	19.2	18.4	B	KUGN
4. KLCX-F (AOR)	22/ 6.1	6.5	6.0	7.5	8.7	----	43/676	301/12.7	13.0	12.3	B	KLCX-F
5. KZEL-F (AOR)	21/ 5.8	4.7	9.0	7.8	9.9	----	37/653	421/17.7	15.3	18.9	B	KZEL-F
6. KSND-F (CHR)	20/ 5.5	10.1	8.7	9.0	9.9	----	24/490	395/16.6	21.8	20.1	B	KSND-F
7. KPNW-F (SAC)	18/ 5.0	4.7	4.8	4.5	6.5	----	33/627	361/15.2	12.5	14.2	B	KPNW-F
KAVE-F (AOR)	18/ 5.0	4.1	4.5	2.1	0.6	----	20/305	255/10.7	11.2	12.5	A	KAVE-F
9. KPNW (FS)	17/ 4.7	6.5	5.4	5.4	4.3	----	27/432	251/10.6	15.7	13.0	B	KPNW
10. KXO (BB)	11/ 3.0	1.8	2.1	----	1.2	----	11/210	184/ 7.7	5.5	5.2	A	KXO
11. KEED (C)	6/ 1.7	2.4	3.3	2.4	1.9	----	6/123	115/ 4.8	5.3	6.3	A	KEED
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 75.18% (212 of 282) (SPG 91: 71.22%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		20 (1)	20 (1)	7.1	10.4	KDUK 1280 Eugene	1.4/6.0/	6/	153
AOR/CLASSIC		61 (3)	61 (3)	21.6	25.5	KORE 1050 Springfield/Eug.	0.8/3.1/	3/	87
AC/OLDIES	5 (1)	51 (1)	56 (2)	19.9	20.1				
FULL SVC/VARIETY	45 (2)		45 (2)	16.0	16.2				
COUNTRY	6 (1)	62 (1)	68 (2)	24.1	21.6				
BLACK/URBAN									
SAC/EZ		18 (1)	18 (1)	6.4					
NEWS/TALK									
NOSTALGIA	11 (1)		11 (1)	3.9	2.2				
RELIGION/GOSPEL	3 (1)		3 (1)	1.1	4.0				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	70 (6)	212 (7)	282 (13)						

RADIO STATIONS

KDUK , 1280, 5 KW/1 KW (DA-N) , Oldies , \$ 9.00 (Mc-Guild) Pacific Telecom
KEED , 1600, 5 KW/1 KW (DA-N) , Country , \$10.00 (MMR) Comm. Pacific
KXO , 1450, 1 KW , Nostalgia , UNIULT UNISUP, \$11.00 (MMR)
KPNW , 1120, 50 KW (DA-1) , Full Service , ABC, \$17.00 (Katz) McCoy
KUGN , 590, 5 KW/1 KW (DA-N) , Full Service , CNN CBS, \$25.00 (Torbet)
KAVE-F, 95.3, .6 KW @ 1207 , AOR , \$13.00 (---) (CRESWELL)
KLCX-F, 104.7, 62 KW @ 2325 , AOR , \$19.00 (Mc-Guild) Pacific Telecom.
KMGE-F, 94.5, 100 KW @ 1299 , AC/CHR , \$24.00 (MMR)
KPNW-F, 99.1, 100 KW @ 1630 , Soft AC , \$20.00 (Katz) McCoy
KSND-F, 93.1, 100 KW @ 984 , CHR , \$28.00 (MMR) Comm. Pacific
KUGN-F, 97.9, 100 KW @ 1010 , Country , UNISUP MBS, \$35.00 (Torbet)
KZEL-F, 96.1, 100 KW @ 1092 , AOR , SOURCE NBC, \$23.00 (Christal)

EVANSVILLE

Arbitron Rank/Pop (12+): 146/230,600
 MSA Rank/Pop: 162/279,600
 ADI # 93
 Average Person Ratings: 16.1
 Market TSL: 21.25 hours

Stations: 14/12
 Diaries: 764/302:1/57.1%
 Sample Target: 700
 % Below Line: 10.0
 % Not Listed: 11.9

1991 Revenue: \$10,200,000
 HH Inc.: \$30,062
 Retail \$: 2.0 Bill
 Pop per Station: 19,217
 #1 Biller: WIKY-AF \$2,000,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WIKY-F (FS)	68/18.3	19.2	15.1	17.9	17.2	----	95/1160	767/33.3	36.9	28.1	D	WIKY-F
2. WYNG-F (C)	65/17.5	15.0	15.8	12.0	13.5	----	92/950	713/30.9	24.7	26.8	C	WYNG-F
3. WSTO-F (CHR)	41/11.1	11.9	15.3	18.9	18.4	----	114/1726	710/30.8	35.2	34.9	D	WSTO-F
4. WBKR-F (C)	33/ 8.9	7.5	6.0	3.3	4.2	----	126/1332	444/19.3	17.3	16.2	B	WBKR-F
5. WGBF-F (AOR)	27/ 7.3	5.7	3.1	4.9	4.4	----	43/549	350/15.2	12.4	10.8	B	WGBF-F
6. WKDQ-F (AC)	25/ 6.7	9.8	11.2	14.3	12.7	----	54/947	420/18.2	23.3	23.3	C	WKDQ-F
7. WWOK (BB)	20/ 5.4	5.4	5.7	7.4	7.8	----	27/297	239/10.4	11.4	9.3	A	WWOK
8. WRBT-F (CL AOR)	18/ 4.9	3.6	6.5	4.9	5.1	----	38/556	257/11.1	10.7	15.2	A	WRBT-F
9. WJPS-AF (D)	16/ 4.3	3.9	4.7	1.0	3.4	----	21/360	270/11.7	14.2	14.9	A	WJPS-AF

12+ FM SHARE (METRO): 89.60% (293 of 327) (SPG 91: 88.71%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		41 (1)	41 (1)	12.5	21.5	WGAB 1180 Newburgh/Evnsvl	0.8/2.6/ 8/ 77
AOR/CLASSIC		45 (2)	45 (2)	13.8	11.0	WSON 860 Henderson	0.8/3.3/ 6/ 143
AC/OLDIES	4 (1)	37 (2)	41 (3)	12.5	12.9	WVHI 1330 Evansville	1.1/3.2/ 5/ 107
FULL SVC/VARIETY		68 (1)	68 (1)	20.8	19.0		
COUNTRY		102 (3)	102 (3)	31.2	25.9	WRUL-F 97.3 Carmi	1.1/3.4/ 30/ 298
BLACK/URBAN							
SAC/EZ							
NEWS/TALK	3 (1)		3 (1)	0.9			
NOSTALGIA	23 (2)		23 (2)	7.0	8.3		
RELIGION/GOSPEL	4 (1)		4 (1)	1.2	1.4		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	34 (5)	293 (9)	327 (14)				

RADIO STATIONS

WJPS , 1400, 1 KW -- see WJPS-F (LMA) South Central
 WWOK , 1280, 5 KW/1 KW (DA-N) , Nostalgia UNIULT UNISUP, \$14.00 (Katz)
 WGBF-F, 103.1, 1.7 KW @ 443 , AOR SOURCE ABC, \$17.00 (Katz) (HENDERSON, KY)
 WIKY-F, 104.1, 39 KW @ 571 , Full Service MBS, \$50.00 (Christal) South Central
 WJPS-F, 106.1, 6 KW @ 328 , Oldies UNIULT UNISUP, \$15.00 (Christal) (NEWBURGH)
 WKDQ-F, 99.5, 100 KW @ 476 , AC ABC, \$34.00 (Mc-Guild) (HENDERSON)
 WRBT-F, 94.9, 50 KW @ 420 , Classic AOR , \$16.00 (---) (MT. CARMEL, IL)
 WSTO-F, 96.1, 100 KW @ 1000 , CHR ABC, \$45.00 (Banner) (OWENSBORO)
 WYNG-F, 105.3, 50 KW @ 390 , Country CBS, \$46.00 (Eastman) Pinnacle

WBKR-F -- see Owensboro in 1992 Small Market edition

Miscellaneous: WSYZ-F to WJPS-F and format to Oldies (June) . . . WIKY to WJPS (June) and simulcasting with WJPS-F . . .

FARGO

Arbitron Rank/Pop (12+): 205/128,000
 MSA Rank/Pop: 243/154,700
 ADI # 108
 Average Person Ratings: 18.6
 Market TSL: 24.75 hours

Stations: 12/10
 Diaries: 602/213:1/56.5%
 Sample Target: 610
 % Below Line: 1.3
 % Not Listed: 13.4

1991 Revenue: \$6,800,000
 HH Inc.: \$29,541
 Retail \$: 1.3 Bill
 Pop per Station: 12,800
 #1 Biller: KFGO \$1,600,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KFGO-F (C)	29/12.2	----	3.6	----	6.0	----	59/689	308/24.1	0.0	14.3	A	KFGO-F
2. KFGO (C)	28/11.8	----	14.5	----	9.2	----	66/759	300/23.4	0.0	28.0	C	KFGO
3. KLTA-F (AC)	27/11.3	----	9.5	----	11.2	----	48/509	333/26.0	0.0	23.3	C	KLTA-F
4. KQWB-F (AOR)	26/10.9	----	13.6	----	15.5	----	32/414	299/23.4	0.0	28.5	B	KQWB-F
5. WDAY-F (CHR)	24/10.1	----	15.0	----	13.1	----	37/645	409/32.0	0.0	34.9	C	WDAY-F
WDAY (FS)	24/10.1	----	9.5	----	10.0	----	45/588	255/19.9	0.0	24.1	B	WDAY
KVOX-F (C)	24/10.1	----	12.3	----	11.6	----	34/527	312/24.4	0.0	23.5	B	KVOX-F
8. KVOX (BB)	11/ 4.6	----	2.3	----	4.8	----	15/166	115/ 9.0	0.0	8.2	A	KVOX
9. KKDL-F (O)	9/ 3.8	----	3.6	----	----	----	18/287	178/13.9	0.0	11.1	A	KKDL-F
10.												

12+ FM SHARE (METRO): 68.93% (142 of 206) (SPG 91: 67.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDAY-F>>	1 KQWB-F	1 KQWB-F<	1 KLTA-F	1 KLTA-F>	1 KFGO	1 WDAY	1 KFGO-F<	1 KFGO-F<	1 KFGO	1 KQWB-F>>
2	2 KFGO-F	2 KFGO-F<	2 KFGO-F	2 KFGO-F	2 WDAY	2 KLTA-F	2 KVOX-F<	2 KVOX-F<	2 KQWB-F	2 KFGO-F
3	3 WDAY-F	3 KLTA-F>	3 KQWB-F	KFGO	3 KVOX-F	3 KFGO-F	3 WDAY	3 KQWB-F	3 WDAY-F	KFGO
4	KLTA-F	4 WDAY-F	KFGO	4 KVOX-F	4 KLTA-F	4 KFGO	4 KVOX-F	4 WDAY-F<	4 KFGO-F>	4
5	5	5	5 KVOX-F	5 KQWB-F	5	5	5	5 KLTA-F	5	5
6	6	6	6	6 WDAY	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 WDAY-F	1 KLTA-F	1 KLTA-F>>	1 KLTA-F>	1 KLTA-F>>	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>	1 KQWB-F>	1 KQWB-F
2 KFGO-F	2 WDAY-F	2 KFGO-F>	2 KFGO-F	2 KFGO-F	2 KFGO-F	2 KFGO-F>	2 KFGO-F>	2 KFGO-F	2 KFGO
3 KQWB-F	KFGO-F>	3 WDAY-F	3 WDAY-F	3 KVOX-F	3 WDAY-F>	3 WDAY-F	3 WDAY	3 KVOX-F	3 WDAY
4 KLTA-F	4 KQWB-F	KQWB-F	4	4 KFGO	4 KVOX-F	KVOX-F	KVOX-F	KFGO	KVOX-F
5	5	5	5	5	5	5	KFGO	5 WDAY	KFGO-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		24 (1)	24 (1)	11.7	17.5	KQWB 1550 Fargo/Moorhead	0.4/5.2/ 2/ 103
AOR/CLASSIC		26 (1)	26 (1)	12.6	15.9		
AC/OLDIES		37 (3)	38 (4)	18.4	21.7	KBRF-F 103.3 Fergus Falls	0.4/4.1/ 7/ 156
FULL SVC/VARIETY	1 (1)		24 (1)	11.7	11.1	KQAA-F 94.9 Aberdeen/Wrtwn	0.8/2.0/ 6/ 94
COUNTRY	28 (1)	53 (2)	81 (3)	39.3	31.2		
8LACK/URBAN							
SAC/EZ							
NEWS/TALK							
NOSTALGIA	11 (1)		11 (1)	5.3	2.6		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		2 (1)	2 (1)	1.0			
	64 (4)	142 (8)	206 (12)				

RADIO STATIONS

KFGO , 790, 5 KW (DA-N)	Country/FS	A&C, \$34.00 (CBS)
KQWB , 1550, 10 KW/5 KW (DA-N)	Oldies	UNIULT UNISUP, \$ --- (HNWH) Brill
KVOX , 1280, 5 KW/1 KW (DA-N)	Nostalgia	SMN ABC, \$11.00 (Torbet)
WDAY , 970, 5 KW (DA-N)	Full Service	MBS NBC, \$21.00 (Katz) Forum
KFGO-F, 101.9, 100 KW @ 866	Country	\$20.00 (CBS)
KKDL-F, 95.1, 100 KW @ 276	Oldies	\$13.00 (---) (DETROIT LAKES)
KLTA-F, 105.1, 100 KW @ 649	AC	\$23.00 (Christal) T. Ingstad (BRECKENRIDGE)
KQWB-F, 98.7, 100 KW @ 581	AOR/Classic	UNIPWR, \$22.00 (HNWH) Brill
KVOX-F, 99.9, 100 KW @ 380	Country	ABC, \$20.00 (Torbet)
WDAY-F, 93.7, 100 KW @ 1141	CHR	\$24.00 (Katz) Forum

Miscellaneous: KFGO-F from AC to Country . . .

FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 121/306,900
 MSA Rank/Pop: 164/276,200
 Raleigh ADI
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

Stations: 19/14
 Diaries: 878/350:1/49.9%
 Sample Target: 760
 % Below Line: 9.4
 % Not Listed: 13.4

1991 Revenue: \$7,200,000
 HH Inc.: \$28,045
 Retail \$: 2.3 Bi
 Pop per Station: 21,921
 #1 Biller: WKML-F \$2,050,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WZFX-F (B)	103/20.2	20.6	20.9	19.3	23.6	----	181/1857	982/32.0	29.1	31.2	C	WZFX-F
2. WKML-F (C)	86/16.9	18.0	16.0	16.2	14.5	----	197/1869	855/27.9	28.2	23.4	D	WKML-F
3. WQSM-F (AC)	51/10.0	8.3	8.2	11.6	12.9	----	71/899	656/21.4	20.9	20.7	C	WQSM-F
4. WRCQ-F (AOR)	39/ 7.7	6.3	4.7	6.9	7.1	----	49/493	376/12.3	13.2	13.2	B	WRCQ-F
5. WMXF-F (CHR)	25/ 4.9	5.5	8.0	7.5	4.8	----	39/715	467/15.2	18.2	19.1	B	WMXF-F
6. WFNC (N/T)	23/ 4.5	6.5	4.1	4.9	5.3	----	25/292	258/ 8.4	11.0	7.4	B	WFNC
7. WIDU (G)	19/ 3.7	3.0	3.1	4.3	3.0	----	20/211	177/ 5.8	5.3	4.7	A	WIDU
8. WRAL-F (AC)	15/ 2.9	1.6	1.6	1.4	2.0	----	21/477	291/ 9.5	7.8	7.9		WRAL-F
9. WFMO (G)	14/ 2.8	4.0	3.1	1.2	1.4	----	16/135	112/ 3.6	3.0	2.4	A	WFMO
10. WSTS-F (G)	13/ 2.6	4.2	4.3	3.0	0.6	----	28/267	158/ 5.1	5.5	5.3	A	WSTS-F

12+ FM SHARE (METRO): 85.26% (376 of 441) (SPG 91: 85.27%)

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	2 WRCQ-F<	2 WKML-F	WKML-F	2 WZFX-F	2 WQSM-F	2 WZFX-F>	2 WZFX-F	2 WKML-F>	2 WKML-F	2 WKML-F
3	3 WKML-F>	3 WQSM-F	3 WQSM-F>>	3 WQSM-F>>	3 WZFX-F>	3 WQSM-F>	3 WQSM-F>	3 WQSM-F	3 WQSM-F	3
4	4 WMXF-F	4 WRCQ-F	4	4	4 WFNC	4	4 WRCQ-F>	4 WRCQ-F>	4 WMXF-F	4
5	5 WQSM-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 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F	1 WKML-F	1 WRCQ-F>>	1 WRCQ-F	1 WZFX-F	1 WZFX-F<	1 WKML-F
2 WMXF-F>	2 WKML-F	2 WKML-F	2 WKML-F	2 WZFX-F	2 WZFX-F>	2 WZFX-F	2 WZFX-F	2 WRCQ-F	2 WZFX-F
3 WKML-F	3 WQSM-F	3 WQSM-F	3 WQSM-F>>	3 WQSM-F>>	3 WKML-F	3 WKML-F>>	3 WRCQ-F	3 WKML-F>	3 WQSM-F>
4	4 WMXF-F	4	4	4	4	4 WMXF-F	4 WQSM-F	4 WQSM-F	4 WRCQ-F
5	5	5	5	5	5	5 WQSM-F	5	5	5 WFNC

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		33 (2)	33 (2)	7.5	13.1	WFAI 1230 Fayetteville	0.4/2.2/ 2/	69	
AOR/CLASSIC		49 (3)	49 (3)	11.1	7.1	WFLB 1490 Fayetteville	0.6/2.3/ 3/	72	
AC/OLDIES	3 (1)	76 (3)	79 (4)	17.9	15.9	WJSK-F 102.3 Lumberton	0.8/1.6/ 4/	57	
FULL SVC/VARIETY					0.7	WYRU 1160 Red Springs	0.8/2.6/ 8/	143	
COUNTRY		102 (3)	102 (3)	23.1	20.0	WZNS-F 92.9 Dillon	1.4/3.2/ 16/	291	
BLACK/URBAN		103 (1)	103 (1)	23.4	24.2				
SAC/EZ						WDCG-F 105.1 Durham/Raleigh	1.6/7.0/ 18/	413	
NEWS/TALK	23 (1)		23 (1)	5.2	4.8	WKRR-F 92.3 Asheboro/Grnsbr	0.6/2.6/ 5/	162	
NOSTALGIA						WQDR-F 94.7 Raleigh	2.4/6.8/ 50/	600	
RELIGION/GOSPEL	35 (3)	13 (1)	48 (4)	10.9	13.1	WTRG-F 100.7 Rocky Mount	2.0/5.9/ 15/	310	
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	4 (1)		4 (1)	0.9	1.2				
	65 (6)	376 (13)	441 (19)						

RADIO STATIONS

WFMO , 860, 1 KW (DAYS) , Gospel
 WFNC , 640, 10 KW/1 KW , News/Talk
 WIDU , 1600, 1 KW/25 W , Gospel

WKML-F, 95.7, 100 KW @ 1053 , Country
 WMXF-F, 96.5, 80 KW @ 794 , CHR
 WQSM-F, 98.1, 100 KW @ 830 , AC

WRCQ-F, 103.5, 48 KW @ 443 , AOR/Classic
 WSTS-F, 100.9, 3 KW @ 29R , Gospel
 WZFX-F, 99.1, 100 KW @ 981 , Black

UNIULT, \$ 9.00 (TN) (FAIRMONT)
 CBS, \$18.00 (Katz) Cape Fear
 , \$10.00 (HNWH)

ABC, \$50.00 (Mc-Guild) Beasley (LUMBERTON)
 NBC, \$13.00 (Mc-Guild) Carolina (LAURINBURG)
 , \$40.00 (Katz) Cape Fear

ABC, \$18.00 (---) (DUNN)
 UNIULT, \$10.00 (Southern) (FAIRMONT)
 AURN, \$34.00 (HNWH) Joyner (WHITEVILLE)

WRAL-F -- see Raleigh

FLINT

Arbitron Rank/Pop (12+): 105/346,700
MSA Rank/Pop: 113/429,000
ADI # 56 (w/Saginaw)
Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 23/9
Diaries: 835/415:1/47.1%
Sample Target: 900
% Below Line: 32.2
% Not Listed: 14.8

1991 Revenue: \$10,100,000
HH Inc.: \$29,125
Retail \$: 3.5 Bil
Pop per Station: 38,522
#1 Biller: WCRZ-F \$3,100,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WDZZ-F (B)	99/16.4	13.1	13.5	10.5	10.6	----	99/837	812/23.4	22.4	20.4	C	WDZZ-F
2. WCRZ-F (AC)	93/15.4	14.1	14.2	14.9	15.9	----	109/1193	951/27.4	27.3	27.4	E	WCRZ-F
3. WWCK-F (CHR)	52/ 8.6	10.0	10.5	11.9	10.9	----	65/1068	812/23.4	25.1	27.7	D	WWCK-F
4. WFDF (BB)	40/ 6.6	6.9	4.8	8.2	6.5	----	54/504	361/10.4	13.0	9.7	B	WFDF
5. WIOG-F (CHR)	38/ 6.3	6.2	8.7	7.0	9.9	----	75/1251	717/20.7	18.9	23.7		WIOG-F
6. WJRR (FS)	37/ 6.1	7.4	5.3	5.9	5.4	----	51/636	468/13.5	16.5	12.8		WJRR
7. WHNN-F (O)	35/ 5.8	4.5	6.2	4.0	0.8	----	58/818	510/14.7	14.2	16.6		WHNN-F
8. WKCF-F (C)	34/ 5.6	4.1	4.7	5.1	3.8	----	56/785	481/13.9	12.8	13.6		WKCF-F
9. WKMF-AF (C)	19/ 3.1	3.8	4.2	5.1	6.9	----	23/351	274/ 7.9	8.3	10.6	B	WKMF-AF
10.												

12+ FM SHARE (METRO): 78.60% (404 of 514) (SPG 91: 79.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDZZ-F>>	1 WDZZ-F	1 WCRZ-F	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F	1 WCRZ-F	1 WCRZ-F	1 WDZZ-F	1 WDZZ-F>	1 WJRR
2 WIOG-F	2 WCRZ-F	2 WDZZ-F>	2 WDZZ-F>	2 WDZZ-F>	2 WDZZ-F	2 WDZZ-F>	2 WDZZ-F>	2 WCRZ-F	2 WCRZ-F	2 WDZZ-F>
WWCK-F	3 WWCK-F>	3 WWCK-F>	3 WHNN-F	3 WHNN-F	3 WFDF	3 WFDF	3 WWCK-F	3 WWCK-F>	3 WWCK-F>	3 WWCK-F
4	4 WIOG-F	4 WHNN-F	4 WWCK-F	4 WKCF-F	4 WJRR	4 WJRR	4 WKCF-F	4 WIOG-F	4 WIOG-F	4 WIOG-F
5	5 WKCF-F	5 WIOG-F	5 WKCF-F	5 WWCK-F	5 WHNN-F	5 WWCK-F>	WFDF	5 WHNN-F	5 WJRR	5 WJRR

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 WDZZ-F	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F>>	1 WDZZ-F	1 WDZZ-F	1 WDZZ-F	1 WDZZ-F	1 WCRZ-F>
2 WCRZ-F	2 WDZZ-F>	2 WKCF-F	2 WDZZ-F>	2 WDZZ-F>	2 WWCK-F>>	2 WWCK-F>	2 WWCK-F	2 WCRZ-F	2 WDZZ-F>
3 WWCK-F	3 WIOG-F	WIOG-F	3 WHNN-F	3 WKCF-F	3 WCRZ-F	3 WCRZ-F	3 WCRZ-F	3 WWCK-F	3 WHNN-F
4 WIOG-F	WWCK-F	4 WDZZ-F>	WWCK-F	4 WHNN-F	4	4	4	4 WHNN-F	WWCK-F
5	5 WKCF-F	5 WWCK-F	5 WKCF-F	5 WIOG-F	5	5	5	5	5
6	6	6	WIOG-F	6 WWCK-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		90 (2)	90 (2)	17.5	22.0	WFLT 1420 Flint/Burton	1.8/5.9/ 11/ 203		
AOR/CLASSIC		22 (4)	22 (4)	4.3	7.6	WOWE-F 98.9 Vassar	0.7/3.6/ 4/ 131		
AC/OLDIES		128 (2)	128 (2)	24.9	24.3	WTAC 600 Flint/Saginaw	0.3/2.1/ 2/ 81		
FULL SVC/VARIETY	37 (1)		37 (1)	7.2	6.1				
COUNTRY	8 (1)	101 (4)	59 (5)	11.5	10.5	WCSX-F 94.7 Birmingham	1.2/4.8/ 10/ 259		
BLACK/URBAN		59 (3)	59 (3)	21.2	17.4	WITL-F 100.7 Lansing	0.7/2.4/ 20/ 238		
SAC/EZ		4 (1)	4 (1)	0.8	0.6	WJOI-F 97.1 Detroit	0.7/1.4/ 5/ 77		
NEWS/TALK	12 (2)		12 (2)	2.3	1.3	WKQZ-F 93.3 Midland/Saginaw	1.0/3.2/ 17/ 286		
NOSTALGIA	40 (1)		40 (1)	7.8	5.5	WTLZ-F 98.7 Detroit	0.3/2.1/ 7/ 127		
RELIGION/GOSPEL	13 (2)		13 (2)	2.5	3.6	WRIF-F 101.1 Detroit	1.2/4.0/ 13/ 224		
SPANISH						WTLZ-F 107.1 Saginaw	1.0/6.3/ 6/ 218		
CLASSICAL						WWJ 950 Detroit	1.2/4.2/ 8/ 186		
JAZZ/NEW AGE					1.0	WWW-F 106.7 Detroit	0.3/1.6/ 7/ 155		
UNKNOWN/OTHERS						WXYT 1270 Detroit	0.8/1.5/ 8/ 108		
	110 (7)	404 (16)	514 (23)						

RADIO STATIONS

WFDF , 910,	5 KW/1 KW (DA-N)	Nostalgia	CBS, \$18.00 (Schubert)	McVay
WFLT , 1420,	500 W/144 W	Religion	MBS, \$10.00 (P/W)	
WKMF , 1470,	5 KW/1 KW (DA-N)	See WKMF-F	, \$ NA (Katz)	Faircom
WCRZ-F, 107.9,	50 KW @ 331	AC	, \$62.00 (Katz)	
WDZZ-F, 92.7,	3 KW @ 256	Black	, \$40.00 (Schubert)	McVay
WKMF-F, 101.7,	3 KW @ 328	Country	, \$19.00 (Katz)	(TUSCOLA)
WWCK-F, 105.5,	3 KW @ 328	CHR	NBC, \$43.00 (Christal)	Faircom

Other ranked stations -- see Saginaw or Detroit

FORT PIERCE, FL

Arbitron Rank/Pop (12+): 120/309,800
 MSA Rank/Pop: 173/261,500
 ADI # NA
 Average Person Ratings: 17.4
 Market TSL: 23.25 hours

Stations: 19/10
 Diaries: 799/388:1/52.8%
 Sample Target: 750
 % Below Line: 29.4
 % Not Listed: 20.7

1991 Revenue: NA
 HH Inc.: \$26,788
 Retail \$: 2.8 Bil
 Pop per Station: 30,980
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WHLG-F (SAC)	76/14.1	11.2	13.0	17.6	16.2	----	76/537	531/17.1	17.9	15.6	WHLG-F
2. WZZR-F (AOR)	48/ 8.9	11.6	3.3	4.2	6.5	----	52/522	493/15.9	16.7	14.8	WZZR-F
3. WOVV-F (CHR)	42/ 7.8	10.9	11.5	8.4	13.6	----	46/772	717/23.1	24.9	28.9	WOVV-F
4. WAVW-F (C)	40/ 7.4	8.4	8.8	7.0	3.5	----	44/474	434/14.0	15.8	12.8	WAVW-F
5. WGYL-F (SAC/EZ)	39/ 7.2	7.7	6.6	4.2	3.2	----	40/469	450/14.5	12.7	12.7	WGYL-F
6. WKGR-F (CL AOR)	33/ 6.1	6.6	15.4	15.1	12.4	----	35/536	493/15.9	18.8	20.3	WKGR-F
7. WQOL-F (O)	28/ 5.2	5.8	5.1	3.1	2.4	----	31/363	329/10.6	12.6	11.6	WQOL-F
8. WIRK-F (C)	23/ 4.3	1.9	5.1	7.0	4.4	----	25/289	262/ 8.5	6.6	8.0	WIRK-F
9. WEAT-F (SAC)	20/ 3.7	3.2	2.9	5.6	7.4	----	20/317	281/ 9.1	7.3	6.9	WEAT-F
10. WRMF-F (AC)	13/ 2.4	2.6	1.6	5.0	8.6	----	15/258	235/ 7.6	6.8	5.5	WRMF-F
11. WAXE (BB)	12/ 2.2	1.7	0.8	----	----	----	12/160	160/ 5.2	4.8	2.8	WAXE
12.											
13.											
14.											
15.											

12+ FM SHARE (METRO): 86.45% (370 of 428) (SPG 91: 91.67%)

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 WZZR-F<	1 WZZR-F<	1 WHLG-F>>	1 WHLG-F>	1 WHLG-F>	1 WHLG-F>	1 WOVV-F>	1 WGYL-F>
2 WZZR-F>>	2 WOVV-F	2 WKGR-F	2 WKGR-F	2 WKGR-F	2 WGYL-F	2 WGYL-F	2 WZZR-F>	2 WZZR-F	2 WZZR-F	2 WZZR-F
3 WKGR-F>>	3 WOVV-F	3 WQOL-F>	3 WQOL-F>	3 WQOL-F<	3 WAVW-F	3 WAVW-F	3 WAVW-F<	3 WOVV-F	3 WGYL-F	3 WQOL-F
4 WQOL-F>	4 WOVV-F>	4 WOVV-F	4 WOVV-F	4 WAVW-F>	4 WQOL-F	4 WZZR-F	4 WGYL-F	4 WAVW-F	4 WHLG-F	4
5 WAVW-F	5 WAVW-F	5 WAVW-F	5 WAVW-F	5 WOVV-F	5	5 WOVV-F<	5 WKGR-F<	5 WKGR-F	5 WKGR-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 WOVV-F	1 WOVV-F>	1 WOVV-F>	1 WOVV-F>	1 WOVV-F	1 WZZR-F>>	1 WZZR-F>>	1 WKGR-F	1 WZZR-F>	1 WZZR-F
2 WZZR-F>>	2 WZZR-F>	2 WZZR-F	2 WZZR-F	WAVW-F>	2 WOVV-F	2 WKGR-F>>	WZZR-F>>	2 WKGR-F	2 WKGR-F
3 WKGR-F	3 WKGR-F	3 WKGR-F	3 WAVW-F	3 WQOL-F	WIRK-F	3	3 WOVV-F	3 WQOL-F>	3 WQOL-F>
4 WAVW-F	4 WAVW-F	WEAT-F	4 WKGR-F	4 WRMF-F	4	4	WAVW-F	4 WIRK-F	4 WAVW-F
5	5 WEAT-F	WAVW-F	5 WQOL-F	WKGR-F	5	5	5	5	5
6	6	6	6	WEAT-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		42 (1)	42 (1)	9.8	18.1	WIRA 1400 Ft.Pierce	1.1/3.8/ 6/ 118		
AOR/CLASSIC		81 (2)	81 (2)	18.9	18.8	WPSL 1590 Port St Lucie	0.9/2.8/ 5/ 86		
AC/OLDIES	5 (1)	45 (3)	50 (4)	11.7	9.5	WSTU 1450 Stuart	1.5/3.6/ 8/ 111		
FULL SVC/VARIETY	8 (1)		8 (1)	1.9	1.4	WTTB 1490 Vero Beach	1.3/3.2/ 7/ 98		
COUNTRY		63 (2)	63 (2)	14.7	18.1				
BLACK/URBAN		4 (1)	4 (1)	0.9	2.6	WEDR-F 99.1 Miami/Ft Lrdle	0.7/2.2/ 4/ 69		
SAC/EZ		135 (3)	135 (3)	31.5	27.6	WJNO 1230 West Palm Beach	1.9/5.6/ 10/ 183		
NEWS/TALK	17 (2)		17 (2)	4.0	2.9	WOLL-F 94.3 Riviera Beach	0.7/2.4/ 4/ 75		
NOSTALGIA	18 (2)		18 (2)	4.2	1.0	WSWN 900 Belle Glade	1.9/3.6/ 12/ 118		
RELIGION/GOSPEL	10 (1)		10 (1)	2.3					
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	58 (7)	370 (12)	428 (19)						

RADIO STATIONS

WAXE , 1370, 1 KW/85 W , Nostalgia , \$11.00 (---) (VERO BEACH)
 WIRA , 1400, 1 KW , Nostalgia UNISUP NBC, \$13.00 (Mc-Guild) Ardman
 WSTU , 1450, 1 KW , AC ABC, \$14.00 (---) (STUART)
 WAVW-F, 101.7, 6 KW @ 348 , Country ABC, \$20.00 (Roslin) (VERO BEACH)
 WHLG-F, 102.3, 3 KW @ 285 , Soft AC/EZ AP, \$26.00 (---) (STUART)
 WQOL-F, 103.7, 50 KW @ 476 , Oldies UNISUP CNN, \$16.00 (---) (VERO BEACH)
 WGYL-F, 93.7, 50 KW @ 479 , Soft AC/EZ , \$16.00 (---) (VERO BEACH)
 WZZR-F, 92.7, 50 KW @ 482 , AOR , \$27.00 (Katz) CRB (STUART)

Other ranked stations -- see West Palm Beach

Miscellaneous: WZZR-F from CHR to AOR . . .

FORT WAYNE

Arbitron Rank/Pop (12+): 124/297,500 Stations: 18/15 1991 Revenue: \$11,100,000
 MSA Rank/Pop: 131/366,900 Diaries: 789/377:1/57.2% HH Inc.: \$31,658
 ADI # 102 Sample Target: 760 Retail \$: 2.9 Bill
 Average Person Ratings: 17.6 % Below Line: 6.3 Pop per Station: 19,833
 Market TSL: 23.00 hours % Not Listed: 13.6 #1 Biller: WAJI-F \$2,400,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WMEE-F (CHR)	58/11.1	9.9	11.8	11.6	19.9	----	127/2036	933/31.4	27.9	30.7	D	WMEE-F
2. WAJI-F (AC)	56/10.7	12.0	12.0	12.6	11.2	----	90/1191	650/21.8	20.1	26.0	D	WAJI-F
3. WXKE-F (AOR)	51/ 9.8	8.0	5.7	6.5	8.7	----	59/609	429/14.4	14.0	15.3	B	WXKE-F
4. WBTU-F (C)	40/ 7.6	9.0	8.7	9.9	6.2	----	142/1655	589/19.8	20.1	17.7	C	WBTU-F
5. WOWO (FS)	31/ 5.9	7.7	5.9	6.7	8.3	----	79/1278	517/17.4	19.3	22.0	C	WOWO
WJFX-F (B)	31/ 5.9	3.0	5.7	7.3	3.7	----	31/250	250/ 8.4	5.3	9.7	A	WJFX-F
WBXR-F (CL AOR)	31/ 5.9	7.7	6.9	6.5	9.1	----	96/1262	569/19.1	17.7	21.0	C	WBXR-F
8. WGL (N/T)	30/ 5.7	4.7	4.5	3.2	4.8	----	48/578	411/13.8	11.3	10.0	A	WGL
9. WDJB-F (CHR)	29/ 5.5	7.1	6.9	3.1	----	----	34/762	542/18.2	18.1	17.0	A	WDJB-F
10. WJLT-F (O)	26/ 5.0	4.5	4.7	3.6	3.7	----	28/461	430/14.5	11.0	11.0	B	WJLT-F
11. WQHK (C)	19/ 3.6	3.9	4.9	3.6	5.2	----	30/399	233/ 7.8	11.0	10.8	B	WQHK
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 76.11% (344 of 452) (SPG 91: 78.79%)

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

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 WMEE-F	1 WMEE-F	1 WMEE-F	1 WAJI-F	1 WAJI-F	1 WXKE-F	1 WXKE-F	1 WXKE-F	1 WXKE-F	1 WXKE-F
2 WDJB-F	2 WAJI-F	2 WAJI-F	2 WMEE-F	2 WMEE-F	2 WMEE-F	2 WBXR-F	2 WBXR-F	2 WBXR-F	2 WAJI-F
3 WJFX-F	3 WJFX-F	3 WBXR-F	3 WJFX-F	3 WBTU-F	3 WBXR-F	3 WMEE-F	3 WMEE-F	3 WMEE-F	3 WBXR-F
4	4 WAJI-F	4 WXKE-F	4 WXKE-F	4 WJLT-F	4 WBTU-F	4 WBTU-F	4 WAJI-F	4 WAJI-F	4 WGL
5	5 WBXR-F	5 WJFX-F	5 WBXR-F	5 WJFX-F	5	5 WAJI-F	5	5 WBTU-F	5 WMEE-F
6	6	6 WBTU-F	6	6 WBXR-F	6	6	6	6	6 WJLT-F
7	7	7	7	7	7	7	7	7	7 WBTU-F

FORMATS	AM	FM	TOTAL	%	SPG 91	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		87 (2)	87 (2)	19.2	22.1	WFCV	1090	Fort Wayne	0.6/1.8/	3/ 103
AOR/CLASSIC		82 (2)	82 (2)	18.1	14.9	WIFF	1570	Auburn/Ft. Wayne	0.8/1.8/	4/ 53
AC/OLDIES		82 (2)	82 (2)	18.1	19.8	WIFF-F	105.5	Auburn/Ft. Wayne	1.1/2.7/	6/ 85
FULL SVC/VARIETY	37 (2)	4 (1)	41 (3)	9.1	9.6	WOWO-F	103.1	Huntington	0.8/4.1/	6/ 339
COUNTRY	19 (1)	40 (1)	59 (2)	13.1	16.1					
BLACK/URBAN		31 (1)	31 (1)	6.9	6.8	CKLW	800	Windsor	2.9/4.0/	21/ 224
SAC/EZ		12 (1)	12 (1)	2.7	3.3	WLW	700	Cincinnati	1.1/3.2/	23/ 486
NEWS/TALK	30 (1)		30 (1)	6.6	5.4	WMRI-F	106.9	Marion	2.3/7.1/	50/ 600
NOSTALGIA	19 (2)		19 (2)	4.2	0.9					
RELIGION/GOSPEL	3 (1)		3 (1)	0.7						
SPANISH										
CLASSICAL										
JAZZ/NEW AGE		6 (1)	6 (1)	1.3	1.2					
UNKNOWN/OTHERS										
		108 (7)	344 (11)	452 (18)						

RADIO STATIONS

WGL , 1250,	2.5 KW/1.4 KW (DA-2)	News/Talk	NBC-T CNN, \$16.00 (---)
WOWO , 1190,	50 KW (DA-N)	Full Service	CBS, \$30.00 (Mc-Guild) Price
WQHK , 1380,	5 KW (DA-2)	Country	ABC, \$17.00 (Christal) Federated
WAJI-F, 95.1,	39 KW @ 679	AC	\$50.00 (Katz) Sarkes-Tarzian
WBTU-F, 93.3,	50 KW @ 492	Country	MBS, \$28.00 (Fastman) (KENDALVILLE)
WBXR-F, 98.9,	50 KW @ 453	AOR/Classic	UNIPWR ABC, \$22.00 (Fastman) (VAN WERT)
WDJB-F, 106.3,	3 KW @ 426	CHR	\$16.00 (Banner) (COLUM. CITY)
WJFX-F, 107.9,	2.5 KW @ 358	Black	\$15.00 (MMR) (NEW HAVEN)
WJLT-F, 101.7,	3 KW @ 328	Oldies	\$18.00 (Banner) Fairfield
WMEE-F, 97.3,	26 KW @ 689	CHR	ABC, \$44.00 (Christal) Federated
WOWO-F, 103.1,	3 KW @ 298	Full Service	CBS, \$ NA (Mc-Guild) Price (HUNTINGTON)
WXKE-F, 103.9,	3 KW @ 249	AOR	SOURCE, \$25.00 (HNWH)
WMRI-F, 106.9,	50 KW @ 500	Soft AC/EZ	ABC, \$14.00 (---) (MARION)
		CKLW -- see Detroit	

FRESNO

Arbitron Rank/Pop (12+): 69/543,800
 MSA Rank/Pop: 80/638,000
 ADI # 62
 Average Person Ratings: 17.1
 Market TSL: 22.75 hours

Stations: 30/27
 Diaries: 1049/518:1/48.4%
 Sample Target: 980
 % Below Line: 1.3
 % Not Listed: 14.8

1991 Revenue: \$19,200,000
 HH Inc.: \$35,174
 Retail \$: 4.6 Bil
 Pop per Station: 20,141
 #1 Biller: KMJ \$4,400,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KNAX-F (C)	88/ 9.5	7.8	9.5	12.1	9.8	9.7	109/1179	962/17.7	16.3	17.9	F	KNAX-F
2. KMJ (N/T)	85/ 9.1	12.3	12.1	10.9	11.5	11.1	160/1927	1146/21.1	20.8	21.3	F	KMJ
3. KRZR-F (AOR)	51/ 5.5	5.0	5.1	3.4	3.8	4.8	85/1112	734/13.5	9.5	10.2		KRZR-F
4. KJOI-F (SAC)	44/ 4.7	4.6	3.9	5.9	6.6	4.8	71/1060	625/11.5	8.8	13.3	C	KJOI-F
KBOS-F (CHR)	44/ 4.7	6.1	5.4	3.6	4.8	4.9	100/1497	765/14.1	17.4	14.3		KBOS-F
6. KQPW-F (CHR)	42/ 4.5	4.3	5.3	4.6	4.2	4.7	73/1184	700/12.9	17.2	11.5		KQPW-F
7. KTHT-F (SAC)	41/ 4.4	4.4	4.0	3.4	3.5	4.1	44/843	711/13.1	12.8	12.6		KTHT-F
8. KSKS-F (C)	40/ 4.3	3.7	2.1	2.5	2.3	3.2	86/1193	603/11.1	7.7	7.8		KSKS-F
9. KFSD-F (O)	40/ 4.3	5.2	3.7	3.7	4.5	4.2	82/1324	647/11.9	12.4	12.4	C	KFSD-F
10. KGST (SP)	37/ 4.0	1.9	4.7	2.5	3.4	3.3	39/422	396/ 7.3	8.1	6.6		KGST
11. KFRE (C)	31/ 3.3	2.9	4.2	5.0	4.8	3.8	84/897	386/ 7.1	7.8	8.5		KFRE
12. KJFX-F (CL AOR)	27/ 2.9	3.5	3.4	3.0	4.1	3.2	53/859	521/ 9.6	9.8	10.1	C	KJFX-F
13. KXMX-F (SP)	26/ 2.8	2.6	2.8	1.7	2.1	2.5	26/339	299/ 5.5	5.1	4.3		KXMX-F
14. KTAA-F (B)	23/ 2.5	1.9	---	0.3	---	1.2	24/326	252/ 4.6	0.0	0.0		KTAA-F
KFIG-F (AC)	23/ 2.5	1.9	2.3	2.5	2.2	2.3	31/542	405/ 7.4	8.1	8.6		KFIG-F
16. KKDJ-F (AOR)	21/ 2.3	1.9	3.5	3.1	3.7	2.7	42/784	453/ 8.3	9.9	10.0	C	KKDJ-F
17. KEYQ (BB)	19/ 2.0	1.8	0.9	3.7	2.9	2.1	24/360	30756/ 5.6	2.0	5.7		KEYQ
18. KOQO (SP)	18/ 1.9	1.2	1.2	0.6	2.0	1.2	21/220	201/ 3.7	4.0	3.5		KOQO
19. KEZL-F (J/NAC)	16/ 1.7	2.4	2.7	2.9	3.0	2.4	16/363	354/ 6.5	6.3	6.3		KEZL-F
20. KYNO (O)	14/ 1.5	1.4	0.8	1.4	2.3	1.3	18/278	235/ 4.3	5.0	6.8		KYNO
21. KXEX (SP)	13/ 1.4	1.6	1.1	1.3	1.4	1.4	13/187	187/ 3.4	4.5	3.6		KXEX
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 68.43% (542 of 792) (SPG 91: 65.86%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91	%	OTHER RATFD STATIONS	METRO CUME TSA	TSA
								SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP	3 (1)	86 (2)	89 (3)	11.2	10.4	13.5	KBOS 1340 Fresno	0.3/1.7/ 3/ 93	
AOR/CLASSIC		99 (3)	99 (3)	12.5	13.5	26.2	KCML-F 107.5 Hanford	0.5/3.0/ 47/ 488	
AC/OLDIES	23 (2)	68 (3)	91 (5)	11.5	11.5		KIRV 1510 Fresno	0.8/1.5/ 8/ 107	
FULL SVC/VARIETY							KRDU 1130 Dinuba/Fresno	0.9/2.0/ 11/ 152	
COUNTRY	33 (2)	139 (4)	172 (6)	21.7	17.5		KSEQ-F 97.1 Visalia	0.5/1.6/ 38/ 525	
BLACK/URBAN		23 (1)	23 (1)	2.9			KWDO 1430 Fresno	1.0/2.4/ 10/ 154	
SAC/EZ		85 (2)	85 (2)	10.7					
NEWS/TALK	89 (2)		89 (2)	11.2	14.6		KJUG 1270 Tulare	0.2/0.5/ 6/ 131	
NOSTALGIA	19 (1)		19 (1)	2.4	3.4		KJUG-F 106.7 Tulare	0.6/2.4/ 90/ 855	
RELIGION/GOSPEL	15 (2)		15 (2)	1.9	0.7		KNBR 680 San Francisco	0.4/1.8/ 12/ 264	
SPANISH	68 (3)	26 (1)	94 (4)	11.9	10.3				
CLASSICAL									
JAZZ/NEW AGE		16 (1)	16 (1)	2.0	3.5				
UNKNOWN/OTHERS									
	250 (13)	542 (17)	792 (30)						

FRESNO

RADIO STATIONS

KEYQ	, 980,	500 W/48 W	, Nostalgia	UNISUP UNIULT, \$13.00	(CBS)	Americom
KFRE	, 940,	50 KW (DA-2)	, Country	ABC UNISUP, \$32.00	(HNWH)	EBE
KGST	, 1600,	5 KW (DA-N)	, Hispanic	, \$28.00	(Lotus)	Lotus
KMJ	, 580,	5 KW	, News/Talk	NBC-T NBC, \$82.00	(Katz)	Henry
KOQO	, 790,	5 KW/2.5 KW (DA-2)	Hispanic	CRC, \$14.00	(Cabellaero)	
KXEX	, 1550,	5 KW/2.5 KW (DA-2)	Hispanic	, \$18.00	(---)	
KYNO	, 1300,	5 KW/1 KW (DA-N)	Oldies	, \$16.00	(Banner)	Brown
KBOS-F	, 94.9,	17 KW @ 850	, CHR	ABC, \$37.00	(CBS)	(TULARE)
KCML-F	, 107.5,	21 KW @ 790	, Country	, \$20.00	(Eastman)	(HANFORD)
KEZL-F	, 96.7,	25 KW @ 298	, Jazz/NAC	, \$22.00	(K & P)	Americom (FOWLER)
KFIG-F	, 101.1,	4.7 KW @ 1076	, AC	, \$27.00	(Torbet)	
KFSO-F	, 92.9,	19 KW @ 820	, Oldies	, \$43.00	(CBS)	Americom (VISALIA)
KJFX-F	, 95.7,	50 KW @ 321	, Classic AOR	, \$38.00	(Banner)	Brown
KJOI-F	, 98.9,	19 KW @ 820	, Soft AC	, \$31.00	(MMR)	(DINUBA)
KKDJ-F	, 105.9,	2.4 KW @ 1958	, AOR	, \$36.00	(Durpetti)	
KNAX-F	, 97.9,	48 KW @ 289	, Country	ABC, \$55.00	(HNWH)	EBE
KQPW-F	, 101.9,	2.3 KW @ 1948	, CHR	ABC, \$28.00	(Mc-Guild)	
KRZR-F	, 103.7,	50 KW @ 500	, AOR	, \$29.00	(Christal)	(HANFORD)
KSKS-F	, 93.7,	68 KW @ 1909	, Country	, \$26.00	(Katz)	Henry
KTAA-F	, 94.3,	3 KW @ 328	, Black	, \$13.00	(Roslin)	(KERMAN)
KTHT-F	, 102.7,	50 KW @ 500	, Soft AC	, \$30.00	(Christal)	
KXXM-F	, 92.1,	25 KW @ 1050	, Hispanic	UPI, \$19.00	(Katz Hisp)	(MADERA)

Miscellaneous: KCML-F (Hanford) from Liggett to Pappas for \$550,000 . . . KKAM, KBOS-F (Tulare) sold by receivership for \$1,400,000 (Media Services) . . . KOQO, KQPW-F (Clovis) sold to DwightCase for \$2,055,000 . . . KKAM to KBOS (Feb) . . . KFIG to KWDO and to Oldies (Feb) . . .

***** 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	REL - 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		*

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

GAINESVILLE-OCALA

Arbitron Rank/Pop (12+): 111/332,500
 MSA Rank/Pop: 204/207,300 (Gainesville)
 ADI # 165
 Average Person Ratings: 16.5
 Market TSL: 22.25 hours

Stations: 28/17
 Diaries: 789/421:1/45.2%
 Sample Target: 800
 % Below Line: 19.0
 % Not Listed: 19.4

1991 Revenue: NA
 HH Inc.: \$23,225
 Retail \$: 2.9 Bil
 Pop per Station: 19,559
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WTRS-AF (C)	60/11.0	----	----	0.5	----	----	82/934	544/16.4	0.0	0.0	WTRS-AF
2. WKTK-F (AC)	49/ 9.0	11.2	11.3	15.0	8.8	----	97/1086	685/20.6	26.9	29.7	WKTK-F
3. WRUF-F (AOR)	35/ 6.4	10.7	9.2	16.0	18.1	----	58/989	657/19.8	30.5	26.0	WRUF-F
4. WMMZ-F (CHR)	34/ 6.2	6.8	8.8	4.7	3.5	----	51/920	604/18.2	20.7	20.0	WMMZ-F
5. WMFQ-F (BB/EZ)	29/ 5.3	1.0	1.3	----	3.1	----	65/535	325/ 9.8	2.5	3.5	WMFQ-F
6. WJHM-F (B)	27/ 4.9	3.9	5.4	3.3	4.9	----	38/474	344/10.3	7.6	9.2	WJHM-F
7. WYGC-F (C)	24/ 4.4	8.7	11.3	6.6	8.8	----	28/362	304/ 9.1	14.0	17.1	WYGC-F
8. WWLO (B)	20/ 3.7	----	----	----	----	----	20/116	116/ 3.5	0.0	0.0	WWLO
9. WWKA-F (C)	17/ 3.1	----	----	----	----	----	30/413	210/ 6.3	0.0	0.0	WWKA-F
WMOP (C)	17/ 3.1	----	----	----	----	----	17/176	166/ 5.0	0.0	0.0	WMOP
11. WYKS-F (CHR)	16/ 2.9	7.8	6.3	10.3	14.6	----	16/399	375/11.3	25.5	23.5	WYKS-F
12. WRZN (?)	13/ 2.4	----	----	----	----	----	26/323	119/ 3.6	0.0	0.0	WRZN
13. WOCL-F (O)	12/ 2.2	----	0.4	0.9	----	----	23/320	170/ 5.1	0.0	3.1	WOCL-F
14. WRRX-F (AOR)	11/ 2.0	4.9	9.2	3.8	4.0	----	12/225	217/ 6.5	15.7	18.2	WRRX-F
15. WRUF (N/T)	10/ 1.8	0.5	2.9	1.9	3.5	----	11/189	154/ 4.6	6.9	11.2	WRUF
WLUS (BB)	10/ 1.8	4.4	4.2	2.8	5.3	----	10/103	80/ 2.4	7.0	7.3	WLUS
WGGO-F (O)	10/ 1.8	----	----	----	----	----	15/168	145/ 4.4	0.0	0.0	WGGO-F
18. WWLV-F (SAC)	8/ 1.5	----	----	----	----	----	13/233	106/ 3.2	0.0	0.0	WWLV-F
WNFI-F (CHR)	8/ 1.5	0.5	----	----	0.4	----	17/371	180/ 5.4	3.9	0.0	WNFI-F
20. WTMC (T)	7/ 1.3	----	----	----	----	----	8/109	86/ 2.6	0.0	0.0	WTMC
21. WQIK-F (C)	6/ 1.1	----	----	----	----	----	37/462	114/ 3.4	0.0	0.0	WQIK-F
22.											
23.											
24.											
25.											

12+ FM SHARE (METRO): 81.63% (360 of 441) (SPG 91: 85.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMMZ-F	1 WRUF-F	1 WKTK-F	1 WKTK-F	1 WKTK-F	1 WTRS-AF	1 WTRS-AF	1 WTRS-AF	1 WTRS-AF	1 WTRS-AF	1 WRUF >>
2 WJHM-F >>	2 WKTK-F	2 WTRS-AF	2 WTRS-AF	2 WTRS-AF	2 WMFQ-F	2 WKTK-F	2 WKTK-F	2 WKTK-F	2 WMMZ-F	2 WRUF-F
3	3 WMMZ-F <	3 WRUF-F	3 WYGC-F	3 WYGC-F	3 WKTK-F >	3 WMFQ-F	3 WRUF-F <	3 WRUF-F	3 WJHM-F	3
4	4 WTRS-AF >	4 WMMZ-F	4 WMMZ-F	4 WMMZ-F	4 WMOP	4 WRUF-F	4 WMFQ-F	4 WMMZ-F <	4 WRUF-F	4
5	5 WYGC-F	5 WYGC-F	5 WRUF-F	5 WRUF-F	5	WMMZ-F	5 WMOP	5 WJHM-F	5 WKTK-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	MFN 18-49	MEN 25-54
1 WKTK-F	1 WKTK-F <	1 WMMZ-F	1 WKTK-F >	1 WKTK-F >	1 WRUF-F >>	1 WRUF-F >	1 WYGC-F	1 WRUF-F	1 WTRS-AF
2 WJHM-F	2 WMMZ-F >	WKTK-F	2 WMMZ-F	2 WTRS-AF	2 WYKS-F >	2 WTRS-AF	2 WTRS-AF	2 WTRS-AF	2 WKTK-F
3 WMMZ-F	3 WWLO	3 WTRS-AF	3 WTRS-AF	3 WMMZ-F	3 WTRS-AF	3 WYGC-F	WKTK-F	3 WKTK-F	3 WYGC-F >
4 WRUF-F >	WRUF-F	4 WWLO	4 WWLO	4 WWLO	4 WMMZ-F >	4 WYKS-F	4 WWKA-F	4 WYGC-F >	4 WRUF-F
5 WWLO	5 WTRS-AF	5	5 WJHM-F	5	5 WYGC-F	WKTK-F	WRUF-F >	5 WYKS-F	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		61 (4)	61 (4)	13.8		WOCA 1370 Ocala	0.5/2.3/ 3/ 76		
AOR/CLASSIC		49 (3)	49 (3)	11.1		WYOC-F 104.9 High Spngs/Gnsv	0.4/2.0/ 3/ 78		
AC/OLDIES		80 (6)	80 (6)	18.1					
FULL SVC/VARIETY						WDIZ-F 100.3 Orlando	0.5/2.3/ 6/ 139		
COUNTRY	18 (2)	106 (4)	124 (6)	28.1		WNGF-F 107.7 Mnt Dora/Orlndo	0.9/4.5/ 11/ 274		
BLACK/URBAN	20 (1)	27 (1)	47 (2)	10.7		WOMX-F 105.1 Orlando	0.4/1.6/ 2/ 67		
SAC/EZ		8 (1)	8 (1)	1.8		WXXL-F 106.7 Leesbrg/Orlando	0.5/2.7/ 5/ 124		
NEWS/TALK	20 (3)		20 (3)	4.5					
NOSTALGIA	10 (1)	29 (1)	39 (2)	8.8					
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	13 (1)		13 (1)	2.9					
	81 (8)	360 (20)	441 (28)						

GAINESVILLE-OCALA

RADIO STATIONS

WLUS	,	980,	5 KW/166 W	,	Nostalgia	,	\$14.00	(---)		(GAINESVILLE)
WMOP	,	900,	5 KW/54 W	,	Country		AP, \$11.00	(Southern)		(OCALA)
WRUF	,	850,	5 KW	,	News/Talk		CBS, \$15.00	(Smith)	Univ. of Fla.	(GAINESVILLE)
WWLO	,	1430,	2.5 KW (DAYS)	,	Black			(---)		(GAINESVILLE)
WRZN	,	720,	10 KW/250 W	,	Nostalgia			(---)		(HERNANDO)
WKTK-F	,	98.5,	100 KW @ 1322	,	AC			(---)	Entercom	(CRYSTAL R.)
WMFQ-F	,	92.9,	50 KW @ 476	,	Nostalgia/EZ			(---)	UPI,	(OCALA)
WMMZ-F	,	93.7,	100 KW @ 1348	,	CHR			(---)	ABC,	(OCALA)
WRRX-F	,	97.7,	3 KW @ 305	,	AOR		SOURCE NBC,	\$14.00	(Christal)	(MICANOPY)
WRVF-F	,	103.7,	100 KW @ 768	,	AOR		ABC,	\$26.00	(Smith)	Univ. of Fla. (GAINESVILLE)
WTRS-F	,	102.3,	50 KW @ 489	,	Country			(---)		(DUNELLON)
WYGC-F	,	100.9,	3 KW @ 298	,	Country		UNISUP ABC,	\$20.00	(Mc-Guild)	(GAINESVILLE)
WYKS-F	,	105.5,	3 KW @ 266	,	CHR			(---)		(GAINESVILLE)

Other ranked stations -- see Orlando

NOTE: This is the first Arbitron standard report for this market. Shares prior to this report are for the Gainesville Condense Report. Since Gainesville has been combined with Ocala (a stretch!!) comparisons with previous shares are not valid.

***** 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	REL - 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		*

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

GRAND RAPIDS

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

Stations: 22/17
Diaries: 1078/520:1/58.9%
Sample Target: 1020
% Below Line: 9.9
% Not Listed: 16.9

1991 Revenue: \$32,100,000
HH Inc.: \$34,367
Retail \$: 5.8 Bill
Pop per Station: 32,994
#1 Biller: WCUZ-AF \$3,600,000

MSA Rank/Pop: 74/673,000
ADI # 37 (w/Kalamazoo)
Average Person Ratings: 16.6
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WLHT-F (AC)	96/10.3	10.1	6.0	8.8	6.4	8.8	118/1567	1126/20.1	15.8	16.6	E	WLHT-F
2. WKLQ-F (AOR)	90/ 9.7	8.9	9.9	10.4	6.8	9.7	161/2112	1273/22.7	20.2	17.4	D	WKLQ-F
3. WCUZ-F (C)	84/ 9.0	9.0	9.4	7.7	8.8	8.8	149/2002	1125/20.1	18.3	18.9	E	WCUZ-F
4. WGRD-F (CHR)	68/ 7.3	7.8	9.6	8.9	9.6	8.4	96/2030	1290/23.0	25.1	25.1	D	WGRD-F
5. WODJ-F (O)	61/ 6.6	5.6	7.2	6.3	7.3	6.4	87/1300	881/15.7	18.4	17.4	E	WODJ-F
6. WOOD-F (SAC)	60/ 6.5	5.9	9.9	7.3	8.0	7.4	137/2068	945/16.8	18.6	19.6	D	WOOD-F
7. WOOD (FS)	47/ 5.1	7.9	6.4	5.7	7.2	6.3	57/939	806/14.4	14.8	15.1	C	WOOD
8. WMUS-F (C)	43/ 4.6	5.5	5.8	3.9	4.6	4.9	92/1497	668/11.9	11.6	11.3	C	WMUS-F
9. WSNX-F (CHR)	39/ 4.2	3.0	2.4	2.7	2.9	3.1	74/1330	716/12.8	11.1	11.3	B	WSNX-F
10. WLAV-AF (AOR)	35/ 3.8	3.3	4.5	3.9	3.7	3.9	60/1201	738/13.2	10.7	9.1	D	WLAV-AF
WJFM-F (CL AOR)	35/ 3.8	4.0	2.5	6.1	3.9	4.1	72/1605	787/14.0	11.0	12.8	C	WJFM-F
12. WKEZ-F (SAC)	27/ 2.9	1.5	2.3	1.7	1.8	2.1	35/510	356/ 6.3	7.7	7.9	A	WKEZ-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 88.23% (682 of 773) (SPG 91: 82.92%)

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 WLHT-F<	1 WLHT-F	1 WLHT-F	1 WCUZ-F	1 WCUZ-F<	1 WLHT-F	1 WLHT-F	1 WGRD-F>	1 WOOD
2 WSNX-F>>	2 WLHT-F>	2 WKLQ-F>	2 WKLQ-F	2 WKLQ-F<	2 WLHT-F<	2 WKLQ-F<	2 WKLQ-F	2 WKLQ-F	2 WKLQ-F	2 WKLQ-F
3 WKLQ-F	3 WGRD-F	3 WCUZ-F	3 WCUZ-F	3 WCUZ-F<	3 WODJ-F	3 WLHT-F>	3 WCUZ-F	3 WCUZ-F	3 WOOD-F<	3 WFUR-F>>
4	4 WCUZ-F	4 WODJ-F	4 WODJ-F>	4 WODJ-F	4 WOOD-F	4 WOOD <	4 WODJ-F	4 WODJ-F<	4 WSNX-F<	4 WMUS-F
5	5 WJFM-F	5 WGRD-F	5 WOOD-F	5 WOOD-F>	5 WOOD	5 WGRD-F	5 WOOD-F	5 WOOD-F<	5 WCUZ-F	5 WOOD-F
6	6 WLAV-AF	6 WOOD-F	6 WOOD	6 WOOD	6	6 WOOD-F	6 WOOD	6 WGRD-F>	6 WODJ-F<	6 WCUZ-F
7	7	7 WJFM-F	7 WJFM-F	7 WJFM-F	7	7 WODJ-F	7 WGRD-F	7 WJFM-F<	7 WLHT-F	7
									8 WJFM-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 WGRD-F>	1 WLHT-F>	1 WLHT-F>>	1 WLHT-F>	1 WLHT-F>>	1 WKLQ-F>>	1 WKLQ-F>>	1 WKLQ-F>>	1 WKLQ-F>	1 WKLQ-F>
2 WLHT-F	2 WGRD-F>	2 WCUZ-F>	2 WGRD-F	2 WOOD-F	2 WLAV-AF	2 WJFM-F	2 WJFM-F	2 WCUZ-F	2 WCUZ-F<
3 WSNX-F	3 WKLQ-F	3 WMUS-F	3 WCUZ-F	3 WCUZ-F	3 WGRD-F>	3 WLAV-AF	3 WCUZ-F>	3 WODJ-F	3 WODJ-F>
4 WKLQ-F>	4 WCUZ-F>	4 WKLQ-F	4 WOOD-F	4 WODJ-F>	4 WSNX-F	4 WCUZ-F>	4 WLAV-AF>	4 WLHT-F	4 WLHT-F
5 WCUZ-F	5 WSNX-F	5 WGRD-F	5 WODJ-F	5 WMUS-F	5 WMUS-F	5 WGRD-F	5 WOOD-F	5 WJFM-F	5 WJFM-F
6 WOOD-F	6	6	6 WKLQ-F	6 WOOD	6 WJFM-F	6 WLHT-F	6	6 WLAV-AF	6 WOOD-F
7	7	7	7	7 WGRD-F	7 WLHT-F	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		107 (2)	107 (2)	13.8	15.1	WCUZ 1230 Grand Rapids	2.3/7.5/ 21/ 480		
AOR/CLASSIC	1 (1)	159 (3)	160 (4)	20.7	17.4	WFUR-F 102.9 Grand Rapids	1.8/5.7/ 23/ 509		
AC/OLDIES		157 (2)	157 (2)	20.3	18.9	WHTC 1450 Holland	1.3/3.2/ 14/ 214		
FULL SVC/VARIETY	59 (2)	5 (1)	64 (3)	8.3	13.1	WJQK-F 99.3 Zeeland/Holland	1.7/5.6/ 26/ 422		
COUNTRY	21 (1)	127 (2)	148 (3)	19.1	20.1	WKWM 1140 Kentwood/GrRpd	0.8/2.5/ 8/ 156		
BLACK/URBAN	7 (1)		7 (1)	0.9	0.7				
SAC/EZ		91 (3)	91 (3)	11.8	9.7	WEVS-F 92.7 Saugatuck/Hillnd	0.3/1.3/ 6/ 151		
NEWS/TALK	3 (1)		3 (1)	0.4		WGN 720 Chicago	0.3/1.0/ 12/ 165		
NOSTALGIA						WQWQ-F 1017m Muskegn	0.4/1.5/ 23/ 276		
RELIGION/GOSPEL		33 (2)	33 (2)	4.3	5.0				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4					
	91 (6)	682 (16)	773 (22)						

GRAND RAPIDS

RADIO STATIONS

WCUZ	,	1230,	1 KW	-- See WCUZ-FM			
WKWM	,	1140,	5 KW (DAYS, DA)	, Black	SBN,	\$17.00	(Patt)
WOOD	,	1300,	5 KW (DA-N)	, Full Service	NBC,	\$40.00	(Katz)
WCUZ-F,		101.3,	50 KW @ 420	, Country	ABC,	\$76.00	(Christal) Federated
WFUR-F,		102.9,	48 KW @ 510	, Religion/EZ	,	\$16.00	(---) Kuiper
WGRD-F,		97.9,	13 KW @ 590	, CHR	,	\$43.00	(Durpetti) Regional
WJFM-F,		93.7,	320 KW @ 781	, Country	CBS,	\$35.00	(Torbet) Radio Assoc.
WKLQ-F,		94.5,	50 KW @ 500	, AOR	ABC,	\$50.00	(Eastman) Bloomington (HOLLAND)
WLAV-F,		96.9,	50 KW @ 500	, AOR	SOURCE,	\$37.00	(MMR) Adams
WLHT-F,		95.7,	40 KW @ 551	, AC	,	\$72.00	(Eastman) Liggett
WOODJ-F,		107.3,	50 KW @ 492	, Oldies	UNIULT,	\$59.00	(Banner) Goodrich(GREENVILLE)
WOOD-F,		105.7,	265 KW @ 810	, Soft AC	,	\$54.00	(Katz)
WKEZ-F,		96.1,	50 KW @ 492	, SAC/EZ	UNISUP,	\$23.00	(Patt) (HOLLAND)
WMUS-F,		106.9,	50 KW @ 479	, Country	ABC,	\$38.00	(HNWH) (MUSKEGON)
WSNX-F,		104.5,	50 KW @ 361	, CHR	UNIPWR,	\$30.00	(Banner) Goodrich (MUSKEGON)

Miscellaneous: WYXX-F to WKEZ-F and format from AC to SAC/EZ (May) . . . WJFM-F to WBCT-F and format from Classic AOR to Country (Aug.) . . .

GREEN BAY

Arbitron Rank/Pop (12+): 182/161,000
 MSA Rank/Pop: 208/196,700
 Average Person Ratings: 18.1
 Market TSL: 23.75 hours

Stations: 16/7
 Diaries: 585/275:1/59.2%
 Sample Target: 610
 % Below Line: 24.0
 % Not Listed: 13.0

1991 Revenue: \$8,000,000
 HH Inc.: \$30,872
 Retail \$: 1.8 Bill
 Pop per Station: 23,000
 #1 Biller: WIXX-F \$2,300,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WIXX-F (CHR)	52/17.8	----	18.1	----	24.0	----	164/2232	678/42.1	0.0	45.6	D	WIXX-F
2. WQLH-F (SAC)	43/14.7	----	11.0	----	7.7	----	65/883	444/27.6	0.0	23.6	B	WQLH-F
3. WAPL-F (AOR)	36/12.3	----	13.8	----	18.1	----	156/1710	417/25.9	0.0	30.0	B	WAPL-F
4. WJLW-F (C)	30/10.3	----	5.0	----	4.2	----	49/543	277/17.2	0.0	13.2	B	WJLW-F
5. WGEE (C)	21/ 7.2	----	8.5	----	8.7	----	16/587	214/13.3	0.0	18.4	C	WGEE
6. WNFL (N/T)	17/ 5.8	----	7.1	----	5.2	----	25/434	322/20.0	0.0	17.4	B	WNFL
7. WDUZ (FS)	14/ 4.8	----	7.1	----	5.6	----	16/336	278/17.3	0.0	17.0	B	WDUZ
8. WNAM (C)	12/ 4.1	----	5.7	----	2.8	----	40/489	117/ 7.3	0.0	10.3		WNAM
9. WKFX-F (O)	9/ 3.1	----	3.9	----	4.9	----	19/320	177/11.0	0.0	13.0		WKFX-F
10.												

12+ FM SHARE (METRO): 72.83% (185 of 254) (SPG 91: 66.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F>>	1 WIXX-F	1 WIXX-F	1 WIXX-F<	1 WQLH-F<	1 WQLH-F>	1 WIXX-F	1 WIXX-F	1 WIXX-F	1 WIXX-F>>	1 WDUZ
2	2 WAPL-F>	2 WQLH-F<	2 WQLH-F>	2 WIXX-F>	2 WGEE	2 WQLH-F	2 WQLH-F	2 WQLH-F	2 WAPL-F	2 WAPL-F
3	3 WQLH-F>	3 WAPL-F>	3 WAPL-F	3 WAPL-F	3 WJLW-F	3 WAPL-F	3 WAPL-F	3 WAPL-F	3 WJLW-F	3 WIXX-F
4	4 WJLW-F	4 WJLW-F	4 WJLW-F	4 WJLW-F	4 WNFL	4 WGEE >	4 WJLW-F	4 WJLW-F>>	4 WQLH-F	4
5	5	5	5	5	WDUZ	5	5 WNFL	5	5 WNFL >	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 WIXX-F	1 WIXX-F>	1 WIXX-F>	1 WIXX-F	1 WQLH-F	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F	1 WAPL-F>	1 WAPL-F
2 WAPL-F	2 WQLH-F>	2 WQLH-F>	2 WQLH-F>>	2 WIXX-F>>	2 WJLW-F>	2 WIXX-F>>	2 WIXX-F>>	2 WIXX-F	2 WQLH-F
3 WQLH-F	3 WAPL-F	3 WJLW-F>	3 WAPL-F	3 WJLW-F	3 WIXX-F>	3 WJLW-F	3 WQLH-F	3 WQLH-F	3 WIXX-F
4	4 WJLW-F	4 WAPL-F	4 WJLW-F	4	4 WOZZ-F	4 WQLH-F	4	4 WJLW-F	4 WJLW-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		59 (2)	59 (2)	23.2	23.8	WHET-F 99.7 Sturgeon Bay	2.4/10.9/ 26/ 527
AOR/CLASSIC		41 (2)	41 (2)	16.1	19.0		
AC/OLDIES		9 (1)	11 (2)	4.3	17.3	WAUN-F 92.7 Kewaunee	0.3/1.8/ 8/ 124
FULL SVC/VARIETY	2 (1)		15 (2)	5.9	16.1	WOZZ-F 93.5 New London/Aplt	1.7/7.4/ 40/ 581
COUNTRY	33 (2)	30 (1)	63 (3)	24.8	15.7	WQWM 1050 Kaukauna	0.7/3.4/ 13/ 214
BLACK/URBAN						WRJQ 1570 Appleton	0.7/2.0/ 13/ 214
SAC/EZ		43 (1)	43 (1)	16.9		WRVM-F 102.7 Suring	0.7/1.9/ 9/ 158
NEWS/TALK	17 (1)		17 (1)	6.7		WTMJ 620 Milwaukee	0.3/1.6/ 6/ 217
NOSTALGIA					6.5		
RELIGION/GOSPEL		2 (1)	2 (1)	0.8			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	2 (1)	1 (1)	3 (2)	1.2	1.6		
	69 (7)	185 (9)	254 (16)				

RADIO STATIONS

WDUZ , 1400, 1 KW	, Full Service	MBS ABC, \$16.00 (Mc-Guild)	
WGEE , 1360, 5 KW (DA-N)	, Country	ABC, \$22.00 (Banner)	Midwest
WNFL , 1440, 5 KW/500 W (DA-2)	, News/Talk	CBS ABC, \$18.00 (Katz)	WtnCom
WHET-F, 99.7, 50 KW @ 610	, CHR	SMN, \$10.00 (HNWH)	(STURGEON BAY)
WIXX-F, 101.1, 100 KW @ 1079	, CHR	, \$53.00 (Banner)	Midwest
WJLW-F, 95.9, 3 KW @ 298	, Country	MBS, \$20.00 (K & P)	(DE PERE)
WQLH-F, 98.5, 100 KW @ 500	, Soft AC	ABC, \$24.00 (Mc-Guild)	

Other ranked stations -- see Appleton-Oshkosh

GREENSBORO-WINSTON SALEM

Arbitron Rank/Pop (12+): 48/809,600

Stations: 28/22
Diaries: 1328/610:1/52.6%
Sample Target: 1210
% Below Line: 6.3
% Not Listed: 14.1

1991 Revenue: \$21,200,000
HH Inc.: \$26,025
Retail \$: 7.5 Btl
Pop per Station: 36,800
#1 Biller: WTQR-F \$4,600,000

MSA Rank/Pop: 56/942,000
ADI # 48
Average Person Ratings: 17.4
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WTQR-F (C)	266/18.9	17.0	16.3	17.3	17.6	17.4	464/4802	2685/33.2	28.1	30.0	F	WTQR-F
2. WKRR-F (AOR)	110/ 7.8	9.7	9.9	8.1	8.2	8.9	171/2310	1604/19.8	20.3	18.7	E	WKRR-F
WJMH-F (B)	110/ 7.8	5.0	5.5	7.3	6.7	6.4	187/2649	1562/19.3	15.6	15.8	C	WJMH-F
4. WKZL-F (CHR)	95/ 6.7	3.5	4.0	4.1	4.8	4.6	109/1757	1356/16.7	13.0	14.7	B	WKZL-F
5. WSJS (FS)	89/ 6.3	7.2	5.5	4.2	5.8	5.8	93/1114	1062/13.1	12.0	11.8	C	WSJS
6. WQMG-F (B)	83/ 5.9	4.9	5.6	6.4	6.2	5.7	100/1600	1114/13.8	12.0	13.2	C	WQMG-F
7. WMAG-F (AC)	68/ 4.8	5.0	5.9	6.6	5.2	5.6	99/1521	1040/12.8	13.9	12.9	E	WMAG-F
8. WWWB-F (AC)	57/ 4.0	5.8	5.3	4.9	5.1	5.0	89/1458	920/11.4	11.5	12.0	C	WWWB-F
9. WKSI-F (CHR)	37/ 2.6	4.2	3.4	4.0	3.6	3.5	69/1704	958/11.8	11.2	12.9	B	WKSI-F
10. WFMX-F (C)	36/ 2.6	2.5	2.0	1.6	2.2	2.2	101/1468	660/ 8.2	5.4	6.8		WFMX-F
11. WMKG-F (SAC)	24/ 1.7	1.5	2.6	2.3	1.4	2.0	27/591	425/ 5.2	6.3	5.4	A	WMKG-F
12. WWGL-F (REL)	23/ 1.6	1.7	2.4	1.4	1.5	1.8	37/576	359/ 4.4	5.7	3.3	A	WWGL-F
WHPE-F (REL)	23/ 1.6	1.2	1.7	1.9	1.4	1.6	37/342	342/ 4.2	4.2	3.4	A	WHPE-F
14. WQMG (B)	22/ 1.6	1.5	1.1	0.5	1.0	1.2	22/201	201/ 2.5	1.4	1.9	A	WQMG
WMQX-F (O)	22/ 1.6	3.9	4.6	3.0	4.4	3.3	47/1208	700/ 8.6	11.9	12.5	C	WMQX-F
16. WAAA (B)	21/ 1.5	0.6	1.1	1.1	2.6	1.1	21/255	255/ 3.1	2.3	3.7	A	WAAA
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 84.79% (1026 of 1210) (SPG 91: 82.50%)

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

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 WTQR-F>	1 WTQR-F>	1 WTQR-F	1 WTQR-F>	1 WTQR-F>>	1 WKRR-F	1 WKRR-F	1 WKRR-F<	1 WTQR-F	1 WTQR-F>>
2 WJMH-F	2 WKZL-F	2 WKZL-F	2 WKZL-F	2 WKZL-F	2 WJMH-F<	2 WTQR-F>	2 WTQR-F>>	2 WKRR-F>	2 WKRR-F>
3 WKZL-F	3 WJMH-F	3 WJMH-F	3 WJMH-F<	3 WMAG-F	3 WTQR-F>	3 WJMH-F	3 WJMH-F	3 WJMH-F	3 WJMH-F
4 WQMG-F	4 WQMG-F>	4 WQMG-F>	4 WMAG-F<	4 WWWB-F	4 WKZL-F	4 WKZL-F>	4 WKZL-F	4 WKZL-F	4 WQMG-F
5 WKSI-F	5 WKRR-F	5 WKRR-F	5 WQMG-F	5 WQMG-F<	5	5 WQMG-F	5 WQMG-F	5 WQMG-F	5 WKZL-F
WKRR-F	6	6 WWWB-F	6 WWWB-F	6 WJMH-F	6	6	6	6	6
7	7	7 WMAG-F	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		139 (3)	139 (3)	11.5	9.4	WGLD 1320 Greensboro	0.4/1.3/ 6/ 104		
AOR/CLASSIC		121 (2)	121 (2)	10.0	10.2	WKEW 1400 Greensboro	0.7/2.1/ 10/ 173		
AC/OLDIES		163 (4)	163 (4)	13.5	19.9	WMFR 1230 High Point	1.1/2.6/ 16/ 213		
FULL SVC/VARIETY	89 (1)		89 (1)	7.4	6.5	WPCM-F 101.1 Burlington	1.3/4.8/ 98/ 1394		
COUNTRY		333 (4)	333 (4)	27.5	25.1	WPET 950 Greensboro	0.4/0.8/ 6/ 96		
BLACK/URBAN	43 (2)	200 (3)	243 (5)	20.1	19.0	WTNC 790 Thomasville	0.5/1.1/ 8/ 100		
SAC/EZ		24 (1)	24 (1)	2.0		WTOB 1380 Winston-Salem	0.5/2.0/ 7/ 165		
NEWS/TALK					1.0				
NOSTALGIA	29 (3)		29 (3)	2.4	3.6	WDCG-F 105.1 Durham/Raleigh	0.5/3.1/ 56/ 910		
RELIGION/GOSPEL	13 (2)	46 (2)	59 (4)	4.9	5.3	WPEG-F 97.9 Concord	0.5/1.8/ 55/ 642		
SPANISH						WRDX-F 106.5 Salisbury/Chrlt	1.1/3.2/ 25/ 452		
CLASSICAL						WROV-F 96.3 Charlotte	0.8/1.9/ 38/ 582		
JAZZ/NEW AGE						WSOC-F 103.7 Charlotte	0.9/3.0/ 82/1068		
UNKNOWN/OTHERS	10 (1)		10 (1)	0.8					
	184 (9)	1026 (19)	1210 (28)						

GREENSBORO-WS

RADIO STATIONS

WAAA ,	980,	1 KW/69 W	,	Black	NBN, \$16.00	(---)	
WMFR ,	1230,	1 KW	,	Nostalgia	ABC APR, \$21.00	(Christal)	Voyager
WSJS ,	600,	5 KW (DA-2)	,	Full Service	NBC MBS, \$42.00	(Mc-Guild)	New Market
WHPE-F,	95.5,	100 KW @ 440	,	Religion	, \$15.00	(---)	
WJMH-F,	102.1,	106 KW @ 1204	,	Black	, \$43.00	(HNWH)	Beasley (REIDSVILLE)
WKRR-F,	92.3,	100 KW @ 1289	,	Classic AOR	, \$71.00	(Katz)	Dick
WKSI-F,	98.7,	100 KW @ 718	,	CHR	, \$38.00	(Eastman)	Bahakel
WKZL-F,	107.5,	100 KW @ 500	,	CHR	ABC, \$42.00	(Katz)	
WMAG-F,	99.5,	100 KW @ 1499	,	AC	, \$68.00	(Christal)	Voyager
WMKG-F,	94.5,	100 KW @ 981	,	Country	UNIULT, \$28.00	(Christal)	Ragan Henry (EDEN)
WMQX-F,	93.1,	100 KW @ 1099	,	Oldies	, \$38.00	(Durpetti)	EBE
WPCM-F,	101.1,	100 KW @ 1191	,	Country	MBS, \$24.00	(Durpetti)	(BURLINGTON)
WQMG-F,	97.1,	100 KW @ 1233	,	Black	ABC CBS, \$40.00	(Banner)	
WTQR-F,	104.1,	100 KW @ 1420	,	Country	MBS, \$97.00	(Mc-Guild)	New Market
WWGL-F,	94.1,	100 KW @ 485	,	Religion	CNN, \$17.00	(TN)	(LEXINGTON)
WWWB-F,	100.3,	100 KW @ 1046	,	AC	UNISUP UNIULT, \$44.00	(MMR)	Mann

Miscellaneous: WMKG changes from Soft AC to Country (August) . . .

GREENVILLE, NC

Arbitron Rank/Pop (12+): 81/443,300
 MSA Rank/Pop: NA
 ADI # 104
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 25/19
 Diaries: 939/472:1/51.3%
 Sample Target: 900
 % Below Line: 7.7
 % Not Listed: 18.2

1991 Revenue: NA
 HH Inc.: \$27,695
 Retail \$: 3.3 Bil
 Pop per Station: 23,331
 #1 Biller: NA

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WRNS-F (C)	153/20.2	21.2	17.4	19.9	18.7	19.7	209/2182	1473/33.2	27.4	29.4	WRNS-F
2. WIKS-F (B)	87/11.5	14.2	14.3	16.1	18.5	14.0	130/1525	991/22.4	21.6	27.2	WIKS-F
3. WDLX-F (AC)	48/ 6.3	4.8	6.7	5.6	8.0	5.8	60/1128	900/20.3	18.3	18.6	WDLX-F
4. WNCT-F (SAC)	45/ 5.9	5.5	5.3	5.6	5.8	5.6	79/947	540/12.2	11.6	10.9	WNCT-F
5. WSFL-F (CL AOR)	43/ 5.7	5.4	4.8	---	---	4.0	44/626	593/13.4	12.0	0.0	WSFL-F
6. WKOO-F (O)	41/ 5.4	4.2	5.4	5.8	3.9	5.2	45/596	531/12.0	9.9	8.1	WKOO-F
7. WRHT-F (CHR)	30/ 4.0	4.6	2.6	3.2	3.2	3.6	30/441	427/ 9.6	8.3	8.3	WRHT-F
8. WVVY-F (AC)	27/ 3.6	3.5	3.7	4.0	2.2	3.7	34/492	382/ 8.6	9.1	9.7	WVVY-F
9. WTRG-F (O)	20/ 2.6	2.1	1.9	3.7	1.3	2.6	65/936	301/ 6.8	5.8	6.6	WTRG-F
10. WXQR-F (AOR)	18/ 2.4	2.6	3.1	2.3	2.3	2.6	21/301	263/ 5.9	7.2	4.6	WXQR-F
11. WRDU-F (AOR)	16/ 2.1	2.9	3.2	2.1	2.2	2.6	63/692	253/ 5.7	6.6	5.9	WRDU-F
12.											
13.											
14.											
15.											

12+ FM SHARE (METRO): 92.08% (570 of 619) (SPG 91: 91.11%)

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 WRNS-F
2 WRHT-F>>	2 WSFL-F<	2 WIKS-F>	2 WIKS-F>	2 WIKS-F>	2 WNCT-F>	2 WIKS-F>	2 WNCT-F>	2 WIKS-F>	2 WRNS-F>>	2 WIKS-F>
3 WRNS-F	3 WIKS-F	3 WSFL-F<	3 WDLX-F<	3 WKOO-F>	3 WIKS-F	3 WDLX-F	WIKS-F	3 WDLX-F	3 WVVY-F<	3 WXQR-F>
4 WDLX-F	4 WDLX-F	4 WDLX-F	4 WKOO-F	4 WKOO-F	4 WDLX-F>	4 WKOO-F	4 WNCT-F	4 WDLX-F	4 WRHT-F	4 WSFL-F
5	5	5 WKOO-F	5 WSFL-F	5 WSFL-F	5	5	5 WSFL-F	5 WKOO-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 WRNS-F	1 WRNS-F	1 WDLX-F	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>>	1 WRNS-F>>
2 WIKS-F	WDLX-F>	2 WRNS-F>	2 WDLX-F>	2 WDLX-F>	2 WSFL-F>	2 WSFL-F>	2 WSFL-F>	2 WSFL-F>	2 WSFL-F>
3 WDLX-F>>	3 WIKS-F>	3 WIKS-F>	3 WIKS-F>	3 WIKS-F>	3 WXQR-F	3 WIKS-F>	3 WIKS-F>>	3 WIKS-F>	3 WIKS-F>
4 WSFL-F	4 WKOO-F	4 WKOO-F	4 WKOO-F	4 WKOO-F	WRHT-F>	4 WXQR-F	4 WVVY-F	4 WVVY-F	4 WKOO-F
5	5	5	5	5	5 WRDU-F	5	WNCT-F	5 WKOO-F	5 WVVY-F
6	6	6	6	6	WIKS-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	4 (1)	45 (2)	49 (3)	7.9	3.8	WELS 1010 Kinston	0.9/2.4/ 7/ 107		
AOR/CLASSIC		77 (3)	77 (3)	12.4	10.5	WHTE-F 103.7 Willmstn	0.9/4.0/ 16/ 320		
AC/OLDIES	14 (2)	141 (5)	155 (7)	25.0	21.8	WJNC 1240 Jacksonville	0.7/1.6/ 5/ 70		
FULL SVC/VARIETY	8 (2)		8 (2)	1.3		WKQT-F 103.3 Newport/AtIbch	2.0/7.8/ 17/ 368		
COUNTRY	7 (1)	162 (2)	169 (3)	27.3	23.0	WNOS 1450 New Bern	0.8/1.0/ 6/ 43		
BLACK/URBAN		87 (1)	87 (1)	14.1	26.1	WOOW 1340 Greenville	1.1/2.6/ 8/ 117		
SAC/EZ		45 (1)	45 (1)	7.3	7.0	WRNS 960 Kinston	0.5/1.1/ 4/ 57		
NEWS/TALK	9 (1)		9 (1)	1.5	1.7	WRQR-F 94.3 Farmville/Grnvl	0.7/2.3/ 5/ 119		
NOSTALGIA					1.0	WRRF 930 Washington	1.2/2.0/ 9/ 123		
RELIGION/GOSPEL	7 (1)	10 (2)	17 (3)	2.7	4.0	WTKF-F 107.3 Atlantic	0.4/1.2/ 3/ 51		
SPANISH									
CLASSICAL						WDRP-F 98.9 Windsor/Wlmstn	0.4/1.3/ 8/ 141		
JAZZ/NEW AGE						WGTH 590 Wilson	0.9/3.0/ 20/ 312		
UNKNOWN/OTHERS		3 (1)	3 (1)	0.5	1.0	WKTC-F 96.9 Tarboro/Rky Mnt	1.2/4.2/ 89/1155		
	49 (8)	570 (17)	619 (25)			WPTF 680 Raleigh/Durham	0.4/1.2/ 17/ 239		

RADIO STATIONS

WELS, 1010, 1 KW/500 W (DA-N), COUNTRY	, \$ 9.00 (---)	(KINSTON)
WIKS-F, 101.9, 100 KW @ 981, BLACK	ABC, UNIULT, \$ 33.00 (HNWH)	Taylor (NEW BERN)
WKOO-F, 98.7, 100 KW @ 298, OLDIES	MBS, \$ 19.00 (Durpett1)	(JACKSONVILLE)
WKQT-F, 103.3, 100 KW @ 459, CHR	ABC, \$ 15.00 (Christal)	(NEWPORT)
WNCT-F, 107.9, 100 KW @ 1699, EZ	ABC, \$ 22.00 (MMR)	Park (GREENVILLE)
WDLX-F, 93.3, 100 KW @ 1781, AC	ABC, \$ 30.00 (Banner)	(WASHINGTON)
WQDW-F, 97.7, 3 KW @ 249, BLACK	, \$ 13.00 (Republic)	(KINSTON)
WRHT-F, 96.3, 50 KW @ 472, CHR	CNN, \$ 16.00 (---)	(MOREHEAD)
WRNS-F, 95.1, 100 KW @ 1499, COUNTRY	ABC UNIULT, \$ 40.00 (McGuild)	Pinnacle (KINSTON)
WRQR-F, 94.3, 2 KW @ 407, AC	, \$ 12.00 (TN)	(FARMVILLE)
WSFL-F, 106.5, 100 KW @ 915, CLASSIC AOR	UNIPWR, \$ NA (Eastman)	(NEW BERN)
WVVY-F, 99.5, 17 KW @ 843, AC	, \$ 19.00 (---)	Willis (GRIFTON)
WXQR-F, 105.5, 3 KW @ 298, AOR	ABC, \$ 14.00 (TN)	(JACKSONVILLE)

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: 16.4
 Market TSL: 21.75 hours

Stations: 26/19
 Diaries: 1127/595:1/48.6%
 Sample Target: 1120
 % Below Line: 6.5
 % Not Listed: 16.0

1991 Revenue: \$20,000,000
 HH Inc.: \$26,955
 Retail \$: 4.9 Bil
 Pop per Station: 35,305
 #1 Biller: WMYI-F \$4,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WSSL-AF (C)	187/17.1	13.8	15.7	9.9	11.6	14.1	305/3483	1986/29.6	25.6	24.3	E	WSSL-AF
2. WESC-F (C)	116/10.6	12.0	12.7	12.2	15.4	11.9	250/3421	1583/23.6	24.4	27.7	E	WESC-F
3. WMYI-F (AC)	113/10.3	8.5	9.5	11.8	12.8	10.0	174/2608	1455/21.7	21.6	26.8	F	WMYI-F
4. WFBC-F (O)	77/ 7.0	4.6	4.3	5.6	6.0	5.4	111/1668	951/14.2	14.7	14.7	D	WFBC-F
5. WLWZ-F (B)	62/ 5.7	5.9	4.9	4.6	6.0	5.3	62/675	655/ 9.8	9.1	10.8	C	WLWZ-F
6. WSPA-F (SAC)	54/ 4.9	8.0	7.6	7.6	6.5	7.0	112/1756	922/13.7	15.2	14.6	C	WSPA-F
7. WROQ-F (AOR)	52/ 4.7	8.5	8.0	8.5	6.7	7.4	77/1456	886/13.2	16.7	14.8	C	WROQ-F
8. WBBO-F (CHR)	43/ 3.9	3.0	3.9	3.7	4.1	3.6	64/1421	817/12.2	12.0	9.8	B	WBBO-F
9. WFBC (N/T)	33/ 3.0	2.8	2.5	2.4	1.5	2.7	34/392	344/ 5.1	6.2	3.7	A	WFBC
10. WCKZ-F (B)	18/ 1.6	1.3	1.3	1.1	2.2	1.3	32/685	407/ 6.1	6.3	6.0		WCKZ-F
WSPA (FS)	18/ 1.6	2.8	1.0	1.9	1.7	1.8	19/326	264/ 3.9	3.3	4.6	A	WSPA
12. WMUU-F (SAC)	17/ 1.5	3.0	2.7	2.7	1.2	2.5	30/574	369/ 5.5	6.2	5.3	A	WMUU-F
13. WPEG-F (B)	14/ 1.3	1.9	0.8	0.9	1.7	1.2	42/477	214/ 3.2	3.0	3.2		WPEG-F
WRIX-F (C)	14/ 1.3	0.6	0.7	0.6	0.6	0.8	14/193	180/ 2.7	2.2	2.2		WRIX-F
WPJM (G)	14/ 1.3	0.4	1.2	1.6	0.7	1.1	14/158	158/ 2.4	2.5	1.8		WPJM
16. WESC (C)	13/ 1.2	1.2	0.9	1.0	0.3	1.1	25/330	222/ 3.3	1.7	2.1		WESC
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 89.69% (826 of 921) (SPG 91: 90.28%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		49 (2)	49 (2)	5.3	5.5	WAGI-F 105.3	Gaffney/Sprtnbr	0.8/1.5/	13/ 203
AOR/CLASSIC		52 (1)	52 (1)	5.6	7.7	WHYZ 1070	Greenville	0.5/2.9/	7/ 255
AC/OLDIES		206 (4)	206 (4)	22.4	32.1	WORD 910	Spartanburg	0.9/2.5/	13/ 195
FULL SVC/VARIETY	18 (1)		18 (1)	2.0	1.9	WMM-F 107.3	Anderson	1.1/5.6/	17/ 575
COUNTRY	14 (2)	325 (4)	339 (6)	36.8	31.8				
BLACK/URBAN	6 (1)	94 (3)	100 (4)	10.9	14.5	WBFM-F 98.1	Seneca	1.0/2.1/	20/ 253
SAC/EZ		82 (3)	82 (3)	8.9	1.9	WBT -F 107.9	Charlotte	0.4/2.6/	8/ 284
NEWS/TALK	43 (2)		43 (2)	4.7	2.0	WKS-F 99.9	Asheville/Hndrs	0.5/3.2/	75/1322
NOSTALGIA						WMIT-F 106.9	Black Mountain	0.7/2.4/	36/ 514
RELIGION/GOSPEL	14 (1)	8 (1)	22 (2)	2.4	2.0	WMTY-F 103.5	Greenwood	0.9/2.0/	26/ 265
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		10 (1)	10 (1)	1.1	0.6				
	95 (7)	826 (19)	921 (26)						

GREENVILLE-SPARTANBURG

RADIO STATIONS

WESC	,	660,	50 KW (DAYS, DA),	SEE WESC-FM			
WFBC	,	1330,	5 KW (DA-N)	News/Talk	NBC SUN,	\$21.00	(Katz) Multimedia
WHYZ	,	1070,	50 KW/1.5 KW (DA-1)	Black	,	\$19.00	(K & P)
WPJM	,	800,	1 KW/438 W	Gospel	,	\$15.00	(Keystone) (GREER)
WSPA	,	950,	5 KW (DA-N)	Full Service	CBS,	\$17.00	(Christal)
WBBO-F,		93.3,	93 KW @ 2030	CHR	,	\$29.00	(Torbet) (FOREST CITY)
WESC-F,		92.5,	100 KW @ 2001	Country	ABC,	\$90.00	(Banner)
WFBC-F,		93.7,	100 KW @ 1850	Oldies	ABC,	\$56.00	(Katz) Multimedia
WLWZ-F,		103.9,	3 KW @ 328	Black	,	\$30.00	(HNWH) Voyager (EASLEY)
WMUU-F,		94.5,	100 KW @ 1200	EZ	APR,	\$18.00	(---)
WMI-F,		102.5,	20 KW @ 1778	AC	,	\$87.00	(Eastman) AmCom (HNDRSNVLE)
WROQ-F,		101.1,	100 KW @ 987	AOR	ABC,	\$40.00	(Banner) ABS (ANDERSON)
WSPA-F,		98.9,	100 KW @ 1909	Soft AC/EZ	,	\$39.00	(Christal)
WSSL-F,		100.5,	100 KW @ 1240	Country	MBS UNIPWR,	\$71.00	(Mc-Guild) CF (GRAY COURT)
WMM-F,		107.3,	100 KW @ 1010	AC	ABC,	\$32.00	(Christal) (ANDERSON)

HARRISBURG

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

Stations: 28/16

1991 Revenue: \$14,100,000

MSA Rank/Pop: 89/597,000

Diaries: 988/506:1/51.9%

HH Inc.: \$34,026

ADI #48 (w/York & Lancaster)

Sample Target: 970

Retail \$: 5.0 Btl

Average Person Ratings: 17.9

% Below Line: 17.4

Pop per Station: 31,263

Market TSL: 23.25 hours

% Not Listed: 14.5

#1 Biller: WNNK-AF \$4,700,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WNNK-AF (CHR)	104/11.6	10.5	14.8	11.3	13.3	12.1	121/1984	1524/30.5	30.7	29.8	F	WNNK-AF
2. WRKZ-F (C)	64/ 7.1	7.4	9.3	7.9	9.5	7.9	165/1937	737/14.7	15.1	17.4	E	WRKZ-F
3. WRVV-F (AC)	63/ 7.0	4.1	3.3	3.3	3.2	4.4	90/1278	790/15.8	7.8	8.9	B	WRVV-F
4. WHP (FS)	62/ 6.9	6.5	7.9	6.3	5.3	6.9	73/977	719/14.4	13.2	12.0	C	WHP
5. WWKL-F (O)	57/ 6.4	7.4	8.5	10.0	7.2	8.1	97/1599	899/18.0	16.2	14.7	D	WWKL-F
6. WTPA-F (AOR)	56/ 6.3	10.6	8.2	10.6	12.4	8.9	94/1470	808/16.2	16.7	19.5	D	WTPA-F
7. WIMX-F (AC)	53/ 5.9	5.9	5.5	4.5	5.0	5.4	55/928	768/15.4	15.1	11.0	B	WIMX-F
8. WQXA-AF (CHR)	46/ 5.1	8.2	7.0	9.8	9.0	7.5	104/1627	708/14.2	28.2	27.0		WQXA-AF
9. WHYL-F (C)	37/ 4.1	4.2	2.5	4.3	5.0	3.8	41/466	353/ 7.1	6.4	7.8	B	WHYL-F
10. WNCE-F (SAC)	34/ 3.8	2.7	3.4	4.4	3.0	3.6	107/1581	513/10.3	9.6	8.1		WNCE-F
12. WLBR (FS)	34/ 3.8	2.4	2.9	1.4	2.3	2.6	34/540	454/ 9.1	6.4	6.5	A	WLBR
13. WHYL (BB)	31/ 3.5	5.4	2.4	5.3	3.8	4.2	47/612	382/ 7.6	6.3	7.8	A	WHYL
14.												
15.												

12+ FM SHARE (METRO): 78.98% (605 of 766) (SPG 91: 84.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-AF	1 WTPA-F<	1 WNNK-AF>	1 WNNK-AF	1 WNNK-AF	1 WHP	1 WNNK-AF>	1 WNNK-AF<	1 WNNK-AF>	1 WNNK-AF	1 WLBR
3 WQXA-AF	2 WNNK-AF>	2 WRVV-F<	2 WRVV-F	2 WWKL-F<	2 WRKZ-F	2 WTPA-F	2 WRVV-F	2 WRKZ-F	2 WQXA-AF	2 WNCE-F
4	3 WRVV-F	3 WTPA-F	3 WWKL-F	3 WRVV-F	3 WNNK-AF	3 WWKL-F	3 WHP	3 WRVV-F	3 WHP	3 WHP >
5	4 WQXA-AF	4 WWKL-F	4 WIMX-F	4 WRKZ-F	4 WWKL-F>	4 WRKZ-F<	4 WTPA-F	4 WWKL-F	4 WRKZ-F	4 WRKZ-F
6	5 WIMX-F	5 WIMX-F	5 WRKZ-F<	5 WIMX-F	5 WNCE-F	5 WRVV-F	WIMX-F	5 WHP <	5 WIMX-F<	5 WNNK-F
7	6 WRKZ-F	6 WRKZ-F	6 WTPA-F	6 WTPA-F	WRVV-F	WLBR	6 WWKL-F	6 WTPA-F	6 WTPA-F	6 WWKL-F
	7	7	7	7	WLBR	7 WHP <	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 WNNK-AF	1 WNNK-AF>	1 WNNK-AF	1 WNNK-AF>	1 WNNK-AF>	1 WQXA-AF	1 WTPA-F>	1 WTPA-F>	1 WNNK-AF	1 WWKL-F<
2 WTPA-F>	2 WTPA-F	2 WIMX-F	2 WRVV-F	2 WWKL-F	2 WTPA-F	2 WNNK-AF	2 WRVV-F	2 WTPA-F	2 WRVV-F<
3 WQXA-AF	3 WRVV-F	3 WRVV-F	3 WIMX-F	WRVV-F	3 WNNK-AF>>	3 WQXA-AF	3 WNNK-AF	3 WRVV-F	3 WNNK-AF
4 WYCR-F	4 WIMX-F	4 WTPA-F	4 WWKL-F	WIMX-F	4 WRVV-F	WRVV-F	4 WRKZ-F>	4 WRKZ-F<	4 WTPA-F
5 WRVV-F	5 WQXA-AF	5 WQXA-AF	5 WTPA-F	5 WRKZ-F	WRKZ-F	5 WRKZ-F	5 WHYL-F	5 WWKL-F	5 WRKZ-F>
6	6	WWKL-F	6	6	6 WIMX-F	6	6 WQXA-AF	6	6 WIMX-F

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUMF	
TOP 40/CHR/CONTEMP	4 (2)	166 (5)	170 (7)	22.2	23.6	WIMX 1460 Harrisburg	1.8/5.9/ 16/ 340	
AOR/CLASSIC		77 (3)	77 (3)	10.1	17.2	WQLV-F 98.9 Mllrsbrg/Nwprt	0.8/2.1/ 7/ 118	
AC/OLDIES	16 (1)	173 (3)	189 (4)	24.7	16.5	WUFM-F 100.1 Lebanon	0.7/2.7/ 10/ 176	
FULL SVC/VARIFTY	96 (2)		96 (2)	12.5	9.9	WHII 720 Shirmnstwn/Hrsb	1.6/3.2/ 17/ 223	
COUNTRY		114 (4)	114 (4)	14.9	18.2	WYGL-F 100.5 Elizabeth	0.7/1.7/ 21/ 236	
BLACK/URBAN								
SAC/EZ		59 (4)	59 (4)	7.7	7.0	WARM-F 103.3 York	1.5/5.4/159/1851	
NEWS/TALK					1.4	WDAC-F 94.5 Lancaster	1.0/4.4/ 65/ 889	
NOSTALGIA	31 (1)		31 (1)	4.0	4.3	WGRX-F 100.7 Westmnstr	0.6/3.5/ 35/ 662	
RELIGION/GOSPEL	14 (1)	9 (1)	23 (2)	3.0	1.9	WGTY-F 107.7 Gettysburg	0.8/2.5/ 75/ 745	
SPANISH						WHTF-F 92.7 Starview	1.8/6.6/ 73/1297	
CLASSICAL						WLAN-F 96.9 Lancaster	0.3/2.8/ 41/ 917	
JAZZ/NEW AGE						WQXA 1250 York	0.1/0.0/ 0/ 0	
UNKNOWN/OTHERS		7 (1)	7 (1)	0.9		WRFY-F 102.5 Reading	0.6/1.1/ 36/ 544	
	161 (7)	605 (21)	766 (28)			WWMD-F 104.7 Hagerstown	0.7/1.3/ 19/ 257	
						WYCR-F 98.5 York/Hanover	1.3/4.8/ 80/1389	

RADIO STATIONS

WHP	580, 5 KW (DA-N)	Full Service	CBS, NBC-T, \$28.00 (MMR)	Dame
WHYL	960, 5 KW/22 W (DA-1)	Nostalgia	UNIULT, \$16.00 (---)	(CARLISLE)
WKBC	1230, 1 KW	Talk/News	UNISUP CNN, \$14.00 (Banner)	
WLHR	1270, 5 KW/1 Kw (DA-2)	Full Service	ABC, \$15.00 (K & P)	(LEBANON)
WRVV-F	97.3, 17 KW @ 840	Classic AOR	CBS, \$27.00 (MMR)	Dame
WHYL-F	102.3, 3 KW @ 328	Country	CNN, \$25.00 (---)	(CARLISLE)
WIMX-F	99.3, 3 KW @ 328	AC	UNIPWR, \$28.00 (Mc-Guild)	
WNNK-F	104.1, 23 KW @ 725	CHR	APR, \$88.00 (Christal)	Keymarket
WRKZ-F	106.7, 14 KW @ 827	Country	ABC, \$75.00 (Torbet)	TMZ (HERSHEY)
WTPA-F	93.5, 1.8 KW @ 620	AOR	ABC, \$56.00 (Banner)	
WWKL-F	94.9, 25 KW @ 699	Oldies	UNIULT, \$58.00 (Katz)	Barnstable

Other Ranked Stations -- See York or Lancaster

Miscellaneous: WHP-F to WRVV-F (Mar) and format to CL. AOR . . . WOMB to WIMX . . .

HARTFORD

Arbitron Rank/Pop (12+): 41/990,500 Stations: 28/16 1991 Revenue: \$37,400,000
 MSA Rank/Pop: 44/1,130,000 Diaries: 1368/724:1/51.3% HH Inc.: \$42,925
 ADI # 24 (w/New Haven) Sample Target: 1360 Retail #: 9.6 Bill
 Average Person Ratings: 17.4 % Below Line: 18.7 Pop per Station: 61,906
 Market TSL: 22.75 hours % Not Listed: 15.6 #1 Biller: WTIC \$7,900,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WTIC (FS)	232/13.5	16.1	15.2	15.7	16.2	15.1	292/3594	2690/27.2	28.0	30.0	H	WTIC
2. WTIC-F (CHR)	133/ 7.7	8.1	7.7	9.1	8.8	8.1	233/4491	2527/25.5	24.8	26.2	F	WTIC-F
WRCH-F (SAC)	133/ 7.7	6.4	7.3	6.3	7.8	6.9	204/2942	1741/17.6	15.9	16.7	D	WRCH-F
4. WWYZ-F (C)	129/ 7.5	7.4	7.8	7.1	5.6	7.4	244/2746	1425/14.4	18.2	12.8	E	WWYZ-F
5. WZMX-F (AC)	111/ 6.4	5.1	4.5	4.6	4.6	5.2	165/2498	1599/16.1	13.1	12.8	C	WZMX-F
6. WKSS-F (CHR)	88/ 5.1	4.1	5.1	5.4	5.4	4.9	174/3968	1805/18.2	17.5	19.0	D	WKSS-F
7. WHCN-F (AOR)	81/ 4.7	6.5	6.1	6.9	5.6	6.1	130/2590	1440/14.5	15.6	16.5	F	WHCN-F
8. WDRC-F (O)	78/ 4.5	5.6	6.6	5.7	4.3	5.6	171/3096	1374/13.9	16.2	15.5	F	WDRC-F
9. WCCC-AF (AOR)	74/ 4.3	5.4	5.4	4.7	5.4	4.9	135/2551	1424/14.4	16.3	16.8	D	WCCC-AF
10. WIOF-F (AC)	64/ 3.7	3.7	3.0	3.5	4.2	3.5	94/1793	1101/11.1	11.5	12.2	D	WIOF-F
11. WDRC (BB)	60/ 3.5	3.1	3.3	1.1	0.6	2.8	67/901	797/ 8.0	6.5	3.5		WDRC
12. WAQY-F (AOR)	50/ 2.9	2.2	1.8	2.2	2.1	2.3	159/2586	976/ 9.9	9.9	8.5		WAQY-F
13. WPOP (N/T)	43/ 2.5	2.4	3.1	2.4	2.8	2.6	47/1014	903/ 9.1	10.3	8.5	C	WPOP
14.												
15.												

12+ FM SHARE (METRO): 72.45% (1052 of 1452) (SPG 91: 71.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WTIC-F	1 WZMX-F	1 WZMX-F	1 WZMX-F<	1 WTIC >>	1 WTIC >>	1 WRCH-F	1 WTIC	1 WTIC >	1 WTIC >>
2 WKSS-F>>	2 WZMX-F<	WTIC-F	2 WHCN-F	2 WRCH-F	2 WRCH-F	2 WTIC-F	2 WTIC	2 WRCH-F	2 WZMX-F	2 WTIC-F
3 WZMX-F	3 WKSS-F	3 WWYZ-F<	3 WWYZ-F	3 WWYZ-F	3 WWYZ-F>	3 WWYZ-F	3 WWYZ-F	3 WWYZ-F	3 WTIC-F	3 WRCH-F
4	4 WCCC-AF	4 WHCN-F	WRCH-F<	4 WTIC	4 WDRC <	4 WRCH-F	WZMX-F<	4 WZMX-F<	4 WKSS-F	4 WPOP <
5	5 WHCN-F	5 WRCH-F	5 WDRC-F<	WHCN-F<	5 WDRC-F	5 WCCC-AF	5 WTIC-F>	5 WTIC-F	5 WWYZ-F<	5 WHCN-F
6	6 WWYZ-F	WKSS-F<	6 WTIC-F	6 WDRC-F	6	6 WHCN-F	6 WHCN-F	6 WKSS-F	6 WRCH-F	6 WKSS-F
7	7 WAQY-F	7 WCCC-AF	7 WTIC	7 WTIC-F	7	7	7 WDRC-F	7 WHCN-F	7	7 WIOF-F>
8	8	8 WDRC-F>	8	8 WIOF-F	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 WTIC-F>	1 WTIC-F>	1 WZMX-F<	1 WTIC-F	1 WRCH-F	1 WCCC-AF	1 WCCC-AF>	1 WCCC-AF	1 WCCC-AF	1 WHCN-F
2 WKSS-F>	2 WZMX-F	2 WTIC-F	2 WZMX-F	2 WZMX-F	2 WKSS-F>	2 WHCN-F	WHCN-F	2 WHCN-F	2 WWYZ-F
3 WZMX-F	WKSS-F>	3 WHCN-F	3 WRCH-F	3 WTIC-F	3 WWYZ-F	3 WWYZ-F	3 WZMX-F>	3 WWYZ-F	3 WDRC-F
4 WAQY-F	4 WHCN-F	4 WRCH-F	4 WKSS-F	4 WWYZ-F	4 WTIC-F>	WZMX-F<	4 WAQY-F	4 WZMX-F	4 WZMX-F
5	5 WAQY-F<	WKSS-F	5 WWYZ-F	5 WTIC	5 WHCN-F	5 WKSS-F	5 WWYZ-F	5 WDRC-F	5 WCCC-AF
6	6 WWYZ-F	6 WWYZ-F	6 WDRC-F	6 WIOF-F	6 WAQY-F	6 WAQY-F	6 WPLR-F	6 WTIC-F	WTIC
7	7 WRCH-F	7 WAQY-F	7	7 WDRC-F	7 WZMX-F	7	7 WTIC-F	7 WTIC	7
8	8	8	8	8	8	8	8	8 WKSS-F	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		247 (3)	247 (3)	17.0	18.8	WCNX 1150	MIDDLETOWN	0.4/1.2/	10/ 154
AOR/CLASSIC	1 (1)	255 (6)	256 (7)	17.6	19.2	WLAT 1230	Manchester	0.6/1.3/	11/ 127
AC/OLDIES		276 (5)	276 (5)	19.0	17.7	WLTX 1550	Blmfld/Hrtfrd	0.4/0.8/	7/ 83
FULL SVC/VARIETY	237 (2)		237 (2)	16.3	20.4	WMMW 1470	Meriden	0.5/1.3/	11/ 204
COUNTRY		141 (2)	141 (2)	9.7	7.5				
BLACK/URBAN						WCBS 880	New York	0.3/2.6/	47/1064
SAC/EZ		133 (1)	133 (1)	9.2	9.3	WFAN 660	New York	1.2/5.6/	94/1709
NEWS/TALK	69 (3)		69 (3)	4.8	5.2	WHYN 560	Springfield	0.3/1.3/	82/1078
NOSTALGIA	60 (1)		60 (1)	4.1	0.9	WHYN-F 93.1	Springfield	0.4/2.5/	91/1390
RELIGION/GOSPEL	7 (1)		7 (1)	0.5		WKCI-F 101.3	Hamden	1.5/6.7/109/2390	
SPANISH	11 (1)		11 (1)	0.8	1.0	WMAS-F 94.7	Springfield	0.9/2.0/	83/1152
CLASSICAL						WPXX-F 97.9	Enfield	0.7/2.2/	89/1066
JAZZ/NEW AGE						WPLR-F 99.1	New Haven	1.9/7.7/132/2280	
UNKNOWN/OTHERS	15 (2)		15 (2)	1.0		WRKI-F 95.1	Brookfield	0.3/1.2/	42/ 711
	400 (11)	1052 (17)	1452 (28)			WWRX-F 103.7	Westerly/Prvdnc	0.8/2.8/	60/1056

HARTFORD

RADIO STATIONS

WDRC, 1300, 5 KW (DA-N)	, Nostalgia	, \$ NA (Mc-Guild)	Buckley
WNEZ, 910, 5 KW (DA-N)	, EZ	, \$ 22.00 (Banner)	DeDominicus
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	ABC, \$ 35.00 (Eastman)	Merv Griffin
WTIC, 1080, 50 KW (DA-N)	, FULL SERVICE	CBS, \$ 160.00 (CBS)	Chase
WCCC-F, 106.9, 23 KW @ 731, AOR		ABC, SOURCE, \$ 40.00 (Durpetti)	
WDRC-C, 102.9, 20 KW @ 810, OLDIES		, \$ 95.00 (McGuild)	Buckley
WHCN-F, 105.9, 16 KW @ 869, AOR		ABC, \$ 77.00 (Christal)	Beck-Ross
WIOF-F, 104.1, 18 KW @ 836, AC		CBS, \$ 61.00 (Eastman)	Merv Griffin (WATERBURY)
WKSS-F, 95.7, 17 KW @ 879, CHR		APR, \$ 57.00 (MMR)	Precision
WRCH-F, 100.5, 8 KW @ 1250, SOFT AC		, \$ 57.00 (Banner)	DeDominicus
WTIC-F, 96.5, 20 KW @ 810, CHR		, \$ 105.00 (HNWH)	Chase
WWYZ-F, 92.5, 18 KW @ 859, COUNTRY		UNIULT, \$ 65.00 (Banner)	(WATERBURY)
WZMX-F, 93.7, 21 KW @ 774, AC		, \$ 52.00 (Torbet)	

Miscellaneous: WDRC reclassified as Nostalgia (Feb) . . .

HONOLULU

Arbitron Rank/Pop (12+): 56/704,500

Stations: 26/26
Diaries: 1144/616:1/52.0%
Sample Target: 1150
% Below Line: 0.0
% Not Listed: 6.3

1991 Revenue: \$19,400,000
HH Inc.: \$42,864
Retail \$: 8.7 Bill
Pop per Station: 27,096
#1 Biller: KSSK \$3,800,000

MSA Rank/Pop: 63/860,000

No ADI

Average Person Ratings: 17.2

Market TSL: 22.75 shares

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KSSK-F (AC)	151/12.5	11.8	11.8	9.3	9.7	11.4	151/2116	2116/30.0	25.8	24.6	C	KSSK-F
2. KIKI-F (CHR)	134/11.1	10.0	8.2	10.3	12.7	9.9	134/1777	1777/25.2	23.0	27.2	C	KIKI-F
3. KUMU-AF (SAC)	119/ 9.8	9.5	8.9	8.1	8.8	9.1	119/1249	1249/17.7	17.5	17.6	C	KUMU-AF
4. KQM-Q-AF (CHR)	116/ 9.6	8.3	8.1	9.6	6.6	8.9	116/1767	1767/25.1	25.0	24.3	D	KQM-Q-AF
5. KSSK (FS)	102/ 8.4	9.3	11.0	6.6	10.5	8.8	102/1254	1254/17.8	18.6	21.8	E	KSSK
6. KCCN-F (E)	81/ 6.7	9.9	11.4	13.3	10.9	10.3	81/1192	1192/16.9	21.4	22.0	C	KCCN-F
7. KRTR-F (AC)	65/ 5.4	4.3	4.6	5.8	4.8	5.0	65/1110	1110/15.8	14.7	16.7	C	KRTR-F
8. KGU (N/T)	52/ 4.3	4.2	5.1	2.3	3.8	4.0	52/729	729/10.3	13.6	10.8	B	KGU
9. KINE-F (O)	47/ 3.9	2.2	1.6	2.5	3.5	2.5	47/654	654/ 9.3	6.0	8.9	B	KINE-F
10. KDEO-F (C)	32/ 2.6	2.0	2.6	2.6	2.0	2.4	32/506	506/ 7.2	5.8	5.6	A	KDEO-F
11. KPOI-F (AOR)	31/ 2.6	4.4	3.6	3.6	5.1	3.5	31/555	555/ 7.9	11.0	13.2	C	KPOI-F
12. KCCN (E)	29/ 2.4	2.5	2.9	3.5	2.3	2.8	29/494	494/ 7.0	7.5	7.1		KCCN
13. KHHH-F (AOR)	27/ 2.2	3.3	2.0	1.8	1.6	2.3	27/409	409/ 5.8	5.7	4.9		KHHH-F
14. KIKI (O)	25/ 2.1	1.9	2.1	3.6	3.3	2.4	25/508	508/ 7.2	5.7	7.9		KIKI
15. KHVH (N/T)	24/ 2.0	2.6	2.7	2.4	3.2	2.4	24/655	655/ 9.3	9.3	10.5	B	KHVH
16. KOHO (E)	22/ 1.8	0.9	1.2	0.7	0.7	1.1	22/156	156/ 2.2	2.6	2.2	A	KOHO
17. KDEO (C)	21/ 1.7	1.9	0.7	2.5	0.7	1.7	21/308	308/ 4.4	3.1	2.7	A	KDEO
18.												
19.												
20.												

12+ FM SHARE (METRO): 67.31% (764 of 1135) (SPG 91: 68.48%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	23 (1)	227 (2)	250 (3)	22.0	20.8	KAIM-F 95.5 Honolulu	0.7/2.6/ 8/ 183
AOR/CLASSIC		58 (2)	58 (2)	5.1	9.3	KHNR 650 Honolulu	0.3/3.3/ 4/ 229
AC/OLDIES	40 (2)	263 (3)	303 (5)	26.7	19.7	KLHT 1040 Honolulu	0.3/1.7/ 4/ 122
FULL SVC/VARIETY	102 (1)		102 (1)	9.0	11.3	KNDI 1270 Honolulu	0.7/1.4/ 8/ 96
COUNTRY	21 (1)	32 (1)	53 (2)	4.7	2.8	KULA 1460 Maunawili	1.2/3.8/ 15/ 266
BLACK/URBAN					16.7	KWAI 1080 Honolulu	0.6/1.4/ 7/ 100
SAC/EZ	24 (1)	95 (1)	119 (2)	10.5	9.5	KZOO 1210 Honolulu	0.9/2.3/ 11/ 165
NEWS/TALK	83 (3)		83 (3)	7.3	7.5		
NOSTALGIA							
RELIGION/GOSPEL	12 (2)	8 (1)	20 (3)	1.8	0.7		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE					1.8		
UNKNOWN/OTHERS	66 (4)	81 (1)	147 (5)	13.0			
	371 (15)	764 (11)	1135 (26)				

HONOLULU

RADIO STATIONS

KCCN	,	1420,	5 KW	,	Ethnic	,	\$ NA	(K & P)	
KDEO	,	940,	10 KW	--	See KDEO-FM				
KGU	,	760,	10 KW	,	News/Talk	NBC-T ABC,	\$26.00	(Banner)	Givens
KHVH	,	990,	5 KW	,	News/Talk	NBC ABC,	\$20.00	(HNWH)	
KIKI	,	830,	10 KW	,	Oldies	UNISUP UNIULT,	\$19.00	(Christal)	
KSSK	,	590,	7.5 KW	,	Full Service		\$82.00	(Eastman)	Bedford
KAIM-F,		95.5,	100 KW @ -23	,	Religion		\$13.00	(---)	Billy Graham
KCCN-F,		100.3,	100 KW @ 1965	,	Ethnic		\$38.00	(K & P)	
KDEO-F,		102.7,	61 KW @ 1893	,	Country	MBS,	\$22.00	(K & P)	(WAIPAHU)
KHFX-F,		105.1,	100 KW @ 1948	,	Oldies		\$20.00	(MMR)	
KINE-F,		98.5,	100 KW @ 1073	,	AOR	SMN,	\$22.00	(HNWH)	
KIKI-F,		93.9,	100 KW @ -144	,	CHR		\$40.00	(Christal)	
KPOI-F,		97.5,	80 KW @ 46	,	AOR		\$38.00	(Banner)	
KQMQ-F,		93.1,	54 KW @ -118	,	CHR		\$59.00	(Katz)	
KRTR-F,		96.3,	75 KW @ 2139	,	AC		\$31.00	(Katz)	Mt. Wilson (KAILUA)
KSSK-F,		92.3,	100 KW @ 1948	,	AC		\$43.00	(Eastman)	Bedford (WAIPAHU)
KUMU-F,		94.7,	100 KW @ 79	,	EZ		\$40.00	(Banner)	

Miscellaneous: KHTX to KINE-F (Feb) . . .

***** 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	REL - 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	*

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

HOUSTON

Arbitron Rank/Pop (12+): 10/3,015,300 Stations: 31/31 1991 Revenue: \$126,000,000
 MSA Rank/Pop: 8/3,700,000 Diaries: 2441/1235:1/42.6% HH Inc.: \$33,870
 ADI # 10 Sample Target: 2330 Retail \$: 27.6 B11
 Average Person Ratings: 17.7 % Below Line: 0.0 Pop per Station: 97,267
 Market TSL: 23.25 hours % Not Listed: 12.9 #1 Biller: KILT-AF \$15,300,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KILT-F (C)	431/ 8.1	8.7	8.9	8.2	9.5	8.5	467/6578	5920/19.6	20.7	21.3	J	KILT-F
2. KIKK-F (C)	399/ 7.5	7.1	6.6	8.1	7.0	7.3	458/6822	6012/19.9	17.7	18.5	I	KIKK-F
3. KLLO-F (AOR)	364/ 6.8	5.8	5.4	5.1	5.1	5.8	390/5477	4996/16.6	12.6	14.3	I	KLLO-F
4. KRBE-AF (CHR)	276/ 5.2	4.7	4.0	4.2	3.8	4.5	285/5401	5067/16.8	15.4	16.3	F	KRBE-AF
5. KODA-F (SAC)	269/ 5.0	4.7	5.7	5.8	5.5	5.3	277/4482	4250/14.1	14.6	15.8	H	KODA-F
6. KMJQ-F (B)	248/ 4.7	3.8	4.1	5.1	7.0	4.4	266/3822	3534/11.7	11.8	13.9	I	KMJQ-F
7. KBXX-F (CHR)	245/ 4.6	4.7	6.1	4.8	3.6	5.1	264/4253	3909/13.0	13.3	9.4	D	KBXX-F
8. KHM-F (AC)	244/ 4.6	4.9	6.2	4.9	5.3	5.2	249/4617	4416/14.6	16.0	16.7	H	KHM-F
9. KTRH (N/T)	216/ 4.1	4.8	5.3	4.7	4.4	4.7	262/5128	4447/14.7	18.2	15.8	I	KTRH
KQUE-F (BB)	216/ 4.1	4.6	3.4	4.5	3.8	4.2	237/2581	2380/ 7.9	6.9	8.2	E	KQUE-F
11. KLDE-F (O)	213/ 4.0	3.8	3.8	4.1	3.7	3.9	240/4234	3859/12.8	13.0	11.9	H	KLDE-F
12. KPRC (T)	191/ 3.6	2.2	2.7	2.9	3.1	2.8	196/2998	2885/ 9.6	7.8	10.0	E	KPRC
KHYS-F (B)	191/ 3.6	3.4	2.7	2.6	2.3	3.1	247/2782	2293/ 7.6	6.1	7.8	C	KHYS-F
14. KZFX-F (CL AOR)	171/ 3.2	3.3	2.6	3.9	3.5	3.3	182/3497	3245/10.8	9.1	10.8	G	KZFX-F
15. KLTR-F (AC)	146/ 2.7	3.5	2.6	2.5	3.3	2.8	151/3339	3236/10.7	8.8	10.0	G	KLTR-F
16. KKBQ-F (C)	120/ 2.3	2.7	2.2	2.4	3.4	2.4	130/2735	2512/ 8.3	10.3	16.0	G	KKBQ-F
17. KSEV (T)	109/ 2.0	1.5	1.4	0.7	1.0	1.4	114/1505	1402/ 4.6	3.3	2.8	B	KSEV
18. KQQK-F (SP)	102/ 1.9	1.9	2.3	1.3	1.2	1.8	105/1544	1488/ 4.9	6.0	3.7	C	KQQK-F
19. KXYZ (SP)	89/ 1.7	1.2	1.5	1.0	0.8	1.4	89/1106	1089/ 3.6	3.9	2.5	C	KXYZ
20. KLAT (SP)	77/ 1.4	1.5	1.2	1.5	1.7	1.4	77/1133	1133/ 3.8	3.9	3.3	D	KLAT

12+ FM SHARE (METRO): 79.39% (3686 of 4643) (SPG 91: 80.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBXX-F	1 KLLO-F	1 KLLO-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KIKK-F	1 KMJQ-F	1 KTRH >>
2 KRBE-AF	2 KRBE-AF	2 KILT-F	2 KLLO-F	2 KIKK-F	2 KIKK-F	2 KLLO-F	2 KIKK-F	2 KILT-F	2 KBXX-F	2 KILT-F >>
3 KMJQ-F	3 KILT-F	3 KIKK-F	3 KIKK-F	3 KLLO-F	3 KQUE-F	3 KIKK-F	3 KLLO-F	3 KLLO-F	3 KRBE-AF	3 KIKK-F
4 KIKK-F	4 KHM-F	4 KHM-F	4 KODA-F	4 KODA-F	4 KTRH	4 KTRH	4 KODA-F	4 KBXX-F	4 KLLO-F	4 KMJQ-F >>
5	5 KIKK-F	5 KODA-F	5 KLDE-F	5 KLDE-F	5 KPRC	5 KODA-F	5 KHM-F	5 KRBE-AF	5 KIKK-F	5 KPRC <
6	6 KMJQ-F	6 KRBE-AF	6 KHM-F	6 KHM-F	6 KODA-F	6 KMJQ-F	6 KQUE-F	6 KHM-F	6 KILT-F	6 KLLO-F <
7	7 KODA-F	7 KMJQ-F	7 KHYS-F	7 KHYS-F	7 KLDE-F	7	7 KLDE-F	7 KODA-F	7 KPRC	7 KRBE-F <
8	8 KZFX-F	8 KLDE-F	8 KZFX-F	8	8	8	8 KSEV	8 KLDE-F	8 KHYS-F	8 KODA-F
9	9 KBXX-F	9	9	9	9	9	9	9 KMJQ-F	9	9 KHYS-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 KRBE-AF	1 KHM-F	1 KODA-F	1 KILT-F	1 KIKK-F	1 KLLO-F	1 KLLO-F >>	1 KLLO-F >>	1 KLLO-F	1 KLLO-F
2 KILT-F	2 KRBE-AF	2 KHM-F	2 KIKK-F	2 KODA-F	2 KBXX-F	2 KRBE-AF	2 KILT-F	2 KILT-F	2 KILT-F
3 KMJQ-F	3 KIKK-F	3 KIKK-F	3 KHM-F	3 KILT-F	3 KRBE-AF	3 KILT-F	3 KZFX-F	3 KZFX-F	3 KHYS-F
4 KHM-F	4 KILT-F	4 KMJQ-F	4 KODA-F	4 KHM-F	4 KHM-F	4 KMJQ-F	4 KMJQ-F	4 KIKK-F	4 KIKK-F
5 KLLO-F	5 KODA-F	5 KRBE-AF	5 KRBE-AF	5 KLDE-F	5 KMJQ-F	5 KZFX-F	5 KIKK-F	5 KHYS-F	5 KZFX-F
KIKK-F	6 KMJQ-F	KILT	6 KMJQ-F	6 KHYS-F	6 KIKK-F	KIKK-F	6	6 KRBE-AF	6 KLDE-F
7 KBXX-F	7 KLLO-F	KILT-F	7 KLDE-F	7 KMJQ-F	7	7 KBXX-F	7	7 KHM-F	7 KTRH
8	8 KLTR-F	8 KLLO-F	8 KLTR-F	8 KLTR-F	8	8 KHYS-F	8	8	8 KPRC
9	9	9	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	4 (1)	517 (2)	521 (3)	11.2	12.4	KCOH 1430 Houston	0.8/2.0/ 42/ 595		
AOR/CLASSIC		535 (2)	535 (2)	11.5	9.7	KEYH 850 Houston	1.1/2.3/ 56/ 694		
AC/OLDIES	16 (1)	603 (3)	619 (4)	13.3	20.2	KIKK 650 Pasadena	0.4/1.3/ 22/ 435		
FULL SVC/VARIETY						KILT 610 Houston	0.5/2.1/ 29/ 726		
COUNTRY	44 (2)	950 (3)	994 (5)	21.4	20.7	KKHU-F 106.9 Conroe/Houston	0.4/1.8/ 26/ 750		
BLACK/URBAN	66 (2)	439 (2)	505 (4)	10.9	12.6	KLVL 1480 Pasadena/Houston	0.9/2.0/ 46/ 593		
SAC/EZ		269 (1)	269 (1)	5.8		KNUZ 1230 Houston	0.3/0.7/ 18/ 211		
NEWS/TALK	516 (3)		516 (3)	11.1	9.5	KRTS-F 92.1 Seabrook/Houston	0.7/3.0/ 35/ 920		
NOSTALGIA		216 (1)	216 (1)	4.7	4.3	KWWJ 1360 Baytown	0.8/2.1/ 43/ 630		
RELIGION/GOSPEL	43 (1)		43 (1)	0.9	2.3	KYOK 1590 Houston	0.5/2.1/ 24/ 620		
SPANISH	268 (4)	102 (1)	370 (5)	8.0	6.3				
CLASSICAL		35 (1)	35 (1)	0.8					
JAZZ/NEW AGE					2.0				
UNKNOWN/OTHERS		20 (1)	20 (1)	0.4					
	957 (14)	3686 (17)	4643 (31)						

HOUSTON

RADIO STATIONS

AM STATIONS

KCOH, 1430, 5 KW/55W	, BLACK	SBN, NBN, \$ 45.00 (Roslin)	
KEYH, 850, 10 KW (DAYS)	, HISPANIC	, \$ 44.00 (---)	
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
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	, \$ 61.00 (Katz Hisp)	Tichenor
KNUZ, 1230, 1 KW	, OLDIES	, \$ N/A (Banner)	
KPRC, 950, 5 KW (DA-N)	, TALK	CBS, \$ 75.00 (Banner)	
KSEV, 700, 2.6 KW/1 KW (DA-1)	, TALK	NBC, BRN, \$ 40.00 (Banner)	
KTRH, 740, 50 KW (DA-1)	, NEWS	ABC, MBS, \$ 181.00 (CBS)	Rusk
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	, \$ 43.00 (Caballero)	Infinity
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN, \$ 46.00 (McGuild)	Noble

FM STATIONS

KBXX, 97.9, 100 KW @ 1919, CHR		, \$ 100.00 (Katz)	Cook Inlet
KHCB, 105.7, 100 KW @ 1614, RELIGION		, \$ 33.00 (---)	
KHMX, 96.5, 97 KW @ 1919, AC		, \$ 145.00 (Mc-Guild)	Nationwide
KHYS, 98.5, 100 KW @ 417, BLACK AC	UNIPWR, CBS,	\$ 65.00 (Crystal)	Clear Channel (BEAUMONT)
KIKK, 95.7, 95 KW @ 1919, COUNTRY		, \$ 225.00 (Torbet)	Viacom
KILT, 100.3, 100 KW @ 1919, COUNTRY	UNISUP,	\$ 225.00 (Group W)	Westinghouse
KKHU, 106.9, 100 KW @ 1125, ?		, \$ 50.00 (Banner)	(CONROE)
KKBQ, 92.9, 97 KW @ 1919, COUNTRY		, \$ 120.00 (McGuild)	Gannett
KLDE, 94.5, 95 KW @ 1919, OLDIES	UNIULT,	\$ 160.00 (Durpetti)	Entercom
KLOL, 101.1, 95 KW @ 1919, AOR	SOURCE,	\$ 192.00 (CBS)	Rusk
KLTR, 93.7, 100 KW @ 1719, AC	CBS,	\$ 136.00 (CBS)	CBS
KMJQ, 102.1, 100 KW @ 1719, BLACK		, \$ 191.00 (Mc-Guild)	Noble
KODA, 99.1, 100 KW @ 1919, SOFT AC		, \$ 154.00 (MMR)	Legacy
KQRE, 102.9, 100 KW @ 971, NOSTALGIA	ABC,	\$ 75.00 (Banner)	
KRBE, 104.1, 100 KW @ 1909, CHR		, \$ 130.00 (Eastman)	Susquehanna
KRTS, 92.1, 33 KW @ 604, CLASSICAL		, \$ 70.00 (CMBS)	(SEABROOK)
KZFX, 107.5, 95 KW @ 1971, CLASSIC AOR		, \$ 140.00 (Katz)	Shamrock
KQQK, 106.5, 100 KW @ 699, HISPANIC		, \$ 60.00 (Caballero)	(GALVESTON)

Miscellaneous: KJZS-F to KKHU-F (March) . . .

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 135/260,500

Stations: 19/14
Diaries: 844/309:1/54.2%
Sample Target: 750
% Below Line: 9.7
% Not Listed: 14.5

1991 Revenue: \$6,000,000
HH Inc.: \$23,741
Retail \$: 1.9 Bil
Pop per Station: 18,607
#1 Biller: WTCR-AF \$2,700,000

MSA Rank/Pop: 153/310,000
ADI # 55 (w/Charleston)
Average Person Ratings: 15.4
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WTCR-AF (C)	128/31.9	35.7	29.2	30.1	30.9	----	161/1717	1257/48.3	51.1	41.9	D	WTCR-AF
2. WKEE-F (CHR)	59/14.7	15.0	16.1	18.2	20.6	----	90/1368	786/30.2	31.3	33.9	C	WKEE-F
3. WRVC-F (AC)	30/ 7.5	7.8	11.1	10.2	11.4	----	54/894	504/19.3	22.6	27.3	C	WRVC-F
4. WEMM-F (REL)	19/ 4.7	3.8	3.0	5.5	5.4	----	25/505	328/12.6	10.2	9.8	B	WEMM-F
5. WXVK-F (AC)	18/ 4.5	2.4	2.5	0.7	0.9	----	18/294	275/10.6	6.0	7.6	A	WXVK-F
6. WPAY-F (C)	14/ 3.5	4.8	2.5	2.5	1.8	----	53/805	201/ 7.7	11.4	7.3		WPAY-F
WKLC-F (AOR)	14/ 3.5	5.9	5.5	5.5	4.7	----	39/648	273/10.5	11.6	12.9		WKLC-F
8. WTKZ (T)	11/ 2.7	2.7	1.5	0.7	1.1	----	11/189	172/ 6.6	6.0	6.5	A	WTKZ
9. WLGC-F (C)	10/ 2.5	1.1	1.8	1.2	1.1	----	24/292	165/ 6.3	5.3	4.8	A	WLGC-F
10.												

12+ FM SHARE (METRO): 88.34% (303 of 343) (SPG 91: 91.27%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		59 (1)	59 (1)	17.2	19.3	WAEZ-F 106.3 Milton/Hntngtn	2.0/5.4/ 15/ 250		
AOR/CLASSIC		14 (1)	14 (1)	4.1	8.4	WCMI-F 92.7 Ashland	1.2/5.4/ 5/ 146		
AC/OLDIES	3 (1)	53 (3)	56 (4)	16.3	22.3	WGOH 1370 Grayson	1.2/2.5/ 5/ 77		
FULL SVC/VARIETY	4 (1)		4 (1)	1.2		WIRO 1230 Ironton/Ashland	0.7/3.6/ 3/ 95		
COUNTRY	14 (2)	150 (5)	164 (7)	47.8	39.2	WKEE 800 Huntington	0.7/5.3/ 3/ 153		
BLACK/URBAN						WTCV 1520 Greenup	1.2/1.7/ 5/ 45		
SAC/EZ		8 (1)	8 (1)	2.3	3.6				
NEWS/TALK	11 (1)		11 (1)	3.2	1.8	WLW 700 Cincinnati	1.0/2.5/ 8/ 220		
NOSTALGIA						WQBE-F 97.5 Charleston	1.2/3.5/ 56/ 605		
RELIGION/GOSPEL		19 (1)	19 (1)	5.5	4.2	WVAF-F 99.9 Charleston	0.5/1.4/ 10/ 196		
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	8 (2)		8 (2)	2.3	1.2				
	40 (7)	303 (12)	343 (19)						

RADIO STATIONS

WKEE , 800, 5 KW/185 W (DA-2) , Oldies	UNIULT CNN, \$ NA (Durpetti)	Adventure
WTCR , 1420, 5 KW/500 W (DA-N) , Country	ABC, \$ NA (Katz)	CRB
WTKZ , 930, 5 KW/1 KW (DA-N) , Talk	NBC, \$11.00 (Banner)	
WAEZ-F, 106.3, .5 KW @ 1092 , Soft AC/EZ	UNIULT, \$10.00 (---)	(MILTON)
WEMM-F, 107.9, 50 KW @ 500 , Religion	, \$16.00 (---)	Mortenson
WKEE-F, 100.5, 53 KW @ 561 , CHR	ABC, \$38.00 (Durpetti)	Adventure
WLGC-F, 105.7, 12 KW @ 479 , Country	, \$11.00 (HNWH)	(GREENUP)
WRVC-F, 93.7, 100 KW @ 738 , AC	NBC, \$24.00 (Banner)	(ASHLAND)
WTCR-F, 103.3, 50 KW @ 492 , Country	ABC, \$51.00 (Katz)	CRB
WXVK-F, 97.1, 1.3 KW @ 495 , AC	, \$16.00 (---)	(COAL GROVE, OH)
WPAY-F, 104.1, 100 KW @ 840 , Country	UNIULT, \$ NA (Regional)	Braden (PORTSMOUTH)

WKLC-F -- see Charleston

Miscellaneous: WRVC to WTKZ and format from AC to Talk (Sep 91) . . .

HUNTSVILLE

Arbitron Rank/Pop (12+): 109/335,800
 MSA Rank/Pop: 181/356,000 (E)
 ADI # 88 (w/Decatur)
 Average Person Ratings: 16.8
 Market TSL: 22.00 hours

Stations: 20/14
 Diaries: 856/392:1/51.4%
 Sample Target: 800
 % Below Line: 6.2
 % Not Listed: 17.6

1991 Revenue: \$9,800,000
 HH Inc.: \$31,600
 Retail \$: 2.9 Bil
 Pop per Station: 23,986
 #1 Biller: WDRM-AF \$3,300,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WDRM-F (C)	134/23.8	24.8	21.7	25.3	24.7	23.9	237/2538	1367/40.7	33.5	38.2	E	WDRM-F
2. WZYP-F (CHR)	71/12.6	14.6	12.4	12.9	13.5	13.1	97/1436	919/27.4	34.1	34.3	D	WZYP-F
3. WAHR-F (AC)	47/ 8.3	8.4	6.5	5.7	8.0	7.2	56/761	618/18.4	17.0	17.1	C	WAHR-F
4. WRSA-F (SAC)	41/ 7.3	10.9	10.2	7.2	9.5	8.9	63/868	501/14.9	18.3	17.0	B	WRSA-F
5. WTAK (AOR)	31/ 5.5	4.8	8.0	7.8	6.7	6.5	35/288	229/ 6.8	8.4	9.2	B	WTAK
6. WEUP (B)	28/ 5.0	2.9	4.8	6.3	6.4	4.8	28/319	319/ 9.5	10.2	10.7	A	WEUP
7. WENN-F (B)	21/ 3.7	3.9	3.9	3.0	2.9	3.6	21/271	239/ 7.1	9.2	6.3		WENN-F
8. WBHP (C)	20/ 3.6	3.8	3.2	2.4	3.8	3.3	20/317	282/ 8.4	9.5	9.7	B	WBHP
9. WHVK-F (C)	19/ 3.4	1.8	3.4	1.3	2.2	2.5	46/505	320/ 9.5	8.3	8.6	A	WHVK-F
10. WQLT-F (AC)	12/ 2.1	1.8	2.3	3.9	1.4	2.5	46/777	279/ 8.3	9.4	8.6	A	WQLT-F
11. WVNN (T)	8/ 1.4	1.6	3.0	1.3	1.4	1.8	8/180	175/ 5.2	8.5	6.9		WVNN
WKGL (?)	8/ 1.4	0.5	---	0.7	0.7	0.6	8/116	116/ 3.5	0.0	3.8	A	WKGL
13.												
14.												
15.												

12+ FM SHARE (METRO): 78.66% (365 of 464) (SPG 91: 75.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	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 WDRM-F>>	2 WZYP-F>	2 WZYP-F	2 WAHR-F	2 WAHR-F	2 WRSA-F>	2 WZYP-F	2 WAHR-F<	2 WZYP-F>	2 WZYP-F>	2 WRSA-F>
3 WENN-F	3 WAHR-F	3 WAHR-F>	3 WZYP-F>	3 WZYP-F>	3 WAHR-F>	3 WAHR-F>	3 WZYP-F>	3 WAHR-F>	3 WENN-F	3 WZYP-F
4	4 WTAK	4 WTAK	4 WTAK	4 WTAK <	4 WZYP-F	4 WRSA-F	4 WRSA-F>	4 WRSA-F>	4 WAHR-F	4 WENN-F
5	5 WENN-F	5	5	5 WRSA-F	WEUP	5 WBHP	5	5 WTAK >	5 WRSA-F	5
6	6	6	6	6	6 WBHP	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 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>>
WDRM-F>	2 WZYP-F>	2 WZYP-F	2 WAHR-F>	2 WAHR-F>	2 WZYP-F>	2 WZYP-F	2 WZYP-F	2 WZYP-F	2 WZYP-F
3 WENN-F	3 WAHR-F>	3 WAHR-F>	3 WZYP-F>	3 WZYP-F>	3 WTAK >	3 WTAK >	WTAK >	3 WTAK >	3 WTAK
4 WAHR-F>	4 WENN-F	4 WHVK-F	4 WEUP	4 WRSA-F	4 WENN-F>>	4 WENN-F	4 WAHR-F>	4 WAHR-F>	4 WAHR-F
5 WEUP	5 WHVK-F	5	5	5 WEUP	5 WAHR-F	WAHR-F	5 WZRR-F	5 WHVK-F	5
6	WEUP	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		73 (2)	73 (2)	15.7	16.0	WAJF 1490	Decatur	0.4/2.2/	2/ 79
AOR/CLASSIC	31 (1)	7 (2)	38 (3)	8.2	9.0	WJRA 1310	Priceville/Dctr	0.4/1.4/	2/ 64
AC/OLDIES	2 (1)	61 (3)	63 (4)	13.6	10.8	WNDA-F 95.1	Huntsville	1.1/4.6/	6/ 164
FULL SVC/VARIETY									
COUNTRY	22 (2)	156 (3)	178 (5)	38.4	36.0	WAPI-F 94.5	Birmingham	0.4/2.7/	33/ 333
BLACK/URBAN	28 (1)	21 (1)	49 (2)	10.6	10.8	WCRQ-F 92.7	Arab/Gntrsville	0.4/1.4/	5/ 120
SAC/EZ		41 (1)	41 (1)	8.8	11.0	WKDF-F 103.3	Nashville	0.4/1.5/	18/ 307
NEWS/TALK	8 (1)		8 (1)	1.7	1.6	WQSB-F 105.1	Albrtvle/Gdsdn	0.5/2.3/	56/ 634
NOSTALGIA						WZRR-F 99.5	Birmingham	0.9/1.9/	15/ 283
RELIGION/GOSPEL		6 (1)	6 (1)	1.3	3.6				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	8 (1)		8 (1)	1.7	1.2				
	99 (7)	365 (13)	464 (20)						

RADIO STATIONS

WBHP, 1230, 1 KW	COUNTRY	ABC, \$ 25.00 (Katz)
WEUP, 1600, 5 KW/500 W (DA-N),	BLACK	SBN, \$ 13.00 (---)
WTAK, 1000, 10 KW (DAYS,DA)	, AOR	, \$ 21.00 (Regional)
WVNN, 770, 10 KW/250 W (DA-N),	TALK	ABC BRN, \$ 12.00 (Christal)
WAHR-F, 99.1, 100 KW @ 984, AC		NBC, \$ 30.00 (Torbet)
WDRM-F, 102.1, 100 KW @ 728, COUNTRY		, \$ 70.00 (Katz)
WHVK-F, 93.3, 100 KW @ 984, COUNTRY		ABC, \$ 15.00 (Christal)
WNDA-F, 95.1, 50 KW @ 112, RELIGION		, \$ 11.00 (---)
WQLT-F, 107.3, 100 KW @ 1000, AC/OLDIES		ABC, \$ 14.00 (Torbet)
WRSA-F, 96.9, 100 KW @ 830, EZ/SOFT AC		CBS, \$ 20.00 (---)
WZYP-F, 104.3, 100 KW @ 1115, CHR		ABC, \$ 47.00 (Christal)
		Athens (ATHENS)
		(DECATUR)
		(TULLAHOMA, TN)
		(FLORENCE)
		(DECATUR)
		Athens (ATHENS)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,035,500
 MSA Rank/Pop: 40/1,260,000
 ADJ # 26
 Average Person Ratings: 17.5
 Market TSL: 23.25 hours

Stations: 21/19
 Diaries: 1637/633:1/52.3%
 Sample Target: 1650
 % Below Line: 1.1
 % Not Listed: 9.7

1991 Revenue: \$47,000,000
 HH Inc.: \$32,434
 Retail \$: 11.0 Bil
 Pop per Station: 54,500
 #1 Biller: WFBQ-F \$10,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WFBQ-F (AOR)	259/14.3	2.0	2.0	1.5	1.5	4.9	440/5095	2862/27.6	6.8	5.3	I	WFBQ-F
2. WFMS-F (C)	230/12.7	14.1	10.8	12.4	11.0	12.5	290/3392	2416/23.3	21.9	21.6	G	WFMS-F
3. WIBC (FS)	220/12.2	12.0	12.4	11.5	14.9	12.0	250/2815	2311/22.3	24.6	24.2	H	WIBC
4. WZPL-F (CHR)	167/ 9.2	9.8	10.2	9.8	10.4	9.8	265/3585	2338/22.6	24.2	24.9	F	WZPL-F
5. WENS-F (ACH)	124/ 6.9	7.0	6.7	6.9	7.4	6.9	171/2380	1743/16.8	17.8	20.0	F	WENS-F
6. WKLR-F (O)	97/ 5.4	4.1	4.8	7.2	5.9	5.4	141/2542	1663/16.1	14.5	15.1	E	WKLR-F
7. WHHH-F (CHR/U)	89/ 4.9	5.0	2.2	---	---	3.0	90/1249	1211/11.7	4.4	0.0	A	WHHH-F
8. WTPI-F (SAC)	88/ 4.9	6.4	5.6	6.5	6.3	5.8	99/1479	1178/11.4	12.1	13.3	E	WTPI-F
9. WTLC-F (B)	78/ 4.3	5.5	6.6	8.2	7.4	6.2	86/1123	942/ 9.1	12.2	13.0	E	WTLC-F
WFXF-F (CL AOR)	78/ 4.3	3.5	4.4	5.1	4.7	4.3	108/1971	1430/13.8	12.9	12.8	D	WFXF-F
11. WTUX (BB)	61/ 3.4	3.6	4.4	3.5	3.8	3.7	68/907	699/ 6.8	7.7	6.3	B	WTUX
12. WNDE (T)	38/ 2.1	2.0	2.0	1.5	1.5	1.9	46/854	686/ 6.6	6.8	5.3	B	WNDE
13.												
14.												
15.												

12+ FM SHARE (METRO): 78.49% (1281 of 1632) (SPG 91: 76.64%)

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 WHHH-F>>	2 WZPL-F<	2 WFMS-F>	2 WFMS-F>	2 WFMS-F>	2 WFMS-F>>	2 WIBC >	2 WFMS-F>	2 WFMS-F	2 WFBQ-F	2 WFMS-F>>
3 WFBQ-F	3 WFMS-F	3 WENS-F	3 WENS-F	3 WENS-F	3 WTPI-F<	3 WFMS-F>>	3 WIBC	3 WZPL-F	3 WIBC <	3 WTPI-F
4	4 WENS-F>	4 WZPL-F>	4 WKLR-F	4 WKLR-F	4 WFBQ-F<	4 WZPL-F	4 WENS-F<	4 WZPL-F	4 WHHH-F<	4 WFBQ-F<
5	5 WFXF-F	5 WKLR-F	5 WZPL-F<	5 WIBC	5 WKLR-F	5 WENS-F	5 WZPL-F	5 WENS-F	5 WENS-F	5 WENS-F<
6	6 WHHH-F	6 WFXF-F	6 WIBC	6 WZPL-F	6 WTUX	6	6 WKLR-F	6 WKLR-F	6 WENS-F	6 WTLC-F
7	7 WTLC-F	7 WIBC	7 WFXF-F	7 WTPI-F	7 WENS-F	7	7 WTPI-F	7	7 WTLC-F	7
8	8	8 WHHH-F	8 WTPI-F	8 WFXF-F	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 WZPL-F>	1 WZPL-F<	1 WENS-F	1 WENS-F	1 WFMS-F	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>
2 WENS-F	2 WENS-F	2 WFBQ-F	2 WENS-F<	2 WENS-F>	2 WFMS-F>	2 WFMS-F>	2 WFMS-F>	2 WFMS-F>	2 WFMS-F>
3 WFBQ-F	3 WFBQ-F	3 WZPL-F<	3 WZPL-F	3 WFBQ-F	3 WZPL-F	3 WFXF-F	3 WFXF-F	3 WKLR-F	3 WKLR-F>
4 WHHH-F>	4 WHHH-F	4 WFMS-F>	4 WFBQ-F>	4 WZPL-F	4 WFXF-F	4 WZPL-F	4 WHHH-F	4 WFXF-F	4 WFXF-F<
5 WHHH-F>	5 WHHH-F	5 WFXF-F>	5 WIBC	5 WIBC	5 WTLC-F>	5 WHHH-F	5 WKLR-F	5 WZPL-F	5 WIBC
6 WTLC-F	6 WTLC-F	6 WTLC-F	6 WTPI-F	6 WTPI-F	6 WHHH-F	6	6 WZPL-F	6	6
7	7	7 WHHH-F	7	7 WKLR-F	7	7	7 WTLC-F	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		256 (2)	256 (2)	15.7	11.4	WIRE-F 100.9 Lebanon	0.5/1.5/ 10/ 172		
AOR/CLASSIC		361 (3)	361 (3)	22.1	20.6	WPZZ-F 95.9 Franklin/Indy	0.3/1.9/ 6/ 201		
AC/OLDIES		221 (2)	221 (2)	13.5	21.6	WSYW 810 Indianapolis	0.9/2.0/ 17/ 209		
FULL SVC/VARIETY	229 (2)		229 (2)	14.0	16.9	WSYW-F 107.1 Danville/Indy	0.7/2.1/ 12/ 216		
COUNTRY		249 (3)	249 (3)	15.3	12.5	WTTS-F 92.3 Bloomington	1.4/6.7/ 59/1279		
BLACK/URBAN	17 (1)	78 (1)	95 (2)	5.8	8.2	WXIR-F 98.3 Plainfield/Indy	0.4/2.3/ 11/ 254		
SAC/EZ		88 (1)	88 (1)	5.4		WXLW 950 Anderson	0.3/1.6/ 10/ 241		
NEWS/TALK	38 (1)		38 (1)	2.3	1.7				
NOSTALGIA	61 (1)		61 (1)	3.7	4.2	WKKG-F 101.5 Columbus	0.6/1.5/119/1276		
RELIGION/GOSPEL	6 (1)	14 (2)	20 (3)	1.2	2.1	WLW 700 Cincinnati	0.5/1.9/ 33/ 690		
SPANISH									
CLASSICAL		12 (1)	12 (1)	0.7	0.9				
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	351 (6)	1281 (15)	1632 (21)						

INDIANAPOLIS

RADIO STATIONS

WIBC, 1070, 50 KW/10 KW (DA-2), FULL SERVICE	NBC-T NBC, \$ 140.00 (Durpetti)	Sconnix
WNDE, 1260, 5 KW (DA-N) , TALK	MBS, \$ 33.00 (Katz)	Broadcast Alchemy
WTUX, 1310, 5 KW/1 KW (DA-2) , NOSTALGIA	CBS UNISUP, \$ 30.00 (MMR)	Panache
WENS-F 97.1, 23 KW @ 738, AC	, \$ 94.00 (McGuild)	Emmis
WFMS-F, 95.5, 13 KW @ 991, COUNTRY	, \$ 108.00 (Eastman)	Susquehanna
WFXF-F, 103.3, 18 KW @ 850, AOR	ABC, \$ 52.00 (Banner)	ML/WIN
WHHH-F, 96.3, 0.6 KW @ 705, CHR/URBAN	, \$ 34.00 (---)	
WKLR-F, 93.1, 13 KW @ 1023, OLDIES	, \$ 80.00 (Durpetti)	Sconnix
WFBQ-F, 94.7, 52 KW @ 850, AOR	SOURCE, \$ 175.00 (Katz)	Broadcast Alchemy
WPZZ-F, 95.9, 3 KW @ 298, GOSPEL	SBN NBN, \$ 17.00 (Regional)	Willis (FRANKLIN)
WSYW-F, 107.1, 3 KW @ 298, CLASSICAL	UPI, \$ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 449, BLACK	, \$ 56.00 (MMR)	Panache
WTPI-F, 107.9, 22 KW @ 761, SOFT AC	, \$ 68.00 (Torbet)	Mystar
WZPL-F, 99.5, 13 KW @ 991, CHR	APR, \$ 92.00 (HNWH)	Booth
WTTS-F, 92.3, 37 KW @ 1089, AOR	, \$ 32.00 (Banner)	Sarkes Tarzian (BLOOMINGTON)

Miscellaneous: WFXF-AM changes to WCKN and format CL. AOR to Country (July) . . . WTUX drops Nostalgia (Aug) . . . WFXF-F changes from Classic AOR to AOR (Aug) . . .

***** 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	REL - 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	*

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

JACKSON

Arbitron Rank/Pop (12+): 116/323,200 Stations: 19/18 1991 Revenue: \$12,100,000
 Diaries: 789/410:1/45.5% HH Inc.: \$28,902
 MSA Rank/Pop: 121/406,000 Sample Target: 800 Retail \$: 3.0 Bil
 ADI # 86 % Below Line: 0.4 Pop per Station: 17,956
 Average Person Ratings: 17.7 % Not Listed: 19.1 #1 Biller: WMSI-F \$3,600,000
 Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WMSI-F (C)	107/18.7	18.8	19.4	16.1	18.2	18.3	217/2089	961/29.7	30.2	31.5	E	WMSI-F
2. WJMI-F (B)	66/11.6	10.0	7.5	12.6	11.6	10.4	120/1535	732/22.6	18.1	23.5	C	WJMI-F
3. WKXI-F (B)	59/10.3	10.7	8.0	9.5	4.6	9.6	113/1211	732/22.6	18.9	13.9		WKXI-F
4. WJDX-F (AC)	35/ 6.1	5.4	7.1	4.3	4.3	5.7	61/1026	601/18.6	18.5	13.9	B	WJDX-F
5. WTYX-F (O)	31/ 5.4	3.9	4.1	4.5	5.6	4.5	43/721	452/14.0	15.4	16.4	C	WTYX-F
6. WSTZ-F (AOR)	30/ 5.3	8.0	6.0	6.7	4.8	6.5	53/660	433/13.4	12.7	12.0	C	WSTZ-F
7. WOAD (G/B)	27/ 4.7	5.9	5.7	11.1	9.7	6.8	28/433	394/12.2	13.3	15.1	A	WOAD
8. WLIN-F (SAC)	22/ 3.9	4.1	4.1	2.4	4.9	3.6	24/444	406/12.6	8.9	11.5		WLIN-F
9. WKQB-F (CHR)	18/ 3.2	3.0	3.7	3.3	5.6	3.3	38/653	345/10.7	15.1	16.9	B	WKQB-F
10. WIIN-F (C)	15/ 2.6	1.4	1.1	1.2	1.0	1.6	29/384	199/ 6.2	5.3	5.9		WIIN-F
11. WKXI (B)	11/ 1.9	1.6	1.8	0.9	3.1	1.5	15/198	166/ 5.1	5.9	9.2		WKXI
12. WHJT-F (AC)	10/ 1.8	0.5	1.1	0.3	1.4	0.9	11/186	170/ 5.3	4.3	4.4		WHJT-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 85.50% (395 of 462) (SPG 91: 76.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F>>	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 WJMI-F	1 WMSI-F<
2 WKQB-F	2 WKXI-F	2 WKXI-F	2 WKXI-F	2 WKXI-F	2 WKXI-F	2 WJMI-F	2 WKXI-F	2 WJMI-F	2 WKXI-F	2 WKXI-F>
3 WKXI-F>	3 WMSI-F	3 WJMI-F	3 WJMI-F	3 WTYX-F	3 WLIN-F	3 WKXI-F>	WJMI-F	3 WKXI-F	3 WMSI-F>>	3 WOAD
4 WMSI-F	4 WSTZ-F	4 WJDX-F	4 WTYX-F	WJMI-F	4 WOAD	4 WJDX-F	4 WJDX-F>	4 WJDX-F	4	4 WJMI-F
5	5 WJDX-F	5 WTYX-F	WJDX-F>	5 WJDX-F	5	5	5	5	5	5
6	6	6 WSTZ-F	6 WSTZ-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 WJMI-F	1 WJMI-F	1 WJDX-F	1 WMSI-F>	1 WMSI-F>	1 WMSI-F>	1 WJMI-F	1 WJMI-F	1 WMSI-F>	1 WMSI-F>
2 WKXI-F>	2 WKXI-F	2 WJMI-F	2 WKXI-F	2 WJDX-F	2 WKXI-F	2 WSTZ-F	2 WSTZ-F	2 WKXI-F	2 WTYX-F>
3 WMSI-F>	3 WJDX-F	3 WKXI-F	WJMI-F	3 WKXI-F	3 WSTZ-F	3 WMSI-F	3 WTYX-F	3 WTYX-F	3 WKXI-F
4 WSTZ-F	4 WMSI-F>	4 WMSI-F>	4 WJDX-F	4 WJMI-F>	WJMI-F>	WKXI-F>	4 WKXI-F	WJMI-F	4 WJMI-F
WJDX-F	5 WSTZ-F	5 WSTZ-F	5	5 WOAD	5 WKQB-F	5 WTYX-F	WHJT-F	5 WSTZ-F	5 WSTZ-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		18 (1)	18 (1)	3.9	7.0	WJDS 620 Jackson	0.2/1.9/ 1/ 83		
AOR/CLASSIC		30 (1)	30 (1)	6.5	5.9	WJNT 1180 Pearl/Jackson	1.6/4.4/ 10/ 166		
AC/OLDIES	4 (1)	76 (3)	80 (4)	17.3	12.5	WJXN 1450 Jackson	0.4/4.1/ 3/ 162		
FULL SVC/VARIETY COUNTRY		124 (3)	124 (3)	26.8	23.9	WMGO 1370 Canton	0.7/1.5/ 4/ 50		
BLACK/URBAN	11 (1)	125 (2)	136 (3)	29.4	23.9	WSLI 930 Jackson	1.6/5.3/ 9/ 201		
SAC/EZ		22 (1)	22 (1)	4.8	6.1	WZRZ 1590 Jackson	0.7/3.0/ 4/ 109		
NEWS/TALK	18 (2)		18 (2)	3.9	5.3	WQST-F 92.5 Forest	0.4/1.2/ 16/ 331		
NOSTALGIA	4 (1)		4 (1)	0.9					
RELIGION/GOSPEL	29 (2)		29 (2)	6.3	13.7				
SPANISH CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	1 (1)		1 (1)	0.2	1.7				
	67 (8)	395 (11)	462 (19)						

RADIO STATIONS

WJNT , 1180, 50 KW/500W (DA-2), Talk CBS ABC, \$14.00 (---)
 WKXI , 1300, 5 KW/1 KW , Black UNISUP SBN, \$13.00 (Banner) Opus
 WMGO , 1370, 1 KW (DAYS) , AC UNIULT, \$10.00 (Bunchez)
 WOAD , 1400, 1 KW , Gospel/Black ABC, \$18.00 (Durpetti) Holt
 WSLI , 930, 5 KW (DA-N) , Talk NBC-T MBS, \$19.00 (Eastman) Spur
 WJDX-F, 96.3, 100 KW @ 1410 , AC , \$29.00 (Eastman) Spur
 WJMI-F, 99.7, 100 KW @ 1059 , Black ABC CBS, \$44.00 (Durpetti) Holt
 WKXI-F, 107.5, 100 KW @ 951 , Black , \$22.00 (Banner) (MAGEE)
 WLIN-F, 101.7, 6 KW @ 298 , Soft AC UNIULT, \$16.00 (Regional) (GLUCKSTADT)
 WMSI-F, 102.9, 100 KW @ 1800 , Country ABC, \$82.00 (Mc-Guild) CF
 WJXN-F, 92.9, 2 KW @ 574 , Gospel/Black , \$ NA (---) (UTICA)
 WKQB-F, 95.5, 100 KW @ 1086 , CHR UNIPWR, \$21.00 (HNWH) Jenne
 WSTZ-F, 106.7, 100 KW @ 1063 , AOR , \$28.00 (HNWH) Lewis (VICKSBURG)
 WTYX-F, 94.7, 100 KW @ 1115 , Oldies ABC, \$42.00 (Banner) Opus

Miscellaneous: WOAD-F to WJXN-F (May) . . . WOHT-F to WKQB-F (June) . . .

JACKSONVILLE

Arbitron Rank/Pop (12+): 50/791,600

Stations: 23/21

1991 Revenue: \$24,200,000

MSA Rank/Pop: 57/947,000

Diaries: 1300/609:1/47.1%

HH Inc.: \$31,680

ADI # 54

Sample Target: 1200

Retail \$: 7.5 Bill

Average Person Ratings: 16.7

% Below Line: 1.0

Pop per Station: 37,695

Market TSL: 22.25 hours

% Not Listed: 16.7

#1 Biller: WAPE-F \$4,300,000

12+ METRO	1/4/SHARE	WIN				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING			Revenue Level	
		92	91	91	SPG 91			FAL 91	SPG 91			
1. WQIK-F (C)	170/12.8	13.2	11.9	10.4	13.7	12.1	205/2244	1804/22.8	22.7	23.1	F	WQIK-F
2. WAPE-F (CHR)	121/ 9.1	9.7	11.7	9.6	10.2	10.0	135/2309	2034/25.7	26.4	26.6	F	WAPE-F
3. WEJZ-F (SAC)	120/ 9.1	7.4	9.8	7.4	6.5	8.4	128/1575	1446/18.3	19.8	18.7	D	WEJZ-F
4. WFVY-F (AOR)	100/ 7.5	6.9	8.2	8.1	7.2	7.7	107/1433	1267/16.0	15.2	15.9	E	WFVY-F
5. WIVY-F (AC)	99/ 7.5	4.7	4.8	7.0	7.1	6.0	105/1557	1492/18.8	14.1	18.2	D	WIVY-F
6. WROO-F (C)	91/ 6.9	7.3	5.4	5.7	5.0	6.3	102/1371	1196/15.1	13.3	12.8	C	WROO-F
7. WKQL-F (O)	81/ 6.1	5.3	6.7	6.6	6.3	6.2	88/1310	1199/15.1	14.7	15.8	D	WKQL-F
8. WHJX-F (B)	64/ 4.8	4.9	5.1	7.6	5.9	5.6	88/1151	899/11.4	10.5	11.7	C	WHJX-F
9. WJBT-F (B)	51/ 3.8	2.2	1.6	1.4	3.4	2.3	51/718	707/ 8.9	6.7	8.0	A	WJBT-F
10. WOKV-F (N/T)	30/ 2.3	2.4	1.5	1.1	0.3	1.8	42/513	399/ 5.0	5.0	2.0	C	WOKV-F
11. WAIA-F (CL AOR)	29/ 2.2	2.3	3.1	3.1	2.8	2.7	32/775	718/ 9.1	9.1	8.2	B	WAIA-F
12. WSVE (G)	28/ 2.1	2.6	1.4	2.1	2.1	2.0	30/361	320/ 4.0	3.5	2.8	A	WSVE
13. WOKV (N/T)	27/ 2.0	4.6	3.7	3.2	3.5	3.4	27/434	417/ 5.3	10.9	8.4		WOKV
14. WCGL (G)	22/ 1.7	1.4	1.6	1.5	2.1	1.5	26/313	295/ 3.7	3.5	3.6	A	WCGL
15.												

12+ FM SHARE (METRO): 88.77% (980 of 1104) (SPG 91: 84.09%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		129 (2)	129 (2)	11.7	12.8	WFOY 1240 St. Augustine	0.9/1.8/ 12/ 144
AOR/CLASSIC	6 (1)	129 (2)	135 (3)	12.2	12.2	WFVY 1460 Jacksonville	0.5/1.3/ 6/ 102
AC/OLDIES		180 (2)	180 (2)	16.3	24.7	WPDQ 690 Jacksonville	0.6/2.7/ 9/ 232
FULL SVC/VARIETY						WQIK 1320 Jacksonville	0.3/1.8/ 5/ 166
COUNTRY	4 (1)	261 (2)	265 (3)	24.0	23.3	WROS 1050 Jacksonville	0.4/1.3/ 6/ 107
BLACK/URBAN	12 (1)	120 (3)	132 (4)	12.0	13.8	WSOS-F 105.5 St. Augustine	0.8/1.7/ 12/ 174
SAC/EZ		120 (1)	120 (1)	10.9	0.6	WZAZ 1400 Jacksonville	0.9/2.5/ 12/ 194
NEWS/TALK	35 (2)	30 (1)	65 (3)	5.9	5.7		
NOSTALGIA	12 (1)		12 (1)	1.1	0.7	WJHM-F 101.9 Dytn Bch/OrIndo	0.4/1.0/ 11/ 179
RELIGION/GOSPEL	55 (3)		55 (3)	5.0	5.7	WNFI-F 99.9 Palatka	0.6/2.5/ 21/ 407
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		11 (1)	11 (1)	1.0	0.7		
	124 (9)	980 (14)	1104 (23)				

JACKSONVILLE

RADIO STATIONS

WCGL	,	1360,	5 KW (DAYS)	,	Gospel	SBN,	\$ 16.00	(K & P)	
WOKV	,	600,	5 KW (DA-N)	,	News/Talk	NBC T, CBS,	\$ 34.00	(MMR)	Pacific
WPDQ	,	690,	50 KW/10 KW(DA-2)	,	Talk	ABC,	\$ 18.00	(---)	Genesis
WSVE	,	1280,	5 KW/132 W	,	Gospel	NBN UNIPWR,	\$ 15.00	(Republic)	
WVIA-F,		93.3,	50 KW @ 462	,	Classic AOR	,	\$ 21.00	(---)	(ST. MARYS)
WAPE-F,		95.1,	100 KW @ 459	,	CHR	,	\$ 90.00	(HNWH)	Evergreen
WEJZ-F,		96.1,	100 KW @ 830	,	Soft AC	,	\$ 55.00	(Katz)	Renda
WFYV-F,		104.5,	100 KW @ 1014	,	AOR	NBC,	\$ 71.00	(Mc-Guild)	Metroplex
WHJX-F,		101.5,	100 KW @ 1463	,	Black	ABC,	\$ 40.00	(Durpetti)	(BRUNSWICK, GA)
WIVY-F,		102.9,	98 KW @ 1014	,	AC	,	\$ 60.00	(Durpetti)	Taylor
WJBT-F,		92.7,	6 KW @ 298	,	Black	CBS,	\$ 22.00	(K & P)	(GREEN COVE)
WKQL-F,		96.9,	100 KW @ 1014	,	Oldies	,	\$ 61.00	(MMR)	Pacific
WOKV-F,		100.7,	100 KW @ 453	,	News/Talk	NBC-T, CBS,	\$ NA	(---)	Osborn (BRUNSWICK, GA)
WQIK-F,		99.1,	100 KW @ 1014	,	Country	ABC,	\$ 94.00	(Eastman)	Jacor
WROO-F,		107.3,	100 KW @ 705	,	Country	,	\$ 42.00	(Banner)	Paxson

Miscellaneous: WOKV, WKQL-F sold by EZ to Pacific Radio (Phalen) for \$3,750,000 (Kalil) . . .

JOHN CITY-KINGSPORT-BRISTOL

Arbitron Rank/Pop (12+): 94/374,000
 MSA Rank/Pop: 109/454,000
 ADI # 85
 Average Person Ratings: 15.5
 Market TSL: 20.75 hours

Stations: 26/21
 Diaries: 901/415:1/58.6%
 Sample Target: 860
 % Below Line: 6.0
 % Not Listed: 9.5

1991 Revenue: \$9,600,000
 HH Inc.: \$27,034
 Retail \$: 2.6 Bil
 Pop per Station: 17,810
 #1 Biller: WXBQ-F \$1,950,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WXBQ-F (C)	163/28.2	25.2	24.9	20.9	22.7	24.8	230/2553	1624/43.4	41.4	40.0	C	WXBQ-F
2. WQUT-F (CHR)	91/15.7	16.3	14.9	21.1	18.0	17.0	116/1563	1094/29.3	31.4	34.6	C	WQUT-F
3. WTFM-F (AC)	79/13.6	12.1	13.2	10.9	14.2	12.4	95/1388	1078/28.8	28.1	31.6	C	WTFM-F
4. WKPT (SAC/EZ)	28/4.8	3.3	2.2	2.0	2.1	3.1	28/318	318/8.5	7.1	6.7	A	WKPT
5. WJCW (FS)	26/4.5	3.3	3.8	5.1	4.3	4.2	27/422	396/10.6	11.7	11.2	A	WJCW
6. WKOS-F (O)	22/3.8	2.4	2.4	2.0	2.9	2.7	22/332	332/8.9	8.0	8.1	A	WKOS-F
7. WIMZ-F (AOR)	20/3.5	4.7	4.2	4.4	4.3	4.2	43/531	298/8.0	8.9	9.8	A	WIMZ-F
8. WUSJ-F (C)	13/2.2	5.4	5.6	4.4	5.9	4.4	13/305	300/8.0	11.8	11.8	A	WUSJ-F
9. WXBQ (C)	12/2.1	0.9	1.3	0.4	2.1	1.2	12/261	210/5.6	3.6	5.0	A	WXBQ
10. WIVK-F (C)	9/1.6	1.7	2.4	1.1	2.1	1.7	85/953	172/4.6	5.7	4.4	A	WIVK-F

12+ FM SHARE (METRO): 80.34% (421 of 524) (SPG 91: 82.74%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		102 (4)	102 (4)	19.5	24.4	WABN-F 92.7	Abingdon/Bristol 1.2/2.6/ 7/ 97
AOR/CLASSIC		20 (1)	20 (1)	3.8	5.0	WBEJ 1240	Elizabethton 0.5/1.4/ 3/ 53
AC/OLDIES	5 (1)	106 (3)	111 (4)	21.2	21.0	WDFW 1120	Duffield 0.9/1.1/ 5/ 41
FULL SVC/VARIETY	29 (2)		29 (2)	5.5		WEMB 1420	Erwin 0.3/1.3/ 2/ 47
COUNTRY	23 (5)	191 (4)	214 (9)	40.8	38.1	WETB 790	Johnson City 1.2/2.3/ 7/ 100
BLACK/URBAN						WGAT 1050	Gate City 0.3/1.2/ 2/ 44
SAC/EZ	28 (1)		28 (1)	5.3	2.4	WIKQ-F 94.9	Greenville 0.9/5.2/ 10/ 312
NEWS/TALK					5.0	WJTZ 640	Blountville 0.3/2.2/ 2/ 84
NOSTALGIA						WKIN 1320	Kingsport 0.5/3.4/ 4/ 138
RELIGION/GOSPEL	11 (2)	2 (1)	13 (3)	2.5	4.2	WMEV-F 93.9	Marion 1.0/5.2/ 57/ 703
SPANISH						WPOI 1490	Bristol 0.7/2.0/ 4/ 75
CLASSICAL						WRGS 1370	Rogersville 0.9/1.8/ 5/ 66
JAZZ/NEW AGE						WZAP 690	Bristol 0.7/2.2/ 9/ 162
UNKNOWN/OTHERS	7 (2)		7 (2)	1.3		WKSF-F 99.9	Asheville/Hndrsn 0.3/3.4/ 9/ 207
	103 (13)	421 (13)	524 (26)			WMIT-F 106.9	Black Mountain 0.3/2.6/ 14/ 157
						WOKI-F 100.3	Oak Ridge/Knxv1 0.3/1.9/ 17/ 266

RADIO STATIONS

WJCW , 910, 5 KW/1 KW (DA-N) , Full Service	CBS MBS, \$19.00	(Katz) Bloomington
WKPT , 1400, 1 KW , EZ	ABC, \$13.00	(Eastman) Home News
WFHG , 980, 5 KW/1 KW (DA-N) , Country	ABC SMN, \$10.00	(Mc-Guild) Nininger
WKOS-F, 104.9, 1.4 KW @ 479 , Oldies	, \$13.00	(Katz) Bahakel
WQUT-F, 101.5, 100 KW @ 1499 , CHR	UNIPWR, \$43.00	(Katz) Bloomington
WTFM-F, 98.5, 100 KW @ 1260 , AC	ABC, \$40.00	(Eastman) Home News
WUSJ-F, 99.3, .4 KW @ ? , Country	NBC, \$20.00	(Durpetti)
WXBQ-F, 96.9, 67 KW @ 2240 , Country	ABC, \$46.00	(Mc-Guild) Nininger

Other Ranked Stations - See Knoxville

Miscellaneous: WFHG to WXBQ and Oldies to Country (Jan) . . .

JOHNSTOWN

Arbitron Rank/Pop (12+): 161/201,100
 MSA Rank/Pop: 185/239,300
 ADI # 83 (w/Altoona)
 Average Person Ratings: 17.4
 Market TSL: 23.50 hours

Stations: 26/12
 Diaries: 723/278:1/64.8%
 Sample Target: 680
 % Below Line: 24.1
 % Not Listed: 14.9

1991 Revenue: \$4,700,000
 HH Inc.: \$23,464
 Retail \$: 1.3 Bil
 Pop per Station: 16,758
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WGLU-F (CHR)	40/11.5	14.1	13.1	14.4	15.2	----	51/751	575/28.6	30.0	29.6	WGLU-F
2. WKQS-F (AC)	36/10.3	8.2	9.7	7.9	6.2	----	42/497	446/22.2	21.3	20.1	WKQS-F
3. WKYE-F (AC)	31/ 8.9	9.9	12.9	10.8	12.6	----	51/718	436/21.7	26.5	24.5	WKYE-F
4. WYSN-F (BB)	28/ 8.0	9.0	6.3	7.3	6.4	----	30/260	254/12.6	14.3	13.6	WYSN-F
5. WFGY-F (C)	24/ 6.9	3.1	3.1	1.8	1.8	----	72/786	274/13.6	10.6	8.2	WFGY-F
WJAC (C)	24/ 6.9	6.2	5.1	5.0	5.4	----	25/333	321/16.0	16.7	16.6	WJAC
7. WDVE-F (AOR)	23/ 6.6	5.6	4.3	7.6	4.6	----	34/497	330/16.4	12.0	13.4	WDVE-F
8. WVSC (C)	15/ 4.3	3.1	2.6	3.1	2.6	----	15/170	146/ 7.3	7.6	6.9	WVSC
9. WVSC-F (AC)	12/ 3.4	3.4	2.6	3.1	3.1	----	12/179	179/ 8.9	8.1	9.9	WVSC-F
10. WNTJ (N/T)	9/ 2.6	2.8	1.4	1.0	2.8	----	9/92	86/ 4.3	6.2	6.0	WNTJ
11. WWSW-F (O)	6/ 1.7	1.1	1.7	----	0.8	----	12/229	117/ 5.8	4.7	3.7	WWSW-F
WIYQ-F (O)	6/ 1.7	2.5	2.3	5.0	6.2	----	11/262	162/ 8.1	10.3	9.4	WIYQ-F
WBXQ-F (AOR)	6/ 1.7	1.7	2.0	2.9	2.1	----	11/169	97/ 4.8	5.0	6.6	WBXQ-F
14.											
15.											

12+ FM SHARE (METRO): 81.14% (241 of 297) (SPG 91: 86.11%)

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 WKYE-F	1 WKYE-F	1 WKYE-F<	1 WYSN-F	1 WGLU-F	1 WKQS-F<	1 WGLU-F	1 WGLU-F>>	1 WKQS-F
2	2 WDVE-F	2 WKQS-F	2 WKQS-F>	2 WKQS-F>	2 WKQS-F<	2 WKYE-F	2 WKYE-F	2 WFGY-F<	2 WFGY-F	2 WVSC-F
3	3 WKYE-F	3 WGLU-F	3 WDVE-F	3 WDVE-F	3 WJAC	3 WKQS-F	3 WGLU-F<	3 WKQS-F<	3 WDVE-F	3 WDVE-F
4	4 WKQS-F	4 WDVE-F>	WGLU-F>	WGLU-F	4 WKYE-F	4 WYSN-F	4 WYSN-F>	4 WKYE-F	WYSN-F	4
5	5 WFGY-F	5 WFGY-F	5 WFGY-F	5 WFGY-F	5	5 WDVE-F	5 WJAC	5 WYSN-F	WKQS-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 WGLU-F>>	1 WGLU-F	1 WKQS-F	1 WKQS-F	1 WKQS-F	1 WDVE-F	1 WDVE-F>	1 WDVE-F>>	1 WDVE-F	1 WDVE-F
2 WFGY-F	2 WKQS-F>	2 WKYE-F	2 WKYE-F	2 WKYE-F	WGLU-F>>	2 WGLU-F	2 WFGY-F	2 WKYE-F>	2 WKYE-F
WKQS-F	3 WKYE-F>	WGLU-F	WGLU-F>>	3 WGLU-F>	3 WKYE-F	3 WKYE-F	WKYE-F	3 WKQS-F	3 WKQS-F
4	4 WFGY-F	4	4 WFGY-F	4 WFGY-F	WBXQ-F	4 WFGY-F	4	4 WFGY-F	4 WFGY-F
5	5	5	5	5	5	WBXQ-F	5	WGLU-F	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		50 (5)	50 (5)	16.8	20.8	WCRO 1230 Johnstown	0.9/1.9/ 3/ 38		
AOR/CLASSIC		33 (3)	33 (3)	11.1	5.9	WKXU-F 105.7 Portage/Jhnstwn	0.9/2.7/ 3/ 58		
AC/OLDIES		91 (5)	91 (5)	30.6	42.7				
FULL SVC/VARIETY					9.0	KDKA 1020 Pittsburgh	0.9/3.1/ 9/ 210		
COUNTRY	41 (3)	34 (4)	75 (7)	25.3	10.4	WBZZ-F 93.7 Pittsburgh	0.9/4.6/ 8/ 217		
BLACK/URBAN						WDSY-F 107.9 Pittsburgh	0.6/4.4/ 11/ 262		
SAC/EZ		5 (2)	5 (2)	1.7	1.7	WFRB 560 Frostburg/Cumbr	0.6/2.1/ 2/ 42		
NEWS/TALK	12 (2)		12 (2)	4.0	1.7	WFRB-F 105.3 Frostburg/Cumbr	1.4/4.7/ 8/ 145		
NOSTALGIA		28 (1)	28 (1)	9.4	7.6	WKGO-F 106.1 Cumberland	0.6/2.4/ 4/ 69		
RELIGION/GOSPEL						WLTJ-F 92.9 Pittsburgh	0.9/3.3/ 4/ 93		
SPANISH						WMXP-F 100.7 N Kensington	0.9/3.5/ 6/ 156		
CLASSICAL						WPRR-F 100.1 Altoona	0.6/3.3/ 6/ 144		
JAZZ/NEW AGE						WRRK-F 96.9 Braddock	1.1/4.0/ 7/ 161		
UNKNOWN/OTHERS	3 (1)		3 (1)	1.0		WSHH-F 99.7 Pittsburgh	0.6/1.9/ 2/ 90		
	56 (6)	241 (20)	297 (26)						

RADIO STATIONS

WJAC , 850, 10 KW (DA-1)	Country	SMN NBC, \$16.00 (Mc-Guild)
WNTJ , 1490, 1 KW	News/Talk	NBC-T CNN, \$11.00 (Banner)
WVSC , 990, 10 KW/100 W (DA-1)	Country	ABC, \$10.00 (Regional) (SOMERSET)
WBXQ-F, 94.3, 350 W @ 958	AOR/Classic	ABC, \$15.00 (Roslin) (CRESSON)
WGLU-F, 92.1, 300 W @ 1043	CHR	SOURCE, \$24.00 (Christal)
WIYQ-F, 99.1, 50 KW @ 500	Oldies	SMN, \$11.00 (Dome) (EBENSBURG)
WKQS-F, 96.5, 50 KW @ 489	AC	UNISUP CNN, \$18.00 (Banner)
WKYE-F, 95.5, 57 KW @ 1059	AC	UNIULT UNISUP, \$25.00 (Mc-Guild)
WVSC-F, 97.7, 3 KW @ 266	AC	UNISUP CNN, \$10.00 (Regional) (SOMERSET)
WYSN-F, 101.7, .7 KW @ 643	Nostalgia	UNISUP ABC, \$12.00 (Roslin) (CENTRAL CITY)

WDVE-F -- see Pittsburgh WFGY-F -- see Altoona

Miscellaneous: WKQS changed to WNTJ and format to News/Talk . . .

KALAMAZOO

Arbitron Rank/Pop (12+): 165/187,000

Stations: 24/11
Diaries: 705/265:1/52.9%
Sample Target: 680
% Below Line: 23.1
% Not Listed: 20.3

1991 Revenue: \$8,200,000
HH Inc.: \$35,566
Retail \$: 1.7 Bil
Pop per Station: 17,000
#1 Biller: WKFR-F \$1,900,000

MSA Rank/Pop: 195/221,000
ADI # 37 (w/Grand Rapids)
Average Person Ratings: 15.8
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WKFR-F (CHR)	39/13.2	12.3	13.8	15.0	18.3	----	69/1049	619/33.1	29.0	30.5	C	WKFR-F
2. WOOD-F (SAC)	31/10.5	4.7	4.8	5.1	4.7	----	53/732	415/22.2	10.5	12.3		WOOD-F
3. WRKR-F (AOR)	30/10.2	11.7	13.1	14.3	14.9	----	49/783	395/21.1	26.4	25.3	C	WRKR-F
WNWN-F (C)	30/10.2	10.3	9.3	11.9	7.8	----	79/933	333/17.8	19.6	20.9	C	WNWN-F
5. WKZO (FS)	29/ 9.8	7.3	10.7	8.8	8.8	----	50/647	462/24.7	20.3	26.3	B	WKZO
6. WQLR-F (AC)	18/ 6.1	9.0	9.0	5.8	8.1	----	25/479	322/17.2	17.1	15.8	C	WQLR-F
7. WKLQ-F (AOR)	9/ 3.1	3.3	2.8	1.7	2.0	----	37/482	139/ 7.4	9.1	8.3		WKLQ-F
8. WFAT-F (O)	8/ 2.7	5.3	2.8	----	----	----	8/194	150/ 8.0	8.1	4.6	A	WFAT-F
9.												
10.												

12+ FM SHARE (METRO): 82.13% (193 of 235) (SPG 91: 82.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKFR-F>>	1 WRKR-F	1 WRKR-F	1 WRKR-F	1 WRKR-F	1 WKZO	1 WKZO >	1 WOOD-F<	1 WKFR-F	1 WKFR-F>	1 WRKR-F>
2	2 WKFR-F>>	2 WKFR-F	2 WOOD-F	2 WOOD-F	2 WNWN-F	2 WKFR-F	2 WNWN-F	2 WOOD-F<	2 WOOD-F	2 WKZO >
3	3 WOOD-F	3 WOOD-F	3 WNWN-F	3 WNWN-F	3 WOOD-F>>	3 WOOD-F<	3 WRKR-F	3 WRKR-F	3 WKZO	3 WOOD-F
4	4 WQLR-F	4 WQLR-F	WKFR-F	4 WKFR-F	4	4 WRKR-F	4 WKFR-F	4 WNWN-F	4 WRKR-F	4 WKFR-F
5	5 WKLQ-F	WNWN-F	5 WQLR-F	5 WQLR-F	5	WNWN-F>	5 WKZO	5 WQLR-F	5 WNWN-F>	5
6	6	6	6	6	6	6	6 WKZO >>	6 WQLR-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 WOOD-F	1 WOOD-F	1 WQLR-F	1 WOOD-F	1 WOOD-F	1 WKFR-F>>	1 WRKR-F	1 WRKR-F>>	1 WRKR-F>	1 WRKR-F>>
WKFR-F>	WKFR-F	2 WQLR-F	2 WQLR-F	2 WQLR-F	2 WKLQ-F	2 WKFR-F>>	2 WKFR-F>>	2 WKFR-F>	2 WOOD-F
3 WRKR-F	3 WRKR-F	WRKR-F	WKFR-F	WNWN-F	WRKR-F	3 WKLQ-F	3 WOOD-F	3 WOOD-F	3 WKFR-F
4 WFAT-F>	WQLR-F	WNWN-F	4 WRKR-F	4 WKFR-F>	4	4	WKLQ-F	4 WKLQ-F	4 WNWN-F
5 WKLQ-F	5	WKFR-F	WNWN-F	5 WRKR-F	5	5	WNWN-F	WNWN-F	WKZO
WQLR-F	6	6	6	6	6	6	WKMI	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		49 (3)	49 (3)	20.9	21.7	WHEZ 1560 Portage	1.0/2.8/ 8/ 73
AOR/CLASSIC		46 (4)	46 (4)	19.6	23.4	WKMI 1360 Kalamazoo	1.7/7.2/ 8/ 197
AC/OLDIES	3 (1)	30 (5)	33 (6)	14.0	17.4	WKPR 1420 Kalamazoo	0.3/2.6/ 1/ 48
FULL SVC/VARIETY	31 (3)		31 (3)	13.2	14.5	WQSN 1470 Kalamazoo/Prtge	0.7/3.4/ 2/ 63
COUNTRY	2 (1)	36 (3)	38 (4)	16.2	12.3	WQXC-F 100.9 Ostego/Kalamazo	0.7/1.6/ 4/ 52
BLACK/URBAN					3.4		
SAC/EZ		31 (1)	31 (1)	13.2	6.0	WBCK 930 Battle Creek	0.3/1.4/ 10/ 89
NEWS/TALK	5 (1)		5 (1)	2.1	0.4	WBXX-F 95.3 Battle Creek	1.4/6.1/ 5/ 127
NOSTALGIA						WCUZ-F 101.3 Grand Rapids	1.0/2.6/ 32/ 272
RELIGION/GOSPEL	1 (1)	1 (1)	2 (2)	0.9	0.9	WFRN-F 104.7 Elkhart/S. Bend	0.3/1.3/ 11/ 106
SPANISH						WGRD-F 97.9 Grand Rapids	2.0/12.7/ 21/ 510
CLASSICAL						WIBM-F 94.1 Jackson	0.3/3.4/ 3/ 195
JAZZ/NEW AGE						WJFM-F 93.7 Grand Rapids	1.7/8.4/ 17/ 481
UNKNOWN/OTHERS						WKGH-F 92.3 Allegan	1.0/2.2/ 15/ 224
	42 (7)	193 (17)	235 (24)			WLAV-F 96.9 Grand Rapids	0.7/2.7/ 10/ 183
						WLHT-F 95.7 Grand Rapids	0.3/2.0/ 7/ 122
						WOOD 1300 Grand Rapids	0.3/1.4/ 4/ 96

RADIO STATIONS

WKMI , 1360, 5 KW/1 KW (DA-2) , Talk	ABC, \$13.00 (Katz)
WKPR , 1420, 1 KW (DAYS) , Religion	, \$ 8.00 (---) Kuiper
WKZO , 590, 5 KW (DA-N) , Full Service	MBS CBS, \$23.00 (Torbet) Radio Assoc.
WQSN , 1470, 800 W/1 KW , Country	, \$ 9.00 (Banner) Fairfield
WFAT-F, 96.5, 3 KW @ 213 , Oldies	, \$10.00 (Christal) (PORTAGE)
WKFR-F, 103.3, 50 KW @ 483 , CHR	UNIPWR, \$45.00 (Katz) (BATTLE CREEK)
WNWN-F, 98.5, 50 KW @ 469 , Country	ABC, \$31.00 (Christal) (COLDWATER)
WQLR-F, 106.5, 33 KW @ 600 , AC	, \$30.00 (Banner) Fairfield
WRKR-F, 107.7, 50 KW @ 500 , AOR/Classic	, \$38.00 (HNWH) (PORTAGE)

Other ranked stations -- see Grand Rapids

Miscellaneous: WUBU changes to WFAT and format from Black to Oldies (June) . . .

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,307,900
 MSA Rank/Pop: 29/1,600,000
 ADI # 29
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 23/23
 Diaries: 1567/835:1/50.0%
 Sample Target: 1560
 % Below Line: 0.0
 % Not Listed: 8.2

1991 Revenue: \$40,800,000
 HH Inc.: \$35,265
 Retail \$: 12.9 Bil
 Pop per Station: 56,865
 #1 Biller: KFKF-F \$5,100,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KFKF-F (C)	252/11.4	11.7	10.6	10.5	11.2	11.1	289/3601	2963/22.7	20.0	20.3	G	KFKF-F
2. WDAF (C)	217/ 9.8	11.8	12.7	10.4	10.3	11.2	336/4777	3287/25.1	20.3	21.8	F	WDAF
3. KYYS-F (AOR)	154/ 6.9	6.9	7.8	9.2	9.0	7.7	210/3006	2116/16.2	17.3	18.4	F	KYYS-F
4. KPRS-F (B)	150/ 6.8	6.8	7.5	6.2	6.1	6.8	159/1650	1520/11.6	11.4	10.5	C	KPRS-F
5. KUDL-F (AC)	129/ 5.8	4.7	3.2	4.0	3.9	4.4	154/2589	2184/16.7	11.7	13.5	D	KUDL-F
6. KQRC-F (AOR)	126/ 5.7	2.5	2.4	3.6	4.7	3.5	163/2097	1517/11.6	9.3	13.7	C	KQRC-F
7. KCMO (N/T)	117/ 5.3	4.2	4.6	4.2	4.9	4.6	154/2230	1638/12.5	14.0	13.2	E	KCMO
8. KLTH-F (SAC)	115/ 5.2	5.8	4.7	3.2	4.5	4.7	137/1985	1628/12.4	11.6	12.4	B	KLTH-F
9. KMBZ (N/T)	103/ 4.6	5.2	5.0	7.5	6.8	5.6	112/1929	1705/13.0	13.1	18.5	C	KMBZ
10. KCFX-F (CL AOR)	101/ 4.6	4.8	5.0	4.8	3.9	4.8	115/2458	2051/15.7	18.1	12.7	E	KCFX-F
11. KMXV-F (AC)	97/ 4.4	3.5	4.1	3.4	3.0	3.8	110/1971	1720/13.2	11.7	10.6	D	KMXV-F
12. KCMO-F (O)	85/ 3.8	3.8	4.1	4.7	3.8	4.1	117/2283	1773/13.6	11.3	11.9	C	KCMO-F
13. KBEQ-F (CHR)	73/ 3.3	4.0	5.4	5.2	4.7	4.5	105/2350	1677/12.8	18.2	18.7	D	KBEQ-F
14. KJLA (BB)	49/ 2.2	2.6	1.6	----	----	1.6	54/705	671/ 5.1	5.1	0.0	A	KJLA
15. KXTR-F (CL)	47/ 2.1	2.2	2.4	2.0	2.8	2.2	52/1038	851/ 6.5	6.3	7.0	B	KXTR-F
16. WHB (O)	45/ 2.0	1.4	1.4	1.4	2.3	1.5	63/1342	965/ 7.4	6.0	7.2		WHB
17. KPRT (G)	41/ 1.8	1.0	1.2	2.1	1.4	1.5	41/472	472/ 3.6	3.1	2.8	A	KPRT
18. KXXR-F (C)	36/ 1.6	1.1	1.0	0.9	0.5	1.1	67/1286	917/ 7.0	3.2	2.0		KXXR-F
19. KKCF-F (AC)	34/ 1.5	3.2	2.9	4.0	3.7	2.9	49/1048	775/ 5.9	10.1	12.0	C	KKCF-F
20.												

12+ FM SHARE (METRO): 68.68% (1399 of 2037) (SPG 91: 67.62%)

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

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA
							SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		73 (1)	73 (1)	3.6	9.1	KBZR 1030 Blue Sprg/KCty	0.5/1.9/ 12/ 262
AOR/CLASSIC	11 (1)	381 (3)	392 (4)	19.2	19.8	KCCV 760 Overland Park	0.9/2.2/ 21/ 322
AC/OLDIES	45 (1)	345 (4)	390 (5)	19.1	19.1	KEXS 1090e Exclsr Spgs/KC	0.6/1.1/ 13/ 147
FULL SVC/VARIETY						KNHN 1340 Kansas City	1.0/4.4/ 22/ 585
COUNTRY	217 (1)	288 (2)	505 (3)	24.8	24.3		
BLACK/URBAN		150 (1)	150 (1)	7.4	7.4		
SAC/EZ		115 (1)	115 (1)	5.6			
NEWS/TALK	242 (3)		242 (3)	11.9	14.1		
NOSTALGIA	49 (1)		49 (1)	2.4			
RELIGION/GOSPEL	61 (2)		61 (2)	3.0	3.2		
SPANISH							
CLASSICAL		47 (1)	47 (1)	2.3	3.0		
JAZZ/NEW AGE							
UNKNOWN/OTHERS	13 (1)		13 (1)	0.6			
	638 (10)	1399 (13)	2037 (23)				

KANSAS CITY

RADIO STATIONS

AM STATIONS

KBZR, 1030, 1 KW/500 W (DA-1)	, AOR	CBS, \$ 19.00	(MMR)	(BLUE SPG)
KCCV, 760, 6 KW/(DAYS)	, Religion	, \$ 18.00	(---)	Bott
KCMO, 810, 50 KW/5 KW (DA-2)	, Talk/News	CBS MBS, \$ 68.00	(Mc-Guild)	Gannett
KCNW, 1380, 2.5 KW	, Religion	, \$ 19.00	(---)	Marsh
KJLA, 1190, 5 KW/250 W (DA-N)	, Nostalgia	MBS, \$ 21.00	(Roslin)	
KMBZ, 980, 5 KW (DA-2)	, News/Talk	NBC, \$ 64.00	(Durpetti)	Bonneville
KNHN, 1340, 1 KW	, News	CNN UNISUP, \$ 22.00	(---)	
KPRT, 1590, 1 KW/47 W	, Gospel	MBS, \$ 20.00	(Eastman)	
WDAF, 610, 5 KW	, Country/FS	ABC, \$ 94.00	(Katz)	Great American
WHB, 710, 10 KW/5 KW (DA-2)	, Oldies	APR, \$ NA	(Christal)	Shamrock

FM STATIONS

KBEQ, 104.3, 100 KW @ 987	, CHR	ABC, \$ 70.00	(CBS)	Noble
KXXR, 107.3, 100 KW @ 1184	, Country (W/KFKF)	SMN, \$ 25.00	(Torbet)	(LEXINGTON)
KCFX, 101.1, 97 KW @ 1056	, Classic AOR	UNIPWR, \$ 70.00	(MMR)	Heritage
KCMO, 94.9, 100 KW @ 1056	, Oldies	, \$ 47.00	(Mc-Guild)	Gannett
KFKF, 94.1, 100 KW @ 994	, Country	, \$108.00	(HNWH)	Sconnix
KLTH, 99.7, 100 KW @ 987	, Soft AC/EZ	UNIULT, \$ 49.00	(Durpetti)	Bonneville
KMXV, 93.3, 100 KW @ 1066	, AC	, \$ 50.00	(MMR)	Apollo
KPRS, 103.3, 100 KW @ 994	, Black	SBN ABC, \$ 48.00	(Eastman)	
KQRC, 98.9, 100 KW @ 1056	, AOR	, \$ 49.00	(HNWH)	Journal Co
KUDL, 98.1, 100 KW @ ?	, AC	APR, \$ 60.00	(Christal)	Shamrock
KXTR, 96.5, 99 KW @ 984	, Classical	UNIULT, \$ 41.00	(CMBS)	
KKCJ, 106.5, 100 KW @ 982	, Country	, \$ NA	(HNWH)	(LIBERTY)
KYY5, 102.1, 100 KW @ 1000	, AOR	SOURCE, \$ 96.00	(Katz)	Great American

Miscellaneous: KXXR to KKCJ-F (March) . . . KRVK to KQRC-F (April) and from AC/Rock to AOR . . . KCFM to KXXR-F (March) and format to Country . . .

***** 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	REL - 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	*

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

KNOXVILLE

Arbitron Rank/Pop (12+): 70/518,200
 MSA Rank/Pop: 84/612,000
 ADI # 62
 Average Person Ratings: 16.5
 Market TSL: 22.25 hours

Stations: 19/18
 Diaries: 1037/500:1/53.5%
 Sample Target: 990
 % Below Line: 0.4
 % Not Listed: 10.4

1991 Revenue: \$13,800,000
 HH Inc.: \$28,176
 Retail \$: 4.9 Bil
 Pop per Station: 28,788
 #1 Biller: WIVK-AF \$7,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WIVK-F (C)	244/28.6	30.8	32.1	33.4	32.0	31.2	437/4310	2258/43.6	54.0	46.4	H	WIVK-F
2. WEZK-F (SAC)	115/13.5	12.0	13.1	10.9	14.2	12.4	146/1940	1392/26.9	29.9	28.5	C	WEZK-F
3. WOKI-F (CHR)	89/10.4	9.0	7.2	9.7	9.1	9.1	179/2558	1159/22.4	18.4	20.5	C	WOKI-F
4. WMYU-F (AC)	73/ 8.5	9.0	8.8	9.6	9.6	9.0	99/1768	1206/23.3	25.6	27.5	E	WMYU-F
5. WIMZ-AF (AOR)	71/ 8.3	7.4	8.2	7.1	9.4	7.8	152/1812	940/18.2	18.0	22.0	C	WIMZ-AF
6. WWZZ-F (C)	31/ 3.6	2.4	3.9	4.1	3.8	3.5	33/492	456/ 8.8	7.7	6.9	A	WWZZ-F
7. WEMQ-AF (BB)	24/ 2.8	6.0	3.0	4.1	3.9	4.0	31/423	313/ 6.0	6.4	5.5	A	WEMQ-AF
8. WJBZ-F (G/B)	22/ 2.6	2.4	1.8	2.5	1.3	2.3	23/422	352/ 6.8	5.7	2.4	A	WJBZ-F
9. WXST-F (O)	19/ 2.2	1.7	1.1	0.5	---	1.4	19/306	239/ 4.6	4.1	0.0	A	WXST-F
WIVK (C)	19/ 2.2	2.5	2.9	2.4	2.1	2.5	21/415	323/ 6.2	8.4	6.1		WIVK
11. WKXV (G)	16/ 1.9	0.4	---	---	0.6	0.6	18/213	188/ 3.6	0.0	1.9		WKXV
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 90.07% (689 of 765) (SPG 91: 89.09%)

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 WOKI-F	2 WEZK-F	2 WEZK-F	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>>	2 WEZK-F>	2 WOKI-F>>	2 WEZK-F>
3 WIMZ-AF	3 WIMZ-AF	3 WIMZ-AF	3 WMYU-F	3 WMYU-F	3 WMYU-F>	3 WMYU-F	3 WIMZ-AF<	3 WMYU-F<	3 WEZK-F	3 WOKI-F
4 WEZK-F>	4 WOKI-F	4 WIMZ-AF	4 WIMZ-AF>	4 WIMZ-AF>	4 WIMZ-AF>	4 WOKI-F	4 WMYU-F	4 WMYU-F	4 WIMZ-AF<	4 WMYU-F
5 WMYU-F	5 WMYU-F	5 WMYU-F	5 WOKI-F	5 WOKI-F	5	5 WIMZ-AF>>	5 WOKI-F>	5 WIMZ-AF>>	5 WMYU-F>	5 WIMZ-F
6 WWZZ-F	6 WWZZ-F	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 WOKI-F	1 WEZK-F<	1 WEZK-F	1 WIVK-F	1 WIVK-F>	1 WOKI-F	1 WIVK-F>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>
2 WIVK-F	2 WIVK-F	2 WIVK-F	2 WEMQ-AF>	2 WEZK-F>	2 WIVK-F	2 WIMZ-AF	2 WIMZ-AF>	2 WIMZ-AF>	2 WIMZ-AF
WEZK-F>	3 WOKI-F	3 WMYU-F	3 WMYU-F	3 WMYU-F>	3 WIMZ-AF>>	3 WOKI-F>>	3 WOKI-F	3 WOKI-F	3 WMYU-F
4 WIMZ-AF>	4 WMYU-F	4 WOKI-F>	4 WOKI-F>	4 WOKI-F>	4 WWZZ-F>	4 WWZZ-F	4 WWZZ-F	4 WFZK-F	4 WEZK-F
5 WMYU-F	5 WIMZ-AF	5 WIMZ-AF	5 WIMZ-AF	5 WIMZ-AF	5 WEZK-F	5 WEZK-F	5 WMYU-F	5 WMYU-F>	5
6 WWZZ-F	6	6 WWZZ-F	6	6	6	6 WMYU-F	6 WEZK-F	6 WWZZ-F	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		89 (1)	89 (1)	11.6	10.0	WDLY-F 105.5	Gatlinburg 0.8/2.0/	9/	142
AOR/CLASSIC	1 (1)	70 (1)	71 (2)	9.3	14.5	WGAP 1400	Maryville 0.6/2.0/	5/	103
AC/OLDIES		92 (2)	92 (2)	12.0	26.1	WGAP-F 95.7	Maryville 0.6/2.5/	6/	163
FULL SVC/VARIETY						WRJZ 620	Knoxville 1.5/4.2/	18/	246
COUNTRY	24 (2)	290 (5)	314 (7)	41.0	40.8	WUTK 850	Knoxville 1.1/3.5/	10/	255
BLACK/URBAN									
SAC/EZ		115 (1)	115 (1)	15.0		WJDT-F 106.5	Rgrstwn/Mrrstwn 0.4/1.0/	12/	215
NEWS/TALK	9 (1)		9 (1)	1.2					
NOSTALGIA	13 (1)	11 (1)	24 (2)	3.1	4.3				
RELIGION/GOSPEL	29 (2)	22 (1)	51 (3)	6.7	4.3				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	76 (7)	689 (12)	765 (19)						

RADIO STATIONS

WIMZ , 1240, 1 KW , SEE WIMZ-FM
 WIVK , 990, 10 KW (DA-1) , SEE WIVK-FM

WEZK-F, 97.5, 100 KW @ 1138 , Soft AC UNISUP, \$40.00 (Durpetti) South Central
 WIMZ-F, 103.5, 100 KW @ 1719 , AOR SOURCE, \$41.00 (Christal) Stoner
 WIVK-F, 107.7, 100 KW @ 1968 , Country ABC, \$146.00 (Katz) Dick
 WJBZ-F, 96.3, 1.2 KW @ 479 , Gospel , \$12.00 (---) (SEYMOUR)
 WMYU-F, 102.1, 15 KW @ 1978 , Oldies/AC CNN UNIPWR, \$68.00 (Eastman) Jacor
 WOKI-F, 100.3, 100 KW @ 2001 , CHR ABC CBS, \$30.00 (HNWH) (OAK RIDGE)
 WWZZ-F, 93.1, 2.4 KW @ 512 , Country , \$15.00 (Schubert) (KARNS)

Miscellaneous: WNOX/WJFC-F from Country to Jazz/NAC . . .

LAKELAND

Arbitron Rank/Pop (12+): 104/349,700

Stations: 30/7

1991 Revenue: \$6,300,000

MSA Rank/Pop: 116/414,200

Diaries: 882/396:1/49.4%

HH Inc.: \$27,528

Tampa ADI

Sample Target: 810

Retail \$: 2.8 Bil

Average Person Ratings: 15.7

% Below Line: 47.1

Pop per Station: 49,957

Market TSL: 21.50 hours

% Not Listed: 16.7

#1 Biller: WPCV-F \$3,000,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WPCV-F (C)	101/18.4	21.2	17.1	17.7	15.0	----	111/1229	1084/31.0	31.6	28.0	E	WPCV-F
2. WEZY-F (EZ)	59/10.7	9.2	11.7	9.3	9.8	----	60/680	592/16.9	13.4	16.8	C	WEZY-F
3. WFLZ-F (CHR)	38/ 6.9	7.3	8.7	9.5	13.4	----	45/714	579/16.6	18.4	22.2		WFLZ-F
4. WHPT-F (AC/AOR)	28/ 5.1	1.8	1.2	1.8	2.0	----	30/428	329/ 9.4	5.4	4.1		WHPT-F
5. WQYK-F (C)	25/ 4.5	3.5	3.0	5.1	3.4	----	25/353	344/ 9.8	9.3	7.3		WQYK-F
6. WYNF-F (AOR)	22/ 4.0	5.1	7.3	4.6	8.8	----	26/411	351/10.0	11.8	13.6		WYNF-F
7. WJHM-F (B)	19/ 3.5	1.6	2.6	2.3	2.9	----	19/203	203/ 5.8	3.8	7.0		WJHM-F
8. WLKF (T)	17/ 3.1	2.0	1.6	1.4	1.3	----	17/181	181/ 5.2	5.8	3.6	A	WLKF
9. WRBQ-F (CHR)	15/ 2.7	1.8	2.4	3.5	3.4	----	15/342	317/ 9.1	10.0	11.6		WRBQ-F
10. WOMX-F (AC)	14/ 2.5	0.9	1.0	1.8	2.3	----	14/291	276/ 7.9	5.7	5.0		WOMX-F
11. WONN (BB)	13/ 2.4	2.6	2.3	3.0	2.1	----	13/170	170/ 4.9	6.3	3.8	A	WONN
12. WWKA-F (C)	11/ 2.0	1.3	1.4	1.1	0.7	----	11/205	205/ 5.9	5.3	4.5		WWKA-F
13. WWRM-F (SAC)	10/ 1.8	0.9	1.2	1.6	1.4	----	11/177	161/ 4.6	3.9	5.5		WWRM-F
15. WOCL-F (O)	10/ 1.8	3.8	1.6	2.5	2.3	----	10/280	280/ 8.0	7.9	5.4		WOCL-F

12+ FM SHARE (METRO): 88.65% (406 of 458) (SPG 91: 88.98%)

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 WPCV-F>>	2 WYNF-F	2 WHPT-F	2 WHPT-F>	2 WHPT-F	2 WEZY-F>>	2 WEZY-F	2 WEZY-F>>	2 WEZY-F	2 WFLZ-F	2 WJHM-F
3	3 WHPT-F	WFLZ-F	3 WFLZ-F	3 WQYK-F	3	3 WYNF-F>	3	3 WFLZ-F	3 WEZY-F	WEZY-F
4	WFLZ-F	4 WYNF-F	4 WQYK-F	4 WFLZ-F	4	4 WFLZ-F<	4	4 WHPT-F	4 WJHM-F>	4 WFLZ-F
5	5	5	5 WYNF-F	5 WYNF-F	5	5	5	5	5	5 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 WJHM-F	1 WFLZ-F	1 WFLZ-F>	1 WPCV-F>	1 WPCV-F>	1 WPCV-F>>	1 WPCV-F>	1 WHPT-F	1 WPCV-F>	1 WPCV-F>
2 WFLZ-F	2 WPCV-F	2 WPCV-F	2 WFLZ-F>	2 WFLZ-F>	2 WYNF-F>	2 WYNF-F	2 WPCV-F	2 WHPT-F	2 WHPT-F>
WPCV-F	3 WJHM-F	3 WHPT-F	3 WJHM-F	3 WQYK-F	3 WFLZ-F	3 WHPT-F>>	3 WYNF-F	3 WYNF-F	3 WYNF-F
4	4	4	4 WQYK-F	4 WEZY-F	4	4	4	4	4 WQYK-F

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		64 (4)	64 (4)	14.0	17.5	WNNR 1360 Lakeland	0.5/1.9/ 3/ 65		
AOR/CLASSIC		36 (3)	36 (3)	7.9	14.9	WTWB 1570 Auburndale	0.4/1.7/ 2/ 67		
AC/OLDIES	5 (1)	81 (8)	86 (9)	18.8	12.1	WVBF 1130 Bartow/Lk Wales	0.7/2.0/ 4/ 69		
FULL SVC/VARIETY									
COUNTRY	2 (1)	137 (3)	139 (4)	30.3	28.1	WFLA 970 Tampa	0.4/2.0/ 4/ 83		
BLACK/URBAN		19 (1)	19 (1)	4.1	4.1	WGTO 540 Pine Hills/Orl.	0.9/2.7/ 5/ 103		
SAC/EZ		69 (2)	69 (2)	15.1	14.9	WHTQ-F 96.5 Orlando	1.1/4.0/ 6/ 183		
NEWS/TALK	23 (3)		23 (3)	5.0	2.6	WHVE-F 104.1 Cocoa Bch/Orlnd	0.5/3.6/ 63/ 141		
NOSTALGIA	16 (2)		16 (2)	3.5	4.3	WMGF-F 107.7 Mnt. Dora	1.3/4.6/ 7/ 166		
RELIGION/GOSPEL	2 (1)		2 (1)	0.4		WMMO-F 98.9 Orlando	0.4/1.4/ 2/ 59		
SPANISH						WMTX-F 95.7 Clearwater/Tmpa	0.9/2.7/ 5/ 131		
CLASSICAL						WQYK 1010 Seffner/Tampa	0.4/1.9/ 2/ 66		
JAZZ/NEW AGE					1.5	WSUN 620 St. Pete/Tampa	0.7/2.9/ 4/ 122		
UNKNOWN/OTHERS	4 (1)		4 (1)	0.9		WUSA-F 100.7 Tampa/St. Pete	1.1/2.7/ 6/ 95		
	52 (9)	406 (21)	458 (30)			WVRI-F 101.1 Cocoa Bch/Orlnd	1.6/4.9/ 9/ 171		
						WXTB-F 97.9 Clearwater/Tam.	1.5/2.6/ 8/ 98		
						WXXL-F 106.7 Leesburg/Orlndo.	1.5/6.5/ 9/ 238		

RADIO STATIONS

WLKF , 1430, 5 KW/1 KW (DA-2) , Talk NBC-T ABC, \$15.00 (Banner) Root
 WONN , 1230, 1 KW , Nostalgia UNISUP NBC, \$13.00 (Torbet) Hall
 WEZY-F, 94.1, 100 KW @ 430 , Soft AC/EZ , \$43.00 (Banner) Root
 WPCV-F, 97.5, 100 KW @ 1017 , Country NBC, \$70.00 (Torbet) Hall

Other ranked stations -- see Orlando or Tampa

LANCASTER

Arbitron Rank/Pop (12+): 100/356,100 Stations: 32/7 1991 Revenue: \$6,900,000
 MSA Rank/Pop: 112/430,600 Diaries: 858/415:1/56.4% HH Inc.: \$33,808
 ADI # 47 (w/York & Harrisburg) Sample Target: 810 Retail \$: 3.4 Bil
 Average Person Ratings: 15.1 % Below Line: 48.7 Pop per Station: 50,871
 Market TSL: 20.25 hours % Not Listed: 16.2 #1 Biller: WIOV-F \$2,000,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WARM-F (SAC)	55/10.2	10.3	9.7	8.6	10.4	----	141/1537	746/20.9	22.0	21.5		WARM-F
2. WIOV-F (C)	54/10.0	8.6	12.3	8.2	10.0	----	63/869	697/19.6	18.4	18.8	D	WIOV-F
3. WDAC-F (REL)	43/ 8.0	6.7	5.5	7.2	6.8	----	56/695	473/13.3	13.1	13.6	B	WDAC-F
4. WNCE-F (SAC/EZ)	40/ 7.4	8.6	8.8	11.2	14.1	----	73/1080	648/18.2	16.8	18.0	B	WNCE-F
5. WHTF-F (AOR)	35/ 6.5	6.8	6.5	7.0	3.9	----	59/993	557/15.6	16.8	15.0		WHTF-F
6. WRKZ-F (C)	34/ 6.3	7.0	6.2	3.6	4.8	----	93/1117	494/13.9	14.2	14.2		WRKZ-F
7. WLAN-F (CHR)	31/ 5.8	6.7	6.7	8.0	9.1	----	39/821	631/17.7	19.8	22.4	B	WLAN-F
8. WWKL-F (D)	21/ 3.9	2.5	3.5	2.7	2.9	----	45/73	332/ 9.3	7.8	8.9		WWKL-F
9. WQXA-F (CHR)	17/ 3.2	4.1	3.7	5.5	5.4	----	67/1023	381/10.7	11.6	12.9		WQXA-F
10. WYCR-F (CHR)	14/ 2.6	2.3	0.9	2.1	1.8	----	58/927	322/ 9.0	10.4	7.5		WYCR-F
WRVV-F (CL AOR)	14/ 2.6	0.4	----	----	0.5	----	33/510	268/ 7.5	1.8	0.0		WRVV-F
12. WLPA (T)	11/ 2.0	1.6	0.4	1.3	0.9	----	11/185	185/ 5.2	7.2	5.1	A	WLPA
13.												
14.												
15.												

12+ FM SHARE (METRO): 90.69% (409 of 451) (SPG 91: 94.21%)

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 WIOV-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WDAC-F	1 WIOV-F>
2 WYCR-F	2 WARM-F>	2 WHTF-F>	2 WHTF-F<	2 WDAC-F	2 WNCE-F	2 WIOV-F	2 WIOV-F	2 WIOV-F	2 WLAN-F	2 WRKZ-F
3 WQXA-F	3 WLAN-F>	3 WLAN-F	3 WWKL-F	3 WIOV-F	3 WDAC-F<	3 WDAC-F	3 WNCE-F	3 WHTF-F<	3 WHTF-F	3 WHTF-F
4	4 WRVV-F	4 WIOV-F	4 WIOV-F	4 WHTF-F	4 WARM-F	4 WRKZ-F<	4 WRKZ-F	4 WNCE-F	4 WHTF-F	4 WWKL-F
5	5 WDAC-F	5 WWKL-F	5 WDAC-F	5 WWKL-F	5 WRKZ-F	5 WNCE-F	5 WHTF-F	5 WDAC-F	5 WARM-F	5 WARM-F
6	6	6 WDAC-F	6 WLAN-F	6	6	6	6	6 WLAN-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 WLAN-F	1 WARM-F>	1 WARM-F>	1 WARM-F>>	1 WARM-F>	1 WHTF-F>>	1 WHTF-F>>	1 WHTF-F>>	1 WHTF-F>	1 WHTF-F
2 WARM-F	2 WLAN-F>	2 WDAC-F>	2 WLAN-F>	2 WDAC-F>	2 WLAN-F>	2 WLAN-F>	2 WARM-F>	2 WARM-F>	2 WARM-F
3 WRKZ-F	3 WQXA-F	3 WRVV-F	3 WDAC-F	3 WNCE-F	3	3 WARM-F	3 WLAN-F	3 WLAN-F	3 WIOV-F
4 WQXA-F	4 WDAC-F	4 WQXA-F	4 WIOV-F	4 WIOV-F	4	4	4	4	4 WDAC-F
5 WIOV-F	5 WRVV-F	5 WHTF-F	5 WWKL-F	5 WWKL-F	5	5	5	5	5 WWKL-F
6	6	6 WLAN-F	6 WNCE-F	6 WLAN-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		74 (6)	74 (6)	16.4	18.3	WLAN 1390 Lancaster	1.5/5.4/ 9/ 207		
AOR/CLASSIC		72 (7)	72 (7)	16.0	13.6	WNZT 1580 Columbia	0.4/1.4/ 3/ 61		
AC/OLDIES	8 (1)	28 (3)	36 (4)	8.0	20.9				
FULL SVC/VARIETY	10 (2)		10 (2)	2.2	2.7	KYW 1060 Philadelphia	0.4/4.6/ 3/ 204		
COUNTRY	3 (1)	88 (2)	91 (3)	20.2	23.4	WADV 940 Lebanon	0.6/1.7/ 4/ 89		
BLACK/URBAN		7 (1)	7 (1)	1.6	0.7	WEAZ-F 101.1 Philadelphia	0.4/1.5/ 2/ 57		
SAC/EZ		97 (3)	97 (3)	21.5	11.1	WEEU 850 Reading	0.9/2.6/ 6/ 107		
NEWS/TALK	18 (4)		18 (4)	4.0	1.1	WEGX-F 106.1 Philadelphia	0.4/1.3/ 2/ 58		
NOSTALGIA					0.9	WGRX-F 100.7 Westmstr	0.7/2.2/ 20/ 354		
RELIGION/GOSPEL	3 (1)	43 (1)	46 (2)	10.2	6.9	WHP 580 Harrisburg	0.9/3.1/ 22/ 311		
SPANISH						WHYL 960 Carlisle/Hrsbrg	0.6/2.8/ 15/ 214		
CLASSICAL					0.4	WIOQ-F 102.1 Philadelphia	0.4/2.1/ 2/ 78		
JAZZ/NEW AGE						WIP 610 Philadelphia	0.6/1.6/ 4/ 77		
UNKNOWN/OTHERS						WIYY-F 97.9 Baltimore	0.7/3.1/ 16/ 291		
	42 (9)	409 (23)	451 (32)			WMMR-F 93.3 Philadelphia	0.7/3.3/ 4/ 125		
						WGLF-F 98.1 Philadelphia	0.7/3.1/ 5/ 120		
						WRFY-F 102.5 Reading	1.5/7.1/ 13/ 308		
						WTPA-F 93.5 Mechncsbrg/Hrsb	0.6/5.3/ 32/ 597		
						WUSL-F 98.9 Philadelphia	1.3/1.8/ 8/ 95		
						WXCY-F 103.7 Havre de Grace	0.6/1.4/ 3/ 60		
						WYSP-F 94.1 Philadelphia	1.5/4.2/ 8/ 173		

RADIO STATIONS

WLAN , 1390, 5 KW/1 KW (DA-2) , Oldies , \$10.00 (HNWH) Peoples
 WLPA , 1490, 1 KW , Talk , MBS CNN, \$13.00 (Torbet) Hall
 WDAC-F, 94.5, 19 KW @ 810 , Religion , \$35.00 (Savalli)
 WIOV-F, 105.1, 50 KW @ 500 , Country , ABC, \$43.00 (Banner) Brill (EPHRATA)
 WLAN-F, 96.9, 50 KW @ 500 , CHR , ABC, \$38.00 (HNWH) Peoples
 WNCE-F, 101.3, 7 KW @ 1289 , Soft AC/EZ , NBC, \$41.00 (Torbet) Hall

Other ranked stations -- see Harrisburg and York

LANSING

Arbitron Rank/Pop (12+): 98/359,000

Stations: 20/13
Diaries: 900/399:1/55.5%
Sample Target: 860
% Below Line: 9.9
% Not Listed: 16.2

1991 Revenue: \$11,400,000
HH Inc.: \$32,649
Retail \$: 3.5 Bil
Pop per Station: 27,615
#1 Biller: WITL-AF \$3,100,000

MSA Rank/Pop: 110/436,000
ADI # 103
Average Person Ratings: 15.8
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WITL-F (C)	102/18.0	18.9	15.1	14.4	17.6	16.6	216/2077	1050/29.2	27.9	29.7	E	WITL-F
2. WVIC-F (CHR)	66/11.6	12.2	10.4	9.6	12.7	10.9	121/1757	1097/30.6	29.4	31.7	D	WVIC-F
3. WJXQ-F (AOR)	62/10.9	10.7	9.7	10.3	10.1	10.4	106/1221	765/21.3	16.9	17.1	B	WJXQ-F
4. WFMK-F (AC)	47/ 8.3	5.6	8.8	5.4	5.1	7.0	67/1117	733/20.4	19.9	14.6	C	WFMK-F
5. WJIM-F (SAC)	36/ 6.3	6.4	5.8	8.5	7.0	6.8	41/672	546/15.2	15.5	16.5	B	WJIM-F
6. WIBM-F (O)	32/ 5.6	5.1	5.3	5.1	4.6	5.3	67/1301	658/18.3	16.3	17.3	B	WIBM-F
7. WJR (FS)	31/ 5.5	5.6	5.1	4.3	5.7	5.1	74/1063	337/ 9.4	12.7	12.3		WJR
8. WMMQ-F (CL AOR)	20/ 3.5	3.6	3.7	2.7	3.1	3.4	21/464	439/12.2	12.1	11.3	B	WMMQ-F
9. WJIM (T)	16/ 2.8	2.5	1.9	1.4	1.0	2.2	17/315	292/ 8.1	7.0	5.5		WJIM
10. WILS-F (C)	14/ 2.5	1.5	1.6	1.3	1.6	1.7	18/272	241/ 6.7	7.2	6.1	A	WILS-F
11. WXXM-F (J/NAC)	12/ 2.1	2.1	4.2	4.5	4.7	3.2	12/295	272/ 7.6	14.8	16.0	A	WXXM-F
12. WQHH-F (B)	9/ 1.6	2.1	2.5	1.4	----	1.9	9/243	214/ 6.0	4.7	0.0	A	WQHH-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 89.47% (425 of 475) (SPG 91: 86.97%)

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-F	1 WITL-F>	1 WITL-F>>	1 WITL-F>>	1 WITL-F>	1 WITL-F>	1 WITL-F>	1 WVIC-F	1 WITL-F>>
2 WIBM-F	2 WITL-F	2 WJXQ-F	2 WJXQ-F	2 WJXQ-F	2 WJIM-F	2 WVIC-F	2 WJXQ-F	2 WVIC-F	2 WJXQ-F	2 WVIC-F
3	3 WVIC-F>	3 WVIC-F	3 WFMK-F	3 WFMK-F	3 WJR	3 WJXQ-F>	3 WVIC-F	WJXQ-F>	WITL-F	WJXQ-F>>
4	4 WFMK-F>>	4 WFMK-F>	4 WVIC-F	4 WVIC-F<	4 WIBM-F	4 WFMK-F	4 WFMK-F>	4 WFMK-F	4 WFMK-F>	4 WILS-F
5	5 WMMQ-F	5 WIBM-F	5 WIBM-F>	5 WVIC-F	5 WFMK-F	5 WJR	5 WJIM-F	5 WIBM-F<	5 WJIM-F	5 WFMK-F
6	6	6 WMMQ-F	6 WMMQ-F	6 WJIM-F	6	6 WJIM-F	6 WJR	6 WJIM-F	6 WIBM-F	6 WIBM-F
7	7	WJIM-F	WJIM-F	7	7	7	7	7	7 WMMQ-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 WVIC-F>>	1 WVIC-F	1 WITL-F>>	1 WITL-F<	1 WITL-F>	1 WJXQ-F>>	1 WJXQ-F>>	1 WJXQ-F>	1 WJXQ-F>	1 WITL-F
2 WJXQ-F	2 WITL-F	2 WVIC-F	2 WVIC-F	2 WFMK-F	2 WVIC-F>	2 WITL-F>	2 WITL-F>	2 WITL-F>	2 WJXQ-F>
3 WFMK-F>>	3 WFMK-F>	3 WFMK-F>>	3 WFMK-F>	3 WVIC-F	3 WIOG-F	3 WMMQ-F	3 WMMQ-F>	3 WMMQ-F	3 WIBM-F
4 WJIM-F	4 WJXQ-F>>	4 WJXQ-F	4 WJXQ-F	4 WJIM-F	WXXM-F	4 WVIC-F	4 WFMK-F	4 WIBM-F	4 WMMQ-F
5 WITL-F	5 WJIM-F	5	WJIM-F	5 WIBM-F	WMMQ-F	5 WFMK-F	5	5 WVIC-F	5 WJR
6	6	6	6 WIBM-F	6	6	6	6	6	6 WFMK-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		72 (2)	72 (2)	15.2	23.0	WILS 1320 Lansing	0.4/4.1/ 2/ 147
AOR/CLASSIC		88 (4)	88 (4)	18.5	17.6	WITL 1010 Lansing	0.2/2.4/ 3/ 130
AC/OLDIES		83 (3)	83 (3)	17.5	24.0		
FULL SVC/VARIETY	31 (1)		31 (1)	6.5	7.0	WCUZ-F 101.3 Grand Rapids	0.5/1.8/ 28/ 482
COUNTRY	1 (1)	119 (3)	120 (4)	25.3	22.8	WIOG-F 102.5 Bay City/Flint	1.1/3.4/ 23/ 536
BLACK/URBAN	2 (1)	9 (1)	11 (2)	2.3	3.4	WJFM-F 93.7 Gr Rapids/Klmzo	0.7/4.7/ 17/ 471
SAC/EZ		42 (2)	42 (2)	8.8	0.8	WODJ-F 107.3 Greenvl/Grd Rpd	0.7/2.7/ 19/ 265
NEWS/TALK	16 (1)		16 (1)	3.4	1.2	WOOD-F 105.7 Grand Rapids	1.1/3.1/ 30/ 503
NOSTALGIA						WRKR-F 107.3 Prtage/Klmzoo	0.4/1.3/ 21/ 292
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		12 (1)	12 (1)	2.5			
UNKNOWN/OTHERS							
	50 (4)	425 (16)	475 (20)				

LANSING

RADIO STATIONS

WILS	,	1320,	5 KW/1 KW (DA-3),	Black	ABC, \$10.00	(Christal)	MacDonald
WJIM	,	1240,	1 KW	Talk	NBC, \$12.00	(Torbet)	Double L
WFMK-F,		99.1,	28 KW @ 600	AC		(\$41.00)	Liggett
WIBM-F,		94.1,	40 KW @ 551	Oldies		(\$26.00)	CR (JACKSON)
WITL-F,		100.7,	27 KW @ 643	Country	ABC, \$65.00	(Banner)	
WJIM-F,		97.5,	28 KW @ 440	Soft AC		(\$24.00)	Double L
WJXQ-F,		106.1,	50 KW @ 489	AOR	ABC, \$27.00	(Durpett1)	(JACKSON)
WILS-F,		101.7,	2.1 KW @ 377	Country	ABC, \$19.00	(Christal)	MacDonald
WMMQ-F,		92.7,	1.5 KW @ 466	Classic AOR	SOURCE NBC, \$21.00	(HNWH)	(CHARLOTTE)
WVIC-F,		94.9,	49 KW @ 500	CHR	UNIPWR, \$53.00	(Katz)	Goodrich
WQHH-F,		96.5,	3 KW @ 328	Black		(\$17.00)	(DE WITT)
WXXM-F,		92.1,	4 KW @ 400	Jazz/NAC	ABC, \$18.00	(HNWH)	(ST. JOHNS)

WJR - See Detroit

Miscellaneous: WLYY-F changes to WILS-F and format from AC to Country (March) . . .

LAS VEGAS

Arbitron Rank/Pop (12+): 60/661,700
 MSA Rank/Pop: 72/670,000
 ADI # 79
 Average Person Ratings: 18.9
 Market TSL: 25.00 hours

Stations: 24/24
 Diaries: 937/706:1/46.1%
 Sample Target: 1010
 % Below Line: 0.0
 % Not Listed: 15.1

1991 Revenue: \$22,000,000
 HH Inc.: \$31,781
 Retail \$: 6.1 Bil
 Pop per Station: 27,570
 #1 Biller: KFMS-AF \$3,400,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KMZQ-F (AC)	106/ 8.5	7.3	6.3	8.1	5.6	7.6	108/1297	1279/19.3	15.5	11.8	D	KMZQ-F
2. KLUC-AF (CHR)	103/ 8.2	7.8	9.0	9.0	8.1	8.5	104/1645	1616/24.4	24.3	24.9	D	KLUC-AF
3. KFMS-AF (C)	101/ 8.1	7.9	10.4	10.1	8.9	9.1	103/1175	1139/17.2	20.4	17.6	E	KFMS-AF
4. KOMP-F (AOR)	87/ 7.0	8.4	7.8	4.7	6.4	7.0	88/950	924/14.0	15.2	14.1	D	KOMP-F
5. KXTZ-F (SAC/EZ)	81/ 6.5	7.3	5.8	5.9	7.4	6.4	82/730	723/10.9	10.2	12.3	C	KXTZ-F
6. KRLV-F (SAC)	78/ 6.2	4.7	4.2	4.7	4.7	4.9	78/913	913/13.8	11.3	11.1	C	KRLV-F
7. KKLZ-F (CL AOR)	69/ 5.5	5.3	7.2	5.8	6.5	5.9	70/923	912/13.8	15.2	13.6	D	KKLZ-F
8. KDWN (T)	60/ 4.8	2.8	2.5	1.3	3.8	2.8	63/674	621/ 9.4	7.3	9.4	A	KDWN
9. KWNR-F (C)	59/ 4.7	8.3	3.9	4.7	4.7	5.4	59/880	880/13.3	10.8	9.9	B	KWNR-F
10. KUDA-F (O)	50/ 4.0	2.5	3.6	4.6	5.3	3.7	50/750	744/11.2	10.7	14.5	C	KUDA-F
11. KYRK-F (CHR)	48/ 3.8	4.7	3.3	3.9	3.9	3.9	49/975	946/14.3	14.3	15.7	B	KYRK-F
12. KJUL-F (BB)	42/ 3.4	1.9	3.7	4.1	3.0	3.3	42/491	482/ 7.3	6.0	6.0	A	KJUL-F
13. KEDG-F (AOR)	38/ 3.0	2.1	3.8	3.2	4.5	3.0	38/670	667/10.1	9.0	8.6	B	KEDG-F
14. KNUU (N/T)	32/ 2.6	1.6	1.8	2.1	2.2	2.0	32/475	475/ 7.2	7.0	7.2	A	KNUU
15. KORK (BB)	29/ 2.3	3.1	3.2	2.3	2.4	2.7	29/465	465/ 7.0	6.1	5.7	A	KORK

12+ FM SHARE (METRO): 83.05% (882 of 1062) (SPG 91: 85.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-AF	1 KOMP-F	1 KMZQ-F	1 KMZQ-F	1 KMZQ-F	1 KXTZ-F	1 KFMS-AF	1 KFMS-AF	1 KMZQ-F	1 KLUC-AF	1 KMZQ-F
2 KYRK-F	2 KMZQ-F	2 KOMP-F	2 KRLV-F	2 KFMS-AF	2 KFMS-AF	2 KOMP-F	2 KMZQ-F	2 KLUC-AF	2 KMZQ-F	2 KKLZ-F
3	3 KLUC-AF	3 KOMP-F	3 KRLV-F	3 KDWN	3 KDWN	3 KOMP-F	3 KOMP-F	3 KFMS-AF	3 KRLV-F	3 KRLV-F
4	4 KKLZ-F	4 KRLV-F	4 KKLZ-F	4 KOMP-F	4 KRLV-F	4 KLUC-AF	4 KLUC-AF	4 KRLV-F	4 KFMS-AF	4 KXTZ-F
5	5 KRLV-F	5 KFMS-AF	5 KFMS-AF	5 KKLZ-F	5 KJUL-F	5 KXTZ-F	5 KXTZ-F	5 KRLV-F	5 KYRK-F	5 KFMS-F
6	6 KWNR-F	6 KKLZ-F	6 KLUC-AF	6 KUDA-F	6 KUDA-F	6 KKLZ-F	6 KXTZ-F	6	6	6 KDWN
7	7 KEDG-F	7	7 KUDA-F	7 KLUC-AF	7 KMZQ-F	7	7 KDWN	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 KLUC-AF	1 KMZQ-F	1 KMZQ-F	1 KMZQ-F	1 KMZQ-F	1 KOMP-F	1 KOMP-F	1 KOMP-F	1 KOMP-F	1 KOMP-F
2 KMZQ-F	2 KLUC-AF	2 KRLV-F	2 KLUC-AF	2 KRLV-F	2 KLUC-AF	2 KKLZ-F	2 KKLZ-F	2 KKLZ-F	2 KKLZ-F
3 KFMS-AF	3 KOMP-F	3 KOMP-F	3 KRLV-F	3 KFMS-AF	3 KYRK-F	3 KLUC-AF	3 KWNR-F	3 KFMS-AF	3 KFMS-AF
4 KOMP-F	4 KRLV-F	4 KLUC-AF	4 KFMS-AF	4 KLUC-AF	4 KKLZ-F	4 KYRK-F	4 KLUC-AF	4 KLUC-AF	4 KUDA-F
5 KRLV-F	5 KFMS-AF	5 KWNR-F	5 KOMP-F	5 KWNR-F	5 KEDG-F	5 KWNR-F	5 KRLV-F	5 KMZQ-F	5 KDWN
6 KYRK-F	6 KEDG-F	6 KEDG-F	6	6	6 KMZQ-F	6 KMZQ-F	6 KMZQ-F	6 KUDA-F	6 KMZQ-F
7 KEDG-F	7 KWNR-F	7 KFMS-AF	7	7	7	7	7	7 KRLV-F	7 KRLV-F
8	8	8 KKLZ-F	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	3 (1)	148 (2)	151 (3)	14.2	14.1	KDOL 1280 Henderson/LV	1.3/2.8/ 16/ 188		
AOR/CLASSIC		194 (3)	194 (3)	18.3	15.9	KEYV-F 93.1 Las Vegas	1.0/4.2/ 14/ 284		
AC/OLDIES		173 (3)	173 (3)	16.3	26.6	KKVV 1060 Las Vegas	0.9/1.6/ 11/ 108		
FULL SVC/VARIETY						KLAV 1230 Las Vegas	0.6/2.3/ 8/ 151		
COUNTRY	15 (2)	153 (2)	168 (4)	15.8	15.9	KOWA 870 Laughlin/E LasV	0.6/1.8/ 28/ 189		
BLACK/URBAN						KRRI-F 105.5 Boulder Cty/LV	1.4/6.3/ 17/ 416		
SAC/EZ		159 (2)	159 (2)	15.0	8.6	KVEG 840 N Las Vegas	0.5/2.1/ 6/ 139		
NEWS/TALK	98 (3)		98 (3)	9.2	8.4				
NOSTALGIA	29 (1)	42 (1)	71 (2)	6.7	6.4				
RELIGION/GOSPEL	11 (1)		11 (1)	1.0					
SPANISH	16 (1)		16 (1)	1.5	0.9				
CLASSICAL									
JAZZ/NEW AGE		13 (1)	13 (1)	1.2	3.0				
UNKNOWN/OTHERS	8 (1)		8 (1)	0.8					
	180 (10)	882 (14)	1062 (24)						

LAS VEGAS

RADIO STATIONS

KDWN	,	720,	50 KW (DA-N)	,	Talk						
KENO	,	1460,	5 KW/1 KW(DA-2)	,	Oldies	UNISUP UNIULT,	\$20.00	(Roslin)			
KMTW	,	1340,	1 KW	,	AOR		\$12.00	(Christal)	Lotus		
KNUU	,	970,	5 KW/500 W (DA-2)	,	News/Talk	MBS CBS,	\$13.00	(Banner)			
KORK	,	920,	5 KW/500 W (DA-2)	,	Nostalgia	ABC,	\$16.00	(---)			
							\$18.00	(Banner)	Anchor		
KEYV-F,		93.1,	25 KW @ 3726	,	Jazz/NAC		\$25.00	(HNWH)			
KFMS-F,		101.9,	100 KW @ 1181	,	Country		\$73.00	(Katz)			
KJUL-F,		104.3,	25 KW @ 3726	,	Nostalgia	UNISUP UNIULT,	\$21.00	(---)	Amer Bdcst System		
KKLZ-F,		96.3,	100 KW @ 1175	,	Classic AOR		\$44.00	(Banner)			
KLUC-F,		98.5,	100 KW @ 1181	,	CHR	APR,	\$60.00	(Mc-Guild)	Nationwide		
KEDG-F,		103.5,	100 KW @ 1210	,	AOR	CNN UNISUP,	\$24.00	(Schubert)			
KMZQ-F,		100.5,	100 KW @ 1105	,	AC		\$50.00	(Eastman)	Commonwealth	(HENDERSON)	
KOMP-F,		92.3,	100 KW @ 1519	,	AOR		\$46.00	(Christal)	Lotus		
KRLV-F,		106.5,	100 KW @ 1155	,	Soft AC		\$32.00	(MMR)			
KRRI-F,		105.5,	3.7 KW @ 1476	,	Oldies	NBC,	\$18.00	(Roslin)	(BOULDER)		
KUDA-F,		107.5,	25 KW @ 3726	,	Oldies		\$38.00	(CBS)	Americom (PAHRUMP)		
KWNR-F,		95.5,	100 KW @ 1161	,	Country	UNIULT,	\$23.00	(Banner)	(HENDERSON)		
KXTZ-F,		94.1,	100 KW @ 1210	,	EZ/Soft AC		\$35.00	(Durpetti)	Parker (HENDERSON)		
KYRK-F,		97.1,	100 KW @ 1919	,	CHR		\$27.00	(Banner)	Anchor		

Miscellaneous: KMMK-F to KEDG-F and from Rock/AC to AOR (May) . . .

LEXINGTON

Arbitron Rank/Pop (12+): 125/296,200
 MSA Rank/Pop: 137/352,400
 ADI # 74
 Average Person Ratings: 16.3
 Market TSL: 22.00 hours

Stations: 16/14
 Diaries: 795/373:1/50.7%
 Sample Target: 740
 % Below Line: 1.2
 % Not Listed: 16.3

1991 Revenue: \$12,900,000
 HH Inc.: \$30,100
 Retail \$: 3.0 Bill
 Pop per Station: 21,157
 #1 Biller: WKQQ-F \$3,100,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WVLC-F (C)	106/21.9	20.7	13.0	17.3	16.9	----	242/2771	1032/34.8	32.1	26.0	D	WVLC-F
2. WKQQ-F (AOR)	71/14.7	12.9	17.4	15.4	13.7	----	118/1517	803/27.1	27.8	27.2	E	WKQQ-F
3. WMLX-F (AC/CHR)	45/ 9.3	9.4	13.0	16.0	16.2	----	98/1833	883/29.8	25.4	27.6	D	WMLX-F
4. WCKU-F (B)	44/ 9.1	6.9	12.6	9.7	11.5	----	59/544	369/12.5	13.0	17.8	B	WCKU-F
5. WVLC (FS)	31/ 6.4	6.7	6.5	6.1	6.6	----	34/567	468/15.8	17.3	14.3	C	WVLC
WGKS-F (SAC)	31/ 6.4	7.6	5.2	4.6	5.1	----	47/914	550/18.6	20.0	12.8	B	WGKS-F
7. WTKT-AF (AC)	30/ 6.2	7.1	5.2	4.4	4.7	----	44/747	480/16.2	17.7	15.1	B	WTKT-AF
8. WLFX-F (CHR)	14/ 2.9	3.2	1.5	1.3	1.9	----	23/472	316/10.7	9.8	7.7	A	WLFX-F
9. WLAP (O)	10/ 2.1	2.8	2.0	2.1	2.6	----	15/270	165/ 5.6	6.3	7.7	A	WLAP
10. WLXG (T)	8/ 1.7	1.6	1.3	1.1	1.1	----	8/240	240/ 8.1	6.0	4.5	A	WLXG

12+ FM SHARE (METRO): 84.20% (341 of 405) (SPG 91: 81.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKU-F	1 WKQQ-F>	1 WVLC-F<	1 WVLC-F>	1 WVLC-F>	1 WVLC-F>	1 WVLC-F>	1 WVLC-F>	1 WVLC-F>	1 WVLC-F>	1 WVLC
2 WVLC-F	2 WVLC-F>	2 WKQQ-F>	2 WKQQ-F>	2 WKQQ-F>	2 WVLC	2 WKQQ-F	2 WKQQ-F>	2 WKQQ-F>	2 WCKU-F>	2 WVLC-F>
3 WMLX-F	3 WMLX-F	3 WMLX-F	3 WMLX-F	3 WMLX-F	3 WTKT-AF>	3 WVLC	3 WMLX-F	3 WMLX-F	3 WKQQ-F	3 WKQQ-F
4 WLFX-F	4 WCKU-F>	4 WCKU-F	4 WKKS-F	4 WKKS-F	4 WKQQ-F	4 WMLX-F	4 WKKS-F	4 WCKU-F>	4 WMLX-F	4 WCKU-F
5	5 WKKS-F	5 WKKS-F	5 WTKT-AF	5 WTKT-AF	5 WKKS-F	5 WTKT-AF	5 WTKT-AF<	5 WTKT-AF<	5 WVLC	5
6	6	6	6 WCKU-F	6 WCKU-F	6 WCKU-F	6	6 WCKU-F>	6 WKKS-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 WKQQ-F	1 WVLC-F	1 WVLC-F>	1 WVLC-F>	1 WVLC-F>	1 WKQQ-F>>	1 WKQQ-F>>	1 WKQQ-F>>	1 WKQQ-F>	1 WVLC-F
2 WVLC-F	2 WMLX-F	2 WMLX-F>	2 WMLX-F	2 WKKS-F	2 WLAP	2 WVLC-F>	2 WVLC-F>>	2 WVLC-F>>	2 WKQQ-F>
3 WMLX-F	3 WKQQ-F<	3 WKKS-F	3 WKQQ-F	3 WMLX-F	3 WKKS-F>	3 WMLX-F>	3 WMLX-F>	3 WMLX-F	3 WTKT-AF
4 WCKU-F>>	4 WCKU-F	4 WKQQ-F	4 WKKS-F	4 WCKU-F	4 WMLX-F	4 WCKU-F	4 WTKT-AF	4 WTKT-AF	4 WMLX-F>
5 WLFX-F	5 WKKS-F	5 WCKU-F	5 WCKU-F	5 WKQQ-F	5 WLFX-F	5 WKKS-F	5 WCKU-F	5	5 WCKU-F
6 WKKS-F	6	6	6	6 WTKT-AF	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		59 (2)	59 (2)	14.6	15.2	WCGW 770	Nicholasvl/Lex 0.8/3.3/ 15/ 246
AOR/CLASSIC		71 (1)	71 (1)	17.5	20.3	WHRS 1380	Windchester 0.6/1.7/ 3/ 51
AC/OLDIES	12 (2)	28 (1)	40 (3)	9.9	16.2	WJMM-F 106.3	Versailles 0.4/5.2/ 2/ 158
FULL SVC/VARIETY	37 (3)		37 (3)	9.1	9.9		
COUNTRY		106 (1)	106 (1)	26.2	15.2	WHAS 840	Louisville 0.6/4.6/ 38/ 701
BLACK/URBAN		44 (1)	44 (1)	10.9	14.7	WLW 700	Cincinnati 0.6/3.5/ 19/ 289
SAC/EZ	3 (1)	31 (1)	34 (2)	8.4			
NEWS/TALK	8 (1)		8 (1)	2.0	1.5		
NOSTALGIA					3.3		
RELIGION/GOSPEL	4 (1)	2 (1)	6 (2)	1.5	3.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	64 (8)	341 (8)	405 (16)				

RADIO STATIONS

WLAP , 630, 5 KW/1 KW (DA-2), Oldies	UNIULT, \$14.00 (Durpetti) Trumper
WLXG , 1300, 2.5 KW/1 KW (DA-N), Talk	NBC, ABC, \$11.00 (Banner) Martin
WVLC , 590, 5 KW/1 KW (DA-2), Full Service	ABC, \$32.00 (Katz) Bluegrass
WCKU-F, 102.5, 2 KW @ 400	ABC, \$18.00 (Torbet) (NICHOLASVILLE)
WGKS-F, 96.9, 41 KW @ 548	UNISUP, \$21.00 (Banner) Martin (PARIS)
WJMM-F, 106.3, 3 KW @ 298	, \$14.00 (---) Mortenson (VERSAILLES)
WKQQ-F, 98.1, 100 KW @ 561	, \$54.00 (Christal) Village
WLFX-F, 100.1, 1.4 KW @ 459	, \$15.00 (Durpetti) (WINCHESTER)
WMLX-F, 94.5, 100 KW @ 640	, \$50.00 (Durpetti) Trumper
WTKT-F, 103.3, 6 KW @ 298	, \$20.00 (Eastman) (GEORGETOWN)
WVLC-F, 92.9, 100 KW @ 850	, \$55.00 (Katz) Bluegrass

Miscellaneous: WLFX-F reclassified as CHR . . . WCOZ-F changes to WGKS-F (June) . . . WLAP-F changes to WMLX-F and format from CHR to AC/CHR . . . WHRS, WLFX-F (Winchester) sold out of receivership to Bud Walters (Cromwell) for \$600,000 . . .

LINCOLN

Arbitron Rank/Pop (12+): 170/180,300

Stations: 19/12
 Diaries: 620/291:1/58.9%
 Sample Target: 610
 % Below Line: 9.0
 % Not Listed: 15.9

1991 Revenue: \$8,800,000
 HH Inc.: \$35,589
 Retail \$: 1.5 Bil
 Pop per Station: 15,025
 #1 Biller: KFOR \$2,100,000

MSA Rank/Pop: 201/216,300
 ADI # 98
 Average Person Ratings: 16.1
 Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KZKX-F (C)	43/14.8	13.3	11.6	8.8	8.8	----	69/813	463/25.7	27.7	22.3	C	KZKX-F
2. KFRX-F (CHR)	34/11.7	8.2	6.6	7.5	12.8	----	38/668	508/28.2	24.5	25.9	B	KFRX-F
3. KFOR (FS)	31/10.7	13.3	10.6	13.9	12.5	----	37/497	422/23.4	33.0	22.2	D	KFOR
4. KTGL-F (CL AOR)	18/ 6.2	8.2	7.9	6.8	10.5	----	32/440	274/15.2	19.0	19.4	C	KTGL-F
5. KLIN (FS/MOR)	17/ 5.9	5.1	4.6	4.1	5.1	----	17/280	256/14.2	15.0	12.7	A	KLIN
6. KIBZ-F (AOR)	15/ 5.2	0.7	2.0	6.1	3.7	----	16/230	198/11.0	4.7	7.4	A	KIBZ-F
7. KEZG-F (SAC/EZ)	13/ 4.5	6.1	6.9	9.5	6.4	----	20/326	201/11.1	13.0	15.7	B	KEZG-F
8. KFAB (FS)	11/ 3.8	3.7	3.3	4.4	2.0	----	42/548	186/10.3	13.0	12.1		KFAB
KLDZ-F (O)	11/ 3.8	4.8	7.6	5.1	4.1	----	13/279	198/11.0	16.5	16.9	B	KLDZ-F
KFGE-F (AC)	11/ 3.8	----	----	----	----	----	14/252	197/10.9	0.0	0.0		KFGE-F
11. KKNB-F (CHR)	9/ 3.1	5.1	4.0	4.4	4.7	----	20/501	278/15.4	18.2	14.9	A	KKNB-F
KFMQ-F (AOR)	9/ 3.1	8.2	9.2	6.4	8.8	----	18/485	273/15.1	17.6	22.5	C	KFMQ-F
13. KHAT (BB)	7/ 2.4	2.0	3.3	1.7	0.7	----	10/131	92/ 5.1	2.8	4.2		KHAT
14. KEZO-F (AOR)	6/ 2.1	3.1	1.3	0.7	3.4	----	15/270	134/ 7.4	10.1	9.6		KEZO-F
15. KEFM-F (AC)	4/ 1.4	1.0	2.3	1.4	1.4	----	9/192	120/ 6.7	6.0	8.6		KEFM-F

12+ FM SHARE (METRO): 72.54% (177 of 244) (SPG 91: 70.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFRX-F>>	1 KFRX-F<	1 KZKX-F	1 KZKX-F>	1 KZKX-F>	1 KFOR	1 KFOR >	1 KZKX-F>	1 KZKX-F>	1 KFRX-F	1 KFAB >>
2	2 KZKX-F	2 KFRX-F>	2 KFRX-F>	2 KFRX-F	2 KZKX-F>	2 KZKX-F	2 KFRX-F	2 KFRX-F>	2 KZKX-F>	2
3	3 KTGL-F	3 KTGL-F>	3 KTGL-F	3 KFOR	3 KLIN	3 KFRX-F>	KFOR	3 KFOR >	3 KFAB >	3
4	4 KIBZ-F	4 KIBZ-F	4 KFOR	4 KTGL-F	4 KFAB	4 KLIN	4 KLIN	4 KTGL-F<	4 KIBZ-F>	4
5	5	5	5 KEZG-F	5 KLIN	5	5 KTGL-F	5 KTGL-F	5 KIBZ-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 KZKX-F	1 KZKX-F	1 KZKX-F>	1 KZKX-F>	1 KZKX-F>>	1 KIBZ-F	1 KTGL-F	1 KZKX-F	1 KFRX-F	1 KZKX-F>
2 KFRX-F>>	2 KFRX-F>	2 KTGL-F	2 KFRX-F>	2 KFRX-F	2 KTGL-F	2 KIBZ-F	KTGL-F	2 KZKX-F	2 KFRX-F
3 KKNB-F	3 KTGL-F>	KFRX-F	3 KEZG-F	KEZG-F	3 KFRX-F>	KFRX-F>	KFRX-F>	KTGL-F	3 KLIN
KIBZ-F>	4	KEZG-F>	4 KTGL-F	4 KFOR	4 KEZO-F>	4 KZKX-F	4 KIBZ-F	4 KIBZ-F	KFOR
5 KTGL-F	5	5	KFGE-F	5	5 KFMQ-F	KFMQ-F	KFMQ-F>	5	5 KTGL-F

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA
							SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		44 (3)	44 (3)	18.0	12.8		
AOR/CLASSIC		48 (4)	48 (4)	19.7	22.9	KGOR-F 99.9 Omaha	0.7/4.1/ 14/ 168
AC/OLDIES		28 (4)	28 (4)	11.5	22.1	KQKQ-F 98.5 Council Bluffs	0.3/6.8/ 4/ 180
FULL SVC/VARIETY	59 (3)		59 (3)	24.2	21.7	WOW 590 Omaha/C.Bluff	0.3/3.7/ 8/ 178
COUNTRY	1 (1)	44 (2)	45 (3)	18.4	16.7	WOW -F 94.1 Omaha/Cncl Blfs	0.3/3.9/ 10/ 198
BLACK/URBAN							
SAC/EZ		13 (1)	13 (1)	5.3			
NEWS/TALK							
NOSTALGIA	7 (1)		7 (1)	2.9	3.9		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	67 (5)	177 (14)	244 (19)				

RADIO STATIONS

KFOR , 1240, 1 KW , Full Service ABC, \$35.00 (Katz) May
 KHAT , 1530, 5 KW (DAYS) , Nostalgia , \$11.00 (Durpetti) Tate
 KLIN , 1400, 1 KW , MOR/FS CNN CBS, \$17.00 (---)
 KEZG-F, 107.3, 100 KW @ 548 , Soft AC/EZ UNISUP CBS, \$16.00 (---)
 KFGE-F, 105.3, 3 KW @ 328 , AC (?) , \$10.00 (---)
 KFMQ-F, 101.9, 100 KW @ 180 , AOR , \$21.00 (Banner) Midwest Comm.
 KFRX-F, 102.7, 100 KW @ 430 , CHR , \$25.00 (Katz) May
 KIBZ-F, 106.3, 3 KW @ 144 , AOR , \$14.00 (Durpetti) Tate
 KKNB-F, 104.1, 50 KW @ 223 , CHR , \$13.00 (---) (CRETE)
 KLDZ-F, 95.1, 50 KW @ 285 , Oldies UNIULT UNISUP, \$17.00 (Christal)
 KTGL-F, 92.9, 100 KW @ 810 , Classic AOR , \$24.00 (K & P) (BEATRICE)
 KZKX-F, 96.9, 100 KW @ 581 , Country , \$29.00 (HNWH) (SEWARD)

KFAB -- see Omaha

Miscellaneous: KFGE-F signs on with some type of AC . . . KMXA-F changes to KIBZ-F and format from AC to AOR . .

LITTLE ROCK

Arbitron Rank/Pop (12+): 83/425,800

Stations: 22/21
Diaries: 937/454:1/51.7%
Sample Target: 910
% Below Line: 0.9
% Not Listed: 9.5

1991 Revenue: \$13,500,000
HH Inc.: \$30,766
Retail \$: 4.4 Bil
Pop per Station: 20,276
#1 Biller: KSSN-F \$4,200,000

MSA Rank/Pop: 97/523,000
ADI # 57
Average Person Ratings: 16.0
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KSSN-F (C)	143/20.9	25.7	24.7	17.3	20.1	22.1	294/3221	1540/36.2	38.9	36.9	F	KSSN-F
2. KMJX-F (AOR)	77/11.3	10.0	7.7	11.2	9.2	10.1	118/1326	798/18.7	13.7	18.2	D	KMJX-F
3. KIPR-F (B)	69/10.1	9.4	7.4	8.9	8.9	8.9	135/1310	663/15.6	16.5	14.3	B	KIPR-F
4. KARN (N/T)	62/ 9.1	7.2	5.2	6.1	6.3	6.9	66/890	748/17.6	13.4	13.0	B	KARN
5. KEZQ-F (SAC)	45/ 6.6	6.3	8.4	8.5	10.2	7.4	75/1179	612/14.4	16.0	19.6	D	KEZQ-F
6. KURB-F (AC)	41/ 6.0	6.7	6.2	8.6	4.9	6.9	66/1413	809/19.0	20.9	18.8	B	KURB-F
7. KKYK-F (CHR)	29/ 4.2	3.9	5.1	5.5	4.3	4.7	68/1345	632/14.8	13.7	17.0	B	KKYK-F
8. KOLL-F (O)	26/ 3.8	4.6	3.2	5.2	5.7	4.2	57/1118	555/13.0	10.2	14.5	D	KOLL-F
9. KXIX-F (C)	24/ 3.5	2.7	3.3	3.6	2.8	3.3	35/628	487/11.4	10.5	9.1	A	KXIX-F
10. KMZX-F (B)	17/ 2.5	3.3	3.5	3.2	2.1	3.1	17/309	281/ 6.6	7.1	5.9	A	KMZX-F
KLRG (G)	17/ 2.5	1.9	2.0	2.2	2.9	2.2	17/243	223/ 5.2	4.6	4.6	A	KLRG
12. KHLT-F (AC)	14/ 2.0	2.8	4.2	4.6	4.3	3.4	32/737	396/ 9.3	12.3	12.6	D	KHLT-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 80.58% (498 of 618) (SPG 91: 81.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIPR-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 KARN >>
2 KSSN-F	2 KMJX-F>	2 KMJX-F>	2 KMJX-F>	2 KMJX-F>	2 KARN	2 KARN	2 KARN	2 KMJX-F	2 KIPR-F	2 KSSN-F
KKYK-F>	3 KIPR-F>	3 KIPR-F>	3 KURB-F<	3 KURB-F<	3 KEZQ-F>	3 KIPR-F<	3 KMJX-F	3 KIPR-F>	3 KMJX-F>	3 KIPR-F>
4 KMJX-F	4 KURB-F>	4 KURB-F>	4 KIPR-F	4 KIPR-F<	4 KOLL-F<	4 KMJX-F>	4 KEZQ-F	4 KURB-F	4 KARN	4 KMJX-F
5	5 KKYK-F	5 KEZQ-F	5 KEZQ-F	5 KEZQ-F	5 KMJX-F	5 KEZQ-F	5 KIPR-F	5 KEZQ-F	5 KKYK-F	5
6	6	6	6 KOLL-F<	6 KARN	6	6 KURB-F>	6 KURB-F>	KARN	6	6
7	7	7	7 KARN	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 KSSN-F>	1 KSSN-F>>	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>	1 KMJX-F>	1 KMJX-F	1 KMJX-F	1 KMJX-F	1 KSSN-F
2 KIPR-F>	2 KMJX-F	2 KMJX-F	2 KIPR-F	2 KURB-F	2 KIPR-F	2 KSSN-F>	2 KSSN-F>>	2 KSSN-F>	2 KMJX-F>
3 KMJX-F	KIPR-F>	3 KIPR-F>	3 KURB-F	3 KEZQ-F	3 KSSN-F>	3 KIPR-F>	3 KIPR-F>	3 KIPR-F>	3 KARN
4 KKYK-F>	4 KURB-F>	4 KIPR-F>	KMJX-F	4 KMJX-F	4 KKYK-F	4 KURB-F>	4 KURB-F	4 KURB-F	4 KIPR-F
5 KURB-F	5 KHLT-F	5 KHLT-F	5 KEZQ-F	KIPR-F	5 KURB-F>	5 KKYK-F	5	5 KARN	5 KURB-F
KHLT-F	6	6	6 KOLL-F	6 KOLL-F	6 KLRG	6	6	6	6
7 KLRG	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		29 (1)	29 (1)	4.7	10.6	KAAY 1090 Little Rock	0.4/2.5/ 11/ 237		
AOR/CLASSIC		77 (1)	77 (1)	12.5	10.3	KBIS 1010 Little Rock	1.2/4.8/ 8/ 187		
AC/OLDIES		89 (5)	89 (5)	14.4	22.6	KCON 1230 Conway	0.4/0.9/ 3/ 40		
FULL SVC/VARIETY						KGHT 880 Sherdn/Lttl Rck	1.0/2.1/ 13/ 144		
COUNTRY	7 (1)	167 (2)	174 (3)	28.2	26.0	KITA 1440 Little Rock	1.0/3.7/ 7/ 161		
BLACK/URBAN		86 (2)	86 (2)	13.9	12.4	KMTL 760 Sherwood/LtlRck	0.9/1.7/ 6/ 87		
SAC/EZ	3 (1)	45 (1)	48 (2)	7.8		KYTN-F 107.7 Wrghtsvle/LtlRk	0.7/1.8/ 9/ 92		
NEWS/TALK	70 (2)		70 (2)	11.3	8.9				
NOSTALGIA	7 (1)		7 (1)	1.1	2.8	KLAZ-F 105.9 Ht Spgs/Lttl Rk	0.9/2.1/ 21/ 396		
RELIGION/GOSPEL	33 (4)		33 (4)	5.3	6.4				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		5 (1)	5 (1)	0.8					
	120 (9)	498 (13)	618 (22)						

LITTLE ROCK

RADIO STATIONS

KAAY, 1090, 50 KW (DA-1)	, RELIGION		\$ 15.00 (---)	Beasley
KARN, 920, 5 KW (DA-2)	, NEWS/TALK	CBS	\$ 25.00 (Katz)	
KBIS, 1010, 10 KW/5 KW (DA-N)	, BUSINESS NEWS	BRN NBC	\$ 14.00 (Christal)	Signal
KGKO, 850, 1 KW (DAYS)	, NOSTALGIA	UNISUP CNN	\$ 12.00 (---)	(BENTON)
KITA, 1440, 5 KW/249W	, RELIGION		\$ 10.00 (---)	
KLRG, 1150, 5 KW/1 KW (DA-N)	, GOSPEL	MBS	\$ 13.00 (K & P)	Willis
KEZQ-F, 100.3, 44 KW @ 1368,	SOFT AC	CBS	\$ 36.00 (McGuild)	
KHLT-F, 94.1, 100 KW @ 771,	AC		\$ 34.00 (Christal)	Signal
KIPR-F, 92.3, 100 KW @ 938,	BLACK		\$ 24.00 (Katz)	(PINE BLUFF)
KKYK-F, 103.7, 100 KW @ 1509,	CHR		\$ 25.00 (Banner)	
KMJX-F, 105.1, 79 KW @ 1053,	AOR	ABC	\$ 45.00 (HNWH)	(CONWAY)
KMZX-F, 106.3, 3 KW @ 289,	BLACK	NBS	\$ 17.00 (K & P)	Willis (LONOKE)
KOLL-F, 94.9, 96 KW @ 1843,	OLDIES	UNIPWR	\$ 35.00 (McGuild)	So. Starr (MAUMELLE)
KSSN-F, 95.7, 92 KW @ 1663,	COUNTRY	ABC	\$ 94.00 (Katz)	South. Skies
KURB-F, 98.5, 99 KW @ 879,	AC	SOURCE	\$ 32.00 (Eastman)	GHB (Buck)
KXIX-F, 102.9, 50 KW @ 495,	COUNTRY		\$ 16.00 (---)	(SHERIDAN)

***** FORMAT CODES *****

* 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	REL - 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	*

***** REVENUE LEVEL CODES *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,483,300
 MSA Rank/Pop: 2/12,100,000
 ADI # 2
 Average Person Ratings: 18.2
 Market TSL: 24.00 hours

Stations: 46/43
 Diaries: 4749/1997:1/48.1%
 Sample Target: 4020
 % Below Line: 1.2
 % Not Listed: 10.2

1991 Revenue: \$402,000,000
 HH Inc.: \$42,203
 Retail \$: 92.5 Bll
 Pop per Station: 220,542
 #1 Biller: KABC \$35,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KOST-F (AC)	863/ 5.0	4.8	6.0	5.9	6.1	5.4	1040/18473	15400/16.2	18.4	16.8	K	KOST-F
2. KIIS-AF (CHR)	774/ 4.5	5.0	4.9	5.2	4.7	4.9	909/19787	16632/17.5	19.0	17.8	K	KIIS-AF
3. KABC (T)	760/ 4.4	3.4	4.2	4.7	5.1	4.2	819/11468	10341/10.9	10.1	11.2	K	KABC
KLVE-F (SP)	760/ 4.4	3.3	4.0	3.5	2.8	3.8	837/8650	7772/ 8.2	7.9	6.6	J	KLVE-F
5. KPWR-F (CHR)	728/ 4.2	5.0	4.3	3.5	3.4	4.3	809/15976	14140/14.9	14.6	12.7	J	KPWR-F
6. KRTH-F (O)	703/ 4.1	3.5	4.0	3.8	3.6	3.8	886/16968	13500/14.2	13.3	12.9	J	KRTH-F
7. KLOS-F (AOR)	693/ 4.0	3.5	4.4	4.5	4.5	4.1	975/15018	10586/11.2	12.6	11.8	K	KLOS-F
8. KBIG-F (AC)	683/ 4.0	4.2	3.2	3.8	4.1	3.8	788/12237	10219/10.8	10.5	11.3	K	KBIG-F
9. KKB-T (B)	655/ 3.8	3.8	3.8	4.9	4.1	4.1	765/8954	7579/ 8.0	7.9	9.2	J	KKB-T
10. XKEZ-F (SAC)	633/ 3.7	3.2	2.9	2.8	3.0	3.2	685/10870	9816/10.4	7.9	8.2	I	XKEZ-F
11. KWKW (SP)	584/ 3.4	4.2	3.8	3.1	3.4	3.6	589/6101	6023/ 6.4	6.7	7.0	I	KWKW
12. KLSX-F (CL AOR)	573/ 3.3	3.0	2.8	2.8	2.8	3.0	673/12393	10325/10.9	10.2	9.2	J	KLSX-F
13. KTNQ (SP)	550/ 3.2	2.3	3.0	2.4	2.7	2.7	564/7154	6859/ 7.2	6.6	5.9	J	KTNQ
14. KROQ-F (AOR)	542/ 3.1	3.1	3.2	2.7	3.1	3.0	677/11053	9237/ 9.7	9.2	8.5	I	KROQ-F
15. KFI (T)	497/ 2.9	2.5	2.7	2.1	2.3	2.5	805/11929	7885/ 8.3	8.2	6.6	H	KFI
16. KFVB (N)	495/ 2.9	3.2	2.5	3.1	3.1	2.9	547/14075	12679/13.4	12.5	13.8	K	KFVB
17. KNX (N)	428/ 2.5	2.4	2.8	2.6	2.7	2.6	579/13168	9846/10.4	12.2	11.3	J	KNX
18. KQLZ-F (AOR)	401/ 2.3	2.2	2.4	2.2	2.0	2.3	559/10160	7535/ 7.9	7.9	7.5	I	KQLZ-F
19. KKHJ (SP)	388/ 2.2	2.3	1.9	2.1	1.7	2.1	409/5618	5404/ 5.7	5.4	5.1	D	KKHJ
20. KTWV-F (J/NAC)	363/ 2.1	3.1	2.2	2.5	2.8	2.5	432/8243	6965/ 7.3	7.6	8.5	J	KTWV-F
21. KCBS-F (O)	353/ 2.0	1.9	1.4	1.4	1.9	1.7	444/9064	7403/ 7.8	5.2	6.8	H	KCBS-F
22. KZLA-F (C)	338/ 2.0	2.3	2.4	2.6	1.6	2.3	387/5318	4706/ 5.0	5.5	4.6	J	KZLA-F
23. KALI (SP)	305/ 1.8	1.2	1.0	1.1	1.9	1.3	318/4046	3921/ 4.1	3.3	3.6	E	KALI
24. KKGQ-F (CL)	277/ 1.6	1.7	1.3	1.4	1.4	1.5	309/5688	4956/ 5.2	5.8	5.0	E	KKGQ-F
25. KMPC (SPRTS)	227/ 1.3	2.4	2.8	2.6	2.6	2.3	271/5833	4973/ 5.2	7.0	6.8	J	KMPC
26. KLIT-F (SAC)	208/ 1.2	1.3	1.5	1.6	0.9	1.4	238/5658	4846/ 5.1	5.3	4.2	F	KLIT-F
27. KJLH-F (B)	158/ 0.9	1.1	1.2	1.4	1.3	1.1	160/3224	3121/ 3.3	3.9	4.9	E	KJLH-F
28. KACE-F (J/NAC)	131/ 0.8	0.8	0.8	0.9	0.7	0.8	131/1997	1980/ 2.1	2.0	2.7	D	KACE-F
29. KRLA (O)	125/ 0.7	0.6	1.0	0.8	1.1	0.8	153/3071	2734/ 2.9	3.2	3.9	D	KRLA
30. KSKQ-F (SP)	121/ 0.7	0.5	0.7	0.9	1.0	0.7	122/2939	2842/ 2.5	2.1	2.9	D	KSKQ-F
31. KOCH-FF (AOR)	119/ 0.7	0.7	0.5	----	----	0.5	244/5878	5684/ 3.0	2.3	0.0		KOCH-AF
32.												
33.												
34.												
35.												

12+ FM SHARE (METRO): 68.11% (10557 of 15501) (SPG 91: 66.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F	1 KLOS-F	1 KLOS-F<	1 KLOS-F	1 KOST-F	1 KABC	1 KLOS-F	1 KOST-F<	1 KOST-F	1 KOST-F<	1 KABC >>
2 KIIS-AF>>	2 KLVE-F	2 KOST-F<	2 KOST-F<	KLOS-F<	2 XKEZ-F	2 KLVE-F<	2 KBIG-F	2 KIIS-AF	2 KABC	2 KNX
3 KKB-T-F	3 KPWR-F	3 KLVE-F	3 KLVE-F<	3 KLVE-F	3 KFVB	3 KABC <	3 KRTH-F	KPWR-F	3 KROQ-F	3 KFVB
4 KROQ-F>	KOST-F	4 KRTH-F	4 KRTH-F<	4 KRTH-F<	4 KFI	4 KLSX-F	4 XKEZ-F	4 KRTH-F<	4 KKB-T-F	4 KFI >>
5 KQLZ-F	KKB-T-F	5 KBIG-F<	5 KBIG-F	5 KBIG-F	5 KOST-F	5 KIIS-AF	5 KLVE-F<	5 KBIG-F	5 KPWR-F	5 KOST-F>>
6 KOST-F	6 KROQ-F	6 KLSX-F<	6 KLSX-F	6 KWKW	6 KRTH-F	6 KFVB	6 KFI <	6 XKEZ-F	6 KIIS-AF	6 KTNQ
7	7 KIIS-AF<	7 KIIS-AF	7 KIIS-AF	7 KIIS-AF	KNX	7 KWKW	7 KABC	7 KLOS-F	7 KRTH-F<	7 KLVE-F
8	8 KLSX-F	8 KKB-T-F	KWKW	8 XKEZ-F	8 KBIG-F	KTNQ	8 KIIS-AF	8 KKB-T-F	8 KLVE-F	8 KKB-T-F
9	9 KBIG-F	9 KPWR-F	KKB-T-F	9 KTNQ	9 KTNQ	9 KOST-F	KLOS-F<	9 KLVE-F	9 KQLZ-F	9 KLSX-F
10	10 KWKW	10 KWKW	10	KKB-T-F	10 KLVE-F	10 KPWR-F	10 KTNQ	10 KROQ-F	10 KWKW	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 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 KLOS-F<	2 KLVE-F	2 KBIG-F	2 KROQ-F>	2 KLSX-F	2 KLVE-F	2 KLSX-F	2 KLSX-F<
KKB-T-F<	3 KKB-T-F	3 KLVE-F<	3 KIIS-AF	3 KLVE-F	3 KLSX-F	3 KPWR-F<	KLSX-F	3 KRTH-F<	3 KRTH-F<
4 KROQ-F<	4 KIIS-AF<	4 KBIG-F	KBIG-F	4 XKEZ-F	4 KLOS-F	4 KROQ-F	4 KKB-T-F	4 KLVE-F	4 KLVE-F
5 KLVE-F	5 KBIG-F	5 KKB-T-F	5 KKB-T-F	5 KRTH-F<	5 KQLZ-F	5 KLVE-F	5 KQLZ-F<	5 KPWR-F	5 KBIG-F<
6 KOST-F	6 KPWR-F	6 KIIS-AF	6 KLOS-F<	6 KLOS-F<	6 KOST-F	6 KQLZ-F<	6 KRTH-F	6 KROQ-F<	6 KTNQ
7 KQLZ-F	KLOS-F	7 KWKW	7 KRTH-F	7 KIIS-AF	7 KLVE-F<	7 KKB-T-F	7 KWKW	7 KWKW	7 KWKW
8 KBIG-F	8 KROQ-F	8 KPWR-F	8 XKEZ-F	8 KKB-T-F<	8 KIIS-AF	8 KRTH-F	8 KTNQ	KOST-F<	KOST-F
9 KKHJ	9 KWKW	9 KRTH-F	9 KPWR-F	9 KWKW	KRTH-F	9 KWKW <	KROQ-F	9 KTNQ	9 KFI <
10 KRTH-F	10 KRTH-F	10	10 KWKW	10	10 KWKW	10 KOST-F	KPWR-F	10 KKB-T-F	10 KKB-T-F

LOS ANGELES

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME	TSA TSA
					%		SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP	22 (1)	1660 (4)	1682 (5)	10.9	9.8	KEZY-F 95.9 Anaheim	0.6/2.6/107/2547	
AOR/CLASSIC		2422 (7)	2422 (7)	15.6	14.8	KGFJ 1230 Los Angeles	0.5/1.3/ 92/1238	
AC/OLDIES	125 (1)	2602 (4)	2727 (5)	17.6	23.5	KGRB 900 West Covina	0.3/0.9/ 67/1042	
FULL SVC/VARIETY						KIKF-F 94.3 Garden Grove/LA	0.5/1.3/ 87/1239	
COUNTRY	99 (1)	480 (3)	579 (4)	3.7	3.1	KKLA-F 99.5 Los Angeles	0.5/1.7/ 93/1932	
BLACK/URBAN	92 (1)	813 (2)	905 (3)	5.8	8.0	KLAC 570 LA/Anaheim	0.6/2.7/125/3074	
SAC/EZ		841 (2)	841 (2)	5.4		KNAC-F 105.5 Long Beach/LA	0.5/2.3/111/2488	
NEWS/TALK	2481 (6)		2481 (6)	16.0	15.7	KPLS 830 Orange	0.5/0.8/ 95/ 842	
NOSTALGIA	52 (1)		52 (1)	0.3	2.9	KSKQ 1540 Los Angeles	0.6/2.0/108/1929	
RELIGION/GOSPEL		87 (1)	87 (1)	0.6	1.6	KWIZ 1480 Santa Ana	0.3/0.9/ 50/ 837	
SPANISH	2073 (7)		2954 (9)	19.1	15.8			
CLASSICAL		277 (1)	277 (1)	1.8	1.6	KFRQ-F 95.1 S Bernardino	0.3/1.0/301/4071	
JAZZ/NEW AGE		494 (2)	494 (2)	3.2	3.1	KGGI-F 99.1 Riverside	0.4/1.5/328/4907	
UNKNOWN/OTHERS						XTRA 690 Tijuana/SnDiego	0.4/1.5/115/2118	
	4944 (18)	10557 (28)	15501 (46)					

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N), TALK	ABC, \$ 425.00 (Katz)	Cap Cities/ABC
KALI, 1430, 5 KW (DA-2), HISPANIC	, \$ 80.00 (Katz Hisp)	United
KFI, 640, 50 KW, TALK	MBS, \$ 120.00 (Christal)	Cox
KFWB, 980, 5 KW, NEWS	CNN ABC, \$ 315.00 (Group W)	Westinghouse
KGFJ, 1230, 1 KW, BLACK OLDIES	SBN, MBS, \$ 65.00 (Srolin)	
KGIL, 1260, 5 KW (DA-2), TALK	, \$ 55.00 (HNWH)	Buckley
KIEV, 870, 10 KW/1 KW (DA-2), VARIOUS	, \$ NA (---)	
KKHJ, 930, 5 KW (DA-N), HISPANIC	, \$ 100.00 (Katz Hisp)	
KLAC, 570, 5 KW (DA-N), COUNTRY	ABC, \$ 90.00 (Eastman)	Malrite
KMPC, 710, 50 KW/10 KW (DA-N), SPORTS	NBC, \$ 200.00 (Durpett1)	Golden West
KNX, 1070, 50 KW, NEWS	CBS, \$ 315.00 (CBS)	CBS
KRLA, 1110, 50 KW/20 KW (DA-2), OLDIES	, \$ 82.00 (MMR)	Greater Media
KSKQ, 1540, 50 KW/10 KW (DA-2), SEE KSKQ-FM		
KTNQ, 1020, 50 KW (DA-2), HISPANIC	, \$ 160.00 (Caballero)	Heftel
KWKW, 1330, 5 KW (DA-N), HISPANIC	, \$ 190.00 (Lotus)	Lotus

FM STATIONS

KACE, 103.9, 1.6 KW @ 371, JAZZ/NAC	APR, UNIULT, \$ 90.00 (K & P)	All Pro
KBIG, 104.3, 105 KW @ 2890, AC	, \$ 350.00 (CBS)	Bonneville
KCBS, 93.1, 29 KW @ 3496, OLDIES	CBS, \$ 190.00 (CBS)	CBS
KFSG, 96.3, 54 KW @ 480, RELIGION	, \$ NA (---)	
KIIS, 102.7, 8 KW @ 2959, CHR	, \$ 450.00 (McGuild)	Gannett
KJLH, 102.3, 2.2 KW @ 338, BLACK	, \$ 100.00 (Roslin)	
KKBT, 92.3, 43 KW @ 2909, BLACK	, \$ 325.00 (MMR)	Evergreen
KKGO, 105.1, 18 KW @ 2886, CLASSICAL	APR, \$ 125.00 (CMBS)	Mt. Wilson
KKLA, 99.5, 30 KW @ 669, RELIGION	, \$ NA (---)	
KLIT, 101.9, 2.5 KW @ 2831, SOFT AC	, \$ 105.00 (Banner)	Golden West
KLOS, 95.5, 61 KW @ 3129, AOR	ABC, \$ 475.00 (Katz)	Cap Cities/ABC
KLSX, 97.1, 21 KW @ 3001, CLASSIC AOR	, \$ 300.00 (MMR)	Greater Media
KLVE, 107.5, 30 KW @ 2998, HISPANIC	, \$ 210.00 (Caballero)	Heftel
KMAX, 107.1, 3 KW @ ?, ETHNIC/RELIG	, \$ 60.00 (---)	Douglas
KNAC, 105.5, 1 KW @ 469, AOR	ABC, \$ 101.00 (---)	
KOST, 103.5, 13 KW @ 3100, AC	, \$ 510.00 (Christal)	Cox
KPWR, 105.9, 72 KW @ 771, CHR	, \$ 350.00 (HNWH)	Emmis
KQLZ, 100.3, 5 KW @ 3004, AOR	SOURCE, \$ 250.00 (Durpett1)	Westwood One
KROQ, 106.7, 6 KW @ 1387, AOR	, \$ 270.00 (Torbet)	Infinity
KRTH, 101.1, 51 KW @ 3129, OLDIES	UNIULT, \$ 384.00 (Banner)	Beasley
KSKQ, 97.9, 79 KW @ 410, HISPANIC	, \$ 100.00 (---)	SBS
KTWV, 94.7, 55 KW @ 2831, JAZZ/NAC	, \$ 340.00 (Group W)	Westinghouse
KXEZ, 98.7, 75 KW @ 1181, SOFT AC/EZ	, \$ 255.00 (Torbet)	Viacom
KZLA, 93.9, 19 KW @ 3136, COUNTRY	, \$ 290.00 (Eastman)	Malrite

LOUISVILLE

Arbitron Rank/Pop (12+): 51/791,500
 MSA Rank/Pop: 52/968,000
 ADI # 46
 Average Person Ratings: 15.9
 Market TSL: 21.25 hours

Stations: 19/18
 Diaries: 1343/589:1/52.4%
 Sample Target: 1320
 % Below Line: 0.3
 % Not Listed: 11.3

1991 Revenue: \$25,500,000
 HH Inc.: \$30,273
 Retail \$: 7.6 Bill
 Pop per Station: 43,972
 #1 Biller: WHAS \$7,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WAMZ-F (C)	231/18.4	21.4	22.9	17.9	19.5	20.1	342/3888	2598/32.8	33.4	29.1	G	WAMZ-F
2. WHAS (FS)	160/12.7	14.6	14.5	14.3	14.3	14.0	192/2965	2292/29.0	30.4	30.4	H	WHAS
3. WDJX-F (CHR)	120/ 9.5	8.5	7.6	8.0	8.9	8.4	171/2813	2015/25.5	20.4	23.1	D	WDJX-F
4. WQMF-F (AOR)	107/ 8.5	7.5	7.1	10.4	7.8	8.4	157/2024	1482/18.7	17.3	18.0	D	WQMF-F
5. WLRS-F (AC)	74/ 5.9	4.8	4.8	4.6	3.4	5.0	77/1229	1147/14.5	12.8	11.3	B	WLRS-F
6. WRKA-F (AC)	72/ 5.7	6.2	5.0	6.7	4.9	5.9	80/1262	1158/14.6	16.1	17.1	C	WRKA-F
7. WGZB-F (B)	68/ 5.4	5.9	5.9	5.8	6.7	5.8	72/819	756/ 9.6	9.5	10.1	B	WGZB-F
8. WAVG (T)	64/ 5.1	5.0	3.1	2.2	2.1	3.8	73/845	714/ 9.0	8.3	6.6	A	WAVG
9. WVEZ-F (SAC)	63/ 5.0	5.0	6.4	6.9	6.5	5.8	95/1432	1061/13.4	15.3	14.0	D	WVEZ-F
10. WZKS-F (CHR)	34/ 2.7	1.5	3.7	3.5	5.0	2.8	34/653	646/ 8.2	12.3	14.1	B	WZKS-F
12. WLOU (B)	31/ 2.5	2.8	2.5	3.1	2.7	2.7	32/437	412/ 5.2	6.0	6.8	A	WLOU
13.												
14.												
15.												

12+ FM SHARE (METRO): 68.91% (769 of 1116) (SPG 91: 72.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-F>>	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F>>	1 WAMZ-F>>	1 WHAS <	1 WHAS	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F	1 WAMZ-F
2 WQMF-F>	2 WQMF-F>	2 WQMF-F	2 WHAS	2 WHAS	2 WAMZ-F>>	2 WAMZ-F>>	2 WHAS	2 WQMF-F	2 WHAS >>	2 WHAS
3 WGZB-F	3 WDJX-F	3 WDJX-F	3 WRKA-F	3 WRKA-F	3 WAVG	3 WDJX-F	3 WDJX-F	3 WDJX-F	3 WDJX-F	3 WQMF-F
4 WAMZ-F	4 WLRS-F	4 WLRS-F	4 WQMF-F	4 WQMF-F	4 WRKA-F	4 WQMF-F>	4 WLRS-F	4 WQMF-F>	4 WHAS	4 WGZB-F
5	5 WGZB-F	5 WHAS <	5 WLRS-F	5 WLRS-F	5	5 WRKA-F<	5 WQMF-F	5 WGZB-F<	5 WGZB-F>	5 WLLV
6	6	6 WRKA-F	6 WDJX-F	6 WDJX-F	6	6 WLRS-F<	6 WRKA-F	6 WLRS-F	6 WLRS-F<	6
7	7	7	7 WVEZ-F	7 WVEZ-F	7	7 WAVG >	7 WRKA-F	7 WRKA-F	7 WVEZ-F>	7
						8 WVEZ-F	8 WVEZ-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 WAMZ-F	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F>>	1 WQMF-F>>	1 WAMZ-F<	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F>
2 WQMF-F	2 WLRS-F<	2 WLRS-F	2 WLRS-F	2 WLRS-F<	2 WDJX-F	2 WQMF-F>	2 WQMF-F>	2 WQMF-F>	2 WHAS
3 WDJX-F	3 WQMF-F	3 WQMF-F	3 WDJX-F	3 WHAS	3 WAMZ-F>	3 WDJX-F>	3 WRKA-F	3 WHAS	3 WQMF-F<
4 WGZB-F	4 WDJX-F>	4 WDJX-F>	4 WQMF-F	4 WRKA-F<	4 WGZB-F>	4 WRKA-F	4 WDJX-F	4 WRKA-F	4 WRKA-F
5 WLRS-F	5 WGZB-F	5 WRKA-F	5 WRKA-F	5 WDJX-F	5 WZKS-F	5 WLRS-F	5 WLRS-F	5 WDJX-F>	5
6	6	6 WVEZ-F	6 WHAS	6 WVEZ-F	6	6 WGZB-F	6 WHAS	6 WGZB-F	6
7	7	7	7 WGZB-F	7 WQMF-F	7	7	7 WVEZ-F	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	1 (1)	154 (2)	155 (3)	13.9	15.9	WDJX 1080 Louisville	0.1/1.0/ 2/ 118
AOR/CLASSIC		107 (1)	107 (1)	9.6	9.3	WFIA 900 Louisville	0.6/2.1/ 8/ 167
AC/OLDIES		146 (2)	146 (2)	13.1	19.2	WLLV 1240 Louisville	1.3/2.9/ 16/ 230
FULL SVC/VARIETY	164 (2)		164 (2)	14.7	16.2	WOBS 1570 New Albany/Lsvl	0.3/1.1/ 9/ 104
COUNTRY	49 (2)	231 (1)	280 (3)	25.1	24.7	WTMT 620 Louisville	1.2/2.8/ 15/ 257
BLACK/URBAN	31 (1)	68 (1)	99 (2)	8.9	10.7	WXVW 1450 Jeffersonvl/Lvl	0.8/2.6/ 10/ 248
SAC/EZ		63 (1)	63 (1)	5.6			
NEWS/TALK	64 (1)		64 (1)	5.7	0.4	WLW 700 Cincinnati	0.3/0.9/ 11/ 209
NOSTALGIA	10 (1)		10 (1)	0.9	1.8		
RELIGION/GOSPEL	16 (1)		16 (1)	1.4	1.9		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	12 (2)		12 (2)	1.1			
	347 (11)	769 (8)	1116 (19)				

LOUISVILLE

RADIO STATIONS

WAVG	,	970,	5 KW (DA-N)	,	Talk/Oldies	UNIULT UNISUP, \$ 24.00	(Durpetti)	
WHAS	,	840,	50 KW	,	Full Service	ABC, \$120.00	(Christal)	Clear Channel
WLOU	,	1350,	5 KW/500 W (DA-N),		Black	SBN, \$ 25.00	(---)	Johnson
WWKY	,	790,	5 KW/1 KW (DA-2),		Country	NBC, \$ 19.00	(Katz)	Wilks-Schwartz
WXVW	,	1450,	1 KW	,	Nostalgia	SMN UNISUP, \$ 23.00	(K & P)	
WAMZ-F,		97.5,	100 KW @ 500	,	Country			Clear Channel
WDJX-F,		99.7	24 KW @ 715	,	CHR	APR, \$ 60.00	(Eastman)	Stoner
WGZB-F,		96.5,	3 KW @ 295	,	Black	CNN, \$ 30.00	(---)	
WLRS-F,		102.3,	3 KW @ 285	,	AC	UNIPWR, \$ 35.00	(Durpetti)	Beck Ross
WQMF-F,		95.7,	34 KW @ 581	,	AOR			
WRKA-F,		103.1,	3 KW 2 276	,	Oldies			Franklin
WVEZ-F,		106.9,	25 KW @ 669	,	Soft AC			Wilks-Schwartz
WZKS-F,		103.9,	1 KW @ 489	,	Country			

Miscellaneous: WLSY-F (Jeffersontown) sold for \$350,000 (Rice) . . . WZKS-F from CHR to Country (April) . . . WLRS-F sold to Beck Ross for \$3,000,000 . . . WRKA-F sold to Capitol to Franklin for \$2,700,000 (E) (Blackburn) . . .

LUBBOCK

Arbitron Rank/Pop (12+): 166/183,700
 MSA Rank/Pop: 196/223,000
 ADI # 147
 Average Person Ratings: 16.8
 Market TSL: 22.25 hours

Stations: 14/13
 Diaries: 565/325:1/46.5%
 Sample Target: 610
 % Below Line: 0.3
 % Not Listed: 13.9

1991 Revenue: \$6,500,000
 HH Inc.: \$27,735
 Retail \$: 2.0 Bill
 Pop per Station: 14,130
 #1 Biller: KLLL-AF \$2,100,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. KLLL-F (C)	92/29.8	30.9	25.4	22.2	24.3	----	166/1483	848/46.2	41.5	40.6	D
2. KFMX-F (AOR)	37/12.0	11.5	9.8	13.5	8.1	----	51/567	411/22.4	21.9	22.2	B
3. KZII-F (CHR)	36/11.7	9.7	10.7	13.5	14.9	----	52/757	502/27.3	23.1	29.4	B
4. KRLB-F (AC)	31/10.0	6.8	8.5	8.1	9.7	----	40/677	479/26.1	21.0	26.5	
5. KKCL-F (O)	23/ 7.4	7.9	6.2	4.0	2.9	----	25/412	334/18.2	17.4	14.8	
6. KFYO (C/FS)	12/ 3.9	6.5	3.9	6.1	2.3	----	18/306	194/10.6	17.0	9.1	KFYO
7. KKIK-AF (SP)	9/ 2.9	3.2	5.8	6.8	3.6	----	16/228	128/ 7.0	10.1	20.0	KKIK-AF
8. KTEZ-F (SAC)	7/ 2.3	6.1	8.1	4.7	9.1	----	12/325	249/13.6	17.8	14.0	KTEZ-F
9. KCAS (BB)	7/ 2.3	1.1	0.7	1.0	1.9	----	7/59	57/ 3.1	3.8	2.4	KCAS
10. KJAK-F (REL)	5/ 1.6	2.2	1.6	3.0	1.3	----	7/183	124/ 6.8	8.3	5.3	KJAK-F

12+ FM SHARE (METRO): 88.35% (235 of 266) (SPG 91: 84.06%)

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 KFMX-F	2 KFMX-F	2 KFMX-F	2 KFMX-F	2 KFMX-F	2 KFMX-F	2 KFMX-F	2 KFMX-F	2 KFMX-F	2 KFMX-F	2 KFMX-F
3 KRLB-F	3 KZII-F	3 KZII-F	3 KZII-F	3 KZII-F	3 KZII-F	3 KZII-F	3 KZII-F	3 KZII-F	3 KZII-F	3 KZII-F
4	4 KRLB-F	4 KRLB-F	4 KRLB-F	4 KRLB-F	4 KRLB-F	4 KRLB-F	4 KRLB-F	4 KRLB-F	4 KRLB-F	4 KRLB-F
5	5	5 KKCL-F	5	5 KZII-F	5	5 KFYO	5 KRLB-F>>	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 KLLL-F	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KFMX-F	1 KFMX-F	1 KFMX-F	1 KLLL-F	1 KLLL-F>>
2 KZII-F	2 KRLB-F	2 KRLB-F>>	2 KRLB-F	2 KRLB-F	2 KZII-F	2 KLLL-F	2 KLLL-F>>	2 KFMX-F	2 KFMX-F
3 KRLB-F>>	3 KZII-F>	3 KZII-F	3 KZII-F>	3 KZII-F	3 KLLL-F	3 KZII-F>	3 KKCL-F	3 KZII-F	3 KKCL-F
4 KFMX-F	4 KFMX-F	4 KFMX-F	4 KFMX-F	4 KFMX-F	4 KRLB-F	4 KRLB-F	4 KZII-F>	4 KKCL-F	4 KZII-F
5	5	5	5	5 KZII-F	5	5 KKCL-F	5 KRLB-F	5 KRLB-F	5 KRLB-F

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		36 (1)	36 (1)	13.5	12.0	KFMX 1340 Lubbock	1.0/5.1/ 3/ 97		
AOR/CLASSIC		37 (1)	37 (1)	13.9	10.9	KLSC-F 104.7 Lamesa/Lubbock	1.0/2.7/ 9/ 114		
AC/OLDIES		57 (3)	57 (3)	21.4	26.4				
FULL SVC/VARIETY COUNTRY	12 (1)	92 (1)	104 (2)	39.1	38.4	KGNC 710 Amarillo	0.3/2.1/ 13/ 165		
BLACK/URBAN									
SAC/EZ		7 (1)	7 (1)	2.6	0.7				
NEWS/TALK	1 (1)		1 (1)	0.4	1.4				
NOSTALGIA	10 (2)		10 (2)	3.8	1.4				
RELIGION/GOSPEL		5 (1)	5 (1)	1.9	1.8				
SPANISH	8 (1)	1 (1)	9 (2)	3.4	6.9				
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	31 (5)	235 (9)	266 (14)						

RADIO STATIONS

KCAS , 1050, 250 W (DAYS)	Nostalgia	\$ 8.00 (---)	(SLATON)
KFYO , 790, 5 KW/1 KW (DA-2)	Country/FS	CBS, \$14.00 (Torbet)	Seaton
KXTQ , 950, 5 KW/500 W (DA-2)	Hispanic	\$10.00 (Cabañero)	
KFMX-F, 94.5, 100 KW @ 817	AOR	ABC, \$23.00 (Katz)	
KJAK-F, 92.7, 100 KW @ 584	Religion	\$ 8.00 (---)	(SLATON)
KRLB-F, 99.5, 100 KW @ 859	AC	ABC, \$27.00 (Christal)	Dowe
KKCL-F, 98.1, 50 KW @ 295	Oldies	NBC, \$18.00 (Banner)	Amer. General (LORENZO)
KLLL-F, 96.3, 100 KW @ 817	Country	MBS, \$46.00 (Eastman)	Pinnacle (LAMESA)
KLSC-F, 104.7, 100 KW @ 915	Oldies	\$ 8.00 (Banner)	Dowdy
KTEZ-F, 101.1, 100 KW @ 751	Soft AC	UNISUP, \$15.00 (HNWH)	Lotus
KKIK-F, 93.7, 100 KW @ 741	SEE KXTQ		
KZII-F, 102.5, 100 KW @ 817	CHR	\$ 25.00 (Torbet)	

MACON

Arbitron Rank/Pop (12+): 144/233,600 Stations: 19/15 1991 Revenue: \$8,100,000
 MSA Rank/Pop: 160/283,200 Diaries: 796/293:1/48.5% HH Inc.: \$31,259
 ADI # 120 Sample Target: 690 Retail \$: 2.1 Bil
 Average Person Ratings: 15.9 % Below Line: 3.0 Pop per Station: 15,573
 Market TSL: 21.50 hours % Not Listed: 12.9 #1 Biller: WDEN-AF \$2,700,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WDEN-F (C)	76/20.4	20.2	19.5	21.1	23.0	----	154/1647	797/34.1	31.5	31.9	D	WDEN-F
2. WQBZ-F (AOR)	38/10.2	7.9	10.8	4.1	2.2	----	60/705	396/17.0	15.1	15.9	B	WQBZ-F
3. WFXM-AF (B)	36/ 9.7	7.9	8.0	8.5	7.0	----	40/538	430/18.4	16.1	21.1	B	WFXM-AF
4. WDDO (G)	32/ 8.6	5.9	8.9	9.9	7.0	----	34/341	317/13.6	11.5	13.4	A	WDDO
5. WAYS-F (A)	29/ 7.8	7.4	10.1	11.0	14.9	----	48/909	479/20.4	22.7	29.9	C	WAYS-F
6. WPEZ-F (AC)	28/ 7.5	12.0	11.3	12.9	9.4	----	53/663	439/18.8	21.9	21.0	C	WPEZ-F
7. WPGA-F (B)	27/ 7.3	7.4	10.8	9.4	8.4	----	33/582	432/18.5	16.8	17.3	B	WPGA-F
8. WMAZ (N/T)	15/ 4.0	4.8	2.6	2.8	4.8	----	20/376	262/11.2	14.1	11.0	A	WMAZ
9. WNEX-F (CHR)	9/ 2.4	0.5	0.7	----	1.7	----	10/194	176/ 7.5	3.5	3.7	A	WNEX-F
10. WRCC-F (C)	8/ 2.2	3.1	0.5	2.3	1.4	----	9/152	139/ 6.0	4.5	3.2	A	WRCC-F

12+ FM SHARE (METRO): 79.01% (256 of 324) (SPG 91: 83.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFXM-AF	1 WQBZ-F	1 WDEN-F>	1 WDEN-F>	1 WDEN-F>	1 WDEN-F>>	1 WDEN-F>	1 WDEN-F>	1 WDEN-F>>	1 WDEN-F<	1 WDEN-F
2 WPGA >>	2 WDEN-F	2 WQBZ-F>	2 WQBZ-F	2 WQBZ-F<	2 WDDO <	2 WDDO	2 WPEZ-F	2 WQBZ-F	2 WFXM-AF	2 WPGA-F>
3 WDEN-F	3 WFXM-AF>	3 WFXM-AF<	3 WPEZ-F	3 WPEZ-F	3 WAYS-F>	3 WQBZ-F	3 WQBZ-F	3 WFXM-AF	3 WPGA-F<	3 WQBZ-F
4	4 WPGA-F	4 WPEZ-F	4 WAYS-F>	4 WAYS-F>	4 WPEZ-F	4 WAYS-F	4 WDDO	4 WPEZ-F	4 WQBZ-F>>	4 WFXM-F
5	5 WPEZ-F	5 WAYS-F	5 WFXM-AF	5 WFXM-AF	5 WMAZ	5 WPEZ-F	5 WAYS-F	5 WPGA-F	5	5
6	6	6	6	6	6	6 WFXM-AF	6	6 WAYS-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 WFXM-AF	1 WDEN-F	1 WPEZ-F	1 WDEN-F>	1 WDEN-F>	1 WDEN-F>>	1 WQBZ-F	1 WQBZ-F>>	1 WDEN-F	1 WQBZ-F
2 WDEN-F	2 WFXM-AF	2 WDEN-F	2 WPEZ-F>	2 WPEZ-F	2 WQBZ-F>	2 WDEN-F>	2 WFXM-AF	2 WQBZ-F>	2 WDEN-F>
3 WQBZ-F	3 WQBZ-F	3 WQBZ-F	3 WDDO	3 WDDO	3 WFXM-AF	3 WFXM-AF	3 WDEN-F	3 WFXM-AF>	3 WAYS-F
4 WPGA-F	4 WQBZ-F	4 WDDO	4 WFXM-AF	4 WAYS-F	4 WPGA-F	4	4	4 WAYS-F	4 WFXM-AF
5	5 WPGA-F	5 WFXM-AF	5 WQBZ-F	5	5	5	5	5	5 WPEZ-F
6	6	6 WPGA-F	6 WPGA-F	6	6	6	6	6	6
7	7	7	7 WAYS-F	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		9 (1)	9 (1)	2.8	11.4	WCOP 1350 Warner Robins	1.1/1.8/ 4/ 42	
AOR/CLASSIC		38 (1)	38 (1)	11.7	12.3	WNEX 1400 Macon	0.8/2.3/ 3/ 77	
AC/OLDIES		59 (3)	59 (3)	18.2	13.6	WPGA 980 Perry/Wrnr Rbns	0.5/0.9/ 2/ 23	
FULL SVC/VARIETY	2 (1)		2 (1)	0.6		WXKO 1150 Fort Valley	1.6/3.5/ 9/ 120	
COUNTRY		84 (2)	84 (2)	25.9	23.2			
BLACK/URBAN	12 (2)	61 (3)	73 (5)	22.5	21.8	WALR-F 104.7 Athens/Atlanta	1.1/2.9/ 15/ 246	
SAC/EZ		2 (1)	2 (1)	0.6	0.8	WFOX-F 97.1 Gainsvle/Atlanta	0.5/2.4/ 6/ 141	
NEWS/TALK	15 (1)		15 (1)	4.6	3.0	WPGH-F 94.9 Atlanta	0.5/1.1/ 4/ 77	
NOSTALGIA						WVJ-F 93.3 Manchester	0.8/3.6/ 3/ 113	
RELIGION/GOSPEL	36 (2)	3 (1)	39 (3)	12.0	13.4			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS	3 (1)		3 (1)	0.9	0.5			
	68 (7)	256 (12)	324 (19)					

RADIO STATIONS

WDDO , 1240, 1 KW , Gospel
 WMAZ , 940, 50 KW/10 KW (DA-2), News/Talk
 WXKO , 1150, 1 KW (DAYS) , Gospel
 WAYS-F, 99.1, 100 KW @ 663 , Oldies
 WDEN-F, 105.3, 100 KW @ 659 , Country
 WFXM-F, 100.1, 3 KW @ 298 , Black
 WKXX-F, 97.9, 6 KW @ 394 -- SEE WFXM-F
 MBS AURN, \$13.00 (Christal)
 MBS ABC, \$17.00 (Katz)
 , \$10.00 (---) Woodfin (FORT VALLEY)
 MBS ABC, \$37.00 (Katz) Multimedia
 NBC, \$52.00 (Mc-Guild) Magic
 AURN, \$18.00 (Torbet) Woodfin (FORSYTH)
 ABC, \$ 9.00 (---) (GORDON)
 UNIPWR, \$30.00 (Christal)
 ABC, \$20.00 (HNWH) (PERRY)
 UNIULT, \$22.00 (Banner) Taylor (FORT VALLEY)
 SMN, \$10.00 (DORA) Timm (WARNER-ROBINS)

Miscellaneous: WMRW-F changed to WNEX-F (Feb) . . .

MADISON

Arbitron Rank/Pop (12+): 117/313,300
 MSA Rank/Pop: 136/356,000
 ADI # 92
 Average Person Ratings: 15.7
 Market TSL: 20.50 hours

Stations: 19/15
 Diaries: 777/403:1/57.6%
 Sample Target: 760
 % Below Line: 1.6
 % Not Listed: 19.5

1991 Revenue: \$14,700,000
 HH Inc.: \$33,352
 Retail \$: 3.4 B11
 Pop per Station: 20,887
 #1 Biller: WIBA-F \$2,500,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WZEE-F (CHR)	60/12.2	12.1	9.0	11.7	7.0	11.3	130/1774	893/28.5	25.9	26.5	C	WZEE-F
2. WIBA-F (ADR)	58/11.8	11.7	12.2	15.4	15.3	12.8	129/1694	849/27.1	28.2	34.3	D	WIBA-F
3. WWQM-AF (C)	53/10.8	12.5	10.3	6.7	8.5	10.1	75/974	650/20.7	18.3	18.0	C	WWQM-AF
4. WOLX-F (O)	36/ 7.3	7.9	9.2	8.9	9.9	8.3	110/1700	712/22.7	21.2	27.4	C	WOLX-F
5. WIBA (FS)	31/ 6.3	5.5	5.0	6.3	7.0	5.8	37/682	569/18.2	16.5	17.4	C	WIBA
6. WMGN-F (AC)	29/ 5.9	5.3	7.3	6.1	7.6	6.2	32/598	446/14.2	16.3	15.8	C	WMGN-F
7. WTSO	28/ 5.7	5.1	6.1	5.5	3.1	5.6	52/704	391/12.5	23.2	9.6	C	WTSO
8. WTDY (T/N)	27/ 5.5	4.0	4.0	3.8	2.7	4.3	29/494	433/13.8	11.6	8.4	B	WTDY
9. WMLI-F (SAC)	20/ 4.1	5.0	4.6	3.0	4.1	4.2	26/551	429/13.7	13.3	13.4	A	WMLI-F
10. WJJO-F (ADR/AC)	19/ 3.9	2.6	3.6	3.2	6.0	3.3	33/719	405/12.9	13.6	23.0	B	WJJO-F
11. WSJY-F (SAC)	13/ 2.6	1.8	1.7	1.6	2.3	1.9	31/492	230/ 7.3	6.5	5.6	A	WSJY-F
12. WMMM-F (ADR)	8/ 1.6	1.8	1.5	1.0	----	1.5	10/181	170/ 5.4	5.9	0.0	A	WMMM-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 75.76% (300 of 396) (SPG 91: 80.33%)

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 WIBA-F	1 WIBA-F	1 WWQM-AF	1 WZEE-F<	1 WIBA-F	1 WZEE-F<	1 WZEE-F	1 WWQM-F>>
2 WWQM-AF>>	2 WZEE-F>	2 WZEE-F	2 WOLX-F<	2 WWQM-AF<	2 WTSO	2 WIBA-F	2 WZEE-F	2 WIBA-F	2 WIBA	2 WIBA
3 WIBA-F	3 WWQM-AF	3 WOLX-F	3 WWQM-AF	3 WOLX-F	3 WTDY	3 WWQM-AF>	3 WWQM-AF	3 WWQM-AF>	3 WIBA-F>>	3 WTDY
4	4 WOLX-F	4 WWQM-AF	4 WZEE-F	4 WMGN-F	4 WIBA-F	4 WTSO	4 WTDY	4 WOLX-F>	4 WWQM-AF	4 WTSO
5	5 WMGN-F	5 WMGN-F>	5 WMGN-F>	5 WZEE-F	5 WOLX-F	5 WIBA	5 WMGN-F	5	5 WMLI-F	5 WOLX-F
6	6 WJJO-F	6 WJJO-F	6 WTDY	6	6 WMGN-F	6 WMGN-F	6	6	6	6 WIBA-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 WZEE-F	1 WZEE-F	1 WMGN-F	1 WZEE-F	1 WMGN-F>	1 WIBA-F>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F<	1 WIBA-F>
2 WIBA-F>	2 WIBA-F>	2 WZEE-F	2 WMGN-F	2 WWQM-AF	2 WZEE-F>>	2 WZEE-F>>	2 WWQM-AF	2 WZEE-F>>	2 WOLX-F
3 WWQM-AF	3 WWQM-AF	3 WIBA-F	3 WWQM-AF	3 WZEE-F	3 WOLX-F>	3 WWQM-AF	3 WZEE-F	3 WOLX-F	3 WWQM-AF>
4 WOLX-F>	4 WMGN-F	4 WOLX-F	4 WOLX-F	4 WOLX-F	4 WWQM-AF	4 WOLX-F	4 WOLX-F	4 WOLX-F>	4 WTDY
5 WMMM-F>	5 WOLX-F	5 WMLI-F	5 WIBA-F>	5 WMLI-F	5 WJJO-F	5 WJJO-F	5 WJJO-F	5 WTDY	5 WJJO-F
6 WMLI-F	6 WMLI-F	6 WOLX-F	6 WMLI-F	6 WIBA-F	6	6 WIBA	6 WOLX-F>	6 WJJO-F	6 WIBA
7 WJJO-F	7 WJJO-F	7	7	7	7	7	7 WTDY	7 WIBA	7 WZEE-F

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		60 (1)	60 (1)	15.2	15.9	WIBU 1240 Poynette	0.6/2.8/ 8/ 201
ADR/CLASSIC		66 (2)	66 (2)	16.7	23.9	WYZM-F 105.1 Waunakee/Madson	0.6/3.2/ 10/ 149
AC/OLDIES		84 (3)	84 (3)	21.2	26.3		
FULL SVC/VARIETY	33 (2)		33 (2)	8.3	9.0	WEKZ-F 93.7 Monroe	0.4/1.5/ 16/ 243
COUNTRY	29 (2)	52 (1)	81 (3)	20.5	14.7	WGN 720 Chicago	0.4/1.9/ 12/ 200
BLACK/URBAN						WMAQ 670 Chicago	0.4/1.6/ 3/ 150
SAC/EZ		35 (3)	35 (3)	8.8	3.3	WTMJ 620 Milwaukee	0.4/2.2/ 16/ 337
NEWS/TALK	31 (3)		31 (3)	7.8	4.7		
NOSTALGIA	3 (1)		3 (1)	0.8	2.1		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		3 (1)	3 (1)	0.8			
	96 (8)	300 (11)	396 (19)				

RADIO STATIONS

WIBA , 1310, 5 KW (DA-2) , Full Service	CBS, \$37.00 (Katz)	Double L
WIBU , 1240, 1 KW , Nostalgia	, \$10.00 (---)	(POYNETTE)
WTDY , 1480, 5 KW (DA-2) , Talk/News	NBC ABC, \$20.00 (Mc-Guild)	Midwest Family
WTSO , 1070 10 KW/5 KW (DA-2), Country	ABC, \$26.00 (Banner)	Mid Continent
WIBA-F, 101.5, 12 KW @ 1017 , ADR	CBS, \$56.00 (Katz)	Double L
WJJO-F, 94.1, 50 KW @ 492 , ADR/AC	, \$25.00 (HNWH)	(WATERTOWN)
WMAD-F, 92.1, 1.8 KW @ 400 , ADR	, \$23.00 (Torbet)	
WMGN-F, 98.1, 38 KW @ 581 , AC	, \$48.00 (Mc-Guild)	Midwest Family
WMLI-F, 96.3, 5.1 KW @ 672 , Soft AC	UNISUP, \$18.00 (Torbet)	(SAUK CITY)
WMMM-F, 105.5, 4.4 KW @ 384 , ADR/AC	, \$14.00 (---)	(VERONA)
WOLX-F, 94.9, 37 KW @ 1299 , Oldies	, \$48.00 (Christal)	Shockley (BARABOO)
WSJY-F, 107.3, 50 KW @ 500 , EZ	ABC, \$15.00 (---)	(FORT ATKINSON)
WWQM-F, 106.3, 4.5 KW @ 380 , Country	ABC, \$33.00 (Eastman)	Media Capital
WZEE-F, 104.1, 9.4 KW @ 1118 , CHR	, \$35.00 (Banner)	Midcontinent

Miscellaneous: WMAD A/F off air because of bank foreclosure as of June . . .

MANCHESTER

Arbitron Rank/Pop (12+): 177/166,200

Stations: 29/6
 Diarries: 646/257:1/49.3%
 Sample Target: 610
 % Below Line: 51.4
 % Not Listed: 12.0

1991 Revenue: \$6,600,000
 HH Inc.: \$43,575
 Retail \$: 2.7 Bill
 Pop per Station: 27,700
 #1 Biller: WGIR-F \$2,250,000

MSA Rank/Pop: 248/150,600
 Boston ADI
 Average Person Ratings: 17.6
 Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WZID-F (SAC/EZ)	38/13.0	14.9	16.4	18.8	17.5	----	63/814	461/27.7	28.6	29.8	D	WZID-F
2. WGIR-F (AOR)	29/ 9.9	8.8	8.5	7.3	10.6	----	53/1014	455/27.4	24.0	26.3	D	WGIR-F
3. WOKQ-F (C)	25/ 8.6	6.1	6.8	6.9	3.1	----	68/829	316/19.0	15.0	15.4		WOKQ-F
4. WGIR (N/T)	19/ 6.5	3.0	7.5	5.9	5.8	----	24/465	324/19.5	13.7	15.3	B	WGIR
5. WFEA (BB)	16/ 5.5	7.1	1.7	3.5	3.8	----	21/270	185/11.1	11.4	6.1	A	WFEA
6. WSSH-F (SAC)	15/ 5.1	3.7	5.5	5.6	6.2	----	47/559	235/14.1	13.7	16.7		WSSH-F
7. WODS-F (O)	14/ 4.8	2.7	3.1	2.1	3.4	----	25/485	201/12.1	11.1	10.2		WODS-F
8. WZOU-F (CHR)	10/ 3.4	3.4	6.1	3.5	3.1	----	23/647	280/16.8	16.0	19.4		WZOU-F
9. WHOB-F (CHR)	10/ 3.4	4.1	5.5	5.9	5.1	----	23/548	234/14.1	13.2	16.8	B	WHOB-F
10. WBCN-F (AOR)	9/ 3.1	2.7	3.4	2.1	2.4	----	25/413	143/ 8.6	9.5	8.4		WBCN-F

12+ FM SHARE (METRO): 78.99% (203 of 257) (SPG 91: 84.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F	1 WGIR-F>	1 WZID-F	1 WZID-F>	1 WZID-F>	1 WZID-F	1 WZID-F	1 WZID-F>	1 WZID-F	1 WGIR-F	1 WZID-F
3 WHOB-F>>	2 WZID-F>>	2 WGIR-F>	2 WGIR-F>	2 WGIR-F>	2 WOKQ-F	2 WGIR	2 WGIR-F	2 WGIR-F	2 WFEA	2 WSSH-F
4	3 WOKQ-F	3 WOKQ-F	3 WODS-F	3 WOKQ-F	3 WGIR	3 WGIR-F<	3 WOKQ-F	3 WOKQ-F>	3 WAAF-F	3
5	4 WAAF-F	4 WODS-F	4 WSSH-F	4 WODS-F	WFEA >	4 WOKQ-F>	4 WSSH-F	4 WSSH-F	WZID-F>	4
6	5	5 WSSH-F	WOKQ-F	5 WSSH-F	5	5	5 WFEA	5 WFEA	5	5
	6	6	6	6	6	6	6 WGIR	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 WHOB-F	1 WZID-F	1 WZID-F	1 WZID-F>	1 WZID-F>>	1 WGIR-F	1 WGIR-F>>	1 WGIR-F>>	1 WGIR-F>	1 WGIR-F
3 WZOU-F	3 WOKQ-F	3 WOKQ-F>	3 WSSH-F	3 WSSH-F	2 WAAF-F>>	2 WZID-F	2 WZID-F>	2 WZID-F>	2 WOKQ-F
4 WOKQ-F	4 WHOB-F	4 WSSH-F	WOKQ-F	WODS-F	3 WZOU-F	3 WAAF-F	3 WZLX-F	3 WBCN-F	4 WZID-F
5 WZID-F	5	WODS-F	5	5 WOKQ-F	4 WOKQ-F	4 WZLX-F	4	4	4 WODS-F
6	6	WLYT-F	6	6 WGIR	5	5	5	5	5 WBCN-F
					6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		25 (3)	25 (3)	9.7	14.9	WJYY-F 105.5	Concord/Mnchstr	0.7/3.4/	17/ 194
AOR/CLASSIC		62 (8)	62 (8)	24.1	21.4	WNNH-F 99.1	Henniker/Concd	1.0/7.7/	23/ 367
AC/OLDIES		35 (8)	35 (8)	13.6	39.7	WAAF-F 107.3	Worcester/Bostn	2.7/10.7/	23/ 371
FULL SVC/VARIETY						WBOS-F 98.5	Boston	1.7/6.6/	12/ 247
COUNTRY		25 (1)	25 (1)	9.7	7.6	WBZ 1030	Brookline/Bostn	0.7/3.6/	12/ 154
BLACK/URBAN						WCGY-F 96.9	Boston	2.4/8.5/	25/ 505
SAC/EZ		53 (2)	53 (2)	20.6	12.6	WCGY-F 93.7	Lawrence/Boston	1.0/3.3/	7/ 113
NEWS/TALK	38 (5)		38 (5)	14.8		WEEI 590	Boston	1.7/7.8/	19/ 352
NOSTALGIA	16 (1)		16 (1)	6.2		WFNX-F 101.7	Lynn/Boston	0.7/3.4/	3/ 147
RELIGION/GOSPEL					1.1	WHDH 850	Boston	0.3/2.7/	2/ 104
SPANISH						WHEB-F 100.3	Portsmouth	0.7/3.1/	8/ 193
CLASSICAL						WLYT-F 92.5	Haverhill/Bostn	0.3/3.2/	2/ 132
JAZZ/NEW AGE		3 (1)	3 (1)	1.2	2.7	WMJX-F 106.7	Boston	1.4/6.2/	13/ 210
UNKNOWN/OTHERS						WRKO 680	Boston	0.7/3.7/	5/ 158
	54 (6)	203 (23)	257 (29)			WVBF-F 105.7	Framingham/Bstn	2.7/7.3/	19/ 330
						WXKS-F 107.9	Medford/Boston	0.3/1.9/	2/ 45
						WXLO-F 104.5	Fitchburg	1.7/11.3/	22/ 479
						WZLX-F 100.7	Boston	1.4/6.3/	11/ 215
								2.4/5.1/	10/ 191

RADIO STATIONS

WFEA , 1370,	5 KW (DA-2)	Nostalgia	NBC-T CBS, \$17.00	(Mc-Guild)	Saga
WGIR , 610,	5 KW/1 KW (DA-2),	News/Talk	ABC, \$28.00	(Banner)	Knight Quality
WGIR-F, 101.1,	14 KW @ 951	AOR	\$50.00	(Banner)	Knight Quality
WJYY-F, 105.5,	1.5 KW @ 456	Soft AC	\$15.00	(Eastman)	(CONCORD)
WNNH-F, 99.1,	1.5 KW @ 711	Oldies	\$15.00	(---)	(HENNIKER)
WZOU-F, 95.7,	13 KW @ 925	Soft AC/EZ	\$46.00	(Mc-Guild)	Saga
WHOB-F, 106.3,	3 KW @ 328	CHR	\$26.00	(Torbet)	(NASHUA)

Other ranked stations -- see Boston or Portsmouth

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 71/513,600
 MSA Rank/Pop: 119/664,000 (McAllen)
 ADI # 114
 Average Person Ratings: 18.1
 Market TSL: 24.25 hours

Stations: 21/17
 Diaries: 924/556:1/47.1%
 Sample Target: 960
 % Below Line: 2.9
 % Not Listed: 9.6

1991 Revenue: \$12,000,000
 HH Inc.: \$21,897
 Retail \$: 3.4 Bil
 Pop per Station: 30,212
 #1 Biller: KTEX-F \$2,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KTEX-F (C)	126/13.5	16.0	20.9	16.8	19.5	16.8	137/1660	1544/30.1	33.8	31.0	D	KTEX-F
2. KGBT (SP)	116/12.5	12.9	13.4	12.9	13.8	12.9	124/1205	1099/21.4	23.3	24.6	C	KGBT
3. KBFM-F (CHR)	91/ 9.8	11.5	10.9	10.8	11.1	10.8	101/1465	1373/26.7	28.8	31.1	C	KBFM-F
4. KIWW-F (SP)	90/ 9.7	8.9	7.1	9.3	7.0	8.8	94/1225	1127/21.9	15.1	21.9	C	KIWW-F
5. KFRQ-F (CHR)	78/ 8.4	4.7	4.3	4.9	6.8	5.6	87/1231	1111/21.6	12.6	18.8	C	KFRQ-F
6. KVLV-F (O)	57/ 6.1	6.1	4.3	4.9	5.5	5.3	60/779	758/14.8	11.8	13.5	B	KVLV-F
7. KTJN-F (SP)	47/ 5.0	4.6	3.4	3.5	2.2	4.1	51/686	635/12.4	10.1	8.7	B	KTJN-F
8. KQXX-F (SP)	45/ 4.8	4.2	4.4	4.6	4.6	4.5	45/531	514/10.0	9.9	9.7	B	KQXX-F
9. KRGY-F (CHR)	41/ 4.4	2.7	4.7	5.7	5.3	4.4	46/656	615/12.0	14.5	13.5	B	KRGY-F
10. KRGE (SP)	31/ 3.3	1.6	1.8	1.2	1.3	2.0	32/282	275/ 5.4	3.3	3.6	A	KRGE
11. KURV (T)	29/ 3.1	1.9	2.9	2.8	2.8	2.7	29/327	322/ 6.3	6.2	6.8	A	KURV
12. KBOR (SP)	28/ 3.0	2.2	2.1	3.2	1.9	2.6	28/278	278/ 5.4	6.0	5.4	A	KBOR
13. KIRT (SP)	16/ 1.7	3.3	1.2	2.2	1.2	2.1	17/346	339/ 6.6	4.2	5.4	A	KIRT
14.												
15.												

12+ FM SHARE (METRO): 72.57% (611 of 842) (SPG 91: 72.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F>>	1 KTEX-F>	1 KTEX-F>	1 KTEX-F	1 KTEX-F	1 KGBT >	1 KGBT <	1 KTEX-F	1 KGBT	1 KBFM-F>	1 KVLV-F
2 KTEX-F	2 KIWW-F<	2 KIWW-F	2 KIWW-F<	2 KGBT	2 KTEX-F	2 KTEX-F>	2 KGBT	2 KTEX-F	2 KTEX-F	KTEX-F
3 KFRQ-F>	3 KFRQ-F	3 KGBT	3 KGBT	3 KIWW-F	3 KIWW-F	3 KFRQ-F	3 KIWW-F	3 KIWW-F<	3 KQXX-F	3 KGBT
4 KRGY-F	4 KBFM-F	4 KVLV-F	4 KVLV-F	4 KVLV-F	4	4 KIWW-F	4 KFRQ-F	4 KBFM-F	4 KFRQ-F	4 KFRQ-F
5	5 KVLV-F	KFRQ-F	5 KQXX-F	5 KFRQ-F<	5	5 KBFM-F>	5 KVLV-F	5 KFRQ-F	5 KIWW-F	5 KURV
6	6 KQXX-F	6 KBFM-F	6 KFRQ-F	6 KQXX-F	6	6 KVLV-F>	6 KBFM-F>	6 KVLV-F>	6 KTJN-F	6
7	7 KTJN-F	7	7	7	7	7	7	7	7 KGBT	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 KFRQ-F	1 KTEX-F<	1 KIWW-F	1 KTEX-F>	1 KTEX-F>	1 KBFM-F	1 KTEX-F>	1 KTEX-F	1 KTEX-F	1 KGBT
2 KTEX-F>	2 KFRQ-F	2 KTEX-F	2 KIWW-F<	2 KIWW-F	2 KRGY-F	2 KVLV-F	2 KVLV-F	2 KVLV-F	2 KTEX-F<
3 KTJN-F	3 KIWW-F	3 KFRQ-F	3 KFRQ-F	3 KGBT	3 KTEX-F	3 KIWW-F	3 KQXX-F	3 KGBT	3 KVLV-F
4 KBFM-F>	4 KBFM-F	4 KQXX-F	4 KGBT	4 KFRQ-F	4 KFRQ-F	4 KBFM-F	KIWW-F	4 KIWW-F	4 KIWW-F
5 KRGY-F	5 KTJN-F	KBFM-F	5 KBFM-F	5 KBFM-F	5 KTJN-F	5 KQXX-F	5	5 KBFM-F	5 KQXX-F
KIWW-F	6 KQXX-F	6 KGBT	6 KTJN-F	6	6	KFRQ-F	6	6 KRGY-F	6
7	7 KGBT	7 KTJN-F	7	7	7	7 KRGY-F	7	KQXX-F	7
8	8	8 KVLV-F	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		210 (3)	210 (3)	24.9	20.3	KJAV-F 104.9	Alamo/McAllen	0.3/1.1/ 3/ 56
AOR/CLASSIC						KVJY 840	Pharr	1.1/2.5/ 10/ 126
AC/OLDIES		57 (1)	57 (1)	6.8	14.1	KSOX-AF 102.1	Raymondvle/Hringn	0.7/3.9/ 7/ 234
FULL SVC/VARIETY								
COUNTRY	1 (1)	132 (2)	133 (3)	15.8	22.8	XAAA-F 93.1	Reynoso/McAllen	0.5/1.9/ 5/ 99
BLACK/URBAN						XEEW-F 97.7	Matamoros	0.4/1.3/ 4/ 68
SAC/EZ	10 (1)		10 (1)	1.2	2.5	XRYS-F 90.1	Reynoso/McAllen	0.6/1.2/ 6/ 64
NEWS/TALK	29 (1)		29 (1)	3.4	3.8	XVTH-F 107.1	Matamoros/Brwnv	1.3/4.4/ 12/ 238
NOSTALGIA								
RELIGION/GOSPEL					0.5			
SPANISH	191 (4)	212 (8)	403 (12)	47.9	36.0			
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	231 (7)	611 (14)	842 (21)					

MCALLEN-BROWNSVILLE

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1), SEE KBOR-FM			
KGBT, 1530, 50 KW/10 KW (DA-N), HISPANIC		\$ 44.00 (Katz)	Tichenor
KIRT, 1580, 1 KW/300 W, HISPANIC		\$ 12.00 (Caballero)	
KRGE, 1290, 5 KW (DA-1), HISPANIC	UNIPWR ABC,	\$ 13.00 (Torbet)	
KURV, 710, 1 KW/910W (DA-2), TALK	ABC, CNN,	\$ 15.00 (---)	
KVJY, 840, 5 KW/1 KW (DA-1), EZ	ABC,	\$ 12.00 (Christal)	Tate
KBFM-F, 104.1, 100 KW @ 1000, CHR	ABC,	\$ 37.00 (Banner)	
KTJN-F, 106.3, .5 KW @ 633, HISPANIC		\$ 24.00 (Caballero)	
KFRQ-F, 94.5, 100 KW @ 1158, CHR		\$ 30.00 (Katz)	
KIWW-F, 96.1, 100 KW @ 449, HISPANIC		\$ 32.00 (Katz Hisp)	Tichenor
KQXX-F, 98.5, 100 KW @ 1319, HISPANIC		\$ 24.00 (Caballero)	
KRGY-F, 99.5, 100 KW @ 1036, AC	UNIPWR ABC,	\$ 26.00 (Torbet)	
KTEX-F, 100.3, 100 KW @ 449, COUNTRY	ABC,	\$ 50.00 (Christal)	Tate
KVLY-F, 107.9, 100 KW @ 718, OLDIES		\$ 24.00 (Torbet)	Tippie
KVTY-F, 105.3, 3 KW @ 302, RELIGION		\$ 10.00 (---)	

Miscellaneous: KELT-F changes to KFRQ-F and format to CHR (Feb) . . . KBOR-F changes to KTJN-F (Jan) . . . KRGY-F changes from CHR to AC (July) . . .

***** 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	REL - 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		*

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank/Pop (12+): 101/354,700
 MSA Rank/Pop: 116/412,200
 Orlando ADI
 Average Person Ratings: 15.8
 Market TSL: 21.25 hours

Stations: 26/8
 Diaries: 808/439:1/53.9%
 Sample Target: 810
 % Below Line: 46.4
 % Not Listed: 16.5

1991 Revenue: NA
 HH Inc.: \$30,004
 Retail \$: 2.9 Bill
 Pop per Station: 44,338
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WMMB (BB)	56/10.0	10.5	11.0	8.9	7.3	----	56/506	506/14.3	16.2	13.3	WMMB
2. WWKA-F (C)	44/ 7.8	8.8	10.1	11.3	10.9	----	82/1148	670/18.9	18.9	20.4	WWKA-F
WHTQ-F (AOR)	44/ 7.8	8.6	7.6	7.1	10.3	----	97/1236	668/18.8	18.9	16.2	WHTQ-F
4. WLRQ-F (AC)	41/ 7.3	8.6	7.1	4.5	3.4	----	41/544	538/15.2	16.4	14.8	WLRQ-F
5. WHKR-F (C)	28/ 5.0	4.5	4.9	2.6	3.2	----	28/391	391/11.0	9.1	7.0	WHKR-F
WGGD-F (O)	28/ 5.0	3.1	3.0	4.2	3.8	----	28/334	334/ 9.4	7.7	8.7	WGGD-F
7. WAOA-F (CHR)	27/ 4.8	4.0	4.1	4.7	2.3	----	27/510	501/14.1	13.1	11.9	WAOA-F
8. WVRI-F (AC)	22/ 3.9	3.8	3.7	4.9	8.4	----	37/741	442/12.5	14.2	13.9	WVRI-F
WTAI (N/T)	22/ 3.9	0.5	1.3	2.4	1.1	----	22/165	165/ 4.7	2.6	2.2	WTAI
10. WOCL-F (O)	21/ 3.7	2.2	3.5	5.0	3.8	----	61/842	292/ 8.2	7.4	9.6	WOCL-F
11. WJHM-F (B)	20/ 3.6	3.1	3.5	2.8	2.1	----	57/771	306/ 8.6	6.7	8.6	WJHM-F
12. WDIZ-F (AOR)	17/ 3.0	4.3	3.5	2.4	3.4	----	46/957	449/12.7	12.6	11.2	WDIZ-F
13. WMGF-F (AC)	16/ 2.8	0.9	1.1	0.8	1.9	----	47/587	183/ 5.2	3.6	4.1	WMGF-F
14.											
15.											

12+ FM SHARE (METRO): 81.66% (383 of 469) (SPG 91: 83.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAOA-F	1 WHTQ-F>>	1 WHTQ-F>	1 WHTQ-F>	1 WHTQ-F<	1 WMMB >	1 WMMB >	1 WMMB >	1 WHTQ-F	1 WMMB >	1 WMMB >>
2 WJHM-F>>	2 WLRQ-F	2 WLRQ-F>	2 WLRQ-F>	2 WLRQ-F>	2 WWKA-F	2 WLRQ-F<	2 WWKA-F<	2 WWKA-F	2 WJHM-F	2 WWKA-F
3	3 WWKA-F	3 WWKA-F	3 WGGD-F	3 WGGD-F	3 WLRQ-F	3 WWKA-F	3 WHTQ-F	3 WMMB	3 WAOA-F	3 WHKR-F
4	4 WVRI-F	4 WGGD-F<	4 WWKA-F	4 WGGD-F	4 WHTQ-F	4 WHTQ-F<	4 WLRQ-F>	4 WLRQ-F>	4 WHTQ-F>	4
5	5 WAOA-F	5 WVRI-F	5 WVRI-F	5	5 WHKR-F	5 WHKR-F	5 WGGD-F	5 WAOA-F<	5 WLRQ-F>	5
6	6	6	6	6	6 WTAI	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 WWKA-F	1 WLRQ-F	1 WLRQ-F	1 WLRQ-F>	1 WLRQ-F>	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>
2 WJHM-F>	2 WVRI-F	2 WVRI-F>	2 WVRI-F	2 WGGD-F	2 WAOA-F>>	2 WWKA-F>	2 WWKA-F>>	2 WWKA-F	2 WWKA-F
3 WHTQ-F	3 WHTQ-F>	3 WHTQ-F>	3 WGGD-F	3 WVRI-F	3 WJHM-F	3 WAOA-F>	3 WLRQ-F	3 WDIZ-F	3 WDIZ-F
4 WAOA-F	4 WJHM-F	4 WOCL-F	4 WHTQ-F	4 WOCL-F	4	4	4	4	4 WLRQ-F
5	5	5 WHKR-F	5	5 WHKR-F	5	5	5	5	5 WGGD-F
6	6	6 WGGD-F	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		29 (2)	29 (2)	6.2	10.8	WWHL 1350	Cocoa/Melbourne 0.7/2.3/ 4/ 84
AOR/CLASSIC		64 (3)	64 (3)	13.6	13.5	WWKO 860	Cocoa/Melbourne 0.4/1.9/ 2/ 66
AC/OLDIES		165 (9)	165 (9)	35.2	33.2		
FULL SVC/VARIETY	2 (1)		2 (1)	0.4	13.7	WDBO 580	Orlando 0.4/3.5/ 14/ 308
COUNTRY		84 (3)	84 (3)	17.9	22.0	WGNE-F 98.1	Titusville 2.1/4.8/ 54/ 680
BLACK/URBAN	2 (1)	20 (1)	22 (2)	4.7	4.9	WGYL-F 93.7	Vero Beach 2.3/5.5/ 13/ 194
SAC/EZ		18 (2)	18 (2)	3.8		WHVE-F 104.1	Cocoa Beach 1.8/7.3/ 23/ 506
NEWS/TALK	22 (1)		22 (1)	4.7	1.6	WKGR-F 98.7	Ft. Pierce 0.5/2.8/ 8/ 108
NOSTALGIA	56 (1)		56 (1)	11.9		WLOQ-F 103.1	Winter Park 0.5/1.6/ 13/ 125
RELIGION/GOSPEL						WMMO-F 98.9	Orlando 1.4/3.3/ 11/ 212
SPANISH						WOMX-F 105.1	Orlando 2.3/11.5/ 30/ 785
CLASSICAL						WQOL-F 103.7	Vero Beach 1.1/4.7/ 6/ 167
JAZZ/NEW AGE		3 (1)	3 (1)	0.6		WWLV-F 94.5	Daytona Beach 0.9/1.8/ 27/ 407
UNKNOWN/OTHERS	4 (1)		4 (1)	0.9	0.4	WXXL-F 106.7	Leesburg 0.4/2.7/ 13/ 311
	86 (5)	383 (21)	469 (26)				

RADIO STATIONS

WMMB , 1240, 1 KW , Nostalgia ABC MBS, \$22.00 (Torbet)
 WTAI , 1560, 5 KW (DAYS) , News/Talk CBS ABC, \$15.00 (Mc-Guild)
 WAOA-F, 107.1, 100 KW @ 485 , CHR , \$18.00 (Mc-Guild)
 WGGD-F, 102.3, 3 KW @ 203 , Oldies , \$22.00 (Torbet) City
 WHKR-F, 102.7, 6 KW @ 328 , Country , \$17.00 (K & P) (ROCKLEDGE)
 WLRQ-F, 99.3, 50 KW @ 492 , AC , \$24.00 (Eastman)

Other rated stations -- see Orlando or Daytona Beach

MEMPHIS

Arbitron Rank/Pop (12+): 43/897,700
 MSA Rank/Pop: 49/989,000
 ADI # 39
 Average Person Ratings: 17.0
 Market TSL: 22.75 hours

Stations: 20/19
 Diaries: 1305/688:1/46.7%
 Sample Target: 1290
 % Below Line: 0.5
 % Not Listed: 9.2

1991 Revenue: \$27,000,000
 HH Inc.: \$23,401
 Retail \$: 7.2 Bil
 Pop per Station: 47,247
 #1 Biller: WGKX-F \$5,700,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WGKX-F (C)	208/13.6	11.5	15.7	11.7	9.8	13.1	270/3169	2409/26.8	29.8	20.6	G	WGKX-F
2. WEGR-F (AOR)	160/10.5	10.3	7.7	8.3	8.0	9.2	189/2191	1689/18.8	17.3	16.3	E	WEGR-F
3. WHRK-F (B)	146/ 9.5	12.4	11.5	11.7	12.0	11.3	212/2470	1907/21.2	23.3	24.0	F	WHRK-F
4. WRVR-F (AC)	130/ 8.5	7.4	5.9	5.3	6.9	6.8	144/1860	1523/17.0	18.0	17.1	E	WRVR-F
5. WDIA (B)	126/ 8.2	10.2	10.1	11.3	9.7	9.9	142/1828	1541/17.2	20.8	20.3		WDIA
6. KJMS-F (B)	108/ 7.1	6.8	8.5	9.7	7.9	8.0	120/1808	1632/18.2	20.5	17.4	C	KJMS-F
7. WMC -F (CHR)	104/ 6.8	7.0	8.7	6.7	7.9	7.3	117/2112	1702/19.0	21.8	20.6	E	WMC -F
8. WLOK (G)	85/ 5.6	4.5	3.6	5.0	5.5	4.7	85/1050	1045/11.6	9.1	12.4	B	WLOK
9. WMC (T/N)	67/ 4.4	4.9	3.2	3.9	2.7	4.1	72/1128	975/10.9	9.7	7.3	B	WMC
10. WPYR-F (O)	58/ 3.8	3.9	3.6	3.7	4.8	3.8	99/1918	1254/14.0	14.5	14.4	C	WPYR-F
11. KFTH-F (B)	45/ 2.9	2.9	---	0.5	1.3	1.6	45/694	694/ 7.7	0.0	4.0	A	KFTH-F
12. WREC (BB)	34/ 2.2	2.3	1.7	2.3	2.7	2.1	48/703	509/ 5.7	6.5	7.5	B	WREC
13. WBBP (REL)	30/ 2.0	0.7	0.6	1.0	0.9	1.1	30/370	366/ 4.1	2.0	2.0	A	WBBP
14. WODZ-AF (O)	28/ 1.8	1.5	3.0	2.5	3.9	2.2	29/713	625/ 7.0	8.5	9.1	B	WODZ-AF
15.												

12+ FM SHARE (METRO): 71.37% (992 of 1390) (SPG 91: 70.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WEGR-F>	1 WEGR-F	1 WGKX-F	1 WGKX-F>	1 WGKX-F	1 WGKX-F>	1 WGKX-F	1 WGKX-F>	1 WHRK-F	1 WHRK-F<
2 KJMS-F<	2 WGKX-F	2 WGKX-F>	2 WEGR-F	2 WEGR-F	2 WDIA	2 WEGR-F	2 WRVR-F	2 WEGR-F	2 KJMS-F	2 KJMS-F>>
3 WMC -F>	3 WHRK-F	3 WRVR-F<	3 WRVR-F	3 WRVR-F	3 WRVR-F>	3 WRVR-F	3 WEGR-F>	3 WRVR-F<	3 WEGR-F	3 WGKX-F
4 WEGR-F	4 KJMS-F	4 WHRK-F	4 WDIA	4 WDIA >	4 WLOK	4 WDIA	4 WMC	4 WHRK-F	4 WGKX-F	4 WEGR-F
5	5 WMC -F	5 WDIA	5 WHRK-F	5 WHRK-F	5 WMC	5 WHRK-F	5 WDIA	5 WMC -F	5 WLOK <	WDIA
6	6 WRVR-F	6 KJMS-F<	6 WMC -F	6 WMC -F	6 WPYR-F	6 WMC -F<	6 WHRK-F<	6 WDIA	6 WMC -F>	6
7	7	7 WMC -F	KJMS-F		7	7 WLOK	7 WMC -F	7 WLOK	7	7
8	8	8	8	8	8	8	8	8 KJMS-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 WEGR-F	1 WHRK-F<	1 WGKX-F	1 WGKX-F	1 WGKX-F	1 WEGR-F>>	1 WEGR-F>>	1 WEGR-F>	1 WEGR-F>	1 WGKX-F<
2 WHRK-F	2 WEGR-F<	2 WRVR-F<	2 WRVR-F	2 WRVR-F	2 WHRK-F>	2 WGKX-F	2 WGKX-F>	2 WGKX-F>	2 WEGR-F>>
KJMS-F	3 WGKX-F	3 WHRK-F	3 WDIA	3 WDIA >	3 WMC -F	3 KJMS-F	3 KJMS-F>	3 WHRK-F	3 WRVR-F<
4 WMC -F	4 WRVR-F	4 WEGR-F	4 WHRK-F	4 WMC -F	4 KJMS-F	4 WHRK-F	4 WHRK-F>	4 KJMS-F	4 WDIA
5 WGKX-F	5 WMC -F	5 WMC -F	WEGR-F<	5 WHRK-F<	5 WGKX-F	5 WMC -F	5 WRVR-F	5 WRVR-F	KJMS-F
6 WRVR-F>	KJMS-F>	6 WDIA	6 WMC -F	6 WEGR-F<	6	6	WMC	6 WMC -F	6 WPYR-F
7 KFTH-F	7 WDIA	KJMS-F	7 KJMS-F	7 WLOK	7	7	7	7	7 WHRK-F
8	8	8 WLOK	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		104 (1)	104 (1)	7.5	9.3	KWAM 990 Memphis	0.5/2.5/ 12/ 288
AOR/CLASSIC		160 (1)	160 (1)	11.5	8.9	WCRV 640 Collierville	1.5/4.0/ 27/ 537
AC/OLDIES		213 (3)	213 (3)	15.3	17.3	WHBQ 560 Memphis	0.2/1.7/ 3/ 201
FULL SVC/VARIETY						WMPS 1380 Millington	1.2/2.3/ 20/ 233
COUNTRY	3 (1)	208 (1)	211 (2)	15.2	12.5		
BLACK/URBAN	126 (1)	299 (3)	425 (4)	30.6	33.0	KFIN-F 107.9 Jonesboro	0.5/1.8/123/1010
SAC/EZ	3 (1)		3 (1)	0.2			
NEWS/TALK	67 (1)		67 (1)	4.8	3.7		
NOSTALGIA	34 (1)		34 (1)	2.4	3.0		
RELIGION/GOSPEL	165 (5)		165 (5)	11.9	12.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		8 (1)	8 (1)	0.6			
	398 (10)	992 (10)	1390 (20)				

MEMPHIS

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2), GOSPEL
 WCRV, 640, 10 KW/500 W (DA-2), RELIGION
 WDIA, 1070, 50 KW/5 KW (DA-2), BLACK
 WHBQ, 560, 5 KW/1 KW (DA-2), OLDIES
 WLOK, 1340, 1 KW (DA-1), GOSPEL
 WMC, 790, 5 KW (DA-N), TALK/NEWS
 WREC, 600, 5 KW (DA-N), NOSTALGIA

UNIULT, \$ 20.00 (---)
 , \$ 17.00 (---)
 CBS, \$ 39.00 (McGuild)
 ABC, APR, \$ 18.00 (Roslin)
 NBC, SBN, \$ 25.00 (K & P)
 , \$ 31.00 (Banner)
 CBS, \$ 32.00 (McGuild)

Rivers
 (COLLIERVILLE)
 Ragan Henry

Scripps-Howard
 New Market

KJMS-F, 101.1, 100 KW @ 449, BLACK
 WEGR-F, 102.7, 100 KW @ 899, AOR
 WODZ-F, 94.3, 6 KW @ 298, OLDIES
 WGKX-F, 105.9, 100 KW @ 994, COUNTRY
 WHRK-F, 97.1, 100 KW @ 531, BLACK
 WMC-F, 99.7, 290 KW @ 908, CHR
 WPYR-F, 98.1, 100 KW @ 712, OLDIES
 WRVR-F, 104.5, 100 KW @ 751, AC

NBC, \$ 43.00 (Durpetti)
 UNIPWR, \$ 66.00 (McGuild)
 UNISUP, UNIPWR, \$ 35.00 (MMR)
 , \$ 119.00 (Katz)
 NBC, \$ 74.00 (McGuild)
 SOURCE, \$ 86.00 (Banner)
 , \$ 50.00 (CBS)
 , \$ 75.00 (MMR)

Rivers
 New Market
 Ardman
 Barnstable
 Ragan Henry
 Scripps-Howard
 Diamond (OSCEOLA, AR)
 Keymarket

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,777,200 Stations: 38/34 1991 Revenue: \$97,000,000
 MSA Rank/Pop: 24/3,180,000 (Miami) Diaries: 2795/994:1/44.3% HH Inc.: \$33,612
 38/1,279,600 (Ft. Lauderdale) Sample Target: 2770 Retail \$: 28.2 Bil
 ADI # 15 % Below Line: 2.4 Pop per Station: 81,682
 Average Person Ratings: 20.0 % Not Listed: 7.8 #1 Biller: WIOD \$7,500,000
 Market TSL: 26.50 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WEDR-F (B)	318/ 5.7	6.9	4.9	6.2	5.7	5.9	350/3818	3303/11.9	11.6	10.5	E	WEDR-F
2. WLYF-F (SAC)	308/ 5.5	6.6	7.2	7.5	8.9	6.7	333/4349	3828/13.8	14.3	16.2	G	WLYF-F
3. WPOW-F (CHR)	305/ 5.5	5.9	6.2	5.1	5.2	5.7	342/5581	4937/17.8	16.9	13.6	G	WPOW-F
4. WHQT-F (B)	279/ 5.0	4.3	5.0	4.5	5.3	4.7	307/4558	4030/14.5	13.2	12.7	G	WHQT-F
5. WIOD (N/T)	273/ 4.9	3.9	5.7	4.9	4.0	4.8	303/3866	3395/12.2	14.7	9.7	H	WIOD
6. WKIS-F (C)	269/ 4.8	4.0	4.0	3.5	3.9	4.1	309/3519	2855/10.3	9.5	9.4	G	WKIS-F
7. WAQI (SP)	259/ 4.7	4.9	5.0	4.7	4.6	4.8	261/2093	2056/ 7.4	8.9	7.5	E	WAQI
8. WRTO-F (SP)	258/ 4.6	2.8	1.3	0.9	0.6	2.4	270/2300	2243/ 8.1	2.9	2.3	G	WRTO-F
9. WFLC-F (AC)	236/ 4.2	4.2	3.3	3.9	4.2	3.9	245/3984	3617/13.0	12.4	13.0	G	WFLC-F
10. WQBA (SP)	194/ 3.5	3.3	4.1	2.5	2.9	3.3	204/1808	1764/ 6.4	6.7	5.5	F	WQBA
11. WJQY-F (SAC)	184/ 3.3	3.2	3.0	3.2	3.1	3.2	199/3118	2819/10.2	9.1	8.4	G	WJQY-F
12. WHYI-F (AC/CHR)	170/ 3.1	3.8	3.6	2.9	3.3	3.3	189/4155	3701/13.3	13.6	12.3	G	WHYI-F
13. WZTA-F (CL AOR)	164/ 2.9	2.9	2.7	2.5	3.6	2.8	192/3165	2565/ 9.2	9.0	9.3	F	WZTA-F
14. WSHE-F (AOR)	161/ 2.9	3.8	3.3	4.1	3.3	3.5	197/3550	2804/10.1	10.7	9.9	F	WSHE-F
14. WMXJ-F (O)	161/ 2.9	2.4	3.1	3.3	2.6	2.9	182/2692	2326/ 8.4	9.9	10.0	H	WMXJ-F
16. WMRZ (BB)	159/ 2.9	2.1	2.3	2.5	2.9	2.5	190/1816	1536/ 5.5	5.3	5.7		WMRZ
17. WLVE-F (J/NAC)	154/ 2.8	3.1	2.8	2.7	2.3	2.8	183/2433	2088/ 7.5	8.0	6.9	F	WLVE-F
18. WTMI-F (CL)	151/ 2.7	2.7	2.8	3.4	2.5	2.9	178/2401	2028/ 7.3	7.4	7.8	E	WTMI-F
19. WXDJ-F (SP)	130/ 2.3	3.1	2.4	3.2	3.5	2.8	131/1389	1363/ 4.9	5.9	6.7	D	WXDJ-F
20. WINZ (N/T)	123/ 2.2	2.5	2.5	2.6	3.0	2.5	132/2445	2191/ 7.9	8.0	8.6	D	WINZ
21. WQBA-F (SP)	103/ 1.8	1.7	2.0	1.8	1.9	1.8	107/1569	1506/ 5.4	5.9	5.7	F	WQBA-F
22. WCMQ-F (SP)	101/ 1.8	2.0	2.0	2.6	2.6	2.1	103/1403	1385/ 5.0	6.0	6.5	G	WCMQ-F
23. WAXY-F (O)	88/ 1.6	1.9	1.4	2.1	2.1	1.8	102/2174	1874/ 6.7	6.8	8.3		WAXY-F
24. WWFE (SP)	85/ 1.5	1.4	2.0	2.0	1.6	1.7	89/937	906/ 3.3	4.2	3.0		WWFE

12+ FM SHARE (METRO): 70.42% (3613 of 5131) (SPG 91: 73.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPOW-F	1 WPOW-F	1 WEDR-F	1 WFLC-F	1 WRTO-F	1 WLYF-F	1 WRTO-F	1 WLYF-F	1 WPOW-F	1 WEDR-F	1 WIOD
2 WHQT-F	2 WFLC-F	2 WFLC-F	2 WEDR-F	2 WRTO-F	2 WAQI	2 WAQI	2 WIOD	2 WEDR-F	2 WHQT-F	2 WEDR-F
3 WEDR-F	3 WFLC-F	3 WPOW-F	3 WRTO-F	3 WEDR-F	3 WIOD	3 WLYF-F	3 WRTO-F	3 WLYF-F	3 WPOW-F	3 WKIS-F
4	4 WHQT-F	4 WKIS-F	4 WKIS-F	4 WKIS-F	4 WRTO-F	4 WIOD	4 WKIS-F	4 WHQT-F	4	4 WAQI
5	5 WSHE-F	5 WHQT-F	5 WZTA-F	5 WLVE-F	5 WQBA	5 WPOW-F	5 WFLC-F	5 WKIS-F	5	5 WQBA
6	6 WKIS-F	6 WRTO-F	6 WLVE-F	6 WIOD	6 WMRZ	6 WEDR-F	6 WAQI	6 WFLC-F	6	6 WJNO
7	7 WHYI-F	7 WZTA-F	7 WIOD	7 WLYF-F	7 WKIS-F	7	7	7	7	7 WHQT-F
8	8 WZTA-F	8 WSHE-F	8 WPOW-F	8 WZTA-F	8 WTMI-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 WPOW-F	1 WPOW-F	1 WFLC-F	1 WPOW-F	1 WRTO-F	1 WEDR-F	1 WEDR-F	1 WZTA-F	1 WEDR-F	1 WIOD
2 WHQT-F	2 WFLC-F	2 WPOW-F	2 WEDR-F	2 WEDR-F	2 WSHE-F	2 WSHE-F	2 WSHE-F	2 WIOD	2 WZTA-F
3 WFLC-F	3 WHQT-F	3 WHYI-F	3 WRTO-F	3 WFLC-F	3 WPOW-F	3 WPOW-F	3 WFLC-F	3 WZTA-F	3 WFLC-F
4 WEDR-F	4 WEDR-F	4 WEDR-F	4 WEDR-F	4 WKIS-F	4 WKIS-F	4 WZTA-F	4 WEDR-F	4 WSHE-F	4 WLVE-F
5 WSHE-F	5 WHYI-F	5 WJQY-F	5 WKIS-F	5 WLYF-F	5 WHQT-F	5 WKIS-F	5 WPOW-F	5 WKIS-F	5 WEDR-F
6 WKIS-F	6 WKIS-F	6 WRTO-F	6 WHQT-F	6 WJQY-F	6 WZTA-F	6 WFLC-F	6 WIOD	6 WFLC-F	6 WKIS-F
7 WHYI-F	7 WJQY-F	7 WKIS-F	7 WJQY-F	7 WHYI-F	7 WFLC-F	7 WHQT-F	7 WLVE-F	7 WPOW-F	7
8	8	8 WHQT-F	8 WHYI-F	8	8	8 WIOD	8 WKIS-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		305 (1)	305 (1)	5.9	9.3	WAVS 1170 Davie/Miami	0.6/1.8/ 39/ 552		
AOR/CLASSIC		325 (2)	325 (2)	6.3	7.6	WCMQ 1210 Miami	1.1/2.9/ 64/ 803		
AC/OLDIES		703 (5)	703 (5)	13.7	14.3	WEXY 1520 Wtn Mnrs/Ft Ld	0.3/1.0/ 17/ 297		
FULL SVC/VARIETY						WFTL 1400 Ft.Lauderdale	1.1/3.4/ 63/1006		
COUNTRY		269 (1)	269 (1)	5.2	4.2	WKAT 1360 North Miami	0.5/1.5/ 29/ 410		
BLACK/URBAN	76 (2)	597 (2)	673 (4)	13.1	12.7	WMBM 1490 Miami Beach	0.9/2.0/ 49/ 552		
SAC/EZ		517 (3)	517 (3)	10.1	11.7	WQAM 560 Miami/Ft. Ldrd	0.9/4.1/ 57/1412		
NEWS/TALK	538 (5)		538 (5)	10.5	9.6	WRFM 830 Hialeah	0.4/0.9/ 20/ 248		
NOSTALGIA	159 (1)		159 (1)	3.1	3.2	WRHC 1550 Coral Gables	0.5/1.7/ 29/ 475		
RELIGION/GOSPEL	54 (3)		54 (3)	1.1	0.5	WVCG 1080 Coral Gables	0.3/1.6/ 18/ 460		
SPANISH	662 (6)	592 (4)	1254 (10)	24.4	21.0				
CLASSICAL		151 (1)	151 (1)	2.9	2.8	WEAT-F 104.3 West Palm Beach	0.4/2.2/145/2199		
JAZZ/NEW AGE		154 (1)	154 (1)	3.0	2.5	WJNO 1230 West Palm Beach	0.6/1.3/143/1594		
UNKNOWN/OTHERS	29 (1)		29 (1)	0.6	0.6	WRMF-F 97.9 West Palm Beach	0.9/3.1/188/2578		
						WYFX 1040 Boynton Beach	0.5/1.1/ 39/ 592		
	1518 (18)	3613 (20)	5131 (38)						

MIAMI-FT. LAUDERDALE

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW (DA-2)	,	Hispanic	,	\$ 69.00	(Caballero)	
WCMQ,	1210,	25 KW/2.5 KW (DA-2)	,	Hispanic MOR	,	\$ 55.00	(---)	SBS
WFTL,	1400,	1 KW	,	Talk				
WINZ,	940,	50 KW/25 KW (DA-N)	,	News/Talk				
WIOD,	610,	10 KW (DA-2)	,	News/Talk				
WMBM,	1490,	1 KW	,	Gospel/Black				
WHRZ,	790,	25 KW	,	Nostalgia				
WQAM,	560,	5 KW/1 KW	,	Sports				
WQBA,	1140,	50 KW/10 KW (DA-2)	,	Hispanic				
WRHC,	1550,	10 KW/500 W (DA-1)	,	Hispanic				
WWFE,	670,	50 KW/1 KW (DA-2)	,	Hispanic				
WVCG,	1080,	50 KW/20 KW (DA-2)	,	Religion/Ethnic				

FM STATIONS

WAXY,	105.9,	100 KW @ 1023	,	Oldies	,	\$ 73.00	(Eastman)	Ackerly
WCMQ,	92.3,	41 KW @ 282	,	Hispanic	,	\$ 70.00	(---)	SBS
WEDR,	99.1,	100 KW @ 925	,	Black				
WFLC,	97.3,	100 KW @ 800	,	AC				
WHQT,	105.1,	100 KW @ 1007	,	Black/AC				
WHYI,	100.7,	100 KW @ 928	,	AC/CHR				
WJQY,	106.7,	100 KW @ 984	,	Soft AC				
WKIS,	99.9,	100 KW @ 984	,	Country				
WLVE,	93.9,	96 KW @ 1007	,	Jazz/NAC				
WLYF,	101.5,	100 KW @ 810	,	EZ				
WMXJ,	102.7,	100 KW @ 1007	,	Oldies				
WPOW,	96.5,	100 KW @ 1007	,	CHR				
WQBA,	107.5,	95 KW @ 1007	,	Hispanic				
WSHE,	103.5,	100 KW @ 1007	,	AOR				
WTMI,	93.1,	96 KW @ 1007	,	Classical				
WXDJ,	95.7,	100 KW @ 981	,	Hispanic				
WZTA,	94.9,	100 KW @ 600	,	Classic AOR				

Miscellaneous: WHQT-F reclassified as Black AC (June) . . . WLVE-F from Gilmore to Paxson for \$13,900,000 (Blackburn) . . .

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,319,900
 MSA Rank/Pop: 34/1,400,000
 ADI # 28
 Average Person Ratings: 17.4
 Market TSL: 22.75 hours

Stations: 28/25
 Diaries: 1630/810:1/58.1%
 Sample Target: 1570
 % Below Line: 1.7
 % Not Listed: 8.1

1991 Revenue: \$41,600,000
 HH Inc.: \$31,752
 Retail \$: 11.6 Bill
 Pop per Station: 52,796
 #1 Biller: WTMJ \$9,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WTMJ (FS)	269/11.7	10.0	11.0	10.6	11.9	10.8	299/4146	3568/27.0	25.4	26.5	H	WTMJ
2. WMIL-F (C)	182/ 7.9	8.4	8.3	7.2	9.8	7.9	229/2873	2403/18.2	14.8	17.5	E	WMIL-F
3. WKLH-F (CL AOR)	158/ 6.9	6.3	5.9	6.3	4.9	6.4	173/2507	2309/17.5	16.2	14.7	F	WKLH-F
4. WOKY (BB/FS)	153/ 6.7	5.9	7.4	7.7	7.5	6.9	158/1836	1706/12.9	12.5	14.7	D	WOKY
5. WLZR-F (AOR)	142/ 6.2	6.1	6.2	5.3	4.8	5.9	171/2598	2140/16.2	14.6	13.6	D	WLZR-F
6. WLUM-F (CHR)	141/ 6.1	6.4	7.1	7.6	7.3	6.8	145/2629	2500/18.9	21.2	21.1	D	WLUM-F
7. WKTI-F (AC)	128/ 5.6	5.8	5.8	5.7	6.5	5.7	139/3111	2696/20.4	19.6	21.7	G	WKTI-F
8. WKKV-F (B/AC)	114/ 5.0	4.7	4.7	2.9	1.4	4.3	123/1517	1368/10.4	10.6	4.6	B	WKKV-F
9. WMYX-F (AC)	104/ 4.5	5.2	3.8	4.1	4.9	4.4	117/1868	1590/12.0	13.6	12.7	C	WMYX-F
10. WEZW-F (SAC)	100/ 4.4	5.6	4.9	5.8	4.8	5.2	109/1616	1452/11.0	11.5	12.1	C	WEZW-F
11. WLTQ-F (SAC)	99/ 4.3	4.6	3.6	4.4	3.2	4.2	104/1573	1467/11.1	10.8	10.8	C	WLTQ-F
12. WISN (T)	88/ 3.8	4.8	4.8	4.1	3.7	4.4	116/1857	1452/11.0	12.1	9.7	C	WISN
13. WQFM-F (AOR)	83/ 3.6	3.8	2.6	2.9	3.3	3.2	120/2189	1758/13.3	11.0	12.9	C	WQFM-F
14. WZTR-F (O)	76/ 3.3	4.1	3.2	5.0	4.3	3.9	108/2221	1792/13.6	12.4	14.4	C	WZTR-F
15. WFMR-F (CL)	59/ 2.6	1.4	2.1	2.2	3.0	2.1	59/788	788/ 6.0	6.4	6.5	B	WFMR-F
16. WNOV (B/G)	47/ 2.0	1.5	1.8	1.0	0.9	1.6	47/714	714/ 5.4	4.7	3.7	A	WNOV
17. WTKM-F (?)	25/ 1.1	0.6	0.6	0.5	1.2	0.7	35/509	380/ 2.9	1.6	3.1	A	WTKM-F
18. WEMP (O)	24/ 1.0	0.9	1.1	1.0	1.3	1.0	25/621	592/ 4.5	3.7	4.2	A	WEMP
19. WMVP (B)	23/ 1.0	2.1	1.5	1.5	1.8	1.5	24/492	480/ 3.6	4.1	4.8	A	WMVP
20.												

12+ FM SHARE (METRO): 68.31% (1442 of 2111) (SPG 91: 66.70%)

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 WKLH-F<	1 WTMJ >	1 WTMJ >	1 WMIL-F	1 WTMJ	1 WTMJ >	1 WTMJ >>
2 WKKV-F	2 WKLH-F	2 WKTI-F	2 WKTI-F	2 WMIL-F	2 WOKY	2 WMIL-F	2 WTMJ	2 WKLH-F	2 WLUM-F	2 WMIL-F
3 WLZR-F	3 WKTI-F	3 WLTQ-F	3 WLTQ-F	3 WKTI-F	3 WMIL-F>	3 WKTI-F<	3 WOKY	3 WMIL-F<	3 WKKV-F	3 WKTI-F
4	4 WLUM-F	4 WMIL-F	4 WMYX-F	4 WMYX-F<	4 WEZW-F	4 WKLH-F	4 WKLH-F<	4 WLUM-F<	4 WKLH-F	4 WKKV-F
5	5 WMIL-F<	5 WMYX-F	5 WLTQ-F<	5 WLTQ-F<	5 WISN	5 WOKY	5 WLZR-F	5 WLZR-F<	5 WLZR-F	5 WKLH-F
6	6 WQFM-F	6 WLUM-F	6 WLZR-F	6 WTMJ	6	6 WLZR-F	6 WMYX-F	6 WKTI-F<	6 WQFM-F<	6 WOKY
7	7 WKKV-F<	7 WLTQ-F<	7 WTMJ	7 WLZR-F	7	7 WLTQ-F<	7 WLUM-F	7 WOKY	7 WMIL-F	7 WLZR-F
8	8 WMYX-F>	8 WKKV-F<	8 WZTR-F	8 WZTR-F	8	8 WLUM-F	8 WKTI-F<	8 WISN	8	8 WLUM-F
9	9	9 WQFM-F	9	9	9	9	9 WEZW-F	9 WKKV-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 WLUM-F	1 WKTI-F<	1 WKLH-F	1 WKTI-F	1 WLTQ-F<	1 WLZR-F	1 WLZR-F>	1 WLZR-F>	1 WLZR-F	1 WKLH-F
2 WLZR-F	2 WKLH-F	2 WKTI-F	2 WLTQ-F<	2 WKTI-F	2 WQFM-F	2 WKLH-F	2 WKLH-F>	2 WKLH-F>	2 WMIL-F<
3 WKKV-F	3 WLUM-F<	3 WLTQ-F	3 WKLH-F	3 WMIL-F	3 WLUM-F>	3 WQFM-F>	3 WMIL-F	3 WMIL-F	3 WLZR-F>
4 WKTI-F	4 WKKV-F	4 WMIL-F	4 WLUM-F<	4 WKLH-F	4 WKLH-F>	4 WMIL-F	4 WQFM-F	4 WQFM-F	4 WTMJ
5 WKLH-F>	5 WLTQ-F	5 WMYX-F	5 WMYX-F	5 WMYX-F>	5 WMIL-F	5 WLUM-F	5 WKTI-F	5 WTMJ	5 WKTI-F
6 WQFM-F	6 WMYX-F	6 WKKV-F>	6 WMIL-F<	6 WTMJ	6 WKKV-F	6 WMYX-F	6 WMYX-F	6 WMYX-F	6 WMYX-F
7 WMYX-F	7 WLZR-F<	7 WLUM-F	7 WKKV-F	7 WKKV-F	7	7	7	7	7
8	8 WMIL-F	8	8	8 WEZW-F	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		156 (2)	156 (2)	7.4	15.7	WAUK 1510 Wksha/Mlwee	0.4/0.9/ 10/ 130		
AOR/CLASSIC	6 (1)	383 (3)	389 (4)	18.4	14.4	WBWI-F 92.5 West Bend	0.3/1.8/ 15/ 393		
AC/OLDIES	24 (1)	308 (3)	332 (4)	15.7	16.3	WHKQ-F 92.1 Racine	0.3/1.8/ 12/ 325		
FULL SVC/VARIETY	288 (2)		288 (2)	13.6	13.2	WLZR 1340 Milwaukee	0.3/1.4/ 6/ 198		
COUNTRY	9 (1)	190 (2)	199 (3)	9.4	11.2	WRJN 1400 Racine	0.8/2.4/ 19/ 331		
BLACK/URBAN	70 (2)	114 (1)	184 (3)	8.7	3.0	WYLO 540 Jackson/Mlwee	0.3/1.2/ 8/ 190		
SAC/EZ		207 (3)	207 (3)	9.8	5.4				
NEWS/TALK	112 (3)		112 (3)	5.3	5.9	WBBM 780 Chicago	0.4/2.7/ 11/ 470		
NOSTALGIA	153 (1)		153 (1)	7.2	8.3	WGN 720 Chicago	0.7/3.5/ 25/ 641		
RELIGION/GOSPEL	7 (1)		7 (1)	0.3	1.6	WJZQ-F 95.1 Kenosha/Waukegn	0.7/1.7/ 32/ 501		
SPANISH									
CLASSICAL		59 (1)	59 (1)	2.8	3.3				
JAZZ/NEW AGE					1.7				
UNKNOWN/OTHERS		25 (1)	25 (1)	1.2					
	669 (12)	1442 (16)	2111 (28)						

MILWAUKEE

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, OLDIES	UNISUP, CBS, \$ NA (Eastman)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N)	, TALK	ABC, MBS, \$ 52.00 (Katz)	Hearst
WMVP, 1290, 5 KW (DA-2)	, BLACK	CBS UNIULT, \$ 23.00 (Banner)	All Pro
WNOV, 860, 250 W (DAYS, DA)	, BLACK/GOSP.	NBN, \$ 21.00 (---)	
WOKY, 920, 5 KW/1 KW (DA-2)	, NOSTALGIA/FS	CNN, MBS, \$ 53.00 (CBS)	Sundance
WTMJ, 620, 5 KW (DA-N)	, FULL SERVICE	CNN, NBC, \$ 130.00 (Christal)	Journal Co.

FM STATIONS

WEZW, 103.7, 20 KW @ 840, EZ/SOFT AC	, \$ 53.00 (MMR)	Multimedia
WFMR, 98.3, 6 KW @ 328, CLASSICAL	, \$ 38.00 (CMBS)	(MENOMONEE FALLS)
WKKV, 100.7, 50 KW @ 500, BLACK AC	UNIPWR, \$ 40.00 (Torbet)	
WKLH, 96.5, 20 KW @ 810, CLASSIC AOR	, \$ 116.00 (McGuilid)	Saga
WWTI, 94.5, 16 KW @ 909, AC/CHR	SOURCE, \$ 106.00 (Christal)	Journal Co.
WLTQ, 97.3, 16 KW @ 912, SOFT AC	ABC, \$ 55.00 (Katz)	Hearst
WLUM, 102.1, 50 KW @ 490, CHR	CBS, UNPWR, \$ 68.00 (Banner)	All Pro
WLZR, 102.9, 50 KW @ 430, AOR	ABC, \$ 70.00 (Eastman)	Great American
WMIL, 106.1, 13 KW @ 974, COUNTRY	UNIULT, \$ 90.00 (CBS)	Sundance
WNYX, 99.1, 50 KW @ 449, AC	CBS, \$ 72.00 (Eastman)	Heritage
WQFM, 93.3, 13 KW @ 991, AOR	ABC, \$ 48.00 (MMR)	Shamrock
WZTR, 95.7, 34 KW @ 610, OLDIES	, \$ 51.00 (Durpetti)	Shockley

Miscellaneous: WFMR-F (Menominee Falls) sold to Dick Harris for \$1,080,000 . . .

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 17/2,060,800
 MSA Rank/Pop: 16/2,430,000
 ADI # 13
 Average Person Ratings: 18.0
 Market TSL: 23.25 hours

Stations: 17/17
 Diaries: 1942/1058:1/56.7%
 Sample Target: 1900
 % Below Line: 0.0
 % Not Listed: 14.9

1991 Revenue: \$74,000,000
 HH Inc.: \$35,952
 Retail \$: 21.0 Bil
 Pop per Station: 121,223
 #1 Biller: WCCO \$19,800,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WCCO (FS)	611/16.5	13.9	18.5	20.1	15.0	17.3	828/10642	7841/38.0	41.7	33.9	J	WCCO
2. KEYE-F (C)	402/10.8	10.9	10.8	9.3	9.7	10.4	475/5655	4669/22.7	20.9	20.9	I	KEYE-F
3. KQRS-AF (AOR)	344/ 9.3	8.4	9.7	9.8	11.0	9.3	406/6447	5454/26.5	25.5	27.1	H	KQRS-AF
4. WLTE-F (SAC)	292/ 7.9	8.7	8.2	8.5	8.9	8.3	337/4601	3907/19.0	19.9	20.9	H	WLTE-F
5. KSTP-F (AC)	265/ 7.1	7.7	6.0	5.5	7.9	6.6	301/4867	4293/20.8	19.2	17.6	G	KSTP-F
6. KDWB-F (CHR)	260/ 7.0	8.4	8.1	8.7	9.7	8.1	295/5148	4346/21.1	24.1	26.9	G	KDWB-F
7. KRXX-F (AOR)	251/ 6.8	6.4	3.0	4.1	4.1	5.1	322/4259	3366/16.3	14.5	17.6	E	KRXX-F
8. KQQL-F (O)	197/ 5.3	4.3	4.9	4.2	3.7	4.7	248/4313	3565/17.3	14.5	12.5	E	KQQL-F
9. KTCZ-AF (AOR)	173/ 4.7	4.2	4.6	2.8	3.7	4.1	182/2511	2398/11.6	10.8	10.2	E	KTCZ-AF
10. KSTP (T)	144/ 3.9	3.3	3.0	3.7	3.7	3.5	150/2303	2141/10.4	8.9	13.7	D	KSTP
11. KJJO-F (AOR)	61/ 1.6	2.6	2.0	2.6	1.7	2.2	66/1496	1350/ 6.6	6.5	6.6	C	KJJO-F
12. KLBB (BB)	59/ 1.6	2.5	1.9	1.7	2.7	1.9	59/1011	996/ 4.8	3.6	4.9	B	KLBB
13. WMIN (BB)	38/ 1.0	0.8	1.5	1.1	1.5	1.1	38/790	728/ 3.5	3.8	4.5	A	WMIN
14. KFAN (SPRTS)	37/ 1.0	0.7	1.2	0.4	0.5	0.8	38/762	718/ 3.5	5.9	3.7	A	KFAN
15.												

12+ FM SHARE (METRO): 70.74% (2236 of 3161) (SPG 91: 70.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF	1 KQRS-AF	1 KEYE-F<	1 KEYE-F<	1 WCCO >>	1 WCCO >	1 WLTE-F	1 WCCO	1 WCCO >>	1 WCCO >>
2 KRXX-F>	2 KRXX-F	2 KEYE-F>	2 KQRS-AF	2 WCCO	2 WLTE-F	2 KQRS-AF	WCCO <	2 KEYE-F>	2 KEYE-F	2 KEYE-F>>
3 KEYE-F>	3 KEYE-F>	3 KSTP-F<	3 WCCO	3 KQRS-AF	3 KEYE-F>	3 KEYE-F	3 KEYE-F<	3 KQRS-AF	3 KDWB-F	3 KQRS-F>>
4 KQRS-AF	4 KSTP-F	4 WCCO	4 KSTP-F	4 WLTE-F	4 KQQL-F<	4 KSTP-F	4 KQRS-AF	4 WLTE-F<	4 KRXX-F>	4 KRXX-F>>
5	5 KDWB-F	5 KRXX-F	5 WLTE-F<	5 KSTP-F	5 KSTP-F	5 KDWB-F	5 KSTP-F	5 KRXX-F<	5 KQRS-AF<	5 KSTP-F<
6	6 KTCZ-AF>	6 WLTE-F	6 KTCZ-AF<	6 KTCZ-AF	6	6 WLTE-F>	6 KRXX-F	6 KSTP-F<	6 WLTE-F	6 KQQL-F
7	7	7 KQQL-F<	7 KQQL-F	KQQL-F	7	7	7 KTCZ-AF	7 KDWB-F	7	7 WLTE-F
8	8	8 KTCZ-AF					KQQL-F	8 KQQL-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 KQRS-AF	1 KEYE-F	1 KEYE-F<	1 KEYE-F	1 KEYE-F	1 KRXX-F>>	1 KQRS-AF	1 KQRS-AF>>	1 KQRS-AF>	1 WCCO <
2 KDWB-F	2 KSTP-F	2 KSTP-F>	2 KSTP-F	2 WLTE-F	2 KQRS-AF	2 KRXX-F>	2 KEYE-F	2 WCCO <	2 KQRS-AF>
3 KRXX-F	3 KQRS-AF	3 KDWB-F	3 WLTE-F	3 KSTP-F	3 KEYE-F>	3 KEYE-F>	3 KTCZ-AF	3 KRXX-F<	3 KEYE-F>
4 KEYE-F	KDWB-F>	4 KTCZ-AF	4 KQRS-AF	4 WCCO	4 KDWB-F>	4 KTCZ-AF	4 WCCO	4 KEYE-F>	4 KTCZ-AF
5 KSTP-F	5 KRXX-F	KQRS-AF>	5 KDWB-F	5 KQQL-F	5 KSTP-F	5 WCCO	5 KRXX-F>	5 KTCZ-AF	5 KQQL-F
6 WLTE-F>	6 WLTE-F	6 WLTE-F	6 KQQL-F	6 KTCZ-AF	6 KJJO-F	6 KSTP-F	6 KSTP <	6 KSTP-F<	6 KSTP-F
7 KJJO-F	7 KTCZ-AF	7 KQQL-F	7 KTCZ-AF	7 KQRS-AF<	7	7	7 KSTP-F	7 KQQL-F	7 WLTE-F
8	8	8	8	8 KDWB-F	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		260 (1)	260 (1)	8.2	11.6	KMZZ 980 Richfield	0.7/2.3/ 27/ 548
AOR/CLASSIC	36 (3)	820 (4)	856 (7)	27.1	24.6		
AC/OLDIES		462 (2)	462 (2)	14.6	24.3		
FULL SVC/VARIETY	611 (1)		611 (1)	19.3	17.3		
COUNTRY		402 (1)	402 (1)	12.7	11.9		
BLACK/URBAN							
SAC/EZ		292 (1)	292 (1)	9.2	0.3		
NEWS/TALK	181 (2)		181 (2)	5.7	4.8		
NOSTALGIA	97 (2)		97 (2)	3.1	4.8		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE					0.4		
UNKNOWN/OTHERS							
	925 (8)	2236 (9)	3161 (17)				

MINNEAPOLIS-ST. PAUL

RADIO STATIONS

AM STATIONS

KFAN, 1130, 50 KW/25 KW (DA-2), SPORTS	MBS, \$ 40.00 (Katz)	Malrite
KLBB, 1400, 1 KW , NOSTALGIA	ABC UNISUP, \$ 33.00 (Roslin)	
KMZZ, 980, 5 KW (DA-1) , AOR	UNIULT, \$ 28.00 (HNWH)	Entercom
KSTP, 1500, 50 KW (DA-N) , TALK	ABC, \$ 54.00 (McGuild)	Hubbard
KTCJ, 690, 500 W (DAYS) , JAZZ	, \$ 24.00 (Eastman)	American Media
WCCO, 830, 50 KW , FULL SERVICE	CBS, UNISUP, \$ 290.00 (CBS)	CBS
WDGY, 630, 5 KW/500 W (DA-2), COUNTRY	MBS, NBC, \$ 31.00 (Banner)	
WMIN, 1030, 50 KW/1 KW (DA-2) , NOSTALGIA	UNIULT, UNISUP, \$ 30.00 (---)	

FM STATIONS

KDWB, 101.3, 100 KW @ 817, CHR	, \$ 129.00 (Banner)	Midcontinent
KEEY, 102.1, 100 KW @ 1033, COUNTRY	, \$ 200.00 (Katz)	Malrite
KJJO, 104.1, 100 KW @ 1069, COUNTRY	ABC, \$ 56.00 (MMR)	Park
KRRX, 93.7, 100 KW @ 820, AOR	SOURCE, \$ 70.00 (HNWH)	Entercom
KQRS, 92.5, 50 KW @ 817, Classic AOR/AOR	ABC, \$ 190.00 (Katz)	Cap.Cities/ABC
KQQL, 107.9, 97 KW @ 1089, OLDIES	, \$ 76.00 (Durpetti)	Trumper
KSTP, 94.5, 95 KW @ 1220, AC	, \$ 148.00 (McGuild)	Hubbard
KTCZ, 97.1, 100 KW @ 236, PROG AOR	, \$ 74.00 (Eastman)	American Media
WLTE, 102.9, 100 KW @ 1033, SOFT AC	, \$ 163.00 (CBS)	CBS

Miscellaneous: WCTS-F from Central Baptist Seminary to Rales for \$10,000,000 + (Kali) . . . KLXK-F to KRRX-F; Classic AOR to AOR . . . KJJO-F from AOR to Country (Sep) . . . KTCJ, KTCZ-F from Parker to American Media for \$8,025,000 (E) (MVP) . . .

MOBILE

Arbitron Rank/Pop (12+): 89/391,500 Stations: 23/19 1991 Revenue: \$10,200,000
 Diaries: 919/426:1/48.6% HH Inc.: \$27,432
 MSA Rank/Pop: 101/494,000 Sample Target: 860 Retail \$: 3.4 B11
 ADI # 55 (w/Pensacola) % Below Line: 10.7 Pop per Station: 20,605
 Average Person Ratings: 17.0 % Not Listed: 9.2 #1 Biller: WKSJ-AF \$2,800,000
 Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WBLX-F (B)	115/17.3	17.7	16.5	17.3	15.9	17.2	210/1741	884/22.6	23.1	24.5	C	WBLX-F
2. WKSJ-AF (C)	93/14.0	18.0	20.0	19.7	21.7	17.9	107/1537	1128/28.8	46.1	47.4	D	WKSJ-AF
3. WABB-F (CHR)	54/ 8.1	7.3	8.4	6.8	6.8	7.7	82/1483	915/23.4	21.3	19.0	C	WABB-F
4. WGCG-F (AOR)	45/ 6.8	6.5	5.3	4.4	5.9	5.8	73/967	495/12.6	10.9	12.5	C	WGCG-F
5. WKRG (N/T)	37/ 5.6	4.7	4.9	6.2	4.9	5.3	37/441	421/10.8	8.9	11.9	B	WKRG
WGOK (G/B)	37/ 5.6	5.1	5.9	5.3	6.8	5.5	37/438	433/11.1	11.8	12.6	A	WGOK
7. WKRG-F (AC)	32/ 4.8	4.8	5.5	5.6	5.3	5.2	73/1251	583/14.9	16.3	17.1	B	WKRG-F
8. WAVH-F (O)	31/ 4.7	5.0	3.4	5.6	5.6	4.7	57/995	510/13.0	11.7	13.9	B	WAVH-F
9. WXBW-F (C)	23/ 3.5	2.9	2.8	2.6	2.1	3.0	109/1251	297/ 7.6	9.7	5.5	A	WXBW-F
WMEZ-F (SAC)	23/ 3.5	3.9	2.5	3.5	2.8	3.3	58/665	238/ 6.1	5.7	7.7	A	WMEZ-F
11. WDLT-F (SAC)	21/ 3.2	3.6	4.3	3.5	2.8	3.7	22/370	359/ 9.2	9.5	9.9		WDLT-F
12. WZEW-F (AOR)	11/ 1.7	2.5	2.1	2.7	2.8	2.3	11/702	259/ 6.6	6.1	8.1	A	WZEW-F
13. WJLQ-F (CHR)	10/ 1.5	1.4	1.5	0.9	0.9	1.3	33/270	238/ 6.1	8.8	5.9		WJLQ-F
WLTV (G)	10/ 1.5	0.3	0.7	-----	-----	0.6	10/129	129/ 3.3	1.4	0.0	A	WLTV
WABB (T)	10/ 1.5	0.8	1.0	0.3	0.4	0.9	11/181	141/ 3.6	5.2	2.8	A	WABB

12+ FM SHARE (METRO): 79.34% (480 of 605) (SPG 91: 79.77%)

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 WKSJ-AF<	1 WKSJ-AF	1 WKSJ-AF>	1 WKSJ-AF	1 WKSJ-AF>	1 WBLX-F	1 WBLX-F>>	1 WKRG
2 WABB-F>>	2 WGCG-F	2 WKSJ-AF>	2 WBLX-F>	2 WBLX-F>	2 WKRG <	2 WBLX-F>	2 WKSJ-AF>	2 WABB-F	2 WABB-F	2 WBLX-F>
3 WGCG-F	3 WKSJ-AF	3 WABB-F	3 WABB-F	3 WAVH-F	3 WBLX-F	3 WABB-F	3 WGCG-F	3 WKSJ-AF	3 WGCG-F	3 WKSJ-F
4	4 WABB-F	4 WGCG-F>	4 WAVH-F	4 WABB-F	4 WGOK	4 WGCG-F<	4 WKRG	4 WGCG-F	4 WKSJ-AF	4 WABB-F
5	5	5 WAVH-F	5 WGCG-F	5 WKSJ-AF<	5 WAVH-F<	5 WKRG-F	5 WABB-F	5 WKRG <	5 WKRG	5 WQID-F
6	6	6 WKRG-F	6 WKRG-F	6 WKRG-F	6 WMEZ-F	6 WKRG >	6 WGOK	6 WAVH-F	6 WKRG >	6
7	7	7	7	7	7 WKRG-F	7	7 WKRG-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 WBLX-F>>	1 WBLX-F>>	1 WBLX-F	1 WBLX-F>	1 WKSJ-AF	1 WGCG-F	1 WGCG-F	1 WGCG-F	1 WGCG-F<	1 WKSJ-AF>
2 WABB-F>>	2 WKSJ-AF	2 WKSJ-AF>>	2 WKSJ-AF>	2 WBLX-F>	2 WBLX-F>>	2 WBLX-F>	2 WBLX-F	2 WBLX-F<	2 WGCG-F
3 WKSJ-AF	3 WABB-F>	3 WABB-F	3 WABB-F	3 WKRG-F	3 WABB-F	3 WKSJ-AF	3 WKSJ-AF	3 WKSJ-AF>	3 WBLX-F>
4 WXBW-F	4 WKRG-F	4 WKRG-F	4 WKRG-F	4 WABB-F	4 WKSJ-AF>	4 WABB-F	4 WABB-F>	4 WABB-F	4 WAVH-F
5 WKRG-F	5 WXBW-F	5	5 WAVH-F	5 WAVH-F	5 WDLT-F	5	5 WKSJ-AF	5 WAVH-F	5 WABB-F
6 WGCG-F	6	6	6 WGOK	6 WGOK	6	6	6 WKRG	6	6
7	7	7	7	7	7	7	7 WAVH-F	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		67 (3)	67 (3)	11.1	8.7	WBHY 840 Mobile	1.1/2.1/ 13/ 106		
AOR/CLASSIC		56 (2)	56 (2)	9.3	9.9	WBLX 660 Fairhope/Mobile	1.2/6.2/ 11/ 287		
AC/OLDIES	1 (1)	63 (2)	64 (3)	10.6	15.6	WHEP 1310 Foley	0.9/1.9/ 6/ 74		
FULL SVC/VARIETY	6 (1)		6 (1)	1.0		WKQR-F 101.9 Citronelle	0.8/1.2/ 9/ 96		
COUNTRY		131 (6)	131 (6)	21.7	21.6	WMOB 1360 Mobile	1.1/2.3/ 7/ 94		
BLACK/URBAN	45 (2)	115 (1)	160 (3)	26.4	29.4	WZBA-F 104.9 Moss Point	0.8/3.6/ 8/ 215		
SAC/EZ		44 (2)	44 (2)	7.3	3.2				
NEWS/TALK	49 (3)		49 (3)	8.1	6.0	WKNN-F 99.1 Pscgla/Biloxi	0.5/2.6/ 37/ 567		
NOSTALGIA					1.3	WOSM-F 103.1 Ocean Springs	0.6/1.3/ 11/ 129		
RELIGION/GOSPEL	24 (3)	4 (1)	28 (4)	4.6	2.5	WOWW-F 107.3 Pensacola	0.5/2.8/ 75/ 896		
SPANISH						WQID-F 93.7 Biloxi/Glfport	0.5/1.6/ 14/ 249		
CLASSICAL						WWL 870 New Orleans	0.3/1.5/ 6/ 114		
JAZZ/NEW AGE									
UNKNOWN/OTHERS					1.8				
	125 (10)	480 (17)	605 (27)						

MOBILE

RADIO STATIONS

WABB	,	1480,	5 KW (DA-N)	,	Talk	SUN UPI, \$11.00	(Christal)	Dittman
WBLX	,	660,	22 KW/1 KW (DA-2)	,	Black	,	\$10.00 (---)	
WGOK	,	900,	1 KW/500 W (DA-2)	,	Gospel/Black	SBN, \$16.00	(Roslin)	
WKRK	,	710,	1 KW/500 W (DA-N)	,	News/Talk	CBS MBS, \$23.00	(Katz)	
WLPR	,	960,	5 KW/1 KW (DA-2)	,	Nostalgia	SMN, \$13.00	(---)	
WABB-F,	97.5,	100 KW @ 1348	,	CHR	ABC, \$46.00	(Christal)	Dittman	
WAVH-F,	96.1,	100 KW @ 1342	,	Oldies	UNISUP, \$24.00	(Durpetti)	AT&T	
WBLX-F,	92.9,	100 KW @ 1555	,	Black	UNIPWR ABC, \$40.00	(HNWH)		
WDLT-F,	98.3,	6 KW @ 298	,	Soft AC	UNISUP, \$18.00	(K & P)		
WGCK-F,	104.1,	100 KW @ 1555	,	AOR	ABC UNIPWR, \$30.00	(Eastman)	(ATMORE)	
WKRK-F,	99.9,	100 KW @ 1755	,	AC	MBS, \$26.00	(Katz)		
WKSJ-F,	94.9,	100 KW @ 410	,	Country	ABC, \$61.00	(Banner)	Franklin	
WZBA-F,	104.9,	33 KW @ 183	,	Country	,	\$12.00 (---)	Waldron (MOSS POINT)	
WZEW-F,	92.1,	14 KW @ 449	,	AOR	CNN, \$15.00	(---)	(FAIRHOPE)	

Other Ranked Stations - See Pensacola

Miscellaneous: WKSJ A/F sold by Capitol to Franklin for \$4,025,000 (E) (Blackburn) . . .

MODESTO

Arbitron Rank/Pop (12+): 119/310,800
 MSA Rank/Pop: 128/382,400
 ADI # 19+
 Average Person Ratings: 14.2
 Market TSL: 19.50 hours

Stations: 30/17
 Diaries: 782/397:1/48.0%
 Sample Target: 730
 % Below Line: 16.5
 % Not Listed: 16.7

1991 Revenue: \$10,200,000
 HH Inc.: \$32,820
 Retail \$: 2.5 Bil
 Pop per Station: 18,282
 #1 Biller: KHOP-F \$2,000,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KMIX-F (C)	51/11.5	10.0	8.1	14.6	9.3	----	90/1007	609/19.5	20.0	16.2	C	KMIX-F
2. KHOP-F (CHR)	37/ 8.4	9.0	10.8	9.7	13.9	----	86/1642	727/23.4	23.5	25.3	D	KHOP-F
3. KLOC (SP)	23/ 5.2	3.9	2.1	3.9	6.1	----	28/256	199/ 6.4	5.5	4.2	A	KLOC
KDJK-F (AOR)	23/ 5.2	6.3	4.2	6.7	7.5	----	48/804	431/13.9	12.7	12.3	C	KDJK-F
5. KJSN-F (SAC)	20/ 4.5	4.9	6.7	5.4	5.1	----	26/500	382/12.3	13.2	12.2	C	KJSN-F
KHTN-F (CHR)	20/ 4.5	2.1	0.4	----	----	----	26/420	247/ 7.9	6.2	1.8	A	KHTN-F
KBEE-F (SAC/EZ)	20/ 4.5	7.2	9.2	10.5	11.1	----	79/942	345/11.1	13.5	18.7	C	KBEE-F
8. KOSO-F (AC)	19/ 4.3	7.2	4.6	5.2	3.6	----	49/997	383/12.3	12.7	11.8	C	KOSO-F
9. KNBR (T)	17/ 3.8	5.6	3.3	1.9	3.4	----	54/926	324/10.4	13.9	8.5	C	KNBR
KABX-F (O)	17/ 3.8	1.6	3.1	1.5	2.0	----	26/452	265/ 8.5	5.4	7.2	A	KABX-F
11. KVFX-F (CL AOR)	16/ 3.6	3.9	5.4	4.1	4.6	----	50/810	364/11.7	10.0	10.3	B	KVFX-F
12. KTRB (C)	15/ 3.4	2.8	4.2	7.1	3.6	----	32/332	186/ 6.0	9.6	8.6	A	KTRB
13. KCBS (N/T)	14/ 3.2	2.1	2.3	2.6	1.8	----	31/609	264/ 7.9	6.9	7.1	C	KCBS
14. KSGO-F (O)	11/ 2.5	2.1	1.7	1.5	1.4	----	33/603	187/ 6.0	5.5	4.5	C	KSGO-F
15. KAMB-F (REL)	10/ 2.3	0.7	1.9	1.7	1.4	----	18/225	133/ 4.3	4.9	5.7	A	KAMB-F

12+ FM SHARE (METRO): 74.18% (273 of 368) (SPG 91: 74.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F	1 KMIX-F	1 KMIX-F>	1 KMIX-F>	1 KMIX-F>	1 KMIX-F>	1 KMIX-F	1 KMIX-F>	1 KMIX-F	1 KHOP-F	1 KCBS >>
2 KHTN-F>>	2 KDJK-F	2 KHOP-F	2 KDJK-F	2 KDJK-F	2 KBEE-F	2 KHOP-F	2 KBEE-F	2 KHOP-F>	2 KMIX-F	2 KMIX-F
3	3 KHOP-F	3 KDJK-F	3 KHOP-F	3 KOSO-F	3 KCBS	3 KCBS	3 KCBS	3 KDJK-F<	3 KHTN-F>	3 KOSO-F
4	4 KVFX-F	4 KLOC	4 KOSO-F	4 KHOP-F	4 KNBR	4 KTRB <	4 KHOP-F	4 KHTN-F	4 KLOC	4
5	5 KLOC	5 KJSN-F	5 KLOC	5 KLOC	KTRB	5 KBEE-F	5 KABX-F<	5 KOSO-F	5 KVFX-F	5
6	6	6	KJSN-F	6	KABX-F	6	6	KBEE-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 KHOP-F	1 KMIX-F>	1 KMIX-F>	1 KMIX-F>	1 KMIX-F>	1 KMIX-F	1 KDJK-F>	1 KDJK-F>>	1 KDJK-F	1 KDJK-F
2 KMIX-F>	2 KHOP-F>	2 KOSO-F>	2 KHOP-F	2 KOSO-F	KHTN-F	2 KVFX-F	2 KVFX-F	2 KMIX-F	2 KMIX-F
3 KLOC	3 KOSO-F	3 KVFX-F	3 KOSO-F	3 KLOC	KHOP-F	3 KHOP-F	3 KHOP-F	3 KHOP-F	3 KNBR
KHTN-F>	KLOC	KLOC	KLOC	KHOP-F	4 KMEL-F	4 KMIX-F>	4 KMIX-F	4 KVFX-F	4 KJSN-F
5 KJSN-F	5 KVFX-F	KDJK-F	5	KABX-F	KVFX-F	5 KLOC	KLOC	KJSN-F	5 KHOP-F
6	6	6	6	6	KDJK-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		65 (4)	65 (4)	17.7	14.1	KFIV 1360 Modesto	0.9/2.9/ 4/ 103
AOR/CLASSIC		39 (2)	39 (2)	10.6	11.4	KMIX 1390 Turlock/Modesto	0.7/2.3/ 5/ 112
AC/OLDIES	4 (1)	47 (3)	51 (4)	13.9	21.8	KNTO-F 95.9 Livingston	1.8/2.3/ 11/ 131
FULL SVC/VARIETY						KOOK 970 Modesto	0.9/2.1/ 6/ 105
COUNTRY	21 (3)	58 (3)	79 (6)	21.5	21.3	KUBB-F 96.3 Mariposa	1.1/5.2/ 30/ 571
BLACK/URBAN					0.7		
SAC/EZ		40 (2)	40 (2)	10.9	10.9	KCIV-F 99.9 Mt. Bullion	0.7/3.4/ 10/ 229
NEWS/TALK	43 (6)		43 (6)	11.7	11.6	KFRC 610 San Francisco	0.9/2.1/ 14/ 242
NOSTALGIA	4 (1)		4 (1)	1.1	1.2	KGO 810 San Francisco	0.7/1.5/ 17/ 257
RELIGION/GOSPEL		13 (2)	13 (2)	3.5	3.5	KMEL-F 106.1 San Francisco	1.4/3.7/ 26/ 448
SPANISH	23 (1)	11 (2)	34 (3)	9.2	2.5	KMJ 580 Fresno	0.7/1.8/ 15/ 249
CLASSICAL						KRAK 1140 Sacramento	0.7/2.0/ 37/ 397
JAZZ/NEW AGE						KSKS-F 93.7 Fresno	0.5/1.4/ 16/ 205
UNKNOWN/OTHERS					1.0	KSTN-F 107.3 Stockton	0.7/1.4/ 26/ 366
						KWOD-F 106.5 Sacramento	0.5/1.3/ 11/ 279
	95 (12)	273 (18)	368 (30)			KYOS 1480 Merced	0.5/1.5/ 12/ 320

RADIO STATIONS

KLOC , 920, 500 W/2.5 KW (DA-2) , Hispanic , \$17.00 (Lotus Hisp.) (CERES)
 KOOK , 970, 1 KW (DA-2) , Oldies ABC, \$10.00 (Eastman) Citadel
 KTRB , 860, 50 KW/10 KW (DA-2) , Country NBC, \$14.00 (Banner)
 KABX-F, 97.5, 50 KW @ 489 , Oldies , \$16.00 (Christal) (MERCED)
 KAMB-F, 101.5, 50 KW @ 387 , Religion , \$11.00 (---) (MERCED)
 KBEE-F, 103.3, 50 KW @ 500 , Soft AC/EZ ABC, \$25.00 (Eastman) Citadel
 KDJK-F, 95.1, 50 KW @ 633 , AOR , \$26.00 (Eastman) (OAKDALE)
 KHOP-F, 104.1, 50 KW @ 500 , CHR , \$43.00 (Mc-Guild) Fuller-Jeffrey
 KHTN-F, 104.7, 50 KW @ 469 , CHR , \$10.00 (K & P) (LOS BANOS)
 KJSN-F, 102.3, 6 KW @ 298 , Soft AC , \$25.00 (MMR) Comm. Pacific
 KMIX-F, 98.3, 2 KW @ 390 , Country MBS, \$35.00 (Durpetti) Radio Assoc. (TURLOCK)
 KOSO-F, 93.1, 3 KW @ 1790 , AC AP, \$31.00 (Katz) (PATTERSON)
 KUBB-F, 96.3, 2 KW @ 2112 , Country UNIULT UNISUP, \$16.00 (Mc-Guild) Buckley (MARIPOSA)
 KVFX-F, 96.7, 3 KW @ 328 , Classic AOR UNISUP, \$19.00 (HNWH) (MANTECA)
 KCBS -- see San Francisco KSGO -- see Stockton

MONMOUTH-OCEAN

Arbitron Rank/Pop (12+): 44/852,300
 MSA Rank/Pop: 50/1,002,100
 New York ADI
 Average Person Ratings: 19.1
 Market TSL: 25.00 hours

Stations: 43/8
 Diaries: 1032/826:1/51.8%
 Sample Target: 1050
 % Below Line: 66.6
 % Not Listed: 11.3

1991 Revenue: NA
 HH Inc.: \$50,549
 Retail \$: 8.6 Bil
 Pop per Station: 106,538
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WXRK-F (CL AOR)	102/ 6.3	5.3	5.2	5.7	5.3	----	102/1448	1448/17.0	17.7	16.8	WXRK-F
2. WOBM-F (AC)	95/ 5.8	6.6	4.5	5.6	4.0	----	95/1254	1254/14.7	14.6	13.4	WOBM-F
3. WOR (N/T)	86/ 5.3	4.9	5.1	3.3	2.7	----	86/879	879/10.3	10.4	11.1	WOR
4. WADB-F (SAC)	84/ 5.2	6.8	5.1	5.5	5.6	----	84/891	891/10.5	11.8	11.0	WADB-F
5. WNEW-F (AOR)	82/ 5.0	4.6	4.2	5.8	4.9	----	82/1260	1260/14.8	13.8	13.7	WNEW-F
6. WJLK-F (AC)	77/ 4.7	5.2	3.1	3.4	3.2	----	77/795	795/ 9.3	11.8	10.0	WJLK-F
7. WFAN (SPRTS)	62/ 3.8	3.0	2.8	3.3	2.9	----	62/1024	1024/12.0	11.6	10.8	WFAN
8. WPAT-F (SAC)	59/ 3.6	2.2	3.7	5.2	5.5	----	59/713	713/ 8.4	8.8	9.8	WPAT-F
9. WPLJ-F (CHR)	58/ 3.6	3.2	4.0	3.1	3.4	----	58/1453	1453/17.0	14.7	15.2	WPLJ-F
10. WYNY-F (C)	57/ 3.5	3.3	4.5	2.9	3.6	----	57/627	627/ 7.4	6.9	9.3	WYNY-F
11. WCBS-F (O)	53/ 3.3	2.1	2.8	2.9	3.1	----	53/813	813/ 9.5	6.6	8.7	WCBS-F
WABC (T)	53/ 3.3	3.3	4.0	2.3	2.4	----	53/850	850/10.0	9.6	10.4	WABC
13. WCBS (N)	50/ 3.1	4.0	3.5	3.2	2.8	----	50/1152	1152/13.5	15.0	14.7	WCBS
14. WKXW-F (T/D)	49/ 3.0	3.6	5.4	4.0	2.7	----	49/1035	1035/12.1	12.6	12.3	WKXW-F
15.											

12+ FM SHARE (METRO): 77.16% (1115 of 1445) (SPG 91: 76.04%)

NOTE: Monmouth-Ocean's Metro and TSA are the same.

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQHT-F>	1 WNEW-F	1 WXRK-F	1 WXRK-F>	1 WXRK-F>	1 WOR	1 WXRK-F	1 WNEW-F	1 WXRK-F	1 WQHT-F	1 WOR >
2 WHTZ-F	2 WXRK-F>	2 WNEW-F>	2 WNEW-F	2 WJLK-F	2 WADB-F	2 WFAN <	2 WOBM-F<	2 WNEW-F<	2 WNEW-F<	2 WFAN >
3 WPLJ-F>	3 WPLJ-F	3 WJLK-F	3 WJLK-F	3 WOBM-F	3 WOBM-F>	3 WOBM-F<	3 WJLK-F<	3 WOBM-F	3 WPLJ-F	3 WNEW-F
4 WIOQ-F	4 WJLK-F>	4 WPLJ-F<	4 WOBM-F<	4 WYNY-F<	4 WPAT-F	4 WOR	4 WXRK-F	4 WADB-F	4 WXRK-F	4 WCBS
5	5 WMMR-F	5 WOBM-F	5 WPLJ-F	5 WFAN	5 WFAN	5 WJLK-F	5 WPAT-F<	5	5 WOR	5 WOBM-F
6	6	6 WCBS-F	6 WFAN <	6	6	6 WCBS	6 WADB-F	6	6	6 WKXW-F
7	7	7	7 WCBS-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 WNEW-F	1 WPLJ-F	1 WPLJ-F	1 WJLK-F	1 WJLK-F	1 WNEW-F>	1 WXRK-F	1 WXRK-F>	1 WXRK-F	1 WXRK-F>
2 WQHT-F	2 WNEW-F	2 WJLK-F	2 WPLJ-F	2 WOBM-F	2 WXRK-F>>	2 WNEW-F>>	2 WNEW-F	2 WNEW-F>	2 WFAN
3 WXRK-F	3 WJLK-F	3 WNEW-F	3 WXRK-F<	3 WPLJ-F	3 WHTG-F	3 WMMR-F>	3 WMMR-F>>	3 WFAN >	3 WNEW-F>
4 WPLJ-F	4 WXRK-F	4 WXRK-F>	4 WNEW-F	4 WXRK-F	4 WFAN	4 WOBM-F	4 WOBM-F	4 WCBS-F	4 WYNY-F<
5 WHTZ-F	5 WQHT-F	5 WYNY-F	5 WOBM-F	5 WYNY-F	5 WOBM-F	5 WHTG-F	5 WFAN	5 WOBM-F	5 WCBS-F
6 WCBS-F	6	6 WKXW-F	6	6	6 WJRZ-F	6	6 WHTG-F	6	6
7 WJLK-F	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		176 (6)	176 (6)	12.2	14.6	WHTG-F 106.3 Eatontown	1.3/4.2/ 21/ 357		
AOR/CLASSIC		235 (5)	235 (5)	16.3	15.0	WJLK 1310 Asbury Park	0.4/2.2/ 7/ 191		
AC/OLDIES	7 (1)	390 (11)	397 (12)	27.5	26.8	WJRZ-F 100.1 Manahawkin/TmRv	1.6/6.8/ 0/ 0		
FULL SVC/VARIETY						WOBM 1160 Lakewood	1.2/3.3/ 19/ 285		
COUNTRY	19 (1)	57 (1)	76 (2)	5.3	6.5	WZVU-F 107.1 Long Branch	1.9/7.8/ 31/ 665		
BLACK/URBAN		38 (2)	38 (2)	2.6	1.9				
SAC/EZ	3 (1)	154 (3)	157 (4)	10.9	10.0	WBLS-F 107.5 New York	0.9/3.4/ 14/ 290		
NEWS/TALK	257 (5)		257 (5)	17.8	18.4	WFEM-F 94.7 Newark	0.4/1.5/ 7/ 127		
NOSTALGIA	44 (2)	14 (1)	58 (3)	4.0	3.7	WFPG-F 96.9 Atlantic City	0.7/2.1/ 11/ 181		
RELIGION/GOSPEL		7 (1)	7 (1)	0.5		WHLI 1100 Hempstead/GrdnC	1.5/1.6/ 25/ 133		
SPANISH						WHTZ-F 100.3 Newark/New York	1.9/9.0/ 31/ 769		
CLASSICAL		26 (2)	26 (2)	1.8	1.5	WINS 1010 New York	0.4/2.5/ 6/ 209		
JAZZ/NEW AGE		18 (1)	18 (1)	1.2	1.6	WIOQ-F 102.1 Philadelphia	0.9/3.3/ 14/ 279		
UNKNOWN/OTHERS						WLTW-F 106.7 New York	1.4/5.8/ 22/ 491		
	330 (10)	1115 (33)	1445 (43)			WMGQ-F 98.3 New Brunswick	0.4/1.6/ 6/ 136		
						WMMR-F 93.3 Philadelphia	1.5/5.3/ 25/ 451		
						WMXV-F 105.1 New York	1.7/6.9/ 27/ 584		
						WNCN-F 104.3 New York	0.7/2.8/ 12/ 242		
						WNEW 1130 New York	1.2/4.1/ 19/ 353		
						WUGL-F 98.1 Philadelphia	0.9/3.3/ 15/ 284		
						WPAT 930 Paterson	0.2/2.0/ 3/ 172		
						WPST-F 97.5 Trenton/Phila.	0.4/2.7/ 6/ 226		
						WQCD-F 101.9 New York	1.1/3.8/ 18/ 324		
						WQHT-F 97.1 New York	2.5/7.8/ 41/ 662		
						WQXR-F 96.3 New York	0.9/2.8/ 14/ 239		
						WRDR-F 104.9 Egg Harbor	0.9/2.8/ 14/ 236		
						WRKS-F 98.7 New York	1.5/5.0/ 24/ 422		
						WXTU-F 92.5 Philadelphia	0.5/1.6/ 8/ 139		
						WYSP-F 94.1 Philadelphia	0.3/1.7/ 5/ 144		
						WYXR-F 104.5 Philadelphia	0.4/1.5/ 7/ 124		

MONMOUTH-OCEAN

RADIO STATIONS

WJLK ,	1310,	2.5 KW/1 KW (DA-D),	Oldies	UNIULT SMN, \$ NA	(Katz)	D & F	(ASBURY)
WOBM ,	1160,	5 KW/9 KW (DA-2),	Country	UNIULT UNISUP, \$ NA	(Katz)		(LAKEWOOD)
WADB-F,	95.9,	4 KW @ 239	, SAC/EZ	, \$ NA	(---)		(PT. PLEAS.)
WHTG-F,	106.3,	3 KW @ 233	, AOR	, \$ NA	(Banner)		(EATONTOWN)
WJLK-F,	94.3,	3 KW @ 328	, AC	UNIULT, \$ NA	(Katz)	D & F	(ASBURY)
WJRZ-F,	100.1,	1.6 KW @ 449	, CHR	UNISUP ABC, \$ NA	(Durpetti)		(MANAHAWK)
WOBM-F,	92.7,	1.4 KW @ 485	, AC	, \$ NA	(Katz)		(TOMS RIV.)
WZVU-F,	107.1,	2.3 KW @ 371	, AC	, \$ NA	(Katz)	Kelly	(LONG BRANCH)

WKXW-F -- see Trenton

Other ranked stations -- see New York in Spring 91 edition

MONTGOMERY

Arbitron Rank/Pop (12+): 141/241,900
 MSA Rank/Pop: 154/295,100
 ADI # 110
 Average Person Ratings: 17.7
 Market TSL: 23.50 hours

Stations: 15/13
 Diaries: 744/325:1/49.0%
 Sample Target: 700
 % Below Line: 1.2
 % Not Listed: 13.3

1991 Revenue: \$9,100,000
 HH Inc.: \$27,810
 Retail \$: 3.5 Bil
 Pop per Station: 18,608
 #1 Biller: WLWI-F \$2,800,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WZHT-F (B)	97/22.7	19.1	18.9	22.5	24.4	----	163/1286	703/29.1	28.6	26.9	C
2. WLWI-F (C)	89/20.8	19.6	21.2	16.2	17.6	----	124/1324	799/33.0	32.5	33.3	D
3. WHHY-AF (CHR)	47/11.0	9.8	14.8	12.0	12.1	----	74/1154	627/25.9	34.6	35.7	C
4. WAFX-F (AOR)	31/ 7.3	9.1	6.6	8.5	5.7	----	34/471	348/14.4	18.8	14.6	B
5. WSYA-F (AC)	21/ 4.9	6.2	8.9	9.4	8.4	----	34/728	427/17.7	16.3	20.9	C
6. WXVI (B)	19/ 4.4	6.0	6.8	7.0	4.8	----	23/267	228/ 9.4	10.5	11.9	A
7. WACV (T)	14/ 3.3	4.8	2.3	2.8	2.2	----	16/261	211/ 8.7	8.3	7.4	A
8. WLNE-F (SAC)	13/ 3.0	2.6	1.1	-----	-----	----	13/225	214/ 8.8	7.0	6.1	A
9. WBAM-F (O)	12/ 2.8	3.3	4.6	4.5	5.1	----	21/412	265/11.0	12.4	15.8	B
10. WAPZ (G)	10/ 2.3	2.4	0.9	1.6	3.7	----	10/71	71/ 2.9	3.1	2.0	A

12+ FM SHARE (METRO): 83.78% (310 of 370) (SPG 91: 85.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F	1 WZHT-F<	1 WLWI-F<	1 WLWI-F>>	1 WLWI-F>	1 WLWI-F>	1 WZHT-F<	1 WZHT-F>>	1 WZHT-F
2 WHHY-AF>	2 WLWI-F	2 WLWI-F>	2 WLWI-F>>	2 WZHT-F>>	2 WZHT-F>	2 WZHT-F	2 WZHT-F>	2 WLWI-F>	2 WLWI-F<	2 WLWI-F>>
3 WLWI-F	3 WAFX-F	3 WHHY-AF<	3 WHHY-AF	3 WHHY-AF	3 WHHY-AF>	3 WHHY-AF>>	3 WHHY-AF>	3 WHHY-AF	3 WHHY-AF>	3
4	4 WHHY-AF	4 WAFX-F>	4 WAFX-F>	4 WAFX-F>	4 WXVI	4	4 WACV <	4 WAFX-F>	4 WAFX-F	4
5	5	5 WSYA-F	5 WSYA-F	5 WSYA-F	5 WACV	5	5 WAFX-F	5	5 WXVI >	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 WZHT-F>>	1 WZHT-F>>	1 WZHT-F	1 WZHT-F>	1 WZHT-F	1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F	1 WZHT-F	1 WLWI-F
2 WLWI-F	2 WLWI-F	2 WHHY-AF	2 WLWI-F>	WLWI-F>	2 WAFX-F	2 WAFX-F	2 WAFX-F	2 WLWI-F>	2 WZHT-F>
3 WHHY-AF>>	3 WHHY-AF>>	WLWI-F>>	3 WHHY-AF>	3 WHHY-AF>	3 WLWI-F>	3 WLWI-F>>	3 WLWI-F>>	3 WAFX-F>>	3 WAFX-F>>
4	4	4 WSYA-F>	4 WSYA-F>	4 WSYA-F	4 WSYA-F>	4	4	4	4

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	5 (1)	44 (2)	49 (3)	13.2	16.8	WLWI 740 Montgomery	1.6/6.8/ 8/ 215
AOR/CLASSIC		31 (1)	31 (1)	8.4	7.5	WNGY 800 Montgomery	1.2/3.6/ 5/ 87
AC/OLDIES		33 (2)	33 (2)	8.9	15.2		
FULL SVC/VARIETY						WALX-F 100.9 Selma	0.5/1.6/ 2/ 114
COUNTRY		92 (2)	92 (2)	24.9	24.0	WSTH-F 106.1 Alxndr City	0.7/1.7/ 43/ 511
BLACK/URBAN	19 (1)	97 (2)	116 (2)	31.4	29.2		
SAC/EZ		13 (1)	13 (1)	3.5	1.3		
NEWS/TALK	14 (1)		14 (1)	3.8	2.6		
NOSTALGIA	7 (1)		7 (1)	1.9	1.8		
RELIGION/GOSPEL	15 (2)		15 (2)	4.1	1.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	60 (6)	310 (9)	370 (15)				

RADIO STATIONS

WACV , 1170, 10 KW/1 KW (DA-2)	, Talk	SUN CBS, \$11.00 (Roslin)	Woods
WAPZ , 1250, 5 KW (DAYS)	, Gospel/Black	AURN, \$ 9.00 (---)	(WETUMPKA)
WLWI , 740, 50 KW/184 W	, Oldies	MBS, \$10.00 (Katz)	Colonial
WXVI , 1600, 5 KW/1 KW	, Black	ABC, \$10.00 (Mc-Guild)	New South
WBAM-F, 98.9, 100 KW @ 731	, Oldies	UNIULT, \$19.00 (Christal)	
WHHY-F, 101.9, 100 KW @ 1036	, CHR	ABC, \$38.00 (Banner)	
WLNE-F, 96.1, .9 KW @ 820	, Soft AC	, \$12.00 (K & P)	
WLWI-F, 92.3, 100 KW @ 500	, Country	UNISUP MBS, \$56.00 (Katz)	Colonial
WSYA-F, 103.3, 100 KW @ 1096	, AC	UNIPWR, \$24.00 (Torbet)	Magic
WAFX-F, 95.1, 50 KW @ 735	, AOR/Classic	, \$23.00 (Torbet)	(PRATTVILLE)
WZHT-F, 105.7, 100 KW @ 1800	, Black	ABC, \$28.00 (Mc-Guild)	New South (TROY)

NASHVILLE

Arbitron Rank/Pop (12+): 45/836,500

Stations: 21/20
 Dtaries: 1231/680:1/48.7%
 Sample Target: 1240
 % Below Line: 2.6
 % Not Listed: 10.2

1991 Revenue: \$33,000,000
 HH Inc.: \$33,040
 Retail \$: 8.1 Bil
 Pop per Station: 41,825
 #1 Biller: WSIX-F \$5,700,000

MSA Rank/Pop: 47/994,000

ADI # 32

Average Person Ratings: 16.2

Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WSIX-F (C)	182/13.4	12.6	11.6	10.1	12.2	11.9	238/2926	2084/24.9	23.3	24.5	G	WSIX-F
2. WSM -F (C)	150/11.0	11.6	12.6	11.9	9.0	11.8	253/3287	2028/24.2	26.5	22.6	G	WSM -F
3. WYHY-F (CHR)	132/ 9.7	7.1	9.1	11.0	9.9	9.2	191/3277	2009/24.0	23.4	25.7	F	WYHY-F
4. WKDF-F (AOR)	102/ 7.5	8.0	9.2	7.3	7.6	8.0	211/2949	1463/17.5	18.0	21.2	F	WKDF-F
5. WQKQ-F (B)	91/ 6.7	8.4	6.0	7.9	6.0	7.3	112/1218	1019/12.2	12.4	13.8	C	WQKQ-F
6. WZEZ-F (SAC)	85/ 6.3	7.0	6.1	7.2	7.8	6.7	108/1729	1408/16.8	14.5	16.3	D	WZEZ-F
7. WLAC-F (AC)	65/ 4.8	6.7	5.2	6.1	7.9	5.7	100/1992	1262/15.1	15.1	20.8	E	WLAC-F
WGFX-F (CL AOR)	65/ 4.8	5.0	5.5	4.9	4.6	5.1	87/1502	1164/13.9	14.8	16.0	C	WGFX-F
9. WLAC (T/REL)	55/ 4.1	3.8	3.5	2.2	2.5	3.4	60/979	887/10.6	10.0	6.2	C	WLAC
10. WRMX-F (O)	54/ 4.0	3.6	3.1	4.0	5.1	3.7	67/1131	933/11.2	10.0	10.6	C	WRMX-F
11. WSM (C)	48/ 3.5	3.7	3.7	3.6	4.3	3.6	72/1237	791/ 9.5	10.4	11.2		WSM
12. WBVR-F (C)	35/ 2.6	1.2	2.0	1.8	2.2	1.9	123/1835	502/ 6.0	6.3	6.0	C	WBVR-F
13. WRLT-F (AOR)	27/ 2.0	1.0	1.7	1.6	1.2	1.6	27/356	356/ 4.3	4.2	3.2	B	WRLT-F
14. WMDB (B)	26/ 1.9	1.7	1.6	2.4	0.6	1.9	28/332	317/ 3.8	3.2	2.9	A	WMDB
15. WVOL (B)	25/ 1.8	2.3	2.2	2.6	3.1	2.2	26/458	430/ 5.1	5.1	5.3		WVOL

12+ FM SHARE (METRO): 83.93% (1024 of 1220) (SPG 91: 84.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>>	1 WYHY-F<	1 WSIX-F>	1 WSIX-F>	1 WSIX-F	1 WSM -F<	1 WSIX-F>	1 WSIX-F	1 WSIX-F	1 WYHY-F>	1 WSM -F
2 WQKQ-F>	2 WSIX-F	2 WSM -F	2 WSM -F>	2 WSM -F>	2 WSIX-F>	2 WSM -F>	2 WSM -F>	2 WYHY-F	2 WQKQ-F	2 WYHY-F<
3 WKDF-F	3 WKDF-F>	3 WYHY-F	3 WKDF-F	3 WKDF-F<	3 WZEZ-F>	3 WYHY-F	3 WZEZ-F	3 WSM -F	3 WKDF-F	3 WSIX-F>>
4	4 WQKQ-F	4 WKDF-F	4 WZEZ-F<	4 WZEZ-F	4 WSM <	4 WKDF-F	4 WYHY-F	4 WKDF-F	4 WSIX-F<	4 WZEZ-F
5	5 WGFX-F	5 WQKQ-F	5 WGFX-F	5 WGFX-F<	5 WRMX-F	5 WZEZ-F<	5 WLAC <	5 WQKQ-F	5 WSM -F	5 WKDF-F
6	6 WSM -F	6 WGFX-F	6 WYHY-F	6 WRMX-F<	6 WLAC >	6 WQKQ-F	6 WKDF-F	6 WZEZ-F	6 WGFX-F	6 WDBL-F
7	7 WLAC-F	7 WZEZ-F	7 WRMX-F	7 WYHY-F	7	7	7 WLAC-F<	7 WLAC	7	7
8	8	8 WLAC-F	8 WQKQ-F<	8 WQKQ-F	8	8	8 WQKQ-F	8	8	8
9	9	9	9 WLAC-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 WYHY-F>	1 WYHY-F	1 WSIX-F	1 WSM -F	1 WSM -F>	1 WYHY-F>	1 WKDF-F	1 WKDF-F	1 WSIX-F	1 WSIX-F>
2 WSIX-F	2 WSIX-F	2 WSM -F	2 WSIX-F	2 WSIX-F	2 WKDF-F	2 WSIX-F	2 WSIX-F>	2 WKDF-F>	2 WKDF-F
3 WQKQ-F	3 WQKQ-F	3 WYHY-F	3 WYHY-F	3 WZEZ-F>	3 WQKQ-F>	3 WYHY-F>	3 WGFX-F	3 WYHY-F	3 WSM -F>
4 WKDF-F>	4 WSM -F	4 WLAC-F	4 WZEZ-F	4 WLAC-F	4 WSIX-F>	4 WGFX-F	4 WYHY-F>	4 WSM -F	4 WGFX-F<
5 WLAC-F	5 WLAC-F	5 WGFX-F	5 WQKQ-F	5 WYHY-F	5 WSM -F	5 WQKQ-F>	5 WQKQ-F	5 WGFX-F	5 WLAC
6 WGFX-F	6 WGFX-F	6 WZEZ-F	6 WLAC-F	6 WQKQ-F	6 WGFX-F>	6 WSM -F	6 WLAC	6 WQKQ-F	6 WRMX-F
7 WZEZ-F	7 WZEZ-F	7 WQKQ-F>	7 WGFX-F	7 WRMX-F	7 WLAC	7 WLAC	7	7 WLAC	7
8 WSM -F	8 WKDF-F	8 WKDF-F	8 WKDF-F	8 WGFX-F	8	8	8	8	8
9	9	9 WRLT-F	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		132 (1)	132 (1)	10.8	11.1	WAKM 950 Franklin	0.6/1.4/ 8/ 117		
AOR/CLASSIC		194 (3)	194 (3)	15.9	15.0	WDBL-F 94.3 Springfield	0.9/1.0/ 12/ 85		
AC/OLDIES		119 (2)	119 (2)	9.8	23.3	WENO 760 Nashville	1.3/1.5/ 17/ 129		
FULL SVC/VARIETY						WWTN-F 99.7 Manchester	1.0/3.6/ 14/ 323		
COUNTRY	56 (2)	390 (5)	446 (7)	36.6	32.7	WYQC-F 102.9 Shelbyville	0.8/4.5/ 30/ 753		
BLACK/URBAN	51 (2)	91 (1)	142 (3)	11.6	10.8				
SAC/EZ		85 (1)	85 (1)	7.0					
NEWS/TALK	55 (1)	13 (1)	68 (2)	5.6	3.3				
NOSTALGIA	17 (1)		17 (1)	1.4	1.9				
RELIGION/GOSPEL	17 (1)		17 (1)	1.4	1.2				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					0.7				
	196 (7)	1024 (14)	1220 (21)						

NASHVILLE

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N) , NOSTALGIA	MBS , \$ 21.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N) , TALK/NEWS/RELIG	CBS , \$ 37.00 (Durpetti)	Fairmont
WMDB, 880, 2.5 KW (DAYS,DA) , BLACK	, \$ 18.00 (---)	
WSM , 650, 50 KW , COUNTRY	NBC , \$ 44.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2) , BLACK	SMN , \$ 24.00 (MMR)	

FM STATIONS

WGFX-F, 104.5, 49 KW @ 1312, CLASSIC AOR	SOURCE , \$ 45.00 (Katz)	(GALLATIN)
WKDF-F, 103.3, 100 KW @ 1233, AOR	ABC , \$ 85.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1233, AC	, \$ 80.00 (Durpetti)	Fairmont
WQK-F, 92.1, 1.5 KW @ 430, BLACK	, \$ 40.00 (MMR)	
WRMX-F, 96.3, 100 KW @ 810, OLDIES	, \$ 41.00 (McGuild)	(MURFREESBORO)
WSIX-F, 97.9, 100 KW @ 1138, COUNTRY	, \$ 115.00 (Mc-Guild)	Capstar
WSM-F , 95.5, 100 KW @ 1279, COUNTRY	, \$ 83.00 (Christal)	Gaylord
WYCQ-F, 102.9, 100 KW @ 810, COUNTRY	, \$ 23.00 (---)	Cromwell (SHELBYVILLE)
WYHY-F, 107.5, 58 KW @ 708, CHR	, \$ 80.00 (Eastman)	Legacy (LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, SOFT AC/EZ	, \$ 57.00 (HNWH)	South Central
WBVR-F, 101.1, 100 KW @ 1289, COUNTRY	ABC, \$ NA (---)	Tremont (RUSSELLVILLE, KY)

Miscellaneous: WHNK, WRLT-F (Madison) sold by receiver for \$505,000 (Stevens) . . .

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 14/2,218,800
 MSA Rank/Pop: 12/2,670,000
 New York ADI
 Average Person Ratings: 17.7
 Market TSL: 23.25 hours

Stations: 43/14
 Diaries: 1753/1266:1/48.8%
 Sample Target: 1820
 % Below Line: NA
 % Not Listed: NA

1991 Revenue: \$32,100,000
 HH Inc.: \$62,636
 Retail \$: 27.2 Bil
 Pop per Station: 158,485
 #1 Biller: WALK-AF \$7,500,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WALK-AF (AC)	216/ 5.5	5.4	6.3	6.3	7.1	5.9	216/2681	2681/12.1	15.1	16.0	H	WALK-AF
2. WBLI-F (CHR)	206/ 5.2	4.5	4.6	4.5	5.1	4.7	206/2825	2825/12.7	12.3	14.9	G	WBLI-F
3. WBAB-F (AOR)	179/ 4.5	5.1	3.8	4.7	4.7	4.5	179/2967	2967/13.4	13.7	13.9	G	WBAB-F
4. WYNY-F (C)	149/ 3.8	3.0	3.6	5.0	3.2	3.8	149/1823	1823/ 8.2	8.1	7.4		WYNY-F
5. WKJY-F (SAC)	100/ 2.5	2.6	2.2	2.9	3.1	2.5	100/1359	1359/ 6.1	7.3	7.4	E	WKJY-F
6. WDRE-F (AOR)	84/ 2.1	1.7	2.1	1.4	2.3	1.8	84/1609	1609/ 7.3	5.9	7.1	D	WDRE-F
7. WMJC-F (SAC)	82/ 2.1	1.8	2.5	2.0	2.6	2.1	82/1272	1272/ 5.7	5.6	5.5	C	WMJC-F
8. WGSM (BB)	81/ 2.1	2.1	2.2	2.1	2.1	2.1	81/713	713/ 3.2	3.7	3.6	B	WGSM
9. WHLI (BB)	80/ 2.0	3.5	3.6	2.3	3.1	2.8	80/861	861/ 3.9	4.3	4.6	C	WHLI
10. WRCN-F (AOR)	54/ 1.4	0.9	1.7	1.3	0.8	1.3	54/783	783/ 3.5	4.3	3.1	C	WRCN-F

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA

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 WBAB-F<	1 WALK-AF	1 WALK-AF	1 WALK-AF<	1 WALK-AF	1 WALK-AF	1 WALK-AF<	1 WBAB-F	1 WYNY-F
2 WBAB-F	2 WALK-AF	2 WALK-AF	2 WBAB-F<	2 WBLI-F	2 WBLI-F	2 WBLI-F>	2 WBLI-F<	2 WBLI-F	2 WYNY-F	2 WALK-F
3 WDRE-F	3 WBLI-F	3 WBLI-F>	3 WBLI-F	3 WBAB-F	3 WYNY-F>	3 WBAB-F	3 WBAB-F>	3 WBAB-F	3 WBLI-F<	3 WBLI-F<
4 WRCN-F	4 WDRE-F	4 WYNY-F	4 WYNY-F	4 WYNY-F	4 WYNY-F>	4 WGSM	4 WYNY-F>	4 WYNY-F>	4 WALK-AF	4 WDRE-F
5	5 WKJY-F	5 WKJY-F	5 WKJY-F	5 WKJY-F	5 WHLI	5	5 WKJY-F>	5	5 WDRE-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 WBLI-F	1 WALK-AF	1 WALK-AF>	1 WALK-AF	1 WALK-AF	1 WBAB-F>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>
2 WDRE-F	2 WBLI-F	2 WKJY-F	2 WBLI-F>	2 WBLI-F>	2 WDRE-F>>	2 WDRE-F	2 WALK-AF	2 WALK-AF	2 WALK-AF
3 WBAB-F>	3 WKJY-F	WBLI-F>	3 WKJY-F	3 WYNY-F	3 WBLI-F	3 WRCN-F	3 WRCN-F	3 WBLI-F	3 WYNY-F
4 WALK-AF	4 WBAB-F>	4 WBAB-F<	4 WYNY-F	4 WYNY-F	4 WRCN-F	4 WALK-AF	4 WYNY-F	4 WYNY-F<	4 WBLI-F
5 WRCN-F>	5 WDRE-F	5 WYNY-F	5 WBAB-F	5	5	5 WYNY-F	5	5 WDRE-F	5
6 WKJY-F	6	6	6	6	6	6 WBLI-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP AOR/CLASSIC		206 (1)	206 (1)	16.4	14.8	WLIX 540 Suffolk	0.3/1.0/ 12/ 211
AC/OLDIES	8 (2)	317 (3)	317 (3)	25.2	22.4		
FULL SVC/VARIETY COUNTRY		224 (2)	232 (4)	18.4	36.9		
BLACK/URBAN		149 (1)	149 (1)	11.8	9.4		
SAC/EZ		182 (2)	182 (2)	14.5			
NEWS/TALK							
NOSTALGIA	161 (2)		161 (2)	12.8	14.9		
RELIGION/GOSPEL	12 (1)		12 (1)	1.0	1.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	181 (5)	1078 (9)	1259 (14)				

RADIO STATIONS

WGSM , 740,	25 KW (DAYS, DA) ,	Nostalgia	UNISUP/ULT, \$ 40.00 (MMR)	Greater Media
WHLI , 1100,	10 KW (DAYS, DA) ,	Nostalgia	, \$ 40.00 (Katz)	Barnstable
WALK-F, 97.5,	39 KW @ 554 ,	AC	, \$175.00 (Durpetti)	American
WBAB-F, 102.3,	3 KW @ 269 ,	AOR	, \$135.00 (MMR)	Noble
WBAZ-F, 101.7,	5.5 KW @ 341 ,	Soft AC	CNN UNISUP, \$ 36.00 (Schubert)	
WBLI-F, 106.1,	25 KW @ 492 ,	CHR	, \$125.00 (Katz)	Beck-Ross
WMJC-F, 94.3,	3 KW @ 300 ,	EZ/Soft AC	, \$ 50.00 (MMR)	Greater Media
WDRE-F, 92.7,	1 KW @ 521 ,	AOR	, \$ 62.00 (Katz)	
WKJY-F, 98.3,	3 KW @ 328 ,	Soft AC	, \$ 75.00 (Katz)	Barnstable
WRCN-F, 103.9,	1.5 KW @ 466 ,	AOR	, \$ 35.00 (McGuild)	

Other Stations - See New York

Miscellaneous: WCTO to WMJC (Feb) . . .

NEW HAVEN

Arbitron Rank/Pop (12+): 90/391,000 Stations: 31/6 1991 Revenue: \$13,500,000
 MSA Rank/Pop: 93/533,300 Diaries: 844/463:1/44.6% HH Inc.: \$41,004
 ADI # 24 (w/Hartford) Sample Target: 860 Retail \$: 3.7 Bill
 Average Person Ratings: 16.7 % Below Line: 49.1 Pop per Station: 65,166
 Market TSL: 22.00 hours % Not Listed: 18.6 #1 Biller: WKCI-F \$6,000,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WPLR-F (ADR)	60/ 9.2	9.4	8.3	7.9	7.2	----	146/2006	873/22.3	19.4	17.4	F	WPLR-F
2. WKCI-F (CHR)	53/ 8.1	9.4	9.7	10.9	12.1	----	113/2413	975/24.9	26.1	27.9	G	WKCI-F
3. WELI (FS)	52/ 8.0	8.3	7.6	8.4	9.2	----	56/762	658/16.8	18.6	18.6	C	WELI
4. WFAN (SPRST)	38/ 5.8	3.7	3.3	3.8	3.7	----	87/1396	541/13.8	12.4	10.4		WFAN
5. WEZN-F (SAC)	35/ 5.4	5.4	7.4	6.0	7.3	----	122/1694	529/13.5	14.4	15.9		WEZN-F
6. WWYZ-F (C)	34/ 5.2	5.1	5.4	5.8	5.0	----	110/1158	446/11.4	10.7	12.1		WWYZ-F
7. WKSS-F (CHR)	26/ 4.0	4.8	5.6	4.6	4.6	----	64/1339	680/17.4	14.9	17.8		WKSS-F
8. WZMX-F (AC)	24/ 3.7	1.5	1.1	0.8	0.3	----	49/750	378/ 9.7	5.7	6.0		WZMX-F
9. WDRC-F (O)	22/ 3.4	4.2	6.9	4.6	3.9	----	58/1160	522/13.4	10.5	14.2		WDRC-F
10. WEBE-F (AC)	20/ 3.1	1.7	3.9	3.3	3.6	----	81/1245	349/ 8.9	8.3	10.9		WEBE-F
11. WCBS (O)	17/ 2.6	2.8	3.6	3.5	1.7	----	50/1114	343/ 8.8	11.0	10.5		WCBS
WNHC (B)	17/ 2.6	3.2	3.0	2.7	3.7	----	18/261	247/ 6.3	8.4	7.8	B	WNHC
13. WYBC-F (J/V)	15/ 2.3	2.5	3.0	3.0	2.2	----	15/354	340/ 8.7	8.0	8.5	A	WYBC-F
14. WRCH-F (SAC)	14/ 2.1	2.2	0.9	1.1	2.7	----	31/584	266/ 6.8	6.8	6.3		WRCH-F
WIOF-F (AC)	14/ 2.1	2.5	1.7	2.4	3.3	----	32/589	267/ 6.8	6.5	9.1		WIOF-F
WAVZ (BB)	14/ 2.1	2.8	3.3	4.9	5.2	----	17/298	203/ 5.2	8.0	8.1	B	WAVZ
17. WHCN-F (ADR)	13/ 2.0	3.4	1.9	1.9	1.9	----	34/710	339/ 8.7	8.6	8.0		WHCN-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 67.80% (360 of 531) (SPG 91: 70.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>	1 WPLR-F>	1 WPLR-F>	1 WPLR-F	1 WPLR-F	1 WELI >	1 WFAN	1 WPLR-F	1 WPLR-F	1 WPLR-F	1 WPLR-F
2 WKSS-F>	2 WKCI-F>	2 WKCI-F>	2 WKCI-F	2 WKCI-F	2 WWYZ-F	2 WELI	2 WKCI-F	2 WKCI-F>	2 WKCI-F	2 WELI >
3	3 WKSS-F>	3 WFAN >	3 WFAN >	3 WFAN >	3 WFAN	3 WPLR-F	3 WELI <	3 WELI	3 WELI	3 WFAN
4	4 WYBC-F	4 WKSS-F	4 WEBE-F<	4 WEZN-F	4 WEZN-F	4 WKCI-F>	4 WEZN-F	4 WWYZ-F	4 WKSS-F	4
5	5	5 WDRC-F	5 WEZN-F	5 WEBE-F	5 WPLR-F	5 WEZN-F>	5 WWYZ-F>	5 WEZN-F	5	5
6	6	6	6	6 WELI	6 WKCI-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 WKCI-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 WPLR-F	2 WDRC-F	2	2 WKSS-F	2 WFAN >	2 WFAN >>
3 WPLR-F	3 WKSS-F>	3 WKSS-F	3 WZMX-F	3 WZMX-F	3 WCCC-F>	3	3 WFAN	3 WDRC-F	3 WEBE-F
4 WZMX-F	4 WEZN-F	4 WEBE-F	4 WKSS-F	4 WEZN-F	4 WHCN-F	4	4 WEBE-F	4 WKCI-F	4 WKCI-F
5 WYBC-F	5 WYBC-F	5 WEZN-F	5 WEZN-F	5 WELI	5 WBLS-F	5	5 WKCI-F	5	5

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		84 (3)	84 (3)	15.8	19.2				
AOR/CLASSIC		85 (4)	85 (4)	16.0	13.3	WABC 770 New York	1.1/3.5/ 25/ 466		
AC/OLDIES	19 (2)	80 (4)	99 (6)	18.6	24.7	WBLS-F 107.5 New York	1.1/2.6/ 12/ 182		
FULL SVC/VARIETY	63 (3)	15 (1)	78 (4)	14.7	11.6	WCCC-F 106.9 Hartford	0.9/3.4/ 22/ 356		
COUNTRY		34 (1)	34 (1)	6.4	6.4	WFIF 1500 Milford	0.5/2.0/ 9/ 158		
BLACK/URBAN	17 (1)	12 (2)	29 (3)	5.5	5.4	WICC 600 Bridgeport	0.3/3.5/ 98/1315		
SAC/EZ		49 (2)	49 (2)	9.2	1.0	WMMW 1470 Meriden	0.3/1.2/ 5/ 130		
NEWS/TALK	52 (4)		52 (4)	9.8	10.1	WOR 710 New York	0.8/3.4/ 27/ 454		
NOSTALGIA	14 (1)		14 (1)	2.6	3.9	WPOP 1410 Hartford	0.3/1.8/ 4/ 146		
RELIGION/GOSPEL	3 (1)		3 (1)	0.6	0.8	WQXR 1560 New York	0.5/0.0/ 0/ 0		
SPANISH						WQXR-F 96.3 New York	0.2/1.9/ 9/ 155		
CLASSICAL	3 (1)	1 (1)	4 (2)	0.8		WRKI-F 95.1 Brookfield	0.9/3.5/ 45/ 855		
JAZZ/NEW AGE						WRKS-F 98.7 New York	0.8/2.9/ 17/ 344		
UNKNOWN/OTHERS					3.5	WTIC 1080 Hartford	1.4/3.5/ 45/ 531		
	171 (13)	360 (18)	531 (31)			WTIC-F 96.5 Hartford	0.8/7.5/ 17/ 643		

RADIO STATIONS

WAVZ , 1300, 1 KW (DA-N) , Nostalgia ABC, \$ 23.00 (Mc-Guild) Clear Channel
 WELI , 960, 5 KW (DA-N) , Full Service , \$ 40.00 (Mc-Guild) Clear Channel
 WNHC , 1340, 1 KW , Black , \$ NA (HNWH)
 WKCI-F, 101.3, 10 KW @ 1070 , CHR , \$120.00 (Mc-Guild) Clear Channel
 WPLR-F, 99.1, 14 KW @ 951 , AOR , \$ 80.00 (Eastman)
 WYBC-F, 94.3, 1 KW @ 125 , Jazz/Various , \$ 20.00 (K & P)
 Other ranked stations -- see Hartford, Bridgeport or New York

NEW ORLEANS

Arbitron Rank/Pop (12+): 39/997,900
 MSA Rank/Pop: 38/1,310,000
 ADI # 36
 Average Person Ratings: 17.9
 Market TSL: 24.00 hours

Stations: 28/26
 Diaries: 1810/551:1/47.0%
 Sample Target: 1650
 % Below Line: 0.7
 % Not Listed: 10.5

1991 Revenue: \$30,200,000
 HH Inc.: \$26,730
 Retail \$: 10.1 B11
 Pop per Station: 38,381
 #1 Biller: WWL \$6,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WYLD-F (B)	172/ 9.6	8.5	9.2	10.8	10.7	9.5	184/2294	2097/21.0	19.6	21.5	D	WYLD-F
2. WWL (N/T)	165/ 9.2	9.5	11.4	8.1	8.0	9.6	215/2714	2044/20.5	26.6	19.1	G	WWL
3. WQUE-F (B)	161/ 9.0	8.8	10.1	10.0	10.4	9.5	227/2715	1011/20.2	22.9	21.1	E	WQUE-F
4. WNQE-F (C)	154/ 8.6	8.0	8.5	7.4	8.2	8.1	215/2490	1696/17.0	16.1	14.9	D	WNQE-F
5. KMEZ-F (B/AC)	122/ 6.8	6.3	3.2	1.9	1.7	4.6	127/1189	1162/11.6	7.4	4.1	B	KMEZ-F
6. WLMG-F (SAC)	120/ 6.7	5.7	4.8	5.4	6.4	5.7	148/1937	1620/16.2	13.0	15.6	D	WLMG-F
7. WEZB-F (CHR)	110/ 6.2	8.7	7.4	8.1	9.3	7.6	148/2802	2064/20.7	21.6	26.0	F	WEZB-F
8. KQLD-F (O)	69/ 3.9	3.3	3.0	4.2	3.8	3.6	75/1364	1234/12.4	9.9	11.4	C	KQLD-F
9. WYLD (G)	64/ 3.6	2.3	2.9	2.9	1.9	2.9	66/731	631/ 6.3	5.2	4.5	A	WYLD
WLT5-F (AC)	64/ 3.6	4.2	5.0	4.2	5.1	4.3	81/1503	1154/11.6	12.9	13.4	D	WLT5-F
WCKW-F (CL AOR)	64/ 3.6	3.7	3.5	4.6	4.0	3.8	128/1980	1267/12.7	10.2	11.4	C	WCKW-F
12. WBYU (BB)	60/ 3.4	4.2	3.4	3.8	3.3	3.7	61/695	677/ 6.8	6.3	6.7	B	WBYU
13. WMXZ-F (AC)	55/ 3.1	3.5	3.6	5.3	3.8	3.9	63/1323	1110/11.1	11.5	13.3	B	WMXZ-F
14. WBOK (G)	48/ 2.7	3.6	3.5	3.2	3.4	3.3	48/781	762/ 7.6	6.1	6.8	B	WBOK
15. WRNO-F (AOR)	45/ 2.5	2.4	3.3	3.3	2.4	2.9	65/1300	950/ 9.5	9.0	7.9	C	WRNO-F

12+ FM SHARE (METRO): 74.25% (1188 of 1600) (SPG 91: 74.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVF	OVERNIGHT
1 WQUE-F	1 WYLD-F<	1 WYLD-F	1 WNQE-F	1 WNQE-F	1 WWL >	1 WWL >	1 WWL >	1 WNQE-F<	1 WYLD-F<	1 WYLD-F
2 WYLD-F>	2 WQUE-F>	2 WNQE-F	2 KMEZ-F	2 KMEZ-F	2 WNQE-F	2 WNQE-F	2 WNQE-F	2 WWL	2 WQUE-F>	2 WWL <
3 WEZB-F	3 WEZB-F	3 WNQE-F	3 WLMG-F	3 WLMG-F	3 WLMG-F	3 WEZB-F	3 WEZB-F	3 WYLD-F	3 KMEZ-F>	3 WNQE-F
4	4 WNQE-F	4 WLMG-F	4 WYLD-F<	4 WWL	4 KMEZ-F	4 WQUE-F	4 WQUE-F	4 WQUE-F	4 WNQE-F	4 KMEZ-F
5	5 WCKW-F	KMEZ-F	5 WWL	5 WYLD-F	5 WBYU <	5 WYLD-F	5 WYLD-F	5 WLMG-F	5	5 WQUE-F
6	KMEZ-F	6 WEZB-F<	6 WQUE-F	6 WQUE-F	6 WYLD-F	6 WYLD-F	6 WYLD-F	6 WEZB-F<	6	6
7	7 WLMG-F	7 WWL	7 WEZB-F	7 KQLD-F	7	7 KMEZ-F>	7	7	7	7
8	8	8	WCKW-F	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 WYLD-F	1 WYLD-F<	1 KMEZ-F	1 KMEZ-F	1 KMEZ-F	1 WYLD-F<	1 WCKW-F<	1 WCKW-F>	1 WWL <	1 WWL >
WQUE-F>	2 WQUE-F	2 WNQE-F	2 WYLD-F<	2 WLMG-F	2 WRNO-F	2 WYLD-F	2 WWL	2 WYLD-F	2 WNQE-F
3 WEZB-F	3 KMEZ-F	3 WLMG-F	3 WLMG-F	3 WNQE-F	3 WQUE-F	3 WQUE-F	3 WQUE-F	3 WNQE-F	3 WCKW-F
4 WLMG-F	4 WNQE-F	4 WYLD-F	4 WLMG-F	4 WYLD-F	4 WEZB-F>	4 WRNO-F	4 WNQE-F	4 WQUE-F	4 WYLD
5 WMXZ-F	5 WLMG-F	5 WQUE-F	5 WNQE-F	5 WLT5-F	5 WCKW-F>	5 WEZB-F	5 WYLD-F	5 WCKW-F	5 KMEZ-F<
6 KMEZ-F	6 WEZB-F	6 WEZB-F	6 WLT5-F	6 WQUE-F	6 WNQE-F	6 WWL	6 WRNO-F	6 WEZB-F	6 WLMG-F
7 WNQE-F	7 WMXZ-F	7 WMXZ-F	7 WEZB-F	7 KQLD-F	7 WLMG-F	7 WNQE-F	7 WEZB-F	7 WRNO-F	7 WQUE-F
8	8	8 WLT5-F	8	8	8	8	8 KMEZ-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		117 (2)	117 (2)	7.3	10.3	KCIL-F	107.5 Houma/New Orlns	0.4/0.8/ 77/ 792		
AOR/CLASSIC		116 (3)	116 (3)	7.3	7.1	KGLA	1540 Gretna	1.0/0.6/ 17/ 69		
AC/OLDIES		210 (4)	210 (4)	13.1	23.9	KHOM-F	104.1 Houma	1.2/6.1/ 47/1052		
FULL SVC/VARIETY						WADU	830 Norco/Kenner	0.9/2.5/ 23/ 317		
COUNTRY	9 (1)	167 (3)	176 (4)	11.0	10.5	WADU-F	94.5 Reserve	0.2/0.6/ 3/ 75		
BLACK/URBAN	6 (1)	455 (3)	461 (4)	28.8	23.5	WNQE	1060 New Orleans	0.5/2.5/ 12/ 306		
SAC/EZ	16 (1)	123 (2)	139 (3)	8.7	4.5	WQUE	1280 New Orleans	0.3/1.6/ 6/ 177		
NEWS/TALK	187 (3)		187 (3)	11.7	11.1	WSHO	800 New Orleans	0.3/1.7/ 5/ 182		
NOSTALGIA	60 (1)		60 (1)	3.8		WSMB	1350 New Orleans	0.9/3.8/ 18/ 426		
RELIGION/GOSPEL	117 (3)		117 (3)	7.3	6.1	WTIX	690 New Orleans	0.3/2.0/ 9/ 269		
SPANISH	17 (1)		17 (1)	1.1	1.2	WZRH-F	106.1 Picayne	0.4/2.1/ 10/ 283		
CLASSICAL										
JAZZ/NEW AGE					1.9	WFMF-F	102.5 Baton Rouge	0.4/1.9/ 48/ 947		
UNKNOWN/OTHERS						WKJN-F	103.3 Hammond	0.3/2.3/ 60/1120		
	412 (11)	1188 (17)	1600 (28)							

NEW ORLEANS

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN, UNIULT	, \$ 23.00 (Roslin)	
WBYU, 1450, 1 KW	, NOSTALGIA/EZ	SMN	, \$ 31.00 (Roslin)	
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC	, \$ NA (Mc-Guild)	New Market
WSMB, 1350, 5 KW (DA-2)	, TALK	ABC	, \$ 25.00 (---)	
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS	, \$ 23.00 (---)	GHB (Buck)
WWL, 870, 50 KW (DA-1)	, NEWS/TALK	ABC	, \$ 118.00 (Katz)	Keymarket
WYAT, 990, 250 W	, OLDIES	CBS, UNISP	, \$ 21.00 (Durpetti)	Muniz
WYLD, 940, 10 KW/500 W (DA-2)	, GOSPEL		, \$ 21.00 (HNWH)	Interurban

FM STATIONS

KHOM, 104.1, 100 KW @ 1945	, OLDIES	UNISUP, NBC	, \$ 25.00 (Torbet)	(HOUMA)
KMEZ, 102.9, 4.7 KW @ 604	, BLACK AC	SMN	, \$ 26.00 (---)	(BELLE CHASE)
KQLD, 106.7, 100 KW @ 981	, OLDIES	ABC	, \$ 37.00 (McGuild)	Beasley (PORT SULPHUR)
WCKW, 92.3, 100 KW @ 1945	, CLASSIC AOR	SOURCE	, \$ 40.00 (Banner)	(LAPLACE)
WEZB, 97.1, 100 KW @ 449	, CHR		, \$ 90.00 (MMR)	EZ
WLMG, 101.9, 100 KW @ 830	, SOFT AC		, \$ 59.00 (Katz)	Keymarket
WLTS, 105.3, 100 KW @ 902	, AC	CBS	, \$ 56.00 (Durpetti)	Muniz
WMXZ, 95.7, 100 KW @ 984	, AC		, \$ NA (MMR)	Stoner
WNOE, 101.1, 100 KW @ 1004	, COUNTRY	ABC	, \$ 60.00 (McGuild)	Keymarket
WQUE, 93.3, 93 KW @ 459	, BLACK		, \$ 75.00 (Christal)	Clear Channel
WRNO, 99.5, 100 KW @ 1004	, AOR	ABC UNIPWR	, \$ 44.00 (MMR)	Galloway
WYLD, 98.5, 100 KW @ 361	, BLACK	ABC	, \$ 60.00 (HNWH)	Interurban

Miscellaneous: WRNO-F sold to Galloway for \$4,312,000 . . .

NEW YORK

Arbitron Rank/Pop (12+): 1/14,024,700

Stations: 44/43
 Diaries: 6562/2137:1/47.0%
 Sample Target: 4400
 % Below Line: 0.3
 % Not Listed: 11.2

1991 Revenue: \$334,000,000
 HH Inc.: \$41,370
 Retail \$:113.0 Bil
 Pop per Station: 326,155
 #1 Biller: WINS \$30,000,000

MSA Rank/Pop: 1/15,400,000

ADI # 1

Average Person Ratings: 19.3

Market TSL: 25.25 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WRKS-F (B)	1518/ 5.6	5.5	5.2	4.8	5.1	5.3	1560/19773	18931/13.5	12.3	11.9	I	WRKS-F
2. WLTW-F (SAC)	1416/ 5.2	5.4	5.8	4.9	4.8	5.3	1444/18462	17882/12.8	14.1	13.2	K	WLTW-F
3. WCBS-F (O)	1347/ 5.0	4.2	4.9	5.1	5.2	4.8	1385/19821	18928/13.5	14.0	14.5	K	WCBS-F
4. WXRK-F (CL AOR)	1207/ 4.5	4.1	3.9	3.8	3.3	4.1	1324/20466	18814/13.4	12.6	11.4	J	WXRK-F
5. WBSL-F (B)	1171/ 4.3	4.9	4.4	4.2	3.8	4.4	1197/17113	16581/11.8	11.7	10.3	I	WBSL-F
6. WHTZ-F (CHR)	1079/ 4.0	3.6	3.3	3.8	3.6	3.7	1111/22596	21856/15.6	14.3	14.1	I	WHTZ-F
7. WMXV-F (AC)	1023/ 3.8	4.3	4.2	3.4	4.2	3.9	1059/16115	15665/11.2	13.4	11.8	K	WMXV-F
8. WPAT-F (SAC)	1012/ 3.7	3.5	2.7	3.9	4.0	3.5	1053/11973	11267/ 8.0	7.2	11.6	I	WPAT-F
9. WINS (N)	1009/ 3.7	3.8	4.1	4.3	4.3	4.0	1018/23856	23457/16.7	17.1	18.0	K	WINS
10. WQHT-F (CHR)	973/ 3.6	3.9	4.8	4.2	4.0	4.1	1027/17630	16392/11.7	12.6	10.8	I	WQHT-F
11. WABC (T)	917/ 3.4	3.2	3.3	2.6	2.7	3.1	1039/14438	12383/ 8.8	8.8	9.0	I	WABC
12. WOR (T)	878/ 3.2	4.0	3.3	4.0	4.6	3.6	975/12978	11443/ 8.2	9.4	9.7	J	WOR
13. WPLJ-F (CHR)	846/ 3.1	2.8	2.8	2.3	2.2	2.8	905/21390	19788/14.1	12.6	11.7	G	WPLJ-F
14. WNEW-F (AOR)	825/ 3.1	3.7	3.8	4.0	3.1	3.7	878/16014	14868/10.6	11.2	10.3	K	WNEW-F
15. WCBS (N)	814/ 3.0	3.4	3.0	3.5	3.4	3.2	923/20535	17877/12.7	13.7	14.8	K	WCBS
16. WFAN (SPRTS)	808/ 3.0	2.4	3.0	3.3	2.9	2.9	1019/16142	12725/ 9.1	10.0	10.3	K	WFAN
17. WYNY-F (C)	753/ 2.8	2.7	2.7	3.5	3.3	2.9	823/11036	10184/ 7.3	6.9	7.3	I	WYNY-F
18. WSKQ-F (SP)	741/ 2.7	2.2	2.4	2.0	1.9	2.3	741/6890	6881/ 4.9	4.9	3.9	H	WSKQ-F
19. WQCD-F (J)	595/ 2.2	2.3	1.9	2.0	2.4	2.1	621/9093	8602/ 6.1	6.1	6.9	H	WQCD-F
20. WNEW (BB)	543/ 2.0	1.9	1.9	2.5	2.1	2.1	578/7485	6853/ 4.9	6.1	5.6		WNEW
21. WQXR-AF (CL)	436/ 1.6	1.9	1.4	1.8	1.7	1.7	469/7878	7394/ 5.3	5.2	5.3	F	WQXR-AF
WADO (SP)	436/ 1.6	1.6	1.9	1.5	1.8	1.6	438/4893	4875/ 3.5	3.3	3.8	F	WADO
23. WNCN-F (CL)	334/ 1.2	1.3	1.5	1.1	1.3	1.3	350/6596	6244/ 4.5	4.8	5.5		WNCN-F
24. WSKQ (SP)	313/ 1.2	1.2	1.1	1.2	1.3	1.2	313/3591	3591/ 2.6	2.3	2.6		WSKQ
25. WLIB (B/T)	290/ 1.1	1.3	1.2	1.7	1.6	1.3	291/3817	3781/ 2.7	2.4	2.5		WLIB
26. WALK-F (AC)	230/ 0.9	0.9	1.0	1.0	1.1	0.9	242/3559	3260/ 2.3	2.6	2.8	H	WALK-F
27. WPAT (SAC)	223/ 0.8	0.8	0.8	0.7	0.9	0.8	223/3519	3494/ 2.5	3.1	0.0		WPAT
28. WBLI-F (CHR)	210/ 0.8	0.7	0.7	0.7	0.9	0.7	215/3288	3127/ 2.2	2.2	2.7	G	WBLI-F
29. WDRE-F (AOR)	187/ 0.7	0.7	0.8	0.5	0.8	0.7	193/4183	4087/ 2.9	2.8	2.8		WDRE-F
30. WHUD-F (SAC)	186/ 0.7	0.7	0.3	0.6	0.4	0.6	315/3115	1844/ 1.3	1.3	1.0		WHUD-F
WBAB-F (AOR)	186/ 0.7	0.8	0.7	0.8	0.8	0.8	187/3417	3356/ 2.4	2.5	2.4		WBAB-F
32. WWRL (G)	180/ 0.7	0.7	0.8	0.8	0.5	0.8	180/2454	2454/ 1.7	1.8	1.1		WWRL
33.												
34.												
35.												

12+ FM SHARE (METRO): 70.60% (16941 of 23996) (SPG 91: 67.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRKS-F	1 WRKS-F	1 WXRK-F	1 WCBS-F	1 WCBS-F	1 WCBS-F	1 WXRK-F	1 WLTW-F	1 WLTW-F	1 WRKS-F	1 WOR >>
2 WHTZ-F	2 WXRK-F	2 WRKS-F	2 WXRK-F	2 WLTW-F	2 WPAT-F	2 WINS >	2 WCBS-F	2 WCBS-F	2 WBSL-F	2 WCBS >>
3 WQHT-F	3 WMXV-F	3 WLTW-F	3 WLTW-F	3 WXRK-F	3 WLTW-F	3 WRKS-F	3 WMXV-F	3 WRKS-F	3 WFAN	3 WRKS-F >>
4 WBSL-F	4 WHTZ-F	4 WCBS-F	4 WMXV-F	4 WMXV-F	4 WOR <	4 WCBS	4 WPAT-F	4 WABC	4 WQHT-F	4 WINS
5	5 WNEW <	5 WMXV-F	5 WRKS-F	5 WBSL-F	5 WINS <	5 WCBS-F	5 WXRK-F	5 WMXV-F	5 WHTZ-F	5 WBSL-F >>
6	6 WQHT-F	6 WBSL-F	6 WBSL-F	6 WSKQ-F	6 WOR	6 WRKS-F	6 WHTZ-F	6 WHTZ-F	6 WLTW-F	6 WABC
7	7 WBSL-F	7 WHTZ-F	7 WSKQ-F	7 WSKQ-F	7 WCBS	7 WHTZ-F	WABC	WBSL-F	7 WCBS-F	7 WPAT-F >>
8	8 WPLJ-F	8 WNEW-F	8 WNEW-F	8 WHTZ-F	8 WFAN	8 WLTW-F	8 WBSL-F	8 WQHT-F	8 WPLJ-F	8 WFAN
9	9 WLTW-F	9 WPLJ-F	9 WHTZ-F	9 WYNY-F	9	9 WFAN	9 WNEW-F	9 WPAT-F	9 WMXV-F	9 WCBS-F
10	10 WSKQ-F	10	10 WPLJ-F	10 WPLJ-F	10	10 WBSL-F	10 WHTZ-F	10 WPLJ-F	10 WOR	10 WLTW-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 WRKS-F	1 WRKS-F	1 WMXV-F	1 WRKS-F	1 WLTW-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F
2 WQHT-F	2 WHTZ-F	2 WLTW-F	2 WLTW-F	2 WCBS-F	2 WXRK-F	2 WNEW-F	2 WNEW-F	2 WCBS-F	2 WCBS-F
3 WHTZ-F	3 WMXV-F	3 WHTZ-F	3 WMXV-F	3 WMXV-F	3 WQHT-F	3 WRKS-F	3 WMXV-F	3 WNEW-F	3 WFAN
4 WPLJ-F	4 WLTW-F	4 WRKS-F	4 WHTZ-F	4 WRKS-F	4 WBSL-F	4 WQHT-F	4 WPLJ-F	4 WFAN	4 WLTW-F
5 WMXV-F	5 WPLJ-F	5 WPLJ-F	5 WBSL-F	5 WBSL-F	5 WNEW-F	5 WBSL-F	5 WBSL-F	5 WRKS-F	5 WNEW-F
6 WBSL-F	6 WBSL-F	6 WBSL-F	6 WCBS-F	6 WHTZ-F	6 WHTZ-F	6 WMXV-F	6 WRKS-F	6 WLTW-F	6 WMXV-F
7 WLTW-F	7 WQHT-F	7 WXRK-F	7 WPLJ-F	7 WSKQ-F	7 WMXV-F	7 WPLJ-F	7 WFAN	7 WBSL-F	7 WBSL-F
8 WNEW-F	8 WXRK-F	8 WSKQ-F	8 WSKQ-F	8 WPLJ-F	8 WPLJ-F	8 WHTZ-F	8 WQHT-F	8 WMXV-F	8 WQCD-F
9 WXRK-F	9 WSKQ-F	9 WNEW-F	9 WXRK-F	9 WXRK-F	9	9 WFAN	9 WHTZ-F	9 WQHT-F	9 WYNY-F
10 WSKQ-F	10 WNEW-F	10 WQHT-F	10 WQHT-F	10	10	10 WLTW-F	10 WSKQ-F	10 WPLJ-F	10 WSKQ-F

NEW YORK

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		3108 (4)	3108 (4)	13.0	12.0	WDHA-F 105.5 Dover	0.4/1.5/101/2219
AOR/CLASSIC		2501 (5)	2501 (5)	10.4	9.4	WEVD 1050 New York	0.3/1.4/ 79/2178
AC/OLDIES		2735 (4)	2735 (4)	11.4	18.6	WFME-F 94.7 Newark	0.6/1.5/181/2214
FULL SVC/VARIETY						WGSM 740 Huntington	0.3/0.6/106/ 994
COUNTRY		753 (1)	753 (1)	3.1	3.7	WHLI 1100 Hempstead	0.5/0.9/155/1364
BLACK/URBAN	290 (1)	2689 (2)	2979 (3)	12.4	11.8	WKDM 1380 New York	0.6/1.7/ 0/ 0
SAC/EZ	223 (1)	2820 (5)	3043 (6)	12.7	5.9	WKJY-F 98.3 Hempstead	0.5/1.2/123/1685
NEWS/TALK	4426 (5)	94 (1)	4520 (6)	18.8	20.7	WMGQ-F 98.3 New Brunswick	0.5/1.0/149/1498
NOSTALGIA	860 (4)		860 (4)	3.6	3.4	WMJC-F 94.3 Smithtown/LngIs	0.3/0.9/ 83/1299
RELIGION/GOSPEL	317 (2)	169 (1)	486 (3)	2.0	2.0	WWRV 1330 New York	0.5/0.8/137/1099
SPANISH	905 (3)	741 (1)	1646 (4)	6.9	6.6		
CLASSICAL	34 (1)	736 (2)	770 (3)	3.2	3.3	WKXW-F 101.5 Trenton	0.3/1.5/168/3392
JAZZ/NEW AGE		595 (1)	595 (1)	2.5	2.7		
UNKNOWN/OTHERS							
	7055 (17)	16941 (27)	23996 (44)				

RADIO STATIONS

AM STATIONS

WABC, 770, 50 KW	, Talk	ABC, \$260.00	(Banner)	Cap Cities/ABC
WADO, 1280, 5 KW (DA-1)	, Hispanic	, \$110.00	(Katz Hisp)	Tichenor
WCBS, 880, 50 KW	, News	CBS, \$365.00	(CBS)	CBS
WEVD, 1050, 50 KW (DA-1)	, Nostlgia/FS/Ethnic	MBS NBC, \$ 80.00	(Groskin)	Forward
WFAN, 660, 50 KW	, Sports	NBC UNIPWR, \$350.00	(HNWH)	Infinity (p)
WINS, 1010, 50 KW (DA-1)	, News	CNN, ABC, \$405.00	(Group W)	Westinghouse
WKDM, 1380, 5 KW (DA-1)	, Hispanic	CRC, CBS, \$ 84.00	(Katz Hisp)	United
WLIB, 1190, 10 KW (Days, DA)	, Black News/Talk	SBN, \$ 88.00	(Mc-Guild)	Inner City
WNCA, 570, 5 KW (DA-1)	, Religion	, \$ NA	(---)	Salem
WNEW, 1130, 50 KW (DA-N)	, Nostalgia	MBS, NBC, \$160.00	(Schubert)	Westwood One
WOR, 710, 50 KW (DA-1)	, Talk	ABC, NBC, \$290.00	(Mc-Guild)	Buckley
WPAT, 930, 5 KW (DA-2)	, SEE WPAT-FM			
WQXR, 1560, 50 KW (DA-2)	, SEE WQXR-FM			
WSKQ, 620, 5 KW (DA-2)	, Hispanic	, \$110.00	(---)	SBS
WWRL, 1600, 5 KW (DA-2)	, Gospel	MBS NBN, \$ 45.00	(K & P)	Unity
WWDJ, 970, 5 KW (DA-2)	, Religion	, \$ 50.00	(---)	Communicom
WZRC, 1480, 5 KW (DA-2)	, AOR	, \$ NA	(Torbet)	Infinity

FM STATIONS

WBLS, 107.5, 5.4 KW @ 1220	, Black	ABC, \$300.00	(Mc-Guild)	Inner City
WCBS, 101.1, 6.8 KW @ 1325	, Oldies	CBS, \$420.00	(CBS)	CBS
WHTZ, 100.3, 7.8 KW @ 1220	, CHR	, \$300.00	(Christal)	Malrite
WFME, 94.7, 37 KW @ 571	, Religion	, \$ NA	(---)	Family
WHUD, 100.7, 50 KW @ 500	, EZ/Soft AC	, \$100.00	(Katz)	(PEEKSKILL)
WLTW, 106.7, 7.8 KW @ 1223	, Soft AC	, \$440.00	(Katz)	Viacom
WNCN, 104.3, 7.8 KW @ 1220	, Classical	CNN UNISUP, \$170.00	(CMBS)	GAF
WNEW, 102.7, 7.8 KW @ 1220	, AOR	SOURCE UNIPWR, \$350.00	(Group W)	Westinghouse
WMXV, 105.1, 7.8 KW @ 1222	, AC	UNIPWR, \$320.00	(Mc-Guild)	Bonneville
WPAT, 93.1, 5.4 KW @ 1420	, EZ	, \$230.00	(MMR)	Park
WPLJ, 95.5, 6.7 KW @ 1345	, CHR	, \$200.00	(Katz)	Cap Cities/ABC
WQCD, 101.9, 5.3 KW @ 1420	, Jazz	UNISUP, \$270.00	(Christal)	Tribune Co.
WQHT, 97.1, 6.7 KW @ 1338	, CHR	, \$300.00	(HNWH)	Emms
WQXR, 96.3, 7.8 KW @ 1223	, Classical	UNISUP, \$175.00	(MMR)	New York Times
WRKS, 98.7, 7.8 KW @ 1223	, Black	SOURCE UNIPWR, \$300.00	(Durpetti)	Summit
WSKQ, 97.9, 7.8 KW @ 1224	, Hispanic	, \$100.00	(---)	SBS
WXRK, 92.3, 7.6 KW @ 1223	, Classic AOR	ABC, \$400.00	(Torbet)	Infinity
WYNY, 103.5, 6.7 KW @ 1391	, Country	NBC MBS, \$240.00	(Schubert)	Westwood One

Miscellaneous: WMXV was WNSR until March . . . WNEW from Westwood One/Sillerman to Bloomberg for \$13,500,000 . . .

NORFOLK

Arbitron Rank/Pop (12+): 33/1,171,000

Stations: 28/27

1991 Revenue: \$30,600,000

MSA Rank/Pop: 34/1,390,000

Diaries: 1505/778:1/48.3%

HH Inc.: \$34,700

ADI # 38

Sample Target: 1450

Retail \$: 10.9 Bil

Average Person Ratings: 17.1

% Below Line: 0.8

Pop per Station: 43,370

Market TSL: 22.75 hours

% Not Listed: 10.9

#1 Biller: WNOR-F \$4,100,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WOWI-F (B)	254/12.7	9.6	11.4	9.3	8.2	10.8	278/3099	2613/22.3	19.6	20.0	D	WOWI-F
2. WWDE-F (AC)	157/ 7.9	5.8	6.1	4.7	7.1	6.1	171/1921	1756/15.0	14.7	15.8	F	WWDE-F
3. WNOR-AF (AOR)	153/ 7.7	6.5	7.7	8.8	7.3	7.7	159/2264	2191/18.7	17.7	15.9	F	WNOR-AF
4. WFOG-F (SAC)	152/ 7.6	7.8	8.7	8.1	6.8	8.1	174/2234	1922/16.4	15.7	14.1	D	WFOG-F
5. WCMS-AF (C)	135/ 6.8	8.1	8.1	9.1	8.1	8.0	161/2063	1725/14.7	15.2	17.8	E	WCMS-AF
6. WMXN-F (AC)	117/ 5.9	6.4	4.0	5.0	4.3	5.3	129/2010	1813/15.5	15.4	12.7	E	WMXN-F
7. WAFX-F (CL AOR)	96/ 4.8	4.4	4.7	5.1	6.2	4.8	110/2057	1779/15.2	15.3	15.6	B	WAFX-F
8. WGH -F (C)	89/ 4.5	4.5	3.7	3.1	4.2	4.0	119/1602	1259/10.8	8.0	9.1	C	WGH -F
9. WJQI-AF (SAC)	85/ 4.3	5.5	4.3	4.6	5.4	4.7	88/1343	1288/11.0	10.9	13.6	C	WJQI-AF
WLTQ-F (O)	85/ 4.3	4.6	3.8	4.8	6.1	4.4	95/1583	1404/12.0	11.1	14.0	D	WLTQ-F
11. WNVZ-F (CHR)	79/ 4.0	4.9	5.2	4.3	6.1	4.6	80/2074	1915/16.4	18.2	19.1	D	WNVZ-F
12. WNIS (N/T)	77/ 3.9	3.1	3.6	3.6	2.5	3.5	82/976	918/ 7.8	7.3	6.1	B	WNIS
13. WMYA-FF (B)	64/ 3.2	4.4	3.4	5.6	2.8	4.2	68/1216	996/ 8.5	7.3	3.8	C	WMYA-FF
14. WKOC-FF (AOR)	52/ 2.6	3.8	4.0	4.3	7.6	3.7	67/932	781/ 6.7	8.9	12.2	C	WKOC-FF
15. WBSK (G/B)	42/ 2.1	1.2	1.3	2.3	1.3	1.7	46/519	493/ 4.2	3.6	4.6	A	WBSK

12+ FM SHARE (METRO): 86.75% (1545 of 1781) (SPG 91: 88.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOWI-F>>	1 WOWI-F	1 WOWI-F	1 WWDE-F	1 WWDE-F	1 WFOG-F>	1 WOWI-F	1 WFOG-F	1 WOWI-F	1 WOWI-F>>	1 WOWI-F>>
2 WNVZ-F>>	2 WNOR-AF>	2 WNOR-AF	2 WNOR-AF	2 WOWI-F	2 WCMS-AF	2 WWDE-F	2 WOWI-F	2 WWDE-F<	2 WWDE-F	2 WNOR-F>>
3 WMXN-F	3 WMXN-F	3 WWDE-F	3 WOWI-F>	3 WNOR-AF	3 WWDE-F	3 WNOR-AF	3 WWDE-F	3 WNOR-AF	3 WNOR-AF	3 WCMS-F<
4	4 WAFX-F	4 WMXN-F	4 WLTQ-F	4 WLTQ-F	4 WLTQ-F	4 WFOG-F	4 WNOR-AF<	4 WFOG-F	4 WMXN-F	4 WLTQ-F
5	5 WWDE-F	5 WAFX-F	5 WCMS-AF	5 WCMS-AF	5 WNIS	5 WCMS-AF>	5 WCMS-AF	5 WCMS-AF	5 WAFX-F<	5 WFOG-F
6	6 WNVZ-F	6 WGH -F<	6 WAFX-F<	6 WFOG-F<	6 WOWI-F<	6	WNIS	6 WMXN-F	6	6 WAFX-F<
7	7 WGH -F	7 WLTQ-F	7 WGH -F	7 WJQI-AF	7 WJQI-AF	7	7 WMXN-F	7	7	7 WWDE-F
8	8 WKOC-FF	8	8	8	8	8	8 WJQI-AF>	8	8	8 WMXN-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 WOWI-F>	1 WOWI-F>	1 WWDE-F	1 WWDE-F<	1 WWDE-F>	1 WOWI-F>	1 WNOR-AF	1 WNOR-AF>	1 WNOR-AF	1 WNOR-AF>
2 WMXN-F>	2 WMXN-F	2 WOWI-F>	2 WOWI-F>	2 WOWI-F	2 WNOR-AF>	2 WOWI-F>	2 WAFX-F	2 WOWI-F>	2 WOWI-F
3 WAFX-F	3 WWDE-F	3 WNOR-AF	3 WMXN-F	3 WJQI-AF<	3 WMXN-F>	3 WAFX-F>	3 WOWI-F>	3 WAFX-F>	3 WLTQ-F
4 WNOR-AF	4 WNOR-AF	4 WMXN-F	4 WJQI-AF	4 WFOG-F	4 WAFX-F>	4 WMXN-F>	4 WCMS-AF	4 WWDE-F<	4 WAFX-F
5 WGH -F	5 WNVZ-F<	5 WMXN-F	5 WGH -F	5 WMXN-F	5 WWDE-F	5 WCMS-AF	5 WNIS	5 WLTQ-F<	5 WCMS-AF
6 WJQI-AF	6 WGH -F<	6 WMYA-FF	6 WNOR-AF<	6 WCMS-AF	6 WNVZ-F	6 WNVZ-F	6 WKOC-FF	6 WMXN-F	6 WWDE-F
7 WWDE-F	7 WJQI-AF	7 WJQI-AF	7 WFOG-F	7 WGH -F<	7	7 WNIS	7	7	7 WNIS >
8 WNVZ-F	WAFX-F	WGH -F	8	8 WLTQ-F	8	WGH -F	8	8	8 WGH -F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		79 (1)	79 (1)	4.4	6.7	WBSK-F 107.7	Windsor/Norfolk 1.0/1.9/ 22/ 266
AOR/CLASSIC	2 (1)	299 (4)	301 (5)	16.9	16.5	WGH 1310	Newport News 0.3/1.7/ 7/ 212
AC/OLDIES		375 (4)	375 (4)	21.1	26.1	WLPM 1450	Suffolk 0.6/0.9/ 11/ 107
FULL SVC/VARIETY						WPCE 1400	Portsmouth 1.7/5.0/ 34/ 588
COUNTRY	8 (2)	222 (2)	230 (4)	12.9	15.2	WPMH 1010	Portsmouth 0.4/1.2/ 8/ 144
BLACK/URBAN	42 (1)	318 (3)	360 (4)	20.2	17.1	WTAR 790	Norfolk 2.0/6.9/ 41/ 862
SAC/EZ	4 (1)	233 (2)	237 (3)	13.3	7.5	WTJZ 1270	Newport News 0.6/2.5/ 11/ 294
NEWS/TALK	116 (2)		116 (2)	6.5	2.7		
NOSTALGIA					3.4	WDCK-F 96.5	Williamsburg 0.8/2.1/ 29/ 438
RELIGION/GOSPEL	53 (3)	19 (1)	72 (4)	4.0	4.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	11 (1)		11 (1)	0.6	0.3		
	236 (11)	1545 (17)	1781 (28)				

NORFOLK

RADIO STATIONS

AM STATIONS

WBSK , 1350, 5 KW/1 KW (DA-2) , Black	NBN ABC, \$ 28.00 (Mc-Guild)	Ragan Henry
WNIS , 850, 5 KW/1 KW (DA-2) , News/Talk	NBC ABC, \$ 36.00 (MMR)	Sinclair
WPCE , 1400, 1 KW/250 W , Gospel	SBN, \$ 23.00 (Mc-Guild)	Willis
WTAR , 790, 5 KW (DA-1) , Talk/News	CBS CNN, \$ 29.00 (Katz)	Landmark

FM STATIONS

WAFX , 106.9, 100 KW @ 938 , Classic AOR	, \$ 63.00 (CBS)	Radio Ventures
WCMS , 100.5, 50 KW @ 499 , Country	ABC, \$ 86.00 (Eastman)	
WFOG , 92.9, 50 KW @ 479 , EZ	UNIULT, \$ 64.00 (MMR)	Sunshine Wireless
WGH , 97.3, 74 KW @ 394 , Country	ABC, \$ 39.00 (Durpetti)	Susquehanna
WJQI , 94.9, 50 KW @ 499 , Soft AC	UNIPWR UNISUP, \$ 46.00 (HNWH)	Coleman
WKOC , 93.7, 100 KW @ 997 , AOR	ABC, \$ 32.00 (Durpetti)	Edge (ELIZABETH CITY)
WKOD , 94.1, 50 KW @ 500 , AOR	ABC, \$ NA (Durpetti)	Eure
WLTY , 95.7, 40 KW @ 879 , Oldies	, \$ 61.00 (Katz)	Landmark
WMXN , 105.3, 50 KW @ 500 , AC	, \$ 38.00 (Katz)	ML/Win
WMYA , 96.1, 50 KW @ 482 , Black AC	SMN, \$ 31.00 (Torbet)	Willis (CAPE CHARLES)
WMYK , 92.1, 3.7 KW @ 413 , Black	SMN, \$ 25.00 (Torbet)	Willis (MOYOCK)
WNOR , 98.7, 46 KW @ 518 , AOR	SOURCE, \$ 95.00 (Mc-Guild)	Saga
WNVZ , 104.5, 50 KW @ 479 , CHR	, \$ 63.00 (Banner)	Wilks-Schwartz
WOWI , 102.9, 50 KW @ 469 , Black	SBN UNIULT, \$ 58.00 (Mc-Guild)	Ragan Henry
WUDE , 101.3, 50 KW @ 500 , AC	CBS, \$ 94.00 (Christal)	Edens

Miscellaneous: WXRI-F to WBSK-F (May) . . .

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 52/787,900
 MSA Rank/Pop: 53/978,000
 ADI # 40
 Average Person Ratings: 16.0
 Market TSL: 21.25 hours

Stations: 21/20
 Diaries: 1247/632:1/51.4%
 Sample Target: 1250
 % Below Line: 0.3
 % Not Listed: 7.8

1991 Revenue: \$23,300,000
 HH Inc.: \$26,669
 Retail \$: 7.5 Bil
 Pop per Station: 39,395
 #1 Biller: KXXY-AF \$5,400,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KXXY-F (C)	222/17.6	17.4	18.0	17.8	17.6	17.7	302/3445	2621/33.3	32.9	30.7	G	KXXY-F
2. KJYO-F (CHR)	121/ 9.6	10.9	9.9	10.6	9.8	10.3	156/2245	1763/22.4	21.9	25.2	C	KJYO-F
3. KATT-F (AOR)	114/ 9.0	7.3	7.7	8.7	8.4	8.2	158/2156	1432/18.2	16.8	17.5	D	KATT-F
4. KEBC-F (C)	111/ 8.8	7.2	8.0	7.4	7.4	7.8	165/2430	1643/20.9	19.9	17.3	C	KEBC-F
5. KTOK (N/T)	93/ 7.4	6.9	7.6	6.8	6.9	7.2	101/1466	1260/16.0	17.8	16.8	D	KTOK
6. WKY (BB/EZ)	91/ 7.2	6.2	4.4	3.7	4.9	5.4	109/1299	957/12.1	10.5	10.6	B	WKY
7. KR XO-F (CL ADR)	84/ 6.6	6.1	6.8	6.3	8.1	6.4	110/1521	1118/14.2	18.2	14.2	D	KR XO-F
8. KMGL-F (AC)	80/ 6.3	7.0	6.4	7.0	7.6	6.7	101/1536	1134/14.4	16.4	16.6	C	KMGL-F
9. KOQL-F (O)	64/ 5.1	4.3	4.5	5.2	5.7	4.8	91/1296	949/12.0	12.7	14.6	C	KOQL-F
10. KYIS-F (CHR)	36/ 2.8	3.8	2.6	3.5	3.6	3.2	47/1105	923/11.7	12.4	16.1	B	KYIS-F
11. KOMA-F (O)	33/ 2.6	2.6	3.7	3.5	3.8	3.1	36/612	509/ 6.5	8.8	12.5	C	KOMA-F
12. KOMA (O)	32/ 2.5	2.0	3.4	3.4	1.9	2.8	45/784	577/ 7.3	13.3	6.0	B	KOMA
13. KNTL-F (REL)	27/ 2.1	1.4	1.6	1.4	1.1	1.6	27/408	397/ 5.0	4.7	2.2	A	KNTL-F
14.												
15.												

12+ FM SHARE (METRO): 78.03% (909 of 1165) (SPG 91: 80.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KATT-F	1 KXXY-F>	1 KXXY-F>	1 KXXY-F>	1 KXXY-F>	1 KXXY-F>	1 KXXY-F>	1 KXXY-F>	1 KXXY-F	1 KXXY-F>>
2 KXXY-F	2 KXXY-F	2 KATT-F	2 KR XO-F	2 KEBC-F	2 WKY	2 KTOK	2 KEBC-F	2 KATT-F<	2 KJYO-F	2 KTOK >>
3 KATT-F>>	3 KJYO-F	3 KJYO-F	3 KEBC-F	3 KR XO-F	3 KTOK	3 KEBC-F	3 KATT-F	3 KJYO-F	3 KATT-F>	3 KMGL-F
4 KEBC-F	4 KR XO-F	4 KR XO-F	4 KATT-F	4 KMGL-F<	4 KEBC-F>	4 KJYO-F	4 KJYO-F	4 KEBC-F>	4 KEBC-F	4 KATT-F<
5	5 KEBC-F	5 KEBC-F	5 KMGL-F	5 KATT-F	5 KMGL-F	5 KR XO-F	5 KTOK	5 KTOK	5 KTOK	5 KJYO-F
6	6 KMGL-F	6 KMGL-F	6 KOQL-F	6 KOQL-F	6 KOQL-F	6 WKY	6 WKY <	6 WKY <	6 KMGL-F	6
7	7 KYIS-F	7 KOQL-F	7 KJYO-F	7 KJYO-F	7	KMGL-F<	7 KMGL-F	7 KR XO-F	7 KOQL-F	7
8	8	8	8	8	8	8 KATT-F>	8 KR XO-F	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 KJYO-F>>	1 KXXY-F	1 KXXY-F>	1 KXXY-F>	1 KXXY-F>	1 KATT-F>>	1 KATT-F>>	1 KATT-F>	1 KATT-F	1 KXXY-F>
2 KXXY-F	2 KJYO-F>	2 KR XO-F	2 KJYO-F>	2 KMGL-F	2 KJYO-F>	2 KXXY-F	2 KR XO-F	2 KXXY-F	2 KR XO-F
KATT-F>	3 KATT-F	KJYO-F>	3 KMGL-F	KEBC-F	3 KXXY-F>	3 KR XO-F	3 KXXY-F>	3 KR XO-F>	3 KATT-F
4 KMGL-F	4 KMGL-F	4 KMGL-F	4 KEBC-F	4 KJYO-F	4 KR XO-F>	4 KJYO-F>	4 KEBC-F>	4 KEBC-F	4 KEBC-F>
KEBC-F>	KEBC-F	KEBC-F	5 KOQL-F	5 KOQL-F	5 KYIS-F	5 KEBC-F	5 KJYO-F	5 KJYO-F	5 KMGL-F<
6 KYIS-F	6 KR XO-F>	6 KOQL-F>	6 KATT-F	6 KR XO-F	6	6 KYIS-F	6 KTOK	6 KOQL-F<	6 KTOK
7	7 KYIS-F	7 KNTL-F	7 KR XO-F	7	7	7	7	7 KTOK	7 KOQL-F
8	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		157 (2)	157 (2)	13.5	14.5	KGFF 1450 Shawnee	0.3/1.2/ 4/ 98		
AOR/CLASSIC		198 (2)	198 (2)	17.0	17.7	KPRW 1140 Oklahoma City	0.1/0.7/ 1/ 57		
AC/OLDIES	36 (2)	177 (3)	213 (5)	18.3	20.5	KQCV 800 Oklahoma City	1.0/2.0/ 18/ 214		
FULL SVC/VARIETY	4 (1)		4 (1)	0.3	0.4	KTUV 1220 Midwest Cty/OK	0.4/1.7/ 5/ 137		
COUNTRY	4 (1)	333 (2)	337 (3)	28.9	27.5	KTNT-F 97.7 Edmond	1.3/4.5/ 17/ 360		
BLACK/URBAN						KXXY 1340 Oklahoma City	0.3/2.2/ 5/ 186		
SAC/EZ	91 (1)		91 (1)	7.8	5.3	WWLS 640 Moore/Norman	0.7/3.0/ 11/ 300		
NEWS/TALK	103 (3)		103 (3)	8.8	8.2				
NOSTALGIA						KRMG 740 Tulsa	0.3/1.4/ 14/ 297		
RELIGION/GOSPEL	18 (2)	27 (1)	45 (3)	3.9	3.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		17 (1)	17 (1)	1.5	2.1				
UNKNOWN/OTHERS									
	256 (10)	909 (11)	1165 (21)						

OKLAHOMA CITY

RADIO STATIONS

KOMA	,	1520,	50 KW (DA-N)	,	Oldies		CBS, \$29.00	(CBS)	Diamond
KPRW	,	1140,	1 KW (DAYS)	,	Business News		BRN, \$19.00	(Banner)	Surrey
KQCV	,	800,	250 W/500 W	,	Religion		, \$14.00	(---)	Bott
KTOK	,	1000,	5 KW (DA-2)	,	News/Talk		ABC MBS, \$53.00	(Christal)	Clear Channel
WKY	,	930,	5 KW (DA-N)	,	EZ		, \$24.00	(Torbet)	Gaylord
WWLS	,	640,	1 KW (DA-N)	,	Sports		CBS, \$18.00	(McGuild)	(MOORE)
KATT-F,		100.5,	97 KW @ 1191	,	AOR		SOURCE, \$59.00	(Banner)	Surrey
KEBC-F,		94.7,	100 KW @ 1387	,	Country		ABC, \$38.00	(Schubert)	Independence
KJYO-F,		102.7,	98 KW @ 899	,	CHR		, \$43.00	(Christal)	Clear Channel
KOMA-F,		92.5,	100 KW @ 899	,	Oldies		, \$37.00	(Torbet)	Wilks-Schwartz
KMGL-F,		104.1,	99 KW @ 1361	,	AC		, \$44.00	(Eastman)	Renda
KNTL-F,		104.9,	3.3 KW @ 298	,	Religion		APR, \$17.00	(---)	CBN (BETHANY)
KOQL-F,		101.9,	98 KW @ 1387	,	Oldies		, \$36.00	(Katz)	Entercom
KRXO-F,		107.7,	99 KW @ 991	,	Classic AOR		, \$54.00	(CBS)	Diamond
KTNT-F,		97.7,	3 KW @ 298	,	Jazz/NAC		, \$22.00	(---)	(EDMOND)
KXXY-F,		96.1,	98 KW @ 1171	,	Country		MBS, \$115.00	(Mc-Guild)	NewMarket
KYIS-F,		98.9,	100 KW @ 1099	,	CHR		APR, \$30.00	(HNWH)	

Miscellaneous: KKNG-F to KOMA-F; Soft AC to Oldies (June) . . .

OMAHA

Arbitron Rank/Pop (12+): 74/502,900
 MSA Rank/Pop: 82/623,000
 ADI # 73
 Average Person Ratings: 16.9
 Market TSL: 22.00 hours

Stations: 20/16
 Diaries: 1069/470:1/60.6%
 Sample Target: 980
 % Below Line: 2.5
 % Not Listed: 13.5

1991 Revenue: \$21,000,000
 HH Inc.: \$35,758
 Retail \$: 4.9 Bil
 Pop per Station: 31,431
 #1 Biller: WOW -AF \$3,800,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WOW -F (C)	113/13.3	11.3	12.6	11.3	11.9	12.1	164/1701	1072/21.3	21.9	19.7	E	WOW -F
2. KQKQ-F (CHR)	96/11.3	12.7	8.6	8.8	10.3	10.4	116/1884	1397/27.8	24.7	28.3	D	KQKQ-F
3. KEZO-AF (AOR)	73/ 8.6	7.8	10.6	10.6	11.8	9.4	105/1787	1230/24.5	26.1	22.0	E	KEZO-AF
4. KFAB (FS)	70/ 8.2	13.1	14.6	11.6	10.2	11.9	135/2177	1207/24.0	34.7	25.7	E	KFAB
5. KEFM-F (AC)	64/ 7.5	9.7	6.9	6.8	8.4	7.7	83/1352	963/19.1	22.9	20.5	E	KEFM-F
6. KGOR-F (O)	60/ 7.1	7.4	6.0	9.8	7.8	7.6	92/1504	1056/21.0	16.6	20.0	D	KGOR-F
7. KESY-AF (SAC)	60/ 7.0	8.0	8.8	7.8	6.8	7.9	70/1072	899/17.9	16.5	15.5	C	KESY-AF
8. KRRK-F (AOR)	41/ 4.8	2.7	2.5	2.9	---	3.2	41/616	568/11.3	7.8	0.0	A	KRRK-F
9. WOW (C)	39/ 4.6	2.8	4.1	3.9	5.3	3.8	81/1108	492/ 9.8	11.5	11.0	B	WOW
10. KKAR (T)	37/ 4.4	3.1	2.9	1.9	3.0	3.1	40/657	583/11.6	8.2	8.5	B	KKAR
11. KKCD-F (CL AOR)	27/ 3.2	3.9	3.1	2.0	3.4	3.0	27/564	543/10.8	7.8	5.6	B	KKCD-F
12. KXKT-F (CHR)	23/ 2.7	3.3	4.1	5.1	4.3	3.8	48/1058	672/13.4	15.2	18.6	B	KXKT-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 77.28% (568 of 735) (SPG 91: 76.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF	1 KEZO-AF	1 WOW -F	1 WOW -F	1 WOW -F	1 KFAB <	1 WOW -F>	1 WOW -F	1 KQKQ-F>	1 KQKQ-F
2 KRRK-F	2 KQKQ-F	2 KQKQ-F<	2 KEZO-AF<	2 KGOR-F	2 KFAB	2 WOW -F	2 KQKQ-F	2 KQKQ-F	2 WOW -F	2 KFAB <
3 KXKT-F	3 KEFM-F	3 WOW -F	3 KGOR-F	3 KEZO-AF<	3 KESY-AF	3 KQKQ-F>	3 KEZO-AF	3 KEZO-AF	3 KEZO-AF	3 WOW -F>>
4	4 KRRK-F	4 KEFM-F	4 KEFM-F	4 KEFM-F	4 KGOR-F	4 KEZO-AF	4 KEFM-F	4 KGOR-F<	4 KFAB <	4 WOW
5	5 WOW -F>	5 KGOR-F>	5 KQKQ-F>	5 KQKQ-F>	5 WOW	5 KESY-AF<	5 KKAR <	5 KEFM-F	5 KEFM-F	5 KEFM-F
6	6 KGOR-F	6 KRRK-F	6 KESY-AF	6 KESY-AF	6	6 KEFM-F	6 KESY-AF	6 KESY-AF>	6 KGOR-F	6
7	7	7	7	7	7	7 WOW	7 KGOR-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 KQKQ-F>	1 KQKQ-F	1 KEFM-F<	1 KQKQ-F	1 WOW -F<	1 KRRK-F	1 KEZO-AF	1 KEZO-AF>	1 KEZO-AF	1 WOW -F
2 KEZO-AF	2 KEFM-F	2 KQKQ-F	2 KEFM-F	2 KEFM-F	2 KQKQ-F	2 KRRK-F>	2 KKAR	2 WOW -F	2 KEZO-AF
3 KEFM-F>	3 KEZO-AF>	3 KEZO-AF	3 WOW -F	3 KQKQ-F	3 KEZO-AF>>	3 KQKQ-F>	3 KRRK-F	3 KRRK-F	3 KGOR-F
4 WOW -F	4 WOW -F>	4 WOW -F>	4 KEZO-AF	4 KGOR-F	4 KFMQ-F	4 KKAR	4 KKCD-F	4 KQKQ-F	4 KKAR
5 KXKT-F	5 KGOR-F	5 KGOR-F	5 KGOR-F>	5 KESY-AF	5 WOW -F	5 WOW -F	5 KGOR-F	5 KGOR-F	5 KKCD-F
6 KRRK-F	6 KESY-AF	6 KESY-AF	6 KESY-AF	6 KESY-AF	6 KEFM-F	6 KKCD-F	6 WOW -F	6 KEFM-F	6 KEFM-F
7 KESY-AF	7	7	7	7	7	7 KEFM-F	7 KEFM-F	7 KEFM-F	7 KQKQ-F

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA
							SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		122 (3)	122 (3)	16.6	16.7	KCRO 660 Omaha	0.8/1.4/ 9/ 96
AOR/CLASSIC	3 (1)	146 (4)	149 (5)	20.3	15.7	KOIL 1290 Omaha	0.5/4.7/ 5/ 275
AC/OLDIES	4 (1)	124 (2)	128 (3)	17.4	28.3		
FULL SVC/VARIETY	76 (2)		76 (2)	10.3	11.7	KFMQ-F 101.9 Lincoln/Omaha	0.9/5.9/ 37/ 882
COUNTRY	39 (1)	117 (2)	156 (3)	21.2	20.3	KFRX-F 102.7 Lincoln	0.4/1.9/ 41/ 777
BLACK/URBAN						KMA 960 Shenandoah	0.7/1.7/ 37/ 382
SAC/EZ	1 (1)	59 (1)	60 (2)	8.2		KZKX-F 96.9 Seward	0.5/2.9/ R2/1071
NEWS/TALK	37 (1)		37 (1)	5.0	3.4		
NOSTALGIA							
RELIGION/GOSPEL	7 (1)		7 (1)	1.0			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE					3.9		
UNKNOWN/OTHERS							
	167 (8)	568 (12)	735 (20)				

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, FULL SERVICE	NBC, \$ 70.00 (Christal)	Henry
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, \$ 22.00 (HNWH)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	CBS UNILT, \$ 20.00 (Banner)	
WOW, 590, 5 KW	, SEE WOW-FM		
KEFM-F, 96.1, 100 KW @ 1440, AC		, \$ 48.00 (McGuild)	
KESY-F, 104.5, 100 KW @ 1087, SOFT AC/EZ		ABC, \$ 34.00 (Durpetti)	Sun Group
KEZO-F, 92.3, 100 KW @ 1210, AOR		, \$ 70.00 (MMR)	Narragansett
KGOR-F, 99.9, 115 KW @ 1230, OLDIES		NBC, UNIPWR, \$ 46.00 (Christal)	Henry
KKCD-F, 105.9, 6 KW @ 328, CLASSIC AOR		, \$ 24.00 (K & P)	
KQKQ-F, 98.5, 100 KW @ 508, CHR		, \$ 59.00 (HNWH)	
KRRK-F, 93.3, 3.6 KW @ 426, AOR		, \$ 19.00 (---)	(BENNINGTON)
KXKT-F, 103.7, 100 KW @ 1246, CHR		, \$ 25.00 (Banner)	(ATLANTIC, IA)
WOW-F, 94.1, 100 KW @ 508, COUNTRY		ABC, \$ 84.00 (Torbet)	Great Empire

ORLANDO

Arbitron Rank/Pop (12+): 42/945,800

Stations: 22/18
Diaries: 1260/751:1/43.9%
Sample Target: 1260
% Below Line: 5.4
% Not Listed: 12.2

1991 Revenue: \$44,100,000
HH Inc.: \$32,809
Retail \$: 10.6 Bil
Pop per Station: 52,544
#1 Biller: WWKA-F \$6,000,000

MSA Rank/Pop: 46/1,070,000
ADI # 25
Average Person Ratings: 16.7
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WWKA-F (C)	164/10.4	11.2	12.6	13.6	9.4	11.9	329/4250	2013/21.3	22.2	19.5	G	WWKA-F
2. WJHM-F (B)	140/ 8.9	9.5	6.0	7.1	8.0	7.9	258/2967	1596/16.9	14.7	15.5	F	WJHM-F
3. WDBO (FS)	113/ 7.2	7.7	7.5	6.9	6.7	7.3	145/1992	1489/15.7	14.9	15.0	D	WDBO
4. WMGF-F (SAC)	101/ 6.4	6.5	4.0	4.3	4.3	5.3	166/2180	1195/12.6	10.0	10.6	C	WMGF-F
5. WHTQ-F (AOR)	96/ 6.1	5.0	6.3	5.8	4.6	5.8	224/3282	1520/16.1	16.1	12.6	E	WHTQ-F
6. WMMO-F (AC)	93/ 5.9	5.0	6.1	6.8	7.2	5.9	109/1443	1125/11.9	14.5	13.3	E	WMMO-F
7. WVRI-F (AC)	86/ 5.4	4.7	4.9	5.5	6.3	5.1	147/2510	1414/15.0	14.2	16.1	F	WVRI-F
WOCL-F (O)	86/ 5.4	4.1	5.6	5.5	6.0	5.2	183/2865	1337/14.1	15.6	15.1	G	WOCL-F
9. WOMX-AF (AC)	80/ 5.1	5.2	5.1	3.6	6.3	4.8	135/2927	1603/16.9	18.2	18.9	D	WOMX-AF
10. WXXL-F (CHR)	77/ 4.9	5.3	4.7	3.6	4.9	4.6	114/2245	1363/14.4	15.9	15.7	C	WXXL-F
11. WDIZ-F (AOR)	64/ 4.1	5.2	4.9	4.2	5.0	4.6	140/2714	1422/15.0	16.2	14.9	E	WDIZ-F
12. WNNZ (N/T)	58/ 3.7	3.3	2.7	2.7	2.8	3.1	64/1078	848/ 9.0	8.8	6.7	B	WNNZ
13. WLOQ-F (J)	54/ 3.4	3.4	3.1	4.0	3.3	3.5	68/1077	933/ 9.9	9.4	9.7	C	WLOQ-F
14. WHVE-F (CHR)	42/ 2.7	9.5	6.0	7.1	8.0	6.3	69/1678	924/ 9.8	14.7	15.5	C	WHVE-F
15.												

12+ FM SHARE (METRO): 86.23% (1196 of 1387) (SPG 91: 84.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WHTQ-F	1 WJHM-F<	1 WWKA-F	1 WWKA-F	1 WWKA-F	1 WWKA-F	1 WWKA-F	1 WWKA-F	1 WJHM-F>	1 WMGF-F
2 WXXL-F>	2 WJHM-F	2 WWKA-F	2 WMMO-F	2 WMMO-F	2 WDBO	2 WJHM-F	2 WMMO-F	WJHM-F>	2 WDBO	WDBO >>
3 WWKA-F	3 WXXL-F	3 WHTQ-F<	3 WOCL-F	3 WOCL-F	3 WMGF-F>	WDBO	3 WVRI-F<	3 WDBO <	3 WWKA-F	3 WJHM-F
4 WHTQ-F	WMMO-F	4 WMMO-F	4 WJHM-F	4 WJHM-F	4 WOCL-F	4 WMGF-F<	4 WDBO	4 WHTQ-F	4 WMGF-F	4 WWKA-F>
5	5 WWKA-F	5 WOCL-F	5 WOMX-AF	5 WMGF-F	5 WNNZ	5 WMMO-F	5 WHTQ-F<	5 WMGF-F	5 WHTQ-F	5 WXXL-F<
6	6 WDIZ-F	6 WOMX-AF	6 WHTQ-F	6 WOMX-AF<	WVRI-F	6 WOCL-F<	6 WJHM-F<	6	6 WXXL-F	6 WHTQ-F>
7	7 WVRI-F	WVRI-F	7 WVRI-F	7 WVRI-F	7	7 WVRI-F<	7 WMGF-F	7	7	7
8	8 WOMX-AF	8 WXXL-F	8	WHTQ-F	8	8	8 WOCL-F	8	8	8
9	9	9	9	WDBO	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 WJHM-F	1 WJHM-F>	1 WMMO-F<	1 WJHM-F	1 WMGF-F	1 WHTQ-F>	1 WHTQ-F>	1 WHTQ-F	1 WHTQ-F	1 WWKA-F
2 WXXL-F>	2 WXXL-F	2 WJHM-F	2 WVRI-F	2 WWKA-F	2 WJHM-F	2 WDIZ-F	2 WMMO-F	2 WWKA-F	2 WMMO-F
3 WVRI-F	3 WVRI-F	3 WVRI-F	3 WWKA-F	3 WVRI-F	3 WDIZ-F	3 WMMO-F	3 WWKA-F	3 WMMO-F	3 WOCL-F
WHTQ-F	WMMO-F	4 WWKA-F	WMGF-F<	4 WOCL-F<	4 WXXL-F	4 WJHM-F<	4 WDIZ-F>	WJHM-F	WHTQ-F
5 WOMX-AF>	5 WHTQ-F	WHTQ-F	5 WOCL-F<	5 WMMO-F	5 WVRI-F	5 WWKA-F	5 WOCL-F	5 WDIZ-F	5 WJHM-F<
6 WWKA-F	6 WOMX-AF	6 WXXL-F	6 WOMX-AF	6 WJHM-F<	6 WWKA-F>	6 WXXL-F	6 WJHM-F	6 WOCL-F	6 WDBO
WMGF-F	WWKA-F	7 WOMX-AF	7 WMMO-F	7 WOMX-AF	7 WOMX-AF	7	7 WDBO	7 WOMX-AF	7 WDIZ-F
WHVE-F	8	8	8 WXXL-F	8	8	8	8	8	8 WOMX-AF
9	9	9 WMGF-F	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 91	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		119 (2)	119 (2)	8.6	12.6	WAJL	1190 Pncstle/Skylke	0.6/1.0/	10/	101
AOR/CLASSIC		160 (2)	160 (2)	11.5	10.6	WTLN-F	95.3 Apopka/Orlando	2.0/4.3/	33/	470
AC/OLDIES	4 (1)	341 (4)	345 (5)	24.9	34.9	WXT0	1600 Winter Garden	0.4/1.3/	6/	129
FULL SVC/VARIETY	113 (1)		113 (1)	8.1	7.3					
COUNTRY		204 (3)	204 (3)	14.7	13.1	WEZY-F	94.1 Lakeland	1.1/2.6/	76/	887
BLACK/URBAN		140 (1)	140 (1)	10.1	8.8	WGNE-F	98.1 Titusville	1.1/3.7/	74/	1043
SAC/EZ		147 (3)	147 (3)	10.6	0.7	WPCV-F	97.5 Winter Haven/Lk	1.4/4.8/	140/	1759
NEWS/TALK	58 (1)		58 (1)	4.2	3.0	WWLV-F	94.5 Daytona Bch/Orl	1.8/5.8/	65/	1189
NOSTALGIA										
RELIGION/GOSPEL	10 (1)	31 (1)	41 (2)	3.0	2.6					
SPANISH	6 (1)		6 (1)	0.4	2.1					
CLASSICAL										
JAZZ/NEW AGE		54 (1)	54 (1)	3.9	3.6					
UNKNOWN/OTHERS					0.5					
	191 (5)	1196 (17)	1387 (22)							

ORLANDO

RADIO STATIONS

WDBO , 580, 5 KW (DA-N)	, Full Service	ABC, \$ 50.00	(Katz)	NewCity
WWNZ , 740, 50 KW (DA-2)	, News/Talk	CBS MBS, \$ 36.00	(Christal)	Paxson
WDIZ-F, 100.3, 100 KW @ 1187	, AOR	ABC, \$ 91.00	(MMR)	Shamrock-Lynett
WHTQ-F, 96.5, 100 KW @ 1597	, AOR	SOURCE, \$ 69.00	(Schubert)	TK
WJHM-F, 101.9, 28 KW @ 1584	, Black	, \$ 84.00	(HNWH)	Beasley (DYTNA BCH)
WLOQ-F, 103.1, 2.7 KW @ 351	, Jazz	, \$ 47.00	(Banner)	
WMGF-F, 107.7, 100 KW @ 1584	, Soft AC	NBC, \$ 55.00	(MMR)	Metroplex
WMMO-F, 98.9, 38 KW @ 492	, AC/AOR	, \$ 78.00	(Eastman)	Granum
WOCL-F, 105.9, 100 KW @ 1581	, Oldies	APR, \$109.00	(Christal)	American (DELAND)
WOMX-F, 105.1, 100 KW @ 1309	, AC/CHR	, \$ 64.00	(Mc-Guild)	Nationwide
WVRI-F, 101.1, 100 KW @ 1597	, AC	, \$100.00	(Banner)	Paxson (COCOA BEACH)
WTLN-F, 95.3, 3 KW @ 298	, Religion	, \$ 17.00	(Keystone)	(APOPKA)
WWKA-F, 92.3, 100 KW @ 1338	, Country	, \$137.00	(Katz)	NewCity
WXXL-F, 106.7, 100 KW @ 387	, CHR	, \$ 47.00	(Durpetti)	Taylor (LEESBURG)
WHVE-F, 104.1, 100 KW @ 1597	, CHR	, \$ 43.00	(Christal)	(COCOA BEACH)

WVLV-F - See Daytona Beach

Miscellaneous: WOMX-A sold by Nationwide for \$500,000 (Don Clark) . . . WSTF to WVRI (Feb) . . . WZTU-F to WHVE-F; AC to CHR (May) . . . WVRI-F from Capitol (Goodman) to Paxson for \$6,700,000 (Blackburn) . . .

***** FORMAT CODES *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/F/S - 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	REL - 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		*

***** REVENUE LEVEL CODES *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

OXNARD-VENTURA

Arbitron Rank/Pop (12+): 115/326,100
 MSA Rank/Pop: 75/684,400
 Los Angeles ADI
 Average Person Ratings: 18.1
 Market TSL: 23.50 hours

Stations: 35/13
 Diaries: 810/403:1/45.8%
 Sample Target: 800
 % Below Line: 42.6
 % Not Listed: 12.9

1991 Revenue: \$9,400,000
 HH Inc.: \$46,538
 Retail \$: 5.6 Bill
 Pop per Station: 25,084
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. KHAY-F (C)	48/ 8.1	7.9	8.3	7.9	8.0	----	61/880	554/17.0	16.2	16.7	KHAY-F
2. KRUZ-F (SAC)	38/ 6.5	4.2	6.0	3.3	2.4	----	71/782	341/10.5	10.4	10.9	KRUZ-F
3. KCAQ-F (CHR)	34/ 5.8	6.8	6.5	7.4	10.1	----	49/1022	651/20.0	22.0	19.5	KCAQ-F
4. KLOS-F (AOR)	33/ 5.6	5.9	4.9	6.3	5.8	----	61/1084	427/13.1	14.8	14.4	KLOS-F
5. KBBY-F (AC)	31/ 5.3	3.6	5.1	4.4	5.6	----	35/507	417/12.8	9.9	7.4	KBBY-F
6. KTRO (SP)	25/ 4.2	4.9	6.3	6.2	5.4	----	32/347	281/ 8.6	10.6	11.7	KTRO
7. KOXR (SP)	22/ 3.7	2.8	2.4	3.3	3.8	----	23/269	251/ 7.7	7.6	6.9	KOXR
KELF-F (SP)	22/ 3.7	3.2	2.7	3.0	3.0	----	25/285	219/ 6.7	7.6	6.3	KELF-F
9. KXLM-F (SP)	20/ 3.4	3.6	-----	-----	-----	----	20/206	203/ 6.2	7.5	0.0	KXLM-F
KVEN (T)	20/ 3.4	1.9	2.5	2.8	3.4	----	22/337	306/ 9.4	7.5	7.2	KVEN
11. KNX (N)	18/ 3.1	3.8	4.0	2.5	3.6	----	42/1038	445/13.6	15.0	14.1	KNX
KFI (T)	18/ 3.1	1.5	2.0	0.5	1.0	----	33/635	235/ 7.2	5.0	5.6	KFI
13. KRTH-F (O)	17/ 2.9	2.5	3.1	0.7	1.0	----	30/725	320/ 9.8	11.3	9.3	KRTH-F
14.											
15.											

12+ FM SHARE (METRO): 74.46% (382 of 513) (SPG 91: 72.46%)

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 KRUZ-F>	1 KLOS-F	1 KHAY-F	1 KHAY-F>	1 KCAQ-F>	1 KFI >
2 KPWR-F	2 KHAY-F>	2 KLOS-F	2 KLOS-F	2 KLOS-F<	2 KHAY-F>	2 KHAY-F>	2 KRUZ-F	2 KRUZ-F	2 KXLM-F	2 KDAR-F
KKBT-F	3 KTRO	3 KBBY-F	3 KBBY-F>	3 KBBY-F	3 KVEN <	3 KCAQ-F	3 KBBY-F	3 KLOS-F<	3 KKBT-F	3 KTRO
4	4 KELF-F	4 KTRO	4 KTRO	4 KTRO	4 KNX	4 KBBY-F<	4 KLOS-F>	4 KCAQ-F	4 KHAY-F	4 KELF-F
5	5 KCAQ-F	5 KELF-F	5 KELF-F	5	KBBY-F	5 KRUZ-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 KHAY-F>	1 KHAY-F	1 KHAY-F>	1 KBBY-F	1 KBBY-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>	1 KLOS-F	1 KLOS-F
2 KQLZ-F	2 KBBY-F	2 KBBY-F>	2 KHAY-F>	2 KHAY-F>	2 KKUR-F	2 KHAY-F	2 KTRO	2 KHAY-F>	2 KHAY-F>
KKBT-F	3 KCAQ-F	3 KLOS-F	3 KCAQ-F	3 KRUZ-F	KHAY-F	3 KTRO	3 KHAY-F	3 KTRO	3 KTRO
KELF-F	4 KELF-F	KTRO	4 KRUZ-F	4 KBIG-F	KCAQ-F>	4 KELF-F	4 KELF-F>	4 KOXR	4 KOXR
5	5 KLOS-F	KELF-F	5 KELF-F	5 KRTH-F	5 KQLZ-F	5 KQLZ-F	5	KELF-F	5 KELF-F
6	KTRO	6 KKUR-F	6	KTRO	KKBT-F>	KKUR-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		43 (2)	43 (2)	8.4	12.0	KDAR-F 98.3	Oxnard/Ventura	1.0/4.3/	8/ 234
AOR/CLASSIC		70 (5)	70 (5)	13.6	16.1	KKUR-F 105.5	Ojai/Ventura	2.7/8.0/	16/ 282
AC/OLDIES		105 (7)	105 (7)	20.5	18.8	KKZZ 1400	Santa Paula/Ven	1.4/2.5/	9/ 94
FULL SVC/VARIETY						KOGO 1590	Ventura	0.3/1.2/	2/ 41
COUNTRY	8 (1)	48 (1)	56 (2)	10.9	9.5	KXBS-F 96.7	Santa Paula/Ven	1.4/5.0/	8/ 197
BLACK/URBAN		14 (1)	14 (1)	2.7	4.1	KABC 790	Los Angeles	0.8/3.6/	12/ 299
SAC/EZ		38 (1)	38 (1)	7.4	6.8	KBIG-F 104.3	Los Angeles	2.5/8.5/	25/ 583
NEWS/TALK	71 (6)		71 (6)	13.8	11.6	KCBS-F 93.1	Los Angeles	2.5/9.9/	37/ 709
NOSTALGIA	2 (1)		2 (1)	0.4	2.5	KDB -F 93.7	Santa Barbara	0.7/2.1/	21/ 272
RELIGION/GOSPEL		6 (1)	6 (1)	1.2	0.8	KKBT-F 92.3	Los Angeles	2.4/8.0/	19/ 336
SPANISH	50 (3)	44 (3)	94 (6)	18.3	14.5	KKGO-F 105.1	Los Angeles	0.3/2.4/	6/ 208
CLASSICAL		6 (2)	6 (2)	1.2	1.4	KLSX-F 97.1	Los Angeles	1.5/7.9/	36/ 632
JAZZ/NEW AGE		8 (1)	8 (1)	1.6	1.7	KLVE-F 107.5	Los Angeles	0.3/2.1/	2/ 87
UNKNOWN/OTHERS						KMPC 710	Los Angeles	1.4/3.2/	13/ 334
	131 (11)	382 (24)	513 (35)			KPWR-F 105.9	Los Angeles	1.5/6.4/	20/ 492
						KQLZ-F 100.3	Los Angeles	2.0/7.3/	40/ 583
						KROQ-F 106.7	Pasadena	0.8/2.8/	38/ 425
						KSBL-F 101.7	Crpntn/Snt Brbr	0.5/1.7/	23/ 365
						KTNQ 1020	Los Angeles	0.5/1.4/	5/ 67
						KTWV-F 94.7	Los Angeles	1.4/4.4/	10/ 246
						KTYD-F 99.9	Snta Barb/Ventr	1.9/6.9/	38/ 742
						XTRA 690	Tjn/San Diego	0.3/1.2/	8/ 116

OXNARD-VENTURA

RADIO STATIONS

KOXR	,	910,	5 KW/1 KW (DA-2),	Hispanic	,	\$18.00	(Lotus)	Lotus
KTRO	,	1520,	10 KW/1 KW (DA-2),	Hispanic	,	\$18.00	(Katz H1sp.)	
KVEN	,	1450,	1 KW	Talk		NBC-T ABC, \$19.00	(Radio Time)	
KBBY-F,		95.1,	13 KW @ 876	AC		UNIULT UNISUP, \$31.00	(Katz)	
KCAQ-F,		104.7,	3 KW @ 1581	CHR		,	\$30.00	(Mc-Guild)
KDAR-F,		98.3,	.8 KW @ 886	Religion		,	\$11.00	(N/A)
KELF-F,		95.9,	.4 KW @ 718	Hispanic		,	\$14.00	(Durpetti)
								(CAMARILLO)
KHAY-F,		100.7,	39 KW @ 1204	Country		,	\$38.00	(Radio Time)
KKUR-F,		105.5,	3 KW @ 1260	AC		,	\$13.00	(Banner)
KXBS-F,		96.7,	.1 KW @ 1499	Oldies		,	\$11.00	(---)
KXLM-F,		102.9,	3 KW @ 328	Hispanic		,	\$12.00	(---)
								Eric/Chandler (OJAI)
								(S. PAULA)

Other ranked stations -- see Los Angeles

PENSACOLA

Arbitron Rank/Pop (12+): 126/290,900
 MSA Rank/Pop: 138/350,300
 ADI # 63 (w/Mobile)
 Average Person Ratings: 15.8
 Market TSL: 20.75 hours

Stations: 15/8
 Diaries: 730/398:1/47.9%
 Sample Target: 760
 % Below Line: 28.7
 % Not Listed: 16.3

1991 Revenue: \$7,500,000
 HH Inc.: \$30,030
 Retail \$: 2.4 Bill
 Pop per Station: 36,363
 #1 Biller: WOWW-F \$1,550,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WXBW-F (C)	76/16.5	8.6	7.2	7.4	7.9	----	107/1083	701/24.1	15.9	17.4	C	WXBW-F
2. WOWW-F (C)	48/10.4	13.5	10.7	14.2	11.7	----	76/954	627/21.6	20.3	18.7	C	WOWW-F
3. WBLX-F (B)	37/ 8.0	11.3	11.4	13.2	12.3	----	63/840	515/17.7	15.9	16.1		WBLX-F
4. WMEZ-F (SAC)	34/ 7.4	6.5	6.0	6.2	6.5	----	56/688	416/14.3	12.9	14.6	B	WMEZ-F
5. WCOA (FS)	31/ 6.7	6.8	7.2	6.4	6.3	----	32/389	377/13.0	13.4	12.7	B	WCOA
6. WKRG-F (AC)	28/ 6.1	5.9	5.6	4.2	3.5	----	38/727	501/17.2	16.1	15.3		WKRG-F
7. WGCX-F (AOR)	24/ 5.2	4.3	4.3	3.2	3.8	----	37/539	345/11.9	12.0	8.8		WGCX-F
8. WTKX-F (AOR)	21/ 4.6	3.8	6.6	6.6	5.2	----	26/550	400/13.8	12.9	15.4	C	WTKX-F
9. WAVH-F (O)	18/ 3.9	4.1	3.7	7.4	7.5	----	26/496	348/12.0	15.1	14.5		WAVH-F
10. WJLQ-F (CHR)	16/ 3.5	5.9	7.6	7.8	7.1	----	30/588	402/13.8	17.6	19.8	B	WJLQ-F
11. WRNE (B)	15/ 3.3	2.5	4.1	----	----	----	15/153	153/ 5.3	3.9	5.5	A	WRNE
12. WABB-F (CHR)	14/ 3.0	3.6	3.7	3.8	5.0	----	35/699	380/13.1	13.0	13.7		WABB-F
13. WKGT-F (BB)	12/ 2.6	5.0	2.3	2.0	2.1	----	16/195	147/ 5.1	6.2	5.4	A	WKGT-F
14.												
15.												

12+ FM SHARE (METRO): 88.05% (339 of 385) (SPG 91: 84.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>	1 WXBW-F>>	1 WXBW-F>>	1 WXBW-F>	1 WXBW-F>	1 WXBW-F<	1 WXBW-F>	1 WXBW-F	1 WXBW-F>	1 WBLX-F	1 WXBW-F>
2 WABB-F>	2 WGCX-F	2 WOWW-F	2 WOWW-F	2 WOWW-F>	2 WOWW-F	2 WOWW-F>	2 WOWW-F	2 WOWW-F>	2 WXBW-F>	2 WGCX-F
3 WXBW-F>	WBLX-F	3 WBLX-F	3 WKRG-F	3 WBLX-F	3 WMEZ-F	3 WBLX-F	3 WCOA	3 WBLX-F	3 WOWW-F	3 WOWW-F
4	4 WTKX-F	4 WKRG-F	WBLX-F	4 WKRG-F	4 WCOA	4 WMEZ-F	4 WMEZ-F	4 WMEZ-F	4 WTKX-F	4 WTKX-F
5	5	WGCX-F	5	5	5	WCOA >	5 WBLX-F	5 WKRG-F	5 WKRG-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 WXBW-F	1 WXBW-F	1 WXBW-F	1 WXBW-F>	1 WXBW-F>	1 WXBW-F>>	1 WXBW-F>	1 WXBW-F	1 WXBW-F>>	1 WXBW-F>
2 WBLX-F>>	2 WBLX-F>	2 WBLX-F	2 WBLX-F>	2 WBLX-F	2 WGCX-F	2 WGCX-F	2 WGCX-F	2 WGCX-F	2 WOWW-F
3 WGCX-F	3 WKRG-F	3 WKRG-F	3 WOWW-F	3 WOWW-F>	3 WBLX-F	3 WTKX-F>	3 WTKX-F>	3 WOWW-F	3 WGCX-F
WABB-F	WJLQ-F	4 WJLQ-F	4 WKRG-F	4 WRNE	WTKX-F	4 WBLX-F	4 WBLX-F	4 WTKX-F	4 WTKX-F
WTKX-F	5	5 WOWW-F	WJLQ-F	5	WOWW-F>	5	5	5	5
WJLQ-F	6	6	6	6	6 WKRG-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		36 (3)	36 (3)	9.4	17.4		
AOR/CLASSIC		45 (2)	45 (2)	11.7	12.4	WKSJ-F 94.9	Mobile/Pensacol
AC/OLDIES		46 (2)	46 (2)	11.9	10.6	WWSF-F 98.1	Andalusia
FULL SVC/VARIETY	31 (1)		31 (1)	8.1	8.2		1.1/6.7/ 14/ 396
COUNTRY		129 (3)	129 (3)	33.5	21.4		1.3/7.4/ 35/ 623
BLACK/URBAN	15 (1)	37 (1)	52 (2)	13.5	17.7		
SAC/EZ		34 (1)	34 (1)	8.8	6.8		
NEWS/TALK					0.7		
NOSTALGIA		12 (1)	12 (1)	3.1	3.1		
RELIGION/GOSPEL					1.1		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.7		
	46 (2)	339 (13)	385 (15)				

RADIO STATIONS

WCOA , 1370, 5 KW (DA-2)	Full Service	NBC MBS, \$18.00 (Mc-Guild)	Muniz
WRNE , 980, 2.5 KW/1 KW (DA-2),	Black	AURN SMN, \$10.00 (Roslin)	(GULF BREEZE)
WJLQ-F, 100.7, 100 KW @ 1555	CHR	ABC, \$23.00 (Mc-Guild)	Muniz
WKGT-F, 105.1, 6 KW @ 328	Nostalgia	SMN, \$11.00 (---)	(CENTURY)
WMEZ-F, 94.1, 100 KW @ 1328	Soft AC	ABC, \$26.00 (Torbet)	
WOWW-F, 107.3, 100 KW @ 469	Country	UNIULT, \$35.00 (Mc-Guild)	SunGroup
WTKX-F, 101.5, 100 KW @ 400	AOR	CBS, \$27.00 (Durpetti)	Holt
WXBW-F, 102.7, 100 KW @ 1328	Country	MBS, \$24.00 (Katz)	(MILTON)

Other ranked stations -- see Mobile

PEORIA

Arbitron Rank/Pop (12+): 133/277,400

Stations: 16/12
Diaries: 880/315:1/54.3%
Sample Target: 770
% Below Line: 4.6
% Not Listed: 16.3

1991 Revenue: \$7,700,000
HH Inc.: \$36,451
Retail \$: 2.6 Bil
Pop per Station: 23,117
#1 Biller: WWCT-F \$1,400,000

MSA Rank/Pop: 144/337,400
ADI # 107 (w/Bloomington)
Average Person Ratings: 15.7
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WXCL-AF (C)	65/14.9	12.1	11.1	11.5	11.0	----	77/802	693/25.0	23.1	21.4	B	WXCL-AF
2. WWCT-F (AOR)	51/11.7	12.4	15.2	13.6	12.6	----	84/961	639/23.0	21.2	23.7	C	WWCT-F
WKZW-F (CHR)	51/11.7	13.8	15.2	15.4	16.6	----	76/1390	948/34.2	27.7	34.6	C	WKZW-F
4. WMBD (FS)	43/ 9.9	8.0	9.4	6.7	8.9	----	49/612	550/19.8	21.5	20.3	C	WMBD
5. WSWT-F (SAC)	42/ 9.7	11.7	10.8	13.1	12.9	----	55/840	619/22.3	24.0	22.1	B	WSWT-F
6. WGLO-F (AC)	38/ 8.7	8.0	10.8	10.3	10.6	----	49/711	546/19.7	20.9	24.4	B	WGLO-F
7. WTAZ-F (T)	20/ 4.6	4.6	2.9	2.3	2.0	----	22/358	327/11.8	10.5	7.7	A	WTAZ-F
8. WIRL (T)	18/ 4.1	2.7	2.4	5.1	5.1	----	20/379	317/11.4	12.9	11.4	A	WIRL
9. WQEZ-F (SAC)	9/ 2.1	2.9	2.4	1.8	2.0	----	11/133	107/ 3.9	6.3	4.2	A	WQEZ-F
10. WJBC (FS)	8/ 1.8	0.5	2.2	0.8	0.9	----	58/610	98/ 3.5	2.3	2.4		WJBC
11. WBNQ-F (CHR)	6/ 1.4	0.7	1.7	1.0	1.6	----	37/790	259/ 9.3	4.3	7.9		WBNQ-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 74.18% (270 of 364) (SPG 91: 77.22%)

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 WWCT-F >	1 WWCT-F	1 WXCL-AF <	1 WXCL-AF	1 WMBD	1 WXCL-AF <	1 WXCL-AF <	1 WKZW-F >	1 WMBD
2 WWCT-F	2 WKZW-F	2 WXCL-AF	2 WGLO-F	2 WWCT-F	2 WMBD	2 WXCL-AF	2 WWCT-F <	2 WWCT-F	2 WXCL-AF	2 WXCL-AF
3	3 WXCL-AF	3 WKZW-F <	3 WXCL-AF	3 WGLO-F <	3 WSWT-F >	3 WKZW-F	3 WSWT-F	3 WKZW-F	3 WMBD <	3 WSWT-F
4	4	4 WGLO-F	4 WSWT-F	4 WSWT-F >	4 WGLO-F	4 WSWT-F	4 WGLO-F	4 WSWT-F	4 WWCT-F >	4 WTAZ-F
5	5	5 WSWT-F	5 WKZW-F	5 WKZW-F	5	5 WWCT-F	5 WKZW-F >	5 WGLO-F	5 WSWT-F	5
6	6	6	6	6	6	6 WGLO-F	6 WTAZ-F	6 WMBD >>	6 WGLO-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 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 WXCL-AF	2 WXCL-AF	2 WGLO-F >	2 WXCL-AF <	2 WSWT-F	2 WKZW-F	2 WXCL-AF >	2 WXCL-AF >	2 WXCL-AF	2 WXCL-AF
3 WWCT-F >>	3 WWCT-F	3 WXCL-AF	3 WSWT-F	3 WGLO-F	3 WXCL-AF >>>	3 WKZW-F >	3 WGLO-F	3 WGLO-F >	3 WGLO-F >
4 WBNQ-F >>	4 WGLO-F	WWCT-F	4 WGLO-F >	4 WKZW-F	4 WSWT-F	4 WSWT-F	4 WSWT-F >	4 WSWT-F	4 WSWT-F
5 WSWT-F	5	5 WSWT-F	5 WWCT-F	5	5	5 WGLO-F	5 WTAZ-F	5 WKZW-F	5 WMBD
6 WGLO-F	6	6	6	6	6	6	6	6 WKZW-F	6

FORMATS	AM	FM	TOTAL	%	SPG 91	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		57 (2)	57 (2)	15.7	19.4	WCRI-F	98.5	Eureka	0.5/1.6/	2/ 52
AOR/CLASSIC		51 (1)	51 (1)	14.0	17.5	WPEO	1020	Peoria	1.1/3.4/	8/ 132
AC/OLDIES		38 (1)	38 (1)	10.4	25.0					
FULL SVC/VARIETY	51 (2)		51 (2)	14.0	13.9	WGN	720	Chicago	0.9/5.7/	25/ 382
COUNTRY	14 (1)	51 (1)	65 (2)	17.9	12.8	WLS	890	Chicago	0.5/3.4/	9/ 209
BLACK/URBAN										
SAC/EZ		51 (2)	51 (2)	14.0	2.8					
NEWS/TALK	24 (3)	20 (1)	44 (4)	12.1	8.1					
NOSTALGIA										
RELIGION/GOSPEL	5 (1)		5 (1)	1.4	0.6					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS		2 (1)	2 (1)	0.5						
	94 (7)	270 (9)	364 (16)							

RADIO STATIONS

WIRL	, 1290,	5 KW (DA-2)	, Talk	ABC MBS, \$16.00	(Christal)	Comm. Service
WMBD	, 1470,	5 KW (DA-2)	, Full Service	CBS, \$32.00	(Katz)	Midwest TV
WPEO	, 1020,	1 KW (DAYS)	, Religion	, \$10.00	(---)	
WXCL	, 1350,	1 KW (DA-2)	-- SEE WXCL-F			
WGLO-F,	95.5,	7 KW @ 620	, AC	, \$20.00	(Durpetti)	Cromwell (PEKIN)
WKZW-F,	93.3,	41 KW @ 551	, CHR	, \$34.00	(Katz)	Midwest TV
WQEZ-F,	94.3,	6 KW @ 300	, Soft AC/EZ	, \$13.00	(Roslin)	(CHILLICOTHE)
WSWT-F,	106.9,	50 KW @ 479	, Soft AC	ABC, \$25.00	(Christal)	Comm. Service
WTAZ-F,	102.3,	6 KW @ 300	, Talk/News	NBC-T ABC, \$13.00	(Roslin)	(MORTON)
WWCT-F,	105.7,	36 KW @ 571	, AOR	SOURCE, \$35.00	(HNWH)	
WXCL-F,	104.9,	3 KW @ 328	, Country	UNIPWR ABC, \$30.00	(Banner)	Kelly

WJBC -- see Bloomington

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,085,500
 MSA Rank/Pop: 4/4,940,000
 ADI # 4
 Average Person Ratings: 18.6
 Market TSL: 24.25 hours

Stations: 29/24
 Diaries: 2758/1481:1/48.7%
 Sample Target: 2720
 % Below Line: 2.3
 % Not Listed: 12.4

1991 Revenue: \$132,100,000
 HH Inc.: \$37,692
 Retail \$: 38.0 Btl
 Pop per Station: 170,229
 #1 Biller: KYW \$16,500,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WUSL-F (B)	522/ 6.9	7.1	6.8	6.8	7.2	6.9	624/6752	5347/13.1	14.1	14.0	I	WUSL-F
2. KYW (N)	502/ 6.6	8.4	7.6	7.5	8.7	7.5	548/12517	11077/27.1	29.8	33.9	J	KYW
3. WYSP-F (CL AOR)	494/ 6.5	5.9	6.2	5.9	6.1	6.1	698/11127	7530/18.4	18.5	18.0	I	WYSP-F
4. WPEN (BB/FS)	491/ 6.4	5.5	4.3	6.3	5.6	5.6	514/4919	4528/11.1	8.3	9.6	G	WPEN
5. WMMR-F (AOR)	419/ 5.5	6.2	7.2	6.4	5.7	6.3	585/10348	7057/17.3	17.4	17.3	I	WMMR-F
6. WEAZ-F (SAC)	406/ 5.3	6.0	5.1	5.2	5.6	5.4	468/6639	5450/13.3	13.1	15.5	H	WEAZ-F
7. WOGL-F (O)	392/ 5.1	3.8	4.6	5.0	4.4	4.6	518/7780	5749/14.1	14.4	15.8	I	WOGL-F
8. WYXR-F (AC)	386/ 5.1	4.2	3.8	4.3	4.2	4.3	460/7784	6227/15.2	13.6	15.5	G	WYXR-F
9. WXTU-F (C)	372/ 4.9	4.3	4.9	4.7	4.0	4.7	532/6625	4593/11.2	11.1	10.1	G	WXTU-F
10. WEGX-F (CHR)	354/ 4.6	4.9	4.9	3.7	3.9	4.5	434/9411	7379/18.1	17.9	18.1	F	WEGX-F
11. WMGK-F (AC)	325/ 4.3	3.6	4.2	3.9	4.6	4.0	368/5912	4998/12.2	12.5	12.9	H	WMGK-F
12. WIOQ-F (CHR)	324/ 4.3	3.5	4.4	4.1	4.9	4.1	421/7976	5939/14.5	13.8	17.5	G	WIOQ-F
13. WWDB-F (T)	294/ 3.9	4.8	4.7	5.0	4.8	4.6	357/4979	4038/ 9.9	10.2	10.6	G	WWDB-F
14. WDAS-F (B)	266/ 3.5	3.4	3.1	3.8	3.6	3.5	302/3877	3267/ 8.0	8.5	10.3	F	WDAS-F
15. WIP (SPRTS)	214/ 2.8	3.4	4.0	2.7	2.0	3.2	249/4040	3318/ 8.1	12.4	7.7	E	WIP
16. WFLN-F (CL)	181/ 2.4	2.9	2.9	2.9	3.2	2.8	209/3984	3368/ 8.2	7.2	8.7	F	WFLN-F
17. WKSZ-F (AC)	158/ 2.1	2.4	2.1	2.6	3.4	2.3	181/3350	2737/ 6.7	7.2	9.9	G	WKSZ-F
18. WOGL (O)	83/ 1.1	0.5	0.4	1.3	1.1	0.8	92/2542	2192/ 5.4	2.5	6.2		WOGL
19. WEAZ (SAC)	83/ 1.1	1.0	0.6	0.2	0.4	0.7	95/1818	1545/ 3.8	2.2	2.0		WEAZ
20.												

12+ FM SHARE (METRO): 76.00% (5070 of 6671) (SPG 91: 77.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F<	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WPEN	1 KYW	1 WEAZ-F	1 WUSL-F	1 WUSL-F>>	1 KYW >>
2 WEGX-F	2 WMMR-F<	2 WMMR-F<	2 WMMR-F	2 WMMR-F	2 KYW >	2 WYSP-F>	2 WPEN	2 WPEN <	2 WYXR-F<	2 WWDB-F>>
3 WIOQ-F>>	3 WUSL-F>	3 WUSL-F	3 WOGL-F<	3 WOGL-F	3 WEAZ-F	3 WPEN	3 WYSP-F<	3 WYXR-F<	3 WIOQ-F<	3 WUSL-F>>
4 WYXR-F	4 WYXR-F	4 WYXR-F	4 WYXR-F<	4 WMGK-F<	4 WXTU-F	4 WEGX-F<	4 WMMR-F<	4 WEAZ-F	4 WEGX-F	4 WDAS-F
5	5 WIOQ-F	5 WOGL-F<	5 WUSL-F	5 WYXR-F<	5 WOGL-F	5 WMMR-F	5 WYXR-F	5 WYSP-F	5 WYSP-F	5 KYW <
6	6 WEGX-F<	6 WMGK-F	6 WMGK-F	6 WUSL-F	6 WWDB-F>	6 WUSL-F	6 WMGK-F<	6 WMMR-F<	6 WPEN	6
7	7 WYXR-F	7 WEGX-F<	7 WDAS-F	7 WXTU-F	7	7 WXTU-F	7 WOGL-F<	7 WOGL-F	7 WOGL-F<	7
8	8 WDAS-F	8 WIOQ-F	8 WXTU-F	8 KYW	8	8	8 WXTU-F	8 WIOQ-F	8	8
9	9	9 WDAS-F	9	9 WDAS-F	9	9	9 WUSL-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 WEGX-F	1 WUSL-F	1 WYXR-F	1 WUSL-F	1 WUSL-F<	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F
2 WIOQ-F	2 WYXR-F	2 WYSP-F	2 WYXR-F	2 WYXR-F	2 WIOQ-F<	2 WMMR-F>	2 WMMR-F>>	2 WMMR-F>	2 WMMR-F>
3 WYXR-F	3 WYSP-F	3 WMMR-F	3 WMGK-F	3 WOGL-F<	3 WUSL-F>	3 WUSL-F	3 WMGK-F	3 WUSL-F	3 WOGL-F
4 WYSP-F	4 WMMR-F	4 WDAS-F	4 WEGX-F<	4 WMGK-F	4 WEGX-F>	4 WIOQ-F>	4 WIP	4 WOGL-F	4 WMGK-F
5 WMMR-F	5 WIOQ-F	5 WMGK-F	5 WYSP-F	5 WXTU-F	5 WEAZ-F	5 WYXR-F<	5 WYXR-F<	5 WYXR-F<	5 WYXR-F<
6 WMGK-F	6 WEGX-F	6 WOGL-F<	6 WOGL-F	6 WEAZ-F	6 WYXR-F<	6 WDAS-F<	6 WDAS-F	6 WMGK-F	6 KYW
7	7 WMGK-F	7 WXTU-F<	7 WMMR-F	7 WDAS-F<	7 WDAS-F	7 WMGK-F	7	7 WIP	7 WYXR-F<
8	8 WDAS-F	8 WIOQ-F	8 WIOQ-F<	8 WYSP-F	8	8 WIP	8	8	8 WXTU-F
9	9	9 WKSZ-F	9 WDAS-F	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		762 (4)	762 (4)	11.4	11.0	WDAS 1480 Philadelphia	0.9/3.2/ 66/1339		
AOR/CLASSIC		913 (2)	913 (2)	13.7	13.7	WHAT 1340 Philadelphia	0.9/2.3/ 70/ 930		
AC/OLDIES	104 (2)	1294 (5)	1398 (7)	21.0	28.0	WNAP 1110 Norristown	0.6/1.2/ 48/ 505		
FULL SVC/VARIETY						WPGR 1540 Philadelphia	0.3/0.7/ 21/ 309		
COUNTRY		372 (1)	372 (1)	5.6	4.5	WZZD 990 Philadelphia	0.3/1.4/ 27/ 603		
BLACK/URBAN	70 (1)	788 (2)	858 (3)	12.9	12.9				
SAC/EZ	83 (1)	444 (2)	527 (3)	7.9	0.8	WFMZ-F 100.7 Allentown	0.5/1.3/204/2075		
NEWS/TALK	716 (2)	294 (1)	1010 (3)	15.1	17.3	WJBR-F 99.5 Wilmington	0.4/2.4/133/2374		
NOSTALGIA	491 (1)	22 (1)	513 (2)	7.7	6.3	WPST-F 97.5 Trenton/Phily	0.8/4.1/107/2509		
RELIGION/GOSPEL	137 (3)		137 (3)	2.1	1.8	WRDR-F 104.9 Egg Harbor	0.3/0.8/ 66/ 909		
SPANISH						WSTW-F 93.7 Wilmington	0.3/1.8/106/2013		
CLASSICAL		181 (1)	181 (1)	2.7	3.6				
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	1601 (10)	5070 (19)	6671 (29)						

PHILADELPHIA

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1) , NEWS	NBC APR, \$ 290.00 (Group W)	Westinghouse
WDAS, 1480, 5 KW/1 KW (DA-2) , GOSPEL	NBN, \$ 41.00 (McGuild)	Unity
WEAZ, 560, 5 KW (DA-2) , EZ	UNISUP, \$ NA (McGuild)	
WHAT, 1340, 1 KW , BLACK TALK	, \$ 43.00 (---)	
WIP , 610, 5 KW (DA-1) , SPORTS	MBS, \$ 80.00 (Katz)	
WOGL, 1210, 50 KW , SEE WOGL-FM	UNIULT, \$ 130.00 (MMR)	Greater Media
WPEN, 950, 5 KW (DA-N) , NOSTALGIA/FS	, \$ NA (Durpetti)	Pyramid
WPGR, 1540, 50 KW (DAYS,DA) , OLDIES	, \$ 28.00 (Katz Hisp.)	Beasley
WTEL, 860, 10 KW/500 W (DA-2), HISPANIC	, \$ 30.00 (---)	Communicom
WZZD, 990, 50 KW/10 KW (DA-2), RELIGION		

FM STATIONS

WDAS, 105.3, 3.3 KW @ 869, BLACK	, \$ 78.00 (McGuild)	Unity
WEAZ, 101.1, 14 KW @ 941, SOFT AC/EZ	UNISUP, \$ 180.00 (McGuild)	
WEGX, 106.1, 23 KW @ 741, CHR	ABC, \$ 100.00 (Eastman)	Malrite
WFLN, 95.7, 50 KW @ 499, CLASSICAL	, \$ 104.00 (CMBS)	Marlin
WIOQ, 102.1, 27 KW @ 649, CHR/DANCE	, \$ 130.00 (Christal)	EZ
WKSZ, 100.3, 35 KW @ 600, SOFT AC	, \$ 144.00 (HNWH)	
WMGK, 102.9, 8.5 KW @ 1181, AC	, \$ 170.00 (MMR)	Greater Media
WMMR, 93.3, 29 KW @ 669, AOR	SOURCE UNIPWR, \$ 283.00 (Group W)	Westinghouse
WOGL, 98.1, 13 KW @ 1000, OLDIES	CBS, \$ 180.00 (CBS)	CBS
WUSL, 98.9, 18 KW @ 830, BLACK	ABC, \$ 195.00 (Katz)	Tak
WWDB, 96.5, 17 KW @ 866, TALK	ABC, \$ 105.00 (Banner)	Panache
WXTU, 92.5, 16 KW @ 899, COUNTRY	MBS UNIULT, \$ 140.00 (Banner)	Beasley
WYSP, 94.1, 16 KW @ 899, CLASSIC AOR	ABC, \$ 255.00 (Torbet)	Infinity
WYXR, 104.5, 16 KW @ 872, AC	, \$ 110.00 (Durpetti)	Pyramid

WAAF -- SEE WORCESTER

PHOENIX

Arbitron Rank/Pop (12+): 22/1,811,600
 MSA Rank/Pop: 19/2,180,000
 ADI # 20
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

Stations: 30/29
 Diaries: 1866/971:1/51.2%
 Sample Target: 1780
 % Below Line: 0.4
 % Not Listed: 10.9

1991 Revenue: \$70,500,000
 HH Inc.: \$32,545
 Retail \$: 17.5 Bil
 Pop per Station: 62,469
 #1 Biller: KNIX-AF \$10,900,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KNIX-F (C)	351/11.7	10.9	11.7	9.1	10.4	10.9	421/5392	4436/24.5	24.3	23.4	I	KNIX-F
2. KTAR (N/T)	225/ 7.5	8.0	9.6	8.6	6.7	8.4	241/3805	3473/19.2	24.2	20.3	H	KTAR
3. KUPD-F (AOR)	208/ 6.9	5.4	6.5	7.1	7.4	6.5	238/3209	2893/16.0	16.0	16.3	G	KUPD-F
4. KSLX-F (SAC)	191/ 6.4	4.8	5.5	4.6	5.6	5.3	203/2716	2412/13.3	13.4	14.6	F	KKLT-F
5. KMLE-F (C)	188/ 6.3	7.1	7.3	6.4	6.6	6.8	218/2880	2590/14.3	15.9	13.9	F	KMLE-F
6. KOY (BB)	127/ 4.2	3.9	3.1	2.8	4.3	3.5	138/1805	1611/ 8.9	8.5	9.0	C	KOY
7. KDKB-F (AOR)	123/ 4.1	3.5	3.5	4.2	3.0	3.8	140/2532	2243/12.4	11.7	11.2	E	KDKB-F
8. KSLX-F (CL AOR)	123/ 4.1	4.9	4.2	3.6	4.9	4.2	135/2320	2170/12.0	13.0	13.7	F	KSLX-F
9. KFYI (T/N)	122/ 4.1	3.2	4.3	4.0	4.5	3.9	141/1644	1509/ 8.3	10.3	9.5	D	KFYI
10. KKFR-F (CHR)	117/ 3.9	3.6	3.1	4.4	4.6	3.8	130/2528	2281/12.6	12.9	15.0	C	KKFR-F
11. KOOL-F (O)	109/ 3.6	3.4	2.8	4.5	3.0	3.6	114/2114	2007/11.1	10.0	9.5	F	KOOL-F
12. KVRV-F (AC)	108/ 3.6	3.6	3.1	3.9	3.4	3.5	110/2312	2226/12.3	13.4	14.6	C	KVRV-F
13. KOY -F (CHR)	104/ 3.5	3.3	4.3	4.7	4.8	4.0	125/2864	2590/14.3	16.9	15.7	D	KOY -F
14. KESZ-F (AC)	93/ 3.1	3.6	2.9	3.7	3.3	3.3	94/1620	1538/ 8.5	9.0	9.7	E	KESZ-F
15. KMXX-F (AC)	61/ 2.0	2.8	2.7	3.1	3.3	2.7	62/1285	1223/ 6.8	8.5	10.6	D	KMXX-F
16. KZR-X-F (AOR)	59/ 2.0	2.0	1.6	1.9	2.1	1.9	70/1340	1205/ 6.7	4.0	4.6	B	KZR-X-F
17. KPSN-F (O)	59/ 2.0	1.2	2.3	2.3	4.0	2.0	83/1393	1288/ 7.1	8.0	9.6	E	KPSN-F
18. KUKQ (AOR)	53/ 1.8	2.0	1.4	1.4	1.5	1.6	53/755	730/ 4.0	4.1	3.4	A	KUKQ
19. KONC-F (CL)	45/ 1.5	2.2	2.3	2.1	2.4	2.0	46/737	713/ 3.9	5.5	5.2	C	KONC-F
20. KMEO (SAC)	38/ 1.3	1.4	1.6	1.6	0.9	1.5	40/592	543/ 3.0	4.9	2.9	A	KMEO

12+ FM SHARE (METRO): 73.26% (1962 of 2678) (SPG 91: 74.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKFR-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 KKFR-F	1 KTAR >>
2 KOY -F>	2 KNIX-F	2 KUPD-F	2 KMLE-F	2 KMLE-F<	2 KTAR >	2 KTAR >	2 KTAR <	2 KUPD-F<	2 KUPD-F	2 KUPD-F >
3 KMLE-F	3 KDKB-F	3 KMLE-F	3 KKLT-F	3 KKLT-F	3 KOY	3 KUPD-F	3 KKLT-F<	3 KMLE-F<	3 KNIX-F	3 KNIX-F>>
4 KUPD-F	4 KMLE-F	4 KKLT-F	4 KUPD-F	4 KTAR	4 KKLT-F	4 KKLT-F	4 KUPD-F	4 KTAR	4 KMLE-F	4 KSLX-F
5 KVRV-F	5 KSLX-F<	5 KDKB-F<	5 KSLX-F<	5 KUPD-F	5 KFYI <	5 KMLE-F	5 KMLE-F	5 KKLT-F>	5 KTAR <	5 KOY
6 KZR-X-F	6 KKLT-F	6 KSLX-F	6 KDKB-F	6 KSLX-F<	6 KMLE-F	6	6 KFYI	6	6 KKLT-F<	6 KMLE-F
7	7 KVRV-F	7 KSLX-F	7 KOOL-F<	7 KSLX-F<	7	7	7	7	7 KVRV-F	7 KFYI
8	8	KOOL-F	8 KTAR	8 KDKB-F	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 KVRV-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 KUPD-F	2 KKLT-F	2 KKLT-F	2 KKLT-F	2 KKLT-F>	2 KZR-X-F	2 KDKB-F	2 KDKB-F<	2 KNIX-F	2 KTAR <
3 KMLE-F	3 KUPD-F	3 KESZ-F	3 KMLE-F	3 KMLE-F	3 KDKB-F	3 KNIX-F	3 KNIX-F	3 KDKB-F	3 KUPD-F
4 KKFR-F	4 KVRV-F	4 KUPD-F	4 KVRV-F	4 KESZ-F	4 KSLX-F	4 KSLX-F	4 KMLE-F	4 KSLX-F	4 KMLE-F
5 KKLT-F	5 KMLE-F	5 KOY -F	5 KUPD-F<	5	5 KKFR-F	5 KMLE-F	5 KSLX-F>	5 KMLE-F	5 KDKB-F<
6 KNIX-F	6 KESZ-F	6 KVRV-F	6 KESZ-F	6	6 KFYI	6 KZR-X-F	6 KVRV-F<	6 KTAR	6 KSLX-F
7 KDKB-F	7 KOY -F	7 KMXX-F	7	7	7	7	7 KOY -F	7 KOOL-F	7 KOOL-F
8 KUKQ	8	KMLE-F	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		221 (2)	221 (2)	8.3	10.2	KCWW 1580 Tempe/Phoenix	0.6/1.7/ 18/ 326
AOR/CLASSIC	53 (1)	513 (4)	566 (5)	21.1	20.5	KISP 1230 Phoenix	0.5/1.1/ 15/ 215
AC/OLDIES	30 (1)	430 (5)	460 (6)	17.2	26.1	KOOL 960 Phoenix	1.0/3.4/ 30/ 632
FULL SVC/VARIETY						KPHX 1480 Phoenix	0.4/1.8/ 13/ 338
COUNTRY	17 (1)	539 (2)	556 (3)	20.8	18.8	KRDS 1190 Tolleson/Phnix	0.5/1.7/ 15/ 311
BLACK/URBAN	15 (1)		15 (1)	0.6		KRDS-F 105.3 Wickenburg/Phnx	0.3/1.6/ 10/ 292
SAC/EZ	38 (1)	204 (2)	242 (3)	9.0	1.0	KSUN 1400 Phoenix	0.5/1.9/ 14/ 373
NEWS/TALK	347 (2)		347 (2)	13.0	12.2	KVVA 860 Phoenix	0.7/2.5/ 21/ 450
NOSTALGIA	153 (2)		153 (2)	5.7	7.8	KXAM 1310 Mesa/Phoenix	0.9/2.3/ 26/ 422
RELIGION/GOSPEL	15 (1)	10 (1)	25 (2)	0.9			
SPANISH	48 (3)		48 (3)	1.8	1.0	KAHM-F 102.1 Prescott	0.4/1.2/ 42/ 511
CLASSICAL		45 (1)	45 (1)	1.7	2.6		
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	716 (13)	1962 (17)	2678 (30)				

PHOENIX

AM STATIONS

KFYI	, 910,	5 KW (DA-N)	, Talk/News	CBS, \$ 50.00	(Durpetti)	Broadcast Group
KLFF	, 1360,	5 KW/1 KW (DA-N),	Nostalgia	NBC, \$ 31.00	(---)	
KMEO	, 740,	1 KW/292 W	, EZ	, \$ NA	(Schubert)	Bonneville
KOOL	, 960,	5 KW (DA-N)	, SEE KOOL-FM			
KOY	, 550,	5 KW/1 KW	, Nostalgia	UNISUP UNIULT, \$ 40.00	(Christal)	Edens
KPHX	, 1480,	1 KW/500W (DA-2),	Hispanic	, \$ 27.00	(Caballero)	
KSUN	, 1400,	1 KW	, Hispanic	, \$ 26.00	(Caballero)	
KTAR	, 620,	5 KW (DA-N)	, News/Talk	CBS ABC, \$171.00	(CBS)	Pulitzer
KUKQ	, 1060,	5 KW/1 KW (DA-2),	AOR	, \$ 25.00	(Banner)	
KVVA	, 860,	1 KW (DA-N)	, Hispanic	, \$ 25.00	(Lotus)	
KXAM	, 1310,	5 KW/500W (DA-2),	Nostalgia	, \$ 20.00	(---)	
KXEG	, 1010,	1 KW/250 W	, Religion	, \$ 13.00	(---)	Mid-America Gospel

FM STATIONS

KDKB	, 93.3,	100 KW @ 1538	, AOR	, \$ 73.00	(Torbet)	Sandusky
KESZ	, 99.9,	100 KW @ 1670	, AC	, \$ 79.00	(Banner)	
KZRX	, 100.3,	90 KW @ 2047	, AOR	ABC UNIPWR, \$ 36.00	(Roslin)	(GLOBE)
KKFR	, 92.3,	100 KW @ 1647	, CHR	, \$ 58.00	(Durpetti)	Broadcast Group
KKLT	, 98.7,	115 KW @ 1679	, Soft AC	, \$ 90.00	(CBS)	Pulitzer
KMLE	, 107.9,	100 KW @ 1000	, Country	, \$ 95.00	(Eastman)	Shamrock
KMXX	, 101.5,	100 KW @ 1738	, AOR	APR, \$ 60.00	(MMR)	Sundance
KNIX	, 102.5,	98 KW @ 1620	, Country	, \$218.00	(Katz)	Buck Owens
KONC	, 106.3,	3 KW @ 325	, Classical	NBC, \$ 40.00	(CMBS)	(SUN CITY)
KOOL	, 94.5,	100 KW @ 1653	, Oldies	SMN, \$ 96.00	(HNWH)	Adams
KOY	, 95.5,	96 KW @ 1571	, CHR	, \$ 61.00	(Christal)	Edens
KPSN	, 96.9,	100 KW @ 1558	, Oldies	, \$ 60.00	(Schubert)	Bonneville
KSLX	, 100.7,	100 KW @ 1840	, Classic AOR	, \$ 81.00	(Eastman)	Great American
KUPD	, 97.9,	100 KW @ 1620	, AOR	, \$111.00	(Banner)	
KVRY	, 104.7,	100 KW @ 1548	, AC	, \$ 62.00	(Mc-Guild)	Nationwide

Miscellaneous: KPSN-F from AC to Oldies . . . KMXX-F from AC to AOR . . . KASA sold by George Wilson for \$475,000 . . .

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: 22.75 hours

Stations: 25/24
 Diaries: 2050/921:1/57.5%
 Sample Target: 1940
 % Below Line: 0.3
 % Not Listed: 11.1

1991 Revenue: \$52,000,000
 HH Inc.: \$30,643
 Retail \$: 14.5 Bil
 Pop per Station: 78,708
 #1 Biller: KDKA \$8,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KDKA (MOR)	430/13.1	12.0	11.3	13.1	14.2	12.4	538/7572	5953/31.5	28.2	32.1	H	KDKA
2. WDVE-F (AOR)	339/10.4	9.7	11.7	11.3	10.2	10.8	455/5626	3979/21.1	20.3	20.4	H	WDVE-F
3. WWSW-AF (AC)	306/ 9.3	8.8	8.9	8.3	8.0	8.8	396/5780	4414/23.4	22.5	19.0	H	WWSW-AF
4. WDSY-F (C)	230/ 7.0	6.0	6.6	4.8	4.4	6.1	289/3783	2804/14.8	12.8	10.3	D	WDSY-F
5. WBZZ-F (CHR)	193/ 5.9	5.3	4.8	5.9	7.2	5.5	243/4729	3616/19.1	19.0	22.4	G	WBZZ-F
6. WSHH-F (EZ)	191/ 5.8	6.1	6.2	6.8	4.2	6.2	214/3150	2639/14.0	15.4	12.1	D	WSHH-F
7. WAMO-F (B)	162/ 5.0	5.8	5.0	5.0	4.5	5.2	176/2095	1869/ 9.9	9.7	11.3	C	WAMO-F
8. WTAE (N/T)	152/ 4.6	5.6	5.6	6.0	4.3	5.4	160/2494	2312/12.2	14.6	11.9	E	WTAE
9. WLTJ-F (EZ)	148/ 4.5	5.2	2.8	4.1	5.2	4.2	181/2458	2019/10.7	9.3	11.2	E	WLTJ-F
10. WJAS (BB)	130/ 4.0	4.2	4.3	3.0	3.6	3.9	134/1719	1633/ 8.6	9.0	8.3	B	WJAS
11. WVTY-F (AC)	121/ 3.7	4.1	3.6	3.5	4.0	3.7	141/2754	2382/12.6	12.6	10.6	D	WVTY-F
12. WRRK-F (AC)	119/ 3.6	2.9	2.4	3.0	3.5	3.0	147/2880	2282/12.1	10.7	11.3	C	WRRK-F
13. WMXP-F (CHR)	109/ 3.3	4.1	3.7	3.1	4.5	3.5	124/2605	2209/11.7	12.9	12.9	C	WMXP-F
14. KQV (N/T)	66/ 2.0	2.0	2.0	2.0	1.5	2.0	69/1436	1342/ 7.1	7.0	6.6	C	KQV
15. WMBS (MOR)	38/ 1.2	1.2	1.2	1.0	1.2	1.2	44/539	499/ 2.6	2.8	1.7		WMBS

12+ FM SHARE (METRO): 70.17% (2039 of 2906) (SPG 91: 68.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F	1 WDVE-F >>	1 WDVE-F >	1 WWSW-AF <	1 WWSW-AF	1 KDKA >	1 KDKA >	1 WDVE-F <	1 WDVE-F	1 KDKA >>	1 KDKA >>
2 WMXP-F	2 WBZZ-F	2 WWSW-AF >	2 WDVE-F >	2 WDVE-F >	2 WWSW-AF >	2 WDVE-F >	2 WWSW-AF	2 WWSW-AF	2 WDVE-F	2 WWSW-F
3 WAMO-F	3 WAMO-F <	3 WBZZ-F	3 WDSY-F	3 WDSY-F	3 WWSW-AF <	3 WWSW-AF <	3 KDKA	3 KDKA	3 WDSY-F	3 WDSY-F
4 WRRK-F	4 WRRK-F	4 WDSY-F	4 KDKA	KDKA >	4 WSHH-F	4 WBZZ-F <	4 WDSY-F	4 WDSY-F	4 WAMO-F <	4 WDVE-F
5	5 WDSY-F	5 WAMO-F	5 WBZZ-F	5 WLTJ-F <	5 WTAE	5 WDSY-F <	5 WSHH-F	5 WBZZ-F	5 WWSW-AF	5 WSHH-F
6	6 WWSW-AF <	KDKA	6 WVTY-F <	6 WBZZ-F	6 WJAS	6 WSHH-F	6 WLTJ-F	6 WSHH-F	6 WBZZ-F	6 WRRK-F
7	7 WVTY-F	7 WVTY-F <	7 WAMO-F <	7 WVTY-F <	7 WLTJ-F	7	7 WBZZ-F <	7 WTAE <	7	7 WAMO-F
8	8 WRRK-F	8 WLTJ-F <	8 WLTJ-F	8 WAMO-F	8	8	8 WJAS <	8 WAMO-F <	8	8
9	KDKA	9 WRRK-F	9	9 WSHH-F	9	9	9 WTAE	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 WBZZ-F	1 WDVE-F	1 WDVE-F	1 WWSW-AF >	1 WWSW-AF >	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F
2 WDVE-F >	2 WBZZ-F	2 WWSW-AF	2 WDVE-F	2 WLTJ-F	2 WRRK-F >	2 WRRK-F <	2 WDSY-F	2 WWSW-AF >	2 WWSW-AF >
3 WMXP-F	3 WVTY-F	3 WVTY-F	3 WBZZ-F	3 WDSY-F <	3 WBZZ-F	3 WBZZ-F	3 WBZZ-F	3 WDSY-F	3 KDKA <
4 WRRK-F	4 WAMO-F	4 WBZZ-F	4 WVTY-F <	4 KDKA	4 WAMO-F	4 WAMO-F	4 WAMO-F	4 WBZZ-F <	4 WDSY-F >
5	5 WWSW-AF	5 WAMO-F	5 WLTJ-F	5 WVTY-F	5 WMXP-F	5 WDSY-F	5 KDKA	5 KDKA <	5 WBZZ-F
6	6 WRRK-F	6 WDSY-F	6 WDSY-F <	6 WDVE-F	6	6	6 WWSW-AF	6 WRRK-F	6
7	7 WSHH-F	7 WDSY-F	7 KDKA	7 WAMO-F	7	7	7 WRRK-F	7	7
8	8 WLTJ-F	8 WLTJ-F	8 KDKA	8 WAMO-F	8	8	8	8	8
9	9	9 WRRK-F	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA 18/	TSA 20/
TOP 40/CHR/CONTEMP		302 (2)	302 (2)	10.4	14.5	WASP 1130 Brownsville	0.5/1.1/ 18/	209	
AOR/CLASSIC		339 (1)	339 (1)	11.7	15.2	WDSY 1080 Pittsburgh	0.1/0.9/ 4/	193	
AC/OLDIES	21 (1)	598 (6)	619 (7)	21.3	24.0	WESA-F 98.3 Charleroi	0.9/2.1/ 29/	405	
FULL SVC/VARIETY	468 (2)		468 (2)	16.1	18.7	WORD-F 104.7 Pittsburgh	0.7/2.3/ 40/	621	
COUNTRY	20 (2)	230 (1)	250 (3)	8.6	6.0	WPIT 730 Pittsburgh	0.3/0.9/ 10/	210	
BLACK/URBAN		162 (1)	162 (1)	5.6	5.0	WPIT-F 101.5 Pittsburgh	1.1/3.4/ 56/	1027	
SAC/EZ		339 (2)	339 (2)	11.7	4.0	WSSZ-F 107.1 Greensburg	0.5/1.1/ 16/	223	
NEWS/TALK	218 (2)		218 (2)	7.5	6.9	WWSW-F 106.7 Beaver Falls	0.9/3.5/ 37/	889	
NOSTALGIA	130 (1)		130 (1)	4.5	4.0	WWSW 970 Pittsburgh	0.6/0.0/ 0/	0	
RELIGION/GOSPEL	10 (1)	59 (2)	69 (3)	2.4	1.7				
SPANISH						WVAQ-F 101.9 Morgantown	0.3/1.2/ 63/	791	
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		10 (1)	10 (1)	0.3					
	867 (9)	2039 (16)	2906 (25)						

PITTSBURGH

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, News/Talk	NBC, \$151.00	(Group W)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, News	CBS-NBC-T, \$ 38.00	(Schubert)	
WDSY, 1080, 50 KW (DAYS, DA)	, Country	, \$ NA	(Durpetti)	Entercom
WJAS, 1320, 5 KW (DA-N)	, Nostalgia	UNISUP CNN, \$ 35.00	(Eastman)	
WMBS, 590, 1 KW (DA-N)	, MOR/Full Service	CBS, \$ 17.00	(Durpetti)	(UNIONTOWN)
WPIT, 730, 5 KW/24 W	, Religion	, \$ NA	(---)	Pyramid
WTAE, 1250, 5 KW (DA-N)	, Talk/News	ABC MBS, \$ 64.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, See WWSW-FM			

FM STATIONS

WAMO, 105.9, 72 KW @ 430	, Black	SBN, \$ 50.00	(HNWH)	Sheridan
WBZZ, 93.7, 41 KW @ 551	, CHR	, \$115.00	(Banner)	EZ
WDSY, 107.9, 50 KW @ 500	, Country	UNIPWR, \$ 54.00	(Durpetti)	Entercom
WDVE, 102.5, 55 KW @ 820	, AOR	SOURCE, \$141.00	(Christal)	Broadcast Alchemy
WLTJ, 92.9, 47 KW @ 889	, Soft AC	, \$ 60.00	(Torbet)	Frischling
WMXP, 100.7, 17 KW @ 850	, CHR	ABC, \$ 43.00	(Durpetti)	Signature
WORD, 104.7, 50 KW @ 500	, Religion	, \$ NA	(---)	
WPIT, 101.5, 48 KW @ 505	, Religion	, \$ NA	(---)	Pyramid
WRRK, 96.9, 45 KW @ 531	, AC/AOR	ABC, \$ 45.00	(MMR)	Benns (BRADDOCK)
WSHH, 99.7, 11 KW @ 928	, Soft AC	UPI UNISUP, \$ 60.00	(Eastman)	Renda
WVTY, 96.1, 50 KW @ 500	, AC	, \$ 57.00	(Katz)	Hearst
WWSW, 94.5, 50 KW @ 810	, Oldies	ABC, \$140.00	(Mc-Guild)	Shamrock

Miscellaneous: KDKA reclassified as News/Talk (Aug) . . . WEEP to WDSY (Apr); from Oldies to Country . . . WWCS (Canonsburg) sold by Universal for \$500,000 . . .

PORTLAND, ME

Arbitron Rank/Pop (12+): 155/207,400
 MSA Rank/Pop: 179/246,300
 Average Person Ratings: 15.3
 Market TSL: 20.25 hours

Stations: 18/15
 Diaries: 596/348:1/51.5%
 Sample Target: 620
 % Below Line: 3.8
 % Not Listed: 16.4

1991 Revenue: \$10,000,000
 HH Inc.: \$35,573
 Retail \$: 3.1 Bil
 Pop per Station: 13,827
 #1 Biller: WPOR-AF \$2,400,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WBLM-F (AOR)	55/17.3	14.1	13.2	12.8	15.2	----	177/2146	708/34.1	29.4	26.4	D	WBLM-F
2. WPOR-F (C)	35/11.0	12.7	12.3	14.4	15.2	----	127/1489	491/23.7	26.3	26.7	D	WPOR-F
3. WMGX-F (CL AOR)	31/ 9.7	9.6	7.8	10.4	9.2	----	48/750	498/24.0	22.7	20.8	C	WMGX-F
4. WGAN (FS)	27/ 8.5	7.1	9.0	6.1	5.7	----	36/511	333/16.1	17.7	19.3	B	WGAN
5. WCSO-F (CHR/AC)	23/ 7.2	3.1	3.3	3.4	5.7	----	46/720	380/18.3	11.2	13.1	A	WCSO-F
6. WYNZ-F (O)	20/ 6.3	6.5	4.2	5.5	2.5	----	23/374	291/14.0	13.5	15.4	A	WYNZ-F
7. WHOM-F (SAC)	19/ 6.0	4.8	6.9	4.0	4.1	----	90/1245	253/12.2	15.6	14.4	C	WHOM-F
8. WKZS-F (AC)	15/ 4.7	3.7	5.7	6.4	5.7	----	48/849	277/13.4	16.2	16.7	C	WKZS-F
9. WLAM (BB)	7/ 2.2	2.8	4.5	4.0	4.1	----	24/274	112/ 5.4	8.1	7.3	A	WLAM

12+ FM SHARE (METRO): 83.83% (223 of 266) (SPG 91: 78.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLM-F>>	1 WBLM-F>>	1 WBLM-F>	1 WMGX-F<	1 WMGX-F	1 WPOR-F	1 WBLM-F>	1 WBLM-F	1 WBLM-F>	1 WBLM-F<	1 WGAN >>
2 WHYR-F	2 WMGX-F>	2 WMGX-F>	2 WBLM-F	2 WPOR-F	2 WMGX-F	2 WMGX-F<	2 WMGX-F	2 WPOR-F	2 WGAN >	2 WPOR-F
3 WCSO-F	3 WCSO-F	3 WPOR-F	3 WPOR-F	3 WBLM-F>	3 WHOM-F	3 WPOR-F<	3 WPOR-F	3 WMGX-F	3 WPOR-F	3
4	4 WPOR-F	4 WCSO-F	4 WCSO-F	4 WCSO-F	4 WYNZ-F	4 WGAN >	4 WCSO-F	4 WCSO-F	4 WBZ	4
5	5	5 WYNZ-F	5 WKZS-F	5 WKZS-F	5 WCSO-F	5	5 WGAN	5 WYNZ-F	5 WMGX-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 WBLM-F>>	1 WMGX-F	1 WMGX-F>>	1 WMGX-F	1 WMGX-F	1 WBLM-F>>	1 WBLM-F>	1 WBLM-F>>	1 WBLM-F>>	1 WBLM-F
2 WMGX-F>>	2 WBLM-F>	2 WCSO-F>	2 WBLM-F	2 WCSO-F>	2 WYNZ-F	2 WMGX-F	2 WMGX-F	2 WPOR-F	2 WPOR-F>
3 WYNZ-F>	3 WCSO-F>>	3 WBLM-F	3 WCSO-F>	3 WPOR-F	3	3 WPOR-F>	3 WPOR-F	3 WMGX-F>	3 WMGX-F>
4	4	4	4 WYNZ-F	4 WBLM-F	4	4 WYNZ-F	4	4 WYNZ-F	4 WKZS-F
5	5	5	5 WKZS-F	5 WYNZ-F	5	5	5	5	5 WGAN

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		6 (1)	6 (1)	2.3	11.1	WCLZ-F 98.9 Brunswick/Prtln	1.6/6.1/ 13/ 346
AOR/CLASSIC		92 (4)	92 (4)	34.6	26.7	WKRH-F 105.9 Bath	1.3/3.2/ 16/ 304
AC/OLDIES		64 (5)	64 (5)	24.1	23.3	WPKM-F 106.3 Scarborough/Pt1	0.6/4.4/ 3/ 122
FULL SVC/VARIETY	27 (1)		27 (1)	10.2	10.4	WPOR 1490 Portland	1.6/3.0/ 5/ 72
COUNTRY	5 (1)	35 (1)	40 (2)	15.0	14.9	WXGL-F 93.9 Lewiston	1.3/5.0/ 32/ 589
BLACK/URBAN						WZPK-F 103.7 Berlin	0.6/4.5/ 29/ 439
SAC/EZ		19 (1)	19 (1)	7.1			
NEWS/TALK	4 (1)		4 (1)	1.5	2.1	WBZ 1030 Boston	1.3/4.4/ 16/ 295
NOSTALGIA	7 (1)		7 (1)	2.6	5.2	WHYR-F 95.9 Saco	1.9/5.9/ 23/ 258
RELIGION/GOSPEL						WTOS-F 105.1 Skowhegan	0.6/5.2/ 39/ 667
SPANISH							
CLASSICAL		2 (1)	2 (1)	0.8	2.1		
JAZZ/NEW AGE		5 (1)	5 (1)	1.9	3.5		
UNKNOWN/OTHERS					0.7		
	43 (4)	223 (14)	266 (18)				

RADIO STATIONS

WGAN , 560, 5 KW (DA-1) , Full Service NBC, ABC, \$18.00 (Katz) Saga
 WLAM , 870, 10 KW/1 KW (DA-2), Nostalgia MBS ABC, \$10.00 (HNWH) (GORHAM)
 WPOR , 1490, 1 KW -- SEE WPOR-F

WBLM-F, 102.9, 100 KW @ 1460 , AOR , \$50.00 (Mc-Guild) Fuller-Jeffrey
 WCLZ-F, 98.9, 50 KW @ 400 , Jazz/NAC , \$15.00 (Christal) (BRUNSWICK)
 WCSO-F, 97.9, 16 KW @ 889 , AC/CHR , \$22.00 (Banner)
 WHOM-F, 94.9, 48 KW @ 3760 , Soft AC , \$44.00 (Christal) Barnstable (MT. WASHINGTON)
 WKZS-F, 99.9, 50 KW @ 492 , AC , \$28.00 (HNWH) (AUBURN)

WMGX-F, 93.1, 50 KW @ 443 , Classic AOR , \$41.00 (Katz) Saga
 WPKM-F, 106.3, 3 KW @ 298 , Classic , \$17.00 (CMBS)
 WPOR-F, 101.9, 50 KW @ 500 , Country ABC, \$55.00 (Mc-Guild)
 WYNZ-F, 100.9, 4.5 KW @ 226 , Oldies UNIULT UNISUP, \$18.00 (Eastman) Buckley (WESTBROOK)

Miscellaneous: WWGT-F to WCSO-F (Sep 91) . . .

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,432,900

Stations: 24/24
 Diaries: 1568/914:1/54.0%
 Sample Target: 1580
 % Below Line: 0.0
 % Not Listed: 13.7

1991 Revenue: \$48,300,000
 HH Inc.: \$32,021
 Retail \$: 12.8 B11
 Pop per Station: 59,704
 #1 Biller: KKCW-F \$7,000,000

MSA Rank/Pop: 42/1,430,000

ADI # 27

Average Person Ratings: 15.7

Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KEX (FS)	240/10.7	9.0	7.8	6.0	10.1	8.4	258/4575	4196/29.3	19.8	30.7	G	KEX
2. KUPL-F (CH)	198/ 8.8	9.2	7.9	9.2	8.7	8.8	224/3085	2739/19.1	17.4	15.6	G	KUPL-F
3. KKRZ-F (CHR)	190/ 8.4	7.7	8.0	8.9	9.2	8.3	196/3150	2941/20.5	20.1	23.3	F	KKRZ-F
4. KUFO-F (AOR)	150/ 6.7	4.5	5.7	7.4	7.0	6.1	164/2334	2052/14.3	13.9	14.4	D	KUFO-F
5. KXL (N/T)	145/ 6.4	6.5	7.3	5.2	4.3	6.3	163/2061	1725/12.0	16.2	11.6	E	KXL
6. KKSJ-F (O)	136/ 6.0	5.1	6.4	6.8	4.9	6.1	162/3033	2599/18.1	17.0	14.4	H	KKSJ-F
7. KKCW-F (AC)	130/ 5.8	5.8	6.4	5.5	7.1	5.9	139/2390	2225/15.5	16.6	13.4	E	KKCW-F
8. KINK-AF (AOR)	125/ 5.6	7.6	8.5	7.8	11.0	7.4	136/2476	2224/15.5	15.3	23.5	G	KINK-AF
9. KWJJ-F (C)	116/ 5.1	5.1	4.1	4.1	2.9	4.6	135/2040	1690/11.8	10.1	8.4	B	KWJJ-F
10. KKSJ (BB)	99/ 4.4	3.8	3.9	3.5	3.2	3.9	109/1360	1296/ 8.9	8.4	6.2	B	KKSJ
11. KXL -F (SAC)	75/ 3.3	3.5	3.9	3.5	2.9	3.5	107/1683	1360/ 9.5	9.3	8.3	D	KXL -F
12. KGON-F (AOR)	74/ 3.3	5.9	4.0	3.4	4.2	4.2	97/1885	1585/11.1	10.2	12.5	D	KGON-F
13. KXYQ-F (CHR)	68/ 3.0	3.6	3.2	3.5	2.9	3.3	99/1879	1389/ 9.7	10.6	12.5	B	KXYQ-F
14. KMXI-F (AC/O)	38/ 1.7	1.3	1.7	2.0	2.4	1.7	40/909	859/ 6.0	7.1	7.3	B	KMXI-F
15. KWJJ (C)	35/ 1.6	1.6	1.2	1.8	0.8	1.5	37/521	481/ 3.4	4.0	3.6		KWJJ
16. KPDQ-F (REL)	24/ 1.1	1.5	0.9	1.4	2.0	1.2	32/873	735/ 5.1	3.7	4.4	B	KPDQ-F
KFXX (SPRTS)	24/ 1.1	1.0	----	0.5	0.4	0.6	24/447	411/ 2.9	0.0	1.4		KFXX
18.												
19.												
20.												

12+ FM SHARE (METRO): 68.48% (1332 of 1945) (SPG 91: 72.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KUFO-F	1 KUFO-F	1 KEX	1 KEX	1 KEX	1 KEX	1 KUPL-F	1 KEX <	1 KEX >>	1 KEX
2 KXYQ-F	2 KKRZ-F>	2 KEX	2 KUPL-F	2 KUPL-F	2 KUPL-F	2 KKRZ-F	2 KUFO-F<	2 KUPL-F	2 KKRZ-F>	2 KXL
3	3 KGON-F	3 KKRZ-F	3 KKSJ-F	3 KKSJ-F	3 KKSJ-F	3 KXL	3 KEX	3 KUPL-F	3 KUPL-F	3 KUPL-F
4	4 KWJJ-F<	4 KUPL-F	4 KINK-AF	4 KINK-AF<	4 KKSJ	4 KUPL-F	4 KXL	4 KUFO-F	4 KINK-AF<	4 KINK-F
5	5 KINK-AF	5 KKSJ-F	5 KUFO-F	5 KKCW-F	5 KKCW-F	5 KKCW-F	5 KKRZ-F	5 KKSJ-F<	5 KXL	5 KKSJ-F
6	6 KUPL-F	6 KINK-AF<	6 KKCW-F	6 KUFO-F	6 KKSJ-F	6 KUFO-F	6 KKCW-F	6 KKCW-F	6	6
7	7 KKSJ-F	7 KKCW-F	7 KKRZ-F	7 KKRZ-F	7 KINK-AF	7 KKSJ-F	7 KKSJ-F<	7	7	7
8	8 KXYQ-F<	8 KWJJ-F	8 KWJJ-F	8 KWJJ-F	8	8	8 KWJJ-F	8	8	8
9	9 KKCW-F	9	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 KKRZ-F>>	1 KKRZ-F>	1 KKRZ-F	1 KKRZ-F	1 KUPL-F	1 KUFO-F>	1 KUFO-F>>	1 KUFO-F>	1 KUFO-F>	1 KEX <
2 KXYQ-F	2 KKRZ-F	2 KKCW-F	2 KKCW-F	2 KKCW-F	2 KGON-F	2 KGON-F	2 KINK-AF	2 KEX	2 KUFO-F
3 KUFO-F>	3 KXYQ-F	3 KUPL-F	3 KUPL-F	3 KEX	3 KKRZ-F>	3 KKRZ-F>	3 KKRZ-F	3 KINK-AF<	3 KUPL-F<
4 KWJJ-F	4 KUFO-F	4 KKSJ-F	4 KEX <	4 KKSJ-F	4 KBBT >	4 KINK-AF	4 KEX	4 KUPL-F<	4 KINK-AF
5 KKSJ-F	5 KKSJ-F<	5 KINK-AF	5 KKSJ-F>	5 KKRZ-F	5 KEX	5 KEX	5 KWJJ-F	5 KGON-F<	5 KKSJ-F
6 KKCW-F	6 KWJJ-F	6 KUFO-F	6 KINK-AF	6 KINK-AF	6	6 KWJJ-F	6 KGON-F	6 KKSJ-F	6 KXL
7	7 KUPL-F<	7 KUFO-F	7 KXYQ-F	7 KWJJ-F	7	7 KUPL-F	7 KUPL-F	7 KKRZ-F	7
8	8 KINK-AF	8 KXYQ-F	8 KWJJ-F	8	8	8	8 KKSJ-F	8	8
9	9	9 KGON-F	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		258 (2)	258 (2)	13.3	13.9	KBBT 970 Portland	0.9/2.5/ 21/ 365
AOR/CLASSIC	38 (3)	345 (3)	383 (6)	19.7	23.2	KBMS 1480 Vncvr/Portland	0.4/1.5/ 9/ 211
AC/OLDIES		304 (3)	304 (3)	15.6	19.8	KDBX-F 107.5 Banks	0.5/2.0/ 12/ 307
FULL SVC/VARIETY	240 (1)		240 (1)	12.3	11.6	KKEY 1150 Portland	0.4/1.4/ 9/ 239
COUNTRY	50 (2)	314 (2)	364 (4)	18.7	16.2	KUPL 1330 Portland	0.7/2.9/ 18/ 520
BLACK/URBAN	9 (1)		9 (1)	0.5		KZRC 1010 Milwaukee/Port.	0.6/1.5/ 14/ 224
SAC/EZ		75 (1)	75 (1)	3.9			
NEWS/TALK	177 (3)		177 (3)	9.1	8.6		
NOSTALGIA	99 (1)		99 (1)	5.1	3.6		
RELIGION/GOSPEL		24 (1)	24 (1)	1.2	2.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		12 (1)	12 (1)	0.6	0.6		
	613 (11)	1332 (13)	1945 (24)				

PORTLAND, OR

RADIO STATIONS

AM STATIONS

KBBT, 970, 5 KW (DA-1)	, AOR	, \$ N/A (Christal)	Henry
KEX, 1190, 50 KW (DA-1)	, FULL SERVICE	ABC, \$ 101.00 (Katz)	Great American
KFXX, 1520, 50 KW/10 KW (DA-1)	, SPORTS	CNN, \$ 26.00 (HNWH)	
KGW, 620, 5 KW (DA-N)	, SEE KINK-FM		
KKSN, 910, 5 KW (DA-2)	, NOSTALGIA UNISP, UNILT	, \$ 35.00 (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, \$ 64.00 (McGuild)	Alexander
KZRC, 1010, 5 KW (DAYS)	, AOR	SMN, \$ 22.00 (Torbet)	

FM STATIONS

KGON, 92.3, 100 KW @ 1266, AOR		, \$ 65.00 (Eastman)	
KINK, 101.9, 100 KW @ 1673, PROG AOR		, \$ 125.00 (MMR)	
KKCW, 103.3, 90 KW @ 1653, AC		, \$ 151.00 (Durpetti)	Trumper
KKRZ, 100.3, 95 KW @ 1433, CHR		ABC, \$ 97.00 (Katz)	Great American
KKSN, 97.1, 100 KW @ 1000, OLDIES		UNIULT, \$ 70.00 (Christal)	Heritage
KMXI, 106.7, 94 KW @ 846, AC		ABC, SOURCE, \$ 40.00 (HNWH)	Fairmont
KPDQ, 93.7, 100 KW @ 941, RELIGION		, \$ 21.00 (---)	
KUFO, 101.1, 100 KW @ 1640, AOR		, \$ 60.00 (Christal)	Henry
KUPL, 98.5, 100 KW @ 1105, COUNTRY		APR, \$ 100.00 (Banner)	Scripps-Howard
KWJJ, 99.5, 94 KW @ 869, COUNTRY		UNISUP, ABC, \$ 40.00 (HNWH)	Park
KXL, 95.5, 100 KW @ 991, SOFT AC/EZ		UNISUP, \$ 54.00 (McGuild)	Alexander
KXYQ, 105.1, 100 KW @ 1840, CHR		ABC, \$ 41.00 (Banner)	Van Halen (SALEM)

Miscellaneous: KFXX, KGON-F sold by Ackerly for \$5,500,000 (Kail) . . .

PORTSMOUTH-DOVER-ROCHESTER, NH

Arbitron Rank/Pop (12+): 106/337,200
 MSA Rank/Pop: 135/359,100
 Boston ADI
 Average Person Ratings: 18.4
 Market TSL: 24.00 hours

Stations: 36/9
 Diaries: 839/402:1/54.7%
 Sample Target: 790
 % Below Line: 46.3
 % Not Listed: 13.9

1991 Revenue: \$7,800,000
 HH Inc.: \$40,005
 Retail \$: 4.1 Bil
 Pop per Station: 37,466
 #1 Biller: WOKQ-F \$2,500,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WOKQ-F (C)	81/13.1	11.9	12.0	13.6	12.0	----	90/1033	869/25.8	22.7	21.7	D	WOKQ-F
2. WHEB-F (AOR)	49/ 7.9	9.3	8.1	8.2	8.6	----	49/781	697/20.7	21.8	19.0	C	WHEB-F
3. WERZ-F (CHR)	47/ 7.6	8.3	6.6	6.1	7.5	----	49/705	663/19.7	18.4	18.9	C	WERZ-F
4. WBCN-F (AOR)	34/ 5.5	1.6	3.4	3.3	3.3	----	36/408	392/11.6	7.2	10.5		WBCN-F
5. WSSH-F (SAC)	30/ 4.8	4.7	5.2	8.0	6.8	----	31/514	505/15.0	15.9	13.7		WSSH-F
6. WRKO (T)	21/ 3.4	4.2	4.4	4.9	3.0	----	22/385	330/ 9.8	9.2	9.7		WRKO
7. WZID-F (SAC)	19/ 3.1	3.0	1.9	1.2	2.3	----	19/324	324/ 9.6	7.1	4.8		WZID-F
WBZ (N/T)	19/ 3.1	3.6	2.4	3.3	2.8	----	23/369	326/ 9.7	11.7	8.9		WBZ
9. WTSN (FS)	17/ 2.7	2.8	4.1	3.7	2.6	----	17/340	322/ 9.5	7.2	9.5	A	WTSN
WCQL-F (O)	17/ 2.7	3.3	3.0	2.6	3.1	----	23/403	290/ 8.6	9.0	9.4	A	WCQL-F
11. WBLM-F (AOR)	16/ 2.6	1.3	2.4	0.9	1.6	----	54/744	328/ 9.7	7.7	7.2		WBLM-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 83.52% (446 of 534) (SPG 91: 82.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERZ-F>>	1 WHEB-F>	1 WHEB-F	1 WOKQ-F	1 WOKQ-F>	1 WOKQ-F>>	1 WOKQ-F>	1 WOKQ-F>	1 WOKQ-F>	1 WOKQ-F<	1 WTSN >
2 WZOU-F	2 WERZ-F	2 WOKQ-F	2 WBCN-F	2 WBCN-F	2 WSSH-F	2 WHEB-F	2 WHEB-F>	2 WHEB-F	2 WERZ-F>	2 WOKQ-F>
3 WXKS-F	3 WBCN-F	3 WERZ-F	3 WHEB-F<	3 WHEB-F<	3 WRKO	3 WERZ-F<	3 WSSH-F<	3 WERZ-F	3 WHEB-F	3 WBZ
4	4 WOKQ-F	4 WBCN-F	4 WERZ-F	4 WERZ-F>	4 WBZ	4 WBCN-F	4 WERZ-F<	4 WBCN-F	4 WRKO	4
5	5	5	5	5 WSSH-F	5	5 WTSN	5 WBCN-F>	5 WSSH-F>	5 WBZ	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 WBCN-F	1 WHEB-F	1 WOKQ-F
2 WHEB-F	2 WHEB-F	2 WOKQ-F	2 WOKQ-F	2 WERZ-F	2 WERZ-F>	2 WBCN-F>	2 WHEB-F>	2 WBCN-F	2 WBCN-F
3 WXKS-F	3 WOKQ-F>	3 WHEB-F>	3 WHEB-F	3 WSSH-F	3 WBCN-F	3 WOKQ-F	3 WOKQ-F	3 WOKQ-F>	3 WHEB-F>
4 WSSH-F	4	4 WBCN-F	4 WSSH-F	4 WHEB-F	4	4 WERZ-F	4	4 WERZ-F	4
5	5	5	5	5 WWEM-F	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		75 (5)	75 (5)	14.0	13.1	WCDQ-F 92.1	Sanford	1.5/4.6/	13/ 227
AOR/CLASSIC		158 (10)	158 (10)	29.6	25.7	WMYF 1540	Exeter	1.6/2.3/	10/ 77
AC/OLDIES		59 (6)	59 (6)	11.0	23.9	WWEM-F 96.7	Rochester/Ports	1.9/4.8/	12/ 161
FULL SVC/VARIETY	17 (1)		17 (1)	3.2	6.6	WZNN 930	Rochester/Prtsm	0.8/3.7/	5/ 142
COUNTRY		81 (1)	81 (1)	15.2	15.4	WAAF-F 107.3	Worcester/bostn	1.3/3.4/	8/ 124
BLACK/URBAN						WBMX-F 98.5	Boston	0.5/2.8/	3/ 103
SAC/EZ		64 (3)	64 (3)	12.0	2.1	WBOQ-F 104.9	Gloucester	0.6/1.6/	6/ 77
NEWS/TALK	61 (6)		61 (6)	11.4	10.8	WBOS-F 92.9	Brookline/Bostn	0.6/2.5/	4/ 85
NOSTALGIA	10 (1)		10 (1)	1.9		WCDJ-F 96.9	Boston	0.3/2.0/	2/ 68
RELIGION/GOSPEL						WCGY-F 93.7	Lawrence/Boston	2.4/7.5/	15/ 254
SPANISH						WCRB-F 102.5	Waltham/Boston	0.5/2.7/	3/ 91
CLASSICAL		7 (2)	7 (2)	1.3	1.2	WEEI 590	Boston	1.3/4.2/	9/ 151
JAZZ/NEW AGE		2 (1)	2 (1)	0.4	0.8	WFNX-F 101.7	Lynn/Boston	0.8/2.7/	5/ 90
UNKNOWN/OTHERS					0.4	WGIR 610	Manchester	0.3/1.7/	2/ 58
	88 (8)	446 (28)	534 (36)			WGIR-F 101.1	Manchester	1.8/9.9/	11/ 333
						WHDH 850	Boston	1.0/4.5/	7/ 172
						WHOB-F 106.3	Nashua	0.3/2.3/	2/ 79
						WHOM-F 94.9	Mt. Wash.	2.4/9.5/	29/ 552
						WLYT-F 92.5	Haverhill/Bstn	2.3/8.2/	14/ 289
						WMJX-F 106.7	Boston	0.5/4.0/	3/ 142
						WODS-F 103.3	Boston	1.6/7.2/	10/ 262
						WXKS-F 107.9	Medford/Boston	2.3/9.9/	14/ 343
						WZLX-F 100.7	Boston	1.1/3.4/	9/ 122
						WZOU-F 94.5	Boston	1.6/7.4/	11/ 263
						WZPK-F 103.7	Berlin/Portland	0.3/1.7/	9/ 133

PORTSMOUTH-DOVER-ROCHESTER, NH

RADIO STATIONS

WMYF	,	1540,	5 KW (DAYS)	,	Nostalgia	,	\$12.00	(Mc-Guild)	Precision	(EXETER)
WTSN	,	1270,	5 KW (DA-2)	,	Full Service		ABC, \$17.00	(Torbet)		
WZNN	,	930,	5 KW (DA-2)	,	News		UNISUP CNN, \$12.00	(Durpetti)		
WCDQ-F,		92.1,	1.2 KW @ 525	,	AOR		\$12.00	(---)		(SANFORD)
WCQL-F,		95.3,	6 KW @ 466	,	Oldies		\$16.00	(Katz)	Sunshine	(YORK)
WERZ-F,		107.1,	5 KW @ 351	,	CHR		\$35.00	(Mc-Guild)	Precision	(EXETER)
WHEB-F,		100.3,	50 KW @ 459	,	AOR		\$40.00	(Banner)	Knight	
WOKQ-F,		97.5,	50 KW @ 492	,	Country		\$55.00	(Mc-Guild)	Fuller-Jeffrey	
WWEM-F,		96.7,	3 KW @ 298	,	AC		\$18.00	(Durpetti)		

Other ranked stations -- see Boston or Portland

***** 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	REL - 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		*

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

PROVIDENCE

Arbitron Rank/Pop (12+): 29/1,282,900
 MSA Rank/Pop: 58/918,000
 ADI # 43
 Average Person Ratings: 17.8
 Market TSL: 23.50 hours

Stations: 42/23
 Diaries: 1535/836:1/52.6%
 Sample Target: 1530
 % Below Line: 18.0
 % Not Listed: 9.2

1991 Revenue: \$24,000,000
 HH Inc.: \$34,562
 Retail \$: 6.7 Bill
 Pop per Station: 55,778
 #1 Biller: WHJY-F \$4,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WHJY-F (AOR)	186/ 8.1	8.1	7.9	6.8	7.8	7.7	216/3277	2619/20.4	20.3	17.8	F WHJY-F
2. WPRO-F (CHR)	177/ 7.7	8.1	8.7	9.3	7.5	8.4	184/3832	3331/26.0	25.5	27.6	D WPRO-F
3. WWLI-F (SAC)	150/ 6.6	7.4	5.8	6.1	7.1	6.5	172/2330	2042/15.9	14.2	17.6	E WWLI-F
4. WWBB-F (O)	145/ 6.3	5.8	5.2	5.9	5.6	5.8	150/2342	2120/16.5	13.8	14.5	E WWBB-F
5. WHJJ (N/T)	136/ 6.0	6.0	6.0	5.7	6.5	5.9	136/1720	1714/13.4	13.9	13.9	D WHJJ
6. WPRO (T)	117/ 5.1	4.3	5.1	5.4	6.0	5.0	121/2084	2033/15.8	16.4	16.7	D WPRO
7. WSNE-F (AC)	109/ 4.8	5.3	6.5	4.7	5.8	5.3	113/2208	1975/15.4	18.5	15.3	E WSNE-F
8. WCTK-F (C)	103/ 4.5	3.7	3.4	3.7	2.9	3.8	123/1453	1127/ 8.8	9.2	6.2	D WCTK-F
9. WBRU-F (AOR)	97/ 4.2	2.7	2.2	3.3	3.0	3.1	111/1719	1408/11.0	8.5	9.8	D WBRU-F
10. WWRX-F (CL AOR)	83/ 3.6	3.9	4.2	4.4	4.5	4.0	129/2578	1793/14.0	14.5	12.4	D WWRX-F
11. WWKX-F (CHR)	80/ 3.5	2.1	3.0	3.1	3.1	2.9	84/1485	1395/10.9	10.6	10.8	D WWKX-F
12. WPLM-AF (BB)	79/ 3.4	2.9	3.9	4.2	3.6	3.6	151/1769	1018/ 7.9	8.9	8.3	D WPLM-AF
13. WFHN-F (CHR)	51/ 2.2	1.9	2.3	1.9	2.5	2.1	57/847	659/ 5.1	5.3	4.7	D WFHN-F
14. WODS-F (O)	49/ 2.1	1.5	2.1	1.1	1.5	1.7	106/1488	754/ 5.9	6.3	5.6	D WODS-F
15. WLKW (SAC)	46/ 2.0	3.9	3.2	2.8	2.0	3.0	46/670	663/ 5.2	6.3	5.9	D WLKW

12+ FM SHARE (METRO): 73.19% (1518 of 2074) (SPG 91: 71.56%)

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 WWBB-F	1 WWBB-F	1 WHJJ	1 WPRO-F	1 WWLI-F	1 WHJJ <	1 WHJY-F	1 WHJJ >>
2 WHJY-F	2 WPRO-F	2 WPRO-F	2 WWLI-F	2 WWLI-F	2 WWLI-F	2 WPRO	2 WHJY-F	2 WHJY-F	2 WPRO-F	2 WHTB
3 WWKX-F	3 WBRU-F	3 WWBB-F	3 WHJY-F	3 WHJY-F	3 WWBB-F <	3 WHJY-F	3 WWBB-F	3 WPRO-F	3 WWKX-F	3 WVB-F
4	4 WSNE-F	4 WWLI-F <	4 WPRO-F <	4 WPRO-F <	4 WPRO	4 WWLI-F	4 WHJJ	4 WWBB-F	4 WBRU-F	4 WBZ
5	5 WWRX-F	5 WSNE-F	5 WSNE-F	5 WSNE-F	5 WCTK-F	5 WHJJ <	5 WPRO-F	5 WWLI-F	5	5 WPRO >
6	6 WWKX-F	6 WBRU-F	6 WWRX-F	6 WWRX-F	6	6 WWBB-F	6 WSNE-F	6	6	6
7	7	7	7	7 WCTK-F	7	7 WSNE-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 WPRO-F	1 WPRO-F	1 WSNE-F	1 WPRO-F	1 WWLI-F	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F >	1 WHJY-F >	1 WWBB-F <
2 WWKX-F	2 WSNE-F	2 WPRO-F >	2 WSNE-F	2 WSNE-F	2 WPRO-F	2 WBRU-F	2 WWRX-F	2 WWBB-F	2 WHJY-F >
3 WHJY-F	3 WHJY-F	3 WWLI-F	3 WWLI-F	3 WPRO-F	3 WBRU-F >	3 WPRO-F	3 WBRU-F	3 WPRO-F <	3 WWRX-F
4 WBRU-F >	4 WBRU-F	4 WHJY-F	4 WHJY-F	4 WWBB-F	4 WWKX-F	4 WWRX-F	4 WWBB-F	4 WBRU-F <	4 WWLI-F
5 WSNE-F	5 WWKX-F	5 WBRU-F	5 WWBB-F	5	5	5	5 WPRO-F	5 WWRX-F	5 WCTK-F
6 WFHN-F	6 WWLI-F	6 WWRX-F	6 WBRU-F	6	6	6	6 WWLI-F	6	6
7 WWRX-F	7	7 WFHN-F	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		351 (5)	351 (5)	16.9	16.7	WALE 990 Providence	0.9/2.7/ 21/ 347		
AOR/CLASSIC		428 (7)	428 (7)	20.6	20.3	WARV 1590 Warwick/Prvdnce	1.0/1.5/ 22/ 192		
AC/OLDIES	13 (1)	358 (6)	371 (7)	17.9	25.2	WBSM 1420 New Bedford	1.1/2.5/ 27/ 325		
FULL SVC/VARIETY	42 (2)		42 (2)	2.0	0.4	WHTB 1400 Fall River	1.5/1.9/ 35/ 240		
COUNTRY		103 (1)	103 (1)	5.0	5.2	WICE 550 Pawtucket	0.6/1.5/ 13/ 192		
BLACK/URBAN					0.6	WNBH 1340 New Bedford	0.3/0.9/ 8/ 123		
SAC/EZ	46 (1)	150 (1)	196 (2)	9.5	2.3	WNRI 1380 Woonsocket	0.9/1.4/ 21/ 180		
NEWS/TALK	402 (10)		402 (10)	19.4	21.3	WOTB-F 100.3 Middletown/Prov	0.7/2.7/ 16/ 354		
NOSTALGIA	3 (1)	76 (1)	79 (2)	3.8	4.6	WSAR 1480 Fall River	0.3/1.1/ 7/ 136		
RELIGION/GOSPEL					0.4	WWRX 1110 Providence	0.6/3.5/ 14/ 464		
SPANISH									
CLASSICAL		17 (1)	17 (1)	0.8	0.8	WAAF-F 107.3 Worcester/Bstn	0.6/3.3/ 54/1074		
JAZZ/NEW AGE		35 (2)	35 (2)	1.7	0.9	WBCN-F 104.1 Boston	0.7/2.9/ 84/1151		
UNKNOWN/OTHERS	50 (3)		50 (3)	2.4	1.5	WBMX-F 98.5 Boston	0.6/2.5/ 52/ 700		
	556 (18)	1518 (24)	2074 (42)			WBOS-F 92.9 Brookline/Bstn	0.7/2.5/ 34/ 629		
						WBZ 1030 Boston	1.1/3.8/ 66/ 1227		
						WCDJ-F 96.9 Boston	0.8/2.2/ 35/ 450		
						WCRB-F 102.5 Waltham/Boston	0.7/3.3/ 25/ 556		
						WEEL 590 Boston	0.6/2.3/ 35/ 561		
						WFAN 660 New York	0.7/2.1/ 28/ 609		
						WHDH 850 Boston	0.7/2.4/ 46/ 760		
						WMJX-F 106.7 Boston	0.5/2.0/ 35/ 744		
						WPLM 1390 Plymouth/Boston	0.1/0.0/ 0/ 0		
						WRKO 680 Boston	0.7/2.2/ 52/ 970		
						WVBF-F 105.7 Framington	1.4/2.9/ 50/ 726		
						WXKS-F 107.9 Medford/Boston	1.0/5.3/ 64/1482		
						WZLX-F 100.7 Boston	0.7/3.3/ 54/ 940		
						WZOU-F 94.5 Boston	0.9/5.3/ 63/1673		

PROVIDENCE

RADIO STATIONS

WALE, 990, 50 KW/500 W (DA-2), TALK	, \$ 25.00 (---)	
WWRX, 1110, 5 KW (DAYS), NEWS/TALK	CBS, \$ 24.00 (Durpetti)	
WHJJ, 920, 5 KW (DA-N), NEWS/TALK	NBC, \$ 50.00 (Katz)	Merv Griffin
WLKW, 790, 5 KW (DA-2), EZ	, \$ 22.00 (CMBS)	
WPRO, 630, 5 KW (DA-N), TALK/NEWS	ABC, \$ 53.00 (Banner)	Capital Cities/ABC
WBRU-F, 95.5, 20 KW @ 440, AOR	APR, \$ 40.00 (MMR)	
WCTK-F, 98.1, 47 KW @ 508, COUNTRY	, \$ 38.00 (Torbet)	Hall (NEW BEDFORD)
WFHN-F, 107.1, 3 KW @ 374, CHR	, \$ 34.00 (Crystal)	H & D (FAIRHAVEN, MA)
WHJY-F, 94.1, 50 KW @ 440, AOR	, \$ 93.00 (Katz)	Merv Griffin
WPRO-F, 92.3, 39 KW @ 551, CHR	ABC, \$ 83.00 (Banner)	Capital Cities/ABC
WSNE-F, 93.3, 30 KW @ 612, AC	, \$ 80.00 (Eastman)	Beck-Ross (TAUNTON, MA)
WWBB-F, 101.5, 14 KW @ 940, OLDIES	, \$ 69.00 (McGuild)	Wilks-Schwartz
WWKX-F, 106.3, 1.2 KW @ 194, CHR	UNIPWR, \$ 35.00 (Crystal)	
WWLI-F, 105.1, 50 KW @ 500, SOFT AC	, \$ 71.00 (McGuild)	Zimmerman
WWRX-F, 103.7, 50 KW @ 500, CLASSIC AOR	CNN, \$ 46.00 (Durpetti)	

Other Stations - See Boston or New Bedford

Miscellaneous: WHIM to WWRX and from Country to News/Talk (Jan) . . .

PUEBLO

Arbitron Rank/Pop (12+): 231/101,200

Stations: 18/6
Diaries: 618/164:1/54.5%
Sample Target: 610
% Below Line: 38.2
% Not Listed: 16.5

1991 Revenue: \$3,200,000
HH Inc.: \$21,414
Retail \$: 0.8 Bill
Pop per Station: 16,867
#1 Biller: NA

MSA Rank/Pop: 291/123,000
ADI #99 (w/Colorado Springs)
Average Person Ratings: 16.8
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. KCCY-F (C)	32/18.8	----	20.9	----	18.2	----	38/461	369/36.5	0.0	33.6	KCCY-F
2. KKMG-F (CHR)	18/10.6	----	8.6	----	4.5	----	80/1038	223/22.0	0.0	17.2	KKMG-F
3. KCSJ (N/T)	13/ 7.6	----	8.0	----	6.3	----	21/312	195/19.3	0.0	18.3	KCSJ
4. KGHF (BB)	11/ 6.5	----	3.7	----	4.5	----	13/213	114/11.3	0.0	12.6	KGHF
5. KRYT-F (O)	10/ 5.9	----	8.0	----	10.8	----	13/182	139/13.7	0.0	20.2	KRYT-F
KRMX (SP)	10/ 5.9	----	5.3	----	4.0	----	10/98	83/ 8.2	0.0	6.3	KRMX
7. KRDO-F (SAC/EZ)	7/ 4.1	----	5.9	----	9.7	----	45/577	87/ 8.6	0.0	13.7	KRDO-F
KKLI-F (SAC)	7/ 4.1	----	2.7	----	-----	----	61/870	133/13.1	0.0	11.4	KKLI-F
9. KSPZ-F (O)	6/ 3.5	----	0.5	----	1.1	----	54/675	77/ 7.6	0.0	5.3	KSPZ-F

12+ FM SHARE (METRO): 71.13% (101 of 142) (SPG 91: 77.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKMG-F>>	1 KCCY-F>	1 KCCY-F>>	1 KCCY-F>	1 KCCY-F>>	1 KCCY-F	1 KCCY-F>	1 KCCY-F>>	1 KCCY-F>	1 KKMG-F>>	1 KCCY-F>
2	2 KKMG-F>>	2 KKMG-F	2 KRYT-F>	2 KRYT-F>	2 KCSJ	2 KCSJ >	2 KCSJ	2 KKMG-F>	2 KCCY-F>	2 KVUU-F
3	3 KILO-F	KRYT-F>	3 KKMG-F	3 KKMG-F	3 KGHF >	3 KKMG-F>	3 KGHF	3 KRYT-F	3 KCSJ	KKMG-F
4	4	4 KKLI-F	4 KSPZ-F	4 KSPZ-F	4 KRYT-F	4 KGHF	4 KRYT-F	KRMX >	4	KKCS-F
5	5	5	KKLI-F	KKLI-F	KRMX	5	5	5	5	KRYT-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 KIKX-F	1 KKMG-F	1 KCCY-F	1 KCCY-F>	1 KCCY-F>>	1 KCCY-F>	1 KCCY-F>>	1 KCCY-F>>	1 KCCY-F>	1 KCCY-F>
2 KKMG-F>>	KCCY-F>>	2 KKMG-F>>	2 KKMG-F>	2 KKMG-F	2 KIKX-F>	2 KILO-F>>	2 KILO-F>	2 KRYT-F>	2 KRYT-F>
3 KKLI-F	3	3 KIKX-F	3 KKLI-F	3 KKLI-F	3 KKMG-F	3	3 KSPZ-F	3 KSPZ-F	3 KSPZ-F
KATM-F	4	4 KVUU-F	4 KRYT-F	KRYT-F	KILO-F	4	KKFM-F	KILO-F	4
KRMX	5	5	5	5	KATM-F	5	5	5	5
KCCY-F	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		20 (2)	20 (2)	14.1	13.8	KFEL 970 Pueblo	0.6/2.0/ 3/ 64
AOR/CLASSIC		13 (3)	13 (3)	9.2	13.8		
AC/OLDIES		20 (3)	20 (3)	14.1	14.5	KATM-F 100.7 Pueblo/Co.Spgs	2.9/8.7/ 23/ 621
FULL SVC/VARIETY						KIKX-F 102.7 Manitou Springs	1.2/7.3/ 16/ 505
COUNTRY	1 (1)	34 (2)	35 (3)	24.6	28.9	KILO-F 93.9 Colorado Springs	2.9/7.5/ 35/ 553
BLACK/URBAN						KKCS-F 101.9 Colorado Springs	1.2/8.7/ 97/1121
SAC/EZ		14 (2)	14 (2)	9.9	6.9	KKFM-F 96.5 Colorado Springs	1.8/8.3/ 65/ 783
NEWS/TALK	18 (2)		18 (2)	12.7	11.3	KOA 850 Denver	2.9/8.5/ 29/ 523
NOSTALGIA	11 (1)		11 (1)	7.7	4.4	KRDO 1240 Colorado Springs	0.6/2.7/ 7/ 220
RELIGION/GOSPEL	1 (1)		1 (1)	0.7		KVUU-F 99.9 Pueblo	2.4/12.0/ 38/ 803
SPANISH	10 (1)		10 (1)	7.0	6.3		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	41 (6)	101 (12)	142 (18)				

RADIO STATIONS

KCSJ , 590, 1 KW (DA-2)	News/Talk	MBS CBS, \$17.00 (Eastman) Sunbrook
KGHF , 1350, 5 KW/1 KW (DA-N)	Nostalgia	MBS NBC, \$13.00 (Eastman)
KRMX , 690, 250 W (DAYS)	Hispanic	\$12.00 (Caballero)
KCCY-F, 97.9, 100 KW @ 1237	Country	ABC, \$25.00 (Mc-Guild) McCoy
KRYT-F, 107.9, 100 KW @ 239	Oldies	UNIULT UNISUP, \$15.00 (Eastman)

Other ranked stations -- see Colorado Springs

RALEIGH

Arbitron Rank/Pop (12+): 61/645,800
 MSA Rank/Pop: 70/707,000
 ADI # 32
 Average Person Ratings: 15.3
 Market TSL: 20.00 hours

Stations: 28/22
 Diaries: 1108/583:1/51.0%
 Sample Target: 1050
 % Below Line: 4.3
 % Not Listed: 19.1

1991 Revenue: \$26,300,000
 HH Inc.: \$34,902
 Retail \$: 6.4 Bill
 Pop per Station: 29,355
 #1 Biller: WRDU-F \$5,250,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WQOK-F (B)	99/10.1	9.8	10.2	10.1	7.5	10.1	180/1913	1056/16.4	16.7	16.3	D	WQOK-F
2. WQDR-F (C)	85/ 8.6	8.4	6.2	5.5	6.3	7.2	232/2493	1041/16.1	14.8	12.9	E	WQDR-F
3. WRDU-F (AOR)	81/ 8.2	9.3	7.2	8.1	9.3	8.2	154/2009	1184/18.3	19.2	18.8	G	WRDU-F
4. WPTF (FS)	79/ 8.0	9.1	7.5	9.4	8.6	8.5	124/1579	1045/16.2	17.8	15.2	D	WPTF
5. WTRG-F (O)	73/ 7.4	3.1	5.3	3.9	5.1	4.9	137/1997	1011/15.7	14.4	14.6	D	WTRG-F
6. WDCG-F (CHR)	59/ 6.0	7.0	5.8	7.7	6.9	6.6	123/2209	1130/17.5	17.2	20.0	D	WDCG-F
7. WRAL-F (AC)	56/ 5.7	7.0	8.1	9.2	7.0	7.5	116/2361	1144/17.7	22.0	20.5	E	WRAL-F
8. WZZU-F (CL AOR)	46/ 4.7	2.3	3.8	3.7	2.7	3.6	59/1361	964/14.9	12.8	9.9	C	WZZU-F
9. WFXC-F (B)	33/ 3.4	4.1	4.5	5.3	4.7	4.3	38/703	589/ 9.1	10.1	11.2	B	WFXC-F
10. WYLT-F (SAC)	31/ 3.1	4.5	5.3	4.0	5.0	4.2	82/1113	635/ 9.8	13.8	13.4	C	WYLT-F
11. WLLE (B/G)	20/ 2.0	1.7	2.6	2.1	2.9	2.1	23/297	261/ 4.0	5.1	5.7	A	WLLE
12. WNND-F (J/NAC)	19/ 1.9	2.3	1.5	2.1	2.4	1.9	25/466	391/ 6.1	5.2	5.8	B	WNND-F
13. WPCM-F (C)	18/ 1.8	3.2	1.6	3.1	1.6	2.4	85/1142	391/ 6.1	6.6	4.8	B	WPCM-F
14. WKIX (BB)	17/ 1.7	2.8	1.9	1.0	1.7	1.9	21/343	256/ 4.0	4.4	3.2	A	WKIX
15.												

12+ FM SHARE (METRO): 79.55% (634 of 797) (SPG 91: 76.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQOK-F	1 WQOK-F	1 WQOK-F	1 WTRG-F	1 WTRG-F	1 WPTF	1 WPTF	1 WPTF	1 WQOK-F	1 WQOK-F	1 WPTF
2 WDCG-F	2 WRDU-F	2 WRDU-F	2 WRDU-F	2 WQDR-F	2 WTRG-F	2 WQOK-F	2 WQDR-F	2 WRDU-F	2 WDCG-F	2 WQOK-F
3 WRDU-F	3 WQDR-F	3 WYLT-F	3 WQOK-F	3 WRDU-F	3 WQDR-F	3 WQDR-F	3 WRDU-F	3 WRDU-F	3 WTRG-F	3 WTRG-F
4	4 WZZU-F	4 WQDR-F	4 WQDR-F	4 WQOK-F	4 WRAL-F	4 WRAL-F	4 WTRG-F	4 WTRG-F	4 WTRG-F	4
5	5 WDCG-F	5 WRAL-F	5 WRAL-F	5 WRAL-F	5 WRDU-F	5 WRDU-F	5 WQOK-F	5 WPTF	5 WZZU-F	5
6	6	6 WZZU-F	6	6 WPTF	6	6 WTRG-F	6	6 WZZU-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 WQOK-F	1 WQOK-F	1 WRDU-F	1 WQOK-F	1 WQDR-F	1 WRDU-F	1 WQOK-F	1 WQOK-F	1 WRDU-F	1 WTRG-F
2 WDCG-F	2 WRDU-F	2 WQOK-F	2 WRAL-F	2 WRAL-F	WQOK-F	2 WRDU-F	2 WTRG-F	2 WQOK-F	2 WPTF
3 WRDU-F	3 WQDR-F	3 WQOK-F	3 WRDU-F	3 WTRG-F	3 WQDR-F	3 WZZU-F	3 WZZU-F	3 WTRG-F	3 WRDU-F
4 WQDR-F	4 WDCG-F	4 WQDR-F	4 WQDR-F	4 WRDU-F	4 WQDR-F	4 WQDR-F	4 WRDU-F	4 WZZU-F	4 WQOK-F
5 WRAL-F	5 WRAL-F	5 WRAL-F	5 WDCG-F	5 WQOK-F	5 WDCG-F	5 WTRG-F	5 WQDR-F	5 WQDR-F	5 WZZU-F
6	6 WZZU-F	6	6 WTRG-F	6	6	6	6 WPTF	6 WPTF	6 WQDR-F

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		59 (1)	59 (1)	7.4	8.5	WCLY 1550 Raleigh	1.1/1.7/ 11/ 111		
AOR/CLASSIC		131 (3)	131 (3)	16.4	15.4	WDNC 620 Durham/Raleigh	0.9/4.3/ 10/ 297		
AC/OLDIES		129 (2)	129 (2)	16.2	22.2	WFXK-F 104.3 Tarboro/Raleigh	0.3/1.1/ 6/ 127		
FULL SVC/VARIETY	79 (1)		79 (1)	9.9	10.7	WKTC-F 96.9 Tarboro/Rcky Mt	0.4/3.5/101/1257		
COUNTRY	7 (2)	110 (4)	117 (6)	14.7	9.6	WPJL 1240 Raleigh	0.6/2.2/ 6/ 160		
BLACK/URBAN	20 (1)	148 (5)	168 (6)	21.1	20.4	WRTP 1530 Chapel Hill/Dur	0.4/0.9/ 4/ 64		
SAC/EZ		35 (2)	35 (2)	4.4		WSRC 1410 Durham	1.4/2.9/ 15/ 206		
NEWS/TALK						WHLQ-AF 102.5 Louisburg	0.6/1.6/ 7/ 136		
NOSTALGIA	26 (2)		26 (2)	3.3	4.6				
RELIGION/GOSPEL	31 (3)		31 (3)	3.9	4.5	WJMH-F 102.1 Reidsville	0.7/4.8/ 37/ 817		
SPANISH						WKRR-F 92.3 Asheboro/Grnbro	0.4/3.1/ 37/ 595		
CLASSICAL						WNCT-F 107.9 Greenville	0.4/1.5/ 25/ 394		
JAZZ/NEW AGE		19 (1)	19 (1)	2.4	3.0	WQMG-F 97.1 Greensboro	0.5/2.2/ 11/ 371		
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4	1.2	WZFX-F 99.1 Whitevie/Faytv1	0.4/1.9/137/1428		
	163 (9)	634 (19)	797 (28)						

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), NOSTALGIA	CBS, \$ 20.00 (Christal)
WKIX, 850, 10 KW/5 KW (DA-2), NOSTALGIA	UNISUP MBS, \$ 17.00 (CBS)
WLLE, 570, 500 W/55 W, BLACK/GOSPEL	SBN, \$ 16.00 (---)
WPTF, 680, 50 KW (DA-N), FULL SERVICE	ABC,CNN, \$ 55.00 (McGuilid)
WDCG-F, 105.1, 100 KW @ 1525, CHR	ABC, \$ 49.00 (Christal)
WFXC-F, 107.1, 1.2 KW @ 505, BLACK	, \$ 29.00 (Eastman)
WNND-F, 103.9, 3 KW @ 298, JAZZ/NAC	, \$ 25.00 (Banner)
WQDR-F, 94.7, 99 KW @ 1128, COUNTRY	ABC, UNIULT, \$ 75.00 (McGuilid)
WQOK-F, 97.5, 100 KW @ 981, BLACK	ABC, \$ 50.00 (Durpetti)
WRAL-F, 101.5, 100 KW @ 1889, AC	, \$ 90.00 (Katz)
WRDU-F, 106.1, 100 KW @ 1348, AOR	SOURCE, \$ 118.00 (MMR)
WTRG-F, 100.7, 100 KW @ 1968, OLDIES	NBC CBS, \$ 55.00 (HNWH)
WYLT-F, 96.1, 100 KW @ 984, SOFT AC	UNISUP, UNIPWR, \$ 42.00 (CBS)
WZZU-F, 93.9, 100 KW @ 1269, CLASSIC AOR	ABC, \$ 32.00 (Torbet)
	Capitol-Goodman
	Voyager (WILSON)
	Joyner (ROCKY MOUNT)
	Universal/Alchemy
	Village (BURLINGTON)

Miscellaneous: WCAS-F to WFXK-F (Apr) . . . WCLY sold for \$270,000 . . .

RENO

Arbitron Rank/Pop (12+): 137/256,800
 MSA Rank/Pop: 174/261,000
 ADI # 116
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 19/19
 Diaries: 725/354:1/51.7%
 Sample Target: 690
 % Below Line: 0.0
 % Not Listed: 12.8

1991 Revenue: \$8,700,000
 HH Inc.: \$33,182
 Retail \$: 3.0 B11
 Pop per Station: 13,515
 #1 Biller: KWNZ-F \$1,400,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KWNZ-F (CHR)	47/10.8	11.1	14.4	12.7	10.3	----	78/909	658/25.6	24.6	26.6	C	KWNZ-F
2. KOH (N/T)	42/ 9.6	7.9	9.5	9.1	7.6	----	49/492	421/16.4	14.7	16.9	C	KOH
3. KOZZ-F (CL AOR)	39/ 8.9	8.1	9.1	6.8	10.3	----	58/785	524/20.4	17.1	20.8	C	KOZZ-F
4. KBUL-F (C)	36/ 8.6	8.8	10.0	6.4	8.0	----	48/674	502/19.5	20.6	18.4	B	KBUL-F
5. KNEV-F (SAC/EZ)	32/ 7.3	8.1	4.2	8.0	5.3	----	35/450	351/13.7	14.8	11.5	B	KNEV-F
6. KODS-F (O)	29/ 6.7	5.9	6.2	10.7	9.2	----	44/618	414/16.1	16.5	17.1	C	KODS-F
7. KZAK-F (AOR)	27/ 6.2	4.7	2.7	2.3	1.4	----	32/363	271/10.6	8.7	6.4	A	KZAK-F
8. KRNO-F (AC)	26/ 6.0	6.9	8.2	8.2	10.1	----	35/576	417/16.2	14.9	18.6	C	KRNO-F
9. KTHX-F (AOR)	20/ 4.6	8.6	4.2	4.8	2.8	----	30/254	201/ 7.8	10.7	8.7	A	KTHX-F
10. KRZQ-F (AOR)	17/ 3.9	2.7	4.2	5.0	9.0	----	19/405	287/11.2	10.4	12.6	A	KRZQ-F
11. KROW (C)	14/ 3.2	3.9	2.9	4.3	6.0	----	23/403	214/ 8.3	12.5	9.3	A	KROW
12. KHIT-F (C)	12/ 2.8	3.9	2.0	4.3	2.5	----	32/455	234/ 9.1	13.4	8.1	A	KHIT-F
13. KKMR-F (AOR)	10/ 2.3	2.2	4.7	2.3	3.9	----	13/256	227/ 8.8	6.1	10.2	A	KKMR-F
14.												
15.												

12+ FM SHARE (METRO): 78.95% (300 of 380) (SPG 91: 79.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F>>	1 KWNZ-F	1 KWNZ-F<	1 KOZZ-F	1 KOZZ-F	1 KOH	1 KOH <	1 KWNZ-F	1 KWNZ-F	1 KOZZ-F	1 KOH >>
2 KZAK-F>	2 KOZZ-F>	2 KOZZ-F>	2 KODS-F	2 KODS-F	2 KNEV-F	2 KWNZ-F>	2 KOH	2 KOZZ-F	2 KWNZ-F	2 KBUL-F
3 KRZQ-F	3 KZAK-F>	3 KODS-F	3 KWNZ-F	3 KBUL-F	3 KODS-F	3 KBUL-F	3 KOZZ-F	3 KODS-F	KOH >	3 KPLY
4 KBUL-F	4 KRNO-F	4 KTHX-F	4 KTHX-F	4 KWNZ-F	4 KBUL-F	4 KOZZ-F	4 KNEV-F	4 KNEV-F	4 KZAK-F	4
5	5 KRZQ-F	5 KZAK-F<	5 KBUL-F	5 KTHX-F	5	5 KNEV-F	5 KBUL-F	5 KNEV-F<	5 KRZQ-F	5
6	6 KBUL-F	6 KRNO-F	6 KRNO-F	6 KRNO-F	6	6 KRNO-F<	6 KRNO-F	6 KRNO-F<	6 KRNO-F	6
7	7	7	7	7	7	7 KODS-F	7 KODS-F	7 KOH	7 KNEV-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 KWNZ-F>>	1 KWNZ-F>	1 KRNO-F	1 KWNZ-F>	1 KODS-F	1 KZAK-F>	1 KOZZ-F>	1 KOZZ-F>>	1 KOZZ-F>	1 KOZZ-F>>
2 KRZQ-F	2 KRNO-F>	2 KWNZ-F>	2 KBUL-F	2 KWNZ-F	2 KWNZ-F	2 KZAK-F	2 KZAK-F	2 KZAK-F	2 KZAK-F
3 KBUL-F>	3 KBUL-F>	3 KTHX-F	3 KRNO-F	3 KRNO-F	KRZQ-F	3 KWNZ-F>	3 KWNZ-F>	3 KWNZ-F	KTHX-F
4 KRNO-F	4 KRZQ-F	4 KOZZ-F	4 KODS-F	4 KBUL-F	KOZZ-F	4 KRZQ-F	4 KKMR-F	4 KTHX-F	4 KBUL-F
5	5	5	5	5	5	5	5	5 KODS-F	5 KOH
6	6	6	6	6	6	6	6	6	6 KODS-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		47 (1)	47 (1)	12.4	16.3	KCBN 1230 Reno	0.7/4.6/	3/	120
AOR/CLASSIC		113 (5)	113 (5)	29.7	28.0	KIZS-F 94.7 Carson Cty/Reno	1.1/4.7/	9/	185
AC/OLDIES		55 (2)	55 (2)	14.5	16.3	KPLY 1270 Sparks/Reno	1.6/4.0/	7/	104
FULL SVC/VARIETY					0.5	KPTL 1300 Carson City	0.9/2.3/	10/	78
COUNTRY	14 (1)	48 (2)	62 (3)	16.3	17.8	KQLO 920 Reno	1.1/4.2/	8/	148
BLACK/URBAN						KXEQ 1340 Reno	1.1/1.7/	5/	44
SAC/EZ		32 (1)	32 (1)	8.4	4.8				
NEWS/TALK	54 (3)		54 (3)	14.2	13.0				
NOSTALGIA	7 (2)		7 (2)	1.8	2.5				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	5 (1)	5 (1)	10 (2)	2.6	1.0				
	80 (7)	300 (12)	380 (19)						

RADIO STATIONS

KOH , 630, 5 KW/1 KW (DA-N) , News/Talk	ABC CBS, \$22.00 (Katz)
KPLY , 1300, 5 KW (DA-1) , Talk	NBC MBS, \$10.00 (K & P) (SPARKS)
KQLO , 920, 5 KW/1 KW (DA-N) , Talk	SMN, \$10.00 (Schubert) Pacific Telecom
KROW , 780, 50 KW (DA-1) , Country	ABC, \$16.00 (Eastman)
KBUL-F, 98.1, 76 KW @ 2273 , Country	MBS, \$24.00 (Christal) Citadel (CARSON CITY)
KHIT-F, 104.5, 25 KW @ 2929 , Country	, \$15.00 (Durpetti) Radio Assoc.
KKMR-F, 100.9, 6 KW @ 203 , AOR	, \$14.00 (K & P) (SPARKS)
KNEV-F, 95.5, 60 KW @ 2270 , Soft AC	ABC, \$20.00 (Eastman)
KODS-F, 103.7, 6 KW @ 2985 , Oldies	, \$27.00 (---) Americom (CARNELIAN)
KOZZ-F, 105.7, 75 KW @ 2178 , AOR/Classic	SOURCE, \$30.00 (HNWH) Lotus
KTHX-F, 101.7, 1.3 KW @ 426 , AOR	, \$17.00 (Katz)
KRNO-F, 106.9, 37 KW @ 2988 , AC	, \$30.00 (Torbet) Roth
KRZQ-F, 96.5, .9 KW @ 2870 , AOR	, \$18.00 (MMR) (TAHOE CITY)
KWNZ-F, 97.3, 87 KW @ 2112 , CHR	, \$31.00 (Schubert) Pacific Telecom (CARSON CITY)
KZAK-F, 100.1, 1.7 KW @ 2955 , AOR	, \$19.00 (Eastman) (INCLINE VILLAGE)

RICHMOND

Arbitron Rank/Pop (12+): 55/736,100

Stations: 21/19

1991 Revenue: \$28,700,000

MSA Rank/Pop: 61/861,000

Diaries: 1247/590:1/51.2%

HH Inc.: \$36,708

ADI # 60

Sample Target: 1160

Retail \$: 7.3 Bil

Average Person Ratings: 17.4

% Below Line: 1.3

Pop per Station: 38,742

Market TSL: 22.50 hours

% Not Listed: 10.8

#1 Biller: WRVA \$4,400,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WKHK-F (C)	179/14.0	10.8	10.7	10.5	11.2	11.5	192/1859	1637/22.2	20.0	21.0	E	WKHK-F
2. WRVA (FS)	149/11.6	12.5	12.2	10.5	11.3	11.7	165/1740	1575/21.4	24.3	23.2	F	WRVA
3. WCDX-F (B)	107/ 8.4	11.7	10.7	11.4	9.9	10.5	110/1309	1253/17.0	16.4	17.4	D	WCDX-F
4. WRVQ-F (CHR)	95/ 7.4	6.5	9.3	9.0	9.7	8.1	107/1745	1519/20.6	23.5	25.5	F	WRVQ-F
5. WRXL-F (AOR)	94/ 7.3	6.8	6.4	9.3	10.3	7.5	107/1494	1247/16.9	18.6	19.7	F	WRXL-F
6. WMXB-F (AC)	91/ 7.1	5.9	5.4	6.2	6.8	6.2	104/1633	1444/19.6	15.5	15.0	E	WMXB-F
7. WPLZ-F (B)	86/ 6.7	7.5	6.1	8.1	6.1	7.1	111/1250	1028/14.0	13.3	15.0	C	WPLZ-F
8. WTVR-F (C)	77/ 6.0	7.9	6.9	6.5	7.4	6.8	93/1195	992/13.5	15.6	13.4	C	WTVR-F
9. WDCK-F (D)	64/ 5.0	4.5	4.0	3.2	3.6	4.2	6/1261	10607/14.4	14.7	11.8	B	WDCK-F
10. WVGO-F (CL AOR)	61/ 4.8	5.0	4.3	3.7	3.3	4.5	71/1018	923/12.5	11.4	11.4	C	WVGO-F
11. WGCV (G)	25/ 2.0	1.5	1.2	1.4	1.5	1.5	27/229	220/ 3.0	2.7	3.1	A	WGCV
12. WTVR (BB)	22/ 1.7	1.1	0.8	1.6	0.4	1.3	24/269	258/ 3.5	3.7	2.4	A	WTVR
13.												
14.												
15.												

12+ FM SHARE (METRO): 77.67% (887 of 1142) (SPG 91: 79.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F	1 WRXL-F	1 WKHK-F	1 WKHK-F>	1 WKHK-F>	1 WRVA	1 WRVA	1 WKHK-F>	1 WKHK-F>	1 WCDX-F	1 WRVA
2 WCDX-F>	2 WRVQ-F	2 WRXL-F<	2 WMXB-F	2 WMXB-F	2 WKHK-F>	2 WKHK-F>	2 WRVA	2 WPLZ-F<	2 WPLZ-F<	2 WPLZ-F
3 WRXL-F	3 WKHK-F<	3 WCDX-F	3 WRXL-F	3 WCDX-F	3 WTVR-F>	3 WRVQ-F	3 WMXB-F	3 WCDX-F	3 WRVA <	3 WKHK-F
4 WPLZ-F	4 WCDX-F<	4 WMXB-F	4 WCDX-F	4 WRXL-F<	4 WDCK-F	4 WRXL-F	4 WRXL-F	4 WMXB-F	4 WRVQ-F	4 WCDX-F
5	5 WMXB-F<	5 WPLZ-F	5 WPLZ-F	5 WPLZ-F	5 WMXB-F	5 WCDX-F	5 WTVR-F	5 WRVQ-F<	5 WKHK-F	5
6	6 WPLZ-F	6 WRVQ-F	6 WDCK-F	6 WDCK-F	6 WMXB-F	6 WMXB-F	6 WDCK-F	6 WRXL-F	6 WRXL-F>	6
7	7 WVGO-F	7 WVGO-F<	7 WRVQ-F	7 WRVQ-F<	7	7	7 WRVQ-F	7 WPLZ-F	7	7
8	8	8 WDCK-F	8 WRVA	8 WRVA	8	8	8	8 WTVR-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 WCDX-F	1 WPLZ-F	1 WRVQ-F	1 WKHK-F	1 WKHK-F>	1 WRXL-F	1 WRXL-F>	1 WRXL-F>	1 WRXL-F<	1 WKHK-F>
2 WPLZ-F	2 WMXB-F<	2 WMXB-F	2 WPLZ-F<	2 WPLZ-F	2 WVGO-F	2 WRVQ-F<	2 WRVQ-F	2 WKHK-F>	2 WRXL-F>
3 WVGO-F	3 WRVQ-F<	3 WPLZ-F	3 WMXB-F	3 WMXB-F<	3 WKHK-F	3 WCDX-F<	3 WCDX-F	3 WCDX-F	3 WMXB-F
4 WRXL-F	4 WKHK-F	4 WKHK-F	4 WCDX-F	4 WCDX-F	4 WRVQ-F	4 WKHK-F<	4 WMXB-F	4 WVGO-F	4 WCDX-F
5	5 WRXL-F	5 WRXL-F	5 WRVQ-F	5 WDCK-F	5 WCDX-F	5 WVGO-F>	5 WKHK-F	5 WRVQ-F	5 WDCK-F
6 WRVQ-F	6 WCDX-F	6 WCDX-F	6 WDCK-F	6 WRVQ-F	6 WPLZ-F>	6 WMXB-F	6 WVGO-F	6 WMXB-F	6 WCDX-F
7 WKHK-F	7 WVGO-F	7 WVGO-F>	7 WRXL-F	7 WRVA	7 WDYL-F	7 WPLZ-F	7 WPLZ-F>	7 WDCK-F	7 WVGO-F
8	8	8 WDCK-F	8	8	8	8	8 WDCK-F	8 WPLZ-F	8 WRVA

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		95 (1)	95 (1)	8.3	10.9	WANT 990 Richmond	1.3/2.4/ 17/ 190
AOR/CLASSIC		164 (3)	164 (3)	14.4	12.9	WDYL-F 92.1 Chester/Richmond	1.3/4.0/ 18/ 304
AC/OLDIES	3 (1)	155 (2)	158 (3)	13.8	16.5	WFTH 1590 Richmond	1.2/2.0/ 15/ 152
FULL SVC/VARIETY	149 (1)		149 (1)	13.0	12.7	WLEE 1320 Richmond	0.7/2.3/ 9/ 188
COUNTRY	12 (1)	256 (2)	268 (3)	23.5	13.8	WRNL 910 Richmond	0.2/1.4/ 3/ 120
BLACK/URBAN	16 (1)	200 (3)	216 (4)	18.9	19.8	WSTK 1290 Colonial Hgts	0.3/1.1/ 4/ 78
SAC/EZ					8.2	WXGI 950 Richmond	0.9/3.8/ 13/ 304
NEWS/TALK	9 (1)		9 (1)	0.8	0.9		
NOSTALGIA	26 (2)		26 (2)	2.3	0.5	WAFX-F 106.9 Suffolk/Norfolk	0.7/4.4/ 13/ 471
RELIGION/GOSPEL	40 (2)	17 (1)	57 (3)	5.0	3.0	WSVS-F 104.7 Crewe/Richmond	0.5/2.2/ 18/ 353
SPANISH							
CLASSICAL							
JAZZ/NEW AGE					0.9		
UNKNOWN/OTHERS							
	255 (9)	887 (12)	1142 (21)				

RICHMOND

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN, \$ 15.00 (---)	
WFTH, 1590, 5 KW (DAYS)	, GOSPEL	UNIULT, \$ 14.00 (---)	
WLEE, 1320, 5 KW (DAYS)	, TALK	ABC NBC, \$ 16.00 (---)	
WRNL, 910, 5 KW (DA-N)	, OLDIES	, \$ NA (Katz)	Capitol-Goodman
WRVA, 1140, 50 KW (DA-1)	, FULL SERVICE	CBS, \$ 94.00 (Christal)	Clear Channel
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC, \$ 20.00 (MMR)	Park
WXGI, 950, 5 KW/50 W	, COUNTRY	NBC, \$ 15.00 (---)	
WCDX-F, 92.7, 2.4 KW @ 367,	BLACK	, \$ 55.00 (MMR)	Sinclair (MECHANICSVILLE)
WDYL-F, 92.1, 3 KW @ 298,	RELIGION	CNN, \$ 16.00 (---)	(CHESTER)
WKHK-F, 95.3, 13 KW @ 449,	COUNTRY	UNIULT, \$ 75.00 (Banner)	(COLONIAL HGTS)
WMXB-F, 103.7, 20 KW @ 840,	AC	APR, \$ 72.00 (Banner)	Radio Ventures
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	UNIPWR, \$ 43.00 (McGuild)	
WRVQ-F, 94.5, 200 KW @ 351,	CHR	ABC, \$ 90.00 (Christal)	Clear Channel
WRXL-F, 102.1, 140 KW @ 321,	AOR	, \$ 99.00 (Katz)	Capitol-Goodman
WTVR-F, 98.1, 50 KW @ 840,	EZ/SOFT AC	ABC, \$ 41.00 (MMR)	Park
WVGO-F, 106.5, 8 KW @ 1233,	CLASSIC AOR	, \$ 32.00 (Torbet)	Benchmark

Miscellaneous: WRVA/WRVQ-F sold by Edens to Clear Channel for \$13,000,000 (E) (Blackburn) . . .

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 28/1,297,500
 MSA Rank/Pop: 11/2,440,000
 Los Angeles ADI
 Average Person Ratings: 17.4
 Market TSL: 23.25 hours

Stations: 43/15
 Diaries: 1416/916.1/46.8%
 Sample Target: 1420
 % Below Line: 51.8
 % Not Listed: 13.2

1991 Revenue: \$18,000,000
 HH Inc.: \$36,090
 Retail \$: 16.9 Bill
 Pop per Station: 86,500
 #1 Biller: KFRG-F \$4,500,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KGGI-F (CHR)	201/ 8.9	8.7	9.1	7.3	9.3	8.5	251/3418	2455/18.9	22.1	22.9	E	KGGI-F
2. KFRG-F (C)	188/ 8.3	9.6	11.5	10.1	8.3	9.9	241/3034	2406/18.5	18.9	20.2	F	KFRG-F
3. KFI (T)	135/ 6.0	5.1	5.5	5.8	5.7	5.6	239/2717	1671/12.9	11.3	11.3		KFI
4. KLOS-F (AOR)	120/ 5.3	6.1	6.1	4.4	5.1	5.5	199/2990	1717/13.2	14.8	12.6		KLOS-F
5. KOST-F (AC)	104/ 4.6	4.9	5.2	4.5	5.0	4.8	153/2583	1614/12.4	14.3	13.1		KOST-F
6. KQLZ-F (AOR)	90/ 4.0	3.5	2.8	2.1	1.6	3.1	119/1954	1290/ 9.9	7.5	8.0		KQLZ-F
7. KIIS-AF (CHR)	86/ 3.8	6.0	6.4	6.6	5.0	5.7	112/2497	1776/13.7	26.4	21.6		KIIS-AF
8. KCAL-F (AOR)	80/ 3.5	4.5	2.8	3.1	3.5	3.5	95/1607	1133/ 8.7	9.8	7.9	D	KCAL-F
9. KRTH-F (O)	74/ 3.3	3.2	3.7	3.4	4.0	3.4	133/2353	1501/11.6	12.3	12.3		KRTH-F
10. KHTX-F (O)	72/ 3.2	2.7	4.7	3.4	4.5	3.5	93/1081	867/ 6.7	9.8	9.7	C	KHTX-F
11. KCAL (SP)	55/ 2.4	2.4	1.4	2.3	1.5	2.1	62/565	526/ 4.1	3.1	2.1	B	KCAL
12. KKBT-F (B)	54/ 2.4	1.6	1.7	2.1	3.1	2.0	87/1009	687/ 5.3	5.9	7.0		KKBT-F
13. KLVE-F (SP)	52/ 2.3	1.9	1.3	0.7	0.9	1.5	68/719	524/ 4.0	3.3	2.2		KLVE-F
14. KROQ-F (AOR)	44/ 1.9	2.0	2.1	2.9	1.9	2.2	90/1276	793/ 6.1	5.2	6.0		KROQ-F
15. KTWV-F (J/NAC)	43/ 1.9	1.5	1.7	1.1	1.7	1.5	57/993	739/ 5.7	4.5	4.4		KTWV-F
KCBS-F (O)	43/ 1.9	2.0	1.5	1.7	1.9	1.8	52/911	649/ 5.0	4.5	5.8		KCBS-F
17. KNX (N)	41/ 1.8	1.8	2.7	2.1	2.8	2.1	67/1634	1079/ 8.3	8.9	9.1		KNX
18.												
19.												
20.												

12+ FM SHARE (METRO): 77.99% (1531 of 1963) (SPG 91: 73.88%)

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 KFI
2 KIIS-AF <	2 KGGI-F	2 KGGI-F <	2 KLOS-F	2 KLOS-F	2 KFI >	2 KFRG-F	2 KFI	2 KGGI-F	2 KOST-F	2 KOST-F
3 KQLZ-F	3 KFRG-F <	3 KLOS-F	3 KGGI-F	3 KGGI-F	3 KGGI-F <	3 KGGI-F	3 KFI	3 KQLZ-F	3 KFRG-F	3 KFRG-F
4	4 KQLZ-F	4 KOST-F	4 KOST-F	4 KOST-F	4 KHTX-F	4 KFI >	4 KLOS-F	4 KLOS-F <	4 KKBT-F <	4 KCAL-F
5	5 KOST-F <	5 KCAL	5 KCAL	5 KRTH-F	5	5 KIIS-AF	5 KOST-F <	5 KOST-F <	5 KFI >	5 KGGI-F <
6	6 KCAL <	6 KQLZ-F	6	KFI	6	6 KCAL-F	6 KQLZ-F	6	6 KKBT-F <	6 KQLZ-F <
7	7 KIIS-AF	7	7	7	7	7	7	7	7 KIIS-AF	7
										7 KNX

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 KOST-F	1 KGGI-F	1 KFRG-F	1 KQLZ-F	1 KLOS-F >	1 KLOS-F >	1 KLOS-F	1 KLOS-F
2 KQLZ-F >	2 KOST-F	2 KFRG-F	2 KFRG-F	2 KGGI-F	2 KROQ-F >	2 KQLZ-F	2 KFRG-F >	2 KFRG-F >	2 KFRG-F >
3 KIIS-AF	3 KFRG-F	3 KRTH-F	3 KOST-F >	3 KOST-F	3 KKBT-F	3 KCAL	3 KCAL-F	3 KCAL-F	3 KFI
4 KPWR-F	4 KRTH-F <	4 KGGI-F	4 KRTH-F	4 KRTH-F >	4 KGGI-F	4 KFRG-F <	4 KQLZ-F	4 KFI <	4 KCAL-F
5 KKBT-F	5 KQLZ-F	5 KBIG-F	5	5 KCAL	5 KCAL-F >	5 KGGI-F	5 KIIS-AF	5 KQLZ-F	5 KGGI-F
6	6	6 KLOS-F	6	6	6 KIIS-AF >	6	KGGI-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	2 (1)	318 (3)	320 (4)	16.3	14.5	KATY-F 101.3	Idyllwild/Hemet	0.3/0.8/	7/ 115
AOR/CLASSIC		368 (5)	368 (5)	18.7	15.0	KBON-F 103.9	Lake Arrowhead	0.8/2.2/	18/ 361
AC/OLDIES	16 (1)	414 (10)	430 (11)	21.9	19.4	KCKC 1350	San Bernardino	1.5/3.4/	34/ 463
FULL SVC/VARIETY						KDIF 1440	Riverside/SB	0.7/2.6/	15/ 341
COUNTRY	48 (2)	222 (3)	270 (5)	13.8	14.9	KHYE-F 105.7	Hemet	0.4/0.8/	10/ 156
BLACK/URBAN		54 (1)	54 (1)	2.8	4.0	KMEN 1290	San Bernardino	0.6/2.4/	13/ 311
SAC/EZ		48 (2)	48 (2)	2.4	7.1	KOLA-F 99.9	San Bernardino	0.8/3.7/	28/ 743
NEWS/TALK	243 (7)		243 (7)	12.4	12.3	KQLH-F 92.7	Riverside	1.0/2.4/	32/ 399
NOSTALGIA	31 (1)		31 (1)	1.6	4.7	KRSO 590	San Bernardino	1.4/3.5/	45/ 499
RELIGION/GOSPEL	7 (1)		7 (1)	0.4	0.7	KWRP-F 96.1	San Jacinto/Hmt	1.4/2.4/	37/ 350
SPANISH	70 (2)	52 (1)	122 (3)	6.2	4.2				
CLASSICAL		12 (1)	12 (1)	0.6	0.9	KABC 790	Los Angeles	1.0/3.2/	40/ 723
JAZZ/NEW AGE		43 (1)	43 (1)	2.2	2.0	KBIG-F 104.3	Los Angeles	1.7/6.0/	68/1271
UNKNOWN/OTHERS	15 (1)		15 (1)	0.8	0.3	KBRT 740	Avalon	0.3/0.7/	9/ 164
	432 (16)	1531 (27)	1963 (43)			KFWB 980	Los Angeles	0.6/3.6/	44/1005
						KIIS 1150	Los Angeles	0.1/0.0/	0/ 0
						KJQI 540	Costa Mesa	0.7/1.3/	19/ 221
						KKGO-F 105.1	Los Angeles	0.5/2.5/	19/ 466
						KLAC 570	Los Angeles	0.6/2.6/	15/ 372
						KLIT-F 101.9	Glendale/LA	0.8/2.8/	28/ 646
						KLSX-F 97.1	Los Angeles	1.5/6.1/	58/1320
						KMPC 710	Los Angeles	0.5/1.5/	24/ 441
						KPWR-F 105.9	Los Angeles	1.5/5.3/	56/1220
						KRLA 1110	Pasadena	0.7/1.5/	18/ 241
						KXEZ-F 98.7	Los Angeles	0.8/2.8/	30/ 690
						KZLA-F 93.9	Los Angeles	1.1/2.4/	31/ 386
						XTRA 690	Tijuana/SnDrego	0.3/1.2/	17/ 281

RIVERSIDE-SAN BERNARDINO

RADIO STATIONS

KCAL, 1410, 5 KW/4 KW (DA-N), HISPANIC					
					\$ 26.00 (Lotus)
KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY			ABC		\$ 35.00 (HNWH)
KDIF, 1440, 1 KW			UPI		\$ 20.00 (Katz Hisp.)
KMEN, 1290, 5 KW (DA-2)			SMN		\$ 17.00 (McGuild)
KRSO, 590, 1 KW (DA-2)			NBC, UNISUP		\$ 23.00 (Katz)
					American Henry
KBON-F, 103.9, 38 W @ 2539, OLDIES					\$ 25.00 (HNWH)
KCAL-F, 96.7, 1.8 KW @ 377, AOR					\$ 50.00 (Torbet)
KFRG-F, 95.1, 50 KW @ 321, COUNTRY			ABC		\$ 91.00 (MMR)
KGGI-F, 99.1, 2.6 KW @ 1843, CHR			ABC		\$ 70.00 (McGuild)
KHTX-F, 97.5, 68 KW @ 1571, OLDIES					\$ 45.00 (Katz)
					American Henry
KOLA-F, 99.9, 31 KW @ 1630, OLDIES			ABC		\$ 35.00 (Banner)
KQLH-F, 92.7, 3 KW @ 299, AC			MBS		\$ 30.00 (Banner)
KWRP-F, 96.1, 60 W @ 1522, EZ			CBS		\$ 25.00 (---)

Miscellaneous: KCKC/KBON-F sold to All Pro for \$5,000,000 . . .

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 96/367,200

Stations: 20/18
Diaries: 897/409:1/56.7%
Sample Target: 850
% Below Line: 2.8
% Not Listed: 14.3

1991 Revenue: \$12,700,000
HH Inc.: \$31,409
Retail \$: 3.4 Bill
Pop per Station: 20,400
#1 Biller: WXLK-F \$2,900,000

MSA Rank/Pop: 192/380,000 (Roanoke only)
ADI # 65
Average Person Ratings: 17.3
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WYYD-F (C)	120/18.8	14.8	11.8	12.1	13.3	14.4	170/1744	1152/31.4	22.3	22.9	D	WYYD-F
2. WXLK-F (CHR)	89/14.0	14.1	13.3	16.1	15.1	14.4	172/2154	1061/28.9	28.6	32.0	D	WXLK-F
3. WROV-F (AOR)	55/ 8.6	8.0	8.5	7.7	10.6	8.2	99/1099	561/15.3	18.4	19.0	C	WROV-F
4. WPVR-F (SAC)	53/ 8.3	9.7	10.7	10.3	9.3	9.8	84/1135	633/17.2	18.6	16.8	C	WPVR-F
5. WJLM-F (C)	38/ 6.0	5.1	5.9	3.4	4.3	5.1	49/517	410/11.2	12.5	12.1	B	WJLM-F
6. WJJS-F (B)	34/ 5.3	5.9	1.0	1.3	0.6	3.4	42/396	299/ 8.1	3.8	3.0	A	WJJS-F
7. WSLQ-F (AC)	30/ 4.7	8.5	9.7	10.3	8.0	8.3	90/1561	550/15.0	19.4	18.3	C	WSLQ-F
8. WFIR (FS)	29/ 4.6	5.1	5.4	5.9	4.3	5.3	33/488	407/11.1	12.0	9.3	B	WFIR
9. WSLC (C/FS)	25/ 3.9	2.6	2.9	2.4	4.0	3.0	33/307	200/ 5.4	6.2	7.8		WSLC
10. WQOK-F (B)	11/ 1.7	0.6	1.2	0.7	1.3	1.1	50/496	145/ 3.9	3.4	3.7		WQOK-F
WTOY (B)	11/ 1.7	1.9	1.2	1.3	1.9	1.5	11/113	113/ 3.1	2.1	4.0	A	WTOY
WGOL-F (O)	11/ 1.7	2.3	3.6	2.6	2.7	2.5	13/257	212/ 5.8	7.4	6.2	A	WGOL-F
13. WWWR (N)	10/ 1.6	---	0.3	---	---	0.5	10/105	105/ 2.9	1.5	0.0		WWWR
14. WJMH-F (B)	7/ 1.1	1.1	1.2	2.0	2.3	1.4	45/671	129/ 3.5	3.3	4.4		WJMH-F
15.												

12+ FM SHARE (METRO): 84.43% (461 of 546) (SPG 91: 82.21%)

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 WYYD-F	1 WYYD-F>	1 WYYD-F>	1 WYYD-F>>	1 WYYD-F	1 WYYD-F>	1 WYYD-F	1 WXLK-F	1 WYYD-F
2 WROV-F	2 WROV-F	2 WXLK-F>	2 WXLK-F	2 WXLK-F>	2 WPVR-F>	2 WXLK-F>	2 WXLK-F>	2 WXLK-F>	2 WYYD-F>	2 WXLK-F
3 WJJS-F	3 WYYD-F>>	3 WROV-F>	3 WROV-F>	3 WROV-F>	3 WXLK-F	3 WROV-F	3 WROV-F<	3 WROV-F<	3 WJJS-F	3 WJJS-F
4	4 WJLM-F	4 WPVR-F	4 WPVR-F	4 WPVR-F	WSLC	4 WPVR-F	4 WPVR-F	4 WPVR-F>	4 WROV-F	4 WJLM-F
5	5 WPVR-F	5 WSLQ-F	5 WJLM-F<	5 WSLQ-F	5 WFIR	5 WJLM-F	5 WFIR	5 WJLM-F>	5	5
6	WJJS-F	WJLM-F	6 WSLQ-F	WJLM-F	6	6	6 WJLM-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 WXLK-F>>	1 WXLK-F>>	1 WXLK-F>	1 WXLK-F	1 WYYD-F	1 WROV-F>	1 WROV-F>>	1 WROV-F>	1 WYYD-F	1 WYYD-F>
2 WROV-F	2 WYYD-F>	2 WYYD-F>>	2 WYYD-F>	2 WXLK-F>	2 WXLK-F>	2 WYYD-F	2 WYYD-F	2 WROV-F>	2 WROV-F>
WJJS-F	3 WROV-F	3 WROV-F>	3 WPVR-F>	3 WPVR-F>	3 WYYD-F	3 WXLK-F>>	3 WXLK-F>	3 WXLK-F>	3 WXLK-F>
4 WPVR-F	4 WPVR-F	4 WJLM-F	4 WSLQ-F	4 WSLQ-F	4 WQOK-F	4 WJLM-F	4 WJLM-F	4 WJLM-F	4 WSLQ-F
5 WYYD-F	5 WJJS-F	5 WPVR-F	WROV-F	WJLM-F	5	5	5	5	5
WSLQ-F	WJLM-F	6	WJJS-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		91 (2)	91 (2)	16.7	19.3	WBLT 1350 Bedford	0.6/1.8/ 4/ 67
AOR/CLASSIC		55 (1)	55 (1)	10.1	12.4	WKDE-F 105.5 Altavista/Lynch	0.6/2.5/ 9/ 166
AC/OLDIES	6 (1)	41 (2)	47 (3)	8.6	14.4	WLYK-F 100.1 Lynchburg	0.3/1.1/ 2/ 40
FULL SVC/VARIETY	29 (1)		29 (1)	5.3	5.1	WROV 1240 Roanoke	0.9/3.6/ 6/ 133
COUNTRY	25 (1)	162 (3)	187 (4)	34.2	26.0	WTTX-F 107.1 Appomattox	0.3/1.1/ 2/ 41
BLACK/URBAN	11 (1)	52 (3)	63 (4)	11.5	11.0	WVLR-F 102.7 Lynchburg	0.8/5.2/ 15/ 327
SAC/EZ		53 (1)	53 (1)	9.7	10.9		
NEWS/TALK	10 (1)		10 (1)	1.8			
NOSTALGIA							
RELIGION/GOSPEL		2 (1)	2 (1)	0.4	0.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	4 (1)	5 (1)	9 (2)	1.6	0.4		
	85 (6)	461 (14)	546 (20)				

RADIO STATIONS

WFIR, 960,	5 KW (DA-N)	, FULL SERVICE	CBS, \$ 20.00 (Christal)	Gibbons
WJJS, 1320,	1 KW/24 W	, BLACK	ABC, UNISUP, \$ 15.00 (K & P)	(LYNCHBURG)
WROV, 1240,	1 KW	, OLDIES	SMN, ABC, \$ 13.00 (HNWH)	Weil
WSLC, 610,	5 KW/1 KW (DA-2)	, COUNTRY/FS	NBC, \$ 18.00 (Katz)	Mel Wheeler
WJLM-F, 93.5,	6 KW @ 98,	COUNTRY	MBS, UNIULT, \$ 21.00 (Torbet)	(SALEM)
WGOL-F, 98.3,	3.9 KW @ 239,	OLDIES	UNISUP, UNIULT, \$ 18.00 (Roslin)	(LYNCHBURG)
WLYK-F, 100.1,	.7 KW @ 646,	CHR	UNIPWR, \$ 13.00 (McGUILD)	Coleman (LYNCHBURG)
WPVR-F, 94.9,	100 KW @ 1981,	EZ/SOFT AC	, \$ 32.00 (Christal)	Gibbons
WROV-F, 96.3,	14 KW @ 2076,	AOR	ABC, \$ 38.00 (HNWH)	Weil (MARTINSVILLE)
WSLQ-F, 99.1,	200 KW @ 1991,	AC	ABC, \$ 37.00 (Katz)	Mel Wheeler
WXLK-F, 92.3,	93 KW @ 2050,	CHR	UNIPWR, \$ 63.00 (McGUILD)	Coleman
WJJS-F, 101.7,	3.4 KW @ 289,	BLACK	SMN, ABC, \$ 11.00 (K & P)	(LYNCHBURG)
WYYD-F, 107.9,	21 KW @ 1768,	COUNTRY	MBS, \$ 45.00 (McGUILD)	(AMHURST)
WZST-F, 102.7,	22 KW @ 745,	SOFT AC	, \$ 13.00 (Savalli)	(LYNCHBURG)

Miscellaneous: WXYU-F to WJJS-F and from Country to Black (Jan) . . .

ROCHESTER

Arbitron Rank/Pop (12+): 46/830,000

Stations: 19/15

1991 Revenue: \$23,800,000

MSA Rank/Pop: 51/995,000

Diaries: 1350/615:1/56.0%

HH Inc.: \$36,263

ADI # 72

Sample Target: 1260

Retail \$: 7.9 B11

Average Person Ratings: 16.7

% Below Line: 2.2

Pop per Station: 55,333

Market TSL: 21.75 hours

% Not Listed: 13.4

#1 Biller: WCMF-F \$5,300,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WCMF-F (AOR)	227/16.3	14.8	16.2	19.2	16.6	16.6	267/2952	2448/29.5	30.4	30.1	G	WCMF-F
2. WHAM (FS)	187/13.5	13.0	15.2	11.7	11.5	13.4	201/2560	2298/27.7	29.8	25.3	E	WHAM
3. WBEE-F (C)	183/13.2	11.2	10.3	11.8	12.5	11.6	221/2177	1844/22.2	17.8	20.1	D	WBEE-F
4. WPXY-F (CHR)	110/ 7.9	10.5	9.5	9.7	10.4	9.4	117/2246	2077/25.0	26.1	26.2	D	WPXY-F
5. WVOR-F (AC)	98/ 7.1	7.0	6.9	5.9	8.6	6.7	117/1745	1521/18.3	20.5	23.0	E	WVOR-F
6. WRMM-F (SAC)	91/ 6.5	---	7.2	6.0	6.2	4.9	97/1766	1561/18.8	21.0	21.1	D	WRMM-F
7. WDKX-F (B)	76/ 5.5	4.6	5.4	5.2	4.3	5.2	78/948	915/11.0	9.7	8.0	B	WDKX-F
8. WKLX-F (O)	64/ 4.6	4.6	6.1	6.5	6.6	5.4	72/1281	1179/14.2	17.8	16.9	C	WKLX-F
9. WBBF (BB)	53/ 3.8	4.3	3.9	3.5	3.8	3.9	55/692	668/ 8.0	8.9	7.5	A	WBBF
10. WRQI-F (CL AOR)	31/ 2.2	4.7	2.1	2.4	3.2	2.8	42/972	792/ 9.5	6.8	7.8	B	WRQI-F
WMAX-F (AOR/AC)	31/ 2.2	---	---	---	---	0.6	31/464	457/ 5.5	0.0	0.0		WMAX-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 78.99% (951 of 1204) (SPG 91: 80.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVÉ	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 WCMF-F	1 WHAM	1 WHAM >>
2 WDKX-F	2 WPXY-F	2 WBEE-F	2 WBEE-F<	2 WBEE-F	2 WBEE-F>	2 WHAM	2 WBEE-F	2 WHAM	2 WCMF-F	2 WBEE-F
3 WCMF-F	3 WBEE-F>	3 WPXY-F	3 WVOR-F>	3 WVOR-F	3 WVOR-F	3 WBEE-F>	3 WHAM >	3 WBEE-F>	3 WPXY-F<	3 WCMF-F
4	4 WDKX-F	4 WVOR-F>	4 WPXY-F>	4 WHAM	4 WRMM-F	4 WVOR-F	4 WPXY-F	4 WBEE-F>	4 WRMM-F	4 WRMM-F
5	5 WVOR-F	5 WRMM-F<	5 WHAM	5 WRMM-F	5 WBBF	5 WPXY-F>	5 WRMM-F	5 WRMM-F	5 WDKX-F	5
6	6 WRMM-F	6 WHAM	6 WRMM-F<	6 WPXY-F	6 WKLX-F<	6 WRMM-F	6 WPXY-F	6 WVOR-F>	6 WRMM-F>	6
7	7	7 WDKX-F<	7 WKLX-F	7 WKLX-F	7 WCMF-F	7	7 WKLX-F>	7	7	7
8	8	8 WKLX-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 WCMF-F>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>
2 WPXY-F	2 WPXY-F>	2 WPXY-F	2 WBEE-F<	2 WBEE-F	2 WPXY-F>	2 WBEE-F	2 WBEE-F	2 WBEE-F	2 WBEE-F
3 WBEE-F	3 WBEE-F>	3 WVOR-F>	3 WPXY-F	3 WVOR-F	3 WBEE-F	3 WPXY-F>	3 WHAM	3 WHAM	3 WHAM
4 WDKX-F>	4 WVOR-F	4 WKLX-F	4 WVOR-F	4 WPXY-F<	4 WDKX-F>	4 WHAM	4 WPXY-F>	4 WVOR-F	4 WVOR-F>
5 WRMM-F	5 WDKX-F	WBEE-F	5 WRMM-F	5 WRMM-F	5 WMAX-F	5 WDKX-F	5 WVOR-F	5 WPXY-F	5 WRMM-F
6	6 WRMM-F	6 WRMM-F	6 WDKX-F	6 WKLX-F	6	6	WRMM-F	6 WKLX-F	6 WKLX-F
7	7	WMAX-F	7 WKLX-F	7 WDKX-F	7	7	WDKX-F	7	7
8	8	8	8	8 WHAM	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	6 (1)	121 (3)	127 (4)	10.5	12.0	WDNY 1400 Dnsvle/WyInd	0.4/1.1/ 7/	168	
AOR/CLASSIC		298 (4)	298 (4)	24.8	20.1	WLKA-F 102.3 Canadagua	0.7/1.8/ 12/	161	
AC/OLDIES		162 (2)	162 (2)	13.5	28.8	WPXY 1280 Rochester	0.4/2.1/ 6/	175	
FULL SVC/VARIETY	193 (2)		193 (2)	16.0	13.3	WRMM 990 Rochester	0.1/1.0/ 1/	101	
COUNTRY		183 (1)	183 (1)	15.2	15.2				
BLACK/URBAN		76 (1)	76 (1)	6.3	5.0	CFMX-F 103.1 Cobourg Ont	0.6/2.2/ 9/	187	
SAC/EZ	1 (1)	101 (2)	102 (3)	8.5		WEZQ-F 107.7 Weathersfield	0.7/2.8/ 36/	444	
NEWS/TALK						WMJQ-F 102.5 Buffalo	0.4/2.7/ 17/	578	
NOSTALGIA	53 (1)		53 (1)	4.4	5.0	WNTQ-F 93.1 Syracuse	0.4/0.9/ 14/	289	
RELIGION/GOSPEL					0.7				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		10 (1)	10 (1)	0.8					
UNKNOWN/OTHERS									
	253 (5)	951 (14)	1204 (19)						

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, NOSTALGIA	UNIULT, \$ 25.00 (Katz)	Heritage
WHAM, 1180, 50 KW	, FULL SERVICE	CBS, NBC-T, \$ 58.00 (McGuild)	Lincoln
WBEE-F, 92.5, 50 KW @ 500, COUNTRY		UNIULT, \$ 64.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 449, AOR		, \$ 106.00 (Torbet)	Stoner
WDKX-F, 103.9, .8 KW @ 541, BLACK		, \$ 30.00 (Williams)	
WKLX-F, 98.9, 37 KW @ 564, OLDIES		, \$ 51.00 (Durpetti)	
WPXY-F, 97.9, 50 KW @ 400, CHR		, \$ 68.00 (MMR)	Pyramid
WRQI-F, 95.1, 50 KW @ 496, CL AOR		, \$ 28.00 (HNWH)	(BRISTOL)
WRMM-F, 101.3, 27 KW @ 195, SOFT AC		, \$ 55.00 (Christal)	Atlantic
WVOR-F, 100.5, 50 KW @ 479, AC		, \$ 87.00 (McGuild)	Lincoln
WMAX-F, 106.7, 3.5 KW @ 266, AOR/AC		, \$ 16.00 (---)	(IRONDUQUOIT)

Miscellaneous: WMAX-F signed on in March with Rock/AC format . . .

ROCKFORD

Arbitron Rank/Pop (12+): 145/233,100
 MSA Rank/Pop: 157/285,100
 Average Person Ratings: 15.7
 Market TSL: 21.00 hours

Stations: 18/10
 Diaries: 699/348:1/50.9%
 Sample Target: 680
 % Below Line: 18.3
 % Not Listed: 15.0

1991 Revenue: \$7,900,000
 HH Inc.: \$33,524
 Retail \$: 2.2 Bil
 Pop per Station: 23,310
 #1 Biller: WZOK-F \$2,300,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WXRX-F (AOR)	61/16.7	14.9	10.5	14.4	8.9	----	95/958	635/27.3	24.2	19.8	C	WXRX-F
2. WZOK-F (CHR)	52/14.2	12.5	17.1	19.5	21.7	----	88/1594	798/34.2	32.8	36.9	D	WZOK-F
3. WROK (FS)	39/10.7	11.5	12.0	9.2	11.0	----	43/644	582/25.0	30.0	26.0	D	WROK
4. WKMQ-F (O)	30/ 8.2	9.3	9.0	9.5	10.7	----	41/590	464/19.9	19.8	22.0	C	WKMQ-F
5. WRWC-F (AC)	26/ 7.1	8.3	6.4	8.7	7.4	----	42/533	339/14.5	17.3	16.1	C	WRWC-F
6. WGN (T/FS)	25/ 6.8	6.7	5.9	4.1	6.1	----	51/714	337/14.5	13.9	13.3		WGN
7. WRRR (BB)	17/ 4.6	2.7	3.8	2.4	1.3	----	21/186	172/ 7.4	5.2	7.7	A	WRRR
8. WSJY-F (SAC)	9/ 2.5	2.4	2.8	2.2	1.8	----	22/281	138/ 5.9	5.5	7.3		WSJY-F
9. WLUP (T)	9/ 2.5	1.1	0.5	1.4	1.5	----	14/141	81/ 3.5	2.1	3.7		WLUP
10. WJVL-F (C)	8/ 2.2	4.8	5.4	4.3	2.8	----	64/750	177/ 7.6	11.0	9.5	A	WJVL-F
11. WQFL-F (REL)	7/ 1.9	1.6	1.8	1.9	3.3	----	8/179	131/ 5.6	6.7	7.2	A	WQFL-F
12. WBBM (N)	6/ 1.6	2.7	2.0	0.8	0.5	----	13/320	170/ 7.3	8.2	8.2		WBBM
13.												
14.												
15.												

12+ FM SHARE (METRO): 64.31% (200 of 311) (SPG 91: 67.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOK-F>>	1 WXRX-F>>	1 WXRX-F>	1 WXRX-F	1 WXRX-F	1 WROK >	1 WROK	1 WXRX-F>	1 WXRX-F	1 WXRX-F	1 WGN
2 WXRX-F	2 WZOK-F>>	2 WZOK-F>	2 WZOK-F	2 WZOK-F	2 WGN	2 WZOK-F	2 WZOK-F>	2 WZOK-F>	2 WZOK-F>	2 WXRX-F>
3	3 WRWC-F>	3 WKMQ-F	3 WKMQ-F	3 WKMQ-F	3 WKMQ-F	3 WXRX-F	3 WROK	3 WROK <	3 WROK	3 WROK >
4	4 WKMQ-F	4 WRWC-F	4 WRWC-F	4 WRWC-F	4 WRRR	4 WGN	4 WRWC-F	4 WKMQ-F	4 WGN >	4 WZOK-F
5	5	5 WROK	5 WROK	5 WROK	5 WZOK-F	5 WKMQ-F	5 WKMQ-F>	5 WGN	5	5
6	6	6	6	6	6 WRWC-F	6 WRWC-F>>	6	6 WRWC-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 WXRX-F	1 WZOK-F	1 WZOK-F>	1 WZOK-F	1 WZOK-F>	1 WXRX-F>>	1 WXRX-F>>	1 WXRX-F>>	1 WXRX-F>>	1 WXRX-F>>
2 WZOK-F	2 WXRX-F>>	2 WXRX-F>	2 WXRX-F>	2 WRWC-F	2 WZOK-F	2 WZOK-F	2 WZOK-F	2 WZOK-F	2 WZOK-F
3	3 WRWC-F	3 WRWC-F	3 WKMQ-F	WROK	3	3 WRWC-F	3 WRWC-F	3 WKMQ-F	WKMQ-F
4	4 WKMQ-F	4	4 WRWC-F	WKMQ-F>	4	4	4	4 WRWC-F	4 WRWC-F
5	5	5	5 WROK	5 WXRX-F	5	5	5	5	5 WROK

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		57 (2)	57 (2)	18.3	21.5	WBEL 1380 South Beloit	1.1/2.1/ 15/ 194
AOR/CLASSIC		63 (2)	63 (2)	20.3	13.3	WNTA 1150 Rockford	0.8/3.2/ 3/ 79
AC/OLDIES		56 (2)	56 (2)	18.0	18.1	WXXQ-F 98.5 Freeport/Rckfrd	1.4/6.1/ 28/ 441
FULL SVC/VARIETY	43 (2)		43 (2)	13.8	14.8	WLS 890 Chicago	0.8/3.3/ 13/ 199
COUNTRY		8 (1)	8 (1)	2.6	7.3	WMAQ 670 Chicago	1.4/5.2/ 12/ 346
BLACK/URBAN					4.2	WWBZ-F 103.5 Chicago	0.5/2.1/ 13/ 229
SAC/EZ		9 (1)	9 (1)	2.9			
NEWS/TALK	51 (6)		51 (6)	16.4	11.8		
NOSTALGIA	17 (1)		17 (1)	5.5	4.5		
RELIGION/GOSPEL		7 (1)	7 (1)	2.3	2.1		
SPANISH					0.9		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	111 (9)	200 (9)	311 (18)				

RADIO STATIONS

WNTA , 1150,	1 KW/60 KW (DA-1), News	CNN, \$10.00 (Christal)	Midwest Family
WROK , 1440,	5 KW/500 W (DA-D), Full Service	NBC-T ABC, \$40.00 (Mc-Guild)	
WRRR , 1330,	1 KW/ 91 W (DA-1), Nostalgia	SMN, \$12.00 (Katz)	
WKMQ-F, 95.3,	1 KW @ 512 , Oldies	, \$30.00 (Christal)	Midwest Family
WQFL-F, 100.9,	3 KW @ 300 , Religion	UPI, \$10.00 (---)	
WRWC-F, 103.1,	1 KW @ 525 , AC	UNISUP, \$17.00 (K & P)	(ROCKTON)
WXRX-F, 104.9,	4 KW @ 400 , AOR	SOURCE, \$28.00 (Katz)	(BELVIDERE)
WZOK-F, 97.5,	50 KW @ 430 , CHR	, \$42.00 (Mc-Guild)	
WJVL-F, 99.9,	11 KW @ 502 , Country	, \$15.00 (---)	(JANFVILLE, VT)

WSJY-F -- see Madison

Other ranked stations -- see Chicago

Miscellaneous: WKKN to WNTA (Jan) and format from Country to News/Talk . . .

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1,274,900
 MSA Rank/Pop: 30/1,480,000
 ADI # 19
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 32/23
 Diaries: 1498/851:1/46.0%
 Sample Target: 1480
 % Below Line: 7.2
 % Not Listed: 16.5

1991 Revenue: \$55,000,000
 HH Inc.: \$37,407
 Retail \$: 11.9 Bil
 Pop per Station: 55,430
 #1 Biller: KRAK-AF \$10,400,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KFBK (N/T)	225/10.7	11.8	12.5	10.7	10.6	11.4	271/3514	2851/22.4	22.3	22.4	H	KFBK
2. KSFM-F (CHR)	163/ 7.7	8.0	7.7	6.3	6.7	7.4	201/3057	2310/18.1	18.3	18.3	F	KSFM-F
3. KRAK-F (C)	131/ 6.2	8.6	11.4	9.4	9.7	8.9	185/3016	2209/17.3	20.8	18.1	I	KRAK-F
4. KSEG-F (CL AOR)	126/ 6.0	5.6	4.5	5.2	3.8	5.3	157/2156	1621/12.7	12.7	9.8	D	KSEG-F
5. KYMX-F (SAC)	125/ 5.9	4.5	4.4	5.7	4.9	5.1	143/2215	1898/14.9	12.9	13.9	D	KYMX-F
6. KGBY-F (AC)	115/ 5.5	4.3	3.4	4.4	3.8	4.4	135/2387	1999/15.7	10.2	9.9	D	KGBY-F
7. KRXQ-F (AOR)	111/ 5.3	7.3	6.0	6.6	6.9	6.3	155/2005	1612/12.6	15.5	13.7	F	KRXQ-F
8. KNCI-F (C)	107/ 5.1	3.4	2.4	2.7	3.4	3.4	125/2315	1851/14.5	11.8	12.3	E	KNCI-F
9. KXOA-F (AC)	106/ 5.0	4.6	6.7	5.6	4.6	5.5	139/2264	1844/14.5	16.5	14.2	G	KXOA-F
10. KWOD-F (CHR)	67/ 3.2	3.5	3.9	4.5	3.3	3.8	80/1653	1227/ 9.6	11.7	12.0	C	KWOD-F
11. KCTC (BB/EZ)	62/ 2.9	3.8	2.9	2.8	2.8	3.1	70/961	836/ 6.6	6.4	6.9	B	KCTC
12. KRAK (C)	57/ 2.7	2.5	2.2	2.9	2.4	2.6	114/1340	755/ 5.9	6.2	6.0		KRAK
13. KHYL-F (O)	54/ 2.6	4.4	3.4	5.5	4.8	4.0	80/1978	1337/10.5	11.0	12.3	E	KHYL-F
14. KQPT-F (J)	50/ 2.4	3.1	2.8	3.2	4.0	2.9	58/1195	1058/ 8.3	8.2	9.0	D	KQPT-F
15. KFRC (BB)	36/ 1.7	0.9	1.9	1.2	1.7	1.4	97/1075	601/ 4.7	4.8	4.7		KFRC
16. KGO (N/T)	30/ 1.4	1.4	1.3	1.7	1.7	1.5	114/1273	501/ 3.9	5.1	4.6		KGO
17. KNBR (T)	27/ 1.3	1.5	---	1.0	1.3	0.9	81/1680	627/ 4.9	0.0	4.7		KNBR
18.												
19.												
20.												

12+ FM SHARE (METRO): 70.57% (1242 of 1760) (SPG 91: 68.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F >>	1 KSFM-F <	1 KSEG-F	1 KSEG-F	1 KFBK	1 KFBK >>	1 KFBK >>	1 KFBK >>	1 KSFM-F	1 KSFM-F <	1 KFBK >>
2 KWOD-F	2 KRXQ-F <	2 KGBY-F	2 KFBK	2 KSEG-F	2 KRAK-F	2 KSFM-F	2 KSFM-F <	2 KFBK <	2 KRXQ-F	2 KRAK-F
3 KRXQ-F	3 KSEG-F	3 KSFM-F	3 KGBY-F	3 KYMX-F	3 KYMX-F	3 KRAK-F	3 KYMX-F	3 KRAK-F <	3 KYMX-F	3 KRAK
4	4 KGBY-F >	KRXQ-F	4 KYMX-F	4 KGBY-F	4 KXOA-F <	4 KSFG-F	4 KGBY-F	4 KYMX-F	4 KWOD-F <	4 KSEG-F <
5	5 KYMX-F	5 KFBK <	5 KXOA-F	5 KXOA-F <	5 KNCI-F <	KGBY-F <	5 KSEG-F	5 KGBY-F <	5 KNCI-F	5 KYMX-F >
6	6 KWOD-F <	6 KXOA-F <	6 KRAK-F	6 KRAK-F	6 KCTC	6 KXOA-F	6 KRAK-F	6 KSEG-F	6 KRAK-F	6 KGBY-F
7	7 KRAK-F	7 KYMX-F <	7 KNCI-F <	7 KNCI-F	7	7 KYMX-F	7 KXOA-F	7 KNCI-F <	7 KFBK	7 KNCI-F
8	8 KXOA-F	8 KRAK-F	8 KRXQ-F	8	8	8 KRXQ-F <	8	8 KXOA-F <	8	8 KXOA-F
9	KFBK	9 KNCI-F	9	9	9	9	9	9	9	9 KRXQ-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 KRXQ-F	1 KSFM-F <	1 KGBY-F	1 KXOA-F	1 KYMX-F	1 KSFM-F	1 KSEG-F <	1 KSEG-F >	1 KSEG-F	1 KFBK
2 KSFM-F >	2 KYMX-F	2 KSEG-F	2 KSEG-F	2 KSEG-F	2 KRXQ-F	2 KRXQ-F	2 KFBK	2 KFBK	2 KSEG-F
3 KXOA-F	3 KRXQ-F	KSEG-F	3 KGBY-F	KFBK <	3 KWOD-F	3 KSFM-F	3 KGBY-F	3 KRXQ-F <	3 KGBY-F
4 KGBY-F	4 KSEG-F	4 KSFM-F	4 KYMX-F	4 KXOA-F <	KSEG-F >	4 KGBY-F	4 KRXQ-F	4 KGBY-F	4 KYMX-F
5 KWOD-F	5 KXOA-F	5 KXOA-F	KSFM-F	5 KRAK-F	5 KRAK-F	5 KFBK	5 KYMX-F	5 KSFM-F	5 KNCI-F
KNCI-F	6 KYMX-F	6 KRXQ-F	6 KRAK-F	6 KGBY-F	6 KGBY-F	6 KWOD-F	6 KSFM-F	6 KYMX-F <	6
7 KSEG-F	7 KRAK-F	KRAK-F	7 KRXQ-F <	7 KSFM-F <	7 KNCI-F	7 KYMX-F	7	7 KRAK-F	7
8 KYMX-F	8 KNCI-F	8	8 KNCI-F	8 KNCI-F	8	8	8	8 KNCI-F	8
KRAK-F	9	9	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
TOP 40/CHR/CONTEMP		237 (3)	237 (3)	13.5	11.5	KFIA 710 Carmichael	0.5/2.2/ 15/ 415	
AOR/CLASSIC		244 (3)	244 (3)	13.9	17.7	KFIA-F 101.9 Shngle Sp/Scrmnt	0.7/2.1/ 17/ 385	
AC/OLDIES	36 (2)	282 (4)	318 (6)	18.1	24.0	KQBR-F 105.5 Davis/Scrmnto	0.5/3.1/ 13/ 465	
FULL SVC/VARIETY						KRFD-F 99.9 Marysville	0.6/2.2/ 31/ 665	
COUNTRY	57 (1)	238 (2)	295 (3)	16.8	13.9	KRLT-F 93.9 S L/Tahoe	0.3/0.7/ 12/ 129	
BLACK/URBAN						KSMJ 1380 Sacramento	1.0/3.5/ 23/ 497	
SAC/EZ	62 (1)	153 (3)	215 (4)	12.2	0.4	KXOA 1470 Sacramento	0.7/2.6/ 14/ 338	
NEWS/TALK	292 (4)		292 (4)	16.6	15.5	KRCX-AA 1110 Roseville/Scrmnt	0.9/1.9/243/ 537	
						NOSTALGTA 36 (1)	36 (1)	
5.2								
RELIGION/GOSPEL	10 (1)	14 (1)	24 (2)	1.4	2.0	KBEE-F 103.3 Modesto/Stcktn	0.9/1.2/ 58/ 662	
SPANISH	25 (3)		25 (3)	1.4	4.2	KCBS 740 San Francisco	0.5/2.6/ 39/ 979	
CLASSICAL					0.5	KCVR 1570 Lodi/Stockton	0.3/0.6/ 28/ 283	
JAZZ/NEW AGE		50 (1)	50 (1)	2.8	4.6	KMEL-F 106.1 San Francisco	0.3/1.9/ 62/ 907	
UNKNOWN/OTHERS		24 (2)	24 (2)	1.4	0.5	KOIT-F 96.5 San Francisco	0.4/1.3/ 18/ 321	
						KRDR-F 97.3 San Francisco	0.3/1.3/ 35/ 606	
	518 (13)	1242 (19)	1760 (32)					

SACRAMENTO

RADIO STATIONS

AM STATIONS

KCTC	,	1320,	5 KW (DA-2)	,	EZ/Nostalgia UNIULT UNISUP,	\$ 31.00	(Christal)	Tribune Co.
KFBK	,	1530,	50 KW (DA-2)	,	News/Talk ABC APR,	\$159.00	(Group W)	Westinghouse
KRAK	,	1140,	50 KW (DA-2)	,	SEE KRAK-FM			
KRCX	,	1110,	5 KW/500 W (DA-2),	,	Hispanic	\$ 39.00	(Katz Hisp.)	Fuller-Jeffrey
KSAC	,	1240,	1 KW	,	Sports	\$ 25.00	(K & P)	
KSMJ	,	1380,	5 KW (DA-2)	,	Oldies	SMN, \$ NA	(MMR)	Booth
KXOA	,	1470,	5 KW/1 KW (DA-2)	,	Oldies	\$ 27.00	(Banner)	Brown

FM STATIONS

KGBY-F,	92.5,	50 KW @ 449	,	AC		\$ 57.00	(Group W)	Westinghouse
KHYL-F,	101.1,	36 KW @ 173	,	Oldies		\$ 61.00	(Eastman)	American Media
KNCI-F,	98.5,	50 KW @ 500	,	Country		\$ 60.00	(Mc-Guild)	Nationwide
KQPT-F,	100.5,	115 KW @ 380	,	Jazz/NAC	SOURCE,	\$ 59.00	(CBS)	Duchossois
KRAK-F,	105.1,	50 KW @ 500	,	Country		\$190.00	(Katz)	EZ
KRXQ-F,	93.7,	25 KW @ 298	,	AOR		\$ 95.00	(Torbet)	Fuller-Jeffrey
KSEG-F,	96.9,	50 KW @ 500	,	Classic AOR	ABC,	\$ 58.00	(Christal)	Great American
KSFM-F,	102.5,	50 KW @ 500	,	CHR		\$ 81.00	(MMR)	Booth
KWOD-F,	106.5,	50 KW @ 500	,	CHR	CBS ABC,	\$ 46.00	(HNWH)	
KXOA-F,	107.9,	50 KW @ 404	,	AC		\$140.00	(Banner)	Brown
KYMX-F,	96.1,	50 KW @ 476	,	Soft AC/EZ		\$ 65.00	(Christal)	Tribune Co.

Miscellaneous: KZAP-F to KNCI-F (Feb) and format from AOR to Country . . . KAHI, KHYL-F sold to American Media by Parker for \$6,000,000 (E) MVP . . .

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 115/324,500
 MSA Rank/Pop: 120/408,000
 ADI # 56 (w/Flint)
 Average Person Ratings: 17.0
 Market TSL: 22.25 hours

Stations: 22/14
 Diaries: 880/369:1/54.6%
 Sample Target: 820
 % Below Line: 8.3
 % Not Listed: 13.4

1991 Revenue: \$10,400,000
 HH Inc.: \$30,637
 Retail \$: 3.0 Bill
 Pop per Station: 23,179
 #1 Biller: WIOG-F \$2,300,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WKCQ-F (C)	67/12.2	14.3	11.8	13.3	12.3	12.9	145/2008	868/26.7	25.4	27.3	C	WKCQ-F
2. WSGW (FS)	59/10.7	10.0	12.2	11.2	8.5	11.0	73/873	683/21.0	24.4	19.2	D	WSGW
3. WHNN-F (O)	51/ 9.3	10.4	11.1	15.1	11.1	11.5	146/2024	733/22.6	27.4	24.7	C	WHNN-F
4. WIOG-F (CHR)	47/ 8.5	8.5	11.7	15.8	15.0	11.1	169/2865	847/26.1	32.1	38.6	D	WIOG-F
5. WGER-F (SAC)	45/ 8.2	7.9	6.8	6.0	7.8	7.2	49/630	526/16.2	16.2	15.6	B	WGER-F
6. WKQZ-F (AOR)	36/ 6.5	9.2	7.0	9.6	10.9	8.1	75/1176	535/16.5	17.5	21.6	C	WKQZ-F
7. WTCF-F (CHR)	31/ 5.6	3.3	1.3	1.5	0.5	2.9	34/553	476/14.7	4.4	4.2	A	WTCF-F
8. WTLZ-F (B)	28/ 5.1	5.3	5.3	5.3	7.0	5.3	36/564	366/11.3	10.3	12.1	B	WTLZ-F
9. WIXC-F (C)	18/ 3.3	2.5	---	---	---	1.5	21/318	245/ 7.6	0.0	0.0		WIXC-F
WCEN-F (C)	18/ 3.3	1.6	2.1	1.5	---	2.1	70/881	281/ 8.7	5.2	0.0	B	WCEN-F
11. WJR (FS)	12/ 2.2	2.1	2.6	1.2	0.9	2.0	77/1137	243/ 7.5	8.5	6.4		WJR
12. WFDF (BB)	11/ 2.0	2.1	2.4	2.8	2.2	2.3	64/654	168/ 5.2	8.0	4.8		WFDF
WKNX (BB)	11/ 2.0	4.0	1.9	1.2	1.7	2.3	15/242	157/ 4.8	4.7	3.7	A	WKNX
WBTZ-F (AC)	11/ 2.0	---	1.1	0.9	0.3	1.0	23/339	185/ 5.7	3.2	2.4	A	WBTZ-F

12+ FM SHARE (METRO): 78.62% (375 of 477) (SPG 91: 82.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTCF-F>	1 WKCQ-F<	1 WHNN-F<	1 WHNN-F	1 WHNN-F	1 WSGW	1 WSGW	1 WKCQ-F<	1 WKCQ-F	1 WKCQ-F	1 WKCQ-F>
2 WIOG-F>	2 WGER-F	2 WKQZ-F	2 WKQZ-F	2 WKQZ-F	2 WKQZ-F	2 WKQZ-F>	2 WGER-F<	2 WHNN-F<	2 WTCF-F	2 WSGW
3 WTLZ-F	3 WKQZ-F	3 WIOG-F<	3 WGER-F	3 WGER-F	3 WHNN-F>	3 WIOG-F	3 WHNN-F	3 WIOG-F	3 WSGW >	3 WTLZ-F
4	4 WGER-F	4 WGER-F	4 WKQZ-F	4 WKQZ-F	4 WGER-F	WHNN-F	4 WSGW	4 WSGW	4 WKQZ-F	4
5	5 WTCF-F	5 WKQZ-F>	5 WIOG-F>	5 WIOG-F>	5	5 WGER-F>	5 WIOG-F	5 WGER-F	5 WTLZ-F<	5
6	6 WHNN-F	6 WTLZ-F	6 WSGW	6 WSGW	6	6	6 WKQZ-F	6 WKQZ-F	6 WIOG-F	6
7	7 WTLZ-F	7 WTCF-F	7	7	7	7	7	7 WTCF-F	7 WGER-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 WTCF-F>	1 WIOG-F	1 WGER-F	1 WHNN-F	1 WHNN-F<	1 WKQZ-F	1 WKQZ-F	1 WKQZ-F>	1 WKQZ-F	1 WKQZ-F
2 WIOG-F>>	2 WGER-F	2 WKQZ-F	2 WGER-F	2 WGER-F	WKQZ-F	2 WKQZ-F	2 WKQZ-F>	2 WKQZ-F	WHNN-F
3 WTLZ-F	3 WKQZ-F>	3 WIOG-F>	3 WKQZ-F	3 WKQZ-F	WIOG-F	3 WIOG-F>	3 WSGW	3 WHNN-F>	3 WKQZ-F>
4	4 WTCF-F	4 WKQZ-F	4 WIOG-F>	4 WIOG-F	4 WTLZ-F	4 WTLZ-F	4 WTLZ-F	4 WTLZ-F	4 WGER-F
5	5 WIXC-F	5 WHNN-F	5 WTLZ-F	5	5 WBTZ-F>	WTCF-F	5 WTCF-F	5 WGER-F	5 WSGW
6	6 WGER-F	6 WHNN-F	6 WIXC-F	6 WTCF-F	6 WTCF-F	WHNN-F	WIOG-F	6	6 WIOG-F
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	WCEN-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		84 (3)	84 (3)	17.6	20.9	WMPX 1490 Midland	0.4/2.3/ 4/ 90		
AOR/CLASSIC		36 (1)	36 (1)	7.5	12.6	WSAM 1400 Saginaw/BayCity	1.3/5.1/ 7/ 178		
AC/OLDIES	7 (1)	66 (4)	73 (5)	15.3	27.0				
FULL SVC/VARIETY	73 (3)		73 (3)	15.3	10.8	WCFX-F 95.3 Clare/Mt Plsnt	0.4/1.9/ 22/ 329		
COUNTRY		103 (3)	103 (3)	21.6	14.6	WCRZ-F 107.9 Flint	0.4/2.4/120/1344		
BLACK/URBAN		39 (3)	39 (3)	8.2	9.5	WDZZ-F 92.7 Flint	0.9/3.1/ 81/ 809		
SAC/EZ		45 (1)	45 (1)	9.4		WOWE-F 98.9 Vassar	1.1/3.0/ 13/ 218		
NEWS/TALK						WUPS-F 98.5 Houghtn Lk/Mt P	0.4/1.7/ 16/ 205		
NOSTALGIA	22 (2)		22 (2)	4.6	4.5	WWCK-F 105.5 Flint	1.1/7.5/ 76/1337		
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4					
	102 (6)	375 (16)	477 (22)						

SAGINAW-BAY CITY-MIDLAND

RADIO STATIONS

WUNI, 1460,		, NEWS	CNN, \$	13.00 (---)	
WKNX, 1210,	10 KW (DAYS)	, NOSTALGIA		\$ 10.00 (Patt)	
WSAM, 1400,	1 KW (DA-2)	, OLDIES	ABC, \$	12.00 (Christal)	MacDonald
WSGW, 790,	5 KW/1 KW (DA-2),	FULL SERVICE	NBC, MBS, \$	36.00 (Katz)	Booth
WCEN-F, 94.5,	100 KW @ 981,	COUNTRY	UNISUP, MBS, \$	19.00 (Patt)	(MT. PLEASANT)
WGER-F, 106.3,	2 KW @ 380,	SOFT AC	MBS, \$	28.00 (McGuild)	
WHNN-F, 96.1,	100 KW @ 1020,	OLDIES	UNIULT, \$	54.00 (Eastman)	Liggett
WIOG-F, 102.5,	86 KW @ 800,	CHR	ABC, SOURCE, \$	55.00 (Katz)	Booth
WKCQ-F, 98.1,	50 KW @ 492,	COUNTRY	ABC, \$	41.00 (Christal)	MacDonald
WKQZ-F, 93.3,	38 KW @ 554,	AOR	UNIPWR ABC, \$	29.00 (Banner)	
WBTZ-F, 100.9,	2.6 KW @ 500,	AC		\$ 13.00 (Banner)	(PINCONNING)
WTCF-F, 100.5,	3 KW @ 328,	CHR	CNN, \$	10.00 (---)	(CARROLLTON)
WTLZ-F, 107.1,	5 KW @ 398,	BLACK	SBN, \$	20.00 (Roslin)	Taylor
WIXC-F, 97.3,	3 KW @ 328,	COUNTRY		\$ NA (Durpett1)	(ESSEXVILLE)

Other Ranked Stations - See Flint and Detroit

Miscellaneous: WMJT-F to WBKZ-F (June) . . .

ST. LOUIS

Arbitron Rank/Pop (12+): 18/2,019,100

Stations: 29/29

1991 Revenue: \$65,300,000

MSA Rank/Pop: 14/2,490,000

Diaries: 1968/1026:1/53.2%

HH Inc.: \$35,186

ADI # 18

Sample Target: 1940

Retail \$: 19.0 Btl

Average Person Ratings: 17.8

% Below Line: 0.0

Pop per Station: 69,624

Market TSL: 23.25 hours

% Not Listed: 6.7

#1 Biller: KMOX \$19,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KMOX (T/FS)	681/19.0	18.7	17.1	19.4	18.6	18.5	779/8569	7427/36.8	37.1	35.9	J	KMOX
2. WIL -F (C)	321/ 9.0	6.7	6.7	7.7	5.5	7.5	390/4255	3237/16.0	15.5	13.5	F	WIL -F
3. KSHE-F (AOR)	301/ 8.4	7.3	8.8	9.7	8.3	8.6	374/4810	3879/19.2	19.3	19.2	H	KSHE-F
4. KMJM-F (B)	261/ 7.3	7.0	7.4	7.1	6.9	7.2	261/2545	2516/12.5	11.9	12.0	G	KMJM-F
5. KYKY-F (AC)	200/ 5.6	5.1	6.2	5.9	5.7	5.7	219/3657	3328/16.5	17.7	15.8	H	KYKY-F
6. KSD -F (CL AOR)	192/ 5.4	5.2	5.9	5.7	5.9	5.6	215/3899	3503/17.3	17.7	16.5	E	KSD -F
7. KEZK-F (SAC)	149/ 4.2	4.8	4.4	3.5	5.0	4.2	161/2430	2194/10.9	14.0	13.5	G	KEZK-F
8. WKBQ-F (CHR)	128/ 3.6	4.8	5.0	4.3	5.2	4.4	154/3525	3004/14.9	16.8	17.8	D	WKBQ-F
9. KLOU-F (C)	123/ 3.4	4.8	3.4	4.0	4.5	3.9	143/3085	2631/13.0	12.9	16.3	E	KLOU-F
10. WKXX-F (D)	99/ 2.8	2.8	2.6	2.8	2.5	2.8	117/1761	1484/ 7.3	6.7	6.1	C	WKXX-F
11. KFUF-F (CL)	99/ 2.8	2.6	2.1	1.9	1.9	2.3	99/1575	1530/ 7.6	6.3	6.4	B	KFUF-F
12. WRTH (BB)	75/ 2.1	1.6	2.4	1.2	1.8	1.8	79/832	822/ 4.1	4.8	4.2	G	WRTH
13. KATZ-F (B)	70/ 2.0	1.4	1.4	1.2	1.0	1.5	70/1094	1094/ 5.4	4.8	4.9	B	KATZ-F
14. KHTK-F (CHR)	66/ 1.8	2.1	2.5	3.2	2.3	2.4	72/2138	1928/ 9.5	11.6	8.8	C	KHTK-F
15. KXOK (B)	62/ 1.7	1.5	1.2	1.8	1.4	1.5	63/982	968/ 4.8	3.4	3.1	A	KXOK
16. WFXB-F (AOR)	56/ 1.6	1.6	1.5	1.2	2.2	1.5	57/1044	1004/ 5.0	6.4	7.9	C	WFXB-F
17. WCBW-F (REL)	52/ 1.5	0.7	0.7	0.7	0.9	0.9	52/794	754/ 3.7	2.8	3.1	A	WCBW-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 65.70% (2197 of 3344) (SPG 91: 65.07%)

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 KSD -F <	2 KMOX	2 KMOX	2 KSHE-F	2 WIL -F >	2 WIL -F >	2 WIL -F	2 KSHE-F	2 KMJM-F >	2 KMJM-F <
3 KHTK-F	3 KMJM-F	3 KSD -F	3 WIL -F <	3 WIL -F	3 KEZK-F	3 KSHE-F	3 KSHE-F	3 WIL -F	3 KSHE-F >	3 WIL -F >
4 KSHE-F	4 KYKY-F >	4 KMJM-F <	4 KSD -F <	4 KSD -F <	4 KLOU-F	4 KMJM-F <	4 KYKY-F	4 KMJM-F	4 WIL -F >	4 KSHE-F <
5	5 KMOX <	5 KYKY-F <	5 KYKY-F	5 KYKY-F	5 KYKY-F	5 KYKY-F	5 KSD -F <	5 KSD -F <	5 WKBQ-F	5 WRTH
6	6 WIL -F	6 WIL -F >	6 KMJM-F >	6 KMJM-F	6 KFUO-F	6 KSD -F	6 KEZK-F	6 KYKY-F	6 KSD -F <	6
7	7 WKBQ-F	7 KLOU-F	7 KLOU-F	7 KLOU-F <	7	7 WKBQ-F	7 KMJM-F >	7 KEZK-F	7 KYKY-F	7
8	8	8 KEZK-F	8 KEZK-F	8 KEZK-F	8	8	8	8 KLOU-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 KSHE-F	1 KYKY-F	1 KYKY-F	1 KYKY-F	1 WIL -F <	1 KSHE-F >>	1 KSHE-F >>	1 KSHE-F >	1 KSHE-F >	1 KMOX
KMJM-F	KMJM-F <	2 KMJM-F <	2 KMJM-F <	2 KMOX <	2 KMJM-F >	2 KSD -F	2 KSD -F	2 KMOX	2 KSHE-F >
3 WKBQ-F	3 KSHE-F	3 KSD -F	3 WIL -F	3 KYKY-F	3 KSD -F	3 KMOX	3 KMOX >	3 KSD -F	3 KSD -F
4 KYKY-F	4 KSD -F	4 WIL -F	4 KSHE-F	4 KMJM-F	4 WKBQ-F	4 KMJM-F >	4 KMJM-F	4 KMJM-F	4 WIL -F >
KSD -F >	5 WIL -F	5 KSD -F >	5 KSD -F	5 KEZK-F <	5 KYKY-F	5 KYKY-F >	5 KYKY-F	5 WIL -F	5 KMJM-F
6 KEZK-F	6 WKBQ-F >	6 KMOX	6 KMOX	6 KSD -F <	KHTK-F	6 KASP	KASP	6 KYKY-F	6 KYKY-F
7 WIL -F	7 KMOX	7	7 KEZK-F	7 KSHE-F <	7	7	7	7 KLOU-F	7 KLOU-F
8	8 KEZK	8	8 KLOU-F	8 KLOU-F	8	8	8	8	8
9	9	9	9 WKBQ-F	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME			
TOP 40/CHR/CONTEMP		194 (2)	194 (2)	5.8	8.0	KASP	1380	St. Louis	1.1/2.7/	38/ 544
AOR/CLASSIC		589 (4)	589 (4)	17.6	15.1	KATZ	1600	St. Louis	1.2/4.1/	43/ 822
AC/OLDIES		323 (2)	323 (2)	9.7	17.0	KEZK	590	Wood River/St.L	0.8/2.9/	29/ 576
FULL SVC/VARIETY	40 (1)		40 (1)	1.2	1.5	KFXB-F	105.7	Ste. Genve/St.L	1.1/5.1/	54/1361
COUNTRY	48 (1)	420 (2)	468 (3)	14.0	10.3	KIRL	1460	St. Charles/StL	0.6/1.9/	20/ 383
BLACK/URBAN	105 (2)	331 (2)	436 (4)	13.0	10.8	KRJV-F	96.3	St. Louis	1.1/5.1/	50/1115
SAC/EZ	29 (1)	189 (2)	218 (3)	6.5	6.4	KSIV	1320	Clayton/St.Ls	0.5/1.8/	18/ 389
NEWS/TALK	736 (3)		736 (3)	22.0	19.9	KUSA	550	St. Louis	1.3/4.2/	64/1250
NOSTALGIA	112 (2)		112 (2)	3.3	4.1	WESL	1490	E. St. Louis	1.1/2.7/	40/ 551
RELIGION/GOSPEL	77 (3)	52 (1)	129 (4)	3.9	3.1	WEW	770	St. Louis	1.0/2.8/	58/ 702
SPANISH						WGNU	920	Granite City	0.5/1.6/	17/ 332
CLASSICAL		99 (1)	99 (1)	3.0	2.1	WIBV	1260	Belleville	1.1/3.2/	41/ 656
JAZZ/NEW AGE					1.1					
UNKNOWN/OTHERS					0.7					
	1147 (13)	2197 (16)	3344 (29)							

ST. LOUIS

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (DA-N)	, BLACK	SBN NBN, \$ 35.00 (K & P)	Interurban
KEZK, 59,	1 KW (DA-2)	, SEE KEZK-FM		
KMOX, 1120,	50 KW	, TALK/FULL SERVICE	CBS, \$ 322.00 (CBS)	CBS
KSIV, 1320,	5 KW/125 W	, RELIGION	, \$ 19.00 (---)	Bott
KUSA, 550,	5 KW (DA-N)	, COUNTRY OLDIES	MBS, \$ 40.00 (McGuild)	Gannett
KXOK, 630,	5 KW (DA-2)	, BLACK	, \$ 30.00 (Torbet)	
KXEN, 1010,	50 KW (DAYS, DA)	, RELIGION	, \$ 24.00 (---)	Mid America Gospel
WESL, 1490,	700 W/1 KW (DA-1),	GOSPEL	SBN UNIULT, \$ 23.00 (K & P)	Willis
WEW, 770,	1 KW (DAYS)	, NOSTALGIA	, \$ 26.00 (Roslin)	
WIBV, 1260,	5 KW (DA-2)	, MOR	MBS, NBC-T, \$ 20.00 (---)	
WRTH, 1430,	5 KW (DA-2)	, NOSTALGIA	UNISUP ABC, \$ 40.00 (Eastman)	Heritage
KASP, 1380,	5 KW/1 KW (DA-2)	, SPORTS	, \$ 24.00 (Katz)	Evergreen

FM STATIONS

KATZ, 100.3,	50 KW @ 489,	BLACK	NBN, \$ 36.00 (K & P)	Interurban
KEZK, 102.5,	100 KW @ 1027,	SOFT AC/EZ	UNIULT, \$ 79.00 (MMR)	Adams
KFUO, 99.1,	100 KW @ 1027,	CLASSICAL	NBC, \$ 43.00 (CMBS)	
KFXB, 105.7,	100 KW @ 1374,	AOR	, \$ 42.00 (Durpetti)	(ST. GENEVIEVE)
WFXB, 101.1,	50 KW @ 594,	AOR	, \$ NA (Torbet)	River Cities
KHTK, 97.1,	100 KW @ 561,	CHR	, \$ 38.00 (Torbet)	Frischling
KLOU, 103.3,	100 KW @ 918,	OLDIES	CBS, \$ 78.00 (CBS)	CBS
KMJM, 107.7,	100 KW @ 1027,	BLACK	, \$ 100.00 (McGuild)	Noble
KRJV, 96.3,	100 KW @ 551,	SOFT AC	, \$ 46.00 (Banner)	
KSD, 93.7,	100 KW @ 859,	CLASSIC AOR	, \$ 112.00 (McGuild)	Gannett
KSHE, 94.7,	100 KW @ 1027,	AOR	, \$ 156.00 (HNWH)	Emmis
KYKY, 98.1,	100 KW @ 541,	AC	, \$ 139.00 (MMR)	EZ
WCBW, 104.9,	4 KW @ 400,	RELIGION	, \$ 21.00 (---)	Universal
WIL, 92.3,	100 KW @ 1020,	COUNTRY	ABC, \$ 90.00 (Eastman)	Heritage
WKBQ, 106.5,	90 KW @ 1027,	CHR	, \$ 64.00 (Katz)	Evergreen
WKXX, 104.1,	39 KW @ 551,	COUNTRY	, \$ 46.00 (Banner)	(JERSEYVILLE, IL)

Miscellaneous: KGLD changes to KASP and format from Oldies to Sports/Talk (Jan) . . . KASP, WKBQ-F from Chase to Evergreen . . .

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 76/495,200 Stations: 38/20 1991 Revenue: \$11,900,000
 MSA Rank/Pop: 134/362,300 (Monterey) Diaries: 998/496:1/48.9% HH Inc.: \$39,277
 188/234,400 (Santa Cruz) Sample Target: 970 Retail \$: 4.5 Bill
 ADI # 111 % Below Line: 23.8 Pop per Station: 24,760
 Average Person Ratings: 18.2 % Not Listed: 16.3 #1 Biller: KDON-AF \$2,000,000
 Market TSL: 24.25 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4. Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KDON-F (CHR)	99/11.0	9.9	11.8	9.6	11.7	10.6	108/1428	1363/27.5	25.4	22.4	D	KDON-F
2. KTOM-F (C)	70/ 7.8	6.0	7.2	7.2	7.8	7.1	70/758	730/14.7	13.0	15.9	C	KTOM-F
3. KTGE (SP)	57/ 6.3	4.0	2.9	2.8	3.1	4.0	57/435	435/ 8.8	6.9	4.8	B	KTGE
4. KGO (N/T)	53/ 5.9	8.2	8.3	9.7	9.0	8.0	57/774	729/14.7	17.1	17.5		KGO
5. KMBY-F (AOR)	43/ 4.8	2.7	3.6	2.4	3.2	3.4	43/627	627/12.7	10.0	10.7	C	KMBY-F
6. KWAU-F (AC)	40/ 4.4	4.7	4.5	4.3	4.9	4.5	40/623	614/12.4	12.5	14.0		KWAU-F
7. KBOQ-F (CL)	37/ 4.1	5.3	2.8	3.3	3.0	3.9	37/485	485/ 9.8	6.8	8.2	B	KBOQ-F
8. KBAY-F (SAC)	27/ 3.0	4.8	5.1	4.0	4.2	4.2	31/476	408/ 8.2	9.9	8.4		KBAY-F
9. KLFA-F (SP)	26/ 2.9	1.8	1.5	2.9	2.2	2.3	26/221	221/ 4.5	1.9	3.9		KLFA-F
10. KTOM (C)	21/ 2.3	---	1.2	1.5	1.8	1.3	21/180	173/ 3.5	3.3	3.8		KTOM
11. KDBQ-F (AC)	20/ 2.2	2.1	3.0	4.2	2.4	2.9	20/445	445/ 9.0	8.6	7.9		KDBQ-F
KUFX-F (CL AOR)	20/ 2.2	3.5	3.5	5.2	6.6	3.6	21/492	472/ 9.5	13.1	14.2		KUFX-F
KPIG-F (C)	20/ 2.2	3.3	2.0	1.8	0.5	2.3	21/326	306/ 6.2	4.8	3.2	A	KPIG-F
14. KRAY-F (SP)	18/ 2.0	2.9	1.8	1.4	2.2	2.0	18/256	246/ 5.0	5.4	4.3	B	KRAY-F
KCTY (SP)	18/ 2.0	3.1	4.7	2.9	3.8	3.2	18/269	269/ 5.4	6.1	5.1		KCTY
KXDC-F (J/NAC)	18/ 2.0	2.1	0.9	1.4	1.8	1.6	18/217	217/ 4.4	3.7	3.3	A	KXDC-F
17. KCBS (N/T)	17/ 1.9	2.5	2.6	2.8	2.2	2.5	20/429	396/ 8.0	9.3	7.6		KCBS
KOCN-F (SAC)	17/ 1.9	3.0	3.7	2.0	2.4	2.7	17/362	326/ 6.6	8.5	7.9	B	KOCN-F
19. KNBR (T)	16/ 1.8	2.1	1.0	3.1	2.2	2.0	17/371	359/ 7.2	6.7	7.4		KNBR
20.												

12+ FM SHARE (METRO): 69.54% (525 of 755) (SPG 91: 68.57%)

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-F	1 KTOM-F	1 KGO	1 KDON-F >	1 KDON-F	1 KDON-F	1 KDON-F >	1 KGO >
2 KTGE	2 KTGE	2 KTOM-F <	2 KDON-F	2 KDON-F	2 KTOM-F	2 KGO	2 KTOM-F	2 KTOM-F >	2 KGO >	2 KRAY-F <
3 KLFA-F	3 KTOM-F	3 KTGE	3 KWAU-F <	3 KWAU-F	3 KBOQ-F	3 KTOM-F <	3 KTGE	3 KMBY-F	3 KTOM-F	3 KXDC-F
4	4 KMBY-F >	4 KMBY-F	4 KMBY-F	4 KMBY-F	4 KDON-F	4 KTGE >	4 KGO	4 KGO	4 KMBY-F	4 KCTY
5	5 KWAU-F	5 KWAU-F	5 KTGE	5 KTGE	5	5	5	5	5	5 KTGE
6	6	6	6	6	6	6	6	6	6	6 KDON-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 KDON-F	1 KDON-F	1 KDON-F	1 KDON-F	1 KDON-F	1 KTGE	1 KMBY-F	1 KMBY-F >	1 KMBY-F <	1 KTOM-F
2 KTGE >	2 KTGE >	2 KTGE	2 KTGE	2 KWAU-F	2 KDON-F >	2 KTGE	2 KTOM-F	2 KTOM-F	2 KMBY-F >
3 KTOM-F	3 KTOM-F >	3 KWAU-F	3 KTOM-F	3 KTOM-F	3 KTOM-F >	3 KDON-F <	3 KRAY-F	3 KDON-F	3 KGO
4 KLFA-F >>	4 KWAU-F	4 KTOM-F >	4 KWAU-F	4 KTGE >	4 KMBY-F	4 KTOM-F	4 KDON-F	4 KTGE	4 KDON-F
5 KOCN-F	5 KMBY-F	5 KMBY-F	5	5 KBOQ-F	5	5	5 KTGE	5	5 KWAU-F
KMBY-F	KLFA-F	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		102 (2)	102 (2)	13.5	14.9	KHIP-F 93.5 Hollister	1.6/6.5/ 17/ 385		
AOR/CLASSIC		82 (5)	82 (5)	10.9	13.9	KKLF-F 104.3 Gonzales/Slinas	0.9/2.6/ 8/ 127		
AC/OLDIES	7 (1)	77 (5)	84 (6)	11.1	15.9	KKMC 840 Gonzales/Slinas	0.4/1.7/ 4/ 85		
FULL SVC/VARIETY					2.6	KLAU 1540 Capitola/Montry	0.8/2.4/ 7/ 118		
COUNTRY	21 (1)	93 (3)	114 (4)	15.1	11.7	KLUE-F 106.3 Soledad/King Ct	0.6/1.1/ 5/ 53		
BLACK/URBAN						KSCO 1080 Santa Cruz/Mntr	1.3/4.0/ 12/ 200		
SAC/EZ		44 (2)	44 (2)	5.8	5.1	KSUR-F 99.5 Greenfield	0.7/2.1/ 6/ 106		
NEWS/TALK	98 (4)		98 (4)	13.0	15.2				
NOSTALGIA	5 (1)		5 (1)	0.7	0.7	KARA-F 105.7 Santa Clara	0.3/1.7/ 3/ 82		
RELIGION/GOSPEL	4 (1)	8 (1)	12 (2)	1.6	0.7	KAZA 1290 Gilroy	1.3/4.0/ 12/ 231		
SPANISH	95 (4)	44 (2)	139 (6)	18.4	11.7	KDBK 98.9 San Francisco	0.2/0.0/ 0/ 0		
CLASSICAL		49 (4)	49 (4)	6.5	5.3	KDFC-F 102.1 San Francisco	0.3/1.5/ 3/ 76		
JAZZ/NEW AGE		18 (1)	18 (1)	2.4	2.2	KEAR-F 106.9 San Francisco	0.9/1.2/ 8/ 57		
UNKNOWN/OTHERS		8 (1)	8 (1)	1.1		KFRC 610 San Francisco	0.6/2.6/ 7/ 168		
	230 (12)	525 (26)	755 (38)			KKHI-F 95.7 San Francisco	0.3/1.3/ 3/ 65		
						KLOK 1170 San Jose/SF	0.9/2.9/ 8/ 142		
						KMEL-F 106.1 San Francisco	0.3/3.4/ 3/ 194		
						KOME-F 98.5 San Jose/San Fr	0.4/3.0/ 4/ 154		
						KRTY-F 95.3 Los Gatos/SJ	0.3/1.8/ 4/ 92		
						KSJO-F 92.3 San Jose	1.1/4.6/ 10/ 235		

SALINAS-MONTEREY-SANTA CRUZ

RADIO STATIONS

KCTY	,	980,	1 KW/247W (DA-1),	Hispanic	,	\$ NA	(Lotus)	
KSCO	,	1080,	10 KW/5 KW (DA-2),	Talk	UNISUP NBC,	\$15.00	(---	
KTGE	,	1570,	5 KW/500W (DA-1),	Hispanic	,	\$13.00	(Caballero)	
KTOM	,	1380,	5 KW (DA-2)	see KTOM-F				
KBOQ-F	,	92.7,	1 KW @ 567	Classical	,	\$25.00	(Durpetti)	
KRAY-F	,	103.9,	5.8 KW @ -134	Hispanic	,	\$26.00	(Lotus)	
KDON-F	,	102.5,	19 KW @ 2270	CHR	,	\$45.00	(Christal)	Henry
KHIP-F	,	93.5,	.9 W @ 1519	Oldies	UNISUP UNIULT,	\$15.00	(Eastman)	(HOLLISTER)
KLFA-F	,	93.9,	5.4 KW @ 702	Hispanic	,	\$14.00	(Caballero)	(KING CITY)
KMBY-F	,	107.1,	.9 KW @ 604	AOR	,	\$30.00	(HNWH)	
KOCN-F	,	104.9,	1.9 KW @ 600	Soft AC	MBS UNISUP,	\$23.00	(Torbet)	
KPIG-F	,	107.5,	2.9 KW @ 335	Country	,	\$15.00	(Katz)	
KSUR-F	,	99.5,	50 KW @ 492	Classical	,	\$13.00	(CMBS)	Mt. Wilson (GREENFIELD)
KTOM-F	,	100.7,	1 KW @ 2420	Country	ABC,	\$41.00	(Katz)	Magie
KWAV-F	,	96.9,	18 KW @ 2450	AC	APR,	\$38.00	(HNWH)	Buckley
KXDC-F	,	101.7	.8 KW @ 590	Jazz/NAC	,	\$14.00	(---)	

Other Ranked Stations - See San Jose and San Francisco

SALISBURY-OC, MD

Arbitron Rank/Pop (12+): 152/211,200
 MSA Rank/Pop: NA
 ADI NA
 Average Person Ratings: 16.8
 Market TSL: 23.00 hours

Stations: 23/20
 Diaries: 606/349:1/46.6%
 Sample Target: 640
 % Below Line: 2.5
 % Not Listed: 23.2

1991 Revenue: NA
 HH Inc.: \$26,300
 Retail \$: 2.2 Bil
 Pop per Station: 10,560
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WQHQ-F (CHR)	36/10.2	----	10.1	----	8.2	----	40/449	400/18.9	0.0	21.6	WQHQ-F
2. WZBH-F (AOR)	29/ 8.2	----	6.4	----	7.7	----	44/581	397/18.8	0.0	14.0	WZBH-F
3. WOCQ-F (CHR)	28/ 7.9	----	6.9	----	4.7	----	29/433	377/17.9	0.0	20.8	WOCQ-F
4. WGMD-F (SAC)	22/ 6.2	----	7.2	----	6.8	----	22/198	191/ 9.0	0.0	9.9	WGMD-F
5. WICO-F (C)	20/ 5.6	----	8.0	----	6.0	----	22/332	303/14.3	0.0	14.3	WICO-F
6. WDSO-F (C)	19/ 5.4	----	3.5	----	3.6	----	70/595	229/10.8	0.0	10.2	WDSO-F
7. WSBY-F (O)	18/ 5.1	----	5.3	----	6.0	----	19/338	311/14.7	0.0	12.5	WSBY-F
8. WKHI-F (CHR)	17/ 4.8	----	9.6	----	7.1	----	23/532	404/19.1	0.0	25.2	WKHI-F
9. WLVW-F (EZ)	12/ 3.4	----	2.4	----	5.5	----	13/226	204/ 9.7	0.0	5.3	WLVW-F
10. WRKE-F (CHR)	10/ 2.8	----	2.9	----	6.6	----	12/283	258/12.2	0.0	9.5	WRKE-F
WOLC-F (REL)	10/ 2.8	----	2.1	----	2.2	----	13/173	143/ 6.8	0.0	7.1	WOLC-F
12. WJDY (B)	9/ 2.5	----	1.6	----	4.9	----	9/160	160/ 7.6	0.0	9.8	WJDY
13. WDNO-F (?)	7/ 2.0	----	----	----	----	----	7/44	44/ 2.1	0.0	0.0	WDNO-F
14.											
15.											

12+ FM SHARE (METRO): 91.91% (250 of 272) (SPG 91: 92.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQHQ-F	1 WZBH-F	1 WQHQ-F<	1 WQHQ-F	1 WQHQ-F	1 WGMD-F	1 WOCQ-F	1 WQHQ-F	1 WQHQ-F>	1 WQHQ-F	1 WQHQ-F
2 WOCQ-F	2 WOCQ-F	2 WZBH-F	2 WZBH-F>	2 WZBH-F>	2 WQHQ-F	2 WQHQ-F	2 WZBH-F	2 WZBH-F	2 WOCQ-F>	2 WOCQ-F
WKHI-F>	3 WQHQ-F>	3 WOCQ-F>	3 WOCQ-F	3 WOCQ-F	3 WDSO-F	3 WZBH-F	3 WOCQ-F	3 WOCQ-F<	3 WZBH-F	3 WDSO-F
4 WRKE-F	4 WICO-F	4 WSBY-F	4 WSBY-F	4 WSBY-F	4 WSBY-F	4 WGMD-F	4 WSBY-F	4 WKHI-F	4 WKHI-F>	4 WOLC-F
5	5 WKHI-F	5 WICO-F	5 WICO-F	5 WICO-F	5 WLVW-F	5 WICO-F	5 WDSO-F	WICO-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 WOCQ-F>>	1 WOCQ-F>	1 WOCQ-F	1 WQHQ-F>	1 WQHQ-F>	1 WZBH-F	1 WZBH-F>>	1 WZBH-F>>	1 WZBH-F>	1 WZBH-F>
2 WZBH-F	2 WQHQ-F	2 WQHQ-F	2 WOCQ-F>	2 WSBY-F	WWTR-F	2 WQHQ-F	2 WQHQ-F	2 WQHQ-F	2 WQHQ-F>
WQHQ-F	3 WZBH-F>	3 WZBH-F	3 WSBY-F	WOCQ-F>	WOCQ-F	3 WICO-F	3 WICO-F	3 WOCQ-F	3 WOCQ-F
WKHI-F	4 WSBY-F	4 WSBY-F	4 WZBH-F	4 WZBH-F	4	4 WOCQ-F	4 WKHI-F	4 WKHI-F	4
5	WICO-F	5	5 WICO-F	WICO-F	5	WKHI-F	5	WICO-F	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		94 (5)	94 (5)	34.6	25.7	WAFL-F 97.7	Miford/Dover	1.1/2.7/	22/ 176
AOR/CLASSIC		33 (2)	33 (2)	12.1	11.3	WECY-F 98.3	Seaford	1.1/3.7/	4/ 92
AC/OLDIES		31 (4)	31 (4)	11.4	33.5	WICO 1320	Salisbury	1.1/3.2/	4/ 73
FULL SVC/VARIETY						WLVW 960	Salisbury	0.8/5.7/	3/ 121
COUNTRY	4 (1)	39 (2)	43 (3)	15.8	18.3	WSSR 900	Geotown/Ocn Cty	0.6/2.2/	2/ 46
BLACK/URBAN	9 (1)		9 (1)	3.3	2.1	WWTR-F 95.9	BethanyBch/OcnC	1.1/5.6/	4/ 119
SAC/EZ		36 (3)	36 (3)	13.2	3.2	WXPZ-F 101.3	Milford	1.4/2.5/	6/ 72
NEWS/TALK	4 (1)		4 (1)	1.5	1.1				
NOSTALGIA	5 (2)		5 (2)	1.8	1.1	WBAL 1090	Baltimore	1.1/2.3/	7/ 114
RELIGION/GOSPEL		10 (1)	10 (1)	3.7	3.9	WBSS-F 97.3	Millville/Atlnt C	0.8/2.8/	9/ 192
SPANISH						WQMR-F 107.1	Fedrlsbrg/Estn	0.6/1.5/	5/ 79
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		7 (1)	7 (1)	2.6					
	22 (5)	250 (18)	272 (23)						

RADIO STATIONS

WICO , 1320, 1 KW (DAYS)	, Country/Talk	ABC, \$10.00 (Torbet)	Prettyman
WJDY , 1470, 5 KW/500 W (DA-N)	, Black	CBS, \$12.00 (Roslin)	
WLVW , 960, 5 KW (DA-2)	, Nostalgia	UNISUP CNN, \$ 9.00 (Banner)	HVS
WAFL-F, 97.7, 3 KW @ 328	, AC	, \$13.00 (Torbet)	Prettyman (MILFORD)
WDNO-F, 95.3, 6 KW @ 328	, ??	, \$10.00 (---)	(LAUREL)
WDSO-F, 94.7, 50 KW @ 361	, Country	MBS, \$20.00 (Torbet)	(DOVER)
WGMD-F, 92.7, 3 KW @ 298	, Soft AC/EZ	, \$15.00 (---)	Resort (REHOBOTH)
WICO-F, 94.3, 3 KW @ 298	, Country	, \$27.00 (Torbet)	Prettyman
WKHI-F, 99.9, 50 KW @ 321	, CHR	, \$19.00 (---)	
WLVW-F, 105.5, 2 KW @ 384	, Soft AC	UNISUP CNN, \$14.00 (Banner)	
WOCQ-F, 103.9, 3 KW @ 328	, Black	UNIPWR ABC, \$17.00 (K & P)	(BERLIN, MD)
WOLC-F, 102.5, 50 KW @ 500	, Religion	, \$10.00 (---)	(PRINCESS ANNE)
WQHQ-F, 104.7, 33 KW @ 610	, CHR	MBS, \$21.00 (Banner)	HVS
WRKE-F, 101.7, 3 KW @ 298	, CHR	NBC, \$10.00 (Roslin)	
WSBY-F, 98.9, 6 KW @ 328	, Oldies	CBS, \$16.00 (Roslin)	
WZBH-F, 93.5, 11 KW @ 485	, AOR	, \$20.00 (Roslin)	Great Scott (GEORGETOWN)

SALT LAKE CITY

Arbitron Rank/Pop (12+): 36/1,044,300

Stations: 28/28
 Diaries: 1366/764:1/54.9%
 Sample Target: 1380
 % Below Line: 0.0
 % Not Listed: 10.0

1991 Revenue: \$31,000,000
 HH Inc.: \$29,410
 Retail \$: 7.6 Bil
 Pop per Station: 37,296
 #1 Biller: KKAT-F \$4,300,000

MSA Rank/Pop: 46/1,080,000
 ADI # 42
 Average Person Ratings: 15.5
 Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KKAT-F (C)	209/12.9	10.4	10.8	11.0	13.9	11.3	239/3016	2643/25.3	23.0	24.7	F	KKAT-F
2. KSFI-F (SAC)	137/ 8.4	8.9	6.7	6.6	8.8	7.6	179/2595	2121/20.3	19.0	19.6	E	KSFI-F
3. KSOP-AF (C)	110/ 6.8	7.1	7.5	8.2	7.6	7.4	140/2145	1682/16.1	15.1	16.2	D	KSOP-AF
4. KLZX-F (CL AOR)	102/ 6.3	6.7	6.0	7.3	6.7	6.5	104/1524	1448/13.9	15.1	13.3	E	KLZX-F
5. KBER-F (AOR)	97/ 6.0	6.9	7.9	5.3	6.4	6.6	113/1912	1642/15.7	17.1	14.3		KBER-F
6. KUTQ-F (CHR)	86/ 5.3	4.1	3.6	4.1	2.8	4.3	92/1591	1494/14.3	13.1	11.3		KUTQ-F
7. KSL (FS)	85/ 5.2	6.1	8.4	4.4	5.3	6.0	98/2143	1832/17.5	25.2	17.9	E	KSL
8. KISN-F (CHR)	82/ 5.1	3.8	4.8	5.5	3.9	4.8	94/1750	1592/15.2	16.9	14.8	E	KISN-F
9. KRSP-F (AOR)	51/ 3.1	2.3	3.0	2.4	3.4	2.7	57/1058	914/ 8.8	12.3	10.6		KRSP-F
10. KALL-F (O/AC)	45/ 2.8	2.3	1.8	1.8	2.1	2.2	59/893	743/ 7.1	7.7	7.6		KALL-F
11. KCPX-AF (AC)	41/ 2.5	4.4	4.1	4.6	4.6	3.9	43/1360	1250/12.0	11.9	11.4		KCPX-AF
KMGR-F (SAC)	41/ 2.5	2.7	2.3	3.5	2.3	2.8	41/965	881/ 8.4	8.8	7.5		KMGR-F
13. KBZN-F (J/NAC)	40/ 2.5	2.5	2.2	2.2	1.3	2.3	40/583	559/ 5.4	6.5	4.6		KBZN-F
14. KALL (FS)	39/ 2.4	2.4	1.9	3.3	3.0	2.5	39/709	679/ 6.5	7.2	9.0		KALL
15. KDYL (BB)	38/ 2.3	2.8	2.2	2.2	2.3	2.4	40/625	592/ 5.7	4.0	4.4		KDYL
16. KXRK-F (AOR)	35/ 2.2	2.5	0.6	1.3	0.5	1.6	36/671	639/ 6.1	4.7	4.7		KXRK-F
KTKK (T)	35/ 2.2	1.9	2.3	2.5	1.6	2.2	35/378	378/ 3.6	3.8	4.3		KTKK
18. KZHT-F (CHR)	34/ 2.1	2.3	2.3	3.2	2.8	2.5	34/1055	1039/ 9.9	9.5	9.5		KZHT-F
19. KSOS-F (AC)	33/ 2.0	1.1	1.6	1.1	0.7	1.5	49/775	584/ 5.6	3.9	2.7		KSOS-F
20. KBCK-F (C)	31/ 1.9	2.3	2.3	1.5	2.6	2.0	31/414	405/ 3.9	3.9	4.4		KBCK-F

12+ FM SHARE (METRO): 81.72% (1194 of 1461) (SPG 91: 81.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUTQ-F>	1 KKAT-F>	1 KKAT-F>	1 KKAT-F	1 KKAT-F>	1 KKAT-F	1 KKAT-F>	1 KKAT-F	1 KKAT-F>	1 KKAT-F	1 KKAT-F
2 KBER-F	2 KSFI-F	2 KSFI-F	2 KSFI-F	2 KSFI-F>	2 KSFI-F	2 KLZX-F	2 KSFI-F>	2 KSFI-F	2 KUTQ-F	2 KLZX-F
3 KKAT-F>	3 KLZX-F	3 KLZX-F>	3 KLZX-F>	3 KLZX-F	3 KSL <	3 KSL	3 KSOP-AF	3 KSOP-AF	3 KBER-F	3 KSL
4 KZHT-F	4 KBER-F<	4 KBER-F<	4 KSOP-AF	4 KSOP-AF>	4 KSOP-AF>	4 KSFI-F	4 KISN-F<	4 KBER-F	4 KSOP-AF	4 KSFI-F
5	5 KISN-F>	5 KSOP-AF<	5 KISN-F	5 KISN-F	5	5 KISN-F	5 KLZX-F	5 KUTQ-F	5 KSFI-F	5 KBER-F
6	6 KSOP-AF	6 KISN-F	6	6 KSL	6	6 KSOP-AF	6	6 KLZX-F	6	6 KSOP-F
7	KUTQ-F	7	7	7	7	7	7	7	7	KALL

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 KKAT-F	1 KKAT-F>	1 KKAT-F	1 KKAT-F
2 KSFI-F	2 KSFI-F>	2 KKAT-F>	2 KSFI-F>	2 KSFI-F>	2 KLZX-F	2 KLZX-F	2 KLZX-F>	2 KLZX-F>	2 KLZX-F>
3 KUTQ-F	3 KUTQ-F	3 KISN-F	3 KSOP-AF	3 KSOP-AF>	3 KKAT-F	3 KBER-F	3 KISN-F	3 KBER-F	3 KSFI-F
4 KISN-F	KISN-F	4 KUTQ-F	4 KISN-F	4 KISN-F<	4 KXRK-F>	4 KISN-F	4 KRSP-F	4 KSFI-F	4 KSOP-AF
6 KBER-F	5 KSOP-AF	5 KSOP-AF	5 KUTQ-F	5 KLZX-F	5 KISN-F	5 KRSP-F	5 KBER-F	5 KISN-F	KALL-F<
6 KSOP-AF	6 KBER-F	6 KLZX-F	6 KLZX-F	6	6 KRSP-F	6 KXRK-F	6 KSFI-F	6 KRSP-F	6 KSL <
7	7	7	7	7	7	7	7	7	7 KBER-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	21 (1)	202 (3)	223 (4)	15.3	11.8	KCNR 860 Salt Lake City	0.5/3.9/ 8/ 418
AOR/CLASSIC		302 (5)	302 (5)	20.7	21.7	KFAM 700 N Salt Lake Cit	1.0/3.5/ 18/ 408
AC/OLDIES	4 (1)	115 (3)	119 (4)	8.1	23.0	KISN 570 Salt Lake City	1.3/8.5/ 21/ 934
FULL SVC/VARIETY	124 (2)		124 (2)	8.5	8.9	KJQN-F 95.5 Ogden/Slt.Lk.Ct	1.0/4.3/ 19/ 520
COUNTRY	10 (1)	340 (3)	350 (4)	24.0	26.1	KLD 1430 Ogden	0.6/1.2/ 10/ 132
BLACK/URBAN						KZQQ-F 107.9 Roy/SL City	1.0/2.4/ 23/ 354
SAC/EZ	27 (2)	178 (2)	205 (4)	14.0	1.3		
NEWS/TALK	43 (2)		43 (2)	2.9	3.2		
NOSTALGIA	38 (1)		38 (1)	2.6	2.5		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		40 (1)	40 (1)	2.7	1.5		
UNKNOWN/OTHERS		17 (1)	17 (1)	1.2			
	267 (10)	1194 (18)	1461 (28)				

SALT LAKE CITY

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1KW (DA-N)	, Full Service	ABC MBS, \$30.00	(Eastman)	Hatch
KDYL, 1280, 5 KW/500W (DA-N)	, Nostalgia	SMN, \$29.00	(CBS)	
KISN, 570, 5 KW (DA-1)	, SEE KISN-FM			
KSL, 1160, 50 KW	, Full Service	CNN CBS, \$75.00	(CBS)	Bonneville
KTKK, 630, 1 KW/500 W (DA-2)	, Talk	ABC NBC, \$30.00	(K & P)	
KCPX, 1320, 5-KW (DA-1)	, AC	MBS, \$20.00	(MMR)	John Price

FM STATIONS

KALL, 94.1, 40 KW @ 3060	, Oldies/AC	ABC, \$31.00	(Eastman)	Hatch
KBCK, 105.7, 7 KW @ 3660	, Country	, \$23.00	(---)	Mid America Gospel
KBER, 101.1, 25 KW @ 3739	, AOR	, \$49.00	(Torbet)	(OGDEN)
KBZN, 97.9, 26 KW @ 3769	, Jazz/NAC	, \$26.00	(---)	(OGDEN)
KCPX, 98.7, 40 KW @ 2929	, AC	, \$47.00	(MMR)	John Price
KISN, 97.1, 30 KW @ 3651	, CHR	, \$61.00	(Mc-Guild)	
KJQN, 95.5, 50 KW @ 679	, AOR	, \$28.00	(Schubert)	(OGDEN)
KKAT, 101.9, 26 KW @ 3739	, Country	, \$93.00	(Banner)	Apollo (OGDEN)
KLZX, 93.3, 26 KW @ 3739	, Classic AOR	ABC, \$66.00	(Christal)	Citadel
KMGR, 107.5, 45 KW @ 2850	, Soft AC	UNISUP UNIULT, \$34.00	(HNWH)	Ragan Henry (OREM)
KQOL, 106.5, 8 KW @ 2709	, EZ	UNIULT, \$24.00	(---)	(SPANISH FORK)
KZHT, 94.9, 48 KW @ 2798	, CHR	, \$33.00	(Katz)	(PROVO)
KRSP, 103.5, 28 KW @ 3628	, AOR	ABC, \$48.00	(Banner)	
KSFI, 100.3, 26 KW @ 3739	, EZ/Soft AC	, \$65.00	(CBS)	
KSOP, 104.3, 25 KW @ 3638	, Country	, \$54.00	(MMR)	
KSOS, 106.9, 68 KW @ 2368	, AC	, \$20.00	(Moore)	(BRIGHAM)
KUTQ, 99.5, 40 KW @ 2952	, CHR	SOURCE, NBC, \$32.00	(K & P)	Citadel (BOUNTIFUL)
KXRK, 96.1, 55 KW @ 2631	, AOR	UNIULT UNISUP, \$19.00	(HNWH)	(PROVO)

Miscellaneous: KUTR changes to KCPX (Feb) . . . KZOL-F to KXRK-F (March) . . . KRPN-F to KZQQ-F (Feb) . . . KQOL-F (Spanish Fork) sold for \$1,175,000 . . .

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,078,100
 MSA Rank/Pop: 36/1,350,000
 ADI # 43
 Average Person Ratings: 17.8
 Market TSL: 23.50 hours

Stations: 30/30
 Diaries: 1348/1001:1/46.6%
 Sample Target: 1390
 % Below Line: 0.0
 % Not Listed: 7.2

1991 Revenue: \$39,000,000
 HH Inc.: \$29,279
 Retail \$: 9.6 Bil
 Pop per Station: 35,936
 #1 Biller: KCYF-F+ \$7,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KCYY-F (C)	187/ 9.7	12.1	9.9	12.4	10.6	11.0	228/2927	2450/22.7	23.5	22.1	G	KCYY-F
2. KXTN-F (SP)	174/ 9.1	8.5	7.5	9.7	7.4	8.7	213/2062	1634/15.2	15.3	12.1	E	KXTN-F
3. KTFM-F (CHR)	153/ 8.0	10.0	9.2	9.3	9.2	9.1	159/2255	2103/19.5	23.4	23.4	E	KTFM-F
4. KAJA-F (C)	142/ 7.4	6.3	6.9	6.3	5.3	6.7	176/2247	1822/16.9	16.3	13.5	D	KAJA-F
5. KISS-F (AOR)	111/ 5.8	5.3	0.4	1.1	1.2	3.2	123/1935	1730/16.0	3.5	5.8	C	KISS-F
6. WOAI (N/T)	99/ 5.2	5.5	3.7	4.4	6.3	4.7	126/2015	1513/14.0	12.1	16.2	D	WOAI
7. KQXT-F (SAC)	98/ 5.1	5.2	6.5	5.0	5.2	5.4	102/1527	1410/13.1	14.1	12.3	G	KQXT-F
8. KSMG-F (O)	92/ 4.8	3.3	3.7	3.4	4.4	3.8	99/1357	1307/12.1	11.1	12.1	E	KSMG-F
9. KSAQ-F (AOR)	86/ 4.5	3.0	4.9	4.1	5.2	4.1	92/1686	1556/14.4	13.4	13.2	C	KSAQ-F
10. KZEP-AF (AOR)	72/ 3.8	3.8	4.3	4.0	4.9	4.0	78/1378	1251/11.6	13.0	10.9	D	KZEP-AF
11. KTSA (BB)	68/ 3.5	2.5	2.9	2.0	2.8	2.7	91/1287	969/ 9.0	8.1	7.8	C	KTSA
12. KSRR-F (AC)	65/ 3.4	3.6	3.5	3.9	3.2	3.6	71/1508	1376/12.8	12.8	13.1	C	KSRR-F
13. KCOR (SP)	65/ 3.4	3.4	3.7	3.6	5.8	3.5	66/662	641/ 5.9	6.3	8.9	D	KCOR
14. KKYX (C)	64/ 3.3	3.8	4.2	4.6	4.3	4.0	146/1557	706/ 6.5	8.3	9.6	D	KKYX
15. KONO-F (O)	41/ 2.1	1.7	2.3	2.8	1.9	2.2	50/1092	927/ 8.6	9.3	11.9	B	KONO-F
16. KLUP (BB)	39/ 2.0	1.3	---	0.2	0.3	0.9	45/560	463/ 4.3	0.3	1.1	A	KLUP
17. KKYX-F (C)	38/ 2.0	2.2	2.3	2.9	3.0	2.3	58/951	617/ 5.7	8.1	8.1	C	KKYX-F
18. KSJL (AOR)	35/ 1.8	0.5	0.5	1.4	0.7	1.0	39/419	366/ 3.4	2.3	2.3	A	KSJL
19. KEDA (SP)	30/ 1.6	1.6	1.0	2.1	1.2	1.6	30/357	345/ 3.2	2.6	3.0	A	KEDA
20. KRIO-F (C)	29/ 1.5	1.6	2.1	2.4	1.1	1.9	30/537	519/ 4.8	6.1	2.3	B	KRIO-F

12+ FM SHARE (METRO): 72.15% (1285 of 1781) (SPG 91: 67.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KISS-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KXTN-F<	1 KXTN-F<
2 KSAQ-F>	2 KXTN-F	2 KXTN-F	2 KXTN-F	2 KXTN-F	2 WOAI	2 KTFM-F	2 KXTN-F	2 KXTN-F	2 KTFM-F	2 KTSA
3 KSRR-F	3 KAJA-F	3 KAJA-F	3 KAJA-F	3 KAJA-F	3 KXTN-F	3 KAJA-F	3 KAJA-F	3 KTFM-F<	3 KSAQ-F	3 KTFM-F
4	4 KCYY-F<	4 KISS-F	4 KSMG-F	4 KSMG-F	4 KQXT-F<	4 WOAI	4 KTFM-F<	4 KAJA-F	4 KCYY-F	4 KCOR
5	5 KTFM-F	5 KTFM-F	5 KQXT-F	5 KQXT-F	5 KTSA	5 KXTN-F	5 KQXT-F	5 KISS-F	5 KISS-F	5 KSAQ-F
6	6 KSAQ-F	6 KSMG-F	6 KTFM-F	6 KTFM-F	6 KKYX	6 KISS-F	6 WOAI	6	6 KAJA-F<	6 KISS-F
7	7 KZEP-AF	7 KZEP-AF	7 KISS-F	7 KISS-F<	7 KAJA-F	7 KSMG-F	7 KSMG-F	7	7	7
8	8 KSMG-F	8 KQXT-F<	8 KZEP-AF	8 KZEP-AF	8 KCOR	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 KTFM-F	1 KXTN-F<	1 KXTN-F	1 KCYY-F	1 KCYY-F	1 KISS-F>	1 KISS-F>	1 KISS-F>	1 KISS-F	1 KCYY-F
2 KSAQ-F	2 KCYY-F<	2 KAJA-F<	2 KXTN-F	2 KXTN-F	2 KSAQ-F>	2 KXTN-F	2 KXTN-F	2 KCYY-F	2 KXTN-F
3 KXTN-F	3 KTFM-F<	3 KCYY-F	3 KAJA-F<	3 KAJA-F	3 KTFM-F	3 KAJA-F<	3 KZEP-AF	3 KXTN-F	3 KISS-F<
4	4 KAJA-F>	4 KTFM-F	4 KTFM-F>	4 KTFM-F	4 KAJA-F	4 KSAQ-F	4 KAJA-F	4 KAJA-F	4 KSMG-F<
5	5 KISS-F	5 KSMG-F	5 KSMG-F	5 KSMG-F	5 KCYY-F	5 KZEP-AF	5 KSMG-F>	5 KZEP-AF	5 KAJA-F<
6	6 KAJA-F	6 KSAQ-F	6 KSRR-F	6 KQXT-F	6 KZEP-AF	6 KTFM-F	6 KSAQ-F	6 KSMG-F<	6 KQXT-F<
7	7 KSMG-F<	7 KQXT-F	7 KSRR-F<	7	7 KXTN-F	7 KCYY-F	7 KQXT-F	7 KSAQ-F	7 KZEP-AF
8	8 KSRR-F	8 KISS-F	8 KISS-F	8	8 KSRR-F	8 KSMG-F	8 KCYY-F	8 KQXT-F	8 WOAI
9	9	9 KZEP-AF	9	9	9	9	9 KTFM-F	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		153 (1)	153 (1)	8.6	10.0		KDRY 1100 Alamo Heights	0.7/1.7/ 15/ 226		
AOR/CLASSIC	38 (2)	266 (3)	304 (5)	17.1	11.6		KGNB 1420 New Braunfels	0.5/1.5/ 11/ 167		
AC/OLDIES	24 (3)	198 (3)	222 (6)	12.5	22.3		KMMZ 1480 San Antonio	0.4/0.9/ 7/ 96		
FULL SVC/VARIETY							KONO 860 San Antonio	0.5/2.6/ 14/ 321		
COUNTRY	64 (1)	396 (4)	460 (5)	25.8	23.5		KSAH 720 Universal City	0.9/2.2/ 26/ 303		
BLACK/URBAN							KSLR 630 San Antonio	0.6/2.3/ 14/ 345		
SAC/EZ		98 (1)	98 (1)	5.5			KVAR 1160 San Antonio	0.6/1.3/ 11/ 137		
NEWS/TALK	99 (1)		99 (1)	5.6	9.8		KWED 1580 Seguin	0.4/1.0/ 7/ 104		
NOSTALGIA	117 (3)		117 (3)	6.6	0.4		KZVE 1310 San Antonio	0.3/1.3/152/ 0		
RELIGION/GOSPEL	24 (2)		24 (2)	1.3	2.7					
SPANISH	130 (5)	174 (1)	304 (6)	17.1	19.6					
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	496 (17)	1285 (13)	1781 (30)							

SAN ANTONIO

RADIO STATIONS

AM STATIONS

KCOR, 1350,	5 KW (DA-N)	, HISPANIC	,	\$ 57.00 (Katz)	Tichenor
KEDA, 1540,	5 KW/1 KW (DA-N),	HISPANIC	,	\$ 25.00 (Caballero)	
KKYX, 680,	50 KW/10 KW(DA-N),	COUNTRY	ABC,	\$ 54.00 (Katz)	New City
KONO, 860,	5 KW/1 KW	, SEE KONO-FM			
KSAH, 720,	10 KW/1 KW (DA-2),	HISPANIC	,	\$ 22.00 (Caballero)	
KTSA, 550,	5 KW (DA-N)	, NOSTALGIA/FS	NBC-T ABC,	\$ 29.00 (Banner)	
KZVE, 1310,	5 KW/280 W(DA-1),	HISPANIC	,	\$ 25.00 (Schubert)	TK
WOAI, 1200,	50 KW	, NEWS/TALK	CBS,	\$ 88.00 (Christal)	Clear Channel

FM STATIONS

KAJA, 97.3,	100 KW @ 984,	COUNTRY	,	\$ 58.00 (Christal)	Clear Channel
KCYY, 100.3,	98 KW @ 581,	COUNTRY	,	\$ 100.00 (Katz)	NewCity
KISS, 99.5,	100 KW @ 1112,	AOR	SMN ABC,	\$ 44.00 (MMR)	Adams
KKYX, 106.7,	100 KW @ 1017,	COUNTRY	,	\$ 50.00 (Banner)	
KONO, 101.1,	100 KW @ 649,	OLDIES	UNIULT NBC,	\$ 40.00 (Christal)	(FREDICKSBURG)
KQXT, 101.9,	100 KW @ 669,	SOFT AC/EZ	,	\$ NA (Group W)	Westinghouse
KRIO, 94.1,	22 KW @ 695,	COUNTRY	,	\$ 25.00 (---)	(FLORESVILLE)
KSAQ, 96.1,	100 KW @ 479,	AOR	,	\$ 49.00 (Eastman)	Inner City
KSMG, 105.3,	100 KW @ 1250,	OLDIES	,	\$ 60.00 (CBS)	Rusk
KSRR, 92.9,	100 KW @ 1017,	AC/CHR	,	\$ 41.00 (Christal)	Booth
KTFM, 102.7,	100 KW @ 669,	CHR	,	\$ 70.00 (Banner)	
KXTN, 107.5,	100 KW @ 1469,	HISPANIC	,	\$ 53.00 (Schubert)	TK
KZEP, 104.5,	100 KW @ 659,	AOR	MBS,	\$ 55.00 (HNWH)	Lotus

Miscellaneous: KMMX to KKYX - AC to Country (Feb) . . . KISS-AM to KLUP (Feb) and format to Nostalgia . . . KZVE, KXTN-F from TK to Spectrum (John Palmer) for \$12,650,000 (MVP) . . .

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,173,700
 MSA Rank/Pop: 13/2,540,000
 ADI # 24
 Average Person Ratings: 16.9
 Market TSL: 22.50 hours

Stations: 37/32
 Diaries: 2050/1060:1/48.7%
 Sample Target: 1920
 % Below Line: 4.9
 % Not Listed: 8.7

1991 Revenue: \$86,000,000
 HH Inc.: \$41,672
 Retail \$: 19.9 Bil
 Pop per Station: 67,928
 #1 Biller: KFMB \$10,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KSON-AF (C)	279/ 7.6	8.2	7.5	7.1	8.8	7.6	279/3104	3104/14.3	16.4	16.2	H	KSON-AF
2. XTRA-F (AOR)	209/ 5.7	4.5	5.4	5.5	5.4	5.3	209/3421	3421/15.7	13.4	13.6	G	XTRA-F
3. KFMB-F (AC)	208/ 5.7	5.0	4.4	4.7	5.4	4.9	208/3616	3616/16.6	14.9	16.1	G	KFMB-F
4. KKLQ-AF (CHR)	206/ 5.6	4.9	6.5	6.5	6.0	5.9	206/3979	3979/18.3	17.7	19.3	H	KKLQ-AF
5. KSDD (N/T)	200/ 5.4	5.1	4.6	5.6	5.2	5.2	200/2400	2400/11.0	10.1	10.8	G	KSDD
6. KJQY-F (SAC)	175/ 4.8	5.4	5.7	5.2	5.6	5.3	175/2602	2602/12.0	13.5	12.6	G	KJQY-F
7. KGB -F (AOR)	164/ 4.5	5.3	5.5	4.9	6.0	5.1	164/3064	3064/14.1	17.3	16.0	H	KGB -F
8. KIOZ-F (AOR)	161/ 4.4	3.2	2.1	4.0	2.6	3.4	161/1822	1822/ 8.4	5.8	5.8	D	KIOZ-F
9. KYXY-F (AC)	155/ 4.2	4.1	5.8	4.0	3.6	4.5	155/2459	2459/11.3	13.0	11.7	F	KYXY-F
10. XHTZ-F (CHR)	154/ 4.2	3.5	4.0	3.4	2.4	3.8	154/3150	3150/14.5	12.7	9.4	C	XHTZ-F
11. KFMB (FS)	147/ 4.0	3.6	4.0	5.0	6.5	4.2	147/2483	2483/11.4	13.4	16.1	I	KFMB
12. KPOP (BB)	133/ 3.6	3.9	3.6	3.8	4.5	3.7	133/1354	1354/ 6.2	6.4	7.8	C	KPOP
KIFM-F (J)	133/ 3.6	3.6	4.1	4.3	3.2	3.9	133/2046	2046/ 9.4	10.1	9.7	G	KIFM-F
14. XHRM-F (B)	105/ 2.9	1.3	0.9	1.7	1.7	1.7	105/1699	1699/ 7.8	4.1	5.7	C	XHRM-F
15. KFSD-F (CL)	103/ 2.8	3.1	4.0	3.8	3.0	3.4	103/1700	1700/ 7.8	9.7	7.2	D	KFSD-F
16. KBZS-F (O)	96/ 2.6	2.0	1.9	1.5	1.7	2.0	96/1903	1903/ 8.8	6.8	7.0	C	KBZS-F
17. KCLX-F (CL AOR)	84/ 2.3	3.0	3.0	2.8	4.2	2.8	84/1890	1890/ 8.7	9.7	10.7	D	KCLX-F
18. KCBQ-F (O)	70/ 1.9	2.6	2.4	2.9	2.5	2.5	70/1432	1432/ 6.6	9.0	8.3	F	KCBQ-F
19. KNX (N)	66/ 1.8	1.4	1.5	1.7	1.3	1.6	66/1240	1240/ 5.7	6.3	4.5		KNX
20.												

12+ FM SHARE (METRO): 74.20% (2490 of 3356) (SPG 91: 70.63%)

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 KSDD	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KKLQ-AF	1 KSDD
2 XHTZ-F	2 KFMB-F	2 KFMB-F	2 KFMB-F	2 KFMB-F	2 KSON-AF	2 KFMB-F	2 KSDD	2 KKLQ-AF	2 KFMB	2 XHRM-F
3 KIOZ-F	3 KKLQ-AF	3 XTRA-F	3 KGB -F	3 KGB -F	3 KFMB	3 KSDD	3 KFMB-F	3 XTRA-F	3 XHTZ-F	3 KSON-F
4 XTRA-F	4 KIOZ-F	4 KGB -F	4 XTRA-F	4 KJQY-F	4 KPOP	4 KGB -F	4 KJQY-F	4 KFMB-F	4 KYXY-F	4 KYXY-F
5	5 KGB -F	5 KKLQ-AF	5 KIFM-F	5 KIFM-F	5 KJQY-F	5 KKLQ-AF	5 XTRA-F	5 KIOZ-F	5 KSON-AF	5 KPOP
6	6 KSON-AF	6 KIOZ-F	6 KJQY-F	6 XTRA-F	6 KIFM-F	6 XTRA-F	6 KYXY-F	6 KJQY-F	6 XTRA-F	6 KGB -F
7	7 XHTZ-F	7 KJQY-F	7 KKLQ-AF	7 KKLQ-AF	7 KFSD-F	7 KJQY-F	7 KKLQ-AF	7	7	7 KNX
8	8 XHRM-F	8 KIFM-F	8 KYXY-F	8 KYXY-F	8 KFMB-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 KFMB-F	1 KFMB-F	1 KFMB-F	1 KFMB-F	1 KFMB-F	1 XTRA-F	1 XTRA-F	1 KGB -F	1 XTRA-F	1 KSON-AF
2 XTRA-F	2 XTRA-F	2 KSON-AF	2 KSON-AF	2 KSON-AF	2 KIOZ-F	2 KIOZ-F	2 XTRA-F	2 KGB -F	2 KGB -F
3 XHTZ-F	3 KSON-AF	3 KKLQ-AF	3 KYXY-F	3 KYXY-F	3 XHTZ-F	3 KGB -F	3 KKLQ-AF	3 KSON-AF	3 XTRA-F
4 KIOZ-F	4 KKLQ-AF	4 XTRA-F	4 KKLQ-AF	4 KJQY-F	4 KKLQ-AF	4 KKLQ-AF	4 KKLQ-AF	4 KSON-AF	4 KIFM-F
5 XHRM-F	5 XHRM-F	5 KYXY-F	5 KJQY-F	5 KIFM-F	5 KGB -F	5 XHTZ-F	5 KIOZ-F	5 KKLQ-AF	5 KSDD
6 KSON-AF	6 KYXY-F	6 KJQY-F	6 XTRA-F	6 KKLQ-AF	6 XHRM-F	6 KSON-AF	6	6 XHTZ-F	6 KJQY-F
7	7 KJQY-F	7 XHRM-F	7 KIFM-F	7	7	7 KFMB-F	7	7 KFMB-F	7 KKLQ-AF
8	8 XHTZ-F	8 KGB -F	8	8	8	8	8	8 KIFM-F	8 KIOZ-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	12 (1)	348 (2)	360 (3)	10.7	9.3	KCBQ 1170 San Diego	1.2/3.7/ 43/ 808		
AOR/CLASSIC		659 (6)	659 (6)	19.6	21.3	KCEO 1000 Vista	0.5/2.0/ 18/ 439		
AC/OLDIES	64 (2)	551 (5)	615 (7)	18.3	23.2	KGMM 1320 Oceanside	0.6/1.2/ 21/ 254		
FULL SVC/VARIETY	147 (1)		147 (1)	4.4	7.1	KKOS-F 95.9 Carlsbad	0.7/2.2/ 26/ 475		
COUNTRY	19 (1)	292 (2)	311 (3)	9.3	10.1	KOWF-F 92.1 Escondido/SD	0.9/2.1/ 32/ 451		
BLACK/URBAN		105 (1)	105 (1)	3.1	1.8	KPRZ 1210 San Marcos/SD	0.9/2.3/ 34/ 495		
SAC/EZ		175 (1)	175 (1)	5.2		KSPA 1450 Escondido/SD	0.5/1.0/ 17/ 220		
NEWS/TALK	391 (5)		391 (5)	11.7	10.9	XEMO 860 Tijuana	1.3/2.2/ 49/ 489		
NOSTALGIA	133 (1)		133 (1)	4.0	5.9	XHFG-F 107.3 Tijuana/Sn Dgo	0.4/1.1/ 13/ 234		
RELIGION/GOSPEL	34 (1)	19 (1)	53 (2)	1.6		XHKY-F 95.7 Tijuana/SD	0.9/2.2/ 34/ 476		
SPANISH	49 (1)	105 (3)	154 (4)	4.6	3.5	XLTN-F 104.5 Tijuana	1.6/3.3/ 58/ 707		
CLASSICAL		103 (1)	103 (1)	3.1	3.3	XTRA 690 Tijuana	1.3/3.7/ 48/ 799		
JAZZ/NEW AGE		133 (1)	133 (1)	4.0	3.5				
UNKNOWN/OTHERS	17 (1)		17 (1)	0.5					
	866 (14)	2490 (23)	3356 (37)			KFI 640 Los Angeles	1.6/4.7/ 59/1020		
						KLOS-F 95.5 Los Angeles	0.4/1.9/ 15/ 406		
						KRTH-F 101.1 Los Angeles	0.6/2.7/ 22/ 580		
						KWVE-F 107.9 San Clemente	0.5/1.5/ 19/ 316		

SAN DIEGO

RADIO STATIONS

AM STATIONS

KCBQ, 1170,	50 KW/5 KW (DA-2)	,	SEE KCBQ-FM			
KCEO, 1000,	2.5 KW/250 W (DA-1)	,	BUSINESS NEWS	BRN ABC, \$ 30.00	(---)	
KFMB, 760,	5 KW (DA-N)	,	Full Service	CBS, \$170.00	(Mc-Guild)	Midwest TV
KPOP, 1360,	5 KW/1 KW	,	Nostalgia	NBC, UNISUP, \$ 47.00	(Katz)	Brown
KSDO, 1130,	10 KW (DA-2)	,	News/Talk	ABC, \$109.00	(Durpetti)	Gannett
XTRA, 690,	50 KW (DA-2)	,	Sports	MBS, \$ 55.00	(MMR)	Noble

FM STATIONS

KCBQ, 105.3,	29 KW @ 620	,	Oldies	,	\$ 83.00	(HNWH)	Adams
KFMB, 100.7,	30 KW @ 620	,	AC	,	\$144.00	(Mc-Guild)	Midwest TV
KFSD, 94.1,	100 KW @ 640	,	Classical	,	\$ 71.00	(HNWH)	Lotus
KGB, 101.5,	50 KW @ 500	,	AOR	,	\$159.00	(Katz)	Brown
KIFM, 98.1,	28 KW @ 640	,	Jazz	,	\$100.00	(CBS)	
KIOZ, 102.1,	10 KW @ 980	,	AOR	,	\$ 51.00	(Banner)	(OCEANSIDE)
KJQY, 103.7,	36 KW @ 581	,	Soft AC	,	\$128.00	(MMR)	Legacy
KBZS, 94.9,	22 KW @ 328	,	Oldies	,	\$ 60.00	(Eastman)	Anaheim
KKLQ, 106.5,	50 KW @ 440	,	CHR	APR MBS, \$165.00	(Christal)		Edens
KCLX, 102.9,	32 KW @ 617	,	Classic AOR	,	\$ 70.00	(Durpetti)	Gannett
KSON, 97.3,	50 KW @ 440	,	Country	,	\$171.00	(Banner)	Jeff-Pilot
KYXY, 96.5,	41 KW @ 541	,	AC	,	\$ 95.00	(HNWH)	
XHRM, 92.5,	100 KW @ ?	,	Black	ABC, \$ 45.00	(K & P)		(TIJUANA)
XHTZ, 90.3,	100 KW @ 994	,	CHR	ABC, \$ 40.00	(---)		(TIJUANA)
XLTN, 104.5,	60 KW @ 994	,	Hispanic	,	\$ 35.00	(Katz Hisp)	(TIJUANA)
XTRA, 91.1,	100 KW @ 686	,	AOR	,	\$135.00	(MMR)	Noble (TIJUANA)

Miscellaneous: KSDO-F to KCLX-F (March) . . .

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,178,000
 MSA Rank/Pop: 28/1,614,600 (San Francisco)
 20/2,117,800 (Oakland)
 ADI # 5
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 51/48
 Diaries: 4313/1201:1/47.9%
 Sample Target: 3000
 % Below Line: 1.0
 % Not Listed: 12.1

1991 Revenue: \$170,700,000
 HH Inc.: \$45,702
 Retail \$: 40.8 B11
 Pop per Station: 107,785
 #1 Biller: KGO \$23,000,000

12+ METRO	1/4/SHARE	WIN				SPG	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		FAL		SPG	Revenue Level	
		92	91	91	91				91	91	91				
1. KGO (N/T)	667/ 7.7	8.4	8.4	8.0	7.8	8.1	805/10801	8850/17.1	20.6	17.6			K	KGO	
2. KMEL-F (CHR)	487/ 5.6	4.6	5.3	5.3	6.1	5.2	527/8426	7500/14.5	13.5	15.5			I	KMEL-F	
3. KNBR (T)	392/ 4.5	3.4	3.3	4.5	3.8	3.9	505/8901	6690/12.9	10.1	12.7			I	KNBR	
4. KCBS (N)	376/ 4.4	4.9	5.5	4.1	4.8	4.7	448/10119	8528/16.5	18.6	16.9			I	KCBS	
5. KSAN-F (C)	346/ 4.0	3.7	2.9	2.5	3.0	3.3	361/4816	4612/ 8.9	7.6	7.4			I	KSAN-F	
6. KOIT-AF (SAC)	325/ 3.8	4.3	3.6	3.0	3.7	3.7	342/6309	5991/11.6	11.0	10.8			I	KOIT-AF	
7. KFRC (BB)	302/ 3.5	4.5	4.3	4.9	4.3	4.3	360/5674	4617/ 8.9	9.3	10.0			F	KFRC	
8. KIOI-F (AC)	299/ 3.5	3.3	2.7	3.2	3.9	3.2	309/5574	5309/10.3	9.1	10.4			I	KIOI-F	
9. KITS-F (CHR)	279/ 3.2	2.5	3.1	2.7	2.6	2.9	285/4692	4548/ 8.8	8.1	7.6			H	KITS-F	
10. KBLX-AF (J/NAC)	255/ 2.9	1.9	2.4	2.5	2.0	2.4	261/4156	4051/ 7.8	6.6	6.2			F	KBLX-AF	
11. KSOL-F (B)	249/ 2.9	2.8	2.9	2.8	3.6	2.8	254/5922	5721/11.0	10.8	11.1			F	KSOL-F	
12. KABL-AF (SAC)	244/ 2.8	3.2	3.0	2.7	2.6	2.9	255/4407	4173/ 8.1	10.9	9.9			E	KABL-AF	
13. KKSF-F (J/NAC)	232/ 2.7	2.7	2.5	2.7	2.5	2.7	232/4375	4279/ 8.3	7.1	6.8			G	KKSF-F	
14. KRQR-F (AOR)	216/ 2.5	2.5	2.2	2.8	2.3	2.5	235/4348	3929/ 7.6	7.3	8.2			G	KRQR-F	
15. KKHI-AF (CL)	191/ 2.2	2.3	1.6	2.2	2.4	2.1	198/3065	2934/ 5.7	5.3	6.5			D	KKHI-AF	
16. KSFO (O)	186/ 2.2	1.5	1.8	2.6	2.1	2.0	200/4899	4438/ 8.6	6.2	8.8			H	KSFO	
17. KBAY-F (SAC)	184/ 2.1	2.3	2.3	2.0	2.1	2.2	227/2821	2217/ 4.3	4.9	5.3			E	KBAY-F	
18. KDFC-AF (CL)	183/ 2.1	2.2	2.3	2.3	2.7	2.2	192/3641	3397/ 6.6	7.4	7.9			E	KDFC-AF	
19. KOFY (SP)	161/ 1.9	2.0	0.7	0.8	0.6	1.4	167/1898	1726/ 3.3	2.4	2.3			B	KOFY	
20. KFOG-F (AOR)	156/ 1.8	1.8	1.6	2.3	1.9	1.9	161/3547	3410/ 6.6	6.3	7.3			G	KFOG-F	
21. KSJO-F (AOR)	150/ 1.7	1.5	1.8	1.6	1.6	1.6	161/2871	2621/ 5.1	5.0	5.0			E	KSJO-F	
22. KFRC-F (O)	146/ 1.7	1.5	1.8	2.3	2.2	1.8	154/3710	3506/ 6.8	7.5	8.4			E	KFRC-F	
23. KHQT-F (CHR)	129/ 1.5	1.8	1.5	1.8	1.9	1.6	130/2386	2340/ 4.5	5.2	5.1			D	KHQT-F	
24. KBRG-F (SP)	117/ 1.4	1.4	2.1	2.0	1.1	1.7	117/1333	1330/ 2.6	3.0	2.1			C	KBRG-F	
25. KYA -F (O)	112/ 1.3	1.3	1.4	1.2	1.1	1.3	117/2965	2829/ 5.5	5.2	4.5				KYA -F	
26. KDIA (B)	99/ 1.1	0.8	0.9	1.0	1.1	0.9	99/1322	1303/ 2.5	2.1	2.7			C	KDIA	
27. KNEW (C)	97/ 1.1	1.2	1.2	0.8	1.2	1.1	102/1665	1548/ 3.0	3.4	3.4				KNEW	
28. KJAZ-F (J)	96/ 1.1	1.2	1.0	0.8	1.1	1.0	98/1729	1686/ 3.3	3.0	3.3			D	KJAZ-F	
29. KEZR-F (AC)	96/ 1.1	0.9	1.5	1.2	1.0	1.2	99/2150	2104/ 4.1	3.8	3.4			E	KEZR-F	
30. KOME-F (AOR)	95/ 1.1	1.4	1.8	1.4	1.5	1.4	108/2247	2025/ 3.9	5.0	5.2			F	KOME-F	
31. KDBK-F (AC)	86/ 1.0	1.8	1.2	1.7	1.6	1.4	111/2675	2179/ 4.2	4.7	4.4			D	KDBK-F	
32. KARA-F (AC)	83/ 1.0	1.0	0.9	0.7	1.3	0.9	86/1679	1585/ 3.1	3.1	3.3				KARA-F	
33.															
34.															
35.															

12+ FM SHARE (METRO): 65.46% (4973 of 7597) (SPG 91: 65.04%)

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 KSAN-F	2 KSAN-F	2 KCBS	< 2 KCBS >	2 KOIT-AF	2 KMEL-F>	KGO	2 KCBS >>
3 KHQT-F	3 KSAN-F	3 KSAN-F<	3 KMEL-F<	3 KNBR	3 KNBR	3 KMEL-F	3 KSAN-F<	3 KSAN-F<	3 KNBR >	3 KNBR >>
4	4 KIOI-F	4 KITS-F	4 KIOI-F	4 KOIT-AF	4 KFRC	4 KNBR	4 KNBR	4 KNBR	4 KIOI-F	4 KBLX-F
5	5 KSOL-F	5 KIOI-F	5 KOIT-AF<	5 KMEL-F<	5 KOIT-AF	5 KSAN-F	KMEL-F	5 KITS-F	5 KSOL-F	5 KMEL-F
6	6 KSJO-F	6 KOIT-AF	6 KBLX-AF	6 KIOI-F<	6 KABL-AF	6 KFRC	6 KIOI-F	6 KOIT-AF<	6 KITS-F	6 KSAN-F
7	7 KRQR-F	7 KBLX-AF	7 KNBR	7 KBLX-AF	7 KSAN-F	7 KOIT-AF	7 KSOL-F	7 KSAN-F	7 KSAN-F	7 KDIA <
8	8 KOFY <	8 KNBR <	8 KKSF-F	8 KKSF-F	8 KKHI-AF	8 KIOI-F	8 KCBS <	8 KIOI-F	8 KBLX-AF	8 KABL-F
9	9 KBLX-AF	9 KRQR-F<	9 KRQR-F	9 KRQR-F	9 KDFC-AF	9 KITS-F<	9 KBLX-AF	9 KFRC	9 KSFO	9 KOIT-F
10	KGO	10 KKSF-F	10 KITS-F	KCBS	KBAY-F	10	10 KITS-F	KCBS	KFRC	10 KFRC-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 KSAN-F	1 KMEL-F>	1 KITS-F	1 KITS-F	1 KGO	1 KGO <
2 KITS-F	2 KIOI-F	2 KSAN-F	2 KIOI-F	2 KMEL-F	2 KITS-F>	2 KMEL-F	2 KRQR-F<	2 KITS-F<	2 KNBR >
3 KSOL-F	3 KSAN-F<	KIOI-F	3 KSAN-F	KGO <	3 KSOL-F	3 KSJO-F	3 KGO <	3 KNBR <	3 KRQR-F
4 KIOI-F	4 KITS-F	4 KBLX-AF	4 KOIT-AF	4 KOIT-AF	4 KSJO-F	4 KRQR-F	4 KSJO-F	4 KMEL-F<	4 KKSF-F
5 KOFY	5 KSOL-F	5 KITS-F<	5 KBLX-AF	KIOI-F	5 KBRG-F	5 KGO	5 KMEL-F	5 KRQR-F	5 KSAN-F
6 KSAN-F	6 KBLX-AF	6 KSOL-F	6 KGO	6 KBLX-AF>	6 KOFY	6 KOME-F	6 KSAN-F	6 KKSF-F	6 KITS-F<
7 KHQT-F	7 KOIT-AF	7 KOIT-AF	7 KSOL-F	7 KKSF-F	7 KRQR-F	7 KFOG-F<	7 KNBR	7 KSJO-F	7 KCBS
8 KOIT-AF	KOFY	8 KGO	8 KITS-F	8 KSOL-F	8 KOME-F	8 KOFY	8 KKSF-F	8 KSAN-F	8 KBLX-AF
9 KBRG-F	9	9 KRQR-F	9	9	9	9	9 KOME-F<	9	9
10	10	10	10	10	10	10	10 KOIT-AF	10	10

SAN FRANCISCO

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS			METRO CUME TSA
									SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		922 (4)	922 (4)	12.1	9.1	KAZA	1290	Gilroy	0.3/0.7/ 41/ 576
AOR/CLASSIC		743 (6)	743 (6)	9.8	13.3	KFAX	1100	San Francisco	0.3/1.2/ 30/ 672
AC/OLDIES	186 (1)	907 (9)	1093 (10)	14.4	23.7	KIQI	1010	San Francisco	0.6/1.9/ 50/1065
FULL SVC/VARIETY						KKIQ-F	101.7	Livermore/Plsnt	0.3/1.1/ 29/ 638
COUNTRY	129 (2)	490 (4)	619 (6)	8.1	6.9	KLOK	1170	SanJose/SanFran	0.5/1.8/ 51/1098
BLACK/URBAN	99 (1)	249 (1)	348 (2)	4.6	5.4	KRPQ-F	104.9	Rohnert Park	0.5/1.0/ 46/ 548
SAC/EZ	94 (2)	659 (3)	753 (5)	9.9	2.4	KRTY-F	95.3	Los Gatos	0.9/2.4/ 79/1380
NEWS/TALK	1435 (3)		1435 (3)	18.9	18.7	KUFY-F	94.5	Gilroy	0.7/3.2/ 90/2231
NOSTALGIA	302 (1)		302 (1)	4.0	5.0	KXFX-F	101.7	Santa Rosa	0.7/1.6/ 63/ 820
RELIGION/GOSPEL	30 (1)		30 (1)	0.4	0.6	KZST-F	100.1	Santa Rosa	0.7/1.4/ 59/ 762
SPANISH	278 (4)	117 (1)	395 (5)	5.2	2.8				
CLASSICAL	59 (2)	315 (2)	374 (4)	4.9	5.9	KRAK	1140	Sacramento	0.4/0.8/138/1718
JAZZ/NEW AGE	12 (1)	571 (3)	583 (4)	7.7	6.4	KRAK-F	105.1	Sacramento	0.3/0.9/187/3235
UNKNOWN/OTHERS						KFSM-F	102.5	Woodland/Scrmnt	0.3/1.4/219/3463
	2624 (18)	4973 (33)	7597 (51)						

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, SEE KABL-FM						
KCBS, 740, 50 KW (DA-2)	, NEWS	CBS, \$ 245.00 (CBS)				CBS	
KDIA, 1310, 5 KW (DA-1)	, BLACK	, \$ 41.00 (---)					
KEST, 1450, 1 KW	, ETHNIC	, \$ 45.00 (---)				Douglas	
KFAX, 1100, 50 KW (DA-1)	, RELIGION	, \$ 40.00 (---)				Salem	
KFRC, 610, 5 KW	, NOSTALGIA	MBS, UNISUP, \$ 90.00 (Schubert)				Bedford	
KGO, 810, 50 KW	, TALK/NEWS	ABC, \$ 350.00 (Banner)				Cap. Cities/ABC	
KIQI, 1010, 10 KW/500W (DA-1)	, HISPANIC	, \$ 50.00 (Caballero)					
KNBR, 680, 50 KW	, TALK	NBC, \$ 161.00 (Eastman)				Susquehanna	
KNEW, 910, 5 KW (DA-N)	, COUNTRY	, \$ NA (McGuilid)				Malrite	
KSFO, 560, 5 KW (DA-N)	, OLDIES	UNIPWR, \$ 106.00 (MMR)					

FM STATIONS

KABL, 98.1, 100 KW @ 940, EZ/SOFT AC	UNISUP, \$ 105.00 (Christal)	Shamrock
KBLX, 102.9, 7 KW @ 1290, JAZZ/URBAN	, \$ 110.00 (HNWH)	Inner City
KBRG, 104.9, 3 KW @ 300, HISPANIC	, \$ 53.00 (Katz Hisp)	
KDBK, 98.9, 7 KW @ 1450, AOR	ABC, \$ 75.00 (Katz)	Viacom
KDFC, 102.1, 33 KW @ 1050, CLASSICAL	, \$ 78.00 (CMBS)	
KFOG, 104.5, 8 KW @ 1450, AOR	SOURCE, \$ 130.00 (Eastman)	Susquehanna
KFRC, 99.7, 45 KW @ 1240, OLDIES	, \$ 85.00 (Schubert)	Bedford
KIOI, 101.3, 125 KW @ 1161, AC	, \$ 222.00 (Durpetti)	Fairmont
KITS, 105.3, 15 KW @ 1200, CHR/AOR	UNIPWR ABC, \$ 150.00 (HNWH)	Entercom
KJAZ, 92.7, 2 KW @ 400, JAZZ	, \$ 75.00 (K & P)	
KKSF, 103.7, 8 KW @ 1469, JAZZ/NAC	, \$ 155.00 (Banner)	Brown
KMEL, 106.1, 69 KW @ 1289, CHR	, \$ 205.00 (Christal)	Evergreen
KOIT, 96.5, 33 KW @ 1410, SOFT AC	, \$ 200.00 (Torbet)	Bonneville
KRQR, 97.3, 82 KW @ 1099, AOR	CBS, \$ 155.00 (CBS)	CBS
KSAN, 94.9, 30 KW @ 1210, COUNTRY	, \$ 210.00 (McGuilid)	Malrite
KSOL, 107.7, 9 KW @ 1161, BLACK	APR, \$ 110.00 (MMR)	United
KYA, 93.3, 50 KW @ 500, OLDIES	UNIPWR, \$ 97.00 (MMR)	

Other Ranked Stations - See San Jose

Miscellaneous: KDBK/KDBQ-F from AC to AOR (June) . . . KDIA sold by Ragen Henry for \$1,600,000 . . . KMEL-F sold by Century to Evergreen for \$44,000,000 (Minkow) . . .

SAN JOSE

Arbitron Rank/Pop (12+): 31/1,272,300

Stations: 44/16
Diaries: 1576/807:1/46.9%
Sample Target: 1540
% Below Line: NA
% Not Listed: NA

1991 Revenue: \$27,000,000
HH Inc.: \$51,455
Retail \$: 13.1 Bill
Pop per Station: 79,519
#1 Biller: KOME-F \$4,300,000

MSA Rank/Pop: 31/1,470,000
San Francisco ADI
Average Person Ratings: 15.2
Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KHQT-F (CHR)	109/ 5.6	6.5	5.3	6.9	7.1	6.1	129/2378	1906/15.0	17.0	17.5	D	KHQT-F
2. KBAY-F (SAC)	107/ 5.5	6.1	5.9	6.3	6.2	5.9	193/2394	1352/10.6	12.2	13.8	E	KBAY-F
3. KSJO-F (AOR)	97/ 5.0	4.3	5.1	4.7	4.7	4.8	142/2482	1616/12.7	11.9	12.6	E	KSJO-F
4. KEZR-F (AC)	78/ 4.0	3.4	5.2	4.8	4.0	4.3	98/2084	1597/12.6	12.2	11.9	E	KEZR-F
5. KARA-F (AC)	70/ 3.6	3.5	3.1	2.8	4.8	3.3	84/1538	1199/ 9.4	9.8	11.2	E	KARA-F
6. KRTY-F (C)	67/ 3.5	3.5	3.3	2.5	3.3	3.2	81/1356	986/ 7.7	7.0	8.0	F	KRTY-F
7. KOME-F (AOR)	66/ 3.4	4.2	3.5	4.8	3.9	4.0	98/1971	1164/ 9.1	11.0	12.3	C	KOME-F
8. KBRG-F (SP)	62/ 3.2	3.6	3.2	2.0	2.4	3.0	111/1238	698/ 5.5	5.6	4.2	C	KBRG-F
9. KUFX-F (CL AOR)	46/ 2.4	2.8	3.2	4.1	3.2	3.1	83/2015	1144/ 9.0	11.4	11.4	C	KUFX-F
10. KLOK (SP)	32/ 1.7	1.4	1.5	0.8	1.0	1.4	40/828	601/ 4.7	3.9	3.3	B	KLOK
11. KDFC-AF (CL)	31/ 1.6	2.1	1.6	1.9	2.1	1.8	109/1960	668/ 5.3	6.6	6.4		KDFC-AF
12. KEEN (SAC)	24/ 1.2	2.7	1.2	1.8	1.7	1.7	26/452	399/ 3.1	3.3	4.1	B	KEEN
13. KAZA (SP)	23/ 1.2	0.5	0.9	1.3	1.2	1.0	41/586	354/ 2.8	2.1	2.1	B	KAZA
14. KLIV (?)	11/ 0.6	0.8	---	0.5	0.6	0.5	11/356	306/ 2.4	0.0	2.5		KLIV
15. KNTA (SP)	10/ 0.5	0.6	0.5	0.6	0.8	0.6	10/303	266/ 2.1	2.3	2.2	B	KNTA

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>	1 KSJO-F>	1 KSJO-F>	1 KSJO-F	1 KBAY-F<	1 KBAY-F>>	1 KHQT-F	1 KBAY-F	1 KHQT-F	1 KHQT-F>	1 KBAY-F
2 KEZR-F>	2 KHQT-F	2 KOME-F	2 KARA-F<	2 KARA-F	2 KARA-F>	2 KSJO-F<	2 KSJO-F<	2 KSJO-F	2 KBAY-F	2 KEZR-F
3 KSJO-F	3 KOME-F	3 KHQT-F	3 KEZR-F	3 KSJO-F	3 KRTY-F<	3 KBAY-F>	3 KARA-F	3 KBAY-F	3 KSJO-F	3 KRTY-F
4	4 KBRG-F<	4 KEZR-F	4 KOME-F	4 KEZR-F	4 KDFC-AF	4 KOME-F	4 KEZR-F	4 KARA-F	4 KBRG-F	4 KHQT-F
5	5 KEZR-F	5 KARA-F	5 KBAY-F	5 KOME-F	5	5 KEZR-F	5 KHQT-F<	5 KRTY-F	5 KOME-F	5
6	6	6 KRTY-F<	6 KRTY-F	6 KRTY-F<	6	6 KRTY-F	6 KRTY-F	6 KEZR-F	6 KEZR-F	6
7	7	7 KBRG-F	7 KHQT-F	7 KHQT-F	7	7 KARA-F<	7 KOME-F	7 KOME-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 KHQT-F>	1 KHQT-F	1 KEZR-F>	1 KEZR-F	1 KARA-F	1 KSJO-F>	1 KSJO-F>	1 KSJO-F>	1 KSJO-F>	1 KSJO-F
2 KRTY-F>	2 KEZR-F	2 KSJO-F	2 KHQT-F	2 KEZR-F<	2 KBRG-F>	2 KOME-F	2 KOME-F>	2 KOME-F	2 KOME-F
3 KEZR-F	3 KRTY-F	3 KRTY-F	3 KARA-F	3 KBAY-F>	3 KOME-F	3 KBRG-F	3 KHQT-F	3 KBRG-F	3 KBAY-F
4 KSJO-F	4 KSJO-F	4 KHQT-F	4 KRTY-F	4 KRTY-F	4 KLOK	4 KHQT-F	4 KARA-F	4 KHQT-F	4 KHQT-F<
5 KOME-F	5 KUFX-F	5 KBAY-F	5 KBAY-F	5 KHQT-F	5 KHQT-F	5	5 KUFX-F	5 KUFX-F	5 KUFX-F
6 KBRG-F>	6	6 KARA-F	6	6	6 KEZR-F	6	6	6	6 KARA-F

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		109 (1)	109 (1)	13.1	16.0		
AOR/CLASSIC		209 (3)	209 (3)	25.1	26.3		
AC/OLDIES		148 (2)	148 (2)	17.8	19.7		
FULL SVC/VARIETY							
COUNTRY		67 (1)	67 (1)	8.0	11.1		
BLACK/URBAN							
SAC/EZ	24 (1)	107 (1)	131 (2)	15.7	13.9		
NEWS/TALK					1.4		
NOSTALGIA							
RELIGION/GOSPEL							
SPANISH	65 (3)	62 (1)	127 (4)	15.2	6.6		
CLASSICAL	5 (1)	26 (1)	31 (2)	3.7	4.8		
JAZZ/NEW AGE							
UNKNOWN/OTHERS	11 (1)		11 (1)	1.3	0.2		
	105 (6)	728 (10)	833 (16)				

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS, DA)	, HISPANIC	CRC, \$ 33.00 (Caballero)	
KEEN, 1370, 5 KW (DA-2)	, EZ	UPI, \$ NA (MMR)	
KLOK, 1170, 50 KW/5 KW (DA-2)	, HISPANIC	, \$ 37.00 (Katz Hisp)	
KNTA, 1430, 1 KW (DA-1)	, HISPANIC	, \$ 40.00 (Lotus)	
KSJX, 1500, 10 KW/5 KW (DA-2)	, AOR	ABC, \$ 22.00 (Durpett1)	
KARA-F, 105.7, 50 KW @ 500	, OLDIES	, \$ 82.00 (Eastman)	Empire
KBAY-F, 100.3, 15 KW @ 2578	, EZ	, \$ 74.00 (MMR)	
KEZR-F, 106.5, 50 KW @ 430	, AC	, \$ 80.00 (Christal)	
KHQT-F, 97.7, 1.6 KW @ 449	, CHR	, \$ 61.00 (HNWH)	Anaheim
KOME-F, 98.5, 13 KW @ 880	, AOR	, \$100.00 (Torbet)	Infinity
KRTY-F, 95.3, .4 KW @ 859	, COUNTRY	UNISUP UNILT, \$ 41.00 (Durpett1)	
KSJO-F, 92.3, 50 KW @ 466	, AOR	ABC, \$ 68.00 (Durpett1)	
KUFX-F, 94.5, 1.2 KW @ 2535	, CL AOR	, \$ 70.00 (Katz)	
KDBQ-F, 99.1, 1.1 KW @ 2617	, AOR	, \$ NA (Katz)	Viacom (SANTA CRUZ)

Miscellaneous: KLOK, KBSG-F sold for \$11,250,000 (Blackburn) . . . KRTY-F sold for \$2,900,000 (MVP) . . .

SANTA ROSA

Arbitron Rank/Pop (12+): 107/336,500
 MSA Rank/Pop: 122/398,500
 San Francisco ADI
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 28/6
 Diaries: 638/527:1/50.6%
 Sample Target: 660
 % Below Line: 44.4
 % Not Listed: 16.0

1991 Revenue: NA
 HH Inc.: \$36,432
 Retail \$: 3.2 Bil
 Pop per Station: 56,083
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. KXFX-F (AOR)	62/11.2	7.3	9.6	5.5	4.4	----	62/763	763/22.7	17.8	18.6	KXFX-F
2. KZST-F (AC)	59/10.6	10.0	10.4	5.9	8.0	----	59/696	696/20.7	20.7	17.0	KZST-F
3. KGO (N/T)	53/ 9.5	8.6	6.6	13.4	6.6	----	53/618	618/18.4	23.5	18.6	KGO
4. KRPQ-F (C)	42/ 7.6	7.3	3.0	3.8	4.2	----	42/475	475/14.1	14.9	9.1	KRPQ-F
5. KFRC (BB)	32/ 5.8	6.5	6.8	8.6	8.9	----	32/347	347/10.3	12.0	12.5	KFRC
6. KMGF-F (O)	22/ 4.0	3.4	4.5	3.1	3.0	----	22/449	449/13.3	13.8	11.6	KMGF-F
7. KCBS (N/T)	21/ 3.8	5.0	4.5	4.7	3.1	----	21/548	548/16.3	15.6	13.4	KCBS
8. KNBR (T)	20/ 3.6	4.2	5.1	2.6	4.4	----	20/439	439/13.0	13.4	13.4	KNBR
KNEL-F (CHR)	20/ 3.6	3.4	2.6	3.3	2.8	----	20/291	291/ 8.6	9.5	7.5	KNEL-F
KHTT-F (CHR)	20/ 3.6	5.6	4.5	4.3	5.4	----	20/445	445/13.2	16.1	14.0	KHTT-F
11. KSRO (T)	15/ 2.7	2.1	1.9	2.4	2.1	----	15/281	281/ 8.4	7.6	9.3	KSRO
12. KABL-AF (SAC)	14/ 2.5	3.5	2.2	3.1	3.3	----	14/297	297/ 8.8	10.9	4.1	KABL-AF
13. KRQR-F (AOR)	12/ 2.2	3.3	2.8	4.7	4.0	----	12/297	297/ 8.8	7.9	10.7	KRQR-F
KNEW (C)	12/ 2.2	4.6	4.2	4.5	5.9	----	12/195	195/ 5.8	10.0	8.6	KNEW

12+ FM SHARE (METRO): 62.31% (291 of 467) (SPG 91: 70.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F >>	1 KXFX-F >>	1 KXFX-F	1 KZST-F	1 KZST-F	1 KGO >	1 KZST-F	1 KZST-F	1 KXFX-F <	1 KGO >	1 KGO
2 KHTT-F >>	2 KZST-F <	2 KZST-F >	KXFX-F >	2 KXFX-F >	2 KZST-F	2 KGO <	2 KXFX-F >	2 KZST-F >	2 KXFX-F >	2 KCBS >
3	3 KRPQ-F >	3 KRPQ-F >	3 KRPQ-F	3 KRPQ-F >	3 KFRC >	3 KXFX-F	3 KGO >	3 KRPQ-F	3 KMEL-F	3 KXFX-F
4	4 KHTT-F	4 KMGF-F	4 KMGF-F	4 KMGF-F	4 KCBS <	4 KRPQ-F >	4 KRPQ-F	4 KGO	4 KZST-F	4
5	5	5	5 KGO	5 KGO	5 KRPQ-F	5 KCBS	5 KFRC	5 KFRC	5 KRPQ-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 KRPQ-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 KXFX-F >
2 KHTT-F >	2 KRPQ-F	2 KXFX-F	2 KRPQ-F >	2 KRPQ-F	2 KRPQ-F	2 KRPQ-F	2 KZST-F	2 KZST-F >	2 KZST-F >
3 KMEL-F	3 KXFX-F	3 KRPQ-F	3 KXFX-F	3 KXFX-F >	3 KOFY	3 KZST-F >	KRPQ-F	3 KRPQ-F	3 KGO
	KZST-F	4 KHTT-F >	4 KHTT-F	4 KHTT-F	4	4 KRQR-F	KMGF-F	4 KGO	4 KMGF-F
5	5 KMEL-F	5	5	5	5	5 KMGF-F	5	5 KMGF-F	5 KNBR
6	6	6	6	6	6	6	6	6	6 KRPQ-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		49 (3)	49 (3)	10.5			0.2/0.0/ 0/ 0		
AOR/CLASSIC		74 (2)	74 (2)	15.8		KBLX 1400 Berkeley	0.4/1.0/ 3/ 33		
AC/OLDIES	16 (2)	91 (5)	107 (7)	22.9		KBLX-F 102.9 Berkeley	0.4/1.0/ 3/ 33		
FULL SVC/VARIETY						KDBK-F 98.9 San Francisco	0.4/1.9/ 2/ 65		
COUNTRY	12 (1)	47 (2)	59 (3)	12.6		KDFC-F 102.1 San Francisco	1.3/5.3/ 7/ 177		
BLACK/URBAN						KFRC-F 99.7 San Francisco	0.7/3.7/ 4/ 124		
SAC/EZ	4 (1)	10 (1)	14 (2)	3.0		KIOI-F 101.3 San Francisco	0.7/3.2/ 4/ 107		
NEWS/TALK	109 (4)		109 (4)	23.3		KITS-F 105.3 San Francisco	1.6/5.6/ 9/ 188		
NOSTALGIA	32 (1)		32 (1)	6.9		KKHI 1550 San Francisco	0.4/0.0/ 0/ 0		
RELIGION/GOSPEL						KKHI-F 95.7 San Francisco	1.1/4.4/ 8/ 147		
SPANISH						KKSF-F 103.7 San Francisco	0.9/2.5/ 5/ 85		
CLASSICAL	2 (1)	13 (2)	15 (3)	3.2		KOFY 1050 San Mateo/SF	1.4/3.2/ 8/ 107		
JAZZ/NEW AGE	1 (1)	7 (2)	8 (3)	1.7		KSAN-F 94.9 Sn Fran/Sn Jose	0.9/2.8/ 5/ 95		
UNKNOWN/OTHERS						KSFO 560 San Francisco	1.4/5.1/ 8/ 171		
	176 (11)	291 (17)	467 (28)						

RADIO STATIONS

KSRO , 1350, 5 KW (DA-2) , News/Talk NBC, ABC, \$21.00 (Durpetti) Fuller-Jeffrey
 KHTT-F, 92.9, 2.3 KW @ 1948 , CHR , \$25.00 (Durpetti) Fuller-Jeffrey (HEALDSBURG)
 KMGF-F, 97.7, 2.1 KW @ 1122 , Oldies UNISUP, \$27.00 (Katz) (MONTE RIO)
 KRPQ-F, 104.9, .3 KW @ 915 , Country , \$40.00 (K & P) (ROHNERT)
 KXFX-F, 101.7, 19 KW @ 384 , AOR , \$42.00 (Eastman) Keffco
 KZST-F, 100.1, 6 KW @ 239 , AC UNISUP, \$46.00 (Mc-Guild)

Other ranked stations -- see San Francisco

SARASOTA-BRADENTON

Arbitron Rank/Pop (12+): 80/446,700

Stations: 25/9

1991 Revenue: \$6,800,000

MSA Rank/Pop: 159/284,400 (Sarasota)

Diaries: 931/480:1/55.2%

HH Inc.: \$29,838

Tampa ADI

Sample Target: 880

Retail \$: 4.4 Bil

Average Person Ratings: 16.2

% Below Line: 42.1

Pop per Station: 49,633

Market TSL: 21.75 hours

% Not Listed: 18.4

#1 Biller: WDUV-F \$3,300,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WDUV-F (SAC/EZ)	132/18.3	19.2	17.9	17.1	19.1	----	147/1397	1229/27.5	31.2	30.4	E	WDUV-F
2. WHPT-F (AC/AOR)	67/ 9.3	4.3	4.0	3.7	3.6	----	72/826	745/16.7	8.1	9.4	B	WHPT-F
3. WYNF-F (AOR)	65/ 9.0	9.6	7.7	10.1	8.1	----	74/871	689/15.4	15.9	16.0		WYNF-F
4. WFLZ-F (CHR)	36/ 5.0	5.2	4.5	9.3	7.6	----	40/629	536/12.0	12.5	13.1		WFLZ-F
5. WFLA (N/T)	33/ 4.6	4.9	5.7	3.4	3.6	----	33/471	461/10.3	9.3	11.0		WFLA
6. WINK-F (CHR)	28/ 3.9	3.1	1.6	0.8	1.5	----	47/649	340/ 7.6	8.0	6.2		WINK-F
7. WSUN (C)	27/ 3.7	3.1	4.3	3.1	1.8	----	33/442	365/ 8.2	6.0	10.8		WSUN
8. WWRM-F (SAC)	24/ 3.3	4.0	6.1	6.9	6.0	----	26/497	444/ 9.9	12.2	14.9		WWRM-F
WCTQ-F (C)	24/ 3.3	4.2	4.2	1.4	2.5	----	30/482	416/ 9.3	8.4	7.7	B	WCTQ-F
10. WQYK-F (C)	23/ 3.2	3.4	2.5	1.8	2.8	----	23/289	289/ 6.5	6.8	4.8		WQYK-F
WSRZ-F (O)	23/ 3.2	5.7	5.8	4.4	3.7	----	23/519	500/11.2	13.5	14.7	C	WSRZ-F

12+ FM SHARE (METRO): 82.51% (486 of 589) (SPG 91: 76.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WHPT-F	1 WYNF-F<	1 WHPT-F	1 WHPT-F	1 WDUV-F>>	1 WDUV-F<	1 WDUV-F>	1 WDUV-F>	1 WDUV-F>	1 WDUV-F<
2 WYNF-F	2 WYNF-F>	2 WHPT-F>>	2 WYNF-F>>	2 WYNF-F>>	2	2 WYNF-F>>	2 WHPT-F>	2 WHPT-F>	2 WFLZ-F>	2 WFLA >>
3	3 WFLZ-F>	3 WFLZ-F	3 WINK-F	3 WINK-F	3	3 WHPT-F	3 WYNF-F>	3 WYNF-F>	3 WYNF-F<	3 WGUL
4	4 WXTB-F	4 WINK-F	4	4 WSRZ-F	4	4 WSUN	4 WFLA >	4 WFLZ-F	4 WFLA	4
5	5	5	5	5	5	5 WFLA	5	5	5 WHPT-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 WHPT-F	1 WHPT-F>>	1 WHPT-F>>	1 WHPT-F>	1 WHPT-F>	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F	1 WYNF-F>	1 WYNF-F
2 WFLZ-F>	2 WYNF-F>	2 WYNF-F>	2 WYNF-F>	2 WYNF-F	2 WFLZ-F>	2 WFLZ-F	2 WHPT-F>	2 WHPT-F>	2 WHPT-F>>
3 WYNF-F	3 WMTX-F	3 WINK-F	3 WINK-F	3 WINK-F	3 WXTB-F>	3 WHPT-F>	3 WFLZ-F	3 WFLZ-F>	3 WFLA
4 WXTB-F	4 WINK-F	4	4 WDUV-F	4 WDUV-F	4 WHPT-F	4 WXTB-F	4 WFLA	4 WFLA	4 WFLZ-F
5 WMTX-F	5 WFLZ-F	5	5	5	5	5 WFLA	5	5	5 WCTQ-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		70 (3)	70 (3)	11.9	8.4	WAMR 1320 Venice/Sarasota	1.2/3.5/ 10/ 181		
AOR/CLASSIC		79 (2)	79 (2)	13.4	13.9	WBRD 1420 Bradenton	1.4/3.4/ 10/ 154		
AC/OLDIES		126 (7)	126 (7)	21.4	20.5	WEEJ-F 100.1 Pt Chr ltt/Srst	0.7/3.0/ 10/ 244		
FULL SVC/VARIETY					3.9	WISP-F 98.7 Holmes Bch/Srst	1.1/4.6/ 8/ 206		
COUNTRY	27 (1)	47 (2)	74 (3)	12.6	13.2	WSPB 1450 Sarasota/Bradnt	1.0/2.4/ 7/ 109		
BLACK/URBAN									
SAC/EZ		156 (2)	156 (2)	26.5	21.4	WGUL 860 Dunedin/Clrwtr	1.2/2.7/ 9/ 120		
NEWS/TALK	55 (4)		55 (4)	9.3	9.8	WHNZ 570 Pineillas Pk/Tmp	0.4/2.3/ 3/ 108		
NOSTALGIA	9 (1)		9 (1)	1.5	1.8	WKII 1070 Pt. Charl	0.7/1.7/ 40/ 400		
RELIGION/GOSPEL					1.1	WMTX-F 95.7 Clearwater/Tmpa	1.7/7.6/ 12/ 344		
SPANISH						WOLZ-F 95.3 Ft Myers/Naples	0.8/1.9/ 14/ 182		
CLASSICAL	7 (1)		7 (1)	1.2	0.7	WRBQ-F 104.7 Tampa/St Petrsb	0.8/3.7/ 6/ 164		
JAZZ/NEW AGE					4.8	WUSA-F 100.7 Tampa	0.4/3.1/ 4/ 143		
UNKNOWN/OTHERS	5 (1)	8 (1)	13 (2)	2.2	0.7	WXTB-F 97.9 Clearwater/Tmpa	1.9/5.5/ 14/ 246		
	103 (8)	486 (17)	589 (25)			WYUU-F 92.5 Safety Harbor	1.4/6.1/ 10/ 273		

RADIO STATIONS

WAMR , 1320, 5 KW/1 KW (DA-2) , Talk UNISUP NBC, \$14.00 (---) (VENICE)
 WBRD , 1420, 2.5 KW/1 KW (DA-2) , Talk NBC-T ABC, \$14.00 (Christal)
 WSPB , 1450, 1 KW , Classical , \$15.00 (CMBS) Dick Harris

WCTQ-F, 92.1, 6 KW @ 285 , Country NBC, MBS, \$21.00 (---) (VENICE)
 WDUV-F, 103.3, 100 KW @ 580 , EZ/Soft AC MBS, \$74.00 (Christal)
 WSRZ-F, 106.3, 3.6 KW @ 259 , Oldies/AC , \$42.00 (Eastman) Wilks-Schwartz

WINK-F -- see Fort Myers in Small Market Edition

Other ranked stations -- see Tampa

SAVANNAH

Arbitron Rank/Pop (12+): 151/213,700 Stations: 18/16 1991 Revenue: \$9,500,000
 MSA Rank/Pop: 180/245,100 Diaries: 661/323:1/46.7% HH Inc.: \$29,760
 ADI # 101 Sample Target: 640 Retail \$: 2.0 Bil
 Average Person Ratings: 15.7 % Below Line: 2.4 Pop per Station: 13,356
 Market TSL: 21.00 hours % Not Listed: 11.9 #1 Biller: WCHY-AF \$1,850,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WEAS-F (B)	52/15.5	18.2	16.8	16.3	18.3	----	63/627	468/21.9	25.2	23.4	C	WEAS-F
2. WCHY-AF (C)	46/13.7	13.7	16.9	9.8	15.1	----	105/1472	601/28.1	28.0	26.6	C	WCHY-AF
3. WJCL-F (C)	34/10.1	2.2	5.2	7.4	4.6	----	57/679	396/18.5	8.9	13.7	B	WJCL-F
4. WSOK (B)	29/ 8.6	10.3	10.9	10.0	12.1	----	29/302	302/14.1	16.8	15.3	B	WSOK
5. WZAT-F (CHR)	24/ 7.1	7.8	9.0	6.9	9.2	----	43/793	351/16.4	21.2	22.9	B	WZAT-F
6. WLOW-F (BB)	21/ 6.3	4.7	2.7	4.9	2.4	----	34/420	198/ 9.3	8.8	6.8	A	WLOW-F
7. WAEV-F (AC)	20/ 6.0	5.6	4.6	8.3	7.0	----	47/785	418/19.6	15.7	17.5	C	WAEV-F
8. WIXV-F (AOR)	18/ 5.4	6.4	9.0	12.9	11.3	----	54/750	285/13.3	14.9	18.4	C	WIXV-F
9. WGCO-F (O)	16/ 4.8	4.5	4.1	3.4	2.2	----	35/657	306/14.3	9.6	10.5	B	WGCO-F
10. WBMQ (T)	12/ 3.6	1.1	3.3	4.3	0.5	----	19/252	158/ 7.4	4.9	6.1	A	WBMQ

12+ FM SHARE (METRO): 83.45% (247 of 296) (SPG 91: 82.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEAS-F>>	1 WEAS-F>>	1 WEAS-F>	1 WEAS-F	1 WCHY-AF	1 WCHY-AF>	1 WEAS-F<	1 WCHY-AF>	1 WEAS-F	1 WEAS-F>>	1 WSOK
2 WZAT-F>>	2 WIXV-F>	2 WCHY-AF	2 WCHY-AF	2 WEAS-F	2 WSOK	2 WCHY-AF<	2 WJCL-F	2 WCHY-AF	2 WZAT-F	2 WEAS-F>
3 WJCL-F	3 WCHY-AF	3 WJCL-F	3 WJCL-F>	3 WJCL-F>	3 WLOW-F	3 WSOK	3 WEAS-F	3 WJCL-F>	3 WCHY-AF>	3 WLOW-F
4 WZAT-F	4 WAEV-F	4 WAEV-F	4 WAEV-F	4 WSOK	4 WJCL-F	4 WJCL-F	4 WIXV-F	4 WBMQ	4 WIXV-F	4 WCHY-F
5 WJCL-F	5 WIXV-F	5 WGCO-F	5 WAEV-F	5 WEAS-F	5 WLOW-F<	5 WSOK	5 WAEV-F	5 WJCL-F	5 WJCL-F	5
6 WAEV-F	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 WEAS-F>>	1 WEAS-F>>	1 WEAS-F>	1 WEAS-F>	1 WEAS-F	1 WEAS-F>>	1 WEAS-F	1 WIXV-F	1 WEAS-F	1 WCHY-AF
2 WZAT-F>>	2 WAEV-F>	2 WAEV-F>	2 WCHY-AF	2 WCHY-AF	2 WIXV-F>	2 WIXV-F>>	2 WEAS-F	2 WJCL-F	2 WJCL-F
3 WCHY-AF	3 WZAT-F	3 WYKZ-F	3 WAEV-F>	3 WAEV-F	3 WZAT-F>	3 WCHY-AF	3 WCHY-AF	3 WIXV-F	3 WEAS-F
4 WAEV-F	4 WCHY-AF	4 WJCL-F	4 WJCL-F	4 WSOK	4 WBMQ	4 WJCL-F	4 WJCL-F	4 WCHY-AF>	4 WIXV-F
5 WJCL-F	5 WCHY-AF	5 WZAT-F	5 WJCL-F	5 WJCL-F	5	5	5 WSOK	5 WGCO-F	5 WBMQ

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		26 (2)	26 (2)	8.8	11.5	WEAS 900 Savannah	0.9/2.7/ 4/ 80		
AOR/CLASSIC		23 (2)	23 (2)	7.8	11.5	WFXH-F 106.1 Hilton Head	1.5/3.8/ 14/ 216		
AC/OLDIES		44 (4)	44 (4)	14.9	16.9	WTK-F 99.7 Pt. Royal	0.6/3.5/ 21/ 316		
FULL SVC/VARIETY						WIZA 1450 Savannah	0.9/2.5/ 3/ 54		
COUNTRY	2 (1)	78 (2)	80 (3)	27.0	19.8	WRHQ-F 105.3 Richmond Hill	0.9/4.0/ 5/ 115		
BLACK/URBAN	29 (1)	55 (2)	84 (3)	28.4	32.6				
SAC/EZ						WSKX-F 92.3 Hinesville	0.9/5.0/ 22/ 384		
NEWS/TALK	12 (1)		12 (1)	4.1	3.8	WYKZ-F 98.7 Beaufort	1.5/4.9/ 30/ 338		
NOSTALGIA		21 (1)	21 (1)	7.1	3.2				
RELIGION/GOSPEL	6 (2)		6 (2)	2.0	0.6				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	49 (5)	247 (13)	296 (18)						

RADIO STATIONS

WBMQ , 630, 5 KW	, Talk	CBS, \$11.00 (Katz)	McCormick
WSOK , 1230, 1 KW	, Black	UNISUP AURN, \$17.00 (Banner)	Opus
WAEV-F, 97.3, 100 KW @ 991	, AC	ABC, \$28.00 (Banner)	Opus
WCHY-F, 94.1, 100 KW @ 1319	, Country	ABC, \$43.00 (Christal)	Roth
WEAS-F, 93.1, 100 KW @ 308	, Black	ABC, \$26.00 (Durpetti)	Rivers
WFXH-F, 106.1, 11 KW @ 794	, AOR	, \$11.00 (---)	Adventure (HILTON HEAD)
WGCO-F, 98.3, 100 KW @ 981	, Oldies	CNN, \$20.00 (Eastman)	Intermart (MIDWAY)
WIXV-F, 95.5, 100 KW @ 856	, AOR/Classic	, \$29.00 (Katz)	McCormick
WJCL-F, 96.5, 100 KW @ 1161	, Country	UNIPWR NBC, \$24.00 (HNWH)	Lewis
WLOW-F, 106.9, 50 KW @ 443	, Nostalgia	MBS, \$15.00 (K & P)	(BLUFFTON, SC)
WZAT-F, 102.1, 100 KW @ 1322	, CHR	ABC, \$25.00 (Mc-Guild)	Gulf Atlantic
WYKZ-F, 98.7, 100 KW @ 708	, AC	, \$17.00 (Banner)	DeDominicis (BEAUFORT)

Miscellaneous: WJCL-F from AC/EZ to Country . . .

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 13/2,342,500
 MSA Rank/Pop: 23/2,450,000 Seattle
 88/597,700 Tacoma
 ADI # 14
 Average Person Ratings: 16.0
 Market TSL: 21.00 hours

Stations: 31/31
 Diaries: 1973/1187:1/51.4%
 Sample Target: 1980
 % Below Line: 0.0
 % Not Listed: 8.6

1991 Revenue: \$88,100,000
 HH Inc.: \$37,172
 Retail \$: 22.9 Bil
 Pop per Station: 75,565
 #1 Biller: KIRO \$17,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KMPS-AF (C)	290/ 7.8	9.0	6.8	7.8	5.6	7.8	319/4678	4069/17.4	15.1	13.4	H	KMPS-AF
2. KIRO (N/T)	278/ 7.4	7.3	9.2	10.6	9.4	8.6	316/6145	5277/22.5	26.7	25.1	J	KIRO
3. KUBE-F (CHR)	232/ 6.2	6.1	4.5	4.7	5.1	5.4	254/4668	4185/17.9	17.2	17.5	G	KUBE-F
4. KBSG-AF (O)	195/ 5.2	5.3	4.8	4.5	3.2	4.9	252/4222	3524/15.0	15.1	9.6	G	KBSG-AF
5. KPLZ-F (CHR)	175/ 4.7	5.1	6.9	6.4	6.7	5.8	203/4641	4121/17.6	19.0	19.9	G	KPLZ-F
6. KLSY-F (AC)	170/ 4.5	3.6	3.7	3.4	4.5	3.8	179/3100	2798/11.9	11.0	12.1	G	KLSY-F
7. KOMO (FS)	164/ 4.4	4.3	6.5	5.2	5.0	5.1	176/3623	3111/13.3	21.7	15.2	G	KOMO
8. KZOK-F (CL AOR)	162/ 4.3	3.7	3.6	3.7	3.3	3.8	197/3381	2913/12.4	11.1	13.1	E	KZOK-F
9. KXRX-F (AOR)	157/ 4.2	4.4	3.5	5.2	5.3	4.3	180/3104	2717/11.6	9.9	12.0	G	KXRX-F
10. KRPM-F (C)	150/ 4.0	3.8	5.2	2.8	4.3	3.9	227/3151	2421/10.3	10.2	9.5	D	KRPM-F
11. KISW-F (AOR)	147/ 3.9	3.4	2.4	4.7	5.9	3.6	174/3252	2857/12.2	8.0	13.7	F	KISW-F
12. KIXI (BB)	132/ 3.5	3.3	3.8	3.8	4.2	3.6	173/2345	1988/ 8.5	9.0	8.7	D	KIXI
13. KNDD-F (AOR)	125/ 3.3	2.4	3.2	1.5	1.9	2.6	142/2306	1989/ 8.5	7.8	6.7	C	KNDD-F
14. KING-F (CL)	117/ 3.1	4.1	3.4	3.4	4.5	3.5	127/2139	1928/ 8.2	9.4	11.4	E	KING-F
15. KKNW-F (J/NAC)	110/ 2.9	2.9	2.1	2.3	2.2	2.5	113/1587	1538/ 6.6	4.9	5.9	D	KKNW-F
16. KLTX-F (SAC)	107/ 2.9	2.3	2.9	2.8	2.5	2.7	109/1857	1757/ 7.5	8.3	8.1	D	KLTX-F
17. KING (T/N)	105/ 2.8	2.9	2.5	2.4	2.1	2.7	118/1953	1755/ 7.5	7.4	6.8	D	KING
18. KEZX-F (SAC/EZ)	95/ 2.5	3.4	2.7	3.5	2.5	3.0	111/1564	1360/ 5.8	5.9	5.2	C	KEZX-F
19. KWMX-F (AC)	87/ 2.3	1.7	1.9	2.2	2.5	2.0	90/1499	1449/ 6.2	5.6	6.4	D	KWMX-F
KMTT-F (AC/AOR)	87/ 2.3	2.3	2.3	3.3	2.4	2.5	112/2085	1711/ 7.3	7.0	7.7	C	KMTT-F
21. KCMS-F (REL)	83/ 2.2	1.7	2.2	1.7	1.7	2.0	86/1178	1103/ 4.7	4.5	4.3	B	KCMS-F
22. KVI (O)	77/ 2.1	1.1	1.3	1.1	1.2	1.4	87/1540	1324/ 5.7	4.6	4.2	B	KVI
23. KJR (SPRTS)	68/ 1.8	2.3	1.8	0.7	0.8	1.6	72/1841	1707/ 7.3	6.8	4.6	A	KJR
24. KGNW (REL)	40/ 1.1	0.8	0.6	0.4	0.3	0.7	41/642	584/ 2.5	2.0	1.8		KGNW
25.												

12+ FM SHARE (METRO): 71.70% (2453 of 3421) (SPG 91: 71.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUBE-F	1 KUBE-F	1 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KIRO	1 KIRO	1 KMPS-AF	1 KMPS-AF	1 KIRO	1 KIRO >>
2 KPLZ-F >>	2 KXRX-F	2 KBSG-AF	2 KBSG-AF	2 KBSG-AF	2 KMPS-AF	2 KMPS-AF	2 KBSG-AF	2 KUBE-F	2 KUBE-F	2 KMPS-F >>
3 KNDD-F	3 KISW-F	KUBE-F <	3 KZOK-F	3 KZOK-F	3 KOMO <	3 KUBE-F <	3 KIRO <	3 KIRO	3 KMPS-AF	3 KJR
4	4 KMPS-AF	4 KZOK-F	4 KLSY-F <	KIRO	4 KBSG-AF	4 KOMO	4 KLSY-F <	4 KXRX-F <	4 KPLZ-F	4 KRPM-F
5	5 KZOK-F <	5 KXRX-F <	5 KIRO	5 KLSY-F	5 KIXI	5 KPLZ-F	5	5 KBSG-AF <	5 KLSY-F	5 KOMO <
6	6 KNDD-F	6 KLSY-F	6 KXRX-F	6 KXRX-F	6 KING-F <	6 KBSG-AF	6	6 KLSY-F	KJR	6 KUBE-F
7	7 KLSY-F <	7	7	7	7 KRPM-F	7	7	7	7	7 KBSG-F
8	8 KPLZ-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 KUBE-F >	1 KUBE-F	1 KLSY-F	1 KMPS-AF	1 KMPS-AF	1 KXRX-F	1 KISW-F <	1 KISW-F	1 KZOK-F <	1 KMPS-AF
2 KMPS-AF	2 KLSY-F	2 KUBE-F	2 KLSY-F	2 KBSG-AF	2 KUBE-F	2 KXRX-F >	2 KXRX-F >	2 KISW-F	2 KZOK-F
3 KNDD-F	3 KMPS-AF >	3 KMPS-AF	3 KUBE-F	3 KLSY-F >	KISW-F	3 KZOK-F	3 KZOK-F	3 KXRX-F <	3 KIRO
4 KLSY-F	4 KNDD-F	4 KCMS-F	4 KBSG-AF	4 KUBE-F	4 KPLZ-F >	4 KUBE-F	4 KMPS-AF	4 KMPS-AF	4 KISW-F
5 KLTX-F	5 KPLZ-F	5 KZOK-F	5 KLTX-F	5 KLTX-F	5 KNDD-F	5 KNDD-F	5 KNDD-F	5 KIRO	5 KBSG-AF <
6 KPLZ-F	6 KLTX-F <	6 KPLZ-F	6 KPLZ-F	6	6 KZOK-F	6 KPLZ-F <	6 KUBE-F	6 KBSG-AF	6 KXRX-F
7 KRPM-F	7 KZOK-F	7	7	7	7	7 KMPS-AF	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		407 (2)	407 (2)	11.9	13.2	KEZX 1150 Seattle	0.5/1.5/ 20/ 362
AOR/CLASSIC	14 (1)	678 (5)	692 (6)	20.2	19.5	KULL 770 Seattle/Tacoma	0.4/1.4/ 16/ 351
AC/OLDIES	99 (3)	445 (3)	544 (6)	15.9	18.9	KZOK 1590 Seattle	0.4/1.3/ 14/ 313
FULL SVC/VARIETY	164 (1)		164 (1)	4.8	5.5	KRIZ-AA 1420 Renton/Seattle	0.5/0.7/ 19/ 170
COUNTRY	29 (1)	411 (2)	440 (3)	12.9	11.1		
BLACK/URBAN	19 (2)		19 (2)	0.6	0.5		
SAC/EZ	20 (1)	202 (2)	222 (3)	6.5	2.8		
NEWS/TALK	451 (3)		451 (3)	13.2	12.8		
NOSTALGIA	132 (1)		132 (1)	3.9	4.7		
RELIGION/GOSPEL	40 (1)	83 (1)	123 (2)	3.6	3.5		
SPANISH							
CLASSICAL		117 (1)	117 (1)	3.4	5.0		
JAZZ/NEW AGE		110 (1)	110 (1)	3.2	2.5		
UNKNOWN/OTHERS							
	968 (14)	2453 (17)	3421 (31)				

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, RELIGION	, \$ 25.00 (---)	
KCIS, 630, 5 KW/2.5 KW (DA-2)	, RELIGION	UPI, \$ 35.00 (---)	
KING, 1090, 50 KW (DA-2)	, TALK/NEWS	CNN ABC, \$ 53.00 (MMR)	
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS, \$ 285.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/10 KW (DA-2)	, NOSTALGIA	UNISUP UNIULT, \$ 50.00 (Schubert)	Sandusky
KJR, 950, 5 KW (DA-N)	, SPORTS/TALK	, \$ 50.00 (HNWH)	Ackerly
KKFX, 1250, 5 KW (DA-N)	, BLACK	ABC, \$ 37.00 (HNWH)	Bingham
KMPS, 1300, 5 KW (DA-N)	, SEE KMPS-F		
KOMO, 1000, 50 KW (DA-N)	, FULL SERVICE	ABC, \$ 105.00 (Katz)	
KVI, 570, 5 KW	, OLDIES	, \$ 45.00 (Banner)	Golden West

FM STATIONS

KBSG, 97.3, 55 KW @ 2890	, OLDIES	, \$ 101.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 718	, RELIGION	UPI, \$ 44.00 (---)	
KEZX, 98.9, 100 KW @ 1109	, EZ	ABC, \$ 50.00 (Durpetti)	Park
KING, 98.1, 100 KW @ 699	, CLASSICAL	, \$ 77.00 (MMR)	
KISW, 99.9, 100 KW @ 1148	, AOR	, \$ 94.00 (McGuild)	Nationwide
KKNW, 106.9, 100 KW @ 820	, JAZZ/NAC	, \$ 63.00 (Banner)	Brown
KLSY, 92.5, 58 KW @ 2342	, AC	APR ABC, \$ 91.00 (Christal)	Sandusky
KLTX, 95.7, 100 KW @ 1181	, SOFT AC	, \$ 59.00 (HNWH)	Ackerly
KMPS, 94.1, 98 KW @ 1167	, COUNTRY	APR, \$ 155.00 (McGuild)	EZ
KNDD, 107.7, 100 KW @ 1194	, AOR	, \$ 52.00 (Schubert)	Noble
KPLZ, 101.5, 100 KW @ 1200	, CHR	, \$ 130.00 (Durpetti)	Golden West
KRPM, 106.1, 58 KW @ 2342	, COUNTRY	UNIPWR, \$ 68.00 (Christal)	Heritage
KMTT, 103.7, 100 KW @ 1670	, AC/ROCK	, \$ 57.00 (Durpetti)	Entercom
KUBE, 93.3, 100 KW @ 1289	, CHR	, \$ 130.00 (MMR)	Cook Inlet
KWMX, 100.7, 100 KW @ 731	, AC	, \$ 55.00 (Torbet)	Bonneville
KXRX, 96.5, 81 KW @ 1220	, AOR	, \$ 107.00 (Katz)	Shamrock
KZOK, 102.5, 100 KW @ 1171	, CLASSIC AOR	, \$ 69.00 (Eastman)	Adams

Miscellaneous: KKFX sold to Children's Media Network for \$700,000 (Exline; Weaver) . . . KRPM changes to KULL and from Country to Oldies (Nov) . . .

SHREVEPORT

Arbitron Rank/Pop (12+): 122/300,000
 MSA Rank/Pop: 134/360,000
 ADI # 65
 Average Person Ratings: 17.5
 Market TSL: 23.75 hours

Stations: 14/13
 Diaries: 863/348:1/50.1%
 Sample Target: 810
 % Below Line: 5.5
 % Not Listed: 7.6

1991 Revenue: \$9,200,000
 HH Inc.: \$25,952
 Retail \$: 2.7 B11
 Pop per Station: 23,076
 #1 Biller: KRMD-AF \$2,300,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KRMD-AF (C)	112/21.4	23.1	18.4	20.7	16.3	20.9	161/1613	1043/34.8	30.9	32.5	D	KRMD-AF
2. KMJJ-F (B)	101/19.3	18.5	18.8	19.3	17.3	19.0	116/897	757/25.2	22.6	20.9	B	KMJJ-F
3. KOKA (G/B)	43/ 8.2	6.6	7.7	8.0	6.7	7.6	46/367	319/10.6	12.5	11.2	A	KOKA
4. KWKH-F (C)	41/ 7.8	5.6	5.1	6.1	4.6	6.2	55/742	460/15.3	13.7	13.9	C	KWKH-F
5. KTAL-F (AOR)	32/ 6.1	5.0	7.7	5.7	6.4	6.1	61/803	338/11.3	12.0	13.9	B	KTAL-F
KEEL (BB)	32/ 6.1	6.8	5.6	9.0	5.7	6.9	43/523	426/14.2	13.2	13.2	A	KEEL
7. KTUX-F (CHR)	29/ 5.5	5.0	6.2	5.9	6.0	5.7	52/882	420/14.0	16.9	17.0	B	KTUX-F
KVKI-F (AC)	29/ 5.5	3.8	3.4	4.2	4.9	4.2	32/702	525/17.5	12.0	15.2	B	KVKI-F
9. KLKL-F (O)	22/ 4.2	3.8	4.1	4.4	6.4	4.1	24/291	250/ 8.3	11.6	14.5	A	KLKL-F
KITT-F (AC)	22/ 4.2	4.8	5.3	4.2	9.4	4.6	47/834	391/13.0	13.8	17.4	C	KITT-F
11. KWKH (C)	11/ 2.1	3.6	5.1	3.4	4.4	3.5	22/444	212/ 7.1	11.2	10.3		KWKH
12. KASO (C)	7/ 1.3	1.0	---	0.6	0.7	0.7	7/68	68/ 2.3	0.0	2.8		KASO
13.												
14.												
15.												

12+ FM SHARE (METRO): 79.34% (384 of 484) (SPG 91: 78.17%)

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 KRMD-AF	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF>	1 KRMD-AF>	1 KRMD-AF>	1 KRMD-AF<	1 KMJJ-F>>	1 KMJJ-F
2 KRMD-AF	2 KRMD-AF>>	2 KMJJ-F>>	2 KMJJ-F>	2 KMJJ-F>	2 KOKA	2 KMJJ-F>	2 KMJJ-F>	2 KMJJ-F>>	2 KRMD-AF>	2 KOKA >
3 KTUX-F	3 KTUX-F	3 KTAL-F	3 KTAL-F	3 KVKI-F	3 KWKH-F<	3 KWKH-F	3 KWKH-F	3 KEEL	3 KOKA >	3 KRMD-F
4	KTAL-F>	4 KVKI-F	4 KVKI-F	4 KWKH-F	4 KMJJ-F	4 KOKA	4 KVKI-F	4 KWKH-F	4 KTUX-F	4
5	5 KVKI-F	5 KTUX-F	5 KWKH-F	5 KWKH-F	KTAL-F<	KEEL	5 KEEL	KTAL-F	5 KTUX-F	5
6	6 KWKH-F	6 KWKH-F	6 KLKL-F	6 KLKL-F	6	6 KVKI-F	6	6	6	6
7	7	7	7	7 KOKA	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 KMJJ-F	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KMJJ-F	1 KMJJ-F	1 KTAL-F	1 KRMD-AF	1 KRMD-AF
2 KRMD-AF	KMJJ-F>>	2 KMJJ-F>>	2 KMJJ-F>>	2 KMJJ-F>>	2 KRMD-AF>>	2 KRMD-AF	2 KMJJ-F	2 KMJJ-F	2 KTAL-F
3 KTUX-F>>	3 KTUX-F>	3 KWKH-F>	3 KTUX-F	3 KVKI-F	3 KTAL-F>	3 KTAL-F>>	3 KRMD-AF>	3 KTAL-F>>	3 KMJJ-F
4 KVKI-F	4 KWKH-F	4 KTUX-F	4 KVKI-F	4 KWKH-F	4 KTUX-F	4 KTUX-F	4 KVKI-F>	4 KWKH-F	4 KLKL-F
5	5 KVKI-F	5 KVKI-F	5 KOKA	5 KOKA	5	5	5	5	5
6	6	6 KOKA >	6 KITT-F	6 KITT-F	6	6	6	6	6
7	7	7 KITT-F	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		29 (1)	29 (1)	6.0	6.7	KFLO 1300 Shreveport	0.6/1.3/ 3/ 46
AOR/CLASSIC		32 (1)	32 (1)	6.6	7.1		
AC/OLDIES		73 (3)	73 (3)	15.1	23.2		
FULL SVC/VARIETY							
COUNTRY	22 (3)	149 (2)	171 (5)	35.3	29.2		
BLACK/URBAN		101 (1)	101 (1)	20.9	19.4		
SAC/EZ							
NEWS/TALK							
NOSTALGIA	32 (1)		32 (1)	6.6	6.3		
RELIGION/GOSPEL	46 (2)		46 (2)	9.5	7.9		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	100 (6)	384 (8)	484 (14)				

RADIO STATIONS

KEEL	, 710, 50 KW/5 KW (DA-2),	Nostalgia	ABC UNISUP, \$23.00	(Katz)	Multimedia
KOKA	, 980, 5 KW/80 W (DA-1),	Gospel	SBN NBC, \$18.00	(HNWH)	
KWKH	, 1130, 50 KW (DA-N)	, SEE KWKH-FM			
KITT-F,	93.7, 100 KW @ 1010	, AC	ABC, \$34.00	(Katz)	Multimedia
KLKL-F,	92.1, 3.3 KW @ 298	, Oldies	, \$21.00	(Durpetti)	Dowe (BENTON)
KMJJ-F,	100.1, 3 KW @ 298	, Black	SBN, \$26.00	(McGuild)	Sun Group
KRMD-F,	101.1, 100 KW @ 1118	, Country	, \$53.00	(Eastman)	AmCom
KTAL-F,	98.1, 100 KW @ 1361	, AOR	, \$28.00	(Banner)	(TEXARKANA)
KTUX-F,	98.9, 100 KW @ 718	, CHR	, \$25.00	(Banner)	(CARTHAGE)
KVKI-F,	96.5, 100 KW @ 797	, AC	, \$22.00	(Christal)	
KWKH-F,	94.5, 100 KW @ 321	, Country	MBS, \$41.00	(Christal)	Great Empire

SIoux FALLS

Arbitron Rank/Pop (12+): 211/124,100
 MSA Rank/Pop: 287/125,600
 ADI # 106 (w/Mitchell)
 Average Person Ratings: 16.9
 Market TSL: 22.25 hours

Stations: 13/11
 Diaries: 660/188:1/57.2%
 Sample Target: 610
 % Below Line: 2.4
 % Not Listed: 16.7

1991 Revenue: \$6,000,000
 HH Inc.: \$31,858
 Retail \$: 1.3 Bil
 Pop per Station: 11,282
 #1 Biller: KELO-AF \$2,250,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. KTWB-F (C)	35/16.7	----	9.1	----	1.4	----	51/478	306/24.7	0.0	17.3	KTWB-F
2. KPAT-F (CHR)	32/15.2	----	11.6	----	14.8	----	37/501	385/31.0	0.0	29.5	KPAT-F
3. KELO (AC)	17/ 8.1	----	12.1	----	10.5	----	25/420	263/21.2	0.0	23.5	KELO
4. KXRB (C/FS)	17/ 7.1	----	8.6	----	6.2	----	34/328	140/11.3	0.0	12.0	KXRB
5. KSOO (FS)	15/ 7.1	----	8.6	----	9.1	----	23/380	228/18.4	0.0	15.4	KSOO
KRRO-F (AOR)	15/ 7.1	----	9.9	----	6.7	----	18/246	205/16.5	0.0	21.0	KRRO-F
KELO-F (SAC)	15/ 7.1	----	10.3	----	12.4	----	28/435	203/16.4	0.0	19.9	KELO-F
8. KKLS-F (AC/O)	11/ 5.2	----	7.8	----	10.5	----	27/414	183/14.7	0.0	17.1	KKLS-F
9. KWSN (MOR)	7/ 3.3	----	1.3	----	1.0	----	9/153	111/ 8.9	0.0	4.9	KWSN
10. WNAX (C/FS)	4/ 1.9	----	0.9	----	2.4	----	30/493	99/ 8.0	0.0	6.0	WNAX
KLQL-F (C)	4/ 1.9	----	0.4	----	2.4	----	39/356	85/ 6.8	0.0	6.6	KLQL-F
12.											
13.											
14.											
15.											

12+ FM SHARE (METRO): 64.57% (113 of 175) (SPG 91: 61.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPAT-F>>	1 KTWB-F	1 KTWB-F	1 KTWB-F>	1 KTWB-F>	1 KSOO	1 KPAT-F	1 KTWB-F	1 KTWB-F	1 KTWB-F	1 KSOO >
2	2 KPAT-F>	2 KPAT-F>	2 KELO >	2 KELO >	2 KXRB	2 KTWB-F	2 KPAT-F>	2 KPAT-F>	2 KSOO <	2 KLQL-F>
3	3 KRRO-F>	3 KELO	3 KRRO-F	3 KPAT-F	KELO	3 KELO	3 KELO-F	3 KRRO-F	3 KPAT-F>	3 KRRO-F
4	4 KKLS-F	4 KRRO-F	KPAT-F	4 KRRO-F	4 KELO-F	4 KSOO >	4 KELO	4 KELO	4 KRRO-F>	4
5	5	5	5	5	5	5	5 KRRO-F	5 KELO-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 KPAT-F>>	1 KTWB-F	1 KTWB-F>>	1 KTWB-F	1 KTWB-F>	1 KPAT-F	1 KTWB-F>>	1 KTWB-F>>	1 KTWB-F>	1 KTWB-F>
2 KTWB-F	KPAT-F>>	2 KPAT-F>	2 KPAT-F>	2 KELO	2 KTWB-F>>	2 KRRO-F	2 KRRO-F>	2 KRRO-F	2 KRRO-F
3	3 KKLS-F>	3 KKLS-F	3 KELO	3 KELO-F	3 KRRO-F	KPAT-F>	3 KXRB	3 KPAT-F>	3 KELO >
4	4	KELO	4 KELO-F	4 KPAT-F	4	4 KXRB	4	4	4

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
TOP 40/CHR/CONTEMP		32 (1)	32 (1)	18.3	14.9	KQAD 800 Luverne/Rk Rpid	1.0/1.7/ 6/ 70	
AOR/CLASSIC		15 (1)	15 (1)	8.6	12.2			
AC/OLDIES	17 (1)	12 (2)	29 (3)	16.6	22.3	WNAX-F 104.1 Yankton	0.5/5.4/ 13/ 282	
FULL SVC/VARIETY	24 (3)		24 (3)	13.7	25.5			
COUNTRY	21 (2)	39 (2)	60 (4)	34.3	23.4			
BLACK/URBAN								
SAC/EZ		15 (1)	15 (1)	8.6				
NEWS/TALK								
NOSTALGIA								
RELIGION/GOSPEL								
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS					1.6			
	62 (6)	113 (7)	175 (13)					

RADIO STATIONS

KELO , 1320,	14 KW/5 KW (DA-2)	, AC	AP, \$25.00 (Banner)	Midcontinent
KSOO , 1140,	10 KW/5 KW (DA-N)	, Full Service	ABC, \$22.00 (Christal)	
KWSN , 1230,	1 KW	, MOR	CBS, \$10.00 (Katz)	UNIULT
KXRB , 1000,	10 KW (DAYS, DA)	, Country/FS	MBS, \$18.00 (Mc-Guild)	So. Minn
WNAX , 570,	5 KW (DA-N)	, Country/FS	, \$45.00 (Mc-Guild)	Park (YANKTON)
KELO-F, 92.5,	100 KW @ 1850	, Soft AC	AP, \$20.00 (Banner)	Midcontinent
KKLS-F, 104.7,	100 KW @ 741	, AC/Oldies	MBS, \$17.00 (Mc-Guild)	So. Minn
KLQL-F, 101.1,	100 KW @ 531	, Country	ABC, \$ 9.00 (K & P)	(LUVERNE, MN)
KPAT-F, 97.3,	60 KW @ 220	, CHR	ABC, \$21.00 (Christal)	T. Ingstad
KRRO-F, 103.7,	50 KW @ 187	, AOR	CBS, \$18.00 (Katz)	
KTWB-F, 101.9,	34 KW @ 577	, Country	, \$20.00 (K & P)	

SOUTH BEND

Arbitron Rank/Pop (12+): 158/205,100 Stations: 18/10 1991 Revenue: \$9,200,000
 MSA Rank/Pop: 178/248,400 Diaries: 658/312:1/51.8% HH Inc.: \$30,216
 ADI # 86 Sample Target: 680 Retail \$: 2.0 Bil
 Average Person Ratings: 17.5 % Below Line: 9.5 Pop per Station: 20,510
 Market TSL: 23.25 hours % Not Listed: 16.2 #1 Biller: WNSN-F \$1,700,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WNDU-F (CHR)	51/14.2	----	10.7	----	13.7	----	115/1788	713/35.6	0.0	33.3	C
2. WGTC-F (C)	46/12.8	----	10.1	----	6.6	----	127/1119	382/18.6	0.0	17.8	B
3. WAOR-F (AOR)	38/10.6	----	13.9	----	8.8	----	66/88	492/20.9	0.0	24.4	C
4. WSBT (FS)	37/10.3	----	9.0	----	12.4	----	40/579	464/22.6	0.0	20.5	C
5. WLTA-F (SAC)	34/9.5	----	7.9	----	8.8	----	74/1071	447/21.8	0.0	23.5	C
6. WNSN-F (AC)	26/7.3	----	12.8	----	11.3	----	139/1456	419/20.4	0.0	26.1	C
7. WRBR-F (O)	19/5.3	----	9.3	----	10.7	----	46/678	372/18.1	0.0	25.4	B
8. WSMK-F (B)	12/3.4	----	-----	----	-----	----	21/217	136/6.6	0.0	0.0	A
9. WFRN-F (REL)	7/2.0	----	2.2	----	2.5	----	71/887	141/6.9	0.0	7.8	A
10. WNDU (O)	6/1.7	----	1.4	----	5.5	----	6/180	160/7.8	0.0	9.3	A

12+ FM SHARE (METRO): 81.00% (243 of 300) (SPG 91: 80.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNDU-F>>	1 WAOR-F	1 WAOR-F	1 WGTC-F<	1 WGTC-F	1 WSBT	1 WSBT <	1 WNDU-F<	1 WNDU-F	1 WNDU-F	1 WAOR-F>
2 WSMK-F>	2 WNDU-F	2 WNDU-F	2 WAOR-F	2 WNDU-F	2 WGTC-F>	2 WNDU-F	2 WGTC-F<	2 WGTC-F	2 WAOR-F>	2 WNDU-F
3 WAOR-F	3 WGTC-F>	3 WGTC-F>	3 WNDU-F	3 WAOR-F	3 WLTA-F>	3 WGTC-F>	3 WSBT <	3 WAOR-F	3 WGTC-F	3 WLTA-F
4	4 WLTA-F	4 WNSN-F	4 WNSN-F	4 WNSN-F	4 WNSN-F	4 WAOR-F	4 WLTA-F	4 WLTA-F	4 WSMK-F	4
5	5 WNSN-F	5 WLTA-F	5	5	5 WNDU-F	5 WLTA-F	5 WAOR-F	5 WNSN-F	5 WLTA-F>	5
6	6	6 WRBR-F	6	6	6	6 WRBR-F<	6 WNSN-F>	6 WSBT	6	6
7	7	7	7	7	7	7 WNSN-F>>	7 WRBR-F>>	7 WRBR-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 WNDU-F>	1 WNDU-F>>	1 WNSN-F	1 WNDU-F>	1 WNDU-F	1 WAOR-F>>	1 WAOR-F>>	1 WAOR-F>	1 WAOR-F>	1 WAOR-F
2 WLTA-F>	2 WNSN-F	2 WNDU-F>	2 WNSN-F	2 WNSN-F	2 WGTC-F	2 WGTC-F>	2 WGTC-F>	2 WGTC-F>	2 WGTC-F>
3 WSMK-F>	3 WLTA-F>	3 WGTC-F	3 WGTC-F	3 WGTC-F	3 WNDU-F	3 WNDU-F>	3 WNDU-F>	3 WNDU-F	3 WNDU-F>
4 WAOR-F	4 WGTC-F	4 WAOR-F>>	4 WLTA-F	4 WRBR-F	4 WLTA-F>	4 WLTA-F	4 WNSN-F	4 WLTA-F	4 WSBT
5	5 WAOR-F	5 WRBR-F	5 WRBR-F	5 WLTA-F	5 WRBR-F	5	5	5	5 WNSN-F
6	6	6 WLTA-F	6 WAOR-F	6 WAOR-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		54 (2)	54 (2)	18.0	21.4	WHME-F 103.1 South Bend	0.6/3.3/ 8/ 165
AOR/CLASSIC		38 (1)	38 (1)	12.7	23.1		
AC/OLDIES	6 (1)	49 (3)	55 (4)	18.3	24.3	WBBM-F 96.3 Chicago	0.8/2.7/ 9/ 212
FULL SVC/VARIETY	37 (1)		37 (1)	12.3	9.4	WGN 720 Chicago	1.1/5.1/ 22/ 407
COUNTRY		46 (1)	46 (1)	15.3	10.6	WJJD 1160 Chicago	0.6/2.4/ 12/ 208
BLACK/URBAN		12 (1)	12 (1)	4.0	1.7	WLS 890 Chicago	1.1/3.7/ 0/ 0
SAC/EZ		34 (1)	34 (1)	11.3		WLS -F 94.7 Chicago	0.3/2.0/ 11/ 237
NEWS/TALK	12 (3)	1 (1)	13 (4)	4.3	7.1	WLUP 1000 Chicago	1.1/2.8/ 20/ 230
NOSTALGIA	2 (1)		2 (1)	0.7		WZOW-F 97.7 Goshen/Elkhart	1.1/4.0/ 11/ 297
RELIGION/GOSPEL		9 (2)	9 (2)	3.0	2.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	57 (6)	243 (12)	300 (18)				

RADIO STATIONS

WNDU , 1490, 1 KW	, Oldies	ABC, \$14.00	(Mc-Guild)	Notre Dame
WSBT , 960, 5 KW (DA-N)	, Full Service	CBS, \$26.00	(Katz)	Schurz
WAOR-F, 95.3, 3 KW @ 299	, ADR	ABC, \$22.00	(Roslin)	(NILES)
WFRN-F, 104.7, 50 KW @ 459	, Religion	MBS, \$15.00	(HNWH)	(ELKHART)
WGTC-F, 102.3, 2 KW @ 397	, Country	ABC, \$26.00	(Banner)	(NEW CARLISLE)
WLTA-F, 100.7, 15 KW @ 908	, Soft AC	, \$31.00	(Christal)	(ELKHART)
WNSN-F, 92.9, 13 KW @ 880	, CHR	, \$37.00	(Mc-Guild)	Notre Dame
WNSN-F, 101.5, 13 KW @ 971	, AC	UNISUP, \$40.00	(Katz)	Schurz
WRBR-F, 103.9, 3 KW @ 328	, Oldies	, \$25.00	(MMR)	Booth
WSMK-F, 99.1, 3 KW @ 328	, Black	, \$12.00	(Patt)	(BUCHANAN, MI)

Miscellaneous: WZZP-F to WRBR-F (Sep 91) and from CHR to Oldies . . . WYEZ-F to WLTA-F (Dec 91) . . .

SPOKANE

Arbitron Rank/Pop (12+): 102/354,600
 MSA Rank/Pop: 130/359,000
 ADI # 80
 Average Person Ratings: 15.9
 Market TSL: 21.50 hours

Stations: 18/18
 Diaries: 812/437:1/55.4%
 Sample Target: 830
 % Below Line: 0.0
 % Not Listed: 11.5

1991 Revenue: \$11,200,000
 HH Inc.: \$27,026
 Retail \$: 3.1 Bill
 Pop per Station: 19,700
 #1 Biller: KGA/ \$2,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KDRK-F (C)	70/12.4	9.7	7.4	9.9	10.2	9.8	95/1138	748/21.1	18.4	20.2	D	KDRK-F
2. KISC-F (AC)	55/ 9.7	9.2	11.7	11.5	13.2	10.5	79/966	687/19.4	23.2	22.1	C	KISC-F
3. KZZU-F (CHR)	54/ 9.6	9.3	10.8	14.2	14.4	11.0	70/1040	743/21.0	25.7	30.4	C	KZZU-F
4. KEYF-AF (AC)	48/ 8.5	6.2	8.0	9.2	7.1	8.0	65/895	679/19.1	21.0	13.7	B	KEYF-AF
5. KEZE-F (ADR)	40/ 7.1	9.3	7.8	5.2	7.6	7.3	61/667	531/15.0	15.9	17.4	C	KEZE-F
6. KKZX-F (CL AOR)	38/ 6.7	7.8	5.5	5.6	4.8	6.4	48/607	490/13.8	14.0	13.4	B	KKZX-F
7. KXLY-F (SAC)	36/ 6.4	6.6	7.8	4.1	6.9	6.2	51/674	440/12.4	16.7	14.5	B	KXLY-F
8. KAQQ (BB)	28/ 5.0	3.8	3.2	3.6	3.9	3.9	41/454	316/ 8.9	6.5	7.1	A	KAQQ
9. KGA (C)	27/ 4.8	6.2	3.5	4.0	3.2	4.6	32/513	405/11.4	9.9	8.9	A	KGA
10. KXLY (N/T)	25/ 4.4	6.4	7.4	6.1	4.8	6.1	26/443	384/10.8	17.6	11.3	B	KXLY
11. KKPL-F (SAC)	17/ 3.0	2.6	3.0	5.2	4.4	3.4	17/325	278/ 7.8	9.9	11.3		KKPL-F
KJRB (T)	17/ 3.0	1.9	1.9	2.3	1.9	2.3	19/385	294/ 8.3	7.5	6.3	A	KJRB
KCDA-F (C)	17/ 3.0	2.1	3.5	1.4	1.6	2.5	27/276	218/ 6.1	7.8	4.6	A	KCDA-F
14. KTRW (C)	13/ 2.3	2.6	2.1	1.6	2.1	2.1	13/180	149/ 4.2	4.1	5.1	A	KTRW

12+ FM SHARE (METRO): 77.40% (387 of 500) (SPG 91: 80.44%)

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 KDRK-F	1 KISC-F	1 KISC-F<	1 KDRK-F	1 KDRK-F	1 KDRK-F<	1 KDRK-F>	1 KZZU-F>	1 KEZE-F<
2 KDRK-F>	2 KZZU-F	2 KISC-F	2 KDRK-F	2 KDRK-F	2 KXLY-F	2 KISC-F	2 KEYF-AF<	2 KZZU-F	2 KISC-F	2 KDRK-F>
3 KISC-F	KDRK-F	3 KEYF-AF<	3 KEYF-AF	3 KEYF-AF	3 KEYF-AF	3 KZZU-F	3 KISC-F	3 KISC-F	3 KDRK-F	3 KISC-F
4	4 KISC-F	4 KEZE-F<	4 KEZE-F<	4 KKZX-F	4 KISC-F	4 KEYF-AF<	4 KEZE-F	4 KEYF-AF	4 KXLY-F	4 KGA
5	5 KKZX-F	5 KKZX-F	5 KKZX-F>	5 KEZE-F>	5 KAQQ	5 KXLY <	5 KKZX-F	5 KEZE-F	5 KEZE-F	5 KXLY
6	6 KEYF-AF>	6 KZZU-F	6 KZZU-F	6 KGA	6 KXLY <	6 KKZX-F	6 KXLY-F	6 KKZX-F	6	6 KJRB
7	7 KKPL-F	7	7	7	7 KGA	7	7	7	7	7 KEYF-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 KZZU-F>>	1 KDRK-F	1 KDRK-F	1 KISC-F	1 KISC-F	1 KZZU-F	1 KEZE-F>	1 KEZE-F>	1 KEZE-F	1 KDRK-F
2 KDRK-F	2 KZZU-F	2 KISC-F>	2 KDRK-F	2 KDRK-F	2 KEZE-F	2 KZZU-F	2 KZZU-F	2 KDRK-F	2 KEZE-F
3 KKZX-F	KISC-F>	3 KEZE-F	3 KEYF-AF	3 KEYF-AF>	3 KKZX-F	3 KKZX-F	3 KKZX-F	3 KKZX-F	3 KKZX-F
4 KEYF-AF	4 KEZE-F	4 KEYF-AF>	4 KZZU-F	4 KKZX-F	4 KDRK-F>	4 KDRK-F	KISC-F>	4 KISC-F	4 KISC-F
5 KKPL-F	5 KEYF-AF	5 KKPL-F	5 KKZX-F	5 KEZE-F	5 KEYF-AF	5 KISC-F	5 KDRK-F	5 KEYF-AF	5 KEYF-AF>
6 KISC-F	6 KKZX-F	6 KZZU-F	6 KEZE-F	6 KZZU-F	6 KAAR-F	6 KEYF-AF	6 KEYF-AF	6 KZZU-F	6 KGA
7 KEZE-F	7 KKPL-F	7 KKZX-F	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		54 (1)	54 (1)	10.8	16.4	KAAR-F 95.3	Medical Lk/Spkn	1.8/2.3/	11/ 143
AOR/CLASSIC		78 (2)	78 (2)	15.6	14.0	KKCH-F 94.5	Hayden	0.5/2.6/	7/ 122
AC/OLDIES	1 (1)	112 (3)	113 (4)	22.6	30.9	KSBN 1230	Spokane	0.4/1.6/	2/ 56
FULL SVC/VARIETY									
COUNTRY	40 (2)	87 (2)	127 (4)	25.4	17.6				
BLACK/URBAN									
SAC/EZ		53 (2)	53 (2)	10.6					
NEWS/TALK	42 (2)		42 (2)	8.4	8.2				
NOSTALGIA	28 (1)		28 (1)	5.6	4.4				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE					7.6				
UNKNOWN/OTHERS	2 (1)	3 (1)	5 (2)	1.0	1.0				
	113 (7)	387 (11)	500 (18)						

SPOKANE

RADIO STATIONS

KAQQ	,	590,	5 KW	,	Nostalgia	UNISUP CNN, \$16.00	(MMR)	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, \$14.00	(Christal)	Highsmith
KXLY	,	920,	5 KW	,	News/Talk	CBS MBS, \$22.00	(Torbet)	Morgan Murphy
KAAR-F,		95.3,	1.3 KW @ 672	,	Oldies	APR, \$14.00	(---)	Sunbrook (MEDICAL LAKE)
KCDA-F,		103.1,	2.4 KW @ 1886	,	Country	SMN, \$15.00	(Roslin)	(COEUR d'ALENE)
KDRK-F,		93.7,	56 KW @ 2378	,	Country	, \$50.00	(Eastman)	Citadel
KEYF-F,		101.1,	100 KW @ 843	,	Oldies	, \$24.00	(---)	(CHENEY)
KEZE-F,		105.7,	100 KW @ 1909	,	AOR	UNIPWR, \$31.00	(Mc-Guild)	Apollo
KISC-F,		98.1,	94 KW @ 2030	,	AC	, \$43.00	(MMR)	Home News
KKPL-F,		96.1,	56 KW @ 2378	,	Soft AC	UNISUP, \$21.00	(Banner)	(OPPORTUNITY)
KKZX-F,		98.9,	100 KW @ 1614	,	Classic AOR	, \$25.00	(Banner)	
KXLY-F,		99.9,	37 KW @ 2998	,	EZ/Soft AC	, \$28.00	(Torbet)	Morgan Murphy
KZZU-F,		92.9,	85 KW @ 2080	,	CHR	, \$36.00	(Christal)	Highsmith

Miscellaneous: KEYF-F (Cheney) sold by Unicom to Terry Robinson for \$1,825,000 (MVP) . . . KAQQ, KISC-F sold by Home News to Silverado (Winkel) for \$2,600,000 (E) (MVP) . . .

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 72/509,900
 MSA Rank/Pop: 85/596,000
 ADI # 96
 Average Person Ratings: 17.7
 Market TSL: 23.50 hours

Stations: 31/14
 Diaries: 1071/476:1/51.4%
 Sample Target: 980
 % Below Line: 27.6
 % Not Listed: 16.8

1991 Revenue: \$10,500,000
 HH Inc.: \$34,910
 Retail \$: 4.6 Bill
 Pop per Station: 36,421
 #1 Biller: WHYN-F \$2,600,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WAQY-AF (AOR)	97/10.7	8.6	9.0	10.8	9.3	9.8	104/1442	1287/25.2	23.7	22.8	D	WAQY-AF
2. WHYN (FS)	78/ 8.6	6.2	7.5	5.5	8.3	6.9	78/956	950/18.6	17.2	21.0	C	WHYN
3. WPKX-F (C)	73/ 8.1	10.6	10.0	9.5	6.1	9.6	76/818	768/15.1	19.0	11.7	C	WPKX-F
4. WHYN-F (AC)	71/ 7.8	8.7	6.7	6.9	8.8	7.5	84/1142	978/19.2	20.3	21.7	D	WHYN-F
5. WTIC-F (CHR)	67/ 7.4	6.9	5.4	7.2	8.1	6.7	67/1036	1026/20.1	21.0	21.0		WTIC-F
WMAS-F (AC)	67/ 7.4	6.9	7.7	10.0	8.6	8.0	67/944	881/17.3	18.7	20.1	C	WMAS-F
7. WMAS (BB)	47/ 5.2	6.6	6.8	5.2	4.9	5.9	49/427	411/ 8.1	11.8	9.5	B	WMAS
8. WRCH-F (SAC)	28/ 3.1	3.6	2.8	3.2	3.1	3.2	28/441	428/ 8.4	9.3	9.2		WRCH-F
9. WDRC-F (O)	25/ 2.8	2.5	3.1	3.4	2.4	3.0	26/464	437/ 8.6	9.7	9.9		WDRC-F
10. WCCC-F (AOR)	24/ 2.7	2.7	2.5	2.6	2.3	2.6	24/562	524/10.3	8.9	11.2		WCCC-F
11. WAAF-F (AOR)	23/ 2.5	2.7	4.3	3.7	3.8	3.3	28/599	491/ 9.6	9.9	11.2		WAAF-F
12. WNNZ (T/N)	21/ 2.3	2.0	1.6	0.7	1.3	1.6	23/375	328/ 6.4	5.3	4.2		WNNZ
13. WKSS-F (CHR)	19/ 2.1	1.8	2.5	1.7	1.9	2.0	19/673	673/13.2	11.1	8.8		WKSS-F
15. WHMP (FS/EZ)	19/ 2.1	2.0	1.1	2.1	1.0	1.8	20/299	284/ 5.6	4.0	4.5	A	WHMP

12+ FM SHARE (METRO): 72.38% (545 of 753) (SPG 91: 70.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WAQY-AF	1 WAQY-AF	1 WAQY-AF	1 WAQY-AF	1 WHYN	1 WHYN	1 WAQY-AF	1 WAQY-AF	1 WAQY-AF	1 WTIC-F
2 WAAF-F	2 WTIC-F	2 WHYN-F	2 WHYN-F	2 WMAS-F	2 WMAS	2 WAQY-AF	2 WHYN-F	2 WPKX-F	2 WTIC-F	2 WAQY-F
3 WAQY-AF	3 WHYN-F	3 WPKX-F	3 WMAS-F	3 WHYN-F	3 WMAS-F	3 WHYN-F	3 WMAS-F	3 WHYN-F	3 WPKX-F	3 WHYN
4	4 WPKX-F	4 WTIC-F	4 WPKX-F	4 WPKX-F	4 WPKX-F	4 WMAS-F	4 WPKX-F	4 WTIC-F	4 WHYN	4 WPKX-F
5	5 WMAS-F	5 WMAS-F	5 WTIC-F	5 WHYN	5 WHYN-F	5 WTIC-F	5 WHYN	5 WHYN	5 WHYN-F	5
6	6	6	6 WHYN	6	6	6 WPKX-F	6 WTIC-F	6 WMAS-F	6 WMAS-F	6
7	7	7	7	7	7	7 WMAS	7 WMAS	7 WMAS	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 WAQY-AF	1 WAQY-AF	1 WHYN-F	1 WHYN-F	1 WMAS-F	1 WAQY-AF	1 WAQY-AF	1 WAQY-AF	1 WAQY-AF	1 WAQY-AF
2 WHYN-F	2 WHYN-F	2 WAQY-AF	2 WAQY-AF	2 WHYN-F	2 WTIC-F	2 WTIC-F	2 WTIC-F	2 WPKX-F	2 WPKX-F
3 WTIC-F	3 WTIC-F	3 WTIC-F	3 WMAS-F	3 WPKX-F	3 WPKX-F	3 WCCC-F	3 WCCC-F	3 WTIC-F	3 WHYN
4 WPKX-F	4 WPKX-F	4 WPKX-F	4 WTIC-F	4 WTIC-F	4 WCCC-F	4 WPKX-F	4 WHYN-F	4 WHYN	4 WMAS-F
5 WMAS-F	5 WMAS-F	5 WMAS-F	5 WPKX-F	5 WAQY-AF	5 WAAF-F	5	5 WHYN	5 WHYN-F	5 WHYN-F
6 WAAF-F	6	6	6	6 WHYN	6	6	6	6 WMAS-F	6

FORMATS	AM	FM	TOTAL	%	SPG 91	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
TOP 40/CHR/CONTEMP		97 (3)	97 (3)	12.9	13.1	WACM	1490	W Springfield	0.9/1.5/ 8/ 77
AOR/CLASSIC	1 (1)	159 (6)	160 (7)	21.2	18.4	WARE	1250	Ware	0.3/2.1/ 3/ 112
AC/OLDIES	3 (1)	170 (5)	173 (6)	23.0	27.7	WHMP-F	99.3	Northampton	1.2/8.1/ 15/ 520
FULL SVC/VARIETY	116 (4)		116 (4)	15.4	13.0	WRNX-F	100.9	Amherst/Nrthmpt	0.3/2.2/ 4/ 141
COUNTRY		83 (2)	83 (2)	11.0	8.6	WTTT	1430	Amhrst/Nrthmpt	0.6/2.3/ 6/ 125
BLACK/URBAN									
SAC/EZ		36 (2)	36 (2)	4.8	1.4	WBZ	1030	Boston	0.6/1.5/ 6/ 96
NEWS/TALK	32 (4)		32 (4)	4.2	7.9	WCBS	880	New York	0.3/1.1/ 3/ 54
NOSTALGIA	56 (3)		56 (3)	7.4	8.4	WDRC	1360	Hartford	0.4/1.2/ 4/ 63
RELIGION/GOSPEL					0.6	WFAN	660	New York	0.3/1.8/ 3/ 92
SPANISH						WHCN-F	105.9	Hartford	0.8/5.2/ 8/ 290
CLASSICAL						WIOF-F	104.1	Wtrfrd/Hrtfrd	0.3/2.5/ 3/ 130
JAZZ/NEW AGE						WRSI-F	95.3	Greenfield	0.7/2.1/ 9/ 207
UNKNOWN/OTHERS					0.8	WSRS-F	96.1	Worcester	0.9/3.8/ 12/ 250
	208 (13)	545 (18)	753 (31)			WTIC	1080	Hartford	1.2/3.6/ 11/ 191
						WWYZ-F	92.5	Waterbury	1.1/0.9/ 10/ 194
						WZMX-F	93.7	Hartford	0.4/2.5/ 4/ 127

RADIO STATIONS

WHMP, 1400, 1 KW	, EZ/FS	NBC, \$	13.00 (K & P)	Sillerman (NORTHAMPTON)
WHYN, 560, 5 KW/1 KW (DA-2)	, FULL SERVICE	ABC, \$	37.00 (McGuilid)	Wilks-Schwartz
WMAS, 1450, 1 KW	, NOSTALGIA	MBS, \$	28.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2)	, TALK/NEWS	UNIULT, CBS, \$	14.00 (Eastman)	
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	, \$	12.00 (Roslin)	
WAQY-F, 102.1, 17 KW @ 781, AOR		ABC, \$	55.00 (Katz)	Saga
WHMP-F, 99.3, 3 KW @ 321, CHR		, \$	15.00 (K & P)	Sillerman (NORTHAMPTON)
WHYN-F, 93.1, 9 KW @ 1000, AC		, \$	59.00 (McGuilid)	Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 194, AC		, \$	33.00 (Banner)	Lappin
WPKX-F, 97.9, 2.2 KW @ 528, COUNTRY		, \$	25.00 (Durpetti)	(ENFIELD)

Other Ranked Stations -- See Hartford or Boston

Miscellaneous: WIXY to WAQY - Country to AOR (Nov) . . .

SPRINGFIELD, MO

Arbitron Rank/Pop (12+): 156/206,400
 MSA Rank/Pop: 181/244,700
 ADI # 77
 Average Person Ratings: 15.6
 Market TSL: 20.75 hours

Stations: 13/12
 Diaries: 607/340:1/54.7%
 Sample Target: 620
 % Below Line: 0.6
 % Not Listed: 11.2

1991 Revenue: \$9,700,000
 HH Inc.: \$28,621
 Retail \$: 2.1 Btl
 Pop per Station: 17,200
 #1 Biller: KTTS-AF \$3,750,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KTTS-F (C)	55/17.1	----	15.2	----	17.3	----	144/1574	687/33.3	0.0	32.9	E	KTTS-F
2. KXUS-F (AOR)	53/16.5	----	15.6	----	9.7	----	75/892	552/26.7	0.0	25.2	C	KXUS-F
3. KKHT-F (CHR)	30/ 9.3	----	11.9	----	16.0	----	64/776	416/20.2	0.0	24.9	C	KKHT-F
4. KTXR-F (SAC)	29/ 9.0	----	11.9	----	9.0	----	61/916	418/20.3	0.0	22.2	B	KTXR-F
KGBX-F (AC)	29/ 9.0	----	11.9	----	9.7	----	55/637	407/19.7	0.0	22.0	C	KGBX-F
6. KTTS (C)	28/ 8.7	----	5.6	----	6.3	----	33/399	307/14.9	0.0	10.9		KTTS
7. KGMV-F (C)	24/ 7.5	----	-----	----	-----	----	41/592	280/13.6	0.0	0.0		KGMV-F
8. KADI-F (REL)	11/ 3.4	----	3.3	----	-----	----	14/274	202/ 9.8	0.0	8.8	A	KADI-F
9. KLTQ-F (AC)	10/ 3.1	----	3.6	----	7.0	----	14/224	171/ 8.3	0.0	9.4	A	KLTQ-F
10. KWTO (FS/T)	9/ 2.8	----	3.3	----	6.0	----	25/465	227/11.0	0.0	8.0	A	KWTO

12+ FM SHARE (METRO): 85.66% (245 of 286) (SPG 91: 86.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKHT-F>>	1 KXUS-F>>	1 KXUS-F>	1 KXUS-F	1 KXUS-F	1 KTTS-F>	1 KTTS-F>	1 KTTS-F<	1 KXUS-F	1 KXUS-F>	1 KTTS-F>>
2 KXUS-F	2 KKHT-F	2 KTTS-F	2 KTTS-F	KTTS-F>	2 KTXR-F	2 KXUS-F	2 KXUS-F>	2 KTTS-F>	2 KTTS-F	2 KTTS >
KGBX-F>>	3 KGMV-F	3 KGBX-F<	3 KGMV-F	3 KGMV-F	3 KTTS >	3 KTTS	3 KGBX-F<	3 KKHT-F	3 KKHT-F>	3 KWTO
4	4 KTTS-F	4 KKHT-F	4 KGBX-F	4 KGBX-F	4 KGBX-F	4 KTXR-F	4 KTXR-F	4 KGBX-F	4 KTXR-F>	4
5	5 KGBX-F	KGMV-F	5 KKHT-F	5 KKHT-F	5	5 KGBX-F	5 KKHT-F	5 KGMV-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 KXUS-F>>	1 KXUS-F>>	1 KXUS-F>	1 KXUS-F	1 KTTS-F>	1 KXUS-F>>	1 KXUS-F>>	1 KXUS-F>	1 KXUS-F>>	1 KXUS-F>
2 KKHT-F	2 KKHT-F	2 KTTS-F	KTTS-F	2 KGBX-F	2 KTTS-F>>	2 KGMV-F	2 KGMV-F>>	2 KTTS-F	2 KGMV-F
KADI-F	3 KGBX-F>	KKHT-F	3 KKHT-F	3 KKHT-F	3 KKHT-F	3 KTTS-F	3 KTXR-F	KGMV-F>	3 KTTS-F
4 KGBX-F	4 KTTS-F	KGBX-F	KGBX-F	4 KXUS-F	4	4 KKHT-F	4 KKHT-F	4 KGBX-F	4 KGBX-F
5	KADI-F	5	5	KGMV-F	5	5	5	5 KKHT-F	5 KTTS

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		30 (1)	30 (1)	10.5	13.3	KTOZ 1060 Springfield	1.2/2.3/ 4/ 58		
AOR/CLASSIC		53 (1)	53 (1)	18.5	17.4	KTOZ-F 104.9 Marsfield	0.6/5.0/ 6/ 146		
AC/OLDIES		39 (2)	39 (2)	13.6	18.9				
FULL SVC/VARIETY	9 (1)		9 (1)	3.1	3.7	KHOZ-F 102.9 Harrison/Brnsn	0.6/2.4/ 37/ 466		
COUNTRY	28 (1)	83 (4)	111 (5)	38.8	27.4				
BLACK/URBAN									
SAC/EZ		29 (1)	29 (1)	10.1	13.3				
NEWS/TALK									
NOSTALGIA	4 (1)		4 (1)	1.4	2.2				
RELIGION/GOSPEL		11 (1)	11 (1)	3.8	3.7				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	41 (3)	245 (10)	286 (13)						

RADIO STATIONS

KTOZ , 1060, 500 W (DAYS) , Nostalgia	SMN, \$10.00 (---)
KTTS , 1260, 5 KW (DA-N) , Country	ABC, \$18.00 (Torbet) Great Empire
KWTO , 560, 5 KW (DA-N) , Full Service/Talk	ABC, \$14.00 (Banner) Cole
KADI-F, 99.5, 3 KW @ 328 , Religion	CNN, \$10.00 (---) (REPUBLIC)
KGBX-F, 105.9, 50 KW @ 492 , AC	, \$27.00 (Katz) Borders (BOLIVAR)
KGMV-F, 100.5, 33 KW @ 600 , Country	, \$18.00 (---) (AURORA)
KKHT-F, 98.7, 100 KW @ 551 , CHR	ABC, \$26.00 (Banner) Cole
KLTQ-F, 96.5, 6 KW @ 453 , AC	, \$15.00 (K & P) (SPARTA)
KTOZ-F, 104.9, 3 KW @ 298 , Country	, \$10.00 (---) (MARSHFIELD)
KTTS-F, 94.7, 100 KW @ 1102 , Country	ABC, \$50.00 (Torbet) Great Empire
KTXR-F, 101.3, 100 KW @ 1151 , Soft AC/EZ	NBC, \$24.00 (Mc-Guild)
KXUS-F, 97.3, 100 KW @ 479 , AOR	, \$32.00 (Roslin) Demaree

STEUBENVILLE

Arbitron Rank/Pop (12+): 214/119,300
 MSA Rank/Pop: 261/140,700
 ADI # 144 (w/Wheeling)
 Average Person Ratings: 15.0
 Market TSL: 20.75 hours

Stations: 26/3
 Diaries: 628/175:1/56.6%
 Sample Target: 610
 % Below Line: 54.7
 % Not Listed: 17.3

1991 Revenue: \$1,600,000
 HH Inc.: \$26,877
 Retail \$: 0.8 Bil
 Pop per Station: 39,766
 #1 Biller: WRKY-F \$650,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WRKY-F (CHR)	25/14.0	----	12.8	----	9.3	----	25/384	384/32.2	0.0	31.0	B	WRKY-F
2. WSTV (N/T)	18/10.1	----	12.8	----	9.3	----	18/229	229/19.2	0.0	16.3	A	WSTV
3. WWSW-F (O)	16/ 8.9	----	4.0	----	6.0	----	16/237	237/19.7	0.0	14.3		WWSW-F
4. WOVK-F (C)	11/ 6.1	----	2.2	----	5.1	----	11/119	119/10.0	0.0	8.9		WOVK-F
5. WDVE-F (AOR)	9/ 5.0	----	5.3	----	4.6	----	9/163	163/13.7	0.0	16.0		WDVE-F
6. WOMP-F (CHR)	8/ 4.5	----	3.5	----	7.4	----	8/154	154/12.9	0.0	15.6		WOMP-F
WELA-F (C)	8/ 4.5	----	7.1	----	4.2	----	8/129	129/10.8	0.0	11.4		WELA-F
8. WWVA (C/FS)	7/ 3.9	----	3.5	----	6.5	----	7/114	114/ 9.6	0.0	11.8		WWVA
WKWK-F (SAC)	7/ 3.9	----	2.7	----	2.3	----	7/109	109/ 9.1	0.0	9.7		WKWK-F
WEIR (FS/BB)	7/ 3.9	----	2.7	----	3.2	----	7/108	108/ 9.1	0.0	12.1	A	WEIR
11. WSHH-F (SAC)	5/ 2.8	----	4.9	----	4.2	----	5/105	105/ 8.8	0.0	11.7		WSHH-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 73.65% (109 of 148) (SPG 91: 72.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRKY-F>>	1 WRKY-F>	1 WRKY-F>	1 WRKY-F	1 WRKY-F	1 WSTV	1 WSTV	1 WRKY-F	1 WRKY-F	1 WRKY-F>	1 WSTV
2 WOMP-F>>	2 WDVE-F>	2 WWSW-F>	2 WWSW-F>	2 WWSW-F>>	2 WWSW-F>	2 WRKY-F	2 WSTV	2 WWSW-F	2 WWSW-F	WRKY-F
3	3 WKWK-F	3 WDVE-F	3 WKWK-F	3 WKWK-F	3 WOVM-F	3 WWSW-F>	3 WSTV	3 WSTV	3 WOMP-F	3
4	4	4	4 WSTV	4 WSTV	4 WRKY-F	4	4	4 WOMP-F>	4 WDVE-F>	4
5	5	5	5	5	5 WEIR	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 WOMP-F	1 WRKY-F>>	1 WRKY-F>>	1 WRKY-F>	1 WRKY-F	1 WDVE-F>>	1 WDVE-F>	1 WDVE-F>	1 WDVE-F	1 WWSW-F
WRKY-F>>	2 WKWK-F>>	2 WKWK-F>>	2 WWSW-F>	2 WWSW-F>>	2 WWSW-F	2 WRKY-F>	2 WRKY-F	WRKY-F	2 WRKY-F>
3	3	3	3 WOVM-F	3 WOVM-F	3 WRRK-F	3 WWSW-F	3	3 WWSW-F	3 WDVE-F>
4	4	4	4 WKWK-F	4 WKWK-F	4 WQXK-F	4 WRRK-F	4	4	4 WKWK-F
5	5	5	5 WELA-F	5	5 WOMP-F	5	5	5	5 WSTV
6	6	6	6	6	6 WAMO-F	6	6	6	6
7	7	7	7	7	7 WRKY-F	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		37 (4)	37 (4)	25.0	24.0	KDKA 1020 Pittsburgh	1.1/9.7/ 2/ 116		
AOR/CLASSIC		13 (2)	13 (2)	8.8	7.8	WAMO-F 105.9 Pittsburgh	1.1/6.1/ 2/ 73		
AC/OLDIES		20 (4)	20 (4)	13.5	20.1	WBBD 1600e Wheeling	1.1/1.5/ 2/ 18		
FULL SVC/VARIETY	9 (2)		9 (2)	6.1	7.3	WBZZ-F 93.7 Pittsburgh	1.1/9.6/ 2/ 114		
COUNTRY	7 (1)	22 (4)	29 (5)	19.6	18.4	WDSY-F 107.9 Pittsburgh	1.1/5.2/ 2/ 62		
BLACK/URBAN		2 (1)	2 (1)	1.4	2.2	WEEL-F 95.7 Shadyside/WHLng	0.6/3.5/ 1/ 42		
SAC/EZ		14 (3)	14 (3)	9.5	0.6	WEGW-F 107.5 Wheeling/Stebvl	1.1/9.5/ 2/ 113		
NEWS/TALK	20 (2)		20 (2)	13.5	16.2	WHLX-F 105.5 Bethlehem/Wheel	1.1/4.1/ 2/ 49		
NOSTALGIA	2 (1)		2 (1)	1.4		WLTJ-F 92.9 Pittsburgh	1.1/6.4/ 2/ 76		
RELIGION/GOSPEL		1 (1)	1 (1)	0.7	0.6	WOHI 1490 East Liverpool	0.6/2.3/ 1/ 28		
SPANISH						WPIT-F 101.5 Pittsburgh	0.6/3.9/ 1/ 47		
CLASSICAL						WQXK-F 105.1 Salem/Youngstwn	0.6/4.3/ 1/ 51		
JAZZ/NEW AGE						WRRK-F 96.9 Braddock	2.2/6.5/ 4/ 77		
UNKNOWN/OTHERS	1 (1)		1 (1)	0.7	2.8	WTAE 1250 Pittsburgh	1.1/2.3/ 2/ 27		
	39 (7)	109 (19)	148 (26)			WVTY-F 96.1 Pittsburgh	0.6/1.8/ 1/ 21		

RADIO STATIONS

WEIR, 1430, 1 KW (DA-2), MOR/Nostalgia, CBS, \$11.00 (---) (WEIRTON, WV)
 WSTV, 1340, 1 KW, News/Talk, NBC-T MBS, \$19.00 (Regional) Associated
 WRKY-F, 103.5, 16 KW @ 879, CHR, \$23.00 (Regional) Associated
 WELA-F, 104.3, 50 KW @ 331, Country, SMN, \$13.00 (---) (E. LIVERPOOL, OH)

Other ranked stations -- see Wheeling or Pittsburgh

STOCKTON

Arbitron Rank/Pop (12+): 88/396,200
 MSA Rank/Pop: 100/494,500
 ADI # 19 (w/Sacramento)
 Average Person Ratings: 16.3
 Market TSL: 22.00 hours

Stations: 39/9
 Diaries: 868/456:1/46.5%
 Sample Target: 860
 % Below Line: 50.7
 % Not Listed: 17.2

1991 Revenue: \$7,500,000
 HH Inc.: \$26,877
 Retail \$: 3.0 Bil
 Pop per Station: 44,022
 #1 Biller: KWG \$1,600,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KWIN-F (CHR)	59/ 9.1	6.0	6.9	5.9	2.2	----	59/758	758/19.1	14.5	16.8	B	KWIN-F
2. KFMR-F (C)	40/ 6.2	4.9	4.2	4.9	3.3	----	40/515	515/13.0	12.6	10.3	C	KFMR-F
3. KHOP-F (CHR)	35/ 5.4	6.5	6.1	7.4	7.3	----	35/622	622/15.7	15.3	18.2		KHOP-F
KBEE-F (SAC)	35/ 5.4	8.1	7.3	8.2	6.5	----	35/448	448/11.3	11.5	12.6		KBEE-F
5. KVFX-F (CL AOR)	31/ 4.8	3.5	3.0	2.2	2.8	----	31/402	402/10.1	8.2	7.0		KVFX-F
6. KNBR (T)	30/ 4.6	5.1	6.1	2.8	3.1	----	30/463	463/11.7	10.9	13.0		KNBR
7. KSTN-F (SP)	28/ 4.3	4.3	2.6	2.4	3.9	----	28/344	334/ 8.4	6.1	5.2	A	KSTN-F
8. KOSO-F (AC)	22/ 3.4	2.9	4.0	2.4	1.1	----	22/390	390/ 9.8	10.3	8.1		KOSO-F
9. KRAK (C)	20/ 3.1	2.4	3.9	5.4	5.3	----	20/234	234/ 5.9	7.7	9.1		KRAK
KCVR (SP)	20/ 3.1	2.7	2.2	1.6	2.3	----	20/195	195/ 4.9	4.6	3.5	A	KCVR

12+ FM SHARE (METRO): 66.98% (359 of 536) (SPG 91: 62.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWIN-F>>	1 KWIN-F	1 KWIN-F	1 KFMR-F	1 KFMR-F	1 KBEE-F	1 KWIN-F<	1 KFMR-F<	1 KWIN-F	1 KWIN-F>>	1 KGO >>
2 KHOP-F>>	2 KVFX-F	2 KVFX-F	2 KVFX-F<	2 KVFX-F	2 KFMR-F	2 KFMR-F	2 KWIN-F	2 KFMR-F	2 KNBR >	2 KWIN-F
3	3 KHOP-F>	3 KFMR-F<	3 KHOP-F	3 KHOP-F	3 KNBR >	3 KBEE-F<	3 KBEE-F	3 KVFX-F	3 KVFX-F	3 KNBR >
4	4 KOSO-F	4 KHOP-F	4 KWIN-F	4 KWIN-F	4 KRAK	4 KNBR <	4 KHOP-F	4 KHOP-F	4 KHOP-F	4 KOSO-F
5	5 KSTN-F	5	5	5 KSTN	5	5 KHOP-F	5 KNBR	5 KBEE-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 KWIN-F>>	1 KWIN-F>	1 KOSO-F	1 KWIN-F	1 KOSO-F	1 KWIN-F>	1 KVFX-F>	1 KVFX-F>	1 KVFX-F>	1 KVFX-F
2 KRAK-F	2 KOSO-F	2 KHOP-F	2 KOSO-F	2 KFMR-F>	2 KVFX-F>	2 KWIN-F	2 KHOP-F>	2 KWIN-F	2 KFMR-F
KOSO-F	3 KHOP-F	KWIN-F	3 KFMR-F	3 KBEE-F	3 KSTN-F	3 KHOP-F>	3 KNBR	3 KHOP-F	3 KHOP-F
KHOP-F>	4 KSTN	4 KSTN-F	4 KHOP-F	KWIN-F	KFMR-F>	4 KFMR-F	KJOY-F	KFMR-F	4 KNBR
5 KWOD-F	5 KCVR	5 KCVR	5 KSTN	KSTN	5 KMEL-F	5	5 KDJK-F	5	5
KMEL-F	6	6	6	6	KHOP-F	6	KWIN-F	6	6
KSTN-F	7	7	7	7	7	7	7	7	7
KCVR	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP	8 (1)	120 (4)	128 (5)	23.9	20.6	KJAX 1280 Stockton	1.4/4.3/ 9/ 172	
AOR/CLASSIC		52 (5)	52 (5)	9.7	7.4	KJOY-F 99.3 Stockton	2.2/5.3/ 14/ 209	
AC/OLDIES	19 (2)	40 (4)	59 (6)	11.0	19.3	KSGO-F 100.9 Tracy	2.2/7.3/ 14/ 290	
FULL SVC/VARIETY						KSTN 1420 Stockton	1.2/5.5/ 8/ 216	
COUNTRY	28 (2)	56 (3)	84 (5)	15.7	12.8	KWG 1230 Stockton	2.5/5.8/ 16/ 228	
BLACK/URBAN		3 (1)	3 (1)	0.6				
SAC/EZ		55 (3)	55 (3)	10.3	8.7	KCBS 740 San Francisco	2.0/7.0/ 13/ 279	
NEWS/TALK	77 (6)		77 (6)	14.4	17.8	KDJK-F 95.1 Oakdale	1.2/5.1/ 8/ 201	
NOSTALGIA	11 (1)		11 (1)	2.1	3.1	KFBK 1530 Sacramento	1.2/3.4/ 8/ 133	
RELIGION/GOSPEL		2 (1)	2 (1)	0.4		KFIA-F 710 Carmichael	0.3/2.0/ 2/ 79	
SPANISH	34 (3)	28 (1)	62 (4)	11.6	8.9	KFRC 610 San Francisco	1.7/4.9/ 11/ 194	
CLASSICAL						KGBY-F 92.5 Sacramento	0.3/1.8/ 2/ 71	
JAZZ/NEW AGE		3 (1)	3 (1)	0.6	1.5	KGO 810 San Francisco	2.2/4.4/ 14/ 176	
UNKNOWN/OTHERS						KJSN-F 102.3 Modesto	0.9/1.4/ 6/ 55	
	177 (11)	359 (23)	536 (39)			KLOC 920 Ceres	0.6/1.1/ 4/ 45	
						KMEL-F 106.1 San Francisco	2.8/7.7/ 18/ 304	
						KMIX-F 98.3 Turlock/Mdsto	0.5/1.1/ 3/ 45	
						KMJ 580 Fresno	0.5/1.7/ 3/ 68	
						KNCI-F 98.5 Sacramento	1.1/3.1/ 7/ 122	
						KQPT-F 100.5 Sacramento	0.5/1.6/ 3/ 62	
						KRAK-F 105.1 Sacramento	2.0/5.7/ 13/ 226	
						KRCX-AA 1110 Roseville/Scrm	1.5/3.6/ 10/ 142	
						KRXQ-F 93.7 Roseville/Scrmn	0.3/2.0/ 2/ 81	
						KSEG-F 96.9 Sacramento	0.6/2.1/ 4/ 83	
						KSFO 560 San Francisco	0.5/2.6/ 3/ 103	
						KSOL-F 107.7 San Mateo	0.5/2.4/ 3/ 95	
						KTRB 860 Modesto/Stocktn	1.2/2.2/ 8/ 87	
						KWOD-F 106.5 Sacramento	1.2/4.4/ 8/ 174	
						KYA -F 93.3 San Francisco	0.3/1.1/ 2/ 45	

STOCKTON

RADIO STATIONS

KCVR , 1570, 5 KW/500 W (DA-2) , Hispanic							
KJAX , 1280, 1 KW (DA-N) , Talk							
KSTN , 1420, 5 KW/1 KW (DA-N) , CHR							
KWG , 1230, 1 KW , Oldies							
KFMR-F, 100.1, 6 KW @ 285 , Country							
KJOY-F, 99.3, 2.4 KW @ 331 , Soft AC							
KSTN-F, 107.3, 8 KW @ 1610 , Hispanic							
KSGO-F, 100.9, 6 KW @ 328 , Oldies							
KWIN-F, 97.7, 3 KW @ 298 , CHR							

Other ranked stations -- see Sacramento, Modesto or San Francisco

***** 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	REL - 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	

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +
* F - \$ 4,000,000 to \$ 4,999,999	

SYRACUSE

Arbitron Rank/Pop (12+): 68/545,500
 MSA Rank/Pop: 78/656,000
 ADI # 66
 Average Person Ratings: 16.7
 Market TSL: 21.75 hours

Stations: 24/17
 Diaries: 1073/508:1/57.1%
 Sample Target: 1020
 % Below Line: 8.6
 % Not Listed: 14.3

1991 Revenue: \$17,600,000
 HH Inc.: \$33,946
 Retail \$: 5.1 Bill
 Pop per Station: 32,059
 #1 Biller: WYYY-F \$4,800,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WSYR (FS)	110/12.1	12.7	13.5	9.4	10.2	11.9	127/1513	1334/24.5	27.7	22.7	E	WSYR
2. WYYY-F (AC)	101/11.1	10.8	10.7	10.1	11.1	10.7	112/1669	1389/25.5	27.9	30.6	F	WYYY-F
3. WAQX-F (AOR)	91/10.0	8.1	9.5	9.5	6.7	9.3	103/1504	1266/23.2	22.1	18.9	C	WAQX-F
4. WNTQ-F (CHR)	88/ 9.7	9.3	9.9	10.2	10.7	9.8	109/1770	1339/24.5	26.5	31.0	D	WNTQ-F
5. WKFM-F (CL AOR)	64/ 7.0	5.2	5.0	7.5	8.2	6.2	95/1470	1057/19.4	19.0	18.7	C	WKFM-F
6. WRHP-F (SAC)	60/ 6.6	5.8	6.4	5.9	6.3	6.2	75/855	680/12.5	11.8	12.4	B	WRHP-F
7. WSEN-AF (AC)	37/ 4.0	4.5	5.4	6.1	4.4	5.0	45/847	690/12.6	16.4	15.6	B	WSEN-AF
8. WEZG-F (SAC)	30/ 3.3	3.6	3.7	3.0	4.9	3.4	33/586	548/10.0	10.3	10.7	B	WEZG-F
9. WPCX-F (C)	28/ 3.1	3.5	3.2	2.7	3.5	3.1	77/855	410/ 7.5	6.5	7.0		WPCX-F
10. WHEN (FS)	27/ 3.0	3.4	3.8	3.3	2.6	3.4	28/634	568/10.4	13.1	10.6	B	WHEN
11. WMHR-F (REL)	24/ 2.6	2.2	1.8	1.8	2.6	2.1	42/446	284/ 5.2	3.2	4.5	A	WMHR-F
12. WNDR (C)	22/ 2.4	1.6	1.4	2.5	2.4	2.0	25/295	284/ 5.2	4.2	4.9	A	WNDR
13. WFBL (BB)	20/ 2.2	2.1	2.9	2.0	2.4	2.3	29/435	380/ 7.0	6.7	5.3	A	WFBL
14. WOUR-F (AOR)	15/ 1.7	1.0	1.8	1.0	0.7	1.4	42/700	333/ 6.1	6.0	3.0		WOUR-F
15. WFRG-F (C)	14/ 1.5	2.2	1.0	1.4	0.6	1.5	33/472	206/ 3.8	3.4	1.6		WFRG-F

12+ FM SHARE (METRO): 75.10% (585 of 779) (SPG 91: 75.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F>>	1 WAQX-F	1 WYYY-F	1 WYYY-F>	1 WYYY-F>	1 WSYR >	1 WSYR	1 WYYY-F	1 WAQX-F<	1 WAQX-F	1 WSYR >>
2 WAQX-F>>	2 WYYY-F	2 WAQX-F	2 WKFM-F	2 WKFM-F	2 WRHP-F>	2 WYYY-F	2 WSYR	2 WYYY-F	2 WSYR	2 WAQX-F>
3 WYYY-F>	3 WNTQ-F	3 WKFM-F<	3 WNTQ-F	3 WNTQ-F	3 WYYY-F	3 WNTQ-F	3 WAQX-F	3 WSYR <	3 WNTQ-F>	3 WNTQ-F
4	4 WKFM-F	4 WNTQ-F>	4 WAQX-F	4 WSYR <	4 WSEN-AF	4 WAQX-F	4 WKFM-F	4 WNTQ-F>	4 WYYY-F>	4 WKFM-F
5	5	5 WSYR	5 WSYR	5 WAQX-F	5 WHEN	5 WKFM-F>	5 WRHP-F	5 WKFM-F	5 WKFM-F>	5
6	6	6 WSEN-AF	6 WSEN-AF	6 WSEN-AF	6	6	6 WNTQ-F>	6 WRHP-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 WAQX-F	1 WYYY-F	1 WYYY-F>	1 WYYY-F>	1 WYYY-F>	1 WAQX-F>>	1 WAQX-F>>	1 WAQX-F>	1 WAQX-F	1 WKFM-F
2 WNTQ-F	2 WNTQ-F>	2 WNTQ-F>>	2 WNTQ-F>	2 WNTQ-F>	2 WKFM-F>	2 WKFM-F>	2 WKFM-F>	2 WKFM-F>	2 WAQX-F
3 WYYY-F>	3 WAQX-F>	3 WAQX-F	3 WAQX-F>	3 WSYR >	3 WYYY-F	3 WYYY-F	3 WYYY-F>	3 WYYY-F>	3 WYYY-F
4 WKFM-F	4 WKFM-F>	4 WKFM-F	4 WEZG-F	4 WSEN-AF	4 WNTQ-F>>	4 WNTQ-F	4 WSYR	4 WNTQ-F	4 WSYR
5 WEZG-F>	5 WEZG-F	5	5 WKFM-F	5 WEZG-F	5 WPCX-F	5	5 WNTQ-F>	5 WSYR	5 WSEN-AF
6	6	6	6	6	6	6	6 WSEN-AF	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		95 (2)	95 (2)	12.2	13.1	WGES-F	105.5	Oswego	0.6/1.7/ 5/ 116
AOR/CLASSIC		170 (3)	170 (3)	21.8	18.6	WOLF	1490	Syracuse	1.1/2.7/ 10/ 147
AC/OLDIES	4 (1)	146 (4)	150 (5)	19.3	26.2				
FULL SVC/VARIETY	137 (2)		137 (2)	17.6	15.2	WBEE-F	92.5	Rochester	0.4/1.2/ 44/ 376
COUNTRY	23 (2)	57 (4)	80 (6)	10.3	10.1	WRCK-F	107.3	Utica	0.8/3.1/ 16/ 362
BLACK/URBAN	10 (1)		10 (1)	1.3	1.8	WUUU-F	102.5	Rome/Utica	0.8/2.4/ 16/ 334
SAC/EZ		90 (2)	90 (2)	11.6	7.5	WYYS-F	99.9	CrtInd/Ithaca	0.3/1.4/ 18/ 320
NEWS/TALK									
NOSTALGIA	20 (1)		20 (1)	2.6	4.2				
RELIGION/GOSPEL		24 (1)	24 (1)	3.1	3.0				
SPANISH									
CLASSICAL					0.4				
JAZZ/NEW AGE									
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4					
	194 (7)	585 (17)	779 (24)						

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	, NOSTALGIA	CNN, UNISUP	, \$ 16.00 (Christal)	Wilks-Schwartz
WHEN, 620, 5 KW/1 KW (DA-N)	, FULL SERVICE/AC	ABC	, \$ 21.00 (MMR)	Park
WNDR, 1260, 5 KW (DA-N)	, COUNTRY	ABC, UNISUP	, \$ 18.00 (McGuild)	Osborn
WOLF, 1490, 1 KW	, BLACK	SBN	, \$ 14.00 (---)	
WSYR, 570, 5 KW (DA-2)	, FULL SERVICE	MBS NBC	, \$ 67.00 (Katz)	NewCity
WAQX-F, 95.7, 25 KW @ 298, AOR		ABC	, \$ 41.00 (Banner)	
WEZG-F, 100.9, 3 KW @ 164, SOFT AC		UNISUP	, \$ 24.00 (Eastman)	Levite
WKFM-F, 104.7, 50 KW @ 466, CLASSIC AOR			, \$ 47.00 (Christal)	Wilks-Schwartz
WMHR-F, 102.9, 20 KW @ 781, RELIGION			, \$ 13.00 (---)	
WNTQ-F, 93.1, 97 KW @ 659, CHR			, \$ 53.00 (McGuild)	Osborn
WRHP-F, 107.9, 50 KW @ 500, EZ		ABC	, \$ 32.00 (MMR)	Park
WSEN-F, 92.1, 25 KW @ 298, OLDIES		CBS, UNISUP	, \$ 30.00 (HNWH)	Buckley
WYYY-F, 94.5, 100 KW @ 649, AC			, \$ 99.00 (Katz)	NewCity
WPCX-F, 106.9, 14 KW @ 469, COUNTRY			, \$ 19.00 (Market 4)	(AUBURN)

Other Ranked Stations - See Utica

TALLAHASSEE

Arbitron Rank/Pop (12+): 168/180,800
 MSA Rank/Pop: 186/238,300
 ADI # 115
 Average Person Ratings: 15.1
 Market TSL: 20.00 hours

Stations: 15/14
 Diaries: 666/271:1/49.0%
 Sample Target: 610
 % Below Line: 1.1
 % Not Listed: 19.4

1991 Revenue: \$6,900,000
 HH Inc.: \$29,473
 Retail \$: 1.6 Bil
 Pop per Station: 12,914
 #1 Biller: WTNT-F \$1,300,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WHBX-F (B)	34/12.5	----	8.7	----	4.8	----	57/475	313/17.3	0.0	13.1	
WGLF-F (AOR)	34/12.5	----	10.6	----	12.5	----	46/705	469/25.9	0.0	25.0	C
3. WTNT-F (C)	32/11.7	----	12.9	----	14.3	----	84/967	474/26.2	0.0	24.9	C
4. WFHT-F (URB/CHR)	18/ 6.6	----	8.7	----	11.0	----	25/472	341/18.9	0.0	22.6	
5. WUMX-F (AC/CHR)	16/ 5.9	----	3.9	----	8.1	----	20/453	337/18.6	0.0	19.7	
WHKX-F (C)	16/ 5.9	----	6.1	----	2.9	----	17/313	259/14.3	0.0	11.1	
7. WMLO-F (SAC)	15/ 5.5	----	4.8	----	3.7	----	26/262	193/10.7	0.0	11.1	
8. WSNI-F (O)	14/ 5.1	----	1.9	----	----	----	24/432	293/16.2	0.0	7.3	
9. WBGW-F (AC)	10/ 3.7	----	7.4	----	7.7	----	15/387	275/15.2	0.0	21.1	
10. WTAL (N/T)	9/ 3.3	----	2.6	----	1.8	----	9/124	122/ 6.7	0.0	5.0	
11. WRZK-F (AOR)	8/ 2.9	----	----	----	----	----	8/138	123/ 6.8	0.0	0.0	
12.											
13.											
14.											
15.											

12+ FM SHARE (METRO): 89.55% (197 of 220) (SPG 91: 85.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFHT-F>	1 WGLF-F	1 WGLF-F	1 WHBX-F	1 WHBX-F	1 WTNT-F	1 WTNT-F	1 WGLF-F	1 WHBX-F	1 WHBX-F>	1 WHBX-F
2 WTNT-F	2 WHBX-F>	2 WHBX-F	WGLF-F	WGLF-F	2 WMLO-F	2 WGLF-F	2 WHBX-F	2 WGLF-F	2 WTNT-F	2 WHKX-F
WHBX-F>	3 WTNT-F	3 WTNT-F	3 WTNT-F>	3 WTNT-F>	3 WHBX-F	3 WHBX-F>	3 WTNT-F>	3 WTNT-F>	WGLF-F>	3
4 WGLF-F	WFHT-F	4 WUMX-F	4 WSNI-F	4 WSNI-F	4 WHKX-F	4 WUMX-F	4 WFHT-F	4 WFHT-F	4 WFHT-F>	4
5	5 WUMX-F	5 WFHT-F	5 WUMX-F	5 WUMX-F	5 WGLF-F	5	WFHT-F	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 WHBX-F	1 WHBX-F	1 WGLF-F	1 WHBX-F	1 WTNT-F	1 WGLF-F>>	1 WGLF-F>>	1 WGLF-F	1 WGLF-F>	1 WGLF-F
2 WFHT-F	2 WGLF-F	2 WTNT-F	2 WTNT-F	2 WHBX-F	2 WFHT-F>	2 WHBX-F>	2 WHBX-F>	2 WHBX-F>	2 WHBX-F>
3 WUMX-F	WFHT-F	WHBX-F	3 WUMX-F	3 WSNI-F	3 WRZK-F>	3 WTNT-F	3 WTNT-F	3 WTNT-F>	3 WTNT-F>
WHKX-F	4 WUMX-F	4 WUMX-F	WHKX-F	WGLF-F	4 WTNT-F	4 WFHT-F	4 WUMX-F	4	4 WSNI-F
5 WTNT-F	WTNT-F	WFHT-F	WGLF-F	5 WUMX-F	WHBX-F	5	5	5	5 WUMX-F
WGLF-F	6	WBGW-F	6	WHKX-F	6	6	6	6	6
7	7	7	7	WBGW-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP						WANM 1070 Tallahassee	2.2/3.5/	9/	97
AOR/CLASSIC		42 (2)	42 (2)	19.1	13.8	WCVC 1330 Tallahassee	1.1/2.7/	6/	71
AC/OLDIES		40 (3)	40 (3)	18.2	15.5	WNLS 1270 Tallahassee	0.7/2.3/	2/	50
FULL SVC/VARIETY									
COUNTRY		48 (2)	48 (2)	21.8	24.7	WHGH 840 Thomasville	1.1/2.1/	11/	160
BLACK/URBAN	9 (2)	52 (2)	61 (4)	27.7	31.0				
SAC/EZ		15 (1)	15 (1)	6.8	6.3				
NEWS/TALK	11 (2)		11 (2)	5.0	3.3				
NOSTALGIA									
RELIGION/GOSPEL	3 (1)		3 (1)	1.4	2.1				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					3.3				
	23 (5)	197 (10)	220 (15)						

RADIO STATIONS

WANM , 1070, 10 KW (DAYS) , Black	CNN, \$10.00 (Banner)	Timm
WCVC , 1330, 5 KW (DAYS) , Religion	, \$ 8.00 (---)	
WTAL , 1450, 1 KW (DA-1) , Talk	ABC CBS, \$11.00 (Roslin)	
WBGW-F, 98.9, 100 KW @ 390 , AC	ABC, \$15.00 (Mc-Guild)	HVS
WFHT-F, 101.5, 50 KW @ 200 , CHR/URBAN	, \$18.00 (Mc-Guild)	Broad Based (QUINCY)
WGLF-F, 104.1, 100 KW @ 440 , AOR	, \$27.00 (Banner)	Timm
WHBX-F, 96.1, 3 KW @ 298 , Black	SMN, \$20.00 (Mc-Guild)	
WHKX-F, 99.9, 6 KW @ 328 , Country	, \$14.00 (---)	(LAFAYETTE)
WMLO-F, 104.9, 5 KW @ 400 , Soft AC	NBC, CNN, \$16.00 (Eastman)	(HAVANA)
WRZK-F, 106.1, 3 KW @ 328 , AOR	, \$11.00 (---)	
WSNI-F, 107.1, 61 KW @ 823 , Oldies	, \$12.00 (---)	(THOMASVILLE, GA)
WTNT-F, 94.9, 100 KW @ 840 , Country	ABC, \$31.00 (Christal)	
WUMX-F, 103.1, 50 KW @ 295 , AC/CHR	, \$19.00 (MMR)	Dolcom

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,849,200
 MSA Rank/Pop: 20/2,110,000
 ADI # 14
 Average Person Ratings: 18.0
 Market TSL: 24.00 hours

Stations: 27/23
 Diaries: 1793/1031:1/46.3%
 Sample Target: 1810
 % Below Line: 11.2
 % Not Listed: 13.7

1991 Revenue: \$57,900,000
 HH Inc.: \$29,615
 Retail \$: 17.7 B11
 Pop per Station: 80,400
 #1 Biller: WQYK-AF \$8,000,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WQYK-F (C)	396/11.9	12.3	11.6	10.1	9.7	11.5	441/4384	3699/20.0	20.4	18.0	H	WQYK-F
2. WWRM-F (SAC)	257/ 7.7	8.4	10.3	7.3	10.4	8.4	295/4067	3376/18.3	21.5	20.1	D	WWRM-F
3. WFLA (N/T)	237/ 7.1	7.8	4.5	6.5	5.3	6.5	280/3060	2471/13.4	10.6	13.0	G	WFLA
4. WXTB-F (AOR)	231/ 6.9	5.6	7.1	5.8	5.5	6.3	263/2642	2211/12.0	12.1	11.7	E	WXTB-F
5. WUSA-F (AC)	213/ 6.4	6.3	6.2	7.0	6.8	6.5	224/2754	2506/13.6	13.1	15.0	H	WUSA-F
6. WMTX-AF (AC)	198/ 6.0	6.2	6.5	5.8	6.2	6.1	218/3293	2818/15.2	14.2	12.9	F	WMTX-AF
7. WDUV-F (SAC)	180/ 5.4	4.5	3.4	4.6	5.7	4.5	329/3511	2016/10.9	9.2	10.6	E	WDUV-F
8. WHPT-F (AC/AOR)	167/ 5.0	4.8	2.6	2.6	1.8	3.8	270/3433	2168/11.7	8.4	6.7	D	WHPT-F
9. WFLZ-F (CHR)	165/ 4.9	6.3	6.0	6.8	7.1	6.0	253/4155	2740/14.8	16.9	17.3	F	WFLZ-F
10. WGUL-AF (BB)	150/ 4.5	4.1	5.6	4.8	4.9	4.8	159/1471	1342/ 7.3	8.6	8.3	C	WGUL-AF
11. WRBQ-F (CHR)	142/ 4.3	4.1	3.7	4.5	4.6	4.2	167/3335	2807/15.2	15.4	15.5	F	WRBQ-F
12. WYNF-F (AOR)	131/ 3.9	5.2	5.5	5.3	5.5	5.0	234/3584	2265/12.2	13.4	11.9	G	WYNF-F
13. WYUU-F (O)	121/ 3.6	3.4	4.6	3.9	3.8	3.9	134/2347	2034/11.0	13.2	9.9	E	WYUU-F
14. WRBQ (CHR)	57/ 1.7	1.5	---	0.4	0.1	0.9	62/533	487/ 2.6	0.0	0.6		WRBQ
15. WLWU-F (BB)	54/ 1.6	1.5	2.2	1.6	1.9	1.7	57/729	673/ 3.6	3.8	2.9	A	WLWU-F

12+ FM SHARE (METRO): 82.59% (2377 of 2878) (SPG 91: 81.90%)

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 WQYK-F>	1 WQYK-F>	1 WQYK-F>	1 WQYK-F>	1 WQYK-F	1 WQYK-F>>
2 WRBQ-F>	2 WYNF-F<	2 WXTB-F	2 WUSA-F	2 WUSA-F	2 WWRM-F	2 WFLA	2 WWRM-F	2 WXTB-F	2 WFLZ-F	2 WFLA >>
3 WXTB-F>	3 WQYK-F	3 WUSA-F	3 WHPT-F<	3 WMTX-AF	3 WFLA	3 WMTX-AF	3 WUSA-F	3 WWRM-F	3 WXTB-F	3 WUSA-F
4 WMTX-AF	4 WMTX-AF	4 WMTX-AF	4 WMTX-AF	4 WWRM-F<	4 WDUV-F	4 WUSA-F	4 WFLA	4 WFLA	4 WFLA	4 WHNZ
5 WQYK-F	5 WHPT-F	5 WHPT-F	5 WXTB-F	5 WHPT-F	5 WGUL-AF	5 WYNF-F	5 WXTB-F	5 WUSA-F<	5 WRBQ-F	5 WXTB-F
6	6 WFLZ-F<	6 WYNF-F<	6 WWRM-F	6 WXTB-F	6 WUSA-F	6 WWRM-F	6 WDUV-F	6 WMTX-AF	6 WMTX-AF	6 WYUU-F<
7	7 WUSA-F	7 WWRM-F	7 WYNF-F<	7 WFLA	7	7 WXTB-F<	7 WMTX-AF<	7 WHPT-F	7 WHPT-F	7 WWRM-F
8	8 WRBQ-F	8	8 WYUU-F<	8 WYUU-F	8	8 WGUL-AF	8 WHPT-F	8 WFLZ-F	8	8
9	9	9	9 WFLA	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 WXTB-F	1 WMTX-AF	1 WUSA-F<	1 WQYK-F<	1 WUSA-F<	1 WXTB-F>>	1 WXTB-F>>	1 WXTB-F	1 WXTB-F	1 WQYK-F
2 WFLZ-F	2 WUSA-F	2 WMTX-AF>	2 WMTX-AF	2 WMTX-AF	2 WFLZ-F	2 WYNF-F>	2 WYNF-F>	2 WQYK-F	2 WXTB-F
3 WMTX-AF	3 WQYK-F	3 WQYK-F	3 WUSA-F>	3 WQYK-F	3 WQYK-F	3 WHPT-F	3 WHPT-F>	3 WHPT-F	3 WHPT-F
4 WQYK-F	4 WXTB-F	4 WHPT-F	4 WWRM-F	4 WWRM-F>	4 WRBQ-F	4 WQYK-F	4 WQYK-F	4 WYNF-F	4 WFLA
5 WRBQ-F	5 WFLZ-F	5 WXTB-F	5 WHPT-F<	5 WYUU-F	5 WYNF-F	5 WFLZ-F	5 WFLA	5 WFLA	5 WYNF-F
6 WUSA-F	6 WHPT-F	6 WWRM-F	6 WRBQ-F	6 WHPT-F	6 WMTX-AF	6 WFLA <	6 WFLZ-F	6 WUSA-F	6 WUSA-F
7 WYNF-F	7 WRBQ-F	7 WYNF-F	7 WXTB-F	7 WRBQ-F	7 WFLA	7 WRBQ-F	7 WRBQ-F	7	7 WWRM-F
8 WHPT-F	8 WYNF-F	8 WRBQ-F	8 WYUU-F	8	8	8	8	8	8 WYUU-F
9	9	9	9 WFLZ-F	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQU/CUME
TOP 40/CHR/CONTEMP	57 (1)	307 (2)	364 (3)	12.6	13.1	WDAE 1250 Tampa	0.1/0.9/ 4/ 169
AOR/CLASSIC		362 (2)	362 (2)	12.6	12.3	WFNS 910 Plant City	0.3/1.6/ 12/ 381
AC/OLDIES	6 (2)	707 (5)	713 (7)	24.8	30.8	WHNZ 570 Pinellas Park/T	0.8/3.3/ 30/ 719
FULL SVC/VARIETY						WPSO 1500 New Port Richey	0.3/0.7/ 10/ 125
COUNTRY	61 (2)	414 (2)	475 (4)	16.5	16.9	WQYK 1010 Seffner/Tampa	0.4/1.6/ 19/ 385
BLACK/URBAN	38 (2)		38 (2)	1.3	1.8	WRXB 1590 St Pete Bch/Tam	0.4/1.1/ 14/ 225
SAC/EZ		437 (2)	437 (2)	15.2	6.8	WSUN 620 St Petersburg/T	1.4/3.8/ 85/1281
NEWS/TALK	285 (4)		285 (4)	9.9	7.1	WTMP 1150 Tampa	0.7/2.9/ 26/ 544
NOSTALGIA	54 (1)	150 (2)	204 (3)	7.1	8.0		
RELIGION/GOSPEL						WGMF-F 107.7 Mt Dora/Oriando	0.3/0.8/ 20/ 438
SPANISH					1.1	WPCV-F 97.5 Winter Haven	0.5/2.4/137/1813
CLASSICAL							
JAZZ/NEW AGE					2.1		
UNKNOWN/OTHERS							
	501 (12)	2377 (15)	2878 (27)				

TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WDAE, 1250, 5 KW (DA-2), SEE WUSA-FM		
WFLA, 970, 5 KW (DA-2), TALK	CBS ABC, \$ 58.00 (Eastman)	Jacor
WGUL, 860, 2 KW/1.6KW (DA-2), SEE WGUL-F		
WHNZ, 570, 5 KW/10 KW (DA-2), TALK	MBS CNN, \$ 40.00 (Schubert)	Paxson
WMTX, 1040, 5 KW (DAYS), SEE WMTX-F		
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, \$ 24.00 (K & P)	
WSUN, 620, 10 KW (DA-N), TALK	NBC, \$ 44.00 (Durpetti)	Cox
WTMP, 1150, 5 KW/2.5 KW (DA-2), BLACK	SBN UNIPWR, \$ 35.00 (HNWH)	

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358, CHR	ABC, \$ 88.00 (Eastman)	Jacor
WGUL, 105.5, 3.7 KW @ 256, NOSTALGIA	ABC UNISUP, \$ 44.00 (K & P)	Marcocci
WLUV, 106.3, 3.3 KW @ 298, NOSTALGIA	APR, \$ 31.00 (---)	
WMTX, 95.7, 100 KW @ 607, AC	, \$ 95.00 (MMR)	Metroplex
WQYK, 99.5, 100 KW @ 551, COUNTRY	, \$ 170.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 561, CHR	ABC, \$ 90.00 (Christal)	Clear Channel
WWRM, 107.3, 100 KW @ 620, SOFT AC	, \$ 136.00 (Durpetti)	Cox
WXTB, 97.9, 100 KW @ 600, AOR	ABC, \$ 69.00 (Banner)	Great American
WUSA, 100.7, 100 KW @ 600, AC	ABC, \$ 150.00 (McGuild)	Gannett
WYNF, 94.9, 100 KW @ 1290, AOR	CBS, \$ 130.00 (CBS)	CBS
WYUU, 92.5, 50 KW @ 400, OLDIES	UPI UNIULT, \$ 80.00 (Banner)	Entercom
WDUV, 103.3, 100 KW @ 581, EZ	MBS, \$ 72.00 (Christal)	(BRADENTON)
WHPT, 102.5, 100 KW @ 1666, AC/AOR	, \$ 60.00 (Schubert)	Paxson (SARASOTA)

Miscellaneous: WHVE-F to WHPT-F and format from J/NAC to AC/AOR (Jan) . . . WSUN from Country to News/Talk (July) . . . WTMP foreclosed by Broadcast for \$670,000 . . . WRBQ A/F from Edens to Clear Channel for \$5,500,000 (E) (Blackburn) . . .

TERRE HAUTE

Arbitron Rank/Pop (12+): 175/167,800
 MSA Rank/Pop: 278/130,300
 ADI # 136
 Average Person Ratings: 15.8
 Market TSL: 21.50 hours

Stations: 23/16
 Diaries: 672/250:1/62.2%
 Sample Target: 610
 % Below Line: 3.8
 % Not Listed: 14.0

1991 Revenue: \$4,000,000
 HH Inc.: \$26,993
 Retail \$: 1.8 Bil
 Pop per Station: 10,487
 #1 Biller: WTHI-F \$1,200,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WTHI-AF (C)	94/35.5	----	30.1	----	27.4	----	120/1297	825/49.2	0.0	42.4	C	WTHI-AF
2. WZZQ-F (AOR)	39/14.7	----	10.4	----	13.0	----	53/763	483/28.8	0.0	22.8	B	WZZQ-F
3. WMGI-F (AC)	32/12.1	----	11.8	----	17.2	----	38/615	447/26.6	0.0	29.5	B	WMGI-F
4. WCBH-F (O)	10/ 3.8	----	4.2	----	2.5	----	23/454	182/10.8	0.0	8.0	A	WCBH-F
WBOW (BB)	10/ 3.8	----	5.5	----	4.9	----	10/192	192/11.4	0.0	11.3	A	WBOW
6. WPRS (FS)	6/ 2.3	----	1.4	----	2.5	----	7/115	84/ 5.0	0.0	5.7	A	WPRS
WAXI-F (BB)	6/ 2.3	----	1.7	----	2.8	----	15/199	138/ 8.2	0.0	5.2	A	WAXI-F
WJSH (REL)	6/ 2.3	----	----	----	----	----	6/47	47/ 2.8	0.0	0.0	A	WJSH
9. WKZI (C)	5/ 1.9	----	1.7	----	1.1	----	12/116	51/ 3.0	0.0	2.8	A	WKZI
10. WSDM-F (O)	4/ 1.5	----	2.1	----	1.1	----	10/159	86/ 5.1	0.0	5.0	A	WSDM-F

12+ FM SHARE (METRO): 85.53% (195 of 228) (SPG 91: 88.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZZQ-F>>	1 WZZQ-F	1 WTHI-AF>>	1 WTHI-AF>>	1 WTHI-AF>>	1 WTHI-AF>>	1 WTHI-AF>>	1 WTHI-AF>>	1 WTHI-AF>>	1 WTHI-AF>>	1 WTHI-F>>
2 WTHI-AF	2 WTHI-AF>>	2 WZZQ-F>	2 WZZQ-F>	2 WZZQ-F>	2 WMGI-F>	2 WZZQ-F>	2 WZZQ-F>	2 WZZQ-F>	2 WZZQ-F>	2
WMGI-F	3 WMGI-F>	3 WMGI-F>>	3 WMGI-F>>	3 WMGI-F>>	3 WBOW	3 WMGI-F>>	3 WMGI-F>>	3 WMGI-F>>	3 WMGI-F>>	3
4	4 WCBH-F	4 WCBH-F	4 WCBH-F	4 WCBH-F	4	4	4	4	4	4

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 WTHI-AF	1 WTHI-AF	1 WTHI-AF	1 WTHI-AF>>	1 WTHI-AF>>	1 WZZQ-F	1 WZZQ-F>>	1 WZZQ-F>>	1 WTHI-AF>>	1 WTHI-AF>>
2 WZZQ-F>>	2 WZZQ-F	WMGI-F	2 WMGI-F>	2 WMGI-F>>	2 WTHI-AF>>	2 WTHI-AF>>	2 WTHI-AF>>	2 WZZQ-F>>	2 WZZQ-F>>
3 WMGI-F>	3 WMGI-F>>	3 WZZQ-F>>	3 WZZQ-F>	3 WZZQ-F>	3	3	3 WMGI-F	3 WMGI-F	3 WMGI-F
4 WCBH-F	4 WCBH-F	4 WCBH-F	4 WCBH-F	4 WCBH-F	4	4	WCBH-F	4	4

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA	TSA
	--	--	----	-	-	-----	SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		2 (2)	2 (2)	0.9	14.0	WACF-F 98.5 Paris	0.4/5.4/ 6/ 229	
AOR/CLASSIC		40 (2)	40 (2)	17.5	12.3	WCRT-F 88.5 Terre Haute	0.4/2.1/ 1/ 35	
AC/OLDIES		47 (4)	47 (4)	20.6	21.4	WMCC-F 105.9 Marshall	0.4/1.3/ 2/ 39	
FULL SVC/VARIETY	8 (2)		8 (2)	3.5	2.1	WNDI 1550 Sullivan	0.4/1.7/ 1/ 34	
COUNTRY	8 (3)	95 (3)	103 (6)	45.2	40.7	WWVR-F 105.5 W.Terre Haute	0.8/3.3/ 2/ 56	
BLACK/URBAN								
SAC/EZ						WFBQ-F 94.7 Indianapolis	0.4/1.8/ 21/ 184	
NEWS/TALK	1 (1)		1 (1)	0.4	0.4	WIAI-F 99.1 Danville/Chmpgn	0.8/2.0/ 7/ 151	
NOSTALGIA	10 (1)	6 (1)	16 (2)	7.0	8.6	WIBC 1070 Indianapolis	0.8/1.5/ 9/ 89	
RELIGION/GOSPEL	6 (1)	3 (2)	9 (3)	3.9	0.4	WLRW-F 94.5 Champaign/Urbna	0.4/1.8/ 8/ 161	
SPANISH						WLS 890 Chicago	0.4/3.0/ 5/ 142	
CLASSICAL						WQTY-F 93.3 Linton	0.8/2.0/ 7/ 110	
JAZZ/NEW AGE						WRTB-F 106.5 Washington/Vncn	0.4/2.0/ 25/ 282	
UNKNOWN/OTHERS		2 (1)	2 (1)	0.9				
	33 (8)	195 (15)	228 (23)					

RADIO STATIONS

WBOW , 1230, 1 KW	, Nostalgia	ABC, \$11.00 (Christal)	Contemp. Media
WJSH , 1300, 500 W (DAYS)	, Religion	, \$ 8.00 (---)	
WKZI , 800, 250 W	, Country	ABC, \$ 8.00 (---)	(CASEY, IL)
WPRS , 1440, 1 KW/250 W	, Full Service	ABC, \$10.00 (---)	(PARIS, IL)
WAXI-F, 104.9, 1.2 KW @ 440	, Nostalgia	NBC, SMN, \$ 9.00 (Regional)	(ROCKVILLE)
WCBH-F, 104.3, 25 KW @ 496	, Oldies	SOURCE UNIULT, \$11.00 (---)	(CASEY, IL)
WMGI-F, 100.7, 50 KW @ 500	, AC	CBS, \$18.00 (Eastman)	
WSDM-F, 97.7, 6 KW @ 298	, Oldies	SMN, \$10.00 (Regional)	(BRAZIL)
WTHI-F, 99.9, 50 KW @ 489	, Country	MBS, \$30.00 (Katz)	
WZZQ-F, 107.5, 28 KW @ 669	, AOR	UNIPWR ABC, \$21.00 (Christal)	Contemp. Media

Miscellaneous: 102.7 (the former WPFR-F) remains silent . . . WYTL changes to WJSH (Oct 91) . . . It is interesting that Arbitron lists WCRT-F in the book. WCRT is a new religion station at 88.5. I don't think I have ever seen a station between 88 and 91.9 listed . . .

TOLEDO

Arbitron Rank/Pop (12+): 73/504,300

Stations: 25/16
Diaries: 1153/437:1/52.7%
Sample Target: 1120
% Below Line: 11.3
% Not Listed: 13.7

1991 Revenue: \$13,500,000
HH Inc.: \$31,175
Retail \$: 4.7 Bill
Pop per Station: 31,519
#1 Biller: WIOT-F \$2,600,000

MSA Rank/Pop: 83/620,000
ADI # 64

Average Person Ratings: 16.6
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WIOT-F (AOR)	96/11.5	12.8	14.4	12.6	12.0	12.8	153/2189	1341/26.6	26.2	24.9	D	WIOT-F
2. WKKO-F (C)	88/10.5	9.6	9.4	9.4	11.4	9.7	130/1595	996/19.8	18.1	19.6	D	WKKO-F
3. WVKS-F (CHR)	83/ 9.9	8.9	6.9	7.9	8.2	8.4	154/2232	1338/26.5	24.1	25.6	C	WVKS-F
4. WWMW-F (AC)	67/ 8.0	7.7	8.8	7.4	8.9	8.0	80/1189	968/19.2	22.2	20.4	C	WWMW-F
5. WSPD (FS)	65/ 7.8	6.3	7.9	5.9	6.6	7.0	84/930	729/14.4	19.1	13.0	C	WSPD
6. WLQR-F (SAC)	49/ 5.9	6.6	6.4	8.4	6.0	6.8	85/1171	650/12.9	16.4	18.1	C	WLQR-F
7. WRQN-F (O)	38/ 4.6	7.1	6.4	7.7	8.1	6.4	71/1274	816/16.2	20.3	24.4	C	WRQN-F
8. WTOD (C)	33/ 4.0	3.7	3.0	2.4	2.7	3.3	47/368	259/ 5.1	5.7	6.3		WTOD
9. WJR (FS)	29/ 3.5	3.0	4.1	5.4	3.5	4.0	80/1411	553/11.0	11.3	11.9		WJR
10. CKLW (BB)	28/ 3.4	5.3	5.0	4.5	5.0	4.6	49/772	366/ 7.3	9.4	8.8		CKLW
11. WXKR-F (CL AOR)	27/ 3.2	2.7	2.2	3.2	2.3	2.8	34/832	507/10.1	8.3	10.5	B	WXKR-F
WTWR-F (AC)	27/ 3.2	3.0	2.0	----	0.5	2.0	35/812	69/12.1	7.5	3.5	A	WTWR-F
13. WVOI (B)	19/ 2.3	2.3	2.6	2.4	3.5	2.4	19/303	303/ 6.0	6.1	7.1	A	WVOI
14.												
15.												

12+ FM SHARE (METRO): 73.23% (528 of 721) (SPG 91: 72.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTWR-F>	1 WIOT-F>	1 WIOT-F	1 WWMW-F	1 WWMW-F	1 WKKO-F	1 WKKO-F>	1 WKKO-F	1 WIOT-F	1 WIOT-F>	1 WSPD >>
2 WVKS-F	2 WVKS-F>	2 WVKS-F	2 WVKS-F<	2 WKKO-F	2 WSPD >	2 WVKS-F	2 WVKS-F	2 WVKS-F	2 WSPD	2 WIOT-F<
3 WIOT-F>	3 WKKO-F	3 WWMW-F	3 WIOT-F<	3 WWMW-F	3 WIOT-F	3 WIOT-F	3 WKKO-F	3 WKKO-F	3 WVKS-F	3 WJR
4 WVOI	4 WWMW-F>	4 WKKO-F>	4 WKKO-F>	4 WIOT-F>	4 WLQR-F	4 WWMW-F	4 WSPD <	4 WWMW-F	4 WWMW-F	4 WKKO-F
5	5 WXKR-F	5 WLQR-F	5 WLQR-F	5 WLQR-F	5 CKLW	5 WSPD >	5 WWMW-F>	5 WLQR-F	5	5
6	6	6 WRQN-F	6 WRQN-F	6 WRQN-F	6	6	6 WLQR-F	6 WSPD	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 WVKS-F	1 WVKS-F>	1 WVKS-F>>	1 WVKS-F>	1 WVKS-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F
WIOT-F>>	2 WIOT-F>	2 WWMW-F	2 WWMW-F	2 WWMW-F<	2 WTWR-F	2 WVKS-F	2 WVKS-F>	2 WKKO-F<	2 WKKO-F<
3 WKKO-F	3 WWMW-F	WIOT-F	3 WIOT-F<	3 WKKO-F>	3 WXKR-F	3 WKKO-F	3 WKKO-F	3 WWMW-F	3 WWMW-F
4 WWMW-F	4 WKKO-F>	4 WKKO-F	4 WKKO-F	4 WLQR-F	4 WVKS-F	4 WXKR-F	4 WWMW-F	4 WVKS-F	4 WVKS-F
5	5 WLQR-F	5 WLQR-F	5 WLQR-F	5 WRQN-F	5 WKKO-F	5 WWMW-F	5 WXKR-F	5 WXKR-F	5 WLQR-F
6	6	6	6 WRQN-F	6 WIOT-F	6	6	6 WLQR-F	6	6 WRQN-F

FORMATS	AM	FM	TOTAL	%	SPG 91	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		92 (3)	92 (3)	12.8	19.7	19.7	WCWA 1230 Toledo	1.3/2.6/	16/	181
AOR/CLASSIC		133 (4)	133 (4)	18.4	16.8	16.8	WHMQ-F 107.7 N Baltimore	0.4/1.1/	20/	200
AC/OLDIES	11 (1)	148 (6)	159 (7)	22.1	22.3	22.3	WMTR-F 96.1 Archbold/Wauson	1.2/2.4/	14/	268
FULL SVC/VARIETY	94 (2)		94 (2)	13.0	12.4	12.4	WRED-F 95.7 Gibonsburg	0.4/2.0/	7/	212
COUNTRY	33 (1)	98 (3)	131 (4)	18.2	18.0	18.0	WWMW 1470 Toledo	1.0/6.0/	9/	326
BLACK/URBAN	19 (1)	8 (1)	27 (2)	3.7	5.0	5.0				
SAC/EZ		49 (1)	49 (1)	6.8			CIMX-F 88.7 Windsor/Detroit	0.7/3.1/	7/	247
NEWS/TALK	8 (1)		8 (1)	1.1			CKLW-F 93.9 Windsor/Detroit	0.4/1.8/	11/	330
NOSTALGIA	28 (1)		28 (1)	3.9	5.8	5.8	WHYT-F 96.3 Detroit	0.5/1.9/	14/	360
RELIGION/GOSPEL							WJLB-F 97.9 Detroit	1.0/3.4/	9/	204
SPANISH							WKXA-F 100.5 Findlay	0.6/1.8/	51/	578
CLASSICAL							WQTE-F 95.3 Adrian	0.8/1.7/	23/	273
JAZZ/NEW AGE							WRIF-F 101.1 Detroit	0.5/2.6/	8/	268
UNKNOWN/OTHERS										
	193 (7)	528 (18)	721 (25)							

RADIO STATIONS

WCWA , 1230, 1 KW	, Oldies	MBS CBS, \$12.00	(Eastman)	Reams
WSPD , 1370, 5 KW (DA-N)	, Full Service	NBC, \$30.00	(MMR)	Stratford
WTOD , 1560, 5 KW (DAYS, DA)	, SEE WKKO-FM			
WVOI , 1520, 1 KW (DA-2)	, Black	SBN UNIPWR, \$16.00	(Regional)	
WWMW , 1470, 1 KW (DA-2)	, News	CNN, \$12.00	(Durpetti)	Dickey
WIOT-F, 104.7, 50 KW @ 540	, AOR	SOURCE, \$55.00	(Eastman)	Reams
WKKO-F, 99.9, 50 KW @ 500	, Country	ABC, \$62.00	(Katz)	Booth
WLQR-F, 101.5, 19 KW @ 810	, Soft AC	, \$31.00	(MMR)	Stratford
WRQN-F, 93.5, 4.1 KW @ 397	, Oldies	ABC, \$34.00	(Banner)	ABS (BOWLING GREEN)
WTWR-F, 98.3, 1.4 KW @ 500	, AC	AP, \$12.00	(Patt)	(MONROE)
WVKS-F, 92.5, 50 KW @ 479	, CHR	ABC, \$41.00	(McGuild)	Noble
WWMW-F, 105.5, 2.7 KW @ 344	, AC	, \$40.00	(Durpetti)	Dickey
WXKR-F, 94.5, 30 KW @ 630	, CL AOR	ABC, \$17.00	(HNWH)	(PORT CLINTON)

Other Ranked Stations - See Detroit

TOPEKA

Arbitron Rank/Pop (12+): 173/174,300
 MSA Rank/Pop: 233/162,300
 ADI # 141
 Average Person Ratings: 16.6
 Market TSL: 22.50 hours

Stations: 22/10
 Diaries: 632/276:1/53.9%
 Sample Target: 610
 % Below Line: 16.6
 % Not Listed: 16.9

1991 Revenue: \$5,800,000
 HH Inc.: \$32,360
 Retail \$: 1.5 Bil
 Pop per Station: 17,430
 #1 Biller: KMAJ-F \$1,300,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KTPK-F (C)	42/14.5	----	13.6	----	17.0	----	64/841	472/27.1	0.0	22.1	C	KTPK-F
2. KMAJ-F (AC)	41/14.1	----	17.0	----	13.1	----	60/738	401/23.0	0.0	27.9	C	KMAJ-F
3. WIBW-F (C)	39/13.4	----	6.5	----	8.0	----	69/948	438/25.1	0.0	18.9	B	WIBW-F
4. KDVV-F (CL AOR)	24/ 8.3	----	7.1	----	9.0	----	32/599	295/16.9	0.0	18.1	B	KDVV-F
5. WIBW (FS/C)	17/ 5.9	----	6.5	----	5.9	----	44/564	306/17.6	0.0	16.4	C	WIBW
6. KLZR-F (CHR)	12/ 4.1	----	7.1	----	2.8	----	17/435	244/14.0	0.0	12.7	A	KLZR-F
7. KYYS-F (AOR)	9/ 3.1	----	3.1	----	3.5	----	22/333	158/ 9.1	0.0	9.6		KYYS-F
8. KQRC-F (AOR)	8/ 2.8	----	0.3	----	----	----	14/258	100/ 5.7	0.0	3.3		KQRC-F
KPRS-F (B)	8/ 2.8	----	2.4	----	6.6	----	11/131	82/ 4.7	0.0	5.8		KPRS-F
KMAJ (T)	8/ 2.8	----	2.0	----	2.1	----	8/204	156/ 9.0	0.0	9.5		KMAJ
11. KTOP (BB)	7/ 2.4	----	2.7	----	1.0	----	7/114	114/ 6.5	0.0	6.8	A	KTOP
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 83.40% (201 of 241) (SPG 91: 79.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLZR-F>>	1 KDVV-F	1 KMAJ-F	1 KMAJ-F	1 KMAJ-F	1 KTPK-F	1 KTPK-F<	1 KMAJ-F	1 KMAJ-F	1 WIBW	1 WIBW-F
2 KPRS-F	WIBW-F	2 WIBW-F	2 WIBW-F	2 KTPK-F	2 KMAJ-F	2 KMAJ-F>	2 KTPK-F	2 WIBW-F	2 WIBW-F>	2 WIBW >
WIBW-F	3 KMAJ-F>	3 KTPK-F	KTPK-F	3 WIBW-F	3 WIBW-F	3 WIBW-F>	3 KTPK-F>	3 KDVV-F	3 KTPK-F	3 KTPK-F
KMAJ-F	4 KTPK-F	4 KDVV-F	4 KDVV-F	4 KDVV-F	4 WIBW	4 KDVV-F	4 KDVV-F>	4 KDVV-F>>	4 KTPK-F	4
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 WIBW-F	1 KTPK-F	1 KTPK-F	1 KMAJ-F	1 KMAJ-F	1 KQRC-F>	1 WIBW-F	1 KDVV-F	1 WIBW-F	1 KDVV-F
KMAJ-F	KMAJ-F	2 KMAJ-F>	2 KTPK-F	2 KTPK-F>	2 KYYS-F	KDVV-F	2 WIBW-F	KDVV-F>	2 WIBW-F
KLZR-F	3 WIBW-F	3 WIBW-F	3 WIBW-F>	3 WIBW-F>>	WIBW-F	3 KQRC-F	3 KMAJ-F>	3 KMAJ-F>	3 KMAJ-F
KDVV-F>	KDVV-F	KDVV-F	4 KDVV-F	4	4	4 KMAJ-F	4 KQRC-F	4 KTPK-F	4 KTPK-F
5 KTPK-F	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		12 (1)	12 (1)	5.0	8.9	KHUM-F 95.7	Ottawa	0.7/6.4/	5/ 228
AOR/CLASSIC		45 (5)	45 (5)	18.7	15.7	KMKF-F 101.5	Manhattan	0.3/4.6/	39/ 564
AC/OLDIES	1 (1)	51 (5)	52 (6)	21.6	27.4				
FULL SVC/VARIETY	17 (1)		17 (1)	7.1	7.7	KCFX-F 101.1	Harrisvl/KsCty	1.0/3.9/	5/ 206
COUNTRY	4 (1)	84 (3)	88 (4)	36.5	30.6	KCMO 810	Kansas City	1.0/5.0/	15/ 205
BLACK/URBAN		8 (1)	8 (1)	3.3	2.8	KCMO-F 94.9	Kansas City	1.7/6.1/	14/ 217
SAC/EZ						KFKF-F 94.1	Kansas City	1.0/4.5/	17/ 343
NEWS/TALK	11 (2)		11 (2)	4.6	2.8	KLTH-F 99.7	Kansas City	0.3/1.7/	6/ 87
NOSTALGIA	7 (1)		7 (1)	2.9	3.2	KUDL-F 98.1	Kansas City	0.7/2.6/	8/ 205
RELIGION/GOSPEL						KXTR-F 96.5	Kansas City	0.3/2.9/	3/ 131
SPANISH						WDAF 610	Kansas City	1.4/9.0/	28/ 467
CLASSICAL		1 (1)	1 (1)	0.4	0.8	WHB 710	Kansas City	0.3/1.7/	5/ 134
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	40 (6)	201 (16)	241 (22)						

RADIO STATIONS

KMAJ , 1440, 5 KW/1 KW (DA-2) , Talk NBC, MBS, \$11.00 (Torbet)
 KTOP , 1490, 1 KW , Nostalgia UNISUP MBS, \$10.00 (Banner) UNO
 WIBW , 580, 5 KW , Country/FS CBS, MBS, \$24.00 (Katz) Stauffer

KDVV-F, 100.3, 100 KW @ 259 , CL. AOR UNIULT UNISUP, \$21.00 (Banner) UNO
 KHUM-F, 95.7, 99 KW @ 984 , AC UNIULT UNISUP, \$10.00 (Christal) Amer. Bdcst (OTTAWA)
 KLZR-F, 105.9, 100 KW @ 771 , CHR SMN AP, \$14.00 (---) (LAWRENCE)

KMAJ-F, 107.7, 100 KW @ 1214 , AC NBC, \$33.00 (Torbet)
 KTPK-F, 106.9, 100 KW @ 1210 , Country ABC, \$31.00 (HNWH)
 WIBW-F, 97.3, 100 KW @ 1220 , Country SMN, \$24.00 (Katz) Stauffer

Other ranked stations -- see Kansas City

Miscellaneous: KMAJ-AM reclassified as Talk . . .

TUCSON

Arbitron Rank/Pop (12+): 65/569,500
 MSA Rank/Pop: 77/666,000
 ADI # 79
 Average Person Ratings: 17.8
 Market TSL: 23.25 hours

Stations: 24/21
 Diaries: 1028/554:1/53.6%
 Sample Target: 1030
 % Below Line: 3.4
 % Not Listed: 13.1

1991 Revenue: \$16,400,000
 HH Inc.: \$26,940
 Retail \$: 4.8 Bil
 Pop per Station: 27,119
 #1 Biller: KCUB \$3,200,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KIIM-F (C)	198/19.6	18.9	20.1	17.6	13.2	19.0	219/2154	1851/32.5	30.5	25.4	D	KIIM-F
2. KLPX-F (AOR)	109/10.8	9.3	7.6	9.9	11.5	9.4	111/1373	1326/23.3	18.4	22.5	D	KLPX-F
3. KRQQ-F (CHR)	103/10.2	10.0	12.1	10.5	13.9	10.7	127/1713	1429/25.1	32.0	30.6	D	KRQQ-F
4. KKLD-F (AC)	76/ 7.5	7.8	7.6	8.4	7.7	7.8	83/1018	909/16.0	16.8	17.7	C	KKLD-F
5. KWFM-AF (O)	69/ 6.8	8.2	6.5	7.6	8.6	7.3	83/1459	1258/22.1	20.2	23.6	D	KWFM-AF
6. KNST (N/T)	46/ 4.5	5.3	5.0	3.7	5.0	4.6	48/688	656/11.5	13.7	12.6	C	KNST
7. KMRR (BB)	31/ 3.1	3.1	4.6	2.3	1.7	3.3	31/338	335/ 5.9	6.4	5.0		KMRR
8. KGVY (BB)	30/ 3.0	2.1	4.8	2.3	3.3	3.0	33/245	223/ 3.9	5.1	4.3		KGVY
9. KCUB (C)	29/ 2.9	2.3	2.5	3.0	2.8	2.7	29/373	361/ 6.3	6.7	6.3	B	KCUB
10. KTZN-F (SAC)	28/ 2.8	2.4	1.4	1.3	2.0	2.0	28/663	628/11.0	6.2	4.4		KTZN-F
11. KTZR (SP)	27/ 2.7	2.5	2.1	1.6	1.2	2.2	27/253	251/ 4.4	4.0	3.3		KTZR
12. KJYK (CHR)	25/ 2.5	2.9	2.5	2.8	1.4	2.7	25/368	368/ 6.5	6.9	4.7		KJYK
13. KTUC (T)	21/ 2.1	1.6	1.5	1.7	0.6	1.7	21/324	303/ 5.3	5.0	3.5		KTUC
14. KZRZ-F (AOR)	17/ 1.7	1.4	---	0.8	2.1	1.0	24/242	209/ 3.7	0.0	3.8		KZRZ-F
15. KUPD-F (AOR)	14/ 1.4	1.3	0.9	2.7	1.6	1.6	25/372	296/ 5.2	4.5	6.1		KUPD-F
KTKT (N/T)	14/ 1.4	1.0	1.7	2.0	1.0	1.5	15/365	352/ 6.2	7.5	6.3		KTKT
17. KXEW (SP)	12/ 1.2	1.7	1.0	1.6	2.9	1.4	12/197	186/ 3.3	2.9	5.5		KXEW
18. KQTL (SP)	11/ 1.1	1.4	2.5	2.5	2.3	1.9	11/141	136/ 2.4	3.3	4.1		KQTL
19.												
20.												

12+ FM SHARE (METRO): 71.44% (628 of 879) (SPG 91: 72.93%)

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 KIIM-F>	1 KIIM-F>
2 KIIM-F	2 KLPX-F	2 KLPX-F	2 KLPX-F	2 KLPX-F	2 KLPX-F	2 KLPX-F	2 KLPX-F	2 KLPX-F	2 KLPX-F	2 KLPX-F
3 KLPX-F	3 KRQQ-F	3 KRQQ-F	3 KRQQ-F	3 KRQQ-F	3 KRQQ-F	3 KRQQ-F	3 KRQQ-F	3 KRQQ-F	3 KRQQ-F	3 KRQQ-F
KJYK	4 KKLD-F	4 KKLD-F	4 KWFM-AF	4 KRQQ-F<	4 KNST	4 KWFM-AF	4 KKLD-F	4 KKLD-F	4 KJYK	4 KMRR
5	5 KWFM-AF	5 KWFM-AF	KRQQ-F	5 KWFM-AF	5	5 KKLD-F	5 KWFM-AF<	5 KWFM-AF	5	5 KRQQ-F
6	6	6	6	6	6	6 KNST >	6 KNST >	6	6	6 KNST

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 KLPX-F<	1 KLPX-F	1 KIIM-F
2 KRQQ-F>	2 KRQQ-F>	2 KRQQ-F	2 KRQQ-F	2 KKLD-F	2 KRQQ-F	2 KIIM-F>	2 KIIM-F>>	2 KIIM-F>	2 KLPX-F>
3 KLPX-F>	3 KLPX-F	3 KLPX-F	3 KKLD-F	3 KRQQ-F	3 KIIM-F>	3 KRQQ-F	3 KKLD-F>	3 KRQQ-F	3 KWFM-AF
4 KWFM-AF	4 KWFM-AF	4 KWFM-AF	4 KWFM-AF	4 KWFM-AF	4 KUPD-F	4 KKLD-F>	4 KRQQ-F>	4 KWFM-AF	4 KKLD-F
KKLD-F	KKLD-F	KKLD-F>>	5 KLPX-F	5 KLPX-F	5 KTZN-F	5 KWFM-AF	5 KWFM-AF	5 KWFM-AF	5 KRQQ-F
6	6	6	6	6	6 KWFM-AF	6	6	6	6
7	7	7	7	7	KKLD-F	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	25 (1)	103 (1)	128 (2)	14.6	16.3	KGMS-F 97.1 Greenvalley/Tcs	0.3/2.0/	3/	113
AOR/CLASSIC		140 (3)	140 (3)	15.9	17.8	KRKN-F 97.5 Oro Valley	0.6/2.1/	6/	117
AC/OLDIES	2 (1)	146 (3)	148 (4)	16.8	19.0	KVOI 690 Tucson	0.3/1.1/	3/	63
FULL SVC/VARIETY						KXMG-F 98.3 Marana/Tucson	0.4/1.3/	4/	72
COUNTRY	29 (1)	198 (1)	227 (2)	25.8	19.4	KOOL-F 94.5 Phoenix	0.3/1.2/	3/	82
BLACK/URBAN		28 (1)	28 (1)	3.2	2.4				
SAC/EZ									
NEWS/TALK	81 (3)		81 (3)	9.2	7.8				
NOSTALGIA	61 (2)		61 (2)	6.9	6.9				
RELIGION/GOSPEL	3 (1)	3 (1)	6 (2)	0.7	1.4				
SPANISH	50 (3)	4 (1)	54 (4)	6.1	7.4				
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		6 (1)	6 (1)	0.7	1.6				
	251 (12)	628 (12)	879 (24)						

TUCSON

RADIO STATIONS

KWFM, 790, 5 KW/500 W (DA-2), SEE KWFM-F			
KCUB, 1290, 1 KW			
KGUV, 1080, 1 KW (DAYS)			
KJYK, 1490, 1 KW (DA-1)			
	APR	\$ 20.00 (K & P)	
		\$ 14.00 (Christal)	Duchossois
KMRR, 1330, 2 KW/5 KW (DA-2), NOSTALGIA	SMN	\$ 17.00 (Eastman)	
KNST, 940, 1 KW/250 W (DA-2), NEWS/TALK	ABC, MBS	\$ 27.00 (McGuild)	Nationwide
KQTL, 1210, 10 KW/1 KW (DA-2), HISPANIC		\$ 17.00 (Caballero)	
KTKT, 990, 10 KW/1 KW (DA-N), NEWS/TALK	CNN, UNISUP	\$ 16.00 (HNWH)	Lotus
KTUC, 1400, 1 KW	CBS, APR	\$ 13.00 (Roslin)	
KTZR, 1450, 1 KW		\$ 12.00 (K & P)	
KXEW, 1600, 1 KW (DA-2), HISPANIC	CRC	\$ 14.00 (Lotus)	
KIIM-F, 99.5, 93 KW @ 2037, COUNTRY		\$ 70.00 (Katz)	
KKLD-F, 94.9, 100 KW @ 1952, AC		\$ 41.00 (Christal)	Duchossois
KLPX-F, 96.1, 93 KW @ 88, AOR		\$ 45.00 (HNWH)	Lotus
KROQ-F, 93.7, 91 KW @ 2030, CHR		\$ 63.00 (McGuild)	Nationwide
KTZN-F, 92.1, 50 KW @ 500, SOFT AC		\$ 14.00 (Eastman)	(GREEN VALLEY)
KWFM-F, 92.9, 90 KW @ 2038, OLDIES	CBS	\$ 47.00 (MMR)	American

Miscellaneous: KCEE changes to KWFM (June) . . .

***** 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	REL - 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	*

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

TULSA

Arbitron Rank/Pop (12+): 63/608,500
 MSA Rank/Pop: 72/746,000
 ADI # 58
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 20/20
 Diaries: 1140/534:1/51.2%
 Sample Target: 1120
 % Below Line: 0.0
 % Not Listed: 10.8

1991 Revenue: \$19,700,000
 HH Inc.: \$26,033
 Retail \$: 5.5 Bill
 Pop per Station: 30,425
 #1 Biller: KWEN-F \$3,600,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KWEN-F (C)	190/18.7	17.2	15.8	15.7	18.1	16.9	259/3256	2112/34.7	27.2	30.6	E	KWEN-F
2. KRMG (FS)	95/ 9.3	9.7	9.2	7.8	9.6	9.0	120/1736	1332/21.9	22.0	21.0	D	KRMG
3. KMYZ-F (AOR)	88/ 8.7	8.4	8.7	9.6	7.5	8.9	129/1886	1319/21.7	20.4	18.4	D	KMYZ-F
4. KMOD-F (AOR)	64/ 6.3	6.1	8.3	8.2	8.9	7.2	102/1496	928/15.3	19.1	17.6	D	KMOD-F
KBEZ-F (SAC)	64/ 6.3	6.0	7.5	6.7	6.0	6.6	79/1114	863/14.2	15.4	12.8	C	KBEZ-F
6. KRAV-F (AC)	56/ 5.4	4.8	4.2	4.0	3.6	4.6	66/913	774/12.7	10.5	11.9	B	KRAV-F
7. KVOO (C)	55/ 5.4	4.5	6.5	5.2	6.3	5.4	100/1275	693/11.4	10.7	11.0	D	KVOO
8. KAYI-F (CHR)	51/ 5.0	5.7	4.0	4.3	6.0	4.8	62/1173	882/14.5	15.1	17.5	C	KAYI-F
9. KTFX-F (C)	45/ 4.4	4.2	3.0	5.0	3.3	4.2	72/1117	669/11.0	9.5	8.8	B	KTFX-F
10. KQLL-F (AC)	44/ 4.3	4.2	4.3	4.7	4.4	4.4	70/1203	806/13.2	13.4	13.5	B	KQLL-F
11. KVOO-F (C)	41/ 4.0	3.2	4.8	4.1	4.0	4.0	63/963	629/10.3	10.4	11.1		KVOO-F
12. KTOW-F (B)	25/ 2.5	1.6	4.2	2.4	1.4	2.7	25/243	221/ 3.6	7.0	4.4	A	KTOW-F
13. KGTO (BB)	23/ 2.3	2.5	1.8	1.4	1.6	2.0	24/345	319/ 5.2	2.8	2.4	A	KGTO
14. KTHK-F (CL AOR)	21/ 2.1	1.9	2.2	3.2	4.1	2.3	25/640	518/ 8.5	9.0	12.0		KTHK-F
15.												

12+ FM SHARE (METRO): 79.27% (719 of 907) (SPG 91: 78.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMYZ-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KRMG
2 KWEN-F	2 KMYZ-F	2 KMYZ-F	2 KMOD-F	2 KMOD-F	2 KRMG	2 KRMG	2 KMYZ-F	2 KMYZ-F	2 KMYZ-F	2 KWEN-F
3 KAYI-F	3 KMOD-F	3 KRAV-F	3 KRAV-F	3 KRMG	3 KBEZ-F	3 KMOD-F	3 KRMG	3 KRMG	3 KRMG	3 KMOD-F
4	4 KRAV-F	4 KRAV-F	4 KRMG	4 KRAV-F	4 KVOO	4 KMYZ-F	4 KBEZ-F	4 KMOD-F	4 KAYI-F	4 KVOO
5	5 KAYI-F	5 KAYI-F	5 KMYZ-F	5 KMYZ-F	5 KQLL-F	5 KVOO	5 KMOD-F	5 KBEZ-F	5	5 KTOW-F
6	6 KTFX-F	6 KRMG	6 KTFX-F	6 KQLL-F	6	6 KBEZ-F	6 KRAV-F	6 KRAV-F	6	6 KAYI-F
7	7	7	7 KAYI-F	7	7	7	7 KVOO	7 KVOO	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 KMYZ-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F
2 KWEN-F	2 KMYZ-F	2 KRAV-F	2 KRAV-F	2 KRAV-F	2 KMYZ-F	2 KMOD-F	2 KMOD-F	2 KMOD-F	2 KMOD-F
3 KBEZ-F	3 KRAV-F	3 KMYZ-F	3 KMYZ-F	3 KMYZ-F	3 KAYI-F	3 KMYZ-F	3 KTFX-F	3 KMYZ-F	3 KRMG
4 KAYI-F	4 KAYI-F	4 KAYI-F	4 KAYI-F	4 KRMG	4 KMOD-F	4 KAYI-F	4 KRMG	4 KRMG	4 KTFX-F
5	5 KTFX-F	5 KTFX-F	5 KRMG	5 KQLL-F	5 KTOW-F	5 KRMG	5 KMYZ-F	5 KAYI-F	5 KQLL-F
6	6 KBEZ-F	6 KMOD-F	6 KQLL-F	6 KAYI-F	6	6	6 KVOO-F	6 KTFX-F	6
7	7	7	7 KBEZ-F	7	7	7	7 KRAV-F	7	7
8	8	8	8	8	8	8	8 KAYI-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		51 (1)	51 (1)	5.6	14.7	KAKC 1300 Tulsa	0.5/1.8/ 5/ 146		
AOR/CLASSIC	5 (1)	185 (4)	190 (5)	20.9	15.7	KCFO 970 Tulsa	0.5/3.5/ 6/ 256		
AC/OLDIES	5 (1)	100 (2)	105 (3)	11.6	17.4	KCMA-F 92.1 Broken Arrow	1.2/3.7/ 13/ 274		
FULL SVC/VARIETY	95 (1)		95 (1)	10.5	11.9	KQLL 1430 Tulsa	0.5/1.4/ 5/ 103		
COUNTRY	55 (1)	276 (3)	331 (4)	36.5	34.7	KSTM-F 99.5 Henryetta	1.2/5.8/ 18/ 511		
BLACK/URBAN		25 (1)	25 (1)	2.8		KXOJ-F 100.9 Sapulpa/Tulsa	0.6/2.4/ 6/ 154		
SAC/EZ		64 (1)	64 (1)	7.1					
NEWS/TALK					1.4				
NOSTALGIA	23 (1)		23 (1)	2.5	1.8				
RELIGION/GOSPEL	5 (1)	6 (1)	11 (2)	1.2	1.0				
SPANISH									
CLASSICAL		12 (1)	12 (1)	1.3	1.3				
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	188 (6)	719 (14)	907 (20)						

TULSA

RADIO STATIONS

KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION	, \$ 12.00 (---)	Salem
KGTO, 1050, 1 KW (DAYS), NOSTALGIA	CNN, \$ 13.00 (Torbet)	
KRMG, 740, 50 KW/25 KW (DA-2), FULL SERVICE	NBC-T ABC, \$ 52.00 (Katz)	NewCity
KVOO, 1170, 50 KW (DA-N), COUNTRY	UNISUP UNIULT, \$ NA (Durpetti)	Great Empire
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC, \$ 35.00 (MMR)	Naragansett (MUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 1319, SOFT AC/EZ	, \$ 33.00 (Eastman)	Renda
KCMA-F, 92.1, 27 KW @ 656, CLASSICAL	, \$ 19.00 (CMBS)	
KMOD-F, 97.5, 96 KW @ 1328, AOR/CL AOR	, \$ 64.00 (Christal)	Clear Channel
KMYZ-F, 104.5, 70 KW @ 1128, AOR	ABC, \$ 48.00 (Torbet)	Shamrock-Lynette (PRYOR)
KQLL-F, 106.1, 100 KW @ 1322, OLDIES	, \$ 25.00 (Christal)	Federated (OWASSO)
KRAV-F, 96.5, 100 KW @ 1328, AC	UNISUP, \$ 28.00 (Torbet)	
KSTM-F, 99.5, 100 KW @ 981, AOR	UNISUP, \$ 17.00 (Schubert)	(HENRYETTA)
KTFX-F, 103.3, 100 KW @ 1279, COUNTRY	, \$ 21.00 (---)	
KTHK-F, 94.1, 18 KW @ 817, CLASSIC AOR	, \$ 22.00 (---)	(OKMULGEE)
KTOW-F, 102.3, 1.7 KW @ 436, BLACK	, \$ 17.00 (---)	(SAND SPRINGS)
KVOO-F, 98.5, 100 KW @ 1227, COUNTRY	NBC UNIULT, \$ 55.00 (Durpetti)	Great Empire
KWEN-F, 95.5, 96 KW @ 1328, COUNTRY	, \$ 84.00 (Katz)	NewCity

UTICA-ROME

Arbitron Rank/Pop (12+): 134/262,600

Stations: 24/16
Diaries: 801/328:1/55.9%
Sample Target: 730
% Below Line: 7.7
% Not Listed: 14.4

1991 Revenue: \$6,300,000
HH Inc.: \$29,119
Retail \$: 2.1 Bill
Pop per Station: 16,413
#1 Biller: WOUR-F \$1,200,000

MSA Rank/Pop: 151/316,200

ADI # 161

Average Person Ratings: 16.9

Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WOUR-F (AOR)	60/13.5	15.5	10.7	8.9	12.5	----	92/1112	793/30.2	27.5	22.5	C	WOUR-F
2. WRCK-F (CHR)	51/11.5	9.8	9.7	12.9	10.7	----	62/944	717/27.3	23.3	24.4	B	WRCK-F
WFRG-F (C)	51/11.5	12.8	13.1	11.2	8.9	----	77/880	643/24.5	23.3	21.6	C	WFRG-F
4. WLZW-F (SAC)	39/ 8.8	6.2	5.1	6.9	5.8	----	48/675	569/21.7	14.2	14.5	A	WLZW-F
5. WIBX (T)	34/ 7.7	7.7	9.9	6.5	7.1	----	35/502	480/18.3	20.4	20.5	B	WIBX
6. WUUU-F (O)	28/ 6.3	8.3	6.1	8.0	7.8	----	40/608	483/18.4	19.4	16.9	B	WUUU-F
7. WKGW-F (AC)	22/ 5.0	6.8	7.4	7.6	7.1	----	31/636	490/18.7	19.0	17.5	B	WKGW-F
8. WUTQ (BB)	16/ 3.6	2.8	2.3	2.0	3.3	----	16/129	117/ 4.5	4.0	4.7	A	WUTQ
9. WKLL-F (CL AOR)	15/ 3.4	3.4	5.1	5.1	5.1	----	21/568	378/14.4	14.9	12.2	A	WKLL-F

12+ FM SHARE (METRO): 76.52% (290 of 379) (SPG 91: 73.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRCK-F>>	1 WOUR-F>>	1 WOUR-F>	1 WOUR-F>	1 WOUR-F>	1 WFRG-F	1 WOUR-F	1 WOUR-F	1 WOUR-F	1 WLZW-F	1 WIBX
2	2 WRCK-F	2 WRCK-F	2 WFRG-F	2 WFRG-F	2 WIBX >	2 WIBX	2 WFRG-F	2 WFRG-F	2 WOUR-F<	2 WFRG-F
3	3 WLZW-F>	3 WLZW-F	3 WLZW-F<	3 WUUU-F	3 WUUU-F	3 WFRG-F<	3 WRCK-F	3 WRCK-F<	3 WRCK-F>>	3 WUUU-F>
4	4	4 WFRG-F	4 WUUU-F	4 WLZW-F	4 WLZW-F	4 WRCK-F>	4 WLZW-F	4 WLZW-F	4	4 WOUR-F
5	5	5	WRCK-F	5 WRCK-F	5 WUTQ	5	5 WIBX >	5 WUUU-F>	5	5 WLZW-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 WRCK-F>>	1 WRCK-F	1 WOUR-F	1 WRCK-F	1 WUUU-F	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>
2 WOUR-F	2 WOUR-F	2 WLZW-F	2 WLZW-F	2 WLZW-F	2 WRCK-F	2 WKLL-F	2 WFRG-F	2 WFRG-F	2 WFRG-F>>
3 WLZW-F>>	3 WLZW-F	3 WRCK-F	3 WRCK-F	3 WRCK-F	3 WKLL-F	3 WFRG-F	3 WKLL-F	3 WRCK-F	3
4 WKGW-F	4 WKGW-F	4 WKGW-F>>	4 WUUU-F	4 WFRG-F	4 WKLL-F	4 WRCK-F	4 WKGW-F	4 WLZW-F	4
5	5	5 WUUU-F	5 WKGW-F	5 WKGW-F	5	5	5	5 WKLL-F	5
6	6	6 WFRG-F	6	6 WOUR-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		56 (2)	56 (2)	14.8	13.5	WADR 1480 Remsen	1.6/2.0/ 8/ 59		
AOR/CLASSIC		79 (4)	79 (4)	20.8	19.4	WBRV 900 Booneville	0.5/1.4/ 5/ 91		
AC/OLDIES	6 (1)	55 (4)	61 (5)	16.1	26.0	WLHF 1230 Little Falls	1.4/5.4/ 7/ 184		
FULL SVC/VARIETY	10 (2)		10 (2)	2.6	2.0	WRNY 1350 Rome/Utica	1.1/2.6/ 5/ 71		
COUNTRY	15 (3)	51 (1)	66 (4)	17.4	22.1	WRUN 1150 Utica/Rome	0.7/3.4/ 4/ 100		
BLACK/URBAN						WTLB-AA 1310 Utica	1.3/6.1/ 8/ 179		
SAC/EZ		49 (2)	49 (2)	12.9	1.2				
NEWS/TALK	34 (1)		34 (1)	9.0	12.7	WAQX-F 95.7 Manlius/Syracuse	0.5/4.0/ 16/ 229		
NOSTALGIA	21 (2)		21 (2)	5.5	2.7	WGY 810 Schenectady/Alb	0.5/1.9/ 27/ 383		
RELIGION/GOSPEL	3 (1)		3 (1)	0.8		WKFM-F 104.7 Fulton/Syracuse	0.5/2.4/ 9/ 200		
SPANISH						WNTQ-F 93.1 Syracuse	1.1/5.0/ 10/ 215		
CLASSICAL						WRHP-F 107.9 Syracuse	2.3/4.7/ 15/ 172		
JAZZ/NEW AGE						WSEN-F 92.1 Baldwinsvle/Syr	0.7/2.0/ 6/ 102		
UNKNOWN/OTHERS					0.5	WSYR 570 Syracuse	1.8/5.3/ 15/ 271		
						WYYY-F 94.5 Syracuse	0.5/2.6/ 10/ 232		
	89 (11)	290 (13)	379 (24)						

RADIO STATIONS

WIBX , 950, 5 KW (DA-1)	, Talk/News	MBS CBS, \$20.00 (Mc-Guild)	
WLHF , 1230, 1 KW	, Country	SMN, \$10.00 (K & P)	(LITTLE FALLS)
WTLB , 1310, 5 KW/500 W (DA-2),	, Oldies	UNISUP ABC, \$10.00 (Eastman)	H & D
WUTQ , 1550, 1 KW/3 KW	, Nostalgia	UNISUP CNN, \$13.00 (Durpetti)	Bendat
WFRG-F, 96.1, 7 KW @ 600	, Country	ABC, \$26.00 (Christal)	Arrow
WKGW-F, 104.3, 100 KW @ 500	, AC	, \$20.00 (Banner)	Altdoerffer
WKLL-F, 94.9, 50 KW @ 276	, Classic AOR	, \$14.00 (---)	(FRANKFORT)
WLZW-F, 98.7, 25 KW @ 659	, Soft AC	UNISUP CBS, \$21.00 (Mc-Guild)	
WOUR-F, 96.9, 19 KW @ 790	, AOR	, \$33.00 (Durpetti)	Bendat
WRCK-F, 107.3, 50 KW @ 500	, CHR	ABC, \$22.00 (Eastman)	H & D
WUUU-F, 102.5, 27 KW @ 649	, Oldies	UNISUP MBS, \$23.00 (Eastman)	

WRHP-F -- see Syracuse

WACO

Arbitron Rank/Pop (12+): 187/156,300 Stations: 20/9 1991 Revenue: \$5,800,000
 MSA Rank/Pop: 121/190,400 Diaries: 643/243:1/48.2% HH Inc.: \$25,924
 ADI # 94 (w/Temple) Sample Target: 610 Retail \$: 1.4 Bil
 Average Person Ratings: 16.1 % Below Line: 28.7 Pop per Station: 17,367
 Market TSL: 21.50 hours % Not Listed: 17.1 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. KWTX-F (CHR)	32/12.7	----	13.1	----	16.5	----	77/1023	437/28.0	0.0	30.8	KWTX-F
2. KKDA-F (B)	24/ 9.6	----	8.3	----	6.5	----	26/244	203/13.0	0.0	12.9	KKDA-F
WACO-F (C)	24/ 9.6	----	12.2	----	9.7	----	68/868	349/22.3	0.0	19.4	WACO-F
KJNE-F (CL)	24/ 9.6	----	8.3	----	8.2	----	41/464	305/19.5	0.0	16.5	KJNE-F
5. KZPS-F (CL AOR)	17/ 6.8	----	3.5	----	3.6	----	19/249	180/11.5	0.0	7.6	KZPS-F
6. KNFO-F (C)	16/ 6.4	----	8.7	----	8.6	----	29/606	298/19.1	0.0	23.1	KNFO-F
7. KWTX (BB)	15/ 6.0	----	7.4	----	7.2	----	24/352	192/12.3	0.0	12.6	KWTX
8. WBAP (FS/C)	13/ 5.2	----	4.8	----	5.0	----	51/581	154/ 9.9	0.0	14.4	WBAP
9. KEYR-F (AC)	8/ 3.2	----	3.1	----	1.1	----	8/120	120/ 7.7	0.0	9.0	KEYR-F
10.											

12+ FM SHARE (METRO): 77.88% (162 of 208) (SPG 91: 76.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWTX-F	1 KWTX-F	1 KWTX-F	1 KWTX-F	1 WACO-F	1 KWTX	1 KWTX-F	1 KWTX-F	1 KKDA-F	1 KKDA-F	1 KKDA-F
2 KKDA-F	2 KKDA-F	2 KKDA-F	2 WACO-F	2 KWTX-F	2 KJNE-F	2 WACO-F	2 WACO-F	2 KWTX-F	2 KJNE-F	2 KZPS-F
3	3 KZPS-F	WACO-F	3 KKDA-F	3 KKDA-F	3 WACO-F	3 KKDA-F	3 KNFO-F	3 WACO-F	3 WBAP	KWTX-F
4	4 WACO-F	4 KZPS-F	4 KJNE-F	KJNE-F	4 KWTX-F	WACO	4 KZPS-F	4 KNFO-F	4 KWTX-F	4
5	5 KNFO-F	5 KNFO-F	5	5	5	KNFO-F	KWTX	KJNE-F	5	5
6	6	KJNE-F	6	6	6	KJNE-F	KJNE-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 KWTX-F	1 KWTX-F	1 KWTX-F	1 KWTX-F	1 KWTX-F	1 KZPS-F	1 KZPS-F	1 KZPS-F	1 KZPS-F	1 WBAP
2 KKDA-F	2 KKDA-F	2 KKDA-F	2 KKDA-F	2 KKDA-F	2 KKDA-F	2 KKDA-F	2 WBAP	2 WACO-F	WACO-F
WACO-F	3 WACO-F	3 WACO-F	3 KNFO-F	3 WACO-F	3 KNFO-F	3 WACO-F	3 KKDA-F	3 KKDA-F	3 KZPS-F
KNFO-F	KNFO-F	KNFO-F	KJNE-F	KNFO-F	4 WACO-F	4 KWTX-F	WACO-F	KWTX-F	4 KWTX-F
KJNE-F	5 KJNE-F	5	5 WACO-F	KJNE-F	KWTX-F	KNFO-F	5	5 WBAP	5

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		35 (2)	35 (2)	16.8	17.6	KBBW 1010 Waco-Marlin	1.2/5.0/ 5/ 112
AOR/CLASSIC		17 (1)	17 (1)	8.2	4.3	KRZI 1580 Waco	2.8/9.5/ 7/ 149
AC/OLDIES	7 (1)	14 (4)	21 (5)	10.1	6.4	WACO 1460 Waco	2.8/8.6/ 9/ 178
FULL SVC/VARIETY	13 (1)		13 (1)	6.3	5.9		
COUNTRY	7 (1)	65 (4)	72 (5)	34.6	41.0	KBTS-F 93.3 Killeen	1.2/6.9/ 25/ 569
BLACK/URBAN		24 (1)	24 (1)	11.5	10.6	KLTD-F 98.9 Lampasas	0.4/2.0/ 21/ 400
SAC/EZ						KLTY-F 94.1 Ft.Worth/Dallas	1.6/6.0/ 7/ 166
NEWS/TALK	1 (1)		1 (1)	0.5	0.5	KLUV-F 98.7 Dallas/Ft.Worth	1.6/4.7/ 10/ 107
NOSTALGIA	15 (1)	3 (1)	18 (2)	8.7	9.0	KPLX-F 99.5 Ft Worth/Dallas	0.4/1.7/ 2/ 101
RELIGION/GOSPEL	3 (1)	4 (1)	7 (2)	3.4	4.3	KRLD 1080 Dallas	0.4/4.1/ 2/ 163
SPANISH						KVIL-F 103.7 Highland Pk/Dal	0.4/1.5/ 1/ 45
CLASSICAL						KWOW-F 103.3 Clifton	1.2/3.7/ 3/ 103
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.5		
	46 (6)	162 (14)	208 (20)				

RADIO STATIONS

KRZI , 1580, 1 Kw/500 W , Oldies CNN, \$ 9.00 (Roslin)
 KWTX , 1230, 1 KW , Nostalgia SMN, \$16.00 (Banner)
 WACO , 1460, 1 KW , Country ABC, \$12.00 (Mc-Guild) Sage
 KEYR-F, 92.9, 3 Kw @ 298 , AC UNISUP SMN, \$10.00 (Roslin) (MARLIN)
 KJNE-F, 102.5, 100 Kw @ 449 , Country , \$25.00 (Eastman) (HILLSBORO)
 KNFO-F, 95.5, 100 Kw @ 1059 , Country UNIPWR, \$23.00 (Katz)
 KWTX-F, 97.5, 100 Kw @ 1567 , CHR , \$24.00 (Banner)
 WACO-F, 99.9, 100 Kw @ 430 , Country ABC, \$22.00 (Mc-Guild) Sage

Other ranked stations -- see Dallas

WASHINGTON

Arbitron Rank/Pop (12+): 7/3,388,800

Stations: 37/31

1991 Revenue: \$144,000,000

MSA Rank/Pop: 6/3,820,000

Diaries: 2685/1262:1/49.7%

HH Inc.: \$48,038

ADI # 7

Sample Target: 2370

Retail \$: 33.9 Bil

Average Person Ratings: 17.2

% Below Line: 2.7

Pop per Station: 109,316

Market TSL: 22.50 hours

% Not Listed: 14.5

#1 Biller: WMZQ-AF \$14,600,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WPGC-F (CHR)	501/ 8.6	8.8	9.2	7.8	7.6	8.6	565/7760	6707/19.8	19.5	18.6	I	WPGC-F
2. WMZQ-AF (C)	442/ 7.6	6.1	5.8	5.5	5.9	6.3	517/6400	5187/15.3	12.8	14.1	I	WMZQ-AF
3. WKYS-F (B)	333/ 5.7	4.3	5.4	4.5	4.9	5.0	355/5214	4725/13.9	13.5	11.9	I	WKYS-F
4. WGAY-F (SAC)	316/ 5.4	5.0	5.2	5.5	5.6	5.3	355/5095	4365/12.9	12.3	12.3	H	WGAY-F
5. WRQX-F (CHR/AC)	258/ 4.4	3.9	4.4	3.1	4.2	4.0	313/5360	4406/13.0	13.8	13.8	G	WRQX-F
6. WMAL (FS)	254/ 4.3	4.9	5.1	3.6	4.5	4.5	278/4837	4461/13.2	15.9	11.8	I	WMAL
7. WASH-F (AC)	241/ 4.1	3.2	4.7	4.1	4.6	4.0	259/5001	4432/13.1	12.7	14.0	H	WASH-F
8. WHUR-F (B)	221/ 3.8	2.9	3.3	3.2	2.9	3.3	229/4621	4282/12.6	11.6	11.2	F	WHUR-F
9. WTOP (N)	213/ 3.6	3.7	4.3	4.2	3.3	4.0	242/5646	4904/14.5	15.2	14.3	I	WTOP
10. WWDC-F (AOR)	210/ 3.6	4.0	3.0	5.2	4.4	3.9	289/6057	4402/13.0	12.2	14.1	H	WWDC-F
11. WJFK-F (CL AOR)	194/ 3.3	3.0	2.5	2.1	1.8	2.7	214/3699	3366/ 9.9	9.0	7.7	E	WJFK-F
12. WHFS-F (AOR)	178/ 3.0	2.9	2.3	2.5	2.6	2.7	249/3902	2959/ 8.7	6.8	8.7	E	WHFS-F
13. WMMJ-F (B/AC)	175/ 3.0	4.0	3.9	3.5	4.0	3.6	181/2406	2365/ 7.0	7.8	6.7	E	WMMJ-F
14. WJZE-F (J)	163/ 2.8	1.1	1.7	1.8	1.1	1.9	173/2253	2070/ 6.1	5.7	4.9	D	WJZE-F
15. WGMS-F (CL)	168/ 2.6	2.9	2.8	3.0	3.4	2.8	190/3108	2686/ 7.9	7.2	8.1	G	WGMS-F
16. WXTR-F (O)	152/ 2.6	3.2	3.1	3.3	3.0	3.0	184/4095	3531/10.4	11.3	10.5	H	WXTR-F
17. WLTT-F (AC)	152/ 2.6	3.0	2.9	4.0	4.0	3.1	170/3653	3336/ 9.8	8.9	11.6	H	WLTT-F
18. WCXR-F (CL AOR)	146/ 2.5	3.3	2.3	3.4	3.0	2.9	167/3918	3494/10.3	10.0	11.2	H	WCXR-F
19. WOL (B/T)	115/ 2.0	1.7	2.0	2.2	2.6	2.0	115/982	974/ 2.9	3.3	4.3	C	WOL
20. WWDC (BB)	95/ 1.6	1.2	0.7	0.8	0.6	1.1	95/1035	1014/ 3.0	2.3	2.0	C	WWDC
21. WWRC (T)	76/ 1.3	2.1	2.0	1.9	2.5	1.8	85/1789	1619/ 4.8	5.8	5.5	D	WWRC
22. WIYY-F (AOR)	62/ 1.1	1.3	0.9	1.2	1.0	1.1	142/2831	1552/ 4.6	3.6	3.6	D	WIYY-F
23.												
24.												
25.												

12+ FM SHARE (METRO): 81.90% (4095 of 5000) (SPG 91: 81.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F>>	1 WPGC-F>	1 WPGC-F	1 WMZQ-AF	1 WMZQ-AF	1 WMZQ-AF	1 WMZQ-AF	1 WMZQ-AF	1 WPGC-F>	1 WPGC-F>	1 WGAY-F
2 WRQX-F	2 WKYS-F	2 WMZQ-AF	2 WKYS-F	2 WKYS-F	2 WGAY-F	2 WPGC-F<	2 WPGC-F<	2 WMZQ-AF>	2 WHUR-F	2 WMZQ-F<
3 WKYS-F	3 WRQX-F	3 WKYS-F	3 WPGC-F	3 WPGC-F<	3 WMAL	3 WMAL <	3 WGAY-F	3 WKYS-F<	3 WKYS-F	3 WKYS-F
4	4 WWDC-F	4 WRQX-F	4 WASH-F<	4 WASH-F	4 WTOP	4 WKYS-F	4 WKYS-F	4 WGAY-F	4 WMZQ-AF<	4 WHUR-F<
5	5 WJFK-F<	5 WASH-F	5 WRQX-F	5 WRQX-F	5 WASH-F	5 WJFK-F<	5 WASH-F	5 WRQX-F	5 WMMJ-F	5 WMAL
6	6 WMZQ-AF	6 WWDC-F<	6 WGAY-F	6 WGAY-F	6 WGMS-F	6 WTOP	6 WMAL	6 WASH-F	6 WHFS-F	6 WTOP
7	7 WHUR-F	7 WJFK-F	7 WJFK-F	7 WJFK-F	7 WJZE-F	7 WRQX-F<	7 WRQX-F	7 WWDC-F	7 WRQX-F<	7 WMMJ-F
8	8 WHUR-F	8 WHUR-F	8 WJZE-F	8 WHUR-F	8	8 WMZQ-F	8 WJFK-F	8 WMAL	8 WJZE-F	8 WPGC-F>>
9	9 WCXR-F	9 WGAY-F	9 WXTR-F	9 WJZE-F	9	9 WGAY-F	9 WWDC-F	9 WJFK-F	9 WGAY-F	9 WRQX-F
10	10	10	10 WHFS-F	10	10	10 WASH-F	10 WGMS-F	10 WHFS-F	10 WMAL	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 WPGC-F>	1 WPGC-F>	1 WPGC-F	1 WPGC-F	1 WMZQ-AF>	1 WPGC-F	1 WPGC-F	1 WKYS-F	1 WPGC-F	1 WMZQ-AF
2 WRQX-F>	2 WKYS-F<	2 WKYS-F	2 WMZQ-AF	2 WKYS-F	2 WWDC-F>	2 WWDC-F	2 WJFK-F	2 WWDC-F	2 WKYS-F
3 WKYS-F<	3 WRQX-F	3 WMZQ-AF	3 WKYS-F	3 WPGC-F<	3 WKYS-F	3 WKYS-F	3 WWDC-F	3 WMZQ-AF<	3 WJFK-F
4 WMZQ-AF	4 WMZQ-AF>	4 WRQX-F>	4 WRQX-F	4 WASH-F	4 WJFK-F	4 WJFK-F	4 WPGC-F	4 WKYS-F	4 WWDC <
5 WHUR-F	5 WHUR-F	5 WHUR-F	5 WASH-F	5 WGAY-F	5 WHFS-F	5 WGMS-F	5 WHFS-F<	5 WJFK-F>	5 WPGC-F
6 WHFS-F	6 WHFS-F<	6 WLTT-F	6 WGAY-F	6 WRQX-F	6 WMZQ-AF	6 WRQX-F	6 WRQX-F>	6 WRQX-F	6 WJZE-F<
7 WWDC-F	7 WLTT-F	7 WASH-F	7 WHUR-F	7 WHUR-F<	7 WHUR-F	7 WMZQ-AF	7 WCXR-F	7 WHFS-F	7 WTOP
8 WGAY-F	8 WASH-F	8 WJFK-F	8 WMMJ-F	8 WMMJ-F	8 WIYY-F	8 WCXR-F	8 WMZQ-AF	8 WCXR-F	8 WASH-F
9 WCXR-F	9 WJFK-F	9 WHFS-F	9 WLTT-F	9 WLTT-F	9 WRQX-F	9 WHUR-F	9 WJZE-F	9 WJZE-F	9 WRQX-F
10	10 WGAY-F	10 WGAY-F	10	10 WXTR-F	10 WCXR-F	10	10	10 WASH-F	10 WCXR-F

WASHINGTON

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS			METRO CUME	TSA	TSA
						SHARE/RTG/AQH/CUME					
TOP 40/CHR/CONTEMP		836 (4)	836 (4)	16.7	18.8	WABS 780	Arlingtn/Wshngtn	0.3/0.9/	17/	311	
AOR/CLASSIC		790 (5)	790 (5)	15.8	15.2	WAVA-F 105.1	Arlington/wshtn	1.0/4.4/	74/	1887	
AC/OLDIES		545 (3)	545 (3)	10.9	13.5	WCPT 730	Alxndr/Wshngtn	0.3/2.0/	18/	751	
FULL SVC/VARIETY	254 (1)		254 (1)	5.1	5.2	WFRE-F 99.9	Frederick	0.4/1.2/	39/	857	
COUNTRY	27 (2)	472 (3)	499 (5)	10.0	7.8	WMDO 1540	Wheaton	0.4/1.2/	24/	403	
BLACK/URBAN	115 (1)	746 (4)	861 (5)	17.2	16.6	WQSI 820	Frederick	0.3/0.6/	21/	255	
SAC/EZ		357 (3)	357 (3)	7.1	7.3	WUST 1120	Washington	0.5/0.7/	28/	281	
NEWS/TALK	306 (3)		306 (3)	6.1	6.7	WYCB 1340	Washington	0.7/2.0/	40/	691	
NOSTALGIA	95 (1)		95 (1)	1.9	0.7	WZYQ-F 103.9	Brdck Hts/Frdrk	0.3/1.0/	20/	335	
RELIGION/GOSPEL	84 (3)	18 (1)	102 (4)	2.0	1.1						
SPANISH	24 (1)		24 (1)	0.5	0.6	WFLS-F 93.3	Fredericksburg	0.3/1.6/	103/	1295	
CLASSICAL		168 (1)	168 (1)	3.4	4.2	WLIF-F 1019	Baltimore	0.3/1.1/	89/	1276	
JAZZ/NEW AGE		163 (1)	163 (1)	3.3	1.3	WPOC-F 93.1	Baltimore	0.4/1.5/	159/	2030	
UNKNOWN/OTHERS					1.0	WRBS-F 95.1	Baltimore	0.3/1.3/	31/	712	
						WXVY-F 102.7	Baltimore	0.3/2.1/	39/	1160	
	905 (12)	4095 (25)	5000 (37)								

RADIO STATIONS

AM STATIONS

WCPT, 730, 5 KW/20W (DA-1)	, News	UNISUP CNN, \$ 32.00	(Group W)	Westinghouse
WDCT, 1310, 5 KW/500 W	, Religion	, \$ 27.00	(---)	Marsh
WFAX, 1220, 5 KW (DAYS)	, Religion	, \$ 21.00	(---)	
WMAL, 630, 5 KW (DA-2)	, Full Service	ABC, \$175.00	(Katz)	Cap Cities/ABC
WMDO, 1540, 5 KW (DAYS)	, Hispanic	, \$ 37.00	(Katz Hisp.)	
WOL, 1450, 1 KW	, Black Talk	NBN UNIULT, \$ 52.00	(Schubert)	Almic
WTOP, 1500, 50 KW (DA-2)	, News	CBS MBS, \$170.00	(CBS)	Evergreen
WWDC, 1260, 5 KW (DA-2)	, Nostalgia	UNISUP UNIULT, \$ 45.00	(Christal)	
WWRC, 980, 5 KW (DA-N)	, Talk	ABC, \$ 58.00	(MMR)	Greater Media
WYCB, 1340, 1 KW	, Gospel	SBN, \$ 38.00	(---)	

FM STATIONS

WASH, 97.1, 26 KW @ 686	, AC	UNISUP, \$169.00	(HNWH)	Evergreen
WAVA, 105.1, 50 KW @ 498	, Religion	, \$ NA	(---)	Salem
WCXR, 105.9, 28 KW @ 649	, Classic AOR	, \$171.00	(Group W)	Westinghouse
WGAY, 99.5, 21 KW @ 771	, Soft AC/EZ	, \$157.00	(MMR)	Greater Media
WGMS, 103.5, 46 KW @ 508	, Classical	MBS, \$125.00	(Durpetti)	
WHFS, 99.1, 50 KW @ 459	, Prog AOR	APR, \$ 79.00	(Banner)	Duchossois (ANNAPOLIS)
WHUR, 96.3, 24 KW @ 669	, Black	, \$ 83.00	(Durpetti)	Howard Univ.
WJFK, 106.7, 23 KW @ 731	, Classic AOR	ABC, \$ 78.00	(Torbet)	Infinity
WJZE, 100.3, 40 KW @ 331	, Jazz	APR, \$ 68.00	(Mc-Guild)	United
WKYS, 93.9, 50 KW @ 479	, Black	, \$180.00	(Banner)	Albimar
WLTT, 94.7, 23 KW @ 741	, AC	, \$159.00	(CBS)	CBS
WMMJ, 102.3, 2.9 KW @ 479	, Black AC/Oldies	ABC MBS, \$ 78.00	(Schubert)	Almic
WMZQ, 98.7, 50 KW @ 489	, Country	, \$250.00	(Christal)	Viacom
WPGC, 95.5, 50 KW @ 500	, CHR/Urban	, \$175.00	(Banner)	Cook Inlet
WRQX, 107.3, 36 KW @ 590	, AC/CHR	ABC, \$100.00	(Katz)	Cap Cities/ABC
WWDC, 101.1, 32 KW @ 761	, AOR	UNIPWR, \$170.00	(Christal)	
WXTR, 104.1, 22 KW @ 764	, Oldies	, \$154.00	(Mc-Guild)	Radio Ventures

Miscellaneous: WAVA-F from CHR to Religion . . . WTOP, WASH-F from Chase to Evergreen . . .

WATERLOO-CEDAR FALLS

Arbitron Rank/Pop (12+): 214/119,300
 MSA Rank/Pop: 257/144,900
 ADI # 82 (w/Cedar Rapids & Dubuque)
 Average Person Ratings: 15.9
 Market TSL: 21.00 hours

Stations: 14/8
 Diaries: 696/171:1/59.9%
 Sample Target: 610
 % Below Line: 13.7
 % Not Listed: 22.1

1991 Revenue: \$4,000,000
 HH Inc.: \$33,784
 Retail \$: 1.0 Bil
 Pop per Station: 14,913
 #1 Biller: KFMW-F \$1,200,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. KOEL-F (C)	40/21.1	----	18.9	----	20.0	----	134/1107	383/32.1	0.0	33.5	C	KOEL-F
2. KFMW-F (CHR)	29/15.3	----	13.0	----	17.2	----	55/796	411/34.5	0.0	32.9	C	KFMW-F
3. KOKZ-F (CHR)	16/ 8.4	----	12.4	----	12.2	----	25/624	322/27.0	0.0	32.8	B	KOKZ-F
4. KWLO (FS)	15/ 7.9	----	9.2	----	6.1	----	16/240	202/16.9	0.0	19.1	B	KWLO
5. KWAY-F (AC)	12/ 6.3	----	5.4	----	2.2	----	13/199	188/15.8	0.0	10.0	A	KWAY-F
6. WMT (FS)	7/ 3.7	----	4.3	----	5.0	----	38/590	129/10.8	0.0	9.1		WMT
WHO (FS)	7/ 3.7	----	3.8	----	2.2	----	40/497	139/11.7	0.0	10.9		WHO
8. KOEL (FS)	6/ 3.2	----	1.1	----	1.1	----	37/417	79/ 6.6	0.0	5.3		KOEL
9.												
10.												

12+ FM SHARE (METRO): 69.59% (103 of 148) (SPG 91: 72.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOKZ-F>	1 KFMW-F>>	1 KFMW-F	1 KOEL-F	1 KOEL-F>	1 KOEL-F>>	1 KOEL-F>	1 KOEL-F>	1 KOEL-F	1 KOEL-F	1 KOEL-F
2 KFMW-F>>	2 KOEL-F>	2 KOEL-F>>	2 KFMW-F>	2 KFMW-F>	2 KWLO >	2 KFMW-F	2 KFMW-F>	2 KFMW-F>>	KFMW-F>>	KFMW-F>
3	3 KOKZ-F	3 KOKZ-F>	3 KOKZ-F	3 KOKZ-F	3	3 KWLO >	3 KWLO	3 KOKZ-F	3 KOKZ-F	3 KWAY-F
4	4 KWAY-F	4 KWLO	4 KWLO	4 KWLO	4	4 KWAY-F	4 KOKZ-F	4 KWAY-F>	4 WHO	4
5	5	KWAY-F	5	5	5	5 KOKZ-F>	5 KWAY-F>	5	5 KWAY-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 KFMW-F>>	1 KFMW-F>>	1 KFMW-F>>	1 KOEL-F	1 KOEL-F>>	1 KFMW-F>>	1 KFMW-F>>	1 KFMW-F>>	1 KFMW-F	1 KOEL-F
2 KOEL-F>	2 KOEL-F	2 KWLO	KFMW-F>	2 KOKZ-F	2 KOEL-F>>	2 KOEL-F>>	2 KOEL-F>>	2 KOEL-F>>	2 KFMW-F>>
3 KWAY-F	3 KOKZ-F	KOKZ-F	3 KOKZ-F>	KFMW-F	3 KRNA-F	3	3 KOKZ-F	3	3 KWLO
KOKZ-F	4 KWLO	KOEL-F	4	4 KWLO	KWAY-F	4	4	4	KWAY-F
5	KWAY-F	5	5	5	5	5	5	5	KOKZ-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
TOP 40/CHR/CONTEMP		46 (3)	46 (3)	31.1	61.8	KCFI 1250 Cedar Falls/Wtr	2.6/7.1/ 5/ 102	
AOR/CLASSIC		2 (1)	2 (1)	1.4	6.1	KWAY 1470 Waverly	0.5/1.8/ 1/ 21	
AC/OLDIES		15 (2)	15 (2)	10.1	11.5	KXEL 1540 Waterloo	2.1/9.1/ 9/ 201	
FULL SVC/VARIETY	35 (4)		35 (4)	23.6	23.0			
COUNTRY	10 (3)	40 (1)	50 (4)	33.8	27.7	KKRQ-F 100.7 IA City/Cdr.Rps	1.6/7.0/ 10/ 233	
BLACK/URBAN						KQCR-F 102.9 Cedar Rapids	0.5/4.8/ 12/ 204	
SAC/EZ						KRNA-F 93.9 Iowa City	1.1/6.2/ 10/ 243	
NEWS/TALK								
NOSTALGIA								
RELIGION/GOSPEL								
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	45 (7)	103 (7)	148 (14)					

RADIO STATIONS

KCFI , 1250, 500 W (DA-2) , Country (?)	ABC, \$ 7.00 (Roslin)
KWLO , 1330, 5 KW (DA-2) , Full Service	NBC-T NBC, \$16.00 (Mc-Guild) Park
KXEL , 1540, 50 KW (DA-N) , Country	SMN ABC, \$10.00 (Eastman) Bahakel
KFMW-F, 107.9, 100 KW @ 1804 , CHR	UNIPWR, \$27.00 (Mc-Guild) Park
KOEL-F, 92.3, 100 KW @ 371 , Country	ABC, \$28.00 (Banner) (OELWEIN)
KOKZ-F, 105.7, 100 KW @ 1322 , CHR	ABC, \$18.00 (Eastman) Bahakel
KWAY-F, 99.3, 3 KW @ 180 , AC	SMN, \$11.00 (Pates) (WAVERLY)

Other ranked stations -- see Cedar Rapids or Des Moines

WEST PALM BEACH

Arbitron Rank/Pop (12+): 49/797,900

Stations: 37/16

1991 Revenue: \$23,400,000

MSA Rank/Pop: 60/885,000

Diaries: 1149/694:1/47.0%

HH Inc.: \$37,870

ADI # 46

Sample Target: 1180

Retail \$: 8.5 Bil

Average Person Ratings: 18.0

% Below Line: 30.1

Pop per Station: 49,869

Market TSL: 24.00 hours

% Not Listed: 12.9

#1 Biller: WRMF-F \$5,900,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WRMF-F (AC)	142/ 9.9	9.4	10.5	8.1	7.9	9.5	200/2551	1712/21.5	19.1	18.1	G	WRMF-F
2. WEAT-F (SAC/EZ)	118/ 8.2	12.0	12.8	15.4	15.9	12.1	163/2359	1561/19.6	22.9	27.6	E	WEAT-F
3. WJNO (N/T)	110/ 7.7	8.4	7.5	9.2	8.5	8.2	153/1779	1232/15.4	15.4	16.1	E	WJNO
4. WIRK-F (C)	107/ 7.5	6.1	7.5	5.7	5.2	6.7	138/1590	1190/14.9	13.3	11.5	D	WIRK-F
5. WKGR-F (AOR)	76/ 5.3	5.2	5.6	5.8	6.9	5.5	117/1906	1157/14.5	14.4	13.2	D	WKGR-F
6. WOJV-F (CHR)	49/ 3.4	3.3	4.2	3.7	5.5	3.7	90/1772	1060/13.3	13.8	14.0	D	WOJV-F
7. WOLL-F (O)	41/ 2.9	4.0	2.7	3.3	2.3	3.2	45/786	713/ 8.9	9.6	6.1	C	WOLL-F
8. WNGS-F (SAC)	40/ 2.8	2.4	2.9	2.7	2.0	2.7	43/534	488/ 6.1	7.2	6.3	C	WNGS-F
9. WPOW-F (CHR)	35/ 2.4	1.6	1.5	1.0	2.3	1.6	112/2031	637/ 8.0	7.0	7.1	B	WPOW-F
10. WZZR-F (CHR)	33/ 2.3	2.7	1.6	0.4	---	1.8	77/93	476/ 6.0	3.9	0.0	B	WZZR-F
12. WSHE-F (AOR)	33/ 2.3	2.4	2.5	2.4	1.6	2.4	123/2159	711/ 8.9	7.3	5.7		WSHE-F
14. WKIS-F (C)	32/ 2.2	1.5	1.5	2.3	1.2	1.9	210/2381	598/ 7.5	5.5	3.9		WKIS-F
14. WEAT (SAC/EZ)	32/ 2.2	0.7	0.4	0.7	0.2	1.0	35/514	419/ 5.3	0.0	0.0		WEAT
14. WLVE-F (J/NAC)	29/ 2.0	1.3	1.0	1.0	0.9	1.3	94/1103	340/ 4.3	3.3	3.3		WLVE-F
15. WZTA-F (CL AOR)	28/ 1.9	1.4	0.9	3.0	1.0	1.8	124/1942	592/ 7.4	6.1	4.1		WZTA-F
17. WEDR-F (B)	28/ 1.9	2.7	2.2	2.5	4.3	2.3	123/1542	479/ 6.0	4.2	7.3		WEDR-F
17. WHQT-F (B)	27/ 1.9	2.4	1.8	2.5	2.9	2.2	139/2016	515/ 6.5	4.8	6.0		WHQT-F
18. WDBF (BB)	25/ 1.7	1.3	1.7	1.6	1.8	1.6	26/426	378/ 4.7	5.2	4.2	A	WDBF
19. WTMI-F (CL)	24/ 1.7	1.1	0.7	1.4	1.1	1.2	103/1340	365/ 4.6	3.8	5.0		WTMI-F
19. WMRZ (BB)	24/ 1.7	0.8	1.2	0.7	1.5	1.1	127/1145	264/ 3.3	2.1	2.0		WMRZ
22. WIOD (N/T)	24/ 1.7	1.8	3.9	2.1	2.6	2.4	169/2173	403/ 5.1	7.6	5.5		WIOD
22. WLYF-F (SAC)	21/ 1.5	2.2	1.7	1.5	2.1	1.7	187/2529	495/ 6.2	5.0	5.2		WLYF-F
23. WMXJ-F (O)	20/ 1.4	1.4	1.7	2.2	1.4	1.7	110/1570	364/ 4.6	6.4	5.1		WMXJ-F
24.												
25.												

12+ FM SHARE (METRO): 75.22% (941 of 1251) (SPG 91: 77.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOJV-F>	1 WRMF-F	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WEAT-F<	1 WRMF-F	1 WRMF-F	1 WRMF-F>	1 WJNO	1 WJNO >>
2 WHQT-F>	2 WKGR-F	2 WKGR-F>	2 WKGR-F	2 WIRK-F	2 WJNO	2 WJNO	2 WEAT-F	2 WIRK-F	2 WEAT-F	2 WEAT-F
3 WPOW-F	3 WIRK-F	3 WIRK-F>	3 WIRK-F>	3 WKGR-F	3 WRMF-F	3 WEAT-F	3 WJNO	3 WEAT-F	3 WIRK-F<	3 WRMF-F<
4 WEDR-F	4 WZZR-F	4 WEAT-F	4 WEAT-F	4 WEAT-F>	4 WIRK-F	4 WIRK-F	4 WIRK-F	4 WJNO	4 WRMF-F	4 WIRK-F
5	5 WOJV-F	5	5	5 WOLL-F	5	5 WKGR-F>	5 WKGR-F>	5 WKGR-F>	WKGR-F	5 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 WRMF-F	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WKGR-F	1 WKGR-F>	1 WRMF-F	1 WRMF-F
2 WKGR-F	2 WKGR-F	2 WIRK-F	2 WKGR-F	2 WEAT-F	2 WSHE-F	2 WRMF-F>	2 WPOW-F	2 WKGR-F>	2 WKGR-F
3 WOJV-F	3 WIRK-F	3 WKGR-F>	3 WIRK-F	3 WIRK-F>	3 WOJV-F	3 WPOW-F	3 WZZR-F	3 WIRK-F>	3 WIRK-F>
4 WZZR-F>	4 WOJV-F	4 WPOW-F	4 WEAT-F	4 WOLL-F<	4 WKGR-F	4 WZZR-F	4 WZTA-F	4 WZTA-F	4 WJNO
5 WHQT-F	5 WZZR-F	WOJV-F	5	5 WKGR-F	5 WIRK-F	5 WIRK-F	5 WRMF-F	5 WSHE-F<	5 WZTA-F<
6 WEDR-F	6	WNGS-F	6	6	6 WOLL-F	6	6 WIRK-F	6 WJNO	6 WEAT-F
7 WKIS-F	7	7	7	7	7 WZZR-F	7	7 WJNO	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		133 (4)	133 (4)	10.6	11.5	WBZT 1290 West Palm Beach	1.1/3.7/ 16/ 326
AOR/CLASSIC		137 (3)	137 (3)	11.0	10.5	WPBR 1340 Palm Beach	0.8/2.7/ 12/ 218
AC/OLDIES		223 (5)	223 (5)	17.8	18.2	WPOM 1600 Riviera Beach	1.1/3.3/ 16/ 266
FULL SVC/VARIETY						WSBR 740 Boca Rtn/WPImBc	0.6/3.3/ 15/ 447
COUNTRY	6 (1)	139 (2)	145 (3)	11.6	7.0	WSWN 900 Belle Glade	1.0/1.9/ 30/ 288
BLACK/URBAN	43 (3)	55 (2)	98 (5)	7.8	11.3	WYFX 1040 Boynton Bch/Mia	0.8/3.3/ 33/ 504
SAC/EZ	32 (1)	201 (5)	233 (6)	18.6	20.2		
NEWS/TALK	160 (5)		160 (5)	12.8	14.6	WAXY-F 105.9 Ft. Lauderdale	0.8/3.7/ 51/1092
NOSTALGIA	65 (3)		65 (3)	5.2	3.6	WFLC-F 97.3 Miami/Ft.Laud.	0.6/4.3/103/1828
RELIGION/GOSPEL	4 (1)		4 (1)	0.3		WHLG-F 102.3 Stuart	0.6/1.1/ 86/ 621
SPANISH					0.8	WHYI-F 100.7 Ft. Lauderdale	1.1/5.6/ 83/2024
CLASSICAL		24 (1)	24 (1)	1.9	1.2	WINZ 940 Miami	0.4/2.8/ 74/1207
JAZZ/NEW AGE		29 (1)	29 (1)	2.3	1.0	WJQY-F 106.7 Ft. Lauderdale	1.0/3.6/103/1442
UNKNOWN/OTHERS						WQAM 560 Miami/Ft.Ldrd1e	0.4/3.0/ 27/ 746
						WNNN 980 Pompano Beach	0.3/1.8/ 9/ 313
	310 (14)	941 (23)	1251 (37)				

WEST PALM BEACH

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2) , SEE WEAT-F	, \$		
WJNO, 1230, 1 KW , NEWS/TALK	CBS, ABC, \$	57.00 (Banner)	Fairbanks
WYFX, 1040, 25 KW/1 KW (DA-2) , BLACK	SBN, \$	20.00 (K & P)	
WEAT-F, 104.3, 56 KW @ 1250, EZ/SOFT AC	, \$	77.00 (Durpetti)	Taylor
WIRK-F, 107.9, 100 KW @ 341, COUNTRY	ABC, \$	60.00 (HNWH)	Price
WKGR-F, 98.7, 100 KW @ 1381, AOR	UPI, \$	58.00 (Christal)	Amaturo (FORT PIERCE)
WNGS-F, 92.1, 6 KW @ 380, SOFT AC	, \$	30.00 (Eastman)	
WOLL-F, 94.3, 6 KW @ 328, OLDIES	, \$	38.00 (Katz)	Lappin
WOVV-F, 95.5, 100 KW @ 981, CHR	SOURCE, \$	50.00 (McGuild)	Ardman (FORT PIERCE)
WRMF-F, 97.9, 100 KW @ 1348, AC	, \$	125.00 (Banner)	Fairbanks

Other Ranked Stations - See Miami

Miscellaneous: WPBG to WBZT (Feb); C to BB . . .

***** FORMAT CODES *****

* 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	REL - 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	*
*		*

***** REVENUE LEVEL CODES *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*
*		*

WHEELING

Arbitron Rank/Pop (12+): 200/132,300

Stations: 16/12
Diaries: 664/199:1/60.4%
Sample Target: 640
% Below Line: 3.2
% Not Listed: 11.4

1991 Revenue: \$6,000,000
HH Inc.: \$24,962
Retail \$: 1.0 Bill
Pop per Station: 11,025
#1 Biller: NA

MSA Rank/Pop: 240/157,000
ADI # 144 (w/Steubenville)
Average Person Ratings: 16.6
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level
1. WOVK-F (C)	44/20.0	----	14.2	----	12.4	----	73/724	456/34.5	0.0	24.7	WOVK-F
2. WEGW-F (AOR)	28/12.7	----	9.5	----	10.0	----	38/476	291/22.0	0.0	22.8	WEGW-F
3. WKWK-F (AC)	27/12.3	----	11.6	----	10.8	----	42/505	321/24.3	0.0	19.9	WKWK-F
4. WOMP-F (CHR)	26/11.8	----	15.9	----	18.7	----	41/705	398/30.1	0.0	37.9	WOMP-F
5. WWVA (C)	20/ 9.1	----	9.1	----	11.6	----	32/502	263/19.9	0.0	22.6	WWVA
6. WEEL-F (O)	11/ 5.0	----	4.3	----	-----	----	15/190	133/10.1	0.0	10.0	WEEL-F
7. WOMP (N/T)	10/ 4.5	----	4.7	----	3.7	----	10/177	168/12.7	0.0	10.5	WOMP
8. WHLX-F (SAC/EZ)	9/ 4.1	----	7.8	----	8.7	----	15/191	127/ 9.6	0.0	11.4	WHLX-F
9. WBBD (BB)	8/ 3.6	----	1.7	----	4.1	----	11/102	86/ 6.5	0.0	5.5	WBBD
10. WWSW-F (O)	3/ 1.4	----	0.9	----	2.1	----	22/301	50/ 3.8	0.0	5.9	WWSW-F

12+ FM SHARE (METRO): 80.00% (156 of 195) (SPG 91: 80.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMP-F>>	1 WEGW-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F>	1 WOVK-F>	1 WOVK-F>	1 WOVK-F	1 WEGW-F
2 WOVK-F>>	2 WOVK-F>	2 WEGW-F	2 WKWK-F	2 WKWK-F	2 WWVA	2 WWVA	2 WKWK-F	2 WEGW-F	2 WOMP-F	2 WOVK-F
3	3 WOMP-F	3 WKWK-F>	WEGW-F>	3 WEGW-F>	3 WKWK-F>	3 WKWK-F	3 WEGW-F	3 WKWK-F	3 WEGW-F	WOMP-F
4	4 WKWK-F	4 WOMP-F	4	4	4	4 WOMP-F	4 WWVA	4 WOMP-F>	4 WKWK-F>	WKWK-F
5	5	5	5	5	5	5 WEGW-F>	5 WOMP-F	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 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WEGW-F>	1 WEGW-F>>	1 WEGW-F	1 WOVK-F
WEGW-F>	2 WEGW-F	2 WKWK-F	2 WKWK-F>	2 WKWK-F>	WOMP-F>	2 WOVK-F	2 WOVK-F>	2 WOVK-F>	WEGW-F>
3 WOMP-F>	3 WKWK-F>	3 WEGW-F>>	3 WEGW-F>	3 WEGW-F>	3 WEGW-F>>	3 WOMP-F>>	3 WOMP-F>	3 WOMP-F	3 WKWK-F
4 WKWK-F	4 WOMP-F	4	4 WOMP-F	4 WEEL-F	4	4	4	4 WKWK-F	4

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		27 (2)	27 (2)	13.8	19.5	WBNV-F 93.5 Barnesville	0.9/2.3/ 5/ 102
AOR/CLASSIC		30 (2)	30 (2)	15.4	14.4	WKWK 1400 Wheeling	0.5/4.8/ 2/ 78
AC/OLDIES	1 (1)	41 (3)	42 (4)	21.5	21.5	WRKP-F 96.5 Moundsville	0.9/1.6/ 2/ 21
FULL SVC/VARIETY							
COUNTRY	20 (1)	44 (1)	64 (2)	32.8	27.7	WDVE-F 102.5 Pittsburgh	0.9/4.0/ 13/ 240
BLACK/URBAN						WRKY-F 103.5 Steubnvl/Wheeling	0.5/7.3/ 27/ 511
SAC/EZ		10 (2)	10 (2)	5.1	9.2	WSHH-F 99.7 Pittsburgh	0.5/1.6/ 6/ 121
NEWS/TALK	10 (1)		10 (1)	5.1	5.6		
NOSTALGIA	8 (1)		8 (1)	4.1	2.1		
RELIGION/GOSPEL		2 (1)	2 (1)	1.0			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		2 (1)	2 (1)	1.0			
	39 (4)	156 (12)	195 (16)				

RADIO STATIONS

WBBD , 1600, 5 KW/33 W	, Nostalgia	UNIULT UNISUP, \$12.00 (Christal)	Burbach
WOMP , 1290, 1 KW/33 W	, News/Talk	UNISUP ABC, \$15.00 (Katz)	Baum
WWVA , 1170, 50 KW (DA-N)	, Country/FS	NBC, \$30.00 (Mc-Guild)	Osborn
WEEL-F, 95.7, 1.7 KW @ 626	, Oldies	SMN, \$11.00 (---)	(SHADYSIDE)
WEGW-F, 107.5, 16 KW @ 879	, AOR/Classic	, \$24.00 (Christal)	Burbach
WHLX-F, 105.5, 3 KW @ 317	, Soft AC/EZ	, \$10.00 (Roslin)	(BETHLEHEM)
WKWK-F, 97.3, 50 KW @ 420	, AC	ABC MBS, \$22.00 (HNWH)	CR
WOMP-F, 100.5, 48 KW @ 500	, CHR	UNIPWR, \$24.00 (Katz)	Baum (BELLAIRE)
WOVK-F, 98.7, 50 KW @ 390	, Country	, \$30.00 (Mc-Guild)	Osborn

WICHITA

Arbitron Rank/Pop (12+): 87/397,200
 MSA Rank/Pop: 102/458,000
 ADI # 61
 Average Person Ratings: 15.3
 Market TSL: 20.25 hours

Stations: 17/17
 Diaries: 890/446:1/55.0%
 Sample Target: 870
 % Below Line: 0.0
 % Not Listed: 10.0

1991 Revenue: \$15,400,000
 HH Inc.: \$35,665
 Retail \$: 3.7 Bil
 Pop per Station: 23,365
 #1 Biller: KFDI-AF \$5,300,000

12+ METRO	1/4/SHARE	WIN	FAL	SUM	SPG	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO			Revenue Level	
		92	91	91	91			CUME/RATING	FAL 91	SPG 91		
1. KZSN-AF (C)	95/15.6	12.8	13.2	16.7	7.5	14.6	143/1661	1206/30.0	21.2	19.8	D	KZSN-AF
2. KFDI-F (C)	79/13.0	15.0	12.9	13.5	15.5	13.6	100/1340	986/24.8	20.8	29.3	G	KFDI-F
3. KKRD-F (CHR)	46/ 7.6	7.6	7.3	6.7	6.7	7.3	50/926	784/19.7	21.4	23.3	C	KKRD-F
4. KFDI (C)	43/ 7.1	7.0	7.7	7.9	7.9	7.4	58/712	480/12.1	15.1	14.4		KFDI
5. KNSS (N/T)	40/ 6.6	4.4	5.0	4.2	3.3	5.1	42/567	545/13.7	11.6	10.9		KNSS
6. KICT-F (AOR)	38/ 6.2	9.3	5.0	8.1	9.0	7.2	64/893	589/14.8	14.1	19.1	C	KICT-F
7. KRZZ-F (CL AOR)	36/ 5.9	5.3	6.6	6.1	4.6	6.0	40/644	575/14.5	14.1	15.2	C	KRZZ-F
8. KRBB-F (AC)	36/ 5.9	5.8	7.1	5.4	9.1	6.1	37/615	531/13.4	14.0	16.2	C	KRBB-F
9. KOEZ-F (SAC)	34/ 5.6	5.2	4.8	4.8	4.9	5.1	40/513	396/10.0	10.1	12.6	B	KOEZ-F
10. KEYN-F (O)	23/ 3.8	3.8	5.3	5.6	7.3	4.6	30/707	571/14.4	13.0	16.3	B	KEYN-F
11. KQAM (BB)	20/ 3.3	1.2	1.8	0.9	2.1	1.8	23/324	262/ 6.6	5.9	5.6	A	KQAM
12. KXLK-F (AC)	19/ 3.1	4.4	4.8	4.7	2.4	4.3	23/502	364/ 9.2	11.1	10.5	A	KXLK-F
13. KYQQ-F (CHR)	16/ 2.6	3.2	2.9	3.6	2.7	3.1	35/570	392/ 9.9	11.1	8.3	A	KYQQ-F
14.												
15.												

12+ FM SHARE (METRO): 79.01% (433 of 548) (SPG 91: 82.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F	1 KZSN-AF	1 KZSN-AF>	1 KZSN-AF>	1 KZSN-AF>	1 KFDI-F	1 KZSN-AF<	1 KZSN-AF	1 KZSN-AF	1 KZSN-AF>	1 KZSN-F
2 KZSN-AF>>	2 KICT-F	2 KFDI-F	2 KFDI-F	2 KFDI-F>	2 KZSN-AF<	2 KFDI-F>	2 KFDI-F	2 KFDI-F>	2 KKRD-F	2 KFDI-F
3 KYQQ-F>>	3 KRZZ-F	3 KICT-F	3 KRZZ-F	3 KRZZ-F<	3 KFDI	3 KFDI	3 KNSS	3 KRZZ-F	3 KNSS	3 KRZZ-F
4	4 KRBB-F	4 KRZZ-F	4 KRBB-F	4 KRBB-F>	4 KNSS	4 KRRD-F	4 KRBB-F	4 KRZZ-F	4 KRZZ-F	4 KRZZ-F
5	5 KFDI-F	5 KRBB-F	5 KICT-F	5 KICT-F	5 KOEZ-F	5 KICT-F	5 KFDI >	5 KICT-F<	5 KICT-F	5 KICT-F
6	6 KKRD-F	6 KKRD-F	6 KKRD-F	6	6	6 KRBB-F	6	6 KRBB-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 KZSN-AF>>>	1 KZSN-AF>	1 KRZZ-F	1 KZSN-AF>>>	1 KZSN-AF>	1 KICT-F>	1 KICT-F	1 KRZZ-F	1 KZSN-AF	1 KZSN-AF
2 KICT-F>	2 KRBB-F	2 KRBB-F	2 KFDI-F	2 KFDI-F	2 KZSN-AF	2 KZSN-AF<	2 KZSN-AF	2 KICT-F	2 KFDI-F
3 KRBB-F	3 KICT-F	3 KZSN-AF	3 KRBB-F>	3 KRBB-F>	3 KRZZ-F>	3 KRZZ-F>	3 KRZZ-F	3 KRZZ-F	3 KRZZ-F>
4 KRRD-F	4 KRZZ-F	4 KICT-F	4 KICT-F	4 KRZZ-F	4 KRZZ-F>	4 KRRD-F	4 KFDI-F>	4 KFDI-F	4 KNSS
5 KFDI-F	5 KFDI-F	5 KFDI-F	5 KRRD-F	5 KRRD-F	5 KYQQ-F	5 KFDI-F	5 KRBB-F	5 KRBD-F>	5 KRBB-F
6	6 KKRD-F	6 KXLK-F	6 KRZZ-F	6	6 KRBB-F	6 KRBB-F	6 KNSS	6 KRBB-F	6 KICT-F
7	7	7 KKRD-F	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		62 (2)	62 (2)	11.3	10.6	KBUZ-F 99.1	2.0/4.9/ 12/ 253		
AOR/CLASSIC		74 (2)	74 (2)	13.5	15.3	KFH 1330	1.5/5.2/ 12/ 318		
AC/OLDIES	9 (1)	78 (3)	87 (4)	15.9	22.3	KSGI 900	0.3/3.5/ 8/ 165		
FULL SVC/VARIETY									
COUNTRY	44 (2)	173 (2)	217 (4)	39.6	34.8	Eldorado			
BLACK/URBAN		12 (1)	12 (1)	2.2	3.3	Wichita			
SAC/EZ		34 (1)	34 (1)	6.2	5.5	Wichita			
NEWS/TALK	40 (1)		40 (1)	7.3	3.8				
NOSTALGIA	20 (1)		20 (1)	3.6	2.4				
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	1.4				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					0.7				
	115 (6)	433 (11)	548 (17)						

WICHITA

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY	ABC, \$ NA (Torbet)	Great Empire
KFH, 1330, 5 KW (DA-N), OLDIES	CBS, MBS, \$ NA (Banner)	Midcontinent
KNSS, 1240, 1 KW, NEWS/TALK	MBS, ABC, \$ 21.00 (Durpett1)	Clear Channel
KQAM, 1410, 5 KW/1 KW (DA-2), NOSTALGIA	MBS, \$ 13.00 (Eastman)	
KZSN, 1480, 5 KW/1 KW (DA-2), SEE KZSN-FM		
KBUZ-F, 99.1, 45 KW @ 515, BLACK	SBN, \$ 18.00 (---)	(EL DORARDO)
KEYN-F, 103.7, 100 KW @ 859, OLDIES	, \$ 29.00 (Eastman)	Clear Channel
KFDI-F, 101.3, 100 KW @ 1138, COUNTRY	ABC, \$ 105.00 (Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 899, AOR	ABC, \$ 28.00 (McGuilid)	Lakoduk
KKRD-F, 107.3, 100 KW @ 859, CHR	, \$ 38.00 (HNWH)	
KOEZ-F, 92.3, 100 KW @ 640, EZ/SOFT AC	UNIULT, \$ 22.00 (---)	(NEWTON)
KRBB-F, 97.9, 100 KW @ 987, AC	, \$ 33.00 (Christal)	
KRZZ-F, 96.3, 50 KW @ 494, CLASSIC AOR	, \$ 36.00 (Durpett1)	(DERBY)
KXLK-F, 105.3, 100 KW @ 987, AC	APR, \$ 29.00 (Banner)	Midcontinent (HAYSVILLE)
KYQQ-F, 106.5, 100 KW @ 1115, CHR	, \$ 19.00 (K & P)	(ARKANSAS CITY)
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	, \$ 48.00 (Katz)	Southern Skies (HUTCHINSON)

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/627,000

Stations: 39/29
Diaries: 1118/561:1/53.0%
Sample Target: 1100
% Below Line: 9.6
% Not Listed: 14.6

1991 Revenue: \$15,000,000
HH Inc.: \$28,134
Retail \$: 5.6 Bill
Pop per Station: 21,620
#1 Biller: WKRZ-F \$4,200,000

MSA Rank/Pop: 70/740,000
ADI # 49

Average Person Ratings: 18.1
Market TSL: 24.00 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WKRZ-F (CHR)	179/15.8	14.4	16.5	15.0	15.7	15.4	222/2763	2203/35.1	35.8	34.9	F	WKRZ-F
2. WEZX-F (AOR)	90/7.9	7.1	8.0	7.8	7.9	7.7	93/1098	1044/16.7	16.7	15.9	C	WEZX-F
3. WARM-AF (FS)	76/6.7	7.8	13.0	11.4	12.2	9.7	79/1041	945/15.1	28.4	29.8	C	WARM-AF
4. WDLS-F (C)	60/5.3	3.5	5.8	5.9	3.4	5.1	66/655	569/9.1	10.2	7.6	A	WDLS-F
5. WMGS-F (AC)	55/4.8	4.9	5.4	6.3	5.3	5.4	58/785	712/11.4	13.1	13.1	C	WMGS-F
6. WNAK (BB/FS)	47/4.1	6.9	5.2	6.1	4.3	5.6	48/465	460/7.3	7.8	6.3	B	WNAK
7. WEJL (BB)	39/3.4	4.0	4.3	3.7	4.1	3.9	45/646	581/9.3	8.9	7.7	A	WEJL
8. WGBI-F (AC)	32/2.8	3.4	2.4	3.3	2.6	3.0	39/705	582/9.3	8.0	8.7	A	WGBI-F
9. WWSH-F (SAC)	31/2.7	2.5	3.3	3.0	3.0	2.9	42/629	456/7.3	9.9	7.9	A	WWSH-F
10. WTLQ-F (CHR)	28/2.5	2.1	2.3	2.6	2.5	2.4	29/629	594/9.5	11.0	9.5	A	WTLQ-F
11. WILK (T)	27/2.4	3.5	1.8	1.6	1.9	2.3	28/442	423/6.7	5.1	6.4	A	WILK
12. WZZO-F (AOR)	26/2.3	1.2	1.5	1.3	1.9	1.6	35/594	409/6.5	3.7	4.2		WZZO-F
13. WFMZ-F (SAC)	25/2.2	1.8	2.2	1.6	1.1	2.0	39/354	213/3.4	4.8	2.4		WFMZ-F
14. WILQ-F (C)	21/1.8	0.4	0.4	0.5	1.1	0.8	44/362	180/2.9	2.2	3.4	B	WILQ-F
WYOS-F (O)	21/1.8	2.6	1.2	2.0	1.6	1.9	21/349	347/5.5	4.8	6.4	A	WYOS-F
17. WHLM-F (CHR)	21/1.8	1.3	1.9	2.7	1.5	1.9	29/439	312/5.0	7.8	4.4	A	WHLM-F
18. WSGD-F (D)	19/1.7	2.0	3.2	2.6	2.7	2.4	22/442	351/5.6	7.1	7.9	A	WSGD-F
18. WCDL (FS)	18/1.6	1.7	---	---	0.9	0.8	20/166	137/2.2	0.0	1.6	A	WCDL
18. WBAX (BB)	18/1.6	1.6	1.5	2.1	2.2	1.7	18/225	225/3.6	3.3	5.5	A	WBAX

12+ FM SHARE (METRO): 70.41% (683 of 970) (SPG 91: 69.56%)

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-AF	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-AF	2 WEZX-F	2 WEZX-F	2 WEZX-F<	2 WDLS-F
3 WEZX-F	3 WMGS-F>	3 WDLS-F<	3 WDLS-F	3 WDLS-F	3 WNAK	3 WEZX-F>	3 WARM-AF<	3 WARM-AF<	3 WARM-AF>	3 WEZX-F
4	4 WZZO-F	4 WMGS-F	4 WMGS-F	4 WMGS-F	4 WDLS-F	4 WMGS-F	4 WMGS-F>	4 WMGS-F	4 WDLS-F>	4 WKRZ-F
5	5	5	5	5	5 WEJL	5 WDLS-F<	5	5 WARM-AF>	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 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WEZX-F	1 WEZX-F	1 WEZX-F>	1 WKRZ-F<	1 WKRZ-F
2 WEZX-F>>	2 WEZX-F>	2 WEZX-F	2 WEZX-F	2 WDLS-F	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>	2 WEZX-F>	2 WEZX-F>
3 WTLQ-F>	3 WMGS-F>	3 WMGS-F>	3 WMGS-F	3 WMGS-F	3 WTLQ-F>>	3 WZZO-F	3 WMGS-F>	3 WDLS-F<	3 WDLS-F
4 WSBG-F	4 WGBI-F	4 WDLS-F	4 WDLS-F>	4 WEZX-F	4 WMGS-F	4 WMGS-F	4 WYMK-F	4 WMGS-F>	4 WMGS-F>
WGBI-F	WDLS-F	5 WGBI-F	5	5 WGBI-F	5	5 WTLQ-F	WDLS-F	5	5 WZZO-F

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	6 (1)	245 (4)	251 (5)	25.9	28.2	WARD 1550 Pittston	0.5/3.2/	6/	198
AOR/CLASSIC		124 (3)	124 (3)	12.8	12.7	WAZL 1490 Hazleton	0.5/2.2/	9/	189
AC/OLDIES	5 (1)	147 (7)	152 (8)	15.7	17.9	WEMR 1460 Tunkhannock	0.5/1.5/	8/	119
FULL SVC/VARIETY	93 (2)	1 (1)	94 (3)	9.7	9.7	WGBI 910 Scrntn/Wlks Brr	0.8/2.7/	9/	172
COUNTRY	15 (2)	85 (3)	100 (5)	10.3	7.9	WICK 1400 Scranton	1.3/3.8/	15/	241
BLACK/URBAN						WJMW 550 Bloomsburg	0.4/1.6/	4/	98
SAC/EZ	15 (1)	66 (3)	81 (4)	8.4	6.2	WKAB-F 103.5 Berwick	0.4/0.9/	4/	54
NEWS/TALK	45 (3)	11 (1)	56 (4)	5.8	3.3	WSBG-F 93.5 Stroudsburg	1.5/3.8/	17/	253
NOSTALGIA	108 (4)		108 (4)	11.1	14.0	WDWL-F 104.9 Scranton/WB	0.9/2.7/	10/	174
RELIGION/GOSPEL						WYMK-F 107.7 Tunkhannock	0.7/2.4/	15/	249
SPANISH						WZZC-F 95.9 Benton/Blmsbrg	0.4/1.1/	8/	131
CLASSICAL						WZZV-F 95.7 Olyphant	1.0/2.6/	11/	167
JAZZ/NEW AGE									
UNKNOWN/OTHERS		4 (1)	4 (1)	0.4		WABC 770 New York	1.1/2.2/	16/	197
	287 (14)	683 (23)	970 (37)			WKSJ-F 102.7 Williamsport	0.4/2.3/	46/	497
						WLEV-F 96.1 Easton	0.5/2.7/	9/	265
						WODE-F 99.9 Easton/Allentwn	0.9/3.4/	21/	370
						WOR 710 New York	0.4/1.3/	10/	117

WILKES BARRE-SCRANTON

RADIO STATIONS

WARM	,	590,	5 KW (DA-2)	,	Full Service		NBC, \$37.00	(Mc-Guild)	Susquehanna
WBAX	,	1240,	1 KW	,	Nostalgia		CNN UNISUP, \$14.00	(Torbet)	
WEJL	,	630,	500 W/32 W	,	Nostalgia/FS		ABC UNISUP, \$18.00	(Christal)	Shamrock-Lynett
WILK	,	980,	5 KW/1 KW (DA-2)	,	Talk		CNN ABC, \$15.00	(Katz)	Keymarket
WNAK	,	730,	1 KW (DAYS)	,	Nostalgia/FS		NBC, \$22.00	(K & P)	
WDLS-F,		93.7,	.8 KW @ 679	,	Country		UNIULT UNISUP, \$20.00	(---)	(DALLAS)
WEZX-F,		107.1,	1.9 KW @ 1266	,	ADR		ABC, \$39.00	(Christal)	Shamrock-Lynett
WGBI-F,		101.3,	7 KW @ 1109	,	AC		CBS, \$19.00	(Torbet)	
WHLM-F,		106.5,	36 KW @ 577	,	CHR		UNIULT, \$16.00	(Banner)	(BLOOMSBURG)
WKRZ-F,		98.5,	8.7 KW @ 1171	,	CHR		, \$85.00	(Katz)	Keymarket
WMGS-F,		92.9,	5.3 KW @ 1384	,	AC		, \$31.00	(Mc-Guild)	Susquehanna
WSBG-F,		93.5,	1 KW @ 781	,	CHR		APR, \$13.00	(Mkt 4)	(STROUDSBERG)
WSGD-F,		94.3,	1.1 KW @ 771	,	Oldies		, \$19.00	(Eastman)	(CARBONDALE)
WTLQ-F,		102.3,	3 KW @ 72	,	CHR		ABC, \$18.00	(Eastman)	(PITTSTON)
WWDL-F,		104.9,	.3 KW @ 1092	,	Soft AC		ABC, \$14.00	(Roslin)	
WWSH-F,		97.9,	20 KW @ 728	,	EZ		UNISUP, \$19.00	(K & P)	(HAZLETON)
WYOS-F,		92.1,	.9 KW @ 663	,	Oldies		CNN UNISUP, \$16.00	(Torbet)	

Other Ranked Stations - See Allentown

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/489,700

Stations: 32/6
Diaries: 973/503:1/49.8%
Sample Target: 950
% Below Line: 58.6
% Not Listed: 13.2

1991 Revenue: \$9,600,000
HH Inc.: \$38,447
Retail \$: 4.9 Bill
Pop per Station: 81,617
#1 Biller: WJBR-AF \$3,200,000

MSA Rank/Pop: 90/587,300
Philadelphia ADI
Average Person Ratings: 17.4
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WJBR-F (AC)	85/10.0	9.6	10.6	9.1	9.0	----	89/1204	1124/23.0	21.5	19.9	E	WJBR-F
2. WSTW-F (AC/CHR)	74/ 8.7	8.7	10.7	9.7	10.0	----	81/1174	1055/21.5	21.3	21.5	D	WSTW-F
3. WYSP-F (CL AOR)	64/ 7.5	3.7	3.6	5.4	3.7	----	67/1106	1012/20.7	15.0	12.5		WYSP-F
4. WUSL-F (B)	51/ 6.0	6.4	5.6	6.6	7.5	----	57/647	576/11.8	12.7	12.1		WUSL-F
5. WMMR-F (AOR)	50/ 5.9	6.7	5.9	7.0	6.9	----	54/1087	977/20.0	18.1	17.8		WMMR-F
6. WDEL (FS)	37/ 4.3	6.3	6.7	4.7	4.2	----	38/710	679/13.9	14.0	14.3	C	WDEL
7. WOGL-F (O)	33/ 3.9	4.2	3.0	2.5	2.3	----	36/632	589/12.0	12.3	11.9		WOGL-F
8. WILM (N/T)	32/ 3.8	5.1	4.0	3.7	3.6	----	33/524	515/10.5	11.9	10.0	C	WILM
9. WIYY-F (AOR)	31/ 3.6	2.0	2.5	2.4	0.9	----	31/410	368/ 7.5	5.4	4.9		WIYY-F
WIOQ-F (CHR)	31/ 3.6	3.8	3.4	3.6	4.6	----	31/707	691/14.1	14.0	11.4		WIOQ-F
11. WEGX-F (CHR)	30/ 3.5	2.2	3.5	3.7	4.0	----	30/658	658/13.4	11.9	14.0		WEGX-F
12. WDSD-F (C)	22/ 2.6	2.0	2.3	2.0	2.7	----	69/607	288/ 5.9	6.6	6.2		WDSD-F
13. WWDB-F (T)	21/ 2.5	2.6	1.8	1.2	1.9	----	21/261	261/ 5.3	6.3	5.9		WWDB-F
WEAZ-F (SAC)	21/ 2.5	2.4	2.5	1.9	2.4	----	21/353	347/ 7.1	9.4	8.9		WEAZ-F
15. WXTU-F (C)	19/ 2.2	3.6	2.1	3.6	5.1	----	20/374	365/ 7.5	9.4	7.5		WXTU-F
16. WDAS-F (B)	18/ 2.1	1.9	2.1	3.1	2.0	----	18/321	305/ 6.2	6.4	7.0		WDAS-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 83.63% (618 of 739) (SPG 91: 81.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F	1 WYSP-F	1 WSTW-F	1 WJBR-F	1 WJBR-F	1 WJBR-F	1 WJBR-F	1 WJBR-F	1 WJBR-F	1 WJBR-F	1 WJBR-F
2 WUSL-F	WSTW-F	WJBR-F	2 WSTW-F	2 WSTW-F	2 WDEL	2 WYSP-F	2 WSTW-F	2 WSTW-F	2 WYSP-F	2 WJBR-F
WEGX-F	3 WMMR-F	3 WYSP-F	3 WYSP-F	3 WYSP-F	3 WILM	3 WSTW-F	3 WYSP-F	3 WYSP-F	3 WMMR-F	3 WSTW-F
4	4 WJBR-F	4 WMMR-F	4 WMMR-F	4 WMMR-F	4 WOGL-F	4 WILM	4 WOGL-F	4 WMMR-F	4 WIOQ-F	4 WSTW-F
5	5 WUSL-F	5	5	5	5 WSTW-F	5 WDEL	5 WMMR-F	5 WUSL-F	WJBR-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 WSTW-F	1 WSTW-F	1 WSTW-F	1 WJBR-F	1 WJBR-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F
2 WUSL-F	2 WJBR-F	2 WJBR-F	2 WSTW-F	2 WSTW-F	WIYY-F	2 WMMR-F	2 WMMR-F	2 WMMR-F	2 WMMR-F
WJBR-F	3 WUSL-F	3 WUSL-F	3 WUSL-F	3 WOGL-F	3 WUSL-F	3 WIYY-F	3 WSTW-F	3 WSTW-F	3 WSTW-F
4 WEGX-F	4 WYSP-F	4	4	4	4 WMMR-F	4 WSTW-F	4 WJBR-F	4 WIYY-F	4 WJBR-F
5	5	5	5	5	5	5	5	5 WJBR-F	5

FORMATS	AM	FM	TOTAL	%	SPG 91	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		65 (3)	65 (3)	8.8	21.4	WJBR 1290	Wilmington	0.6/1.7/	6/ 93
AOR/CLASSIC		145 (3)	145 (3)	19.6	13.5	WNRK 1260	Newark/Elkton	0.8/2.8/	7/ 138
AC/OLDIES	5 (1)	212 (6)	217 (7)	29.4	26.0				
FULL SVC/VARIETY	44 (2)		44 (2)	6.0	8.7	KYW 1060	Philadelphia	0.7/4.3/	7/ 242
COUNTRY		63 (4)	63 (4)	8.5	6.3	WBAL 1090	Baltimore	0.5/0.9/	4/ 54
BLACK/URBAN		69 (2)	69 (2)	9.3	10.3	WBSB-F 104.3	Baltimore	0.5/2.0/	4/ 107
SAC/EZ		29 (2)	29 (2)	3.9		WFLN-F 95.7	Philadelphia	1.3/4.1/	12/ 212
NEWS/TALK	55 (4)	21 (1)	76 (5)	10.3	8.5	WIP 610	Philadelphia	1.5/4.8/	13/ 244
NOSTALGIA	17 (2)	3 (1)	20 (3)	2.7	2.5	WKSZ-F 100.3	Media	0.9/6.1/	9/ 312
RELIGION/GOSPEL					0.4	WMGK-F 102.9	Philadelphia	0.8/4.1/	9/ 227
SPANISH						WPEN 950	Philadelphia	1.9/4.3/	16/ 222
CLASSICAL		11 (1)	11 (1)	1.5	2.4	WPOC-F 93.1	Baltimore	0.7/1.6/	6/ 103
JAZZ/NEW AGE						WQSR-F 105.7	Catonsville	0.7/3.5/	12/ 192
UNKNOWN/OTHERS						WSNJ 1240	Bridgeton	0.1/0.0/	0/ 0
						WSNJ-F 107.7	Bridgeton	0.4/1.1/	4/ 56
						WXY-F 103.7	Havre de Grace	1.9/4.0/	17/ 207
						WYXR-F 104.5	Philadelphia	0.8/5.5/	7/ 268

RADIO STATIONS

WDEL , 1150, 5 KW (DA-2) , Full Service AP CNN, \$36.00 (Eastman)
WILM , 1450, 1 KW , News/Talk MBS CBS, \$30.00 (Savalli)
WJBR-F, 99.5, 50 KW @ 500 , AC UNIPWR AP, \$78.00 (Katz) CRB
WSTW-F, 93.7, 50 KW @ 491 , AC/CHR , \$75.00 (Eastman)

Other ranked stations -- see Philadelphia or Baltimore

WILMINGTON, NC

Arbitron Rank/Pop (12+): 192/149,200
 MSA Rank/Pop: 294/122000
 ADI # 143
 Average Person Ratings: 15.3
 Market TSL: 20.75 hours

Stations: 14/12
 Diaries: 585/255:1/49.3%
 Sample Target: 610
 % Below Line: 15.4
 % Not Listed: 13.6

1991 Revenue: \$4,400,000
 HH Inc.: \$26,269
 Retail \$: 1.3 Bil
 Pop per Station: 12,433
 #1 Biller: WGNI-F \$950,000

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WWQQ-F (C)	49/21.5	----	16.1	----	13.6	----	64/597	457/30.6	0.0	29.5	B	WWQQ-F
2. WGNI-F (AC)	23/10.1	----	8.1	----	12.4	----	25/346	287/19.2	0.0	19.8	B	WGNI-F
3. WZFX-F (B)	22/ 9.6	----	8.1	----	8.8	----	43/457	245/16.4	0.0	16.7		WZFX-F
WSFM-F (AOR)	22/ 9.6	----	11.7	----	9.6	----	26/325	265/17.8	0.0	19.5	B	WSFM-F
5. WVBS-AF (CHR)	16/ 7.0	----	8.1	----	10.4	----	19/367	274/18.4	0.0	22.2	A	WVBS-AF
6. WAAV (T)	14/ 6.1	----	6.5	----	4.4	----	18/234	189/12.7	0.0	12.3	A	WAAV
7. WKOO-F (O)	13/ 5.7	----	4.8	----	4.8	----	15/241	193/12.9	0.0	10.7		WKOO-F
8. WBMS (B)	12/ 5.3	----	3.6	----	4.0	----	12/132	116/ 7.8	0.0	9.1	A	WBMS
9. WMNX-F (O)	11/ 4.8	----	4.8	----	6.0	----	14/196	143/ 9.6	0.0	15.2	A	WMNX-F
10. WMFD (BB)	6/ 2.6	----	4.4	----	2.8	----	7/113	66/ 4.4	0.0	6.2	A	WMFD

12+ FM SHARE (METRO): 82.74% (163 of 197) (SPG 91: 78.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVBS-AF	1 WSFM-F	1 WWQQ-F	1 WWQQ-F	1 WWQQ-F	1 WWQQ-F	1 WWQQ-F	1 WWQQ-F	1 WWQQ-F	1 WWQQ-F	1 WBMS
2 WZFX-F	2 WWQQ-F	2 WSFM-F	2 WGNI-F	2 WGNI-F	2 WGNI-F	2 WZFX-F	2 WGNI-F	2 WSFM-F	2 WBMS	2 WGNI-F
WMNX-F	3 WGNI-F	3 WGNI-F	3 WSFM-F	3 WSFM-F	WAAV	3 WGNI-F	3 WSFM-F	WGNI-F	3 WZFX-F	3 WZFX-F
WBMS	4 WZFX-F	4 WZFX-F	4 WZFX-F	4 WZFX-F	4	4 WAAV	4 WAAV	4 WZFX-F	4 WVBS-AF	4
5	5 WVBS-AF	5	5	5	5	5	5	5	WSFM-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 WWQQ-F	1 WWQQ-F	1 WWQQ-F	1 WWQQ-F	1 WWQQ-F	1 WSFM-F	1 WSFM-F	1 WSFM-F	1 WSFM-F	1 WWQQ-F
2 WVBS-AF	2 WGNI-F	2 WGNI-F	2 WGNI-F	2 WGNI-F	2 WWQQ-F	2 WWQQ-F	2 WZFX-F	2 WWQQ-F	2 WSFM-F
3 WZFX-F	3 WSFM-F	3 WSFM-F	3 WVBS-AF	3 WZFX-F	3 WVBS-AF	3 WZFX-F	WBMS	3 WZFX-F	3 WZFX-F
WSFM-F	4 WVBS-AF	4 WZFX-F	WZFX-F	WKOO-F	WZFX-F	4 WVBS-AF	4 WWQQ-F	4 WGNI-F	4 WKOO-F
WGNI-F	WZFX-F	WMNX-F	5	5	5	WBMS	5	5	WGNI-F
6	6	WBMS	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	1 (1)	15 (1)	16 (2)	8.1	10.6	WCCA-F 106.3	Shalotte/Wlmng 2.2/4.6/ 6/ 98
AOR/CLASSIC		22 (1)	22 (1)	11.2	14.0	WDZD-F 93.5	Shalotte/Wlmgt 1.3/3.4/ 3/ 51
AC/OLDSIES		47 (3)	47 (3)	23.9	21.7	WMT 1180	Carolina Beach 0.4/1.5/ 1/ 22
FULL SVC/VARIETY							
COUNTRY		52 (2)	52 (2)	26.4	20.8		
BLACK/URBAN	12 (1)	22 (1)	34 (2)	17.3	14.0		
SAC/EZ		5 (1)	5 (1)	2.5	1.9		
NEWS/TALK	14 (1)		14 (1)	7.1	7.7		
NOSTALGIA	6 (1)		6 (1)	3.0	5.3		
RELIGION/GOSPEL	1 (1)		1 (1)	0.5	3.9		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	34 (5)	163 (9)	197 (14)				

RADIO STATIONS

WAAV , 980, 5 KW (DA-N) , Talk	NBC, \$13.00 (Katz)	(LELAND)
WBMS , 1340, 1 KW , Black	AURN, \$10.00 (---)	
WMFD , 630, 1 KW (DA-2) , Nostalgia	CBS, \$ 8.00 (Banner)	
WCCA-F, 106.3, 3 KW @ 325 , Soft AC/EZ	UNISUP CBS, \$ 9.00 (Southern)	(SHALLOTTE)
WDZD-F, 93.5, 3 KW @ 298 , Country	MBS, \$ 9.00 (---)	(SHALLOTTE)
WGNI-F, 102.7, 100 KW @ 981 , AC	, \$26.00 (Katz)	Cape Fear
WMNX-F, 97.3, 100 KW @ 561 , Oldies	, \$13.00 (Banner)	
WSFM-F, 107.5, 50 KW @ 485 , AOR	, \$20.00 (Mc-Guild)	(SOUTHPORT)
WVBS-F, 99.9, 100 KW @ 518 , CHR	MBS, \$17.00 (Christal)	Jones-Eastern (BURGAW)
WWQQ-F, 101.3, 40 KW @ 544 , Country	ABC, \$27.00 (---)	HVS

WZFX-F -- see Fayetteville

WKOO-F -- see Greenville, NC

WORCESTER

Arbitron Rank/Pop (12+): 93/374,200

Stations: 36/6
Diaries: 859/436:1/52.1%
Sample Target: 820
% Below Line: 55.5
% Not Listed: 13.3

1991 Revenue: \$10,100,000
HH Inc.: \$36,503
Retail \$: 3.4 Bill
Pop per Station: 62,367
#1 Biller: WAAF \$3,200,000

MSA Rank/Pop: 108/441,400
Boston ADI
Average Person Ratings: 17.7
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	FAL 91	SPG 91	FAL 90	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WSRS-F (SAC/EZ)	77/11.6	13.1	12.6	15.1	11.9	----	121/1639	1053/28.1	29.3	29.4	D	WSRS-F
2. WAAF-F (AOR)	64/ 9.7	8.8	9.1	8.0	10.8	----	128/1775	820/21.9	22.0	20.4	E	WAAF-F
3. WXLO-F (AC)	62/ 9.4	8.8	7.1	6.9	5.6	----	85/1262	844/22.6	20.0	18.0	C	WXLO-F
4. WTAG (FS)	51/ 7.7	8.0	9.1	8.0	8.4	----	62/1044	905/24.2	20.6	22.7	C	WTAG
5. WZOU-F (CHR)	45/ 6.8	6.5	6.8	7.1	7.2	----	64/1125	726/19.4	21.0	20.5		WZOU-F
6. WODS-F (O)	30/ 4.5	3.5	2.8	4.7	3.3	----	50/745	437/11.7	11.4	9.4		WODS-F
7. WZLX-F (CL AOR)	28/ 4.2	3.5	3.7	3.9	4.4	----	48/560	402/10.7	11.3	9.5		WZLX-F
8. WBMX-F (AC)	24/ 3.6	3.2	2.6	2.2	2.3	----	39/678	383/10.2	11.0	11.5		WBMX-F
9. WQVR-F (C)	18/ 2.7	1.9	1.8	2.4	2.0	----	34/433	174/ 4.6	5.6	3.7	B	WQVR-F
WBCN-F (AOR)	18/ 2.7	3.7	2.8	3.0	1.9	----	31/596	363/ 9.7	9.5	9.0		WBCN-F
11. WBZ (N/T)	16/ 2.4	4.6	4.3	3.8	4.4	----	37/666	357/ 9.5	12.9	12.6		WBZ
12. WCRB-F (CL)	14/ 2.1	1.8	2.8	2.2	1.4	----	20/383	258/ 6.9	6.1	5.7		WCRB-F
WDRG (C)	14/ 2.1	2.4	2.6	0.9	0.9	----	14/272	229/ 6.1	6.2	6.4	A	WDRG
14. WXKS-F (CHR)	13/ 2.0	1.4	1.7	2.4	2.2	----	22/514	331/ 8.8	6.0	8.3		WXKS-F
WCDJ-F (J/NAC)	13/ 2.0	1.1	----	1.1	2.3	----	25/415	190/ 5.1	4.5	0.0		WCDJ-F

12+ FM SHARE (METRO): 79.41% (455 of 573) (SPG 91: 73.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAF-F>>	1 WAAF-F	1 WXLO-F	1 WXLO-F>	1 WXLO-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WAAF-F	1 WAAF-F>	1 WTAG >
2 WZOU-F>>	2 WXLO-F>	2 WAAF-F	2 WSRS-F>	2 WSRS-F>	2 WTAG >	2 WXLO-F	2 WXLO-F>	2 WSRS-F	2 WTAG	2 WBZ >
3	3 WZOU-F>	3 WSRS-F	3 WODS-F	3 WODS-F	3 WXLO-F	WTAG >	3 WTAG	3 WXLO-F	3 WZOU-F	3 WAAF-F
4	4 WZLX-F	4 WZOU-F	4 WAAF-F<	4 WODS-F	4 WODS-F	4 WAAF-F>	4 WAAF-F>	4 WZOU-F	4 WSRS-F	4 WSRS-F
5	5 WSRS-F	5 WZLX-F	5 WZLX-F	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 WXLO-F>	1 WXLO-F	1 WAAF-F>>	1 WAAF-F>	1 WXLO-F	1 WAAF-F	1 WXLO-F
2 WAAF-F	2 WZOU-F>	2 WZOU-F	2 WZOU-F	2 WSRS-F>	2 WZLX-F	2 WXLO-F>	2 WAAF-F>	2 WXLO-F>	2 WSRS-F
3 WXKS-F	3 WAAF-F>	WAAF-F>	WSRS-F>	3 WODS-F	WXLO-F	3 WZLX-F	3 WZLX-F	3 WZLX-F	3 WZLX-F
4 WSRS-F	4 WSRS-F	4 WBMX-F	4 WBMX-F	4 WZOU-F	4 WZOU-F	4 WBCN-F	4 WBCN-F	4 WSRS-F	4 WAAF-F
5	5 WXKS-F	WZLX-F	5	5 WBMX-F	WBMX-F	5 WZOU-F	WSRS-F	5 WBCN-F	5 WODS-F
6	WBMX-F	6	6	6	WBCN-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
TOP 40/CHR/CONTEMP		63 (4)	63 (4)	11.0	2.6	WVNE 760 Leicester	0.3/1.1/ 2/ 40	
AOR/CLASSIC		119 (6)	119 (6)	20.8	29.1			
AC/OLDIES	9 (1)	129 (7)	138 (8)	24.1	34.6	WAQY-F 102.1 Springfield	0.3/2.5/ 13/ 254	
FULL SVC/VARIETY	58 (3)		58 (3)	10.1	11.3	WARE 1250 Ware	0.8/2.5/ 3/ 74	
COUNTRY	14 (1)	23 (2)	37 (3)	6.5	5.9	WBRU-F 95.5 Providence	0.8/1.4/ 2/ 142	
BLACK/URBAN		86 (3)	86 (3)	15.0		WCGY-F 93.7 Lawrence/Bostn	0.3/1.4/ 2/ 201	
SAC/EZ						WTKF-F 98.1 New Bedford	0.8/3.6/ 7/ 142	
NEWS/TALK	35 (5)		35 (5)	6.1	8.2	WEEI 590 Boston	0.8/3.9/ 5/ 153	
NOSTALGIA		8 (1)	8 (1)	1.4	5.1	WESO 970 Southbridge	1.4/2.8/ 12/ 211	
RELIGION/GOSPEL	2 (1)		2 (1)	0.3		WHDH 850 Boston	0.5/1.8/ 4/ 91	
SPANISH						WHJY-F 94.1 Providence	0.3/3.8/ 3/ 223	
CLASSICAL		14 (1)	14 (1)	2.4	3.3	WMJX-F 106.7 Boston	0.6/4.6/ 8/ 286	
JAZZ/NEW AGE		13 (1)	13 (1)	2.3		WPLM-F 99.1 Plymouth/Bos.	1.2/2.7/ 11/ 195	
UNKNOWN/OTHERS						WPRO-F 92.3 Providence	0.5/4.2/ 6/ 303	
	118 (11)	455 (25)	573 (36)			WRKO 680 Boston	1.1/4.4/ 15/ 268	
						WSRO 1470 Marlboro	0.8/1.1/ 5/ 77	
						WSSH-F 99.5 Lowell/Boston	1.1/4.6/ 17/ 384	
						WVBF-F 105.7 Framingham/Bstn	0.5/3.7/ 18/ 260	
						WVEI 1440 Worcester	0.6/2.6/ 4/ 125	
						WWBB-F 101.5 Providence	0.6/2.9/ 8/ 207	
						WWKX-F 106.3 Woonsockt/Prvdcn	0.3/1.6/ 2/ 84	
						WVLI-F 105.1 Providence	0.3/1.6/ 19/ 201	

RADIO STATIONS

WORC , 1310, 5 KW/1 KW (DA-2) , Country (?) CNN, \$15.00 (Christal)
 WTAG , 580, 5 KW (DA-2) , Full Service NBC-T NBC, \$40.00 (Banner)
 WNEB , 1230, 1 KW , Nostalgia , \$14.00 (---)
 WAAF-F, 107.3, 19 KW @ 820 , AOR UNIPWR, \$80.00 (Christal) Zapio
 WSRS-F, 96.1, 14 KW @ 863 , Soft AC , \$75.00 (Banner) Knight
 WXLO-F, 104.5, 37 KW @ 564 , AC AP, \$55.00 (Mc-Guild) Deer River (FITCHBURG)
 WQVR-F, 100.1, 3 KW @ 295 , Country AP, \$26.00 (Torbet) (SOUTHBRIDGE)

Other ranked stations -- see Boston

Miscellaneous: WFTQ changes to WVEI and now programs Talk/Sports . . .

YORK

Arbitron Rank/Pop (12+): 102/354,600 Stations: 33/11 1991 Revenue: \$11,700,000
 MSA Rank/Pop: 114/415,000 Diaries: 858/413:1/65.0% HH Inc.: \$32,405
 ADI # 47 (w/Harrisburg & Lancaster) Sample Target: 810 Retail \$: 3.2 Bil
 Average Person Ratings: 18.4 % Below Line: 41.0 Pop per Station: 32,236
 Market TSL: 24.00 hours % Not Listed: 10.1 #1 Biller: WARM-F \$3,300,000

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WARM-F (SAC)	92/14.1	14.2	10.6	12.3	11.6	12.8	159/1851	834/23.5	22.5	23.6	E	WARM-F
2. WGTY-F (C)	65/10.0	9.4	12.3	8.1	11.3	9.9	75/724	544/15.3	22.9	17.1	C	WGTY-F
3. WYCR-F (CHR)	54/ 8.3	6.3	8.4	10.0	6.3	8.3	80/1370	805/22.7	22.4	21.1	C	WYCR-F
4. WRKZ-F (C)	50/ 7.7	8.3	6.5	7.9	5.5	7.6	147/1756	511/14.4	14.1	13.7	C	WRKZ-F
5. WQXA-AF (CHR)	39/ 6.0	4.6	4.4	4.9	7.4	5.0	104/1601	515/14.5	13.1	17.8	C	WQXA-AF
6. WSBA (FS)	32/ 4.9	4.6	6.0	6.6	5.5	5.5	37/596	511/14.4	19.1	14.2	D	WSBA
7. WTPA-F (AOR)	26/ 4.0	4.2	4.5	3.5	6.0	4.1	94/1425	377/10.6	8.9	11.6		WTPA-F
WNCE-F (SAC)	26/ 4.0	6.5	5.5	5.8	4.3	5.4	105/1513	345/ 9.7	12.9	10.5		WNCE-F
WGRX-F (CL AOR)	26/ 4.0	4.0	3.7	3.6	4.0	3.8	35/662	409/11.5	11.1	11.1		WGRX-F
10. WHTF-F (CL AOR)	18/ 2.8	1.7	3.1	2.8	2.5	2.6	73/1287	397/11.2	9.0	9.9	B	WHTF-F
11. WWKL-F (O)	16/ 2.5	2.5	3.4	2.1	2.8	2.6	96/1532	252/ 7.1	6.2	8.6		WWKL-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 88.21% (516 of 585) (SPG 91: 88.05%)

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 WARM-F>	1 WARM-F	1 WARM-F>	1 WARM-F>	1 WARM-F>	1 WYCR-F	1 WGTY-F
2 WQXA-AF	WARM-F>	2 WYCR-F	2 WGTY-F	2 WGTY-F	2 WGTY-F>	2 WGTY-F<	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WRKZ-F
3	3 WTPA-F<	3 WGTY-F	3 WYCR-F	3 WRKZ-F	3 WRKZ-F	3 WSBA	3 WRKZ-F	3 WYCR-F<	3 WARM-F<	3 WARM-F>
4	4 WQXA-AF	4 WQXA-AF	4 WRKZ-F	4 WYCR-F>	4 WSBA >	4 WYCR-F<	4 WYCR-F	4 WRKZ-F>	4 WRKZ-F	4 WHTF-F
5	5 WGRX-F>	5 WTPA-F	5 WQXA-AF	5 WQXA-AF	5 WNCE-F	5 WRKZ-F>	5 WQXA-AF>	5 WQXA-AF	5 WQXA-AF>	5
6	6 WHTF-F	WGRX-F	6	6	6	6 WQXA-AF>	6	6 WGRX-F<	6	6
7	7 WGTY-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 WYCR-F	1 WARM-F<	1 WARM-F	1 WARM-F>	1 WARM-F>	1 WTPA-F	1 WTPA-F	1 WTPA-F	1 WARM-F>	1 WARM-F
2 WARM-F>	2 WYCR-F	2 WQXA-AF	2 WYCR-F	2 WGTY-F>	2 WGRX-F	2 WYCR-F	WARM-F	2 WYCR-F	2 WGTY-F
3 WQXA-AF>	3 WQXA-AF>	3 WYCR-F>	3 WQXA-AF	3 WQXA-AF	3 WQXA-AF	3 WGRX-F	3 WYCR-F	3 WTPA-F	3 WRKZ-F>
4 WIYY-F>	4 WGTY-F>	4 WGTY-F>	4 WGTY-F>	4 WRKZ-F	4 WYCR-F>	WARM-F>	4 WRKZ-F	4 WGRX-F	4 WYCR-F
5	5 WTPA-F	5 WTPA-F	5 WRKZ-F	WYCR-F	5 WIYY-F	5 WQXA-AF	WGRX-F	5 WGTY-F	5 WGRX-F
6	6	6	6	6	6 WARM-F>	WHTF-F	6 WHTF-F	6 WRKZ-F	6
7	7	7	7	7	7 WRKZ-F	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	1 (1)	108 (4)	109 (5)	18.6	18.9	WGCB-F 96.1 Red Lion	0.3/2.3/ 5/ 167		
AOR/CLASSIC		83 (4)	83 (4)	14.2	16.5	WGET 1320 Gettysburg	1.8/5.0/ 64/ 876		
AC/OLDIES		34 (4)	34 (4)	5.8	20.9	WHVR 1280 Hanover	1.2/3.7/ 8/ 130		
FULL SVC/VARIETY	51 (4)		51 (4)	8.7	8.1	WOYK 1350 York	0.5/3.0/ 3/ 118		
COUNTRY	12 (1)	137 (5)	149 (6)	25.5	23.6				
BLACK/URBAN		3 (1)	3 (1)	0.5		WBAL 1090 Baltimore	0.3/2.8/ 5/ 155		
SAC/EZ		137 (5)	137 (5)	23.4	8.6	WDAC-F 94.5 Lancaster	1.8/5.0/ 64/ 876		
NEWS/TALK	2 (1)		2 (1)	0.3	0.5	WFRE-F 99.9 Frederick	0.5/2.4/ 5/ 107		
NOSTALGIA	3 (1)		3 (1)	0.5	1.5	WHP 580 Harrisburg	0.9/3.4/ 73/ 971		
RELIGION/GOSPEL		14 (2)	14 (2)	2.4	1.5	WHYL 960 Carlisle/Harris	1.8/2.7/ 47/ 579		
SPANISH						WHYL-F 102.3 Carlisle/Harris	0.3/2.1/ 41/ 466		
CLASSICAL						WIMX-F 99.3 Harrisburg	0.5/3.3/ 55/ 928		
JAZZ/NEW AGE						WIOV-F 105.1 Ephrata/Lancast	1.1/4.3/ 63/ 875		
UNKNOWN/OTHERS						WIYY-F 97.9 Baltimore	2.0/6.8/ 18/ 362		
	69 (8)	516 (25)	585 (33)			WLAN-F 96.9 Lancaster	0.5/3.2/ 40/ 886		
						WLIF-F 101.9 Baltimore	0.6/2.7/ 4/ 112		
						WNNK-F 104.1 Harrisburg	2.0/7.3/119/1963		
						WPOC-F 93.1 Baltimore	2.0/4.7/ 14/ 205		
						WQSR-F 105.7 Cntnville/Bltmre	0.5/1.5/ 3/ 53		
						WRV-F 97.3 Harrisburg	1.8/4.6/ 89/1229		
						WWM-D 104.7 Hagerstown	1.8/5.0/ 19/ 257		
						WXV-F 102.7 Baltimore	0.5/1.3/ 3/ 56		

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), FULL SERVICE MBS, \$ 13.00 (Banner) (GETTYSBURG)
 WHVR, 1280, 5 KW/500 W (DA-2), AC/MOR NBC, \$ 12.00 (HNWH)
 WSBA, 910, 5 KW/1 KW (DA-2), FULL SERVICE, \$ 47.00 (Eastman) Susquehanna

WARM-F, 103.3, 6.4 KW @ 1305, SOFT AC, \$ 75.00 (Eastman) Susquehanna
 WGTY-F, 107.7, 16 KW @ 850, COUNTRY MBS, \$ 34.00 (Banner) (GETTYSBURG)
 WHTF-F, 92.7, 1.4 KW @ 699, CLASSIC AOR SOURCE, \$ 25.00 (McGuild) (STARVIEW)
 WQXA-F, 105.7, 25 KW @ 215, CHR, \$ 28.00 (Durpetti)
 WYCR-F, 98.5, 11 KW @ 928, CHR, \$ 37.00 (HNWH)

OTHER RANKED STATIONS -- See Harrisburg, Lancaster and Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 86/407,000

Stations: 24/16
 Diaries: 978/515:1/52.9%
 Sample Target: 940
 % Below Line: 7.5
 % Not Listed: 12.2

1991 Revenue: \$10,800,000
 HH Inc.: \$29,417
 Retail \$: 3.6 Bil
 Pop per Station: 25,438
 #1 Biller: WHOT-F \$2,000,000

MSA Rank/Pop: 100/504,000
 ADI # 91
 Average Person Ratings: 17.8
 Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	WIN 92	FAL 91	SUM 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	SPG 91	Revenue Level	
1. WQXK-F (C)	105/14.5	13.1	12.0	11.6	11.2	12.8	149/1554	1009/24.8	22.5	21.0	D	WQXK-F
2. WKBN (N/T)	90/12.4	12.4	11.5	10.4	10.9	11.7	105/1130	902/22.2	21.9	18.2	C	WKBN
3. WBBG-F (O)	67/ 9.3	9.5	8.2	8.7	10.5	8.9	102/1217	872/21.4	19.7	22.6	C	WBBG-F
4. WKBN-F (SAC)	60/ 8.3	10.3	8.4	10.0	7.8	9.3	82/1190	850/20.9	22.7	21.0	C	WKBN-F
5. WHOT-F (CHR)	58/ 8.0	8.0	10.6	10.8	11.0	9.4	99/1591	947/23.3	29.2	31.5	D	WHOT-F
6. WNCD-F (AOR)	52/ 7.2	6.4	7.6	7.7	7.7	7.2	55/838	770/18.9	18.3	18.9	B	WNCD-F
7. WYFM-F (AC)	33/ 4.6	5.5	4.5	3.6	5.5	4.6	78/1175	663/16.3	15.9	15.4	B	WYFM-F
8. WRKU-F (AOR)	24/ 3.3	1.4	2.9	3.1	2.1	2.7	49/710	328/ 8.1	8.1	2.8	A	WRKU-F
9. WHOT (BB)	22/ 3.0	3.5	4.8	5.0	5.6	4.1	25/364	317/ 7.8	12.0	10.4	A	WHOT
10. WENZ-F (CHR)	21/ 2.9	2.5	2.0	2.7	3.5	2.5	22/511	481/11.8	9.4	13.5	A	WENZ-F
11. WBBW (T)	19/ 2.6	2.2	2.4	1.9	3.2	2.3	22/458	425/10.4	9.3	10.8	A	WBBW
12. WNRB-AA (B)	17/ 2.3	3.9	2.2	1.9	1.5	2.6	17/219	219/ 5.4	5.7	3.8	A	WNRB-AA
13. WSOM (BB)	12/ 1.7	2.0	2.6	2.2	2.4	2.1	23/358	265/ 6.5	8.5	5.6	A	WSOM
15. WGFT (REL)	12/ 1.7	2.5	0.8	0.8	1.5	1.5	12/124	124/ 3.0	2.6	3.0	A	WGFT

12+ FM SHARE (METRO): 71.97% (457 of 635) (SPG 91: 70.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WENZ-F	1 WNCD-F<	1 WQXK-F	1 WQXK-F	1 WQXK-F	1 WKBN <	1 WKBN	1 WQXK-F<	1 WQXK-F	1 WQXK-F	1 WKBN >
WNCD-F	2 WHOT-F>	2 WBBG-F	2 WBBG-F	2 WBBG-F	2 WQXK-F>	2 WQXK-F>	2 WKBN >	2 WKBN	2 WBBG-F	2 WQXK-F
WHOT-F>	3 WQXK-F	3 WHOT-F	3 WKBN-F	3 WKBN-F	3 WKBN-F	3 WHOT-F	3 WKBN-F<	3 WNCD-F	3 WNCD-F	3 WKBN-F
4 WNRB-AA	4 WRKU-F	4 WNCD-F	4 WHOT-F	4 WHOT-F	4 WHOT-F	4 WKBN-F	4 WBBG-F	4 WBBG-F	4 WKBN >	4 WBBG-F
5	WBBG-F	5 WKBN-F	5 WYFM-F	5 WYFM-F	5	WBBG-F>	5 WHOT-F>	5 WHOT-F<	5 WHOT-F	5
6	6 WYFM-F	6 WYFM-F	WNCD-F>	WKBN <	6	6 WNCD-F	6 WNCD-F>	6 WKBN-F>	6 WENZ-F	6
7	7 WKBN-F	7 WRKU-F	7 WRKU-F	7 WNCD-F	7	7 WYFM-F>	7	7	7 WKBN-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 WNCD-F	1 WHOT-F>	1 WHOT-F	1 WQXK-F<	1 WQXK-F	1 WNCD-F>>	1 WNCD-F>	1 WRKU-F	1 WQXK-F	1 WQXK-F
WHOT-F	2 WYFM-F	2 WQXK-F	2 WBBG-F	2 WKBN-F	2 WHOT-F>	2 WHOT-F	WNCD-F>	2 WBBG-F<	2 WBBG-F>
3 WYFM-F	3 WQXK-F	3 WYFM-F	3 WHOT-F<	WBBG-F	3 WRKU-F>>	3 WRKU-F>	3 WQXK-F	3 WNCD-F	3 WKBN-F
4 WBBG-F	WNCD-F	WKBN-F>	4 WYFM-F	4 WHOT-F<	4 WBBG-F	4 WQXK-F	WHOT-F	4 WHOT-F	4 WKBN
WBBG-F	5 WKBN-F	5 WNCD-F	5 WYFM-F	5 WYFM-F	4 WBBG-F	4 WQXK-F	WBBG-F>	5 WRKU-F	5 WNCD-F
6 WQXK-F	6 WBBG-F>	WBBG-F>	6 WNCD-F	6	WENZ-F	4 WQXK-F	WBBG-F	5 WRKU-F	5 WKBN
WKBN-F>	7 WENZ-F	7 WRKU-F	7	7	WQXK-F	6	6 WDVE-F>	6 WKBN-F>	6 WRKU-F
8 WNRB-AA	8	8	8	8	7	7	7 WMMS-F	7 WKBN	7 WHOT-F
WMMS-F	9	9	9	9	8	8	8 WKBN	8	8
					9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 91 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		79 (2)	79 (2)	12.4	16.2	WHTX-F 95.9 Shaprsville	0.6/2.9/ 0/ 0		
AOR/CLASSIC		89 (5)	89 (5)	14.0	14.3	WRRO 1440 Warren	0.8/3.6/ 6/ 160		
AC/OLDIES	6 (1)	111 (4)	117 (5)	18.4	27.3				
FULL SVC/VARIETY COUNTRY		105 (1)	105 (1)	16.5	12.5	WDOK-F 102.1 Cleveland	0.8/2.1/ 6/ 86		
BLACK/URBAN	17 (2)		17 (2)	2.7	1.6	WDVE-F 102.5 Pittsburgh	0.6/2.4/ 20/ 423		
SAC/EZ		60 (1)	60 (1)	9.4	0.4	WMJI-F 105.7 Cleveland	0.7/3.0/ 6/ 136		
NEWS/TALK	109 (2)	4 (1)	113 (3)	17.8	16.3	WMMS-F 100.7 Cleveland	0.8/3.0/ 6/ 138		
NOSTALGIA	34 (2)		34 (2)	5.4	9.0	WNIR-F 100.1 Kent/Akron	0.6/2.0/ 9/ 113		
RELIGION/GOSPEL	12 (1)		12 (1)	1.9	2.0	WONE-F 97.5 Akron/Cleveland	0.4/3.5/ 3/ 166		
SPANISH CLASSICAL						WZKL-F 92.5 Alliance/Canton	0.7/1.9/ 10/ 123		
JAZZ/NEW AGE									
UNKNOWN/OTHERS		9 (2)	9 (2)	1.4	0.4				
	178 (8)	457 (16)	635 (24)						

RADIO STATIONS

WBBW	, 1240,	1 KW (DA-1)	, Talk	ABC, \$18.00	(Christal)	H & D
WHOT	, 1390,	5 KW (DA-2)	, Nostalgia	UNISUP UNIULT, \$14.00	(Mc-Guild)	Myron Jones
WKBN	, 570,	5 KW (DA-N)	, Talk/News	CBS, \$31.00	(Katz)	
WSOM	, 600,	1 KW/45 W	, Nostalgia	, \$13.00	(Banner)	Lincoln (SALEM)
WBBG-F,	93.3,	50 KW @ 279	, Oldies	ABC, \$40.00	(Christal)	H & D
WHOT-F,	101.1,	25 KW @ 695	, CHR	, \$47.00	(Mc-Guild)	Myron Jones
WKBN-F,	98.9,	4.5 KW @ 1371	, Soft AC/EZ	CBS UNISUP, \$33.00	(Katz)	
WNCD-F,	106.1,	3 KW @ 328	, AOR/Classic	, \$23.00	(Torbet)	(NILES)
WQXK-F,	105.1,	88 KW @ 430	, Country	UNIULT, \$50.00	(Banner)	Lincoln (SALEM)
WRKU-F,	95.1,	19 KW @ 804	, AOR	, \$16.00	(---)	(GROVE CITY)
WYFM-F,	102.9,	26 KW @ 459	, AC	ABC, \$26.00	(Durpetti)	Regional (SHARON)

Other Ranked Stations - See Cleveland



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