

AMERICAN RADIO

FALL 1994



James H. Duncan, Jr.

INTRODUCTION

This is the 20th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

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

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

Any corrections made by Arbitron to earlier published reports are included if they are received by 10 February, 1995.

Work on this edition was completed on 17 February, 1995. Mailing will begin on 28 February, 1995. If your copy is defective in any way, let me know and I will promptly mail you another copy.

SPECIAL NOTE TO SUBSCRIBERS

Please note the special addition to each individual market report. I call it the "Duopoly Report." It shows the duopolies which have already been established and have been announced as of 10 January 1995. It shows the total 12+ shares (Mon-Sun, 6A - MID) and the percentage of the market's revenue which each duopoly controls. Also shown are 25-54 shares.

The format shares are not included in this edition. They will return in the Spring 1995 edition.

TABLE OF CONTENTS

Page 2 - 5 Station Trading Activity

Page 6 - 9 Definitions, Clarifications and Explanations

Individual Market Reports for these markets in alphabetical order:

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

STATION TRADING ACTIVITY

(15 August 1994 through 20 February 1995)

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>BROKER</u>
KSAC	Sacramento		\$ 1,400,000	(Exline)
KATT-F/KYIS-F	Oklahoma City	Merger of 2 stations into duopoly (D)	10,000,000 (E)	(Kalil)
WISP-F	Holmes (Tampa)	Sold to Entercom (D)	3,000,000	
KING	Seattle	Sold to Bonneville (D)	900,000 (E)	
KTOP/KDVV-F	Topeka	From UNO to KMAJ owner (D)	750,000	
KRNV-F	Reno	Sold to owner of KRNV-TV	600,000	
WSPD, WLQR-F	Toledo	Sold to Ellis	6,300,000	(Hepburn)
WYYD-F	Roanoke	From Winfas to Benchmark	8,500,000	(Bergner)
KAKS A/F	Canyon (Amarillo)		2,500,000	
KUJ, KNLT-F	Walla Walla	Sold to Pourtales (D)	1,000,000	
KDGE-F	Gainesville (Dallas)	Sold to Bonneville (D)	11,000,000	(Star)
WOWC-F	Jasper (Birmingham)	Sold to WERC, WMJJ-F (D)	3,200,000	
WFBC-AF, WORD	Greenville, SC	From Multimedia to Keymarket (semi-D)	6,000,000	
WAMX, WIOB-F				
WTKA, WQKL-F	Ann Arbor	Merging into duopoly	4,400,000	
WLRM, WLIN-F	Jackson, MS area	Sold to New South (D)	750,000	
KDEF, KUCU-F	Albuquerque		800,000	
WTIK	Durham, NC	Sold to Vernon Baker	320,000	
WOMG-AF	Columbia, SC	From John Price to Bloomington (D)	3,000,000	(Stevens)
WXLY-F	Charleston, SC	From Bloomington to Apollo (D)	2,250,000	
WNST, WZZW-F	Milton	Sold to Adventure (D)	400,000	
KLUV-F	Dallas	From TK to Infinity (D)	51,000,000	(Star)
KDMI, KGGO-F, KHKI-F	Des Moines	From Amer. Radio Syst. to Community Pacific	11,000,000	(Blackburn)
WHHY-AF	Montgomery		2,600,000	(LaRue)
WIXI-F	Naples	From Wodlinger to Radio Equity (D)	3,350,000	(Kozacko; Jorgenson)
WKRQ-AF	Mobile	Sold to Ken Johnson	4,460,000	(Blackburn)
WGCK-F	Atmore (Mobile)	From Wescom to Ken Johnson (D)	3,300,000	(Blackburn)
KXDC-F	Monterey, CA	Sold to KMXZ owner (D)	800,000	(Exline)
KIDD	Monterey	Sold to Buckley	200,000	(Exline)
WOAD	Jackson	From Holt to Opus (D)	NA	
WEYO-F	Marietta, OH	Sold to Burbach	600,000	(Maloney)
WOKE	Charleston, SC		100,000	
KMRT	Dallas	From Granum to Heftel (D)	1,500,000	
WLUX	Baton Rouge	Sold by Swaggert	450,000	
WNZE (820)	Largo (Tampa)	Sold to Paxson (D)	1,080,000	
WRKU-F	Grove City (Youngstown)	Sold to Zapis (D)	1,400,000	(MVP)
KTEM, KPLE-F	Temple, TX	Sold to Steller	1,230,000	(Whitley)
KEZO-AF	Omaha	From Narragansett to Journal Co.	9,000,000	(MVP)
WXKB-F	Cape Coral (Ft. Myers)	Sold to Beasley (D)	3,500,000	
WYHF-F	Coral Cove (Sarasota)	75% sold by Wilks-Schwartz to D & F	207,500	(Blackburn)
WBNJ-F	Cape May, NJ		490,000	
WOLL-F	Louisville		1,700,000	
99.5 CP	Mont.-Salinas area	From Mt. Wilson to KSUR/KBRG-F owner (D)	925,000	(Stanfield)
WFIA	Louisville	Sold to Regent (D)	500,000	
KZHT-F	Provo (Salt Lake)	Sold to KTKK/KUTO-F owner (D)	1,100,000	
WPXY-F	Rochester	From Pyramid to Lincoln (D)	5,500,000	
KCOR-F	Ellwood (S. Barbara)	Sold to Dick Marsh	1,200,000	
WTKX	Pensacola	Sold by Southern	100,000	
KUPL	Billings	Sold by Christian Enterprises	300,000	
WYAK	Myrtle Beach	Sold by Multimarket	65,000	
WSFL	New Bern, NC	Sold by Brad Beasley	50,000	
KALQ	Beaumont	Sold by Clear Channel	450,000	
KBY5-F	Beaumont (Houston)	Sold by Clear Channel	15,000,000	
KYON, KMUC-F	Houston	From Noble to Clear Channel (D)	38,500,000	
KENI	Anchorage	Sold to Community Pacific (D)	800,000	
KRSB	Santa Barbara		300,000	
KKZZ, KBLR-F	Oxnard area		1,200,000	(MVP)
WSTO	Pine Hills (Orlando)	Sold to Paxson (D)	1,300,000	(Leibowitz)
KMSD-F	Pine Hills		797,000	(Exline)
KJUL-AF	Eugene	Sold to Dames/Bunyard	1,030,000	(MVP)
WBBY-F	Elmer (Asheboro)	Sold to WBYO owner (D)	235,000	
WBTI-AF	Hatterasburg	Sold to WBBN-F owner (D)	450,000	
WJLH-F	El Paso	Sold to Tom Ingstad (D)	375,000	
WJLH-F	El Paso (Appleton)	Sold by Central States (D)	1,900,000	
WJLH, WJLH-F	El Paso (El Paso)	Sold to Schwartz, Bonnets, Doris	2,000,000	
WJLH-F	El Paso (El Paso)	Sold to WJLH-F owner (D)	525,000	(Muhlman)

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>BROKER</u>
KDWB-F	Minneapolis	From Midcontinent to Chancellor (D)	\$ 22,000,000	
WQNF-F	Valley Station (Louisville)	Sold to WQMF owner (D)	600,000	
WCM1-AF	Ashland (Huntington)	Sold to WRVC owner (D)	750,000	
KMTW, KKLZ-F	Las Vegas	Sold to Max	4,600,000	
KWNZ-F	Reno	From PTI to KRNO owner (D)	1,040,000	
KOMZ-F	Oklahoma City	From Wilks-Schwartz to Diamond (D)	2,500,000	
WCMB, WIMX-F	Harrisburg	Sold to Barnstable (D)	2,250,000	(Bergner)
WSTP, WRDX-F	Salisbury (Charlotte)	Sold to Dalton (D)	3,000,000	(Rice)
WBZK-F	Chester (Charlotte)	Sold to Jefferson-Pilot (D)	1,500,000	(Force)
KMPQ	Rosenberg (Houston)	Sold to Tichenor (semi-D)	2,500,000	
WKGR-F	Fort Pierce (West Palm)	From Amaturto to Amer. Radio Syst.(D)	19,000,000	(Blackburn)
WOLL-F	West Palm	From Lappin to OmniAmerica (D)	6,300,000 (E)	
WPBZ-F	Indiantown (West Palm)	Sales rights from Amaturto to Amer Radio Syst.	10,000,000	
KMCK-F	Siloam Spgs, AR	Sold by Tate	850,000	(Media Services)
KSJX	San Jose	From BayCom to Douglas	2,100,000	
KLTN-F	Beaumont	From Gulfstar to BBR (Frank Washington)	3,500,000	
WMRE-F, WFRY-F	Williamsport, PA area	Sold to Dame (D)	375,000	
WLPZ, WCSO-F	Portland, ME	From Atlantic Morris to Barnstable (D)	1,900,000	

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

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

This figure 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. 1994 Revenue: \$14,500,000
HH Income: \$25,700
Retail \$: 3.5 Bil
Pop Per Station: 25,600
#1 Biller: WAAA \$2,000,000

The revenue estimates are based upon calculations made in the 1995 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, 1994.

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 1994 gross revenue. This data is extracted from the 1995 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	SUM				SPG				WIN				FAL				4 BOOK				12+ TSA		12+ METRO		CUME/CUME		SPG		FAL		REVENUE LEVEL
		94	94	94	93	94	94	94	93	94	94	94	93	94	94	94	93	94	93	94	93	94	93	94	93	94	93	94	93			
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																			1			

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) (FAL. 93: 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 HP. AVG. The criteria for the rankings is as follows:

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

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

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

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

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>	<u>FAL 92</u> <u>%</u>
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	UNIULT	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.

PRIMARY MARKETS

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AKRON

Arbitron Rank/Pop (12+): 67/565,100

MSA Rank/Pop: 76/679,000
Cleveland DMA

Average Person Ratings: 16.2

Market TSL: 21.25 hours

Stations: 28/7
Diaries: 1354/417:1/60.3%
Sample Target: 1340
% Below Line: 54.4%
% Not Listed: 13.6%

1994 Revenue: \$14,000,000
HH Inc.: \$34,333
Retail \$: 5.9 Bil
Pop per Station: 80,729
#1 Biller: WKDD-F \$3,300,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WQMX-F (C)	69/ 7.5	8.3	7.0	5.6	---	7.1	126/1527	797/14.1	12.3	----	D	WQMX-F
2. WONE-F (AOR)	64/ 7.0	5.3	7.6	6.1	---	6.5	116/1615	909/16.1	17.2	----	E	WONE-F
3. WNIR-F (T)	60/ 6.5	5.9	5.9	7.2	---	6.4	74/949	722/12.8	12.2	----	D	WNIR-F
4. WDOK-F (SAC)	52/ 5.7	6.8	5.5	7.1	---	6.3	79/1406	818/14.5	15.3	----		WDOK-F
WMJI-F (O)	52/ 5.7	5.9	5.1	6.1	---	5.7	75/1431	881/15.6	15.4	----		WMJI-F
6. WGAR-F (C)	51/ 5.6	5.2	5.2	5.4	---	5.4	92/1283	768/13.6	14.6	----		WGAR-F
7. WAKR (FS)	46/ 5.0	4.1	4.2	4.3	---	4.4	51/887	777/13.7	11.8	----	C	WAKR
8. WKDD-F (CHR)	43/ 4.7	5.4	5.1	7.1	---	5.6	71/1220	769/13.6	16.1	----	E	WKDD-F
9. WNCX-F (CL AOR)	39/ 4.2	4.8	5.7	4.4	---	4.8	79/1314	701/12.4	14.7	----		WNCX-F
10. WMMS-F (AOR)	37/ 4.0	3.2	3.9	3.9	---	3.8	55/1339	801/14.2	12.8	----		WMMS-F

12+ FM SHARE (METRO): 83.35% (661 of 793) (FAL 93: NA)

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

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WHLO 640 AKRON	0.4/2.2/ 6/ 223	WAKR, WONE-F, WQMX-F (Local)	19.5%	18.6%	48.6%
WTOU 1350 AKRON	0.9/2.1/ 9/ 173				
WHBC 1480 CANTON	0.4/1.3/ 77/ 975				
WHBC-F 94.1 CANTON	0.5/3.6/ 65/1044				
WNCD-F 106.1 NILES	0.3/1.4/ 4/ 93				
WQXK-F 105.1 SALEM	2.8/6.8/ 74/ 968				
WRQK-F 106.9 CANTON	1.2/7.2/ 44/1152				
WTOF-F 98.1 CANTON	0.4/1.8/ 17/ 322				

SEE CLEVELAND FOR MORE ABOUT THE FOLLOWING:

WCLV-F 1.5/ 4.7	WRMR 2.7/ 5.6
WENZ-F 2.6/ 8.7	WWE 2.0/ 7.9
WKNR 2.9/ 8.1	WZAK-F 3.3/ 8.4
WLTF-F 2.5/ 8.1	WZJM-F 1.1/ 5.6
WNWV-F 1.7/ 5.4	
WQAL-F 3.1/10.2	

AKRON

RADIO STATIONS

WAKR	,	1590,	5 KW (DA-N)	,	Full Service	MBS, \$40.00	(Mc-Guild)	WQMX duop
WHLO	,	640,	5 KW/500 W (DA-2)	,	Religion	ABC, \$15.00	(- -)	Mortenson
WTOU	,	1350,	5 KW (DA-1)	,	Talk	ABC, SMN, \$17.00	(Eastman)	Barnstable
WKDD-F,		96.5,	50 KW @ 440	,	CHR/AC			Barnstable
WNIR-F,		100.1,	3 KW @ 315	,	Talk	CBS, \$42.00	(K & P)	(KENT)
WONE-F,		97.5,	12 KW @ 889	,	AOR			WQMX duop
WQMX-F,		94.9,	16 KW @ 879	,	Country			(MEDINA)

Other Ranked Stations -- See Canton or Cleveland

Miscellaneous: Akron was not rated in Fall 1993 because of a sampling problem. . . WSLR changes to WTOU (Sep). . .

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

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

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 57/744,800

Stations: 30/28
Diaries: 1568/475:1/60.1%
Sample Target: 1550
% Below Line: 0.6
% Not Listed: 15.1

1994 Revenue: \$24,500,000
HH Inc.: \$38,308
Retail \$: 7.4 Bil
Pop per Station: 26,600
#1 Biller: WGNA-AF \$4,800,000

MSA Rank/Pop: 64/885,000
DMA # 54
Average Person Ratings: 17.0
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WGNA-AF (C)	155/12.2	11.1	13.0	11.6	13.6	12.0	236/2598	1600/21.5	22.1	22.1	F	WGNA-AF
2. WFLY-F (CHR)	113/ 8.9	9.7	10.2	10.3	10.8	9.8	142/2275	1692/22.7	24.0	25.7	E	WFLY-F
3. WYJB-F (SAC)	104/ 8.2	6.0	7.1	5.8	6.6	6.8	130/1684	1297/17.4	13.5	13.9	C	WYJB-F
4. WGY (FS)	102/ 8.1	8.9	8.4	9.6	8.9	8.8	159/2268	1598/21.5	20.4	21.4	D	WGY
5. WRVE-F (AC/AOR)	93/ 7.3	7.4	6.4	4.9	3.6	6.5	119/1844	1323/17.8	15.3	13.6	D	WRVE-F
6. WPYX-F (AOR)	92/ 7.3	6.9	6.8	6.9	6.8	7.0	146/1939	1229/16.5	20.5	18.1	E	WPYX-F
7. WKLI-F (AC)	65/ 5.1	6.3	5.9	6.8	7.1	6.0	69/1138	1038/13.9	13.2	16.7	D	WKLI-F
8. WABY (ST)	50/ 3.9	3.8	3.2	3.3	2.2	3.6	50/446	441/ 5.9	5.7	4.5	A	WABY
9. WQBK-FF (CL AOR)	45/ 3.6	3.9	4.1	5.0	4.5	4.2	60/1202	955/12.8	11.8	14.2	C	WQBK-FF
10. WZRO-F (AOR)	32/ 2.5	3.1	4.3	3.3	2.5	3.3	44/789	643/ 8.6	10.0	6.9	B	WZRO-F
11. WQBK (T)	29/ 2.3	2.8	1.9	2.4	3.2	2.4	29/540	495/ 6.6	7.3	9.1	B	WQBK
12. WTRY-F (O)	23/ 1.8	2.2	2.3	1.4	1.3	1.9	27/582	526/ 7.1	7.9	6.4	B	WTRY-F
13. WTRY (O)	19/ 1.5	1.1	0.8	1.1	0.7	1.1	25/454	374/ 5.0	3.9	3.1		WTRY
14. WXLE-F (AOR-P)	18/ 1.4	1.2	1.1	1.9	1.7	1.4	20/397	328/ 4.4	4.9	5.9	A	WXLE-F
15. WEMX-F (AOR)	16/ 1.3	0.7	0.8	0.7	1.3	0.9	17/414	314/ 4.2	4.1	4.7	A	WEMX-F
16. WEOX-F (AOR-NR)	17/ 1.3	1.3	1.4	1.2	1.9	1.3	31/647	404/ 5.4	5.0	4.7	A	WEOX-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 78.42% (843 of 1075) (FAL 93: 78.83%)

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 WGNA-AF<	1 WGNA-AF<	1 WGNA-AF	1 WGNA-AF<	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF>	1 WFLY-F>	1 WGY
2 WZRO-F	2 WPYX-F	2 WFLY-F	2 WRVE-F	2 WRVE-F	2 WGY >	2 WGY	2 WYJB-F	2 WFLY-F	2 WGNA-AF	2 WKLI-F
3 WPYX-F	3 WGNA-AF	WRVE-F<	3 WPYX-F	3 WPYX-F	3 WYJB-F	3 WPYX-F	WRVE-F<	3 WYJB-F	3 WGY	3 WQBK-F
4	4 WRVE-F	4 WPYX-F>	4 WYJB-F	4 WYJB-F	4 WRVE-F<	4 WFLY-F	4 WGY	4 WPYX-F<	WPYX-F	4 WFLY-F
5	5 WYJB-F	5 WYJB-F	5 WFLY-F	5 WFLY-F	5 WABY	5 WYJB-F<	5 WPYX-F<	5 WRVE-F	5 WYJB-F	5 WPYX-F
6	6 WQBK-F	6 WKLI-F	6 WKLI-F	6 WKLI-F	6 WKLI-F	6 WQBK-F<	6 WFLY-F	6	6 WZRO-F	6
7	7	7	7	7 WGY	7	7 WRVE-F	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F	1 WFLY-F>	1 WGNA-AF	1 WFLY-F<	1 WGNA-AF	1 WFLY-F	1 WPYX-F	1 WPYX-F	1 WRVE-F<	1 WGNA-AF
2 WPYX-F	2 WGNA-AF	2 WFLY-F	2 WGNA-AF	2 WYJB-F	2 WGNA-AF	2 WFLY-F<	2 WRVE-F	2 WPYX-F<	2 WPYX-F
3 WGNA-AF	WPYX-F	3 WPYX-F	3 WYJB-F	3 WKLI-F<	3 WRVE-F	3 WRVE-F	3 WQBK-F	3 WGNA-AF>	3 WRVE-F>
4 WYJB-F	4 WYJB-F	4 WRVE-F	4 WKLI-F	4 WFLY-F	4 WZRO-F	4 WQBK-F	4 WYJB-F	4 WFLY-F	4 WQBK-F
5	5 WRVE-F	5 WYJB-F	WRVE-F	WRVE-F	5	5 WGNA-AF	5 WZRO-F	5 WQBK-F	5 WGY
6	6 WKLI-F	6	6 WPYX-F	6 WPYX-F	6	6 WZRO-F	6	6	6 WYJB-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE	
WBUG-AF	101.1 FT. PLAIN	1.0/1.9/ 27/ 322	WPTR, WROW, WFLY-F, WYJB-F (Local)	18.5%	15.9%	21.6%
WCDA-F	96.3 VOORHEESVILLE	0.8/2.6/ 15/ 260				
WCSS	1490 AMSTERDAM	0.5/1.0/ 9/ 107				
WKOL-F	97.7 AMSTERDAM	1.0/2.5/ 16/ 246	WQBK A/F, WOBJ-F (Local, semi-duopoly)	5.9%	6.3%	9.0%
WHRL-F	103.1 ALBANY	0.7/3.1/ 12/ 281				
WJKE-F	101.3 STILLWATER	1.0/3.1/ 15/ 255				
WPTR	1540 ALBANY	0.5/4.1/ 6/ 323	WGNA A/F, WTRY, WPYX-F (Liberty)	21.0%	24.0%	33.1%
WROW	590 ALBANY	0.9/4.9/ 11/ 407		45.4%	46.2%	63.7%
WWCP-F	96.7 CLIFTON PARK	1.0/5.9/ 15/ 480				
WFAN	660 NEW YORK	0.3/1.6/ 4/ 142				
WJIV-F	101.9 CHERRY VALLEY	0.3/1.7/ 5/ 199				

ALBANY-SCHENECTEDY-TROY

RADIO STATIONS

WABY	, 1400,	1 KW	, Standards	UNISTR,	\$17.00	(Christal)	Bendat
WGY	, 810,	50 KW	, Full Service	CBS,	\$57.00	(Eastman)	Pennsylvania/Dame
WPTR	, 1540,	50 KW (DA-1)	, Talk/News	ABC, MBS,	\$18.00	(Torbet)	
WQBK	, 1300,	5 KW (DA-2)	, Talk	NBC, ABC,	\$20.00	(Banner)	
WROW	, 590,	5 KW/1 KW(DA-2)	, See WYJB-FM				
WTRY	, 980,	5 KW (DA-N)	, See WTRY-FM				
WCDA-F,	96.3,	0.2 KW @ 1118	, Country	,	\$16.00	(---)	(VOORHEES.)
WEQX-F,	102.7,	1.3 KW @ 759	, AOR - New Rock	AP, ABC,	\$19.00	(---)	(MANCHESTER)
WFLY-F,	92.3,	17 KW @ 850	, CHR	ABC,	\$64.00	(Torbet)	
WGNA-F,	107.7,	12 KW @ 981	, Country	UNISTR,	\$95.00	(Katz)	Liberty
WRVE-F,	99.5,	15 KW @ 925	, AC/AOR	,	\$30.00	(Eastman)	Pennsylvania/Dame
WHRL-F,	103.1,	3 KW @ 325	, Jazz/NAC	MBS,	\$17.00	(---)	
WKLI-F,	100.9,	6 KW @ 285	, AC	,	\$59.00	(Christal)	Bendat
WPYX-F,	106.5,	16 KW @ 909	, AOR	,	\$61.00	(Mc-Guild)	Liberty
WQBK-F,	103.9,	6 KW @ 302	, Classic AOR	UNISTR,	\$40.00	(Banner)	
WYJB-F,	95.5,	12 KW @ 1023	, Soft AC	ABC,	\$42.00	(Torbet)	WFLY duop
WTRY-F,	98.3,	3 KW @ 328	, Oldies	MBS,	\$25.00	(Mc-Guild)	(ROTTERDAM)
WXLE-F,	104.5,	5 KW @ 351	, AOR - PROG	,	\$16.00	(---)	(MECHANIC.)
WZRQ-F,	102.3,	4 KW @ 387	, AOR	SMN,	\$17.00	(Eastman)	(BALSTON)

Miscellaneous: WTRY-F (Rotterdam) sold by Griffith to Jarad for \$250,000. . .

ALBUQUERQUE

Arbitron Rank/Pop (12+): 69/534,000

MSA Rank/Pop: 79/659,000

Average Person Ratings: 16.6

Market TSL: 21.75 hours

Stations: 29/27
Diaries: 1310/408:1/48.0%
Sample Target: 1300
% Below Line: 1.7
% Not Listed: 11.9

1994 Revenue: \$24,000,000
HH Inc.: \$32,504
Retail \$: 6.1 Bil
Pop per Station: 19,778
#1 Biller: KRST-F \$4,500,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KRST-F (C)	90/10.1	13.1	10.7	13.9	12.0	12.0	104/1584	1294/24.2	24.1	28.9	F	KRST-F
2. KKOB (FS)	83/ 9.3	10.1	9.2	10.1	13.5	9.7	111/1780	1369/25.6	21.4	28.5	E	KKOB
3. KMGF-F (SAC)	56/ 6.3	5.1	4.6	4.7	4.2	5.2	68/936	734/13.7	15.1	12.1	C	KMGF-F
4. KKSS-F (CHR)	54/ 6.1	7.0	7.1	7.8	7.8	7.0	81/1269	839/15.7	17.6	17.4	C	KKSS-F
KZKL-F (O)	54/ 6.1	5.1	4.2	5.7	4.1	5.3	55/693	646/12.1	12.7	11.5	C	KZKL-F
6. KASY-F (C)	47/ 5.3	3.3	5.1	3.8	4.1	4.4	59/961	763/14.3	12.9	11.1	B	KASY-F
7. KKOB-F (AC)	46/ 5.2	8.0	7.1	5.2	7.4	6.4	72/1317	982/18.4	21.3	23.4	D	KKOB-E
8. KHFM-F (CL)	43/ 4.8	3.4	4.7	2.8	3.7	3.9	56/824	671/12.6	9.9	8.6	B	KHFM-F
9. KZRR-AF (AOR)	40/ 4.5	5.8	5.3	5.7	5.1	5.3	47/1042	857/16.0	15.9	15.3	D	KZRR-AF
10. KZRO-F (AOR)	34/ 3.8	2.6	3.3	2.5	4.3	3.1	46/684	540/10.1	9.4	9.8	B	KZRO-F
11. KTEG-F (AOR)	33/ 3.7	1.9	1.8	1.7	2.2	2.3	42/682	569/10.7	9.4	7.7	A	KTEG-F
12. KIVA (ST)	32/ 3.6	3.9	3.1	2.8	2.6	3.4	32/378	376/ 7.0	6.6	5.6	A	KIVA
13. KIOT-F (AOR-P)	23/ 2.6	2.1	1.3	0.7	0.2	1.7	29/516	430/ 8.1	4:0	0.5	B	KIOT-F
KHTZ-F (O-70's)	23/ 2.6	1.7	3.6	2.7	3.2	2.7	32/613	492/ 9.2	9.7	10.5	B	KHTZ-F
15. KLSK-F (CL AOR)	22/ 2.5	3.6	3.1	3.7	5.6	3.2	41/937	600/11.2	12.1	13.7	C	KLSK-F
16. KXKS (SP)	19/ 2.1	1.2	1.2	2.4	0.9	1.7	19/142	142/ 2.7	3.2	2.0	A	KXKS
17. KOLT-F (C)	18/ 2.0	2.7	1.8	1.8	2.2	2.1	27/679	450/ 8.4	8.7	9.0	B	KOLT-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 77.49% (606 of 782) (FAL 93: 75.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F>>>1	KRST-F<	1 KRST-F>	1 KRST-F>	1 KRST-F>	1 KKOB	1 KKOB	1 KKOB <	1 KRST-F>	1 KKSS-F	1 KKOB >>
2	2 KZRR-AF	2 KMGF-F<	2 KZKL-F<	2 KZKL-F	2 KRST-F	2 KRST-F>	2 KRST-F>	2 KKSS-F	KRST-F>>	2 KMGF-F
3	3 KZRO-F	3 KZKL-F	3 KMGF-F	3 KMGF-F<	3 KZKL-F<	3 KKOB-F<	3 KMGF-F	3 KZKL-F<	3 KZRO-F	KRST-F
4	4 KKSS-F	4 KKOB-F<	4 KKOB-F<	4 KKOB	4 KHFM-F	4 KZKL-F	4 KZKL-F	4 KMGF-F<	4 KKOB-F<	4 KASY-F
5	KMGF-F	5 KASY-F<	5 KKOB	5 KKOB-F	5 KMGF-F<	KKSS-F	5 KHFM-F	5 KKOB	5 KKOB	KHFM-F
6	6 KASY-F	6 KZRR-AF<	6 KASY-F	6 KASY-F	6 KIVA	6 KMGF-F	6 KASY-F	6 KASY-F	KMGF-F	6
7	7 KKOB-F	7 KKOB	7 KZRR-AF	7 KZRR-AF	7	7 KZRR-AF	KKOB-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 KASY-F	1 KRST-F<	1 KRST-F	1 KRST-F<	1 KRST-F	1 KZRR-AF	1 KZRR-AF	1 KZRO-F	1 KRST-F>	1 KRST-F>
KKSS-F	2 KKSS-F	2 KMGF-F	2 KMGF-F	2 KMGF-F	2 KKSS-F	2 KZRO-F	KZRR-AF	2 KZRR-AF	2 KZKL-F<
3 KZRO-F	3 KMGF-F<	3 KKOB-F	3 KZKL-F<	3 KZKL-F	KTEG-F	3 KRST-F>	3 KRST-F	3 KKOB	3 KKOB
4 KZRR-AF	4 KASY-F	KKSS-F	4 KKOB-F	4 KKOB-F	4 KZRO-F	4 KKOB-F	4 KKOB-F	KZKL-F<	4 KASY-F
5	5 KZRR-AF	5	5 KASY-F<	5 KKOB >	5	KMGF-F	5 KGMF-F	5 KASY-F	5 KZRR-AF
6	6 KKOB-F	6	6 KKSS-F	6	6	KTEG-F	KASY-F	6 KZRO-F	6 KIOT-F
7	KZRO-F	7	7 KKOB	7	7	7	7	7	KKOB-F

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
KABO 1350	ALBUQUERQUE 0.8/2.1/ 7/ 112	KIVA, KZKL-F, KZRO-F (Territorial)	13.5%	12.7%	9.6%
KALY 1240	LOS RANCHOS 0.7/1.8/ 6/ 96				
KARS 860	BELEN 0.6/1.4/ 5/ 89				
KHTL 920	ALBUQUERQUE 0.7/2.1/ 6/ 128	KLSK-F, KZRR A/F (River City)	7.0%	8.1%	16.3%
KJBO 1050	LOS RANCHOS 0.6/1.3/ 6/ 94				
KKIM 1000	ALBUQUERQUE 0.5/1.9/ 5/ 115				
KRZN-F 101.3	ALBUQUERQUE 0.3/2.1/ 3/ 122	KKOB A/F, KHTL-F, KMGF-F (Citadel)	21.5%	22.9%	33.3%
KRZY 1450	ALBUQUERQUE 0.8/2.7/ 7/ 145				
KUCU-F 107.1	ARMILJO 0.8/2.6/ 7/ 143				
KBOM-F 106.7	LOS ALAMOS 0.6/2.9/ 12/ 332	KRST A/F, KOLT-F (Commonwealth)	12.9%	15.8%	22.1%
KTMN-F 98.5	LOS ALAMOS 1.1/4.9/ 18/ 404				
		KAMX, KTEG-F, KHTZ-F (Local)	6.3%	6.4%	4.0%
		KKIM, KARS A/F (Guardian)	1.1%	0.8%	< 2.0%
			62.3%	66.7%	86.9%

ALBUQUERQUE

RADIO STATIONS

AM STATIONS

KABQ, 1350, 5 KW/500 W (DA-2) , Hispanic		\$ 14.00 (Lotus)	
KARS, 860, 250 W/188 W , Hispanic	ABC,	\$ 15.00 (Lotus)	(BEELEN)
KIVA, 1310, 5 KW/500 W (DA-2) , Standards	UNISTR,	\$ 16.00 (Torbet)	
KJBO, 1050, 1 KW/500 W (DA-1) , Oldies	SMN,	\$ 15.00 (---)	(LOS RANCHOS)
KKOB, 770, 50 KW (DA-2) , Full Service	ABC,	\$ 60.00 (Banner)	Citadel
KHTL, 920, 1 KW/500 W (DA-N) , Talk/News	NBC, CNN,	\$ 20.00 (Christal)	Citadel
KXKS, 1190, 10 KW (DAYS) , Hispanic	UPI, AP,	\$ 18.00 (Caballero)	

FM STATIONS

KTEG, 107.9, 23 KW @ 4130, AOR	ABC,	\$ 22.00 (Banner)	
KASY, 103.3, 23 KW @ 4185, Country	,	\$ 26.00 (Christal)	
KBAC, 98.1, 100 KW @ 1036, AOR	,	\$ 19.00 (---)	(LAS VEGAS)
KHFM, 96.3, 20 KW @ 4133, Classical	,	\$ 29.00 (CMBS)	
KIOT, 102.5, 17 KW @ 4159, AOR-Prog	,	\$ 19.00 (---)	(LOS LUNAS)
KKJY, 100.3, 23 KW @ 4110, Oldies - 70's	,	\$ 23.00 (Torbet)	KAMX owner (D)
KKOB, 93.3, 22 KW @ 4149, AC	,	\$ 60.00 (Banner)	Citadel
KKSS, 97.3, 100 KW @ 1876, CHR	,	\$ 29.00 (D & R)	Sungroup (SANTA FE)
KLSK, 104.1, 100 KW @ 1876, Classic AOR	,	\$ 31.00 (Eastman)	River City (SANTA FE)
KMGA, 99.5, 23 KW @ 4130, AC	UNISTR,	\$ 30.00 (Christal)	Citadel
KOLT, 105.9, 100 KW @ 1935, Country	,	\$ 23.00 (Katz)	Commonwealth (SANTA FE)
KRST, 92.3, 22 KW @ 4159, Country	,	\$ 90.00 (Katz)	Commonwealth
KZKL, 101.7, 3 KW @ 105, Oldies	,	\$ 28.00 (Christal)	Territorial (RIO RANCHO)
KZRQ, 105.1, 100 KW @ 1935, AOR	SMN,	\$ 19.00 (Torbet)	Territorial (SANTA FE)
KZRR, 94.1, 23 KW @ 4130, AOR	Source,	\$ 53.00 (Eastman)	River City

Miscellaneous: KQEO changes to KHTL and format to Talk (Sep). . . KDEF, KUCU-F sold for \$800,000 . . . KKJY-F changes from Soft AC to Oldies - 70's (Oct). . . KAMX-F changes from AC to AOR (Oct). . . KJBO sold to KHFM-F owner for \$175,000 . . . KAMX-F changes to KTEG-F (Nov). . . KKJY-F changes to KHTZ-F (Nov). . .

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 63/604,700

MSA Rank/Pop: 83/623,000

Philadelphia DMA
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 38/15
Diaries: 1259/480:1/61.7%
Sample Target: 1210
% Below Line: 22.0%
% Not Listed: 13.0%

1994 Revenue: \$18,700,000
HH Inc.: \$38,501
Retail \$: 5.4 Bil
Pop per Station: 40,313
#1 Biller: WLEV-F \$4,300,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WFMZ-F (SAC)	126/12.2	10.8	9.2	8.7	8.3	10.2	138/1338	1176/19.4	19.1	16.9	C	WFMZ-F
2. WZZO-F (AOR)	124/12.0	11.6	13.0	8.9	11.9	11.4	144/1838	1453/24.0	27.4	22.6	E	WZZO-F
3. WAEB-F (CHR)	112/10.8	10.8	11.6	15.3	11.4	12.1	124/1971	1743/28.8	30.7	31.3	D	WAEB-F
4. WLEV-F (AC)	87/ 8.4	9.6	9.9	10.9	11.8	9.7	93/1368	1210/20.0	22.6	23.7	F	WLEV-F
5. WODE-F (O)	69/ 6.7	7.2	7.3	8.8	8.4	7.5	91/1587	1153/19.1	19.8	21.6	E	WODE-F
6. WAEB (N/T)	46/ 4.4	5.0	6.4	7.4	4.3	5.8	48/817	796/13.2	14.6	15.0	C	WAEB
7. WXTU-F (C)	31/ 3.0	2.8	2.5	3.6	3.1	3.0	37/646	489/ 8.1	7.5	7.0		WXTU-F
8. WKKW (C)	30/ 2.9	2.3	2.7	1.8	2.2	2.4	31/419	397/ 6.6	5.6	6.0	B	WKKW
9. WYSP-F (CL AOR)	28/ 2.7	1.7	2.4	3.2	3.1	2.5	33/873	623/10.3	9.9	10.9		WYSP-F
10. WEST (ST)	23/ 2.2	2.4	2.1	1.9	2.9	2.2	27/276	251/ 4.2	5.1	5.6	A	WEST

12+ FM SHARE (METRO): 79.44% (715 of 900) (FAL 93: 78.05%)

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 WZZO-F>	1 WZZO-F>	1 WFMZ-F>	1 WFMZ-F<	1 WZZO-F<	1 WZZO-F<	1 WZZO-F	1 WFMZ-F
2 WZZO-F>	2 WAEB-F>	2 WAEB-F	2 WAEB-F	2 WLEV-F<	2 WODE-F	2 WZZO-F<	2 WFMZ-F	2 WAEB-F	2 WAEB-F<	2 WZZO-F
3 WLEV-F>	3 WLEV-F>	3 WLEV-F>	3 WLEV-F>	3 WAEB-F	3 WLEV-F	3 WAEB-F	3 WAEB-F	3 WFMZ-F>	3 WFMZ-F	3 WAEB-F
4	4	4 WODE-F	4 WODE-F	4 WODE-F	4 WAEB <	4 WLEV-F	4 WLEV-F	4 WLEV-F	4 WLEV-F<	4 WODE-F
5	5	5 WFMZ-F	5 WFMZ-F	5 WFMZ-F	5 WAEB-F	5	5 WODE-F	5 WODE-F	5 WODE-F	5
6	6	6	6	6	6 WZZO-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 WAEB-F	1 WAEB-F>>	1 WAEB-F	1 WAEB-F	1 WLEV-F<	1 WZZO-F	1 WZZO-F>>>	1 WZZO-F	1 WZZO-F>>>	1 WZZO-F>>
2 WZZO-F	2 WLEV-F	2 WLEV-F	2 WLEV-F>	2 WAEB-F>	2 WLEV-F	2 WAEB-F	2 WODE-F	2 WAEB-F	2 WLEV-F
3 WLEV-F	3 WZZO-F>	3 WZZO-F	3 WZZO-F	3 WODE-F	3 WAEB-F	3 WLEV-F	3 WAEB-F	3 WLEV-F	3 WODE-F<
4	4	4	4 WFMZ-F	4 WFMZ-F	4	4	4 WLEV-F	4 WYSP-F	4 WAEB-F
5	5	5	4 WODE-F	5 WZZO-F	5	5	4 WXTU-F	5 WODE-F	5 WYSP-F
6	6	6	6	6	6	6	4 WYSP-F	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WGPA 1100 BETHLEHEM	0.5/2.1/ 5/ 125			WAEB A/F, WZZO-F (CRB)	27.2%	30.6%	40.1%
WHOL 1600 ALLENTOWN	0.4/1.1/ 4/ 69						
WIP1 1230 EASTON	0.4/1.4/ 4/ 91						
WLSH 1410 LANSFORD	0.8/1.3/ 8/ 116			WEST, WLEV-F, WFMZ-F (Telemidia)	22.8%	18.9%	35.3%
WRNJ 1000 HACKETTSTOWN, NJ	0.8/1.2/ 8/ 75						
WRNJ-F 107.1 BELVIDERE, NJ	1.4/5.2/ 21/ 435				50.0%	49.5%	75.4%
WTKZ 1320 ALLENTOWN	1.1/3.5/ 11/ 213						
WBYN-F 107.5 BOYERTOWN	1.0/2.6/ 12/ 195						
WHCY-F 106.3 BLAIRSTOWN, NJ	1.3/2.7/ 28/ 303						
WMGH-F 105.5 TAMAQUA	0.7/1.1/ 11/ 192						
WRFY-F 102.5 READING	0.4/3.2/ 13/ 408						
WZMT-F 97.9 HAZLETON	0.4/0.7/ 21/ 241						

SEE NEW YORK OR PHILADELPHIA FOR MORE ABOUT THE FOLLOWING:

KYW 1.0/6.0	WJJZ-F 0.5/2.1	WPLJ-F 0.7/2.4
WABC 1.8/2.9	WKXW-F 1.1/2.1	WPST-F 0.4/3.8
WBEB-F 0.6/2.9	WMGK-F 1.2/4.3	WWDB-F 0.7/1.8
WFAN 0.5/2.4	WMMR-F 0.6/3.0	WYXR-F 0.7/3.8
WFLN-F 1.3/2.9	WOR 0.8/2.3	
W100-F 0.7/4.0		
WIP 0.4/1.7		

ALLENTOWN-BETHLEHEM

RADIO STATIONS

WAEB, 790, 3.8 KW/1 KW (DA-2), News/Talk	CBS, MBS, \$ 34.00 (Katz)	CRB
WEST, 1400, 1 KW, Standards	SMN, NBC, \$ 18.00 (McGuild)	Telemedia
WTKZ, 1320, 5 KW/1 KW (DA-2), Talk	AP, UNISTR, \$ 16.00 (D & R)	Holt
WXKW, 1470, 5 KW (DA-N), Country	, \$ 23.00 (Eastman)	HGF
WAEB-F, 104.1, 50 KW @ 500, CHR	, \$ 45.00 (Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 869, EZ	, \$ 50.00 (Torbet)	Telemedia
WLEV-F, 96.1, 50 KW @ 500, AC	, \$ 93.00 (McGuild)	Telemedia
WODE-F, 99.9, 50 KW @ 449, Oldies	, \$ 70.00 (D & R)	Wheeling-Pittsburgh
WZZO-F, 95.1, 30 KW @ 630, AOR	, \$ 73.00 (Katz)	CRB

Other Ranked Stations -- See Philadelphia or New York

Miscellaneous: WKAP changes to WTKZ and format from Standards to Talk (Oct). . . WFMZ-F sold by Dean to Telemedia (D) for \$9,500,000 (Foreman). . . WIP1, WODE-F sold by Roth to Wheeling-Pittsburgh for \$10,600,000 (E) (MVP). . .

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

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

***** R E I T I N G C O D E S *****

1 - \$1,000,000 to \$1,999,999	5 - \$5,000,000 to \$6,999,999
2 - \$2,000,000 to \$2,999,999	6 - \$7,000,000 to \$9,999,999
3 - \$3,000,000 to \$3,999,999	7 - \$10,000,000 to \$14,999,999
4 - \$4,000,000 to \$4,999,999	8 - \$15,000,000 to \$19,999,999
5 - \$5,000,000 to \$5,999,999	9 - \$20,000,000 +

ANCHORAGE

Arbitron Rank/Pop (12+): 164/201,600
 MSA Rank/Pop: 173/256,000
 No DMA
 Average Person Ratings: 17.6
 Market TSL: 23.00 hours

Stations: 16/16
 Diaries: 757/266:1/54.1%
 Sample Target: 705
 % Below Line: 0.0
 % Not Listed: 13.2

1994 Revenue: \$13,000,000
 HH Inc.: \$50,466
 Retail \$: 3.0 Bil
 Pop per Station: 12,600
 #1 Biller: KBFX-F \$1,750,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KWHL-F (AOR)	36/10.1	8.0	6.6	7.7	7.3	----	42/411	384/19.0	17.3	18.5	C	KWHL-F
2. KASH-F (C)	34/ 9.6	7.4	10.4	8.7	9.0	----	40/440	372/18.5	20.2	17.1	C	KASH-F
3. KGOT-F (CHR)	33/ 9.3	9.0	6.9	8.7	7.3	----	39/570	493/24.5	24.0	18.6	B	KGOT-F
4. KENI (N/T)	25/ 7.0	7.1	7.9	5.1	5.7	----	33/379	299/14.8	11.3	14.5	B	KENI
5. KYMG-F (AC)	22/ 6.2	7.1	7.2	6.7	5.7	----	27/397	323/16.0	17.9	14.3	C	KYMG-F
6. KKRO-F (O-70's)	21/ 5.9	8.3	6.9	7.1	8.0	----	22/350	321/15.9	21.0	19.5	B	KKRO-F
KBRJ-F (C)	21/ 5.9	5.9	3.8	3.8	3.7	----	26/405	292/14.5	16.7	15.0	B	KBRJ-F
8. KEAG-F (O)	19/ 5.4	6.5	6.0	8.0	6.3	----	25/368	285/14.1	16.9	15.6	B	KEAG-F
9. KBFX-F (AOR/CL)	17/ 4.8	9.9	11.9	11.5	10.7	----	22/401	324/16.1	23.4	25.2	C	KBFX-F
KLEF-F (CL)	14/ 3.9	5.6	6.0	3.2	4.7	----	16/259	243/12.1	10.5	13.7	B	KLEF-F
KHAR (ST/EZ)	14/ 3.9	3.1	1.9	3.5	4.7	----	16/162	126/ 6.3	5.0	4.8	A	KHAR
KMXS-F (AC)	14/ 3.9	---	---	---	---	----	14/345	280/13.9	---	---	A	KMXS-F
13. KFQD (AC)	12/ 3.4	2.8	3.1	4.5	4.3	----	14/210	163/ 8.1	8.6	9.1	A	KFQD
14. KNJK-F (J)	11/ 3.1	4.0	3.8	4.2	3.7	----	15/235	185/ 9.2	9.0	11.8	B	KNJK-F
15. KBYR (T)	10/ 2.8	2.8	3.1	1.9	3.7	----	12/273	219/10.9	8.7	8.7	A	KBYR
16. KYAK (C)	5/ 1.4	1.2	2.5	3.5	4.3	----	9/168	90/ 4.5	6.6	8.1	A	KYAK
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 78.57% (242 of 308) (FAL 93: 78.37%)

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

OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
NONE		KENI, KKSD, KASH-F, KBFX-F (Community Pacific)	21.4%	21.6%	34.6%
		KEAG-F, KXRO-F (Tom Ingstad)	11.3%	12.8%	14.2%
		KYAK, KGOT-F, KYMG-F (Local)	16.9%	15.2%	16.0%
			49.6%	49.6%	64.8%

ANCHORAGE

RADIO STATIONS

KBYR	,	700,	10 KW	,	Talk				
KENI	,	550,	5 KW (DA -1)	,	News/Talk	NBC	\$13.00	(IMN)	Northern TV
KFQD	,	750,	50 KW	,	AC	ABC	\$22.00	(D & R)	Community Pacific
KHAR	,	590,	5 KW	,	Standards	ABC	\$16.00	(Mc-Guild)	
KKSD	,	1080,	10 KW	,	Talk		\$14.00	(Tacher)	
KYAK	,	650,	50 KW (DA-1)	,	Country	ABC SMN	\$13.00	(MMR)	Community Pacific
						MBS	\$16.00	(Christal)	
KASH-F	,	107.5,	100 KW @ -289	,	Country	ABC	\$40.00	(MMR)	Community Pacific
KBFX-F	,	100.5,	25 KW @ 174	,	AOR/Classic		\$33.00	(D & R)	Community Pacific
KBRJ-F	,	104.1,	55 KW @ 62	,	Country		\$19.00	(Tacher)	
KEAG-F	,	97.3,	100 KW @ 594	,	Oldies		\$25.00	(Banner)	Tom Ingstad
KGOT-F	,	101.3,	26 KW @ -66	,	CHR	MBS	\$25.00	(Christal)	
KLEF-F	,	98.1,	25 KW @ 30	,	Classical		\$21.00	(CMBS)	
KNJK-F	,	105.3,	51 KW @ 256	,	Jazz		\$20.00	(---)	Northern TV
KKRO-F	,	102.1,	25 KW @ 164	,	Oldies (70's)		\$26.00	(Katz)	Tom Ingstad
KWHL-F	,	106.5,	100 KW @ -89	,	AOR		\$31.00	(Mc-Guild)	
KYMG-F	,	98.9,	100 KW @ 500	,	AC	AP	\$30.00	(Banner)	

Miscellaneous: KENI sold to Community Pacific (D) for \$800,000. . .

ANN ARBOR

Arbitron Rank/Pop (12+): 145/249,400
 MSA Rank/Pop: NA
 Detroit DMA
 Average Person Ratings: 14.3
 Market TSL: 19.00 hours

Stations: 25/4
 Diaries: 706/353:1/45.0%
 Sample Target: 680
 % Below Line: 65.0
 % Not Listed: 24.6

1994 Revenue: NA
 HH Inc.: \$51,009
 Retail \$: 2.8 Bil
 Pop per Station: 62,350
 #1 Biller: WIOB-F NA

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. WJR (FS)	38/10.6	10.4	9.1	10.8	14.1	----	51/828	625/25.1	23.9	22.4	WJR
2. WJLB-F (B)	21/ 5.9	7.8	4.4	5.2	4.8	----	22/285	278/11.1	13.5	11.2	WJLB-F
3. WORS-F (CL)	17/ 4.8	2.8	1.4	2.2	3.2	----	17/227	224/ 9.0	6.3	6.4	WORS-F
4. WWW-F (C)	16/ 4.5	6.8	7.1	6.4	7.7	----	20/314	267/10.7	15.8	16.1	WWW-F
WHYT-F (CHR)	16/ 4.5	3.5	3.0	5.5	3.5	----	17/408	389/15.6	15.0	15.2	WHYT-F
WRIF-F (AOR)	16/ 4.5	4.8	3.6	1.9	2.4	----	22/380	286/11.5	16.0	12.6	WRIF-F
7. WYCD-F (C)	15/ 4.2	4.3	3.6	0.6	0.8	----	16/295	264/10.6	9.5	10.2	WYCD-F
WOKL-F (O)	15/ 4.2	3.3	3.8	4.1	2.7	----	15/289	251/10.1	10.4	10.7	WOKL-F
WLTi-F (SAC)	15/ 4.2	2.0	1.9	2.2	2.7	----	15/259	247/ 9.9	8.6	9.7	WLTi-F
10. CIMX-F (AOR)	12/ 3.4	3.5	4.7	4.1	2.7	----	12/322	317/12.7	13.2	10.5	CIMX-F
WKQI-F (AC)	12/ 3.4	3.5	3.0	4.7	2.7	----	14/375	330/13.2	15.1	13.0	WKQI-F
12. WIOB-F (AOR)	11/ 3.1	4.5	5.2	5.0	4.5	----	16/461	379/15.2	15.6	16.2	WIOB-F
13. WNIC-F (AC)	10/ 2.8	2.0	4.1	3.6	3.5	----	12/310	286/11.5	10.9	11.2	WNIC-F
14. WCSX-F (CL AOR)	9/ 2.5	3.8	1.9	4.4	4.0	----	10/317	286/11.5	15.7	8.8	WCSX-F
15. WAAM (ST/FS)	8/ 2.2	1.3	1.6	3.9	1.1	----	8/170	170/ 6.8	6.6	6.7	WAAM

12+ FM SHARE (METRO): 77.70% (209 of 269) (FAL 93: 78.99%)

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 WJR	1 WJR	1 WJR >	1 WJR >>	1 WJR >>	1 WJR >	1 WJR	1 WHYT-F	1 WJR >
2 WJLB-F>>	2 WRIF-F	2 WRIF-F	2 WOKL-F	2 WOKL-F	2 WORS-F	2 WRIF-F	2 WJLB-F	2 WHYT-F	WJLB-F	2
3	3 CIMX-F	3 WYCD-F	3 WYCD-F	WLTi-F	3 WOKL-F	3 WJLB-F	3 WLTi-F	3 WRIF-F	3 WJR	3
4	WHYT-F	WOKL-F	4	4 WWW-F	4 WLTi-F	4 WKQI-F	4 WOKL-F	4 WLTi-F	WNIC-F	4
5	5 WYCD-F	5	5	WYCD-F	5	5	5	5 WIOB-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 WJLB-F	1 WJLB-F>	1 WYCB-F	1 WJLB-F	1 WJR	1 WRIF-F	1 WRIF-F>	1 WRIF-F	1 WRIF-F	1 WJR
2 WHYT-F	2 WYCD-F	2 WJLB-F	2 WOKL-F	2 WLTi-F	WHYT-F	2 WHYT-F	2	2 WJR >	2 WRIF-F
3	3 WWW-F	3 WWW-F	WWW-F	WWW-F	3 CIMX-F	CIMX-F	3	3 WCSX-F	3 WCSX-F
4	4	4	WYCD-F	4 WYCD-F	WJLB-F	4 WIOB-F	4	4 WOKL-F	4 WOKL-F
5	5	5	5	WOKL-F	5	WJLB-F	5	WYCD-F	WKQI-F

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WTKA 1050 ANN ARBOR	0.8/5.2/ 3/ 130	WTKA, WAMX, WOKL-F, WIOB-F (Local)	8.1%	10.0%	NA
WITL-F 100.7 LANSING	0.6/2.7/ 4/ 100				

SEE DETROIT FOR MORE ABOUT THE FOLLOWING:

WJZZ-F 1.4/3.6	WWJ 2.0/9.3
WLLZ-F 0.6/8.1	WXYT 1.1/3.0
WMXD-F 1.1/6.1	WYST-F 0.6/5.5
WOMC-F 1.4/5.8	CIDR-F 1.1/4.7

RADIO STATIONS

WAAM , 1600, 5 KW (DA-2)	, Standards/FS	MBS NBC, \$17.00 (Patt)
WTKA , 1050, 10 KW/500 W (DA-1)	, Talk/FS	ABC, \$13.00 (Michigan)
WIOB-F, 102.9, 49 KW @ 500	, AOR	UNISTR, \$57.00 (Christal)
WOKL-F, 107.1, 3 KW @ 259	, Oldies	, \$24.00 (Michigan)

Miscellaneous: WAMX, WIOB-F, WTKA, WOKL-F merged into a duopoly at an estimated value of \$4,400,000. . .

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 137/271,000
 MSA Rank/Pop: 145/334,000
 DMA # 70 (w/Green Bay)
 Average Person Ratings: 16.0
 Market TSL: 21.00 hours

Stations: 20/12
 Diaries: 697/389:1/64.2%
 Sample Target: 710
 % Below Line: 17.3
 % Not Listed: 15.0

1994 Revenue: \$10,600,000
 HH Inc.: \$37,657
 Retail \$: 3.2 Bil
 Pop per Station: 22,583
 #1 Biller: WAPL-F \$2,400,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. WIXX-F (CHR)	55/12.7	12.5	9.6	7.3	7.0	----	133/2212	935/34.5	33.0	28.5	
2. WAPL-F (AOR)	53/12.2	9.9	8.8	11.4	13.6	----	134/1697	695/25.6	26.6	23.2	D
3. WUSW-F (C)	40/ 9.2	8.6	11.2	12.2	9.2	----	54/602	491/18.1	19.7	20.2	C
4. WHBY (FS)	36/ 8.3	6.2	6.6	6.7	9.9	----	38/658	536/19.8	13.8	16.4	C
WVBO-F (O)	30/ 6.9	6.4	5.7	7.1	6.1	----	38/681	536/19.8	15.6	20.7	C
WROE-F (AOR)	30/ 6.9	6.4	8.1	5.8	6.1	----	31/435	370/13.7	16.0	18.9	C
7. WNAM (ST)	28/ 6.5	6.4	5.3	6.9	5.5	----	50/537	343/12.7	13.2	12.6	A
8. WOZZ-F (CL AOR)	23/ 5.3	5.7	5.9	2.7	3.1	----	42/948	488/18.0	19.5	17.7	B
9. WOSH (T)	16/ 3.7	3.1	4.6	3.8	4.4	----	17/355	312/11.5	9.8	12.6	B
WPKR-F (C)	16/ 3.7	3.1	3.5	4.2	3.3	----	68/994	296/10.9	10.6	10.9	B
11. WKFX-F (O)	9/ 2.1	2.9	2.0	2.4	3.3	----	20/569	248/ 9.2	10.7	9.0	A
12. WMBE (E)	8/ 1.8	2.1	0.7	1.1	2.6	----	9/96	64/ 2.4	2.7	2.3	A
13.											
14.											
15.											

12+ FM SHARE (METRO): 72.55% (267 of 368) (FAL 93: 73.84%)

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 WIXX-F<	1 WAPL-F>	1 WAPL-F	1 WIXX-F>	1 WHBY
2	2 WIXX-F	2 WIXX-F<	2 WUSW-F	2 WUSW-F>	2 WNAM	2 WAPL-F	2 WROE-F<	WIXX-F	2 WAPL-F	2 WVBO-F
3	3 WUSW-F	3 WUSW-F>	3 WIXX-F<	3 WIXX-F<	3 WVBO-F	WHBY >	3 WUSW-F	3 WUSW-F	3 WUSW-F	3 WNAM
4	4 WOZZ-F>	4 WOZZ-F<	4 WVBO-F	4 WVBO-F	4 WUSW-F	4 WUSW-F	WIXX-F>	4 WVBO-F	4 WOZZ-F	WAPL-F
5	5	5 WVBO-F	5 WOZZ-F	5 WROE-F<	5 WROE-F	5 WVBO-F	5 WVBO-F	5 WOZZ-F	5	5
6	6	6	6	6 WHBY	6	6	6	WROE-F	6	6
7	7	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 WIXX-F	1 WIXX-F>	1 WAPL-F	1 WIXX-F	1 WUSW-F	1 WAPL-F	1 WAPL-F>>	1 WAPL-F	1 WAPL-F>>	1 WAPL-F>
2 WROE-F	2 WAPL-F<	WUSW-F	2 WUSW-F	2 WIXX-F<	2 WIXX-F	2 WIXX-F	2 WUSW-F	2 WUSW-F	2 WUSW-F
3 WAPL-F	3 WUSW-F<	3 WIXX-F	3 WROE-F	3 WVBO-F	3 WOZZ-F	WAPL-F<	3 WOZZ-F	3 WOZZ-F	3 WHBY
WOZZ-F	4 WROE-F<	4	4 WAPL-F	4 WROE-F	4	4 WOZZ-F	4	WIXX-F	4 WVBO-F
5	5 WOZZ-F	5	5 WVBO-F	5 WAPL-F	5	5	5	5 WVBO-F	WIXX-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AOH	TSA CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WPJQ	1570	APPLETON	0.9/2.7/	8/ 148	WNFL, WEMI-F, WROE-F (Central States)	6.9%	7.3%	NA
WEZR-F	107.5	BRILLION	0.7/3.9/	12/ 221	WOSH, WVBO-F, WFDL-F (Midwest Family)	10.6%	12.6%	NA
WGEE-F	1360	GREEN BAY	1.2/4.6/	41/ 532	WOZZ-F, WGEE-F, WIXX-F (Midwest Comm.)	19.2%	16.2%	NA
WGEE-F	92.7	STURGEON BAY	0.5/2.3/	66/ 842		36.7%	36.1%	NA
WGN	720	CHICAGO	0.5/1.6/	4/ 115				
WQLH-F	98.5	GREEN BAY	0.9/6.7/	33/ 692				
WRVM-F	102.7	SURING	0.5/1.5/	19/ 180				
WTMJ	620	MILWAUKEE	0.5/3.0/	18/ 358				

NOTE: Revenue shares not calculable because of overlap with Green Bay.

APPLETON-OSHKOSH

RADIO STATIONS

WHBY	, 1150,	5 KW (DA-2)	, Full Service	CBS, \$30.00	(Eastman)	Woodward	
WMBE	, 1530,	250 W (DAYS)	, Polka/Ethnic	, \$11.00	(---)		
WNAM	, 1280,	5 KW (DA-2)	, Standards	UNISTR ABC, \$13.00	(K & P)		
WOSH	, 1490,	1 KW	, Talk	CNN NBC, \$16.00	(Mc-Guild)	Midwest Family	
WRJQ	, 1570,	1 KW/500 W (DA-N)	, Standards	, \$11.00	(---)		
WAPL-F	, 105.7,	100 KW @ 1174	, AOR	ABC, \$63.00	(Eastman)	Woodward	
WEMI-F	, 100.1,	3 KW @ 328	, Religion	UPI, \$10.00	(---)		
WKFX-F	, 104.9,	1.4 KW @ 479	, Oldies	NBC, \$15.00	(Christal)	Central States	
WVBO-F	, 103.9,	6 KW @ 318	, Oldies	, \$26.00	(Mc-Guild)		
WOZZ-F	, 93.5,	50 KW @ 492	, Classic AOR	, \$18.00	(Banner)	Midwest Comm.	(NEW LONDON)
WPKR-F	, 99.5,	50 KW @ 298	, Country	NBC, \$16.00	(---)		(OMRO)
WROE-F	, 94.3,	5.6 KW @ 338	, Soft AC	AP, \$34.00	(Christal)	Central States	
WUSW-F	, 96.9,	6 KW @ 328	, Country	ABC, \$38.00	(K & P)		

Other ranked stations -- See Green Bay

Miscellaneous: WKFX-F sold by Central States for \$1,900,000. . .

ATLANTA

Arbitron Rank/Pop (12+): 12/2,770,000

Stations: 21/20

1994 Revenue: \$149,600,000

MSA Rank/Pop: 9/3,380,000

Diaries: 2903/ 954:1/50.3%

HH Inc.: \$39,849

DMA # 11

Sample Target: 2860

Retail \$: 30.4 Bil

Average Person Ratings: 16.3

% Below Line: 0.4

Pop per Station: 138,500

Market TSL: 21.50 hours

% Not Listed: 13.0

#1 Biller: WVEE-F \$18,500,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WVEE-F (B)	507/11.2	12.1	11.1	12.9	13.5	11.8	557/5901	5181/18.7	17.6	20.5	J	WVEE-F
2. WKHX-F (C)	446/ 9.9	9.2	10.5	9.2	8.9	9.7	519/6849	5754/20.8	19.8	19.4	I	WKHX-F
3. WPCF-F (SAC)	327/ 7.2	6.9	6.1	6.9	7.1	6.8	354/5281	4749/17.1	17.7	20.7	I	WPCF-F
4. WSB -F (AC)	292/ 6.5	6.7	6.3	6.4	6.2	6.5	325/5562	4956/17.9	17.1	18.4	I	WSB -F
5. WSB (FS/T)	290/ 6.4	5.8	5.9	6.2	5.6	6.1	315/5580	5135/18.5	16.3	17.6	I	WSB
6. WNNX-F (AOR-NR)	222/ 4.9	5.7	5.6	4.3	4.0	5.1	247/4461	3988/14.4	14.0	13.0	H	WNNX-F
7. WSTR-F (CHR)	220/ 4.9	5.6	5.2	5.7	7.2	5.4	256/5240	4654/16.8	16.8	18.0	I	WSTR-F
8. WALR-F (B/AC)	206/ 4.6	4.7	4.6	4.8	5.0	4.7	232/4133	3611/13.0	11.5	12.5	G	WALR-F
9. WYAY-F (C)	204/ 4.5	3.7	4.8	5.1	4.9	4.7	296/4585	3163/11.4	11.6	12.8	F	WYAY-F
10. WZGC-F (CL AOR)	188/ 4.2	4.5	3.3	3.5	3.5	3.9	237/4533	3666/13.2	13.0	14.4	H	WZGC-F
11. WKLS-F (AOR)	184/ 4.1	4.7	5.5	5.3	4.8	4.9	233/4258	3629/13.1	13.3	15.4	I	WKLS-F
12. WFOX-F (O)	180/ 4.0	3.9	4.1	3.8	3.8	4.0	228/4654	3719/13.4	13.3	13.3	H	WFOX-F
13. WGST (N/T)	149/ 3.3	3.8	3.8	3.6	3.8	3.6	155/2621	2475/ 8.9	12.9	11.3	J	WGST
14. WJZF-F (J)	128/ 2.8	3.3	2.7	2.5	1.0	2.8	135/2552	2416/ 8.7	6.4	3.3	D	WJZF-F
15. WGST-F (N/T)	115/ 2.5	2.3	1.8	1.8	0.9	2.1	131/1788	1684/ 6.1	6.8	3.7		WGST-F
16. WAOK (G)	112/ 2.5	1.9	2.3	2.7	2.4	2.4	114/1482	1470/ 5.3	4.8	4.4	C	WAOK
17. WCNN (SPRTS)	61/ 1.4	1.2	1.0	1.1	0.9	1.2	64/1111	1049/ 3.8	3.5	4.1	C	WCNN
18.												
19.												
20.												

12+ FM SHARE (METRO): 82.41% (3238 of 3929) (FAL 93: 82.75%)

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

OTHER RAIED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WAIS 920 ATLANTA	0.6/1.4/ 25/ 398	WSB A/F, WJZF-F (Cox)	15.7%	16.8%	18.7%
WGKA 1190 ATLANTA	0.6/1.0/ 29/ 284				
WRIY 970 ATLANTA	0.6/1.0/ 25/ 282				
WVJF 93.3 MANCHESTER	0.4/1.8/ 29/ 680	WKHX A/F, WYAY-F (Cap Cities/ABC)	14.4%	14.0%	12.8%
			30.1%	30.8%	31.5%

ATLANTA

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW	,	Gospel		\$ 50.00	(Mc-Guild)	Granum
WCNN,	680,	50 KW/10 KW (DA-N),	,	Sports	CNN, UNISTR,	\$ 33.00	(Banner)	Midwestern (Dickey)
WGKA,	1190,	10 KW (DAYS)	,	Classical		\$ 35.00	(CMBS)	
WGST,	640,	50 KW/1 KW (DA-2)	,	News/Talk	ABC, CBS,	\$180.00	(Katz)	Jacor
WQXI,	790,	5 KW/1 KW (DA-N)	,	Standards	UNISTR, TALKNT,	\$ 50.00	(CBS)	Jefferson-Pilot
WSB,	750,	50 KW	,	Full Service/Talk	AP,	\$215.00	(Christal)	Cox

FM STATIONS

WALR,	104.7,	100 KW @ 981	,	Black/AC	UNISTR,	\$110.00	(Banner)	Midwestern (Dickey)	(ATHENS)
WFOX,	97.1,	97 KW @ 1571	,	Oldies		\$173.00	(Group W)	Shamrock	(GAINESVILLE)
WGST,	105.7,	50 KW @ 492	,	See WGST-AM					(CANTOR)
WJZF,	104.1,	60 KW @ 1217	,	Jazz	CBS,	\$ NA	(Christal)	Cox	(LA GRANGE)
WKHX,	101.5,	99 KW @ 968	,	Country		\$200.00	(Katz)	Cap Cities/ABC	
WKLS,	96.1,	99 KW @ 984	,	AOR	Source,	\$210.00	(Katz)	Great American	
WNNX,	99.7,	100 KW @ 1033	,	AOR - New Rock		\$148.00	(MMR)	Susquehanna	
WPCH,	94.9,	99 KW @ 983	,	Soft AC	CBS,	\$240.00	(Eastman)	Jacor	
WSB,	98.5,	100 KW @ 918	,	AC		\$200.00	(Christal)	Cox	
WSTR,	94.1,	100 KW @ 909	,	CHR/AC		\$170.00	(CBS)	Jefferson-Pilot	
WVEE,	103.3,	100 KW @ 1020	,	Black	ABC,	\$300.00	(Mc-Guild)	Granum	
WYAY,	106.7,	99 KW @ 1401	,	Country		\$155.00	(Mc-Guild)	Cap Cities/ABC	
WZGC,	92.9,	99 KW @ 909	,	Classic AOR		\$185.00	(D&R)	Infinity	

Miscellaneous: WOUL-F (Griffin) sold to Al Liggins/Radio One for \$4,500,000 (Media Services). . .

ATLANTIC CITY - CAPE MAY

Arbitron Rank/Pop (12+): 132/282,400
 MSA Rank/Pop: 144/335,000
 Philadelphia DMA
 Average Person Ratings: 16.8
 Market TSL: 22.25 hours

Stations: 32/18
 Diaries: 934/302:1/45.5%
 Sample Target: 900
 % Below Line: 12.7
 % Not Listed: 16.7

1994 Revenue: \$12,700,000
 HH Inc.: \$37,773
 Retail \$: 3.4 Bil
 Pop per Station: 15,689
 #1 Biller: WFPG-F \$2,400,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WTTH-F (B)	41/ 8.6	5.6	5.3	6.4	5.0	----	42/380	361/12.8	10.3	10.7	B	WTTH-F
2. WFPG-F (SAC)	37/ 7.8	5.0	10.5	13.0	10.0	----	38/490	468/16.6	17.5	22.8	D	WFPG-F
3. WOND (T)	29/ 6.1	4.3	3.9	5.5	3.4	----	29/360	360/12.7	9.7	10.4		WOND
4. WBSS-F (CHR)	26/ 5.5	6.0	6.3	5.5	6.3	----	35/725	526/18.6	18.2	19.3	B	WBSS-F
WKOE-F (C)	26/ 5.5	3.7	2.8	3.5	2.5	----	27/363	324/11.5	9.1	7.3		WKOE-F
WZXL-F (AOR)	26/ 5.5	9.1	9.3	4.9	2.8	----	33/702	544/19.3	18.1	18.9	C	WZXL-F
7. WAYV-F (AC/CHR)	25/ 5.3	5.4	4.7	8.1	8.1	----	27/529	485/17.2	15.1	17.5	C	WAYV-F
8. WMID (ST)	20/ 4.2	4.3	3.9	2.9	4.4	----	20/269	269/ 9.5	7.2	7.6		WMID
9. WCMC (ST)	18/ 3.8	2.6	3.2	---	---	----	18/179	179/ 6.3	5.3	6.0		WCMC
WRDR-F (ST/EZ)	17/ 3.6	5.2	5.1	7.8	7.2	----	27/386	273/ 9.7	11.1	9.8	B	WRDR-F
WMID-F (AOR/CL)	17/ 3.6	5.6	4.1	4.9	4.4	----	17/321	314/11.1	13.1	12.9	B	WMID-F
12. WMGM-F (AC)	13/ 2.7	3.5	2.0	4.6	4.1	----	13/310	303/10.7	10.5	12.1	B	WMGM-F
13. WKTU-F (O)	12/ 2.5	5.4	3.4	1.2	2.2	----	14/320	266/ 9.4	10.6	9.7	B	WKTU-F
14. WFNN-F (AC)	10/ 2.1	1.9	3.9	---	---	----	12/142	135/ 4.8	4.5	4.5		WFNN-F

12+ FM SHARE (METRO): 79.24% (313 of 595) (FAL 93: 83.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSS-F>>	1 WTTH-F	1 WTTH-F	1 WTTH-F	1 WTTH-F	1 WOND	1 WOND	1 WFPG-F>	1 WTTH-F<	1 WTTH-F>	1 WTTH-F>>
2 WAYV-F	2 WAYV-F	2 WFPG-F	2 WFPG-F	2 WFPG-F	2 WFPG-F	2 WFPG-F	2 WOND <	2 WFPG-F	2 WBSS-F	2
WBSS-F	WBSS-F	3 WZXL-F	3 WZXL-F<	3 WZXL-F<	3 WMID	3 WTTH-F	3 WAYV-F	3 WAYV-F	3 WAYV-F	3
WTTH-F	WZXL-F	4 WAYV-F<	4 WKOE-F	4 WKOE-F	4 WTTH-F	4 WCMC	4 WZXL-F<	4 WBSS-F	4 WZXL-F	4
WZXL-F	5 WFPG-F	5 WBSS-F	5	5	5 WCMC	5 WAYV-F	5 WKOE-F	WZXL-F	5	5
	6	WKOE-F	6	6	6	WKOE-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAYV-F	1 WAYV-F	1 WTTH-F	1 WTTH-F	1 WTTH-F<	1 WBSS-F	1 WZXL-F	1 WZXL-F	1 WZXL-F	1 WZXL-F
2 WTTH-F	WTTH-F>	2 WFPG-F	2 WFPG-F	2 WFPG-F>	2	2 WTTH-F	2 WTTH-F	2 WTTH-F	2 WTTH-F
WBSS-F	3 WBSS-F	WZXL-F	3 WAYV-F>	3 WKOE-F	3	3 WBSS-F	3	3 WBSS-F	3 WFPG-F
4	WFPG-F	4	4 WKOE-F	4 WAYV-F	4	4 WKOE-F	4	4 WFPG-F	4 WKOE-F
5	5	5	5 WBSS-F	5	5	5 WMID-F	5	5 WKOE-F	5 WMID-F
						WMMR-F		WMID-F	

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WCZT-F	94.3	AVALON	0.8/3.5/ 4/ 98	NONE OF AS FEBRUARY 1995			
WDOX-F	93.1	WILWOOD CREST	1.5/4.8/ 7/ 143				
WFPG	1450	ATLANTIC CITY	1.1/6.1/ 5/ 173				
WJNN-F	106.7	NORTH CAPE MAY	0.4/2.0/ 2/ 56				
WDSO-F	94.7	DOVER, DE	0.4/1.2/ 12/ 216				

ATLANTIC CITY - CAPE MAY

RADIO STATIONS

WCBC	,	1230,	1 KW	,	Standards		SMN, \$15.00	(D & R)	Ragan Henry	(WILDWOOD)
WMID	,	1340,	1 KW	,	Standards	TALKNT, NBC,	\$16.00	(Banner)		
WOND	,	1400,	1 KW	,	Talk	ABC, CNN,	\$14.00	(Mc-Guild)		(PLEASANTVILLE)
WAYV-F,		95.1,	50 KW @ 331	,	AC/CHR		\$38.00	(Katz)	Osborn	
WBSS-F,		97.3,	50 KW @ 466	,	CHR		\$24.00	(D & R)		(MILLVILLE)
WFNN-F,		98.7,	3 KW @ 292	,	AC	SMN,	\$17.00	(---)	Scott	(VILLAS)
WFPG-F,		96.9,	50 KW @ 358	,	Soft AC		\$70.00	(Eastman)	H & D	
WKOE-F,		106.3,	3 KW @ 308	,	Country	SMN,	\$18.00	(Eastman)		(OCEAN CITY)
WKTU-F,		98.3,	3 KW @ 100	,	Oldies		\$16.00	(Christal)	Atlantic Morris	(OCEAN CITY)
WMGM-F,		103.7,	50 KW @ 348	,	AC		\$18.00	(Mc-Guild)		
WMID-F,		99.3,	3.4 KW @ 289	,	Classic AOR		\$23.00	(Banner)		(PLEASANT.)
WRDR-F,		104.9,	10 KW @ 508	,	Standards	AP,	\$19.00	(---)		(EGG HARBOR)
WTTH-F,		96.1,	2.3 KW @ 371	,	Black	SMN,	\$15.00	(---)		(MARGATE)
WZXL-F,		100.7,	38 KW @ 331	,	AOR		\$30.00	(D & R)	Ragan Henry	(WILDWOOD)

Other ranked stations -- see Philadelphia

Miscellaneous: WBNJ-F (Cape May) sold for \$490,000. . .

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

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

AUGUSTA

Arbitron Rank/Pop (12+): 112/357,100

Stations: 24/22
Diaries: 855/418:1/49.1%
Sample Target: 810
% Below Line: 2.2
% Not Listed: 12.1

1994 Revenue: \$10,300,000
HH Inc.: \$31,185
Retail \$: 3.8 Bil
Pop per Station: 16,232
#1 Biller: WBBO-AF \$2,500,000

MSA Rank/Pop: 104/457,000
DMA # 110
Average Person Ratings: 16.6
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WKXC-F (C)	78/13.1	15.3	14.2	12.5	13.5	----	103/1146	871/24.4	25.1	25.8	D	WKXC-F
2. WBBO-AF (AC/CHR)	74/12.5	11.1	15.2	17.2	18.3	----	96/1273	937/26.2	26.1	33.0	D	WBBO-AF
3. WFXA-F (B)	46/ 7.7	11.8	17.5	18.1	18.5	----	52/855	722/20.2	21.9	28.3	C	WFXA-F
4. WGAC (N/T)	35/ 5.9	5.9	6.7	5.2	5.5	----	39/507	440/12.3	12.5	15.2	B	WGAC
5. WAKB-F (B)	34/ 5.7	2.8	---	0.9	0.6	----	39/488	371/10.4	5.6	2.0	A	WAKB-F
6. WRXR-F (AOR)	33/ 5.6	4.6	4.0	6.1	5.0	----	37/601	454/12.7	11.4	10.9	B	WRXR-F
7. WAEJ-FF (B)	33/ 5.5	3.5	---	---	---	----	41/560	416/11.6	10.0	---	A	WAEJ-FF
8. WSLT-F (SAC)	31/ 5.2	3.0	6.0	4.2	3.9	----	31/504	441/12.3	11.2	11.8	A	WSLT-F
9. WKZK (G)	27/ 4.5	2.0	2.3	2.9	4.6	----	27/198	191/ 5.3	4.1	4.1	A	WKZK
WZNY-F (AC)	27/ 4.5	5.4	4.6	6.3	7.8	----	34/674	497/13.9	15.1	16.1	C	WZNY-F
11. WKBG-F (C)	19/ 3.2	1.5	---	---	---	----	25/328	262/ 7.3	4.0	---	A	WKBG-F
12. WEKL-F (C)	14/ 2.4	4.4	3.2	3.4	3.0	----	16/345	314/ 8.8	12.2	12.4	A	WEKL-F
13. WCHZ-F (AOR-NR)	13/ 2.2	2.0	1.1	1.8	---	----	13/252	244/ 6.8	5.9	3.5	A	WCHZ-F
14. WTHB (G/B)	10/ 1.7	4.8	4.4	2.5	0.6	----	11/119	113/ 3.2	4.9	5.8	A	WTHB
15. WGOR-F (O)	9/ 1.5	3.0	3.3	2.7	1.5	----	11/307	271/ 7.2	8.0	9.9	A	WGOR-F

12+ FM SHARE (METRO): 83.72% (437 of 522) (FAL 93: 82.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEJ-FF	1 WBBO-AF<	1 WBBO-AF	1 WBBO-AF	1 WBBO-AF	1 WKXC-F<	1 WKXC-F	1 WBBO-AF	1 WKXC-F	1 WKXC-F<	1 WZNY-F
WFXA-F	2 WFXA-F<	2 WKXC-F	2 WKXC-F	2 WKXC-F	2 WBBO-AF>	2 WBBO-AF>	2 WKXC-F>	2 WBBO-AF>	2 WFXA-F<	2 WKXC-F
3 WKXC-F	3 WKXC-F	3 WFXA-F	3 WAKB-F<	3 WAKB-F	3 WGAC	3 WGAC <	3 WFXA-F	3 WBBO-AF	3 WBBO-AF	3 WBBO-F
4	WAEJ-FF	4 WRXR-F<	4 WFXA-F	4 WFXA-F	4 WAKB-F	4 WFXA-F	4 WSLT-F	4 WGAC <	4 WAKB-F	4 WAKB-F
5	WRXR-F	5 WAKB-F	5 WRXR-F	5 WRXR-F	WKZK	5 WAKB-F	5 WFXA-F	5 WAEJ-FF	5 WAEJ-FF	5 WFXA-F
					WSLT-F			WRXR-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 WFXA-F	1 WFXA-F<	1 WAEJ-FF	1 WBBO-AF	1 WBBO-AF	1 WKXC-F	1 WRXR-F	1 WBBO-AF	1 WRXR-F	1 WBBO-AF
2 WAEJ-FF	2 WBBO-AF	WBBO-AF	2 WKXC-F<	2 WKXC-F>	WRXR-F	2 WKXC-F<	2 WRXR-F	2 WBBO-AF	2 WKXC-F<
WBBO-AF	WAEJ-FF	3 WFXA-F	3 WFXA-F	3 WFXA-F	3 WAEJ-FF	3 WBBO-AF	3 WAEJ-FF	WKXC-F>	3 WRXR-F<
4	4 WKXC-F	WKXC-F	4 WAEJ-FF	4 WAKB-F	WFXA-F	4 WFXA-F	WFXA-F	4 WAKB-F	4 WAKB-F
5	5	5	WAKB-F	WSLT-F	5	WAEJ-FF	WKXC-F	WFXA-F	5 WFXA-F
			WSLT-F						WGAC

OTHER RATED STATIONS	METRO SHARE	CUME RTG/AOH	ISA CUME	TSA CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WAJY-F	102.7	NEW ELLENTON, SC	1.3/4.3/	9/ 163	WRXR-F, WKBG-F (Multimarket)	8.8%	9.5%	7.0%
WGUS	1380	N. AUGUSTA, SC	0.5/1.3/	3/ 47				
WKIM	1230	AUGUSTA	1.2/3.2/	7/ 115				
WKSX-F	92.7	JOHNSTON, SC	0.3/1.7/	2/ 79	WBBO A/F, WZNY-F (Local)	17.0%	17.6%	35.0%
WTHO-F	101.7	THOMSON	1.0/2.5/	10/ 156				
WCOS-F	97.5	COLUMBIA, SC	1.3/2.3/	12/ 193	WKXC-F, WSLT-F (Buck)	18.3%	16.1%	23.8%
WDM-F	101.3	SUMTER	0.8/1.4/	15/ 136	WTHB, WAKB-F, WFXA-F (Davis)	15.1%	16.5%	16.8%
						59.2%	59.7%	82.6%

AUGUSTA

RADIO STATIONS

WGAC	,	580,	5 KW/1 KW (DA-N)	,	News/Talk	CBS, \$18.00	(D & R)	Beasley	
WKZK	,	1600,	500 W (DAYS)	,	Gospel	AURN, \$12.00	(Dora)		
WTHB	,	1550,	5 KW/11 W	,	Gospel/Black	ABC, \$10.00	(Katz)	Davis	
WAEJ-F,		100.9,	6 KW @ 328	,	Black		\$ NA (- - -)	Jones	(WAYNESBORO)
WBBQ-F,		104.3,	100 KW @ 1000	,	CHR/AC	ABC, \$71.00	(Eastman)		
WCHZ-F,		95.1,	6 KW @ 328	,	AOR-NR		\$13.00 (- - -)		(HARLEM)
WFXA-F,		103.1,	3 KW @ 298	,	Black	ABC CBS, \$30.00	(Katz)	Davis	
WGOR-F,		93.9,	13 KW @ 456	,	Oldies	UNISTR CNN, \$12.00	(D & R)	Beasley	(MARTINEZ)
WKXC-F,		99.5,	23 KW @ 728	,	Country	MBS, \$43.00	(Mc-Guild)	GHB	(AIKEN, SC)
WRXR-F,		96.3,	15 KW @ 899	,	AOR	ABC, \$22.00	(Christal)	Multimarket	(AIKEN, SC)
WSLT-F,		98.3,	2.8 KW @ 485	,	Soft AC		\$15.00 (Mc-Guild)	GHB	(CLEARWATER, SC)
WTHO-F,		101.7,	3 KW @ 298	,	Country	NBC, \$10.00	(Regional)		(THOMSON)
WXFG-F,		102.3,	1.5 KW @ 666	,	Country	ABC, \$18.00	(Katz)		
WZNY-F,		105.7,	100 KW @ 1168	,	AC	UNISTR AP, \$41.00	(Katz)	WBBO owner (D)	

AUSTIN

Arbitron Rank/Pop (12+): 54/785,100
MSA Rank/Pop: 60/948,000
DMA # 69
Average Person Ratings: 15.1
Market TSL: 20.00 hours

Stations: 29/22
Diaries: 1499/524:1/50.3%
Sample Target: 1550
% Below Line: 3.7
% Not Listed: 18.9

1994 Revenue: \$32,400,000
HH Inc.: \$34,564
Retail \$: 8.6 Bil
Pop per Station: 35,686
#1 Biller: KASE-F \$7,500,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KASE-F (C)	162/13.7	14.6	15.9	12.8	15.5	14.3	184/2303	1963/25.0	27.0	28.6	H	KASE-F
2. KKMJ-F (SAC)	94/ 7.9	6.5	6.3	6.5	6.4	6.8	96/1480	1391/17.7	16.2	14.8	F	KKMJ-F
3. KHFI-F (CHR)	92/ 7.8	9.4	10.1	11.0	9.1	9.6	98/1874	1682/21.4	23.9	24.1	E	KHFI-F
4. KVET-F (C)	83/ 7.0	6.0	6.1	6.6	7.2	6.4	90/1493	1309/16.7	14.8	17.7	D	KVET-F
5. KLBJ (N/T)	77/ 6.5	5.5	7.5	7.8	6.8	6.8	86/1497	1310/16.7	16.1	17.7	E	KLBJ
6. KLBJ-F (AOR)	67/ 5.7	6.2	5.9	5.6	6.2	5.9	70/1463	1392/17.7	16.5	15.7	E	KLBJ-F
7. KPEZ-F (CL AOR)	58/ 4.9	4.6	4.6	4.2	4.5	4.6	62/1230	1151/14.7	13.4	13.2	D	KPEZ-F
8. KGSR-F (AOR-P)	43/ 3.6	4.0	3.7	3.5	3.5	3.7	43/773	773/ 9.8	9.1	8.6	D	KGSR-F
9. KUTZ-F (AOR)	42/ 3.5	3.4	2.8	3.7	2.5	3.4	51/921	685/ 8.7	9.4	7.1	C	KUTZ-F
10. KEYI-F (AC)	32/ 2.7	3.9	3.2	3.6	3.7	3.4	34/916	830/10.6	11.8	12.8	C	KEYI-F
11. KPTY-F (AC/CHR)	29/ 2.4	3.5	3.5	2.6	4.1	3.0	31/675	604/ 7.7	11.1	11.6		KPTY-F
12. KHHT-F (O-70's)	25/ 2.1	1.9	2.3	1.8	2.0	2.0	60/1091	724/ 9.2	8.8	8.6		KHHT-F
13. KNNC-F (AOR-NR)	24/ 2.0	2.0	1.7	1.7	2.1	1.9	28/793	686/ 8.7	7.9	7.5		KNNC-F
14. KVET (C)	21/ 1.8	2.0	1.7	1.9	1.5	1.9	24/596	521/ 6.6	5.3	5.0		KVET
15. KIXL (REL)	16/ 1.4	0.9	1.0	1.0	1.1	1.1	17/235	216/ 2.8	3.3	3.2		KIXL

12+ FM SHARE (METRO): 81.56% (783 of 960) (FAL 93: 81.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHFI-F>>	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KHFI-F<	1 KKMJ-F
2 KASE-F>	2 KHFI-F	2 KKMJ-F	2 KKMJ-F>	2 KKMJ-F>	2 KKMJ-F<	2 KVET-F	2 KKMJ-F<	2 KHFI-F<	2 KASE-F>	KVET-F
3	3 KLBJ-F	3 KHFI-F<	3 KPEZ-F	3 KVET-F	3 KLBJ	3 KKMJ-F<	3 KLBJ	3 KKMJ-F	3 KUTZ-F	KASE-F>
4	4 KKMJ-F<	4 KLBJ-F	4 KVET-F	4 KPEZ-F	KVET-F>	4 KHFI-F	4 KVET-F	4 KLBJ-F	4 KLBJ-F	4 KUTZ-F
5	5 KUTZ-F	5 KVET-F<	5 KLBJ-F	5 KLBJ	5	5 KLBJ-F	5 KHFI-F	5 KLBJ <	5 KKMJ-F	5 KHFI-F
6	6 KPEZ-F	6 KPEZ-F	6 KLBJ	6 KLBJ-F	6	6 KLBJ	KLBJ-F	6 KPEZ-F<	6	6 KHHT-F
7	7	7	KHFI-F	7 KHFI-F	7	7	7	7 KVET-F	7	7
8	8	8	8	8 KGSR-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 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F>	1 KASE-F	1 KLBJ-F	1 KLBJ-F>	1 KLBJ-F	1 KASE-F<	1 KASE-F
KHFI-F	2 KHFI-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F>	2 KASE-F	2 KUTZ-F	2 KPEZ-F	2 KLBJ-F	2 KPEZ-F
3 KKMJ-F	3 KKMJ-F>>	3 KHFI-F	3 KHFI-F	3 KVET-F	3 KHFI-F	KASE-F	KUTZ-F	3 KPEZ-F	3 KLBJ <
4 KLBJ-F	4	4 KGSR-F	4 KVET-F>	4 KHFI-F	4 KUTZ-F	4 KHFI-F	4 KLBJ	4 KLBJ	4 KLBJ-F
5	5	5	5	5 KGSR-F<	5	5 KPEZ-F	5 KASE-F	5 KUTZ-F<	5 KVET-F<
6	6	6	6	6 KEYI-F	6	6 KLBJ	6 KHFI-F	6 KHFI-F	6 KKMJ-F
7	7	7	7	7 KPEZ-F	7	7	7	7 KKMJ-F	7
								KVET-F	

OTHER RATED STATIONS	METRO CUME	TSA	SHARE/RTG/AOH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
KELG 1440	ELGIN	0.4/1.7/	5/ 133	KLBJ A/F, KHHT-F (Local)	14.3%	14.9%	23.4%
KFON 1490	AUSTIN	0.3/1.4/	4/ 109				
KIYY-F 92.1	HUTTO	0.3/1.5/	4/ 120				
KJCE 1370	ROLLINGWOOD	1.0/2.7/	12/ 214	KPEZ-F, KHFI-F (Clear Channel)	12.7%	11.8%	17.1%
KKLB-F 92.5	ELGIN	0.7/2.3/	8/ 190				
KTAE 1260	TAYLOR	0.9/1.4/	11/ 120	KJCE, KPTY-F, KKMJ-F (Amaturo)	11.3%	14.6%	14.6%
KIXZ 1560	WEST LAKE HILLS	0.6/1.3/	7/ 115				
SEE SAN ANTONIO FOR MORE ABOUT THE FOLLOWING:							
KWB A/F 91.7/ 1.8	KISA	0.3/ 1.2		KASE-F, KVET A/F (Local)	22.5%	22.5%	28.6%
KBAH 91.5/ 1.8	KXIN-F	0.8/ 1.6					
KJMP-F 91.7/ 0.9	WDAI	0.9/ 3.8		KIXZ-F, KELG, KKLB-F (Local)	1.7%	1.3%	< 2.0%
					62.5%	65.1%	85.7%

AUSTIN

RADIO STATIONS

KELG	,	1440,	500 W	,	Hispanic	,	\$ 15.00	(Caballero)	
KIXL	,	970,	1 KW (DA-1)	,	Religion	,	\$ 16.00	(Republic)	Signature
KLBJ	,	590,	5 KW/1 KW (DA-N)	,	News/Talk	CBS, MBS,	\$ 60.00	(Eastman)	
KVET	,	1300,	5 KW/1 KW (DA-2)	,	Country	ABC,	\$ NA	(Katz)	
KASE-F	,	100.7,	100 KW @ 1191	,	Country	,	\$145.00	(Katz)	
KEYI-F	,	103.5,	100 KW @ 1256	,	AC	,	\$ 39.00	(Christal)	
KPTY-F	,	94.7,	97 KW @ 1256	,	CHR/AC	UNISTR,	\$ 33.00	(MMR)	Amaturo (LULING)
KGSR-F	,	107.1,	46 KW @ 518	,	AOR-PROG	,	\$ 42.00	(Mc-Guild)	Beasley (BASTROP)
KHFI-F	,	96.7,	100 KW @ 686	,	CHR	,	\$ 54.00	(Christal)	Clear Channel (GEORGETOWN)
KHHT-F	,	93.3,	93 KW @ 1948	,	Oldies - 70's	UNISTR,	\$ 30.00	(Eastman)	KLBJ duop (KILLEEN)
KKLB-F	,	92.5,	1.6 KW @ 449	,	Hispanic	,	\$ 27.00	(Caballero)	(ELGIN)
KKMJ-F	,	95.5,	100 KW @ 1000	,	Soft AC	,	\$ 75.00	(MMR)	Amaturo
KLBJ-F	,	93.7,	100 KW @ 1050	,	AOR	,	\$ 68.00	(Eastman)	
KNNC-F	,	107.7,	8 KW @ 538	,	AOR - New Rock	,	\$ 25.00	(K&P)	(GEORGETOWN)
KPEZ-F	,	102.3,	20 KW @ 686	,	Classic AOR	,	\$ 44.00	(Christal)	Clear Channel
KUTZ-F	,	98.9,	19 KW @ 1814	,	AOR	ABC, SMN,	\$ 28.00	(Torbet)	Shamrock (Lynett) (LAMPASAS)
KVET-F	,	98.1,	100 KW @ 686	,	Country	ABC,	\$ 55.00	(Katz)	Spur

Miscellaneous: KHHT-F changes from Country to Oldies - 70's. . . KTXQ (West Lake) sold to KELG, KCLB-F owner for \$342,000. . .
 KVET-F sold by Spur Austin to KASE owner (D) for \$5,030,000. . . KFGI-F changes to KPTY-F and format from
 Oldies to AC/CHR (Nov). . .

BAKERSFIELD

Arbitron Rank/Pop (12+): 88/412,500

Stations: 28/23
Diaries: 1060/389:1/45.3%
Sample Target: 1080
% Below Line: 5.4%
% Not Listed: 14.7%

1994 Revenue: \$14,200,000
HH Inc.: \$32,490
Retail \$: 4.1 Bil
Pop per Station: 17,935
#1 Biller: KUZZ-F \$3,000,000

MSA Rank/Pop: 87/620,000
DMA # 121
Average Person Ratings: 16.1
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KUZZ-F (C)	111/16.7	16.0	13.5	15.3	17.2	15.4	119/1333	1212/29.4	27.4	30.9	E	KUZZ-F
2. KKXX-F (CHR)	58/ 8.7	7.4	10.4	7.2	9.2	8.4	58/887	879/21.3	24.9	22.1	C	KKXX-F
3. KERN (N/T)	54/ 8.1	7.0	8.4	8.4	6.3	8.0	54/604	604/14.6	14.5	12.5	C	KERN
4. KRAB-F (AOR)	52/ 7.8	8.2	7.5	5.2	6.2	7.2	53/744	725/17.6	17.6	14.2	C	KRAB-F
5. KIWI-F (SP)	30/ 4.5	6.2	5.3	6.0	5.5	5.5	30/313	301/ 7.3	9.0	8.5	C	KIWI-F
6. KSUV-F (SP)	29/ 4.4	3.2	3.6	3.2	3.3	3.6	31/331	294/ 7.1	7.5	4.3	B	KSUV-F
7. KGFM-F (SAC)	27/ 4.1	5.1	6.6	4.6	5.2	5.1	30/480	424/10.3	14.7	12.2	B	KGFM-F
8. KERN-F (O)	26/ 3.9	5.7	4.3	3.8	4.9	4.4	27/486	472/11.4	14.1	12.8	B	KERN-F
9. KLLY-F (AC)	22/ 3.3	4.7	3.7	4.9	4.1	4.2	24/403	389/ 9.4	10.2	11.3	B	KLLY-F
10. KWAC (SP)	21/ 3.2	1.4	2.2	2.8	1.7	2.4	21/206	199/ 4.8	4.5	4.1	B	KWAC
11. KBOS-F (CHR)	16/ 2.4	0.9	1.6	1.5	2.5	1.6	67/961	242/ 5.9	3.5	5.2		KBOS-F
KCWR (C)	16/ 2.4	2.8	1.2	2.6	1.6	2.3	16/237	224/ 5.4	4.1	4.8	A	KCWR
13. KTIE-F (C)	14/ 2.1	1.6	1.4	1.2	0.9	1.6	15/309	289/ 7.0	7.0	5.1	A	KTIE-F
14.												
15.												

12+ FM SHARE (METRO): 75.31% (427 of 567) (FAL 93: 81.24%)

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 KUZZ-F>
2 KUZZ-F	2 KKXX-F<	2 KRAB-F	2 KRAB-F	2 KRAB-F	2 KERN >	2 KRAB-F	2 KERN >>	2 KKXX-F>	2 KUZZ-F	2 KKXX-F
3 KRAB-F	3 KRAB-F>>	3 KKXX-F>	3 KKXX-F	3 KERN	3 KERN-F	3 KERN	3 KKXX-F	3 KRAB-F	3 KRAB-F>	3 KHIS-F
4	4 KIWI-F	4 KSUV-F	4 KERN	4 KKXX-F	4 KGFM-F	4 KKXX-F	4 KRAB-F	KIWI-F<	4 KGFM-F	KRAB-F
5	5 KSUV-F	KERN	5 KGFM-F	5 KERN-F	KWAC	5 KWAC	5 KIWI-F<	5 KERN	KSUV-F	5 KWAC
6	6	6	6 KIWI-F	6 KGFM-F	6	6	6 KERN-F	6	6	6 KGFM-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 KKXX-F	1 KUZZ-F>	1 KUZZ-F	1 KUZZ-F>>	1 KUZZ-F>>	1 KRAB-F	1 KRAB-F	1 KRAB-F	1 KUZZ-F<	1 KUZZ-F>
2 KSUV-F	2 KKXX-F>	2 KKXX-F	2 KKXX-F>	2 KGFM-F	2 KKXX-F	2 KKXX-F	2 KKXX-F	2 KRAB-F>	2 KRAB-F
KUZZ-F	3 KIWI-F	3 KLLY-F	3 KGFM-F	3 KIWI-F	3 KUZZ-F	3 KUZZ-F>	3 KUZZ-F	3 KKXX-F	3 KERN >
4	4 KLLY-F	4	KIWI-F	KKXX-F	4	4 KERN	4 KERN	4 KERN >	4 KERN-F
5	KRAB-F	5	5 KRAB-F	KLLY-F	5	5	5	5	5 KKXX-F
6	KSUV-F	6	KSUV-F	6	6	6	6	6	6

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
KAFY 970 BAKERSFIELD	0.8/2.7/ 5/ 110	KCWR, KTIE-F, KUZZ-F (Buck Owens)	21.2%	22.7%	24.6%
KBID 1350 BAKERSFIELD	1.7/2.7/ 11/ 110				
KCHJ 1010 DELANO	0.6/2.1/ 9/ 164				
KCNO-F 102.5 KERNVILLE	1.1/1.6/ 7/ 82	KRAB-F, KKXX-F (Mondosphere)	16.5%	14.3%	21.1%
KERI 1180 WASCO	0.5/2.5/ 3/ 134				
KGEO 1230 BAKERSFIELD	0.6/2.8/ 4/ 125				
KHIS-F 96.5 BAKERSFIELD	1.2/4.4/ 8/ 194	KSUV A/F, KZBA-F (Z-Spanish)	4.4%	3.9%	4.3%
KKBB-F 99.3 BAKERSFIELD	0.9/4.0/ 6/ 167				
KMYX 1310 TAFT	0.5/1.0/ 3/ 42				
KNZR 1560 BAKERSFIELD	1.1/5.0/ 9/ 226	KNZR, KLLY-F, KKBB-F (Buckley)	5.3%	5.7%	12.1%
KBIG-F 104.3 LOS ANGELES	0.8/1.7/ 7/ 94				
KFI 640 LOS ANGELES	1.1/3.9/ 12/ 251				
KJUG-F 106.7 IULARE	0.5/0.7/ 57/ 605	KWAC, KIWI-F, KCHJ (Local)	8.3%	8.9%	13.4%
KMJ 580 FRESHO	0.8/1.7/ 41/ 422		55.7%	55.5%	75.5%

BAKERSFIELD

RADIO STATIONS

KCWR	,	550,	5 KW (DA-2)	,	Country				
KERN	,	1410,	1 KW	,	News/Talk	TALKNT, ABC,	\$ NA	(Katz)	Buck Owens
KNZR	,	1560,	10 KW (DA-2)	,	News	CBS, CNN,	\$ NA	(Christal)	American General
KWAC	,	1490,	1 KW	,	Hispanic			(D & R)	Buckley
								(Lotus)	
KKBB-F	,	99.3,	6 KW @ 144	,	AOR	SMN,	\$ NA	(---)	Buckley
KERN-F	,	94.1,	4.5 KW @ 1309	,	Oldies			(Christal)	American General
KGFM-F	,	101.5,	4.8 KW @ 1279	,	Soft AC/EZ	UNISTR,	\$ NA	(Christal)	
KIWI-F	,	92.1,	6 KW @ 164	,	Hispanic			(---)	
KZBA-F	,	97.7,	3 KW @ 298	,	Hispanic			(Eastman)	Z-Spanish (SHAFTER)
KKXX-F	,	105.3,	35 KW @ 581	,	CHR			(D & R)	KRAB duop (DELANO)
KLLY-F	,	95.3,	13 KW @ 462	,	AC	AP,	\$ NA	(D & R)	Buckley (OIL DALE)
KRAB-F	,	106.3,	4 KW @ 374	,	AOR			(Banner)	(GREENACRE)
KUZZ-F	,	107.9,	5.8 KW @ 1358	,	Country			(Katz)	Buck Owens
KSUV-F	,	102.9,	21 KW @ 364	,	Hispanic			(Caballero)	Z-Spanish
Miscellaneous:									

Miscellaneous: KSUV A/F, KZBR-F (97.7) sold by Caballero to Z-Spanish (D) for \$1,700,000 (E). . . K000-F changes to KKBB-F (Dec). . .

BALTIMORE

Arbitron Rank/Pop (12+): 18/2,049,500
 MSA Rank/Pop: 17/2,500,000
 DMA # 23
 Average Person Ratings: 18.3
 Market TSL: 24.00 hours

Stations: 38/21
 Diaries: 2640/ 776:1/53.8%
 Sample Target: 2500
 % Below Line: 17.5
 % Not Listed: 11.3

1994 Revenue: \$70,100,000
 HH Inc.: \$37,655
 Retail \$: 20.6 Bil
 Pop per Station: 97,595
 #1 Biller: WBAL \$12,100,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WPOC-F (C)	410/10.9	8.3	7.5	7.7	9.9	8.6	436/4597	4061/19.8	17.3	18.4	H	WPOC-F
2. WBAL (N/T)	278/ 7.4	8.0	8.8	8.5	8.6	8.2	290/4108	3847/18.8	21.5	19.8	I	WBAL
3. WOSR-F (O)	236/ 6.3	5.3	5.9	6.4	5.7	6.0	251/3521	3327/16.2	14.3	14.6	H	WOSR-F
4. WERQ-F (B/CHR)	225/ 6.0	4.8	6.0	5.4	4.5	5.6	233/3152	2934/14.3	14.0	14.0	E	WERQ-F
5. WWMX-F (AC)	215/ 5.7	6.2	5.3	6.7	4.8	6.0	234/3399	3157/15.4	15.6	14.1	H	WWMX-F
6. WXYV-F (B)	211/ 5.6	4.8	6.7	6.1	5.8	5.8	213/2931	2801/13.7	15.4	16.0	G	WXYV-F
7. WLIF-F (SAC)	201/ 5.4	4.4	5.2	6.9	4.2	5.5	212/3034	2798/13.7	12.1	12.5	H	WLIF-F
8. WHFS-F (AOR-P)	144/ 3.8	4.3	3.9	3.3	3.2	3.8	154/2628	2412/11.8	12.7	10.8		WHFS-F
9. WOCT-F (O-70's)	140/ 3.7	3.8	3.6	3.5	3.0	3.7	144/2476	2297/11.2	11.6	10.7	D	WOCT-F
10. WIYY-F (AOR)	138/ 3.7	6.2	4.4	5.2	5.5	4.9	163/3236	2731/13.3	14.4	16.1	G	WIYY-F
11. WWIN-F (B)	123/ 3.3	3.5	2.9	3.6	3.7	3.3	123/1649	1643/ 8.0	7.0	8.0	D	WWIN-F
12. WCBM (T)	113/ 3.0	2.9	3.1	3.0	4.4	3.0	116/1537	1431/ 7.0	6.3	8.5	D	WCBM
13. WCAO (G)	101/ 2.7	2.7	3.0	2.2	2.5	2.7	102/907	873/ 4.3	5.3	5.1	C	WCAO
14. WJFK (T)	77/ 2.1	1.9	2.0	1.5	1.0	1.9	86/1287	1212/ 5.9	4.9	3.6		WJFK
15. WPGC-F (U/CHR)	66/ 1.8	2.0	2.2	1.8	1.7	2.0	73/1617	1478/ 7.2	8.2	7.4		WPGC-F
16. WGRX-F (AOR)	51/ 1.4	2.0	1.9	2.7	2.6	2.0	68/1975	1607/ 7.8	7.2	9.8	C	WGRX-F
17. WRQX-F (AC/CHR)	50/ 1.3	1.4	1.0	1.4	1.3	1.3	62/1108	947/ 4.6	4.6	3.8		WRQX-F
18. WRBS-F (REL)	47/ 1.3	2.1	1.5	1.3	1.5	1.6	47/780	740/ 3.6	3.7	3.9		WRBS-F
19. WWIN (G)	45/ 1.2	1.0	1.1	0.6	1.1	1.0	45/574	574/ 2.8	3.0	3.4		WWIN
20.												

12+ FM SHARE (METRO): 77.06% (2566 of 3330) (FAL 93: 74.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERQ-F>>	1 WPOC-F	1 WPOC-F>	1 WPOC-F>	1 WPOC-F>	1 WPOC-F<	1 WPOC-F	1 WPOC-F>	1 WPOC-F>	1 WERQ-F	1 WBAL <
2 WXYV-F>	2 WXYV-F<	2 WWMX-F<	2 WOSR-F<	2 WOSR-F	2 WBAL	2 WBAL >	2 WBAL	2 WOSR-F	2 WBAL <	2 WPOC-F
3	3 WERQ-F<	3 WOSR-F	3 WWMX-F	3 WWMX-F	3 WOSR-F	3 WOSR-F>	3 WLIF-F	3 WERQ-F<	3 WXYV-F<	3 WERQ-F
4	4 WHFS-F	4 WXYV-F<	4 WXYV-F	4 WXYV-F<	4 WLIF-F>	4 WWMX-F	4 WWMX-F<	4 WWMX-F	4 WPOC-F>	4 WXYV-F
5	5 WWMX-F	5 WERQ-F	5 WERQ-F<	5 WBAL	5 WWMX-F	5 WXYV-F<	5 WOSR-F>	5 WXYV-F	5 WWIN-F	5 WWIN-F
6	6 WIYY-F	6 WIYY-F	6 WBAL	6 WLIF-F<	6 WCBM	6 WLIF-F<	6 WXYV-F	6 WLIF-F	6 WWMX-F	6 WOSR-F
7	7	7 WOCT-F	7 WOCT-F	7 WERQ-F	7	7 WERQ-F	7 WOCT-F<	7 WBAL	7	7 WCBM
8	8	8 WBAL	8	8	8	8	8 WERQ-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 WWMX-F	1 WWMX-F<	1 WPOC-F	1 WPOC-F<	1 WPOC-F	1 WHFS-F	1 WPOC-F<	1 WPOC-F	1 WPOC-F>	1 WPOC-F>
2 WXYV-F	2 WPOC-F	2 WWMX-F	2 WWMX-F>	2 WWMX-F<	2 WERQ-F	2 WHFS-F	2 WXYV-F	2 WHFS-F<	2 WOSR-F
3 WERQ-F	3 WERQ-F<	3 WERQ-F	3 WOSR-F	3 WOSR-F>	3 WIYY-F	3 WIYY-F	3 WIYY-F	3 WIYY-F<	3 WBAL
4 WPOC-F	4 WXYV-F>	4 WXYV-F	4 WXYV-F<	4 WLIF-F	4 WPOC-F	4 WXYV-F	4 WHFS-F	4 WOSR-F<	4 WIYY-F
5 WHFS-F	5 WHFS-F	5 WLIF-F	5 WERQ-F	5 WERQ-F	5 WXYV-F	5 WERQ-F	5 WERQ-F	5 WXYV-F	5 WXYV-F
6 WIYY-F	6	6 WWIN-F	6 WLIF-F<	6 WWIN-F<	6 WOSR-F	6	6 WJFK	6 WERQ-F	6 WOCT-F
7	7	7 WHFS-F	7 WWIN-F	7 WXYV-F	7 WJFK	7	7 WOCT-F	7 WBAL	7 WWMX-F
8	8	8 WROX-F	8	8	8 WHUR-F	8	8	8	8
9	9	9	9	9	9 WOCT-F	9	9	9	9

BALTIMORE

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME		DUOPOLY REPORT	12+	25-54	REVENUE
WBGR	860	BALTIMORE	0.6/2.1/ 22/ 430	WMMX-F, WOCT-F (Capitol)	9.4%	11.0%	16.8%
WITH	1230	BALTIMORE	0.6/2.6/ 24/ 543				
WOLB	1010	BALTIMORE	0.5/0.9/ 20/ 182				
WRNR-F	103.1	GRASONVILLE	0.5/1.5/ 21/ 339	WWIN A/F, WOLB, WERO-F	11.0%	10.7%	8.6%
WWLG	1360	BALTIMORE	0.9/1.5/ 35/ 310	(Radio One)	20.4%	21.7%	25.4%
WXY-F	103.7	HAVRE DE GRACE	0.5/1.9/ 46/ 682				

SEE WASHINGTON FOR MORE ABOUT THE FOLLOWING:

WARW-F	0.4/1.6	WHUR-F	1.6/4.7	WTOP	0.7/4.4
WASH-F	0.7/2.1	WJFK-F	0.4/1.5	WWDC-F	1.0/5.5
WBIG-F	0.7/2.7	WKYS-F	0.4/2.0	WWMD-F	0.4/1.1
WFRE-F	0.4/1.5	WMAL	0.6/2.0		
WGAY-F	0.4/1.7	WMZO-F	0.8/2.6		

RADIO STATIONS

AM STATIONS

WBAL, 1090,	50 KW (DA-N)	, News/Talk	CBS, \$ 160.00 (D&R)	Hearst
WBGR, 860,	2.5 KW/100 W (DA-1),	Gospel	AURN, \$ 30.00 (Roslin)	Mortenson
WCAO, 600,	5 KW (DA-1)	, Gospel	NBC, \$ 41.00 (Mc-Guild)	Granum
WCBM, 680,	10 KW/5 KW (DA-2)	, Talk	ABC, NBC, \$ 47.00 (Katz)	
WITH, 1230,	1 KW	, Standards	MBS, \$ 35.00 (Roslin)	Guardian
WWIN, 1400,	1 KW	, Gospel	, \$ 28.00 (Torbet)	Radio One

FM STATIONS

WERO, 92.3,	37 KW @ 571,	Black/CHR	AP, \$ 87.00 (MMR)	Radio One
WGRX, 100.7,	16 KW @ 859,	AOR	ABC, \$ 48.00 (MMR)	Shamrock-Lynett (WESTMINSTER)
WYYY, 97.9,	14 KW @ 951,	AOR	ABC, \$ 136.00 (D&R)	Hearst
WLIF, 101.9,	14 KW @ 961,	Soft AC	, \$ 150.00 (Eastman)	Infinity
WPOC, 93.1,	16 KW @ 859,	Country	ABC, \$ 165.00 (Mc-Guild)	Nationwide
WQSR, 105.7,	50 KW @ 492,	Oldies	, \$ 170.00 (Christal)	Amer. Radio Systems
WRBS, 95.1,	50 KW @ 500,	Religion	, \$ 25.00 (---)	
WSSF, 104.3,	50 KW @ 420,	Oldies - 70's	, \$ 80.00 (Banner)	Capitol
WWIN, 95.9,	3 KW @ 298,	Black	UNISTR, \$ 70.00 (Torbet)	Radio One
WMMX, 106.5,	7.4 KW @ 1217,	AC	, \$ 170.00 (Katz)	Capitol
WXYV, 102.7,	50 KW @ 400,	Black	, \$ 142.00 (Mc-Guild)	Granum

OTHER RANKED STATIONS -- See Washington

Miscellaneous: WSSF-F changes from Soft AC to Oldies-70's (October, after book).

BATON ROUGE

Arbitron Rank/Pop (12+): 81/446,600
 MSA Rank/Pop: 91/558,000
 DMA # 94
 Average Person Ratings: 15.6
 Market TSL: 20.50 hours

Stations: 21/15
 Diaries: 1133/394:1/52.3%
 Sample Target: 1070
 % Below Line: 8.5
 % Not Listed: 15.7

1994 Revenue: \$17,500,000
 HH Inc.: \$35,076
 Retail \$: 4.9 Bil
 Pop per Station: 29,773
 #1 Biller: WYNK-AF \$3,600,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KQXL-F (B)	102/14.7	11.7	11.6	11.8	11.6	21.7	125/1306	970/21.7	20.5	21.8	D	KQXL-F
2. WYNK-F (C)	94/13.5	14.7	16.7	14.2	15.9	14.8	209/2949	1304/29.2	30.8	30.3	E	WYNK-F
3. WXOK (B)	73/10.5	10.1	8.4	8.6	11.4	9.4	85/913	748/16.7	14.5	18.2	C	WXOK
4. KRVE-F (AC)	47/ 6.8	6.9	8.4	5.5	4.3	6.9	52/807	735/16.5	20.1	13.6	C	KRVE-F
5. WJBO (N/T)	40/ 5.7	5.4	4.3	7.3	5.7	5.7	45/795	719/16.1	12.1	15.3	C	WJBO
6. WKJN-F (C)	37/ 5.3	4.4	3.7	6.1	6.0	4.9	69/1288	783/17.5	15.9	17.8	D	WKJN-F
7. WFMF-F (CHR)	36/ 5.2	5.5	5.5	6.2	4.6	5.6	68/1485	809/18.1	18.9	18.6	C	WFMF-F
8. WQUE-F (B)	26/ 3.7	3.6	2.5	2.8	4.5	3.2	54/882	444/ 9.9	7.1	9.5	C	WQUE-F
9. WYCT-F (C)	22/ 3.2	3.6	3.3	2.5	2.3	3.2	43/691	509/11.4	9.7	8.4	B	WYCT-F
10. WOCC-F (REL)	20/ 2.9	2.0	1.2	1.8	1.7	2.0	24/421	342/ 9.7	5.5	3.5	A	WOCC-F
11. WTGE-F (AOR)	19/ 2.7	5.4	4.4	5.9	4.7	4.6	62/1303	489/10.9	15.3	14.1	C	WTGE-F
12. WGGZ-F (O)	17/ 2.4	3.1	4.3	3.5	3.9	3.3	36/847	436/ 9.8	13.3	11.9	C	WGGZ-F
13. WCKW-F (AOR)	16/ 2.3	3.5	3.6	3.5	2.7	3.2	62/1104	395/ 8.8	13.2	11.0	C	WCKW-F
14.												
15.												

12+ FM SHARE (METRO): 76.66% (450 of 587) (FAL 93: 74.63%)

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

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WIBR	1300	BATON ROUGE	0.4/3.0/ 5/ 168	WXOK, KQXL-F, WYCT-F (Citywide)	28.4%	27.1%	25.7%
WLUX	1550	BATON ROUGE	1.1/1.9/ 8/ 83				
WNDC	910	BATON ROUGE	1.0/3.0/ 8/ 161				
WYNK	1380	BATON ROUGE	0.4/1.7/ 3/ 103				
KHOM-F	104.1	HOUMA	1.0/6.2/ 33/ 860				
KLDY-F	99.9	LAFAYETTE	0.6/2.3/ 61/ 965				
KXKC-F	99.1	NEW IBERIA	0.4/2.5/119/1370				
WWL	870	NEW ORLEANS	0.4/3.5/ 35/ 595				

BATON ROUGE

RADIO STATIONS

WIBR	,	1300,	5 KW/1 KW (DA-2)	,	Talk		SEN,	\$16.00	(Eastman)	
WJBO	,	1150,	5 KW (DA-1)	,	Talk/News	CBS, TALKNT,	\$44.00	(Christal)	Jenne	
WNDC	,	910,	1 KW (DA-1)	,	Gospel		\$15.00	(---)		
WXOK	,	1460,	5 KW/1 KW (DA-3)	,	Black	AURN,	\$21.00	(Banner)	Citywide	
KQXL-F,		106.5,	50 KW @ 298	,	Black	AURN, ABC,	\$36.00	(Banner)	Citywide (NEW ROADS)	
KRVE-F,		96.1,	43 KW @ 449	,	AC		\$30.00	(K & P)	(BRUSLY)	
WFMF-F,		102.5,	100 KW @ 1260	,	CHR	UNISTR,	\$50.00	(Christal)	Jenne	
WGGZ-F,		98.1,	100 KW @ 1499	,	Oldies	UNISTR,	\$37.00	(Katz)		
WKJN-F,		103.3,	100 KW @ 1004	,	Country	MBS,	\$57.00	(Eastman)		(HAMMOND)
WQCK-F,		92.7,	32 KW @ 604	,	Religion		\$16.00	(---)		(CLINTON)
WTGE-F,		100.7,	100 KW @ 1499	,	AOR	ABC,	\$30.00	(Eastman)		
WYCT-F,		94.1,	100 KW @ 981	,	Country		\$18.00	(Banner)	Citywide (KENTWOOD)	
WYNK-F,		101.5,	100 KW @ 1499	,	Country	ABC,	\$90.00	(Torbet)	Narragansett	

Other Ranked Stations - See New Orleans

Miscellaneous: WLUX sold by Swaggert for \$450,000. . .

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

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

BINGHAMTON

Arbitron Rank/Pop (12+): 155/220,200
MSA Rank/Pop: 167/264,000
DMA # 150
Average Person Ratings: 15.3
Market TSL: 20.50 hours

Stations: 13/10
Diaries: 762/289:1/57.7%
Sample Target: 770
% Below Line: 1.8
% Not Listed: 18.0

1994 Revenue: \$7,700,000
HH Inc.: \$32,392
Retail \$: 2.1 Bil
Pop per Station: 22,020
#1 Biller: WHWK-F \$2,000,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WHWK-F (C)	66/19.5	20.2	23.1	20.3	18.9	----	142/1372	642/29.2	30.3	30.8	D	WHWK-F
2. WMBF (FS/T)	46/13.6	11.1	11.1	9.3	12.3	----	51/500	457/20.8	23.8	21.6	B	WMBF
3. WMXW-F (SAC)	34/10.1	8.8	8.9	11.5	8.9	----	40/555	461/20.9	24.0	20.1	C	WMXW-F
4. WAAL-F (CHR)	33/ 9.8	10.5	12.2	15.5	13.7	----	74/1161	631/28.7	29.7	34.3	C	WAAL-F
5. WMRV-F (AC)	25/ 7.4	8.2	7.2	6.1	6.3	----	35/624	491/22.3	20.7	19.0	B	WMRV-F
6. WKGB-F (AOR)	22/ 6.5	7.7	8.1	10.4	11.1	----	33/494	362/16.4	17.9	19.9	B	WKGB-F
7. WINR (ST)	20/ 5.9	3.4	6.4	4.3	5.1	----	20/218	218/ 9.9	9.1	11.2	A	WINR
8. WGRG-F (CHR)	16/ 4.7	5.7	5.3	2.1	2.0	----	16/388	369/16.8	15.9	12.9	A	WGRG-F
9.												
10.												

12+ FM SHARE (METRO): 72.92% (202 of 277) (FAL 93: 79.48%)

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WENE	1430	ENDICOTT	1.8/6.9/	6/ 163	WENE, WMRV-F, WMXW-F (Enterprise)	19.3%	26.3%	26.3%
WKOP	1360	BINGHAMTON	0.9/3.5/	5/ 146				
WGGY-F	101.3	SCRANTON	0.6/1.5/	18/ 248				
WPCX-F	106.9	AUBURN	0.6/1.9/	10/ 144				
WYXL-F	97.3	ITHACA	0.6/1.5/	5/ 142				

RADIO STATIONS

WINR	680,	1 KW/500 W (DA-2)	Standards	CBS, \$14.00 (Roslin)				
WMBF	1290,	5 KW (DA-N)	News/Talk	NBC, \$23.00 (Katz)	Wicks			
WAAL-F	99.1,	7 KW @ 1089	CHR	ABC, \$39.00 (Eastman)	Regional			
WGRG-F	101.7,	1 KW @ 558	CHR	\$14.00 (Eastman)		(OWEGO)		
WHWK-F	98.1,	10 KW @ 961	Country	\$46.00 (Katz)	Wicks			
WKGB-F	92.5,	1.3 KW @ 708	AOR	Source, \$23.00 (D & R)		(SUSQUEHANNA)		
WMRV-F	105.7,	35 KW @ 571	AC	UNISTR, \$22.00 (Banner)	Enterprise	(ENDICOTT)		
WMXW-F	103.3,	0.6 KW @ 1014	Soft AC	UNISTR, \$34.00 (Banner)	Enterprise	(VESTAL)		

Miscellaneous: WMRV-AM changes to WENE (Aug). . . WMBF, WHWK-F sold by Amer. Radio Syst. to Wicks for \$4,800,000 (Americom). . .

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/785,400

Stations: 23/19
Diaries: 1581/497:1/51.3%
Sample Target: 1395
% Below Line: 4.9
% Not Listed: 13.0

1994 Revenue: \$29,900,000
HH Inc.: \$31,869
Retail \$: 7.7 Bil
Pop per Station: 41,337
#1 Biller: WZZK-AF \$7,500,000

MSA Rank/Pop: 66/877,000
DMA # 50
Average Person Ratings: 15.9
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WZZK-AF (C)	190/15.2	18.6	18.4	18.7	18.6	17.7	265/3941	2574/32.8	32.6	33.9	H	WZZK-AF
2. WENN-F (B)	132/10.6	10.7	11.4	10.6	10.4	10.8	173/2043	1462/18.6	19.5	18.8	E	WENN-F
3. WERC (N/T)	105/ 8.4	7.6	8.0	7.1	7.4	7.8	109/1265	1162/14.8	13.7	15.7	D	WERC
4. WMJJ-F (AC)	92/ 7.4	7.9	8.0	9.8	8.1	8.3	125/1793	1242/15.8	18.2	19.0	E	WMJJ-F
5. WZRR-F (AOR/CL)	82/ 6.6	5.9	5.6	7.0	5.9	6.3	131/1934	1251/15.9	15.1	18.4	E	WZRR-F
6. WODL-F (O)	75/ 6.0	5.1	3.8	4.6	4.9	4.9	106/1362	994/12.7	11.2	12.5	C	WODL-F
7. WATV (B)	51/ 4.1	3.9	4.8	5.0	4.3	4.5	51/641	641/ 8.2	8.7	8.4	B	WATV
8. WTUG-F (B)	44/ 3.5	3.8	4.6	3.0	2.5	3.7	76/1009	654/ 8.3	9.8	7.0		WTUG-F
9. WDJC-F (REL)	43/ 3.5	2.5	2.9	2.8	2.9	2.9	55/968	727/ 9.3	8.8	8.5	C	WDJC-F
10. WMXQ-F (CHR)	42/ 3.4	4.4	5.2	4.6	5.7	4.4	68/1516	938/11.9	17.5	17.6	D	WMXQ-F
11. WAGG (G)	40/ 3.2	3.5	3.5	3.9	4.1	3.5	40/529	509/ 6.5	7.5	7.1	A	WAGG
12. WWRB-F (AOR)	39/ 3.1	2.1	3.4	1.8	1.8	2.6	41/667	560/ 7.1	5.9	5.8		WWRB-F
13. WOWC-F (C)	34/ 2.7	2.1	0.8	1.0	1.1	1.7	72/1461	830/10.6	3.7	6.6		WOWC-F
14. WAPI (ST)	33/ 2.7	2.7	2.5	2.5	2.3	2.7	34/637	600/ 7.6	6.2	6.0	B	WAPI
15. WJLD (B)	20/ 1.6	1.7	1.7	1.8	1.6	1.7	20/404	404/ 5.1	5.2	5.1		WJLD
16. WJOX (SPRTS)	19/ 1.5	1.0	2.1	1.2	1.7	1.5	28/753	561/ 7.1	6.7	7.8	B	WJOX
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 72.67% (787 of 1083) (FAL 93: 72.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WENN-F>>	1 WENN-F	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF<	1 WZZK-AF>	1 WENN-F>	1 WZZK-F
2 WZZK-AF>	2 WZZK-AF<	2 WENN-F	2 WENN-F	2 WENN-F<	2 WENN-F<	2 WENN-F<	2 WERC <	2 WENN-F	2 WZZK-AF>	2 WENN-F
3 WTUG-F	3 WZRR-F	3 WZRR-F	3 WMJJ-F	3 WMJJ-F	3 WMJJ-F	3 WERC	3 WMJJ-F	3 WERC	3 WERC	3 WERC >
4	4 WMJJ-F>	4 WMJJ-F	4 WZRR-F<	4 WODL-F	4 WODL-F	4 WMJJ-F	4 WODL-F<	4 WMJJ-F<	4 WZRR-F	4 WTUG-F
5	5 WTUG-F	5 WODL-F	5 WODL-F	5 WZRR-F	5 WZRR-F	5 WODL-F	5 WZRR-F<	5 WZRR-F	5	5
6	6 WWRB-F	6	6 WERC	6 WERC	6 WERC	WZRR-F	6 WENN-F	6 WODL-F	6	6
7	7	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 WZZK-AF	1 WENN-F	1 WENN-F	1 WZZK-AF	1 WZZK-AF	1 WZRR-F	1 WZRR-F>	1 WENN-F	1 WZZK-AF<	1 WZZK-AF>
2 WENN-F	2 WZZK-AF	2 WMJJ-F	2 WENN-F>	2 WENN-F<	2 WWRB-F	2 WENN-F<	WMJJ-F	2 WZRR-F>	2 WERC <
WTUG-F	3 WMJJ-F	3 WZZK-AF	3 WMJJ-F>	3 WMJJ-F>	WZZK-AF	3 WZZK-AF>	WZRR-F	3 WENN-F	3 WZRR-F
4 WMXQ-F	4 WTUG-F	4	4 WODL-F	4 WODL-F>	4 WENN-F	4 WMJJ-F<	4 WZZK-AF	4 WERC	4 WENN-F<
5 WZRR-F	5 WMXQ-F	5	5 WZRR-F	5 WATV <	5 WTUG-F	5 WWRB-F	5	5 WWRB-F	5 WODL-F
6	6 WZRR-F	6	6	6 WZRR-F	6	6	6	6 WODL-F<	6 WMJJ-F
7	7	7	7	7	7	7	7	7 WMJJ-F	7

OTHER RATED STATIONS	METRO SHARE/RTG/AOH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WAYE	1220 BIRMINGHAM	0.7/2.1/	9/ 162	WZZK A/F, WODL-F (NewCity)	21.2%	24.1%	31.1%
WJLD	760 MOODY	0.7/0.6/	9/ 50				
WYDE	850 BIRMINGHAM	0.6/2.0/	7/ 175	WJOX, WZRR-F, WAPI, WMXQ-F (Dick)	14.2%	13.9%	23.4%
WQEN-F	103.7 GADSDEN	0.6/2.7/	78/1250				
WQSB-F	105.1 ALBERTVILLE	0.4/1.7/	68/1022	WERC, WMJJ-F, WOWC-F (Local)	18.5%	20.0%	21.4%
WRSB-F	96.9 DECATUR	0.4/1.7/	26/ 366		53.9%	58.0%	75.9%

BIRMINGHAM

RADIO STATIONS

WAGG	,	1320,	5 KW/110 W	,	Gospel	AURN, \$ 26.00	(D&R)	
WAPI	,	1070,	50 KW/5 KW (DA-N),	,	Standards	NBC, \$ 24.00	(Christal)	Dick
WATV	,	900,	1 KW/165 W	,	Black	ABC, \$ 18.00	(Banner)	
WERC	,	960,	5 KW (DA-N)	,	News/Talk	ABC, MBS, \$ 44.00	(Mc-Guild)	Ameron
WJLD	,	1400,	1 KW	,	Black	MBS, SMN, \$ 19.00	(K & P)	
WJOX	,	690,	50 KW/500 W	,	Sports	SEN, \$ 20.00	(Eastman)	Dick
WZZK	,	610,	5 KW/1 KW(DA-N),		---	See WZZK-FM		
WXMQ-F,		94.5,	98 KW @ 1210	,	CHR	ABC, \$ 55.00	(Christal)	Dick
WDJC-F,		93.7,	99 KW @ 1007	,	Religion	, \$ 24.00	(---)	Crawford
WENN-F,		107.7,	100 KW @ 1036	,	Black	AURN, \$ 56.00	(D&R)	
WMJJ-F,		96.5,	100 KW @ 1027	,	AC	CBS, \$ 97.00	(Mc-Guild)	Ameron
WODL-F,		106.9,	99 KW @ 994	,	Oldies	ABC, \$ 70.00	(Katz)	NewCity
WOWC-F,		102.5,	83 KW @ 2096	,	Country	, \$ 30.00	(Mc-Guild)	Ameron
WWBR-F,		105.9,	1.4 KW @ 672	,	AOR	MBS, \$ 18.00	(---)	(JASPER)
WZRR-F,		99.5,	100 KW @ 869	,	AOR - Classic	SOURCE, \$100.00	(Eastman)	Dick
WZZK-F,		104.7,	99 KW @ 1299	,	Country	, \$157.00	(Katz)	NewCity
WTUG-F,		92.9,	100 KW @ 984	,	Black	AURN, \$ 25.00	(Eastman)	(TUSCALOOSA)

Miscellaneous: WOWC-F (Jasper) sold to Ameron for \$3,200,000. . .

BOISE

Arbitron Rank/Pop (12+): 134/277,700
 MSA Rank/Pop: 142/345,000
 DMA # 128
 Average Person Ratings: 14.9
 Market TSL: 20.50 hours

Stations: 17/16
 Diaries: 766/368:1/60.5%
 Sample Target: 690
 % Below Line: 0.7
 % Not Listed: 14.9

1994 Revenue: \$12,000,000
 HH Inc.: \$34,540
 Retail \$: 3.1 Bil
 Pop per Station: 17,356
 #1 Biller: KCIX-F \$2,400,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KOFC-F (C)	47/11.3	7.7	14.9	12.3	12.3	----	62/752	571/20.6	17.3	26.3	C	KOFC-F
2. KIZN-F (C)	39/ 9.4	7.0	8.0	4.6	6.0	----	52/772	540/19.4	20.6	18.8	B	KIZN-F
3. KZMG-F (CHR)	33/ 8.0	8.9	8.5	7.2	5.7	----	43/747	558/20.1	21.8	21.1	B	KZMG-F
4. KBOI (FS)	31/ 7.5	6.5	8.2	7.2	7.1	----	44/771	546/19.7	14.0	20.1	C	KBOI
KJOT-F (AOR)	31/ 7.5	9.7	7.1	10.8	8.7	----	50/601	434/15.6	18.0	18.8	C	KJOT-F
6. KIDO (N/T)	29/ 7.0	7.2	5.9	7.2	5.7	----	36/515	416/15.0	14.8	14.2	B	KIDO
7. KCIX-F (AC)	28/ 6.7	8.7	8.2	10.3	9.3	----	38/608	494/17.8	18.3	21.5	D	KCIX-F
8. KLTB-F (O)	22/ 5.3	6.8	6.2	7.4	7.9	----	28/499	397/14.3	15.9	15.7	C	KLTB-F
9. KXLT-F (SAC)	20/ 4.8	---	---	---	---	----	23/403	333/12.0	----	----	A	KXLT-F
10. KLCI-F (AOR/CL)	17/ 4.1	2.9	1.6	4.1	4.1	----	20/396	339/12.2	10.1	7.4	A	KLCI-F
11. KOXR-F (AOR)	15/ 3.6	2.4	4.1	---	0.8	----	15/283	259/ 9.3	6.6	10.5	A	KOXR-F
12. KFXD-F (AC)	11/ 2.7	2.4	2.1	3.6	4.9	----	14/334	258/ 9.3	9.2	9.3	A	KFXD-F
KGEM (ST)	11/ 2.7	3.1	3.4	3.1	5.4	----	22/269	200/ 7.2	6.2	8.7	A	KGEM
14. KFXD (T)	8/ 1.9	1.7	---	---	---	----	8/162	133/ 4.8	3.8	---	A	KFXD
15. KHEZ-F (SAC)	5/ 1.2	7.5	5.7	4.4	4.4	----	10/277	204/ 7.3	13.6	12.3	A	KHEZ-F

12+ FM SHARE (METRO): 77.62% (274 of 353) (FAL 93: 77.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZMG-F>>	1 KJOT-F	1 KJOT-F<	1 KJOT-F	1 KOFC-F	1 KOFC-F<	1 KOFC-F	1 KIZN-F<	1 KIZN-F	1 KZMG-F<	1 KOFC-F>
2 KIZN-F	2 KOFC-F<	2 KOFC-F	KOFC-F	2 KJOT-F	2 KIDO <	2 KBOI	2 KOFC-F>	2 KOFC-F<	2 KIZN-F<	2 KZMG-F
3 KOXR-F	3 KZMG-F	3 KCIX-F	3 KCIX-F	3 KCIX-F<	3 KBOI <	3 KIZN-F	3 KJOT-F	3 KJOT-F	3 KOFC-F	3 KLCI-F
4	4 KIZN-F	4 KIZN-F	4 KIZN-F	4 KIZN-F	4 KIZN-F	4 KZMG-F	4 KCIX-F	KZMG-F	4 KCIX-F	KCIX-F
5	5 KOXR-F	5 KLTB-F	5 KLTB-F	5 KBOI	5 KLTB-F	5 KIDO	KBOI <	5 KCIX-F	5 KOXR-F	5
6	KCIX-F	KZMG-F	6	6 KLTB-F	6	6	6 KIDO	6	6	6
7	7	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 KZMG-F	1 KZMG-F	1 KIZM-F	1 KCIX-F	1 KOFC-F	1 KJOT-F	1 KJOT-F>>	1 KJOT-F	1 KJOT-F>	1 KJOT-F
2 KCIX-F	KIZN-F	2 KOFC-F	2 KOFC-F	2 KCIX-F<	2 KIZN-F	2 KOFC-F	2 KOFC-F	2 KOFC-F	2 KOFC-F
3 KFXD-F	3 KOFC-F	3 KZMG-F	3 KIZN-F	3 KIZN-F	KOXR-F	3 KOXR-F	3 KZMG-F	3 KBOI	3 KBOI
KIZM-F	4 KCIX-F	4	4 KXLT-F	KXLT-F>	4	4 KZMG-F>	4	4 KLTB-F	4 KLTB-F
KLCI-F	5 KLCI-F	5	5 KZMG-F	5	5	5	5	5 KIZN-F	5 KCIX-F
KOFC-F	6	6	6	6	6	6	6	6	KIZN-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KBXL-F	94.1 CALDWELL	0.7/2.9/	4/ 98	KIZN-F, KZMG-F (Local)	17.4%	13.4%	13.8%
KJHY-F	101.9 EMMET	0.7/1.5/	3/ 43	KBOI, KLCI-F, KOFC-F (Pacific NW)	22.9%	26.5%	27.5%
				KIDO, KLTB-F, KHEZ-F (Sundance)	13.5%	13.0%	19.2%
					53.8%	52.9%	60.5%

ROISI

RADIO STATIONS

KBOI , 670, 50 KW (DA-N) , Full Service	MBS ABC, \$24.00 (Katz) Pacific NW
KGEM , 1140, 10 KW (DA-2) , Standards	UNISTR, \$13.00 (MMR)
KIDO , 630, 5 KW (DA-2) , News/Talk	NBC, \$19.00 (Christal) Sundance
KCIX-F, 105.9, 49 KW @ 2699 , AC	AP, \$47.00 (Mc-Guild)
KFXD-F, 94.9, 49 KW @ 2692 , AC	, \$18.00 (- -) (NAMPA)
KHEZ-F, 103.3, 54 KW @ 2588 , Soft AC	NBC, \$16.00 (Christal) Sundance (CALDWELL)
KIZN-F, 92.3, 44 KW @ 2499 , Country	, \$19.00 (Banner)
KJOT-F, 105.1, 53 KW @ 2588 , AOR	, \$33.00 (MMR)
KLCI-F, 96.9, 44 KW @ 2519 , AOR/Classic	SMN, \$15.00 (K & P) Pacific NW (NAMPA)
KLTB-F, 104.3, 52 KW @ 2578 , Oldies	, \$26.00 (Christal) Sundance
KQFC-F, 97.9, 47 KW @ 2499 , Country	, \$43.00 (Katz) Pacific NW
KQXR-F, 100.3, 100 KW @ 708 , AOR	, \$14.00 (S.R.) (PAYETTE)
KXLT-F, 107.9, 45 KW @ 2638 , Soft AC	, \$ NA (Mc-Guild) (EAGLE)
KZMG-F, 93.1, 50 KW @ 2361 , CHR	, \$22.00 (D & R) (NEW PLYMOUTH)

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

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

BOSTON

Arbitron Rank/Pop (12+): 10/3,206,100

MSA Rank/Pop: 7/3,780,000

DMA # 6

Average Person Ratings: 17.2

Market TSL: 22.75 hours

Stations: 38/33

Diaries: 3225/ 994:1/48.7%

Sample Target: 3135

% Below Line: 2.6

% Not Listed: 13.3

1994 Revenue: \$153,800,000

HH Inc.: \$46,402

Retail \$: 33.3 Bil

Pop per Station: 97,154

#1 Biller: WBCN-F \$18,000,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WBZ (N)	441/ 8.0	7.7	8.0	8.3	7.9	8.0	558/10145	7530/23.5	22.4	21.4	J	WBZ
2. WRKO (T)	412/ 7.5	4.5	5.8	4.7	5.7	5.6	491/5745	4651/14.5	14.3	14.2	I	WRKO
3. WXKS-F (CHR)	334/ 6.0	7.2	6.5	6.8	6.5	6.6	401/8532	6572/20.5	22.6	20.7	J	WXKS-F
4. WJMN-F (CHR)	306/ 5.5	5.9	5.8	4.7	5.3	5.4	413/7278	4904/15.3	16.5	16.8	G	WJMN-F
5. WBCN-F (AOR)	300/ 5.4	4.7	5.0	5.3	4.7	5.1	375/6615	5059/15.8	14.2	14.7	J	WBCN-F
6. WODS-F (O)	262/ 4.7	5.3	4.6	3.9	4.1	4.6	353/6579	4667/14.6	14.1	13.2	H	WODS-F
7. WBMX-F (AC)	252/ 4.6	4.4	4.7	4.1	4.3	4.5	312/5630	4259/13.3	14.2	14.9	I	WBMX-F
8. WMJX-F (AC)	234/ 4.2	4.9	5.3	4.5	6.6	4.8	258/5293	4503/14.0	15.4	16.0	I	WMJX-F
9. WZLX-F (CL AOR)	232/ 4.2	4.6	4.3	4.7	4.4	4.5	323/6030	4334/13.5	13.9	12.8	I	WZLX-F
10. WCRB-F (CL)	194/ 3.5	2.5	3.0	3.9	3.2	3.2	267/4655	3386/10.6	9.4	8.8	E	WCRB-F
11. WSSH-F (SAC)	190/ 3.4	2.9	3.5	3.7	4.1	3.4	233/4111	3266/10.2	9.8	10.6	G	WSSH-F
12. WEEI (SPRTS)	183/ 3.3	2.8	2.8	3.2	2.8	3.0	229/4307	3456/10.8	9.4	8.6	H	WEEI
13. WAAF-F (AOR)	159/ 2.9	2.4	2.5	2.1	1.3	2.5	325/5018	2673/ 8.3	7.3	5.7	F	WAAF-F
14. WBOS-F (AOR-P)	157/ 2.8	2.8	3.8	3.9	3.7	3.3	219/4266	3008/ 9.4	11.4	11.0	H	WBOS-F
15. WXKS (ST)	136/ 2.5	2.3	1.8	1.5	1.7	2.0	138/1615	1566/ 4.9	4.1	3.6	B	WXKS
WFNX-F (AOR-NR)	136/ 2.5	2.4	2.3	2.2	2.1	2.4	149/2744	2433/ 7.6	6.6	6.9	D	WFNX-F
17. WEGQ-F (O-70s)	119/ 2.2	1.2	1.1	1.6	1.1	1.5	177/3660	2625/ 8.2	5.0	5.8	C	WEGQ-F
18. WBCS-F (C)	99/ 1.8	1.9	1.5	1.7	2.6	1.7	198/3420	1842/ 5.7	5.1	5.8	E	WBCS-F
19. WCLB-F (C)	89/ 1.6	2.3	2.5	2.2	2.1	2.2	159/2967	1764/ 5.5	6.3	5.8	F	WCLB-F
20. WILD (B)	68/ 1.2	1.5	1.4	2.1	1.7	1.6	69/653	638/ 2.0	2.3	2.7	C	WILD

12+ FM SHARE (METRO): 69.36% (3321 of 4788) (FAL 93: 70.32%)

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

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

BOSTON

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WBET	1460	BROCKTON	0.4/0.8/ 21/ 280	WRKO, WEEI, WBMX-F, WEGQ-F (American Radio Systems)	17.6%	18.0%	22.6%
WBNW	590	BOSTON	0.7/3.1/ 40/1105				
WBOQ-F	104.9	GLOUCESTER	0.4/1.2/ 27/ 484				
WCAP	980	LOWELL	0.4/1.0/ 23/ 350	WBOS-F, WSSH-F (Granum)	6.2%	7.5%	8.8%
WCAV-F	97.7	BROCKTON	0.4/0.7/ 29/ 335				
WESX	1230	SALEM	0.5/1.3/ 27/ 416				
WEZE	1260	BOSTON	0.4/1.5/ 25/ 444	WBCN-F, WZLX-F (Infinity)	9.6%	13.2%	19.0%
WJDA	1300	QUINCY	0.6/1.3/ 34/ 418				
WJTB	740	CAMBRIDGE	0.3/1.0/ 19/ 326				
WLYT-F	92.5	HAVERHILL	0.6/2.6/ 48/1269	WMEX, WMJX-F, WBCS-F (Greater Media)	6.0%	6.7%	9.6%
WPLM-F	99.1	PLYMOUTH	0.7/2.3/ 54/1198				
WROL	950	BOSTON	0.4/1.8/ 26/ 676				
WSSH	1510	BOSTON	0.4/1.4/ 23/ 457	WXKS A/F, WJMN-F (Pyramid)	14.0%	9.8%	15.1%
WGIR-F	101.1	MANCHESTER, NH	0.4/1.4/102/1872		53.4%	55.2%	75.1%
WOKQ-F	97.5	DOVER	0.5/1.4/154/2128				
WXLO-F	104.5	FITCHBURG	0.6/2.6/142/2501				
WZID-F	95.7	MANCHESTER, NH	0.4/0.9/135/1697				
WHJY-F	94.1	PROVIDENCE	0.7/2.4/257/3513				

RADIO STATIONS

AM STATIONS

WBZ, 1030, 50 KW (DA-1)	, News	ABC, \$ 270.00 (Group W)	Westinghouse
WBNW, 590, 5 KW (DA-1)	, Business News	ABC, AP, \$ 130.00 (Katz)	
WEEI, 850, 50 KW (DA-2)	, Sports	TALKNT, CBS, \$ 110.00 (Eastman)	Amer. Radio Systems
WILD, 1090, 5 KW (DAYS)	, Black	AURN, ABC, \$ 50.00 (Roslin)	
WRKO, 680, 50 KW (DA-2)	, Talk	MBS, NBC, \$ 190.00 (Eastman)	Amer. Radio Systems
WXKS, 1430, 5 KW/1 KW (DA-N)	, Standards	UNISTR, \$ 55.00 (Katz)	Pyramid

FM STATIONS

WBCN, 104.1, 19 KW @ 741, AOR		, \$ 360.00 (Torbet)	Infinity
WBCS, 96.9, 13 KW @ 1010, Country		, \$ 130.00 (Mc-Guild)	Greater Media
WBMX, 98.5, 9 KW @ 1145, AC		UNISTR, \$ 240.00 (Eastman)	Amer. Radio Systems
WBOS, 92.9, 9 KW @ 1149, AOR-PROG.		, \$ 145.00 (MMR)	Granum
WEGO, 93.7, 50 KW @ 430, Oldies - 70's		ABC, \$ 54.00 (K & P)	Amer. Radio Systems
WCLB, 105.7, 9 KW @ 1144, Country		, \$ 125.00 (Banner)	Fairbanks
WCRB, 102.5, 15 KW @ 918, Classical		, \$ 100.00 (CMBS)	
WFNX, 101.7, 1.7 KW @ 440, AOR - New Rock		, \$ 50.00 (D & R)	
WJMN, 94.5, 12 KW @ 1053, CHR		, \$ 170.00 (D&R)	Pyramid
WMJX, 106.7, 25 KW @ 718, AC		, \$ 250.00 (Mc-Guild)	Greater Media
WOODS, 103.3, 16 KW @ 886, Oldies		CBS, \$ 200.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430, AC		UNISTR, \$ 45.00 (D&R)	(PLYMOUTH)
WSSH, 99.5, 32 KW @ 600, Soft AC		, \$ 190.00 (MMR)	Granum
WXKS, 107.9, 24 KW @ 722, CHR		, \$ 288.00 (Katz)	Pyramid
WZLX, 100.7, 20 KW @ 219, Classic AOR		, \$ 190.00 (D&R)	Infinity

WAAF -- See Worcester

Miscellaneous: WCGY-F changed from AOR to Oldies-70's (Oct). . . WEEI changed to WBRN and format from Sports to Business News (Sep). . . WHDH changes to WEEI and format from Talk to Sports (Sep). . . WSSH sold by Noble to Communicom for \$1,500,000 (Foreman). . .

BRIDGEPORT

Arbitron Rank/Pop (12+): 109/360,800

Stations: 29/3
Diaries: 989/365:1/51.9%
Sample Target: 990
% Below Line: 58.5
% Not Listed: 16.1

1994 Revenue: \$24,500,000 (Fairfield County)
HH Inc.: \$52,759
Retail \$: 8.7 Bil
Pop per Station: NM
#1 Biller: WEBE-F
WEZN-F \$5,400,000

MSA Rank/Pop: 69/814,000 (Fairfield County)
New York DMA
Average Person Ratings: 17.4
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WICC (FS)	80/12.8	13.9	14.4	13.4	12.9	----	80/1007	1007/27.9	29.5	30.8	D	WICC
2. WEZN-F (SAC)	72/11.5	11.9	13.3	11.6	12.6	----	72/1054	1054/29.2	30.4	29.2	G	WEZN-F
3. WEBE-F (AC)	56/ 8.9	9.9	10.9	7.9	8.3	----	56/816	816/22.6	23.7	22.3	G	WEBE-F
4. WKCI-F (CHR)	40/ 6.4	6.1	7.9	6.7	6.9	----	40/728	728/20.2	18.4	22.9		WKCI-F
5. WPLR-F (AOR)	39/ 6.2	6.5	5.9	6.4	8.2	----	39/542	542/15.0	15.7	19.0		WPLR-F
6. WFAN (SPRST)	35/ 5.6	5.0	4.4	5.8	5.5	----	35/510	510/14.1	15.2	16.5		WFAN
7. WCBS (N)	23/ 3.7	3.4	3.5	2.8	2.9	----	23/532	532/14.7	10.6	13.9		WCBS
8. WEFX-F (CL AOR)	18/ 2.9	1.7	1.7	2.7	2.0	----	18/244	244/ 6.8	6.8	7.3	C	WEFX-F
9. WQHT-F (CHR/U)	18/ 2.9	3.3	2.6	2.1	1.8	----	18/372	372/10.3	9.5	9.6		WQHT-F
10. WABC (T)	17/ 2.7	2.8	1.8	2.2	2.2	----	17/180	180/ 5.0	6.3	6.3		WABC

NOTE: THE BRIDGEPORT METRO AND TSA ARE THE SAME.

12+ FM SHARE (METRO): 66.73% (351 of 526) (FAL 93: 66.96%)

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 WEBE-F	1 WEBE-F	1 WEBE-F	1 WICC >	1 WICC >>	1 WEZN-F<	1 WEZN-F	1 WEZN-F>	1 WCBS
2 WQHT-F>>	2 WKCI-F<	2 WEZN-F<	2 WEZN-F	2 WEZN-F	2 WEZN-F>	2 WFAN <	2 WEBE-F	2 WEBE-F	2 WPLR-F	2 WICC
3 WRKS-F	3 WEBE-F<	3 WPLR-F	3 WPLR-F	3 WPLR-F	3 WEBE-F	3 WEZN-F	3 WICC >	3 WICC	3 WKCI-F<	3 WPLR-F
4	4 WEZN-F	4 WKCI-F	4 WFAN	4 WICC <	4 WFAN	4 WEBE-F	4 WPLR-F	4 WKCI-F	4 WQHT-F	4 WEZN-F
5	5	5	5 WICC	5 WFAN	5	5 WKCI-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 WKCI-F	1 WKCI-F	1 WEZN-F	1 WEBE-F<	1 WEZN-F<	1 WPLR-F	1 WPLR-F>	1 WPLR-F	1 WPLR-F>	1 WFAN <
2 WEBE-F	2 WEZN-F	2 WKCI-F	2 WEZN-F	2 WEBE-F>	2 WQHT-F	2 WEBE-F	2 WEBE-F	2 WFAN	2 WPLR-F<
3 WEZN-F	3 WEBE-F>>	3 WEBE-F	3 WKCI-F>	3 WICC >	3 WEZN-F	3 WEFX-F	3 WFAN	3 WFAN	3 WEBE-F>
4	4	4	4	4 WKCI-F	4 WRKI-F	4 WQHT-F	4	4 WEFX-F	4 WEFX-F
5	5	5	5	5 WPLR-F	5	5	5	5 WEZN-F	5 WEZN-F
6	6	6	6	6	6	6	6	6	6 WICC

OTHER RATED STATIONS	METRO CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
	SHARE/RTG/AQH/CUME						
WCUM 1450 BRIDGEPORT	1.1/2.5/ 7/ 91			NONE AS OF FEBRUARY 1995			
WDRC-F 102.9 HARTFORD	1.4/6.1/ 9/ 221						
WELI 960 NEW HAVEN	0.3/2.2/ 2/ 79						
WKHL-F 96.7 STAMFORD	1.6/6.2/ 10/ 224						
WKSS-F 95.7 HARTFORD	0.6/4.2/ 4/ 150						
WRKI-F 95.1 BROOKFIELD	2.2/6.8/ 14/ 244						
WWYZ-F 92.5 WATERBURY	1.9/5.1/ 12/ 184						

RADIO STATIONS

WFIF , 1500, 5 KW (DAYS, DA) , Religion	, \$ 12.00 (---)	(MILFORD)
WICC , 600, 1 KW/500 W (DA-2), Full Service	, \$ 49.00 (Banner)	Fairfield/ML
WEBE-F, 107.9, 50 KW @ 384 , AC	, \$102.00 (Banner)	Fairfield/ML (WESTPORT)
WEZN-F, 99.9, 28 KW @ 669 , Soft AC	, \$114.00 (Katz)	NewCity
WEFX-F, 95.9, 3 KW @ 298 , Classic AOR	, \$ 58.00 (Eastman)	(NORWALK)
WRKI-F, 95.1, 50 KW @ 469 , AOR	, \$ 53.00 (Eastman)	Gary Starr (BROOKFIELD)

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

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 40/995,600

Stations: 24/21
Diaries: 1854/537:1/56.0%
Sample Target: 1850
% Below Line: 3.6
% Not Listed: 10.8

1994 Revenue: \$35,300,000
HH Inc.: \$32,534
Retail \$: 9.2 Bil
Pop per Station: 47,410
#1 Biller: WBEN \$5,000,000

MSA Rank/Pop: 44/1,190,000

DMA # 41

Average Person Ratings: 17.1

Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WYRK-F (C)	189/11.1	9.2	11.5	11.0	9.7	10.7	219/2453	2047/20.6	21.5	17.3	F	WYRK-F
2. WBEN (FS)	169/ 9.9	8.9	7.6	9.7	9.9	9.0	176/3242	3046/30.6	18.2	23.5	G	WBEN
3. WJYE-F (SAC)	139/ 8.2	7.4	7.6	9.2	8.2	8.1	143/2033	1905/19.1	20.2	20.8	E	WJYE-F
4. WGR (N/T)	122/ 7.2	5.5	6.1	7.7	7.3	6.6	139/2448	2092/21.0	18.8	28.1	E	WGR
5. WHTT-F (O)	114/ 6.7	7.2	6.1	6.6	7.0	6.7	128/2355	2109/21.2	19.4	19.6	F	WHTT-F
6. WBLK-F (B)	106/ 6.2	6.6	7.0	5.1	7.1	6.2	110/1006	960/ 9.6	11.0	12.8	C	WBLK-F
7. WKSE-F (CHR)	104/ 6.1	8.0	7.9	5.9	6.5	7.0	120/2423	2158/21.7	22.4	21.5	D	WKSE-F
8. WECK (ST)	94/ 5.5	5.7	4.6	3.8	4.2	4.9	96/1084	1048/10.5	10.1	8.9	A	WECK
9. WGRF-F (AOR/CL)	88/ 5.2	6.5	7.3	4.7	5.8	5.9	124/2291	1773/17.8	19.5	16.9	E	WGRF-F
10. WUFX-F (AOR)	86/ 5.1	6.2	6.2	5.4	4.9	5.7	102/1806	1506/15.1	16.9	15.4	D	WUFX-F
11. WMJO-F (AC/CHR)	70/ 4.1	5.4	4.4	4.8	5.2	4.7	100/2309	1631/16.4	15.6	16.5	D	WMJO-F
12. WBUF-F (AC)	50/ 2.9	3.4	2.8	3.6	3.1	3.2	57/1462	1263/12.7	12.4	12.1	C	WBUF-F
13. CKEY-F (AOR)	34/ 2.0	0.4	0.3	0.5	---	0.8	34/754	712/ 7.2	0.8	---		CKEY-F
14. WWKB (T)	27/ 1.6	1.3	2.1	1.7	2.0	1.7	27/647	609/ 6.1	6.5	7.1	B	WWKB
14. WDCX-F (REL)	27/ 1.6	0.7	1.3	1.4	1.4	1.3	29/581	475/ 4.8	3.3	4.0		WDCX-F
16. WNUC-F (C)	20/ 1.2	1.3	1.8	1.7	1.8	1.5	46/1028	665/ 6.7	7.0	5.6	A	WNUC-F
17.												
18.												
19.												
20.	12+ FM SHARE (METRO):	69.17%	(1050 of 1518)	(FAL 93: 70.25%)								

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

OTHER RATED STATIONS	METRO CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
	SHARE/RTG/AOH/CUME						
WBND 1270	NIAGARA FALLS	0.4/1.5/	6/ 155	WHTT A/F, WBUF-F (Pyramid)	9.9%	13.6%	16.1%
WBNI 1120	BUFFALO	0.3/1.1/	5/ 114				
WJLT 1450	NIAGARA FALLS	0.5/1.4/	8/ 143				
WVBT 1340	LOCKPORT	0.5/1.2/	9/ 122	WBEN, WWKB, WMJO-F, WKSE-F (Keymarket)	21.7%	18.7%	31.2%
WVBT 1080	AMHERST	0.8/1.3/	13/ 129				
WVBT 1090	LANCASTER	0.6/2.8/	10/ 291	WECK, WJYE-F, WYRK-F (American Radio Systems)	24.8%	21.5%	24.1%
WVBT 1120	TORONTO	0.9/4.1/	17/ 448				
WVBT 1120	TORONTO	0.3/0.8/	6/ 122				
WVBT 1120	ST. CATHARINES, ONT	0.4/3.3/	7/ 333	WGR, WWWS, WGRF-F, WUFX-F	17.5%	20.6%	24.9%
					73.9%	74.4%	95.1%

BUFFALO-NIAGARA FALLS

RADIO STATIONS

AM STATIONS

WBEN,	930,	5 KW (DA-N)	, Full Service	CBS, \$ 60.00	(D&R)	Keymarket
WECK,	1230,	1 KW	, Standards	NBC, UNISTR, \$ 24.00	(Mc-Guild)	Amer. Radio Systems
WGR,	550,	5 KW (DA-N)	, News/Talk	ABC, \$ 70.00	(Katz)	
WWKB,	1520,	50 KW (DA-1)	, Talk	ABC, CNN, \$ 28.00	(Banner)	Keymarket

FM STATIONS

WBLK,	93.7,	50 KW @ 400,	Black	CBS, \$ 40.00	(D&R)	
WBUF,	92.9,	91 KW @ 581,	AC	, \$ 49.00	(Mc-Guild)	Pyramid
WDCX,	99.5,	110 KW @ 640,	Religion	, \$ 24.00	(---)	Crawford
WGRF,	96.9,	13 KW @ 889,	AOR - Classic	, \$ 66.00	(Katz)	WGR Owner (D)
WHTT,	104.1,	50 KW @ 390,	Oldies	, \$100.00	(MMR)	Pyramid
WJYE,	96.1,	50 KW @ 479,	Soft AC	UNISTR, \$ 75.00	(Mc-Guild)	Amer. Radio Systems
WKSE,	98.5,	46 KW @ 420,	CHR	ABC, \$ 54.00	(Banner)	Keymarket
WMJO,	102.5,	105 KW @ 1338,	AC/CHR	, \$ 60.00	(D&R)	Keymarket
WNUC,	107.7,	12 KW @ 800,	Country	UNISTR, \$ 25.00	(---)	(WETHERSFIELD)
WUFX,	103.3,	49 KW @ 341,	AOR	CBS, \$ 50.00	(Katz)	WGR Owner (D)
WYRK,	106.5,	50 KW @ 390,	Country	, \$ 90.00	(Christal)	Amer. Radio Systems

CANTON

Arbitron Rank/Pop (12+): 118/335,000

Stations: 31/9
Diaries: 827/405:1/57.9%
Sample Target: 810
% Below Line: 45.5
% Not Listed: 14.3

1994 Revenue: \$8,800,000
HH Inc.: \$30,382
Retail \$: 3.7 Bil
Pop per Station: 37,222
#1 Biller: WHBC \$2,000,000

MSA Rank/Pop: 122/403,000
Cleveland DMA
Average Person Ratings: 16.1
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WHBC (FS)	73/13.5	10.6	13.0	12.8	13.6	----	73/897	881/26.3	21.8	26.1	D	WHBC
2. WOXX-F (C)	57/10.6	14.2	15.4	11.2	13.3	----	93/1042	619/18.5	24.2	26.2		WOXX-F
3. WHBC-F (SAC/AC)	55/10.2	10.2	11.5	12.1	7.4	----	76/1020	756/22.6	23.3	24.9	C	WHBC-F
4. WZKL-F (O)	38/ 7.1	8.1	5.7	7.4	8.4	----	59/751	500/14.9	17.5	14.9	C	WZKL-F
5. WRQK-F (AOR)	29/ 5.4	4.7	6.9	7.2	5.4	----	48/918	591/17.6	14.5	18.2	C	WRQK-F
WONE-F (AOR)	29/ 5.4	6.3	4.1	4.7	6.6	----	55/751	414/12.4	13.0	13.4		WONE-F
7. WKDD-F (CHR)	23/ 4.3	2.7	2.9	3.3	5.0	----	26/398	330/ 9.9	10.3	8.7		WKDD-F
8. WQMX-F (C)	18/ 3.3	5.6	3.2	2.1	1.4	----	38/623	317/ 9.5	11.5	8.2		WQMX-F
9. WDOK-F (SAC)	15/ 2.8	1.4	1.4	0.7	0.5	----	22/440	283/ 8.4	6.7	6.0		WDOK-F
WNCX-F (CL AOR)	15/ 2.8	2.5	3.2	1.6	1.8	----	22/472	319/ 9.5	7.0	9.7		WNCX-F

12+ FM SHARE (METRO): 73.81% (341 of 462) (FAL 93: 76.27%)

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 WHBC-F	1 WHBC-F>	1 WHBC-F	1 WHBC >	1 WHBC >	1 WHBC-F<	1 WOXX-F	1 WOXX-F<	1 WOXX-F
2	WOXX-F	2 WOXX-F	2 WOXX-F	2 WOXX-F	2 WHBC-F	2 WHBC-F<	2 WHBC	2 WHBC-F	2 WHBC	2 WHBC-F
3	3 WKDD-F	3 WONE-F	3 WZKL-F	3 WZKL-F>	3 WOXX-F<	3 WOXX-F	3 WOXX-F	3 WHBC	3 WRQK-F>	3 WHBC
4	4 WRQK-F	4 WZKL-F	4 WONE-F	4 WHBC <	4 WZKL-F	4 WZKL-F	4 WZKL-F	4 WZKL-F<	4	4 WZKL-F
5	5 WHBC-F	5 WKDD-F	5 WHBC	5 WONE-F	5	5	5	5 WRQK-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 WKDD-F	1 WOXX-F<	1 WOXX-F	1 WHBC-F>	1 WHBC-F	1 WONE-F	1 WONE-F>	1 WONE-F	1 WONE-F	1 WZKL-F
2 WHBC-F	2 WKDD-F<	2 WHBC-F	2 WOXX-F	2 WOXX-F>	2 WRQK-F	2 WOXX-F	2 WNCX-F	2 WOXX-F>	2 WONE-F
3 WRQK-F	3 WHBC-F>	WKDD-F	3 WZKL-F	3 WZKL-F	WOXX-F	WRQK-F	WOXX-F	3 WRQK-F	WOXX-F
4	4	4	4 WKDD-F	4 WHBC	4	4 WNCX-F	4 WRQK-F	4 WZKL-F	4 WHBC-F
5	5	5	5	5	5	5 WKDD-F	WKDD-F	WNCX-F	5 WHBC
6	6	6	6	6	6	6	WOXX-F	6	WNCX-F

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AOH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WCEP 900 CANTON	1.3/3.3/ 10/ 163	NONE AS OF FEBRUARY 1995			
WOPN 1310 ALLIANCE	0.7/2.2/ 5/ 87				
WINW 1520 CANTON	0.7/1.1/ 4/ 38				
WTIG 990 MASSILLION	0.6/3.0/ 3/ 115				
WTGF F 98.1 CANTON	0.7/3.7/ 8/ 215				

SEE CLEVELAND, AKRON, YOUNGSTOWN FOR MORE ABOUT THE FOLLOWING:

WAPR 0.4/2.0	WKRP 1.9/6.3	WOAL-F 0.7/5.0
WENZ-F 0.6/3.3	WLTE-F 0.4/4.4	WOKT-F 1.1/3.9
WQAP-F 0.6/4.9	WMJI-F 1.3/6.7	WRMR 0.9/1.9
WQBF-F 0.7/3.5	WMS-F 1.5/7.1	WSDM 0.9/2.0
WBBN 0.4/1.6	WNIJ-F 2.4/5.4	WWE 0.6/3.8
		WZAK-F 2.0/5.0

RADIO STATIONS

WABC-F, 1490, 5.0 P.M. (AOR)	, Full Service	ABC, \$42.00 (Christal)
WABC-F, 1490, 5.0 P.M. (AOR)	, Soft AC	ABC, \$42.00 (Christal)
WABC-F, 1490, 5.0 P.M. (AOR)	, CHR/CHR	ABC, \$31.00 (Eastern)
WABC-F, 1490, 5.0 P.M. (AOR)	, Religious	USA, \$19.00 () Mortenson
WABC-F, 1490, 5.0 P.M. (AOR)	, News	, \$36.00 (S & P) (ALLIANCE)

Other stations in Cleveland, Akron, Youngstown

CHARLESTON, SC

Arbitron Rank/Pop (12+): 82/439,000

MSA Rank/Pop: 92/546,000

DMA # 104

Average Person Ratings: 16.8

Market TSL: 22.00 hours

Stations: 24/22
Diaries: 1101/399:1/56.1%
Sample Target: 1035
% Below Line: 1.1
% Not Listed: 13.7

1994 Revenue: \$13,400,000

HH Inc.: \$32,346

Retail \$: 4.4 Bil

Pop per Station: 19,954

#1 Biller: WEZL-F \$2,900,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WWWZ-F (B)	101/13.7	11.0	11.9	12.0	14.8	12.2	113/1224	953/21.7	21.4	20.8	C	WWWZ-F
2. WEZL-F (C)	72/ 9.8	7.5	10.1	11.5	8.1	9.7	76/985	835/19.0	22.6	20.9	D	WEZL-F
3. WAVF-F (AOR)	58/ 7.9	9.8	7.8	9.3	7.6	8.7	58/794	757/17.2	18.3	18.7	C	WAVF-F
4. WBUB-F (C)	50/ 6.8	5.9	7.9	6.8	5.5	6.9	89/1149	692/15.8	17.4	15.0	C	WBUB-F
5. WSSX-F (CHR/AC)	42/ 5.7	6.7	6.1	6.0	5.1	6.1	47/790	731/16.7	15.7	15.8	C	WSSX-F
6. WTMA (N/T)	36/ 4.9	7.6	5.2	6.0	4.8	5.9	36/553	541/12.3	12.5	12.7	C	WTMA
7. WMGL-F (B)	33/ 4.5	3.8	3.8	2.8	3.1	3.7	33/472	451/10.3	9.6	7.2	A	WMGL-F
8. WXLV-F (O)	30/ 4.1	5.2	4.7	4.6	3.5	4.7	39/600	525/12.0	14.6	12.8	B	WXLV-F
9. WYBB-F (CL AOR)	28/ 3.8	3.9	3.8	4.1	3.9	3.9	29/651	625/14.2	13.3	13.7	B	WYBB-F
10. WSUY-F (SAC)	26/ 3.5	4.3	3.0	3.0	3.9	3.5	26/429	429/ 9.8	9.3	10.1	B	WSUY-F
11. WSSP-F (ST)	24/ 3.3	2.3	2.7	1.7	2.3	2.5	27/299	274/ 6.2	5.3	6.1	A	WSSP-F
12. WXTC-F (AC)	19/ 2.6	4.3	4.2	4.2	6.0	3.8	22/546	472/10.8	11.9	12.2	C	WXTC-F
13. WQIZ (G)	18/ 2.4	1.2	2.4	2.1	2.2	2.0	18/163	119/ 2.7	2.7	2.6	A	WQIZ
14. WPAL (B)	16/ 2.2	3.2	2.7	2.1	5.5	2.6	16/287	287/ 6.5	7.4	9.4	A	WPAL
WZJY (G)	16/ 2.2	1.5	3.1	2.3	2.9	2.3	16/127	127/ 2.9	4.0	5.0	A	WZJY
16. WJUK-F (O-70's)	14/ 1.9	1.1	2.7	1.7	1.3	1.9	15/249	241/ 5.5	7.4	5.8	A	WJUK-F
WTUA-F (G)	14/ 1.9	1.1	1.3	1.7	1.5	1.5	19/174	102/ 2.3	2.3	2.1	A	WTUA-F
18. WNCK-F (EZ)	10/ 1.4	2.4	2.1	2.4	1.6	2.1	26/350	158/ 3.6	4.6	3.5	A	WNCK-F
19. WPAL-F (B)	9/ 1.2	1.1	0.7	---	---	---	19/405	119/ 2.7	3.3	---	A	WPAL-F

12+ FM SHARE (METRO): 84.72% (538 of 635) (FAL 93: 80.27%)

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 WWWZ-F	1 WWWZ-F	1 WWWZ-F<	1 WEZL-F>	1 WWWZ-F<	1 WTMA <	1 WWWZ-F>	1 WWWZ-F>>>1	WWWZ-F>
2	2 WAVF-F>>	2 WAVF-F	2 WEZL-F	2 WEZL-F>	2 WTMA <	2 WEZL-F>	2 WEZL-F	2 WAVF-F<	2 WBUB-F	2 WEZL-F
3	3 WEZL-F	3 WEZL-F	3 WAVF-F<	3 WAVF-F<	3 WBUB-F	3 WAVF-F	3 WWWZ-F<	3 WEZL-F	3 WAVF-F<	3 WBUB-F
4	WYBB-F<	4 WSSX-F	4 WSSX-F	4 WBUB-F<	WWWZ-F	4 WBUB-F	4 WAVF-F	4 WBUB-F>	4 WEZL-F	WYBB-F
5	5 WSSX-F	5 WBUB-F	5 WYBB-F<	5 WSSX-F	WXLV-F	5 WSSX-F<	5 WBUB-F	5	5 WMGL-F	5
6	6 WBUB-F	6 WYBB-F	6 WBUB-F	6 WXLV-F	6	6 WTMA	6 WSSX-F	6	6 WSSX-F	6
7	7	7	7	WYBB-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAVF-F	1 WWWZ-F>	1 WWWZ-F	1 WWWZ-F>	1 WWWZ-F>	1 WWWZ-F	1 WAVF-F	1 WAVF-F	1 WWWZ-F	1 WAVF-F
WWWZ-F	2 WAVF-F>	2 WEZL-F	2 WAVF-F	2 WEZL-F	2 WAVF-F	2 WWWZ-F>	2 WYBB-F	WAVF-F>	WEZL-F
3 WBUB-F	3 WEZL-F	WSUY-F	WEZL-F	3 WSSX-F	3 WBUB-F	3 WYBB-F	3 WEZL-F	3 WYBB-F	3 WYBB-F<
WMGL-F	4 WSSX-F	4 WAVF-F	WSSX-F	4 WSUY-F<	WSSX-F	4 WBUB-F	4 WBUB-F	WEZL-F<	4 WTMA
5	WSUY-F	WSSX-F	5 WMGL-F	5 WBUB-F	5 WEZL-F	WEZL-F	WSSX-F	5 WBUB-F	WWWZ-F
6	6 WMGL-F	WYBB-F	WSUY-F	6 WMGL-F	6	WSSX-F	6	6 WSSX-F	6 WBUB-F
7	7	7	7 WBUB-F	WXLV-F	7	7	7	WTMA	7

CHARLESTON, SC

OTHER RATED STATIONS			METRO CUME TSA TSA		DUOPOLY REPORT	12+	25-54	REVENUE
-----			SHARE/RTG/AQH/CUME		-----	-----	-----	-----
WQSC	1340	CHARLESTON	0.4/1.4/	3/ 60	WQIZ, WBUB-F, WJUK-F	11.1%	11.9%	12.7%
WTMZ	910	N. CHARLESTON	0.4/2.0/	3/ 89	(Local)			
WXTC	1390	CHARLESTON	0.7/3.1/	5/ 136	WTMA, WTMZ, WSUY-F, WSSX-F	14.5%	17.0%	25.8%
WHLZ-F	92.5	MANNING	0.7/2.8/	17/ 394	(Wicks)			
WDM-F	101.3	SUMTER	0.4/1.7/	55/ 644	WEZL-F, WXLY-F	13.9%	15.2%	28.7%
					(Apollo)			
					WSSP-F, WXTC A/F	6.6%	5.8%	9.0%
					(EBE)	-----	-----	-----
						46.1%	49.9%	76.2%

RADIO STATIONS

WPAL	, 730,	25 KW/100 W	, Black	ABC, AURN, \$18.00	(Roslin)		
WQIZ	, 810,	5 KW (DAYS)	, Gospel	AURN, \$14.00	(Eastman)		(ST. GEORGE)
WTMA	, 1250,	5 KW/1 KW	, News/Talk	NBC, ABC, \$27.00	(Katz)	Wicks	
WZJY	, 1480,	880 W/40 W	, Gospel	CNN, UNISTR, \$15.00	(---)		(MT PLEASANT)
WAVF-F	, 96.1,	100 KW @ 538	, AOR	, \$44.00	(Christal)		
WBUB-F	, 107.5,	100 KW @ 863	, Country	, \$39.00	(Mc-Guild)		(ST GEORGE)
WEZL-F	, 103.5,	100 KW @ 659	, Country	MBS, \$60.00	(Banner)	Apollo	
WJUK-F	, 104.5,	50 KW @ 656	, Oldies - 70's	, \$17.00	(---)		(MT. PLEASANT)
WMGL-F	, 101.7,	7 KW @ 423	, Black	ABC, \$19.00	(D & R)		(RAVENAL)
WNCK-F	, 99.7,	100 KW @ 1210	, EZ (?)	, \$15.00	(---)		(PORT ROYAL)
WSSX-F	, 95.1,	100 KW @ 1000	, CHR/AC	, \$26.00	(Katz)	Wicks	
WSUY-F	, 100.5,	18 KW @ 394	, Soft AC	UNISTR, \$23.00	(Katz)	Wicks	
WTUA-F	, 105.9,	3 KW @ 328	, Gospel	AURN, \$15.00	(---)		(ST.STEPHENS)
WSSP-F	, 94.3,	6 KW @ 298	, Standards	NBC, MBS, \$18.00	(Christal)	EBE	(GOOSE CREEK)
WWWZ-F	, 93.3,	50 KW @ 492	, Black	AURN, \$34.00	(D & R)	Dudley	(SUMMERVILLE)
WXLY-F	, 102.5,	100 KW @ 1000	, Oldies	SMN, UNISTR, \$23.00	(Banner)	Apollo	
WXTC-F	, 96.9,	100 KW @ 1768	, AC	, \$27.00	(Mc-Guild)	EBE	
WYBB-F	, 98.1,	50 KW @ 500	, Classic AOR	, \$21.00	(Eastman)	Martin	(FOLLY BCH)

Miscellaneous: WSSP-F (Goose Creek) sold by Jones Easton to EBE (D) for \$450,000. . . WOKE sold for \$100,000. . . WLOW-F changed to WNCK-F (Oct). . .

CHARLESTON, WV

Arbitron Rank/Pop (12+): 156/216,600
 MSA Rank/Pop: 169/257,000
 DMA #57 (w/Huntington)
 Average Person Ratings: 14.0
 Market TSL: 18.75 hours

Stations: 14/13
 Diaries: 700/309:1/51.8%
 Sample Target: 680
 % Below Line: 0.7
 % Not Listed: 12.8

1994 Revenue: \$8,900,000
 HH Inc.: \$29,753
 Retail \$: 2.2 Bil
 Pop per Station: 16,662
 #1 Biller: WOBE-AF \$3,100,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WOBE-F (C)	97/31.9	27.3	24.6	24.1	30.2	----	142/1815	988/45.6	43.7	43.1	D	WOBE-F
2. WVAF-F (AC)	36/11.8	11.0	8.0	9.1	10.5	----	40/709	529/24.4	24.8	22.9	C	WVAF-F
3. WCHS (FS)	29/ 9.5	9.2	6.5	7.9	10.2	----	37/566	419/19.3	18.1	17.4		WCHS
4. WWSR-F (CHR)	27/ 8.9	7.4	9.8	9.5	9.3	----	35/705	472/21.8	22.8	20.1		WWSR-F
5. WKLC-F (AOR)	20/ 6.6	5.5	7.1	9.1	7.4	----	47/785	347/16.0	16.0	16.9		WKLC-F
WKWS-F (C)	20/ 6.6	9.2	14.5	11.9	6.5	----	60/1002	466/21.5	20.7	27.4		WKWS-F
7. WCAW (ST)	10/ 3.3	2.5	0.9	0.3	0.3	----	11/168	134/ 6.2	6.3	4.3		WCAW
8. WOBE (T/SPRTS)	7/ 2.3	3.4	1.2	1.5	2.2	----	7/189	159/ 7.3	5.9	6.2		WOBE
9. WSCW (G)	5/ 1.6	---	1.5	0.6	1.2	----	5/71	71/ 3.3	---	3.0		WSCW
10. WBES-F (SAC)	4/ 1.3	4.9	5.0	4.9	3.7	----	9/182	151/ 7.0	10.5	11.4		WBES-F

12+ FM SHARE (METRO): 79.62% (211 of 265) (FAL 93: 87.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWSR-F>> 1 WOBE-F>> 1 WOBE-F>> 1 WOBE-F>> 1 WOBE-F>> 1 WOBE-F>> 1 WOBE-F>> 1 WOBE-F>> 1 WOBE-F>> 1 WOBE-F>> 1 WOBE-F>>	2 WOBE-F>> 2 WVAF-F< 2 WVAF-F> 2 WVAF-F>> 2 WVAF-F> 2 WCHS < 2 WVAF-F> 2 WVAF-F< 2 WVAF-F> 2 WWSR-F> 2	3 WKLC-F 3 WKLC-F< 3 WWSR-F 3 WCHS 3 WVAF-F> 3 WCHS > 3 WWSR-F< 3 WKLC-F 3	4 WWSR-F 4 WWSR-F 4 WCHS 4 WWSR-F 4	5 5 5 WKLC-F WKLC-F 5 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 WOBE-F 1 WOBE-F 1 WVAF-F 1 WOBE-F>> 1 WOBE-F>>	2 WWSR-F 2 WVAF-F 2 WOBC-F 2 WVAF-F> 2 WVAF-F>>	3 WKLC-F 3 WWSR-F 3 WWSR-F 3 WWSR-F 3 WWSR-F	4 WKWS-F 4 WKWS-F 4 WKWS-F 4 WKWS-F	5 5 5 5 5	1 WKLC-F 1 WOBE-F>> 1 WOBE-F 1 WOBE-F>> 1 WOBE-F>>	2 WKLC-F 2 WCHS 2 WVAF-F 2 WCHS <	3 WWSR-F 3 WWSR-F 3 WWSR-F 3 WWSR-F > 3 WVAF-F	4 4 4 4 4	5 5 5 5 5

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WCZR 1490 CHARLESTON	1.0/3.8/ 3/ 82	WWSR-F, WBES-F (Ardman)	11.2%	8.2%	NA
WJYP-F 100.9 S. CHARLESTON	0.7/5.9/ 7/ 172	WCAW, WCHS, WKWS-F, WVAF-F (West Virginia Radio)	31.2%	31.2%	NA
WKAZ-F 107.3 MIAMI	1.0/5.5/ 5/ 201		42.4%	39.4%	55% (Est)
WZZW-F 106.3 MILTON	0.7/3.1/ 9/ 200				

RADIO STATIONS

WCHS , 580, 5 KW (DA-N) , Full Service	MBS CBS, \$18.00 (Banner) West Virginia
WOBE , 950, 5 KW/1 KW (DA-N), Talk/Sports	IBN ABC, \$12.00 (Christal) Bristol
WCAW , 680, 50 KW/250 W (DA-N), Standards	CBS, \$12.00 (Banner) West Virginia
WSCW , 1410, 5 KW (DAYS) , Religion	, \$10.00 (---) CLW
WBES-F, 94.5, 9 KW @ 525 , Soft AC	ABC, \$15.00 (K & P) Ardman (DUNBAR)
WKLC-F, 105.1, 3.6 KW @ 1663 , AOR	Source ABC, \$29.00 (D & R) L.M. (ST. ALBANS)
WJYP-F, 100.9, 3 KW @ 298 , Religion	, \$11.00 (---) CLW
WKAZ-F, 107.3, 24 KW @ 676 , Country	UNISTR NBC, \$16.00 (Mc-Guild) (MIAMI)
WKWS-F, 96.1, 45 KW @ 515 , Country	, \$19.00 (Banner) West Virginia
WOBE-F, 97.5, 50 KW @ 500 , Country	ABC, \$57.00 (Christal) Bristol
WVAF-F, 99.9, 50 KW @ 430 , AC	ABC, \$32.00 (Banner) West Virginia
WWSR-F, 102.7, 50 KW @ 403 , CHR	UNISTR, \$30.00 (Katz) Ardman

CHARLOTTE

Arbitron Rank/Pop (12+): 37/1,060,500
 MSA Rank/Pop: 43/1,280,000
 DMA # 30
 Average Person Ratings: 15.1
 Market TSL: 19.75 hours

Stations: 23/17
 Diaries: 1730/613:1/49.1%
 Sample Target: 1705
 % Below Line: 4.3
 % Not Listed: 17.5

1994 Revenue: 447,900,000
 HH Inc.: 335,767
 Retail %: 11.0 Bill
 Pop per Station: 62,382
 #1 Biller: WSOC-F 47,900,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ ISA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WSOC-F (C)	182/11.4	10.0	11.2	11.1	10.9	10.9	327/4515	2517/23.7	22.3	23.0	H	WSOC-F
2. WPEG-F (B)	161/10.1	10.2	10.9	11.4	9.7	10.7	219/2439	1742/16.4	16.5	15.6	G	WPEG-F
3. WRFX-F (AOR)	136/ 8.5	9.5	8.2	7.3	8.3	8.4	187/3005	2112/19.9	20.3	19.1	H	WRFX-F
4. WBT (FS)	115/ 7.2	7.2	7.4	7.7	9.5	7.4	129/1816	1604/15.1	16.6	18.6	F	WBT
5. WTDR-F (C)	92/ 5.8	7.3	7.3	6.7	7.0	6.8	189/3268	1817/17.1	18.6	16.7	F	WTDR-F
WBT -F (AC/CHR)	92/ 5.8	6.7	6.4	6.6	5.5	6.4	132/2747	1705/16.1	19.7	17.3	F	WBT -F
7. WSSS-F (O-70's)	88/ 5.5	2.3	2.7	3.2	3.9	3.4	118/2275	1577/14.9	8.8	10.4	E	WSSS-F
8. WEZC-F (SAC)	84/ 5.3	3.8	4.9	4.4	3.1	4.6	145/2098	1310/12.4	13.8	13.4	D	WEZC-F
9. WEDJ-F (CHR)	73/ 4.6	5.0	4.9	4.4	3.1	4.7	123/2512	1601/15.1	16.3	10.9	D	WEDJ-F
10. WBAV-F (B/AC)	72/ 4.5	4.0	4.0	2.8	4.7	3.8	86/1269	934/ 8.8	9.7	13.8	C	WBAV-F
11. WWMG-F (O)	69/ 4.3	4.8	4.8	5.0	4.5	4.7	107/2062	1251/11.8	12.5	14.6	E	WWMG-F
12. WXRC-F (AOR)	26/ 1.6	2.1	2.7	2.2	2.0	2.2	55/1467	795/ 7.5	8.5	8.3	C	WXRC-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 87.34% (1152 of 1319) (FAL 93: 84.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPEG-F	1 WRFX-F<	1 WRFX-F<	1 WRFX-F<	1 WSOC-F	1 WSOC-F	1 WRFX-F	1 WSOC-F	1 WSOC-F	1 WPEG-F>>	1 WSOC-F
2 WEDJ-F>	2 WPEG-F>	2 WPEG-F	2 WSOC-F	2 WRFX-F	2 WBT -F	2 WSOC-F>	2 WBT	2 WPEG-F	2 WSOC-F<	2 WPEG-F
3	3 WSOC-F	3 WSOC-F	3 WPEG-F	3 WPEG-F	3 WWMG-F	3 WBT -F	3 WRFX-F	3 WRFX-F	3 WBT	3 WTDR-F
4	4 WSSS-F<	4 WSSS-F	4 WSSS-F<	4 WSSS-F<	4 WEZC-F	4 WPEG-F	4 WEZC-F<	4 WSSS-F	4 WTDR-F	4 WBAV-F
5	5 WTDR-F	5 WBT -F	5 WBT -F	5 WBT -F	5 WBT -F	5 WBT	5 WPEG-F<	5 WEZC-F<	5 WEDJ-F	5 WBT
6	6 WBAV-F	6 WTDR-F	6 WTDR-F	6 WTDR-F	6 WPEG-F	6	6 WSSS-F	6 WTDR-F	6 WRFX-F	6 WSSS-F
7	7	7	7	7	7	7	7	7	7	7 WWMG-F
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F	1 WPEG-F	1 WSOC-F	1 WSOC-F	1 WSOC-F	1 WRFX-F	1 WRFX-F	1 WRFX-F	1 WRFX-F>	1 WRFX-F
2 WRFX-F	2 WSOC-F	2 WPEG-F	2 WSOC-F	2 WRFX-F	2 WPEG-F	2 WPEG-F>>	2 WPEG-F	2 WSOC-F<	2 WPEG-F
3 WTDR-F	3 WRFX-F	3 WBT -F	3 WBT -F>	3 WPEG-F>	3 WBAV-F	3 WBAV-F<	3 WSSS-F	3 WSSS-F<	3 WPEG-F
4 WEDJ-F	4 WTDR-F<	4 WRFX-F	4 WRFX-F<	4 WSSS-F<	4 WSSS-F	4 WSSS-F	4 WBAV-F	4 WSOC-F	4 WSSS-F
5 WEZC-F	5 WBT -F<	5 WSSS-F	5 WSSS-F	5 WEZC-F	5 WTDR-F	5 WSOC-F	5	5 WTDR-F	5 WWMG-F
6	6 WEZC-F	6 WTDR-F	6 WTDR-F	6 WBAV-F	6	6	6	6 WBAV-F	6 WTDR-F
7	7 WSSS-F	7	7	7 WRFX-F	7	7	7	7	7
8	8 WEDJ-F	8	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WBAV	1600 CHARLOTTE	0.5/1.4/ 8/	153	WSOC-F, WSSS-F (EZ)	16.9%	18.5%	23.0%
WHVN	1240 CHARLOTTE	1.3/2.6/ 21/	274				
WIST	1480 CHARLOTTE	1.0/2.0/ 16/	214				
WRDX-F	106.5 SALISBURY	0.5/2.6/ 18/	415	WTDR-F, WEZC-F (Trumper)	11.1%	10.7%	15.2%
WRFX	610 CHARLOTTE	0.4/3.0/ 7/	327				
WFMX-F	105.7 STATESVILLE	1.3/4.5/ 94/	1710	WPEG-F, WBAV A/F (Broadcasting Partners)	15.1%	14.7%	15.0%
WBBO-F	93.3 FOREST CITY, SC	0.4/2.5/ 10/	474				
WKRR-F	92.3 ASHEBORO	0.6/3.0/ 38/	730	WRFX A/F, WEDJ-F (Pyramid)	13.5%	13.1%	19.8%
WKSJ-F	98.7 GREENSBORO	0.4/1.5/ 17/	409				
WMIT-F	106.9 BLACK MOUNTAIN	1.1/3.8/ 62/	1123		56.6%	57.0%	73.0%
WSPA-F	98.9 SPARTANBURG, SC	0.4/1.7/ 25/	405				

CHARLOTTE

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, Full Service/Talk	CBS , \$ 90.00 (Banner)	Jefferson-Pilot
WBT -F, 107.9, 98 KW @ 1692,	AC/CHR	, \$ 70.00 (Banner)	Jefferson-Pilot
WBAV-F, 101.9, 99 KW @ 987,	Black AC	ABC , \$ 47.00 (MMR)	Broadcasting Partners
WEDJ-F, 95.1, 100 KW @ 1542,	CHR	Source , \$ 42.00 (D & R)	Pyramid
WEZC-F, 102.9, 31 KW @ 1535,	Soft AC	ABC, UNISTR , \$ 70.00 (Christal)	Trumper (HICKORY)
WSSS-F, 104.7, 100 KW @ 1230,	Oldies - 70's	, \$ 60.00 (D & R)	EZ
WPEG-F, 97.9, 95 KW @ 1610,	Black	CBS, UNISTR , \$ 115.00 (Katz)	Broadcast Partners
WRDX-F, 106.5, 100 KW @ 1004,	??? (Rhythm & Beach)	, \$ 25.00 (Southern)	(SALISBURY)
WRFX-F, 99.7, 100 KW @ 1043,	AOR	, \$ 145.00 (Mc-Guild)	Pyramid
WSOC-F, 103.7, 100 KW @ 1050,	COUNTRY	, \$ 160.00 (D&R)	EZ
WTDR-F, 96.9, 100 KW @ 1548,	COUNTRY	, \$ 90.00 (Christal)	Trumper (STATESVILLE)
WWMG-F, 96.1, 100 KW @ 1738,	OLDIES	CBS , \$ 62.00 (Katz)	Dalton (SHELBY)
WXRC-F, 95.7, 100 KW @ 1276,	AOR	ABC , \$ 26.00 (---)	(HICKORY)

Miscellaneous: WMXC-F changed to WSSS-F and format from AC to Oldies - 70's (Sep). . . WBAV A/F sold by Broadcasting Partners to Evergreen for \$5,000,000 (E). . . WPEG-F sold by Broadcasting Partners to Evergreen for \$26,000,000 (E). . . WSTP, WRDX-F (Salisbury) sold to Dalton (D) for \$3,000,000 (Rice). . . WBZK-F (Chester) sold to Jefferson-Pilot (D) for \$1,500,000 (Force). . .

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/377,300

Stations: 22/22
Diaries: 1117/338:1/53.1%
Sample Target: 1095
% Below Line: 0.0
% Not Listed: 15.2

1994 Revenue: \$15,600,000
HH Inc.: \$29,638
Retail \$: 4.1 Bil
Pop per Station: 17,150
#1 Biller: WUSY-F \$5,000,000

MSA Rank/Pop: 110/441,000
DMA # 83
Average Person Ratings: 15.7
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WUSY-F (C)	122/20.5	22.9	23.5	24.2	26.6	22.8	256/2806	1369/36.3	38.6	40.5	G	WUSY-F
2. WJTT-F (B)	55/ 9.3	8.4	8.2	9.1	10.3	8.8	60/557	448/11.9	11.9	12.9	C	WJTT-F
3. WDEF-F (SAC)	52/ 8.8	9.8	7.9	9.6	8.2	9.0	66/947	749/19.9	19.8	19.7	D	WDEF-F
4. WSKZ-F (CL AOR)	45/ 7.6	7.7	5.5	6.9	5.2	6.9	86/1463	718/19.0	16.4	17.2	D	WSKZ-F
5. WDOD-F (C)	27/ 4.5	3.6	4.0	3.9	4.4	4.0	44/1037	534/14.2	15.3	12.9	B	WDOD-F
6. WLMX-F (AC)	27/ 4.5	5.2	5.8	5.1	4.7	5.2	30/473	392/10.4	14.5	12.5	C	WLMX-F
7. WGOW (T)	23/ 3.9	3.2	3.6	5.2	5.9	4.0	27/407	342/ 9.1	8.3	12.1	B	WGOW
8. WOGT-F (O)	23/ 3.9	4.5	3.8	4.2	0.7	4.1	24/482	382/10.1	10.0	1.6	A	WOGT-F
9. WKXJ-F (CHR)	19/ 3.2	3.2	3.6	2.0	1.3	3.0	23/459	351/ 9.3	8.1	5.0	A	WKXJ-F
10. WFXS-F (AOR)	18/ 3.0	3.0	3.8	3.9	4.7	3.4	22/415	329/ 8.7	9.1	11.3	B	WFXS-F
11. WNOO (B)	17/ 2.9	2.5	2.4	2.5	2.2	2.6	17/182	182/ 4.8	5.6	3.7	A	WNOO
12. WDOD (ST)	15/ 2.5	2.1	2.7	2.7	1.5	2.5	15/204	193/ 5.1	6.0	5.3	A	WDOD
13. WSGC-F (O)	12/ 2.0	1.8	2.4	1.9	3.7	2.0	22/319	200/ 5.3	8.9	9.3	A	WSGC-F
14. WZST-F (CHR)	11/ 1.9	---	---	---	---	---	12/371	332/ 8.8	---	---	A	WZST-F
15. WBDX-F (T)	9/ 1.5	1.6	1.5	1.7	1.5	1.6	14/345	241/ 6.4	6.5	6.8	A	WBDX-F

12+ FM SHARE (METRO): 83.33% (420 of 504) (FAL 93: 85.40%)

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 WUSY-F	2 WSKZ-F>	2 WSKZ-F<	2 WSKZ-F<	2 WSKZ-F	2 WDEF-F>	2 WDEF-F>	2 WDEF-F<	2 WSKZ-F<	2 WJTT-F>	2 WJTT-F>
3 WKXJ-F	3 WJTT-F>	3 WJTT-F>	3 WJTT-F>	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WSKZ-F	3 WDEF-F>	3 WDEF-F
4 WZST-F	4 WFXS-F	4 WDEF-F	4 WDEF-F	4 WJTT-F>	4 WGOW	4 WSKZ-F	4 WGOW	4 WDEF-F	4	4
5	5 WLMX-F	5	5 WOGT-F	5 WOGT-F	5 WOGT-F	5	5 WLMX-F	5	5	5
6	6 WDEF-F	6	6	6 WLMX-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 WSKZ-F	1 WSKZ-F	1 WSKZ-F	1 WUSY-F>	1 WUSY-F>	1 WUSY-F	1 WUSY-F>>	1 WUSY-F	1 WUSY-F>	1 WUSY-F>>
2 WJTT-F	2 WUSY-F<	2 WUSY-F	2 WSKZ-F<	2 WDEF-F	2 WFXS-F	2 WSKZ-F	2 WFXS-F	2 WSKZ-F	2 WSKZ-F
3 WUSY-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WSKZ-F	3 WJTT-F	3 WJTT-F	3 WJTT-F>	3 WJTT-F
4	4 WDEF-F	4	4 WDEF-F	4 WSKZ-F	4	4 WJTT-F	4	4 WFXS-F	4 WDEF-F>
5	5 WLMX-F	5	5 WLMX-F	5 WLMX-F	5	5	5	5 WDEF-F	5 WDOD-F
6	6	6	6 WOGT-F	6 WOGT-F	6	6	6	6 WDOD-F	6 WOGT-F

OTHER RATED STATIONS	METRO SHARE/RTG/AOH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WCVT	989	ROSSVILLE	1.2/1.2/ 7/ 44	WGOW, WSKZ-F, WOGT-F	15.4%	18.2%	20.1%
WDEF	1370	CHATTANOOGA	1.0/4.5/ 7/ 192	(Bloomington)			
WFXS	910	S. PITTSBURGH	0.5/1.2/ 4/ 59				
WFLI	1070	LOOKOUT MOUNTAIN	0.7/3.3/ 6/ 276	WFXS-F, WBDX-F	4.5%	5.1%	4.6%
WUMP	1450	CHATTANOOGA	0.3/1.4/ 2/ 51	(Local)			
WZLH	1590	LAFAYETTE, GA	0.8/1.0/ 5/ 37				
WZST	1190	DUNLAP	0.3/1.2/ 2/ 55	WCVT, WLMX-F, WZST-F	6.4%	6.0%	10.1%
				(Wicks)			
					26.3%	29.3%	34.8%

CHATTANOOGA

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, -- SEE WDEF-FM		
WDOB, 1310, 5 KW (DA-N)	, Standards	SMN, \$ 15.00 (Banner)	Bahakel
WFLI, 1070, 50 KW/2.5 KW(DA-2)	, Religion	ABC, \$ 14.00 (---)	Benns (LOOKOUT MT.)
WGOV, 1150, 5 KW/1 KW (DA-N)	, Talk	MBS, \$ 20.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS)	, Black	AURN, \$ 15.00 (Banner)	
WBDX-F, 102.7, .3 KW @ 1374,	Talk	, \$ 15.00 (---)	WFXS duop (TRENTON)
WDEF-F, 92.3, 100 KW @ 1181,	Soft AC	CBS, \$ 40.00 (MMR)	Park
WDOB-F, 96.5, 100 KW @ 1079,	Country	UNISTR, \$ 21.00 (Banner)	Bahakel
WFXS-F, 102.3, 3 KW @ 285,	AOR	, \$ 19.00 (Banner)	(SODDY-DAISY)
WJTT-F, 94.3, 3 KW @ 298,	Black	CBS, \$ 40.00 (D & R)	(REDBANK)
WKXJ-F, 97.3, 16 KW @ 856,	CHR	, \$ 19.00 (Roslin)	(S.PITTS)
WLMX-F, 105.5, 3 KW @ 269,	AC	ABC, \$ 41.00 (Mc-Guild)	Wicks (ROSSVILLE)
WOGT-F, 107.9, 2.9 KW @ 968,	Oldies	, \$ 18.00 (Christal)	Bloomington (EAST RIDGE)
WSGC-F, 101.9, .7 KW @ 702,	Oldies	SMN, \$ 17.00 (Banner)	(RINGGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1079,	Classic AOR	, \$ 46.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 1191,	Country	NBC, \$ 91.00 (Katz)	Colonial
WZST-F, 98.1, 1 KW @ 794,	CHR	, \$ NA (Mc-Guild)	Wicks (SIGNAL, MT)

Miscellaneous: WDEF A/F sold by Park to Tomlin/Knapp for \$3,300,000 (E). . .

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

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

CHICAGO

Arbitron Rank/Pop (12+): 3/6,880,700
MSA Rank/Pop: 3/8,570,000
DMA # 3
Average Person Ratings: 17.7
Market TSL: 23.00 hours

Stations: 37/37
Diaries: 4629/1486:1/46.7%
Sample Target: 4515
% Below Line: 0.0
% Not Listed: 10.8

1994 Revenue: \$296,000,000
HH Inc.: \$43,426
Retail \$: 74.3 Bil
Pop per Station: 185,965
#1 Biller: WGN \$37,100,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WGN (FS/T)	837/ 6.9	6.4	6.9	6.2	7.7	6.6	978/13456	11435/16.6	15.5	16.6	K	WGN
2. WGCI-F (B)	769/ 6.3	7.4	7.0	7.1	7.3	7.0	778/9057	8893/12.9	14.4	13.6	J	WGCI-F
3. WBBM-F (CHR)	522/ 4.3	4.3	4.9	5.4	4.7	4.7	534/10718	10297/15.0	16.2	16.6	I	WBBM-F
4. WVAZ-F (B/AC)	520/ 4.3	3.5	3.4	3.3	3.5	3.6	528/6656	6914/ 9.5	9.0	8.5	I	WVAZ-F
5. WUSN-F (C)	501/ 4.1	4.2	4.4	4.4	5.4	4.3	512/8115	7798/11.3	11.7	12.8	K	WUSN-F
6. WLIT-F (SAC)	500/ 4.1	4.2	3.7	4.0	4.1	4.0	507/7905	7648/11.2	11.2	12.1	I	WLIT-F
7. WBBM (N)	477/ 3.9	4.1	4.2	4.2	3.8	4.1	521/11597	10422/15.1	15.4	15.0	J	WBBM
8. WKQX-F (AOR-NR)	442/ 3.6	4.3	3.8	3.5	3.4	3.8	455/9565	9258/13.5	13.6	11.5	I	WKQX-F
9. WLS (T)	429/ 3.5	3.4	3.2	3.5	2.9	3.4	531/6808	5287/ 7.7	7.6	6.8	G	WLS
10. WNUA-F (J)	427/ 3.5	3.6	2.5	3.1	3.3	3.2	437/6891	6764/ 9.8	8.1	9.0	I	WNUA-F
11. WLUP-F (T/AOR)	407/ 3.3	3.2	3.1	3.9	4.0	3.4	423/6083	5826/ 8.5	9.3	10.5	J	WLUP-F
12. WRCX-F (AOR)	382/ 3.1	2.8	2.7	2.3	3.0	2.7	421/8226	7663/11.1	9.3	9.7	H	WRCX-F
13. WJMK-F (O)	376/ 3.1	2.6	3.5	2.6	2.9	3.0	390/7972	7537/11.0	12.3	11.9	I	WJMK-F
14. WOJO-F (SP)	334/ 2.7	2.8	2.8	1.9	2.2	2.6	335/3150	3137/ 4.6	5.1	4.1	G	WOJO-F
15. WXRT-F (AOR-P)	329/ 2.7	2.7	2.6	2.7	2.1	2.7	335/5211	5035/ 7.3	8.0	7.2	H	WXRT-F
16. WTMX-F (AC)	286/ 2.4	2.2	2.6	2.4	2.5	2.4	288/5974	5830/ 8.5	9.3	8.3	H	WTMX-F
17. WJJD (ST/T)	281/ 2.3	2.5	2.6	2.9	2.5	2.6	296/4474	4191/ 6.1	7.3	6.6	F	WJJD
18. WCKG-F (CL AOR)	277/ 2.3	2.6	2.6	2.5	2.9	2.5	308/7199	6729/ 9.8	10.3	10.3	I	WCKG-F
19. WJPC-F (B)	275/ 2.3	1.5	0.8	0.9	1.0	1.4	275/3946	3937/ 5.7	3.2	3.1	C	WJPC-F
20. WPNT-F (AC/CHR)	270/ 2.2	2.6	1.8	2.5	2.5	2.3	271/6265	6219/ 9.0	8.1	9.0	H	WPNT-F
21. WMAO (N/SPRTS)	263/ 2.2	2.0	1.9	2.6	3.1	2.2	292/8067	7020/10.2	11.6	12.8	J	WMAO
22. WNIB-F (CL)	230/ 1.9	1.1	1.1	1.8	1.8	1.5	232/4074	3990/ 5.8	4.6	5.2	E	WNIB-F
23. WSCR (SPRTS)	218/ 1.8	1.4	1.6	1.9	2.0	1.7	254/2666	2451/ 3.6	3.7	4.2	E	WSCR
24. WYSY-F (O-70's)	216/ 1.8	2.4	2.6	1.7	0.9	2.6	219/4679	4597/ 6.7	8.3	3.5	E	WYSY-F
25. WIND (SP)	162/ 1.3	0.9	0.7	1.2	1.1	1.0	163/2089	2070/ 3.0	2.5	2.2	G	WIND
26. WMVP (T)	156/ 1.3	0.9	1.0	1.0	1.1	1.1	167/3600	3320/ 4.8	4.0	5.1	G	WMVP
27. WAIT (ST)	137/ 1.1	1.1	1.8	1.6	0.7	1.4	146/2141	1946/ 2.8	2.5	2.0		WAIT
28. WGCI (B/O)	133/ 1.1	1.3	1.2	1.5	1.2	1.3	133/2238	2238/ 3.3	3.8	4.1		WGCI
29. WFMT-F (CL)	129/ 1.1	1.4	1.1	1.1	0.9	1.2	134/2813	2756/ 4.0	3.7	4.5	E	WFMT-F
30. WLS -F (T)	121/ 1.0	0.8	1.3	1.7	1.5	1.2	122/2996	2906/ 4.2	4.5	4.3		WLS -F

12+ FM SHARE (METRO): 69.56% (7551 of 10855) (FAL 93: 68.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBM-F	1 WGCI-F>	1 WGCI-F>	1 WVAZ-F	1 WVAZ-F	1 WGN >	1 WGN >	1 WGN	1 WGCI-F	1 WGCI-F>	1 WGN
2 WGCI-F	2 WKQX-F	2 WVAZ-F	2 WGCI-F	2 WGCI-F	2 WBBM	2 WBBM	2 WLIT-F	2 WLUP-F	2 WBBM-F	2 WBBM
3 WJPC-F<	3 WBBM-F<	3 WLUP-F	3 WLUP-F	3 WLIT-F<	3 WLS	3 WGCI-F	3 WGCI-F	3 WLIT-F	3 WVAZ-F	3 WGCI-F<
4 WKQX-F	4 WRCX-F<	4 WKQX-F	4 WNUA-F<	4 WNUA-F	4 WLIT-F	4 WLUP-F	4 WLS	4 WBBM-F	4 WGN <	4 WVAZ-F
5	5 WLUP-F	5 WLIT-F	5 WLIT-F	5 WGN	5 WNUA-F	5 WUSN-F	5 WUSN-F	5 WUSN-F	5 WKQX-F	5 WLS >
6	6 WOJO-F	6 WRCX-F	6 WXRT-F	6 WLUP-F	6 WVAZ-F	6 WLS	6 WNUA-F	6 WKQX-F	6 WJPC-F	6 WMAO
7	7 WXRT-F	7 WUSN-F	7 WUSN-F	7 WUSN-F	7 WUSN-F	7 WBBM-F	7 WLUP-F	7 WGN	7 WNUA-F	7 WUSN-F
8	8 WVAZ-F	8 WXRT-F	8 WJMK-F	8 WJMK-F	8 WJMK-F	8 WLIT-F	8 WJMK-F	8 WVAZ-F	8 WUSN-F	8 WLIT-F
9	9 WUSN-F	9 WBBM-F	9 WRCX-F	9 WXRT-F	9 WJJD	9 WJJD	9 WKQX-F	9 WNUA-F	9 WLS	9 WBBM-F
10	10	10	10	10	10	10 WVAZ-F	10 WXRT-F	10 WJMK-F	10	10 WOJO-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 WGCI-F	1 WGCI-F>	1 WGCI-F>	1 WGCI-F	1 WVAZ-F	1 WKQX-F	1 WGCI-F	1 WLUP-F>	1 WGCI-F	1 WLUP-F
2 WBBM-F	2 WBBM-F<	2 WVAZ-F	2 WVAZ-F	2 WGCI-F<	2 WGCI-F	2 WRCX-F<	2 WGCI-F	2 WLUP-F	2 WVAZ-F<
3 WKQX-F	3 WVAZ-F	3 WLUP-F	3 WLIT-F	3 WLIT-F	3 WRCX-F	3 WKQX-F	3 WRCX-F	3 WRCX-F	3 WGCI-F<
4 WUSN-F	4 WKQX-F	4 WOJO-F	4 WUSN-F	4 WUSN-F<	4 WBBM-F	4 WLUP-F	4 WXRT-F	4 WXRT-F	4 WXRT-F
5 WTMX-F	5 WOJO-F	5 WXRT-F	5 WTMX-F	5 WNUA-F	5 WJPC-F	5 WBBM-F	5 WKQX-F	5 WKQX-F	5 WGN
6 WJJD-F	6 WUSN-F	6 WUSN-F	6 WBBM-F	6 WGN	6 WLUP-F	6 WXRT-F	6 WOJO-F	6 WVAZ-F	6 WNUA-F
7 WLIT-F	7 WLIT-F	7 WKQX-F	7 WNUA-F	7 WJMK-F	7 WCKG-F	7 WOJO-F	7 WBBM-F	7 WCKG-F	7 WJMK-F
8 WJPC-F	8 WLUP-F	8 WYSY-F	8 WPNT-F	8 WPNT-F	8 WOJO-F	8 WJPC-F	8 WJPC-F	8 WNUA-F	8 WRCX-F
9 WPNT-F	9 WTMX-F	9 WLIT-F	9	9 WTMX-F	9	9	9 WUSN-F	9 WBBM-F	9 WUSN-F
10	10 WXRT-F	10 WRCX-F	10	10	10	10	10	10	10

CHICAGO

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WBUS-F	99.9	KANKAKEE	0.4/2.5/ 47/1916	WJJD, WJMK-F, WUSN-F (Infinity)	9.5%	9.3%	13.4%
WCCO-F	98.3	CREST HILL	0.4/1.2/ 59/1009				
WIL-F	95.1	KENOSHA, WI	0.4/1.5/ 57/1223	WMVP, WLUP-F, WRCX-F (Evergreen)	7.7%	9.7%	10.6%
WJOB	1230	HAMMOND, IN	0.3/0.7/ 37/ 471				
WTAQ	1300	LA GRANGE	0.6/1.4/ 69/ 973				
WVON	1450	CHICAGO	0.9/0.9/105/ 636	WSCR, WSBC, WXRT-F (Diamond)	4.5%	5.8%	4.8%
WYCA-F	92.3	HAMMOND, IN	0.8/2.2/103/1536				
				WCKG-F, WYSY-F (Cox)	4.1%	5.6%	5.2%
				WVAZ-F, WEJM A/F (Broadcasting Partners)	6.6%	7.6%	4.8%
					32.4%	38.0%	38.8%

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, News	CBS, \$ 265.00 (CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, Black Oldies	AURN, \$ NA (Mc-Guild)	Gannett
WGN, 720, 50 KW	, Full Service	ABC, \$ 400.00 (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, Hispanic	, \$ 94.00 (Katz)	Tichenor
WJJD, 1160, 50 KW/4 KW (DA-2)	, Standards	UNISTR, \$ 97.00 (Katz)	Infinity
WLS, 890, 50 KW	, Talk	ABC, \$ 175.00 (Banner)	Cap. Cities/ABC
WMAO, 670, 50 KW	, News/Sports	NBC, CNN, \$ 210.00 (Group W)	Westinghouse
WMVP, 1000, 50 KW (DA-2)	, Sports	, \$ 90.00 (MMR)	Evergreen
WSCR, 820, 5 KW (DAYS)	, Sports	, \$ 120.00 (CBS)	Diamond
WTAQ, 1300, 5 KW/500W (DA-2)	, Hispanic	CBS, CRC, \$ 50.00 (Lotus)	Lotus
WBBM, 96.3, 4.2 KW @ 1555, CHR		CBS, \$ 225.00 (CBS)	CBS
WCKG, 105.9, 4.1 KW @ 1581, Classic AOR		, \$ 198.00 (Katz)	Cox
WFMT, 98.7, 16 KW @ 1171, Classical/Fine Arts		, \$ 105.00 (D&R)	
WGCI, 107.5, 33 KW @ 600, Black		, \$ 329.00 (Mc-Guild)	Gannett
WJMK, 104.3, 4.0 KW @ 820, Oldies		UNISTR, \$ 295.00 (Katz)	Infinity
WEJM, 106.3, 3 KW @ 367, Black		, \$ 48.00 (---)	Bdcstg Partners (LANSING)
WKQX, 101.1, 6 KW @ 1171, AOR - New Rock		Source, \$ 185.00 (D&R)	Emmis
WLIT, 93.9, 4 KW @ 1581, Soft AC		, \$ 238.00 (Christal)	Viacom
WLS, 94.7, 4.4 KW @ 1528 --- See WLS - AM			
WLUP, 97.9, 6 KW @ 1171, Talk/AOR		, \$ 305.00 (MMR)	Evergreen
WNIB, 97.1, 8 KW @ 1191, Classical		, \$ 125.00 (CMBS)	
WNUA, 95.5, 8 KW @ 1171, Jazz		, \$ 245.00 (D&R)	Pyramid
WOJO, 105.1, 8 KW @ 1174, Hispanic		, \$ 140.00 (Katz Hisp)	Tichenor
WPNT, 100.3, 8 KW @ 1171, AC/CHR		, \$ 158.00 (Eastman)	Century
WTMX, 101.9, 4.2 KW @ 1558, AC		, \$ 145.00 (Mc-Guild)	Bonneville
WUSN, 99.5, 6 KW @ 1171, Country		, \$ 355.00 (Torbet)	Infinity
WVAZ, 102.7, 6 KW @ 1171, Black/AC		UPI, \$ 265.00 (Banner)	Broadcasting Partners
WRCX, 103.5, 4.3 KW @ 1548, AOR		, \$ 168.00 (Eastman)	Evergreen
WXRT, 93.1, 7 KW @ 1309, AOR - P		, \$ 195.00 (CBS)	Diamond
WYSY, 107.9, 23 KW @ 741, Oldies (70's)		, \$ 85.00 (---)	Cox (AURORA)

Miscellaneous: WWBZ-F changes to WRCX-F (July). . . WVAZ-F sold by Broadcasting Partners to Evergreen for \$48,000,000 (E). . . WEJM A/F sold by Broadcasting Partners to Evergreen for \$9,000,000 (E). . .

CINCINNATI

Arbitron Rank/Pop (12+): 25/1,548,800

Stations: 32/24
Diaries: 2185/709:1/55.2%
Sample Target: 2185
% Below Line: 6.3
% Not Listed: 11.6

1994 Revenue: \$69,000,000
III Inc.: \$36,838
Retail %: 17.3 Bil
Pop per Station: 64,533
#1 Biller: WLW \$16,000,000

MSA Rank/Pop: 30/1,920,000

DMA # 29

Average Person Ratings: 15.7

Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WLW (FS/T)	240/ 9.9	12.4	12.8	11.4	9.7	11.6	286/5069	4228/27.3	31.2	26.8	J	WLW
2. WUBE-F (C)	239/ 9.8	9.6	7.8	10.1	10.5	9.3	273/3494	3099/20.0	18.2	20.7	H	WUBE-F
3. WEBN-F (AOR)	171/ 7.0	8.1	8.6	6.1	6.4	7.5	185/3353	3102/20.0	21.5	18.3	H	WEBN-F
4. WCKY (T)	160/ 6.6	4.8	5.2	2.7	2.5	4.8	171/2431	2297/14.8	12.7	10.4	F	WCKY
5. WIZF-F (B)	142/ 5.8	6.1	5.3	6.6	5.9	6.0	142/1519	1507/ 9.7	10.9	10.3	D	WIZF-F
6. WSAI (ST)	135/ 5.5	4.5	4.4	5.1	5.0	4.9	142/1379	1326/ 8.6	8.4	10.0	B	WSAI
7. WGRR-F (O)	127/ 5.2	5.7	6.8	6.6	6.7	6.1	133/2391	2194/14.2	16.5	16.9	H	WGRR-F
8. WRRM-F (AC/SAC)	125/ 5.1	3.7	4.2	5.2	4.1	4.6	129/2229	2110/13.6	12.0	11.4	F	WRRM-F
9. WKRO-F (CHR)	118/ 4.8	6.3	7.3	6.0	6.9	6.1	129/3113	2807/18.1	22.9	21.1	H	WKRO-F
10. WOFX-F (CL AOR)	93/ 3.8	3.0	3.6	4.2	5.8	3.7	95/2210	2047/13.2	13.5	18.7	E	WOFX-F
11. WWNK-F (AC)	93/ 3.8	3.7	3.3	4.0	3.4	3.7	98/2254	2107/13.6	12.6	11.3	F	WWNK-F
12. WPPT-F (O-70's)	82/ 3.4	3.8	4.6	1.8	3.6	3.4	87/1938	1863/12.0	13.2	9.7	C	WPPT-F
13. WYGY-F (C)	73/ 3.0	4.5	3.7	3.8	3.1	3.8	91/1740	1459/ 9.4	11.3	8.2	D	WYGY-F
14. WAOZ-F (AOR-NR)	41/ 1.7	1.7	1.5	1.3	1.3	1.6	42/1188	1173/ 7.6	5.5	5.6	B	WAOZ-F
15. WCIN (B)	37/ 1.5	1.8	0.8	1.4	1.8	1.4	37/506	506/ 3.3	2.5	2.9	A	WCIN

12+ FM SHARE (METRO): 69.78% (1501 of 2151) (FAL 93: 73.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIZF-F	1 WEBN-F	1 WUBE-F	1 WUBE-F	1 WUBE-F	1 WLW >	1 WLW	1 WUBE-F<	1 WUBE-F	1 WIZF-F	1 WLW
2 WKRO-F	2 WUBE-F	2 WEBN-F	2 WLW	2 WLW	2 WCKY	2 WUBE-F	2 WLW	2 WLW	2 WLW	2 WCKY
3 WEBN-F	3 WIZF-F	3 WLW	3 WEBN-F	3 WEBN-F	3 WUBE-F	3 WEBN-F	3 WEBN-F	3 WEBN-F	3 WEBN-F	3 WCKY-F
4	4 WOFX-F	4 WIZF-F	4 WGRR-F<	4 WGRR-F	4 WSAI	4 WCKY	4 WRRM-F	4 WCKY <	4 WUBE-F	4 WEBN-F
5	5 WKRO-F	5 WOFX-F<	5 WRRM-F	5 WRRM-F	5 WGRR-F	5 WIZF-F	5 WEBN-F	5 WIZF-F<	5 WKRO-F	5 WIZF-F
6	6 WLW	6 WKRO-F	6 WOFX-F	6 WOFX-F	6 WRRM-F	6 WSAI	6 WGRR-F	6 WGRR-F	6 WGRR-F	6 WGRR-F
7	7 WPPT-F	7 WGRR-F<	7 WIZF-F	7 WIZF-F	7	7 WRRM-F	7	7 WSAI	7	7
8	8	8 WRRM-F	8 WPPT-F	8	8	8	8	8	8	8
9	9	9 WPPT-F	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRO-F	1 WUBE-F	1 WUBE-F	1 WUBE-F>	1 WUBE-F>	1 WEBN-F	1 WEBN-F>	1 WOFX-F	1 WEBN-F	1 WLW
2 WIZF-F	2 WKRO-F	2 WEBN-F	2 WKRO-F	2 WRRM-F<	2 WIZF-F	2 WOFX-F	2 WLW	2 WLW	2 WEBN-F
3 WEBN-F	3 WIZF-F	3 WIZF-F	3 WRRM-F<	3 WGRR-F	3 WUBE-F	3 WLW	3 WEBN-F	3 WUBE-F<	3 WCKY-F
4 WUBE-F	4 WEBN-F>	4 WEBN-F	4 WGRR-F	4 WKRO-F<	4 WKRO-F	4 WIZF-F	4 WUBE-F	4 WOFX-F	4 WOFX-F
5 WWNK-F	5 WWNK-F	5 WPPT-F	5 WWNK-F<	5 WLW	5 WOFX-F	5 WUBE-F	5 WPPT-F	5 WIZF-F	5 WGRR-F<
6	6 WYGY-F<	6	6 WIZF-F	6 WWNK-F	6	6 WPPT-F	6 WIZF-F	6 WPPT-F	6 WPPT-F
7	7 WOFX-F	7	7 WEBN-F	7	7	7	7	7	7 WCKY <
8	8 WPPT-F	8	8	8	8	8	8	8	8 WIZF-F
	8 WRRM-F								

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WAKW-F	93.3 CINCINNATI	WLW, WCKY, WEBN-F, WPPT-F (Jacor)	26.9%	26.1%	42.8%
WCNW	1560 FAIRFIELD				
WCVG	1320 COVINGTON, KY				
WMOH	1450 HAMILTON	WUBE A/F, WYGY-F (Chancellor)	13.0%	14.8%	15.4%
WNLT-F	104.3 HARRISON				
WNOP	740 NEWPORT				
WOXY-F	97.7 OXFORD	WWNK-F, WKRO-F (Citicasters)	8.6%	9.0%	14.9%
WSCH-F	99.3 AURORA, IN				
WUBE	1230 CINCINNATI				
WFCJ-F	93.7 MIAMISBURG	WAOZ, WSAI, WAOZ-F (Local, SMA'd to Jacor)	7.2%	3.6%	2.4%
WGTZ-F	92.9 EATON		55.7%	53.5%	75.5%
WHKO-F	99.1 DAYTON				
WLQT-F	99.9 KETTERING				
WMMX-F	107.7 DAYTON				
WPFB	910 MIDDLETOWN				
WPFB-F	105.9 MIDDLETOWN				
WTUE-F	104.7 DAYTON				

CINCINNATI

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black		\$ 20.00	(---)	
WSAI,	1530,	50 KW (DA-N)	Standards	CBS, NBC,	\$ 54.00	(Mc-Guild)	
WBND,	1160,	5 KW/1 KW (DA-2)	Standards	SMN,	\$ 23.00	(Roslin)	(FLORENCE, KY)
WLW,	700,	50 KW	Talk/Full Service	AP, ABC,	\$240.00	(Eastman)	Jacor
WCKY,	550,	5 KW/1KW (DA-2)	Talk	ABC, CNN,	\$ NA	(Eastman)	Jacor

FM STATIONS

WAKW,	93.3,	50 KW @ 500	Religion		\$ NA	(---)	
WAQZ,	107.1,	3 KW @ 298	AOR - New Rock		\$ 25.00	(K & P)	(MILFORD)
WEBN,	102.7,	17 KW @ 876	AOR		\$165.00	(Eastman)	Jacor
WGRR,	103.5,	20 KW @ 790	Oldies		\$125.00	(Banner)	Dalton
WPPT,	92.5,	16 KW @ 909	Oldies - 70's	CBS,	\$ 59.00	(Mc-Guild)	Jacor
WIZF,	100.9,	1.2 KW @ 466	Black	ABC,	\$ 47.00	(D&R)	(ERLANGER, KY)
WKRO,	101.9,	16 KW @ 876	CHR	ABC,	\$111.00	(Katz)	Citicasters
WOFX,	94.9,	11 KW @ 1056	Classic AOR		\$ 90.00	(Katz)	Heritage
WRRM,	98.5,	18 KW @ 807	AC		\$ 84.00	(Banner)	Susquehanna
WUBE,	105.1,	11 KW @ 918	Country	ABC,	\$160.00	(Christal)	Chancellor
WWNK,	94.1,	32 KW @ 600	AC		\$103.00	(MMR)	Citicasters
WYGY,	96.5,	20 KW @ 810	Country		\$ 35.00	(Christal)	Chancellor

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,766,100
 MSA Rank/Pop: 20/2,230,000
 DMA # 12
 Average Person Ratings: 17.3
 Market TSL: 22.50 hours

Stations: 26/22
 Diaries: 2276/776:1/60.9%
 Sample Target: 2355
 % Below Line: 3.1%
 % Not Listed: 9.7%

1994 Revenue: \$68,600,000
 HHI Inc.: \$35,282
 Retail \$: 20.0 Bill
 Pop per Station: 80,277
 #1 Biller: WMJI-F \$9,000,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WGAR-F (C)	323/10.6	8.0	8.9	8.3	10.1	9.0	410/4840	3385/19.2	18.8	18.9	H	WGAR-F
2. WMJI-F (O)	248/ 8.1	8.3	8.0	7.5	7.5	8.0	319/5260	3874/21.9	20.8	19.4	H	WMJI-F
3. WZAK-F (B)	245/ 8.0	7.6	6.7	6.7	7.4	7.3	296/3402	2551/14.4	14.0	13.5	G	WZAK-F
4. WDOK-F (SAC)	221/ 7.3	5.8	7.5	7.6	7.7	7.1	301/5146	3704/21.0	17.4	16.8	G	WDOK-F
5. WRMR (ST)	219/ 7.2	6.0	6.9	6.5	6.1	6.7	259/2397	1917/10.9	11.4	10.6	C	WRMR
6. WLTF-F (AC)	182/ 6.0	5.8	6.0	6.2	6.5	6.0	209/3416	2628/14.9	15.2	17.4	G	WLTF-F
7. WMMS-F (AOR)	181/ 5.9	7.7	6.7	7.4	5.9	6.9	248/4731	3267/18.5	20.0	21.2	G	WMMS-F
8. WNCX-F (CL AOR)	179/ 5.9	5.9	5.9	6.9	5.9	6.2	245/4220	2914/16.5	17.8	17.4	G	WNCX-F
9. WOAL-F (AC)	151/ 5.0	5.9	5.1	5.7	5.4	5.9	195/3966	2969/16.8	17.6	18.5	F	WOAL-F
10. WNWV-F (J)	112/ 3.7	3.1	2.9	2.8	3.8	3.1	139/2109	1646/ 9.3	7.7	10.0	C	WNWV-F
11. WZJM-F (CHR/U)	108/ 3.5	3.1	4.2	4.3	4.3	3.8	121/2506	2137/12.1	14.9	14.1	D	WZJM-F
12. WWWE (N/T)	97/ 3.2	4.9	4.4	4.8	4.3	4.3	137/2961	2081/11.8	11.2	13.0	E	WWWE
13. WKNR (SPRTS)	84/ 2.8	3.8	4.0	2.3	2.2	3.2	125/2668	1937/11.0	12.2	8.5	C	WKNR
14. WCLV-F (CL)	75/ 2.5	1.8	1.6	2.4	3.0	2.1	92/1575	1284/ 7.3	5.6	7.5	C	WCLV-F
15. WENZ-F (AOR-NR)	61/ 2.0	1.9	2.3	3.3	2.6	2.4	106/2426	1474/ 8.3	9.0	8.1	C	WENZ-F
16. WJMO (B/O)	48/ 1.6	2.1	2.1	1.7	2.1	1.9	48/934	934/ 5.3	5.7	5.5	B	WJMO
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 79.22% (2180 of 2752) (FAL 93: 79.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZAK-F>	1 WNCX-F<	1 WGAR-F	1 WGAR-F<	1 WMJI-F<	1 WRMR <	1 WMJI-F<	1 WGAR-F>	1 WGAR-F	1 WZAK-F	1 WGAR-F
2 WZJM-F	2 WGAR-F<	2 WZAK-F	2 WMJI-F	2 WGAR-F>	2 WGAR-F<	2 WGAR-F	2 WRMR <	2 WZAK-F<	2 WMMS-F	2 WZAK-F<
3 WMMS-F	3 WZAK-F<	WNCX-F<	3 WNCX-F	3 WNCX-F<	3 WMJI-F	3 WNCX-F	3 WDOK-F<	3 WRMR <	3 WGAR-F	3 WMJI-F
4	4 WMMS-F>	4 WMMS-F	4 WZAK-F	4 WZAK-F<	4 WDOK-F	4 WZAK-F<	4 WMJI-F	4 WDOK-F	4 WMJI-F	4 WWWE
5	5 WOAL-F<	5 WDOK-F<	5 WDOK-F	5 WDOK-F	5 WLTF-F	5 WLTF-F<	5 WLTF-F	5 WMJI-F<	5 WNWV-F<	5 WMMS-F
6	6 WLTF-F	6 WLTF-F	6 WLTF-F<	6 WLTF-F	6	6 WDOK-F	6 WMMS-F<	6 WLTF-F	6 WDOK-F	6 WRMR
7	7 WDOK-F	7 WOAL-F	7 WOAL-F<	7 WOAL-F	7	7 WRMR	7 WNCX-F<	7 WMMS-F	WZJM-F	WKNR-F
8	8	8	8 WMMS-F	8	8	8	8 WZAK-F	WNCX-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 WZAK-F	1 WZAK-F>	1 WZAK-F	1 WZAK-F	1 WGAR-F<	1 WMMS-F	1 WNCX-F>	1 WNCX-F	1 WNCX-F	1 WMJI-F<
2 WMMS-F	2 WGAR-F	2 WGAR-F	2 WGAR-F	2 WZAK-F<	2 WGAR-F	2 WMMS-F<	2 WGAR-F	2 WMJI-F<	2 WNCX-F
3 WLTF-F	3 WLTF-F	3 WLTF-F	3 WLTF-F	3 WLTF-F	3 WNCX-F	3 WGAR-F>	3 WMMS-F	3 WGAR-F	3 WGAR-F>
4 WZJM-F	4 WMMS-F	4 WOAL-F	4 WDOK-F	4 WMJI-F<	4 WZJM-F	4 WZAK-F	4 WMJI-F	4 WMMS-F>	4 WMMS-F
5 WGAR-F	5 WOAL-F	5 WDOK-F	WMJI-F<	5 WDOK-F	5 WZAK-F	5 WMJI-F	5 WZAK-F	5 WDOK-F	5 WDOK-F
6	6 WZJM-F	6 WMMS-F	6 WOAL-F	6 WOAL-F>	6 WKNR-F	6 WDOK-F	WDOK-F	6 WZAK-F	6
7	7 WDOK-F	7 WNCX-F	7 WMMS-F	7	7 WOAL-F	7	7	7	7
8	8 WNCX-F	8	8	8	8 WDOK-F	8	8	8	8

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WABQ 1540	CLEVELAND	0.9/2.0/	26/	354	WHK, WMJI-F, WMMS-F (OmniAmerica)	14.7%	17.7%	23.1%
WELW 1330	WILLOUGHBY	0.5/1.7/	14/	310				
WEOL 930	ELYRIA	0.8/2.7/	25/	527				
WERE 1300	CLEVELAND	0.9/4.2/	28/	780	WZAK-F, WZJM-F, WJMO (Zapis, semi-duopoly)	13.1%	12.0%	13.7%
WHK 1420	CLEVELAND	0.7/3.2/	22/	620		-----	-----	-----
WOBL 1320	OBERLIN	0.5/1.0/	15/	210		27.8%	29.7%	36.8%
WKKY-F 104.9	GENEVA	0.4/0.9/	33/	360				
WNIR-F 100.1	KENT	0.3/0.6/	85/	1040				
WONE-F 97.5	AKRON	1.2/4.3/	169/	2595				
WOMX-F 94.9	MEDINA	1.1/3.4/	146/	2109				

CLEVELAND

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (DAYS)	, Gospel	AURN, \$ 21.00	(---)	
WERE, 1300, 5 KW (DA-1)	, Talk	CNN, MBS, \$ 39.00	(Mc-Guild)	Clear Channel
WHK, 1420, 5 KW (DA-N)	, Business News	TALKNT, BRN, \$ 43.00	(Katz)	OmniAmerica
WJMO, 1490, 1 KW	, Black/Oldies	ABC, \$ 27.00	(MMR)	Zapis
WKNR, 1220, 50 KW (DA-N)	, Sports	ABC, CBS, \$ 40.00	(Eastman)	
WRMR, 850, 10 KW/5 KW (DA-2)	, Standards	AP, UNISTR, \$ 39.00	(MMR)	
WWWE, 1100, 50 KW	, News/Talk	CBS, ABC, \$ 71.00	(Christal)	Secret

FM STATIONS

WCLV, 95.5, 31 KW @ 620	, Classical	, \$ 60.00	(CMBS)	
WDOK, 102.1, 12 KW @ 1004	, Soft AC	, \$152.00	(MMR)	
WENZ, 107.9, 70 KW @ 390	, CHR-New Rock	Source, UNISTR, \$ 58.00	(Torbet)	Ardman
WGAR, 99.5, 50 KW @ 500	, Country	ABC, \$155.00	(D & R)	Nationwide
WZJM, 92.3, 40 KW @ 236	, CHR/Urban	ABC, \$ 50.00	(MMR)	Zapis
WLTF, 106.5, 11 KW @ 1059	, AC	AP, \$161.00	(Christal)	Secret
WMJI, 105.7, 27 KW @ 899	, Oldies	NBC, \$180.00	(Katz)	OmniAmerica
WMMS, 100.7, 34 KW @ 600	, AOR	NBC, Source, \$184.00	(Katz)	OmniAmerica
WNXC, 98.5, 16 KW @ 961	, Classic AOR	ABC, \$102.00	(Mc-Guild)	Clear Channel
WNWV, 107.3, 50 KW @ 466	, Jazz	CBS, \$ 58.00	(Torbet)	(ELYRIA)
WQAL, 104.1, 11 KW @ 1059	, AC/CHR	UNISTR, \$ 89.00	(Banner)	Fairfield/ML
WZAK, 93.1, 28 KW @ 620	, Black	CBS, \$115.00	(D & R)	Zapis

Miscellaneous: WRDZ sold by Hal Gore for \$1,500,000 (Kozacko). . .

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

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

COLORADO SPRINGS

RADIO STATIONS

KCMN, 1530,	1 KW (DAYS)	, Standards	UNISTR, CNN , \$	14.00 (K & P)	
KRDO, 1240,	1 KW (DA-1)	, Country	ABC, MBS , \$	12.00 (D & R)	
KTWK, 740,	3.5 KW/1.6 KW(DA-2),	Talk	CNN, UNISTR , \$	15.00 (Katz)	Pourtales
KVOR, 1300,	5 KW/1 KW	, News/Talk	ABC, CBS , \$	27.00 (Katz)	Pourtales
KBIQ-F, 96.1,	.5 KW @ 2014,	Religion	, \$	13.00 (---)	(FOUNTAIN)
KGFT-F, 100.7,	13 KW @ 2122,	Religion	, \$	19.00 (---)	(PUEBLO)
KIKX-F, 102.7,	100 KW @ 2001,	Oldies-70's	, \$	22.00 (Torbet)	Wiskes/Abaris
KILO-F, 93.9,	83 KW @ 2109,	AOR	, \$	33.00 (Eastman)	Bahakel
KKCS-F, 101.9,	79 KW @ 2178,	Country	, \$	54.00 (Torbet)	Walton
KKFM-F, 98.1,	71 KW @ 2289,	AOR - Classic	, \$	40.00 (Christal)	Citadel
KKLI-F, 106.3,	1.6 KW @ 2224,	Soft AC	, \$	25.00 (D & R)	Tippie (WIDEFIELD)
KKMG-F, 98.9,	70 KW @ 2299,	CHR	, \$	24.00 (Christal)	Citadel (PUEBLO)
KHII-F, 105.5,	.4 KW @ 2293,	Country	ABC , \$	17.00 (D & R)	(SECURITY)
KRDO-F, 95.1,	96 KW @ 2011,	EZ/Soft AC	ABC , \$	22.00 (D & R)	
KSPZ-F, 92.9,	72 KW @ 2129,	Oldies	UNISTR , \$	34.00 (Katz)	Pourtales
KVUU-F, 99.9,	68 KW @ 2001,	AC/CHR	, \$	26.00 (Katz)	Pourtales (PUEBLO)

KOA -- See Denver

COLUMBIA, SC

Arbitron Rank/Pop (12+): 90/398,600
 MSA Rank/Pop: 103/480,000
 DMA # 82
 Average Person Ratings: 15.9
 Market TSL: 21.00 hours

Stations: 17/16
 Diaries: 1068/373:1/51.4%
 Sample Target: 1105
 % Below Line: 0.5
 % Not Listed: 13.1

1994 Revenue: \$16,900,000
 HH Inc.: \$34,799
 Retail \$: 4.6 Bil
 Pop per Station: 24,913
 #1 Biller: WWDM-F \$3,500,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WWDM-F (B)	104/16.4	17.7	17.1	16.5	16.7	16.9	193/1886	889/22.3	25.6	25.6	E	WWDM-F
2. WCOS-F (C)	83/13.1	10.6	12.2	12.0	12.6	12.0	181/1945	905/22.7	24.0	26.0	E	WCOS-F
3. WNOK-F (CHR)	62/ 9.8	6.5	8.3	7.9	6.3	8.1	97/1341	868/21.8	21.4	17.2	C	WNOK-F
4. WVOC (N/T)	50/ 7.9	7.4	5.3	7.1	7.0	6.9	59/866	712/17.9	13.1	17.1	C	WVOC
5. WTCB-F (AC)	47/ 7.4	6.3	7.9	6.7	6.4	7.1	65/892	659/16.5	15.5	15.5	D	WTCB-F
6. WOMG-AF (O)	40/ 6.3	4.2	5.4	5.0	6.4	5.2	51/628	561/14.1	14.4	16.3	C	WOMG-AF
7. WMFX-F (AOR/CL)	33/ 5.2	7.7	5.1	6.8	4.0	6.2	38/609	525/13.2	15.6	11.3	C	WMFX-F
8. WFMV-F (G)	32/ 5.1	4.4	5.9	5.0	3.1	5.1	39/593	459/11.5	9.7	7.1	A	WFMV-F
9. WARQ-F (AOR)	31/ 4.9	3.9	5.3	3.5	4.2	4.4	35/587	507/12.7	11.1	11.1	A	WARQ-F
10. WSCQ-F (SAC)	27/ 4.3	6.8	5.6	5.1	8.1	5.5	43/541	431/10.8	11.5	12.9	B	WSCQ-F
11. WHKZ-F (C)	14/ 2.2	4.0	5.0	5.7	5.9	4.2	19/527	409/10.3	10.9	14.1	C	WHKZ-F
12. WOIC (B)	8/ 1.3	1.9	1.5	2.0	2.6	1.7	8/135	135/ 3.4	3.6	5.2	A	WOIC
WLXC-F (?)	8/ 1.3	0.3	---	---	---	---	8/145	128/ 3.2	---	---	A	WLXC-F
14.												
15.												

12+ FM SHARE (METRO): 88.91% (489 of 550) (FAL 93: 86.74%)

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 WCOS-F<	1 WWDM-F	1 WWDM-F>	1 WWDM-F>
2 WCOS-F>	2 WNOK-F>	2 WNOK-F	2 WNOK-F	2 WNOK-F	2 WVOC	2 WCOS-F	2 WWDM-F<	2 WCOS-F	2 WNOK-F<	2 WCOS-F>
3 WNOK-F	3 WARQ-F	3 WCOS-F	3 WTCB-F<	3 WOMG-F<	3 WWDM-F	3 WNOK-F	3 WVOC	3 WNOK-F	3 WCOS-F	3 WARQ-F>
4 WARQ-F	4 WCOS-F<	4 WTCB-F	4 WOMG-F	4 WTCB-F<	4 WOMG-F	4 WTCB-F	4 WNOK-F	4 WVOC	4	4 WOMG-F
5	5 WTCB-F	5 WOMG-F<	5 WCOS-F	5 WNOK-F<	5 WSCQ-F	5 WSCQ-F	5 WTCB-F	5 WTCB-F	5	5 WFMV-F
6	6 WMFX-F	6 WMFX-F	6 WVOC	6 WVOC	6 WTCB-F	6 WVOC	6	6	6	6
7	7	7	7 WMFX-F	7 WMFX-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNOK-F	1 WNOK-F	1 WWDM-F	1 WWDM-F<	1 WWDM-F	1 WWDM-F	1 WWDM-F>>	1 WMFX-F	1 WWDM-F>	1 WVOC
2 WWDM-F	2 WWDM-F>>	2 WNOK-F	2 WNOK-F	2 WCOS-F<	2 WARQ-F	2 WMFX-F<	2 WWDM-F	2 WMFX-F<	2 WWDM-F
3 WCOS-F	3 WTCB-F<	3 WTCB-F	3 WTCB-F	3 WTCB-F<	3 WNOK-F	3 WARQ-F	3 WNOK-F	3 WVOC	3 WMFX-F<
4	4 WCOS-F>	4	4 WCOS-F	4 WNOK-F>	4	4 WNOK-F	4	4 WOMG-F<	4 WOMG-F
5	5 WARQ-F	5	5	5 WOMG-F	5	5	5	5 WNOK-F	5 WCOS-F
6	6	6	6	6	6	6	6	6 WARQ-F	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WCOS	1400	COLUMBIA	0.2/1.3/ 1/ 67	WCOS A/F, WVOC, WHKZ-F (Renchmark)	23.4%	21.3%	34.1%
WKWQ-F	93.1	BATESBURG	1.1/4.7/ 8/ 209				
WQK1-F	93.9	ST. MATTHEWS	0.5/1.2/ 15/ 245	WOIC, WMFX-F, WNOK-F (Local)	16.3%	17.5%	19.4%
				WWDM-F, WARQ-F (Radio Equity)	21.3%	19.0%	23.0%
				WOMG A/F, WTCB-F (Bloomington)	13.7%	18.5%	20.0%
					74.7%	76.3%	95.4%

COLUMBIA, SC

RADIO STATIONS

WOIC, 1230, 1 KW (DA-1)	, Black		, \$ 15.00 (Katz)	WMFX owner (D)
WTGH, 620, 1 KW/125 W (DA-1)	, Gospel	AURN	, \$ 14.00 (---)	Willis
WVOC, 560, 5 KW (DA-N)	, News/Talk	TALKNT, CNN	, \$ 30.00 (Banner)	
WARQ-F, 93.5, 2.8 KW @ 443,	AOR		, \$ 24.00 (Banner)	Radio Equity
WCOS-F, 97.5, 100 KW @ 984,	Country	ABC	, \$ 76.00 (Katz)	Benchmark
WFMV-F, 95.3, 3 KW @ 328,	Gospel		, \$ 17.00 (---)	(S. CONGAREE)
WHKZ-F, 96.7, 3.3 KW @ 443,	Country		, \$ 28.00 (K & P)	Benchmark
WKWO-F, 93.1, 2.1 KW @ 561,	Black/AC	UNISTR	, \$ 16.00 (---)	(BATESBURG)
				(ST.ANDREWS)
WMFX-F, 102.3, 3 KW @ 321,	AOR/Classic		, \$ 31.00 (D & R)	
WNOK-F, 104.7, 100 KW @ 1000,	CHR	ABC	, \$ 41.00 (Katz)	WMFX owner (D)
WOMG-F, 103.1, 3 KW @ 298,	Oldies	MBS	, \$ 30.00 (Torbet)	Bloomington
WSCO-F, 100.1, 5.9 KW @ 331,	EZ	CBS	, \$ 22.00 (Eastman)	
WTCB-F, 106.7, 100 KW @ 787,	AC	AP	, \$ 51.00 (Christal)	Bloomington (ORANGEBURG)
WWDN-F, 101.3, 100 KW @ 1322,	Black	UNISTR	, \$ 70.00 (D & R)	Radio Equity (SUMTER)

Miscellaneous: WOMG A/F sold by John Price to Bloomington (D) for \$3,000,000 (Stevens). . .

COLUMBUS, OH

Arbitron Rank/Pop (12+): 33/1,215,700
 MSA Rank/Pop: 38/1,440,000
 DMA # 35
 Average Person Ratings: 14.2
 Market TSL: 19.0 hours

Stations: 27/25
 Diaries: 1867/651:1/56.5%
 Sample Target: 1860
 % Below Line: 1.7
 % Not Listed: 12.8

1994 Revenue: \$55,500,000
 HH Inc.: \$36,788
 Retail \$: 15.1 Bil
 Pop per Station: 48,628
 #1 Biller: WSNY-F \$9,900,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WTVN (FS)	160/ 9.3	9.5	8.0	9.2	8.6	9.0	175/2628	2260/18.6	17.8	16.7	H	WTVN
2. WNCI-F (CHR)	141/ 8.2	7.3	8.5	7.4	5.8	7.9	184/3334	2504/20.6	21.7	18.5	H	WNCI-F
3. WCOL-F (C)	131/ 7.6	8.6	6.2	4.9	4.0	6.8	149/2473	2041/16.8	15.7	12.1	E	WCOL-F
4. WSNY-F (AC)	120/ 6.9	7.9	7.8	8.7	8.7	7.8	128/2589	2355/19.4	17.4	21.4	H	WSNY-F
5. WBZX-F (AOR)	115/ 6.7	7.1	7.8	5.8	5.7	6.9	166/2629	1897/15.6	14.6	13.6	F	WBZX-F
6. WCKX-F (B)	98/ 5.7	3.9	4.7	5.7	2.8	5.0	100/1179	1161/ 9.6	8.9	6.7	B	WCKX-F
7. WLVO-F (AOR/CL)	96/ 5.6	5.9	6.1	7.6	6.7	6.3	108/2232	1895/15.6	15.5	16.1	H	WLVO-F
8. WBNS-F (O)	82/ 4.7	4.8	4.2	3.0	2.3	4.2	101/2900	1732/14.2	13.2	10.8	D	WBNS-F
9. WHOK-F (C)	79/ 4.6	5.2	5.2	4.8	7.0	5.0	116/1967	1317/10.8	12.8	13.4	F	WHOK-F
10. WVKO (B)	73/ 4.2	3.6	3.0	3.9	3.2	3.7	73/858	858/ 7.1	6.7	6.6	C	WVKO
11. WLLD-F (C)	49/ 2.8	3.1	3.3	4.3	7.0	3.4	49/1247	1198/ 9.9	9.0	13.5	E	WLLD-F
12. WAKS-F (O-70's)	46/ 2.7	2.3	1.1	2.4	3.1	2.1	51/1097	976/ 8.0	5.2	9.0	B	WAKS-F
13. WWCDF (AOR-NR)	44/ 2.5	2.5	2.9	2.6	2.2	2.6	44/1109	1071/ 8.8	6.6	7.5	C	WWCD-F
14. WBNS (SPRTS)	41/ 2.4	2.2	1.8	2.4	3.8	2.2	41/1331	1279/10.5	5.2	11.0	B	WBNS
15. WCLT-F (C)	37/ 2.1	2.5	2.7	2.5	4.1	2.5	75/1134	607/ 5.0	6.3	6.6	B	WCLT-F
WCEZ-F (SAC)	37/ 2.1	2.3	2.0	1.7	1.3	2.0	43/815	755/ 6.2	5.6	4.3	A	WCEZ-F
17. WCOL (T)	24/ 1.4	1.6	1.7	1.6	3.1	1.6	24/505	497/ 4.1	4.6	6.1	A	WCOL
18. WLW (FS/T)	23/ 1.3	1.1	1.5	1.5	1.0	1.4	53/985	560/ 4.6	4.7	3.4		WLW
19. WMNI (C)	21/ 1.2	1.3	1.1	1.9	1.9	1.4	21/390	381/ 3.1	3.3	3.5	A	WMNI
20. WAHC-F (CHR)	20/ 1.2	1.1	1.8	0.5	1.8	1.2	24/843	793/ 6.5	5.7	4.9	A	WAHC-F

12+ FM SHARE (METRO): 75.70% (1140 of 1506) (FAL 93: 73.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKX-F	1 WBZX-F	1 WNCI-F	1 WNCI-F<	1 WSNY-F<	1 WTVN >	1 WTVN >	1 WTVN	1 WCOL-F	1 WNCI-F<	1 WBZX-F>
2 WBZX-F	2 WNCI-F	2 WSNY-F<	2 WSNY-F<	2 WNCI-F<	2 WCOL-F	2 WNCI-F	2 WCOL-F	2 WNCI-F<	2 WCKX-F	2 WCOL-F
WNCI-F>	3 WCKX-F<	3 WCOL-F	3 WLVO-F<	3 WCOL-F<	3 WBNS-F	3 WLVO-F	3 WNCI-F<	3 WBZX-F<	3 WSNY-F	WTVN
4	4 WLVO-F<	WBZX-F	4 WCOL-F	4 WLVO-F	4 WSNY-F	4 WCOL-F<	4 WSNY-F	4 WTVN	4 WBZX-F	4 WHOK-F
5	5 WCOL-F<	5 WLVO-F	5 WBZX-F<	WTVN	5	5 WSNY-F	5 WBZX-F	WSNY-F	5 WCOL-F	5 WSNY-F
6	6 WSNY-F	6 WCKX-F	6 WTVN	6 WBZX-F	6	6 WBZX-F	6 WLVO-F	6 WCKX-F	6	6 WVKO
7	7	7 WTVN	7 WCKX-F	7 WBNS-F	7	7 WHOK-F	7 WBNS-F	7 WLVO-F	7	7 WCKX-F
8	8	8	8	8	8	8 WVKO	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 WNCI-F	1 WNCI-F>	1 WNCI-F	1 WNCI-F	1 WSNY-F<	1 WBZX-F	1 WBZX-F>	1 WBZX-F	1 WBZX-F	1 WTVN
2 WSNY-F	2 WSNY-F	2 WSNY-F	2 WSNY-F	2 WNCI-F	2 WCOL-F	2 WLVO-F	2 WLVO-F	2 WLVO-F>	2 WLVO-F<
3 WCOL-F	3 WCOL-F	3 WCOL-F	3 WCOL-F>	3 WCOL-F>	3 WCKX-F	3 WCKX-F	3 WCKX-F	3 WTVN <	3 WBZX-F>
4 WLVO-F	4 WCKX-F	4 WLVO-F	4 WCKX-F>	4 WVKO <	WNCI-F	4 WCOL-F	4 WCOL-F	4 WCOL-F<	4 WNCI-F<
5 WCKX-F	5 WBZX-F	5 WCKX-F	5 WHOK-F	5 WBNS-F	5 WWCDF	5 WNCI-F	5 WNCI-F	5 WNCI-F	5 WSNY-F
6 WVKO	6 WLVO-F	6	WBNS-F	6 WHOK-F	6 WLVO-F	6 WSNY-F<	WSNY-F	6 WCKX-F	6 WCOL-F
7	7 WVKO	7	WVKO	7 WTVN	7	7 WWCDF	7 WTVN	7 WSNY-F	7 WCKX-F
8	8 WWCDF	8	8	8	8	8	8	8	8 WAKS-F
									8 WBNS-F

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WCLT	1430	NEWARK	0.4/1.6/ 7/ 217	WCOL A/F, WNCI-F (Nationwide)	17.2%	17.5%	19.8%
WHTH	790	HEATH	0.4/0.6/ 10/ 149				
WVKO-F	101.7	NEWARK	0.4/0.8/ 9/ 141				
WRFD	880	WORTHINGTON	0.6/2.8/ 13/ 381	WLOH, WHOK-F, WLLD-F (OmniAmerica)	7.4%	7.0%	14.2%
WRZR-F	103.1	JOHNSTOWN	0.9/3.0/ 18/ 404				
WSWZ-F	103.5	LANCASTER	0.9/2.2/ 18/ 350		24.6%	24.5%	34.0%
WKKJ-F	93.3	CHILLICOTHE	0.4/1.3/ 38/ 579				

COLUMBUS, OH

RADIO STATIONS

AM STATIONS

WBNS, 1460,	5 KW/1 KW (DA-N) ,	Sports	CBS, AP, \$ 26.00	(Banner)	Columbus Dispatch
WCOL, 1230,	1 KW ,	Talk	, \$ 21.00	(Christal)	Nationwide
WMNI, 920,	1 KW/500 W (DA-2),	Country	MBS, NBC, \$ 23.00	(Eastman)	
WRFD, 880,	9 KW (DAYS, DA) ,	Religion	, \$ 19.00	(---)	Salem
WTVN, 610,	5 KW (DA-N) ,	Full Service	ABC, \$140.00	(Katz)	Great American
WVKO, 1580,	1 KW/250 W (DA-2),	Black	UNISTR, AURN, \$ 28.00	(Mc-Guild)	Saga

FM STATIONS

WAHC, 107.1,	3 KW @ 328 ,	CHR	, \$ NA	(Torbet)	(CIRCLEVILLE)
WAKS, 106.7,	6 KW @ 328 ,	70's - Oldies	ABC, \$ 27.00	(Torbet)	(MARYSVILLE)
WBNS, 97.1,	21 KW @ 781 ,	Oldies	CBS, \$ 44.00	(Banner)	Columbus Dispatch
WBZX, 99.7,	20 KW @ 781 ,	AOR	, \$ 79.00	(Eastman)	
WCEZ, 107.9,	6 KW @ 285 ,	Soft AC	, \$ 19.00	(---)	(DELAWARE)
WCKX, 106.3,	6 KW @ 328 ,	Black	AURN, \$ 26.00	(---)	(LONDON)
WCLT, 100.3,	50 KW @ 390 ,	Country	MBS, \$ 30.00	(---)	(NEWARK)
WCOL, 92.3,	22 KW @ 754 ,	Country	, \$ 75.00	(Christal)	Nationwide
WHOK, 95.5,	50 KW @ 492 ,	Country	AP, \$ 80.00	(D & R)	OmniAmerica (LANCASTER)
WLVO, 96.3,	18 KW @ 751 ,	AOR	, \$150.00	(Katz)	Great American
WNCI, 97.9,	175 KW @ 561 ,	CHR	AP, \$172.00	(MMR)	Nationwide
WLLD, 98.9,	3 KW @ 328 ,	Country	, \$ 70.00	(D & R)	OmniAmerica (U. ARLINGTON)
WRZR, 103.1,	1.6 KW @ 443 ,	Religion	SMN, \$ 19.00	(D & R)	(JOHNSTOWN)
WSNY, 94.7,	22 KW @ 754 ,	AC	, \$180.00	(Mc-Guild)	Saga
WVCD, 101.1,	6 KW @ 328 ,	AOR - New Rock	, \$ 35.00	(D & R)	(GROVE CITY)

Miscellaneous: WBNS-AM reclassified as Sports. . . WRVF-F changes to WLLD-F (Oct). . .

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 129/293,200

Stations: 20/19
Diaries: 797/368:1/44.8%
Sample Target: 750
% Below Line: 1.2
% Not Listed: 13.0

1994 Revenue: \$9,200,000
HH Inc.: \$30,579
Retail \$: 2.9 Bil
Pop per Station: 15,432
#1 Biller: KRYS-AF \$2,100,000

MSA Rank/Pop: 131/371,000
DMA # 124
Average Person Ratings: 16.8
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KRYS-F (C)	68/13.8	11.2	12.1	14.3	16.1	----	99/1146	789/26.9	28.7	27.3	D	KRYS-F
2. KZFM-F (CHR)	64/13.0	11.0	11.9	12.1	10.4	----	80/1102	838/28.6	26.8	28.1	C	KZFM-F
3. KOUL-F (C)	41/ 8.3	11.0	11.5	12.1	10.6	----	71/1031	666/22.7	22.8	26.6	C	KOUL-F
4. KLTG-F (O)	33/ 6.7	8.2	8.0	5.4	7.1	----	38/569	458/15.6	16.9	16.4	B	KLTG-F
KNCN-F (AOR)	33/ 6.7	5.6	8.4	9.6	9.0	----	45/806	560/19.1	15.1	17.2	C	KNCN-F
6. KMXR-F (AC)	29/ 5.9	6.0	5.3	4.2	4.3	----	34/654	534/18.9	13.4	12.5	B	KMXR-F
KUNO (SP)	29/ 5.9	4.6	4.5	6.0	7.8	----	36/362	295/10.1	10.9	9.5	B	KUNO-
8. KBSO-F (SP)	26/ 5.3	7.4	4.7	2.9	2.4	----	27/372	365/12.4	15.5	12.8	B	KBSO-F
9. KRAD-F (AOR)	19/ 3.9	4.6	0.6	2.5	1.4	----	24/443	364/12.4	9.3	4.7	A	KRAD-F
10. KSAB-F (SP)	16/ 3.3	1.0	1.0	1.0	0.8	----	24/418	263/ 9.0	4.6	5.0	A	KSAB-F
11. KXCC-F (CL AOR)	14/ 2.8	1.4	2.5	---	---	----	15/277	242/ 8.3	4.2	4.6	A	KXCC-F
12. KCCT (SP)	12/ 2.4	1.2	1.4	2.5	1.0	----	13/147	145/ 4.9	3.6	3.4	A	KCCT
13. KEYS (T)	10/ 2.0	4.0	4.1	6.0	4.3	----	24/306	218/ 7.4	9.0	9.9	B	KEYS
14. KMIQ-F (SP)	9/ 1.8	1.8	3.9	2.5	4.5	----	10/275	239/ 8.2	8.8	8.4	A	KMIQ-F
15.												

12+ FM SHARE (METRO): 84.35% (361 of 428) (FAL 93: 82.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZFM-F>>	1 KZFM-F	1 KRYS-F<	1 KRYS-F	1 KRYS-F>	1 KRYS-F	1 KRYS-F	1 KRYS-F>	1 KRYS-F	1 KZFM-F>>	1 KZFM-F
2 KRYS-F>	2 KRYS-F<	2 KZFM-F	2 KZFM-F	2 KZFM-F	2 KOUL-F<	2 KZFM-F	2 KOUL-F	2 KZFM-F>	2 KRYS-F	2 KRYS-F
3	3 KNCN-F<	3 KNCN-F	3 KMXR-F	3 KLTG-F<	3 KUNO	3 KOUL-F	3 KLTG-F	3 KOUL-F	3 KBSO-F	3 KUNO
4	4 KRAD-F	4 KLTG-F<	KNCN-F	4 KMXR-F	4 KLTG-F	4 KNCN-F	4 KMXR-F	4 KNCN-F	4 KNCN-F	4
5	5 KMXR-F	5 KOUL-F<	5 KLTG-F<	5 KNCN-F<	5	KMXR-F<	KZFM-F	5 KMXR-F	5	5
6	KOUL-F	6 KMXR-F	6 KOUL-F	6 KOUL-F	6	KUNO	6	6	6	6
7	7	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 KZFM-F	1 KZFM-F	1 KRYS-F	1 KZFM-F	1 KRYS-F	1 KZFM-F	1 KNCN-F	1 KNCN-F	1 KRYS-F<	1 KRYS-F<
2 KRYS-F	2 KRYS-F>	KZFM-F	2 KRYS-F	2 KZFM-F	2 KNCN-F	2 KRYS-F<	2 KRYS-F	2 KNCN-F<	2 KNCN-F>
3 KLTG-F	3 KMXR-F	3 KOUL-F	3 KMXR-F<	KMXR-F	KRYS-F	3 KZFM-F	3 KRAD-F	3 KZFM-F	3 KLTG-F
KOUL-F	4 KOUL-F	4 KMXR-F	4 KLTG-F<	4 KLTG-F	4	4 KRAD-F	KZFM-F	4 KOUL-F	4 KZFM-F
5	5	5	5 KOUL-F	5 KOUL-F	5	5	5	KLTG-F	5 KOUL-F
6	6	6	6	6 KBSO-F	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AOH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KCTA 1030	CORPUS CHRISTI	0.8/1.4/	6/ 86	KRYS A/F, KMXR-F	20.5%	24.7%	29.1%
KDAE 1590	SINTON	1.0/2.7/	5/ 96	(Local)			
KRYS 1360	CORPUS CHRISTI	0.8/3.6/	5/ 150	KEYS, KZFM-F, KWVS-F	15.6%	14.1%	18.5%
KSIX 1230	CORPUS CHRISTI	0.6/2.5/	4/ 128	(Local)			
KWVS-F 97.5	KINGSVILLE	0.6/5.7/	6/ 221	KOUL-F, KRAD-F, KCTA	13.0%	12.0%	17.2%
				(Local)	-----	-----	-----
KBIC-F 102.9	ALICE	1.2/1.3/	6/ 39		49.1%	50.8%	64.8%

CORPUS CHRISTI

RADIO STATIONS

KCCT	, 1150,	1 KW/500 W (DA-2)	, Hispanic	CRC,	\$13.00 (Caballero)		
KCTA	, 1030,	50 KW (DAYS)	, Religion		\$12.00 (---)		
KDAE	, 1590,	1 KW/500 KW (DA-2)	, Standards	SMN ABC,	\$12.00 (Mc-Guild)		(SINTON)
KEYS	, 1440,	1 KW (DA-N)	, News/Talk	UNISTR CNN,	\$17.00 (Banner)	KZFM owner (D)	
KUNO	, 1400,	1 KW	, Hispanic		\$25.00 (Katz)	Tichenor	
KBSO-F,	94.7,	3 KW @ 289	, Hispanic		\$16.00 (Caballero)		
KLTG-F,	96.5,	100 KW @ 869	, Oldies		\$22.00 (Mc-Guild)		
KMIO-F,	105.1,	3 KW @ 299	, Hispanic		\$14.00 (Caballero)		(ROBSTOWN)
KMXR-F,	93.9,	100 KW @ 840	, AC		\$21.00 (---)		
KNCN-F,	101.3,	100 KW @ 361	, AOR/Classic		\$30.00 (Torbet)	Tippie	(SINTON)
KOUL-F,	103.7,	100 KW @ 941	, Country	AP,	\$40.00 (Mc-Guild)		
KRAD-F,	105.5,	2 KW @ 354	, AOR	ABC,	\$15.00 (Christal)		(PORTLAND)
KRYS-F,	99.1,	100 KW @ 928	, Country	ABC,	\$48.00 (Banner)		
KSAB-F,	99.9,	100 KW @ 269	, Hispanic		\$ NA (Katz Hisp.)	Tichenor	(ROBSTOWN)
KWVS-F,	97.5,	100 KW @ 131	, AOR-P		\$15.00 (D & R)		(KINGSVILLE)
KXCC-F,	102.9,	50 KW @ 371	, CL AOR	SMN,	\$14.00 (Mc-Guild)		(ROCKPORT)
KZFM-F,	95.5,	100 KW @ 994	, CHR		\$33.00 (Banner)		

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 7/3,562,600
33 - Ft.Worth
MSA Rank/Pop: 11 - Dallas/4,470,000
DMA # 8
Average Person Ratings: 16.3
Market TSL: 21.50 hours

Stations: 33/33
Diaries: 3141/1128:1/50.7%
Sample Target: 3150
% Below Line: 0.0
% Not Listed: 8.6
1994 Revenue: \$180,000,000
HH Inc.: \$40,301
Retail \$: 43.9 Bil
Pop per Station: 107,958
#1 Biller: KVIL-AF \$23,000,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KSCS-F (C)	397/ 6.9	5.9	6.5	6.4	6.9	6.4	446/6864	6010/17.0	16.3	18.1	I	KSCS-F
2. WBAP (FS/T)	365/ 6.3	5.7	5.9	5.1	5.5	5.8	484/6868	5182/14.6	17.2	15.1	J	WBAP
3. KHKS-F (CHR)	324/ 5.6	6.0	6.1	4.7	5.9	5.6	341/6027	5546/15.7	17.2	15.7	H	KHKS-F
4. KVIL-F (AC)	295/ 5.1	5.4	5.3	5.8	5.3	5.4	303/6029	5688/16.1	11.8	14.6	K	KVIL-F
5. KKDA-F (B)	285/ 4.9	5.7	4.2	3.5	3.4	4.6	299/4463	4130/11.7	10.1	9.7	H	KKDA-F
6. KJMZ-F (B)	260/ 4.5	4.1	3.4	4.4	3.3	4.1	270/4432	4148/11.7	10.8	10.5	F	KJMZ-F
7. KOAI-F (J)	246/ 4.3	4.5	5.1	4.9	3.5	4.7	254/3645	3466/ 9.8	11.6	10.0	H	KOAI-F
8. KPLX-F (C)	236/ 4.1	4.1	5.1	4.7	4.6	4.5	269/4828	4062/11.5	13.1	13.8	I	KPLX-F
9. KLUV-F (O)	215/ 3.7	4.0	3.9	3.8	3.3	3.9	248/5035	4283/12.1	11.6	11.2	H	KLUV-F
10. KYNG-F (C)	214/ 3.7	5.9	5.1	4.8	5.1	4.9	234/3790	3309/ 9.3	12.2	11.7	I	KYNG-F
11. KDGE-F (AOR-NR)	206/ 3.6	3.3	3.7	3.1	2.9	3.4	258/4586	3965/11.2	11.6	8.9	E	KDGE-F
12. KEGL-F (AOR)	203/ 3.5	4.3	3.2	3.5	3.3	3.6	232/4543	4042/11.4	10.7	10.2	F	KEGL-F
13. KTCK (SPRTS)	183/ 3.2	1.3	1.2	1.1	2.3	1.7	184/2077	2060/ 5.8	3.8	4.8	B	KTCK
14. KDMX-F (AC/CHR)	177/ 3.1	2.5	3.1	3.2	3.4	3.0	193/3816	3566/10.1	10.7	10.1	H	KDMX-F
15. KRLD (N)	171/ 3.0	3.2	3.4	4.0	3.0	3.4	194/4512	3881/11.0	11.5	12.8	I	KRLD
16. KLTY-F (REL)	159/ 2.8	2.5	2.9	2.9	2.4	2.8	175/3075	2550/ 7.2	7.3	7.3	D	KLTY-F
17. KSNN-F (C)	157/ 2.7	2.4	2.2	2.1	2.3	2.4	174/2724	2375/ 6.7	6.3	6.8	E	KSNN-F
18. KZPS-F (CL AOR)	152/ 2.6	2.5	2.9	2.9	3.3	2.7	165/4266	3844/10.9	10.9	10.1	G	KZPS-F
19. WRR -F (CL)	148/ 2.6	2.7	1.9	1.9	2.5	2.3	160/2749	2488/ 7.0	6.2	7.4	C	WRR -F
20. KTXQ-F (AOR)	142/ 2.5	2.3	3.0	3.2	2.9	2.8	151/3431	3089/ 8.7	10.5	10.4	H	KTXQ-F
21. KRRW-F (O-70's)	137/ 2.4	2.2	3.2	2.1	1.4	2.5	150/3276	3021/ 8.5	9.9	5.9	E	KRRW-F
22. KLIF (T)	132/ 2.3	2.6	1.8	2.5	3.0	2.3	157/3011	2510/ 7.1	6.1	7.4	H	KLIF
23. KKDA (B/O)	75/ 1.3	2.0	1.4	1.8	2.4	1.6	76/1155	1127/ 3.2	3.4	4.4		KKDA
24. KHVN (G)	73/ 1.3	1.5	1.4	2.4	1.5	1.7	74/1138	1121/ 3.2	3.8	3.4		KHVN
25. KDZR-F (AOR)	71/ 1.2	1.0	1.2	1.4	1.3	1.2	78/1974	1711/ 4.8	4.3	4.6	B	KDZR-F
26. KESS (SP)	70/ 1.2	1.4	1.8	1.7	2.6	1.5	71/909	898/ 2.5	3.2	4.4		KESS
27.												
28.												
29.												
30.												

12+ FM SHARE (METRO): 77.12% (4065 of 5271) (FAL 93: 73.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHKS-F	1 KHKS-F<	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 WBAP >	1 KSCS-F	1 WBAP	1 WBAP	1 KKDA-F	1 KKDA-F
2 KJMZ-F	2 KKDA-F	2 KHKS-F	2 KVIL-F	2 KVIL-F	2 KSCS-F	2 WBAP	2 KSCS-F>	2 KSCS-F	2 KJMZ-F	2 KSCS-F
3 KKDA-F	3 KSCS-F<	3 KKDA-F	3 KOAI-F<	3 KOAI-F	3 KVIL-F	3 KHKS-F<	3 KPLX-F<	3 KHKS-F	3 KDGE-F<	3 WBAP <
KDGE-F	4 KEGL-F	4 KVIL-F	4 KHKS-F	4 KHKS-F<	4 KOAI-F	4 KEGL-F	4 KOAI-F	4 KVIL-F<	4 KHKS-F>	4 KRLD <
5	5 KJMZ-F<	5 KJMZ-F<	5 KKDA-F<	5 WBAP	5 KRLD <	KVIL-F	KVIL-F	5 KPLX-F	5 KSCS-F	5 KVIL-F<
6	6 KDGE-F	6 KEGL-F	6 WBAP <	6 KPLX-F<	6 KLUV-F	6 KKDA-F	6 KHKS-F	6 KKDA-F<	6 KYNG-F	6 KJMZ-F
7	7 KYNG-F	KOAI-F	7 KPLX-F	7 KLUV-F	7 WRR	7 KPLX-F	7 KLUV-F<	7 KJMZ-F<	7 KOAI-F	7
8	8 KDMX-F	8 KYNG-F	KTCK	8 KKDA-F	KPLX-F	8 KJMZ-F	8 KTCK	8 KOAI-F	8	8
9	9	KPLX-F	9 KLUV-F<	KTCK	9	9 KRLD	9	KYNG-F	9	9
10	10	10	10 KEGL-F	10	10	10	10	10 KLUV-F	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 KYNG-F	1 KHKS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F<	1 KDGE-F	1 KEGL-F	1 KEGL-F	1 KTCK	1 KTCK-F
2 KDGE-F	2 KSCS-F<	2 KKDA-F	2 KHKS-F<	2 KVIL-F>	2 KKDA-F	2 KTCK <	2 KTCK	2 KEGL-F	2 WBAP
3 KHKS-F	3 KKDA-F	3 KHKS-F	3 KVIL-F	3 KPLX-F<	3 KJMZ-F	3 KKDA-F	3 KHKS-F	3 KSCS-F	3 KSCS-F
4 KJMZ-F	4 KYNG-F	4 KVIL-F	4 KKDA-F	4 KHKS-F	4 KEGL-F	4 KDGE-F	4 KTXQ-F	4 WBAP	4 KEGL-F
5 KKDA-F	5 KJMZ-F	5 KDMX-F	KPLX-F	5 KOAI-F<	5 KHKS-F	5 KHKS-F	5 KSCS-F	5 KKDA-F	5 KOAI-F
6 KSCS-F	6 KDGE-F<	KPLX-F	6 KYNG-F	6 KLUV-F<	6 KYNG-F	6 KJMZ-F<	6 KJMZ-F	6 KTXQ-F	6 KTXQ-F
7 KEGL-F	7 KVIL-F<	7 KLTY-F	7 KJMZ-F	7 KKDA-F	7 KSCS-F	7 KTXQ-F	7 KKDA-F	7 KHKS-F	7 KZPS-F
8	8 KPLX-F	8 KOAI-F	KOAI-F	8 KLTY-F	8	8 KSCS-F	8 KDMX-F	8 KJMZ-F	8 KLIF-F
9	9 KDMX-F	9 KYNG-F	9 KLUV-F<	9 KDMX-F	9	9	9	9 KDGE-F	9 KHKS-F
10	10	10	10 KLTY-F	10	10	10	10	10	10 KVIL-F

DALLAS-FT. WORTH

OTHER RATED STATIONS			METRO CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
			SHARE/RTG/AQH/CUME						
KCYT-F	106.7	GRANBURY	0.4/1.0/ 31/	457		KRRW-F, KTXQ-F	4.9%	6.7%	6.4%
KDMM	1150	HIGHLAND PARK	0.5/1.1/ 27/	375		(CBS)			
KGBS	1190	DALLAS	0.6/2.1/ 35/	818					
KICI-AF	107.9	CORSICANA	0.4/1.7/ 19/	646		KYNG-F, KSNN-F	6.4%	5.3%	7.4%
KMRT	1480	DALLAS	0.5/1.6/ 28/	570		(Alliance)			
KRVA	1600	PLANO	0.8/1.9/ 46/	664					
						KHVN, KJMZ-F, KOAI-F	10.1%	9.7%	7.0%
						(Granum)			
						KZPS-F, KDGE-F	6.2%	5.2%	5.5%
						(Bonneville)			
						KVIL-F, KLUV-F, KDMM	9.3%	10.6%	17.3%
						(Infinity)			
						KICI-F, KMRT, KESS	2.0%	1.8%	< 2.0%
						(Heftel)			
							38.9%	39.3%	45.3%

RADIO STATIONS

AM STATIONS

KTCK,	1310,	5 KW/2.5 KW (DA-N),	Talk	SMN, AP,	\$ 44.00	(D & R)	
KESS,	1270,	5 KW (DA-1)	Hispanic	,	\$ 50.00	(Katz Hisp.)	Heftel
KFJZ,	870,	500 W (DAYS)	Hispanic	,	\$ 31.00	(Lotus)	
KGBS,	1190,	50 KW/5 KW (DA-2),	Talk	CNN,	\$ 30.00	(---)	
KHVN,	970,	1 KW/280 W	Gospel	UNISTR, ABC,	\$ 32.00	(Mc-Guild)	Granum
KKDA,	730,	500 W	Black Oldies	AP,	\$ NA	(Christal)	
KLIF,	570,	5 KW, (DA-2)	Talk	NBC, CBS,	\$140.00	(Eastman)	Susquehanna
KMRT,	1480,	5 KW/1.9 KW (DA-2),	Hispanic	,	\$ 33.00	(Lotus Hisp.)	Heftel
KRLD,	1080,	50 KW (DA-N)	News	CBS,	\$191.00	(CBS)	SFX
KRVA,	1600,	5 KW/1 KW (DA-2),	Hispanic	CBS,	\$ 30.00	(Caballero)	(PLANO)
KSKY,	660,	10 KW/500 W(DA-N),	Religion	,	\$ 29.00	(---)	Bdcstg Partners
WBAP,	820,	50 KW	Full Service	ABC,	\$254.00	(Banner)	Cap Cities/ABC

FM STATIONS

KDGE,	94.5,	100 KW @ 1896	AOR - New Rock	,	\$ 62.00	(K & P)	Bonneville (GAINESVILLE)
KDMX,	102.9,	100 KW @ 1299	AC/CHR	,	\$175.00	(MMR)	Nationwide
KDZR,	99.1,	100 KW @ 1168	AOR	SMN,	\$ 37.00	(Roslin)	(DENTON)
KEGL,	97.1,	100 KW @ 1460	AOR	,	\$ 90.00	(Christal)	Sandusky
KHKS,	106.1,	100 KW @ 1584	CHR	,	\$129.00	(D & R)	Gannett (DENTON)
KJMZ,	100.3,	89 KW @ 1279	Black	ABC,	\$137.00	(Mc-Guild)	Granum
KKDA,	104.5,	98 KW @ 1591	Black	AP,	\$180.00	(Christal)	
KLTY,	94.1,	100 KW @ 1591	Religion (CC)	AP,	\$ 80.00	(K & P)	
KLUV,	98.7,	100 KW @ 1584	Oldies	,	\$151.00	(Mc-Guild)	Infinity
KOAI,	107.5,	25 KW @ 1279	Jazz	,	\$130.00	(MMR)	Granum
KPLX,	99.5,	100 KW @ 1676	Country	AP,	\$286.00	(Eastman)	Susquehanna
KRRW,	97.9,	100 KW @ 1610	Oldies (70's)	,	\$140.00	(CBS)	CBS
KSCS,	96.3,	99 KW @ 1679	Country	,	\$355.00	(Banner)	Cap Cities/ABC
KSNN,	94.9,	100 KW @ 1509	Country	,	\$110.00	(Group W)	Alliance
KTXQ,	102.1,	100 KW @ 1420	AOR	CBS,	\$210.00	(CBS)	CBS
KVIL,	103.7,	100 KW @ 1571	AC	,	\$380.00	(Torbet)	Infinity
KYNG,	105.3,	100 KW @ 1558	Country	,	\$180.00	(Group W)	Alliance
KZPS,	92.5,	96 KW @ 1591	Classic AOR	,	\$161.00	(D & R)	Bonneville
WRR,	101.1,	98 KW @ 1509	Classical	AP,	\$ 75.00	(CMBS)	City of Dallas

Miscellaneous: KDGE-F (Gainesville) sold to Bonneville (D) for \$11,000,000 (Star). . . KLUV-F sold by TK to Infinity (D) for \$51,000,000 (Star). . . KMRT sold by Granum to Heftel (D) for \$1,500,000 . . . KSKY sold by Broadcasting Partners to Evergreen for \$3,000,000 (E). . .

DAVENPORT-R1-MOLINE

Arbitron Rank/Pop (12+): 130/290,500
 MSA Rank/Pop: 136/356,000
 DMA # 92
 Average Person Ratings: 15.4
 Market TSL: 20.25 hours

Stations: 18/16
 Diaries: 922/315:1/59.2%
 Sample Target: 920
 % Below Line: 1.3
 % Not Listed: 13.9

1994 Revenue: \$11,200,000
 HH Inc.: \$33,146
 Retail \$: 3.6 Bil
 Pop per Station: 18,156
 #1 Biller: WLLR-F \$3,100,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WLLR-F (C)	79/17.7	19.2	19.7	19.8	14.2	----	117/1438	868/29.9	30.5	31.3	E	WLLR-F
2. WXLN-F (AOR)	66/14.8	14.0	11.2	10.5	10.8	----	129/1548	831/28.6	25.6	23.2	D	WXLN-F
3. WOC (N/T)	46/10.3	9.0	7.3	10.7	10.1	----	48/684	589/20.3	17.2	19.1	C	WOC
4. WPXR-F (CHR)	37/ 8.3	7.7	9.0	10.7	11.2	----	68/1457	749/25.8	24.6	25.3	B	WPXR-F
KUUL-F (O)	37/ 8.3	7.3	8.8	9.3	8.9	----	64/1024	645/22.2	19.5	19.7	C	KUUL-F
6. KMXG-F (AC)	24/ 5.4	6.5	10.3	9.5	12.1	----	50/1043	599/20.6	18.1	18.9	B	KMXG-F
7. KBOB-F (C)	31/ 6.9	6.9	2.1	3.2	3.2	----	61/998	557/19.2	16.7	7.9	B	KBOB-F
8. KRVR-F (SAC)	24/ 5.4	6.5	10.3	9.5	12.1	----	26/536	439/15.1	14.1	9.3	B	KRVR-F
9. KFQC (ST)	7/ 1.6	2.1	1.1	---	---	----	11/159	143/ 4.9	3.8	2.8	A	KFQC

12+ FM SHARE (METRO): 81.30% (313 of 385) (FAL 93: 82.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXR-F>>	1 WXLN-F>>	1 WXLN-F>	1 WXLN-F	1 WXLN-F<	1 WLLR-F>	1 WXLN-F<	1 WLLR-F	1 WLLR-F	1 WPXR-F<	1 WLLR-F
2 WXLN-F	2 WLLR-F	2 WLLR-F>	2 WLLR-F>	2 WLLR-F>	2 WOC >	2 WLLR-F>	2 WOC <	2 WXLN-F>	2 WXLN-F	2 WXLN-F
3 KMXG-F	3 WPXR-F	3 KUUL-F<	3 KUUL-F<	3 KUUL-F	3 KUUL-F	3 WOC	3 WXLN-F>	3 WPXR-F	3 WLLR-F>	3 KBOB-F
4 WLLR-F	4 KMXG-F	4 KMXG-F	4 KMXG-F	4 KMXG-F	4 WXLN-F	4 KBOK-F<	4 KUUL-F	4 KUUL-F<	4	4 WOC
5	5	5 WPXR-F	5	5	5	5 KUUL-F	5	5 KMXG-F	5	5
6	6	6	6	6	6	6	6	6 WOC	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLLR-F	1 WXLN-F	1 WXLN-F	1 WLLR-F>>	1 WLLR-F>>	1 WXLN-F	1 WXLN-F>>>	1 WXLN-F	1 WXLN-F>>	1 WXLN-F>>
2 KBOB-F	WLLR-F>	2 WLLR-F	2 WXLN-F	2 KMXG-F	2 WLLR-F	2 WPXR-F	2 KMXG-F	2 WLLR-F	2 WLLR-F
3 WXLN-F	3 KBOB-F<	3 KMXG-F	3 KMXG-F<	WXLN-F	3 WPXR-F	3 KMXG-F	KUUL-F	KUUL-F	KUUL-F>
4	4 KMXG-F	4	4 WPXR-F	4 KUUL-F	4	KUUL-F	4	4 KMXG-F	4 KMXG-F
5	5 WPXR-F	5	5 KBOB-F	5 WPXR-F	5	WLLR-F	5	5	5 WOC
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AOH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KJOC 1170	DAVENPORT	0.9/4.0/	4/ 115	WOC, KUUL-F, KMXG-F	25.8%	26.8%	25.9%
KOCS-F 93.5	BETTENDORF	0.9/3.2/	8/ 136	(Local)			
WGEN-AF 1500	GENESEEE, IL	0.6/2.5/	4/ 88				
WJRE-F 92.1	KEWANEE, IL	0.4/1.3/	2/ 44	WJOC, WXLN-F, KBOB-F	22.6%	26.5%	27.2%
WKEI 1450	KEWANEE, IL	1.1/1.7/	6/ 55	(Connoisseur)			
WLLR 1230	MOLINE	0.4/3.3/	3/ 150		48.4%	53.3%	53.1%
WGN 720	CHICAGO	0.9/3.2/	30/ 433				
WLS 890	CHICAGO	0.4/1.2/	9/ 113				

RADIO STATIONS

KJOC , 1170,	1 KW (DA-2)	Sports	CBS, \$11.00	(Banner)	Connoisseur
WKBF , 1270,	5 KW/5.4KW (DA-N),	Country	SMN, \$13.00	(Mc-Guild)	Roth
WOC , 1420,	5 KW (DA-2)	News/Talk	ABC NBC, \$25.00	(Christal)	
KBOB-F, 99.7,	100 KW @ 895	Country	\$17.00	(---)	Connoisseur (MUSCATINE)
KMXG-F, 96.1,	100 KW @ 981	AC	UNISTR, \$19.00	(Christal)	WOC owner (D)(CLINTON)
KRVR-F, 106.5,	60 KW @ 210	Soft AC	\$31.00	(Katz)	Dudley
KUUL-F, 103.7,	100 KW @ 1191	Oldies	CBS UNISTR, \$33.00	(Christal)	WOC owner (D)
WLLR-F, 101.3,	50 KW @ 500	Country	\$66.00	(Katz)	Sconnix
WPXR-F, 98.9,	39 KW @ 899	CHR	\$28.00	(Mc-Guild)	Roth
WXLN-F, 96.9,	50 KW @ 500	AOR	Source UNISTR, \$43.00	(Banner)	Connoisseur

WGN -- see Chicago

WMT -- see Cedar Rapids

Miscellaneous: WKBF, WPXR-F sold by Roth to Wheeling-Pittsburgh for \$2,600,000 (E) (MVP). . .

DAYTON

Arbitron Rank/Pop (12+): 47/842,700
 MSA Rank/Pop: 57/982,000
 DMA # 52
 Average Person Ratings: 15.6
 Market TSL: 20.50 hours

Stations: 29/23
 Diaries: 1553/543:1/58.0%
 Sample Target: 1430
 % Below Line: 8.5%
 % Not Listed: 11.5%

1994 Revenue: \$27,200,000
 HH Inc.: \$35,441
 Retail \$: 9.1 Bil
 Pop per Station: 36,639
 #1 Biller: WMMX-F \$4,100,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WHKO-F (C)	147/11.2	11.1	13.6	13.7	13.1	12.4	238/3457	2091/24.8	24.8	26.1	E	WHKO-F
2. WTUE-F (AOR)	116/ 8.8	8.5	8.9	8.4	7.0	8.7	153/2062	1432/17.0	18.3	16.9	F	WTUE-F
3. WMMX-F (AC)	104/ 7.9	9.6	7.8	7.1	7.0	8.1	123/1581	1306/15.5	18.4	14.6	F	WMMX-F
4. WHIO (N/T)	99/ 7.6	7.8	6.7	6.2	6.6	7.1	100/1462	1395/16.6	15.8	14.6	E	WHIO
5. WROU-F (B)	94/ 7.2	7.2	6.4	6.5	7.3	6.8	97/1049	930/11.0	10.2	10.5	C	WROU-F
6. WLQT-F (SAC)	93/ 7.1	7.4	7.4	4.7	5.9	6.7	102/1433	1187/14.1	16.6	13.5	D	WLQT-F
7. WGTZ-F (CHR)	68/ 5.2	6.2	5.4	7.4	7.6	6.1	120/2461	1525/18.1	18.5	20.6	D	WGTZ-F
8. WLW (FS/T)	60/ 4.6	5.1	4.8	3.8	4.1	4.6	149/2771	1113/13.2	13.6	11.2		WLW
9. WAZU-F (CL AOR)	49/ 3.7	2.5	3.4	2.9	2.4	3.1	64/1328	943/11.2	11.6	9.4	A	WAZU-F
10. WRVF-F (C)	34/ 2.6	2.2	1.5	2.9	4.2	2.3	35/684	611/ 7.3	6.5	10.0	B	WRVF-F
12. WPFB-F (C)	34/ 2.6	2.0	3.0	2.6	2.9	2.6	69/1197	520/ 6.2	7.2	8.0		WPFB-F
13. WDAO (B)	31/ 2.4	2.0	1.5	3.9	2.1	2.5	31/291	291/ 3.5	4.1	3.5	B	WDAO
14. WFJC-F (REL)	29/ 2.2	1.4	1.9	1.6	1.5	1.8	44/774	511/ 6.1	6.0	4.2		WFJC-F
14. WCLR-FF (O)	26/ 2.0	2.2	1.4	1.0	1.2	1.7	51/964	504/ 6.0	4.1	4.2		WCLR-FF
WONE (ST)	26/ 2.0	1.4	2.4	1.9	2.3	1.9	29/717	578/ 6.9	7.1	6.3	B	WONE
16. WDOL-F (O)	20/ 1.5	1.3	1.3	2.7	---	1.7	21/488	455/ 5.4	4.5	---	A	WDOL-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 75.95% (881 of 1160) (FAL 93: 77.59%)

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 WTUE-F<	1 WHKO-F<	1 WHIO	1 WTUE-F<	1 WHKO-F	1 WHKO-F	1 WROU-F	1 WHIO
2 WROU-F	2 WHKO-F	2 WHKO-F	2 WMMX-F<	2 WTUE-F<	2 WHKO-F	2 WHKO-F<	2 WTUE-F<	2 WTUE-F<	2 WHKO-F	2 WHKO-F>
3 WHKO-F	3 WMMX-F	3 WMMX-F	3 WHKO-F	3 WMMX-F	3 WLQT-F	3 WHIO <	3 WLQT-F	3 WMMX-F	3 WGTZ-F	3 WROU-F<
4	4 WROU-F	4 WLQT-F<	4 WLQT-F	4 WLQT-F	4 WMMX-F	4 WMMX-F>	4 WMMX-F<	4 WLQT-F	4 WLQT-F<	4 WLW
5	5 WGTZ-F>	5 WROU-F	5 WROU-F	5 WROU-F	5 WROU-F	5 WROU-F<	5 WHIO	5 WROU-F	5 WLW <	5 WMMX-F
6	6 WLQT-F	6	6	6 WAZU-F	6 WLW	6 WLQT-F	6 WROU-F	6 WHIO <	6 WHIO	6 WTUE-F
7	WAZU-F	7	7	7	7	7	7	7 WGTZ-F	7 WTUE-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 WHKO-F	1 WHKO-F	1 WMMX-F	1 WHKO-F<	1 WMMX-F<	1 WTUE-F	1 WTUE-F>>>	1 WTUE-F	1 WTUE-F>	1 WTUE-F>
2 WMMX-F	2 WMMX-F>	2 WHKO-F	2 WMMX-F<	2 WLQT-F<	2 WHKO-F	2 WHKO-F>	2 WLW	2 WHKO-F>	2 WHKO-F
3 WGTZ-F	3 WROU-F	3 WROU-F	3 WLQT-F>	3 WHKO-F>	3 WGTZ-F	3 WGTZ-F	WHKO-F	3 WLW <	3 WLW
WROU-F	4 WTUE-F	4 WLQT-F	4 WROU-F	4 WROU-F	WROU-F	WMMX-F	4 WAZU-F	4 WMMX-F<	4 WMMX-F
5 WTUE-F	5 WLQT-F	WTUE-F	5 WTUE-F	5 WTUE-F	5 WRVF-F	WROU-F	WMMX-F	5 WAZU-F	5 WAZU-F
6 WLQT-F	6 WGTZ-F	6 WAZU-F	6 WGTZ-F	6	6	WLW	6	WROU-F	6 WROU-F
7	7	7 WGTZ-F	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WBLV	1600	SPRINGFIELD	0.5/1.1/ 6/ 111			
WING	1410	DAYTON	1.3/6.3/ 19/ 630			
WIZE	1340	SPRINGFIELD	0.7/2.7/ 10/ 235			
WKSW-F	101.7	URBANA	1.3/2.8/ 45/ 548			
WPFB	910	MIDDLETOWN	0.8/2.8/ 24/ 414			
WPTW	1570	PIQUA	0.9/1.2/ 12/ 118			
WTRJ-F	96.9	TROY	0.5/2.1/ 11/ 256			
WCKY	550	CINCINNATI	0.6/1.3/ 37/ 641			
WLSN-F	106.5	GREENVILLE	1.4/3.5/ 29/ 500			
WOFX-F	94.9	FAIRFIELD	0.6/3.9/ 37/ 913			
WOXY-F	97.7	OXFORD	0.4/1.9/ 12/ 328			
WGY-F	96.5	HAMILTON	0.8/3.8/ 60/1119			
			WONE, WMMX-F, WTUE-F	18.7%	22.1%	32.7%
			(American Radio Systems)			
			WLQT-F, WDOL-F	8.6%	11.4%	10.7%
			(Regent)			
				27.3%	33.5%	43.4%

DAYTON

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	, Black	AURN, \$ 19.00 (---)	
WHIO, 1290, 5 KW (DA-N)	, News/Talk	AP, SUN, \$ 63.00 (D & R)	Cox
WING, 1410, 5 KW (DA-N)	, News	CBS, CNN, \$ 19.00 (Katz)	Great Trails
WONE, 980, 5 KW (DA-N)	, Standards	ABC, \$ 26.00 (Eastman)	Amer. Radio Systems
WAZU-F, 102.9, 50 KW @ 492	, Classic AOR	ABC, \$ 23.00 (Katz)	Osborn (SPRINGFIELD)
WCLR-F, 95.7, 50 KW @ 476	, Oldies	UNISTR, \$ 21.00 (Regional)	(PIQUA)
WDOL-F, 94.5, 6 KW @ 328	, Oldies	, \$ NA (---)	Regent (ENGLEWOOD)
WFCJ-F, 93.7, 50 KW @ 492	, Religion	, \$ 17.00 (---)	(MIAMISBURG)
WGTZ-F, 92.9, 40 KW @ 551	, CHR	UNISTR, \$ 59.00 (Katz)	Great Trails
WHKO-F, 99.1, 50 KW @ 1059	, Country	, \$ 85.00 (D & R)	Cox
WKSU-F, 101.7, 2 KW @ 397	, Country	ABC, \$ 18.00 (---)	(URBANA)
WLQT-F, 99.9, 50 KW @ 500	, Soft AC	, \$ 50.00 (Katz)	Regent
WMMX-F, 107.7, 50 KW @ 420	, AC	, \$ 82.00 (Eastman)	Amer. Radio Systems
WPFB-F, 105.9, 34 KW @ 535	, Country	, \$ 25.00 (---)	Braden (MIDDLETOWN)
WROU-F, 92.1, .9 KW @ 597	, Black	, \$ 27.00 (K & P)	(W. CARROLL.)
WTUE-F, 104.7, 50 KW @ 500	, AOR	ABC, \$ 72.00 (Eastman)	Amer. Radio Systems
WRVF-F, 103.9, 1.2 KW @ 522	, Country	, \$ 36.00 (Torbet)	(BEAVERCREEK)

WLW - See Cincinnati

Miscellaneous: WONE changes format from Talk to Standards...WYMJ-F changes calls to WRVF-F (Oct.). . .

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

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

DAYTONA BEACH

Arbitron Rank/Pop (12+): 95/380,200
 MSA Rank/Pop: NA
 Orlando DMA
 Average Person Ratings: 15.2
 Market TSL: 20.75 hours

Stations: 23/8
 Diaries: 848/448:1/53.1%
 Sample Target: 850
 % Below Line: 60.0
 % Not Listed: 13.8

1994 Revenue: \$5,500,000
 HH Inc.: \$34,880
 Retail \$: 3.7 Bil
 Pop per Station: 47,525
 #1 Biller: WGNE-F \$1,800,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. WMGF-F (SAC)	64/11.1	12.2	9.9	12.2	8.7	----	100/1207	790/20.8	21.9	18.8	WMGF-F
2. WJRR-F (AOR)	45/ 7.8	4.9	4.6	2.1	0.5	----	61/790	585/15.4	11.9	12.2	WJRR-F
3. WGNE-F (C)	42/ 7.3	6.5	7.2	10.0	11.1	----	43/656	548/14.4	14.5	17.3	C WGNE-F
4. WOCL-F (O)	33/ 5.7	6.0	6.4	8.2	7.8	----	54/983	586/15.4	16.8	16.0	WOCL-F
5. WCFB-F (C)	32/ 5.5	4.3	6.1	5.5	3.5	----	49/810	464/12.2	11.7	15.3	WCFB-F
6. WOMX-F (AC)	29/ 5.0	5.4	5.4	4.0	3.0	----	43/708	446/11.7	14.2	13.0	WOMX-F
7. WROD (ST)	28/ 4.8	6.4	6.7	6.6	9.7	----	28/338	338/ 8.9	11.9	11.6	B WROD
8. WJHM-F (B)	26/ 4.5	3.5	5.3	6.9	7.0	----	51/754	397/10.4	10.1	11.4	WJHM-F
9. WTKS-F (T/AOR)	24/ 4.2	2.1	1.9	0.6	1.4	----	38/761	379/10.0	7.9	7.7	WTKS-F
10. WWKA-F (C)	23/ 4.0	3.2	4.3	4.7	4.7	----	55/813	367/ 9.7	9.4	13.4	WWKA-F
WSBB (ST)	23/ 4.0	2.9	3.0	2.6	2.3	----	23/325	325/ 8.5	5.2	7.4	A WSBB
12. WNDB (N/T)	22/ 3.8	4.8	5.7	4.2	5.7	----	22/334	334/ 8.8	9.7	10.6	B WNDB
13. WFKS-F (CHR)	21/ 3.6	2.9	2.4	2.7	3.8	----	31/724	528/13.9	12.1	9.6	C WFKS-F
14.											
15.											

12+ FM SHARE (METRO): 80.52% (401 of 498) (FAL 93: 76.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WJRR-F>	1 WJRR-F>	1 WMGF-F	1 WMGF-F>	1 WMGF-F>	1 WJRR-F	1 WMGF-F>	1 WMGF-F>	1 WMGF-F>	1 WGNE-F
2 WJRR-F>	2 WOMX-F	2 WMGF-F	2 WJRR-F	2 WJRR-F	2 WGNE-F	2 WMGF-F	2 WJRR-F	2 WJRR-F	2 WJRR-F<	2 WHTQ-F
3 WFKS-F	WTKS-F	3 WOMX-F<	3 WOMX-F	WGNE-F	3 WROD	3 WGNE-F	3 WGNE-F	3 WGNE-F	3 WJHM-F	3
4	4 WDIZ-F	4 WTKS-F	WGNE-F	4 WOMX-F	4 WOCL-F	4 WOCL-F<	4 WOCL-F	4 WCFB-F	4 WGNE-F	4
5	WJHM-F	WGNE-F	5 WHTQ-F	5 WCFB-F	5 WSBB	5 WROD	5 WCFB-F	5	5 WDIZ-F	5
6	6	6	6	WOCL-F	6	6	6	6	WHTQ-F	6
7	7	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 WFKS-F	1 WOMX-F<	1 WOMX-F	1 WMGF-F	1 WMGF-F>		1 WJRR-F	1 WJRR-F>>	1 WJRR-F	1 WJRR-F>	1 WJRR-F>
WGNE-F	2 WJHM-F	2 WFKS-F	2 WOMX-F<	2 WOCL-F		2 WDIZ-F	2 WDIZ-F	2 WDIZ-F	2 WTKS-F	2 WMGF-F
WJHM-F	WFKS-F	WJHM-F	3 WGNE-F	WGNE-F		3 WTKS-F	3 WTKS-F>	WTKS-F	3 WDIZ-F	WTKS-F
WTRS-F	4 WGNE-F	WMGF-F	4 WOCL-F	WOMX-F		4	4	4	4 WHTQ-F	4 WGNE-F
5	5	5	5	5		5	5	5	5 WCFB-F	WCFB-F
6	6	6	6	6		6	6	6	6	WHTQ-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WEDG-F	93.1	EDGEWATER	0.5/1.7/ 3/ 63			
WPUL	1590	S. DAYTONA	1.4/2.0/ 8/ 76			
WXVQ	1490	DELAND	0.7/1.6/ 4/ 60			

SEE ORLANDO FOR MORE ABOUT THE FOLLOWING:

WDBO	2.1/ 5.1	WMMO-F	0.7/ 2.2
WDIZ-F	3.6/11.3	WOGK-F	0.3/ 1.9 (OCALA)
WHTQ-F	3.5/10.8	WXXL-F	1./6 7.3
WLOQ-F	0.5/ 1.4		

RADIO STATIONS

WNDB , 1150, 1 KW (DA-N) , News/Talk	CBS ABC, \$22.00 (Torbet) Root
WPUL , 1590, 1 KW (DAYS) , Black	AURN SMN, \$12.00 (K & P)
WROD , 1340, 1 KW , Standards	UNISTR ABC, \$21.00 (Regional)
WSBB , 1230, 1 KW , Standards	MBS, \$13.00 (---) (NEW SMYRNA)
WFKS-F, 99.9, 100 KW @ 1200 , CHR	ABC, \$25.00 (---) Osborn (PALATKA)
WGNE-F, 98.1, 50 KW @ 348 , Country	, \$43.00 (Banner) Multimarket (TITUSVILLE)

Other ranked stations -- See Orlando

Miscellaneous: WGNE-F sold by Southern Starr to Multimarket for \$4,200,000 (E). . . WELE sold to WTRR owner (D) for \$313,000 (Hadden). . .

DENVER

Arbitron Rank/Pop (12+): 23/1,705,800

Stations: 27/27

1994 Revenue: \$90,200,000

MSA Rank/Pop: 26/2,250,000

Diaries: 2365/721:1/55.3%

III Inc.: \$35,861

DMA # 21

Sample Target: 2240

Retail \$: 23.4 Bil

Average Person Ratings: 16.2

% Below Line: 0.0

Pop per Station: 63,178

Market TSL: 21.25 hours

% Not Listed: 11.3

#1 Biller: KOA \$17,700,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KOA (FS/T)	273/ 9.9	9.5	8.8	7.3	8.7	8.9	375/6439	4690/27.5	26.2	25.5	J	KOA
2. KYGO-F (C)	223/ 8.1	9.6	9.7	9.9	9.7	9.3	264/3805	3192/18.7	20.1	19.9	I	KYGO-F
3. KOSI-F (SAC)	168/ 6.1	6.0	6.2	6.9	7.3	6.3	194/3236	2777/16.3	17.3	17.8	H	KOSI-F
4. KBPI-F (AOR)	158/ 5.7	5.3	4.6	2.1	1.9	4.4	200/2794	2220/13.0	12.2	7.6	E	KBPI-F
5. KRFX-F (CL AOR)	156/ 5.6	7.3	7.1	7.3	7.4	6.8	212/3479	2760/16.2	17.9	18.3	H	KRFX-F
6. KXKL-AF (O)	151/ 5.5	4.9	4.9	5.7	5.9	5.3	177/3291	2671/15.7	16.3	18.5	H	KXKL-AF
7. KXPK-F (AOR-P)	145/ 5.2	3.8	---	---	---	---	154/2064	1886/11.1	---	---	C	KXPK-F
8. KALC-F (AC)	119/ 4.3	3.8	3.7	4.1	3.8	4.0	133/2664	2294/13.4	11.5	11.6	E	KALC-F
9. KOKS-F (CHR)	113/ 4.1	3.9	4.9	5.1	4.2	4.5	136/2970	2427/14.2	15.3	14.1	D	KOKS-F
10. KBCO-AF (AOR)	111/ 4.0	4.5	5.6	5.0	5.1	4.8	127/1859	1679/ 9.8	13.0	13.2	H	KBCO-AF
11. KEZW (ST)	93/ 3.4	2.8	3.1	2.7	2.4	3.0	96/1145	1112/ 6.5	5.4	4.4	B	KEZW
12. KHIH-F (J)	92/ 3.3	2.9	4.1	3.7	2.6	3.5	102/1600	1372/ 8.0	10.0	7.5	E	KHIH-F
13. KMJI-F (O-70's)	89/ 3.2	3.1	4.0	3.6	4.3	3.5	98/2159	1898/11.1	12.3	12.3	E	KMJI-F
14. KWMX-F (AC/CHR)	81/ 2.9	5.0	4.4	5.4	3.8	4.4	85/2339	2133/12.5	16.7	13.5	E	KWMX-F
15. KZDG-F (C)	80/ 2.9	1.9	2.5	2.4	2.7	2.4	109/1873	1453/ 8.5	8.6	7.5	D	KZDG-F
16. KVOD-F (CL)	74/ 2.7	2.5	2.8	3.0	2.5	2.8	89/1468	1205/ 7.1	7.3	7.3	D	KVOD-F
17. KKFN (SPRTS)	65/ 2.3	2.5	1.9	2.8	1.9	2.4	83/1315	990/ 5.8	4.5	5.3		KKFN
18. KTLK (T)	60/ 2.2	1.7	1.6	1.3	1.6	1.7	68/1288	1054/ 6.2	6.4	4.1	C	KTLK
19. KHOW (SAC)	55/ 2.0	2.2	1.6	1.9	1.4	1.9	65/1367	1164/ 6.8	5.6	4.3		KHOW
20. KTCL-F (AOR-NR)	52/ 1.9	1.6	2.1	3.1	3.0	2.2	73/1475	1115/ 6.5	6.8	7.1		KTCL-F
21. KYBG (SPRTS)	42/ 1.5	1.1	1.7	1.6	2.0	1.5	46/947	853/ 5.0	4.7	6.4	C	KYBG
22. KNUS (T)	18/ 0.7	0.5	1.1	1.1	2.5	0.9	20/471	408/ 2.4	3.7	6.3	B	KNUS
23.												
24.												
25.												

12+ FM SHARE (METRO): 73.21% (1798 of 2456) (FAL 93: 71.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOKS-F>>	1 KBPI-F	1 KYGO-F	1 KYGO-F	1 KYGO-F<	1 KOA >	1 KOA >	1 KOA >	1 KYGO-F	1 KBPI-F<	1 KOA >
2 KALC-F	2 KXPK-F	2 KRFX-F<	2 KOA <	2 KOA	2 KOSI-F<	2 KYGO-F	2 KYGO-F<	2 KBPI-F<	2 KOKS-F	2 KYGO-F
3 KBPI-F	3 KYGO-F<	3 KBPI-F<	3 KRFX-F	3 KOSI-F	3 KYGO-F	3 KRFX-F	3 KOSI-F	3 KOA <	3 KYGO-F	3 KXKL-F<
4	4 KRFX-F>	4 KXPK-F	4 KXPK-F<	KXKL-AF<	4 KXKL-AF	4 KXKL-AF	4 KXPK-F	4 KOSI-F	4 KALC-F	4 KBPI-F
5	5 KALC-F	5 KOA	5 KXKL-AF<	5 KRFX-F	5 KEZW	5 KBPI-F	5 KRFX-F<	5 KXPK-F	5 KRFX-F<	5 KRFX-F
6	6 KMJI-F	6 KXKL-AF<	6 KOSI-F	6 KXPK-F	6 KHIH-F	KOSI-F	6 KXKL-AF	6 KXKL-AF	6 KOA	6 KEZW <
7	KOKS-F	7 KOSI-F	7 KBPI-F	7 KBCO-AF<	7	7 KXPK-F<	7 KBPI-F	7 KRFX-F	7 KOSI-F	7 KOSI-F
8	8	8 KBCO-AF	8 KBCO-AF	8 KBPI-F	8	8 KALC-F	8	8 KBCO-AF	8	8 KXPK-F
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 KALC-F	1 KXPK-F	1 KXPK-F	1 KYGO-F	1 KYGO-F<	1 KBPI-F	1 KBPI-F	1 KBPI-F	1 KRFX-F<	1 KOA <
2 KXPK-F	2 KYGO-F	2 KYGO-F	2 KXPK-F<	2 KOSI-F	2 KRFX-F	2 KRFX-F>	2 KRFX-F	2 KBPI-F	2 KRFX-F
3 KBPI-F	3 KALC-F<	3 KMJI-F	3 KOSI-F	3 KXKL-AF	3 KYGO-F	3 KYGO-F	3 KYGO-F	3 KOA <	3 KBPI-F<
4 KOKS-F	4 KBPI-F<	4 KOSI-F	4 KXKL-AF	4 KXPK-F	4 KXPK-F	4 KXPK-F	4 KXPK-F	4 KYGO-F	4 KYGO-F<
5 KYGO-F	5 KMJI-F	5 KBPI-F	5 KALC-F	5 KOA	5 KOKS-F	5 KBCO-AF	5 KOA	5 KBCO-AF<	5 KBCO-AF
6 KMJI-F	6 KOSI-F<	6 KALC-F	6 KMJI-F	6 KMJI-F	6 KBCO-AF	6 KOA	6 KBCO-AF	6 KXPK-F	6 KXKL-AF
7	7 KOKS-F	7 KRFX-F	7 KOA	7 KHIH-F	7 KALC-F	7 KALC-F	7 KALC-F	7 KXKL-AF	7 KXPK-F
8	8 KRFX-F	8	8 KBPI-F	8	KZDG-F	8	KTCL-F	8	8

DENVER

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
KBNO	1220	DENVER	0.4/0.9/ 10/ 168	KKFN, KYGO-F, KWMX A/F (Jefferson-Pilot)	13.3%	13.6%	17.7%
KCUV	1150	ENGLEWOOD	0.5/1.2/ 19/ 248				
KDKO	1510	LITTLETON	0.5/1.7/ 15/ 285	KLTT, KLZ (Crawford)	0.0%	0.0%	< 2.0%
				KOA, KTLK, KRFX-F, KBPI-F (Jacor)	23.4%	21.3%	35.3%
				KBCO A/F, KHOW, KHIH-F (Noble)	9.3%	12.1%	12.6%
				KMJI-F, KALC-F (Secret)	7.5%	8.1%	7.5%
				KXKL A/F, KZDG-F (Shamrock)	8.4%	10.1%	9.3%
					61.9%	65.2%	83.6%

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, Hispanic	CBS, \$ 27.00 (Katz Hisp.)	
KDKO, 1510, 10 KW/5 KW (DA-2)	, Black	, \$ 29.00 (---)	
KEZW, 1430, 5 KW (DA-N)	, Standards	SMN, \$ 36.00 (Banner)	Tribune Co.
KHOW, 630, 5 KW (DA-N)	, Talk	MBS, NBC, \$ NA (MMR)	Noble
KLZ, 560, 5 KW (DA-1)	, Religion	SMN, UNISTR, \$ 31.00 (Mc-Guild)	Crawford
KNUS, 710, 5 KW (DA-1)	, News/Talk	CNN, BRN, \$ 33.00 (---)	
KOA, 850, 50 KW	, Talk/News	ABC, \$ 21.00 (Eastman)	Jacor
KTLK, 760, 5 KW/1 KW	, Talk	, \$ 36.00 (Christal)	Jacor
KYBG, 1090, 50 KW/500 W	, Sports	NBC, AP, \$ 45.00 (Torbet)	Century
KYGO, 950, 5 KW (DA-N)	, Country	AP, \$ NA (CBS)	Jefferson-Pilot

FM STATIONS

KBPI, 106.7, 100 KW @ 987, AOR	ABC, \$ 59.00 (Eastman)	Jacor
KBCO, 97.3, 100 KW @ 1542, AOR - Prog.	, \$ 178.00 (MMR)	Noble (BOULDER)
KALC, 105.9, 99 KW @ 1469, AC	Source, \$ 130.00 (Banner)	Secret
KHIH, 95.7, 100 KW @ 1607, Jazz	MBS, \$ 71.00 (MMR)	Noble
KMJI, 100.3, 100 KW @ 1151, Oldies - 70's	, \$ 126.00 (Christal)	Secret
KOSI, 101.1, 100 KW @ 1624, Soft AC	, \$ 165.00 (Banner)	Tribune Co.
KOKS, 104.3, 58 KW @ 1214, CHR	, \$ 61.00 (Torbet)	Western Cities (LONGMONT)
KRFX, 103.5, 100 KW @ 1050, Classic AOR	, \$ 125.00 (Eastman)	Jacor
KRKS, 94.7, 100 KW @ 1214, Religion	, \$ 45.00 (---)	Salem (BOULDER)
KTCL, 93.3, 100 KW @ 1328, AOR - New Rock	, \$ 53.00 (Mc-Guild)	University (FT COLLINS)
KVOD, 99.5, 100 KW @ 279, Classical	, \$ 70.00 (CMBS)	Henry
KWMX, 107.5, 91 KW @ 1197, CHR/AC	ABC, \$ 77.00 (CBS)	Jefferson-Pilot
KXKL, 105.1, 100 KW @ 1168, Oldies	, \$ 157.00 (Katz)	Shamrock
KXPX, 96.5, 100 KW @ 1164, AOR-Prog.	, \$ 59.00 (---)	(EVERGREEN)
KYGO, 98.5, 100 KW @ 718, Country	, \$ 240.00 (CBS)	Jefferson-Pilot
KZDG, 92.5, 57 KW @ 1237, Country	, \$ 48.00 (Torbet)	Shamrock (GREELEY)

Miscellaneous: KXPX-F (Evergreen) sold for \$4,500,000. . . KKXD (1340) sold to Children's Broadcasting for \$850,000 (Questcom). . .

DES MOINES

Arbitron Rank/Pop (12+): 89/410,600
 MSA Rank/Pop: 118/421,000
 DMA # 74
 Average Person Ratings: 15.5
 Market TSL: 20.50 hours

Stations: 17/17
 Diaries: 1073/383:1/60.9%
 Sample Target: 1030
 % Below Line: 0.0
 % Not Listed: 12.4

1994 Revenue: \$19,000,000
 HH Inc.: \$39,077
 Retail \$: 5.0 Bil
 Pop per Station: 24,153
 #1 Biller: WHO \$4,600,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WHO (FS)	94/14.8	14.4	15.3	16.1	13.9	15.2	213/2760	1215/29.6	28.5	29.8	F	WHO
2. KGGG-F (AOR)	89/14.0	14.0	12.4	13.9	14.0	13.6	130/1571	1068/26.0	25.7	25.3	E	KGGG-F
3. KJJY-F (C)	72/11.3	12.6	16.0	15.7	15.9	13.9	99/1355	1006/24.5	29.1	27.5	E	KJJY-F
4. KSTZ-F (CHR/AC)	55/ 8.7	10.4	7.5	7.7	10.4	8.6	89/1656	1005/24.5	24.0	25.5	C	KSTZ-F
5. K10A-AF (O)	46/ 7.3	5.6	8.0	7.2	6.5	7.0	80/1384	834/20.3	NA	NA	C	K10A-AF
6. KLYF-F (AC)	41/ 6.5	8.8	7.3	6.9	9.1	7.4	60/1114	692/16.9	19.9	18.7	C	KLYF-F
7. KRNT (ST)	35/ 5.5	4.0	6.5	6.2	3.9	5.6	49/589	442/10.8	12.2	9.5	A	KRNT
8. KFVG-F (AOR-P)	31/ 4.9	4.8	4.6	3.8	7.4	4.5	33/519	430/10.5	9.1	12.9	B	KFMG-F
9. KHKI-F (C)	22/ 3.5	4.4	3.7	2.6	---	3.6	29/582	398/ 9.7	9.9	---	A	KHKI-F
10. KEZT-F (SAC)	17/ 2.7	1.8	1.4	2.0	1.1	2.0	28/565	326/ 7.9	7.1	8.2	A	KEZT-F
KRUU-F (C)	17/ 2.7	2.0	3.1	3.4	1.3	2.8	26/530	361/ 8.8	8.6	5.2	B	KRUU-F
12. KMXD-F (SAC)	16/ 2.5	2.2	3.1	3.8	2.6	2.9	19/284	237/ 5.8	7.0	5.9	A	KMXD-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 74.46% (414 of 556) (FAL 93: 77.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGG-F	1 KGGG-F>>	1 KGGG-F>	1 KGGG-F	1 KGGG-F	1 WHO >	1 WHO >	1 WHO <	1 KGGG-F>	1 KGGG-F>	1 WHO >
2 KSTZ-F	2 KSTZ-F	2 KSTZ-F	2 KSTZ-F	2 WHO <	2 KJJY-F	2 KGGG-F	2 KGGG-F	2 KJJY-F<	2 KJJY-F	2 KJJY-F>
3 KJJY-F	3 KJJY-F<	3 KJJY-F<	3 WHO <	3 KJJY-F<	3 K10A-AF	3 KJJY-F	3 KJJY-F	3 WHO	3 WHO	3 KGGG-F
4 KHKI-F	4 KFVG-F	4 WHO	4 KJJY-F<	4 KSTZ-F<	4 KRNT >	4 KSTZ-F	4 KSTZ-F	4 KSTZ-F>	4 KSTZ-F	4
5	5 KLYF-F	5 K10A-AF	5 K10A-AF	5 K10A-AF>	5 KLYF-F	5 KLYF-F	5 KLYF-F	5 K10A-AF	5 KFVG-F	5
6	6	KLYF-F	6 KLYF-F	6 KLYF-F	6	6	6	6 KLYF-F	6	6
7	7	7	7	7 KFVG-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSTZ-F	1 KGGG-F<	1 KGGG-F	1 KSTZ-F	1 KJJY-F	1 KGGG-F	1 KGGG-F>>>	1 KFVG-F	1 KGGG-F>>	1 KGGG-F<
2 KGGG-F	2 KSTZ-F>	2 KSTZ-F	2 KJJY-F<	2 KSTZ-F	2 KFVG-F	2	2 KSTZ-F	2 WHO >	2 WHO >
3	3 KJJY-F	3	3 KGGG-F	3 KGGG-F	KRUU-F	3	3 WHO	3 K10A-AF<	3 K10A-AF>
4	4 KLYF-F	4	4 KLYF-F>	4 KLYF-F	WHO	4	4 KGGG-F	4 KFVG-F	4 KSTZ-F<
5	5 KFVG-F	5	5 K10A-AF	5 K10A-AF	5	5	5	KSTZ-F	5 KJJY-F<
6	6	6	6	6	6	6	6	6	6 KFVG-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
KCCQ-F	107.1 AMEO				
KJJC-F	106.9 OSCEOLE	K10A A/F, KRNT, KSTZ-F (Saga)	21.5%	23.3%	17.7%
KWKY	1150 DES MOINES				
KZZQ-F	99.5 WINTERSET	KGGG-F, KHKI-F, KDMI (Community Pacific)	17.5%	17.6%	20.0%
			39.0%	40.9%	37.7%

DES MOINES

RADIO STATIONS

KIOA, 940,	10 KW/5 KW (DA-2),	SEE KIOA-F			
KRNT, 1350,	5 KW (DA-N)	, Standards	CBS, UNISTR,	\$ 22.00 (Katz)	Saga
KWKY, 1150,	1 KW (DA-1)	, Religion	USA, MBS,	\$ 15.00 (---)	
WHO, 1040,	50 KW	, Full Service	ABC, MBS,	\$ 75.00 (Christal)	Palmer
KDMI, 1460,	5 KW (DA-1)	, Religion		\$ 15.00 (---)	Community Pacific
KEZT-F, 104.1,	100 KW @ 1010,	Soft AC		\$ 16.00 (D&R)	(AMES)
KFMG-F, 103.3,	100 KW @ 745,	AOR - Prog.		\$ 22.00 (---)	(PELLA)
KGGO-F, 94.9,	100 KW @ 1066,	AOR	Source,	\$ 70.00 (Eastman)	Community Pacific
KHKI-F, 97.3,	115 KW @ 454,	Country		\$ 30.00 (Eastman)	Community Pacific
KIOA-F, 93.3,	100 KW @ 1063,	Oldies	ABC,	\$ 31.00 (Katz)	Saga
KJJY-F, 92.5,	41 KW @ 1453,	Country		\$ 77.00 (McGuild)	Fuller-Jeffrey (ANKENY)
KLYF-F, 100.3,	100 KW @ 1699,	AC		\$ 44.00 (Christal)	Palmer
KMXD-F, 106.3,	6 KW @ 328,	EZ/Soft AC		\$ 16.00 (---)	(ANKENY)
KRUU-F, 98.3,	13 KW @ 469,	Country		\$ 18.00 (Katz)	J. Ingstad (BOONE)
KSTZ-F, 102.5,	100 KW @ 1260,	CHR/AC		\$ 45.00 (Katz)	Saga

Miscellaneous: KDMI, KGGO-F, KHKI-F sold by Amer. Radio Systems to Community Pacific (D) for \$11,000,000 (Blackburn). . .
Story county was added to metro. . .

DETROIT

Arbitron Rank/Pop (12+): 6/3,660,200

Stations: 31/31
Diaries: 3389/1080:1/51.6%
Sample Target: 3330
% Below Line: 0.0%
% Not Listed: 9.2%

1994 Revenue: \$153,000,000
HH Inc.: \$37,523
Retail \$: 44.2 Bil
Pop per Station: 118,071
#1 Biller: WJR \$18,400,000

MSA Rank/Pop: 6/4,840,000

DMA # 9

Average Person Ratings: 17.4

Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WJLB-F (B)	551/ 8.7	6.8	6.9	6.3	6.8	7.2	588/6261	5701/15.6	14.8	16.3	I	WJLB-F
2. WJR (FS/T)	484/ 7.6	8.0	8.5	7.8	9.3	8.0	651/9005	6542/17.9	19.7	20.8	J	WJR
3. WWJ (N)	377/ 5.9	5.0	4.9	5.8	4.5	5.4	400/7851	7244/19.8	17.2	18.7	I	WWJ
4. WMXD-F (B/AC)	325/ 5.1	4.9	4.8	4.2	5.2	4.8	330/4224	4071/11.1	10.0	11.5	G	WMXD-F
5. WXYT (T)	315/ 4.9	5.5	4.3	5.1	4.9	5.0	320/3633	3463/ 9.5	9.2	10.6	H	WXYT
6. WWW-F (C)	312/ 4.9	4.3	4.8	4.5	4.9	4.6	343/5226	4684/12.8	12.3	13.5	H	WWW-F
7. WYCD-F (C)	297/ 4.7	5.2	4.7	5.2	4.1	5.0	318/5019	4616/12.6	12.2	10.3	H	WYCD-F
8. WNIC-F (AC)	283/ 4.4	4.7	3.8	4.0	3.9	4.2	300/5150	4782/13.1	12.3	12.2	H	WNIC-F
9. WLTI-F (SAC)	265/ 4.2	3.3	3.4	3.8	4.3	3.7	280/4363	4067/11.1	10.4	12.4	H	WLTI-F
10. WKQI-F (AC)	257/ 4.0	4.1	5.3	4.7	4.2	4.5	276/5895	5414/14.8	16.8	15.3	I	WKQI-F
11. WOMC-F (O)	255/ 4.0	3.7	3.9	3.5	3.2	3.8	264/5108	4811/13.1	12.1	11.5	H	WOMC-F
12. WHYT-F (CHR)	223/ 3.5	3.1	4.0	5.0	5.5	3.9	246/5996	5410/14.8	16.0	18.0	G	WHYT-F
13. WRIF-F (AOR)	222/ 3.5	3.1	3.7	3.1	3.2	3.4	268/5243	4342/11.9	12.2	11.1	G	WRIF-F
14. WJZZ-F (J)	208/ 3.3	3.1	3.2	3.0	3.8	3.2	220/3346	3118/ 8.5	9.0	9.7	F	WJZZ-F
15. WCSX-F (CL AOR)	163/ 2.6	3.6	3.6	4.1	3.7	3.5	183/4472	3933/10.7	12.9	12.2	G	WCSX-F
16. WORS-F (CL)	154/ 2.4	1.8	1.7	2.0	2.8	2.0	171/2879	2636/ 7.2	6.0	6.4	E	WORS-F
17. CKWW (ST)	152/ 2.4	2.2	1.9	1.8	2.3	2.1	167/1737	1505/ 4.1	3.7	4.0		CKWW
18. WLLZ-F (AOR)	145/ 2.3	2.2	2.2	2.0	2.2	2.2	152/4069	3681/10.1	11.1	11.0	F	WLLZ-F
19. CIMX-F (AOR-NR)	143/ 2.2	3.3	2.6	2.1	2.1	2.6	166/3926	3318/ 9.1	8.0	6.6		CIMX-F
20. WYST-F (O-70's)	134/ 2.1	3.2	3.2	4.1	3.2	3.2	140/3166	2965/ 8.1	9.8	8.9	F	WYST-F
21. WDZR-F (AOR)	115/ 1.8	2.2	2.0	2.2	1.8	2.1	121/2480	2373/ 6.5	7.0	5.8	D	WDZR-F
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 73.52% (4250 of 5781) (FAL 93: 73.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJLB-F>>	1 WJLB-F>	1 WJLB-F>	1 WJLB-F	1 WJLB-F	1 WJR >	1 WJR >	1 WXYT	1 WJLB-F>	1 WJLB-F>>	1 WJR
2 WHYT-F>>>	2 WRIF-F	2 WYCD-F	2 WYCD-F	2 WMXD-F<	2 WWJ	2 WJLB-F	2 WJR	2 WWW-F	2 WMXD-F	2 WJLB-F
3	3 WYCD-F	3 WMXD-F	WMXD-F<	3 WNIC-F<	3 WXYT	3 WWJ	3 WJLB-F	3 WYCD-F	3 WHYT-F<	3 WMXD-F
4	4 WHYT-F	4 WNIC-F	4 WNIC-F	4 WYCD-F	4 WWW-F	4 WKQI-F>	4 WLTI-F<	WWJ <	4 WJZZ-F>	WWJ <
5	WMXD-F	5 WRIF-F	5 WOMC-F	5 WOMC-F	5 WLTI-F	5 WNIC-F<	5 WWW-F	5 WJR	5 WNIC-F	5 WJZZ-F>
6	6 WLLZ-F	6 WKQI-F	6 WJZZ-F	6 WWW-F	WOMC-F	6 WWW-F<	6 WYCD-F<	WMXD-F	WWW-F	6 WWW-F
7	7 CIMX-F<	7 WOMC-F	WKQI-F	WKQI-F<	7 WMXD-F	7 WYCD-F	7 WMXD-F<	7 WNIC-F<	7 WXYT	7
8	8 WNIC-F	8 WJZZ-F	WRIF-F	8 WLTI-F	8 WNIC-F	8	8 WNIC-F	8 WLTI-F	WYCD-F	8
9	9	WWW-F	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJLB-F	1 WJLB-F>>	1 WJLB-F	1 WJLB-F>	1 WNIC-F<	1 WJLB-F	1 WRIF-F<	1 WRIF-F	1 WRIF-F	1 WRIF-F
2 WRIF-F	2 WMXD-F	2 WMXD-F	2 WMXD-F<	2 WMXD-F	2 WRIF-F	2 WJLB-F>	2 WJLB-F	2 WJLB-F	2 WJZZ-F<
3 WXYT	WYCD-F	3 WYCD-F	3 WNIC-F	3 WJLB-F	3 WHYT-F	3 WLLZ-F	3 WDZR-F	3 WJZZ-F	3 WOMC-F
4 WHYT-F	4 WNIC-F	4 WNIC-F	4 WYCD-F	4 WYCD-F	4 WLLZ-F	4 WDZR-F	WJZZ-F	4 WCSX-F	4 WWJ <
5 WYCD-F	5 WKQI-F<	5 WKQI-F	5 WKQI-F	5 WLTI-F	5 WDZR-F	5 WYCD-F	WLLZ-F	5 WYCD-F	5 WJLB-F
6 CIMX-F	6 WHYT-F	6 WLTI-F	6 WLTI-F	6 WKQI-F	6 WYCD-F	6 WHYT-F	6 WXYT	6 WLLZ-F	WXYT
7 WYST-F	7	7 WWW-F	7 WOMC-F	7 WWW-F	7 WWW-F	7 CIMX-F	7 WCSX-F	7 WWJ	7 WJR
8 WMXD-F	8	8	8	8 WOMC-F	8	8	8 CIMX-F	WWW-F	8 WCSX-F
9 WKQI-F	9	9	9	9	9	9	9	WXYT	9
10	10	10	10	10	10	10	10	10	10

DETROIT

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA CUME	DUOPOLY REPORT	12+	25-54	REVENUE
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WCHB 1200 TAYLOR	0.8/1.7/ 49/ 620		WHND, WCSX-F, WRIF-F (Greater Media)	6.6%	8.6%	8.6%
WDFN 1130 DETROIT	0.5/2.3/ 36/ 902					
WGPR-F 107.5 DETROIT	0.7/3.8/ 45/1502					
WHND 560 MONROE	0.5/0.9/ 32/ 345		WKQI-F, WMTG, WNIC-F (Broadcasting Partners)	8.7%	11.4%	15.5%
WMKM 1440 INKSTER	0.3/1.1/ 20/ 433					
WMTG 1310 DEARBORN	0.3/1.3/ 20/ 503					
WMUZ-F 103.5 DETROIT	1.1/3.4/ 74/1390		WJLB-F, WMXD-F (Secret)	13.8%	13.2%	10.5%
WQBH 1400 DETROIT	0.8/2.3/ 53/ 856			29.1%	33.2%	34.6%

RADIO STATIONS

AM STATIONS

WCHB, 1200, 25 KW/700 W (DA-2), Gospel	AURN, \$ 29.00 (---)	
WHND, 560, 500 W (DAYS), Oldies	UNISTR, \$ 28.00 (Mc-Guild)	Greater Media (MONROE)
WJR, 760, 50 KW, Full Service/Talk	ABC, \$ 286.00 (Katz)	Cap Cities/ABC
WMKM, 1440, 1 KW, Black	, \$ 33.00 (---)	
WMTG, 1310, 5 KW (DA-2), Black Oldies	SMN, \$ 36.00 (Mc-Guild)	Broadcasting Partners
WQBH, 1400, 1 KW, Gospel	, \$ 40.00 (Patt)	
WWJ, 950, 5 KW (DA-N), News	CBS, \$ 176.00 (CBS)	CBS
WDFN, 1130, 50 KW/10 KW(DA-2), Sports	, \$ NA (Eastman)	Shamrock
WXYT, 1270, 5 KW (DA-N), Talk	CNN, MBS, \$ 150.00 (D & R)	Infinity
CKWW, 580, 500 W, Standards	, \$ 58.00 (---)	CHUM (WINDSOR, ONT)

FM STATIONS

WCSX, 94.7, 14 KW @ 945, Classic AOR	UNISTR, \$ 160.00 (Mc-Guild)	Greater Media
WDZR, 102.7, 50 KW @ 500, AOR	SMN, NBC, \$ 48.00 (D & R)	Ragan Henry (MT. CLEMONS)
WGPR, 107.5, 50 KW @ 361, Gospel	AURN, \$ 43.00 (Lazar)	
WHYT, 96.3, 20 KW @ 787, CHR	ABC, \$ 140.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 489, Black	, \$ 190.00 (MMR)	Secret
WYST, 97.1, 12 KW @ 889, Oldies - 70's	, \$ 142.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 725, Jazz	MBS, \$ 115.00 (Torbet)	Bell
WKQI, 95.5, 100 KW @ 430, AC	, \$ 261.00 (Banner)	Broadcasting Partners
WLLZ, 98.7, 50 KW @ 479, AOR	, \$ 152.00 (Group W)	Westinghouse
WLTJ, 93.1, 27 KW @ 669, Soft AC	, \$ 149.00 (Christal)	Viacom
WMUZ, 103.5, 50 KW @ 466, Religion	, \$ 48.00 (---)	Crawford
WMXD, 92.3, 50 KW @ 459, Black/AC	, \$ 85.00 (D & R)	Secret
WNIC, 100.3, 32 KW @ 600, AC	, \$ 176.00 (Mc-Guild)	Broadcasting Partners
WOMC, 104.3, 190 KW @ 361, Oldies	UNISTR, \$ 220.00 (Torbet)	Infinity
WQRS, 105.1, 20 KW @ 784, Classical	, \$ 94.00 (CMBS)	Marlin
WRIF, 101.1, 27 KW @ 879, AOR	, \$ 125.00 (Banner)	Greater Media
WWWW, 106.7, 61 KW @ 508, Country	UNISTR, \$ 260.00 (Eastman)	Shamrock
WYCD, 99.5, 21 KW @ 754, Country	ABC, NBC, \$ 120.00 (Group W)	Alliance
CIMX, 88.7, 100 KW @ 577, AOR - New Rock	, \$ NA (---)	CHUM (WINDSOR, ONT)
CKLW, 93.9, 100 KW @ 699, Oldies	, \$ NA (---)	CHUM (WINDSOR, ONT)

Miscellaneous: WJOL-F changes to WYST-F and format from Soft AC to Oldies-70's (Sep). . . WKQI-F sold by Broadcasting Partners to Evergreen for \$44,000,000 (E). . . WMTG, WNIC-F sold by Broadcasting Partners to Evergreen for \$37,000,000 (E). . .

EL PASO

Arbitron Rank/Pop (12+): 72/521,700

Stations: 31/17
Diaries: 1031/506:1/51.7%
Sample Target: 1070
% Below Line: 8.6
% Not Listed: 9.0

1994 Revenue: \$15,000,000
HH Inc.: \$27,672
Retail \$: 4.7 Bil
Pop per Station: 30,688
#1 Biller: KHEY-AF \$2,700,000

MSA Rank/Pop: 78/670,000
DMA # 86
Average Person Ratings: 17.2
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 BOOK Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Level	
1. KBNA-AF (SP)	129/14.3	12.8	11.4	11.7	14.7	12.6	140/1551	1393/26.7	24.1	25.4	D	KBNA-AF
2. KPRR-F (CHR)	118/13.1	10.5	13.7	12.8	12.5	12.5	125/1773	1611/30.9	31.8	28.3	C	KPRR-F
3. KLAQ-F (AOR)	94/10.5	10.2	9.4	12.0	11.0	10.5	109/1639	1341/25.7	26.5	27.9	D	KLAQ-F
4. KTSM-F (SAC)	93/10.3	9.6	9.8	8.9	7.7	9.7	107/1640	1318/25.3	21.9	19.9	C	KTSM-F
5. KHEY-F (C)	86/ 9.6	10.5	9.8	8.3	9.0	9.6	106/1324	1039/19.9	20.8	22.5	D	KHEY-F
6. KOFX-F (O)	43/ 4.8	3.6	5.1	3.2	5.7	4.2	48/721	642/12.3	15.1	13.9	B	KOFX-F
7. KTSM (N/T)	34/ 3.8	3.6	5.2	3.4	3.0	4.0	34/472	414/ 7.9	11.1	6.8	B	KTSM
8. KAMZ-F (CL AOR)	28/ 3.1	4.6	4.5	4.9	4.0	4.3	36/812	612/11.7	15.9	16.0	A	KAMZ-F
KINT-F (SP)	28/ 3.1	4.6	5.1	4.0	5.7	4.2	38/701	480/ 9.2	14.4	13.7	C	KINT-F
10. KSET-F (C)	22/ 2.4	3.5	3.5	5.3	3.9	3.7	26/533	450/ 8.6	11.0	12.7	B	KSET-F
11. XHH -F (SP)	20/ 2.2	2.1	3.2	3.0	1.9	2.6	21/378	363/ 7.0	9.3	6.3		XHH -F
KAMA (SP)	20/ 2.2	2.3	1.4	2.3	2.9	2.1	30/404	293/ 5.6	4.8	7.8	B	KAMA
13. KHEY (C)	14/ 1.6	1.4	1.6	0.9	1.0	1.4	14/397	346/ 6.6	4.5	4.1		KHEY
KROD (T)	14/ 1.6	1.0	1.6	1.9	1.6	1.5	15/538	454/ 8.7	5.1	5.8	A	KROD

12+ FM SHARE (METRO): 82.40% (674 of 818) (FAL 93: 80.35%)

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 KBNA-AF	1 KBNA-AF>	1 KBNA-AF>	1 KBNA-AF>	1 KBNA-AF>	1 KBNA-AF	1 KPRR-F	1 KPRR-F>>	1 KPRR-F
2	2 KPRR-F	2 KLAQ-F	2 KTSM-F	2 KTSM-F<	2 KTSM-F	2 KPRR-F<	2 KTSM-F<	2 KTSM-F<	2 KLAQ-F	2 KHEY-F>
3	KBNA-AF	3 KTSM-F	3 KLAQ-F<	3 KHEY-F	3 KHEY-F	3 KHEY-F	3 KLAQ-F	3 KLAQ-F	3 KBNA-AF	3 KTSM-F
4	4 KTSM-F<	4 KPRR-F<	4 KHEY-F>	4 KLAQ-F>	4 KTSM	4 KLAQ-F	4 KHEY-F	4 KBNA-AF	4 KTSM-F	4 KTSM
5	5 KHEY-F	5 KHEY-F	5 KPRR-F<	5 KOFX-F<	5 KOFX-F>	5 KTSM-F	5 KPRR-F	5 KHEY-F	5 KHEY-F	5 KBNA-F
6	6	6	6 KOFX-F	6 KPRR-F	6 KPRR-F	6	6	6	6	6 KLAQ-F
7	7	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 KPRR-F	1 KBNA-AF	1 KBNA-AF	1 KBNA-AF<	1 KBNA-AF	1 KLAQ-F	1 KLAQ-F>>	1 KLAQ-F	1 KLAQ-F	1 KBNA-AF
2 KLAQ-F	KTSM-F<	2 KTSM-F	2 KTSM-F	2 KTSM-F	2 KPRR-F	2 KPRR-F<	2 KBNA-AF	2 KBNA-AF>	2 KLAQ-F
3 KHEY-F	3 KPRR-F<	3 KHEY-F	3 KPRR-F<	3 KHEY-F	3 KBNA-AF	3 KBNA-AF	3 KHEY-F	3 KHEY-F	3 KHEY-F
KTSM-F	4 KLAQ-F	4 KLAQ-F	4 KHEY-F	4	4 KTSM-F	4 KHEY-F	4 KTSM-F	4 KPRR-F<	4 KTSM-F<
5 KBNA-AF	5 KHEY-F	5 KPRR-F	5 KLAQ-F	5	5	5 KTSM-F	5	5 KTSM-F	5 KOFX-F
6	6	6	6	6	6	6	6	6 KOFX-F	6
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AOH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KELP 1599	EL PASO	0.8/3.2/	7/ 168	KHEY A/F, KPRR-F (Pagan Henry)	24.3%	18.5%	26.7%
KFOI-F 92.5	LAS CRUCES, NM	0.4/1.8/	10/ 209				
KVIV 1340	EL PASO	0.8/1.9/	7/ 100				
KFPZ 1190	CIUDAD JUAREZ, MX	0.4/1.8/	4/ 94	KSET-F, KOFX-F (Local)	7.2%	8.9%	10.0%
KFAS 1240	CIUDAD JUAREZ, MX	0.8/1.9/	7/ 98		31.5%	27.4%	36.7%
KEL 1420	CIUDAD JUAREZ, MX	0.4/1.6/	4/ 84				
KFPZ 1190	CIUDAD JUAREZ, MX	0.8/2.3/	8/ 141				
KEL 1420	CIUDAD JUAREZ, MX	0.6/2.9/	6/ 165				
KEL 1420	CIUDAD JUAREZ, MX	0.5/0.9/	3/ 96				
KEM-F 1130	CIUDAD JUAREZ, MX	0.3/1.8/	3/ 95				
KFOI-F 92.5	CIUDAD JUAREZ, MX	0.4/3.5/	4/ 159				
KIM-F 1070	CIUDAD JUAREZ, MX	0.6/2.8/	5/ 129				
KAND-F 1170	CIUDAD JUAREZ, MX	0.7/2.1/	6/ 125				
KFX-F 88.5	CIUDAD JUAREZ, MX	0.4/2.8/	4/ 148				
KVIV 1340	CIUDAD JUAREZ, MX	0.8/2.1/	5/ 109				

EL PASO

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2),	Hispanic		\$ 27.00 (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/Talk	SMN	\$ 15.00 (D & R)	D & F
KSVE,	1150,	5 KW/380 W (DA-2),	Hispanic		\$ 16.00 (Caballero)	
KTSM,	1380,	5 KW/500 W	News/Talk	TALKNT, CBS	\$ 24.00 (Christal)	
KVIV,	1340,	1 KW	Hispanic	CRC	\$ 17.00 (Lotus)	
KAMZ-F,	93.1,	100 KW @ 1420	Classic AOR		\$ 28.00 (Eastman)	Pinnacle
KBNA-F,	97.5,	100 KW @ 1089	Hispanic		\$ 45.00 (Katz Hisp)	Tichenor
KHEY-F,	96.3,	100 KW @ 1391	Country	ABC, SMN	\$ 73.00 (Katz)	Ragan Henry
KINT-F,	93.9,	100 KW @ 1210	Hispanic		\$ 28.00 (---)	
KLAQ-F,	95.5,	100 KW @ 1391	AOR	Source,	\$ 55.00 (D & R)	D & F
KOFX-F,	92.3,	100 KW @ 1860	Oldies	UNISTR,	\$ 32.00 (Mc-Guild)	KSET owner (D)
KPRR-F,	102.1,	100 KW @ 1191	CHR		\$ 35.00 (D & R)	
KSET-F,	94.7,	61 KW @ 981	Country		\$ 28.00 (D & R)	
KTSM-F,	99.9,	100 KW @ 1820	EZ/Soft AC		\$ 23.00 (Christal)	
XHH -F,	100.7,	100 KW @ 249	Hispanic		\$ 20.00 (Caballero)	(JUAREZ)

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

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

ERIE

Arbitron Rank/Pop (12+): 151/232,400
 MSA Rank/Pop: 161/282,000
 DMA # 139
 Average Person Ratings: 14.6
 Market TSL: 19.50 hours

Stations: 15/13
 Diaries: 718/324:1/60.6%
 Sample Target: 680
 % Below Line: 1.5
 % Not Listed: 17.1

1994 Revenue: \$6,800,000
 HH Inc.: \$30,981
 Retail \$: 2.3 Bil
 Pop per Station: 17,877
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. WXTA-F (C)	50/14.7	11.8	13.2	12.1	13.2	----	54/664	564/24.3	21.8	19.7	WXTA-F
2. WXKC-F (AC)	39/11.5	8.0	8.5	13.7	13.2	----	41/608	536/23.1	21.0	24.0	WXKC-F
3. WRKT-F (AOR)	35/10.3	16.4	12.3	12.6	12.0	----	42/639	549/23.6	26.4	24.0	WRKT-F
4. WJET-F (CHR)	34/10.0	14.1	13.5	15.1	14.3	----	37/728	637/27.4	35.4	32.9	WJET-F
5. WLKK (T)	23/ 6.8	4.0	5.9	3.8	5.7	----	24/340	326/14.0	9.8	12.9	WLKK
WRIE (ST)	23/ 6.8	6.0	1.2	0.8	---	----	23/245	245/10.5	11.4	5.3	WRIE
7. WFGO-F (O)	22/ 6.5	7.8	12.3	---	---	----	29/583	428/18.4	21.0	24.1	WFGO-F
8. WRTS-F (AC)	20/ 5.9	6.0	7.9	8.1	13.2	----	29/694	450/19.4	24.5	23.4	WRTS-F
9. WFLP (T)	9/ 2.6	2.0	1.2	---	1.4	----	9/282	282/12.1	6.8	3.1	WFLP
10. WZPR-F (C)	7/ 2.1	2.6	1.2	2.7	2.0	----	55/625	131/ 5.6	6.6	4.8	WZPR-F
WCTL-F (REL)	7/ 2.1	0.6	0.9	1.3	1.4	----	11/198	141/ 6.1	3.2	3.3	WCTL-F
12. WEYZ (ST)	6/ 1.8	0.9	5.0	8.6	7.2	----	6/56	56/ 2.4	2.4	10.5	WEYZ
13.											
14.											
15.											

12+ FM SHARE (METRO): 77.66% (219 of 282) (FAL 93: 83.68%)

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

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WPSE 1450 ERIE	0.6/4.5/ 2/ 104	WRKT-F, WRTS-F (Local)	16.2%	19.2%	NA
WKY-F 104.9 GENEVA, OH	0.9/3.1/ 20/ 243	WEYZ, WFLP (Local)	4.4%	2.7%	NA
WREO-F 97.1 ASHTABULA, OH	0.6/3.1/ 22/ 394		20.6%	21.9%	NA

RADIO STATIONS

WEYZ , 1530, 1 KW	, Standards	ABC, \$14.00 (Katz)	WPSE owner (D)
WLKK , 1400, 1 KW	, Talk	MBS NBC, \$12.00 (---)	
WRIE , 1260, 5 KW (DA-2)	, Standards	SMN, \$10.00 (Christal)	
WCTL-F, 106.3, 3.4 KW @ 430	, Religion	IBN, \$ 8.00 (---)	(UNION CITY)
WFGO-F, 94.7, 1.1 KW @ 538	, Oldies	, \$22.00 (Banner)	
WJET-F, 102.3, 1.7 KW @ 613	, CHR	, \$31.00 (Banner)	Myron Jones
WRTS-F, 103.7, 50 KW @ 500	, AC	ABC, \$21.00 (Katz)	WRKT owner (D)
WRKT-F, 100.9, 6 KW @ 262	, AOP	, \$31.00 (Eastman)	(NORTH EAST)
WXKC-F, 99.9, 50 KW @ 492	, AC	, \$35.00 (Christal)	
WXTA-F, 97.9, 10 KW @ 505	, Country	UNISTR, \$28.00 (Iorbet)	(EDINBORO)
WZPR-F, 100.3, 20 KW @ 587	, Country	ABC, \$14.00 (---)	(MEADVILLE)

EUGENE

Arbitron Rank/Pop (12+): 144/252,200

Stations: 15/15
Diaries: 782/323:1/59.6%
Sample Target: 795
% Below Line: 0.0
% Not Listed: 19.7

1994 Revenue: \$6,800,000
HH Inc.: \$30,981
Retail \$: 2.3 Bil
Pop per Station: 16,813
#1 Biller: NA

MSA Rank/Pop: 161/282,000

DMA # 139

Average Person Ratings: 14.3

Market TSL: 19.50 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. KKNU-F (C)	43/11.9	10.1	10.4	8.9	8.1	----	43/529	493/19.5	20.2	21.8	KKNU-F
2. KUGN-F (C)	42/11.7	12.8	15.4	12.2	18.8	----	60/626	438/17.4	22.1	26.4	KUGN-F
3. KMGE-F (AC)	31/ 8.6	8.6	8.3	10.7	12.6	----	41/727	535/21.2	22.0	24.2	KMGE-F
4. KPNW (FS)	29/ 8.1	6.5	5.8	7.6	8.4	----	35/607	464/18.4	15.8	16.7	KPNW
5. KDUK-F (CHR)	27/ 7.5	7.1	7.8	6.9	3.7	----	57/904	442/17.5	18.8	18.9	KDUK-F
6. KODZ-F (O)	23/ 6.4	6.0	5.1	6.9	4.8	----	29/504	343/13.6	20.6	17.1	KODZ-F
KZEL-F (CL AOR)	23/ 6.4	4.8	7.3	8.1	6.2	----	36/649	413/16.4	12.6	15.8	KZEL-F
8. KUGN (N/T)	19/ 5.3	4.5	3.8	5.3	7.0	----	19/409	297/11.8	12.5	11.6	KUGN
9. KLRF-F (AOR)	17/ 4.7	---	---	---	---	----	18/336	214/ 8.5	---	---	KLRF-F
10. KKXO (ST)	13/ 3.6	4.3	3.0	3.6	2.5	----	13/160	160/ 6.3	8.4	6.9	KKXO
11. KZZK-F (AOR)	12/ 3.3	5.3	4.5	3.8	4.5	----	12/241	223/ 8.8	10.8	9.7	KZZK-F
12.											
13.											
14.											
15.											

12+ FM SHARE (METRO): 76.47% (221 of 289) (FAL 93: 80.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDUK-F>>	1 KKNU-F	1 KKNU-F	1 KKNU-F	1 KKNU-F<	1 KUGN-F	1 KUGN-F<	1 KUGN-F	1 KKNU-F<	1 KDUK-F	1 KODZ-F
2 KKNU-F	2 KZEL-F	2 KMGE-F<	2 KUGN-F<	2 KUGN-F	2 KPNW	2 KKNU-F	2 KKNU-F	2 KUGN-F	2 KKNU-F	2 KKNU-F
3 KZZK-AF	3 KMGE-F<	3 KUGN-F	3 KMGE-F	3 KMGE-F<	3 KKNU-F<	3 KPNW	3 KPNW	3 KMGE-F	3 KMGE-F	3 KMGE-F
4	4 KDUK-F	KZEL-F	4 KZEL-F	4 KZEL-F	4 KODZ-F	4 KMGE-F	4 KMGE-F	4 KDUK-F	4 KZEL-F	4
5	5	5	5	5	5	5 KUGN	5	5	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 KDUK-F	1 KKNU-F>	1 KKNU-F	1 KKNU-F<	1 KKNU-F	1 KKNU-F	1 KZEL-F>	1 KZEL-F	1 KKNU-F<	1 KUGN-F<
KKNU-F	2 KDUK-F	2 KDUK-F	2 KMGE-F	2 KMGE-F<	KZZK-AF	2 KKNU-F>	2 KKNU-F	2 KZEL-F	2 KKNU-F<
KMGE-F	3 KMGE-F>	3	3 KODZ-F<	3 KUGN-F	3 KMGE-F	3 KMGE-F	3 KMGE-F	3 KUGN-F	3 KZEL-F>
KODZ-F	4 KLRF-F	4	4 KDUK-F	KODZ-F	4	KZZK-AF	KUGN-F	4 KMGE-F	4 KPNW
5	KODZ-F	5	5 KUGN-F	5 KLRF-F	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KCST-F	106.9	FLORENCE	0.8/1.3/ 3/ 49	KKXO, KEED, KKNU-F, KMGE-F (Local)	24.1%	23.5%	NA
KBBS	840	EUGENE	0.6/2.5/ 2/ 89				
KNND	1400	COTTAGE GROVE	0.6/2.5/ 2/ 64	KUGN A/F, KLRF-F (Local)	21.7%	23.0%	NA
KORE	1050	SPRINGFIELD	0.8/3.6/ 3/ 110		45.8%	46.5%	NA

EUGENE

RADIO STATIONS

KDUK	,	1280,	5 KW/1 KW (DA-N)	,	Sports	SEN,	\$ 9.00	(Mc-Guild)	Dame/Bunyard	
KKXO	,	1450,	1 KW	,	Standards	UNISTR,	\$11.00	(MMR)	KMGE owner (D)	
KNND	,	1400,	1 KW	,	Country	AP MBS,	\$10.00	(---)		(COTTAGE GROVE)
KPNW	,	1120,	50 KW (DA-1)	,	Full Service	ABC,	\$18.00	(Katz)	McCoy	
KUGN	,	590,	5 KW/1 KW	,	News/Talk	CNN CBS,	\$23.00	(Eastman)		
KDUK-F	,	104.7,	63 KW @ 2325	,	CHR	,	\$21.00	(Mc-Guild)	Dame/Bunyard	(FLORENCE)
KKNU-F	,	93.1,	100 KW @ 984	,	Country	,	\$30.00	(MMR)	KMGE owner (D)	
KLRF-F	,	102.3,	100 KW @ 918	,	AOR-P	,	\$ NA	(Eastman)	KUGN owner (D)	(BROWNSVILLE)
KMGE-F	,	94.5,	100 KW @ 1299	,	AC	,	\$34.00	(MMR)		
KODZ-F	,	99.1,	100 KW @ 1630	,	Oldies	,	\$20.00	(Katz)	McCoy	
KUGN-F	,	97.9,	100 KW @ 1010	,	Country	UNISTR MBS,	\$40.00	(Eastman)		
KZEL-F	,	96.1,	100 KW @ 1092	,	Classic AOR	Source NBC,	\$24.00	(Christal)		
KZZK-F	,	95.3,	0.6 KW @ 1207	,	AOR	SMN,	\$15.00	(---)		(CRESWELL)

Miscellaneous: KDUK A/F sold to Dame/Bunyard for \$1,030,000 (MVP). . .

EVANSVILLE

Arbitron Rank/Pop (12+): 149/237,200

MSA Rank/Pop: 158/288,000
DMA # 99

Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 13/11
Diaries: 874/271:1/51.3%
Sample Target: 805
% Below Line: 7.2
% Not Listed: 15.2

1994 Revenue: \$12,400,000
HH Inc.: \$31,983
Retail \$: 2.6 Bil
Pop per Station: 21,564
#1 Biller: WIKY-F \$3,000,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WKDQ-F (C)	72/18.5	14.8	14.3	15.0	8.9	----	125/1628	760/32.0	29.5	27.6	C	WKDQ-F
2. WIKY-F (FS)	58/14.9	18.4	16.0	16.3	16.4	----	75/1007	701/29.6	33.6	31.7	E	WIKY-F
3. WYNG-F (C)	53/13.6	14.0	16.8	14.5	15.0	----	63/810	608/25.6	24.3	27.0	C	WYNG-F
4. WSTO-F (CHR)	38/ 9.8	10.4	12.4	10.6	11.5	----	87/1278	582/24.5	28.8	29.4	C	WSTO-F
5. WJPS-F (O)	24/ 6.2	5.8	4.4	6.2	5.5	----	36/385	329/13.9	13.4	14.3	B	WJPS-F
6. WBKR-F (C)	23/ 5.9	4.1	6.9	5.9	6.3	----	130/1722	428/18.0	14.2	19.1	C	WBKR-F
7. WGBF-F (AOR)	18/ 4.6	6.6	5.5	7.2	6.6	----	23/456	347/14.6	14.2	11.9	C	WGBF-F
8. WWOK (ST)	15/ 3.9	3.3	3.3	5.2	3.5	----	19/291	244/10.3	7.5	8.0	A	WWOK
9. WGAB (T)	8/ 2.1	2.5	1.7	2.3	5.2	----	12/149	80/ 3.4	6.6	3.6	A	WGAB
WRBT-F (CL AOR)	8/ 2.1	1.6	1.9	3.1	2.9	----	32/439	187/ 7.7	8.9	7.6	B	WRBT-F

12+ FM SHARE (METRO): 96.06% (317 of 330) (FAL 93: 93.54%)

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

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WNTC-F	93.5	CHANDLER	0.8/2.7/ 3/ 68	NONE AS OF FEBRUARY 1995			
WSON	860	HENDERSON, KY	1.3/4.6/ 5/ 128				
WQXQ-F	101.9	CENTRAL CITY, KY	1.3/2.9/ 8/ 182				

RADIO STATIONS

WGAB	1180,	670 W (DAYS)	Talk	UNISTR	MBS,	\$13.00	(---)	(NEWBURGH)
WWOK	1280,	5 KW/1 KW (DA-N)	Standards	UNISTR	CNN,	\$15.00	(Banner)	
WGBF-F,	103.1,	3.2 KW @ 453	AOR	UNISTR	Source,	\$30.00	(Banner)	(HENDERSON, KY)
WIKY-F,	104.1,	39 KW @ 571	Full Service		MBS,	\$57.00	(Katz)	South Central
WJPS-F,	106.1,	6 KW @ 328	Oldies		UNISTR,	\$18.00	(Katz)	(NEWBURGH)
WKDQ-F,	99.5,	100 KW @ 476	Country		ABC,	\$44.00	(Christal)	(HENDERSON)
WRBT-F,	94.9,	50 KW @ 420	Classic AOR			\$15.00	(---)	(MT. CARMEL, IL)
WSTO-F,	96.1,	100 KW @ 1000	CHR		ABC,	\$40.00	(Katz)	(OWENSBORO)
WYNG-F,	105.3,	50 KW @ 390	Country		CBS,	\$51.00	(Eastman)	Pinnacle
WBKR-F,	92.5,	100 KW @ 1096	Country			\$34.00	(Banner)	Brill (OWENSBORO)

FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 124/318,300
 MSA Rank/Pop: 157/290,000
 Raleigh DMA
 Average Person Ratings: 16.1
 Market TSL: 21.25 hours

Stations: 21/12
 Diaries: 886/359:1/46.4%
 Sample Target: 875
 % Below Line: 11.1
 % Not Listed: 11.7

1994 Revenue: \$10,000,000
 HH Inc.: \$27,525
 Retail \$: 2.3 Bil
 Pop per Station: 26,525
 #1 Biller: WKML-F \$3,000,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WZFX-F (B)	102/19.9	20.5	22.8	19.7	24.7	----	163/1848	1016/31.9	31.4	33.0	D	WZFX-F
2. WKML-F (C)	83/16.2	18.8	22.6	20.7	20.9	----	149/1697	867/26.2	28.1	33.5	E	WKML-F
3. WQSM-F (AC)	55/10.7	10.5	5.5	7.5	7.4	----	65/1008	711/22.3	20.8	17.2	C	WQSM-F
4. WFNC (N/T)	38/ 7.4	6.8	5.3	7.7	4.5	----	46/443	355/11.2	11.2	10.0	C	WFNC
5. WRQC-F (AOR)	28/ 5.5	3.9	5.5	6.3	5.1	----	36/566	408/12.8	9.3	11.4	C	WRQC-F
6. WAZZ-F (O)	26/ 5.1	5.4	5.5	3.3	4.7	----	39/486	346/10.9	14.5	13.3	B	WAZZ-F
7. WIDU (G)	18/ 3.5	2.5	5.7	4.7	4.3	----	20/266	239/ 7.5	5.5	8.1	A	WIDU
8. WLRD-F (B)	15/ 2.9	---	---	---	---	----	17/266	228/ 7.2	---	---	A	WLRD-F
WRAL-F (AC)	15/ 2.9	2.7	2.3	2.8	2.0	----	19/510	307/ 9.6	10.1	10.2		WRAL-F
10. WDCG-F (CHR)	14/ 2.7	2.5	1.5	2.2	0.8	----	24/494	279/ 8.8	9.4	7.7		WDCG-F
11. WSTS-F (G)	12/ 2.3	3.3	1.7	3.0	2.0	----	16/230	148/ 4.6	4.9	4.4	B	WSTS-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 85.40% (386 of 452) (FAL 93: 83.61%)

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 WZFX-F<	1 WKML-F>	1 WZFX-F	1 WKML-F	1 WZFX-F<	1 WZFX-F>>	1 WRQC-F
2	2 WKML-F	2 WKML-F	2 WKML-F	2 WKML-F	2 WZFX-F	2 WKML-F	2 WZFX-F	2 WKML-F>	2 WKML-F	WKML-F
3	3 WQSM-F	3 WQSM-F>	3 WQSM-F>	3 WQSM-F>	3 WFNC	3 WQSM-F	3 WQSM-F	3 WQSM-F>	3 WQSM-F	3 WZFX-F
4	4 WRQC-F	4	4 WRQC-F	4 WAZZ-F	WQSM-F	4 WFNC	4 WFNC	4 WRQC-F	4 WRQC-F	4
5	5	5	WAZZ-F	WRQC-F	5	5	5	5	5 WLRD-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZFX-F	1 WZFX-F>>	1 WZFX-F	1 WZFX-F>	1 WZFX-F	1 WZFX-F	1 WZFX-F>	1 WZFX-F	1 WZFX-F>	1 WZFX-F
2 WQSM-F	2 WQSM-F	2 WKML-F	2 WQSM-F<	WKML-F	2 WKML-F	2 WKML-F	2 WRQC-F	2 WKML-F>	2 WKML-F
3 WKML-F	3 WKML-F>>	3 WQSM-F	3 WKML-F>>	3 WQSM-F>>	3 WRAL-F	3 WRQC-F>	3 WKML-F	3 WRQC-F	3 WQSM-F
4	4	4	4	4 WAZZ-F	4	4 WQSM-F	4	4 WQSM-F	4 WRQC-F
5	5	5	5	5	5	5	5	5 WFNC	WFNC

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AOSH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WEGX-F 92.9	DILLON	1.6/5.1/	45/ 513	WKML-F, WDSC, WEGX-F	17.8%	18.3%	28.6%
WFLB 1490	FAYETTEVILLE	0.8/1.1/	4/ 36	(Beasley)			
WFMO 860	FAIRMONT	1.2/2.3/	6/ 73				
WCLN-F 107.3	CLINTON	0.6/2.7/	5/ 136				
WIOZ-F 106.9	SOUTHERN PINES	2.0/3.9/	42/ 413				

SEE RALIEGH FOR MORE ABOUT THE FOLLOWING:

WKIX-F 0.6/ 3.1	WRDU-F 0.4/ 2.2
WQDR-F 0.8/ 6.2	WZZU-F 0.8/ 3.6
WQMG-F 0.4/ 2.5	

FAYETTEVILLE, NC

RADIO STATIONS

WFMO , 860, 1 KW (DAYS) , Gospel	UNISTR, \$10.00 (TN)	(FAIRMONT)
WFNC , 640, 10 KW/1 KW , News/Talk	CBS, \$20.00 (Katz)	Cape Fear
WIDU , 1600, 1 KW/25 W , Gospel	, \$13.00 (D & R)	
WAZZ-F, 96.5, 80 KW @ 794 , Oldies	, \$23.00 (---)	Curtis (LAURINBURG)
WKML-F, 95.7, 100 KW @ 1053 , Country	ABC, \$64.00 (Mc-Guild)	Beasley (LUMBERTON)
WQSM-F, 98.1, 100 KW @ 830 , AC	, \$40.00 (Katz)	Cape Fear
WRCQ-F, 103.5, 48 KW @ 443 , AOR	, \$34.00 (---)	(DUNN)
WSTS-F, 100.9, 3 KW @ 298 , Gospel	UNISTR, \$12.00 (Southern)	(FAIRMONT)
WZFX-F, 99.1, 100 KW @ 981 , Black	ABC, \$47.00 (---)	Atlantic (WHITEVILLE)
WEGX-F, 92.9, 100 KW @ 1800 , Classic AOR	, \$20.00 (---)	Beasley (DILLON)

Other Ranked Stations -- See Raleigh

Miscellaneous: WRCQ-F sold to Kinetic for \$2,800,000 (Bergner). . .

FLINT

Arbitron Rank/Pop (12+): 114/348,900
 MSA Rank/Pop: 116/430,000
 DMA # 59 (w/Saginaw)
 Average Person Ratings: 15.6
 Market TSL: 20.50 hours

Stations: 26/9
 Diaries: 864/404:1/46.2%
 Sample Target: 900
 % Below Line: 36.6
 % Not Listed: 12.1

1994 Revenue: \$11,000,000
 HH Inc.: \$37,099
 Retail \$: 3.9 Bil
 Pop per Station: 38,767
 #1 Biller: WCRZ-F \$4,200,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WCRZ-F (AC)	74/13.6	15.1	13.6	13.4	12.8	----	83/1189	946/27.1	28.9	26.8	F	WCRZ-F
2. WDZZ-F (B)	60/11.0	11.4	12.1	11.8	12.6	----	60/828	820/23.5	21.5	24.8	D	WDZZ-F
WKCO-F (C)	60/11.0	8.2	7.4	5.2	7.2	----	86/1247	767/22.0	15.6	16.6		WKCO-F
4. WWCK-F (CHR)	48/ 8.8	10.0	8.1	10.7	8.7	----	55/1072	855/24.5	26.6	21.9	D	WWCK-F
5. WFDF (ST)	36/ 6.6	6.2	9.4	8.0	4.8	----	44/590	455/13.0	10.5	14.0	B	WFDF
6. WHNN-F (O)	33/ 6.1	5.7	4.7	5.6	6.1	----	46/943	634/18.2	16.2	15.3		WHNN-F
7. WJR (FS/T)	31/ 5.7	6.0	4.7	6.9	6.7	----	50/786	480/13.8	14.2	13.1		WJR
8. WWBN-F (AOR)	26/ 4.8	2.5	3.2	4.1	4.8	----	28/426	358/10.3	6.3	8.6	B	WWBN-F
9. WOVE-F (B)	20/ 3.7	4.8	3.0	2.7	1.7	----	20/305	291/ 8.3	9.1	7.8	A	WOVE-F
10. WIOG-F (AC/CHR)	15/ 2.8	3.7	4.4	3.4	4.3	----	29/689	444/12.7	16.5	16.7		WIOG-F
11. WRIF-F (AOR)	11/ 2.0	2.0	1.7	1.2	0.7	----	17/291	180/ 5.2	4.9	4.9		WRIF-F
12. WFNT (T)	10/ 1.8	0.4	1.0	0.7	3.0	----	11/122	91/ 2.6	3.0	4.1	A	WFNT
13.												
14.												
15.												

12+ FM SHARE (METRO): 81.59% (390 of 478) (FAL 93: 77.29%)

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

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

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WFLT	1420	FLINT	0.4/3.2/ 2/ 115	WCRZ, WWBN-F, WFNT	20.2%	26.2%	46.4%
WVGZ-F	103.1	LAPEER	0.6/3.0/ 10/ 211	(Faircom)			
WITL-F	100.7	LANSING	0.4/2.5/ 25/ 299				

SEE DETROIT OR SAGINAW FOR MORE ABOUT THE FOLLOWING:

WCSX-F	0.6/ 2.2	WUVE-F	0.7/ 2.8
WDZR-F	0.7/ 1.6	WTCF-F	0.7/ 2.1
WJLB-F	0.4/ 1.5	WTLZ-F	1.8/ 7.7
WJZZ-F	1.1/ 1.9		
WWJ	1.1/ 5.7		
WXYT	0.6/ 1.7		
WYCD-F	0.6/ 1.8		
CIMX-F	0.4/ 1.3		

FLINT

RADIO STATIONS

WFDF	,	910,	5 KW/1 KW (DA-N)	,	Standards		CBS, \$16.00 (Torbet)	Connoisseur
WFLT	,	1420,	500 W/144 W	,	Gospel		MBS, \$10.00 (P/W)	
WFNT	,	1470,	5 KW/1 KW (DA-N)	,	News/Talk		ABC, \$15.00 (Katz)	Faircom
WCRZ-F	,	107.9,	50 KW @ 331	,	AC		\$84.00 (Katz)	Faircom
WDZZ-F	,	92.7,	3 KW @ 256	,	Black		\$44.00 (Torbet)	Connoisseur
WWBN-F	,	101.7,	3 KW @ 328	,	AOR		\$21.00 (Katz)	Faircom (TUSCOLA)
WOWE-F	,	98.9,	3 KW @ 328	,	Black	ABC SMN,	\$16.00 (---)	(VASSAR)
WWCK-F	,	105.5,	25 KW @ 328	,	CHR	NBC,	\$60.00 (Christal)	

Other ranked stations -- see Saginaw or Detroit

Miscellaneous: WKMF-F changes to WWBN-F and format from Country to AOR (Sep). . .

FORT PIERCE, FL

Arbitron Rank/Pop (12+): 123/323,600
 MSA Rank/Pop: NA
 West Palm Beach DMA
 Average Person Ratings: 16.8
 Market TSL: 22.75 hours

Stations: 26/13
 Diaries: 806/401:1/52.8%
 Sample Target: 750
 % Below Line: 28.8
 % Not Listed: 16.3

1994 Revenue: NA
 HH Inc.: \$40,607
 Retail \$: 3.2 Bil
 Pop per Station: 24,892
 #1 Biller: NA NA

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. WGYL-F (SAC)	51/ 9.4	8.7	8.3	8.1	7.7	----	53/470	439/13.6	13.5	14.2	WGYL-F
2. WFLM-F (B)	39/ 7.2	6.9	0.9	---	---	----	39/325	325/10.0	10.1	1.7	WFLM-F
3. WAVV-F (C)	38/ 7.0	8.7	8.1	8.8	8.1	----	40/522	504/15.6	17.0	14.8	WAVV-F
4. WZZR-F (AOR)	34/ 6.2	7.3	9.2	11.3	7.7	----	36/534	514/14.9	16.3	15.9	WZZR-F
WHLG-F (EZ)	34/ 6.2	10.6	12.5	13.1	12.3	----	34/443	443/13.7	15.5	14.9	WHLG-F
6. WKGR-F (CL AOR)	33/ 6.1	7.1	6.4	5.2	7.4	----	35/424	404/12.5	15.6	18.1	WKGR-F
7. WOOL-F (O)	30/ 5.5	5.0	4.9	4.2	5.1	----	33/443	377/11.7	12.3	12.6	WOOL-F
WOVV-F (CHR)	30/ 5.5	7.5	12.7	7.9	7.2	----	34/640	595/18.4	19.1	23.4	WOVV-F
9. WJNX (H/T)	22/ 4.0	1.9	1.7	1.0	1.5	----	22/225	225/ 7.0	4.3	5.4	WJNX
10. WJBW-F (ST)	17/ 3.1	---	---	---	---	----	17/129	127/ 3.9	---	---	WJBW-F
11. WSTU (FS)	16/ 2.9	---	1.9	1.5	1.3	----	16/152	152/ 4.7	---	3.9	WSTU
WIRK-F (C)	16/ 2.9	5.4	4.0	3.8	4.0	----	26/358	280/ 8.7	9.9	9.7	WIRK-F
13. WPBZ-F (AOR)	14/ 2.6	---	---	---	---	----	14/175	164/ 5.1	---	---	WPBZ-F
14.											
15.											

12+ FM SHARE (METRO): 83.11% (379 of 456) (FAL 93: 87.60%)

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 WFLM-F<	1 WKGR-F	1 WKGR-F	1 WGYL-F>	1 WGYL-F>	1 WGYL-F<	1 WGYL-F<	1 WFLM-F<	1 WAVV-F>
2 WFLM-F>	2 WFLM-F>	2 WZZR-F<	2 WZZR-F<	2 WZZR-F	2 WHLG-F	2 WAVV-F	2 WZZR-F>	2 WOVV-F	2 WOVV-F<	2 WGYL-F
3	3 WKGR-F	3 WKGR-F	3 WFLM-F	3 WFLM-F	3 WOOL-F	3 WFLM-F	3 WLGR-F	3 WKGR-F	3 WAVV-F>	WOOL-F
4	4 WOVV-F	4 WAVV-F	4 WAVV-F	4 WAVV-F	4 WAVV-F	4 WJNX <	4 WHLG-F<	4 WFLM-F<	4	WKGR-F
5	5 WAVV-F	5 WOVV-F	5 WOVV-F	5 WOVV-F	5	5 WHLG-F	5 WOOL-F	5 WHLG-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 WFLM-F	1 WFLM-F	1 WOVV-F	1 WFLM-F	1 WAVV-F		1 WPBZ-F	1 WZZR-F>	1 WZZR-F	1 WZZR-F	1 WZZR-F<
2 WAVV-F	2 WAVV-F	WFLM-F	2 WAVV-F<	WFLM-F		WZZR-F	2 WFLM-F	2 WKGR-F	2 WKGR-F	2 WKGR-F>
3 WOVV-F	3 WOVV-F>	3 WAVV-F	3 WOVV-F>	3 WOVV-F		3 WFLM-F	3 WKGR-F<	3 WFLM-F	3 WFLM-F>	3 WOOL-F
4	4 WZZR-F	WZZR-F	4 WKGR-F	4 WGYL-F		4	4 WPBZ-F	4	4 WPBZ-F	4 WFLM-F
5	5 WKGR-F	WKGR-F	5 WGYL-F	WKGR-F		5	5	5	5	5 WAVV-F

STATION	CLASS	MARKET	METRO CUME	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
			SHARE/PTG/AOH/CUME					
WAVV	1370	WEST PALM BEACH	0.7/3.1/	4/ 101	NONE AS OF FEBRUARY 1995			
WFLM	1400	FORT PIERCE	0.9/4.9/	5/ 136				
WZZR	1410	WEST PALM BEACH	1.7/6.1/	9/ 293				
WJNX	1420	FORT PIERCE	2.0/5.8/	11/ 192				
WHLG	1430	WEST PALM BEACH	1.1/3.1/	6/ 101				
WKGR	1440	WEST PALM BEACH	1.7/8.1/	13/ 312				
WOL	1450	WEST PALM BEACH	0.6/2.1/	3/ 101				
WQOL	1460	WEST PALM BEACH	0.7/2.1/	4/ 101				
WVON	1470	WEST PALM BEACH	0.2/0.7/	1/ 101				
WVON	1480	WEST PALM BEACH	0.2/0.7/	1/ 101				
WVON	1490	WEST PALM BEACH	0.2/0.7/	1/ 101				
WVON	1500	WEST PALM BEACH	0.2/0.7/	1/ 101				
WVON	1510	WEST PALM BEACH	0.2/0.7/	1/ 101				
WVON	1520	WEST PALM BEACH	0.2/0.7/	1/ 101				
WVON	1530	WEST PALM BEACH	0.2/0.7/	1/ 101				
WVON	1540	WEST PALM BEACH	0.2/0.7/	1/ 101				
WVON	1550	WEST PALM BEACH	0.2/0.7/	1/ 101				
WVON	1560	WEST PALM BEACH	0.2/0.7/	1/ 101				
WVON	1570	WEST PALM BEACH	0.2/0.7/	1/ 101				
WVON	1580	WEST PALM BEACH	0.2/0.7/	1/ 101				
WVON	1590	WEST PALM BEACH	0.2/0.7/	1/ 101				
WVON	1600	WEST PALM BEACH	0.2/0.7/	1/ 101				

FORT PIERCE, FL

RADIO STATIONS

WAXE	,	1370,	1 KW/85 W	,	Standards	,	\$11.00	(---)		(VERO BEACH)
WIRA	,	1400,	1 KW	,	Sports	UNISTR NBC,	\$10.00	(Mc-Guild)	Ardman	
WJNX	,	1330,	5.4 KW/1.1 KW (DA-N)	,	News/Talk	AP CBS,	\$ NA	(Banner)	Fairbanks	
WSTU	,	1450,	1 KW	,	Full Service	ABC,	\$12.00	(---)		(STUART)
WTTB	,	1490,	1 KW	,	Talk	TALKNT CBS,	\$14.00	(Christal)	Sandab	(VERO BEACH)
WAVW-F	,	101.7,	6 KW @ 348	,	Country	ABC,	\$28.00	(Roslin)		(VERO BEACH)
WGYL-F	,	93.7,	50 KW @ 479	,	Soft AC	,	\$30.00	(---)	Sandab	(VERO BEACH)
WHLG-F	,	102.3,	3 KW @ 285	,	EZ	AP,	\$35.00	(---)		(STUART)
WOOL-F	,	103.7,	50 KW @ 476	,	Oldies	UNISTR CNN,	\$21.00	(---)		(VERO BEACH)
WZZR-F	,	92.7,	50 KW @ 482	,	AOR	,	\$41.00	(Katz)	CRB	(STUART)
WFLM-F	,	104.7,	6 KW @ 328	,	Black/AC	,	\$NA	(---)		(WHITE CITY)

Other ranked stations -- see West Palm Beach

FORT WAYNE

Arbitron Rank/Pop (12+): 94/385,700
MSA Rank/Pop: 102/375,000
DMA # 106
Average Person Ratings: 16.2
Market TSL: 21.25 hours

Stations: 20/18
Diaries: 1161/332:1/62.1%
Sample Target: 990
% Below Line: 3.0
% Not Listed: 15.0

1994 Revenue: \$14,500,000
HH Inc.: \$35,453
Retail \$: 3.5 Bil
Pop per Station: 21,428
#1 Biller: WAJI-F \$2,600,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. WBTU-F (C)	63/10.1	7.5	9.5	10.3	11.5	----	124/1656	755/19.6	17.4	20.8	D
2. WAJI-F (AC)	62/ 9.9	11.2	10.4	9.3	11.3	----	83/1192	724/18.8	22.4	24.6	D
3. WOJK-F (C)	54/ 8.6	5.6	3.8	---	---	----	68/956	723/18.7	12.9	9.9	B
4. WOWO-AF (FS)	46/ 7.4	7.5	8.9	9.7	6.4	----	64/1261	793/20.6	17.2	25.2	D
5. WBYR-F (CL AOR)	45/ 7.2	9.8	7.8	7.5	7.4	----	78/1416	720/18.7	20.9	19.1	D
6. WDJB-F (CHR)	41/ 6.6	6.2	6.0	5.0	5.2	----	50/821	688/17.8	17.1	17.3	A
7. WLDE-F (O)	36/ 5.8	5.6	2.9	4.4	4.4	----	36/681	533/13.8	14.8	9.8	B
8. WMEE-F (CHR)	34/ 5.4	7.0	9.3	8.5	12.5	----	72/1486	812/21.1	25.6	28.9	C
9. WXKE-F (AOR)	25/ 4.0	5.9	5.9	6.0	7.6	----	29/563	468/12.1	12.6	12.8	C
10. WOJK (C)	24/ 3.8	2.3	2.4	4.4	5.8	----	27/269	259/ 6.7	7.0	6.5	A
11. WGL ** (N/T)	23/ 3.7	4.4	3.6	4.8	5.6	----	27/461	404/10.5	10.7	13.1	A
12. WGL -F (N/T)	17/ 2.7	2.2	1.1	1.2	---	----	22/344	283/ 7.3	6.8	6.5	A
WMRI-F (EZ)	17/ 2.7	2.3	3.3	4.4	2.4	----	27/435	255/ 6.6	6.4	6.2	
14. WKOM-F (EZ)	14/ 2.2	1.2	---	---	---	----	15/259	164/ 4.3	2.7	---	A
15. WFWI-F (O-70's)	12/ 1.9	1.9	3.4	4.0	---	----	13/307	267/ 6.9	7.7	7.1	A
16. WJFX-F (B)	9/ 1.4	2.2	1.3	4.2	6.0	----	9/152	152/ 3.9	4.0	3.6	A
17.											
18.											
19. ** WGL was determined by Arbitron to have engaged in a special station activity.											
20.											

12+ FM SHARE (METRO): 82.11% (436 of 531) (FAL 93: 80.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDJB-F>>	1. WOJK-F<	1. WAJI-F<	1. WAJI-F<	1. WAJI-F	1. WOWO-AF<	1. WBTU-F<	1. WAJI-F	1. WBTU-F	1. WDJB-F>	1. WBTU-F
2. WBTU-F	2. WBYR-F<	2. WBTU-F<	2. WBTU-F<	2. WBTU-F<	2. WAJI-F	2. WAJI-F	2. WBTU-F	2. WOJK-F	2. WOJK-F	2. WOJK-F
3. WBTU-F	3. WOJK-F<	3. WOJK-F<	3. WOJK-F<	3. WOJK-F	3. WBTU-F	3. WOWO-AF	3. WOJK-F	3. WAJI-F	3. WAJI-F<	3. WAJI-F
4. WAJI-F	4. WBYR-F>	4. WBYR-F>	4. WBYR-F	4. WBYR-F	4. WLDE-F	4. WOJK-F	4. WBYR-F	4. WBYR-F	4. WBYR-F<	4. WBYR-F
5. WMEE-F	5. WMEE-F	5. WLDE-F	5. WLDE-F	5. WLDE-F	5. WBYR-F	5. WOWO-AF	5. WDJB-F	5. WLDE-F	5. WMEE-F	5. WMEE-F
6. WXKE-F	6. WXKE-F	6. WOWO-AF	6. WOWO-AF	6. WOWO-AF	6. WOWO-AF	6. WOWO-AF	6. WOWO-AF	6. WOWO-AF	6. WOWO-AF	6. WOWO-AF

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WOJK-F	1. WOJK-F>	1. WOJK-F	1. WAJI-F	1. WAJI-F>	1. WBYR-F	1. WBYR-F	1. WBYR-F	1. WBYR-F	1. WBYR-F
2. WBTU-F	2. WAJI-F<	2. WAJI-F	2. WOJK-F	2. WOJK-F<	2. WBTU-F	2. WBTU-F	2. WBTU-F	2. WBTU-F	2. WBTU-F
3. WAJI-F	3. WMEE-F	3. WMEE-F	3. WBTU-F	3. WBTU-F	3. WOJK-F	3. WOJK-F	3. WXKE-F	3. WOJK-F	3. WOJK-F
4. WBTU-F	4. WBTU-F	4. WBTU-F	4. WMEE-F	4. WLDE-F	4. WMEE-F	4. WXKE-F>	4. WXKE-F	4. WOJK-F	4. WOWO-AF
5. WBTU-F	5. WDJB-F	5. WLDE-F	5. WLDE-F	5. WMEE-F	5. WLDE-F	5. WLDE-F	5. WLDE-F	5. WAJI-F	5. WAJI-F
6. WBYR-F	6. WBYR-F	6. WBYR-F	6. WBYR-F	6. WBYR-F	6. WBYR-F	6. WBYR-F	6. WBYR-F	6. WBYR-F	6. WBYR-F

STATION	STATION	METRO CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
SHARE	SHARE	SHARE/PTG/AQH/CUME	SHARE/PTG/AQH/CUME	SHARE/PTG/AQH/CUME	STATIONS	SHARE	SHARE	SHARE
WAJI-F	WAJI-F, WLDE-F	11.2	10.4	9.3	WAJI-F, WLDE-F (Share: 14.2%)	15.7%	19.2%	21.7%
WBYR-F	WBYR-F, WKOM-F	9.8	7.8	7.5	WBYR-F, WKOM-F (Share: 1.1%)	8.6%	9.0%	2.8%
WGL	WGL, WOJK-F, WMEE-F	6.2	6.0	5.0	WGL, WOJK-F, WMEE-F (Share: 1.1%)	24.4%	23.3%	31.7%
WBTU-F	WBTU-F, WBYR-F	7.5	9.5	10.3	WBTU-F, WBYR-F (Share: 1.1%)	6.8%	5.9%	7.6%
WGL	WGL, WBTU-F	2.2	1.1	1.2	WGL, WBTU-F (Share: 1.1%)	7.5%	10.5%	31.6%
WJFX-F	WJFX-F	2.2	1.3	4.2	WJFX-F (Share: 1.1%)	7.8%	16.1%	24.8%

FORT WAYNE

RADIO STATIONS

WFCV	, 1090,	1 KW (DAYS)	, Religion	, \$12.00 (---)	Bott	
WGL	, 1250,	2.5 KW/1.4 KW (DA-2)	, News/Talk	TALKNT CNN, \$17.00 (---)		
WOWO	, 1190,	50 KW (DA-1)	, Full Service	CBS, \$35.00 (Katz)	Federated	
WQHK	, 1380,	5 KW (DA-2)	, Country	SMN ABC, \$ NA (Christal)	Federated	
WAJ1-F,	95.1,	39 KW @ 679	, AC	, \$53.00 (Katz)	Sarkes-Tarzian	
WBTU-F,	93.3,	50 KW @ 492	, Country	UNISTR MBS, \$44.00 (Eastman)	Patten	(KENDALVILLE)
WBYS-F,	98.9,	50 KW @ 453	, Classic AOR	, \$32.00 (Eastman)	Patten	(VAN WERT, OH)
WDJB-F,	106.3,	3 KW @ 426	, CHR	, \$19.00 (Banner)		(COLUMBIA CITY)
WFWI-F,	92.3,	3.8 KW @ 403	, Oldies - 70's	, \$15.00 (Torbet)		
WGL -F,	94.1,	6 KW @ 328	, SEE WGL AM			(ROANOKE)
WJFX-F,	107.9,	2.5 KW @ 358	, Black	ABC, \$15.00 (MMR)		(NEW HAVEN)
WJLT-F,	101.7,	3 KW @ 328	, Oldies	, \$17.00 (Katz)	Sarkes-Tarzian	
WMEE-F,	97.3,	26 KW @ 689	, CHR	ABC, \$45.00 (Christal)	Federated	
WOWO-F,	103.1,	3 KW @ 298	, CHR	, \$ NA (D&R)	WXKE owner (D)	(HUNTINGTON)
WQHK-F,	105.1,	14 KW @ 449	, Country	, \$21.00 (Christal)	Federated	(DECATUR)
WXKE-F,	103.9,	3 KW @ 249	, AOR	Source, \$29.00 (D & R)		
WMRI-F,	106.9,	50 KW @ 500	, EZ/Soft AC	, \$15.00 (---)		(MARION)

CKLW -- see Detroit

Miscellaneous: WOWO A/F sold by Inner City to Federated (D) for \$1,600,000. . . WBTU-F sold to Patten for \$6,000,000 . . .
 WBYS-F sold to Patten (D) for \$4,680,000. . . WOWO-F sold to WXKE owner (D) for \$300,000. . .

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

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

FRESNO

Arbitron Rank/Pop (12+): 64/586,800
MSA Rank/Pop: 47/861,000
DMA # 47 (w/Visalia)
Average Person Ratings: 16.0
Market TSL: 21.25 hours

Stations: 32/28
Diaries: 1399/419:1/46.9%
Sample Target: 1275
% Below Line: 1.9
% Not Listed: 13.4

1994 Revenue: \$24,000,000
HH Inc.: \$30,064
Retail \$: 5.0 Bil
Pop per Station: 20,957
#1 Biller: KMJ \$5,600,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KMJ (H/T)	138/14.7	11.9	12.1	13.1	15.2	13.0	239/2293	1396/23.8	20.6	24.9	G	KMJ
2. KBOS-F (CHR)	90/ 9.6	10.4	9.8	10.0	10.6	10.0	162/2322	1244/21.2	21.1	20.9	C	KBOS-F
3. KSKS-F (C)	54/ 5.8	6.9	6.2	6.6	7.8	6.4	101/1655	813/13.9	14.5	18.9	D	KSKS-F
4. KRZR-F (AOR)	53/ 5.7	5.8	5.1	7.6	4.3	6.1	85/1154	725/12.4	11.5	12.3	C	KRZR-F
5. KOOO-AF (SP)	49/ 5.2	7.1	6.0	3.0	2.3	5.3	72/820	531/ 9.0	10.6	6.7	C	KOOO-AF
6. KJWL-F (ST)	41/ 4.4	3.5	1.1	---	---	---	43/347	314/ 5.4	1.2	---	A	KJWL-F
7. KEZL-F (J)	39/ 4.2	2.2	1.4	2.7	4.3	2.6	43/531	469/ 8.0	5.1	6.6	B	KEZL-F
8. KNAX-F (C)	37/ 3.9	4.3	6.1	5.5	5.4	5.0	48/963	667/11.4	12.1	14.1	E (w/KFRE)	KNAX-F
9. KJOI-F (SAC)	33/ 3.5	4.4	3.4	3.1	2.9	3.6	93/1261	647/11.0	9.4	8.9	C	KJOI-F
10. KJFX-F (CL AOR)	30/ 3.2	4.5	4.4	4.3	3.7	4.1	69/1148	635/10.8	11.9	10.8	C	KJFX-F
11. KFSD-F (O)	29/ 3.1	4.5	4.2	4.6	3.6	4.1	65/1388	684/11.7	14.0	12.6	D	KFSD-F
12. KTHT-F (CHR/AC)	28/ 3.0	3.8	3.1	3.5	5.1	3.4	40/1006	732/12.5	10.9	12.2	C	KTHT-F
13. KGST (SP)	26/ 2.8	2.0	2.2	2.1	2.0	2.3	27/290	258/ 4.4	5.0	4.3	A	KGST
14. KPBT-F (C)	19/ 2.0	2.1	3.2	2.4	2.6	2.4	28/614	410/ 7.0	10.8	8.2	A	KPBT-F
15. KMPH-F (N)	18/ 1.9	1.0	1.1	1.4	1.3	1.4	28/625	336/ 5.7	4.5	4.1	A	KMPH-F
16. KKDJ-F (O-70's)	17/ 1.8	1.9	1.5	2.6	2.8	2.0	30/719	406/ 6.9	5.2	8.4	B	KKDJ-F
17. KZFO-F (SP)	17/ 1.8	1.8	2.3	1.7	0.7	1.9	17/291	288/ 4.9	4.1	2.7	A	KZFO-F
18. KFPP-F (CHR/AC)	16/ 1.7	0.6	0.4	1.0	1.2	0.9	22/560	314/ 5.4	2.8	3.5	A	KFPP-F
19. KFPE (C)	15/ 1.6	2.2	2.7	2.8	3.0	2.3	49/739	291/ 5.0	5.9	6.5		KFRE
20.												

12+ FM SHAPE (METRO): 71.64% (581 of 811) (FAL 93: 76.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F >>>> 1 KBOS-F >	1 KMJ <	1 KMJ <	1 KMJ >	1 KMJ >	1 KMJ >>> 1 KMJ >>	1 KMJ >>	1 KMJ >>	1 KMJ >>	1 KMJ >>	1 KMJ >>>
2 KRZR-F	2 KRZR-F >	2 KBOS-F	2 KBOS-F	2 KBOS-F	2 KJWL-F	2 KBOS-F >	2 KBOS-F	2 KBOS-F >	2 KMJ <	2 KSKS-F
3	3 KSKS-F	3 KPZR-F	3 KEZL-F <	3 KSKS-F <	3 KEZL-F	3 KSKS-F <	3 KSKS-F	3 KRZR-F	3 KRZR-F >	3 KBOS-F
4	4 KMJ	4 KSKS-F	4 KSKS-F	4 KEZL-F	4 KNAX-F	4 KRZR-F	4 KJWL-F <	4 KSKS-F	4 KOOO-AF	4
5	5 KOOO-AF	5 KEZL-F	5 KPZR-F	5 KPZR-F	5 KSKS-F	KOOO-AF	5 KRZR-F	5 KJWL-F	5 KSKS-F	5
6	6	6 KOOO-AF	6 KOOO-AF	6 KFSD-F	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8

W 18-34	W 18-34	W 18-34	W 18-34	W 18-34	W 18-34	W 18-34	W 18-34	W 18-34	W 18-34	W 18-34
1 KRZR-F	1 KRZR-F	1 KRZR-F	1 KRZR-F	1 KRZR-F	1 KRZR-F	1 KRZR-F	1 KRZR-F	1 KRZR-F	1 KRZR-F	1 KRZR-F
2 KRZR-F	2 KRZR-F	2 KRZR-F	2 KRZR-F	2 KRZR-F	2 KRZR-F	2 KRZR-F	2 KRZR-F	2 KRZR-F	2 KRZR-F	2 KRZR-F
3 KRZR-F	3 KRZR-F	3 KRZR-F	3 KRZR-F	3 KRZR-F	3 KRZR-F	3 KRZR-F	3 KRZR-F	3 KRZR-F	3 KRZR-F	3 KRZR-F
4 KRZR-F	4 KRZR-F	4 KRZR-F	4 KRZR-F	4 KRZR-F	4 KRZR-F	4 KRZR-F	4 KRZR-F	4 KRZR-F	4 KRZR-F	4 KRZR-F
5 KRZR-F	5 KRZR-F	5 KRZR-F	5 KRZR-F	5 KRZR-F	5 KRZR-F	5 KRZR-F	5 KRZR-F	5 KRZR-F	5 KRZR-F	5 KRZR-F
6 KRZR-F	6 KRZR-F	6 KRZR-F	6 KRZR-F	6 KRZR-F	6 KRZR-F	6 KRZR-F	6 KRZR-F	6 KRZR-F	6 KRZR-F	6 KRZR-F
7 KRZR-F	7 KRZR-F	7 KRZR-F	7 KRZR-F	7 KRZR-F	7 KRZR-F	7 KRZR-F	7 KRZR-F	7 KRZR-F	7 KRZR-F	7 KRZR-F
8 KRZR-F	8 KRZR-F	8 KRZR-F	8 KRZR-F	8 KRZR-F	8 KRZR-F	8 KRZR-F	8 KRZR-F	8 KRZR-F	8 KRZR-F	8 KRZR-F

FRESNO

OTHER RATED STATIONS			METRO CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
			SHARE/RTG/AQH/CUME						
KEYQ	980	FRESNO	0.4/1.5/	5/	128	KFSD-F, KEZL-F, KEYQ (Americom)	7.7%	11.3%	14.6%
KFIG	1430	FRESNO	1.2/2.6/	12/	157				
KGST-F	105.1	AUBERRY	0.4/1.8/	6/	142	KTHT-F, KRZR-F (Wheeling-Pittsburgh)	8.7%	8.1%	9.2%
KIRV	1510	FRESNO	0.3/0.8/	3/	60				
KKTR	1340	FRESNO	0.5/2.0/	7/	134	KMJ, KSKS-F, KKDJ-F (Henry)	22.3%	21.6%	34.2%
KTAA-F	94.3	KERMAN	0.7/2.5/	7/	195				
KXEX	1500	FRESNO	0.5/3.3/	5/	204	KFRE, KNAX-F, KRBT-F (EBE)	7.5%	8.3%	14.2%
KYNO	1300	FRESNO	0.5/3.3/	5/	210				
KCBS	740	SAN FRANCISCO	0.3/1.1/	9/	142	46.2%	49.3%	71.8%	
KCIV-F	99.9	MT. BULLION	0.5/2.7/	8/	233				
KNBR	680	SAN FRANCISCO	0.3/1.5/	14/	226				
KSEQ-F	97.1	VISALIA	0.7/2.5/	27/	526				

RADIO STATIONS

AM STATIONS

KEYQ,	980,	500 W/48 W	, Standards	SMN, \$15.00	(Mc-Guild)	Americom
KFRE,	940,	50 KW (DA-2)	, Country	ABC, UNISTR, \$ NA	(D&R)	EBE
KGST,	1600,	5 KW (DA-N)	, Hispanic	, \$29.00	(Lotus)	Lotus
KMJ,	580,	5 KW	, News/Talk	TALKNT, NBC, \$90.00	(Katz)	Henry
KXEX,	1550,	5 KW/2.5 KW (DA-2)	, Hispanic	, \$17.00	(SBS)	
KYNO,	1300,	5 KW/1 KW (DA-N)	, Oldies	SMN CNN, \$16.00	(CBS)	Brown

FM STATIONS

KBOS,	94.9,	17 KW @ 850	, CHR	ABC, \$35.00	(Eastman)	(TULARE)
KEZL,	96.7,	25 KW @ 298	, Jazz	, \$26.00	(Mc-Guild)	Americom (FOWLER)
KFRR,	104.1,	17 KW @ 853	, AC/CHR	, \$23.00	(CMBS)	(WOODLAKE)
KFSD,	92.9,	19 KW @ 820	, Oldies	, \$50.00	(Mc-Guild)	Americom (VISALIA)
KJFX,	95.7,	50 KW @ 321	, Classic AOR	, \$45.00	(CBS)	Brown
KJOI,	98.9,	19 KW @ 820	, Soft AC	, \$28.00	(MMR)	(DINUBA)
KJWL,	99.3,	3 KW @ 328	, Standards	WONE, CNN, \$ NA	(---)	
KKDJ,	105.9,	2.4 KW @ 1958	, Oldies - 70's	, \$30.00	(D&R)	Henry
KMPH,	107.5,	21 KW @ 643	, News	CBS, AP, \$20.00	(Eastman)	Pappas (HANFORD)
KNAX,	97.9,	48 KW @ 289	, Country	ABC, \$78.00	(D&R)	EBE
KOOO,	101.9,	2.3 KW @ 1948	, Hispanic	CRC, CNN, \$22.00	(Caballero)	Dwight Case
KRZR,	103.7,	50 KW @ 500	, AOR	, \$29.00	(Christal)	Wheel-Pitts (HANFORD)
KSKS,	93.7,	68 KW @ 1909	, Country	, \$48.00	(Katz)	Henry
KGST,	105.1,	0.6 KW @ 1903	, Hispanic	, \$18.00	(K & P)	Lotus (AUBERRY)
KRBT,	101.1,	4.7 KW @ 1076	, Country	, \$26.00	(Torbet)	EBE
KTAA,	94.3,	3 KW @ 328	, Hispanic	, \$19.00	(---)	(KERMAN)
KTHT,	102.7,	50 KW @ 500	, CHR/AC	, \$29.00	(Christal)	Wheel-Pitts.
KZFO,	92.1,	25 KW @ 1050	, Hispanic	, \$24.00	(Katz Hisp)	(MADERA)

Miscellaneous: KFCL-F changes to KFRR-F and format from Classical to AC/CHR (Sep) . . . KSLK-F changed to KGST-F and format from EZ/SAC to Hispanic (Oct). . . KSXY-F changed to KRBT-F and format from AC to Country (Nov). . .

GAINESVILLE-OCALA

Arbitron Rank/Pop (12+): 113/351,800

Stations: 29/17
Diaries: 897/392:1/50.3%
Sample Target: 800
% Below Line: 19.0
% Not Listed: 21.6

1994 Revenue: \$9,800,000
HH Inc.: \$23,355
Retail \$: 3.9 Bil
Pop per Station: 20,694
#1 Biller: WKTK-F \$2,300,000

Average Person Ratings: 14.3
Market TSL: 19.75 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WOGK-F (C)	51/10.1	8.5	6.3	4.9	4.9	----	60/1014	607/17.3	18.2	15.5	C	WOGK-F
2. WKTK-F (AC)	44/ 8.7	9.6	7.1	10.5	11.4	----	72/1110	700/19.9	22.2	18.3	D	WKTK-F
3. WRUF-F (AOR)	33/ 6.5	9.6	5.4	7.0	7.1	----	49/1036	678/19.3	19.8	17.5	C	WRUF-F
4. WTRS-F (C)	30/ 6.0	7.5	13.0	9.5	8.6	----	41/678	466/13.2	16.3	19.0	C	WTRS-F
5. WMFO-F (EZ)	28/ 5.6	4.3	5.9	6.1	4.3	----	34/428	289/ 8.2	8.7	13.0	B	WMFO-F
6. WRZN (ST)	25/ 5.0	3.1	4.1	2.3	2.4	----	55/453	210/ 6.0	6.6	4.2	B	WRZN
7. WFEZ-F (B)	17/ 3.4	4.5	3.7	0.2	---	----	17/282	235/ 6.7	7.3	6.7	A	WFEZ-F
8. WJHM-F (B)	16/ 3.2	4.3	4.5	4.4	7.7	----	43/409	272/ 7.7	9.6	10.9		WJHM-F
9. WOCA (T)	14/ 2.8	1.9	1.5	1.9	1.5	----	15/182	162/ 4.6	3.2	3.8	A	WOCA
WYGC-F (O)	12/ 2.4	3.7	3.5	4.2	4.7	----	15/270	189/ 5.4	8.0	8.1	A	WYGC-F
12. WLWX-F (AOR)	12/ 2.4	1.7	2.8	2.1	0.6	----	12/202	189/ 5.4	6.5	5.7	A	WLWX-F
13. WYKS-F (CHR)	10/ 2.0	3.5	3.3	3.2	4.3	----	14/356	324/ 9.2	10.4	10.7	A	WYKS-F
14.												
15.												

12+ FM SHARE (METRO): 80.76% (319 of 395) (FAL 93: 83.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WOGK-F	1 WKTK-F	1 WOGK-F<	1 WKTK-F<	1 WKTK-F<	1 WKTK-F	1 WOGK-F<	1 WOGK-F	1 WOGK-F>	1 WOGK-F>
2 WOGK-F>>	2 WRUF-F<	WOGK-F	2 WKTK-F	2 WOGK-F	2 WOGK-F<	2 WOGK-F>	2 WKTK-F	2 WKTK-F	2 WJHM-F	2 WTRS-F
3	3 WKTK-F>	3 WRUF-F>	3 WRUF-F>	3 WRUF-F>	3 WMFO-F	3 WRUF-F	3 WRUF-F	3 WRUF-F>	3 WRUF-F	3 WJHM-F
4	4 WFEZ-F	4 WTRS-F	4	4 WTRS-F	4 WRZN	WTRS-F	4	4 WTRS-F	4	WFKS-F
5	WTRS-F	5	5	5	5 WTRS-F	5	5	5	5	5
6	WJHM-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 WRUF-F	1 WKTK-F	1 WKTK-F	1 WKTK-F	1 WKTK-F>	1 WRUF-F	1 WRUF-F	1 WOGK-F	1 WRUF-F	1 WRUF-F
WYKS-F	WOGK-F>	WOGK-F	2 WOGK-F>	2 WOGK-F>	2	2 WOGK-F>	2 WRUF-F	2 WOGK-F	2 WOGK-F
3 WTRS-F	3 WTRS-F	3 WFEZ-F	3 WFEZ-F	3 WFEZ-F	3	3 WLVX-F	3 WMGO-F	3 WKTK-F	3 WKTK-F>
WKTK-F	WFEZ-F	4	4 WTRS-F	4 WTRS-F	4	4 WKTK-F	4	4 WLWX-F	4 WLWX-F
WOGK-F	5	5	5	5	5	5	5	5	5

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WLUS	980 GAINESVILLE	1.4/3.3/ 7/ 150	WTRS A/F, WYGC-F, WMGO-F	14.0%	10.6%	24.4%
WMOP	900 OCALA	1.6/4.2/ 9/ 184	(Asterisk, duopoly & semi-duopoly)			
WRPX-F	97.7 MICANOPY	1.4/7.4/ 14/ 305				
WRUF	850 GAINESVILLE	1.6/4.5/ 8/ 213				
WTMC	1290 OCALA	1.4/3.3/ 7/ 116				
WFLD	1430 GAINESVILLE	1.4/1.6/ 11/ 69				
WYOC-F	104.9 HIGH SPRINGS	0.8/3.1/ 16/ 251				
WFKS-F	99.9 PALATKA	1.6/7.4/ 14/ 419				
WNFO-F	100.5 NEWBERRY	0.4/2.7/ 5/ 160				

SEE CHANDR FOR MORE ABOUT THE FOLLOWING:

WCFL-F	0.6/ 0.0	WOCL-F	2.2/ 5.2
WFTS-F	0.8/ 2.2	WTKS-F	0.8/ 2.5
WWRB-F	0.6/ 1.7	WVXA-F	1.4/ 2.2
WWSB-F	1.8/ 5.6	WXXL-F	0.8/ 3.2

GRAND RAPIDS

Arbitron Rank/Pop (12+): 65/584,400

Stations: 26/20
Diaries: 1483/394:1/64.1%
Sample Target: 1330
% Below Line: 9.0
% Not Listed: 14.2

1994 Revenue: \$27,600,000
HH Inc.: \$39,177
Retail \$: 6.7 Bil
Pop per Station: 29,220
#1 Biller: WLHT-F \$4,700,000

MSA Rank/Pop: 55/732,000

DMA # 37 (w/Kalamazoo)

Average Person Ratings: 16.0

Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WBCT-F (C)	91/ 9.7	9.8	10.3	8.9	10.5	9.7	239/2819	1092/18.7	19.1	18.4	F	WBCT-F
2. WOOD-F (SAC)	82/ 8.8	7.0	8.3	9.2	6.1	8.3	137/2196	1178/20.2	19.5	16.4	D	WOOD-F
3. WKLO-F (AOR)	80/ 8.5	8.1	8.2	8.3	6.8	8.3	129/1823	1127/19.3	20.1	17.8	E	WKLO-F
4. WOOD (FS/T)	78/ 8.3	7.7	6.8	7.5	7.9	7.6	89/1188	997/17.1	16.6	18.2	D	WOOD
5. WLAV-F (CL AOR)	65/ 6.9	8.5	8.2	6.3	4.7	7.5	105/1429	935/16.0	17.1	14.2	D	WLAV-F
6. WLHT-F (AC)	60/ 6.4	7.1	7.0	6.3	7.5	6.7	72/1106	758/13.0	14.8	15.8	F	WLHT-F
7. WGRD-F (CHR)	54/ 5.8	5.3	4.3	5.7	5.5	5.3	67/1458	1049/18.0	17.3	16.6	C	WGRD-F
8. WODJ-F (O)	48/ 5.1	4.1	4.7	4.7	5.2	4.7	61/1063	760/13.0	13.7	18.1	C	WODJ-F
9. WSNX-F (CHR)	47/ 5.0	5.0	4.8	3.4	4.8	4.6	96/1808	973/16.6	16.9	14.8	C	WSNX-F
10. WCUZ-F (C)	46/ 4.9	4.4	4.2	5.3	6.2	4.7	87/1247	688/11.8	12.9	16.6	D	WCUZ-F
11. WKWM (B)	24/ 2.6	2.1	2.0	2.5	1.5	2.3	24/166	166/ 2.8	2.5	1.6	A	WKWM
12. WMUS-F (C)	22/ 2.4	2.7	2.4	2.9	2.6	2.6	60/1085	377/ 6.5	7.9	6.9		WMUS-F
13. WFGF-F (CL)	21/ 2.2	1.7	1.8	2.6	2.2	2.1	22/490	381/ 6.5	5.8	6.6	A	WFGF-F
14. WFUR-F (REL)	17/ 1.8	1.2	1.0	2.3	1.1	1.6	25/604	383/ 6.6	4.5	5.8		WFUR-F
15. WJOK-F (REL)	16/ 1.7	2.3	1.6	1.5	2.4	1.8	20/443	283/ 4.8	5.7	6.2		WJOK-F

12+ FM SHARE (METRO): 84.18% (676 of 803) (FAL 93: 83.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSNX-F>>	1 WKLO-F	1 WBCT-F<	1 WBCT-F	1 WBCT-F	1 WOOD	1 WBCT-F<	1 WOOD	1 WBCT-F	1 WKLO-F<	1 WBCT-F
2 WKLO-F	2 WBCT-F	2 WKLO-F	2 WLAV-F<	2 WLAV-F<	2 WOOD-F>	2 WKLO-F	2 WOOD-F	2 WKLO-F<	2 WBCT-F	2 WOOD-F
3 WBCT-F	3 WGRD-F<	3 WLAV-F	3 WLHT-F<	3 WLHT-F<	3 WBCT-F<	3 WOOD-F<	3 WBCT-F	3 WOOD-F	3 WGRD-F<	3 WKLO-F
WGRD-F	4 WKAV-F	4 WLHT-F<	4 WKLO-F<	4 WOOD-F	4 WCUZ-F	4 WOOD	4 WLAV-F	4 WLAV-F	4 WOOD-F<	4 WLAV-F
5	5 WLHT-F	5 WOOD-F	5 WOOD-F	5 WKLO-F	5 WODJ-F	5 WLHT-F	5 WLHT-F	5 WLHT-F<	5 WSNX-F	5
6	6 WOOD-F	6 WGRD-F	6	6 WODJ-F	6 WLHT-F	6 WGRD-F	6 WKLO-F	6 WOOD <	6	6
7	7	7	7	7 WOOD	7	7	7	7 WODJ-F<	7	7
8	8	8	8	8	8	8	8	8 WGRD-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 WGRD-F	1 WBCT-F<	1 WLHT-F	1 WBCT-F<	1 WLHT-F<	1 WKLO-F	1 WKLO-F	1 WKLO-F	1 WKLO-F	1 WLAV-F
2 WBCT-F	2 WLHT-F<	2 WBCT-F	2 WLHT-F<	2 WBCT-F	2 WGRD-F	2 WBCT-F	2 WLAV-F	2 WLAV-F<	2 WBCT-F
WOOD-F	3 WOOD-F	3 WOOD-F	3 WOOD-F>	3 WOOD-F	3 WSNX-F	3 WLAV-F<	3 WBCT-F	3 WBCT-F>	3 WKLO-F
4	4 WGRD-F	4 WKLO-F	4 WKLO-F<	4 WKLO-F	WBCT-F	4 WGRD-F>	4 WGRD-F	4 WGRD-F<	4 WOOD
5	5 WKLO-F	5	5 WLAV-F<	5 WLAV-F	5	5 WOOD	5	5 WOOD	5 WOOD-F<
6	6 WLAV-F	6	6 WGRD-F	6 WODJ-F	6	6	6	6	6 WODJ-F
7	7 WKWM	7	7 WODJ-F	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WAKX-F	96.1	HOLLAND	0.9/4.2/ 10/ 313	WLHT-F, WGRD A/F (Liggett)	12.2%	14.0%	22.8%
WBBL	1340	GRAND RAPIDS	0.3/2.6/ 3/ 161				
WCUZ	1230	GRAND RAPIDS	0.7/3.5/ 9/ 267				
WGHN-F	92.1	GRAND HAVEN	0.3/1.0/ 9/ 180	WKLO-F, WLAV-F, WBBL (Bloomington)	15.7%	18.3%	21.4%
WHIC	1450	HOLLAND	1.0/2.7/ 10/ 214				
WDFN-F	100.5	WALKER	0.4/2.0/ 4/ 151				
WYGR	1530	WYOMING	0.3/0.7/ 3/ 41	WCUZ A/F, WAKX-F (Federated)	6.5%	5.8%	11.8%
WEYS-F	92.7	SAUGATUCK	0.5/1.2/ 7/ 101				
WRRP-F	101.7	MUSKEGON HTS	0.4/1.2/ 14/ 247	WOOD A/F, WBCT-F (Local, still pending)	26.8%	26.3%	35.1%
WSNR-F	109.1	FREMONT	0.3/0.7/ 5/ 105				
WDA	729	CHICAGO	0.3/0.6/ 5/ 102	WFUR A/F, WOFN-F (Kuiper)	2.2%	1.1%	< 3.0%
				WODJ-F, WSNX-F (Goodrich, semi-duopoly)	10.1%	9.3%	NA
					73.5%	74.8%	96.0% (E)

GRAND RAPIDS

RADIO STATIONS

WCUZ	,	1230,	1 KW	,	SEE WCUZ-FM			
WKWM	,	1140,	5 KW (DAYS, DA)	,	Black	AURN, \$17.00	(Patt)	
WBBL	,	1340,	1 KW	,	AOR - New Rock	\$15.00	(MMR)	Bloomington
WOOD	,	1300,	5 KW (DA-N)	,	Full Service/Talk	MBS, NBC, \$48.00	(Katz)	
WBCT-F	,	93.7,	320 KW @ 781	,	Country	ABC, \$60.00	(D&R)	WOOD owners (D)
WCUZ-F	,	101.3,	50 KW @ 420	,	Country	ABC, \$80.00	(Christal)	Federated
WFGR-F	,	98.7,	2.8 KW @ 492	,	Classical	\$26.00	(CMBS)	
WFUR-F	,	102.9,	50 KW @ 500	,	Religion	\$17.00	(---)	Kuiper
WGRD-F	,	97.9,	13 KW @ 590	,	CHR	\$44.00	(D&R)	Regional
WJOK-F	,	99.3,	4.7 KW @ 371	,	Religion	ABC, \$18.00	(Mich.)	(ZEELAND)
WAKX-F	,	96.1,	50 KW @ 492	,	Country	CBS, \$25.00	(Patt)	Federated (HOLLAND)
WKLO-F	,	94.5,	50 KW @ 500	,	AOR	ABC, \$71.00	(Banner)	Bloomington (HOLLAND)
WLAV-F	,	96.9,	50 KW @ 500	,	Classic AOR	Source, \$39.00	(MMR)	Bloomington
WLHT-F	,	95.7,	40 KW @ 551	,	AC	\$90.00	(Eastman)	Liggett
WODJ-F	,	107.3,	50 KW @ 492	,	Oldies	UNISTR, \$57.00	(Katz)	Goodrich (GREENVILLE)
WOOD-F	,	105.7,	265 KW @ 810	,	Soft AC	\$55.00	(Katz)	
WMUS-F	,	106.9,	50 KW @ 479	,	Country	\$35.00	(Banner)	(MUSKEGON)
WSNX-F	,	104.5,	50 KW @ 360	,	CHR	\$31.00	(Katz)	Goodrich (MUSKEGON)

Miscellaneous: WLAV-AM changed to WBBL (June). . . WKEZ-F changes to WAKX-F and format from Soft AC to Country (Dec). . .

GREENSBORO-WINSTON SALEM

Arbitron Rank/Pop (12+): 42/940,600

Stations: 26/21
Diaries: 1959/480:1/56.4%
Sample Target: 1720
% Below Line: 5.4
% Not Listed: 15.1

1994 Revenue: \$27,600,000
III Inc.: \$32,938
Retail \$: 10.7 Bil
Pop per Station: 44,790
#1 Biller: WTQR-F 47,100,000

MSA Rank/Pop: 47/1,070,000

DMA # 51

Average Person Ratings: 16.4

Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WTQR-F (C)	219/14.2	15.2	15.1	13.5	16.2	14.5	386/4688	2601/27.7	29.9	29.7	H	WTQR-F
2. WXRA-F (AOR)	110/ 7.1	4.1	3.8	3.6	3.9	4.7	128/1708	1313/14.0	11.3	11.2	B	WXRA-F
3. WJMH-F (B)	106/ 6.9	5.6	7.5	6.9	7.4	6.7	146/2050	1339/14.2	16.6	16.1	C	WJMH-F
4. WMAG-F (AC)	103/ 6.7	4.8	4.6	5.7	4.0	5.5	117/1507	1196/12.7	10.2	10.3	D	WMAG-F
5. WKRR-F (AOR)	85/ 5.5	8.2	7.1	7.1	9.1	7.1	127/1912	1373/14.6	17.6	17.5	E	WKRR-F
6. WKZL-F (AC/CHR)	80/ 5.2	6.2	5.6	5.3	6.5	5.6	120/1989	1358/14.4	16.8	14.1	D	WKZL-F
7. WQMG-F (B)	76/ 4.9	5.7	6.1	5.3	5.1	5.5	93/1532	1075/11.4	13.1	12.3	C	WQMG-F
8. WSJS (FS/T)	75/ 4.9	4.8	5.2	6.7	5.2	5.4	79/1181	1107/11.8	10.9	11.9	D	WSJS
9. WMQX-F (O)	70/ 4.5	4.1	3.8	3.5	2.7	4.0	109/1931	1283/13.6	11.8	11.0	C	WMQX-F
WKSJ-F (CHR)	70/ 4.5	3.1	4.0	3.1	2.4	3.7	88/1598	1095/11.6	13.3	9.4	B	WKSJ-F
11. WPCM-F (C)	56/ 3.6	3.7	5.6	4.6	5.0	4.4	110/1902	934/ 9.9	11.5	9.9		WPCM-F
12. WFXF-F (O-70's)	38/ 2.5	3.3	2.8	3.6	4.8	3.1	45/929	762/ 8.1	7.9	9.6	C	WFXF-F
13. WHPE-F (REL)	35/ 2.3	1.5	1.0	2.9	2.1	1.9	47/719	502/ 5.3	4.1	4.5		WHPE-F
14. WFMX-F (C)	34/ 2.2	2.6	2.0	2.8	1.4	2.4	72/1421	673/ 7.2	6.8	6.1		WFMX-F
15.												

12+ FM SHARE (METRO): 88.51% (1156 of 1306) (FAL 93: 87.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F>>	1 WXRA-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 WXRA-F	2 WTQR-F	2 WXRA-F	2 WXRA-F<	2 WMAG-F	2 WMAG-F<	2 WMAG-F<	2 WMAG-F	2 WXRA-F	2 WTQR-F	2 WKZL-F
3	3 WKRR-F	3 WKRR-F<	3 WKZL-F	3 WKZL-F	3 WSJS <	3 WKZL-F	3 WXRA-F	3 WJMH-F<	3 WQMG-F<	3 WXRA-F
4	4 WJMH-F	4 WMAG-F	4 WMAG-F	4 WXRA-F	4 WMQX-F	4 WSJS	4 WSJS	4 WMAG-F	4 WXRA-F	4 WSJS
5	5 WKZL-F	5 WKZL-F<	5 WKRR-F	5 WMQX-F<	5	5 WKRR-F<	5 WKRR-F	5 WKRR-F	5 WKRR-F	5 WQMG-F
6	6 WKSJ-F<	6 WJMH-F	6 WKSJ-F	6 WKRR-F	6	6 WJMH-F	6 WMQX-F	6 WMQX-F	6	6 WKRR-F
7	7 WQMG-F<	7	7 WMQX-F	7 WKSJ-F	7	7 WXRA-F	7 WKZL-F<	7 WKZL-F<	7	7 WJMH-F
8	8 WMAG-F	8	8	8	8	8	8 WMQX-F	8 WKSJ-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 WJMH-F	1 WKZL-F	1 WKZL-F	1 WTQR-F	1 WTQR-F>	1 WXRA-F	1 WXRA-F>>	1 WXRA-F	1 WXRA-F<	1 WTQR-F
2 WQMG-F	2 WTQR-F	2 WTQR-F	2 WMAG-F<	2 WMAG-F	2 WJMH-F	2 WTQR-F	2 WTQR-F	2 WTQR-F	2 WXRA-F>
3 WKRR-F	3 WKSJ-F	3 WKSJ-F	3 WKZL-F	3 WKZL-F>	3 WKRR-F	3 WKRR-F	3 WKRR-F	3 WKRR-F>	3 WKRR-F
4 WXRA-F	4 WJMH-F<	4 WMAG-F	4 WJMH-F	4 WKSJ-F	4 WTQR-F	4 WJMH-F>	4 WJMH-F	4 WJMH-F	4 WMQX-F
5	5 WQMG-F<	5 WXRA-F	5 WKSJ-F<	5 WMQX-F	5	5	5 WKZL-F	5 WQMG-F	5 WMAG-F<
6	6 WXRA-F	6 WKRR-F	6 WQMG-F	6 WJMH-F	6	6	6	6	6 WKZL-F
7	7 WKRR-F	7	7	7	7	7	7	7	7 WQMG-F
	WMAG-F								

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA 11/194	TSA 6/197	DUOPOLY REPORT	12+	25-54	REVENUE
WAAA 980 WINSTON-SALEM	0.6/1.8/ 11/ 194			WMQX-F, WJMH-F (Max)	12.0%	11.4%	12.0%
WFAZ-F 98.3 THOMASVILLE	0.4/2.0/ 6/ 197						
WKEW 1400 GREENSBORO	0.5/2.2/ 8/ 219			WKRR-F, WKZL-F (Dick)	10.7%	13.4%	23.9%
WMFR 1230 HIGH POINT	1.2/2.7/ 18/ 256						
WMOX 1340 WINSTON-SALEM	0.6/1.1/ 11/ 115						
WPET 950 GREENSBORO	1.1/1.0/ 17/ 104						
WQMG 1510 GREENSBORO	0.8/1.4/ 12/ 134			WMO, WMFR, WMAG-F, WFXF-F (HMW)	10.4%	11.8%	15.9%
WWGL-F 94.1 LEXINGTON	1.2/4.4/ 32/ 584						
WDCG-F 105.1 DURHAM	1.1/4.1/ 50/1020			WSJS, WTQR-F, WXRA-F (Radio Equity)	26.2%	24.4%	38.4%
WRDX-F 106.5 SALISBURY	1.1/2.5/ 23/ 373						
WSOC-F 103.7 CHARLOTTE	0.3/1.8/ 81/1135				59.3%	61.0%	90.2%
WZZU-F 93.9 BURLINGTON	0.6/2.9/ 34/ 707						

GREENSBORO-WINSTON SALEM

RADIO STATIONS

WAAA,	980,	1 KW/69 W	, Black	AURN, \$ 17.00	(---)	
WMFR,	1230,	1 KW	, Standards	ABC, AP, \$ 25.00	(Christal)	HMW
WSJS,	600,	5 KW (DA-2)	, Full Service/Talk	MBS, NBC, \$ 53.00	(Mc-Guild)	Radio Equity
WHPE-F,	95.5,	100 KW @ 440	, Religion	, \$ 17.00	(---)	
WJMH-F,	102.1,	100 KW @ 1204	, Black	, \$ 45.00	(D & R)	Max (REIDSVILLE)
WKRR-F,	92.3,	100 KW @ 1289	, AOR/Classic	, \$ 95.00	(Katz)	Dick (ASHEBORO)
WKSJ-F,	98.7,	100 KW @ 718	, CHR	, \$ 30.00	(Eastman)	Bahakel
WKZL-F,	107.5,	100 KW @ 994	, AC/CHR	, \$ 52.00	(Katz)	Dick
WMAG-F,	99.5,	100 KW @ 1499	, AC	, \$ 58.00	(Christal)	HMW
WMOX-F,	93.1,	100 KW @ 1099	, Oldies	, \$ 40.00	(MMR)	Max
WXRA-F,	94.5,	100 KW @ 981	, AOR	UNISTR, \$ 33.00	(Christal)	Radio Equity (EDEN)
WPCM-F,	101.1,	100 KW @ 1191	, Country	MBS, \$ 40.00	(Mc-Guild)	(BURLINGTON)
WQMG-F,	97.1,	100 KW @ 1233	, Black	CBS, ABC, \$ 36.00	(Banner)	
WTOR-F,	104.1,	100 KW @ 1420	, Country	, \$154.00	(Mc-Guild)	Radio Equity
WWGL-F,	94.1,	100 KW @ 485	, Religion	CNN, \$ 18.00	(TN)	(LEXINGTON)
WFXF-F,	100.3,	100 KW @ 1046	, Oldies-70's	UNISTR, \$ 51.00	(MMR)	HMW

Miscellaneous: WNEU-F changes to WXRA-F and format from Country to AOR (Sep, after Summer book). . . WWWB-AM sold by HMW to Willis for \$250,000. . . WWMO (Eden) sold to HMW (D) for \$1,300,000 (Media Services). . . WWWB-F changes to WFXF-F and format from Soft AC to Oldies-70's (Oct). . .

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

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

GREENVILLE-NEW BERN, NC

Arbitron Rank/Pop (12+): 79/459,500

Stations: 28/21
Diaries: 1052/437:1/50.9%
Sample Target: 1035
% Below Line: 12.6
% Not Listed: 15.3

1994 Revenue: \$10,800,000
HH Inc.: \$27,634
Retail \$: 3.3 Bil
Pop per Station: 21,881
#1 Biller: WRNS-F \$3,000,000

MSA Rank/Pop: NA/401,000
DMA # 100

Average Person Ratings: 16.5
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WRNS-AF (C)	139/18.3	17.5	21.3	20.2	21.5	19.3	184/2352	1516/33.0	33.4	33.3	E	WRNS-AF
2. WIKS-F (B)	101/13.3	17.7	15.2	17.5	15.1	15.9	126/1443	1092/23.8	25.4	24.1	C	WIKS-F
3. WSFL-F (AOR)	65/ 8.6	5.4	8.3	7.2	5.5	7.4	86/1042	840/18.3	16.9	15.0	C	WSFL-F
4. WDLX-F (AC/CHR)	35/ 4.6	5.4	5.6	4.2	3.3	5.0	48/939	673/14.6	14.4	14.0	C	WDLX-F
WRHT-F (CHR)	35/ 4.6	4.5	4.1	4.2	3.0	4.4	35/714	682/14.8	14.3	9.6	B	WRHT-F
6. WKOO-FF (C)	27/ 3.6	4.8	5.2	3.9	3.8	4.4	38/535	402/ 8.7	10.7	7.8	C	WKOO-FF
7. WNCT-F (SAC)	22/ 2.9	3.0	3.1	2.2	4.3	2.8	55/835	473/10.3	8.1	8.8	B	WNCT-F
WRDU-F (AOR)	22/ 2.9	3.9	4.3	2.7	3.2	3.5	77/980	340/ 7.4	8.9	8.6		WRDU-F
9. WJCV (REL)	21/ 2.8	0.6	1.2	---	---	---	21/102	98/ 2.1	1.2	---	A	WJCV
WQSL-F (AC)	21/ 2.8	1.1	---	---	---	---	21/247	247/ 5.4	---	---	A	WQSL-F

12+ FM SHARE (METRO): 89.27% (574 of 643) (FAL 93: 91.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WRNS-AF<	1 WRNS-AF	1 WRNS-AF>	1 WRNS-AF>	1 WRNS-AF>>	1 WRNS-AF>	1 WRNS-F>	1 WRNS-AF>	1 WIKS-F>	1 WRNS-F>
2 WRNS-AF>>	2 WIKS-F<	2 WIKS-F	2 WSFL-F	2 WIKS-F<	2 WIKS-F	2 WIKS-F<	2 WSFL-F	2 WIKS-F>	2 WRNS-AF>	2 WIKS-F>>
3 WRHT-F	3 WSFL-F>>	3 WSFL-F>>	WIKS-F>	3 WSFL-F>	3 WKOO-FF	3 WSFL-F>>	3 WIKS-F>	3 WSFL-F>	3 WSFL-F	3 WSFL-F
4	4 WRHT-F	4	4 WDLX-F	4 WDLX-F	4 WNCT-F	4	4 WDLX-F	4	4	4
5	5	5	5 WFXX-F	5	5	5	5 WKOO-FF	5	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 WRNS-AF	1 WRNS-AF>	1 WRNS-AF	1 WRNS-AF	1 WRNS-AF	1 WIKS-F	1 WSFL-F	1 WSFL-F	1 WRNS-AF<	1 WRNS-AF
2 WIKS-F	2 WIKS-F>	2 WIKS-F	2 WIKS-F>	2 WIKS-F>	2 WSFL-F	2 WIKS-F<	2 WRNS-AF	2 WSFL-F	2 WSFL-F>
3 WSFL-F	3 WRHT-F	3 WDLX-F	3 WRHT-F	3 WDLX-F	3 WRNS-AF	3 WRNS-AF>>	3 WIKS-F	3 WIKS-F>>	3 WIKS-F>
4	4 WSFL-F	WSPL-F	4 WDLX-F	4 WSFL-F	4	4	4	4	4 WDLX-F
5	5 WDLX-F	5	5 WSFL-F	5	5	5	5	5	5 WKOO-FF

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WELS 1010 KINSTON	1.4/2.1/ 11/ 103	WIKS-F, WTND-F (Taylor)	14.6%	11.8%	16.7%
WJNC 1240 JACKSONVILLE	1.1/2.5/ 8/ 113				
WKOT-F 103.3 NEWPORT	1.8/7.9/ 15/ 391				
WLAS 910 JACKSONVILLE	0.4/1.3/ 3/ 61	WKOO-F, WKJA-F (Local)	3.6%	4.5%	9.3%
WMBL 740 MOREHEAD CITY	0.8/1.3/ 6/ 61				
WNBR-F 94.1 ORIENTAL	1.2/3.9/ 9/ 178				
WNOS 1450 NEW BERN	0.5/1.5/ 4/ 68	WCZI-F, WKQT-F (Local)	1.8%	2.4%	< 2.0%
WTKF-F 107.3 ATLANTIC	1.2/3.5/ 9/ 160				
WTND-F 99.5 GRIFTON	1.3/7.0/ 10/ 357				
WXQR-F 105.5 JACKSONVILLE	0.9/4.8/ 7/ 265	WXQR-F, WQSL-F (HVS)	3.7%	4.1%	< 2.0%
WFXX-F 104.3 TARBORO	2.6/5.4/ 67/ 664		23.7%	22.8%	30.0%
WGTM 590 WILSON	1.7/2.8/ 28/ 252				
WKTC-F 96.9 GOLDSBORO	1.1/6.4/ 73/1322				
WQDR-F 94.7 RALEIGH	0.5/1.8/ 34/ 769				
WTRG-F 100.7 ROCKY MOUNTAIN	1.7/6.0/ 78/1050				
WZXS-F 103.9 TOPSOIL	2.1/2.9/ 31/ 214				

GREENVILLE-NEW BERN, NC

RADIO STATIONS

WJNC, 1240, 1 KW	, Full Service	NBC, MBS, \$	NA (---)		(JACKSON.)
WELS, 1010, 1 KW/500 W (DA-N),	Country	NBC, \$	NA (DORA)		(KINSTON)
WDLX-F, 93.3, 100 KW @ 1781,	CHR/AC	ABC, \$	NA (Banner)		(WASHINGTON)
WIKS-F, 101.9, 100 KW @ 981,	Black	UNISTR, ABC, \$	NA (D & R)	Taylor	(NEW BERN)
WKOO-F, 98.7, 100 KW @ 977,	Oldies	MBS, \$	NA (D & R)		(JACKSON.)
WKOT-F, 103.3, 100 KW @ 594,	AC	ABC, \$	NA (Christal)		(NEWPORT)
WNCT-F, 107.9, 100 KW @ 1699,	SAC/EZ	ABC, \$	NA (MMR)	Park	(GREENVILLE)
WRHT-F, 96.3, 50 KW @ 472,	CHR	CNN, \$	NA (---)		(MOREHEAD)
WRNS-F, 95.1, 100 KW @ 1499,	Country	ABC, UNISTR, \$	NA (Mc-Guild)	Pinnacle	(KINSTON)
WSFL-F, 106.5, 100 KW @ 915,	AOR	UNISTR, \$	NA (Eastman)		(NEW BERN)
WTKF-F, 107.3, 7 KW @ 607,	Talk	TALKNT, WW1, \$	NA (TN)		(ATLANTIC)
WTND-F, 99.5, 17 KW @ 843,	Country	UNISTR, \$	NA (D & R)	Taylor	(GRIFTON)
WXQR-F, 105.5, 3 KW @ 298,	AOR	ABC, \$	NA (TN)		(JACKSON.)

OTHER RANKED STATIONS -- See Raleigh

Miscellaneous: WSFL-AM sold by Brad Beasley for \$50,000. . . WKOO-F, WKJA-F sold by Winfas to Roger Ingram (D) for \$1,750,000 . . . WNCT A/F sold by Park to Tomlin/Knapp for \$1,500,000 (E). . .

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 59/689,600 Stations: 30/22 1994 Revenue: \$25,000,000
 MSA Rank/Pop: 67/870,000 Diaries: 1582/436:1/53.9% HH Inc.: \$32,076
 DMA # 38 (w/Asheville) Sample Target: 1460 Retail \$: 7.7 Bil
 Average Person Ratings: 15.6 % Below Line: 4.1 Pop per Station: 31,345
 Market TSL: 20.50 hours % Not Listed: 11.6 #1 Biller: WSSL-AF \$5,400,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WSSL-AF (C)	194/18.0	18.5	17.5	18.1	16.5	18.0	298/3622	2136/31.0	32.2	32.6	G	WSSL-AF
2. WJMZ-F (B)	89/ 8.3	9.0	7.4	6.3	4.4	7.8	136/1605	908/13.2	12.1	9.3	C	WJMZ-F
WROO-F (AOR)	89/ 8.3	9.6	9.6	7.2	12.5	8.7	125/1939	1230/17.8	17.0	23.4	E	WROO-F
4. WMYI-F (AC)	86/ 8.0	8.6	8.3	9.1	9.3	8.5	156/2523	1484/21.5	21.0	19.9	F	WMYI-F
5. WESC-F (C)	82/ 7.6	10.0	9.3	12.4	10.3	9.8	165/2694	1468/21.3	24.1	25.2	E	WESC-F
6. WSPA-F (SAC)	71/ 6.6	6.5	6.5	6.5	7.2	6.5	115/1778	1080/15.7	13.0	13.6	C	WSPA-F
7. WBBO-F (CHR)	50/ 4.6	3.5	3.0	2.6	2.6	3.4	87/1621	904/13.1	9.2	10.0	B	WBBO-F
8. WFBC-F (O)	49/ 4.6	4.5	5.8	4.4	4.8	4.8	99/1896	1071/15.5	16.8	15.6	C	WFBC-F
9. WFBC (N/T)	47/ 4.4	2.3	3.0	2.9	1.7	3.2	50/604	561/ 8.1	6.8	4.4	B	WFBC
10. WLWZ-FF (B)	40/ 3.7	2.6	4.3	2.9	3.1	3.4	40/574	514/ 7.5	8.9	9.8	C	WLWZ-FF
11. WMUU-F (EZ)	31/ 2.9	2.4	1.9	3.5	2.7	2.7	43/680	440/ 6.4	5.9	6.3	A	WMUU-F
12. WSPA (FS)	17/ 1.6	1.3	1.4	1.6	1.3	1.5	19/309	265/ 3.8	3.5	3.6	A	WSPA
13. WPJM (G)	15/ 1.4	1.3	0.9	1.1	1.1	1.2	16/246	238/ 3.5	2.6	2.8	A	WPJM
14.												
15.												

12+ FM SHARE (METRO): 88.12% (838 of 951) (FAL 93: 92.49%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMZ-F	1 WSSL-AF	1 WSSL-AF	1 WSSL-AF>	1 WSSL-AF	1 WROO-F	1 WSSL-AF<	1 WSSL-AF	1 WSSL-AF	1 WSSL-AF>
2 WSSL-AF	2 WJMZ-F	2 WJMZ-F	2 WMYI-F>	2 WMYI-F>	2 WSSL-AF	2 WROO-F>	2 WROO-F	2 WROO-F>	2 WROO-F>
3 WMYI-F	3 WMYI-F<	WMYI-F	3 WJMZ-F	3 WSPA-F>	3 WBBO-F	3 WJMZ-F	3 WMYI-F	3 WJMZ-F	3 WJMZ-F
4 WROO-F	4 WROO-F>	4 WROO-F	4 WROO-F	4 WESC-F	4 WJMZ-F	4 WBBO-F>	4 WJMZ-F	4 WMYI-F	4 WMYI-F
5	5	5 WLWZ-FF	WSPA-F	5 WJMZ-F	5 WXRC-F	5	5 WESC-F	5 WBBO-F	5 WESC-F
6	6	6 WSPA-F	6	6 WROO-F	6	6	6 WBBO-F	6	6
7	7	7 WBBO-F	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WAGI-F	105.3	GAFFNEY	0.4/1.0/ 10/ 231	WSSL A/F, WMYI-F (SFX)	26.0%	30.2%	39.2%
WASC	1530	SPARTANBURG	0.7/0.8/ 7/ 56				
WCKI	1300	GREER	0.4/1.3/ 4/ 87				
WESC	660	GREENVILLE	1.1/1.9/ 12/ 195	WLWZ A/F, WLYZ-F, WJMZ-F (HMW, duop and semi-duop)	12.0%	12.2%	10.8%
WORD	910	SPARTANBURG	0.4/2.2/ 5/ 180				
WRIX	1020	HOMELAND PARK	0.6/1.2/ 6/ 97				
WRIX-F	103.1	HONEA PARK	0.9/2.5/ 13/ 201	WESC A/F, WHYZ, WBBO-F (Benchmark)	13.3%	10.9%	18.0%
WBFM-F	98.1	SENECA	0.7/1.7/ 15/ 230				
WKSF-F	99.9	ASHEVILLE, NC	0.7/4.0/133/1701	WORD, WFBC A/F (Keymarket, semi-duop)	9.4%	9.3%	9.2%
WMIT-F	106.9	BLACK MOUNTAIN, NC	0.6/1.9/ 36/ 731		60.7%	62.6%	77.2%
WBAV-F	101.9	GASTONIA	0.4/1.9/ 9/ 336				
WEDJ-F	95.1	CHARLOTTE	0.4/2.2/ 8/ 268				
WFOX-F	97.1	GAINESVILLE, GA	0.4/1.9/ 6/ 241				
WWMG-F	96.1	SHELBY, NC	0.4/1.3/ 20/ 330				
WXRC-F	95.7	HICKORY, NC	0.7/1.0/ 17/ 298				

GREENVILLE-SPARTANBURG

RADIO STATIONS

WESC	,	660,	50 KW (DAYS, DA),	SEE WEBC-FM				
WFBC	,	1330,	5 KW (DA-N)	News/Talk	NBC, MBS,	\$ 20.00	(Katz)	Keymarket
WHYZ	,	1070,	50 KW/1.5 KW (DA-1),	Black		\$ 19.00	(K & P)	Benchmark/Amcom
WORD	,	910,	3.6 KW/1 KW(DA-2),	Talk	NBC, MBS,	\$ NA	(Katz)	Keymarket
WPJM	,	800,	1 KW/438 W	Gospel	ABC,	\$ 15.00	(Keystone)	(GREER)
WSPA	,	950,	5 KW (DA-N)	Full Serivce	CBS,	\$ 16.00	(Christal)	
WBBO-F,		93.3,	93 KW @ 2030	CHR		\$ 25.00	(Torbet)	Benchmark/Amcom (FOREST CITY)
WESC-F,		92.5,	100 KW @ 2001	Country	ABC,	\$ 88.00	(Banner)	Benchmark/Amcom
WFBC-F,		93.7,	100 KW @ 1850	Oldies	ABC,	\$ 53.00	(Katz)	Keymarket
WJMZ-F,		107.3,	100 KW @ 1010	Black/CHR		\$ 36.00	(Eastman)	HMW (ANDERSON)
WLWZ-F,		103.9,	6 KW @ 328	Black	AURN,	\$ 31.00	(D & R)	HMW (EASLEY)
WMUU-F,		94.5,	100 KW @ 1200	EZ	AP,	\$ 19.00	(---)	
WMYI-F,		102.5,	20 KW @ 1778	AC		\$ 96.00	(Eastman)	SFX (HENDERSON.)
WRIX-F,		103.1,	6 KW @ 328	Country	ABC,	\$ 15.00	(---)	(HONEA)
WROQ-F,		101.1,	100 KW @ 987	AOR	ABC,	\$ 67.00	(Banner)	ABS (ANDERSON)
WSPA-F,		98.9,	100 KW @ 1909	Soft AC		\$ 42.00	(Christal)	
WSSL-F,		100.5,	100 KW @ 1240	Country	MBS, UNISTR,	\$111.00	(Mc-Guild)	SFX (GREY COURT)

Miscellaneous: WFBC A/F, WORD sold by Multimedia to Keymarket (semi-D) for \$6,000,000. . . WLYZ-F sold to HMW (semi-Triopoly) for \$1,200,000 (Media Services). . .

HARRISBURG

Arbitron Rank/Pop (12+): 73/516,900

Stations: 34/18
Diaries: 1219/424:1/62.0%
Sample Target: 1265
% Below Line: 14.2
% Not Listed: 13.8

1994 Revenue: \$16,700,000
HH Inc.: \$38,091
Retail \$: 6.4 Bil
Pop per Station: 28,717
#1 Biller: WNNK-F \$5,600,000

MSA Rank/Pop: 86/615,000
DMA #43 (w/YoFk & Lancaster)
Average Person Ratings: 16.4
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WNNK-F (CHR)	118/13.9	12.0	13.8	14.6	13.8	13.6	141/2083	1594/30.8	32.2	28.7	G	WNNK-F
2. WRKZ-F (C)	81/ 9.6	8.8	8.7	7.6	10.4	8.7	174/2217	937/18.1	18.5	17.8	E	WRKZ-F
3. WHP (FS)	76/ 9.0	8.2	8.4	10.0	9.3	8.9	108/1388	906/17.5	18.2	20.9	D	WHP
4. WRVV-F (AOR-P)	60/ 7.1	8.3	9.0	8.4	6.9	8.2	121/1919	921/17.8	18.8	19.0	D	WRVV-F
5. WTPA-F (AOR)	52/ 6.1	8.6	8.4	7.6	7.7	7.7	91/1372	784/15.2	18.6	17.3	D	WTPA-F
6. WWKL-F (O)	50/ 5.9	5.8	7.2	5.8	6.5	6.2	89/1588	808/15.6	17.5	15.9	D	WWKL-F
7. WHYL (ST)	30/ 3.5	3.3	4.5	4.7	3.2	4.0	42/517	371/ 7.2	8.5	7.6	A	WHYL
8. WROZ-F (SAC)	26/ 3.1	3.3	4.5	3.1	4.1	3.5	142/1978	513/ 9.9	13.1	10.6		WROZ-F
WHYL-F (C)	26/ 3.1	2.8	3.0	3.6	2.4	3.1	27/437	375/ 7.3	5.8	5.8	B	WHYL-F
10. WDAC-F (REL)	22/ 2.6	1.4	1.2	1.1	1.9	1.6	86/1053	304/ 5.9	4.8	4.3		WDAC-F
11. WIMX-F (AC)	21/ 2.5	1.8	1.4	2.3	1.8	2.0	27/638	468/ 9.1	9.5	7.2	B	WIMX-F
WCTX-F (EZ/ST)	21/ 2.5	2.3	3.7	1.2	1.5	2.4	38/497	255/ 4.9	6.1	3.1	A	WCTX-F
13. WTCY (B)	19/ 2.2	1.3	2.0	2.6	0.8	2.0	20/160	149/ 2.9	3.9	1.6	A	WTCY
14. WLBR (FS)	15/ 1.8	2.2	1.4	2.7	2.6	2.0	15/266	259/ 5.0	5.8	7.3	A	WLBR
15.												

12+ FM SHARE (METRO): 77.81% (568 of 730) (FAL 93: 78.97%)

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

OTHER RATED STATIONS	METRO CUME	TSA	ISA	SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WABV 940	LEBANON	0.8/1.8/	7/ 155	WHP, WKBO, WRVV-F (Danc)	16.1%	17.4%	28.7%	
WMBR 1460	HARRISBURG	1.1/4.4/	10/ 279					
WDIC-F 100.1	LEBANON	0.5/2.6/	4/ 137					
WDLV-F 98.9	MILLEPSBURG	0.8/1.6/	9/ 103					
WJII 720	SHIRESMANTOWN	0.7/3.0/	7/ 195					
WYGL-F 100.5	ELIZABETH	0.9/1.4/	14/ 165					

SEE LANCASTER OR YORK FOR MORE ABOUT THE FOLLOWING:

WARM-F 1.3/5.3	WJUN-F 0.4/0.8
WFFY-F 0.5/2.3	WLAN-F 0.6/3.5
WTFE-F 1.5/7.1	WOKA-F 1.1/6.5
WBYV-F 0.6/2.4	WYCP-F 0.6/5.0
WAYZ-F 101.5	WAYNESBORO 0.4/1.0/ 4/ 69
WVIZ-F 95.1	CHAMBERSBURG 0.4/1.3/ 3/ 75
WVFX-F 94.1	SUNBURY 0.4/1.6/ 18/ 332
WVBE-F 98.3	METTLINEBURG 0.5/1.1/ 10/ 233
WVBE-F 104.7	HAGERSTOWN, MD 0.5/1.1/ 23/ 394

HARRISBURG

RADIO STATIONS

WCMB	,	1460,	5 KW (DA-N)	,	Talk	CBS, IBN,	\$ 16.00	(Mc-Guild)	
WTCY	,	1400,	1 KW	,	Black	SMN, ABC,	\$ 15.00	(Christal)	Calendar
WHP	,	580,	5 KW (DA-N)	,	Full Service	ABC, CNN,	\$ 33.00	(MMR)	Dame
WHYL	,	960,	5 KW/22 W (DA-1),	,	Standards	UNISTR,	\$ 17.00	(---)	(CARLISLE)
WLBR	,	1270,	5 KW/1 KW (DA-2),	,	Full Service	ABC,	\$ 15.00	(K & P)	(LEBANON)
WCTX-F,		92.1,	3.3 KW @ 230	,	EZ/Standards	ABC,	\$ 15.00	(---)	(PALMYRA)
WHYL-F,		102.3,	3 KW @ 328	,	Country	CNN,	\$ 24.00	(---)	(CARLISLE)
WIMX-F,		99.3,	6 KW @ 328	,	AC	UNISTR,	\$ 27.00	(Mc-Guild)	
WNNK-F,		104.1,	23 KW @ 725	,	CHR	AP,	\$103.00	(Christal)	Calendar
WRKZ-F,		106.7,	14 KW @ 928	,	Country	ABC,	\$ 78.00	(Torbet)	Telemedia (HERSHEY)
WRVV-F,		97.3,	17 KW @ 840	,	AC/AOR	,	\$ 61.00	(MMR)	Dame
WTPA-F,		93.5,	1.3 KW @ 718	,	AOR	,	\$ 54.00	(Banner)	(MECHANIC.)
WWKL-F,		94.9,	25 KW @ 699	,	Oldies	UNISTR,	\$ 51.00	(Katz)	Barnstable

Other Ranked Stations -- See York or Lancaster

Miscellaneous: WCMB, WIMX-F sold to Barnstable (D) for \$2,240,000 (Bergner). . .

HARTFORD

Arbitron Rank/Pop (12+): 41/968,500
 MSA Rank/Pop: 46/1,120,000
 DMA # 25 (w/New Haven)
 Average Person Ratings: 16.6
 Market TSL: 22.25 hours

Stations: 27/16
 Diaries: 1808/536:1/57.8%
 Sample Target: 1770
 % Below Line: 19.0
 % Not Listed: 16.3

1994 Revenue: \$42,300,000
 HH Inc.: \$47,346
 Retail \$: 10.0 Bil
 Pop per Station: 60,531
 #1 Biller: WTIC \$7,200,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. WTIC (FS)	196/12.2	12.2	10.7	13.6	12.3	12.2	237/3197	2303/23.8	24.7	26.1	H WTIC
2. WWYZ-F (C)	132/ 8.2	5.7	7.2	5.7	7.2	6.7	229/3062	1678/17.3	15.2	16.7	E WWYZ-F
3. WRCH-F (SAC)	130/ 8.1	8.1	8.9	8.2	8.6	8.3	209/2866	1653/17.1	18.3	18.4	G WRCH-F
4. WTIC-F (CHR)	118/ 7.3	6.7	6.2	6.7	5.1	6.7	191/4059	2175/22.5	22.0	22.1	E WTIC-F
5. WKSS-F (CHR)	101/ 6.3	7.4	5.8	7.5	6.4	6.8	177/4218	2098/21.7	19.6	20.8	F WKSS-F
6. WDRC-F (O)	90/ 5.6	5.9	5.0	4.7	5.2	5.3	177/3215	1474/15.2	13.7	15.3	E WDRC-F
7. WZMX-F (O-70s)	89/ 5.5	3.9	4.1	4.5	4.9	4.5	120/2466	1393/14.4	14.2	17.3	E WZMX-F
8. WHCN-F (AOR)	79/ 4.9	4.5	5.0	5.3	5.5	4.9	123/2265	1326/13.7	14.6	15.7	F WHCN-F
9. WCCC-AF (AOR)	71/ 4.4	4.6	5.0	4.6	5.9	4.8	115/2390	1328/13.7	15.6	15.7	E WCCC-AF
10. WDRC (ST)	54/ 3.3	4.4	4.2	4.3	4.0	4.1	64/800	713/ 7.4	9.4	8.4	B WDRC
11. WAQY-F (CL AOR)	46/ 2.9	2.7	2.7	2.1	3.1	2.6	153/2731	1052/10.9	11.5	12.0	C WAQY-F
12. WYSR-F (AOR)	45/ 2.8	2.9	2.7	2.9	3.9	2.8	80/1857	1056/10.9	10.2	11.2	C WYSR-F
13. WPOP (N/T)	32/ 2.0	1.8	2.2	2.4	3.0	2.1	34/563	523/ 5.4	7.6	7.9	B WPOP
14. WFAN (SPRTS)	31/ 1.9	1.4	2.1	2.1	1.6	1.9	116/1883	587/ 6.1	7.0	6.0	B WFAN
15.											

12+ FM SHARE (METRO): 75.32% (1016 of 1349) (FAL 93: 72.11%)

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

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AOH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WIND	1480	WINDSOR	0.5/1.0/ 8/ 93	WRCH-F, WZMX-F, WNEZ (American Radio Systems)	14.1%	16.9%	19.6%
WMAF	1250	MANCHESTER	0.8/1.3/ 13/ 130				
WNEZ	910	NEW BRITAIN	0.5/2.6/ 9/ 283				
WRFM	850	NEW BRITAIN	0.5/1.1/ 8/ 168	WPOP, WYSR-F, WHCN-F (Liberty)	9.7%	10.7%	15.5%
WVLI-F	101.1	HAMDEN	1.6/7.5/104/2696		23.8%	27.6%	35.1%
WVNY	1000	MERIDEN	0.5/1.6/ 21/ 303				
WVBE-F	99.1	NEW HAVEN	1.2/6.8/114/2233				
WVAB-F	102.1	WINDSOR	0.6/2.5/ 39/1991				
WVAB-F	102.1	WINDSOR	0.6/3.6/ 31/1276				
WVAB-F	102.1	WINDSOR	0.6/3.6/ 36/ 577				
WVAB-F	102.1	WINDSOR	0.6/3.6/ 36/ 577				
WVAB-F	102.1	WINDSOR	0.6/3.6/ 36/ 577				
WVAB-F	102.1	WINDSOR	0.6/3.6/ 36/ 577				

HARTFORD

RADIO STATIONS

WDRC, 1300, 5 KW (DA-N)	, Standards	CNN, UNISTR	, \$ 25.00 (Mc-Guild)	Buckley
WLAT, 1230, 1 KW	, Hispanic	CRC	, \$ 22.00 (---)	(MANCHESTER)
WNEZ, 910, 5 KW (DA-N)	, Talk	CNN	, \$ 20.00 (Eastman)	Amer. Radio Systems
WPOP, 1410, 5 KW (DA-2)	, News/Talk	ABC	, \$ 32.00 (D & R)	Liberty
WTIC, 1080, 50 KW (DA-N)	, Full Service	CBS	, \$ 137.00 (Group W)	Chase
WCCC-F, 106.9, 23 KW @ 731, AOR		ABC	, \$ 81.00 (Torbet)	
WDRC-C, 102.9, 20 KW @ 810, Oldies			, \$ 93.00 (Mc-Guild)	Buckley
WHCN-F, 105.9, 16 KW @ 869, AOR		ABC	, \$ 94.00 (Christal)	Liberty
WKSS-F, 95.7, 17 KW @ 879, CHR		AP	, \$ 73.00 (MMR)	Precision
WRCH-F, 100.5, 8 KW @ 1250, Soft AC			, \$ 100.00 (Eastman)	Amer. Radio Systems
WTIC-F, 96.5, 20 KW @ 810, CHR			, \$ 77.00 (Group W)	Chase
WVYZ-F, 92.5, 18 KW @ 859, Country		UNISTR	, \$ 96.00 (Banner)	(WATERBURY)
WYSR-F, 104.1, 18 KW @ 836, AOR-NR			, \$ 50.00 (D&R)	Liberty
WZMX-F, 93.7, 21 KW @ 781, Oldies - 70's			, \$ 82.00 (Katz)	Amer. Radio Systems

Miscellaneous: WYSR-F changed to AOR-NR in October (after the book) . . . WZMX-F changed to Oldies - 70's in Sep. . .

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

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

HONOLULU

Arbitron Rank/Pop (12+): 58/731,500

Stations: 24/24
Diaries: 1304/561:1/57.8%
Sample Target: 1325
% Below Line: 0.0
% Not Listed: 6.4

1994 Revenue: \$21,200,000
HH Inc.: \$46,838
Retail \$: 10.5 Bil
Pop per Station: 30,479
#1 Biller: KSSK-F \$3,400,000

MSA Rank/Pop: 65/885,000

DMA # 61

Average Person Ratings: 15.1

Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KSSK-F (AC)	129/11.7	11.4	9.6	12.9	13.1	11.4		1966/26.9	23.3	26.5	E	KSSK-F
2. KIKI-F (CHR)	114/10.3	7.3	7.8	8.1	9.1	8.4		1669/22.8	20.6	21.5	C	KIKI-F
3. KCCN-F (E)	97/ 8.8	8.7	9.6	6.7	10.1	8.5		1382/18.9	19.7	20.7	E	KCCN-F
4. KSSK (FS)	88/ 8.0	9.2	8.2	9.0	8.5	8.6		1273/17.4	15.6	16.4	E	KSSK
5. KUMU-AF (EZ)	86/ 7.8	8.2	8.8	8.6	7.0	8.4		1157/15.8	15.2	15.4	C	KUMU-AF
6. KRTR-F (AC)	77/ 7.0	4.9	5.4	6.4	6.2	5.9		1241/17.0	16.3	16.3	B	KRTR-F
7. KOMO-F (CHR)	67/ 6.1	7.1	8.2	6.6	7.1	7.0		1536/21.0	23.4	21.9	C	KOMO-F
8. KKLV-F (CL AOR)	67/ 6.1	7.3	7.5	2.0	0.9	5.7		864/11.8	14.5	2.9	B	KKLV-F
9. KINE-F (E)	51/ 4.6	6.8	6.4	5.0	4.4	5.7		885/12.1	14.1	10.9	B	KINE-F
10. KPOI-F (AOR-NR)	44/ 4.0	3.3	3.2	5.3	3.0	4.0		771/10.5	10.4	10.2	B	KPOI-F
11. KHVH (N/T)	36/ 3.3	3.3	3.2	2.5	3.0	3.1		521/ 7.1	7.2	8.2	B	KHVH
12. KCCN (E)	34/ 3.1	1.9	2.1	2.5	3.0	2.4		595/ 8.1	7.5	9.0	A	KCCN
13. KGU (N/T)	25/ 2.3	1.8	1.9	2.0	2.4	2.0		469/ 6.4	7.8	8.5		KGU
14. KDEO-F (AOR)	24/ 2.2	2.0	1.8	2.6	3.7	2.2		522/ 7.1	6.7	8.5	B	KDEO-F
15. KAIM-F (REL)	22/ 2.0	1.0	0.9	1.0	1.2	1.2		305/ 4.2	3.5	3.4		KAIM-F
16. KHNR (N/T)	21/ 1.9	1.4	1.4	2.5	1.4	1.8		409/ 5.6	6.2	5.8	B	KHNR
17. KZOO (E)	15/ 1.4	1.4	1.2	1.9	1.3	1.5		174/ 2.4	2.0	3.0	A	KZOO
18. KIKI (O)	12/ 1.1	0.7	0.9	1.2	1.7	1.0		263/ 3.6	3.8	6.5	A	KIKI
19.												
20.												

12+ FM SHARE (METRO): 74.81% (772 of 1032) (FAL 93: 69.20%)

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 KSSK-F<	1 KIKI-F>	1 KRTR-F
2 KCCN-F>	2 KCCN <	2 KIKI-F	2 KKLV-F<	2 KRTR-F	2 KSSK-F<	2 KSSK >	2 KIKI-F<	2 KIKI-F	2 KCCN-F	2 KSSK-F
3 KOMO-F	3 KSSK-F	3 KCCN-F<	3 KRTR-F	3 KKLV-F	3 KSSK >	3 KIKI-F	3 KUMU-AF<	3 KCCN-F	3 KRTR-F	3 KSSK
4	4 KKLV-F	4 KRTR-F<	4 KIKI-F<	4 KIKI-F<	4 KRTR-F	4 KCCN-F<	4 KCCN-F<	4 KUMU-AF	4 KUMU-AF	4 KIKI-F
5	5 KOMO-F	5 KKLV-F	5 KCCN-F	5 KCCN-F	5	5 KUMU-AF	5 KKLV-F<	5 KRTR-F	5 KOMO-F	5 KCCN-F
6	6 KPOI-F	6	6 KSSK	6 KSSK	6	6 KOMO-F	6 KSSK	6 KKLV-F<	6 KPOI-F<	6
7	7 KRTR-F	7	7	7 KUMU-AF	7	7	7	7 KSSK	7 KSSK-F	7
8	8	8	8	8	8	8	8	8	8	8

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

OTHER RATED STATIONS	METRO SHARE/RTG/AOH/CUME	TSA	TSR	DUOPOLY REPORT	12+	25-54	REVENUE
KAIM	870 HONOLULU	0.1/0.9/	1/ 65	KSSK A/F, KUPU-F (Wheeling-Pittsburgh)	19.7%	22.3%	31.1%
KGMZ-F	107.9 AIEA	0.8/2.7/	9/ 195				
KLHT	1040 HONOLULU	0.5/2.3/	6/ 169	KCCN A/F, KINE-F (Local)	16.5%	15.8%	18.2%
KNDI	1270 HONOLULU	0.6/1.3/	7/ 96	KIKI A/F, KHVH, KKLV-F (Henry)	20.8%	21.7%	14.6%
					57.0%	59.8%	63.9%

HONOLULU

RADIO STATIONS

KCCN	,	1420,	5 KW	,	Ethnic	,	\$ NA	(Banner)	
KJPN	,	940,	10 KW	,	Ethnic	,	MBS, \$17.00	(K & P)	(WAIPAHAU)
KGU	,	760,	10 KW	,	News/Talk	TALKNT,	CBS, \$32.00	(---)	
KHNR	,	650,	10 KW	,	News/Talk		CNN, \$20.00	(---)	
KHVH	,	830,	10 KW	,	News/Talk	NBC, ABC,	\$ NA	(---)	Henry
KIKI	,	990,	5 KW	,	Oldies	UNISTR,	\$18.00	(Christal)	Henry
KSSK	,	590,	7.5 KW	,	Full Service		\$65.00	(Eastman)	Wheeling-Pitts.
KULA	,	1460,	5 KW	,	Standards		\$17.00	(Katz)	
KZOO	,	1210,	1 KW	,	Ethnic		\$16.00	(---)	
KAIM-F,		95.5,	100 KW @ -23	,	Religion	USA,	\$15.00	(---)	Billy Graham
KCCN-F,		100.3,	100 KW @ 1965	,	Ethnic		\$48.00	(Banner)	
KDEO-F,		102.7,	61 KW @ 1893	,	AOR		\$27.00	(K & P)	(WAIPAHAU)
KGMZ-F,		107.9,	100 KW @ 1965	,	Jazz (?)		\$20.00	(---)	(AIEA)
KKLV-F,		98.5,	100 KW @ 1073	,	Classic AOR	ABC, NBC,	\$23.00	(---)	Henry
KIKI-F,		93.9,	100 KW @ -144	,	CHR		\$50.00	(Christal)	Henry
KINE-F,		105.1,	100 KW @ 1948	,	Ethnic		\$22.00	(MMR)	KCCN owners
KPOI-F,		97.5,	80 KW @ 46	,	New Rock		\$30.00	(Katz)	
KOMO-F,		93.1,	54 KW @ -118	,	CHR		\$45.00	(Katz)	
KRTR-F,		96.3,	75 KW @ 2139	,	AC		\$32.00	(Katz)	(KAILUA)
KSSK-F,		92.3,	100 KW @ 1948	,	AC		\$74.00	(Eastman)	Wheeling-Pitts.
KUMU-F,		94.7,	100 KW @ 79	,	EZ/Soft AC		\$41.00	(Banner)	

Miscellaneous: KGMZ-F sold for \$797,000. . .

HOUSTON

Arbitron Rank/Pop (12+): 9/3,294,400

MSA Rank/Pop: 8/4,120,000

Average Person Ratings: 17.5

Market TSL: 22.75 hours

Stations: 35/35
 Diaries: 3031/1087:1/42.1%
 Sample Target: 3085
 % Below Line: 0.0
 % Not Listed: 13.8

1994 Revenue: \$161,200,000
 III Inc.: \$36,812
 Retail \$: 34.0 Bil
 Pop per Station: 94,126
 #1 Biller: KILT-AF \$16,000,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KODA-F (SAC)	361/ 6.3	5.7	5.5	5.4	5.4	5.7	371/5228	5087/15.4	14.9	14.0	I	KODA-F
2. KILT-F (C)	354/ 6.2	7.0	6.2	7.2	6.3	6.7	373/5740	5410/16.4	17.2	18.7	J	KILT-F
3. KRBE-F (CHR)	316/ 5.5	5.7	4.4	4.2	4.9	5.0	330/6447	6018/18.3	15.6	15.0	H	KRBE-F
4. KKBO-AF (C)	315/ 5.4	5.3	5.2	4.8	5.6	5.2	327/4347	4172/12.7	13.8	12.1	I	KKBO-AF
5. KMJQ-F (B)	306/ 5.3	5.1	4.4	5.3	4.6	5.0	328/5056	4562/13.8	13.0	14.2	H	KMJQ-F
6. KBXX-F (CHR/U)	300/ 5.2	3.8	4.8	5.2	4.7	4.8	328/5523	4947/15.0	14.1	13.7	G	KBXX-F
7. KTRH (N)	266/ 4.6	4.2	4.2	4.8	4.6	4.5	295/6728	6094/18.5	17.1	17.4	I	KTRH
8. KIKK-F (C)	238/ 4.1	4.2	4.7	5.5	4.7	4.6	255/4783	4417/13.4	15.1	15.5	H	KIKK-F
9. KLOL-F (AOR)	231/ 4.0	4.3	3.7	3.8	3.2	4.0	260/4889	4435/13.5	12.8	12.4	I	KLOL-F
10. KPRC (T)	227/ 3.9	3.8	3.8	4.4	4.3	4.0	236/3630	3420/10.4	10.5	11.2	G	KPRC
11. KQUE-F (ST)	221/ 3.8	4.4	5.6	4.9	5.3	4.7	232/2728	2520/ 7.6	8.5	9.0	F	KQUE-F
12. KLDE-F (O)	215/ 3.7	4.7	4.0	3.1	4.2	3.9	229/4281	4016/12.2	12.8	12.4	H	KLDE-F
13. KHM-F (AC/CHR)	210/ 3.6	4.3	4.1	4.4	4.5	4.1	214/4373	4191/12.7	14.0	14.8	I	KHM-F
14. KKRW-F (O-70's)	180/ 3.1	3.1	3.9	2.8	1.9	3.2	190/3548	3454/10.5	13.1	8.3	G	KKRW-F
15. KHYS-F (B)	176/ 3.1	3.3	3.1	3.8	3.9	3.3	217/3060	2553/ 7.7	8.2	8.6	E	KHYS-F
16. KRQT-F (AOR)	151/ 2.6	2.6	2.3	2.6	3.2	2.5	162/3446	3301/10.0	9.3	10.3	F	KRQT-F
17. KQOK-F (SP)	111/ 1.9	1.4	1.8	1.3	2.0	1.6	113/1980	1896/ 5.8	5.9	5.5	E	KQOK-F
18. KXTJ-F (SP)	101/ 1.8	1.9	1.5	1.1	1.0	1.6	104/1562	1517/ 4.6	5.0	2.7	D	KXTJ-F
19. KKZR-F (AOR)	98/ 1.7	1.8	2.0	2.2	1.8	1.9	116/2207	1885/ 5.7	6.1	5.4	D	KKZR-F
20. KLTN-F (SP)	95/ 1.7	1.9	3.0	2.2	1.4	2.2	106/1369	1295/ 3.9	5.9	3.6	D	KLTN-F
21. KLAT (SP)	91/ 1.6	1.5	1.2	0.9	1.0	1.3	91/1233	1233/ 3.7	3.5	2.6	E	KLAT
22. KSEV (T)	71/ 1.2	1.4	1.4	1.3	1.5	1.3	78/1975	1819/ 5.5	5.0	5.6	C	KSEV
23. KRIS-F (CL)	58/ 1.0	1.1	0.6	0.8	0.9	0.9	60/1071	1005/ 3.1	2.1	2.8	C	KRIS-F
24. KCOH (B/G)	57/ 1.0	0.6	1.1	0.8	1.5	0.9	57/759	759/ 2.3	2.8	2.8	B	KCOH
25. KXYZ (SP)	41/ 1.7	0.6	0.7	1.0	0.7	0.8	41/627	625/ 1.9	3.3	2.7	E	KXYZ

12+ FM SHARE (METRO): 81.62% (4050 of 4962) (FAL 93: 82.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBXX-F	1 KRBE-F<	1 KODA-F	1 KODA-F	1 KODA-F	1 KILT-F	1 KILT-F>	1 KODA-F	1 KODA-F	1 KMJQ-F	1 KTRH >
2 KRBE-F	2 KMJQ-F	2 KKBO-AF	2 KILT-F<	2 KILT-F	2 KQUE-F<	2 KRBE-F	2 KPRC	2 KRBE-F<	2 KBXX-F	2 KMJQ-F<
3 KMJQ-F	3 KKBO-AF<	3 KRBE-F<	3 KKBO-AF	3 KKBO-AF	3 KTRH	KTRH	3 KKBO-AF	3 KILT-F<	3 KRBE-F	3 KKBO-F<
4	4 KODA-F	4 KMJQ-F<	4 KLDE-F<	4 KLDE-F	4 KODA-F	4 KKBO-AF	4 KILT-F	4 KKBO-AF	4 KTRH <	4 KPRC <
5	5 KLOL-F	5 KILT-F	5 KKRW-F<	5 KHM-F	KPRC	KLOL-F	5 KQUE-F	KBXX-F<	5 KODA-F	5 KILT-F
6	6 KBXX-F	6 KLOL-F	6 KLOL-F<	6 KKRW-F	6 KLDE-F	KODA-F	6 KLDE-F	6 KMJQ-F	6 KILT-F	6 KBXX-F
7	7 KHM-F	7 KBXX-F	7 KHM-F	7 KHM-F	7 KLOL-F	7 KIKK-F	7 KBXX-F	7 KLOL-F	7 KLDE-F	7 KODA-F
8	8 KRQT-F	KHM-F	8 KMJQ-F	8 KMJQ-F	8	8 KMJQ-F	KRBE-F	8 KIKK-F	8	8 KIKK-F
9	9	9 KLDE-F<	9	KIKK-F	9	9	9 KHM-F	9	9	9
10	10	10 KKRW-F	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRBE-F	1 KODA-F	1 KODA-F>	1 KODA-F>	1 KODA-F>	1 KMJQ-F	1 KLOL-F	1 KLOL-F	1 KLOL-F>	1 KILT-F<
2 KODA-F	2 KRBE-F	2 KMJQ-F	2 KKBO-AF	2 KKBO-AF<	2 KRBE-F	2 KMJQ-F<	2 KRBE-F	2 KMJQ-F	2 KLOL-F>
3 KKBO-AF	3 KMJQ-F<	3 KHM-F	3 KRBE-F	3 KILT-F	3 KLOL-F	3 KRBE-F	3 KMJQ-F	3 KBXX-F	3 KKRW-F<
4 KBXX-F	4 KKBO-AF	4 KKBO-AF	4 KILT-F	4 KLDE-F<	4 KBXX-F	4 KKBO-AF	4 KKBO-AF	4 KILT-F<	4 KLDE-F
5 KMJQ-F	5 KBXX-F	5 KRBE-F	5 KMJQ-F	5 KHM-F	5 KKBO-AF	5 KRQT-F	5 KHM-F	5 KKBO-AF	KTRH
6	6 KHM-F	6 KHYS-F	6 KLDE-F	6 KHYS-F	6	6 KBXX-F	6 KRQT-F	6 KKRW-F	6 KODA-F
7	7 KILT-F	7 KILT-F	7 KHM-F	7 KIKK-F	7	7 KHM-F	7 KKZR-F	7 KRQT-F	7 KKBO-AF
8	8 KHYS-F	8 KIKK-F	8 KBXX-F	8 KMJQ-F	8	8 KKZR-F	8 KKRW-F	8 KBXX-F	8 KMJQ-F<
9	9	9	9	9	9	9	KODA-F	9	9 KIKK-F
10	10	10	10	10	10	10	10	10	10 KHM-F
									10 KRQT-F

HOUSTON

OTHER RATED STATIONS			METRO CUME TSA TSA	DUOPOLY REPORT	12+	25-54	REVENUE
			SHARE/RTG/AQH/CUME				
KEYH	850	HOUSTON	0.3/0.9/ 18/ 314	KILT A/F, KIKK A/F	10.9%	11.8%	15.6%
KIKK	650	PASADENA	0.3/1.0/ 20/ 374	(Westinghouse)			
KILT	610	HOUSTON	0.3/2.2/ 20/ 778				
KLVL	1480	PASADENA	0.5/1.3/ 30/ 438	KPRC, KSEV, KMJQ-F, KBXX-F	15.6%	11.3%	14.7%
KMPQ-AF	104.9	ROSENBERG	0.4/0.9/ 29/ 332	(Clear Channel)			
KWWJ	1360	BAYTOWN	0.5/1.1/ 27/ 362				
KYOK	1590	HOUSTON	0.5/1.7/ 29/ 577	KQOK-F, KXTJ-F	3.7%	3.7%	3.6%
				(El Dorado)	30.2%	26.8%	33.9%

RADIO STATIONS

AM STATIONS

KCOH, 1430,	5 KW/55W	, Black	UNISTR, AURN,	\$ 40.00 (Roslin)			
KEYH, 850,	10 KW (DAYS)	, Hispanic		\$ 40.00 (Lotus)			
KIKK, 650,	250 W (DAYS)	, Country Oldies		\$ NA (Torbet)	Westinghouse		
KILT, 610,	5 KW (DA-2)	, Country Oldies	UNISTR,	\$ NA (Group W)	Westinghouse		
KLAT, 1010,	5 KW (DA-2)	, Hispanic		\$ 70.00 (Katz Hisp.)	Tichenor		
KLVL, 1480,	1 KW/500 W (DA-N),	Hispanic		\$ 35.00 (Lotus)			
KPRC, 950,	5 KW (DA-N)	, Talk	CNN, ABC,	\$ 140.00 (---)	Clear Channel		
KSEV, 700,	15 KW/1 KW (DA-2)	, Talk	NBC, ABC,	\$ 40.00 (Katz)	Clear Channel	(TOMBALL)	
KTRH, 740,	50 KW (DA-1)	, News	CBS, MBS,	\$ 235.00 (CBS)	Evergreen		
KXYZ, 1320,	5 KW (DA-N)	, Hispanic		\$ 53.00 (Caballero)	Infinity		

FM STATIONS

KBXX, 97.9,	100 KW @ 1919,	CHR/Urban		\$ 145.00 (Banner)	Clear Channel		
KHMX, 96.5,	97 KW @ 1919,	AC/CHR		\$ 210.00 (D&R)	Nationwide		
KHYS, 98.5,	100 KW @ 417,	Black	UNISTR, CBS,	\$ 120.00 (Mc-Guild)		(BEAUMONT)	
KIKK, 95.7,	95 KW @ 1919,	Country		\$ 275.00 (Torbet)	Westinghouse		
KILT, 100.3,	100 KW @ 1919,	Country	UNISTR,	\$ 340.00 (Group W)	Westinghouse		
KKBQ, 92.9,	97 KW @ 1919,	Country		\$ 130.00 (Mc-Guild)	Gannett		
KKRW, 93.7,	100 KW @ 1719,	Rock Oldies		\$ 141.00 (CBS)	CBS		
KKZR, 106.9,	100 KW @ 1125,	AOR	ABC, SMN,	\$ 51.00 (Banner)	Ragan Henry	(CONROE)	
KLDE, 94.5,	95 KW @ 1919,	Oldies	UNISTR,	\$ 192.00 (D & R)	Entercom		
KLOL, 101.1,	95 KW @ 1919,	AOR	Source,	\$ 190.00 (CBS)	Evergreen		
KLTN, 93.3,	100 KW @ 1919,	Hispanic		\$ 54.00 (Katz Hisp.)		(PORT ARTHUR)	
KMJQ, 102.1,	100 KW @ 1719,	Black		\$ 170.00 (Mc-Guild)	Clear Channel		
KODA, 99.1,	95 KW @ 1919,	Soft AC		\$ 205.00 (MMR)	SFX		
KQOK, 106.5,	100 KW @ 699,	Hispanic		\$ 63.00 (Caballero)	El Dorado	(GALVESTON)	
KQUE, 102.9,	100 KW @ 971,	Standards	ABC,	\$ 95.00 (Banner)			
KRBE, 104.1,	100 KW @ 1909,	CHR		\$ 150.00 (Eastman)	Susquehanna		
KRTS, 92.1,	33 KW @ 604,	Classical		\$ 60.00 (CMBS)		(SEABROOK)	
KXTJ, 107.9,	100 KW @ 1807,	Hispanic		\$ 54.00 (---)		(BEAUMONT)	
KZFX, 107.5,	95 KW @ 1971,	Classic AOR		\$ 165.00 (Katz)	Shamrock		

Miscellaneous: KHYS-F (Beaumont) sold by Clear Channel for \$15,000,000. . . KYOK, KMJQ-F sold by Noble to Clear Channel (D) for \$38,500,000 . . . KPRC, KSEV sold to Clear Channel (D) for \$26,800,000 (80%) (Bergner) . . . KENR sold by Susquehanna to Salem for \$5,000,000 (Saunders). . . KKZR-F (Conroe) sold by Ragan Henry to Salem for \$17,000,000 (!!!) KMPQ (Rosenberg) sold to Tichenor (semi-D) for \$2,500,000. . .

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 139/267,700

Stations: 19/14
Diaries: 934/287:1/55.0%
Sample Target: 865
% Below Line: 11.1
% Not Listed: 16.3

1994 Revenue: \$6,900,000
III Inc.: \$24,262
Retail \$: 2.3 Bil
Pop per Station: 19,121
#1 Biller: WTCR-AF \$3,000,000

MSA Rank/Pop: 149/317,000
DMA # 57 (w/Charleston)
Average Person Ratings: 13.8
Market TSL: 19.00 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WTCR-F (C)	95/25.7	26.4	29.6	26.8	30.5	----	132/1651	1122/41.9	46.3	48.6	E	WTCR-F
2. WKEE-F (CHR/AC)	44/11.9	14.1	15.2	17.2	13.8	----	66/1140	677/25.3	29.1	28.2	D	WKEE-F
3. WRVC-F (O)	24/ 6.5	5.4	8.7	7.8	8.3	----	40/846	476/17.8	17.9	18.2	B	WRVC-F
4. WXVK-F (C)	21/ 5.7	5.7	3.3	3.0	3.5	----	28/431	328/12.3	12.9	11.9	B	WXVK-F
5. WLGC-F (C)	19/ 5.1	4.3	3.3	5.3	3.3	----	31/552	288/10.8	11.0	11.1	A	WLGC-F
6. WPAV-F (C)	18/ 4.9	2.4	1.9	2.5	2.3	----	78/1051	289/10.8	8.6	8.6		WPAV-F
7. WKLC-F (AOR)	17/ 4.6	4.1	3.8	5.3	5.3	----	37/710	318/11.9	11.5	9.1		WKLC-F
8. WZZW-F (AOR)	13/ 3.5	2.7	4.1	0.8	1.8	----	14/330	242/ 9.0	6.8	6.7	A	WZZW-F
WRVC (?)	13/ 3.5	2.4	0.8	2.3	2.0	----	13/202	186/ 6.9	5.6	5.1	A	WRVC
10. WEMM-F (REL)	12/ 3.3	5.2	3.8	5.1	3.3	----	32/460	209/ 7.8	11.3	7.8	B	WEMM-F
11. WKEE (ST)	9/ 2.4	3.8	2.7	2.0	2.3	----	9/200	195/ 7.3	5.8	7.3	A	WKEE
12. WTCR (C)	8/ 2.2	1.4	2.7	1.3	---	----	8/154	133/ 5.0	5.0	5.2	A	WTCR
13.												
14.												
15.												

12+ FM SHARE (METRO): 87.70% (271 of 309) (FAL 93: 90.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTCR-F	1 WTCR-F>>	1 WTCR-F>>	1 WTCR-F>>	1 WTCR-F>>	1 WTCR-F>>	1 WTCR-F>>	1 WTCR-F>>	1 WTCR-F>>	1 WTCR-F>>	1 WTCR-F
WKEE-F>>	2 WKEE-F>	2 WKEE-F>	2 WKEE-F>	2 WKEE-F>	2 WKEE-F	2 WKEE-F>	2 WKEE-F>	2 WKEE-F>	2 WKEE-F>	2 WKEE
3 WLGC-F	3 WKLC-F	3 WRVC-F	3 WRVC-F>	3 WRVC-F>	3 WRVC-F	3 WRVC-F>	3 WRVC	3 WLGC-F	3	3 WKEE-F
WXVK-F	4 WXVK-F	4 WKLC-F	4 WZZW-F	4	4	4 WLGC-F	4 WRVC-F	4 WRVC-F	4	4 WLGC-F
WKLC-F	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 WTCR-F	1 WTCR-F>	1 WTCR-F	1 WTCR-F	1 WTCR-F>>	1 WTCR-F	1 WTCR-F>	1 WTCR-F	1 WTCR-F>>	1 WTCR-F>>
2 WKEE-F	2 WKEE-F>>	2 WKEE-F	2 WKEE-F>>	2 WKEE-F>>	2 WKEE-F	2 WKLC-F	2 WKLC-F	2 WRVC-F	2 WRVC-F
3	3 WXVK-F	3	3	3 WRVC-F	3 WXVK-F	3 WKEE-F	3 WKEE-F	3 WKEE-F	3 WKEE-F
4	4 WLGC-F	4	4	4 WXVK-F	4 WKLC-F	4 WXVK-F	4	4 WKLC-F	4 WZZW-F
5	5	5	5	5	5	5	5	5	5 WKLC-F

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WCM1 1340	ASHLAND, KY 0.5/2.1/ 2/ 55	WKEE A/F, WXVK-F (Adventure)	20.0%	19.8%	39.1%
WCM1-F 92.7	ASHLAND, KY 0.5/3.7/ 2/ 102				
WGOH 1370	GRAYSON, KY 1.1/2.7/ 4/ 77				
WMLV-F 107.1	IRONTON, OH 0.5/2.0/ 3/ 62				
WLW 700	CINCINNATI 0.5/2.0/ 10/ 171				
WNXT-F 99.3	PORTSMOUTH, OH 0.5/2.5/ 16/ 205				
WQBE-F 97.5	CHARLESTON 0.5/3.4/ 47/ 751				

RADIO STATIONS

WKEE , 800,	5 KW/185 W (DA-2) ,	Standards	UNISTR CNN, \$12.00 (D & R)	Adventure
WTCR , 1420,	5 KW/500 W (DA-2) ,	Country	ABC, \$ NA (Katz)	CRB
WTKZ , 930,	5 KW/1 KW (DA-N) ,	News/Talk	IBN NBC, \$11.00 (Banner)	
WCM1-F, 92.7,	6 KW @ 298	AOR/Classic	\$11.00 (---)	(ASHLAND)
WEMM-F, 107.9,	50 KW @ 500	Religion	\$17.00 (---)	Mortenson
WKEE-F, 100.5,	53 KW @ 561	CHR/AC	ABC, \$45.00 (D & R)	Adventure
WLGC-F, 105.7,	12 KW @ 479	Country	\$13.00 (D & R)	(GREENUP, KY)
WMLV-F, 107.1,	3 KW @ 125	EZ/Soft AC	\$10.00 (---)	(IRONTON, OH)
WTCR-F, 103.3,	50 KW @ 493	Country	ABC, \$70.00 (Katz)	CRB
WRVC-F, 93.7,	100 KW @ 741	Oldies	NBC, \$32.00 (Banner)	
WXVK-F, 97.1,	3 KW @ 472	Country	\$16.00 (---)	Adventure (COAL GROVE, OH)
WZZW-F, 106.3,	0.5 KW @ 1092	AOR	UNISTR, \$17.00 (---)	(MILTON)
WKLC-F --	see Charleston			

Miscellaneous: WIRO, WMLV-F sold to Adventure (D) for \$500,000. . . WCM1 A/F sold to WRVC owner (D) for \$750,000. . .

HUNTSVILLE

Arbitron Rank/Pop (12+): 108/361,100
 MSA Rank/Pop: 147/374,000
 DMA # 89 (w/Decatur)
 Average Person Ratings: 14.5
 Market TSL: 19.25 hours

Stations: 20/17
 Diaries: 971/372:1/57.3%
 Sample Target: 920
 % Below Line: 7.8
 % Not Listed: 17.0

1994 Revenue: \$11,700,000
 HH Inc.: \$37,600
 Retail \$: 3.5 Bil
 Pop per Station: 21,241
 #1 Biller: WDRM-F \$5,000,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WDRM-AF (C)	147/28.2	27.2	24.9	22.0	25.2	25.6	209/2429	1568/43.4	42.5	NA	G	WDRM-AF
2. WZYP-F (CHR)	59/11.3	10.7	13.0	11.0	9.1	11.5	89/1622	956/26.5	29.8	26.3	D	WZYP-F
3. WAHR-F (AC)	41/ 7.8	6.4	8.2	8.3	8.3	7.7	52/767	577/16.0	17.8	18.5	C	WAHR-F
4. WRSA-F (SAC)	40/ 7.6	6.6	6.4	9.2	10.2	7.5	67/947	573/15.9	15.4	17.8	B	WRSA-F
5. WENN-F (B)	25/ 4.8	4.5	5.2	4.4	3.8	4.7	31/572	396/11.0	10.0	10.0		WENN-F
6. WTAK-F (AOR)	24/ 4.6	5.9	4.3	5.5	4.1	5.1	40/621	438/12.1	11.1	10.3	B	WTAK-F
7. WVNN (T)	22/ 4.2	4.5	3.4	4.1	3.1	4.1	23/359	335/ 9.3	9.6	8.7		WVNN
8. WKDF-F (AOR)	14/ 2.7	4.3	3.6	4.1	3.4	3.7	33/626	277/ 7.7	9.7	7.7		WKDF-F
9. WEUP (B)	12/ 2.3	2.7	3.7	3.5	4.1	3.1	12/263	263/ 7.3	8.7	8.8		WEUP
10. WLOR (G)	9/ 1.7	1.4	0.7	1.1	1.5	1.2	9/85	85/ 2.4	1.9	2.0		WLOR
11. WHVK-F (C)	8/ 1.5	2.1	2.1	3.7	3.1	2.4	38/565	302/ 8.4	9.8	8.5		WHVK-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 86.18% (374 of 434) (FAL 93: 85.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F	1 WDRM-AF>	1 WDRM-AF>>1	WDRM-AF>>1	WDRM-AF>>1	WDRM-AF>>1	WDRM-AF>>1	WDRM-AF>>1	WDRM-AF>>1	WDRM-AF>>1	WDRM-AF>>1
2 WDRM-AF>	2 WZYP-F>	2 WZYP-F	2 WZYP-F	2 WZYP-F	2 WZYP-F	2 WZYP-F	2 WAHR-F	2 WZYP-F	2 WZYP-F>>>2	WZYP-F>
3 WTAK-F>	3 WENN-F<	3 WAHR-F>	3 WAHR-F>	3 WAHR-F>	3 WAHR-F	3 WRSA-F<	3 WRSA-F<	3 WAHR-F	3	3 WENN-F
4	4 WAHR-F	4 WENN-F	4	4	4 WZYP-F<	4 WAHR-F	4 WZYP-F	4 WRSA-F	4	4
5	5 WTAK-F	5 WTAK-F	5	5	5 WVNN	5	5 WVNN	5	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 WDRM-AF	1 WDRM-AF>	1 WDRM-AF	1 WDRM-AF>	1 WDRM-AF>>	1 WDRM-AF	1 WDRM-AF>	1 WDRM-AF	1 WDRM-AF>>1	WDRM-AF>>
2 WZYP-F	2 WZYP-F>>	2 WZYP-F	2 WZYP-F>	2 WZYP-F	2 WZYP-F	2 WZYP-F>	2 WZYP-F	2 WZYP-F	2 WAHR-F<
3 WENN-F	3 WAHR-F	3 WTAK-F	3 WAHR-F>	3 WAHR-F>	3 WKDF-F	3 WENN-F	3 WAHR-F	3 WAHR-F	3 WZYP-F>
4	4 WTAK-F	4 WAHR-F	4	4 WRSA-F	4 WENN-F	4 WAHR-F	4 WENN-F	4 WENN-F	4 WENN-F
5	5 WENN-F	5	5	5	5	5 WKDF-F	5	5 WTAK-F	WTAK-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WAZK-F	92.5	TRINITY	0.4/2.9/	4/ 147	WVNN, WZYP-F, WHVK-F (Athens)	17.0%	16.6%	23.9%
WBXR	1140	HAZLE GREEN	0.4/1.1/	2/ 39				
WEUP-F	92.1	MINOR HILL	1.0/3.4/	12/ 215				
WJRA	1310	PRICEVILLE	0.8/1.1/	4/ 40				
WNDA-F	95.1	HUNTSVILLE	1.5/5.8/	8/ 218				
WOLT-F	107.3	FLORENCE	1.1/7.0/	50/ 882				
WTKI	1450	HUNTSVILLE	0.8/2.8/	4/ 101				
WJOX	690	BIRMINGHAM	0.4/1.2/	4/ 88				

HUNTSVILLE

RADIO STATIONS

WBHP, 1230, 1 KW, Country/FS	ABC, \$ NA (Katz)	
WEUP, 1600, 5 KW/500 W (DA-N), Black	AURN, \$ 16.00 (---)	
WLOR, 1550, 50 KW/500 W (DA-N), Gospel	, \$ 12.00 (---)	
WDJL, 1000, 10 KW (DAYS), ??	, \$ NA (Regional)	
WVNH, 770, 10 KW/250 W (DA-N), Talk	ABC, BRN, \$ 15.00 (Christal)	Athens (ATHENS)
WAHR-F, 99.1, 100 KW @ 984, AC	NBC, \$ 31.00 (Torbet)	
WAZK-F, 92.5, 3 KW @ 423, AOR	SMN, \$ 18.00 (---)	(TRINITY)
WDRM-F, 102.1, 100 KW @ 981, Country	, \$ 80.00 (Katz)	(DECATUR)
WHVK-F, 93.3, 100 KW @ 984, Country	ABC, \$ 20.00 (Christal)	Athens (TULLAHOMA, TN)
WNDA-F, 95.1, 50 KW @ 112, Religion	, \$ 12.00 (---)	
WOLT-F, 107.3, 100 KW @ 1000, AC/Oldies	ABC, \$ 16.00 (K & P)	(FLORENCE)
WRSB-F, 96.9, 100 KW @ 830, Soft AC/EZ	CBS, \$ 25.00 (---)	(DECATUR)
WTAK-F, 106.1, 6 KW @ 328, AOR	, \$ 22.00 (Regional)	(HARTSELLE)
WZYP-F, 104.3, 100 KW @ 1115, CHR	ABC, \$ 46.00 (Christal)	Athens (ATHENS)

WENN-F - See Birmingham

WKDF-F - See Nashville

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

- * AC - Adult Contemporary *
- * AOR - Album Oriented Rock, NR - New Rock, P - Progressive *
- * B - Black (audience predominately black - over 75%) *
- * C - Country *
- * CHR - Contemporary Hit Radio, Top 40, Contemporary *
- * G - Gospel *
- * G-AMR - Classic AMR, Classic Rock *
- * H - Ethnic *
- * M - Middle of Road, Beautiful Music, Soft, Very Soft AC *
- * N - News *
- * J - Jazz and New Adult Contemporary *
- * M/FS - Middle of Road, (MOR) Full Service *
- * O - Oldies (1955 to current) *
- * REL - Religion, Christian *
- * SAC - Soft Adult Contemporary *
- * SP - Hispanic/Spanish *
- * ST - Big Band, Nostalgia, Standards *
- * T - Talk *
- * U - Urban (majority of audience is non white) *
- * ? - Others or unknown *

***** S T A T I S T I C S *****

1. Total Stations	10
2. Total Power	1,000,000
3. Total Audience	1,000,000
4. Total Revenue	1,000,000
5. Total Advertisers	1,000
6. Total Spots	1,000
7. Total Hours	1,000
8. Total Stations	10

INDIANAPOLIS

Arbitron Rank/Pop (12+): 36/1,092,400

Stations: 27/26

1994 Revenue: \$55,900,000

MSA Rank/Pop: 36/1,480,000

Diaries: 2298/475:1/56.0%

HH Inc.: \$37,814

DMA # 26

Sample Target: 2145

Retail \$: 14.4 Bil

Average Person Ratings: 15.5

% Below Line: 0.8

Pop per Station: 42,015

Market TSL: 20.50 hours

% Not Listed: 7.6

#1 Biller: WFBQ-F \$12,500,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WFMS-F (C)	203/12.0	13.7	14.0	14.4	14.9	13.5	273/3565	2507/22.9	24.5	25.5	I	WFMS-F
2. WFBQ-F (AOR/T)	200/11.8	13.7	12.4	12.3	11.2	12.6	346/5497	2898/26.5	25.5	26.2	I	WFBQ-F
3. WIBC (T)	147/ 8.7	8.2	8.9	9.9	10.7	8.9	177/2781	2148/19.7	21.2	23.3	G	WIBC
4. WNAP-F (O-70's)	136/ 8.0	5.4	5.6	4.4	5.2	5.9	179/3052	2161/19.8	15.4	15.6	E	WNAP-F
5. WTLC-F (B)	119/ 7.0	5.2	6.1	5.5	5.9	6.0	131/1560	1340/12.3	10.6	11.9	E	WTLC-F
6. WENS-F (AC)	103/ 6.1	6.3	7.8	7.9	6.4	7.0	129/2279	1756/16.1	18.9	19.7	G	WENS-F
7. WZPL-F (CHR)	86/ 5.1	6.0	6.0	6.4	6.1	5.9	130/2839	1774/16.2	19.0	18.1	D	WZPL-F
8. WHHH-F (U/CHR)	79/ 4.7	4.0	3.4	4.0	4.3	4.0	80/1446	1352/12.4	10.8	11.6	C	WHHH-F
9. WTPI-F (SAC)	78/ 4.6	5.7	5.4	7.1	7.4	5.7	94/1591	1258/11.5	12.4	15.3	F	WTPI-F
10. WRZX-F (AOR)	68/ 4.0	5.1	4.5	4.1	3.8	4.4	124/2319	1317/12.1	11.6	8.3	D	WRZX-F
11. WGRL-F (C)	65/ 3.8	3.9	3.0	3.8	3.2	3.6	86/1526	1011/ 9.3	9.6	8.2	C	WGRL-F
12. WMYL (ST)	41/ 2.4	0.9	0.6	0.8	1.5	1.2	44/517	461/ 4.2	1.9	2.2	A	WMYL
13. WXTZ-F (EZ)	39/ 2.3	1.4	1.8	1.6	1.0	1.8	47/553	441/ 4.0	4.1	2.5	A	WXTZ-F
14. WNDE (T)	35/ 2.1	1.5	1.8	1.6	1.4	1.8	37/1027	890/ 8.1	7.6	7.4	B	WNDE
15. WGGR-F (O)	28/ 1.6	0.7	0.3	---	---	---	29/535	489/ 4.5	1.5	---	A	WGGR-F
16. WTTS-F (AOR-P)	27/ 1.6	1.4	2.2	1.8	1.7	1.8	35/897	588/ 5.4	6.5	5.5	B	WTTS-F
17. WTLC (B/G)	20/ 1.2	2.0	1.7	1.9	2.2	1.7	23/391	356/ 3.3	3.8	4.0		WTLC
18. WQFE-F (O)	19/ 1.1	1.0	1.5	1.3	1.2	1.2	19/316	289/ 2.6	2.9	3.0	A	WQFE-F
19.												
20.												

12+ FM SHARE (METRO): 83.24% (1306 of 1569) (FAL 93: 81.66%)

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 WFMS-F<	1 WFBQ-F>>	1 WFMS-F<	1 WFMS-F>	1 WTLC-F	1 WIBC
2 WTLC-F	2 WNAP-F	2 WFMS-F<	2 WFMS-F	2 WFMS-F<	2 WIBC >	2 WIBC <	2 WIBC <	2 WNAP-F<	2 WHHH-F	2 WTLC-F
WHHH-F	3 WFMS-F	3 WNAP-F>	WNAP-F>	3 WNAP-F>	3 WFBQ-F<	3 WFMS-F>	3 WFBQ-F	3 WFBQ-F	WZPL-F	3 WFMS-F
4 WRZX-F	4 WTLC-F	4 WENS-F<	4 WENS-F	4 WENS-F	4 WTPI-F<	4 WNAP-F	4 WNAP-F	4 WTLC-F	4 WFMS-F	4 WNAP-F
5	5 WRZX-F<	5 WTLC-F	5 WTLC-F>	5 WTLC-F	5 WNAP-F	5 WTLC-F	5 WENS-F>	5 WENS-F	5 WFBQ-F	5 WFBQ-F
6	6 WENS-F	6 WHHH-F	6 WIBC	6 WIBC	6	6 WENS-F	6 WTLC-F	6 WIBC	WRZX-F<	WHHH-F
7	7 WHHH-F	7 WGRL-F<	7 WGRL-F	7 WTPI-F	7	7	7 WTPI-F	7 WRZX-F<	7 WNAP-F<	7 WTPI-F
8	8	8 WRZX-F	WHHH-F	8	8	8	8	8	8 WENS-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 WENS-F	1 WFBQ-F>	1 WFBQ-F	1 WFMS-F<	1 WFMS-F>	1 WFBQ-F	1 WFBQ-F>>	1 WFBQ-F	1 WFBQ-F>	1 WFBQ-F>
2 WHHH-F	2 WENS-F<	2 WFMS-F	2 WFBQ-F	2 WFBQ-F	2 WRZX-F	2 WNAP-F	2 WNAP-F	2 WNAP-F	2 WNAP-F
WZPL-F	3 WFMS-F	3 WNAP-F	3 WENS-F<	3 WNAP-F<	3 WTLC-F	3 WRZX-F	3 WFMS-F	3 WFMS-F>	3 WFMS-F>
4 WFBQ-F	4 WNAP-F<	4 WTLC-F	4 WNAP-F	4 WENS-F	4 WFMS-F	4 WTLC-F	4 WRZX-F	4 WRZX-F	4 WIBC >
5 WTLC-F	5 WTLC-F	5 WENS-F	5 WTLC-F>	5 WTLC-F>	5 WHHH-F	5 WFMS-F	5 WTLC-F	WTLC-F	5 WENS-F
6	6 WHHH-F	6 WHHH-F	6 WZPL-F<	6 WTPI-F	6	6	6 WHHH-F	6 WIBC <	6
7	7 WZPL-F	7	7 WHHH-F	7	7	7	7	7 WENS-F<	7
8	8 WGRL-F	8	8	8	8	8	8	8 WHHH-F	8
							WTTS-F		

INDIANAPOLIS

OTHER PATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WCBK-F	102.3	MARTINSVILLE	0.5/1.1/ 9/ 145	WNDE, WFBO-F, WRZX-F (Secret)	17.9%	20.3%	26.5%
WIPE-F	100.9	LEBANON	0.4/0.9/ 10/ 116				
WNTS	1590	BEECH GROVE	0.5/1.2/ 8/ 134				
WPZZ-F	95.9	FRANKLIN	0.4/1.5/ 6/ 193	WFMS-F, WGRL-F (Susquehanna)	15.8%	17.2%	22.4%
WSYW	810	INDIANAPOLIS	0.3/0.4/ 5/ 41				
WSYW-F	107.1	DANVILLE	0.4/1.6/ 7/ 201				
WIPR-F	98.3	PLAINFIELD	0.8/3.2/ 17/ 393	WIBC, WENS-F, WNAP-F (Emmis)	22.8%	24.8%	28.3%
WYLV	950	INDIANAPOLIS	0.4/2.0/ 8/ 257				
WYGG-F	101.5	COLUMBUS	0.8/2.2/ 95/1192	WMYS, WTPI-F, WZPL-F (Local)	12.1%	8.4%	12.7%
					68.6%	70.7%	89.9%

RADIO STATIONS

AM STATIONS

WMYS, 1400, 5 KW (DA-N)	Standards	ABC, \$ 17.00 (D & R)	WTPI owner (D)
WIBC, 1570, 50 KW/10 KW (DA-2)	Talk	ABC, TALKNT, NBC, \$ 124.00 (Christal)	Emmis
WNDE, 1240, 5 KW (DA-N)	Talk	UNISTR, MBS, \$ 25.00 (Katz)	Secret
WIBC, 1310, 5 KW/1 KW (DA-2)	Black/Gospel	CBS, \$ 21.00 (D&R)	Panache

FM STATIONS

WMBR-F, 97.1, 23 KW \$ 739, AD		\$ 131.00 (Mc-Guild)	Emmis
WISQ-F, 94.1, 52 KW \$ 856, ADP	Source	\$ 260.00 (Katz)	Secret
WMBR-F, 95.1, 13 KW \$ 991, Country		\$ 189.00 (MMR)	Susquehanna
WMBR-F, 104.1, 40 KW \$ 492, Country		\$ 51.00 (MMR)	Susquehanna
WMBR-F, 98.1, 14 KW \$ 715, CHR/Jazz		\$ 45.00 ()	
WMBR-F, 92.1, 13 KW \$ 1023, Standards - 70's		\$ 74.00 (Christal)	Emmis
WMBR-F, 101.1, 18 KW \$ 856, ADP	ABC	\$ 54.00 (Banner)	Secret
WYLV-F, 107.1, 17 KW \$ 616, Standards		\$ 20.00 (CMRS)	Universal (DANVILLE)
WYLV-F, 107.1, 17 KW \$ 616, Standards	CBS	\$ 61.00 (D&R)	Panache
WYLV-F, 107.1, 17 KW \$ 616, Standards		\$ 51.00 (D&R)	
WYLV-F, 107.1, 17 KW \$ 616, Standards		\$ 35.00 (Banner)	Sankes-Tanzian (BLOOMINGTON)
WYLV-F, 107.1, 17 KW \$ 616, Standards		\$ 21.00 ()	(NOBLESVILLE)
WYLV-F, 107.1, 17 KW \$ 616, Standards	AT	\$ 41.00 (D&R)	WTPI owner (D)

WYLV-F, 107.1, 17 KW \$ 616, Standards, ABC, \$ 20.00 (CMRS), Universal (DANVILLE)
 WYLV-F, 107.1, 17 KW \$ 616, Standards, CBS, \$ 61.00 (D&R), Panache
 WYLV-F, 107.1, 17 KW \$ 616, Standards, \$ 51.00 (D&R)
 WYLV-F, 107.1, 17 KW \$ 616, Standards, \$ 35.00 (Banner), Sankes-Tanzian (BLOOMINGTON)
 WYLV-F, 107.1, 17 KW \$ 616, Standards, \$ 21.00 (), (NOBLESVILLE)
 WYLV-F, 107.1, 17 KW \$ 616, Standards, AT, \$ 41.00 (D&R), WTPI owner (D)

JACKSON

Arbitron Rank/Pop (12+): 116/336,900

Stations: 20/20
Diaries: 929/363:1/49.2%
Sample Target: 920
% Below Line: 0.0
% Not Listed: 20.6

1994 Revenue: \$13,200,000
HH Inc.: \$32,850
Retail \$: 3.6 Bil
Pop per Station: 16,845
#1 Biller: WMSI-F \$4,000,000

MSA Rank/Pop: 120/416,000
DMA # 84
Average Person Ratings: 17.3
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WMSI-F (C)	94/16.2	18.9	16.4	16.8	17.2	17.1	199/2124	1032/30.6	31.5	30.9	F	WMSI-F
2. WJMI-F (B)	83/14.3	12.3	10.8	10.1	11.9	11.9	188/2080	861/25.6	23.0	22.9	C	WJMI-F
3. WJDX-F (AC/CHR)	36/ 6.2	8.1	11.5	11.2	6.7	9.3	64/1060	640/19.0	21.4	19.7	C	WJDX-F
4. WSTZ-F (AOR)	36/ 6.2	8.1	8.5	8.3	8.1	7.8	46/658	447/13.3	15.1	16.3	C	WSTZ-F
5. WKXI-F (B/AC)	33/ 5.7	6.1	5.1	8.1	10.0	6.3	62/1017	545/16.2	16.4	21.1	C	WKXI-F
6. WTYX-F (O)	28/ 4.8	3.2	3.4	2.6	4.3	3.5	40/730	515/15.3	11.9	12.6	C	WTYX-F
WIIN-F (B)	28/ 4.8	5.6	3.9	0.7	0.7	3.8	49/945	506/15.0	12.6	6.8	B	WIIN-F
8. WOAD (G/B)	26/ 4.5	4.9	3.2	7.9	7.6	5.1	26/317	317/ 9.4	10.5	14.6	A	WOAD
9. WJNT (T)	16/ 2.7	2.9	3.9	2.0	2.2	2.9	17/229	207/ 6.1	8.1	7.1	A	WJNT
WKTF-F (C)	16/ 2.7	3.2	3.7	3.1	2.6	3.2	33/719	402/11.9	11.0	9.0	B	WKTF-F
11. WZRZ (B/G)	12/ 2.1	1.1	---	0.7	1.5	---	12/106	97/ 2.9	---	2.3	A	WZRZ
WHJT-F (REL)	12/ 2.1	1.3	0.9	0.7	1.3	1.3	13/209	193/ 5.7	4.2	3.6	A	WHJT-F
13. WLIN-F (SAC)	10/ 1.7	1.6	2.3	3.1	4.1	2.2	11/280	259/ 7.7	8.1	11.2	A	WLIN-F
14.												
15.												

12+ FM SHARE (METRO): 85.06% (393 of 462) (FAL 93: 84.26%)

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 WJMI-F	1 WMSI-F	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F>	1 WMSI-F>	1 WJMI-F<	1 WJMI-F>>	1 WJMI-F>>
2 WMSI-F	2 WSTZ-F	2 WMSI-F>	2 WJMI-F	2 WJMI-F	2 WOAD	2 WJMI-F>>	2 WJMI-F>	2 WMSI-F>	2 WMSI-F	2 WKXI-F
3 WIIN-F	3 WMSI-F	3 WSTZ-F	3 WSTZ-F	3 WSTZ-F	3 WJMI-F	3 WJDX-F<	3 WJNT <	3 WSTZ-F	3 WIIN-F	WMSI-F
4	4 WKXI-F	4 WJDX-F	4 WKXI-F	4 WJDX-F	4	4 WTYX-F	4 WSTZ-F	4 WJDX-F	4 WKXI-F	4 WOAD
5	WJDX-F	WKXI-F	WJDX-F	5 WKXI-F	5	5 WSTZ-F	5 WJDX-F	5 WKXI-F	5 WJDX-F	5
6	6 WIIN-F	6 WTYX-F	6 WTYX-F	6 WTYX-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 WJMI-F	1 WJMI-F>	1 WJMI-F	1 WJMI-F<	1 WMSI-F>	1 WJMI-F	1 WJMI-F	1 WJMI-F	1 WJMI-F	1 WMSI-F
2 WJDX-F	2 WJDX-F	2 WJDX-F	2 WMSI-F	2 WJMI-F	2 WSTZ-F	2 WSTZ-F>	2 WSTZ-F	2 WMSI-F	2 WJMI-F
3 WMSI-F	3 WMSI-F>	3 WMSI-F	3 WJDX-F>	3 WJDX-F>	3	3 WMSI-F	3 WMSI-F	3 WSTZ-F>	3 WSTZ-F>
4	4 WKXI-F	4 WSTZ-F	4 WKXI-F	4 WKXI-F	4	4 WKXI-F	4 WKXI-F	4 WTYX-F	4 WTYX-F
5	5 WIIN-F	WKXI-F	5 WSTZ-F	5 WSTZ-F	5	5 WIIN-F	5	5 WKXI-F	5 WKXI-F
6	WSTZ-F	6	6	6	6	WTYX-F	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG/AQH	TSA CUME	TSA CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WBKJ-F	105.1	KOSCIUSKA	1.0/3.1/	20/ 372	WMSI-F, WJDS, WKTF-F (SFX)	18.9%	18.7%	35.6%
WJXN-FF	92.9	UTICA	1.2/3.4/	14/ 262				
WKXI	1300	JACKSON	0.3/3.0/	3/ 137				
WMGO	1370	CANTON	1.2/1.8/	7/ 65	WOAD, WKXI A/F, WJMI-F (Opus)	24.8%	22.1%	21.2%
WRJH-F	97.7	BRANDON	0.7/2.8/	4/ 98				
WSLI	930	JACKSON	1.0/3.1/	6/ 113		43.7%	40.8%	56.8%

JACKSON

RADIO STATIONS

WJNT	,	1180,	50 KW/500W (DA-2),	Talk	CBS, ABC, \$15.00	(Mc-Guild)		
WKXI	,	1300,	5 KW/1 KW	Black	UNISTR, AURN, \$ NA	(Banner)	Opus	
WOAD	,	1400,	1 KW	Gospel/Black	NBC, \$19.00	(D & R)	Opus	
WZRZ	,	1590,	5 KW/1 KW	Black Oldies	, \$13.00	(D & R)	Lewis	
WHJT-F,		93.5,	3 KW @ 298	Religion	, \$12.00	(---)		(CLINTON)
WIIN-F,		98.7,	100 KW @ 945	Black	, \$18.00	(Katz)		(VICKSBURG)
WJDX-F,		96.3,	100 KW @ 1410	AC/CHR	, \$30.00	(---)	Spur	
WJMI-F,		99.7,	100 KW @ 1059	Black	ABC, \$45.00	(D & R)	Opus	
WKTF-F,		95.5,	100 KW @ 1059	Country	UNISTR, \$23.00	(D & R)	SFX	
WKXI-F,		107.5,	100 KW @ 951	Black/AC	, \$29.00	(Banner)	Opus	(MAGEE)
WLIN-F,		101.7,	6 KW @ 298	Soft AC	UNISTR, \$17.00	(Eastman)	New South	(GLUCKSTADT)
WMSI-F,		102.9,	100 KW @ 1801	Country	ABC, \$79.00	(Mc-Guild)	SFX	
WSTZ-F,		106.7,	100 KW @ 1063	AOR	, \$34.00	(D & R)	Lewis	(VICKSBURG)
WTYX-F,		94.7,	100 KW @ 1115	Oldies	ABC, \$31.00	(Banner)	Holt	

Miscellaneous: WLRM, WLIN-F (Gluckstadt) sold to New South (D) for \$750,000. . . WOAD sold by Holt to Opus (D). . .

JACKSONVILLE

Arbitron Rank/Pop (12+): 50/823,600
 MSA Rank/Pop: 58/980,000
 DMA # 55
 Average Person Ratings: 15.7
 Market TSL: 20.25 hours

Stations: 23/22
 Diaries: 1536/536:1/51.6%
 Sample Target: 1560
 % Below Line: 0.8
 % Not Listed: 17.4

1994 Revenue: \$31,100,000
 HH Inc.: \$32,495
 Retail \$: 10.0 Bil
 Pop per Station: 37,436
 #1 Biller: WQIK-AF \$5,500,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WFYV-F (AOR)	133/10.3	8.4	8.1	8.1	7.9	8.7	139/1807	1602/19.5	16.5	16.8	F	WFYV-F
2. WQIK-F (C)	126/ 9.7	11.3	12.5	12.4	10.7	11.5	164/2208	1714/20.8	22.3	21.0	G	WQIK-F
3. WEJZ-F (SAC)	105/ 8.1	8.6	7.9	7.7	6.8	8.1	118/1821	1602/19.5	17.2	16.5	E	WEJZ-F
4. WJBT-F (B)	97/ 7.5	6.7	4.5	4.9	4.3	5.9	98/972	956/11.6	10.0	8.5	B	WJBT-F
5. WAPE-F (CHR)	92/ 7.1	6.8	7.9	7.2	8.1	7.3	103/1891	1629/19.8	21.0	22.8	E	WAPE-F
6. WKQL-F (O)	85/ 6.6	5.4	5.0	4.8	5.9	5.5	111/1509	1235/15.0	13.7	13.9	D	WKQL-F
7. WROO-F (C)	83/ 6.4	6.6	8.1	7.7	6.6	7.2	93/1467	1238/15.0	15.8	17.0	E	WROO-F
8. WIVY-F (AC)	58/ 4.5	4.7	4.4	4.9	4.3	4.6	70/1204	1042/12.7	11.9	13.5	D	WIVY-F
9. WOKV (N/T)	51/ 3.9	4.3	4.4	5.5	6.8	4.5	51/892	892/10.8	8.9	13.3	C	WOKV
10. WHJX-F (B)	49/ 3.8	4.9	4.2	7.1	8.0	5.0	70/1309	1057/12.8	11.5	15.0	C	WHJX-F
11. WAIA-F (CL AOR)	34/ 2.6	2.8	2.5	3.6	3.8	2.9	38/777	682/ 8.3	9.7	12.5	C	WAIA-F
12. WNZS (N/T)	25/ 1.9	1.2	0.8	1.3	1.6	1.3	25/426	411/ 5.0	3.2	4.7	B	WNZS
WSVE (G)	25/ 1.9	1.8	2.9	2.6	1.7	2.3	26/334	325/ 3.9	4.4	3.2	A	WSVE
14. WCGL (G)	20/ 1.5	0.7	1.3	1.2	2.0	1.2	20/248	243/ 3.0	3.8	3.8	A	WCGL
15. WZAZ (B)	17/ 1.3	2.2	1.4	1.1	1.2	1.5	17/315	315/ 3.8	4.3	3.7	A	WZAZ
16. WPDQ (T)	15/ 1.2	1.3	0.6	---	---	---	15/310	305/ 3.7	3.1	---	A	WPDQ
WSTF-F (O)	15/ 1.2	2.0	1.1	1.3	0.7	1.4	15/483	421/ 5.1	4.8	3.1	A	WSTF-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 84.49% (904 of 1070) (FAL 93: 81.58%)

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

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

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WBYB-F	100.7	BRUNSWICK, GA	0.4/2.0/ 6/ 210	WOKV, WPDQ, WKQL-F, WIVY-F	16.2%	19.8%	19.3%
WFOY	1240	ST. AUGUSTINE	0.5/1.2/ 7/ 120	(Prism)			
WJGR	1320	JACKSONVILLE	0.5/2.5/ 6/ 205				
WJXR-F	92.1	MACCLENNEY	0.4/1.7/ 6/ 162	WNZS, WZNS, WAIA-F, WROO-F	10.9%	11.7%	16.7%
WXQL-F	105.7	BALDWIN	0.5/1.4/ 7/ 135	(Paxson)			
WFKS-F	99.9	PALATKA	0.8/3.6/ 26/ 552	WBYB-F, WFKS-F	1.2%	1.0%	< 2.0%
				(Osborn)			
				WAPE-F, WFYV-F	17.4%	19.0%	25.7%
				(OmniAmerica)	45.7%	51.5%	62.3%

JACKSONVILLE

RADIO STATIONS

WCGL ,	1360,	5 KW (DAYS)	,	Gospel	AURN, \$ 17.00	(K & P)	
WNZS ,	930,	5 KW (DA-N)	,	News/Talk	CBS, SEN, \$ 16.00	(Banner)	Paxson
WOKV ,	600,	5 KW (DA-N)	,	News/Talk	ABC, CNN, \$ 32.00	(Mc-Guild)	Prism
WSVE ,	1280,	5 KW/132 W	,	Gospel	, \$ 16.00	(Republic)	
WZAZ ,	1400,	1 KW	,	Black	CBS, \$ 15.00	(K & P)	
WAIA-F,	93.3,	50 KW @ 462	,	Classic AOR	, \$ 26.00	(Banner)	Paxson (CALLAHAN)
WAPE-F,	95.1,	100 KW @ 459	,	CHR	, \$ 77.00	(D & R)	OmniAmerica
WEJZ-F,	96.1,	100 KW @ 830	,	Soft AC	, \$ 84.00	(Katz)	Renda
WFYV-F,	104.5,	100 KW @ 1014	,	AOR	, \$ 81.00	(D & R)	OmniAmerica
WHJX-F,	101.5,	100 KW @ 1463	,	Black	ABC, \$ 43.00	(Christal)	(BRUNSWICK, GA)
WIVY-F,	102.9,	98 KW @ 1014	,	AC	, \$ 58.00	(MMR)	Prism
WJBT-F,	92.7,	6 KW @ 298	,	Black	CBS, \$ 23.00	(K & P)	(GREEN COVE)
WKQL-F,	96.9,	100 KW @ 1014	,	Oldies	AP, \$ 55.00	(Mc-Guild)	Prism
WQIK-F,	99.1,	100 KW @ 1014	,	Country	ABC, \$113.00	(Eastman)	Jacor
WROO-F,	107.3,	100 KW @ 705	,	Country	, \$ 60.00	(Banner)	Paxson

JOHNSON CITY-KINGSPORT

Arbitron Rank/Pop (12+): 94/387,400

MSA Rank/Pop: 105/453,000

DMA # 95

Average Person Ratings: 16.0

Market TSL: 21.50 hours

Stations: 25/19

Diaries: 950/408:1/59.2%

Sample Target: 860

% Below Line: 6.9

% Not Listed: 11.8

1994 Revenue: \$11,100,000

HH Inc.: \$27,141

Retail \$: 3.6 Bil

Pop per Station: 20,389

#1 Biller: WXBQ-AF \$3,400,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WXBQ-F (C)	206/33.2	32.4	29.6	28.5	27.6	----	269/2723	1928/49.8	51.6	47.8	E	WXBQ-F
2. WTFM-F (AC)	78/12.6	12.8	11.5	12.6	14.3	----	100/1427	994/25.7	27.4	25.0	D	WTFM-F
3. WQUT-F (AOR)	62/10.0	10.7	9.8	13.2	13.5	----	94/1414	947/24.4	25.0	27.0	D	WQUT-F
4. WAEZ-F (SAC)	44/ 7.1	2.9	4.1	4.5	4.1	----	47/754	659/17.0	8.6	10.5	A	WAEZ-F
5. WJCW (N/T)	18/ 2.9	4.8	5.3	4.0	3.2	----	33/478	344/ 8.9	11.8	11.2	B	WJCW
6. WIVK-F (C)	17/ 2.7	3.0	2.7	1.9	3.1	----	58/829	277/ 7.2	3.3	6.3		WIVK-F
7. WKPT (EZ)	16/ 2.6	3.0	3.4	2.1	1.9	----	16/178	178/ 4.6	8.8	7.2	A	WKPT
8. WGOC (C)	15/ 2.4	1.6	0.3	0.5	---	----	18/197	180/ 4.6	4.2	3.3	A	WGOC
9. WIMZ-F (AOR)	14/ 2.3	3.0	3.3	3.1	2.9	----	46/803	367/ 9.5	8.6	7.0		WIMZ-F
10. WKOS-F (O)	12/ 1.9	3.5	3.1	2.9	4.1	----	13/339	325/ 8.4	10.9	9.2	A	WKOS-F

12+ FM SHARE (METRO): 84.85% (465 of 548) (FAL 93: 81.42%)

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

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WABN-F	92.7	ABINGDON, VA	1.0/4.5/ 6/ 174	WJCW, WKIN, WQUT-F, WKOS-F (Bloomington)	14.8%	16.9%	27.9%
WBEJ	1240	ELIZABETHTON	0.8/2.6/ 5/ 100				
WEMB	1420	ERWIN	1.0/1.3/ 6/ 59				
WETB	790	JOHNSON CITY	0.8/4.8/ 6/ 205	WKPT, WITM, WTFM-F (Home News)	15.2%	16.1%	22.5%
WGAT	1050	GATE CITY, VA	0.5/1.6/ 3/ 62				
WIKO-F	94.9	GREENVILLE	0.3/4.3/ 12/ 390		30.0%	33.0%	50.4%
WMEV-F	93.9	MARION, VA	1.3/5.3/ 27/ 511				
WRGS	1370	ROGERSVILLE	0.6/1.8/ 4/ 77				
WEYE-F	104.3	SURGOINSVILLE	0.6/2.1/ 4/ 82				
WXBQ	980	BRISTOL, VA	1.0/3.5/ 9/ 187				
WZAP	690	BRISTOL, TN	0.8/3.8/ 8/ 172				
WAXM-F	93.5	BIG STONE GAP, VA	0.3/2.0/ 17/ 322				
WJXB-F	97.5	KNOXVILLE	0.3/1.0/ 16/ 289				
WMIT-F	106.9	BLACK MOUNTAIN, NC	0.8/3.6/ 9/ 219				
WOKI-F	100.3	OAK RIDGE	0.5/1.2/ 19/ 323				

JOHNSON CITY KINGSPORT

RADIO STATIONS

WETB	, 1420, 5 KW/72 W	, Gospel		, 110.00	()		
WJCW	, 910, 5 KW/1 KW (DA-N)	, News/Talk	CBS MBS,	120.00	(Katz)	Bloomington	
WKPT	, 1400, 1 KW	, EZ/Soft AC	ABC,	115.00	(Eastman)	Home News	
WKOS-F,	104.9, 1.4 KW @ 479	, Oldies	UNISTR,	114.00	(Katz)	Bloomington	
WMEV-F,	93.9, 100 KW @ 1460	, Country	NBC,	112.00	(Regional)		(MARTIN)
WQUT-F,	101.5, 100 KW @ 1499	, CHR/AOR	UNISTR,	115.00	(Katz)	Bloomington	
WTFM-F,	98.5, 100 KW @ 1260	, AC	ABC,	118.00	(Eastman)	Home News	
WAEZ-F,	99.3, 0.4 KW @ 2148	, Country	NBC,	118.00	(D & R)		(ELIZABETH)
WXBQ-F,	96.9, 67 KW @ 2240	, Country	ABC,	160.00	(Christal)	Bristol	

Other Ranked Stations - See Knoxville

Miscellaneous: WUSJ-F changes to WAEZ-F and format from Country to Soft AC. . .

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

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

JOHNSTOWN

Arbitron Rank/Pop (12+): 165/201,200
MSA Rank/Pop: 176/238,000
DMA # 93 (w/Altoona)
Average Person Ratings: 16.3
Market TSL: 21.50 hours

Stations: 24/11
Diaries: 673/299:1/61.9%
Sample Target: 680
% Below Line: 18.6
% Not Listed: 13.1

1994 Revenue: \$5,400,000
HH Inc.: \$24,355
Retail \$: 1.7 Bil
Pop per Station: 18,291
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. WMTZ-F (C)	51/15.5	11.3	12.1	9.3	8.7	----	56/650	511/25.4	20.5	22.1	WMTZ-F
2. WKYE-F (AC)	38/11.6	12.2	10.4	8.5	10.0	----	56/812	591/29.4	23.2	24.4	WKYE-F
3. WOKK-F (AOR)	37/11.3	5.3	5.5	1.6	2.2	----	45/524	436/21.7	13.5	12.2	WOKK-F
4. WGLU-F (CHR)	36/11.0	9.1	9.2	9.6	12.8	----	39/613	531/26.4	23.3	23.7	WGLU-F
5. WYSN-F (ST)	25/ 7.6	7.5	9.5	5.8	10.9	----	25/268	268/13.3	15.6	16.2	WYSN-F
6. WDVE-F (AOR)	12/ 3.7	3.1	3.8	4.7	4.7	----	16/270	202/10.0	9.1	10.1	WDVE-F
7. WFGY-F (C)	11/ 3.4	8.1	6.9	10.1	6.9	----	50/728	221/11.0	16.8	11.8	WFGY-F
8. WJAC (FS)	10/ 3.0	2.5	6.4	6.0	5.0	----	12/329	297/14.8	10.7	14.0	WJAC
9. WZGO-F (O)	7/ 2.1	0.9	1.4	0.8	0.6	----	7/98	98/ 4.9	4.2	5.3	WZGO-F
WNTJ (T)	7/ 2.1	2.2	2.6	0.8	1.9	----	7/126	126/ 6.3	3.8	6.1	WNTJ
11. WVSC-F (AC)	6/ 1.8	1.6	2.0	3.3	3.7	----	7/119	110/ 5.5	5.3	7.8	WVSC-F
12.											
13.											
14.											
15.											

12+ FM SHARE (METRO): 91.93% (262 of 285) (FAL 93: 86.62%)

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WQZS-F 93.3	MEYERSDALE	0.9/4.1/	3/ 83		WGLU-F, WOKK-F (Telemedia)	22.3%	22.6%	NA
WVSC 990	SOMERSET	1.2/5.0/	4/ 101					
SEE PITTSBURGH OR ALTOONA FOR MORE ABOUT THE FOLLOWING:					WBRX-F, WBXQ-F (Local)	1.8%	3.0%	NA
KDKA 0.6/ 2.9	WDSY-F 1.2/ 2.8					24.1%	25.6%	NA
WALY-F 0.9/ 1.9	WFRB-F 1.8/ 3.7 (FROSTBURG)							
WAMO-F 0.6/ 1.5	WLTJ-F 0.6/ 3.2							
WBXQ-F 1.8/ 6.4	WPRR-F 0.6/ 3.6							
WBZZ-F 1.5/ 7.4	WVTY-F 0.6/ 1.7							
	WWSW-F 1.2/ 5.0							

CONTINUED

RADIO STATIONS

WJAG	850	10 KW (DA 10)	Tell News Inc	OWN	ABN	\$16,000	Commercial		
WVLD	1550	1 KW	News Talk	WVLD INC	OWN	\$11,000	Commercial	Radio	
WVSO	920	10 KW 100 W (DA 10)	Country	ABC	OWN	\$30,000	Commercial		1980-81
WVXQ	94.5	500 W @ 950	Rock	ABC	OWN	\$15,000	Commercial		1980-81, 82
WVLD	97.1	300 W @ 106.5	CHR	WVLD INC	OWN	\$15,000	Commercial	Telematics	
WVLT	95.5	5.7 KW @ 105.9	AC	OWNERS	OWN	\$13,000	Commercial		
WVLT	96.5	50 KW @ 489	Country			\$15,000	Commercial	Radio	
WVKK	99.1	50 KW @ 500	Adult Class			\$15,000	Commercial	Telematics	1980-81, 82
WVZS	93.5	0.6 KW @ 96.4	CHR			\$15,000	Commercial		1980-81, 82
WVNC	97.7	5 KW @ 266	AC	OWNERS ABN	OWN	\$11,000	Commercial		
WVSR	101.7	0.7 KW @ 69.5	Standards	OWNERS OWN	OWN	\$16,000	Commercial		1980-81, 82
WVGO	109.7	5 KW @ 5.1	Oldies	OWN	OWN	\$12,000	Commercial		1980-81, 82

WVVI - F, WBZZ - F See Pittsburgh

WVLY - F See Altoona

KALAMAZOO

Arbitron Rank/Pop (12+): 170/188,800

MSA Rank/Pop: NA/228,000
DMA #37 (w/Grand Rapids)
Average Person Ratings: 14.0
Market TSL: 18.75 hours

Stations: 14/9
Diaries: 652/290:1/57.4%
Sample Target: 680
% Below Line: 26.8
% Not Listed: 22.6

1994 Revenue: \$9,000,000
HH Inc.: \$36,337
Retail \$: 2.4 Bil
Pop per Station: 20,978
#1 Biller: WQLR-F \$1,900,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WBCT-F (C)	39/14.7	12.0	11.8	14.7	9.2	----	140/1385	471/24.9	22.5	20.9		WBCT-F
2. WKFR-F (CHR)	28/10.6	9.6	10.8	10.0	9.5	----	43/882	569/30.1	29.9	28.7	C	WKFR-F
3. WRKR-F (AOR)	22/ 8.3	9.6	8.4	11.0	7.7	----	41/760	400/21.2	22.8	21.8	C	WRKR-F
4. WQLR-F (AC)	20/ 7.5	10.6	10.5	5.4	6.3	----	34/716	452/23.9	23.2	20.1	C	WQLR-F
5. WKZO (T/N)	18/ 6.8	6.3	6.4	7.0	7.4	----	24/457	372/19.7	19.8	18.9	B	WKZO
6. WFAT-F (O)	17/ 6.4	8.3	4.4	5.7	8.8	----	26/449	320/16.9	21.2	13.1	B	WFAT-F
7. WOOD-F (SAC)	16/ 6.0	6.0	8.1	6.0	6.0	----	44/752	361/19.1	19.3	19.7		WOOD-F
8. WKMI (T)	14/ 5.3	4.7	3.7	3.0	2.1	----	14/273	249/13.2	10.5	12.7	B	WKMI
9. WKLO-F (AOR)	12/ 4.5	2.3	3.4	3.7	3.2	----	33/470	233/12.3	10.0	9.2		WKLO-F
10. WNNW-F (C)	11/ 4.2	4.7	4.1	6.4	9.2	----	35/563	269/14.2	13.8	13.4	B	WNNW-F

12+ FM SHARE (METRO): 82.43% (169 of 205) (FAL 93: 84.21%)

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 WBCT-F<	1 WBCT-F<	1 WBCT-F	1 WBCT-F	1 WBCT-F	1 WBCT-F	1 WBCT-F	1 WBCT-F<	1 WKZO
2	2 WBCT-F	2 WRKR-F	2 WRKR-F	2 WRKR-F	2 WKZO >	2 WKZO	2 WRKR-F	2 WKFR-F>	2 WKFR-F>	2 WFAT-F
3	3 WKFR-F<	3 WKFR-F<	3 WQLR-F	3 WQLR-F	3 WFAT-F	3 WKFB-F	3 WKFR-F<	3 WRKR-F	3 WOOD-F	3 WBCT-F
4	4 WKLO-F>	4 WQLR-F	4 WFAT-F	4 WFAT-F	4 WQLR-F	4 WQLR-F	4 WKMI <	4 WFAT-F	4 WQLR-F	4 WOOD-F
5	5 WQLR-F	5	5 WKFR-F	5 WKFR-F	5	5 WRKR-F	5 WQLR-F	5 WOOD-F<	5 WFAT-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 WKFR-F	1 WBCT-F	1 WBCT-F	1 WQLR-F	1 WQLR-F	1 WKLO-F	1 WRKR-F<	1 WRKR-F	1 WRKR-F>	1 WRKR-F<
2 WQLR-F	WKFR-F	2 WRKR-F	WBCT-F	WBCT-F>>	2 WKFR-F	2 WOOD-F	2 WBCT-F	2 WBCT-F	2 WBCT-F>
WBCT-F	3 WQLR-F	3 WQLR-F	3 WKFR-F>	3 WFAT-F	WRKR-F	3 WBCT-F>	3 WKLO-F	WKLO-F	3 WFAT-F
4	4 WRKR-F	4 WRKR-F	4 WRKR-F	WKFR-F	4	4	4	4 WKFR-F	WKFR-F
5	5	5	5	WRKR-F	5	5	5	5	WKMI-F
				WOOD-F					

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WKPR 1420	KALAMAZOO	0.4/2.9/ 1/	54	WKMI, WKFR-F, WRKR-F (Local)	24.2%	25.0%	40.0%
WQSN 1470	KALAMAZOO	1.1/3.1/ 3/	59				
WGRD-F 97.9	GRAND RAPIDS	1.1/6.9/ 7/	271	WHEZ, WNNW-F, WFAT-F (Local, semi-duopoly)	10.6%	12.2%	18.9%
WIBM-F 94.1	JACKSON	0.4/4.7/ 2/	118		34.8%	37.2%	58.9%

RADIO STATIONS

WKMI , 1360,	5 KW/1 KW (DA-2) ,	Talk	ABC, \$17.00	(Katz)	WKFR owner (D)
WKPR , 1420,	1 KW (DAYS) ,	Religion	, \$10.00	(- - -)	Kuiper
WKZO , 590,	5 KW (DA-N) ,	News/Talk	MBS CBS, \$24.00	(D & R)	Radio Assoc.
WQSN , 1470,	800 W/1 KW ,	Sports	SEN, \$10.00	(Banner)	
WFAT-F, 96.5,	3 KW @ 216 ,	Oldies	UNISTR, \$21.00	(Christal)	WNNW owner
WKFR-F, 103.3,	50 KW @ 483 ,	CHR	UNISTR, \$37.00	(Katz)	(BATTLE CREEK)
WNNW-F, 98.5,	50 KW @ 469 ,	Country	ABC, \$30.00	(Christal)	(COLDWATER)
WQLR-F, 106.5,	33 KW @ 600 ,	AC	, \$41.00	(Banner)	
WRKR-F, 107.7,	50 KW @ 500 ,	AOR	, \$36.00	(Katz)	WKFR owner (D)

Other ranked stations -- see Grand Rapids

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,351,400

Stations: 26/25
Diaries: 2198/615:1/54.9%
Sample Target: 2030
% Below Line: 0.4
% Not Listed: 8.8

1994 Revenue: \$48,400,000
HH Inc.: \$38,782
Retail \$: 16.8 Bil
Pop per Station: 54,056
#1 Biller: KFKF-F \$7,200,000

MSA Rank/Pop: 28/1,680,000

DMA # 31

Average Person Ratings: 16.1

Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WDAF (FS/C)	199/ 9.2	10.0	9.8	10.7	8.3	9.9	295/3286	2198/16.3	21.9	17.2	F	WDAF
2. KPRS-F (B)	174/ 8.0	7.3	7.1	8.8	7.8	7.8	184/1893	1659/12.3	12.0	13.6	D	KPRS-F
3. KFKF-F (C)	161/ 7.4	8.7	8.3	8.4	8.1	8.2	177/2830	2479/18.3	18.3	16.7	H	KFKF-F
4. KCFX-F (CL AOR)	144/ 6.6	4.6	4.5	5.3	7.3	5.3	172/3796	3140/23.2	14.9	23.7	G	KCFX-F
5. KQRC-F (AOR)	128/ 5.9	5.7	3.8	4.7	4.5	5.0	160/2660	1842/13.6	11.4	12.9	D	KQRC-F
6. KMBZ (N/T)	127/ 5.8	4.4	4.5	5.3	4.9	5.0	134/2353	2110/15.6	12.6	15.1	E	KMBZ
7. KBEO-F (C)	124/ 5.7	6.6	6.2	5.1	6.4	5.9	166/3128	2279/16.9	15.5	16.1	D	KBEO-F
8. KYYS-F (AOR)	114/ 5.2	4.3	4.3	5.2	4.4	4.8	144/2566	1971/14.6	13.5	14.1	F	KYYS-F
9. KLTH-F (SAC)	114/ 5.2	5.1	5.9	6.7	7.4	5.7	143/2418	1890/14.0	15.5	17.4	D	KLTH-F
10. KCMO-F (O)	84/ 4.3	5.5	5.1	4.2	4.6	4.8	119/2545	1950/14.4	15.0	13.3	D	KCMO-F
11. KUDL-F (AC)	92/ 4.2	5.7	4.5	4.9	4.5	4.8	117/2095	1630/12.1	14.7	17.1	E	KUDL-F
12. KMXV-F (CHR)	87/ 4.0	3.9	4.7	3.2	2.5	4.0	108/2171	1671/12.4	14.4	10.6	E	KMXV-F
13. KXTR-F (CL)	74/ 3.4	2.8	3.3	3.2	3.4	3.2	90/1614	1393/10.3	7.9	7.9	D	KXTR-F
14. KCMO (T)	61/ 2.8	3.1	3.7	3.5	4.0	3.3	82/1383	1043/ 7.7	9.0	11.6	B	KCMO
15. KKCU-F (C)	55/ 2.5	1.2	1.7	1.8	2.1	1.8	62/1317	1071/ 7.9	7.6	7.4	B	KKCU-F
16. KISF-F (CHR)	47/ 2.2	3.5	3.6	3.4	2.8	3.2	70/1853	1333/ 9.9	13.5	12.2	C	KISF-F
17. KPRT (G)	41/ 1.9	1.5	2.1	1.8	1.3	1.8	41/481	481/ 3.6	4.1	2.8		KPRT
18. KFEZ (ST)	40/ 1.8	2.2	2.2	1.0	1.6	1.8	40/605	584/ 4.3	4.7	4.3	B	KFEZ
19.												
20.												

12+ FM SHARE (METRO): 72.50% (1437 of 1982) (FAL 93: 72.90%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBEO-F	1 KPRS-F	1 KFKF-F	1 KPRS-F<	1 KFKF-F	1 KQRC-F	1 KQRC-F<	1 KYYS-F	1 KCFX-F	1 KCFX-F>
2 KMXV-F	2 KFKF-F	2 KPRS-F	2 KFKF-F	2 KLTH-F<	2 KBEO-F	2 KYYS-F	2 KCFX-F	2 KYYS-F<	2 KYYS-F
3 KPRS-F	3 KBEO-F	3 KYYS-F	3 KBEO-F	3 KPRS-F	3 KPRS-F	3 KCFX-F>	3 KQRC-F	3 KQRC-F>	3 WDAF <
4 KQRC-F	4 KYYS-F	4 KCFX-F	4 KLTH-F	4 WDAF	4 KQRC-F	4 KBEO-F	4 KBEO-F	4 KPRS-F	4 KMBZ
5 KFKF-F	5 KQRC-F<	5 KLTH-F	5 KUDL-F	5 KCMO-F<	5	5 KPRS-F	5 KMBZ	5 KMBZ	5 KPRS-F
6 KFKF-F	6 KMXV-F	6 KUDL-F	6 KCMO-F	6 KBEO-F<	6	6 KPRS-F	6 KPRS-F	6 KFKF-F	6 KQRC-F
7	7 KCFX-F	7 KBEO-F	7 KCFX-F	7 KUDL-F	7	7	7	7 WDAF	7 KFKF-F
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

OTHER RATED STATIONS	METRO CUME	TSA	TSA	DUPOLY REPORT	12+	25-54	REVENUE
	SHARE/Rtg/ADH/CUME						
KMBZ	18.1%	19.6%	22.3%	KMBZ, KLTH-F, KCMO A/F (Bonneville)			
KUDL-F	8.2%	8.0%	13.8%	KUDL-F, KMXV-F (Asst)			
KFEZ	26.5%	27.6%	36.1%				
KLTH-F	11.4%	12.9%	15.1%				

KANSAS CITY

RADIO STATIONS

AM STATIONS

KCCV, 760, 6 KW (DAYS)	, Religion	, \$ 17.00 (---)	Bott
KCMO, 810, 50 KW/5 KW (DA-2)	, Talk/News	CBS, MBS, \$ 47.00 (Mc-Guild)	Bonneville
KFEZ, 1190, 5 KW/250 W (DA-N)	, Standards	AP, \$ 18.00 (---)	
KCTA, 1510, 10 KW (DAYS)	, Sports	ABC, SMN, \$ 16.00 (---)	(INDEPENDENCE)
KMBZ, 980, 5 KW (DA-2)	, News/Talk	ABC, \$ 70.00 (D&R)	Bonneville
KNHN, 1340, 1 KW	, News	UNISTR, CNN, \$ 21.00 (---)	
KPRT, 1590, 1 KW/47 W	, Gospel	MBS, \$ 20.00 (Eastman)	
WDAF, 610, 5 KW	, Country/FS	ABC, \$ 90.00 (Katz)	Great American
WHB, 710, 10 KW/5 KW (DA-2)	, Farm	AP, \$ NA (MMR)	

FM STATIONS

KBEQ, 104.3, 99 KW @ 987	, Country	ABC, \$ 45.00 (Torbet)	Noble
KCFX, 101.1, 97 KW @ 1056	, Classic AOR	UNISTR, \$ 77.00 (Christal)	Heritage
KCMO, 94.9, 100 KW @ 1056	, Oldies	, \$ 49.00 (Mc-Guild)	Bonneville
KFKF, 94.1, 100 KW @ 994	, Country	, \$154.00 (D&R)	Sconnix
KISF, 107.3, 100 KW @ 1184	, CHR	, \$ 35.00 (Banner)	(LEXINGTON)
KKCJ, 106.5, 100 KW @ 981	, Country	ABC, SMN, \$ 35.00 (D&R)	(LIBERTY)
KLTH, 99.7, 100 KW @ 987	, Soft AC	UNISTR, \$ 55.00 (D&R)	Bonneville
KMXV, 93.3, 100 KW @ 1066	, CHR	, \$ 54.00 (MMR)	Apollo
KPRS, 103.3, 100 KW @ 994	, Black	ABC, AURN, \$ 48.00 (Eastman)	
KQRC, 98.9, 100 KW @ 1056	, AOR	, \$ 53.00 (Christal)	Journal Co (LEAVENWORTH)
KUDL, 98.1, 100 KW @ 508	, AC	AP, \$ 51.00 (MMR)	Apollo
KXTR, 96.5, 99 KW @ 984	, Classical	UNISTR, \$ 42.00 (CMBS)	
KYYS, 102.1, 100 KW @ 1000	, AOR	Source, \$100.00 (Katz)	Great American

Miscellaneous: KBEQ A/F sold by Noble to EZ for \$7,650,000. . .

KNOXVILLE

Arbitron Rank/Pop (12+): 70/531,200
 MSA Rank/Pop: 85/624,000
 DMA # 65
 Average Person Ratings: 16.1
 Market TSL: 21.25 hours

Stations: 20/20
 Diaries: 1418/375:1/53.1%
 Sample Target: 1290
 % Below Line: 0.0
 % Not Listed: 14.2

1994 Revenue: \$18,000,000
 HH Inc.: \$30,879
 Retail \$: 6.7 Bil
 Pop per Station: 26,560
 #1 Biller: WIVK-F \$6,600,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WIVK-F (C)	241/28.3	24.8	30.9	21.9	25.8	26.5	369/4364	2509/47.2	46.9	47.9	G	WIVK-F
2. WJXB-F (SAC)	88/10.3	10.8	7.4	9.8	11.7	9.6	122/1761	1205/22.7	18.0	24.2	D	WJXB-F
3. WIMZ-F (ADR)	77/ 9.0	8.6	8.6	9.1	9.3	8.8	174/2132	1104/20.8	18.4	19.9	D	WIMZ-F
4. WOKI-F (C)	65/ 7.6	9.1	8.2	8.9	8.1	8.5	201/2845	1047/19.7	18.8	18.5	C	WOKI-F
5. WQBB-AF (ST)	48/ 5.6	5.3	3.3	5.5	5.5	4.9	50/590	557/10.5	7.6	10.1	B	WQVV-AF
6. WIVK (N/T)	43/ 5.0	5.8	5.1	5.7	4.5	5.4	46/763	628/11.8	11.1	10.8	C	WIVK
7. WMYU-F (AC)	42/ 4.9	7.6	8.4	7.3	6.7	7.1	62/1134	753/14.2	20.3	19.4	D	WMYU-F
8. WWST-F (CHR)	39/ 4.6	3.5	4.8	5.1	5.4	4.5	44/764	722/13.6	15.6	15.1	A	WWST-F
9. WJBZ-F (REL)	20/ 2.3	1.7	2.9	2.3	1.2	2.3	27/405	338/ 6.4	6.3	4.5	A	WJBZ-F
10. WNFZ-F (CHR)	14/ 1.6	1.8	1.4	1.2	---	1.5	16/437	419/ 7.9	5.3	---	A	WNFZ-F

12+ FM SHARE (METRO): 88.93% (651 of 732) (FAL 93: 86.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
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>>	1 WIVK-F>>>
WOKI-F	2 WIMZ-F>	2 WIMZ-F<	2 WIMZ-F<	2 WJXB-F<	2 WJXB-F	2 WJXB-F	2 WJXB-F>	2 WJXB-F	2 WOKI-F	2 WIMZ-F
3 WWST-F>	3 WJXB-F	3 WJXB-F>	3 WJXB-F>	3 WIMZ-F>	3 WQBB-AF	3 WIMZ-F>	3 WIVK	3 WIMZ-F	3 WIMZ-F	3 WJXB-F
4 WIMZ-F	4 WOKI-F	4 WOKI-F<	4 WMYU-F	4 WMYU-F	4 WIVK	4 WOKI-F	4 WIMZ-F	4 WOKI-F	4 WJXB-F	4 WOKI-F
WNFZ-F	5 WWST-F	5 WMYU-F	5 WOKI-F	WOKI-F	5	5 WMYU-F	5 WOKI-F<	5	5	5
6	6	6	6	6	6	6	6 WMYU-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 WJXB-F	1 WIVK-F	1 WIVK-F	1 WIVK-F>	1 WIVK-F>	1 WIVK-F	1 WIVK-F	1 WJXB-F	1 WIVK-F>>	1 WIVK-F>>>
2 WOKI-F	2 WJXB-F	2 WJXB-F	2 WJXB-F>	2 WJXB-F>	2 WIMZ-F	2 WIMZ-F>>	2 WIMZ-F	2 WIMZ-F>>	2 WIMZ-F>
WWST-F	3 WIMZ-F<	3 WIMZ-F	3 WOKI-F<	3 WMYU-F	3 WJXB-F	3	3 WOKI-F	3 WJXB-F	3 WJXB-F
4	4 WOKI-F	4	4 WIMZ-F	4 WOKI-F<	4	4	4	4 WIVK	4 WIVK
5	WWST-F	5	WMYU-F	5 WIMZ-F	5	5	5	5 WMYU-F	5 WOKI-F
6	6	6	6 WWST-F	6	6	6	6	WOKI-F	6 WMYU-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WDLY-F	105.5	GATLINBURG	0.7/2.6/ 9/ 181	WEZK, WJXB-F, WIMZ-F (South Central)	19.3%	23.2%	28.3%
WGAP	1400	MARYVILLE	0.8/2.1/ 7/ 110				
WGAP-F	95.7	MARYVILLE	0.4/3.3/ 10/ 237				
WKGH	1340	KNOXVILLE	0.6/1.2/ 5/ 66	WMYU-F, WWST-F (Jacor)	9.5%	10.1%	15.6%
WKXV	900	KNOXVILLE	0.7/1.4/ 6/ 81				
WNOX-F	99.1	LOUDON	0.5/2.7/ 5/ 176				
WRJZ	620	KNOXVILLE	1.3/4.9/ 14/ 308	WOKI-F, WNFZ-F (Local)	9.2%	7.9%	8.6%
WUTK	850	KNOXVILLE	0.7/2.9/ 6/ 196				
WXST-F	105.3	LOUDON	0.8/4.0/ 10/ 307		38.0%	41.2%	52.5%

KNOXVILLE

RADIO STATIONS

WIVK , 990, 10 KW (DA-1)	News/Talk	ABC, BRN, \$ 30.00	(Katz)	Dick
WKGN , 1340, 1 KW	Black	, \$ 19.00	(---)	
WEZK-F, 97.5, 100 KW @ 1138	Soft AC	UNISTR, \$ 60.00	(D & R)	South Central
WIMZ-F, 103.5, 100 KW @ 1722	AOR	Source, \$ 42.00	(D & R)	South Central
WIVK-F, 107.7, 91 KW @ 2053	Country	ABC, \$146.00	(Katz)	Dick
WJBZ-F, 96.3, 1.2 KW @ 479	Religion	, \$ 13.00	(---)	(SEYMOUR)
WMYU-F, 102.1, 15 KW @ 1978	AC	UNISTR, CNN, \$ 67.00	(Eastman)	Jacor
WNFZ-F, 94.3, 2.5 KW @ 515	CHR	, \$ NA	(Torbet)	WOKI owner (OAK RIDGE)
WOKI-F, 100.3, 100 KW @ 2001	Country	ABC, CBS, \$ 40.00	(D & R)	(OAK RIDGE)
WQBB-F, 104.5, 2 KW @ 394	Standards	UNISTR, CNN, \$ 17.00	(Roslin)	
WWST-F, 93.1, 2.4 KW @ 512	CHR	, \$ 20.00	(D & R)	Jacor (KARNS)

Miscellaneous: WKNF-F changes calls to WNFZ-F (July). . . WEZK-F changed calls to WJXB-F (Sep). . . WZEZ-AM changed back to WEZK (Sep). . .

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

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

LAFAYETTE, LA

Arbitron Rank/Pop (12+): 98/ 374,600

Stations: 31/23
Diaries: 1197/313:1/50.4%
Sample Target: 980
% Below Line: 13.4
% Not Listed: 9.9

1994 Revenue: \$7,600,000
HH Inc.: \$23,745
Retail \$: 2.6 Bil
Pop per Station: 16,287
#1 Biller: KTDY-F \$2,300,000

MSA Rank/Pop: 135/357,000

DMA # 116

Average Person Ratings: 19.4

Market TSL: 25.50 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KXKC-F (C)	98/13.5	10.4	8.7	13.8	4.4	----	98/1067	981/26.2	22.2	16.6	C	KXKC-F
2. KSMB-F (CHR)	58/ 8.0	8.6	13.1	7.6	14.0	----	75/1031	868/23.2	25.0	28.2	C	KSMB-F
3. KFXZ-F (B)	50/ 6.9	2.7	4.1	5.9	10.7	----	51/541	511/13.6	12.8	12.6	B	KFXZ-F
4. KMDL-F (C)	48/ 6.6	8.2	4.8	5.9	5.1	----	51/725	664/17.7	16.1	15.6	C	KMDL-F
KTDY-F (AC)	48/ 6.6	7.3	8.7	9.7	10.7	----	55/795	723/19.3	19.1	22.2	D	KTDY-F
6. KJCB (G/B)	47/ 6.5	4.3	4.6	5.5	7.0	----	48/521	448/12.0	10.7	10.7		KJCB
WYNK-F (C)	47/ 6.5	7.8	7.6	5.9	9.2	----	50/773	642/17.1	18.7	19.0		WYNK-F
8. KVOL-F (B/AC)	29/ 4.0	6.1	3.7	3.1	4.8	----	30/472	405/10.8	16.8	11.8		KVOL-F
9. KFTE-F (O)	24/ 3.3	1.2	2.8	---	---	----	24/305	302/ 8.1	2.4	4.4		KFTE-F
10. WTGE-F (AOR)	23/ 3.2	6.3	3.7	3.8	4.0	----	29/508	416/11.1	14.8	10.3		WTGE-F
11. KAJN-F (REL)	21/ 2.9	3.1	2.8	3.1	2.2	----	28/305	246/ 6.6	6.6	7.3		KAJN-F
12. KNEK-F (B)	18/ 2.5	4.7	3.9	2.1	2.9	----	24/293	249/ 6.6	10.5	10.2		KNEK-F
13. KPEL-F (N/T)	17/ 2.3	2.9	3.4	1.4	2.6	----	17/264	264/ 7.0	6.7	7.4	B	KPEL-F
14. KSIG-AF (ST)	15/ 2.1	2.2	5.5	---	---	----	19/278	246/ 6.6	4.3	NA		KSIG-AF
15.												

12+ FM SHARE (METRO): 84.56% (553 of 654) (FAL 93: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSMB-F>	1 KXKC-F>	1 KXKC-F>	1 KXKC-F>>	1 KXKC-F>>	1 KXKC-F	1 KXKC-F>	1 KXKC-F>	1 KXKC-F>	1 KFXZ-F<	1 KXKC-F>>
2 KFXZ-F	2 KSMB-F	2 KSMB-F	2 KTDY-F	2 KTDY-F	2 WYNK-F	2 KSMB-F	2 KTDY-F	2 KSMB-F	2 KXKC-F	2 WYNK-F
3 KXKC-F	3 KFXZ-F	3 KTDY-F<	3 KFXZ-F<	3 KFXZ-F<	3 KMDL-F	3 KTDY-F<	3 KMDL-F	3 KFXZ-F<	3 KSMB-F>	3 KTDY-F
4	4 KTDY-F	4 KFXZ-F	4 KSMB-F	4 KMDL-F	4 KJCB	4 KJCB	4 WYNK-F	4 KMDL-F	4 KMDL-F	4 KJCB
5	5 KMDL-F	5 KJCB	5 KMDL-F	KSMB-F	5	5 KMDL-F	5 KSMB-F	KTDY-F	5	5 KFXZ-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 KSMB-F	1 KXKC-F>	1 KXKC-F	1 KXKC-F>	1 KXKC-F>	1 KXKC-F	1 KXKC-F>	1 KXKC-F	1 KXKC-F>	1 KXKC-F>
2 KJCB	2 KSMB-F	2 KTDY-F	2 KTDY-F	2 KTDY-F	2 KSMB-F	2 KSMB-F	2 KFXZ-F	2 KSMB-F	2 KSMB-F
3	KTDY-F	3 KFXZ-F	3 KSMB-F	3 KVOL-F	3	KFXZ-F	3	3 KFXZ-F<	3 KFXZ-F
4	4 KFXZ-F	4	4 KFXZ-F	4 KMDL-F	4	4 WTGE-F	4	4 WTGE-F	4 KMDL-F
5	5 KFTE-F	5	5	5 KFXZ-F	5	5 KMDL-F	5	5 KMDL-F	5

NUMBER	PAID STATIONS	MEIPO SHARE	CUME /RTG	TSA /AQH	TSA /CUME	DUOPOLY REPORT	12+	25-54	REVENUE
1	KXKC-F	NEW IBERIA	0.5/2.0/	2/ 76		KPEL A/F, KTDY-F (Galloway)	9.6%	11.1%	NA
2	KSMB-F	PARM	1.5/7.7/	11/ 118					
3	KXKC-F	NEW IBERIA	1.2/4.2/	9/ 202		KVOL A/F, KOPA-F (Lynch)	7.0%	8.1%	NA
4	KFXZ-F	FRONIER	1.0/2.7/	9/ 156					
5	KJCB	NEW IBERIA	0.4/1.4/	3/ 54					
6	KTDY-F	PARM	0.7/3.7/	5/ 109					
7	KMDL-F	ACRODIA	1.0/3.9/	10/ 152		KMDL-F, KFTE-F (Lynch)	9.9%	10.4%	NA
8	KFXZ-F	FRONIER	1.7/5.4/	12/ 152					
9	KVOL-F	PARM	1.2/3.3/	9/ 147			26.5%	29.6%	NA
10	KJCB	NEW IBERIA	1.0/3.9/	10/ 152					
11	KTDY-F	PARM	1.1/4.1/	10/ 152					
12	KSMB-F	PARM	1.5/7.7/	11/ 118					
13	KFXZ-F	FRONIER	1.0/2.7/	9/ 156					
14	KMDL-F	ACRODIA	1.0/3.9/	10/ 152					
15	KJCB	NEW IBERIA	0.4/1.4/	3/ 54					

LAFAYETTE, LA

RADIO STATIONS

KJCB	,	770,	1 KW/500 W (DA-2),	Gospel/Black	AURN,	\$10.00	(K & P)	
KPEL	,	1420,	1 KW/750 W (DA-N),	Talk	MBS CBS,	\$ NA	(Christal)	Galloway
KAJN-F,		102.9,	95 KW @ 1499	, Religion/Gospel	USA CNN,	\$10.00	(---)	(CROWLEY)
KFXZ-F,		106.3,	1.3 KW @ 495	, Black	ABC,	\$15.00	(D & R)	Citywide (MAURICE)
KMDL-F,		97.3,	42 KW @ 535	, Country	AP,	\$22.00	(Banner)	(KAPLAN)
KNEK-F,		104.7,	3 KW @ 328	, Black	,	\$10.00	(---)	(WASHINGTON)
KPEL-F,		107.7,	6 KW @ 328	, Talk	MBS CBS,	\$16.00	(Christal)	Galloway (ERATH)
KSMB-F,		94.5,	100 KW @ 1079	, CHR	ABC Source,	\$25.00	(Banner)	
KTDY-F,		99.9,	100 KW @ 984	, AC	,	\$20.00	(Christal)	Galloway
KVOL-F,		105.9,	3.2 KW @ 433	, Black/AC	SMN,	\$14.00	(D & R)	(OPELOUSAS)
KXKC-F,		99.1,	100 KW @ 984	, Country	,	\$21.00	(Katz)	(NEW IBERIA)

WYNK, WTGE -- See Baton Rouge

Miscellaneous: Iberia County added to metro. . . Previous station shares may not be comparable . . . Lafayette was previously a condensed market. . .

LAKELAND

Arbitron Rank/Pop (12+): 106/366,000

Stations: 33/7
Diaries: 793/462:1/46.9%
Sample Target: 810
% Below Line: 46.3
% Not Listed: 16.6

1994 Revenue: \$ NA
HH Inc.: \$34,822
Retail \$: 3.6 Bil
Pop per Station: 52,286
#1 Biller: WPCV-F \$3,800,000

MSA Rank/Pop: NA

Tampa DMA

Average Person Ratings: 15.3

Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. WPCV-F (C)	118/21.1	20.8	17.5	21.2	21.6	----	128/1392	1221/33.4	31.3	20.7	WPCV-F
2. WEZY-F (SAC)	51/ 9.1	8.8	11.1	9.2	12.6	----	61/645	543/14.8	16.6	19.1	WEZY-F
3. WFLZ-F (CHR)	43/ 7.7	7.5	5.3	7.3	5.9	----	53/740	606/13.6	16.9	17.6	WFLZ-F
4. WWRM-F (SAC)	31/ 5.5	3.3	5.0	1.5	0.5	----	31/349	334/ 9.1	9.2	9.0	WWRM-F
5. WRBO-F (C)	19/ 3.4	2.8	3.4	2.6	1.6	----	19/369	358/ 9.8	8.4	8.2	WRBO-F
6. WOYK-F (C)	17/ 3.0	2.2	3.1	2.3	2.4	----	17/326	310/ 8.5	7.3	10.6	WOYK-F
7. WHPT-F (AOR-P)	16/ 2.9	3.5	1.5	3.2	3.3	----	17/260	225/ 6.1	7.8	5.1	WHPT-F
8. WOCL-F (O)	14/ 2.5	1.7	3.6	2.1	1.6	----	15/275	272/ 7.4	6.6	8.2	WOCL-F
9. WLKF (T)	13/ 2.3	2.2	4.1	3.2	1.6	----	13/224	224/ 6.1	5.9	7.3	WLKF
10. Wonn (ST)	12/ 2.1	2.5	4.6	3.4	3.7	----	12/170	170/ 4.6	5.2	6.7	Wonn

12+ FM SHARE (METRO): 86.07% (402 of 467) (FAL 93: 82.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
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>	1 WPCV-F>>>
2 WFLZ-F>	2 WFLZ-F>>	2 WFLZ-F	2 WWRM-F	2 WWRM-F	2 WEZY-F>	2 WEZY-F	2 WEZY-F	2 WFLZ-F	2 WFLZ-F>>	2
3 WRBO-F	3	3 WWRM-F	3 WFLZ-F	3 WFLZ-F	3	3 WFLZ-F	3 WWRM-F>	3 WEZY-F	3 WEZY-F	3
4 WXXL-F	4	4	4 WHPT-F	4 WHPT-F	4	4 WFLZ-F	4 WWRM-F	4 WWRM-F	4	4
5	5	5	5	5 WEZY-F	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 WPCV-F	1 WFLZ-F<	1 WFLZ-F	1 WPCV-F	1 WPCV-F>	1 WPCV-F	1 WPCV-F>	1 WPCV-F	1 WPCV-F>>	1 WPCV-F>>>
WFLZ-F	2 WPCV-F>	2 WPCV-F	2 WFLZ-F	2 WWRM-F	2 WFLZ-F	2 WFLZ-F>	2 WFLZ-F	2	2
3	3	3 WHPT-F	3 WWRM-F	3 WFLZ-F	3 WRBO-F	3	3 WHPT-F	3	3
4	4	4	4	4 WEZY-F	4	4	WSUN	4	4
5	5	5	5	5	5	5	5	5	5

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AOH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WHNP 1360 CYPRESS GARDENS	0.9/2.4/ 5/ 87			NONE AS OF FEBRUARY 1995			
WIPC 1280 LAKE MILES	0.5/1.9/ 3/ 71						
WWAB 1330 LAKELAND	1.1/1.7/ 6/ 63						

SEE ORLANDO OR TAMPA FOR MORE ABOUT THE FOLLOWING:

WOOF-F 1.4/ 4.1	WJRP-F 1.3/ 4.3	WSUN 1.4/ 2.1
WOBO 0.9/ 1.3	WMGF-F 1.1/ 3.5	WTKS-F 0.7/ 3.3
WOIZ-F 1.1/ 5.5	WMTX 0.2/ 0.3	WUSA-F 0.7/ 1.9
WFLA 0.5/ 1.2	WMTX-F 1.1/ 3.3	WWKA-F 1.3/ 3.8
WFNS 1.1/ 2.6	WOMX 0.2/ 0.1	WXIB-F 1.1/ 5.0
WHIO-F 1.6/ 5.4	WOMX-F 1.8/ 6.3	WXXL-F 2.1/ 6.9
WJMM-F 1.4/ 6.7	WOYK 0.4/ 2.0	

RADIO STATIONS

WLF 1350, 5 KW/1 KW (DA-2)	Talk	TALKNT ABC, \$ 17.00 (Banner)	Root
WNN 1250, 1 KW	Standards	\$ 15.00 (D & P)	Hall
WZL 94.1, 100 KW @ 130	Soft AC/EZ	\$ 45.00 (Banner)	Paxson
WZL 94.1, 100 KW @ 1016	Country	ABC, \$ 85.00 (D & P)	Hall

Other radio stations - See Orlando or Tampa

LANCASTER

Arbitron Rank/Pop (12+): 105/366,100

Stations: 26/7
Diaries: 782/468:1/59.4%
Sample Target: 810
% Below Line: 38.1
% Not Listed: 17.6

1994 Revenue: \$8,000,000
HH Inc.: \$39,654
Retail \$: 4.1 Bil
Pop per Station: 52,300
#1 Biller: WIOV-F \$3,100,000

MSA Rank/Pop: 107/450,000
DMA # 43 (w/Harrisburg & York)
Average Person Ratings: 17.1
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WIOV-F (C)	85/13.6	10.4	11.4	8.5	9.8	----	95/989	819/22.4	21.4	21.7	E	WIOV-F
2. WROZ-F (SAC)	66/10.6	10.4	8.7	7.8	8.1	----	110/1403	779/21.3	22.8	18.4	D	WROZ-F
3. WLAN-F (CHR)	53/ 8.5	7.0	5.1	5.7	6.0	----	60/1059	812/22.2	25.7	19.4	C	WLAN-F
4. WDAC-F (REL)	48/ 7.7	6.9	8.9	8.0	5.9	----	68/823	525/14.3	14.3	20.3	D	WDAC-F
5. WARM-F (AC)	39/ 6.2	6.9	10.8	9.1	12.8	----	95/1248	589/16.1	18.7	18.5		WARM-F
6. WRKZ-F (C)	36/ 5.8	7.0	6.1	8.5	5.0	----	86/1314	529/14.4	14.3	11.3		WRKZ-F
7. WRVV-F (AOR/AC)	24/ 3.8	4.2	4.5	4.9	7.1	----	58/934	480/13.1	11.2	12.9		WRVV-F
8. WHTF-F (AOR)	18/ 2.9	5.2	4.2	5.7	4.1	----	47/882	392/10.7	11.3	10.7		WHTF-F
9. WHP (FS)	17/ 2.7	2.9	2.9	0.8	2.2	----	35/547	302/ 8.2	6.3	7.2		WHP
10. WNZT (T)	16/ 2.6	---	0.9	---	---	----	16/130	117/ 3.2	---	1.8	A	WNZT

12+ FM SHARE (METRO): 87.38% (450 of 515) (FAL 93: 86.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAN-F	1 WLAN-F<	1 WLAN-F<	1 WROZ-F<	1 WROZ-F<	1 WIOV-F>	1 WIOV-F>	1 WIOV-F	1 WIOV-F	1 WDAC-F<	1 WIOV-F>
2 WIOV-F>	2 WROZ-F	2 WROZ-F<	2 WIOV-F	2 WIOV-F	2 WDAC-F<	2 WROZ-F<	2 WROZ-F>	2 WROZ-F<	2 WROZ-F	2 WDAC-F
3 WROZ-F>	3 WIOV-F	3 WIOV-F	3 WLAN-F	3 WLAN-F<	3 WROZ-F>	3 WDAC-F	3 WLAN-F	3 WLAN-F	3 WIOV-F	3 WLAN-F
4	4 WARM-F	4 WARM-F	4 WARM-F	4 WARM-F	4 WARM-F	4 WLAN-F	4 WARM-F	4 WDAC-F	4 WLAN-F	4 WRVV-F
5	5	5	5	5	5	5	5	5	5	5 WROZ-F
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 WLAN-F	1 WLAN-F<	1 WROZ-F	1 WROZ-F<	1 WROZ-F	1 WIOV-F	1 WLAN-F	1 WLAN-F	1 WIOV-F	1 WIOV-F<
2 WIOV-F	2 WROZ-F<	2 WIOV-F	2 WARM-F	2 WARM-F	2 WROZ-F	2 WROZ-F	2 WROZ-F	2 WLAN-F	2 WROZ-F
WARM-F	3 WIOV-F	3 WLAN-F	WLAN-F<	WIOV-F	WRKZ-F	3 WRVV-F	3 WHTF-F	3 WROZ-F<	3 WLAN-F
4	4 WARM-F	4	4 WIOV-F	4 WLAN-F	WIOV-F	4 WIOV-F	WRVV-F	4 WRVV-F	4 WRVV-F
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WLAN	1390	LANCASTER	0.5/2.0/	3/ 73	NONE AS OF FEBRUARY 1995			
WLPA	1490	LANCASTER	1.0/5.9/	6/ 215				
KYW	1060	PHILADELPHIA	0.5/3.8/	5/ 193				
WIOQ-F	102.1	PHILADELPHIA	0.5/2.5/	4/ 108				
WIYY-F	97.9	BALTIMORE	0.8/1.7/	11/ 185				
WMGK-F	102.9	PHILADELPHIA	0.5/2.0/	3/ 72				
WRFY-F	102.5	READING	1.8/6.7/	14/ 299				
WXCX-F	103.7	HAVRE DE GRACE, MD	0.5/2.0/	4/ 100				

SEE HARRISBURG OR YORK FOR MORE ABOUT THE FOLLOWING:

WCTX-F	2.2/5.1	WSBA	1.8/5.4
WHYL	1.4/2.0	WTPA-F	1.3/5.1
WNNK-F	0.8/3.4	WWKL-F	2.6/9.0
WQXA-F	1.0/5.2	WYCR-F	1.1/8.6

RADIO STATIONS

WLAN	1390,	5 KW/1 KW (DA-2)	, ??	CBS,	\$10.00 (D & R)
WLPA	1490,	1 KW	, Talk	MBS CNN,	\$11.00 (D & R)
WNZT	1580,	500 W (DAYS)	, News/Talk	, \$10.00 (Smith)	(COLUMBIA)
WDAC-F	94.5,	19 KW @ 810	, Religion	, \$50.00 (Savalli)	WDAC Inc.
WIOV-F	105.1,	50 KW @ 500	, Country	ABC,	\$74.00 (Banner) Brill (EPHRATA)
WLAN-F	96.9,	50 KW @ 500	, CHR	CBS,	\$39.00 (D & R)
WROZ-F	101.3,	7 KW @ 1289	, Soft AC/EZ	, \$61.00 (D & R)	Hall

Other ranked stations -- See Harrisburg and York

LANSING

Arbitron Rank/Pop (12+): 107/363,900

Stations: 19/15
Diaries: 1047/348:1/55.6%
Sample Target: 990
% Below Line: 7.0
% Not Listed: 19.0

1994 Revenue: \$14,000,000
HH Inc.: \$37,905
Retail \$: 4.2 Bil
Pop per Station: 24,260
#1 Biller: WITL-AF \$3,700,000

MSA Rank/Pop: 108/443,000

DMA # 107

Average Person Ratings: 15.8

Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WITL-AF (C)	98/17.1	17.9	16.5	15.8	16.6	16.8	173/2174	1172/32.2	31.3	29.1	E	WITL-AF
2. WJXQ-F (AOR)	52/ 9.1	8.9	8.6	9.6	6.9	9.1	109/1323	709/19.5	22.0	17.2	D	WJXQ-F
3. WFMK-F (AC)	37/ 6.4	8.1	8.6	6.4	7.1	7.4	53/850	632/17.4	19.4	17.9	D	WFMK-F
4. WVIC-F (CHR)	36/ 6.3	6.2	9.1	7.1	9.0	7.2	55/1221	821/22.6	27.0	25.9	C	WVIC-F
5. WIBM-F (O)	34/ 5.9	7.2	4.0	5.5	5.0	5.7	49/950	575/15.8	16.2	14.1	C	WIBM-F
WJIM-F (SAC)	34/ 5.9	3.6	5.0	6.2	5.5	5.2	42/714	562/15.4	15.1	16.5	C	WJIM-F
7. WQHH-F (B)	33/ 5.7	5.0	5.0	5.5	5.2	5.3	36/420	371/10.2	10.9	14.9	A	WQHH-F
8. WJR (FS)	27/ 4.7	4.0	3.3	5.0	5.0	4.3	54/807	389/10.7	10.1	12.8		WJR
9. WWDX-F (AOR-NR)	23/ 4.0	3.4	4.3	3.3	3.1	3.7	24/567	473/13.0	12.6	9.5	A	WWDX-F
10. WJIM (T)	22/ 3.8	4.1	3.0	4.5	4.0	3.9	23/414	389/10.7	8.5	9.8	B	WJIM
11. WMMQ-F (CL AOR)	20/ 3.5	4.5	4.1	2.6	3.6	3.7	22/542	371/10.2	10.9	11.8	A	WMMQ-F
12. WILS (ST)	15/ 2.6	1.7	2.0	1.5	0.5	2.0	17/207	155/ 4.3	4.5	1.2	A	WILS
13. WILS-F (C)	12/ 2.1	3.3	4.5	4.6	3.1	3.6	15/352	319/ 8.8	12.4	10.7	B	WILS-F
14.												
15.												

12+ FM SHARE (METRO): 83.44% (388 of 465) (FAL 93: 86.80%)

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

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WVFN	730	E. LANSING	0.9/3.4/ 5/ 125	WFMK-F, WJIM A/F (Liggett)	16.1%	18.7%	28.9%
WXLA	1180	DIMONDALE	0.7/1.0/ 4/ 45				
WBCT-F	93.7	GRAND RAPIDS	1.0/3.3/ 18/ 413	WVFN, WMMQ-F, WVIC-F (Goodrich)	10.7%	10.9%	14.9%
WODJ-F	107.3	GREENVILLE	0.7/2.7/ 13/ 218				
WOOD-F	105.7	GRAND RAPIDS	0.5/2.6/ 9/ 213	WIBM A/F, WJXQ-F (Patten)	15.0%	19.0%	21.8%
					41.8%	48.6%	66.6%

LANSING

RADIO STATIONS

WJIM	,	1240,	1 KW	,	Talk		NBC, \$14.00	(Eastman)	Liggett
WFMK-F,		99.1,	28 KW @ 600	,	AC		\$47.00	(Eastman)	Liggett
WIBM-F,		94.1,	40 KW @ 551	,	Oldies		\$28.00	(D & R)	WJXQ owner (JACKSON)
WILS-F,		101.7,	3.3 KW @ 289	,	Country		\$21.00	(D & R)	MacDonald
WITL-F,		100.7,	27 KW @ 643	,	Country		ABC, \$76.00	(Banner)	
WJIM-F,		97.5,	28 KW @ 440	,	Soft AC		\$27.00	(Eastman)	Liggett
WJXQ-F,		106.1,	50 KW @ 489	,	AOR		ABC, \$40.00	(D & R)	(JACKSON)
WMMQ-F,		92.7,	1.5 KW @ 466	,	Classic AOR		NBC, Source, \$24.00	(Katz)	Goodrich (CHARLOTTE)
WQHH-F,		96.5,	3 KW @ 328	,	Black		\$18.00	(---)	(DEWITT)
WVIC-F,		94.9,	49 KW @ 500	,	CHR		UNISTR, \$44.00	(Katz)	Goodrich
WWDX-F,		92.1,	4 KW @ 400	,	New Rock		\$19.00	(---)	(ST. JOHNS)

WJR - See Detroit

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

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

LAS VEGAS

Arbitron Rank/Pop (12+): 55/776,400

MSA Rank/Pop: 52/933,000

DMA # 74

Average Person Ratings: 15.8

Market TSL: 21.25 hours

Stations: 22/22
Diaries: 1652/470:1/50.3%
Sample Target: 1510
% Below Line: 0.0
% Not Listed: 14.4

1994 Revenue: \$32,000,000

HH Inc.: \$34,067

Retail \$: 8.2 Bil

Pop per Station: 35,291

#1 Biller: KWNR-F \$3,600,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KJUL-F (ST/EZ)	113/ 9.2	7.4	8.8	8.3	8.3	8.4	126/1303	1165/15.0	14.8	12.1	C	KJUL-F
2. KLUC-F (CHR)	107/ 8.7	9.1	8.7	7.8	9.6	8.6	110/1615	1538/19.8	22.4	21.9	E	KLUC-F
3. KWNR-F (C)	96/ 7.8	6.7	6.1	9.3	6.8	7.5	97/1323	1273/16.4	14.2	14.1	E	KWNR-F
4. KSNE-F (SAC)	95/ 7.8	7.6	5.6	5.3	5.3	6.6	97/1329	1313/16.9	15.3	12.7	D	KSNE-F
5. KEDG-F (AOR-NR)	81/ 6.6	4.9	5.6	4.1	6.1	5.3	82/1102	1059/13.6	13.9	15.1	C	KEDG-F
6. KFMS-F (C)	69/ 5.6	5.8	5.6	5.6	6.0	5.7	70/915	908/11.7	11.6	13.6	E	KFMS-F
7. KMZQ-F (AC)	62/ 5.1	5.4	5.9	7.4	6.9	6.0	63/979	962/12.4	15.3	15.8	E	KMZQ-F
8. KOMP-F (AOR)	54/ 4.4	5.4	5.4	6.2	4.8	5.4	57/854	827/10.7	12.1	10.3	E	KOMP-F
9. KXTZ-F (U/AC)	50/ 4.1	4.7	5.4	5.2	3.5	4.9	50/955	955/12.3	14.2	9.1	C	KXTZ-F
10. KFBI-F (AOR)	48/ 3.9	4.3	4.0	3.9	4.2	4.0	50/896	869/11.2	13.1	9.9	D	KFBI-F
11. KKLZ-F (CL AOR)	42/ 3.4	5.2	4.4	4.1	3.2	4.3	42/856	840/10.8	12.8	10.5	D	KKLZ-F
12. KDWN (T)	31/ 2.5	4.0	4.2	3.4	4.7	3.5	34/610	546/ 7.0	8.7	8.2	B	KDWN
13. KDOL (SP)	29/ 2.4	3.0	2.4	1.9	1.0	2.4	29/274	271/ 3.5	3.4	1.5	B	KDOL
14. KXPT-F (AC/AOR)	29/ 2.4	2.4	2.4	2.1	1.7	2.3	29/541	523/ 6.7	6.3	6.3	B	KXPT-F
15. KORK (ST)	24/ 2.0	2.0	1.7	2.2	1.7	2.0	24/298	298/ 3.8	3.4	3.6	B	KORK
16. KEYV-F (C)	24/ 2.0	2.4	2.8	3.7	4.2	2.7	30/619	547/ 7.0	8.1	9.1	B	KEYV-F
17. KRRI-F (O)	21/ 1.7	2.4	3.1	2.0	2.2	2.3	23/611	598/ 7.7	9.4	6.7	B	KRRI-F
18. KNUU (N/T)	18/ 1.5	2.0	2.0	1.6	1.3	1.8	18/362	362/ 4.7	5.4	5.7	B	KNUU
19. KRBO-F (?)	17/ 1.4	1.4	1.9	0.3	0.4	1.3	17/531	519/ 6.7	5.1	2.0	A	KRBO-F
20. KVEG (SPRTS)	16/ 1.3	0.5	0.7	0.9	0.9	0.9	15/274	274/ 3.5	2.3	3.1	A	KVEG

12+ FM SHARE (METRO): 86.64% (908 of 1048) (FAL 93: 85.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-F>>	1 KLUC-F	1 KLUC-F<	1 KSNE-F	1 KSNE-F	1 KJUL-F>	1 KJUL-F<	1 KJUL-F<	1 KLUC-F	1 KLUC-F>	1 KLUC-F<
2 KEDG-F>	2 KEDG-F	2 KSNE-F<	2 KWNR-F	2 KWNR-F	2 KSNE-F<	2 KWNR-F	2 KWNR-F	2 KJUL-F	2 KEDG-F>	2 KDWN <
3	3 KOMP-F>	3 KEDG-F<	3 KMZQ-F	3 KMZO-F	3 KWNR-F>	3 KSNE-F	3 KSNE-F	3 KWNR-F	3 KJUL-F<	3 KJUL-F>
4	4 KSNE-F<	4 KWNR-F	4 KLUC-F	4 KFMS-F	4	4 KLUC-F	4 KFMS-F	4 KSNE-F<	4 KSNE-F	4 KSNE-F
5	5 KWNR-F	5 KMZQ-F<	5 KFBI-F	5 KLUC-F<	5	5 KFBI-F	5 KLUC-F	5 KEDG-F	5 KXTZ-F	5 KXTZ-F
6	6 KMZQ-F	6 KOMP-F	6 KOMP-F<	6 KFBI-F	6	6 KFMS-F	6 KMZQ-F	6 KFMS-F	6	6 KFBI-F
7	7 KDOL-F	7 KFBI-F	7 KEDG-F	7 KKLZ-F	7	7	7 KEDG-F	7 KMZQ-F	7	7 KFMS-F
8	8	8	KKLZ-F	KOMP-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 KLUC-F	1 KLUC-F>	1 KSNE-F	1 KSNE-F	1 KSNE-F>	1 KEDG-F	1 KOMP-F<	1 KLUC-F	1 KEDG-F<	1 KOMP-F
2 KEDG-F	2 KSNE-F	2 KLUC-F	2 KLUC-F	2 KWNR-F>	KLUC-F	2 KEDG-F<	2 KEDG-F	2 KOMP-F	2 KFBI-F
3 KSNE-F	KEDG-F	3 KWNR-F	3 KWNR-F	3 KXTZ-F	3 KOMP-F	3 KLUC-F>	3 KFBI-F	3 KLUC-F	KSNE-F<
4 KDOL-F	4 KWNR-F	4 KXTZ-F	4 KMZO-F	KMZQ-F<	4	4 KKLZ-F	4 KSNE-F	4 KFBI-F	4 KKLZ-F
5	5 KMZQ-F	5 KMZQ-F	5 KEDG-F	5 KLUC-F<	5	5 KFBI-F	KFMS-F	5 KKLZ-F	KEDG-F
6	6 KDOL-F	6 KEDG-F	6 KXTZ-F	6 KFMS-F	6	6	6	6 KWNR-F<	6 KMZQ-F
7	7 KXTZ-F	7	7	7	7	7	7	7 KSNE-F	7 KWNR-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KENO	1460 LAS VEGAS	0.8/3.7/ 10/	296	KENO, KOMP-F, KORK, KXPT-F (Lotus)	9.6%	9.7%	13.4%
KLAV	1230 LAS VEGAS	1.0/2.8/ 12/	219	KFMS A/F, KSNE-F (Regent)	13.4%	16.5%	16.9%
					23.0%	26.2%	30.3%

LAS VEGAS

RADIO STATIONS

AM STATIONS

KDOL,	1280,	5 KW/500 W	, Hispanic	, \$16.00	(Lotus)	
KDWN,	720,	50 KW (DA-N)	, Talk	, \$22.00	(Roslin)	
KENO,	1460,	5 KW/1 KW (DA-2)	, News	UNISTR, \$13.00	(Christal)	Lotus
KNUU,	970,	5 KW/500 W (DA-2)	, News/Talk	CBS, \$17.00	(---)	
KORK,	920,	5 KW/500 W (DA-2)	, Standards	ABC, \$15.00	(Christal)	Lotus

FM STATIONS

KEDG,	103.5,	100 KW @ 1210	, New Rock	, \$33.00	(Torbet)	
KEYV,	93.1,	25 KW @ 3726	, Country	, \$22.00	(Katz)	KFMS owner
KFBI,	107.5,	25 KW @ 3677	, AOR/Classic	, \$43.00	(Mc-Guild)	Americom (PAHRUMP)
KFMS,	101.9,	100 KW @ 1181	, Country	, \$71.00	(Katz)	Regent
KJUL,	104.3,	25 KW @ 3726	, Standards/EZ	UNISTR, CNN, \$22.00	(K & P)	
KKLZ,	96.3,	100 KW @ 1174	, Classic AOR	, \$45.00	(D & R)	Pourtales
KLUC,	98.5,	100 KW @ 1181	, CHR	AP, \$64.00	(Mc-Guild)	Nationwide
KMZO,	100.5,	100 KW @ 1105	, AC	, \$54.00	(Eastman)	Commonwealth (HENDERSON)
KOMP,	92.3,	100 KW @ 1519	, AOR	, \$42.00	(Christal)	Lotus
KSNE,	106.5,	100 KW @ 1155	, Soft AC	, \$40.00	(---)	Regent
KRR1,	105.5,	3.7 KW @ 1476	, Oldies	NBC, \$21.00	(---)	(BOULDER CITY)
KWNR,	95.5,	100 KW @ 1161	, Country	UNISTR, \$44.00	(Banner)	(HENDERSON)
KXPT,	97.1,	100 KW @ 1919	, AC/AOR	, \$28.00	(Christal)	Lotus
KXTZ,	94.1,	100 KW @ 1210	, Urban/AC	, \$34.00	(D & R)	Parker (HENDERSON)

Miscellaneous: KRLV-F changed calls to KSNE (Aug). . . KMTW, KKLZ-F sold to Max for \$4,600,000. . .

LEXINGTON

Arbitron Rank/Pop (12+): 104/366,200

Stations: 19/17
Diaries: 1024/358:1/54.1%
Sample Target: 970
% Below Line: 1.4
% Not Listed: 16.3

1994 Revenue: 315,900,000
HH Inc.: 353,768
Retail %: 4.2 Bill
Pop per Station: 21,541
#1 Biller: WVLC-F 33,900,000

MSA Rank/Pop: 115/436,000
DMA # 67
Average Person Ratings: 14.1
Market TSL: 19.00 hours

12+ METRO	1/4/SHARE	SPG		FAL		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 94	FAL 93	Revenue Level	
		94	93	93	92			94	93				
1. WVLC-F (C)	111/21.6	23.0	22.8	19.2	22.7	----	251/3071	1453/39.7	38.7	37.1	E		WVLC-F
2. WKQO-F (ADR)	55/10.7	13.7	12.1	12.8	13.5	----	121/1701	935/25.5	27.5	26.2	E		WKQO-F
3. WMXL-F (AC)	48/ 9.3	9.2	7.4	9.9	7.7	----	78/1413	856/23.4	24.2	22.9	D		WMXL-F
4. WWYC-F (C)	34/ 6.6	6.2	5.7	5.9	2.1	----	49/1010	699/19.1	19.9	15.6	C		WWYC-F
5. WGKS-F (AC)	31/ 6.0	5.5	5.7	5.9	5.4	----	39/877	674/18.4	15.0	18.0	B		WGKS-F
6. WVLC (FS)	29/ 5.6	6.4	8.0	7.0	9.0	----	34/674	546/14.9	14.6	18.7	C		WVLC
7. WTKT-F (O)	28/ 5.4	3.7	6.4	4.4	5.4	----	32/588	501/13.7	11.7	16.6	C		WTKT-F
8. WNVL (B)	23/ 4.5	0.5	---	---	---	----	23/260	260/ 7.1	1.5	---	A		WNVL
9. WLRO-F (O-70's)	21/ 4.1	7.1	7.2	10.1	9.0	----	24/697	569/15.5	16.7	15.6	B		WLRO-F
10. WLXG (T)	20/ 3.9	3.0	2.7	4.0	3.5	----	23/319	268/ 7.3	6.9	9.6	A		WLXG

12+ FM SHARE (METRO): 78.19% (337 of 431) (FAL 93: 81.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
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-F>>	1 WVLC-F>>	1 WVLC-F>>
2 WWYC-F	2 WKQO-F>	2 WKQO-F	2 WKQO-F	2 WKQO-F	2 WVLC	2 WKQO-F	2 WKQO-F	2 WKQO-F	2 WNVL	2 WWYC-F
WMXL-F	3 WMXL-F>	3 WMXL-F>	3 WMXL-F>	3 WMXL-F	3 WTKT-F	3 WMXL-F	3 WMXL-F>	3 WMXL-F	3 WMXL-F	3 WKQO-F
4 WNVL	4 WGKS-F	4 WGKS-F	4 WTKT-F<	4 WTKT-F	4 WLXG	4 WVLC	4 WLXG	4 WWYC-F	4 WWYC-F	4 WGKS-F
5	WWYC-F	5 WWYC-F	5 WGKS-F	5 WGKS-F<	5	5	5	5	5 WKQO-F	5
6	6	6	6	6 WWYC-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 WMXL-F	1 WMXL-F<	1 WKQO-F	1 WVLC-F<	1 WVLC-F	1 WKQO-F	1 WVLC-F<	1 WVLC-F	1 WVLC-F>	1 WVLC-F>>
2 WKQO-F	2 WVLC-F	WMXL-F	2 WMXL-F	2 WMXL-F>	WVLC-F	2 WKQO-F>>	2 WKQO-F	2 WKQO-F>>	2 WKQO-F>
WMXL-F	WKQO-F>	WVLC-F	3 WKQO-F>	3 WKQO-F	3 WMXL-F	3 WMXL-F	3	3	3 WTKT-F
4	4 WGKS-F	4	4 WGKS-F	4 WGKS-F	4	4 WWYC-F	4	4	4 WLXG
5	5 WNVL	5	5 WWYC-F	WTKT-F	5	5	5	5	5
6	WWYC-F	6	6	WWYC	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WBBE	1580	GEORGETOWN	1.0/3.0/ 7/ 115	WLAP, WMXL-F, WWYC-F (Trumper)	16.5%	16.1%	24.5%
WCGW	770	NICHOLASVILLE	1.0/1.7/ 5/ 119				
WEKY	1340	RICHMOND	0.4/1.8/ 2/ 66				
WJMM-F	106.3	VERSAILLES	1.0/4.0/ 6/ 168	WBBE, WTKT-F, WKQO-F (Village)	17.1%	20.1%	29.6%
WKXO-F	106.7	BEREA	0.4/1.1/ 2/ 53				
WLAP	630	LEXINGTON	0.6/4.3/ 3/ 195		33.6%	36.2%	54.1%
WMCQ-F	101.7	RICHMOND	0.4/1.7/ 4/ 71				
WHAS	840	LOUISVILLE	1.0/4.4/ 38/ 652				
WLW	700	CINCINNATI	0.4/2.1/ 13/ 260				

LEXINGTON

RADIO STATIONS

WBBE	,	1580,	10 KW/44 W	,	Standards	SMN,	\$12.00	(Eastman)	Village	
WCGW	,	770,	1 KW (DAYS)	,	Gospel	,	\$11.00	(---)		(NICHOLAS.)
WLAP	,	630,	5 KW/1 KW (DA-2)	,	News/Talk	UNISTR	BRN,	\$12.00	(D & R)	Trumper
WLXG	,	1300,	2.5 KW/1 KW (DA-N)	,	Talk	NBC	ABC,	\$14.00	(Banner)	
WNVL	,	1250,	500 W (DAYS)	,	Black	ABC,	\$10.00	(Regional)		(NICHOLASVILLE)
WVLK	,	590,	5 KW/1 KW (DA-2)	,	Full Service	ABC,	\$38.00	(Katz)		
WLRO-F,		102.5,	2 KW @ 400	,	Oldies-70's	UNISTR,	ABC,	\$26.00	(Torbet)	(NICHOLASVILLE)
WGKS-F,		96.9,	41 KW @ 548	,	AC	UNISTR,	\$25.00	(Banner)	L.M.	(PARIS)
WJMM-F,		106.3,	3 KW @ 298	,	Religion	USA,	\$15.00	(---)	Mortenson	(VERSAILLES)
WKQQ-F,		98.1,	100 KW @ 561	,	AOR	,	\$61.00	(Christal)	Village	
WMXL-F,		94.5,	100 KW @ 640	,	AC	,	\$54.00	(D & R)	Trumper	
WTKT-F,		103.3,	6 KW @ 298	,	Oldies	,	\$21.00	(Eastman)	Village	(GEORGETOWN)
WVLK-F,		92.9,	100 KW @ 850	,	Country	,	\$75.00	(Katz)		
WWYC-F,		100.1,	32 KW @ 492	,	Country	,	\$20.00	(D & R)	Trumper	(WINCHESTER)

Miscellaneous: WCKU-F changes to WLRO-F and format from Black to Oldies-70's (Dec). . . WNVL picked up the Black format. . .

LINCOLN

Arbitron Rank/Pop (12+): 172/186,900
 MSA Rank/Pop: 185/226,000
 DMA # 108 (w/Central NE)
 Average Person Ratings: 15.5
 Market TSL: 20.25 hours

Stations: 19/11
 Diaries: 736/254:1/60.2%
 Sample Target: 705
 % Below Line: 17.2
 % Not Listed: 18.3

1994 Revenue: \$9,800,000
 HH Inc.: \$36,756
 Retail \$: 2.1 Bil
 Pop per Station: 16,991
 #1 Biller: KZKX-F \$2,200,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KFOR (FS)	28/ 9.7	8.3	10.4	12.1	10.9	----	29/468	416/22.3	20.4	22.6	C	KFOR
2. KZKX-F (C)	24/ 8.3	9.3	13.4	15.8	10.5	----	45/634	389/20.8	27.3	24.0	D	KZKX-F
3. KLIN (T)	20/ 6.9	4.0	5.9	6.7	5.4	----	21/454	409/21.9	12.5	20.6	B	KLIN
4. KFRX-F (CHR)	19/ 6.6	10.0	9.1	6.7	7.7	----	22/524	408/21.8	24.5	25.0	C	KFRX-F
KTGL-F (AOR/CL)	19/ 6.6	7.7	5.5	9.4	8.9	----	35/585	363/19.4	19.7	16.6	C	KTGL-F
6. KKNB-F (AOR-NR)	15/ 5.2	5.0	2.6	5.1	3.8	----	16/336	243/13.0	14.7	13.1	A	KKNB-F
KIBZ-F (AOR)	15/ 5.2	6.7	8.8	7.4	5.1	----	22/295	250/13.4	12.9	14.0	B	KIBZ-F
KMEM (ST)	15/ 5.2	4.0	5.2	---	---	----	17/220	192/10.3	8.3	9.0	A	KMEM
KYNN-F (C)	15/ 5.2	4.3	3.3	3.4	4.2	----	46/569	251/13.4	14.1	12.0		KYNN-F
10. KEZG-F (SAC)	14/ 4.8	8.3	5.5	3.7	8.3	----	18/339	260/13.9	14.6	12.9	A	KEZG-F
11. KFAB (FS)	10/ 3.4	2.3	3.3	2.0	3.5	----	39/829	340/18.2	9.0	15.5		KFAB
KLDZ-F (O)	10/ 3.4	3.7	2.9	3.4	3.5	----	13/297	215/11.5	14.6	11.0	A	KLDZ-F
13. KFGE-F (C)	8/ 2.8	4.0	3.3	4.7	2.6	----	8/220	219/11.7	15.6	13.0	A	KFGE-F
14.												
15.												

12+ FM SHARE (METRO): 68.35% (162 of 237) (FAL 93: 70.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFRX-F>>>1	KIBZ-F	1 KTGL-F	1 KTGL-F<	1 KZKX-F	1 KFOR >	1 KFOR >	1 KZKX-F	1 KZKX-F<	1 KFRX-F>	1 KMEM
2 KTGL-F	KYNN-F	KZKX-F	2 KZKX-F	2 KTGL-F<	2 KLIN <	2 KZKX-F	2 KLIN	2 KTGL-F<	2 KIBZ-F	KTGL-F
3	3 KKNB-F	3 KIBZ-F	3 KLIN	3 KLIN-F	3 KMEM	3 KTGL-F	3 KEZG-F	3 KFOR	3 KKNB-F	KZKX-F
4	4 KTGL-F	KKNB-F	KEZG-F	4 KFOR	4 KZKX-F	4 KFRX-F	KFOR	4 KFRX-F	KTGL-F	KYNN-F
5	KZKX-F	5	5 KFRX-F	5 KEZG-F	5	5	5	5	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 KFRX-F	1 KZKX-F	1 KEZG-F	1 KZKX-F	1 KZKX-F>	1 KIBZ-F	1 KIBZ-F	1 KTGL-F	1 KTGL-F	1 KTGL-F
KKNB-F	KKNB-F	KKNB-F	2 KFRX-F	2 KEZG-F	2 KYNN-F	2 KTGL-F	2 KEZG-F	2 KIBZ-F	2 KLIN
KZKX-F	3 KYNN-F	KZKX-F	3 KEZG-F	KFOR	3 KKNB-F	KYNN-F	KFOR	3 KKNB-F	3 KZKX-F
4	KEZG-F	4	4 KKNB-F	KFRX-F	4	4 KKNB-F	KFRX-F	KLIN	4 KFOR
5	5 KFRX-F	5	KYNN-F	5 KLIN	5	5	KZKX-F	KYNN-F	5

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KEFM-F	96.1 OMAHA	2.8/11.2/12/	313	KZKX-F, KTGL-F	14.9%	18.0%	35.7%
KESY-F	104.5 OMAHA	1.0/ 2.4/16/	89	(Pourtales)			
KEZO-F	92.3 OMAHA	1.7/ 6.5/ 7/	197				
KKAR	1290 OMAHA	0.3/ 1.7/ 3/	72	KHAT, KIBZ-F, KKNB-F	10.4%	8.4%	10.2%
KOKQ-F	98.5 COUNCIL BLUFF	2.4/11.1/11/	304	(Local)			
WOW	590 OMAHA	0.3/ 2.4/ 8/	184	KLIN, KEZG-F, KFGE-F	14.5%	17.4%	17.3%
				(Local)			
RADIO STATIONS					39.8%	43.8%	63.2%

KFOR , 1240, 1 KW , Full Service ABC, \$40.00 (Katz) May
 KLIN , 1400, 1 KW , Talk CHN CBS, \$19.00 (---)
 KMEM , 1480, 5 KW/1 KW (DA-2), Standards UNISTR, \$15.00 (Banner) Ray Lamb

KEZG-F, 107.3, 100 KW @ 548 , Soft AC/EZ UNISTR CBS, \$18.00 (---) KLIN owner (D)
 KFGE-F, 105.3, 3 KW @ 328 , Country , \$13.00 (---) KLIN owner (D)
 KFRX-F, 102.7, 100 KW @ 430 , CHR , \$24.00 (Katz) May
 KIBZ-F, 106.3, 3 KW @ 213 , AOR , \$20.00 (Roslin) KKNB owner (D)
 KKNB-F, 104.1, 31 KW @ 613 , AOR-NR , \$14.00 (Roslin) (CRETE)

KLDZ-F, 95.1, 50 KW @ 286 , Oldies ABC, \$16.00 (Christal)
 KTGL-F, 92.9, 100 KW @ 810 , AOR - Classic , \$26.00 (Christal) Pourtales (BEATRICE)
 KYNN-F, 101.9, 100 KW @ 1132 , Country , \$22.00 (Banner) Midwest Comm.
 KZKX-F, 96.9, 100 KW @ 581 , Country , \$47.00 (Christal) Pourtales (SEWARD)

KFAB -- see Omaha

LITTLE ROCK

Arbitron Rank/Pop (12+): 80/447,200
 MSA Rank/Pop: 94/544,000
 DMA # 58
 Average Person Ratings: 16.1
 Market TSL: 20.00 hours

Stations: 24/22
 Diaries: 1140/392:1/51.8%
 Sample Target: 1185
 % Below Line: 1.6
 % Not Listed: 11.0

1994 Revenue: \$16,300,000
 HH Inc.: \$33,434
 Retail \$: 5.0 Bil
 Pop per Station: 20,327
 #1 Biller: KSSN-F \$4,200,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KSSN-F (C)	103/15.3	10.9	16.9	19.9	14.6	15.8	188/2783	1347/30.1	32.1	34.3	F	KSSN-F
2. KIPR-F (B)	78/11.6	11.7	11.4	9.9	9.8	11.2	163/1361	699/15.6	16.0	15.6	C	KIPR-F
3. KURB-F (AC)	55/ 8.2	7.7	7.4	7.1	6.9	7.6	101/1667	987/22.1	19.6	18.9	C	KURB-F
4. KMJX-F (AOR)	48/ 7.1	7.1	5.4	6.0	6.6	6.4	105/1102	640/14.3	14.3	15.3	C	KMJX-F
5. KDDK-F (C)	46/ 6.8	7.4	8.0	7.2	7.8	7.4	77/1463	810/18.1	19.0	20.8	D	KDDK-F
6. KARN (N/T)	42/ 6.2	8.8	8.0	9.2	7.7	8.1	50/875	711/15.9	15.5	18.2	C	KARN
7. KKPT-F (O-70's)	31/ 4.6	4.9	4.0	3.4	4.8	4.2	50/975	625/14.0	11.8	12.6	A	KKPT-F
8. KOLL-F (O)	27/ 4.0	4.9	4.5	5.0	5.6	4.6	65/1126	598/13.4	12.6	15.6	C	KOLL-F
9. KKYK-F (AOR)	24/ 3.6	5.0	4.5	3.1	5.0	4.1	56/1138	539/12.1	12.9	13.4	B	KKYK-F
KEZQ-F (SAC)	24/ 3.6	3.4	1.7	2.8	3.8	2.9	29/617	456/10.2	5.8	9.6	A	KEZQ-F
11. KMVK-F (C)	16/ 2.4	3.2	3.8	3.6	1.5	3.3	23/506	346/ 7.7	8.4	7.0	A	KMVK-F
12. KMZX-F (B)	14/ 2.1	1.8	2.0	0.9	2.3	1.7	16/282	242/ 5.4	3.5	5.0	A	KMZX-F
KYFX-F (J)	14/ 2.1	2.8	2.5	1.1	0.9	2.1	14/282	270/ 6.0	5.7	4.8	A	KYFX-F
14. KYTN-F (REL)	12/ 1.8	1.3	0.9	2.2	0.8	1.6	13/280	210/ 4.7	5.0	5.2	A	KYTN-F
15. KDRE-F (AOR)	11/ 1.6	---	---	---	---	---	11/223	208/ 4.7	---	---	A	KDRE-F
16. KLRG (G)	10/ 1.5	1.5	1.2	1.4	1.7	1.4	10/181	166/ 3.7	3.9	4.1	A	KLRG
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 87.17% (523 of 600) (FAL 93: 82.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIPR-F>>>1	KIPR-F	1 KIPR-F<	1 KSSN-F	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>	1 KIPR-F>>	1 KIPR-F
2 KKYK-F	2 KMJX-F>	2 KSSN-F	2 KURB-F<	2 KURB-F<	2 KARN	2 KIPR-F<	2 KIPR-F	2 KIPR-F	2 KSSN-F	2 KSSN-F>
KURB-F	3 KSSN-F>	3 KMJX-F	3 KIPR-F	3 KIPR-F	3 KURB-F	3 KURB-F	KARN <	3 KURB-F	KDDK-F	3 KCON
4	4 KURB-F	4 KURB-F>	4 KMJX-F	4 KMJX-F	4 KDDK-F	4 KMJX-F	4 KURB-F	4 KDDK-F	4 KMJX-F	4 KDDK-F
5	5 KDDK-F	5 KDDK-F<	5 KKPT-F	5 KDDK-F	5	5 KARN	5 KMJX-F	5 KMJX-F	5	5 KMJX-F
6	KKYK-F	6 KKPT-F	6 KDDK-F	6 KKPT-F	6	6 KDDK-F	6 KDDK-F	6	6	6
7	7	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 KIPR-F	1 KIPR-F>	1 KIPR-F	1 KURB-F<	1 KSSN-F<	1 KIPR-F	1 KMJX-F	1 KMJX-F	1 KMJX-F	1 KSSN-F>
2 KMJX-F	2 KSSN-F	2 KSSN-F	2 KIPR-F	2 KURB-F	2 KMJX-F	2 KIPR-F>	2 KSSN-F	2 KSSN-F	2 KMJX-F
KURB-F	3 KURB-F	3 KKPT-F	3 KSSN-F>	3 KIPR-F	3 KYKY-F	3 KSSN-F	3 KIPR-F	KIPR-F>	3 KIPR-F
4	4 KMJX-F	KURB-F	4 KDDK-F	4 KDDK-F	4	4 KKYK-F>	4	4 KKPT-F	4 KARN
5	5 KDDK-F	5	5 KMJX-F	5 KEZQ-F	5	5	5	5 KARN	KURB-F
6	6	6	6 KEZQ-F	6 KKPT-F	6	6	6	KURB-F	6 KKYK-F

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KCON	1230	CONWAY	0.4/1.3/ 3/ 74	KSYG, KKPT-F, KKYK-F (Signal)	9.2%	8.9%	7.4%
KGHT	880	SHERIDAN	1.0/1.8/ 12/ 126				
KITA	1440	LITTLE ROCK	1.2/3.4/ 8/ 150				
KLPQ-FF	102.5	CABOT	1.3/5.5/ 10/ 291	KURB A/F, KEZQ-F (GHB)	11.8%	14.7%	14.3%
KSYG	1010	LITTLE ROCK	1.0/4.3/ 11/ 284				
KFFB-F	106.1	FAIRFIELD	0.9/1.1/ 25/ 219	KSSN-F, KMVK-F (Southern Skies)	17.7%	16.3%	28.2%
KLAZ-F	105.9	HOT SPRINGS	0.7/3.8/ 20/ 399		38.7%	39.9%	49.9%

LITTLE ROCK

RADIO STATIONS

KARN, 920, 5 KW (DA-2)	, News/Talk	CBS, \$ 31.00 (Katz)	
KAAV, 1090, 50 KW (DA-1)	, Religion	, \$ 17.00 (---)	Bearley
KSYG, 1010, 10 KW/5 KW (DA-N)	, News	IBN, NBC, \$ 16.00 (Christal)	Signal
KGIT, 880, 50 KW/1 KW (DA-N)	, Standards	SMN, \$ 15.00 (---)	(SHERIDAN)
KLRG, 1150, 5 KW/1 KW (DA-N)	, Gospel	MBS, \$ 14.00 (K & P)	
KDDK-F, 100.3, 44 KW @ 1368,	Country	, \$ 46.00 (Mc-Guild)	(JACKSONVILLE)
KEZQ-F, 102.9, 50 KW @ 492,	Soft AC	, \$ 23.00 (D & R)	GHB (SHERIDAN)
KKPT-F, 94.1, 100 KW @ 771,	Oldies - 70's	, \$ 30.00 (Christal)	Signal
KIPR-F, 92.3, 100 KW @ 938,	Black	ABC, \$ 32.00 (Katz)	(PINE BLUFF)
KKYK-F, 103.7, 100 KW @ 1509,	AOR/CHR	, \$ 23.00 (Banner)	Signal
KLPQ-F, 102.1, 3 KW @ 328,	AOR/Classic	, \$ 16.00 (---)	(CABOT)
KMJX-F, 105.1, 79 KW @ 1053,	AOR	ABC, \$ 50.00 (D & R)	(CONWAY)
KMVK-F, 106.7, 16 KW @ 866,	Country	, \$ 20.00 (Katz)	South. Skies (BENTON)
KMZK-F, 106.3, 3 KW @ 289,	Black	SMN, \$ 16.00 (K & P)	Willis (LONOKE)
KOLL-F, 94.9, 96 KW @ 1843,	Oldies	UNISTR, \$ 29.00 (---)	Multimarket (MAUMELLE)
KSSN-F, 95.7, 92 KW @ 1663,	Country	ABC, \$ 95.00 (Katz)	South. Skies
KURB-F, 98.5, 99 KW @ 879,	AC	, \$ 34.00 (D & R)	GHB
KYFX-F, 99.5, 3 KW @ 312,	Jazz	, \$ 15.00 (---)	

Miscellaneous: KHLT-F changes to KKPT-F and format from AC to Oldies - 70's (July). . . KOLL-F (Maumelle) sold by Southern Starr to Multimarket for \$1,800,000 (E). . .

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,656,900

MSA Rank/Pop: 2/12,500,000

Average Person Ratings: 17.7

Market TSL: 23.25 hours

Stations: 50/47
Diaries: 5914/1633:1/51.2%
Sample Target: 5570
% Below Line: 1.3
% Not Listed: 9.3

1994 Revenue: \$457,400,000
HH Inc.: \$41,467
Retail \$: 98.3 Bil
Pop per Station: 205,466
#1 Biller: KABC \$28,500,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KLAX-F (SP)	958/ 5.6	5.4	6.1	5.6	7.0	5.7	933/10891	10415/10.8	10.8	11.5	J	KLAX-F
2. KPWR-F (CHR/U)	937/ 5.5	5.4	5.1	4.7	4.8	5.2	1058/19079	16541/17.1	16.1	15.5	K	KPWR-F
3. KFI (T)	786/ 4.6	4.7	3.8	4.5	4.3	4.4	1163/15590	10992/11.4	10.0	10.7	K	KFI
4. KROQ-F (AOR-NR)	762/ 4.5	4.6	4.7	3.8	4.2	4.4	901/14816	12477/12.9	11.9	12.4	K	KROQ-F
5. KIIS-AF (CHR)	705/ 4.1	3.9	3.9	3.7	4.2	3.9	814/18480	15672/16.2	16.3	16.4	K	KIIS-AF
6. KOST-F (AC)	676/ 4.0	3.8	4.2	4.7	4.4	4.2	812/16572	13631/14.1	15.4	15.3	K	KOST-F
7. KRTH-F (O)	651/ 3.8	3.9	3.2	3.5	3.4	3.6	809/15879	12477/12.9	11.9	12.2	K	KRTH-F
8. KGBT-F (B)	651/ 3.8	3.2	3.6	3.3	3.4	3.5	787/11206	9097/ 9.4	8.5	8.7	J	KGBT-F
9. KBIG-F (AC)	614/ 3.6	3.6	2.9	3.4	3.2	3.4	728/13501	11039/11.4	10.7	9.0	K	KBIG-F
10. KABC (T)	553/ 3.2	3.7	3.5	3.8	3.0	3.6	618/8087	7220/ 7.5	9.1	8.3	K	KABC
11. KLVE-F (SP)	516/ 3.0	2.5	3.7	3.2	2.5	3.1	588/8057	7093/ 7.3	8.0	6.3	I	KLVE-F
12. KLOS-F (AOR)	467/ 2.7	2.5	2.8	2.7	2.8	2.7	707/12883	8794/ 9.1	10.1	10.3	K	KLOS-F
13. KYSR-F (AC/CHR)	436/ 2.6	2.7	2.8	2.5	2.3	2.7	481/9502	8506/ 8.8	9.3	8.6	J	KYSR-F
14. KFWB (N)	435/ 2.5	2.3	2.8	3.0	2.7	2.7	474/12538	11276/11.7	11.9	12.9	K	KFWB
15. KTWV-F (J)	432/ 2.5	2.6	2.0	1.8	1.9	2.2	522/9327	7759/ 8.0	6.5	6.5	I	KTWV-F
16. KLSX-F (CL AOR)	412/ 2.4	2.7	2.8	2.7	2.8	2.7	505/10312	8635/ 8.9	10.1	10.3	K	KLSX-F
17. KCBS-F (O-70's)	406/ 2.4	2.9	3.0	3.2	2.8	2.9	555/11298	8696/ 9.0	9.1	9.4	J	KCBS-F
18. KZLA-F (C)	395/ 2.3	2.5	2.9	2.3	2.5	2.5	438/6577	5797/ 6.0	6.7	5.9	I	KZLA-F
19. KNX (N)	380/ 2.2	2.6	2.6	2.6	2.6	2.5	530/12393	9478/ 9.8	9.7	11.4	K	KNX
20. KXED (SP)	375/ 2.2	1.0	1.3	1.4	1.4	1.5	378/2924	2879/ 3.0	2.5	2.6	G	KXED
21. KXEZ-F (SAC)	323/ 1.9	2.1	1.8	1.8	2.2	1.9	365/6415	5550/ 5.7	6.2	7.4	I	KXEZ-F
22. KTNQ (SP)	313/ 1.8	2.1	2.2	2.9	2.9	2.3	330/4170	3838/ 4.0	4.4	5.2	I	KTNQ
23. KKHJ (SP)	297/ 1.7	1.3	1.7	2.0	1.7	1.7	300/4219	4148/ 4.3	4.6	4.3	E	KKHJ
24. KLAC (ST)	294/ 1.7	1.6	1.7	1.0	0.7	1.5	346/4738	4015/ 4.2	3.8	2.5	E	KLAC
25. KRLA (O)	261/ 1.5	1.5	1.2	1.1	0.8	1.3	291/4555	4084/ 4.2	3.8	2.9	C	KRLA
26. KWKW (SP)	251/ 1.5	1.0	1.1	1.1	1.3	1.2	256/3697	3556/ 3.7	3.4	3.5	F	KWKW
27. KKGQ-F (CL)	222/ 1.3	1.8	1.7	1.9	2.1	1.7	275/6191	5406/ 5.6	5.8	6.4	H	KKGQ-F
28. KACE-F (B/JAC)	165/ 1.0	0.6	0.4	0.6	0.5	0.7	170/2745	2575/ 2.7	2.0	2.6	C	KACE-F
29. KMPC (T)	164/ 1.0	0.8	0.7	0.5	0.7	0.8	203/4879	4145/ 4.3	3.3	3.5	F	KMPC
30. KJQI-AA (ST)	157/ 1.0	0.9	1.3	0.9	1.2	1.0	196/2729	2080/ 2.2	2.8	3.0	C	KJQI-AA
31. KSCA-F (AOR-P)	142/ 0.9	1.1	0.8	0.9	1.0	0.9	175/3555	3148/ 3.3	3.7	3.5	F	KSCA-F
32. KNAC-F (AOR)	148/ 0.9	0.9	0.8	0.8	0.7	0.9	151/2940	2777/ 2.9	3.0	2.8	D	KNAC-F
33. KIKF-FF (C)	146/ 0.9	0.6	0.6	0.4	0.6	0.6	153/2479	2286/ 2.4	1.5	1.7	D	KIKF-FF
34. KJLH-F (B)	146/ 0.9	0.9	0.6	1.0	0.8	0.9	148/2894	2836/ 2.9	3.1	3.4	D	KJLH-F
35. KMQA-F (SP)	121/ 0.7	0.6	0.7	1.2	1.1	0.8	128/1881	1812/ 1.9	2.3	2.2	C	KMQA-F

12+ FM SHARE (METRO): 70.31% (10886 of 15482) (FAL 93: 71.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F >>	1 KLAX-F	1 KLAX-F >	1 KLAX-F >	1 KLAX-F >	1 KFI >	1 KLAX-F <	1 KFI >	1 KPWR-F	1 KPWR-F >	1 KABC >>
2 KROQ-F	2 KROQ-F <	2 KROQ-F <	2 KRTH-F	2 KRTH-F	2 KABC	2 KFI <	2 KLAX-F	2 KLAX-F	2 KROQ-F <	2 KFWB
3 KGBT-F	3 KPWR-F	3 KPWR-F	3 KIIS-AF	3 KOST-F	3 KRTH-F	3 KPWR-F	3 KBIG-F	3 KROQ-F	3 KOST-F <	3 KOST-F
4 KIIS-F	4 KIIS-AF	4 KIIS-AF	4 KBIG-F	4 KFI	4 KFWB	4 KABC <	4 KRTH-F	4 KIIS-AF	4 KLAX-F	4 KNX
5	5 KGBT-F	5 KGBT-F <	5 KOST-F	5 KBIG-F	5 KOST	5 KIIS-AF	5 KOST-F	5 KBIG-F	5 KGBT-F	5 KLAX-F
6	6 KLOS-F	6 KBIG-F <	6 KLVE-F	6 KIIS-AF	6 KNX	6 KLOS-F	6 KPWR-F	6 KGBT-F	6 KIIS-AF	6 KPWR-F
7	7 KLVE-F	7 KNX <	7 KLOS-F	7 KLVE-F	7 KBIG-F	7 KLOS-F	7 KROQ-F	7 KOST-F	7 KLVE-F	7 KFI
8	8 KOST-F	8 KRTH-F	8 KROQ-F	8 KLOS-F	8 KIIS-AF	8 KROQ-F	8 KIIS-AF	8 KRTH-F	8 KABC	8 KGBT-F
9	9 KBIG-F	9 KLVE-F	9 KCBS-F	9 KTWV-F	9 KXED	9 KLVE-F	9 KABC	9 KFI	9	9
10	10 KYSR-F	10 KLOS-F	10 KFI	10 KCBS-F	10	10 KRTH-F	10 KYSR-F	10 KYSR-F	10	10
11	11	11	11 KGBT-F	11	11	11 KFWB	11	11	11	11
			11 KTWV-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 KPWR-F	1 KIIS-AF <	1 KIIS-AF	1 KLAX-F <	1 KLAX-F		1 KROQ-F	1 KROQ-F	1 KLAX-F	1 KLAX-F	1 KLAX-F
2 KLAX-F	2 KLAX-F <	2 KLAX-F	2 KIIS-AF	2 KOST-F		2 KPWR-F	2 KLAX-F	2 KROQ-F	2 KROQ-F	2 KLOS-F
3 KIIS-AF	3 KPWR-F >	3 KPWR-F	3 KOST-F	3 KIIS-AF		3 KLAX-F	3 KPWR-F	3 KLOS-F	3 KLOS-F	3 KRTH-F
4 KROQ-F	4 KGBT-F <	4 KOST-F	4 KPWR-F	4 KRTH-F		4 KGBT-F	4 KLOS-F	4 KLVE-F	4 KPWR-F	4 KFI
5 KROQ-F	5 KOST-F	5 KYSR-F	5 KBIG-F	5 KBIG-F		5 KIIS-AF	5 KGBT-F	5 KCBS-F	5 KLSX-F	5 KROQ-F
6 KOST-F	6 KROQ-F	6 KLVE-F	6 KGBT-F	6 KLVE-F		6 KLOS-F	6 KLSX-F	6 KLSX-F	6 KGBT-F	6 KCBS-F
7 KBIG-F	7 KLVE-F	7 KGBT-F	7 KRTH-F	7 KTWV-F		7 KLSX-F	7 KLVE-F	7 KGBT-F	7 KBIG-F	7 KBIG-F
8 KLVE-F	8 KBIG-F	8 KROQ-F	8 KLVE-F	8 KFI		8 KBIG-F	8 KIIS-AF	8 KPWR-F	8 KCBS-F	8 KLVE-F
9	9 KYSR-F	9 KBIG-F	9 KROQ-F	9 KPWR-F		9	9 KBIG-F	9 KYSR-F	9 KRTH-F	9 KTWV-F
10	10	10 KCBS-F	10 KYSR-F	10 KGBT-F		10	10 KCBS-F	10	10 KLVE-F	10 KGBT-F
11	11	11	11	11 KXED		11	11	11	11	11

LOS ANGELES

OTHER RATED STATIONS				METRO CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
				SHARE/RTG/AOH/CUME						
KACD-F	103.1	SANTA MONICA	0.6/1.8/	96/1768			KRTH, KROQ-F	8.3%	7.9%	11.3%
KEZY-F	95.9	ANAHEIM	0.4/2.1/	65/2117			(Infinity)			
KGFJ	1230	LOS ANGELES	0.4/1.2/	76/1162			KXEZ-F, KYSR-F	4.5%	5.4%	5.5%
KIEV	870	GLENDALE	0.3/1.5/	53/1611			(Viacom)			
KKLA-F	99.5	LOS ANGELES	0.5/2.0/	93/2069			KABC, KMPC, KLOS-F	6.9%	6.5%	12.9%
KWIZ	1480	SANTA ANA	0.5/1.0/	78/1003			(Cap Cities/ABC)			
KWVE-F	107.9	SAN CLEMENTE	0.4/1.3/	73/1639						
KYMS-F	106.3	SANTA ANA	0.3/0.7/	51/ 749						
KFPG-F	95.1	SAN BERNARDINO	0.3/1.4/254/4104				KKHJ, KWIZ, KNAC-F	3.1%	3.0%	< 2.0%
KGGI-F	99.1	RIVERSIDE	0.3/2.3/273/6321				(Lieberma)			
KTPA	690	TIJUANA	0.7/2.5/198/3920				KFI, KOST-F, KACE-F	9.6%	9.7%	11.2%
							(Cox)	32.4%	32.5%	41.7%

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, Talk	ABC	\$ 350.00 (Katz)	Cap Cities/ABC
KFI, 1430, 5 KW (DA-2)	, Hispanic		\$ 70.00 (Katz Hisp.)	Way
KFI, 640, 50 KW	, Talk	MBS	\$ 270.00 (Christal)	Cox
KFAB, 930, 5 KW	, News	CNN, ABC	\$ 330.00 (Group W)	Westinghouse
KFB, 1220, 1 KW	, Black Oldies	MBS, AURN	\$ 70.00 (Roslin)	
KFSB, 900, 500 W/BS W (DA-1)	, Standards	ABC	\$ 75.00 (---)	
KFI, 1240, 5 KW (DA-2)	, Standards		\$ 95.00 (CMBS)	Mt. Wilson
KFOL, 930, 1 KW (DA-N)	, Hispanic		\$ 104.00 (Katz Hisp.)	Lieberman
KFOL, 970, 1 KW (DA-N)	, Standards	ABC	\$ 100.00 (Eastman)	Shamrock
KFOL, 710, 50 KW/10 KW (DA-N)	, Talk		\$ 160.00 (Banner)	Cap Cities/ABC
KFOL, 710, 10 KW	, News	CBS	\$ 320.00 (CBS)	CBS
KFOL, 1110, 50 KW/20 KW (DA-2)	, Oldies		\$ 75.00 (MMF)	Greater Media
KFOL, 1110, 50 KW (DA-2)	, Hispanic		\$ 195.00 (Caballero)	Bettel
KFOL, 1110, 10 KW (DA-N)	, Hispanic		\$ 155.00 (Lotus)	Lotus
KFOL, 1110, 10 KW/10 KW (DA-2)	, Hispanic		\$ --- (SBS)	SBS

FM STATIONS

KFI, 1430, 5 KW (DA-2)	, Hispanic	ABC	\$ 70.00 (Katz Hisp.)	Way
KFBI, 104.1, 10 KW	, News	MBS	\$ 270.00 (Christal)	Cox
KFBI, 104.1, 10 KW	, News	CNN, ABC	\$ 330.00 (Group W)	Westinghouse
KFBI, 104.1, 10 KW	, Black Oldies	MBS, AURN	\$ 70.00 (Roslin)	
KFBI, 104.1, 10 KW	, Standards	ABC	\$ 75.00 (---)	
KFBI, 104.1, 10 KW	, Standards		\$ 95.00 (CMBS)	Mt. Wilson
KFOL, 930, 1 KW (DA-N)	, Hispanic		\$ 104.00 (Katz Hisp.)	Lieberman
KFOL, 970, 1 KW (DA-N)	, Standards	ABC	\$ 100.00 (Eastman)	Shamrock
KFOL, 710, 50 KW/10 KW (DA-N)	, Talk		\$ 160.00 (Banner)	Cap Cities/ABC
KFOL, 710, 10 KW	, News	CBS	\$ 320.00 (CBS)	CBS
KFOL, 1110, 50 KW/20 KW (DA-2)	, Oldies		\$ 75.00 (MMF)	Greater Media
KFOL, 1110, 50 KW (DA-2)	, Hispanic		\$ 195.00 (Caballero)	Bettel
KFOL, 1110, 10 KW (DA-N)	, Hispanic		\$ 155.00 (Lotus)	Lotus
KFOL, 1110, 10 KW/10 KW (DA-2)	, Hispanic		\$ --- (SBS)	SBS

LOUISVILLE

Arbitron Rank/Pop (12+): 48/839,600

Stations: 21/21
Diaries: 1617/519:1/57.3%
Sample Target: 1520
% Below Line: 0.0
% Not Listed: 13.9

1994 Revenue: \$33,900,000
HH Inc.: \$33,868
Retail \$: 8.9 Bil
Pop per Station: 39,981
#1 Biller: WAMZ-F \$7,800,000

MSA Rank/Pop: 56/982,000
DMA # 49

Average Person Ratings: 14.8

Market TSL: 20.00 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WAMZ-F (C)	196/15.8	19.0	17.0	16.7	19.1	17.1	287/3572	2442/29.1	30.8	31.4	H	WAMZ-F
2. WHAS (FS)	168/13.5	13.0	13.1	17.9	11.9	14.4	210/3059	2411/28.7	28.9	29.4	H	WHAS
3. WGZB-F (B)	85/ 6.8	6.3	6.1	6.0	6.0	6.3	92/992	911/10.9	11.5	11.1	C	WGZB-F
4. WVEZ-F (SAC)	80/ 6.4	4.3	6.5	4.9	5.8	5.5	93/1466	1263/15.0	17.0	13.0	D	WVEZ-F
5. WDJX-F (CHR)	60/ 4.8	6.8	7.5	8.6	7.0	6.9	97/1904	1370/16.3	20.7	20.7	D	WDJX-F
WRKA-F (O)	60/ 4.8	5.4	6.0	4.1	5.1	5.1	62/1187	1094/13.0	14.4	14.6	D	WRKA-F
7. WTFX-F (O-70's)	58/ 4.7	5.4	5.6	4.9	5.5	5.2	105/1647	1122/13.4	13.1	13.3	C	WTFX-F
8. WKJK-F (C)	57/ 4.6	2.2	2.3	1.5	---	2.7	73/911	703/ 8.4	5.0	---	A	WKJK-F
9. WQMF-F (CL AOR)	40/ 3.7	6.3	4.8	5.3	5.5	5.0	67/1463	1063/12.7	14.8	17.5	E	WQMF-F
10. WQNF-F (AOR-P)	37/ 3.0	1.5	1.6	1.0	0.8	1.8	38/603	592/ 7.1	4.7	3.9	A	WQNF-F
11. WAVG (ST)	35/ 2.8	2.4	4.5	4.3	4.8	3.5	45/744	621/ 7.4	8.2	9.5	A	WAVG
WOLL-F (O-70's)	35/ 2.8	2.7	0.6	---	---	---	36/608	589/ 7.0	1.3	---	A	WOLL-F
13. WHKW-F (C)	34/ 2.7	2.5	2.7	2.4	3.2	2.6	39/976	872/10.4	8.5	10.0	B	WHKW-F
14. WLRS-F (AC)	32/ 2.6	3.6	4.1	4.2	3.1	3.6	32/810	801/ 9.5	13.8	10.1	C	WLRS-F
15. WLSY-F (B/AC)	24/ 1.9	2.5	1.4	1.5	2.7	1.8	26/434	414/ 4.9	4.3	4.4	A	WLSY-F
16. WLLV (G)	21/ 1.7	1.5	0.9	1.8	0.5	1.5	21/266	258/ 3.1	2.2	2.0	A	WLLV
17. WLOU (B)	19/ 1.5	1.6	0.9	1.7	0.8	1.4	19/347	347/ 4.1	3.9	3.2	A	WLOU
18. WWKY (T)	13/ 1.0	0.8	0.9	1.4	2.5	1.0	14/389	333/ 4.0	3.9	5.8	A	WWKY
19.												
20.												

12+ FM SHARE (METRO): 75.07% (804 of 1071) (FAL 93: 74.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGZB-F>	1 WAMZ-F>	1 WAMZ-F>>	1 WAMZ-F>	1 WAMZ-F>	1 WHAS	1 WHAS <	1 WAMZ-F	1 WAMZ-F>	1 WHAS <	1 WAMZ-F
2 WDJX-F	2 WTFX-F<	2 WHAS	2 WHAS >	2 WHAS >	2 WAMZ-F>>	2 WAMZ-F>>	2 WHAS >	2 WHAS >	2 WHAS >	2 WHAS >
3 WTFX-F	3 WGZB-F	3 WGZB-F	3 WVEZ-F	3 WVEZ-F	3 WVEZ-F	3 WGZB-F	3 WVEZ-F	3 WGZB-F	3 WHAS >	3 WGZB-F
4 WAMZ-F	4 WDJX-F	4 WVEZ-F	4 WGZB-F<	4 WRKA-F	4 WRKA-F	4 WVEZ-F	4 WRKA-F<	4 WVEZ-F	4 WDJX-F	4
5	5 WQMF-F	5 WDJX-F	5 WRKA-F	5 WGZB-F	5 WKJK-F	5 WDJX-F	5 WKJK-F	5 WTFX-F	5 WTFX-F	5
6	6 WQNF-F	WRKA-F	6	6 WKJK-F	6	6 WRKA-F	6 WGZB-F	6 WDJX-F	6	6
7	7	WTFX-F	7	7	7	7	WTFX-F	7	7	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGZB-F	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F
2 WDJX-F	2 WGZB-F>	2 WGZB-F	2 WGZB-F<	2 WHAS <	2 WTFX-F	2 WTFX-F	2 WTFX-F	2 WHAS >	2 WHAS >
3 WAMZ-F	3 WDJX-F	3 WOLL-F	3 WVEZ-F	3 WVEZ-F>	3	3 WQMF-F	3 WQMF-F	3 WTFX-F<	3 WRKA-F<
4 WTFX-F	4 WTFX-F	4	4 WDJX-F	4 WGZB-F	4	4 WQNF-F	4 WHAS	4 WQMF-F	4 WKJK-F
5	5 WVEZ-F	5	WHAS	5 WRKA-F	5	5 WHAS	5	5 WKJK-F	5 WQMF-F
6	6 WOLL-F	6	6 WLRS-F	6 WDJX-F	6	6 WKJK-F	6	6 WGZB-F	6 WTFX-F
7	7	7	7	7 WLRS-F	7	7 WDJX-F	7	7 WRKA-F	7

LOUISVILLE

OTHER RATED STATIONS			METRO CUME TSA TSA		DUOPOLY REPORT	12+	25-54	REVENUE
-----			SHARE/RTG/AQH/CUME					
WTMT	620	LOUISVILLE	0.5/1.8/	6/ 171	WHAS, WAMZ-F, WKJK-F (Clear Channel & Snowden)	33.9%	33.0%	46.3%
WXKN	680	NEWBURGH	0.4/2.0/	5/ 182				
					WWKY, WVEZ-F, WTFX-F (Prism)	12.1%	12.2%	11.5%
					WAVG, WXVW (Local)	2.8%	0.4%	2.0%
					WDJX A/F, WFIA, WHKW-F (Regent)	7.5%	6.9%	11.1%
					WQMF-F, WQNF-F (Local)	6.7%	7.4%	10.3%
					WGZB-F, WLSY-F (Local)	8.7%	9.0%	5.3%
						71.7%	68.9%	86.5%

RADIO STATIONS

WAVG	, 970,	5 KW (DA-N)	, Standards	SMN, CBS, \$ 20.00	(D&R)		
WHAS	, 840,	50 KW	, Full Service	ABC, \$105.00	(Christal)	Clear Channel	
WLOU	, 1350,	5 KW/500 W (DA-N),	Black	AURN, \$ 15.00	(---)	Johnson Prod.	
WWKY	, 790,	5 KW/1 KW (DA-2)	, Talk	NBC, \$ 23.00	(Mc-Guild)	Prism	
WAMZ-F,	97.5,	100 KW @ 500	, Country	, \$160.00	(Christal)	Clear Channel	
WDJX-F,	99.7	24 KW @ 715	, CHR	AP, \$ 51.00	(Eastman)	Regent	
WGZB-F,	96.5,	3 KW @ 295	, Black	, \$ 32.00	(Mc-Guild)		(CORYDON)
WHKW-F,	107.7,	8.2 KW @ 567	, Country	, \$ 25.00	(Eastman)	Regent	(CORYDON)
WQLL-F,	103.9,	1.4 KW @ 489	, Oldies-70's	, \$ 23.00	(Eastman)	Regent	
WLRS-F,	102.3,	3 KW @ 285	, AC	UNISTR, \$ 40.00	(Torbet)	Liberty	
WLSY-F,	101.7,	1.9 KW @ 413	, Black AC	, \$ 19.00	(Mc-Guild)		(JEFFERSON.)
WQMF-F,	95.7,	34 KW @ 580	, Classic AOR	, \$ 77.00	(Katz)		
WQNF-F,	105.9,	3 KW @ 328	, AOR-P	, \$ NA	(Katz)	WQMF owner	(VALLEY ST.)
WRKA-F,	103.1,	6 KW @ 312	, Oldies	, \$ 52.00	(Banner)	Franklin	
WTFX-F,	100.5,	38 KW @ 567	, AOR	, \$ 32.00	(Mc-Guild)	Prism	
WVEZ-F,	106.9,	25 KW @ 669	, Soft AC	, \$ 58.00	(Mc-Guild)	Prism	
WKJK-F,	98.9,	50 KW @ 361	, AC	SMN, ABC, \$ NA	(Christal)	Snowden/Clear Ch.	(SALEM, IN)

Miscellaneous: WHKW-F flipped its country programming to 107.7. . . The 103.9 frequency changed calls to WQLL-F and is using an Oldies format. . . WQLL-F sold for \$1,700,000. . . WFIA sold to Regent (D) for \$500,000. . . Scott county (IN) added to metro. . . WQNF-F sold to WQMF owner (D) for \$600,000. . .

LUBBOCK

Arbitron Rank/Pop (12+): 172/186,900
 MSA Rank/Pop: 182/230,000
 DMA # 146
 Average Person Ratings: 15.5
 Market TSL: 20.50 hours

Stations: 16/16
 Diaries: 728/257:1/49.9%
 Sample Target: 705
 % Below Line: 0.0
 % Not Listed: 15.6

1994 Revenue: \$7,300,000
 HH Inc.: \$29,090
 Retail \$: 2.4 Bil
 Pop per Station: 11,681
 #1 Biller: KLLL-AF \$2,400,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KLLL-F (C)	59/20.4	25.0	25.5	27.7	28.7	----	98/1174	709/37.9	40.4	42.5	D	KLLL-F
2. KZ11-F (CHR)	36/12.5	9.9	13.4	13.2	10.4	----	46/728	527/28.2	26.4	30.5	B	KZ11-F
3. KKCL-F (O)	33/11.4	10.6	11.1	9.7	8.6	----	41/614	481/25.7	22.1	23.8	B	KKCL-F
4. KFMX-F (AOR)	30/10.4	12.3	11.4	12.9	9.0	----	49/538	372/19.9	22.1	22.9	C	KFMX-F
5. KRLB-F (AC)	20/ 6.9	4.5	4.6	4.1	6.5	----	22/492	330/17.7	20.8	14.9	A	KRLB-F
6. KXTO-F (SP)	16/ 5.5	6.5	2.9	3.8	2.5	----	30/346	167/ 8.9	11.8	7.1	A	KXTO-F
7. KFYO (FS)	15/ 5.2	2.4	4.9	3.5	4.3	----	21/398	273/14.6	8.9	15.9	B	KFYO
8. KONE-F (C)	13/ 4.5	3.8	3.9	6.3	4.7	----	16/363	224/12.0	13.9	15.7	A	KONE-F
9. KJAK-F (REL)	5/ 1.7	2.7	2.3	1.3	0.7	----	9/230	159/ 8.5	6.3	6.5		KJAK-F
10. KMMX-F (AC)	4/ 1.4	1.4	2.6	1.3	0.7	----	10/252	142/ 7.6	8.4	9.2	A	KMMX-F
KRFE (ST)	4/ 1.4	2.4	---	---	---	----	5/178	146/ 7.8	3.0	0.3	A	KRFE

12+ FM SHARE (METRO): 88.93% (217 of 244) (FAL 93: 89.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZ11-F>>>1	KFMX-F	1 KLLL-F>	1 KLLL-F	1 KLLL-F	1 KLLL-F>	1 KLLL-F>>	1 KLLL-F<	1 KLLL-F>	1 KZ11-F>	1 KLLL-F>
2	KLLL-F	2 KKCL-F	2 KKCL-F	2 KKCL-F	2 KKCL-F>>	2 KZ11-F>	2 KKCL-F>	2 KZ11-F<	2 KLLL-F	2 KFYO
3	KZ11-F>	KFMX-F<	3 KFMX-F>	3 KFMX-F>	3 KFYO	3 KKCL-F	3 KFMX-F<	3 KFMX-F>	3 KFMX-F<	3 KXTO-F
4	4 KRLB-F	4 KZ11-F	4 KRLB-F	4 KRLB-F	4	KFMX-F	4 KZ11-F	4	4 KXTO-F	4 KFMX-F
5	5	5	5 KZ11-F	5 KZ11-F	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 KZ11-F	1 KZ11-F	1 KFMX-F	1 KLLL-F	1 KLLL-F>	1 KFMX-F	1 KFMX-F>	1 KFMX-F	1 KLLL-F	1 KKCL-F
2 KLLL-F	2 KLLL-F	KLLL-F	2 KZ11-F	2 KRLB-F	2 KLLL-F	2 KLLL-F	2 KKCL-F	KKCL-F<	2 KLLL-F>
3 KONE-F	3 KRLB-F	3 KRLB-F	3 KRLB-F>	3 KFMX-F>	3 KZ11-F	3 KZ11-F	3 KLLL-F	3 KFMX-F>	3 KFMX-F>
4	4 KFMX-F	4	4 KFMX-F	4 KKCL-F	4	4 KKCL-F	4	4 KZ11-F	4 KXTO-F
5	5	5	5	5	5	5 KXTO-F	5	5	KZ11-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KBZO 1460 LUBBOCK	0.3/2.0/	1/	61	KFMX-F, KRLB-F, KKAM (Sonance)	18.3%	22.7%	25.1%
KEJS-F 106.5 LUBBOCK	0.3/2.1/	4/	72				
KKAM 1340 LUBBOCK	1.0/3.6/	4/	82				
KLFB 1420 LUBBOCK	1.0/2.9/	3/	56	KMMX-F, KONE-F (Local)	5.9%	6.1%	8.2%
KLLL 1590 LUBBOCK	0.3/2.6/	4/	66		24.2%	28.8%	33.3%

RADIO STATIONS

KFYO , 790, 5 KW/1 KW (DA-2) , Full Service	CBS, \$14.00 (Torbet)	Seaton
KKAM , 1340, 1 KW , Talk	SUN UNISTR, \$11.00 (Kat7)	Sonance
KLLL , 1590, 1 KW -- See KLLL-FM		
KXTO , 950, 5 KW/500 W (DA-2) , Hispanic	, \$ NA (Caballero)	
KEJS F, 106.5, 34 KW @ 587 , Hispanic	CBS, \$10.00 (---)	
KFMX F, 94.5, 100 KW @ 817 , AOR	ABC, \$26.00 (Kat7)	Sonance
KJAK F, 92.7, 100 KW @ 584 , Religion	, \$ 9.00 (---)	(SLATON)
KKCL F, 98.1, 50 KW @ 295 , Oldies	NBC, \$19.00 (Christal)	Amer. General (LORENZO)
KLLL F, 96.3, 100 KW @ 817 , Country	MBS, \$55.00 (Eastman)	Pinnacle
KMMX F, 104.7, 100 KW @ 915 , AC	, \$10.00 (---)	Dowdy (LAMESA)
KONE F, 101.1, 100 KW @ 751 , Country	UNISTR, \$16.00 (---)	
KRFB F, 99.5, 100 KW @ 859 , AC	ABC, \$18.00 (Kat7)	Sonance
KXTO F, 95.7, 100 KW @ 741 , Hispanic	, \$12.00 (Caballero)	
KZ11-F, 102.5, 100 KW @ 817 , CHR	, \$25.00 (Torbet)	Seaton

MACON

Arbitron Rank/Pop (12+): 147/242,700
 MSA Rank/Pop: 152/307,000
 DMA # 125
 Average Person Ratings: 16.6
 Market TSL: 22.25 hours

Stations: 21/19
 Diaries: 834/291:1/45.2%
 Sample Target: 795
 % Below Line: 1.2
 % Not Listed: 12.4

1994 Revenue: \$2,600,000
 HH Inc.: \$31,504
 Retail \$: 2.6 Bil
 Pop per Station: 12,774
 #1 Biller: WDEN-AF \$3,000,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WDEN-F (C)	78/19.3	20.5	17.6	22.2	19.6	----	129/1464	760/31.3	31.8	30.5	E	WDEN-F
2. WPEZ-F (AC)	40/ 9.9	10.5	7.5	9.0	11.7	----	58/667	441/18.2	19.7	13.8	C	WPEZ-F
3. WIBB-F (B)	33/ 8.2	6.8	1.1	3.4	1.3	----	48/692	453/18.7	14.4	8.1	A	WIBB-F
WDDO (G)	33/ 8.2	5.6	6.4	7.8	9.1	----	33/289	289/11.9	10.1	11.1	A	WDDO
5. WAYS-F (O)	31/ 7.7	6.4	7.8	6.1	6.8	----	53/832	426/17.6	17.8	22.3	C	WAYS-F
6. WOBZ-F (AOR)	28/ 6.9	6.8	5.9	8.8	9.1	----	39/582	364/15.0	14.2	12.4	B	WOBZ-F
7. WPGA-F (B)	26/ 6.4	6.6	10.2	8.8	3.1	----	28/440	371/15.3	16.7	15.9	A	WPGA-F
8. WFXM-F (B)	18/ 4.5	4.6	7.2	7.1	8.9	----	19/345	280/11.5	13.9	17.2	A	WFXM-F
9. WMAZ (N/T)	15/ 3.7	5.4	3.5	3.4	3.1	----	21/388	272/11.2	14.1	9.7	B	WMAZ
10. WMGB-F (CHR)	13/ 3.2	4.6	1.9	---	---	----	23/336	188/ 7.7	11.0	6.8	A	WMGB-F
11. WRCC-F (C)	7/ 1.7	0.7	1.9	2.0	2.1	----	7/119	106/ 4.4	4.2	3.9	A	WRCC-F
WALJ-F (?)	7/ 1.7	1.0	1.9	1.2	0.5	----	7/205	101/ 4.2	4.0	4.2	A	WALJ-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 83.33% (295 of 354) (FAL 93: 81.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIBB-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 WIBB-F	1 WIBB-F>
2 WMGB-F>	2 WOBZ-F>	2 WPEZ-F<	2 WPEZ-F<	2 WPEZ-F	2 WPEZ-F	2 WPEZ-F	2 WPEZ-F>	2 WPEZ-F<	2 WDEN-F<	2 WDEN-F
3	3 WIBB-F>	3 WOBZ-F	3 WOBZ-F	3 WOBZ-F<	3 WAYS-F<	3 WIBB-F	3 WMAZ-F	3 WOBZ-F	3 WDDO	3 WPGA-F
4	4	4 WIBB-F	4 WPGA-F	4 WPGA-F	4 WDDO	4 WAYS-F<	4 WOBZ-F	WAYS-F	4 WFXM-F	4
5	5	5 WPGA-F	5 WAYS-F	5 WAYS-F	5	5 WPGA-F	WAYS-F	5 WIBB-F	WPEZ-F	5
6	6	6	6	6	6	6	6	6	WPGA-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 WOBZ-F	1 WDEN-F	1 WDEN-F	1 WDEN-F>	1 WDEN-F>	1 WDEN-F	1 WOBZ-F>>	1 WOBZ-F	1 WDEN-F<	1 WDEN-F
2 WDEN-F	2 WIBB-F>	2 WFXM-F	2 WPEZ-F	2 WPEZ-F>	2 WOBZ-F	2 WDEN-F>>	2 WDEN-F	2 WOBZ-F>>	WOBZ-F>
3 WPEZ-F	3 WPEZ-F	WIBB-F	3 WIBB-F	3 WAYS-F	3 WIBB-F	3 WIBB-F	3	3 WPEZ-F	3 WPEZ-F
4	4 WFXM-F	4	4 WPGA-F	WDDO	4	4	4	4 WPGA-F	WPGA-F
5	5	5	5 WAYS-F	WPGA-F	5	5	5	5	5 WAYS-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WBML 900	MACON	0.5/2.1/	2/ 55	WPGA A/F, WKKO, WFXM-F (Local)	11.9%	15.4%	9.6%
WCOP 1350	WARNER ROBINS	0.7/2.9/	3/ 71				
WIBB 1280	MACON	0.5/2.8/	2/ 80				
WMKS-F 92.3	MACON	1.0/8.2/	4/ 200	WIBB A/F, WOBZ-F (Taylor)	15.6%	16.7%	10.8%
WWIO-F 96.5	GRAY	1.2/4.6/	5/ 115				
WYKO 1150	FORT VALLEY	1.0/2.1/	13/ 109				
WVEE-F 103.3	ATLANTA	0.5/2.6/	13/ 254	WBHM, WNEX, WALJ-F (Local)	1.7%	0.9%	< 2.0%
WVJ-F 93.3	MANCHESTER	0.7/4.0/	3/ 161				
				WDDO, WPEZ-F, WMGB-F	21.3%	20.6%	15.4%
					50.5%	53.6%	36.9%

MACON

RADIO STATIONS

WDDO , 1240, 1 KW	, Gospel	MBS, \$13.00 (Christal)	WPEZ owner (D)
WMAZ , 940, 50 KW/10 KW (DA-2)	, News/Talk	MBS ABC, \$16.00 (Katz)	Multimedia
WXKO , 1150, 1 KW (DAYS)	, Gospel	, \$11.00 (---)	WPGA owner(D) (FORT VALLEY)
WAYS-F, 99.1, 100 KW @ 663	, Oldies	MBS ABC, \$31.00 (Katz)	Multimedia
WDEN-F, 105.3, 100 KW @ 659	, Country	NBC, \$63.00 (Mc-Guild)	Magic
WFXM-F, 100.1, 3 KW @ 298	, Black	AURN, \$19.00 (Torbet)	WPGA owner (D) (FORSYTH)
WMGB-F, 93.7, 30 KW @ 646	, CHR	, \$12.00 (---)	WPEZ owner (D) (JEFFERSON)
WMKS-F, 92.3, 3 KW @ 328	, Country	, \$15.00 (---)	
WALJ-F, 107.1, 2.3 KW @ 541	, Standards	ABC, \$10.00 (---)	(GORDON)
WPEZ-F, 107.9, 100 KW @ 689	, AC	UNISTR, \$38.00 (Christal)	
WPGA-F, 100.9, 2.3 KW @ 354	, Black	ABC, \$21.00 (---)	(PERRY)
WQBZ-F, 106.3, 50 KW @ 493	, AOR	UNISTR, \$24.00 (Banner)	Taylor Bdcst. (FORT VALLEY)
WRCC-F, 101.7, 2.5 KW @ 351	, Country	, \$14.00 (Dora)	Timm (WARNER-ROBINS)
WIBB-F, 97.9, 11 KW @ 500	, Black	, \$11.00 (Banner)	Taylor Bdcst. (FORT VALLEY)

Miscellaneous: WQXM-F changes calls to WALJ-F (Sep). . .

MADISON

Arbitron Rank/Pop (12+): 121/326,100
 MSA Rank/Pop: 125/390,000
 DMA # 88
 Average Person Ratings: 15.3
 Market TSL: 20.00 hours

Stations: 21/17
 Diaries: 971/336:1/62.5%
 Sample Target: 990
 % Below Line: 2.6
 % Not Listed: 16.3

1994 Revenue: \$17,000,000
 HH Inc.: \$39,842
 Retail \$: 4.1 Bil
 Pop per Station: 19,182
 #1 Biller: WIBA-F \$3,000,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WZEE-F (CHR)	47/ 9.4	11.3	9.0	12.2	9.2	10.5	93/1850	900/27.6	29.8	25.3	C	WZEE-F
2. WWQM-F (C)	42/ 8.4	9.2	8.8	9.4	8.9	9.0	51/735	582/17.8	21.4	18.5	D	WWQM-F
3. WOLX-F (O)	37/ 7.4	8.1	6.7	6.0	5.7	7.1	83/1614	791/24.3	21.2	19.7	D	WOLX-F
WIBA-F (AOR)	37/ 7.4	8.4	11.1	8.6	9.6	8.9	89/1476	779/23.9	24.9	23.1	E	WIBA-F
5. WIBA (FS)	36/ 7.2	5.2	6.3	6.2	5.0	6.2	38/775	643/19.7	14.8	14.9	C	WIBA
6. WMAD-F (AOR)	32/ 6.4	6.3	5.4	4.4	5.0	5.6	32/614	533/16.3	13.1	14.2	A	WMAD-F
7. WMGN-F (AC)	28/ 5.6	7.1	7.3	7.0	6.3	6.8	54/894	552/16.9	16.5	15.0	D	WMGN-F
8. WTDY (T)	24/ 4.8	4.8	4.4	4.6	6.5	4.7	28/531	467/14.3	11.4	13.0	B	WTDY
9. WSJY-F (EZ)	19/ 3.8	2.5	2.9	3.0	2.8	3.1	29/433	208/ 6.4	6.4	6.4	B	WSJY-F
10. WJJO-F (AOR/AC)	18/ 3.6	3.8	5.2	5.2	5.0	4.5	42/982	523/16.0	16.5	16.4	B	WJJO-F
11. WMAD (ST)	16/ 3.2	1.0	0.4	0.4	---	1.3	23/162	108/ 3.3	1.5	---	A	WMAD
12. WYZM-F (C)	15/ 3.0	1.9	4.0	3.8	3.3	3.2	28/434	297/ 9.1	10.9	7.4	A	WYZM-F
WMMM-F (AC)	15/ 3.0	3.1	1.2	1.6	2.4	2.2	20/332	257/ 7.9	5.8	5.6	A	WMMM-F
14. WTSO (C/FS)	13/ 2.6	3.3	3.8	3.2	5.0	3.2	20/647	456/14.0	8.5	21.0	C	WTSO
15. WHIT (SPRST)	11/ 2.2	0.4	0.2	---	---	---	16/126	90/ 2.8	1.0	0.2	A	WHIT
16. WMXF-F (O-70's)	9/ 1.8	2.3	2.1	2.6	2.8	2.2	20/493	298/ 9.1	9.1	11.4	A	WMXF-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 73.14% (305 of 417) (FAL 93: 77.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F>>>1	WZEE-F	1 WZEE-F	1 WOLX-F	1 WOLX-F	1 WIBA	1 WZEE-F<	1 WWQM-F<	1 WZEE-F	1 WZEE-F	1 WZEE-F
2 WIBA-F	2 WMAD-F	2 WIBA-F	2 WMGN-F<	2 WWQM-F<	2 WOLX-F	2 WIBA <	2 WTDY	2 WWQM-F	2 WMAD-F>	2 WMGN-F
WOLX-F	3 WIBA-F>	WMAD-F<	3 WWQM-F	3 WMGN-F	3 WWQM-F	3 WWQM-F	3 WIBA-F<	3 WIBA-F<	3 WIBA-F	WIBA
WWQM-F	4 WWQM-F	4 WOLX-F	4 WZEE-F	4 WIBA-F	4 WTDY <	4 WIBA-F	4 WZEE-F	4 WMAD-F	4 WMGN-F	4 WSJY-F
5	5 WYZM-F	5 WWQM-F	WIBA-F	5 WZEE-F	5 WSJY-F	5 WOLX-F	5 WMAD-F	5 WOLX-F	5 WWQM-F	5
6	WMGN-F	6 WMGN-F	6	6 WIBA	6	6	6	6	6	6
7	7	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 WZEE-F	1 WZEE-F>>>	1 WZEE-F	1 WZEE-F>	1 WWQM-F<	1 WMAD-F	1 WMAD-F	1 WMAD-F	1 WIBA-F	1 WOLX-F
2 WMAD-F	2 WWQM-F	2 WMGN-F	2 WWQM-F	2 WOLX-F	2 WIBA-F	2 WIBA-F	2 WIBA-F	2 WMAD-F	2 WIBA-F
3 WIBA-F	WMAD-F	3 WWQM-F	3 WMGN-F	WMGN-F	3 WZEE-F	3 WZEE-F>	WYZM-F	3 WOLX-F	3 WIBA
WWQM-F	WIBA-F	WIBA-F	4 WOLX-F	4 WZEE-F>	4	4 WWQM-F	4	4 WZEE-F	4 WHIT
WYZM-F	5	5	5 WIBA-F	5 WIBA-F	5	5 WYZM-F	5	5	WMAD-F
6	6	6	WMAD-F	6	6	6	6	6	WMGN-F
									WWQM-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WIBU	1240	POYNETTE	1.0/3.7/ 9/ 194	WTDY, WMGN-F, WJJO-F (Midwest Family)	14.0%	17.7%	22.9%
WEKZ-F	93.7	MONROE	0.8/2.5/ 9/ 172				
WGH	720	CHICAGO	1.0/1.8/ 14/ 271	WIBA A/F, WMAD A/F (Double L)	24.2%	18.7%	28.8%
WTMJ	620	MILWAUKEE	0.4/1.9/ 15/ 326				
WYKY-F	100.5	COLUMBUS	0.4/1.6/ 9/ 134	WMMM-F, WYZM-F (Woodward)	6.0%	8.2%	3.7%
					44.2%	44.6%	55.4%

MADISON

RADIO STATIONS

WHIT	,	1550,	5 KW (DAYS)	,	Sports														
WJBA	,	1310,	5 KW (DA-2)	,	Full Service														
WMAD	,	1190,	1 KW (DAYS)	,	Standards														
WTDY	,	1480,	5 KW (DA-2)	,	Talk														
WTSO	,	1070	10 KW/5 KW (DA-2),		Country/FS														
WJBA-F,		101.5,	12 KW @ 1017	,	AOR														
WJJO-F,		94.1,	50 KW @ 492	,	AOR/AC														
WMAD-F,		92.1,	1.8 KW @ 400	,	AOR-NR														
WMGN-F,		98.1,	38 KW @ 581	,	AC														
WMXF-F,		96.3,	5 KW @ 672	,	Oldies - 70's														
WMMM-F,		105.5,	4.4 KW @ 384	,	AC														
WOLX-F,		94.9,	37 KW @ 1299	,	Oldies														
WSJY-F,		107.3,	26 KW @ 676	,	EZ														
WYZM-F,		105.1,	6 KW @ 243	,	Country														
WWQM-F,		106.3,	4.5 KW @ 380	,	Country														
WZEE-F,		104.1,	9.4 KW @ 1118	,	CHR														

Miscellaneous: WMLI-F changes to WMXF-F and format from Soft AC to Oldies - 70's (June). . . WHIT now programs Sports. . .
 WMAD now programs Standards. . .

MANCHESTER

Arbitron Rank/Pop (12+): 192/158,800
 MSA Rank/Pop: 138/273,000 (w/Nashua)
 Boston DMA
 Average Person Ratings: 17.4
 Market TSL: 22.50 hours

Stations: 25/7
 Diaries: 636/250:1/55.6%
 Sample Target: 610
 % Below Line: 41.7
 % Not Listed: 14.9

1994 Revenue: \$7,200,000
 III Inc.: \$45,490
 Retail \$: 3.2 Bil
 Pop per Station: 22,686
 #1 Biller: WZID-F \$3,200,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. WZID-F (AC/SAC)	56/20.3	19.1	21.0	18.2	19.6	----	97/1109	618/38.9	34.3	33.2	E
2. WFEA (ST)	24/ 8.7	5.7	4.8	5.6	4.6	----	33/255	178/11.2	10.0	10.0	B
3. WOKQ-F (C)	23/ 8.3	7.4	9.0	7.7	7.1	----	52/816	309/19.5	15.5	18.6	
4. WGIR (N/T)	18/ 6.5	3.2	3.4	3.7	4.6	----	27/387	255/16.1	14.8	13.7	C
WGIR-F (AOR)	18/ 6.5	12.7	7.9	10.5	7.9	----	65/946	334/21.0	26.6	23.9	D
6. WEGQ-F (O-70's)	14/ 5.1	2.5	1.4	1.2	1.1	----	24/407	186/11.7	6.0	7.5	WEGO-F
7. WAAF-F (AOR)	13/ 4.7	2.8	4.5	3.1	2.9	----	26/325	179/11.3	10.7	8.5	WAAF-F
8. WJMN-F (CHR)	11/ 4.0	3.2	3.1	4.0	2.9	----	18/370	235/14.8	14.3	15.1	WJMN-F
9. WXKS-F (CHR)	7/ 2.5	2.5	3.4	4.3	2.1	----	19/463	213/13.4	11.3	12.6	WXKS-F

12+ FM SHARE (METRO): 75.74% (178 of 235) (FAL 93: 84.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMN-F>>>	1 WZID-F>	1 WZID-F>>	1 WZID-F>>	1 WZID-F>>>	1 WZID-F>	1 WZID-F>>>	1 WZID-F>>	1 WZID-F	1 WZID-F>>	1 WZID-F
2 WZID-F	2 WGIR-F<	2 WGIR-F	2 WGIR-F	2 WGIR-F	2 WFEA >	2 WGIR	2 WFEA	2 WOKQ-F	2 WJMN-F	2 WOKQ-F
3	3 WAAF-F	3 WEGQ-F	3 WEGQ-F	3 WEGQ-F	3 WGIR	3 WOKQ-F	3 WGIR	3 WGIR-F	3 WOKQ-F	3 WGIR
4	4 WEGQ-F	4 WOKQ-F	4 WOKQ-F	4 WOKQ-F	4 WOKQ-F	4 WGIR-F	4 WOKQ-F	4 WFEA	4 WFEA	4
5	5 WOKQ-F	5	5	5	5	5	5 WGIR-F	5 WEGQ-F	5 WGIR-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 WZID-F	1 WZID-F>>>	1 WZID-F	1 WZID-F>>	1 WZID-F>>>	1 WAAF-F	1 WAAF-F	1 WGIR-F	1 WGIR-F	1 WGIR-F
2 WXKS-F	2 WGIR-F	2 WCGY-F	2 WGIR-F	2 WOKQ-F	2 WJMN-F	2 WGIR-F>	2	2 WZID-F	2 WZID-F
WGIR-F	WOKQ-F	WOKQ-F	WOKQ-F	3 WEGQ-F	3 WOKQ-F	3 WEGQ-F	3	3 WAAF-F	3 WEGQ-F
4	4 WEGQ-F	4	4 WEGQ-F	4 WGIR-F	4	4 WOKQ-F	4	4 WEGQ-F	4 WOKQ-F
5	5	5	5	5	5	5 WZID-F	5	5	5

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WDER 1320 DERRY			0.4/1.9/	1/ 43	NO LOCAL DUOPOLIES AS OF FEBRUARY 1995			
WGBR 1250 MANCHESTER			0.4/3.0/	1/ 47				
WNNH-F 99.1 HENNIKER			0.7/2.5/	10/ 245				
WHEB-F 100.3 PORTSMOUTH			1.1/3.7/	6/ 168				
WHOB-F 106.3 NASHUA			1.1/8.4/	14/ 342				

SEE BOSTON FOR MORE ABOUT THE FOLLOWING:

WBCN-F 0.7/ 6.7	WEEI 1.4/ 3.7
WBCS-F 2.2/ 7.9	WFNX-F 0.4/ 2.3
WBMX-F 1.1/ 6.2	WODS-F 2.2/ 8.9
WBZ 1.4/ 8.9	WRKO 1.8/ 7.1
WCRB-F 0.4/ 2.5	WSSH-F 2.2/10.1
	WZLX-F 1.1/ 4.5

RADIO STATIONS

WFEA , 1370, 5 KW (DA-2)	Standards	TALKNT CBS, \$17.00	(Mc-Guild)	Saga
WGIR , 610, 5 KW/1 KW (DA-2)	News/Talk	ABC, \$30.00	(Banner)	Knight Quality
WGIR-F, 101.1, 14 KW @ 951	AOR	\$48.00	(Banner)	Knight Quality
WNNH-F, 99.1, 1.3 KW @ 711	Oldies	\$16.00	(D & R)	(HENNIKER)
WZID-F, 95.7, 15 KW @ 925	Soft AC/AC	\$73.00	(Mc-Guild)	Saga
WHOB-F, 106.3, 3 KW @ 328	CHR	\$25.00	(Torbet)	(NASHUA)

Other ranked stations -- See Boston or Portsmouth

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 66/565,200
 MSA Rank/Pop: 111 - McAllen
 160 - Browns. 734,000
 DMA # 90
 Average Person Ratings: 15.9
 Market TSL: 21.25 hours

Stations: 25/19
 Diaries: 1237/457:1/47.6%
 Sample Target: 1250
 % Below Line: 6.3
 % Not Listed: 10.4

1994 Revenue: \$14,700,000
 HH Inc.: \$21,860
 Retail \$: 4.4 Bill
 Pop per Station: 29,747
 #1 Biller: KTEX-F \$2,300,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KBFM-F (CHR)	110/12.2	15.4	12.7	12.6	12.9	13.2	122/1935	1809/32.0	33.0	32.6	C	KBFM-F
2. K1WW-F (SP)	108/12.0	10.2	10.5	12.4	13.5	11.3	127/2118	1822/32.2	29.7	33.3	D	K1WW-F
3. KGBT (SP)	103/11.5	9.4	12.0	9.3	9.0	10.6	115/1154	1058/18.7	19.5	19.1	C	KGBT
4. KTEX-F (C)	78/ 8.7	9.1	8.9	9.0	10.5	8.9	87/1354	1235/21.9	23.1	25.2	D	KTEX-F
5. KVLY-F (D)	62/ 6.9	7.4	7.1	8.0	8.3	7.4	64/1071	1039/18.4	19.1	21.9	C	KVLY-F
6. KKPS-F (SP)	51/ 5.7	6.0	5.3	5.1	5.9	5.5	55/1199	1107/19.6	18.0	15.1	B	KKPS-F
7. KTJN-FF (SP)	44/ 4.9	5.2	5.9	5.0	6.0	5.3	46/878	832/14.7	16.7	17.4	C	KTJN-FF
8. KFRO-F (C)	34/ 3.8	4.6	3.2	5.0	5.4	4.2	37/840	758/13.4	14.3	17.2	B	KFRO-F
9. KURV (T)	31/ 3.5	3.0	2.8	2.8	3.7	3.0	31/348	341/ 6.0	6.2	8.3	B	KURV
10. K1RT (SP)	25/ 2.8	0.9	1.4	0.7	0.5	1.5	25/308	308/ 5.4	2.8	3.0	A	K1RT
11. KQXX-F (SP)	21/ 2.3	3.9	2.9	3.7	3.0	3.2	21/449	445/ 7.9	8.3	6.7	B	KQXX-F
12. KSOX-AF (C)	21/ 2.3	4.0	2.0	2.2	2.5	2.6	22/504	478/ 8.5	7.5	8.1	A	KSOX-AF
13. XRTS-F (SP)	20/ 2.2	1.5	1.5	0.9	1.1	1.5	20/298	298/ 5.3	5.6	3.8	A	XRTS-F
14. XVTH-F (SP)	20/ 2.2	1.0	1.2	1.6	1.5	1.5	20/337	334/ 5.9	5.0	5.7	A	XVTH-F
15. KRGE (REL)	17/ 1.9	1.7	1.7	2.0	0.9	1.8	17/231	224/ 4.0	3.6	2.3	A	KRGE

12+ FM SHARE (METRO): 72.80% (586 of 805) (FAL 93: 80.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F>>>1	KBFM-F<	1 K1WW-F	1 K1WW-F>	1 K1WW-F>	1 KGBT >	1 KGBT	1 K1WW-F	1 KGBT	1 KBFM-F>>	1 KBFM-F
2	2 K1WW-F	2 KBFM-F	2 KVLY-F<	2 KGBT <	2 K1WW-F	2 KBFM-F<	2 KTEX-F	2 K1WW-F<	2 K1WW-F	2 K1WW-F
3	3 KVLY-F	3 KTEX-F	3 KTEX-F	3 KTEX-F<	3 KTEX-F	3 K1WW-F	3 KGBT	3 KBFM-F	3 KGBT	3 KTEX-F
4	4 KTEX-F	KVLY-F>	4 KGBT <	4 KVLY-F	4 KURV	4 KTEX-F>	4 KVLY-F	4 KTEX-F	4 KVLY-F<	4 KVLY-F
5	5 KKPS-F	5 KKPS-F	5 KBFM-F	5 KBFM-F	5	5 KURV	5 KVLY-F	5 KVLY-F	5 KTEX-F	KGBT
6	6	KGBT	6 KKPS-F	6 KKPS-F	6	6	6	6	6	6
7	7	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 KBFM-F	1 K1WW-F<	1 K1WW-F	1 K1WW-F	1 K1WW-F<	1 KBFM-F	1 KBFM-F<	1 KVLY-F	1 K1WW-F>	1 K1WW-F
2 K1WW-F	2 KBFM-F>	2 KKPS-F	2 KBFM-F<	2 KTEX-F>	2 K1WW-F	2 KVLY-F<	2 K1WW-F	2 KVLY-F<	2 KGBT
3 KTEX-F	3 KTEX-F	3 KTEX-F	3 KTEX-F	3 KVLY-F<	3 KTEX-F	3 K1WW-F>	3 KBFM-F	3 KBFM-F	3 KVLY-F>
KVLY-F	KVLY-F	4 KGBT <	4 KVLY-F	4 KGBT <	4 KVLY-F	4 KTEX-F	4 KTEX-F	4 KGBT	4 KTEX-F
5	5 KTJN-FF	KBFM-F	5 KKPS-F	5 KBFM-F	5	5 KKPS-F	5 KKPS-F	5 KTEX-F	5 KKPS-F
6	6	6	6	6 K1WW-F	6	6	6	6 KKPS-F	6 KBFM-F

OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
KBOR 1600 BROWNSVILLE	1.0/3.2/ 9/ 182	KBOR, KTJN-F, KTJX-F (Local)	5.9%	5.3%	8.2%
KUBR 1210 SAN JUAN	0.9/1.6/ 8/ 93				
KVJY 840 PHARR	1.7/2.9/ 15/ 176				
KVPA-F 101.1 PORT ISABEL	1.2/2.3/ 11/ 132				
XERT 1170 RAYNOSO, MX	0.3/1.3/ 3/ 73	KFRO-F, KKPS-F (Signature)	9.5%	10.5%	12.2%
KNCN-F 101.3 SINTON	0.4/2.0/ 5/ 121				
XAAA-F 93.1 REYNOSO	0.6/3.3/ 5/ 194	KVJY, KTEX-F, KBFM-F (Calendar)	22.6%	17.2%	28.5%
XEO 970 MATAMOROS	0.6/1.1/ 5/ 62		38.0%	33.0%	48.9%

MCALLEN-BROWNSVILLE

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1), Hispanic		\$ 15.00 (Caballero)	
KGBT, 1530, 50 KW/10 KW (DA-N), Hispanic		\$ 40.00 (Katz)	Tichenor
KRGE, 1290, 5 KW (DA-1), Religion		\$ 12.00 (---)	
KURV, 710, 1 KW/0.9 KW(DA-2), Talk	ABC, CBS,	\$ 17.00 (---)	
KVJY, 840, 5 KW/1 KW (DA-1), EZ	ABC,	\$ 16.00 (Christal)	Calendar
KBFM-F, 104.1, 100 KW @ 1000, CHR	ABC,	\$ 38.00 (D & R)	Calendar
KFRO-F, 94.5, 100 KW @ 1158, Country		\$ 31.00 (Torbet)	Signature
KIWW-F, 96.1, 100 KW @ 449, Hispanic		\$ 40.00 (Katz Hisp)	Tichenor
KKPS-F, 99.5, 100 KW @ 1036, Hispanic		\$ 19.00 (---)	Signature
KQXX-F, 98.5, 100 KW @ 1319, Hispanic		\$ 22.00 (Lotus)	
KSOX-F, 102.1, 18 KW @ 758, Country		\$ 16.00 (---)	
KTEX-F, 100.3, 100 KW @ 449, Country		\$ 51.00 (Christal)	Calendar
KTJN-F, 106.3, 0.5 KW @ 633, Hispanic		\$ 21.00 (Caballero)	
KTJX-F, 105.5, 3 KW @ 285: SEE KTJN-F			
KVLY-F, 107.9, 100 KW @ 718, Oldies		\$ 26.00 (Torbet)	Tippie

Miscellaneous: KVJY, KTEX-F sold by Tate to Calendar (D) for \$5,100,000 (Media Services). . .

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

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

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,392,400

Stations: 27/25
Diaries: 2147/649:1/55.3%
Sample Target: 2045
% Below Line: 1.2
% Not Listed: 10.2

1994 Revenue: \$51,500,000
HH Inc.: \$39,654
Retail \$: 13.5 Bil
Pop per Station: 55,696
#1 Biller: WTMJ \$9,000,000

MSA Rank/Pop: 35/1,470,000
DMA # 28
Average Person Ratings: 16.5
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WTMJ (FS)	195/ 8.8	8.0	10.7	8.0	8.2	8.9	239/4438	3551/26.2	24.8	26.5	H	WTMJ
2. WMIL-F (C)	186/ 8.3	8.8	8.6	9.4	10.8	8.8	217/2693	2233/16.5	17.7	20.4	G	WMIL-F
3. WKKV-F (B)	152/ 6.8	5.0	4.6	3.9	2.8	5.1	161/1821	1674/12.4	11.3	8.9	C	WKKV-F
4. WISN (T)	150/ 6.7	5.0	5.0	6.7	5.1	5.9	165/2269	1964/14.5	11.6	12.6	E	WISN
5. WKLH-F (CL AOR)	147/ 6.6	6.9	7.3	6.6	7.0	6.9	155/2442	2206/16.3	17.3	18.4	G	WKLH-F
6. WLUM-F (CHR)	133/ 6.0	3.8	5.1	5.7	5.3	5.2	142/2884	2556/18.9	18.6	17.1	D	WLUM-F
7. WOKY (ST/FS)	126/ 5.7	5.0	4.2	4.5	4.7	4.9	130/1617	1489/11.0	9.4	11.0	D	WOKY
8. WLZR-F (AOR)	120/ 5.4	6.6	6.7	6.2	5.9	6.2	159/2373	2014/14.9	15.5	14.9	E	WLZR-F
9. WKTI-F (AC)	118/ 5.3	7.1	6.9	6.8	5.3	6.5	130/2814	2487/18.4	20.8	19.9	G	WKTI-F
10. WMYX-F (AC)	90/ 4.0	4.6	3.7	3.8	4.6	4.0	106/1866	1561/11.5	11.3	13.7	E	WMYX-F
11. WEZW-F (SAC)	82/ 3.7	4.7	4.2	3.6	3.7	4.1	91/1476	1322/ 9.8	10.2	11.0	D	WEZW-F
12. WZTR-F (O)	79/ 3.5	3.3	4.5	3.9	4.6	3.8	98/2019	1648/12.2	14.1	14.4	D	WZTR-F
13. WLTO-F (SAC)	75/ 3.4	3.3	2.8	3.5	2.6	3.3	86/1348	1159/ 8.6	8.1	9.7	D	WLTO-F
14. WFMR-F (CL)	62/ 2.8	2.2	1.9	3.0	3.1	2.5	62/1105	1089/ 8.0	5.9	7.0	B	WFMR-F
WQFM-F (AOR)	62/ 2.8	4.0	3.2	3.2	4.0	3.3	80/1932	1470/10.9	12.9	14.0	C	WQFM-F
16. WNOV (B/G)	50/ 2.2	2.3	1.7	1.9	1.1	2.0	50/699	699/ 5.2	4.6	3.7		WNOV
17. WMCS (B)	31/ 1.4	1.8	2.0	1.7	2.0	1.7	31/532	542/ 4.0	4.7	5.4		WMCS
WHKO-F (EZ)	31/ 1.4	0.8	1.0	0.7	1.4	1.0	44/546	415/ 3.1	2.9	2.4		WHKO-F
19.												
20.												

12+ FM SHARE (METRO): 69.72% (1395 of 2001) (FAL 93: 71.47%)

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 WISN	1 WISN	1 WKKV-F	1 WTMJ
2 WKKV-F>	2 WMIL-F<	2 WMIL-F	2 WMIL-F	2 WMIL-F>	2 WISN <	2 WMIL-F	2 WMIL-F	2 WMIL-F	2 WLUM-F	2 WMIL-F
3	3 WKLH-F	3 WLZR-F<	3 WKTI-F	3 WKTI-F<	3 WOKY	3 WKLH-F<	3 WKLH-F	3 WLUM-F<	3 WMIL-F	3 WKKV-F
4	4 WLUM-F<	4 WKKV-F	4 WISN <	4 WISN	4 WMIL-F>	4 WLZR-F<	4 WKKV-F<	4 WOKY-F	4 WTMJ	4 WISN
5	5 WKKV-F	5 WKTI-F<	5 WLZR-F<	5 WKKV-F	5 WEZW-F<	5 WKTI-F	5 WMYX-F<	5 WTMJ <	5 WLZR-F	5 WKTI-F
6	6 WQFM-F>	6 WLUM-F	6 WKKV-F	6 WLZR-F	6 WKLH-F	6 WKKV-F	6 WTMJ	6 WKLH-F	6	6 WLZR-F
7	7 WMYX-F	7 WMYX-F<	7 WMYX-F	7 WTMJ <	7	7 WOKY	7 WKKV-F	7 WKTI-F	7	7
8	8	8 WISN	8	8 WMYX-F	8	8	8	8	8	8
9	9	9	9	9 WZTR-F	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 WKKV-F	1 WKKV-F	1 WKTI-F	1 WKKV-F	1 WMIL-F	1 WLZR-F	1 WLZR-F>	1 WLZR-F	1 WLZR-F<	1 WKLH-F
2 WLUM-F	2 WKTI-F	2 WKLH-F	2 WKTI-F<	2 WKTI-F	2 WLUM-F	2 WKLH-F<	2 WKLH-F	2 WKLH-F	2 WISN <
3 WMYX-F	3 WMIL-F	3 WMIL-F	3 WMIL-F	3 WKLH-F	3 WMIL-F	3 WMIL-F	3 WMIL-F	3 WMIL-F	3 WLZR-F<
4 WKTI-F	4 WKLH-F	4 WKKV-F	4 WKLH-F	4 WMYX-F<	4 WKKV-F	4 WLUM-F	4 WISN	4 WISN	4 WMIL-F
WMIL-F	WLUM-F	5 WLUM-F	WMYX-F	5 WKKV-F	5 WQFM-F	5 WQFM-F	5 WLUM-F	5 WLUM-F	5 WTMJ >
6	6 WMYX-F	6 WMYX-F	6 WLQT-F	6 WLQT-F	WKLH-F	6 WISN	6 WQFM-F	6 WTMJ	6 WZTR-F
7	7	7 WQFM-F	7 WLUM-F	7 WEZW-F	7	7 WKKV-F	7	7	7
8	8	8 WLTO-F	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WAWK	1510	WAWKESHA	0.3/1.7/ 7/ 186	WEMP, WMYX-F, WEZW-F (Heritage)	8.4%	12.3%	11.7%
WBVK	1470	WEST BEND	0.3/0.5/ 7/ 72				
WBWI-F	92.5	WEST BEND	0.9/2.9/ 37/ 649				
WEMP	1250	MILWAUKEE	0.7/2.8/ 16/ 417	WKLH-F, WLZR A/F (Saga)	12.0%	16.1%	19.8%
WRJN	1400	RACINE	0.4/1.5/ 13/ 247				
WTKM-F	104.9	HARTFORD	0.7/1.8/ 27/ 341		20.4%	28.4%	31.5%
WZXA-F	104.7	STURTEVANT	0.5/1.1/ 15/ 193				
WIIL-F	95.1	KENOSHA	0.5/1.8/ 32/ 535				
WGN	720	CHICAGO	0.7/2.0/ 40/ 664				

MILWAUKEE

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, Oldies	UNISTR, CBS, \$ NA (Eastman)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N)	, Talk	ABC, MBS, \$ 61.00 (Katz)	Hearst
WMCS, 1290, 5 KW (DA-2)	, Black	UNISTR, CBS, \$ 27.00 (Banner)	All Pro
WNOV, 860, 250 W (DAYS)	, Black/Gospel	AURN, \$ 21.00 (---)	
WOKY, 920, 5 KW/1 KW (DA-2)	, Standards/FS	MBS, CNN, \$ 55.00 (MMR)	Sundance
WTMJ, 620, 5 KW (DA-N)	, Full Service	TALKNT, CBS, \$ 121.00 (Christal)	Journal Co.

FM STATIONS

WEZW, 103.7, 20 KW @ 840, Soft AC	ABC, MBS, \$ 46.00 (Banner)	Heritage
WFMR, 98.3, 6 KW @ 328, Classical	NBC, \$ 35.00 (CMBS)	(MENOMONEE FALLS)
WKKV, 100.7, 50 KW @ 500, Urban	UNISTR, \$ 37.00 (Torbet)	(RACINE)
WKLH, 96.5, 20 KW @ 810, Classic AOR	, \$ 142.00 (Mc-Guild)	Saga
WKT1, 94.5, 16 KW @ 909, AC/CHR	ABC, \$ 130.00 (Christal)	Journal Co.
WLTO, 97.3, 16 KW @ 912, AC	ABC, \$ 59.00 (Katz)	Hearst
WLUM, 102.1, 50 KW @ 489, AOR-NR	Source, \$ 75.00 (Banner)	All Pro
WLZR, 102.9, 50 KW @ 430, AOR	ABC, \$ 81.00 (Eastman)	Saga
WMIL, 106.1, 13 KW @ 974, Country	, \$ 114.00 (MMR)	Sundance
WMYX, 99.1, 50 KW @ 449, AC	CBS, \$ 92.00 (Eastman)	Heritage
WQFM, 93.3, 13 KW @ 991, AOR	ABC, \$ 40.00 (MMR)	Shamrock-Lynette
WZTR, 95.7, 34 KW @ 610, Oldies	, \$ 50.00 (Banner)	Shockley

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MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,392,400

Stations: 27/25
Diaries: 2147/649:1/55.3%
Sample Target: 2045
% Below Line: 1.2
% Not Listed: 10.2

1994 Revenue: \$51,500,000
HH Inc.: \$39,654
Retail \$: 13.5 Bil
Pop per Station: 55,696
#1 Biller: WTMJ \$9,000,000

MSA Rank/Pop: 35/1,470,000

DMA # 28

Average Person Ratings: 16.5

Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WTMJ (FS)	195/ 8.8	8.0	10.7	8.0	8.2	8.9	239/4438	3551/26.2	24.8	26.5	H	WTMJ
2. WMIL-F (C)	186/ 8.3	8.8	8.6	9.4	10.8	8.8	217/2693	2233/16.5	17.7	20.4	G	WMIL-F
3. WKKV-F (B)	152/ 6.8	5.0	4.6	3.9	2.8	5.1	161/1821	1674/12.4	11.3	8.9	C	WKKV-F
4. WISN (T)	150/ 6.7	5.0	5.0	6.7	5.1	5.9	165/2269	1964/14.5	11.6	12.6	E	WISN
5. WKLH-F (CL AOR)	147/ 6.6	6.9	7.3	6.6	7.0	6.9	155/2442	2206/16.3	17.3	18.4	G	WKLH-F
6. WLUM-F (CHR)	133/ 6.0	3.8	5.1	5.7	5.3	5.2	142/2884	2556/18.9	18.6	17.1	D	WLUM-F
7. WOKY (ST/FS)	126/ 5.7	5.0	4.2	4.5	4.7	4.9	130/1617	1489/11.0	9.4	11.0	D	WOKY
8. WLZR-F (AOR)	120/ 5.4	6.6	6.7	6.2	5.9	6.2	159/2373	2014/14.9	15.5	14.9	E	WLZR-F
9. WKTI-F (AC)	118/ 5.3	7.1	6.9	6.8	5.3	6.5	130/2814	2487/18.4	20.8	19.9	G	WKTI-F
10. WMYX-F (AC)	90/ 4.0	4.6	3.7	3.8	4.6	4.0	106/1866	1561/11.5	11.3	13.7	E	WMYX-F
11. WEZW-F (SAC)	82/ 3.7	4.7	4.2	3.6	3.7	4.1	91/1476	1322/ 9.8	10.2	11.0	D	WEZW-F
12. WZTR-F (O)	79/ 3.5	3.3	4.5	3.9	4.6	3.8	98/2019	1648/12.2	14.1	14.4	D	WZTR-F
13. WLTQ-F (SAC)	75/ 3.4	3.3	2.8	3.5	2.6	3.3	86/1348	1159/ 8.6	8.1	9.7	D	WLTQ-F
14. WFMR-F (CL)	62/ 2.8	2.2	1.9	3.0	3.1	2.5	62/1105	1089/ 8.0	5.9	7.0	B	WFMR-F
WQFM-F (AOR)	62/ 2.8	4.0	3.2	3.2	4.0	3.3	80/1932	1470/10.9	12.9	14.0	C	WQFM-F
16. WNOV (B/G)	50/ 2.2	2.3	1.7	1.9	1.1	2.0	50/699	699/ 5.2	4.6	3.7		WNOV
17. WMCS (B)	31/ 1.4	1.8	2.0	1.7	2.0	1.7	31/532	542/ 4.0	4.7	5.4		WMCS
WHKQ-F (EZ)	31/ 1.4	0.8	1.0	0.7	1.4	1.0	44/546	415/ 3.1	2.9	2.4		WHKQ-F
19.												
20.												

12+ FM SHARE (METRO): 69.72% (1395 of 2001) (FAL 93: 71.47%)

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 WISN	1 WISN	1 WKKV-F	1 WTMJ
2 WKKV-F>	2 WMIL-F<	2 WMIL-F	2 WMIL-F	2 WMIL-F>	2 WISN <	2 WMIL-F	2 WMIL-F	2 WMIL-F	2 WLUM-F	2 WMIL-F
3	3 WKLH-F	3 WLZR-F<	3 WKTI-F	3 WKTI-F<	3 WOKY	3 WKLH-F<	3 WKLH-F	3 WLUM-F<	3 WMIL-F	3 WKKV-F
4	4 WLUM-F<	4 WKKV-F	4 WISN <	4 WISN	4 WMIL-F>	4 WLZR-F<	4 WKKV-F	4 WOKY-F	4 WTMJ	4 WISN
5	5 WKKV-F	5 WKTI-F<	5 WLZR-F<	5 WKKV-F	5 WEZW-F<	5 WKTI-F	5 WMYX-F<	5 WTMJ <	5 WLZR-F	5 WKTI-F
6	6 WQFM-F>	6 WLUM-F	6 WKKV-F	6 WKLH-F	6 WKLH-F	6 WKKV-F	6 WTMJ	6 WKLH-F	6	6 WLZR-F
7	7 WMYX-F	7 WMYX-F<	7 WMYX-F	7 WTMJ <	7	7 WOKY	7 WKKV-F	7 WKTI-F	7	7
8	8	8 WISN	8	8 WMYX-F	8	8	8	8	8	8
9	9	9	9	9 WZTR-F	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 WKKV-F	1 WKKV-F	1 WKTI-F	1 WKKV-F	1 WMIL-F	1 WLZR-F	1 WLZR-F>	1 WLZR-F	1 WLZR-F<	1 WKLH-F
2 WLUM-F	2 WKTI-F	2 WKLH-F	2 WKTI-F<	2 WKTI-F	2 WLUM-F	2 WKLH-F<	2 WKLH-F	2 WKLH-F	2 WISN <
3 WMYX-F	3 WMIL-F	WMIL-F	3 WMIL-F	3 WKLH-F	3 WMIL-F	3 WMIL-F	3 WMIL-F	3 WMIL-F	3 WLZR-F<
4 WKTI-F	4 WKLH-F	4 WKKV-F	4 WKLH-F	4 WMYX-F<	4 WKKV-F	4 WLUM-F	4 WISN	4 WISN	4 WMIL-F
WMIL-F	WLUM-F	5 WLUM-F	WMYX-F	5 WKKV-F	5 WQFM-F	5 WQFM-F	5 WLUM-F	5 WLUM-F	5 WTMJ >
6	6 WMYX-F	6 WMYX-F	6 WLTQ-F	6 WLTQ-F	6 WKLH-F	6 WISN	6 WQFM-F	6 WTMJ	6 WZTR-F
7	7	7 WQFM-F	7 WLUM-F	7 WEZW-F	7	7 WKKV-F	7	7	7
8	8	8 WLTQ-F	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WAWK	1510	WAWKESHA	0.3/1.7/ 7/ 186	WEMP, WMYX-F, WEZW-F (Heritage)	8.4%	12.3%	11.7%
WBVK	1470	WEST BEND	0.3/0.5/ 7/ 72				
WBWI-F	92.5	WEST BEND	0.9/2.9/ 37/ 649				
WEMP	1250	MILWAUKEE	0.7/2.8/ 16/ 417	WKLH-F, WLZR A/F (Saga)	12.0%	16.1%	19.8%
WRJN	1400	RACINE	0.4/1.5/ 13/ 247				
WTKM-F	104.9	HARTFORD	0.7/1.8/ 27/ 341		20.4%	28.4%	31.5%
WZXA-F	104.7	STURTEVANT	0.5/1.1/ 15/ 193				
WIIL-F	95.1	KENOSHA	0.5/1.8/ 32/ 535				
WGN	720	CHICAGO	0.7/2.0/ 40/ 664				

MILWAUKEE

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, Oldies	UNISTR, CBS, \$ NA (Eastman)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N)	, Talk	ABC, MBS, \$ 61.00 (Katz)	Hearst
WMCS, 1290, 5 KW (DA-2)	, Black	UNISTR, CBS, \$ 27.00 (Banner)	All Pro
WNOV, 860, 250 W (DAYS)	, Black/Gospel	AURN, \$ 21.00 (---)	
WOKY, 920, 5 KW/1 KW (DA-2)	, Standards/FS	MBS, CNN, \$ 55.00 (MMR)	Sundance
WTMJ, 620, 5 KW (DA-N)	, Full Service	TALKNT, CBS, \$ 121.00 (Christal)	Journal Co.

FM STATIONS

WEZW, 103.7, 20 KW @ 840, Soft AC	ABC, MBS, \$ 46.00 (Banner)	Heritage
WFMR, 98.3, 6 KW @ 328, Classical	NBC, \$ 35.00 (CMBS)	(MENOMONEE FALLS)
WKKV, 100.7, 50 KW @ 500, Urban	UNISTR, \$ 37.00 (Torbet)	(RACINE)
WKLH, 96.5, 20 KW @ 810, Classic AOR	, \$ 142.00 (Mc-Guild)	Saga
WKTJ, 94.5, 16 KW @ 909, AC/CHR	ABC, \$ 130.00 (Christal)	Journal Co.
WLTQ, 97.3, 16 KW @ 912, AC	ABC, \$ 59.00 (Katz)	Hearst
WLUM, 102.1, 50 KW @ 489, AOR-NR	Source, \$ 75.00 (Banner)	All Pro
WLZR, 102.9, 50 KW @ 430, AOR	ABC, \$ 81.00 (Eastman)	Saga
WMIL, 106.1, 13 KW @ 974, Country	, \$ 114.00 (MMR)	Sundance
WMYX, 99.1, 50 KW @ 449, AC	CBS, \$ 92.00 (Eastman)	Heritage
WQFM, 93.3, 13 KW @ 991, AOR	ABC, \$ 40.00 (MMR)	Shamrock-Lynette
WZTR, 95.7, 34 KW @ 610, Oldies	, \$ 50.00 (Banner)	Shockley

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MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 16/2,146,200
 MSA Rank/Pop: 12/2,740,000
 DMA # 14
 Average Person Ratings: 16.6
 Market TSL: 21.75 Hours

Stations: 24/24
 Diaries: 2478/ 866:1/59.3%
 Sample Target: 2470
 % Below Line: 0.0
 % Not Listed: 16.4

1994 Revenue: \$95,500,000
 HH Inc.: \$41,666
 Retail \$: 26.0 Bil
 Pop per Station: 89,425
 #1 Biller: WCCO \$19,200,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. KORS-AF (AOR)	434/12.1	13.1	10.5	12.2	9.7	12.0	487/6914	6039/28.1	27.1	25.6	J KORS-AF
2. WCCO (FS)	395/11.1	12.6	12.9	12.7	13.4	12.3	549/8558	6401/29.8	31.7	31.3	J WCCO
3. KDWB-F (CHR)	230/ 6.4	6.2	6.8	7.2	6.9	6.7	263/5288	4456/20.8	23.0	20.5	G KDWB-F
4. WLTE-F (SAC)	228/ 6.4	5.7	6.4	7.1	7.2	6.4	271/4712	3997/18.6	18.9	20.3	H WLTE-F
5. KSTP-F (AC)	217/ 6.1	5.5	7.7	6.9	6.8	6.6	251/4814	4192/19.5	23.1	20.8	I KSTP-F
6. KEGE-F (AOR-NR)	208/ 5.8	6.5	5.3	4.2	3.2	5.5	229/4605	4115/19.2	16.3	11.2	F KEGE-F
7. KOOL-F (O)	203/ 5.7	5.4	5.2	4.5	6.2	5.2	252/4505	3705/13.3	17.0	17.3	G KOOL-F
8. KEYE-F (C)	200/ 5.6	5.0	5.5	5.8	6.7	5.5	271/4513	3675/17.1	14.5	19.7	H KEYE-F
9. KSTP (N/T)	192/ 5.4	4.6	5.1	4.7	5.4	5.0	206/2930	2681/12.5	12.6	13.6	E KSTP
10. WBOB-F (C)	172/ 4.8	4.6	4.1	5.4	4.3	4.7	213/3853	3015/14.0	13.6	12.8	F WBOB-F
11. KTCZ-AF (AOR-P)	141/ 4.0	3.9	4.1	4.2	4.4	4.1	154/2402	2157/10.1	12.2	13.0	D KTCZ-AF
12. KJJO-F (C)	90/ 2.5	3.5	3.3	1.7	1.8	2.8	128/2109	1688/ 7.9	8.3	9.1	G KJJO-F
13. KFAN (SPRTS)	85/ 2.4	1.7	1.5	1.6	2.3	1.8	91/1986	1807/ 8.4	5.3	9.9	C KFAN
14. KLBB (ST)	60/ 1.7	2.2	1.9	1.9	1.9	1.9	62/1001	968/ 4.5	5.3	4.5	C KLBB
15. KREV-FF (AOR)	34/ 1.0	1.2	0.5	---	---	0.9	35/699	652/ 3.0	1.9	---	A KREV-FF

12+ FM SHARE (METRO): 73.39% (2190 of 2984) (FAL 93: 70.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KORS-AF>>	1 KORS-AF>>	1 KORS-AF>>	1 KORS-AF>	1 WCCO >>	1 KORS-AF	1 KORS-AF>	1 KORS-AF<	1 KDWB-F<	1 WCCO >
2 KEGE-F>>	2 KEGE-F	2 KSTP-F	2 KSTP-F	2 WLTE-F	2 WLTE-F	2 WCCO >>	2 WLTE-F<	2 WCCO >	2 KEGE-F	2 KORS-F>
3	3 KDWB-F	3 KEGE-F<	3 KOOL-F	3 KOOL-F	3 KOOL-F	3 KDWB-F	3 KSTP <	3 KEGE-F<	3 WCCO <	3 KEGE-F
4	4 KSTP-F	4 KOOL-F	4 WLTE-F	4 KSTP-F	4 KORS-AF<	4 WLTE-F<	4 KSTP-F	4 KDWB-F<	4 KORS-AF	4 KSTP
5	5 WBOB-F	5 KDWB-F<	5 KEYE-F	5 WCCO	5 KSTP	5 KSTP-F	5 WCCO	5 KSTP-F	5 KEYE-F	5 KEYE-F
6	6 KEYE-F	6 WLTE-F	6 KTCZ-AF	6 KEYE-F	6 KEYE-F	6 KSTP	6 KOOL-F	6 WLTE-F<	6 KOOL-F	6
7	7	7 WBOB-F	7 KSTP	7 KSTP	7	7	7 KOOL-F	7	7	7
8	8	8 KTCZ-AF	WCCO	KTCZ-AF	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 KDWB-F	1 KORS-AF<	1 KORS-AF	1 KORS-AF<	1 WLTE-F	1 KORS-AF	1 KORS-AF>>	1 KORS-AF>>	1 KORS-AF>>	1 KORS-AF>>
2 KORS-AF	2 KDWB-F>	2 KSTP-F	2 KSTP-F	2 KSTP-F	2 KEGE-F	2 KEGE-F>	2 KEGE-F	2 KEGE-F	2 KOOL-F<
3 KEGE-F	3 KSTP-F	3 KDWB-F	3 KDWB-F	3 KORS-AF<	3 KDWB-F	3 KSTP-F	3 KSTP-F	3 KTCZ-AF<	3 KSTP
4 WBOB-F	4 KEGE-F	4 KEYE-F	4 WLTE-F	4 KEYE-F	4 WBOB-F	WBOB-F	4 KSTP	4 KSTP <	4 KTCZ-AF
5	5 KEYE-F	5 WLTE-F	5 KEYE-F	5 KOOL-F	5 KFAN	5 KFAN	5 KFAN	5 KOOL-F	5 WCCO
6	6 WBOB-F	6 KEGE-F	6 KOOL-F	6 WCCO	6 KSTP-F	6	6 WBOB-F	6 KSTP-F	6 KSTP-F
7	7	7 WBOB-F	7 WBOB-F	7 KDWB-F	7	7	7 KEYE-F	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

OTHER RATED STATIONS	METRO CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
	SHARE/RTG/AQH/CUME						
KCFE-F 105.7	EDEN PRAIRIE	0.9/2.3/ 31/	503	KOOL-F, WBOB-F	10.5%	12.5%	10.6%
WIMN 1220	STILLWATER	0.7/1.7/ 28/	366	(Colfax)			
WIXK A/F 107.1	NEW RICHMOND	0.4/1.2/ 15/	297	KORS A/F, KEGE A/F	17.9%	18.4%	20.3%
WMIN 740	HUDSON, WI	0.3/0.9/ 12/	185	(Cap Cities/ABC)			
WUTC 1280	MINNEAPOLIS	0.4/2.0/ 14/	423	WUTC, WYCR-F	0.4%	0.5%	< 1.0%
				(Children's Radio)			
				KREV F/F, KLBB	2.7%	1.0%	1.3%
					31.5%	32.4%	32.6%

STATION	SHARE	CUME	TSA	DUOPOLY REPORT	REVENUE
WABB	14.80	MOBILE	0.8/2.6/ 6/ 121	KKSJ A/F, WMYC-F	10.6%
WBLX	8.40	MOBILE	1.7/2.9/ 12/ 120		NA
WHP	6.60	FARHOPE	1.0/3.1/ 13/ 150	(Pountales)	
WLV	13.10	FOREY	0.7/1.1/ 5/ 51	MBHY A/F, WLPB	1.7%
WMOB	13.60	MOBILE	1.3/3.4/ 7/ 158	(local)	NA
WSP-F	105.5	BAY MINETTE	0.7/2.4/ 9/ 142	WNIM, WMYC-F, WDWG-F	15.4%
WZBA-F	104.9	MOSS POINT, MS	1.1/6.1/ 10/ 353	(Ken Johnson)	27.7%
WMLY-F	93.7	BILLOXI	0.4/1.9/ 18/ 269		NA
WOSM-F	103.7	OCEAN SPGS	1.1/3.0/ 14/ 177		

OTHER RATED STATIONS	SHARE	CUME	TSA	DUOPOLY REPORT	REVENUE
1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WBLX-F
2 WABB-F	2 WABB-F	2 WABB-F	2 WABB-F	2 WABB-F	2 WABB-F
3 WKSJ-AF	3 WKSJ-AF	3 WKSJ-AF	3 WKSJ-AF	3 WKSJ-AF	3 WKSJ-AF
4 WMYC-F	4 WMYC-F	4 WMYC-F	4 WMYC-F	4 WMYC-F	4 WMYC-F
5 WDWG-F	5 WDWG-F	5 WDWG-F	5 WDWG-F	5 WDWG-F	5 WDWG-F
6 WMLT-F	6 WMLT-F	6 WMLT-F	6 WMLT-F	6 WMLT-F	6 WMLT-F
7 WMYC-F	7 WMYC-F	7 WMYC-F	7 WMYC-F	7 WMYC-F	7 WMYC-F

TEENS	18-34	18-49	25-49	35+	12+ AND	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WBLX-F
2 WABB-F	2 WABB-F	2 WABB-F	2 WABB-F	2 WABB-F	2 WABB-F	2 WABB-F	2 WABB-F	2 WABB-F	2 WABB-F
3 WKSJ-AF	3 WKSJ-AF	3 WKSJ-AF	3 WKSJ-AF	3 WKSJ-AF	3 WKSJ-AF	3 WKSJ-AF	3 WKSJ-AF	3 WKSJ-AF	3 WKSJ-AF
4 WMYC-F	4 WMYC-F	4 WMYC-F	4 WMYC-F	4 WMYC-F	4 WMYC-F	4 WMYC-F	4 WMYC-F	4 WMYC-F	4 WMYC-F
5 WDWG-F	5 WDWG-F	5 WDWG-F	5 WDWG-F	5 WDWG-F	5 WDWG-F	5 WDWG-F	5 WDWG-F	5 WDWG-F	5 WDWG-F
6 WMLT-F	6 WMLT-F	6 WMLT-F	6 WMLT-F	6 WMLT-F	6 WMLT-F	6 WMLT-F	6 WMLT-F	6 WMLT-F	6 WMLT-F
7 WMYC-F	7 WMYC-F	7 WMYC-F	7 WMYC-F	7 WMYC-F	7 WMYC-F	7 WMYC-F	7 WMYC-F	7 WMYC-F	7 WMYC-F

12+ FM SHARE (METRO):	78.91%	(479 of 607)	(FAL 95: 74.03%)
1. WBLX-F (B)	12.8	15.3	9.8
2. WKSJ-AF (C)	11.8	13.3	15.8
3. WMYC-F (CHR)	6.7	6.1	6.6
4. WDWG-F (C)	4.7	5.8	5.4
5. WMLT-F (C)	3.9	4.8	4.1
6. WNTM (N/T)	3.6	5.1	7.5
7. WMYC-F (C)	3.2	3.8	4.7
8. WMYC-F (B/A/C)	3.2	4.5	5.1
9. WMYC-F (B/G)	2.9	4.1	5.7
10. WMYC-F (C)	2.4	3.1	0.6
11. WMYC-F (C)	2.3	3.2	4.7
12. WMYC-F (A/B)	2.1	3.0	5.4
13. WMYC-F (SAC)	2.0	2.8	2.1
14. WMYC-F (C)	1.4	2.0	1.3

12+ METRO	1/4/SHARE	SUM SPG	MIN	FAL	4 BOOK	12+ TSA	CUME/CUME	RATING	SPG	FAL	REVENUE	LEVEL
12+ METRO	1/4/SHARE	SUM SPG	MIN	FAL	4 BOOK	12+ TSA	CUME/CUME	RATING	SPG	FAL	REVENUE	LEVEL
19% Revenue: \$21,500,000 (Includes Pensacola)												
#1 Billing: WKSJ-AF												
Pop per Station: 18,841												
Retail \$: 7.3 Bill (Includes Pensacola)												
HH Inc: \$26,898												
HH Inc: \$26,898												
HH Inc: \$26,898												

MOBILE

Arbitron Rank/Pop (12+): 85/414,500
 MSA Rank/Pop: 99/ NA
 DMA # 62
 Average Person Ratings: 17.1
 Market TSL: 22.75 hours

Stations: 27/22
 Diaries: 949/437:1/45.9%
 Sample Target: 990
 % Below Line: 13.3
 % Not Listed: 14.4

1994 Revenue: \$21,300,000 (Includes Pensacola)
 HH Inc.: \$26,898
 Retail \$: 7.3 Bil (Includes Pensacola)
 Pop per Station: 18,841
 #1 Biller: WKSJ-AF \$3,500,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WBLX-F (B)	96/13.5	12.8	15.3	9.8	10.9	12.9	182/1664	850/20.5	21.9	21.5	D	WBLX-F
2. WKSJ-AF (C)	61/ 8.6	11.8	13.3	15.8	10.4	12.4	72/1308	956/23.1	29.1	28.6	E	WKSJ-AF
3. WABB-F (CHR)	50/ 7.1	6.7	6.1	6.6	6.3	6.6	86/1410	767/18.5	1.7	1.9	C	WABB-F
4. WDWG-F (C)	41/ 5.8	---	---	---	---	---	99/1144	595/14.4	---	---		WDWG-F
5. WWRO-F (O)	40/ 5.6	6.3	6.8	5.6	5.4	6.1	95/1414	561/13.5	16.0	13.1	C	WWRO-F
6. WNTM (N/T)	36/ 5.1	5.1	5.5	8.1	7.5	6.0	36/480	477/11.5	11.9	14.5	C	WNTM
WDLT-F (B/AC)	36/ 5.1	6.8	6.8	3.1	0.9	5.5	43/539	450/10.9	11.2	4.6		WDLT-F
8. WMXC-F (AC)	32/ 4.5	5.7	4.9	5.6	5.1	5.2	63/1115	509/12.3	15.0	14.9		WMXC-F
9. WGOK (B/G)	29/ 4.1	5.7	3.5	4.6	5.7	4.5	29/427	427/10.3	8.6	10.9		WGOK
10. WAVH-F (O)	24/ 3.1	0.6	---	0.4	0.7	---	27/392	287/ 6.9	---	3.2		WAVH-F
11. WXBM-F (C)	23/ 3.2	3.8	4.9	5.0	4.7	4.3	92/1182	366/ 3.8	10.7	11.3	E	WXBM-F
12. WGCX-F (AOR)	21/ 3.0	4.8	6.1	7.7	4.6	5.4	28/433	367/ 6.9	14.2	13.3		WGCX-F
13. WMEZ-F (SAC)	20/ 2.8	3.3	1.0	1.3	2.0	2.1	65/904	291/ 7.0	4.1	7.8	B	WMEZ-F
14. WABF (ST)	14/ 2.0	1.1	0.4	1.6	0.5	1.3	14/96	96/ 2.3	1.7	1.9		WABF
WMYC-F (C)	14/ 2.0	4.8	4.8	4.1	5.8	3.9	26/515	258/ 6.2	14.6	15.3		WMYC-F

12+ FM SHARE (METRO): 78.91% (479 of 607) (FAL 93: 74.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>	1 WBLX-F>>	1 WBLX-F>	1 WBLX-F>	1 WBLX-F>	1 WKSJ-AF>	1 WBLX-F	1 WBLX-F	1 WBLX-F>	1 WBLX-F>>	1 WBLX-F
2 WABB-F>>	2 WABB-F	2 WWRO-F	2 WWRO-F	2 WWRO-F<	2 WNTM	2 WKSJ-AF	2 WKSJ-AF	2 WKSJ-AF	2 WABB-F	2 WKSJ-AF
3	3 WDLT-F<	3 WKSJ-AF<	3 WKSJ-AF	3 WKSJ-AF	3 WBLX-F>	3 WABB-F	3 WNTM	3 WABB-F	3 WDLT-F	3 WDWG-F
4	4 WDWG-F	4 WDWG-F	4 WDLT-F	4 WMXC-F	4 WAVH-F<	4 WDWG-F	4 WWRO-F<	4 WMXC-F	4	4
5	5 WWRO-F	5 WABB-F	5 WDWG-F	5 WDLT-F<	5 WDWG-F	5 WNTM	5 WMXC-F<	5 WDWG-F	5	5
6	6 WMXC-F	6 WDLT-F	6 WMXC-F	6 WDWG-F	6 WGOK	6	6 WDWG-F	6	6	6
7	7	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 WBLX-F	1 WBLX-F>>	1 WBLX-F	1 WBLX-F>>	1 WBLX-F>	1 WDWG-F	1 WBLX-F	1 WBLX-F	1 WWRO-F<	1 WWRO-F
2 WHBB-F	2 WABB-F	2 WDLT-F	2 WABB-F	2 WDLT-F<	2 WBLX-F	2 WDWG-F	2 WWRO-F	2 WBLX-F>	2 WBLX-F<
3 WKSJ-AF	3 WDLT-F	3 WABB-F	3 WDLT-F<	3 WDWG-F	3 WABB-F	3 WWRO-F	3 WDLT-F	3 WKSJ-AF<	3 WKSJ-AF>
4 WMXC-F	4 WMXC-F	4 WMXC-F	4 WDWG-F	4 WKSJ-AF	4	4 WGCX-F>	4 WMXC-F	4 WDWG-F	4 WMXC-F
5 WAVH-F	5 WKSJ-AF	5	5 WKSJ-AF	5 WMXC-F	5	5 WDLT-F	5	5 WGOK	5 WGCX-F
6	6	6	6 WMXC-F	6 WABB-F	6	6 WABB-F	6	6	6 WNTM
7	7	7	7	7 WAVH-F	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WABB 1480 MOBILE	0.8/2.6/ 6/ 121	WKSJ A/F, WMYC-F (Pourtales)	10.6%	10.5%	NA
WBHY 840 MOBILE	1.7/2.9/ 12/ 120	WBHY A/F, WLPR (Local)	1.7%	1.8%	NA
WBLX 660 FAIRHOPE	1.6/3.1/ 13/ 150				
WHEP 1310 FOLEY	0.7/1.1/ 5/ 51				
WLTV 1410 MOBILE	1.3/3.4/ 9/ 143				
WMOB 1360 MOBILE	0.7/3.4/ 7/ 158				
WNXP-F 105.5 BAY MINETTE	0.4/2.4/ 9/ 142	WNTM, WMXC-F, WDWG-F (Ken Johnson)	15.4%	16.8%	NA
WZBA-F 104.9 MOSS POINT, MS	1.1/6.1/ 10/ 353		27.7%	29.1%	NA
WMJY-F 93.7 BILOXI	0.4/1.9/ 18/ 269				
WOSM-F 103.1 OCEAN SPGS	1.1/3.0/ 14/ 177				

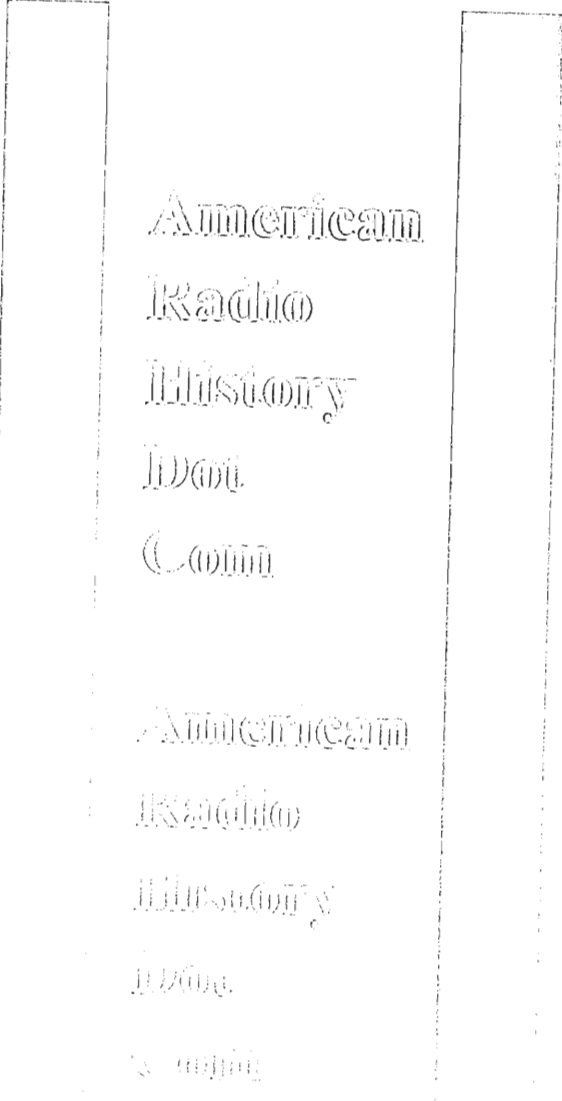
MOBILE

RADIO STATIONS

WABB	, 1480,	5 KW (DA-N)	, Talk	NBC, ABC,	\$11.00	(Christal)	
WBLX	, 660,	22 KW/0.9KW (DA-2)	, Black	, \$13.00	(---)	Calendar	
WGOK	, 900,	1 KW/500 W (DA-2)	, Black	AURN,	\$16.00	(Roslin)	
WNTM	, 710,	1 KW/500 W (DA-N)	, News/Talk	CBS, MBS,	\$28.00	(Katz)	Johnson
WLVV	, 1410,	5 KW (DA-N)	, Gospel	, \$15.00	(---)		
WMOB	, 1360,	5 KW (DAYS)	, Religion	, \$11.00	(---)		
WABB-F,	97.5,	100 KW @ 1348	, CHR	ABC,	\$38.00	(Christal)	
WAVH-F,	106.5,	50 KW @ 449	, Oldies	, \$18.00	(Banner)	(BAY MINETTE)	
WMYC-F,	96.1,	100 KW @ 1342	, AC	UNISTR,	\$40.00	(Banner)	Pourtales
WBLX-F,	92.9,	100 KW @ 1555	, Black	UNISTR, ABC,	\$51.00	(D & R)	Calendar
WDLT-F,	98.3,	40 KW @ 298	, Black AC	UNISTR, \$ NA	(Torbet)	(CHICKASAW)	
WDWG-F,	104.1,	100 KW @ 1555	, Country	UNISTR, ABC,	\$32.00	(Eastman)	Johnson (ATMORE)
WMXC-F,	99.9,	100 KW @ 1755	, Country	MBS,	\$30.00	(Katz)	
WKSJ-F,	94.9,	100 KW @ 410	, Country	ABC,	\$75.00	(Banner)	Pourtales
WZBA-F,	104.9,	33 KW @ 600	, Oldies	, \$ NA	(---)	(MOSS POINT)	
WGCX-F,	92.1,	14 KW @ 449	, AOR	CNN,	\$20.00	(Torbet)	Johnson

OTHER RANKED STATIONS - See Pensacola

Miscellaneous: WKRG changes to WNTM (Sep). . . WKRG-F changed to WMXC-F (Sep) . . . After the summer book, in late September, WGCX-F changed to WDWG-F and format from AOR to Country. . . WZEW-F then flipped to the WGCX-F calls. . . WKRG A/F sold to Ken Johnson for \$4,460,000 (Blackburn). . . WGCX-F (Atmore) sold to Ken Johnson (D) for \$3,300,000 (Blackburn). . . WAVH-F (96.1) changed to WMYC-F and format from Oldies to AC (Sep) . . . WMXC-F changed from AC to Country (Sep). . . WFMI-F (106.5) picked up WAVH-F calls and Oldies format (Sep). . .



MODESTO

Arbitron Rank/Pop (12+): 120/328,900

Stations: 25/13
Diaries: 769/428:1/53.1%
Sample Target: 730
% Below Line: 15.0
% Not Listed: 16.0

1994 Revenue: \$13,100,000
HH Inc.: \$33,670
Retail \$: 3.0 Bil
Pop per Station: 25,300
#1 Biller: KATM-F \$4,400,000

MSA Rank/Pop: 119/420,000
Sacramento DMA
Average Person Ratings: 14.4
Market TSL: 19.75 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KATM-F (C)	79/16.7	18.5	14.7	14.3	8.3	---	181/2306	977/29.7	28.5	25.7	E	KATM-F
2. KHOP-F (AOR)	40/ 8.4	6.4	6.9	4.0	5.9	---	112/1644	609/18.5	16.5	17.5	C	KHOP-F
3. KHTN-F (CHR)	39/ 8.2	5.2	5.8	4.6	4.3	---	75/984	468/14.2	13.4	14.3	B	KHTN-F
4. KMIX-F (C)	33/ 7.0	4.8	5.4	6.3	6.7	---	41/765	518/15.7	13.4	14.5	C	KMIX-F
5. KJSN-F (AC)	31/ 6.5	5.6	7.8	5.4	7.1	---	41/585	473/14.4	12.6	12.6	C	KJSN-F
6. KBEE (ST)	28/ 5.9	5.2	4.1	2.0	3.6	---	50/564	293/ 8.9	8.7	8.8	A	KBEE
7. KOSO-F (AC)	18/ 3.8	6.7	5.6	4.6	5.7	---	49/1044	434/13.2	12.7	14.1	D	KOSO-F
8. KLOC (SP)	15/ 3.2	1.9	3.2	5.6	6.1	---	16/226	202/ 6.1	5.6	6.0	B	KLOC
KNBR (FS/SPRTS)	15/ 3.2	3.7	5.2	4.6	3.2	---	61/896	309/ 9.4	7.4	13.1		KNBR
10. KFIV (N/T)	13/ 2.7	1.5	1.1	2.2	2.0	---	24/266	168/ 5.1	2.9	3.7	A	KFIV
11. KDJK-F (AOR)	11/ 2.3	4.2	2.8	5.2	5.5	---	41/770	233/ 7.1	10.0	9.5	B	KDJK-F
12. KVFX-F (AOR/CL)	10/ 2.1	2.3	1.1	2.2	3.4	---	21/584	282/ 8.6	5.3	6.3	B	KVFX-F
KMEL-F (CHR)	10/ 2.1	1.3	0.9	2.0	1.0	---	21/534	178/ 5.4	3.6	3.2		KMEL-F
14.												
15.												

12+ FM SHARE (METRO): 75.88% (302 of 398) (FAL 93: 73.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHTN-F>	1 KATM-F	1 KATM-F>	1 KATM-F>>	1 KATM-F>>>	1 KATM-F	1 KATM-F>>>	1 KATM-F>	1 KATM-F>	1 KATM-F<	1 KATM-F
2 KATM-F>	2 KHOP-F>	2 KHOP-F>	2 KJSN-F	2 KJSN-F	2 KBEE	2 KJSN-F	2 KHOP-F<	2 KHOP-F	2 KHTN-F>	2 KBEE
3	3 KHTN-F>	3 KHTN-F<	3 KHOP-F	3 KHOP-F	3 KJSN-F	KHOP-F<	3 KJSN-F	3 KHTN-F	3 KHOP-F>	3
4	4 KMIX-F	4 KJSN-F	4 KMIX-F	4 KMIX-F	4 KMIX-F	4 KHTN-F	4 KBEE	4 KMIX-F<	4	4
5	5 KJSN-F	5 KMIX-F	KHTN-F	KHTN-F	5	5 KMIX-F	5 KMIX-F<	5 KJSN-F<	5	5
6	6	6	6	6	6	6	6 KHTN-F	6 KBEE	6	6
7	7	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 KATM-F	1 KATM-F>>	1 KATM-F	1 KATM-F>	1 KATM-F>	1 KHOP-F	1 KHOP-F	1 KATM-F	1 KATM-F<	1 KATM-F>
2 KHOP-F	2 KHOP-F	2 KJSN-F	2 KJSN-F>	2 KJSN-F>	2 KHTN-F	2 KATM-F>	2 KHOP-F	2 KHOP-F>	2 KHOP-F>
3 KHTN-F	3 KHTN-F	3	3 KHOP-F	3 KMIX-F	KMEL-F	3 KHTN-F	3 KMIX-F	3 KHTN-F>	3 KHTN-F
4	4 KJSN-F	4	4 KHTN-F	4 KLOC-F	4	4 KMIX-F	4	4 KDJK-F	4 KDJK-F
5	5 KLOC	5	5 KLOC-F	KOSO-F	5	5	5	KMIX-F	KFIV
6	6	6	6	6	6	6	6	6	KMIX-F

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE		
KMIX	1390	TURLOCK	1.1/2.1/ 7/ 112	KBEE, KATM-F, KHOP-F (Citadel)	31.0%	29.1%	49.6%
KTRB	860	MODESTO	1.1/2.7/ 17/ 208				
KEXX-F	100.9	TRACY	0.6/3.9/ 15/ 466	KFIV, KJSN-F, KVFX-F (Community Pacific)	11.3%	15.3%	20.4%
KSTN-F	107.3	STOCKTON	1.1/3.5/ 24/ 399		42.3%	34.4%	70.0%
KABX-F	97.5	MERCED	2.1/8.8/ 33/ 690				
KCBS	740	SAN FRANCISCO	1.7/6.6/ 37/ 680				
KCIV-F	99.9	MT. BULLION	1.1/3.4/ 10/ 206				
KFIE-F	106.3	MERCED	1.1/4.3/ 13/ 260				
KFRC	610	SAN FRANCISCO	0.4/0.9/ 13/ 219				
KGO	810	SAN FRANCISCO	0.4/1.7/ 14/ 225				
KMJ	580	FRESNO	0.6/2.1/ 29/ 322				
KSKS-F	93.7	FRESNO	0.6/1.9/ 16/ 301				

MODESTO

RADIO STATIONS

KBEE	, 970,	1 KW (DA-2)	, Standards	ABC, \$15.00	(Christal)	Citadel	
KFIV	, 1360,	5 KW/1 KW (DA-2)	, News/Talk	CNN ABC, \$12.00	(MMR)	Comm. Pacific	
KLCC	, 920,	500 W/2.5 KW (DA-2)	, Hispanic	, \$17.00	(Lotus Hisp.)		(CERES)
KTPB	, 860,	50 KW/10 KW (DA-2)	, Hispanic	NBC, \$14.00	(Banner)		
KABY-F	, 97.5,	50 KW @ 489	, Oldies	SMN, \$15.00	(Christal)		(MERCED)
KATH-F	, 153.3,	50 KW @ 500	, Country	ABC, \$66.00	(Christal)	Citadel	
KDJK-F	, 95.1,	30 KW @ 633	, AOR	, \$24.00	(Eastman)		(OAKDALE)
KHCP-F	, 104.1,	50 KW @ 500	, AOR	, \$33.00	(Christal)	Citadel	
KHTN-F	, 104.7,	50 KW @ 469	, CHR	, \$25.00	(K & P)		(LOS BANOS)
KLSN-F	, 152.3,	6 KW @ 298	, AC	, \$30.00	(MMR)	Comm. Pacific	
KMIX-F	, 98.3,	2 KW @ 390	, Country	MBS, \$36.00	(D & R)	Silverado	(TURLOCK)
KSSD-F	, 93.1,	3 KW @ 1791	, AC/CHR	AP, \$32.00	(Katz)		(PATTERSON)
KZBB-F	, 96.3,	2 KW @ 2112	, Country	UNISTR, \$18.00	(Mc-Guild)	Buckley	(MARIPOSA)
KZFY-F	, 96.7,	3 KW @ 328	, AOR/Classic	UNISTR, \$18.00	(D & R)	Comm. Pacific	(MANTECA)
KZIE-F	, 106.3,	2.5 KW @ 495	, Hispanic	, \$14.00	(---)		(MERCED)

KCBS -- see San Francisco

KSGO -- see Stockton

Notes: KZFY A/F (Turlock) sold by Radio Associates to Silverado for \$1,500,000 (Star). . .

MONMOUTH-OCEAN

Arbitron Rank/Pop (12+): 46/873,800
 MSA Rank/Pop: NA
 New York DMA
 Average Person Ratings: 17.2
 Market TSL: 22.50 hours

Stations: 41/8
 Diaries: 1061/824:1/57.0%
 Sample Target: 1050
 % Below Line: 65.2%
 % Not Listed: 11.0%

1994 Revenue: \$14,300,000
 HH Inc.: \$58,979
 Retail \$: 9.2 Bil
 Pop per Station: 109,225
 #1 Biller: WOBM-F \$3,400,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WJLK-FF (AC)	87/ 5.8	4.9	2.7	3.7	4.1	----	87/1228	1228/14.1	12.2	10.5	D	WJLK-FF
2. WXRK-F (CL AOR/T)	71/ 4.7	4.3	5.8	6.0	6.6	----	71/1241	1241/14.2	15.4	15.0	E	WXRK-F
3. WOBM-F (AC)	68/ 4.5	4.1	3.3	5.7	4.8	----	68/1153	1153/13.2	10.9	12.3		WOBM-F
4. WPLJ-F (CHR/MR)	62/ 4.1	4.3	5.6	4.4	3.8	----	62/1375	1375/15.7	18.3	19.7		WPLJ-F
5. WKXW-F (T/O)	61/ 4.1	3.8	3.8	3.4	4.6	----	61/1313	1313/15.0	14.4	13.2		WKXW-F
6. WADB-F (EZ)	60/ 4.0	4.4	5.0	5.7	6.6	----	60/918	918/10.5	8.9	9.0	D	WADB-F
WYNY-F (C)	60/ 4.0	4.0	4.1	2.3	3.3	----	60/687	687/ 7.9	8.7	10.7		WYNY-F
WAXQ-F	60/ 4.0	2.6	1.3	1.0	0.6	----	60/828	828/ 9.5	8.5	3.4		WAXQ-F
9. WFAN (SPRTS)	58/ 3.9	3.8	3.9	3.3	4.3	----	58/928	928/10.6	13.0	13.7		WFAN
10. WABC (T)	54/ 3.6	5.7	4.9	5.4	4.0	----	54/923	923/10.6	11.6	11.8		WABC
11. WOR (T)	51/ 3.4	4.5	5.6	2.8	4.2	----	51/739	739/ 8.5	9.9	11.5		WOR
12. WJRZ-F (CHR/AC)	47/ 3.1	2.5	2.4	2.3	3.2	----	47/660	660/ 7.6	8.9	9.2	D	WJRZ-F
WNEW-F (AOR)	47/ 3.1	3.8	5.0	3.5	2.7	----	47/912	912/10.4	11.6	12.8		WNEW-F
14. WCBS-F (O)	44/ 2.9	2.8	1.7	2.0	1.6	----	44/708	708/ 8.1	7.3	5.4		WCBS-F
15. WZVU-F (O)	40/ 2.7	3.3	1.8	2.0	2.2	----	40/791	791/ 9.1	9.1	7.0	C	WZVU-F
16. WOBM (ST)	36/ 2.4	2.8	2.3	1.5	1.3	----	36/432	432/ 4.9	4.9	5.3	B	WOBM
17.												
18.												
19.												
20.												

NOTE: This market's metro and TSA are the same.

12+ FM SHARE (METRO): 81.59% (1090 of 1336) (FAL 93: 76.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOHT-F>	1 WAXQ-F<	1 WXRK-F<	1 WJLK-FF	1 WJLK-FF	1 WJLK-FF<	1 WXRK-F>	1 WJLK-FF	1 WJLK-FF<	1 WAXQ-F>	1 WADB-F
2 WHTZ-F	2 WXRK-F	2 WJLK-FF	WXRK-F	2 WXRK-F>	2 WADB-F<	2 WJLK-FF	2 WABC >	2 WPLJ-F	2 WOR	WADB-F
3	3 WPLJ-F	3 WAXQ-F<	3 WPLJ-F<	3 WPLJ-F<	3 WOBM-F	3 WFAM <	3 WAXQ-F	3 WABC	WPLJ-F	3 WOBM-F
4	4 WJLK-FF	4 WPLJ-F	4 WNEW-F	4 WOBM-F	4 WABC	4 WOBM-F	4 WKXW-F	4 WYNY-F	4 WOHT-F<	4
5	5	5	5 WFAN	5 WNEW-F	5 WOR	5 WOR	5 WPLJ-F	5 WKXW-F	5 WOCD-F	5
6	6	6	6	6	6	6	6 WJRZ-F	6	6 WHTZ-F	6
							WOBM-F			
							WYNY-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPLJ-F	1 WPLJ-F>	1 WJLK-FF	1 WJLK-FF	1 WJLK-FF>	1 WAXQ-F	1 WAXQ-F	1 WXRK-F	1 WXRK-F	1 WXRK-F>
2 WJRZ-F	2 WJLK-FF	2 WPLJ-F	2 WPLJ-F	2 WOBM-F	2 WXRK-F	2 WXRK-F>	2 WAXQ-F	2 WAXQ-F	2 WFAN
3 WHTZ-F	3 WJRZ-F	3 WXRK-F	3 WJRZ-F	3 WJRZ-F<	3 WJLK-FF	3 WFAN	3 WFAN	3 WFAN	3 WNEW-F
4	4 WAXQ-F	4	4 WOBM-F	4 WKXW-F	4	4 WYNY-F	4 WPLJ-F	4 WNEW-F	4 WJLK-FF
5	WXRK-F	5	5	5 WPLJ-F	5	5 WHTG-F	5 WNEW-F	5 WJLK-FF	WAXQ-F
6	6	6	6	6	6	6	6	6	6

MONMOUTH-OCEAN

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WHTG-F	106.3	EATONTOWN	1.3/4.3/ 20/ 378	NONE AS OF FEBRUARY 1995			
WAWZ-F	99.1	ZAREPHATH	1.1/2.4/ 16/ 208				
WMGQ-F	98.3	NEW BRUNSWICK	0.8/2.1/ 12/ 185				
WPST-F	97.5	TRENTON	1.1/5.7/ 16/ 497				

SEE NEW YORK FOR MORE ABOUT THE FOLLOWING:

WBLN-F	1.0/ 3.2	WMXV-F	1.2/ 5.5	WQXR-F	0.7/ 3.3
WCBS	2.3/11.0	WPAT-F	1.9/ 6.5	WRKS-F	1.0/ 4.6
WFME-F	0.5/ 1.4	WQCD-F	2.1/ 7.0		
WHTZ-F	2.2/10.3	WQEW	0.9/ 2.2		
WLTW-F	1.8/ 7.5	WQHT-F	1.7/ 6.4		

SEE PHILADELPHIA OR ATLANTIC CITY FOR MORE ABOUT THE FOLLOWING:

WFPG-F	0.7/ 1.8	WQGL-F	0.7/ 2.3
WIOQ-F	0.3/ 2.3	WRDR-F	2.0/ 4.0
WMGK-F	0.3/ 1.2	WWDB-F	1.0/ 2.3
WMMR-F	1.4/ 3.5	WXTU-F	0.7/ 1.8

RADIO STATIONS

WJLK	, 1310,	2.5 KW/1 KW (DA-D),	Country	UNISTR SMN,	\$ NA	(Katz)	D & F	(ASBURY PARK)
WOBM	, 1160,	5 KW/9 KW (DA-2),	Standards	UNISTR,	\$ NA	(Katz)		(LAKEWOOD)
WADB-F,	95.9,	4 KW @ 239	, SAC/EZ	UPI,	\$ NA	(---)		(PT. PLEAS.)
WHTG-F,	106.3,	3 KW @ 232	, AOR-New Rock	,	\$ NA	(Banner)		(EATONTOWN)
WJLK-F,	94.3,	3 KW @ 328	, AC	UNISTR,	\$ NA	(Katz)	D & F	(ASBURY PARK)
WJRZ-F,	100.1,	1.6 KW @ 449	, CHR/AC	,	\$ NA	(D&R)		(MANAHAWK)
WOBM-F,	92.7,	1.4 KW @ 485	, AC	,	\$ NA	(Katz)		(TOMS RIVER)
WZVU-F,	107.1,	2.3 KW @ 371	, Oldies	,	\$ NA	(Katz)	K & K	(LONG BRANCH)

WKXW-F -- See Trenton in "Small Market Edition"

Other Ranked Stations - See New York

Other ranked stations -- see New York

MONTGOMERY

Arbitron Rank/Pop (12+): 142/256,200
 MSA Rank/Pop: 150/312,000
 DMA # 111
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 16/15
 Diaries: 827/310:1/53.7%
 Sample Target: 805
 % Below Line: 0.5
 % Not Listed: 15.9

1994 Revenue: \$10,500,000
 HH Inc.: \$30,553
 Retail \$: 2.6 Bil
 Pop per Station: 17,080
 #1 Biller: WLWI-F \$3,800,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WLWI-F (C)	80/18.6	22.7	19.5	17.9	23.1	----	133/1531	896/35.0	35.5	36.8	E	WLWI-F
2. WZHT-F (B)	74/17.2	18.1	17.9	21.0	22.0	----	141/1418	753/29.4	25.6	28.6	C	WZHT-F
3. WMCZ-F (B)	30/ 7.0	6.1	8.7	1.7	0.9	----	31/471	437/17.1	15.8	15.3	A	WMCZ-F
4. WBAM-F (O)	27/ 6.3	2.3	4.9	3.3	2.5	----	45/823	474/18.5	8.8	14.4	B	WBAM-F
5. WHHY-AF (CHR)	26/ 6.0	4.4	6.9	8.4	7.4	----	42/772	449/17.5	15.5	20.7	C	WHHY-AF
6. WACV (T)	25/ 5.8	4.3	4.2	5.7	3.0	----	28/344	298/11.6	10.9	10.0	B	WACV
7. WMXS-F (AC)	24/ 5.6	6.6	2.6	4.3	3.9	----	43/782	456/17.8	17.7	11.8	B	WMXS-F
8. WAFX-F (AOR)	21/ 4.9	6.8	9.4	8.4	6.0	----	38/500	307/12.0	15.6	15.4	C	WAFX-F
9. WLNE-F (SAC)	15/ 3.5	2.9	4.0	5.5	2.3	----	15/205	239/ 9.3	10.1	9.5	A	WLNE-F
10. WXVI (B/G)	13/ 3.0	4.1	4.2	4.8	5.3	----	13/153	148/ 5.8	8.9	8.1	A	WXVI
11. WAPZ (G)	10/ 2.3	3.6	2.4	2.6	1.9	----	10/64	58/ 2.3	3.3	3.6	A	WAPZ
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 82.58% (298 of 361) (FAL 93: 84.86%)

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 WLWI-F	1 WLWI-F<	1 WLWI-F>>	1 WLWI-F>	1 WLWI-F>	1 WLWI-F<	1 WZHT-F>>	1 WLWI-F
2 WHHY-AF	2 WLWI-F	2 WLWI-F>	WZHT-F>	2 WZHT-F>	2 WZHT-F	2 WZHT-F>	2 WACV <	2 WZHT-F>>	2 WLWI-F	2 WZHT-F
WLWI-F	3 WHHY-AF	3 WMCZ-F	3 WMCZ-F	3 WMCZ-F	3 WACV	3 WMCZ-F	3 WZHT-F>	3 WMXS-F	WMCZ-F	3 WMCZ-F
4 WMXS-F	4 WBAM-F	4 WBAM-F	4 WBAM-F	4 WBAM-F	4 WMCZ-F	4 WHHY-AF	4 WBAM-F>	4 WHHY-AF	4 WHHY-AF	4 WAPZ-F
5	WMCZ-F	WHHY-AF	5 WAFX-F	5 WAFX-F	5	5	5 WMXS-F	5 WBAM-F<	5	5
6	6	6	6	6	6	6	6	6 WMCZ-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 WZHT-F	1 WZHT-F>	1 WLWI-F	1 WZHT-F	1 WLWI-F	1 WZHT-F	1 WZHT-F>>	1 WZHT-F	1 WZHT-F>	1 WZHT-F
2 WHHY-AF	2 WLWI-F<	2 WZHT-F	2 WLWI-F>	2 WZHT-F>	2 WLWI-F	2 WAFX-F<	2 WAFX-F	2 WLWI-F	2 WLWI-F
3 WLWI-F	3 WHHY-AF	3 WBAM-F	3 WMCZ-F	3 WMCZ-F	3 WMXS-F	3 WLWI-F	3 WBAM-F	3 WAFX-F	3 WMCZ-F
WMCZ-F	4 WMCZ-F	4	4 WMXS-F	4 WBAM-F	WBAM-F	4 WBAM-F	WMCZ-F	4 WMCZ-F	WAFX-F
5	5 WMXS-F	5	5 WHHY-AF	WMXS-F	WAFX-F	5 WMCZ-F	5	5 WBAM-F	5 WACV
	WBAM-F								

OTHER RATED STATIONS	METRO SHARE/RTG	TSA AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE	
WLWI	740	MONTGOMERY	1.2/6.1/ 10/ 205	WLWI A/F, WSYA, WMXS-F (Colonial)	26.8%	23.2%	44.8%
WMGY	800	MONTGOMERY	0.7/3.6/ 3/ 98				
WSYA	950	MONTGOMERY	1.4/3.1/ 6/ 85				
WVRK-F	102.9	COLUMBUS, GA	0.5/2.3/ 15/ 259	WZHT-F, WMCZ-F (New South)	24.2%	23.9%	21.2%
					51.0%	47.1%	66.0%

RADIO STATIONS

WACV , 1170, 10 KW/1 KW (DA-2) , Talk	SUN CBS, \$12.00 (Banner)	
WAPZ , 1250, 5 KW (DAYS) , Gospel	AURN, \$11.00 (---)	(WETUMPKA)
WLWI , 740, 50 KW/184 W (DA-1) , Standards	UNISTR MBS, \$10.00 (Katz)	Colonial
WXVI , 1600, 5 KW/1 KW (DA-2) , Black	ABC, \$11.00 (Mc-Guild)	
WBAM-F, 98.9, 100 KW @ 731 , Oldies	UNISTR, \$16.00 (Christal)	
WHHY-F, 101.9, 100 KW @ 708 , CHR	ABC, \$33.00 (Mc-Guild)	
WLNE-F, 96.1, 0.9 KW @ 820 , Soft AC	USA, \$15.00 (Banner)	
WLWI-F, 92.3, 100 KW @ 1096 , Country	MBS, \$78.00 (Katz)	Colonial
WMCZ-F, 97.1, 3 KW @ 328 , Black	SMN, \$18.00 (Mc-Guild)	NewSouth (MILLBROOK)
WMXS-F, 103.3, 100 KW @ 1096 , AC	UNISTR, \$21.00 (Torbet)	Colonial
WAFX-F, 95.1, 50 KW @ 735 , AOR	, \$24.00 (Torbet)	(PRATTVILLE)
WZHT-F, 105.7, 100 KW @ 1801 , Black	ABC, \$35.00 (Mc-Guild)	New South (TROY)

Miscellaneous: WHHY A/F sold for \$2,600,000 (LaRue). . . Later 80% of WHHY A/F was resold to Venture Entertainment for \$3,300,000. . .

NASHVILLE

Arbitron Rank/Pop (12+): 45/886,200

Stations: 27/25
Diaries: 1467/604:1/46.9%
Sample Target: 1430
% Below Line: 4.1
% Not Listed: 11.9

1994 Revenue: \$42,400,000
HH Inc.: \$36,632
Retail \$: 11.4 Bil
Pop per Station: 35,448
#1 Biller: WSIX-F \$10,000,000

MSA Rank/Pop: 51/1,080,000

DMA # 34

Average Person Ratings: 15.6

Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WSIX-F (C)	219/15.9	14.8	18.6	14.7	18.4	16.0	311/3710	2507/28.3	30.5	31.4	I	WSIX-F
2. WSM -F (C)	141/10.2	12.4	10.6	14.0	11.3	11.8	250/3394	2021/22.8	23.7	27.0	G	WSM -F
3. WGFX-F (O-70's)	88/ 6.4	4.9	6.3	4.4	3.8	5.5	102/1922	1391/ 5.7	18.0	12.9	D	WGFX-F
4. WKDF-F (AOR)	82/ 5.9	6.0	5.6	6.0	5.8	5.9	177/2743	1314/14.8	13.3	13.5	E	WKDF-F
5. WQOK-F (B)	76/ 5.5	7.3	8.6	8.2	7.3	7.4	79/1128	1045/11.8	14.0	12.9	D	WQOK-F
6. WJXA-F (SAC)	74/ 5.4	6.3	5.7	4.9	5.3	5.6	88/1408	1068/12.1	13.7	12.7	D	WJXA-F
7. WYHY-F (CHR)	71/ 5.1	5.1	6.0	7.9	5.4	6.0	131/2657	1609/18.2	20.2	17.0	D	WYHY-F
8. WLAC (N/T)	63/ 4.6	4.3	3.7	4.4	3.6	4.3	72/1216	1065/12.0	8.9	10.0	D	WLAC
9. WLAC-F (AC)	61/ 4.4	4.0	5.3	5.5	5.9	4.8	95/2047	1400/15.8	15.7	17.0	E	WLAC-F
10. WRMX-F (O)	54/ 3.9	4.4	3.8	3.4	2.8	3.9	78/1606	998/11.3	10.0	11.0	C	WRMX-F
11. WJCE-F (C)	50/ 3.6	2.9	2.2	2.0	2.0	2.7	72/1113	681/ 7.7	7.2	6.9		WJCE-F
12. WSM (C/FS)	38/ 2.8	2.6	2.2	3.0	3.3	2.7	70/1263	766/ 8.6	7.4	8.8	C	WSM
13. WVOL (B)	36/ 2.6	1.4	2.1	1.6	2.7	1.9	36/490	490/ 5.5	4.9	5.7	A	WVOL
14. WWTN-F (T)	34/ 2.5	2.1	1.7	1.5	1.8	2.0	43/808	602/ 6.8	4.2	6.1	B	WWTN-F
15. WRLT-F (AOR-NR)	21/ 1.5	2.1	2.0	2.3	3.5	2.0	24/566	544/ 6.1	6.4	5.7	C	WRLT-F
16. WAMB (ST)	19/ 1.4	1.8	1.9	1.2	0.5	1.6	29/319	268/ 3.0	3.3	2.6		WAMB
WMDB (B)	19/ 1.4	0.7	1.0	0.4	2.0	0.9	20/220	215/ 2.4	2.9	2.6		WMDB
18.												
19.												
20.												

12+ FM SHARE (METRO): 82.91% (1009 of 1217) (FAL 93: 84.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>>	1 WSIX-F>	1 WSIX-F>	1 WSIX-F>	1 WSIX-F>	1 WSIX-F>	1 WSIX-F>	1 WSIX-F>	1 WSIX-F>	1 WSIX-F>	1 WSIX-F>
2 WQOK-F	2 WKDF-F<	2 WGFX-F<	2 WGFX-F	2 WSM -F	2 WSM -F>	2 WSM -F>	2 WSM -F	2 WSM -F>	2 WQOK-F	2 WQOK-F
3 WKDF-F	3 WGFX-F>	3 WSM -F	3 WSM -F	3 WGFX-F	3 WJXA-F	3 WGFX-F<	3 WLAC	3 WGFX-F	3 WYHY-F	3 WSM -F
4	4 WQOK-F	4 WKDF-F	4 WJXA-F<	4 WJXA-F	4 WLAC	4 WKDF-F<	4 WJXA-F<	4 WKDF-F<	4 WSM -F	4 WJCE-F
5	5 WSM -F	5 WLAC-F<	5 WKDF-F	5 WKDF-F	5 WRMX-F	5 WJXA-F	5 WGFX-F	5 WYHY-F	5 WKDF-F	5 WJXA-F
6	6 WLAC-F<	6 WQOK-F<	6 WRMX-F	WRMX-F	6 WSM <	6	6 WKDF-F	6 WQOK-F	6 WJCE-F	6 WKDF-F
7	7 WYHY-F	7 WJXA-F	7	7 WJCE-F	7 WGFX-F	7	7	7	7	7 WGFX-F
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSIX-F	1 WSIX-F>	1 WSIX-F	1 WSIX-F>	1 WSIX-F>	1 WKDF-F	1 WKDF-F<	1 WGFX-F	1 WSIX-F>	1 WSIX-F>
2 WLAC-F	2 WSM -F<	2 WGFX-F	2 WSM -F	2 WSM -F	WSIX-F	2 WSIX-F	2 WKDF-F	2 WKDF-F<	2 WGFX-F
3 WSM -F	3 WLAC-F	3 WQOK-F	3 WLAC-F	3 WJXA-F	3 WGFX-F	3 WGFX-F>>	3 WSIX-F	3 WGFX-F>	3 WSM -F
4 WYHY-F	4 WQOK-F	4 WSM -F	4 WGFX-F<	4 WGFX-F	4 WYHY-F	4	4 WLAC-F	4 WSM -F	4 WKDF-F
5 WQOK-F	5 WYHY-F<	5 WLAC-F	5 WJXA-F	5 WLAC-F<	5 WSM -F	5	5	5 WLAC	5 WLAC-F>
6	6 WGFX-F	6	6 WQOK-F	6 WRMX-F	6	6	6	6 WQOK-F	6
7	7 WKDF-F	7	7 WRMX-F	7	7	7	7	7	7
			WYHY-F						

NASHVILLE

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WCOR	900	LEBANON	0.1/0.4/ 1/ 20	WJXA-F, WRMX-F (South Central)	9.3%	11.9%	9.9%
WANT-F	98.9	LEBANON	0.4/1.6/ 6/ 165				
WENO	760	NASHVILLE	0.5/1.1/ 8/ 110				
WGNS	1450	MURFREESBORO	0.7/1.4/ 9/ 127	WKDA, WKDF-F, WGFX-F (Dick)	13.0%	14.6%	14.9%
WKDA	1240	NASHVILLE	0.7/3.5/ 9/ 321				
WNQM	1300	NASHVILLE	0.5/1.5/ 7/ 137				
WQZQ-F	102.5	DICKSON	0.4/1.8/ 12/ 288	WSIX A/F, WYHY-F (SFX)	21.0%	19.7%	27.4%
WRLG-F	94.1	SMYRNA	0.9/3.5/ 12/ 307				
WYCO-F	102.9	SHELBYVILLE	0.7/4.2/ 23/ 690				
WGGC-F	95.1	GLASGOW, KY	0.4/1.4/ 21/ 612	WAMB A/F, WHNK (Local)	1.4%	0.1%	< 2.0%
				WSM A/F, WWTN-F (Gaylord)	15.5%	14.3%	21.9%
				WLAC A/F, WJCE-F (Keymarket, semi-duopoly)	12.6%	14.5%	NA
					72.8%	75.1%	75.4%

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N), Standards	MBS, \$ 19.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N), Talk/News/Relig	CBS, \$ 51.00 (Banner)	Keymarket
WMDB, 880, 2.5 KW (DAYS,DA), Black	\$ 19.00 (---)	
WSM, 650, 50 KW, Country/FS	NBC, \$ 43.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2), Black	SMN, \$ 25.00 (MMR)	

FM STATIONS

WGFX, 104.5, 49 KW @ 1312, Oldies - 70's	Source, \$ 42.00 (Katz)	Dick
WKDF, 103.3, 100 KW @ 1233, AOR	ABC, \$ 100.00 (Katz)	Dick
WLAC, 105.9, 100 KW @ 1233, AC	\$ 60.00 (Banner)	Keymarket
WQOK, 92.1, 3 KW @ 462, Black	\$ 46.00 (Torbet)	(HENDERSON.)
WRLT, 100.1, 0.2 KW @ 1181, New Rock	\$ 30.00 (Dora)	(FRANKLIN)
WRMX, 96.3, 100 KW @ 810, Oldies	\$ 43.00 (---)	So. Central (MURFREES.)
WSIX, 97.9, 100 KW @ 1138, Country	ABC, \$ 150.00 (Mc-Guild)	SFX
WSM, 95.5, 100 KW @ 1279, Country	\$ 132.00 (Christal)	Gaylord
WWTN, 99.7, 100 KW @ 1296, Talk	MBS, CBS, \$ 23.00 (Mc-Guild)	(MANCHESTER)
WYCO, 102.9, 100 KW @ 810, Country	\$ 22.00 (K & P)	Cromwell (SHELBYVILLE)
WYHY, 107.5, 58 KW @ 1233, CHR	\$ 85.00 (Eastman)	SFX (LEBANON)
WJXA, 92.9, 100 KW @ 1053, Soft AC	\$ 75.00 (D & R)	So. Central
WJCE, 101.1, 47 KW @ 1289, Country	ABC, \$ 47.00 (---)	Keymarket (RUSSELLVILLE, KY)

Miscellaneous: WBVR-F changes calls to WJCE-F (July). . . WWTN-F sold to Gaylord (D) for \$3,800,000. . .

NASSAU-SUFFOLK
(Long Island)

Arbitron Rank/Pop (12+): 14/2,269,900

Stations: 36/11
Diaries: 2582/879:1/53.7%
Sample Target: 2500
% Below Line: NA
% Not Listed: NA

1994 Revenue: \$35,100,000
HH Inc.: \$55,732
Retail \$: 28.3 Bil
Pop per Station: NA
#1 Biller: WALK-AF \$10,000,000

MSA Rank/Pop: 13/2,680,000
New York DMA
Average Person Ratings: 18.2
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WALK-F (AC/FS)	240/ 5.8	5.3	6.6	6.5	5.1	6.1		3083/13.6	15.1	12.8	I	WALK-F
2. WBLI-F (AC/CHR)	161/ 3.9	4.0	3.8	3.5	3.9	3.8		2520/11.1	12.1	11.1	G	WBLI-F
3. WKJY-F (AC)	154/ 3.7	3.0	3.0	3.7	3.9	3.4		1767/ 7.8	7.3	8.8	F	WKJY-F
4. WBAB-F (AOR)	148/ 3.6	3.8	3.5	4.1	5.1	3.8		2433/10.7	11.8	14.0	G	WBAB-F
5. WHLI (ST)	133/ 3.2	3.9	3.2	2.9	4.0	3.3		856/ 3.8	4.6	4.1	C	WHLI
6. WYNY-F (C)	110/ 2.7	3.0	2.1	3.1	2.9	2.7		1658/ 7.3	6.5	8.1		WYNY-F
7. WBZO-F (O)	109/ 2.6	2.4	2.6	1.6	1.4	2.3		1486/ 6.5	6.3	4.7	C	WBZO-F
8. WDRE-F (AOR-NR)	78/ 1.9	1.9	2.3	1.7	2.1	2.0		1533/ 6.8	7.3	6.1	E	WDRE-F
9. WRCN-FF (AOR)	60/ 1.7	1.8	2.3	2.5	3.4	2.1		1125/ 5.0	NA	NA	D	WRCN-FF
10. WGSM (ST)	17/ 0.4	0.4	1.4	1.8	2.0	1.0		381/ 1.7	2.9	3.1	B	WGSM

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 WALK-F	1 WALK-F	1 WALK-F>	1 WALK-F	1 WALK-F>>	1 WALK-F	1 WALK-F>	1 WBLI-F	1 WALK-F>>
2 WALK-F	2 WALK-F	2 WBAB-F	2 WBAB-F	2 WBAB-F	2 WHLI	2 WBLI-F	2 WKJY-F	2 WKJY-F	2 WALK-F	2 WBAB-F
3 WDRE-F	3 WBLI-F	3 WKJY-F<	3 WKJY-F	3 WKJY-F	3 WBLI-F	3 WKJY-F<	3 WBAB-F	3 WBAB-F	3 WBAB-F	3 WBLI-F
4	4 WDRE-F	4 WBLI-F>	4 WBLI-F	4 WBLI-F	4 WBLI-F	4 WBAB-F	4 WBLI-F	4 WYNY-F	4 WYNY-F	4 WRCN-F
5	5 WKJY-F	5 WBZO-F	5 WBZO-F	5 WBZO-F	5 WBZO-F	5 WHLI	5 WBZO-F	5 WYNY-F	5 WDRE-F	5 WBZO-F
6	6 WRCN-FF	6 WDRE-F	6	6	6	6 WBZO-F	6	6 WBZO-F	6	6
7	7	7	7	7	7	7	7	7 WHLI-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 WDRE-F	1 WALK-F<	1 WALK-F	1 WALK-F	1 WALK-F	1 WBAB-F	1 WBAB-F>>	1 WBAB-F	1 WBAB-F>	1 WBAB-F
2 WKJY-F	2 WBLI-F<	WBLI-F	2 WKJY-F<	2 WBLI-F	2 WBLI-F	2 WRCN-FF	2 WRCN-FF	2 WALK-F	2 WALK-F
3 WALK-F	3 WKJY-F>	3 WKJY-F	3 WBLI-F>	3 WKJY-F>	3 WRCN-FF	3 WDRE-F	3 WALK-F	3 WRCN-FF	3 WBZO-F
4 WBLI-F	4 WBAB-F	4 WBAB-F	4	4 WBZO-F	4 WDRE-F	4 WALK-F	4 WDRE-F	4 WBLI-F	4 WKJY-F
5	5 WDRE-F	5	5	5	5	5 WBLI-F	5	5 WKJY-F	5 WYNY-F
6	6	6	6	6	6	6	6	6 WDRE-F	6 WRCN-FF
7	7	7	7	7	7	7	7	7 WBZO-F	7

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
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SEE NEW YORK FOR MORE INFORMATION ABOUT THE FOLLOWING STATIONS:

WABC 5.7/11.7	WINS 2.3/11.7	WOCD-F 2.5/ 7.1	WBAB-F, WBLI-F, WGBB (Liberty)	7.5%	9.9%	35.3%
WAXO-F 1.8/ 6.4	WLTN-F 2.6/ 8.6	WOEW 1.2/ 3.8	WRHD, WGSM, WRCN-F, WMJC-F (Gary Starr)	2.1%	2.6%	8.8%
WBLS-F 1.2/ 4.9	WMXV-F 2.2/ 7.5	WOHT-F 2.3/ 9.3		9.6%	12.5%	44.2%
WCBS 4.3/18.1	WNEW-F 2.0/ 8.4	WOXR-F 2.2/ 5.5				
WCBS-F 4.1/12.0	WOR 3.9/10.7	WRKS-F 1.3/ 6.0				
WFAN 3.7/12.5	WPAT-F 1.6/ 5.7	WSKO-F 1.4/ 2.8				
WHTZ-F 4.6/18.5	WPLJ-F 3.7/12.0	WXRK-F 3.9/12.4				

WEZN-F 99.9	BRIDGEPORT, CT	1.0/4.7/ 42/1067
WKCI-F 101.3	HAMDEN, CT	0.5/1.9/ 19/ 422
WKHL-F 96.7	STAMFORD, CT	0.3/1.7/ 13/ 397
WPLR-F 99.1	NEW HAVEN, CT	0.4/1.7/ 18/ 379

NASSAU-SUFFOLK
(Long Island)

RADIO STATIONS

WGSM ,	740,	25 KW (DAYS, DA) ,	Standards	UNISTR, \$ 41.00 (MMR)	Gary Starr
WHLI ,	1100,	10 KW (DAYS, DA) ,	Standards	, \$ 41.00 (Katz)	Barnstable
WALK-F,	97.5,	39 KW @ 554	, AC	, \$180.00 (D&R)	Chancellor
WBAB-F,	102.3,	3 KW @ 269	, AOR	, \$150.00 (MMR)	Liberty
WBAZ-F,	101.7,	5.5 KW @ 341	, Soft AC	UNISTR, CNN, \$ 35.00 (Eastman)	
WBLI-F,	106.1,	25 KW @ 492	, AC/CHR	, \$160.00 (Katz)	Liberty
WBZO-F,	103.1,	3 KW @ 285	, Oldies	, \$ 40.00 (---)	
WDRE-F,	92.7,	1 KW @ 522	, New Rock	, \$ 65.00 (Roslin)	Jarad
WKJY-F,	98.3,	3 KW @ 328	, AC	, \$ 85.00 (Katz)	Barnstable
WMJC-F,	94.3,	3 KW @ 298	, AOR	, \$ 47.00 (MMR)	Gary Starr
WRCN-F,	103.9,	1.5 KW @ 466	, AOR	, \$ 36.00 (Mc-Guild)	Gary Starr

Other Stations - See New York

Miscellaneous: WRCN-F and WMJC-F were simulcasted during this book. The format is AOR. . .

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

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

NEW HAVEN

Arbitron Rank/Pop (12+): 92/387,700

Stations: 27/7
Diaries: 983/394:1/45.2%
Sample Target: 990
% Below Line: 49.1
% Not Listed: 20.7

1994 Revenue: \$13,900,000
HH Inc.: \$44,719
Retail \$: 5.0 Bil
Pop per Station: 55,386
#1 Biller: WPLR-F \$5,500,000

MSA Rank/Pop: 88/526,000 (Approx)
DMA # 25 (w/Hartford)
Average Person Ratings: 16.2
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WEZN-F (SAC)	56/ 8.9	7.0	7.8	7.3	8.3	----	134/2024	681/17.6	16.0	17.1		WEZN-F
2. WPLR-F (AOR)	51/ 8.1	9.3	10.8	9.1	9.6	----	113/1801	702/18.1	22.5	21.1	G	WPLR-F
3. WELI (FS)	42/ 6.7	7.0	9.2	7.0	10.7	----	48/724	589/15.2	18.2	19.3	D	WELI
4. WKCI-F (CHR)	37/ 5.9	8.4	7.3	8.2	7.1	----	97/2231	856/22.1	22.9	24.4	F	WKCI-F
5. WDRC-F (O)	35/ 5.6	5.8	5.2	2.8	4.3	----	64/1283	550/14.2	14.1	12.0		WDRC-F
6. WFAN (SPRTS)	31/ 4.9	5.5	4.6	5.8	4.9	----	99/1408	523/13.5	13.1	11.0		WFAN
7. WWYZ-F (C)	29/ 4.6	6.4	3.3	5.4	5.6	----	82/1195	422/10.9	11.8	8.3		WWYZ-F
8. WYBC-F (B/V)	25/ 4.0	3.0	4.3	3.3	2.6	----	27/403	378/ 9.7	9.1	9.3	A	WYBC-F
9. WKSS-F (CHR)	23/ 3.7	2.7	3.8	5.7	4.3	----	51/1408	579/14.9	13.6	15.1		WKSS-F
10. WNHC (B)	19/ 3.0	2.4	2.5	3.9	3.4	----	19/274	266/ 6.9	6.9	6.4	B	WNHC

12+ FM SHARE (METRO): 67.13% (335 of 449) (FAL 93: 67.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSS-F	1 WPLR-F>	1 WPLR-F>	1 WPLR-F	1 WPLR-F	1 WELI <	1 WFAN	1 WEZN-F	1 WEZN-F<	1 WPLR-F	1 WELI
3 WKCI-F	2 WKCI-F	2 WEZN-F	2 WEZN-F>	2 WEZN-F	2 WEZN-F>	2 WELI <	2 WPLR-F	2 WPLR-F	WEZN-F>	2 WPLR-F>
3 WOHT-F	3 WEZN-F	3 WKCI-F	3 WFAN	3 WFAN	3 WDRC-F	3 WPLR-F>	3 WDRC-F	3 WDRC-F	3 WKSS-F	3
4	4 WYBC-F	4 WDRC-F	4 WDRC-F	4 WDRC-F	4 WWYZ-F	4 WEZN-F	4 WKCI-F	4 WKCI-F<	4 WKCI-F	4
5	5	WFAN	5 WKCI-F	5 WWYZ-F	5	5 WKCI-F	5	5 WELI	5 WELI	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 WKCI-F	1 WKCI-F	1 WEZN-F	1 WEZN-F>	1 WEZN-F>	1 WPLR-F	1 WPLR-F>>	1 WPLR-F	1 WPLR-F>	1 WPLR-F>
2 WKSS-F	WEZN-F	2 WYBC-F	2 WKCI-F	2 WDRC-F	2 WKCI-F	2 WFAN >	2 WFAN	2 WFAN >	2 WFAN >
3	3 WPLR-F	WPLR-F	3 WWYZ-F	3 WWYZ-F	WKSS-F	3 WKCI-F	3 WOHT-F	3 WDRC-F	3 WDRC-F
4	WYBC-F	4 WKCI-F	4 WYBC-F	WKCI-F	4	4	4	4 WKCI-F	4 WEZN-F
5	5	WWYZ-F	5	5 WYBC-F	5	5	5	WEZN-F	5 WELI

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WMMW 1470	MERIDEN	1.6/3.1/	16/ 212	WAVZ, WELI, WKCI-F	12.6%	9.7%	54.0%
WXCT 1220	HAMDEN	1.0/1.3/	6/ 58	(Clear Channel)			

SEE HARTFORD, BRIDGEPORT OR NEW YORK FOR MORE ABOUT THE FOLLOWING:

WCCC-F	0.8/ 3.0	WTIC-F	0.6/ 5.7	WEBE-F	2.5/ 9.5
WFIF	0.8/ 1.6	WYSR-F	1.3/ 6.5	WICC	2.2/ 5.1
WHCH-F	1.6/ 4.9	WZMX-F	2.2/ 7.9	WOR	1.3/ 2.5
WRCH-F	0.8/ 4.6	WABC	1.4/ 4.5	WOHT-F	2.1/ 6.8
WTIC	1.0/ 4.0	WCBS	2.2/10.2	WRKI-F	0.6/ 3.7

RADIO STATIONS

WELI , 960,	5 KW (DA-N)	Full Service	ABC CBS, \$ 47.00 (Mc-Guild)	Clear Channel
WNHC , 1340,	1 KW	Black	\$ 20.00 (D & R)	
WKCI-F, 101.3,	10 KW @ 1069	CHR	\$ 96.00 (Mc-Guild)	Clear Channel
WPLR-F, 99.1,	14 KW @ 951	AOR	\$120.00 (Eastman)	Multimarket
WYBC-F, 94.3,	1.7 KW @ 325	Jazz/Urban	SMN, \$ 20.00 (K & P)	

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

Miscellaneous: WPLR-F sold by So. Star to Multimarket for \$17,500,000 (E) . . .

NEW ORLEANS

Arbitron Rank/Pop (12+): 38/1,030,200

Stations: 26/26
Diaries: 2186/471:1/47.4%
Sample Target: 2145
% Below Line: 0.0
% Not Listed: 10.9

1994 Revenue: \$38,600,000
HH Inc.: \$31,821
Retail \$: 11.6 Bil
Pop per Station: 39,623
#1 Biller: WWL \$8,000,000

MSA Rank/Pop: 41/1,320,000
DMA # 40
Average Person Ratings: 17.3
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WQUE-F (B)	242/13.6	13.7	12.4	11.5	12.2	12.8	307/3363	2451/23.8	21.6	24.6	E	WQUE-F
2. WNOE-AF (C)	185/10.4	9.0	9.0	8.2	9.6	9.2	234/2806	2084/20.2	18.9	18.7	D	WNOE-AF
3. WYLD-F (B/AC)	146/ 8.2	9.5	9.1	7.6	9.1	8.6	159/2391	2161/21.0	18.6	20.0	G	WYLD-F
4. WWL (N/T)	130/ 7.3	8.4	8.4	8.2	10.1	8.1	186/2543	1875/18.2	19.2	21.2	H	WWL
5. WLMG-F (SAC)	93/ 5.2	5.4	4.3	6.4	7.3	5.3	113/1890	1508/14.6	14.7	16.1	E	WLMG-F
6. WEZB-F (CHR)	92/ 5.2	5.8	5.9	6.9	6.7	6.0	117/2611	1927/18.7	20.0	20.4	E	WEZB-F
7. WLTS-F (AC)	90/ 5.1	5.3	5.6	5.5	4.4	5.4	121/1857	1413/13.7	14.2	13.0	D	WLTS-F
8. KLJZ-F (J)	85/ 4.8	1.3	1.4	1.4	1.0	2.2	90/1224	1177/11.4	5.1	4.6	A	KLJZ-F
9. KMEZ-F (B/AC)	80/ 4.5	4.3	3.8	5.2	4.5	4.5	83/1170	1148/11.1	9.7	12.3	C	KMEZ-F
10. WTKL-F (O)	74/ 4.2	5.1	4.5	3.3	3.3	4.3	85/1300	1128/10.9	10.2	8.1	C	WTKL-F
11. WRNO-F (AOR)	67/ 3.8	3.9	4.8	3.5	2.9	4.0	100/1800	1256/12.2	13.2	10.3	D	WRNO-F
12. WBYU (ST)	59/ 3.3	2.3	3.6	3.7	3.5	3.2	61/652	626/ 6.1	6.5	6.0	B	WBYU
13. WYLD (G/B)	48/ 2.7	2.6	3.5	3.5	3.4	3.1	70/967	770/ 7.5	7.6	7.6		WYLD
14. WBOK (G)	31/ 1.7	1.9	1.2	2.6	2.8	1.9	32/594	563/ 5.5	3.9	6.8		WBOK
15. WCKW-F (CL AOR)	30/ 1.7	2.7	3.7	2.8	2.6	2.7	72/1509	810/ 7.9	10.6	8.0	D	WCKW-F
16. WZRH-F (AOR-NR)	27/ 1.5	1.9	1.5	1.8	1.4	1.7	31/687	569/ 5.5	5.5	5.1		WZRH-F
17. KHOM-F (O)	25/ 1.4	1.5	2.0	2.6	1.4	1.9	56/1257	656/ 6.4	7.1	6.2		KHOM-F
18. WSMB (T)	19/ 1.1	1.3	1.1	1.7	1.0	1.3	22/514	459/ 4.5	3.4	3.5		WSMB
19.												
20.												

12+ FM SHARE (METRO): 78.20% (1241 of 1587) (FAL 93: 74.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUE-F>>	1 WQUE-F>>	1 WQUE-F>	1 WNOE-AF<	1 WNOE-AF	1 WNOE-AF<	1 WNOE-AF	1 WNOE-AF<	1 WQUE-F>	1 WQUE-F>>	1 WYLD-F
2	2 WNOE-AF	2 WNOE-AF<	2 WQUE-F<	2 WQUE-F	2 WWL >	WQUE-F	2 WWL	2 WNOE-AF	2 WYLD-F>	WQUE-F>
3	WYLD-F	3 WYLD-F>	3 WYLD-F>	WYLD-F	3 WYLD-F	3 WWL	3 WQUE-F	3 WYLD-F<	3 WNOE-AF	3 WNOE-F
4	4 WEZB-F	4 WLTS-F<	4 WLTS-F<	4 WWL	4 WTKL-F	4 WRNO-F	4 WLMG-F<	4 WWL	4 KMEZ-F	4 KMEZ-F>
5	5 WRNO-F	5 WEZB-F	5 WWL	5 WLTS-F<	5 WBYU <	5 WYLD-F	5 WYLD-F	5 WEZB-F<	5 WLTS-F<	5 KLJZ-F
6	6 WLTS-F	6 WWL <	6 KLJZ-F<	6 KLJZ-F	6 WLMG-F<	6 WLMG-F	6 KLJZ-F<	6 KLJZ-F	6 WEZB-F	WYLD
7	7	7 KLJZ-F	7 KMEZ-F	KMEZ-F	7 KMEZ-F	7	7 WLTS-F	7	7	7
8	8	8	8	8 WLMG-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 WQUE-F	1 WQUE-F>	1 WQUE-F	1 WQUE-F	1 WYLD-F<	1 WQUE-F	1 WQUE-F>	1 WQUE-F	1 WQUE-F	1 WWL <
2 WYLD-F	2 WYLD-F	2 WYLD-F	2 WYLD-F	2 WQUE-F<	2 WRNO-F	2 WRNO-F<	2 WRNO-F	2 WNOE-AF	2 WNOE-AF
3 WLTS-F	3 WLTS-F	3 WLTS-F	3 WNOE-AF	3 WNOE-AF	WEZB-F	3 WNOE-AF	3 WNOE-AF	3 WWL	3 WQUE-F
4 WEZB-F	4 WNOE-AF	WNOE-AF	4 WLTS-F	4 WLMG-F	WNOE-AF	4 WEZB-F	4 WEZB-F	4 WRNO-F<	4 WYLD-F<
5	5 WLMG-F	5 WLMG-F	5 WLMG-F	5 WLTS-F	5	5 WYLD-F	5 KLJZ-F	5 WYLD-F	5 KLJZ-F
6	6 WEZB-F	6 WEZB-F	6 WEZB-F	6 KMEZ-F	6	6	6	6 WEZB-F	6 WRNO-F<
7	7	7 KLJZ-F	7 KMEZ-F	WTKL-F	7	7	7	7 KLJZ-F	7 KMEZ-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KGLA	1540	GRETNA	0.4/1.3/ 7/ 132	WYLD A/F, WQUE A/F (Clear Channel)	25.3%	22.0%	16.8%
WADU-F	94.9	RESERVE	0.6/1.1/ 12/ 203				
WGSO	990	NEW ORLEANS	0.3/1.7/ 6/ 185				
WQUE	1280	NEW ORLEANS	0.8/5.6/ 15/ 606	WLTS-F, WTKL-F (Muniz)	9.3%	11.6%	11.1%
WSHO	800	NEW ORLEANS	0.3/0.9/ 7/ 106				
WTJX	690	NEW ORLEANS	0.8/2.4/ 19/ 318				
WVOG	600	NEW ORLEANS	0.3/1.1/ 6/ 124	WNOE-F, KLJZ-F (Radio Equity)	14.9%	16.0%	15.0%
				WBYU, WEZB-F, WRNO-F (EZ)	12.3%	10.0%	17.7%
					61.8%	59.6%	60.6%

NEW ORLEANS

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, Gospel	UNISTR, AURN , \$ 22.00 (---)	Willis
WBYU, 1450, 1 KW	, Standards	SMN , \$ 32.00 (Roslin)	EZ
WNOE, 1060, 50 KW/5 KW (DA-2)	-- SEE WNOE-FM		
WQUE, 1280, 5 KW (DA-1)	-- SEE WQUE-FM		
WSMB, 1350, 5 KW (DA-2)	, Talk	ABC , \$ 21.00 (Katz)	
WTIX, 690, 10 KW/5 KW (DA-2)	, Standards	NBC, MBS , \$ 22.00 (---)	GHB (Buck)
WWL , 870, 50 KW	, News/Talk	ABC , \$ 155.00 (Katz)	Keymarket
WYLD, 940, 10 KW/500 W (DA-2)	, Gospel	ABC , \$ 19.00 (D&R)	Clear Channel

FM STATIONS

KGTR, 106.7, 100 KW @ 981, Country		, \$ 29.00 (Mc-Guild)	Radio Equity	(PORT SULPHUR)
KHOM, 104.1, 100 KW @ 1945, Oldies	UNISTR, NBC , \$ 27.00 (Torbet)			(HOUMA)
KMEZ, 102.9, 5 KW @ 604, Black AC	SMN , \$ 39.00 (Katz)			(BELLE CHASE)
WCKW, 92.3, 100 KW @ 1945, Classic AOR		, \$ 46.00 (Banner)		(LAPLACE)
WEZB, 97.1, 100 KW @ 449, CHR		, \$ 87.00 (MMR)	EZ	
WLMG, 101.9, 100 KW @ 830, Soft AC		, \$ 91.00 (Katz)	Keymarket	
WLTS, 105.3, 100 KW @ 902, AC	CBS, \$ 59.00 (Banner)		Muniz	
WNOE, 101.1, 100 KW @ 1003, Country	SMN, MBS, \$ 107.00 (Mc-Guild)		Radio Equity	
WQUE, 93.3, 93 KW @ 459, Black		, \$ 79.00 (D&R)	Clear Channel	
WRNO, 99.5, 100 KW @ 1004, Oldies-70's	Source, UNISTR, \$ 40.00 (Christal)		EZ	
WTKL, 95.7, 100 KW @ 984, Oldies		, \$ 39.00 (Banner)	Muniz	
WYLD, 98.5, 100 KW @ 361, Black	ABC, \$ 54.00 (D&R)		Clear Channel	
WZRH, 106.1, 50 KW @ 492, New Rock		, \$ 17.00 (---)		(PICAYNE)

Miscellaneous: KGTR-F changes to KLJZ-F and format from Country to Jazz (Sep). . . WRNO-F sold by Galloway to EZ (D) for \$7,500,000 (Stevens). . . WBYU sold to EZ for \$1,100,000. . . WNOE sold by Radio Equity to Communicom for \$700,000. . . St. John the Baptist county added to Metro. . . WRNO-F changes to Oldies-70's (Dec). . .

NEW YORK

Arbitron Rank/Pop (12+): 1/14,124,200

Stations: 45/43

1994 Revenue: \$401,200,000

MSA Rank/Pop: 1/15,600,000

Diaries: 8944/1579:1/49.8%

HH Inc.: \$45,479

DMA # 1

Sample Target: 6465

Retail \$:114.4 Bil

Average Person Ratings: 18.3

% Below Line: 0.9

Pop per Station: 328,470

Market TSL: 23.75 hours

% Not Listed: 11.5

#1 Biller: WFAN \$33,500,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WCBS-F (O)	1266/ 4.9	4.3	4.5	4.6	4.5	4.6	1322/20027	19134/13.5	13.0	12.1	K	WCBS-F
2. WOHT-F (U/CHR)	1249/ 4.8	4.5	4.4	4.1	3.8	4.5	1309/20313	19099/13.5	14.1	12.9	I	WOHT-F
3. WABC (T)	1199/ 4.7	3.9	3.7	4.2	4.6	4.1	1384/16054	13754/ 9.7	9.6	10.2	J	WABC
4. WLTW-F (SAC)	1146/ 4.4	4.9	5.0	4.7	4.8	4.8	1192/19850	19193/13.6	13.6	13.0	K	WLTW-F
5. WHTZ-F (CHR)	1084/ 4.2	4.6	4.1	4.0	4.5	4.2	1118/23728	22909/16.2	16.6	16.4	J	WHTZ-F
6. WSKQ-F (SP)	1081/ 4.2	3.4	3.1	3.1	3.0	3.5	1094/10778	10550/ 7.5	6.1	5.0	H	WSKQ-F
7. WQCD-F (J)	1015/ 3.9	3.5	3.6	3.6	3.6	3.7	1049/14250	13724/ 9.7	9.8	8.6	I	WQCD-F
8. WPLJ-F (CHR/AC)	990/ 3.8	4.5	4.0	3.4	3.9	3.9	1074/20816	19239/13.6	13.9	13.7	J	WPLJ-F
9. WBLS-F (B)	986/ 3.8	4.1	3.8	4.2	4.0	4.0	995/15992	15718/11.1	11.9	11.9	I	WBLS-F
10. WRKS-F (B/AC)	974/ 3.8	4.2	4.1	4.3	5.8	4.1	1008/18540	17668/12.5	14.2	14.4	J	WRKS-F
11. WINS (N)	927/ 3.6	3.7	4.0	4.3	3.9	3.9	933/23024	22630/16.0	16.9	16.2	K	WINS
12. WCBS (N)	897/ 3.5	3.1	3.1	3.6	2.9	3.3	999/21433	18691/13.2	13.5	12.9	K	WCBS
13. WMXV-F (AC)	858/ 3.3	3.4	3.5	3.6	2.8	3.5	875/15808	15376/10.9	11.8	9.6	J	WMXV-F
14. WOR (T)	853/ 3.3	3.1	3.4	3.1	3.6	3.2	944/13189	11691/ 8.3	8.1	9.4	J	WOR
15. WXRK-F (CL AOR)	847/ 3.3	3.7	3.5	4.0	3.6	3.6	918/16381	15056/10.7	12.2	12.8	K	WXRK-F
16. WFAN (SPRTS)	709/ 2.8	2.8	3.1	2.7	3.1	2.9	907/16788	13475/ 9.5	10.7	10.5	K	WFAN
17. WQXR-F (CL)	694/ 2.7	2.5	2.3	2.2	1.8	2.4	736/9094	8538/ 6.0	6.4	5.3	G	WQXR-F
18. WPAT-F (SAC/EZ)	624/ 2.4	2.5	3.0	2.6	3.3	2.6	642/10811	10248/ 7.3	7.8	8.5	I	WPAT-F
19. WNEW-F (AOR)	587/ 2.3	2.5	2.3	2.2	3.0	2.3	637/12359	11308/ 8.0	8.6	9.4	J	WNEW-F
20. WYNY-F (C)	472/ 1.8	1.9	2.0	2.1	2.3	2.0	519/8183	7506/ 5.3	5.9	6.2	I	WYNY-F
21. WAXQ-F (AOR)	457/ 1.8	1.9	2.0	1.6	1.5	1.8	500/9254	8317/ 5.9	6.2	5.6	G	WAXQ-F
22. WADO (SP)	438/ 1.7	2.1	1.8	1.7	1.4	1.8	438/4333	4333/ 3.1	3.5	2.7	H	WADO
23. WOEW (ST)	339/ 1.3	2.1	1.7	1.6	1.6	1.7	354/5536	5307/ 3.8	3.5	3.1	E	WOEW
24. WLIB (B/T)	301/ 1.2	1.1	1.1	1.3	1.0	1.2	303/3165	3149/ 2.2	2.5	2.0	E	WLIB
25. WALK-F (AC)	255/ 1.0	0.9	1.1	1.0	0.8	1.0	263/3897	3593/ 2.5	2.8	2.3		WALK-F
26. WSKQ (SP)	189/ 0.7	1.0	0.8	1.1	0.6	0.9	189/2526	2526/ 1.8	1.8	1.0		WSKQ
27.												
28.												
29.												
30.												

12+ FM SHARE (METRO): 71.81% (16382 of 22814) (FAL 93: 70.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOHT-F	1 WOHT-F	1 WPLJ-F	1 WCBS-F	1 WCBS-F	1 WABC	< 1 WXRK-F	1 WABC	1 WABC	> 1 WOHT-F	1 WINS
2 WHTZ-F	2 WPLJ-F	2 WSKQ-F	2 WLTW-F	2 WLTW-F	3 WCBS-F	> 2 WINS	2 WCBS-F	2 WCBS-F	2 WHTZ-F	2 WABC
3 WRKS-F	3 WHTZ-F	3 WCBS-F	WSKQ-F	WSKQ-F	2 WCBS	3 WCBS	3 WLTW-F	WLTW-F	3 WRKS-F	3 WOR
4	4 WRKS-F	WLTW-F	4 WPLJ-F	4 WQCD-F	WOR	< 4 WOR	4 WQCD-F	WOHT-F	4 WBLS-F	4 WCBS
5	5 WXRK-F	WOHT-F	5 WQCD-F	5 WPLJ-F	5 WINS	5 WCBS-F	5 WPLJ-F	5 WQCD-F	5 WBLS-F	5 WBLS-F
6	6 WBLS-F	6 WXRK-F	6 WXRK-F	6 WXRK-F	6 WQCD-F	WOHT-F	6 WPLJ-F	6 WQCD-F	6 WSKQ-F	6 WLTW-F
7	7 WSKQ-F	7 WBLS-F	7 WBLS-F	7 WBLS-F	WLTW-F	7 WFAN	7 WSKQ-F	WHTZ-F	7 WABC	7 WOHT-F
8	8 WMXV-F	8 WMXV-F	8 WMXV-F	8 WMXV-F	8 WQXR-F	8 WHTZ-F	8 WOHT-F	8 WOHT-F	8 WLTW-F	8 WCBS-F
9	9 WLTW-F	9 WHTZ-F	9 WNEW-F	9 WRKS-F	9 WRRL-F	WPLJ-F	9 WOR	9 WOR	9 WCBS-F	9 WRKS-F
10	10 WAXQ-F	10 WRKS-F	10 WRKS-F	10 WNEW-F	10	10 WSKQ-F	10 WRKS-F	10	10 WMXV-F	10 WFAN
11	11	11	11	11	11	11	11	11	11	11

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOHT-F	1 WOHT-F	1 WPLJ-F	1 WMXV-F	1 WCBS-F	1 WOHT-F	1 WOHT-F	1 WPLJ-F	1 WXRK-F	1 WXRK-F
2 WHTZ-F	2 WPLJ-F	2 WBLS-F	2 WLTW-F	2 WLTW-F	2 WHTZ-F	2 WXRK-F	2 WXRK-F	2 WSKQ-F	2 WCBS-F
3 WMXV-F	3 WHTZ-F	3 WSKQ-F	WPLJ-F	3 WQCD-F	3 WXRK-F	3 WPLJ-F	3 WSKQ-F	WPLJ-F	3 WSKQ-F
4 WRKS-F	4 WMXV-F	4 WMXV-F	4 WOHT-F	4 WSKQ-F	4 WAXQ-F	4 WHTZ-F	4 WOHT-F	4 WFAN	4 WFAN
5 WPLJ-F	5 WRKS-F	5 WRKS-F	5 WRKS-F	5 WBLS-F	5 WBLS-F	5 WAXQ-F	5 WNEW-F	WCBS-F	5 WPLJ-F
6 WBLS-F	6 WBLS-F	6 WOHT-F	WBLS-F	WMXV-F	6 WRKS-F	WSKQ-F	6 WFAN	6 WOHT-F	6 WQCD-F
7 WLTW-F	7 WSKQ-F	7 WLTW-F	WCBS-F	7 WPLJ-F	7 WPLJ-F	7 WBLS-F	7 WAXQ-F	7 WQCD-F	7 WLTW-F
8 WSKQ-F	8 WLTW-F	8 WHTZ-F	8 WHTZ-F	8 WRKS-F	8 WSKQ-F	8 WRKS-F	8 WLTW-F	8 WLTW-F	8 WNEW-F
9 WAXQ-F	9	9 WQCD-F	9 WQCD-F	9 WOHT-F	9 WFAN	9 WFAN	9 WBLS-F	9 WBLS-F	9 WABC
10	10	10 WNEW-F	WSKQ-F	10 WHTZ-F	10 WLTW-F	10 WNEW-F	10 WRKS-F	WNEW-F	10 WBLS-F
11	11	11	11	WINS	11	11	11	11	11

NEW YORK

OTHER RATED STATIONS				METRO CUME TSA TSA	DUOPOLY REPORT	12+	25-54	REVENUE
				SHARE/RTG/AQH/CUME				
WBAB-F	102.3	BABYLON	0.6/2.0/156/2974	WZRC, WFAN, WXRK-F	6.1%	7.8%	15.8%	
WBBR	1130	NEW YORK	0.3/1.9/ 92/2881	(Infinity)				
WBLI-F	106.1	PATCHOGUE	0.7/2.0/170/2853					
WBZO-F	103.1	BAY SHORE	0.4/1.2/116/1686	WQHT-F, WRKS-F	8.6%	6.5%	8.3%	
WDHA-F	105.5	DOVER	0.3/1.3/ 90/2024	(Emmis)				
WDRE-F	92.7	GARDEN CITY	0.6/2.5/156/3681		14.7%	14.3%	24.1%	
WFAS-F	103.9	WHITE PLAINS	0.3/1.0/ 82/1417					
WFME-F	94.7	NEWARK	0.6/1.5/164/2255					
WHLI	1100	HEMPSTEAD	0.6/0.7/151/1057					
WHUD-F	100.7	PEEKSKILL	0.5/1.3/195/3012					
WKJY-F	98.3	HEMPSTEAD	0.7/1.6/177/2263					
WMCA	570	NEW YORK	0.5/1.4/135/2049					
WMGO-F	98.3	NEW BRUNSWICK, NJ	0.4/1.0/114/1604					
WRCN-F	103.9	RIVERHEAD	0.3/0.7/ 84/1328					
WNWK-F	105.9	NEWARK	0.6/2.3/163/3224					
WPAT	930	PATERSON, NJ	0.3/1.1/ 71/1609					
WWRL	1600	NEW YORK	0.6/1.5/148/2086					
WEZN-F	99.9	BRIDGEPORT, CT	0.3/1.4/239/4412					
WKXW-F	101.9	TRENTON	0.6/2.3/237/4773					

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, Talk	ABC,	\$275.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	, Hispanic	,	\$101.00	(Katz Hisp)	Heftel
WBBR,	1130,	50 KW (DA-N)	, Business News	,	\$150.00	(---)	Bloomburg
WCBS,	880,	50 KW	, News	ABC, CNN,	\$390.00	(CBS)	CBS
WFAN,	660,	50 KW	, Sports	UNISTR, NBC,	\$369.00	(Eastman)	Infinity
WEVD,	1050,	50 KW (DA-1)	, Talk/Standards	,	\$ 82.00	(Groskin)	Forward
WINS,	1010,	50 KW (DA-1)	, News	CNN ABC,	\$415.00	(Group W)	Westinghouse
WKDM,	1380,	5 KW (DA-1)	, Hispanic	CBS,	\$ 80.00	(Katz Hisp)	Way
WLIB,	1190,	10 KW (DAYS, DA)	, Black News/Talk	AURN,	\$ 94.00	(Mc-Guild)	Inner City
WMCA,	570,	5 KW (DA-1)	, Religion	,	\$ NA	(---)	Salem
WOR,	710,	50 KW (DA-1)	, Talk	ABC NBC,	\$320.00	(Mc-Guild)	Buckley
WPAT,	930,	5 KW (DA-2)	, SEE WPAT-FM				
WQEW,	1560,	50 KW (DA-2)	, Standards	,	\$100.00	(MMR)	New York Times
WSKQ,	620,	5 KW (DA-2)	, Hispanic	,	\$130.00	(SBS)	SBS
WWRL,	1600,	5 KW (DA-2)	, Gospel	MBS AURN,	\$ 50.00	(---)	Unity
WWDJ,	970,	5 KW (DA-2)	, Religion	,	\$ 54.00	(---)	Salem
WWRV,	1330,	5 KW (DA-1)	, Religion/Various	,	\$ NA	(---)	
WZRC,	1480,	5 KW (DA-2)	, Ethnic/Brokered	,	\$ NA	(---)	Infinity

FM STATIONS

WAXQ,	104.3,	7.8 KW @ 1220	, AOR	UNISTR,	\$160.00	(---)	GAF
WBLS,	107.5,	5.4 KW @ 1223	, Black AC	ABC,	\$301.00	(Mc-Guild)	Inner City
WCBS,	101.1,	6.8 KW @ 1325	, Oldies	CBS,	\$505.00	(CBS)	CBS
WFME,	94.7,	37 KW @ 571	, Religion	,	\$ NA	(---)	Family
WHTZ,	100.3,	7.8 KW @ 1220	, CHR	,	\$325.00	(Christal)	Shamrock
WHUD,	100.7,	50 KW @ 500	, EZ/Soft AC	AP,	\$105.00	(Katz)	(PEEKSKILL)
WLTW,	106.7,	7.8 KW @ 1223	, Soft AC	,	\$500.00	(Katz)	Viacom
WMXV,	105.1,	7.8 KW @ 1223	, AC	,	\$414.00	(Mc-Guild)	Bonneville
WNEW,	102.7,	7.8 KW @ 1223	, AOR	UNISTR,	\$380.00	(Group W)	Westinghouse
WNWK,	105.9,	2.4 KW @ 722	, Variety/Ethnic	,	\$ NA	(---)	(NEWARK)
WPAT,	93.1,	5.4 KW @ 1420	, EZ/Soft AC	,	\$246.00	(MMR)	Park
WPLJ,	95.5,	6.7 KW @ 1345	, CHR/AC	ABC,	\$285.00	(Katz)	Cap Cities/ABC
WQCD,	101.9,	5.3 KW @ 1420	, Jazz	,	\$320.00	(Christal)	Tribune Co.
WQHT,	97.1,	6.7 KW @ 1338	, CHR/Urban	,	\$310.00	(MMR)	Emmis
WQXR,	96.3,	7.8 KW @ 1223	, Classical	UNISTR,	\$205.00	(MMR)	New York Times
WRKS,	98.7,	7.8 KW @ 1220	, Black/AC	Source, UNISTR,	\$380.00	(MMR)	Emmis
WSKQ,	97.9,	7.8 KW @ 1223	, Hispanic	,	\$130.00	(SBS)	SBS
WXRK,	92.3,	7.6 KW @ 1220	, Classic AOR	ABC,	\$475.00	(Torbet)	Infinity
WYNY,	103.5,	6.7 KW @ 1391	, Country	NBC, MBS,	\$258.00	(D&R)	Broadcasting Partners

Miscellaneous: WPAT A/F sold by Park to Tomlin/Knapp for \$52,000,000 (E). . . WYNY-F sold by Broadcasting Partners to Evergreen for \$63,000,000 (E). . .

NORFOLK

Arbitron Rank/Pop (12+): 32/1,221,500

Stations: 24/24

1994 Revenue: \$38,600,000

MSA Rank/Pop: 32/1,560,000

Diaries: 1921/636:1/57.0%

HH Inc.: \$34,831

DMA # 39

Sample Target: 1670

Retail \$: 14.1 Bil

Average Person Ratings: 16.2

% Below Line: 0.0

Pop per Station: 50,896

Market TSL: 21.50 hours

% Not Listed: 11.8

#1 Biller: WGH A/F \$4,700,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WOWI-F (B)	209/10.6	11.6	10.0	10.1	9.5	10.6	230/2808	2485/20.3	20.6	19.6	F	WOWI-F
6. WFOG-F (SAC)	138/ 7.0	5.0	6.5	5.2	6.0	5.9	150/2082	1925/15.8	11.9	14.9	D	WFOG-F
6. WNOR-F (AOR)	130/ 6.6	7.3	7.1	6.6	6.7	6.9	139/2041	1859/15.2	16.1	16.0	F	WNOR-F
4. WGH -F (C)	129/ 6.5	8.9	7.9	6.9	7.9	7.6	153/2216	1945/15.9	17.5	15.4	F	WGH -F
5. WCMS-AF (C)	128/ 6.5	7.5	8.1	7.2	8.0	7.3	151/2050	1699/13.9	17.0	16.2	D	WCMS-AF
6. WNVZ-F (CHR)	112/ 5.7	4.9	5.1	5.4	4.3	5.3	120/2337	2129/17.4	15.8	15.5	E	WNVZ-F
7. WWDE-F (AC)	97/ 4.9	4.6	4.5	5.1	5.8	4.8	104/1849	1758/14.4	11.5	13.9	E	WWDE-F
8. WROX-F (AOR-NR)	72/ 3.6	3.9	2.8	2.9	1.6	3.3	79/1318	1229/10.1	7.2	4.4	C	WROX-F
WMYK-F (B)	72/ 3.6	3.5	4.6	2.6	3.6	3.6	73/1219	1162/ 9.5	12.9	12.3	B	WMYK-F
10. WLTY-F (O)	70/ 3.5	3.1	2.5	3.7	3.0	3.2	78/1224	1087/ 8.9	8.1	9.8	D	WLTY-F
11. WJQI-F (AC)	69/ 3.5	2.4	3.3	2.5	4.8	2.9	74/1230	1205/ 9.9	7.0	11.7	C	WJQI-F
WAFX-F (CL AOR)	69/ 3.5	4.9	2.9	4.4	2.6	3.9	92/1865	1402/11.5	10.2	10.0	C	WAFX-F
WPCE (G)	69/ 3.5	2.2	1.7	2.3	2.0	2.4	69/673	657/ 5.4	3.7	4.8	A	WPCE
14. WXEZ-F (EZ)	65/ 3.3	1.5	2.0	1.6	1.6	2.1	97/1037	766/ 6.3	4.3	4.0	B	WXEZ-F
15. WSVY-F (B)	64/ 3.2	2.9	2.3	2.6	1.5	2.8	68/948	826/ 6.8	7.0	4.9	A	WSVY-F
16. WNIS (N/T)	60/ 3.0	3.8	3.4	4.9	4.1	3.8	67/1011	940/ 7.7	8.0	9.9	D	WNIS
17. WMXN-F (AC)	51/ 2.6	2.5	1.7	3.0	2.6	2.5	58/1235	1141/ 9.3	8.5	10.4	C	WMXN-F
18. WKOC-F (AOR-P)	50/ 2.5	3.4	3.0	3.8	4.7	3.2	55/1044	955/ 7.8	8.1	9.8	D	WKOC-F
19. WTAR (T)	35/ 1.8	2.0	2.1	2.4	3.2	2.1	38/886	840/ 6.9	6.8	8.5	B	WTAR

12+ FM SHARE (METRO): 87.04% (1518 of 1744) (FAL 93: 84.79%)

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 WOWI-F	1 WOWI-F	1 WFOG-F	1 WOWI-F	1 WFOG-F	1 WOWI-F>	1 WOWI-F>>	1 WOWI-F
2 WNVZ-F>>	2 WNOR-F>	2 WNOR-F	2 WGH -F	2 WGH -F	2 WCMS-AF>	2 WNOR-F	2 WOWI-F	2 WFOG-F<	2 WNVZ-F	2 WMYK-F
3	3 WGH -F	3 WGH -F>	3 WNOR-AF	3 WWDE-F	3 WXEZ-F<	3 WGH -F	3 WCMS-AF<	3 WNOR-F<	3 WNOR-F<	3 WTJZ
4	4 WNVZ-F<	4 WWDE-F	4 WWDE-F	4 WNOR-F<	4 WWDE-F<	4 WFOG-F	4 WNOR-F	4 WGH -F	4 WFOG-F<	4 WCMS-F<
5	5 WROX-F	5 WCMS-AF	5 WFOG-F	5 WFOG-F	5 WLTY-F<	5 WCMS-AF<	5 WGH -F	5 WCMS-AF<	5 WXYV-F	5 WFOG-F
6	6 WMYK-F	WNVZ-F	WAFX-F<	6 WCMS-AF	6 WGH -F	6 WWDE-F	6 WWDE-F	6 WNVZ-F	6 WMYK-F	6 WGH -F
7	7	7 WAFX-F	7 WCMS-AF	7	7	7 WNVZ-F	7 WNIS	7	7	7 WJQI-F
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOWI-F	1 WOWI-F	1 WOWI-F	1 WOWI-F<	1 WWDE-F	1 WOWI-F	1 WNOR-AF<	1 WNOR-F	1 WOWI-F<	1 WOWI-F<
2 WGH -F	2 WGH -F>	2 WGH -F	2 WGH -F	2 WGH -F	2 WNOR-F	2 WOWI-F>	2 WOWI-F	2 WNOR-F>	2 WNOR-AF>
3 WNVZ-F	3 WWDE-F	3 WWDE-F	3 WWDE-F	3 WOWI-F	3 WNVZ-F	3 WROX-F	3 WKOC-F	3 WGH -F	3 WGH -F<
4	WNVZ-F<	4	4 WJQI-F	4 WJQI-F<	4	4 WNVZ-F	4	4 WROX-F	4 WCMS-AF<
5	5 WNOR-F<	5	5 WFOG-F<	5 WFOG-F	5	5 WGH -F	5	5 WCMS-AF<	5 WFOG-F<
6	6 WMYK-F	6	6 WNVZ-F	6 WCMS-AF<	6	6 WKOC-F<	6	6 WAFX-F<	6 WAFX-F<
7	7 WJQI-F	7	7 WNOR-F	7 WSVY-F	7	7 WMYK-F	7	7 WNVZ-F	7 WLTY-F
8	8	8	WCMS-AF	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WGH	1310	NEWPORT NEWS	0.8/2.9/ 15/ 375	WNOR A/F, WAFX-F (Saga)	10.1%	11.0%	16.6%
WPMH	1010	PORTSMOUTH	0.4/1.5/ 7/ 185				
WSVY	1350	PORTSMOUTH	1.0/2.7/ 21/ 342	WFOG-F, WJQI A/F (Sunshine Wireless)	10.5%	10.5%	10.9%
WTJZ	1270	NEWPORT NEWS	0.7/2.4/ 15/ 308	WWDE-F, WNVZ-F (Max)	10.6%	10.0%	15.0%
				WTAR, WKOC-F, WLTY-F (Benchmark)	7.8%	10.0%	13.2%
				WSVY, WOWI-F, WMXN-F (Ragan Henry)	14.2%	12.9%	13.0%
					53.2%	54.4%	68.7%

NORFOLK

RADIO STATIONS

AM STATIONS

WNIS	,	850,	50 KW/2.5 KW(DA-2),	News/Talk	NBC, ABC,	\$ 48.00	(MMR)	Sinclair
WPCE	,	1400,	1 KW/250 W	Gospel	UNISTR, AURN,	\$ 24.00	(Mc-Guild)	Willis
WSVY	,	1350,	5 KW (DA-2)	Gospel/Black	AURN, ABC,	\$ 24.00	(Mc-Guild)	Ragan Henry
WTAR	,	790,	5 KW (DA-1)	Talk	NBC, CNN,	\$ 30.00	(Katz)	Benchmark

FM STATIONS

WAFX	,	106.9,	100 KW @ 938	Classic AOR		\$ 43.00	(CBS)	Saga
WCMS	,	100.5,	50 KW @ 499	Country	ABC,	\$ 75.00	(MMR)	
WFOG	,	92.9,	50 KW @ 479	EZ/Soft AC	UNISTR,	\$ 65.00	(Banner)	Sunshine Wireless
WGH	,	97.3,	74 KW @ 394	Country		\$ 75.00	(Eastman)	Susquehanna
WJQ1	,	94.9,	50 KW @ 500	AC	UNISTR,	\$ 42.00	(D&R)	Sunshine Wireless
WKOC	,	93.7,	100 KW @ 997	Prog. Rock		\$ 40.00	(Katz)	Benchmark (ELIZABETH CITY, NC)
WLTJ	,	95.7,	40 KW @ 879	Oldies		\$ 58.00	(Katz)	Benchmark
WMXN	,	105.3,	50 KW @ 500	AC		\$ 48.00	(Banner)	Ragan Henry
WMYK	,	92.1,	3.7 KW @ 420	Black		\$ 22.00	(Torbet)	Willis (MOYOCK, NC)
WNOR	,	98.7,	46 KW @ 518	AOR		\$ 97.00	(Mc-Guild)	Saga
WNVZ	,	104.5,	50 KW @ 479	CHR		\$ 45.00	(Christal)	Max
WOWI	,	102.9,	50 KW @ 469	Black	AURN,	\$ 82.00	(Mc-Guild)	Ragan Henry
WROX	,	96.1,	50 KW @ 482	New Rock		\$ 30.00	(MMR)	Sinclair (CAPE CHARLES)
WSVY	,	107.7,	3 KW @ 328	Black	AURN, ABC,	\$ 20.00	(Mc-Guild)	(WINDSOR)
WWDE	,	101.3,	50 KW @ 500	AC	CBS,	\$ 86.00	(Christal)	Max
WXEZ	,	94.1,	50 KW @ 500	EZ/Soft AC		\$ 23.00	(---)	Eure

Miscellaneous: WMXN-F sold by ML to Ragan Henry (D) for \$3,500,000 (Kalil). . .

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 51/823,000

Stations: 18/18
Diaries: 1508/546:1/51.7%
Sample Target: 1440
% Below Line: 0.0
% Not Listed: 10.5

1994 Revenue: \$29,800,000
HH Inc.: \$30,108
Retail \$: 8.2 Bil
Pop per Station: 45,722
#1 Biller: KXXY-AF \$7,100,000

MSA Rank/Pop: 54/999,000

DMA # 46

Average Person Ratings: 15.1

Market TSL: 20.25 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KXXY-AF (C)	193/15.5	13.7	13.9	14.1	15.5	14.3	226/2865	2254/27.4	25.6	27.7	H	KXXY-AF
2. KATT-F (AOR)	120/ 9.6	8.9	6.0	6.9	6.7	7.9	169/2156	1408/17.1	14.7	15.3	D	KATT-F
3. KMGL-F (AC)	94/ 7.6	5.8	7.3	5.8	4.9	6.6	116/1821	1390/16.9	16.7	12.0	D	KMGL-F
4. KJYO-F (CHR)	93/ 7.5	9.0	8.8	8.8	7.9	8.5	112/2125	1725/21.0	22.6	20.8	D	KJYO-F
5. KR XO-F (CL AOR)	91/ 7.3	7.0	6.7	7.3	7.1	7.1	113/1739	1416/17.2	15.0	15.6	E	KR XO-F
6. KEBC-F (C)	82/ 6.6	8.1	7.0	6.8	10.2	7.1	110/1975	1410/17.1	19.9	21.5	D	KEBC-F
7. KOMA-F (O)	76/ 6.1	5.4	7.0	4.5	3.9	5.8	107/1711	1177/14.3	14.2	9.2	D	KOMA-F
8. KTOK (N/T)	74/ 5.9	7.4	6.6	8.4	8.9	7.1	85/1419	1247/15.2	16.8	18.6	E	KTOK
9. KTST-F (C)	65/ 5.2	4.0	4.1	3.9	3.7	4.3	85/1507	1087/13.2	10.2	10.0	C	KTST-F
10. KVSP (B)	52/ 4.2	6.3	5.9	5.5	4.5	5.5	53/621	615/ 7.5	7.0	7.8	B	KVSP
11. KTNT-F (J)	35/ 2.8	2.0	1.4	2.4	1.7	2.2	35/508	508/ 6.2	5.2	5.1	B	KTNT-F
12. KYIS-F (CHR/AC)	32/ 2.6	4.6	4.1	4.5	4.5	4.0	40/1112	902/11.0	14.7	13.4	C	KYIS-F
13. WWLS (SPRTS)	31/ 2.5	1.2	1.2	1.7	1.5	1.7	38/647	496/ 6.0	3.9	5.0		WWLS
14. KN TL-F (REL)	23/ 1.8	3.4	3.2	2.5	2.9	2.7	25/452	410/ 5.0	7.1	7.2		KN TL-F
15. KOMA (O)	21/ 1.7	1.3	1.4	1.4	1.5	1.5	25/841	675/ 8.2	4.5	6.2		KOMA
16. WKY (T)	20/ 1.6	1.6	1.4	3.5	3.6	2.0	25/737	537/ 6.5	6.7	7.1	B	WKY
17. KQCV (REL)	11/ 1.9	0.9	0.8	1.0	0.9	0.9	16/323	262/ 3.2	2.8	2.3		KQCV
18.												
19.												
20.												

12+ FM SHARE (METRO): 80.95% (901 of 1113) (FAL 93: 75.34%)

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-AF	1 KXXY-AF	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>>	1 KXXY-AF>	1 KXXY-AF>	1 KJYO-F<	1 KXXY-F>
2 KATT-F>	2 KXXY-AF	2 KATT-F	2 KATT-F<	2 KATT-F<	2 KOMA-F	2 KATT-F	2 KATT-F	2 KATT-F>	2 KXXY-AF<	2 KMGL-F
3	3 KR XO-F	3 KR XO-F	3 KR XO-F	3 KR XO-F<	3 KTOK	3 KMGL-F	3 KMGL-F	3 KJYO-F	3 KATT-F>	3 KR XO-F
4	4 KJYO-F	4 KMGL-F	4 KMGL-F	4 KMGL-F	4 KMGL-F	4 KR XO-F	4 KTOK <	4 KR XO-F	4 KMGL-F	4 KEBC-F
5	5 KMGL-F	5 KJYO-F	5 KOMA-F	5 KOMA-F	5 KEBC-F	5 KTOK <	5 KR XO-F<	5 KMGL-F	5 KR XO-F	5 KTOK
6	6 KTST-F	6 KTST-F<	6 KTST-F<	6 KEBC-F<	6	6 KOMA-F	6 KOMA-F	6	6	6
7	7	7 KEBC-F	7 KEBC-F	7 KTST-F	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJYO-F	1 KATT-F<	1 KATT-F	1 KXXY-AF>	1 KXXY-AF>	1 KATT-F	1 KATT-F>	1 KATT-F	1 KATT-F<	1 KR XO-F<
2 KXXY-AF	2 KXXY-AF	2 KXXY-AF	2 KMGL-F	2 KMGL-F>	2 KJYO-F	2 KR XO-F<	2 KR XO-F	2 KR XO-F	2 KATT-F<
3 KMGL-F	3 KJYO-F<	3 KMGL-F	3 KATT-F<	3 KATT-F	3 KXXY-AF	3 KXXY-AF	3 KXXY-AF	3 KXXY-AF>	3 KXXY-AF>
KVSP	4 KMGL-F	4 KVSP	4 KJYO-F	KOMA-F	4 KR XO-F	4 KJYO-F	4	4 KMGL-F	4 KOMA-F<
5	5 KVSP	5 KR XO-F	5 KOMA-F	5 KEBC-F<	5	5 KEBC-F	5	5	5 KMGL-F
6	6	6	KVSP	6 KR XO-F	6	6	6	6	6
7	7	7	7 KTST-F	7 KTST-F	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
NONE				KTOK, KJYO-F, KEBC-F (Clear Channel)	20.0%	13.8%	26.8%
				KXXY A/F, KTST-F (Radio Equity)	20.7%	20.3%	27.9%
				KATT-F, KYIS-F (Surrey, Local)	12.2%	13.4%	11.1%
					52.9%	47.5%	65.8%

OKLAHOMA CITY

RADIO STATIONS

KOMA	,	1520,	50 KW (DA-N)	,	Oldies		CBS, \$ NA	(---)	Diamond
KQCV	,	800,	250 W (DAYS)	,	Religion		\$ 14.00	(---)	Bott
KTOK	,	1000,	5 KW (DA-2)	,	News/Talk		MBS, ABC, \$ 56.00	(Christal)	Clear Channel
KVSP	,	1140,	1 KW (DAYS)	,	Black		\$ 18.00	(---)	
WKY	,	930,	5 KW (DA-N)	,	Talk/Farm		\$ 22.00	(Torbet)	Gaylord
WWLS	,	640,	1 KW (DA-N)	,	Sports		CBS, \$ 19.00	(Mc-Guild)	(MOORE)

FM STATIONS

KATT	,	100.5,	97 KW @ 1191	,	AOR		Source, \$ 57.00	(Banner)	Surrey
KEBC	,	94.7,	100 KW @ 1387	,	Country		ABC, \$ 60.00	(Banner)	Clear Channel
KJYO	,	102.7,	98 KW @ 899	,	CHR		\$ 53.00	(Christal)	Clear Channel
KMGL	,	104.1,	99 KW @ 1361	,	AC		\$ 65.00	(Eastman)	Renda
KNTL	,	104.9,	3.3 KW @ 298	,	Religion		\$ 18.00	(---)	Bott (BETHANY)
KOMA	,	92.5,	100 KW @ 899	,	Oldies		CBS, \$ 41.00	(---)	Wilks-Schwartz
KTST	,	101.9,	98 KW @ 1387	,	Country		\$ 38.00	(D&R)	Radio Equity
KRXO	,	107.7,	99 KW @ 991	,	Classic AOR		\$ 80.00	(---)	Diamond
KTNT	,	97.7,	3 KW @ 298	,	Jazz		\$ 30.00	(---)	(EDMOND)
KXXY	,	96.1,	98 KW @ 1171	,	Country		\$144.00	(Mc-Guild)	Radio Equity
KYIS	,	98.9,	100 KW @ 1099	,	CHR/AC		AP, \$ 31.00	(D&R)	KATT owner (D)

Miscellaneous: KNTL-F (Bethany) sold by CBN to Bott for \$600,000. . . KATT-F and KYIS-F merged into a duopoly for an estimated total value of \$10,000,000 (Kalil). . . KOMA-F from Wilks-Schwartz to Diamond (D) for \$2,500,000. . .

OMAHA

Arbitron Rank/Pop (12+): 71/522,800
 MSA Rank/Pop: 77/671,000
 DMA # 73
 Average Person Ratings: 16.0
 Market TSL: 20.75 hours

Stations: 17/17
 Diaries: 1121/466:1/58.4%
 Sample Target: 1130
 % Below Line: 0.0
 % Not Listed: 11.9

1994 Revenue: \$26,900,000
 HH Inc.: \$38,011
 Retail \$: 6.8 Bil
 Pop per Station: 30,753
 #1 Biller: WOW -AF \$5,000,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KQKQ-F (CHR)	113/13.5	10.6	11.6	11.7	11.1	11.9	153/2324	1607/30.7	29.8	30.4	E	KQKQ-F
2. KFAB (FS)	97/11.6	8.0	8.3	10.4	11.6	9.6	161/3153	1826/34.9	21.7	34.9	F	KFAB
3. KEFM-F (AC)	80/ 9.6	6.6	6.6	7.7	7.8	7.6	106/1713	1183/22.6	18.3	21.7	D	KEFM-F
4. KEZO-F (AOR)	67/ 8.0	8.3	10.0	6.7	6.8	8.3	103/1462	1029/19.7	21.3	17.4	E	KEZO-F
5. WOW -F (C)	53/ 6.3	7.4	7.2	9.6	9.5	7.6	77/1040	736/14.1	14.7	17.4	G	WOW -F
6. KGOR-F (O)	50/ 6.0	6.6	7.0	6.6	7.5	6.6	69/1276	873/16.7	19.5	18.4	D	KGOR-F
7. KXKT-F (C)	42/ 5.0	7.3	6.4	5.6	5.1	6.1	52/822	682/13.0	12.4	10.8	C	KXKT-F
8. KESY-AF (SAC)	40/ 4.8	6.5	5.7	6.6	7.4	5.9	61/775	607/11.6	13.2	15.9	C	KESY-AF
9. KKCD-F (CL AOR)	38/ 4.6	2.7	3.6	4.1	4.0	3.8	41/645	566/10.8	12.3	12.3	C	KKCD-F
10. KKAR (N/T)	37/ 4.4	5.7	5.9	5.2	4.3	5.3	44/804	670/12.8	14.4	13.5	C	KKAR
11. KRRK-F (AOR)	31/ 3.7	3.9	4.9	3.3	3.3	4.0	32/728	675/12.9	11.2	11.1	B	KRRK-F
12. WOW (C)	25/ 3.0	5.4	3.6	3.6	3.5	3.9	58/917	398/ 7.6	7.9	9.6		WOW
KOIL (ST)	25/ 3.0	3.7	2.4	4.3	3.0	3.4	28/503	447/ 8.6	6.0	7.7	A	KOIL
14. KYNN-F (C)	21/ 2.5	2.8	2.4	3.2	2.0	2.7	75/1169	500/ 9.6	7.4	6.2		KYNN-F
15. KOTD-F (FS)	13/ 1.6	1.3	0.8	1.2	0.8	1.2	14/203	192/ 3.7	2.8	2.0		KOTD-F

12+ FM SHARE (METRO): 74.18% (546 of 736) (FAL 93: 73.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>>1 KQKQ-F	1 KQKQ-F	1 KQKQ-F	1 KQKQ-F<	1 KEFM-F<	1 KFAB >>	1 KFAB <	1 KQKQ-F	1 KQKQ-F	1 KQKQ-F>	1 KFAB >
2 2 KEZO-F>	2 KEFM-F<	2 KEFM-F<	2 KEFM-F<	2 KQKQ-F	2 KEFM-F	2 KQKQ-F>	2 KEFM-F	2 KEFM-F	2 KFAB	2 WOW -F
3 3 KEFM-F>	3 KEZO-F>	3 KEZO-F>	3 KEZO-F	3 KEZO-F	3 WOW -F	3 KEFM-F	3 KEZO-F	3 KEZO-F	3 KEFM-F	3 KQKQ-F<
4 4 KRRK-F	4 KGOR-F	4 KGOR-F	4 KGOR-F	4 KGOR-F	4 KQKQ-F	4 WOW -F	4 KKAR	4 KGOR-F<	4 KEZO-F	4 KGOR-F<
5 5 KXKT-F	5 KKCD-F	5 KFAB <	5 KFAB <	5 KESY-AF	5 KEZO-F	5 WOW -F	5 KKCD-F<	5	5	5 KEFM-F
6 KGOR-F	6	6 KXKT-F	6 WOW -F	6	6	6 KGOR-F<	6 WOW -F<	6	6	6 KEZO-F
7 7	7	7	7 KKCD-F	7	7	7 KESY-AF	7 KXKT-F	7	7	7
8 8	8	8	8	8	8	8 KFAB	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 KQKQ-F	1 KQKQ-F	1 KEZO-F	1 KEFM-F<	1 KEFM-F>	1 KQKQ-F	1 KEZO-F<	1 KEZO-F	1 KQKQ-F<	1 KQKQ-F<
2 KEFM-F	2 KEFM-F	2 KEFM-F	2 KQKQ-F>	2 KQKQ-F>	2 KEZO-F	2 KQKQ-F>	2 KQKQ-F	2 KEZO-F>	2 KEZO-F
3 KEZO-F	3 KEZO-F>	3 KQKQ-F	3 KEZO-F	3 KEZO-F	3 KRRK-F	3 KRRK-F	3 KEFM-F	3 KKCD-F	3 KFAB
4 4 KXKT-F	4 KXKT-F	4 KXKT-F	4 KGOR-F<	4 KGOR-F	4	4 KEFM-F	4	4 KGOR-F<	4 KKCD-F
5 5 WOW -F	5	5	5 KXKT-F	5	5	5 KGOR-F	5	5 KFAB	5 KGOR-F
6 6	6	6	6 WOW -F	6	6	6	6	6 KEFM-F<	6
7 7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KOTD	1000 PLATTSMOUTH	0.5/1.3/	4/ 84	KKAR, KOIL, KQKQ-F (Mitchell)	20.9%	16.7%	18.6%
				KEZO A/F, KKCD-F (Journal Co.)	12.6%	16.7%	16.4%
					33.5%	33.4%	35.0%

OMAHIA

RADIO STATIONS

KFAB, 1110, 50 KW (DA-2)	, Full Service	NBC, \$ 71.00 (Christal)	Henry
KKAR, 1290, 5 KW (DA-N)	, News/Talk	CNN, MBS, \$ 25.00 (Katz)	
KOIL, 1180, 5 KW/1 KW	, Standards	CBS, \$ 20.00 (Katz)	KKAR, KQKQ owner
WOW, 590, 5 KW	, Country	ABC, \$ NA (Torbet)	Great Empire
KEFM-F, 96.1, 100 KW @ 1440, AC		, \$ 52.00 (Mc-Guild)	
KESY-F, 104.5, 100 KW @ 1086, Soft AC		ABC, \$ 35.00 (D & R)	Sun Group
KEZO-F, 92.3, 100 KW @ 1210, AOR		, \$ 72.00 (Torbet)	Journal Co.
KGOR-F, 99.9, 115 KW @ 1230, Oldies		UNISTR, \$ 55.00 (Christal)	Henry
KKCD-F, 105.9, 6 KW @ 328, Classic AOR		, \$ 24.00 (Eastman)	Journal Co.
KQKQ-F, 98.5, 100 KW @ 508, CHR		, \$ 65.00 (Katz)	
KRRK-F, 93.3, 3.6 KW @ 426, AOR		, \$ 19.00 (---)	(BENNINGTON)
KXKT-F, 103.7, 100 KW @ 1246, Country		, \$ 25.00 (---)	(ATLANTIC, IA)
WOW -F, 94.1, 100 KW @ 1184, Country		ABC, \$ 105.00 (Torbet)	Great Empire

KYNN-F - See Lincoln

Miscellaneous: KEZO A/F sold by Narragansett to Journal Co. for \$9,000,000 (MVP). . . KKCD-F sold to Journal Co. (D) for \$3,590,000. . .

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

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

ORLANDO

Arbitron Rank/Pop (12+): 39/1,006,000
 MSA Rank/Pop: 39/1,380,000
 DMA # 24
 Average Person Ratings: 16.7
 Market TSL: 21.75 hours

Stations: 26/23
 Diaries: 1531/657:1/47.2%
 Sample Target: 1640
 % Below Line: 2.6
 % Not Listed: 10.2

1994 Revenue: \$57,000,000
 HH Inc.: \$34,805
 Retail \$: 15.2 Bil
 Pop per Station: 43,739
 #1 Biller: WKKA-F \$6,500,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WJHM-F (B)	146/ 8.7	9.1	9.0	9.0	9.4	9.0	229/3253	2011/20.0	17.9	17.0	F	WJHM-F
2. WKKA-F (C)	143/ 8.5	6.7	8.2	8.7	7.5	8.0	256/3279	1624/16.1	17.8	17.0	G	WKKA-F
3. WDBO (FS)	140/ 8.3	7.3	6.6	8.2	8.0	7.6	170/2242	1639/16.3	15.4	15.5	F	WDBO
4. WOMX-F (AC)	135/ 8.1	7.2	9.0	6.8	7.0	7.8	217/3639	2156/21.4	22.7	20.0	G	WOMX-F
5. WMGF-F (SAC)	123/ 7.3	8.1	7.5	8.3	6.8	7.8	255/3452	1738/17.3	18.1	17.1	F	WMGF-F
6. WXXL-F (CHR)	120/ 7.2	6.0	6.9	7.0	7.4	6.8	157/3059	2045/20.3	20.1	19.8	F	WXXL-F
7. WLOQ-F (J)	80/ 4.8	3.1	3.8	2.9	4.6	3.7	89/1310	1138/11.3	9.7	11.7	D	WLOQ-F
8. WOCL-F (O)	75/ 4.5	5.5	5.1	5.2	6.1	5.1	153/2890	1359/13.5	16.3	15.8	G	WOCL-F
9. WJRR-F (AOR)	73/ 4.4	5.1	4.7	5.6	6.1	5.0	185/3175	1609/16.0	14.6	17.5	F	WJRR-F
10. WTKS-F (T/AOR)	72/ 4.3	6.4	3.8	3.5	2.4	4.5	134/2552	1278/12.7	11.5	9.8	D	WTKS-F
11. WMMO-F (AC/AOR)	68/ 4.1	4.1	4.4	3.2	3.7	4.0	79/1207	963/ 9.6	9.5	11.3	E	WMMO-F
12. WDIZ-F (AOR)	61/ 3.6	4.2	3.9	4.9	4.4	4.2	116/2418	1174/11.7	11.4	15.0	E	WDIZ-F
13. WHTQ-F (CL AOR)	49/ 2.9	3.2	3.4	3.5	3.1	3.3	116/2428	1080/10.7	9.3	13.8	C	WHTQ-F
14. WCFB-F (C)	41/ 2.4	2.8	3.3	3.1	2.5	2.9	91/1797	870/ 8.6	9.9	8.3	C	WCFB-F
15. WHOO (ST)	33/ 2.0	2.4	2.6	1.4	1.3	2.1	52/545	359/ 3.6	4.2	2.6	A	WHOO

12+ FM SHARE (METRO): 83.07% (1251 of 1506) (FAL 93: 85.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WJHM-F<	1 WOMX-F<	1 WOMX-F>	1 WOMX-F	1 WDBO	1 WDBO	1 WDBO	1 WJHM-F	1 WJHM-F>	1 WDBO
2 WXXL-F>	2 WXXL-F	2 WJHM-F	2 WKKA-F	2 WMGF-F<	2 WKKA-F	2 WKKA-F<	2 WKKA-F<	2 WOMX-F<	2 WXXL-F	2 WJHM-F
3	3 WOMX-F	3 WXXL-F>	3 WMGF-F<	3 WKKA-F	3 WMGF-F	3 WOMX-F	3 WOMX-F<	3 WKKA-F<	3 WDBO	3 WKKA-F
4	4 WJRR-F	4 WMGF-F<	4 WJHM-F<	4 WOCL-F<	4 WOMX-F	4 WJHM-F	4 WMGF-F	4 WDBO <	4 WJRR-F<	4 WXXL-F
5	5 WDIZ-F	5 WTKS-F	5 WMMO-F	5 WMMO-F<	5 WOCL-F	5 WMGF-F	5 WXXL-F	5 WXXL-F<	5 WLOQ-F	5 WOMX-F
6	6 WKKA-F	6 WKKA-F	6 WTKS-F	6 WJHM-F<	6 WLOQ-F	6 WXXL-F	6 WJHM-F	6 WMGF-F	6 WOMX-F<	6 WOCL-F
7	7	7 WJRR-F<	7 WXXL-F	7 WDBO	7	7 WJRR-F	7	7 WTKS-F	7 WKKA-F	7 WLOQ-F
8	8	8 WMMO-F<	8	8 WLOQ-F<	8	8	8	8	8	8
9	9	9 WDIZ-F<	9	9 WTKS-F<	9	9	9	9	9	9
10	10	10	10	10 WXXL-F	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJHM-F	1 WXXL-F<	1 WOMX-F	1 WOMX-F>	1 WOMX-F	1 WJHM-F	1 WJHM-F	1 WJRR-F	1 WJHM-F	1 WKKA-F<
2 WOMX-F	2 WOMX-F	2 WXXL-F	2 WJHM-F<	2 WMGF-F>	2 WXXL-F	2 WJRR-F	2 WKKA-F	2 WJRR-F<	2 WTKS-F<
3 WXXL-F	3 WJHM-F>	3 WMGF-F	3 WMGF-F	3 WJHM-F	3 WDIZ-F	3 WXXL-F	3 WTKS-F	3 WTKS-F<	3 WDBO <
4 WMGF-F	4 WMGF-F	4 WMMO-F	4 WXXL-F>	4 WXXL-F<	4 WJRR-F	4 WDIZ-F	4 WDIZ-F	4 WXXL-F	4 WJRR-F
5 WDIZ-F	5 WMMO-F	5 WJHM-F	5 WMMO-F	5 WKKA-F<	5 WOMX-F	5 WTKS-F	5 WJHM-F	5 WDIZ-F	5 WMMO-F
6	6 WKKA-F	6 WKKA-F	6 WKKA-F	6 WOCL-F<	6	6 WKKA-F	6 WLOQ-F	6 WOMX-F	6 WOCL-F<
7	7	7 WDIZ-F	7 WOCL-F	7 WMMO-F	7	7	7	7 WDBO	7 WOMX-F
8	8	8	8	8 WLOQ-F	8	8	8	8	8 WLOQ-F
9	9	9	9	9	9	9	9	9	9 WDIZ-F

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WAJL	1190	PINECASTLE	0.4/0.8/ 6/ 80	WDBO, WKKA-F, WCFB-F (NewCity)	19.2%	16.0%	21.6%
WF1V	1080	KISSIMMEE	0.4/1.0/ 7/ 109				
WGTO	540	PINE HILLS	0.5/3.3/ 14/ 513				
WOKB	1600	WINTER GARDEN	1.2/2.7/ 20/ 288	WWZN, WWNZ, WJRR-F, WMGF-F (Paxson)	13.2%	13.0%	17.9%
WONO	1030	OVIDEO	0.8/2.2/ 15/ 283				
WRMO	1140	ORLANDO	0.5/1.3/ 9/ 130				
WTLN-F	95.3	APOPKE	1.3/4.7/ 25/ 574	WHOO, WHTQ-F, WMMO-F (Granum)	9.0%	10.5%	9.8%
WWNZ	740	ORLANDO	1.0/4.6/ 21/ 560		41.4%	39.5%	49.3%
WGNE-F	98.1	TITUSVILLE	0.4/2.3/ 58/1057				
WEZY-F	94.1	LAKELAND	0.6/1.9/ 62/ 760				
WPCV-F	97.5	WINTER HAVEN	1.7/3.5/150/1724				

ORLANDO

RADIO STATIONS

WDBO ,	580,	5 KW (DA-N)	, Full Service	ABC, \$ 76.00	(Katz)	NewCity
WHOO ,	990,	50 KW/5 KW (DA-2),	Standards	, \$ 20.00	(Torbet)	TK
WWNZ ,	740,	50 KW (DA-2)	, News/Talk	CBS, AP, \$ 30.00	(Banner)	Paxson
WCFB-F,	94.5,	100 KW @ 1200	, Country	, \$ 45.00	(Katz)	NewCity (DAYTONA BCH)
WDIZ-F,	100.3,	100 KW @ 1187	, AOR	ABC, \$ 90.00	(MMR)	Shamrock-Lynett
WHTQ-F,	96.5,	100 KW @ 1597	, Classic AOR	Source, \$ 68.00	(Torbet)	TK
WJHM-F,	101.9,	28 KW @ 1584	, Black	, \$ 70.00	(D&R)	Beasley (DAYTONA BCH)
WJRR-F,	101.1,	100 KW @ 1597	, AOR	, \$ 55.00	(Banner)	Paxson (COCOA)
WLQQ-F,	103.1,	2.7 KW @ 351	, Jazz	, \$ 53.00	(Eastman)	
WMGF-F,	107.7,	100 KW @ 1584	, Soft AC	, \$ 98.00	(Banner)	Paxson
WMMO-F,	98.9,	38 KW @ 492	, AOR/AC	, \$ 88.00	(Eastman)	Granum
WOCL-F,	105.9,	100 KW @ 1581	, Oldies	AP, \$131.00	(Christal)	Chancellor (DE LAND)
WOMX-F,	105.1,	100 KW @ 1309	, AC	, \$105.00	(Mc-Guild)	Nationwide
WTKS-F,	104.1,	100 KW @ 1597	, News/Talk/AOR	AP, \$ 40.00	(Mc-Guild)	Press (COCOA BEACH)
WTLN-F,	95.3,	6 KW @ 315	, Religion	USA, \$ 18.00	(---)	(APOPKA)
WWKA-F,	92.3,	100 KW @ 1338	, Country	, \$161.00	(Katz)	NewCity
WXXL-F,	106.7,	100 KW @ 387	, CHR	AP, \$ 68.00	(MMR)	Taylor (LEESBURG)

WCFB-F - See Daytona Beach

Miscellaneous: WGTO (Pine Hills) sold to Paxson for \$1,300,000 (Leibowitz). . . WHOO, WHTQ-F sold by TK to Granum (D) for \$11,500,000 (Star). . . WXXL-F sold by Taylor to OmniAmerica for \$15,000,000 (E) (MVP). . . Osceola county added to Metro. . .

OXNARD-VENTURA

Arbitron Rank/Pop (12+): 111/357,200
 MSA Rank/Pop: 75/707,000 (Includes Santa
 Los Angeles DMA Barbara)
 Average Person Ratings: 16.3
 Market TSL: 21.50 hours

Stations: 37/12
 Diaries: 989/361:1/47.7%
 Sample Target: 920
 % Below Line: 46.0
 % Not Listed: 13.6

1994 Revenue: \$8,900,000
 HH Inc.: \$47,574
 Retail \$: 5.8 Bil
 Pop per Station: 29,767
 #1 Biller: NA NA

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. KXLM-F (SP)	42/ 7.2	6.8	6.7	7.3	4.6	----	43/483	442/12.4	12.0	10.6	KXLM-F
2. KHAY-F (C)	41/ 7.0	8.3	9.7	10.5	8.4	----	79/1047	535/15.0	17.4	18.2	KHAY-F
3. KLOS-F (AOR)	36/ 6.2	4.1	4.5	3.7	7.5	----	72/1162	546/15.3	12.1	14.2	KLOS-F
4. KBBY-F (AC)	34/ 5.8	5.8	2.7	6.1	5.1	----	38/632	502/14.1	14.7	9.3	KBBY-F
5. KCAQ-F (CHR)	33/ 5.7	6.6	7.2	8.7	7.9	----	46/852	562/15.7	20.3	18.0	KCAQ-F
6. KFI (T)	26/ 4.5	3.3	4.7	2.4	4.0	----	59/846	335/ 9.4	10.2	10.4	KFI
7. KPWR-F (U/CHR)	25/ 4.3	3.6	2.3	1.6	1.3	----	39/669	443/12.4	12.0	8.5	KPWR-F
8. KRTH-F (O)	23/ 3.9	4.3	3.6	2.8	3.3	----	41/1021	565/15.8	12.7	12.5	KRTH-F
9. KKZZ (ST)	22/ 3.8	3.0	4.5	1.7	1.6	----	23/260	235/ 6.6	6.3	7.7	KKZZ
10. KNX (N)	21/ 3.6	2.8	3.6	3.5	2.9	----	47/1019	446/12.5	10.1	12.0	KNX

12+ FM SHARE (METRO): 77.77% (392 of 504) (FAL 93: 73.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCAQ-F	1 KXLM-F	1 KXLM-F	1 KLOS-F	1 KLOS-F<	1 KHAY-F>	1 KXLM-F	1 KBBY-F	1 KXLM-F	1 KCAQ-F	1 KHAY-F
KPWR-F	2 KLOS-F<	2 KLOS-F	2 KBBY-F	2 KBBY-F<	2 KBBY-F<	2 KHAY-F	2 KXLM-F	2 KCAQ-F	2 KXLM-F	2 KXLM-F
3	3 KCAQ-F	3 KBBY-F	3 KXLM-F	3 KHAY-F	3 KKZZ-F<	3 KLOS-F	3 KLOS-F	3 KBBY-F	3 KPWR-F<	3 KBBY-F
4	4 KPWR-F	4 KHAY-F	4 KHAY-F	4 KXLM-F	4 KFI	4 KBBY-F	4 KHAY-F	4 KHAY-F	4 KFI	4 KCAQ-F
5	5	5 KCAQ-F	5	5	5	5	5	KLOS-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 KXLM-F	1 KXLM-F	1 KLOS-F	1 KXLM-F<	1 KBBY-F	1 KXLM-F	1 KXLM-F	1 KLOS-F	1 KXLM-F<	1 KLOS-F>
KCAQ-F	2 KCAQ-F	KXLM-F	2 KBBY-F<	KHAY-F	2 KCAQ-F	2 KLOS-F	2 KCBS-F	2 KLOS-F	2 KXLM-F
3 KPWR-F	3 KLOS-F	3 KBBY-F	3 KHAY-F	3 KLOS-F	3 KPWR-F	3 KCAQ-F>	3 KCAQ-F	3 KBBY-F	3 KBBY-F
4	4 KPWR-F	4	KLOS-F	4 KXLM-F	4	4 KPWR-F	KXBS-F	4 KCAQ-F	4 KHAY-F
5	5 KBBY-F	5	5	KRTH-F	5	5	5	5 KHAY-F	5
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KDAR-F	98.3 OXNARD	1.2/3.2/	10/ 181	KBBY-F, KTND-F	7.2%	9.1%	NA
KELF-F	95.9 CAMARILLO	1.4/5.4/	12/ 211	(Local)			
KOXR	910.9 OXNARD	1.7/4.8/	11/ 186				
KTND-F	105.5 OJAI	1.4/5.1/	13/ 242				
KTRO	1520 PORT HUENEME	1.4/4.9/	8/ 208				
KVEN	1450 VENTURA	2.1/7.6/	12/ 294				
KXBS-F	96.7 SANTA PAULA	1.9/8.3/	19/ 331				
KDB -F	93.7 SANTA BARBARA	0.3/1.1/	13/ 268				
KHTY-F	97.5 SANTA BARBARA	0.5/3.3/	18/ 460				
KRUZ-F	103.3 SANTA BARBARA	2.7/7.4/	40/ 682				
KTMS	1250 SANTA BARBARA	0.3/1.6/	22/ 282				
KTYD-F	99.9 SANTA BARBARA	1.4/5.3/	33/ 737				

SEE LOS ANGELES FOR MORE ABOUT THE FOLLOWING:

KABC	0.3/ 1.8	KLVE-F	2.2/ 5.3
KBIG-F	1.9/ 8.0	KMPC	0.7/ 2.9
KCBS-F	2.7/10.2	KOST-F	0.9/ 2.8
KKBT-F	2.1/ 7.0	KROQ-F	1.4/ 4.6
KKGO-F	0.5/ 2.6	KSCA-F	0.5/ 0.9
KLSX-F	2.1/ 9.5	KTNQ	0.5/ 1.4
		KTWV-F	1.0/ 5.4
		XTRA	0.3/ 1.5
		KYSR-F	1.0/ 3.3

OXNARD-VENTURA

RADIO STATIONS

KKZZ	,	1400,	1 KW	,	Standards	,	\$17.00	(Mc-Guild)		(S. PAULA)
KOXR	,	910,	5 KW/1 KW (DA-2),	,	Hispanic	,	\$15.00	(Lotus)		
KTRO	,	1520,	10 KW/1 KW (DA-2),	,	Hispanic	,	\$16.00	(Katz Hisp.)		
KVEN	,	1450,	1 KW	,	News/Talk	TALKNT ABC,	\$24.00	(Radio Time)		
KBBY-F,		95.1,	13 KW @ 876	,	AC	UNISTR,	\$27.00	(Katz)		
KCAQ-F,		104.7,	3 KW @ 1581	,	CHR		\$36.00	(Mc-Guild)		
KDAR-F,		98.3,	0.8 KW @ 886	,	Religion		\$12.00	(---)	Salem	
KELF-F,		95.9,	0.4 KW @ 718	,	Hispanic		\$16.00	(Katz Hisp)		(CAMARILLO)
KHAY-F,		100.7,	39 KW @ 1204	,	Country		\$45.00	(Radio Time)		
KTND-F,		105.5,	3 KW @ 1260	,	Soft AC	UNISTR	\$15.00	(Banner)	KBBY owner (D)	(OJAI)
KXBS-F,		96.7,	0.1 KW @ 1499	,	AOR		\$20.00	(---)		(S. PAULA)
KXLM-F,		102.9,	5.5 KW @ 112	,	Hispanic		\$25.00	(---)		
KRUZ-F,		103.3,	105 KW @ 2978	,	Soft AC		\$47.00	(Katz)		(SANTA BARBARA)

Other ranked stations -- see Los Angeles

Miscellaneous: KKZZ, KELF-F sold for \$1,200,000 (MVP). . .

PENSACOLA

Arbitron Rank/Pop (12+): 125/305,800
 MSA Rank/Pop: 130/ NM
 DMA # 62 (w/Mobile)
 Average Person Ratings: 14.7
 Market TSL: 20.00 hours

Stations: 17/9
 Diaries: 753/406:1/50.0%
 Sample Target: 760
 % Below Line: 32.9
 % Not Listed: 15.6

1994 Revenue: \$8,500,000
 HH Inc.: \$37,018
 Retail \$: 3.1 Bil
 Pop per Station: 33,978
 #1 Biller: WXB-F \$3,000,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WXB-F (C)	67/14.9	17.0	15.0	15.4	12.8	----	90/1056	643/21.0	28.6	28.1	E	WXB-F
2. WBLX-F (B)	64/14.2	10.6	9.8	6.7	7.6	----	85/813	525/17.2	16.6	16.3		WBLX-F
3. WMEZ-F (SAC)	39/ 8.7	4.7	5.9	9.5	8.8	----	51/774	554/18.1	13.3	16.5	B	WMEZ-F
4. WWRO-F (O)	33/ 7.3	6.3	7.2	4.1	7.1	----	58/886	544/17.8	14.6	13.4	C	WWRO-F
5. WABB-F (CHR)	27/ 6.0	5.9	4.3	6.3	4.0	----	46/831	518/16.9	17.0	14.8		WABB-F
6. WCOA (FS/T)	25/ 5.6	7.6	6.3	5.2	6.7	----	26/363	354/11.6	13.0	15.5	B	WCOA
7. WOWW-F (C)	24/ 5.3	6.3	6.3	6.3	9.5	----	43/768	421/13.8	15.8	18.6	B	WOWW-F
8. WTKX-F (AOR)	22/ 4.9	4.3	5.2	5.2	4.6	----	24/462	428/14.0	13.5	13.6	B	WTKX-F
9. WDWG-F (C)	20/ 4.4	---	---	---	---	----	44/700	341/11.2	---	---		WDWG-F
10. WMXC-F (AC)	18/ 4.0	4.5	6.1	6.9	5.0	----	41/735	433/14.2	13.6	14.7		WMXC-F
11. WRNE (G)	17/ 3.8	2.9	2.4	3.3	2.9	----	17/153	153/ 5.0	4.0	4.6	A	WRNE
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 88.42% (336 of 380) (FAL 93: 86.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>>	1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WXB-F	1 WXB-F>	1 WXB-F	1 WXB-F	1 WBLX-F<	1 WBLX-F>>	1 WXB-F
2 WABB-F	2 WWRO-F	2 WXB-F<	WXB-F<	2 WBLX-F	2 WMEZ-F	2 WBLX-F>	2 WMEZ-F	2 WXB-F>	2 WXB-F	2 WCOA
3 WXB-F	3 WTKX-F	3 WWRO-F>	3 WWRO-F>	3 WWRO-F	3 WBLX-F	3 WMEZ-F<	3 WBLX-F	3 WMEZ-F	3 WABB-F	3 WBLX-F
4	WXB-F	4 WTKX-F	4 WMEZ-F	4 WMEZ-F	4 WCOA	4 WCOA	4 WWRO-F	4 WWRO-F	4	4
5	5	5	WTKX-F	5	5	5	5	5	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 WBLX-F	1 WBLX-F>	1 WBLX-F	1 WBLX-F<	1 WXB-F	1 WTKX-F	1 WTKX-F<	1 WTKX-F	1 WWRO-F	1 WWRO-F
2 WMEZ-F	2 WXB-F	2 WWRO-F	2 WXB-F>	2 WBLX-F	2 WWRO-F	2 WWRO-F>	WWRO-F	2 WTKX-F	2 WTKX-F
WXB-F	3 WWRO-F>	WXB-F	3 WMEZ-F	3 WMEZ-F>	3 WXB-F	3 WXB-F	3 WXB-F	3 WBLX-F	WXB-F<
4	4	4	4 WWRO-F	4 WWRO-F	WBLX-F	WABB-F	WBLX-F	4 WXB-F	4 WBLX-F
5	5	5	5	5	5	WBLX-F	5	5	5

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WKGT-F	105.1	CENTURY	0.7/2.1/ 3/ 65	NOT AVAILABLE BECAUSE OF OVERLAP WITH MOBILE			
WVTJ	610	PENSACOLA	0.4/1.9/ 2/ 58				
WKSJ-F	94.9	MOBILE	0.7/4.9/ 23/ 548				
WKSM-F	99.5	FT. WALTON BEACH	2.2/7.2/ 46/ 486				
WMYC-F	96.1	MOBILE	0.7/3.9/ 15/ 226				
WXCR-F	98.1	ANDALUSIA	0.7/7.1/ 17/ 414				

RADIO STATIONS

WCOA , 1370, 5 KW (DA-2)	Full Service	NBC MBS, \$20.00 (Katz)	
WRNE , 980, 2.5 KW/1 KW (DA-2),	Black/Gospel	AURN SMN, \$12.00 (Roslin)	(GULF BREEZE)
WJLQ-F, 100.7, 100 KW @ 1555	Oldies	ABC, \$20.00 (Katz)	
WMEZ-F, 94.1, 100 KW @ 1328	Soft AC	ABC, \$30.00 (Torbet)	
WOWW-F, 107.3, 100 KW @ 469	Country	UNISTR, \$32.00 (Mc-Guild)	SunGroup
WTKX-F, 101.5, 100 KW @ 400	AOR		Southern
WXB-F, 102.7, 100 KW @ 1328	Country	MBS, \$55.00 (Katz)	Calendar

Other ranked stations -- see Mobile

Miscellaneous: WTKX sold by Southern Starr for \$100,000. . .

PEORIA

Arbitron Rank/Pop (12+): 131/284,100

Stations: 16/13

1994 Revenue: \$10,200,000

MSA Rank/Pop: 140/344,000

Diaries: 751/378:1/56.3%

HH Inc.: \$33,159

DMA # 117(W/BLOOMINGTON)

Sample Target: 770

Retail \$: 3.1 Bil

Average Person Ratings: 14.4

% Below Line: 3.4

Pop per Station: 21,854

Market TSL: 19.25 hours

% Not Listed: 13.9

#1 Biller: WXCL-F \$2,000,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. WXCL-F (C)	75/18.3	16.6	16.4	15.0	18.0	----	84/856	734/25.8	27.9	28.1	WXCL-F
2. WSWT-F (SAC)	48/11.7	10.3	10.4	9.3	10.6	----	52/677	574/20.2	19.5	22.1	WSWT-F
3. WWCT-F (AOR)	41/10.0	14.3	12.6	16.9	12.7	----	76/1027	606/21.3	23.5	20.8	WWCT-F
4. WMBD (FS)	32/ 7.8	6.5	6.4	8.2	6.7	----	34/490	435/15.3	16.3	17.0	WMBD
5. WMXP-F (AC)	24/ 5.9	8.1	8.3	8.0	10.3	----	35/1035	607/21.4	25.1	24.7	WMXP-F
6. WGLO-F (AC)	21/ 5.1	5.6	5.8	9.1	7.5	----	26/576	424/14.9	18.0	20.2	WGLO-F
7. WTAZ-F (T)	19/ 4.6	5.6	5.3	3.9	3.9	----	21/299	260/ 9.2	9.6	11.5	WTAZ-F
8. WOAM (ST)	18/ 4.4	2.0	0.9	2.3	2.4	----	18/196	187/16.6	5.4	4.2	WOAM
9. WKZW-F (CHR)	16/ 3.9	---	0.9	0.9	2.2	----	19/453	385/13.6	---	4.9	WKZW-F
WFYR-F (C)	16/ 3.9	3.4	2.1	---	---	----	25/393	251/ 8.8	10.0	6.6	WFYR-F
11. WIRL (FS)	13/ 3.2	2.7	2.3	4.3	3.1	----	14/300	276/ 9.7	10.2	9.8	WIRL
12. WBGE-F (B)	12/ 2.9	3.1	4.3	3.9	---	----	12/124	124/ 4.4	5.4	4.6	WBGE-F
13.											
14.											
15.											

12+ FM SHARE (METRO): 78.18% (276 of 353) (FAL 93: 80.90%)

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 WXCL-F	1 WXCL-F<	1 WXCL-F	1 WXCL-F	1 WXCL-F>	1 WXCL-F	1 WXCL-F	1 WXCL-F>	1 WXCL-F
2 WWCT-F	2 WXCL-F>>	2 WWCT-F	2 WSWT-F	2 WSWT-F	2 WSWT-F	2 WMBD	2 WSWT-F>	2 WSWT-F	2 WWCT-F	2 WWCT-F
3	3 WMXP-F	3 WSWT-F>	3 WWCT-F	3 WWCT-F	3 WMBD >	3 WSWT-F	3 WWCT-F>	3 WWCT-F>	3 WKZW-F	3 WSWT-F
4	4 WSWT-F	4 WGLO-F<	4 WGLO-F	4 WGLO-F	4	4 WWCT-F	4	4 WMXP-F	4 WSWT-F	4
5	5	5 WMXP-F	5	5 WMBD	5	5	5	5 WGLO-F	5 WTAZ-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 WXCL-F	1 WXCL-F<	1 WSWT-F	1 WSWT-F	1 WSWT-F	1 WWCT-F	1 WWCT-F>	1 WWCT-F	1 WWCT-F<	1 WXCL-F
2 WBGE-F	2 WSWT-F	2 WMXP-F	2 WXCL-F>	2 WXCL-F>	2 WXCL-F	2 WXCL-F>>	2 WXCL-F	2 WXCL-F>	2 WWCT-F>
3 WMXP-F	3 WMXP-F	3 WXCL-F	3 WMXP-F>	3 WMXP-F>	3 WGLO-F	3 WGLO-F	3 WGLO-F	3 WGLO-F>	3 WGLO-F
4 WWCT-F	4 WWCT-F	4 WWCT-F	4 WFYR-F	4 WFYR-F	4 WMXP-F	4	4	4	4 WSWT-F
5	5 WBGE-F	5	5 WWCT-F	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WPEO 1020 PEORIA	1.0/2.8/ 7/ 117		WOAM, WXCL-F, WKZW-F (Kelly)	26.6%	20.9%	23.5%
WBWN-F 104.1 LEROY	1.0/2.8/ 30/ 455					
WGN 720 CHICAGO	1.2/3.0/ 22/ 287		WVEL, WGLO-F, WFYR-F (Cromwell)	9.0%	13.3%	11.8%
WLS 890 CHICAGO	1.2/2.4/ 10/ 188			35.6%	34.2%	35.3%

RADIO STATIONS

WIRL , 1290, 5 KW (DA-2)	Full Service	ABC MBS, \$15.00	(Christal)	Comm. Service
WMBD , 1470, 5 KW (DA-2)	Full Service	CBS, \$28.00	(Katz)	Midwest TV
WPEO , 1020, 1 KW (DAYS)	Religion	USA, \$10.00	(---)	
WOAM , 1350, 1 KW	Standards	\$10.00	(Banner)	Kelly
WBGE-F, 92.3, 6 KW @ 544	Black	SMN, \$12.00	(K & P)	
WFYR-F, 97.3, 24 KW @ 338	Country	\$12.00	(---)	Cromwell (ELMWOOD)
WGLO-F, 95.5, 7 KW @ 620	AC	\$24.00	(D & R)	Cromwell (PEKIN)
WKZW-F, 94.3, 6 KW @ 298	CHR	\$ NA	(---)	WXCL owner (D) (CHILLICOTHE)
WMXP-F, 93.3, 41 KW @ 551	AC	\$28.00	(Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 479	Soft AC	\$37.00	(Christal)	Comm. Service
WTAZ-F, 102.3, 6 KW @ 298	Talk	TALKNT ABC, \$16.00	(K & P)	(MORTON)
WWCT-F, 105.7, 36 KW @ 571	AOR	\$45.00	(Christal)	
WXCL-F, 104.9, 3 KW @ 328	Country	UNISTR, \$48.00	(Banner)	Kelly (PEKIN)

WGN, WLS - See Chicago

Miscellaneous: WKZW-F sold to WXCL owner (D) for \$525,000 (Mahlman). . . WFYR-F sold to Cromwell (D) for \$825,000. . .

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,115,300

MSA Rank/Pop: 4/5,020,000

Average Person Ratings: 17.7

Market TSL: 23.00 hours

Stations: 31/23
Diaries: 3457/1190:1/49.9%
Sample Target: 3540
% Below Line: 4.9
% Not Listed: 11.8

1994 Revenue: \$168,100,000
HH Inc.: \$40,712
Retail \$: 43.1 Bil
Pop per Station: 178,926
#1 Biller: KYW \$22,200,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KYW (N)	533/ 7.3	7.4	7.4	10.0	6.9	8.0	571/14084	12621/30.7	29.6	28.6	K	KYW
2. WPEN (ST/FS)	431/ 5.9	4.2	6.1	5.5	5.2	5.4	448/4528	4202/10.2	10.1	9.6	G	WPEN
3. WUSL-F (B)	412/ 5.7	5.2	4.9	4.7	5.0	5.1	495/6801	5436/13.2	12.4	13.4	H	WUSL-F
4. WDAS-F (B/AC)	388/ 5.3	4.4	3.3	4.2	4.0	4.3	438/5169	4515/11.0	8.5	9.6	F	WDAS-F
5. WYSP-F (CL AOR)	357/ 4.9	5.2	5.6	5.3	5.6	5.3	489/10681	7732/18.8	17.1	20.4	J	WYSP-F
6. WWDB-F (T)	355/ 4.9	5.7	6.1	5.6	5.4	5.6	456/6161	4756/11.6	11.8	12.8	H	WWDB-F
7. WOGL-F (O)	351/ 4.8	4.6	5.0	5.3	5.1	4.9	429/7040	5280/12.8	15.7	15.3	I	WOGL-F
8. WMMR-F (AOR)	341/ 4.7	5.6	6.6	5.7	6.0	5.7	446/8120	5914/14.4	17.8	17.5	J	WMMR-F
9. WIP (SPRTS)	320/ 4.4	3.5	3.3	3.6	4.6	3.7	362/5544	4642/11.3	9.1	12.4	H	WIP
10. WBEB-F (AC/SAC)	317/ 4.3	5.1	4.9	4.5	3.3	4.7	363/6174	5161/12.5	14.4	11.6	H	WBEB-F
11. WXTU-F (C)	316/ 4.3	5.0	4.6	4.0	4.4	4.5	448/6362	4256/10.3	11.4	11.4	I	WXTU-F
12. WMGK-F (O-70's)	302/ 4.1	4.5	3.6	3.4	3.3	3.9	372/6706	5241/12.7	11.6	11.4	H	WMGK-F
13. WIOQ-F (CHR)	297/ 4.1	4.6	4.3	4.3	5.2	4.3	367/7581	5745/14.0	14.9	16.7	G	WIOQ-F
14. WYXR-F (AC)	247/ 3.4	3.5	3.3	3.5	4.1	3.4	313/6443	4914/11.9	13.4	15.0	H	WYXR-F
15. WPLY-F (CHR)	244/ 3.3	3.9	4.0	2.6	2.3	3.5	300/6855	5463/13.3	14.4	9.6	F	WPLY-F
16. WIBF-F (AOR-NR)	216/ 3.0	2.1	2.8	2.4	2.6	2.6	227/4176	3756/ 9.1	9.5	7.7	F	WIBF-F
17. WJJZ-F (J)	206/ 2.8	3.5	2.4	2.6	3.0	2.8	264/4699	3631/ 8.8	6.7	8.7	G	WJJZ-F
18. WFLN-F (CL)	194/ 2.7	2.2	2.2	3.3	2.7	2.6	243/4212	3403/ 8.3	6.3	9.0	F	WFLN-F
19. WPST-F (CHR)	107/ 1.5	1.7	1.7	1.4	1.2	1.6	191/4364	2757/ 6.7	7.2	5.8		WPST-F
20. WHAT (B/T)	79/ 1.1	1.1	1.0	1.1	0.8	1.1	79/1048	1048/ 2.5	2.1	2.2		WHAT

12+ FM SHARE (METRO): 76.30% (4902 of 6428) (FAL 93: 74.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F<	1 WUSL-F<	1 WYSP-F<	1 WDAS-F	1 WDAS-F	1 KYW	1 KYW >	1 WPEN	1 KYW <	1 WUSL-F	1 WWDB-F
2 WUSL-F	2 WYSP-F	2 WMMR-F<	2 WYSP-F<	2 WYSP-F<	2 WPEN >	2 WYSP-F>	2 WBEB-F	2 WPEN	2 WDAS-F	2 KYW
3 WPLY-F>	3 WMMR-F	3 WDAS-F<	3 WMMR-F	3 WMMR-F<	3 WWDB-F>	3 WPEN	3 WMMR-F<	3 WUSL-F<	3 WIOQ-F>	3 WUSL-F
4	4 WDAS-F<	4 WUSL-F	4 WMGK-F	4 WOGL-F	4 WOGL-F	4 WIP	4 WOGL-F	4 WDAS-F	4 WWDB-F	4 WDAS-F
5	5 WMGK-F	5 WMGK-F	5 KYW <	KYW <	5 WXTU-F	WUSL-F	WWDB-F	WMMR-F<	5 WYXR-F	5 WMGK-F
6	6 WIBF-F<	6 WIP	6 WIP <	6 WMGK-F	6 WIP	6 WDAS-F	6 WMGK-F	6 WIP	6 WPLY-F<	6 WYXR-F
7	7 WIOQ-F	WOGL-F	7 WOGL-F<	7 WBEB-F	WBEB-F	7 WMMR-F	7 KYW	WOGL-F	7 WOGL-F	7 WXTU-F
8	8 WPLY-F	8	8 WBEB-F	WIP	WDAS-F	8	WDAS-F	8 WBEB-F	8	8 WOGL-F
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 WUSL-F	1 WUSL-F	1 WDAS-F	1 WDAS-F	1 WDAS-F	1 WUSL-F	1 WYSP-F	1 WYSP-F	1 WYSP-F<	1 WYSP-F
2 WPLY-F	2 WDAS-F	2 WMGK-F	2 WBEB-F<	2 WBEB-F	2 WYSP-F	2 WMMR-F	2 WMMR-F	2 WMMR-F	2 WMMR-F<
3 WIOQ-F	3 WIOQ-F<	3 WYXR-F	3 WUSL-F	3 WMGK-F	3 WMMR-F	3 WUSL-F>	3 WMGK-F	3 WIP	3 WIP >
4 WYXR-F	4 WYXR-F	4 WIOQ-F	WYXR-F	4 WOGL-F<	4 WIBF-F	4 WIBF-F	4 WIP	4 WUSL-F	4 KYW
5 WIBF-F	5 WMGK-F	5 WUSL-F	5 WMGK-F>	5 WYXR-F	5 WPLY-F	5 WIP	5 WUSL-F	5 WMGK-F	5 WDAS-F
6 WBEB-F	6 WPLY-F	6 WMMR-F	6 WOGL-F	6 KYW	6 WIOQ-F	6 WMGK-F	6 WDAS-F	6 WIBF-F	6 WOGL-F
7 WDAS-F	7 WMMR-F<	7 WBEB-F	7 WIOQ-F<	7 WXTU-F	7 WIP	7 WDAS-F	7 WIBF-F	7 WDAS-F	7 WMGK-F
WYSP-F	8 WBEB-F	8 WYSP-F	8 WPLY-F	8	8 WMGK-F	8	8 KYW	8 KYW	8
9	9	9	9	9	WOGL-F	9	9	WOGL-F	9

PHILADELPHIA

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WDAS	1480	PHILADELPHIA	1.0/3.3/ 76/1410	WJJZ-F, WYXR-F (Pyramid)	6.2%	8.3%	8.4%
WGMP	1210	PHILADELPHIA	0.4/2.3/ 31/1208				
WNAP	1110	NORRISTOWN	0.6/0.8/ 49/ 395				
WTEL	860	PHILADELPHIA	0.3/0.5/ 24/ 258	WTEL, WXTU-F, WDAS A/F (Beasley)	10.9%	13.2%	8.1%
WKXW-F	101.5	TRENTON	0.6/2.2/132/2615				
WBYN-F	107.5	BOYERTOWN	0.5/1.1/ 57/ 912	W100-F, WUSL-F (EZ)	9.8%	7.3%	9.0%
WFMZ-F	100.7	ALLENTOWN	0.6/1.4/197/2073				
WJBR-F	99.5	WILMINGTON, DE	0.4/1.7/136/1985				
WRDR-F	104.9	EGG HARBOR, NJ	0.7/1.6/113/1496	WZZD, WPHY (Salem)	0.0%	0.7%	< 1.0%
WRFY-F	102.5	READING	0.3/1.3/147/2261		-----	-----	-----
WZZO-F	95.1	BETHLEHEM	0.4/1.0/182/2374		26.9%	28.8%	25.9%

RADIO STATIONS

AM STATIONS

KYW, 1060, 50 KW (DA-1)	, News	NBC, AP, \$ 305.00 (Group W)	Westinghouse
WDAS, 1480, 5 KW/1 KW (DA-2)	, Gospel/Black	AURN, \$ NA (Mc-Guild)	Beasley
WHAT, 1340, 1 KW	, Black Talk	, \$ 34.00 (---)	
WIP, 610, 5 KW (DA-1)	, Sports	MBS, \$ 142.00 (Katz)	Infinity
WGMP, 1210, 50 KW	, Sports	CBS, MBS, \$ NA (CBS)	CBS
WPEN, 950, 5 KW (DA-N)	, Standards/FS	UNISTR, \$ 134.00 (MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA)	, Oldies	, \$ 28.00 (---)	
WPHY, 560, 5 KW (DA-2)	, Religion	, \$ 30.00 (---)	Salem
WZZD, 990, 50 KW/10 KW (DA-2)	, Religion	, \$ 32.00 (---)	Salem
WTEL, 860, 10 KW/500 W (DA-2)	, Hispanic	, \$ 35.00 (Katz Hisp.)	Beasley

FM STATIONS

WBEB, 101.1, 14 KW @ 941, AC		, \$ 144.00 (Mc-Guild)	
WDAS, 105.3, 17 KW @ 872, Black/AC		, \$ 134.00 (Mc-Guild)	Beasley
WFLN, 95.7, 50 KW @ 500, Classical		, \$ 125.00 (CMBS)	Marlin
WIBF, 103.9, 0.3 KW @ 1000, New Rock		, \$ 63.00 (Groskin)	Jarad (JENKINTOWN)
W100, 102.1, 27 KW @ 649, CHR		, \$ 153.00 (Banner)	EZ
WJJZ, 106.1, 23 KW @ 741, Jazz		ABC, \$ 139.00 (Eastman)	Pyramid
WMGK, 102.9, 8.5 KW @ 1181, Oldies (70's)		, \$ 159.00 (MMR)	Greater Media
WMMR, 93.3, 18 KW @ 827, AOR		UNISTR, \$ 250.00 (Group W)	Westinghouse
WOGL, 98.1, 13 KW @ 1000, Oldies		CBS, \$ 253.00 (CBS)	CBS
WPLY, 100.3, 35 KW @ 600, CHR		, \$ 120.00 (Katz)	
WUSL, 98.9, 18 KW @ 830, Black		, \$ 164.00 (Katz)	EZ
WWDB, 96.5, 17 KW @ 866, Talk		ABC, \$ 140.00 (Banner)	Panache
WXTU, 92.5, 16 KW @ 899, Country	UNISTR, MBS, \$ 180.00 (D&R)		Beasley
WYSP, 94.1, 16 KW @ 899, Classic AOR	ABC, \$ 340.00 (Torbet)		Infinity
WYXR, 104.5, 16 KW @ 872, AC/CHR	, \$ 190.00 (Katz)		Pyramid

PHOENIX

Arbitron Rank/Pop (12+): 20/1,932,800
 MSA Rank/Pop: 18/2,520,000
 DMA # 18
 Average Person Ratings: 16.8
 Market TSL: 22.25 hours

Stations: 32/30
 Diaries: 2347/ 824:1/51.5%
 Sample Target: 2315
 % Below Line: 0.8
 % Not Listed: 13.9

1994 Revenue: \$82,800,000
 HH Inc.: \$33,372
 Retail \$: 24.0 Bil
 Pop per Station: 64,427
 #1 Biller: KNIX-AF \$9,900,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KNIX-F (C)	264/ 8.2	7.1	8.0	10.1	9.1	8.4	310/4162	3621/18.7	19.7	21.7	H	KNIX-F
2. KMLE-F (C)	214/ 6.6	7.6	7.2	7.4	7.5	7.2	231/3486	3103/16.1	15.1	16.8	H	KMLE-F
3. KFYI (T)	211/ 6.5	5.4	5.8	5.7	5.2	5.9	218/2361	2242/11.6	10.6	11.8	F	KFYI
4. KTAR (N/T)	188/ 5.8	6.6	7.0	6.4	7.5	6.5	197/3988	3764/19.5	21.5	21.2	H	KTAR
5. KKFR-F (CHR)	184/ 5.7	4.7	5.2	5.9	6.7	5.4	200/3625	3408/17.6	16.8	13.7	E	KKFR-F
KOY (ST/FS)	184/ 5.7	6.7	5.3	5.6	6.1	5.8	194/2427	2217/11.5	10.0	11.9	C	KOY
7. KUPD-F (AOR)	181/ 5.6	4.5	5.4	6.2	5.3	5.4	191/2592	2342/12.1	12.8	14.2	G	KUPD-F
8. KSLX-F (CL AOR)	164/ 5.1	3.9	4.0	2.2	2.4	3.8	185/2821	2497/12.9	12.7	8.7	F	KSLX-F
9. KKLT-F (SAC)	140/ 4.3	3.7	4.1	3.8	4.6	4.0	142/2133	2079/10.8	10.1	11.2	G	KKLT-F
10. KDKB-F (AOR)	123/ 3.8	4.7	3.8	4.9	4.9	4.3	157/2577	2297/11.9	12.4	12.5	G	KDKB-F
KVRY-F (AC)	123/ 3.8	5.1	4.5	4.2	4.3	4.4	139/2069	2012/10.4	13.3	13.0	F	KVRY-F
12. KESZ-F (AC)	95/ 2.9	3.4	3.7	4.0	3.5	3.5	102/2297	2200/11.4	9.9	8.6	G	KESZ-F
13. KOOL-F (O)	87/ 2.7	3.5	3.2	2.9	2.8	3.1	94/1953	1847/ 9.6	11.6	10.0	G	KOOL-F
14. KZON-F (AOR-P)	74/ 2.3	2.3	2.8	2.2	3.4	2.4	81/1096	1039/ 5.4	7.1	7.4	E	KZON-F
15. KEDJ-F (AOR-NR)	62/ 1.9	2.1	2.6	2.2	2.9	2.2	63/1327	1290/ 6.7	6.2	7.9	C	KEDJ-F
16. KTWC-F (AC/O)	60/ 1.9	0.9	---	---	---	---	62/939	808/ 4.2	---	---		KTWC-F
KCHT-F (O-70's)	60/ 1.9	2.4	3.1	3.0	2.5	2.6	65/1392	1207/ 6.2	7.6	7.9	E	KCHT-F
18. KYOT-F (J)	59/ 1.8	2.7	1.3	1.5	0.9	1.8	59/1095	1046/ 5.4	4.4	4.5	C	KYOT-F
19. KISO (B)	50/ 1.5	1.2	1.1	0.6	0.8	1.1	50/545	545/ 2.8	2.6	1.9		KISO
20.												

12+ FM SHARE (METRO): 70.53% (1967 of 2789) (FAL 93: 72.72%)

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 KUPD-F<	1 KSLX-F<	1 KNIX-F	1 KNIX-F<	1 KNIX-F<	1 KFYI	1 KNIX-F	1 KKFR-F>	1 KTAR
2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KNIX-F	2 KSLX-F	2 KOY	2 KTAR	2 KNIX-F	2 KFYI	2 KTAR	KNIX-F>
3	3 KSLX-F	KSLX-F<	3 KUPD-F<	3 KMLE-F	KFYI <	3 KMLE-F	3 KMLE-F	3 KMLE-F	3 KNIX-F	3 KSLX-F<
4	4 KKFR-F<	4 KNIX-F>	4 KMLE-F	4 KUPD-F	4 KTAR >	4 KUPD-F<	KOY	4 KKFR-F	4 KMLE-F	4 KUPD-F<
5	5 KNIX-F	5 KDKB-F	5 KDKB-F	5 KDKB-F	5 KKLT-F	5 KKFR-F<	5 KSLX-F<	5 KUPD-F	KUPD-F	5 KFYI
6	6 KDKB-F	6 KVRY-F<	6 KVRY-F	6 KKLT-F	6 KMLE-F	6 KDKB-F<	6 KUPD-F	6 KOY	6	6 KMLE-F
7	7 KVRY-F	7 KKFR-F	7 KKLT-F	7 KVRY-F	7	7 KOY	7 KVRY-F	KTAR	7	6 KKFR-F
8	8	8	8	8 KFYI	8	8 KSLX-F	KTAR	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 KMLE-F	1 KMLE-F>	1 KMLE-F	1 KMLE-F	1 KNIX-F	1 KUPD-F>>	1 KUPD-F>	1 KSLX-F	1 KUPD-F	1 KSLX-F
2 KKFR-F	2 KKFR-F<	2 KNIX-F	2 KNIX-F	2 KMLE-F	2 KMLE-F	2 KSLX-F	KUPD-F	2 KSLX-F>	2 KUPD-F
3 KUPD-F	3 KVRY-F	3 KVRY-F	3 KVRY-F<	3 KKLT-F	3 KKFR-F	3 KDKB-F	3 KDKB-F	3 KDKB-F<	3 KNIX-F
4 KVRY-F	4 KNIX-F	4 KKFR-F	4 KKFR-F	4 KVRY-F<	KFYI	4 KMLE-F<	4 KNIX-F	4 KNIX-F	4 KDKB-F<
5 KNIX-F	5 KUPD-F<	5 KKLT-F	5 KKLT-F<	5 KESZ-F	5 KEDJ-F	5 KNIX-F	5 KMLE-F	5 KMLE-F	5 KTAR
6 KSLX-F	6 KSLX-F	6 KDKB-F	6 KSLX-F	6 KKFR-F<	6 KISO	6 KKFR-F	6 KKFR-F	6 KFYI	6 KMLE-F<
7	7 KDKB-F<	7 KSLX-F	7 KDKB-F	7 KDKB-F	KDKB-F	7 KEDJ-F	KVRY-F	7 KTAR	7 KFYI
8	8 KKLT-F	8	8 KESZ-F	8	8	KFYI	8	8	8
9	9	9	9	9	9	9	9	9	9

PHOENIX

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
KCWW	1580	TEMPE	0.6/1.7/ 22/ 356	KISO, KOY, KZON-F, KYOT-F (Sundance)	11.3%	9.0%	7.7%
KFNN	1510	MESA	0.5/0.9/ 15/ 176				
KGME	1360	GLENDALE	1.1/3.5/ 35/ 682				
KMJK-F	106.9	BUCKEYE	0.8/2.9/ 26/ 574	KUKQ, KDKB-F, KUPD-F (Sandusky)	9.4%	11.8%	15.1%
KOOL	960	PHOENIX	0.8/2.6/ 25/ 497		20.7%	20.8%	22.8%
KPHX	1480	PHOENIX	1.0/1.0/ 32/ 202				
KSUN	1400	PHOENIX	0.3/0.8/ 10/ 159				
KUKQ	1060	TEMPE	0.3/1.5/ 11/ 289				
KVVA	860	PHOENIX	0.6/1.7/ 21/ 332				
KXAM	1310	MESA	0.6/1.7/ 21/ 326				
KZRX-F	100.3	GLOBE	0.8/2.8/ 31/ 652				
KAHM-F	102.1	PRESCOTT	0.5/1.1/ 37/ 472				
KCRZ-F	107.5	TUCSON	0.3/0.5/ 24/ 242				

RADIO STATIONS

AM STATIONS

KCWW	, 1580,	50 KW (DA-N)	, Country	SMN, \$ 35.00	(Katz)	Buck Owens
KFYI	, 910,	5 KW (DA-N)	, Talk	CBS, \$ 65.00	(D&R)	Broadcast Group
KOOL	, 960,	5 KW (DA-N)	, SEE KOOL-FM			
KOY	, 550,	5 KW/1 KW	, Standards/FS	UNISTR, CNN, \$ 54.00	(Christal)	Sundance
KSUN	, 1400,	1 KW	, Hispanic	, \$ 27.00	(Caballero)	
KTAR	, 620,	5 KW (DA-N)	, News/Talk	ABC, CBS, \$184.00	(CBS)	Pulitzer
KUKQ	, 1060,	5 KW/1 KW (DA-2)	, AOR	, \$ 26.00	(Banner)	Sandusky
KVVA	, 860,	1 KW (DA-N)	, Hispanic	, \$ 25.00	(Lotus)	
KISO	, 1230,	1 KW	, Black	SMN, AP, \$ 24.00	(MMR)	Sundance

FM STATIONS

KDKB	, 93.3,	100 KW @ 1538	, AOR	, \$ 92.00	(Torbet)	Sandusky
KEDJ	, 106.3,	3 KW @ 325	, New Rock	NBC, \$ 44.00	(---)	(SUN CITY)
KESZ	, 99.9,	100 KW @ 1670	, AC	, \$ 77.00	(Banner)	
KKFR	, 92.3,	100 KW @ 1647	, CHR/Urban	, \$ 61.00	(D&R)	Broadcast Group
KKLT	, 98.7,	115 KW @ 1679	, Soft AC	, \$100.00	(CBS)	Pulitzer
KMJK	, 106.9,	6 KW @ 305	, Black AC	, \$ NA	(K & P)	(BUCKEYE)
KMLE	, 107.9,	100 KW @ 1000	, Country	, \$164.00	(Mc-Guild)	Shamrock
KNIX	, 102.5,	98 KW @ 1620	, Country	, \$259.00	(Katz)	Buck Owens
KOOL	, 94.5,	100 KW @ 1653	, Oldies	, \$ 87.00	(D&R)	Compass
KSLX	, 100.7,	100 KW @ 1840	, Classic AOR	, \$ 97.00	(Eastman)	Greater Media
KPSN	, 96.9,	100 KW @ 1558	, Oldies	, \$ 70.00	(CBS)	Bonneville
KTWC	, 103.5,	62 KW @ 2428	, AC/Oldies	, \$ 55.00	(CBS)	
KUPD	, 97.9,	100 KW @ 1620	, AOR	, \$147.00	(Banner)	Sandusky
KVRY	, 104.7,	100 KW @ 1548	, AC	, \$ 81.00	(Mc-Guild)	Nationwide
KYOT	, 95.5,	96 KW @ 1571	, Jazz	, \$ 66.00	(Christal)	Sundance
KZON	, 101.5,	100 KW @ 1738	, Prog. AOR	AP, \$ 60.00	(MMR)	Sundance
KZRX	, 100.3,	90 KW @ 2047	, AOR	UNISTR, ABC, \$ 35.00	(Roslin)	(GLOBE)

Miscellaneous: KYOT changes to KISO (Sep). . .

PITTSBURGH

Arbitron Rank/Pop (12+): 19/2,031,400
MSA Rank/Pop: 19/2,390,000
DMA # 20
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 34/33
Diaries: 2552/796:1/57.5%
Sample Target: 2525
% Below Line: 0.4
% Not Listed: 11.0

1994 Revenue: \$64,400,000
HH Inc.: \$32,122
Retail \$: 19.2 Bil
Pop per Station: 61,558
#1 Biller: KDKA \$11,000,000

12+ METRO	1/4/SHARE	SUM				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO			Revenue Level	
		94	SPG 94	WIN 94	FAL 93			CUME/RATING	SPG 94	FAL 93		
1. KDKA (FS)	457/13.1	13.8	15.4	14.4	12.9	14.2	522/6601	5706/28.1	31.3	28.1	J	KDKA
2. WDVE-F (AOR)	384/11.0	11.7	10.7	8.9	9.2	10.6	470/5373	4348/21.4	20.7	20.6	I	WDVE-F
3. WBZZ-F (CHR)	232/ 6.6	6.9	6.8	7.7	5.9	7.0	274/5057	4138/20.4	20.7	17.2	G	WBZZ-F
4. WDSY-F (C)	228/ 6.5	4.1	5.7	4.7	5.3	5.3	260/3456	2877/14.2	12.2	13.4	F	WDSY-F
5. WWSW-AF (O)	204/ 5.9	6.1	6.6	5.7	8.0	6.1	233/4273	3590/17.7	18.9	20.2	G	WWSW-AF
6. WAMO-F (B)	181/ 5.2	4.8	4.4	5.0	4.1	4.9	192/2181	1837/ 9.0	9.0	9.7	D	WAMO-F
7. WTAE (T)	157/ 4.5	4.4	3.3	4.6	5.4	4.2	157/2766	2735/13.5	11.2	14.0	F	WTAE
8. WJAS (ST)	154/ 4.4	4.2	3.7	4.5	4.2	4.2	155/1935	1898/ 9.3	9.9	8.8	B	WJAS
9. WVTY-F (AC)	150/ 4.3	5.6	4.6	4.9	4.4	4.9	162/3275	3083/15.2	14.6	14.7	G	WVTY-F
10. WRRK-F (CL AOR)	147/ 4.2	3.9	3.5	3.1	2.7	3.7	160/2729	2489/12.3	12.5	10.4	D	WRRK-F
11. WSHH-F (SAC)	139/ 4.0	5.2	4.9	5.5	5.6	4.9	144/2763	2554/12.6	12.4	13.6	F	WSHH-F
12. WLTJ-F (SAC)	116/ 3.3	3.8	3.7	3.9	5.7	3.7	131/2575	2233/11.0	11.2	13.5	D	WLTJ-F
13. WZPT-F (O-70's)	100/ 2.9	2.4	1.8	1.9	2.5	2.3	116/2360	2065/10.2	6.9	7.0	C	WZPT-F
14. WXR-B (C)	88/ 2.5	2.3	2.8	2.4	2.8	2.5	130/2136	1544/ 7.6	6.9	7.0	C	WXR-B
15. WWKS-F (AOR)	64/ 1.5	2.2	1.7	1.5	1.0	1.7	74/1438	1022/ 5.0	5.6	4.0	B	WWKS-F
16. KOV (N)	45/ 1.3	1.2	1.3	1.5	1.6	1.3	47/1104	1082/ 5.3	5.5	6.0	B	KOV
17. WORD-F (REL)	40/ 1.1	1.4	1.1	1.4	0.8	1.3	42/705	661/ 3.3	3.7	3.4		WORD-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 69.56% (2162 of 3108) (FAL 93: 67.84%)

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 WDVE-F>	1 WDVE-F>	1 KDKA >>	1 KDKA >	1 KDKA <	1 WDVE-F	1 KDKA >	1 KDKA >>>
2 WAMO-F>>	2 WBZZ-F	2 WBZZ-F	2 WWSW-AF	2 WWSW-AF	2 WWSW-AF	2 WDVE-F>	2 WDVE-F>	2 KDKA >	2 WDVE-F	2
3	3 WAMO-F	3 WWSW-AF<	3 WRRK-F	3 WDSY-F<	3 WDSY-F	3 WBZZ-F	3 WDSY-F	3 WBZZ-F<	3 WBZZ-F	3
4	4 WVTY-F<	4 WVTY-F<	4 WDSY-F<	4 KDKA	4 WJAS <	4 WRRK-F	WWSW-AF	4 WDSY-F	4 WAMO-F>	4
5	5 WRRK-F	5 WRRK-F	5 WVTY-F<	5 WRRK-F	5 WTAE	5 WWSW-AF	5 WJAS	5 WWSW-AF	5 WWSW-F<	5
6	6 WDSY-F	6 WAMO-F<	6 WBZZ-F	6 WBZZ-F<	6	6 WTAE <	6 WBZZ-F<	6 WAMO-F	6 WVTY-F	6
7	7	7 WDSY-F	7	7 WVTY-F	7	7 WVTY-F	7 WVTY-F	7	7	7
8	8	8	8	8 WAMO-F	8	8	8	8	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 WBZZ-F	1 WBZZ-F	1 WDVE-F	1 WBZZ-F	1 WDSY-F	1 WDVE-F>>	1 WDVE-F>>>	1 WDVE-F>>>	1 WDVE-F>>	1 WDVE-F>>
2 WVTY-F	2 WDVE-F	2 WBZZ-F	2 WVTY-F<	2 WBZZ-F	2 WAMO-F	2 WRRK-F	2 WRRK-F	2 WRRK-F	2 WRRK-F<
3 WDVE-F	3 WVTY-F	3 WAMO-F	3 WDVE-F	3 WWSW-AF	WBZZ-F	3 WAMO-F	3 WAMO-F	3 WWSW-AF	3 WWSW-AF
4 WAMO-F	4 WAMO-F	WVTY-F	4 WDSY-F	4 WVTY-F<	4 WRRK-F	4 WBZZ-F	4 WWSW-AF	4 KDKA	4 KDKA >
5	5 WDSY-F	5 WDSY-F	5 WWSW-AF<	5 WDVE-F	WXR-B	5	5 WBZZ-F	5 WAMO-F	5 WDSY-F
6	6	6 WZPT-F	6 WLTJ-F	WLTJ-F	6 WDSY-F	6	6 WDSY-F	6 WZPT-F	6
7	7	7 WRRK-F	7	7 KDKA <	7	7	WZPT-F	7	7
8	8	8	8	8 WAMO-F	8	8	8 KDKA	8	8
9	9	9	9	9	9	9	9	9	9

PITTSBURGH

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WASP	1130	BROWNSVILLE	0.3/0.6/ 9/ 113	WEPP, WDSY-F, WXR-B-F (Entercom)	9.5%	10.3%	8.2%
WASP-F	94.9	OLIVER	0.9/2.0/ 38/ 489				
WBUT	1050	BUTLER	0.4/1.5/ 13/ 296				
WCVI	1340	CONNELLSVILLE	0.2/0.7/ 6/ 145	WLTJ-F, WRRK-F (Frischling)	7.5%	10.9%	6.7%
WPQR-F	99.3	UNIONTOWN	0.3/0.6/ 17/ 132				
WCXJ	1550	BRADDOCK	0.3/0.5/ 12/ 106				
WEPP	1080	PITTSBURGH	0.5/1.3/ 20/ 308	WBZZ-F, WZPT-F (EZ)	9.5%	10.2%	9.9%
WELA-F	104.3	E. LIVERPOOL, OH	0.3/0.7/ 41/ 336				
WESA-F	98.3	CHARLEROI	0.6/1.8/ 20/ 368		26.5%	31.4%	24.8%
WISR	680	BUTLER	0.3/1.1/ 12/ 228				
WJPA	1450	WASHINGTON	0.1/0.8/ 6/ 196				
WJPA-F	95.3	WASHINGTON	0.3/1.2/ 12/ 247				
WMBS	590	UNIONTOWN	0.8/1.9/ 42/ 493				
WPIT	730	PITTSBURGH	0.3/1.2/ 13/ 273				
WSSZ-F	107.1	GREENSBURG	0.4/1.8/ 15/ 359				
WVAQ-F	101.9	MORGANTOWN, WV	0.4/0.7/ 45/ 780				

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, News/Talk	NBC, \$182.00	(Group W)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, News	CBS, CNN, \$ 38.00	(Torbet)	
WEPP, 1080, 50 KW (DAYS, DA)	, Country	SMN, \$ NA	(D&R)	Entercom
WJAS, 1320, 5 KW (DA-N)	, Standards	UNISTR, CNN, \$ 27.00	(Eastman)	
WMBS, 590, 1 KW (DA-N)	, Full Service	CBS, \$ 24.00	(Regional)	(UNIONTOWN)
WPIT, 730, 5 KW/24 W	, Religion	, \$ 29.00	(---)	Salem
WTAE, 1250, 5 KW (DA-N)	, Talk/News	ABC, MBS, \$ 74.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, See WWSW-FM			

FM STATIONS

WBZZ, 93.7, 41 KW @ 551	, CHR	, \$101.00	(Banner)	EZ	
WDSY, 107.9, 50 KW @ 500	, Country	UNISTR, \$ 90.00	(D&R)	Entercom	
WDVE, 102.5, 55 KW @ 820	, AOR	Source, \$178.00	(Christal)	Secret	
WLTJ, 92.9, 47 KW @ 889	, Soft AC	, \$ 61.00	(MMR)	Frischling	
WORD, 101.5, 48 KW @ 506	, Religion	, \$ 38.00	(---)	Salem	
WZPT, 100.7, 17 KW @ 850	, Oldies - 70's	ABC, \$ 45.00	(Banner)	EZ	(N. KENSINGTON)
WRRK, 96.9, 45 KW @ 531	, Classic AOR	, \$ 50.00	(MMR)	Frischling	(BRADDOCK)
WSHH, 99.7, 11 KW @ 928	, Soft AC	UNISTR, UPI, \$ 83.00	(Eastman)	Renda	
WVTY, 96.1, 50 KW @ 500	, AC	, \$ 81.00	(Katz)	Hearst	
WVKS, 106.7, 47 KW @ 518	, AOR	UNISTR, \$ 28.00	(Dome)		(BEAVER FALLS)
WWSW, 94.5, 50 KW @ 810	, Oldies	ABC, \$165.00	(Mc-Guild)	Shamrock	
WXR-B, 104.7, 50 KW @ 500	, Country	, \$ 43.00	(D&R)	Entercom	
WAMO, 105.9, 72 KW @ 430	, Black	AURN, \$ 54.00	(D&R)	Sheridan	

Miscellaneous: WQKB-F changes from Country to Oldies/70's in October (after book). . . WBVP, WVKS-F (Beaver Falls) sold to Schwartz, Daniels, Iorio sold for \$2,000,000. . . WQKB-F changes to WZPT-F (Nov). . .

PORTLAND, ME

Arbitron Rank/Pop (12+): 162/205,900
 MSA Rank/Pop: 175/246,000
 DMA # 78
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 22/20
 Diaries: 563/366:1/52.8%
 Sample Target: 620
 % Below Line: 1.5
 % Not Listed: 15.0

1994 Revenue: \$12,500,000
 HH Inc.: \$38,699
 Retail \$: 4.1 Bil
 Pop per Station: 10,295
 #1 Biller: WPOR-AF \$3,000,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WPOR-AF (C)	50/15.0	15.4	17.1	15.2	17.8	----	123/1334	515/25.0	29.9	25.1	E	WPOR-AF
2. WBLM-F (AOR)	35/10.5	13.0	12.1	17.3	13.1	----	136/1637	491/23.8	28.6	29.3	D	WBLM-F
3. WGAN (T/FS)	27/ 8.1	8.9	9.0	8.3	10.1	----	47/698	410/19.9	19.3	19.3	C	WGAN
4. WHOM-F (SAC)	21/ 6.3	5.0	5.3	3.3	3.6	----	81/1281	296/14.4	13.5	13.2	D	WHOM-F
5. WLAM-AA (ST)	20/ 6.0	4.7	3.4	2.4	3.0	----	49/404	191/ 9.3	6.6	7.6		WLAM-AA
7. WTHT-F (C)	18/ 5.4	0.6	2.2	1.8	1.2	----	44/609	274/13.3	5.0	7.4		WTHT-F
8. WCSO-F (AC)	16/ 4.8	5.9	6.8	7.7	7.1	----	26/481	249/12.1	16.3	18.3	C	WCSO-F
9. WKZS-F (AC)	13/ 3.9	4.1	3.7	4.5	2.1	----	41/763	242/11.8	15.8	13.3		WKZS-F
10. WYNZ-F (O)	11/ 3.3	4.1	1.6	3.0	3.9	----	20/441	236/11.5	12.8	9.6		WYNZ-F
11. WZAN (T)	10/ 3.0	3.3	0.6	3.3	2.1	----	12/239	154/ 7.5	6.6	3.4		WZAN
13. WCLZ-F (AOR-P)	10/ 3.0	1.5	2.2	2.7	2.4	----	28/409	139/ 6.8	6.8	8.2		WCLZ-F
14. WPKM-F (CL)	6/ 1.8	1.8	1.9	2.1	1.2	----	6/154	145/ 7.0	6.3	6.2		WPKM-F
15. WZPK-F (CHR)	5/ 1.5	2.4	2.5	1.5	---	----	28/713	178/ 8.6	10.0	7.3		WZPK-F

12+ FM SHARE (METRO): 76.68% (217 of 283) (FAL 93: 81.89%)

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 WPOR-AF	1 WPOR-AF	1 WPOR-AF>	1 WPOR-AF>	1 WPOR-AF>	1 WPOR-AF>	1 WBLM-F>	1 WGAN >>
2 WZPK-F	2 WPOR-AF	2 WPOR-AF>	2 WBLM-F<	2 WBLM-F	2 WGAN	2 WGAN	2 WGAN	2 WBLM-F>	2 WGAN	2 WBZ
3 WCSO-F	3 WTHT-F	3 WMGX-F	3 WMGX-F>	3 WMGX-F	3 WHOM-F	3 WBLM-F	3 WBLM-F>	3 WMGX-F	3 WPOR-AF>	3 WHOM-F
4	4 WMGX-F>	4 WTHT-F<	4 WTHT-F	4 WHOM-F	4 WZOU-F<	4 WMGX-F	4 WLAM-F<	4 WGAN <	4	4 WPOR-F
5	5	5 WGAN	5 WGAN	5 WGAN	5 WLAM-F	5	5 WMGX-F	5 WLAM-F	5	5 WBLM-F
6	6	6	6 WHOM-F	6 WCSO-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 WBLM-F	1 WBLM-F	1 WPOR-AF	1 WPOR-AF	1 WMGX-F	1 WBLM-F	1 WBLM-F>>	1 WBLM-F	1 WBLM-F>	1 WPOR-AF<
2 WPOR-AF	2 WPOR-AF>	2 WBCN-F	2 WMGX-F	2 WPOR-AF	2 WGAN	2 WGAN	2 WCLZ-F	2 WGAN	2 WBLM-F>
3 WTHT-F	3 WMGX-F	3 WCSO-F	3 WBLM-F	3 WHOM-F>	3 WTHT-F	3 WTHT-F	3 WPOR-AF	3 WPOR-AF>	3 WGAN
4	4 WTHT-F	4	4 WHOM-F	4 WCSO-F	4	4 WPOR-AF	4	4 WTHT-F	4 WMGX-F
5	5 WCSO-F	5	5 WKZS-F	5 WKZS-F	5	5 WCSO-F	5	5 WMGX-F	5 WTHT-F
6	6 WCYY-F	6	6 WTHT-F	6	6	6	6	6	6 WZAN

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WHYR-F	95.9 SACO	0.6/6.2/	6/ 249	WZAN, WGAN, WMGX-F, WYNZ-F	20.4%	21.7%	28.5%
WKRH-F	105.9 BOTH	0.9/6.1/	22/ 469	(Saga)			
WLPZ	1440 WESTBROOK	1.2/2.3/	4/ 69	WBLM-F, WCYY-F	12.6%	14.0%	20.8%
WBZ	1030 BOSTON	0.9/5.7/	19/ 426	(Fuller-Jeffrey)			
WTOS-F	105.1 SKOWHEGAN	0.6/2.9/	36/ 639	WLAM, WZOU, WKZS-F	9.9%	7.3%	< 4.0%
				(Local)	42.9%	43.0%	52.1%

PORTLAND, ME

RADIO STATIONS

WGAN	,	560,	.5 KW (DA-1)	,	Talk/FS	TALKNT, CBS, \$28.00	(Katz)	Saga	
WLAM	,	870,	10 KW/1 KW (DA-2),	,	Standards	SMN, ABC, \$12.00	(D & R)		(GORHAM)
WPOR	,	1490,	1 KW -- SEE WPOR-F						
WZAN	,	970,	5 KW	,	Talk	MBS, NBC, \$11.00	(Katz)	Saga	
WBLM-F	,	102.9,	100 KW @ 1460	,	AOR	, \$55.00	(Mc-Guild)	Fuller-Jeffrey	
WCLZ-F	,	98.9,	50 KW @ 400	,	AOR-P	, \$15.00	(Christal)		
WCSO-F	,	97.9,	16 KW @ 889	,	AC	, \$21.00	(Banner)	Atlantic-Morris	
WHOM-F	,	94.9,	48 KW @ 3759	,	Soft AC	, \$44.00	(Christal)	Barnstable	(MT. WASHINGTON)
WHYR-F	,	95.9,	3 KW @ 298	,	CHR	, \$14.00	(Roslin)		(SACO)
WKZS-F	,	99.9,	50 KW @ 493	,	AC	, \$21.00	(D & R)	WLAM owner (D)	(AUBURN)
WMGX-F	,	93.1,	50 KW @ 443	,	Classic AOR	, \$47.00	(Katz)	Saga	(SCARBOROUGH)
WPKM-F	,	106.3,	3 KW @ 298	,	Classical	, \$17.00	(CMBS)		
WPOR-F	,	101.9,	50 KW @ 500	,	Country	ABC, \$63.00	(Mc-Guild)		
WTHT-F	,	107.5,	40 KW @ 1460	,	Country	UNISTR, \$15.00	(Banner)	Beacon	(LEWISTON)
WCYY-F	,	93.9,	28 KW @ 640	,	AOR-P	, \$12.00	(Mc-Guild)	Fuller-Jeffrey	(LEWISTON)
WYNZ-F	,	100.9,	4.5 KW @ 226	,	Oldies	UNISTR, \$15.00	(Katz)	Saga	(WESTBROOK)
WZPK-F	,	103.7,	23 KW @ 3874	,	CHR	ABC, \$11.00	(Mc-Guild)		(BERLIN)

Miscellaneous: WLPZ, WCSO-F sold by Atlantic Morris to Barnstable (D) for \$1,900,000. . .

PORTLAND, OR

Arbitron Rank/Pop (12+): 24/1,563,300

MSA Rank/Pop: 29/1,700,000
DMA # 27

Average Person Ratings: 15.7
Market TSL: 20.75 hours

Stations: 28/27
Diaries: 1985/788:1/54.6%
Sample Target: 2055
% Below Line: 0.3
% Not Listed: 14.6

1994 Revenue: \$64,400,000
HH Inc.: \$36,168
Retail \$: 16.6 Bil
Pop per Station: 57,900
#1 Biller: KKCW-F \$7,500,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KWJJ-AF (C)	219/ 9.0	9.1	7.9	8.6	6.7	8.7	248/3866	3410/21.8	19.5	17.2	F	KWJJ-AF
2. KXL (N/T)	185/ 7.5	7.0	7.0	7.9	8.5	7.4	207/3119	2705/17.3	14.9	17.9	G	KXL
3. KUFO-F (AOR)	156/ 6.4	5.9	7.0	6.0	6.2	6.3	186/3111	2629/16.8	17.3	14.5	G	KUFO-F
4. KUPL-AF (C)	152/ 6.1	8.0	8.3	7.7	7.6	7.5	187/3123	2629/16.8	17.2	17.5	G	KUPL-AF
5. KKSJ-F (O)	151/ 6.1	6.1	5.9	5.7	4.1	6.0	171/3135	2746/17.6	14.9	13.1	F	KKSJ-F
6. KGON-F (CL AOR)	145/ 5.9	6.7	6.1	4.6	5.4	5.8	171/2884	2490/15.9	14.7	15.0	F	KGON-F
7. KEX (FS)	143/ 5.8	5.2	5.9	6.2	7.7	5.8	145/2529	2418/15.5	15.8	19.0	G	KEX
8. KKRZ-F (CHR)	131/ 5.3	7.2	7.2	7.6	7.6	6.8	135/2759	2570/16.4	21.4	20.0	F	KKRZ-F
9. KINK-AF (AOR-P)	128/ 5.2	4.7	4.9	6.5	5.6	5.3	136/2095	1986/12.7	11.9	14.7	G	KINK-AF
10. KKJZ-F (J)	120/ 4.9	4.3	2.8	1.5	1.4	3.4	125/1638	1540/ 9.9	7.0	4.3	C	KKJZ-F
11. KKCW-F (AC)	105/ 4.3	5.6	6.1	5.6	6.1	5.4	118/2327	2095/13.4	14.3	15.0	H	KKCW-F
12. KKSJ (ST)	94/ 3.8	3.2	4.4	3.7	2.3	3.8	98/1297	1166/ 7.5	7.5	7.3	C	KKSJ
13. KXL -F (O-70's)	72/ 2.9	2.1	2.7	2.7	2.6	2.6	75/1662	1523/ 9.7	10.0	8.9	D	KXL -F
14. KFXJ (SPRTS)	64/ 2.6	1.1	1.2	1.1	1.4	1.5	65/909	870/ 5.6	3.2	4.1	C	KFXJ
15. KXYQ-F (AC)	50/ 2.0	3.2	3.3	3.9	4.6	3.1	73/1705	1364/ 8.7	11.5	13.2	D	KXYQ-F
16. KMUZ-F (EZ)	43/ 1.8	1.3	1.5	1.1	1.5	1.4	44/557	507/ 3.2	2.4	3.4		KMUZ-F
17. KPDD-F (REL)	34/ 1.4	1.4	1.3	1.2	1.8	1.3	38/823	742/ 4.7	3.8	4.7		KPDD-F
18. KBBT (AOR-NR)	31/ 1.3	1.7	1.6	1.5	1.3	1.5	31/771	761/ 4.9	3.9	3.5		KBBT
19.												
20.												

12+ FM SHARE (METRO): 71.77% (1505 of 2097) (FAL 93: 72.10%)

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 KWJJ-AF	1 KWJJ-AF<	1 KWJJ-AF	1 KXL	1 KXL	1 KXL	1 KWJJ-AF	1 KWJJ-AF	1 KEX
2 KUFO-F	2 KWJJ-AF	2 KGON-F	2 KGON-F	2 KGON-F<	2 KEX	2 KGON-F	2 KWJJ-AF	2 KUFO-F	2 KEX	2 KWJJ-F
3 KWJJ-AF	3 KGON-F	3 KUFO-F	3 KINK-AF	3 KKSJ-F	3 KKSJ-F<	3 KWJJ-AF	3 KKSJ-F	3 KKSJ-F<	3 KKRZ-F	3 KUPL-F
4	4 KKRZ-F>	4 KKSJ-F	KKSJ-F	4 KINK-AF	4 KWJJ-AF	4 KEX	4 KUFO-F<	4 KUPL-AF	4 KINK-AF	4 KXL
5	5 KUPL-AF<	5 KINK-AF<	5 KKJZ-F<	5 KKJZ-F	5 KUPL-AF<	5 KUPL-AF	5 KKRZ-F<	KUFO-F	KUFO-F	KUFO-F
6	6 KXL -F	6 KUPL-AF	6 KKCW-F<	6 KUPL-AF	6 KINK-AF	6 KUFO-F	KUPL-AF	6 KGON-F	6 KUPL-AF	KKSJ-F<
7	7 KKCW-F	7 KKJZ-F	7 KUFO-F	7 KKCW-F	7	7	7	7	7	7
8	8	8	KUPL-AF	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWJJ-AF	1 KWJJ-AF	1 KWJJ-AF	1 KWJJ-AF>	1 KWJJ-AF<	1 KUFO-F	1 KUFO-F>	1 KUFO-F	1 KGON-F<	1 KGON-F
2 KKRZ-F	2 KKRZ-F>	2 KINK-AF	2 KKCW-F	2 KKCW-F	2 KGON-F	2 KGON-F	2 KGON-F	2 KUFO-F	2 KWJJ-AF
3 KGON-F	3 KKCW-F<	3 KKCW-F	3 KKRZ-F	3 KUPL-AF	KWJJ-AF	3 KWJJ-AF>	3 KWJJ-AF	3 KWJJ-AF	3 KUFO-F<
4 KUPL-AF	4 KXL -F<	4 KKRZ-F	KUPL-AF	KKSJ-F<	4 KKRZ-F	4 KFXJ-F	4 KFXJ-F	4 KKSJ-F	4 KKSJ-F<
5 KXYQ-F	5 KINK-AF	5 KUFO-F	5 KKSJ-F<	5 KKJZ-F<	5 KUPL-AF	KUPL-AF	5 KUPL-F	5 KINK-AF	5 KINK-AF<
6 KKCW	6 KGON-F	6 KGON-F	6 KINK-AF	6 KINK-AF	6	6	6 KKSJ-F	6 KKJZ-F	6 KXL
KXL -F	7 KUFO-F	7 KUPL-AF	7 KKJZ-F	7	7	7	7	KXL	7 KKJZ-F
8	KUPL-AF	8	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/AOH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KBMS	1480	VANCOUVER, WA	0.4/0.9/ 10/ 142	KUPL A/F, KKJZ-F	11.0%	12.6%	12.0%
KDBX-F	107.5	BANKS	0.8/2.2/ 20/ 352	(Baycom)			
KKEY	1150	PORTLAND	0.4/1.2/ 9/ 184				
KPDD	800	PORTLAND	0.3/1.9/ 8/ 303	KKCW-F, KXYQ A/F	6.3%	8.2%	15.2%
KUIK	1360	HILLSBORO	0.3/1.3/ 8/ 203	(Trumper)			
KWIP	880	DALLAS	0.4/0.5/ 12/ 99		17.3%	20.8%	27.2%
KRKT-F	99.9	ALBANY	0.3/1.5/ 42/ 663				

PORTLAND, OR

RADIO STATIONS

AM STATIONS

KBBT, 970, 5 KW (DA-1)	, New AOR		, \$ 30.00 (Eastman)	Henry
KEX, 1190, 50 KW (DA-1)	, Full Service	ABC	, \$ 136.00 (Katz)	Citicasters
KFXJ, 1520, 50 KW/10 KW (DA-1)	, Sports	CNN	, \$ 32.00 (CBS)	Apogee
KINK, 620, 5 KW (DA-N)	, SEE KINK-FM			
KKSN, 910, 5 KW (DA-2)	, Standards	UNISTR, NBC	, \$ 37.00 (Christal)	Heritage
KUPL, 1330, 5 KW (DA-1)	, SEE KUPL-FM			
KWJJ, 1080, 50 KW/10 KW (DA-N)	, SEE KWJJ-FM			
XXL, 750, 50 KW/20 KW (DA-1)	, News/Talk	CBS	, \$ 98.00 (Mc-Guild)	Alexander

FM STATIONS

KDBX, 107.5, 4.1 KW @ 397,	Religion		, \$ NA (---)		(BANKS)
KGON, 92.3, 100 KW @ 1266,	Classic AOR		, \$ 81.00 (CBS)	Apogee	
KINK, 101.9, 100 KW @ 1673,	Prog. AOR		, \$ 147.00 (MMR)	Nogales	
KKJZ, 106.7, 100 KW @ 879,	Jazz	ABC, Source	, \$ 54.00 (---)	BayCom	(LAKE OSWEGO)
KKCW, 103.3, 95 KW @ 1653,	AC		, \$ 148.00 (D&R)	Trumper	
KKRZ, 100.3, 95 KW @ 1433,	CHR		, \$ 85.00 (Katz)	Citicasters	
KKSN, 97.1, 100 KW @ 1000,	Oldies	UNISTR	, \$ 90.00 (Christal)	Heritage	
KMUZ, 94.7, 3.7 KW @ 850,	EZ		, \$ 27.00 (---)		(CAMAS, WA)
KPDO, 93.7, 100 KW @ 941,	Religion		, \$ 23.00 (---)	Salem	
KUFO, 101.1, 100 KW @ 1640,	AOR		, \$ 94.00 (Eastman)	Henry	
KUPL, 98.5, 100 KW @ 1105,	Country	AP	, \$ 165.00 (Banner)	BayCom	
KWJJ, 99.5, 52 KW @ 1266,	Country	UNISTR, ABC	, \$ 70.00 (D&R)	Park	
XXL, 95.5, 100 KW @ 991,	Oldies - 70's		, \$ 65.00 (Mc-Guild)	Alexander	
KXYO, 105.1, 100 KW @ 1840,	CHR/AC	ABC	, \$ 38.00 (Torbet)	Trumper	(SALEM)

Miscellaneous: XXL-F changes from Soft AC to Oldies - 70's (Oct). . . KWJJ A/F sold by Park to Tomlin/Knapp for \$12,000,000 (E). . .

PORTSMOUTH-DOVER-ROCHESTER, NH

Arbitron Rank/Pop (12+): 117/336,600
 MSA Rank/Pop: 133/358,000
 Boston DMA
 Average Person Ratings: 16.3
 Market TSL: 21.50 hours

Stations: 37/11
 Diaries: 894/377:1/54.4%
 Sample Target: 790
 % Below Line: 44.5
 % Not Listed: 14.2

1994 Revenue: \$8,900,000
 HH Inc.: \$43,270
 Retail \$: 4.3 Bil
 Pop per Station: 30,600
 #1 Biller: WOKQ-F \$3,000,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WOKQ-F (C)	68/12.4	12.4	14.3	12.9	13.9	----	75/931	806/23.9	25.4	27.1	E	WOKQ-F
2. WHEB-F (AOR)	57/10.4	13.1	7.7	8.6	10.4	----	61/829	744/22.1	23.1	20.0	D	WHEB-F
3. WTSN (T)	27/ 4.9	2.6	3.9	4.5	3.2	----	28/425	402/11.9	7.5	9.1	B	WTSN
4. WRKO (T)	22/ 4.0	1.4	3.0	3.0	2.8	----	24/327	287/ 8.5	5.8	7.9		WRKO
5. WSSH-F (SAC)	21/ 3.8	3.8	3.7	4.5	3.5	----	21/329	314/ 9.3	9.5	10.0		WSSH-F
6. WERZ-F (CHR)	20/ 3.6	3.0	3.0	2.7	3.7	----	20/446	446/13.3	17.9	17.0	C	WERZ-F
WMYF (ST)	20/ 3.6	3.0	3.0	2.7	3.7	----	20/111	111/ 3.3	2.5	3.7	A	WMYF
8. WHOM-F (SAC)	18/ 3.3	2.6	3.2	2.5	3.4	----	45/686	303/ 9.0	8.2	7.5		WHOM-F
9. WZID-F (AC/SAC)	17/ 3.1	2.5	3.7	2.7	2.7	----	17/269	269/ 8.0	8.1	8.9		WZID-F
10. WBZ (N)	16/ 2.9	3.7	3.3	3.3	3.5	----	18/508	418/12.4	9.9	11.2		WBZ
11. WGIR-F (AOR)	15/ 2.7	3.1	2.3	1.5	2.5	----	16/288	280/ 8.3	10.4	9.1		WGIR-F
12. WXKS-F (CHR)	13/ 2.4	1.9	3.9	5.1	2.7	----	13/350	342/10.2	11.3	12.0		WXKS-F
WODS-F (O)	13/ 2.4	1.4	1.8	3.6	2.5	----	13/234	234/ 7.0	6.8	6.1		WODS-F
14. WBCN-F (AOR-P)	12/ 2.2	2.1	2.8	3.5	2.7	----	12/239	239/ 7.1	6.8	11.5		WBCN-F
WEGQ-F (O-70's)	12/ 2.2	1.4	1.6	1.3	0.8	----	12/257	257/ 7.6	5.7	6.6		WEGQ-F
16. WCQL-F (O)	11/ 2.0	3.1	3.3	2.2	3.7	----	13/326	272/ 8.1	9.5	9.1	B	WCQL-F
WLYT-T (AC)	11/ 2.0	1.7	1.4	1.7	2.3	----	11/264	264/ 7.8	7.4	8.3		WLYT-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 78.51% (369 of 470) (FAL 93: 82.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMN-F	1 WHEB-F>	1 WHEB-F>	1 WHEB-F	1 WHEB-F<	1 WOKQ-F>	1 WOKQ-F	1 WOKQ-F<	1 WOKQ-F<	1 WHEB-F<	1 WTSN >>
2 WXKS-F>	2 WOKQ-F>>	2 WOKQ-F>	2 WOKQ-F>	2 WOKQ-F>>	2 WTSN	2 WHEB-F>	2 WHEB-F>>	2 WHEB-F>	2 WOKQ-F	2 WOKQ-F
3 WOKQ-F	3 WERZ-F	3	3 WZID-F	3 WSSH-F	3 WMYF	3 WTSN >	3 WTSN	3	3 WBCN-F	WBZ
WERZ-F	4 WEGQ-F	4	4 WGIR-F	WZID-F	4 WRKO	4	4 WRKO	4	4 WBZ	4 WHEB-F
5	5	5	5	5	5	5	5	5	5 WTSN	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 WHEB-F	1 WHEB-F	1 WOKQ-F	1 WHEB-F	1 WOKQ-F>>		1 WHEB-F	1 WHEB-F>>	1 WHEB-F	1 WHEB-F>>	1 WHEB-F>>
2 WERZ-F	2 WOKQ-F>>	2 WHEB-F	WOKQ-F>	2 WHEB-F		2 WOKQ-F	2 WOKQ-F>	2 WBCN-F	2 WOKQ-F	2 WOKQ-F
3 WXKS-F	3 WERZ-F	3	3 WSSH-F	3 WSSH-F		3 WJMN-F	3 WEGQ-F	3 WCGY-F	3 WBCN-F	3 WBCN-F
WOKQ-F	4	4	WZID-F	4 WZID-F		4	4 WBCN-F	4	4	4
5	5	5	5 WERZ-F	5 WHOM-F		5	5	5	5	5
6	6	6	6	WODS-F		6	6	6	6	6

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WCDQ-F	92.1	SANFORD, ME	0.4/1.8/ 4/ 134	WMYF, WZNN, WERZ-F, WDEM-F (Precision)	9.0%	5.8%	27.9%
WVEM-F	96.7	ROCHESTER	0.5/3.8/ 3/ 154				
WXBB-F	105.3	KITTERY, ME	1.6/6.4/ 10/ 238				
WZEA-F	102.1	HAMPTON	0.4/2.5/ 2/ 85	WOKQ-F, WXBB-F (Fuller-Jeffrey)	14.0%	13.0%	40.0%
WZNN	930	ROCHESTER	1.3/6.0/ 7/ 219				
WBLM-F	102.9	PORTLAND, ME	0.7/7.1/ 33/ 565	WCQL A/F, WHEB-F (Knight)	12.4%	14.2%	27.7%
WBQQ-F	99.3	KENNEBUNK, ME	0.9/2.1/ 5/ 100		-----	-----	-----
WHOB-F	106.3	NASHUA	0.5/3.1/ 3/ 106		35.4%	33.0%	94.0%

SEE BOSTON FOR MORE ABOUT THE FOLLOWING:

WAAF-F	0.9/ 3.1	WCLB-F	0.4/ 3.4	WMJX-F	0.4/ 3.2
WBCS-F	1.1/ 3.6	WCRB-F	0.4/ 2.9	WZLX-F	1.1/ 4.8
WBMX-F	1.3/ 3.5	WEEI	1.6/ 5.9		
WBOQ-F	1.3/ 2.9	WFNX-F	0.5/ 2.8		
WBOS-F	0.7/ 3.4	WJMN-F	1.6/ 7.7		

PORTSMOUTH-DOVER-ROCHESTER, NH

RADIO STATIONS

WMYF , 1540, 5 KW (DAYS) , Standards	, \$13.00 (Mc-Guild)	Precision	(EXETER)
WTSN , 1270, 5 KW (DA-2) , News/Talk	TALKN1 ABC, \$20.00 (Torbet)		
WCDO-F, 92.1, 1.2 KW @ 525 , AOR	, \$13.00 (- - -)		(SAFORD, ME)
WCQL-F, 95.3, 6 KW @ 466 , Oldies	, \$18.00 (Katz)	Znight	(YORK, ME)
WERZ-F, 107.1, 5 KW @ 351 , CHR	, \$40.00 (Mc-Guild)	Precision	(EXETER)
WHEB-F, 100.3, 50 KW @ 459 , AOR	, \$42.00 (Banner)	Knight	
WLYT-F, 92.5, 25 KW @ 712 , AC	, \$ NA (- - -)		(HAVERHILL, MA)
WOKQ-F, 97.5, 50 KW @ 493 , Country	, \$66.00 (Mc-Guild)	Fuller-Jeffrey	
WNEM-F, 96.7, 3 KW @ 298 , AC	, \$16.00 (MMR)	Precision	
WXBB-F, 105.3, 2 KW @ 371 , Country	, \$12.00 (Katz)	Fuller-Jeffrey	(KITTERY)

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+): 31/1,278,800
 MSA Rank/Pop: 62/920,000
 DMA # 45
 Average Person Ratings: 17.5
 Market TSL: 23.00 hours

Stations: 42/22
 Diaries: 1883/679:1/56.5%
 Sample Target: 1760
 % Below Line: 17.5%
 % Not Listed: 10.7%

1994 Revenue: \$31,600,000
 HH Inc.: \$36,077
 Retail \$: 7.4 Bil
 Pop per Station: 58,127
 #1 Biller: WHJY-F \$5,200,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WHJY-F (AOR)	219/ 9.8	10.6	8.8	8.0	8.6	9.3	249/3093	2617/20.5	21.1	20.7	G	WHJY-F
2. WWLI-F (SAC)	184/ 8.2	8.0	8.5	7.2	7.6	8.0	192/2544	2322/18.2	18.1	17.2	F	WWLI-F
3. WPRO-F (CHR)	172/ 7.7	8.2	7.4	9.7	8.7	8.3	182/3157	2840/22.2	23.3	25.6	E	WPRO-F
4. WWBB-F (O)	127/ 5.7	5.1	4.8	6.0	6.0	5.4	140/2171	1946/15.2	14.8	15.9	E	WWBB-F
5. WLKW (ST)	107/ 4.8	5.4	4.4	2.1	3.0	4.2	110/1136	1117/ 8.7	7.9	7.4	B	WLKW
6. WHJJ (N/T)	101/ 4.5	4.8	4.3	5.2	4.8	4.7	101/1380	1368/10.7	10.4	10.2	D	WHJJ
7. WSNE-F (AC)	95/ 4.3	6.1	5.3	4.3	5.4	5.0	105/2001	1837/14.4	13.8	15.6	E	WSNE-F
8. WTK-F (C)	91/ 4.1	3.5	5.1	3.9	4.0	4.2	111/1539	1280/10.0	10.0	9.7		WTK-F
9. WWKX-F (CHR)	88/ 3.9	3.7	4.7	4.1	4.6	4.1	89/1529	1463/11.4	13.8	13.7		WWKX-F
10. WWRX-F (CL AOR)	85/ 3.8	4.5	4.7	4.7	4.8	4.4	133/2906	1949/15.2	16.3	16.0	D	WWRX-F
11. WBRU-F (AOR-NR)	84/ 3.8	3.7	3.5	3.3	4.0	3.6	94/1628	1429/11.2	10.8	11.9		WBRU-F
WPRO (T)	84/ 3.8	5.3	4.3	4.7	4.4	4.5	85/1588	1539/12.0	14.3	13.2	D	WPRO
13. WCRB-F (CL)	39/ 1.7	1.3	1.3	1.5	1.2	1.5	74/1058	660/ 5.2	3.7	3.9		WCRB-F
14.												
15.												

12+ FM SHARE (METRO): 76.55% (1528 of 1996) (FAL 93: 77.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWKX-F>>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F	1 WHJY-F	1 WWLI-F	1 WHJY-F	1 WHJY-F<	1 WHJY-F>	1 WHJY-F	1 WBZ
2 WPRO-F	2 WPRO-F>	2 WPRO-F	2 WWLI-F	2 WWLI-F	2 WLKW <	2 WPRO-F<	2 WWLI-F	2 WWLI-F<	2 WWKX-F<	2 WHJJ
3 WHJY-F	3 WBRU-F	3 WWLI-F>	3 WPRO-F	3 WPRO-F	3 WWBB-F<	3 WWLI-F	3 WPRO-F	3 WPRO-F	3 WPRO-F	3 WWLI-F
4 WBRU-F	4 WWLI-F	4 WSNE-F	4 WSNE-F<	4 WWBB-F	4 WHJJ	4 WWRX-F	4 WWBB-F	4 WHJJ	4 WWLI-F	4 WHJY-F
5	5 WSNE-F	5 WWBB-F	5 WWBB-F	5 WSNE-F	5 WPRO	5 WHJJ <	5 WLKW	5 WLKW	5 WBRU-F	5 WPRO
6	6 WWKX-F	6 WWRX-F<	6 WWRX-F	6 WWRX-F	6	6 WPRO	6 WSNE-F	6 WWBB-F	6	6
7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WWLI-F<	1 WWLI-F	1 WHJY-F	1 WHJY-F>>>	1 WHJY-F	1 WHJY-F>>	1 WHJY-F>
2 WHJY-F	2 WSNE-F	2 WSHE-F	2 WPRO-F	2 WPRO-F<	2 WBRU-F	2 WBRU-F<	2 WPRO-F	2 WPRO-F	2 WWRX-F
3 WWKX-F	WHJY-F	3 WWLI-F	3 WSNE-F	3 WSNE-F	3 WPRO-F	3 WPRO-F>	3 WBRU-F	3 WWRX-F	3 WWBB-F
4 WHJY-F	4 WWLI-F>	4	4 WHJY-F	4 WWBB-F>	4	4 WWKX-F	4	4 WBRU-F	4 WPRO-F
5	5 WWKX-F	5	5 WWBB-F	5 WHJY-F	5	WWRX-F	5	5 WWBB-F<	WWLI-F
6	6 WBRU-F	6	6	6 WTK-F	6	6	6	6 WWLI-F	6
7	7	7	7	7	7	7	7	7	7

PROVIDENCE

OTHER RATED STATIONS				METRO CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
-----				SHARE/RTG/AQH/CUME			-----	-----	-----	-----
WALE	990	PROVIDENCE		0.4/1.4/	8/	183	WLKW, WWLI-F, WPRO A/F	24.1%	22.0%	32.9%
WARV	1590	WARWICK		0.6/1.1/	13/	138	(Telemedia)			
WBSM	1420	NEW BEDFORD		1.1/1.9/	25/	257				
WFHN-F	107.1	FAIRHAVEN		1.4/4.7/	38/	818	WHJJ, WHJY-F, WSNE-F	18.6%	19.4%	34.5%
WHIM	1110	E. PROVIDENCE		0.8/2.2/	17/	276	(Liberty)			
WJFD-F	97.3	NEW BEDFORD		0.5/0.8/	12/	128				
WNBH	1340	NEW BEDFORD		0.4/1.2/	9/	180	WWBB-F, WWRX-F	9.5%	13.0%	16.8%
WNRJ	1380	WOONSOCKET		0.4/0.9/	10/	119	(Radio Equity)	52.2%	54.4%	84.2%
WOTB-F	100.3	MIDDLETOWN		1.2/3.3/	26/	431				
WSAR	1480	FALL RIVER		0.8/1.4/	17/	175				
WCBS	880	NEW YORK		0.3/1.6/	15/	411				
WFAN	660	NEW YORK		0.5/1.7/	35/	528				

SEE BOSTON FOR MORE ABOUT THE FOLLOWING:

WAAF-F	1.3/4.9	WBZ	1.4/5.7	WODS-F	1.4/5.1
WBCN-F	0.9/3.6	WCLB-F	0.9/3.1	WPLM-F	0.4/1.9
WBCS-F	1.3/4.7	WEEI	0.6/1.9	WRKO	0.6/1.3
WBMX-F	0.8/3.9	WJMN-F	1.2/5.9	WXKS-F	0.7/3.4
WBOS-F	1.4/4.2	WMJX-F	0.3/1.7	WZLX-F	1.1/3.3
WCAV-F	97.7	BROCKTON		0.4/0.9/	24/ 242
WC1B-F	101.9	FALMOUTH		0.4/1.7/	27/ 598

RADIO STATIONS

WHIM, 1110, 5 KW/250 W (DA-N), Country	CNN, \$ 20.00 (---)	Bear
WHJJ, 920, 5 KW (DA-N), News/Talk	NBC, \$ 57.00 (Katz)	Liberty
WLKW, 790, 5 KW (DA-2), EZ/Standards	, \$ 21.00 (Torbet)	Telemedia
WPRO, 630, 5 KW (DA-N), Talk/News	ABC, \$ 51.00 (Mc-Guild)	Telemedia
WBRU-F, 95.5, 20 KW @ 440, New AOR	Source, \$ 38.00 (MMR)	
WCTK-F, 98.1, 47 KW @ 508, Country	, \$ 43.00 (D & R)	Hall (NEW BEDFORD)
WFHN-F, 107.1, 3 KW @ 374, CHR	, \$ 30.00 (Christal)	H & D (FAIRHAVEN)
WHJY-F, 94.1, 50 KW @ 440, AOR	Source, \$ 87.00 (Katz)	Liberty
WOTB-F, 100.3, 6 KW @ 302, Jazz	AP, ABC, \$ 26.00 (---)	(MIDDLETOWN)
WPRO-F, 92.3, 39 KW @ 551, CHR	ABC, \$ 72.00 (Mc-Guild)	Telemedia
WSNE-F, 93.3, 30 KW @ 620, AC	, \$ 83.00 (Eastman)	Liberty (TAUNTON, MA)
WWBB-F, 101.5, 14 KW @ 951, Oldies	, \$ 73.00 (MMR)	Radio Equity
WWKX-F, 106.3, 1.2 KW @ 194, CHR	UNISTR, \$ 32.00 (Christal)	(WOONSOCKET)
WWLI-F, 105.1, 50 KW @ 500, Soft AC	, \$ 79.00 (Torbet)	Telemedia
WWRX-F, 103.7, 50 KW @ 500, Classic AOR	CNN, \$ 40.00 (D & R)	(WESTERLY)

Other Ranked Stations - See Boston or New Bedford

Miscellaneous: WWRX-F sold by Westerly to Radio Equity (D) for \$10,000,000 (Foreman). . .

RALEIGH

Arbitron Rank/Pop (12+): 52/804,800
 MSA Rank/Pop: 33/949,000
 DMA # 61
 Average Person Ratings: 15.3
 Market TSL: 20.25 hours

Stations: 28/23
 Diaries: 1621/496:1/58.5%
 Sample Target: 1575
 % Below Line: 5.5
 % Not Listed: 16.6

1994 Revenue: \$33,600,000
 HH Inc.: \$37,694
 Retail \$: 9.2 Bil
 Pop per Station: 34,991
 #1 Biller: WRAL-F \$5,100,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/RATING	SPG 94	FAL 93	Revenue Level	
1. WQOK-F (B)	108/ 8.8	7.3	7.6	9.5	7.0	8.3	156/1759	1224/15.2	15.4	14.6	D	WQOK-F
2. WPTF (FS)	92/ 7.5	7.8	7.1	8.2	7.5	7.7	121/1749	1284/16.0	15.2	18.9	E	WPTF
3. WRDU-F (AOR)	90/ 7.3	5.3	6.0	4.8	5.4	5.9	145/2209	1400/17.4	14.7	15.3	F	WRDU-F
4. WQDR-F (C)	88/ 7.1	6.8	6.7	9.3	11.6	7.5	172/2818	1389/17.3	15.8	23.3	G	WQDR-F
5. WKIX-F (C)	84/ 6.8	7.5	5.1	2.5	2.8	5.5	140/2312	1331/16.5	13.2	11.5	C	WKIX-F
6. WRAL-F (AC)	80/ 6.5	7.9	6.9	7.6	6.3	7.2	138/2588	1369/17.0	21.4	19.2	G	WRAL-F
7. WDCG-F (CHR)	76/ 6.2	7.0	7.1	8.2	6.5	7.1	128/2577	1534/19.1	19.7	20.5	E	WDCG-F
8. WFXC-FF (B)	68/ 5.5	5.5	4.3	3.1	3.4	4.6	123/1503	852/10.6	10.0	7.9	C	WFXC-FF
9. WTRG-F (O)	55/ 4.5	5.5	6.0	5.8	7.2	5.5	132/2178	1056/13.1	14.7	16.8	E	WTRG-F
10. WZZU-F (CL AOR)	49/ 4.0	4.8	5.0	3.4	2.6	4.3	85/1789	1150/14.3	14.3	14.3	C	WZZU-F
11. WPCM-F (C)	35/ 2.8	2.0	1.6	3.7	3.0	2.5	74/1340	685/ 8.5	5.7	9.5		WPCM-F
12. WNND-F (J)	31/ 2.5	2.4	3.1	2.1	2.0	2.5	35/573	482/ 6.0	7.5	7.3	B	WNND-F
13. WKTC-F (C)	29/ 2.4	1.3	2.1	1.4	2.5	1.8	88/1309	440/ 5.5	5.5	6.3		WKTC-F
14. WYLT (ST)	21/ 1.7	1.7	1.5	1.0	3.2	1.5	28/440	329/ 4.1	4.2	4.7	A	WYLT
15. WLLE (G/B)	14/ 1.1	1.3	1.3	2.4	2.2	1.5	16/225	244/ 3.0	3.6	4.6	A	WLLE

12+ FM SHARE (METRO): 80.35% (826 of 1028) (FAL 93: 78.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQOK-F	1 WRDU-F<	1 WRDU-F<	1 WRDU-F<	1 WRDU-F<	1 WPTF >	1 WPTF <	1 WPTF	1 WQOK-F<	1 WQOK-F>	1 WQOK-F>>
2 WDCG-F	2 WQOK-F	2 WQOK-F	2 WQOK-F	2 WRAL-F<	2 WQDR-F>	2 WQOK-F	2 WRAL-F<	2 WQDR-F<	2 WRDU-F	2 WPTF
3 WKIX-F	3 WDCG-F	3 WRAL-F	3 WRAL-F	3 WQDR-F	3 WRAL-F	3 WRAL-F<	3 WQDR-F<	3 WRDU-F	3 WFXC-FF	3 WQDR-F
4	4 WKIX-F	4 WDCG-F<	4 WFXC-FF	4 WFXC-FF	4 WQOK-F	4 WFXC-FF<	4 WDCG-F<	4 WRDU-F	4 WKIX-F	4 WDCG-F
5	5 WRAL-F<	5 WFXC-FF<	5 WQDR-F	5 WFXC-FF	5 WTRG-F	5 WQDR-F<	5 WQOK-F	5 WDCG-F	5 WDCG-F	5 WFXC-F
6	6 WZZU-F<	6 WKIX-F	6 WKIX-F<	6 WKIX-F<	6	6 WRDU-F	6 WKIX-F	6 WRAL-F	6	6 WKIX-F
7	7 WQDR-F	7 WQDR-F	7 WDCG-F	7 WTRG-F	7	7 WKIX-F	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQOK-F	1 WQOK-F	1 WQOK-F	1 WQOK-F<	1 WRAL-F	1 WRDU-F	1 WRDU-F>	1 WRDU-F	1 WRDU-F>	1 WRDU-F
2 WDCG-F	2 WQOK-F	2 WRAL-F	2 WRAL-F	2 WFXC-FF	2 WKIX-F	2 WQOK-F<	2 WZZU-F	2 WQOK-F<	2 WQDR-F
3 WKIX-F	3 WRAL-F<	3 WRDU-F	3 WDCG-F	3 WQOK-F	3 WQOK-F	3 WZZU-F	3 WQOK-F	3 WZZU-F	3 WZZU-F<
4	4 WRDU-F	4 WDCG-F	4 WFXC-FF	4 WQDR-F	4 WDCG-F	4 WDCG-F	4 WDCG-F	4 WKIX-F	4 WQOK-F
5	5 WKIX-F	5 WQDR-F	5 WRDU-F	5 WRDU-F<	5 WZZU-F	5 WKIX-F	5 WQDR-F	5 WQDR-F	5 WQDR-F<
6	6 WQDR-F	6	6 WKIX-F<	6 WDCG-F	6	6 WQDR-F	6	6 WFXC-FF	6 WRAL-F
7	7 WFXC-FF	7	7 WQDR-F	7 WTRG-F	7	7	7	7	7 WFXC-FF
									WKIX-F

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE	
WBZB	1090 SELMA	0.4/0.9/ 5/ 71	WZZU-F, WDCG-F (Prism)	10.2%	10.2%	15.5%
WCHL	1360 CHAPEL HILL	0.4/1.6/ 5/ 128				
WCLY	1550 RALEIGH	0.9/1.2/ 11/ 100				
WDNC	620 DURHAM	1.0/5.2/ 15/ 485	WRDU-F, WTRG-F (HMW)	11.8%	14.0%	23.2%
WDUR	1490 DURHAM	0.6/0.9/ 8/ 75				
WFTK	1030 WAKE FOREST	0.9/0.7/ 11/ 65				
WMPM	1270 SMITHFIELD	0.7/0.9/ 9/ 69	WPTF, WKTC-F, WQDR-F (Curtis, semi-duopoly)	17.0%	15.5%	25.9%
WSCR	1410 DURHAM	1.1/2.4/ 15/ 209		39.0%	39.7%	64.6%
WZFX-F	99.1 WHITEVILLE	0.5/1.4/118/1213				
WJMH-F	102.1 REIDSVILLE	1.1/4.8/ 20/ 549				
WKRR-F	92.3 ASHEBORO	0.5/4.2/ 27/ 637				
WQMG-F	97.1 GREENSBORO	0.6/3.4/ 18/ 442				

RALEIGH

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), Standards	NBC, CNN , \$ 19.00 (Torbet)	
WYLT, 850, 10 KW/5 KW (DA-2), EZ/Standards	UNISTR, MBS , \$ 15.00 (CBS)	Alchemy
WLLE, 570, 500 W/55 W , Gospel/Black	AURN , \$ 16.00 (---)	
WPTF, 680, 50 KW (DA-N) , Full Service	ABC, CNN , \$ 79.00 (Mc-Guild)	Curtis
WDCG-F, 105.1, 100 KW @ 1525, CHR	ABC , \$ 54.00 (Torbet)	Prism
WFXC-F, 107.1, 2.6 KW @ 505, Black	SMN , \$ 30.00 (Eastman)	Pinnacle
WKIX-F, 96.1, 100 KW @ 984, Country	UNISTR , \$ 40.00 (CBS)	Alchemy
WKTC-F, 96.9, 100 KW @ 607, Country	, \$ 25.00 (D & R)	Curtis (GOLDSBORO)
WNND-F, 103.9, 8 KW @ 577, Jazz	, \$ 28.00 (Banner)	(FUQUAY)
WQDR-F, 94.7, 99 KW @ 1128, Country	UNISTR , \$ 98.00 (Mc-Guild)	Curtis
WQOK-F, 97.5, 100 KW @ 981, Black	ABC , \$ 65.00 (D & R)	Ragan Henry (S. BOSTON)
WRAL-F, 101.5, 97 KW @ 1886, AC	, \$ 100.00 (Katz)	Capitol
WRDU-F, 106.1, 100 KW @ 1348, AOR	Source , \$ 103.00 (MMR)	HMW
WTRG-F, 100.7, 100 KW @ 1968, Oldies	ABC, CBS , \$ 72.00 (D & R)	HMW (ROCKY MOUNT)
WZZU-F, 93.9, 100 KW @ 1269, Classic AOR	ABC , \$ 37.00 (Christal)	Prism (BURLINGTON)

Miscellaneous: WTIK sold to Vernon Baker for \$320,000. . .

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

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

RENO

Arbitron Rank/Pop (12+): 136/271,100
MSA Rank/Pop: 163/280,000
DMA # 126
Average Person Ratings: 16.5
Market TSL: 22.25 hours

Stations: 17/17
Diaries: 697/389:1/52.8%
Sample Target: 690
% Below Line: 0.0
% Not Listed: 14.1

1994 Revenue: \$11,400,000
HH Inc.: \$35,789
Retail \$: 3.4 Bil
Pop per Station: 15,947
#1 Biller: KBUL-F \$2,500,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KKOH (N/T)	55/12.3	8.4	4.6	1.8	1.7	----	71/775	524/19.3	18.5	10.9	C	KKOH
2. KOZZ-F (AOR/CL)	39/ 8.7	8.1	6.7	9.4	9.6	----	56/772	489/18.0	17.6	18.8	C	KOZZ-F
3. KRNO-F (AC)	37/ 8.3	5.4	6.1	9.4	9.1	----	38/548	433/16.0	13.4	15.2		KRNO-F
4. KBUL-F (C)	36/ 8.1	12.7	10.8	10.3	12.4	----	47/792	569/21.0	21.8	22.8	D	KBUL-F
KWNZ-F (CHR)	36/ 8.1	8.1	6.1	8.8	8.5	----	46/788	566/20.9	21.7	19.3	C	KWNZ-F
6. KNEV-F (SAC)	27/ 6.1	4.8	4.6	6.4	4.6	----	37/500	365/13.5	11.6	14.2	C	KNEV-F
7. KTHX-F (AOR-P)	27/ 6.1	2.9	2.4	1.3	1.3	----	44/362	230/ 8.5	6.6	6.0		KTHX-F
8. KCBN (ST)	24/ 5.4	2.9	4.3	4.8	5.0	----	25/220	214/ 7.9	6.5	7.3		KCBN
KZAK-F (AOR)	24/ 5.4	3.4	4.1	3.3	4.8	----	34/339	245/ 9.0	9.0	10.4		KZAK-F
10. KODS-F (O)	18/ 4.0	3.6	5.6	5.7	5.2	----	28/587	392/14.5	13.4	15.7	C	KODS-F
11. KSRN-F (ST/EZ)	17/ 3.8	3.4	5.4	---	---	----	23/212	178/ 6.6	6.2	8.2		KSRN-F
KHIT-AF (C)	17/ 3.8	4.3	5.6	3.7	3.0	----	37/459	247/ 9.1	10.1	10.5		KHIT-AF
13. KRZO-F (AOR-NR)	13/ 2.9	5.0	3.9	4.2	3.9	----	34/583	359/13.2	11.4	13.7		KRZO-F
14. KNDE-F (AC)	5/ 1.1	2.3	2.4	0.9	2.8	----	5/196	185/ 6.8	5.9	6.7		KNDE-F
15.												

12+ FM SHARE (METRO): 77.02% (295 of 383) (FAL 93: 75.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F>>>1	KOZZ-F	1 KOZZ-F>	1 KOZZ-F>	1 KOZZ-F<	1 KKOH >	1 KKOH >	1 KKOH >	1 KOZZ-F<	1 KWNZ-F<	1 KKOH >
2	2 KZAK-F	2 KRNO-F	2 KKOH <	2 KKOH <	2 KRNO-F	2 KOZZ-F<	2 KOZZ-F<	2 KWNZ-F	2 KRZO-F	2 KBUL-F
3	3 KWNZ-F	KKOH <	3 KTHX-F	3 KRNO-F	3 KCBN	3 KRNO-F<	3 KRNO-F	3 KBUL-F<	3 KKOH	3 KNEV-F
4	4 KBUL-F	4 KTHX-F<	4 KRNO-F<	4 KTHX-F	4 KTHX-F<	4 KBUL-F<	4 KNEV-F	4 KKOH	4 KBUL-F	4 KRZO-F
5	5	5 KWNZ-F	5 KNEV-F	5 KNEV-F	5 KBUL-F	5 KWNZ-F	5 KBUL-F	5 KRNO-F	5 KRN-F	5
6	6	KNEV-F	6	6 KBUL-F	6	6	6	6	6	6
7	7	7 KBUL-F	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 KWNZ-F	1 KBUL-F<	1 KBUL-F	1 KNEV-F<	1 KRNO-F<	1 KZAK-F	1 KOZZ-F	1 KOZZ-F	1 KOZZ-F>	1 KOZZ-F<
2 KHIT-AF	2 KWNZ-F	2 KNEV-F	2 KBUL-F	2 KNEV-F	2 KWNZ-F	2 KZAK-F>>	2 KZAK-F	2 KKOH	2 KKOH >
KBUL-F	3 KNEV-F	KOZZ-F	KRNO-F	3 KBUL-F>	3 KOZZ-F	3 KWNZ-F	3 KKOH	3 KTHX-F	3 KTHX-F>
KZAK-F	KHIT-AF	4	4 KWNZ-F	4 KOZZ-F	KHIT-AF	4 KRZO-F	4	KZAK-F>	4 KZAK-F
5	KOZZ-F	5	5 KOZZ-F	KWNZ-F	5	5	5	5	5 KRNO-F
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
KPLY 1270 KQLO 920	SPARKS RENO 0.9/3.7/ 5/ 119 0.9/3.2/ 4/ 87	KOZZ A/F, KHIT A/F (Lotus)	12.5%	16.1%	22.8%
		KKOH, KBUL-F, KNEV-F (Citadel)	26.5%	27.4%	43.9%
		KPLY, KZAK-F, KNDE-F (Local)	7.4%	6.9%	6.6%
			46.4%	50.4%	73.3%

RADIO STATIONS

KCBN	,	1230,	1 KW	,	Standards:	UNISTR,	\$13.00	(Torbet)		
KPLY	,	1270,	5 KW (DA-1)	,	Sports	NBC MBS,	\$10.00	(Eastman)	KZAK owner (D)	(SPARKS)
KQLO	,	920,	5 KW/1 KW (DA-N)	,	Oldies	SMN,	\$11.00	(D & R)	Pacific Telecom	
KKOH	,	780,	50 KW (DA-1)	,	News/Talk	TAIKN1 CBS,	\$35.00	(Christal)	Citadel	
KBUL-F	,	98.1,	76 KW @ 2273	,	Country		\$42.00	(Christal)	Citadel	(CARSON CITY)
KHIT-F	,	104.5,	25 KW @ 2929	,	Country		\$18.00	(D & R)	Lotus	
K1ZS-F	,	94.7,	88 KW @ 2073	,	Classic AOR/Talk	UNISTR,	\$14.00	(Mc-Guild)	Crown	(CARSON CITY)
KNDE-F	,	100.9,	6 KW @ 203	,	AC		\$17.00	(Eastman)	KZAK owner (D)	(SPARKS)
KNEV-F	,	95.5,	60 KW @ 2270	,	Soft AC	ABC,	\$20.00	(Christal)	Citadel	
KODS-F	,	103.7,	6.3 KW @ 2985	,	Oldies		\$28.00	(- - -)	Americom	(CARNELIAN)
KOZZ-F	,	105.7,	75 KW @ 2178	,	Classic AOR	Source,	\$39.00	(D & R)	Lotus	
KRNV-F	,	101.7,	1.3 KW @ 426	,	AOR-P		\$16.00	(Katz)		
KRNO-F	,	106.9,	37 KW @ 2988	,	AC		\$33.00	(Torbet)		
KRZQ-F	,	96.5,	4 KW @ 2965	,	AOR-NR		\$16.00	(MMR)		(TAHOE CITY)
KSRN-F	,	92.1,	4.1 KW @ 390	,	Standards/EZ		\$18.00	(- - -)		(SPARKS)
KTHX-F	,	94.7,	88 KW @ 2073	,	AOR-Progressive		\$ NA	(MMR)		(CARSON CITY)
KWNZ-F	,	97.3,	87 KW @ 2112	,	CHR		\$30.00	(D & R)	KRNO owner (D)	(CARSON CITY)
KZAK-F	,	100.1,	1.7 KW @ 2955	,	AOR		\$15.00	(Eastman)		(INCLINE VILLAGE)

Miscellaneous: KRNV-F sold to owner of KRNT-TV for \$600,000. . . KWNZ-F sold to KRNO-F owner (D) for \$1,040,000. . .

RICHMOND

Arbitron Rank/Pop (12+): 56/766,100

Stations: 23/22
Diaries: 1708/449:1/55.0%
Sample Target: 1510
% Below Line: 0.5
% Not Listed: 12.0

1994 Revenue: \$34,000,000
HH Inc.: \$37,302
Retail \$: 9.5 Bil
Pop per Station: 34,823
#1 Biller: WKHK-F \$5,000,000

MSA Rank/Pop: 63/924,000
DMA # 56
Average Person Ratings: 15.9
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WKHK-F (C)	144/11.8	9.6	11.4	11.0	9.8	11.0	158/1812	1609/21.0	22.3	20.2	G	WKHK-F
2. WCDX-F (B)	142/11.7	12.3	10.4	11.3	13.0	11.4	150/1548	1466/19.1	17.2	19.0	F	WCDX-F
3. WRVA (FS)	107/ 8.8	9.9	12.0	11.2	12.1	10.5	118/1697	1550/20.2	24.3	23.1	F	WRVA
4. WTVR-F (SAC)	106/ 8.7	5.3	6.8	7.0	6.1	7.0	115/1416	1268/16.6	16.6	14.4	D	WTVR-F
5. WRVQ-F (CHR)	85/ 7.0	8.6	6.3	7.0	7.5	7.2	104/1923	1602/20.9	21.3	22.6	E	WRVQ-F
6. WPLZ-F (B)	77/ 6.3	7.5	8.2	8.1	7.7	7.5	82/1308	1208/15.8	16.9	16.2	C	WPLZ-F
7. WRXL-F (AOR)	73/ 6.0	6.1	6.2	6.6	6.4	6.2	87/1533	1324/17.3	16.3	16.4	E	WRXL-F
8. WMXB-F (AC)	69/ 5.7	6.5	6.1	6.4	5.8	6.2	76/1414	1239/16.2	16.4	18.6	F	WMXB-F
9. WVGQ-F (AOR-P)	61/ 5.0	5.8	4.5	4.1	4.8	4.9	65/980	888/11.6	10.6	12.7	D	WVGQ-F
10. WDCK-F (O)	37/ 3.0	3.9	3.2	3.8	3.0	3.5	43/921	782/10.2	11.3	11.6	C	WDCK-F
11. WKIK-F (C)	34/ 2.8	1.8	2.1	2.1	2.4	2.2	68/1005	642/ 8.4	7.3	7.4	C	WKIK-F
12. WSOJ-F (B)	25/ 2.1	2.9	2.1	0.4	0.9	1.9	26/540	505/ 6.6	4.9	2.4		WSOJ-F
13. WTVR (ST)	19/ 1.6	1.3	2.2	2.0	2.2	1.8	19/300	298/ 3.9	5.3	3.9		WTVR
14. WREJ (REL)	16/ 1.3	1.5	1.5	1.8	1.1	1.5	16/241	241/ 3.1	3.1	1.8		WREJ
15. WXGI (C)	13/ 1.1	0.4	1.5	0.5	0.7	0.9	13/223	212/ 2.8	3.1	2.7		WXGI
16. WRVH (SPRTS)	12/ 1.0	0.8	1.0	0.8	1.0	0.9	12/373	358/ 4.7	3.9	3.5		WRVH
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 80.75% (864 of 1070) (FAL 93: 76.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCDX-F<	1 WCDX-F>	1 WCDX-F<	1 WKHK-F<	1 WKHK-F	1 WRVA	1 WRVA <	1 WKHK-F<	1 WKHK-F	1 WCDX-F>	1 WCDX-F
2 WRVQ-F>	2 WKHK-F<	2 WKHK-F>	2 WCDX-F>	2 WCDX-F	2 WKHK-F<	2 WKHK-F<	2 WTVR-F	2 WCDX-F<	2 WPLZ-F	2 WKHK-F
3 WPLZ-F	3 WRXL-F	3 WRXL-F<	3 WMXB-F<	3 WTVR-F	3 WTVR-F>	3 WCDX-F>	3 WRVA	3 WTVR-F>	3 WKHK-F<	3 WRVA >
4 WRXL-F	4 WRVQ-F	4 WRVQ-F<	4 WTVR-F	4 WMXB-F	4 WMXB-F<	4 WRVQ-F<	4 WCDX-F	4 WRXL-F<	4 WRVQ-F	4 WPLZ-F<
5	5 WVGQ-F	5 WTVR-F	5 WRVQ-F<	5 WRVQ-F<	5 WCDX-F	5 WTVR-F	5 WMXB-F	5 WRVA <	5 WTVR-F	5 WRVQ-F
6	6 WPLZ-F	WVGQ-F<	6 WVGQ-F<	6 WVGQ-F	6	6	6 WRXL-F	6 WRVQ-F	6 WRVA <	6
7	7	7 WMXB-F	7 WRXL-F	7 WRXL-F	7	7	7	7 WRXL-F	7	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F	1 WCDX-F>	1 WCDX-F	1 WCDX-F	1 WKHK-F	1 WCDX-F	1 WCDX-F<	1 WRXL-F	1 WCDX-F	1 WKHK-F
2 WKHK-F	2 WKHK-F>	2 WKHK-F	WKHK-F>	2 WCDX-F<	2 WRXL-F	2 WRXL-F>	2 WCDX-F	2 WRXL-F<	2 WCDX-F
3 WPLZ-F	3 WRVQ-F	3 WRVQ-F	3 WMXB-F<	3 WTVR-F<	3 WKHK-F	3 WKHK-F	3 WVGQ-F	3 WKHK-F	3 WRXL-F<
4 WRXL-F	4 WVGQ-F	4 WMXB-F	4 WTVR-F	4 WMXB-F>	4 WRVQ-F	4 WVGQ-F	4 WKHK-F	4 WVGQ-F	4 WVGQ-F
5	WPLZ-F	5 WPLZ-F	5 WRVQ-F	5 WRVQ-F>	5	WRVQ-F	5 WRVQ-F	5 WRVQ-F	5 WRVA
6	6 WMXB-F	6	6 WPLZ-F	6 WPLZ-F	6	6 WPLZ-F	6	6	6 WTVR-F
7	WRXL-F	7	7 WVGQ-F	7 WVGQ-F	7	7	7	7	7 WRVQ-F
8	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WDYL-F	92.1	CHESTER	0.4/2.9/ 6/ 232	WRVA, WRVQ-F, WRVH, WRXL-F (Clear Channel)	22.8%	19.9%	34.7%
WFTH	1590	RICHMOND	0.3/1.7/ 4/ 128				
WGCV	1240	PETERSBURG	0.9/1.7/ 11/ 133				
WGGM	820	CHESTER	0.3/0.8/ 4/ 63	WKIK-F, WKHK-F (ABS)	14.6%	15.6%	17.6%
WLEE	1320	RICHMOND	0.7/2.0/ 9/ 155				
WSTK	1290	COLONIAL HEIGHTS	0.9/1.5/ 11/ 119	WVGQ-F, WDCK-F (Benchmark)	8.0%	10.4%	11.8%
WXEZ	94.1	YORKSTOWN	0.5/1.4/ 19/ 239	WGCV, WCDX-F, WPLZ-F (Sinclair)	18.9%	17.1%	17.1%
					64.3%	63.0%	81.2%

RICHMOND

RADIO STATIONS

WFTH, 1590, 5 KW (DAYS)	, Gospel	AURN, \$ 15.00 (---)	
WGCV, 1240, 1 KW	, Gospel/Black	UNISTR, \$ 15.00 (Mc-Guild)	Sinclair
WLEE, 1320, 5 KW (DAYS)	, Talk/News	NBC, ABC, \$ 17.00 (---)	
WREJ, 1540, 10 KW (DAYS, DA)	, Religion	, \$ 16.00 (---)	
WRVA, 1140, 50 KW (DA-1)	, Full Service	CBS, \$ 89.00 (Mc-Guild)	Clear Channel
WRVH, 910, 5 KW/1.5 KW(DA-N)	, Sports	MBS, CBS, \$ 21.00 (Katz)	Clear Channel
WTVR, 1380, 5 KW (DA-2)	, Standards	ABC, \$ 20.00 (Katz)	Park
WXGI, 950, 5 KW/50 W	, Country	NBC, \$ 16.00 (---)	
WCDX-F, 92.7, 2.4 KW @ 367,	Black	, \$ 68.00 (MMR)	Sinclair (MECHANICSVILLE)
WDCK-F, 96.5, 50 KW @ 558,	Oldies	UNISTR, \$ 50.00 (Christal)	Benchmark (WILLIAMSBURG)
WDYL-F, 92.1, 3 KW @ 298,	Religion	CNN, \$ 24.00 (---)	(CHESTER)
WKHK-F, 95.3, 13 KW @ 449,	Country	UNISTR, \$ 135.00 (Banner)	ABS (COLONIAL HTS)
WKIK-F, 104.7, 100 KW @ 980,	Country	, \$ 40.00 (Banner)	ABS (CREWE)
WMXB-F, 103.7, 20 KW @ 840,	AC	AP, \$ 100.00 (Eastman)	Liberty
WPLZ-F, 99.3, 3 KW @ 328,	Black	ABC, UNISTR, \$ 40.00 (MMR)	Sinclair
WRVQ-F, 94.5, 200 KW @ 351,	CHR	ABC, \$ 70.00 (Mc-Guild)	Clear Channel
WRXL-F, 102.1, 20 KW @ 790,	AOR	, \$ 67.00 (Katz)	Clear Channel
WSOJ-F, 100.3, 4.7 KW @ 371,	Black	, \$ 17.00 (---)	(PETERSBURG)
WTVR-F, 98.1, 50 KW @ 807,	EZ/Soft AC	ABC, \$ 47.00 (Katz)	Park
WVGO-F, 106.5, 8 KW @ 1233,	Prog. AOR	, \$ 55.00 (Christal)	Benchmark

Miscellaneous: WTVR A/F sold by Park to Tomlin/Knapp for \$8,300,000 (E). . .

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 28/1,347,800
 MSA Rank/Pop: 10/3,020,000
 Los Angeles DMA
 Average Person Ratings: 16.7
 Market TSL: 22.50 hours

Stations: 45/15
 Diaries: 1806/746:1/48.6%
 Sample Target: 1850
 % Below Line: 52.9
 % Not Listed: 10.1

1994 Revenue: \$21,200,000
 HH Inc.: \$37,221
 Retail \$: 19.7 Bil
 Pop per Station: 89,853
 #1 Biller: KFRG-F \$6,500,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KGGI-F (CHR)	159/ 7.0	7.3	6.4	6.4	6.8	6.8	213/3866	2827/21.0	19.0	20.1	F	KGGI-F
2. KFRG-F (C)	157/ 7.0	6.9	7.4	6.5	8.3	7.0	202/2703	1981/14.7	16.6	17.4	G	KFRG-F
3. KFI (T)	150/ 6.6	6.2	7.1	7.0	7.4	6.7	254/2903	1771/13.1	15.2	15.8		KFI
4. KOLA-F (O)	119/ 5.3	3.6	4.3	5.2	3.5	4.6	156/2717	2042/15.2	13.2	11.8	D	KOLA-F
5. KCAL-F (AOR)	91/ 4.0	4.5	3.2	3.8	4.4	3.9	125/1874	1279/ 9.5	8.2	11.0	F	KCAL-F
6. KOST-F (AC)	86/ 3.8	3.5	3.3	4.1	3.6	3.7	116/2600	1619/12.0	11.7	11.7		KOST-F
7. KKBT-F (B)	83/ 3.7	2.0	1.9	2.1	2.2	2.4	117/1630	1069/ 7.9	6.6	6.2		KKBT-F
8. KLOS-F (AOR)	82/ 3.6	4.0	3.5	4.0	4.2	3.8	136/2425	1437/10.7	11.5	12.2		KLOS-F
9. KHTX-AF (C)	77/ 3.3	3.9	3.3	4.0	5.8	3.6	90/1852	1193/ 8.9	10.0	8.6	D	KHTX-AF
10. KROQ-F (AOR-NR)	73/ 3.2	3.8	3.8	3.4	3.6	3.6	107/1732	1075/ 8.0	9.3	8.6		KROQ-F
11. KCBS-F (O-70's)	70/ 3.1	3.6	3.8	5.1	3.4	3.9	105/1744	1299/ 9.6	8.5	9.9		KCBS-F
12. KIIS-F (CHR)	65/ 2.9	2.5	3.9	3.8	4.5	3.3	99/2476	1619/12.0	11.6	13.9		KIIS-F
13. KRTH-F (O)	64/ 2.8	2.4	2.5	3.0	2.8	2.7	110/2167	1412/10.5	9.4	10.0		KRTH-F
14. KDIF (SP)	62/ 2.7	0.8	2.0	1.4	0.9	1.7	62/755	730/ 5.4	5.5	2.3		KDIF
15. KBIG-F (AC)	60/ 2.7	3.7	2.7	2.4	1.6	2.9	82/1690	1125/ 8.3	8.3	6.0		KBIG-F
16. KTWW-F (J)	56/ 2.5	1.7	1.3	1.7	1.9	1.8	73/1065	746/ 5.5	4.2	5.4		KTWW-F
17. KWRP-F (EZ/SAC)	55/ 2.4	2.7	2.6	2.2	2.9	2.5	55/487	426/ 3.2	3.2	4.4		KWRP-F
18. KNX (N)	50/ 2.2	2.5	1.7	2.4	1.6	2.2	90/1501	978/ 7.3	6.8	8.9		KNX
19. KPWR-F (CHR/U)	49/ 2.2	1.4	2.0	1.3	1.6	1.7	80/1734	1063/ 7.9	8.5	7.2		KPWR-F
20.												

12+ FM SHARE (METRO): 75.75% (1537 of 2029) (FAL 93: 79.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KGGI-F	1 KGGI-F	1 KFRG-F	1 KFRG-F	1 KFI	1 KFI	1 KFI	1 KGGI-F	1 KGGI-F>	1 KFI <
2 KKBT-F	2 KCAL-F	2 KFRG-F	2 KOLA-F	2 KOLA-F	2 KFRG-F	2 KFRQ-F	2 KFRG-F	2 KFRG-F	2 KROQ-F<	2 KOLA-F
KPWR-F	3 KROQ-F<	3 KOLA-F	3 KLOS-F	3 KFI	3 KOLA-F>	3 KGGI-F	3 KOLA-F	3 KFI	3 KKBT-F	3 KFRG-F
4	4 KLOS-F	4 KCAL-F<	4 KCAL-F<	4 KLOS-F<	4 KHTX-AF<	4 KLOS-F	4 KGGI-F	4 KOLA-F	4 KOLA-F<	4 KGGI-F
5	5 KFRG-F	5 KLOS-F	5 KCBS-F	5 KCBS-F	5 KOST-F<	5 KOLA-F	5 KCAL-F	5 KCAL-F	5 KFRG-F	5 KNX
6	6	6	6	6	6 KWRP-F	6 KCAL-F	6	6	6	6 KCAL-F
7	7	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 KGGI-F	1 KGGI-F>>	1 KGGI-F	1 KGGI-F>	1 KFRG-F	1 KGGI-F	1 KLOS-F	1 KLOS-F	1 KLOS-F	1 KOLA-F
2 KROQ-F	2 KFRG-F	2 KFRG-F	2 KFRG-F	2 KGGI-F	2 KROQ-F	2 KROQ-F<	2 KCAL-F	2 KCAL-F	2 KFI
3 KIIS-F	3 KBIG-F	3 KBIG-F	3 KOLA-F	3 KOLA-F	3 KKBT-F	3 KCAL-F	3 KCBS-F	3 KOLA-F	3 KLOS-F<
4	4 KCAL-F	4 KCBS-F	4 KCAL-F	4 KOST-F	4 KPWR-F	4 KKBT-F	KROQ-F	4 KCBS-F<	4 KFRG-F
5	5 KIIS-F<	5	5	5 KBIG-F	5	5 KGGI-F	5	5 KFRG-F	5 KCBS-F
6	6 KCBS-F	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

RIVERSIDE-SAN BERNARDINO

OTHER RATED STATIONS			METRO CUME TSA TSA		DUOPOLY REPORT	12+	25-54	REVENUE
			SHARE/RTG/AQH/CUME					
KABE-F	103.9	LAKE ARROWHEAD	1.3/3.8/	40/ 574	KOOJ-F, KFRG-F	7.7%	8.5%	33.0%
KCAL	1410	REDLANDS	1.6/3.7/	38/ 530	(Amaturo)			
KLFE	1240	SAN BERNARDINO	0.4/1.2/	8/ 172				
KMEN	1290	SAN BERNARDINO	0.4/2.9/	9/ 387	KCAL-F, KOLA-F	9.3%	11.8%	30.2%
KSDT	1320	HEMET	0.4/0.6/	8/ 85	(Anaheim)			
KXRS-F	105.7	HEMET	0.4/1.0/	10/ 159	KHTX A/F, KCAL	4.9%	4.7%	16.5%
					(Embarcadero)			

SEE LOS ANGELES FOR MORE ABOUT THE FOLLOWING:

KABC	1.1/ 2.1	KLAX-F	0.5/ 2.1	KTNQ	0.4/ 1.4	KXRS-F, KTOT-F	0.4%	0.4%	< 2.0%
KBRT	0.4/ 0.7	KLSX-F	0.8/ 4.3	XTRA	0.4/ 1.6	(Local)	-----	-----	-----
KFWB	0.8/ 4.2	KLVE-F	1.6/ 3.9	KXEZ-F	0.9/ 2.6		22.3%	25.4%	79.7%
KOJY	1.4/ 3.3	KMPC	0.4/ 2.2	KYSR-F	0.5/ 2.1				
KKGO-F	1.0/ 2.3	KNSE	0.3/ 1.0	KZLA-F	0.8/ 2.3				
KLAC	1.7/ 3.4	KRLA	0.5/ 1.3						

RADIO STATIONS

KCAL, 1410,	5 KW/4 KW (DA-N),	Hispanic			\$ 33.00 (Lotus)	Nogales
KDIF, 1440,	1 KW	Hispanic			\$ 23.00 (Katz Hisp.)	
KHTX, 590,	1 KW (DA-2)	Standards	UNISTR		\$ 25.00 (Eastman)	Embarcadero
KABE-F, 103.9,	0.2 KW @ 1752,	AOR-P			\$ 27.00 (D&R)	All Pro
KCAL-F, 96.7,	1.8 KW @ 377,	AOR			\$ 77.00 (Torbet)	Anaheim
KFRG-F, 95.1,	50 KW @ 321,	Country			\$ 160.00 (MMR)	Amaturo
KGGI-F, 99.1,	2.6 KW @ 1843,	CHR	ABC		\$ 95.00 (Mc-Guild)	Chancellor
KHTX-F, 97.5,	72 KW @ 1571,	Country			\$ 51.00 (Eastman)	Embarcadero
KOLA-F, 99.9,	31 KW @ 1630,	Oldies	ABC		\$ 44.00 (Torbet)	Anaheim
KOOJ-F, 92.7,	3 KW @ 298,	Country	ABC		\$ 31.00 (MMR)	Amaturo
KWRP-F, 96.1,	60 W @ 1502,	EZ/Soft AC	USA		\$ 25.00 (K & P)	(SAN JACINTO)

Other Ranked Stations -- See Los Angeles

Miscellaneous: KAEV-F changed to KABE-F and format from Black AC to AOR-P (Nov). . . KTOT-F (Big Bear) sold to KXRS-F owner (D) for \$750,000 (Exline). . .

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 99/374,100

Stations: 24/21
Diaries: 933/401:1/58.5%
Sample Target: 850
% Below Line: 4.3
% Not Listed: 17.2

1994 Revenue: \$14,100,000
HH Inc.: \$30,720
Retail \$: 4.5 Bil
Pop Per Station: 17,814
#1 Biller: WYYD-F \$3,400,000

MSA Rank/Pop: 184 - Roanoke
194 - Lynchburg 428,000
DMA # 68

Average Person Ratings: 16.3
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WYYD-F (C)	84/13.8	18.8	18.0	18.9	16.2	----	141/1499	933/24.9	28.0	30.6	E	WYYD-F
2. WXLK-F (CHR)	57/ 9.4	9.7	11.1	10.3	9.3	----	120/1967	982/26.2	28.5	26.9	D	WXLK-F
3. WPVR-F (SAC)	52/ 8.5	6.9	7.8	10.1	9.5	----	76/1120	611/16.3	15.3	18.1	C	WPVR-F
4. WROV-F (AOR)	45/ 7.4	8.5	9.4	12.0	10.0	----	104/1417	682/18.2	15.6	15.4	D	WROV-F
5. WJLM-F (C)	44/ 7.2	5.9	6.1	3.5	6.3	----	57/545	437/11.7	12.7	12.1		WJLM-F
6. WJXX-FF (B)	42/ 6.8	6.2	3.9	1.5	4.2	----	46/668	589/15.7	10.3	5.9		WJXX-FF
7. WSLQ-F (AC)	40/ 6.6	5.9	8.0	6.5	8.3	----	86/1427	540/14.4	15.6	16.4	C	WSLQ-F
8. WFIR (FS/T)	26/ 4.3	6.5	4.2	6.0	5.1	----	31/575	404/10.8	12.7	10.9		WFIR
9. WRDJ-FF (O)	20/ 3.2	3.6	4.2	6.0	3.5	----	23/436	308/ 8.2	10.0	6.1		WRDJ-FF
10. WSLC (C/FS)	19/ 3.1	4.2	3.1	2.7	4.1	----	33/339	212/ 5.7	8.7	6.8		WSLC

12+ FM SHARE (METRO): 84.33% (425 of 504) (FAL 93: 86.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJXX-FF>	1 WYYD-F	1 WYYD-F	1 WYYD-F	1 WYYD-F>	1 WYYD-F>	1 WYYD-F>	1 WYYD-F	1 WYYD-F>	1 WYYD-F	1 WYYD-F
2 WXLK-F>	WROV-F<	2 WXLK-F	2 WROV-F<	2 WROV-F<	2 WPVR-F	2 WXLK-F	2 WPVR-F	2 WXLK-F	2 WXLK-F<	2 WPVR-F>
3 WJMH-F	3 WXLK-F	3 WROV-F	3 WXLK-F	3 WXLK-F	3 WSLQ-F	3 WPVR-F	3 WJLM-F	3 WPVR-F	3 WJXX-FF	3 WXLK-F
4	4 WJLM-F>	4 WJLM-F	4 WSLQ-F<	WPVR-F<	4 WJLM-F	4 WJXX-FF<	4 WXLK-F<	4 WROV-F<	4 WROV-F>	WQOK-F
5	5 WJXX-FF	5 WSLQ-F	5 WPVR-F	5 WSLQ-F	5 WFIR	5 WROV-F	5 WVOR-F	5 WSLQ-F	5	5
6	WPVR-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 WXLK-F	1 WXLK-F	1 WPVR-F	1 WXLK-F<	1 WYYD-F	1 WYYD-F	1 WROV-F>	1 WROU-F	1 WROV-F<	1 WYYD-F<
2 WJXX-FF	2 WYYD-F	2 WYYD-F	2 WXLK-F	2 WXLK-F<	2 WJLM-F	2 WYYD-F>	2 WYYD-F	2 WYYD-F>	2 WROV-F>
3 WJLM-F	3 WJXX-FF	WXLK-F	3 WJLM-F	3 WPVR-F	3 WXLK-F	3 WXLK-F	3 WXLK-F	3 WXLK-F<	3 WSLQ-F
4	WJLM-F<	4	4 WJXX-FF<	4 WJLM-F	WROV-F	4	4	4 WSLQ-F	4 WPVR-F
5	5 WPVR-F	5	5 WPVR-F	5 WSLQ-F	5	5	5	5 WJLM-F	5 WXLK-F
6	6	6	6	6 WJXX-FF	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WBLT	1350	BEDFORD	0.5/0.8/ 3/ 29	WXLK-F, WLYK-F	9.4%	9.2%	14.9%
WKDE-F	105.5	ALTAVISTA	0.3/2.4/ 3/ 148	(Coleman, semi-duopoly)			
WLNI-F	105.9	LYNCHBURG	1.8/3.8/ 11/ 145				
WLQE	880	MONETA	0.7/1.1/ 7/ 51	WXYU, WJXX-F, WLDJ-F	4.5%	4.5%	5.5%
WLVA	590	LYNCHBURG	1.1/3.8/ 7/ 147	(Bruce Houston)			
WRIS	1410	ROANOKE	1.0/1.5/ 6/ 64		13.9%	13.7%	20.4%
WROV	1240	ROANOKE	0.7/3.4/ 4/ 129				
WTOY	1480	SALEM	1.6/3.2/ 10/ 119				
WYMY-F	106.9	BEDFORD	0.3/1.1/ 2/ 54				
WAKG-F	103.3	DANVILLE	0.5/1.7/ 71/ 687				
WJMH-F	102.1	REIDSVILLE, NC	1.6/3.0/ 32/ 495				
WQOK-F	97.5	S. BOSTON	2.1/3.8/ 28/ 328				

ROANOKE-LYNCHBURG

RADIO STATIONS

WFIR, 960, 5 KW (DA-N) , Talk/News	CBS, \$ 19.00 (Torbet)	Gibbons	
WLVA, 590, 1 KW , Talk	SMN, \$ 10.00 (Roslin)		(LYNCHBURG)
WSLC, 610, 5 KW/1 KW (DA-2), Country/FS	NBC, \$ 15.00 (Katz)	Mel Wheeler	
WGOL-F, 98.3, 0.6 KW @ 1925, Oldies	UNISTR, \$ 16.00 (Torbet)		(LYNCHBURG)
WJXX-F, 101.7, 3.4 KW @ 289, Black	UNISTR, ABC, \$ 13.00 (K & P)	Houston	(LYNCHBURG)
WJLM-F, 93.5, 6 KW @ 98, Country	MBS, UNISTR, \$ 22.00 (Torbet)		(SALEM)
WLDJ-F, 102.7, 22 KW @ 745, Oldies	, \$ 14.00 (---)	Houston	(LYNCHBURG)
WPVR-F, 94.9, 100 KW @ 1981, Soft AC	, \$ 31.00 (Torbet)	Gibbons	
WROV-F, 96.3, 14 KW @ 2076, AOR	ABC, \$ 52.00 (Christal)	Atlantic	(MARTINSVILLE)
WSLQ-F, 99.1, 200 KW @ 1991, AC	ABC, \$ 40.00 (Katz)	Mel Wheeler	
WRDJ-F, 105.3, 3 KW @ 75, Oldies	, \$ 11.00 (---)		
WXLK-F, 92.3, 93 KW @ 2050, CHR	UNISTR, \$ 50.00 (Mc-Guild)	Coleman	
WYYD-F, 107.9, 21 KW @ 1768, Country	MBS, \$ 72.00 (Mc-Guild)	Benchmark	(AMHERST)

Miscellaneous: WYYD-F sold by Winfas to Benchmark for \$8,500,000 (Bergner). . .

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

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

ROCHESTER

Arbitron Rank/Pop (12+): 44/897,500
 MSA Rank/Pop: 48/1,090,000
 DMA # 71
 Average Person Ratings: 16.2
 Market TSL: 21.25 hours

Stations: 23/17
 Diaries: 1715/523:1/60.4%
 Sample Target: 1680
 % Below Line: 3.8
 % Not Listed: 14.9

1994 Revenue: \$28,200,000
 HH Inc.: \$38,240
 Retail \$: 8.8 Bil
 Pop per Station: 52,794
 #1 Biller: WCMF A/F \$5,300,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WHAM (FS)	196/13.5	9.7	10.8	11.6	12.8	11.4	209/2685	2458/27.4	24.0	25.5	F	WHAM
2. WBEE-F (C)	170/11.7	12.7	11.4	14.1	13.4	12.5	181/2117	1944/21.7	22.9	22.1	F	WBEE-F
3. WCMF-F (AOR)	150/10.3	10.8	11.2	11.6	10.9	11.0	187/2577	2236/24.9	24.7	25.3	G	WCMF-F
4. WRMM-F (SAC)	122/ 8.4	7.7	7.5	6.9	6.6	7.6	131/1913	1807/20.1	19.7	17.4	D	WRMM-F
5. WPXY-F (CHR)	120/ 8.2	9.4	8.5	8.4	9.0	8.6	125/2418	2251/25.1	23.7	25.9	E	WPXY-F
6. WKLX-F (O)	88/ 6.0	7.3	6.1	4.6	4.2	6.0	102/1857	1650/18.4	18.0	15.0	C	WKLX-F
7. WVOR-F (AC)	81/ 5.6	4.6	4.9	6.6	5.9	5.4	88/1807	1650/18.4	14.7	17.5	C	WVOR-F
8. WDKX-F (B)	67/ 4.6	4.9	4.6	4.8	5.6	4.7	67/878	878/ 9.8	8.1	10.2	B	WDKX-F
9. WMAX-F (AOR-P)	46/ 3.2	2.7	3.9	2.8	2.7	3.2	48/784	768/ 8.6	8.9	7.6	C	WMAX-F
10. WBBF (ST)	41/ 2.8	3.3	3.6	3.1	4.7	3.2	41/634	603/ 6.7	7.6	8.1	A	WBBF
11. WRQ1-F (CL AOR)	27/ 1.9	2.5	2.8	1.9	3.3	2.3	36/896	723/ 8.1	10.7	9.2	C	WRQ1-F
12. WJZR-F (J)	21/ 1.4	1.3	1.3	1.4	1.4	1.4	21/434	434/ 3.8	3.7	3.7	B	WJZR-F
13. WEZO-F (SAC)	19/ 1.3	0.8	0.8	0.9	0.5	1.0	19/348	327/ 3.6	1.8	1.7	A	WEZO-F
14.												
15.												

12+ FM SHARE (METRO): 77.08% (955 of 1239) (FAL 93: 77.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-F>>	1 WCMF-F>	1 WCMF-F	1 WCMF-F<	1 WBEE-F<	1 WHAM >	1 WHAM	1 WBEE-F	1 WHAM <	1 WPXY-F<	1 WHAM
2 WDKX-F	2 WPXY-F<	2 WBEE-F	2 WBEE-F	2 WCMF-F<	2 WBEE-F>	2 WCMF-F	2 WHAM <	2 WBEE-F	2 WHAM	2 WBEE-F>
3 WCMF-F	3 WBEE-F	3 WRMM-F	3 WRMM-F	3 WRMM-F<	3 WRMM-F	3 WBEE-F>	3 WCMF-F	3 WPXY-F<	3 WCMF-F<	3 WDKX-F
4	4 WRMM-F	4 WPXY-F	4 WKLX-F	4 WHAM	4 WKLX-F	4 WPXY-F	WRMM-F>	4 WCMF-F	4 WDKX-F	4 WRMM-F
5	5 WVOR-F	5 WKLX-F	5 WHAM <	5 WKLX-F	5	WRMM-F	5 WKLX-F<	5 WRMM-F	5 WBEE-F	5 WCMF-F
6	6	WVOR-F	6 WVOR-F	6 WVOR-F	6	6	6 WVOR-F	6	6 WRMM-F	6 WMAX-F
7	7	7 WHAM	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXY-F	1 WPXY-F	1 WBEE-F	1 WPXY-F<	1 WBEE-F<	1 WCMF-F	1 WCMF-F>>>	1 WCMF-F	1 WCMF-F>>	1 WCMF-F>
2 WRMM-F	2 WBEE-F	2 WPXY-F	2 WRMM-F<	2 WRMM-F>	2 WPXY-F	2 WBEE-F	2 WBEE-F	2 WBEE-F	2 WBEE-F
3 WCMF-F	3 WRMM-F	3 WRMM-F	3 WBEE-F	3 WPXY-F<	3 WBEE-F	3 WMAX-F	3 WMAX-F	3 WHAM	3 WHAM >
4 WDKX-F	4 WCMF-F	4 WCMF-F	4 WVOR-F	4 WVOR-F	4 WRQ1-F	4	4 WHAM	4 WKLX-F	4 WKLX-F
5	5 WVOR-F	5 WVOR-F	5 WCMF-F	5 WHAM <	5 WNUC-F	5	5 WVOR-F	5 WRMM-F	5 WRMM-F
6	6 WDKX-F	6 WDKX-F	6 WKLX-F	6 WKLX-F	6	6	6	6	6 WVOR-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WBTA 1490	BATAVIA 0.8/1.4/ 11/ 124	WCMF A/F, WRMM-F (American Radio Systems)	18.7%	22.5%	28.4%
WHTK 1280	ROCHESTER 0.7/3.8/ 11/ 360				
WWWG 1460	ROCHESTER 0.5/1.5/ 7/ 143				
WYSL 1030	AVON 0.5/0.8/ 7/ 86	WBBF, WBEE-F, WKLX-F (Heritage)	20.5%	22.7%	23.6%
WKSE-F 98.5	NIAGARA FALLS 0.4/0.9/ 10/ 126				
WMJO-F 102.5	BUFFALO 0.4/2.4/ 17/ 356	WHAM, WHTK, WVOR-F, WPXY-F (Lincoln)	28.0%	24.6%	33.3%
WNUC-F 107.7	WEATHERSFIELD 1.2/3.4/ 25/ 462				
WYLF 850	PENN YAN 0.8/1.1/ 29/ 202		67.2%	69.8%	85.3%
WYRK-F 106.5	BUFFALO 0.5/1.7/ 13/ 212				
CFMX-F 103.1	COBOURG, ONT 0.5/1.6/ 8/ 147				

ROCHESTER

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, Standards	UNISTR, \$ 24.00 (Katz)	Heritage
WHAM, 1180, 50 KW	, Full Service	TALKNT, CBS, \$ 74.00 (Mc-Guild)	Lincoln
WHTK, 1280, 5 KW (DA-N)	, Talk	UNISTR, \$ 12.00 (Mc-Guild)	Lincoln
WBEE-F, 92.5, 50 KW @ 500,	Country	UNISTR, \$ 82.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 449,	AOR	, \$ 120.00 (Torbet)	Amer. Radio Syst.
WDKX-F, 103.9, 0.8 KW @ 541,	Black	, \$ 28.00 (---)	
WEZO-F, 93.3, 2.1 KW @ 380,	EZ	, \$ 18.00 (Mc-Guild)	(AVON)
WJZR-F, 105.9, 3 KW @ 180,	Jazz	AP, \$ 20.00 (---)	
WKLX-F, 98.9, 37 KW @ 564,	Oldies	, \$ 49.00 (Katz)	Heritage
WMAX-F, 106.7, 3.5 KW @ 266,	Prog. AOR	, \$ 21.00 (Eastman)	(IRONDUQUOIT)
WPXY-F, 97.9, 50 KW @ 400,	CHR	, \$ 63.00 (Christal)	Lincoln
WRMM-F, 101.3, 27 KW @ 640,	Soft AC	, \$ 60.00 (Torbet)	Amer. Radio Syst.
WRQI-F, 95.1, 50 KW @ 492,	Classic AOR	, \$ 29.00 (D&R)	(S. BRISTOL)
WVOR-F, 100.5, 50 KW @ 479,	AC	, \$ 65.00 (Mc-Guild)	Lincoln

Miscellaneous: WPXY-F sold by Pyramid to Lincoln (D) for \$5,500,000. . . WEZO-F sold by Lincoln for \$650,000. . .

ROCKFORD

Arbitron Rank/Pop (12+): 146/244,100

Stations: 21/9
Diaries: 664/368:1/57.8%
Sample Target: 680
% Below Line: 18.8
% Not Listed: 17.1

1994 Revenue: \$7,900,000
HH Inc.: \$38,120
Retail \$: 2.9 Bil
Pop per Station: 27,122
#1 Biller: WXRX-F \$1,800,000

MSA Rank/Pop: 141/346,000
DMA # 136
Average Person Ratings: 16.8
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WXRX-F (AOR)	70/17.1	16.8	13.5	15.6	14.8	----	83/903	677/27.7	26.6	26.1	C	WXRX-F
2. WZOK-F (CHR)	42/10.3	9.9	9.3	12.8	11.9	----	49/1195	723/29.6	31.4	31.0	C	WZOK-F
3. WXXQ-F (C)	31/ 7.6	5.8	5.6	4.9	4.1	----	55/769	373/13.5	13.8	11.3	B	WXXQ-F
WROK (FS)	31/ 7.6	7.4	8.3	10.5	11.4	----	31/542	522/21.4	19.3	21.6	C	WROK
5. WRWC-F (AC)	27/ 6.6	9.1	8.3	7.4	6.7	----	34/605	438/17.9	19.2	20.5	B	WRWC-F
6. WKMQ-F (O)	23/ 5.6	6.3	5.1	6.9	7.5	----	35/604	450/18.4	20.5	17.7	C	WKMQ-F
7. WGN (FS/T)	21/ 5.1	5.3	5.6	3.8	4.1	----	41/734	353/14.5	9.9	13.9		WGN
8. WRRR (ST)	16/ 3.9	6.3	4.2	3.1	4.1	----	18/243	226/ 9.3	10.3	7.6	A	WRRR
9. WNTA (T)	15/ 3.7	---	2.0	2.1	0.5	----	16/214	182/ 7.5	---	6.6	A	WNTA
10. WSCR (SPRTS)	10/ 2.4	---	1.5	---	1.3	----	18/85	54/ 2.2	---	2.2		WSCR

12+ FM SHARE (METRO): 67.26% (228 of 339) (FAL 93: 68.01%)

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-F	1 WXRX-F>	1 WXRX-F>	1 WXRX-F>	1 WXRX-F>	1 WXRX-F>>	1 WROK-F
2 WXRX-F	2 WZOK-F>	2 WZOK-F>	2 WZOK-F>	2 WZOK-F>	2 WXRX-F	2 WROK	2 WZOK-F>	2 WZOK-F>	2 WZOK-F>	2 WZOK-F>	2 WZOK-F
WDEK-F	3 WXXQ-F	3 WRWC-F	3 WRWC-F	3 WRWC-F<	3 WXXQ-F	3 WROK-F>	3 WRWC-F	3 WRWC-F	3 WRWC-F	3 WXXQ-F	3 WGN
4	4 WRWC-F	4 WXXQ-F	4 WXXQ-F	4 WXXQ-F	WGN	4 WGN	4 WXXQ-F	4 WXXQ-F	4	4	WSJY-F
5	5	5	5 WKMQ-F	5 WKMQ-F	WKMQ-F	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 WXRX-F	1 WRWC-F>	1 WXRX-F	1 WXRX-F	1 WXRX-F	1 WXRX-F	1 WXRX-F	1 WXRX-F>>>	1 WXRX-F	1 WXRX-F>>	1 WXRX-F>>
2 WZOK-F	2 WZOK-F>	2 WZOK-F	2 WZOK-F	2 WZOK-F<	2 WZOK-F	2 WZOK-F	2 WZOK-F>	2 WXXQ-F	2 WZOK-F>	2 WXXQ-F
3 WRWC-F	3 WRWC-F	3 WROC-F	3 WRWC-F>	3 WRWC-F>	3 WSCR	3 WXXQ-F	3 WRWC-F	3	3	3 WZOK-F
WXXQ-F	4 WXXQ-F	4	4 WXXQ-F	4 WKMQ-F	4	4	WZOK-F	4	4	WKMQ-F
5	5	5	5	WXXQ-F	5	5	5	5	5	WRWC-F

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WOFL-F 100.9	ROCKFORD 1.7/6.8/ 9/ 239	WRRR, WNTA, WKMQ-F, WXRX-F (Airplay)	30.3%	33.8%	43.0%
WABT-F 103.9	DUNDEE 0.5/1.8/ 4/ 70				
WBBM 780	CHICAGO 1.2/6.1/ 13/ 378				
WDEK-F 92.5	DEKALB 1.0/8.3/ 31/ 537				
WJVL-F 99.9	JONESVILLE 2.2/8.8/ 35/ 571				
WLS 890	CHICAGO 1.7/5.5/ 20/ 296				
WMAQ 670	CHICAGO 1.0/6.6/ 11/ 313				
WRXC-F 103.5	CHICAGO 0.5/3.3/ 10/ 133				
WSJY-F 107.3	FT. ATKINSON 2.2/4.3/ 16/ 250				
WTMJ 620	MILWAUKEE 0.5/2.2/ 4/ 83				
WZEE-F 104.1	MADISON 0.5/5.7/ 16/ 504				

RADIO STATIONS

WNTA , 1150,	1 KW/60 KW (DA-1),	News/Talk	MBS CNN, \$11.00	(Christal)	Airplay	
WROK , 1440,	5 KW/500 W (DA-D),	Full Service	TALKNT ABC, \$30.00	(Mc-Guild)		
WRRR , 1330,	1 KW/ 91 W (DA-1),	Standards	SMN, \$12.00	(Katz)	Airplay	
WKMQ-F, 95.3,	1.3 KW @ 512	, Oldies	, \$21.00	(Christal)	Airplay	(WINNEBAGO)
WOFL-F, 100.9,	3 KW @ 298	, Religion	UPI, \$11.00	(---)		
WRWC-F, 103.1,	1.2 KW @ 525	, AC	UNISTR, \$32.00	(K & P)	Salter	(ROCKTON)
WXRX-F, 104.9,	4 KW @ 400	, AOR - Classic	Source, \$35.00	(Katz)	Airplay	(BELVIDERE)
WXXQ-F, 98.5,	50 KW @ 400	, Country	, \$16.00	(Eastman)		(FREEPORT)
WZOK-F, 97.5,	50 KW @ 430	, CHR/AOR	, \$40.00	(Christal)		

WGN - See Chicago

WSJY, WJVL - See Madison

SACRAMENTO

Arbitron Rank/Pop (12+): 29/1,340,800

Stations: 32/25
Diaries: 1979/678:1/54.6%
Sample Target: 1925
% Below Line: 5.0
% Not Listed: 14.3

1994 Revenue: \$63,200,000
HH Inc.: \$37,617
Retail \$: 12.8 Bil
Pop per Station: 53,623
#1 Biller: KFBK \$12,100,000

MSA Rank/Pop: 34/1,650,000
DMA # 17
Average Person Ratings: 15.9
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KFBK (N/T)	295/13.9	11.6	11.8	13.3	12.6	12.7	360/4175	3251/24.2	23.7	24.4	I	KFBK
2. KGBY-F (AC)	155/ 7.3	5.3	5.7	6.6	4.4	6.2	167/2744	2409/18.0	15.0	14.6	G	KGBY-F
3. KSFM-F (CHR)	124/ 5.8	7.4	8.4	7.2	7.7	7.2	167/3085	2174/16.2	17.9	16.3	G	KSFM-F
KHYL-F (O)	124/ 5.8	4.4	3.8	4.9	5.4	4.7	156/3088	2416/18.0	14.6	16.7	F	KHYL-F
5. KNCI-F (C)	121/ 5.7	7.1	6.4	6.0	7.6	6.3	147/2671	2026/15.1	13.8	18.0	G	KNCI-F
6. KXOA-F (O-70's)	95/ 4.5	4.6	4.5	3.1	3.9	4.2	113/2297	1946/14.5	13.7	13.2	F	KXOA-F
7. KYMX-F (SAC)	94/ 4.4	5.1	4.4	5.0	4.7	4.7	111/2048	1715/12.8	13.0	12.8	E	KYMX-F
8. KSEG-F (CL AOR)	91/ 4.3	5.0	5.0	5.3	4.6	4.9	115/2340	1828/13.6	13.7	12.8	G	KSEG-F
9. KWOD-F (AOR-NR)	80/ 3.8	4.5	3.9	4.5	3.3	4.2	101/1959	1508/11.2	10.6	9.1	C	KWOD-F
10. KCTC (ST)	75/ 3.5	3.2	3.9	3.6	2.8	3.6	100/1167	918/ 6.8	7.6	6.4	B	KCTC
11. KRXQ-F (AOR)	72/ 3.4	5.5	4.0	4.0	4.4	4.2	86/1615	1278/ 9.5	11.1	11.8	E	KRXQ-F
12. KRAK-F (C)	69/ 3.2	3.7	3.9	4.6	4.3	3.9	95/2136	1534/11.4	11.6	12.9	F	KRAK-F
13. KSTE (T)	59/ 2.8	1.7	1.6	2.1	2.2	2.1	66/1085	877/ 6.5	5.3	6.7	C	KSTE
14. KSSJ-F (REL)	47/ 2.2	2.3	1.9	1.5	0.5	2.0	55/923	745/ 5.6	5.5	1.9		KSSJ-F
15. KHTK (T)	43/ 2.0	0.9	0.5	1.5	1.8	1.2	54/827	600/ 4.5	1.7	4.7	C	KHTK
16. KGO (T)	42/ 2.0	1.6	1.3	1.7	1.6	1.7	111/1584	646/ 4.8	3.7	6.0		KGO
17. KOPT-F (AOR-P)	35/ 1.6	2.9	3.5	1.8	2.6	2.5	40/1019	915/ 6.8	7.5	5.4	D	KOPT-F
18. KOBR-F (J)	26/ 1.2	1.1	0.8	0.5	0.7	0.9	28/443	386/ 2.9	2.5	3.4	B	KOBR-F
19.												
20.	12+ FM SHARE (METRO):	65.99%	(1203 of 1823)	(FAL 93: 65.92%)								

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>>	1 KGBY-F	1 KGBY-F<	1 KFBK <	1 KFBK	1 KFBK >>	1 KFBK >>	1 KFBK >>	1 KFBK >	1 KSFM-F>	1 KFBK
2 KWOD-F>	2 KWOD-F	2 KFBK >	2 KGBY-F	2 KGBY-F	2 KHYL-F	2 KGBY-F>	2 KGBY-F	2 KGBY-F	2 KNCI-F<	2 KSTE >
3	3 KRXQ-F	3 KXOA-F<	3 KXOA-F<	3 KHYL-F	3 KGBY-F	3 KNCI-F<	3 KHYL-F	3 KSFM-F	3 KWOD-F	3 KGO
4	KSEG-F	4 KSEG-F	4 KSEG-F<	4 KXOA-F<	4 KYMX-F<	4 KHYL-F<	4 KYMX-F	4 KHYL-F<	4 KFBK	4 KGBY-F<
5	KSFM-F	KHYL-F	5 KHYL-F	5 KSEG-F	5 KNCI-F	5 KSFM-F	5 KNCI-F<	5 KNCI-F	5 KGBY-F	5 KOBR-F
6	6 KXOA-F<	6 KNCI-F	6 KNCI-F	KNCI-F	6	6	6 KSEG-F	6 KXOA-F	6	KRAK-F
7	7 KFBK <	7	7	7 KYMX-F	7	7	7	7	7	7 KNCI-F
8	8 KNCI-F	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGBY-F	1 KGBY-F>	1 KGBY-F	1 KGBY-F>	1 KGBY-F	1 KWOD-F	1 KRXQ-F<	1 KRXQ-F	1 KFBK >	1 KFBK >
2 KSFM-F	2 KNCI-F	2 KNCI-F	2 KHYL-F<	2 KFBK <	2 KSFM-F	2 KWOD-F	2 KSEG-F	2 KSEG-F	2 KSEG-F
3 KYMX-F	3 KSFM-F	3 KSEG-F	3 KNCI-F	3 KHYL-F	3 KRXQ-F	3 KSEG-F	3 KFBK	3 KGBY-F<	3 KXOA-F<
4 KHYL-F	4 KXOA-F	KXOA-F	4 KFBK	4 KNCI-F<	4 KGBY-F	4 KFBK	4 KWOD-F	4 KXOA-F<	4 KGBY-F
KNCI-F	5 KSEG-F	5 KFBK	KYMX-F	5 KYMX-F	5 KFBK	5 KSFM-F	5 KXOA-F	5 KRXQ-F	5 KHYL-F
6	6 KHYL-F	6 KSFM-F	6 KSFM-F	6 KXOA-F	6	6 KGBY-F	6 KGBY-F	6 KWOD-F	6 KRXQ-F<
7	7 KFBK	7 KHYL-F	KXOA-F	7	7	7 KXOA-F	7 KHTK-F	7	7 KNCI-F
8	8	8	8	8	8	8	8 KNCI-F	8	8

OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
KFJA	710	CARMICHAEL				
KRCX	1110	ROSEVILLE				
KRLT-F	93.9	S. LAKE TAHOE				
KSMJ	1380	SACRAMENTO				
KSOR	1240	SACRAMENTO				
KSXX-F	99.9	MARYSVILLE				
KXOA	1470	SACRAMENTO				
KZSA-F	92.1	PLACERVILLE				
KATM-F	103.3	MODESTO				
KCVR	1570	LODI				
KWIN-F	97.7	LODI				
KCBS	740	SAN FRANCISCO				
KNBR	680	SAN FRANCISCO				
KRZO-F	96.5	TAHOE CITY				
KXOA A/F, KOPT-F (Brown)				6.8%	9.5%	10.4%
KHTK, KRAK-F, KNCI-F (EZ)				10.9%	11.8%	17.7%
KSEG-F, KRXQ-F (Citicasters)				7.7%	9.6%	15.3%
KFBK, KGBY-F, KHYL-F (Chancellor)				27.0%	27.4%	34.2%
KSXX-F, KRCX, KMYC (Embarcadero)				1.3%	1.7%	< 2.0%
				53.7%	60.0%	78.7%

SACRAMENTO

RADIO STATIONS

AM STATIONS

KCTC	,	1320,	5 KW (DA-2)	,	EZ/Standards	UNISTR,	\$ 30.00	(Christal)	Tribune Co.
KFBK	,	1530,	50 KW (DA-2)	,	News/Talk	ABC, AP,	\$206.00	(Group W)	Chancellor
KHTK	,	1140,	50 KW (DA-2)	,	Talk		\$ NA	(Katz)	EZ
KRCX	,	1110,	5 KW/500 W (DA-2),	,	Hispanic	CNN, CBS,	\$ 37.00	(Caballero)	Embarcadero
KSQR	,	1240,	1 KW	,	Hispanic	NBC, CBS,	\$ 23.00	(K & P)	
KSMJ	,	1380,	5 KW (DA-2)	,	Oldies	SMN,	\$ NA	(MMR)	Secret
KSTE	,	650,	25 KW/1 KW (DA-2)	,	Talk	ABC, MBS,	\$ 26.00	(Torbet)	Fuller Jeffrey (RANCHO CORDOVA)
KXOA	,	1470,	5 KW/1 KW (DA-2)	,	Oldies		\$ 21.00	(CBS)	Brown

FM STATIONS

KGBY	,	92.5,	50 KW @ 449	,	AC		\$128.00	(Group W)	Chancellor
KHYL	,	101.1,	36 KW @ 567	,	Oldies		\$ 77.00	(Eastman)	Chancellor (AUBURN)
KRAK	,	98.5,	50 KW @ 500	,	Country		\$ 65.00	(Mc-Guild)	EZ
KQBR	,	104.3,	3 KW @ 462	,	Jazz		\$ 30.00	(Katz)	(DAVIS)
KQPT	,	100.5,	115 KW @ 380	,	Prog. AOR	Source,	\$ 51.00	(CBS)	Brown
KNCI	,	105.1,	50 KW @ 500	,	Country		\$181.00	(Katz)	EZ
KRXQ	,	93.7,	25 KW @ 298	,	AOR		\$ 97.00	(Torbet)	Citicasters (ROSEVILLE)
KSEG	,	96.9,	50 KW @ 500	,	Classic AOR		\$124.00	(Christal)	Citicasters
KSFM	,	102.5,	50 KW @ 500	,	CHR	ABC,	\$118.00	(MMR)	Secret
KSSJ	,	101.9,	25 KW @ 476	,	Religion		\$ 20.00	(---)	(SHINGLE SPG)
KWOD	,	106.5,	50 KW @ 500	,	New Rock	CBS, ABC,	\$ 47.00	(D&R)	
KXOA	,	107.9,	50 KW @ 403	,	Oldies (70's)		\$110.00	(CBS)	Brown
KYMX	,	96.1,	50 KW @ 476	,	Soft AC		\$ 81.00	(Christal)	Tribune Co.
KZSA	,	92.1,	1.4 KW @ 472	,	Hispanic		\$ 24.00	(---)	Z-Spanish (PLACERVILLE)

Miscellaneous: KSAC sold for \$1,400,000 (Exline) . . . KSAC changes to KSQR and format from Sports to Hispanic (Oct) . . .
 KFIA (Carmichael) sold to Salem (D) for \$150,000. . .

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 119/329,000
 MSA Rank/Pop: 121/403,000
 DMA # 59 (w/Flint)
 Average Person Ratings: 17.1
 Market TSL: 22.25 hours

Stations: 22/15
 Diaries: 951/346:1/52.5%
 Sample Target: 945
 % Below Line: 6.7
 % Not Listed: 13.0

1994 Revenue: \$12,800,000
 HH Inc.: \$33,148
 Retail \$: 3.8 Bil
 Pop per Station: 21,933
 #1 Biller: WKCO-F \$2,800,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WKCO-F (C)	63/11.2	12.5	12.6	11.3	12.5	11.9	167/2373	792/24.1	27.4	26.7	D	WKCO-F
2. WSGW (N/T)	53/ 9.4	13.4	9.1	11.5	12.4	10.9	66/851	628/19.1	20.5	22.6	D	WSGW
3. WHNN-F (O)	52/ 9.2	9.2	8.2	10.4	9.6	9.3	132/2139	794/24.1	22.7	22.6	D	WHNN-F
4. WKQZ-F (AOR)	43/ 7.6	8.1	8.1	4.9	6.1	7.2	85/1234	543/16.5	16.1	15.1	C	WKQZ-F
5. WGER-F (SAC)	39/ 6.9	7.1	7.1	6.2	6.1	6.8	39/613	557/16.9	19.3	15.1	C	WGER-F
6. WIOG-F (AC/CHR)	38/ 6.7	8.3	8.4	7.9	7.4	7.8	86/1799	733/22.3	23.6	21.5	C	WIOG-F
7. WIXC-F (C)	31/ 5.5	5.7	4.7	4.8	5.0	5.2	33/599	454/13.8	14.3	14.4	B	WIXC-F
8. WTCF-F (CHR)	25/ 4.4	4.8	5.2	4.4	4.1	4.7	33/793	542/16.5	18.7	14.5	A	WTCF-F
9. WCEN-F (C)	24/ 4.3	3.0	4.2	4.0	3.3	3.9	109/1291	346/10.5	11.9	9.9	A	WCEN-F
10. WTLZ-F (B)	20/ 3.6	4.1	4.7	5.1	5.4	4.4	28/506	287/ 8.7	9.5	9.3	B	WTLZ-F
11. WKNX (ST)	19/ 3.4	2.5	2.5	3.5	3.7	3.0	22/257	194/ 5.9	4.3	4.8	A	WKNX
12. WMAX (T)	17/ 3.0	1.1	0.8	1.8	2.2	1.7	21/279	218/ 6.6	2.8	6.1	A	WMAX
13. WSAM (ST)	16/ 2.8	2.7	3.9	2.6	3.1	3.0	21/368	316/ 9.6	9.3	7.9	A	WSAM
14. WUVE-FF (AOR)	12/ 2.1	2.1	2.1	2.4	2.4	2.2	22/446	233/ 7.1	7.6	7.1	A	WUVE-FF
15.												

12+ FM SHARE (METRO): 73.06% (358 of 490) (FAL 93: 72.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTCF-F>>	1 WKQZ-F>	1 WKQZ-F<	1 WKQZ-F<	1 WHNN-F<	1 WSGW	1 WSGW <	1 WKCO-F<	1 WKCO-F	1 WKCO-F	1 WSGW
2 WTLZ-F	2 WKCO-F	2 WKCO-F	2 WKCO-F	2 WKCO-F<	2 WHNN-F<	2 WKCO-F	2 WSGW	2 WSGW <	2 WHNN-F	2 WCEN-F
3 WKCO-F	3 WIOG-F	WHNN-F>	WHNN-F>	3 WKQZ-F	3 WKCO-F>	3 WHNN-F	3 WHNN-F	3 WHNN-F	3 WTCF-F	3 WKCO-F
4	4 WGER-F	4 WGER-F	4 WGER-F	4 WGER-F	4 WGER-F	4 WIOG-F	4 WHNN-F<	4 WHNN-F	4 WKQZ-F	4 WGER-F
5	5 WCEN-F	WIOG-F	WIOG-F	5 WHNN-F	5	WKQZ-F	5 WKQZ-F	5 WGER-F	5	WHNN-F
6	WTCF-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 WKCO-F	1 WKCO-F	1 WIOG-F	1 WHNN-F	1 WHNN-F<	1 WBTZ-FF	1 WKQZ-F>>	1 WKQZ-F	1 WKQZ-F>	1 WKQZ-F>
2 WTCF-F	2 WIOG-F	2 WGER-F	WKCO-F	2 WGER-F<	WMAX-F	2 WMAX	2 WKCO-F	2 WKCO-F	2 WKCO-F<
WTLZ-F	3 WGER-F	3 WKQZ-F	3 WIOG-F	3 WIOG-F<	3 WKQZ-F	WBTZ-FF	3 WCEN-F	WHNN-F>	3 WHNN-F>
4	4 WKQZ-F	WKCO-F	WGER-F>	4 WKCO-F>	4 WTCF-F	4 WKCO-F	4	4 WMAX	4 WCEN-F
5	WTLZ-F	5	5 WIXC-F	5 WIXC-F	5	5 WCEN-F	5	5	5 WGER-F
6	6	6	6	6	6	6	6	6	6 WIOG-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
	SHARE/RTG/AQH/CUME						
WDZZ-F	92.7	FLINT	0.4/1.9/ 49/ 804	WKQZ-F, WBTZ-F	8.3%	11.5%	9.4%
WFDF	910	FLINT	1.6/5.9/ 50/ 748	(Local, pending)			
WJR	760	DETROIT	2.1/7.6/ 83/1211				
WOAP	1080	OWOSSO	1.1/1.0/ 14/ 110				
WOWE-F	98.9	VASSAR	0.9/2.5/ 25/ 333				
WUPS-F	98.5	HOUGHTON LAKE	0.4/1.5/ 10/ 249				
WCK-F	105.5	FLINT	0.4/4.2/ 62/1263				

SAGINAW-BAY CITY-MIDLAND

RADIO STATIONS

WKNX, 1210, 10 KW (DAYS)	, Standards	AP, \$ 13.00 (Patt)	Bell
WMAX, 1440, 5 KW/2.5 KW (DA-2)	, News/Talk	, \$ 14.00 (Michigan)	
WSAM, 1400, 1 KW (DA-2)	, Standards	ABC, \$ 14.00 (---)	MacDonald
WSGW, 790, 5 KW/1 KW (DA-2)	, News/Talk	NBC, CBS, \$ 40.00 (Katz)	Fritz
WBZ-F, 100.9, 2.6 KW @ 500, AOR (Simulcast w/WUVE)	, \$ NA (Banner)		WKQZ owner (PINCONNING)
WCEN-F, 94.5, 100 KW @ 981, Country	UNISTR, MBS, \$ 20.00 (Patt)		(MT. PLEASANT)
WGER-F, 106.3, 2 KW @ 380, Soft AC	MBS, \$ 29.00 (Katz)		
WHNN-F, 96.1, 100 KW @ 1020, Oldies	UNISTR, \$ 60.00 (Eastman)		Liggett
WIOG-F, 102.5, 86 KW @ 800, AC/CHR	Source, ABC, \$ 44.00 (Katz)		Fritz
WIXC-F, 97.3, 3 KW @ 328, Country	, \$ 21.00 (D & R)		Midwest Family (ESSEXVILLE)
WKCO-F, 96.1, 50 KW @ 493, Country	ABC, \$ 63.00 (---)		MacDonald
WKQZ-F, 93.3, 38 KW @ 554, AOR/Classic	UNISTR, ABC, \$ 28.00 (Banner)		
WTCF-F, 100.5, 3 KW @ 328, CHR	CNN, \$ 16.00 (K & P)		(CARROLLTON)
WTLZ-F, 107.1, 4.9 KW @ 397, BLACK	AURN, \$ 22.00 (Roslin)		Taylor
WUVE-F, 104.5, 2.9 KW @ 413, AOR	UNISTR, ABC, \$ 15.00 (Banner)		

Other Ranked Stations - See Flint and Detroit

Miscellaneous: WBZ-F (Pinconning) sold to WKQZ-F owner (D) for \$200,000 (E). . . WXOX sold to Bell (semi-D) for \$20,000 . . .

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

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

ST. LOUIS

Arbitron Rank/Pop (12+): 17/2,098,500
 MSA Rank/Pop: 16/2,580,000
 DMA # 19
 Average Person Ratings: 17.2
 Market TSL: 22.50 hours

Stations: 31/31
 Diaries: 2580/813:1/57.3%
 Sample Target: 2550
 % Below Line: 0.0%
 % Not Listed: 6.8%

1994 Revenue: \$82,900,000
 HH Inc.: \$36,465
 Retail \$: 24.1 Bil
 Pop per Station: 67,694
 #1 Biller: KMOX \$19,500,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/RATING	SPG 94	FAL 93	Revenue Level	
1. KMOX (T/FS)	538/14.9	14.9	14.7	16.5	13.0	15.3	593/7632	6768/32.3	31.4	30.9	J	KMOX
2. KSHE-F (AOR)	284/ 7.9	7.9	6.7	6.5	7.8	7.3	339/4368	3671/17.5	16.2	17.9	H	KSHE-F
3. KMJM-F (B)	279/ 7.7	7.8	7.6	7.4	6.9	7.6	284/2680	2622/12.5	11.5	12.5	G	KMJM-F
4. WIL -F (C)	261/ 7.2	9.1	8.8	8.7	11.0	8.5	318/4751	3909/18.6	18.8	19.8	H	WIL -F
5. KEZK-F (SAC)	235/ 6.5	6.5	6.9	7.0	6.8	6.7	247/3940	3675/17.5	17.9	16.9	G	KEZK-F
6. KYKY-F (AC)	178/ 4.9	5.2	5.3	6.4	5.1	5.5	189/3489	3232/15.4	16.4	15.0	H	KYKY-F
7. KIHT-F (O-70's)	161/ 4.5	5.6	3.7	1.1	2.3	3.7	163/3115	2970/14.2	11.1	7.6	D	KIHT-F
8. WKBO-F (CHR)	132/ 3.7	3.4	4.6	4.4	4.5	4.0	137/3223	3065/14.6	14.3	15.9	E	WKBO-F
9. KLOU-F (O)	123/ 3.4	3.2	3.6	2.9	3.5	3.3	132/2882	2620/12.5	12.9	11.1	E	KLOU-F
10. KFUF-F (CL)	110/ 3.1	1.9	2.2	2.8	2.4	2.5	119/1759	1655/ 7.9	7.0	7.6	C	KFUF-F
11. WKXX-F (C)	106/ 2.9	3.6	4.3	3.3	3.0	3.5	130/2525	1961/ 9.3	10.4	7.5	D	WKXX-F
12. KPNT-F (AOR-NR)	105/ 2.9	2.5	2.9	2.1	2.3	2.6	115/2198	1936/ 9.2	8.3	8.7	C	KPNT-F
13. KSD -F (CL AOR)	100/ 2.8	3.6	4.3	4.3	4.7	3.8	107/2846	2681/12.8	14.0	14.8	G	KSD -F
14. WRTH (ST)	95/ 2.6	3.2	2.7	2.5	2.7	2.8	95/1347	1326/ 6.3	5.8	6.2	C	WRTH
15. WEW (ST)	81/ 2.2	1.0	1.0	1.9	1.4	1.5	90/360	704/ 3.4	2.5	3.0	B	WEW
16. KNJZ-F (J)	75/ 2.1	1.4	1.2	0.9	0.7	1.4	75/1047	1041/ 5.0	4.0	2.8	B	KNJZ-F
17. KXOK-F (B/AC)	72/ 2.0	2.1	2.0	1.8	2.1	2.0	72/1179	1164/ 5.5	5.1	5.4	C	KXOK-F
18. WVRV-F (AOR)	67/ 1.9	1.3	1.9	1.8	1.4	1.7	67/1212	1168/ 5.6	5.1	5.0	C	WVRV-F
19. WIBV (T)	57/ 1.6	1.3	1.5	1.7	1.7	1.5	60/1164	1121/ 5.3	4.8	5.6	B	WIBV
20. KATZ (B)	50/ 1.4	1.5	1.2	1.4	2.2	1.4	50/648	648/ 3.1	3.7	4.0	A	KATZ

12+ FM SHARE (METRO): 69.15% (2324 of 3361) (FAL 93: 71.13%)

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 KMJM-F<	1 KMOX >>>
2 WKBO-F>>	2 KMJM-F>	2 KMJM-F	2 KMOX	2 KSHE-F	2 WIL -F	2 KMJM-F<	2 KSHE-F<	2 KSHE-F	2 KMOX >	2 KMJM-F
3 KSHE-F	3 KIHT-F	3 KMOX	3 KMJM-F	3 KEZK-F<	3 KEZK-F>	3 KSHE-F	3 KEZK-F	3 WIL -F<	3 KSHE-F<	3 WIL -F
4	4 KPNT-F	4 KYKY-F	4 KYKY-F<	4 WIL -F<	4 KFUF-F<	4 WIL -F	4 WIL -F	4 KMJM-F	4 KEZK-F	4 KEZK-F
5	5 KYKY-F	KIHT-F<	5 KEZK-F<	5 KMJM-F<	5 KLOU-F	5 KEZK-F	5 KMJM-F	5 KEZK-F	5 WIL -F	5 KSHE-F
6	6 WIL -F<	6 KEZK-F	6 WIL -F	6 KYKY-F	6 WRTH	6 WKBO-F	6 KYKY-F	6 KIHT-F	6	6
7	7 WKBO-F	WIL -F	7 KIHT-F	7 KIHT-F	7	7	7 KYKY-F	7	7	7
8	8	8	8	8	8	8	8	8	8	8
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJM-F	1 KMJM-F>	1 KMJM-F	1 KMJM-F	1 KEZK-F<		1 KSHE-F	1 KSHE-F>>	1 KSHE-F	1 KSHE-F>	1 KMOX <
2 KSHE-F	2 KSHE-F>	KYKY-F	2 KYKY-F	2 KYKY-F		2 KMJM-F	2 KMJM-F	2 KIHT-F	2 KMOX >	2 KSHE-F>
3 WVRV-F	3 KYKY-F	3 KSHE-F	3 KEZK-F	3 KMJM-F		3 KPNT-F	3 KPNT-F	KMJM-F	3 KIHT-F	3 WIL -F
4 KIHT-F	4 KIHT-F	4 KIHT-F	4 KSHE-F	4 KMOX		4 KIHT-F	4 KIHT-F	4 KMOX	WIL -F<	4 KIHT-F
5 KPNT-F	5 WKBO-F	5 KEZK-F	5 KIHT-F	5 WIL -F		5 WIL -F	5 KSD -F	KSD -F	5 KMJM-F	5 KSD -F
6 KYKY-F	6 KEZK-F	6 WKBO-F	6 WIL -F	6 KSHE-F		6 WKBO-F	WIL -F	6 WIL -F	6 KSD -F	6 KEZK-F
7 WIL -F	7	7 WKBO-F	7 KMOX	7 KIHT-F		7 KSD -F	7 KMOX	7 KPNT-F	7	7
8 WVRV-F	8	8 WVRV-F	8	8		8 KMOX	8	8	8	8

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 77/500,400
 MSA Rank/Pop: 127/617,000 (Monterey)
 178/617,000 (Santa Cruz)
 DMA # 105
 Average Person Ratings: 15.1
 Market TSL: 20.25 hours

Stations: 32/20
 Diaries: 1264/396:1/48.7%
 Sample Target: 1265
 % Below Line: 28.1
 % Not Listed: 18.9

1994 Revenue: \$13,000,000
 HH Inc.: \$39,392
 Retail \$: 4.7 Bil
 Pop per Station: 25,020
 #1 Biller: KTOM-AF \$2,300,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KWAV-F (AC)	55/ 7.3	6.6	6.8	7.3	5.7	7.0		748/14.9	14.1	13.9	D	KWAV-F
2. KGO (N/T)	54/ 7.1	8.8	8.4	7.9	7.3	8.1		863/17.2	16.7	14.1		KGO
3. KTOM-AF (C)	53/ 7.0	8.0	9.1	6.1	6.8	7.6		799/16.0	18.3	14.8	D	KTOM-AF
4. KDON-F (CHR)	39/ 5.1	5.5	6.3	5.1	7.1	5.5		794/15.9	19.1	18.6	C	KDON-F
5. KBOO-F (CL)	36/ 4.7	4.6	3.2	4.2	---	4.2		511/10.2	7.5	---	B	KBOO-F
KBAY-F (SAC)	36/ 4.7	4.4	4.4	5.0	5.1	4.6		481/ 9.6	9.9	10.0		KBAY-F
7. KUFX-F (CL AOR)	30/ 4.0	4.5	4.6	3.2	4.2	4.1		647/12.9	10.8	9.4		KUFX-F
8. KTGE (SP)	29/ 3.8	3.4	3.2	2.8	3.9	3.3		300/ 6.0	6.8	5.7	C (W/KLFA)	KTGE
9. KPIG-F (AOR-P)	28/ 3.7	2.3	2.6	2.3	2.4	2.7		341/ 6.8	5.5	5.9	B	KPIG-F
10. KSCO (T)	23/ 3.0	3.5	1.7	1.0	2.3	2.3		344/ 6.9	5.3	6.2	A	KSCO
11. KRQC-F (O-70's)	22/ 2.9	3.8	3.0	3.2	2.8	3.2		475/ 9.5	9.4	6.7	B	KROC-F
12. KRAY-F (SP)	22/ 2.9	2.7	2.2	2.9	2.7	2.7		285/ 5.7	6.1	6.8	B (W/KCTY)	KRAY-F
13. KMXZ-F (CHR)	21/ 2.8	2.0	2.5	4.5	2.8	3.0		477/ 9.5	9.6	9.3	B	KMXZ-F
14. KYLD-FF (U/CHR)	19/ 2.5	3.6	2.2	2.4	2.4	2.7		497/ 9.9	8.4	8.0		KYLD-FF
KNBR (T)	19/ 2.5	2.4	3.0	2.3	2.1	2.6		343/ 6.9	7.7	6.9		KNBR
16. KKLFF-F (SP)	18/ 2.4	3.5	2.7	4.7	3.5	3.3		227/ 4.5	6.0	7.0	B	KKLFF-F
17. KOME-F (AOR)	16/ 2.1	1.1	1.0	---	---	---		321/ 6.4	2.4	---		KOME-F
KCBS (N)	16/ 2.1	2.6	1.5	2.3	2.9	2.1		432/ 8.6	7.6	10.9		KCBS
19. KOCN-F (SAC)	14/ 1.8	3.3	3.1	2.9	3.5	2.8		337/ 6.7	8.3	8.7	B	KOCN-F
20. KLFA-F (SP)	12/ 1.6	1.8	2.6	1.7	2.4	1.9		212/ 4.2	4.3	4.6		KLFA-F

12+ FM SHARE (METRO): 72.20% (444 of 615) (FAL 93: 71.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>	1 KWAV-F	1 KWAV-F>	1 KWAV-F>	1 KWAV-F	1 KGO	1 KGO	1 KWAV-F	1 KTOM-AF	1 KGO <	1 KGO
2 KYLD-FF	2 KDON-F	2 KTOM-AF	2 KTOM-AF	2 KTOM-AF	2 KTOM-AF>	2 KWAV-F	2 KGO <	2 KWAV-F<	2 KDON-F>	2 KBAY-F
3 KMXZ-F	3 KUFX-F	3 KUFX-F	3 KUFX-F<	3 KGO <	3 KBAY-F<	3 KTOM-AF	3 KTOM-AF	3 KGO	3 KYLD-FF	3 KKLFF-F
4	4 KTGE-F	4 KDON-F	4 KGO <	4 KPIG-F<	4 KBOO-F<	4 KDON-F	4 KSCO	4 KUFX-F<	4 KMXZ-F	4 KWAV-F
5	5 KRAY-F	5 KTGE-F	5 KPIG-F	5 KUFX-F	5 KWAV-F	5 KBOO-F	5 KBOO-F	5 KDON-F<	5 KTOM-AF	5
6	6	6 KGO	6	6 KRQC-F	6	6 KRQC-F	6 KDON-F	6 KBOO-F<	6 KBOO-F	6
7	7	7	7	7 KBAY-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F	1 KWAV-F>	1 KWAV-F	1 KWAV-F	1 KWAV-F	1 KDON-F	1 KDON-F	1 KWAV-F	1 KWAV-F	1 KWAV-F
2 KWAV-F	2 KRAY-F	2 KUFX-F	2 KTOM-AF>	2 KTOM-AF	2 KTGE-F	2 KWAV-F	2 KPIG-F	2 KPIG-F	2 KPIG-F
KOME-F	KUFX-F	3 KRAY-F	3 KTGE-F	3 KBAY-F	KKLFF-F	3 KUFX-F	3 KUFX-F	3 KUFX-F	3 KTOM-AF
KYLD-FF	4 KTGE-F	KROC-F	KDON-F	4 KGO	4	KMXZ-F	4 KMXZ-F	4 KTOM-AF	KGO
5	5 KRQC-F	5 KTGE-F	5 KUFX-F	KTGE-F	5	5 KTGE-F	KOME-F	5 KGO	5 KUFX-F
6	6	6	6	6 KUFX-F	6	6 KPIG-F	6	6 KDON-F	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

SALINAS-MONTEREY-SANTA CRUZ

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
KAXT-F	101.7	CARMEL	0.8/1.9/ 6/ 93	KDON-F, KRQC-F (Henry)	8.0%	7.0%	14.6%
KCTY	980	SALINAS	0.5/2.0/ 4/ 102				
KKMC	880	GONZALES	0.7/2.2/ 5/ 111				
KLUE-F	106.3	SOLEDAD	0.8/2.0/ 6/ 99	KMXZ-F, KAXT-F (Local)	3.6%	2.9%	4.0%
KVRG-F	107.1	SEASIDE	0.7/2.0/ 5/ 118				
KRKC-F	102.1	KING CITY	0.5/1.1/ 4/ 53		11.6%	9.9%	18.6%
KARA-F	105.7	SANTA CLARA	0.5/2.5/ 4/ 124				
KFRC	610	SAN FRANCISCO	0.4/1.2/ 3/ 96				
KLOK	1170	SAN JOSE	1.2/2.9/ 9/ 148				
KSJO-F	92.3	SAN JOSE	0.9/4.1/ 11/ 248				

RADIO STATIONS

KCTY	, 980,	1 KW/247W (DA-1),	Hispanic	CBS, \$14.00	(Lotus)	
KIEZ	, 540,	10 KW/500 W	Hispanic	SMN, \$13.00	(---)	
KSCO	, 1080,	10 KW/5 KW (DA-2),	Talk	TALKNT, CNN, \$17.00	(---)	
KTGE	, 1570,	5 KW/500W (DA-1),	Hispanic	, \$14.00	(Caballero)	
KTOM	, 1380,	5 KW (DA-2)	See KTOM-FM			
KBOQ-F,	95.5,	1.7 KW @ 630	Classical	, \$ NA	(---)	
KDON-F,	102.5,	19 KW @ 2270	CHR	, \$40.00	(Christal)	Henry
KKLF-F,	104.3,	6 KW @ 328	Hispanic	, \$16.00	(---)	
KVRG-F,	107.1,	1.9 KW @ 604	Hispanic	, \$28.00	(Banner)	
KMXZ-F,	93.5,	0.9 KW @ 1519	CHR	UNISTR, \$16.00	(Eastman)	(HOLLISTER)
KOCN-F,	104.9,	1.9 KW @ 600	Soft AC	UNISTR, MBS, \$22.00	(Torbet)	
KPIG-F,	107.5,	2.9 KW @ 335	Prog. AOR	, \$17.00	(Banner)	(FREEDOM)
KLFA-F,	93.9,	5.4 KW @ 702	Hispanic	, \$15.00	(Caballero)	(KING CITY)
KRAY-F,	103.5,	1.2 KW @ 515	Hispanic	CBS, \$16.00	(Lotus)	
KRQC-F,	92.7,	7 KW @ 620	Oldies-70's	, \$18.00	(---)	Henry
KTOM-F,	100.7,	0.9 KW @ 2421	Country	ABC, \$50.00	(Katz)	Magic
KWAV-F,	96.9,	18 KW @ 2450	AC	AP, \$42.00	(D&R)	Buckley
KAXT-F,	101.7	0.8 KW @ 590	AOR	, \$20.00	(---)	KMXZ owner (D)

Other Ranked Stations - See San Jose or San Francisco

Miscellaneous: KXDC-F sold to KMXZ-F owner (D) for \$800,000 (Exline). . . KIDD sold to Buckley for \$200,000 (Exline). . . CP/99.5 sold by Mt. Wilson to KSUR/KBRG-F owner (D) for \$925,000 (Stanfield). . . KXDC-F changes to KAXT-F and format to AOR (Nov). . . KRQC-F changes to Oldies-70's. . .

SALISBURY-OC, MD

Arbitron Rank/Pop (12+): 154/223,500

Stations: 26/22
Diaries: 734/304:1/51.4%
Sample Target: 740
% Below Line: 2.3
% Not Listed: 24.0

1994 Revenue: \$9,700,000
HH Inc.: \$37,318
Retail \$: 2.6 Bil
Pop per Station: 10,159
#1 Biller: NA

MSA Rank/Pop: NA/264,000
DMA NA
Average Person Ratings: 15.5
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. WWFG-F (C)	39/11.3	10.7	8.0	----	----	----	52/662	533/23.8	23.2	21.9	WWFG-F
2. WQHO-F (AC)	30/ 8.7	7.1	9.0	5.9	----	----	39/434	357/16.0	17.7	16.9	WQHO-F
3. WICO-F (C)	27/ 7.8	4.0	6.0	6.8	----	----	27/297	287/12.8	11.6	12.9	WICO-F
4. WZBH-F (AOR)	22/ 6.4	7.6	6.7	10.1	----	----	28/454	337/15.1	16.7	14.9	WZBH-F
5. WOCQ-F (CHR/B)	21/ 6.1	8.8	8.7	7.9	----	----	24/410	347/15.5	18.3	19.4	WOCQ-F
6. WLBW-F (O)	14/ 4.0	1.6	1.5	2.0	----	----	14/229	220/ 9.8	6.4	5.8	WLBW-F
7. WGMD-F (EZ)	13/ 3.8	3.1	3.7	6.2	----	----	13/151	151/ 6.8	4.8	8.4	WGMD-F
WXJN-F (C)	13/ 3.8	2.1	3.5	4.5	----	----	13/168	162/ 7.2	6.2	6.9	WXJN-F
9. WSBY-F (O)	11/ 3.2	3.3	4.2	4.5	----	----	13/225	209/ 9.4	9.2	9.7	WSBY-F
10. WRKE-F (CHR)	9/ 2.6	3.1	2.0	2.8	----	----	9/207	199/ 8.9	9.0	8.2	WRKE-F
12. WLFX-F (AOR)	9/ 2.6	5.2	----	----	----	----	9/188	188/ 8.4	11.0	---	WLFX-F
WICO (T)	7/ 2.0	1.9	2.7	1.4	----	----	7/86	86/ 3.8	4.0	3.6	WICO
WOLC-F (REL)	7/ 2.0	2.1	4.0	1.7	----	----	7/165	137/ 6.1	6.6	6.9	WOLC-F
14. WXPZ-F (REL)	6/ 1.7	1.2	2.2	1.1	----	----	10/189	69/ 3.1	2.9	3.7	WXPZ-F
15.											

12+ FM SHARE (METRO): 93.92% (247 of 263) (FAL 93: 88.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRKE-F	1 WWFG-F	1 WQHO-F	1 WWFG-F<	1 WWFG-F	1 WICO-F	1 WWFG-F	1 WWFG-F<	1 WWFG-F>	1 WOCQ-F>	1 WWFG-F>
WZBH-F	2 WQHO-F	2 WWFG-F	2 WOCQ-F>	2 WQHO-F	WWFG-F	2 WICO-F	2 WQHO-F>	2 WQHO-F	2 WWFG-F	2
3 WOCQ-F	3 WOCQ-F	3	3 WZBH-F	3 WICO-F	3 WQHO-F	3 WQHO-F>	3 WICO-F	3 WICO-F	3 WZBH-F	3
WOSC-F	4	4	4	4 WZBH-F	4	4 WOCQ-F<	4	4 WOCQ-F	4 WQHO-F	4
WWFG-F	5	5	5	5	5	5 WGMD-F	5	5	WRKE-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 WQHO-F	1 WQHO-F>	1 WWFG-F	1 WQHO-F	1 WQHO-F	1 WKHI-F	1 WZBH-F	1 WWFG-F	1 WZBH-F	1 WWFG-F
2 WOCQ-F	2 WWFG-F	2 WQHO-F	2 WWFG-F	2 WWFG-F	WRXS-F	2 WWFG-F	2 WZBH-F	2 WWFG-F	2 WZBH-F
3 WWFG-F	3 WOCQ-F	3	3 WOCQ-F	3	WZBH-F	3 WOCQ-F	3 WLFX-F	3	3 WICO-F
4	4	4	4	4	4	4	4 WOCQ-F	4	4 WQHO-F
5	5	5	5	5	5	5	WICO-F	5	5

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE	
WAFI-F	97.7 MILFORD, DE	0.6/3.8/ 16/ 337	WICO A/F, WLFX-F, WXJN-F (Prettyman, duopoly/semi-duopoly)	16.2%	19.1%	NA
WDNO-F	95.3 LAUREL, DE	1.4/2.7/ 5/ 78				
WDSD-F	94.7 DOVER, DE	0.9/5.9/ 40/ 578				
WKHI-F	106.5 POCOMOKE, MD	0.6/1.5/ 2/ 47	WWFG-F, WWVV-F, WETT (Benchmark)	11.3%	14.3%	NA
WRXS-F	106.9 OCEAN CITY	1.2/4.1/ 4/ 92				
WSSR	900 GEORGETOWN, DE	1.4/3.4/ 5/ 76	WDNO-F, WXPZ-F (Local)	3.1%	4.8%	NA
WABC	770 NEW YORK	0.6/1.4/ 2/ 31				
WBAL	1090 BALTIMORE	0.6/1.9/ 5/ 110				
WVES-F	99.3 ACCOMACK	0.6/2.6/ 16/ 202	WIGM, WLBW-F, WLWV-F, WQHO-F (HVS, semi-duopoly)	12.7%	16.9%	NA
WZXL-F	100.7 WILDWOOD, NJ	0.6/1.7/ 6/ 116		43.3%	55.1%	NA

SALISBURY-OC, MD

RADIO STATIONS

WICO	,	1320,	1 KW (DAYS)	,	Talk	ABC,	\$10.00	(---)	Prettyman	
WJDY	,	1470,	5 KW/500 W (DA-N)	,	Black/Gospel	CBS,	\$10.00	(---)		
WDSD-F	,	94.7,	50 KW @ 361	,	Country	UNISTR,	\$48.00	(Torbet)	Benchmark	(DOVER)
WGMD-F	,	92.7,	3 KW @ 298	,	EZ/Soft AC	,	\$15.00	(---)		(REHOBOTH)
WICO-F	,	94.3,	3 KW @ 298	,	Country	,	\$30.00	(---)	Prettyman	
WKHI-F	,	95.9,	6 KW @ 298	,	CHR	,	\$24.00	(---)	Benchmark	(BETHANY BCH)
WLVW-F	,	105.5,	2 KW @ 384	,	Oldies	SMN,	\$15.00	(Banner)	HVS	
WOCQ-F	,	103.9,	3 KW @ 328	,	Black/CHR	UNISTR ABC,	\$22.00	(K & P)		(BERLIN, MD)
WOLC-F	,	102.5,	50 KW @ 500	,	Religion	USA,	\$10.00	(---)		(PRINCESS ANNE)
WQHO-F	,	104.7,	33 KW @ 610	,	AC	MBS,	\$28.00	(Banner)	HVS	
WRKE-F	,	101.7,	3 KW @ 298	,	CHR	NBC,	\$11.00	(Roslin)		(OCEAN VIEW)
WSBY-F	,	98.9,	6 KW @ 328	,	Oldies	CBS,	\$21.00	(---)		
WWFG-F	,	99.9,	50 KW @ 321	,	Country	,	\$30.00	(---)	Benchmark	
WXJN-F	,	105.9,	6 KW @ 328	,	Oldies	,	\$13.00	(---)	Prettyman	(LEWES)
WXPZ-F	,	101.3,	3 KW @ 328	,	Religion	USA,	\$10.00	(---)		(MILFORD)
WZBH-F	,	93.5,	11 KW @ 485	,	AOR	,	\$23.00	(Roslin)	Great Scott	(GEORGETOWN)
WLFX-F	,	97.1,	2 KW @ 374	,	AOR	,	\$14.00	(K & P)		(OCEAN PINES)

Miscellaneous: Worcester, MD county was added to the Metro. . .

SALT LAKE CITY

Arbitron Rank/Pop (12+): 35/1,138,000
 MSA Rank/Pop: 45/1,480,000
 DMA # 32
 Average Person Ratings: 14.8
 Market TSL: 19.25 hours

Stations: 30/30
 Diaries: 1809/629:1/55.5%
 Sample Target: 1795
 % Below Line: 0.0%
 % Not Listed: 9.2%

1994 Revenue: \$38,600,000
 HH Inc.: \$36,509
 Retail \$: 9.6 Bil
 Pop per Station: 37,933
 #1 Biller: KSFI-F \$5,500,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KSFI-F (SAC)	159/ 9.4	8.9	10.5	10.5	11.1	9.8	192/3305	2791/24.2	23.9	26.6	G	KSFI-F
2. KSOP-AF (C)	124/ 7.3	7.7	9.2	9.3	10.5	8.4	163/2706	2061/18.1	18.4	21.8	D	KSOP-AF
3. KKAT-F (C)	112/ 6.7	7.9	8.2	8.5	9.5	7.8	129/2323	2028/17.8	17.7	21.6	G	KKAT-F
4. KSL (FS)	111/ 6.6	5.3	5.9	6.2	6.7	6.0	137/2741	2220/19.5	18.8	23.2	F	KSL
5. KRSP-F (O)	86/ 5.1	5.9	4.7	2.8	2.1	4.6	98/1964	1700/14.9	12.1	9.8	D	KRSP-F
6. KISN-F (CHR/AC)	85/ 5.1	3.5	4.7	4.5	4.2	4.5	104/1845	1596/14.0	14.6	14.0	D	KISN-F
7. KUTQ-F (CHR)	79/ 4.7	3.1	4.0	3.7	4.8	3.9	83/1826	1637/14.4	14.8	16.3	C	KUTQ-F
8. KXRK-F (AOR-NR)	73/ 4.3	6.3	5.7	3.7	3.3	5.0	75/1382	1346/11.8	10.5	9.1	C	KXRK-F
9. KLZX-F (CL AOR)	71/ 4.2	4.0	4.7	3.8	4.8	4.2	76/1531	1408/12.4	14.5	13.9	D	KLZX-F
10. KBER-F (AOR)	66/ 3.9	5.0	4.0	6.1	5.1	4.8	83/1522	1282/11.3	11.4	13.4	C	KBER-F
11. KVRI-F (AC)	65/ 3.9	4.5	2.1	4.1	2.9	3.7	71/1657	1498/13.2	9.6	9.9	C	KVRI-F
12. KDYL (ST)	64/ 3.8	3.3	2.6	3.6	4.4	3.3	64/890	876/ 7.7	5.2	8.2	D	KDYL
13. KALL (T/FS)	61/ 3.6	4.5	3.3	3.1	3.6	3.6	64/1171	1096/ 9.6	7.0	8.9	C	KALL
KODJ-F (O)	61/ 3.6	3.5	3.4	2.7	3.2	3.3	73/1402	1214/10.7	9.1	10.3	C	KODJ-F
15. KZHT-F (CHR)	51/ 3.0	2.7	3.8	4.5	3.3	3.5	53/1181	1127/ 9.9	10.4	12.1		KZHT-F
16. KBZN-F (J)	48/ 2.9	2.3	2.2	2.6	2.9	2.5	50/845	813/ 7.1	6.4	8.0		KBZN-F
17. KUJJ-F (C)	31/ 1.8	2.9	1.5	0.6	0.3	1.7	34/644	597/ 5.2	3.4	2.1		KUJJ-F
18. KISN (T/SPRTS)	28/ 1.7	1.1	2.2	1.8	1.4	1.7	30/841	749/ 6.6	9.7	5.5		KISN
19. KRGO-F (C)	25/ 1.5	0.7	0.7	---	0.7	---	36/379	301/ 2.6	1.5	1.8		KRGO-F
20. KUMT-F (AOR-P)	23/ 1.4	1.4	0.8	1.6	1.6	1.3	24/376	363/ 3.2	3.0	4.8		KUMT-F
21. KMZB-AF (AC)	22/ 1.3	2.0	1.3	1.9	1.5	1.6	23/477	455/ 4.0	4.9	4.9		KMZB-AF
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 77.76% (1189 of 1529) (FAL 93: 78.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUTQ-F>	1 KXRK-F	1 KSFI-F	1 KSFI-F	1 KSFI-F>	1 KSFI-F<	1 KSFI-F<	1 KSFI-F>	1 KSFI-F	1 KUTQ-F	1 KSFI-F
2 KZHT-F	KSOP-AF<	2 KSOP-AF	2 KRSP-F	2 KRSP-F<	2 KSL >	2 KSL	2 KSOP-AF<	2 KSOP-AF	2 KSFI-F	KSL
3	3 KBER-F<	3 KRSP-F	3 KSOP-AF	3 KKAT-F	3 KDYL	3 KKAT-F	3 KALL <	3 KKAT-F<	3 KSOP-AF<	3 KKAT-F>
4	4 KSFI-F	4 KKAT-F<	4 KKAT-F	KSOP-AF	4 KSOP-AF	KSOP-AF	4 KRSP-F	4 KRSP-F	4 KKAT-F	4 KDYL
5	5 KKAT-F	5 KISN-F	5 KISN-F	5 KISN-F	5 KKAT-F	5 KISN-F	5 KKAT-F	5 KXRK-F	5 KBER-F	5 KISN-F
6	6 KISN-F	6 KLZX-F<	6 KLZX-F	6 KSL	KALL	6 KLZX-F	6 KISN-F	6 KSL	6 KZHT-F	6 KSOP-F
7	7 KRSP-F	7 KXRK-F	7 KVRI-F	7 KLZX-F	7	7	7	KUTQ-F	7	KCNR
8	8	8 KBER-F	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KISN-F	1 KSFI-F	1 KSFI-F	1 KSFI-F>	1 KSFI-F>>	1 KBER-F	1 KBER-F<	1 KLZX-F	1 KRSP-F	1 KRSP-F
KXRK-F	2 KSOP-AF<	2 KSOP-AF	2 KISN-F	2 KISN-F	2 KXRK-F	2 KXRK-F	2 KRSP-F	2 KLZX-F<	2 KLZX-F
3 KKAT-F	3 KISN-F	3 KKAT-F	3 KSOP-AF<	3 KKAT-F<	3 KLZX-F	3 KLZX-F	3 KXRK-F	3 KSOP-AF	3 KSOP-AF<
KSFI-F	KKAT-F	KRSP-F	4 KKAT-F	4 KSOP-AF	4 KSOP-AF	4 KSOP-AF<	4 KKAT-F	4 KBER-F<	4 KSFI-F
KSOP-AF	5 KVRI-F	KVRI-F	KVRI-F>	KVRI-F	KUTQ-F	5 KRSP-F	5 KBER-F	5 KKAT-F	5 KKAT-F
6	KXRK-F	6 KISN-F	6	6 KSL	6 KRSP-F	6 KKAT-F	6 KSOP-AF	6 KXRK-F<	6 KSL
7	7	7	7	7	7	7 KISN-F	7 KISN	7 KSFI-F	7 KODJ-F

SALT LAKE CITY

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KCNR 1320	SALT LAKE CITY	0.8/3.0/	14/ 340	KALL, KKAT-F, KODJ-F (Apollo)	13.9%	15.8%	20.5%
KFAM 700	N. SALT LAKE CITY	1.0/2.6/	20/ 341				
KKDS 1060	S. SALT LAKE CITY	0.4/1.4/	6/ 163				
KLO 1430	OGDEN	0.6/1.3/	12/ 201	KDYL, KSFI-F, KRSP-F (Simmons)	18.3%	20.5%	20.2%
KSOS-F 106.9	BRIGHAM	1.1/3.7/	26/ 524				
KSRR 1400	PROVO	0.4/1.9/	6/ 223				
KTKK 630	SALT LAKE CITY	0.8/2.3/	14/ 273	KBBX, KMXB-F, KUMT-F (Ragan Henry)	2.7%	3.7%	3.0%
				KTKK, KUTQ-F, KZHT-F (Local)	8.5%	3.8%	4.7%
					43.4%	43.8%	48.4%

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1KW (DA-N)	Talk/Full Service	MBS, \$ 32.00	(Eastman)	Apollo
KDYL, 1280, 5 KW/500W (DA-N)	Standards	CNN, \$ 27.00	(CBS)	Simmons
KFAM, 700, 50 KW/1 KW	EZ	\$ 22.00	(---)	
KISN, 570, 5 KW (DA-1)	Talk/Sports	AP, \$ 23.00	(Mc-Guild)	
KSL, 1160, 50 KW	Full Service	CBS, ABC, \$ 88.00	(CBS)	Bonneville
KTKK, 630, 1 KW/500 W (DA-2)	Talk	ABC, NBC, \$ 21.00	(K & P)	

FM STATIONS

KBER, 101.1, 25 KW @ 3739	AOR	ABC, \$ 42.00	(Torbet)	(OGDEN)
KBZN, 97.9, 26 KW @ 3739	Jazz	\$ 30.00	(Eastman)	(OGDEN)
KISN, 97.1, 30 KW @ 3651	CHR/AC	\$ 55.00	(Mc-Guild)	
KKAT, 101.9, 26 KW @ 3739	Country	\$120.00	(Katz)	Apollo (OGDEN)
KLZX, 93.3, 26 KW @ 3739	Classic AOR	ABC, \$ 67.00	(Christal)	Citadel
KMXB, 107.5, 45 KW @ 2850	AC	\$ 30.00	(Eastman)	Ragan Henry (OREM)
KODJ, 94.1, 40 KW @ 3060	Oldies	SMN, MBS, \$ 36.00	(Katz)	Apollo
KUJJ, 106.5, 8 KW @ 2709	Simulcast w/KRGQ-F	\$ NA	(---)	(SPANISH FORK)
KRGQ, 107.9, 67 KW @ 2378	Country	MBS, USA, UNISTR, \$ 26.00	(---)	(ROY)
KRSP, 103.5, 28 KW @ 3628	Oldies	CBS, \$ 34.00	(CBS)	Simmons
KSFI, 100.3, 26 KW @ 3739	Soft AC/EZ	\$ 74.00	(CBS)	Simmons
KSOP, 104.3, 25 KW @ 3638	Country	\$ 59.00	(MMR)	
KSOS, 106.9, 68 KW @ 2368	Oldies	\$ 22.00	(---)	(BRIGHAM)
KUMT, 105.7, 7 KW @ 3660	Prog. AOR	\$ 29.00	(Eastman)	Ragan Henry (CENTERVILLE)
KUTQ, 99.5, 40 KW @ 2952	CHR	NBC, Source, \$ 32.00	(K & P)	(BOUNTIFUL)
KVR1, 98.7, 40 KW @ 2929	AC	\$ 35.00	(Christal)	John Price
KXRK, 96.1, 55 KW @ 2631	New AOR	UNISTR, ABC, \$ 31.00	(D & R)	(PROVO)
KZHT, 94.9, 48 KW @ 2798	CHR	\$ 30.00	(Torbet)	KUTQ owner (PROVO)

Miscellaneous: KZHT-F (Provo) sold to KTKK/KUTQ-F owner (D) for \$1,100,000. . . KBER-F (Ogden sold by Devine (distress sale) for \$1,650,000. . .

SAN ANTONIO

Arbitron Rank/Pop (12+): 34/1,166,500
 MSA Rank/Pop: 37/1,460,000
 DMA # 36
 Average Person Ratings: 16.7
 Market TSL: 21.75 hours

Stations: 27/27
 Diaries: 2030/575:1/52.8%
 Sample Target: 1900
 % Below Line: 0.0
 % Not Listed: 10.8

1994 Revenue: \$52,000,000
 HH Inc.: \$31,018
 Retail \$: 12.2 Bil
 Pop per Station: 43,204
 #1 Biller: KCYY-F \$7,100,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KXTN-AF (SP)	179/ 9.2	9.8	8.5	7.8	9.0	8.8	206/2465	2146/18.4	18.0	18.7	H	KXTN-AF
2. KTFM-F (CHR)	154/ 7.9	7.5	6.8	9.4	9.3	7.9	167/2813	2577/22.1	21.7	22.5	F	KTFM-F
3. KOXT-F (SAC)	140/ 7.2	6.6	6.2	6.8	8.5	6.7	151/2164	2053/17.6	13.9	19.2	F	KOXT-F
4. KCYY-F (C)	133/ 6.8	6.6	8.1	7.5	6.9	7.3	150/2561	2213/19.0	18.7	20.2	H	KCYY-F
5. KISS-F (AOR)	124/ 6.4	7.3	6.7	6.6	6.3	6.8	148/2380	1989/17.1	16.1	15.7	E	KISS-F
6. KAJA-F (C)	115/ 5.9	5.9	5.6	5.6	6.4	5.8	136/2223	1837/15.7	15.8	17.6	F	KAJA-F
7. KZEP-F (CL AOR)	96/ 4.9	4.5	4.9	4.6	4.0	4.7	102/1807	1696/14.5	13.0	12.9	D	KZEP-F
8. KTSA (T)	92/ 4.7	4.8	4.2	5.1	5.0	4.7	126/1659	1177/10.1	10.8	11.2	E	KTSA
9. KSMG-F (O)	86/ 4.4	4.4	4.7	4.9	3.1	4.6	94/1825	1641/14.1	13.6	10.3	D	KSMG-F
10. WOAI (N/T)	81/ 4.2	4.0	3.6	4.7	3.5	4.4	117/2192	1505/12.9	12.4	11.7	G	WOAI
11. KSJL-F (U/CHR)	74/ 3.8	5.5	5.3	4.0	2.6	4.7	78/992	944/ 8.1	10.4	5.4	B	KSJL-F
12. KONO-AF (O)	73/ 3.7	4.4	3.9	3.5	4.1	3.9	84/1806	1503/12.9	11.7	11.8	C	KONO-AF
13. KROM-F (SP)	59/ 3.0	2.1	1.8	2.2	2.3	2.3	66/766	699/ 6.0	6.0	4.1	A	KROM-F
14. KDIL-F (C)	53/ 2.7	2.4	3.5	3.4	3.0	3.0	64/1217	1025/ 8.8	9.2	7.9	B	KDIL-F
15. KLUP (ST)	52/ 2.7	2.3	3.3	3.1	2.3	2.9	59/725	602/ 5.2	6.1	4.9	A	KLUP
16. KCOR (SP)	46/ 2.4	2.1	1.8	1.9	2.6	2.1	47/603	584/ 5.0	3.9	4.3	B	KCOR
17. KKYX (C)	45/ 2.3	3.0	2.4	3.0	2.7	2.7	100/1325	662/ 5.7	5.2	5.4	B	KKYX
18. KRIO-F (SP)	42/ 2.2	2.2	2.0	3.0	2.6	2.4	46/993	920/ 7.9	7.9	7.7	C	KRIO-F
19. KEDA (SP)	24/ 1.2	1.2	1.4	1.0	0.6	1.2	24/328	320/ 2.7	2.6	1.8	A	KEDA
20. KSLR (REL)	23/ 1.2	0.9	1.4	0.5	1.4	1.0	27/444	344/ 2.9	4.5	3.7	A	KSLR

12+ FM SHARE (METRO): 75.55% (1310 of 1734) (FAL 93: 74.52%)

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 KXTN-AF	1 KOXT-F<	1 KXTN-AF	1 KXTN-AF	1 KXTN-AF	1 KXTN-AF<	1 KXTN-AF<	1 KTFM-F<	1 KOXT-F
2 KSJL-F	2 KXTN-AF	2 KOXT-F	2 KXTN-AF<	2 KOXT-F	2 KOXT-F	2 KISS-F<	2 KOXT-F<	2 KTFM-F<	2 KXTN-AF	KXTN-F
KISS-F	3 KTFM-F<	3 KISS-F	3 KSEF-F	3 KZEP-F	3 KTSA <	3 KCYY-F	3 KTSA	3 KCYY-F	3 KSJL-F	3 KAJA-F
4	4 KCYY-F<	4 KTFM-F	4 KSMG-F	4 KSMG-F<	4 WOAI <	4 KAJA-F	4 KCYY-F	4 KOXT-F	4 KISS-F<	4 KISS-F
5	5 KOXT-F	KCYY-F<	5 KCYY-F	5 KCYY-F	5 KAJA-F<	5 KTFM-F<	5 KTFM-F<	5 KISS-F	5 KOXT-F	5 KZEP-F
6	6 KZEP-F	6 KZEP-F	6 KTFM-F<	6 KISS-F<	6 KCYY-F	6 KOXT-F	6 KZEP-F	KAJA-F	6 KCYY-F	6 KCYY-F
7	7 KAJA-F	7 KSMG-F	7 KAJA-F	7 KAJA-F<	7	7 WOAI	7 KISS-F	7 KZEP-F	7 KAJA-F	7 KTSA
8	8	8	8	8 KTFM-F	8	8	8	8	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 KTFM-F	1 KTFM-F<	1 KOXT-F	1 KOXT-F	1 KOXT-F>	1 KISS-F	1 KISS-F>	1 KISS-F	1 KISS-F<	1 KZEP-F<
2 KISS-F	2 KOXT-F	2 KTFM-F	2 KTFM-F	2 KXTN-AF	2 KCYY-F	2 KXTN-AF	2 KXTN-AF	2 KZEP-F<	2 KXTN-AF
3 KXTN-AF	3 KXTN-AF	3 KXTN-AF	3 KXTN-AF	3 KSMG-F	3 KXTN-AF	3 KCYY-F<	3 KZEP-F	3 KXTN-AF>	3 KISS-F>
4 KCYY-F	4 KISS-F<	4 KSMG-F	4 KCYY-F	4 KTFM-F	4 KTFM-F	4 KZEP-F>	4 KCYY-F	4 KCYY-F	4 KCYY-F<
5 KDIL-F	5 KCYY-F	5 KAJA-F	5 KSMG-F	KCYY-F	5	5 KSJL-F	5 KSJL-F	5 KOXT-F<	5 KAJA-F<
6	6 KAJA-F	KCYY-F	6 KAJA-F	6 KAJA-F	6	6	6 KAJA-F	6 KAJA-F<	6 KOXT-F
7	7	7	7 KISS-F	7 KONO-AF	7	7	KOXT-F	7 KSMG-F	KSMG-F
8	8	8	8	8	8	8	8	KTFM-F	8

SAN ANTONIO

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
KDRY	1100	ALAMO HEIGHTS	0.5/1.6/ 11/ 199	WOAI, KTKR, KAJA-F, KQXT-F (Clear Channel)	17.7%	18.6%	27.7%
KENS	1160	SAN ANTONIO	0.4/1.4/ 7/ 170				
KSAH	720	UNIVERSAL CITY	0.6/2.0/ 15/ 256				
KTKR	760	SAN ANTONIO	0.4/1.9/ 11/ 324	KCOR, KROM-F, KXTN A/F (Tichenor)	14.6%	14.6%	15.6%
KWED	1580	SEQUIN	0.4/1.0/ 7/ 126				
				KLUP, KISS-F, KSMG-F (Rusk)	13.5%	14.1%	13.5%
				KONO A/F, KRIO-F (John Barger)	5.9%	6.7%	4.8%
					51.7%	54.0%	61.5%

RADIO STATIONS

AM STATIONS

KCOR, 1350,	5 KW (DA-N)	, Hispanic		, \$ 43.00 (Katz)	Tichenor
KEDA, 1540,	5 KW/1 KW (DA-N),	Hispanic		, \$ 26.00 (Caballero)	
KENS, 1160,	10 KW/1 KW	, Talk/Variety		, \$ 21.00 (---)	KENS-TV
KKYX, 680,	50 KW/10 KW (DA-N),	Country	ABC	, \$ 45.00 (Katz)	NewCity
KLUP, 930,	5 KW/1 KW (DA-N),	Standards		, \$ 29.00 (CBS)	Rusk
KONO, 860,	5 KW/1 KW (DA-N) --	See KONO-FM			
KSLR, 630,	5 KW	, Religion	USA	, \$ 20.00 (---)	Salem
KTSA, 550,	5 KW (DA-N)	, Talk/News	TALKNT, ABC	, \$ 54.00 (Banner)	
WOAI, 1200,	50 KW	, News/Talk	CBS	, \$ 115.00 (Christal)	Clear Channel

FM STATIONS

KAJA, 97.3,	100 KW @ 984,	Country		, \$ 84.00 (Christal)	Clear Channel
KCY, 100.3,	100 KW @ 984,	Country		, \$ 146.00 (Katz)	NewCity
KDIL, 106.7,	100 KW @ 1017,	Country		, \$ 37.00 (---)	
KISS, 99.5,	100 KW @ 1112,	AOR		, \$ 59.00 (CBS)	Rusk
KONO, 101.1,	100 KW @ 649,	Oldies	UNISTR, NBC	, \$ 41.00 (MMR)	Barger (FREDICKSBURG)
KQXT, 101.9,	100 KW @ 669,	Soft AC		, \$ 95.00 (Christal)	Clear Channel
KRIO, 94.1,	22 KW @ 695,	Hispanic		, \$ 33.00 (---)	Barger (FLORESVILLE)
KROM, 92.9,	100 KW @ 1017,	Hispanic		, \$ 36.00 (Katz)	Tichenor
KSJL, 96.1,	100 KW @ 597,	Urban	NBC, SMN	, \$ 34.00 (Eastman)	Inner City
KSMG, 105.3,	100 KW @ 1250,	Oldies		, \$ 58.00 (CBS)	Rusk
KTFM, 102.7,	100 KW @ 669,	CHR		, \$ 79.00 (Banner)	
KXTN, 107.5,	100 KW @ 1469,	Hispanic		, \$ 163.00 (Mc-Guild)	Tichenor
KZEP, 104.5,	100 KW @ 659,	Classic AOR		, \$ 73.00 (Christal)	Lotus

Miscellaneous: KZXS changes to KTKR and format to Talk (Sep). . .

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,212,500

MSA Rank/Pop: 14/2,680,000

DMA # 22

Average Person Ratings: 15.3

Market TSL: 20.50 hours

Stations: 37/32

Diaries: 2297/ 963:1/48.2%

Sample Target: 2500

% Below Line: 5.2

% Not Listed: 10.8

1994 Revenue: \$94,400,000

IH Inc.: \$41,672

Retail \$: 20.6 Bil

Pop per Station: 69,141

#1 Biller: KSON AF \$10,300,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KSON-AF (C)	212/ 6.3	7.1	7.2	7.9	6.5	7.1		3216/14.5	15.3	15.3	J	KSON-AF
2. XHTZ-F (CHR)	187/ 5.5	4.9	5.6	5.8	4.6	5.5		2894/13.1	13.7	14.6	D	XHTZ-F
3. KSDO (N/T)	178/ 5.2	5.0	5.5	5.2	7.1	5.2		2561/11.6	12.0	13.9	H	KSDO
4. KKLO-F (CHR)	159/ 4.7	4.3	6.0	6.8	6.4	5.5		3245/14.7	19.1	20.6	H	KKLO-F
5. KYXY-F (AC)	153/ 4.5	4.5	3.8	5.0	4.6	4.5		3407/15.4	13.3	14.0	G	KYXY-F
6. KBZS-F (O)	137/ 4.0	3.7	3.3	4.0	3.8	3.8		2528/11.4	10.8	11.6	F	KBZS-F
7. KJQY-F (SAC)	136/ 4.0	3.3	4.6	5.4	4.5	4.3		2271/10.3	9.8	12.3	G	KJQY-F
8. XTRA (SPRTS)	129/ 3.8	2.4	1.9	2.4	2.3	2.6		2609/11.8	5.9	7.6	E	XTRA
9. KGB -F (AOR/CL)	128/ 3.8	4.0	3.3	4.3	4.4	3.9		2801/12.7	11.7	13.2	G	KGB -F
10. XTRA-F (AOR-NR)	123/ 3.6	4.4	3.8	3.5	4.4	3.8		2925/13.2	13.0	13.5	H	XTRA-F
11. KFSD-F (CL)	113/ 3.3	2.6	3.2	3.5	3.7	3.2		1801/ 8.1	7.4	10.0	E	KFSD-F
12. KIFM-F (J)	106/ 3.1	3.7	3.3	3.0	4.0	3.3		1989/ 9.0	9.6	9.5	G	KIFM-F
13. KCBQ-F (O)	105/ 3.1	2.7	2.2	2.4	2.0	2.6		1858/ 8.4	7.2	8.0	E	KCBQ-F
14. KIOZ-F (AOR)	104/ 3.1	4.1	3.2	3.2	2.9	3.4		1975/ 8.8	7.5	6.5	E	KIOZ-F
15. KFMB (FS)	103/ 3.0	3.5	3.8	2.9	3.6	3.3		2136/ 9.7	11.5	11.2	G	KFMB
16. XHRM-F (AOR-P)	101/ 3.0	3.1	3.0	2.9	2.8	3.0		2506/11.3	11.2	11.4	D	XHRM-F
17. KFI (T)	92/ 2.7	3.0	3.3	2.7	2.9	2.9		1465/ 6.6	7.7	7.0	D	KFI
18. KFMB-F (AC)	91/ 2.7	1.8	1.9	1.7	2.3	2.0		2312/10.4	9.7	10.2	E	KFMB-F
19. KPOP (ST)	90/ 2.7	3.0	3.1	3.1	3.2	3.0		1157/ 5.2	6.0	6.8	C	KPOP
20. KCLX-F (O-70's)	80/ 2.4	2.2	2.5	2.0	2.3	2.3		1936/ 8.8	8.6	8.6	D	KCLX-F
21. XHKY-F (SP)	65/ 1.9	2.6	2.4	0.9	0.9	2.0		713/ 3.2	4.5	1.7	C	XHKY-F
22. XLTN-F (SP)	51/ 1.5	1.2	0.8	1.0	1.6	1.1		641/ 2.9	3.1	2.9		XLTN-F
23. KOGO (T)	47/ 1.4	1.2	0.6	0.7	0.4	1.0		932/ 4.2	2.6	2.5		KOGO
24. KSPA (ST)	46/ 1.4	1.0	0.7	0.8	0.8	1.0		600/ 2.7	1.6	2.0		KSPA
25. KOWF-F (C)	44/ 1.3	1.0	1.4	1.0	0.7	1.2		933/ 4.2	3.2	2.6		KOWF-F

12+ FM SHARE (METRO): 70.20% (2125 of 3027) (FAL 93: 71.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 XHTZ-F>>	1 XHTZ-F	1 KSON-AF<	1 KSON-AF	1 KSON-AF>	1 KSDO >	1 KKLO-F	1 KSDO >	1 KSON-AF	1 XHTZ-F>	1 KSON-F
2 XTRA-F<	2 KKLO-F	2 KKLO-F	2 KGB -F<	2 KYXY-F	2 KSON-AF	2 KSDO	2 KSON-AF	2 XHTZ-F	2 KYXY-F	2 XHTZ-F
3 KKLO-F	3 KGB -F<	3 XHTZ-F	3 KKLO-F	3 KBZS-F	3 KFSD-F	KSON-AF	3 KBZS-F	3 KYXY-F	3 KSON-AF	3 KYXY-F
4	4 XTRA-F<	4 KGB -F	4 KYXY-F<	KGB -F	KBZS-F	4 KFMB	4 KJQY-F	4 KGB -F<	4 XTRA-F	4 KOGO
5	5 KSON-AF	5 KYXY-F	5 KBZS-F	5 KKLO-F<	5 KFMB-F	5 XHTZ-F	5 KFI	5 KKLO-F	5 KKLO-F	5 KKLO-F
6	KIOZ-F	6 KBZS-F	6 KIFM-F	6 KJQY-F	6 KYXY-F	6 KYXY-F	6 KYXY-F	KSDO	6 KFSD-F	KYXY-F
7	7 XHRM-F<	XTRA	7 KJQY-F	7 KIFM-F	7 KJQY-F	7 KIOZ-F<	7	XTRA	7 KGB -F<	7 XLTN-F
8	8 KCBQ-F	XTRA-F	XTRA	8	8 KPOP	8	8	XTRA-F<	8 KJQY-F	8
9	9	9	9	9	9	9	9	9 KBZS-F	9	9
								KJQY-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 XHTZ-F	1 KSON-AF<	1 KSON-AF	1 KSON-AF<	1 KYXY-F	1 XHTZ-F	1 XHTZ-F	1 KGB -F	1 XTRA <	1 KGB -F<
XTRA-F	2 KKLO-F	2 KKLO-F	2 KYXY-F	2 KSON-AF	2 XTRA-F	2 KGB -F	2 KIOZ-F	2 KGB -F	2 XTRA
3 KSON-AF	3 XHTZ-F	3 XTRA	3 KKLO-F	3 KJQY-F<	3 KIOZ-F	3 KIOZ-F	3 KSON-AF	3 XHTZ-F	3 KSON-AF
XHRM-F	4 XTRA-F	4 KYXY-F	4 KBZS-F<	4 KKLO-F	KKLO-F	4 KKLO-F	4 KIFM-F	4 KKLO-F<	4 KSDO
5 KKLO-F	KYXY-F	5 XTRA-F	5 KJQY-F	5 KBZS-F>	5 KCBQ-F	5 XTRA-F	5 XHTZ-F	5 KIOZ-F	5 KIFM-F<
6 KFMB-F	6 XHRM-F	6 XHTZ-F	6 XHTZ-F	6 KIFM-F	XTRA	XTRA	6 XTRA	XTRA-F<	6 KBZS-F
7 KYXY-F	7 KCBQ-F<	7 KCLX-F	7 KCBQ-F<	7 KCBQ-F	7 XHRM-F	7 KCBQ-F	7 KKLO-F	7 KSON-AF	7 KIOZ-F
8 KBZS-F	8 KJQY-F	KJQY-F	8 XHRM-F	8	8	8 XHRM-F<	8 XHRM-F	8	8
9	9	9	9	9	9	9 KSON-AF	XTRA-F	9	9

SAN DIEGO

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
KCBQ	1170	SAN DIEGO	0.9/3.3/ 30/ 736	KKLQ A/F, KOGO, KIOZ-F (Local)	9.3%	9.5%	12.3%
KCEO	1000	VISTA	1.0/3.4/ 33/ 763				
KKLQ	1320	OCEANSIDE	0.1/0.4/ 3/ 78				
KKOS-F	95.9	CARLSBAD	0.4/1.5/ 15/ 323	KJQY-F, KYXY-F (SFX)	8.5%	10.3%	12.7%
KPRZ	1210	SAN MARCOS	0.5/1.8/ 18/ 389		-----	-----	-----
KURS	1040	SAN DIEGO	1.0/1.9/ 34/ 411		17.8%	19.8%	25.0%
XEMO	860	TIJUANA	0.8/2.6/ 28/ 583				
KLOS-F	95.5	LOS ANGELES	0.4/2.3/ 13/ 511				
KNX	1070	LOS ANGELES	1.1/4.3/ 38/ 958				
KWE-F	107.9	SAN CLEMENTE	0.5/1.6/ 17/ 364				
XPRS	1090	TIJUANA	0.5/0.7/ 17/ 162				

RADIO STATIONS

AM STATIONS

KCBQ, 1170,	50 KW/5 KW (DA-2)	, SEE KCBQ-FM				
KCEO, 1000,	2.5 KW/250 W (DA-2)	, Business News	BRN, \$ 32.00	(---)		
KFMB, 780,	5 KW (DA-N)	, Full Service	CBS, \$128.00	(Mc-Guild)	Midwest TV	
KOGO, 600,	5 KW (DA-1)	, Talk	CNN, \$ NA	(Torbet)	KKLQ owner (D)	
KPOP, 1360,	5 KW/1 KW	, Standards	UNISTR, NBC, \$ 43.00	(CBS)	Brown	
KPRZ, 1210,	20 KW/5 KW (DA-2)	, Religion	, \$ 25.00	(---)	Salem (SAN MARCOS)	
KSDO, 1130,	10 KW (DA-2)	, News/Talk	ABC, \$127.00	(Group W)	Gannett	
KURS, 1040,	350 W/40 W	, Hispanic	, \$ 30.00	(Caballero)		
XTRA, 690,	50 KW (DA-2)	, Sports	MBS, \$ 65.00	(MMR)	Noble (TIJUANA)	

FM STATIONS

KBZS, 94.9,	22 KW @ 702	, Oldies	, \$ 70.00	(Banner)	Anaheim	
KCBQ, 105.3,	29 KW @ 620	, Oldies	, \$ 75.00	(D&R)	Compass	
KCLX, 102.9,	32 KW @ 561	, Oldies - 70's	ABC, \$ 60.00	(Group W)	Gannett	
KFMB, 100.7,	30 KW @ 620	, AC/CHR	, \$100.00	(Mc-Guild)	Midwest TV	
KFSD, 94.1,	100 KW @ 640	, Classical	, \$ 82.00	(D&R)	Lotus	
KGB, 101.5,	50 KW @ 500	, AOR/Classic	, \$142.00	(CBS)	Brown	
KIFM, 98.1,	28 KW @ 640	, Jazz	, \$103.00	(CBS)		
KIOZ, 102.1,	10 KW @ 980	, AOR	, \$ 55.00	(Torbet)	KKLQ owner (OCEANSIDE)	
KJOY, 103.7,	36 KW @ 581	, Soft AC	, \$110.00	(MMR)	SFX	
KKLQ, 106.5,	50 KW @ 440	, CHR	AP, MBS, \$161.00	(Christal)		
KSON, 97.3,	50 KW @ 440	, Country	, \$240.00	(Banner)	Jefferson-Pilot	
KYXY, 96.5,	41 KW @ 541	, AC	, \$131.00	(D&R)	SFX	
XHKY, 99.3,	25 KW @ 328	, Hispanic	, \$ 38.00	(Katz Hisp.)	(TIJUANA)	
XHRM, 92.5,	100 KW @ ?	, AOR-P	ABC, \$ 48.00	(Banner)	(TIJUANA)	
XHTZ, 90.3,	100 KW @ 994	, CHR	, \$ 60.00	(Torbet)	(TIJUANA)	
XLTN, 104.5,	60 KW @ 994	, Hispanic	, \$ 40.00	(Katz Hisp.)	(TIJUANA)	
XTRA, 91.1,	100 KW @ 686	, New AOR	, \$160.00	(MMR)	Noble (TIJUANA)	

Miscellaneous: KCLX-F changes to Oldies-70's in September. . . KGMG changes to KKLQ and simulcasts with KKLQ-F (June). . .

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,330,700
 MSA Rank/Pop: 27-(SF); 21-(OAKLAND):
 5,030,000
 DMA # 5
 Average Person Ratings: 15.5
 Market TSL: 20.50 hours

Stations: 48/47
 Diaries: 5553/ 960:1/51.1%
 Sample Target: 3900
 % Below Line: 0.4
 % Not Listed: 13.7

1994 Revenue: \$187,000,000
 HH Inc.: \$46,241
 Retail \$: 43.0 Billion
 Pop per Station: 113,419
 #1 Biller: KGO \$27,400,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KGO (T/N)	685/ 8.3	7.4	7.8	7.8	7.4	7.8	837/12591	10348/19.4	16.8	18.5	K	KGO
2. KCBS (N)	411/ 5.0	4.7	5.0	5.6	5.7	5.1	484/11013	9417/17.7	16.1	17.5	J	KCBS
3. KNBR (FS/T)	366/ 4.4	4.8	5.4	4.2	4.6	4.7	476/7908	6063/11.4	14.3	12.8	K	KNBR
4. KMEL-F (CHR/U)	361/ 4.4	3.8	4.2	4.7	4.3	4.3	394/7764	6908/13.0	12.9	12.7	I	KMEL-F
5. KOIT-AF (SAC)	349/ 4.3	3.9	4.0	4.3	3.5	4.1	370/6515	6152/11.5	12.5	10.2	I	KOIT-AF
6. KFRC-AF (O)	312/ 3.7	4.7	3.9	2.8	2.8	3.8	335/6364	5852/11.0	NA	NA	H	KFRC-AF
7. KKSF-F (J)	305/ 3.7	2.8	2.9	3.2	3.2	3.2	305/4328	4263/ 8.0	7.2	8.1	H	KKSF-F
8. KDFC-AF (CL)	304/ 3.6	3.3	2.0	2.3	2.6	2.8	307/4964	4819/ 9.0	6.5	7.3	E	KDFC-AF
9. KIOI-F (AC)	300/ 3.6	3.9	3.5	3.5	3.1	3.6	306/5811	5663/10.6	10.9	11.1	I	KIOI-F
10. KYLD-FF (U/CHR)	283/ 3.4	2.9	4.1	4.5	4.7	3.7	320/7368	6415/12.0	12.7	13.1	H	KYLD-FF
11. KITS-F (AOR-NR)	244/ 3.0	3.1	2.6	2.6	2.9	2.8	254/5012	4782/ 9.0	9.3	7.7	H	KITS-F
12. KBLX-F (J/U)	224/ 2.7	2.8	3.2	3.5	2.8	3.1	226/4169	4051/ 7.6	8.3	7.8	H	KBLX-F
13. KSAN-F (C)	223/ 2.7	2.4	2.4	3.4	3.1	2.7	233/4050	3839/ 7.2	7.7	8.2	I	KSAN-F
14. KABL (ST)	205/ 2.5	2.9	3.1	2.8	2.1	2.8	207/2973	2959/ 5.5	5.2	4.5	D	KABL
15. KRQR-F (CL AOR)	192/ 2.3	2.4	2.4	2.0	2.6	2.3	210/4590	4268/ 8.0	8.5	7.8	G	KRQR-F
16. KFOG-F (AOR-P)	181/ 2.2	2.1	2.2	2.0	2.3	2.1	183/3768	3637/ 6.8	6.7	6.8	H	KFOG-F
17. KOME-F (AOR)	162/ 2.0	1.9	1.2	1.0	1.3	1.5	185/3941	3528/ 6.6	4.5	4.2		KOME-F
18. KSJO-F (AOR)	161/ 1.9	2.0	2.2	2.1	2.4	2.1	180/3345	3001/ 5.6	5.9	5.8		KSJO-F
19. KLOK (SP)	158/ 1.9	1.9	1.6	1.6	1.4	1.8	172/1644	1381/ 2.6	2.8	2.2		KLOK
20. KABL-F (O-70's)	157/ 1.9	1.8	1.6	1.4	1.7	1.7	174/3360	3148/ 5.9	6.3	7.3	D	KABL-F
21. KBAY-F (SAC)	151/ 1.8	1.9	2.3	2.3	2.0	2.1	192/2964	2355/ 4.4	4.5	3.9		KBAY-F
22. KSOL-F (B/AC)	148/ 1.8	1.5	1.1	1.0	0.9	1.4	149/3223	3176/ 6.0	5.3	4.6	C	KSOL-F
23. KYCY-F (C)	141/ 1.7	1.7	1.1	1.7	1.8	1.6	152/2479	2304/ 4.3	3.5	6.8	D	KYCY-F
24. KHOT-F (CHR)	100/ 1.2	1.0	1.2	1.4	1.6	1.2	101/2362	2332/ 4.2	4.6	4.6		KHOT-F
25. KRTY-F (C)	81/ 1.0	0.8	1.0	1.1	1.0	1.0	85/1611	1526/ 2.9	2.8	2.6		KRTY-F
26. KKHI-F (CL)	74/ 0.9	---	---	---	---	---	78/1341	1341/ 2.5	---	---		KKHI-F
27. KOFY (SP)	72/ 0.9	0.9	1.3	1.4	1.1	1.1	72/1049	1036/ 1.9	2.6	1.9	C	KOFY
28. KKSJ (?)	68/ 0.8	0.6	---	---	---	---	68/734	731/ 1.4	---	---		KKSJ
29. KUFX-F (CL AOR)	66/ 0.8	0.8	0.9	0.8	1.1	0.8	106/2669	1843/ 3.5	3.9	4.3		KUFX-F
30. KDIA (B)	65/ 0.8	0.8	0.8	0.7	0.7	0.8	66/1206	1195/ 2.2	2.0	1.7		KDIA
31. KEZR-F (AC)	62/ 0.7	0.6	0.9	1.0	0.8	0.8	64/1718	1655/ 3.1	3.0	3.0		KEZR-F
32. KFAX (REL)	62/ 0.7	0.8	0.7	0.4	0.6	0.7	64/1196	1135/ 2.1	1.6	2.0		KFAX
33. KARA-F (O)	57/ 0.7	0.8	0.7	0.6	0.8	0.7	63/1448	1311/ 2.5	2.3	2.8		KARA-F
34. KSFO (T)	55/ 0.7	1.2	1.0	1.0	1.0	1.0	60/2010	1831/ 3.4	3.8	4.0	C	KSFO

12+ FM SHARE (METRO): 66.08% (4713 of 7132) (FAL 93: 68.04%)

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 KGO	1 KGO	1 KGO >	1 KGO >	1 KGO	1 KGO >	1 KGO >	1 KGO >	1 KGO >
2 KYLD-FF>	2 KITS-F<	2 KIOI-F	2 KKSF-F	2 KKSF-F<	2 KCBS >	2 KCBS >	2 KNBR	2 KMEL-F	2 KMEL-F	2 KCBS >
3	3 KIOI-F	3 KMEL-F	3 KOIT-AF	3 KOIT-AF	3 KNBR	3 KNBR >	3 KOIT-AF	3 KCBS	3 KYLD-FF	3 KKSF-F>
4	4 KYLD-FF	KKSF-F	4 KIOI-F	4 KIOI-F	4 KDFC-AF	4 KMEL-F	4 KFRC-AF	4 KFRC-AF	4 KDFC-AF	4 KRQR-F
5	5 KSJO-F	KOIT-AF	5 KNBR	KNBR	5 KOIT-AF	5 KOIT-AF	5 KDFC-AF	5 KKSF-F	5 KIOI-F	5 KNBR
6	6 KRQR-F	6 KFRC-AF	6 KFRC-AF	6 KFRC-AF	6 KKSF-F	6 KIOI-F	6 KCBS	6 KOIT-AF	6 KOIT-AF	6 KMEL-F
7	7 KOME-F<	7 KITS-F	7 KBLX-F	7 KBLX-F	7 KFRC-AF	7 KFRC-AF	7 KIOI-F	7 KDFC-AF	7 KKSF-F	7
8	8 KOIT-AF	KNBR	8 KFOG-F	8 KCBS	8 KABL	8 KYLD-FF	8 KKSF-F	8 KIOI-F	8 KCBS	8
9	9 KFOG-F	9 KBLX-F	9 KCBS	9 KSAN-F	9	9	9	9 KYLD-FF	9 KITS-F	9
10	10 KBLX-F	10 KFOG-F	KMEL-F	10 KDFC-AF	10	10	10	KNBR	10 KNBR	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 KMEL-F	1 KMEL-F	1 KIOI-F	1 KOIT-AF<	1 KOIT-AF	1 KMEL-F	1 KMEL-F	1 KNBR	1 KGO	1 KGO
2 KITS-F	2 KIOI-F	2 KOIT-AF	2 KIOI-F	2 KIOI-F	2 KYLD-FF	2 KITS-F<	2 KSJO-F	2 KNBR	2 KNBR >
3 KYLD-FF	3 KOIT-AF	3 KMEL-F	3 KMEL-F	3 KGO	3 KITS-F	3 KSJO-F	3 KITS-F	3 KKSF-F	3 KKSF-F
4 KOME-F	4 KITS-F	4 KFOG-F	4 KKSF-F	KKSF-F	4 KOME-F	4 KYLD-FF	KITS-F	4 KITS-F	4 KFRC-AF
KIOI-F	5 KYLD-FF	5 KSOL-F	5 KFRC-AF	5 KFRC-AF	5 KSJO-F	5 KOME-F	5 KMEL-F	5 KMEL-F	5 KCBS
6 KLOK	6 KFOG-F	6 KYCY-F	6 KGO	6 KDFC-AF	6 KLOK	6 KIOI-F	6 KIOI-F	6 KRQR-F	6 KFOG-F
7 KOIT-AF	7 KSOL-F	7 KBLX-F	7 KBLX-F	7 KBLX-F	7 KIOI-F	7 KRQR-F	7 KBLX-F	7 KFRC-AF	7 KBLX-F
KIOI-F	8 KRQR-F	KRQR-F	8 KYLD-FF	8 KMEL-F	8	KNBR	8 KRQR-F	8 KSJO-F	8 KITS-F
9	9 KLOK-F	9 KKSF-F	9 KITS-F	9 KSAN-F	9	9 KGO	9 KFOG-F	9 KIOI-F	9 KRQR-F
10	KBLX-F	10	10 KSOL-F	10 KSOL-F	10	10	10	10 KFOG-F	10 KOIT-AF

SAN FRANCISCO

OTHER RATED STATIONS			METRO CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
			SHARE/RTG/AQH/CUME						
KBRG-F	104.9	FREMONT	0.4/1.2/ 37/	692	KNEW, KSAN-F, KABL A/F	7.6%	6.5%	8.3%	
KIQI	1010	SAN FRANCISCO	0.5/1.1/ 40/	623	(Shamrock)				
KJAZ-F	92.7	ALAMEDA	0.4/0.9/ 39/	589					
KKIQ-F	101.7	LIVERMORE	0.4/1.5/ 41/	858	KMEL-F, KIOI-F	8.0%	7.7%	12.9%	
KNEW	910	OAKLAND	0.5/1.8/ 44/	975	(Evergreen)				
KPIX-F	95.7	SAN FRANCISCO	0.3/1.7/ 28/	1197					
KRPQ-F	104.9	ROHNERT PARK	0.5/1.1/ 43/	578	KDFC A/F, KKSF-F	7.3%	8.2%	5.8%	
KXFX-F	101.7	SANTA ROSA	0.4/1.0/ 31/	573	(Brown)				
KZST-F	100.1	SANTA ROSA	0.4/1.2/ 34/	641					
KHOP-F	104.1	MODESTO	0.4/1.5/146/	2693	KFRC A/F, KYCY-F	5.4%	6.7%	6.1%	
					(Alliance)				
					KYLD-F, KYLZ-F, KSOL-F	5.2%	4.1%	4.8%	
					(Local, semi-Triopoly)				
					KGO, KSFO	9.0%	7.4%	15.6%	
					(Cap Cities/ABC)				
					KOFY, KDIA	1.7%	1.3%	< 2.0%	
					(Local, semi-duopoly)				
						44.2%	41.9%	54.6%	

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, Standards	, \$ NA (Christal)	Shamrock
KCBS, 740, 50 KW (DA-2)	, News	CBS, \$ 304.00 (CBS)	CBS
KDIA, 1310, 5 KW (DA-1)	, Black	, \$ 35.00 (K & P)	KOFY owner (D)
KEST, 1450, 1 KW	, Ethnic	, \$ 38.00 (---)	Douglas
KFAX, 1100, 50 KW (DA-1)	, Religion	, \$ 41.00 (---)	Salem
KFRC, 610, 5 KW	: SEE KFRC-FM		
KGO, 810, 50 KW	, Talk/News	ABC, \$ 453.00 (Banner)	Cap. Cities/ABC
KIQI, 1010, 10 KW/500W (DA-1)	, Hispanic	, \$ 44.00 (Caballero)	
KNBR, 680, 50 KW	, Talk/Full Service	ABC, \$ 320.00 (Eastman)	Susquehanna
KNEW, 910, 5 KW (DA-N)	, Country	, \$ NA (Mc-Guild)	Shamrock
KOFY, 1050, 50 KW/10 KW (DA-2)	, Hispanic	, \$ 54.00 (Lotus)	
KSFO, 560, 5 KW (DA-N)	, Talk	CNN, MBS, \$ 78.00 (MMR)	Cap Cities/ABC

FM STATIONS

KABL, 98.1, 100 KW @ 941, Oldies	, \$ 95.00 (Christal)	Shamrock
KBLX, 102.9, 7 KW @ 1289, Jazz/Urban	, \$ 172.00 (D & R)	Inner City
KBRG, 104.9, 3 KW @ 298, Hispanic	CRC, \$ 68.00 (Katz Hisp.)	(FREMONT)
KDFC, 102.1, 33 KW @ 1050, Classical	, \$ 85.00 (CMBS)	Brown
KFOG, 104.5, 8 KW @ 1450, Prog. AOR	Source, \$ 142.00 (Eastman)	Susquehanna
KFRC, 99.7, 40 KW @ 1299, Oldies	UNISTR, MBS, \$ 163.00 (Katz)	Alliance
KIOI, 101.3, 125 KW @ 1161, AC/CHR	, \$ 242.00 (Banner)	Evergreen
KITS, 105.3, 15 KW @ 1200, New AOR	, \$ 171.00 (D & R)	Entercom
KJAZ, 92.7, 2 KW @ 400, Jazz	, \$ 40.00 (K & P)	(ALAMEDA)
KPIX, 95.7, 7 KW @ 1289, Talk	, \$ 83.00 (D & R)	Westinghouse
KKSF, 103.7, 8 KW @ 1469, Jazz	, \$ 180.00 (CBS)	Brown
KMEL, 106.1, 69 KW @ 1289, CHR/Urban	, \$ 248.00 (Christal)	Evergreen
KOIT, 96.5, 33 KW @ 1410, Soft AC	, \$ 201.00 (Katz)	Bonneville
KRQR, 97.3, 82 KW @ 1099, Classic AOR	CBS, \$ 144.00 (CBS)	CBS
KSAN, 94.9, 30 KW @ 1210, Country	, \$ 269.00 (Mc-Guild)	Shamrock
KYLD, 107.7, 9 KW @ 1161, Urban/CHR	AP, \$ 132.00 (MMR)	
KSOL, 98.9, 6 KW @ 1355, AC/Urban	, \$ 73.00 (Katz)	KYLD owner
KYCY, 93.3, 50 KW @ 494, Country	UNISTR, \$ 90.00 (MMR)	Alliance

Other Ranked Stations - See San Jose

Miscellaneous: KSFO changed to a Talk format (Aug). . . KTID-F changes to KKHI-F and format from AC to CL (Sep). . .
 KDIA sold to KOFY owner (semi-D) for \$3,000,000. . .

SAN JOSE

Arbitron Rank/Pop (12+): 30/1,302,400

Stations: 42/15

1994 Revenue: \$35,900,000

MSA Rank/Pop: 31/1,560,000

Diaries: 2062/632:1/50.9%

HH Inc.: \$53,236

San Francisco DMA

Sample Target: 2005

Retail \$: 13.8 Bil

Average Person Ratings: 15.1

% Below Line: NA

Pop per Station: 86,827

Market TSL: 20.00 hours

% Not Listed: NA

#1 Biller: KSJO-F \$6,700,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KBAY-F (SAC)	106/ 5.4	5.7	6.3	7.3	5.9	6.2	175/2657	1503/11.5	12.6	10.4	F	KBAY-F
2. KSJO-F (AOR)	97/ 4.9	5.2	5.4	5.6	5.7	5.3	162/2925	1601/12.3	13.5	14.7	G	KSJO-F
3. KLOK (SP)	95/ 4.8	4.2	4.9	3.7	4.3	4.4	149/1453	816/ 6.3	6.5	5.7	G	KLOK
4. KHQT-F (CHR)	93/ 4.7	3.9	4.1	5.3	5.5	4.5	100/2333	1862/14.3	14.2	14.5	E	KHQT-F
5. KOME-F (AOR-P)	87/ 4.4	5.3	2.8	2.2	2.5	3.7	161/3557	2004/15.4	10.4	9.4	E	KOME-F
6. KRTY-F (C)	70/ 3.6	3.0	3.9	3.5	3.9	3.5	82/1559	1289/ 9.9	9.2	9.2	E	KRTY-F
7. KKSJ (ST)	57/ 2.9	1.4	0.8	---	---	---	65/656	487/ 3.7	1.5	---	A	KKSJ
8. KDFC-AF (CL)	55/ 2.8	2.8	3.3	3.3	3.2	3.1	149/2451	848/ 6.5	6.3	5.7		KDFC-AF
KEZR-F (AC/CHR)	55/ 2.8	2.8	3.3	3.3	3.2	3.1	61/1590	1328/10.2	10.2	10.2	F	KEZR-F
10. KARA-F (O)	53/ 2.7	3.0	2.6	2.0	2.3	2.6	62/1410	1116/ 8.6	7.6	8.0	D	KARA-F
11. KUFX-F (CL AOR)	46/ 2.3	2.3	2.4	2.8	3.7	2.5	101/2455	1163/ 8.9	10.2	12.3	E	KUFX-F
12. KSJX (E)	21/ 1.1	0.4	0.7	0.4	---	0.7	22/224	208/ 1.6	2.2	---		KSJX
13. KAZA (SP)	14/ 0.7	1.5	0.6	1.2	0.9	1.0	19/203	135/ 1.0	1.7	2.1		KAZA
14. KNTA (SP)	9/ 0.5	---	0.8	---	0.5	---	11/221	187/ 1.4	1.7	1.2		KNTA
15.												

NOTE: San Jose is a portion of the San Francisco metro. Only stations home to the San Jose metro are included in the rankers.

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 KSJO-F	1 KBAY-F>	1 KSJO-F<	1 KBAY-F	1 KBAY-F	1 KHQT-F	1 KLOK
2 KOME-F	2 KLOK	2 KLOK	2 KBAY-F<	2 KBAY-F	2 KKSJ	2 KLOK	2 KSJO-F	2 KHQT-F	2 KOME-F	KSJO-F
3	3 KOME-F	3 KOME-F	3 KUFX-F	3 KRTY-F	3 KDFC-AF	3 KOME-F<	3 KLOK	3 KSJO-F	3 KDFC-AF	3 KUFX
4	4 KHQT-F	4 KHQT-F	4 KLOK	4 KLOK	4 KRTY-F	4 KHQT-F	KRTY-F	KOME-F	4 KBAY-F	4
5	5 KEZR-F	5 KRTY-F	KRTY-F	KUFX-F	5	5 KBAY-F	5 KARA-F	5 KRTY-F	5 KEZR-F	5
6	6	6	6	6	6	6	6	6	6	6
7	7	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 KLOK	1 KLOK >	1 KLOK	1 KLOK	1 KBAY-F	1 KLOK	1 KSJO-F>	1 KSJO-F	1 KSJO-F>	1 KSJO-F>
2 KHQT-F	2 KHQT-F	2 KRTY-F	2 KHQT-F	2 KRTY-F	KSJO-F	2 KOME-F<	2 KOME-F	2 KOME-F	2 KUFX-F
3 KOME-F	3 KOME-F	3 KARA-F	KRTY-F	3 KARA-F	3 KOME-F	3 KLOK	3 KARA-F	KLOK	3 KRTY-F
4	KSJO-F	KSJO-F	4 KBAY-F<	4 KEZR-F	4 KEZR-F	4 KHQT-F	KLOK	4 KHQT-F	KBAY-F
5	5 KRTY-F	5 KOME-F	5 KSJO-F	KLOK	5	5 KEZR-F	5 KHQT-F	5 KUFX-F	5 KLOK
6	6	KEZR-F	6	6	6	6	6	6	KOME-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KDON-F	102.5	SALINAS	0.4/2.2/ 53/1297	KLIV, KARA-F, KRTY-F (Kieve)	6.3%	7.4%	18.1%

SEE SAN FRANCISCO FOR MORE INFORMATION ABOUT THE FOLLOWING:

KABL	0.9/ 1.8	KFRC-F	2.6/ 8.3	KOIT-F	2.8/10.2
KABL-F	0.5/ 2.9	KGO	8.4/20.0	KROR-F	0.5/ 3.5
KBLX-F	1.9/ 5.3	KIOI-F	3.2/10.2	KSAN-F	2.5/ 6.2
KBRG-F	0.9/ 2.7	KITS-F	2.5/ 7.6	KSFO	0.5/ 2.9
KCBS	3.6/14.5	KKSF-F	2.4/ 6.6	KSOL-F	0.6/ 2.1
KEST	0.4/ 0.9	KMEL-F	1.5/ 7.1	KYCY-F	1.4/ 4.4
KFAX	0.9/ 2.1	KHBR	4.4/10.9	KYLD-F	2.5/ 9.7
KFOG-F	0.8/ 2.9	KHEW	0.5/ 1.1	KYLZ-F	0.2/ 1.4
KFRC	0.6/ 2.9	KOIT	0.2/ 0.9		

SAN JOSE

RADIO STATIONS

KAZA,	1290,	5 KW (DAYS, DA)	,	Hispanic	CRC,	\$ 29.00 (Caballero)		
KKSJ,	1370,	5 KW (DA-2)	,	Standards	UPI,	\$ NA (MMR)		
KLIV,	1590,	5 KW	,	News	CNN,	\$ NA (MMR)	Empire	
KLOK,	1170,	50 KW/5 KW (DA-2)	,	Hispanic	CRC,	\$ 70.00 (Katz Hisp.)		
KNTA,	1430,	1 KW/2.5 KW (DA-2)	,	Hispanic		\$ 36.00 (Lotus)		
KARA-F,	105.7,	50 KW @ 500	,	Oldies		\$ 80.00 (MMR)	Empire	
KBAY-F,	100.3,	15 KW @ 2578	,	Soft AC		\$ 85.00 (MMR)		
KEZR-F,	106.5,	50 KW @ 430	,	AC/CHR		\$100.00 (Christal)		
KHQT-F,	97.7,	1.7 KW @ 449	,	CHR		\$ 68.00 (D&R)	Anaheim	(LOS ALTOS)
KOME-F,	98.5,	13 KW @ 879	,	AOR-P		\$ 90.00 (Torbet)	Infinity	
KRTY-F,	95.3,	0.9 KW @ 859	,	Country		\$ 62.00 (MMR)	Empire	(LOS GATOS)
KSJO-F,	92.3,	50 KW @ 466	,	AOR	ABC,	\$121.00 (Mc-Guild)	Bay Com	
KUFX-F,	94.5,	1.2 KW @ 2535	,	Classic AOR		\$ 60.00 (D&R)		(GILROY)
KSRI-F,	99.1,	1.1 KW @ 2611	,	AC		\$ NA (Katz)	KYLD-F owner	(SANTA CRUZ)

Miscellaneous: KSJX from Baycom to Douglass for \$2,100,000. . .

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

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

SANTA ROSA

Arbitron Rank/Pop (12+): 115/348,800
 MSA Rank/Pop: 117/422,000
 San Francisco DMA
 Average Person Ratings: 14.9
 Market TSL: 20.25 hours

Stations: 31/9
 Diaries: 755/462:1/51.6%
 Sample Target: 660
 % Below Line: 49.4
 % Not Listed: 14.8

1994 Revenue: \$7,400,000
 HH Inc.: \$48,376
 Retail \$: 3.5 Bil
 Pop per Station: 38,756
 #1 Biller: KZST-F \$2,600,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. KGO (T)	44/ 8.5	8.8	8.5	7.2	9.5	----	44/692	692/19.8	17.2	22.2	KGO
2. KRPO-F (C)	43/ 8.3	10.8	4.9	9.7	7.7	----	43/563	563/16.1	18.2	13.3	C KRPO-F
3. KZST-F (AC)	33/ 6.3	7.7	9.0	11.3	10.5	----	33/608	608/17.4	19.0	22.3	D KZST-F
4. KXFX-F (AOR)	30/ 5.8	4.9	8.1	10.0	7.4	----	30/515	515/14.8	16.4	19.0	C KXFX-F
5. KABL (ST)	28/ 5.4	4.7	5.0	0.2	0.9	----	28/366	366/10.5	8.1	8.8	KABL
6. KCBS (N)	24/ 4.6	4.7	4.1	4.9	4.5	----	24/612	612/17.5	14.1	17.7	KCBS
KNBR (T/SPRTS)	24/ 4.6	7.7	4.7	7.2	5.2	----	24/442	442/12.7	17.6	14.7	KNBR
KLCQ-F (CHR)	24/ 4.6	2.4	3.1	3.1	4.9	----	24/428	428/12.3	9.5	10.5	B KLCQ-F
9. KMEL-F (CHR)	20/ 3.8	3.4	3.4	2.3	4.7	----	20/327	327/ 9.4	10.7	8.3	KMEL-F
KRQR-F (CL AOR)	20/ 3.8	2.4	3.6	3.5	1.6	----	20/310	310/ 8.9	9.6	10.7	KRQR-F
11. KITS-F (AOR-NR)	19/ 3.7	1.7	1.4	2.5	2.0	----	19/255	255/ 7.3	5.5	4.4	KITS-F
12. KFRC-AF (O)	18/ 3.5	2.3	2.8	4.4	5.8	----	18/303	303/ 8.7	NA	NA	KFRC-AF
13. KMGF-F (O)	16/ 3.1	2.8	4.3	3.9	3.2	----	16/445	445/12.8	10.5	13.2	B KMGF-F
14. KSRO (N/T)	13/ 2.5	4.1	4.0	3.5	3.6	----	13/352	352/10.1	10.0	9.4	B KSRO
KDFC-AF (CL)	13/ 2.5	---	0.7	1.0	0.9	----	13/215	215/ 6.2	----	3.2	KDFC-AF
16. KRSH-F (O?)	11/ 2.1	2.6	---	---	---	----	11/235	235/ 6.7	6.3	---	A KRSH-F
17.											
18.											
19.											
20.											

NOTE: The Santa Rosa TSA and MSA are the same.

12+ FM SHARE (METRO): 60.05% (266 of 443) (FAL 93: 63.18%)

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 KRPO-F	1 KRPO-F	1 KRPO-F	1 KGO	1 KGO	1 KGO <	1 KRPO-F<	1 KGO	1 KRPO-F>>
2 KITS-F>	2 KRPO-F<	2 KZST-F	2 KZST-F	2 KZST-F	2 KABL	2 KRPW-F	2 KRPO-F	2 KGO	2 KRPO-F	2 KGO
3	3 KLCQ-F>	3 KXFX-F	3 KGO	3 KGO	3 KRPO-F<	3 KZST-F<	3 KZST-F	3 KZST-F	3 KMEL-F	3 KCBS
4	4 KZST-F	4 KLCQ-F	4 KLCQ-F	4 KLCQ-F	4 KCBS	4 KCBS	4 KNBR	4 KXFX-F	4 KITS-F	4 KRQR-F
5	5 KITS-F	5	5	5	5 KZST-F	5 KNBR	5	5	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 KXFX-F	1 KRPO-F	1 KRPO-F	1 KRPO-F	1 KRPO-F	1 KXFX-F	1 KXFX-F>	1 KXFX-F	1 KXFX-F	1 KLCQ-F
2 KRPO-F	2 KXFX-F	2 KLCQ-F	2 KZST-F>	2 KZST-F>	2 KITS-F	2 KLCQ-F	2 KLCQ-F	2 KLCQ-F	2 KGO
3 KLCQ-F	3 KLCQ-F	KXFX-F	3 KXFX-F	3 KGO	KMEL-F	3 KRPO-F	3 KGO	3 KRPO-F	3 KRPO-F
4	4 KZST-F	4	KMGG-F	KMGG-F	4	4 KGO	4	4 KRQR-F	4 KXFX-F
5	5 KRRS	5	5	5	5	5 KITS-F	5	5 KZST-F	5 KRQR-F
6	6	6	6	6	6	6	6	6 KGO	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG/AOH	TSA CUME	TSA CUME	DUOPOLY REPORT	12+	25-54	REVENUE
KMXN	1150	SANTA ROSA	1.3/2.1/	7/ 72	KSRO, KLCQ-F, KXFX-F	12.9%	13.7%	38.2%
KRPS	1460	SANTA ROSA	1.7/4.4/	9/ 153	(Fuller-Jeffrey)			

SEE SAN FRANCISCO FOR MORE ABOUT THE FOLLOWING:

KABL-F	1.2/ 4.2	KNEW	1.3/ 4.0
KBLX-F	0.6/ 2.4	KOFY	0.6/ 1.9
KIOI-F	0.8/ 3.0	KOIT-F	0.6/ 3.1
KKHI-F	0.6/ 1.0	KSAN-F	0.4/ 3.0
KKSI-F	1.5/ 3.4	KSFO	1.0/ 4.0
		KYLD-F	0.6/ 3.6

SANTA ROSA

RADIO STATIONS

KSRO , 1350, 5 KW (DA-2) , News/Talk	TALKNT NBC, \$19.00 (Eastman)	Fuller-Jeffrey	
KMGG-F, 97.7, 2.1 KW @ 1122 , Oldies	UNISTR, \$22.00 (Katz)	Liggett	(MONTE RIO)
KRPO-F, 104.9, 0.3 KW @ 915 , Country	, \$38.00 (Christal)		(ROHNERT)
KLCO-F, 92.9, 2.3 KW @ 1948 , CHR	, \$19.00 (Eastman)	Fuller-Jeffrey	(HEALDSBURG)
KXFX-F, 101.7, 19 KW @ 384 , AOR	, \$46.00 (Eastman)	Fuller-Jeffrey	
KZSI-F, 100.1, 6 KW @ 239 , AC	UNISTR, \$60.00 (Mc-Guild)		
KRSH-F, 98.7, 0.3 KW @ 1378 , ??	, \$16.00 (---)		(MIDDLETOWN)

Other ranked stations -- See San Francisco

Miscellaneous: KMGG-F sold by Liggett to Dames/Bunyard for \$1,400,000 (MVP). . .

SARASOTA-BRADENTON

Arbitron Rank/Pop (12+): 78/461,100

Stations: 26/7
Diaries: 921/501:1/59.1%
Sample Target: 880
% Below Line: 43.9
% Not Listed: 24.0

1994 Revenue: \$ NA
HH Inc.: \$39,226
Retail \$: 5.4 Bil
Pop per Station: 65,871
#1 Biller: WDUV-F \$3,900,000

MSA Rank/Pop: NA
Tampa DMA
Average Person Ratings: 14.6
Market TSL: 20.00 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. WDUV-F (EZ)	103/15.3	17.6	15.6	18.9	18.7	----	118/1342	1172/25.4	28.9	26.6	E
2. WHPT-F (AOR-P)	54/ 8.0	9.3	7.7	7.9	7.7	----	62/746	655/14.2	16.4	14.6	
3. WSRZ-F (O)	41/ 6.1	4.5	2.1	5.9	4.6	----	41/596	581/12.6	11.9	9.0	
4. WFLZ-F (CHR)	39/ 5.8	4.4	4.6	4.1	4.8	----	46/722	606/13.1	13.9	11.6	
5. WFLA (N/T)	30/ 4.5	4.4	4.2	5.2	4.8	----	30/470	470/10.2	9.6	8.8	
WCTQ-F (C)	30/ 4.5	5.0	5.9	5.0	5.1	----	30/451	414/ 9.0	9.8	10.4	
7. WWRM-F (SAC)	23/ 3.4	3.7	3.8	2.8	4.8	----	24/593	565/12.3	10.8	10.1	
8. WKII (ST)	18/ 2.7	2.3	3.7	2.1	2.0	----	49/449	164/ 3.6	3.6	4.7	
9. WRBQ-F (C)	17/ 2.5	3.5	5.3	2.3	0.9	----	17/343	343/ 7.4	9.0	10.6	
10. WSUN (T)	16/ 2.4	1.4	1.8	---	0.7	----	17/281	241/ 5.2	4.4	4.1	
WCOF-F (O-70's)	16/ 2.4	3.5	2.1	4.7	10.0	----	16/295	295/ 6.4	7.0	6.7	
12. WKXY (T)	15/ 2.2	1.0	0.5	---	---	----	15/208	201/ 4.4	3.9	2.4	
13.											
14.											
15.											

12+ FM SHARE (METRO): 76.71% (392 of 511) (FAL 93: 81.67%)

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 WHPT-F>	1 WHPT-F>	1 WHPT-F>	1 WHPT-F>	1 WDUV-F>>>1	WDUV-F>	1 WDUV-F>	1 WDUV-F>	1 WDUV-F>	1 WSUN-F
2	2 WFLZ-F>	2 WFLZ-F>	2 WSRZ-F>	2 WSRZ-F>	2	2 WHPT-F	2 WHPT-F	2 WHPT-F>	2 WFLZ-F>	2 WWRM-F
3	3 WXTB-F	3 WSRZ-F>	3 WFLZ-F	3 WCTQ-F	3	3 WSRZ-F	3 WSRZ-F	3 WSRZ-F	3 WHPT-F<	WFLA
4	4 WCOF-F	4 WCTQ-F	4 WCTQ-F	4 WFLZ-F	4	4 WFLA	4 WFLA	4 WFLZ-F	4 WXTB-F	4 WDUV-F
5	5	5	WCOF-F	5	5	5 WFLZ-F	5 WCTQ-F	5	5 WFLA	5
6	6	6	6	6	6	WCTQ-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F	1 WHPT-F<	1 WHPT-F	1 WHPT-F	1 WHPT-F	1 WFLZ-F	1 WHPT-F<	1 WHPT-F	1 WHPT-F>>	1 WHPT-F>>
2 WHPT-F	2 WFLZ-F>	2 WFLZ-F	2 WFLZ-F	2 WSRZ-F	2 WXTB-F	2 WFLZ-F>	2 WCOF-F	2 WFLZ-F	2 WSRZ-F>
WRBQ-F	3 WWRM-F	3	3 WSRZ-F	3 WCTQ-F	3 WHPT-F	3 WXTB-F	3 WXTB-F	3 WSRZ-F	3 WFLA >
WWRM-F	4 WXTB-F	4	4 WCTQ-F	4 WWRM-F	4	4 WCOF-F	4	4 WCOF-F	4 WCOF-F
5	5	5	5	5	5	5 WSRZ-F	5	5	5
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WAMR 1320 VENICE	1.3/2.9/ 10/ 146	NONE AS OF FEBRUARY 1995			
WBRD 1420 BRADENTON	0.9/3.9/ 6/ 178				
WISP-F 98.7 HOLMES BEACH	1.8/6.1/ 12/ 289				
WINK-F 96.9 FORT MYERS	1.9/6.1/ 37/ 564				
WRXK-F 96.1 BONITA SPRINGS	0.6/2.1/ 15/ 291				

SEE TAMPA FOR MORE ABOUT THE FOLLOWING:

WGUL 1.9/ 3.3	WRBQ 0.4/ 0.5
WHNZ 0.4/ 1.8	WRMD 0.7/ 1.0
WMTX-AF 1.6/ 7.9	WXTB-F 2.2/ 6.3
WQYK-F 1.6/ 5.4	WYUU-F 0.6/ 4.2

SARASOTA-BRADENTON

RADIO STATIONS

WAMR , 1320, 5 KW/1 KW (DA-2) , Standards	UNISTR NBC, \$13.00 (---) Asterisk (VENICE)
WBRD , 1420, 2.5 KW/1 KW (DA-2) , Talk	TALKNT ABC, \$14.00 (Christal)
WSPB , 1450, 1 KW , Classical	, \$15.00 (CMBS) Wilks-Schwartz
WCTO-F, 92.1, 6 KW @ 285 , Country	NBC ABC, \$30.00 (---) Asterisk (VENICE)
WDUV-F, 103.3, 100 KW @ 581 , EZ	MBS, \$80.00 (Christal)
WISP-F, 98.7, 3 KW @ 328 , Soft AC	CNN, \$27.00 (---) (HOLMES BCH)
WSRZ-F, 106.3, 3.6 KW @ 259 , Oldies	, \$32.00 (Eastman) Wilks-Schwartz

WINK-F -- See Fort Myers in "Small Market Edition"

Other ranked stations -- See Tampa

Miscellaneous: WYNF-F (Coral Cove) 75% sold by Wilks-Schwartz to D&F for \$207,500 (Blackburn). . .

SAVANNAH

Arbitron Rank/Pop (12+): 153/224,600

Stations: 18/15

1994 Revenue: \$10,400,000

MSA Rank/Pop: 165/276,000

Diaries: 656/342:1/48.7%

HH Inc.: \$29,597

DMA # 101

Sample Target: 640

Retail \$: 2.5 Bil

Average Person Ratings: 17.3

% Below Line: 4.1

Pop per Station: 14,973

Market TSL: 22.75 hours

% Not Listed: 16.0

#1 Biller: WCHY-AF \$2,100,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WJCL-F (C)	48/12.4	10.3	9.3	13.5	8.8	----	80/1139	488/21.7	21.8	22.1	C	WJCL-F
2. WEAS-F (B)	46/11.9	10.3	10.9	11.9	10.2	----	66/842	408/18.2	19.2	21.0	B	WEAS-F
3. WL VH-F (B)	44/11.3	12.0	14.1	10.2	11.6	----	67/789	455/20.3	20.8	23.4	C	WL VH-F
4. WCHY-F (C)	31/ 8.0	11.1	9.0	9.9	11.9	----	98/1161	483/21.5	20.0	19.7	D	WCHY-F
5. WSOK (B)	29/ 7.5	7.7	6.9	6.4	6.5	----	30/296	285/12.7	12.5	13.2	SEE WL VH	WSOK
6. WA EV-F (AC)	21/ 5.4	6.6	5.3	5.0	4.5	----	41/741	346/15.4	17.2	14.9	C	WA EV-F
7. WGCO-F (O)	19/ 4.9	4.3	2.4	2.2	2.8	----	52/813	304/13.5	12.0	7.7	B	WGCO-F
8. WBMO (T)	18/ 4.6	4.3	6.1	4.1	4.5	----	28/341	206/ 9.2	8.9	12.2	A	WBMO
9. WZAT-F (CHR)	14/ 3.6	3.4	2.1	3.9	6.2	----	37/636	285/12.7	13.2	11.9	B	WZAT-F
10. WNCK-F (C)	10/ 2.6	4.3	5.3	3.0	4.8	----	23/308	113/ 5.0	8.5	7.4	A	WNCK-F
WRHO-F (AC)	10/ 2.6	2.0	1.6	2.2	2.3	----	10/164	150/ 6.7	4.9	5.6	A	WRHO-F
12. WIXV-F (AOR)	8/ 2.1	8.0	6.9	8.3	5.9	----	33/646	283/12.6	12.2	15.5	C	WIXV-F
13. WLOW-F (ST)	7/ 1.8	0.6	---	---	---	----	12/220	94/ 4.1	1.9	---	A	WLOW-F
WQOT-F (?)	7/ 1.8	0.6	---	---	---	----	9/84	71/ 3.2	1.6	---	A	WQOT-F

12+ FM SHARE (METRO): 84.97% (277 of 326) (FAL 93: 82.20%)

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 WL VH-F<	1 WL VH-F	1 WL VH-F	1 WSOK	1 WJCL-F	1 WJCL-F	1 WEAS-F<	1 WEAS-F>	1 WSOK
2 WA EV-F	2 WL VH-F	2 WEAS-F<	2 WJCL-F	2 WJCL-F	2 WJCL-F	2 WSOK	2 WL VH-F<	2 WJCL-F<	2 WL VH-F	WL VH-F
WJCL-F	3 WJCL-F>	3 WJCL-F>	3 WEAS-F>	3 WEAS-F>	3 WCHY-F	3 WL VH-F	3 WEAS-F	3 WL VH-F	3 WJCL-F>	3 WJCL-F
WZAT-F	4 WA EV-F	4 WGCO-F	4 WGCO-F	4 WL VH-F<	4 WEAS-F	4 WBMO	4 WCHY-F	4	4	4 WEAS-F
5	5	5	5	5 WCHY-F	5 WGCO-F	5 WCHY-F	WCHY-F	5	5	5 WCHY-F
6	6	6	6	6	6	6	6	6	6	6

WOM 18-34	WOM 18-34	WOM 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 WL VH-F	1 WL VH-F	1 WL VH-F	1 WL VH-F	1 WEAS-F	1 WEAS-F>	1 WL VH-F	1 WEAS-F>	1 WL VH-F
2 WA EV-F	2 WJCL-F	2 WJCL-F	2 WJCL-F	2 WJCL-F>	2 WA EV-F	2 WJCL-F	2 WEAS-F	2 WJCL-F	2 WEAS-F<
WJCL-F	3 WEAS-F>	3 WEAS-F	3 WEAS-F	3 WCHY-F	WJCL-F	3 WL VH-F>	3 WJCL-F	WL VH-F>	3 WJCL-F>
WJCL-F	4 WA EV-F	4	4	4 WCHY-F	4	4	4	4 WGCO-F	4 WGCO-F
WZAT-F	5 WCHY-F	5	5 WA EV-F	5 WA EV-F	5	5	5	5	5 WBMO
6	6	6	6	6	6	6	6	6	6

STATION	MARKET RATING	12+ FM SHARE	REVENUE
WJCL-F	A	21.8	22.1
WEAS-F	B	19.2	21.0
WL VH-F	C	20.8	23.4
WCHY-F	D	20.0	19.7
WSOK	SEE WL VH	12.5	13.2
WA EV-F	C	17.2	14.9
WGCO-F	B	12.0	7.7
WBMO	A	8.9	12.2
WZAT-F	B	13.2	11.9
WNCK-F	A	8.5	7.4
WRHO-F	A	4.9	5.6
WIXV-F	C	12.2	15.5
WLOW-F	A	1.9	---
WQOT-F	A	1.6	---

SAVANNAH

RADIO STATIONS

WBMO	,	630,	5 KW (DA-N)	,	Talk		CBS, \$15.00 (Katz)	McCormick
WCHY	,	1290,	5 KW (DA-N)	,	News/Sports		ABC, \$11.00 (Christal)	Wheeling-Pittsburgh
WSOK	,	1230,	1 KW	,	Black		UNISTR AURN, \$17.00 (Banner)	Opus
WAEV-F,		97.3,	100 KW @ 991	,	AC		UNISTR, \$28.00 (Banner)	Opus
WCHY-F,		94.1,	100 KW @ 1319	,	Country		ABC, \$47.00 (Christal)	Wheeling-Pittsburgh
WEAS-F,		93.1,	100 KW @ 308	,	Black		ABC, \$24.00 (D & R)	
WGCO-F,		98.3,	100 KW @ 981	,	Oldies		CNN, \$17.00 (Eastman)	Clark (MIDWAY)
WIXV-F,		95.5,	100 KW @ 856	,	AOR		, \$30.00 (Katz)	McCormick
WJCL-F,		96.5,	100 KW @ 1161	,	Country		UNISTR NBC, \$34.00 (D & R)	Lewis
WLOW-F,		106.9,	50 KW @ 443	,	Standards		MBS, \$15.00 (K & P)	(BLUFFTON, SC)
WLVH-F,		101.1,	50 KW @ 476	,	Black/AC		UNISTR, \$23.00 (Banner)	Opus (HARDEEVILLE, SC)
WRHQ-F,		105.3,	11 KW @ 485	,	AOR/AC		, \$12.00 (K & P)	(RICHMOND HILL)
WYKZ-F,		98.7,	100 KW @ 708	,	Soft AC		, \$17.00 (Eastman)	DeDominicis (BEAUFORT)
WZAT-F,		102.1,	100 KW @ 1322	,	CHR		ABC, \$21.00 (K & P)	
WFXH-F,		106.1,	11 KW @ 794	,	AOR/Classic		, \$15.00 (---)	Adventure (HILTON HEAD)

Miscellaneous: WGCO-F sold by Intermart to Clark for \$935,000 (Gordon Rice). . . WCHY A/F sold by Roth to Wheeling-Pittsburgh for \$4,800,000 (E) (MVP). . .

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 13/2,696,500
 MSA Rank/Pop: 22 - Seattle
 80 - Tacoma 3,280,000
 DMA # 13
 Average Person Ratings: 15.4
 Market TSL: 20.50 hours

Stations: 30/30
 Diaries: 2832/ 952:1/54.9%
 Sample Target: 2825
 % Below Line: 0.0
 % Not Listed: 10.2

1994 Revenue: \$110,300,000
 HH Inc.: \$40,721
 Retail \$: 29.8 Bil
 Pop per Station: 89,883
 #1 Biller: KIRO \$15,000,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KIRO (N/T)	296/ 7.1	6.4	6.1	6.0	7.0	6.4	326/5897	5491/20.4	19.4	22.7	J	KIRO
2. KMPS-AF (C)	271/ 6.5	7.9	8.6	7.3	8.9	7.6	306/4784	4251/15.8	18.6	16.7	I	KMPS-AF
3. KVI (T)	229/ 5.5	6.8	6.4	4.6	5.4	5.8	255/3072	2829/10.5	10.2	10.5	G	KVI
4. KUBE-F (CHR)	223/ 5.4	5.2	5.5	6.2	5.9	5.6	234/4401	4161/15.4	15.4	15.9	G	KUBE-F
5. KOMO (FS)	215/ 5.2	3.2	3.8	4.2	4.3	4.1	221/4538	4190/15.5	12.0	15.1	F	KOMO
6. KBSG-AF (O)	214/ 5.2	5.2	6.6	6.7	6.6	5.9	236/4477	4038/15.0	18.8	17.2	I	KBSG-AF
7. KIXI (ST)	212/ 5.1	3.6	3.9	4.3	3.9	4.2	240/2647	2314/ 8.6	8.2	8.5	C	KIXI
8. KNDD-F (AOR-NR)	208/ 5.0	5.2	4.1	3.6	3.6	4.5	223/3897	3667/13.6	13.3	11.2	G	KNDD-F
9. KISW-F (AOR)	161/ 3.9	5.3	4.7	3.9	4.1	4.5	172/2612	2438/ 9.0	11.1	10.4	G	KISW-F
10. KJR -F (O-70's)	158/ 3.8	4.1	3.1	2.5	2.0	3.4	176/3032	2859/10.6	8.9	6.8	E	KJR -F
11. KPLZ-F (CHR)	156/ 3.8	4.0	4.1	4.4	2.6	4.1	184/3796	3412/12.7	13.3	11.1	G	KPLZ-F
12. KRPM-F (C)	154/ 3.7	3.8	4.8	4.2	4.2	4.1	161/2861	2681/ 9.9	11.3	10.6	G	KRPM-F
13. KLSY-F (AC)	150/ 3.6	3.5	3.5	4.5	4.7	3.8	152/2997	2958/11.0	10.7	11.8	G	KLSY-F
14. KMTT-F (AOR-P)	144/ 3.5	3.0	2.9	3.0	2.9	3.1	150/2284	2191/ 8.1	7.4	7.5	F	KMTT-F
15. KZOK-F (CL AOR)	139/ 3.3	4.5	3.4	3.5	4.3	3.7	141/2949	2828/10.5	11.7	12.2	G	KZOK-F
16. KYCW-F (C)	137/ 3.3	1.6	2.7	2.6	3.0	2.6	146/2180	1937/ 7.2	9.0	9.4	C	KYCW-F
17. KING-F (CL)	132/ 3.2	4.2	4.2	4.4	3.8	4.0	159/2630	2434/ 9.0	9.4	11.7	E	KING-F
18. KEZX-F (J)	112/ 2.7	2.3	2.2	2.9	2.6	2.5	117/1440	1386/ 5.1	4.0	5.0	D	KEZX-F
19. KRWM-F (SAC)	109/ 2.6	2.0	2.7	2.7	2.0	2.5	110/1723	1694/ 6.3	6.5	6.2	E	KRWM-F
20. KJR (SPRTS)	93/ 2.2	2.0	2.2	2.6	1.6	2.3	95/1973	1882/ 7.0	8.7	7.5	D	KJR
21. KCMS-F (REL)	63/ 1.5	1.7	1.4	1.3	1.4	1.5	66/1289	1240/ 4.6	4.5	4.3		KCMS-F
22. KIRO-F (T)	45/ 1.1	0.7	0.9	0.9	0.8	0.9	46/1057	976/ 3.6	4.0	4.1		KIRO-F
23.												
24.												
25.												

12+ FM SHARE (METRO): 68.84% (2569 of 3732) (FAL 93: 70.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUBE-F>>	1 KNDD-F	1 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KIRO	1 KIRO >	1 KVI	1 KMPS-AF	1 KUBE-F	1 KIRO
2 KNDD-F	2 KISW-F	2 KNDD-F	2 KBSG-AF<	2 KBSG-AF	2 KIXI <	2 KMPS-AF	2 KMPS-AF	2 KIRO <	2 KNDD-F>	2 KMPS-F
3	3 KMPS-AF	3 KISW-F<	3 KMTT-F<	3 KIRO	3 KOMO <	3 KOMO	3 KIXI <	3 KNDD-F	3 KLSY-F<	3 KOMO <
4	KUBE-F	4 KBSG-AF	4 KJR -F	4 KMTT-F<	4 KVI	KVI	4 KIRO	4 KUBE-F<	4 KIRO	4 KVI >
5	5 KJR -F<	KJR -F<	5 KZOK-F<	5 KVI	5 KBSG-AF<	5 KUBE-F	5 KBSG-AF	5 KBSG-AF<	5 KING-F	5 KYCW-F<
6	6 KLSY-F<	6 KMTT-F<	6 KVI <	KJR -F	6 KMPS-AF	6 KBSG-AF	6 KJR -F	6 KIXI <	KMPS-AF<	6 KBSG-F<
7	7 KPLZ-F<	7 KPLZ-F	7 KPLZ-F<	7 KZOK-F	7	KISW-F	7 KNDD-F<	7 KVI	7 KVI	7 KPLZ-F
8	8 KYCW-F	8	8 KISW-F	8 KPLZ-F	8	8 KPLZ-F	8 KOMO	8	8	8
9	KZOK-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 KUBE-F	1 KUBE-F	1 KPLZ-F	1 KMPS-AF	1 KMPS-AF	1 KNDD-F	1 KISW-F<	1 KISW-F	1 KISW-F<	1 KIRO
2 KYCW-F	2 KPLZ-F	2 KJR -F	2 KPLZ-F	2 KBSG-AF<	2 KISW-F	2 KNDD-F>	2 KNDD-F	2 KNDD-F	2 KVI <
3 KMPS-AF	3 KMPS-AF	3 KLSY-F	3 KUBE-F<	3 KPLZ-F>	3 KUBE-F	3 KZOK-F	3 KZOK-F	3 KZOK-F	3 KZOK-F<
4 KNDD-F	KJR -F	4 KMPS-AF	4 KBSG-AF<	4 KLSY-F<	4 KZOK-F	4 KMPS-AF>	4 KMPS-AF	4 KMPS-AF<	4 KISW-F
5 KPLZ-F	5 KYCW-F<	5 KUBE-F	5 KLSY-F<	5 KJR -F	KMPS-AF	5 KUBE-F	5 KVI	5 KVI <	5 KMPS-AF<
6 KRWM-F	6 KNDD-F<	6 KNDD-F	6 KJR -F	6 KMTT-F	6 KLSY-F	6 KLSY-F	6 KJR -F	6 KMTT-F	6 KMTT-F
7 KJR -F	7 KLSY-F	7 KRPM-F	7 KYCW-F<	7 KRPM-F	7 KBSG-AF	7	7 KJR	7 KIRO <	KBSG-AF
8 KLSY-F	8	KYCW-F	8 KRPM-F	8	8	8	8	8 KJR -F	8 KJR -F
9 KISW-F	9	9	KRWM-F	9	9	9	KYCW-F	9	9
KRPM-F									KNDD-F

SEATTLE-TACOMA

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
KCIS	630	EDMONDS	0.6/2.2/ 24/ 663	KBSG A/F, KNDD-F (Viacom)	10.2%	10.5%	14.2%
KGW	820	BURIEN	0.8/3.0/ 38/ 901				
KING	1090	SEATTLE	0.6/2.7/ 25/ 814				
KRIZ-AA	1420	RENTON	0.4/0.5/ 16/ 147	KOMO, KVI, KPLZ-F (Fisher)	14.5%	13.4%	14.2%
KXXO-F	96.1	OLYMPIA	0.3/1.6/ 27/ 689				
				KMPS A/F, KZOK-F (EZ)	10.3%	11.6%	17.6%
				KJR A/F, KUBE-F (Local)	11.4%	10.8%	10.2%
				KIRO A/F, KING (Bonneville)	8.8%	7.4%	14.1%
					55.2%	53.7%	70.3%

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, Religion		\$ 26.00 (---)	
KCIS, 630, 5 KW/2.7 KW (DA-2)	, Religion		UPI, \$ 36.00 (---)	
KING, 1090, 50 KW (DA-2)	, Talk/News	ABC, CNN,	\$ 50.00 (MMR)	Bonneville
KIRO, 710, 50 KW (DA-N)	, News/Talk		CBS, \$ 280.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/10 KW (DA-2)	, Standards		UNISTR, \$ 51.00 (Schubert)	Sandusky
KJR, 950, 5 KW (DA-N)	, Sports/Talk	TALKNT, NBC,	\$ 50.00 (CBS)	KUBE owner (D)
KOMO, 1000, 50 KW (DA-N)	, Full Service		ABC, \$ 100.00 (Katz)	Fisher
KVI, 570, 5 KW	, Talk		MBS, \$ 84.00 (Banner)	Fisher

FM STATIONS

KBSG, 97.3, 55 KW @ 2890,	Oldies		\$ 175.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 718,	Religion		UPI, \$ 43.00 (Radio Spot)	
KEZX, 98.9, 100 KW @ 1109,	Soft Jazz		ABC, \$ 50.00 (D & R)	Park
KING, 98.1, 58 KW @ 2342,	Classical		\$ 88.00 (MMR)	
KIRO, 100.7, 100 KW @ 731,	Talk		CBS, \$ NA (Torbet)	Bonneville
KISW, 99.9, 100 KW @ 1148,	AOR		\$ 86.00 (Mc-Guild)	Nationwide
KLSY, 92.5, 58 KW @ 2342,	AC	AP, ABC,	\$ 140.00 (Christal)	Sandusky
KJR, 95.7, 100 KW @ 1181,	Oldies - 70's		\$ 57.00 (CBS)	KUBE owner (D)
KMPS, 94.1, 98 KW @ 1168,	Country		AP, \$ 241.00 (Eastman)	EZ
KMTT, 103.7, 58 KW @ 2342,	Prog. AOR		ABC, \$ 71.00 (D & R)	Entercom
KNDD, 107.7, 100 KW @ 1194,	New AOR		\$ 118.00 (Torbet)	Viacom
KPLZ, 101.5, 100 KW @ 1200,	CHR		\$ 104.00 (Banner)	Fisher
KRPM, 106.1, 58 KW @ 2342,	Country		UNISTR, \$ 91.00 (Christal)	Heritage
KRWM, 106.9, 100 KW @ 820,	Soft AC		\$ 60.00 (CBS)	Brown
KUBE, 93.3, 100 KW @ 1289,	CHR		\$ 150.00 (MMR)	
KYCW, 96.5, 100 KW @ 1220,	Country		\$ 87.00 (Katz)	Alliance
KZOK, 102.5, 100 KW @ 1171,	Classic AOR		\$ 136.00 (Eastman)	EZ

Miscellaneous: KXRX-F changes to KYCW-F and format from AOR to Country (Aug) . . . KJR-F changes to Oldies - 70's. . . KING sold to Bonneville (D) for \$900,000 (E). . . KING-F was donated for \$9,000,000 (E). . . KEZX A/F sold by Park to Tomlin/Knapp for \$11,000,000 (E). . .

SHREVEPORT

Arbitron Rank/Pop (12+): 127/302,300

Stations: 13/13
Diaries: 904/334:1/50.3%
Sample Target: 935
% Below Line: 0.0
% Not Listed: 11.1

1994 Revenue: \$10,500,000
HH Inc.: \$29,549
Retail \$: 3.2 Bil
Pop per Station: 23,254
#1 Biller: KRMD-AF \$3,000,000

MSA Rank/Pop: 126/376,000
DMA # 72
Average Person Ratings: 15.2
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KRMD-F (C)	75/16.3	19.2	20.2	20.9	19.8	19.2	111/1265	798/26.4	33.3	32.4	E	KRMD-F
2. KMJJ-F (B)	59/12.9	15.6	19.5	15.6	17.7	15.9	92/1136	762/25.2	26.6	26.1	D	KMJJ-F
3. KDKS-F (B)	55/12.0	7.6	8.1	5.3	5.8	8.3	55/629	579/19.2	16.7	14.7	A	KDKS-F
4. KVKI-F (AC)	49/10.7	9.4	9.4	6.5	7.0	7.2	64/873	653/21.6	20.0	17.4	D	KVKI-F
5. KEEL (FS/T)	35/ 7.6	5.4	6.6	7.7	6.6	6.8	45/614	430/14.2	13.9	15.9	B	KEEL
6. KOKA (G)	33/ 7.2	3.8	5.5	7.5	6.4	6.0	34/384	348/11.5	9.5	12.6	A	KOKA
7. KITT-F (C)	22/ 4.8	5.1	5.0	5.3	4.9	5.1	38/595	365/12.1	15.1	15.2	B	KITT-F
8. KWKH-F (C)	21/ 4.6	5.4	4.6	5.5	4.9	5.0	33/632	322/10.7	14.2	12.8	D	KWKH-F
9. KTUX-F (AOR-NR)	20/ 4.4	4.2	3.1	3.2	3.3	3.7	39/568	279/ 9.2	11.1	12.9	B	KTUX-F
10. KLKL-F (O)	15/ 3.3	2.9	2.9	4.7	3.1	3.5	19/352	317/10.5	8.0	8.9	A	KLKL-F
11. KTAL-F (AOR)	14/ 3.1	4.0	2.6	3.2	2.9	3.2	34/549	254/ 8.4	9.2	11.0	B	KTAL-F
12. KWKH (C)	8/ 1.7	2.0	1.8	2.6	6.4	2.0	14/338	180/ 6.0	6.2	10.4		KWKH
13. KFLO (REL)	2/ 0.4	2.0	0.4	0.8	0.6	0.9	3/89	72/ 2.4	2.0	3.4	A	KFLO
14.												
15.												

12+ FM SHARE (METRO): 80.88% (330 of 408) (FAL 93: 77.47%)

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-F<	1 KRMD-F<	1 KRMD-F<	1 KRMD-F>	1 KRMD-F>>	1 KRMD-F	1 KRMD-F<	1 KDKS-F<	1 KDKS-F
2 KDKS-F	2 KRMD-F	2 KDKS-F<	2 KDKS-F	2 KVKI-F<	2 KOKA <	2 KMJJ-F	2 KVKI-F<	2 KMJJ-F<	2 KMJJ-F>	2 KOKA
3 KRMD-F	3 KDKS-F	3 KMJJ-F	KVKI-F	3 KDKS-F	3 KEEL <	3 KVKI-F<	3 KEEL >	3 KVKI-F<	3 KRMD-F>	KWKH-F
4 KVKI-F	4 KVKI-F>	4 KVKI-F>	4 KMJJ-F>	4 KMJJ-F>	4 KVKI-F	4 KDKS-F	4 KDKS-F	4 KDKS-F	4 KOKA	4 KMJJ-F
5	5 KTUX-F	5	5	5	5 KDKS-F	5 KEEL	5 KMJJ-F	5	5 KVKI-F	5
6	6	6	6	6	6	6 KOKA	6	6	6	6
7	7	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 KDKS-F	1 KMJJ-F<	1 KMJJ-F	1 KRMD-F<	1 KRMD-F<	1 KMJJ-F	1 KMJJ-F	1 KTUX-F	1 KRMD-F<	1 KEEL
2 KMJJ-F	2 KDKS-F<	2 KVKI-F	2 KDKS-F<	2 KVKI-F	2 KRMD-F	2 KRMD-F	2 KEEL	2 KMJJ-F<	2 KDKS-F<
3 KRMD-F	3 KRMD-F<	3 KRMD-F	3 KVKI-F<	3 KDKS-F<	3 KDKS-F	3 KTUX-F	3 KMJJ-F	3 KDKS-F	3 KRMD-F
4	4 KVKI-F>	4 KDKS-F	4 KMJJ-F>	4 KMJJ-F>	4	4 KDKS-F	4 KRMD-F	4 KTUX-F	4 KTUX-F<
5	5	5	5	5	5	5 KEEL	5 KVKI-F	5 KEEL	5 KVKI-F
6	6	6	6	6	6	6	6 KDKS-F	6	6

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
NONE		KEEL, KITT-F, KVKI-F (Local)	23.1%	26.4%	22.7%
		KOKA, KDKS-F, KFLO, KLKL-F (Local)	22.9%	21.8%	11.9%
			46.0%	48.2%	34.6%

SHREVEPORT

RADIO STATIONS

KEEL , 710, 50 KW/10 KW(DA-2),	FS/Standards	UNISTR, ABC, \$21.00	(Katz)	
KOKA , 980, 5 KW/80 W (DA-1),	Gospel	NBC, AURN, \$19.00	(K & P)	
KWKH , 1130, 50 KW (DA-N)	SEE KWKH-FM			
KDKS-F, 103.7, 6 KW @ 328	Black	SMN, \$19.00	(K & P)	(HAUGHTON)
KITT-F, 93.7, 100 KW @ 1010	AC	ABC, \$31.00	(Katz)	KVKI owner
KLKL-F, 92.1, 3.3 KW @ 298	Oldies	, \$22.00	(D & R)	KDKS owner (DENTON)
KMJJ-F, 99.7, 50 KW @ 462	Black	AURN, \$27.00	(Mc-Guild)	SunGroup
KRMD-F, 101.1, 100 KW @ 1118	Country	, \$60.00	(Eastman)	AmCom
KTAL-F, 98.1, 100 KW @ 1361	AOR	, \$24.00	(Banner)	(TEXARKANA)
KTUX-F, 98.9, 100 KW @ 718	AOR-NR	, \$25.00	(Banner)	(CARTHAGE, TX)
KVKI-F, 96.5, 100 KW @ 797	AC	, \$33.00	(Mc-Guild)	
KWKH-F, 94.5, 100 KW @ 321	Country	MBS, \$45.00	(Christal)	Great Empire

Miscellaneous: KTUX-F reclassified as AOR-NR. . .

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SOUTH BEND

Arbitron Rank/Pop (12+): 159/211,500

Stations: 20/13
Diaries: 634/334:1/51.0%
Sample Target: 680
% Below Line: 11.4
% Not Listed: 18.5

1994 Revenue: \$10,500,000
HH Inc.: \$33,220
Retail \$: 2.4 Bil
Pop per Station: 16,269
#1 Biller: NA

MSA Rank/Pop: 170/256,000

DMA # 85 (w/Elkhart)

Average Person Ratings: 16.1

Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. WSBT (FS)	38/11.1	9.5	----	9.1	----	----	41/661	547/25.9	22.4	----	WSBT
WNDU-F (CHR)	39/11.1	12.4	----	11.9	----	----	92/1735	605/28.6	28.8	----	WNDU-F
3. WBYT-F (C)	34/10.0	6.3	----	6.9	----	----	89/1353	455/21.5	16.7	----	WBYT-F
4. WNSN-F (AC)	33/ 9.7	11.2	----	9.1	----	----	105/1535	493/23.3	25.1	----	WNSN-F
5. WAOR-F (AOR)	27/ 7.9	8.0	----	12.7	----	----	45/829	473/22.4	18.4	----	WAOR-F
6. WRBR-F (O)	18/ 5.3	5.2	----	6.6	----	----	45/781	296/14.0	15.3	----	WRBR-F
7. WGTC-F (C)	14/ 4.1	7.5	----	8.6	----	----	43/743	269/12.7	16.3	----	WGTC-F
WZOW-F (AOR)	14/ 4.1	3.2	----	----	----	----	57/588	217/10.3	8.7	----	WZOW-F
9. WFRN-F (REL)	10/ 2.9	3.2	----	1.4	----	----	65/953	166/ 7.8	7.9	----	WFRN-F
WHLY (ST)	10/ 2.9	0.6	----	0.6	----	----	10/97	97/ 4.6	3.7	----	WHLY
11. WGN (FS)	9/ 2.6	1.4	----	1.1	----	----	23/401	110/ 5.2	6.5	----	WGN
12. WUBU-F (B)	6/ 1.8	1.7	----	3.3	----	----	6/95	95/ 4.5	5.0	----	WUBU-F
WLTA-F (SAC)	6/ 1.8	4.9	----	3.6	----	----	13/420	181/ 8.6	13.0	----	WLTA-F
14.											
15.											

12+ FM SHARE (METRO): 76.62% (213 of 278) (FAL 93: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNDU-F>>>1	1 WAOR-F	1 WNSN-F<	1 WNSN-F	1 WNSN-F>	1 WSBT >	1 WNDU-F<	1 WSBT >	1 WNDU-F<	1 WNDU-F	1 WNSN-F
2	2 WNDU-F	2 WNDU-F<	2 WBYT-F	2 WBYT-F	2 WNSN-F<	2 WSBT <	2 WBYT-F	2 WNSN-F	2 WBYT-F	WSBT
3	3 WBYT-F	3 WAOR-F<	3 WAOR-F	3 WNDU-F	3 WBYT-F>	3 WNSN-F>	3 WNSN-F	3 WSBT <	3 WAOR-F	WAOR-F
4	4 WNSN-F	4 WBYT-F>	WNDU-F	4 WAOR-F	4 WRBR-F	4 WBYT-F	4 WNDU-F	4 WBYT-F<	4 WNSN-F	WBYT-F
5	5 WZOW-F	5	5 WRBR-F	5 WRBR-F	5 WRBR-F	5 WAOR-F	5 WAOR-F	5 WAOR-F	WRBR-F	5
6	6	6	6	6	6	6	6	6	6	6
7	7	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 WNDU-F	1 WBYT-F	1 WLTA-F	1 WNDU-F<	1 WNSN-F<	1 WAOR-F	1 WAOR-F>	1 WNSN-F	1 WAOR-F	1 WNSN-F
2 WLTA-F	WNDU-F>>	2 WNDU-F	2 WBYT-F	2 WNDU-F	2 WNDU-F	2 WZOW-F<	2 WAOR-F	2 WNSN-F	2 WAOR-F
3 WAOR-F	3 WAOR-F	3 WAOR-F	3 WNSN-F>	WBYT-F	3 WZOW-F	3 WNSN-F>	3 WZOW-F	3 WZOW-F	3 WBYT-F
WNSN-F	WNSN-F	WNDU	4 WRBR-F	4 WRBR-F	4	4 WNDU-F	4	4 WNDU-F	4 WNDU-F
5	5	WNSN-F	5	5 WFRN-F	5	5 WSBT	5	5 WBYT-F	5 WSBT
6	6	6	6	6	6	6	6	6	6 WZOW-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WHME-F	103.1	SOUTH BEND	0.9/4.1/	8/ 210	NONE AS OF FEBRUARY 1995			
WNDU	1490	SOUTH BEND	0.6/4.9/	2/ 118				
WIRX-F	107.1	ST. JOSEPH, MI	0.6/2.4/	17/ 459				
WJJD	1160	CHICAGO	0.9/1.9/	8/ 144				
WLS	890	CHICAGO	0.9/2.1/	26/ 398				
WSMK-F	99.1	BUCHANAN, MI	0.9/5.4/	29/ 262				
WYEZ-F	96.9	BREMEN	1.5/3.8/	23/ 229				

SOUTH BEND

RADIO STATIONS

WNDU	,	1490,	1 KW	,	Oldies	ABC, \$12.00	(Mc-Guild)	Notre Dame
WSBT	,	960,	5 KW (DA-N)	,	Full Service	CBS, \$25.00	(Katz)	Schurz
WAOR-F,		95.3,	3 KW @ 298	,	AOR	, \$30.00	(Eastman)	(NILES)
WFRN-F,		104.7,	50 KW @ 459	,	Religion	MBS, \$16.00	(---)	(ELKHART)
WGTC-F,		102.3,	2 KW @ 397	,	Country	ABC, \$28.00	(Banner)	(NEW CARLISLE)
WBYT-F,		100.7,	15 KW @ 909	,	Country	, \$24.00	(MMR)	Federated
WNDU-F,		92.9,	13 KW @ 879	,	CHR	, \$35.00	(Mc-Guild)	Notre Dame
WNSN-F,		101.5,	13 KW @ 971	,	AC	UNISTR, \$42.00	(Katz)	Schurz
WNZE-F,		94.3,	12 KW @ 492	,	Country	UNISTR, \$16.00	(Katz)	(PLYMOUTH)
WRBR-F,		103.9,	3 KW @ 328	,	Oldies	, \$18.00	(MMR)	
WUBU-F,		106.3,	3 KW @ 292	,	Black	SMN, \$12.00	(Banner)	
WZOW-F,		97.7,	3 KW @ 367	,	AOR	, \$11.00	(---)	(GOSHEN)
WSMK-F,		99.1,	3 KW @ 328	,	Black	, \$11.00	(Patt)	(BUCHANAN, MI)

Miscellaneous: WLTA-F changed to WBYT-F and format from Soft AC to Country (July). . . WIWO changed to WHLY. . .
WZOW-F reclassified as AOR. . .

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SPOKANE

Arbitron Rank/Pop (12+): 91/591,800

Station: 19/19
 Diaries: 946/414:1/56.7%
 Sample Target: 955
 % Below Line: 0.0
 % Not Listed: 15.5

1994 Revenue: 432,000,000
 III Inc.: 450,814
 Retailer: 4.1 Bill
 Pop per Station: 20,621
 #1 Builer: KDRK-F 42,500,000

MSA Rank/Pop: 123/397,000
 DMA # 76
 Average Person Ratings: 15.5
 Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	TAI 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME /CUME RATING	SPG 94	TAI 93	Revenue Level	
1. KDRK-F (C)	61/10.0	11.0	8.9	12.1	9.4	10.5	98/1235	743/19.0	20.6	19.5	D	KDRK-F
2. KISC-F (AC)	47/ 7.7	8.0	8.0	7.1	7.6	7.7	58/891	658/16.3	19.6	19.0	C	KISC-F
KKZX-F (AOR/CL)	47/ 7.7	9.8	10.8	8.6	8.1	9.2	64/923	679/17.3	19.9	17.4	C	KKZX-F
4. KEYF-AF (O)	45/ 7.4	7.0	8.0	7.8	6.5	7.6	66/1011	666/17.0	20.8	17.3	C	KEYF-AF
5. KZZU-F (CHR)	39/ 6.4	7.2	9.2	9.6	11.3	8.1	51/956	680/17.4	23.0	23.6	C	KZZU-F
KAQQ (ST)	39/ 6.4	5.7	4.4	4.2	4.7	5.2	46/537	390/10.0	8.0	9.0	A	KAQQ
7. KNFR-F (C)	37/ 6.1	4.8	3.6	5.7	5.1	5.1	46/749	568/14.5	13.1	10.7	B	KNFR-F
8. KXLY (N/T)	33/ 5.4	6.5	3.4	3.4	5.4	4.7	36/728	645/16.5	9.8	14.9	B	KXLY
9. KXLY-F (SAC)	31/ 5.1	5.3	5.1	5.2	4.5	5.2	41/628	432/11.0	13.8	11.9	B	KXLY-F
10. KGA (C)	29/ 4.8	5.5	3.1	3.4	3.2	4.2	37/490	386/ 9.9	6.4	9.6	B	KGA
11. KCDA-F (C)	28/ 4.6	2.7	4.6	3.0	2.9	3.7	30/372	323/ 8.2	8.0	6.5	A	KCDA-F
12. KEZE-F (AOR)	27/ 4.4	6.5	6.2	6.9	7.4	6.0	41/691	486/12.4	13.8	13.9	C	KEZE-F
13. KNJY-F (AOR-P)	23/ 3.8	2.2	1.5	1.5	1.9	2.3	25/341	315/ 8.0	4.2	5.5	A	KNJY-F
14. KKCH-F (AC)	10/ 1.6	2.5	3.1	2.2	1.7	2.4	15/453	354/ 9.0	9.1	4.9	A	KKCH-F

12+ FM SHARE (METRO): 76.94% (397 of 516) (FAL 93: 78.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F>>	1 KDRK-F	1 KDRK-F<	1 KKZX-F<	1 KKZX-F<	1 KAQQ-F	1 KKZX-F	1 KDRK-F	1 KDRK-F	1 KDRK-F<	1 KXLY-F
2 KDRK-F	2 KISC-F<	2 KKZX-F<	2 KDRK-F	2 KISC-F<	2 KEYF-AF<	2 KDRK-F	2 KISC-F	2 KISC-F	2 KISC-F<	2 KGA
3 KNFR-F	3 KKZX-F<	3 KISC-F	KISC-F	3 KDRK-F<	3 KXLY-F	3 KXLY	3 KAQQ-F	3 KKZX-F<	3 KZZU-F	3 KNJY-F
KNJY-F	4 KEZE-F	4 KEYF-AF	4 KEYF-AF<	4 KEYF-AF>	4 KDRK-F	4 KISC-F	4 KEYF-AF<	4 KNFR-F	4 KNJY-F	4 KKZX-F
5	KZZU-F<	5 KZZU-F<	5 KEZE-F	5	5 KCDA-F<	5 KEYF-AF	5 KGA	5 KEYF-F<	5	5
6	6 KNFR-F<	6 KNFR-F<	6 KZZU-F	6	6 KGA	6	6 KKZX-F	6 KAQQ-F	6	6
7	7 KNJY-F	7 KEZE-F	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 KDRK-F	1 KDRK-F	1 KDRK-F	1 KISC-F<	1 KISC-F	1 KNFR-F	1 KKZX-F<	1 KKZX-F	1 KKZX-F>	1 KKZX-F>
KZZU-F	2 KISC-F	2 KISC-F	2 KDRK-F>	2 KDRK-F	2 KDRK-F	2 KNJY-F	2 KEZE-F	2 KDRK-F	2 KEYF-AF
3 KISC-F	KZZU-F>	3 KZZU-F	3 KZZU-F	3 KEYF-AF>	KEZE-F	KEZE-F>	KNJY-F	3 KEYF-AF	3 KDRK-F
4 KNFR-F	4 KNFR-F>	4 KNFR-F	4 KEYF-AF	4 KZZU-F	KKZX-F	4 KDRK-F	4 KDRK-F	4 KEZE-F	4 KCDA-F
5	5	5	5 KKZX-F	5 KKZX-F	KNJY-F	5 KNFR-F	5	5 KISC-F	5 KEZE-F
6	6	6	KNFR-F	6	6	6 KISC-F	6	KNJY-F	6
7	7	7	7	7	7	7	7	7 KNFR-F	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KJRB 790	SPOKANE	0.7/4.4/	4/ 226	KGA, KDRK-F, KEZE-F (Citadel)	19.2%	18.6%	40.9%
KTRW 970	SPOKANE	1.1/3.6/	7/ 152	KEYF A/F, KUDY, KKZX-F (Pourtales)	15.1%	19.7%	25.2%
KTSL-F 101.9	MEDICAL LAKE	1.0/3.6/	6/ 164	KAQQ, KHDL, KISC-F, KNFR-F (Silverado)	20.2%	16.7%	15.7%
KVNI 1080	COEUR D'ALENE, ID	0.5/2.3/	3/ 96		54.5%	55.0%	81.9%

SPOKANE

RADIO STATIONS

KAQQ	,	590,	5 KW	,	Standards	UNISTR, CNN, \$15.00	(MMR)	Silverado
KGA	,	1510,	50 KW (DA-N)	,	Country	ABC, \$17.00	(Eastman)	Citadel
KJRB	,	790,	5 KW (DA-N)	,	Talk	UNISTR, NBC, \$16.00	(Katz)	Citadel
KXLY	,	920,	5 KW	,	News/Talk	CBS, MBS, \$24.00	(Torbet)	Morgan Murphy
KCDA-F,		103.1,	2.4 KW @ 1886	,	Country	SMN, \$16.00	(MMR)	(COEUR D'ALENE)
KDRK-F,		93.7,	56 KW @ 2378	,	Country	, \$51.00	(Eastman)	Citadel
KEYF-F,		101.1,	100 KW @ 843	,	Oldies	, \$30.00	(Mc-Guild)	Pourtales (CHENEY)
KEZE-F,		105.7,	100 KW @ 1909	,	AOR	, \$33.00	(Katz)	Citadel
KISC-F,		98.1,	94 KW @ 2030	,	AC	, \$42.00	(MMR)	Silverado
KKCH-F,		94.5,	100 KW @ 1883	,	AC	NBC, \$15.00	(Eastman)	(HAYDON)
KKZX-F,		98.9,	100 KW @ 1614	,	Classic AOR	, \$26.00	(---)	Pourtales
KNFR-F,		96.1,	56 KW @ 2378	,	Country	UNISTR, \$22.00	(MMR)	Silverado (OPPORTUNITY)
KNJY-F,		103.9,	5.5 KW @ 298	,	AOR-P	, \$15.00	(MMR)	
KTSL-F,		101.9,	12 KW @ 476	,	Religion	AP, \$14.00	(---)	(MEDICAL LAKE)
KXLY-F,		99.9,	37 KW @ 2998	,	Soft AC/EZ	, \$25.00	(Torbet)	Morgan Murphy
KZZU-F,		92.9,	85 KW @ 2079	,	CHR	, \$32.00	(Christal)	

Miscellaneous: KNJY-F is now AOR-P. . . KKCH-F is AC. . .

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 75/508,200
 MSA Rank/Pop: 88/609,000
 DMA # 103
 Average Person Ratings: 16.1
 Market TSL: 21.50 hours

Stations: 26/13
 Diaries: 1419/358:1/59.8%
 Sample Target: 1275
 % Below Line: 26.0
 % Not Listed: 17.1

1994 Revenue: \$13,000,000
 HH Inc.: \$37,104
 Retail \$: 4.4 Bil
 Pop per Station: 39,092
 #1 Biller: WAQY-AF \$3,200,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WPKX-F (C)	86/10.5	12.8	9.7	9.9	12.3	10.7	91/1043	1000/19.7	19.0	20.6	D	WPKX-F
2. WAQY-F (CL AOR)	82/10.0	10.1	10.2	8.5	8.7	9.7	96/1345	1255/12.7	24.3	23.4	E	WAQY-F
3. WHYN-F (AC)	62/ 7.6	7.6	9.1	8.0	7.3	8.1	67/973	892/17.6	19.2	19.1	D	WHYN-F
4. WMAS-F (AC)	55/ 6.7	9.3	7.8	7.7	6.2	7.9	58/911	856/16.8	17.5	16.3	D	WMAS-F
5. WTIC-F (CHR)	50/ 6.1	5.7	5.3	6.8	6.4	6.0	53/1106	1073/21.1	20.0	19.1		WTIC-F
6. WHYN (FS)	46/ 5.6	6.1	8.7	10.0	6.3	7.6	46/854	847/16.7	19.0	16.5	C	WHYN
7. WMAS (ST)	45/ 5.5	5.3	3.7	4.3	6.1	4.7	45/461	461/ 9.1	6.3	8.0	B	WMAS
8. WAAF-F (AOR)	39/ 4.8	3.6	5.4	2.4	4.4	4.1	42/597	541/10.6	10.8	11.7		WAAF-F
9. WRCH-F (SAC)	34/ 4.2	2.9	2.9	3.1	4.4	3.3	34/418	414/ 8.1	9.0	9.5		WRCH-F
10. WNNZ (N/T)	29/ 3.5	3.0	3.7	3.2	2.7	3.4	29/489	468/ 9.2	7.9	8.2	B	WNNZ
11. WCCC-F (AOR)	19/ 2.3	1.9	2.8	3.0	2.9	2.5	19/459	439/ 8.6	10.0	10.6		WCCC-F
12. WKSS-F (CHR)	18/ 2.2	1.9	1.8	1.7	1.8	1.9	18/509	497/ 9.8	11.3	8.9		WKSS-F
13. WDRC-F (O)	17/ 2.1	2.5	2.2	2.1	2.1	2.2	18/468	435/ 8.6	8.2	6.9		WDRC-F
14. WRNX-F (AOR-P)	16/ 2.0	2.0	1.3	2.7	2.0	2.0	16/245	221/ 4.3	3.7	4.1	B	WRNX-F
15. WHMP-F (CHR)	14/ 1.7	1.6	1.6	1.0	1.5	1.5	17/541	469/ 9.2	8.3	6.0	C	WHMP-F

12+ FM SHARE (METRO): 75.96% (515 of 678) (FAL 93: 74.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F>	1 WAQY-F	1 WAQY-F<	1 WPKX-F	1 WPKX-F	1 WPKX-F<	1 WAQY-F<	1 WAQY-F<	1 WAQY-F>	1 WHYN
2 WKSS-F	2 WPKX-F	2 WPKX-F>	2 WPKX-F	2 WAQY-F	2 WMAS <	2 WAQY-F	2 WPKX-F	2 WPKX-F	2 WPKX-F	2 WAAF-F
3 WAAF-F	3 WAAF-F	3 WMAS-F<	3 WHYN-F<	3 WHYN-F	3 WHYN-F<	3 WHYN-F<	3 WHYN-F	3 WHYN-F<	3 WAAF-F	3 WAQY-F
4 WHMP-F	4 WTIC-F>	4 WHYN-F	4 WMAS-F>	4 WHYN-F	4 WHYN	4 WHYN	4 WMAS-F	4 WTIC-F	4 WTIC-F	4 WPKX-F
5 WMAS-F	5 WHYN-F	5 WTIC-F	5	5 WHYN	5 WMAS-F	5 WMAS-F	5 WHYN	5 WMAS-F	5	5 WHYN-F
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 WAQY-F	1 WAQY-F	1 WPKX-F	1 WPKX-F	1 WPKX-F	1 WAQY-F	1 WAQY-F>	1 WAQY-F	1 WAQY-F>>	1 WAQY-F>
2 WTIC-F	2 WTIC-F<	2 WTIC-F	2 WAQY-F<	2 WHYN-F<	2 WAAF-F	2 WAAF-F>	2 WPKX-F	2 WPKX-F	2 WPKX-F
3 WPKX-F	3 WPKX-F>	3 WAQY-F	3 WTIC-F<	3 WMAS-F	3 WCCC-F	3 WPKX-F	3 WAAF-F	3 WAAF-F	3 WHYN-F
4 WAAF-F	4 WMAS-F	4 WHYN-F	4 WMAS-F	4 WTIC-F	4	4 WHYN-F	4 WHYN-F	4 WHYN-F	4 WMAS-F
5	5 WAAF-F	5 WMAS-F	5 WHYN-F	5 WRCH-F<	5	5 WCCC-F	5 WRNX-F	5 WMAS-F	5 WHYN
6	6	6	6	6 WAQY-F	6	6 WRNX-F	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA 118	TSA 220	TSA 145	TSA 141	DUOPOLY REPORT	12+	25-54	REVENUE
WACE	730	CHICOPEE	0.5/2.1/	4/ 118		WHMP A/F, WPKX-F (Multimarket)	13.3%	14.3%	NA
WHMP	1400	NORTHAMPTON	1.1/3.9/	9/ 220					
WSPR	1270	SPRINGFIELD	1.3/2.9/	11/ 145					
WTTT	1430	AMHERST	0.7/2.4/	6/ 141					
WFAN	660	NEW YORK	0.6/1.4/	5/ 72					
WHCN-F	105.9	HARTFORD	0.7/3.9/	6/ 196					
WSRS-F	96.1	WORCESTER	0.4/2.4/	3/ 140					
WTIC	1080	HARTFORD	1.0/4.0/	8/ 201					
WYZ-F	92.5	WATERBURY	0.5/3.2/	4/ 172					
WYSR-F	104.1	WATERBURY	0.4/3.0/	3/ 151					
WZMX-F	93.7	HARTFORD	0.9/3.6/	7/ 185					

SPRINGFIELD, MA

RADIO STATIONS

WHMP, 1400, 1 KW	, Full Service/EZ	NBC , \$ 14.00 (D & R)	Multimarket (NORTHAMPTON)
WHYN, 560, 5 KW/1 KW (DA-2)	, Full Service	ABC , \$ 35.00 (Mc-Guild)	Radio Equity
WMAS, 1450, 1 KW	, Standards	MBS, SMN , \$ 25.00 (Banner)	Lappin
WNNZ, 640, 50 KW/15 KW (DA-2)	, Talk/News	CBS, ABC , \$ 19.00 (---)	
WAQY-F, 102.1, 17 KW @ 780,	AOR/Classic	, \$ 70.00 (Katz)	Saga
WHMP-F, 99.3, 3 KW @ 321,	CHR	, \$ 30.00 (D & R)	Multimarket (NORTHAMPTON)
WHYN-F, 93.1, 9 KW @ 1000,	AC	, \$ 54.00 (Mc-Guild)	Radio Equity
WMAS-F, 94.7, 50 KW @ 194,	AC	, \$ 42.00 (Banner)	Lappin
WPKX-F, 97.9, 2.2 KW @ 528,	Country	, \$ 51.00 (D & R)	Multimarket (ENFIELD)
WRNX-F, 100.9, 6 KW @ -105,	Prog. AOR	CNN , \$ 20.00 (Torbet)	(AMHERST)

Other Ranked Stations -- See Boston or Hartford

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

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

STOCKTON

Arbitron Rank/Pop (12+): 84/415,200
MSA Rank/Pop: 96/526,000
SACRAMENTO DMA
Average Person Ratings: 15.3
Market TSL: 20.75

Stations: 40/9
Diaries: 891/466:1/49.3%
Sample Target: 860
% Below Line: 57.1
% Not Listed: 16.8

1994 Revenue: \$7,800,000
HH Inc.: \$32,460
Retail \$: 3.6 Bil
Pop per Station: 46,133
#1 Biller: KWIN-F

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KATM-F (C)	74/11.6	9.6	11.9	9.0	7.6	----	83/968	896/21.6	20.9	20.0		KATM-F
2. KHOP-F (AOR)	56/ 8.8	6.6	6.3	5.2	5.5	----	62/875	814/19.6	18.2	17.5		KHOP-F
3. KWIN-F (CHR)	48/ 7.5	9.2	7.1	8.5	8.2	----	51/851	790/19.0	19.2	22.2	B	KWIN-F
4. KCVR (SP)	33/ 5.2	3.6	2.5	4.5	2.5	----	33/296	296/ 7.1	6.7	3.5	B	KCVR
5. KNBR (FS/SPRTS)	31/ 4.9	5.7	4.7	6.7	3.7	----	35/457	388/ 9.3	11.9	12.2		KNBR-F
6. KQOD-F (O)	28/ 4.4	3.1	3.8	5.2	7.4	----	28/444	436/10.5	7.8	9.4		KQOD-F
7. KOSO-F (AC)	23/ 3.6	4.5	4.4	4.3	5.0	----	23/507	492/11.8	12.8	11.9		KOSO-F
8. KSTN-F (SP)	15/ 2.4	1.8	1.7	2.7	2.5	----	15/272	268/ 6.5	5.6	4.6		KSTN-F
KBEE (ST)	15/ 2.4	2.8	2.7	0.8	---	----	17/248	209/ 5.0	4.1	4.9		KBEE
KCBS (N)	15/ 2.4	2.9	3.1	4.3	3.2	----	22/384	310/ 7.5	8.9	11.7		KCBS

12+ FM SHARE (METRO): 69.81% (370 of 530) (FAL 93: 68.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWIN-F>>	1 KHOP-F<	1 KATM-F<	1 KATM-F>	1 KATM-F>	1 KATM-F>	1 KATM-F>	1 KATM-F	1 KATM-F	1 KWIN-F	1 KNBR
2	2 KATM-F>	2 KHOP-F>	2 KHOP-F>	2 KHOP-F	2 KNBR	2 KHOP-F	2 KHOP-F>	2 KHOP-F	KATM-F	KJAX
3	3 KWIN-F	3 KWIN-F	3 KWIN-F	3 KNBR	3 KQOD-F	3 KNBR	3 KWIN-F	3 KWIN-F>	3 KHOP-F>	3 KWG
4	4 KCVR	4 KCVR	KOSO-F	4 KCVR	4	4 KWIN-F<	4 KCVR	4 KNBR	4	4 KQOD-F
5	5	5	5 KCVR	5 KWIN-F	5	5 KQOD-F	5	5 KCVR	5	5
6	6	6	6	6	6	KCBS	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 KWIN-F	1 KATM-F	1 KATM-F	1 KATM-F>	1 KATM-F>>	1 KHOP-F	1 KHOP-F>	1 KATM-F	1 KHOP-F>	1 KATM-F
2 KCVR	2 KWIN-F	2 KHOP-F	2 KWIN-F	2 KOSO-F	2 KWIN-F	2 KATM-F>	2 KHOP-F	2 KATM-F>	2 KHOP-F
3 KATM-F	3 KHOP-F	3 KOSO-F	KOSO-F	3 KHOP-F	3 KYCY-F	3 KWIN-F	3 KCVR	3 KNBR	KNBR >
4	4 KCVR	4 KWIN-F	4 KHOP-F	4 KWIN-F	4	KCVR	4	4 KWIN-F	4 KCVR
5	5 KOSO-F	5	5 KCVR	5 KCVR	5	5	5	5 KCVR	5 KWIN-F
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

STOCKTON

OTHER RATED STATIONS			METRO CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
			SHARE/RTG/AQH/CUME						
KEXX-F	100.9	TRACY	1.4/6.7/	9/	282	KCVR, KWG, KEXX-F, KWIN-F (Silverado)	15.7%	13.6%	44.9%
KJAX	1280	STOCKTON	1.6/4.3/	10/	190				
KJOY-F	99.3	STOCKTON	1.3/5.2/	8/	217				
KSTN	1420	STOCKTON	0.8/4.9/	5/	202				
KWG	1230	STOCKTON	1.6/5.3/	10/	229				
KMJ	580	FRESNO	0.5/1.1/	3/	51				

SEE SACRAMENTO FOR MORE ABOUT THE FOLLOWING:

KDJK-F	0.9/	5.1	KSSJ-F	0.6/	1.9
KFBK	1.3/	3.3	KSTE	0.5/	1.4
KHYL-F	0.9/	3.8	KTRB	1.7/	2.5
KJSN-F	0.6/	1.4	KVFX-F	1.3/	5.3
KNCI-F	0.8/	3.9	KWOD-F	1.3/	4.2
KOPT-F	0.6/	1.5	KXOA-F	0.5/	1.3
KSFM-F	2.2/	6.4			

SEE SAN FRANCISCO FOR MORE ABOUT THE FOLLOWING:

KFRC	0.3/	1.3	KOIT	0.6/	0.6
KFRC-F	1.4/	2.5	KOIT-F	0.6/	1.3
KGO	1.6/	4.4	KSAN-F	0.6/	1.1
KITS-F	0.5/	1.0	KYCY-F	0.6/	1.6
KKIQ-F	0.8/	1.6	KYLD-F	1.1/	3.5
KMEL-F	1.7/	8.2			

RADIO STATIONS

KCVR	, 1570,	5 KW/500 W (DA-2)	, Hispanic	, \$16.00 (Lotus)	Silverado (LODI)
KJAX	, 1280,	1 KW (DA-N)	, News/Talk	TALKNT MBS, \$ 9.00 (Christal)	
KSTN	, 1420,	5 KW/1 KW (DA-N)	, CHR	ABC, \$10.00 (---)	
KWG	, 1230,	1 KW	, Oldies	UNISTR, \$13.00 (Katz)	Silverado
KOOD-F	, 100.1,	6 KW @ 285	, Oldies	, \$26.00 (Eastman)	
KJOY-F	, 99.3,	3 KW @ 331	, Soft AC	, \$19.00 (Christal)	
KSTN-F	, 107.3,	8 KW @ 1610	, Hispanic	ABC, \$16.00 (---)	
KEXX-F	, 100.9,	6 KW @ 328	, Oldies	UNISTR, \$30.00 (Katz)	Silverado (TRACY)
KWIN-F	, 97.7,	3 KW @ 298	, CHR	, \$21.00 (MMR)	Silverado (LODI)

Other ranked stations -- See Sacramento, Modesto or San Francisco

Miscellaneous: KFMR-F changed to KOOD-F and format from Country to Oldies (Nov). . .

SYRACUSE

Arbitron Rank/Pop (12+): 68/555,200
 MSA Rank/Pop: 71/758,000
 DMA # 66
 Average Person Ratings: 15.9
 Market TSL: 20.75 hours

Stations: 26/21
 Diaries: 1298/428:1/56.5%
 Sample Target: 1330
 % Below Line: 4.2
 % Not Listed: 17.9

1994 Revenue: \$19,300,000
 HH Inc.: \$35,682
 Retail \$: 5.8 Bil
 Pop per Station: 26,438
 #1 Biller: WYYY-F \$4,700,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 93	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WSYR (FS)	116/13.2	11.2	12.6	13.3	11.9	12.6	121/1567	1350/24.3	26.2	24.1	E	WSYR
2. WYYY-F (AC)	98/11.1	11.7	10.0	10.1	9.9	10.7	114/1598	1367/24.6	27.9	24.9	F	WYYY-F
3. WNTQ-F (CHR)	88/10.0	10.6	11.4	10.2	9.0	10.6	106/1926	1501/27.0	28.6	26.4	E	WNTQ-F
4. WAQX-F (AOR)	74/ 8.4	9.8	11.0	12.0	10.8	10.3	81/1329	1210/21.8	27.4	24.5	E	WAQX-F
5. WSEN-F (O)	55/ 6.2	6.8	5.0	5.0	4.3	5.8	64/1156	1006/18.1	16.0	14.1	C	WSEN-F
6. WBBS-F (C)	53/ 6.0	6.5	6.1	6.3	6.5	6.2	80/1297	914/16.5	15.2	14.1	C	WBBS-F
7. WFBL (ST)	47/ 5.3	4.8	7.2	3.9	3.5	5.3	47/521	503/ 9.1	10.4	6.5	A	WFBL
8. WHEN-F (C)	35/ 4.0	3.3	3.2	3.9	3.7	3.6	38/717	548/ 9.9	9.0	7.9	B	WHEN-F
9. WHEN (FS)	28/ 3.2	2.5	2.8	2.9	3.0	2.9	31/743	629/11.3	10.0	11.2		WHEN
10. WKRL-F (AOR)	26/ 3.0	3.6	4.0	4.0	2.7	3.7	26/557	544/ 9.8	10.2	7.1	A	WKRL-F
11. WFRG-F (C)	18/ 2.0	2.6	0.7	1.4	0.6	1.7	55/635	286/ 5.2	3.1	2.3		WFRG-F
12. WTKW-F (CL AOR)	17/ 1.9	2.7	1.6	1.9	1.6	2.0	17/438	429/ 7.7	8.3	5.0	A	WTKW-F
13. WOLF (B)	16/ 1.8	0.7	0.3	1.0	1.6	1.0	16/160	160/ 2.9	1.5	2.4	A	WOLF
14.												
15.												

12+ FM SHARE (METRO): 68.60% (496 of 723) (FAL 93: 72.48%)

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 WYYY-F>	1 WSYR >>	1 WSYR	1 WYYY-F	1 WYYY-F<	1 WSYR <	1 WSYR >>
2 WNTQ-F	2 WAQX-F<	2 WAQX-F<	2 WAQX-F<	2 WAQX-F	2 WYYY-F	2 WYYY-F	2 WSYR	2 WSYR <	2 WNTQ-F>	2 WSEN-F
3 WYYY-F>>>3 WNTQ-F>	3 WNTQ-F>	3 WNTQ-F>	3 WNTQ-F>	3 WNTQ-F>	3 WFBL	3 WNTQ-F	3 WAQX-F	3 WNTQ-F	3 WYYY-F	3 WYYY-F
4 4 WBBS-F	4 WBBS-F<	4 WSEN-F	4 WSEN-F	4 WSEN-F	4 WSYR <	4 WSEN-F	4 WAQX-F	4 WFBL	4 WAQX-F	4 WHEN-F
5 5 WKRL-F	5 WSEN-F	5 WSEN-F	5 WSEN-F	5 WSEN-F	5 WBBS-F	5 WBBS-F	5 WBBS-F	5 WBBS-F<	5 WSEN-F	5 WAQX-F
6 6	6 WSYR	6 WSYR	6 WSYR	6 WNTQ-F	6	6	6 WNTQ-F<	6	6	6
7 7	7	7	7	7	7	7	7 WSEN-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 WYYY-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 WAQX-F
2 WNTQ-F	2 WNTQ-F>>	2 WNTQ-F	2 WNTQ-F>	2 WNTQ-F>	2 WNTQ-F	2 WNTQ-F	2 WBBS-F	2 WSYR <	2 WSYR
3 WAQX-F	3 WAQX-F	3 WAQX-F	3 WSEN-F<	3 WSEN-F	3 WKRL-F	3 WKRL-F	3 WNTQ-F	3 WYYY-F	3 WYYY-F<
4 WKRL-F	4 WBBS-F	4 WBBS-F	4 WAQX-F	4 WBBS-F	4 WHEN-F	4 WBBS-F	4 WYYY-F	4 WNTQ-F	4 WBBS-F
5	5	5	5 WBBS-F	5 WAQX-F	5	5 WSYR	5	5 WBBS-F	5 WSEN-F
6	6	6	6	6 WSYR	6	6	6	6 WSEN-F	6
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WDCW	1390	SYRACUSE	0.6/1.9/ 5/ 104				
WMCR-AF	106.3	ONEIDA	0.4/1.6/ 4/ 121	WSYR, WYYY-F, WBBS-F (NewCity)	30.3%	33.2%	50.3%
WNDR	1260	SYRACUSE	0.6/3.5/ 5/ 209				
WSGO	1440	OSWEGO	0.2/0.9/ 2/ 50				
WGSE-F	105.5	OSWEGO	0.7/2.1/ 6/ 119	WTKW-F, WKRL A/F (Radio Corp.)	4.9%	4.9%	3.2%
WSIV	1540	E. SYRACUSE	0.3/0.5/ 3/ 29		35.2%	38.1%	53.5%
WZOS-F	96.7	OSWEGO	0.5/1.0/ 4/ 53				
WZZZ	1300	FULTON	0.5/0.9/ 4/ 50				
WKDY-F	102.5	ROME	0.5/2.2/ 9/ 205				
WLZW-F	98.7	UTICA	0.7/3.5/ 13/ 331				
WOUR-F	96.9	UTICA	0.5/3.4/ 12/ 350				
WROI-F	95.1	S. BRISTOL	0.6/1.7/ 16/ 321				

SYRACUSE

RADIO STATIONS

WFBL, 1050, 2.5 KW/19 W	, Standards	UNISTR, CNN , \$ NA (---)	Crawford
WHEN, 620, 5 KW/1 KW (DA-N)	, Full Service	ABC, CBS , \$ 20.00 (MMR)	Park
WDR, 1260, 5 KW (DA-N)	, Country	ABC, UNISTR , \$ 16.00 (Mc-Guild)	Osborn
WOLF, 1490, 1 KW	, Black	AURN , \$ 15.00 (---)	
WSYR, 570, 5 KW (DA-2)	, Full Service	NBC, MBS , \$ 70.00 (Katz)	NewCity
WAQX-F, 95.7, 25 KW @ 298	AOR	ABC , \$ 71.00 (Banner)	Pilot (MANLIUS)
WBBS-F, 104.7, 50 KW @ 493	Country	, \$ 47.00 (Katz)	NewCity (FULTON)
WHEN-F, 107.9, 50 KW @ 500	Country	ABC, CBS , \$ 28.00 (MMR)	Park
WKRL-F, 100.9, 6 KW @ 164	AOR	ABC , \$ 23.00 (Eastman)	Radio Corporation
WMHR-F, 102.9, 20 KW @ 781	Religion	, \$ NA (---)	
WNTQ-F, 93.1, 97 KW @ 659	CHR	, \$ 65.00 (Mc-Guild)	Osborn
WPCX-F, 106.9, 14 KW @ 469	Country	SMN , \$ 19.00 (Market 4)	Great Scott (AUBURN)
WSCP-F, 101.7, 2.5 KW @ 364	Country (?)	UNISTR , \$ 17.00 (---)	(PULASKI)
WSEN-F, 92.1, 25 KW @ 298	Oldies	CBS, UNISTR , \$ 34.00 (D & R)	Buckley (BALDWIN.)
WTKW-F, 99.5, 2.9 KW @ 338	Classic AOR	AP , \$ 21.00 (---)	Radio Corp. (BRIDGEPORT)
WYYY-F, 94.5, 100 KW @ 649	AC	, \$ 92.00 (Katz)	NewCity

Miscellaneous: WHEN A/F sold by Park to Tomlin/Knapp for \$3,500,000 (E). . .

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,864,200
 MSA Rank/Pop: 23/2,190,000
 DMA # 16
 Average Person Ratings: 17.3
 Market TSL: 23.00 hours

Stations: 26/23
 Diaries: 2290/814:1/53.7%
 Sample Target: 2355
 % Below Line: 5.7
 % Not Listed: 12.1

1994 Revenue: \$73,000,000
 HH Inc.: \$28,944
 Retail \$: 21.8 Bil
 Pop per Station: 81,052
 #1 Biller: WQYK-AF \$13,200,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WQYK-F (C)	315/ 9.8	9.0	9.3	9.7	10.5	9.5	343/4530	3919/21.0	18.6	21.4	I	WQYK-F
2. WXTB-F (AOR)	251/ 7.8	6.9	7.5	7.6	7.4	7.5	276/3332	2809/15.1	14.0	12.8	G	WXTB-F
3. WGUL-AF (ST)	231/ 7.2	6.0	5.7	5.8	6.2	6.2	244/2080	1896/10.2	9.6	9.2	C	WGUL-AF
4. WFLA (T)	229/ 7.1	7.2	6.4	5.5	6.5	6.6	265/2915	2400/12.9	13.7	13.1	G	WFLA
5. WMTX-AF (AC)	214/ 6.7	5.4	6.0	6.1	5.8	6.1	236/3617	3090/16.6	15.1	15.5	H	WMTX-AF
6. WWRM-F (SAC)	213/ 6.6	6.2	5.9	5.8	5.3	6.1	269/4112	3144/16.9	16.5	12.5	G	WWRM-F
7. WFLZ-F (CHR)	201/ 6.2	5.5	6.3	6.0	6.1	6.0	301/4676	3177/17.0	17.5	16.8	F	WFLZ-F
8. WRBQ-F (C)	176/ 5.5	6.4	6.1	7.1	6.8	6.3	214/3603	2866/15.4	13.8	17.9	F	WRBQ-F
9. WDUV-F (EZ)	160/ 5.0	4.8	4.7	4.7	4.5	4.8	279/3188	1799/ 9.7	8.8	10.8	E	WDUV-F
10. WUSA-F (AC)	141/ 4.4	4.8	4.2	5.3	5.7	4.7	148/2337	2159/11.6	12.0	13.2	G	WUSA-F
11. WYUU-F (O)	137/ 4.2	3.2	3.9	4.5	3.0	4.0	142/2503	2276/12.2	11.4	9.6	E	WYUU-F
12. WHPT-F (AOR-P)	132/ 4.1	4.3	4.9	4.0	3.9	4.3	210/3115	2101/11.3	11.3	9.7	G	WHPT-F
13. WCOF-F (O-70's)	128/ 4.0	4.4	5.3	5.8	4.7	4.9	156/2745	2281/12.2	14.2	14.8	E	WCOF-F
14. WSUN (T)	69/ 2.1	3.2	2.9	2.0	1.4	2.6	96/1392	1010/ 5.4	6.2	4.3	C	WSUN
15. WRBQ (B)	50/ 1.5	2.1	1.7	1.5	2.6	1.7	55/654	533/ 3.0	3.4	4.7	B	WRBQ
16. WTMP (B)	37/ 1.1	1.7	1.6	1.4	1.0	1.5	38/470	444/ 2.4	3.0	2.8	B	WTMP
17. WLUV-F (ST)	33/ 1.0	1.4	1.2	1.5	1.6	1.3	33/490	490/ 2.6	2.9	3.3	A	WLUV-F
18. WQYK (C)	31/ 1.0	0.8	0.5	0.7	0.4	0.8	35/787	669/ 3.6	3.0	2.4		WQYK

12+ FM SHARE (METRO): 79.59% (2258 of 2837) (FAL 93: 81.71%)

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 WXTB-F>	1 WXTB-F	1 WQYK-F	1 WGUL-AF<	1 WQYK-F	1 WQYK-F<	1 WQYK-F	1 WFLZ-F>	1 WFLA >
2 WXTB-F	2 WFLZ-F	2 WMTX-AF<	WQYK-F<	2 WMTX-AF	2 WQYK-F	2 WFLA	2 WFLA	2 WXTB-F	2 WXTB-F	2 WQYK-F
3 WMTX-F	3 WQYK-F	3 WQYK-F	3 WMTX-AF	3 WXTB-F	3 WFLA	3 WMTX-AF<	3 WWRM-F	3 WMTX-AF<	3 WQYK-F	3 WWRM-F
4 WRBQ-F	4 WMTX-AF<	4 WFLZ-F<	4 WHPT-F	4 WWRM-F<	4 WWRM-F<	4 WXTB-F	4 WXTB-F	4 WWRM-F<	4 WGUL-AF	WXTB-F
5	5 WHPT-F	5 WHPT-F	5 WWRM-F<	5 WHPT-F<	5 WDUV-F	5 WGUL-AF	WGUL-AF<	5 WGUL-AF<	5 WMTX-F	5 WHPT-F
6	6 WCOF-F	6 WWRM-F	6 WYUU-F	6 WYUU-F	6	6 WWRM-F	6 WMTX-AF	6 WFLZ-F	6 WRBQ-F	6 WDUV-F
7	7 WRBQ-F	WCOF-F<	7 WUSA-F<	7 WUSA-F<	7	7 WFLZ-F	7	7 WFLA	7	7
8	8	8 WRBQ-F	8 WCOF-F	8 WCOF-F	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10 WYUU-F	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F	1 WMTX-AF<	1 WMTX-AF	1 WMTX-AF>	1 WMTX-AF	1 WXTB-F	1 WXTB-F>>	1 WXTB-F	1 WXTB-F>	1 WXTB-F<
2 WXTB-F	2 WFLZ-F	2 WWRM-F	2 WWRM-F<	2 WWRM-F	2 WFLZ-F	2 WFLZ-F<	2 WQYK-F	2 WQYK-F	2 WQYK-F
3 WMTX-AF	WXTB-F<	3 WRBQ-F	3 WQYK-F<	3 WQYK-F	3 WMTX-AF	3 WQYK-F	3 WHPT-F	3 WHPT-F	3 WHPT-F<
4 WRBQ-F	4 WRBQ-F	4 WQYK-F	4 WFLZ-F<	4 WYUU-F<	4 WQYK-F	4 WHPT-F	4 WCOF-F	4 WFLZ-F<	4 WFLA
5 WQYK-F	5 WQYK-F<	WXTB-F	5 WRBQ-F	5 WUSA-F	5 WUSA-F	5 WCOF-F	5 WFLA	5 WFLA <	5 WCOF-F
6	6 WWRM-F	6 WHPT-F	6 WUSA-F<	6 WRBQ-F	6	6 WMTX-AF	6 WFLZ-F	6 WCOF-F<	6 WMTX-AF
7	7 WCOF-F	7 WCOF-F	7 WXTB-F	7 WHPT-F	7	7 WFLA	7	7 WMTX-AF	7 WYUU-F
8	8 WHPT-F	8	WYUU-F	8	8	8	8	8	8

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WFNS 910	PLANT CITY 0.7/2.8/ 28/ 615	WSUN, WWRM-F, WCOF-F (Cox)	12.7%	16.7%	13.6%
WHNZ 570	PINELLAS PARK 0.5/3.5/ 19/ 739	WRBO A/F, WMTX A/F (Clear Channel)	13.7%	16.9%	17.8%
WRMD 680	ST. PETERSBURG 0.3/0.7/ 17/ 182	WNZE, WHNZ, WHPT-F, WEZY-F (Paxson)	4.6%	7.2%	9.3%
WRXB 1590	ST. PETERSBURG BCH 0.4/1.2/ 15/ 260	WYUU-F, WISP-F (Entercom)	4.2%	6.6%	5.2%
WPCV-F 97.5	WINTER HAVEN 0.4/1.9/142/1804		35.2%	47.4%	45.9%
WXXL-F 106.7	ORLANDO 0.4/1.3/ 27/ 633				

TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WDAE, 1250, 5 KW (DA-2)	, Country Oldies	ABC, \$ NA (Mc-Guild)	Gannett
WFLA, 970, 5 KW (DA-2)	, Talk	ABC, \$ 92.00 (Eastman)	Jacor
WFNS, 910, 5 KW (DA-2)	, Sports	AP, CBS, \$ 33.00 (---)	
WGUL, 860, 2 KW/1.5KW (DA-2), ??		UNISTR, \$ NA (K & P)	
WHNZ, 570, 5 KW (DA-2)	, Talk	CBS, CNN, \$ 38.00 (Banner)	Paxson
WMTX, 1040, 5 KW (DAYS)	, SEE WMTX-F		
WQYK, 1010, 50 KW/5 KW (DA-2)	, SEE WQYK-F		
WRBQ, 1380, 5 KW (DA-2)	, Black	SMN, \$ NA (Christal)	Clear Channel
WSUN, 620, 10 KW (DA-N)	, Talk	, \$ 35.00 (D & R)	Cox
WTMP, 1150, 5 KW/2.5 KW(DA-2), Black		AURN, UNISTR, \$ 32.00 (Roslin)	

FM STATIONS

WCOF, 107.3, 100 KW @ 620, Oldies (70's)		, \$ 74.00 (D & R)	Cox
WFLZ, 93.3, 100 KW @ 1358, CHR		ABC, \$ 84.00 (Eastman)	Jacor
WGUL, 105.5, 6 KW @ 285, Standards		UNISTR, \$ 40.00 (K & P)	Marcocci (NEW PORT RICHEY)
WLVU, 106.3, 3.3 KW @ 298, Standards		AP, \$ 30.00 (---)	(HOLIDAY)
WMTX, 95.7, 100 KW @ 607, AC		, \$ 168.00 (MMR)	Clear Channel
WQYK, 99.5, 100 KW @ 551, Country		, \$ 243.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 561, Country		ABC, \$ 77.00 (Christal)	Clear Channel
WUSA, 100.7, 100 KW @ 600, AC		, \$ 157.00 (Mc-Guild)	Gannett
WWRM, 94.9, 100 KW @ 1289, Soft AC		, \$ 161.00 (D & R)	Cox
WXTB, 97.9, 100 KW @ 600, AOR		ABC, \$ 100.00 (Banner)	Great American
WYUU, 92.5, 50 KW @ 400, Oldies		, \$ 81.00 (D & R)	Entercom
WHPT, 102.5, 100 KW @ 1666, Prog. AOR		, \$ 94.00 (Banner)	Paxson (SARASOTA)
WDUV, 103.3, 100 KW @ 581, EZ		MBS, \$ 80.00 (Christal)	(BRADENTON)

Miscellaneous: WISP-F (Holmes) sold to Entercom (D) for \$3,000,000. . . WNZE (Largo, 820) sold to Paxson (D) for \$1,080,000. . . WTMP sold by Broadcap for \$950,000. . .

TOLEDO

Arbitron Rank/Pop (12+): 74/511,300
 MSA Rank/Pop: 82/624,000
 DMA # 63
 Average Person Ratings: 16.0
 Market TSL: 21.25 hours

Stations: 26/18
 Diaries: 1481/345:1/53.9%
 Sample Target: 1460
 % Below Line: 9.8
 % Not Listed: 15.9

1994 Revenue: \$17,800,000
 HH Inc.: \$32,847
 Retail \$: 5.8 Bil
 Pop per Station: 28,406
 #1 Biller: WKKO-AF \$3,800,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WKKO-F (C)	105/12.8	12.2	11.5	10.9	10.0	11.9	157/1998	1153/22.6	23.1	21.6	E	WKKO-F
2. WVKS-F (CHR)	67/ 8.2	10.8	11.1	10.5	10.9	10.2	107/2014	1226/24.0	28.8	24.3	D	WVKS-F
3. WLQR-F (SAC)	56/ 6.8	6.9	7.6	6.5	5.7	7.0	73/1339	892/17.4	16.9	14.3	C	WLQR-F
WLOT-F (AOR)	56/ 6.8	9.9	8.0	8.5	8.3	8.3	94/1683	915/17.9	20.6	21.0	D	WLOT-F
5. WSPD (FS)	54/ 6.6	7.6	7.0	8.5	7.8	7.4	65/979	792/15.5	15.0	18.6	C	WSPD
WWWM-F (AC)	54/ 6.6	5.9	7.0	7.6	8.5	6.8	61/1137	956/18.7	15.2	18.7	D	WWWM-F
7. WVKR-F (CL AOR)	42/ 5.1	5.4	6.0	5.5	4.0	5.5	63/1059	672/13.1	15.5	13.3	C	WVKR-F
8. WRQN-F (O)	34/ 4.2	4.5	4.1	4.4	6.0	4.3	47/976	706/13.8	12.4	15.5	C	WRQN-F
9. WJR (FS)	31/ 3.8	4.0	4.5	3.4	3.7	3.9	69/1333	534/10.4	11.9	13.1		WJR
WBUZ-F (AOR)	31/ 3.8	---	---	---	---	---	34/507	421/ 8.2	---	---	A	WBUZ-F
11. WWWM (T)	27/ 3.3	2.2	2.9	2.7	2.6	2.8	28/362	346/ 6.8	5.7	5.2	A	WWWM
12. WCWA (ST)	21/ 2.6	2.9	2.1	2.5	2.1	2.5	21/373	296/ 5.8	6.4	6.8	A	WCWA
13. WJLB-F (B)	18/ 2.2	0.6	1.5	1.8	1.2	1.5	20/294	262/ 5.1	3.9	4.1		WJLB-F
14. WVOI (B)	15/ 1.8	0.8	1.2	1.4	1.1	1.3	15/167	167/ 3.3	3.1	3.1	A	WVOI
15. WYHK-F (C)	13/ 1.6	1.8	1.7	1.3	2.8	1.6	24/434	293/ 5.7	6.2	6.9		WYHK-F

12+ FM SHARE (METRO): 74.56% (513 of 688) (FAL 93: 75.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVKS-F>>	1 WLOT-F>	1 WKKO-F	1 WKKO-F	1 WKKO-F>	1 WKKO-F>	1 WKKO-F>	1 WKKO-F	1 WKKO-F>	1 WKKO-F<	1 WSPD
2 WBUZ-F>	2 WKKO-F	2 WLOT-F	2 WWWM-F	2 WWWM-F	2 WSPD	2 WVKS-F	2 WSPD	2 WVKS-F	2 WVKS-F<	2 WKKO-F
3	3 WVKS-F	3 WVKS-F<	3 WVKR-F<	3 WVKR-F<	3 WWWM-F	3 WWWM-F<	3 WLOT-F	3 WLOT-F	3 WLOT-F	3 WWWM-F
4	4 WBUZ-F	4 WVKR-F<	4 WLOT-F	4 WLOT-F	4 WLQR-F	4 WLOT-F	4 WLOT-F	4 WLQR-F<	4 WSPD	4 WLOT-F
5	5 WLQR-F<	5 WWWM-F<	5 WLQR-F	5 WLQR-F	5 WJR <	5 WSPD	5 WLQR-F	5 WWWM-F	5 WWWM-F	5 WRQN-F
6	6 WVKR-F	6 WLQR-F	6 WVKS-F	6 WVKS-F	6 WRQN-F	6	6	6	6	6 WJR
7	7	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 WVKS-F	1 WVKS-F<	1 WKKO-F	1 WKKO-F	1 WKKO-F	1 WLOT-F	1 WLOT-F>	1 WLOT-F	1 WLOT-F	1 WKKO-F
2 WLOT-F	2 WKKO-F>	2 WLQR-F	2 WWWM-F<	2 WWWM-F	2 WBUZ-F	2 WBUZ-F	2 WVKR-F	2 WKKO-F<	2 WLOT-F<
3 WBUZ-F	3 WLQR-F	3 WVKS-F	3 WVKS-F	3 WLQR-F	3 WVKS-F	3 WKKO-F	3 WKKO-F	3 WVKR-F>	3 WWWM-F>
4 WLLO-F	4 WLOT-F	4	4 WLQR-F>	4 WVKS-F	4	4 WVKR-F	4	4 WLOT-F	4 WLQR-F
5	5 WWWM-F	5	5 WLOT-F	5 WWWM	5	5 WVKS-F	5	5 WVKS-F	5 WRQN-F
6	6	6	6	6	6	6	6	6	6 WSPD
									6 WVKS-F
									6 WWWM-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WFOB	1430	FOSTORIA	0.5/1.2/ 4/ 111	WTOD, WKKO-F, WRQN-F (Fritz)	18.2%	20.6%	27.5%
WJZE-F	97.3	OAK HARBOR	0.5/3.0/ 4/ 154				
WMTR-F	96.1	ARCHBOLD	0.5/2.2/ 12/ 202				
WTOD	1560	TOLEDO	1.2/3.3/ 10/ 198				
WTWR-F	98.3	MONROE, MI	1.3/7.3/ 28/ 725				
WIOB-F	102.9	ANN ARBOR	0.4/2.3/ 5/ 293				
WRIF-F	101.1	DETROIT	0.4/3.0/ 18/ 396				
WITF-F	103.7	TIFFIN	0.6/1.2/ 18/ 289				
CIMX-F	88.7	WINDSOR, ONT	0.9/3.7/ 10/ 329				
CKLW	800	WINDSOR, ONT	0.4/2.3/ 8/ 201				
CKWV	580	WINDSOR, ONT	1.2/2.8/ 16/ 253				

TUCSON

RADIO STATIONS

AM STATIONS

KCEE, 940, 5 KW/1 KW (DA-2), Standards	UNISTR, \$ 15.00 (---)	Prism	
KCUB, 1290, 1 KW, Country	SMN, \$ NA (Katz)		(GREEN VALLEY)
KGVM, 1080, 1 KW (DAYS), Standards	AP, \$ 20.00 (K & P)		
KJYK, 1490, 1 KW (DA-1), CHR	, \$ 15.00 (MMR)	Apogee	
KNST, 790, 5 KW/500 W (DA-2), News/Talk	ABC, MBS, \$ 42.00 (Banner)	Prism	
KQTL, 1210, 10 KW/1 KW (DA-2), Hispanic	, \$ 17.00 (Caballero)		(SAHURRITO)
KTKT, 990, 10 KW/1 KW (DA-N), Sports/Talk	SEN, \$ 14.00 (Christal)	Lotus	
KTUC, 1400, 1 KW, Talk	CBS, NBC, \$ 19.00 (Roslin)		
KTZR, 1450, 1 KW, Hispanic	, \$ 14.00 (SBS)		
KXEW, 1600, 1 KW (DA-2), Hispanic	CRC, \$ 16.00 (Lotus)		

FM STATIONS

KEKO, 92.1, 50 KW @ 493, Prog. AOR	, \$ 16.00 (Christal)	Lotus	(GREEN VALLEY)
KIIM, 99.5, 93 KW @ 2037, Country	, \$ 97.00 (Katz)		
KKHG, 104.1, 3 KW @ 24, AOR/Classic	, \$ 16.00 (MMR)		
KKLD, 94.9, 100 KW @ 1952, AC	ABC, \$ 47.00 (MMR)	Apogee	
KLPX, 96.1, 100 KW @ 1952, AOR	, \$ 53.00 (Christal)	Lotus	
KOHT, 98.3, 3 KW @ 203, Hispanic	CRC, CBS, \$ 17.00 (Lotus)		(MARANA)
KCD1, 97.5, 3 KW @ 115, Classic AOR	SMN, \$ 16.00 (---)		(ORO VALLEY)
KROO, 93.7, 91 KW @ 2030, CHR	, \$ 52.00 (Banner)	Prism	
KWFM, 92.9, 90 KW @ 2037, Oldies	CBS, \$ 57.00 (Banner)	Prism	
KZLZ, 105.3, 50 KW @ 492, Hispanic	, \$ NA (Katz Hisp)		(KEARNY)

Miscellaneous: KCRZ-F sold to KCUB/KIIM-F owner (D) for \$3,500,000 (Katil). . .

TULSA

Arbitron Rank/Pop (12+): 60/641,700

Stations: 22/22
 Diaries: 1345/477:1/57.3%
 Sample Target: 1290
 % Below Line: 0.0
 % Not Listed: 7.8

1994 Revenue: \$27,000,000
 III Inc.: \$29,218
 Retail \$: 5.8 Bil
 Pop per Station: 29,168
 #1 Biller: KWEN-F \$5,200,000

MSA Rank/Pop: 72/750,000
 DMA # 60

Average Person Ratings: 15.9

Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KWEN-F (C)	131/12.8	12.1	13.4	14.1	12.7	13.1	178/2454	1724/26.9	26.3	25.5	G	KWEN-F
2. KRMG (FS)	115/11.3	9.3	11.5	10.3	10.0	10.6	130/1824	1500/23.4	23.4	21.1	E	KRMG
3. KBEZ-F (SAC)	92/ 9.0	7.1	8.0	7.1	7.0	7.8	114/1583	1122/17.5	17.0	15.9	D	KBEZ-F
4. KMOD-F (AOR)	87/ 8.5	7.8	7.8	7.8	8.2	8.0	120/1503	1042/16.2	15.1	20.5	E	KMOD-F
5. KHTT-F (CHR)	58/ 5.7	5.7	7.1	6.4	5.0	6.2	82/1610	1067/16.6	18.4	14.2	C	KHTT-F
6. KVOO (C)	55/ 5.4	6.0	4.0	4.6	5.3	5.0	80/1107	670/10.4	7.5	9.2	E	KVOO
7. KQLL-F (O)	53/ 5.2	5.7	3.5	4.0	4.8	4.6	76/1384	869/13.5	13.2	14.2	C	KOLL-F
8. KVOO-F (C)	46/ 4.5	4.6	5.4	4.1	5.1	4.7	62/1114	692/10.8	11.1	11.4	SEE	KVOO
9. KMYZ-F (CHR)	44/ 4.3	5.5	5.3	5.5	6.5	5.2	66/1202	783/12.2	17.1	19.6	C	KMYZ-F
10. KRAV-F (AC)	40/ 3.9	4.1	5.5	4.5	5.2	4.5	44/950	754/11.8	13.5	11.3	C	KRAV-F
11. KTOW-F (B)	32/ 3.1	3.4	1.9	3.2	2.0	2.9	32/338	309/ 4.8	4.5	5.2	A	KTOW-F
12. KCKI-F (C)	32/ 3.1	4.5	3.7	3.5	2.1	3.7	52/817	574/ 8.9	8.5	8.1	B	KCKI-F
13. KTHK-F (CL AOR)	30/ 2.9	2.2	2.0	2.5	1.8	2.4	31/624	519/ 8.1	7.8	7.7	B	KTHK-F
14. KGTO (ST)	26/ 2.5	1.8	1.9	2.9	3.9	2.3	27/229	211/ 3.3	4.2	4.8	A	KGTO
15. KXOJ-F (REL)	25/ 2.4	2.5	1.1	1.9	1.4	2.0	28/515	439/ 6.8	5.3	4.0		KXOJ-F
16. KCMA-F (CL)	24/ 2.4	2.6	2.1	2.2	2.4	2.3	27/536	417/ 6.5	6.1	5.4	B	KCMA-F
17. KTFX-F (C)	22/ 2.2	1.8	1.9	2.5	3.2	2.1	43/989	519/ 8.1	7.4	9.2	B	KTFX-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 76.62% (721 of 941) (FAL 93: 77.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHTT-F>>	1 KWEN-F	1 KWEN-F	1 KWEN-F<	1 KWEN-F	1 KRMG >	1 KRMG	1 KWEN-F<	1 KWEN-F	1 KWEN-F	1 KWEN-F
2 KMYZ-F	2 KMOD-F>	2 KMOD-F>	2 KMOD-F>	2 KMOD-F	2 KWEN-F<	2 KWEN-F	2 KRMG <	2 KRMG <	2 KHTT-F	2 KRMG >
3 KWEN-F	3 KBEZ-F	3 KBEZ-F	3 KBEZ-F	3 KBEZ-F<	3 KBEZ-F	3 KMOD-F	3 KBEZ-F	3 KBEZ-F	3 KMYZ-F	3 KBEZ-F
4	4 KHTT-F	4 KRMG	4 KRMG	4 KRMG	4 KVOO	4 KBEZ-F>	4 KMOD-F>	4 KMOD-F	4 KBEZ-F	4 KVOO
5	5 KMYZ-F	5 KQLL-F	5 KQLL-F	5 KQLL-F	5 KQLL-F	5 KVOO-F<	5 KVOO <	5 KQLL-F	5 KTOW-F	5 KHTT-F
6	6	6	6	6	6	6 KHTT-F	6 KQLL-F	6	6	6 KVOO-F
7	7	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 KWEN-F	1 KWEN-F>>	1 KWEN-F	1 KWEN-F>	1 KWEN-F	1 KMYZ-F	1 KMOD-F>>	1 KMOD-F	1 KMOD-F>>	1 KMOD-F>
2 KHTT-F	2 KBEZ-F	2 KBEZ-F	2 KBEZ-F>	2 KBEZ-F>	2 KMOD-F	2 KMYZ-F<	2 KRMG	2 KRMG	2 KRMG <
3 KBEZ-F	3 KHTT-F>	3 KHTT-F	3 KHTT-F	3 KRMG	KWEN-F	3 KWEN-F	3 KWEN-F	KWEN-F>	3 KWEN-F
4	4 KRAV-F	KMOD-F	4 KRAV-F<	4 KOLL-F	4 KBEZ-F	4 KRMG	4	4 KQLL-F	4 KOLL-F
5	KMOD-F	KTHK-F	5 KOLL-F	5 KRAV-F	5	5	5	5 KMYZ-F	5 KBEZ-F
6	KCKI-F	6	6 KMOD-F	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KAKC	1300	TULSA	0.8/3.4/ 12/ 248	KBEZ-F, KHTT-F (Renda)	14.7%	13.6%	13.1%
KCFO	970	TULSA	0.6/2.6/ 6/ 219				
KHJM-F	100.3	TAFT	0.5/1.6/ 15/ 182				
KQLL	1430	TULSA	0.6/1.8/ 6/ 117	KVOO A/F, KCKI-F (Great Empire)	13.0%	9.6%	16.7%
KTOW	1340	SAND SPRINGS	0.4/1.2/ 5/ 95				
				KRMG, KWEN-F, KTFX-F	26.3%	25.8%	34.8%
					54.0%	49.0%	64.6%

TULSA

RADIO STATIONS

KCFO, 970, 2.5 KW/1 KW (DA-2), Religion		\$ 13.00 (---)	Salem
KGTO, 1050, 1 KW (DAYS), Standards	CNN	\$ 16.00 (Torbet)	
KRMG, 740, 50 KW/25 KW (DA-2), FS	TALKNT, ABC	\$ 61.00 (Katz)	NewCity
KVOO, 1170, 50 KW (DA-N), Country	ABC	\$ NA (D & R)	Great Empire
KBEZ-F, 92.9, 100 KW @ 1319, Soft AC/EZ		\$ 44.00 (Eastman)	Renda
KCKI-F, 99.5, 100 KW @ 981, Country		\$ 20.00 (---)	Great Empire (HENRYETTA)
KCMA-F, 92.1, 27 KW @ 656, Classical		\$ 21.00 (CMBS)	(BROKEN ARROW)
KHTT-F, 106.9, 100 KW @ 1010, CHR		\$ 31.00 (Eastman)	Renda
KMOD-F, 97.5, 96 KW @ 1328, AOR		\$ 65.00 (Christal)	Clear Channel
KMYZ-F, 104.5, 70 KW @ 1128, CHR	ABC	\$ 52.00 (Banner)	Shamrock-Lynette (PRYOR)
KQLL-F, 106.1, 100 KW @ 1322, Oldies	MBS, ABC	\$ 32.00 (Banner)	Federated (OWASSO)
KRAV-F, 96.5, 100 KW @ 1328, AC	UNISTR	\$ 36.00 (Torbet)	
KTFX-F, 103.3, 100 KW @ 1279, Country		\$ 23.00 (---)	
KTHK-F, 94.1, 18 KW @ 817, Classic AOR		\$ 21.00 (Banner)	(OKMULGEE)
KTOW-F, 102.3, 1.7 KW @ 436, Black		\$ 18.00 (---)	(SAND SPRINGS)
KVOO-F, 98.5, 100 KW @ 1227, Country	ABC	\$ 76.00 (D & R)	Great Empire
KWEN-F, 95.5, 96 KW @ 1328, Country		\$ 97.00 (Katz)	NewCity
KXOJ-F, 100.9, 2 KW @ 361, Religion		\$ 14.00 (Keystone)	(SAPULPA)

Miscellaneous: KTFX-F sold to NewCity (D) for \$3,500,000. . .

UTICA-ROME

Arbitron Rank/Pop (12+): 141/263,500

Stations: 26/18
Diaries: 814/324:1/63.4%
Sample Target: 730
% Below Line: 6.1
% Not Listed: 16.2

1994 Revenue: \$7,900,000
III Inc.: \$29,389
Retail %: 2.2 Bil
Pop per Station: 14,639
#1 Biller: WLZW-F \$1,400,000

MSA Rank/Pop: 148/316,000
DMA # 165
Average Person Ratings: 16.9
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WFRG-F (C)	79/17.8	15.9	14.5	12.9	13.5	----	113/1109	759/28.8	26.6	27.0	C	WFRG-F
2. WLZW-F (SAC)	65/14.6	15.7	14.7	14.0	10.3	----	70/854	758/28.8	31.9	28.0	C	WLZW-F
3. WIBX (T/N)	32/ 7.2	6.7	9.2	8.4	7.5	----	32/488	488/18.5	17.7	22.2	B	WIBX
4. WUTQ (ST)	29/ 6.5	3.9	4.4	2.2	1.6	----	29/156	156/ 5.9	4.5	4.6	A	WUTQ
5. WOUR-F (AOR)	27/ 6.1	12.9	9.9	8.2	10.0	----	40/664	470/17.8	24.8	24.3	C	WOUR-F
6. WKDY-F (C)	20/ 4.5	3.4	6.0	4.9	1.6	----	23/490	364/13.8	13.0	13.7	A	WKDY-F
WKLL-F (AOR)	20/ 4.5	6.7	4.4	7.8	6.4	----	24/532	414/15.7	18.0	16.6	A	WKLL-F
WRCK-F (CHR)	20/ 4.5	7.3	7.4	9.1	7.8	----	22/468	403/15.3	24.2	21.8	B	WRCK-F
9. WODZ-F (O)	13/ 2.9	1.9	0.9	---	---	----	15/332	246/ 9.3	7.1	5.5	A	WODZ-F
10. WUUU-F (O)	9/ 2.0	1.3	1.1	2.7	5.0	----	9/173	154/ 5.8	3.2	8.5	A	WUUU-F

12+ FM SHARE (METRO): 76.68% (286 of 373) (FAL 93: 73.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLZW-F	1 WFRG-F	1 WFRG-F	1 WFRG-F	1 WFRG-F<	1 WFRG-F	1 WFRG-F>	1 WFRG-F<	1 WFRG-F	1 WFRG-F	1 WIBX
WKDY-F	2 WLZW-F	WLZW-F>>	WLZW-F>>	2 WLZW-F>>	2 WLZW-F	2 WLZW-F	2 WLZW-F>>	2 WLZW-F>>	2 WLZW-F>>	2 WFRG-F
3 WKLL-F	3 WOUR-F>	3 WOUR-F	3 WOUR-F>	3 WOUR-F	3 WUTQ	3 WIBX >	3 WIBX	3 WOUR-F	3	3 WGY
WFRG-F	4 WRCK-F	4 WRCK-F	4 WRCK-F	4 WRCK-F	WIBX	4 WOUR-F<	4 WOUR-F	4 WKDY-F	4	4
5	WKLL-F	5 WKLL-F	5	5	5	5 WKLL-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 WLZW-F	1 WLZW-F	1 WLZW-F	1 WLZW-F>	1 WLZW-F	1 WFRG-F	1 WFRG-F	1 WOUR-F	1 WFRG-F>	1 WFRG-F>
2 WFRG-F	2 WFRG-F>>	2 WFRG-F	2 WFRG-F>>	2 WFRG-F>>	2 WKLL-F	WOUR-F>	2 WFRG-F	2 WLZW-F<	2 WLZW-F<
3 WKDY-F	3 WKDY-F>	3 WRCK-F	3 WKDY-F	3	WLZW-F	3 WKLL-F	3 WKLL-F	3 WOUR-F>	3 WOUR-F>
4	4 WOUR-F	WKDY-F	4	4	4	4 WLZW-F	WRCK-F	4 WRCK-F	4 WRCK-F
5	WRCK-F	5	5	5	5	WRCK-F	5	5 WKLL-F	5

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	CUME	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WADR-AA 1480 REMSEN	0.6/1.8/ 3/ 48			WUUU-F, WKDY-F, WADR, WRNY (Local)	7.1%	4.7%	7.0%
WLFH 1230 LITTLE FALLS	1.3/3.8/ 6/ 109						
WOWB-F 105.5 LITTLE FALLS	1.6/5.2/ 7/ 185						
WRUN 1150 UTICA	1.1/4.4/ 5/ 115			WFRG-F, WODZ A/F (Logan)	20.7%	24.9%	16.4%
WTLB 1310 UTICA	1.3/5.7/ 6/ 166						
WVVC-F 100.7 UTICA	0.4/2.3/ 2/ 60						
WXUR-F 92.7 HERKEMIR	0.7/2.8/ 3/ 86			WUTQ, WOUR-F, WTLB, WRCK-F (Radio Corp.)	18.4%	15.5%	25.3%
					46.2%	45.1%	48.7%

SEE SYRACUSE OR ALBANY FOR MORE ABOUT THE FOLLOWING:

WAQX-F 0.9/ 2.8	WHEN-F 0.7/ 2.7
WBBS-F 0.4/ 3.0	WNTQ-F 1.3/ 5.3
WBUG-F 0.9/ 1.7	WSYR 0.9/ 4.5
WGY 0.4/ 1.5	WYYY-F 0.4/ 2.7

RADIO STATIONS

WIBX , 950, 5 KW (DA-1)	Talk/News	MBS CBS, \$21.00 (Mc-Guild)	Black River
WLFH , 1230, 1 KW	Country	SMN, \$10.00 (K & P)	(LITTLE FALLS)
WTLB , 1310, 5 KW/500 W (DA-2)	Oldies	UNISTR ABC, \$10.00 (Eastman)	Radio Corporation
WUTQ , 1550, 1 KW/3 W	Standards	UNISTR CNN, \$14.00 (---)	Bendat
WFRG-F, 104.3, 100 KW @ 497	Country	SMN, \$31.00 (Katz)	O'Leary
WKDY-F, 102.5, 27 KW @ 649	Country	UNISTR, \$19.00 (---)	WUUU owner (D)
WKLL-F, 94.9, 50 KW @ 276	AOR	, \$15.00 (D & R)	(FRANKFORT)
WLZW-F, 98.7, 25 KW @ 659	Soft AC	UNISTR CBS, \$24.00 (Torbet)	Black River
WOUR-F, 96.9, 19 KW @ 790	AOR	, \$28.00 (---)	Bendat
WRCK-F, 107.3, 50 KW @ 500	CHR	ABC, \$22.00 (Christal)	Radio Corporation
WUUU-F, 93.5, 6 KW @ 239	Oldies	UNISTR, \$13.00 (Eastman)	(REMSEN)

VISALIA-TULARE-HANFORD, CA

Arbitron Rank/Pop (12+): 110/357,700

Stations: 29/7
Diaries: 926/386:1/49.3%
Sample Target: 955
% Below Line: 57.0
% Not Listed: 22.0

1994 Revenue: \$ NA
HH Inc.: \$33,955
Retail \$: 2.3 Bil
Pop per Station: 51,100
#1 Biller: NA

MSA Rank/Pop: NA
Fresno DMA
Average Person Ratings: 17.0
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. KBOS-F (CHR)	70/11.5	10.1	----	----	----	----	70/980	980/27.4	23.0	----	KBOS-F
2. KJUG-AF (C)	54/ 8.9	9.3	----	----	----	----	54/611	611/17.1	18.7	----	KJUG-AF
3. KMJ (N/T)	49/ 8.1	8.6	----	----	----	----	49/474	474/13.3	13.9	----	KMJ
4. KJOI-F (SAC)	43/ 7.1	5.0	----	----	----	----	43/474	474/13.3	12.3	----	KJOI-F
5. KFSO-F (O)	30/ 4.9	6.1	----	----	----	----	30/592	592/16.6	16.9	----	KFSO-F
6. K100-F (AC)	29/ 4.8	3.9	----	----	----	----	29/366	366/10.2	8.3	----	K100-F
7. KSKS-F (C)	24/ 3.9	4.5	----	----	----	----	24/444	444/12.4	11.9	----	KSKS-F
8. KRZR-F (AOR)	23/ 3.8	3.9	----	----	----	----	23/298	298/ 8.3	6.7	----	KRZR-F
KFRE (C)	23/ 3.8	3.9	----	----	----	----	23/242	242/ 6.8	6.7	----	KFRE
10. KOJJ-F (B/U)	21/ 3.5	2.0	----	----	----	----	21/175	175/ 4.9	5.9	----	KOJJ-F
11. KSEQ-F (AC)	19/ 3.1	5.7	----	----	----	----	19/352	352/ 9.8	14.6	----	KSEQ-F
12.											
13.											
14.											
15.											

THE TSA AND METRO ARE THE SAME.

12+ FM SHARE (METRO): 80.59% (382 of 474) (FAL 93: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F>>>1	KBOS-F	1 KJUG-AF	1 KJUG-AF>	1 KJUG-AF>	1 KMJ >	1 KMJ <	1 KJUG-AF	1 KBOS-F	1 KBOS-F>>	1 KTIP
2	2 KJUG-AF<	2 KBOS-F>	2 K100-F<	2 KJOI-F	2 KJUG-AF<	2 KBOS-F	KMJ	2 KJUG-AF	2	2 KJUG-F
3	3 KRZR-F<	3 K100-F	3 KBOS-F	3 KMJ	3 KJOI-F	3 KJUG-AF>	3 KJOI-F	3 KMJ <	3	3 KBOS-F
4	4 K100-F	4 KJOI-F	4 KFSO-F	K100-F	4 KFRE	4 KJOI-F	4 KBOS-F	4 KJOI-F	4	4 KFSO-F
5	5	KRZR-F	KJOI-F	5 KBOS-F	5	5	5	5 K100-F	5	5
6	6	6	KMJ	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 KBOS-F	1 KBOS-F>>	1 KBOS-F	1 KBOS-F	1 KJOI-F<	1 KBOS-F	1 KRZR-F	1 K100-F	1 KJUG-AF>	1 KJUG-AF>
2 KJOI-F	2 KJOI-F	2 KJUG-AF	2 KJUG-AF	2 KJUG-AF	KRZR-F	2 K100-F	2 KJUG-AF	2 K100-F	2 KMJ
3	3 KJUG-AF	3 KJOI-F	3 KJOI-F>	3 KBOS-F>	3 KJUG-AF	KJUG-AF	3 KRZR-F	KRZR-F	3 K100-F
4	4	4	4	4 K100-F	4	4 KBOS-F	4	4 KFSO-F	4 KFSO-F
5	5	5	5	5	5	5 KFSO-F	5	5 KBOS-F	5

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
KJOP 1240	LEMOORE	0.3/1.0/	2/ 36	KSEQ, K100-F	7.9%	10.2%	NA
KTIP 1450	PORTERVILLE	0.3/2.3/	2/ 83	(Buckley)			
KNBR 680	SAN FRANCISCO	0.5/1.8/	3/ 65				

FOR MORE ABOUT THE FOLLOWING:
SEE FRESNO:

SEE BAKERSFIELD:

KEZL-F 0.5/1.4	KOQO-F 1.6/4.8	KCHJ 1.2/2.6
KFRR-F 0.8/6.3	KRBT-F 0.3/2.8	KDNO-F 0.7/3.0
KJFX-F 2.6/6.8	KRDU-F 0.3/1.3	KERN-F 0.5/1.1
KKDJ-F 0.7/4.4	KTHT-F 0.5/4.4	KWZZ-F 0.8/3.7
KMPH-F 1.6/7.9		
KNAX-F 1.0/4.7		

RADIO STATIONS

K100-F, 99.7,	24 KW @ 689	, AC	AP, \$ NA	(Radio Time)	(PORTERVILLE)
KJUG-F, 106.7,	1.2 KW @ 2552	, Country	SMN, \$ NA	(Western)	(TULARE)
KOJJ-F, 100.5,	3.1 KW @ 466	, Urban	UNISTR, \$ NA	(---)	(N. PORTER)
KSEQ-F, 97.1,	24 KW @ 777	, AC	, \$24.00	(Mc-Guild) Buckley	(VISALIA)

Other Ranked Stations -- See Fresno

WASHINGTON

Arbitron Rank/Pop (12+): 8/3,493,700

Stations: 35/29

1994 Revenue: \$182,200,000

MSA Rank/Pop: 5/4,560,000

Diaries: 3469/1007:1/52.5%

III Inc.: \$51,936

DMA # 7

Sample Target: 3085

Retail \$: 42.1 Bil

Average Person Ratings: 16.7

% Below Line: 2.7

Pop per Station: 120,472

Market TSL: 22.00 hours

% Not Listed: 15.4

#1 Biller: WPGC-F \$19,000,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WPGC-F (U/CHR)	526/ 9.0	8.8	9.8	9.1	10.1	9.2	591/7702	6618/18.9	20.5	19.7	I	WPGC-F
2. WMZQ-F (C)	369/ 6.3	5.7	5.1	6.1	5.9	5.8	444/6207	4989/14.3	13.1	13.5	J	WMZQ-F
3. WRQX-F (AC/CHR)	269/ 4.6	5.2	5.1	4.3	5.1	4.8	319/5393	4480/12.8	14.5	14.5	I	WRQX-F
WMAL (FS/T)	269/ 4.6	4.1	4.6	4.8	4.8	4.5	302/4770	4108/11.8	11.8	12.0	I	WMAL
5. WASH-F (AC)	248/ 4.2	4.4	3.4	3.7	2.4	3.9	277/5172	4654/13.3	10.4	11.0	I	WASH-F
6. WJFK-F (CL AOR/T)	247/ 4.2	4.3	4.6	4.4	4.5	4.4	295/4108	3447/ 9.9	10.7	10.6	I	WJFK-F
7. WMMJ-F (B/AC)	240/ 4.1	4.6	4.9	3.7	4.1	4.3	246/2975	2864/ 8.2	8.8	7.5	H	WMMJ-F
8. WGAY-F (SAC)	235/ 4.0	3.7	3.8	5.2	4.4	4.2	255/4226	3772/10.8	11.2	11.7	G	WGAY-F
9. WHUR-F (B)	216/ 3.7	4.7	4.5	4.7	4.5	4.4	238/4750	4266/12.2	12.6	13.2	G	WHUR-F
10. WHFS-F (AOR-P)	215/ 3.7	4.1	3.3	3.7	3.7	3.7	294/5199	4020/11.5	10.9	9.0	H	WHFS-F
11. WGMS-F (CL)	200/ 3.4	3.5	3.1	4.0	3.1	3.5	213/3609	3179/ 9.1	8.8	8.1	G	WGMS-F
WBIG-F (O)	200/ 3.4	3.5	3.6	2.7	4.2	3.3	246/4639	3851/11.0	11.2	11.0	H	WBIG-F
13. WJZW-F (J)	193/ 3.3	1.7	1.6	1.9	1.9	2.1	200/2902	2730/ 7.8	9.0	8.4	G	WJZW-F
14. WKYS-F (B)	190/ 3.3	4.0	4.1	4.0	4.4	3.9	217/4336	3832/11.0	13.2	12.6	H	WKYS-F
15. WTOP (N)	174/ 3.0	3.0	3.7	3.4	2.5	3.3	194/5374	4654/13.3	14.8	12.5	I	WTOP
16. WWDC-F (AOR)	171/ 2.9	3.8	3.5	2.6	3.1	3.2	253/5674	4332/12.4	12.8	11.9	H	WWDC-F
17. WARW-F (O-70's)	144/ 2.5	2.2	2.5	2.0	2.2	2.3	179/3819	3186/ 9.1	8.6	8.1	G	WARW-F
18. WWRC (T)	91/ 1.6	1.9	1.2	1.3	1.1	1.5	97/1826	1639/ 4.7	4.3	4.3	D	WWRC
19. WXTR-F (O)	88/ 1.5	1.5	1.3	2.0	2.2	1.6	111/3207	2612/ 7.5	7.1	8.5	G	WXTR-F
20. WTEM (SPRSTS)	77/ 1.3	0.8	0.8	1.2	1.0	1.0	90/2556	2255/ 6.5	4.1	5.8	H	WTEM
21. WFRE-F (C)	67/ 1.1	1.2	0.8	1.0	0.5	1.0	102/1535	932/ 2.7	2.3	2.5		WFRE-F
22. WYCB (G)	66/ 1.1	1.4	1.2	1.1	1.4	1.2	66/937	929/ 2.7	2.6	2.6		WYCB
23. WOL (B/T)	62/ 1.1	1.1	1.9	2.5	1.0	1.7	62/773	761/ 2.2	2.7	2.3	C	WOL
24. WWDC (ST)	57/ 1.0	1.0	1.1	0.8	1.6	1.0	57/890	890/ 2.5	2.4	3.0	C	WWDC
25. WAVA-F (REL)	56/ 1.0	1.2	1.1	1.2	0.9	1.1	63/1387	1153/ 3.3	3.6	3.5		WAVA-F

12+ FM SHARE (METRO): 82.57% (4078 of 4939) (FAL 93: 83.03%)

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 WPGC-F<	1 WMZQ-AF	1 WMAL	1 WPGC-F>	1 WPGC-F<	1 WPGC-F	1 WPGC-F>>	1 WPGC-F
2 WHFS-F	2 WJFK-F	2 WMZQ-AF	2 WMZQ-AF<	2 WPGC-F	2 WMZQ-AF	2 WMZQ-AF	2 WMZQ-AF	2 WJFK-F	2 WASH-F	2 WHUR-F
3	3 WMZQ-AF	3 WRQX-F	3 WRQX-F	3 WRQX-F	3 WGAY-F	3 WRQX-F<	3 WMAL	3 WMZQ-AF>	3 WMMJ-F	3 WMZQ-F
4	WRQX-F<	4 WJFK-F<	4 WJZW-F	4 WMMJ-F	4 WGMS-F	4 WMAL	4 WGAY-F	4 WRQX-F	4 WHUR-F	4 WMMJ-F
5	5 WHFS-F	5 WASH-F	5 WMMJ-F	5 WASH-F	5 WMMJ-F	5 WJFK-F	5 WASH-F	5 WASH-F	5 WHFS-F	5 WMAL
6	6 WASH-F	6 WMMJ-F	6 WASH-F	6 WJZW-F	6 WBIG-F	6 WTOP	6 WJFK-F	6 WGAY-F	6 WMZQ-AF	6 WTOP
7	7 WKYS-F	7 WHFS-F	7 WJFK-F	7 WHUR-F	7 WTOP	7 WGAY-F	7 WRQX-F	7 WMAL	7 WKYS-F	7 WGAY-F
8	8 WWDC-F	8 WHUR-F	8 WHUR-F	8	8 WJZW-F	8 WASH-F	8 WMMJ-F	8 WHFS-F	8 WJZW-F	8
9	9	9 WJZW-F	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGC-F	1 WPGC-F>	1 WPGC-F	1 WPGC-F>	1 WMZQ-AF<	1 WPGC-F	1 WPGC-F<	1 WJFK-F	1 WPGC-F<	1 WMZQ-AF
2 WASH-F	2 WMZQ-AF<	2 WRQX-F	2 WMZQ-AF<	2 WPGC-F	2 WJFK-F	2 WJFK-F>>	2 WPGC-F	2 WJFK-F>	2 WJFK-F
3 WMZQ-AF	3 WRQX-F	3 WMZQ-AF	3 WRQX-F<	3 WRQX-F	3 WWDC-F	3 WHFS-F	3 WHFS-F	3 WMZQ-AF	3 WPGC-F
4 WHFS-F	4 WASH-F	4 WHFS-F	4 WASH-F	4 WMMJ-F	4 WMZQ-AF	4 WMZQ-AF	4 WRQX-F	4 WRQX-F<	4 WJZW-F
5 WMMJ-F	5 WHFS-F	5 WASH-F	5 WHUR-F	5 WASH-F<	5 WHFS-F	5 WMZQ-AF	5 WWDC-F	5 WHFS-F	5 WRQX-F
6 WKYS-F	6 WKYS-F	6 WHUR-F	6 WGAY-F	6 WHUR-F	6	6	6 WKYS-F	6 WWDC-F	6 WMAL
WRQX-F	7 WHUR-F	7 WKYS-F	7 WKYS-F	7 WGAY-F	7	7 WKYS-F	7 WARW-F	7 WARW-F	7 WARW-F
8	8	8 WMMJ-F	8 WJZW-F	8 WJZW-F	8	8	8 WMZQ-AF	8 WJZW-F	8 WHFS-F
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

WASHINGTON

OTHER RATED STATIONS			METRO CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
			SHARE/RTG/AQH/CUME						
WILC	900	LAUREL, MD	0.6/1.6/	40/	580	WTEM, WGMS-F, WBIG-F (Colfax)	8.1%	8.1%	12.1%
WJFK	1300	BALTIMORE	0.1/0.3/	20/	496				
WMDO	1540	WHEATON, MD	0.4/1.3/	23/	463				
WRCY-F	107.7	WARRENTOWN, VA	0.8/2.4/101/	1376		WPGC A/F, WJFK A/F (Infinity)	13.3%	10.4%	17.8%
WFLS-F	93.3	FREDRICKSBURG, VA	0.5/2.0/104/	1533					
WFVA	1230	FREDRICKSBURG, VA	0.1/0.1/	13/	149	WHFS-F, WXTR-F (Liberty)	5.2%	5.5%	7.8%
WBQB-F	101.5	FREDRICKSBURG, VA	0.3/1.1/	33/	714				
WINC-F	92.5	WINCHESTER, VA	0.5/1.6/	66/	1305				
WMMD-F	104.7	HAGERSTOWN	0.4/0.9/	60/	773	WCPT, WJZW-F, WMZO A/F (Viacom)	9.6%	11.4%	11.9%
WIYY-F	97.9	BALTIMORE	0.9/4.2/121/	2690					
						WOL, WMMJ-F, WKYS-F (Radio One)	8.5%	9.6%	9.1%
							44.7%	45.0%	58.8%

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20W (DA-1)	, Business News	, \$ 38.00	(Group W)	Viacom
WFAX,	1220,	5 KW/500 W	, Religion	, \$ 25.00	(---)	
WMAL,	630,	5 KW (DA-2)	, Full Service/Talk	ABC, \$160.00	(Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	, Hispanic	, \$ 36.00	(Katz Hisp.)	
WOL,	1450,	1 KW	, Black Talk	UNISTR, AURN, \$ 64.00	(Mc-Guild)	Almic
WTEM,	570,	5 KW/1 KW (DA-2)	, Sports	CBS, \$ 80.00	(Katz)	Colfax
WTOP,	1500,	50 KW (DA-2)	, News	CBS, AP, \$175.00	(CBS)	Evergreen
WWDC,	1260,	5 KW (DA-2)	, Standards	UNISTR, \$ 50.00	(Christal)	
WWRC,	980,	5 KW (DA-N)	, Talk	NBC, \$ 50.00	(MMR)	Greater Media
WYCB,	1340,	1 KW	, Gospel	AURN, \$ 40.00	(---)	

FM STATIONS

WARW,	94.7,	23 KW @ 741	, Oldies (70's)	, \$138.00	(CBS)	CBS
WASH,	97.1,	26 KW @ 686	, AC	, \$175.00	(MMR)	Evergreen
WAVA,	105.1,	50 KW @ 500	, Religion	UNISTR, \$ 70.00	(---)	Salem
WBIG,	100.3,	36 KW @ 574	, Oldies	ABC, \$140.00	(Eastman)	Colfax
WCXR,	105.9,	28 KW @ 649	, Classic AOR	, \$168.00	(Group W)	Viacom
WGAY,	99.5,	21 KW @ 771	, Soft AC	, \$173.00	(MMR)	Greater Media
WGMS,	103.5,	46 KW @ 508	, Classical	MBS, \$165.00	(Katz)	Colfax
WHFS,	99.1,	50 KW @ 459	, Prog. AOR	AP, \$ 94.00	(Banner)	Liberty (ANNAPOLIS)
WHUR,	96.3,	24 KW @ 669	, Black/AC	, \$105.00	(D&R)	Howard Univ.
WJFK,	106.7,	22 KW @ 745	, CL. AOR/Talk	Source, ABC, \$215.00	(Torbet)	Infinity
WKYS,	93.9,	24 KW @ 705	, Black	, \$210.00	(D&R)	Albimar
WMMJ,	102.3,	3 KW @ 479	, Black AC	ABC, MBS, \$145.00	(Mc-Guild)	Almic
WMZQ,	98.7,	50 KW @ 489	, Country	, \$305.00	(Christal)	Viacom
WPGC,	95.5,	50 KW @ 500	, CHR/Urban	, \$280.00	(Banner)	Infinity
WRQX,	107.3,	36 KW @ 590	, AC/CHR	ABC, \$203.00	(Katz)	Cap Cities/ABC
WWDC,	101.1,	23 KW @ 761	, AOR	UNISTR, \$174.00	(Christal)	
WXTR,	104.1,	22 KW @ 764	, Oldies	, \$163.00	(Mc-Guild)	Liberty (WALDORF)

Miscellaneous: WKYS-F sold by Albimar to Radio One (D) for \$34,000,000. . .

WEST PALM BEACH

Arbitron Rank/Pop (12+): 49/829,100
 MSA Rank/Pop: 59/955,000
 DMA # 52
 Average Person Ratings: 16.4
 Market TSL: 21.50 hours

Stations: 36/18
 Diaries: 1667/497:1/57.8%
 Sample Target: 1625
 % Below Line: 28.1
 % Not Listed: 10.8

1994 Revenue: \$32,100,000
 HH Inc.: \$35,681
 Retail \$: 11.0 Bil
 Pop per Station: 46,061
 #1 Biller: WRMF-F \$8,300,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WRMF-F (AC)	121/ 8.9	9.1	8.5	8.8	7.7	8.8	163/2436	1527/18.4	19.6	16.3	H	WRMF-F
2. WEAT-F (SAC)	104/ 7.6	8.9	6.7	7.2	7.4	7.6	136/2278	1514/18.3	17.3	16.9	F	WEAT-F
3. WIRK-F (C)	100/ 7.4	9.0	7.3	7.9	9.2	7.9	127/1700	1279/15.4	13.4	15.7	G	WIRK-F
4. WRLX-F (EZ)	97/ 7.1	8.1	7.5	7.3	6.1	7.5	113/1493	1219/14.7	13.6	11.7	D	WRLX-F
5. WJNO (N/T)	75/ 5.5	5.5	5.0	5.6	6.3	5.4	97/1382	1028/12.4	12.0	13.5	E	WJNO
6. WKGR-F (CL AOR)	73/ 5.4	4.2	4.7	5.6	5.0	5.0	107/1644	1049/12.7	13.7	12.7	E	WKGR-F
7. WPBZ-F (AOR)	48/ 3.5	0.7	---	---	---	---	64/861	605/ 7.3	---	---	A	WPBZ-F
8. WOVV-F (CHR)	42/ 3.1	3.4	4.0	4.5	4.1	3.8	71/1512	974/11.7	14.2	12.2	E	WOVV-F
9. WEDR-F (B)	41/ 3.0	2.5	3.4	2.6	3.0	2.9	119/2055	634/ 7.6	7.2	7.0		WEDR-F
10. WKIS-F (C)	35/ 2.6	1.3	1.5	1.7	1.6	1.8	213/2432	536/ 6.5	5.8	5.8		WKIS-F
11. WBZT (N/T)	32/ 2.4	2.3	2.0	2.5	2.3	2.3	38/580	502/ 6.1	4.6	6.1	B	WBZT
12. WZTA-F (CL AOR)	29/ 2.1	1.7	2.1	2.0	1.6	2.0	83/1981	606/ 7.3	8.8	7.3		WZTA-F
13. WMXJ-F (O)	28/ 2.1	1.0	1.8	1.8	1.9	1.7	143/2431	550/ 6.6	5.8	5.1		WMXJ-F
WLYF-F (SAC)	28/ 2.1	2.4	2.8	1.7	2.6	2.3	212/2557	458/ 5.5	6.4	6.2		WLYF-F
15. WBBG-F (0-70's)	27/ 2.0	---	0.7	1.0	0.5	---	97/2000	611/ 7.4	4.9	2.5		WBBG-F
16. WOLL-F (O)	25/ 1.8	3.4	3.4	2.5	4.3	2.8	33/700	574/ 6.9	9.8	10.8	D	WOLL-F
17.												
18.												
19.												
20.	12+ FM SHARE (METRO):	80.05%	(971 of 1213)	(FAL 93: 75.92%)								

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F<	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F>	1 WRLX-F	1 WRMF-F>	1 WRMF-F	1 WRMF-F	1 WIRK-F	1 WJNO >
2 WEDR-F	2 WPBZ-F<	2 WKGR-F	2 WKGR-F>	2 WKGR-F	2 WEAT-F	2 WJNO	2 WEAT-F	2 WEAT-F<	2 WEAT-F	2 WIRK-F
3 WIRK-F	3 WKGR-F	3 WIRK-F<	3 WEAT-F	3 WEAT-F<	3 WRMF-F<	3 WIRK-F	3 WIRK-F<	3 WIRK-F	3 WPBZ-F	3 WBZT
WPBZ-F	4 WIRK-F	4 WEAT-F	4 WIRK-F	4 WIRK-F	4 WJNO	4 WRLX-F	4 WIRK-F	4 WKGR-F<	WRMF-F	4 WRMF-F
5	5 WEDR-F	5 WPBZ-F	5	5	5 WIRK-F	5 WEAT-F	5 WKGR-F	5 WRLX-F	5 WRLX-F	5 WEAT-F
6	6 WEAT-F	6	6	6	6	6	6 WJNO	6 WJNO	6 WEDR-F	6
7	7	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 WIRK-F	1 WRMF-F>>	1 WRMF-F	1 WRMF-F>	1 WRMF-F>	1 WPBZ-F	1 WPBZ-F	1 WKGR-F	1 WKGR-F>	1 WKGR-F>
WRMF-F	2 WIRK-F>	2 WKGR-F	2 WIRK-F<	2 WEAT-F<	2 WEDR-F	2 WKGR-F>	2 WPBZ-F	2 WPBZ-F	2 WRMF-F>
3 WOVV-F	3 WKGR-F	3 WIRK-F	3 WEAT-F>	3 WIRK-F>	3 WKGR-F	3 WEDR-F	3 WRMF-F	3 WRMF-F	3 WEAT-F
4 WPBZ-F	4 WOVV-F	4 WEDR-F	4 WKGR-F	4 WKGR-F	4 WSHE-F	4 WIRK-F	4 WIRK-F	4 WIRK-F	4 WIRK-F
WPOW-F	5 WPBZ-F	5 WFLC-F	5 WOVV-F	5	WIRK-F	WZZR-F	5 WEAT-F	5 WEAT-F	5 WJNO
6	6 WEAT-F	6	6	6	6	6 WRMF-F	6 WIRK-F	6	6
7	7	7	7	7	7	7 WEAT-F	7	7	7

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WDBF	1420	DELRAY BEACH	1.5/4.5/ 27/ 473	WJNO, WRMF-F, WRLX-F (Fairbanks)	21.5%	18.4%	40.6%
WEAT	850	WEST PALM	1.1/5.6/ 17/ 563				
WJBW-F	99.5	JUPITER	1.3/2.7/ 36/ 368				
WPBR	1340	PALM BEACH	0.5/2.2/ 7/ 194	WOVV-F, WPBZ-F (Amaturo)	6.6%	5.8%	8.6%
WPOM	1600	RIVIERA BEACH	1.6/2.8/ 22/ 233				
WSBR	940	BOCA RATON	0.4/2.0/ 11/ 305		28.1%	24.2%	49.2%
WSWN	900	BELLE GLADE	0.6/1.7/ 20/ 232				
WYFX	1040	BOYNTON BEACH	1.3/3.3/ 25/ 482				
WZZR-F	92.7	STUART	1.3/5.4/ 49/ 915				

SEE MIAMI FOR MORE ABOUT THE FOLLOWING:

WFLC-F	1.1/4.8	WLVE-F	1.4/5.5	WRMA-F	0.4/1.2
WHOT-F	1.3/5.4	WPOW-F	1.5/7.4	WSHE-F	1.8/7.1
WHY1-F	1.0/5.0	WOAM	0.5/2.5	WTMI-F	1.4/4.9
WINZ	0.5/3.5	WQBA-F	0.4/1.5		
WIOD	1.8/5.2				

WEST PALM BEACH

RADIO STATIONS

WBZT, 1290, 5 KW (DA-N)	, Talk	ABC, SUN, \$ 20.00 (D&R)	Amer. Radio Systems
WDBF, 1420, 5 KW/500 W (DA-2)	, Standards	CBS, \$ 16.00 (---)	
WEAT, 850, 5 KW/1 KW (DA-2)	, EZ	, \$ 18.00 (MMR)	Taylor
WJNO, 1230, 1 KW	, News/Talk	CBS, AP, \$ 72.00 (---)	Fairbanks
WPOM, 1600, 5 KW/2.5 W (DA-2)	, Gospel	, \$ 17.00 (Roslin)	
WYFX, 1040, 25 KW/1 KW (DA-2)	, Black/Oldies	AURN, \$ 21.00 (K & P)	
WEAT-F, 104.3, 100 KW @ 1273,	Soft AC	, \$ 85.00 (MMR)	Taylor
WIRK-F, 107.9, 100 KW @ 341,	Country	ABC, \$ 103.00 (D&R)	Amer. Radio Systems
WKGR-F, 98.7, 100 KW @ 1381,	Classic AOR	UPI, \$ 74.00 (Christal)	Amaturo (FORT PIERCE)
WOLL-F, 94.3, 6 KW @ 328,	Oldies	, \$ 40.00 (Katz)	Lappin
WQVW-F, 95.5, 100 KW @ 981,	CHR	Source, \$ 62.00 (Mc-Guild)	Ardman (FORT PIERCE)
WPBZ-F, 103.1, 50 KW @ 482,	AOR	SMN, \$ NA (Christal)	Amaturo (INDIANTOWN)
WRLX-F, 92.1, 7 KW @ 500,	EZ	, \$ 35.00 (Banner)	Fairbanks
WRMF-F, 97.9, 100 KW @ 1348,	AC	, \$ 176.00 (---)	Fairbanks

Other Ranked Stations - See Miami

Miscellaneous: WEAT A/F sold by Taylor to OmniAmerica for \$20,000,000 (E) (MVP). . . WKGR-F (Fort Pierce) sold by Amaturo to American Radio Systems for \$19,000,000 (Blackburn). . . WOKC-F changes to WPBZ-F (Nov). . . WPBZ-F (Indiantown) sold for \$10,000,000. . . WOLL-F from Lappin to OmniAmerica (D) for \$6,300,000 (E) . . .

WICHITA

Arbitron Rank/Pop (12+): 87/412,900
 MSA Rank/Pop: 101/481,000
 DMA # 64
 Average Person Ratings: 15.6
 Market TSL: 20.50 hours

Stations: 19/18
 Diaries: 1040/397:1/60.0%
 Sample Target: 1005
 % Below Line: 0.5
 % Not Listed: 9.0

1994 Revenue: \$18,200,000
 HH Inc.: \$36,304
 Retail \$: 4.9 Bil
 Pop per Station: 22,939
 #1 Biller: KFDI-AF \$4,900,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. KFDI-F (C)	71/11.0	8.6	10.2	12.0	11.9	10.5	102/1245	897/21.7	19.9	22.0	F	KFDI-F
2. KKRD-F (CHR)	66/10.3	10.0	9.4	12.3	11.3	10.5	80/1296	965/23.4	26.5	25.4	C	KKRD-F
3. KZSN-F (C)	64/10.0	10.7	12.0	10.2	12.5	10.7	83/1239	915/22.2	22.3	25.1	D	KZSN-F
4. KEYN-F (O)	48/ 7.5	5.1	7.0	5.9	5.0	6.4	60/828	606/14.7	15.5	13.3	B	KEYN-F
5. KRZZ-F (CL AOR)	43/ 6.7	6.1	7.6	5.9	4.4	6.6	47/797	658/15.9	13.0	13.4	C	KRZZ-F
6. KRBB-F (AC)	40/ 6.2	6.9	6.6	4.9	6.3	6.2	50/737	564/13.7	14.4	16.1	C	KRBB-F
7. KNSS (N/T)	38/ 5.9	4.0	4.3	4.8	6.9	4.8	38/560	534/12.9	11.5	14.3	C	KNSS
8. KFDI (C)	35/ 5.4	5.6	5.5	6.6	5.7	5.8	50/559	332/ 8.0	10.5	11.6		KFDI
9. KICT-F (AOR)	30/ 4.7	6.6	7.3	7.4	7.5	6.5	44/757	574/13.9	14.0	14.8	B	KICT-F
10. KDLE-F (B)	28/ 4.4	5.1	0.9	---	---	---	28/291	288/ 7.0	3.7	----	A	KDLE-F
11. KOEZ-F (SAC)	27/ 4.2	4.3	5.5	3.3	3.5	4.3	35/587	416/10.1	10.7	8.5	B	KOEZ-F
12. KXLK-F (AC)	26/ 4.0	3.6	4.9	6.1	3.6	4.7	29/645	477/11.6	11.1	10.8	B	KXLK-F
13. KYQQ-F (C)	21/ 3.3	3.6	3.0	3.0	3.9	3.2	49/712	387/ 9.4	10.9	10.6	A	KYQQ-F
14. KTLI-F (REL)	16/ 2.5	4.1	2.1	2.5	1.8	2.8	17/323	252/ 6.1	4.3	5.8	A	KTLI-F
15. KFH (T)	13/ 2.0	1.3	1.6	1.8	1.8	1.7	15/312	252/ 6.1	6.1	6.1	A	KFH

12+ FM SHARE (METRO): 82.56% (483 of 585) (FAL 93: 81.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F>>>1	1 KZSN-F<	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KFDI-F>	1 KKRD-F<	1 KFDI-F<	1 KZSN-F	1 KKRD-F	1 KFDI-F
2	2 KRZZ-F	2 KKRD-F<	2 KRZZ-F	2 KEYN-F<	2 KEYN-F	2 KFDI-F	2 KNSS	2 KFDI-F	2 KZSN-F	2 KFDI
3	3 KICT-F	3 KRZZ-F<	KKRD-F<	3 KFDI-F<	3 KFDI	3 KZSN-F	3 KEYN-F<	3 KKRD-F	3 KRZZ-F<	3 KDLE-F
4	KKRD-F>	4 KFDI-F	4 KEYN-F	4 KKRD-F<	KNSS	4 KFDI	4 KZSN-F<	4 KEYN-F	4 KDLE-F	4 KRZZ-F
5	5 KDLE-F	5 KEYN-F	KFDI-F	5 KRZZ-F	5 KZSN-F	5 KRBB-F<	5 KKRD-F	5 KRZZ-F	5 KFDI-F	5
6	KFDI-F	6	6 KRBB-F	6 KRBB-F	6	6 KEYN-F	6	6 KRBB-F	6	6
7	7	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 KDLE-F	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KZSN-F<	1 KICT-F	1 KICT-F	1 KRZZ-F	1 KRZZ-F<	1 KRZZ-F
KZSN-F	2 KRZZ-F	2 KRZZ-F	2 KKRD-F	2 KKRD-F	2 KFDI-F	2 KRZZ-F	2 KICT-F	2 KZSN-F	2 KEYN-F<
3 KKRD-F	3 KKRD-F	3 KKRD-F	3 KRBB-F	3 KRBB-F	KKRD-F	3 KZSN-F<	3 KZSN-F	KFDI-F	3 KFDI-F
KRZZ-F	4 KDLE-F	KRBB-F	4 KEYN-F	KEYN-F	KZSN-F	4 KKRD-F	4 KKRD-F	4 KICT-F	KZSN-F>
5	5 KRBB-F	5 KDLE-F	KFDI-F	5 KFDI-F	5	5 KFDI-F	KYQQ-F	5 KKRD-F	5 KICT-F
6	6	KFDI-F	6 KRZZ-F	6	6	6	6	6 KEYN-F	6 KKRD-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
KOAM 1410 WICHITA	1.2/5.4/ 8/ 242	KFDI A/F, KICT-F (Great Empire)	21.1%	15.2%	31.9%
KSGI 900 WICHITA	1.1/3.1/ 7/ 153				
KZSN 1480 WICHITA	0.2/2.7/ 3/ 130	KNSS, KKRD-F, KRZZ-F (Prism)	22.9%	22.8%	22.0%
KHUT-F 102.9 HUTCHINSON	0.5/2.4/ 14/ 380	KFH, KXLK-F, KQAM, KEYN-F (Pourtales)	14.7%	19.3%	11.3%
			58.7%	57.3%	65.2%

WICHITA

RADIO STATIONS

KFDI, 1070,	10 KW/1 KW (DA-N),	Country/FS	ABC , \$ 55.00 (Torbet)	Great Empire
KFH , 1330,	5 KW (DA-N)	, Talk	CBS, AP , \$ 16.00 (Banner)	Pourtales
KNSS, 1240,	1 KW	, News/Talk	NBC, CNN , \$ 31.00 (D & R)	Prism
KOAM, 1410,	5 KW/1 KW (DA-2),	Standards	SMN , \$ 14.00 (Eastman)	Pourtales
KZSN, 1480,	5 KW/1 KW (DA-2),	SEE KZSN-FM		
KDLE-F, 93.9,	25 KW @ 328,	Black	, \$ NA (---)	(ANDOVER)
KEYN-F, 103.7,	100 KW @ 859,	Oldies	, \$ 24.00 (Eastman)	Pourtales
KFDI-F, 101.3,	100 KW @ 1138,	Country	ABC , \$ 85.00 (Torbet)	Great Empire
KICT-F, 95.1,	100 KW @ 898,	AOR	ABC , \$ 27.00 (Mc-Guild)	Great Empire
KKRD-F, 107.3,	100 KW @ 859,	CHR	, \$ 39.00 (D & R)	Prism
KLLS-F, 104.5,	46 KW @ 512,	Country (?)	MBS , \$ 17.00 (---)	(AUGUSTA)
KOEZ-F, 92.3,	100 KW @ 640,	EZ/Soft AC	UNISTR , \$ 23.00 (---)	(NEWTON)
KRBB-F, 97.9,	100 KW @ 987,	AC	, \$ 42.00 (Christal)	
KRZZ-F, 96.3,	50 KW @ 493,	Classic AOR	, \$ 37.00 (D & R)	Prism (DERBY)
KTLI-F, 99.1,	100 KW @ 617,	Religion	USA , \$ 16.00 (---)	(EL DORARDO)
KXLK-F, 105.3,	100 KW @ 987,	AC	AP , \$ 28.00 (Banner)	Pourtales (HAYSVILLE)
KYQQ-F, 106.5,	100 KW @ 1115,	Country	, \$ 15.00 (---)	Lesso (ARKANSAS CITY)
KZSN-F, 102.1,	100 KW @ 1033,	Country	SMN , \$ 65.00 (Katz)	So. Skies (HUTCHINSON)

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

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

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 61/636,600

Stations: 38/29
Diaries: 1231/517:1/60.6%
Sample Target: 1265
% Below Line: 6.9
% Not Listed: 14.6

1994 Revenue: \$19,600,000
HH Inc.: \$30,724
Retail \$: 5.6 Bil
Pop per Station: 21,952
#1 Biller: WKRZ-F \$5,500,000

MSA Rank/Pop: 81/640,000

DMA # 48

Average Person Ratings: 16.8

Market TSL: 22.50 Hours

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WKRZ-F (CHR)	129/12.1	12.4	11.9	13.9	12.6	12.6	152/2382	1963/30.8	32.6	31.3	G	WKRZ-F
2. WMGS-F (AC)	100/ 9.3	8.1	9.5	8.5	6.6	8.9	112/1327	1176/18.5	19.5	14.4	D	WMGS-F
3. WGGY-F (C)	91/ 8.5	8.8	10.0	8.3	7.2	8.9	142/1690	1263/19.8	20.0	16.9	D	WGGY-F
4. WEZX-F (AOR/CL)	50/ 4.7	6.8	6.3	6.1	7.4	6.0	52/866	837/13.1	13.6	14.3	D	WEZX-F
WZMT-F (AOR)	50/ 4.7	6.5	4.6	3.1	1.4	4.7	69/822	575/ 9.0	9.8	5.1	B	WZMT-F
6. WNAK (ST/FS)	48/ 4.5	3.4	2.7	3.2	5.4	3.5	48/383	383/ 6.0	4.8	8.9	B	WNAK
7. WILK-AA (T)	41/ 3.9	4.1	4.0	4.6	4.3	4.2	46/690	621/ 9.8	10.9	11.9	B	WILK-AA
WBHT-F (CHR)	41/ 3.9	2.8	3.0	2.4	3.3	3.0	44/749	698/11.0	11.4	10.5	B	WBHT-F
9. WARM (FS/T)	40/ 3.7	4.7	4.9	4.5	3.9	4.5	43/843	800/12.6	11.5	13.3	C	WARM
10. WDLS-F (C)	35/ 3.3	2.7	2.8	3.1	3.0	3.0	37/517	491/ 7.7	6.4	7.3	B	WDLS-F
11. WEJL-AA (ST/FS)	34/ 3.1	3.2	3.3	4.1	4.4	3.4	35/536	504/ 7.9	7.3	NA	B	WEJL-AA
12. WSGD-F (O)	24/ 2.2	1.6	2.1	1.4	2.2	1.8	30/531	450/ 7.1	5.3	5.5		WSGD-F
13. WTZR-F (O)	22/ 2.1	1.1	0.9	1.4	1.9	1.4	22/393	371/ 5.8	4.0	6.0		WTZR-F
14. WWSH-F (SAC)	20/ 1.9	1.7	1.5	0.8	1.3	1.5	20/623	553/ 8.7	8.8	8.8		WWSH-F
15. WSBG-F (CHR)	18/ 1.7	0.7	1.5	2.4	1.8	1.2	19/337	326/ 5.1	4.5	4.9		WSBG-F
16. WQEQ-F (AC)	15/ 1.4	0.9	1.6	1.2	1.0	1.3	21/341	240/ 3.8	3.5	3.1		WQEQ-F
17.												
18.												
19.												
20.	12+ FM SHARE (METRO):	77.46%	(708 of 914)	(FAL 93:	71.77%)							

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 WMGS-F<	1 WMGS-F<	1 WMGS-F	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F	1 WARM
2 WBHT-F>>	2 WOGY-F	2 WMGS-F>	2 WKRZ-F>	2 WKRZ-F>	2 WKRZ-F	2 WMGS-F>	2 WMGS-F>	2 WMGS-F	2 WGGY-F	2 WKRZ-F
3 WGGY-F	3 WZMT-F<	3 WGGY-F	3 WGGY-F<	3 WGGY-F	3 WGGY-F<	3 WGGY-F	3 WGGY-F	3 WGGY-F>	3 WMGS-F>	WEZX-F
4	4 WMGS-F	4 WZMT-F<	4 WEZX-F<	4 WZMT-F<	4 WNAK	4 WEZX-F	4 WILK-AA<	4 WEZX-F	4 WBHT-F	4 WGGY-F
5	5 WEZX-F	5 WEZX-F	5 WZMT-F	5 WEZX-F	5 WILK-AA<	5 WARM	5 WZMT-F	5 WZMT-F	WEZX-F	5 WMGS-F
6	6 WBHT-F	6	6	6	6 WARM	6	6	6	6	6
7	7	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 WKRZ-F	1 WKRZ-F>>	1 WKRZ-F	1 WKRZ-F	1 WMGS-F<	1 WKRZ-F	1 WKRZ-F<	1 WZMT-F	1 WKRZ-F	1 WMGS-F<
2 WBHT-F	2 WGGY-F	2 WMGS-F	2 WMGS-F>	2 WKRZ-F>>	2 WGGY-F	2 WZMT-F<	2 WEZX-F	2 WEZX-F<	2 WKRZ-F<
WKRZ-F	WMGS-F>	3 WGGY-F	3 WGGY-F>	3 WGGY-F>	3 WBHT-F	3 WEZX-F<	3 WKRZ-F	3 WMGS-F	3 WEZX-F<
4	4 WBHT-F	4 WEZX-F	4	4 WZMT-F	4 WTZR-F	4 WGGY-F<	4 WMGS-F	4 WZMT-F	4 WGGY-F<
5	5 WZMT-F	5 WZMT-F	5	5	5 WZMT-F	5 WTZR-F	5 WTZR-F	5 WGGY-F	5 WZMT-F
6	6 WEZX-F	6	6	6	6	6 WMGS-F	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WARD	1550	PITTSTON	0.4/2.0/ 4/ 130	WAZL, WZMT-F, WKAB-F (Local)	5.6%	7.6%	4.7%
WAZL	1490	HAZLETON	0.5/1.0/ 5/ 120				
WHCY-F	106.3	BLAIRSTOWN	0.6/1.6/ 15/ 172				
WHLM-F	106.5	BLOOMSBURG	1.2/4.1/ 22/ 399	WILK, WGB1, WKRZ-F, WGGY-F (Keymarket)	24.5%	24.1%	43.8%
WICK	1400	SCRANTON	1.3/2.4/ 14/ 167				
WJMW	550	BLOOMSBURG	0.7/1.7/ 7/ 121				
WKAB-F	103.5	BERWICK	0.4/1.4/ 5/ 113	WICK, WYCK, WVDL-F (Local)	2.0%	1.4%	< 2.0%
WKQV-F	95.7	OLYPHANT	0.9/2.3/ 12/ 167				
WKXP-F	95.9	BENTON	0.7/1.5/ 10/ 127				
WPMR-F	107.9	TOBYHANNA	0.4/2.0/ 4/ 126	WEJL, WEZX-F, WBAX, WTZR-F (Shamrock)	9.9%	11.4%	17.6%
WVDL-F	104.9	SCRANTON	0.7/3.4/ 8/ 216		42.0%	44.5%	68.5%
WILQ-F	105.1	WILLIAMSPORT	0.8/1.6/ 32/ 338				
WKSJ-F	102.7	WILLIAMSPORT	0.6/3.0/ 26/ 519				
WABC	770	NEW YORK	1.2/1.9/ 27/ 220				
WAEB-F	104.1	ALLENTOWN	0.4/2.0/ 15/ 301				
WFHZ-F	100.7	ALLENTOWN	1.0/1.6/ 21/ 201				
WLEV-F	96.1	EASTON	0.5/1.9/ 8/ 229				
WODE-F	99.9	EASTON	1.1/3.8/ 29/ 518				
WYSP-F	94.1	PHILADELPHIA	0.4/1.4/ 6/ 163				
WZZO-F	95.1	BETHLEHEM	0.9/3.2/ 20/ 397				

WILKES BARRE-SCRANTON

RADIO STATIONS

WARM	, 590,	5 KW (DA-2)	, Full Service	CBS, NBC,	\$ 34.00	(Mc-Guild)	Susquehanna
WBAX	, 1240,	1 KW	, Standards	SMN,	\$ 14.00	(Roslin)	
WEJL	, 630,	500 W/32 W	, Standards/FS	UNISTR, ABC,	\$ 20.00	(Christal)	Shamrock-Lynett
WILK	, 980,	5 KW/1 KW (DA-2)	, Talk/News	CNN, ABC,	\$ 22.00	(Katz)	Keymarket
WICK	, 1400,	1 KW	, EZ	ABC,	\$ 13.00	(Roslin)	
WNAK	, 730,	1 KW (DAYS)	, Standards/FS	NBC,	\$ 23.00	(K & P)	
WBHT-F,	97.1,	0.25 KW @ 1102	, CHR	,	\$ 22.00	(Mc-Guild)	(MOUNTAIN TOP)
WDLS-F,	93.7,	0.75 KW @ 679	, Country	CBS,	\$ 21.00	(D&R)	(DALLAS)
WEZX-F,	106.9,	0.8 KW @ 1266	, AOR/Classic	ABC,	\$ 47.00	(Christal)	Shamrock-Lynett
WGGY-F,	101.3,	7 KW @ 1109	, Country	,	\$ 25.00	(Katz)	Keymarket
WHLM-F,	106.5,	36 KW @ 577	, AC	UNISTR,	\$ 17.00	(Banner)	(BLOOMSBURG)
WKRZ-F,	98.5,	8.7 KW @ 1171	, CHR	,	\$100.00	(---)	Keymarket
WMGS-F,	92.9,	5.3 KW @ 1384	, AC	,	\$ 42.00	(Mc-Guild)	Susquehanna
WQEO-F,	103.1,	1.5 KW @ 679	, AC	USA,	\$ 15.00	(---)	(FREELAND)
WSBG-F,	93.5,	3 KW @ 781	, CHR	AP,	\$ 14.00	(Market 4)	Nassau (STROUDSBERG)
WSGD-F,	94.3,	1.1 KW @ 771	, Oldies	,	\$ 20.00	(Eastman)	(CARBONDALE)
WWSH-F,	102.3,	3 KW @ 72	, Soft AC	,	\$ 13.00	(---)	(PITSTON)
WWDL-F,	104.9,	0.27 KW @ 1092	, Soft AC	ABC,	\$ 12.00	(Roslin)	
WZMT-F,	97.9,	20 KW @ 728	, AOR	UNISTR,	\$ 17.00	(K & P)	(HAZLETON)
WTZR-F,	92.1,	0.28 KW @ 1056	, Oldies	,	\$ 18.00	(Roslin)	Shamrock-Lynett (NANTICOKE)

Miscellaneous: WSKS-F changes to WWSH-F and format from CHR to SAC (Sep). . . WYOS changes to WTZR-F (August). . .
 WBAX, WYOS-F sold to Shamrock (D) for \$ _____ . . . WVPO, WSBG-F sold by \$2,000,000. . .

WILMINGTON, DE

Arbitron Rank/Pop (12+): 76/506,700

Stations: 33/6

1994 Revenue: \$11,600,000

MSA Rank/Pop: 93/544,000

Diaries: 1191/425:1/53.4%

HH Inc.: \$41,832

Philadelphia DMA

Sample Target: 1095

Retail \$: 5.3 Bil

Average Person Ratings: 15.9

% Below Line: 56.8

Pop per Station: 84,450

Market TSL: 21.00 hours

% Not Listed: 12.5

#1 Biller: WSTW-F \$4,000,000

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WSTW-F (AC/CHR)	86/10.7	10.3	11.9	9.8	8.9	----	88/1281	1215/24.0	27.1	24.3	F	WSTW-F
2. WJBR-F (AC)	80/ 9.9	9.8	11.4	8.9	8.9	----	99/1167	958/18.9	21.2	22.3	E	WJBR-F
3. WYSP-F (CL AOR)	39/ 4.8	5.0	4.2	5.8	7.7	----	42/927	837/16.5	17.7	16.9		WYSP-F
4. WILM (N/T)	38/ 4.7	5.0	4.2	5.8	4.2	----	38/587	587/11.6	13.7	9.5	D	WILM
5. WUSL-F (B)	33/ 4.1	4.0	3.6	4.5	3.5	----	42/630	525/10.4	11.5	9.7		WUSL-F
6. WPLY-F (CHR)	32/ 4.0	4.3	0.9	1.5	1.2	----	35/770	733/14.5	14.7	6.3		WPLY-F
7. WDAS-F (B/AC)	31/ 3.8	2.8	2.3	2.3	2.7	----	31/366	358/ 7.1	7.6	5.5		WDAS-F
WMMR-F (AOR)	31/ 3.8	4.3	6.0	5.1	4.4	----	34/740	696/13.7	15.0	14.3		WMMR-F
9. WDEL (FS/T)	28/ 3.5	3.6	4.2	4.0	6.2	----	30/611	587/11.6	12.3	13.7	D	WDEL
10. WIOQ-F (CHR)	27/ 3.3	3.8	5.2	4.3	5.0	----	27/638	599/11.8	13.4	12.0		WIOQ-F

12+ FM SHARE (METRO): 82.72% (584 of 706) (FAL 93: 85.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F	1 WSTW-F>	1 WSTW-F>	1 WSTW-F>	1 WSTW-F	1 WJBR-F>	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WUSL-F>	1 WWDB-F
2 WIOQ-F	2 WJBR-F	2 WJBR-F>	2 WJBR-F>	2 WJBR-F>	2 WSTW-F<	2 WJBR-F>	2 WJBR-F>>	2 WJBR-F>>	2 WSTW-F	2 WJBR-F
WPLY-F	3 WYSP-F	3 WYSP-F	3 WYSP-F	3 WYSP-F	3 WILM	3 WILM <	3 WILM	3 WYSP-F	3 WIOQ-F	3 WILM
4	4 WMMR-F	4 WMMR-F	4 WMMR-F	4 WMMR-F	4 WDEL	4 WYSP-F	4 WDAS-F	4 WPLY-F	4 WJBR-F	4 WDAS-F
5	5	5	5	5	5	5 WDEL	5	5	5	5 WUSL-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 WPLY-F	1 WSTW-F	1 WSTW-F	1 WSTW-F<	1 WJBR-F<	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F
WJBR-F	2 WJBR-F>	2 WJBR-F	2 WJBR-F>>	2 WSTW-F>>	2 WYSP-F	2 WYSP-F	2 WMMR-F	2 WYSP-F>	2 WYSP-F>
WSTW-F	3 WPLY-F	3 WMGK-F	3	3	3	3 WMMR-F>	3 WYSP-F	3 WMMR-F	3 WMMR-F
4	4 WUSL-F	4 WMMR-F	4	4	4	4 WMGK-F	4	4 WJBR-F	4 WJBR-F
5	5 WIOQ-F	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WJBR 1290 WILMINGTON	1.6/3.5/ 13/ 192			NONE AS OF FEBRUARY 1995			
WNRK 1260 NEWARK	0.4/1.3/ 3/ 67						
WDSD-F 94.7 DOVER	2.7/9.1/ 47/ 799						
WXCX-F 103.7 HAVRE DE GRACE, MD	3.2/6.5/ 26/ 329						

SEE PHILADELPHIA OR BALTIMORE FOR MORE ABOUT THE FOLLOWING:

KYW 0.9/ 6.1	WIP 1.9/ 6.0	WPEN 1.2/ 3.0
WBEB-F 1.0/ 5.4	WIYY-F 1.5/ 5.4	WPOC-F 0.6/ 2.5
WERO-F 0.5/ 1.3	WJJZ-F 1.5/ 6.2	WOSR-F 1.1/ 2.9
WFLN-F 2.1/ 6.5	WMGK-F 3.2/ 8.9	WWDB-F 2.9/ 7.2
WHFS-F 0.4/ 1.4	WNAP 1.0/ 1.4	WMMX-F 0.7/ 2.7
WIBF-F 0.7/ 3.7	WUGL-F 2.4/ 9.1	WXTU-F 2.6/ 6.9
		WYXR-F 0.7/ 5.3

RADIO STATIONS

WDEL , 1150, 5 KW (DA-2)	Full Service/Talk	AP CNN, \$35.00 (Eastman)
WILM , 1450, 1 KW	News/Talk	MBS CBS, \$37.00 (Savalli)
WJBR-F, 99.5, 50 KW @ 500	AC	UNISTR AP, \$87.00 (Katz) CRB
WSTW-F, 93.7, 50 KW @ 491	AC/CHR	, \$80.00 (Eastman)

Other ranked stations -- see Philadelphia or Baltimore

WORCESTER

Arbitron Rank/Pop (12+): 101/369,700

Stations: 28/6
Diaries: 917/403:1/53.7%
Sample Target: 820
% Below Line: 53.4
% Not Listed: 13.3

1994 Revenue: \$11,300,000
HH Inc.: \$41,705
Retail \$: 4.6 Bil
Pop per Station: 61,617
#1 Biller: WSRS-F \$3,200,000

MSA Rank/Pop: 73/425,000 (W/FITCHBURG)
Boston DMA
Average Person Ratings: 16.5
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level
1. WSRS-F (SAC)	82/13.4	11.8	12.2	11.5	13.1	----	111/1507	1038/28.1	25.7	29.0	E WSRS-F
2. WAAF-F (AOR)	57/ 9.3	9.7	6.9	7.0	6.5	----	102/1279	794/21.5	20.5	18.6	F WAAF-F
3. WXLO-F (AC)	55/ 9.0	9.9	8.7	12.2	10.6	----	95/1331	827/22.4	21.7	21.7	E WXLO-F
4. WTAG (FS)	52/ 8.5	9.6	9.0	9.9	7.9	----	53/765	741/20.0	23.3	21.4	D WTAG
5. WBCS-F (C)	34/ 5.6	5.2	3.8	1.2	2.1	----	58/706	398/10.8	11.1	9.7	WBCS-F
6. WZLX-F (CL AOR)	29/ 4.7	4.0	3.8	3.1	2.4	----	42/733	514/13.9	10.6	12.2	WZLX-F
7. WBZ (N)	28/ 4.6	2.1	3.2	2.6	3.9	----	53/925	501/13.6	10.5	11.7	WBZ
8. WCLB-F (C)	25/ 4.1	3.8	4.1	3.9	0.6	----	41/597	335/ 9.1	7.5	9.3	WCLB-F
9. WJMN-F (CHR)	22/ 3.6	3.4	5.0	5.2	3.6	----	38/824	476/12.9	12.5	16.5	WJMN-F
10.											

12+ FM SHARE (METRO): 78.87% (418 of 530) (FAL 93: 77.02%)

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 WSRS-F<	1 WSRS-F	1 WSRS-F<	1 WSRS-F<	1 WSRS-F<	1 WSRS-F>	1 WSRS-F	1 WAAF-F<	1 WBZ
2 WJMN-F>	2 WSRS-F	2 WXLO-F<	WXLO-F>	2 WXLO-F>	2 WSRS-F>	2 WTAG	2 WXLO-F	2 WAAF-F	2 WSRS-F>	2 WTAG
3	3 WXLO-F	3 WAAF-F>	3 WZLX-F<	3 WBCS-F<	3 WXLO-F	3 WXLO-F>	3 WTAG <	3 WXLO-F	3 WBZ	3 WAAF-F
4	4 WZLX-F	4 WZLX-F	4 WAAF-F	4 WZLX-F	4 WBZ	4 WAAF-F	4 WAAF-F	4 WZLX-F	4 WTAG	4 WXLO-F
5	5	5	5	5 WAAF-F	5	5	5	5	5 WBCN-F	5 WSRS-F
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 WAAF-F	1 WSRS-F>	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WAAF-F	1 WAAF-F>>	1 WAAF-F	1 WAAF-F>	1 WXLO-F
2 WSRS-F	2 WXLO-F	2 WXLO-F	2 WXLO-F>>	2 WXLO-F>>	2 WBCN-F	2 WZLX-F	2 WZLX-F	2 WXLO-F	2 WZLX-F<
3 WXLO-F	3 WAAF-F>	3 WBLS-F	3 WAAF-F	3 WBCS-F	3 WZLX-F	3 WSRS-F	3 WSRS-F	3 WZLX-F<	3 WAAF-F<
4	4	4 WZLX-F	4	4 WODS-F	4	4 WXLO-F	4 WXLO-F	4 WSRS-F	4 WBCS-F
5	5	5	5	5	5	5	5 WBCS-F	5	5 WSRS-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WORC	1310	WORCESTER	0.7/4.3/ 4/ 158	NONE AS OF FEBRUARY 1995			
WQVR-F	100.1	SOUTHBRIDGE	1.3/4.0/ 32/ 391				
WWTM	1440	WORCESTER	0.5/3.0/ 6/ 123				
WESO	970	SOUTHBRIDGE	0.7/1.9/ 8/ 121				

SEE BOSTON, HARTFORD OR PROVIDENCE FOR MORE ABOUT THE FOLLOWING:

WBCN-F	2.6/8.8	WEGQ-F	1.0/ 3.0	WRKO	1.6/ 5.1
WBMX-F	2.0/8.6	WLKW	0.7/ 1.8	WSSH-F	0.5/ 2.6
WBOS-F	1.6/6.2	WMJX-F	0.8/ 5.3	WWLI-F	1.0/ 2.7
WBRU-F	0.7/2.8	WODS-F	2.8/10.8	WXKS-F	2.3/10.5
WCRB-F	1.8/6.8	WPRO-F	0.3/ 3.1		
WEEI	1.1/3.8				

RADIO STATIONS

WORC , 1310,	5 KW/1 KW (DA-2) ,	Standards	CNN, \$15.00 (D & R)
WTAG , 580,	5 KW (DA-2) ,	Talk/Full Svc	TALKNT CBS, \$47.00 (Banner) Knight
WAAF-F, 107.3,	19 KW @ 822	, AOR	UNISTR, \$83.00 (D & R) Zapis
WQVR-F, 100.1,	3 KW @ 295	, Country	AP, \$32.00 (Torbet) (SOUTHBRIDGE)
WSRS-F, 96.1,	17 KW @ 863	, Soft AC	, \$80.00 (Banner) Knight
WXLO-F, 104.5,	37 KW @ 564	, AC	AP, \$85.00 (Mc-Guild) Deer River (FITCHBURG)

Other ranked stations -- see Boston

YORK

Arbitron Rank/Pop (12+): 100/370,000
MSA Rank/Pop: 134/439,000
DMA #43 (w/Harrisburg & Lancaster)
Average Person Ratings: 16.4
Market TSL: 21.50 hours

Stations: 33/10
Diaries: 1081/342:1/67.3%
Sample Target: 1055
% Below Line: 41.2
% Not Listed: 14.7

1994 Revenue: \$13,400,000
HH Inc.: \$38,736
Retail \$: 3.7 Bil
Pop per Station: 37,000
#1 Biller: WARM-F \$4,400,000

12+ METRO	1/4/SHARE	SUM 94	SPG 94	WIN 94	FAL 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WGTY-F (C)	65/10.7	11.0	11.6	8.9	9.3	10.6	73/949	764/20.6	18.8	18.9	D	WGTY-F
2. WARM-F (AC)	60/ 9.9	9.8	11.6	13.4	10.7	11.2	110/1558	692/18.7	22.7	22.7	F	WARM-F
3. WROZ-F (SAC)	38/ 6.3	5.2	4.8	5.3	5.0	5.4	132/1920	618/16.7	14.6	13.2		WROZ-F
4. WRKZ-F (C)	37/ 6.1	6.4	6.3	6.7	7.4	6.4	155/2077	563/15.2	14.1	13.6		WRKZ-F
5. WYCR-F (CHR)	33/ 5.4	6.4	6.9	5.6	6.6	6.1	45/1281	704/19.0	21.7	20.9	C	WYCR-F
6. WSBA (FS)	31/ 5.1	5.1	5.0	7.9	4.3	5.8	42/769	553/14.9	15.2	14.5	D	WSBA
WHTF-F (AOR)	31/ 5.1	4.8	4.5	3.4	4.2	4.5	60/1205	448/12.1	10.7	11.8	C	WHTF-F
8. WTPA-F (AOR)	26/ 4.3	3.4	3.4	3.5	5.4	3.7	90/1358	374/10.1	11.4	10.7		WTPA-F
9. WQXA-F (AC)	19/ 3.1	3.0	1.4	2.7	1.8	2.6	34/905	377/10.2	7.2	8.4	B	WQXA-F
10. WWMD-F (EZ)	17/ 2.8	2.0	2.1	2.6	4.2	2.4	23/304	240/ 6.5	5.2	9.0		WWMD-F
WWKL-F (O)	17/ 2.8	2.6	2.9	2.1	1.6	2.6	85/1501	329/ 8.8	9.0	6.7		WWKL-F

12+ FM SHARE (METRO): 83.95% (434 of 517) (FAL 93: 85.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WGTY-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F<	1 WGTY-F	1 WARM-F	1 WGTY-F	1 WYCR-F>	1 WRKZ-F
2	2 WHTF-F	2 WGTY-F	2 WGTY-F>	2 WGTY-F>	2 WGTY-F>	2 WARM-F	2 WGTY-F>	2 WARM-F>	2 WRKZ-F<	2 WROZ-F
3	3 WROZ-F<	3 WROZ-F	3 WRKZ-F	3 WRKZ-F<	3 WSBA <	3 WSBA	3 WROZ-F	3 WHTF-F	3 WGTY-F	3 WGTY-F
4	4 WTPA-F	4 WHTF-F	WROZ-F	4 WROZ-F	4 WRKZ-F	4 WROZ-F<	4 WHTF-F<	WRKZ-F	4 WDAC-F	4 WARM-F
5	5 WARM-F	5 WTPA-F	WTPA-F	5 WTPA-F	5	5 WRKZ-F	5 WRKZ-F	WROZ-F	5 WARM-F	5 WSBA
6	6	6	6	6 WHTF-F	6	6	6	6	6	6
7	7	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 WROZ-F	1 WROZ-F	1 WGTY-F	1 WARM-F>	1 WARM-F>	1 WHTF-F	1 WHTF-F<	1 WTPA-F	1 WGTY-F<	1 WARM-F<
2 WGTY-F	2 WGTY-F	2 WARM-F	2 WROZ-F<	2 WGTY-F	2 WGTY-F	2 WTPA-F<	2 WGTY-F	2 WHTF-F	2 WGTY-F
WYCR-F	3 WARM-F	WHTF-F	3 WGTY-F>	3 WROZ-F	WYCR-F	3 WGTY-F>	3 WHTF-F	3 WTPA-F	3 WTPA-F
4	4 WHTF-F	WQXA-F	4 WQXA-F	4 WRKZ-F	4	4	4 WARM-F	4 WARM-F	4 WHTF-F
5	WQXA-F	5	WRKZ-F	5 WQXA-F	5	5	WRKZ-F	5	WRKZ-F
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	DUOPOLY REPORT	12+	25-54	REVENUE
WGET	1320	GETTYSBURG	0.7/2.6/ 4/ 97	NONE AS OF FEBRUARY 1995			
WHVR	1280	HANOVER	1.3/4.0/ 8/ 149				
WOYK	1350	YORK	2.0/4.6/ 12/ 191				
WQXA	1250	YORK	0.7/2.7/ 5/ 127				

SEE LANCASTER OR HARRISBURG FOR MORE ABOUT THE FOLLOWING:

WIMX-F	0.3/2.5	WIOV-F	0.5/2.2
WCTX-F	0.7/1.5	WLAN-F	0.7/4.8
WDAC-F	2.0/5.6	WNNK-F	1.7/7.1
WHP	2.0/4.1	WRVV-F	3.3/9.5
WHYL	0.5/1.4		

SEE BALTIMORE FOR MORE ABOUT THE FOLLOWING:

WBAL	0.3/3.0	WLIF-F	0.3/2.1
WERO-F	0.3/1.2	WPOC-F	1.5/4.6
WGRX-F	2.1/7.7	WOSR-F	0.3/1.3
WYYY-F	1.0/4.1	WWMX-F	0.3/1.3
WJFK	1.2/1.3		

YORK

RADIO STATIONS

WGCT, 1320, 1 KW/500 W (DA-2), Full Service TALKNT, MBS, \$ 15.00 (Banner)	(GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2), Standards NBC, \$ 13.00 (D & R)	
WOYK, 1350, 5 KW/1 KW (DA-1), Country Oldies MBS, \$ 12.00 (Mc-Guild)	
WSBA, 910, 5 KW/1 KW (DA-2), Full Service, \$ 49.00 (Eastman)	Susquehanna
WARM-F, 103.3, 6.4 KW @ 1305, AC, \$ 90.00 (Eastman)	Susquehanna
WGTY-F, 107.7, 16 KW @ 850, Country MBS, \$ 54.00 (Banner)	(GETTYSBURG)
WHTF-F, 92.7, 1.4 KW @ 699, AOR Source, \$ 30.00 (Mc-Guild)	(STARVIEW)
WQXA-F, 105.7, 25 KW @ 705, AC/CHR, \$ 22.00 (D & R)	
WYCR-F, 98.5, 11 KW @ 928, CHR, \$ 32.00 (D & R)	

Other Ranked Stations -- See Harrisburg, Lancaster, Baltimore and Hagerstown

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

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

YOUNGSTOWN

Arbitron Rank/Pop (12+): 86/413,900

Stations: 26/17
Diaries: 1019/406:1/63.7%
Sample Target: 940
% Below Line: 5.5
% Not Listed: 11.8

1994 Revenue: \$13,600,000
HH Inc.: \$29,653
Retail \$: 4.3 Bil
Pop per Station: 24,347
#1 Biller: WQXK-F \$3,500,000

MSA Rank/Pop: 89/491,000
DMA # 96
Average Person Ratings: 17.2
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	FAL 93	Revenue Level	
1. WQXK-F (C)	95/13.4	13.8	12.9	14.8	13.3	---	174/1953	1015/24.5	24.8	25.0	E	WQXK-F
2. WKBN (N/T)	87/12.2	12.1	12.6	13.0	12.7	---	121/1342	819/19.8	18.9	23.1	D	WKBN
3. WHOT-F (CHR)	65/ 9.1	9.8	11.4	10.8	9.2	---	98/1709	1052/25.4	28.8	28.8	D	WHOT-F
4. WRBP-F (B)	59/ 8.3	4.8	4.4	---	---	---	60/502	469/11.3	8.8	7.7	A	WRBP-F
5. WKBN-F (SAC)	56/ 7.9	5.8	7.5	9.0	9.7	---	69/1100	849/20.5	19.3	19.4	C	WKBN-F
6. WBBG-F (O)	52/ 7.3	8.1	7.9	8.0	6.6	---	64/997	700/16.9	18.6	18.7	C	WBBG-F
7. WNCD-F (AOR)	39/ 5.5	8.1	6.4	6.6	6.9	---	42/731	690/16.7	18.4	18.3	C	WNCD-F
8. WYFM-F (AC)	36/ 5.1	4.4	3.8	4.3	5.9	---	53/898	655/15.8	13.5	16.7	C	WYFM-F
9. WHOT (ST)	33/ 4.6	3.6	2.1	2.1	3.2	---	41/523	379/ 9.2	7.2	6.8	B	WHOT
10. WBBW (T)	15/ 2.1	1.9	2.1	1.4	2.7	---	18/444	386/ 9.3	7.6	8.8	A	WBBW
11. WSOM (ST)	12/ 1.7	2.7	2.5	3.2	3.6	---	30/421	233/ 5.6	6.1	6.1	A	WSOM
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 72.41% (454 of 627) (FAL 93: 73.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-F>>>>1	WQXK-F	1 WQXK-F	1 WQXK-F<	1 WQXK-F>	1 WKBN	1 WKBN	1 WKBN <	1 WQXK-F	1 WQXK-F	1 WKBN
2	2 WNCD-F<	2 WRBP-F<	2 WRBP-F	2 WRBP-F	2 WQXK-F>	2 WQXK-F	2 WQXK-F	2 WHOT-F<	2 WRBP-F	2 WQXK-F
3	3 WHOT-F<	3 WHOT-F<	3 WBBG-F	3 WBBG-F	3 WBBG-F	3 WHOT-F	3 WKBN-F	3 WKBN	3 WHOT-F	3 WRBP-F
4	4 WKBN-F<	4 WKBN-F<	4 WHOT-F	4 WKBN-F<	4 WKBN-F	4 WRBP-F	4 WBBG-F	4 WRBP-F	4 WKBN	4 WKBN-F
5	5 WRBP-F	5 WBBG-F	WKBN-F	5 WHOT-F	WQXK-F	5 WBBG-F<	5 WHOT-F	5 WBBG-F<	5 WNCD-F	5
6	6	6	6	6 WYFM-F	6	6 WKBN-F	6	6 WNCD-F	6	6
7	7	7	7	7	7	7	7	7 WKBN-F	7	7
8	8	8	8	8	8	8	8	8 WHOT	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 WNCD-F	1 WHOT-F	1 WQXK-F	1 WHOT-F	1 WQXK-F	1 WNCD-F	1 WQXK-F<	1 WQXK-F	1 WQXK-F	1 WQXK-F>
WHOT-F	WQXK-F	2 WHOT-F	2 WQXK-F<	WBBG-F<	WKBN-F	2 WNCD-F	2 WNCD-F	2 WRBP-F	2 WRBP-F
3 WQXK-F	3 WNCD-F<	WKBN-F	3 WBBG-F<	3 WHOT-F<	3 WQXK-F	WRBP-F	WYFM-F	3 WNCD-F	3 WBBG-F
4	4 WKBN-F	4	4 WKBN-F	4 WKBN-F	4	4 WKBN-F	4	4 WKBN-F	4 WNCD-F
5	5 WRBP-F	5	WRBP-F	5 WRBP-F	5	5 WYFM-F	5	5	WKBN
6	6	6	6	6	6	6	6	6	WYFM-F

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	DUOPOLY REPORT	12+	25-54	REVENUE
WFNE 1540 NILES	0.1/1.1/ 1/ 47	WBBW, WBBG-F, WHOT A/F (Connoisseur)	23.1%	22.0%	35.3%
WGFT 1500 YOUNGSTOWN	1.5/2.6/ 11/ 109				
WICT-F 95.1 GROVE CITY, PA	1.0/3.1/ 19/ 325				
WKTX 830 CORTLAND	1.0/1.1/ 7/ 53	WRKU-F, WICT-F (Zapis)	2.3%	3.1%	< 3.0%
WRKU-F 95.9 SHARPSVILLE, PA	1.3/5.1/ 20/ 416		-----	-----	-----
WRRO 1440 WARREN	0.6/3.0/ 4/ 123		25.4%	25.1%	38.2%

SEE CLEVELAND, CANTON, AKRON OR PITTSBURGH FOR MORE ABOUT THE FOLLOWING:

WDVE-F 0.4/1.8	WONE-F 0.7/2.7
WENZ-F 1.4/6.1	WWKS-F 0.4/2.3
WMJI-F 0.7/0.9	WWWE 0.4/2.4
WMMS-F 0.4/2.2	WZKL-F 0.6/1.7
WXCX-F 0.4/2.3	

YOUNGSTOWN

RADIO STATIONS

WBBW	,	1240,	1 KW (DA-1)	,	Talk						
WGFT	,	1500,	500 W (DAYS)	,	Religion	CNN,	\$17.00	(Christal)	H & D		
WHOT	,	1390,	5 KW (DA-2)	,	Standards		\$11.00	(---)			
WKBN	,	570,	5 KW (DA-N)	,	Talk/News	UNISTR CNN,	\$13.00	(Christal)	Myron Jones		
WSOM	,	600,	1 KW/45 W	,	Standards	CBS,	\$45.00	(Katz)			
							\$14.00	(Banner)	Lincoln	(SALEM)	
WBBG-F,		93.3,	50 KW @ 279	,	Oldies		\$49.00	(Christal)	H & D		
WHOT-F,		101.1,	25 KW @ 695	,	CHR		\$46.00	(Christal)	Myron Jones		
WKBN-F,		98.9,	4.5 KW @ 1371	,	Soft AC	CBS UNISTR,	\$38.00	(Katz)			
WNCD-F,		106.1,	3 KW @ 328	,	AOR		\$25.00	(Torbet)		(NILES)	
WOXK-F,		105.1,	88 KW @ 430	,	Country	UNISTR,	\$76.00	(Banner)	Lincoln	(SALEM)	
WRBP-F,		101.9,	3 KW @ 328	,	Black	ABC SMN,	\$16.00	(Eastman)		(HUBBARD)	
WRKU-F,		95.9,	3 KW @ 328	,	Classic AOR		\$ NA	(Zapis)		(SHARPESVILLE)	
WICT-F,		95.1,	19 KW @ 804	,	Country	UNISTR,	\$15.00	(---)	Zapis	(GROVE CITY)	
WYFM-F,		102.9,	26 KW @ 459	,	AC	ABC,	\$22.00	(Eastman)	Regional	(SHARON)	

Other Ranked Stations - See Cleveland

Miscellaneous: WICT-F (95.1) sold to Zapis for \$1,400,000. . .

CONDENSED MARKETS

American
Radio
History
Dot
Com

American
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History
Dot

ABILENE, TX

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. KEAN-F	44/25.6	30.7	25.6	27.5	26.9	442	36.7	46.0	41.6
2. KCDD-F	14/ 8.1	6.7	7.1	9.8	5.7	259	21.5	20.5	20.4
3. KEYJ-F	11/ 6.4	7.3	3.2	8.8	12.4	161	13.4	11.6	11.4
4. KORQ-F	10/ 5.8	7.3	9.0	4.1	5.2	192	16.0	19.1	19.5
5. KCWS-F	9/ 5.2	4.5	6.4	6.2	9.8	172	14.6	14.8	14.6
6. KHXS-F	8/ 4.7	2.8	5.8	3.1	3.6	122	10.1	9.0	11.1
7. KNTS	7/ 4.1	2.2	2.6	2.1	3.1	103	8.6	5.1	10.0
8. KBCY-F	6/ 3.5	9.5	4.5	6.2	2.6	167	13.9	20.3	10.7
10. KKHR-F	6/ 3.5	1.1	3.2	2.1	4.7	111	9.2	9.7	8.2

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KEAN-F>>>	1 KEAN-F>>>	1 KEAN-F>>	1 KEAN-F	1 KEAN-F>>	1 KEAN-F>>	1 KEAN-F>>>
2	2 KNTS	2 KCDD-F	2 KCDD-F>>	2 KCDD-F	2 KCWS-F	2
3	3 KCWS-F	3 KEYJ-F	3	3 KEYJ-F	3	3
4	4	4 KORQ-F	4	4	4	4
5	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KBBA 1560 ABILENE	3.5/3.9/6/ 47
KEAN 1280 ABILENE	2.3/3.0/4/ 36
KVRP-F 95.5 HASKELL	0.6/3.2/1/ 38
KYYD 1340 ABILENE	0.6/5.0/1/ 60
KKDA-F 104.5 DALLAS	0.6/2.2/1/ 26
KSTA-F 107.1 COLEMAN	0.6/2.6/1/ 31
WBAP 820 FORT WORTH	2.9/3.8/5/ 46

BEAUMONT - PORT ARTHUR, TX

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. KAYD-F	53/12.5	9.3	11.9	12.4	15.2	706	23.2	21.4	22.0
2. KYKR-F	47/11.1	9.7	13.9	14.8	13.3	693	22.8	23.3	26.4
3. KHYS-F	42/ 9.9	12.4	7.9	10.6	11.1	499	16.4	19.5	16.5
4. KLVI	38/ 9.0	6.3	9.0	9.5	8.6	493	16.2	17.1	20.0
5. KQXY-F	32/ 7.5	2.7	3.5	2.0	4.1	538	17.7	13.0	12.0
6. KKMY-F	30/ 7.1	8.2	5.1	9.3	5.4	438	14.4	16.1	14.7
7. KALO	21/ 5.0	6.1	2.2	3.1	3.2	258	8.5	8.7	7.1
8. KIOC-F	17/ 4.0	6.5	8.4	9.7	7.0	426	14.0	16.6	17.0
9. KTFA-F	13/ 3.1	3.6	3.5	1.3	2.0	228	7.5	7.5	5.6
10. KZZB-F	11/ 2.6	0.8	5.3	1.3	6.3	113	3.7	2.3	6.6

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KAYD-F<	1 KAYD-F	1 KAYD-F	1 KQXY-F	1 KAYD-F>	1 KHYS-F<	1 KYKR-F<
2 KYKR-F	2 KYKR-F<	2 KYKR-F	KHYS-F	2 KHYS-F	2 KAYD-F<	2 KHYS-F<
3 KLVI	3 KLVI >	3 KQXY-F	3 KKMY-F	3 KQXY-F	3 KKMY-F	3 KLVI <
4 KHYS-F	4 KHYS-F	KHYS-F<	4 KAYD-F	4 KYKR-F	4 KYKR-F	4 KKMY-F
5	5	5 KLVI	5	KIOC-F	5	5 KAYD-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KOGT 1600 ORANGE	1.2/3.2/ 5/ 97	SEE HOUSTON FOR MORE ABOUT THE FOLLOWING:
KOLE 1340 PORT ARTHUR	2.1/4.3/ 9/131	
KSHN-F 99.9 LIBERTY	1.7/3.3/ 7/100	KBXX-F 2.6/7.4 KMJQ-F 0.5/4.6
KYKZ-F 96.1 LAKE CHARLES	2.4/7.7/10/234	KKZR-F 0.9/4.1 KRQT-F 0.9/1.8
		KLLOL-F 1.2/4.2 KTRH 1.7/4.9

BILLINGS, MT

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. KCTR-F	43/26.1	22.4	21.3	24.5	20.8	412	41.8	40.4	38.2
2. KRKX-F	27/16.4	18.8	10.7	10.3	11.7	233	23.7	28.8	19.5
3. KYA-F	13/ 7.9	7.9	11.8	12.9	6.5	218	22.1	21.7	27.0
4. KIDX-F	12/ 7.3	3.0	4.7	4.5	5.8	183	18.6	15.3	13.4
KKBR-F	12/ 7.3	13.3	11.2	13.5	6.5	139	14.1	17.7	22.0
6. KOHZ-F	11/ 6.7	4.8	11.8	5.8	13.0	138	14.0	12.5	21.4
7. KRSQ-F	5/ 3.0	---	---	---	---	57	5.8	---	---
8. KBLG	4/ 2.4	7.3	4.1	6.5	5.8	91	9.2	14.9	15.7
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KCTR-F>>	1 KCTR-F	1 KCTR-F	1 KCTR-F>>	1 KCTR-F<	1 KCTR-F>	1 KCTR-F>>
2 KRKX-F	2 KRKX-F>>	2 KRKX-F>>	2 KRKX-F	2 KRKX-F>>	2 KRKX-F>	2 KRKX-F
3	3 KKBR-F	3	3 KYA-F>	3	3 KKBR-F	3 KRKX-F
4	4 KOHZ-F	4	4	4	4	4
5	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KBMJ-F	95.5	HARDIN	1.8/ 9.2/3/ 91
KDWG	970	BILLINGS	0.6/ 3.2/1/ 32
KGHL	790	BILLINGS	1.2/ 8.3/2/ 82
KURL	730	BILLINGS	1.2/ 5.6/2/ 55

BURLINGTON, VT

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. WOKO-F	35/17.6	18.3	17.2	20.2	18.4	337	28.2	28.5	25.9
2. WIZN-F	31/15.6	15.3	14.9	17.6	12.4	395	33.0	28.4	27.8
3. WXXX-F	27/13.6	15.8	16.1	14.9	17.9	477	39.9	38.8	36.1
4. WEZF-F	16/ 8.0	10.4	11.5	7.4	10.4	295	24.7	28.8	26.9
5. WNCS-F	8/ 4.0	5.4	5.7	3.2	3.0	167	14.0	15.3	17.2
6. WEXP-F	6/ 3.0	---	---	---	---	108	9.0	---	---
WJOY	6/ 3.0	5.4	4.0	3.7	3.0	100	8.4	9.7	8.2
8. WKDR	4/ 2.0	2.0	1.7	2.1	4.5	66	5.5	7.4	6.9
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WOKO-F	1 WIZN-F	1 WIZN-F<	1 WXXX-F<	1 WIZN-F>>	1 WIZN-F	1 WOKO-F>>
2 WIZN-F	2 WOKO-F>	2 WOKO-F<	2 WOKO-F	2 WXXX-F>	2 WOKO-F	2 WEZF-F
3 WXXX-F>	3 WXXX-F<	3 WXXX-F	3 WIZN-F	3	3 WXXX-F<	3 WXXX-F
4 WEZF-F	4 WEZF-F	4 WEZF-F	4 WNCS-F	4	4 WEZF-F	4
5	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WCPV-F	101.3	ESSEX, NY	1.5/ 7.7/3/ 92
WDEV	550	WATERBURY, VT	0.5/ 0.7/1/ 9
WGLY-F	103.3	WATERBURY, VT	0.5/ 4.6/1/ 55
WMNM-F	92.1	PORT HENRY, NY	0.5/ 3.4/1/ 41
WVMT	920	BURLINGTON	1.5/10.5/3/126
WVMX-F	101.7	STOWE	1.5/ 4.3/3/ 51
WGFB-F	99.9	PLATTSBURGH, NY	0.5/ 5.4/1/ 65
WGTK-F	100.9	MIDDLEBURY, VT	1.0/ 4.4/2/ 53

CAPE COD, MA

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. WPXC-F	42/14.0	12.1	9.4	8.0	10.3	416	24.9	21.2	18.3
2. WQRC-F	32/10.7	17.9	19.1	15.7	16.0	443	26.5	27.9	32.5
3. WXTK-F	24/ 8.0	7.2	6.3	4.7	3.1	289	17.3	15.0	14.9
4. WOCN-F	22/ 7.3	0.3	---	---	---	192	11.5	1.3	---
5. WFCC-F	17/ 5.7	4.8	8.3	7.7	8.2	217	13.0	11.8	16.8
6. WCOD-F	14/ 4.7	6.2	4.2	4.0	5.3	220	13.2	14.3	14.5
7. WCIB-F	13/ 4.3	3.1	1.7	3.3	3.1	249	14.9	9.9	7.5
8. WRKO	12/ 4.0	3.4	2.1	2.7	4.7	160	9.6	10.5	8.0
9. WRZE-F	11/ 3.7	3.8	4.5	2.7	---	287	17.2	14.7	15.1
10. WKPE-F	9/ 3.0	1.4	1.7	2.7	4.7	229	13.7	10.8	11.8
11. WMVY-F	8/ 2.7	2.4	3.1	4.3	3.8	145	8.7	7.6	8.5

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WQRC-F>	1 WPXC-F	1 WPXC-F>	1 WPXC-F>	1 WPXC-F>>>	1 WPXC-F>>	1 WQRC-F
2 WPXC-F>	2 WQRC-F	2 WQRC-F<	2 WRZE-F>	2 WCOD-F>	2 WXTK-F	2 WXTK-F
3 WOCN-F<	3 WXTK-F>	3 WOCN-F	3 WQRC-F	3 WHJY-F	3 WCOD-F	3 WPXC-F
4 WXTK-F	4 WOCN-F	4	WFCC-F	4 WFCC-F	4 WFCC-F	4 WCIB-F
5	5	5	WXTK-F	5 WRZE-F	5 WKPE-F	5
				WCTK-F	WMVY-F	
					WQRC-F	

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WFAL-F	101.1	FALMOUTH	0.3/ 2.0/ 1/ 33
WFXR-F	93.5	HARWICH, CT	0.3/ 2.9/ 1/ 48

SEE BOSTON OR PROVIDENCE FOR MORE ABOUT THE FOLLOWING:

WBCN-F	1.0/5.6	WFAN	1.3/3.3	WPLM-F	1.0/6.0
WBOS-F	0.7/2.3	WFHN-F	0.7/5.4	WPRO-F	0.7/2.4
WBRU-F	0.7/1.7	WHJY-F	1.7/6.0	WXKS-F	0.3/6.3
WBZ	1.7/8.6	WJMN-F	1.3/9.3	WZLX-F	0.7/3.4
WCRB-F	0.7/2.2	WMJX-F	0.3/2.6		
WCTK-F	2.3/5.6	WODS-F	0.3/2.2		
WEEI	1.7/7.2				

CHICO, CA

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. KFMF-F	29/11.7	10.3	11.1	6.5	7.5	380	22.8	20.8	22.0
2. KHSL-F	27/10.9	6.2	8.2	6.5	5.5	263	15.8	12.8	17.6
3. KPAY	22/ 8.9	4.9	6.6	6.2	7.9	308	18.5	11.2	14.7
4. KPPL-F	16/ 6.5	6.2	4.5	6.5	3.2	226	13.6	16.3	11.6
5. KEWE-F	12/ 4.8	3.3	8.6	7.7	7.9	158	9.5	6.0	12.2
6. KMXI-F	11/ 4.4	5.8	5.3	7.7	7.1	260	15.6	22.0	16.8
KALF-F	11/ 4.4	8.6	8.2	6.9	9.5	210	12.6	14.7	18.0
8. KDIG-F	9/ 3.6	0.8	---	---	---	180	10.8	4.9	---
KFBK	9/ 3.6	4.5	4.5	5.4	2.8	123	7.4	7.8	9.5
10. KCEZ-F	8/ 3.2	2.1	3.3	3.1	5.1	180	10.8	11.3	8.4

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KPAY	1 KFMF-F<	1 KFMF-F	1 KFMF-F>	1 KFMF-F>>	1 KFMF-F<	1 KPAY >
2 KFMF-F	2 KPAY	2 KHSL-F<	2 KDIG-F	2 KHSL-F>	2 KHSL-F<	2 KHSL-F
KHSL-F	3 KHSL-F	3 KPAY	3 KHSL-F	3 KDIG-F	3 KPPL-F	3 KPPL-F
4 KALF-F<	4 KPPL-F	4 KALF-F	KPAY	4	4 KPAY	4 KALF-F
5 KFBK	5	5	5	5	5 KMXI-F	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KHSL	1290	CHICO	2.8/ 8.3/ 7/138
KKCY-F	103.1	COLUSA	2.4/ 6.1/ 6/102
KLRS-F	92.7	CHICO	2.0/11.8/ 5/196
KORV	1340	OROVILLE	0.4/ 2.0/ 1/ 33
KZZP-F	96.7	PARADISE	2.4/ 8.8/ 6/147
KGO	810	SAN FRAN.	0.4/ 5.0/ 1/ 83
KNCO-F	97.3	REDDING	0.4/ 2.1/ 1/ 35
KSFM-F	102.5	WOODLAND	0.8/ 4.3/ 2/ 72
KSXX-F	99.9	MARYSVILLE	2.0/ 3.2/ 5/ 53
KXCL-F	103.9	YUBA CITY	1.6/ 2.5/ 4/ 42
KYMX-F	96.1	SACRAMENTO	1.2/ 2.3/ 3/ 38

DANBURY, CT

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. WDAQ-F	32/12.9	12.9	14.2	13.3	16.3	417	26.3	25.1	25.4
2. WLAD	22/ 8.8	7.5	6.2	7.7	6.1	279	17.6	17.5	17.6
3. WRKI-F	20/ 8.0	11.8	9.1	10.5	11.4	357	22.5	25.8	24.4
4. WEZN-F	17/ 6.8	5.5	7.3	5.6	6.9	361	22.8	21.1	19.9
5. WFAN	15/ 6.0	3.9	4.0	5.3	6.1	258	16.3	14.6	14.9
6. WABC	13/ 5.2	3.9	2.5	3.5	1.2	130	8.2	9.1	10.2
WCBS	13/ 5.2	5.1	4.4	4.9	4.5	276	17.4	16.9	20.2
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WLAD <	1 WDAQ-F>	1 WDAQ-F	1 WDAQ-F	1 WDAQ-F	1 WDAQ-F>	1 WDAQ-F>
2 WDAQ-F	2 WABC >	2 WEZN-F<	2 WLAD	2 WRKI-F>	2 WRKI-F	2 WLAD
WFAN	3 WRKI-F	3 WRKI-F	3 WRKI-F	3 WEZN-F	3 WEZN-F	3 WEZN-F
4 WCBS <	WLAD	4 WABC	WEZN-F	4	4 WFAN	WFAN
5 WRKI-F	5	5 WLAD	WKCI-F	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WINE	940	BROOKFIELD	1.6/3.8/ 4/ 60
WREF	850	RIDGEFIELD	0.8/4.9/ 2/ 78

SEE NEW YORK, HARTFORD, BRIDGEPORT OR NEW HAVEN FOR MORE ABOUT THE FOLLOWING:

WCBS-F	0.8/ 4.0	WICC	0.8/ 3.3	WQCD-F	0.8/ 3.1
WDRC-F	0.8/ 6.7	WKCI-F	3.2/16.5	WQXR-F	0.8/ 2.3
WEBS-F	3.6/10.7	WKSS-F	0.4/ 3.4	WVYZ-F	1.6/ 7.8
WEFX-F	1.6/ 3.1	WOR	1.6/ 6.4	WXRK-F	0.8/ 3.9
WHTZ-F	0.4/ 4.2	WPLJ-F	1.2/ 3.8	WYNY-F	0.8/ 3.3
WHUD-F	0.4/ 5.9	WPLR-F	0.4/ 4.4	WZMX-F	0.8/ 3.7

DOTHAN, AL

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. WTVY-F	57/21.8	25.3	18.6	22.5	22.3	634	35.1	44.1	34.7
2. WOOF-F	27/10.3	6.7	10.1	8.6	11.0	403	22.3	20.0	21.9
3. WJUN-F	24/ 9.2	5.7	6.4	8.6	6.2	235	13.0	11.9	11.7
4. WDJR-F	20/ 7.6	9.4	12.2	11.6	6.5	372	20.6	18.3	27.8
5. WZHT-F	19/ 7.3	7.1	6.4	8.9	10.0	236	13.1	12.3	14.6
6. WKMX-F	18/ 6.9	9.4	13.9	7.9	10.7	471	26.1	21.3	31.2
7. WRJM-F	14/ 5.3	3.0	6.4	2.3	1.4	197	10.9	11.4	14.9
8. WTBB-F	11/ 4.2	5.7	4.7	4.6	---	171	9.5	12.7	9.2
9. WESP-F	9/ 3.4	1.7	1.0	2.3	3.8	200	11.1	7.4	6.9
10. WZTZ-F	6/ 2.3	3.0	1.4	3.6	2.4	97	5.4	6.3	5.9

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WTVY-F>>	1 WTVY-F>>	1 WTVY-F>>	1 WZHT-F	1 WTVY-F>	1 WTVY-F>	1 WTVY-F>>
2 WOOF-F	2 WOOF-F	2 WOOF-F	2 WOOF-F	2 WDJR-F<	2 WOOF-F>	2 WOOF-F>
3 WKMX-F	3 WDJR-F	3 WDJR-F	3 WJUN-F	3 WJUN-F<	3	3
WJUN-F	4	4	4	4 WOOF-F	4	4
5 WDJR-F	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WAGF	1320	DOTHAN	1.5/2.8/4/ 51
WDAB-F	104.9	OZARK	1.1/2.5/3/ 45
WQZK	900	OZARK	1.1/2.9/3/ 52
WOLS-F	103.9	OZARK	1.5/5.2/4/ 94
WPFM-F	107.9	PANAMA CITY	0.4/3.4/1/ 61

FAYETTEVILLE - SPRINGDALE, AR

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO CUME F94	METRO CUME S94	METRO CUME RATING F93
1. KKIX-F	65/23.7	22.1	21.5	27.0	18.0	637	32.0	32.8	34.9
2. KMCK-F	28/10.2	8.1	8.0	8.4	7.4	456	22.9	21.8	19.3
KEZA-F	28/10.2	13.8	9.3	6.8	6.0	454	22.8	29.9	24.3
4. KBVA-F	25/ 9.1	4.7	6.6	5.7	6.4	261	13.1	8.2	13.7
5. KKZQ-F	15/ 5.5	6.0	3.8	3.7	4.2	289	14.5	13.8	10.4
KAMO-F	15/ 5.5	5.4	5.9	4.7	6.0	219	11.0	13.2	13.0
KBRS-F	15/ 5.5	4.0	5.9	6.1	7.1	301	15.1	14.9	17.1
8. KKEG-F	10/ 3.6	7.4	8.7	6.8	8.1	307	15.4	14.6	13.9
9. KDAB-F	8/ 2.9	2.0	2.1	2.4	---	100	5.0	6.7	5.6
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KKIX-F>>	1 KKIX-F>>	1 KKIX-F>>	1 KKIX-F>	1 KKIX-F	1 KKIX-F>>	1 KKIX-F>>
2 KEZA-F	2 KEZA-F	2 KMCK-F	2 KMCK-F>	2 KMCK-F>	2 KEZA-F>>	2 KEZA-F>
3 KMCK-F	KMCK-F	3 KEZA-F	3 KKEG-F	3 KKZQ-F<	3 KKZQ-F	3 KAMO-F
4	4 KBVA-F	4 KBVA-F	4 KEZA-F	4 KEZA-F	KMCK-F	4 KBVA-F
5	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KAMO	1390	ROGERS	0.4/1.3/ 1/ 26
KESE-F	93.3	SELIGMAN, OK	1.1/4.9/ 3/ 98
KFAY	1030	FARMINGTON	1.8/6.6/ 5/131
KOLZ-F	98.3	BENTONVILLE	2.2/7.8/ 6/155
KREB-F	99.5	HUNTSVILLE	0.7/3.7/ 2/ 74
KURM	790	ROGERS	1.1/6.3/ 3/125

FT. MYERS, FL

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO CUME F94	METRO CUME S94	METRO CUME RATING F93
1. WCKT-F	76/12.3	11.9	16.6	15.9	19.0	827	25.4	23.5	27.0
2. WAVV-F	55/ 8.9	7.7	6.6	5.0	4.0	531	16.3	13.0	13.8
3. WXKB-F	54/ 8.7	6.8	7.1	5.0	5.1	544	16.7	14.8	16.0
4. WINK-F	52/ 8.4	8.0	6.4	10.5	6.3	661	20.3	22.2	18.6
5. WARO-F	51/ 8.3	4.8	5.4	4.6	5.9	592	18.2	12.9	10.5
6. WIXI-F	45/ 7.3	8.4	11.6	8.4	9.9	527	16.2	17.3	17.4
WINK	45/ 7.3	6.8	6.8	8.2	9.3	479	14.7	13.2	14.8
8. WRXK-F	33/ 5.3	6.6	5.9	8.2	6.7	404	12.4	13.9	12.1
9. WOLZ-F	25/ 4.0	5.7	6.6	3.6	2.4	446	13.7	11.9	14.2
10. WDCQ-F	23/ 3.7	1.6	1.1	2.3	3.2	296	9.1	6.9	6.5
11. WROC-F	17/ 2.8	6.6	0.4	2.3	1.4	218	6.7	9.1	4.0
12. WIKX-F	13/ 2.1	---	0.4	---	---	202	6.2	---	2.5
13. WJBX-F	12/ 1.9	3.7	5.0	5.9	5.1	238	7.3	12.4	13.3
14. WWGR-F	11/ 1.8	2.1	2.0	2.0	2.6	254	7.8	7.0	8.6

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WCKT-F	1 WARO-F<	1 WCKT-F	1 WCKT-F	1 WXKB-F	1 WARO-F	1 WINK-F<
2 WINK-F<	2 WCKT-F	2 WXKB-F	2 WXKB-F	2 WRXK-F<	2 WCKT-F<	2 WCKT-F>
3 WRXK-F	3 WINK-F<	3 WINK <	3 WIXI-F	3 WARO-F	3 WINK-F<	3 WARO-F
4 WXKB-F<	4 WINK <	4 WARO-F<	4	WCKT-F	4 WXKB-F	WOLZ-F
5 WAVV-F	5 WAVV-F	5 WAVV-F	5	5	5 WRXK-F	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WCRM	1350	FORT MYERS	0.3/1.7/ 2/ 55
WVCN	770	N. FORT MYERS	1.6/4.7/10/153
WFLZ-F	93.3	TAMPA	1.8/3.9/11/127
WHPT-F	102.5	SARASOTA	0.6/2.7/ 4/ 88
WKII	1070	PORT CHARLOTTE	1.6/3.7/10/120

HAGERSTOWN

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. WAYZ-F	59/16.2	17.2	16.0	16.2	16.8	557	26.2	22.4	26.1
2. WYII-F	25/ 6.9	5.0	4.9	4.5	5.3	219	10.3	9.5	10.4
3. WFRE-F	22/ 6.0	7.0	4.7	4.5	2.1	347	16.3	13.8	12.4
4. WWMD-F	20/ 5.5	5.0	7.3	5.0	5.9	187	8.8	9.6	12.8
5. WQCM-F	19/ 5.2	5.2	6.1	8.1	5.3	321	15.1	17.1	14.1
6. WIKZ-F	17/ 4.7	7.6	5.8	10.1	7.9	351	16.5	20.9	19.8
7. WKSL-F	13/ 3.6	3.2	0.6	3.4	3.5	119	5.6	6.0	3.5
8. WHAG	13/ 3.6	0.9	2.9	2.2	2.6	117	5.5	4.6	5.6
9. WSRT-F	12/ 3.3	4.1	2.9	3.1	1.5	238	11.2	11.9	9.8
10. WJEJ	10/ 2.7	3.8	2.9	3.1	1.8	125	5.9	7.0	7.6

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WAYZ-F>>	1 WAYZ-F>>	1 WAYZ-F>>	1 WAYZ-F>	1 WAYZ-F>	1 WAYZ-F>>	1 WAYZ-F>>
2 WYII-F	2 WQCM-F<	2 WFRE-F	2 WWMD-F	2 WQCM-F	2 WFRE-F	2 WYII-F
3 WIKZ-F	3 WWMD-F<	3 WQCM-F	WFRE-F	3 WFRE-F	3 WIKZ-F	WFRE-F
4 WFRE-F	4 WYII-F<	WYII-F	4 WYII-F	4	WQCM-F	4 WIKZ-F
5 WQCM-F	5 WFRE-F	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WARK	1490	HAGERSTOWN	2.2/3.6/ 8/ 76	SEE WASHINGTON, YORK OR BALTIMORE FOR
WAX-F	106.9	HAGERSTOWN	1.6/8.3/ 6/176	FOR MORE ABOUT THE FOLLOWING:
WCBG	1590	CHAMBERSBURG, PA	0.5/2.0/ 2/ 43	
WCHA	800	CHAMBERSBURG, PA	1.9/4.8/ 7/102	WGRX-F 0.5/3.4 WKYS-F 0.5/2.3
WKMZ-F	97.5	MARTENSBURG, WV	1.6/8.8/ 6/187	WGTY-F 1.6/2.3 WMZQ-F 0.5/2.4
				WHFS-F 1.1/2.4 WPGC-F 0.5/3.2
WINC-F	92.5	WINCHESTER, VA	0.5/3.6/ 2/ 76	WHP 0.8/2.3 WWDC-F 2.2/4.8
WUSO-F	102.5	WINCHESTER, VA	1.1/4.6/ 4/ 98	WIYY-F 1.1/4.2 WYCR-F 0.8/3.4

LAFAYETTE, IN

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. WKHY-F	25/16.4	13.5	8.5	8.7	15.2	370	31.8	27.4	20.8
2. WKOA-F	21/13.8	20.5	15.9	18.0	19.3	252	21.7	23.5	26.1
3. WAZY-F	19/12.5	10.9	12.2	15.5	15.2	475	40.9	32.6	37.1
4. WASK	14/ 9.2	9.0	12.2	12.4	8.2	191	16.4	17.0	22.7
5. WGLM-F	14/ 9.2	12.8	11.6	7.5	11.7	248	21.3	25.0	20.3
6. WEZV-F	12/ 7.9	5.1	3.0	1.9	1.2	152	13.1	8.7	9.1
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WKOA-F	1 WKHY-F>	1 WKHY-F	1 WKHY-F<	1 WKHY-F>	1 WKOA-F<	1 WKOA-F
2 WKHY-F	2 WASK	2 WAZY-F	2 WAZY-F	2 WAZY-F>	2 WKHY-F	2 WASK
3 WASK	3 WKOA-F	WKOA-F	3 WKOA-F	3 WGLM-F	3 WGLM-F	3 WEZV-F
4 WFBO-F<	4	4	4	4 WKOA-F	4	4 WGLM-F
5 WAZY-F	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WFTS	1410	LAFAYETTE	0.7/ 5.7/ 1/ 66
WBD-F	95.7	ATTICA	2.0/ 7.1/ 3/ 83
WSW-F	92.7	FRANKFORT	0.7/ 7.6/ 1/ 88
WFL-F	94.7	INDIANAPOLIS	5.3/16.4/ 8/191
WIC	840	CHICAGO	0.7/ 3.3/ 1/ 38
WIZ	103.3	INDIANAPOLIS	2.6/ 5.4/ 4/ 66

MERCED, CA

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. KHTN-F	35/14.1	10.9	---	---	---	432	26.4	24.6	---
2. KUBB-F	19/ 7.6	9.4	---	---	---	283	17.3	19.2	---
3. KMJ	16/ 6.4	4.3	---	---	---	151	9.2	5.7	---
4. KABX-F	15/ 6.0	6.3	---	---	---	286	17.5	13.6	---
5. KATM-F	14/ 5.6	6.6	---	---	---	173	10.6	13.0	---
KSXS-F	14/ 5.6	7.8	---	---	---	232	14.2	14.6	---
7. KDJK-F	13/ 4.2	0.8	---	---	---	191	11.7	6.7	---
8. KNT0-F	10/ 4.0	4.3	---	---	---	103	6.3	8.6	---
9. KFIE-F	8/ 3.2	5.5	---	---	---	119	7.3	10.1	---
10. KYOS	7/ 2.8	2.5	---	---	---	141	8.6	6.7	---

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KHTN-F>	1 KHNT-F	1 KHTN-F>>	1 KHTN-F>>	1 KHTN-F>	1 KABX-F	1 KABX-F
2 KABX-F	KMJ	2 KDJK-F<	2 KMJ	2 KDJK-F	KHTN-F	KMJ
KUBB-F<	3 KUBB-F	3 KUBB-F	3 KFIE-F	3 KUBB-F	3 KUBB-F	3 KUBB-F
4 KMJ	4 KABX-F	4 KMJ	4	4 KSKS-F	KDJK-F	4
5	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KCIV-F 99.9	MT. BULLION	0.8/3.1/2/ 51	SEE SAN FRANCISCO, FRESNO OR MODESTO FOR MORE ABOUT THE FOLLOWING:
KLOQ 1580	MERCED	0.4/2.9/1/ 47	
KROW-F 103.9	MARIPOSA	1.2/4.6/3/ 75	KBAY-F 0.4/ 1.9
			KKDJ-F 1.6/ 7.4
			KOQO-F 2.0/ 4.3
KAAT-F 103.1	OAKHURST	0.4/2.3/1/ 38	KCBS 0.4/ 4.0
			KMIX 0.8/ 1.8
			KGO 0.4/ 2.4
			KMIX-F 0.8/ 5.2
			KYLZ-F 0.4/ 1.0
			KHOP-F 1.2/ 5.9
			KNBR 2.0/ 4.3

NAPLES - MARCO ISLAND, FL

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. WCKT-F	43/17.1	14.1	11.8	9.8	14.0	379	24.5	23.2	24.6
2. WAR0-F	28/11.2	4.4	11.1	9.4	9.1	303	19.6	14.4	18.5
3. WIXI-F	22/ 8.8	10.5	6.5	7.5	12.5	270	17.5	18.0	14.8
4. WNOG-F	19/ 7.6	8.1	6.1	4.7	3.0	290	18.8	15.8	17.9
5. WAVV-F	17/ 6.8	7.7	9.3	11.0	6.8	280	18.1	16.1	20.8
6. WXKB-F	11/ 4.4	1.2	1.1	0.8	2.3	141	9.1	7.2	6.2
7. WRXK-F	10/ 4.0	8.1	10.4	10.2	5.7	219	14.2	20.3	16.8
8. WINK-F	9/ 3.6	4.8	6.5	4.7	5.3	198	12.8	14.4	15.2
WSGL-F	9/ 3.6	2.0	1.8	0.4	0.8	127	8.2	8.8	8.1
10. WOLZ-F	8/ 3.2	3.6	2.5	2.4	1.9	161	10.4	8.6	7.2

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WCKT-F	1 WAR0-F	1 WCKT-F>	1 WCKT-F>	1 WAR0-F	1 WAR0-F<	1 WCKT-F>
2 WAR0-F>	2 WCKT-F	2 WAR0-F	2 WAR0-F	2 WCKT-F	2 WCKT-F>>	2 WAR0-F
3 WNOG-F<	3 WNOG-F	3 WIXI-F	3 WIXI-F	3 WRXK-F	3	3 WNOG-F
4 WIXI-F	4 WIXI-F	4 WAVV-F	4 WAVV-F	4	4	4
5	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WGUF-F 92.7	MARCO	2.0/6.3/ 5/ 97
WNOG 1270	NAPLES	1.6/8.2/ 4/127
WJBX-F 99.3	FT. MYERS BCH	0.8/7.1/ 2/110
WROC-F 106.3	FT. MYERS VILLAGE	0.8/4.9/ 2/ 76
WWGR-F 101.9	FORT MYERS	0.8/8.2/ 2/127

NEW BEDFORD - FALL RIVER, MA

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. WHJY-F	75/10.3	10.4	6.3	8.3	6.0	815	19.0	21.4	16.9
2. WWLI-F	52/ 7.1	7.6	4.5	3.1	4.4	648	15.1	13.7	14.9
3. WPRO-F	39/ 5.3	5.4	5.2	5.6	5.7	794	18.5	18.3	21.9
4. WCTK-F	30/ 4.1	8.1	5.1	5.9	7.9	468	10.9	13.0	11.7
WSNE-F	30/ 4.1	3.2	4.9	4.8	4.2	524	12.2	12.8	15.5
6. WFHN-F	29/ 4.0	3.5	5.4	7.5	5.2	549	12.8	10.6	12.3
7. WBSM	25/ 3.4	3.7	3.3	4.5	3.8	240	5.6	7.1	4.9
WWBB-F	25/ 3.4	3.3	5.8	3.3	3.1	485	11.3	11.0	15.3
9.									
10.									
12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64			
1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F	1 WHJY-F>>	1 WHJY-F	1 WWLI-F>			
2 WWLI-F	2 WWLI-F	2 WWLI-F	2 WWLI-F	2 WFHN-F	2 WWLI-F	2 WWBB-F<			
3 WBSM	3 WPRO-F	3 WPRO-F	3 WPRO-F	3 WPRO-F	3 WSNE-F	3 WHJY-F			
WPRO-F<	4 WCTK-F	4 WCTK-F	4 WCTK-F	4 WWLI-F	4 WPRO-F	4 WSNE-F			
5 WSNE-F<	5	5 WFHN-F	5 WCTK-F	5 WSNE-F	5 WWBB-F	5 WPRO-F			
6 WSAR <	6	6	6	6	6	6			
7 WBSM	7	7	7	7	7	7			

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WHTB	1400	FALL RIVER	0.4/2.0/ 3/ 86
WJFD-F	97.3	NEW BEDFORD	1.4/1.8/10/ 77
WNBH	1340	NEW BEDFORD	1.2/3.7/ 9/159
WPEP	1570	TAUNTON	0.7/2.1/ 5/ 90
WSAR	1480	FALL RIVER	2.3/3.9/17/167

SEE BOSTON, PROVIDENCE, CAPE COD FOR MORE ABOUT THE FOLLOWING:

WAAF-F	1.1/ 4.1	WCAV-F	0.7/ 2.2	WLKW	2.5/ 4.8
WBCN-F	1.8/ 5.7	WCIB-F	1.1/ 4.1	WMJX-F	0.7/ 3.2
WBOS-F	2.5/ 6.8	WCLB-F	1.1/ 4.9	WODS-F	1.8/ 6.9
WBMX-F	0.8/ 4.5	WCRB-F	1.8/ 4.9	WPLM-F	0.8/ 2.9
WBOS-F	2.3/ 4.9	WEEI	1.4/ 4.1	WPRO	1.2/ 5.6
WBRU-F	2.6/ 7.2	WHJJ	0.5/ 2.9	WORC-F	0.5/ 2.1
WBZ	3.2/10.5	WJMN-F	2.2/10.9	WRKO	1.5/ 3.2
WXKS-F	1.4/ 5.5	WZLX-F	1.5/ 4.5	WWKX-F	3.2/ 9.3
				WVRX-F	2.7/11.6

ODESSA - MIDLAND, TX

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. KGEE-F	40/13.3	15.5	15.3	12.6	12.0	487	26.5	28.1	29.0
2. KNFM-F	28/ 9.3	11.9	14.6	15.1	19.4	457	24.9	24.9	26.3
3. KODM-F	27/ 9.0	6.9	4.8	6.7	7.4	344	18.7	17.9	13.5
KCHX-F	27/ 9.0	5.6	9.5	10.5	8.8	416	22.6	20.5	20.8
5. KBAT-F	26/ 8.6	8.9	6.5	8.8	7.8	397	21.6	17.3	18.2
6. KCDO-F	18/ 6.0	3.6	3.4	6.0	5.7	235	12.8	9.7	8.3
KMND	18/ 6.0	6.9	10.2	5.6	6.4	116	6.3	9.4	11.1
8. KMRK-F	15/ 5.0	7.9	5.1	6.0	3.9	226	12.3	11.6	9.8
KQIP-F	15/ 5.0	5.9	4.8	3.2	4.6	305	16.6	16.6	13.5
10. KOZA	13/ 4.3	5.0	2.4	3.9	5.3	88	4.8	8.5	5.6
12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64			
1 KGEE-F<	1 KGEE-F	1 KGEE-F	1 KCHX-F>	1 KBAT-F	1 KGEE-F	1 KGEE-F			
2 KNFM-F>	2 KODM-F	2 KODM-F<	2 KBAT-F>	2 KGEE-F	2 KBAT-F	2 KODM-F			
3 KODM-F	3 KNFM-F>	3 KNFM-F	3 KGEE-F	3 KMRK-F	3 KNFM-F	3 KNFM-F			
4 KCHX-F	4 KCDO-F	4 KBAT-F<	4 KMRK-F	4 KCHX-F	4 KBAT-F	4			
5	5	5 KNFM-F	5 KNFM-F	5	5 KCDO-F	5			

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KCRS	550	MIDLAND	1.0/ 7.7/ 3/142
KCRS-F	103.3	MIDLAND	1.7/ 8.6/ 5/158
KJBC	1150	MIDLAND	2.0/ 2.7/ 7/ 50
KKKK-F	99.1	ODESSA	2.3/10.0/ 7/184

PALM SPRINGS, CA

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. KPSI-F	57/13.8	12.1	20.7	16.1	16.3	741	31.3	28.8	35.6
2. KWXY-F	44/10.7	12.3	6.8	11.3	5.8	308	13.0	14.4	12.1
3. KPLM-F	36/ 8.7	9.2	6.8	3.1	5.8	345	14.6	18.5	13.1
4. KCMJ-F	30/ 7.3	2.8	2.0	3.4	5.0	414	17.5	13.1	14.2
5. KDES-F	29/ 7.0	10.5	5.5	7.4	8.8	442	18.7	21.8	16.4
6. KLOB-F	26/ 6.3	5.4	---	---	---	315	13.3	9.4	---
7. KCLB-F	21/ 5.1	4.9	7.3	6.2	6.6	234	9.9	13.5	14.4
8. KUNA-F	19/ 4.6	5.6	7.1	2.8	7.7	215	9.1	14.5	12.9
9. KEZN-F	16/ 3.9	6.9	1.0	2.0	3.6	317	13.4	13.9	8.5
10. KLCX-F	13/ 3.1	2.8	3.8	6.2	---	239	10.1	11.4	12.0
11. KPSI	12/ 2.9	2.1	3.3	2.8	4.7	201	8.5	4.8	7.7
12. KNWZ	10/ 2.4	1.8	4.3	2.0	4.7	187	7.9	6.3	7.4

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KPSI-F	1 KPSI-F	1 KPSI-F>	1 KPSI-F>>	1 KPSI-F>>	1 KCMJ-F<	1 KCMJ-F
2 KWXY-F	2 KWXY-F<	2 KPLM-F<	2 KWXY-F	2 KLOB-F	2 KPSI-F	2 KPLM-F
3 KPLM-F	3 KPLM-F	3 KWXY-F<	3 KDES-F	3 KCLB-F	3 KDES-F	3 KDES-F
4 KLOB-F	4 KLOB-F	4 KCMJ-F	4	4 KPLM-F	4 KPLM-F	4 KPSI-F
5	5	5 KDES-F	5	5 KUNA-F	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KCLB 970	COACHELLA	1.5/6.5/ 6/154
KCMJ 1140	PALM SPRINGS	0.7/2.7/ 3/ 64
KESQ 920	PALM SPRINGS	0.5/3.2/ 2/ 76
KNWZ-F 106.9	YUCCA VALLEY	0.7/3.3/ 3/ 78
KPSL 1010	1000 PALMS	0.5/2.8/ 2/ 66
KUNA 1400	INDIO	0.7/2.3/ 3/ 54
KWXY 1340	CATHEDRAL CITY	1.5/4.5/ 6/106
KFI 640	LOS ANGELES	0.7/3.9/ 3/ 92
KIIS-F 102.7	LOS ANGELES	0.7/2.6/ 3/ 62
XTRA-F 91.1	TIJUANA	1.0/1.9/ 4/ 45

READING, PA

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. WRFY-F	95/18.7	20.3	17.9	19.7	17.1	1017	34.4	40.0	38.2
2. WEEU	70/13.8	10.1	12.4	13.3	9.1	730	24.7	24.7	25.3
3. WIOV-F	59/11.6	6.8	9.0	5.0	8.1	653	22.1	16.0	16.8
4. WRAW	26/ 5.1	3.5	4.6	6.8	5.8	272	9.2	9.3	9.2
5. WYSP-F	21/ 4.1	4.5	4.4	3.8	6.9	334	11.3	13.2	13.0
6. WWDB-F	18/ 3.5	2.7	2.5	2.4	2.6	198	6.7	6.5	5.1
7. WYXR-F	18/ 3.5	1.8	2.1	2.4	3.2	260	8.8	7.3	11.9
8. WFMZ-F	17/ 3.3	2.5	3.0	1.4	2.4	198	6.7	4.7	3.9
9. WXTU-F	13/ 2.6	2.1	4.8	3.2	3.2	225	7.6	6.0	8.4
10. WBYN-F	12/ 2.4	2.1	1.3	2.8	1.0	225	7.6	4.0	4.1

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRFY-F	1 WRFY-F	1 WRFY-F>	1 WRFY-F>>	1 WRFY-F>>>	1 WRFY-F>>>	1 WRFY-F<
2 WEEU	2 WEEU >	2 WIOV-F>	2 WWDB-F<	2	2 WIOV-F	2 WIOV-F>>
3 WIOV-F>	3 WIOV-F	3 WEEU	3 WEEU <	3	3 WEEU	3 WEEU
4	4	4	4 WIOV-F	4	4	4
5	5	5	5	5	5	5

SEE ALLENTOWN, LANCASTER, PHILADELPHIA FOR MORE ABOUT THE FOLLOWING:

KYW 1.0/ 9.1	WJZZ-F 0.8/ 2.9	WPLY-F 0.4/ 2.8
WAEB-F 1.2/ 4.2	WLAN-F 0.4/ 2.6	WRKZ-F 0.6/ 2.5
WBEB-F 2.0/ 7.9	WMGK-F 1.0/ 4.5	WROZ-F 1.2/ 3.0
WFLN-F 1.0/ 3.6	WMMR-F 0.8/ 6.8	WRVV-F 1.2/ 6.1
WIP 0.8/ 2.5	WUGL-F 1.8/ 8.7	WUSL-F 1.4/ 6.1
		WZZO-F 1.6/ 2.7

REDDING, CA

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. KQMS	31/15.7	12.2	13.3	11.2	16.5	385	28.2	21.4	23.1
2. KEWB-F	24/12.1	8.2	7.2	11.2	13.7	360	26.4	15.2	17.3
3. KSHA-F	23/11.6	11.7	12.3	9.4	10.8	254	18.6	23.0	23.2
4. KNCQ-F	22/11.1	13.3	15.9	26.0	16.5	321	23.5	20.4	24.2
5. KNNN-F	14/ 7.1	10.2	6.2	8.5	8.0	222	16.3	19.2	18.1
6. KCEZ-F	11/ 5.6	2.0	2.1	3.1	0.9	102	7.5	9.0	9.0
7. KARZ-F	10/ 5.1	6.6	7.7	3.6	6.1	242	17.7	16.7	21.3
KZAP-F	10/ 5.1	8.2	5.6	---	---	171	12.5	16.8	16.0
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KQMS >	1 KQMS >	1 KNCQ-F	1 KEWB	1 KEWB	1 KSHA-F<	1 KNCQ-F
2 KEWB-F	2 KNCQ-F<	2 KEWB-F	2 KNCQ-F	KSHA-F	2 KNCQ-F<	2 KQMS-F<
3 KNCQ-F<	3 KSHA-F	KQMS <	3 KARZ-F	KZAP-F	3 KQMS <	3 KSHA-F
4 KSHA-F	4 KEWB-F	4 KSHA-F	4 KZAP-F	4 KNNN-F	4 KEWB-F	4
5	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KNRO	600	REDDING	1.5/6.5/3/ 89
KALF-F	95.7	RED BLUFF	1.0/7.3/2/100
KDIG-F	106.7	ORLAND	2.0/4.8/4/ 66
KFMF-F	93.9	CHICO	0.5/4.2/1/ 57

SAN LUIS OBISPO, CA

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. KZOZ-F	28/ 9.4	8.2	---	9.0	---	379	19.6	18.8	---
2. KSTT-F	25/ 8.4	7.2	---	8.3	---	385	19.9	14.5	---
3. KKJG-F	21/ 7.1	5.5	---	6.3	---	370	19.1	16.9	---
4. KSLY-F	20/ 6.7	4.5	---	5.3	---	354	18.3	17.0	---
KDDB-F	20/ 6.7	6.2	---	5.0	---	312	16.1	12.7	---
6. K100-F	18/ 6.1	3.4	---	4.3	---	312	16.1	11.7	---
7. KOTR-F	14/ 4.7	8.6	---	5.0	---	225	11.6	10.6	---
8. KBAI	13/ 4.4	2.1	---	2.7	---	118	6.1	6.8	---
9. KGLW	11/ 3.7	3.1	---	2.3	---	145	7.5	6.8	---
10. KPRL	10/ 3.4	3.8	---	2.3	---	143	7.4	8.3	---
KWBR-F	10/ 3.4	4.5	---	4.7	---	209	10.8	10.4	---

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KSLY-F	1 KZOZ-F	1 KSTT-F<	1 KDDB-F	1 KSLY-F	1 KZOZ-F>	1 K100-F
2 KZOZ-F	2 KKJG-F	2 KZOZ-F	2 KSTT-F	KZOZ-F	2 KSTT-F	2 KZOZ-F
3 KSTT-F	3 KSTT-F	3 KKJG-F	3 K100-F	3 KKJG-F	3 K100-F	3 KDDB-F
4 KKJG-F	4 K100-F<	4 KDDB-F	4 KZOZ-F	KSTT-F	KOTR-F	4 KKJG-F
5 K100-F	5 KGLW	5	5	5 KDDB-F	5 KDDB-F	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KIXT-F	107.3	GROVER BCH	1.0/ 4.7/3/ 91
KVEC	920	SAN LUIS OBISPO	2.0/ 8.6/6/166
KWSP-F	106.1	S. MARGRITA	1.7/ 5.0/5/ 97
KWWV-F	99.7	MORRO BAY	1.3/ 5.6/4/108
KBOX-F	104.1	LOMPOC	1.3/ 3.2/4/ 62
KFRE	940	FRESNO	0.3/ 2.1/1/ 41
KGDP	660	ORCUTT	0.7/ 1.8/2/ 35
KHTY-F	97.5	SANTA BARBARA	1.3/ 7.8/4/151
KMJ	580	FRESNO	0.3/ 2.4/1/ 46
KRUZ-F	103.3	SANTA BARBARA	1.7/ 5.9/5/114
KSN1-F	102.5	SANTA MARIA	3.0/10.5/9/203
KUHL-F	1440	SANTA MARIA	1.3/ 2.4/4/ 45

SANTA BARBARA, CA

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. KMGQ-F	22/8.1	8.9	4.5	4.2	5.5	256	15.1	18.5	12.3
KTVD-F	22/8.1	7.4	8.6	7.2	8.4	454	26.8	21.8	21.4
3. KSBL-F	20/7.4	5.6	8.2	7.2	6.2	323	19.1	15.6	17.0
KTMS	20/7.4	5.6	6.6	6.8	5.5	235	13.9	13.2	17.7
5. KRUZ-F	17/6.3	5.9	8.2	6.0	6.6	241	14.2	16.2	15.5
6. KHTY-F	15/5.5	5.9	4.5	8.3	6.2	337	19.9	16.2	16.9
7. KIST	14/5.2	1.5	1.6	1.5	1.5	142	8.4	4.9	7.5
8. KHAY-F	13/4.8	1.9	2.1	1.9	2.2	169	10.0	8.1	6.0
9. KDB -F	11/4.1	4.8	6.6	3.4	5.5	212	12.5	12.1	13.8
KJEE-F	11/4.1	5.6	---	---	---	203	12.0	8.2	----
11. KSPE	8/3.0	4.4	2.1	4.5	4.4	102	6.0	8.7	4.3

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KTYD-F<	1 KMGQ-F<	1 KSBL-F	1 KHTY-F	1 KTYD-F	1 KMGQ-F	1 KTMS
2 KTMS	2 KTYD-F	2 KTYD-F	2 KMGQ-F	2 KJEE-F	2 KTYD-F<	2 KMGQ-F
3 KMGQ-F>	3 KTMS	3 KTMS	3 KSBL-F	3 KSBL-F	3 KSBL-F	3 KSBL-F
4 KSBL-F<	4 KRUZ-F	4 KMGQ-F	4 KTYD-F	4 KMGQ-F	4 KHAY-F	4 KDB -F
5 KIST	5 KSBL-F	5	5	5 KHTY-F	5	5 KHAY-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KKSB	1290	SANTA BARBARA	0.4/ 3.0/ 1/ 51
KQSB	990	SANTA BARBARA	0.7/ 3.7/ 2/ 63
KBBY-F	95.1	VENTURA	0.4/ 3.8/ 2/ 64
KCAQ-F	104.7	OXNARD	2.1/10.6/ 7/169
KFI	640	LOS ANGELES	0.4/ 6.6/ 5/112
KLOS-F	95.5	LOS ANGELES	2.1/ 8.0/ 4/136
KLSX-F	97.1	LOS ANGELES	0.4/ 2.3/ 1/ 39
KLVE-F	107.5	LOS ANGELES	2.1/ 2.7/ 2/ 46
KNX	1070	LOS ANGELES	2.2/10.0/ 6/169
KPWR-F	105.9	LOS ANGELES	0.4/ 2.2/ 1/ 37

STAMFORD - NORWALK, CT

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. WCBS	31/7.6	5.6	5.0	5.9	7.0	711	25.4	25.7	24.2
2. WEZN-F	25/6.1	5.1	3.0	5.3	5.0	465	16.6	14.4	14.2
3. WHTZ-F	23/5.6	5.1	4.8	4.2	5.0	538	19.2	17.1	16.6
4. WEFX-F	21/5.1	4.4	3.2	3.7	4.3	507	18.1	15.0	14.4
5. WFAN	19/4.6	5.8	6.9	4.2	4.1	504	18.0	19.1	17.1
6. WEBE-F	16/3.9	5.8	4.1	6.3	5.6	415	14.8	16.2	15.6
7. WABC	15/3.7	2.8	4.3	2.8	4.5	202	7.2	7.4	10.2
8. WGCH	13/3.2	1.6	2.4	0.9	1.6	188	6.7	5.7	4.1
WKHL-F	13/3.2	4.2	3.5	3.7	1.1	339	12.1	11.8	12.4
WSTC	13/3.2	2.6	4.8	4.4	3.4	258	9.2	8.8	9.8

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WCBS	1 WEFX-F	1 WCBS	1 WHTZ-F>	1 WEFX-F	1 WEFX-F	1 WCBS >
2 WFAN	2 WEZN-F	2 WHTZ-F	2 WCBS	2 WHTZ-F	2 WFAN	2 WEZN-F
3 WSTC	3 WEBE-F	3 WEFX-F	3 WEZN-F	3 WEZN-F	3 WCBS	3 WFAN
WEZN-F	4 WKHL-F	4 WEZN-F	WEFX-F	4 WAXQ-F	4 WEZN-F	4 WEBE-F
5 WHTZ-F	WABC	5 WEBE-F	5	5 WFAN	5 WEBE-F	5 WKHL-F
WGCH	WCBS			WNEW-F		WABC

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WNLK	1350	NORWALK	1.7/5.5/ 7/154
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SEE NEW YORK FOR MORE ABOUT THE FOLLOWING:

WAXQ-F	2.2/7.5	WNEW-F	2.7/10.5	WQXR-F	2.2/ 6.9
WBLS-F	0.5/2.8	WOR	1.2/ 5.7	WRKI-F	0.7/ 2.7
WCBS-F	1.0/6.3	WPAT-F	1.0/ 4.7	WRKS-F	2.0/ 6.4
WDRE-F	1.7/7.7	WPLJ-F	1.0/ 9.6	WSKQ-F	1.5/ 2.5
WINS	0.7/6.1	WQCD-F	2.9/ 7.8	WXRK-F	2.2/10.9
WLTW-F	1.2/6.8	WQEW	2.2/ 5.5	WYNY-F	2.4/ 6.8
WMXV-F	0.7/4.8	WQHT-F	2.2/ 5.9		

TRENTON, NJ

12+ METRO	1/4/SHARE	SPG 94	FAL 93	SPG 93	FAL 92	METRO CUME	METRO F94	CUME S94	RATING F93
1. WPST-F	51/11.1	11.1	---	7.4	---	827	29.3	28.5	----
2. WKXW-F	34/ 7.4	7.4	---	7.6	---	638	22.6	21.9	----
3. WXTU-F	30/ 6.6	5.0	---	3.5	---	370	13.1	9.4	----
4. WBUD	26/ 5.7	5.9	---	4.8	---	313	11.1	13.5	----
5. WUSL-F	21/ 4.6	4.8	---	3.9	---	296	10.5	11.5	----
6. WYXR-F	20/ 4.4	3.7	---	4.5	---	409	14.5	15.2	----
7. WDAS-F	19/ 4.1	5.7	---	3.5	---	231	8.2	9.6	----
8. WJJZ-F	17/ 3.7	1.1	---	2.9	---	299	10.6	5.6	----
9. WYSP-F	16/ 3.5	3.7	---	5.0	---	336	11.9	15.2	----
10. WIMG	14/ 3.1	2.0	---	1.2	---	195	6.9	5.6	----

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WPST-F	1 WPST-F>	1 WPST-F	1 WPST-F<	1 WPST-F>>	1 WPST-F	1 WKXW-F
2 WKXW-F	2 WKXW-F	2 WKXW-F	2 WUSL-F	2 WYSP-F	2 WKXW-F>	2 WXTU-F>
3 WBUD <	3 WXTU-F	3 WUSL-F<	3 WDAS-F	3 WDAS-F	3 WXTU-F	3 WPST-F
4 WXTU-F	4 WBUD-F	4 WXTU-F	4 WYXR-F	4 WKXW-F	4	4
5	5	5	5	5 WUSL-F	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WCHR-F	94.5	TRENTON	1.7/ 3.4/ 8/ 96
WHWH	1350	PRINCETON	1.7/ 5.6/ 8/158

SEE NEW YORK OR PHILADELPHIA FOR MORE ABOUT THE FOLLOWING:

WABC	2.2/ 6.2	WLTW-F	0.4/ 3.5	WOR	1.3/5.3
WBEB-F	2.0/ 4.4	WMGK-F	3.1/ 9.9	WPLJ-F	0.4/4.1
WCBS	1.3/ 7.0	WMGQ-F	0.4/ 2.7	WQCD-F	0.4/1.8
WFAN	2.6/ 8.5	WMMR-F	2.0/ 7.5	WQHT-F	0.4/2.8
WIBF-F	0.4/ 4.5	WNEW-F	0.4/ 3.1	WRKS-F	0.4/3.0
WIOQ-F	2.4/11.3	WOGL-F	2.6/10.6	WWDB-F	1.7/5.3
WIP	0.9/ 2.2				

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