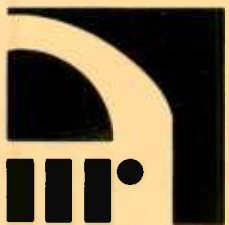
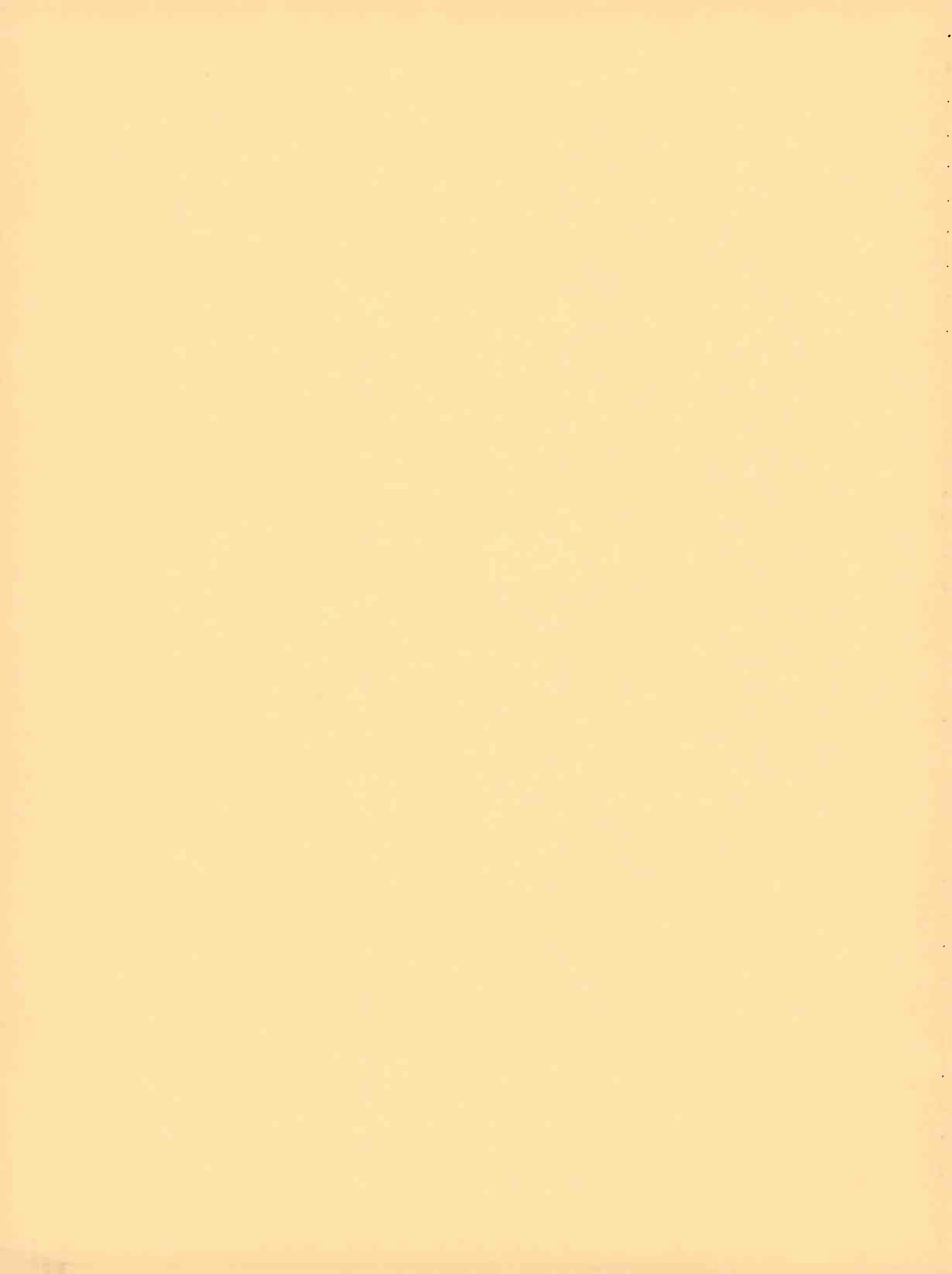


AMERICAN RADIO

Winter 1996 Supplement



James H. Duncan, Jr.



AMERICAN RADIO

WINTER 1996 REPORT

(Arbitron Rating Period: 4 January - 27 March 1996)

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INTRODUCTION

I am pleased to present the ninth edition of American Radio - Winter Supplement for 1996. This book supplements the primary editions of American Radio by providing updated summaries of the 94 markets which Arbitron surveys on a quarterly basis.

The 'Winter Supplement' usually is issued every May. This year's is late, as we have taken the (for me) monumental step of computerizing the book's production and ran into the inevitable "teething problems." You'll notice some changes in the appearance of the information, but few, if any, in its substance.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

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

Thanks

The Duncan's American Radio Team

James H. Duncan, Jr.
J.T. Anderton
Thom Moon
Vaun Thygerson

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Birmingham
Boston
Buffalo

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AKRON

Arbitron Rank:	67	Stations:	30 / 7	Last Year's Revenue:	\$14,900,000
Pop (12+):	568,100	Diaries: 1960 / 290 :	1/ 60.0 %	Household Income:	\$44,349
MSA Rank:	76	Sample Target:	1,760	Retail Dollars:	\$6.5 Bil
MSA Pop: 682,000 DMA # 13 (Cleveland)		% Below Line:	54.5	Pop per Station:	81,157
Average Person Ratings:	16.5	% Not Listed:	14.7	#1 Biller: WKDD-F	Rev: \$3,800,000
Market TSL in Hours:	21.75			#1 Billing Portfolio:	WAKR/WONE-F/WQMX-F \$7,500,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WQMX -FM	C	63 / 6.7	7.2	7.6	6.7	7.6	7.1	859 / 15.1	14.8	15.9	D WQMX -FM
2	WDOK -FM	SAC	63 / 6.7	6.1	4.1	4.3	5.7	5.3	860 / 15.1	15.1	14.2	WDOK -FM
3	WONE -FM	AOR	58 / 6.2	5.4	6.4	8.2	6.7	6.6	921 / 16.2	15.2	15.5	E WONE -FM
4	WNIR -FM	T	53 / 5.7	5.3	4.9	7.4	6.0	5.8	669 / 11.8	9.6	12.8	D WNIR -FM
	WKDD -FM	CHR/AC	53 / 5.7	5.4	5.4	5.5	5.0	5.5	823 / 14.5	13.2	15.1	E WKDD -FM
6	WMJI -FM	O	49 / 5.2	5.7	4.7	5.2	5.8	5.2	896 / 15.8	15.0	14.4	WMJI -FM
7	WAKR -AM	FS	46 / 4.9	4.6	5.5	5.9	4.3	5.2	786 / 13.8	11.8	13.0	C WAKR -AM
8	WNCX -FM	CL AOR	40 / 4.3	5.1	4.0	4.8	4.1	4.6	747 / 13.1	13.7	12.1	WNCX -FM
	WGAR -FM	C	40 / 4.3	4.7	5.1	4.8	5.2	4.7	665 / 11.7	13.1	13.1	WGAR -FM
10	WMMS -FM	AOR	36 / 3.8	4.4	4.1	3.4	4.4	3.9	841 / 14.8	14.0	14.8	WMMS -FM
11	WRMR -AM	ST	34 / 3.6	3.2	3.2	3.0	3.2	3.3	353 / 6.2	6.1	6.6	WRMR -AM
12	WWW -AM	T	28 / 3.0	2.0	2.9	2.5	2.6	2.6	483 / 8.5	6.6	8.3	WWW -AM

12+ FM Share (Metro): 82.1 % (656 of 799) (Winter 95: 83.82 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WMMS-FM	1 WONE-FM	1 WONE-FM <	1 WONE-FM <	1 WONE-FM <	1 WDOK-FM <	1 WAKR-AM	1 WDOK-FM <	1 WQMX-FM <	1 WMMS-FM <	1 WQMX-FM
2 WQMX-FM	2 WQMX-FM	2 WKDD-FM <	2 WKDD-FM	2 WKDD-FM	2 WNIR-FM <	2 WNCX-FM	2 WNIR-FM <	2 WDOK-FM <	2 WQMX-FM >	2 WAKR-AM
3 WZAK-FM	3 WKDD-FM <	3 WQMX-FM	3 WQMX-FM	3 WQMX-FM <	3 WAKR-AM <	3 WKDD-FM <	3 WONE-FM <	3 WONE-FM <	3 WONE-FM	3 WNIR-FM <
4 WZJM-FM <	4 WNCX-FM	4 WNCX-FM	4 WNCX-FM <	4 WMJI-FM <	4 WMJI-FM	4 WNIR-FM <	4 WQMX-FM <	4 WKDD-FM <	4 WDOK-FM	4 WKDD-FM <
5 WENZ-FM >	5 WMMS-FM <	5 WDOK-FM	5 WDOK-FM	5 WDOK-FM <	5 WRMR-AM	5 WDOK-FM	5 WKDD-FM	5 WNIR-FM	5 WKDD-FM	5 WMJI-FM
	6 WENZ-FM	6 WMJI-FM <	6 WMJI-FM	6 WNCX-FM	6 WQMX-FM	6 WQMX-FM	6 WMJI-FM <	6 WMJI-FM	6 WMJI-FM	6 WENZ-FM <
		7 WMMS-FM	7 WGAR-FM		7 WGAR-FM	7 WQMX-FM <				7 WZAK-FM
					8 WKDD-FM	8 WONE-FM				

Wom 18-24	Wom 18-34	Wom 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-FM	1 WKDD-FM	1 WKDD-FM >	1 WKDD-FM	1 WKDD-FM	1 WONE-FM	1 WONE-FM	1 WONE-FM >	1 WONE-FM	1 WONE-FM
2 WMMS-FM	2 WQMX-FM	2 WQMX-FM <	2 WQMX-FM	2 WDOK-FM	2 WNCX-FM	2 WNCX-FM	2 WNCX-FM	2 WNCX-FM	2 WNCX-FM
3 WENZ-FM <	3 WONE-FM	3 WONE-FM	3 WDOK-FM	3 WQMX-FM	3 WQMX-FM	3 WQMX-FM >	3 WQMX-FM	3 WQMX-FM	3 WMJI-FM
4 WKDD-FM	4 WLTF-FM	4 WLTF-FM <	4 WONE-FM	4 WMJI-FM <	4 WENZ-FM	4 WMMS-FM	4 WMMS-FM <	4 WMMS-FM <	4 WQMX-FM >
5 WLTF-FM <	5 WDOK-FM	5 WDOK-FM	5 WLTF-FM	5 WONE-FM	5 WQMX-FM	5 WENZ-FM >	5 WENZ-FM >	5 WMJI-FM <	5 WGAR-FM <
6 WZJM-FM <	6 WENZ-FM	WZAK-FM <	6 WMJI-FM <		6 WKDD-FM <			6 WKDD-FM	6 WKDD-FM <
7 WONE-FM	WMMS-FM <	7 WNCX-FM	7 WGAR-FM		7 WZJM-FM <				7 WMMS-FM <
8 WQAL-FM		8 WGAR-FM	WZAK-FM		8 WRQK-FM <				8 WNIR-FM <
					9 WNIR-FM				

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating
Local				WHLO -AM REL 640 Akron	0.5 / 1.9	
WQMX-FM				WTOU -AM B/O 1350 Akron	1.0 / 2.9	
WONE-FM				WCLV -FM CL 95.5 Cleveland	1.4 / 4.3	
WAKR-AM				WENZ -FM AOR-NR 107.9 Cleveland	2.8 / 12.1	
Combined	17.8 %	17.8 %	50.3 %	WHBC -FM AC 94.1 Canton	1.2 / 4.1	
	17.8 %	17.8 %	50.3 %	WHOT -FM CHR 101.1 Youngstown	0.3 / 2.7	
				WKNR -AM SPRTS 1220 Cleveland	1.9 / 6.8	
				WKTU -AM E 830 Cortland	0.3 / 0.6	
				WLTF -FM AC 106.5 Cleveland	2.7 / 9.6	
				WNWV -FM J 107.3 Elyria	2.1 / 6.0	
				WQAL -FM AC 104.1 Cleveland	2.2 / 10.5	
				WQXK -FM C 105.1 Salem	2.0 / 5.4	
				WRQK -FM AOR/CHR 106.9 Canton	1.2 / 7.0	
				WTOF -FM REL 98.1 Canton	0.3 / 1.8	
				WYFM -FM AC 102.9 Sharon	0.4 / 1.0	
				WZAK -FM B 93.1 Cleveland	2.9 / 8.3	
				WZJM -FM CHR 92.3 Cleveland Heights	1.6 / 6.4	
				WZKL -FM O 92.5 Alliance	0.3 / 1.5	

AKRON

RADIO STATIONS

WAKR	1590	5 KW (DA-N)	Full Service	Westwd, ABC	\$37.00	(Christal)	WQMX duop	
WHLO	640	5 KW/500 W (DA-2)	Religion		\$15.00	(---)	Mortenson	
WTOU	1350	5 KW (DA-1)	Black/AC	ABC, SMN	\$17.00	(Eastman)	Barnstable	
WKDD-F	96.5	50 KW @ 441	CHR/AC		\$71.00	(Eastman)	Barnstable	
WNIR-F	100.1	2 KW @ 390	Talk	CBS	\$50.00	(K & P)		(Kent)
WONE-F	97.5	12 KW @ 890	AOR		\$67.00	(Christal)	WQMX duop	
WQMX-F	94.9	16 KW @ 879	Country		\$60.00	(Christal)		(Medina)

Other Ranked Stations -- See Canton, Cleveland or Youngstown

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

* 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 is 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

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

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

ALBANY-SCHENECTADY-TROY

Arbitron Rank:	57	Stations:	33 / 31	Last Year's Revenue:	\$26,100,000
Pop (12+):	736,000	Diaries:	2155 / 342 :1/ 60.6 %	Household Income:	\$51,309
MSA Rank:	67	Sample Target:	2,030	Retail Dollars:	\$8.1 Bil
MSA Pop:	877,000 DMA # 52	% Below Line:	0.8	Pop per Station:	23,742
Average Person Ratings:	16.8	% Not Listed:	13.9	#1 Biller: WGNA-AF Rev:	\$5,000,000
Market TSL in Hours:	22.25			#1 Billing Portfolio:	
				Multimarket duop	\$8,600,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WGNA -AF	C	160 / 12.9	11.3	9.8	12.2	12.8	11.6	1664 / 22.6	21.8	22.0	G WGNA -AF
2	WGY -AM	FS	124 / 10.0	9.5	9.2	8.6	9.1	9.3	1678 / 22.8	21.5	20.5	D WGY -AM
3	WFLY -FM	CHR	102 / 8.2	9.1	9.0	8.4	9.3	8.7	1680 / 22.8	23.7	21.9	E WFLY -FM
4	WYJB -FM	SAC	98 / 7.9	8.2	7.2	8.5	6.8	8.0	1374 / 18.7	19.5	15.7	D WYJB -FM
5	WPYX -FM	AOR	83 / 6.7	6.4	7.6	6.5	6.8	6.8	1316 / 17.9	16.6	20.2	E WPYX -FM
6	WABY -AF	ST	76 / 6.1	5.5	3.7	5.5	3.7	2.6	806 / 11.0	9.9	5.5	A WABY -AF
7	WQBK -FF	AOR-NR	70 / 5.7	6.5	5.0	4.0	4.2	5.4	1313 / 17.8	16.2	13.5	C WQBK -FF
8	WRVE -FM	AC/AOR	63 / 5.1	4.6	5.9	6.4	6.3	5.5	1015 / 13.8	12.9	15.2	D WRVE -FM
9	WKLI -FM	AC	57 / 4.6	4.0	4.8	5.7	4.8	4.8	1015 / 13.8	12.0	13.5	D WKLI -FM
10	WZRQ -FM	AOR	26 / 2.1	2.8	3.1	2.2	3.3	2.6	711 / 9.7	9.8	9.2	B WZRQ -FM
11	WQBK -AM	T	23 / 1.9	1.7	2.2	1.5	2.8	1.8	414 / 5.6	4.8	6.7	A WQBK -AM
12	WXXO -FM	O	20 / 1.6	0.7	0.9	0.8	0.9	1.0	384 / 5.2	3.7	5.5	WXXO -FM
13	WPTR -FM	C	17 / 1.4	0.6	0.7	0.7	0.3	0.9	292 / 4.0	3.1	2.7	WPTR -FM
14	WROW -AM	T	16 / 1.3	1.7	2.5	2.6	2.4	2.0	466 / 6.3	6.7	7.8	A WROW -AM
	WTRY -AM	O	16 / 1.3	1.3	1.8	1.7	1.3	1.5	343 / 4.7	5.6	5.1	A WTRY -AM
	WYSR -FM	O	16 / 1.3	1.3	1.8	2.1	1.4	1.6	464 / 6.3	6.5	6.6	A WYSR -FM
17	WEQX -FM	AOR-NR	15 / 1.2	1.8	1.8	1.6	1.3	1.6	420 / 5.7	6.3	6.2	A WEQX -FM

12+ FM Share (Metro): 79.1 % (844 of 1067) (Winter 95: 75.77 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WFLY-FM >>	1 WFLY-FM <	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF >	1 WGNA-AF <	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF	1 WFLY-FM <	1 WGY-AM
2 WQBK-FF >	2 WPYX-FM	2 WPYX-FM <	2 WYJB-FM <	2 WYJB-FM	2 WGY-AM >	2 WGY-AM >	2 WGY-AM <	2 WGY-AM	2 WGNA-AF <	2 WGNA-AF >>
3 WZRQ-FM	3 WGNA-AF <	3 WFLY-FM	3 WPYX-FM <	3 WPYX-FM <	3 WABY-AF <	3 WQBK-FF <	3 WYJB-FM	3 WFLY-FM <	3 WGY-AM	3 WYJB-FM <
4 WGNA-AF >>	4 WQBK-FF >	4 WYJB-FM	4 WFLY-FM <	4 WFLY-FM <	4 WYJB-FM >>	4 WFLY-FM	4 WPYX-FM	4 WYJB-FM	4 WYJB-FM	4 WPYX-FM
	5 WRVE-FM <	5 WRVE-FM	5 WRVE-FM	5 WRVE-FM <		WYJB-FM <	5 WFLY-FM	5 WPYX-FM <	5 WQBK-FF	5 WFLY-FM >
	6 WYJB-FM	6 WQBK-FF	6 WKLI-FM <	6 WGY-AM <		6 WPYX-FM	6 WABY-AF <	6 WABY-AF	6 WKLI-FM <	
	7 WKLI-FM	7 WKLI-FM <	7 WQBK-FF <	7 WKLI-FM <		7 WABY-AF	7 WRVE-FM	7 WRVE-FM <	7 WPYX-FM	
		8 WQBK-FM	8 WGY-AM >>	8 WQBK-FF			8 WQBK-FF	8 WKLI-FM		
		9 WGY-AM >>								

Wom 18-24	Wom 18-34	Wom 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-FM	1 WFLY-FM >	1 WFLY-FM >>	1 WFLY-FM <	1 WGNA-AF	1 WPYX-FM >	1 WPYX-FM	1 WPYX-FM	1 WPYX-FM	1 WGNA-AF <
2 WGNA-AF	2 WGNA-AF	2 WGNA-AF <	2 WGNA-AF	2 WYJB-FM	2 WGNA-AF	2 WQBK-FF	2 WQBK-FF >	2 WGNA-AF	2 WPYX-FM >
3 WQBK-FF <	3 WYJB-FM <	3 WYJB-FM	3 WYJB-FM	3 WFLY-FM	3 WFLY-FM <	3 WGNA-AF	3 WGNA-AF <	3 WQBK-FF	3 WQBK-FF
4 WPYX-FM	4 WKLI-FM	4 WKLI-FM	4 WKLI-FM	4 WKLI-FM >	4 WQBK-FF	4 WFLY-FM	4 WRVE-FM	4 WRVE-FM	WRVE-FM <
5 WYJB-FM <	5 WPYX-FM <	5 WRVE-FM	5 WRVE-FM >	5 WRVE-FM	5 WZRQ-FM >	5 WZRQ-FM <	5 WFLY-FM	5 WFLY-FM	5 WGY-AM
6 WKLI-FM <	6 WRVE-FM <	6 WPYX-FM >	6 WQBK-FF M	6 WGY-AM >	6 WRVE-FM	6 WRVE-FM >>		6 WGY-AM	6 WYJB-FM
7 WRVE-FM >>	7 WQBK-FF >>		7 WPYX-FM					7 WYJB-FM	

ALBANY-SCHENECTADY-TROY

Consolidation Report	12+	25-54	Revenue
Jarad			
WYSR-FM			
WXXO-FM			
Combined	2.9%	4.8%	2.7%
Local			
WYJB-FM			
WFLY-FM			
WROW-AM			
Combined	17.4%	18.4%	22.8%
Local, semi-duopoly			
WQBJ-FM			
WQBK-FM			
WQBK-AM			
Combined	7.5%	7.0%	7.3%
Multimarket			
WTRY-AM			
WPYX-FM			
WGNA-FM			
WGNA-AM			
Combined	20.9%	23.5%	33.0%
	48.8%	53.5%	65.8%

Other Rated Stations

Station	Class	Power	City	Metro Share	Cume Rating
WBKK	-FM CL	97.7	Amsterdam	0.6	2.1
WBUG	-FM C	101.1	Ft. Plain	0.9	1.2
WCKM	-AF O	98.5	Lake George	0.4	0.6
WCSS	-AM ST	1490	Amsterdam	0.6	1.4
WHRL	-FM J	103.1	Albany	1.1	3.0
WIZR	-AM ST	930	Johnstown	0.3	0.6
WJKE	-FM AC	101.3	Stillwater	0.6	2.6
WLFH	-AM C	1230	Little Falls	0.1	0.2
WXLE	-FM AOR-P	104.5	Mechanicville	1.1	4.3
WZZM	-FM C	93.5	Corinth	0.3	0.6
WFAN	-AM SPRTS	660	New York	0.4	0.9
WJIV	-FM REL	101.9	Cherry Valley	0.4	2.1

RADIO STATIONS

Station	Power	Class	Service	Notes
WABY	1400	1 KW	Standards	Westwd \$ 17.00 (Christal)
WGY	810	50 KW	Full Service	ABC \$ 52.00 (MMR)
WDCD	1540	50 KW (DA-1)	Religion	ABC, CBS \$ 18.00 (-)
WQBK	1300	5 KW (DA-2)	Talk	Westwd, ABC \$ 20.00 (D&R)
WROW	590	5 KW/1 KW (DA-2)	Talk	CBS \$ 20.00 (Torbet)
WTRY	980	5 KW (DA-N)	Oldies	Westwd \$ <20.00 (Mc-Guild)
WCDA-F	96.3	0.5 KW @ 1119	Country	\$ 16.00 (-)
WEMX-F	94.5	3 KW @ 328	Standards	\$ 20.00 (-)
WEQX-F	102.7	1.3 KW @ 2490	AOR - New Rock	AP, ABC \$ <20.00 (-)
WFLY-F	92.3	17 KW @ 850	CHR	ABC \$ 65.00 (Torbet)
WGNA-F	107.7	12 KW @ 984	Country	Westwd \$ 98.00 (Katz)
WRVE-F	99.5	15 KW @ 927	AC/AOR	CBS \$ 50.00 (MMR)
WHRL-F	103.1	3 KW @ 325	Jazz/NAC	Westwd \$ <20.00 (-)
WKLI-F	100.9	6 KW @ 300	AC	\$ 59.00 (Christal)
WPYX-F	106.5	16 KW @ 902	AOR	ABC \$ 66.00 (Mc-Guild)
WQBK-F	103.9	8 KW @ 300	AOR	CBS, Westwd \$ 40.00 (Banner)
WYJB-F	95.5	12 KW @ 1023	Soft AC	\$ 54.00 (Torbet)
WYSR-F	98.3	3 KW @ 328	Oldies	Westwd \$ <20.00 (Mc-Guild)
WXLE-F	104.5	5 KW @ 351	AOR - PROG	\$ <20.00 (-)
WZRQ-F	102.3	4 KW @ 387	AOR	SMN \$ 22.00 (Eastman)

ALBUQUERQUE

Arbitron Rank: 71	Stations: 33 / 30	Last Year's Revenue: \$27,000,000
Pop (12+): 537,700	Diaries: 1807 / 298 :1/ 53.6 %	Household Income: \$41,294
MSA Rank: 79	Sample Target: 1,700	Retail Dollars: \$6.7 Bil
MSA Pop: 665,000 DMA # 48	% Below Line: 2.5	Pop per Station: 17,923
Average Person Ratings: 17	% Not Listed: 10.4	#1 Biller: KRST-F Rev: \$4,800,000
Market TSL In Hours: 22.50		#1 Billing Portfolio: Citadel duop+ \$14,100,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KRST -FM	C	82 / 8.9	10.3	8.3	9.3	11.6	9.2	1106 / 20.6	21.3	24.7	F KRST -FM
2	KKOB -AM	FS	71 / 7.7	8.3	7.5	8.7	9.5	8.1	984 / 18.3	21.1	22.6	F Kkob -AM
3	KKSS -FM	CHR	59 / 6.4	6.0	7.8	6.2	6.4	6.6	816 / 15.2	14.2	16.9	C KKSS -FM
4	KTEG -FM	AOR-NR	52 / 5.7	3.8	4.6	5.4	4.4	0.9	907 / 16.9	13.5	13.8	C KTEG -FM
5	KMGA -FM	SAC	44 / 4.8	5.0	4.6	6.2	6.0	5.2	663 / 12.3	14.4	13.1	D KMGA -FM
6	KHFM -FM	CL	43 / 4.7	5.0	4.0	4.0	4.6	4.4	595 / 11.1	10.3	10.9	B KHFM -FM
7	KIOT -FM	AOR-P	42 / 4.6	4.4	3.3	2.2	2.2	3.6	685 / 12.7	13.0	6.3	B KIOT -FM
8	KZKL -FM	O	40 / 4.4	3.7	4.9	3.5	4.2	4.1	566 / 10.5	10.7	9.8	C KZKL -FM
	KASY -FM	C	40 / 4.4	3.9	3.5	5.4	3.9	4.3	641 / 11.9	11.7	12.7	B KASY -FM
	KZRR -AF	AOR	40 / 4.4	3.2	3.4	3.6	4.6	3.7	671 / 12.5	10.0	13.2	D KZRR -AF
	KKOB -FM	AC	40 / 4.4	6.7	5.4	6.7	6.6	5.8	850 / 15.8	19.2	19.4	E Kkob -FM
12	KRZY -FM	C	35 / 3.8	3.2	1.8	1.3	2.2	2.5	473 / 8.8	8.2	7.9	A KRZY -FM
13	KLVO -FM	SP*	33 / 3.6	2.8	3.8	3.0	1.3	3.3	324 / 6.0	6.1	3.8	A KLVO -FM
14	KIVA -AM	ST	31 / 3.4	4.5	3.6	4.3	4.2	4.0	348 / 6.5	7.2	6.5	A KIVA -AM
15	KLSK -FM	CL AOR	30 / 3.3	2.5	2.5	1.8	1.5	2.5	570 / 10.6	8.9	8.1	B KLSK -FM
16	KHTZ -FM	O-70s	21 / 2.3	3.4	5.7	4.3	5.0	3.9	459 / 8.5	10.3	12.8	C KHTZ -FM
17	KRZN -FM	J	12 / 1.3	1.7	1.9	1.9	1.8	1.7	224 / 4.2	3.7	4.1	A KRZN -FM
	KTMN -FM	AOR-P	12 / 1.3	1.1	0.6	0.8	0.5	1.0	268 / 5.0	3.3	4.4	A KTMN -FM
19	KALY -AM	SP	11 / 1.2	0.8	1.1	0.4	1.3	0.9	134 / 2.5	1.6	2.4	KALY -AM

12+ FM Share (Metro): 80.88 % (664 of 821) (Winter 95: 79.9 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KKSS-FM >	1 KRST-FM <	1 KRST-FM >	1 KRST-FM >	1 KRST-FM >	1 Kkob-AM >	1 Kkob-AM	1 KRST-FM	1 KRST-FM	1 KKSS-FM	1 Kkob-AM >
2 KTEG-FM >>	2 KTEG-FM	2 KTEG-FM <	2 KIOT-FM	2 KIOT-FM <	2 KRST-FM <	2 KRST-FM >	2 Kkob-AM >	2 KKSS-FM	2 KTEG-FM >	2 KIOT-FM <
3 KKSS-FM <	3 KZRR-AF <	3 KMGA-FM <	3 KZKL-FM <	3 KHFM-FM	3 Kkob-FM <	3 Kkob-FM <	3 KMGA-FM <	3 KTEG-FM	3 Kkob-AM <	3 KRST-FM
4 KZRR-AF	4 KIOT-FM	4 KZKL-FM <	4 KMGA-FM	4 KMGA-FM <	4 KZRR-AF <	4 KIOT-FM <	4 KMGA-FM <	4 KHFM-FM	4 KHFM-FM	4 KHTL-AM
5 KLSK-FM <	5 KMGA-FM <	5 KZRR-AF	5 Kkob-AM <	5 KZKL-FM <	5 KKSS-FM	5 KZKL-FM <	5 Kkob-AM <	5 KRST-FM	5 KRST-FM	5 Kkob-FM
6 KASY-FM	6 KKSS-FM <	6 Kkob-FM <	6 KZRR-AF <	6 KIVA-AM <	6 Kkob-FM <	6 KIOT-FM <	6 Kkob-FM <	6 KIOT-FM <		
7 Kkob-FM <	7 Kkob-FM <		7 Kkob-FM	7 KRZY-FM						
8 KIOT-FM >	8 KZKL-FM									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KKSS-FM	1 KRST-FM >	1 KRST-FM >>	1 KRST-FM >	1 KRST-FM	1 KKSS-FM	1 KTEG-FM	1 KZRR-AF <	1 KZRR-AF <	1 KZRR-AF <
2 KRST-FM	2 KKSS-FM	2 KASY-FM	2 KMGA-FM	2 KMGA-FM	2 KTEG-FM >>	2 KZRR-AF	2 KTEG-FM	2 KRST-FM <	2 KRST-FM <
3 KTEG-FM	3 Kkob-FM <	3 Kkob-FM <	3 Kkob-FM <	3 KZKL-FM	3 KZRR-AF <	3 KKSS-FM <	3 KLSK-FM	3 KTEG-FM	3 KIOT-FM <
4 Kkob-FM	4 KASY-FM	4 KIOT-FM <	4 KZKL-FM	4 Kkob-FM	4 KRST-FM >	4 KLSK-FM <	4 KRST-FM	4 KIOT-FM	4 Kkob-AM
5 KZRR-AF <	5 KTEG-FM	5 KMGA-FM	5 KASY-FM <	5 KASY-FM	5 KLSK-FM >	5 KRST-FM >	5 KIOT-FM	5 KLSK-FM <	5 KTEG-FM <
6 KASY-FM >	6 KMGA-FM <	6 KTEG-FM <	6 KKSS-FM	KHFM-FM	6 Kkob-AM <	6 Kkob-AM <	6 KLVO-FM	6 Kkob-AM <	6 KLSK-FM
7 KIOT-FM <								7 KKSS-FM	

ALBUQUERQUE

Consolidation Report	12+	25-54	Revenue
Citadel			
KMGA-FM			
KHTL-AM			
KKOB-FM			
KKOB-AM			
KRST-FM			
Combined	26.5%	27.9%	52.2%
Guardian			
KLVO-FM			
KKIM-AM			
KARS-AM			
Combined	4.6%	3.0%	1.8%
Local			
KHTZ-FM			
KTEG-FM			
Combined	8.0%	7.2%	7.8%
River City			
KZSS-AM			
KZRR-FM			
KLSK-FM			
Combined	7.6%	9.6%	10.3%
Territorial			
KZRQ-FM			
KZKL-FM			
KIVA-AM			
Combined	8.7%	8.3%	9.5%
	55.4%	56.0%	81.6%

Other Rated Stations

				Metro Share	Cume Rating
KARS	-AM	SP	860	Belen	0.7 / 1.5
KDEF	-AM	T	1150	Albuquerque	0.5 / 2.2
KDNR	-FM	CHR/B	106.3	Los Lunas	0.5 / 2.4
KEXT	-FM	SP	104.7	Bosque Farm	0.8 / 2.1
KHFN	-AM	N	1050	Los Ranchos de Alb.	0.3 / 1.4
KHTL	-AM	T	920	Albuquerque	0.7 / 2.4
KKIM	-AM	REL	1000	Albuquerque	0.3 / 1.1
KNKT	-FM	REL	107.1	Albuquerque	1.0 / 3.3
KRZY	-AM	SPRTS	1450	Albuquerque	1.0 / 3.6
KXKS	-AM	SP	1190	Albuquerque	1.1 / 2.1
KZRQ	-FM	CHR/AC	105.1	Albuquerque	1.0 / 3.6
KBAC	-FM	AOR-NR	98.1	Las Vegas	0.3 / 0.8
KBOM	-FM	O	106.7	Los Alamos	0.9 / 3.5

RADIO STATIONS

KABQ	1350	5 KW/500 W (DA-N)	Hispanic	\$ 14.00	(Lotus)	
KARS	860	250 W/186 W	Hispanic	ABC \$ 15.00	(Lotus)	(Belen)
KHFN	1050	1 KW/500 W (DA-1)	News	AP \$ 15.00	(---)	(Los Ranchos de Albuquerque)
KIVA	1310	5 KW/500 W (DA-N)	Standards	Westwd \$ <20.00	(Torbet)	(Corrales)
KKOB	770	50 KW (DA-N)	Full Service	ABC \$ 64.00	(McGuild)	Citadel
KHTL	920	1 KW/500 W (DA-N)	Talk/News	Westwd, CNN \$ 20.00	(---)	Citadel
KXKS	1190	10 KW (DAYS)	Hispanic	UPI, AP \$ 18.00	(Caballero)	
KASY	103.3	21 KW @ 4186	Country	\$ 27.00	(Christal)	
KBAC	98.1	100 KW @ 1036	AOR	\$ 19.00	(---)	(Las Vegas)
KHFM	96.3	20 KW @ 4133	Classical	\$ 35.00	(CMBS)	
KIOT	102.5	50 KW @ 371	AOR-Prog	\$ 24.00	(---)	Simmons
KHTZ	100.3	23 KW @ 4107	Oldies - 70's	\$ 29.00	(Banner)	KTEG owner (D)
KKOB	93.3	22 KW @ 4150	AC	\$ 65.00	(McGuild)	Citadel
KKSS	97.3	100 KW @ 1875	CHR	\$ 42.00	(D & R)	Sungroup
KLSK	104.1	100 KW @ 1875	Classic AOR	\$ 21.00	(Eastman)	River City
						(Santa Fe)
						(Santa Fe)
						(Belen)
KLVO	97.7	100 KW @ 860	Hispanic	\$ <20.00	(---)	
KMGA	99.5	23 KW @ 4130	AC	Westwd \$ 53.00	(Christal)	Citadel
KRST	92.3	22 KW @ 4160	Country	\$ 91.00	(Katz)	Crescent
KRZN	101.3	6 KW @ 328	Jazz	\$ <20.00	(---)	
KRZY	105.9	100 KW @ 1936	Country	ABC \$ <20.00	(Katz)	EXCL
KTEG	107.9	23 KW @ 4131	AOR-NR	\$ 30.00	(Banner)	(Santa Fe)
KZKL	101.7	3 KW @ 92	Oldies	\$ 38.00	(Christal)	Territorial
KZRQ	105.1	100 KW @ 1936	AOR	SMN \$ <20.00	(Torbet)	Territorial
KZRR	94.1	23 KW @ 4130	AOR	Source \$ 50.00	(Eastman)	River City
						(Santa Fe)

NOTES: *KLVO-FM was placed below the line for engaging in a "special station activity" during the survey period . . . KASY-F sold to Citicasters for \$5,000,000. . . KHFN-F, KHFM-F sold to Citadel for \$5,725,000 . . . KDZZ, KHTZ-F, KTEG-F sold by Bengal to Trumper for \$7,400,000 . . . KIVA, KRLL, KZKL-F and KZRQ-F: 80% sold by Territorial to Simmons for \$5,000,000. . . KRSY, KRST-F (\$20,000,000 (E)) and KOLT-F (\$3,000,000) sold by Crescent to Citadel (Kalil; Questcom). . . KZRR A/F and KLSK-F sold by River City to Sinclair TV. . .

ALLENTOWN-BETHLEHEM

Arbitron Rank:	64	Stations:	49 / 15	Last Year's Revenue:	\$19,900,000
Pop (12+):	598,600	Diaries:	1235 / 485 :1/ 59.0 %	Household Income:	\$49,313
MSA Rank:	86	Sample Target:	1,210	Retail Dollars:	\$5.0 Bil
MSA Pop:	615,000 DMA # Philadelphia DMA	% Below Line:	24.2	Pop per Station:	39,907
Average Person Ratings:	17.9	% Not Listed:	8.8	#1 Biller:	WLEV-F Rev: \$4,200,000
Market TSL In Hours:	23.50			#1 Billing Portfolio:	Commodore duop \$9,400,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level		
1	WAEB -FM	CHR	128 / 11.9	11.2	12.0	11.5	13.1	11.7	1860 / 31.1	29.0	31.4	E	WAEB -FM
2	WZZO -FM	AOR	121 / 11.3	10.1	10.3	9.4	9.3	10.3	1373 / 22.9	22.8	22.1	F	WZZO -FM
3	WFMZ -FM	SAC	113 / 10.5	8.7	7.8	8.7	10.1	12.2	1248 / 20.8	16.9	21.3	D	WFMZ -FM
4	WLEV -FM	AC	96 / 9.0	9.6	11.8	10.8	10.6	10.3	1322 / 22.1	21.8	24.3	F	WLEV -FM
5	WODE -FM	O	88 / 8.2	7.8	7.8	7.5	6.6	7.8	1364 / 22.8	23.6	20.5	E	WODE -FM
6	WAEB -AM	T	58 / 5.4	5.1	3.9	4.8	5.9	4.8	901 / 15.1	14.7	14.4	C	WAEB -AM
7	WKAP -AM	ST	37 / 3.5	4.2	4.6	3.9	2.7	4.1	434 / 7.3	7.3	5.1	A	WKAP -AM
8	WXTU -FM	C	23 / 2.1	3.4	3.4	2.8	1.8	2.9	369 / 6.2	9.1	6.6		WXTU -FM
	WYSP -FM	T/CL AOR	22 / 2.1	2.0	2.1	2.2	2.6	2.1	503 / 8.4	7.5	9.9		WYSP -FM
	WEST -AM	ST	22 / 2.1	2.0	2.2	1.5	3.0	2.0	262 / 4.4	4.7	4.6	A	WEST -AM
11	WRNJ -FM	C	19 / 1.8	2.7	1.9	2.0	1.6	1.4	278 / 4.6	6.8	4.1	B	WRNJ -FM
12	WHCY -FM	C	18 / 1.7	1.5	0.6	0.4	0.9	1.1	251 / 4.2	4.1	2.2		WHCY -FM

12+ FM Share (Metro): 80.55 % (787 of 977) (Winter 95: 78.01 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WAEB-FM >>	1 WZZO-FM >	1 WZZO-FM	1 WZZO-FM <	1 WLEV-FM <	1 WFMZ-FM	1 WAEB-FM	1 WAEB-FM <	1 WAEB-FM	1 WZZO-FM	1 WLEV-FM >
2 WZZO-FM >>	2 WAEB-FM >>	2 WAEB-FM	2 WLEV-FM <	2 WZZO-FM <	2 WODE-FM	2 WLEV-FM <	2 WZZO-FM <	WZZO-FM	2 WAEB-FM <	2 WODE-FM
	3 WLEV-FM >	3 WLEV-FM	3 WAEB-FM	3 WAEB-FM	3 WLEV-FM	3 WFMZ-FM <	3 WFMZ-FM	3 WFMZ-FM	3 WODE-FM	WFMZ-FM <
		4 WODE-FM >	4 WODE-FM >	4 WODE-FM >	4 WAEB-AM <	4 WZZO-FM	4 WLEV-FM	4 WODE-FM <	4 WLEV-FM	4 WAEB-FM <
		5 WFMZ-FM >	5 WFMZ-FM >	5 WFMZ-FM >	5 WAEB-FM >	5 WAEB-AM <	5 WODE-FM	5 WLEV-FM >>	5 WFMZ-FM >>	5 WAEB-AM <
						6 WODE-FM >	6 WAEB-AM >			6 WZZO-FM
										7 KYW-AM <
										8 WKAP-AM

Wom 18-24	Wom 18-34	Wom 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-FM >>	1 WAEB-FM >	1 WAEB-FM >	1 WAEB-FM >>	1 WAEB-FM >	1 WZZO-FM >>	1 WZZO-FM >>	1 WZZO-FM >>	1 WZZO-FM >	1 WZZO-FM
2 WZZO-FM >>	2 WZZO-FM >	2 WZZO-FM >	2 WZZO-FM <	2 WLEV-FM <	2 WAEB-FM >>	2 WAEB-FM	2 WYSP-FM	2 WLEV-FM >	2 WLEV-FM >
3 WLEV-FM	3 WLEV-FM >>	3 WLEV-FM >>	3 WLEV-FM	3 WODE-FM	3 WLEV-FM	3 WYSP-FM <	3 WLEV-FM <	3 WAEB-FM <	3 WODE-FM >
4 WODE-FM			4 WODE-FM >	4 WZZO-FM	4 WLEV-FM	4 WFMZ-FM >	4 WODE-FM >	4 WODE-FM >	4 WFMZ-FM <
5 WXTU-FM >			5 WFMZ-FM >	5 WFMZ-FM >>	5 WFMZ-FM >				5 WAEB-FM

ALLENTOWN-BETHLEHEM

Consolidation Report 12+ 25-54 Revenue

Commodore

WAEB-AM
WAEB-FM
WZZO-FM

Combined 28.7% 27.8% 47.2%
 28.7% 27.8% 47.2%

Other Rated Stations

Station	Class	Rel	Power	City	Metro Share	Cume Rating
WGPA	-AM	?	1100	Bethlehem	1.1	/ 2.4
WHOL	-AM	REL	1600	Allentown	0.5	/ 1.3
WLSH	-AM	ST	1410	Lansford	0.3	/ 0.7
WRNJ	-AM	AC	1000	Hackettstown, NJ	0.4	/ 1.4
WTKZ	-AM	T	1320	Allentown	0.6	/ 2.6
WYNS	-AM	O	1160	Lehighton	0.7	/ 1.3
KYW	-AM	N	1060	Philadelphia	0.8	/ 4.8
WABC	-AM	T	770	New York	0.7	/ 2.8
WAWZ	-FM	REL	99.1	Zarephath, NJ	0.3	/ 1.2
WBEB	-FM	AC	101.1	Philadelphia	0.9	/ 2.4
WBYN	-FM	REL	107.5	Boyertown	0.9	/ 3.8
WCBS	-FM	O	101.1	New York	0.3	/ 1.4
WDHA	-FM	AOR	105.5	Dover, NJ	0.3	/ 0.9
WFAN	-AM	SPRTS	660	New York	0.4	/ 1.8
WFLN	-FM	CL	95.7	Philadelphia	0.9	/ 2.3
WHTZ	-FM	CHR	100.3	Newark, NJ	0.3	/ 1.2
WIOQ	-FM	CHR	102.1	Philadelphia	0.7	/ 4.3
WIOV	-FM	C	105.1	Ephrata	0.7	/ 1.7
WIP	-AM	SPRTS	610	Philadelphia	0.8	/ 2.8
WJJZ	-FM	J	106.1	Philadelphia	0.6	/ 2.2
WKRZ	-FM	CHR	98.5	Wilkes-Barre	0.3	/ 1.9
WKXW	-FM	O	101.5	Trenton, NJ	0.8	/ 3.3
WMGK	-FM	O-70s	102.9	Philadelphia	0.7	/ 3.7
WNEW	-FM	AOR	102.7	New York	0.4	/ 1.4
WNNJ	-FM	CHR	103.7	Newton, NJ	0.5	/ 1.2
WUGL	-FM	O	98.1	Philadelphia	1.0	/ 1.7
WOR	-AM	T	710	New York	0.6	/ 1.8
WPAT	-FM	SAC	93.1	Paterson, NJ	0.3	/ 1.5
WPLJ	-FM	HR-N	95.5	New York	0.5	/ 2.5
WPLY	-FM	HR-N	100.3	New York	0.6	/ 2.6
WPST	-FM	AOR	97.5	Trenton, NJ	0.8	/ 3.8
WRFY	-FM	CHR	102.5	Reading	0.7	/ 2.9
WSBG	-FM	CHR	93.5	Stroudsburg	0.3	/ 1.8
WUSL	-FM	B	98.9	Philadelphia	0.6	/ 2.8
WWDB	-FM	T	96.5	Philadelphia	0.9	/ 3.0
WXRK	-FM	T/NR	92.3	New York	0.3	/ 1.8
WYXR	-FM	AC/CHR	104.5	Philadelphia	0.4	/ 3.0

RADIO STATIONS

WAEB	790	3.8 KW/1 KW (DA-2)	News/Talk
WEST	1400	1 KW	Standards
WKAP	1470	5 KW (DA-N)	Standards
WTKZ	1320	5 KW/1 KW (DA-2)	Talk
WAEB-F	104.1	50 KW @ 500	CHR
WFMZ-F	100.7	11 KW @ 1073	SAC
WLEV-F	96.1	50 KW @ 446	AC
WODE-F	99.9	50 KW @ 449	Oldies
WRNJ-F	107.1	1.2 KW @ 719	Country
WZZO-F	95.1	30 KW @ 630	AOR

CBS, Westwd	\$ 30.00	(Katz)
SMN, Westwd	\$ <20.00	(McGuild)
ABC	\$ <20.00	(Eastman)
Westwd	\$ <20.00	(D & R)
	\$ 77.00	(Katz)
	\$ 53.00	(Torbet)
	\$ 90.00	(McGuild)
	\$ 71.00	(D & R)
SMN	\$ <20.00	(—)
	\$ 83.00	(Katz)

Commodore	
Telemedia	
HGF	
Commodore	
Dean	
Telemedia	
Patterson	
(Belvidere, NJ)	
Commodore	

Other Ranked Stations -- See Philadelphia or New York

ATLANTA

Arbitron Rank: 12	Stations: 21 / 20	Last Year's Revenue: \$170,000,000
Pop (12+): 2,843,500	Diaries: 4132 / 688 :1/ 53.5 %	Household Income: \$51,891
MSA Rank: 9	Sample Target: 3,740	Retail Dollars: \$34.4 bil
MSA Pop: 3,450,000 DMA # 10	% Below Line: 0.3	Pop per Station: 142,175
Average Person Ratings: 16.4	% Not Listed: 13.8	#1 Biller: WVEE-F Rev: \$20,000,000
Market TSL in Hours: 21.75		#1 Billing Portfolio: Jacor/Citcasters duop \$38,700,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WVEE -FM	B	447 / 9.6	9.8	10.4	11.9	11.9	10.4	5589 / 19.7	19.7	21.0	K WVEE -FM
2	WKHX -FM	C	404 / 8.7	9.0	9.4	9.6	10.4	9.2	5390 / 19.0	18.9	20.3	J WKHX -FM
3	WSB -AM	FS/T	373 / 8.0	6.9	7.1	7.2	6.7	7.3	5593 / 19.7	19.3	17.3	J WSB -AM
4	WNNX -FM	AOR-NR	287 / 6.2	6.0	6.1	6.2	5.2	6.1	4552 / 16.0	15.0	15.3	I WNNX -FM
5	WSTR -FM	CHR	283 / 6.1	6.1	5.4	5.2	5.7	5.7	5401 / 19.0	17.8	17.4	I WSTR -FM
6	WPCH -FM	SAC	277 / 6.0	6.7	5.6	6.1	6.5	6.1	4532 / 15.9	15.9	16.8	I WPCH -FM
7	WSB -FM	AC	273 / 5.9	5.6	5.1	4.4	5.7	5.3	4940 / 17.4	17.5	17.0	I WSB -FM
8	WALR -AF	B/AC	245 / 5.3	5.3	5.5	5.6	5.5	5.4	3616 / 12.7	13.3	12.9	H WALR -AF
9	WFOX -FM	O	211 / 4.5	4.2	3.8	4.3	4.5	4.2	4023 / 14.1	13.9	13.9	I WFOX -FM
10	WHTA -FM	B	200 / 4.3	3.9	4.5	0.0	0.0	0.0	3133 / 11.0	10.0	0.0	B WHTA -FM
11	WKLS -FM	AOR	183 / 3.9	4.9	4.4	5.6	4.6	4.7	3720 / 13.1	14.5	13.6	I WKLS -FM
12	WZGC -FM	CL AOR	155 / 3.3	3.6	3.6	3.8	3.6	3.6	3588 / 12.6	14.8	13.4	I WZGC -FM
13	WJZF -FM	J	154 / 3.3	3.4	2.7	2.3	2.4	2.9	2560 / 9.0	9.4	7.8	F WJZF -FM
14	WYAY -FM	C	139 / 3.0	3.4	4.3	3.7	4.0	0.0	2801 / 9.9	10.2	11.1	G WYAY -FM
15	WGST -FM	T	105 / 2.3	2.1	1.8	2.8	2.5	2.3	1746 / 6.1	6.1	6.7	D WGST -FM
16	WAOK -AM	G	99 / 2.1	2.0	2.6	2.8	2.3	2.4	1101 / 3.9	4.1	5.1	D WAOK -AM
17	WGST -AM	T	96 / 2.1	2.1	2.3	2.9	3.6	2.4	1975 / 6.9	7.1	10.1	I WGST -AM
18	WCNN -AM	SPRTS	46 / 1.0	1.2	1.1	0.7	1.2	1.0	1157 / 4.1	4.7	3.6	WCNN -AM

12+ FM Share (Metro): 84.01 % (3367 of 4008) (Winter 95: 82.1 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WVEE-FM	1 WVEE-FM	1 WVEE-FM	1 WVEE-FM <	1 WKHX-FM <	1 WSB-AM	1 WSB-AM <	1 WSB-AM	1 WVEE-FM <	1 WVEE-FM >	1 WSB-AM >
2 WHTA-FM <	2 WNNX-FM	2 WKHX-FM	2 WKHX-FM	2 WVEE-FM	2 WKHX-FM	2 WVEE-FM <	2 WKHX-FM <	2 WKHX-FM <	2 WHTA-FM	2 WVEE-FM
3 WNNX-FM >	3 WSTR-FM <	3 WSTR-FM <	3 WSB-FM	3 WSB-FM <	3 WPCH-FM	3 WKHX-FM	3 WVEE-FM <	3 WSB-AM <	3 WKHX-FM <	3 WKHX-FM
4 WSTR-FM	4 WKHX-FM	4 WSB-FM	4 WSTR-FM <	4 WPCH-FM <	4 WFOX-FM	4 WSTR-FM	4 WPCH-FM <	4 WNNX-FM	4 WALR-AF <	4 WALR-AF
5 WKHX-FM >>	5 WKLS-FM	5 WNNX-FM	5 WPCH-FM	5 WSB-AM <	5 WVEE-FM	5 WPCH-FM <	5 WSB-FM	5 WSTR-FM	5 WNNX-FM	5 WNNX-FM
	WHTA-FM <	6 WALR-AF <	WALR-AF <	6 WALR-AF <	WSB-FM <	6 WSB-FM <	6 WSTR-FM <	6 WPCH-FM <	6 WSTR-FM	6 WSTR-FM
	7 WSB-FM	7 WPCH-FM <	7 WSB-AM <	7 WSTR-FM	7 WALR-AF	7 WNNX-FM	7 WNNX-FM	7 WSB-FM	7 WJZF-FM <	7 WJZF-FM <
	8 WALR-AF	8 WSB-AM <	8 WNNX-FM	8 WFOX-FM <	8 WALR-AF <	8 WALR-AF <	8 WFOX-FM <	8 WFOX-FM <	8 WSB-AM <	8 WSB-AM <
		9 WKLS-FM	9 WFOX-FM <	9 WNNX-FM			9 WKLS-FM <	9 WALR-AF <	9 WSB-FM <	9 WSB-FM <
							10 WALR-AF <	10 WALR-FM <		
Wom 18-24	Wom 18-34	Wom 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-FM >	1 WVEE-FM	1 WVEE-FM	1 WVEE-FM	1 WKHX-FM <		1 WVEE-FM	1 WNNX-FM	1 WNNX-FM	1 WVEE-FM <	1 WSB-AM <
2 WNNX-FM <	2 WSTR-FM	2 WSTR-FM	2 WKHX-FM <	2 WPCH-FM <		2 WHTA-FM	2 WVEE-FM	2 WKLS-FM	2 WNNX-FM	2 WKHX-FM <
3 WSTR-FM	3 WKHX-FM	3 WSB-FM	3 WSTR-FM	3 WVEE-FM		3 WNNX-FM >	3 WKLS-FM	3 WVEE-FM	3 WKHX-FM <	3 WVEE-FM <
4 WHTA-FM	WSB-FM <	4 WKHX-FM <	4 WSB-FM	4 WSB-FM <		4 WKHX-FM <	4 WHTA-FM	4 WKHX-FM	4 WKLS-FM <	4 WNNX-FM <
5 WKHX-FM	5 WNNX-FM	5 WPCH-FM	5 WPCH-FM	5 WSTR-FM		5 WKLS-FM <	5 WKHX-FM	5 WZGC-FM <	5 WSB-AM <	5 WKLS-FM
6 WSB-FM	6 WPCH-FM	6 WNNX-FM	6 WALR-AF	6 WALR-AF		6 WSTR-FM >	6 WZGC-FM <	6 WHTA-FM <	6 WZGC-FM	6 WZGC-FM
7 WALR-AF <	7 WHTA-FM <	7 WALR-AF <	7 WNNX-FM	7 WFOX-FM <		7 WSTR-FM	7 WSB-FM	7 WSB-FM	7 WHTA-FM <	7 WSB-FM <
8 WKLS-FM >	8 WALR-AF	8 WALR-FM		8 WSB-AM			WSB-AM	8 WALR-AF	8 WALR-AF	8 WFOX-FM <
							9 WALR-AF	WSB-FM	WSB-FM	9 WALR-AF <

ATLANTA

Consolidation Report 12+ 25-54 Revenue

Cox, pending			
WSB-AM			
WSB-FM			
WJZF-FM			
Combined	17.2%	18.2%	19.0%
Disney/ABC			
WKHX-AM			
WKHX-FM			
WYAY-FM			
Combined	15.5%	12.0%	13.8%
Infinity			
WAOK-AM			
WVEE-FM			
WZGC-FM			
Combined	15.1%	14.1%	18.9%
Jacor, pending			
WGST-AM			
WKLS-FM			
WPCH-FM			
Combined	12.0%	13.4%	22.8%
	59.7%	57.7%	74.5%

Other Rated Stations

				Metro Share	Cume Rating
WNIV	-AM	REL	970 Atlanta	0.3	/ 1.2
WTSH	-FM	C	107.1 Rome	0.3	/ 1.2

RADIO STATIONS

WAOK	1380	5 KW (DA-N)	Gospel		\$ 53.00	(Mc-Guild)	Granum
WCNN	880	50 KW/10 KW (DA-2)	Sports	CNN, Westwd	\$ 51.00	(Banner)	Midwestern
WGKA	1190	10 KW (DAYS)	Classical		\$ 35.00	(CMBS)	
WGST	640	50 KW/1 KW (DA-2)	News/Talk	ABC, CBS	\$168.00	(Eastman)	Jacor
WQXI	790	5 KW/1 KW (DA-N)	Standards		\$ 50.00	(CBS)	Jefferson-Pilot
WSB	750	50 KW	Full Service/Talk	AP	\$230.00	(Christal)	Cox
WALR-F	104.7	100 KW @ 983	Black/AC	Westwd	\$145.00	(Banner)	Midwestern (Dickey)
WFOX-F	97.1	100 KW @ 1570	Oldies	Westwd	\$180.00	(Group W)	Chancellor
WGST-F	105.7	50 KW @ 492	See WGST-AM				(Athens)
WHAT-F	97.5	8 KW @ 574	Black		\$ 60.00	(Torbet)	Radio One
WJZF-F	104.1	60 KW @ 1218	Jazz		\$100.00	(Christal)	NewCity
WKHX-F	101.5	100 KW @ 984	Country		\$295.00	(Katz)	Disney/ABC
WKLS-F	96.1	100 KW @ 984	AOR	Source	\$200.00	(Katz)	Citicasters
WNNX-F	99.7	100 KW @ 1032	AOR - New Rock		\$177.00	(MMR)	Susquehanna
WPCH-F	94.9	100 KW @ 984	Soft AC	CBS	\$244.00	(Eastman)	Jacor
WSB-F	98.5	100 KW @ 1022	AC		\$210.00	(Christal)	Cox
WSTR-F	94.1	100 KW @ 1022	CHR/AC		\$180.00	(CBS)	Jefferson-Pilot
WVEE-F	103.3	100 KW @ 1022	Black	ABC	\$325.00	(Mc-Guild)	Granum
WYAY-F	106.7	99 KW @ 1401	Country	ABC	\$105.00	(Katz)	Disney/ABC
WZGC-F	92.9	100 KW @ 914	Classic AOR		\$175.00	(D&R)	Infinity

NOTES: WKLS-F sold by Citicasters to Jacor for \$84,600,000. . . Granum sold these stations to Infinity: WAOK for \$6,000,000, WVEE-F for \$172,000,000.

AUSTIN

Arbitron Rank: 54	Stations: 28 / 23	Last Year's Revenue: \$41,000,000
Pop (12+): 821,600	Diaries: 2124 / 387 :1/ 53.6 %	Household Income: \$43,514
MSA Rank: 58	Sample Target: 2,030	Retail Dollars: \$10.0 Bil
MSA Pop: 994,000 DMA # 64	% Below Line: 1.8	Pop per Station: 35,722
Average Person Ratings: 14.8	% Not Listed: 17.2	#1 Biller: KASE-F Rev: \$9,000,000
Market TSL in Hours: 19.75		#1 Billing Portfolio: KASE/KVET-AF \$11,600,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1 KASE	-FM	C	144 / 11.8	13.7	13.6	13.8	14.1	1825 / 22.2	25.1	26.2	H KASE -FM
2 KHFI	-FM	CHR	118 / 9.7	9.1	9.9	9.3	9.1	2041 / 24.8	22.9	22.8	F KHFI -FM
3 KLBJ	-FM	AOR	87 / 7.2	5.9	6.5	8.1	7.0	1386 / 16.9	16.3	18.4	E KLBJ -FM
4 KLBJ	-AM	N/T	78 / 6.4	6.5	5.5	6.2	6.7	1218 / 14.8	14.3	17.1	F KLBJ -AM
5 KVET	-FM	C	74 / 6.1	6.0	7.6	6.0	5.0	1156 / 14.1	15.5	14.1	D KVET -FM
6 KEYI	-FM	O	71 / 5.8	6.3	4.0	4.6	5.0	1146 / 13.9	14.9	13.3	D KEYI -FM
7 KKMJ	-FM	SAC	68 / 5.6	5.1	7.0	6.8	7.3	1222 / 14.9	13.7	16.8	G KKMJ -FM
8 KGSR	-FM	AOR-P	49 / 4.0	3.6	3.1	3.3	3.9	807 / 9.8	8.5	10.5	D KGSR -FM
9 KPEZ	-FM	CL AOR	47 / 3.9	3.5	3.4	3.4	3.0	1077 / 13.1	12.7	11.5	D KPEZ -FM
10 KROX	-FM	AOR-NR	42 / 3.5	2.8	2.9	0.0	0.0	832 / 10.1	10.5	0.0	B KROX -FM
11 KAJZ	-FM	J	36 / 3.0	1.9	1.3	1.6	1.5	656 / 8.0	7.4	6.7	B KAJZ -FM
12 KAMX	-FM	AC/CHR	34 / 2.8	3.3	2.6	2.5	2.3	971 / 11.8	10.6	8.0	C KAMX -FM
13 KVET	-AM	T	28 / 2.3	2.7	1.6	2.2	1.5	564 / 6.9	7.9	5.2	KVET -AM
14 KUTZ	-FM	AOR	24 / 2.0	2.1	2.6	2.8	2.8	627 / 7.6	7.1	7.8	C KUTZ -FM
15 KNNC	-FM	AOR-NR	14 / 1.2	0.6	1.1	2.1	2.0	516 / 6.3	4.5	8.3	KNNC -FM
KELG	-AM	SP	14 / 1.2	0.4	1.1	0.5	0.6	184 / 2.2	1.0	1.3	KELG -AM

12+ FM Share (Metro): 82.72 % (833 of 1007) (Winter 95: 81.64 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KHFI-FM >>	1 KHFI-FM	1 KASE-FM	1 KASE-FM <	1 KASE-FM	1 KASE-FM	1 KASE-FM <	1 KASE-FM	1 KASE-FM	1 KHFI-FM	1 KASE-FM >
2 KASE-FM	2 KASE-FM	2 KHFI-FM	2 KLBJ-FM <	2 KLBJ-FM <	2 KLBJ-AM	2 KLBJ-FM <	2 KLBJ-AM <	2 KHFI-FM	2 KASE-FM >	2 KKMJ-FM <
3 KUTZ-FM	3 KLBJ-FM >	3 KLBJ-FM >	3 KHFI-FM	3 KHFI-FM	3 KEYI-FM <	3 KVET-FM <	3 KHFI-FM	3 KLBJ-FM	3 KEYI-FM >	3 KHFI-FM
4 KROX-FM	4 KROX-FM	4 KEYI-FM <	4 KEYI-FM	4 KEYI-FM	4 KVET-FM	4 KHFI-FM	4 KKMJ-FM	4 KEYI-FM	4 KLBJ-FM <	4 KLBJ-AM
	5 KKMJ-FM	5 KVET-FM <	5 KVET-FM <	5 KKMJ-FM <	5 KKMJ-FM >	5 KLBJ-AM	5 KLBJ-FM	5 KKMJ-FM		
		6 KKMJ-FM <	6 KGSR-FM <	6 KGSR-FM		6 KEYI-FM	6 KEYI-FM <			
		7 KGSR-FM <	7 KLBJ-AM <	KVET-FM		KKMJ-FM >	7 KVET-FM			
			8 KKMJ-FM <	8 KLBJ-AM						
			9 KPEZ-FM	9 KPEZ-FM						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KHFI-FM >	1 KHFI-FM	1 KHFI-FM	1 KHFI-FM	1 KASE-FM	1 KASE-FM	1 KLBJ-FM	1 KLBJ-FM >>	1 KASE-FM <	1 KLBJ-FM
2 KASE-FM	2 KASE-FM >	2 KASE-FM >	2 KASE-FM >	2 KHFI-FM	2 KHFI-FM >	2 KASE-FM <	2 KHFI-FM	2 KLBJ-FM	2 KASE-FM
3 KKMJ-FM <	3 KLBJ-FM <	3 KLBJ-FM	3 KLBJ-FM	3 KKMJ-FM <	3 KROX-FM <	3 KHFI-FM >	3 KASE-FM	3 KHFI-FM	3 KPEZ-FM
4 KROX-FM >	4 KKMJ-FM >	4 KKMJ-FM	4 KKMJ-FM <	4 KEYI-FM	4 KLBJ-FM	4 KROX-FM	4 KROX-FM <	4 KVET-FM	4 KLBJ-AM
5 KLBJ-FM	5 KAMX-FM <	5 KGSR-FM <	5 KEYI-FM	5 KLBJ-FM >	5 KVET-FM >	5 KVET-FM	5 KPEZ-FM <	5 KPEZ-FM <	5 KGSR-FM <
	KAMX-FM	6 KROX-FM	6 KAMX-FM	6 KVET-FM <			6 KLBJ-AM <	6 KLBJ-AM	6 KVET-FM <
7 KVET-FM <				KVET-FM			7 KAJZ-FM <	KGSR-FM	7 KEYI-FM <
									8 KHFI-FM <
									9 KAJZ-FM

AUSTIN

Consolidation Report 12+ 25-54 Revenue

American Radio Systems

KKMJ-FM
KAMX-FM
KJCE-AM

Combined 9.3% 10.6% 15.1%

Clear Channel

KHFI-FM
KPEZ-FM

Combined 13.6% 13.3% 16.5%

Local - 1

KVET-AM
KASE-FM
KVET-FM

Combined 20.2% 19.0% 28.3%

Local - 2

KKLB-FM
KELG-AM
KTXZ-AM

Combined 2.1% 2.0% 1.5%

Sinclair

KROX-FM
KGSR-FM

Combined 7.5% 8.2% 7.8%

Southwest

KLBJ-AM
KAJZ-FM
KLBJ-FM

Combined 16.5% 18.5% 21.0%

69.2% 71.6% 90.2%

Other Rated Stations

				Metro Share	Cume Rating
KFIT	-AM	REL	1060	Sunset Valley	0.4 / 0.6
KFON	-AM	T	1490	Austin	0.5 / 1.7
KIKY	-FM	C	92.1	Hutto	0.5 / 1.7
KIXL	-AM	REL	970	Del Valle	0.9 / 3.0
KJCE	-AM	B/O	1370	Rollingwood	0.9 / 2.0
KKLB	-FM	SP	92.5	Elgin	1.0 / 3.2
KTAE	-AM	C	1260	Taylor	0.4 / 0.9
KSAH	-AM	SP	720	Universal City	0.6 / 1.3
KXTN	-FM	SP	107.5	San Antonio	0.5 / 2.2
WOAI	-AM	N/T	1200	San Antonio	0.7 / 2.7

RADIO STATIONS

Station	Power	Frequency	Format	Advertiser	Agency	Comments
KELG	1440	500 W (DA-N)	Hispanic Religion	USA	\$ 15.00	(Caballero)
KIXL	970	1 KW (DA-2)	News/Talk	CBS, Westwd	\$ 18.00	(Republic)
KLBJ	590	5 KW/1 KW (DA-N)	Talk/Country	ABC	\$ 62.00	(Eastman)
KVET	1300	5 KW/1 KW (DA-2)		ABC	NA	(Katz)
KAJZ-F	93.3	100 KW @ 1949	Oldies - 70's	Westwd	\$ 28.00	(Eastman)
KAMX-F	94.7	100 KW @ 1257	CHR/AC	Westwd	\$ 30.00	(MMR)
KASE-F	100.7	100 KW @ 1190	Country		\$ 155.00	(Katz)
KEYI-F	103.5	100 KW @ 1257	Oldies		\$ 55.00	(Christal)
KGSR-F	107.1	46 KW @ 518	AOR-Prog.		\$ 50.00	(D&R)
KHFI-F	96.7	100 KW @ 951	CHR		\$ 82.00	(Christal)
KKLB-F	92.5	1.6 KW @ 449	Hispanic		\$ <20.00	(Caballero)
KKMJ-F	95.5	100 KW @ 1001	Soft AC		\$ 84.00	(MMR)
KLBJ-F	93.7	97 KW @ 1050	AOR		\$ 72.00	(Eastman)
KNNC-F	107.7	9 KW @ 538	AOR - New Rock		\$ 25.00	(K&P)
KPEZ-F	102.3	20 KW @ 686	Classic AOR		\$ 50.00	(Christal)
KROX-F	101.5	100 KW @ 981	AOR-NR		\$ 25.00	(D&R)
KUTZ-F	98.9	19 KW @ 1814	AOR	ABC, SMN	\$ 34.00	(Torbet)
KVET-F	98.1	100 KW @ 686	Country	ABC	\$ 50.00	(Katz)

BAKERSFIELD

Arbitron Rank: 86	Stations: 29 / 24	Last Year's Revenue: \$15,200,000
Pop (12+): 417,200	Diaries: 1461 / 286 :1/ 53.0 %	Household Income: \$37,665
MSA Rank: 84	Sample Target: 1,420	Retail Dollars: \$4.0 Bil
MSA Pop: 624,000 DMA # 132	% Below Line: 3.1	Pop per Station: 17,383
Average Person Ratings: 16	% Not Listed: 13.8	#1 Biller: KUZZ-F Rev: \$3,400,000
Market TSL in Hours: 21.75		#1 Billing Portfolio: Buck Owens \$3,900,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KUZZ -FM	C	84 / 12.6	12.5	15.6	12.6	16.7	13.3	970 / 23.3	24.2	21.4	E KUZZ -FM
2	KKXX -FM	CHR	64 / 9.6	11.8	9.5	10.4	10.9	10.3	1066 / 25.5	25.5	23.1	C KKXX -FM
3	KRAB -FM	AOR	54 / 8.1	6.2	6.7	6.1	9.3	6.8	824 / 19.8	17.1	20.1	C KRAB -FM
4	KERN -AM	N/T	48 / 7.2	7.4	6.4	6.7	7.1	6.9	572 / 13.7	13.4	14.9	C KERN -AM
5	KIWI -FM	SP	45 / 6.7	3.3	6.3	4.4	3.6	5.2	391 / 9.4	6.0	6.7	C KIWI -FM
6	KERN -FM	O	34 / 5.1	5.4	5.4	5.4	3.2	5.3	550 / 13.2	14.5	10.7	B KERN -FM
7	KGFM -FM	SAC	33 / 4.9	5.7	3.8	4.6	5.8	4.8	508 / 12.2	13.5	12.7	B KGFM -FM
8	KLLY -FM	AC	30 / 4.5	3.6	3.1	2.8	4.9	3.5	487 / 11.7	10.6	11.7	B KLLY -FM
	KKBB -FM	CL AOR	30 / 4.5	3.5	2.6	2.9	3.0	3.4	390 / 9.4	8.1	8.3	B KKBB -FM
10	KSUV -FM	SP	21 / 3.1	3.3	2.6	2.0	3.3	2.8	228 / 5.5	5.7	7.5	B KSUV -FM
11	KNZR -AM	N/T	17 / 2.5	1.4	3.4	2.6	2.4	2.5	270 / 6.5	7.0	7.5	KNZR -AM
12	KCNQ -FM	C	12 / 1.8	2.0	1.5	1.7	1.2	1.8	117 / 2.8	2.8	2.2	A KCNQ -FM
13	KWAC -AM	SP	11 / 1.6	1.2	2.9	2.6	1.7	2.1	166 / 4.0	3.8	5.1	B KWAC -AM
14	KLYD -FM	ST	10 / 1.5	1.2	1.2	0.8	1.1	1.2	146 / 3.5	3.5	4.8	KLYD -FM
	KTIE -FM	C	10 / 1.5	1.7	1.0	1.7	2.0	1.5	201 / 4.8	5.8	6.2	A KTIE -FM
	KCWR -AM	C	10 / 1.5	2.6	1.5	2.3	1.5	2.0	137 / 3.3	5.1	3.5	A KCWR -AM

12+ FM Share (Metro): 79.65 % (458 of 575) (Winter 95: 79.42 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KKXX-FM	1 KRAB-FM	1 KUZZ-FM	1 KUZZ-FM >	1 KUZZ-FM >	1 KUZZ-FM	1 KUZZ-FM	1 KUZZ-FM <	1 KUZZ-FM >	1 KRAB-FM	1 KNZR-AM
2 KRAB-FM >	2 KKXX-FM	2 KKXX-FM	2 KIWI-FM	2 KIWI-FM <	2 KERN-AM >	2 KKXX-FM <	2 KERN-AM	2 KKXX-FM	2 KKXX-FM	2 KUZZ-FM >
3 KUZZ-FM >>	3 KUZZ-FM	3 KRAB-FM <	KKXX-FM	3 KKXX-FM	3 KERN-FM	3 KRAB-FM	3 KKXX-FM	3 KRAB-FM	3 KUZZ-FM >	3 KKXX-FM
	4 KIWI-FM	4 KIWI-FM	4 KRAB-FM <	4 KRAB-FM <	4 KGFM-FM <	4 KERN-AM	4 KGFM-FM <	4 KIWI-FM	4 KIWI-FM >	4 KRAB-FM
	5 KKBB-FM	5 KKBB-FM	5 KKBB-FM	5 KKBB-FM <	5 KIWI-FM	5 KIWI-FM <	5 KIWI-FM	5 KGFM-FM		5 KLLY-FM <
	6 KLLY-FM <	6 KLLY-FM	6 KERN-AM <	6 KERN-AM <		6 KKBB-FM <	6 KLLY-FM <	KERN-AM		
	7 KSUV-FM	7 KLLY-FM	7 KLLY-FM	7 KLLY-FM <			7 KRAB-FM	7 KKBB-FM <		
		8 KGFM-FM <	8 KGFM-FM	KERN-FM >			9 KERN-FM >	9 KERN-FM >		

Wom 18-24	Wom 18-34	Wom 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-FM >>	1 KKXX-FM	1 KUZZ-FM	1 KUZZ-FM	1 KUZZ-FM >	1 KRAB-FM >>	1 KRAB-FM >	1 KRAB-FM >	1 KRAB-FM <	1 KUZZ-FM
2 KUZZ-FM <	2 KUZZ-FM	2 KKXX-FM <	2 KKXX-FM	2 KIWI-FM	2 KKXX-FM	2 KKBB-FM <	2 KKBB-FM <	2 KUZZ-FM	2 KKBB-FM <
3 KRAB-FM >	3 KIWI-FM	3 KIWI-FM >	3 KIWI-FM	3 KKXX-FM	3 KUZZ-FM <	3 KUZZ-FM <	3 KUZZ-FM	3 KKBB-FM	3 KRAB-FM
4 KLLY-FM <	4 KRAB-FM <	4 KLLY-FM <	4 KGFM-FM	4 KGFM-FM	4 KIWI-FM <	4 KKXX-FM	4 KKXX-FM	4 KKXX-FM	4 KERN-AM <
5 KIWI-FM	5 KLLY-FM	5 KSUV-FM	KLLY-FM	5 KLLY-FM	5 KKBB-FM <	5 KIWI-FM >	5 KIWI-FM	5 KIWI-FM <	5 KIWI-FM <
6 KSUV-FM	6 KSUV-FM	6 KRAB-FM	6 KRAB-FM <	6 KERN-FM	6 KLLY-FM <		6 KERN-AM	6 KERN-AM >	6 KKXX-FM >
		7 KGFM-FM >	7 KSUV-FM <		7 KSUV-FM >				

BAKERSFIELD

Consolidation Report	12+	25-54	Revenue
Buck Owens			
KCWR-AM			
KUZZ-FM			
KTIE-FM			
Combined	15.6%	17.3%	25.7%
Buckley			
KLLY-FM			
KKBB-FM			
KNZR-AM			
Combined	11.5%	13.5%	15.5%
Local			
KWAC-AM			
KIWI-FM			
KCHJ-AM			
Combined	9.4%	11.1%	11.2%
Mondosphere			
KKXX-FM			
KRAB-FM			
Combined	17.7%	14.2%	18.4%
Z-Spanish			
KZBA-FM			
KSUV-FM			
KSUV-AM			
Combined	3.6%	3.9%	5.9%
	57.8%	60.0%	76.7%

Other Rated Stations						Metro Share	Cume Rating
KBID	-AM	ST	1350	Bakersfield		0.6 / 2.0	
KCHJ	-AM	SP	1010	Delano		1.0 / 2.9	
KDNO	-FM	T	98.5	Delano		0.4 / 1.7	
KERI	-AM	REL	1180	Wasco		0.6 / 2.6	
KGEO	-AM	T	1230	Bakersfield		1.2 / 3.7	
KHIS	-FM	REL	96.5	Bakersfield		1.2 / 4.6	
KMYX	-FM	SP	103.9	Taft		0.4 / 1.0	
KZBA	-FM	SP	97.7	Shafter		0.4 / 2.0	
KBOS	-FM	CHR	94.9	Tulare		1.2 / 4.4	
KFI	-AM	T	640	Los Angeles		0.7 / 1.7	
KJOI	-FM	SAC	98.9	Dinuba		0.4 / 1.2	
KMJ	-AM	N/T	580	Fresno		0.4 / 1.4	
KTPI	-FM	C	103.1	Tehachapi		0.4 / 1.8	

RADIO STATIONS

KCWR	550	5 KW (DA-2)	Country	Talknt, ABC	\$ < 20.00	(Katz)	Buck Owens
KERN	1410	1 KW	News/Talk	CBS, CNN	\$ 42.00	(Christal)	American General
KNZR	1580	25 KW/10 KW (DA-N)	News		NA	(D & R)	Buckley
KWAC	1490	1 KW	Hispanic		NA	(Lotus)	
KKBB-F	99.3	1.2 KW @ 1345	Classic AOR	WESTWD	\$ 22.00	(D&R)	Buckley
KERN-F	94.1	4.5 KW @ 1310	Oldies		\$ 30.00	(Christal)	American General
KGFM-F	101.5	4.8 KW @ 1280	Soft AC/EZ	WESTWD	\$ 33.00	(Christal)	
KIWI-F	92.1	6 KW @ 184	Hispanic		\$ 28.00	(CMBS)	
KKXX-F	105.3	35 KW @ 584	CHR		\$ 40.00	(Banner)	KRAB duop (Delano)
KLLY-F	95.3	13 KW @ 463	AC	AP	\$ 29.00	(D & R)	Buckley (Oildale)
KRAB-F	108.1	25 KW @ 328	AOR	CBS	\$ 37.00	(Banner)	(Greenacre)
KUZZ-F	107.9	6 KW @ 1365	Country		\$ 71.00	(Katz)	Buck Owens
KSUV-F	102.9	21 KW @ 364	Hispanic		\$ 21.00	(Caballero)	Z-Spanish
KZBA-F	97.7	3 KW @ 328	Hispanic		NA	(Caballero)	Z-Spanish (Shafter)

BALTIMORE

Arbitron Rank: 18
Pop (12+): 2,056,700
MSA Rank: 18
MSA Pop: 2,480,000 DMA # 23
Average Person Ratings: 17.1
Market TSL in Hours: 22.50

Stations: 38 / 22
Diaries: 3537 / 581 :1/ 56.4 %
Sample Target: 3,270
% Below Line: 16.1
% Not Listed: 13

Last Year's Revenue: \$78,900,000
Household Income: \$50,404
Retail Dollars: \$21.6 Bil
Pop per Station: 93,488
#1 Biller: WBAL Rev: \$13,000,000
#1 Billing Portfolio:
 Hearst combo \$18,500,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WPOC -FM	C	294 / 8.4	9.1	8.2	8.5	8.1	8.6	3593 / 17.5	17.9	17.1	H WPOC -FM
2	WBAL -AM	N/T	243 / 6.9	7.9	8.7	8.4	7.4	8.0	3853 / 18.7	18.9	19.2	I WBAL -AM
3	WQSR -FM	O	236 / 6.7	6.1	6.5	5.3	5.5	6.2	3226 / 15.7	15.7	14.9	I WQSR -FM
4	WMMX -FM	AC	225 / 6.4	4.7	5.3	5.6	5.6	5.5	3624 / 17.6	14.5	15.9	H WMMX -FM
5	WLIF -FM	SAC	218 / 6.2	5.9	6.1	6.8	6.2	6.3	2965 / 14.4	14.0	15.3	H WLIF -FM
6	WERQ -FM	B/CHR	198 / 5.6	5.3	4.8	5.1	5.5	5.2	2714 / 13.2	13.5	13.8	F WERQ -FM
7	WXYV -FM	B	192 / 5.5	5.3	4.8	4.9	6.1	5.1	2737 / 13.3	13.3	14.9	G WXYV -FM
8	WYYY -FM	AOR	143 / 4.1	3.6	4.9	3.9	4.0	4.1	2784 / 13.5	12.6	13.9	G WYYY -FM
9	WHFS -FM	AOR	142 / 4.0	4.7	4.3	4.9	3.4	4.5	2882 / 14.0	13.9	12.9	H WHFS -FM
10	WWIN -FM	B/AC	115 / 3.3	3.8	3.7	3.7	4.8	3.6	1645 / 8.0	8.0	8.9	E WWIN -FM
11	WOCT -FM	O-70s	103 / 2.9	3.4	3.6	4.0	3.6	3.5	2160 / 10.5	10.6	13.2	F WOCT -FM
12	WCBM -AM	T	100 / 2.8	3.0	3.1	3.5	2.9	3.1	1419 / 6.9	6.4	6.5	D WCBM -AM
13	WCAO -AM	G	96 / 2.7	2.8	2.5	2.6	2.1	2.7	1031 / 5.0	5.7	5.0	C WCAO -AM
14	WRBS -FM	REL	57 / 1.6	1.5	1.8	1.6	1.5	1.6	873 / 4.2	4.0	4.3	WRBS -FM
15	WJFK -AM	T	56 / 1.6	1.9	2.0	1.8	2.1	1.8	882 / 4.3	4.5	5.2	WJFK -AM

12+ FM Share (Metro): 77.4 % (2383 of 3053) (Winter 95: 76.45 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WERQ-FM >	1 WERQ-FM <	1 WMMX-F	1 WMMX-F	1 WMMX-F <	1 WBAL-AM	1 WBAL-AM <	1 WPOC-FM <	1 WPOC-FM <	1 WERQ-FM >	1 WBAL-AM >
2 WHFS-FM >	2 WXYV-FM <	2 WPOC-FM	2 WPOC-FM <	2 WQSR-FM <	2 WPOC-FM <	2 WPOC-FM <	2 WLIF-FM	2 WMMX-F	2 WXYV-FM	2 WPOC-FM
3 WXYV-FM	3 WMMX-F <	3 WQSR-FM	3 WQSR-FM	3 WPOC-FM	3 WQSR-FM	3 WQSR-FM >	3 WMMX-F <	3 WBAL-AM <	3 WHFS-FM	3 WQSR-FM
4 WYYY-FM	4 WHFS-FM <	WXYV-FM <	4 WLIF-FM <	4 WLIF-FM	4 WLIF-FM	4 WMMX-F <	4 WBAL-AM <	4 WLIF-FM <	4 WPOC-FM	
5 WMMX-F >	5 WPOC-FM <	5 WERQ-FM <	5 WXYV-FM	5 WXYV-FM	5 WMMX-F	5 WLIF-FM <	5 WQSR-FM	5 WERQ-FM <	WMMX-F <	
6 WYYY-FM	6 WLIF-FM <	6 WERQ-FM	6 WERQ-FM	6 WBAL-AM <	6 WCBM-AM <	6 WXYV-FM	6 WXYV-FM	6 WQSR-FM	6 WBAL-AM	
7 WLIF-FM <	7 WYYY-FM	WYYY-FM <	7 WWIN-FM <	7 WWIN-FM	7 WWIN-FM		7 WHFS-FM <	7 WHFS-FM <		
8 WOCT-FM		8 WWIN-FM <	8 WERQ-FM <				8 WXYV-FM			
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WERQ-FM >	1 WMMX-F	1 WMMX-F	1 WMMX-F >	1 WMMX-F		1 WERQ-FM <	1 WHFS-FM <	1 WHFS-FM	1 WYYY-FM	1 WQSR-FM
2 WXYV-FM	2 WERQ-FM <	2 WPOC-FM	2 WPOC-FM	2 WPOC-FM <		2 WYYY-FM	2 WYYY-FM <	2 WXYV-FM <	2 WPOC-FM <	2 WPOC-FM
3 WMMX-F	3 WPOC-FM	3 WERQ-FM <	3 WLIF-FM <	3 WLIF-FM <		3 WXYV-FM	3 WXYV-FM	3 WYYY-FM	3 WXYV-FM <	3 WBAL-AM <
4 WHFS-FM	4 WXYV-FM	4 WLIF-FM	4 WQSR-FM <	4 WQSR-FM >		4 WHFS-FM >	4 WERQ-FM	4 WOCT-FM <	4 WQSR-FM <	4 WYYY-FM
5 WPOC-FM	5 WLIF-FM <	5 WXYV-FM >	5 WERQ-FM <	5 WXYV-FM		5 WPOC-FM <	5 WOCT-FM <	5 WPOC-FM <	5 WHFS-FM <	WMMX-F <
WYYY-FM >	6 WHFS-FM		6 WXYV-FM	6 WWIN-FM <		6 WOCT-FM >	6 WPOC-FM	6 WERQ-FM <	6 WERQ-FM <	6 WXYV-FM
			7 WWIN-FM >	7 WERQ-FM >				7 WLIF-FM <	7 WOCT-FM	
								8 WMMX-F	WMMX-F	

BALTIMORE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations		Metro Share	Cume Rating	
Capitol				WBGR -AM	G	860	Baltimore	0.7 / 1.8
WOCT-FM				WGRX -FM	AOR	100.7	Westminster	1.1 / 6.4
WMMX-FM				WITH -AM	ST	1230	Baltimore	1.1 / 3.1
Combined	9.3%	12.5%	19.8%	WOLB -AM	B/T	1010	Baltimore	0.6 / 1.2
Infinity, pending				WRNR -FM	AOR-P	103.1	Grasonville	0.3 / 1.4
WXYV-FM				WWIN -AM	G	1400	Baltimore	1.0 / 2.6
WLIF-FM				WWLG -AM	ST	1360	Baltimore	0.5 / 1.8
WCAO-AM				WXCY -FM	C	103.7	Havre de Grace	0.5 / 1.5
WJFK-AM				WARW -FM	CL AOR	94.7	Bethesda, MD	0.6 / 1.4
Combined	16.0%	17.0%	20.8%	WASH -FM	AC	97.1	Washington, DC	0.7 / 2.7
Radio One				WBIG -FM	O	100.3	Washington, DC	0.9 / 2.6
WWIN-FM				WFRE -FM	C	99.9	Frederick, MD	0.4 / 1.7
WERQ-FM				WGMS -FM	CL	103.5	Washington, DC	0.3 / 1.4
WWIN-AM				WHUR -FM	B/AC	96.3	Washington, DC	1.2 / 4.1
WOLB-AM				WKYS -FM	B	93.9	Washington, DC	0.7 / 3.6
Combined	10.5%	10.0%	9.6%	WMAL -AM	FS/T	630	Washington, DC	0.5 / 1.7
	35.9%	39.5%	50.2%	WMZQ -FM	C	98.7	Washington, Dc	1.0 / 2.6
				WPGC -FM	B/CHR	95.5	Morningside, MD	1.5 / 5.9
				WRQX -FM	AC/CHR	107.3	Washington, DC	1.4 / 5.2
				WTOP -AM	N	1500	Washington, DC	0.8 / 4.5
				WWDC -FM	AOR	101.1	Washington, DC	1.3 / 7.4
				WWMD -FM	EZ	104.7	Hagerstown, MD	0.5 / 1.2
				WWRC -AM	T	980	Washington, DC	0.3 / 1.1

RADIO STATIONS

WBAL	1090	50 KW (DA-N)	News/Talk	CBS	\$165.00	(D&R)	Hearst
WBGR	860	2.5 KW/86 W (DA-2)	Gospel	AURN	\$ 30.00	(Roslin)	Mortenson
WCAO	600	5 KW (DA-1)	Gospel	Westwd	\$ 40.00	(Mc-Guild)	Granum
WCBM	680	10 KW/5 KW (DA-2)	Talk	ABC, Westwd	\$ 50.00	(Katz)	
WITH	1230	1 KW	Standards	Westwd	\$ 35.00	(Roslin)	Guardian
WJFK	1300	5 KW (DA-2)	Talk/Jazz	ABC	NA	(Torbet)	Infinity
WWIN	1400	1 KW	Gospel		\$ 28.00	(Torbet)	Radio One
WWLG	1360	5 KW/1.5 KW (DA-2)	Standards		NA	(---)	
WERQ-F	92.3	37 KW @ 570	Black/CHR	AP	\$ 95.00	(MMR)	Radio One
WGRX-F	100.7	16 KW @ 861	AOR	ABC	\$ 48.00	(MMR)	Shamrock (Westminster)
WIYY-F	97.9	14 KW @ 946	AOR	ABC	\$110.00	(D&R)	Hearst
WLIF-F	101.9	14 KW @ 960	Soft AC		\$155.00	(Eastman)	Infinity
WPOC-F	93.1	16 KW @ 860	Country	ABC	\$180.00	(Mc-Guild)	Nationwide
WQSR-F	105.7	50 KW @ 492	Oldies		\$185.00	(Christal)	Amer. Radio Systems
WRBS-F	95.1	50 KW @ 500	Religion		\$ 25.00	(---)	
WOCT-F	104.3	50 KW @ 420	Oldies - 70's		\$ 93.00	(Banner)	Capitol
WWIN-F	95.9	3 KW @ 300	Black/AC		\$ 72.00	(Torbet)	Radio One
WMMX-F	106.5	7.4 KW @ 1217	AC		\$183.00	(Katz)	Capitol
WXYV-F	102.7	50 KW @ 437	Black		\$139.00	(Mc-Guild)	Granum

OTHER RANKED STATIONS - See Washington

NOTES: Granum sold these stations to Infinity: WCAO for \$3,000,000 and WXYV-F for \$32,000,000. . .

BATON ROUGE

Arbitron Rank:	81	Stations:	28 / 18	Last Year's Revenue:	\$18,700,000
Pop (12+):	453,200	Diaries: 1115 / 406 :	1/ 52.3 %	Household Income:	\$44,568
MSA Rank:	90	Sample Target:	1,070	Retail Dollars:	\$5.4 Bil
MSA Pop:	565,000 DMA # 98	% Below Line:	13.1	Pop per Station:	28,325
Average Person Ratings:	15.1	% Not Listed:	16.5	#1 Biller: WYNK-AF Rev:	\$3,800,000
Market TSL in Hours:	20.50			#1 Billing Portfolio:	
				Gulfstar duop \$7,600,000	

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KQXL -FM	B	81 / 11.8	10.2	12.3	10.8	9.7	11.3	921 / 20.3	19.0	20.6	D KQXL -FM
2	WYNK -FM	C	73 / 10.6	12.6	10.5	15.9	14.6	12.4	1045 / 23.0	25.2	28.1	E WYNK -FM
3	WGGZ -FM	O-70s	54 / 7.9	8.5	5.5	3.7	3.7	6.4	690 / 15.2	17.6	11.0	C WGGZ -FM
4	WXOK -AM	B	52 / 7.6	7.5	8.5	9.5	8.1	8.3	579 / 12.8	13.4	16.1	C WXOK -AM
5	KRVE -FM	AC	46 / 6.7	5.7	5.5	7.0	6.0	6.2	710 / 15.7	13.2	16.9	C KRVE -FM
6	WFME -FM	CHR	31 / 4.5	5.7	7.4	6.6	8.4	6.1	885 / 19.5	16.8	22.8	C WFME -FM
7	WTGE -FM	AOR	30 / 4.4	5.7	5.8	4.3	6.3	5.1	590 / 13.0	14.1	17.0	C WTGE -FM
	WJBO -AM	N/T	30 / 4.4	4.9	4.7	5.1	5.2	4.8	519 / 11.4	12.9	12.5	D WJBO -AM
9	WKJN -FM	C	26 / 3.8	4.0	3.4	4.8	4.2	4.0	617 / 13.6	12.5	14.6	D WKJN -FM
10	WCKW -FM	AOR	24 / 3.5	2.5	4.7	3.7	2.2	3.6	516 / 11.4	11.2	8.9	WCKW -FM
11	WQUE -FM	B	22 / 3.2	2.8	2.6	3.2	4.2	3.0	400 / 8.8	9.4	9.6	WQUE -FM
12	WYCT -FM	C	19 / 2.8	1.8	1.6	2.7	2.8	2.2	354 / 7.8	6.9	11.2	A WYCT -FM
13	WNDC -AM	G	13 / 1.9	1.5	3.5	3.2	2.4	2.5	172 / 3.8	4.1	5.6	A WNDC -AM
14	WQCK -FM	REL	10 / 1.5	1.2	0.9	1.5	0.4	1.3	152 / 3.4	4.3	3.4	WQCK -FM

12+ FM Share (Metro): 79.06 % (453 of 573) (Winter 95: 78.01 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WFME-FM	1 KQXL-FM >	1 KQXL-FM	1 KQXL-FM	1 KQXL-FM	1 WYNK-FM >	1 WYNK-FM	1 WYNK-FM	1 KQXL-FM	1 KQXL-FM >	1 WYNK-FM
2 KQXL-FM <	2 WGGZ-FM <	2 WYNK-FM	2 WYNK-FM <	2 WYNK-FM <	2 KQXL-FM <	2 KQXL-FM	2 KQXL-FM <	2 WYNK-FM <	2 WXOK-AM	2 KQXL-FM >>
3 WTGE-FM >	3 WYNK-FM <	3 WGGZ-FM	3 WGGZ-FM	3 WGGZ-FM	3 WXOK-AM	3 WGGZ-FM	3 WGGZ-FM	3 WGGZ-FM	3 WFME-FM <	
4 WXOK-AM >	4 KRVE-FM	4 KRVE-FM	4 KRVE-FM >	4 KRVE-FM >	4 WGGZ-FM	4 WXOK-AM	4 KRVE-FM <	4 KRVE-FM <	4 WYNK-FM <	
	5 WTGE-FM <	5 WXOK-AM	5 WXOK-AM >	5 WXOK-AM >	5 KRVE-FM	5 KRVE-FM	5 WXOK-AM <	5 WQUE-FM	5 WQUE-FM	
	6 WCKW-FM <				WJBO-AM >	6 WCKW-FM	6 WJBO-AM >		6 WTGE-FM	
	7 WFME-FM <									
	8 WXOK-AM <									
	9 WQUE-FM									

Wom 18-24	Wom 18-34	Wom 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-FM >	1 KQXL-FM >	1 KQXL-FM <	1 KQXL-FM >	1 KQXL-FM	1 WTGE-FM	1 WCKW-FM <	1 WGGZ-FM >	1 KQXL-FM	1 WYNK-FM
2 WYNK-FM	2 KRVE-FM	2 KRVE-FM	2 KRVE-FM <	2 KRVE-FM	2 WCKW-FM	2 WGGZ-FM <	2 WCKW-FM <	2 WYNK-FM	2 WGGZ-FM <
3 WXOK-AM <	3 WYNK-FM	3 WGGZ-FM	3 WYNK-FM	3 WGGZ-FM <	3 KQXL-FM	3 KQXL-FM <	3 KQXL-FM <	3 WGGZ-FM >	3 KQXL-FM >
4 WYCT-FM <	4 WGGZ-FM <	4 WYNK-FM	4 WGGZ-FM	4 WYNK-FM	4 WQUE-FM	4 WTGE-FM >	4 WYNK-FM >	4 WCKW-FM <	4 WJBO-AM
5 WQUE-FM <	5 WYCT-FM <	5 WYCT-FM <	5 WXOK-AM >	5 WXOK-AM >	5 WFME-FM	5 WYNK-FM	5 WTGE-FM <	5 WTGE-FM	5 KRVE-FM <
6 KRVE-FM	6 WXOK-AM	6 WXOK-AM	6 WYCT-FM		6 WXOK-AM >	6 WFME-FM	6 WJBO-AM <		
7 WFME-FM >	7 WFME-FM <					7 WQUE-FM >	7 KRVE-FM		
	8 WQUE-FM								

Consolidation Report	12+	25-54	Revenue
Citywide			
WXOK-AM			
KQXL-FM			
WYCT-FM			
Combined	22.2 %	20.4 %	22.5 %
Gulfstar			
WJBO-AM			
WFME-FM			
WYNK-AM			
WYNK-FM			
Combined	20.0 %	18.6 %	40.6 %
	42.1 %	39.0 %	63.1 %

Other Rated Stations				Metro Share	Cume Rating
KBRH	-AM	B/O	1280	Baton Rouge	0.9 / 2.4
WIBR	-AM	SPRTS	1300	Baton Rouge	0.7 / 2.7
WPFC	-AM	REL	1550	Baton Rouge	0.4 / 0.9
WYNK	-AM	C	1380	Baton Rouge	0.4 / 1.8
KHOM	-FM	CHR	104.1	Houma	1.3 / 6.7
KTDY	-FM	AC	99.9	Lafayette	0.4 / 2.4
KXKC	-FM	C	99.1	New Iberia	0.6 / 2.3
WEZB	-FM	CHR	97.1	New Orleans	0.4 / 1.8
WHMD	-FM	C	107.1	Hammond	0.4 / 1.0
WNOE	-FM	C	101.1	New Orleans	0.7 / 1.4
WRNO	-FM	O-70S	99.5	New Orleans	0.4 / 1.5
WTKL	-FM	O	95.7	New Orleans	0.6 / 1.1
WWL	-AM	N/T	870	New Orleans	1.2 / 3.0
WYLD	-FM	B	98.5	New Orleans	0.4 / 1.5

BATON ROUGE

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	\$ 43.00	(Christal)	Gulfstar	
WNDC	910	1 KW (DA-1)	Gospel		\$ <20.00	(--)		
WXOK	1480	5 KW/1 KW (DA-N)	Black	AURN	\$ 28.00	(Banner)	Citywide	
KQXL-F	106.5	50 KW @ 484	Black	AURN, ABC	\$ 53.00	(Banner)	Citywide	(New Roads)
KRVE-F	96.1	43 KW @ 450	AC		\$ 38.00	(Katz)		(Brushy)
WFME-F	102.5	100 KW @ 1250	CHR	WESTWD	\$ 41.00	(Christal)	Gulfstar	
WGGZ-F	98.1	100 KW @ 1500	Oldies-70's	WESTWD	\$ 48.00	(Katz)	Guaranty	
WKJN-F	103.3	100 KW @ 1003	Country	WESTWD	\$ 46.00	(Eastman)		(Hammond)
WQCK-F	92.7	32 KW @ 604	Religion		\$ 16.00	(--)		(Clinton)
WTGE-F	100.7	100 KW @ 1500	AOR		\$ 37.00	(Eastman)		
WYCT-F	94.1	100 KW @ 982	Country		\$ <20.00	(Banner)	Citywide	(Kentwood)
WYNK-F	101.5	100 KW @ 1500	Country	ABC	\$ 74.00	(Torbet)	Gulfstar	

Other Ranked Stations - See New Orleans

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

• 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 is 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

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

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

BIRMINGHAM

Arbitron Rank: 55	Stations: 25 / 21	Last Year's Revenue: \$31,400,000
Pop (12+): 789,400	Diaries: 1534 / 515 :1/ 53.7 %	Household Income: \$40,826
MSA Rank: 66	Sample Target: 1,395	Retail Dollars: \$8.5 Bil
MSA Pop: 885,000 DMA # 51	% Below Line: 5.7	Pop per Station: 37,590
Average Person Ratings: 14.9	% Not Listed: 11.3	#1 Biller: WZZK-AF Rev: \$7,400,000
Market TSL In Hours: 19.75		#1 Billing Portfolio: NewCity/Cox duop \$9,400,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WZZK -AF	C	165 / 14.0	13.8	10.8	15.1	13.7	13.5	2323 / 29.4	29.5	28.9	G WZZK -AF
2	WENN -FM	B	114 / 9.7	9.6	11.2	10.5	11.0	10.3	1461 / 18.5	17.3	18.7	F WENN -FM
3	WERC -AM	N/T	99 / 8.4	7.1	6.6	6.7	6.8	7.2	1169 / 14.8	13.1	14.1	D WERC -AM
4	WZRR -FM	AOR	73 / 6.2	8.1	8.7	5.5	7.4	7.1	1187 / 15.0	18.7	15.8	F WZRR -FM
5	WODL -FM	O	67 / 5.7	4.8	6.0	5.2	4.2	5.4	1192 / 15.1	14.2	14.2	D WODL -FM
6	WMJJ -FM	AC	65 / 5.5	8.1	6.9	8.7	8.1	7.3	1214 / 15.4	18.0	17.4	F WMJJ -FM
7	WMXQ -FM	CHR	62 / 5.3	5.2	4.7	4.4	4.9	4.9	1316 / 16.7	15.6	13.5	D WMXQ -FM
8	WAGG -AM	G	55 / 4.7	2.7	3.3	4.8	4.1	3.9	532 / 6.7	6.7	7.2	B WAGG -AM
9	WATV -AM	B	48 / 4.1	5.0	3.8	3.1	3.0	4.0	643 / 8.2	8.1	7.2	B WATV -AM
10	WRAX -FM	AOR-NR	43 / 3.7	3.0	2.9	2.7	2.5	0.0	729 / 9.2	7.2	7.2	B WRAX -FM
11	WTUG -FM	B	40 / 3.4	3.0	3.5	3.9	3.3	3.5	703 / 8.9	7.5	9.6	WTUG -FM
	WOWC -FM	C	40 / 3.4	3.2	3.2	2.4	3.1	3.1	760 / 9.6	11.1	9.8	B WOWC -FM
13	WDJC -FM	REL	36 / 3.1	2.9	4.0	3.0	2.5	3.3	864 / 10.9	7.9	8.5	C WDJC -FM
14	WJLD -AM	B	29 / 2.5	1.4	2.4	2.1	1.3	2.1	402 / 5.1	5.9	4.5	A WJLD -AM
15	WJOX -AM	SPRTS	28 / 2.4	2.5	1.6	1.8	2.3	2.1	554 / 7.0	8.2	7.0	B WJOX -AM
16	WAPI -AM	ST	14 / 1.2	3.1	3.1	4.4	3.1	3.0	419 / 5.3	7.4	8.4	B WAPI -AM

12+ FM Share (Metro): 71.43 % (745 of 1043) (Winter 95: 73.99 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WENN-FM >>	1 WZZK-AF	1 WZZK-AF >	1 WZZK-AF >	1 WZZK-AF >	1 WZZK-AF	1 WZZK-AF >	1 WZZK-AF	1 WZZK-AF >	1 WENN-FM >	1 WZZK-AF >>
2 WZZK-AF	2 WENN-FM <	2 WENN-FM <	2 WZRR-FM <	2 WZRR-FM	2 WERC-AM >	2 WERC-AM	2 WERC-AM >	2 WENN-FM	2 WZZK-AF >>	2 WODL-FM
3 WRAX-FM	3 WZRR-FM	3 WZRR-FM	3 WENN-FM <	WENN-FM <	3 WODL-FM	3 WENN-FM >	3 WMJJ-FM <	3 WERC-AM	3 WTUG-FM	3 WENN-FM
4 WMDQ-FM <	4 WMDQ-FM >	4 WMJJ-FM	4 WMJJ-FM	4 WODL-FM	4 WENN-FM <	4 WMJJ-FM <	4 WZRR-FM <	4 WZRR-FM <	4 WRAX-FM <	4 WOWC-F <
5 WTUG-FM >>	5 WRAX-FM	5 WMDQ-FM	5 WODL-FM	WMJJ-FM	5 WMJJ-FM <	5 WZRR-FM	5 WODL-FM	5 WODL-FM	5 WMDQ-FM <	5 WAGG-AM <
	6 WMJJ-FM	6 WODL-FM	6 WAGG-AM <	6 WERC-AM <	6 WAGG-AM	WODL-FM <	WENN-FM	6 WMJJ-FM	6 WDJC-FM	6 WERC-AM
	WTUG-FM	7 WAGG-AM <	7 WERC-AM <	7 WAGG-AM	WATV-AM >	7 WMDQ-FM <	7 WMXQ-FM	7 WMDQ-FM <		
			8 WMDQ-FM >			8 WATV-AM <				
						9 WAGG-AM >				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WMDQ-FM <	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF >	1 WZZK-AF	1 WRAX-FM <	1 WZRR-FM	1 WZRR-FM	1 WZZK-AF	1 WZZK-AF
2 WZZK-AF	2 WENN-FM <	2 WMJJ-FM <	2 WENN-FM <	2 WMJJ-FM	2 WENN-FM <	2 WZZK-AF	2 WZZK-AF	2 WZRR-FM >	2 WZRR-FM >
3 WENN-FM >>	3 WMDQ-FM >	3 WENN-FM	3 WMJJ-FM	3 WENN-FM <	3 WZRR-FM <	3 WENN-FM	3 WENN-FM	3 WENN-FM	3 WERC-AM <
4 WTUG-FM	4 WMJJ-FM <	4 WZRR-FM	4 WMDQ-FM	4 WAGG-AM <	4 WZZK-AF >	4 WRAX-FM >	4 WRAX-FM	4 WERC-AM	4 WENN-FM <
WZRR-FM >	5 WZRR-FM <	5 WTUG-FM <	5 WAGG-AM	5 WODL-FM >	5 WTUG-FM	5 WMDQ-FM	5 WMDQ-FM	5 WRAX-FM <	5 WODL-FM >
	6 WTUG-FM	6 WMDQ-FM <	6 WODL-FM	6 WMDQ-FM <	6 WOWC-F <	6 WOWC-F <	6 WERC-AM <	6 WODL-FM <	6 WJOX-AM <
	7 WAGG-AM >	7 WAGG-AM >	7 WZRR-FM	7 WATV-AM	7 WMDQ-FM	7 WERC-AM	7 WOWC-F	7 WJOX-AM	
							8 WJOX-AM >		

BIRMINGHAM

Consolidation Report	12+	25-54	Revenue
Dick			
WZRR-FM			
WMXQ-FM			
WAPI-AM			
WJOX-AM			
Combined	15.1%	16.6%	25.2%
Local			
WOWC-FM			
WMJJ-FM			
WERC-AM			
Combined	17.4%	17.3%	21.6%
New City/Cox			
WODL-FM			
WZZK-FM			
WZZK-AM			
Combined	19.7%	22.5%	29.9%
	52.1%	56.4%	76.7%

Other Rated Stations

					Metro Share	Cume Rating
WAYE	-AM	B	1220	Birmingham	0.9	/ 2.2
WFHK	-AM	C	1430	Peil City	0.3	/ 0.8
WKLD	-FM	C	97.7	Oneonta	0.7	/ 1.4
WLBI	-FM	J	98.7	Warrior	0.9	/ 2.4
WYDE	-AM	C	850	Birmingham	0.5	/ 1.3
WHMA	-FM	C	100.5	Anniston	0.6	/ 2.3
WQEN	-FM	CHR	103.7	Gadsden	0.9	/ 3.1
WRSA	-FM	EZ	96.9	Decatur	0.8	/ 2.0

RADIO STATIONS

WAGG	1320	5 KW/110 W	Gospel	AURN	\$ 24.00	(D & R)	
WATV	900	1 KW/165 W	Black	SMN, ABC	\$ 22.00	(Banner)	
WAPI	1070	50 KW/5 KW (DA-N)	Standards	Westwd	\$ 21.00	(Christal)	Dick
WERC	960	5 KW (DA-N)	News/Talk	ABC, Westwd	\$ 44.00	(Eastman)	Ameron
WJLD	1400	1 KW	Black	Westwd, SMN	\$ <20.00	(K & P)	
WJOX	690	50 KW/500 W (DA-N)	Sports		\$ 22.00	(Christal)	Dick
WZZK	610	5 KW/1 KW (DA-N)	See WZZK-FM				
WDJC-F	93.7	100 KW @ 1007	Religion		\$ 29.00	(Crawford)	Crawford
WENN-F	107.7	100 KW @ 1237	Black	AURN	\$ 78.00	(D & R)	
WMJJ-F	98.5	100 KW @ 1026	AC		\$ 84.00	(Eastman)	Ameron
WMXQ-F	94.5	100 KW @ 1214	CHR		\$ 56.00	(Christal)	Dick
WODL-F	106.9	100 KW @ 1150	Oldies	ABC	\$ 53.00	(Katz)	NewCity
WOWC-F	102.5	83 KW @ 2096	Country		\$ 34.00	(Eastman)	Ameron
WWBR-F	105.9	1.4 KW @ 673	AOR-NR	Westwd	\$ 27.00	(—)	American General
WZRR-F	99.5	100 KW @ 870	AOR - Classic		\$ 100.00	(Christal)	Dick
WZZK-F	104.7	100 KW @ 1300	Country		\$ 150.00	(Katz)	NewCity
WTUG-F	92.9	100 KW @ 981	Black	AURN	\$ 25.00	(Eastman)	(Tuscaloosa)

BOSTON

Arbitron Rank:	10	Stations:	36 / 29	Last Year's Revenue:	\$171,000,000
Pop (12+):	3,236,600	Diaries: 4503 / 719 :	1/ 53.6 %	Household Income:	\$57,977
MSA Rank:	7	Sample Target:	4,100	Retail Dollars:	\$34.1 Bil
MSA Pop: 3,810,000 DMA # 6		% Below Line:	2.5	Pop per Station:	111,607
Average Person Ratings:	18.8	% Not Listed:	14.3	#1 Biller: WBCN-F	Rev: \$19,500,000
Market TSL in Hours:	22.25			#1 Billing Portfolio:	
				Amer. Radio Sys. \$44,100,000	

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1	WBZ -AM	N/T	480 / 8.8	8.1	7.3	7.9	9.0	8014 / 24.8	22.5	24.2	J WBZ -AM
2	WRKO -AM	T	364 / 6.7	6.3	6.6	7.2	7.1	4424 / 13.7	13.2	13.0	H WRKO -AM
3	WJMN -FM	CHR	314 / 5.8	6.9	5.9	5.1	5.7	5028 / 15.5	16.9	14.9	G WJMN -FM
4	WBCN -FM	AOR	311 / 5.7	4.7	5.7	4.5	5.1	5332 / 16.5	16.9	13.9	J WBCN -FM
	WXKS -FM	CHR	311 / 5.7	5.3	6.1	5.8	5.6	6605 / 20.4	18.9	20.2	J WXKS -FM
6	WMJX -FM	AC	283 / 5.2	5.0	4.5	3.9	4.8	4690 / 14.5	15.5	14.7	H WMJX -FM
7	WODS -FM	O	273 / 5.0	4.6	4.7	4.1	4.4	4553 / 14.1	14.7	13.4	H WODS -FM
8	WCRB -FM	CL	236 / 4.3	4.6	4.2	3.7	3.9	3760 / 11.6	12.6	10.1	F WCRB -FM
	WZLX -FM	CL AOR	236 / 4.3	4.1	4.3	4.1	5.3	3879 / 12.0	13.2	13.5	I WZLX -FM
10	WBMX -FM	AC	219 / 4.0	4.2	3.8	4.8	4.8	4253 / 13.1	12.9	14.2	I WBMX -FM
11	WEEI -AM	SPRTS	186 / 3.4	3.3	4.4	4.2	3.3	2999 / 9.3	10.6	9.8	J WEEI -AM
12	WBOS -FM	AOR-P	160 / 2.9	2.2	2.5	3.3	2.4	3278 / 10.1	8.7	9.0	G WBOS -FM
13	WAAF -FM	AOR-NR	147 / 2.7	2.5	2.6	2.8	2.8	2715 / 8.4	8.9	8.5	G WAAF -FM
14	WOAZ -FM	J	145 / 2.7	3.0	3.1	3.2	3.7	2459 / 7.6	7.9	9.6	G WOAZ -FM
15	WKLB -FM	C	124 / 2.3	2.7	2.2	2.4	2.3	1790 / 5.5	6.4	6.6	F WKLB -FM
16	WEGQ -FM	O-70s	116 / 2.1	2.5	2.7	3.3	2.4	2843 / 8.8	8.2	8.2	F WEGQ -FM
17	WXKS -AM	ST	112 / 2.1	2.5	2.2	2.0	1.7	1455 / 4.5	4.7	3.6	B WXKS -AM
18	WBCS -FM	C	86 / 1.6	1.9	2.1	1.9	2.3	1645 / 5.1	4.8	5.5	E WBCS -FM
19	WFNX -FM	AOR-NR	83 / 1.5	1.5	1.7	1.8	2.0	1920 / 5.9	6.1	6.8	D WFNX -FM
20	WILD -AM	B	67 / 1.2	2.2	1.5	1.0	1.3	635 / 2.0	3.0	2.0	C WILD -AM

12+ FM Share (Metro): 70.04 % (3264 of 4660) (Winter 95: 69.93 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJMN-FM >>	1 WBCN-FM <	1 WBCN-FM <	1 WMJX-FM	1 WMJX-FM	1 WBZ-AM	1 WBZ-AM >	1 WRKO-AM <	1 WRKO-AM	1 WBZ-AM	1 WBZ-AM >>
2 WXKS-FM	2 WXKS-FM	2 WXKS-FM	WBCN-FM <	WODS-FM <	2 WRKO-AM >	2 WRKO-AM	2 WBZ-AM <	2 WJMN-FM <	2 WBCN-FM	
WBCN-FM	3 WJMN-FM	3 WMJX-FM	3 WZLX-FM <	3 WBZ-AM <	3 WODS-FM	3 WXKS-FM	3 WMJX-FM <	3 WBZ-AM	3 WJMN-FM	
4 WAAF-FM >>	4 WMJX-FM	4 WZLX-FM	4 WXKS-FM <	4 WBCN-FM <	4 WCRB-FM	4 WEEI-AM <	4 WODS-FM <	4 WBCN-FM <	4 WMJX-FM	
	WZLX-FM	5 WJMN-FM	5 WODS-FM	5 WZLX-FM <	5 WMJX-FM	5 WBCN-FM	5 WBCN-FM <	5 WXKS-FM <	5 WXKS-FM	
6 WAAF-FM	6 WBNDX-FM	WBZ-AM <	6 WXKS-FM <	6 WEEI-AM	6 WJMN-FM <	6 WZLX-FM <	6 WODS-FM <	6 WCRB-FM		
7 WBOS-FM	7 WODS-FM <	7 WBNDX-FM	7 WBNDX-FM	7 WBNDX-FM	7 WODS-FM <	7 WXKS-FM	7 WMJX-FM <	7 WZLX-FM <		
8 WBNDX-FM	8 WBZ-AM <	8 WBOS-FM	8 WBOS-FM <	8 WBNDX-FM	8 WBNDX-FM <	8 WBNDX-FM <	8 WBNDX-FM <	8 WZLX-FM <		
	9 WBOS-FM	9 WJMN-FM	9 WEEI-AM <	9 WJMN-FM	9 WJMN-FM	9 WCRB-FM <	9 WCRB-FM <	10 WJMN-FM		
		10 WEEI-AM	10 WJMN-FM <							

Wom 18-24	Wom 18-34	Wom 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-FM	1 WXKS-FM >	1 WXKS-FM >	1 WMJX-FM	1 WMJX-FM	1 WBCN-FM <	1 WBCN-FM >	1 WBCN-FM >	1 WBCN-FM	1 WBCN-FM <
2 WJMN-FM	2 WJMN-FM	2 WJMN-FM <	WXKS-FM	2 WXKS-FM <	2 WAAF-FM	2 WAAF-FM <	2 WZLX-FM	2 WZLX-FM	2 WZLX-FM
3 WBCN-FM	3 WMJX-FM <	3 WMJX-FM	3 WJMN-FM <	3 WBNDX-FM <	3 WJMN-FM	3 WZLX-FM	3 WXKS-FM	3 WEEI-AM	3 WEEI-AM <
4 WMJX-FM >>	4 WBCN-FM >	4 WBCN-FM <	4 WBNDX-FM	4 WODS-FM	4 WZLX-FM <	4 WAAF-FM <	4 WXKS-FM <	4 WBZ-AM <	4 WBZ-AM <
5 WBOS-FM <	5 WBOS-FM	5 WBOS-FM	5 WBCN-FM <	5 WBZ-AM <	5 WXKS-FM >	5 WJMN-FM >	5 WEEI-AM <	5 WXKS-FM <	5 WODS-FM
6 WBNDX-FM <	6 WBNDX-FM	6 WBNDX-FM	6 WODS-FM	6 WJMN-FM	6 WBNDX-FM	6 WEEI-AM <	6 WEGQ-FM	6 WAAF-FM <	6 WRKO-AM <
7 WZLX-FM	7 WZLX-FM	7 WEGQ-FM <	7 WBOS-FM <	7 WBOS-FM <	7 WEGQ-FM	7 WBOS-FM <	7 WBOS-FM <	7 WODS-FM <	7 WBOS-FM <
		8 WILD-AM <	8 WZLX-FM <	8 WCRB-FM <	8 WMJX-FM	8 WEEI-AM <	8 WJMN-FM <	8 WJMN-FM <	8 WXKS-FM
		9 WZLX-FM	9 WBZ-AM	9 WBCN-FM			9 WBZ-AM	9 WBOS-FM <	

BOSTON

Consolidation Report 12+ 25-54 Revenue

American Radio Systems			
WEGQ-FM			
WBMX-FM			
WRKO-AM			
WEEI-AM			
Combined	16.3%	16.3%	25.3%
Evergreen			
WXKS-FM			
WKLB-FM			
WJMN-FM			
WXKS-AM			
Combined	15.8%	12.9%	17.4%
Greater Media			
WMJX-FM			
WBCS-FM			
WMEX-AM			
Combined	6.8%	8.2%	7.3%
Infinity, pending			
WZLX-FM			
WAOZ-FM			
WBOS-FM			
WBCN-FM			
Combined	15.7%	19.7%	27.0%
	54.5%	57.1%	77.0%

Other Rated Stations

				Metro Share	Cume Rating
WBET	-AM	AC	1480	Brockton	0.3 / 0.5
WBNW	-AM	BIZ N	590	Boston	0.9 / 3.2
WBOQ	-FM	CL	104.9	Gloucester	0.5 / 1.8
WESX	-AM	ST	1230	Salem	0.5 / 1.1
WJDA	-AM	ST	1300	Quincy	0.6 / 1.0
WJIB	-AM	EZ	740	Cambridge	0.4 / 1.1
WPLM	-FM	J	99.1	Plymouth	0.5 / 1.7
WROL	-AM	REL	950	Boston	0.4 / 1.9
WXRV	-FM	AOR-NR	92.5	Haverill	0.9 / 2.7
WBRU	-FM	AOR-NR	95.5	Providence, RI	0.3 / 1.4
WGIR	-FM	AOR	101.1	Manchester, NH	0.4 / 1.8
WHEB	-FM	AOR	100.3	Portsmouth, NH	0.4 / 1.0
WHJY	-FM	AOR	94.1	Providence, RI	0.4 / 1.6
WNNW	-AM	SP	1110	Salem, NH	0.3 / 0.6
WOKQ	-FM	C	97.5	Portsmouth, NH	0.3 / 1.0
WXLO	-FM	AC	104.5	Fitchburg	0.4 / 2.2

RADIO STATIONS

WBZ	1030	50 KW (DA-1)	News	ABC	\$310.00	(Group W)	CBS/Westinghouse
WBNW	590	5 KW (DA-1)	Business News	ABC	\$130.00	(—)	
WEEI	850	50 KW (DA-2)	Sports	ABC, AP	\$140.00	(Eastman)	Amer. Radio Systems
WILD	1090	5 KW (DAYS)	Black	AURN, ABC	\$ 52.00	(Roslin)	
WRKO	680	50 KW (DA-2)	Talk	Westwd, CBS	\$180.00	(Eastman)	Amer. Radio Systems
WXKS	1430	5 KW/1 KW (DA-N)	Standards	Westwd	\$ 50.00	(Katz)	Evergreen
WAAF-F	107.3	19 KW @ 822	AOR		\$ 95.00	(D&R)	Zapis
WBCN-F	104.1	21 KW @ 771	AOR		\$350.00	(Torbet)	Infinity
WBCS-F	98.9	9 KW @ 1152	Country		\$ 90.00	(Mc-Guild)	Greater Media
WBMX-F	98.5	9 KW @ 1145	AC		\$245.00	(Christal)	Amer. Radio Systems
WBOS-F	92.9	9 KW @ 1152	AOR-PROG.		\$155.00	(MMR)	Granum
WEGQ-F	93.7	34 KW @ 587	Oldies - 70's		\$ 98.00	(K & P)	Amer. Radio Systems
WKLB-F	105.7	9 KW @ 1145	Country		\$100.00	(Christal)	Evergreen
WCRB-F	102.5	15 KW @ 925	Classical		\$110.00	(CMBS)	
WFNX-F	101.7	1.7 KW @ 449	AOR - New Rock		\$ 60.00	(Torbet)	
WJMN-F	94.5	12 KW @ 1053	CHR		\$185.00	(Katz)	Evergreen
WMJX-F	106.7	21 KW @ 771	AC		\$190.00	(Mc-Guild)	Greater Media
WODS-F	103.3	16 KW @ 887	Oldies		CBS \$200.00	(CBS)	CBS/Westinghouse
WPLM-F	99.1	50 KW @ 430	Jazz		Westwd \$ 45.00	(D&R)	
WAOZ-F	99.5	32 KW @ 600	Jazz		\$150.00	(MMR)	Granum
WXKS-F	107.9	21 KW @ 771	CHR		\$310.00	(Katz)	Evergreen
WZLX-F	100.7	21 KW @ 771	Classic AOR		Westwd \$240.00	(Christal)	Infinity

WAAF-F - See Worcester

NOTES: Granum sold these stations to Infinity: WBOS-F for \$41,000,000 and WSSH-F for \$36,000,000. . .

BUFFALO-NIAGARA FALLS

Arbitron Rank:	40	Stations:	25 / 24	Last Year's Revenue:	\$38,200,000
Pop (12+):	991,600	Diaries: 2677 / 370 :	1/ 60.4 %	Household Income:	\$43,381
MSA Rank:	45	Sample Target:	2,420	Retail Dollars:	\$10.2 Bil
MSA Pop: 1,190,000 DMA # 39		% Below Line:	0.8	Pop per Station:	41,317
Average Person Ratings:	16.9	% Not Listed:	9.5	#1 Biller: WBEN Rev:	\$5,500,000
Market TSL In Hours:	22.50			#1 Billing Portfolio:	River City duop \$12,400,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1 WYRK -FM C	169 / 10.1	10.3	9.1	9.9	10.8	9.9	1864 / 18.8	18.6	17.9	F	WYRK -FM
2 WBEN -AM FS/T	146 / 8.7	10.0	8.2	7.6	8.7	8.6	2047 / 20.6	28.7	21.3	G	WBEN -AM
3 WJYE -FM SAC	140 / 8.3	8.8	6.1	6.4	8.5	7.4	1908 / 19.2	19.6	19.2	E	WJYE -FM
4 WKSE -FM CHR	118 / 7.0	6.9	7.5	8.6	6.3	7.5	2217 / 22.4	22.6	19.9	E	WKSE -FM
5 WHTT -FM O	114 / 6.8	6.7	7.0	6.5	6.1	6.8	1895 / 19.1	19.2	19.1	F	WHTT -FM
6 WGRF -FM AOR/CL	114 / 6.8	6.7	7.4	5.9	4.7	6.7	1531 / 15.4	15.7	14.3	E	WGRF -FM
7 WECK -AM ST	110 / 6.6	5.9	4.9	6.5	5.2	6.0	1189 / 12.0	10.5	10.9	A	WECK -AM
8 WGR -AM T	104 / 6.2	4.8	4.4	6.3	6.5	5.4	1867 / 18.8	18.1	20.3	D	WGR -AM
9 WBLK -FM B	101 / 6.0	5.8	4.9	4.9	6.3	5.4	1002 / 10.1	9.8	10.5	D	WBLK -FM
10 WEDG -FM AOR-NR	92 / 5.5	5.1	6.4	5.9	5.2	5.7	1612 / 16.3	15.5	14.5	D	WEDG -FM
11 WMJQ -FM AC/CHR	89 / 5.3	6.1	6.0	5.6	6.3	5.8	1585 / 16.0	17.0	17.1	E	WMJQ -FM
12 WSJZ -FM J	55 / 3.3	4.1	4.4	4.4	3.3	4.1	925 / 9.3	10.2	12.1	C	WSJZ -FM
13 WNUC -FM C	25 / 1.5	1.0	1.5	2.0	1.0	1.5	631 / 6.4	5.5	4.4	B	WNUC -FM
14 WDCX -FM REL	17 / 1.0	0.9	1.3	0.5	0.8	0.9	291 / 2.9	3.6	3.3		WDCX -FM
15 CKEY -FM AOR	16 / 1.0	1.4	2.1	2.3	3.0	1.7	554 / 5.6	7.4	9.5		CKEY -FM
16 WWWS -AM B/O	15 / 0.9	0.6	1.8	1.3	0.9	1.5	275 / 2.8	2.2	4.0		WWWS -AM

12+ FM Share (Metro): 70.93 % (1076 of 1517) (Winter 95: 71.17 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WKSE-FM >	1 WGRF-FM <	1 WGRF-FM	1 WGRF-FM <	1 WYRK-FM	1 WBEN-AM <	1 WBEN-AM	1 WJYE-FM	1 WYRK-FM	1 WKSE-FM	1 WBEN-AM <
2 WEDG-FM	2 WYRK-FM <	2 WYRK-FM <	2 WYRK-FM <	2 WHTT-FM <	2 WYRK-FM	2 WYRK-FM	2 WYRK-FM <	2 WJYE-FM	2 WBLK-FM	2 WYRK-FM
3 WBLK-FM >>	3 WKSE-FM <	3 WJYE-FM <	3 WHTT-FM <	3 WJYE-FM	3 WECK-AM <	3 WGR-AM <	3 WECK-AM <	3 WKSE-FM <	3 WEDG-FM <	3 WGR-AM
	4 WBLK-FM	4 WHTT-FM	4 WJYE-FM	WGRF-FM >	4 WJYE-FM	4 WJYE-FM	4 WGRF-FM <	4 WGR-AM <	4 WYRK-FM	4 WBLK-FM
	5 WJYE-FM <	5 WKSE-FM <	5 WMJQ-FM	5 WMJQ-FM	5 WGR-AM <	5 WGRF-FM <	5 WBEN-AM	5 WECK-AM <	5 WGR-AM	5 WGRF-FM <
	6 WYRK-FM <	6 WEDG-FM <	6 WBLK-FM <	6 WGR-AM <	6 WHTT-FM >	6 WHTT-FM	6 WHTT-FM	6 WBEN-AM <	6 WGRF-FM <	6 WEDG-FM
	7 WMJQ-FM <	7 WBLK-FM <	7 WGR-AM <	7 WBEN-AM <		WKSE-FM	7 WMJQ-FM	7 WGRF-FM <	7 WBEN-AM	WHTT-FM
	8 WHTT-FM >	8 WMJQ-FM	8 WKSE-FM <	8 WBLK-FM		8 WBLK-FM <	8 WGR-AM	8 WHTT-FM <	8 WJYE-FM <	
			9 WEDG-FM <	9 WKSE-FM		9 WEDG-FM		9 WEDG-FM	9 WHTT-FM	
			10 WBEN-AM					10 WMJQ-FM		
								11 WBLK-FM >		

Wom 18-24	Wom 18-34	Wom 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-FM >	1 WKSE-FM	1 WGRF-FM <	1 WJYE-FM	1 WJYE-FM	1 WEDG-FM	1 WEDG-FM <	1 WGRF-FM	1 WGRF-FM >	1 WGRF-FM
2 WBLK-FM	2 WBLK-FM	2 WBLK-FM	2 WKSE-FM <	2 WYRK-FM <	2 WGRF-FM >	2 WGRF-FM >	2 WEDG-FM	2 WHTT-FM <	2 WHTT-FM <
3 WEDG-FM <	3 WJYE-FM <	3 WJYE-FM <	3 WMJQ-FM	3 WMJQ-FM	3 WBLK-FM	3 WHTT-FM <	3 WHTT-FM <	3 WEDG-FM <	3 WYRK-FM
4 WJYE-FM <	4 WMJQ-FM	4 WMJQ-FM <	4 WYRK-FM <	4 WHTT-FM	WKSE-FM >	4 WBLK-FM	4 WGR-AM	4 WYRK-FM	4 WGR-AM
5 WMJQ-FM >>	5 WGRF-FM	5 WKSE-FM	5 WBLK-FM <	5 WBLK-FM <		5 WKSE-FM	5 WYRK-FM >	5 WGR-AM	5 WBEN-AM
	6 WEDG-FM	6 WYRK-FM >	6 WHTT-FM	6 WKSE-FM <		WYRK-FM	6 WBLK-FM	6 WBEN-AM	6 WEDG-FM
	7 WYRK-FM >	WHTT-FM >	7 WGRF-FM >	7 WGRF-FM		WGR-AM >		7 WBLK-FM <	7 WJYE-FM
		8 WEDG-FM						8 WJYE-FM <	

BUFFALO-NIAGARA FALLS

Consolidation Report 12+ 25-54 Revenue

Metro Cume
Share Rating

Amer. Radio Systems			
WECK-AM			
WJYE-FM			
WYRK-FM			
Combined	25.0%	23.0%	22.8%
Evergreen			
WHTT-AM			
WHTT-FM			
WSJZ-FM			
Combined	10.7%	14.8%	16.8%
Mercury			
WEDG-FM			
WGRF-FM			
Combined	12.3%	15.0%	16.0%
River City			
WBEN-AM			
WWKB-AM			
WKSE-FM			
WMJQ-FM			
Combined	21.5%	18.5%	32.5%
	69.4%	71.3%	88.1%

Other Rated Stations

CFNY	-FM	AOR-NR	102.1	Toronto	0.7 / 3.9
WHLN	-AM	ST	1270	Niagara Falls	0.7 / 2.4
WHTT	-AM	O	1120	Buffalo	0.6 / 1.8
WJLJ	-AM	O	1440	Niagara Falls	0.4 / 1.3
WLVL	-AM	T	1340	Lockport	0.5 / 1.6
WUFO	-AM	B	1080	Amherst	0.8 / 1.9
WWKB	-AM	C	1520	Buffalo	0.4 / 2.7
WXRL	-AM	C	1300	Lancaster	0.6 / 2.6
CHTZ	-FM	AOR	97.7	St. Catharines, ONT	0.8 / 3.4

RADIO STATIONS

WBEN	930	5 KW (DA-N)	Full Service	CBS	\$ 78.00	(D&R)	River City
WECK	1230	1 KW	Standards	Westwd	\$ <20.00	(Mc-Guild)	Amer. Radio Systems
WGR	550	5 KW (DA-N)	News/Talk	ABC	\$ 52.00	(Katz)	
WWKB	1520	50 KW (DA-1)	Country	ABC, CNN	\$ 25.00	(D&R)	River City
WBLK-F	93.7	50 KW @ 400	Black	CBS	\$ 47.00	(MMR)	Amer. Radio Systems
WDCX-F	99.5	110 KW @ 640	Religion	NA	(—)		Crawford
WEDG-F	103.3	49 KW @ 340	AOR-NR	CBS	\$ 51.00	(Katz)	Mercury
WGRF-F	96.9	24 KW @ 712	AOR - Classic		\$ 67.00	(Katz)	Mercury
WHTT-F	104.1	50 KW @ 390	Oldies		\$ 85.00	(MMR)	Evergreen
WJYE-F	96.1	47 KW @ 505	Soft AC	Westwd	\$ 76.00	(Mc-Guild)	Amer. Radio Systems
WKSE-F	98.5	46 KW @ 420	CHR		\$ 61.00	(D&R)	River City
WMJQ-F	102.5	110 KW @ 1340	AC/CHR		\$ 66.00	(D&R)	River City
WNUC-F	107.7	12 KW @ 800	Country	Westwd	\$ 25.00	(—)	(Wethersfield)
WSJZ-F	92.9	91 KW @ 580	Jazz		\$ 45.00	(Eastman)	Evergreen
WYRK-F	106.5	50 KW @ 466	Country		\$ 94.00	(Christal)	Amer. Radio Systems

NOTES: WHTT A/F sold by Evergreen to Mercury for \$19,500,000 (Star). . . WSJZ-F sold by Evergreen to Amer. Radio Systems for \$12,500,000 (Star). . .
WBEN, WWKB, WMJQ-F and WKSE-F sold by River City to Sinclair TV. . .

CHARLESTON SC

Arbitron Rank: 87	Stations: 25 / 23	Last Year's Revenue: \$14,400,000
Pop (12+): 413,700	Diaries: 1139 / 363 :1/ 61.5 %	Household Income: \$41,152
MSA Rank: 98	Sample Target: 1,035	Retail Dollars: \$4.4 Bil
MSA Pop: 520,000 DMA # 108	% Below Line: 1.1	Pop per Station: 17,987
Average Person Ratings: 17.2	% Not Listed: 13.2	#1 Biller: WEZL-F Rev: \$2,700,000
Market TSL in Hours: 22.50		#1 Billing Portfolio:
		Wicks duop \$3,700,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WWWZ -FM	B	80 / 11.2	11.2	12.6	13.2	11.6	12.1	847 / 20.5	20.6	20.8	C WWW -FM
2	WEZL -FM	C	59 / 8.3	8.9	9.8	11.4	8.8	9.6	778 / 18.8	18.5	20.5	D WEZL -FM
3	WAVF -FM	AOR	56 / 7.9	9.0	8.9	8.7	8.1	8.6	803 / 19.4	15.9	18.2	D WAVF -FM
4	WSSX -FM	CHR	50 / 7.0	7.4	4.7	4.4	5.8	5.9	735 / 17.8	19.0	17.4	C WSSX -FM
5	WBUB -FM	C	48 / 6.7	5.8	5.1	7.0	5.7	6.2	710 / 17.2	16.6	17.7	C WBUB -FM
6	WTMA -AM	N/T	43 / 6.0	7.7	7.0	5.1	5.8	6.5	521 / 12.6	13.7	11.1	C WTMA -AM
7	WXLY -FM	O	31 / 4.4	4.8	4.8	4.8	4.7	4.7	561 / 13.6	13.0	13.3	B WXLY -FM
8	WMGL -FM	B/AC	30 / 4.2	4.1	3.8	4.9	5.4	4.3	421 / 10.2	9.3	11.2	A WMGL -FM
9	WYBB -FM	CL AOR	29 / 4.1	4.4	6.0	3.8	2.9	4.6	496 / 12.0	13.0	11.9	B WYBB -FM
10	WSUY -FM	SAC	28 / 3.9	5.2	4.4	4.5	5.4	4.5	474 / 11.5	10.7	11.5	B WSUY -FM
11	WPAL -AM	B	26 / 3.7	3.7	2.9	1.9	2.8	3.1	279 / 6.7	6.9	6.9	A WPAL -AM
	WSSP -FM	ST	26 / 3.7	2.9	3.8	3.2	3.2	3.4	285 / 6.9	6.8	5.3	A WSSP -FM
13	WPAL -FM	B	16 / 2.2	1.8	2.7	1.4	1.2	2.0	309 / 7.5	7.2	4.3	A WPAL -FM
14	WTUA -FM	G	14 / 2.0	1.5	1.6	1.0	2.6	1.5	108 / 2.6	2.9	2.1	A WTUA -FM
	WXTC -FM	AC	14 / 2.0	1.4	2.5	3.5	3.0	2.4	284 / 6.9	7.9	12.0	B WXTC -FM
16	WJUK -FM	O	12 / 1.7	0.7	1.5	1.3	1.4	1.3	276 / 6.7	6.6	6.5	A WJUK -FM

12+ FM Share (Metro): 85.11 % (526 of 618) (Winter 95: 83.1 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WWWZ-F >>	1 WAVF-FM <	1 WWWZ-F	1 WWWZ-F	1 WWWZ-F <	1 WEZL-FM <	1 WWWZ-F	1 WTMA-AM	1 WWWZ-F	1 WWWZ-F >>	1 WEZL-FM
2 WSSX-FM <	2 WWWZ-F	2 WAVF-FM	2 WSSX-FM <	2 WEZL-FM <	2 WTMA-AM >	2 WEZL-FM <	2 WEZL-FM	2 WAVF-FM <	2 WAVF-FM >	2 WWWZ-F
3 WAVF-FM	3 WSSX-FM >	3 WSSX-FM	3 WEZL-FM	3 WSSX-FM	3 WSSP-FM <	3 WAVF-FM	WWWZ-F <	3 WEZL-FM <	3 WEZL-FM <	3 WPAL-AM <
4 WBUB-FM <	4 WEZL-FM	4 WAVF-FM	4 WAVF-FM	4 WAVF-FM <	4 WXLY-FM	4 WSSX-FM <	4 WSSX-FM <	4 WSSX-FM <	4 WBUB-FM <	4 WMGL-FM <
5 WEZL-FM >	5 WBUB-FM	5 WBUB-FM <	5 WBUB-FM <	5 WBUB-FM <	5 WPAL-AM <	5 WBUB-FM <	5 WAVF-FM <	5 WBUB-FM	5 WSSX-FM	5 WBUB-FM <
	6 WYBB-FM <	6 WMGL-FM <	6 WMGL-FM <	6 WMGL-FM	6 WBUB-FM <	6 WTMA-AM <	6 WBUB-FM <	6 WTMA-AM		6 WTUA-FM >
	7 WMGL-FM	7 WYBB-FM	7 WXLY-FM <	7 WWWZ-F	7 WYBB-FM	7 WXLY-FM <	7 WXLY-FM	7 WXLY-FM		
			8 WYBB-FM <			8 WSUY-FM				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WWWZ-F	1 WWWZ-F	1 WSSX-FM	1 WWWZ-F	1 WSSX-FM	1 WAVF-FM >	1 WAVF-FM	1 WWWZ-F	1 WWWZ-F <	1 WWWZ-F <
2 WAVF-FM >	2 WAVF-FM	2 WWWZ-F	2 WSSX-FM	2 WWWZ-F	2 WWWZ-F <	2 WWWZ-F	2 WEZL-FM	2 WAVF-FM	2 WEZL-FM
3 WSSX-FM >	3 WSSX-FM >>	3 WAVF-FM	3 WAVF-FM	3 WEZL-FM	3 WBUB-FM	3 WEZL-FM <	WSSX-FM <	3 WEZL-FM <	3 WBUB-FM
4 WBUB-FM >	4 WBUB-FM	4 WMGL-FM	4 WEZL-FM	4 WXLY-FM	4 WYBB-FM	4 WBUB-FM <	4 WAVF-FM >	4 WBUB-FM <	4 WAVF-FM <
5 WSUY-FM <	5 WSUY-FM	5 WXLY-FM <	5 WMGL-FM	5 WMGL-FM	5 WPAL-FM	5 WSSX-FM	5 WBUB-FM >	5 WYBB-FM	5 WYBB-FM <
6 WMGL-FM	6 WEZL-FM	6 WBUB-FM <	WAVF-FM <		6 WEZL-FM	6 WYBB-FM		6 WSSX-FM <	6 WSSX-FM <
7 WEZL-FM >		7 WMGL-FM <	7 WSUY-FM		7 WTMA-AM >			7 WTMA-AM	7 WTMA-AM <
		8 WSUY-FM >	8 WBUB-FM >						8 WMGL-FM

CHARLESTON SC

Consolidation Report 12+ 25-54 Revenue

EBE			
WSSP-FM			
WXTC-AM			
WXTC-FM			
Combined	6.0%	4.2%	5.6%
Local			
WQIZ-AM			
WBUB-FM			
WJUK-FM			
Combined	9.8%	10.2%	11.1%
Mayo-Wicks, pending			
WTMA-AM			
WTMZ-AM			
WSUY-FM			
WSSX-FM			
WMGL-FM			
WWWZ-FM			
Combined	32.5%	32.8%	39.5%
Regent			
WEZL-FM			
WXLY-FM			
Combined	12.6%	14.0%	24.6%
	61.0%	61.2%	80.8%

Other Rated Stations

						Metro Share	Cume Rating
WHBZ	-FM	B	99.7	Pt. Royal		1.1 / 2.4	
WMCJ	-AM	?	950	Moncks Corner		1.0 / 1.1	
WNST	-FM	AC/CHR	105.3	Moncks Corner		1.4 / 4.4	
WQIZ	-AM	REL	810	St. George		1.4 / 1.9	
WWBZ	-FM	B	98.9	McClelland		1.0 / 2.7	
WXTC	-AM	SPRTS	1390	Charleston		0.4 / 2.4	
WZJY	-AM	REL	1480	Mt. Pleasant		1.1 / 2.5	
WHLZ	-FM	C	92.5	Manning		0.7 / 3.7	
WWDM	-FM	B	101.3	Sumter		0.4 / 1.6	

RADIO STATIONS

WPAL	730	1 KW/103 W	Black	ABC, AURN	\$<20.00	(K & P)	
WQIZ	810	5 KW (DAYS)	Gospel	AURN	\$ 14.00	(Eastman)	(St. George)
WTMA	1250	5 KW/1 KW (DA-N)	News/Talk	Westwd, ABC	\$ 34.00	(Katz)	Wicks
WZJY	1480	880 W/44 W	Gospel	CNN, Westwd	\$<20.00	(--)	(Mt. Pleasant)
WAVF-F	96.1	100 KW @ 538	AOR		\$ 45.00	(Christal)	
WBUB-F	107.5	100 KW @ 984	Country		\$ 39.00	(Mc-Guild)	(St. George)
WEZL-F	103.5	100 KW @ 661	Country	Westwd	\$ 57.00	(Banner)	Regent
WJUK-F	104.5	28 KW @ 656	Oldies - 70's		\$ 17.00	(McGuild)	(Mt. Pleasant)
WMGL-F	101.7	7 KW @ 423	Black/AC	ABC	\$<20.00	(D & R)	Mayo
WHBZ-F	99.7	100 KW @ 1210	See WWBZ-F				(Port Royal)
WSSX-F	95.1	100 KW @ 1000	CHR/AC		\$ 30.00	(Katz)	Wicks
WSSP-F	94.3	3 KW @ 480	Standards	SMN	\$<20.00	(McGuild)	EBE
WSUY-F	100.5	18 KW @ 394	Soft AC	Westwd	\$ 25.00	(Katz)	Wicks
WTUA-F	105.9	6 KW @ 328	Gospel	AURN	\$<20.00	(--)	(St. Stephens)
WWWZ-F	93.3	50 KW @ 492	Black	AURN	\$ 38.00	(D & R)	Mayo
WWBZ-F	98.9	50 KW @ 492	Black		NA	(--)	
WXLY-F	102.5	100 KW @ 1000	Oldies	Westwd	\$ 28.00	(Banner)	Regent
WXTC-F	96.9	100 KW @ 1770	AC		\$<20.00	(Mc-Guild)	EBE
WYBB-F	98.1	50 KW @ 479	Classic AOR		\$ 21.00	(Eastman)	Martin
							(Folly Beach)

NOTES: WXTC-F, WSSP-F sold to Dudley for \$2,700,000. . . WBUB-F sold to Dudley for \$2,550,000. . .

CHARLOTTE

Arbitron Rank: 37	Stations: 25 / 21	Last Year's Revenue: \$56,000,000
Pop (12+): 1,077,400	Diaries: 2390 / 451 :1/ 53.3 %	Household Income: \$45,872
MSA Rank: 43	Sample Target: 2,230	Retail Dollars: \$12.0 Bil
MSA Pop: 1,290,000 DMA # 28	% Below Line: 3.3	Pop per Station: 51,304
Average Person Ratings: 14.8	% Not Listed: 15.1	#1 Biller: WSOC-F Rev: \$9,000,000
Market TSL In Hours: 19.50		#1 Billing Portfolio: Evergreen duop+ \$18,700,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level		
1	WPEG -FM	B	184 / 11.5	9.0	8.9	9.5	10.5	9.7	1834 / 17.0	17.3	16.3	G	WPEG -FM
2	WSOC -FM	C	150 / 9.4	10.6	9.5	10.5	10.0	10.0	2185 / 20.3	21.7	23.3	H	WSOC -FM
3	WBT -AF	FS	121 / 7.6	6.2	6.5	8.2	6.8	7.1	1814 / 16.8	15.1	16.2	G	WBT -AF
4	WRFX -FM	AOR	119 / 7.4	7.3	8.3	8.4	8.6	7.9	1970 / 18.3	20.3	20.7	H	WRFX -FM
5	WTDR -FM	C	108 / 6.8	5.8	6.0	7.0	5.2	6.4	1664 / 15.4	16.8	13.6	F	WTDR -FM
6	WLYT -FM	SAC	89 / 5.6	7.4	5.2	5.2	5.7	5.9	1481 / 13.7	16.7	13.8	E	WLYT -FM
7	WMMG -FM	O	77 / 4.8	4.1	6.0	4.6	5.1	4.9	1370 / 12.7	13.5	13.2	F	WMMG -FM
8	WWSN -FM	AC	73 / 4.6	5.3	5.7	4.4	5.0	5.0	1673 / 15.5	15.1	16.4	F	WWSN -FM
	WEDJ -FM	CHR	73 / 4.6	4.3	5.1	4.7	5.4	4.7	1752 / 16.3	15.1	15.6	D	WEDJ -FM
10	WBAV -FM	B/AC	72 / 4.5	4.4	4.8	3.7	3.9	4.4	1009 / 9.4	10.4	9.5	C	WBAV -FM
11	WSSS -FM	O-70s	55 / 3.4	4.3	4.2	4.3	3.8	4.1	1169 / 10.9	11.2	13.4	F	WSSS -FM
	WEND -FM	AOR-NR	55 / 3.4	2.3	3.1	1.8	1.5	2.7	987 / 9.0	8.0	3.2		WEND -FM
13	WIST -FM	ST	39 / 2.4	2.0	2.6	2.1	0.1	2.3	539 / 5.0	3.8	0.6	A	WIST -FM
14	WCCJ -FM	J	23 / 1.4	1.6	0.7	0.6	0.4	1.1	358 / 3.3	3.0	0.8	A	WCCJ -FM

12+ FM Share (Metro): 87.98 % (1193 of 1358) (Winter 95: 86.54 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WPEG-FM >	1 WPEG-FM >	1 WPEG-FM	1 WPEG-FM <	1 WPEG-FM <	1 WBT-AF <	1 WRFX-FM >	1 WBT-AF	1 WPEG-FM >	1 WPEG-FM >>	1 WSOC-FM <
2 WEDJ-FM >	2 WRFX-FM >	2 WRFX-FM	2 WRFX-FM <	2 WRFX-FM	2 WSOC-FM >	2 WSOC-FM <	2 WSOC-FM	2 WSOC-FM <	2 WTDR-FM <	2 WPEG-FM >>
3 WEND-FM	3 WTDR-FM <	3 WSOC-FM	3 WSOC-FM >	WSOC-FM >	3 WMMG-F	3 WPEG-FM	3 WPEG-FM <	3 WTDR-FM	3 WEDJ-FM <	3 WMMG-F <
	4 WSOC-FM	4 WTDR-FM	4 WTDR-FM <	4 WTDR-FM <	4 WLYT-FM <	4 WBT-AF <	4 WLYT-FM <	4 WBT-AF	4 WSOC-FM	4 WBT-AF
	5 WEDJ-FM	5 WWSN-FM <	5 WWSN-FM <	5 WWSN-FM	5 WPEG-FM <	5 WWSN-FM <	5 WRFX-FM <	5 WMMG-F <	5 WBAV-FM	5 WTDR-FM
	6 WEND-FM <	6 WBAV-FM <	6 WBAV-FM	WMMG-F	6 WTDR-FM	6 WTDR-FM <	6 WTDR-FM	6 WEDJ-FM	6 WBT-AF	
	7 WWSN-FM	7 WLYT-FM	7 WLYT-FM	7 WLYT-FM		7 WLYT-FM	7 WMMG-F	WLYT-FM		
	8 WLYT-FM	8 WEDJ-FM <	WMMG-F <	WBT-AF <			8 WRFX-FM			
			9 WBT-AF <	9 WBAV-FM						

Wom 18-24	Wom 18-34	Wom 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-FM >	1 WPEG-FM >	1 WPEG-FM >	1 WPEG-FM >	1 WPEG-FM	1 WPEG-FM	1 WRFX-FM <	1 WRFX-FM	1 WRFX-FM	1 WRFX-FM
2 WTDR-FM >	2 WTDR-FM	2 WWSN-FM <	2 WSOC-FM <	2 WSOC-FM <	2 WRFX-FM >	2 WPEG-FM >	2 WPEG-FM >	2 WPEG-FM	2 WPEG-FM <
3 WEDJ-FM <	3 WWSN-FM	3 WSOC-FM <	3 WWSN-FM <	3 WWSN-FM <	3 WEND-FM	3 WEND-FM <	3 WSOC-FM <	3 WSOC-FM	3 WSOC-FM
4 WLYT-FM	4 WLYT-FM	4 WLYT-FM <	4 WTDR-FM <	4 WLYT-FM	4 WEDJ-FM <	4 WSOC-FM	4 WEND-FM	4 WTDR-FM <	4 WBT-AF
5 WRFX-FM	5 WRFX-FM <	5 WRFX-FM <	5 WLYT-FM <	5 WTDR-FM <	5 WTDR-FM <	5 WEDJ-FM <	5 WEDJ-FM <	5 WBT-AF	5 WTDR-FM <
6 WBAV-FM <	6 WEDJ-FM	6 WTDR-FM <	6 WRFX-FM <	6 WBAV-FM	6 WSOC-FM >>	6 WTDR-FM >	6 WBT-AF <	6 WEND-FM	6 WMMG-F
7 WWSN-FM <	WSOC-FM	7 WEDJ-FM <	7 WBAV-FM	WMMG-F <			7 WTDR-FM <	7 WBAV-FM <	7 WBAV-FM <
8 WSOC-FM >	8 WBAV-FM	8 WSSS-FM	8 WEDJ-FM	8 WRFX-FM			8 WSSS-FM >		8 WSSS-FM

CHARLOTTE

Consolidation Report	12+	25-54	Revenue
Dalton			
WWMG-FM			
WEND-FM			
Combined	8.3%	9.1%	8.2%
Evergreen			
WRFX-FM			
WPEG-FM			
WFNZ-AM			
WEDJ-FM			
WBAV-FM			
WBAV-AM			
Combined	29.4%	30.5%	33.4%
EZ			
WSSS-FM			
WSOC-FM			
Combined	12.8%	14.3%	23.2%
Jefferson-Pilot			
WWSN-FM			
WBT-FM			
WBT-AM			
Combined	12.1%	11.8%	18.8%
SFX			
WTDR-FM			
WLYT-FM			
Combined	12.3%	12.4%	13.6%
	74.9%	78.1%	97.2%

Other Rated Stations

						Metro Share	Cume Rating
WBAV	-AM	B/O	1600	Charlotte		0.8 / 1.8	
WFNZ	-AM	SPRTS	610	Charlotte		0.6 / 2.3	
WGSP	-AM	REL	1310	Charlotte		0.8 / 1.1	
WIST	-AM	ST	1480	Charlotte		0.4 / 1.0	
WLTC	-AM	REL	1370	Gastonia		0.4 / 0.5	
WXRC	-FM	AOR	95.7	Hickory		1.2 / 5.2	
WFMX	-FM	C	105.7	Statesville		1.1 / 3.6	
WJMH	-FM	B	102.1	Reidsville		0.4 / 1.4	
WKRR	-FM	AOR	92.3	Asheboro		0.4 / 1.6	
WMIT	-FM	REL	106.9	Black Mountain		1.4 / 5.4	

RADIO STATIONS

Call Letters	Freq	Power	Service	Advertiser	Agency	Station	Location
WBT	1110	50 KW (DA-N)	Full Service/Talk	CBS \$ 108.00	(Banner)	Jefferson-Pilot	
WBAV-F	101.9	100 KW @ 988	Black AC	AURN \$ 49.00	(Katz)	Evergreen	
WEDJ-F	95.1	100 KW @ 1542	CHR	Source \$ 50.00	(Eastman)	Evergreen	
WSSS-F	104.7	100 KW @ 1210	Oldies - 70's	\$ 80.00	(-)	EZ	
WPEG-F	97.9	95 KW @ 1610	Black	CBS, Westwd \$ 127.00	(Katz)	Evergreen	
WEND-F	106.5	100 KW @ 1003	AOR-NR	\$ 30.00	(Southern)	Dalton	(Salisbury)
WLYT-F	102.9	31 KW @ 1535	Soft AC	ABC, UNISTR \$ 74.00	(Christal)	SFX	(Hickory)
WIST-F	106.1	20 KW @ 364	Standards	SMN, ABC \$ 25.00	(-)		(Waxhaw, SC)
WRFX-F	99.7	84 KW @ 1056	AOR	\$ 158.00	(Mc-Guild)	Evergreen	
WSOC-F	103.7	100 KW @ 1059	COUNTRY	\$ 175.00	(D&R)	EZ	
WTDR-F	98.9	100 KW @ 1548	COUNTRY	\$ 90.00	(Christal)	SFX	(Statesville)
WWMG-F	96.1	100 KW @ 1745	OLDIES	CBS \$ 82.00	(Katz)	Dalton	(Shelby)
WWSN-F	107.9	100 KW @ 1694	AC/CHR	\$ 90.00	(Banner)	Jefferson-Pilot	
WXRC-F	95.7	100 KW @ 1020	AOR	ABC \$ 34.00	(-)		(Hickory)

Miscellaneous: WSIC, WFMX-F (Statesville) sold by Adventure to Benchmark for \$9,600,000 (Bergner) . . .

CHATTANOOGA

Arbitron Rank:	100	Stations:	24 / 22	Last Year's Revenue:	\$16,000,000
Pop (12+):	380,600	Diaries:	1481 / 257 :1/ 58.0 %	Household Income:	\$37,511
MSA Rank:	112	Sample Target:	1,430	Retail Dollars:	\$4.5 Bil
MSA Pop:	444,000 DMA # 82	% Below Line:	0.8	Pop per Station:	17,300
Average Person Ratings:	15.5	% Not Listed:	15.62	#1 Biller: WUSY-F	Rev: \$5,200,000
Market TSL in Hours:	20.75			#1 Billing Portfolio:	
					Colonial: WUSY-F \$5,200,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level		
1	WUSY -FM	C	124 / 21.1	22.8	19.5	20.2	22.9	20.9	1386 / 36.4	36.7	36.9	G	WUSY -FM
2	WDEF -FM	SAC	47 / 8.0	10.4	10.4	9.6	9.8	9.6	679 / 17.8	21.3	21.0	D	WDEF -FM
3	WSKZ -FM	AOR/CL	46 / 7.8	7.6	9.9	9.2	7.1	8.6	664 / 17.4	21.3	17.8	D	WSKZ -FM
4	WJTT -FM	B	43 / 7.3	7.1	6.9	5.8	6.6	6.8	423 / 11.1	11.1	11.5	C	WJTT -FM
5	WLMX -FM	AC	25 / 4.2	3.3	3.0	4.6	4.0	3.8	365 / 9.6	10.3	11.2	C	WLMX -FM
6	WZST -FM	CHR	24 / 4.1	5.0	3.8	5.3	5.0	4.6	564 / 14.8	14.2	10.3	B	WZST -FM
7	WOGT -FM	O	20 / 3.4	3.3	3.3	2.4	2.1	3.1	369 / 9.7	9.6	7.4	B	WOGT -FM
	WGOW -AM	T	20 / 3.4	2.5	4.0	2.7	3.1	3.2	286 / 7.5	6.8	8.2	A	WGOW -AM
	WDOD -FM	C	20 / 3.4	4.0	4.3	4.1	4.5	4.0	447 / 11.7	13.2	16.7	B	WDOD -FM
10	WDOD -AM	ST	18 / 3.1	3.0	2.1	3.8	1.4	3.0	215 / 5.7	5.2	4.6	A	WDOD -AM
	WKXJ -FM	CHR	18 / 3.1	2.3	3.1	3.2	3.4	3.0	401 / 10.5	9.4	9.0	A	WKXJ -FM
12	WNOO -AM	B	17 / 2.9	3.6	3.5	3.1	3.1	3.3	180 / 4.7	4.6	4.6	A	WNOO -AM
13	WFXS -FM	T	16 / 2.7	3.1	2.6	1.4	2.3	2.5	314 / 8.2	7.2	7.3	A	WFXS -FM
14	WSGC -FM	C	12 / 2.0	0.0	1.0	1.0	0.8	0.0	203 / 5.3	0.0	5.7		WSGC -FM
15	WMPZ -FM	B/AC	10 / 1.7	1.5	1.7	1.2	2.3	1.5	199 / 5.2	3.8	5.2	A	WMPZ -FM
16	WBDX -FM	AC	8 / 1.4	2.0	0.8	1.7	2.3	1.5	170 / 4.5	4.9	6.9	A	WBDX -FM

12+ FM Share (Metro): 82.29 % (409 of 497) (Winter 95: 87.28 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WUSY-FM	1 WUSY-FM	1 WUSY-FM >	1 WUSY-FM >	1 WUSY-FM >>	1 WUSY-FM >>	1 WUSY-FM >>	1 WUSY-FM >>	1 WUSY-FM >>	1 WUSY-FM >	1 WUSY-FM >>
2 WZST-FM	2 WSKZ-FM	2 WSKZ-FM	2 WSKZ-FM >	2 WSKZ-FM	2 WDEF-FM >	2 WDEF-FM	2 WDEF-FM <	2 WSKZ-FM	2 WJTT-FM >	2 WJTT-FM >
3 WJTT-FM >	3 WJTT-FM >	3 WJTT-FM	3 WJTT-FM <	3 WDEF-FM <	3 WSKZ-FM <	3 WSKZ-FM	3 WSKZ-FM	3 WJTT-FM <	3 WZST-FM <	3 WDEF-FM
4 WKXJ-FM >	4 WDEF-FM <	4 WDEF-FM >	4 WDEF-FM	4 WJTT-FM >		4 WJTT-FM >	4 WGOW-A	4 WDEF-FM	4 WSKZ-FM	4 WDOD-AM >
5 WSKZ-FM >	5 WLMX-FM <	5 WLMX-FM	5 WLMX-FM <	5 WLMX-FM <			5 WJTT-FM <	5 WLMX-FM	5 WLMX-FM <	
	6 WZST-FM		6 WOGT-FM				6 WLMX-FM >		6 WKXJ-FM	
	7 WKXJ-FM									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WUSY-FM	1 WUSY-FM	1 WUSY-FM	1 WUSY-FM >	1 WUSY-FM >>	1 WUSY-FM >	1 WUSY-FM	1 WSKZ-FM	1 WUSY-FM >	1 WUSY-FM >
2 WJTT-FM >	2 WJTT-FM >	2 WSKZ-FM	2 WJTT-FM	2 WDEF-FM	2 WZST-FM	2 WSKZ-FM >>	2 WUSY-FM >>	2 WSKZ-FM >>	2 WSKZ-FM >
3 WDEF-FM >	3 WSKZ-FM	WJTT-FM	3 WDEF-FM	3 WJTT-FM	3 WSKZ-FM >	3 WZST-FM <	3 WFXS-FM >	3 WFXS-FM	3 WFXS-FM
4 WKXJ-FM <	4 WLMX-FM <	4 WLMX-FM	4 WSKZ-FM	4 WSKZ-FM	4 WKXJ-FM <	4 WFXS-FM	4 WDEF-FM <	4 WJTT-FM	4 WJTT-FM <
5 WLMX-FM	5 WDEF-FM >	5 WDEF-FM >	5 WLMX-FM >	5 WLMX-FM	5 WJTT-FM >	5 WJTT-FM	5 WLMX-FM		5 WDEF-FM
6 WSKZ-FM	6 WKXJ-FM		6 WOGT-FM	6 WOGT-FM >	6 WDOD-FM >	6 WDOD-FM	WJTT-FM <		
	WZST-FM >					WKXJ-FM <	7 WDOD-FM		

CHATTANOOGA

Consolidation Report 12+ 25-54 Revenue

Bahakel			
WDDO-AM			
WDDO-FM			
WDEF-AM			
WDEF-FM			
Combined	14.9%	12.2%	19.7%
Bloomington			
WGOW-AM			
WSKZ-FM			
WOGT-FM			
Combined	14.6%	18.8%	20.0%
Local			
WFXS-FM			
WBDX-FM			
WNOO-AM			
Combined	7.0%	8.3%	4.2%
Wicks			
WZST-FM			
WLMX-FM			
WCVT-AM			
Combined	8.3%	7.5%	11.6%
	44.8%	46.8%	55.5%

Other Rated Stations

				Metro Share	Cume Rating
WDEF	-AM	T	1370	Chattanooga	0.5 / 1.9
WEPG	-AM	C	910	S. Pittsburg	0.7 / 1.4
WFLI	-AM	REL	1070	Lookout Mtn.	0.7 / 2.3
WQCH	-AM	C	1590	Lafayette, GA	0.8 / 1.3
WSDQ	-AM	C	1190	Dunlap	0.5 / 0.7
WWAM	-AM	REL	820	Jasper	0.5 / 0.9
WALV	-FM	AC	95.3	Cleveland	0.5 / 1.1
WQMT	-FM	C	96.9	Chatsworth, GA	0.3 / 0.8

RADIO STATIONS

WDEF	1370	5 KW (DA-N)	Talk	CBS	(Eastman)		
WDDO	1310	5 KW (DA-N)	Standards	SMN	(\$ <20.00)	Bahakel	
WFLI	1070	50 KW/2.5 KW (DA-2)	Religion	ABC	\$ 14.00	Benns	(Lookout Mtn.)
WGOW	1150	5 KW/1 KW (DA-N)	Talk	Westwd	(\$ <20.00)	Bloomington	
WNOO	1280	5 KW/25 W (DA-N)	Black	AURN	(\$ <20.00)		
WBDX-F	102.7	0.3 KW @ 1375	Religion	SRN	(\$ <20.00)	WFXS duop	(Trenton)
WDEF-F	92.3	100 KW @ 1180	Soft AC	CBS	\$ 53.00	Park	
WDDO-F	96.5	100 KW @ 1076	Country	Westwd	\$ 20.00	Bahakel	
WFXS-F	102.3	6 KW @ 285	Talk	Westwd, TARN	(\$ <20.00)		(Soddy-Daisy)
WJTT-F	94.3	3 KW @ 300	Black		\$ 36.00		(Red Bank)
WKXJ-F	97.3	16 KW @ 866	CHR		(\$ <20.00)		(S. Pittsburg)
WLMX-F	105.5	1.5 KW @ 646	AC	ABC	\$ 41.00	Wicks	(Rossville, GA)
WMPZ-F	93.7	3 KW @ 328	Black/AC	ABC	(\$ <20.00)		(Ringgold, GA)
WOGT-F	107.9	2.9 KW @ 968	Oldies	Westwd	\$ 21.00	Bloomington	(East Ridge)
WSGC-F	101.9	1.3 KW @ 702	Oldies	SMN	\$ 17.00		(Ringgold, GA)
WSKZ-F	106.5	100 KW @ 1076	Classic AOR		\$ 50.00	Bloomington	
WUSY-F	100.7	100 KW @ 1190	Country	Westwd	\$ 94.00	Colonial	
WZST-F	98.1	1 KW @ 794	CHR		\$ 25.00	Wicks	(Signal Mtn.)

NOTES: WDEF A/F sold by Park to Bahakel for \$7,700,000 (MVP)...

CHICAGO

Arbitron Rank:	3	Stations:	38 / 38	Last Year's Revenue:	\$32,000,000
Pop (12+):	6,895,700	Diaries: 6107 / 129 :	1/ 51.5 %	Household Income:	\$55,280
MSA Rank:	3	Sample Target:	5,900	Retail Dollars:	\$78.6 Bil
MSA Pop: 8,610,000 DMA # 3		% Below Line:	0	Pop per Station:	181,466
Average Person Ratings:	18.3	% Not Listed:	10.6	#1 Biller: WGN Rev:	\$35,800,000
Market TSL In Hours:	23.75			#1 Billing Portfolio:	
				Evergreen & West/CBS (tie)	\$66,000,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1 WGN	-AM FS/T	778 / 6.2	60.0	62.0	58.0	71.0	6.1	8684 / 12.6	16.3	14.1	K WGN -AM
2 WGCI	-FM B	768 / 6.1	6.1	6.7	6.0	6.4	6.2	8654 / 12.6	12.3	12.7	J WGCI -FM
3 WVAZ	-FM B/AC	577 / 4.6	3.9	4.1	3.9	3.9	4.1	6499 / 9.4	8.6	8.1	I WVAZ -FM
4 WLIT	-FM SAC	551 / 4.4	4.2	3.7	3.9	4.1	4.1	7922 / 11.5	11.1	10.2	I WLIT -FM
5 WBBM	-FM CHR	507 / 4.0	4.0	4.5	3.9	4.0	4.1	10190 / 14.8	14.6	14.5	I WBBM -FM
6 WBBM	-AM N	468 / 3.7	3.9	3.7	3.8	3.4	3.8	10199 / 14.8	14.5	14.8	J WBBM -AM
7 WUSN	-FM C	456 / 3.6	4.7	4.2	4.7	4.3	4.3	7270 / 10.5	11.6	10.5	K WUSN -FM
8 WNUA	-FM J	447 / 3.6	3.6	3.9	3.5	3.2	3.7	6591 / 9.6	9.6	9.7	I WNUA -FM
9 WOJO	-FM SP	426 / 3.4	3.0	3.4	3.0	2.7	3.2	3960 / 5.7	5.5	5.3	H WOJO -FM
10 WAIT	-AM ST	410 / 3.3	3.1	2.5	1.8	2.4	2.7	2674 / 3.9	3.4	3.0	D WAIT -AM
11 WKQX	-FM AOR-NR	406 / 3.2	3.1	3.4	3.8	3.7	3.4	9056 / 13.1	13.3	15.0	I WKQX -FM
12 WRCX	-FM AOR	403 / 3.2	3.3	3.8	3.1	3.0	3.4	7191 / 10.4	10.5	11.1	I WRCX -FM
13 WXRT	-FM AOR-P	382 / 3.0	2.9	3.1	2.8	2.7	2.9	5066 / 7.3	7.3	7.5	I WXRT -FM
14 WJMK	-FM O	377 / 3.0	3.4	3.4	3.8	3.4	3.4	8080 / 11.7	13.7	12.1	I WJMK -FM
WLS	-AM T	377 / 3.0	2.6	2.8	3.1	2.9	2.9	5369 / 7.8	6.9	7.0	H WLS -AM
16 WMAQ	-AM N	349 / 2.8	2.9	3.1	4.0	3.6	3.2	8719 / 12.6	13.1	14.0	J WMAQ -AM
17 WLUP	-FM T	319 / 2.5	2.8	2.2	2.4	3.2	2.5	4545 / 6.6	7.4	7.8	J WLUP -FM
18 WTMX	-FM AC	318 / 2.5	2.4	2.4	2.1	2.4	2.4	6186 / 9.0	9.1	8.8	I WTMX -FM
19 WCKG	-FM CL AOR	293 / 2.3	2.0	2.5	2.1	2.3	2.2	6553 / 9.5	9.2	9.2	I WCKG -FM
20 WPNT	-FM AC/CHR	260 / 2.1	1.8	2.2	2.1	1.9	2.1	6003 / 8.7	8.8	7.4	H WPNT -FM
21 WEJM	-FM B	229 / 1.8	1.9	2.4	2.3	1.9	2.1	3382 / 4.9	5.6	5.0	E WEJM -FM
22 WYSY	-FM O-70's	209 / 1.7	1.8	1.9	2.1	1.7	1.9	4396 / 6.4	7.4	7.1	F WYSY -FM
23 WSCR	-AM SPRTS	198 / 1.6	2.3	1.1	1.8	1.6	1.7	2262 / 3.3	3.6	3.6	G WSCR -AM
24 WNIB	-FM CL	190 / 1.5	1.6	1.6	1.7	2.0	1.6	3837 / 5.6	5.2	6.0	E WNIB -FM
WGCI	-AM B/O	190 / 1.5	1.9	1.4	1.4	1.4	1.6	2600 / 3.8	3.8	3.6	- WGCI -AM
26 WKXK	-FM C	181 / 1.4	1.4	1.1	0.6	0.7	1.1	3206 / 4.6	4.4	2.6	- WKXK -FM
27 WFMT	-FM CL	174 / 1.4	1.2	1.3	1.5	1.3	1.4	3153 / 4.6	4.5	4.7	E WFMT -FM
28 WIND	-AM SP	164 / 1.3	0.9	1.2	1.2	1.1	1.2	2018 / 2.9	2.2	2.9	G WIND -AM
29 WJJD	-AM T	146 / 1.2	1.2	1.0	1.0	1.1	1.1	2301 / 3.3	3.3	3.5	E WJJD -AM
30 WVON	-AM B	142 / 1.1	0.7	0.8	0.6	0.6	0.8	751 / 1.1	1.1	0.9	- WVON -AM

12+ FM Share (Metro): 69.06 % (7771 of 11253) (Winter 95: 69.08 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	1 WVAZ-FM <	1 WVAZ-FM	1 WGN-AM >	1 WGN-AM >	1 WLIT-FM	1 WGCI-FM	1 WGCI-FM >	1 WGN-AM >
2 WBBM-FM	2 WRCX-FM	2 WVAZ-FM	2 WGCI-FM	2 WGCI-FM	2 WBBM-AM <	2 WBBM-AM <	2 WGN-AM	2 WGN-AM <	2 WBBM-FM	2 WBBM-AM <
3 WKQX-FM	3 WBBM-FM <	3 WXRT-FM <	3 WXRT-FM	3 WLIT-FM <	3 WAIT-AM <	3 WGCI-FM <	3 WGCI-FM	3 WBBM-FM <	3 WVAZ-FM	3 WLS-AM <
4 WEJM-FM >	4 WKQX-FM	4 WBBM-FM	4 WLIT-FM <	4 WXRT-FM <	4 WLIT-FM	4 WRCX-FM	WNUA-FM <	4 WLIT-FM <	4 WKQX-FM	4 WVAZ-FM
	5 WOJO-FM	5 WRCX-FM <	5 WNUA-FM <	5 WNUA-FM <	5 WVAZ-FM	5 WLIT-FM	5 WVAZ-FM <	5 WVAZ-FM	5 WMAQ-AM <	5 WGCI-FM >
	6 WVAZ-FM <	6 WOJO-FM	6 WUSN-FM <	6 WUSN-FM <	WNUA-FM <	WMAQ-AM <	6 WUSN-FM <	WKQX-FM <	6 WGN-AM <	
	7 WXRT-FM <	7 WLIT-FM	7 WOJO-FM <	7 WOJO-FM <	7 WLS-AM <	7 WVAZ-FM <	7 WXRT-FM <	7 WNUA-FM	7 WEJM-FM	
	8 WLUP-FM	8 WUSN-FM		8 WJMK-FM	8 WUSN-FM <	8 WUSN-FM <	8 WLS-AM <	8 WOJO-FM		
	9 WTMX-FM	WLUP-FM			9 WMAQ-AM <	9 WLS-AM <		WUSN-FM		
		WNUA-FM <								

Wom 18-24	Wom 18-34	Wom 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-FM	1 WGCI-FM >	1 WGCI-FM >	1 WGCI-FM	1 WVAZ-FM <	1 WRCX-FM >	1 WRCX-FM >	1 WRCX-FM	1 WRCX-FM <	1 WXRT-FM
2 WKQX-FM <	2 WVAZ-FM	2 WVAZ-FM >	2 WVAZ-FM	2 WGCI-FM	2 WBBM-FM	2 WGCI-FM	2 WXRT-FM	2 WXRT-FM	2 WVAZ-FM <
3 WBBM-FM >	3 WKQX-FM	3 WOJO-FM	3 WLIT-FM	3 WLIT-FM	3 WKQX-FM <	3 WBBM-FM	3 WGCI-FM <	3 WGCI-FM <	3 WLUP-FM
4 WOJO-FM <	WOJO-FM <	WLIT-FM	4 WNUA-FM	4 WNUA-FM	4 WGCI-FM >	4 WKQX-FM <	4 WLUP-FM	4 WLUP-FM <	4 WGCI-FM <
5 WRCX-FM <	5 WBBM-FM	5 WTMX-FM <	WOJO-FM <	5 WUSN-FM	5 WEJM-FM	5 WLUP-FM <	5 WOJO-FM <	5 WBBM-FM <	5 WRCX-FM
6 WPNT-FM	6 WTMX-FM <	6 WXRT-FM	6 WTMX-FM <	6 WOJO-FM	6 WLUP-FM	6 WXRT-FM <	6 WSCR-AM <	6 WVAZ-FM <	6 WCKG-FM <
	7 WLIT-FM	7 WUSN-FM <	7 WPNT-FM	WJMK-FM <	7 WOJO-FM	7 WOJO-FM	7 WBBM-FM <	7 WCKG-FM <	7 WLIT-FM
	WPNT-FM	8 WPNT-FM <	WUSN-FM <	8 WTMX-FM <			8 WKQX-FM <	8 WOJO-FM <	8 WSCR-AM <
		9 WNUA-FM <	9 WBBM-FM <				9 WVAZ-FM		

CHICAGO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating
Cox				WBUS -FM CHR 99.9 Kankakee	0.4	2.3
WYSY-FM				WCCQ -FM C 98.3 Crest Hill	0.4	1.1
WCKG-FM				WIL -FM AOR 95.1 Kenosha, WI	0.4	1.8
Combined	4.0%	5.4%	4.8%	WLXX -AM SP 1200 Chicago	0.4	1.3
Evergreen				WMVP -AM SPRTS 1000 Chicago	0.9	4.4
WVAZ-FM				WTAQ -AM SP 1300 La Grange	0.7	1.9
WMVP-AM				WYCA -FM REL 92.3 Hammond, IN	0.8	2.1
WEJM-AM				WZSR -FM AC 105.5 Woodstock	0.4	1.1
WEJM-FM						
WLUP-FM						
WNUA-FM						
WRCX-FM						
Combined	21.3%	19.5%	20.8%			
Infinity						
WJMK-FM						
WUSN-FM						
WJJD-AM						
Combined	7.8%	9.2%	12.8%			
Westinghouse/CBS						
WXRT-FM						
WBBM-AM						
WMAQ-AM						
WSCR-AM						
WBBM-FM						
Combined	15.1%	14.7%	20.6%			
	48.2%	48.8%	58.6%			

RADIO STATIONS

WAIT	850	2.5 KW (DA-D)	Standards	Westwd	\$ 85.00	(---)	(Crystal Lake)
WBBM	780	50 KW	News	CBS	\$270.00	(CBS)	CBS/Westinghouse
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	580	5 KW (DA-2)	Hispanic	Westwd, AP	\$105.00	(Katz)	Tichenor
WJJD	1180	50 KW/5 KW (DA-2)	Talk	ABC	\$ 75.00	(Infinity)	Infinity
WLS	890	50 KW	Talk	ABC	\$150.00	(Banner)	CapCities/Disney
WMAQ	670	50 KW	News/Sports	Westwd, CNN	\$225.00	(Group W)	CBS/Westinghouse
WMVP	1000	50 KW (DA-2)	Sports	Westwd, AP	\$100.00	(Christal)	Evergreen
WSCR	820	5 KW (DAYS)	Sports	CBS, CRC	\$110.00	(CBS)	CBS/Westinghouse
WTAQ	1300	4.5 KW/4 KW (DA-2)	Hispanic	CBS, CRC	\$ 55.00	(Lotus)	Lotus
WBBM-F	96.3	4.2 KW @ 1555	CHR	CBS	\$225.00	(CBS)	CBS/Westinghouse
WCKG-F	105.9	4.1 KW @ 1581	Classic AOR	ABC	\$188.00	(Katz)	Cox
WEJM-F	108.3	2 KW @ 397	Black	ABC	\$ 88.00	(D&R)	Evergreen
WFMT-F	98.7	15.5 KW @ 1174	Classical/Fine Arts	Westwd	\$110.00	(D&R)	(Lansing)
WGCI-F	107.5	33 KW @ 803	Black	Westwd	\$340.00	(Mc-Guild)	Gannett
WJMK-F	104.3	4.1 KW @ 1568	Oldies	Westwd	\$285.00	(Katz)	Infinity
WKQX-F	101.1	8.3 KW @ 1174	AOR - New Rock	Source	\$230.00	(D&R)	Emmis
WLIT-F	93.9	4 KW @ 1581	Soft AC	Westwd	\$325.00	(Christal)	Viacom
WKXK-F	94.7	4.4 KW @ 1529	Country	Westwd	\$150.00	(Banner)	Cap Cities/Disney
WLUP-F	97.9	6 KW @ 1174	Talk/AOR	Westwd	\$340.00	(Christal)	Evergreen
WNIB-F	97.1	8.4 KW @ 1190	Classical	Westwd	\$125.00	(CMBS)	Evergreen
WNUA-F	95.5	8.3 KW @ 1174	Jazz	Westwd	\$245.00	(Eastman)	Evergreen
WOJO-F	105.1	8.3 KW @ 1174	Hispanic	Westwd	\$170.00	(Katz Hisp)	Tichenor
WPNT-F	100.3	8.3 KW @ 1174	AC/CHR	Westwd	\$178.00	(Eastman)	Century
WRCX-F	103.5	4.1 KW @ 1575	AOR	Westwd	\$190.00	(MMR)	Evergreen
WTMX-F	101.9	4.2 KW @ 1558	AC	Westwd	\$200.00	(Mc-Guild)	Bonneville
WUSN-F	99.5	8.3 KW @ 1174	Country	Westwd	\$420.00	(Torbet)	Infinity
WVAZ-F	102.7	8 KW @ 1174	Black/AC	UPI	\$280.00	(Banner)	Evergreen
WXRT-F	93.1	8.7 KW @ 1308	AOR - P	Westwd	\$275.00	(CBS)	CBS/Westinghouse
WYCA-F	92.3	50 KW @ 492	Religion	Westwd	NA	(---)	Crawford
WYSY-F	107.9	21 KW @ 761	Oldies (70's)	Westwd	\$ 90.00	(---)	Cox

NOTES: WWJY-F and WABT-F (suburbs) sold to Z-Spanish for \$3,500,000 . . .

CINCINNATI

Arbitron Rank: 25	Stations: 32 / 24	Last Year's Revenue: \$78,700,000
Pop (12+): 1,556,300	Diaries: 3066 / 508 :1/ 56.7 %	Household Income: \$48,041
MSA Rank: 30	Sample Target: 2,860	Retail Dollars: \$17.9 Bil
MSA Pop: 1,920,000 DMA # 29	% Below Line: 5.1	Pop per Station: 64,846
Average Person Ratings: 15.9	% Not Listed: 11.7	#1 Biller: WLW Rev: \$18,000,000
Market TSL In Hours: 20.75		#1 Billing Portfolio: Jacor duop \$34,900,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WLW -AM	FS/T	254 / 10.3	12.0	11.6	12.9	10.9	11.7	4029 / 25.9	29.1	28.2	J WLW -AM
2	WUBE -FM	C	245 / 9.9	8.9	9.5	8.9	10.4	9.3	3234 / 20.8	18.8	19.2	H WUBE -FM
3	WEBN -FM	ADR	223 / 9.0	7.2	8.2	9.3	8.0	8.4	3604 / 23.2	20.1	20.3	H WEBN -FM
4	WGRR -FM	D	137 / 5.5	5.5	5.3	5.1	6.0	5.4	2186 / 14.0	14.2	15.0	G WGRR -FM
5	WRRM -FM	SAC	136 / 5.5	4.6	5.6	4.4	5.4	5.0	1932 / 12.4	12.3	13.9	G WRRM -FM
6	WIZF -FM	B	133 / 5.4	6.6	5.9	5.9	5.8	6.2	1703 / 10.9	10.9	10.7	D WIZF -FM
7	WKRQ -FM	CHR	125 / 5.1	6.0	5.7	5.6	5.2	5.6	3083 / 19.8	19.0	18.2	G WKRQ -FM
8	WSAI -AM	ST	113 / 4.6	3.6	4.7	4.9	5.1	4.9	1234 / 7.9	7.1	9.1	D WSAI -AM
9	WCKY -AM	T	111 / 4.5	5.4	4.6	4.9	6.1	4.9	1681 / 10.8	13.5	14.7	G WCKY -AM
10	WVAE -FM	J	108 / 4.4	5.0	2.9	3.8	2.7	4.0	1606 / 10.3	10.2	11.2	D WVAE -FM
11	WWNK -FM	AC	94 / 3.8	4.2	4.2	3.8	3.9	4.0	1883 / 12.1	11.7	11.9	E WWNK -FM
12	WOFX -FM	CL ADR	90 / 3.6	4.0	3.1	3.1	2.7	3.5	2085 / 13.4	14.5	11.4	D WOFX -FM
13	WYGY -FM	C	82 / 3.3	3.7	3.4	3.6	3.8	3.5	1856 / 11.9	13.0	11.5	E WYGY -FM
14	WAQZ -FM	ADR-NR	64 / 2.6	2.2	1.9	2.2	1.5	2.2	1528 / 9.8	8.5	7.0	C WAQZ -FM
15	WAKW -FM	REL	30 / 1.2	1.4	1.5	2.0	1.5	1.5	740 / 4.8	3.9	4.8	WAKW -FM
16	WGTZ -FM	CHR	24 / 1.0	0.4	0.8	0.6	0.7	0.7	647 / 4.2	2.7	3.5	WGTZ -FM
17	WCIN -AM	B	23 / 0.9	0.9	1.4	1.0	1.4	1.1	323 / 2.1	2.3	3.1	A WCIN -AM

12+ FM Share (Metro): 75.09 % (1637 of 2180) (Winter 95: 70.89 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WIZF-FM	1 WEBN-FM >	1 WEBN-FM	1 WEBN-FM	1 WUBE-FM <	1 WLW-AM >	1 WLW-AM	1 WLW-AM	1 WUBE-FM <	1 WLW-AM <	1 WLW-AM >
2 WKRQ-FM	2 WUBE-FM >	2 WUBE-FM	WUBE-FM <	2 WLW-AM	2 WUBE-FM	2 WUBE-FM <	2 WUBE-FM	2 WEBN-FM <	2 WIZF-FM <	2 WUBE-FM >
3 WEBN-FM	3 WKRQ-FM <	3 WLW-AM >	3 WLW-AM >	3 WEBN-FM	3 WSAI-AM	3 WEBN-FM >>	3 WRRM-FM <	3 WLW-AM >	3 WEBN-FM <	3 WIZF-FM <
4 WUBE-FM	4 WIZF-FM <	4 WRRM-FM <	4 WRRM-FM	4 WRRM-FM <	WGRR-FM	4 WGRR-FM <	4 WEBN-FM	4 WGRR-FM <	4 WUBE-FM >	4 WEBN-FM
5 WAQZ-FM >	5 WLW-AM	5 WKRQ-FM	5 WVAE-FM <	5 WGRR-FM	5 WCKY-AM	5 WRRM-FM	5 WCKY-AM	5 WKRQ-FM	5 WYGY-FM <	5 WRRM-FM <
	6 WOFX-FM	6 WIZF-FM <	6 WKRQ-FM <	6 WVAE-FM <	6 WRRM-FM	6 WGRR-FM	6 WGRR-FM	WIZF-FM <	6 WKRQ-FM	6 WCKY-AM
		7 WOFX-FM	7 WGRR-FM <	7 WWNK-FM <	7 WVAE-FM >	7 WSAI-AM	7 WRRM-FM			
		WGRR-FM	8 WWNK-FM	8 WKRQ-FM <		8 WVAE-FM				
		WVAE-FM <								
		10 WWNK-FM								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WEBN-FM	1 WUBE-FM <	1 WUBE-FM	1 WUBE-FM	1 WUBE-FM	1 WEBN-FM >>	1 WEBN-FM >>	1 WEBN-FM >	1 WEBN-FM	1 WLW-AM
2 WIZF-FM	2 WKRQ-FM	2 WKRQ-FM	2 WRRM-FM	2 WRRM-FM >	2 WUBE-FM >	2 WUBE-FM	2 WLW-AM	2 WLW-AM >	2 WEBN-FM >
3 WKRQ-FM <	3 WEBN-FM	3 WWNK-FM <	3 WKRQ-FM <	3 WWNK-FM <	3 WAQZ-FM	3 WLW-AM >>	3 WUBE-FM >>	3 WUBE-FM >	3 WUBE-FM >
4 WUBE-FM <	4 WIZF-FM	4 WRRM-FM	4 WEBN-FM <	4 WGRR-FM <	WYGY-FM <	4 WAQZ-FM <		4 WOFX-FM	4 WGRR-FM
5 WOFX-FM >	5 WWNK-FM	5 WEBN-FM	5 WWNK-FM <	5 WVAE-FM <	5 WIZF-FM >	5 WIZF-FM			5 WOFX-FM
6 WAQZ-FM <	WRRM-FM <	6 WIZF-FM	6 WIZF-FM <	6 WKRQ-FM	6 WLW-AM				
7 WYGY-FM >	7 WOFX-FM	7 WVAE-FM	7 WVAE-FM <	7 WIZF-FM <					
	8 WYGY-FM	WOFX-FM <	8 WGRR-FM	8 WEBN-FM					
			9 WOFX-FM						

CINCINNATI

Consolidation Report	12+	25-54	Revenue
Chancellor			
WYGY-FM			
WUBE-FM			
WKYN-AM			
WUBE-AM			
Combined	20.9 %	14.1 %	16.0 %
Citicasters			
WWNK-FM			
WKRQ-FM			
Combined	8.9 %	10.8 %	13.0 %
Jacor			
WOFX-FM			
WEBN-FM			
WCKY-AM			
WLW-AM			
Combined	27.4 %	27.9 %	44.3 %
Local, SMA to Jacor			
WAQZ-FM			
WSAI-AM			
WAOZ-AM			
Combined	7.2 %	3.1 %	4.6 %
	64.4 %	55.9 %	77.9 %

Other Rated Stations

Station	Frequency	Class	Power	Location	Metro Share	Cume Rating
WAXZ	-FM	C	97.7	Georgetown, OH	0.4	/ 0.7
WCNW	-AM	REL	1580	Fairfield, OH	0.3	/ 0.7
WCVG	-AM	G	1320	Covington, KY	0.4	/ 1.2
WMMA	-FM	O	97.3	Lebanon, OH	0.4	/ 1.5
WNLT	-FM	REL	104.3	Harrison, OH	0.6	/ 1.8
WOXY	-FM	AOR-NR	97.7	Oxford, OH	0.4	/ 1.7
WSCH	-FM	C	99.3	Aurora, IN	0.6	/ 1.0
WFCJ	-FM	REL	93.7	Miamisburg, OH	0.4	/ 1.6
WHKO	-FM	C	99.1	Dayton, OH	0.9	/ 4.5
WLQT	-FM	SAC	99.9	Dayton, OH	0.3	/ 1.0
WONE	-AM	ST	980	Dayton, OH	0.3	/ 0.5
WPFB	-FM	C	105.9	Middletown, OH	0.8	/ 4.1
WPFB	-AM	ST	910	Middletown, OH	0.8	/ 1.4
WTUE	-FM	AOR	104.7	Dayton, OH	0.8	/ 3.7

RADIO STATIONS

WCIN	1480	410 W/47 W	Black	\$ < 20.00	(---)	
WCKY	550	5 KW/1KW (DA-2)	Talk	ABC \$103.00	(Eastman)	Jacor
WLW	700	50 KW	Talk/Full Service	AP, ABC \$260.00	(Eastman)	Jacor
WSAI	1530	50 KW (DA-N)	Standards	Westwd, CBS \$ 52.00	(Eastman)	
WAKW-F	93.3	50 KW @ 495	Religion	NA	(---)	
WAQZ-F	107.1	3 KW @ 300	AOR - New Rock	\$ 35.00	(K & P)	(Milford)
WEBN-F	102.7	17 KW @ 905	AOR	\$184.00	(Banner)	Jacor
WGRR-F	103.5	10 KW @ 1037	Oldies	\$130.00	(Banner)	Dalton
WIZF-F	100.9	1.2 KW @ 508	Black	\$ 70.00	(D & R)	Blue Chip
WKRQ-F	101.9	16 KW @ 874	CHR	ABC \$125.00	(Katz)	Citicasters
WRRM-F	98.5	18 KW @ 808	Soft AC	\$101.00	(MMR)	Susquehanna
WUBE-F	105.1	15 KW @ 920	Country	\$170.00	(Christal)	Chancellor
WVAE-F	94.9	11 KW @ 1056	Jazz	\$ 72.00	(Katz)	Heritage
WWNK-F	94.1	32 KW @ 800	AC	\$ 88.00	(MMR)	Citicasters
WYGY-F	96.5	20 KW @ 810	Country	\$ 76.00	(Christal)	Chancellor

NOTES: The following stations were sold by Citicasters to Jacor: WKRQ-F for \$28,900,000 and WWNK-F for \$16,600,000. . . WKYN (Florence, KY, 1160) sold to Chancellor for \$1,300,000. . .

CLEVELAND

Arbitron Rank: 22	Stations: 30 / 25	Last Year's Revenue: \$76,000,000
Pop (12+): 1,759,300	Diaries: 3288 / 535 :1/ 59.1 %	Household Income: \$45,939
MSA Rank: 20	Sample Target: 3,080	Retail Dollars: \$20.5 Bil
MSA Pop: 2,220,000 DMA # 13	% Below Line: 4.1	Pop per Station: 70,372
Average Person Ratings: 17.5	% Not Listed: 9.5	#1 Biller: WMJI-FM Rev: \$10,000,000
Market TSL in Hours: 22.75		#1 Billing Portfolio: Nationwide duop+ \$24,700,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WZAK -FM	B	275 / 9.0	8.0	8.2	8.1	7.7	8.3	2751 / 15.6	13.9	15.7	H WZAK -FM
2	WGAR -FM	C	273 / 8.9	7.7	7.6	8.4	8.9	8.2	3161 / 18.0	16.3	16.4	H WGAR -FM
3	WDOK -FM	SAC	229 / 7.5	7.1	7.2	7.6	7.2	7.4	3039 / 17.3	18.9	17.3	H WDOK -FM
4	WMJI -FM	O	221 / 7.2	7.4	8.4	7.1	7.6	7.5	3422 / 19.5	19.5	20.3	I WMJI -FM
5	WNCX -FM	T/CL AOR	203 / 6.6	5.8	6.2	5.7	6.2	6.1	3102 / 17.6	16.6	16.8	H WNCX -FM
6	WRMR -AM	ST	175 / 5.7	6.3	5.8	5.8	6.5	5.9	1694 / 9.6	10.2	10.0	C WRMR -AM
7	WQAL -FM	AC	154 / 5.0	5.2	5.4	6.1	5.9	5.4	3110 / 17.7	16.3	19.1	F WQAL -FM
8	WWWE -AM	T	149 / 4.9	3.9	3.7	4.5	4.4	4.3	2445 / 13.9	12.6	13.3	E WWWE -AM
9	WMMS -FM	AOR	146 / 4.8	5.8	6.2	5.7	6.2	5.6	2991 / 17.0	18.1	18.8	G WMMS -FM
10	WLTF -FM	AC	145 / 4.7	5.6	4.7	5.2	4.4	5.1	2382 / 13.5	14.9	14.2	H WLTF -FM
11	WZJM -FM	CHR	139 / 4.5	3.2	3.4	3.3	3.5	3.6	2643 / 15.0	13.7	14.1	D WZJM -FM
12	WNWV -FM	J	108 / 3.5	4.0	3.9	4.0	2.8	3.9	1599 / 9.1	9.6	8.3	D WNWV -FM
13	WCLV -FM	CL	91 / 3.0	2.6	2.9	2.9	3.4	2.9	1441 / 8.2	6.6	8.4	D WCLV -FM
14	WKNR -AM	SPRTS	82 / 2.7	4.9	4.8	4.2	1.9	4.2	1629 / 9.3	17.4	8.5	D WKNR -AM
15	WENZ -FM	AOR-NR	66 / 2.1	2.2	3.2	2.0	2.5	2.4	1867 / 10.6	9.6	9.3	C WENZ -FM
16	WJMO -AM	B/O	55 / 1.8	2.2	1.8	1.9	1.7	1.9	790 / 4.5	5.6	5.5	B WJMO -AM
17	WONE -FM	AOR	42 / 1.4	1.2	1.6	1.1	1.1	1.3	1070 / 6.1	5.1	4.8	WONE -FM

12+ FM Share (Metro): 78.55 % (2183 of 2779) (Winter 95: 78.54 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WZAK-FM <	1 WZAK-FM <	1 WZAK-FM <	1 WNCX-FM <	1 WMJI-FM	1 WDOK-FM <	1 WNCX-FM <	1 WDOK-FM	1 WGAR-FM <	1 WZAK-FM >	1 WZAK-FM
2 WZJM-FM >	2 WNCX-FM	2 WNCX-FM	2 WGAR-FM <	2 WGAR-FM <	2 WMJI-FM <	2 WMJI-FM <	2 WGAR-FM	2 WZAK-FM	2 WMMS-FM <	2 WGAR-FM
3 WMMS-FM >>	3 WGAR-FM	3 WGAR-FM	3 WZAK-FM	3 WNCX-FM <	3 WRMR-AM <	3 WGAR-FM	3 WMJI-FM <	3 WDOK-FM <	3 WZJM-FM	3 WDOK-FM <
4 WMMS-FM	4 WMMS-FM	4 WMJI-FM	WMJI-FM	4 WZAK-FM	4 WGAR-FM	4 WZAK-FM	4 WZAK-FM	4 WRMR-AM <	4 WGAR-FM	4 WNCX-FM <
5 WZJM-FM	5 WQAL-FM	5 WQAL-FM	5 WLTF-FM <	5 WDOK-FM <	5 WWWE-A	WDOK-FM >	5 WWWE-A <	5 WMJI-FM	5 WNCX-FM <	5 WMJI-FM <
6 WLTF-FM	6 WLTF-FM <	6 WQAL-FM <	6 WQAL-FM	6 WZAK-FM	6 WQAL-FM <	6 WRMR-AM	6 WNCX-FM <	6 WWWE-A <	6 WWWE-A >	6 WWWE-A >
7 WQAL-FM	7 WMMS-FM <	7 WDOK-FM >	WLTF-FM >	7 WLTF-FM <	7 WLTF-FM <	8 WQAL-FM	7 WZJM-FM <	7 WMJI-FM <		
	8 WDOK-FM					WLTF-FM >				

Wom 18-24	Wom 18-34	Wom 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-FM >	1 WZAK-FM >	1 WZAK-FM	1 WZAK-FM	1 WZAK-FM	1 WNCX-FM	1 WNCX-FM >	1 WNCX-FM >	1 WNCX-FM >	1 WNCX-FM
2 WZJM-FM >	2 WGAR-FM	2 WGAR-FM <	2 WLTF-FM <	2 WLTF-FM <	WMMS-FM <	2 WMMS-FM	2 WGAR-FM	2 WMJI-FM	2 WMJI-FM
3 WMMS-FM <	3 WZJM-FM	3 WLTF-FM >	3 WGAR-FM <	3 WGAR-FM <	3 WZAK-FM >	3 WGAR-FM <	3 WMMS-FM >	WGAR-FM <	3 WGAR-FM >
4 WGAR-FM	WLTF-FM	4 WNCX-FM <	4 WQAL-FM	4 WMJI-FM <	4 WZJM-FM	4 WZAK-FM >	4 WZAK-FM	4 WMMS-FM <	4 WWWE-A
5 WQAL-FM	5 WQAL-FM <	5 WZJM-FM <	5 WMJI-FM	5 WDOK-FM <	5 WGAR-FM	5 WZJM-FM		5 WZAK-FM >	WZAK-FM <
6 WNCX-FM <	6 WNCX-FM <	6 WQAL-FM <	WDOK-FM	6 WQAL-FM >>	6 WQAL-FM >				6 WMMS-FM <
7 WLTF-FM >	7 WMMS-FM <	7 WDOK-FM	7 WZJM-FM						7 WDOK-FM <
	8 WDOK-FM >	8 WMMS-FM	8 WNCX-FM						

CLEVELAND

Consolidation Report 12+ 25-54 Revenue

Clear Channel			
WNCX-FM			
WENZ-FM			
WERE-AM			
Combined	9.5%	11.9%	12.8%
Nationwide, pending			
WMMS-FM			
WMJI-FM			
WGAR-FM			
Combined	20.8%	23.5%	32.5%
Zapis			
WZJM-FM			
WZAK-FM			
WJMO-AM			
Combined	15.3%	13.3%	14.7%
	45.6%	48.7%	60.0%

Other Rated Stations

				Metro Share	Cume Rating
WABQ	-AM	G	1540 Cleveland	0.8	/ 2.0
WCCD	-AM	REL	1000 Parma	0.3	/ 0.6
WELW	-AM	VA	1330 Willoughby	0.4	/ 1.2
WEOL	-AM	ST	930 Elyria	0.6	/ 2.2
WERE	-AM	N/T	1300 Cleveland	0.7	/ 3.1
WHK	-AM	SPRTS	1420 Cleveland	0.8	/ 2.9
WMIH	-AM	REL	1260 Cleveland	0.4	/ 0.9
WOBL	-AM	C	1320 Oberlin	0.3	/ 0.8
WZLE	-FM	REL	104.9 Lorain	0.3	/ 0.9
WKDD	-FM	AC/CHR	96.5 Akron	0.7	/ 3.8
WKKY	-FM	C	104.7 Geneva	0.5	/ 1.3
WQMX	-FM	C	94.9 Medina	0.8	/ 3.0
WZOO	-FM	AC/CHR	102.5 Ashtabula	0.7	/ 2.1

RADIO STATIONS

WABQ	1540	1 KW (DAYS)	Gospel	AURN	\$ 22.00	(--)	
WERE	1300	5 KW (DA-1)	Talk	CNN, Westwd	\$ 39.00	(Mc-Guild)	Clear Channel
WHK	1420	5 KW (DA-N)	Business News	Westwd	\$ 43.00	(Katz)	OmniAmerica
WJMO	1490	1 KW	Black/Oldies	ABC	\$ 32.00	(D&R)	Zapis
WKNR	1220	50 KW (DA-1)	Sports	ABC, CBS	\$ 51.00	(CBS)	
WRMR	850	10 KW/5 KW (DA-2)	Standards	AP, UNISTR	\$ 50.00	(MMR/Espanol)	
WWWE	1100	50 KW	News/Talk	AP, ABC	\$ 68.00	(Christal)	Secret
WCLV-F	95.5	31 KW @ 620	Classical		\$ 65.00	(CMBS)	
WDOK-F	102.1	12 KW @ 1005	Soft AC		\$149.00	(MMR/Espanol)	
WENZ-F	107.9	16 KW @ 892	CHR-New Rock	Source, Westwd	\$ 54.00	(McGuild)	Ardman
WGAR-F	99.5	50 KW @ 500	Country		\$159.00	(McGuild)	Nationwide
WLTF-F	106.5	12 KW @ 1037	AC	AP	\$145.00	(Christal)	Secret
WMJI-F	105.7	16 KW @ 1129	Oldies	Westwd	\$181.00	(Katz)	OmniAmerica
WMMS-F	100.7	34 KW @ 600	AOR	Westwd, Source	\$140.00	(Katz)	OmniAmerica
WNCX-F	98.5	16 KW @ 981	Classic AOR	ABC, Westwd	\$146.00	(Mc-Guild)	Clear Channel
WNWW-F	107.3	50 KW @ 466	Jazz	CBS	\$ 47.00	(Torbet)	(Elyria)
WQAL-F	104.1	11 KW @ 1060	AC/CHR	Westwd	\$ 90.00	(Banner)	Fairfield/ML
WZAK-F	93.1	28 KW @ 623	Black	ABC	\$146.00	(D & R)	Zapis
WZJM-F	92.3	40 KW @ 548	CHR	ABC	\$ 50.00	(D&R)	Zapis

NOTES: WENZ-F sold by Ardman to Clear Channel for \$6,000,000 (Blackburn). . . WMJI-F and WMMS-F sold to Nationwide by OmniAmerica for an estimated \$87,000,000 (Star, Crisler). . . WHK sold by OmniAmerica to Salem for \$6,500,000 . . .

COLORADO SPRINGS

Arbitron Rank:	98	Stations:	27 / 18	Last Year's Revenue:	\$14,400,000	
Pop (12+):	382,400	Diaries: 1451 / 284 :	1/ 60.4 %	Household Income:	\$41,027	
MSA Rank:	105	Sample Target:	1,360	Retail Dollars:	\$4.7 Bil	
MSA Pop:	473,000	DMA # 97 (w/Pueblo)	% Below Line:	11.7	Pop per Station:	21,244
Average Person Ratings:	16.4	% Not Listed:	17.1	#1 Biller: KKCS-AF Rev:	\$3,400,000	
Market TSL In Hours:	21.75			#1 Billing Portfolio:		
				Triathlon duop	\$3,800,000	

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KKFM -FM	AOR/CL	59 / 9.4	8.6	8.2	9.7	9.3	9.0	718 / 18.8	17.8	19.4	D KKFM -FM
2	KKCS -AF	C	59 / 9.4	12.2	9.1	12.0	9.9	10.7	766 / 20.0	20.8	19.1	E KKCS -AF
3	KKMG -FM	CHR	54 / 8.6	8.4	8.0	9.2	9.1	8.6	849 / 22.2	24.8	22.6	C KKMG -FM
4	KILO -FM	AOR	49 / 7.8	6.1	8.0	5.6	5.9	6.9	623 / 16.3	14.8	13.5	B KILO -FM
5	KSPZ -FM	O	39 / 6.2	5.2	6.2	5.6	5.9	5.8	656 / 17.2	14.0	16.0	C KSPZ -FM
6	KKLI -FM	SAC	37 / 5.9	5.9	4.6	5.1	4.0	5.4	563 / 14.7	12.9	12.5	C KKLI -FM
7	KVOR -AM	N/T	30 / 4.8	5.9	6.6	6.9	6.4	6.1	455 / 11.9	14.7	14.5	B KVOR -AM
8	KCCY -FM	C	27 / 4.3	2.5	4.6	3.1	2.4	3.6	417 / 10.9	10.2	7.6	A KCCY -FM
9	KOA -AM	T/FS	25 / 4.0	4.2	4.6	3.6	4.0	4.1	422 / 11.0	12.1	11.4	C KOA -AM
10	KVUU -FM	AC	24 / 3.8	5.9	4.1	5.1	5.6	4.7	608 / 15.9	17.4	16.3	C KVUU -FM
11	KRDO -FM	SAC	20 / 3.2	3.5	3.0	3.6	4.0	3.3	458 / 12.0	12.4	12.9	B KRDO -FM
12	KIKX -FM	O-70a	16 / 2.6	2.9	2.8	3.3	3.5	2.9	290 / 7.6	8.9	9.3	A KIKX -FM
	KCMN -AM	ST	16 / 2.6	2.2	1.8	3.8	5.2	2.6	113 / 2.9	3.6	4.2	A KCMN -AM
	KBIQ -FM	REL	16 / 2.6	1.9	2.5	2.3	3.2	2.3	249 / 6.5	5.8	7.1	A KBIQ -FM

12+ FM Share (Metro): 82.27 % (427 of 519) (Winter 95: 79.14 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KKMG-FM >>	1 KILO-FM >	1 KKFM-FM	1 KKFM-FM >	1 KKFM-FM >	1 KKCS-AF <	1 KKCS-AF <	1 KKFM-FM	1 KKFM-FM <	1 KKMG-FM	1 KVOR-AM
2 KILO-FM >>	2 KKMG-FM <	2 KILO-FM	2 KKCS-AF	2 KKCS-AF	2 KKFM-FM	2 KKFM-FM	2 KKCS-AF	2 KKCS-AF <	2 KILO-FM	2 KKCS-AF <
	3 KKFM-FM	3 KKCS-AF	3 KILO-FM	3 KILO-FM	3 KSPZ-FM <	3 KKMG-FM <	3 KKMG-FM	3 KKMG-FM <	3 KKCS-AF	3 KKLI-FM
	4 KKCS-AF	4 KKMG-FM	4 KSPZ-FM <	4 KSPZ-FM	4 KVOR-AM	4 KILO-FM <	4 KILO-FM <	4 KILO-FM	4 KKFM-FM	
	5 KCCY-FM	5 KKLI-FM	5 KKMG-FM <	5 KKLI-FM	5 KKLI-FM	5 KVOR-AM <	5 KVOR-AM <	5 KSPZ-FM	5 KSPZ-FM	
	6 KVUU-FM <	KSPZ-FM <	6 KKLI-FM <	6 KKMG-FM	6 KOA-AM >	6 KKLI-FM	6 KSPZ-FM <	6 KKLI-FM		
	7 KKLI-FM <	7 KCCY-FM <	7 KCCY-FM	7 KCCY-FM		7 KSPZ-FM <	7 KLI-FM			
						8 KOA-AM				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KKMG-FM >	1 KKMG-FM	1 KKCS-AF <	1 KKCS-AF	1 KKCS-AF	1 KILO-FM >	1 KILO-FM >	1 KILO-FM >	1 KKFM-FM	1 KKFM-FM >
2 KKCS-AF	2 KKCS-AF	2 KKMG-FM	2 KKMG-FM	2 KKLI-FM	2 KKMG-FM >	2 KKFM-FM	2 KKFM-FM >>	2 KILO-FM >	2 KILO-FM
	KILO-FM	3 KVUU-FM <	3 KBIQ-FM	3 KKFM-FM <	3 KRDO-FM	3 KKMG-FM >	3 KKMG-FM <	3 KKCS-AF	3 KKCS-AF
	4 KVUU-FM	4 KILO-FM	KVUU-FM <	4 KKLI-FM <	4 KKFM-FM >	4 KKCS-AF	4 KKCS-AF	4 KKMG-FM	4 KSPZ-FM
	5 KKLI-FM	5 KKFM-FM	5 KKFM-FM <	5 KVUU-FM	5 KKCS-AF	5 KCCY-FM	5 KCCY-FM <	5 KSPZ-FM <	5 KOA-AM <
	6 KKFM-FM	6 KCCY-FM <	6 KCCY-FM <	6 KSPZ-FM <	6 KCCY-FM		6 KIKX-FM >	6 KCCY-FM	6 KKMG-FM <
	7 KSPZ-FM <	7 KKLI-FM <	KRDO-FM	7 KILO-FM <					7 KCCY-FM
	8 KCCY-FM >	8 KBIQ-FM	8 KIKX-FM	8 KCCY-FM					
	9 KRDO-FM	9 KILO-FM <							
		10 KKLI-FM							

Consolidation Report	12+	25-54	Revenue
Citadel			
KKFM-FM			
KKMG-FM			
Local	Combined	18.1 %	19.2 %
KCBB-AM			
KCMN-AM			
Triathlon	Combined	2.9 %	0.5 %
KVOR-AM			
KTWK-AM			
KSPZ-FM			
KVUU-FM			
Combined	15.2 %	14.9 %	26.0 %
	36.1 %	34.6 %	51.4 %

Other Rated Stations

Station	Format	Share	Rating
KCBB -AM	REL	1040	Monument
KGFT -FM	REL	100.7	Pueblo
KHII -FM	C	105.5	Security
KRDO -AM	N/T	1340	Colorado Springs
KTWK -AM	ST	740	Colorado Springs
KDZA -FM	O	107.9	Pueblo
KGHF -AM	ST	1350	Pueblo
KHIH -FM	J	95.7	Denver
KHOW -AM	T	630	Denver
KNRX -FM	AOR-NR	92.1	Castle Rock
KTLK -AM	T	760	Thornton
KVOD -FM	CL	92.5	Greeley

COLORADO SPRINGS

RADIO STATIONS

KCMN	1530	1 KW (DAYS)	Standards	Westwd, CNN	\$ < 20.00	(--)		
KRDO	1240	1 KW	Sports/Talk	ABC, 1 ON 1	\$ 12.00	(D & R)		
KTWK	740	3.3 KW/1.5 KW(DA-2)	Talk	CNN, UNISTR	\$ 15.00	(Katz)	Triathlon	
KVOR	1300	5 KW/1 KW	News/Talk	ABC, CBS	\$ 25.00	(Katz)	Triathlon	
KBIQ-F	98.1	0.5 KW @ 2014	Religion		\$ < 20.00	(--)	Salem	(Fountain)
KGFT-F	100.7	13 KW @ 2123	Religion		\$ 19.00	(Salem)	Salem	(Pueblo)
KHII-F	105.5	0.4 KW @ 2228	Country		\$ 17.00	(D & R)		(Security)
KIKX-F	102.7	100 KW @ 2000	Oldies-70's	Westwd	\$ < 20.00	(Torbet)		
KILO-F	94.3	83 KW @ 2110	AOR		\$ 32.00	(Eastman)	Bahakel	
KKCS-F	101.9	72 KW @ 2280	Country		\$ 67.00	(Torbet)	Walton	
KKFM-F	98.1	71 KW @ 2280	AOR - Classic		\$ 52.00	(Mc-Guild)	Citadel	
KKLI-F	106.3	1.6 KW @ 2224	Soft AC		\$ 29.00	(D & R)	Tippie	(Widefield)
KKMG-F	98.9	70 KW @ 2300	CHR		\$ 30.00	(Christal)	Citadel	(Pueblo)
KRDO-F	95.1	96 KW @ 2010	EZ/Soft AC	ABC	\$ 21.00	(D & R)		
KSPZ-F	92.9	72 KW @ 2130	Oldies	Westwd	\$ 38.00	(Katz)	Triathlon	
KVUU-F	99.9	68 KW @ 2000	AC/CHR		\$ 30.00	(Katz)	Triathlon	(Pueblo)

KOA -- See Denver

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

• 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 is 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

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

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

COLUMBIA SC

Arbitron Rank:	88	Stations:	18 / 17	Last Year's Revenue:	\$17,300,000
Pop (12+):	412,300	Diaries:	1571 / 262 :1/ 55.5 %	Household Income:	\$44,151
MSA Rank:	101	Sample Target:	1,450	Retail Dollars:	\$4.5 bil
MSA Pop:	495,000 DMA # 89	% Below Line:	0.4	Pop per Station:	24,253
Average Person Ratings:	16.3	% Not Listed:	11.3	#1 Biller: WWDM-F	Rev: \$3,300,000
Market TSL in Hours:	21.25			#1 Billing Portfolio:	
					Benchmark duop \$5,300,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WWDM -FM	B	106 / 15.8	19.0	20.1	17.6	17.5	18.1	1024 / 24.8	25.6	24.8	E WWDM -FM
2	WCOS -FM	C	81 / 12.1	9.2	9.9	11.9	13.0	10.8	987 / 23.9	19.8	26.3	E WCOS -FM
3	WNOK -FM	CHR	53 / 7.9	7.3	8.0	9.1	8.0	8.1	941 / 22.8	21.2	21.5	C WNOK -FM
4	WTCB -FM	AC	50 / 7.5	7.8	6.8	7.4	6.7	7.4	660 / 16.0	15.9	15.8	D WTCB -FM
5	WFMV -FM	G	48 / 7.2	5.5	5.6	5.6	7.7	6.0	514 / 12.5	11.1	12.2	A WFMV -FM
6	WMFX -FM	AOR/CL	44 / 6.6	4.8	5.1	4.3	5.1	5.2	653 / 15.8	15.0	14.7	C WMFX -FM
7	WSCQ -FM	EZ/SAC	42 / 6.3	6.9	5.7	6.7	5.1	6.4	445 / 10.8	12.8	13.0	B WSCQ -FM
8	WARQ -FM	AOR	37 / 5.5	6.2	7.3	4.6	4.8	5.9	602 / 14.6	14.2	11.3	A WARQ -FM
9	WOMG -FM	O	31 / 4.6	3.6	4.2	4.2	5.3	4.2	544 / 13.2	11.8	13.4	C WOMG -FM
10	WWOC -AM	N/T	29 / 4.3	6.1	3.9	4.8	5.1	4.8	427 / 10.4	16.0	13.0	C WWOC -AM
11	WHKZ -FM	C	26 / 3.9	3.1	3.9	3.5	3.9	3.6	485 / 11.8	9.3	12.0	B WHKZ -FM

12+ FM Share (Metro): 90.25 % (537 of 595) (Winter 95: 90.83 %)

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-FM	1 WWDM-F	1 WCOS-FM <	1 WWDM-F	1 WWDM-F >>	1 WWDM-F >
2 WNOK-FM	2 WNOK-FM	2 WCOS-FM	2 WCOS-FM <	2 WCOS-FM	2 WSCQ-FM	2 WCOS-FM	2 WWDM-F <	2 WCOS-FM >	2 WCOS-FM	2 WFMV-FM
3 WARQ-FM	3 WARQ-FM <	3 WNOK-FM <	3 WTCB-FM <	3 WTCB-FM	3 WWDM-F	3 WMFX-FM <	3 WTCB-FM	3 WNOK-FM <	3 WARQ-FM <	3 WCOS-FM
4 WCOS-FM >>	4 WCOS-FM	4 WTCB-FM <	4 WMFX-FM <	4 WFMV-FM <	4 WFMV-FM <	4 WSCQ-FM	4 WNOK-FM	4 WTCB-FM	4 WFMV-FM <	4 WSCQ-FM
	5 WMFX-FM	5 WMFX-FM <	5 WFMV-FM <	5 WMFX-FM <	5 WTCB-FM <	5 WNOK-FM <	5 WVOC-AM <	5 WARQ-FM <	5 WNOK-FM	
	6 WTCB-FM	6 WFMV-FM	6 WNOK-FM >	6 WNOK-FM	6 WOMG-F	6 WTCB-FM	6 WMFX-FM	6 WFMV-FM <	6 WSCQ-FM	
	7 WFMV-FM >	7 WARQ-FM >		7 WOMG-F	7 WVOC-AM <	7 WFMV-FM	7 WFMV-FM	7 WMFX-FM		
				8 WMFX-FM		8 WOMG-F	8 WOMG-F			
							WSCQ-FM <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WWDM-F >>	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F <
2 WNOK-FM	2 WNOK-FM	2 WTCB-FM <	2 WTCB-FM <	2 WTCB-FM	2 WNOK-FM <	2 WNOK-FM	2 WMFX-FM <	2 WMFX-FM	2 WCOS-FM <
3 WARQ-FM <	3 WCOS-FM <	3 WNOK-FM <	3 WCOS-FM	3 WFMV-FM <	3 WARQ-FM <	3 WARQ-FM <	3 WNOK-FM	3 WCOS-FM	3 WMFX-FM >
4 WCOS-FM <	4 WTCB-FM <	4 WFMV-FM <	4 WFMV-FM <	4 WCOS-FM	4 WCOS-FM >	4 WMFX-FM <	4 WARQ-FM <	4 WNOK-FM	4 WVOC-AM <
5 WHKZ-FM >>	5 WARQ-FM	5 WCOS-FM	5 WNOK-FM >	5 WNOK-FM >	5 WMFX-FM >	5 WCOS-FM >	5 WVOC-AM <	5 WARQ-FM	5 WNOK-FM <
	6 WFMV-FM	6 WMFX-FM <	6 WMFX-FM <	6 WMFX-FM <	6 WFMV-FM >	6 WTCB-FM	6 WCOS-FM <	6 WVOC-AM	6 WTCB-FM <
	7 WMFX-FM >	7 WARQ-FM >>	7 WARQ-FM	7 WOMG-F >		7 WVOC-AM	7 WTCB-FM	WTCB-FM	7 WOMG-F <
	8 WHKZ-FM >>						8 WCOS-AM >	WFMV-FM >	8 WFMV-FM
									9 WARQ-FM >

COLUMBIA SC

Consolidation Report 12+ 25-54 Revenue

Benchmark

WCOS-AM			
WCOS-FM			
WVOC-AM			
WHKZ-FM			
Combined	21.3%	20.9%	30.6%

Bloomington

WISW-AM			
WOMG-FM			
WTCB-FM			
Combined	13.1%	16.7%	2.5%

Local

WOIC-AM			
WMFX-FM			
WNOK-FM			
Combined	15.9%	17.2%	17.9%

REP/Clr Chnl

WWDM-FM			
WARQ-FM			
Combined	21.3%	18.4%	23.1%
	71.7%	73.2%	74.1%

Other Rated Stations

					Metro Share	Cume Rating
WCOS	-AM	SPR	1400	Columbia	1.0	2.1
WISW	-AM	N	1320	Columbia	1.0	4.7
WKWQ	-FM	G	93.1	Batesburg	0.7	2.5
WLXC	-FM	B	98.5	Lexington	1.6	3.6
WOIC	-AM	O	1230	Columbia	1.5	3.2
WTGH	-AM	REL	620	Cayce	0.7	2.7
WBAV	-FM	B/AC	101.9	Charlotte, NC	0.4	1.8

RADIO STATIONS

WISW	1320	5 KW/2.5 KW (DA-N)	News	AP	(Christal)	
WOIC	1230	1 KW	Black	AURN,ABC	\$ <20.00	WMFX owner (D)
WTGH	620	1 KW/125 W	Gospel	AURN	\$ 14.00	Willis
WVOC	580	5 KW (DA-N)	News/Talk	Westwd	\$ 30.00	
WARQ-F	93.5	2.6 KW @ 443	AOR		\$ 24.00	Radio Equity
WCOS-F	97.5	100 KW @ 963	Country	ABC	\$ 68.00	Benchmark
WFMV-F	95.3	3 KW @ 328	Gospel	CNN	\$ <20.00	(S. Congaree)
WHKZ-F	96.7	3.3 KW @ 443	Country		\$ 25.00	Benchmark
WKWQ-F	93.1	2.1 KW @ 561	Black/AC	SMN	\$ 16.00	(Batesburg)
WMFX-F	102.3	6 KW @ 328	AOR/Classic		\$ 33.00	(St. Andrews)
WNOK-F	104.7	100 KW @ 1004	CHR	ABC	\$ 42.00	WMFX owner (D)
WOMG-F	103.1	3 KW @ 300	Oldies		\$ 28.00	Bloomington
WSCQ-F	100.1	5.9 KW @ 330	EZ	CBS	\$ 22.00	
WTCB-F	106.7	100 KW @ 787	AC		\$ 59.00	Bloomington
WWDM-F	101.3	100 KW @ 1322	Black	ABC, Westwd	\$ 71.00	(Orangeburg)
						(Sumter)

COLUMBUS OH

Arbitron Rank:	32	Stations:	27 / 26	Last Year's Revenue:	\$60,000,000
Pop (12+):	1,223,900	Diaries: 2485 / 493 :1/	57.2 %	Household Income:	\$48,166
MSA Rank:	38	Sample Target:	2,440	Retail Dollars:	\$16.8 Bil
MSA Pop: 1,450,000 DMA # 34		% Below Line:	1.6	Pop per Station:	47,073
Average Person Ratings:	15.2	% Not Listed:	13.3	#1 Biller: WSNY-F	Rev: \$9,400,000
Market TSL in Hours:	20.25			#1 Billing Portfolio:	
				Citicasters duop+	\$22,200,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level		
1	WTVN -AM	FS	178 / 9.6	8.1	8.4	7.9	9.2	8.5	2032 / 16.6	18.0	16.3	H	WTVN -AM
2	WCOL -FM	C	173 / 9.3	8.7	7.7	8.9	7.4	8.7	2163 / 17.7	16.7	16.1	G	WCOL -FM
3	WNCI -FM	CHR	146 / 7.8	8.9	8.9	9.3	7.9	8.7	2790 / 22.8	22.3	20.2	H	WNCI -FM
4	WSNY -FM	AC	129 / 6.9	6.4	5.5	7.3	7.5	6.5	2182 / 17.8	15.8	17.9	H	WSNY -FM
5	WBZX -FM	AOR	120 / 6.4	7.5	7.8	7.3	8.4	7.3	2078 / 17.0	17.2	18.6	F	WBZX -FM
6	WLQV -FM	AOR/CL	105 / 5.6	5.4	7.0	6.4	6.1	6.1	1807 / 14.8	15.8	17.1	H	WLQV -FM
7	WHOK -FM	C	91 / 4.9	4.5	4.8	3.8	4.4	4.5	1439 / 11.8	11.6	12.3	D	WHOK -FM
8	WBNS -FM	O	88 / 4.7	4.2	5.3	4.6	4.6	4.7	1716 / 14.0	15.1	13.7	E	WBNS -FM
9	WJZA -FM	B	59 / 3.2	0.0	0.0	0.0	0.0	0.0	705 / 5.8	0.0	0.0		WJZA -FM
10	WCIX -FM	B	55 / 3.0	4.5	4.7	4.9	4.2	4.3	1029 / 8.4	9.2	8.3	C	WCIX -FM
11	WCEZ -FM	SAC	51 / 2.7	2.1	3.3	3.2	3.4	2.8	686 / 5.6	5.0	6.2	B	WCEZ -FM
12	WLLD -FM	C	50 / 2.7	2.9	2.6	2.6	3.6	2.7	1004 / 8.2	8.1	9.1	C	WLLD -FM
13	WWCD -FM	AOR-NR	44 / 2.4	3.5	2.6	2.2	2.6	2.7	1005 / 8.2	10.2	7.4	C	WWCD -FM
14	WCLT -FM	C	43 / 2.3	2.7	2.7	2.7	2.4	2.6	678 / 5.5	5.5	5.1		WCLT -FM
15	WAKS -FM	O-70s	39 / 2.1	2.3	3.5	2.6	2.5	2.6	754 / 6.2	8.7	10.3	C	WAKS -FM
16	WZJZ -FM	J	34 / 1.8	0.0	0.0	0.0	0.0	0.0	729 / 6.0	0.0	0.0		WZJZ -FM
17	WKWO -AM	B	33 / 1.8	3.2	2.6	3.6	2.7	2.8	468 / 3.8	6.4	6.0	B	WKWO -AM
18	WLW -AM	FS/T	29 / 1.6	0.9	1.5	1.0	1.6	1.3	510 / 4.2	3.8	4.7		WLW -AM
	WBNS -AM	SPRTS	29 / 1.6	2.7	1.3	1.0	2.0	1.7	604 / 4.9	9.6	5.6	B	WBNS -AM
20	WMNI -AM	C	25 / 1.3	1.2	1.5	0.9	1.0	1.2	310 / 2.5	3.0	2.5	A	WMNI -AM
21	WAHC -FM	O-70s	24 / 1.3	0.8	1.3	0.8	0.8	1.1	482 / 3.9	3.7	3.6		WAHC -FM
22	WCOL -AM	T	20 / 1.1	1.4	1.3	1.4	1.6	1.3	400 / 3.3	4.5	4.4	B	WCOL -AM

12+ FM Share (Metro): 78.71 % (1272 of 1616) (Winter 95: 77.87 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WBZX-FM	1 WNCI-FM <	1 WCOL-FM <	1 WCOL-FM <	1 WCOL-FM	1 WTVN-AM >	1 WTVN-AM >	1 WTVN-AM	1 WCOL-FM	1 WNCI-FM <	1 WTVN-AM <
2 WNCI-FM	2 WBZX-FM <	2 WNCI-FM	2 WSNY-FM <	2 WSNY-FM <	2 WCOL-FM	2 WNCI-FM <	2 WCOL-FM >	2 WNCI-FM	2 WCOL-FM <	2 WCOL-FM
3 WCIX-FM	3 WCOL-FM	3 WSNY-FM <	3 WLQV-FM	3 WLQV-FM <	3 WBNS-FM <	3 WCOL-FM	3 WSNY-FM	3 WBZX-FM	3 WBZX-FM <	3 WNCI-FM
4 WCOL-FM >	4 WLQV-FM	4 WLQV-FM >	4 WNCI-FM >	4 WNCI-FM	4 WSNY-FM	4 WLQV-FM <	4 WNCI-FM <	4 WTVN-AM <	4 WSNY-FM >	4 WBZX-FM
5 WJZA-FM >	5 WSNY-FM >	5 WBZX-FM >	5 WTVN-AM <	5 WTVN-AM	5 WHOK-FM	5 WSNY-FM	5 WBZX-FM	5 WSNY-FM <	5 WCIX-FM <	
	6 WWCD-F <	6 WTVN-AM <	6 WBZX-FM <	6 WBNS-FM <	6 WCEZ-FM	6 WBZX-FM <	WLQV-FM	6 WLQV-FM	6 WTVN-AM <	
	7 WJZA-FM <	7 WBNS-FM <	7 WBNS-FM	7 WHOK-FM <		7 WHOK-FM <	7 WBNS-FM	7 WHOK-FM	7 WJZA-FM	
	8 WHOK-FM	8 WHOK-FM	8 WHOK-FM	8 WBZX-FM		8 WBNS-FM >	WHOK-FM >			
						Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WNCI-FM >	1 WNCI-FM >	1 WNCI-FM	1 WNCI-FM	1 WSNY-FM <	1 WBZX-FM >	1 WBZX-FM	1 WLQV-FM >	1 WLQV-FM	1 WLQV-FM	
2 WBZX-FM	2 WSNY-FM <	2 WSNY-FM	2 WSNY-FM <	2 WCOL-FM <	2 WCOL-FM >	2 WCOL-FM >	2 WBZX-FM	2 WBZX-FM <	2 WTVN-AM <	
3 WCOL-FM >	3 WCOL-FM	3 WCOL-FM >	3 WCOL-FM >>	3 WNCI-FM >>	3 WNCI-FM >	3 WCOL-FM >	3 WCOL-FM	3 WCOL-FM	3 WCOL-FM >	
4 WSNY-FM >	4 WBZX-FM >	4 WLQV-FM	4 WBZX-FM	4 WBNS-FM <	4 WCIX-FM	4 WNCI-FM	4 WWCD-F <	4 WTVN-AM	4 WBZX-FM	
5 WHOK-FM	5 WLQV-FM	5 WBZX-FM	5 WHOK-FM	5 WHOK-FM	5 WSNY-FM <	5 WSNY-FM <	5 WTVN-AM	5 WSNY-FM <	5 WSNY-FM <	
	6 WJZA-FM <	6 WJZA-FM <	WLQV-FM <		6 WHOK-FM	6 WWCD-F	6 WSNY-FM <	6 WNCI-FM	6 WBNS-FM	
	7 WHOK-FM	7 WHOK-FM	7 WBNS-FM <		WLQV-FM	7 WTVN-AM	7 WNCI-FM	7 WNCI-FM	7 WHOK-FM <	
			8 WJZA-FM						8 WBNS-FM <	
									8 WWCD-F <	
									9 WHOK-FM	
									9 WNCI-FM	

COLUMBUS OH

Consolidation Report 12+ 25-54 Revenue

Citicasters

WTVN-AM
WLOH-AM
WHOK-FM
WLVQ-FM
WLLD-FM

Combined 26.1% 22.7% 37.0%

Nationwide

WCOL-AM
WCOL-FM
WNCI-FM

Combined 18.2% 18.5% 24.8%
44.3% 41.2% 61.8%

Other Rated Stations

Station	Me'ro Share	Cume Rating
WCLT -AM T 1430 Newark	0.5 / 0.8	
WHTH -AM C 790 Heath	0.6 / 0.6	
WRFD -AM REL 880 Worthington	0.5 / 1.1	
WSWZ -FM O 103.5 Lancaster	0.5 / 1.9	
WTJY -FM REL 103.1 Johnstown	0.6 / 2.2	

RADIO STATIONS

Station	Power	Frequency	Format	Advertiser	Agency	Product	Location
WBNS	1480	5 KW/1 KW (DA-N)	Sports	CBS, AP	\$ 28.00	(Banner)	Columbus Dispatch
WCOL	1230	1 KW	Talk	AP	\$ 29.00	(MMR)	Nationwide
WMNI	920	1 KW/500 W (DA-2)	Country	Westwd	\$ 25.00	(Eastman)	
WRFD	880	9 KW (DAYS)	Religion		\$ 19.00	(—)	Salem
WTVN	610	5 KW (DA-N)	Full Service	ABC	\$149.00	(Katz)	Citicasters
WVVO	1580	1 KW/250 W (DA-2)	Black	Westwd, AURN	\$ 31.00	(Mc-Guild)	Saga
WAHC-F	107.1	3 KW @ 328	CHR	NA		(Torbet)	(Circleville)
WAKS-F	106.7	2.5 KW @ 512	70's - Oldies		\$ 35.00	(Torbet)	(Marysville)
WBNS-F	97.1	21 KW @ 780	Oldies	CBS	\$ 75.00	(Banner)	Columbus Dispatch
WBZX-F	99.7	20 KW @ 783	AOR		\$ 94.00	(Eastman)	
WCEZ-F	107.9	6 KW @ 285	Soft AC		\$ 23.00	(K & P)	(Delaware)
WCKX-F	106.3	6 KW @ 328	Black	AURN	\$ 36.00	(K & P)	(London)
WCLT-F	100.3	50 KW @ 388	Country	Westwd	\$ 30.00	(Christal)	(Newark)
WCOL-F	92.3	22 KW @ 753	Country		\$125.00	(MMR)	Nationwide
WHOK-F	95.5	21 KW @ 761	Country	AP	\$ 70.00	(D & R)	Citicasters (Lancaster)
WLVQ-F	96.3	18 KW @ 753	AOR		\$157.00	(Katz)	Citicasters
WNCI-F	97.9	175 KW @ 560	CHR	AP	\$171.00	(MMR)	Nationwide
WLLD-F	98.9	0.5 KW @ 753	Country		\$ 44.00	(Christal)	Citicasters (Upper Arlington)
WSNY-F	94.7	22 KW @ 753	AC		\$175.00	(Mc-Guild)	Saga
WWCD-F	101.1	6 KW @ 328	AOR - New Rock		\$ 39.00	(Roslin)	(Grove City)

NOTES: The following stations were sold by Citicasters to Jacor: WTVN for \$33,900,000, WLVQ-F for \$38,400,000 and WLLD-F, WHOK-F, WLOH for \$24,000,000. . . WCEZ-F (Delaware) sold to Associated for \$1,950,000. . .

DALLAS-Ft. WORTH

Arbitron Rank: 7
Pop (12+): 3,570,000
MSA Rank: 11-Dallas
MSA Pop: 4,510,000 DMA # 8
Average Person Ratings: 17.2
Market TSL in Hours: 22.75

Stations: 33 / 33
Diaries: 4290 / 832 :1/ 50.3 %
Sample Target: 4,120
% Below Line: 0
% Not Listed: 8.7

Last Year's Revenue: \$200,100,000
Household Income: \$50,405
Retail Dollars: \$42.4 Bil
Pop per Station: 108,182
#1 Biller: KVIL-F Rev: \$26,000,000
#1 Billing Portfolio:
 Infinity duop+ \$51,700,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KHKS -FM	CHR	348 / 5.7	5.6	5.1	5.0	5.0	6107 / 17.1	17.2	15.8	I	KHKS -FM
2	KKDA -FM	B	334 / 5.4	4.6	5.7	4.6	4.5	3903 / 10.9	10.2	10.9	I	KKDA -FM
3	KVIL -FM	AC/F5	332 / 5.4	5.6	5.2	5.4	5.6	4775 / 13.4	17.6	13.5	K	KVIL -FM
4	KSCS -FM	C	310 / 5.0	5.5	5.6	6.0	5.6	5261 / 14.7	14.8	15.8	J	KSCS -FM
5	KEGL -FM	AOR	283 / 4.6	3.9	4.4	4.0	4.0	4768 / 13.4	12.4	11.9	H	KEGL -FM
6	WBAP -AM	FS/T	282 / 4.6	4.7	4.9	5.1	5.2	4597 / 12.9	11.6	13.1	J	WBAP -AM
7	KPLX -FM	C	268 / 4.4	3.9	4.1	4.0	4.2	4266 / 11.9	11.7	12.1	I	KPLX -FM
8	KRBV -FM	B/AC	259 / 4.2	5.0	3.7	4.1	3.8	3300 / 9.2	10.3	10.4	G	KRBV -FM
9	KLUV -FM	O	249 / 4.0	3.9	4.6	3.8	3.8	4513 / 12.6	12.7	11.9	I	KLUV -FM
10	KTXQ -FM	AOR	244 / 4.0	3.3	2.8	2.8	2.4	4681 / 13.1	10.5	9.5	G	KTXQ -FM
11	KYNG -FM	C	241 / 3.9	4.8	5.1	4.9	4.6	3894 / 10.9	11.8	11.9	I	KYNG -FM
12	KRLD -AM	N	226 / 3.7	3.8	3.8	3.5	3.4	4176 / 11.7	11.9	11.1	H	KRLD -AM
13	KDGE -FM	AOR-NR	221 / 3.6	3.5	3.2	4.6	3.5	5330 / 14.9	12.6	12.7	H	KDGE -FM
14	KOAI -FM	J	220 / 3.6	4.2	4.2	5.3	4.0	3321 / 9.3	10.2	10.2	I	KOAI -FM
15	KRRW -FM	CL AOR	178 / 2.9	2.6	2.2	2.6	2.7	3367 / 9.4	9.2	9.5	G	KRRW -FM
16	KDMX -FM	AC	173 / 2.8	2.7	3.0	3.4	3.1	3551 / 9.9	9.9	9.9	H	KDMX -FM
17	KLTY -FM	REL	160 / 2.6	2.7	2.8	3.1	3.4	2344 / 6.6	6.8	6.9	E	KLTY -FM
18	KLIF -AM	T	140 / 2.3	2.5	1.9	1.9	2.0	2453 / 6.9	7.9	6.5	H	KLIF -AM
19	KZPS -FM	CL AOR	133 / 2.2	2.8	2.4	3.1	2.6	3178 / 8.9	9.8	9.6	G	KZPS -FM
20	WRR -FM	CL	128 / 2.1	1.8	2.7	2.2	2.6	2380 / 6.7	6.5	7.9	D	WRR -FM
	KTCK -AM	SPRTS	128 / 2.1	2.0	1.1	1.4	1.7	2105 / 5.9	5.5	5.2	F	KTCK -AM
22	KHVN -AM	G	120 / 1.9	1.6	1.6	1.5	2.0	1296 / 3.6	2.9	3.9		KHVN -AM
23	KSNN -FM	C	107 / 1.7	2.0	2.5	2.1	1.9	1658 / 4.6	5.7	6.7	F	KSNN -FM
	KESS -AM	SP	107 / 1.7	1.1	1.2	1.3	1.2	1282 / 3.6	2.6	3.0		KESS -AM
25	KHCK -FF	SP	98 / 1.6	1.1	0.8	0.6	0.5	1465 / 4.1	2.5	1.7		KHCK -FF
26	KAAM -AM	ST	91 / 1.5	0.7	0.0	0.0	0.0	1022 / 2.9	1.7	0.0		KAAM -AM
27	KKDA -AM	B/O	68 / 1.1	1.1	1.6	1.5	1.9	1022 / 2.9	3.5	3.9		KKDA -AM
28	KMRT -AF	SP	66 / 1.1	1.0	1.1	0.5	1.0	930 / 2.6	1.8	2.0		KMRT -AF

12+ FM Share (Metro): 78.63 % (4306 of 5619) (Winter 95: 76.03 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KKDA-FM	1 KEGL-FM <	1 KHKS-FM <	1 KVIL-FM	1 KVIL-FM	1 KVIL-FM	1 KEGL-FM	1 KVIL-FM	1 KHKS-FM <	1 KKDA-FM	1 WBAP-AM
2 KHKS-FM	2 KHKS-FM <	2 KEGL-FM <	2 KSCS-FM	2 KSCS-FM <	2 WBAP-AM	2 KSCS-FM <	WBAP-AM	2 KKDA-FM <	2 KHKS-FM	2 KRLD-AM
3 KDGE-FM >	3 KKDA-FM	3 KKDA-FM	KHKS-FM <	3 KLUV-FM <	3 KSCS-FM	3 KHKS-FM <	3 KSCS-FM <	3 KVIL-FM <	3 KRBV-FM <	3 KKDA-FM <
4 KTXQ-FM	4 KTXQ-FM	KVIL-FM <	4 KRBV-FM <	4 KRBV-FM <	4 KLUV-FM <	4 KVIL-FM <	4 KLUV-FM <	4 KSCS-FM <	4 KDGE-FM	4 KRBV-FM
5 KEGL-FM <	5 KDGE-FM <	5 KSCS-FM <	5 KLUV-FM <	5 KHKS-FM	5 KRLD-AM <	5 WBAP-AM	5 KPLX-FM <	5 WBAP-AM <	5 KYNG-FM <	5 KSCS-FM
6 KYNG-FM >	6 KRBV-FM <	6 KRBV-FM <	6 KEGL-FM <	6 KEGL-FM	6 KOAI-FM <	KKDA-FM	6 KLUV-FM <	6 KYNG-FM <	6 KEGL-FM <	6 KVIL-FM
	7 KYNG-FM			KPLX-FM	7 KPLX-FM	7 KPLX-FM <	7 KTXQ-FM <	7 KPLX-FM <	7 KTXQ-FM <	7 KPLX-FM <
				WBAP-AM <		8 KRLD-AM	8 KRLD-AM <	8 KRBV-FM <	8 KVIL-FM <	8 KOAI-FM <
										9 KYNG-FM

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KKDA-FM	1 KHKS-FM	1 KHKS-FM	1 KHKS-FM	1 KVIL-FM	1 KEGL-FM >	1 KEGL-FM >	1 KEGL-FM >	1 KEGL-FM >	1 WBAP-AM <
2 KDGE-FM <	2 KKDA-FM	2 KKDA-FM <	2 KVIL-FM	2 KHKS-FM <	2 KHKS-FM	2 KTXQ-FM <	2 KTXQ-FM <	2 KTXQ-FM <	2 KEGL-FM
3 KHKS-FM	3 KDMX-FM <	3 KDMX-FM	3 KKDA-FM	3 KSCS-FM	3 KKDA-FM <	3 KKDA-FM <	3 KTCK-AM	3 WBAP-AM <	3 KTCK-AM <
4 KTXQ-FM <	4 KYNG-FM <	4 KYNG-FM <	KSCS-FM	4 KPLX-FM <	4 KDGE-FM	4 KHKS-FM	4 KKDA-FM	4 KTCK-AM <	4 KTXQ-FM
5 KYNG-FM	5 KRBV-FM	5 KRBV-FM	5 KRBV-FM	5 KLUV-FM <	5 KYNG-FM	5 KTCK-AM	5 KRBV-FM <	5 KKDA-FM <	5 KLUV-FM
6 KRBV-FM <	6 KTXQ-FM <	6 KSCS-FM <	KYNG-FM <	6 KRBV-FM <	6 KTXQ-FM >	6 KDGE-FM	6 KHKS-FM	KHKS-FM <	6 KRBV-FM <
7 KEGL-FM <	7 KDGE-FM	7 KPLX-FM	7 KDMX-FM <	7 KOAI-FM	7 KRBV-FM	7 KRRW-FM	7 KRRW-FM	7 KRBV-FM	7 KVIL-FM
8 KDMX-FM	8 KPLX-FM <	8 KTXQ-FM <	8 KPLX-FM <	KDMX-FM <				8 KSCS-FM <	KSCS-FM <
	9 KEGL-FM <							9 KRRW-FM <	

DALLAS-FT. WORTH

Consolidation Report	12+	25-54	Revenue
Bonneville			
KZPS-FM			
KDGE-FM			
Combined	5.7%	5.0%	6.5%
Heftel			
KMRT-FM			
KICI-FM			
KHCK-FM			
KMRT-AM			
KESS-AM			
Combined	4.3%	4.3%	3.0%
Infinity, pending			
KYNG-FM			
KDMM-AM			
KHVN-AM			
KLUV-FM			
KOAI-FM			
KRBV-AM			
KVIL-FM			
KSNN-FM			
Combined	21.7%	27.8%	33.5%
Westinghouse/CBS			
KTXQ-FM			
KRLD-AM			
KRRW-FM			
Combined	10.5%	10.9%	9.5%
	42.3%	48.0%	52.5%

Other Rated Stations

	Metro Share	Cume Ratio
KDMM -AM ST 1150 Highland Park	0.5	1.2
KFJZ -AM SP 870 Ft. Worth	0.4	1.0
KRVA -AM SP 1600 Cockrell Hill	0.9	2.1

RADIO STATIONS

Station	Power	Frequency	Service	Company	Notes
KDMM	1150	1 KW (DAYS, DA)	Standards	NA	(Infinity)
KTCK	1310	5 KW (DA-2)	Sports	Westwd, AP	\$ 70.00 (---)
KESS	1270	5 KW (DA-2)	Hispanic		\$ 65.00 (Caballero)
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/270 W	Gospel	Westwd, ABC	\$ 32.00 (Mc-Guild)
KKDA	730	500 W (DA-N)	Black Oldies	AP	NA (Christal)
KLIF	570	5 KW (DA-2)	Talk	Westwd, CBS	\$ 148.00 (Eastman)
KMRT	1480	5 KW/1.9 KW (DA-2)	Hispanic		\$ 38.00 (Caballero)
KRLD	1080	50 KW (DA-N)	News	CBS	\$ 165.00 (CBS)
KRVA	1600	5 KW/930 W (DA-2)	Hispanic		\$ 41.00 (Caballero)
KSKY	660	10 KW/500 W (DA-N)	Religion		\$ 29.00 (---)
WBAP	820	50 KW	Full Service	ABC	\$ 270.00 (Banner)
KDGE-F	94.5	100 KW @ 1896	AOR - New Rock		\$ 140.00 (D&R)
KDMX-F	102.9	100 KW @ 1348	AC/CHR		\$ 164.00 (MMR)
KHCK-F	99.1	100 KW @ 1188	Hispanic		\$ 45.00 (Roslin)
KEGL-F	97.1	100 KW @ 1480	AOR		\$ 157.00 (Christal)
KHKS-F	106.1	100 KW @ 1590	CHR		\$ 210.00 (D & R)
KRBV-F	100.3	89 KW @ 1280	Black/AC/Oldies	ABC	\$ 150.00 (Mc-Guild)
KKDA-F	104.5	100 KW @ 1590	Black	AP	\$ 190.00 (Christal)
KLTY-F	94.1	100 KW @ 1590	Religion (CC)	AP	\$ 85.00 (K & P)
KLUV-F	98.7	100 KW @ 1590	Oldies		\$ 199.00 (Mc-Guild)
KOAI-F	107.5	25 KW @ 1657	Jazz		\$ 205.00 (MMR)
KPLX-F	99.5	100 KW @ 1678	Country	AP	\$ 200.00 (Eastman)
KRRW-F	97.9	100 KW @ 1611	Oldies (70's)	CBS	\$ 135.00 (---)
KSCS-F	96.3	100 KW @ 1611	Country		\$ 340.00 (Banner)
KSNN-F	94.9	100 KW @ 1510	News		\$ 114.00 (Infinity)
KTXQ-F	102.1	100 KW @ 1447	AOR	CBS	\$ 125.00 (CBS)
KVIL-F	103.7	100 KW @ 1570	AC		\$ 425.00 (Torbet)
KYNG-F	105.3	100 KW @ 1560	Country		\$ 190.00 (Group W)
KZPS-F	92.5	100 KW @ 1590	Classic AOR		\$ 136.00 (D & R)
WRR-F	101.1	100 KW @ 1348	Classical	AP	\$ 74.00 (CMBS)

NOTES: Granum sold these stations to Infinity: KHVN for \$3,000,000, KOAI-F for \$58,000,000, KRBV-F for \$38,000,000. . . KRLD traded by SFX to CBS/Westinghouse for KRRW-F in Houston. . . KTCK sold by SFX to Susquehanna for \$14,000,000 (Star) . . .

DAYTON

Arbitron Rank: 52	Stations: 26 / 20	Last Year's Revenue: \$28,800,000
Pop (12+): 824,000	Diaries: 1576 / 523 :1/ 60.8 %	Household Income: \$46,876
MSA Rank: 61	Sample Target: 1,430	Retail Dollars: \$9.1 Bil
MSA Pop: 958,000 DMA # 53	% Below Line: 7.3	Pop per Station: 41,200
Average Person Ratings: 15.8	% Not Listed: 11.4	#1 Biller: WTUE-F Rev: \$4,900,000
Market TSL in Hours: 21.00		#1 Billing Portfolio:
		Amer. Radio Sys. duop+ \$13,600,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WHKO -FM	C	174 / 13.4	14.9	14.9	13.1	10.9	14.1	2287 / 27.8	26.7	24.6	F WHKO -FM
2	WTUE -FM	AOR	127 / 9.8	5.7	8.0	9.1	10.1	8.2	1677 / 20.3	14.2	19.0	F WTUE -FM
3	WMMX -FM	AC	120 / 9.2	6.9	7.9	8.5	8.8	8.1	1571 / 19.1	18.3	19.0	F WMMX -FM
4	WHIO -AM	T/FS	93 / 7.2	5.3	6.2	5.6	6.3	6.1	1307 / 15.9	13.3	15.9	E WHIO -AM
5	WROU -FM	B	83 / 6.4	7.3	7.2	6.9	7.4	7.0	949 / 11.5	11.5	10.0	C WROU -FM
	WLQT -FM	SAC	83 / 6.4	6.4	4.3	5.4	6.0	5.6	1223 / 14.8	14.0	14.3	D WLQT -FM
7	WGTZ -FM	CHR	78 / 6.0	5.6	6.7	7.2	6.6	6.4	1741 / 21.1	20.2	20.4	D WGTZ -FM
8	WXEG -FM	AOR-NR	65 / 5.0	5.4	2.0	1.8	2.3	3.6	1125 / 13.7	12.8	7.1	B WXEG -FM
9	WING -FM	O-70s	50 / 3.8	2.8	3.8	3.7	3.4	3.5	1035 / 12.6	11.4	11.3	C WING -FM
10	WLW -AM	FS	47 / 3.6	4.5	5.9	4.4	3.9	4.6	901 / 10.9	12.2	12.2	WLW -AM
11	WDAO -AM	B	34 / 2.6	2.0	1.4	2.1	1.3	2.0	253 / 3.1	3.2	3.4	A WDAO -AM
12	WONE -AM	ST	27 / 2.1	3.8	2.5	2.6	2.3	2.8	432 / 5.2	8.0	6.4	B WONE -AM
13	WCLR -FF	O	23 / 1.8	1.9	1.5	1.7	2.6	1.8	413 / 5.0	6.0	6.6	A WCLR -FF
14	WDOL -FM	O	22 / 1.7	1.5	1.6	2.2	2.1	1.8	458 / 5.6	5.0	6.7	B WDOL -FM
15	WPFB -FM	C	20 / 1.5	2.2	2.1	1.6	2.5	1.9	467 / 5.7	5.9	7.6	B WPFB -FM

12+ FM Share (Metro): 79.79 % (920 of 1153) (Winter 95: 81.05 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WGTZ-FM >>	1 WTUE-FM >	1 WTUE-FM <	1 WHKO-FM <	1 WHKO-FM	1 WHKO-FM >	1 WHKO-FM	1 WHKO-FM	1 WHKO-FM	1 WTUE-FM <	1 WHKO-FM >
2 WXEG-FM	2 WHKO-FM	2 WHKO-FM	2 WTUE-FM <	2 WMMX-FM	2 WHIO-AM	2 WMMX-FM <	2 WMMX-FM	2 WTUE-FM	2 WROU-FM <	2 WHIO-AM
3 WHKO-FM <	3 WMMX-FM	3 WMMX-FM >	3 WMMX-FM >	3 WTUE-FM >	3 WMMX-FM	3 WTUE-FM	3 WTUE-FM <	3 WMMX-FM >	3 WHKO-FM <	3 WTUE-FM <
4 WROU-FM <	4 WXEG-FM	4 WROU-FM <	4 WROU-FM <	4 WLQT-FM >	4 WLQT-FM >	4 WHIO-AM	4 WLQT-FM <	4 WHIO-AM	4 WGTZ-FM	4 WMMX-FM
5 WTUE-FM >>	5 WROU-FM <	5 WLQT-FM	5 WLQT-FM	5 WROU-FM	5 WTUE-FM <	5 WLQT-FM <	5 WHIO-AM >	5 WGTZ-FM <	5 WXEG-FM	5 WROU-FM >
	6 WGTZ-FM >	6 WXEG-FM <	6 WING-FM	6 WING-FM	6 WLW-AM <	6 WROU-FM <	6 WROU-FM	6 WLQT-FM <	6 WHIO-AM	
		7 WGTZ-FM <				7 WGTZ-FM <	7 WLW-AM	7 WROU-FM <	7 WMMX-FM >	
		8 WING-FM >				8 WING-FM		8 WXEG-FM >		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WGTZ-FM	1 WMMX-FM	1 WMMX-FM >	1 WMMX-FM	1 WMMX-FM	1 WTUE-FM >>	1 WTUE-FM >>	1 WTUE-FM >	1 WTUE-FM >	1 WTUE-FM
2 WHKO-FM <	2 WHKO-FM	2 WHKO-FM	2 WHKO-FM	2 WHKO-FM >	2 WXEG-FM	2 WXEG-FM	2 WHKO-FM <	2 WHKO-FM >	2 WHKO-FM >
3 WROU-FM	3 WROU-FM	3 WROU-FM	3 WROU-FM	3 WLQT-FM <	3 WHKO-FM >	3 WHKO-FM >	3 WXEG-FM >	3 WING-FM	3 WING-FM <
WMMX-FM <	4 WGTZ-FM	4 WGTZ-FM <	4 WLQT-FM <	4 WROU-FM >	4 WGTZ-FM	4 WING-FM <	4 WING-FM	4 WXEG-FM <	4 WLW-AM
5 WXEG-FM	5 WTUE-FM	5 WTUE-FM	5 WGTZ-FM	5 WGTZ-FM <	5 WROU-FM <	5 WROU-FM <	5 WHIO-AM <	5 WMMX-FM	5 WMMX-FM
6 WTUE-FM	6 WXEG-FM	6 WLQT-FM <	6 WTUE-FM	6 WTUE-FM	6 WMMX-FM <	6 WHIO-AM	6 WROU-FM >	6 WLW-AM <	6 WLQT-FM <
7 WLQT-FM >>	7 WLQT-FM >>	7 WXEG-FM >>	7 WXEG-FM >>		7 WLQT-FM			7 WROU-FM	7 WHIO-AM <
								WLQT-FM <	6 WROU-FM <
								9 WHIO-AM >	9 WXEG-FM >

DAYTON

Consolidation Report 12+ 25-54 Revenue

American Radio Systems

WTUE-FM			
WMMX-FM			
WLQT-FM			
WDOL-FM			
WONE-AM			
Combined	29.1 %	34.0 %	47.2 %

Great Trails

WGTZ-FM			
WING-FM			
WING-AM			
Combined	10.7 %	10.6 %	14.9 %

Local, pending

WTRJ-FM			
WROU-FM			
Combined	11.2 %	6.4 %	6.3 %
	51.0 %	51.0 %	68.4 %

Other Rated Stations

				Metro Share	Cume Rating
WFCJ	-FM	REL	93.7	Miamisburg	1.2 / 3.9
WING	-AM	N	1410	Dayton	0.8 / 4.8
WIZE	-AM	ST	1340	Springfield	1.2 / 2.3
WKSJ	-FM	C	101.7	Urbana	0.9 / 3.6
WPFB	-AM	ST	910	Middletown	0.5 / 1.3
WGRR	-FM	O	103.5	Hamilton	0.4 / 1.6
WLSN	-FM	SAC/EZ	106.5	Greenville	1.2 / 3.3
WQLK	-FM	C	96.1	Richmond, IN	0.4 / 0.9
WVAE	-FM	J	94.9	Fairfield	1.2 / 2.6
WYGY	-FM	C	96.5	Hamilton	0.5 / 2.5

RADIO STATIONS

WDAO	1210	1 KW (DAYS)	Black
WHIO	1290	5 KW (DA-N)	News/Talk
WING	1410	5 KW (DA-N)	News
WONE	980	5 KW (DA-N)	Standards
WCLR-F	95.7	50 KW @ 476	Oldies
WDOL-F	94.5	8 KW @ 328	Oldies
WFCJ-F	93.7	50 KW @ 492	Religion
WGTZ-F	92.9	40 KW @ 551	CHR
WHKO-F	99.1	50 KW @ 1066	Country
WING-F	102.9	50 KW @ 482	Oldies-70's
WKSJ-F	101.7	3 KW @ 407	Country
WLQT-F	99.9	50 KW @ 500	Soft AC
WMMX-F	107.7	50 KW @ 420	AC
WPFB-F	105.9	34 KW @ 583	Country
WROU-F	92.1	0.9 KW @ 587	Black
WTUE-F	104.7	50 KW @ 500	AOR
WXEG-F	103.9	1.2 KW @ 522	AOR-NR

AURN	\$ 20.00	(---)
AP, Talknt	\$ 50.00	(D & R)
CBS, CNN	\$ 19.00	(Katz)
Westwd, ABC	\$ 25.00	(Eastman)
Westwd	\$ 20.00	(Regional)
	\$ 22.00	(---)
USA	\$ 17.00	(---)
Westwd	\$ 53.00	(Katz)
	\$ 83.00	(D & R)
ABC	\$ 23.00	(Katz)
	\$ 18.00	(---)
	\$ 54.00	(Katz)
	\$ 87.00	(Eastman)
	NA	(---)
	\$ 44.00	(Christal)
ABC	\$ 84.00	(Eastman)
	\$ 34.00	(Torbet)

Cox
Great Trails
Amer. Radio Sys.

(Piqua)
(Englewood)
(Miamisburg)
(Eaton)
Regent
Great Trails
Cox
Osborn
(Springfield)
(Urbana)

Regent
Amer. Radio Sys.
Braden
(Middletown)
(W. Carrollton)
Amer. Radio Sys.
(Beavercreek)

WLW - See Cincinnati

NOTES: WLQT-F, WDOL-F sold by Regent to Amer. Radio Systems for \$12,000,000 (MVP). . .

DENVER-BOULDER

Arbitron Rank:	23	Stations:	30 / 30	Last Year's Revenue:	\$105,500,000
Pop (12+):	1,733,500	Diaries:	3035 / 571 :1/ 59.3 %	Household Income:	\$48,764
MSA Rank:	26	Sample Target:	2,930	Retail Dollars:	\$23.8 Bil
MSA Pop:	2,270,000 DMA # 18	% Below Line:	0	Pop per Station:	57,783
Average Person Ratings:	16.5	% Not Listed:	12.7	#1 Biller:	KOA Rev: \$19,000,000
Market TSL in Hours:	21.75			#1 Billing Portfolio:	
				Jacor duop+ \$48,700,000	

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KYGO -FM	C	246 / 8.6	8.8	9.7	9.1	8.6	9.1	3229 / 18.6	18.6	18.3	I KYGO -FM
2	KOA -AM	T/FS	196 / 6.9	9.0	9.6	6.9	7.5	8.1	3335 / 19.2	25.0	22.2	J KOA -AM
3	KRFX -FM	CL AOR	179 / 6.3	5.1	5.7	6.3	7.0	5.9	2822 / 16.3	15.0	16.4	I KRFX -FM
4	KOSI -FM	SAC	162 / 5.7	6.1	5.5	5.9	6.6	5.8	2717 / 15.7	14.0	15.5	H KOSI -FM
5	KXKL -AF	O	161 / 5.6	5.2	5.9	5.4	4.9	5.6	3031 / 17.5	16.1	16.1	G KXKL -AF
6	KQKS -FM	CHR	146 / 5.1	4.7	3.7	4.5	4.5	4.5	2324 / 13.4	13.1	13.7	D KQKS -FM
7	KHIH -FM	J	141 / 4.9	3.8	3.0	3.5	4.5	3.8	1919 / 11.1	9.3	10.7	E KHIH -FM
8	KALC -FM	AC/CHR	136 / 4.8	4.1	3.9	4.2	3.5	4.3	2486 / 14.3	14.5	12.2	E KALC -FM
9	KBCO -FM	AOR	121 / 4.2	4.2	3.2	3.9	3.6	3.9	2238 / 12.9	12.7	12.1	G KBCO -FM
10	KBPI -FM	AOR-NR	119 / 4.2	3.2	4.7	5.0	5.3	4.3	2145 / 12.4	11.0	12.8	G KBPI -FM
11	KIMN -FM		114 / 4.0	3.7	4.0	3.8	2.5	3.2	2082 / 12.0	11.0	10.0	F KIMN -FM
12	KXPK -FM	AOR-P	102 / 3.6	4.2	5.2	5.3	5.6	4.6	1992 / 11.5	12.7	16.0	E KXPK -FM
13	KVOD -FM	CL	93 / 3.3	2.9	2.7	3.0	2.4	3.0	1346 / 7.8	7.9	6.8	D KVOD -FM
14	KWMX -FM	AC/CHR	92 / 3.2	3.1	3.6	3.7	2.9	3.4	1915 / 11.0	12.0	12.2	E KWMX -FM
15	KHOW -AM	T	78 / 2.7	2.5	2.3	2.5	2.5	2.5	1429 / 8.2	7.4	7.8	E KHOW -AM
16	KEZW -AM	ST	70 / 2.4	2.5	2.4	3.0	2.6	2.6	921 / 5.3	5.1	5.2	C KEZW -AM
17	KTLK -AM	T	62 / 2.2	2.8	3.5	2.7	3.6	2.8	1138 / 6.6	7.7	10.1	C KTLK -AM
18	KNRX -FM	CHR-NR	59 / 2.1	1.9	1.7	0.5	0.1	1.6	1164 / 6.7	5.7	1.9	A KNRX -FM
19	KYGO -AM	C	47 / 1.6	1.4	1.6	1.7	1.6	1.6	628 / 3.6	2.9	4.7	KYGO -AM
20	KKFN -AM	SPRTS	31 / 1.1	0.7	0.5	0.0	0.0		950 / 5.5	3.4	0.0	KKFN -AM

12+ FM Share (Metro): 76.76 % (1916 of 2496) (Winter 95: 74.53 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KQKS-FM >	1 KRFX-FM <	1 KRFX-FM	1 KRFX-FM <	1 KYGO-FM <	1 KOA-AM	1 KOA-AM <	1 KOA-AM <	1 KYGO-FM >	1 KQKS-FM	1 KOA-AM >
2 KBPI-FM <	2 KYGO-FM <	2 KYGO-FM	2 KYGO-FM	2 KRFX-FM	2 KYGO-FM	2 KYGO-FM	2 KYGO-FM	2 KOA-AM <	2 KYGO-FM	2 KYGO-FM
3 KALC-FM >	3 KALC-FM	3 KXKL-AF <	3 KXKL-AF <	3 KXKL-AF	3 KXKL-AF	3 KRFX-FM	3 KRFX-FM <	3 KXKL-AF <	3 KBPI-FM	3 KHOW-AM
	4 KBPI-FM	4 KBCO-FM <	4 KBCO-FM <	4 KOSI-FM <	KHIH-FM <	4 KALC-FM	4 KOSI-FM <	4 KRFX-FM <	4 KOA-AM <	
	KQKS-FM	5 KOSI-FM	5 KIMN-FM <	5 KHIH-FM <	5 KOSI-FM	5 KXKL-AF <	5 KXKL-AF <	5 KQKS-FM <	5 KXKL-AF <	
	6 KXPK-FM <	KALC-FM <	6 KHIH-FM <	6 KBCO-FM <	6 KVOD-FM	6 KOSI-FM <	6 KHIH-FM <	6 KOSI-FM	6 KRFX-FM	
	7 KBCO-FM <	7 KIMN-FM <	7 KOSI-FM	KOA-AM <		7 KTLK-AM	7 KBCO-FM <	7 KHIH-FM <	KALC-FM <	
	8 KWMX-FM	8 KXPK-FM	8 KOA-AM <	8 KIMN-FM			8 KIMN-FM	8 KBPI-FM <	8 KOSI-FM <	
	KIMN-FM	KHIH-FM <	9 KXPK-FM					9 KBCO-FM	9 KHIH-FM	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KQKS-FM	1 KALC-FM <	1 KXPK-FM <	1 KYGO-FM	1 KYGO-FM <	1 KBPI-FM	1 KRFX-FM >	1 KRFX-FM >	1 KRFX-FM >	1 KRFX-FM >
2 KALC-FM >	2 KYGO-FM <	2 KYGO-FM <	2 KOSI-FM	2 KOSI-FM	2 KRFX-FM	2 KBPI-FM	2 KBCO-FM <	2 KYGO-FM <	2 KOA-AM <
3 KYGO-FM	3 KQKS-FM <	3 KWMX-FM <	3 KXKL-AF <	3 KXKL-AF	3 KYGO-FM <	3 KYGO-FM	3 KYGO-FM <	3 KBCO-FM	3 KYGO-FM <
4 KWMX-FM	4 KWMX-FM <	4 KALC-FM	4 KALC-FM <	4 KHIH-FM <	4 KQKS-FM >	4 KALC-FM <	4 KBPI-FM	4 KBPI-FM	4 KBCO-FM <
5 KOSI-FM <	5 KXPK-FM	KIMN-FM	5 KWMX-FM	5 KIMN-FM	5 KALC-FM	5 KBCO-FM <	KALC-FM	KOA-AM <	5 KXKL-AF
6 KBPI-FM >	6 KOSI-FM	6 KBCO-FM	6 KXPK-FM	6 KWMX-FM <	6 KXPK-FM	6 KQKS-FM	6 KXPK-FM <	6 KXKL-AF	6 KHIH-FM <
7 KNRX-FM <	7 KBCO-FM	7 KOSI-FM >	KIMN-FM	7 KXPK-FM <	7 KXPK-FM	7 KIMN-FM	7 KIMN-FM	7 KIMN-FM <	7 KIMN-FM
8 KXKL-AF	KIMN-FM		KQKS-FM <						
			9 KHIH-FM						

DENVER-BOULDER

Consolidation Report	12+	25-54	Revenue	Other Rated Stations		Metro Share	Cume Rating
Chancellor, pending				KBNO -AM sp	1220 Denver	0.7	1.2
KXKL-FM				KCUV -AM sp	1150 Englewood	0.5	1.3
KVOD-FM				KDKO -AM b	1510 Littleton	0.7	1.2
KALC-FM				KKHK -FM cl aor	99.5 Denver	0.9	2.8
KIMN-FM				KLZ -AM rel	560 Denver	0.3	0.9
KXKL-AM				KNUS -AM n/t	710 Denver	0.5	2.7
Combined	17.6%	18.8%	16.5%	KRKS -FM rel	94.7 Boulder	0.3	1.9
Crawford				KRKS -AM rel	990 Denver	0.3	1.0
KLTT-AM				KTCL -FM aor-nr	93.3 Ft. Collins	0.7	4.5
KLTT-AM							
Combined	14.1%	0.0%	1.0%				
Jacor, pending							
KBPI-FM							
KBCO-AM							
KOA-AM							
KHOW-AM							
KBCO-FM							
KHIH-FM							
KRFX-FM							
KTLK-AM							
Combined	35.8%	32.3%	46.2%				
Jefferson-Pilot							
KKFN-AM							
KYGO-AM							
KWMX-FM							
KYGO-FM							
Combined	14.6%	14.0%	16.8%				
Tribune Co.							
KOSI-FM							
KEZW-AM							
KKHK-FM							
Combined	9.1%	8.4%	10.3%				
	91.2%	73.5%	90.8%				

RADIO STATIONS

KBNO	1220	660 W/11 W	Hispanic	CBS	\$ 27.00	(Katz Hisp.)		
KDKO	1510	10 KW/1.3 KW(DA-2)	Black		\$ 29.00	(---)		(Littleton)
KEZW	1430	5 KW (DA-N)	Standards	Westwd, ABC	\$ 35.00	(Banner)	Tribune Co.	(Aurora)
KHOW	830	5 KW (DA-2)	Soft AC	MBS, NBC	\$ 49.00	(MMR)	Noble	
KKFN	950	5 KW (DA-1)	Sports	AP	NA	(CBS)	Jefferson-Pilot	
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	(---)	Salem	
KOA	850	50 KW	Talk/News	ABC	\$265.00	(Eastman)	Jacor	
KTLK	760	50 KW/1 KW (DA-2)	Talk	ABC	\$ 40.00	(Eastman)	Jacor	
KYBG	1090	50 KW/500 W (DA-2)	Sports	Westwd, AP	\$ 40.00	(Torbet)	Century	(Aurora)
KYGO	1600	5 KW (DA-2)	Country	CBS	NA	(CBS)	Jefferson-Pilot	(Lakewood)
KALC-F	105.9	100 KW @ 1470	AC		\$100.00	(Christal)	Secret	
KBPI-F	106.7	100 KW @ 987	AOR		\$124.00	(Eastman)	Jacor	
KBCO-F	97.3	100 KW @ 1541	AOR - Prog.	Westwd	\$110.00	(MMR)	Noble	(Boulder)
KHIH-F	95.7	100 KW @ 1808	Jazz		\$ 85.00	(MMR)	Noble	
KIMN-F	100.3	100 KW @ 1152	Oldies - 70's		\$ 91.00	(Christal)	Secret	
KKHK-F	99.5	100 KW @ 1824	Classic AOR		\$ 70.00	(Banner)	Tribune Co.	
KNRX-F	92.1	30 KW @ 827	CHR/NR		\$ 35.00	(Torbet)	Century	(Castle Rock)
KOSI-F	101.1	100 KW @ 1824	Soft AC		\$155.00	(Banner)	Tribune Co.	
KQKS-F	104.3	58 KW @ 1204	CHR		\$ 68.00	(Torbet)	Western Cities	(Longmont)
KRFX-F	103.5	100 KW @ 1045	Classic AOR		\$178.00	(---)	Jacor	
KRKS-F	94.7	100 KW @ 984	Religion		\$ 45.00	(---)	Salem	(Boulder)
KTCL-F	93.3	100 KW @ 1129	AOR - New Rock		\$ 50.00	(Mc-Guild)	University	(Ft. Collins)
KVOD-F	92.5	57 KW @ 1237	Classical		\$ 50.00	(CMBS)	Chancellor	(Greeley)
KWMX-F	107.5	100 KW @ 1198	CHR/AC		\$ 84.00	(CBS)	Jefferson-Pilot	
KXKL-F	105.1	100 KW @ 1169	Oldies		\$145.00	(Katz)	Chancellor	
KXPK-F	98.5	100 KW @ 1739	AOR-Prog.		\$ 79.00	(---)		(Evergreen)
KYGO-F	98.5	100 KW @ 1821	Country		\$240.00	(CBS)	Jefferson-Pilot	

NOTES: Noble sold the following stations to Jacor: KBCO A/F for \$27,100,000, KHOW for \$4,800,000 and KHIH-F for \$15,800,000. . . KYBG, KNRX-F (Castle Rock) sold by Century to EXCL for \$7,700,000. . . KALC-F, KIMN-F from Secret to Chancellor for KTBZ-F Houston plus \$6,400,000. . . KVOD-F 99.5 changes from Classical to Classic Rock as KKHK-F; the KVOD calls and format concurrently transfer to KZDG-F 92.5 (Mar.) . . .

DES MOINES

Arbitron Rank:	89	Stations:	20 / 18	Last Year's Revenue:	\$20,100,000
Pop (12+):	410,400	Diaries:	1139 / 360 :1/ 65.7 %	Household Income:	\$50,002
MSA Rank:	118	Sample Target:	1,030	Retail Dollars:	\$5.1 Bil
MSA Pop:	421,000 DMA # 72	% Below Line:	1	Pop per Station:	22,856
Average Person Ratings:	14.9	% Not Listed:	11.6	#1 Biller:	WHO Rev: \$4,700,000
Market TSL in Hours:	19.75			#1 Billing Portfolio:	Palmer combo \$6,700,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WHO -AM (FS)	81 / 13.2	13.9	13.0	14.1	13.8	13.6	1058 / 25.8	31.8	26.3	F	WHO -AM
2	KJYJ -FM C	76 / 12.4	12.5	10.1	12.9	12.8	12.0	944 / 23.0	22.4	24.1	E	KJYJ -FM
3	KGGO -FM AOR	73 / 11.9	11.6	14.9	17.3	13.6	13.9	1009 / 24.6	21.3	28.1	E	KGGO -FM
4	KIOA -AF O	56 / 9.1	6.1	5.8	6.0	6.6	7.2	817 / 19.9	17.7	19.8	C	KIOA -AF
5	KKDM -FM AOR-NR	46 / 7.5	7.5	1.2	0.0	0.0	0.0	793 / 19.3	19.8	0.0	A	KKDM -FM
6	KSTZ -FM AC/CHR	40 / 6.5	6.9	8.4	7.4	7.5	7.3	847 / 20.6	19.4	23.8	C	KSTZ -FM
7	KLYF -FM AC	34 / 5.5	5.7	6.7	6.0	5.9	6.0	665 / 16.2	14.0	16.4	C	KLYF -FM
8	KRNT -AM ST	25 / 4.1	4.4	5.5	4.8	4.6	4.7	449 / 10.9	10.7	9.0	A	KRNT -AM
9	KHKI -FM C	20 / 3.3	3.8	4.8	2.7	3.9	3.7	382 / 9.3	8.6	9.2	A	KHKI -FM
10	KRKQ -FM CL AOR	19 / 3.1	2.3	4.3	3.1	3.9	3.2	388 / 9.5	7.7	11.5	B	KRKQ -FM
11	KMXD -FM SAC	18 / 2.9	3.1	1.9	2.1	3.4	2.5	267 / 6.5	8.3	6.7	A	KMXD -FM
12	KFMG -FM AOR-P	17 / 2.8	3.4	4.5	6.9	6.1	4.4	371 / 9.0	9.3	12.6	B	KFMG -FM
13	KEZT -FM EZ/SAC	11 / 1.8	1.5	1.9	1.1	2.5	1.5	288 / 7.0	6.7	6.2	A	KEZT -FM
14	KWKY -AM REL	8 / 1.3	0.5	0.9	0.0	0.0	0.0	148 / 3.6	2.6	0.0		KWKY -AM

12+ FM Share (Metro): 76.38 % (414 of 542) (Winter 95: 77.76 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KKDM-FM >	1 KGGO-FM >	1 KGGO-FM >	1 KGGO-FM <	1 KIOA-AF <	1 WHO-AM >	1 WHO-AM	1 WHO-AM	1 KJYJ-FM <	1 KKDM-FM <	1 WHO-AM >
2 KJYJ-FM >	2 KJYJ-FM <	2 KJYJ-FM <	2 KIOA-AF <	2 KGGO-FM <	2 KIOA-AF	2 KJYJ-FM	2 KIOA-AF <	2 KGGO-FM <	2 KGGO-FM <	2 KJYJ-FM
3 KGGO-FM >>	3 KKDM-FM	3 KIOA-AF	3 KJYJ-FM	3 KJYJ-FM >	3 KJYJ-FM >	3 KGGO-FM	3 KJYJ-FM	3 WHO-AM >	3 WHO-AM	3 KGGO-FM >
4 KSTZ-FM >	4 KSTZ-FM	4 KSTZ-FM	4 WHO-AM <	4 KGGO-FM <	4 KIOA-AF >	4 KIOA-AF >	4 KJYJ-FM <	4 KJYJ-FM >	4 KJYJ-FM >	
5 KLYF-FM	5 KLYF-FM <	5 KLYF-FM <	5 KSTZ-FM	5 KRNT-AM	5 KSTZ-FM <	5 KSTZ-FM	5 KIOA-AF	5 KIOA-AF <	5 KIOA-AF <	
6 KFMG-FM	6 KKDM-FM	6 WHO-AM >	6 KLYF-FM >	6 KLYF-FM	6 KLYF-FM	6 KLYF-FM	6 KLYF-FM	6 KSTZ-FM	6 KSTZ-FM	
	7 WHO-AM >				7 KRNT-AM =	7 KRNT-AM =	7 KLYF-FM >	7 KLYF-FM	7 KLYF-FM	
					8 KKDM-FM >	8 KKDM-FM >				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KGGO-FM	1 KGGO-FM	1 KSTZ-FM	1 KGGO-FM <	1 KJYJ-FM	1 KGGO-FM	1 KGGO-FM >	1 KGGO-FM	1 KGGO-FM >	1 KGGO-FM
2 KKDM-FM >>	2 KSTZ-FM	2 KGGO-FM	2 KIOA-AF <	2 KIOA-AF	2 KKDM-FM >	2 KJYJ-FM <	2 KJYJ-FM >	2 KJYJ-FM <	2 KIOA-AF
3 KJYJ-FM <	3 KKDM-FM	3 KJYJ-FM <	3 KJYJ-FM <	3 KLYF-FM <	3 KJYJ-FM	3 KKDM-FM >	3 KFMG-FM	3 KIOA-AF	3 KJYJ-FM <
4 KSTZ-FM	4 KJYJ-FM	4 KLYF-FM	4 KLYF-FM <	4 KSTZ-FM	4 KRKQ-FM	4 KRKQ-FM	4 KKDM-FM	4 WHO-AM <	4 WHO-AM >
5 KLYF-FM >	5 KLYF-FM >	5 KHKI-FM >	5 KSTZ-FM >	5 KGGO-FM	5 KSTZ-FM <	5 KFMG-FM	5 KRKQ-FM <	5 KKDM-FM	5 KSTZ-FM <
6 KCCQ-FM >	6 KHKI-FM >	6 KKDM-FM <	6 WHO-AM >>	6 WHO-AM >>	6 WHO-AM >>	KSTZ-FM >	6 KSTZ-FM	6 KSTZ-FM <	6 KFMG-FM <
	7 KFMG-FM >							7 KRKQ-FM	7 KRKQ-FM

Consolidation Report 12+ 25-54 Revenue

Community Pacific			
KHKI-FM			
KGGO-FM			
KDMI-AM			
Combined	17.2%	16.2%	19.4%
Saga			
KSTZ-FM			
KIOA-FM			
KIOA-AM			
KRNT-AM			
Combined	19.7%	23.4%	17.3%
	37.0%	39.6%	36.7%

Other Rated Stations

Station	Format	Rating	Ames	Winterset	Ft. Dodge	Metro Share	Cume Rating
KASI -AM	T	1430	Ames			0.7 / 2.0	
KCCQ -FM	CHR	107.1	Ames			0.8 / 2.9	
KZZQ -FM	REL	99.5	Winterset			0.7 / 1.9	
KKEZ -FM	CHR	94.5	Ft. Dodge			0.5 / 1.0	
KWMT -AM	C	540	Ft. Dodge			0.5 / 1.0	

DES MOINES

RADIO STATIONS

KDMI	1460	5 KW (DA-N)	Religion	\$ 15.00	(--)	Community Pacific	
KIOA	940	10 KW/5 KW (DA-2)	SEE KIOA-F				
KRNT	1350	5 KW (DA-N)	Standards	CBS, Westwd	\$ <20.00	(Katz)	Saga
KWKY	1150	1 KW (DA-1)	Religion	USA, MBS	\$ 15.00	(--)	
WHO	1040	50 KW	Full Service	ABC, Westwd	\$ 78.00	(Christal)Palmer	
KCCQ-F	107.1	3 KW @ 298	CHR		\$ <20.00	(--)	(Ames)
KEZT-F	104.1	100 KW @ 1010	Soft AC		\$ <20.00	(D&R)	(Ames)
KFMG-F	103.3	100 KW @ 745	AOR - Prog.		\$ 22.00	(--)	(Pella)
KGGO-F	94.9	100 KW @ 1066	AOR	Source	\$ 65.00	(Eastman)	Community Pacific
KHKI-F	97.3	115 KW @ 450	Country	Westwd	\$ <20.00	(Eastman)	Community Pacific
KIOA-F	93.3	100 KW @ 1066	Oldies	ABC	\$ 32.00	(Katz)	Saga
KJJY-F	92.5	41 KW @ 541	Country		\$ 70.00	(McGuild)	Fuller-Jeffrey (Ankeny)
KKDM-F	107.5	23 KW @ 722	AOR-NR	Westwd	\$ 29.00	(Roslin)	
KLYF-F	100.3	100 KW @ 1700	AC		\$ 47.00	(Christal)	Palmer
KMXD-F	106.3	6 KW @ 328	EZ/Soft AC		\$ <20.00	(--)	(Ankeny)
KRKQ-F	98.3	50 KW @ 492	Classic AOR		\$ <20.00	(Mc-Guild)	J. Ingstad (Boone)
KSTZ-F	102.5	100 KW @ 1260	CHR/AC		\$ 43.00	(Katz)	Saga

NOTES: KRUU-F changed from Country to Classic Rock as KRKQ-F (Mar) . . .

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

• AC - Adult Contemporary	J - Jazz and New Adult Contemporary
• AOR - Album Oriented Rock, NR - New Rock, P - Progressive	MFS - Middle of Road, (MOR) Full Service
• B - Black (audience is 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

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

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

DETROIT

Arbitron Rank:	6	Stations:	29 / 29	Last Year's Revenue:	\$166,800,000
Pop (12+):	3,652,100	Diaries:	4521 / 808 :1/ 54.2 %	Household Income:	\$53,166
MSA Rank:	6	Sample Target:	4,360	Retail Dollars:	\$48.4 Bil
MSA Pop:	4,830,000 DMA # 9	% Below Line:	0	Pop per Station:	125,934
Average Person Ratings:	17.4	% Not Listed:	9.7	#1 Biller:	WJR Rev: \$18,200,000
Market TSL in Hours:	22.75			#1 Billing Portfolio:	Infinity \$29,400,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WJLB -FM	B	619 / 9.7	10.2	10.3	9.5	8.8	9.9	6207 / 17.0	16.9	16.5	I WJLB -FM
2	WJR -AM	FS	485 / 7.6	7.4	7.9	7.4	8.5	7.6	6934 / 19.0	17.0	18.5	J WJR -AM
3	WNIC -FM	AC	339 / 5.3	5.6	4.9	4.7	5.0	5.1	5072 / 13.9	14.0	13.7	I WNIC -FM
4	WOMC -FM	O	309 / 4.9	4.0	4.0	3.6	4.2	4.1	5189 / 14.2	12.6	13.1	I WOMC -FM
5	WWJ -AM	N	303 / 4.8	6.2	5.2	5.2	5.2	5.4	6444 / 17.6	19.8	18.5	I WWJ -AM
6	WRIF -FM	AOR	293 / 4.6	4.2	4.5	4.0	3.1	4.3	5006 / 13.7	13.2	12.7	H WRIF -FM
7	WMXD -FM	B/AC	277 / 4.4	5.6	4.3	4.4	4.1	4.7	3735 / 10.2	11.2	11.0	H WMXD -FM
8	WKQI -FM	AC	257 / 4.0	3.9	4.1	4.6	4.0	4.2	5592 / 15.3	14.9	14.7	I WKQI -FM
9	WWWW -FM	C	250 / 3.9	5.0	4.9	4.3	5.0	4.5	4147 / 11.4	10.8	13.5	H WWWW -FM
10	WYCD -FM	C	242 / 3.8	3.9	4.5	4.9	4.5	4.3	4191 / 11.5	10.7	11.8	I WYCD -FM
	WXYT -AM	T	242 / 3.8	3.9	3.8	4.4	4.1	4.0	3332 / 9.1	8.4	9.5	H WXYT -AM
12	WLTI -FM	SAC	230 / 3.6	4.0	3.7	4.8	4.5	4.2	3854 / 10.6	11.4	12.5	H WLTI -FM
13	WJZZ -FM	J	214 / 3.4	2.6	2.9	2.9	3.0	3.0	3152 / 8.6	7.4	9.2	F WJZZ -FM
14	WCSX -FM	CL AOR	204 / 3.2	3.2	3.0	2.6	2.9	3.0	3786 / 10.4	10.6	10.6	G WCSX -FM
15	WWMV -FM	J	197 / 3.1	2.0	2.0	2.0	2.1	2.3	3158 / 8.6	10.5	11.8	H WWMV -FM
16	WHYT -FM	CHR	196 / 3.1	2.2	2.7	3.4	3.7	2.9	4895 / 13.4	10.9	15.2	G WHYT -FM
17	WQRS -FM	CL	154 / 2.4	2.2	2.0	2.0	2.6	2.2	2456 / 6.7	6.1	6.3	E WQRS -FM
18	CKWW -AM	ST	146 / 2.3	2.0	2.0	2.3	2.3	2.2	1746 / 4.8	4.9	4.4	CKWW -AM
19	WYST -FM	O-70a	144 / 2.3	2.5	3.1	3.0	2.9	2.7	3405 / 9.3	9.7	11.1	G WYST -FM
20	CIMX -FM	AOR-NR	104 / 1.6	1.4	1.7	2.0	1.8	1.7	3233 / 8.9	7.8	8.5	CIMX -FM
21	WDZR -FM	AOR	91 / 1.4	1.3	1.7	1.7	1.9	1.5	2284 / 6.3	5.8	7.7	D WDZR -FM
22	CIDR -FM	AOR-P	89 / 1.4	1.2	0.8	0.5	0.6	1.0	2258 / 6.2	5.2	3.2	CIDR -FM
23	WQBH -AM	G	86 / 1.4	1.3	1.1	1.1	0.9	1.2	1148 / 3.1	3.0	2.6	WQBH -AM
24	WMUZ -FM	REL	72 / 1.1	0.8	1.2	1.2	0.6	1.1	1586 / 4.3	3.2	2.9	WMUZ -FM

12+ FM Share (Metro): 76.06 % (4359 of 5731) (Winter 95: 74.64 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJLB-FM >>	1 WJLB-FM >	1 WJLB-FM >	1 WJLB-FM >	1 WJLB-FM	1 WJR-AM >	1 WJR-AM <	1 WJLB-FM <	1 WJLB-FM >	1 WJLB-FM >>	1 WJLB-FM <
2 WHYT-FM >	2 WRIF-FM >	2 WRIF-FM	2 WRIF-FM	2 WNIC-FM <	2 WWJ-AM	2 WJLB-FM	2 WJR-AM	2 WJR-AM	2 WMXD-FM	2 WJR-AM
3 CIMX-FM	3 WNIC-FM <	3 WNIC-FM	WNIC-FM <	3 WOMC-FM <	3 WOMC-FM	3 WRIF-FM	3 WNIC-FM <	3 WNIC-FM <	3 WJR-AM	WWJ-AM >
4 WHYT-FM <	4 WKQI-FM	4 WKQI-FM	4 WMXD-FM	4 WRIF-FM <	4 WXYT-AM	4 WWJ-AM	4 WOMC-FM <	4 WOMC-FM	4 WJZZ-FM	4 WMXD-FM >
5 WYCD-FM <	WMXD-FM <	WOMC-FM <	5 WMXD-FM	5 WNIC-FM	5 WNIC-FM	5 WXYT-AM	5 WMXD-FM <	5 WMXD-FM <	5 WNIC-FM	
6 WMXD-FM	6 WOMC-FM <	6 WKQI-FM <	6 WKQI-FM <	6 WLTI-FM <	6 WLTI-FM <	6 WKQI-FM	6 WLTI-FM	6 WYCD-FM <	6 WLTI-FM	
	WKQI-FM <	7 WYCD-FM	7 WCSX-FM	7 WMXD-FM <	7 WMXD-FM <	7 WWWW-F	7 WWWW-F	7 WWWW-F	7 WWWW-F	
		WCSX-FM <		8 WWWW-F <	8 WWWW-F <	8 WRIF-FM <	8 WRIF-FM <	8 WRIF-FM <	8 WRIF-FM <	

Wom 18-24	Wom 18-34	Wom 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-FM >>	1 WJLB-FM >>	1 WJLB-FM >	1 WJLB-FM >	1 WJLB-FM	1 WJLB-FM	1 WRIF-FM	1 WRIF-FM >	1 WRIF-FM	1 WRIF-FM
2 WKQI-FM	2 WNIC-FM	2 WNIC-FM	2 WNIC-FM >	2 WNIC-FM >	2 WRIF-FM >>	2 WJLB-FM >>	2 WJLB-FM >	2 WJLB-FM >	2 WJLB-FM <
3 WHYT-FM <	3 WKQI-FM	3 WMXD-FM	3 WKQI-FM	3 WOMC-FM <	3 CIMX-FM <	3 WCSX-FM	3 WCSX-FM >	3 WCSX-FM	3 WCSX-FM
4 WYCD-FM <	4 WMXD-FM <	WKQI-FM >	4 WMXD-FM <	4 WMXD-FM	4 WHYT-FM	4 WHYT-FM	4 WYCD-FM	4 WYCD-FM <	4 WJR-AM <
5 WNIC-FM >	5 WYCD-FM <	5 WWWW-F	5 WOMC-FM	5 WKQI-FM	5 WDZR-FM <	5 WYCD-FM <	WHYT-FM	5 WMXD-FM	5 WOMC-FM <
	6 WHYT-FM	6 WYCD-FM <	6 WWWW-F	6 WLTI-FM	6 WYCD-FM <	6 WDZR-FM <		WJZZ-FM <	6 WJZZ-FM <
	7 WWWW-F	7 WHYT-FM <	7 WYCD-FM <	WWW-F	7 WMXD-FM	7 WMXD-FM		7 WJR-AM <	7 WXYT-AM <
		8 WRIF-FM	8 WLTI-FM						

DETROIT

Consolidation Report	12+	25-54	Revenue
Evergreen			
WNIC-FM			
WKQI-FM			
WDOZ-AM			
Combined	9.8%	10.9%	15.3%
Greater Media			
WRIF-FM			
WCSX-FM			
WHND-AM			
Combined	12.5%	10.2%	9.4%
Infinity			
WOMC-FM			
WOMC-FM			
WXYT-AM			
Combined	8.7%	13.3%	17.8%
Secret			
WMXD-FM			
WJLB-FM			
Combined	14.1%	13.7%	13.2%
Westinghouse/CBS			
WYST-FM			
WMMV-FM			
WWJ-AM			
Combined	10.1%	10.3%	14.5%
	55.2%	58.4%	70.0%

Other Rated Stations

Station	Class	Power	City	Metro Share	Cume Rating
CKLW	-AM	N/T	800 Windsor, Ont.	0.4	2.0
WCHB	-AM	G	1200 Taylor	0.5	1.9
WDFN	-AM	SPRTS	1130 Detroit	0.8	2.8
WGPR	-FM	G	107.5 Detroit	0.9	4.0
WSAQ	-FM	C	107.1 Port Huron	0.3	0.9

RADIO STATIONS

Station	Freq	Power	Class	Notes	City
WCHB	1200	25 KW	Gospel	Westwd, AURN \$ 29.00 (---)	Bell (Taylor)
WHND	580	500 W (DAYS)	Oldies	UNISTR \$ 28.00 (Mc-Guild)	Greater Media (Monroe)
WJR	760	50 KW	Full Service/Talk	ABC \$ 260.00 (Katz)	Cap Cities/Disney
WMKM	1440	1 KW (DA-2)	Black	\$ 33.00 (---)	
WDOZ	1310	5 KW (DA-2)	Childrens	SMN \$ 36.00 (Mc-Guild)	Evergreen
WQBH	1400	1 KW	Gospel	\$ 23.00 (Patt)	
WWJ	950	5 KW (DA-N)	News	CBS \$ 200.00 (CBS)	CBS/Westinghouse
WDFN	1130	50 KW/10 KW (DA-2)	Sports	Westwd \$ 25.00 (Eastman)	Chancellor
WXYT	1270	5 KW (DA-N)	Talk	CNN, Westwd \$ 148.00 (Infinity)	Infinity
CKWW	580	500 W (DA-1)	Standards	\$ 55.00 (---)	CHUM (Windsor, ONT)
WCSX-F	94.7	14 KW @ 950	Classic AOR	Westwd \$ 140.00 (Mc-Guild)	Greater Media (Birmingham)
WDZR-F	102.7	50 KW @ 500	AOR	SMN, Westwd \$ 21.00 (D & R)	Ragan Henry (Mt. Clemens)
WGPR-F	107.5	50 KW @ 375	Gospel	AURN \$ 43.00 (---)	
WHYT-F	98.3	20 KW @ 786	CHR	ABC \$ 110.00 (Katz)	Cap Cities/Disney
WJLB-F	97.9	50 KW @ 490	Black	\$ 240.00 (MMR)	Secret
WJZZ-F	105.9	20 KW @ 724	Jazz	\$ 110.00 (Torbet)	Bell
WKQI-F	95.5	100 KW @ 428	AC	\$ 229.00 (D & R)	Evergreen
WLTI-F	93.1	27 KW @ 668	Soft AC	\$ 155.00 (Christal)	Viacom
WMUZ-F	103.5	50 KW @ 465	Religion	\$ 28.00 (Crawford)	Crawford
WMXD-F	92.3	22 KW @ 459	Black/AC	\$ 150.00 (MMR)	Secret
WNIC-F	100.3	32 KW @ 600	AC	\$ 215.00 (D & R)	Evergreen
WOMC-F	104.3	190 KW @ 360	Oldies	Westwd \$ 190.00 (Torbet)	Infinity
WQRS-F	105.1	20 KW @ 784	Classical	\$ 90.00 (CMBS)	Marlin
WRIF-F	101.1	27 KW @ 880	AOR	\$ 180.00 (Banner)	Greater Media
WWWW-F	106.7	81 KW @ 510	Country	Westwd \$ 180.00 (Eastman)	Chancellor
WMMV-F	98.7	50 KW @ 463	Jazz	\$ 100.00 (Group W)	CBS/Westinghouse
WYCD-F	99.5	18 KW @ 787	Country	ABC, Westwd \$ 190.00 (Group W)	Infinity
WYST-F	97.1	15 KW @ 890	Oldies - 70's	\$ 130.00 (CBS)	CBS/Westinghouse
CIMX-F	88.7	100 KW @ 577	AOR - New Rock	\$ 20.00 (---)	CHUM (Windsor, ONT)
CIDR-F	93.9	100 KW @ 689	AOR-Prog.	\$ 77.00 (---)	CHUM (Windsor, ONT)

NOTES: WCAR (1090) sold by Wolpin to Children's Broadcasting for \$1,500,000 (Force). . . WQRS-F resold by Marlin to Amer. Radio Systems for \$18,500,000 (Blackburn). . . WDZR-F (Mt. Clemens) Control passed from Ragan Henry to SynCom. . . ARS traded WQRS-F to Secret. . .

EL PASO

Arbitron Rank: 70	Stations: 31 / 28	Last Year's Revenue: \$16,200,000
Pop (12+): 540,600	Diaries: 1030 / 525 :1/ 49.1 %	Household Income: \$33,589
MSA Rank: 77	Sample Target: 1,070	Retail Dollars: \$5.2 Bil
MSA Pop: 687,000 DMA # 99	% Below Line: 1.7	Pop per Station: 19,307
Average Person Ratings: 17.2	% Not Listed: 7.4	#1 Biller: KBNA-AF Rev: \$2,700,000
Market TSL In Hours: 22.75		#1 Billing Portfolio:
		R. Henry/Cir Chnl duop \$4,100,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KBNA -AF	SP	138 / 14.8	14.3	13.6	13.8	13.2	14.1	1518 / 28.1	27.3	26.0	D KBNA -AF
2	KPRR -FM	CHR	134 / 14.4	14.3	13.6	13.8	13.2	14.0	1936 / 35.8	34.9	30.2	C KPRR -FM
3	KLAQ -FM	AOR	110 / 11.8	11.2	9.3	9.7	10.0	10.5	1336 / 24.7	25.2	26.1	D KLAQ -FM
4	KTSM -FM	SAC	79 / 8.5	7.2	8.6	8.8	10.9	8.3	1072 / 19.8	19.4	21.1	C KTSM -FM
5	KSII -FM	AC	58 / 6.2	4.5	3.4	3.3	3.7	4.4	956 / 17.7	13.7	15.0	B KSII -FM
6	KHEY -FM	C	51 / 5.5	7.7	8.4	8.3	5.8	7.5	852 / 15.8	16.4	18.7	D KHEY -FM
7	KOFX -FM	O	50 / 5.4	5.4	5.7	5.8	5.2	5.6	918 / 17.0	13.7	14.7	C KOFX -FM
8	KINT -FM	SP	48 / 5.2	5.6	5.9	5.1	4.4	5.5	779 / 14.4	16.2	11.7	C KINT -FM
9	KTSM -AM	N/T	24 / 2.6	3.0	2.9	2.6	3.8	2.8	400 / 7.4	7.6	9.1	B KTSM -AM
10	KSET -FM	C	17 / 1.8	2.5	2.7	3.3	3.4	2.6	426 / 7.9	7.9	10.8	C KSET -FM
11	XEWG -AM	SP	16 / 1.7	0.3	0.0	0.0	0.5	0.0	182 / 3.4	1.8	1.5	XEWG -AM
	KROD -AM	T	16 / 1.7	2.9	1.0	1.5	1.8	1.8	358 / 6.6	9.6	6.9	A KROD -AM
13	XHH -FM	SP	15 / 1.6	2.4	1.8	1.9	2.1	1.9	363 / 6.7	7.2	7.7	XHH -FM

12+ FM Share (Metro): 82.79 % (712 of 860) (Winter 95: 88.31 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KPRR-FM >>	1 KLAQ-FM	1 KBNA-AF <	1 KBNA-AF	1 KBNA-AF >	1 KBNA-AF	1 KBNA-AF >	1 KBNA-AF	1 KLAQ-FM <	1 KPRR-FM >	1 KLAQ-FM
2 KLAQ-FM >	2 KPRR-FM	2 KLAQ-FM	2 KLAQ-FM	2 KLAQ-FM	2 KTSM-FM >	2 KPRR-FM	2 KPRR-FM	2 KPRR-FM <	2 KPRR-FM	2 KPRR-FM
3 KBNA-AF <	3 KBNA-AF >	3 KPRR-FM >	3 KPRR-FM <	3 KTSM-FM	3 KOFX-FM <	3 KLAQ-FM >	3 KLAQ-FM <	3 KBNA-AF	3 KBNA-AF	3 KBNA-AF >
4 KSII-FM >>	4 KSII-FM >	4 KTSM-FM <	4 KTSM-FM	4 KPRR-FM	4 KINT-FM	4 KTSM-FM	4 KTSM-FM >	4 KTSM-FM >	4 KSII-FM <	4 KHEY-FM
	5 KHEY-FM >	5 KSII-FM	5 KOFX-FM	5 KOFX-FM	5 KHEY-FM <	5 KSII-FM <	5 KSII-FM	5 KSII-FM <	5 KTSM-FM >	5 KOFX-FM
		6 KOFX-FM	6 KSII-FM	6 KSII-FM <	6 KPRR-FM <	6 KINT-FM	6 KINT-FM <	6 KOFX-FM <	6 KINT-FM	6 KSII-FM >
		7 KHEY-FM	7 KHEY-FM <	7 KINT-FM <	7 KLAQ-FM	7 KHEY-FM	7 KHEY-FM <	7 KHEY-FM		
			8 KINT-FM >>	8 KHEY-FM >		8 KOFX-FM				

Wom 18-24	Wom 18-34	Wom 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-FM >	1 KPRR-FM	1 KBNA-AF	1 KBNA-AF	1 KBNA-AF	1 KLAQ-FM	1 KLAQ-FM >	1 KLAQ-FM >	1 KLAQ-FM	1 KBNA-AF <
2 KSII-FM	2 KBNA-AF	2 KPRR-FM <	2 KPRR-FM	2 KBNA-FM	2 KPRR-FM >>	2 KPRR-FM	2 KBNA-AF	2 KBNA-AF	2 KLAQ-FM
3 KLAQ-FM >	3 KLAQ-FM	3 KLAQ-FM >	3 KLAQ-FM <	3 KTSM-FM <	3 KBNA-AF <	3 KBNA-AF >>	3 KPRR-FM >>	3 KPRR-FM >	3 KBNA-FM
4 KBNA-AF	4 KSII-FM >	4 KSII-FM	4 KSII-FM	4 KPRR-FM	4 KSII-FM >	4 KSII-FM <	4 KHEY-FM >	4 KTSM-FM	4 KTSM-FM
5 KHEY-FM >>	5 KHEY-FM	KTSM-FM >	5 KTSM-FM >	5 KLAQ-FM	5 KINT-FM >	5 KHEY-FM		KOFX-FM	5 KPRR-FM <
	6 KTSM-FM >	6 KHEY-FM	6 KHEY-FM	6 KSII-FM				6 KSII-FM	6 KOFX-FM >
			7 KOFX-FM <	7 KINT-FM <					
			8 KINT-FM >>	8 KHEY-FM <					
				9 KOFX-FM >>					

EL PASO

Consolidation Report	12+	25-54	Revenue
Local			
KOFX-FM			
KSET-FM			
Combined	7.2 %	9.0 %	12.9 %
New Wave			
KROD-AM			
KLAQ-FM			
KSII-FM			
Combined	19.8 %	20.3 %	17.8 %
R. Henry/Cir Chnl			
KHEY-AM			
KHEY-FM			
KPRR-FM			
Combined	20.4 %	15.4 %	24.8 %
Tichenor			
KAMA-AM			
KBNA-AM			
KBNA-FM			
Combined	15.8 %	18.6 %	20.4 %
	63.3 %	63.3 %	75.9 %

Other Rated Stations						Metro Share	Cume Rating
KAMA	-AM	SP	750	El Paso		1.1 / 5.0	
KELP	-AM	REL	1590	El Paso		0.8 / 2.6	
KHEY	-AM	O	690	El Paso		0.5 / 2.0	
KROL	-FM	REL	99.5	Las Cruces, NM		0.4 / 2.1	
KSVE	-AM	SP	1150	El Paso		1.4 / 4.3	
KVIV	-AM	SP	1340	El Paso		0.6 / 1.2	
XEJ	-AM	SP	970	Ciudad Juarez		0.9 / 3.5	
XEPZ	-AM	SP	1190	Ciudad Juarez		0.4 / 1.7	
XHEM	-FM	SP	103.5	Ciudad Juarez		1.0 / 3.9	
XHGU	-FM	SP	105.9	Ciudad Juarez		0.6 / 3.3	
XHIM	-FM	SP	105.1	Ciudad Juarez		0.3 / 2.8	
XHNZ	-FM	SP	107.5	Ciudad Juarez		0.6 / 3.9	
XHTO	-FM	SP	104.3	Ciudad Juarez		0.3 / 2.0	
XROK	-AM	SP	800	Ciudad Juarez		0.5 / 1.9	
XEFV	-AM	SP	1000	Ciudad Juarez		0.3 / 2.5	
XEWR	-AM	SP	1110	Ciudad Juarez		0.4 / 1.6	
XHPX	-FM	SP	98.3	Ciudad Juarez		0.9 / 4.7	

RADIO STATIONS

KAMA	750	10 KW/1 KW (DA-2)	Hispanic	\$ < 20.00	(Caballero)	Tichenor
KBNA	920	1 KW/360 W (DA-N)	SEE KBNA-FM			
KHEY	690	10 KW (DA-2)	SEE KHEY-FM			
KROD	600	5 KW (DA-N)	Oldies/Talk	CNN	\$ < 20.00	(Banner)
						New Wave
KSVE	1150	5 KW/380 W	Hispanic	\$ 16.00	(Caballero)	
KTSM	1380	5 KW/500 W	News/Talk	Talknt, CBS	\$ 20.00	(Christal)
KVIV	1340	1 KW	Hispanic		\$ 17.00	(Lotus)
KBNA-F	97.5	100 KW @ 1088	Hispanic	\$ 55.00	(Katz Hisp)	Tichenor
KHEY-F	96.3	100 KW @ 1388	Country	\$ 57.00	(D&R)	Ragan Henry
KINT-F	93.9	100 KW @ 1420	Hispanic	\$ 30.00	(Caballero)	
KLAQ-F	95.5	100 KW @ 1388	AOR	\$ 50.00	(Banner)	New Wave
KOFX-F	92.3	100 KW @ 1860	Oldies	Westwd	\$ 28.00	(Mc-Guild)
KPRR-F	102.1	100 KW @ 1190	CHR		\$ 44.00	(D & R)
KSET-F	94.7	100 KW @ 1194	Country		\$ 26.00	(D & R)
KSII-F	93.1	100 KW @ 1420	AC		\$ 22.00	(Eastman)
KTSM-F	99.9	100 KW @ 1820	EZ/Soft AC		\$ 32.00	(Christal)
XHH -F	100.7	100 KW @ 249	Hispanic		\$ 20.00	(Caballero)
						(Juarez)

NOTES: The following stations were sold by Ragan Henry to Clear Channel: KHEY A/F for \$10,000,000 (E) and KPRR-F for \$9,000,000 (E) . . .

FRESNO

Arbitron Rank:	65	Stations:	33 / 30	Last Year's Revenue:	\$25,500,000
Pop (12+):	593,800	Diaries: 1744 / 340 :	1/ 51.4 %	Household Income:	\$35,477
MSA Rank:	68	Sample Target:	1,670	Retail Dollars:	\$6.0 Bil
MSA Pop:	871,000 DMA # 56	% Below Line:	1.1	Pop per Station:	19,793
Average Person Ratings:	15.5	% Not Listed:	12.9	#1 Biller:	KMJ Rev: \$5,600,000
Market TSL in Hours:	20.75			#1 Billing Portfolio:	Henry/Amer. Radio Sys. duop \$8,200,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KMJ -AM	N/T	102 / 11.1	10.6	10.2	10.9	11.2	10.7	1156 / 19.5	19.8	19.6	G KMJ -AM
2	KBOS -FM	CHR	79 / 8.6	9.7	8.6	11.2	11.1	9.5	1318 / 22.2	23.4	22.3	D KBOS -FM
3	KLBN -FM	SP*	65 / 7.0	3.7	0.7	0.6	0.9	3.0	575 / 9.7	7.1	3.4	B KLBN -FM
4	KJWL -FM	ST	54 / 5.9	5.3	5.3	5.0	5.6	5.4	539 / 9.1	8.6	8.8	B KJWL -FM
5	KRZR -FM	AOR	46 / 5.0	4.0	4.7	6.0	4.8	4.9	741 / 12.5	11.1	12.3	C KRZR -FM
6	KFSO -AF	O	40 / 4.3	4.5	4.7	4.8	4.3	4.6	784 / 13.2	14.4	14.1	D KFSO -AF
7	KTHT -FM	CHR	38 / 4.1	4.5	4.6	3.0	3.3	4.1	905 / 15.2	14.5	11.8	C KTHT -FM
	KSKS -FM	C	38 / 4.1	5.2	5.2	5.9	4.1	5.1	636 / 10.7	12.5	13.6	D KSKS -FM
9	KNAX -FM	C	36 / 3.9	4.1	4.2	4.5	4.5	4.2	535 / 9.0	8.7	10.9	D KNAX -FM
10	KJFX -FM	CL AOR	35 / 3.8	3.0	2.5	3.6	3.0	3.2	648 / 10.9	8.6	11.1	C KJFX -FM
11	KEZL -FM	J	33 / 3.6	3.1	2.5	4.0	4.1	3.3	452 / 7.6	7.9	8.2	C KEZL -FM
	KJOI -FM	SAC	33 / 3.6	3.8	2.9	3.2	4.1	3.4	701 / 11.8	12.0	10.1	C KJOI -FM
13	KFRR -FM	AOR-NR	31 / 3.4	2.3	3.4	3.1	1.2	3.1	535 / 9.0	7.6	6.2	B KFRR -FM
14	KOQO -AF	SP	30 / 3.3	4.8	3.9	4.2	3.5	4.0	530 / 8.9	10.2	9.1	C KOQO -AF
15	KKDJ -FM	O-70s	20 / 2.2	2.4	2.1	2.6	2.2	2.3	403 / 6.8	8.1	7.5	A KKDJ -FM
16	KGST -AM	SP	19 / 2.1	1.8	2.2	1.5	1.9	1.9	283 / 4.8	4.2	8.4	A KGST -AM
17	KQEQ -AM	SP	17 / 1.8	1.5	1.6	0.6	0.0	0.0	268 / 4.5	4.8	0.0	A KQEQ -AM

12+ FM Share (Metro): 76.34 % (613 of 803) (Winter 95: 75 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KBOS-FM >>	1 KBOS-FM <	1 KLBN-FM	1 KMJ-AM	1 KMJ-AM	1 KMJ-AM >	1 KMJ-AM >>	1 KMJ-AM >	1 KMJ-AM	1 KBOS-FM >	1 KMJ-AM
2 KRZR-FM >	2 KLBN-FM	2 KBOS-FM	KLBN-FM	2 KLBN-FM	2 KJWL-FM >	2 KBOS-FM	2 KJWL-FM	2 KBOS-FM	2 KLBN-FM <	2 KBOS-FM >
3 KLBN-FM <	3 KRZR-FM >	3 KMJ-AM	3 KFSO-AF <	3 KFSO-AF	3 KFSO-AF	3 KLBN-FM <	KLBN-FM	3 KLBN-FM	3 KFRR-FM <	3 KFSO-FM
4 KFRR-FM	4 KFRR-FM <	4 KRZR-FM <	4 KJFX-FM	4 KJFX-FM	4 KNAX-FM <	4 KJWL-FM <	4 KBOS-FM	4 KRZR-FM	4 KMJ-AM <	4 KJWL-FM >
5 KOQO-AF	5 KTHT-FM <	5 KJFX-FM <	5 KBOS-FM	5 KEZL-FM		5 KRZR-FM	5 KFSO-AF	5 KJWL-FM	5 KRZR-FM >	
6 KTHT-FM	6 KJFX-FM	6 KFSO-AF <	6 KEZL-FM	6 KBOS-FM			6 KSKS-FM <	6 KSKS-FM <		
			KRZR-FM	KNAX-FM <			7 KJFX-FM	7 KFSO-AF <		
							KNAX-FM <	8 KEZL-FM <		

Wom 18-24	Wom 18-34	Wom 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-FM >>	1 KBOS-FM	1 KLBN-FM	1 KBOS-FM	1 KLBN-FM <	1 KLBN-FM <	1 KLBN-FM <	1 KJFX-FM <	1 KMJ-AM	1 KMJ-AM
2 KLBN-FM >	2 KLBN-FM >	2 KBOS-FM	2 KLBN-FM	2 KTHT-FM <	2 KBOS-FM <	2 KRZR-FM	2 KLBN-FM <	KLBN-FM <	2 KJFX-FM
3 KTHT-FM <	3 KTHT-FM	3 KTHT-FM	3 KTHT-FM	3 KFSO-AF <	3 KRZR-FM <	3 KBOS-FM	3 KMJ-AM <	3 KJFX-FM	3 KLBN-FM <
4 KJOI-FM <	4 KJOI-FM <	4 KRZR-FM	4 KJOI-FM	4 KBOS-FM <	4 KFRR-FM >>	4 KJFX-FM	4 KRZR-FM >	4 KRZR-FM	4 KFSO-AF
5 KFRR-FM	5 KRZR-FM <	5 KJOI-FM <	5 KSKS-FM <	5 KSKS-FM <		5 KMJ-AM	5 KKDJ-FM <	5 KBOS-FM	5 KRZR-FM
6 KQEQ-AF <	6 KSKS-FM <	6 KSKS-FM	6 KFSO-AF	6 KEZL-FM <		6 KFRR-FM	6 KBOS-FM	6 KFSO-AF <	
7 KOQO-AF	7 KFRR-FM	7 KEZL-FM		7 KMJ-AM					
				KJOI-FM <					

FRESNO

Consolidation Report 12+ 25-54 Revenue

Americom			
KTHT-FM			
KFSO-FM			
KEZL-FM			
KEYQ-AM			
Combined	12.0%	17.0%	16.8%
EBE			
KRBT-FM			
KNAX-FM			
Combined	4.8%	5.4%	10.8%
Henry/Amer. Radio Sys.			
KKDJ-FM			
KSKS-FM			
KMJ-AM			
Combined	17.3%	17.0%	32.2%
Mondosphere			
KFRR-FM			
KJFX-FM			
KYNO-AM			
Combined	8.1%	10.4%	7.0%
Patterson			
KRZR-FM			
KBOS-FM			
KKTR-AM			
Combined	14.0%	10.2%	14.8%
	56.3%	60.0%	81.4%

Other Rated Stations

						Metro Share	Cume Rating
KBIF	-AM	REL	900	Fresno		0.3 / 1.7	
KFIG	-AM	SP	1430	Fresno		1.1 / 3.3	
KFRE	-AM	C	940	Fresno		0.9 / 3.2	
KKTR	-AM	T	1340	Fresno		0.4 / 2.0	
KMPH	-FM	N/T	107.5	Hanford		1.1 / 5.6	
KRBT	-FM	C	101.1	Fresno		0.9 / 4.7	
KRDU	-AM	REL	1130	Dinuba		0.7 / 1.5	
KTAA	-FM	SP	94.3	Kerman		0.3 / 1.7	
KXEX	-AM	SP	1550	Fresno		0.5 / 2.1	
KYNO	-AM	SPRTS	1300	Fresno		1.0 / 2.5	
KZFO	-FM	SP	92.1	Madera		1.0 / 4.0	
KCIV	-FM	REL	99.9	Mt. Bullion		0.5 / 2.0	
KSEJ	-FM	AC	97.1	Visalia		0.3 / 2.3	
KUBB	-FM	C	98.3	Mariposa		0.3 / 0.9	

RADIO STATIONS

KEYQ	980	500 W/48 W	Standards	SMN	\$ 15.00	(Mc-Guild)	Americom	
KFNI	1430	5 KW (DA-1)	Hispanic		\$<20.00	(--)	Liberman	
KFRE	940	50 KW (DA-2)	Talk/News	Westwd, ABC	\$ NA	(D&R)	EBE	
KGST	1800	5 KW (DA-N)	Hispanic	CBS	\$<20.00	(Lotus)	Lotus	
KMJ	580	5 KW	News/Talk	Westwd, Talknt	\$ 91.00	(Katz)	Henry	
KGEQ	1220	250 W/67 W	Spanish		\$<20.00	(--)		(Fowler)
KXEX	1550	5 KW/2.5 KW (DA-2)	Hispanic		\$ 17.00	(SBS)		
KYNO	1300	5 KW/1 KW (DA-N)	Sports	SMN, CNN	\$ 18.00	(CBS)	Mondosphere	
KBOS-F	94.9	17 KW @ 847	CHR	ABC	\$ 51.00	(Eastman)	Patterson	(Tulare)
KEZL-F	96.7	25 KW @ 328	Jazz		\$ 30.00	(Mc-Guild)	Americom	(Fowler)
KFRR-F	104.1	17 KW @ 853	AOR-NR		\$ 24.00	(--)	Mondosphere	(Woodlake)
KFSO-F	92.9	18 KW @ 853	Oldies		\$ 51.00	(Mc-Guild)	Americom	(Visalia)
KJFX-F	95.7	18 KW @ 850	Classic AOR		\$ 33.00	(CBS)	Mondosphere	
KJOI-F	98.9	19 KW @ 820	Soft AC		\$ 29.00	(MMR)		(Dinuba)
KJWL-F	99.3	5 KW @ 340	Standards	Westwd, CNN	\$ 25.00	(--)		
KKDJ-F	105.9	2.4 KW @ 1960	Oldies - 70's		\$ 28.00	(D&R)	Henry	
KLBN-F	105.1	0.8 KW @ 1969	Hispanic	CBS	\$ 22.00	(Lotus)	Lotus	(Auberry)
KMPH-F	107.5	21 KW @ 785	News	CBS, AP	\$ 20.00	(Eastman)	Pappas	(Hanford)
KNAX-F	97.9	2 KW @ 1988	Country	ABC	\$ 49.00	(D&R)	Osborn	
KOQO-F	101.9	2.3 KW @ 1948	Hispanic	CNN	\$ 27.00	(Caballero)	Dwight Case	
KRZR-F	103.7	50 KW @ 500	AOR		\$ 37.00	(Christal)	Patterson	(Hanford)
KSKS-F	93.7	68 KW @ 1912	Country		\$ 49.00	(Katz)	Henry	
KRBT-F	101.1	10 KW @ 1076	Country		\$<20.00	(D&R)	Osborn	
KTAA-F	94.3	3 KW @ 328	Hispanic		\$ 19.00	(--)		(Kerman)
KTHT-F	102.7	50 KW @ 500	CHR	AP	\$ 28.00	(Banner)	Americom	
KZFO-F	92.1	25 KW @ 312	Hispanic		\$ 24.00	(Caballero)		(Madera)

NOTES: *KLBN-FM was listed below the line for engaging in a "special station activity" during the survey period . . . KOQO A/F sold to Silverado for \$2,400,000 (E). . . KMJ, KKDJ-F and KSKS-F sold by Henry to American Radio Systems for \$29,000,000 (E) (MVP). . .

GRAND RAPIDS

Arbitron Rank:	66	Stations:	33 / 23	Last Year's Revenue:	\$30,000,000
Pop (12+):	586,600	Diaries:	1883 / 312 :1/ 62.4 %	Household Income:	\$52,199
MSA Rank:	55	Sample Target:	1,740	Retail Dollars:	\$7.1 Bil
MSA Pop:	739,000 DMA # 38 (w/Kalamazoo)	% Below Line:	10.8	Pop per Station:	25,504
Average Person Ratings:	15.3	% Not Listed:	14.3	#1 Biller: WLHT-F	Rev: \$4,800,000
Market TSL In Hours:	20.25			#1 Billing Portfolio:	
				Clear Chnl. pending duop+	\$12,100,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WBCT -FM	C	79 / 8.8	10.1	9.3	10.1	9.5	9.6	1012 / 17.3	20.8	19.1	F WBCT -FM
2	WLAV -FM	CL AOR	70 / 7.8	8.3	7.9	5.6	5.8	7.4	881 / 15.0	17.4	15.6	D WLAV -FM
3	WOOD -FM	SAC	67 / 7.5	7.3	9.0	8.1	7.8	8.0	1117 / 19.0	16.0	18.7	E WOOD -FM
4	WOOD -AM	T	66 / 7.4	6.8	6.5	7.2	7.8	7.0	900 / 15.3	16.0	17.5	D WOOD -AM
5	WGRD -FM	AOR-NR	61 / 6.8	5.5	4.6	5.6	6.5	5.6	1126 / 19.2	17.3	19.9	D WGRD -FM
6	WLHT -FM	AC	57 / 6.4	6.4	6.5	6.0	6.3	6.3	794 / 13.5	15.2	12.9	F WLHT -FM
7	WSNX -FM	CHR	47 / 5.2	5.9	5.6	5.0	5.2	5.5	1012 / 17.3	19.3	16.9	C WSNX -FM
8	WCUZ -FM	C	41 / 4.6	3.4	3.4	4.9	5.2	4.1	593 / 10.1	10.1	12.7	C WCUZ -FM
9	WODJ -FM	O	40 / 4.5	4.7	4.4	4.5	4.2	4.5	808 / 13.8	14.0	12.9	C WODJ -FM
10	WKLQ -FM	AOR	34 / 3.8	5.7	8.9	9.4	9.0	7.0	733 / 12.5	15.7	18.4	F WKLQ -FM
11	WJQK -FM	REL	25 / 2.8	1.6	2.2	1.3	2.9	2.0	440 / 7.5	4.7	7.2	A WJQK -FM
	WMUS -FM	C	25 / 2.8	2.8	1.9	3.5	2.3	2.8	357 / 6.1	6.7	5.7	WMUS -FM
13	WFGR -FM	CL	24 / 2.7	2.4	1.3	1.9	2.6	2.1	444 / 7.6	7.2	5.7	A WFGR -FM
14	WFUR -FM	REL	15 / 1.7	1.9	1.4	1.5	2.1	1.6	324 / 5.5	6.9	6.1	A WFUR -FM
	WQFN -FM	EZ	15 / 1.7	1.2	1.1	1.5	1.0	1.4	250 / 4.3	3.5	2.8	A WQFN -FM
16	WYGR -AM	ST	13 / 1.4	0.3	0.5	0.8	0.0	0.8	55 / 0.9	1.0	0.0	WYGR -AM
	WKWM -AM	B	13 / 1.4	3.2	2.1	2.3	0.7	2.3	131 / 2.2	3.1	1.3	WKWM -AM
18	WAKX -FM	AC/CHR	12 / 1.3	1.2	0.6	0.8	0.7	1.0	320 / 5.4	4.4	3.4	A WAKX -FM
19	WGHN -AF	AC	10 / 1.1	0.3	0.5	0.6	0.3	0.6	119 / 2.0	1.5	1.7	WGHN -AF
20	WCUZ -AM	T	9 / 1.0	0.3	1.6	1.4	0.8	1.1	192 / 3.3	2.5	3.5	WCUZ -AM

12+ FM Share (Metro): 83.75 % (644 of 769) (Winter 95: 87.76 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WSNX-FM >>	1 WBCT-FM <	1 WLAV-FM >	1 WLAV-FM	1 WLAV-FM	1 WOOD-AM	1 WGRD-AF	1 WOOD-AM <	1 WBCT-FM	1 WSNX-FM <	1 WBCT-FM >>
2 WGRD-AF <	2 WGRD-AF	2 WBCT-FM	2 WBCT-FM <	2 WBCT-FM <	2 WLAV-FM	2 WBCT-FM <	2 WOOD-FM	2 WLAV-FM <	2 WLAV-FM	2 WOOD-AM
3 WGRD-FM >	3 WOOD-FM <	3 WGRD-AF <	3 WLHT-FM <	3 WLHT-FM	3 WODJ-FM <	3 WOOD-AM <	3 WLAV-FM	3 WOOD-FM <	WBCT-FM <	3 WLAV-FM
	4 WLAV-FM <	4 WOOD-FM <	4 WGRD-AF <	4 WOOD-FM <	4 WLHT-FM	4 WLAV-FM <	WBCT-FM	4 WOOD-AM <	4 WOOD-FM <	4 WOOD-FM <
	5 WSNX-FM	5 WLHT-FM >	5 WOOD-FM	5 WGRD-AF	WBCT-FM <	5 WOOD-FM	5 WLHT-FM	5 WLHT-FM <	5 WKLQ-FM	5 WCUZ-FM
	6 WLHT-FM <	6 WOOD-AM <	6 WOOD-AM	6 WOOD-AM <	WOOD-FM >	6 WLHT-FM	6 WGRD-AF	6 WGRD-AF	6 WOOD-AM <	6 WGRD-AF <
	7 WKLQ-FM	7 WSNX-FM <	7 WODJ-FM		7 WCUZ-FM	7 WCUZ-FM <		7 WSNX-FM	7 WLHT-FM <	7 WKLQ-FM <
	8 WOOD-AM								8 WGRD-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 WOOD-FM	1 WOOD-FM	1 WOOD-FM	1 WOOD-FM	1 WOOD-FM		1 WKLQ-FM <	1 WGRD-AF	1 WGRD-AF <	1 WLAV-FM >	1 WLAV-FM >
2 WBCT-FM	2 WBCT-FM	2 WBCT-FM <	2 WBCT-FM	2 WLHT-FM		2 WBCT-FM	2 WLAV-FM <	2 WLAV-FM	2 WGRD-AF	2 WGRD-AF <
3 WSNX-FM >	3 WLHT-FM <	3 WLHT-FM	WLHT-FM >	3 WBCT-FM >		3 WGRD-AF >	3 WBCT-FM	3 WOOD-AM	3 WBCT-FM	3 WOOD-AM <
4 WGRD-AF <	4 WSNX-FM	4 WGRD-AF	4 WSNX-FM <	4 WODJ-FM <		4 WSNX-FM <	4 WKLQ-FM	4 WBCT-FM >	4 WOOD-AM <	4 WBCT-FM
5 WLHT-FM >>	5 WGRD-AF >	5 WSNX-FM <	5 WGRD-AF <	5 WLAV-FM		5 WLAV-FM <	5 WOOD-AM >	5 WKLQ-FM	5 WKLQ-FM	5 WLHT-FM
	6 WLAV-FM <	6 WLAV-FM	6 WODJ-FM	6 WGRD-AF		6 WOOD-FM >>	6 WSNX-FM >		6 WLHT-FM	6 WODJ-FM
		7 WJQK-FM >	WLAV-FM >							

GRAND RAPIDS

Consolidation Report 12+ 25-54 Revenue

Bloomington			
WKLQ-FM			
WBBL-AM			
WLAV-FM			
Combined	12.1%	15.2%	21.0%
Clear Channel, pending			
WAKX-FM			
WOOD-FM			
WOOD-AM			
WCUZ-FM			
WCUZ-AM			
WBCT-FM			
Combined	30.5%	28.9%	41.6%
Goodrich			
WODJ-FM			
WSNX-FM			
Combined	9.7%	9.1%	10.7%
Kuiper			
WQFN-FM			
WFUR-FM			
WFUR-AM			
Combined	3.6%	2.4%	1.0%
Patterson			
WGRD-AM			
WLHT-FM			
WGRD-FM			
Combined	13.2%	15.9%	22.7%
	69.1%	71.5%	97.0%

Other Rated Stations

					Metro Share	Cume Rating
WBBL	-AM	SPRTS	1340	Grand Rapids	0.6	/ 1.8
WFUR	-AM	REL	1570	Grand Rapids	0.2	/ 1.3
WHTC	-AM	T	1450	Holland	0.9	/ 2.7
WMFN	-AM	SPRTS	640	Zeeland	0.4	/ 2.1
WCXT	-FM	AC	105.3	Hart	0.4	/ 1.1
WEVS	-FM	O	92.7	Saugatuck	0.3	/ 1.1
WGN	-AM	FS/T	720	Chicago	0.3	/ 1.3
WMHG	-FM	B	107.9	Muskegon	0.4	/ 1.9
WMRR	-FM	AOR	101.7	Muskegon Hts.	0.3	/ 1.3
WMUS	-AM	C	1090	Muskegon	0.1	/ 0.2
WNTX	-FM	AOR-NR	92.3	Allegan	0.4	/ 3.0
WQLR	-FM	AC	106.5	Kalamazoo	0.4	/ 1.7

RADIO STATIONS

WBBL	1340	1 KW	Sports	SBUSA	\$ 15.00	(Banner)	Bloomington	
WCUZ	1230	1 KW	Talk	ABC, Westwd, PRN		(Christal)	Federated	
WKWM	1140	5 KW (DAYS, DA)	Black	AURN	\$ <20.00	(Patt)		(Kentwood)
WOOD	1300	5 KW (DA-N)	FS/Talk	Westwd, Talknt	\$ 47.00	(Katz)		
WAKX-F	96.1	50 KW @ 492	CHR	ABC	\$ <20.00	(Christal)	Federated	(Holland)
WBCT-F	93.7	320 KW @ 780	Country		\$ 85.00	(Mc-Guild)	WOOD owners (D)	
WCUZ-F	101.3	50 KW @ 420	Country	ABC	\$ 40.00	(Chnstal)	Federated	
WFGR-F	98.7	2.8 KW @ 492	Classical		\$ <20.00	(CMBS)		
WFUR-F	102.9	50 KW @ 492	Religion		\$ <20.00	(—)	Kuiper	
WGRD-F	97.9	13 KW @ 590	AOR-NR		\$ 51.00	(Eastman)	Patterson	
WJQK-F	99.3	4.7 KW @ 371	Religion	ABC	\$ <20.00	(Mich.)		(Zeeland)
WKLQ-F	94.5	50 KW @ 500	AOR	ABC	\$ 73.00	(Banner)	Bloomington	(Holland)
WLAV-F	96.9	50 KW @ 489	Classic AOR	Westwd, Source	\$ 57.00	(—)	Bloomington	
WLHT-F	95.7	40 KW @ 554	AC		\$ 87.00	(Eastman)	Patterson	
WODJ-F	107.3	50 KW @ 492	Oldies	Westwd	\$ 44.00	(Katz)	Goodrich	(Greenville)
WOOD-F	105.7	265 KW @ 810	Soft AC		\$ 62.00	(Katz)		
WMUS-F	106.9	50 KW @ 480	Country	ABC, Westwd	\$ 29.00	(Banner)		(Muskegon)
WSNX-F	104.5	32 KW @ 620	CHR	Westwd	\$ 38.00	(Katz)	Goodrich	(Muskegon)

NOTES: WOOD A/F, WBCT-F sold to Clear Channel for \$42,250,000 (Kali). . . WCUZ A/F sold by Federated to Clear Channel for \$9,700,000 (E). . .

GREENSBORO-WINSTON-SALEM

Arbitron Rank:	42	Stations:	31 / 24	Last Year's Revenue:	\$31,600,000
Pop (12+):	956,300	Diaries: 2402 / 398 :1/ 59.3 %		Household Income:	\$41,965
MSA Rank:	47	Sample Target:	2,250	Retail Dollars:	\$10.9 Bil
MSA Pop: 1,130,000 DMA # 47		% Below Line:	7.5	Pop per Station:	39,846
Average Person Ratings:	15.1	% Not Listed:	17.3	#1 Billing: WTQR-F Rev:	\$7,500,000
Market TSL In Hours:	20.00			#1 Billing Portfolio:	
				REP/Cir Chnl duop	\$12,000,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level		
1	WTQR -FM	C	169 / 11.7	12.7	12.8	11.9	14.2	12.3	2204 / 23.1	24.8	27.1	H	WTQR -FM
2	WMAG -FM	AC	104 / 7.2	7.0	5.8	6.0	5.7	6.5	1463 / 15.3	14.0	11.8	E	WMAG -FM
	WKZL -FM	CHR/AC	104 / 7.2	6.6	6.4	7.5	6.4	6.9	1560 / 16.3	15.2	15.3	E	WKZL -FM
4	WJMH -FM	B	92 / 6.4	5.4	5.8	6.7	6.6	6.1	1507 / 15.8	13.8	15.9	D	WJMH -FM
5	WXRA -FM	AOR	74 / 5.1	4.5	3.9	5.0	6.7	4.6	1257 / 13.1	13.8	13.8	C	WXRA -FM
6	WMOX -FM	O	73 / 5.1	5.6	5.7	5.0	4.0	5.4	1373 / 14.4	13.3	11.4	C	WMOX -FM
7	WQMG -FM	B	68 / 4.7	4.1	5.0	6.2	5.5	5.0	1182 / 12.4	11.3	13.2	C	WQMG -FM
8	WWSL -FM	C	65 / 4.5	2.7	1.8	2.0	1.8	2.8	1092 / 11.4	8.7	5.8	B	WWSL -FM
9	WKRR -FM	AOR/CL	64 / 4.4	4.7	4.6	4.9	4.2	4.7	1167 / 12.2	11.6	12.7	D	WKRR -FM
10	WSJS -AM	FS/T	62 / 4.3	3.9	4.8	4.9	4.4	4.5	1031 / 10.8	10.2	11.3	D	WSJS -AM
11	WKSI -FM	C	53 / 3.7	4.6	7.1	4.7	6.7	5.0	967 / 10.1	12.9	13.8	C	WKSI -FM
12	WEND -FM	AOR-NR	41 / 2.8	2.6	1.4	1.5	0.9	2.1	836 / 8.7	7.9	3.0		WEND -FM
13	WDCG -FM	CHR	28 / 1.9	1.4	1.1	1.2	1.2	1.4	573 / 6.0	5.6	4.9		WDCG -FM
14	WWGL -FM	REL	25 / 1.7	1.3	2.1	1.7	2.0	1.7	466 / 4.9	4.4	4.8		WWGL -FM
15	WPCM -FM	C	23 / 1.6	2.5	3.1	2.5	3.1	2.4	584 / 6.1	7.8	8.9	C	WPCM -FM
16	WAAA -AM	B	19 / 1.3	0.6	1.1	1.3	0.8	1.1	182 / 1.9	2.0	2.5		WAAA -AM
17	WMFR -AM	T/FS	18 / 1.2	1.2	1.1	0.8	1.2	1.1	254 / 2.7	2.8	2.4		WMFR -AM

12+ FM Share (Metro): 86.42 % (1031 of 1193) (Winter 95: 89.33 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJMH-FM	1 WKZL-FM <	1 WTQR-FM <	1 WTQR-FM	1 WTQR-FM	1 WTQR-FM >	1 WTQR-FM >	1 WTQR-FM	1 WTQR-FM	1 WJMH-FM	1 WTQR-FM >
2 WXRA-FM >	2 WJMH-FM <	2 WKZL-FM	2 WKZL-FM <	2 WKZL-FM <	2 WMAG-FM <	2 WKZL-FM	2 WMAG-FM	2 WMAG-FM <	2 WTQR-FM	2 WQMG-F
3 WEND-FM >	3 WXRA-FM <	3 WMAG-FM	3 WMAG-FM	3 WMAG-FM	3 WMOX-FM	3 WMAG-FM	3 WKZL-FM	3 WKZL-FM	3 WQMG-F <	3 WMAG-FM
	4 WTQR-FM	4 WJMH-FM <	4 WKRR-FM	4 WKRR-FM <	4 WSJS-AM	4 WSJS-AM	4 WMOX-FM	4 WJMH-FM	4 WXRA-FM >	4 WSJS-AM
	5 WMAG-FM <	5 WKRR-FM <	5 WMOX-FM <	5 WMOX-FM	5 WKZL-FM	5 WKRR-FM	5 WSJS-AM <	5 WXRA-FM <	5 WEND-FM <	5 WJMH-FM
	6 WKRR-FM <	6 WXRA-FM <	6 WWSL-FM <	6 WWSL-FM <			6 WWSL-FM <	6 WWSL-FM	6 WMAG-FM	
	7 WQMG-F	7 WQMG-F	7 WQMG-F <	7 WQMG-F <			7 WKSI-FM <	7 WMOX-FM <		
	8 WWSL-FM <	8 WWSL-FM	8 WXRA-FM							
	9 WEND-FM		WJMH-FM							

Wom 18-24	Wom 18-34	Wom 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-FM	1 WKZL-FM	1 WKZL-FM	1 WKZL-FM <	1 WMAG-FM	1 WJMH-FM	1 WXRA-FM	1 WXRA-FM <	1 WTQR-FM	1 WTQR-FM >
2 WKZL-FM	2 WJMH-FM <	2 WMAG-FM >	2 WMAG-FM	2 WKZL-FM <	2 WXRA-FM <	2 WJMH-FM	2 WKRR-FM <	2 WKRR-FM <	2 WKRR-FM <
3 WQMG-F	3 WMAG-FM	3 WTQR-FM	3 WTQR-FM	3 WTQR-FM	3 WEND-FM >	3 WKRR-FM <	3 WTQR-FM	3 WKZL-FM	3 WKZL-FM
4 WXRA-FM <	4 WTQR-FM <	4 WJMH-FM <	4 WJMH-FM	4 WMOX-FM	4 WKZL-FM >	4 WKZL-FM <	4 WKZL-FM	4 WXRA-FM	4 WXRA-FM <
5 WDCG-FM <	5 WQMG-F	5 WWSL-FM <	5 WQMG-F	5 WWSL-FM	5 WKSI-FM <	5 WTQR-FM <	5 WJMH-FM	5 WJMH-FM	5 WMAG-FM <
6 WTQR-FM	6 WXRA-FM	6 WQMG-F <	6 WWSL-FM	6 WQMG-F <	6 WMAG-FM <	6 WEND-FM	6 WWSL-FM	6 WMAG-FM	6 WMOX-FM <
7 WKSI-FM <	7 WWSL-FM <	7 WXRA-FM	WMOX-FM		7 WDCG-FM	7 WKSI-FM <	7 WKSI-FM <		
8 WMAG-FM	8 WKRR-FM <	WKRR-FM >			8 WWSL-FM <	8 WQMG-F			

GREENSBORO-WINSTON-SALEM

Consolidation Report 12+ 25-54 Revenue

Dick				
WKRR-FM				
WKZL-FM				
	Combined	11.6%	15.9%	20.3%
Max				
WJMH-FM				
WMOX-FM				
WPOL-AM				
	Combined	11.4%	10.8%	13.3%
REP/Cir Chnl				
WSJS-AM				
WTQR-FM				
WXRA-FM				
	Combined	21.1%	20.1%	38.0%
SFX				
WHSL-FM				
WMAG-FM				
WMFR-AM				
WTCK-AM				
	Combined	13.3%	15.5%	13.8%
		57.5%	62.3%	85.4%

Other Rated Stations

					Metro Share	Cume Rating
WBAG	-AM	T	1150	Burlington	0.5	/ 1.0
WFAZ	-FM	REL	98.3	Thomasville	0.4	/ 1.5
WKEW	-AM	T	1400	Greensboro	0.9	/ 2.3
WKXR	-AM	C	1260	Asheboro	0.4	/ 0.9
WLXN	-AM	T	1440	Lexington	0.3	/ 0.9
WPET	-AM	REL	950	Greensboro	0.6	/ 1.0
WQMG	-AM	G	1510	Greensboro	0.9	/ 1.3
WSMX	-AM	REL	1500	Winston-Salem	0.4	/ 0.5
WTCK	-AM	SPRTS	1320	Greensboro	0.3	/ 1.0
WFMX	-FM	C	105.7	Statesville	1.0	/ 3.8
WKIX	-FM	C	96.1	Raleigh	0.3	/ 1.2
WLYT	-FM	SAC	102.9	Hickory	0.4	/ 1.6
WQOK	-FM	B	97.5	S. Boston, VA	0.3	/ 1.9
WZZU	-FM	CL AOR	93.9	Burlington	0.8	/ 2.9

RADIO STATIONS

WAAA	980	1 KW/89 W	Black	AURN	\$ 16.00	(---)	
WMFR	1230	1 KW	Talk	ABC, AP	\$ 18.00	(Christal)	SFX
WSJS	600	5 KW (DA-2)	FS/Talk	Westwd, TALKNT	\$ 54.00	(Mc-Guild)	Radio Equity
WFMX-F	105.7	100 KW @ 1516	Country		\$ 38.00	(---)	Adventure (Statesville)
WHPE-F	95.5	100 KW @ 522	Religion		\$ 16.00	(---)	
WHSL-F	100.3	100 KW @ 1035	Country	Westwd	\$ 35.00	(MMR)	HMW
WJMH-F	102.1	100 KW @ 1204	Black		\$ 55.00	(D & R)	Max (Reidsville)
WKRR-F	92.3	100 KW @ 1288	AOR/Classic		\$ 65.00	(Katz)	Dick (Asheboro)
WKSI-F	98.7	100 KW @ 1035	Country		\$ 40.00	(Eastman)	Bahakel
WKZL-F	107.5	100 KW @ 994	AC/CHR		\$ 78.00	(Katz)	Dick
WMAG-F	99.5	100 KW @ 1500	AC		\$ 73.00	(Christal)	SFX
WMOX-F	93.1	100 KW @ 1099	Oldies		\$ 47.00	(D&R)	Max
WPCM-F	101.1	100 KW @ 1190	Country	Westwd	\$ 34.00	(Mc-Guild)	
WQMG-F	97.1	100 KW @ 1234	Black	CBS, ABC	\$ <20.00	(Banner)	(Burlington)
WTQR-F	104.1	100 KW @ 1420	Country	Westwd	\$ 150.00	(Mc-Guild)	Radio Equity
WWGL-F	94.1	100 KW @ 1014	Religion	CNN	\$ 17.00	(TN)	
WXRA-F	94.5	100 KW @ 982	AOR	Westwd, SOURCE	\$ 39.00	(Mc-Guild)	Radio Equity (Lexington) (Eden)

NOTES: WQMG A/F sold to Max for \$8,900,000. . .

FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/F/S - Middle of Road, (MOR) Full Service
B - Black (audience is 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

REVENUE LEVEL CODES

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

GREENVILLE-NEW BERN

Arbitron Rank: 80
Pop (12+): 455,300
MSA Rank: 282 - Greenv; 237 - Jksnvl
MSA Pop: 407,000 DMA # 104
Average Person Ratings: 14.6
Market TSL in Hours: 19.75

Stations: 36 / 25
Diaries: 1218 / 374 :1/ 58.5 %
Sample Target: 1,035
% Below Line: 11.8
% Not Listed: 10.8

Last Year's Revenue: \$13,000,000
Household Income: \$34,884
Retail Dollars: \$3.7 Bil
Pop per Station: 18,212
#1 Biller: WRNS-AF Rev: \$3,400,000
#1 Billing Portfolio:
 Pinnacle duop \$4,000,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1 WRNS -AF	C	141 / 21.1	19.8	15.2	20.4	18.3	19.1	1580 / 34.7	31.1	32.8	E WRNS -AF
2 WIKS -FM	B	103 / 15.4	16.0	16.0	13.3	15.6	15.2	1132 / 24.9	21.8	26.0	D WIKS -FM
3 WSFL -FM	AOR	50 / 7.5	9.9	9.8	7.7	9.0	8.7	796 / 17.5	18.5	16.2	C WSFL -FM
4 WRHT -FF	CHR	37 / 5.5	4.3	5.3	7.0	5.9	5.6	772 / 17.0	13.2	14.3	C WRHT -FF
5 WERO -FM	O-70s	32 / 4.8	4.5	4.2	3.7	3.9	4.3	592 / 13.0	14.5	14.6	C WERO -FM
6 WKOO -FF	O	28 / 4.2	2.9	4.9	3.9	3.8	4.0	365 / 8.0	7.2	9.8	C WKOO -FF
7 WNCT -FM	O	20 / 3.0	4.3	3.8	4.1	3.8	3.8	371 / 8.2	11.5	10.7	B WNCT -FM
8 WQSL -FM	CHR	19 / 2.8	1.2	1.2	1.5	1.3	1.7	345 / 7.6	4.8	5.4	WQSL -FM
9 WTRG -FM	O	18 / 2.7	2.2	0.8	1.5	2.4	1.8	301 / 6.6	5.9	6.4	WTRG -FM
WKQT -FM	AC	18 / 2.7	1.8	1.9	2.1	2.3	2.1	296 / 6.5	5.7	7.1	WKQT -FM
11 WXQR -FM	AOR	12 / 1.8	2.2	1.9	1.1	1.0	1.8	276 / 6.1	4.5	2.6	WXQR -FM

12+ FM Share (Metro): 92.44 % (550 of 595) (Winter 95: 95.22 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WIKS-FM >	1 WIKS-FM	1 WRNS-AF	1 WRNS-AF >	1 WRNS-AF >	1 WRNS-AF >>	1 WRNS-AF >	1 WRNS-AF >	1 WRNS-AF >	1 WIKS-FM >	1 WIKS-FM
2 WRHT-FF <	2 WRNS-AF >	2 WIKS-FM >	2 WIKS-FM >	2 WIKS-FM >	2 WIKS-FM >	2 WSFL-FM	2 WIKS-FM >	2 WIKS-FM >>	2 WRNS-AF >>	2 WRNS-AF >>
3 WQSL-FM >	3 WSFL-FM	3 WSFL-FM >	3 WSFL-FM	3 WSFL-FM	3 WKOO-FF	3 WIKS-FM >>	3 WSFL-FM <	3 WSFL-FM <	3 WRHT-FF	
4 WRNS-AF	4 WRHT-FF	4 WRHT-FF <	4 WERO-FM	4 WERO-FM		4 WRHT-FF	4 WERO-FM	4 WRHT-FF <	4 WQSL-FM	
	5 WERO-FM >>	5 WERO-FM >	5 WRHT-FF	5 WRHT-FF		5 WKOO-FF	5 WERO-FM			

Wom 18-24	Wom 18-34	Wom 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 WIKS-FM	1 WRNS-AF	1 WRNS-AF >	1 WIKS-FM	1 WIKS-FM	1 WIKS-FM <	1 WRNS-AF	1 WRNS-AF >
2 WIKS-FM >>	2 WIKS-FM >	2 WRNS-AF	2 WIKS-FM >>	2 WIKS-FM >>	2 WRNS-AF	2 WRNS-AF <	2 WSFL-FM <	2 WIKS-FM	2 WIKS-FM
3 WRHT-FF	3 WRHT-FF >	3 WRHT-FF	3 WRHT-FF	3 WRHT-FF <	3 WSFL-FM >	3 WSFL-FM >>	3 WRNS-AF	3 WSFL-FM >>	3 WSFL-FM >
4 WERO-FM	4 WERO-FM <	4 WKQT-FM	4 WERO-FM >	4 WKQT-FM <	4 WQSL-FM	4 WERO-FM	4 WERO-FM >>		4 WERO-FM >
5 WQSL-FM	5 WSFL-FM <	5 WSFL-FM		5 WERO-FM	5 WRHT-FF >>	5 WRHT-FF			
6 WSFL-FM	6 WKQT-FM >	6 WERO-FM		6 WNCT-FM		6 WXQR-FM			
		7 WNCT-FM >>							

Station	Day	Time	Genre	Power	Class	Market
1 WJZZ-FM	Wom 18-24	1 WJZZ-FM	WJZZ-FM	10.0	Classical	12+ FM Share (Metro): 90.03 %
2 WJZZ-FM	Wom 18-24	2 WJZZ-FM	WJZZ-FM	10.0	Classical	(876 of 973)
3 WJZZ-FM	Wom 18-24	3 WJZZ-FM	WJZZ-FM	10.0	Classical	(Winter 95: 91.18 %)
4 WJZZ-FM	Wom 18-24	4 WJZZ-FM	WJZZ-FM	10.0	Classical	
5 WJZZ-FM	Wom 18-24	5 WJZZ-FM	WJZZ-FM	10.0	Classical	
6 WJZZ-FM	Wom 18-24	6 WJZZ-FM	WJZZ-FM	10.0	Classical	
7 WJZZ-FM	Wom 18-24	7 WJZZ-FM	WJZZ-FM	10.0	Classical	
1 WSSJ-FM	Wom 18-24	1 WSSJ-FM	WSSJ-FM	10.0	Classical	
2 WSSJ-FM	Wom 18-24	2 WSSJ-FM	WSSJ-FM	10.0	Classical	
3 WSSJ-FM	Wom 18-24	3 WSSJ-FM	WSSJ-FM	10.0	Classical	
4 WSSJ-FM	Wom 18-24	4 WSSJ-FM	WSSJ-FM	10.0	Classical	
5 WSSJ-FM	Wom 18-24	5 WSSJ-FM	WSSJ-FM	10.0	Classical	
6 WSSJ-FM	Wom 18-24	6 WSSJ-FM	WSSJ-FM	10.0	Classical	
7 WSSJ-FM	Wom 18-24	7 WSSJ-FM	WSSJ-FM	10.0	Classical	
1 WROQ-FM	Wom 18-49	1 WROQ-FM	WROQ-FM	10.0	Classical	
2 WROQ-FM	Wom 18-49	2 WROQ-FM	WROQ-FM	10.0	Classical	
3 WROQ-FM	Wom 18-49	3 WROQ-FM	WROQ-FM	10.0	Classical	
4 WROQ-FM	Wom 18-49	4 WROQ-FM	WROQ-FM	10.0	Classical	
5 WROQ-FM	Wom 18-49	5 WROQ-FM	WROQ-FM	10.0	Classical	
6 WROQ-FM	Wom 18-49	6 WROQ-FM	WROQ-FM	10.0	Classical	
7 WROQ-FM	Wom 18-49	7 WROQ-FM	WROQ-FM	10.0	Classical	
1 WJZZ-FM	Men 18-24	1 WJZZ-FM	WJZZ-FM	10.0	Classical	
2 WJZZ-FM	Men 18-24	2 WJZZ-FM	WJZZ-FM	10.0	Classical	
3 WJZZ-FM	Men 18-24	3 WJZZ-FM	WJZZ-FM	10.0	Classical	
4 WJZZ-FM	Men 18-24	4 WJZZ-FM	WJZZ-FM	10.0	Classical	
5 WJZZ-FM	Men 18-24	5 WJZZ-FM	WJZZ-FM	10.0	Classical	
6 WJZZ-FM	Men 18-24	6 WJZZ-FM	WJZZ-FM	10.0	Classical	
7 WJZZ-FM	Men 18-24	7 WJZZ-FM	WJZZ-FM	10.0	Classical	
1 WSSJ-FM	Men 18-24	1 WSSJ-FM	WSSJ-FM	10.0	Classical	
2 WSSJ-FM	Men 18-24	2 WSSJ-FM	WSSJ-FM	10.0	Classical	
3 WSSJ-FM	Men 18-24	3 WSSJ-FM	WSSJ-FM	10.0	Classical	
4 WSSJ-FM	Men 18-24	4 WSSJ-FM	WSSJ-FM	10.0	Classical	
5 WSSJ-FM	Men 18-24	5 WSSJ-FM	WSSJ-FM	10.0	Classical	
6 WSSJ-FM	Men 18-24	6 WSSJ-FM	WSSJ-FM	10.0	Classical	
7 WSSJ-FM	Men 18-24	7 WSSJ-FM	WSSJ-FM	10.0	Classical	
1 WROQ-FM	Men 18-49	1 WROQ-FM	WROQ-FM	10.0	Classical	
2 WROQ-FM	Men 18-49	2 WROQ-FM	WROQ-FM	10.0	Classical	
3 WROQ-FM	Men 18-49	3 WROQ-FM	WROQ-FM	10.0	Classical	
4 WROQ-FM	Men 18-49	4 WROQ-FM	WROQ-FM	10.0	Classical	
5 WROQ-FM	Men 18-49	5 WROQ-FM	WROQ-FM	10.0	Classical	
6 WROQ-FM	Men 18-49	6 WROQ-FM	WROQ-FM	10.0	Classical	
7 WROQ-FM	Men 18-49	7 WROQ-FM	WROQ-FM	10.0	Classical	
1 WJZZ-FM	Men 25-34	1 WJZZ-FM	WJZZ-FM	10.0	Classical	
2 WJZZ-FM	Men 25-34	2 WJZZ-FM	WJZZ-FM	10.0	Classical	
3 WJZZ-FM	Men 25-34	3 WJZZ-FM	WJZZ-FM	10.0	Classical	
4 WJZZ-FM	Men 25-34	4 WJZZ-FM	WJZZ-FM	10.0	Classical	
5 WJZZ-FM	Men 25-34	5 WJZZ-FM	WJZZ-FM	10.0	Classical	
6 WJZZ-FM	Men 25-34	6 WJZZ-FM	WJZZ-FM	10.0	Classical	
7 WJZZ-FM	Men 25-34	7 WJZZ-FM	WJZZ-FM	10.0	Classical	
1 WSSJ-FM	Men 25-34	1 WSSJ-FM	WSSJ-FM	10.0	Classical	
2 WSSJ-FM	Men 25-34	2 WSSJ-FM	WSSJ-FM	10.0	Classical	
3 WSSJ-FM	Men 25-34	3 WSSJ-FM	WSSJ-FM	10.0	Classical	
4 WSSJ-FM	Men 25-34	4 WSSJ-FM	WSSJ-FM	10.0	Classical	
5 WSSJ-FM	Men 25-34	5 WSSJ-FM	WSSJ-FM	10.0	Classical	
6 WSSJ-FM	Men 25-34	6 WSSJ-FM	WSSJ-FM	10.0	Classical	
7 WSSJ-FM	Men 25-34	7 WSSJ-FM	WSSJ-FM	10.0	Classical	
1 WROQ-FM	Men 25-54	1 WROQ-FM	WROQ-FM	10.0	Classical	
2 WROQ-FM	Men 25-54	2 WROQ-FM	WROQ-FM	10.0	Classical	
3 WROQ-FM	Men 25-54	3 WROQ-FM	WROQ-FM	10.0	Classical	
4 WROQ-FM	Men 25-54	4 WROQ-FM	WROQ-FM	10.0	Classical	
5 WROQ-FM	Men 25-54	5 WROQ-FM	WROQ-FM	10.0	Classical	
6 WROQ-FM	Men 25-54	6 WROQ-FM	WROQ-FM	10.0	Classical	
7 WROQ-FM	Men 25-54	7 WROQ-FM	WROQ-FM	10.0	Classical	

Station	Day	Time	Genre	Power	Class	Market
1 WSSJ-FM	Teens	1 WSSJ-FM	WSSJ-FM	10.0	Classical	12+ FM Share (Metro): 90.03 %
2 WSSJ-FM	Teens	2 WSSJ-FM	WSSJ-FM	10.0	Classical	(876 of 973)
3 WSSJ-FM	Teens	3 WSSJ-FM	WSSJ-FM	10.0	Classical	(Winter 95: 91.18 %)
4 WSSJ-FM	Teens	4 WSSJ-FM	WSSJ-FM	10.0	Classical	
5 WSSJ-FM	Teens	5 WSSJ-FM	WSSJ-FM	10.0	Classical	
6 WSSJ-FM	Teens	6 WSSJ-FM	WSSJ-FM	10.0	Classical	
7 WSSJ-FM	Teens	7 WSSJ-FM	WSSJ-FM	10.0	Classical	
1 WROQ-FM	18-34	1 WROQ-FM	WROQ-FM	10.0	Classical	
2 WROQ-FM	18-34	2 WROQ-FM	WROQ-FM	10.0	Classical	
3 WROQ-FM	18-34	3 WROQ-FM	WROQ-FM	10.0	Classical	
4 WROQ-FM	18-34	4 WROQ-FM	WROQ-FM	10.0	Classical	
5 WROQ-FM	18-34	5 WROQ-FM	WROQ-FM	10.0	Classical	
6 WROQ-FM	18-34	6 WROQ-FM	WROQ-FM	10.0	Classical	
7 WROQ-FM	18-34	7 WROQ-FM	WROQ-FM	10.0	Classical	
1 WSSJ-FM	18-49	1 WSSJ-FM	WSSJ-FM	10.0	Classical	
2 WSSJ-FM	18-49	2 WSSJ-FM	WSSJ-FM	10.0	Classical	
3 WSSJ-FM	18-49	3 WSSJ-FM	WSSJ-FM	10.0	Classical	
4 WSSJ-FM	18-49	4 WSSJ-FM	WSSJ-FM	10.0	Classical	
5 WSSJ-FM	18-49	5 WSSJ-FM	WSSJ-FM	10.0	Classical	
6 WSSJ-FM	18-49	6 WSSJ-FM	WSSJ-FM	10.0	Classical	
7 WSSJ-FM	18-49	7 WSSJ-FM	WSSJ-FM	10.0	Classical	
1 WSSJ-FM	25-49	1 WSSJ-FM	WSSJ-FM	10.0	Classical	
2 WSSJ-FM	25-49	2 WSSJ-FM	WSSJ-FM	10.0	Classical	
3 WSSJ-FM	25-49	3 WSSJ-FM	WSSJ-FM	10.0	Classical	
4 WSSJ-FM	25-49	4 WSSJ-FM	WSSJ-FM	10.0	Classical	
5 WSSJ-FM	25-49	5 WSSJ-FM	WSSJ-FM	10.0	Classical	
6 WSSJ-FM	25-49	6 WSSJ-FM	WSSJ-FM	10.0	Classical	
7 WSSJ-FM	25-49	7 WSSJ-FM	WSSJ-FM	10.0	Classical	
1 WSSJ-FM	25-54	1 WSSJ-FM	WSSJ-FM	10.0	Classical	
2 WSSJ-FM	25-54	2 WSSJ-FM	WSSJ-FM	10.0	Classical	
3 WSSJ-FM	25-54	3 WSSJ-FM	WSSJ-FM	10.0	Classical	
4 WSSJ-FM	25-54	4 WSSJ-FM	WSSJ-FM	10.0	Classical	
5 WSSJ-FM	25-54	5 WSSJ-FM	WSSJ-FM	10.0	Classical	
6 WSSJ-FM	25-54	6 WSSJ-FM	WSSJ-FM	10.0	Classical	
7 WSSJ-FM	25-54	7 WSSJ-FM	WSSJ-FM	10.0	Classical	
1 WSSJ-FM	35+	1 WSSJ-FM	WSSJ-FM	10.0	Classical	
2 WSSJ-FM	35+	2 WSSJ-FM	WSSJ-FM	10.0	Classical	
3 WSSJ-FM	35+	3 WSSJ-FM	WSSJ-FM	10.0	Classical	
4 WSSJ-FM	35+	4 WSSJ-FM	WSSJ-FM	10.0	Classical	
5 WSSJ-FM	35+	5 WSSJ-FM	WSSJ-FM	10.0	Classical	
6 WSSJ-FM	35+	6 WSSJ-FM	WSSJ-FM	10.0	Classical	
7 WSSJ-FM	35+	7 WSSJ-FM	WSSJ-FM	10.0	Classical	
1 WSSJ-FM	12+ AMD	1 WSSJ-FM	WSSJ-FM	10.0	Classical	
2 WSSJ-FM	12+ AMD	2 WSSJ-FM	WSSJ-FM	10.0	Classical	
3 WSSJ-FM	12+ AMD	3 WSSJ-FM	WSSJ-FM	10.0	Classical	
4 WSSJ-FM	12+ AMD	4 WSSJ-FM	WSSJ-FM	10.0	Classical	
5 WSSJ-FM	12+ AMD	5 WSSJ-FM	WSSJ-FM	10.0	Classical	
6 WSSJ-FM	12+ AMD	6 WSSJ-FM	WSSJ-FM	10.0	Classical	
7 WSSJ-FM	12+ AMD	7 WSSJ-FM	WSSJ-FM	10.0	Classical	
1 WSSJ-FM	12+ MID	1 WSSJ-FM	WSSJ-FM	10.0	Classical	
2 WSSJ-FM	12+ MID	2 WSSJ-FM	WSSJ-FM	10.0	Classical	
3 WSSJ-FM	12+ MID	3 WSSJ-FM	WSSJ-FM	10.0	Classical	
4 WSSJ-FM	12+ MID	4 WSSJ-FM	WSSJ-FM	10.0	Classical	
5 WSSJ-FM	12+ MID	5 WSSJ-FM	WSSJ-FM	10.0	Classical	
6 WSSJ-FM	12+ MID	6 WSSJ-FM	WSSJ-FM	10.0	Classical	
7 WSSJ-FM	12+ MID	7 WSSJ-FM	WSSJ-FM	10.0	Classical	
1 WSSJ-FM	12+ PMD	1 WSSJ-FM	WSSJ-FM	10.0	Classical	
2 WSSJ-FM	12+ PMD	2 WSSJ-FM	WSSJ-FM	10.0	Classical	
3 WSSJ-FM	12+ PMD	3 WSSJ-FM	WSSJ-FM	10.0	Classical	
4 WSSJ-FM	12+ PMD	4 WSSJ-FM	WSSJ-FM	10.0	Classical	
5 WSSJ-FM	12+ PMD	5 WSSJ-FM	WSSJ-FM	10.0	Classical	
6 WSSJ-FM	12+ PMD	6 WSSJ-FM	WSSJ-FM	10.0	Classical	
7 WSSJ-FM	12+ PMD	7 WSSJ-FM	WSSJ-FM	10.0	Classical	
1 WSSJ-FM	12+ EVE	1 WSSJ-FM	WSSJ-FM	10.0	Classical	
2 WSSJ-FM	12+ EVE	2 WSSJ-FM	WSSJ-FM	10.0	Classical	
3 WSSJ-FM	12+ EVE	3 WSSJ-FM	WSSJ-FM	10.0	Classical	
4 WSSJ-FM	12+ EVE	4 WSSJ-FM	WSSJ-FM	10.0	Classical	
5 WSSJ-FM	12+ EVE	5 WSSJ-FM	WSSJ-FM	10.0	Classical	
6 WSSJ-FM	12+ EVE	6 WSSJ-FM	WSSJ-FM	10.0	Classical	
7 WSSJ-FM	12+ EVE	7 WSSJ-FM	WSSJ-FM	10.0	Classical	
1 WSSJ-FM	Ovnight	1 WSSJ-FM	WSSJ-FM	10.0	Classical	
2 WSSJ-FM	Ovnight	2 WSSJ-FM	WSSJ-FM	10.0	Classical	
3 WSSJ-FM	Ovnight	3 WSSJ-FM	WSSJ-FM	10.0	Classical	
4 WSSJ-FM	Ovnight	4 WSSJ-FM	WSSJ-FM	10.0	Classical	
5 WSSJ-FM	Ovnight	5 WSSJ-FM	WSSJ-FM	10.0	Classical	
6 WSSJ-FM	Ovnight	6 WSSJ-FM	WSSJ-FM	10.0	Classical	
7 WSSJ-FM	Ovnight	7 WSSJ-FM	WSSJ-FM	10.0	Classical	

Station	Day	Time	Genre	Power	Class	Market
1 WSSJ-FM	Arbitron Rank:	59	Stations:	28 / 20	Last Year's Revenue:	\$26,700,000
2 WSSJ-FM	Pop (12+):	704,100	Dates:	2087 / 337 : 1 / 54.4 %	Household Income:	\$40,490
3 WSSJ-FM	MSA Rank:	64	Sample Target:	1,910	Retail Dollars:	\$8.3 Bil
4 WSSJ-FM	MSA Pop:	888,000 DMA # 35 (W/Asheville)	% Below Line:	6.8	Pop per Station:	35,205
5 WSSJ-FM	Average Person Ratings:	15.8	% Not Listed:	12.7	#1 Billing: WSSJ-AF	Rev: \$5,900,000
6 WSSJ-FM	Market TSL In Hours:	21.00	#1 Billing Portfolio:		SFX dup	\$10,300,000

GREENVILLE-NEW BERN

Consolidation Report 12+ 25-54 Revenue Metro Cume Share Rating

Station	Rating	Share
WDLX -AM T	830	Washington
WELS -AM REL	1010	Kinston
WGHB -AM REL	1250	Farmville
WJNC -AM T	1240	Jacksonville
WLAS -AM T	910	Jacksonville
WMBL -AM ST	740	Morehead City
WNBR -FF CL AOR	94.1	Oriental
WNOS -AM ST	1450	New Bern
WOOV -AM G	1340	Greenville
WTKF -AM T	107.3	Atlantic
WTOW -AM B	1320	Washington
WXNR -FM AOR-NR	98.5	Gffton
WDRP -FM REL	98.9	Williamston
WFXK -FM B/A/C	104.3	Tarboro
WGTM -AM REL	590	Wilson
WKTC -FM C	96.9	Goldboro
WMNX -FM B	97.3	Wilmington
WQDR -FM C	94.7	Raleigh
WRDU -FM AOR	106.1	Wilson
WSFM -FM AOR	107.5	Southport
WZFX -FM B	99.1	Whiteville
WZXS -FM ST	103.9	Topsail Beach
WDLX -AM T	830	Washington
WELS -AM REL	1010	Kinston
WGHB -AM REL	1250	Farmville
WJNC -AM T	1240	Jacksonville
WLAS -AM T	910	Jacksonville
WMBL -AM ST	740	Morehead City
WNBR -FF CL AOR	94.1	Oriental
WNOS -AM ST	1450	New Bern
WOOV -AM G	1340	Greenville
WTKF -AM T	107.3	Atlantic
WTOW -AM B	1320	Washington
WXNR -FM AOR-NR	98.5	Gffton
WDRP -FM REL	98.9	Williamston
WFXK -FM B/A/C	104.3	Tarboro
WGTM -AM REL	590	Wilson
WKTC -FM C	96.9	Goldboro
WMNX -FM B	97.3	Wilmington
WQDR -FM C	94.7	Raleigh
WRDU -FM AOR	106.1	Wilson
WSFM -FM AOR	107.5	Southport
WZFX -FM B	99.1	Whiteville
WZXS -FM ST	103.9	Topsail Beach
WDLX -AM T	830	Washington
WELS -AM REL	1010	Kinston
WGHB -AM REL	1250	Farmville
WJNC -AM T	1240	Jacksonville
WLAS -AM T	910	Jacksonville
WMBL -AM ST	740	Morehead City
WNBR -FF CL AOR	94.1	Oriental
WNOS -AM ST	1450	New Bern
WOOV -AM G	1340	Greenville
WTKF -AM T	107.3	Atlantic
WTOW -AM B	1320	Washington
WXNR -FM AOR-NR	98.5	Gffton
WDRP -FM REL	98.9	Williamston
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WDLX -AM T	830	Washington
WELS -AM REL	1010	Kinston
WGHB -AM REL	1250	Farmville
WJNC -AM T	1240	Jacksonville
WLAS -AM T	910	Jacksonville
WMBL -AM ST	740	Morehead City
WNBR -FF CL AOR	94.1	Oriental
WNOS -AM ST	1450	New Bern
WOOV -AM G	1340	Greenville
WTKF -AM T	107.3	Atlantic
WTOW -AM B	1320	Washington
WXNR -FM AOR-NR	98.5	Gffton
WDRP -FM REL	98.9	Williamston
WFXK -FM B/A/C	104.3	Tarboro
WGTM -AM REL	590	Wilson
WKTC -FM C	96.9	Goldboro
WMNX -FM B	97.3	Wilmington
WQDR -FM C	94.7	Raleigh
WRDU -FM AOR	106.1	Wilson
WSFM -FM AOR	107.5	Southport
WZFX -FM B	99.1	Whiteville
WZXS -FM ST	103.9	Topsail Beach
WDLX -AM T	830	Washington
WELS -AM REL	1010	Kinston
WGHB -AM REL	1250	Farmville
WJNC -AM T	1240	Jacksonville
WLAS -AM T	910	Jacksonville
WMBL -AM ST	740	Morehead City
WNBR -FF CL AOR	94.1	Oriental
WNOS -AM ST	1450	New Bern
WOOV -AM G	1340	Greenville
WTKF -AM T	107.3	Atlantic
WTOW -AM B	1320	Washington
WXNR -FM AOR-NR	98.5	Gffton
WDRP -FM REL	98.9	Williamston
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WFXK -FM B/A/C	104.3	Tarboro
WGTM -AM REL	590	Wilson
WKTC -FM C	96.9	Goldboro
WMNX -FM B	97.3	Wilmington
WQDR -FM C	94.7	Raleigh
WRDU -FM AOR	106.1	Wilson
WSFM -FM AOR	107.5	Southport
WZFX -FM B	99.1	Whiteville
WZXS -FM ST	103.9	Topsail Beach

RADIO STATIONS

WELS	1010	Black	1 KW/78 W
WJNC	1240	Full Service	1 KW
WJCV	1290	Religion	1 KW/47 W
WNCT	1070	Talk	10 KW (DA-Z)
WERO-F	93.3	Classic AOR	100 KW @ 1780
WKS-F	101.9	Black	100 KW @ 983
WKO-F	98.7	Oldies	100 KW @ 978
WQO-F	103.3	AC	100 KW @ 593
WNCT-F	107.9	Oldies	100 KW @ 1700
WOSL-F	92.3	AC/CHR	23 KW @ 725
WRHT-F	86.3	CHR	100 KW @ 492
WRNS-F	95.1	Country	100 KW @ 1500
WSFL-F	106.5	AOR	100 KW @ 915
WTNF-F	107.3	Talk	7 KW @ 607
WXNR-F	99.5	Country	17 KW @ 843
WXOR-F	105.5	AOR	18 KW @ 794

OTHER RANKED STATIONS -- See Raleigh

Westwd	\$ 10.00	(Dora)
Westwd	\$ 10.00	(---)
ABC	\$ 14.00	(MMR)
ABC	\$ 38.00	(Banner)
Westwd, ABC	\$ 48.00	(D & R)
Westwd, ABC	\$ 25.00	(D & R)
Westwd	\$ 20.00	(Chrstal)
ABC	\$ 24.00	(MMR)
ABC	\$ 19.00	(---)
ABC, Westwd	\$ 22.00	(---)
ABC, Westwd	\$ 70.00	(Mc-Guld)
ABC, Westwd	\$ 42.00	(D&R)
Westwd	\$ 16.00	(TN)
Westwd	\$ 17.00	(D & R)
Westwd	\$ -20.00	(K & P)

Beasley	(Kinston)
Beasley	(Jacksonville)
Beasley	(Jacksonville)
Beasley	(New Bern)
Beasley	(Washington)
S. Taylor	(New Bern)
S. Taylor	(Newport)
Beasley	(Greenville)
HVS	(Jacksonville)
Pinnacle	(Morehead City)
Pinnacle	(Kinston)
S. Taylor	(New Bern)
S. Taylor	(Atlantic)
S. Taylor	(Gffton)
HVS	(Jacksonville)

GREENVILLE-SPARTANBURG

Consolidation Report 12+ 25-54 Revenue

Benchmark

WESC-AM				
WESC-FM				
WFNQ-FM				
WJMZ-FM				
Combined	22.9%	21.1%	27.7%	

Local

WXWX-FM				
WXWZ-FM				
Combined	2.8%	1.8%	1.9%	

River City, semi-duop

WFBC-AM				
WFBC-FM				
WORD-AM				
Combined	8.8%	7.0%	5.1%	

SFX

WMYI-FM				
WSSI-AM				
WSSL-FM				
Combined	22.5%	28.2%	38.8%	
	57.0%	56.1%	73.3%	

Other Rated Stations

					Metro Share	Cume Rating
WESC	-AM	C	660	Greenville	1.0 / 1.8	
WMMZ	-AM	ST	1400	Spartanburg	0.4 / 1.0	
WPEK	-FM	AC	98.1	Seneca	0.9 / 3.6	
WPJM	-AM	REL	800	Greer	1.2 / 2.0	
WRIX	-FM	C	103.1	Honea Path	0.6 / 1.9	
WRIX	-AM	G	1020	Homeland Park	0.5 / 1.1	
WBAV	-FM	B/AC	101.9	Gastonia, NC	0.5 / 1.9	
WEDJ	-FM	CHR	95.1	Charlotte, NC	0.9 / 3.6	
WFOX	-FM	O	97.1	Gainesville, GA	0.5 / 2.0	
WKSF	-FM	C	99.9	Asheville, NC	0.4 / 3.1	
WMIT	-FM	REL	106.9	Black Mtn., NC	1.3 / 3.4	
WVMG	-FM	O	96.1	Shelby, NC	1.1 / 3.5	
WWSN	-FM	AC	107.9	Charlotte, NC	0.4 / 1.3	

RADIO STATIONS

WESC	660	50 KW (DAYS)	SEE WEBC-FM				
WFBC	1330	5 KW (DA-N)	News/Talk	Westwd, ABC	\$ 20.00	(Katz)	Keymarket
WORD	910	3.8 KW/890 W (DA-2)	Talk	Westwd, ABC	NA	(Katz)	Keymarket
WPJM	800	1 KW/438 W	Gospel	ABC	\$ 15.00	(Keystone)	(Greer)
WSPA	950	5 KW (DA-N)	Standards	CBS	\$ 17.00	(Christal)	
WESC-F	92.5	100 KW @ 2000	Country	ABC	\$ 77.00	(Banner)	Benchmark
WFNQ-F	93.3	93 KW @ 2030	Country		\$ 22.00	(Banner)	Benchmark (Forest City, NC)
WFBC-F	93.7	100 KW @ 1850	CHR	ABC	\$ 40.00	(Katz)	Keymarket
WJMZ-F	107.3	100 KW @ 1010	Black	ABC	\$ 59.00	(Eastman)	Benchmark (Anderson)
WMUU-F	94.5	100 KW @ 1200	EZ	AP	\$ 24.00	(---)	
WMYI-F	102.5	20 KW @ 1782	AC		\$ 91.00	(Eastman)	SFX (Hendersonville, NC)
WRIX-F	103.1	6 KW @ 328	Country	Westwd, ABC	\$ 16.00	(---)	(Honea Path)
WROQ-F	101.1	100 KW @ 988	AOR	ABC	\$ 88.00	(Banner)	ABS (Anderson)
WSPA-F	98.9	100 KW @ 1910	Soft AC		\$ 43.00	(Christal)	
WSSL-F	100.5	100 KW @ 1240	Country	Westwd	\$105.00	(Mc-Guild)	SFX (Gray Court)
WXWX-F	103.9	8 KW @ 328	AOR-NR	CBS	\$ 21.00	(MMR)	(Easley)
WXWZ-F	103.3	2.7 KW @ 495	See WXWZ-F				(Greer)

NOTES: WROQ-F sold by ABS to Multimarket for \$14,000,000 (Blackburn) . . . WORD, WFBC, and WFBC-F sold by River City to Sinclair TV. . .

HARRISBURG-LEBANON-CARLISLE

Arbitron Rank:	75	Stations:	31 / 19	Last Year's Revenue:	\$19,000,000	
Pop (12+):	518,800	Diaries: 1648 / 315 :	1/ 61.5 %	Household Income:	\$49,238	
MSA Rank:	85	Sample Target:	1,650	Retail Dollars:	\$6.0 Bil	
MSA Pop:	614,000	DMA # 44 (w/Lancaster, Yor	% Below Line:	15.8	Pop per Station:	27,295
Average Person Ratings:	17.2	% Not Listed:	10.3	#1 Biller: WNNK-F	Rev:	\$6,500,000
Market TSL in Hours:	22.75			#1 Billing Portfolio:		Patterson combo \$6,900,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1 WNNK -FM	CHR	116 / 13.0	10.5	10.2	11.1	13.7	11.2	1634 / 31.5	25.3	30.0	G WNNK -FM
2 WHP -AM	FS	89 / 10.0	9.7	8.1	9.1	9.1	8.7	1039 / 20.0	17.8	18.4	D WHP -AM
3 WRVV -FM	AC/AOR	79 / 8.9	7.8	8.5	10.5	7.4	8.9	959 / 18.5	15.8	17.4	E WRVV -FM
4 WTPA -FM	AOR	69 / 7.8	8.5	7.6	6.1	7.9	7.5	888 / 17.1	15.2	17.5	D WTPA -FM
5 WRKZ -FM	C	62 / 7.0	9.7	8.1	9.1	9.1	8.5	790 / 15.2	17.5	18.3	E WRKZ -FM
6 WWKL -FM	O	38 / 4.3	5.5	6.1	6.4	4.9	5.6	662 / 12.8	14.0	14.5	D WWKL -FM
7 WQXA -FM	AC	33 / 3.7	2.7	3.9	1.9	1.2	3.1	648 / 12.5	9.5	5.9	WQXA -FM
WNCE -FM	EZ/ST	33 / 3.7	2.6	3.4	2.9	3.0	3.2	361 / 7.0	6.3	4.9	WNCE -FM
9 WYMJ -FM	AC	32 / 3.6	3.4	2.4	0.0	0.0	0.0	511 / 9.9	9.4	0.0	B WYMJ -FM
10 WROZ -FM	SAC	31 / 3.5	3.2	3.9	3.7	4.2	3.6	582 / 11.2	7.4	11.3	WROZ -FM
11 WHYL -FM	C	30 / 3.4	2.2	2.1	2.7	3.3	2.6	319 / 6.2	4.4	8.3	A WHYL -FM
12 WHYL -AM	ST	23 / 2.6	3.3	3.3	3.3	4.5	3.1	323 / 6.2	7.0	8.2	A WHYL -AM
13 WLBR -AM	FS	18 / 2.0	1.9	2.2	2.6	1.8	2.2	278 / 5.4	5.3	5.7	A WLBR -AM
14 WTCY -AM	B	16 / 1.8	2.1	2.7	2.7	1.5	2.3	220 / 4.2	4.4	3.5	A WTCY -AM

12+ FM Share (Metro): 78.45 % (626 of 798) (Winter 95: 78.36 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WNNK-FM >>	1 WNNK-FM <	1 WNNK-FM	1 WRVV-FM <	1 WRVV-FM <	1 WHP-AM	1 WNNK-FM >	1 WHP-AM	1 WNNK-FM >	1 WNNK-FM >	1 WHP-AM
2 WQXA-FM >>	2 WTPA-FM	2 WRVV-FM	2 WNNK-FM <	2 WNNK-FM	2 WNNK-FM	2 WHP-AM	2 WRVV-FM	2 WHP-AM	2 WQXA-FM <	2 WNNK-FM
	3 WRVV-FM >	3 WTPA-FM >	3 WTPA-FM >	3 WTPA-FM >	3 WRKZ-FM <	3 WRVV-FM <	3 WNNK-FM	3 WTPA-FM <	3 WHP-AM <	3 WRVV-FM >
	4 WQXA-FM >	4 WHP-AM <	4 WHP-AM	4 WRKZ-FM <	4 WRVV-FM	4 WTPA-FM	4 WTPA-FM	4 WRVV-FM	4 WRVV-FM <	4 WRKZ-FM <
	5 WRKZ-FM >	5 WRKZ-FM	5 WRKZ-FM	5 WHP-AM	5 WWKL-FM <	5 WRKZ-FM >	5 WRKZ-FM >	5 WRKZ-FM >	5 WRKZ-FM	5 WTPA-FM
			6 WWKL-FM <	6 WWKL-FM	6 WNCE-FM					WTPA-FM >
			7 WYMJ-FM							

Wom 18-24	Wom 18-34	Wom 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-FM >>	1 WNNK-FM >	1 WNNK-FM	1 WNNK-FM >	1 WNNK-FM	1 WQXA-FM	1 WTPA-FM >	1 WTPA-FM >	1 WTPA-FM	1 WTPA-FM
2 WROZ-FM	2 WRVV-FM	2 WRVV-FM >	2 WRVV-FM >	2 WRVV-FM >	2 WNNK-FM	2 WRVV-FM	2 WRVV-FM >	2 WRVV-FM	2 WRVV-FM >
3 WQXA-FM	3 WTPA-FM	3 WTPA-FM >	3 WROZ-FM <	3 WRKZ-FM	3 WTPA-FM	3 WQXA-FM <	3 WHP-AM <	3 WNNK-FM	3 WNNK-FM <
4 WTPA-FM	4 WROZ-FM	4 WROZ-FM	4 WTPA-FM	4 WWKL-FM <	4 WRKZ-FM >	4 WNNK-FM	4 WRKZ-FM <	4 WHP-AM	4 WHP-AM
5 WRVV-FM >	5 WQXA-FM	5 WYMJ-FM	5 WYMJ-FM	5 WYMJ-FM <	5 WRVV-FM	5 WRKZ-FM	5 WQXA-FM <	5 WRKZ-FM	5 WRKZ-FM >
	6 WYMJ-FM >	6 WQXA-FM >	WRKZ-FM <	6 WROZ-FM	6 WJUN-FM	6 WHP-AM >	6 WNNK-FM >	6 WQXA-FM >	
			7 WWKL-FM >	WTPA-FM			7 WEGK-FM >		
			8 WHP-AM >						

Consolidation Report	12+	25-54	Revenue
Barnstable			
WCMB-AM			
WWKL-FM			
WYMJ-FM			
Dame	Combined	9.0%	11.5%
WHP-AM			
WKBO-AM			
WRVV-FM			
Local	Combined	19.6%	21.2%
WNCE-FM			
WTPA-FM			
Overall	Combined	40.0%	44.6%
		54.7%	

Other Rated Stations

Station	Format	Pop	City	Metro Share	Cume Rating
WCMB -AM	T	1460	Harrisburg	1.1 / 4.5	
WIOO -AM	AC	1000	Carlisle	0.4 / 1.7	
WKBO -AM	N	1230	Harrisburg	0.7 / 3.2	
WQIC -FM	CHR	100.1	Lebanon	0.6 / 2.1	
WQLV -FM	SAC	98.9	Millersburg	1.6 / 2.9	
WMII -AM	REL	720	Shiremanstown	0.7 / 1.1	
WYGL -FM	C	100.5	Elizabeth	0.9 / 2.1	
WARM -FM	SAC	103.3	York	1.5 / 4.7	
WDAC -FM	REL	94.5	Lancaster	1.0 / 2.4	
WEGK -FM	CL AOR	92.7	Starview	1.7 / 7.5	
WIOV -FM	C	105.1	Ephrata	1.0 / 2.8	
WJUN -FM	C	92.5	Mexico	0.7 / 0.9	
WLAN -FM	CHR	96.9	Lancaster	0.9 / 4.4	
WQKX -FM	CHR	94.1	Sunbury	0.6 / 2.1	
WRFY -FM	CHR	102.5	Reading	0.3 / 1.2	
WWMD -FM	EZ	104.7	Hagerstown, MD	0.3 / 1.0	
WYCR -FM	CHR	98.5	Hanover	0.6 / 4.4	

HARRISBURG-LEBANON-CARLISLE

RADIO STATIONS

WCMB	1460	5 KW (DA-N)	Talk	CBS, IBN	\$<20.00	(Mc-Guild)	Barnstable	
WTCY	1400	1 KW	Black	SMN, ABC	\$<20.00	(Mc-Guild)	Patterson	
WHP	580	5 KW (DA-N)	Full Service	ABC, CNN	\$ 51.00	(MMR)	Dame	
WHYL	960	5 KW/22 W (DA-1)	Standards	Westwd	\$<20.00	(---)		(Cartisle)
WLBR	1270	5 KW/1 KW (DA-2)	Full Service	ABC	\$<20.00	(K & P)		(Lebanon)
WHYL-F	102.3	3 KW @ 328	Country	CNN	\$<20.00	(---)		(Cartisle)
WWKL-F	99.3	6 KW @ 328	Oldies	Westwd	\$ 50.00	(Mc-Guild)	Barnstable	
WNCE-F	92.1	3.3 KW @ 300	EZ/Standards	ABC	\$ 15.00	(---)	WTPA owner (D)	(Palmyra)
WNNK-F	104.1	23 KW @ 725	CHR	AP	\$105.00	(Mc-Guild)	Patterson	
WRKZ-F	106.7	14 KW @ 928	Country	ABC	\$ 75.00	(Torbet)	Telemedia	(Hershey)
WRVV-F	97.3	17 KW @ 840	AC/AOR		\$ 65.00	(MMR)	Dame	
WTPA-F	93.5	1.3 KW @ 719	AOR		\$ 64.00	(Banner)		(Mechanicsburg)
WYMJ-F	94.9	25 KW @ 700	AC	ABC, Westwd	\$ 22.00	(Katz)	Barnstable	

Other Ranked Stations -- See York or Lancaster

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

• 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 is 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

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

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

HARTFORD

Arbitron Rank:	41	Stations:	25 / 14	Last Year's Revenue:	\$46,900,000
Pop (12+):	982,700	Diaries: 2404 / 400 :1/	55.3 %	Household Income:	\$58,144
MSA Rank:	48	Sample Target:	2,320	Retail Dollars:	\$11.1 bil
MSA Pop:	1,120,000 DMA # 26	% Below Line:	17	Pop per Station:	68,764
Average Person Ratings:	16.9	% Not Listed:	17.7	#1 Biller: WTIC AF	Rev: \$7,700,000
Market TSL in Hours:	22.50			#1 Billing Portfolio:	
				Amer. Radio Sys. \$23,600,000	

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WTIC -AM	FS	203 / 12.5	12.3	11.4	11.9	12.6	12.0	2780 / 28.9	25.7	27.7	H WTIC -AM
2	WRCH -FM	SAC	164 / 10.1	9.3	9.8	10.0	9.0	9.8	2080 / 21.6	19.4	18.5	G WRCH -FM
3	WWYZ -FM	C	140 / 8.6	7.7	6.9	8.8	7.0	8.0	1530 / 15.9	15.8	15.4	G WWYZ -FM
4	WKSS -FM	CHR	103 / 6.3	6.4	7.2	7.2	6.3	6.8	2018 / 21.0	21.0	20.2	F WKSS -FM
5	WZMX -FM	O-70s	99 / 6.1	6.3	6.3	6.3	6.1	6.3	1559 / 16.2	16.9	16.4	G WZMX -FM
6	WTIC -FM	CHR	94 / 5.8	5.6	6.0	5.7	6.6	5.8	2111 / 21.9	19.5	21.4	F WTIC -FM
7	WDRG -FM	O	89 / 5.5	4.7	5.7	5.4	5.2	5.3	1448 / 15.0	14.0	14.3	F WDRG -FM
8	WMRQ -FM	AOR-NR	83 / 5.1	5.6	5.3	3.8	4.6	5.0	1552 / 16.1	14.3	12.6	C WMRQ -FM
9	WDRG -AM	ST	72 / 4.4	4.6	5.0	4.4	5.5	5.3	826 / 8.6	9.0	9.6	C WDRG -AM
10	WHCN -FM	AOR	65 / 4.0	5.6	3.9	2.9	3.5	4.1	1180 / 12.3	13.8	11.3	F WHCN -FM
11	WFAN -AM	SPRTS	30 / 1.8	1.9	1.6	1.6	1.6	1.7	579 / 6.0	6.8	5.5	WFAN -AM
12	WAQY -FM	CL AOR	29 / 1.8	1.9	1.9	1.6	1.9	1.8	746 / 7.7	7.3	8.0	WAQY -FM
13	WCCC -FM	AOR	28 / 1.7	1.9	2.0	1.8	1.8	1.8	830 / 8.6	8.6	8.5	D WCCC -FM
14	WLAT -AM	SP	25 / 1.5	1.2	1.2	2.1	1.2	1.5	241 / 2.5	2.2	1.8	WLAT -AM
15	WPOP -AM	T	24 / 1.5	1.3	1.5	1.7	1.9	1.5	522 / 5.4	5.6	6.0	B WPOP -AM

12+ FM Share (Metro): 71.67 % (959 of 1338) (Winter 95: 69.88 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WKSS-FM >	1 WMRQ-FM <	1 WRCH-FM <	1 WRCH-FM <	1 WRCH-FM	1 WTIC-AM >	1 WTIC-AM >	1 WRCH-FM <	1 WRCH-FM	1 WTIC-AM	1 WTIC-AM >>
2 WMRQ-FM >	2 WZMX-FM <	2 WZMX-FM	2 WZMX-FM	2 WZMX-FM <	2 WRCH-FM	2 WRCH-FM <	2 WTIC-AM	2 WTIC-AM	2 WRCH-FM	2 WRCH-FM
3 WTIC-FM >>	3 WKSS-FM	3 WWYZ-FM <	3 WWYZ-FM <	3 WWYZ-FM <	3 WWYZ-FM >	3 WZMX-FM <	3 WWYZ-FM	3 WWYZ-FM	3 WKSS-FM	3 WWYZ-FM >
	4 WRCH-FM <	4 WKSS-FM <	4 WTIC-AM <	4 WTIC-AM	4 WDRG-FM <	4 WWYZ-FM >	4 WZMX-FM <	4 WKSS-FM	4 WMRQ-FM	
	5 WTIC-FM	5 WTIC-FM <	5 WDRG-FM <	5 WDRG-FM	5 WDRG-AM >	5 WKSS-FM <	5 WDRG-FM	5 WTIC-FM <	5 WTIC-FM <	
	6 WWYZ-FM	6 WMRQ-FM <	6 WHCN-FM <	6 WTIC-FM <		6 WTIC-FM	6 WTIC-FM	6 WMRQ-FM <	6 WWYZ-FM	
	7 WHCN-FM >	7 WTIC-AM <	7 WTIC-FM <	7 WHCN-FM <		7 WDRG-FM <	7 WKSS-FM	7 WDRG-FM <		
		8 WHCN-FM <	8 WKSS-FM	8 WKSS-FM		8 WDRG-AM		8 WZMX-FM		
		9 WDRG-FM >>								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WRCH-FM <	1 WKSS-FM <	1 WKSS-FM	1 WRCH-FM >	1 WRCH-FM >	1 WMRQ-FM >	1 WMRQ-FM <	1 WZMX-FM	1 WZMX-FM >	1 WZMX-FM
2 WKSS-FM	2 WRCH-FM	2 WRCH-FM <	2 WWYZ-FM <	2 WWYZ-FM	2 WZMX-FM	2 WZMX-FM >	2 WMRQ-FM >	2 WMRQ-FM <	2 WTIC-AM
3 WTIC-FM <	3 WTIC-FM	3 WTIC-FM <	3 WKSS-FM <	3 WTIC-FM <	3 WKSS-FM >	3 WKSS-FM	3 WHCN-FM	3 WHCN-FM	3 WHCN-FM <
4 WMRQ-FM <	4 WWYZ-FM <	4 WZMX-FM	4 WTIC-FM	4 WTIC-AM	4 WHCN-FM <	4 WHCN-FM	4 WTIC-FM	4 WTIC-AM	4 WDRG-FM <
5 WWYZ-FM >>	5 WMRQ-FM <	5 WWYZ-FM	5 WZMX-FM	WKSS-FM <	5 WWYZ-FM <	5 WTIC-FM	WKSS-FM <	5 WWYZ-FM <	5 WWYZ-FM
	6 WZMX-FM >	6 WMRQ-FM	6 WTIC-AM <	6 WDRG-FM <	6 WRCH-FM <	6 WCCC-FM <	6 WCCC-FM <	6 WDRG-FM <	6 WRCH-FM
		7 WHCN-FM	7 WDRG-FM	7 WZMX-FM >	7 WCCC-FM <	7 WRCH-FM	7 WFAN-AM	7 WRCH-FM <	7 WMRQ-FM
					8 WTIC-FM			8 WKSS-FM	
								9 WTIC-FM	

HARTFORD

Consolidation Report 12+ 25-54 Revenue

Amer. Radio Sys., pending			
WNEZ-AM			
WRCH-FM			
WTIC-AM			
WTIC-FM			
WZMX-FM			
Combined	34.8 %	33.6 %	50.3 %
Multimarket, pending			
WMRQ-FM			
WKSS-FM			
WHCN-FM			
WPOP-AM			
Combined	16.9 %	16.7 %	22.6 %
	51.7 %	50.3 %	72.9 %

Other Rated Stations

					Metro	Cume
					Share	Rating
WNEZ	-AM	N	910	New Britain	0.3	/ 2.3
WRYM	-AM	SP	840	New Britain	0.4	/ 1.2
WAAF	-FM	AOR-NR	107.3	Worcester, MA	0.3	/ 1.5
WCBS	-AM	N	880	New York	0.3	/ 2.2
WHYN	-FM	AC	93.1	Springfield, MA	0.5	/ 2.4
WKCI	-FM	CHR	101.3	New Haven	0.9	/ 5.7
WMAS	-FM	AC	94.7	Springfield, MA	0.5	/ 2.8
WMMW	-AM	ST	1470	Meriden	0.5	/ 1.0
WPKX	-FM	C	97.9	Enfield	0.5	/ 2.8
WPLR	-FM	AOR	99.1	New Haven	1.3	/ 5.6

RADIO STATIONS

WDRC	1360	5 KW (DA-N)	Standards	CNN, Westwd	\$ 30.00	(Mc-Guild)	Buckley	
WLAT	1230	1 KW	Hispanic		\$ 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	\$ 27.00	(D & R)	SFX	
WTIC	1080	50 KW (DA-N)	Full Service	CBS	\$135.00	(Group W)	Chase	
WCCC-F	106.9	23 KW @ 725	AOR	Westwd, ABC	\$ 44.00	(Torbet)		
WDRC-F	102.9	20 KW @ 810	Oldies		\$ 90.00	(Mc-Guild)	Buckley	
WHCN-F	105.9	16 KW @ 867	AOR	ABC	\$ 71.00	(Christal)	SFX	
WKSS-F	95.7	17 KW @ 879	CHR	AP	\$ 88.00	(MMR)	Precision	
WMRQ-F	104.1	18 KW @ 866	AOR-NR	CBS	\$ 57.00	(D&R)	SFX	
WRCH-F	100.5	8 KW @ 1250	Soft AC		\$125.00	(Eastman)	Amer. Radio Systems	
WTIC-F	96.5	20 KW @ 810	CHR		\$ 83.00	(Group W)	Chase	
WVYZ-F	92.5	17 KW @ 879	Country	Westwd	\$102.00	(Banner)		(Waterbury)
WZMX-F	93.7	17 KW @ 850	Oldies - 70's		\$ 97.00	(Katz)	Amer. Radio Systems	

NOTES: WKSS-F sold by Precision to Multimarket for \$18,000,000 (Blackburn) . . .

HONOLULU

Arbitron Rank: 58	Stations: 26 / 26	Last Year's Revenue: \$21,500,000
Pop (12+): 732,300	Diaries: 2077 / 353 :1/ 59.2 %	Household Income: \$59,973
MSA Rank: 65	Sample Target: 1,955	Retail Dollars: \$9.7 Bil
MSA Pop: 882,000 DMA # 70	% Below Line: 0	Pop per Station: 28,165
Average Person Ratings: 16.3	% Not Listed: 7	#1 Biller: KSSK-F Rev: \$3,400,000
Market TSL in Hours: 22.25		#1 Billing Portfolio: Patterson duop+ \$10,450,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KSSK -FM	AC	147 / 12.3	11.9	9.9	10.6	9.9	11.2	1980 / 27.0	25.7	26.2	E KSSK -FM
2	KIKI -FM	CHR	131 / 11.0	10.4	12.4	8.8	9.5	10.7	1836 / 25.1	22.1	22.0	D KIKI -FM
3	KSSK -AM	FS	90 / 7.5	7.9	9.1	7.9	8.5	8.1	1025 / 14.0	16.3	16.0	E KSSK -AM
	KCCN -FM	E	90 / 7.5	4.6	5.9	6.0	5.4	8.4	1298 / 17.7	17.8	20.9	D KCCN -FM
5	KQMQ -AF	CHR	84 / 7.0	6.8	7.4	6.5	5.7	6.9	1805 / 24.6	22.6	20.5	C KQMQ -AF
6	KRTR -FM	AC	79 / 6.6	5.2	6.3	6.3	7.9	6.1	1338 / 18.3	14.9	19.2	C KRTR -FM
7	KINE -FM	E	75 / 6.3	4.6	5.9	6.0	5.4	5.7	903 / 12.3	13.2	14.5	B KINE -FM
8	KUMU -FM	EZ	73 / 6.1	5.3	3.9	5.3	6.8	5.2	929 / 12.7	11.4	16.7	C KUMU -FM
9	KKLV -FM	CL AOR	59 / 4.9	5.3	6.3	5.5	4.0	5.5	901 / 12.3	12.7	12.1	B KKLK -FM
10	KHVH -AM	N/T	44 / 3.7	3.1	3.3	3.9	4.0	3.5	531 / 7.2	6.8	8.3	B KHVH -AM
11	KPOI -FM	AOR-NR	41 / 3.4	3.4	3.0	3.7	4.9	3.4	703 / 9.6	10.1	10.3	B KPOI -FM
12	KDEO -FM	AOR	29 / 2.4	2.9	2.6	3.3	2.8	2.8	490 / 6.7	8.2	8.8	B KDEO -FM
13	KUMU -AM	ST	28 / 2.3	2.4	2.8	1.9	1.3	2.4	381 / 5.2	4.7	2.9	A KUMU -AM
14	KUCD -FM	J	27 / 2.3	2.8	3.1	3.2	1.3	2.9	431 / 5.9	6.8	3.1	A KUCD -FM
	KCCN -AM	E	27 / 2.3	2.7	1.5	2.4	2.1	2.2	504 / 6.9	8.7	7.0	A KCCN -AM

12+ FM Share (Metro): 76.4 % (848 of 1110) (Winter 95: 74.27 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KIKI-FM >	1 KIKI-FM >	1 KSSK-FM	1 KSSK-FM >	1 KSSK-FM >>	1 KSSK-FM	1 KSSK-FM	1 KSSK-FM >	1 KSSK-FM <	1 KIKI-FM >	1 KSSK-FM <
2 KQMQ-AF <	2 KSSK-FM	2 KIKI-FM	2 KIKI-FM	2 KIKI-FM	2 KSSK-AM	2 KSSK-AM <	2 KIKI-FM	2 KIKI-FM	2 KCCN-FM <	2 KIKI-FM
3 KQMQ-FM >>	3 KCCN-FM <	3 KCCN-FM	3 KKLK-FM <	3 KRTR-FM	3 KUMU-FM <	3 KIKI-FM >	3 KRTR-FM	3 KCCN-FM	3 KQMQ-AF	3 KSSK-AM
	4 KQMQ-AF <	4 KQMQ-AF	4 KRTR-FM <	4 KKLK-FM <	4 KINE-FM	4 KQMQ-AF	KSSK-AM <	4 KRTR-FM	4 KRTR-FM <	4 KCCN-FM <
	5 KQMQ-FM	KRTR-FM	5 KCCN-FM <	5 KSSK-AM	5 KRTR-FM	5 KRTR-FM <	5 KCCN-FM	5 KQMQ-AF <	5 KUMU-FM	5 KRTR-FM <
	6 KRTR-FM	6 KKLK-FM	6 KQMQ-AF <	KCCN-FM <	6 KCCN-FM <	6 KCCN-FM <	KINE-FM <	6 KINE-FM	6 KSSK-FM	6 KUMU-FM
		7 KINE-FM	7 KINE-FM <	7 KINE-FM	7 KHVH-AM	7 KKLK-FM	7 KUMU-FM	KSSK-AM <	7 KHVH-AM	
		8 KSSK-AM	8 KSSK-AM	KQMQ-AF			8 KQMQ-AF <	8 KUMU-FM		
							9 KKLK-FM	9 KKLK-FM >		

Wom 18-24	Wom 18-34	Wom 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-FM >>	1 KIKI-FM	1 KSSK-FM	1 KSSK-FM	1 KSSK-FM >	1 KIKI-FM	1 KIKI-FM	1 KIKI-FM <	1 KSSK-FM <	1 KSSK-FM
2 KQMQ-AF <	2 KSSK-FM	2 KIKI-FM	2 KIKI-FM >	2 KSSK-AM	2 KCCN-FM >	2 KCCN-FM	2 KSSK-FM <	2 KCCN-FM <	2 KKLK-FM
3 KCCN-FM	3 KQMQ-AF >	3 KQMQ-AF >	3 KQMQ-AF <	3 KIKI-FM <	3 KQMQ-AF	3 KSSK-FM	3 KKLK-FM	3 KIKI-FM	3 KCCN-FM
4 KRTR-FM >	4 KRTR-FM <	4 KRTR-FM	4 KRTR-FM <	4 KRTR-FM <	4 KPOI-FM <	4 KKLK-FM	4 KCCN-FM >	4 KKLK-FM >	4 KINE-FM <
5 KSSK-FM	5 KCCN-FM	5 KSSK-AM	5 KSSK-AM >	5 KQMQ-AF	5 KRTR-FM >	5 KQMQ-AF	5 KRTR-FM <	5 KRTR-FM	5 KIKI-FM
6 KPOI-FM >	6 KPOI-FM	6 KPOI-FM <	6 KCCN-FM <	6 KUMU-FM	6 KSSK-FM	6 KRTR-FM <	6 KDEO-FM <	KINE-FM <	6 KRTR-FM
		7 KKLK-FM <	7 KUMU-FM	7 KINE-FM	7 KDEO-FM >	7 KPOI-FM	7 KQMQ-AF <	7 KQMQ-AF	7 KQMQ-AF
		8 KCCN-FM >	8 KINE-FM >			8 KDEO-FM	8 KINE-FM <	8 KPOI-FM >	
						9 KINE-FM >	9 KPOI-FM >		

HONOLULU

Consolidation Report 12+ 25-54 Revenue

Henry/Patterson, pending
 KUCD-FM
 KKLV-FM
 KIKI-FM
 KHVH-AM
 KSSK-FM
 KSSK-AM
 Combined 41.8% 45.4% 48.6%

Local
 KINE-FM
 KCCN-FM
 KCCN-AM
 Combined 16.1% 15.5% 16.3%
 57.8% 60.9% 64.9%

Other Rated Stations

Call Letters	Frequency	Service	Power	City	Metro Share	Cume Rating
KAIM	-FM	REL	95.5	Honolulu	1.2	/ 3.4
KAIM	-AM	REL	870	Honolulu	0.5	/ 1.6
KGMZ	-FF	AOR	107.9	Honolulu	0.4	/ 2.2
KGU	-AM	T	760	Honolulu	1.3	/ 5.1
KHNR	-AM	N	650	Honolulu	1.1	/ 5.6
KISA	-AM	E	1540	Honolulu	0.3	/ 1.2
KLHT	-AM	REL	1040	Honolulu	0.7	/ 1.8
KNDI	-AM	E	1270	Honolulu	1.0	/ 2.0
KZOO	-AM	E	1210	Honolulu	0.8	/ 1.8

RADIO STATIONS

Call	Freq	Power	Service	Notes	Advertiser	Agency	Station
KCCN	1420	5 KW	Ethnic (Trad. Hawaiian)	NA	(Banner)		
KGU	760	10 KW	News/Talk	Talknt, CBS	(\$<20.00)		
KJPN	940	10 KW	Ethnic (Japanese)	MBS	\$ 17.00	(K & P)	(Waipahu)
KHNR	650	10 KW	News/Talk	CNN	(\$<20.00)	(--)	CD
KHVH	630	10 KW	News/Talk	ABC	\$ 25.00	(Christal)	Henry
KSSK	590	7.5 KW	Full Service		\$ 60.00	(Eastman)	Patterson
KUMU	1500	10 KW	Standards	NA		(Banner)	
KZOO	1210	1 KW	Ethnic (Japanese)		\$ 16.00	(--)	
KAIM-F	95.5	100 KW @ -24	Religion	USA	\$ 16.00	(--)	Billy Graham
KCCN-F	100.3	100 KW @ 1965	Ethnic (Contemp. Hawaiian)		\$ 57.00	(Banner)	
KDEO-F	102.7	61 KW @ 1893	AOR		\$ 24.00	(K & P)	(Waipahu)
KGMZ-F	107.9	100 KW @ 1965	AOR (simulcasts KAOI-F)		\$ 18.00	(--)	(Aiea)
KIKI-F	93.9	100 KW @ -144	CHR		\$ 44.00	(Christal)	Henry
KINE-F	105.1	100 KW @ 1965	Ethnic(Contemp. Hawaiian)		\$ 30.00	(Banner)	KCCN owners
KKLV-F	98.5	51 KW @ 59	Classic AOR	ABC, Westwd	\$ 30.00	(--)	Henry
KPOI-F	97.5	83 KW @ 46	New Rock		\$ 28.00	(Katz)	
KQMQ-F	93.1	54 KW @ -119	CHR		\$ 41.00	(Katz)	
KRTR-F	96.3	75 KW @ 2140	AC		\$ 37.00	(Katz)	(Kailua)
KSSK-F	92.3	100 KW @ 1950	AC		\$ 71.00	(Eastman)	Patterson
KUCD-F	101.9	100 KW @ 1965	Jazz		\$ 25.00	(--)	Patterson
KUMU-F	94.7	100 KW @ 78	EZ/Soft AC		(\$<20.00)	(Banner)	(Pearl City)

NOTES: KISA sold for \$200,000. . . KORL-F (CP: 99.5) sold to KDEO-F owner for \$132,000. . .

HOUSTON-GALVESTON

Arbitron Rank:	9	Stations:	30 / 30	Last Year's Revenue:	\$180,500,000
Pop (12+):	3,348,800	Diaries:	4255 / 787 :1/ 47.5 %	Household Income:	\$48,280
MSA Rank:	8	Sample Target:	4,030	Retail Dollars:	\$38.5 Bil
MSA Pop:	4,170,000 DMA # 11	% Below Line:	0	Pop per Station:	111,627
Average Person Ratings:	16.6	% Not Listed:	14.5	#1 Biller: KILT-AF	Rev: \$17,000,000
Market TSL in Hours:	21.75			#1 Billing Portfolio:	
				Westinghouse/CBS duop+ \$33,800,000	

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1	KODA -FM	SAC	415 / 7.5	6.0	6.8	6.0	6.6	5439 / 16.2	15.7	15.9	J KODA -FM
2	KBXX -FM	B/U	399 / 7.2	6.7	7.1	6.4	6.2	5519 / 16.5	15.7	14.6	H KBXX -FM
3	KILT -FM	C	312 / 5.6	6.2	5.8	5.1	5.8	4903 / 14.6	15.1	16.0	J KILT -FM
4	KKBQ -FM	C	298 / 5.4	5.2	4.4	5.2	5.2	4603 / 13.7	12.7	14.8	J KKBQ -FM
5	KMJQ -FM	B/AC	289 / 5.2	5.7	5.1	4.7	4.8	3817 / 11.4	12.3	12.8	H KMJQ -FM
6	KQUE -FM	ST	279 / 5.0	5.6	4.9	6.0	4.6	2747 / 8.2	8.8	8.8	F KQUE -FM
7	KTRH -AM	N	272 / 4.9	4.3	4.4	5.0	4.7	5492 / 16.4	15.2	15.3	I KTRH -AM
8	KHMX -FM	AC/CHR	253 / 4.6	4.5	4.9	4.4	4.4	4818 / 14.4	14.1	13.9	I KHMX -FM
9	KRBE -FM	CHR	232 / 4.2	4.6	4.3	4.4	4.6	5151 / 15.4	17.1	16.5	H KRBE -FM
10	KLDE -FM	O	224 / 4.0	4.1	4.1	4.7	3.8	4071 / 12.2	13.3	12.1	I KLDE -FM
11	KKRW -FM	CL AOR	194 / 3.5	2.4	3.4	3.7	2.8	3753 / 11.2	99.0	10.7	H KKRW -FM
12	KLOL -FM	AOR	190 / 3.4	3.5	3.2	4.6	4.4	3499 / 10.4	11.6	13.0	I KLOL -FM
13	KIKK -FM	C	185 / 3.3	3.1	3.4	3.5	4.8	4189 / 12.5	12.6	15.6	H KIKK -FM
14	KTBZ -FM	AOR-NR	158 / 2.8	3.1	2.7	2.7	3.2	3184 / 9.5	10.3	10.8	F KTBZ -FM
15	KPRC -AM	T	153 / 2.8	3.0	3.9	3.6	3.7	2188 / 6.5	7.6	8.7	G KPRC -AM
16	KLTN -FM	SP	150 / 2.7	3.4	3.2	2.9	1.9	2092 / 6.2	6.1	4.5	E KLTN -FM
17	KQKQ -FM	SP	138 / 2.5	2.3	2.2	1.8	1.8	2451 / 7.3	6.0	4.9	F KQKQ -FM
18	KHYS -FM	J	98 / 1.8	2.1	2.3	2.4	2.9	1644 / 4.9	6.1	8.2	F KHYS -FM
19	KLAT -AM	SP	95 / 1.7	1.3	1.4	2.0	1.5	1184 / 3.5	3.7	3.3	D KLAT -AM
20	KXTJ -FM	SP	66 / 1.2	1.6	1.5	1.4	1.4	1610 / 4.8	5.1	3.9	D KXTJ -FM

12+ FM Share (Metro): 83.52 % (3963 of 4745) (Winter 95: 81.35 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KBOX-FM >>	1 KHMX-FM	1 KODA-FM	1 KODA-FM	1 KODA-FM	1 KODA-FM <	1 KILT-FM <	1 KODA-FM >	1 KODA-FM <	1 KBOX-FM >	1 KTRH-AM
2 KRBE-FM	2 KHMX-FM <	2 KHMX-FM	2 KHMX-FM <	2 KILT-FM <	2 KQUE-FM	2 KTRH-AM <	2 KQUE-FM <	2 KBOX-FM	2 KMJQ-FM >	2 KMJQ-FM
3 KTBZ-FM	3 KRBE-FM <	3 KMJQ-FM	3 KMJQ-FM <	3 KMJQ-FM <	3 KTRH-AM	3 KODA-FM	3 KKBQ-FM	3 KILT-FM <	3 KTRH-AM	3 KBOX-FM <
4 KKBQ-FM >	4 KODA-FM <	4 KKBQ-FM <	4 KILT-FM <	4 KHMX-FM <	4 KILT-FM <	4 KKBQ-FM <	4 KHMX-FM <	4 KKBQ-FM	4 KRBE-FM <	4 KILT-FM
5 KLOL-FM <	5 KBOX-FM <	5 KKBQ-FM	5 KKBQ-FM	5 KKBQ-FM <	5 KLDE-FM	5 KBOX-FM <	5 KPRC-AM	5 KMJQ-FM <	5 KODA-FM	5 KKBQ-FM
6 KKBQ-FM <	6 KILT-FM	6 KKRW-FM <	6 KLDE-FM <	6 KMJQ-FM <	6 KLOL-FM <	6 KILT-FM <	6 KQUE-FM <	6 KILT-FM <	6 KODA-FM	6 KODA-FM
7 KMJQ-FM	KILT-FM	7 KLDE-FM	7 KKRW-FM	7 KKRW-FM	7 KKBQ-FM	7 KHMX-FM	7 KBOX-FM	7 KHMX-FM <	7 KHMX-FM <	
						KMJQ-FM <	8 KRBE-FM <			
						9 KQUE-FM				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KBOX-FM >	1 KHMX-FM <	1 KHMX-FM	1 KODA-FM >	1 KODA-FM >	1 KBOX-FM >	1 KLOL-FM <	1 KLOL-FM >	1 KLOL-FM	1 KKRW-FM <
2 KODA-FM	2 KODA-FM	2 KILT-FM <	2 KHMX-FM	2 KILT-FM	2 KRBE-FM	2 KBOX-FM	2 KHMX-FM <	2 KKRW-FM <	2 KLOL-FM <
3 KKBQ-FM	3 KBOX-FM	3 KODA-FM	3 KILT-FM <	3 KHMX-FM	3 KLOL-FM	3 KRBE-FM	3 KKRW-FM	3 KBOX-FM <	3 KODA-FM
4 KHMX-FM <	4 KILT-FM	4 KMJQ-FM	4 KKBQ-FM <	4 KMJQ-FM	4 KTBZ-FM <	4 KHMX-FM	4 KRBE-FM <	4 KMJQ-FM <	4 KLDE-FM
5 KRBE-FM	5 KMJQ-FM <	5 KRBE-FM	5 KMJQ-FM	5 KKBQ-FM	5 KMJQ-FM <	5 KKBQ-FM	5 KODA-FM <	5 KKBQ-FM <	5 KMJQ-FM <
6 KMJQ-FM	6 KRBE-FM <	6 KKBQ-FM <	6 KBOX-FM	6 KLDE-FM	6 KKBQ-FM	6 KTBZ-FM <	6 KLTN-FM <	6 KODA-FM <	6 KKBQ-FM <
7 KILT-FM	7 KKBQ-FM >	7 KBOX-FM <	7 KKRW-FM	7 KKRW-FM	7 KILT-FM <	7 KLTN-FM <	7 KKBQ-FM <	7 KKRW-FM <	7 KTRH-AM <
8 KLTN-FM		8 KKRW-FM							

HOUSTON-GALVESTON

Consolidation Report	12+	25-54	Revenue
Clear Channel			
KSEV-AM			
KBXX-FM			
KMJQ-FM			
KPRC-AM			
Combined	16.1%	13.4%	14.2%
El Dorado			
KEYH-AM			
KQQK-FM			
KXTJ-FM			
Combined	4.1%	3.3%	3.8%
SFX			
KODA-FM			
KKRW-FM			
KQUE-FM			
KNUZ-AM			
Combined	20.5%	15.6%	16.2%
Tichenor			
KLAT-AM			
KMPQ-AM			
KLTN-FM			
Combined	7.0%	4.9%	3.4%
Westinghouse/CBS			
KILT-FM			
KIKK-AM			
KILT-AM			
KIKK-FM			
Combined	10.0%	10.8%	14.4%
	57.7%	48.0%	52.0%

Other Rated Stations

Station	Class	Power	City	Metro Share	Cume Rating
KCOH	-AM B	1430	Houston	0.7	1.7
KEYH	-AM SP	850	Houston	0.5	1.3
KIKK	-AM C	650	Pasadena	0.3	0.7
KILT	-AM SPRTS	610	Houston	0.7	2.6
KOND	-FM SP	97.1	Cleveland	0.8	1.5
KRTS	-FM CL	92.1	Seabrook	0.9	2.7
KSEV	-AM T	700	Tomball	0.9	3.3
KWWJ	-AM REL	1380	Baytown	0.5	1.6
KXYZ	-AM SP	1320	Houston	0.6	2.1
KYOK	-AM G	1590	Houston	0.5	1.5

RADIO STATIONS

Station	Power	Class	Genre	Notes	Value	Company	City
KCOH	1430	5 KW/30 W (DA-2)	Black	Westwd, AURN	\$ 40.00	(Roslin)	
KEYH	850	10 KW (DAYS)	Hispanic		\$ 50.00	(Lotus)	El Dorado
KIKK	650	250 W (DAYS)	Country Oldies		NA	(Group W)	CBS/Westinghouse
KILT	610	5 KW (DA-2)	Sports	Westwd	NA	(Group W)	CBS/Westinghouse
KLAT	1010	5 KW (DA-2)	Hispanic		\$ 71.00	(Katz)	Tichenor
KLVL	1480	1 KW/500 W (DA-N)	Hispanic		\$ 35.00	(Lotus)	
KPRC	950	5 KW (DA-N)	Talk	CNN, ABC	\$110.00	(—)	Clear Channel
KSEV	700	15 KW/1 KW (DA-2)	Talk	Westwd, ABC	\$ 40.00	(Katz)	Clear Channel (Tomball)
KTRH	740	50 KW (DA-2)	News	CBS, Westwd	\$240.00	(CBS)	Evergreer
KXYZ	1320	5 KW (DA-N)	Hispanic		\$ 53.00	(Caballero)	Infinity
KBXX-F	97.9	100 KW @ 1920	CHR/Urban		\$164.00	(Banner)	Clear Channel
KHMX-F	96.5	100 KW @ 1920	AC/CHR		\$200.00	(D&R)	Nationwide
KHYS-F	98.5	100 KW @ 1952	Jazz	Westwd, CBS	\$105.00	(Mc-Guild)	(Beaumont)
KIKK-F	95.7	100 KW @ 1920	Country		\$168.00	(Group W)	Westinghouse/CBS
KILT-F	100.3	100 KW @ 1920	Country	Westwd	\$330.00	(Group W)	Westinghouse/CBS
KKBQ-F	92.9	100 KW @ 1920	Country		\$305.00	(Mc-Guild)	Gannett
KKHT-F	108.9	100 KW @ 1129	Religion	ABC	\$ 51.00	(Salem)	Salem (Conroe)
KLDE-F	94.5	100 KW @ 1920	Oldies	Westwd	\$195.00	(D & R)	Entercom
KLOL-F	101.1	100 KW @ 1920	AOR	Source	\$212.00	(Christal)	Evergreen
KLTN-F	93.3	100 KW @ 1952	Hispanic		\$ 75.00	(Katz Hisp.)	Tichenor (Port Arthur)
KMJQ-F	102.1	100 KW @ 1720	Black		\$175.00	(Mc-Guild)	Clear Channel
KODA-F	99.1	100 KW @ 1920	Soft AC		\$340.00	(MMR)	SFX
KQQK-F	106.5	100 KW @ 1322	Hispanic		\$ 70.00	(Caballero)	El Dorado (Galveston)
KQUE-F	102.9	100 KW @ 984	Standards	ABC	\$100.00	(Banner)	SFX
KRBE-F	104.1	100 KW @ 1920	CHR		\$175.00	(Eastman)	Susquehanna
KRRW-F	93.7	100 KW @ 1720	Rock Oldies	CBS	\$154.00	(CBS)	Westinghouse/CBS
KRTS-F	92.1	33 KW @ 604	Classical		\$ 60.00	(K & P)	(Seabrook)
KTZ-F	107.5	98 KW @ 1973	AOR-NR		\$125.00	(Katz)	Secret
KXTJ-F	107.9	100 KW @ 1807	Hispanic		\$ 65.00	(—)	(Beaumont)

NOTES: KRTX-F (Galveston) sold to Tichenor for \$900,000. . . KTZ-F deal redone with Chancellor trading station to Secret for KALC-F, KIMN-F in Denver less \$8,400,000. . . KKRW-F traded by CBS/Westinghouse to SFX for KRLD in Dallas. . .

HUNTSVILLE

Arbitron Rank:	113	Stations:	25 / 18	Last Year's Revenue:	\$12,300,000
Pop (12+):	355,600	Diaries: 1028 / 346 :	1/ 61.7 %	Household Income:	\$48,355
MSA Rank:	148	Sample Target:	920	Retail Dollars:	\$3.9 Bil
MSA Pop:	404,000	DMA #	86 (w/Decatur)	Pop per Station:	19,756
Average Person Ratings:	15.5	% Below Line:	7	#1 Billing: WDRM-F	Rev: \$5,300,000
Market TSL In Hours:	20.75	% Not Listed:	12.7	#1 Billing Portfolio:	
					WDRM-F \$5,300,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1 WDRM -AF	C	137 / 24.9	21.1	23.2	24.8	24.6	23.6	1470 / 41.3	38.7	42.6	G WDRM -AF
2 WAHR -FM	AC	58 / 10.5	10.9	8.2	10.4	9.5	10.0	700 / 19.7	21.7	17.8	C WAHR -FM
3 WZYP -FM	CHR	55 / 10.0	9.4	10.0	9.9	8.0	9.8	878 / 24.7	27.6	23.0	D WZYP -FM
4 WTAK -FM	AOR	41 / 7.4	5.2	6.6	7.3	7.6	6.6	602 / 16.9	13.6	16.2	C WTAK -FM
5 WRSA -FM	SAC	37 / 6.7	9.2	5.9	6.3	9.4	7.0	468 / 13.1	15.8	15.4	C WRSA -FM
6 WVNN -AM	T	23 / 4.2	3.9	2.9	3.3	2.8	3.6	316 / 8.9	9.3	7.5	B WVNN -AM
7 WWXQ -FF	AC/CHR	16 / 2.9	3.7	1.9	2.1	0.7	2.7	307 / 8.6	8.2	3.1	A WWXQ -FF
8 WKDF -FM	AOR	14 / 2.5	2.4	2.1	2.3	3.5	2.3	286 / 8.1	6.8	9.0	WKDF -FM
WLOR -AM	G	14 / 2.5	1.3	2.7	1.2	0.7	1.9	119 / 3.4	1.9	1.7	WLOR -AM
WEUP -AM	B	14 / 2.5	2.6	2.9	3.5	3.4	2.9	211 / 5.9	6.1	7.1	B WEUP -AM

12+ FM Share (Metro): 86.49 % (416 of 481) (Winter 95: 88.42 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WZYP-FM >	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 WDRM-AF >>	2 WZYP-FM	2 WAHR-FM	2 WAHR-FM >	2 WAHR-FM >	2 WAHR-FM	2 WZYP-FM <	2 WAHR-FM >	2 WZYP-FM <	2 WZYP-FM	2 WEUP-AM >>
3 WEUP-FM <	3 WTAK-FM	3 WZYP-FM <	3 WTAK-FM <	3 WTAK-FM <	3 WRSA-FM >	3 WAHR-FM >	3 WZYP-FM	3 WAHR-FM	3 WTAK-FM >	
4 WKDF-FM	4 WAHR-FM >	4 WTAK-FM >>	4 WZYP-FM >>	4 WZYP-FM >>	4 WVNN-AM <	4 WTAK-FM	4 WVNN-AM <	4 WTAK-FM	4 WRSA-FM	
	5 WWXQ-FF				5 WTAK-FM	5 WRSA-FM	5 WRSA-FM >>	5 WRSA-FM >>	5 WAHR-FM	
							6 WTAK-FM >>			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZYP-FM >>	1 WDRM-AF <	1 WDRM-AF >	1 WDRM-AF >	1 WDRM-AF >	1 WTAK-FM <	1 WTAK-FM <	1 WTAK-FM <	1 WDRM-AF	1 WDRM-AF
2 WDRM-AF >	2 WZYP-FM >	2 WAHR-FM	2 WAHR-FM <	2 WAHR-FM >	2 WDRM-AF >>	2 WDRM-AF >	2 WDRM-AF	2 WTAK-FM >	2 WAHR-FM
3 WWXQ-FF <	3 WAHR-FM >	3 WZYP-FM >	3 WZYP-FM >>	3 WZYP-FM >	3 WZYP-FM >>	3 WZYP-FM >	3 WZYP-FM <	3 WAHR-FM	3 WTAK-FM >
4 WKDF-FM	4 WWXQ-FF >	4 WWXQ-FF	4 WWXQ-FF	4 WRSA-FM	4 WAHR-FM >	4 WAHR-FM >	4 WAHR-FM >	4 WZYP-FM >>	4 WZYP-FM >
5 WWXQ-F <	5 WEUP-AM	5 WEUP-AM		WLOR-AM <			5 WVNN-AM		5 WVNN-AM >
6 WAHR-FM <				6 WWXQ-FF			6 WKDF-FM		
7 WPZM-FM									

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating
Athens				WBXR -AM REL 1140 Hazel Green	0.5 / 1.0	
WVNN-AM				WDJL -AM ST 1000 Huntsville	0.4 / 1.1	
WUMP-AM				WEUP -FM B 92.1 Minor Hill	1.8 / 5.0	
WPZM-FM				WNDA -FM REL 95.1 Huntsville	1.6 / 4.8	
WZYP-FM				WPZM -FM C 93.3 Tullahoma, TN	1.8 / 7.6	
Combined	16.0 %	12.9 %	21.0 %	WQLT -FM AC 107.3 Florence	1.8 / 7.6	
	16.0 %	12.9 %	21.0 %	WTKI -AM T 1450 Huntsville	0.5 / 1.9	
				WENN -FM B 107.7 Birmingham	2.0 / 6.8	
				WQEN -FM CHR 103.7 Gadsden	0.5 / 2.3	
				WQSB -FM C 105.1 Albertville	0.4 / 1.7	
				WSM -AM C/F/S 650 Nashville, TN	0.5 / 1.2	
				WXFL -FM C 98.1 Florence	0.5 / 1.6	
				WXKI -FM C 103.1 Moulton	0.4 / 1.0	

HUNTSVILLE

RADIO STATIONS

WBHP	1230	1 KW	SEE WDRM-F					
WDJL	1000	10 KW (DAYS)	Standards	Westwd	NA	(Regional)		
WEUP	1600	5 KW/500 W (DA-N)	Black	AURN	\$<20.00	(-)		
WLOR	1550	50 KW/500 W (DA-2)	Gospel		\$ 12.00	(-)		
WWNN	770	10 KW/250 W (DA-N)	Talk	ABC, BRN	\$<20.00	(Christal)	Athens	(Athens)
WAHR-F	99.1	100 KW @ 984	AC	Westwd	\$ 37.00	(Torbet)		
WDRM-F	102.1	100 KW @ 981	Country		\$ 82.00	(Katz)		(Decatur)
WNDA-F	95.1	50 KW @ 112	Religion		\$ 12.00	(-)		
WPZM-F	93.3	100 KW @ 984	Country	ABC	\$<20.00	(Christal)	Athens	(Tullahoma, TN)
WQLT-F	107.3	100 KW @ 1000	AC/Oldies	ABC	\$ 18.00	(K & P)		(Florence)
WRSA-F	96.9	100 KW @ 830	Soft AC/EZ	CBS	\$ 27.00	(-)		(Decatur)
WTAK-F	106.1	6 KW @ 328	AOR		\$ 26.00	(Eastman)		(Hartselle)
WWXQ-F	92.5	3 KW @ 423	AC/CHR	ABC	\$<20.00	(Eastman)		(Trinity)
WXQW-F	94.1	0.4 KW @ 1155	SEE WWXQ-F					(Meridianville)
WZYP-F	104.3	100 KW @ 1115	CHR	ABC	\$ 47.00	(Christal)	Athens	(Athens)

WENN-F - See Birmingham

WKDF-F - See Nashville

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

• 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 is 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

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

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

INDIANAPOLIS

Arbitron Rank:	36	Stations:	26 / 25	Last Year's Revenue:	\$62,000,000
Pop (12+):	1,108,500	Diaries: 3021 / 367 :	1/ 57.1 %	Household Income:	\$50,111
MSA Rank:	35	Sample Target:	2,810	Retail Dollars:	\$15.0 Bil
MSA Pop: 1,480,000 DMA # 25		% Below Line:	0.5	Pop per Station:	44,340
Average Person Ratings:	15.3	% Not Listed:	7.2	#1 Biller: WFBQ-F	Rev: \$14,000,000
Market TSL In Hours:	20.25			#1 Billing Portfolio:	
				Emmis duop	\$18,500,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WFMS -FM	C	228 / 13.4	10.8	13.0	14.1	11.6	12.8	2648 / 23.9	23.9	22.6	I WFMS -FM
2	WFBQ -FM	AOR/T	185 / 10.9	14.0	13.5	12.9	12.0	12.8	2897 / 26.1	30.3	25.6	I WFBQ -FM
3	WIBC -AM	FS/T	165 / 9.7	8.5	6.9	7.5	8.5	8.2	2541 / 22.9	21.3	18.9	H WIBC -AM
4	WTPI -FM	SAC	113 / 6.6	5.8	5.6	5.4	7.1	5.9	1412 / 12.7	12.3	13.6	F WTPI -FM
5	WENS -FM	AC	98 / 5.8	6.5	5.9	6.3	5.3	6.1	1772 / 16.0	17.2	14.7	G WENS -FM
6	WGRL -FM	C	97 / 5.7	6.1	5.4	5.0	5.1	5.6	1404 / 12.7	14.0	10.9	D WGRL -FM
7	WRZX -FM	AOR-NR	90 / 5.3	4.1	4.9	5.2	4.1	4.9	1627 / 14.7	12.4	12.4	E WRZX -FM
8	WNAP -FM	O-70s	83 / 4.9	4.0	3.8	5.5	5.3	4.6	1557 / 14.0	15.0	16.0	G WNAP -FM
9	WHHH -FM	U/CHR	79 / 4.6	4.3	4.8	4.3	4.4	4.5	1493 / 13.5	12.3	12.5	C WHHH -FM
10	WZPL -FM	CHR	72 / 4.2	4.5	5.1	4.1	4.3	4.5	1843 / 16.6	17.3	16.2	D WZPL -FM
11	WTLC -FM	B	70 / 4.1	5.2	6.3	5.3	5.3	5.2	1125 / 10.2	11.8	11.1	E WTLC -FM
12	WMYS -AM	ST	59 / 3.5	4.0	3.0	3.0	3.3	3.4	750 / 6.8	5.5	6.3	A WMYS -AM
13	WTTS -FM	AOR	38 / 2.2	1.9	1.7	2.2	2.1	0.0	753 / 6.8	6.2	5.8	WTTS -FM
14	WGGR -FM	B/AC	33 / 1.9	0.9	1.1	1.5	1.7	1.4	453 / 4.1	3.3	4.6	A WGGR -FM
15	WNDE -AM	SPRTS	30 / 1.8	1.9	1.1	1.7	1.7	1.6	713 / 6.4	6.8	7.9	A WNDE -AM
16	WXIR -FM	REL	23 / 1.4	1.2	1.0	0.8	0.9	1.1	426 / 3.8	3.9	2.9	WXIR -FM
17	WTLC -AM	B/G	22 / 1.3	2.4	2.0	1.3	1.2	1.8	325 / 2.9	3.3	3.0	WTLC -AM
18	WGLD -FM	B/O	19 / 1.1	1.4	1.2	1.4	1.3	1.3	278 / 2.5	3.0	3.9	A WGLD -FM

12+ FM Share (Metro): 82.07 % (1295 of 1578) (Winter 95: 82.1 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WHHH-FM <	1 WFBQ-FM >	1 WFBQ-FM	1 WFBQ-FM <	1 WFMS-FM <	1 WFMS-FM <	1 WFBQ-FM >	1 WFMS-FM	1 WFMS-FM >	1 WRZX-FM	1 WIBC-AM <
2 WRZX-FM	2 WFMS-FM	2 WFMS-FM >	2 WFMS-FM >>	2 WFBQ-FM >	2 WIBC-AM >	2 WFMS-FM	2 WIBC-AM	2 WFBQ-FM <	2 WFMS-FM <	2 WFMS-FM >>
3 WZPL-FM >	3 WRZX-FM	3 WENS-FM <	3 WTPI-FM <	3 WTPI-FM <	3 WTPI-FM <	3 WIBC-AM >	3 WFBQ-FM	3 WIBC-AM	3 WHHH-FM	
4 WTLC-FM >	4 WGRL-FM	4 WNAP-FM <	4 WENS-FM	4 WENS-FM <	4 WFBQ-FM >	4 WTPI-FM	4 WTPI-FM	4 WTPI-FM	4 WTLC-FM <	
	5 WNAP-FM <	5 WTPI-FM	WNAP-FM	5 WIBC-AM	5 WMYS-AM <	5 WENS-FM <	5 WENS-FM <	5 WGRL-FM <	5 WIBC-AM <	
	6 WZPL-FM <	WGRL-FM	6 WIBC-AM <	6 WNAP-FM <	6 WENS-FM	6 WNAP-FM <	6 WENS-FM	6 WENS-FM	6 WGRL-FM <	
	7 WENS-FM <	7 WRZX-FM <	7 WGRL-FM >	7 WGRL-FM >		7 WGRL-FM	WRZX-FM <	7 WZPL-FM		
	8 WHHH-FM	8 WIBC-AM					8 WZPL-FM <	8 WENS-FM <		
							9 WHHH-FM <	9 WFBQ-FM <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WFBQ-FM	1 WFMS-FM <	1 WFMS-FM	1 WFMS-FM >	1 WFMS-FM >	1 WRZX-FM <	1 WFBQ-FM >	1 WFBQ-FM >>	1 WFBQ-FM >>	1 WFBQ-FM >
2 WZPL-FM <	2 WFBQ-FM	2 WFBQ-FM <	2 WENS-FM <	2 WTPI-FM <	2 WFBQ-FM >>	2 WRZX-FM >	2 WFMS-FM	2 WFMS-FM	2 WFMS-FM >
3 WHHH-FM	3 WGRL-FM	3 WGRL-FM	3 WFBQ-FM	3 WENS-FM	3 WHHH-FM	3 WFMS-FM <	3 WNAP-FM <	3 WNAP-FM	3 WIBC-AM <
	4 WENS-FM <	4 WENS-FM	4 WTPI-FM	4 WFBQ-FM	4 WNAP-FM >	4 WNAP-FM	4 WRZX-FM	4 WRZX-FM	4 WNAP-FM >
5 WFMS-FM <	5 WZPL-FM	5 WZPL-FM <	5 WGRL-FM	5 WGRL-FM	5 WZPL-FM <	5 WGRL-FM	5 WGRL-FM >	5 WIBC-AM	5 WGRL-FM <
6 WGRL-FM <	6 WHHH-FM <	6 WTPI-FM	6 WZPL-FM <	6 WIBC-AM	6 WGRL-FM <	6 WHHH-FM		6 WGRL-FM	6 WZPL-FM <
7 WRZX-FM	7 WTLC-FM <	7 WTLC-FM	7 WTLC-FM		7 WTLC-FM				6 WIBC-AM
8 WTLC-FM >	8 WTPI-FM	8 WNAP-FM <	8 WHHH-FM <		WFMS-FM >				6 WTPI-FM
	9 WRZX-FM								

INDIANAPOLIS

Consolidation Report 12+ 25-54 Revenue

Emmis			
WENS-FM			
WIBC-AM			
WNAP-FM			
Combined	20.3 %	20.7 %	29.6 %
Local - 1			
WGGR-FM			
WHHH-FM			
Combined	6.6 %	5.7 %	3.0 %
Local - 2			
WMYS-AM			
WZPL-FM			
WTPI-FM			
Combined	14.3 %	11.9 %	11.5 %
Panache			
WTLC-AM			
WGLD-FM			
WTLC-FM			
Combined	6.5 %	6.0 %	6.4 %
Secret			
WFBQ-FM			
WNDE-AM			
WRZX-FM			
Combined	17.9 %	19.2 %	28.6 %
Susquehanna			
WGRL-FM			
WFMS-FM			
Combined	19.1 %	20.4 %	21.6 %
	84.8 %	83.9 %	100.7 %

Other Rated Stations

					Metro Share	Cume Rating
WBRI	-AM	REL	1500	Indianapolis	0.4	/ 1.3
WCBK	-FM	C	102.3	Martinsville	0.6	/ 1.6
WIRE	-FM	C	100.9	Lebanon	0.4	/ 1.2
WPZZ	-FM	REL	95.9	Franklin	0.5	/ 1.7
WQFE	-FM	O	101.9	Brownsburg	1.1	/ 4.3
WSYW	-FM	CL	107.1	Danville	0.5	/ 2.0
WXXP	-FM	SAC	97.9	Anderson	0.4	/ 1.7
WKKG	-FM	C	101.5	Columbus	0.5	/ 2.0

RADIO STATIONS

WIBC	1070	50 KW/10 KW (DA-2)	Talk/FS	Westwd, Talknt	\$ 110.00	(Christal)	Emmis	
WMYS	1430	5 KW (DA-N)	Standards	CNN	\$ 21.00	(D & R)	WTPI owner (D)	
WNDE	1260	5 KW (DA-N)	Sports	Westwd	\$ <20.00	(Katz)	Secret	
WTLC	1310	5 KW/1 KW (DA-N)	Black/Gospel	CBS	\$ 20.00	(D&R)	Panache	
WENS-F	97.1	23 KW @ 739	AC	Source	\$ 137.00	(Christal)	Emmis	(Shelbyville)
WFBQ-F	94.7	47 KW @ 892	AOR/Talk		\$ 258.00	(Katz)	Secret	
WFMS-F	95.5	13 KW @ 990	Country		\$ 190.00	(MMR)	Susquehanna	
WGGR-F	106.7	3 KW @ 328	Black/AC		NA	(-)	WHHH owner (D)	(Greenwood)
WGLD-F	93.9	2.8 KW @ 492	Black Oldies		\$ <20.00	(-)	Panache	(Noblesville)
WGRL-F	104.5	50 KW @ 492	Country		\$ 61.00	(MMR)	Susquehanna	
WHHH-F	98.3	0.6 KW @ 715	CHR/Urban		\$ 50.00	(-)		
WNAP-F	93.1	13 KW @ 1022	Oldies - 70's	ABC	\$ 75.00	(Christal)	Emmis	
WRZX-F	103.3	18 KW @ 850	AOR-NR		\$ 68.00	Banner)	Secret	
WSYW-F	107.1	88 W @ 604	Classical		\$ 20.00	(CMBS)	Universal	(Danville)
WTLC-F	105.7	50 KW @ 450	Black	CBS	\$ 60.00	(D&R)	Panache	
WTPI-F	107.9	22 KW @ 762	Soft AC		\$ 84.00	(D&R)		
WTTS-F	92.3	37 KW @ 1090	Prog. Rock	CBS	\$ 33.00	(Banner)	Sarkes-Tarzian	(Bloomington)
WZPL-F	99.5	13 KW @ 990	CHR	AP	\$ 59.00	(D&R)	WTPI owner (D)	(Greenfield)

JACKSON MS

Arbitron Rank: 118	Stations: 22 / 22	Last Year's Revenue: \$14,200,000
Pop (12+): 337,400	Diaries: 1060 / 318 :1/ 53.8 %	Household Income: \$43,105
MSA Rank: 120	Sample Target: 920	Retail Dollars: \$3.9 Bil
MSA Pop: 417,000 DMA # 91	% Below Line: 0	Pop per Station: 15,336
Average Person Ratings: 15.3	% Not Listed: 20.3	#1 Biller: WMSI-F Rev: \$4,500,000
Market TSL in Hours: 21.00		#1 Billing Portfolio: SFX duop \$7,500,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1 WJMI -FM	B	75 / 14.5	15.7	15.9	14.8	13.7	15.2	867 / 25.7	27.2	25.6	C WJMI -FM
2 WMSI -FM	C	58 / 11.2	12.0	12.3	14.7	12.1	12.6	919 / 27.2	24.3	25.0	F WMSI -FM
3 WKXI -FM	B/AC	39 / 7.6	8.7	6.6	5.6	5.9	7.1	607 / 18.0	19.5	16.2	B WKXI -FM
4 WJDX -FM	AC/CHR	31 / 6.0	5.4	6.8	6.5	5.5	6.2	588 / 17.4	17.5	16.1	C WJDX -FM
5 WJNT -AM	N/T	29 / 5.6	3.7	3.3	3.5	4.1	4.0	279 / 8.3	7.4	9.3	B WJNT -AM
6 WSTZ -FM	AOR	27 / 5.2	4.8	9.0	6.5	5.9	6.4	440 / 13.0	13.4	13.6	C WSTZ -FM
7 WOAD -AA	G/B	24 / 4.7	4.6	3.1	3.1	3.2	3.9	344 / 10.2	8.4	8.9	A WOAD -AA
8 WTYX -FM	O	21 / 4.1	4.4	4.2	4.0	5.2	4.2	449 / 13.3	14.3	13.5	C WTYX -FM
9 WVIV -FM	ST	19 / 3.7	2.0	2.0	2.4	1.8	2.5	214 / 6.3	4.9	3.7	A WVIV -FM
10 WKTF -FM	C	18 / 3.5	2.8	3.1	3.0	2.9	3.1	374 / 11.1	11.3	1.2	C WKTF -FM
11 WLIN -FM	SAC	17 / 3.3	2.8	2.9	3.0	4.1	3.0	293 / 8.7	7.5	9.7	A WLIN -FM
12 WJKK -FM	C	11 / 2.1	2.8	0.9	3.5	3.6	2.3	246 / 7.3	9.6	14.2	A WJKK -FM
13 WZRZ -AM	B/G	10 / 1.9	2.4	3.3	1.9	2.7	2.4	152 / 4.5	5.5	4.9	A WZRZ -AM

12+ FM Share (Metro): 81.51 % (335 of 411) (Winter 95: 82 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJMI-FM >>	1 WJMI-FM >>	1 WJMI-FM >	1 WJMI-FM <	1 WMSI-FM	1 WMSI-FM >>	1 WMSI-FM	1 WMSI-FM <	1 WJMI-FM	1 WJMI-FM >>	1 WJMI-FM
2 WJDX-FM	2 WKXI-FM <	2 WMSI-FM <	2 WMSI-FM <	2 WJMI-FM <	2 WJNT-AM <	2 WJMI-FM >	2 WJNT-AM	2 WMSI-FM >	2 WKXI-FM	2 WKXI-FM <
3 WMSI-FM >	3 WSTZ-FM	3 WKXI-FM	3 WKXI-FM	3 WKXI-FM	3 WKXI-FM <	3 WKXI-FM <	3 WJMI-FM >	3 WKXI-FM <	3 WMSI-FM >	3 WMSI-FM >>
4 WKXI-FM >	4 WMSI-FM >	4 WSTZ-FM <	4 WSTZ-FM	4 WSTZ-FM <	4 WVIV-FM <	4 WJDX-FM	4 WJDX-FM	4 WJNT-AM <	4 WJDX-FM	4 WKTF-FM >
	5 WJDX-FM	5 WJDX-FM	5 WJDX-FM <	5 WJNT-AM <	5 WOAD-AA <	5 WSTZ-FM	5 WKXI-FM <	5 WJDX-FM		
	WJNT-AM	6 WTYX-FM <	6 WTYX-FM <	6 WJDX-FM <	6 WJDX-FM	6 WSTZ-FM	6 WSTZ-FM			
	7 WTYX-FM	7 WJNT-AM >	7 WJNT-AM >	7 WTYX-FM >						

Wom 18-24	Wom 18-34	Wom 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-FM >>	1 WJMI-FM >>	1 WJMI-FM	1 WJMI-FM >	1 WMSI-FM	1 WJMI-FM >>	1 WJMI-FM	1 WSTZ-FM	1 WJMI-FM	1 WSTZ-FM <
2 WJDX-FM	2 WKXI-FM	2 WKXI-FM >	2 WKXI-FM <	2 WKXI-FM <	2 WMSI-FM	2 WSTZ-FM	2 WJMI-FM >	2 WSTZ-FM	2 WMSI-FM
3 WKXI-FM	3 WJDX-FM	3 WMSI-FM <	3 WMSI-FM	3 WJMI-FM >	3 WSTZ-FM	3 WMSI-FM	3 WMSI-FM <	3 WMSI-FM	WJMI-FM
4 WJKK-FM	4 WMSI-FM	4 WJDX-FM <	4 WJDX-FM	4 WJDX-FM <	4 WKXI-FM	4 WJNT-AM <	4 WKXI-FM	4 WKXI-FM	4 WJNT-AM <
5 WMSI-FM	5 WSTZ-FM <	5 WTYX-FM	5 WOAD-AA	5 WOAD-AA	5 WKTF-FM <	5 WJNT-AM	5 WKXI-FM >	5 WTYX-FM <	5 WKXI-FM
		WKTF-FM			6 WOAD-AA	6 WTYX-FM >>	6 WTYX-FM >>	6 WJNT-AM	6 WTYX-FM
		7 WLIN-FM <						7 WJDX-FM >>	7 WJDX-FM >>
		8 WSTZ-FM							
		WOAD-AA							
		WJNT-AM >							

JACKSON MS

Consolidation Report	12+	25-54	Revenue
Local			
WJMI-FM			
WKXI-FM			
WKXI-AM			
WOAD-AM			
Combined	26.6%	22.6%	16.9%
New South			
WLIN-FM			
WJJK-FM			
WJIN-AM			
Combined	5.4%	5.1%	5.6%
SFX			
WJDS-AM			
WKTF-FM			
WMSI-FM			
Combined	15.5%	15.9%	40.1%
	47.5%	43.6%	62.6%

Other Rated Stations

					Metro Share	Cume Rating
WBKJ	-FM	C	105.1	Kosciusko	0.8	/ 3.9
WHJT	-FM	REL	93.5		1.4	/ 4.2
WJDS	-AM	SPRTS	620	Jackson	0.8	/ 2.8
WJXN	-FM	REL	92.9	Utica	1.0	/ 2.0
WMGO	-AM	REL	1370	Canton	0.8	/ 2.4
WRJH	-FM	REL	97.7	Brandon	0.6	/ 2.0
WSLI	-AM	T	930	Jackson	0.8	/ 3.8
WTWZ	-AM	REL	1120	Clinton	0.4	/ 1.0

RADIO STATIONS

WJNT	1180	50 KW/500W(DA-N)	Talk	CBS, ABC	\$ 21.00	(--)		(Pearl)
WKXI	1300	5 KW/1 KW	Black	Westwd, AURN	NA	(Banner)		
WOAD	1400	1 KW	Gospel/Black	AURN, ABC	\$ < 20.00	(D & R)		
WZRX	1590	5 KW/1 KW (DA-N)	Gospel		\$ < 20.00	(D & R)	Lewis	
WHJT-F	93.5	3 KW @ 298	Religion	USA	\$ 12.00	(--)		(Clinton)
WJJK-F	98.7	100 KW @ 945	Country		\$ < 20.00	(D & R)	New South	(Vicksburg)
WJDX-F	96.3	100 KW @ 1410	AC/CHR		\$ 35.00	(Mc-Guild)	Spur	
WJMI-F	99.7	100 KW @ 1059	Black	ABC	\$ 48.00	(D & R)		
WKTF-F	95.5	100 KW @ 1059	Country	Westwd	\$ 24.00	(Mc-Guild)	SFX	
WKXI-F	107.5	100 KW @ 951	Black/AC		\$ 27.00	(Banner)		(Magee)
WLIN-F	101.7	6 KW @ 298	Soft AC		\$ < 20.00	(Eastman)	New South	(Gluckstadt)
WMSI-F	102.9	100 KW @ 1801	Country	ABC	\$ 82.00	(Mc-Guild)	SFX	
WSTZ-F	106.7	100 KW @ 1063	AOR		\$ 37.00	(D & R)	Lewis	(Vicksburg)
WTYX-F	94.7	100 KW @ 1115	Oldies	ABC	\$ 30.00	(Christal)		
WVIV-F	93.9	6 KW @ 282	Standards	ABC, SMN	\$ < 20.00	(--)		(Pearl)

NOTES: WZRX, WSTZ-F sold by Lewis to Multimarket for \$3,500,000 . . . WJDX-F sold by Spur to SFX for \$3,000,000 . . .

JACKSONVILLE

Arbitron Rank:	53	Stations:	25 / 24	Last Year's Revenue:	\$35,500,000
Pop (12+):	823,900	Diaries: 2219 / 371 :	1/ 57.2 %	Household Income:	\$42,718
MSA Rank:	57	Sample Target:	2,040	Retail Dollars:	\$9.1 Bil
MSA Pop: 985,000 DMA # 55		% Below Line:	0.7	Pop per Station:	34,329
Average Person Ratings:	16	% Not Listed:	14.4	#1 Biller: WQIK-F Rev:	\$5,800,000
Market TSL In Hours:	21.25			#1 Billing Portfolio:	
				Jacor duop+	\$9,200,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WQIK -FM	C	122 / 9.3	9.8	10.4	10.7	10.5	10.1	1566 / 19.0	20.5	19.4	G WQIK -FM
2	WFYV -FM	AOR	100 / 7.6	8.9	9.8	12.0	11.1	9.6	1267 / 15.4	18.4	20.2	F WFYV -FM
3	WAPE -FM	CHR	99 / 7.5	6.9	6.2	6.4	7.9	6.8	1620 / 19.7	21.8	20.2	E WAPE -FM
4	WROO -FM	C	96 / 7.3	5.6	6.5	7.2	6.8	6.7	1382 / 16.8	14.4	16.0	E WROO -FM
5	WEJZ -FM	SAC	80 / 6.1	6.9	7.3	7.4	8.1	6.9	1376 / 16.7	15.7	16.5	F WEJZ -FM
6	WJBT -FM	B	78 / 5.9	4.8	5.7	5.5	5.2	5.5	1023 / 12.4	10.9	12.3	C WJBT -FM
7	WKQL -FM	O	77 / 5.9	4.9	5.2	5.8	5.7	5.5	1155 / 14.0	15.4	14.3	D WKQL -FM
8	WSOL -FM	B/AC	76 / 5.8	6.8	6.1	5.2	5.7	6.0	1020 / 12.4	12.6	14.1	C WSOL -FM
9	WPLA -FM	AOR-NR	68 / 5.2	5.4	3.1	1.4	1.4	3.8	877 / 10.6	11.1	7.2	B WPLA -FM
10	WOKV -AM	N/T	61 / 4.6	5.0	4.6	4.0	3.4	4.6	800 / 9.7	11.7	9.4	C WOKV -AM
11	WVY -FM	AC	53 / 4.0	3.8	3.4	4.5	4.6	3.9	1137 / 13.8	12.0	11.7	D WVY -FM
12	WFSJ -FM	J	40 / 3.0	2.8	3.6	3.5	2.5	3.2	663 / 8.1	8.0	6.1	B WFSJ -FM
13	WVRR -FM	O-70s	37 / 2.8	0.5	0.5	0.4	0.0	1.1	626 / 7.6	2.8	0.0	WVRR -FM

12+ FM Share (Metro): 84.9 % (956 of 1126) (Winter 95: 85.14 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJBT-FM >	1 WFYV-FM	1 WFYV-FM	1 WFYV-FM <	1 WFYV-FM <	1 WQIK-FM	1 WQIK-FM	1 WQIK-FM	1 WQIK-FM	1 WJBT-FM >	1 WSOL-FM >
2 WPLA-FM	2 WAPE-FM	2 WQIK-FM <	2 WQIK-FM	2 WQIK-FM	2 WKQL-FM <	2 WFYV-FM	2 WFYV-FM	2 WAPE-FM <	2 WSOL-FM <	2 WEJZ-FM <
3 WAPE-FM >	3 WPLA-FM <	3 WAPE-FM	3 WAPE-FM <	3 WEJZ-FM <	3 WEJZ-FM	3 WROO-FM <	3 WOKV-AM <	3 WFYV-FM <	3 WPLA-FM <	3 WJBT-FM
	4 WROO-FM <	4 WROO-FM	4 WKQL-FM	4 WKQL-FM <	4 WOKV-AM	4 WAPE-FM	4 WAPE-FM <	4 WROO-FM	4 WAPE-FM <	4 WFOY-AM
	5 WJBT-FM <	5 WSOL-FM <	WEJZ-FM <	5 WAPE-FM <	5 WROO-FM	5 WSOL-FM	5 WEJZ-FM	5 WEJZ-FM	5 WQIK-FM >	5 WQIK-FM <
	6 WQIK-FM	6 WEJZ-FM <	6 WSOL-FM <	6 WROO-FM <	6 WSOL-FM	WEJZ-FM <	6 WROO-FM	WKQL-FM <	6 WROO-FM <	
	7 WSOL-FM >	7 WKQL-FM <	7 WROO-FM <	7 WSOL-FM		7 WKQL-FM	WKQL-FM >	7 WJBT-FM <	7 WFYV-FM	
		8 WPLA-FM <	8 WVY-FM >	8 WVY-FM				8 WPLA-FM		
		9 WVY-FM						9 WOKV-AM <		
		WJBT-FM								

Wom 18-24	Wom 18-34	Wom 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-FM	1 WAPE-FM >	1 WAPE-FM	1 WEJZ-FM <	1 WEJZ-FM	1 WFYV-FM	1 WFYV-FM >	1 WFYV-FM >>	1 WFYV-FM >	1 WFYV-FM >
2 WJBT-FM >	2 WJBT-FM <	2 WEJZ-FM <	2 WAPE-FM <	2 WQIK-FM <	2 WJBT-FM	2 WPLA-FM	2 WPLA-FM <	2 WQIK-FM <	2 WQIK-FM
3 WQIK-FM	3 WROO-FM <	3 WROO-FM <	3 WQIK-FM	3 WKQL-FM <	WPLA-FM	3 WAPE-FM	3 WQIK-FM	3 WAPE-FM	3 WAPE-FM <
	4 WQIK-FM	4 WSOL-FM <	4 WSOL-FM	4 WROO-FM <	4 WROO-FM <	4 WROO-FM <	4 WAPE-FM	4 WROO-FM <	4 WKQL-FM
	5 WROO-FM <	5 WSOL-FM <	5 WQIK-FM	5 WROO-FM	5 WSOL-FM <	5 WAPE-FM >>	5 WQIK-FM <	5 WROO-FM	5 WPLA-FM
	6 WSOL-FM	6 WEJZ-FM	6 WFYV-FM <	6 WKQL-FM	6 WAPE-FM		6 WVY-FM >	6 WKQL-FM <	6 WSOL-FM <
	7 WFYV-FM >	7 WFYV-FM	7 WVY-FM <	7 WVY-FM	7 WVY-FM		7 WSOL-FM	7 WSOL-FM <	7 WOKV-AM
	8 WPLA-FM	8 WJBT-FM	8 WJBT-FM	8 WFSJ-FM >				8 WJBT-FM <	8 WVY-FM <
	9 WVY-FM	9 WPLA-FM <							9 WVRR-F <
									10 WPLA-FM

JACKSONVILLE

Consolidation Report 12+ 25-54 Revenue

Jacor			
WZAZ-AM			
WJBT-FM			
WQIK-FM			
WSOL-FM			
WJGR-AM			
Combined	22.6 %	20.5 %	25.9 %
OmniAmerica			
WAPE-FM			
WFYV-FM			
Combined	15.1 %	16.7 %	22.5 %
Paxson			
WPLA-FM			
WZNZ-AM			
WROO-FM			
WNZS-AM			
Combined	14.0 %	12.9 %	15.1 %
Renda			
WEJZ-FM			
WFKS-FM			
WWRR-FM			
Combined	9.6 %	12.3 %	11.3 %
SFX			
WKQL-FM			
WOKV-AM			
WPDQ-AM			
WIVY-FM			
Combined	15.5 %	0.0 %	0.0 %
	76.8 %	62.4 %	74.8 %

Other Rated Stations

					Metro Share	Cume Rating
WCGL	-AM	REL	1360	Jacksonville	1.7	/ 3.2
WFOY	-AM	T	1240	St. Augustine	0.5	/ 1.2
WJGR	-AM	T	1320	Jacksonville	0.9	/ 3.3
WJXR	-FM	C	92.1	Maccleddy	0.8	/ 1.8
WNZS	-AM	SPRTS	930	Jacksonville	1.5	/ 4.7
WPDQ	-AM	ST	600	Jacksonville	1.0	/ 3.4
WSOS	-FM	AC	94.1	St. Augustine	0.8	/ 1.8
WSVE	-AM	REL	1280	Jacksonville	1.6	/ 3.0
WVOJ	-AM	SP	970	Jacksonville	0.4	/ 1.2
WXQL	-FM	B/A/C	105.7	Baldwin	0.4	/ 1.3
WZAZ	-AM	B/O	1400	Jacksonville	0.7	/ 1.7
WFKS	-FM	CHR	99.9	Palatka	0.7	/ 4.1

RADIO STATIONS

WCGL	1360	5 KW (DAYS)	Gospel	AURN	\$ < 20.00	(K & P)	
WNZS	930	5 KW (DA-N)	Sports	CBS, 1 ON 1	\$ < 20.00	(Banner)	Paxson
WOKV	690	50 KW/10 KW (DA-N)	News/Talk	ABC, CNN	\$ 36.00	(Mc-Guild)	Prism
WSVE	1280	5 KW/133 W	Gospel	AURN, Westwd	\$ < 20.00	(Republic)	
WZAZ	1400	1 KW	Black	CBS	\$ 15.00	(Roslin)	Jacor
WAPE-F	95.1	100 KW @ 984	CHR		\$ 76.00	(Christal)	OmniAmerica
WEJZ-F	96.1	100 KW @ 984	Soft AC		\$ 85.00	(K & P)	Renda
WFYV-F	104.5	100 KW @ 1014	AOR		\$ 83.00	(Christal)	OmniAmerica
WIVY-F	102.9	100 KW @ 1014	AC		\$ 53.00	(MMR)	Prism
WJBT-F	92.7	6 KW @ 300	Black	CBS	\$ 33.00	(Roslin)	Jacor (Green Cove Springs)
WKQL-F	96.9	100 KW @ 1014	Oldies	AP	\$ 56.00	(Mc-Guild)	Prism
WPLA-F	93.3	50 KW @ 463	AOR-NR		\$ 35.00	(Banner)	Paxson (Callahan)
WQIK-F	99.1	100 KW @ 1014	Country	ABC	\$ 119.00	(Eastman)	Jacor
WROO-F	107.3	100 KW @ 705	Country		\$ 64.00	(Banner)	Paxson
WSOL-F	101.5	100 KW @ 1483	Black/AC	ABC	\$ 48.00	(Christal)	Jacor (Brunswick, GA)
WWRR-F	100.7	38 KW @ 1483	70s Oldies/Classic AOR		(---)		Renda

NOTES: The following stations were sold by Prism to SFX. . . WPDQ for \$500,000 (E), WOKV for \$2,900,000 (E), WIVY-F for \$8,500,000 (E) and WKQL-F for \$11,300,000 (E). . . WFSJ-F (St. Augustine) sold to Paxson for \$4,900,000. . .

KANSAS CITY

Arbitron Rank:	26	Stations:	25 / 24	Last Year's Revenue:	\$53,000,000
Pop (12+):	1,349,300	Diaries: 2865 / 471 :1/	57.6 %	Household Income:	\$50,024
MSA Rank:	29	Sample Target:	2,660	Retail Dollars:	\$17.2 Bil
MSA Pop: 1,670,000 DMA # 32		% Below Line:	0.6	Pop per Station:	56,221
Average Person Ratings:	15.9	% Not Listed:	8.4	#1 Biller: KCFX-F	Rev: \$7,800,000
Market TSL in Hours:	21.00			#1 Billing Portfolio:	
				Bonneville duop	\$11,800,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KPRS -FM	B	169 / 7.9	7.6	7.6	8.1	8.9	7.8	1713 / 12.7	13.0	12.9	E KPRS -FM
2	WDAF -AM	C/FS	167 / 7.8	8.4	6.8	7.3	9.8	7.6	1984 / 14.7	13.9	16.7	F WDAF -AM
3	KFKF -FM	C	160 / 7.5	7.2	8.4	6.2	7.5	7.8	2422 / 17.9	16.7	17.2	H KFKF -FM
4	KCFX -FM	CL AOR	132 / 6.2	7.5	6.3	6.2	6.5	6.6	2660 / 19.7	24.6	18.4	H KCFX -FM
5	KBEQ -FM	C	127 / 5.9	6.9	5.8	5.8	5.9	6.1	2056 / 15.2	15.7	15.4	F KBEQ -FM
6	KLTH -FM	SAC	120 / 5.6	4.0	4.6	5.5	5.4	4.9	1939 / 14.4	13.2	14.5	E KLTH -FM
	KQRC -FM	AOR	120 / 5.6	5.2	5.2	5.3	3.9	5.3	1988 / 14.6	12.9	12.1	E KQRC -FM
8	KCMO -FM	O	106 / 4.9	4.8	5.4	6.3	4.9	5.4	2023 / 15.0	15.0	14.8	E KCMO -FM
	KMBZ -AM	N/T	106 / 4.9	6.0	4.9	5.5	5.4	5.3	1973 / 14.6	14.7	15.1	E KMBZ -AM
10	KYYS -FM	AOR	103 / 4.8	4.5	3.9	4.4	4.5	4.4	1632 / 12.1	12.4	12.6	F KYYS -FM
11	KMXV -FM	CHR	98 / 4.6	4.0	4.3	4.5	4.0	4.4	2078 / 15.4	14.1	13.8	E KMXV -FM
12	KCIY -FM	J	88 / 4.1	5.2	6.2	4.3	1.3	5.0	1503 / 11.1	11.8	5.9	C KCIY -FM
13	KCMO -AM	T	87 / 4.1	3.6	3.6	2.3	3.6	3.4	1417 / 10.5	11.3	9.4	C KCMO -AM
14	KUDL -FM	AC	85 / 4.0	3.8	4.8	3.9	5.2	4.1	1855 / 13.7	12.3	14.3	E KUDL -FM
15	KXTR -FM	CL	70 / 3.3	2.6	3.2	2.9	3.5	3.0	1152 / 8.5	7.6	8.4	C KXTR -FM
16	KISF -FM	CHR	53 / 2.5	2.6	2.3	3.1	2.6	2.6	1436 / 10.6	10.3	11.5	C KISF -FM
17	KPRT -AM	G	46 / 2.1	1.3	1.4	1.7	1.4	1.8	433 / 3.2	3.2	2.8	KPRT -AM
18	KFEZ -AM	ST	40 / 1.9	1.8	2.4	2.3	2.9	2.1	563 / 4.2	4.1	4.8	B KFEZ -AM

12+ FM Share (Metro): 74.9 % (1471 of 1964) (Winter 95: 71.41 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KPRS-FM	1 KYYS-FM <	1 KPRS-FM	1 KCFX-FM	1 KCFX-FM <	1 WDAF-AM >	1 WDAF-AM	1 KFKF-FM <	1 KPRS-FM <	1 KPRS-FM >>	1 WDAF-AM
2 KMXV-FM	2 KPRS-FM <	KCFX-FM	2 KFKF-FM <	2 KFKF-FM	2 KFKF-FM	2 KFKF-FM	2 KCFX-FM <	2 KFKF-FM <	2 KQRC-FM <	2 KPRS-FM
3 KQRC-FM	3 KQRC-FM <	3 KFKF-FM <	3 KPRS-FM <	3 KPRS-FM	3 KCMO-FM <	3 KPRS-FM <	3 KMBZ-AM <	3 WDAF-AM <	3 KBEQ-FM	3 KBEQ-FM <
4 KBEQ-FM <	4 KCFX-FM <	4 KBEQ-FM <	4 KYYS-FM	4 KYYS-FM <	4 KMBZ-AM <	4 KBEQ-FM <	4 KLTH-FM	4 KCFX-FM <	4 KCIY-FM <	4 KFKF-FM
5 KISF-FM >>	5 KBEQ-FM	5 KYYS-FM <	5 KBEQ-FM <	5 KLTH-FM <	5 KLTH-FM <	5 KYYS-FM <	5 WDAF-AM <	5 KQRC-FM <	5 KMXV-FM <	5 KCMO-AM
	6 KFKF-FM	6 KQRC-FM	6 KLTH-FM <	6 KCMO-FM <	6 KCMO-AM	6 KLTH-FM <	6 KPRS-FM <	6 KLTH-FM <		6 KLTH-FM
	7 KMXV-FM	7 KLTH-FM	7 KCMO-FM	7 KBEQ-FM		7 KQRC-FM	7 KYYS-FM <	7 KCMO-FM <		KCFX-FM
		8 KCMO-FM <	8 KQRC-FM			KMBZ-AM <	8 KCMO-AM	8 KBEQ-FM		KCMO-FM
		9 KMXV-FM <					9 KCMO-FM			9 KMBZ-AM

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KPRS-FM <	1 KPRS-FM	1 KPRS-FM	1 KPRS-FM	1 KPRS-FM <	1 KQRC-FM	1 KYYS-FM <	1 KYYS-FM	1 KCFX-FM <	1 KCFX-FM <
2 KBEQ-FM <	2 KBEQ-FM	2 KCFX-FM <	2 KFKF-FM	2 KFKF-FM <	2 KPRS-FM >	2 KQRC-FM	2 KCFX-FM >	2 KYYS-FM <	2 KYYS-FM <
3 KMXV-FM	3 KFKF-FM	3 KFKF-FM	3 KUDL-FM <	3 KLTH-FM	3 KBEQ-FM <	3 KCFX-FM	3 KBEQ-FM <	3 KQRC-FM	3 KFKF-FM <
4 KQRC-FM >	KMXV-FM <	4 KBEQ-FM <	4 KLTH-FM <	4 KUDL-FM	4 KCFX-FM	4 KPRS-FM <	4 KQRC-FM	4 KBEQ-FM	4 KBEQ-FM <
5 KUDL-FM <	5 KCFX-FM	5 KYYS-FM <	5 KBEQ-FM <	5 KCFX-FM <	5 KISF-FM <	5 KBEQ-FM >	5 KFKF-FM	KPRS-FM	5 KMBZ-AM
6 KFKF-FM	6 KYYS-FM <	6 KLTH-FM	6 KCFX-FM <	6 KCMO-FM <	6 KYYS-FM	6 KFKF-FM	6 KMBZ-AM <	6 KFKF-FM	6 KQRC-FM <
	7 KLTH-FM <	7 KUDL-FM <	7 KMXV-FM	7 KCIY-FM <			7 KPRS-FM	7 KMBZ-AM <	7 KPRS-FM
	8 KQRC-FM <	8 KMXV-FM	8 KCMO-FM	8 KBEQ-FM <				8 KCMO-FM	
	9 KUDL-FM >	9 KQRC-FM		9 WDAF-AM					

KANSAS CITY

Consolidation Report	12+	25-54	Revenue
Bonneville			
KLTH-FM			
KCMO-FM			
KMBZ-AM			
KCMO-AM			
Combined	19.5%	20.9%	21.1%
EZ			
KFKF-FM			
KBEQ-FM			
KBEQ-AM			
Combined	18.4%	14.4%	20.0%
Heritage			
KCIY-FM			
KCFX-FM			
Combined	10.3%	13.2%	16.1%
Regent			
KUDL-FM			
KMXV-FM			
Combined	8.5%	8.8%	12.3%
	56.8%	57.3%	69.5%

Other Rated Stations

					Metro Share	Cume Rating
KCCV	-FM	REL	92.3	Olathe	0.7	3.2
KCCV	-AM	REL	760	Overland Park	0.4	1.4
KCTE	-AM	SPRTS	1510	Independence	0.8	1.2
KNHN	-AM	N	1340	Kansas City, KS	0.5	2.4
WHB	-AF	C	710	Kansas City	0.8	2.6
KLZR	-FM	AOR	105.9	Lawrence, KS	0.8	3.6

RADIO STATIONS

KCCV	760	6 KW (DAYS, DA)	Religion	\$ 17.00	(—)	Bott	
KCMO	810	50 KW/5 KW (DA-N)	Talk/News	CBS, Westwd \$ 40.00	(Mc-Guild)	Bonneville	
KFEZ	1190	5 KW/250 W (DA-N)	Standards	AP \$ 20.00	(Direct)		
KCTE	1510	10 KW (DAYS, DA)	Sports	\$ 16.00	(Torbet)		(Independence)
KMBZ	980	5 KW (DA-N)	News/Talk	ABC \$ 65.00	(D&R)	Bonneville	
KNHN	1340	1 KW	News	Westwd, CNN \$ 21.00	(—)		
KPRT	1590	1 KW/47 W	Gospel	WESTWD \$ 20.00	(Eastman)		
WDAF	810	5 KW	Country/FS	ABC \$ 87.00	(Katz)	Citicasters	
WHB	710	10 KW/5 KW (DA-2)	Farm	Westwd, AP NA	(Mc-Guild)		
KBEQ-F	104.3	100 KW @ 987	Country	ABC \$ 80.00	(Torbet)	EZ	
KCFX-F	101.1	97 KW @ 994	Classic AOR	Westwd \$115.00	(Christal)	Heritage	
KCIY-F	108.5	100 KW @ 981	Jazz	ABC, SMN \$ 55.00	(D&R)	Heritage	(Liberty)
KCMO-F	94.9	100 KW @ 1057	Oldies	\$ 67.00	(Mc-Guild)	Bonneville	
KFKF-F	94.1	100 KW @ 995	Country	\$138.00	(D&R)	EZ	
KISF-F	107.3	100 KW @ 1184	CHR	\$ 30.00	(Torbet)		(Lexington)
KLTH-F	99.7	100 KW @ 1010	Soft AC	Westwd \$ 64.00	(Mc-Guild)	Bonneville	
KMXV-F	93.3	100 KW @ 1056	CHR	\$ 61.00	(MMR)	Regent	
KPRS-F	103.3	100 KW @ 995	Black	ABC, AURN \$ 72.00	(Eastman)		
KQRC-F	98.9	100 KW @ 1057	AOR	\$ 69.00	(Christal)	Journal Co.	(Leavenworth, KS)
KUDL-F	98.1	100 KW @ 995	AC	AP \$ 70.00	(MMR)	Regent	
KXTR-F	96.5	100 KW @ 984	Classical	Westwd \$ 47.00	(CMBS)		
KYYS-F	102.1	100 KW @ 1000	AOR	Source \$ 84.00	(Katz)	Citicasters	

NOTES: The following stations were sold by Citicasters to Jacor: WDAF for \$17,600,000 and KYYS-F for \$18,400,000. . . KISF-F (Lexington, MO) sold by Meyer to Syncom for \$2,420,000. . .

KNOXVILLE

Arbitron Rank: 69	Stations: 21 / 21	Last Year's Revenue: \$21,500,000
Pop (12+): 547,400	Diaries: 1817 / 301 :1/ 59.5 %	Household Income: \$39,260
MSA Rank: 81	Sample Target: 1,690	Retail Dollars: \$7.5 Bil
MSA Pop: 344,000 DMA # 62	% Below Line: 0	Pop per Station: 26,067
Average Person Ratings: 14.9	% Not Listed: 13	#1 Biller: WIVK-F Rev: \$8,000,000
Market TSL In Hours: 19.75		#1 Billing Portfolio:
		Dick: WIVK-AF \$9,600,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WIVK -FM	C	198 / 24.2	24.7	23.7	24.8	27.0	24.4	2414 / 44.1	44.4	45.4	H WIVK -FM
2	WJXB -FM	AC	85 / 10.4	9.7	9.4	10.6	8.1	10.0	1224 / 22.4	20.2	17.9	E WJXB -FM
3	WIMZ -AF	AOR/CL	82 / 10.0	10.0	10.3	10.0	8.4	10.1	1116 / 20.4	20.7	18.8	D WIMZ -AF
4	WWST -FM	CHR	59 / 7.2	6.0	6.2	6.2	4.4	6.4	969 / 17.7	16.9	13.0	B WWST -FM
5	WOKI -FM	C	42 / 5.1	7.6	7.2	7.2	8.0	6.8	792 / 14.5	16.4	17.1	C WOKI -FM
6	WMYU -FM	AC	39 / 4.8	5.1	5.6	5.1	6.4	5.2	842 / 15.4	15.7	15.9	C WMYU -FM
7	WQBB -FM	ST	37 / 4.5	4.4	4.7	5.7	4.6	4.8	513 / 9.4	8.0	9.2	B WQBB -FM
	WIVK -AM	N/T	37 / 4.5	5.0	4.8	5.6	5.8	5.0	661 / 12.1	11.8	13.8	C WIVK -AM
9	WNFZ -FM	AOR-NR	29 / 3.5	2.0	2.5	1.7	2.3	2.4	462 / 8.4	8.1	8.2	A WNFZ -FM
10	WJBZ -FM	REL	20 / 2.4	3.1	1.9	3.1	2.1	2.6	325 / 5.9	6.6	4.9	A WJBZ -FM
11	WKGN -AM	B	15 / 1.8	0.7	0.9	0.9	1.4	1.1	192 / 3.5	1.9	2.9	WKGN -AM
12	WXST -FM	O	13 / 1.6	1.2	1.7	1.0	1.0	1.4	285 / 5.2	5.1	3.6	A WXST -FM
13	WNOX -FM	B/A/C	12 / 1.5	1.3	1.2	1.4	1.7	1.4	228 / 4.2	3.1	3.5	A WNOX -FM
14	WDLY -FM	C	11 / 1.3	1.6	1.4	0.7	1.6	1.3	169 / 3.1	2.9	2.9	A WDLY -FM
15	WGAP -FM	C	10 / 1.2	0.8	1.5	1.0	1.0	1.1	204 / 3.7	3.8	3.8	WGAP -FM
16	WRJZ -AM	REL	9 / 1.1	1.2	1.5	1.0	1.6	1.2	178 / 3.2	2.6	3.8	A WRJZ -AM

12+ FM Share (Metro): 89.47 % (637 of 712) (Winter 95: 86.99 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WWST-FM >	1 WIVK-FM	1 WIVK-FM >	1 WIVK-FM >	1 WIVK-FM >	1 WIVK-FM >>	1 WIVK-FM >>	1 WIVK-FM >	1 WIVK-FM >>	1 WIVK-FM >	1 WIVK-FM >
2 WIVK-FM	WIMZ-AF >	2 WIMZ-AF <	2 WJXB-FM	2 WJXB-FM	2 WJXB-FM >	2 WIMZ-AF	2 WJXB-FM >	2 WJXB-FM <	2 WWST-FM	2 WIMZ-AF >
3 WOKI-FM >	3 WWST-FM	3 WJXB-FM >	3 WIMZ-AF >	3 WIMZ-AF >	3 WQBB-FM <	3 WJXB-FM >	3 WIMZ-AF >	3 WIMZ-AF	3 WIMZ-AF >	3 WOKI-FM
4 WNFZ-FM	4 WJXB-FM >	4 WWST-FM	4 WMYU-FM	4 WMYU-FM >	4 WIVK-AM <	4 WWST-FM	4 WIVK-AM <	4 WWST-FM >	4 WNFZ-FM <	4 WMYU-FM
5 WIMZ-AF >>	5 WNFZ-FM <	5 WMYU-FM	5 WWST-FM <		5 WIMZ-AF	WIMZ-FM	5 WWST-FM <	5 WOKI-FM <	5 WOKI-FM <	
	6 WOKI-FM >	6 WOKI-FM			6 WMYU-FM >		6 WMYU-FM <		6 WJXB-FM >	
							7 WQBB-FM			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WIVK-FM	1 WIVK-FM >	1 WIVK-FM	1 WIVK-FM	1 WIVK-FM	1 WIMZ-AF >	1 WIMZ-AF >	1 WIMZ-AF >	1 WIVK-FM	1 WIVK-FM >
2 WWST-FM	2 WJXB-FM	2 WJXB-FM >	2 WJXB-FM >	2 WJXB-FM >>	2 WWST-FM	2 WIVK-FM	2 WIVK-FM	2 WIMZ-AF >>	2 WIMZ-AF >
3 WJXB-FM	3 WWST-FM	3 WIMZ-AF <	3 WIMZ-AF	3 WIMZ-AF	3 WIVK-FM <	3 WWST-FM <	3 WNFZ-FM	3 WJXB-FM	3 WJXB-FM >
4 WIMZ-AF	4 WIMZ-AF >	4 WWST-FM >	4 WWST-FM	4 WMYU-FM	4 WNFZ-FM >	4 WNFZ-FM >	4 WWST-FM <	4 WWST-FM	4 WIVK-AM <
5 WOKI-FM >	5 WOKI-FM	5 WMYU-FM	5 WMYU-FM	5 WWST-FM	5 WJXB-FM	5 WJXB-FM <	5 WOKI-FM	5 WNFZ-FM	5 WMYU-FM
6 WNFZ-FM >	6 WMYU-FM >>	6 WOKI-FM >	6 WOKI-FM >>		6 WOKI-FM >	6 WOKI-FM >>	6 WJXB-FM	6 WMYU-FM	
							7 WIVK-AM >		

KNOXVILLE

Consolidation Report	12+	25-54	Revenue
Dick			
WIVK-AM			
WUTK-AM			
WIVK-FM			
Combined	29.1%	29.2%	44.7%
Heritage			
WMYU-FM			
WWST-FM			
Combined	12.0%	10.7%	12.5%
Local			
WOKI-FM			
WNFZ-FM			
Combined	8.7%	7.1%	10.2%
South Central			
WIMZ-AM			
WIMZ-FM			
WJXB-FM			
Combined	20.5%	25.3%	29.3%
	70.3%	72.3%	96.7%

Other Rated Stations				Metro Share	Cume Rating
WGAP	-AM	C	1400	Maryville	0.5 / 2.8
WQBB	-AM	ST	1040	Powell	0.4 / 1.0
WUTK	-AM	N	850	Knoxville	0.4 / 1.9
WYSH	-AM	C	1380	Clinton	0.4 / 1.4

RADIO STATIONS

WIMZ	1240	1 KW	SEE WIMZ-F			
WIVK	990	10 KW (DA-N)	News/Talk	ABC, BRN	\$ 37.00	(Katz) Dick
WKGN	1340	1 KW	Black	USA	\$ 19.00	(---)
WRJZ	620	5 KW (DA-N)	Religion	USA	NA	(Salem)
WJXB-F	97.5	100 KW @ 1298	Soft AC/AC		\$ 60.00	(D & R) South Central
WIMZ-F	103.5	100 KW @ 1722	AOR/Classic		\$ 70.00	(D & R) South Central
WIVK-F	107.7	91 KW @ 2054	Country	ABC	\$156.00	(Katz) Dick
WJBZ-F	96.3	2.9 KW @ 479	Religion		\$<20.00	(---) (Seymour)
WMYU-F	102.1	15 KW @ 1979	AC	Westwd, CNN	\$<20.00	(Eastman) Heritage
WNFZ-F	94.3	2.5 KW @ 515	AOR-NR		NA	(Torbet) WOKI owner
WOKI-F	100.3	100 KW @ 2000	Country	ABC, CBS	\$ 44.00	(Torbet) (Oak Ridge)
WQBB-F	104.5	3 KW @ 486	Standards	CNN	\$<20.00	(Roslin) (Oak Ridge)
WWST-F	93.1	2.4 KW @ 512	CHR		\$ 20.00	(Eastman) Heritage (Karns)

NOTES: WUTK sold by University of Tennessee to Dick for \$200,000. . . WXVO-F (Oliver Spgs) sold to Dick for \$1,500,000 (Media Services) . . .

LANSING-EAST LANSING

Arbitron Rank:	112	Stations:	23 / 15	Last Year's Revenue:	\$14,800,000
Pop (12+):	358,200	Diaries:	1024 / 350 :1/ 58.0 %	Household Income:	\$50,379
MSA Rank:	114	Sample Target:	990	Retail Dollars:	\$4.5 Bil
MSA Pop:	437,000 DMA # 106	% Below Line:	6.7	Pop per Station:	23,880
Average Person Ratings:	15.1	% Not Listed:	17.4	#1 Biller: WTL-AF	Rev: \$4,000,000
Market TSL in Hours:	20.25			#1 Billing Portfolio:	WTL/WVIC, etc. \$5,440,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1 WTL -FM	C	82 / 15.2	13.1	14.5	12.5	13.9	13.8	901 / 25.2	24.7	25.1	F WTL -FM
2 WFMK -FM	AC	64 / 11.8	11.0	10.4	8.8	8.8	10.5	888 / 24.8	22.7	19.5	F WFMK -FM
3 WJIM -FM	O	37 / 6.8	8.5	5.2	4.6	5.4	6.3	674 / 18.8	24.3	15.9	C WJIM -FM
4 WVIC -FM	AOR-NR	32 / 5.9	7.4	7.2	5.4	5.7	6.5	647 / 18.1	20.5	20.7	C WVIC -FM
5 WJXQ -FM	AOR	31 / 5.7	5.3	7.7	8.6	10.3	6.8	504 / 14.1	14.1	15.9	D WJXQ -FM
6 WQHH -FM	B	29 / 5.4	3.2	6.2	4.6	3.9	4.9	403 / 11.2	6.5	8.7	A WQHH -FM
7 WHZZ -FM	CHR	27 / 5.0	3.4	4.0	5.1	3.7	4.4	626 / 17.5	13.3	12.5	A WHZZ -FM
8 WBHR -FM	C	25 / 4.6	4.0	4.0	5.6	5.1	4.6	438 / 12.2	11.9	15.9	C WBHR -FM
9 WWDX -FM	AOR	21 / 3.9	3.4	4.5	5.4	5.2	4.3	566 / 15.8	14.2	16.5	B WWDX -FM
10 WMMQ -FM	CL AOR	16 / 3.0	3.2	6.2	4.6	3.9	4.3	294 / 8.2	10.2	12.0	A WMMQ -FM
WJIM -AM	T	16 / 3.0	4.2	1.8	3.0	3.9	3.0	246 / 6.9	11.6	9.4	A WJIM -AM
12 WILS -AM	ST	14 / 2.6	2.5	2.7	3.0	2.5	2.7	184 / 5.1	5.4	4.9	A WILS -AM

12+ FM Share (Metro): 86.35 % (386 of 447) (Winter 95: 85.07 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WQHH-FM >	1 WTL-FM	1 WTL-FM <	1 WFMK-FM <	1 WTL-FM	1 WTL-FM	1 WTL-FM	1 WTL-FM	1 WTL-FM >	1 WQHH-FM	1 WTL-FM
2 WVIC-FM	2 WFMK-FM >	2 WFMK-FM >	2 WTL-FM >	WFMK-FM >	2 WFMK-FM	2 WFMK-FM >	2 WFMK-FM >	2 WFMK-FM	2 WTL-FM <	2 WMMQ-F <
3 WWDX-FM	3 WVIC-FM <	3 WJXQ-FM <	3 WJIM-FM	3 WJIM-FM >	3 WJIM-FM >>	3 WJIM-FM	3 WJIM-FM	3 WJIM-FM <	3 WFMK-FM	3 WFMK-FM
	4 WHZZ-FM <	4 WJIM-FM <	4 WJXQ-FM	4 WJXQ-FM		4 WJXQ-FM	4 WJXQ-FM <	4 WQHH-FM	4 WVIC-FM	4 WJIM-FM
	5 WJXQ-FM	5 WVIC-FM	5 WVIC-FM	5 WVIC-FM <		5 WVIC-FM <	5 WVIC-FM <	5 WJXQ-FM <	5 WWDX-FM <	5 WVIC-FM <
	6 WQHH-FM	6 WHZZ-FM				6 WBHR-FM	6 WVIC-FM	6 WHZZ-FM <	6 WHZZ-FM <	6 WJXQ-FM >
	7 WBHR-FM <	7 WBHR-FM					7 WHZZ-FM <		7 WJIM-FM	
	8 WWDX-FM >	WQHH-FM							8 WJXQ-FM <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WHZZ-FM >	1 WFMK-FM	1 WFMK-FM >	1 WFMK-FM	1 WFMK-FM	1 WVIC-FM <	1 WTL-FM	1 WTL-FM >	1 WTL-FM	1 WTL-FM >
2 WBHR-FM <	2 WTL-FM <	2 WTL-FM >>	2 WTL-FM	2 WTL-FM	2 WQHH-FM <	2 WVIC-FM	2 WVIC-FM	2 WJXQ-FM	2 WFMK-FM <
3 WTL-FM <	3 WHZZ-FM >	3 WQHH-FM <	3 WJIM-FM	3 WJIM-FM >>	3 WJXQ-FM	3 WJXQ-FM	3 WJXQ-FM	3 WFMK-FM	3 WJXQ-FM
4 WQHH-FM	4 WQHH-FM <	4 WJIM-FM <	4 WHZZ-FM		WTL-FM	4 WFMK-FM	4 WFMK-FM >	4 WVIC-FM >	4 WVIC-FM <
5 WWDX-FM <	5 WBHR-FM >	5 WMMQ-F <	5 WBHR-FM <		5 WWDX-FM	5 WWDX-FM	5 WBHR-FM <	5 WWDX-FM	5 WJIM-FM
6 WVIC-FM		6 WOLA-AM	6 WQHH-FM		6 WFMK-FM >	6 WQHH-FM <	6 WHZZ-FM <	6 WMMQ-F <	6 WMMQ-F <
7 WFMK-FM		WBHR-FM			7 WHZZ-FM >>	7 WHZZ-FM	7 WMMQ-F		7 WBHR-FM >
8 WJXQ-FM >>									

Consolidation Report	12+	25-54	Revenue
Liggett			
WFMK-FM			
WJIM-AM			
WJIM-FM			
Local			
WTL-AM			
WTL-FM			
WMMQ-FM			
WVFN-AM			
WVIC-FM			
Patten			
WBHR-FM			
WBM-AM			
WJXQ-FM			
Combined	21.6 %	27.3 %	29.7 %
Combined	25.5 %	25.7 %	36.8 %
Combined	10.4 %	11.6 %	24.3 %
	57.5 %	64.6 %	90.8 %

Other Rated Stations	Metro Share	Cume Rating
WTL -AM C 1010 Lansing	0.9 / 2.4	
WVFN -AM SPRTS 730 E. Lansing	0.6 / 2.2	
WOLA -AM B/O 1180 Dimondale	1.9 / 2.6	
WBCT -FM C 93.7 Grand Rapids	0.7 / 3.1	
WCUZ -FM C 101.3 Grand Rapids	0.4 / 1.6	
WIOG -FM AC/CHR 102.5 Bay City	0.4 / 2.2	
WJR -AM FS 760 Detroit	2.4 / 7.9	
WKCC -FM C 98.1 Saginaw	0.4 / 1.1	
WKFR -FM CHR 103.3 Battle Creek	0.4 / 1.4	
WODJ -FM O 107.3 Greenville	1.3 / 4.0	
WOOD -FM SAC 105.7 Grand Rapids	0.7 / 2.7	

LANSING-EAST LANSING

RADIO STATIONS

WILS	1320	5 KW/1 KW (DA-N)	Standards	SMN	NA	(D & R)	MacDonald	
WJIM	1240	1 KW	Talk	Westwd	\$<20.00	(Eastman)	Jensen	
WBHR-F	94.1	40 KW @ 551	Country		\$ 25.00	(D & R)	Regional (Patten)	(Jackson)
WFMK-F	99.1	28 KW @ 600	AC		\$ 55.00	(Eastman)	Liggett	
WHZZ-F	101.7	3.3 KW @ 288	CHR		\$<20.00	(D & R)	MacDonald	
WITL-F	100.7	27 KW @ 643	Country	ABC	\$ 80.00	(Banner)	Liggett	
WJIM-F	97.5	28 KW @ 440	Oldies		\$ 34.00	(Eastman)	Jensen	
WJXQ-F	106.1	50 KW @ 489	AOR	ABC	\$ 48.00	(D & R)	Regional (Patten)	(Jackson)
WMMQ-F	92.7	1.5 KW @ 468	Classic AOR	Westwd, Source	\$<20.00	(Katz)	Goodrich	(Charlotte)
WQHH-F	96.5	3 KW @ 328	Black		\$<20.00	(Mich.)		(DeWitt)
WVIC-F	94.9	49 KW @ 500	AOR-NR	Westwd	\$ 28.00	(Katz)	Jensen	
WWDX-F	92.1	4 KW @ 400	New Rock		\$<20.00	(--)	Regional (Patten)	(St. Johns)

WJR - See Detroit

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

• 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 is 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

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

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

LAS VEGAS

Arbitron Rank: 48	Stations: 22 / 22	Last Year's Revenue: \$38,000,000
Pop (12+): 847,700	Diaries: 2122 / 399 :1/ 58.9 %	Household Income: \$45,953
MSA Rank: 46	Sample Target: 1,980	Retail Dollars: \$12.0 Bil
MSA Pop: 1,170,000 DMA # 66	% Below Line: 0	Pop per Station: 36,857
Average Person Ratings: 16.8	% Not Listed: 14.7	#1 Biller: KWNR-F Rev: \$4,300,000
Market TSL In Hours: 22.25		#1 Billing Portfolio:
		Amer. Radio Sys. duop+ \$9,000,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KSNE -FM	SAC	126 / 8.9	7.6	7.8	8.7	7.3	8.3	1517 / 17.9	16.0	16.9	E KSNE -FM
2	KJUL -FM	ST	113 / 7.9	10.0	8.9	9.8	8.7	7.9	1175 / 13.9	15.1	13.3	D KJUL -FM
3	KEDG -FM	AOR-NR	104 / 7.3	6.4	6.4	5.6	6.2	6.4	1373 / 16.2	15.6	14.5	D KEDG -FM
4	KWNR -FM	C	96 / 6.7	5.8	7.0	6.7	9.0	6.6	1259 / 14.9	15.0	16.7	F KWNR -FM
5	KMZQ -FM	AC	93 / 6.5	6.1	5.2	5.2	5.8	5.8	1394 / 16.5	15.3	13.7	E KMZQ -FM
6	KLUC -FM	CHR	75 / 5.3	7.6	6.2	6.7	7.3	6.5	1534 / 18.1	21.4	20.7	E KLUC -FM
7	KFMS -FM	C	73 / 5.1	5.2	4.8	5.0	5.1	5.0	973 / 11.5	10.7	10.6	D KFMS -FM
8	KOMP -FM	AOR	72 / 5.1	4.3	5.8	5.3	4.4	5.1	980 / 11.6	12.0	11.1	D KOMP -FM
9	KQOL -FM	O	67 / 4.7	4.8	5.1	3.0	2.0	4.4	1108 / 13.1	11.9	6.7	B KQOL -FM
	KJMZ -FM	CHR/U	67 / 4.7	4.8	3.9	4.8	4.0	4.6	1336 / 15.8	15.8	12.5	C KJMZ -FM
11	KFBI -FM	AOR/CL	53 / 3.7	4.0	3.9	3.7	3.5	3.8	1046 / 12.3	10.6	11.6	D KFBI -FM
	KKLZ -FM	CL AOR	53 / 3.7	3.8	3.7	4.6	2.9	4.0	1027 / 12.1	12.8	10.5	D KKLZ -FM
13	KXPT -FM	AOR-P	35 / 2.5	2.3	1.8	2.9	2.8	2.4	527 / 6.2	6.0	6.8	C KXPT -FM
14	KDWN -AM	T	32 / 2.2	2.6	3.0	3.9	3.3	2.9	491 / 5.8	6.4	7.6	B KDWN -AM
15	KORK -AM	ST	29 / 2.0	1.6	1.7	1.9	2.8	1.8	343 / 4.0	3.9	3.9	A KORK -AM
	KLSQ -AM	SP	29 / 2.0	2.5	2.1	0.9	0.0	1.9	310 / 3.7	3.6	0.0	A KLSQ -AM
17	KDOL -AM	SP	23 / 1.6	1.2	1.7	2.2	2.6	1.7	251 / 3.0	3.2	4.0	A KDOL -AM
18	KEYV -FM	C	20 / 1.4	1.8	2.3	3.0	3.2	2.1	481 / 5.7	6.9	8.0	B KEYV -FM

12+ FM Share (Metro): 87.31 % (1060 of 1214) (Winter 95: 88.52 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KLUC-FM >	1 KEDG-FM >	1 KSNE-FM <	1 KSNE-FM	1 KSNE-FM	1 KJUL-FM	1 KSNE-FM	1 KSNE-FM	1 KSNE-FM <	1 KSNE-FM <	1 KJUL-FM <
2 KEDG-FM <	2 KOMP-FM	2 KEDG-FM	2 KMZQ-FM	2 KMZQ-FM <	2 KSNE-FM >	2 KJUL-FM	2 KJUL-FM	2 KEDG-FM	2 KEDG-FM	2 KWNR-FM
3 KJMZ-FM >>	3 KWNR-FM <	3 KMZQ-FM	3 KEDG-FM <	3 KWNR-FM <	3 KWNR-FM <	KFBI-FM	3 KEDG-FM	3 KJUL-FM	3 KJMZ-FM <	
	4 KLUC-FM <	4 KOMP-FM <	4 KWNR-FM	4 KEDG-FM	4 KMZQ-FM <	4 KWNR-FM <	KMZQ-FM <	4 KMZQ-FM <	4 KLUC-FM <	
	5 KMZQ-FM	5 KWNR-FM	5 KOMP-FM <	5 KOMP-FM <	5 KQOL-FM	5 KMZQ-FM <	5 KWNR-FM	5 KWNR-FM <	5 KJUL-FM	
	KJMZ-FM <	6 KFBI-FM <	6 KKLZ-FM <	6 KQOL-FM <	6 KFMS-FM >	6 KEDG-FM <	6 KOMP-FM	6 KLUC-FM <	6 KWNR-FM <	
	7 KSNE-FM >	7 KKLZ-FM <	7 KFBI-FM <	7 KKLZ-FM <		7 KLUC-FM <	KFMS-FM	7 KJMZ-FM <	7 KMZQ-FM <	
		8 KLUC-FM <	8 KQOL-FM	8 KFBI-FM				8 KOMP-FM	8 KOMP-FM <	
								KFMS-FM <		
								10 KQOL-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KEDG-FM <	1 KEDG-FM	1 KSNE-FM	1 KSNE-FM	1 KSNE-FM >	1 KEDG-FM	1 KEDG-FM >	1 KEDG-FM >	1 KEDG-FM	1 KEDG-FM
2 KMZQ-FM >	2 KSNE-FM <	2 KLUC-FM <	2 KMZQ-FM >	2 KMZQ-FM >	2 KOMP-FM >>	2 KOMP-FM >	2 KOMP-FM	2 KOMP-FM	2 KWNR-FM <
3 KJMZ-FM	3 KMZQ-FM <	3 KEDG-FM	3 KLUC-FM <	3 KWNR-FM	3 KLUC-FM	3 KWNR-FM	3 KWNR-FM	3 KKLZ-FM <	3 KSNE-FM <
	KSNE-FM <	4 KLUC-FM	4 KOMP-FM <	4 KWNR-FM <	4 KJMZ-FM <	4 KJMZ-FM <	4 KKLZ-FM	4 KWNR-FM <	4 KKLZ-FM <
5 KLUC-FM <	5 KJMZ-FM	5 KWNR-FM <	5 KEDG-FM	5 KQOL-FM <	5 KWNR-FM	5 KKLZ-FM <	5 KFBI-FM <	5 KFBI-FM	5 KOMP-FM <
6 KFMS-FM >	6 KWNR-FM	6 KJMZ-FM <	6 KJMZ-FM	6 KJMZ-FM <	6 KFBI-FM	6 KJMZ-FM <	KSNE-FM	6 KFBI-FM	6 KFBI-FM <
7 KWNR-FM <	7 KOMP-FM	7 KMZQ-FM >	7 KFMS-FM <			7 KMZQ-FM	7 KMZQ-FM	7 KMZQ-FM	7 KMZQ-FM <
	8 KFMS-FM >		8 KQOL-FM						8 KQOL-FM

LAS VEGAS

Consolidation Report 12+ 25-54 Revenue

Amer. Radio Sys., pending			
KXNO-AM			
KFBI-FM			
KLUC-FM			
KMZQ-FM			
Combined	15.5%	16.9%	23.7%
Lotus			
KENO-AM			
KORK-AM			
KOMP-FM			
KXPT-FM			
Combined	10.5%	10.4%	12.2%
Regent			
KFMS-AM			
KFMS-FM			
KSNE-FM			
Combined	14.0%	15.2%	17.1%
	40.0%	42.5%	53.0%

Other Rated Stations

					Metro Share	Cume Rating
KENO	-AM	SPRTS	1460	Las Vegas	0.9	/ 2.4
KNUU	-AM	T	970	Las Vegas	1.1	/ 4.2
KRBO	-FM	O	105.1	Las Vegas	0.9	/ 4.1
KVEG	-AM	T	840	N. Las Vegas	0.9	/ 2.5

RADIO STATIONS

KDOL	1280	5 KW/28 W	Hispanic	CRC, CBS	\$<20.00	(Lotus)		(Henderson)
KDWN	720	50 KW (DA-N)	Talk		\$ 23.00	(Roslin)		
KENO	1460	5 KW/1 KW (DA-N)	Sports	CBS, CNN	\$<20.00	(Christal)	Lotus	
KLSQ	870	5 KW/500 W (DA-N)	Hispanic	CRC	\$ 20.00	(--)	Heftel	(Laughlin)
KNUU	870	5 KW/500 W (DA-2)	News/Talk	CBS	\$<20.00	(--)		
KORK	920	5 KW/500 W (DA-2)	Standards	ABC	\$<20.00	(Christal)	Lotus	
KEDG	103.5	100 KW @ 1158	New Rock		\$ 53.00	(Torbet)		
KEYV	93.1	24 KW @ 3743	Country		\$ 24.00	(Katz)		
KFBI	107.5	25 KW @ 3678	AOR/Classic		\$ 40.00	(Mc-Guild)	Crescent	(Pahrump)
KFMS	101.9	100 KW @ 1180	Country		\$ 59.00	(Katz)	Regent	
KJMZ	94.1	100 KW @ 1210	CHR/Urban		\$ 38.00	(--)	Parker	(Henderson)
KJUL	104.3	25 KW @ 3727	Standards/EZ	Westwd, CNN	\$ 48.00	(K & P)		
KKLZ	96.3	100 KW @ 1176	Classic AOR		\$ 52.00	(D & R)	Max	
KLUC	98.5	100 KW @ 1180	CHR	AP	\$ 65.00	(Mc-Guild)	Nationwide	
KMZQ	100.5	100 KW @ 1104	AC		\$ 68.00	(Eastman)	Crescent	(Henderson)
KOMP	92.3	100 KW @ 1520	AOR		\$ 57.00	(Christal)	Lotus	
KSNE	106.5	100 KW @ 1155	Soft AC		\$ 68.00	(--)	Regent	
KRBO	105.1	50 KW @ 36	Oldies	Westwd	\$ 25.00	(--)		
KQOL	105.5	3.7 KW @ 1588	Oldies	Westwd	\$ 33.00	(--)	Amer. General	(Boulder City)
KWNR	95.5	100 KW @ 1160	Country	Westwd	\$ 75.00	(Banner)		(Henderson)
KXPT	97.1	100 KW @ 1919	AOR-Prog.		\$ 31.00	(Christal)	Lotus	

NOTES: KVEG sold to Crescent for \$1,800,000 (Force, Minkow). . . KXNO, KLUC-F sold by Nationwide to Amer. Radio Systems for \$11,000,000 (MVP). . . KJMZ-F sold by Parker to Amer. Radio Systems for \$8,000,000 (MVP). . . KVEG, KFBI-F and KMZQ-F sold by Crescent to Amer. Radio Systems for \$29,500,000 (MVP). . .

LITTLE ROCK

Arbitron Rank:	82	Stations:	25 / 23	Last Year's Revenue:	\$17,000,000
Pop (12+):	446,800	Diaries: 1619 / 276 :	1/ 57.5 %	Household Income:	\$41,843
MSA Rank:	93	Sample Target:	1,550	Retail Dollars:	\$5.5 Bil
MSA Pop:	543,000 DMA # 58	% Below Line:	2	Pop per Station:	19,426
Average Person Ratings:	15.2	% Not Listed:	8.5	#1 Biller: KSSN-F	Rev: \$3,900,000
Market TSL In Hours:	20.25			#1 Billing Portfolio:	
				So. Skies/Triathlon duop	\$4,200,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KSSN -FM	C	100 / 14.7	12.2	13.1	13.2	15.3	13.3	1260 / 28.2	26.9	28.6	E KSSN -FM
2	KMJX -FM	AOR	62 / 9.1	7.8	6.7	7.9	6.2	7.9	707 / 15.8	17.9	14.8	D KMJX -FM
3	KURB -FM	AC/CHR	61 / 9.0	10.1	9.3	8.6	9.0	9.3	1036 / 23.2	22.8	19.7	D KURB -FM
4	KIPR -FM	B	58 / 8.5	9.8	8.3	9.2	9.8	9.0	670 / 15.0	16.0	15.8	C KIPR -FM
5	KARN -AF	N/T	45 / 6.6	7.1	7.5	7.3	7.1	7.1	599 / 13.4	15.6	17.0	C KARN -AF
6	KDDK -FM	C	41 / 6.0	6.3	5.8	7.0	5.8	6.3	814 / 18.2	17.5	16.3	C KDDK -FM
7	KOLL -FM	O	34 / 5.0	4.6	4.5	4.9	5.5	4.8	534 / 12.0	14.1	14.5	B KOLL -FM
8	KYFX -FM	J	31 / 4.6	4.6	4.4	3.6	3.4	4.3	377 / 8.4	8.1	6.6	A KYFX -FM
9	KEZQ -FM	SAC	27 / 4.0	2.6	2.9	3.3	3.4	3.2	354 / 7.9	7.2	7.8	B KEZQ -FM
	KKPT -FM	O-70s	27 / 4.0	5.7	4.4	3.9	4.1	4.5	629 / 14.1	16.4	11.7	B KKPT -FM
11	KMVK -FM	C	22 / 3.2	2.9	6.0	4.0	3.4	4.0	409 / 9.2	9.8	8.9	A KMVK -FM
12	KDRE -FM	AOR-NR	18 / 2.6	2.6	2.8	1.6	1.5	2.4	328 / 7.3	6.6	4.1	A KDRE -FM
13	KITA -AM	G	17 / 2.5	3.4	2.2	2.2	2.4	2.6	178 / 4.0	4.8	4.9	A KITA -AM
14	KSYG -FM	T	15 / 2.2	1.8	1.2	2.5	3.7	1.9	302 / 6.8	6.0	12.3	A KSYG -FM
15	KEZQ -AM	ST	11 / 1.6	0.5	0.0	0.0	0.0	0.0	118 / 2.6	0.9	0.0	KEZQ -AM
	KLAZ -FM	CHR	11 / 1.6	0.9	1.2	0.7	0.4	1.1	243 / 5.4	5.9	3.8	KLAZ -FM
17	KYTN -FM	REL	10 / 1.5	2.3	1.6	1.6	1.6	1.8	242 / 5.4	7.1	4.5	A KYTN -FM

12+ FM Share (Metro): 85.53 % (532 of 622) (Winter 95: 83.77 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KIPR-FM >	1 KMJX-FM	1 KSSN-FM	1 KSSN-FM	1 KSSN-FM >	1 KSSN-FM >	1 KSSN-FM	1 KSSN-FM >	1 KSSN-FM >	1 KIPR-FM >	1 KSSN-FM >
2 KURB-FM >>	2 KSSN-FM	2 KMJX-FM	2 KMJX-FM <	2 KMJX-FM <	2 KARN-AF	2 KURB-FM	2 KMJX-FM	2 KIPR-FM <	2 KSSN-FM <	2 KARN-AF <
3 KLAZ-FM <	3 KIPR-FM <	3 KURB-FM	3 KURB-FM >	3 KURB-FM >	3 KOLL-FM	3 KMJX-FM	3 KARN-AF <	3 KMJX-FM <	3 KURB-FM	3 KITA-AM <
4 KMJX-FM	4 KURB-FM >	4 KIPR-FM >	4 KIPR-FM <	4 KOLL-FM <	4 KURB-FM <	4 KIPR-FM <	4 KURB-FM	4 KURB-FM >	4 KARN-AF	4 KMJX-FM >
5 KDRE-FM <	5 KYFX-FM <	5 KKPT-FM <	5 KKPT-FM <	5 KKPT-FM	5 KDDK-FM	5 KARN-AF	5 KDDK-FM <	5 KDDK-FM	5 KDDK-FM	5 KDDK-FM
6 KDDK-FM	6 KKPT-FM <	6 KOLL-FM	KYFX-FM	KIPR-FM <	7 KYFX-FM	7 KOLL-FM	7 KOLL-FM	7 KOLL-FM		
7 KKPT-FM	7 KOLL-FM <									
8 KDDK-FM				8 KDDK-FM >						

Wom 18-24	Wom 18-34	Wom 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-FM <	1 KURB-FM <	1 KURB-FM	1 KSSN-FM <	1 KSSN-FM	1 KMJX-FM >	1 KMJX-FM >>	1 KMJX-FM >	1 KMJX-FM	1 KSSN-FM
2 KSSN-FM	2 KSSN-FM	2 KSSN-FM	2 KURB-FM >	2 KURB-FM >	2 KIPR-FM >>	2 KSSN-FM	2 KSSN-FM >	2 KSSN-FM >	2 KMJX-FM >>
3 KURB-FM >	3 KIPR-FM	3 KIPR-FM <	3 KIPR-FM >	3 KOLL-FM <	3 KDRE-FM	3 KIPR-FM	3 KDRE-FM	3 KIPR-FM <	3 KURB-FM <
4 KMJX-FM >	4 KMJX-FM >	4 KMJX-FM	4 KMJX-FM <	4 KEZQ-FM	4 KSSN-FM <	4 KDRE-FM	4 KDDK-FM <	4 KURB-FM	4 KDDK-FM <
5 KLAZ-FM	5 KKPT-FM	5 KKPT-FM	5 KYFX-FM <	KIPR-FM	5 KURB-FM	5 KURB-FM <	5 KURB-FM	5 KDDK-FM <	5 KKPT-FM <
6 KDDK-FM	6 KEZQ-FM	6 KEZQ-FM >	6 KEZQ-FM <	6 KYFX-FM <	6 KMVX-FM <	6 KDDK-FM >	6 KKPT-FM <	6 KKPT-FM	6 KYFX-FM <
			7 KOLL-FM <	7 KKPT-FM <	7 KDDK-FM >>		7 KIPR-FM		7 KOLL-FM
			8 KKPT-FM	8 KMJX-FM <					
			9 KDDK-FM >						

LITTLE ROCK

Consolidation Report 12+ 25-54 Revenue

Other Rated Stations

Metro Share Cume Rating

Buck

KEZQ-AM			
KEZQ-FM			
KURB-FM			
Combined	14.6%	14.1%	17.6%

Clear Channel, pending

KDDK-FM			
KMJX-FM			
Combined	15.2%	16.0%	22.4%

Local

KKPT-FM			
KSYG-FM			
Combined	6.2%	8.5%	5.9%

Triathlon, pending

KSSN-FM			
KMVK-FM			
Combined	18.0%	19.7%	24.7%
	53.9%	58.3%	70.6%

KAAY	-AM	REL	1090	Little Rock	0.4 / 1.7
KBBL	-FM	SPRTS	102.5	Cabot	0.6 / 2.6
KGHT	-AM	REL	880	Sherwood	1.0 / 2.9
KJBN	-AM	REL	1050	Little Rock	0.4 / 0.9
KLRG	-AM	REL	1150	N. Little Rock	0.7 / 2.4
KMZX	-FM	B	106.3	Lonoke	1.0 / 3.5
KFFB	-FM	ST	106.1	Fairfield Bay	0.4 / 1.4

RADIO STATIONS

KARN	920	5 KW (DA-N)	News/Talk	CBS	\$ 37.00	(Katz)		
KAAY	1090	50 KW (DA-N)	Religion		\$ 17.00	(--)	Beasley	
KGHT	880	50 KW/220 W(DA-N)	Religion	SMN	\$ 15.00	(--)		(Sheridan)
KEZQ	1250	2 KW/1.2 KW (DA-N)	Standards	ABC	NA	(D & R)	GHB	
KLRG	1150	5 KW/1 KW (DA-N)	Gospel	AURN	\$ 14.00	(K & P)	Willis	
KARN-F	101.7	6 KW @ 328	See KARN					(Humnoke)
KDDK-F	100.3	44 KW @ 1369	Country		\$ 42.00	(Mc-Guild)	Ragan Henry	(Jacksonville)
KDRE-F	101.1	6 KW @ 328	AOR-NR		\$ <20.00	(--)	Flinn	
KEZQ-F	102.9	50 KW @ 492	Soft AC		\$ <20.00	(D & R)	GHB	(Sheridan)
KKPT-F	94.1	100 KW @ 1802	Oldies - 70's		\$ 33.00	(Christal)	Signal	
KIPR-F	92.3	100 KW @ 938	Black	ABC	\$ 42.00	(Banner)		(Pine Bluff)
KSYG-F	103.7	100 KW @ 1510	Talk		\$ <20.00	(Banner)	Signal	
KLPQ-F	102.1	4 KW @ 387	AOR/Classic		\$ 16.00	(--)		(Sherwood)
KMJX-F	105.1	81 KW @ 1054	AOR	ABC	\$ 48.00	(D & R)	Ragan Henry	(Conway)
KMVK-F	106.7	16 KW @ 866	Country		\$ <20.00	(Katz)	So. Skies	(Benton)
KMZX-F	106.3	3 KW @ 353	Black	AURN	\$ 16.00	(K & P)	Willis	(Lonoke)
KOLL-F	94.9	100 KW @ 1844	Oldies	ABC	\$ 30.00	(D & R)	Multimarket	(Maumelle)
KSSN-F	95.7	100 KW @ 1664	Country	ABC	\$ 80.00	(Katz)	So. Skies	
KURB-F	98.5	100 KW @ 1285	CHR/AC		\$ 54.00	(D & R)	GHB	
KYFX-F	99.5	3 KW @ 312	Jazz	CNN	\$ 25.00	(--)		
KYTN-F	107.7	50 KW @ 312	Black Gospel		NA	(--)		(Wrightsville)

NOTES: KOLL-F sold by Multimarket to Triathlon for \$4,000,000. . . The following stations were sold by Southern Skies to Triathlon: KSSN-F for \$14,000,000 (E) and KMVK-F for \$2,500,000 (E) (Star). . . The following stations were sold by Ragan Henry to Clear Channel: KMJK-F for \$8,000,000 (E) and KDDK-F for \$7,000,000 (E). . . KPAL (1380) sold to Ted Snider (KARN) for \$50,000. . .

LOS ANGELES

Arbitron Rank:	2	Stations:	44 / 42	Last Year's Revenue:	\$476,200,000
Pop (12+):	9,687,300	Diaries:	7451 / 300 :1/ 49.0 %	Household Income:	\$50,423
MSA Rank:	2	Sample Target:	6,840	Retail Dollars:	\$98.2 Bil
MSA Pop:	12,500,000 DMA # 2	% Below Line:	1.2	Pop per Station:	230,650
Average Person Ratings:	17.7	% Not Listed:	10.1	#1 Biller:	KIIS-AF Rev: \$28,500,000
Market TSL in Hours:	23.25			#1 Billing Portfolio:	Westinghouse/CBS \$79,800,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KLVE -FM	SP	1216 / 7.1	6.9	4.8	4.7	5.2	5.9	12030 / 12.4	12.5	9.7	K KLVE -FM
2	KPWR -FM	U/CHR	853 / 5.0	5.5	5.3	5.0	5.5	5.3	15126 / 15.6	17.2	16.7	K KPWR -FM
3	KFI -AM	T	737 / 4.3	4.8	3.9	3.9	3.4	4.2	10070 / 10.4	11.6	9.5	K KFI -AM
4	KKBT -FM	B	722 / 4.2	4.0	4.2	4.2	4.0	4.2	9383 / 9.7	9.8	9.4	K KKBT -FM
5	KOST -FM	AC	661 / 3.9	3.6	3.2	4.3	4.1	3.8	12537 / 12.9	12.2	13.8	K KOST -FM
6	KROQ -FM	AOR-NR	659 / 3.8	3.6	4.5	4.4	4.4	4.1	12087 / 12.5	11.2	13.3	K KROQ -FM
7	KIIS -FM	CHR	639 / 3.7	3.5	4.1	4.4	4.2	3.9	14788 / 15.3	14.5	16.3	K KIIS -FM
8	KTWW -FM	H	637 / 3.7	3.2	2.9	3.0	2.6	3.2	8497 / 8.8	8.4	7.0	J KTWW -FM
9	KRTH -FM	O	619 / 3.6	3.5	3.9	3.8	3.2	3.7	12231 / 12.6	13.9	13.0	K KRTH -FM
10	KLAX -FM	SP	548 / 3.2	3.2	3.3	3.4	4.5	3.3	7687 / 7.9	8.0	9.1	K KLAX -FM
11	KBIG -FM	AC	526 / 3.1	2.9	3.2	3.2	3.2	3.1	10090 / 10.4	11.3	11.2	K KBIG -FM
12	KABC -AM	T	522 / 3.0	2.9	3.2	3.1	2.6	3.1	7173 / 7.4	7.8	7.1	K KABC -AM
13	KLAC -AM	STDS	501 / 2.9	1.9	2.1	2.1	1.5	2.3	6393 / 6.6	5.5	4.3	E KLAC -AM
14	KYSR -FM	AC/CHR	491 / 2.9	2.8	2.2	2.9	2.5	2.7	8941 / 9.2	9.5	8.3	J KYSR -FM
15	KNX -AM	N	473 / 2.8	2.7	3.0	3.3	3.7	3.0	11035 / 11.4	11.9	14.2	K KNX -AM
16	KLOS -FM	AOR	441 / 2.6	2.4	2.9	3.3	2.3	2.8	9390 / 9.7	8.8	9.4	K KLOS -FM
17	KCBS -FM	O-70s	399 / 2.3	2.4	2.7	2.4	2.4	2.5	8080 / 8.3	8.6	8.8	J KCBS -FM
18	KFWB -AM	N	368 / 2.1	2.4	2.4	2.4	2.5	2.3	9949 / 10.3	11.1	11.7	K KFWB -AM
19	KLSX -FM	T	351 / 2.0	1.9	2.3	2.2	2.1	2.1	6004 / 6.2	6.4	9.0	J KLSX -FM
20	KZLA -FM	C	349 / 2.0	1.6	2.3	2.3	2.8	2.1	5167 / 5.3	5.2	6.6	I KZLA -FM
21	KBUE -FM	SP	309 / 1.8	1.6	1.3	1.7	1.0	1.6	4808 / 5.0	4.6	3.1	C KBUE -FM
	KKHJ -AM	SP	309 / 1.8	3.1	2.8	1.9	2.2	2.4	4130 / 4.3	4.0	4.8	F KKHJ -AM
	KKGO -FM	CL	309 / 1.8	1.8	1.9	1.4	1.8	1.7	5770 / 6.0	6.0	6.3	H KKGO -FM
24	KXEZ -FM	SAC	301 / 1.8	2.0	1.7	1.9	2.1	1.9	5798 / 6.0	7.0	6.7	I KXEZ -FM
25	KTNQ -AM	SP	247 / 1.4	1.6	1.3	1.4	1.2	1.4	3483 / 3.6	4.2	3.4	H KTNQ -AM
26	KWKW -AM	SP	228 / 1.3	1.5	1.2	1.0	1.6	1.3	2662 / 2.7	3.1	3.0	G KWKW -AM
27	KRLA -AM	O	211 / 1.2	1.4	1.7	1.0	1.4	1.3	3728 / 3.8	3.9	4.0	D KRLA -AM
28	KSCA -FM	AOR-P	203 / 1.2	1.1	1.4	1.0	1.3	1.2	3722 / 3.8	4.1	4.0	F KSCA -FM
29	KXED -AM	SP	190 / 1.1	1.2	0.8	1.6	1.2	1.2	2005 / 2.1	2.2	2.1	E KXED -AM
30	KJLH -FM	B	188 / 1.1	0.9	0.7	0.6	0.7	0.8	3334 / 3.4	2.9	2.8	C KJLH -FM
31	KACE -FM	B/AC	172 / 1.0	1.1	0.9	1.1	0.9	1.0	2775 / 2.9	3.1	3.2	D KACE -FM

12+ FM Share (Metro): 72.87 % (11250 of 15438) (Winter 95: 71.27 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KPWR-FM >	1 KLVE-FM >	1 KLVE-FM >>	1 KLVE-FM >>	1 KLVE-FM >>	1 KFI-AM	1 KLVE-FM >	1 KLVE-FM	1 KLVE-FM	1 KPWR-FM	1 KABC-AM
2 KKBT-FM	2 KPWR-FM <	2 KKBT-FM	2 KOST-FM <	2 KTWW-FM <	2 KABC-AM	2 KLSX-FM	2 KFI-AM >	2 KPWR-FM	2 KLVE-FM <	2 KLVE-FM
KROQ-FM	3 KROQ-FM	KPWR-FM <	3 KTWW-FM	3 KOST-FM <	KTWW-FM <	3 KKBT-FM <	3 KTWW-FM <	3 KKBT-FM <	3 KROQ-FM <	KFI-AM <
KIIS-FM >	4 KKBT-FM	4 KOST-FM	4 KRTH-FM	4 KRTH-FM <	4 KLAC-AM <	4 KFI-AM	4 KRTH-FM <	4 KIIS-FM <	4 KKBT-FM <	4 KNX-AM
	5 KLAX-FM	KROQ-FM	KBIG-FM <	5 KBIG-FM <	5 KLVE-FM	KPWR-FM <	5 KOST-FM	5 KTWW-FM <	5 KOST-FM	5 KKBT-FM <
	6 KIIS-FM <	6 KLAX-FM	6 KLAX-FM	6 KFI-AM <	6 KRTH-FM	6 KNX-AM	6 KBIG-FM <	6 KOST-FM <	6 KIIS-FM	6 KPWR-FM <
	7 KYSR-FM	7 KIIS-FM	KKBT-FM <	7 KLAX-FM	KNX-AM	KABC-AM	7 KPWR-FM <	7 KROQ-FM <	7 KTNQ-AM	7 KTWW-FM
		KYSR-FM <	8 KYSR-FM <	KKBT-FM <	8 KOST-FM <	8 KIIS-FM <	6 KYSR-FM <	6 KRTH-FM <		KOST-FM <
		9 KRTH-FM <	9 KLOS-FM	9 KYSR-FM <	9 KFWB-AM	9 KROQ-FM <	9 KLAC-AM <	9 KFI-AM <		9 KFWB-AM <
			KFI-AM <	10 KCBS-FM						10 KLAX-FM
				KLOS-FM <						

Wom 18-24	Wom 18-34	Wom 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-FM >	1 KLVE-FM >	1 KLVE-FM >>	1 KLVE-FM >>	1 KLVE-FM >	1 KPWR-FM	1 KLVE-FM	1 KLVE-FM >	1 KLVE-FM >	1 KLVE-FM >
2 KLVE-FM <	2 KPWR-FM <	2 KYSR-FM	2 KOST-FM	2 KOST-FM <	2 KROQ-FM >	2 KROQ-FM <	2 KROQ-FM	2 KROQ-FM	2 KLOS-FM <
3 KKBT-FM	3 KKBT-FM <	3 KIIS-FM <	3 KKBT-FM <	3 KTWW-FM	3 KKBT-FM	3 KPWR-FM	3 KLOS-FM	3 KLOS-FM <	3 KCBS-FM <
4 KROQ-FM	4 KIIS-FM	4 KOST-FM <	4 KIIS-FM <	4 KBIG-FM <	4 KLVE-FM <	4 KKBT-FM <	4 KKBT-FM	4 KPWR-FM <	4 KROQ-FM <
5 KIIS-FM	KYSR-FM <	5 KKBT-FM <	5 KYSR-FM <	5 KRTH-FM <	5 KLAX-FM <	5 KLAX-FM <	KLAX-FM <	5 KLAX-FM	5 KRTH-FM <
6 KYSR-FM <	6 KROQ-FM <	6 KLAX-FM	6 KBIG-FM	6 KYSR-FM <	6 KIIS-FM	6 KLOS-FM	6 KLSX-FM <	KKBT-FM <	6 KLSX-FM
7 KOST-FM	7 KOST-FM	7 KBIG-FM <	KPWR-FM <	7 KIIS-FM <	7 KYSR-FM	7 KLSX-FM <	7 KPWR-FM <	7 KCBS-FM <	KFI-AM <
8 KLAX-FM	8 KLAX-FM	8 KTWW-FM <	8 KTWW-FM	8 KFI-AM	8 KLOS-FM	8 KIIS-FM <	8 KKHJ-AM	8 KLSX-FM <	8 KTWW-FM <
	9 KBIG-FM	9 KROQ-FM		KKBT-FM <	9 KOST-FM <	9 KYSR-FM <		9 KRTH-FM <	9 KLAX-FM
				10 KLAX-FM >		10 KKHJ-AM <		10 KOST-FM <	KKBT-FM <

LOS ANGELES

Consolidation Report 12+ 25-54 Revenue

Cox			
KACE-FM			
KOST-FM			
KFI-AM			
Combined	9.1%	9.3%	10.1%
Disney/ABC			
KABC-AM			
KMPC-AM			
KLOS-FM			
Combined	6.3%	5.3%	11.9%
Infinity			
KRTH-FM			
KROQ-FM			
Combined	7.4%	7.1%	11.0%
Liberman			
KWIZ-AM			
KBUE-FM			
KKHJ-AM			
Combined	3.6%	4.2%	1.4%
Viacom			
KXEZ-FM			
KYSR-FM			
Combined	4.6%	5.3%	5.6%
Westinghouse/CBS			
KTWV-FM			
KNX-AM			
KFWB-AM			
KCBS-FM			
Combined	10.9%	10.9%	16.0%
	42.0%	42.1%	56.0%

Other Rated Stations

					Metro Share	Cume Rating
KEZY	-FM	AC/CHR	95.9	Anaheim	0.4	/ 2.1
KFSG	-FM	REL	96.3	Los Angeles	0.3	/ 1.3
KGfJ	-AM	REL	1230	Los Angeles	0.4	/ 1.1
KIEV	-AM	T	850	Glendale	0.4	/ 1.3
KIKF	-FM	C	94.3	Garden Grove	0.3	/ 0.9
KKLA	-FM	REL	99.5	Los Angeles	0.5	/ 1.8
KMPC	-AM	T	710	Los Angeles	0.6	/ 3.6
KMQA	-FM	SP	98.3	W. Covina	0.4	/ 1.5
KVAR	-FM	SP	97.5	San Bernardino	0.9	/ 2.7
KWVE	-FM	REL	107.9	San Clemente	0.4	/ 1.4
KYKF	-FM	C	94.3	San Fernando	0.3	/ 0.9
KTPI	-FM	C	103.1	Tehachapi	0.3	/ 0.5
XTRA	-AM	SPRTS	690	Tijuana	0.9	/ 2.8

RADIO STATIONS

KABC	790	5 KW (DA-N)	Talk	ABC	\$320.00	(Katz)	Disney/Cap Cities
KFI	640	50 KW	Talk	Westwd	\$340.00	(Christal)	Cox
KFWB	980	5 KW	News	CNN, ABC	\$310.00	(Group W)	CBS/Westinghouse
KKHJ	930	5 KW (DA-N)	Hispanic		\$140.00	(Katz Hisp.)	Liberman
KLAC	570	5 KW (DA-N)	Standards		\$100.00	(Eastman)	Chancellor
KMPC	710	50 KW/10 KW (DA-N)	Talk	ABC	\$110.00	(Katz)	Disney/Cap Cities
KNX	1070	50 KW	News	CBS	\$300.00	(CBS)	CBS/Westinghouse
KRLA	1110	50 KW/20 KW (DA-2)	Oldies		\$ 75.00	(MMR)	Greater Media
KTNQ	1020	50 KW (DA-2)	Hispanic	CRC	\$130.00	(Caballero)	Hefel
KWKW	1330	5 KW (DA-N)	Hispanic		\$155.00	(Lotus)	Lotus
KXED	1540	50 KW/10 KW (DA-2)	Hispanic		\$ 80.00	(SBS)	SBS
KACE-F	103.9	1.7 KW @ 390	Black AC	Westwd, AP	\$ 80.00	(K & P)	Cox
KBIG-F	104.3	105 KW @ 2890	AC		\$400.00	(CBS)	Bonneville
KBUE-F	105.5	1 KW @ 407	Hispanic		\$ 90.00	(-)	Liberman
KCBS-F	93.1	29 KW @ 3498	Oldies	CBS	\$300.00	(CBS)	CBS
KIIS-F	102.7	8 KW @ 2960	CHR		\$450.00	(Mc-Guild)	Gannett
KJLH-F	102.3	2.3 KW @ 338	Black		\$ 75.00	(K & P)	
KKBT-F	92.3	43 KW @ 2910	Black		\$375.00	(MMR)	Evergreen
KKGO-F	105.1	18 KW @ 2887	Classical	AP	\$175.00	(CMBS)	Mt. Wilson
KLAX-F	97.9	50 KW @ 390	Hispanic		\$260.00	(SBS)	SBS
KLOS-F	95.5	63 KW @ 3130	AOR	ABC	\$400.00	(Katz)	Disney/Cap Cities
KLSX-F	97.1	21 KW @ 3002	Talk		\$270.00	(MMR)	Greater Media
KLVE-F	107.5	30 KW @ 2998	Hispanic		\$340.00	(Caballero)	Hefel
KOST-F	103.5	13 KW @ 3100	AC		\$420.00	(Christal)	Cox
KPWR-F	105.9	25 KW @ 3035	CHR/Urban		\$400.00	(D & R)	Emmis
KROQ-F	106.7	6 KW @ 1367	New Rock		\$475.00	(Infinity)	Infinity
KRTH-F	101.1	51 KW @ 3130	Oldies		\$460.00	(Infinity)	Infinity
KSCA-F	101.9	2.4 KW @ 2788	AOR-P		\$ 85.00	(Torbet)	
KTWV-F	94.7	58 KW @ 2831	Jazz		\$300.00	(Group W)	CBS/Westinghouse
KVAR-F	97.5	72 KW @ 1571	Hispanic		NA	(Caballero)	Embarcadero (Riverside)
KXEZ-F	100.3	5 KW @ 3004	Soft AC/EZ		\$210.00	(Banner)	Viacom
KYSR-F	98.7	75 KW @ 1180	AC/CHR		\$275.00	(Banner)	Viacom
KZLA-F	93.9	19 KW @ 3136	Country		\$240.00	(Eastman)	Chancellor

NOTES: KBLA (Santa Monica) sold by River City to Sinclair TV. . .

LOUISVILLE

Arbitron Rank: 49	Stations: 25 / 25	Last Year's Revenue: \$35,800,000
Pop (12+): 845,900	Diaries: 1866 / 508 :1/ 57.1 %	Household income: \$42,625
MSA Rank: 56	Sample Target: 1,520	Retail Dollars: \$9.2 Bil
MSA Pop: 987,000 DMA # 50	% Below Line: 0	Pop per Station: 33,836
Average Person Ratings: 15.2	% Not Listed: 11.7	#1 Biller: WHAS Rev: \$7,500,000
Market TSL in Hours: 20.00		#1 Billing Portfolio: Clear Channel combo \$14,800,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WHAS -AM	FS	212 / 16.5	13.5	12.3	12.9	12.3	13.8	2856 / 33.8	27.6	29.1	H WHAS -AM
2	WAMZ -FM	C	163 / 12.7	14.0	15.9	15.8	13.8	14.6	2234 / 26.4	27.6	27.8	H WAMZ -FM
3	WDJX -FM	CHR	83 / 6.5	6.1	7.1	7.0	6.5	6.7	1566 / 18.5	18.0	18.9	D WDJX -FM
4	WVEZ -FM	SAC	81 / 6.3	6.0	5.3	5.1	5.8	5.7	1236 / 14.6	14.7	15.1	D WVEZ -FM
5	WTFX -FM	AOR	78 / 6.1	6.2	5.9	5.7	4.0	6.0	1382 / 16.3	13.1	12.7	C WTFX -FM
6	WGZB -FM	B	68 / 5.3	5.9	6.1	4.4	5.4	5.4	965 / 11.4	11.3	10.3	C WGZB -FM
7	WHKW -FM	C	52 / 4.1	4.1	3.7	3.9	4.5	4.0	998 / 11.8	11.5	11.5	B WHKW -FM
8	WQMF -FM	CL AOR	51 / 4.0	4.6	5.2	4.7	4.6	4.6	1038 / 12.3	14.2	14.8	E WQMF -FM
9	WRKA -FM	O	49 / 3.8	3.9	3.9	5.3	4.6	4.2	1091 / 12.9	12.8	12.7	E WRKA -FM
10	WAVG -AM	ST	48 / 3.7	4.1	4.2	3.8	3.5	4.0	700 / 8.3	8.9	8.4	B WAVG -AM
11	WLRS -FM	AC	35 / 2.7	2.5	4.2	2.4	3.9	3.0	658 / 7.8	8.4	10.8	C WLRS -FM
	WQLL -FM	O-70s	35 / 2.7	3.0	3.7	3.7	3.1	3.3	761 / 9.0	8.8	8.4	B WQLL -FM
13	WKJK -FM	C	32 / 2.5	3.1	2.4	3.2	4.0	2.8	573 / 6.8	7.3	8.8	A WKJK -FM
14	WXNU -FM	AOR-NR	27 / 2.1	1.2	1.1	2.9	2.4	1.8	692 / 8.2	5.4	7.2	A WXNU -FM
15	WWKY -AM	T	23 / 1.8	1.1	0.9	0.9	1.1	1.2	468 / 5.5	4.3	4.2	A WWKY -AM
16	WLLV -AM	G	21 / 1.6	1.5	0.5	1.8	1.4	1.4	233 / 2.8	3.0	2.9	A WLLV -AM
17	WLSY -FM	B/A/C	18 / 1.4	1.6	1.8	1.9	1.3	1.7	354 / 4.2	4.8	4.3	A WLSY -FM
18	WRVI -FM	AC	13 / 1.0	0.0	0.0	0.0	0.0	0.0	281 / 3.3	0.0	0.0	WRVI -FM

12+ FM Share (Metro): 69.79 % (790 of 1132) (Winter 95: 75.07 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WGZB-FM	1 WAMZ-FM <	1 WAMZ-FM >	1 WAMZ-FM	1 WAMZ-FM	1 WHAS-AM >	1 WHAS-AM >	1 WHAS-AM	1 WHAS-AM <	1 WHAS-AM >	1 WHAS-AM >
2 WDJX-FM >>	2 WTFX-FM	2 WHAS-AM	2 WHAS-AM	2 WHAS-AM	2 WAMZ-FM >	2 WAMZ-FM >>	2 WAMZ-FM	2 WAMZ-FM <	2 WDJX-FM <	2 WAMZ-FM
3 WTFX-FM	3 WDJX-FM	3 WTFX-FM	3 WVEZ-FM	3 WVEZ-FM	3 WVEZ-FM	3 WTFX-FM <	3 WVEZ-FM >	3 WVEZ-FM <	3 WAMZ-FM <	3 WTFX-FM <
4 WXNU-FM	4 WQMF-FM	4 WVEZ-FM <	4 WTFX-FM <	4 WTFX-FM <	4 WAVG-AM	4 WDJX-FM <	4 WDJX-FM	4 WDJX-FM	4 WGZB-FM <	4 WGZB-FM >
5 WAMZ-FM >>	5 WGZB-FM	5 WDJX-FM	5 WDJX-FM	5 WDJX-FM <	5 WRKA-FM	5 WVEZ-FM <	5 WAVG-AM <	5 WTFX-FM	5 WTFX-FM >	
	6 WHAS-AM <	6 WQMF-FM	6 WRKA-FM	6 WRKA-FM		6 WQMF-FM <	6 WTFX-FM	6 WGZB-FM		
	7 WVEZ-FM <	7 WGZB-FM <	WQMF-FM							
	8 WQLL-FM	8 WRKA-FM <								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WAMZ-FM <	1 WAMZ-FM >	1 WAMZ-FM >	1 WAMZ-FM	1 WAMZ-FM	1 WTFX-FM >>	1 WTFX-FM >	1 WTFX-FM >	1 WTFX-FM <	1 WHAS-AM
2 WDJX-FM >	2 WDJX-FM	2 WVEZ-FM	2 WVEZ-FM	2 WVEZ-FM >	2 WAMZ-FM	2 WAMZ-FM	2 WAMZ-FM <	2 WAMZ-FM	2 WAMZ-FM
3 WQMF-FM	3 WVEZ-FM <	3 WDJX-FM	3 WDJX-FM	3 WHAS-AM	3 WGZB-FM	3 WQMF-FM <	3 WQMF-FM <	3 WHAS-AM >	3 WTFX-FM >
4 WGZB-FM	4 WGZB-FM >	4 WGZB-FM >	4 WHAS-AM	4 WDJX-FM <	4 WDJX-FM <	4 WDJX-FM	4 WDJX-FM	4 WQMF-FM	4 WQMF-FM
5 WTFX-FM <	5 WQMF-FM <	5 WLRS-FM	5 WGZB-FM <	5 WRKA-FM	5 WQMF-FM	5 WQLL-FM	5 WQLL-FM	5 WDJX-FM <	5 WDJX-FM <
6 WHKW-FM	6 WHAS-AM <	6 WHAS-AM	6 WHKW-FM <	6 WGZB-FM <	6 WXNU-FM >	6 WHAS-AM <	6 WHAS-AM >	6 WQLL-FM	
7 WHAS-AM	7 WTFX-FM <		7 WRKA-FM	7 WHKW-FM		7 WXNU-FM			
	8 WLRS-FM <								
	9 WHKW-FM >								

LOUISVILLE

Consolidation Report	12+	25-54	Revenue
Blue Chip			
WGZB-FM			
WLSY-FM			
Combined	6.7%	5.9%	5.9%
Cox			
WRVI-FM			
WRKA-FM			
Combined	4.8%	7.1%	8.7%
Local - 1			
WXVW-AM			
WAVG-AM			
Combined	4.1%	2.1%	1.7%
Local - 2			
WQMF-FM			
WXNU-FM			
Combined	6.1%	6.5%	10.1%
Prism			
WWKY-AM			
WTFX-FM			
WVEZ-FM			
Combined	14.2%	16.7%	14.0%
Regent			
WFIA-AM			
WHKW-AM			
WDJX-FM			
WHKW-FM			
Combined	11.8%	11.1%	10.6%
	47.7%	49.4%	51.0%

Other Rated Stations

Station	Class	Power	City	Metro Share	Cume Rating
WCND -AM	C	940	Shelbyville, KY	0.1	0.1
WFIA -AM	REL	900	Louisville	0.9	2.3
WHKW -AM	C	1080	Louisville	0.4	0.9
WLOU -AM	REL	1350	Louisville	0.8	1.9
WTHQ -FM	C	101.3	Shelbyville, KY	0.4	1.6
WTMT -AM	C	620	Louisville	0.5	1.5
WXVW -AM	SPRTS	1450	Jeffersonville, IN	0.4	1.1

RADIO STATIONS

Station	Power	Class	Service	Buyer	Agency	Station	City
WAVG	970	5 KW (DA-2)	Standards	SMN, CBS	\$ 20.00	(D&R)	
WHAS	840	50 KW	Full Service	ABC	\$115.00	(Christal)	Clear Channel
WLOU	1350	5 KW/500 W (DA-N)	Religion	AURN	\$ 15.00	(—)	Mortenson
WWKY	790	5 KW/1 KW (DA-2)	Talk	CBS	\$<20.00	(Mc-Guild)	Prism
WAMZ-F	97.5	100 KW @ 673	Country		\$155.00	(Christal)	Clear Channel
WDJX-F	99.7	24 KW @ 715	CHR	AP	\$ 52.00	(Eastman)	Regent
WGZB-F	96.5	3 KW @ 328	Black		\$ 38.00	(Mc-Guild)	Blue Chip (Corydon, IN)
WHKW-F	107.7	31 KW @ 568	Country		\$ 26.00	(Eastman)	Regent (Corydon, IN)
WQLL-F	103.9	1.4 KW @ 490	Oldies-70's		\$ 25.00	(Eastman)	Regent
WLRS-F	102.3	3 KW @ 285	AC	AP, Source	\$ 36.00	(Torbet)	
WKJK-F	98.9	50 KW @ 492	Country	SMN, ABC	\$ 24.00	(Christal)	Snowden (Salem, IN)
WLSY-F	101.7	1.9 KW @ 415	Black AC	ABC	\$<20.00	(Mc-Guild)	Blue Chip (Jeffersontown, KY)
WQMF-F	95.7	29 KW @ 643	Classic AOR		\$ 70.00	(Katz)	(Jeffersonville, IN)
WRKA-F	103.1	6 KW @ 312	Oldies		\$ 60.00	(Banner)	Cox
WRVI-F	94.7	3 KW @ 328	AC		NA	(—)	Cox
WTFX-F	100.5	37 KW @ 554	AOR		\$ 53.00	(Mc-Guild)	Prism
WVEZ-F	106.9	24 KW @ 670	Soft AC		\$ 63.00	(Mc-Guild)	Prism
WXNU-F	105.9	3 KW @ 328	AOR-NR		\$<20.00	(Katz)	WQMF owner (Valley Station, KY)

NOTES: The following stations were sold by Prism to SFX: WWKY for \$500,000 (E), WTFX-F for \$6,400,000 (E) and WVEZ-F for \$10,400,000 (E) . . .

MADISON

Arbitron Rank:	120	Stations:	25 / 17	Last Year's Revenue:	\$18,700,000
Pop (12+):	331,800	Diaries:	1344 / 247 :1/ 67.3 %	Household Income:	\$52,249
MSA Rank:	124	Sample Target:	1,300	Retail Dollars:	\$4.7 Bil
MSA Pop:	396,000 DMA # 83	% Below Line:	4	Pop per Station:	19,518
Average Person Ratings:	16	% Not Listed:	15.8	#1 Biller:	WIBA-F Rev: \$3,000,000
Market TSL in Hours:	21.00			#1 Billing Portfolio:	
					Point/Midcontinent duop+ \$8,950,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WZEE -FM	CHR	53 / 10.0	9.1	10.5	10.2	9.2	10.0	969 / 29.2	29.2	28.2	D WZEE -FM
2	WIBA -FM	AOR	39 / 7.3	7.1	6.4	7.3	7.5	7.0	633 / 19.1	20.4	22.5	E WIBA -FM
3	WMGN -FM	AC	38 / 7.2	6.9	8.1	7.5	6.8	7.4	567 / 17.1	16.9	17.6	D WMGN -FM
4	WWQM -FM	C	35 / 6.6	6.9	7.3	6.3	8.6	6.8	494 / 14.9	16.1	18.8	D WWQM -FM
	WOLX -FM	O	35 / 6.6	6.5	6.6	6.1	5.4	6.5	616 / 18.6	20.4	20.4	D WOLX -FM
6	WMAD -FM	AOR-NR	32 / 6.0	5.0	5.1	5.1	4.7	5.3	667 / 20.1	16.2	16.6	B WMAD -FM
7	WYZM -FM	C	29 / 5.5	4.6	5.2	3.7	4.1	4.8	449 / 13.5	11.0	10.2	B WYZM -FM
	WIBA -AM	FS	29 / 5.5	5.9	4.9	5.3	7.1	5.4	552 / 16.6	18.0	19.6	C WIBA -AM
9	WTDY -AM	T	26 / 4.9	4.2	4.3	4.7	4.1	4.5	304 / 9.2	10.2	10.8	B WTDY -AM
10	WMMM -FM	AOR	19 / 3.6	3.8	2.8	5.3	1.9	3.9	334 / 10.1	8.8	8.9	B WMMM -FM
	WMLI -FM	SAC	19 / 3.6	2.2	2.6	2.2	2.3	2.7	405 / 12.2	8.7	11.0	A WMLI -FM
12	WMAD -AM	ST	16 / 3.0	2.2	1.3	1.8	2.4	2.1	91 / 2.7	2.8	3.2	A WMAD -AM
	WJJO -FM	AOR/CL	16 / 3.0	3.4	4.5	3.5	3.9	3.6	423 / 12.7	14.5	13.8	C WJJO -FM
14	WSJY -FM	EZ	15 / 2.8	2.0	1.5	1.6	2.4	2.0	215 / 6.5	6.8	6.1	A WSJY -FM
15	WIBU -AM	C	10 / 1.9	1.2	0.7	0.8	1.1	1.2	102 / 3.1	2.7	3.8	A WIBU -AM
16	WTSO -AM	C/T	8 / 1.5	3.4	1.5	2.6	2.1	2.3	220 / 6.6	12.8	9.3	C WTSO -AM

12+ FM Share (Metro): 76.75 % (340 of 443) (Winter 95: 75.12 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WZEE-FM >	1 WZEE-FM	1 WZEE-FM	1 WIBA-FM <	1 WOLX-FM <	1 WOLX-FM <	1 WIBA-FM <	1 WIBA-FM	1 WZEE-FM	1 WZEE-FM	1 WIBA-AM <
2 WMAD-FM	2 WMAD-FM <	2 WIBA-FM	2 WZEE-FM <	2 WIBA-FM	2 WIBA-AM	2 WZEE-FM	WZEE-FM <	2 WOLX-FM	2 WMAD-FM	2 WZEE-FM <
3 WYZM-FM >>	3 WIBA-FM >	3 WMGN-FM <	3 WOLX-FM <	WZEE-FM	3 WMGN-FM	3 WIBA-AM	3 WMGN-FM <	3 WMGN-FM	3 WMGN-FM <	3 WMGN-FM
	4 WMGN-FM <	4 WOLX-FM	4 WMGN-FM	4 WMGN-FM	4 WTDY-AM <	4 WMGN-FM	4 WTDY-AM <	WMAD-FM	4 WYZM-FM <	WMAD-FM <
	5 WWQM-F	5 WMAD-FM <	5 WWQM-F	5 WWQM-F	5 WWQM-F	5 WWQM-F <	5 WWQM-F	5 WIBA-FM <	5 WIBA-FM	5 WOLX-FM <
	6 WMMM-F	6 WWQM-F	6 WMMM-F	6 WMMM-F <	6 WMAD-AM <	6 WOLX-FM	6 WOLX-FM	6 WWQM-F	6 WWQM-F	6 WWQM-F
	7 WMLI-FM <	7 WYZM-FM	7 WYZM-FM	7 WYZM-FM		7 WYZM-FM	7 WYZM-FM <			
	8 WJJO-FM <	8 WMMM-F								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZEE-FM >	1 WZEE-FM >	1 WZEE-FM >	1 WZEE-FM	1 WZEE-FM	1 WMAD-FM <	1 WIBA-FM	1 WIBA-FM >	1 WIBA-FM >	1 WIBA-FM
2 WMAD-FM >	2 WMAD-FM	2 WMGN-FM <	2 WMGN-FM >	2 WMGN-FM >	2 WZEE-FM >	2 WMAD-FM	2 WMMM-F	2 WOLX-FM <	2 WOLX-FM <
3 WMGN-FM	3 WMGN-FM	3 WMAD-FM <	3 WOLX-FM <	3 WOLX-FM >	3 WIBA-FM	3 WZEE-FM >	3 WMAD-FM	3 WWQM-F <	3 WWQM-F
	WYZM-FM	4 WMLI-FM <	4 WMAD-FM	4 WMLI-FM <	4 WWQM-F	4 WMMM-F <	4 WJJO-FM <	4 WZEE-FM <	4 WMMM-F
5 WIBA-FM	5 WWQM-F <	5 WWQM-F	5 WYZM-FM <	5 WYZM-FM <	5 WYZM-FM <	5 WWQM-F <	WZEE-FM <	5 WMAD-FM	5 WTDY-AM
6 WWQM-F >	6 WIBA-FM	6 WIBA-FM	6 WIBA-FM <	6 WIBA-FM	6 WMGN-FM <	6 WJJO-FM	6 WTDY-AM	6 WMMM-F	6 WJJO-FM <
	7 WYZM-FM >		7 WMLI-FM		7 WJJO-FM	7 WTDY-AM	7 WWQM-F >	WYZM-FM	
			8 WWQM-F					8 WJJO-FM	
								WTDY-AM	

MADISON

Consolidation Report 12+ 25-54 Revenue

Midwest Family			
WMGN-FM			
WJJO-FM			
WTDY-AM			
Combined	15.1 %	16.2 %	22.9 %
Point/Midcontinent			
WZEE-FM			
WMLI-FM			
WTSO-AM			
WMAD-FM			
WMAD-AM			
WIBA-FM			
WIBA-AM			
Combined	36.9 %	32.0 %	47.6 %
Woodward			
WMMM-FM			
WOLX-FM			
WYZM-FM			
Combined	15.6 %	20.3 %	16.6 %
	67.6 %	68.5 %	87.1 %

Other Rated Stations

					Metro Share	Cume Rating
WHIT	-AM	SPRTS	1550	Madison	0.8	/ 2.2
WBBM	-AM	N	780	Chicago	0.6	/ 1.8
WEKZ	-FM	EZ	93.7	Monroe	0.4	/ 1.3
WGN	-AM	FS/T	720	Chicago	0.4	/ 1.6
WIND	-AM	SP	560	Chicago	0.6	/ 0.9
WJVL	-FM	C	99.9	Janesville	0.6	/ 1.4
WMAQ	-AM	N	670	Chicago	0.4	/ 1.5
WMJB	-FM	CL AOR	105.9	Evansville	0.6	/ 1.5
WYKY	-FM	AC	100.5	Columbus	0.4	/ 1.3

RADIO STATIONS

WHIT	1550	5 KW (DAYS)	Sports	ABC	\$ < 20.00	(Christal)	Enterprise	
WIBA	1310	5 KW/5.4 KW (DA-N)	Full Service	CBS	\$ 37.00	(Katz)	Point	
WMAD	1190	1 KW (DAYS, DA)	Standards	BRN, Westwd	\$ < 20.00	(Katz)	Point	(Sun Prairie)
WTDY	1480	5 KW (DA-2)	Talk	ABC, Westwd	\$ 20.00	(Mc-Guild)	Midwest Family	
WTSO	1070	10 KW/5 KW (DA-2)	Full Service	CNN, ABC	\$ 20.00	(Banner)	Midcontinent	
WIBA-F	101.5	12 KW @ 1017	AOR		\$ 60.00	(Katz)	Point	
WJJO-F	94.1	50 KW @ 492	CL AOR		\$ 24.00	(D & R)	Midwest Family	(Watertown)
WMAD-F	92.1	1.8 KW @ 400	AOR-NR		\$ 24.00	(Katz)	Point	(Sun Prairie)
WMGN-F	98.1	38 KW @ 581	AC		\$ 51.00	(Mc-Guild)	Midwest Family	
WMLI-F	96.3	5 KW @ 672	Soft AC		\$ < 20.00	(Christal)	Midcontinent	(Sauk City)
WMMM-F	105.5	4.4 KW @ 384	AOR		\$ < 20.00	(K & P)	Woodward	(Verona)
WOLX-F	94.9	37 KW @ 1299	Oldies		\$ 50.00	(Christal)	Shockley	(Baraboo)
WSJY-F	107.3	26 KW @ 676	EZ	ABC	\$ < 20.00	(--)	Goetz	(Fort Atkinson)
WYZM-F	105.1	6 KW @ 243	Country		\$ < 20.00	(Eastman)	Woodward	(Waukanee)
WWQM-F	106.3	4.5 KW @ 380	Country		\$ 50.00	(Christal)	Enterprise	(Middleton)
WZEE-F	104.1	9.4 KW @ 1118	CHR		\$ 49.00	(Banner)	Midcontinent	

NOTES: Point and Midcontinent merged their Madison properties for an estimated total value of \$25,000,000. The stations involved are WIBA A/F, WMAD A/F, WTSO, WZEE-F and WMLI-F . . .

MCALLEN-BROWNSVILLE-HARLINGEN

Arbitron Rank: 63	Stations: 26 / 19	Last Year's Revenue: \$14,800,000
Pop (12+): 611,500	Diaries: 1712 / 357 :1/ 48.5 %	Household Income: \$26,519
MSA Rank: McAllen - 104; Brnsv. - 155	Sample Target: 1,640	Retail Dollars: \$5.9 Bil
MSA Pop: 795,000 DMA # 107	% Below Line: 7.4	Pop per Station: 32,184
Average Person Ratings: 17.6	% Not Listed: 9.1	#1 Biller: KIWW-F Rev: \$1,900,000
Market TSL in Hours: 23.25		#1 Billing Portfolio:
		Calendar & Sunburst duops \$3,600,000 ea.

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KIWW -FM	SP	133 / 12.4	11.0	11.5	14.3	12.4	12.3	1986 / 32.5	30.2	29.5	C KIWW -FM
2	KBFM -FM	CHR	132 / 12.3	12.8	12.6	12.3	12.7	12.5	1961 / 32.1	32.1	31.6	C KBFM -FM
3	KGBT -AM	SP	118 / 11.0	10.9	8.3	12.1	9.8	10.6	1200 / 19.6	21.9	17.7	C KGBT -AM
4	KTEX -FM	C	94 / 8.7	7.6	10.5	9.2	9.8	9.0	1267 / 20.7	16.8	19.6	C KTEX -FM
5	KKPS -FM	SP	75 / 7.0	7.1	6.2	4.6	4.5	6.2	1371 / 22.4	19.4	17.7	C KKPS -FM
6	KVLY -FM	O	58 / 5.4	5.3	4.8	4.9	5.0	5.1	880 / 14.4	14.2	13.4	C KVLY -FM
	KTJN -FF	SP	58 / 5.4	4.7	3.8	7.0	5.6	5.0	1020 / 16.7	16.3	14.1	C KTJN -FF
8	KQXX -FM	SP	53 / 4.9	3.9	4.3	4.0	4.7	4.3	752 / 12.3	10.9	9.2	B KQXX -FM
9	KFRQ -FM	C	47 / 4.4	5.8	7.0	5.8	8.9	5.8	782 / 12.8	15.0	18.3	C KFRQ -FM
10	XAAA -FM	SP	38 / 3.5	3.3	1.6	2.2	1.0	2.7	495 / 8.1	7.2	4.2	XAAA -FM
11	KRGE -AM	REL	28 / 2.6	1.8	1.5	2.2	1.4	2.0	282 / 4.6	3.8	3.1	A KRGE -AM
12	KURV -AM	T	25 / 2.3	1.9	2.2	1.4	2.8	2.0	319 / 5.2	4.0	5.0	B KURV -AM
13	KIRT -AM	SP	24 / 2.2	2.1	1.4	1.3	0.6	1.8	413 / 6.7	5.1	2.9	A KIRT -AM
14	KBOR -AM	SP	17 / 1.6	2.3	1.6	2.1	1.4	1.9	253 / 4.1	6.0	5.0	A KBOR -AM
15	XVTH -FM	SP	16 / 1.5	1.5	1.2	0.9	2.0	0.0	368 / 6.0	5.6	6.6	A XVTH -FM
16	KSOX -FM	C	13 / 1.2	1.1	2.4	1.7	1.7	1.6	285 / 4.7	4.5	5.4	A KSOX -FM

12+ FM Share (Metro): 76.38 % (747 of 978) (Winter 95: 80.47 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KBFM-FM >>	1 KBFM-FM <	1 KIWW-FM	1 KIWW-FM >	1 KIWW-FM	1 KGBT-AM >	1 KGBT-AM	1 KIWW-FM	1 KGBT-AM <	1 KBFM-FM >	1 KGBT-AM >
2 KTJN-FF	2 KIWW-FM >	2 KBFM-FM	2 KTEX-FM <	2 KGBT-AM	2 KIWW-FM	2 KIWW-FM	2 KTEX-FM <	2 KBFM-FM <	2 KIWW-FM <	2 KIWW-FM
3 KKPS-FM <	3 KTEX-FM <	3 KTEX-FM <	3 KGBT-AM <	3 KTEX-FM	3 KTEX-FM >	3 KBFM-FM	3 KGBT-AM	3 KIWW-FM	3 KQXX-FM >	3 KKPS-FM
4 KVLY-FM <	4 KKPS-FM	4 KBFM-FM <	4 KKPS-FM <	4 KQXX-FM	4 KTEX-FM	4 KBFM-FM	4 KTEX-FM	4 KTJN-FF <	4 KTEX-FM	4 KTEX-FM
5 KFRQ-FM <	5 KVLY-FM <	5 KKPS-FM <	5 KBFM-FM <	5 KKPS-FM	5 KKPS-FM	5 KVLY-FM	5 KKPS-FM <	5 KKPS-FM	5 KKPS-FM	5 KBFM-FM <
6 KTEX-FM	6 KGBT-AM	6 KVLY-FM >	6 KVLY-FM >	6 KVLY-FM >	6 KVLY-FM <	6 KVLY-FM <	6 KKPS-FM	6 KVLY-FM	6 KGBT-AM <	6 KQXX-FM >
7 KTJN-FF	7 KTJN-FF <	7 KFRQ-FM	7 KFRQ-FM	7 KFRQ-FM	7 KTJN-FF	7 KURV-AM	7 KFRQ-FM <	7 KTEX-FM	7 KTEX-FM	7 KTEX-FM
	8 KFRQ-FM	KTJN-FF	KTJN-FF				8 KTJN-FF >			

Wom 18-24	Wom 18-34	Wom 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-FM >	1 KBFM-FM	1 KIWW-FM	1 KIWW-FM	1 KIWW-FM	1 KBFM-FM >	1 KIWW-FM	1 KIWW-FM	1 KIWW-FM >	1 KIWW-FM
2 KTEX-FM <	2 KIWW-FM >	2 KBFM-FM >	2 KBFM-FM	2 KGBT-AM	2 KFRQ-FM <	2 KFRQ-FM	2 KVLY-FM <	2 KTEX-FM <	2 KTEX-FM
3 KIWW-FM <	3 KTEX-FM	3 KVLY-FM <	3 KTEX-FM <	3 KBFM-FM <	3 KQXX-FM <	3 KBFM-FM <	3 KFRQ-FM	3 KBFM-FM <	3 KGBT-AM <
4 KTJN-FF	4 KKPS-FM	4 KTEX-FM	4 KKPS-FM	4 KKPS-FM <	4 KIWW-FM	4 KKPS-FM <	4 KKPS-FM >	4 KKPS-FM <	4 KVLY-FM <
5 KKPS-FM	5 KVLY-FM <	5 KKPS-FM >	5 KGBT-AM <	5 KTEX-FM	5 XAAA-FM >	5 KVLY-FM >	5 KBFM-FM	5 KFRQ-FM <	5 KKPS-FM
6 KVLY-FM <	6 KTJN-FF	6 KGBT-AM <	6 KVLY-FM	6 KVLY-FM	6 KTEX-FM	6 XAAA-FM	6 KGBT-AM	6 KVLY-FM	6 KBFM-FM <
7 XAAA-FM	7 KTJN-FF	7 KTJN-FF	7 KTJN-FF	7 KQXX-FM	7 KTJN-FF >	7 KTEX-FM		7 KGBT-AM >	7 KFRQ-FM >
		8 KQXX-FM	8 KTJN-FF	8 KTJN-FF					

MCALLEN-BROWNSVILLE-HARLINGEN

Consolidation Report 12+ 25-54 Revenue

Calendar			
KVJY-AM			
KBFM-FM			
KTEX-FM			
	Combined	21.0%	17.9%
			24.3%
Local			
KBOR-AM			
KTJN-FM			
KTJX-FM			
	Combined	6.9%	7.3%
			9.5%
Sunburst, pending			
KFRQ-FM			
KKPS-FM			
KVLY-FM			
	Combined	16.7%	21.3%
			24.3%
		44.6%	46.5%
			58.1%

Other Rated Stations

					Metro Share	Cume Rating
KJAV	-FM	SP	104.9	Alamo	0.4	/ 1.4
KUBR	-AM	SP	1210	San Juan	0.6	/ 1.2
KVPA	-FM	AOR	101.1	Pt. Isabel	0.7	/ 1.3
XERT	-AM	SP	1170	Reynosa	0.8	/ 1.5
XEEW	-FM	?	97.7	Matamoros	0.4	/ 1.7
XEMS	-AM	SP	1490	Matamoros	0.4	/ 1.8
XHNA	-FM	?	105.9	Matamoros	0.6	/ 2.6
XHRR	-FM	?	102.5	Reynosa	0.4	/ 1.3
XRYS	-FM	SP	90.1	Reynosa	0.6	/ 2.1

RADIO STATIONS

KBOR	1600	1 KW (DA-1)	Hispanic	\$ <20.00	(Caballero)	
KGBT	1530	50 KW/10 KW (DA-N)	Hispanic	\$ 38.00	(Katz)	Tichenor
KRGE	1290	5 KW (DA-N)	Religion	\$ <20.00	(--)	
KURV	710	1 KW/0.9 KW (DA-2)	Talk	IBN, CBS \$ <20.00	(--)	
KVJY	840	5 KW/1 KW (DA-2)	EZ	ABC \$ <20.00	(Christal)	Calendar
KBFM-F	104.1	100 KW @ 998	CHR	ABC \$ 42.00	(D & R)	Calendar
KFRQ-F	94.5	100 KW @ 1158	Country	\$ 33.00	(Torbet)	Signature
KIWW-F	96.1	100 KW @ 987	Hispanic	\$ 40.00	(Katz Hisp)	Tichenor
KKPS-F	99.5	100 KW @ 1037	Hispanic	\$ 33.00	(--)	Signature
KQXX-F	98.5	100 KW @ 997	Hispanic	\$ 23.00	(Lotus)	
KSOX-F	102.1	18 KW @ 758	Country	\$ <20.00	(--)	
KTEX-F	100.3	100 KW @ 1125	Country	\$ 48.00	(Christal)	Calendar
KTJN-F	106.3	0.5 KW @ 633	Hispanic	\$ 30.00	(Caballero)	
KTJX-F	105.5	3 KW @ 285	See KTJN-F			
KVLY-F	107.9	100 KW @ 719	Oldies	\$ 32.00	(Torbet)	Tippie

NOTES: KVLY-F sold by Tippie to Sunburst for \$3,175,000 (Whitley; Americom) . . . KFRQ-F, KKPS-F sold by Signature to Sunburst for \$5,500,000 (Americom) . . . KQXX-F sold to Tichenor for \$1,300,000 . . .

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

• AC - Adult Contemporary	J - Jazz and New Adult Contemporary
• AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/F/S - Middle of Road, (MOR) Full Service
• B - Black (audience is 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

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

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

MEMPHIS

Arbitron Rank:	43	Stations:	27 / 26	Last Year's Revenue:	\$39,200,000
Pop (12+):	931,800	Diaries: 1584 / 588 :	1/ 52.7 %	Household Income:	\$41,691
MSA Rank:	52	Sample Target:	1,485	Retail Dollars:	\$9.9 Billion
MSA Pop: 1,080,000 DMA # 5		% Below Line:	0.4	Pop per Station:	35,838
Average Person Ratings:	16.9	% Not Listed:	8.1	#1 Biller: WGKX-FM Rev:	\$6,300,000
Market TSL In Hours:	22.50			#1 Billing Portfolio:	
				Bamstable duop \$8,300,000	

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WHRK -FM	B	225 / 14.3	12.1	11.6	13	12.2	13.2	2398 / 25.7	25.8	23.1	G WHRK -FM
2	WDIA -AM	B	142 / 9.0	6.8	9.3	8.6	8.9	8.4	1620 / 17.4	15.5	18.4	D WDIA -AM
3	WGKX -FM	C	117 / 7.4	7.5	7.5	7.4	6.5	7.5	1715 / 18.4	19.1	18.6	G WGKX -FM
4	WRVR -FM	AC	116 / 7.4	7.1	5.6	7.5	5.6	6.9	1466 / 15.7	15.3	15.3	F WRVR -FM
5	KJMS -FM	B	108 / 6.9	5.8	6.3	7.4	7	6.6	1865 / 20.0	17.4	19.6	C KJMS -FM
6	WMC -FM	CHR/AC	106 / 6.7	5.8	5.8	6.2	6.7	6.1	1624 / 17.4	15.4	17.3	E WMC -FM
7	WLOK -AM	G	85 / 5.4	5	4.7	3.8	6.5	4.7	1195 / 12.8	9.5	12.2	C WLOK -AM
8	WEGR -FM	AOR	82 / 5.2	6.7	6.4	6.3	7.4	6.2	1272 / 13.7	14.6	16.5	F WEGR -FM
9	WMC -AM	N/T	70 / 4.4	6.3	5	4.6	4.2	5.1	1054 / 11.3	12.8	11.3	D WMC -AM
10	WOGY -FM	C	65 / 4.1	5.6	3.9	4.1	4.8	4.4	1045 / 11.2	12.8	13.3	C WOGY -FM
11	WJCE -AM	B/O	48 / 3.0	2.6	2.9	3	2.6	2.9	681 / 7.3	7	6.3	B WJCE -AM
	WRXQ -FM	AQR-NR	48 / 3.0	2.8	2.7	3.4	3	3	862 / 9.2	9.9	9.3	B WRXQ -FM
13	WSRR -FM	O-70s	45 / 2.9	2.7	3.9	2.3	3.3	3	925 / 9.9	10.5	12	D WSRR -FM
14	WMFS -FM	AOR	33 / 2.1	2.4	3	2	0.9	2.4	446 / 4.8	7	4.5	A WMFS -FM
15	WPLX -AM	STDS	32 / 2.0	1.4	1	1.5	1	1.5	250 / 2.7	2.6	1.8	A WPLX -AM
16	WREC -AM	T	24 / 1.5	1.5	1.2	1.1	1.3	1.3	549 / 5.9	7	7.1	B WREC -AM
	WCRV -AM	REL	24 / 1.5	1.7	1.6	1.1	1.3	1.5	466 / 5.0	4.8	4.6	A WCRV -AM

12+ FM Share (Metro): 67.51 % (977 of 1447) (Winter 95: 67.91 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WHRK-FM >>	1 WHRK-FM >>	1 WHRK-FM >	1 WHRK-FM	1 WHRK-FM	1 WDIA-AM	1 WHRK-FM	1 WRVR-FM <	1 WHRK-FM >>	1 WHRK-FM	1 WHRK-FM >
2 KJMS-FM	2 KJMS-FM	2 WDIA-AM <	2 WDIA-AM	2 WDIA-AM	2 WRVR-FM <	2 WDIA-AM	2 WHRK-FM	2 WMC-FM <	2 KJMS-FM	2 WMC-AM <
3 WRXQ-FM >>	3 WMC-FM	3 WMC-FM	3 WMC-FM <	3 WMC-FM <	3 WGKX-FM	3 WEGR-FM <	3 WDIA-AM <	3 WRVR-FM <	3 WDIA-AM	3 KJMS-FM
	4 WEGR-FM <	4 KJMS-FM <	4 WRVR-FM <	4 WRVR-FM	4 WLOK-AM <	4 WGKX-FM	4 WMC-FM	4 WGKX-FM <	4 WGKX-FM	4 WGKX-FM <
	5 WDIA-AM	5 WEGR-FM <	5 WGKX-FM	5 WGKX-FM	5 WMC-AM	5 WRVR-FM	WGKX-FM	5 KJMS-FM <	5 WMC-FM	5 WDIA-AM <
	6 WMFS-FM <	6 WGKX-FM <	6 WEGR-FM	6 KJMS-FM <	6 WHRK-FM	WMC-FM	6 WMC-AM	WDIA-AM	6 WOGY-FM	6 WOGY-FM <
	7 WRVR-FM <	7 WRVR-FM >	KJMS-FM >	7 WEGR-FM <	WMC-FM	7 WLOK-AM	7 WEGR-FM			7 WLOK-AM
			8 WLOK-AM							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WHRK-FM >>	1 WHRK-FM >	1 WHRK-FM	1 WHRK-FM	1 WDIA-AM	1 WHRK-FM >	1 WHRK-FM >	1 WHRK-FM >	1 WHRK-FM	1 WHRK-FM
2 KJMS-FM >	2 WMC-FM <	2 WMC-FM	2 WDIA-AM	2 WHRK-FM <	2 WRXQ-FM <	2 KJMS-FM <	2 KJMS-FM >	2 WEGR-FM	2 WEGR-FM
3 WDIA-AM <	3 KJMS-FM <	3 WDIA-AM	3 WMC-FM	3 WMC-FM	3 WEGR-FM <	3 WEGR-FM >	3 WEGR-FM >	3 WGKX-FM <	3 WGKX-FM
4 WMC-FM <	4 WDIA-AM	4 WRVR-FM	4 WRVR-FM	4 WRVR-FM	4 WMFS-FM >	4 WMFS-FM	4 WMC-FM	4 KJMS-FM	4 KJMS-FM
5 WOGY-FM <	5 WRVR-FM >	5 KJMS-FM >	5 KJMS-FM	5 WLOK-AM	5 WMC-FM <	5 WMC-FM	5 WMFS-FM	5 WMC-FM	5 WRVR-FM <
6 WGKX-FM			6 WLOK-AM <	6 WGKX-FM	6 KJMS-FM >	6 WRXQ-FM	6 WGKX-FM	6 WDIA-AM	6 WDIA-AM
7 WRXQ-FM			7 WGKX-FM >	7 KJMS-FM		7 WGKX-FM		7 WRVR-FM <	7 WMC-FM

MEMPHIS

Consolidation Report	12+	25-54	Revenue
Barnstable			
WSRR-FM			
WGKX-FM			
Combined	10.3%	12.0%	21.2%
Local			
KFTH-FM			
WNWZ-AM			
WHBQ-AM			
Combined	2.0%	1.8%	2.0%
Radio Equity			
WRXQ-FM			
WEGR-FM			
WREC-AM			
Combined	9.8%	9.1%	15.7%
River City			
WRVR-FM			
WOGY-FM			
WJCE-AM			
Combined	14.5%	16.3%	17.1%
	36.6%	39.2%	56.0%

Other Rated Stations				Metro Share	Cume Rating
KFTH	-FM	AOR	107.1 Marion, AR	0.4	2.0
KHLS	-FM	C	96.3 Blytheville, AR	0.4	0.9
WBBP	-AM	REL	1480 Memphis	0.9	3.8
WHBQ	-AM	SPRTS	560 Memphis	0.8	2.8
WKBL	-FM	?	93.5 Covington	0.4	0.8
WKRA	-FM	B	92.7 Holly Springs, MS	0.3	1.5
WNWZ	-AM	STDS	1430 Germantown	0.8	1.7
WXSS	-AM	G	1030 Memphis	0.4	2.1
KIYS	-FM	AC	101.9 Jonesboro, AR	0.4	0.7

RADIO STATIONS

KWAM	990	10 KW/450 W (DA-2)	Gospel	Unistr	\$ 16.00	(D&R)	Rivers	
WBBP	1480	5 KW/41 W	Religion		\$ 14.00	(---)		
WCRV	640	50 KW/480 W (DA-N)	Religion		\$ <20.00	(---)	Bott	(Collierville)
WDIA	1070	50 KW/5 KW (DA-2)	Black	ABC	\$ 48.00	(Mc-Guild)	Ragan Henry	
WJCE	880	10 KW/5 KW (DA-N)	Black Oldies	SMN, ABC	\$ 25.00	(MMR)	River City	
WLOK	1340	1 KW	Gospel	Westwd, AURN	\$ 30.00	(K & P)		
WMC	790	5 KW (DA-N)	News/Talk	ABC, CBS	\$ 53.00	(Banner)	Ellis	
WPLX	1170	1 KW (DAYS)	Standards	CNN, Westwd	\$ 19.00	(---)		(Germantown)
WREC	600	5 KW (DA-2)	Talk	CBS, AP	\$ <20.00	(McGuild)	Radio Equity	
KFTH-F	107.1	3 KW @ 328	AOR	SMN, AURN	\$ 17.00	(---)	Flinn	(Marion, AR)
KJMS-F	101.1	100 KW @ 450	Black	Westwd, CBS	\$ 40.00	(K & P)	Rivers	
WEGR-F	102.7	100 KW @ 900	AOR	Westwd	\$ 92.00	(Mc-Guild)	Radio Equity	
WGKX-F	105.9	100 KW @ 984	Country		\$ 111.00	(D&R)	Barnstable	
WHRK-F	97.1	100 KW @ 531	Black	Westwd	\$ 95.00	(Mc-Guild)	Ragan Henry	
WMC -F	99.7	300 KW @ 908	CHR/AC	Source	\$ 78.00	(Banner)	Ellis	
WMFS-F	92.9	6 KW @ 328	AOR		\$ 21.00	(---)		(Bartlett)
WOGY-F	94.1	50 KW @ 472	Country	Westwd	\$ 40.00	(MMR)	River City	(Germantown)
WRVR-F	104.5	100 KW @ 750	AC		\$ 88.00	(MMR)	River City	
WRXQ-F	95.7	6 KW @ 328	AOR-NR		\$ 24.00	(Mc-Guild)	Radio Equity	(Olive Branch, MS)
WSRR-F	98.1	100 KW @ 788	Oldies-70's	ABC	\$ 49.00	(D&R)	Barnstable	(Millington)

NOTES: The following stations were sold by Ragan Henry to Clear Channel: WDIA for \$6,800,000 (E) and WHRK-F for \$25,000,000 (E) . . . KWAM, KJMS-F sold by Rivers to Ragan Henry to Clear Channel for \$12,500,000 . . . WJCE, WOGY-F and WRVR-F sold by River City to Sinclair TV . . .

MIAMI-FT. LAUDERDALE-HOLLYWOOD

Arbitron Rank: 11	Stations: 38 / 33	Last Year's Revenue: \$141,000,000
Pop (12+): 2,936,100	Diaries: 4767 / 616 :1/ 46.4 %	Household Income: \$41,232
MSA Rank: 24 - Miami 39 - Ft. Laud.	Sample Target: 4,710	Retail Dollars: \$38.4 Bil
MSA Pop: 3,470,000 DMA # 16	% Below Line: 1.7	Pop per Station: 88,973
Average Person Ratings: 19.1	% Not Listed: 9.1	#1 Biller: NA (prob. WPOW-F) Rev:
Market TSL in Hours: 25.25		#1 Billing Portfolio: Cox duop \$23,500,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1 WEDR -FM B	338 / 6.0	6.2	5.8	5.7	6.4	5.9	4132 / 14.1	14.0	13.9	H	WEDR -FM
2 WPOW -FM CHR	291 / 5.2	4.3	5.1	5.0	4.5	4.9	4985 / 17.0	15.7	16.2	H	WPOW -FM
3 WAMR -FM SP	289 / 5.2	4.7	1.4	1.5	1.2	3.2	3078 / 10.5	10.1	4.5		WAMR -FM
4 WLYF -FM SAC	284 / 5.1	5.3	5.1	5.2	5.6	5.2	3499 / 11.9	12.4	13.1	H	WLYF -FM
5 WHQT -FM B	283 / 5.1	5.4	5.1	5.1	4.9	5.2	3861 / 13.2	12.9	13.4	H	WHQT -FM
6 WRMA -FM SP	271 / 4.8	6.3	5.4	5.8	5.0	5.6	3353 / 11.4	12.0	10.6	G	WRMA -FM
7 WAQI -AM SP	250 / 4.5	4.0	4.4	4.0	4.5	4.2	2178 / 7.4	6.6	6.9		WAQI -AM
8 WMXJ -FM O	221 / 3.9	3.1	3.9	3.5	3.5	3.6	3467 / 11.8	10.9	10.8	G	WMXJ -FM
9 WHYI -FM CHR/AC	204 / 3.6	3.5	3.9	4.0	4.3	3.8	3948 / 13.4	12.8	14.6	H	WHYI -FM
10 WKIS -FM C	202 / 3.6	3.3	3.2	3.8	3.9	3.5	2768 / 9.4	8.8	9.7	H	WKIS -FM
11 WIOD -AM N/T	192 / 3.4	3.4	3.3	3.5	4.2	3.4	2353 / 8.0	9.2	8.6	H	WIOD -AM
12 WFLC -FM AC	186 / 3.3	3.6	3.6	3.8	3.7	3.0	3274 / 11.2	12.2	12.3	H	WFLC -FM
13 WLVE -FM J	183 / 3.3	2.8	3.0	2.8	3.5	3.0	2586 / 8.8	9.0	9.4	G	WLVE -FM
WZTA -FM AOR	183 / 3.3	3.2	3.3	2.6	2.4	3.1	2736 / 9.3	9.8	9.8	G	WZTA -FM
15 WTMI -FM CL	180 / 3.2	3.1	2.6	2.7	3.0	2.9	2275 / 7.7	8.3	8.3	F	WTMI -FM
16 WXDJ -FM SP	168 / 3.0	4.1	3.8	3.6	2.7	3.6	2742 / 9.3	10.1	9.0	G	WXDJ -FM
17 WCMQ -AF SP	156 / 2.8	2.9	2.9	2.0	2.8	2.7	1477 / 5.0	4.4	4.9		WCMQ -AF
18 WQBA -AM SP	147 / 2.6	2.5	2.7	2.5	2.5	2.6	1456 / 5.0	4.7	4.9		WQBA -AM
19 WBGJ -FM O-70s	125 / 2.2	2.6	2.1	2.5	2.1	2.4	2462 / 8.4	8.3	9.1	D	WBGJ -FM
20 WINZ -AM N/T	106 / 1.9	2.1	2.4	2.0	1.9	2.1	2197 / 7.5	8.0	8.5	F	WINZ -AM
21 WQAM -AM SPRTS	102 / 1.8	1.4	1.8	1.5	1.9	1.6	1721 / 5.9	5.3	5.0	D	WQAM -AM
22 WSUA -AM SP	93 / 1.7	1.0	1.5	1.8	1.5	1.5	876 / 3.0	1.8	2.6		WSUA -AM
23 WSHE -FM AOR	91 / 1.6	2.0	1.9	2.1	2.4	1.9	2098 / 7.1	8.0	9.3	G	WSHE -FM
24 WRTO -FM SP	81 / 1.4	1.4	3.1	3.3	3.4	2.3	1774 / 6.0	5.1	7.2		WRTO -FM
25 WMBM -AM G/B	58 / 1.0	1.7	1.1	1.3	0.0	1.3	604 / 2.1	2.7	0.0		WMBM -AM

12+ FM Share (Metro): 73.18 % (3728 of 5094) (Winter 95: 74.24 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WPOW-F	1 WPOW-F <	1 WEDR-FM	1 WEDR-FM <	1 WHQT-FM <	1 WAQI-AM	1 WAMR-FM >	1 WLYF-FM <	1 WEDR-FM <	1 WPOW-F <	1 WEDR-FM >
2 WEDR-FM >>	2 WEDR-FM >	2 WHQT-FM	2 WHQT-FM	2 WAMR-FM <	2 WLYF-FM <	2 WHQT-FM <	2 WIOD-AM	2 WPOW-F <	2 WEDR-FM	2 WAQI-AM
3 WHQT-FM	3 WZTA-FM <	3 WPOW-F	3 WAMR-FM <	WEDR-FM <	3 WAMR-FM	3 WEDR-FM	3 WRMA-FM <	3 WLYF-FM <	3 WAQI-AM <	3 WHQT-FM <
WZTA-FM <	4 WHQT-FM	4 WAMR-FM <	4 WRMA-FM	4 WRMA-FM	WRMA-FM <	4 WAQI-AM <	4 WAQI-AM <	4 WHQT-FM	4 WHQT-FM <	4 WFTL-AM
5 WHYI-FM >	5 WHYI-FM	5 WRMA-FM <	5 WLYF-FM <	5 WLYF-FM	5 WMDJ-FM	5 WBGJ-FM <	5 WAMR-FM <	5 WMDJ-FM <	5 WRMA-FM	
6 WFLC-FM <	6 WZTA-FM <	6 WPOW-F <	6 WMDJ-FM <	6 WMDJ-FM <	6 WTM-FM <	6 WCMQ-AF	6 WEDR-FM <	6 WRMA-FM <	6 WLYF-FM	
	7 WFLC-FM <	7 WFLC-FM <	7 WFLC-FM <	7 WFLC-FM <	7 WCMQ-AF	7 WCMQ-A	7 WFLC-FM <	7 WHYI-FM <	WQBA-AM	
	8 WHYI-FM <	8 WLVE-FM <	8 WPOW-F <	8 WCMQ-A <	WPOW-F	8 WHQT-FM <	8 WAMR-FM <			
	9 WLYF-FM	9 WMDJ-FM	9 WLVE-FM <	9 WHQT-FM <		9 WLVE-FM <				
		WHYI-FM	10 WHYI-FM <	10 WKIS-FM <						
		WZTA-FM <								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WPOW-F <	1 WEDR-FM	1 WAMR-FM <	1 WHQT-FM <	1 WAMR-FM <	1 WPOW-F	1 WPOW-F	1 WPOW-F <	1 WEDR-FM	1 WEDR-FM <
2 WEDR-FM	WPOW-F <	2 WHQT-FM <	2 WEDR-FM	2 WHQT-FM <	2 WEDR-FM	2 WEDR-FM <	2 WZTA-FM <	2 WZTA-FM	2 WIOD-AM
3 WHQT-FM	3 WHQT-FM	3 WEDR-FM <	3 WHYI-FM <	3 WRMA-FM <	3 WZTA-FM >>	3 WZTA-FM >	3 WEDR-FM	WPOW-F	3 WHQT-FM <
4 WHYI-FM <	4 WHYI-FM	4 WPOW-F <	4 WPOW-F	4 WEDR-FM <	4 WXDJ-FM <	4 WIOD-AM	4 WIOD-AM	4 WIOD-AM <	4 WZTA-FM <
5 WFLC-FM >	5 WFLC-FM <	5 WHYI-FM <	WAMR-FM <	5 WLYF-FM <	5 WKIS-FM <	5 WXDJ-FM <	5 WBGJ-FM <	5 WHQT-FM	5 WAMR-FM <
6 WAMR-FM <	6 WLYF-FM	6 WRMA-FM <	6 WRMA-FM <	6 WHYI-FM <	6 WHYI-FM <	6 WHQT-FM <	6 WAMR-FM	6 WBGJ-FM <	6 WBGJ-FM <
7 WLYF-FM <	7 WRMA-FM	7 WFLC-FM <	7 WMDJ-FM <	7 WMDJ-FM <	7 WFLC-FM	7 WFLC-FM	7 WFLC-FM	7 WAMR-FM	7 WLVE-FM <
8 WRMA-FM <	8 WFLC-FM	8 WLYF-FM	6 WFLC-FM	9 WPOW-F <	WBGJ-FM <	WHQT-FM	WLVE-FM <	8 WMDJ-FM <	
					9 WHYI-FM <	WXDJ-FM <	9 WKIS-FM	9 WPOW-F	
					10 WAMR-FM <	10 WSHE-FM <		WRMA-FM <	

MIAMI-FT. LAUDERDALE-HOLLYWOOD

Consolidation Report	12+	25-54	Revenue
Clear Channel			
WHYI-FM			
WBGG-FM			
Combined	5.9%	7.6%	7.2%
Cox			
WIOD-AM			
WFLC-FM			
WHQT-FM			
Combined	11.8%	14.1%	16.4%
Heftel			
WRTO-FM			
WAMR-FM			
WQBA-AM			
WAQI-AM			
Combined	13.7%	11.0%	16.4%
Jefferson-Pilot			
WAXY-AM			
WLYF-FM			
WMXJ-FM			
Combined	9.6%	9.8%	9.9%
Local			
WWFE-AM			
WRHC-AM			
Combined	0.3%	0.3%	1.0%
Paxson			
WFTL-AM			
WZTA-FM			
WXDJ-FM			
WSHE-FM			
WRMA-FM			
WLVE-FM			
WSRF-AM			
WINZ-AM			
Combined	18.6%	20.3%	24.4%
	59.9%	63.1%	75.3%

Other Rated Stations

Station	Class	Power	City	Metro Share	Cume Rating
WAVS	-AM E	1170	Davie	0.8	2.3
WAXY	-AM T	790	S. Miami	0.6	2.5
WFTL	-AM N/T	1400	Ft. Lauderdale	0.7	2.5
WKAT	-AM REL	1360	N. Miami	0.6	1.7
WRBD	-AM B	1470	Pompano Beach	0.8	2.2
WVCG	-AM E	1080	Coral Gables	0.3	1.3
WWFE	-AM SP	670	Miami	0.3	1.2
WEAT	-FM SAC	104.3	W. Palm Beach	0.5	2.0
WJNO	-AM N/T	1230	W. Palm Beach	0.5	1.7
WRMF	-FM AC	97.9	Palm Beach	0.7	3.3

RADIO STATIONS

Station	Power	Class	Genre	Value	Notes	Owner
WAQI	710	50 KW (DA-2)	Hispanic	\$ 80.00	(Caballero)	Heftel
WAVS	1170	5 KW/270 W (DA-N)	Ethnic	\$ 44.00	(--)	
WCMQ	1210	25 KW/2.5 KW (DA-2)	Hispanic	\$ 55.00	(SBS)	SBS
WFTL	1400	1 KW	Talk	\$ 38.00	(Direct)	Paxson
WINZ	940	50 KW/25 KW (DA-N)	News/Talk	\$ 73.00	(Katz)	Paxson
WIOD	610	10 KW (DA-2)	News/Talk	\$ 154.00	(Christal)	Cox
WAXY	790	25 KW (DA-2)	Standards	\$ 44.00	(Banner)	Jefferson-Pilot
WQAM	560	5 KW/1 KW	Sports	Westwd \$ 47.00	(D&R)	Sunshine Wireless
WQBA	1140	50 KW/10 KW (DA-2)	Hispanic	\$ 100.00	(Katz Hisp.)	Heftel
WRBD	1470	5 KW/2.5 KW (DA-2)	Black/Gospel	AURN \$ 35.00	(--)	Rivers
WSUA	1260	5 KW (DA-2)	Hispanic	\$ 41.00	(--)	El Dorado
WWFE	670	50 KW/1 KW (DA-2)	Hispanic	UPI \$ 44.00	(Lotus)	WRHC owner
WAMR-F	107.5	96 KW @ 1006	Hispanic	\$ 80.00	(Katz Hisp.)	Heftel
WBGG-F	105.9	100 KW @ 1024	Oldies - 70's	\$ 69.00	(Mc-Guild)	Clear Channel
WCMQ-F	92.3	31 KW @ 618	Hispanic	\$ 65.00	(SBS)	SBS
WEDR-F	99.1	100 KW @ 919	Black	CBS \$155.00	(Mc-Guild)	Rivers
WGTR-F	97.3	100 KW @ 1006	AC	\$177.00	(Christal)	Cox
WHQT-F	105.1	100 KW @ 1006	Black/CHR	\$150.00	(Christal)	Cox
WHYI-F	100.7	100 KW @ 1006	AC/CHR	\$172.00	(Mc-Guild)	Clear Channel
WKIS-F	99.9	100 KW @ 984	Country	Westwd \$147.00	(D&R)	Sunshine Wireless
WLVE-F	93.9	100 KW @ 1006	Jazz	\$140.00	(Katz)	Paxson
WLYF-F	101.5	100 KW @ 810	Soft AC	\$164.00	(Banner)	Jefferson-Pilot
WMXJ-F	102.7	100 KW @ 1006	Oldies	\$133.00	(Banner)	Jefferson-Pilot
WPOW-F	96.5	100 KW @ 1006	CHR	Source \$174.00	(D&R)	Beasley
WRTO-F	98.3	100 KW @ 1407	Hispanic	\$ 60.00	(Lotus)	Heftel
WSHE-F	103.5	100 KW @ 1006	AOR	\$100.00	(Torbet)	TK
WTMI-F	93.1	100 KW @ 1006	Classical	\$115.00	(CMBS)	Marin
WRMA-F	106.7	100 KW @ 984	Spanish AC	\$129.00	(--)	WXDJ owner (D)
WXDJ-F	95.7	46 KW @ 531	Hispanic	\$126.00	(--)	
WZTA-F	94.9	100 KW @ 1006	AOR	\$110.00	(Katz)	Paxson

NOTES: WQAM, WKIS-F sold by Sunshine to Beasley for \$57,000,000 (Star). . . WSRF, WSHE-F sold by TK to Paxson for \$57,500,000 (Star) . . . WXDJ-F, WRMA-F sold to Paxson for \$115,000,000 (CANCELED) . . .

MILWAUKEE-RACINE

Arbitron Rank: 28	Stations: 34 / 27	Last Year's Revenue: \$55,700,000
Pop (12+): 1,339,700	Diaries: 2811 / 477 :1/ 60.6 %	Household Income: \$51,651
MSA Rank: 36	Sample Target: 2,670	Retail Dollars: \$14.5 Bil
MSA Pop: 1,460,000 DMA # 31	% Below Line: 2.8	Pop per Station: 49,619
Average Person Ratings: 17.1	% Not Listed: 9.3	#1 Biller: WTMJ Rev: \$9,900,000
Market TSL In Hours: 22.50		#1 Billing Portfolio:
		Journal Co. combo \$13,500,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WTMJ -AM	FS	210 / 9.2	9.1	8.1	7.4	7.6	2985 / 22.3	27.2	20.9	H	WTMJ -AM
2	WMIL -FM	C	193 / 8.4	7.7	7.4	7.8	9.4	2324 / 17.3	16.7	18.1	G	WMIL -FM
3	WKV -FM	B	172 / 7.5	6.7	7.3	7.3	6.6	1837 / 13.7	12.5	13.1	D	WKV -FM
4	WTKI -FM	AC	164 / 7.2	6.2	6.6	6.6	7.2	2790 / 20.8	19.5	19.0	H	WTKI -FM
5	WKLH -FM	CL AOR	147 / 6.4	6.5	6.5	6.7	5.5	2253 / 16.8	16.1	15.2	G	WKLH -FM
6	WLZR -FM	AOR	123 / 5.4	5.9	7.0	5.8	4.1	2203 / 16.4	17.3	12.1	E	WLZR -FM
7	WZTR -FM	O	105 / 4.6	4.2	4.7	4.3	3.7	1926 / 14.4	14.6	12.5	D	WZTR -FM
8	WOKY -AM	ST	104 / 4.5	6.6	6.5	6.4	6.0	1253 / 9.4	12.2	11.5	D	WOKY -AM
9	WMYX -FM	AC	102 / 4.5	4.1	3.7	2.9	4.3	1795 / 13.4	12.3	11.3		WMYX -FM
10	WISN -AM	T	96 / 4.2	4.8	5.4	5.7	5.2	1625 / 12.1	11.8	14.6	E	WISN -AM
11	WLUM -FM	AOR-NR	92 / 4.0	3.9	4.9	4.9	5.2	1950 / 14.6	14.1	17.1	D	WLUM -FM
12	WLTQ -FM	SAC	70 / 3.1	2.8	2.1	3.0	2.8	1367 / 10.2	8.7	8.4	E	WLTQ -FM
13	WMCS -AM	B	63 / 2.8	2.7	2.6	1.7	2.3	802 / 6.0	5.1	4.6	A	WMCS -AM
14	WAMG -FM	SAC	57 / 2.5	2.7	3.2	3.7	3.4	1118 / 8.3	8.5	10.5	D	WAMG -FM
15	WFMR -FM	CL	54 / 2.4	2.7	1.7	3.2	2.5	963 / 7.2	6.7	7.4	C	WFMR -FM
16	WNOV -AM	B/G	40 / 1.7	1.7	2.6	1.5	2.2	565 / 4.2	4.1	4.7	A	WNOV -AM
17	WFMI -FM	J	35 / 1.5	1.4	0.0	0.0	0.0	578 / 4.3	4.1	0.0	A	WFMI -FM
18	WQFM -FM	AOR	34 / 1.5	1.3	1.9	2.2	2.8	996 / 7.4	8.4	10.0	C	WQFM -FM
19	WEZY -FM	EZ	30 / 1.3	1.0	1.4	0.8	1.1	483 / 3.6	3.4	3.2		WEZY -FM
	WAUK -AM	SPRTS	30 / 1.3	0.6	0.0	0.8	0.0	247 / 1.8	2.0	0.0		WAUK -AM

12+ FM Share (Metro): 69.86 % (1451 of 2077) (Winter 95: 68.5 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WKV-FM >>	1 WKV-FM >	1 WTKI-FM <	1 WKLH-FM <	1 WKLH-FM <	1 WTMJ-AM >	1 WTMJ-AM	1 WMIL-FM <	1 WTMJ-AM <	1 WKV-FM >>	1 WTMJ-AM
2 WLZR-AF <	2 WLZR-FM <	2 WKLH-FM <	2 WTKI-FM <	2 WMIL-FM	2 WMIL-FM	2 WTKI-FM <	2 WTMJ-AM <	2 WMIL-FM <	2 WMIL-FM <	2 WKV-FM
3 WLZR-FM	3 WTKI-FM <	3 WMIL-FM	3 WMIL-FM >	WTKI-FM >	3 WOKY-AM	3 WKLH-FM	3 WKLH-FM <	3 WKV-FM	3 WTMJ-AM	3 WMIL-FM <
	4 WKLH-FM	4 WKV-FM <	4 WKV-FM <	4 WZTR-FM <	4 WISN-AM <	4 WMIL-FM <	4 WTKI-FM <	4 WTKI-FM	4 WLZR-FM <	4 WKLH-FM
	5 WMIL-FM	5 WLZR-FM	WZTR-FM <	5 WKV-FM <	5 WZTR-FM <	5 WLZR-FM	5 WISN-AM	5 WKLH-FM	5 WLUM-FM	5 WTKI-FM <
	6 WLUM-FM	6 WMYX-FM	6 WLZR-FM	6 WMYX-FM <	6 WTKI-FM <	6 WKV-FM	6 WMYX-FM <	6 WLZR-FM <	6 WTKI-FM	6 WMCS-AM
	7 WMYX-FM >>	7 WZTR-FM <	7 WMYX-FM	7 WTMJ-AM <	7 WKLH-FM >	7 WZTR-FM	7 WISN-AM <	7 WZTR-FM	7 WISN-AM <	
		8 WLUM-FM >		8 WLZR-FM			8 WMYX-FM <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKV-FM	1 WTKI-FM	1 WTKI-FM	1 WTKI-FM >	1 WTKI-FM	1 WLZR-FM >>	1 WLZR-FM >	1 WLZR-FM <	1 WKLH-FM	1 WKLH-FM >
2 WTKI-FM >	2 WKV-FM >	2 WKV-FM	2 WKV-FM <	2 WMIL-FM	2 WKV-FM <	2 WKLH-FM >	2 WKLH-FM >	2 WLZR-FM	2 WMIL-FM
3 WMYX-FM	3 WMYX-FM <	3 WMIL-FM	3 WMIL-FM	3 WMYX-FM <	3 WLUM-FM	3 WKV-FM <	3 WMIL-FM <	3 WMIL-FM >	3 WLZR-FM
4 WLUM-FM >	4 WMIL-FM	4 WMYX-FM <	4 WMYX-FM	4 WKV-FM	4 WMIL-FM <	4 WLUM-FM	4 WKV-FM <	4 WLUM-FM <	4 WTMJ-AM <
5 WKLH-FM	5 WLUM-FM	5 WKLH-FM	5 WKLH-FM	5 WLTQ-FM <	5 WKLH-FM <	5 WKLH-FM <	5 WLUM-FM >	5 WKV-FM <	5 WZTR-FM <
	6 WKLH-FM >	6 WLUM-FM	6 WLTQ-FM	6 WKLH-FM <	6 WMYX-FM >	6 WMYX-FM		6 WISN-AM <	6 WISN-AM
7 WLZR-FM		7 WLTQ-FM	7 WZTR-FM	7 WZTR-FM				7 WZTR-FM <	7 WTKI-FM
								8 WTKI-FM <	

MILWAUKEE-RACINE

Consolidation Report 12+ 25-54 Revenue

Heritage			
WEMP-AM			
WAMG-FM			
WMYX-FM			
Combined	7.7 %	9.6 %	10.8 %
Local			
WFMI-FM			
WFMR-FM			
Combined	3.9 %	3.5 %	2.0 %
Saga			
WLZR-AM			
WLZR-FM			
WKLH-FM			
Combined	11.8 %	14.8 %	17.2 %
	23.4 %	27.9 %	30.0 %

Other Rated Stations

				Metro Share	Cume Rating
WBKV	-AM	T	1470	West Bend	0.3 / 0.9
WBWI	-FM	C	92.5	West Bend	0.7 / 2.5
WEMP	-AM	O	1250	Milwaukee	0.7 / 2.2
WRJN	-AM	T	1400	Racine	0.6 / 1.5
WTKM	-FM	E	104.9	Hartford	0.9 / 1.7
WTKM	-AM	C	1540	Hartford	0.2 / 0.4
WZXA	-FM	AC	104.7	Sturtevant	0.3 / 1.0
WBBM	-AM	N	780	Chicago	0.5 / 2.2
WGN	-AM	T/FS	720	Chicago	0.9 / 2.2
WIIL	-FM	AOR	95.1	Kenosha	0.4 / 2.3
WIND	-AM	SP	560	Chicago	0.3 / 1.0
WJJO	-FM	CL AOR	94.1	Watertown	0.3 / 0.9
WNIB	-FM	CL	97.1	Chicago	0.2 / 0.5
WNIZ	-FM	CL	98.9	Zion, IL	0.2 / 0.7

RADIO STATIONS

WEMP	1250	5 KW (DA-2)	Oldies	Westwd \$ NA	(Eastman)	Heritage
WISN	1130	50 KW/10 KW (DA-2)	Talk	ABC, Westwd \$ 62.00	(Katz)	Hearst
WMCS	1290	5 KW (DA-2)	Black	ABC, SMN \$ 28.00	(Banner)	All Pro
WNOV	860	250 W/5 W	Black/Gospel	AURN \$ 22.00	(—)	
WOKY	920	5 KW/1 KW (DA-2)	Standards/FS	CNN \$ 56.00	(MMR)	Sundance
WTMJ	620	50 KW/10 KW (DA-2)	Full Service	Talknt, CBS \$139.00	(Christal)	Journal Co.
WAMG-F	103.7	20 KW @ 840	Soft AC	Westwd, CNN \$ 50.00	(Eastman)	Heritage
WEZY-F	92.1	2.7 KW @ 492	EZ	NA	(Christal)	(Racine)
WFMI-F	106.9	6 KW @ 328	Jazz	\$ 25.00	(CMBS)	WFMR owner
WFMR-F	98.3	6 KW @ 292	Classical	Westwd \$ 39.00	(CMBS)	(Menomonee Falls)
WKKV-F	100.7	50 KW @ 500	Urban	Westwd \$ 60.00	(Torbet)	(Racine)
WKLH-F	96.5	20 KW @ 807	Classic AOR	\$118.00	(Mc-Guild)	Saga
WKTJ-F	94.5	16 KW @ 911	AC/CHR	ABC \$146.00	(Christal)	Journal Co.
WLTQ-F	87.3	16 KW @ 911	AC	ABC \$ 64.00	(Katz)	Hearst
WLUM-F	102.1	20 KW @ 761	AOR-NR	Source \$ 60.00	(Banner)	All Pro
WLZR-F	102.9	50 KW @ 436	AOR	ABC \$ 80.00	(Eastman)	Saga
WMIL-F	106.1	13 KW @ 976	Country	\$ 125.00	(MMR)	Sundance
WMYX-F	99.1	50 KW @ 448	AC	Westwd \$ 75.00	(Eastman)	Heritage
WQFM-F	93.3	13 KW @ 990	Jazz	ABC \$ 40.00	(MMR)	Shamrock
WZTR-F	95.7	34 KW @ 610	Oldies	\$ 59.00	(Banner)	Shockley

NOTES: WKKV-F sold by Ragan Henry to Clear Channel for \$10,000,000 . . . WOKY (\$7,000,000) and WMIL-F (\$35,000,000) sold by Sundance to Colfax . . .

MINNEAPOLIS-ST. PAUL

Arbitron Rank:	16	Stations:	23 / 23	Last Year's Revenue:	\$105,000,000
Pop (12+):	2,202,400	Diaries: 3434 / 641 :	1/ 60.8 %	Household Income:	\$55,637
MSA Rank:	12	Sample Target:	3,440	Retail Dollars:	\$28.4 Bil
MSA Pop: 2,740,000 DMA # 14		% Below Line:	0	Pop per Station:	95,757
Average Person Ratings:	16.3	% Not Listed:	17.1	#1 Biller: KQRS-AF	Rev: \$18,200,000
Market TSL in Hours:	21.50			#1 Billing Portfolio:	
				CBS/Westinghouse combo	\$26,500,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WCCO -AM	FS	480 / 13.3	13.1	11.9	12.0	12.4	12.6	6451 / 29.3	29.8	28.2	J WCCO -AM
2	KQRS -AF	CL AOR	379 / 10.5	10.8	12.8	11.8	12.3	11.5	5823 / 26.4	27.4	28.9	J KQRS -AF
3	KDWB -FM	CHR	279 / 7.8	7.0	6.4	6.9	7.3	7.0	5238 / 23.8	22.5	21.6	H KDWB -FM
4	WLTE -FM	SAC	232 / 6.4	6.3	6.3	7.0	6.2	6.5	3641 / 16.5	17.5	18.7	H WLTE -FM
5	KSTP -AM	N/T	199 / 5.5	5.2	3.8	4.3	4.9	4.7	2816 / 12.8	12.1	11.9	E KSTP -AM
6	KEEY -FM	C	197 / 5.5	6.8	6.3	5.8	5.3	6.1	3465 / 15.7	18.8	14.9	G KEEY -FM
7	WBOB -FM	C	196 / 5.4	6.3	6.4	6.1	5.8	6.1	3429 / 15.6	16.2	15.2	G WBOB -FM
8	KSTP -FM	AC	191 / 5.3	5.9	6.6	5.9	5.3	5.9	4442 / 20.2	20.2	20.9	I KSTP -FM
9	KEGE -AF	AOR-NR	189 / 5.3	5.4	5.7	6.9	6.8	5.8	3734 / 17.0	17.3	20.2	H KEGE -AF
10	KQQL -FM	O	147 / 4.1	3.8	4.8	5.1	3.9	4.5	3442 / 15.6	15.5	15.4	H KQQL -FM
11	KTCZ -FM	AOR-P	144 / 4.0	3.1	3.4	3.1	4.0	3.4	2543 / 11.5	10.5	12.5	G KTCZ -FM
12	KMJZ -FM	J	98 / 2.7	2.3	2.1	1.8	3.2	2.2	1727 / 7.8	8.1	8.3	D KMJZ -FM
13	KLBB -AA	ST	69 / 1.9	2.3	1.4	1.7	1.6	1.8	1166 / 5.3	6.0	4.4	C KLBB -AA
14	KFAN -AM	SPRTS	55 / 1.5	2.3	1.5	1.2	1.6	1.6	1241 / 5.6	8.6	6.7	E KFAN -AM
15	KREV -FF	AOR	54 / 1.5	2.2	1.5	2.1	0.7	1.8	911 / 4.1	5.3	3.7	C KREV -FF

12+ FM Share (Metro): 71.47 % (2132 of 2983) (Winter 95: 73.78 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KDWB-FM >	1 KQRS-AF	1 KQRS-AF >	1 KQRS-AF >>	1 KQRS-AF >	1 WCCO-AM >>	1 WCCO-AM	1 WCCO-AM	1 WCCO-AM	1 KDWB-FM >	1 WCCO-AM >>
2 KEGE-AF >	2 KDWB-FM	2 KDWB-FM	2 WCCO-AM <	2 WCCO-AM	2 WLTE-FM <	2 KQRS-AF >>	KQRS-AF	2 KQRS-AF <	2 WCCO-AM <	2 KQRS-AF <
3 WBOB-FM >	3 KEGE-AF <	3 KSTP-FM <	3 WLTE-FM <	3 WLTE-FM	3 KSTP-AM <	3 KDWB-FM	3 WLTE-FM <	3 KDWB-FM	3 KEGE-AF <	3 KQRS-FM
	4 KSTP-FM	4 WLTE-FM <	4 KSTP-FM <	4 KSTP-FM	4 KQRS-AF >	4 WLTE-FM	4 KSTP-AM	4 KSTP-AM <	4 KQRS-AF	
	5 WBOB-FM <	5 WCCO-AM <	5 KTCJ-AF <	5 KTCJ-AF <	5 KQQL-FM <	5 WBOB-FM <	5 KDWB-FM <	5 WLTE-FM <	5 WBOB-FM	
	6 KEEY-FM	6 KEGE-AF	6 KDWB-FM	6 KSTP-AM <	6 KEEY-FM	6 KEEY-FM	6 KSTP-FM	KEGE-AF	6 WLTE-FM <	
	7 KTCJ-AF	WBOB-FM <	7 KSTP-AM	7 KDWB-FM <	7 WBOB-FM <	7 KSTP-AM <	7 KEEY-FM <	KSTP-FM <	7 KSTP-FM <	
		8 KTCJ-AF <	WBOB-FM <	8 KQQL-FM		8 WBOB-FM <	8 KEEY-FM <	8 KEEY-FM <	8 KEEY-FM	
		9 KEEY-FM	9 KQQL-FM	WBOB-FM <			9 WBOB-FM			
				10 KEEY-FM						

Wom 18-24	Wom 18-34	Wom 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-FM >>	1 KDWB-FM	1 KQRS-AF	1 KDWB-FM <	1 WLTE-FM	1 KDWB-FM <	1 KQRS-AF >	1 KQRS-AF >>	1 KQRS-AF >>	1 KQRS-AF >>
2 KSTP-FM	2 KQRS-AF <	2 KSTP-FM	2 WLTE-FM <	2 KQRS-AF	2 KEGE-AF	2 KEGE-AF <	2 KEGE-AF	2 KEGE-AF <	2 WCCO-AM <
3 KEEY-FM <	3 KSTP-FM >	3 KDWB-FM >	3 KQRS-AF <	3 KSTP-FM	3 KQRS-AF >	3 KDWB-FM >	3 KDWB-FM <	3 KSTP-AM <	3 KSTP-AM
4 WBOB-FM <	4 WBOB-FM <	4 WBOB-FM <	4 KSTP-FM >	4 WCCO-AM <	4 KEEY-FM >	4 WBOB-FM	4 KTCJ-AF <	4 KDWB-FM <	4 KTCJ-AF
5 KEGE-AF	5 KEEY-FM <	5 KEEY-FM <	5 WBOB-FM	5 KDWB-FM	5 WBOB-FM <	KSTP-FM <	5 KSTP-AM	5 WCCO-AM	5 WBOB-FM
6 WLTE-FM	6 KEGE-AF	6 KEGE-AF <	KEEY-FM	6 KEEY-FM <	6 KSTP-FM >	6 KEEY-FM	6 KSTP-FM <	6 KTCJ-AF <	KQQL-FM <
7 KQRS-AF >	7 WLTE-FM	7 WLTE-FM	7 KTCJ-AF <	7 KQQL-FM <	7 KSTP-AM <	7 WBOB-FM	7 WBOB-FM	7 WBOB-FM	7 KEGE-AF
	8 KTCJ-AF <	KTCJ-AF >	8 WCCO-AM	8 WBOB-FM <	8 KTCJ-AF <	8 KREV-FF <			
	9 KTCZ-FM >>			9 KTCJ-AF	9 KTCZ-FM <				

MINNEAPOLIS-ST. PAUL

Consolidation Report 12+ 25-54 Revenue

Chancellor			
KTCZ-FM			
KEEY-FM			
KDWB-FM			
KTCJ-AM			
KFAN-AM			
Combined	18.8%	19.0%	21.9%
Colfax			
WBOB-FM			
KQQL-FM			
Combined	9.5%	11.2%	12.7%
Disney/ABC			
WLTJ-FM			
KEGE-FM			
KQRS-AM			
KEGE-AM			
Combined	9.0%	18.5%	24.0%
Local			
WREV-FM			
KREV-FM			
WLOL-AM			
KLBB-AM			
Combined	3.4%	2.4%	2.4%
	40.7%	51.1%	61.0%

Other Rated Stations

					Metro Share	Cume Rating
KCFE	-FM	J	105.9	Eden Prairie	0.3	/ 1.4
KSGS	-AM	B/O	950	St. Louis Park	0.4	/ 0.7
WIMN	-AM	ST	1220	Stillwater	0.4	/ 1.4
WIXK	-AF	C	107.1	New Richmond	0.5	/ 2.2
WMNN	-AM	N	1330	Minneapolis	0.4	/ 1.5

RADIO STATIONS

KFAN	1130	50 KW/25 KW (DA-2)	Sports Standards	Westwd, ABC	\$ 50.00	(Christal)	Chancellor	
KLBB	1400	1 KW	Simulcasts KLBB	Westwd	\$ 32.00	(---)		
WLOL	1440	5 KW (DA-2)	Talk	NA		(---)	KLBB/KREVowner	(Brooklyn Park)
KSTP	1500	50 KW (DA-N)	Full Service	Talknt, ABC	\$ 74.00	(Mc-Guild)	Hubbard	
WCCO	830	50 KW		CBS	\$268.00	(CBS)	CBS/Westinghouse	
KDWB-F	101.3	100 KW @ 1035	CHR		\$139.00	(Banner)	Chancellor	
KEEY-F	102.1	100 KW @ 1035	Country		\$140.00	(Chrntal)	Chancellor	
KEGE-F	93.7	100 KW @ 1035	AOR-NR	ABC	\$140.00	(Katz)	Cap Cities/Disney	
KMJZ-F	104.1	100 KW @ 1070	Jazz	ABC	\$ 80.00	(MMR)	Park	
KQQL-F	107.9	100 KW @ 1090	Oldies		\$144.00	(D&R)	Colfax	
KQRS-F	92.5	100 KW @ 1035	Classic AOR	ABC	\$300.00	(Katz)	Cap Cities/Disney	
KREV-F	105.1	2.6 KW @ 499	AOR		\$ 40.00	(---)		(Lakeville)
WREV-F	105.3	25 KW @ 299	Simulcasts KREV		NA	(---)	KLBB/KREV owner	(Cambridge)
KSTP-F	94.5	100 KW @ 1220	AC		\$ 75.00	(Mc-Guild)	Hubbard	
KTCZ-F	97.1	100 KW @ 1035	Prog. AOR		\$111.00	(MMR)	Chancellor	
WBOB-F	100.3	100 KW @ 922	Country		\$110.00	(D & R)	Colfax	
WLTE-F	102.9	100 KW @ 1035	Soft AC		\$180.00	(CBS)	CBS/Westinghouse	

NOTES: KSGS, KMJZ-F sold by Park to Nationwide for \$22,000,000 (MVP; Stevens) . . .

MOBILE

Arbitron Rank:	84	Stations:	26 / 18	Last Year's Revenue:	\$22,600,000 (w/Pensa.)
Pop (12+):	425,200	Diaries:	1080 / 394 :1/ 54.6 %	Household Income:	\$36,187
MSA Rank:	98	Sample Target:	990	Retail Dollars:	\$4.3 Bil (w/Pensacola)
MSA Pop:	NA	DMA #	61 (w/Pensacola)	% Below Line:	16.4
Average Person Ratings:	14.7	% Not Listed:	11.8	Pop per Station:	23,622
Market TSL In Hours:	19.75			#1 Biller:	WBLX-F Rev: \$3,000,000
				#1 Billing Portfolio:	NA

12+ Metro	Format	1/4	Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1	WKSJ -AF	C	59 / 9.4	10.5	12.6	9.8	8.9	10.6	956 / 22.5	20.7	22.2	D WKSJ -AF
2	WBLX -FM	B	52 / 8.3	12.5	13.6	15.0	13.3	12.4	743 / 17.5	20.7	22.3	E WBLX -FM
3	WYOK -FM	B	49 / 7.8	5.3	1.3	0.0	0.5	0.0	553 / 13.0	11.4	3.7	A WYOK -FM
4	WGOK -AM	B	41 / 6.6	6.3	7.1	5.5	4.7	6.4	383 / 9.0	8.8	10.1	B WGOK -AM
5	WABB -FM	CHR	40 / 6.4	5.9	6.1	6.8	8.9	6.3	744 / 17.5	18.9	22.8	C WABB -FM
6	WDLT -FM	B/AC	35 / 5.6	4.6	5.1	4.4	4.7	4.9	404 / 9.5	9.9	11.6	WDLT -FM
7	WMXC -FM	AC	34 / 5.4	5.2	3.0	5.2	5.0	4.7	666 / 15.7	13.1	14.7	WMXC -FM
	WWRO -FM	O-70s	34 / 5.4	5.7	4.8	5.7	5.2	5.4	620 / 14.6	15.8	14.8	C WWRO -FM
9	WNTM -AM	N/T	30 / 4.8	5.3	4.8	5.7	5.5	5.2	369 / 8.7	11.0	10.3	C WNTM -AM
10	WAVH -FM	O	28 / 4.5	3.7	4.3	3.4	3.1	4.0	395 / 9.3	9.7	8.4	C WAVH -FM
11	WDWG -FM	C	27 / 4.3	3.3	4.2	5.1	4.9	4.2	518 / 12.2	12.5	15.0	C WDWG -FM
12	WOWW -FM	C	25 / 4.0	2.0	3.5	3.5	1.1	3.3	333 / 7.8	6.3	3.7	WOWW -FM
13	WMEZ -FM	SAC	17 / 2.7	2.7	1.9	2.1	2.9	2.4	293 / 6.9	6.0	6.1	C WMEZ -FM
14	WMYC -FM	C	15 / 2.4	2.6	4.3	2.3	3.8	2.9	404 / 9.5	9.3	10.0	WMYC -FM
	WGCX -FM	AOR	15 / 2.4	2.3	3.6	2.3	3.5	2.7	290 / 6.8	8.8	9.2	WGCX -FM
16	WXBM -FM	C	14 / 2.2	3.1	2.2	2.4	2.4	2.5	269 / 6.3	8.0	8.3	E WXBM -FM

12+ FM Share (Metro): 83.7 % (462 of 552) (Winter 95: 80.67 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WYOK-FM >>	1 WBLX-FM <	1 WKSJ-AF <	1 WKSJ-AF <	1 WKSJ-AF >	1 WKSJ-AF >	1 WKSJ-AF >	1 WKSJ-AF >	1 WKSJ-AF >	1 WYOK-FM >	1 WKSJ-AF <
2 WABB-FM <	2 WYOK-FM <	2 WBLX-FM >	2 WWRO-F <	2 WWRO-F <	2 WGOK-AM <	2 WBLX-FM <	2 WNTM-AM <	2 WYOK-FM <	2 WBLX-FM <	2 WBLX-FM <
3 WBLX-FM >>	3 WYOK-FM <	3 WWRO-F <	3 WBLX-FM <	3 WBLX-FM <	3 WNTM-AM <	3 WABB-FM <	3 WABB-FM <	3 WBLX-FM <	3 WGOK-AM >	3 WYOK-FM <
	4 WOWW-F <	4 WMXC-FM <	4 WMXC-FM <	4 WDLT-FM <	4 WDLT-FM <	4 WNTM-AM <	4 WBLX-FM <	4 WABB-FM <	4 WDLT-FM <	4 WGOK-AM >
	5 WWRO-F <	5 WABB-FM <	5 WDLT-FM <	5 WMXC-FM <	5 WAVH-FM <	5 WGOK-AM <	5 WMXC-FM <	5 WWRO-F <	5 WABB-FM <	5 WABB-FM <
	6 WMXC-FM <	6 WYOK-FM <	6 WABB-FM <	6 WGOK-AM <	6 WDWG-F <	6 WYOK-FM <	6 WWRO-F <	6 WGOK-AM <	6 WAVH-FM <	6 WAVH-FM <
	7 WKSJ-AF >>	7 WDLT-FM <	7 WAVH-FM <	7 WAVH-FM <	7 WMXC-FM <	7 WWRO-F <	7 WYOK-FM <	7 WAVH-FM <	7 WMXC-FM <	7 WMXC-FM <
		8 WAVH-FM <	8 WGOK-AM <	8 WABB-FM >			8 WGOK-AM <			
		9 WOWW-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 WYOK-FM >	1 WBLX-FM <	1 WBLX-FM <	1 WKSJ-AF <	1 WKSJ-AF <	1 WBLX-FM >	1 WBLX-FM >	1 WBLX-FM <	1 WWRO-F <	1 WWRO-F <
2 WBLX-FM <	2 WYOK-FM <	2 WABB-FM <	2 WMXC-FM <	2 WGOK-AM <	2 WABB-FM <	2 WWRO-F <	2 WWRO-F <	2 WBLX-FM <	2 WKSJ-AF <
3 WABB-FM <	3 WYOK-FM <	3 WKSJ-AF <	3 WBLX-FM <	3 WMXC-FM <	3 WYOK-FM >	3 WOWW-F <	3 WOWW-F <	3 WKSJ-AF <	3 WDLT-FM <
4 WOWW-F <	4 WMXC-FM >	4 WMXC-FM <	4 WABB-FM <	4 WBLX-FM <	4 WOWW-F <	4 WABB-FM <	4 WKSJ-AF <	4 WDLT-FM <	4 WBLX-FM <
5 WMXC-FM >>	5 WKSJ-AF <	5 WGOK-AM <	5 WYOK-FM <	5 WAVH-FM <	5 WWRO-F >	5 WYOK-FM <	5 WABB-FM <	5 WOWW-F <	5 WGCX-FM <
	6 WOWW-F <	6 WWRO-F <	6 WGOK-AM <	6 WABB-FM <	6 WDWG-F <	6 WKSJ-AF >	6 WYOK-FM >	6 WABB-FM <	6 WMXC-FM >
	7 WGOK-AM <	7 WYOK-FM <	7 WAVH-FM <	7 WDLT-FM >	7 WMYC-FM <			7 WGCX-FM <	7 WOWW-F <
		8 WXBM-FM <	8 WDLT-FM <					8 WYOK-FM <	8 WYOK-FM <
								WMXC-FM <	

MOBILE

Consolidation Report 12+ 25-54 Revenue

Ken Johnson			
WNTM-AM			
WDWG-FM			
WMXC-FM			
Combined	14.5%	13.3%	0.0%
Local - 1			
WKSJ-AM			
WKSJ-FM			
WMYC-FM			
Combined	11.8%	13.6%	0.0%
Local - 2			
WBHY-AM			
WBHY-FM			
WLPR-AM			
Combined	0.0%	0.0%	0.0%
	26.4%	26.9%	0.0%

Other Rated Stations

				Metro Share	Cume Rating
WABB	-AM	T	1480	Mobile	0.6 / 1.8
WABF	-AM	ST	1220	Fairhope	0.8 / 2.2
WHEP	-AM	T	1310	Foley	1.0 / 2.1
WLVV	-AM	ST	1410	Mobile	0.5 / 2.9
WNSP	-FM	SPRTS	105.5	Bay Minette	1.0 / 3.9
WKNN	-FM	C	99.1	Pascagoula	0.5 / 3.1
WMJY	-FM	AC	93.7	Biloxi	0.6 / 2.1
WOSM	-FM	REL	103.1	Ocean Springs	0.5 / 1.4
WTKX	-FM	AOR	101.5	Pensacola	0.5 / 1.3

RADIO STATIONS

WABB	1480	5 KW/4.4 KW(DAN-N)	Talk	ABC	\$ 11.00	(Christal)	
WBLX	860	22 KW/850 W (DA-N)	Black		\$ 13.00	(---	Calendar
WGOK	900	1 KW/381 W (DA-2)	Black	AURN	\$ 20.00	(Roslin)	
WNTM	710	1 KW/500 W (DA-N)	News/Talk	Westwd, CBS	\$ 31.00	(Katz)	Johnson
WLVV	1410	5 KW (DA-N)	Standards		\$ 15.00	(---	
WMOB	1360	5 KW/212 W (DA-2)	Religion		\$ 11.00	(---	
WABB-F	97.5	100 KW @ 1552	CHR	ABC	\$ 36.00	(Christal)	
WAVH-F	106.5	50 KW @ 449	Oldies		\$ <20.00	(Banner)	(Bay Minette)
WMYC-F	96.1	100 KW @ 1342	Country	Westwd	\$ <20.00	(Banner)	Pourtales
WBLX-F	92.9	100 KW @ 1555	Black	Westwd, ABC	\$ 60.00	(D & R)	Calendar
WDLT-F	98.3	40 KW @ 548	Black AC	Westwd	\$ <20.00	(Torbet)	(Chickasaw)
WDWG-F	104.1	100 KW @ 1555	Country		\$ 29.00	(Katz)	Johnson
WGCX-F	92.1	14 KW @ 450	AOR		\$ <20.00	(Eastman)	(Atmore)
WMXC-F	99.9	100 KW @ 1755	AC	CBS	\$ <20.00	(Katz)	Johnson
WKSJ-F	94.9	100 KW @ 1555	Country	ABC	\$ 53.00	(Banner)	Pourtales
WYOK-F	104.9	33 KW @ 600	Black		\$ <20.00	(---	(Moss Point)

OTHER RANKED STATIONS - See Pensacola

NOTES: WKSJ A/F, WMYC-F sold to Ken Johnson for \$11,270,000. . .

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

• AC - Adult Contemporary	• J - Jazz and New Adult Contemporary
• AOR - Album Oriented Rock, NR - New Rock, P - Progressive	• MFS - Middle of Road, (MOR) Full Service
• B - Black (audience is 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

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

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

NASHVILLE

Arbitron Rank: 44	Stations: 22 / 22	Last Year's Revenue: \$46,800,000
Pop (12+): 911,900	Diaries: 1470 / 620 :1/ 53.0 %	Household Income: \$46,775
MSA Rank: 50	Sample Target: 1,430	Retail Dollars: \$12.1 Bil
MSA Pop: 1,100,000 DMA # 33	% Below Line: 0	Pop per Station: 41,450
Average Person Ratings: 16	% Not Listed: 11.9	#1 Biller: WSIX-F Rev: \$11,100,000
Market TSL in Hours: 21.00		#1 Billing Portfolio: SFX duop \$13,400,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WSIX -FM	C	218 / 14.9	15.3	14.9	17.2	14.7	15.6	2525 / 27.7	28.3	29.2	I WSIX -FM
2	WSM -FM	C	146 / 10.0	9.4	10.0	10.3	13.1	9.9	2052 / 22.5	21.9	25.2	H WSM -FM
3	WGFX -FM	CL AOR	102 / 7.0	5.3	7.0	5.2	3.4	6.1	1589 / 17.4	16.4	13.4	E WGFX -FM
4	WQOK -FM	B	100 / 6.8	7.4	6.0	6.4	6.3	6.7	1115 / 12.2	11.9	13.0	D WQOK -FM
5	WJXA -FM	SAC	96 / 6.6	4.3	5.5	4.5	4.7	5.2	1238 / 13.6	12.2	11.2	E WJXA -FM
6	WKDF -FM	AOR	92 / 6.3	5.6	6.0	6.1	4.7	6.0	1584 / 17.4	14.4	14.7	F WKDF -FM
7	WRVW -FM	CHR	79 / 5.4	5.9	7.0	5.9	6.3	6.1	1677 / 18.4	20.2	20.2	D WRVW -FM
8	WLAC -AM	T/N	59 / 4.0	3.4	3.2	3.7	3.2	3.6	915 / 10.0	9.9	8.6	D WLAC -AM
9	WLAC -FM	AC	57 / 3.9	5.2	4.1	4.2	5.2	4.4	1117 / 12.2	14.5	14.9	D WLAC -FM
10	WSM -AM	C/FS	56 / 3.8	4.2	2.6	2.3	3.7	3.2	861 / 9.4	9.0	8.6	D WSM -AM
11	WRMX -FM	O	55 / 3.8	3.4	3.5	4.8	5.0	3.9	1129 / 12.4	12.1	13.3	D WRMX -FM
12	WWTN -FM	T	50 / 3.4	2.9	2.4	2.1	1.9	2.7	868 / 9.5	9.2	7.6	B WWTN -FM
13	WJCE -FM	B	40 / 2.7	3.2	3.3	3.4	3.9	3.2	677 / 7.4	7.4	8.8	WJCE -FM
14	WRLG -FM	AOR-NR	25 / 1.7	1.3	1.1	0.8	0.9	1.2	504 / 5.5	2.9	3.0	WRLG -FM
15	WMMU -FM	C	22 / 1.5	0.7	0.4	0.5	0.4	0.8	259 / 2.8	2.9	3.7	WMM -FM
	WMDB -AM	B	22 / 1.5	1.4	1.3	1.2	0.8	1.4	252 / 2.8	2.2	1.9	WMDB -AM

12+ FM Share (Metro): 85.73 % (1105 of 1289) (Winter 95: 85.48 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WQOK-FM	1 WSIX-FM >	1 WSIX-FM >	1 WSIX-FM >	1 WSIX-FM >	1 WSIX-FM	1 WSIX-FM >	1 WSIX-FM >	1 WSIX-FM >	1 WQOK-FM	1 WSIX-FM
2 WRVW-FM <	2 WKDF-FM <	2 WGFX-FM <	2 WGFX-FM <	2 WGFX-FM <	2 WSM-FM >	2 WSM-FM >	2 WJXA-FM <	2 WSM-FM	2 WSIX-FM	2 WSM-FM
3 WKDF-FM	3 WQOK-FM <	3 WSM-FM	3 WSM-FM	3 WSM-FM	3 WJXA-FM <	3 WJXA-FM <	3 WSM-FM <	3 WGFX-FM <	3 WSM-FM <	3 WKDF-FM >
4 WSIX-FM	4 WRVW-FM <	4 WKDF-FM	4 WJXA-FM	4 WJXA-FM	4 WGFX-FM <	4 WGFX-FM	4 WGFX-FM	4 WQOK-FM <	4 WKDF-FM	4 WVOL-AM <
5 WSM-FM >>	5 WGFX-FM >	5 WQOK-FM <	5 WQOK-FM <	5 WQOK-FM <	5 WSM-AM	WKDF-FM	5 WLAC-AM	5 WKDF-FM <	5 WRVW-FM >	5 WSM-AM
	6 WSM-FM >	6 WJXA-FM	6 WKDF-FM <	6 WKDF-FM <	6 WLAC-AM <	6 WSM-AM	6 WKDF-FM <	6 WJXA-FM <		
		7 WRVW-FM	7 WLAC-FM	7 WLAC-FM <	7 WRMX-FM		7 WQOK-FM <	7 WRVW-FM <		
								8 WWTN-FM		

Wom 18-24	Wom 18-34	Wom 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-FM	1 WSIX-FM >	1 WSIX-FM >	1 WSIX-FM >	1 WSIX-FM >	1 WKDF-FM >	1 WSIX-FM	1 WSIX-FM >>	1 WSIX-FM	1 WSIX-FM
2 WRVW-FM	2 WRVW-FM	2 WRVW-FM	2 WSM-FM	2 WSM-FM	2 WSIX-FM <	2 WKDF-FM >	2 WWTN-FM <	2 WGFX-FM	2 WGFX-FM >
3 WQOK-FM	3 WQOK-FM	3 WQOK-FM <	3 WQOK-FM	3 WJXA-FM	3 WSM-FM	3 WGFX-FM <	3 WKDF-FM <	3 WKDF-FM	3 WWTN-FM <
4 WGFX-FM	4 WGFX-FM <	4 WJXA-FM	WRVW-FM <	4 WLAC-FM	4 WGFX-FM <	4 WSM-FM <	4 WGFX-FM <	4 WSM-FM <	4 WSM-FM
5 WSM-FM <	5 WSM-FM	5 WSM-FM <	5 WJXA-FM	5 WQOK-FM	5 WMMU-F <	5 WQOK-FM <	5 WQOK-FM	5 WWTN-FM	5 WKDF-FM
6 WKDF-FM	6 WKDF-FM <	6 WGFX-FM	6 WLAC-FM <	6 WGFX-FM <	6 WQOK-FM	6 WWTN-FM >	6 WSM-FM	6 WQOK-FM <	6 WJXA-FM <
7 WLAC-FM >>	7 WLAC-FM <	7 WLAC-FM	7 WGFX-FM >	7 WRVW-FM <	7 WRMX-FM		7 WJXA-FM	7 WJXA-FM <	7 WLAC-AM
	8 WJXA-FM >>	8 WKDF-FM >	8 WKDF-FM >	8 WRMX-FM	8 WRLG-FM				

NASHVILLE

Consolidation Report 12+ 25-54 Revenue

Dick			
WKDF-FM			
WKDA-AM			
WGFX-FM			
Combined	13.7 %	14.7 %	15.6 %
Gaylord			
WSM-AM			
WSM-FM			
WWTN-FM			
Combined	17.2 %	16.0 %	21.8 %
Local			
WHNK-AM			
WAMB-FM			
WAMB-AM			
Combined	1.4 %	0.3 %	1.0 %
River City, semi-duop			
WLAC-AM			
WLAC-FM			
WJCE-FM			
Combined	10.7 %	12.1 %	10.7 %
SFX			
WSIX-FM			
WRVW-FM			
Combined	20.3 %	20.3 %	28.6 %
South Central			
WRMX-FM			
WJXA-FM			
Combined	10.3 %	12.1 %	12.8 %
	73.7 %	75.5 %	90.5 %

Other Rated Stations

				Metro Share	Cume Rating
WAMB -AF	ST	1160	Nashville	1.4 /	3.2
WKDA -AM	T	1240	Nashville	0.5 /	3.1
WRLT -FM	AOR-P	100.1	Franklin	1.4 /	5.2
WVOL -AM	B/O	1470	Berry Hill	1.4 /	3.3
WYYB -FM	AOR-NR	93.7	Dickson	0.1 /	0.3

RADIO STATIONS

WAMB	1160	50 KW/1 KW (DA-N)	Standards	Westwd	\$ 20.00	(Roslin)	
WLAC	1510	50 KW (DA-N)	Talk/News/Relig	CBS	\$ 49.00	(Banner)	River City
WMDB	880	2.5 KW (DAYS)	Black		\$ 19.00	(—)	
WSM	650	50 KW	Country/FS	Westwd	\$ 48.00	(Christal)	Gaylord
WVOL	1470	5 KW/1 KW (DA-2)	Black	SMN	\$ 24.00	(MMR)	
WGFX-F	104.5	49 KW @ 1312	Oldies - 70's	Source	\$ 60.00	(Katz)	Dick
WJCE-F	101.1	47 KW @ 1289	Black AC	ABC	\$ 47.00	(—)	River City
WJXA-F	92.9	100 KW @ 1053	Soft AC		\$ 72.00	(Eastman)	So. Central
WKDF-F	103.3	100 KW @ 1233	AOR	ABC	\$ 85.00	(Katz)	Dick
WLAC-F	105.9	100 KW @ 1233	AC		\$ 63.00	(Banner)	River City
WMMU-F	102.9	100 KW @ 810	Country		\$ 22.00	(K & P)	Cromwell
WQKQ-F	92.1	3 KW @ 463	Black		\$ 49.00	(MMR)	(Shelbyville)
WRLG-F	94.1	4 KW @ 236	AOR-NR	NA		(Roslin)	WRLT owner
WRLT-F	100.1	0.2 KW @ 1181	AOR-Prog.		\$ 34.00	(Roslin)	(Smyrna)
WRMX-F	96.3	100 KW @ 828	Oldies		\$ 52.00	(Eastman)	(Franklin)
WRVW-F	107.5	58 KW @ 1235	CHR		\$ 58.00	(Mc-Guild)	So. Central
WSIX-F	97.9	100 KW @ 1145	Country	ABC	\$ 190.00	(Mc-Guild)	(Murfreesboro)
WSM-F	95.5	100 KW @ 1286	Country		\$ 139.00	(Christal)	SFX
WWTN-F	99.7	100 KW @ 1296	Talk	Westwd, CBS	\$ 27.00	(Mc-Guild)	SFX
							Gaylord
							Gaylord
							(Manchester)

NASSAU-SUFFOLK (Long Island)

Arbitron Rank:	14	Stations:	42 / 15	Last Year's Revenue:	\$36,500,000
Pop (12+):	2,253,200	Diaries:	3321 / 678 :1/ 53.9 %	Household Income:	\$80,109
MSA Rank:	14	Sample Target:	3,270	Retail Dollars:	\$29.6 Bil
MSA Pop:	2,670,000	% Below Line:	NA	Pop per Station:	NA
Average Person Ratings:	17.8	% Not Listed:	NA	#1 Biller: WALK-AF	Rev: \$11,400,000
Market TSL in Hours:	23.25			#1 Billing Portfolio:	SFX duop \$12,600,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1	WALK -AF	AC	294 / 7.3	6.5	6.3	5.7	6.3	3602 / 16.0	14.5	13.7	I WALK -AF
2	WKTU -FM	CHR/U	162 / 4.0	2.7	2.5	3.1	3.6	2376 / 10.5	6.5	7.8	WKTU -FM
3	WHLI -AM	ST	143 / 3.6	3.1	3.5	3.2	3.4	962 / 4.3	3.2	3.9	C WHLI -AM
4	WBLI -FM	AC/CHR	138 / 3.4	3.7	4.1	4.5	3.6	2302 / 10.2	10.9	10.3	G WBLI -FM
5	WKJY -FM	AC	130 / 3.2	2.9	3.4	3.1	3.7	1808 / 8.0	7.5	9.0	F WKJY -FM
6	WBAB -FF	AOR	126 / 3.1	2.7	3.7	3.2	3.6	2346 / 10.4	10.5	11.1	G WBAB -FF
7	WBZO -FM	O	93 / 2.3	2.9	2.8	2.8	2.4	1840 / 8.2	8.3	5.9	O WBZO -FM
8	WRCN -FF	AOR	79 / 2.0	1.6	2.5	2.1	1.6	1424 / 6.3	5.3	5.7	O WRCN -FF
9	WDRE -FM	AOR-NR	40 / 1.0	0.9	1.0	0.7	1.6	1337 / 5.9	5.2	5.3	E WDRE -FM
10	WLUX -AM	ST	29 / 0.7	0.0	0.0	0.0	0.0	394 / 1.7	0.0	0.0	WLUX -AM
11	WGSM -AM	C	23 / 0.6	0.0	0.3	0.3	0.5	322 / 1.4	0.0	1.6	WGSM -AM
	WBAZ -FM	SAC	23 / 0.6	0.7	0.0	0.0	0.4	241 / 1.1	1.5	1.3	WBAZ -FM
13	WLNG -AF	O	15 / 0.4	0.5	0.0	0.5	0.0	213 / 0.9	0.9	0.0	WLNG -AF

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 WALK-AF	1 WALK-AF >	1 WALK-AF >	1 WALK-AF >	1 WALK-AF >	1 WALK-AF >	1 WALK-AF >>	1 WALK-AF >	1 WALK-AF >	1 WALK-AF >>	1 WALK-AF >>
2 WDRE-FM	2 WBAB-FF	2 WBAB-FF <	2 WBAB-FF	2 WBAB-FF <	2 WHLI-AM	2 WBLI-FM	2 WKJY-FM <	2 WKJY-FM <	2 WRCN-FF	2 WBZO-FM >
	3 WBLI-FM <	3 WKJY-FM	3 WKJY-FM	3 WKJY-FM <	3 WKJY-FM <	3 WKJY-FM	3 WBLI-FM	3 WBAB-FF	WBZO-FM	
	4 WRCN-FF	4 WBLI-FM	4 WBLI-FM	4 WBLI-FM	4 WBLI-FM <	4 WBAB-FF	4 WBAB-FF	4 WBLI-FM <	4 WKJY-FM <	
				5 WBZO-FM	5 WBZO-FM			5 WHLI-AM	5 WDRE-FM	
									WBAB-FF	
									WBLI-FM <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WALK-AF >	1 WALK-AF >	1 WALK-AF >	1 WALK-AF >	1 WALK-AF >>	1 WRCN-FF	1 WRCN-FF <	1 WBAB-FF	1 WBAB-FF	1 WBAB-FF
2 WKJY-FM <	2 WBLI-FM	2 WBLI-FM	2 WKJY-FM	2 WKJY-FM <	2 WBAB-FF >	2 WBAB-FF >	2 WRCN-FF	2 WALK-AF <	2 WALK-AF >
3 WBLI-FM >	3 WKJY-FM	3 WKJY-FM <	3 WBLI-FM >	3 WBLI-FM >	3 WDRE-FM	3 WALK-AF	3 WALK-AF >	3 WRCN-FF	3 WRCN-FF <
4 WBAB-FF <	4 WBAB-FF >	4 WBAB-FF >>	4 WBAB-FF	4 WBZO-FM <	4 WBZO-FM	4 WDRE-FM	4 WDRE-FM >	4 WKJY-FM	4 WKJY-FM
5 WRCN-FF >>			5 WBZO-FM	5 WBAB-FF		5 WBLI-FM		5 WBZO-FM	5 WBZO-FM

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk metro survey area are included. There is no TSA.

NASSAU-SUFFOLK (Long Island)

Consolidation Report 12+ 25-54 Revenue

Barnstable, pending

WHLI-AM				
WGSM-AM				
WMJC-FM				
WMJC-FM				
WRCN-FM				
Combined	6.5%	7.1%	22.2%	

SFX

WGBB-AM				
WBAB-FM				
WHFM-FM				
WBLI-FM				
Combined	6.6%	8.6%	34.3%	
	13.1%	15.7%	56.5%	

Other Rated Stations

Metro Share Cume Rating

WABC -AM	T	770	New York	3.7 / 8.6
WAXQ -FM	AOR	104.3	New York	2.4 / 8.6
WBLS -FM	B	107.5	New York	1.4 / 4.1
WCBS -AM	N	880	New York	4.7 / 18.2
WCBS -FM	O	101.1	New York	4.0 / 12.8
WEZN -FM	SAC	99.9	Bridgeport, CT	0.8 / 4.8
WFAN -AM	SPRTS	680	New York	3.9 / 12.1
WFME -FM	REL	94.7	Newark, NJ	0.3 / 1.1
WHTZ -FM	CHR	100.3	Newark, NJ	4.4 / 19.0
WINS -AM	N	1010	New York	2.0 / 11.8
WLIB -AM	B/T	1190	New York	0.3 / 0.6
WLTW -FM	SAC	106.7	New York	3.2 / 10.1
WMXV -FM	AC	105.1	New York	2.2 / 8.0
WNEW -FM	AOR	102.7	New York	1.5 / 6.7
WOR -AM	T	710	New York	3.0 / 7.6
WPAT -FM	SP	93.1	New York	1.0 / 3.3
WPLJ -FM	CHR-NR	95.5	New York	3.6 / 12.9
WPLR -FM	AOR	99.1	New Haven	0.4 / 1.3
WQCD -FM	J	101.9	New York	2.3 / 8.6
WQEW -AM	ST	1560	New York	1.3 / 3.3
WQHT -FM	U/CHR	97.1	New York	3.0 / 8.7
WQXR -FM	CL	96.3	New York	1.9 / 5.5
WRKS -FM	B/AC	98.7	New York	1.6 / 5.5
WSKQ -FM	SP	97.9	New York	0.9 / 2.4
WWYZ -FM	C	92.5	Waterbury, CT	0.4 / 1.1
WXRK -FM	T/NR	92.3	New York	3.6 / 13.5

RADIO STATIONS

WGSM	740	25 KW/43 W (DA-2)	Country Standards
WHLI	1100	10 KW (DAYS, DA)	Standards
WLUX	540	250 W (DAYS)	Standards
WRIV	1390	1 KW/84 W	Standards
WALK-F	97.5	39 KW @ 554	AC
WBAB-F	102.3	3 KW @ 268	AOR
WHFM-F	95.3	5 KW @ 354	See WBAB-F
WBAZ-F	101.7	5.5 KW @ 341	Soft AC
WBLI-F	106.1	49 KW @ 499	AC/CHR
WBZO-F	103.1	3 KW @ 285	Oldies
WDRE-F	92.7	1 KW @ 521	New Rock
WKJY-F	98.3	3 KW @ 328	AC
WLNG-F	92.1	5.3 KW @ 347	Oldies
WMJC-F	94.3	3 KW @ 300	See WRCN-F
WRCN-F	103.9	1.5 KW @ 468	AOR

Westwd	\$ 41.00	(Katz)	Gary Starr
	\$ 38.00	(Katz)	Barnstable
ABC	NA	(--)	
ABC	NA	(Savalli)	
	\$210.00	(Katz)	Chancellor
	\$140.00	(Mc-Guild)	SFX
Westwd, CNN	\$ 50.00	(Eastman)	
	\$140.00	(Mc-Guild)	SFX
	\$ 57.00	(--)	
	\$ 87.00	(Roslin)	Jarad
	\$ 90.00	(Interep)	Barnstable
Westwd	NA	(--)	
	\$ 52.00	(Mc-Guild)	Gary Starr
			Gary Starr

Other Stations - See New York

NEW ORLEANS

Arbitron Rank:	38	Stations:	24 / 23	Last Year's Revenue:	\$40,600,000
Pop (12+):	1,025,100	Diaries:	2966 / 346 :1/ 50.9 %	Household Income:	\$40,636
MSA Rank:	41	Sample Target:	2,810	Retail Dollars:	\$12.3 Bil
MSA Pop:	1,310,000 DMA # 41	% Below Line:	0.4	Pop per Station:	44,570
Average Person Ratings:	17	% Not Listed:	11.3	#1 Biller: WWLWSMB Rev:	\$8,600,000
Market TSL in Hours:	22.75			#1 Billing Portfolio:	
				Clear Channel-REP duop+	\$14,300,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level		
1	WQUE -FM	B	216 / 12.4	13.8	14.2	14.3	13.0	13.7	2429 / 23.7	25.0	26.4	G	WQUE -FM
2	WNOE -FM	C	148 / 8.5	7.8	7.9	9.1	9.0	8.3	1784 / 17.4	18.8	20.4	H	WNOE -FM
3	WWL -AM	N/T	144 / 8.3	8.8	6.3	6.6	7.2	7.5	1745 / 17.0	23.2	17.4	H	WWL -AM
4	WYLD -FM	B/AC	127 / 7.3	7.2	8.7	6.7	7.1	7.5	1743 / 17.0	18.3	19.2	E	WYLD -FM
5	WTKL -FM	O	96 / 5.5	4.7	5.6	5.0	4.2	5.2	1171 / 11.4	11.0	10.8	D	WTKL -FM
6	WLMG -FM	SAC	92 / 5.3	4.9	4.3	4.6	4.1	4.8	1289 / 12.6	12.7	12.8	D	WLMG -FM
7	WRNO -FM	O-70s	84 / 4.8	4.8	4.9	6.3	7.3	5.2	1357 / 13.2	13.3	17.5	E	WRNO -FM
8	WEZB -FM	T	79 / 4.5	4.7	4.4	4.7	5.4	4.6	1542 / 15.0	17.2	19.2	E	WEZB -FM
9	WCKW -FM	CL AOR	78 / 4.5	2.4	3.0	2.7	3.0	3.2	1157 / 11.3	8.9	8.7	C	WCKW -FM
10	KHOM -FM	CHR	71 / 4.1	2.4	2.1	1.3	0.4	2.5	1095 / 10.7	9.0	2.8		KHOM -FM
11	WLTS -FM	AC	69 / 4.0	3.6	4.7	4.6	5.0	4.2	1132 / 11.0	10.5	12.7	D	WLTS -FM
12	KMEZ -FM	B/AC	68 / 3.9	4.8	5.2	3.7	4.2	4.4	1041 / 10.2	10.0	10.7	C	KMEZ -FM
13	KLJZ -FM	J	56 / 3.2	3.3	4.4	4.4	4.8	3.8	930 / 9.1	8.3	12.2	A	KLJZ -FM
14	WBYU -AM	ST	47 / 2.7	2.3	3.4	2.6	2.8	2.8	566 / 5.5	4.4	5.8	B	WBYU -AM
15	WYLD -AM	B	43 / 2.5	3.2	2.9	2.8	3.2	2.9	690 / 6.7	7.6	6.5	NA	WYLD -AM
16	WZRH -FM	AOR-NR	36 / 2.1	2.1	2.0	2.4	1.6	2.2	693 / 6.8	6.5	6.5	B	WZRH -FM
17	WBOK -AM	G	28 / 1.6	2.9	1.8	2.6	1.4	2.2	387 / 3.8	4.8	5.2	B	WBOK -AM

12+ FM Share (Metro): 79.87 % (1234 of 1545) (Winter 95: 79.51 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WQUE-FM >>	1 WQUE-FM >	1 WQUE-FM	1 WYLD-FM	1 WYLD-FM	1 WWL-AM	1 WWL-AM <	1 WWL-AM	1 WQUE-FM >	1 WQUE-FM >>	1 WYLD-FM <
2 KHOM-FM >	2 WYLD-FM	2 WYLD-FM	2 WQUE-FM <	2 WQUE-FM	2 WNOE-FM	2 WQUE-FM	2 WNOE-FM	2 WNOE-FM	2 WYLD-FM >	2 WQUE-FM >
3 WNOE-FM >	3 WCKW-FM	3 WNOE-FM	3 WNOE-FM <	WNOE-FM <	3 WTKL-FM	3 WNOE-FM	3 WQUE-FM	3 WWL-AM <	3 WNOE-FM	3 WWL-AM <
4 WEZB-FM	4 WRNO-FM	4 WRNO-FM	4 WTKL-FM	4 WLMG-FM <	4 WEZB-FM <	4 WYLD-FM	4 WYLD-FM	4 WYLD-FM <	4 WYLD-FM <	4 WNOE-FM <
5 WNOE-FM <	5 WCKW-FM <	5 WEZB-FM <	5 WRNO-FM <	5 WRNO-FM <	5 WYLD-FM	5 WYLD-FM	5 WLMG-FM	5 WLMG-FM <	5 WLMG-FM <	5 KMEZ-FM <
6 WRNO-FM <	6 WEZB-FM <	6 WLMG-FM <	6 WLMG-FM <	6 KMEZ-FM <	6 WTKL-FM	6 WTKL-FM <	6 WTKL-FM <	6 WTKL-FM <	6 WTKL-FM <	6 WLMG-FM <
7 WLTS-FM	7 WLMG-FM	7 WTKL-FM <	7 WWL-AM <		7 WRNO-FM <	7 WCKW-FM	7 WCKW-FM	7 WCKW-FM	7 WCKW-FM	7 WCKW-FM
	KHOM-FM >	WLTS-FM <	8 WWL-AM	8 WEZB-FM		8 WLTS-FM <	WRNO-FM			
		9 WTKL-FM <	WLTS-FM			9 WEZB-FM				
			WCKW-FM							

Wom 18-24	Wom 18-34	Wom 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-FM >>	1 WQUE-FM >	1 WQUE-FM	1 WQUE-FM	1 WQUE-FM <	1 WQUE-FM >	1 WQUE-FM <	1 WEZB-FM <	1 WCKW-FM	1 WWL-AM
2 WYLD-FM	2 WYLD-FM >	2 WYLD-FM <	2 WYLD-FM	2 WNOE-FM <	2 WCKW-FM >>	2 WCKW-FM	2 WCKW-FM	2 WQUE-FM <	WYLD-FM <
3 WNOE-FM	3 WLTS-FM <	3 WLTS-FM	3 WNOE-FM	3 WYLD-FM <	3 WYLD-FM <	3 WEZB-FM	3 WQUE-FM	3 WYLD-FM <	3 WEZB-FM <
4 KHOM-FM >	4 WNOE-FM	4 WRNO-FM <	4 WLMG-FM <	4 WLMG-FM	4 KHOM-FM <	4 WYLD-FM	4 WYLD-FM	4 WEZB-FM <	4 WCKW-FM <
		5 KHOM-FM <	5 WLTS-FM	5 WTKL-FM <	5 WRNO-FM	5 WRNO-FM	5 WRNO-FM	5 WRNO-FM	5 WRNO-FM <
		6 WRNO-FM <	6 WLMG-FM	6 WRNO-FM <	6 WEZB-FM <	6 WNOE-FM	6 WNOE-FM <	6 WWL-AM	6 WTKL-FM
		7 WLMG-FM	7 WNOE-FM	7 KHOM-FM <	7 WNOE-FM	7 KHOM-FM <	7 WWL-AM <	7 WNOE-FM	7 WNOE-FM <
				8 WTKL-FM <	8 KMEZ-FM	8 WLTS-FM		8 WTKL-FM	8 WQUE-FM >

NEW ORLEANS

Consolidation Report				Other Rated Stations				Metro	Cume
								Share	Rating
	12+	25-54	Revenue						
Clear Channel-REP				KGLA	-AM	SP	1540	Gretna	0.5 / 1.1
WODT-AM				WGSO	-AM	T	990	New Orleans	0.5 / 2.1
WYLD-AM				WODT	-AM	SPRTS	1280	New Orleans	0.3 / 1.8
KLJZ-FM				WSMB	-AM	T	1350	New Orleans	0.9 / 3.4
WNOE-FM				WTIX	-FM	O	94.3	Galliano	0.4 / 1.9
WQUE-FM				WTIX	-AM	T	690	New Orleans	0.6 / 2.2
WYLD-FM				WFMF	-FM	CHR	102.5	Baton Rouge	0.4 / 1.4
Combined	34.2%	31.5%	35.2%						
EZ									
WBYU-AM									
WEZB-FM									
WRNO-FM									
Combined	12.1%	13.3%	16.7%						
Muniz									
WLTS-FM									
WTKL-FM									
Combined	9.5%	12.6%	12.6%						
River City/Sinclair									
WSMB-AM									
WWL-AM									
KMEZ-FM									
WLMG-FM									
Combined	18.3%	18.1%	28.8%						
	74.1%	75.5%	93.3%						

RADIO STATIONS

WBOK	1230	1 KW	Gospel	Westwd, AURN	\$ 23.00	(---)	Willis	
WBYU	1450	1 KW	Standards	SMN	\$ 30.00	(Roslin)	EZ	
WSMB	1350	5 KW (DA-N)	Talk	ABC	\$ 21.00	(Katz)	River City	
WTIX	690	10 KW/5 KW (DA-2)	Talk	BRN, Westwd	\$ 22.00	(---)	GHB	
WWL	870	50 KW (DA-1)	News/Talk	CBS, ABC	\$140.00	(Katz)	River City	
WYLD	940	10 KW/500 W (DA-2)	Gospel	ABC	\$ 19.00	(D&R)	Clear Channel	
KHOM-F	104.1	100 KW @ 1946	CHR	Westwd	\$ 26.00	(Torbet)		(Houma)
KLJZ-F	106.7	100 KW @ 983	Jazz		\$ 38.00	Mc-Guild)	Radio Equity	(Port Sulphur)
KMEZ-F	102.9	5 KW @ 604	Black AC	SMN	\$ 40.00	(Katz)	River City	(Belle Chasse)
WCKW-F	92.3	100 KW @ 1946	Classic AOR		\$ 42.00	(Banner)		(Laplace)
WEZB-F	97.1	100 KW @ 984	Talk		\$ 70.00	(MMR)	EZ	
WLMG-F	101.9	100 KW @ 984	Soft AC		\$ 70.00	(Katz)	River City	
WLTS-F	105.3	100 KW @ 902	AC	ABC	\$ 64.00	(Banner)	Muniz	(Slidell)
WNOE-F	101.1	100 KW @ 1004	Country	Westwd	\$ 102.00	(Mc-Guild)	Radio Equity	
WQUE-F	93.3	100 KW @ 984	Black		\$ 98.00	(D&R)	Clear Channel	
WRNO-F	99.5	100 KW @ 1004	Oldies-70's	Source	\$ 72.00	(Christal)	EZ	
WTKL	95.7	100 KW @ 984	Oldies		\$ 55.00	(Banner)	Muniz	
WYLD	98.5	100 KW @ 902	Black	ABC	\$ 66.00	(D&R)	Clear Channel	
WZRH	106.1	50 KW @ 492	New Rock		\$ 27.00	(---)	(PICAYUNE)	

NOTES: WGSO (990) sold by Ed Muniz for \$575,000 (Chapin). . . EZ traded WBYU, WEZB-F and WRNO-F to Heritage for KRPM and KCIN-F in Seattle . . . WWL, WSMB, WLMG-F and KMEZ-F sold by River City to Sinclair TV. . .

NEW YORK

Arbitron Rank:	1	Stations:	45 / 44	Last Year's Revenue:	\$428,000,000
Pop (12+):	14,114,700	Diaries: 10784 / 309 :	1/ 50.2 %	Household Income:	\$59,412
MSA Rank:	1	Sample Target:	8,450	Retail Dollars:	\$119.3 Bil
MSA Pop: 15,700,000 DMA #	1	% Below Line:	0.7	Pop per Station:	344,261
Average Person Ratings:	19.2	% Not Listed:	11.1	#1 Biller: WFAN	Rev: \$35,100,000
Market TSL In Hours:	25.00			#1 Billing Portfolio:	Westinghouse/CBS duop \$97,100,000

12+ Metro	Format	1/4	Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1	WQHT -FM	U/CHR	1471 / 5.4	6.1	6.6	6.1	5.4	6.1	18651 / 13.2	13.5	13.2	K WQHT -FM
2	WLTW -FM	SAC	1451 / 5.4	4.6	4.7	4.1	4.1	4.7	20317 / 14.4	12.4	12.3	K WLTW -FM
3	WRKS -FM	B/AC	1390 / 5.1	4.9	6.1	6.7	7.4	5.7	18110 / 12.8	12.5	15.7	K WRKS -FM
4	WCBS -FM	O	1329 / 4.9	4.9	4.8	4.6	4.6	4.8	18676 / 13.2	13.0	12.6	K WCBS -FM
5	WSKQ -FM	SP	1180 / 4.4	5.5	4.7	5.0	4.4	4.9	11123 / 7.9	8.1	7.8	I WSKQ -FM
6	WINS -AM	N	1033 / 3.8	3.5	3.5	3.7	4.0	3.6	23613 / 16.7	15.1	16.3	K WINS -AM
7	WCBS -AM	N	1003 / 3.7	3.7	3.3	3.2	3.5	3.5	20079 / 14.2	13.6	13.4	K WCBS -AM
8	WABC -AM	T	960 / 3.6	4.5	3.6	4.0	4.1	3.9	12035 / 8.5	9.5	9.0	K WABC -AM
9	WQCD -FM	J	937 / 3.5	3.1	3.5	3.0	3.3	3.3	13636 / 9.7	9.1	9.5	J WQCD -FM
10	WPLJ -FM	CHR-NR	921 / 3.4	4.1	3.7	3.6	3.5	3.7	16964 / 12.0	12.7	12.1	K WPLJ -FM
11	WKTU -FM	U/CHR	914 / 3.4	1.9	2.4	2.2	2.7	2.5	12704 / 9.0	5.5	7.1	WKTU -FM
12	WPAT -FM	SAC	891 / 3.3	2.3	2.3	2.4	1.9	2.6	10118 / 7.2	7.3	6.7	I WPAT -FM
13	WHTZ -FM	CHR	841 / 3.1	3.8	4.2	4.6	4.4	3.9	20192 / 14.3	15.0	16.7	J WHTZ -FM
	WXXV -FM	AC	841 / 3.1	3.0	2.9	2.6	2.7	2.9	15189 / 10.8	10.1	10.8	J WXXV -FM
15	WXRK -FM	T/NR	787 / 2.9	3.6	3.1	3.3	3.2	3.2	14282 / 10.1	10.9	10.6	K WXRK -FM
16	WBLS -FM	B	756 / 2.8	2.9	3.2	2.9	2.2	3.0	12071 / 8.6	8.8	9.9	I WBLS -FM
17	WOR -AM	T	755 / 2.8	2.8	2.8	2.9	3.0	0.0	10526 / 7.5	8.1	6.9	J WOR -AM
18	WQXR -FM	CL	744 / 2.8	2.6	2.6	2.3	2.8	2.6	8754 / 6.2	6.4	6.8	H WQXR -FM
19	WFAN -AM	SPRTS	704 / 2.6	2.9	2.3	2.5	2.2	2.6	12317 / 8.7	9.1	8.1	K WFAN -AM
20	WQEW -AM	ST	602 / 2.2	2.0	2.0	2.2	1.8	2.1	6445 / 4.6	4.2	3.7	E WQEW -AM
21	WADO -AM	SP	529 / 2.0	2.3	1.3	1.6	2.1	1.8	4568 / 3.2	3.9	3.6	H WADO -AM
22	WAXQ -FM	AOR	499 / 1.8	1.9	2.0	2.0	2.1	1.9	9199 / 6.5	6.0	6.3	H WAXQ -FM
23	WNEW -FM	AOR	456 / 1.7	1.7	1.9	2.3	2.1	1.9	9152 / 6.5	7.0	8.2	J WNEW -FM
24	WLIB -AM	B/T	333 / 1.2	1.2	1.0	0.9	1.0	1.1	3201 / 2.3	2.2	2.1	E WLIB -AM
25	WALK -FM	AC	305 / 1.1	1.1	1.0	0.9	1.0	1.0	3970 / 2.8	2.7	2.4	WALK -FM

12+ FM Share (Metro): 72.07 % (17318 of 24031) (Winter 95: 71.2 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WQHT-FM >>	1 WQHT-FM >	1 WRKS-FM	1 WRKS-FM	1 WRKS-FM <	1 WCBS-FM <	1 WXRK-FM	1 WLTW-FM	1 WQHT-FM	1 WQHT-FM >	1 WCBS-AM
2 WHTZ-FM >>	2 WPLJ-FM <	2 WQHT-FM <	2 WLTW-FM <	2 WCBS-FM	2 WLTW-FM	2 WINS-AM	2 WCBS-FM	WLTW-FM <	2 WRKS-FM	WABC-AM <
3 WKTU-FM	3 WLTW-FM <	3 WCBS-FM	WLTW-FM	3 WCBS-AM <	3 WCBS-AM	3 WRKS-FM	3 WRKS-FM	3 WRKS-FM <	3 WHTZ-FM	3 WINS-AM
4 WSKQ-FM <	4 WSKQ-FM <	4 WSKQ-FM <	4 WSKQ-FM <	4 WABC-AM <	4 WQHT-FM <	4 WABC-AM <	4 WCBS-FM	4 WPAT-FM <	4 WRKS-FM	4 WRSK-FM
5 WXRK-FM <	5 WCBS-FM <	5 WPLJ-FM <	5 WPLJ-FM	5 WINS-AM <	5 WSKQ-FM <	5 WQCD-FM	5 WABC-AM <	5 WLTW-FM	5 WOR-AM >	
6 WRKS-FM <	6 WPLJ-FM	6 WQCD-FM <	WQCD-FM	6 WRKS-FM	6 WCBS-FM <	6 WSKQ-FM	6 WKTU-FM <	WSKQ-FM <		
7 WHTZ-FM	7 WXRK-FM <	7 WXRK-FM	7 WXRK-FM <	7 WOR-AM <	7 WRKS-FM <	WQHT-FM	7 WPLJ-FM <	7 WBLS-FM <		
	8 WKTU-FM <	8 WMDV-FM	8 WMDV-FM <	8 WQXR-FM <	8 WLTW-FM <	WPLJ-FM <		8 WKTU-FM <		
	9 WQCD-FM <	WKTU-FM	9 WPAT-FM <	9 WQCD-FM	9 WOR-AM <	9 WMDV-FM <				
	10 WMDV-FM	WPAT-FM <	10 WKTU-FM <							
	WPAT-FM <		11 WBLS-FM							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WQHT-FM >	1 WQHT-FM	1 WRKS-FM	1 WRKS-FM	1 WRKS-FM	1 WQHT-FM >>	1 WQHT-FM	1 WXRK-FM >	1 WXRK-FM <	1 WCBS-FM <
2 WHTZ-FM >	2 WRKS-FM <	2 WPLJ-FM	2 WLTW-FM <	2 WLTW-FM	2 WHTZ-FM	2 WXRK-FM	2 WPLJ-FM	2 WQHT-FM <	2 WXRK-FM <
3 WKTU-FM <	3 WPLJ-FM	3 WKTU-FM <	3 WSKQ-FM <	3 WCBS-FM <	3 WAXQ-FM	3 WAXQ-FM <	3 WQHT-FM <	3 WFAN-AM <	3 WFAN-AM
4 WSKQ-FM	WKTU-FM <	4 WCBS-FM	4 WCBS-FM	4 WSKQ-FM	4 WXRK-FM	4 WSKQ-FM	4 WRKS-FM <	4 WRKS-FM <	4 WLTW-FM <
5 WRKS-FM <	5 WHTZ-FM <	5 WSKQ-FM	5 WPLJ-FM	5 WPLJ-FM <	5 WSKQ-FM <	WPLJ-FM <	5 WAXQ-FM <	5 WPLJ-FM <	5 WRKS-FM <
6 WMDV-FM	6 WSKQ-FM <	6 WQHT-FM	WQHT-FM <	6 WMDV-FM <	6 WKTU-FM	6 WKTU-FM <	6 WKTU-FM <	6 WSKQ-FM <	6 WQCD-FM <
	WPLJ-FM <	7 WLTW-FM	7 WHTZ-FM <	7 WMDV-FM <	7 WQCD-FM <	7 WRKS-FM	7 WHTZ-FM	7 WFAN-AM <	7 WCBS-FM
8 WPAT-FM <	8 WMDV-FM <	8 WKTU-FM	8 WKTU-FM <	8 WBLS-FM <			8 WRKS-FM <	8 WQCD-FM <	8 WSKQ-FM
9 WLTW-FM >	9 WPAT-FM	WBLS-FM	9 WPAT-FM <	9 WPAT-FM <			9 WPAT-FM <	9 WLTW-FM <	
	10 WBLS-FM	WPAT-FM	10 WBLS-FM <	10 WKTU-FM			10 WLTW-FM	10 WKTU-FM <	

NEW YORK

Consolidation Report 12+ 25-54 Revenue

Emmis				
WRKS-FM				
WQHT-FM				
Combined	10.6%	9.4%	9.7%	
Heftel, pending				
WPAT-AM				
WADO-AM				
Combined	6.8%	1.6%	2.3%	
Infinity				
WXRK-FM				
WZRC-AM				
WFAN-AM				
Combined	10.2%	7.2%	15.0%	
SBS, pending				
WSKQ-FM				
WPAT-FM				
WXLX-AM				
Combined	8.1%	9.5%	5.6%	
Westinghouse/CBS				
WNEW-FM				
WCBS-FM				
WINS-AM				
WCBS-AM				
Combined	14.1%	14.7%	22.7%	
	49.8%	42.4%	55.3%	

Other Rated Stations

		Metro Share	Cume Rating	
WBAB -FM	AOR	102.3	Babylon	0.5 / 1.9
WBBR -AM	N	1130	New York	0.4 / 2.4
WBLI -FM	AC/CHR	106.1	Patchogue	0.5 / 1.7
WBZO -FM	O	103.1	Bay Shore	0.4 / 1.4
WDHA -FM	AOR	105.5	Dover, NJ	0.4 / 1.4
WDRE -FM	NR	92.1	Garden City	0.3 / 1.8
WFAS -FM	AC	103.9	White Plains	0.4 / 1.3
WFME -FM	REL	94.7	Newark, NJ	0.6 / 1.7
WHLI -AM	ST	1100	Hempstead	0.7 / 0.9
WHUD -FM	AC	100.7	Peekskill	0.4 / 1.6
WKJY -FM	AC	98.3	Hempstead	0.6 / 1.6
WMCA -AM	REL	570	New York	0.3 / 1.1
WMGQ -FM	AC	98.3	New Brunswick, NJ	0.4 / 0.9
WMJC -FF	AOR	94.3	Long Island	0.3 / 1.0
WMTR -AM	ST	1250	Morristown, NJ	0.3 / 0.8
WNWK -FM	ETH	105.9	Newark, NJ	0.5 / 2.2
WWRL -AM	REL	1600	New York	0.8 / 1.6
WXLX -AM	SP	620	Newark, NJ	0.5 / 1.2
WKXW -FM	O	101.5	Trenton, NJ	0.7 / 2.7

RADIO STATIONS

WABC	770	50 KW	Talk	ABC	\$345.00	(Banner)	Cap Cities/Disney
WADO	1280	5 KW (DA-1)	Hispanic		\$140.00	(Katz Hisp)	Heftel
WBBR	1130	50 KW (DA-N)	Business News		\$150.00	(---)	Bloomberg
WCBS	880	50 KW	News	CBS	\$394.00	(CBS)	CBS/Westinghouse
WFAN	680	50 KW	Sports	Westwd, CBS	\$385.00	(Eastman)	Infinity
WEVD	1050	50 KW (DA-1)	Standards/Ethnic		\$ 82.00	(Groskin)	Forward
WINS	1010	50 KW (DA-2)	News	CNN ABC	\$434.00	(Group W)	CBS/Westinghouse
WKDM	1380	5 KW (DA-1)	Hispanic	CBS	\$ 80.00	(Katz Hisp)	Way
WLIB	1190	10 KW (DAYS, DA)	Black News/Talk	AURN	\$ 75.00	(Mc-Guild)	Inner City
WMCA	570	5 KW (DA-1)	Religion		NA	(---)	Salem
WOR	710	50 KW (DA-1)	Talk	ABC, Westwd	\$305.00	(Mc-Guild)	Buckley
WPAT	930	5 KW (DA-2)	Hispanic		NA	(---)	Heftel (Paterson)
WQEW	1560	50 KW (DA-2)	Standards		\$ 90.00	(MMR)	New York Times
WXLX	620	5 KW (DA-2)	Hispanic		\$ 78.00	(SBS)	SBS (Newark)
WWRL	1600	5 KW (DA-2)	Gospel	Westwd, 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
WAXQ-F	104.3	7.8 KW @ 1223	AOR	Westwd	\$150.00	(MMR)	GAF
WBLS-F	107.5	4.2 KW @ 1362	Black AC	ABC	\$270.00	(Mc-Guild)	Inner City
WCBS-F	101.1	6.8 KW @ 1325	Oldies	CBS	\$500.00	(CBS)	CBS/Westinghouse
WFME-F	94.7	37 KW @ 570	Religion		NA	(---)	Family
WHTZ-F	100.3	6 KW @ 1362	CHR		\$340.00	(Christal)	Chancellor (Newark)
WHUD-F	100.7	50 KW @ 500	EZ/Soft AC	ABC, AP	\$105.00	(Katz)	(Peekskill)
WKTU-F	103.5	5.4 KW @ 1420	CHR	Westwd	\$210.00	(D&R)	Evergreen (Lake Success)
WLTW-F	106.7	6 KW @ 1362	Soft AC		\$510.00	(Katz)	Viacom
WMXV-F	105.1	6 KW @ 1362	AC		\$374.00	(Mc-Guild)	Bonneville
WNEW-F	102.7	7.8 KW @ 1223	AOR	Westwd	\$320.00	(Group W)	CBS/Westinghouse
WNWK-F	105.9	2.4 KW @ 722	Variety/Ethnic		NA	(---)	Way (Newark)
WPAT-F	93.1	5.4 KW @ 1420	Hispanic AC		\$210.00	(MMR)	SBS (Paterson)
WPLJ-F	95.5	6.7 KW @ 1335	CHR/NR	ABC	\$415.00	(Katz)	Cap Cities/Disney
WQCD-F	101.9	6 KW @ 1362	Jazz		\$340.00	(Christal)	Tribune Co.
WQHT-F	97.1	6.7 KW @ 1339	CHR/Urban		\$370.00	(MMR)	Emmis
WQXR-F	96.3	6 KW @ 1362	Classical	Westwd	\$190.00	(MMR)	New York Times
WRKS-F	98.7	6 KW @ 1362	Black/AC	Source, Westwd	\$404.00	(D&R)	Emmis
WSKQ-F	97.9	6 KW @ 1362	Hispanic		\$240.00	(SBS)	SBS
WXRK-F	92.3	6 KW @ 1362	Talk/NR	ABC	\$471.00	(Torbet)	Infinity

NOTES: WJDM (Elizabeth City, NJ) sold to Children's Broadcasting for \$11,500,000. . . WAXQ-F sold to Viacom for \$90,000,000 (MVP) . . . WYNY-F changed to WKTU-F and format from Country to CHR (Feb) . . .

NORFOLK

Arbitron Rank: 33
Pop (12+): 1,210,900
MSA Rank: 32
MSA Pop: 1,560,000 DMA # 40
Average Person Ratings: 15.4
Market TSL in Hours: 20.25

Stations: 24 / 24
Diaries: 1879 / 644 :1/ 60.9 %
Sample Target: 1,670
% Below Line: 0
% Not Listed: 10.8

Last Year's Revenue: \$43,000,000
Household Income: \$43,121
Retail Dollars: \$14.7 Bil
Pop per Station: 50,454
#1 Biller: WOWI-F Rev: \$5,000,000
#1 Billing Portfolio:
 Saga & Sinclair duops ea. \$7,500,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WOWI -FM	B	224 / 12.0	10.8	10.7	10.5	9.2	11.0	2526 / 20.9	20.6	19.9	F WOWI -FM
2	WCMS -AF	C	135 / 7.2	7.6	7.5	7.5	6.2	7.5	1945 / 16.1	16.1	14.6	E WCMS -AF
3	WFOG -FM	SAC	131 / 7.0	4.4	4.2	6.0	6.2	5.4	1673 / 13.8	12.5	14.0	D WFOG -FM
4	WGH -FM	C	128 / 6.9	5.5	5.4	5.9	6.7	5.9	1957 / 16.2	14.8	14.6	F WGH -FM
5	WNVZ -FM	CHR	106 / 5.7	4.7	5.1	7.2	5.3	5.7	2146 / 17.7	17.9	16.6	D WNVZ -FM
6	WNOR -AF	AOR	105 / 5.6	6.6	7.0	6.1	8.0	6.4	1761 / 14.5	15.3	17.0	F WNOR -AF
7	WWDE -FM	AC	101 / 5.4	5.3	5.0	4.8	5.6	5.1	1716 / 14.2	13.7	13.8	F WWDE -FM
8	WROX -FM	AOR-NR	93 / 5.0	3.7	4.0	3.8	3.2	4.1	1641 / 13.6	12.1	9.7	C WROX -FM
9	WJCD -FM	JJU	81 / 4.3	6.5	7.5	5.5	1.8	6.0	1231 / 10.2	12.0	7.2	C WJCD -FM
10	WAFX -FM	CL AOR	78 / 4.2	4.1	4.5	4.0	4.8	4.2	1417 / 11.7	10.9	12.6	D WAFX -FM
11	WSVY -FM	B	64 / 3.4	3.5	2.8	3.0	4.3	3.2	982 / 8.1	8.3	9.7	B WSVY -FM
12	WNIS -AM	N/T	60 / 3.2	3.0	3.2	3.8	3.4	3.3	909 / 7.5	8.6	8.2	D WNIS -AM
13	WJQI -FM	AC	54 / 2.9	2.7	2.7	3.0	2.3	2.8	1013 / 8.4	8.0	8.1	C WJQI -FM
14	WPCE -AM	G	53 / 2.8	2.6	2.0	2.4	2.6	2.5	609 / 5.0	5.4	4.4	A WPCE -AM
15	WKOC -FM	AOR-P	52 / 2.8	3.7	3.5	4.2	3.2	3.6	1295 / 10.7	10.9	7.6	D WKOC -FM
16	WLTY -FM	O	46 / 2.5	3.4	4.8	3.0	3.4	3.4	997 / 8.2	9.0	8.5	D WLTY -FM
17	WXEZ -FM	SAC	37 / 2.0	2.6	1.6	1.9	2.8	2.0	659 / 5.4	5.8	6.2	A WXEZ -FM
18	WMYK -FM	B	28 / 1.5	1.5	2.0	2.0	2.4	1.8	942 / 7.8	7.5	10.2	B WMYK -FM
19	WTAR -AM	T	27 / 1.4	1.6	1.2	1.7	2.5	1.5	686 / 5.7	5.8	6.9	B WTAR -AM
20	WGH -AM	SPRTS	24 / 1.3	0.7	0.9	0.5	0.9	0.9	534 / 4.4	4.1	3.4	WGH -AM

12+ FM Share (Metro): 85.29 % (1420 of 1665) (Winter 95: 86.94 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WOWI-FM >	1 WOWI-FM >	1 WOWI-FM >	1 WOWI-FM	1 WOWI-FM	1 WFOG-FM <	1 WOWI-FM >	1 WOWI-FM	1 WOWI-FM >	1 WOWI-FM >>	1 WOWI-FM >
2 WNVZ-FM	2 WNOR-AF	2 WGH-FM <	2 WGH-FM	2 WGH-FM	2 WCMS-AF >	2 WCMS-AF <	2 WFOG-FM <	2 WFOG-FM <	2 WNVZ-FM <	2 WNOR-AF <
3 WROX-FM >>	3 WGH-FM	3 WNOR-AF	3 WWDE-FM	3 WWDE-FM <	3 WGH-FM <	3 WFOG-FM <	3 WCMS-AF	3 WGH-FM <	3 WGH-FM <	3 WSVY-FM >
4 WROX-FM <	4 WWDE-FM	WNOR-AF	4 WCMS-AF <	4 WJCD-FM	4 WNOR-AF	4 WGH-FM	4 WCMS-AF <	4 WROX-FM <		
5 WNVZ-FM	5 WAFX-FM	5 WAFX-FM	5 WNOR-AF	5 WWDE-FM <	5 WGH-FM <	5 WWDE-FM <	5 WNVZ-FM <	5 WSVY-FM		
6 WWDE-FM	WNVZ-FM	6 WCMS-AF >	6 WAFX-FM <	6 WNS-AM	6 WWDE-FM	6 WNOR-AF	6 WWDE-FM <	6 WJCD-FM		
7 WAFX-FM	7 WROX-FM	7 WJCD-FM	7 WJCD-FM <	WOWI-FM	7 WNS-AM <	7 WROX-FM <	7 WNS-AM <	7 WROX-FM <		
	WCMS-AF		8 WFOG-FM		8 WNVZ-FM	8 WJCD-FM	8 WNOR-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 WOWI-FM >>	1 WOWI-FM >>	1 WOWI-FM	1 WOWI-FM >	1 WOWI-FM <	1 WOWI-FM	1 WOWI-FM	1 WNOR-AF	1 WOWI-FM	1 WNOR-AF <
2 WNVZ-FM >>	2 WNVZ-FM <	2 WWDE-FM	2 WWDE-FM	2 WWDE-FM	2 WROX-FM	2 WNOR-AF	2 WOWI-FM >	2 WNOR-AF	2 WOWI-FM <
3 WGH-FM	3 WWDE-FM <	3 WGH-FM	3 WGH-FM <	3 WGH-FM	3 WNOR-AF >	3 WROX-FM >	3 WGH-FM <	3 WAFX-FM	3 WAFX-FM <
4 WWDE-FM	4 WGH-FM >	4 WJQI-FM	4 WNVZ-FM	4 WCMS-AF <	4 WNVZ-FM	4 WGH-FM <	4 WAFX-FM	4 WGH-FM <	4 WGH-FM
5 WROX-FM	5 WJQI-AF	5 WNVZ-FM <	5 WCMS-AF <	5 WFOG-FM	5 WGH-FM	5 WAFX-FM	5 WKOC-FM <	5 WROX-FM >	5 WJCD-FM <
	6 WNOR-AF	6 WNOR-AF	6 WFOG-FM	6 WNVZ-FM	6 WAFX-FM >>	6 WNVZ-FM <	6 WROX-FM	6 WJCD-FM <	6 WCMS-AF
		7 WCMS-AF				7 WKOC-FM >	7 WJCD-FM <		

NORFOLK

Consolidation Report 12+ 25-54 Revenue

Clear Channel, pending

WOWI-FM				
WJCD-FM				
WSVY-AM				
Combined	17.3%	16.5%	15.6%	

Max

WWDE-FM				
WNVZ-FM				
Combined	11.1%	10.6%	14.4%	

Saga

WAFX-FM				
WNOR-AM				
WNOR-FM				
Combined	9.8%	12.5%	17.4%	

Sinclair, pending

WTAR-AM				
WROX-FM				
WKOC-FM				
WNIS-AM				
Combined	12.4%	10.3%	17.4%	

Sunshine Wireless

WFOG-FM				
WJQI-AM				
WJQI-FM				
Combined	9.9%	9.1%	10.2%	

Susquehanna, pending

WLTY-FM				
WGH-AM				
WGH-FM				
Combined	10.6%	13.1%	14.4%	
	71.1%	72.1%	89.4%	

Other Rated Stations

WSVY	-AM	B	1350	Portsmouth	0.9 / 2.1
WTJZ	-AM	REL	1270	Newport News	1.1 / 2.4

Metro Share Cume Rating

RADIO STATIONS

WNIS	850	50 KW/25 KW (DA-2)	News/Talk	Westwd, ABC	\$ 47.00	(MMR)	Sinclair
WPCE	1400	1 KW	Gospel	Westwd, 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	Westwd, CNN	\$ 28.00	(Katz)	Benchmark
WAFX-F	106.9	100 KW @ 984	Classic AOR		\$ 53.00	(CBS)	Saga
WCMS-F	100.5	50 KW @ 500	Country	ABC	\$ 78.00	(MMR)	
WFOG-F	92.9	50 KW @ 484	EZ/Soft AC	Westwd	\$ 63.00	(Banner)	Sunshine Wireless
WGH-F	97.3	74 KW @ 400	Country		\$ 83.00	(Eastman)	Susquehanna
WJQI-F	94.9	50 KW @ 500	AC	Westwd	\$ 43.00	(D&R)	Sunshine Wireless
WKOC-F	93.7	100 KW @ 935	Prog. Rock		\$ 47.00	(Katz)	Benchmark (Elizabeth City, NC)
WLTY-F	95.7	40 KW @ 880	Oldies		\$ 54.00	(Katz)	Benchmark
WJCD-F	105.3	50 KW @ 500	Jazz		\$ 55.00	(D&R)	Ragan Henry
WMYK-F	92.1	15 KW @ 430	Black		\$ 21.00	(Torbet)	Willis (Moyock, NC)
WNOR-F	98.7	48 KW @ 520	AOR		\$ 98.00	(Mc-Guild)	Saga
WNVZ-F	104.5	50 KW @ 479	CHR		\$ 49.00	(Christal)	Max
WOWI-F	102.9	50 KW @ 472	Black	AURN	\$ 89.00	(Mc-Guild)	Ragan Henry
WROX-F	96.1	23 KW @ 722	New Rock		\$ 43.00	(MMR)	Sinclair (Cape Charles)
WSVY-F	107.7	5 KW @ 351	Black	AURN, ABC	\$ 33.00	(Mc-Guild)	(Windsor)
WWDE-F	101.3	50 KW @ 500	AC	CBS	\$ 84.00	(Christal)	Max
WXEZ-F	94.1	50 KW @ 500	EZ/Soft AC		\$ 22.00	(--)	Eure (Yorktown)

NOTES: The following stations were sold by Ragan Henry to Clear Channel: WSVY for \$1,000,000 (E), WOWI-F for \$23,000,000 (E), and WJCD-F for \$8,000,000 (E).

OKLAHOMA CITY

Arbitron Rank:	51	Stations:	22 / 21	Last Year's Revenue:	\$30,800,000
Pop (12+):	836,200	Diaries: 1507 / 555 :1/	55.2 %	Household Income:	\$39,843
MSA Rank:	54	Sample Target:	1,440	Retail Dollars:	\$9.7 Bil
MSA Pop: 1,030,000 DMA # 43		% Below Line:	0.6	Pop per Station:	39,819
Average Person Ratings:	15.2	% Not Listed:	10.3	#1 Biller: XXY-AF	Rev: \$5,500,000
Market TSL in Hours:	20.25			#1 Billing Portfolio:	
				Clear Channel duop+ \$14,600,000	

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KATT -FM	AOR	131 / 10.3	8.4	8.9	9.2	8.6	9.2	1603 / 19.2	18.7	20.7	E KATT -FM
2	KJYO -FM	CHR	120 / 9.4	9.7	10.1	9.4	10.3	9.7	2084 / 24.9	26.4	25.7	D KJYO -FM
3	KOXY -FM	C	108 / 8.5	12.1	10.8	10.2	9.6	10.4	1721 / 20.6	22.3	23.8	G KOXY -FM
4	KOMA -FM	O	94 / 7.4	7.6	7.2	5.1	6.7	6.8	1249 / 14.9	15.4	14.0	E KOMA -FM
5	KMGL -FM	AC	85 / 6.7	6.2	6.4	5.7	6.3	6.3	1373 / 16.4	15.9	16.5	E KMGL -FM
6	KTOK -AM	N/T	78 / 6.1	6.0	7.1	7.6	6.9	6.7	1251 / 15.0	14.3	16.7	E KTOK -AM
7	KRXO -FM	CL AOR	71 / 5.6	6.8	5.9	7.3	7.6	6.4	1318 / 15.8	18.7	18.8	E KR XO -FM
8	KEBC -FM	C	70 / 5.5	5.0	5.8	7.3	5.3	5.9	1285 / 15.4	16.0	17.7	D KEBC -FM
9	KVSP -AM	B	66 / 5.2	5.0	5.6	5.1	4.6	5.2	675 / 8.1	7.9	7.3	B KVSP -AM
10	KYIS -FM	CHR/AC	55 / 4.3	3.3	2.8	3.7	4.0	3.5	1101 / 13.2	13.4	13.1	C KYIS -FM
11	KTST -FM	C	54 / 4.2	6.1	5.8	4.5	4.3	5.2	1007 / 12.0	13.6	11.5	C KTST -FM
12	KTNT -FM	J	49 / 3.9	3.9	3.4	4.1	3.7	3.8	718 / 8.6	8.4	7.7	B KTNT -FM
13	KNTL -FM	REL	39 / 3.1	2.0	2.0	2.3	2.7	2.4	655 / 7.8	5.4	6.8	B KNTL -FM
14	WKY -AM	T/FARM	25 / 2.0	2.3	2.2	2.5	2.5	2.3	534 / 6.4	6.2	6.5	B WKY -AM

12+ FM Share (Metro): 78 % (890 of 1141) (Winter 95: 78.55 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KJYO-FM >>	1 KATT-FM >	1 KATT-FM >	1 KATT-FM <	1 KOXY-FM	1 KOMA-FM	1 KATT-FM <	1 KOXY-FM <	1 KJYO-FM <	1 KJYO-FM <	1 KOXY-FM
2 KVSP-AM	2 KJYO-FM >	2 KJYO-FM <	2 KOXY-FM <	KOMA-FM <	2 KTOK-AM <	2 KOXY-FM	2 KATT-FM <	2 KATT-FM	2 KATT-FM >	2 KTOK-AM <
3 KATT-FM >>	3 KOXY-FM	3 KOXY-FM <	3 KR XO-FM <	3 KATT-FM <	3 KOXY-FM	3 KJYO-FM	3 KOMA-FM	3 KOXY-FM	3 KMGL-FM	3 KATT-FM
	4 KVSP-AM	4 KR XO-FM <	4 KOMA-FM <	4 KR XO-FM <	4 KMGL-FM	4 KOMA-FM	4 KMGL-FM	4 KTOK-AM <	4 KVSP-AM	4 KJYO-FM <
	5 KR XO-FM	5 KMGL-FM <	5 KMGL-FM	5 KMGL-FM	5 KEBC-FM	5 KTOK-AM <	KTOK-AM	5 KOMA-FM <	5 KTNT-FM <	5 KMGL-FM <
	6 KMGL-FM	6 KOMA-FM	6 KYIS-FM <	6 KYIS-FM <	6 KR XO-FM	6 KR XO-FM	6 KJYO-FM <	6 KMGL-FM <	6 KOMA-FM <	6 KOMA-FM <
		7 KYIS-FM	7 KJYO-FM	7 KJYO-FM		7 KMGL-FM <	7 KR XO-FM	7 KR XO-FM	7 KOXY-FM	
			8 KTNT-FM	8 KTNT-FM <		8 KEBC-FM >	KEBC-FM	8 KEBC-FM		
			9 KTST-FM	9 KEBC-FM <						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KATT-FM	1 KATT-FM <	1 KJYO-FM <	1 KJYO-FM	1 KOXY-FM <	1 KATT-FM >>	1 KATT-FM >>	1 KATT-FM >	1 KATT-FM >>	1 KATT-FM
2 KJYO-FM >>	2 KJYO-FM <	2 KATT-FM	2 KOXY-FM <	2 KOMA-FM	2 KJYO-FM >>	2 KOXY-FM <	2 KTNT-FM <	2 KR XO-FM	2 KR XO-FM
3 KVSP-AM	3 KVSP-AM <	3 KOXY-FM <	3 KATT-FM	3 KJYO-FM		3 KJYO-FM <	3 KOXY-FM	3 KOXY-FM <	3 KOMA-FM <
4 KMGL-FM	4 KOXY-FM	4 KVSP-AM	4 KMGL-FM	4 KMGL-FM		4 KR XO-FM <	4 KR XO-FM	4 KMGL-FM <	4 KOXY-FM <
5 KOXY-FM <	5 KMGL-FM	5 KYIS-FM	KOMA-FM	5 KR XO-FM <		5 KTNT-FM	5 KVSP-AM	5 KOMA-FM <	5 KTNT-FM <
6 KTST-FM <	6 KYIS-FM <	6 KMGL-FM	6 KR XO-FM <	6 KYIS-FM		6 KVSP-AM <	6 KMGL-FM <	6 KTNT-FM <	6 KMGL-FM
7 KR XO-FM <	7 KTST-FM <	7 KTST-FM	7 KYIS-FM <	7 KVSP-AM <		7 KMGL-FM	7 WWLS-AM	7 KYIS-FM <	7 KYIS-FM <
8 KEBC-FM	8 KR XO-FM <	8 KR XO-FM <	8 KVSP-AM	8 KATT-FM				8 KJYO-FM	8 KEBC-FM <
	9 KEBC-FM	9 KEBC-FM	9 KTST-FM <						9 KTOK-AM

OKLAHOMA CITY

Consolidation Report	12+	25-54	Revenue
Clear Channel, pending			
KXXY-FM			
KXXY-AM			
KTST-FM			
KJYO-FM			
KEBC-FM			
KTOK-AM			
Combined	34.6%	30.8%	47.4%
Diamond			
KRXO-FM			
KOMA-FM			
KOMA-AM			
Combined	14.5%	18.5%	22.4%
Local			
KYIS-FM			
KATT-FM			
Combined	14.6%	14.9%	14.0%
	63.8%	64.0%	83.8%

Other Rated Stations

Station	Class	Power	City	Metro Share	Cume Rating
KIRC	-FM C	105.9	Shawnee	0.6	0.8
KNOR	-AM ST	1400	Norman	0.6	1.8
KOMA	-AM O	1520	Oklahoma City	1.6	6.2
KQCV	-AM REL	800	Oklahoma City	1.3	3.0
KTLV	-AM REL	1220	Midwest City	0.5	1.5
KXXY	-AM C	1340	Oklahoma City	0.8	3.2
WWLS	-AM SPRTS	640	Moore	1.7	5.0
KSPI	-FM AOR-NR	93.7	Stillwater	0.6	2.1

RADIO STATIONS

Station	Power	Class	Genre	Source	Value	Notes
KOMA	1520	50 KW (DA-N)	Oldies	CBS NA	(---)	Diamond
KTOK	1000	5 KW (DA-2)	News/Talk	Westwd, ABC	\$ 57.00	(Christal) Clear Channel
KVSP	1140	1 KW (DAYS)	Black	AURN	\$ 25.00	(---)
WKY	930	5 KW (DA-N)	Talk/Farm	Westwd	\$ 30.00	(---) Gaylord
WWLS	640	1 KW (DA-N)	Sports	Westwd, CBS	\$ 19.00	(Mc-Guild) (Moore)
KATT-F	100.5	100 KW @ 1191	AOR	Source	\$ 57.00	(Banner) Surrey
KEBC-F	94.7	100 KW @ 1389	Country	ABC	\$ 52.00	(Banner) Clear Channel
KJYO-F	102.7	100 KW @ 985	CHR		\$ 55.00	(Christal) Clear Channel
KMGL-F	104.1	100 KW @ 1362	AC		\$ 68.00	(Eastman) Renda
KNTL-F	104.9	3 KW @ 300	Religion		\$ 20.00	(---) Bott (Bethany)
KOMA-F	92.5	100 KW @ 984	Oldies	CBS	\$ 67.00	(---) Diamond
KRXO-F	107.7	100 KW @ 990	Classic AOR		\$ 74.00	(---) Diamond
KTNT-F	97.7	6 KW @ 315	Jazz		\$ 32.00	(---) (Edmond)
KTST-F	101.9	100 KW @ 1389	Country		\$ 40.00	(Banner) Radio Equity
KXXY-F	96.1	100 KW @ 1171	Country		\$ 115.00	(Banner) Radio Equity
KYIS-F	98.9	100 KW @ 1100	CHR/AC	AP	\$ 29.00	(D&R) KATT owner (D)

NOTES: KTNT-F (Edmond) sold to KATT, KYIS owner for \$2,400,000 (Kall). . .

OMAHA-COUNCIL BLUFFS

Arbitron Rank:	72	Stations:	20 / 20	Last Year's Revenue:	\$28,500,000
Pop (12+):	520,100	Diaries: 1207 / 431 :1/	62.1 %	Household Income:	\$47,901
MSA Rank:	78	Sample Target:	1,130	Retail Dollars:	\$7.3 Bil
MSA Pop:	670,000 DMA # 75	% Below Line:	0	Pop per Station:	26,005
Average Person Ratings:	15.6	% Not Listed:	9.5	#1 Biller: WOW-AF	Rev: \$5,000,000
Market TSL in Hours:	20.50			#1 Billing Portfolio:	
				Henry/Amer. Radio Sys.combo	\$7,000,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level		
1	KFAB -AM	FS/T	79 / 9.8	11.1	7.2	6.1	9.4	8.6	1195 / 23.0	30.7	23.9	F	KFAB -AM
2	KXKT -FM	C	70 / 8.7	8.6	7.1	8.0	7.2	8.1	882 / 17.0	17.9	13.8	C	KXKT -FM
3	KGOR -FM	O	67 / 8.3	8.0	8.7	6.6	4.2	7.9	1041 / 20.0	20.0	15.3	E	KGOR -FM
4	KEZO -FM	AOR	66 / 8.2	7.1	8.1	7.6	9.2	7.8	905 / 17.4	16.3	19.0	E	KEZO -FM
5	KQKQ -FM	CHR	64 / 7.9	5.8	8.3	9.6	9.5	7.9	1270 / 24.4	21.6	26.9	E	KQKQ -FM
6	KEFM -FM	AC	63 / 7.8	5.7	6.8	6.8	6.5	6.8	1042 / 20.0	17.0	17.7	D	KEFM -FM
7	WOW -FM	C	62 / 7.7	10.1	7.6	8.5	7.2	8.5	797 / 15.3	16.0	14.9	F	WOW -FM
8	KKCD -FM	CL AOR	42 / 5.2	4.4	5.2	5.3	4.2	5.0	640 / 12.3	12.3	11.9	C	KKCD -FM
9	KKAR -AM	N/T	38 / 4.7	3.7	4.6	4.3	4.7	4.3	598 / 11.5	9.6	12.7	C	KKAR -AM
10	KGDE -FM	AOR-NR	29 / 3.6	3.4	4.8	5.6	3.7	4.4	631 / 12.1	12.0	12.8	B	KGDE -FM
11	KOIL -AM	ST	28 / 3.5	4.1	2.5	3.2	3.7	3.3	357 / 6.9	7.5	8.9	A	KOIL -AM
12	KESY -FM	SAC	27 / 3.3	4.5	5.9	4.4	6.1	4.5	523 / 10.1	11.7	12.4	C	KESY -FM
13	WOW -AM	C	24 / 3.0	4.4	4.1	3.9	3.1	3.9	313 / 6.0	6.9	6.4		WOW -AM
14	KRRK -FM	AOR	19 / 2.3	1.3	2.9	2.4	3.4	2.2	449 / 8.6	7.4	12.4		KRRK -FM
15	KOSJ -FM	J	16 / 2.0	3.6	0.4	0.0	0.0	0.0	200 / 3.8	5.5	0.0	A	KOSJ -FM

12+ FM Share (Metro): 73.09 % (535 of 732) (Winter 95: 72.86 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KQKQ-FM >>	1 KEZO-FM >	1 KEZO-FM	1 KEZO-FM	1 KEZO-FM	1 KFAB-AM >	1 KFAB-AM >	1 KGOR-FM <	1 KXKT-FM <	1 KQKQ-FM	1 KFAB-AM >>
2 KXKT-FM	2 KXKT-FM	2 KXKT-FM	2 KEFM-FM <	2 KGOR-FM <	2 KGOR-FM	2 KEZO-FM <	2 KEZO-FM	2 KQKQ-FM <	2 KXKT-FM <	2 KEFM-FM
3 KGDE-FM	3 KQKQ-FM <	KEFM-FM	3 KGOR-FM <	3 KEFM-FM <	3 WOW-FM	3 KEFM-FM <	3 KKAR-AM <	3 WOW-FM <	3 KEFM-FM	3 KXKT-FM >
4 KEFM-FM	4 KEFM-FM	4 KGOR-FM	4 KXKT-FM	4 KXKT-FM	4 KEFM-FM <	4 WOW-FM <	4 WOW-FM <	4 KFAB-AM <	4 KFAB-AM <	4 KFAB-AM >
KRRK-FM >	5 WOW-FM	5 KKCD-FM <	5 KKCD-FM	5 WOW-FM <	5 KXKT-FM	5 KGOR-FM <	5 KFAB-AM <	5 KEZO-FM <	5 WOW-FM <	5 WOW-FM <
	6 KGDE-FM	6 WOW-FM <	6 WOW-FM	6 KKCD-FM <	KKAR-AM	6 KXKT-FM <	6 KXKT-FM	6 KGOR-FM <	6 KGDE-FM <	6 KGDE-FM <
	7 KKCD-FM <	7 KQKQ-FM	7 KQKQ-FM <	7 KFAB-AM	7 KOIL-AM <	7 KQKQ-FM	7 KEFM-FM <	7 KEFM-FM <	7 KEFM-FM <	7 KEFM-FM <
	8 KGOR-FM >	8 KFAB-AM	8 KFAB-AM	8 KQKQ-FM	8 KKCD-FM	8 KKCD-FM	8 KKCD-FM <	8 KKCD-FM >	8 KKCD-FM >	8 KKCD-FM >
								9 KQKQ-FM		

Wom 18-24	Wom 18-34	Wom 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-FM	1 KQKQ-FM <	1 KEZO-FM >	1 KEFM-FM	1 KEFM-FM <	1 KGDE-FM	1 KEZO-FM >>	1 KEZO-FM >>	1 KEZO-FM >	1 KEZO-FM >
2 KXKT-FM	2 KEZO-FM <	2 KEFM-FM <	2 KGOR-FM	2 KGOR-FM	2 KEZO-FM	2 KXKT-FM <	2 KXKT-FM <	2 KXKT-FM <	2 KXKT-FM <
3 WOW-FM >	3 KXKT-FM	3 KXKT-FM	KQKQ-FM <	3 KEZO-FM <	3 WOW-FM <	3 KEFM-FM <	3 KEFM-FM	3 KKCD-FM	3 KGOR-FM
4 KGOR-FM	4 WOW-FM <	4 KQKQ-FM	4 KXKT-FM <	4 KXKT-FM <	4 KXKT-FM <	4 KGDE-FM	4 KGOR-FM	4 KEFM-FM <	4 KKCD-FM
5 KGDE-FM	5 KEFM-FM >	5 KESY-FM	5 KEZO-FM	5 KQKQ-FM <	5 KQKQ-FM <	5 KKCD-FM <	5 KKCD-FM	5 KGOR-FM <	5 KEFM-FM <
6 KEFM-FM	6 KESY-FM <	6 WOW-FM >	6 WOW-FM	6 WOW-FM <	6 KKCD-FM	6 WOW-FM <	6 WOW-FM <	6 WOW-FM	6 WOW-FM
7 KKCD-FM <	7 KGOR-FM		7 KKCD-FM <	7 KFAB-AM	7 KEFM-FM >	7 KQKQ-FM	7 KQKQ-FM <	7 KFAB-AM	7 KFAB-AM <
8 KEZO-FM	8 KGDE-FM		8 KFAB-AM <	8 KKCD-FM <	8 KFAB-AM	8 KGOR-FM	8 KGOR-FM	8 KGDE-FM	8 KKAR-AM >
			9 KESY-FM >	9 KESY-FM >	9 KRRK-FM >			KKAR-AM <	

OMAHA-COUNCIL BLUFFS

Consolidation Report 12+ 25-54 Revenue

Journal Co.			
KKCD-FM			
KEZO-FM			
KEZO-AM			
Combined	14.2%	20.6%	16.4%
Local			
KQKQ-FM			
KGDE-FM			
KOIL-AM			
KKAR-AM			
Combined	19.7%	13.0%	19.9%
Triathlon			
KXKT-FM			
KRRK-FM			
Combined	11.0%	11.3%	8.4%
	44.9%	44.9%	44.7%

Other Rated Stations

				Metro Share	Cume Rating
KBBX	-AM	B	1420 Omaha	0.7	1.7
KCRO	-AM	REL	660 Omaha	0.5	1.6
KEZO	-AM	SPRTS	1490 Omaha	0.9	2.6
KOTD	-FM	ST	106.9 Plattsmouth	1.2	3.7
KOTD	-AM	ST	1020 Plattsmouth	1.4	2.6

RADIO STATIONS

KBBX	1420	1 KW/330 W (DA-2)	Black	ABC	\$<20.00	(D & R)	BCR	
KFAB	1110	50 KW (DA-N)	Full Service	Westwd	\$ 72.00	(Christal)	Henry	
KKAR	1290	5 KW (DA-N)	News/Talk	CNN, ABC	\$ 28.00	(Katz)		
KOIL	1180	5 KW/1 KW (DA-2)	Standards	Westwd	\$ 20.00	(Katz)	KKAR, KQKQ owner	(Bellevue)
WOW	590	5 KW	Country	ABC	NA	(Torbet)	Great Empire	
KEFM-F	96.1	100 KW @ 1411	AC		\$ 50.00	(Mc-Guild)		
KESY-F	104.5	100 KW @ 1086	Soft AC	ABC	\$ 43.00	(D & R)	BCR	
KEZO-F	92.3	100 KW @ 1212	AOR		\$ 70.00	(Torbet)	Journal Co.	
KGDE-F	101.9	100 KW @ 1132	AOR-New Rock		\$ 25.00	(Katz)	KQKQ owner	(Lincoln)
KGOR-F	99.9	115 KW @ 1230	Oldies	Westwd	\$ 58.00	(Christal)	Henry	
KKCD-F	105.9	50 KW @ 479	Classic AOR		\$ 30.00	(Eastman)	Journal Co.	
KOSJ-F	97.7	100 KW @ 981	Jazz	ABC	\$ 25.00	(---)		(Nebraska City)
KOTD-F	106.9	6 KW @ 328	Standards	SMN	\$<20.00	(---)		(Plattsmouth)
KQKQ-F	98.5	100 KW @ 1175	CHR		\$ 64.00	(Katz)		(Council Bluffs)
KRRK-F	93.3	3.6 KW @ 427	AOR		\$ 27.00	(K & P)	Triathlon	(Bennington)
KXKT-F	103.7	100 KW @ 1247	Country		\$ 51.00	(Banner)	Triathlon	(Atlantic, IA)
WOW-F	94.1	100 KW @ 1184	Country	ABC	\$ 95.00	(Torbet)	Great Empire	

NOTES: KFAB, KGOR-F sold by Henry to Amer. Radio Systems for \$28,000,000 (E) (MVP) . . .

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

• 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 is 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

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

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

ORLANDO

Arbitron Rank:	39	Stations:	25 / 23	Last Year's Revenue:	\$62,600,000
Pop (12+):	1,017,100	Diaries: 2208 / 461 :	1/ 51.7 %	Household Income:	\$45,523
MSA Rank:	85	Sample Target:	2,150	Retail Dollars:	\$15.0 Bil
MSA Pop:	614,000 DMA # 22 (w/Daytona, Melbourne)	% Below Line:	1.6	Pop per Station:	44,222
Average Person Ratings:	16.2	% Not Listed:	9	#1 Biller: WWKA-F	Rev: \$7,100,000
Market TSL In Hours:	21.50			#1 Billing Portfolio:	
				NewCity/Cox duop	\$19,900,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WWKA -FM	C	143 / 8.7	9.7	8.2	8.4	8.3	8.8	1801 / 17.7	19.5	16.6	H WWKA -FM
2	WMGF -FM	SAC	133 / 8.1	6.6	8.6	6.8	7.2	7.5	2003 / 19.7	15.0	16.8	G WMGF -FM
3	WOMX -FM	AC	124 / 7.5	7.6	8.4	7.0	6.0	7.6	2070 / 20.4	19.0	18.8	H WOMX -FM
4	WXXL -FM	CHR	112 / 6.8	6.7	5.8	6.0	5.8	6.3	1971 / 19.4	20.1	18.4	F WXXL -FM
5	WJHM -FM	B	106 / 6.4	6.4	7.6	8.1	7.8	7.1	1541 / 15.2	15.0	15.9	G WJHM -FM
6	WDBO -AM	FS	103 / 6.2	5.6	6.7	6.9	6.4	6.4	1540 / 15.1	12.4	16.2	F WDBO -AM
7	WTKS -FM	T	96 / 5.8	5.9	4.6	6.4	5.8	5.7	1510 / 14.8	15.1	14.9	E WTKS -FM
	WOCL -FM	O	96 / 5.8	5.6	5.4	5.6	4.7	5.6	1696 / 16.7	16.5	13.4	G WOCL -FM
9	WLOQ -FM	J	77 / 4.7	3.2	3.2	4.7	4.5	4.0	1078 / 10.6	8.9	10.5	E WLOQ -FM
10	WJRR -FM	AOR	74 / 4.5	5.0	4.5	6.3	5.1	5.1	1396 / 13.7	16.2	15.8	E WJRR -FM
11	WCFB -FM	AC/U	68 / 4.1	4.1	3.8	2.4	2.3	3.6	1027 / 10.1	9.4	7.1	C WCFB -FM
12	WDIZ -FM	AOR	67 / 4.1	3.2	4.0	3.6	4.6	3.7	1273 / 12.5	12.5	12.8	D WDIZ -FM
13	WMMO -FM	AOR/AC	65 / 3.9	3.4	4.6	5.3	5.6	4.3	912 / 9.0	8.9	11.5	F WMMO -FM
14	WHTQ -FM	CL AOR	53 / 3.2	3.6	3.4	3.3	3.0	3.4	962 / 9.5	9.5	9.3	D WHTQ -FM
15	WHOO -AM	ST	52 / 3.2	3.6	2.2	2.9	2.1	3.0	527 / 5.2	6.5	4.1	B WHOO -AM
16	WWZN -AM	SPRTS	21 / 1.3	0.7	0.6	0.7	0.4	0.8	357 / 3.5	3.5	3.0	WWZN -AM
17	WTLN -FM	REL	20 / 1.2	1.2	1.3	1.5	1.9	1.3	365 / 3.6	4.1	4.4	WTLN -FM

12+ FM Share (Metro): 84 % (1260 of 1500) (Winter 95: 84.9 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJHM-FM >	1 WOXL-FM <	1 WOMX-FM	1 WOMX-FM	1 WOMX-FM <	1 WMGF-FM <	1 WWKA-FM	1 WWKA-FM <	1 WWKA-FM	1 WJHM-FM >	1 WDBO-AM
2 WOXL-FM >	2 WOMX-FM	2 WOXL-FM <	2 WTKS-FM <	2 WWKA-FM	2 WWKA-FM <	2 WOMX-FM <	2 WMGF-FM	2 WMGF-FM <	2 WMGF-FM <	2 WMGF-FM <
3 WJRR-FM >	3 WTKS-FM <	3 WWKA-FM <	3 WWKA-FM <	3 WMGF-FM <	3 WDBO-AM	3 WMGF-FM <	3 WOMX-FM	3 WTKS-FM	3 WXXL-FM <	3 WJHM-FM
4 WJHM-FM <	4 WTKS-FM <	4 WMGF-FM	4 WTKS-FM <	4 WOCL-FM	4 WDBO-AM	4 WDBO-AM <	WOMX-FM <	4 WDBO-AM	4 WWKA-FM	4 WWKA-FM
5 WJRR-FM	5 WMGF-FM	5 WOXL-FM <	5 WOCL-FM	5 WLOQ-FM	5 WLOQ-FM	WTKS-FM	5 WOXL-FM	5 WOXL-FM <	5 WJRR-FM <	5 WLOQ-FM <
6 WWKA-FM <	6 WJHM-FM <	6 WMMO-F <	6 WOXL-FM	6 WOMX-FM <	6 WOXL-FM	6 WTKS-FM <	6 WJHM-FM <	6 WOMX-FM	6 WOMX-FM	6 WOMX-FM <
7 WDIZ-FM	7 WJRR-FM <	7 WLOQ-FM <	WLOQ-FM <	7 WHOO-AM	7 WOCL-FM	7 WOCL-FM	7 WOCL-FM	7 WOCL-FM <	7 WWKA-FM	
8 WMGF-FM	8 WMMO-F <	8 WOCL-FM	8 WMMO-F				8 WLOQ-FM	8 WDBO-AM	8 WOCL-FM	
	9 WDIZ-FM <	9 WCFB-FM <	9 WCFB-FM							
	10 WOCL-FM <									
	11 WLOQ-FM									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WOXL-FM	1 WOXL-FM <	1 WOMX-FM <	1 WOMX-FM	1 WOMX-FM	1 WJRR-FM	1 WJRR-FM <	1 WTKS-FM	1 WTKS-FM	1 WTKS-FM
2 WOMX-FM <	2 WOMX-FM >	2 WOXL-FM >	2 WOXL-FM <	2 WMGF-FM	2 WJHM-FM <	2 WDIZ-FM <	2 WDIZ-FM <	2 WDIZ-FM <	2 WWKA-FM
3 WJHM-FM	3 WMGF-FM	3 WMGF-FM <	3 WMGF-FM	3 WWKA-FM <	3 WDIZ-FM <	3 WTKS-FM <	3 WJRR-FM	3 WJRR-FM <	3 WMMO-F <
4 WWKA-FM	WWKA-FM	4 WTKS-FM <	4 WWKA-FM	4 WOCL-FM <	4 WOXL-FM >	4 WJHM-FM	4 WOMX-FM <	4 WWKA-FM	4 WDIZ-FM <
5 WMGF-FM	5 WTKS-FM <	5 WWKA-FM	5 WOCL-FM	5 WOXL-FM >	5 WOMX-FM <	5 WOXL-FM	5 WJHM-FM	5 WOMX-FM <	5 WOMX-FM <
6 WJRR-FM	6 WJHM-FM >	6 WCFB-FM	6 WJHM-FM <	6 WLOQ-FM <	6 WTKS-FM <	6 WOMX-FM	6 WWKA-FM	6 WHTQ-FM	6 WLOQ-FM
7 WTKS-FM	7 WCFB-FM <		7 WTKS-FM	7 WCFB-FM	7 WWKA-FM <	7 WWKA-FM	WOXL-FM <	WMMO-F <	WHTQ-FM
					8 WHTQ-FM >>	6 WHTQ-FM	8 WCFB-FM	8 WJHM-FM <	8 WJRR-FM <
							9 WHTQ-FM >	9 WOXL-FM	9 WDBO-AM <
								10 WLOQ-FM	10 WCFB-FM <
									11 WOCL-FM

ORLANDO

Consolidation Report 12+ 25-54 Revenue

Chancellor			
WJHM-FM			
WOMX-FM			
WXXL-FM			
	Combined	20.7%	19.4% 27.5%
NewCity/Cox			
WDBO-AM			
WCFB-FM			
WHOO-AM			
WHTQ-FM			
WMMO-FM			
WWKA-FM			
	Combined	29.3%	29.3% 31.6%
Paxson			
WDIZ-FM			
WJRR-FM			
WGMF-FM			
WWNZ-AM			
WWZN-AM			
	Combined	18.7%	17.8% 22.0%
		68.8%	66.5% 81.1%

Other Rated Stations

				Metro Share	Cume Rating
WFIV	-AM	SP	1080 Kissimmee	0.5	/ 0.9
WOKB	-AM	E	1600 Winter Garden	0.5	/ 1.8
WONQ	-AM	SP	1030 Oviedo	0.7	/ 2.3
WPRD	-AM	SP	1440 Winter Park	0.7	/ 1.1
WRMQ	-AM	SP	1140 Orlando	0.5	/ 0.9
WWNZ	-AM	N/T	640 Orlando	0.8	/ 3.8
WGNE	-FM	C	98.1 Titusville	0.6	/ 3.2
WPCV	-FM	C	97.5 Lakeland	1.0	/ 4.2

RADIO STATIONS

WDBO	580	5 KW (DA-N)	Full Service	ABC	\$ 79.00	(Katz)	NewCity	
WHOO	990	50 KW/5 KW (DA-2)	Standards	SMN	\$ 21.00	(Torbet)	Granum	
WONQ	1030	10 KW/500 W (DA-2)	Spanish		\$ <20.00	(--)		
WWNZ	740	50 KW (DA-2)	News/Talk	CBS, AP	\$ <20.00	(--)	Paxson	
WCFB-F	94.5	100 KW @ 1470	AC		\$ 47.00	(Katz)	NewCity	(Daytona Beach)
WDIZ-F	100.3	100 KW @ 1188	AOR	ABC	\$ 54.00	(MMR)	Shamrock	
WHTQ-F	96.5	100 KW @ 1598	Classic AOR		\$ 62.00	(Eastman)	Granum	
WJHM-F	101.9	28 KW @ 1585	Black		\$ 95.00	(D&R)	Beasley	(Daytona Beach)
WJRR-F	101.1	100 KW @ 1598	AOR		\$ 74.00	(Banner)	Paxson	(Cocoa)
WLOQ-F	103.1	14 KW @ 440	Jazz		\$ 59.00	(Eastman)		
WGMF-F	107.7	100 KW @ 1585	Soft AC		\$104.00	(Banner)	Paxson	(Mt. Dora)
WMMO-F	98.9	38 KW @ 440	AOR/AC		\$ 78.00	(Eastman)	Granum	
WOCL-F	105.9	100 KW @ 1585	Oldies	AP	\$132.00	(Christal)	Chancellor	(DeLand)
WOMX-F	105.1	100 KW @ 1598	AC		\$140.00	(Mc-Guild)	Nationwide	
WTKS-F	104.1	100 KW @ 1598	News/Talk/AOR	AP	\$ 70.00	(Mc-Guild)	Press	(Cocoa Beach)
WTLN-F	95.3	6 KW @ 315	Religion	USA	\$ <20.00	(Salem)		(Apopka)
WWKA-F	92.3	100 KW @ 1341	Country		\$140.00	(Katz)	NewCity	
WXXL-F	106.7	100 KW @ 824	CHR	AP	\$ 97.00	(MMR)	OmniAmerica	(Leesburg)

NOTES: WJHM-F sold by Beasley to OmniAmerica for \$21,300,000 (Star) . . . Granum sold the following stations to Infinity: WHOO for \$2,000,000, WHTQ-F for \$15,000,000 and WMMO-F for \$17,000,000 . . . WOMX-F sold by Nationwide to OmniAmerica for an estimated \$39,000,000 (Star; Crisler) . . . WDIZ-F sold by Shamrock (Lynett) to Paxson for \$22,500,000 . . .

PHILADELPHIA

Arbitron Rank: 5	Stations: 31 / 23	Last Year's Revenue: \$186,000,000
Pop (12+): 4,067,000	Diaries: 4981 / 817 :1/ 53.3 %	Household Income: \$54,160
MSA Rank: 4	Sample Target: 4,630	Retail Dollars: \$45.1 Bil
MSA Pop: 4,960,000 DMA # 4	% Below Line: 4.5	Pop per Station: 176,826
Average Person Ratings: 18.2	% Not Listed: 11	#1 Biller: KYW Rev: \$26,000,000
Market TSL In Hours: 23.75		#1 Billing Portfolio:
		Westinghouse/CBS \$57,000,000

12+ Metro	Format	1/4	Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1	KYW -AM	N	674 / 9.1	8.2	7.4	7.3	7.7	8.0	14816 / 36.4	30.9	32.1	K KYW -AM
2	WWDB -FM	T	436 / 5.9	4.7	4.9	5.7	5.4	5.3	4785 / 11.8	11.6	12.6	H WWDB -FM
3	WUSL -FM	B	434 / 5.9	6.1	6.4	6.2	5.9	6.2	5404 / 13.3	13.3	13.1	I WUSL -FM
4	WBEB -FM	AC	414 / 5.6	5.5	4.4	4.7	5.5	5.1	6114 / 15.0	15.0	14.6	I WBEB -FM
5	WDAS -FM	B/AC	362 / 4.9	5.3	5.6	5.8	5.1	5.4	4180 / 10.3	9.9	10.2	I WDAS -FM
6	WIOQ -FM	CHR	358 / 4.8	4.3	4.1	3.4	3.4	4.2	6579 / 16.2	15.8	14.0	G WIOQ -FM
7	WXTU -FM	C	345 / 4.7	5.3	4.7	4.6	4.8	4.8	4029 / 9.9	10.7	10.9	H WXTU -FM
8	WPEN -AM	ST/FS	344 / 4.7	5.7	4.8	4.8	5.4	5.0	3434 / 8.4	10.1	8.6	G WPEN -AM
9	WYSP -FM	T/CL AOR	339 / 4.6	5.1	5.0	4.8	4.6	4.9	6175 / 15.2	17.8	16.3	K WYSP -FM
10	WOGL -FM	O	328 / 4.4	5.0	5.2	5.3	4.9	5.0	5735 / 14.1	15.4	15.2	I WOGL -FM
11	WYXR -FM	AC/CHR	289 / 3.9	3.7	4.0	4.0	4.3	3.9	5587 / 13.7	13.4	14.5	H WYXR -FM
12	WJJZ -FM	J	283 / 3.8	3.5	3.6	3.6	3.1	3.6	4199 / 10.3	9.7	8.2	G WJJZ -FM
13	WMGK -FM	O-70'S	280 / 3.8	3.1	3.8	3.4	3.5	3.5	4735 / 11.6	11.3	12.4	H WMGK -FM
14	WIP -AM	SPRTS	274 / 3.7	3.2	2.9	3.6	4.5	3.4	4534 / 11.1	10.7	11.9	I WIP -AM
15	WMMR -FM	AOR	254 / 3.4	3.9	4.5	5.2	4.8	4.3	4774 / 11.7	13.0	15.1	I WMMR -FM
16	WPLY -FM	CHR-NR	241 / 3.3	3.7	4.0	4.1	4.2	3.8	5762 / 14.2	15.1	15.1	G WPLY -FM
17	WFLN -FM	CL	200 / 2.7	2.5	2.3	2.3	2.3	2.5	2985 / 7.3	7.6	6.9	F WFLN -FM
18	WBF -FM	AOR-NR	114 / 1.5	1.3	1.3	1.5	1.9	1.4	2920 / 7.2	6.0	8.6	E WBF -FM
19	WDAS -AM	G/B	97 / 1.3	1.5	1.1	0.9	0.8	1.2	1352 / 3.3	3.2	2.3	C WDAS -AM
20	WPST -FM	CHR	89 / 1.2	1.7	1.3	1.4	1.5	1.4	3042 / 7.5	7.3	7.2	WPST -FM
21	WHAT -AM	B/T	81 / 1.1	1.5	1.0	1.1	1.0	1.2	1042 / 2.6	2.7	1.9	B WHAT -AM

12+ FM Share (Metro): 76.16 % (5007 of 6574) (Winter 95: 76.26 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WUSL-FM >	1 WUSL-FM <	1 WYSP-FM	1 WDAS-FM <	1 KYW-AM <	1 KYW-AM >	1 KYW-AM >	1 WBEB-FM	1 KYW-AM <	1 WUSL-FM >	1 KYW-AM
2 WIOQ-FM >	2 WYSP-FM <	2 WDAS-FM <	2 WYSP-FM <	2 WDAS-FM <	2 WWDB-FM	2 WYSP-FM >	2 WWDB-FM	2 WBEB-FM <	2 WIOQ-FM <	2 WWDB-FM
3 WPLY-FM >	3 WIOQ-FM	3 WUSL-FM <	3 KYW-AM <	3 WBEB-FM <	3 WPEN-AM	3 WWDB-FM <	3 KYW-AM	3 WUSL-FM	3 KYW-AM <	
	4 WPLY-FM <	4 WBEB-FM <	4 WMGK-FM <	4 WYSP-FM <	4 WOGL-FM	4 WIP-AM <	4 WPEN-AM	4 WIOQ-FM <	4 WDAS-FM	
	5 WMMR-F <	5 WIOQ-FM <	5 WBEB-FM <	5 WMGK-FM	WBEB-FM	5 WUSL-FM <	WXTU-FM <	5 WWDB-FM	5 WYXR-FM <	
	6 WMGK-FM <	6 WMGK-FM	6 WMMR-F <	WOGL-FM	6 WXTU-FM	6 WBEB-FM	6 WDAS-FM <		6 WWDB-FM	
	7 WDAS-FM <	KYW-AM <		7 WMMR-F <		WXTU-FM <	7 WMGK-FM <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WIOQ-FM	1 WIOQ-FM	1 WMGK-FM <	1 WBEB-FM <	1 WBEB-FM <	1 WUSL-FM	1 WYSP-FM	1 WYSP-FM	1 WYSP-FM >	1 WYSP-FM
2 WUSL-FM >	2 WUSL-FM	2 WDAS-FM <	2 WDAS-FM <	2 WDAS-FM	2 WYSP-FM	2 WUSL-FM	2 WMMR-F	2 WIP-AM <	2 WIP-AM <
3 WPLY-FM	3 WBEB-FM <	3 WYXR-FM <	3 WYXR-FM <	3 WYXR-FM <	3 WIOQ-FM	3 WMMR-F <	3 WIP-AM	3 WMMR-F <	3 WMMR-F <
4 WBEB-FM	4 WYXR-FM	4 WBEB-FM <	4 WIOQ-FM	4 KYW-AM	4 WPLY-FM >	4 WIP-AM	4 WMGK-FM <	4 WMGK-FM <	4 WMGK-FM <
5 WYXR-FM	5 WDAS-FM <	5 WIOQ-FM	5 WUSL-FM	5 WOGL-FM		5 WPLY-FM	5 WUSL-FM <	5 WUSL-FM <	5 KYW-AM
	6 WPLY-FM <	6 WUSL-FM <	6 KYW-AM	6 WMGK-FM		6 WIOQ-FM	6 WDAS-FM	6 KYW-AM <	6 WOGL-FM <
	7 WMGK-FM	7 WMMR-F		7 WXTU-FM		7 WMGK-FM		7 WDAS-FM <	7 WJJZ-FM <

PHILADELPHIA

Consolidation Report 12+ 25-54 Revenue

Beasley			
WXTU-FM			
WDAS-FM			
WDAS-AM			
WTEL-AM			
Combined	11.3%	13.8%	13.0%
Evergreen			
WYXR-FM			
WJJZ-FM			
Combined	7.7%	9.8%	8.0%
EZ			
WUSL-FM			
WIOQ-FM			
Combined	10.7%	7.8%	8.9%
Salem			
WZZD-AM			
WPHY-AM			
Combined	0.0%	0.0%	1.0%
Westinghouse/CBS			
WUGL-FM			
WMMR-FM			
WGMP-AM			
KYW-AM			
Combined	17.4%	18.7%	30.3%
	47.1%	50.1%	61.2%

Other Rated Stations

					Metro Share	Cume Rating
WGMP	-AM	SPRTS	1210	Philadelphia	0.5	3.0
WNAP	-AM	REL	1110	Norristown	0.4	0.8
WTEL	-AM	HISP	860	Philadelphia	0.4	0.7
WBYN	-FM	REL	107.5	Boyertown, PA	0.3	0.9
WCHR	-FM	REL	94.5	Trenton, NJ	0.4	1.1
WFMZ	-FM	SAC	100.7	Allentown	0.7	1.7
WJBR	-FM	AC	99.5	Wilmington, DE	0.4	2.0
WKXW	-FM	O	101.5	Trenton, NJ	0.5	2.9
WRDR	-FM	STDS	104.9	Egg Harbor, NJ	0.5	1.3
WSTW	-FM	CHR	93.7	Wilmington, DE	0.4	2.5

RADIO STATIONS

KYW	1060	50 KW (DA-1)	News	Westwd, ABC	\$380.00	(Group W)	CBS/Westinghouse
WDAS	1480	5 KW/1 KW (DA-2)	Gospel/Black	AURN	NA	(Mc-Guild)	Beasley
WHAT	1340	1 KW	Black Talk		\$ 40.00	(---)	
WIP	810	5 KW (DA-1)	Sports	Westwd	\$150.00	(Interep)	Infinity
WGMP	1210	50 KW	Sports	CBS, MBS	NA	(CBS)	CBS/Westinghouse
WPEN	950	5 KW (DA-N)	Standards/FS	Westwd	\$107.00	(MMR)	Greater Media
WPHY	560	5 KW (DA-2)	Religion		\$ 30.00	(---)	Salem
WTEL	860	10 KW (DAYS, DA)	Hispanic		\$ 35.00	(Katz Hisp.)	Beasley
WZZD	980	50 KW/10 KW (DA-2)	Religion		\$ 32.00	(Salem)	Salem
WBEB-F	101.1	14 KW @ 940	AC		\$211.00	(Mc-Guild)	
WDAS-F	105.3	17 KW @ 873	Black/AC		\$217.00	(Mc-Guild)	Beasley
WFLN-F	95.7	50 KW @ 502	Classical		\$135.00	(CMBS)	Marlin
WIBF-F	103.9	0.3 KW @ 1000	New Rock		\$ 75.00	(Roslin)	Jarad (Jenkintown)
WIOQ-F	102.1	27 KW @ 670	CHR		\$159.00	(Banner)	EZ
WJJZ-F	106.1	23 KW @ 740	Jazz		\$157.00	(Eastman)	Evergreen
WMGK-F	102.9	8.5 KW @ 1180	Oldies (70's)		\$180.00	(MMR)	Greater Media
WMMR-F	93.3	18 KW @ 827	AOR	Westwd	\$265.00	(Group W)	CBS/Westinghouse
WUGL-F	98.1	13 KW @ 1000	Oldies	CBS	\$268.00	(CBS)	CBS/Westinghouse
WPLY-F	100.3	35 KW @ 600	CHR		\$148.00	(Christal)	(Media)
WUSL-F	98.9	18 KW @ 830	Black		\$202.00	(Katz)	EZ
WWDB-F	96.5	17 KW @ 865	Talk	ABC	\$175.00	(Banner)	Mercury
WXTU-F	92.5	16 KW @ 900	Country	Westwd	\$195.00	(D&R)	Beasley
WYSP-F	94.1	16 KW @ 900	Classic AOR	ABC	\$370.00	(Torbet)	Infinity
WYXR-F	104.5	17 KW @ 873	AC/CHR		\$185.00	(Katz)	Evergreen

NOTES: WFLN-F resold by Marlin to Amer. Radio Systems for \$28,000,000 (Blackburn). . . ARS then traded WFLN-F to Secret. . .

PHOENIX

Arbitron Rank: 20	Stations: 35 / 33	Last Year's Revenue: \$95,500,000
Pop (12+): 1,997,400	Diaries: 3191 / 626 :1/ 53.1 %	Household Income: \$41,881
MSA Rank: 17	Sample Target: 3,030	Retail Dollars: \$25.5 Bil
MSA Pop: 2,600,000 DMA # 17	% Below Line: 1.1	Pop per Station: 60,527
Average Person Ratings: 16.3	% Not Listed: 12.9	#1 Biller: KNIX-F Rev: \$11,000,000
Market TSL in Hours: 21.75		#1 Billing Portfolio:
		Pulitzer combo \$16,100,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KNIX -FM	C	249 / 7.6	5.7	7.4	7.3	5.7	7.0	3104 / 15.5	15.6	15.8	I KNIX -FM
	KTAR -AM	N/T	249 / 7.6	8.0	8.2	8.9	9.6	8.2	4281 / 21.4	21.3	23.8	I KTAR -AM
3	KKFR -FM	CHR	232 / 7.1	7.0	6.4	5.4	5.2	6.5	3571 / 17.9	18.5	16.1	F KKFR -FM
4	KMLE -FM	C	215 / 6.6	5.8	6.2	7.5	7.7	6.5	2902 / 14.5	14.7	14.9	I KMLE -FM
5	KOY -AM	ST	182 / 5.6	5.8	5.5	5.1	6.0	5.5	2023 / 10.1	9.7	10.2	D KOY -AM
6	KUPD -FM	AOR	155 / 4.8	5.0	6.4	5.0	4.9	5.3	2154 / 10.8	12.0	13.1	H KUPD -FM
7	KFYI -AM	T	153 / 4.7	6.2	5.7	5.1	5.3	5.4	1842 / 9.2	11.2	10.4	G KFYI -AM
8	KOOL -FM	O	150 / 4.6	4.1	3.9	3.9	3.2	4.1	2807 / 14.1	12.0	10.5	G KOOL -FM
9	KYOT -FM	J	146 / 4.5	4.1	2.5	2.9	2.3	3.5	1731 / 8.7	8.9	6.1	D KYOT -FM
10	KKLT -FM	SAC	122 / 3.7	3.5	3.9	4.4	4.1	3.9	2163 / 10.8	10.0	11.5	G KKLT -FM
11	KDKB -FM	AOR	114 / 3.5	3.3	3.4	3.2	3.7	3.4	1958 / 9.8	11.2	12.3	G KDKB -FM
12	KZON -FM	AOR-P	107 / 3.3	2.7	2.6	2.2	2.7	2.7	1815 / 9.1	6.5	6.5	E KZON -FM
13	KESZ -FM	AC	106 / 3.3	3.2	3.8	3.1	3.7	3.4	2134 / 10.7	12.4	11.2	G KESZ -FM
14	KSLX -AF	CLAOR	94 / 2.9	3.8	4.5	3.2	3.4	3.6	1932 / 9.7	12.0	11.9	G KSLX -AF
15	KEDJ -FF	AOR-NR	90 / 2.8	2.7	2.5	2.5	3.1	2.6	2163 / 10.8	10.9	7.7	C KEDJ -FF
16	KVRY -FM	AC	85 / 2.8	2.5	2.3	3.1	3.5	2.6	1829 / 9.2	10.0	10.9	F KVRY -FM
17	KHTC -FM	O-70s	71 / 2.2	2.5	2.5	3.3	2.8	2.6	1478 / 7.4	7.9	9.4	E KHTC -FM
18	KMJK -FM	B	36 / 1.1	0.5	0.8	0.9	1.3	0.8	554 / 2.8	2.1	3.2	KMJK -FM
19	KVVA -AM	SP	34 / 1.0	1.0	0.6	1.1	0.7	0.9	363 / 1.8	1.8	1.9	KVVA -AM
20	KTWC -FM	ST	31 / 1.0	2.1	1.3	1.3	1.2	1.4	696 / 3.5	5.0	3.1	B KTWC -FM

12+ FM Share (Metro): 73.07 % (2073 of 2837) (Winter 95: 68.73 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KKFR-FM >>	1 KKFR-FM <	1 KMLE-FM <	1 KMLE-FM <	1 KNIX-FM <	1 KTAR-AM	1 KTAR-AM	1 KNIX-FM	1 KNIX-FM <	1 KTAR-AM	1 KTAR-AM <
2 KEDJ-FF	2 KUPD-FM <	2 KKFR-FM <	2 KNIX-FM	2 KMLE-FM	2 KOY-AM <	2 KMLE-FM <	2 KKFR-FM	2 KKFR-FM >	2 KMLE-FM >	2 KFYI-AM >
3 KUPD-FM	3 KMLE-FM >	3 KNIX-FM <	3 KKFR-FM <	3 KOOL-FM <	3 KNIX-FM	3 KNIX-FM	3 KFYI-AM	3 KTAR-AM	3 KUPD-FM <	3 KNIX-FM <
4 KMLE-FM	4 KNIX-FM <	4 KUPD-FM	4 KYOT-FM	4 KYOT-FM <	4 KFYI-AM <	4 KKFR-FM	KOY-AM	4 KMLE-FM	4 KNIX-FM <	4 KMLE-FM
5 KNIX-FM >	5 KZON-FM	5 KDKB-FM <	KDKB-FM <	5 KTAR-AM <	5 KOOL-FM <	5 KDKB-FM <	5 KTAR-AM <	5 KOY-AM <	5 KFYI-AM <	5 KUPD-FM
6 KDKB-FM <	6 KOOL-FM <	6 KOOL-FM <	6 KKFR-FM <	6 KYOT-FM	6 KESZ-FM	6 KOOL-FM <	6 KOOL-FM <	6 KMLE-FM <	6 KMLE-FM <	6 KMLE-FM <
7 KEDJ-FF	7 KZON-FM	7 KZON-FM	7 KDKB-FM <	7 KMLE-FM <	7 KUPD-FM	7 KKFR-FM <	7 KFYI-AM <	7 KOY-AM <	7 KOY-AM <	7 KOY-AM <
8 KSLX-AF	KYOT-FM	8 KTAR-AM <	8 KZON-FM	8 KKLT-FM		8 KUPD-FM <	8 KYOT-FM <	8 KYOT-FM <	8 KYOT-FM <	8 KYOT-FM <
	9 KSLX-AF <	9 KUPD-FM <								
		10 KSLX-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 KKFR-FM <	1 KKFR-FM	1 KKFR-FM	1 KKFR-FM <	1 KNIX-FM <	1 KUPD-FM >	1 KUPD-FM >	1 KMLE-FM	1 KUPD-FM	1 KMLE-FM <
2 KMLE-FM >	2 KMLE-FM	2 KMLE-FM <	2 KMLE-FM	2 KMLE-FM <	2 KKFR-FM >>	2 KKFR-FM <	2 KUPD-FM	2 KMLE-FM <	2 KNIX-FM <
3 KNIX-FM	3 KNIX-FM <	3 KZON-FM	3 KNIX-FM	3 KOOL-FM <	3 KEDJ-FF	3 KMLE-FM	3 KDKB-FM	3 KDKB-FM <	3 KTAR-AM <
4 KUPD-FM	4 KVRY-FM <	4 KVRY-FM <	4 KKLT-FM <	4 KKFR-FM <	4 KMLE-FM <	4 KDKB-FM	4 KKFR-FM	4 KNIX-FM <	4 KDKB-FM <
5 KVRY-FM	5 KZON-FM	5 KNIX-FM	5 KOOL-FM	5 KYOT-FM <	5 KEDJ-FM	5 KEDJ-FF <	5 KZON-FM <	5 KKFR-FM	5 KUPD-FM
		6 KYOT-FM <	KESZ-FM <	6 KKLT-FM <		6 KZON-FM <	6 KSLX-AF <	6 KSLX-AF <	6 KFYI-AM <
		7 KHTC-FM	7 KVRY-FM	7 KESZ-FM <		7 KSLX-AF	7 KEDJ-FF	7 KZON-FM <	7 KYOT-FM <
				8 KVRY-FM		8 KEDJ-FM <	8 KNIX-FM	8 KYOT-FM <	8 KOOL-FM
									KSLX-AF
									KZON-FM

PITTSBURGH

Arbitron Rank:	19	Stations:	28 / 27	Last Year's Revenue:	\$69,000,000
Pop (12+):	2,036,900	Diaries: 3488 / 584 :	1/ 64.6 %	Household Income:	\$41,060
MSA Rank:	19	Sample Target:	3,300	Retail Dollars:	\$21.2 Bil
MSA Pop: 2,400,000 DMA # 19		% Below Line:	0.5	Pop per Station:	75,441
Average Person Ratings:	17.2	% Not Listed:	12.3	#1 Biller: WDV-F Rev:	\$12,300,000
Market TSL In Hours:	22.75			#1 Billing Portfolio:	
				Secret duop \$13,200,000	

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level		
1	KDKA -AM	N/T	504 / 14.4	12.5	12.7	14.3	13.1	13.5	5680 / 27.9	28.5	29.3	I	KDKA -AM
2	WDVE -FM	AOR	301 / 8.6	8.4	11.0	10.8	10.3	9.7	3644 / 17.9	17.9	21.7	I	WDVE -FM
3	WDSY -FM	C	254 / 7.3	7.8	6.6	6.0	6.6	6.9	3039 / 14.9	16.2	12.9	G	WDSY -FM
4	WBZZ -FM	CHR	217 / 6.2	6.4	6.4	6.9	6.5	6.5	4246 / 20.8	21.2	20.5	G	WBZZ -FM
5	WWSW -AF	O	200 / 5.7	6.7	7.0	6.6	5.1	6.5	3322 / 16.3	18.4	17.0	G	WWSW -AF
6	WAMO -FM	B	173 / 4.9	5.4	5.4	5.7	5.4	5.4	1929 / 9.5	10.2	9.4	E	WAMO -FM
7	WSHH -FM	SAC	171 / 4.9	5.1	4.2	4.0	4.9	4.6	2606 / 12.8	13.7	13.0	E	WSHH -FM
8	WVTY -FM	AC	155 / 4.4	4.0	4.7	3.8	4.6	4.2	3142 / 15.4	14.2	14.0	G	WVTY -FM
9	WNRQ -FM	AOR-NR	143 / 4.1	3.4	2.1	1.9	3.3	2.9	2543 / 12.5	11.1	7.2	C	WNRQ -FM
10	WJAS -AM	ST	140 / 4.0	4.3	4.0	5.3	3.6	4.4	1686 / 8.3	8.3	8.1	C	WJAS -AM
11	WTAE -AM	T	137 / 3.9	3.6	4.1	3.9	4.6	3.9	2563 / 12.6	12.6	13.8	G	WTAE -AM
12	WLTJ -FM	SAC	128 / 3.7	4.4	3.5	2.9	3.9	3.6	2153 / 10.6	11.8	10.2	D	WLTJ -FM
13	WZPT -FM	O-70s	95 / 2.7	2.8	3.5	3.5	3.5	3.1	1925 / 9.4	10.2	12.8	D	WZPT -FM
14	WRRK -FM	CL AOR	77 / 2.2	3.0	2.7	2.7	2.6	2.7	1979 / 9.7	9.9	10.6	C	WRRK -FM
15	WXDX -FM	AOR-P	66 / 1.9	1.7	2.3	2.3	1.7	2.1	1599 / 7.9	7.6	5.0	B	WXDX -FM
16	KQV -AM	N	50 / 1.4	1.3	1.6	1.5	1.4	1.5	989 / 4.9	4.7	5.3	C	KQV -AM
17	WASP -FM	C	48 / 1.4	0.9	0.8	0.7	0.5	1.0	526 / 2.6	2.0	1.5		WASP -FM
18	WMBS -AM	FS	45 / 1.3	1.0	0.8	1.1	0.9	1.1	482 / 2.4	2.1	1.8		WMBS -AM

12+ FM Share (Metro): 68.25 % (2094 of 3068) (Winter 95: 69.41 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WBZZ-FM	1 WDV-FM >	1 WDV-FM >	1 WDV-FM >	1 WDV-FM >	1 KDKA-AM >>	1 KDKA-AM >>	1 KDKA-AM	1 WDV-FM <	1 KDKA-AM	1 KDKA-AM >>
2 WNRQ-FM	2 WBZZ-FM	2 WBZZ-FM <	2 WDSY-FM <	2 WDSY-FM <	2 WWSW-AF <	2 WDV-FM	2 WDV-FM	2 KDKA-AM	2 WAMO-FM	
3 WAMO-FM >>	3 WNRQ-FM <	3 WDSY-FM	3 WWSW-AF <	3 WWSW-AF <	3 WDSY-FM <	3 WBZZ-FM <	3 WDSY-FM	3 WDSY-FM	3 WDV-FM <	
	4 WDSY-FM	4 WWSW-AF <	4 WBZZ-FM <	4 KDKA-AM	4 WSHH-FM <	4 WDSY-FM	4 WSHH-FM <	4 WWSW-AF <	4 WBZZ-FM <	
	5 WAMO-FM	5 WAMO-FM <	5 WVTY-FM <	5 WBZZ-FM <	5 WJAS-AM	5 WSHH-FM <	5 WWSW-AF <	5 WBZZ-FM	5 WNRQ-FM <	
	6 WVTY-FM	6 WVTY-FM	6 KDKA-AM <	6 WVTY-FM	6 WTAE-AM	6 WWSW-AF	6 WVTY-FM <	6 WNRQ-FM <	6 WDSY-FM <	
			7 WAMO-FM <	7 WAMO-FM			7 WBZZ-FM <		7 WWSW-AF	
			8 WLTJ-FM	WLTJ-FM			8 WJAS-AM <			

Wom 18-24	Wom 18-34	Wom 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-FM	1 WBZZ-FM	1 WBZZ-FM	1 WBZZ-FM	1 WDSY-FM <	1 WDV-FM >>	1 WDV-FM >>	1 WDV-FM >>	1 WDV-FM >>	1 WDV-FM >>
2 WAMO-FM <	2 WAMO-FM	2 WVTY-FM <	2 WDSY-FM	2 WBZZ-FM <	2 WNRQ-FM	2 WNRQ-FM <	2 WDSY-FM	2 WDSY-FM	2 KDKA-AM <
3 WNRQ-FM	WDVE-FM	3 WDV-FM	WAMO-FM <	3 WWSW-AF <	3 WXDX-FM <	3 WDSY-FM	3 WZPT-FM	3 WWSW-AF <	3 WDSY-FM
4 WDV-FM	4 WVTY-FM <	4 WAMO-FM <	4 WVTY-FM	4 WVTY-FM <	4 WBZZ-FM	4 WBZZ-FM <	4 WNRQ-FM	4 KDKA-AM <	4 WWSW-AF >
5 WDSY-FM >	5 WNRQ-FM <	5 WDSY-FM	5 WWSW-AF <	5 WSHH-FM <	5 WDSY-FM >	5 WXDX-FM	5 WRRK-FM <	5 WNRQ-FM <	
6 WVTY-FM >	6 WDSY-FM >	6 WLTJ-FM <	6 WDV-FM	6 WLTJ-FM <	6 WAMO-FM	6 WZPT-FM	6 WBZZ-FM	6 WBZZ-FM	
		7 WNRQ-FM	7 WLTJ-FM <	7 KDKA-AM <					
			8 WSHH-FM	8 WAMO-FM					

PITTSBURGH

Consolidation Report 12+ 25-54 Revenue

Entercom				
WNRQ-FM				
WDSY-FM				
WDSY-AM				
	Combined	11.8%	12.0%	9.0%
EZ				
WZPT-FM				
WBZZ-FM				
	Combined	8.9%	10.9%	12.4%
Frischling				
WRRK-FM				
WLTJ-FM				
	Combined	5.9%	8.9%	5.9%
Secret				
WXDX-FM				
WDVE-FM				
	Combined	10.5%	13.8%	18.9%
		37.0%	45.6%	46.2%

Other Rated Stations

					Metro Share	Cume Rating
WASP	-AM	T	1130	Brownsville	0.4	/ 0.8
WBUT	-AM	AC	1050	Butler	0.5	/ 1.1
WBVP	-AM	T	1230	Beaver Falls	0.6	/ 1.4
WCXJ	-AM	B/T	1550	Braddock	0.3	/ 0.7
WDSY	-AM	C	1080	Pittsburgh	0.4	/ 0.9
WESA	-FM	CHR	98.3	Charleroi	0.3	/ 1.6
WJPA	-FM	O	95.3	Washington	0.7	/ 1.3
WORD	-FM	REL	101.5	Pittsburgh	0.9	/ 3.2
WRKY	-FM	C	103.5	Steubenville, OH	0.5	/ 1.5

RADIO STATIONS

KDKA	1020	50 KW	News/Talk	Westwd, CNN	\$170.00	(Group W)	CBS/Westinghouse	
KQV	1410	5 KW (DA-2)	News	CBS, CNN	\$ 37.00			
WDSY	1080	50 KW (DAYS, DA)	Country	NA		(Eastman)	Entercom	
WJAS	1320	5 KW (DA-N)	Standards	Westwd, CNN	\$ 30.00	(Torbet)		
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, Westwd	\$ 84.00	(Katz)	Hearst	
WWSW	970	5 KW (DA-2)	See WWSW-FM					
WAMO-F	105.9	72 KW @ 430	Black	AURN	\$ 70.00	(D & R)	Sheridan	
WBZZ-F	93.7	41 KW @ 547	CHR		\$140.00	(Banner)	EZ	
WDSY-F	107.9	50 KW @ 500	Country	Westwd	\$105.00	(Eastman)	Entercom	
WDVE-F	102.5	55 KW @ 820	AOR	Source	\$200.00	(Christal)	Secret	
WLTJ-F	92.9	47 KW @ 894	Soft AC		\$ 60.00	(K & P)	Frischling	
WNRQ-F	104.7	19 KW @ 794	AOR-NR		\$ 55.00	(Eastman)	Entercom	
WORD-F	101.5	48 KW @ 505	Religion		\$ 38.00	(Salem)	Salem	
WRRK-F	96.9	45 KW @ 530	Classic AOR		\$ 64.00	(MMR)	Frischling	(Braddock)
WSHH-F	99.7	11 KW @ 928	Soft AC	Westwd, UPI	\$ 86.00	(Torbet)	Renda	
WVTY-F	96.1	44 KW @ 522	AC		\$115.00	(Katz)	Hearst	
WWSW-F	94.5	50 KW @ 810	Oldies	ABC	\$153.00	(Shamrock)	Chancellor	
WXDX-F	106.7	47 KW @ 518	AOR-New Rock	Westwd	\$ 50.00	(—)	Secret	(Beaver Falls)
WZPT-F	100.7	17 KW @ 850	Oldies - 70's	ABC	\$ 62.00	(MMR)	EZ	(New Kensington)

NOTES: WAMO-F (105.9) sold by Sheridan to Secret for 106.7 facility plus \$10,000,000. . .

PORTLAND OR

Arbitron Rank: 24
Pop (12+): 1,598,900
MSA Rank: 27
MSA Pop: 1,740,000 DMA # 24
Average Person Ratings: 14.5
Market TSL in Hours: 19.50

Stations: 29 / 27
Diaries: 2731 / 585 :1/ 57.3 %
Sample Target: 2,690
% Below Line: 0.9
% Not Listed: 13.2

Last Year's Revenue: \$72,400,000
Household Income: \$46,183
Retail Dollars: \$18.0 Bil
Pop per Station: 59,219
#1 Biller: KKCW-F Rev: \$7,300,000
#1 Billing Portfolio:
 Citicasters/Jacor duop \$18,300,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KXL -AM	N/T	166 / 7.1	7.1	6.5	7.2	8.1	7.0	2343 / 14.7	15.6	18.9	G KXL -AM
2	KKCW -FM	AC	165 / 7.1	5.6	6.4	5.4	5.7	6.1	2124 / 13.3	13.3	13.8	H KKCW -FM
3	KWJJ -FM	C	159 / 6.8	7.1	8.0	7.8	7.0	7.4	2747 / 17.2	16.2	16.7	G KWJJ -FM
4	KUPL -FM	C	143 / 6.2	5.9	6.1	7.0	6.4	6.3	2397 / 15.0	12.9	15.3	G KUPL -FM
5	KKRZ -FM	CHR	142 / 6.1	5.8	7.0	6.1	6.2	6.3	2787 / 17.4	17.8	18.3	G KKRZ -FM
6	KEX -AM	FS	134 / 5.8	6.0	4.4	4.2	6.6	5.1	2532 / 15.8	14.8	16.5	G KEX -AM
7	KUFO -FM	AOR	127 / 5.5	4.6	5.7	6.0	5.4	5.5	2145 / 13.4	13.8	14.8	G KUFO -FM
8	KGON -FM	AOR/CL	124 / 5.3	4.1	5.1	6.1	6.0	5.2	2422 / 15.1	14.7	15.6	G KGON -FM
9	KINK -FM	AOR-P	103 / 4.4	4.6	4.4	5.1	5.2	4.6	1583 / 9.9	10.5	11.3	G KINK -FM
10	KKSN -AM	ST	98 / 4.2	4.2	3.8	4.2	2.5	4.1	1098 / 6.9	7.8	6.7	C KKSN -AM
11	KKSN -FM	O	96 / 4.1	4.9	5.4	5.8	5.2	5.1	2327 / 14.6	15.6	15.9	G KKSN -FM
12	KNRK -FM	AOR-NR	89 / 3.8	4.5	3.6	3.8	2.0	3.9	1660 / 10.4	11.8	5.7	C KNRK -FM
13	KKJZ -FM	J	86 / 3.7	4.0	3.8	3.9	2.8	3.9	1298 / 8.1	7.6	7.3	D KKJZ -FM
14	KKRH -FM	CL AOR	80 / 3.4	3.9	4.5	2.5	1.8	3.6	1793 / 11.2	12.1	8.6	C KKRH -FM
15	KOTK -AM	T	44 / 1.9	1.6	1.1	1.1	0.4	1.4	765 / 4.8	4.6	1.8	A KOTK -AM
16	KXL -FM	O-70s	42 / 1.8	1.9	2.5	3.4	3.7	2.4	1240 / 7.8	8.6	11.4	D KXL -FM
17	KFXX -AM	SPRTS	37 / 1.6	1.2	1.2	2.1	1.5	1.5	632 / 4.0	5.0	4.1	C KFXX -AM
18	KPDQ -FM	REL	30 / 1.3	1.3	1.6	1.2	1.3	1.4	654 / 4.1	4.6	4.1	KPDQ -FM
19	KDBX -FM	REL	29 / 1.2	2.1	1.0	0.7	0.8	1.3	645 / 4.0	3.6	2.4	KDBX -FM
20	KWJJ -AM	C	26 / 1.1	0.8	1.1	0.5	1.4	0.9	555 / 3.5	3.2	2.9	KWJJ -AM

12+ FM Share (Metro): 71.19 % (1436 of 2017) (Winter 95: 71.8 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KKRZ-FM >>	1 KUFO-FM	1 KKCW-FM	1 KKCW-FM	1 KKCW-FM	1 KXL-AM	1 KXL-AM <	1 KXL-AM <	1 KKCW-FM <	1 KEX-AM <	1 KEX-AM >
2 KNRK-FM <	2 KWJJ-FM <	2 KUFO-FM <	2 KGON-FM	2 KGON-FM <	2 KKCW-FM <	2 KKCW-FM <	2 KKCW-FM	2 KWJJ-FM	2 KWJJ-FM <	2 KXL-AM
3 KWJJ-FM >	3 KKRZ-FM	3 KGON-FM	3 KINK-FM <	3 KUPL-FM <	3 KEX-AM	3 KGON-FM	3 KWJJ-FM <	3 KKRZ-FM <	3 KKRZ-FM	3 KUPL-FM >
4 KUFO-FM >	4 KNRK-FM	KWJJ-FM	4 KUPL-FM <	4 KINK-FM	4 KKSN-AM <	4 KEX-AM	4 KUPL-FM <	4 KUFO-FM <	4 KXL-AM <	
5 KGON-FM <	5 KUPL-FM <	5 KUFO-FM	5 KUFO-FM <	5 KUFO-FM <	5 KUPL-FM <	5 KKRZ-FM <	5 KUFO-FM	5 KUPL-FM	5 KUFO-FM <	
6 KUPL-FM	6 KKRZ-FM <	6 KWJJ-FM	6 KWJJ-FM <	6 KINK-FM	6 KUPL-FM	6 KEX-AM	6 KEX-AM	6 KEX-AM	6 KUPL-FM	
7 KKCW-FM	7 KINK-FM	7 KKRZ-FM <	7 KKSN-FM <	KKSN-FM	KWJJ-FM	KKSN-AM <	KXL-AM <	KNRK-FM		
8 KKRH-FM <	8 KKRH-FM <	8 KEX-AM <	8 KEX-AM <	8 KWJJ-FM <	8 KINK-FM <	8 KINK-FM	8 KNRK-FM <	8 KKJZ-FM		
9 KNRK-FM	9 KKSN-FM <	9 KXL-AM <	9 KKJZ-FM <	9 KUFO-FM	KKJZ-FM <	9 KKJZ-FM <	9 KKJZ-FM <	KINK-FM <		
				10 KGON-FM >		10 KGON-FM <	10 KKSN-FM <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KKRZ-FM <	1 KKRZ-FM	1 KUPL-FM <	1 KKCW-FM >	1 KKCW-FM >	1 KUFO-FM >	1 KUFO-FM >	1 KUFO-FM >	1 KUFO-FM	1 KGON-FM
2 KWJJ-FM >	2 KWJJ-FM <	2 KKCW-FM <	2 KUPL-FM <	2 KUPL-FM	2 KWJJ-FM	2 KGON-FM	2 KGON-FM	2 KGON-FM >	2 KUFO-FM
3 KNRK-FM	3 KUPL-FM <	3 KKRZ-FM	3 KKRZ-FM <	3 KKJZ-FM <	3 KNRK-FM	KNRK-FM <	3 KNRK-FM	3 KWJJ-FM <	3 KINK-FM
4 KUPL-FM	4 KKCW-FM	4 KWJJ-FM	4 KWJJ-FM >	4 KWJJ-FM <	4 KKRZ-FM >	4 KWJJ-FM	4 KWJJ-FM	4 KINK-FM <	4 KXL-AM
5 KKRH-FM <	5 KNRK-FM <	5 KUFO-FM	5 KKJZ-FM	5 KKRZ-FM <	5 KGON-FM	5 KKRZ-FM	5 KINK-FM <	5 KKRH-FM	5 KEX-AM <
6 KKCW-FM	6 KUFO-FM	6 KGON-FM	6 KINK-FM	6 KINK-FM <	6 KKRH-FM	6 KKRH-FM	6 KKRH-FM <	6 KNRK-FM <	6 KKRH-FM <
7 KUFO-FM	7 KGON-FM		7 KKSN-FM				7 KKRZ-FM	7 KKCW-FM <	7 KKSN-FM <
								8 KXL-AM <	8 KWJJ-FM <
									9 KKCW-FM <

PORTLAND OR

Consolidation Report	12+	25-54	Revenue
Amer. Radio Sys., pending			
KBBT-AM			
KDBX-FM			
KKJZ-FM			
KUFO-FM			
KUPL-FM			
Combined	17.3%	19.3%	21.0%
Citicasters/Jacor			
KEX-AM			
KKCW-FM			
KKRZ-FM			
Combined	19.0%	18.5%	25.4%
Entercom			
KFXX-AM			
KGON-FM			
KNRK-FM			
Combined	10.8%	12.3%	12.1%
Heritage			
KKSN-AM			
KKSN-FM			
KKRH-FM			
Combined	11.8%	11.0%	10.8%
	58.8%	61.1%	69.3%

Other Rated Stations

					Metro Share	Cume Rating
KBBT	-AM	AOR-P	970	Portland	0.8	2.7
KBMS	-AM	B	1480	Vancouver, WA	0.5	0.9
KMUZ	-AA	SP	1230	Gresham	0.9	1.1
KPDQ	-AM	REL	800	Portland	0.2	1.3
KVAN	-AM	T	1550	Vancouver, WA	0.4	0.9
KYKN	-AM	T	1430	Salem	0.5	1.3
KRKT	-FM	C	99.9	Albany	0.5	1.5
KXPC	-FM	C	103.7	Lebanon	0.4	0.8

RADIO STATIONS

KBBT	970	5 KW (DA-N)	AOR - New Rock	\$ 30.00	(Eastman)	Henry	
KEX	1190	50 KW (DA-N)	Full Service	ABC \$ 96.00	(Katz)	Citicasters	
KFXX	1520	50 KW/10 KW (DA-2)	Sports	USA, CNN \$ 38.00	(CBS)	Entercom	(Oregon City)
KKSN	910	5 KW (DA-2)	Standards	Westwd \$ 38.00	(Christal)	Heritage	
KOTK	620	5 KW (DA-N)	Talk	ABC, Westwd, AP \$ 27.00	(MMR)	Embarcadero	
KUPL	1330	5 KW (DA-1)	Religion	NA	(—)	Crawford	
KWJJ	1080	50 KW/10 KW (DA-2)	Country	NA	(Banner)	Park	
KXL	750	50 KW/20 KW (DA-2)	News/Talk	CBS \$ 94.00	(Mc-Guild)	Alexander	
KDBX-F	107.5	6 KW @ 1332	Religion	NA	(—)	Salem	(Banks)
KGON-F	92.3	100 KW @ 1268	Classic AOR	\$116.00	(CBS)	Entercom	
KINK-F	101.9	100 KW @ 1674	Prog. AOR	\$106.00	(MMR)	Embarcadero	
KKCW-F	103.3	100 KW @ 1654	AC	\$144.00	(Katz)	Citicasters	
KKJZ-F	106.7	100 KW @ 880	Jazz	\$ 75.00	(Mc-Guild)	BayCom	(Lake Oswego)
KKRH-F	105.1	100 KW @ 1840	Classic AOR	ABC \$ 63.00	(Christal)	Heritage	(Salem)
KKRZ-F	100.3	100 KW @ 1434	CHR	\$100.00	(Katz)	Citicasters	
KKSN-F	97.1	100 KW @ 1288	Oldies	Westwd \$108.00	(Christal)	Heritage	
KNRK-F	94.7	3.7 KW @ 850	AOR-NR	\$ 55.00	(CBS)	Entercom	(Camas, WA)
KPDQ-F	93.7	100 KW @ 1288	Religion	\$ 23.00	(Salem)	Salem	
KUFO-F	101.1	100 KW @ 1640	AOR	\$120.00	(Eastman)	Henry	
KUPL-F	98.5	100 KW @ 1106	Country	AP \$126.00	(Mc-Guild)	BayCom	
KWJJ-F	99.5	52 KW @ 1268	Country	\$122.00	(Banner)	Park	
KXL-F	95.5	100 KW @ 990	Oldies - 70's	\$ 61.00	(Mc-Guild)	Alexander	

NOTES: The following stations were sold by Citicasters to Jacor: KEX for \$20,300,000, KKCW-F for \$38,400,000 and KKRZ-F for \$24,500,000. . . KWJJ A/F sold by Park to Fisher for \$35,000,000 (MVP). . . KDBX-F (Banks) sold by Salem to Amer. Radio Systems for \$14,000,000 (MVP; Stevens). . . KBBT, KUFO-F sold by Henry to Amer. Radio Systems for \$34,000,000 (E) . . . KKJZ-F (\$18,000,000 (E)) and KUPL-F (\$34,000,000 - E) sold by Baycom to Amer. Radio Systems (MVP) . . .

PROVIDENCE

Consolidation Report 12+ 25-54 Revenue

Multimarket			
WHJJ-AM			
WHJY-FM			
WSNE-FM			
Combined	24.2%	22.4%	36.6%
Radio Equity			
WWBB-FM			
WWRX-FM			
Combined	9.2%	14.6%	19.5%
Telemedia			
WLKW-AM			
WWLI-FM			
WPRO-AM			
WPRO-FM			
Combined	24.2%	22.4%	36.6%
	<u>48.9%</u>	<u>54.1%</u>	<u>86.7%</u>

Other Rated Stations Metro Cume Share Rating

WARV-AM	Rel	1590	Warwick	0.4 / 1.2
WBSM-AM	T	1420	New Bedford, MA	1.4 / 2.4
WFHN-FM	CHR	107.1	Fairhaven, MA	1.5 / 4.4
WJFD-FM	E	97.3	New Bedford, MA	0.3 / 0.9
WNBH-AM	T	1340	New Bedford, MA	0.3 / 1.2
WNRI-AM	T	1380	Woonsocket	1.3 / 2.0
WOTB-FM	J	100.3	Middletown	1.0 / 3.1
WSAR-AM	T	1480	Fall River, MA	0.5 / 1.8
WBCN-FM	AOR	104.1	Boston	1.2 / 4.2
WBCS-FM	C	96.9	Boston	1.0 / 3.1
WBMX-FM	AC	98.5	Boston	1.2 / 4.4
WBOS-FM	AOR-P	92.9	Brookline, MA	1.3 / 4.5
WCIB-FM	AC	101.9	Falmouth, MA	0.5 / 1.4
WEEI-AM	SPRTS	850	Boston	0.7 / 2.0
WEGQ-FM	O-70s	93.7	Lawrence, MA	0.4 / 0.8
WFAN-AM	SPRTS	680	New York	0.6 / 1.6
WKLB-FM	C	105.7	Frammingham, MA	0.6 / 1.8
WMJX-FM	AC	106.7	Boston	0.7 / 2.9
WODS-FM	O	103.3	Boston	1.0 / 3.9
WPLM-FM	J	99.1	Plymouth, MA	0.8 / 3.1
WRKO-AM	T	680	Boston	0.7 / 2.2
WXKS-FM	CHR	107.9	Medford, MA	0.7 / 4.5
WZLX-FM	CL AOR	100.7	Boston	0.9 / 3.1

RADIO STATIONS

WHJJ	920	5 KW (DA-N)	News/Talk	CBS, Talknt	\$ 47.00	(Katz)	Multimarket	
WLKW	790	5 KW (DA-N)	EZ/Standards	ABC	\$ 38.00	(Torbet)	Telemedia	
WPRO	630	5 KW (DA-N)	Talk/News	ABC, SBUSA, 1-ON-1	\$ 54.00	(Mc-Guild)	Telemedia	
WBRU-F	95.5	20 KW @ 440	New AOR		\$ 40.00	(Direct)		
WCTK-F	98.1	47 KW @ 510	Country		\$ 52.00	(D & R)	Hall	(New Bedford)
WDGE-F	99.7	2.3 KW @ 535	AOR		\$ 35.00	(Katz)		(Wakefield)
WHJY-F	94.1	50 KW @ 440	AOR	ABC	\$ 97.00	(Group W)	Multimarket	
WOTB-F	100.3	4 KW @ 236	Jazz	AP, ABC	\$ 28.00	(K & P)		(Middletown)
WPRO-F	92.3	39 KW @ 551	CHR	ABC	\$ 77.00	(Mc-Guild)	Telemedia	
WSNE-F	93.3	30 KW @ 619	AC		\$ 69.00	(Group W)	Multimarket	(Taunton, MA)
WWBB-F	101.5	14 KW @ 950	Oldies		\$ 79.00	(Banner)	Radio Equity	
WWKX-F	106.3	1.2 KW @ 518	CHR	Westwd	\$ 41.00	(Christal)		(Woonsocket)
WWLI-F	105.1	50 KW @ 500	Soft AC		\$ 85.00	(Torbet)	Telemedia	
WWRX-F	103.7	37 KW @ 568	Classic AOR	Source	\$ 61.00	(Banner)	Radio Equity	(Westery)

Other Rated Stations - See Boston or New Bedford

RALEIGH-DURHAM

Arbitron Rank: 50	Stations: 29 / 22	Last Year's Revenue: \$39,400,000
Pop (12+): 843,600	Diaries: 2142 / 394 :1/ 60.2 %	Household Income: \$48,811
MSA Rank: 59	Sample Target: 2,060	Retail Dollars: \$9.8 Bil
MSA Pop: 986,000 DMA # 30	% Below Line: 6	Pop per Station: 38,345
Average Person Ratings: 15.6	% Not Listed: 20.2	#1 Biller: WRAL-F Rev: \$6,200,000
Market TSL In Hours: 20.50		#1 Billing Portfolio:
		SFX duop+, pending \$15,000,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WDCG -FM	CHR	123 / 9.3	6.8	8.8	8.2	7.7	8.3	2262 / 26.8	21.2	20.7	F WDCG -FM
2	WQOK -FM	B	101 / 7.7	7.5	7.7	8.0	7.7	7.7	1301 / 15.4	15.3	14.5	E WQOK -FM
3	WRAL -FM	AC	98 / 7.4	6.0	6.8	6.8	6.7	6.8	1752 / 20.8	18.2	19.5	G WRAL -FM
4	WPTF -AM	FS/T	83 / 6.3	7.8	7.1	7.1	6.9	7.1	1296 / 15.4	14.7	15.8	F WPTF -AM
5	WQDR -FM	C	78 / 5.9	7.4	6.4	6.3	6.8	6.5	1290 / 15.3	17.3	15.9	F WQDR -FM
6	WKIX -FM	C	77 / 5.8	6.1	5.9	5.9	5.2	5.9	1332 / 15.8	16.4	14.4	D WKIX -FM
	WFXC -FF	B/AC	77 / 5.8	6.8	6.0	5.2	5.0	5.9	968 / 11.5	13.2	11.0	D WFXC -FF
8	WRDU -FM	AOR	74 / 5.6	6.0	5.7	5.9	5.4	5.8	1355 / 16.1	17.0	15.4	F WRDU -FM
9	WTRG -FM	O	72 / 5.5	6.6	5.9	5.4	4.0	5.9	1351 / 16.0	16.9	14.3	E WTRG -FM
10	WZZU -FM	CL AOR	53 / 4.0	4.6	3.8	3.8	4.4	4.1	1214 / 14.4	14.3	13.6	D WZZU -FM
11	WNND -FM	J	27 / 2.0	2.1	1.7	2.0	2.7	2.0	511 / 6.1	6.3	6.6	C WNND -FM

12+ FM Share (Metro): 83.75 % (881 of 1052) (Winter 95: 79.22 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WDCG-FM	1 WDCG-FM	1 WDCG-FM	1 WRAL-FM <	1 WRAL-FM <	1 WPTF-AM	1 WDCG-FM >	1 WRAL-FM	1 WDCG-FM	1 WQOK-FM	1 WQOK-FM
2 WQOK-FM >	2 WQOK-FM	2 WRAL-FM <	2 WDCG-FM	2 WDCG-FM	2 WTRG-FM <	2 WRAL-FM <	2 WDCG-FM <	2 WRAL-FM <	2 WDCG-FM	2 WPTF-AM
3 WKIX-FM	3 WRDU-FM	3 WQOK-FM	3 WRDU-FM <	3 WTRG-FM <	3 WRAL-FM <	3 WPTF-AM <	3 WPTF-AM	3 WQOK-FM	3 WFXC-FF	3 WKIX-FM <
4 WJMH-FM >	4 WRAL-FM	4 WRDU-FM	4 WFXC-FF	4 WFXC-FF <	4 WQDR-FM	4 WQOK-FM	4 WQDR-FM <	4 WKIX-FM <	4 WKIX-FM	4 WRAL-FM >
5 WFXC-FF	5 WFXC-FF	5 WQOK-FM	5 WRDU-FM <	5 WFXC-FF <	5 WQDR-FM <	5 WQDR-FM <	5 WQOK-FM <	5 WQDR-FM <	5 WQDR-FM <	5 WPTF-AM <
6 WKIX-FM <	6 WQDR-FM <	6 WTRG-FM <	6 WQOK-FM <	6 WQOK-FM <	6 WKIX-FM	6 WRDU-FM <	6 WTRG-FM <	6 WRDU-FM <	6 WRDU-FM <	6 WRAL-FM
7 WZZU-FM <	7 WTRG-FM <	7 WZZU-FM <	7 WQDR-FM <	7 WQDR-FM <	7 WKIX-FM <	7 WRDU-FM	7 WTRG-FM <	7 WTRG-FM <	7 WTRG-FM <	7 WTRG-FM <
8 WQDR-FM >>	8 WKIX-FM <	8 WKIX-FM <	8 WKIX-FM <	8 WKIX-FM <	8 WZZU-FM	8 WKIX-FM <	8 WFXC-FF <	8 WFXC-FF <	8 WFXC-FF <	8 WFXC-FF <
9 WZZU-FM	9 WQDR-FM >	9 WQDR-FM >	9 WZZU-FM	9 WZZU-FM	9 WFXC-FF	9 WPTF-AM				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WDCG-FM <	1 WDCG-FM >	1 WDCG-FM	1 WRAL-FM <	1 WRAL-FM	1 WQOK-FM	1 WRDU-FM <	1 WRDU-FM	1 WRDU-FM	1 WRDU-FM
2 WQOK-FM >	2 WQOK-FM	2 WRAL-FM	2 WDCG-FM	2 WDCG-FM	2 WDCG-FM >	2 WDCG-FM	2 WDCG-FM >	2 WDCG-FM	2 WZZU-FM
3 WRAL-FM	3 WRAL-FM >	3 WFXC-FF	3 WQOK-FM	3 WFXC-FF	3 WRDU-FM	3 WQOK-FM	3 WZZU-FM	3 WZZU-FM <	3 WTRG-FM <
4 WQDR-FM	4 WFXC-FF	4 WQOK-FM	4 WFXC-FF	4 WQOK-FM <	4 WFXC-FF <	4 WZZU-FM	4 WQOK-FM	4 WQOK-FM	4 WDCG-FM
5 WRDU-FM >	5 WRDU-FM	5 WKIX-FM	5 WKIX-FM	5 WKIX-FM <	5 WQDR-FM	5 WFXC-FF <	5 WKIX-FM <	5 WQDR-FM <	5 WQDR-FM
6 WKIX-FM	6 WRDU-FM >	6 WQDR-FM	6 WTRG-FM	6 WTRG-FM	6 WPCM-FM <	6 WKIX-FM <	6 WKIX-FM <	6 WFXC-FF <	6 WRAL-FM
7 WQDR-FM >	7 WQDR-FM >	7 WQDR-FM >	7 WQDR-FM >	7 WQDR-FM >				7 WTRG-FM	7 WTRG-FM <
								8 WRAL-FM	8 WFXC-FF <
									9 WQOK-FM

Consolidation Report	12+	25-54	Revenue
Curtis, pending			
WQDR-FM			
WKTC-FM			
WKIX-FM			
WRBZ-AM			
WPTF-AM			
Combined	20.4 %	18.7 %	27.2 %
SFX			
WZZU-FM			
WTRG-FM			
WRDU-FM			
WDCG-FM			
Combined	24.4 %	28.8 %	38.1 %
	44.8 %	47.5 %	65.3 %

Other Rated Stations				Metro Share	Cume Rating
WCHL -AM	T	1360	Chapel Hill	0.4 /	2.2
WDNC -AM	SPR	620	Durham	0.6 /	4.1
WKTC -FM	C	96.9	Goldsboro	1.3 /	4.8
WLLE -AM	B	570	Raleigh	1.3 /	2.9
WMPM -AM	C	1270	Smithfield	0.9 /	0.8
WRBZ -AM	T	850	Raleigh	1.1 /	4.1
WSRC -AM	G	1410	Durham	1.3 /	1.3
WYRN -AF	C	102.5	Louisburg	0.7 /	1.5
WJMH -FM	B	102.1	Reidsville	1.3 /	5.5
WKRR -FM	AOR	92.3	Asheboro	0.3 /	2.4
WMAG -FM	AC	99.5	High Point	0.8 /	2.8
WPCM -FM	C	101.1	Burlington	1.7 /	5.8
WQMG -FM	B	97.1	Greensboro	0.6 /	3.3
WRCQ -FM	AOR	103.5	Dunn	0.4 /	2.3
WZFX -FM	B	99.1	Whiteville	0.8 /	2.2

RALEIGH-DURHAM

RADIO STATIONS

WDNC	620	5 KW/1 KW (DA-2)	Standards	Westwd, CNN	\$ 19.00	(Torbet)	
WLLE	570	500 W/52 W	Gospel/Black	AURN	\$ <20.00	(Direct)	
WPTF	680	50 KW (DA-N)	Full Service	CBS	\$ 76.00	(Mc-Guild)	Curtis
WRBZ	850	10 KW/5 KW (DA-N)	Talk	Westwd	\$ 15.00	(Torbet)	Alchemy
WDCG-F	105.1	100 KW @ 1040	CHR	ABC	\$ 80.00	(Torbet)	Prism
WFXC-F	107.1	2.6 KW @ 505	Black/AC	SMN	\$ 53.00	(Eastman)	Pinnacle
WFXK-F	104.3	100 KW @ 981	Simulcasts WFXC-F				
WKIX-F	96.1	100 KW @ 985	Country	Westwd	\$ 59.00	(Torbet)	Alchemy
WKTC-F	96.9	100 KW @ 984	Country		\$ 26.00	(D & R)	Curtis
WNND-F	103.9	8 KW @ 577	Jazz		\$ 29.00	(Eastman)	(Goldsboro) (Fuquay-Varina)
WQDR-F	94.7	100 KW @ 1680	Country	Westwd	\$ 83.00	(Mc-Guild)	Curtis
WQOK-F	97.5	100 KW @ 981	Black	ABC	\$ 67.00	(D & R)	Ragan Henry
WRAL-F	101.5	100 KW @ 1821	AC		\$104.00	(Katz)	Capitol
WRDU-F	106.1	100 KW @ 1350	AOR	Source	\$ 88.00	(MMR)	(Wilson)
WTRG-F	100.7	100 KW @ 1968	Oldies	ABC, CBS	\$ 73.00	(D & R)	SFX
WZZU-F	93.9	100 KW @ 1270	Classic AOR		\$ 57.00	(Torbet)	(Rocky Mount) (Burlington)

FORMAT CODES

- | | |
|---|---|
| • 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 is 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 |

REVENUE LEVEL CODES

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

RICHMOND

Arbitron Rank:	58	Stations:	22 / 21	Last Year's Revenue:	\$34,700,000
Pop (12+):	775,000	Diaries: 2143 / 362 :	1/ 58.5 %	Household Income:	\$45,708
MSA Rank:	62	Sample Target:	1,980	Retail Dollars:	\$9.5 Bil
MSA Pop: 930,000 DMA # 54		% Below Line:	0.3	Pop per Station:	36,905
Average Person Ratings:	16.2	% Not Listed:	9.3	#1 Biller: WKHK-F	Rev: \$5,200,000
Market TSL in Hours:	21.25			#1 Billing Portfolio:	
					Clear Channel duop \$11,600,000

12+ Metro	Format	1/4	Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WKHK -FM	C	162 / 12.9	13.3	11.7	9.4	10.3	11.8	1743 / 22.5	24.8	19.9	G	WKHK -FM
2	WCDX -FM	B	138 / 11.0	9.9	10.9	10.0	10.0	10.5	1372 / 17.7	18.4	18.1	F	WCDX -FM
3	WTVR -FM	SAC	136 / 10.8	9.6	8.4	8.8	8.3	9.4	1750 / 22.6	19.0	21.0	D	WTVR -FM
4	WRVA -AM	FS	114 / 9.1	8.6	8.2	7.9	10.6	8.5	1632 / 21.1	19.1	22.8	F	WRVA -AM
5	WPLZ -FM	B/A/C	82 / 6.5	5.2	4.9	6.9	6.0	5.9	1196 / 15.4	14.3	15.5	C	WPLZ -FM
6	WRXL -FM	AOR	65 / 5.2	5.8	6.3	5.8	6.7	5.8	1156 / 14.9	14.1	17.9	E	WRXL -FM
7	WMXB -FM	AC	64 / 5.1	5.5	5.8	5.4	5.3	5.6	1104 / 14.3	14.8	16.1	F	WMXB -FM
8	WRVQ -FM	CHR	56 / 4.5	5.4	7.1	7.1	7.1	6.0	1401 / 18.1	19.5	22.6	D	WRVQ -FM
9	WBZU -FM	AOR-NR	44 / 3.5	4.0	2.7	2.5	2.4	3.2	935 / 12.1	11.7	7.3	C	WBZU -FM
10	WSOJ -FM	B	39 / 3.1	3.3	3.2	3.3	2.5	3.2	625 / 8.1	8.4	7.0	B	WSOJ -FM
11	WVGO -FM	AOR-P	38 / 3.0	3.3	4.2	3.8	4.5	3.6	829 / 10.7	10.8	10.3	D	WVGO -FM
12	WLEE -FM	O-70s	36 / 2.9	3.3	4.6	4.0	2.8	3.7	845 / 10.9	10.6	11.1	C	WLEE -FM
13	WREJ -AM	REL	29 / 2.3	1.6	1.1	1.6	1.9	1.7	259 / 3.3	3.0	3.5	A	WREJ -AM
14	WTVR -AM	ST	25 / 2.0	1.7	2.0	1.9	1.7	1.9	329 / 4.2	3.8	3.8	A	WTVR -AM
15	WRVH -AM	SPRTS	22 / 1.8	0.8	0.9	1.1	1.6	1.2	388 / 5.0	4.0	5.0	A	WRVH -AM
16	WXGI -AM	C	20 / 1.6	2.0	1.3	2.6	1.1	1.9	291 / 3.8	4.6	3.3	A	WXGI -AM

12+ FM Share (Metro): 76.78 % (873 of 1137) (Winter 95: 76.34 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WCDX-FM >	1 WCDX-FM >	1 WCDX-FM <	1 WKHK-FM	1 WKHK-FM <	1 WTVR-FM <	1 WKHK-FM <	1 WTVR-FM <	1 WKHK-FM	1 WCDX-FM >	1 WCDX-FM
2 WPLZ-FM	2 WKHK-FM >	2 WKHK-FM	2 WTVR-FM <	2 WTVR-FM	2 WRVA-AM	2 WRVA-AM	2 WKHK-FM	2 WTVR-FM	2 WPLZ-FM <	2 WKHK-FM
3 WBZU-FM	3 WRXL-FM	3 WTVR-FM	3 WCDX-FM >	3 WCDX-FM	WKHK-FM >	3 WTVR-FM <	3 WRVA-AM	3 WCDX-FM >	3 WKHK-FM	3 WRVA-AM <
4 WRVQ-FM <	4 WPLZ-FM <	4 WRXL-FM	4 WRXL-FM	4 WMXB-FM		4 WCDX-FM >	4 WCDX-FM	4 WRVA-AM <	4 WTVR-FM <	4 WPLZ-FM >
5 WKHK-FM >>	5 WBZU-FM <	5 WMXB-FM <	WMXB-FM	WPLZ-FM <		5 WVGO-FM	5 WRXL-FM	5 WRXL-FM <	5 WRVA-AM	5 WSOJ-FM
	6 WVGO-FM <	6 WPLZ-FM	6 WPLZ-FM	6 WRXL-FM <		WMXB-FM <	6 WMXB-FM	6 WMXB-FM	6 WBZU-FM	
	7 WTVR-FM	7 WRVQ-FM	7 WRVA-AM	7 WRVA-AM >		7 WPLZ-FM			WSOJ-FM <	
	WRVQ-FM								8 WRVQ-FM	
	9 WMXB-FM >									

Wom 18-24	Wom 18-34	Wom 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-FM >	1 WCDX-FM	1 WCDX-FM <	1 WCDX-FM <	1 WTVR-FM	1 WCDX-FM >	1 WCDX-FM >	1 WCDX-FM	1 WKHK-FM <	1 WKHK-FM >
2 WKHK-FM	2 WKHK-FM >	2 WKHK-FM	2 WTVR-FM <	2 WKHK-FM	2 WKHK-FM <	2 WRXL-FM <	WRXL-FM	2 WCDX-FM	2 WCDX-FM <
3 WBZU-FM	3 WTVR-FM <	3 WMXB-FM <	3 WKHK-FM	3 WCDX-FM	3 WBZU-FM >	3 WKHK-FM <	3 WVGO-FM	3 WRXL-FM >	3 WRVA-AM <
WTVR-FM <	4 WMXB-FM <	4 WTVR-FM	4 WMXB-FM >	4 WMXB-FM	4 WRXL-FM	4 WBZU-FM	4 WKHK-FM <	4 WTVR-FM	4 WRXL-FM <
5 WPLZ-FM	5 WPLZ-FM	5 WPLZ-FM <	5 WPLZ-FM	5 WPLZ-FM	5 WRVQ-FM	5 WVGO-FM >	5 WBZU-FM	WPLZ-FM <	5 WTVR-FM
6 WRVQ-FM	6 WRXL-FM	6 WRXL-FM <	6 WRVQ-FM <	6 WRVQ-FM <	6 WVGO-FM >	6 WPLZ-FM <	6 WPLZ-FM	6 WRVA-AM <	6 WPLZ-FM
7 WRXL-FM <	WRVQ-FM >	7 WRVQ-FM >	7 WRXL-FM	7 WRXL-FM		7 WRVQ-FM	7 WRVA-AM <	7 WVGO-FM <	7 WLEE-FM
8 WVGO-FM							8 WRVH-AM	8 WBZU-FM	8 WVGO-FM
								9 WLEE-FM	

RICHMOND

Consolidation Report				12+	25-54	Revenue	Other Rated Stations		Metro Share	Cume Rating	
ABS							WFTH -AM	G	1590	Richmond	1.4 / 2.2
WKHK-FM							WGCV -AM	G	1240	Petersburg	0.8 / 2.4
WBZU-FM							WLEE -AM	N	1320	Richmond	1.1 / 2.7
Combined							WSTK -AM	ST	1290	Colonial Heights	1.0 / 2.2
16.4% 15.2% 18.0%							WAFX -FM	CLAOR	106.9	Suffolk	0.3 / 2.0
Benchmark											
WVGO-FM											
WLEE-FM											
Combined											
5.9% 8.0% 11.7%											
Clear Channel											
WTVR-FM											
WTVR-AM											
WRXL-FM											
WRVQ-FM											
WRVH-AM											
WRVA-AM											
Combined											
33.3% 31.9% 41.5%											
Sinclair											
WPLZ-FM											
WCDX-FM											
WGCV-AM											
Combined											
18.3% 17.6% 17.4%											
74.0% 72.7% 88.6%											

RADIO STATIONS

WFTH	1590	5 KW (DAYS)	Gospel	AURN	\$ 15.00	(---)		
WGCV	1240	1 KW	Gospel/Black	Westwd	\$ 15.00	(Mc-Guild)	Sinclair	(Petersburg)
WLEE	1320	5 KW (DAYS, DA)	Talk/News	Westwd, ABC	\$ 17.00	(---)		
WREJ	1540	10 KW (DAYS, DA)	Religion		\$ <20.00	(---)		
WRVA	1140	50 KW (DA-1)	Full Service	ABC, CBS	\$ 74.00	(Mc-Guild)	Clear Channel	
WRVH	910	5 KW/1.5 KW (DA-N)	Sports	Westwd, CBS	\$ 21.00	(Katz)	Clear Channel	
WTVR	1380	5 KW (DA-2)	Standards		\$ <20.00	(Katz)	Park	
WXGI	950	5 KW/57 W	Country	Westwd	\$ <20.00	(---)		
WCDX-F	92.1	4.5 KW @ 771	Black		\$ 72.00	(MMR)	Sinclair	(Mechanicsville)
WLEE-F	96.5	50 KW @ 492	Oldies-70's		\$ 49.00	(Christal)	Benchmark	(Williamsburg)
WDYL-F	105.7	3 KW @ 328	Religion	CNN	\$ 24.00	(Salem)		(Chester)
WKHK-F	95.3	13 KW @ 449	Country		\$ 98.00	(Banner)	ABS	(Colonial Heights)
WBZU-F	104.7	100 KW @ 981	AOR-New Rock		\$ 41.00	(---)	ABS	(Crewe)
WMXB-F	103.7	20 KW @ 840	AC	ABC, AP	\$ 81.00	(Mc-Guild)	Multimarket	
WPLZ-F	99.3	6 KW @ 328	Black/AC	Westwd, ABC	\$ 46.00	(MMR)	Sinclair	(Petersburg)
WRVQ-F	94.5	200 KW @ 350	CHR	ABC	\$ 70.00	(Katz)	Clear Channel	
WRXL-F	102.1	20 KW @ 791	AOR		\$ 77.00	(Katz)	Clear Channel	
WSOJ-F	100.3	4.7 KW @ 371	Black		\$ 22.00	(---)		(Petersburg)
WTVR-F	98.1	50 KW @ 840	EZ/Soft AC		\$ 63.00	(Katz)	Park	
WVGO-F	106.5	8 KW @ 1234	Prog. AOR		\$ 50.00	(Christal)	Benchmark	

Miscellaneous: WTVR A/F sold by Park to Clear Channel for \$18,000,000 (MVP) . . .

RIVERSIDE-SAN BERNARDINO

Arbitron Rank:	27	Stations:	47 / 15	Last Year's Revenue:	\$23,400,000
Pop (12+):	1,343,200	Diaries:	2413 / 557 :1/ 51.1 %	Household Income:	\$43,578
MSA Rank:	10	Sample Target:	2,420	Retail Dollars:	\$21.9 Bil
MSA Pop:	3,030,000 DMA # Los Angeles DMA	% Below Line:	57.1	Pop per Station:	89,547
Average Person Ratings:	17.1	% Not Listed:	10.4	#1 Biller:	KFRG-F Rev: \$5,300,000
Market TSL In Hours:	22.75			#1 Billing Portfolio:	Anaheim duop \$7,100,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1	KFRG -FM	C	213 / 9.3	9.5	10.1	7.9	9.5	2480 / 18.5	19.3	19.4	G KFRG -FM
2	KFI -AM	T	181 / 7.9	9.4	6.9	6.8	7.5	2062 / 15.3	16.5	15.2	KFI -AM
3	KGGI -FM	CHR	133 / 5.8	6.1	5.8	6.4	6.7	2485 / 18.5	19.0	18.5	F KGGI -FM
4	KVAR -FM	SP	126 / 5.5	4.6	4.3	3.8	2.1	1123 / 8.4	8.7	3.0	C KVAR -FM
5	KOLA -FM	O	125 / 5.4	3.9	4.1	3.7	3.6	1840 / 13.7	12.2	11.2	D KOLA -FM
6	KKBT -FM	B	97 / 4.2	3.6	3.5	4.3	3.4	1255 / 9.3	8.6	7.8	KKBT -FM
7	KOST -FM	AC/SAC	88 / 3.8	3.4	3.2	3.4	3.3	1585 / 11.8	10.0	11.7	KOST -FM
8	KLOS -FM	AOR	76 / 3.3	3.5	4.2	3.8	3.4	1455 / 10.8	11.4	11.2	KLOS -FM
9	KCBS -FM	CL AOR	68 / 3.0	2.3	3.0	3.3	2.8	1307 / 9.7	8.4	10.0	KCBS -FM
10	KIIS -FM	CHR	67 / 2.9	2.3	3.6	3.2	3.0	1559 / 11.6	8.8	12.3	KIIS -FM
11	KRTH -FM	O	51 / 2.2	2.6	1.9	2.3	2.5	1069 / 8.0	9.0	10.0	KRTH -FM
12	KCAL -FM	AOR	50 / 2.2	2.4	3.6	3.6	2.4	947 / 7.1	7.9	7.8	F KCAL -FM
13	KPWR -FM	U/CHR	49 / 2.1	2.2	2.0	1.8	1.9	1038 / 7.7	8.0	8.1	KPWR -FM
	KNX -AM	N	48 / 2.1	2.4	2.2	2.5	2.9	1091 / 8.1	9.4	9.6	KNX -AM
	KBIG -FM	AC	48 / 2.1	2.7	2.0	2.5	1.6	937 / 7.0	8.2	6.4	KBIG -FM
	KWRP -FM	EZ	48 / 2.1	2.1	2.4	2.2	2.1	507 / 3.8	3.3	3.6	B KWRP -FM
	KTWW -FM	J	48 / 2.1	1.7	1.9	2.2	2.3	817 / 6.1	4.8	6.0	KTWW -FM
18	KLVE -FM	SP	47 / 2.0	1.5	2.0	2.2	1.5	560 / 4.2	4.2	4.5	KLVE -FM
19	KROQ -FM	AOR-NR	41 / 1.8	2.0	2.9	3.1	3.4	943 / 7.0	6.7	8.6	KROQ -FM
	KCXX -FM	AOR-P	41 / 1.8	1.7	2.1	2.4	1.8	892 / 6.6	6.6	5.7	C KCXX -FM

12+ FM Share (Metro): 79.27 % (1633 of 2080) (Winter 95: 77.8 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KGGI-FM	1 KVAR-FM	1 KFRG-FM	1 KFRG-FM	1 KFRG-FM >	1 KFRG-FM <	1 KFRG-FM	1 KFI-AM <	1 KFRG-FM	1 KGGI-FM	1 KFI-AM <
2 KKBT-FM	2 KGGI-FM	2 KVAR-FM	2 KVAR-FM <	2 KOLA-FM <	2 KFI-AM >	2 KFI-AM >	2 KFRG-FM >	2 KFI-AM <	2 KKBT-FM	2 KFRG-FM >
3 KPWR-FM <	3 KKBT-FM <	3 KGGI-FM	3 KFI-AM <	3 KVAR-FM <	3 KOLA-FM >>	3 KVAR-FM <	3 KOLA-FM <	3 KGGI-FM <	3 KFI-AM <	3 KNX-AM >
4 KHS-FM	4 KFRG-FM	4 KFI-AM	4 KOLA-FM	4 KFI-AM >		4 KLOS-FM <	4 KVAR-FM	4 KOLA-FM	4 KVAR-FM <	
5 KROQ-FM >	5 KOST-FM <	KOLA-FM	5 KGGI-FM <	5 KOST-FM		5 KOLA-FM	5 KOST-FM <	5 KVAR-FM	5 KFRG-FM	
	6 KLOS-FM <	6 KKBT-FM <	6 KCBS-FM <	KGGI-FM <		6 KGGI-FM	6 KGGI-FM	KKBT-FM	6 KROQ-FM <	
		7 KLOS-FM <	7 KOST-FM	7 KCBS-FM						
		8 KOST-FM	KLOS-FM							
Wom 18-24	Wom 18-34	Wom 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-FM >	1 KGGI-FM	1 KVAR-FM <	1 KFRG-FM	1 KFRG-FM >		1 KKBT-FM <	1 KVAR-FM >	1 KVAR-FM >	1 KVAR-FM	1 KFRG-FM
2 KIIS-FM	2 KVAR-FM <	2 KFRG-FM	2 KGGI-FM	2 KOLA-FM <		2 KGGI-FM	2 KLOS-FM <	2 KCAL-FM <	2 KFRG-FM	2 KFI-AM <
3 KOST-FM	3 KFRG-FM <	3 KKBT-FM <	3 KVAR-FM >	3 KVAR-FM		3 KVAR-FM <	3 KCAL-FM <	3 KLOS-FM <	KLOS-FM <	3 KOLA-FM <
4 KKBT-FM	4 KOST-FM <	4 KOST-FM <	4 KOST-FM >	4 KFI-AM <		4 KROQ-FM	4 KKBT-FM <	4 KFRG-FM	4 KFI-AM	4 KVAR-FM <
5 KVAR-FM	5 KKBT-FM >	5 KGGI-FM >	5 KOLA-FM	5 KGGI-FM <		5 KLOS-FM <	5 KGGI-FM	5 KFI-AM	5 KOLA-FM	5 KCBS-FM <
6 KFRG-FM	6 KIIS-FM		6 KFI-AM	6 KOST-FM		6 KPWR-FM	6 KFRG-FM	6 KCBS-FM	6 KCBS-FM <	6 KLOS-FM
7 KPWR-FM <						7 KCAL-FM			7 KGGI-FM <	
8 KCXX-FM										

RIVERSIDE-SAN BERNARDINO

Consolidation Report	12+	25-54	Revenue
Amaturo			
KOOJ-FM			
KFRG-FM			
Combined	10.5%	11.8%	24.8%
Anaheim			
KCAL-FM			
KOLA-FM			
Combined	7.6%	9.6%	30.3%
Embarcadero			
KSZZ-AM			
KCAL-AM			
KVAR-FM			
Combined	7.7%	9.2%	15.0%
Local			
KXRS-FM			
KXSB-FM			
Combined	0.5%	0.3%	2.0%
	26.3%	30.7%	72.1%

Other Rated Stations

Station	Band	Power	City	Metro Share	Cume Rating
KATY	-FM	AC	101.3	Idyllwild	0.3 / 1.0
KBHR	-FM	AC	93.3	Big Bear	0.4 / 0.7
KCAL	-AM	SP	1410	Redlands	1.1 / 2.5
KDIF	-AM	SP	1440	Riverside	1.0 / 2.1
KMEN	-AM	O	1290	San Bernardino	0.5 / 2.2
KOOJ	-FM	C	92.7	Riverside	1.2 / 4.7
KSZZ	-AM	SP	590	San Bernardino	1.1 / 1.7
KXSB	-FF	SP	101.7	Big Bear Lake	0.5 / 1.4
KABC	-AM	T	790	Los Angeles	0.6 / 2.0
KFWB	-AM	N	980	Los Angeles	0.7 / 2.6
KKGO	-FM	CL	105.1	Los Angeles	0.9 / 3.1
KKLA	-AF	REL	1240	San Bernardino	0.5 / 1.8
KLAC	-AM	ST	570	Los Angeles	1.2 / 3.3
KLAX	-FM	SP	97.9	Long Beach	0.6 / 1.7
KLSX	-FM	T	97.1	Los Angeles	1.5 / 3.6
KMPC	-AM	T	710	Los Angeles	0.3 / 1.7
KPSI	-FM	CHR	100.5	Palm Springs	0.3 / 0.9
KRLA	-AM	O	1110	Pasadena	0.4 / 1.6
KSCA	-FM	AOR-NR	101.9	Glendale	0.7 / 1.8
KTNQ	-AM	SP	1020	Los Angeles	0.5 / 1.2
KWVE	-FM	REL	107.9	San Clemente	0.8 / 2.0
KXEZ	-FM	SAC	100.3	Los Angeles	0.5 / 2.9
KYSR	-FM	AC/CHR	98.7	Los Angeles	0.6 / 2.9
KZLA	-FM	C	93.9	Los Angeles	1.1 / 3.4
XTRA	-AM	SPRTS	690	Tijuana	0.8 / 1.9

RADIO STATIONS

KCAL	1410	5 KW/4 KW (DA-N)	Hispanic	\$ 33.00	(Caballero)	Embarcadero	
KDIF	1440	1 KW	Hispanic	\$ 23.00	(Katz Hisp.)		
KSZZ	590	1 KW (DA-2)	Hispanic	\$ 25.00	(Caballero)	Embarcadero	
KCAL-F	96.7	1.8 KW @ 376	AOR	\$ 89.00	(Banner)	Anaheim	
KCXX-F	103.9	0.2 KW @ 1752	AOR-P	\$ 42.00	(-)	All Pro	(Lake Arrowhead)
KFRG-F	95.1	50 KW @ 490	Country	\$140.00	(MMR)	Amaturo	
KGGI-F	99.1	2.5 KW @ 1844	CHR	\$102.00	(Mc-Guild)	Chancellor	
KOLA-F	99.9	30 KW @ 1663	Oldies	\$ 69.00	(Banner)	Anaheim	
KOOJ-F	92.7	3 KW @ 300	Country	\$ 30.00	(MMR)	Amaturo	
KVAR-F	97.5	72 KW @ 1827	Hispanic	\$ 65.00	(Caballero)	Embarcadero	
KWRP-F	96.1	250 W @ 1565	EZ/Soft AC	USA \$ 35.00	(K & P)		(San Jacinto)

Other Ranked Stations -- See Los Angeles

ROCHESTER, NY

Arbitron Rank: 45	Stations: 27 / 22	Last Year's Revenue: \$29,800,000
Pop (12+): 900,700	Diaries: 2268 / 397 :1/ 64.0 %	Household Income: \$51,091
MSA Rank: 49	Sample Target: 2,200	Retail Dollars: \$9.9 Bil
MSA Pop: 1,090,000 DMA # 73	% Below Line: 2.9	Pop per Station: 40,941
Average Person Ratings: 16.4	% Not Listed: 15.5	#1 Biller: WCMF-F Rev: \$6,000,000
Market TSL In Hours: 21.75		#1 Billing Portfolio:
		Amer. Radio Sys. \$18,400,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1 WHAM -AM	FS	172 / 11.8	10.6	10.6	8.9	11.8	10.4	2377 / 26.4	25.5	25.7	F WHAM -AM
2 WBEE -FM	C	152 / 10.3	11.1	10.5	12.7	12.6	11.2	1742 / 19.3	21.0	22.1	F WBEE -FM
3 WCMF -FM	AOR	110 / 7.4	9.0	9.0	10.9	11.7	9.1	1700 / 18.9	19.8	24.0	G WCMF -FM
4 WRMM -FM	SAC	105 / 7.1	8.6	7.3	7.0	7.6	7.5	1879 / 20.9	21.2	19.2	E WRMM -FM
5 WPXY -FM	CHR	103 / 7.0	8.1	7.7	9.1	8.3	8.0	2100 / 23.3	22.7	26.1	E WPXY -FM
6 WVOR -FM	AC	87 / 5.9	5.0	5.1	4.1	4.9	5.0	1408 / 15.6	14.3	17.3	C WVOR -FM
7 WNVE -FM	AOR-NR	86 / 5.8	5.4	6.8	5.0	1.7	5.8	1674 / 18.6	16.1	9.2	C WNVE -FM
WDKX -FM	B	86 / 5.8	6.0	6.1	6.3	5.2	4.6	814 / 9.0	10.0	9.1	C WDKX -FM
9 WKLY -FM	O	75 / 5.1	5.6	5.6	5.8	5.4	5.5	1416 / 15.7	16.5	16.3	D WKLY -FM
10 WBBF -AM	ST	54 / 3.6	3.4	3.7	2.3	4.4	3.3	661 / 7.3	6.6	8.6	A WBBF -AM
11 WHRR -FM	CL AOR	51 / 3.4	2.3	1.9	0.9	1.3	2.1	818 / 9.1	7.9	4.5	A WHRR -FM
12 WMAX -FM	AOR-P	33 / 2.2	2.1	2.6	3.2	3.1	2.5	649 / 7.2	7.3	9.1	C WMAX -FM
13 WJZR -FM	J	15 / 1.0	0.7	1.1	1.6	1.1	1.1	308 / 3.4	2.9	3.8	WJZR -FM

12+ FM Share (Metro): 77.84 % (973 of 1250) (Winter 95: 78.33 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WPXY-FM	1 WCMF-FM	1 WCMF-FM <	1 WCMF-FM <	1 WBEE-FM <	1 WHAM-AM >	1 WHAM-AM	1 WHAM-AM	1 WBEE-FM <	1 WBEE-FM	1 WHAM-AM >
2 WNVE-FM	2 WNVE-FM <	2 WBEE-FM	2 WBEE-FM	2 WCMF-FM	2 WBEE-FM	2 WCMF-FM	2 WBEE-FM	2 WHAM-AM	2 WNVE-FM <	2 WBEE-FM >
3 WDKX-FM >	3 WBEE-FM <	3 WPXY-FM <	3 WRMM-F <	3 WRMM-F	3 WRMM-F	3 WBEE-FM >	3 WRMM-F <	3 WPXY-FM <	3 WDKX-FM <	
4 WBEE-FM >>	4 WPXY-FM	4 WRMM-F	4 WVOR-FM	4 WVOR-FM <	4 WKLY-FM	4 WRMM-F <	4 WCMF-FM <	4 WRMM-F	4 WPXY-FM <	
	5 WDKX-FM	5 WVOR-FM <	5 WHAM-AM <	5 WHAM-AM	5 WBBF-AM	5 WPXY-FM	5 WVOR-FM	5 WNVE-FM	5 WHAM-AM >	
	6 WRMM-F <	6 WNVE-FM <	6 WPXY-FM <	6 WPXY-FM	WVOR-FM <	6 WVOR-FM	6 WKLY-FM	6 WCMF-FM <	6 WKLY-FM	
	7 WVOR-FM	7 WDKX-FM	7 WDKX-FM	WKLY-FM	7 WCMF-FM >	7 WNVE-FM <	7 WPXY-FM	7 WVOR-FM <		
	8 WHRR-FM	8 WHAM-AM	8 WKLY-FM <	8 WDKX-FM			8 WDKX-FM			
	9 WKLY-FM	9 WHRR-FM <	10 WNVE-FM				WKLY-FM			

Wom 18-24	Wom 18-34	Wom 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-FM >	1 WPXY-FM	1 WBEE-FM <	1 WRMM-F <	1 WRMM-F	1 WNVE-FM <	1 WCMF-FM	1 WCMF-FM >	1 WCMF-FM >	1 WCMF-FM >
2 WNVE-FM <	2 WBEE-FM <	2 WRMM-F <	2 WPXY-FM	2 WBEE-FM <	2 WCMF-FM >	2 WNVE-FM >	2 WNVE-FM	2 WNVE-FM <	2 WHAM-AM
3 WDKX-FM	3 WDKX-FM <	3 WVOR-FM	3 WBEE-FM <	3 WVOR-FM	3 WPXY-FM <	3 WBEE-FM	3 WBEE-FM <	3 WBEE-FM	WBEE-FM
4 WBEE-FM	4 WRMM-F	4 WPXY-FM <	4 WVOR-FM	4 WPXY-FM	4 WBEE-FM >	4 WHRR-FM	4 WHRR-FM >	4 WHAM-AM <	4 WKLY-FM <
5 WRMM-F >	5 WVOR-FM	5 WDKX-FM >	5 WDKX-FM >	5 WDKX-FM <	5 WDKX-FM <	5 WPXY-FM	5 WPXY-FM	5 WHRR-FM	5 WNVE-FM <
6 WCMF-FM	6 WNVE-FM	6 WCMF-FM >	6 WCMF-FM <	6 WHAM-AM	6 WHRR-FM	6 WDKX-FM	WHAM-AM <	6 WKLY-FM	6 WHRR-FM
7 WVOR-FM >	7 WCMF-FM >>		7 WHAM-AM	7 WKLY-FM			7 WDKX-FM <	7 WDKX-FM <	
			WKLY-FM <						
			9 WNVE-FM >						

ROCHESTER, NY

Consolidation Report 12+ 25-54 Revenue

Amer. Radio Sys., pending			
WCMF-AM			
WHAM-AM			
WHTK-AM			
WCMF-FM			
WPXY-FM			
WVOR-FM			
WRMM-FM			
Combined	40.3%	41.9%	61.7%

Heritage			
WBBF-AM			
WBEE-FM			
WBBF-AM			
Combined	17.6%	17.2%	24.2%
	57.8%	59.1%	85.9%

Other Rated Stations

				Metro Share	Cume Rating
WBTA	-AM	ST	1490	Batavia	0.5 / 1.4
WCMF	-AM	SPRTS	990	Rochester	0.7 / 2.1
WDCZ	-FM	REL	102.7	Webster	0.5 / 1.8
WHTK	-AM	T	1280	Rochester	0.6 / 3.7
WNNR	-FM	CL AOR	103.5	Sodus	0.3 / 1.6
WRCD	-FM	J	107.3	Honoye Falls	0.7 / 1.8
WWWG	-AM	REL	1460	Rochester	0.7 / 1.3
WYSL	-AM	T	1030	Avon	0.5 / 1.0
WZXV	-FM	REL	99.7	Palmyra	0.7 / 2.7
CFMX	-FM	CL	103.1	Coburg, ON	0.3 / 1.4
WMJQ	-FM	AC	102.5	Buffalo	1.0 / 2.9
WNUC	-FM	C	107.7	Wethersfield	0.5 / 1.9
WYLF	-AM	ST	850	Penn Yan	0.5 / 0.8
WYRK	-FM	C	106.5	Buffalo	0.6 / 1.2

RADIO STATIONS

WBBF	950	1 KW (DA-2)	Standards	CNN \$ 25.00	(Katz)	Heritage
WHAM	1180	50 KW	Full Service	Talknt, CBS, ABC \$ 75.00	(Mc-Guild)	Lincoln
WHTK	1280	5 KW (DA-N)	Talk	Westwd, CNN, CBS \$ <20.00	(Mc-Guild)	Lincoln
WBEE-F	92.5	50 KW @ 500	Country	Westwd \$ 84.00	(Katz)	Heritage
WCMF-F	96.5	50 KW @ 450	AOR	\$ 117.00	(Christal)	Amer. Radio Sys.
WDX-F	103.9	0.8 KW @ 540	Black	\$ 34.00	(Torbet)	
WHRR-F	93.3	4 KW @ 390	Classic AOR/70's	\$ <20.00	(Mc-Guild)	(Avon)
WJZR-F	105.9	3 KW @ 180	Jazz	AP \$ 20.00	(--)	
WKLX-F	98.9	37 KW @ 564	Oldies	\$ 52.00	(Katz)	Heritage
WMAX-F	106.7	3.5 KW @ 266	Prog. AOR	\$ 22.00	(Torbet)	(Ironduquoit)
WNVE-F	95.1	10 KW @ 994	AOR-NR	\$ 39.00	(D&R)	(S. Bristol)
WPXY-F	97.9	50 KW @ 400	CHR	\$ 62.00	(Eastman)	Lincoln
WRMM-F	101.3	27 KW @ 640	Soft AC	\$ 68.00	(Torbet)	Amer. Radio Sys.
WVOR-F	100.5	50 KW @ 480	AC	\$ 43.00	(Mc-Guild)	Lincoln

NOTES: WHAM, WHTK, WVOR-F, WPXY-F sold by Lincoln to American Radio Systems for \$30,500,000 (Blackburn). . .

SACRAMENTO

Arbitron Rank: 29	Stations: 32 / 25	Last Year's Revenue: \$67,400,000
Pop (12+): 1,337,200	Diaries: 2781 / 481 :1/ 57.6 %	Household Income: \$45,667
MSA Rank: 34	Sample Target: 2,520	Retail Dollars: \$13.9 Bil
MSA Pop: 1,640,000 DMA # 21	% Below Line: 4.7	Pop per Station: 53,488
Average Person Ratings: 15.8	% Not Listed: 14	#1 Biller: KFBK Rev: \$10,500,000
Market TSL in Hours: 21.00		#1 Billing Portfolio: Chancellor duop \$21,800,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level		
1	KFBK -AM	N/T	220 / 10.4	9.9	9.9	9.7	11.4	10.0	2742 / 20.5	21.6	23.1	I	KFBK -AM
2	KSFM -FM	CHR	180 / 8.5	8.2	8.4	7.2	7.7	8.1	2553 / 19.1	19.4	17.6	G	KSFM -FM
3	KNCI -FM	C	126 / 6.0	6.1	7.3	6.8	5.7	6.6	1782 / 13.3	13.5	15.2	F	KNCI -FM
4	KGBY -FM	AC	122 / 5.8	5.9	5.7	5.8	5.0	5.8	2094 / 15.7	14.8	14.8	G	KGBY -FM
5	KHYL -FM	O	107 / 5.1	4.9	5.0	6.1	5.6	5.3	2093 / 15.7	15.9	17.4	F	KHYL -FM
6	KRXQ -FM	AOR	101 / 4.8	3.0	4.8	4.6	4.2	4.3	1734 / 13.0	10.3	12.4	E	KRXQ -FM
7	KWOD -FM	AOR-NR	93 / 4.4	4.4	5.2	5.0	4.9	4.8	1795 / 13.4	12.4	13.4	E	KWOD -FM
8	KYMX -FM	SAC	91 / 4.3	4.7	3.8	4.2	5.9	4.3	1605 / 12.0	12.2	12.8	E	KYMX -FM
9	KQPT -FM	AOR	87 / 4.1	3.7	2.1	2.4	2.6	3.1	1410 / 10.5	9.8	7.7	D	KQPT -FM
10	KSEG -FM	CL AOR	76 / 3.6	4.0	4.4	3.9	4.5	4.0	1465 / 11.0	10.6	14.3	G	KSEG -FM
11	KXOA -FM	O-70s	75 / 3.6	4.2	3.7	4.1	3.3	3.9	1788 / 13.4	11.8	12.8	F	KXOA -FM
12	KSTE -AM	T	68 / 3.2	3.9	4.1	4.1	4.4	3.8	1108 / 8.3	9.3	8.8	C	KSTE -AM
13	KCTC -AM	ST	60 / 2.8	3.5	3.5	3.9	4.0	3.4	842 / 6.3	6.1	7.6	B	KCTC -AM
14	KHTK -AM	T	59 / 2.8	2.2	2.0	2.0	1.5	2.3	994 / 7.4	7.4	5.7	C	KHTK -AM
15	KSSJ -FM	J	56 / 2.7	2.7	2.1	1.6	1.3	2.3	817 / 6.1	6.5	5.7	KSSJ -FM	
16	KRAK -FM	C	52 / 2.5	3.0	3.6	3.9	4.0	3.3	1238 / 9.3	9.7	12.6	F	KRAK -FM
17	KQBR -FM	J	35 / 1.7	1.6	1.3	1.2	1.1	1.5	525 / 3.9	4.1	3.1	C	KQBR -FM
18	KGO -AM	T	30 / 1.4	0.9	1.6	1.0	1.4	1.2	531 / 4.0	3.7	4.4	KGO -AM	
19	KZSA -FM	SP	21 / 1.0	0.4	0.5	0.8	1.6	0.7	251 / 1.9	1.3	2.1	KZSA -FM	

12+ FM Share (Metro): 71.1 % (1289 of 1813) (Winter 95: 69.87 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KSFM-FM >>	1 KSFM-FM >	1 KSFM-FM	1 KNCI-FM <	1 KFBK-AM	1 KFBK-AM >>	1 KFBK-AM >>	1 KFBK-AM >>	1 KSFM-FM	1 KSFM-FM >>	1 KFBK-AM >
2 KWOD-FM >	2 KRXQ-FM	2 KGBY-FM <	2 KGBY-FM <	2 KNCI-FM <	2 KHYL-FM <	2 KSFM-FM	2 KSFM-FM	2 KFBK-AM >	2 KWOD-FM >	2 KSTE-AM >
3 KRXQ-FM >>	3 KGBY-FM <	3 KNCI-FM	3 KFBK-AM <	3 KHYL-FM <	3 KNCI-FM	3 KGBY-FM <	3 KNCI-FM <	3 KNCI-FM <	3 KFBK-AM <	3 KNCI-FM <
4 KQPT-FM	4 KRXQ-FM <	4 KSFM-FM	4 KGBY-FM	4 KGBY-FM	4 KGBY-FM <	4 KNCI-FM >	4 KGBY-FM	4 KHYL-FM <	4 KRXQ-FM <	4 KCTC-AM <
5 KQPT-FM	5 KQPT-FM	5 KHYL-FM <	5 KSFM-FM	5 KSTE-AM	5 KSTE-AM	5 KHYL-FM <	5 KHYL-FM	5 KGBY-FM	5 KSTE-AM <	5 KSFM-FM <
6 KNCI-FM <	6 KFBK-AM	6 KQPT-FM	6 KQPT-FM	6 KYMX-FM	6 KYMX-FM	6 KRXQ-FM	6 KYMX-FM	6 KWOD-FM	6 KYMX-FM	6 KGBY-FM
7 KSEG-FM <	7 KHYL-FM <	7 KRXQ-FM	7 KRXQ-FM	7 KXOA-FM	7 KCTC-AM					
8 KXOA-FM	8 KSEG-FM <	8 KXOA-FM <	8 KRXQ-FM							
	9 KXOA-FM <	9 KSEG-FM	KSEG-FM <							
	10 KWOD-FM									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KSFM-FM >	1 KSFM-FM >	1 KSFM-FM	1 KGBY-FM <	1 KGBY-FM	1 KRXQ-FM	1 KRXQ-FM >	1 KRXQ-FM	1 KRXQ-FM	1 KFBK-AM >
2 KGBY-FM	2 KGBY-FM >	2 KGBY-FM >	2 KSFM-FM	2 KNCI-FM	2 KSFM-FM	2 KSFM-FM <	2 KQPT-FM >	2 KFBK-AM	2 KRXQ-FM <
3 KWOD-FM	3 KNCI-FM	3 KNCI-FM <	3 KNCI-FM <	3 KSFM-FM <	3 KWOD-FM >	3 KWOD-FM <	3 KWOD-FM <	3 KSEG-FM <	3 KHYL-FM <
4 KNCI-FM	4 KQPT-FM <	4 KQPT-FM <	4 KHYL-FM <	4 KHYL-FM	4 KGBY-FM <	4 KQPT-FM	4 KSEG-FM <	4 KQPT-FM <	4 KSEG-FM <
5 KYMX-FM	5 KWOD-FM <	5 KXOA-FM	5 KYMX-FM	5 KYMX-FM	5 KSEG-FM	5 KSEG-FM	5 KSFM-FM <	5 KSFM-FM <	5 KQPT-FM <
6 KQPT-FM	6 KYMX-FM	6 KYMX-FM <	6 KXOA-FM	6 KFBK-AM	6 KHTK-AM <	6 KHTK-AM <	6 KHTK-AM <	6 KNCI-FM <	6 KNCI-FM <
7 KSEG-FM	7 KXOA-FM	7 KQBR-FM <	7 KQPT-FM	7 KXOA-FM	7 KXOA-FM	7 KXOA-FM >	7 KXOA-FM >	7 KHYL-FM	7 KHTK-AM <
8 KRXQ-FM >		8 KWOD-FM						8 KHTK-AM	8 KSFM-FM
								KWOD-FM	

SACRAMENTO

Consolidation Report	12+	25-54	Revenue
Amer. Radio Sys., pending			
KSFM-FM			
KMJI-AM			
KCTC-AM			
KYMX-FM			
Combined	16.3%	11.8%	15.4%
Brown			
KQPT-FM			
KXOA-AM			
KXOA-FM			
Combined	8.3%	10.9%	10.7%
Chancellor			
KFBK-AM			
KGBY-FM			
KHYL-FM			
Combined	21.3%	21.8%	32.3%
Citcasters/Jacor, pending			
KSEG-FM			
KRXQ-FM			
Combined	8.4%	9.3%	13.9%
Embarcadero			
KMYC-AM			
KSXX-FM			
KRCX-AM			
Combined	1.2%	1.0%	2.2%
EZ			
KHTK-AM			
KRAK-FM			
KNCI-FM			
Combined	11.2%	13.1%	15.9%
	66.8%	67.9%	90.4%

Other Rated Stations

Station	Format	Power	City	Metro Share	Cume Rating
KFIA	-AM REL	710	Carmichael	0.5	2.0
KJAY	-AM REL	1430	Sacramento	0.4	1.1
KMJI	-AM SPRTS	1380	Sacramento	0.6	1.7
KRCX	-AM SP	1110	Roseville	0.4	1.0
KRLT	-FM CL AOR	93.9	S. Lake Tahoe	0.4	0.8
KSXX	-FM SP	99.9	Marysville	0.9	2.0
KXOA	-AM O	1470	Sacramento	0.6	2.3
KATM	-FM C	103.3	Modesto	0.5	1.6
KHOP	-FM AOR	104.1	Modesto	0.6	2.2
KMEL	-FM CHR/U	106.1	San Francisco	0.4	1.4
KNBR	-AM SPRTS	680	San Francisco	0.9	2.9
KSFO	-AM T	560	San Francisco	0.4	1.2
KZAK	-FM AOR	100.1	Incline Village, NV	0.5	0.5

RADIO STATIONS

Station	Power	Format	Notes
KCTC	1320	5 KW (DA-2)	EZ/Standards
KFBK	1530	50 KW (DA-2)	News/Talk
KHTK	1140	50 KW (DA-2)	Talk
KMJI	1380	5 KW (DA-2)	Sports
KRCX	1110	5 KW/500 W (DA-2)	Hispanic
KSTE	650	21.4 KW/920 W (DA-2)	Talk
KXOA	1470	5 KW/1 KW (DA-2)	Oldies
KGBY-F	92.5	50 KW @ 450	AC
KHYL-F	101.1	36 KW @ 577	Oldies
KNCI-F	105.1	50 KW @ 500	Country
KQBR-F	104.3	3 KW @ 463	Jazz
KQPT-F	100.5	115 KW @ 328	Prog. AOR
KRAK-F	98.5	50 KW @ 495	Country
KRXQ-F	93.7	25 KW @ 328	AOR
KSEG-F	98.9	50 KW @ 500	Classic AOR
KSFM-F	102.5	50 KW @ 500	CHR
KSSJ-F	101.9	4.1 KW @ 827	Jazz
KSXX-F	99.9	1.7 KW @ 2180	Hispanic
KWOD-F	106.5	50 KW @ 410	New Rock
KXOA-F	107.9	50 KW @ 404	Oldies (70's)
KYMX-F	96.1	50 KW @ 476	Soft AC
KZSA-F	92.1	1.4 KW @ 472	Hispanic

NOTES: The following stations were sold by Citcasters to Jacor. KRXQ-F for \$18,600,000 and KSEG-F for \$29,500,000 . . . KSQR (1240) sold to Silverado for \$1,800,000 (E) . . . KCTC, KYMX-F sold by Henry to Amer. Radio Systems for \$24,000,000 (E) . . . KSTE sold by Fuller Jeffrey to Amer. Radio Systems for \$7,250,000 . . . KMJI, KSFM-F sold by Secret to Amer. Radio Systems for about \$29,000,000 . . .

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank: 123
Pop (12+): 327,700
MSA Rank: 85
MSA Pop: 614,000 DMA # 60 (w/Flint)
Average Person Ratings: 17.5
Market TSL in Hours: 23.00

Stations: 25 / 18
Diaries: 947 / 348 :1/ 56.7 %
Sample Target: 945
% Below Line: 6.4
% Not Listed: 11.8

Last Year's Revenue: \$13,700,000
Household Income: \$43,865
Retail Dollars: \$4.2 Bil
Pop per Station: 18,206
#1 Biller: WKQZ-F Rev: \$3,000,000
#1 Billing Portfolio: Fritz duop \$4,700,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1 WKQZ -FM	AOR	61 / 10.6	9.1	7.0	8.7	9.1	8.9	655 / 20.0	19.3	18.5	C WKQZ -FM
WHNN -FM	O	61 / 10.6	8.4	8.1	7.7	7.9	8.7	804 / 24.5	22.3	22.3	D WHNN -FM
3 WSGW -AM	FS/T	60 / 10.4	9.8	11.0	8.6	9.2	10.0	691 / 21.1	20.1	19.5	D WSGW -AM
4 WKQZ -FM	C	58 / 10.1	12.5	9.8	12.2	11.2	11.2	811 / 24.8	25.8	23.8	E WKQZ -FM
5 WIOG -FM	AC/CHR	42 / 7.3	7.1	7.8	8.7	6.5	7.7	692 / 21.1	21.8	21.2	C WIOG -FM
6 WTLZ -FM	B	32 / 5.6	5.0	7.4	5.1	5.6	5.8	331 / 10.1	8.6	10.5	B WTLZ -FM
WTCF -FM	CHR	32 / 5.6	5.7	6.3	6.2	7.2	6.0	582 / 17.8	18.4	20.5	B WTCF -FM
8 WCEN -FM	C	27 / 4.7	4.1	5.3	3.1	4.5	4.3	381 / 11.6	10.3	11.2	C WCEN -FM
9 WSAM -AM	ST	24 / 4.2	4.3	3.2	3.3	1.6	3.8	288 / 8.8	9.2	6.4	A WSAM -AM
10 WXC -FM	C	20 / 3.5	3.9	4.0	5.1	4.0	4.1	356 / 10.9	12.9	12.3	A WXC -FM
11 WGER -FM	SAC	18 / 3.1	5.7	4.2	5.1	6.6	4.5	392 / 12.0	14.5	17.4	B WGER -FM

12+ FM Share (Metro): 77.51 % (393 of 507) (Winter 95: 78.24 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WTCF-FM >	1 WKQZ-FM >	1 WKQZ-FM	1 WKQZ-FM <	1 WHNN-FM	1 WSGW-A <	1 WSGW-A	1 WSGW-A <	1 WKQZ-FM <	1 WTLZ-FM	1 WSGW-A
2 WTLZ-FM	2 WKQZ-FM <	2 WHNN-FM <	2 WHNN-FM	2 WKQZ-FM <	2 WHNN-FM >	2 WHNN-FM	2 WKQZ-FM	2 WKQZ-FM <	WKQZ-FM	2 WHNN-FM
3 WKQZ-FM >	3 WTLZ-FM <	3 WKQZ-FM <	3 WKQZ-FM <	3 WKQZ-FM	3 WKQZ-FM >	3 WKQZ-FM	3 WKQZ-FM <	3 WHNN-FM	3 WHNN-FM	3 WHNN-FM
4 WIOG-FM >	4 WIOG-FM	4 WIOG-FM >	4 WIOG-FM >	4 WIOG-FM <	4 WSAM-AM <	4 WKQZ-FM	4 WHNN-FM	4 WIOG-FM	4 WTCF-FM <	4 WTCF-FM <
	5 WTCF-FM >	5 WTLZ-FM <	5 WSGW-A >	5 WSGW-A >>	5 WIOG-FM <	5 WIOG-FM >	5 WIOG-FM >	5 WTCF-FM <	5 WKQZ-FM	5 WKQZ-FM
	6 WCEN-FM	6 WSGW-A <			6 WKQZ-FM			6 WSGW-A	6 WXC-FM	6 WXC-FM
		7 WTCF-FM							7 WIOG-FM	7 WIOG-FM

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WTLZ-FM >>	1 WTLZ-FM <	1 WIOG-FM	1 WIOG-FM >	1 WIOG-FM <	1 WKQZ-FM >>	1 WKQZ-FM >>	1 WKQZ-FM >>	1 WKQZ-FM >	1 WKQZ-FM
2 WIOG-FM	2 WIOG-FM >	2 WKQZ-FM >	2 WHNN-FM <	2 WHNN-FM	2 WKQZ-FM >	2 WKQZ-FM	2 WTCF-FM	2 WHNN-FM	2 WHNN-FM >
3 WTCF-FM >	3 WKQZ-FM	3 WKQZ-FM	3 WKQZ-FM <	3 WKQZ-FM	3 WCEN-FM <	3 WTCF-FM	3 WKQZ-FM <	3 WKQZ-FM	3 WKQZ-FM
4 WKQZ-FM	4 WTCF-FM	4 WTLZ-FM	4 WTLZ-FM >	4 WSGW-A	4 WHNN-FM	4 WVIC-FM <	4 WVIC-FM >	4 WSGW-A <	4 WSGW-A >
	5 WKQZ-FM	5 WTCF-FM <	5 WTCF-FM <	5 WGER-FM	5 WTCF-FM	5 WCEN-FM	5 WIOG-FM	5 WCEN-FM	5 WIOG-FM
	6 WCEN-FM	6 WCEN-FM <	6 WKQZ-FM <	6 WKQZ-FM					
		7 WSGW-A	7 WSGW-A	WTLZ-FM					
			8 WGER-FM						

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating
Fritz				WKNX -AM ST 1210 Frankenmuth	1.8 / 4.5	
WSGW-AM				WMAX -AA SPRTS 1440 Bay City/Flint	0.9 / 4.5	
WIOG-FM				WMJA -FM O 104.5 Saginaw	1.7 / 6.7	
WGER-FM				WMJK -FM O 100.9 Pinconning	0.5 / 2.3	
Combined	20.9%	22.7%	33.6%	WMPX -AF ST 1490 Midland	1.2 / 1.9	
Local				WCFX -FM CHR 95.3 Clare	0.3 / 1.8	
WMJA-FM				WCRZ -FM AC 107.9 Flint	0.3 / 1.8	
WMJK-FM				WJR -AM FS 760 Detroit	2.1 / 5.7	
Combined	2.3%	3.7%	9.8%	WOWE -FM B 98.9 Vassar	1.4 / 3.9	
	23.1%	26.4%	43.2%	WVIC -FM AOR-NR 94.9 E. Lansing	1.7 / 3.4	
				WWBN -FM AOR 101.7 Tuscola	0.3 / 1.8	
				WWCK -FM CHR 105.5 Flint	0.3 / 2.6	

SAGINAW-BAY CITY-MIDLAND

RADIO STATIONS

WKNX	1210	10 KW (DAYS, DA)	Standards	USA, AP	\$ < 20.00	(Patt)	Bell	
WMAX	1440	5 KW/2.5 KW (DA-2)	News/Talk	1 ON 1, CBS	\$ 14.00	(Patt)	MacDonald	
WSAM	1400	1 KW	Standards	Westwd, CNN, ABC	\$ < 20.00	(---)	Fritz	
WSGW	790	5 KW/1 KW (DA-2)	News/Talk	Westwd, CBS, Talknt	\$ 44.00	(Katz)		
WCEN-F	94.5	100 KW @ 981	Country	Westwd	\$ 29.00	(Michigan)		(Mt. Pleasant)
WGER-F	106.3	2 KW @ 380	Soft AC	Westwd	\$ 28.00	(Katz)	Fritz	
WHNN-F	96.1	100 KW @ 1020	Oldies	Westwd	\$ 56.00	(Eastman)	Liggett	
WIOG-F	102.5	86 KW @ 800	AC/CHR	ABC	\$ 42.00	(Katz)	Fritz	
WIXC-F	97.3	3 KW @ 328	Country		\$ < 20.00	(Michigan)	Midwest Family	(Essexville)
WKQZ-F	96.1	50 KW @ 493	Country	ABC	\$ 65.00	(---)	MacDonald	
WKQZ-F	93.3	38 KW @ 554	AOR	Westwd, ABC	\$ 33.00	(Banner)		
WMJA-F	104.5	2.9 KW @ 413	AOR/Classic	ABC	\$ < 20.00	(Banner)		
WMJK-F	100.9	2.6 KW @ 500	Simulcast w/WMJA		NA		WKQZ owner	(Pinconning)
WTCF-F	100.5	3 KW @ 328	CHR	Source	\$ 21.00	(K & P)		(Carrollton)
WTLZ-F	107.1	4.9 KW @ 397	Black	AURN	\$ 10.00	(Roslin)	Taylor	

Other Ranked Stations - See Flint and Detroit

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

• AC - Adult Contemporary	J - Jazz and New Adult Contemporary
• AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/F/S - Middle of Road, (MOR) Full Service
• B - Black (audience is 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

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

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

ST. LOUIS

Arbitron Rank:	17	Stations:	29 / 29	Last Year's Revenue:	\$90,000,000
Pop (12+):	2,083,800	Diaries:	3657 / 570 :1/ 62.7 %	Household Income:	\$49,169
MSA Rank:	16	Sample Target:	3,340	Retail Dollars:	\$24.4 Bil
MSA Pop:	2,550,000 DMA # 20	% Below Line:	0	Pop per Station:	71,855
Average Person Ratings:	16.7	% Not Listed:	7.9	#1 Biller:	KMOX Rev: \$19,000,000
Market TSL in Hours:	21.75			#1 Billing Portfolio:	
				EZ (w/PAR) duop+ \$25,100,000	

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level		
1	KMOX -AM	N/T	488 / 14.1	14.4	14.2	13.2	13.8	14.0	6374 / 30.6	30.4	32.6	J	KMOX -AM
2	WIL -FM	C	288 / 8.3	9.3	8.8	8.1	8.9	8.6	4084 / 19.6	19.6	19.0	H	WIL -FM
3	KEZK -FM	SC	253 / 7.3	7.0	7.0	8.0	8.3	7.3	3639 / 17.5	18.0	20.7	H	KEZK -FM
4	KMJM -FM	B	237 / 6.8	7.5	7.1	7.8	7.4	7.3	2439 / 11.7	12.3	11.7	G	KMJM -FM
5	KSHE -FM	AOR	195 / 5.6	6.4	6.3	6.9	5.4	6.3	3539 / 17.0	16.3	15.4	H	KSHE -FM
6	WKBQ -AF	CHR	160 / 4.6	4.1	4.6	4.2	4.0	4.4	3107 / 14.9	14.7	13.9	E	WKBQ -AF
7	KYKY -FM	AC	154 / 4.4	5.3	5.6	6.1	5.7	5.4	3050 / 14.6	15.4	17.6	H	KYKY -FM
8	KPNT -FM	AOR-NR	153 / 4.4	4.8	4.8	4.3	4.0	4.6	2842 / 13.6	14.1	11.5	E	KPNT -FM
9	WKIX -FM	C	135 / 3.9	4.2	3.6	3.6	4.3	3.8	2270 / 10.9	10.7	10.1	E	WKIX -FM
10	KLOU -FM	O	134 / 3.9	4.0	3.5	4.2	3.6	3.9	2846 / 13.7	12.9	12.8	E	KLOU -FM
11	KFUO -FM	CL	123 / 3.5	2.7	2.4	2.7	2.7	2.8	2027 / 9.7	8.4	8.1	C	KFUO -FM
12	KIHT -FM	O-70s	119 / 3.4	2.9	3.6	3.2	2.9	3.3	2235 / 10.7	11.2	11.2	F	KIHT -FM
13	WRTH -AM	ST	103 / 3.0	1.9	2.2	1.9	2.2	2.3	1200 / 5.8	5.0	5.9	C	WRTH -AM
14	KSD -FM	CL AOR	94 / 2.7	3.4	2.9	2.7	2.3	2.9	2749 / 13.2	13.6	10.3	G	KSD -FM
15	KXOK -FM	B/AC	81 / 2.3	3.1	3.2	2.5	2.3	2.8	1388 / 6.7	7.6	10.3	C	KXOK -FM
16	WEW -AM	ST	62 / 1.8	1.2	0.5	1.0	1.5	1.1	686 / 3.3	1.9	2.5	B	WEW -AM
17	KATZ -FM	B	55 / 1.6	1.0	1.0	1.2	1.2	1.2	833 / 4.0	2.6	4.0	B	KATZ -FM
18	WVRV -FM	AOR-P	54 / 1.6	1.5	1.7	1.5	2.1	1.6	1465 / 7.0	6.6	6.7	C	WVRV -FM
19	WIBV -AM	T	52 / 1.5	1.0	1.2	1.2	1.7	1.1	916 / 4.4	3.5	4.5	B	WIBV -AM
20	KATZ -AM	B/O	49 / 1.4	1.5	1.7	1.3	1.3	1.4	549 / 2.6	3.2	3.7	C	KATZ -AM
21	KSD -AM	ST	46 / 1.3	1.5	1.5	1.5	1.0	1.5	1211 / 5.8	7.0	4.5	D	KSD -AM
22	WCBW -FM	REL	45 / 1.3	1.3	1.2	1.3	1.4	1.3	898 / 4.3	3.6	4.1		WCBW -FM
23	KFNS -AM	SPRTS	34 / 1.0	1.2	0.9	1.2	1.0	1.1	626 / 3.0	3.5	3.4	C	KFNS -AM

12+ FM Share (Metro): 71.59 % (2288 of 3196) (Winter 95: 71.98 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KMJM-FM	1 KMJM-FM	1 KSHE-FM <	1 KMOX-AM <	1 KMOX-AM	1 KMOX-AM >>	1 KMOX-AM >>	1 KMOX-AM	1 KMOX-AM	1 KMJM-FM <	1 KMOX-AM >>
2 KPNT-FM	2 KSHE-FM	2 KMJM-FM <	2 WIL-FM <	2 WIL-FM <	2 WIL-FM	2 WIL-FM	2 KEZK-FM	2 WIL-FM	2 KMOX-AM >>	2 WIL-FM
3 WKBQ-AF >	3 KPNT-FM <	3 KEZK-FM <	3 KEZK-FM <	3 KEZK-FM	3 KEZK-FM >	3 KEZK-FM <	3 WIL-FM >	3 KEZK-FM <	3 KSHE-FM <	3 KMJM-FM
4 KSHE-FM	4 WKBQ-AF	4 WIL-FM <	4 KSHE-FM	4 KSHE-FM	4 KLOU-FM <	4 WKBQ-AF <	4 KSHE-FM	4 KMJM-FM	4 KPNT-FM <	4 KEZK-FM
5 WIL-FM	5 KEZK-FM	5 KMOX-AM	5 KYKY-FM <	5 KYKY-FM	5 KFUE-FM	5 KMJM-FM	5 KYKY-FM <	5 KSHE-FM	5 KEZK-FM <	5 KSHE-FM
6 KYKY-FM <	6 KYKY-FM <	6 KMJM-FM	6 KMJM-FM <	6 WRTH-AM	6 KYKY-FM	6 KMJM-FM	6 KPNT-FM	6 KPNT-FM	6 WIL-FM	
7 WIL-FM <	7 WKBQ-AF <	7 KIHT-FM	7 KIHT-FM	KLOU-FM	7 KSHE-FM	7 WRTH-AM	7 KYKY-FM <	7 WKBQ-AF <	7 WKBQ-AF	
8 WKIX-FM <	8 KPNT-FM <		9 WKIX-FM	9 WKIX-FM		KFUO-FM <	9 WKIX-FM <			
	9 KIHT-FM <			WKBQ-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 KMJM-FM	1 KMJM-FM <	1 KEZK-FM	1 KEZK-FM	1 KEZK-FM	1 KMJM-FM	1 KSHE-FM	1 KSHE-FM >	1 KSHE-FM	1 KMOX-AM
2 KPNT-FM >	2 KEZK-FM	2 KYKY-FM <	2 KYKY-FM <	2 WIL-FM <	2 KSHE-FM	2 KMJM-FM	2 KPNT-FM <	2 KMOX-AM	2 KSHE-FM
3 WKBQ-AF <	3 WKBQ-AF <	3 KMJM-FM	3 WIL-FM <	3 KYKY-FM	3 KPNT-FM <	3 KPNT-FM	3 KMJM-FM	3 KMJM-FM	3 WIL-FM
4 KEZK-FM	4 KYKY-FM	4 WKBQ-AF	4 KMJM-FM >	4 KMOX-AM	4 WKBQ-AF >>	4 WKBQ-AF >	4 WIL-FM <	4 WIL-FM	4 KIHT-FM
5 WKIX-FM >	5 KPNT-FM <	5 WIL-FM	5 WKBQ-AF <	5 KMJM-FM	5 WIL-FM <	5 KIHT-FM <	5 KIHT-FM <	5 KIHT-FM <	5 KMJM-FM <
6 KYKY-FM	6 WKIX-FM <	6 KSHE-FM	6 KMOX-AM <	6 KLOU-FM <	6 KSD-FM <	6 WIL-FM <	6 WIL-FM <	6 KPNT-FM	6 KLOU-FM <
7 WIL-FM <	7 WIL-FM	WKIX-FM	7 WKIX-FM	7 WKIX-FM <	7 KIHT-FM	7 WKBQ-AF	7 WKBQ-AF	7 WKBQ-AF <	7 KEZK-FM <
8 KSHE-FM	8 KIHT-FM <			8 WKBQ-AF		KMOX-AM	KSD-FM >	8 KSD-FM	8 KSD-FM
9 KIHT-FM	9 KSD-FM								

ST. LOUIS

Consolidation Report 12+ 25-54 Revenue

Crawford			
KSTL-AM			
KJSL-AM			
Combined	5.8%	0.0%	1.0%
EZ			
KFNS-AM			
KSD-AM			
KEZK-FM			
KSD-FM			
KYKY-FM			
Combined	16.7%	21.7%	27.9%
Heritage			
WIL-FM			
KIHT-FM			
WRTH-AM			
Combined	14.7%	14.9%	8.9%
Jacor/Noble			
KATZ-AM			
KATZ-FM			
KMJM-FM			
Combined	9.8%	8.9%	8.8%
River City			
KPNT-FM			
WVRV-FM			
Combined	1.6%	5.6%	5.5%
Zimmer			
WKXX-FM			
WKBQ-AM			
WKBQ-FM			
Combined	8.5%	8.2%	6.9%
	57.2%	59.3%	59.0%

Other Rated Stations

					Metro Share	Cume Rating
KIRL	-AM	REL	1460	St. Charles	0.6	/ 1.8
KLPW	-FM	C	101.7	Washington	0.3	/ 0.7
KSIV	-AM	REL	1320	Clayton	0.6	/ 2.0
KWRE	-AM	C	730	Warrenton	0.3	/ 0.5
WESL	-AM	B	1490	E. St. Louis	0.4	/ 1.7

RADIO STATIONS

KATZ	1600	5 KW (DA-N)	Black/Oldies	ABC, AURN	\$ 38.00	(Mc-Guild)	Noble	
KFNS	590	1 KW (DA-2)	Sports		\$ 30.00	(D & R)	Par	(Wood River, IL)
KMOX	1120	50 KW	Talk/Full Service	CBS	\$295.00	(CBS)	CBS/Westinghouse	
KSD	550	5 KW (DA-N)	Standards	CNN, SMN	\$ 32.00	(Mc-Guild)	EZ	
KSIV	1320	4.6 KW/270 W (DA-N)	Religion		\$ 20.00	(--)	Bott	
KSJL	630	5 KW (DA-2)	Religion		\$ 26.00	(MMR)	Crawford	
WESL	1490	1 KW	Gospel	WESTWD, AURN	\$ 22.00	(Direct)	Willis	(E. St. Louis, IL)
WEW	770	1 KW (DAYS)	Standards	CNN	\$ 27.00	(Roslin)		
WIBV	1260	5 KW (DA-2)	Talk	TALKNT, WESTWD, ABC	\$ 30.00	(--)		(Belleville, IL)
WRTH	1430	5 KW (DA-2)	Standards	WESTWD, ABC	\$ 36.00	(Eastman)	Heritage	
KATZ-F	100.3	50 KW @ 490	Black	AURN	\$ 36.00	(Mc-Guild)	Noble	
KEZK-F	102.5	100 KW @ 1026	Soft AC	WESTWD	\$165.00	(D & R)	Par	
KFUO-F	99.1	100 KW @ 1026	Classical	WESTWD	\$ 56.00	(CMBS)	Lutheran Ch.-MO Synod	
KLOU-F	103.3	100 KW @ 920	Oldies	CBS	\$ 81.00	(CBS)	CBS/Westinghouse	
KMJM-F	107.7	100 KW @ 1026	Black		\$140.00	(Mc-Guild)	Noble	
KPNT-F	105.7	100 KW @ 1375	New AOR		\$ 75.00	(MMR)	River City	(Ste. Genevieve)
KIHT-F	96.3	100 KW @ 552	70's Oldies		\$ 76.00	(Eastman)	Heritage	
KSD-F	93.7	100 KW @ 860	Classic AOR		\$115.00	(Katz)	EZ	
KSHE-F	94.7	100 KW @ 1026	AOR		\$170.00	(D & R)	Emmis	
KXOK-F	97.1	100 KW @ 560	Black/AC	ABC	\$ 50.00	(K & P)	Frischling	
KYKY-F	98.1	90 KW @ 1026	AC		\$ 180.00	(Katz)	EZ	
WCBW-F	104.9	8 KW @ 574	Religion		\$ 22.00	(--)	Universal	(Columbia, IL)
WIL-F	92.3	100 KW @ 984	Country	ABC	\$ 160.00	(Eastman)	Heritage	
WKBQ-F	104.1	39 KW @ 550	CHR		\$ 71.00	(--)	Zimmer	(Jerseyville, IL)
WKXX-F	106.5	90 KW @ 1026	Country		\$ 73.00	(Banner)	Zimmer	
WVRV-F	101.1	44 KW @ 525	Prog. AOR		\$ 45.00	(Torbet)	River City	(E.St. Louis, IL)

NOTES: KMJM-F sold by Noble to Jacor for \$29,800,000 . . . KATZ, KNJZ-F sold by Noble to Jacor for \$7,700,000. . . WEW sold to Gary Acker for \$435,000 (Force). . . KFNS, KEZK-F sold by Par to EZ for \$48,000,000 (Kaill). . . KPNT-F and WVRV-F sold by River City to Sinclair TV. . .

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank: 78
Pop (12+): 478,400
MSA Rank: 27 (Sal.-Mont.)/178 (Sta. Cruz)
MSA Pop: 619,000 DMA # 122
Average Person Ratings: 16.2
Market TSL in Hours: 21.50

Stations: 41 / 24
Diaries: 1879 / 285 :1/ 51.8 %
Sample Target: 1,650
% Below Line: 31.2
% Not Listed: 12.1

Last Year's Revenue: \$13,600,000
Household Income: \$47,893
Retail Dollars: \$4.8 Bil
Pop per Station: 19,933
#1 Biller: KWAV-F Rev: \$2,000,000
#1 Billing Portfolio:

Buckley combo \$2,300,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KGO -AM	T	61 / 7.9	8.1	6.0	6.8	7.2	7.2	746 / 15.6	16.2	16.6	KGO -AM
2	KOCN -FM	O	42 / 5.4	6.7	4.0	2.5	2.7	5.4	615 / 12.9	13.1	6.8	C KOCN -FM
3	KWAV -FM	AC	36 / 4.7	3.2	4.9	5.2	6.4	4.5	567 / 11.9	11.2	15.0	D KWAV -FM
	KTOM -AF	C	36 / 4.7	6.1	5.4	5.7	5.6	5.5	555 / 11.6	13.5	14.3	C KTOM -AF
	KLOK -FM	SP	36 / 4.7	5.1	4.9	4.1	2.4	4.7	402 / 8.4	7.7	5.2	A KLOK -FM
6	KYLD -FF	U/CHR	33 / 4.3	5.1	4.6	4.2	4.7	4.6	600 / 12.6	11.7	12.5	KYLD -FF
7	KDON -FM	CHR	31 / 4.0	5.1	4.9	5.6	7.6	0.0	755 / 15.8	16.6	20.7	C KDON -FM
8	KBAY -FM	SAC	30 / 3.9	2.2	3.4	3.5	3.8	3.3	461 / 9.6	7.1	8.5	KBAY -FM
9	KBOQ -FM	CL	26 / 3.4	4.3	3.6	4.5	3.7	4.0	413 / 8.6	10.7	9.6	B KBOQ -FM
10	KPIG -FM	AOR-P	25 / 3.2	2.8	4.1	4.3	2.8	3.6	305 / 6.4	5.4	6.9	C KPIG -FM
11	KIDD -AM	ST	23 / 3.0	3.0	2.8	3.4	2.2	3.1	229 / 4.8	5.3	4.3	A KIDD -AM
	KMBY -FM	AOR	23 / 3.0	1.9	1.8	2.2	1.6	2.2	390 / 8.2	5.6	5.2	A KMBY -FM
13	KRQC -FM	O-70s	22 / 2.8	3.2	4.3	3.5	2.8	3.5	380 / 7.9	8.8	9.0	B KRQC -FM
14	KTGE -AM	SP	21 / 2.7	2.9	2.5	2.4	3.1	2.6	243 / 5.1	5.3	6.5	B* KTGE -AM
	KLFA -FM	SP	21 / 2.7	1.1	1.9	1.7	2.4	1.9	256 / 5.3	3.6	5.3	KLFA -FM
	KCBS -AM	N/T	21 / 2.7	1.7	1.9	2.1	2.9	2.1	413 / 8.6	7.7	9.1	KCBS -AM
	KSCO -AM	T	21 / 2.7	2.0	2.4	2.5	2.4	2.4	307 / 6.4	5.9	6.6	A KSCO -AM
18	KSJO -FM	AOR	20 / 2.6	1.5	1.2	1.9	2.2	1.8	262 / 5.5	5.1	5.8	KSJO -FM
19	KRAY -FM	SP	19 / 2.5	2.5	2.2	2.0	2.9	2.3	319 / 6.7	7.5	6.8	B** KRAY -FM

12+ FM Share (Metro): 70 % (476 of 680) (Winter 95: 71.57 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KDON-FM	1 KYLD-FF <	1 KWAV-FM	1 KWAV-FM <	1 KOCN-FM <	1 KGO-AM >>	1 KGO-AM >	1 KGO-AM	1 KGO-AM	1 KGO-AM	1 KGO-AM >>
2 KYLD-FF >>	2 KLOK-FM	KLOK-FM	2 KOCN-FM <	2 KWAV-FM <	2 KOCN-FM	2 KLOK-FM	2 KOCN-FM	KOCN-FM	2 KYLD-FF <	
3 KOCN-FM	3 KWAV-FM	KOCN-FM	3 KGO-AM <	3 KGO-AM	3 KBAY-FM <	3 KTOM-AF <	3 KWAV-FM	3 KWAV-FM <	3 KDON-FM	
	4 KSJO-FM <	4 KGO-AM <	4 KPIG-FM	4 KPIG-FM	4 KBOQ-FM <	4 KOCN-FM	4 KBAY-FM	4 KBAY-FM <	4 KWAV-FM <	
	5 KRQC-FM <	5 KYLD-FF <	5 KLOK-FM	5 KLOK-FM	5 KPIG-FM	5 KYLD-FF	KTOM-AF <	5 KYLD-FF <	5 KBOQ-FM <	
	6 KTOM-AF <	6 KTOM-AF <	8 KRQC-FM		KIDD-AM	KCBS-AM <	6 KSCO-AM <	6 KTOM-AF <	6 KTOM-AF <	
		7 KPIG-FM					7 KLOK-FM	7 KDON-FM	7 KOCN-FM	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KYLD-FF >>	1 KWAV-FM <	1 KWAV-FM >>	1 KWAV-FM	1 KWAV-FM	1 KLOK-FM	1 KLOK-FM	1 KRQC-FM <	1 KLOK-FM	1 KOCN-FM
2 KTOM-AF <	2 KYLD-FF	2 KRQC-FM	2 KTOM-AF <	2 KOCN-FM <	2 KSJO-FM	2 KSJO-FM <	2 KWAV-FM <	2 KOCN-FM <	KGO-AM
3 KDON-FM >	3 KTOM-AF	KYLD-FF <	3 KOCN-FM	3 KTOM-AF	3 KYLD-FF >	3 KYLD-FF	3 KTGE-AM	3 KSJO-FM <	3 KPIG-FM <
4 KOCN-FM <	4 KDON-FM <	4 KTOM-AF <	4 KYLD-FF <	4 KGO-AM <	4 KDON-FM	4 KRQC-FM <	4 KLOK-FM	4 KGO-AM <	4 KWAV-FM <
5 KRAY-FM	5 KLOK-FM <	5 KLOK-FM	5 KDON-FM	5 KPIG-FM	5 KTOM-AF	5 KMBY-FM	KSJO-FM <	5 KMBY-FM <	5 KLOK-FM
	KLOK-FM <	6 KOCN-FM <	KTGE-AM	KLOK-FM	6 KMBY-FM <	6 KTGE-AM	6 KYLD-FF <	6 KWAV-FM <	6 KNBR-AM <
7 KWAV-FM	7 KRAY-FM <		7 KGO-AM	7 KLOK-FM <	7 KLOK-FM	7 KWAV-FM	7 KMBY-FM	7 KPIG-FM <	7 KMBY-FM <
	8 KRQC-FM <			8 KLFA-FM					

SALINAS-MONTEREY-SANTA CRUZ

Consolidation Report 12+ 25-54 Revenue

Henry/ARS, pending			
KDON-FM			
KRQC-FM			
Combined	6.9%	6.2%	13.2%
Local			
KAXT-FM			
KPIG-FM			
KXDC-FM			
Combined	6.2%	8.7%	14.0%
	13.1%	14.9%	27.2%

Other Rated Stations

						Metro Share	Cume Rating
KAXT	-FM	C	93.5	Hollister		1.0 / 4.8	
KCTY	-AM	SP	980	Salinas		0.8 / 2.4	
KKMC	-AM	REL	880	Gonzales		0.4 / 1.5	
KLUE	-FM	C	106.3	Soledad		0.5 / 1.0	
KRKC	-FM	AC	102.1	King City		0.5 / 0.9	
KRKC	-AM	C	1490	King City		0.5 / 0.6	
KRML	-AM	J	1410	Carmel		0.4 / 1.1	
KVRG	-FM	SP	107.1	Seaside		1.4 / 3.0	
KXDC	-FM	J	101.7	Carmel		1.9 / 5.2	
KARA	-FM	O	105.7	Santa Clara		0.4 / 1.4	
KFMK	-FM	SP	98.7	Winton		0.4 / 1.0	
KFRC	-AF	O	610	San Francisco		0.6 / 1.5	
KLOK	-AM	SP	1170	San Jose		1.3 / 2.4	
KMPG	-AM	SP	1520	Hollister		0.8 / 1.1	
KNBR	-AM	SPRTS	680	San Francisco		2.1 / 5.5	
KOME	-FM	AOR-NR	98.5	San Jose		1.3 / 5.5	
KRTY	-FM	C	95.3	Los Gatos		0.4 / 1.2	
KSFO	-AM	T	560	San Francisco		0.4 / 0.7	
KUFY	-FM	CL AOR	94.5	Gilroy		1.8 / 7.8	

RADIO STATIONS

KCTY	980	1 KW/247W (DA-2)	Hispanic		\$ < 20.00	(Lotus)		
KIDD	630	1 KW (DA-2)	Standards	CNN	\$ < 20.00	(D & R)		
KSCO	1080	10 KW/5 KW (DA-N)	Talk	AP	\$ < 20.00	(---)		
KTGE	1570	5 KW/500W (DA-2)	Hispanic		\$ < 20.00	(Caballero)		
KTOM	1380	5 KW (DA-2)	See KTOM-FM					
KAXT-F	93.5	0.1 KW @ 2260	AOR		\$ 20.00	(---)	KXDC owner (D+)	(Hollister)
KBOQ-F	95.5	1.7 KW @ 630	Classical		\$ 30.00	(CMBS)		
KDON-F	102.5	19 KW @ 2270	CHR		\$ 39.00	(Christal)	Henry	
KLOK-F	99.5	30 KW @ 640	Hispanic		\$ < 20.00	(Caballero)	EXCL	(Greenfield)
KMBY-F	104.3	6 KW @ 328	AOR		\$ < 20.00	(Mc-Guild)		
KOCN-F	105.1	1.8 KW @ 600	Soft AC	WESTWD	\$ 31.00	(Torbet)		
KPIG-F	107.5	2.9 KW @ 335	Prog. AOR		\$ 27.00	(Banner)	KXDC owner (D+)	(Freedom)
KRAY-F	103.5	2.5 KW @ 512	Hispanic		\$ < 20.00	(Lotus)		
KRQC-F	92.7	7 KW @ 620	Oldies-70's		\$ 21.00	(Christal)	Henry	
KTOM-F	100.7	1.4 KW @ 2385	Country	ABC	\$ 51.00	(Katz)	Magic	
KVRG-F	107.1	1.9 KW @ 587	Hispanic		\$ 28.00	(Cablero)	EXCL	
KWAV-F	96.9	18 KW @ 2450	AC	AP	\$ 47.00	(D&R)	Buckley	
KXDC-F	101.7	2.4 KW @ 528	Jazz		\$ < 20.00	(---)		

Other Ranked Stations - See San Jose or San Francisco

NOTES: * Billing in combination with KLFA-FM
 ** Billing in combination with KCTY

SALT LAKE CITY

Arbitron Rank: 35
Pop (12+): 1,158,600
MSA Rank: 44
MSA Pop: 1,530,000 DMA # 36
Average Person Ratings: 15.1
Market TSL in Hours: 20.00

Stations: 31 / 31
Diaries: 2378 / 487 :1/ 57.8 %
Sample Target: 2,350
% Below Line: 0
% Not Listed: 8.3

Last Year's Revenue: \$48,000,000
Household Income: \$45,907
Retail Dollars: \$11.9 Bil
Pop per Station: 37,374
#1 Biller: KSFI-F Rev: \$6,400,000
#1 Billing Portfolio:
 Simmons duop \$10,500,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KSFI -FM	SAC	158 / 9.0	9.1	9.4	10.7	10.8	9.6	2621 / 22.6	24.1	24.6	G KSFI -FM
2	KRSP -FM	O-70a	117 / 6.7	6.2	7.2	6.9	5.4	6.8	1933 / 16.7	18.7	15.2	E KRSP -FM
3	KSL -AM	FS	107 / 6.1	6.9	5.5	6.3	5.7	6.2	2210 / 19.1	20.6	18.4	G KSL -AM
4	KUBL -FM	C	104 / 5.9	5.7	3.4	2.7	3.3	4.4	1738 / 15.0	13.4	12.0	C KUBL -FM
5	KSOP -AF	C	98 / 5.6	5.3	6.0	6.7	7.8	5.9	1742 / 15.0	14.4	18.6	E KSOP -AF
6	KBEE -FM	AC	97 / 5.5	4.6	5.5	4.3	3.5	5.0	1922 / 16.6	17.4	12.5	D KBEE -FM
7	KKAT -FM	C	90 / 5.1	6.5	6.6	6.0	6.1	6.1	1682 / 14.5	16.6	17.1	F KKAT -FM
8	KISN -FM	CHR/AC	88 / 5.0	4.9	5.9	5.1	4.8	5.2	1956 / 16.9	17.1	14.4	D KISN -FM
9	KODJ -FM	O	85 / 4.9	4.1	4.5	4.9	3.5	4.6	1587 / 13.7	14.2	11.8	C KODJ -FM
10	KBER -FM	AOR	87 / 3.8	4.3	4.4	4.5	3.8	4.3	1243 / 10.7	12.7	12.3	D KBER -FM
11	KUTQ -FM	CHR	65 / 3.7	3.6	4.6	4.8	4.8	4.2	1636 / 14.1	13.3	17.3	B KUTQ -FM
12	KALL -AM	T	60 / 3.4	4.5	2.7	4.4	4.3	3.8	1170 / 10.1	9.8	10.2	D KALL -AM
13	KXRK -FM	AOR-NR	52 / 3.0	4.1	4.0	3.7	3.9	3.7	1078 / 9.3	11.8	9.8	D KXRK -FM
14	KENZ -FM	AOR-NR	51 / 2.9	0.9	0.7	1.4	0.7	1.5	936 / 8.1	3.7	4.0	KENZ -FM
	KDYL -AA	ST	51 / 2.9	3.0	3.4	3.8	4.1	3.3	811 / 7.0	6.6	7.3	A KDYL -AA
16	KBZN -FM	J	47 / 2.7	2.6	2.7	2.8	2.2	2.7	798 / 6.9	7.4	6.5	C KBZN -FM
17	KZHT -FM	CHR	46 / 2.6	2.8	3.8	2.0	3.3	2.8	902 / 7.8	9.2	9.6	C KZHT -FM
18	KUMT -FM	AOR-P	45 / 2.6	1.7	1.6	1.7	1.3	1.9	721 / 6.2	4.2	3.0	C KUMT -FM
19	KISN -AM	T/SPRST	38 / 2.2	2.3	1.6	1.9	2.9	2.0	896 / 7.7	7.0	10.4	C KISN -AM

12+ FM Share (Metro): 79.2 % (1272 of 1606) (Winter 95: 76.42 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KUTQ-FM	1 KBEE-FM	1 KSFI-FM <	1 KSFI-FM	1 KSFI-FM	1 KSFI-FM	1 KSL-AM	1 KSFI-FM >	1 KSFI-FM	1 KRSP-FM <	1 KRSP-FM
2 KZHT-FM <	KRSP-FM <	2 KRSP-FM	2 KRSP-FM >	2 KRSP-FM	2 KSL-AM <	2 KRSP-FM >	2 KRSP-FM	2 KRSP-FM	2 KUTQ-FM <	2 KSFI-FM
3 KUBL-FM	3 KUBL-FM	3 KUBL-FM	3 KODJ-FM <	3 KODJ-FM <	3 KODJ-FM	3 KRSP-FM <	3 KSOP-AF <	KUBL-FM	3 KUBL-FM <	3 KSOP-AF <
4 KBER-FM	KISN-FM <	KBEE-FM <	4 KBEE-FM	4 KSOP-AF	4 KRSP-FM <	4 KISN-FM <	4 KBEE-FM <	4 KBEE-FM <	4 KBEE-FM <	4 KODJ-FM <
5 KBEE-FM <	5 KSFI-FM <	5 KSOP-AF <	KSOP-AF <	5 KBEE-FM	5 KSOP-AF <	5 KUBL-FM <	5 KUBL-FM <	5 KSOP-AF <	5 KSFI-FM <	5 KALL-AM <
6 KISN-FM	6 KKAT-FM <	6 KKAT-FM <	6 KUBL-FM <	KISN-FM <	6 KALL-AM <	6 KSOP-AF <	6 KKAT-FM <	6 KKAT-FM <	6 KBER-FM <	6 KCNR-AM <
7 KXRK-FM	7 KENZ-FM <	7 KISN-FM <	7 KISN-FM <	7 KKAT-FM <	7 KOYL-AA <	7 KODJ-FM	7 KALL-AM <	7 KISN-FM <	7 KZHT-FM <	7 KSL-AM <
8 KKAT-FM	8 KSOP-AF <	8 KODJ-FM	8 KKAT-FM	8 KUBL-FM		KKAT-FM <		8 KODJ-FM <		8 KBER-FM
	9 KBER-FM <					9 KBEE-FM		9 KSL-AM		
	10 KXRK-FM									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KBEE-FM <	1 KISN-FM <	1 KISN-FM <	1 KSFI-FM >	1 KSFI-FM >	1 KUBL-FM <	1 KRSP-FM	1 KRSP-FM	1 KRSP-FM >	1 KRSP-FM >
2 KSFI-FM <	2 KSFI-FM	2 KSFI-FM >	2 KISN-FM <	2 KISN-FM	2 KENZ-FM <	2 KBER-FM <	2 KBER-FM	2 KUBL-FM <	2 KSFI-FM <
3 KISN-FM	3 KBEE-FM	3 KBEE-FM <	3 KBEE-FM	3 KODJ-FM <	3 KRSP-FM <	3 KUBL-FM <	3 KBEE-FM	3 KSOP-AF <	3 KSOP-AF <
4 KENZ-FM <	4 KUBL-FM <	4 KRSP-FM <	4 KRSP-FM	4 KBEE-FM <	4 KXRK-FM <	4 KENZ-FM <	4 KKAT-FM <	4 KKAT-FM	4 KODJ-FM
5 KZHT-FM <	5 KKAT-FM <	5 KUBL-FM	5 KUBL-FM	5 KRSP-FM <	5 KUTQ-FM <	5 KKAT-FM	5 KSOP-AF	5 KBER-FM <	5 KKAT-FM <
6 KUTQ-FM <	6 KSOP-AF <	6 KKAT-FM	KODJ-FM	6 KSOP-AF <	6 KBER-FM	KBEE-FM	6 KENZ-FM <	6 KBEE-FM	6 KSL-AM
7 KKAT-FM	7 KRSP-FM	7 KSOP-AF	7 KKAT-FM	7 KUBL-FM <	KKAT-FM	KXRK-FM	7 KXRK-FM <	KSFI-FM <	KUBL-FM <
	KUBL-FM <	8 KZHT-FM <	KSOP-AF >	8 KKAT-FM >	8 KBEE-FM <	8 KSOP-AF <	8 KUBL-FM	8 KUMT-FM <	8 KUMT-FM
9 KSOP-AF					9 KSOP-AF >>	9 KUTQ-FM >			
10 KXRK-FM >									

SALT LAKE CITY

Consolidation Report 12+ 25-54 Revenue

Local			
KZHT-FM			
KUTQ-FM			
KTKK-AM			
Combined	6.8%	2.8%	5.2%
Regent			
KODJ-FM			
KKAT-FM			
KALL-AM			
Combined	13.4%	15.4%	17.7%
Simmons			
KRSP-FM			
KSFI-FM			
KDYL-AM			
Combined	18.5%	20.5%	21.9%
Trumper			
KUMT-FM			
KISN-FM			
KISN-AM			
Combined	9.8%	12.2%	11.7%
	48.5%	50.9%	56.5%

Other Rated Stations

					Metro Share	Cume Rating
KANN	-AM	REL	1090	Ogden	0.5 /	0.9
KAPN	-AM	N	860	Salt Lake City	0.3 /	1.1
KBKK	-FM	C	106.5	Spanish Fork	1.1 /	3.5
KCNR	-AM	T	1320	Salt Lake City	1.1 /	3.0
KFAM	-AM	EZ	700	N. Salt Lake City	1.2 /	2.6
KLO	-AM	ST	1430	Ogden	0.6 /	1.4
KLZX	-FM	CL AOR	106.9	Brigham City	0.9 /	2.5
KQMB	-FM	AC	102.7	Midvale	0.9 /	3.4
KRGO	-FM	C	107.9	Roy	1.0 /	2.9
KTKK	-AM	T	630	Sandy	0.5 /	1.5

RADIO STATIONS

KALL	910	5 KW/1KW (DA-2)	Talk/Full Service	Westwd, ABC	\$ 47.00	(Eastman)	Regent
KCNR	1320	5 KW (DA-N)	News/Talk	AP, CNN, Westwd	NA	(Mc-Guild)	John Price
KDYL	1280	10 KW/600W (DA-2)	Standards	CNN, Westwd	\$ 27.00	(CBS)	Simmons
KFAM	700	50 KW/1 KW (DA-2)	EZ		\$ 22.00	(—)	
KISN	570	5 KW (DA-1)	Talk/Sports	SBUSA, 1-ON-1	\$ 28.00	(Christal)	Trumper
KSL	1160	50 KW	Full Service	CBS	\$ 84.00	(CBS)	Bonneville
KTKK	630	1 KW/500 W (DA-2)	Talk	Westwd, TARN, PRN	\$ 21.00	(K & P)	
KBEE-F	98.7	40 KW @ 2933	AC		\$ 58.00	(Mc-Guild)	John Price
KBER-F	101.1	26 KW @ 3740	AOR	ABC	\$ 49.00	(Torbet)	(Ogden)
KBKK	106.5	8 KW @ 2710	Country		NA	(Katz)	(Spanish Fork)
KBZN-F	97.9	26 KW @ 3740	Jazz		\$ 39.00	(Eastman)	(Ogden)
KENZ-F	107.5	45 KW @ 2850	AOR-New Rock		\$ 30.00	(Eastman)	Ragan Henry
KISN-F	97.1	30 KW @ 3652	CHR/AC		\$ 57.00	(Christal)	Trumper
KKAT-F	101.9	26 KW @ 3740	Country		\$ 86.00	(Katz)	Regent
KLZX-F	106.9	68 KW @ 2389	Classic AOR	Westwd	\$ 20.00	(Moore)	(Brigham)
KODJ-F	94.1	40 KW @ 3063	Oldies	SMN, Westwd	\$ 40.00	(Katz)	Regent
KRGO-F	107.9	67 KW @ 2377	Country	Westwd	\$ 21.00	(—)	(Roy)
KRSP-F	103.5	28 KW @ 3630	Oldies-70's		\$ 64.00	(CBS)	Simmons
KSFI-F	100.3	26 KW @ 3740	Soft AC/EZ		\$109.00	(CBS)	Simmons
KSOP-F	104.3	25 KW @ 3640	Country		\$ 82.00	(MMR)	
KUBL-F	93.3	26 KW @ 3740	Country	ABC	\$ 55.00	(Mc-Guild)	Citadel
KUMT-F	105.7	7 KW @ 3661	Prog. AOR		\$ 33.00	(Eastman)	Trumper
KUTQ-F	99.5	40 KW @ 2853	CHR	Westwd, Source	\$ 33.00	(K & P)	(Centerville)
KXRK-F	96.1	55 KW @ 2630	New AOR		\$ 43.00	(D & R)	(Bountiful)
KZHT-F	94.9	48 KW @ 2799	CHR		\$ 32.00	(Torbet)	(Provo)

NOTES: KBER-F sold to Citadel for \$7,700,000 (Star) . . .

SAN ANTONIO

Arbitron Rank: 34
Pop (12+): 1,183,200
MSA Rank: 37
MSA Pop: 1,480,000 DMA # 37
Average Person Ratings: 17.6
Market TSL in Hours: 23.25

Stations: 30 / 27
Diaries: 2426 / 488 :1/ 46.2 %
Sample Target: 2,490
% Below Line: 1.5
% Not Listed: 8.2

Last Year's Revenue: \$57,600,000
Household Income: \$38,091
Retail Dollars: \$13.0 Bil
Pop per Station: 43,822
#1 Biller: KXTN-AF Rev: \$7,600,000
#1 Billing Portfolio:
 Clear Channel duop \$14,600,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KXTN -AF	SP	203 / 9.8	10.2	10.0	10.0	8.3	9.8	2178 / 18.4	20.0	17.6	H KXTN -AF
2	KTFM -FM	CHR	192 / 9.2	9.6	9.9	9.2	9.2	9.5	2686 / 22.7	24.5	23.7	F KTFM -FM
3	KCYY -FM	C	145 / 7.0	7.1	6.0	6.7	8.2	6.7	1931 / 16.3	18.1	19.1	G KCYY -FM
4	KISS -FM	AOR	125 / 6.0	6.7	6.6	6.9	7.1	6.6	2120 / 17.9	16.6	16.8	G KISS -FM
5	KQXT -FM	SAC	116 / 5.6	5.4	6.5	5.6	6.5	5.8	1603 / 13.5	12.8	16.0	G KQXT -FM
	KSMG -FM	O	116 / 5.6	4.0	4.0	4.0	4.1	4.4	1920 / 16.2	14.5	13.8	E KSMG -FM
7	KAJA -FM	C	107 / 5.2	6.3	5.6	6.8	5.2	6.0	1773 / 15.0	16.6	16.2	F KAJA -FM
8	KSJL -FM	U	102 / 4.9	3.6	4.6	3.6	5.1	4.2	1124 / 9.5	9.1	8.9	C KSJL -FM
9	KONO -AF	O	92 / 4.4	4.0	4.1	4.3	3.7	4.2	1499 / 12.7	12.5	12.2	C KONO -AF
	KZEP -FM	CL AOR	92 / 4.4	4.2	4.1	3.8	3.7	4.1	1604 / 13.6	12.7	12.3	E KZEP -FM
11	KTSA -AM	T	90 / 4.3	4.7	3.8	4.3	4.1	4.3	1035 / 8.7	9.9	9.9	E KTSA -AM
12	WOAI -AM	N/T	80 / 3.9	4.1	5.2	4.2	3.9	4.4	1582 / 13.4	14.0	12.7	G WOAI -AM
13	KCJZ -FM	J	70 / 3.4	3.9	3.7	3.6	3.5	3.7	1042 / 8.8	8.4	8.2	C KCJZ -FM
14	KROM -FM	SP	67 / 3.2	3.0	2.5	1.9	3.0	2.7	659 / 5.6	6.7	6.8	B KROM -FM
15	KLUP -AM	ST	48 / 2.3	2.6	3.0	2.9	2.7	2.7	597 / 5.0	5.2	5.8	B KLUP -AM
	KKYX -AM	C	48 / 2.3	2.6	2.2	2.8	2.5	2.5	481 / 4.1	5.6	5.4	B KKYX -AM
17	KRIO -FM	SP	39 / 1.9	2.3	2.6	2.8	1.4	2.4	816 / 6.9	8.7	6.3	C KRIO -FM
18	KEDA -AM	SP	37 / 1.8	1.1	0.9	0.5	1.5	1.1	303 / 2.6	1.8	3.1	KEDA -AM
19	KCOR -AM	SP	34 / 1.6	2.1	1.6	2.2	2.7	1.9	472 / 4.0	3.5	4.6	C KCOR -AM

12+ FM Share (Metro): 77.86 % (1484 of 1906) (Winter 95: 75.89 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KTFM-FM >>	1 KISS-FM	1 KXTN-AF	1 KXTN-AF	1 KXTN-AF	1 KXTN-AF >	1 KXTN-AF <	1 KXTN-AF <	1 KXTN-AF <	1 KTFM-FM >	1 KQXT-FM
2 KISS-FM >	2 KTFM-FM	2 KTFM-FM <	2 KSMG-FM <	2 KSMG-FM <	2 KCYY-FM <	2 KTFM-FM	2 KXTN-FM	2 KTFM-FM	2 KXTN-AF	2 KXTN-AF <
	3 KXTN-AF	3 KISS-FM <	3 KCYY-FM <	3 KCYY-FM	3 KQXT-FM <	3 KCYY-FM	3 KISS-FM	3 KCYY-FM	3 KISS-FM	3 KTFM-FM
	4 KAJA-FM <	4 KCYY-FM <	4 KZEP-FM <	4 KQXT-FM <	4 KTSA-AM <	4 KISS-FM	4 KSMG-FM	4 KISS-FM	4 KSJL-FM	4 KISS-FM <
	5 KCYY-FM	5 KSMG-FM	5 KTFM-FM	5 KZEP-FM <	5 KONO-AF	5 KSMG-FM <	KQXT-FM <	5 KSMG-FM <	5 KCYY-FM	5 KCYY-FM
	6 KSMG-FM <	6 KZEP-FM	KQXT-FM <	6 KONO-AF <	WOAI-AM <	6 KAJA-FM	6 KTFM-FM	6 KQXT-FM <		KSJL-FM <
	7 KZEP-FM <	KAJA-FM	7 KAJA-FM <	7 KTFM-FM	7 KSMG-FM	WOAI-AM <	KCYY-FM	7 KAJA-FM <		7 KISS-FM <
	8 KSJL-FM	8 KQXT-FM <	8 KISS-FM <	KAJA-FM		8 KQXT-FM <	8 KZEP-FM <	8 KZEP-FM		8 WOAI-AM
		9 KSJL-FM	9 KONO-AF <	9 KISS-FM		9 KSJL-FM				
		10 KONO-AF	10 KSJL-FM	KSJL-FM <						
				11 KONO-FM <						

Wom 18-24	Wom 18-34	Wom 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-FM <	1 KTFM-FM <	1 KSMG-FM	1 KXTN-AF <	1 KSMG-FM <	1 KISS-FM >	1 KISS-FM >	1 KISS-FM >	1 KISS-FM	1 KZEP-FM <
2 KCYY-FM >	2 KCYY-FM <	2 KXTN-AF <	2 KCYY-FM	2 KXTN-AF <	2 KTFM-FM >>	2 KTFM-FM	2 KZEP-FM	2 KZEP-FM <	2 KXTN-AF
3 KXTN-AF	3 KSMG-FM <	3 KTFM-FM <	KSMG-FM <	3 KQXT-FM <	3 KXTN-AF	3 KZEP-FM <	3 KAJA-FM	3 KXTN-AF	3 KISS-FM
4 KAJA-FM <	4 KXTN-AF	4 KCYY-FM <	4 KTFM-FM	4 KCYY-FM	4 KAJA-FM	4 KAJA-FM <	4 KXTN-AF	4 KTFM-FM <	4 KONO-AF <
5 KSJL-FM	5 KAJA-FM	5 KQXT-FM	5 KQXT-FM	5 KTFM-FM	5 KZEP-FM	5 KXTN-AF	5 KTFM-FM <	5 KAJA-FM <	5 KAJA-FM <
6 KISS-FM >	6 KQXT-FM <	6 KAJA-FM	6 KAJA-FM	6 KAJA-FM <	6 KSJL-FM	6 KSJL-FM	6 KONO-AF	6 KONO-AF	6 KCYY-FM <
7 KSMG-FM	7 KISS-FM <	7 KISS-FM	7 KSJL-FM	7 KONO-AF <				7 KSJL-FM <	7 KSJL-FM <
	8 KSJL-FM >							8 KCYY-FM <	8 KONO-FM <
								9 KONO-FM <	9 KSMG-FM <
									10 KTSA-AM

SAN ANTONIO

Consolidation Report	12+	25-54	Revenue
Clear Channel			
KAJA-FM			
KTKR-AM			
WOAI-AM			
KQXT-FM			
Combined	15.3%	16.1%	25.3%
John Barger			
KRIO-FM			
KONO-FM			
KONO-AM			
Combined	6.3%	8.1%	5.2%
New City/Cox			
KKYX-AM			
KCJZ-FM			
KCYY-FM			
Combined	12.7%	13.4%	14.6%
Rusk			
KSMG-FM			
KISS-FM			
KLUP-AM			
Combined	13.9%	14.2%	15.6%
Tichenor			
KCOR-AM			
KXTN-FM			
KXTN-AM			
KROM-FM			
Combined	14.6%	14.4%	16.5%
	62.7%	66.2%	77.2%

Other Rated Stations

					Metro Share	Cume Rating
KGNB	-AM	T	1420	New Braunfels	0.4	1.3
KNBT	-FM	C	92.1	New Braunfels	0.3	0.7
KSAH	-AM	SP	720	Universal City	1.0	1.8
KSLR	-AM	REL	630	San Antonio	0.5	2.1
KTKR	-AM	SPRTS	760	San Antonio	0.7	1.7
KZDC	-AM	AOR	1250	San Antonio	0.5	1.0
KAMX	-FM	AC	94.7	Luling	0.4	2.4
KEYI	-FM	O	103.5	San Marcos	0.4	2.1
KROX	-FM	AOR-NR	101.5	Giddings	0.7	2.7

RADIO STATIONS

KCOR	1350	5 KW (DA-N)	Hispanic	\$ 32.00	(Katz Hisp.)	Tichenor
KEDA	1540	5 KW/1 KW (DA-2)	Hispanic	\$ 26.00	(Caballero)	
KENS	1160	5 KW/1 KW (DA-N)	Talk/Variety	\$ 21.00	(—)	KENS-TV
KKYX	680	50 KW/10 KW (DA-N)	Country	Westwd \$ 41.00	(Katz)	NewCity
KLUP	930	5 KW/1 KW (DA-N)	Standards	Westwd, SBUSA \$ 24.00	(CBS)	Rusk
KONO	860	5 KW/900 W (DA-N)	See KONO-FM			
KSLR	630	5 KW/4.3 KW (DA-2)	Religion	USA \$ 20.00	(—)	Salem
KTSA	550	5 KW (DA-N)	Talk/News	Westwd, ABC \$ 61.00	(Banner)	
WOAI	1200	50 KW	News/Talk	CBS, ABC \$ 81.00	(Christal)	Clear Channel
KAJA-F	97.3	100 KW @ 984	Country	\$ 85.00	(Christal)	Clear Channel
KCYY-F	100.3	100 KW @ 984	Country	\$129.00	(Katz)	NewCity
KCJZ-F	106.7	100 KW @ 1016	Jazz	\$ 45.00	(Katz)	NewCity
KISS-F	99.5	100 KW @ 1111	AOR	\$ 91.00	(CBS)	Rusk
KONO-F	101.1	100 KW @ 1371	Oldies	\$ 42.00	(MMR)	Barger
KQXT-F	101.9	100 KW @ 672	Soft AC	\$100.00	(Christal)	Clear Channel
KRIO-F	94.1	22 KW @ 696	Hispanic	\$ 34.00	(—)	Barger
KROM-F	92.9	100 KW @ 1016	Hispanic	\$ 34.00	(Katz Hisp.)	Tichenor
KSJL-F	96.1	100 KW @ 597	Urban	Westwd, SMN \$ 35.00	(Eastman)	Inner City
KSMG-F	105.3	100 KW @ 1250	Oldies	\$ 57.00	(CBS)	Rusk
KTFM-F	102.7	100 KW @ 672	CHR	\$ 81.00	(Banner)	
KXTN-F	107.5	100 KW @ 1470	Hispanic	\$155.00	(Katz Hisp.)	Tichenor
KZEP-F	104.5	100 KW @ 660	Classic AOR	\$ 71.00	(D&R)	Lotus

SAN DIEGO

Arbitron Rank:	15	Stations:	41 / 34	Last Year's Revenue:	\$104,900,000
Pop (12+):	2,212,900	Diaries:	3425 / 646 :1/ 53.5 %	Household Income:	\$46,356
MSA Rank:	13	Sample Target:	3,270	Retail Dollars:	\$22.8 Bil
MSA Pop:	2,690,000 DMA # 27	% Below Line:	7	Pop per Station:	65,085
Average Person Ratings:	15.8	% Not Listed:	10.8	#1 Biller:	KSON AF Rev: \$10,500,000
Market TSL in Hours:	21.00			#1 Billing Portfolio:	Jefferson-Pilot duop+ \$21,700,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1	KSON -AF C	256 / 7.3	7.7	6.4	7.0	6.8	7.2	3176 / 14.4	14.4	14.3	I KSON -AF
2	XHTZ -FM CHR	238 / 6.8	6.7	6.8	5.1	5.2	6.4	3430 / 15.5	14.9	13.8	F XHTZ -FM
3	KYXY -FM AC	222 / 6.4	6.8	7.6	7.2	5.4	7.0	3426 / 15.5	17.0	14.4	H KYXY -FM
4	XTRA -FM AOR-NR	166 / 4.8	4.4	3.6	4.1	3.6	4.2	3294 / 14.9	14.1	13.6	G XTRA -FM
	KSDO -AM N/T	166 / 4.8	4.2	4.5	4.9	5.3	4.6	2447 / 11.1	9.6	11.5	G KSDO -AM
6	KKLQ -AF CHR/AC	160 / 4.6	4.1	5.4	4.6	4.5	4.8	3132 / 14.2	14.5	13.3	H KKLQ -AF
7	KFMB -FM AC/CHR	159 / 4.6	3.2	3.3	3.1	2.5	3.6	3011 / 13.6	10.6	9.9	E KFMB -FM
8	KBZT -FM O	127 / 3.6	3.5	4.5	3.5	4.0	3.8	2769 / 12.5	11.2	11.7	F KBZT -FM
	KFSD -FM CL	127 / 3.6	3.3	3.2	3.2	3.8	3.3	1827 / 8.3	7.9	8.1	E KFSD -FM
10	KFMB -AM FS	125 / 3.6	3.5	4.2	3.6	3.1	3.7	2281 / 10.3	9.7	9.6	G KFMB -AM
11	KIFM -FM J	115 / 3.3	3.2	3.2	4.0	3.8	3.4	1932 / 8.7	8.8	9.8	G KIFM -FM
12	KPOP -AM ST	112 / 3.2	2.2	2.7	1.9	4.1	2.5	1273 / 5.8	5.1	6.6	C KPOP -AM
13	KFI -AM T	106 / 3.0	2.5	2.4	2.4	2.1	2.6	1396 / 6.3	6.8	6.2	KFI -AM
14	KGB -FM CL AOR	99 / 2.8	3.9	3.4	3.4	3.9	3.4	2168 / 9.8	10.0	12.1	G KGB -FM
15	KIOZ -FM AOR	94 / 2.7	2.5	3.0	3.8	3.0	3.0	1658 / 7.5	7.4	8.0	F KIOZ -FM
16	XHRM -FM AOR-P	83 / 2.4	2.6	3.2	2.5	2.3	2.7	2354 / 10.6	9.9	10.9	D XHRM -FM
17	XTRA -AM SPRTS	72 / 2.1	2.3	2.6	1.9	3.1	2.2	1300 / 5.9	8.7	9.4	H XTRA -AM
18	KOGO -AM T	70 / 2.0	2.4	1.9	2.5	2.4	2.2	1023 / 4.6	5.9	5.3	C KOGO -AM
19	XHKY -FM SP	68 / 1.9	2.6	1.4	1.2	2.0	1.8	1081 / 4.9	4.5	4.3	C XHKY -FM
20	KKBH -FM O-70s	54 / 1.5	1.7	2.2	2.9	2.4	2.1	1295 / 5.9	6.9	9.1	D KKBH -FM
21	KMKX -FM AOR/AC	45 / 1.3	2.2	1.9	2.5	3.0	2.0	1434 / 6.5	8.5	9.1	E KMKX -FM
22	KSPA -AM ST	41 / 1.2	0.8	1.4	0.9	1.0	1.1	428 / 1.9	1.6	2.4	KSPA -AM
	KCBQ -FM O	41 / 1.2	1.3	1.8	1.9	2.5	1.6	1246 / 5.6	5.8	7.7	E KCBQ -FM
24	KUPR -FM AOR	39 / 1.1	1.2	0.9	0.5	0.6	0.9	869 / 3.9	3.3	1.9	KUPR -FM

12+ FM Share (Metro): 71.56 % (2229 of 3115) (Winter 95: 68.37 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 XHTZ-FM >>	1 XHTZ-FM	1 KSON-AF <	1 KSON-AF	1 KSON-AF	1 KSDO-AM <	1 KKLQ-AF	1 KSON-AF <	1 XHTZ-FM <	1 XHTZ-FM	1 KOGO-AM
2 XTRA-FM >	2 XTRA-FM >	2 XHTZ-FM <	2 KYXY-FM	2 KYXY-FM	2 KSON-AF	2 KSON-AF	2 KSDO-AM <	2 KSON-AF	2 KYXY-FM	2 KYXY-FM
3 KFMB-FM	3 KFMB-FM	3 KYXY-FM <	3 KKLQ-AF <	3 KKLQ-AF <	3 KYXY-FM	3 KFMB-AM <	3 KYXY-FM	3 KYXY-FM >	3 KSON-AF <	3 KSON-AF <
4 KSON-AF	4 KSON-AF	4 KFMB-FM <	4 KFMB-FM <	4 KIFM-FM	4 KFSD-FM <	4 XTRA-FM <	4 XHTZ-FM	4 KFMB-FM <	4 XTRA-FM <	4 KSDO-AM
5 KYXY-FM	5 XTRA-FM <	5 XTRA-FM <	5 XTRA-FM <	5 KFMB-FM <	5 KFMB-AM	5 KSDO-AM	5 KFI-AM	5 XTRA-FM <	5 KFMB-FM >	
6 KKLQ-AF	6 KKLQ-AF	6 XHTZ-FM <	6 XHTZ-FM <	6 XTRA-FM <	6 KPOP-AM	KYXY-FM	KFMB-FM	6 KBZT-FM <	6 KFSD-FM	
7 KIOZ-FM		7 KIFM-FM	7 XHTZ-FM <	7 KFI-AM <	7 XHTZ-FM					
8 XHRM-FM		8 KBZT-FM	8 KBZT-FM <	8 KBZT-FM	8 KIOZ-FM					
		9 KGB-FM	9 KSDO-AM <							

Wom 18-24	Wom 18-34	Wom 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-FM	1 XHTZ-FM	1 KSON-AF <	1 KYXY-FM <	1 KYXY-FM	1 XHTZ-FM	1 XTRA-FM	1 XTRA-FM	1 XTRA-FM <	1 KSON-AF
2 KFMB-FM >	2 KFMB-FM	2 KFMB-FM <	2 KSON-AF	2 KSON-AF	2 XTRA-FM >	2 XHTZ-FM	2 KIOZ-FM	2 KSON-AF	2 XTRA-FM
3 KYXY-FM <	3 KSON-AF <	3 XHTZ-FM <	3 XHTZ-FM <	3 KKLQ-AF	3 KSON-AF <	3 KIOZ-FM	3 XTRA-AM <	3 XHTZ-FM	3 KGB-FM <
4 KSON-AF	4 KYXY-FM	4 KYXY-FM	4 KFMB-FM	4 KFMB-FM	4 KFMB-FM <	4 KFMB-FM <	4 KFMB-FM <	4 KGB-FM <	4 KSDO-AM
5 XTRA-FM <	5 KKLQ-AF	5 KKLQ-AF >	5 KKLQ-AF >	5 XHTZ-FM	5 KIOZ-FM <	5 KSON-AF	5 KGB-FM <	5 KIOZ-FM <	XTRA-AM
6 XHRM-FM <	6 XTRA-FM	6 KIFM-FM <	6 KIFM-FM <	KIFM-FM	6 KKLQ-AF >	6 KGB-FM	6 KSON-AF <	6 KFMB-FM <	6 KIFM-FM <
7 KKLQ-AF >	7 XHRM-FM	7 XTRA-FM	7 KBZT-FM	7 KBZT-FM	7 KYXY-FM	7 KKLQ-AF <	7 XHTZ-FM	7 KKLQ-AF <	7 KYXY-FM <
					KGB-FM <	8 KYXY-FM <	8 XHRM-FM <	8 XTRA-AM <	8 KBZT-FM <
					9 XHRM-FM	9 XTRA-AM	9 KYXY-FM <	9 KYXY-FM	9 KIOZ-FM <
						XHRM-FM	10 XHKY-FM		

SAN DIEGO

Consolidation Report	12+	25-54	Revenue
Jefferson-Pilot, pending			
KIFM-FM			
KBZT-FM			
KSON-FM			
KSON-AM			
Combined	14.3%	17.3%	20.7%
Noble/Jacor			
XTRA-AM			
XTRA-FM			
KHTS-FM			
Combined	7.3%	7.8%	13.3%
Par			
KKLQ-FM			
KCBQ-FM			
KCBQ-AM			
KOGO-AM			
Combined	8.2%	9.2%	13.0%
SFX			
KYXY-FM			
KMKX-FM			
Combined	7.6%	8.9%	10.0%
	37.4%	43.2%	57.0%

Other Rated Stations

Station	Class	Power	Frequency	City	Metro Share	Cume Rating
KCBQ	-AM	O	1170	San Diego	0.5	/ 2.2
KCEO	-AM	T	1000	Vista	0.6	/ 2.9
KHTS	-FM	EZ	93.3	San Diego	0.5	/ 1.3
KOWF	-FM	C	92.1	Escondido	0.9	/ 2.5
KPRZ	-AM	REL	1210	San Marcos	0.6	/ 2.3
KURS	-AM	SP	1040	San Diego	0.6	/ 1.7
XEMO	-AM	SP	860	Tijuana	0.8	/ 2.8
XHFG	-FM	SP	107.3	Tijuana	0.4	/ 1.5
XLTN	-FM	SP	104.5	Tijuana	0.7	/ 2.7
KNX	-AM	N	1070	Los Angeles	1.1	/ 4.2
KVAR	-FM	SP	97.5	Riverside	0.7	/ 1.3
KWVE	-FM	REL	107.9	San Clemente	0.4	/ 1.4
XKAM	-AM	T	950	Tijuana	0.5	/ 0.8
XPRS	-AM	SP	1090	Rosarito Beach	0.4	/ 1.2
XTIM	-FM	SP	91.7	Tijuana	0.9	/ 1.9

RADIO STATIONS

Station	Power	Frequency	Service	Notes	Value	Notes	City
KCBQ	1170	50 KW/1.5 KW (DA-2)	SEE KCBQ-FM				
KCEO	1000	2.5 KW/250 W (DA-2)	Business News	Westwd	\$ 32.00	(Direct)	
KFMB	760	5 KW/50 KW (DA-N)	Full Service	CBS	\$133.00	(Mc-Guild)	Midwest TV
KOGO	800	5 KW (DA-1)	Talk	CNN	\$ 38.00	(Torbet)	Par
KPOP	1360	5 KW/1 KW	Standards	Westwd	\$ 44.00	(CBS)	Brown
KPRZ	1210	20 KW/5 KW (DA-2)	Religion	SRN	\$ 25.00	(Salem)	Salem (San Marcos)
KSDO	1130	10 KW (DA-2)	News/Talk	ABC	\$149.00	(Group W)	Gannett
XTRA	690	50 KW (DA-2)	Sports	ABC, CBS	\$125.00	(MMR)	Noble (Tijuana)
KBZT-F	94.9	22 KW @ 702	Oldies		\$105.00	(Banner)	Anaheim
KCBQ-F	105.3	29 KW @ 820	Oldies		\$ 77.00	(Katz)	Par
KFMB-F	100.7	30 KW @ 820	AC/CHR		\$ 83.00	(Mc-Guild)	Midwest TV
KFSD-F	94.1	100 KW @ 640	Classical		\$100.00	(MMR)	Lotus
KGB-F	101.5	50 KW @ 500	AOR/Classical		\$144.00	(CBS)	Brown
KHTS-F	93.30	1.8 KW @ 1886	EZ		NA	(-)	Jacor (El Cajon)
KIFM-F	98.1	28 KW @ 640	Jazz		\$138.00	(CBS)	
KIOZ-F	102.1	10 KW @ 980	AOR		\$ 94.00	(Torbet)	Par (D) (Oceanside)
KKBH-F	102.9	32 KW @ 817	Oldies - 70's	ABC	\$ 70.00	(Group W)	Gannett
KKLQ-F	108.5	50 KW @ 440	CHR/AC		\$176.00	(Torbet)	Par (D)
KMKX-F	103.7	36 KW @ 578	AOR/AC		\$ 65.00	(D & R)	SFX (D)
KOWF-F	92.1	0.17 KW @ 1024	Country		\$ 39.00	(Direct)	Astor (Escondido)
KSON-F	97.3	50 KW @ 440	Country		\$230.00	(Banner)	Jefferson-Pilot
KUPR-F	95.7	3 KW @ 300	AOR		NA	(Direct)	(Carlsbad)
KYXY-F	96.5	41 KW @ 540	AC		\$145.00	(D & R)	SFX (D)
XHKY-F	99.3	25 KW @ 328	Hispanic		\$ 40.00	(Katz Hisp.)	(Tijuana)
XHRM-F	92.5	100 KW @ 350	AOR-Prog.	ABC	\$ 58.00	(Eastman)	(Tijuana)
XHTZ-F	90.3	100 KW @ 994	CHR		\$101.00	(Eastman)	(Tijuana)
XLTN-F	104.5	60 KW @ 994	Hispanic		\$ 48.00	(Katz Hisp.)	(Tijuana)
XTRA-F	91.1	100 KW @ 686	New AOR		\$136.00	(MMR)	Noble (Tijuana)

Other Ranked Stations -- See Los Angeles

NOTES: Noble sold the following stations to Jacor: XTRA for \$22,200,000 and XTRA-F for \$24,800,000 . . . KFSD-F sold by Lotus to Nationwide for \$23,000,000 (Stevens) . . .

SAN FRANCISCO

Arbitron Rank: 4	Stations: 54 / 51	Last Year's Revenue: \$198,000,000
Pop (12+): 5,367,400	Diaries: 6817 / 787 :1/ 51.6 %	Household Income: \$56,762
MSA Rank: 28 (SF)/21 (Oakland)	Sample Target: 5,100	Retail Dollars: \$44.8 Bil
MSA Pop: 5,050,000 DMA # 5	% Below Line: 1.2	Pop per Station: 105,243
Average Person Ratings: 15.7	% Not Listed: 14.9	#1 Biller: KGO Rev: \$27,800,000
Market TSL in Hours: 21.00		#1 Billing Portfolio:
		Susquehanna semi-duop \$31,300,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KGO -AM	T	571 / 6.8	8.0	6.7	6.9	7.5	7.1	8146 / 15.2	18.7	17.7	K KGO -AM
2	KCBS -AM	N/T	407 / 4.8	5.3	5.1	4.8	5.1	5.0	8776 / 16.3	16.5	16.4	J KCBS -AM
3	KMEL -FM	CHR/U	343 / 4.1	4.1	4.6	4.4	4.5	4.3	6655 / 12.4	12.4	12.9	I KMEL -FM
4	KOIT -AF	SAC	338 / 4.0	4.3	4.2	3.6	4.0	4.0	6514 / 12.1	12.2	11.5	I KOIT -AF
5	KYLD -FF	U/CHR	329 / 3.9	3.9	3.8	3.7	3.2	3.8	6626 / 12.3	11.7	12.0	H KYLD -FF
6	KNBR -AM	SPR/TS	303 / 3.6	3.9	4.1	4.1	4.2	3.9	5499 / 10.2	10.7	11.4	K KNBR -AM
7	KKSF -FM	J	293 / 3.5	2.8	3.3	3.3	3.0	3.2	4419 / 8.2	6.7	7.5	I KKSF -FM
	KFRC -AF	O	293 / 3.5	3.5	4.0	3.1	3.6	3.5	5575 / 10.4	9.9	10.9	I KFRC -AF
9	KIOI -FM	AC	281 / 3.3	3.5	3.5	3.3	3.8	3.4	5692 / 10.6	10.3	10.9	I KIOI -FM
10	KBLX -FM	J	255 / 3.0	2.6	2.6	2.7	2.7	2.7	3903 / 7.3	6.8	7.0	H KBLX -FM
11	KFFG -FF	AOR-P	244 / 2.9	2.5	4.0	4.0	3.8	3.2	4587 / 8.5	8.0	7.1	-H KFFG -FF
12	KITS -FM	AOR-NR	235 / 2.8	2.8	3.0	3.5	2.9	3.0	4713 / 8.8	9.4	9.4	H KITS -FM
13	KDFC -FM	CL	233 / 2.8	2.9	2.1	2.4	2.7	2.6	3894 / 7.3	7.5	8.1	E KDFC -FM
14	KABL -AM	ST	195 / 2.3	2.6	2.5	2.6	2.0	2.5	2321 / 4.3	5.5	4.6	D KABL -AM
15	KSOL -FM	B/AC	178 / 2.1	1.7	1.8	1.4	1.9	1.8	3917 / 7.3	6.5	5.8	D KSOL -FM
16	KOME -FM	AOR	175 / 2.1	2.2	2.0	2.0	2.1	2.1	3981 / 7.4	7.1	7.7	KOME -FM
17	KSJO -FM	AOR	168 / 2.0	2.0	2.0	2.2	2.1	2.1	3035 / 5.7	5.7	5.5	KSJO -FM
18	KBGG -FM	O-70s	167 / 2.0	2.1	2.4	1.4	1.6	1.9	4016 / 7.5	6.8	6.5	E KBGG -FM
19	KSAN -FM	C	161 / 1.9	2.2	2.4	1.7	2.1	2.0	3055 / 5.7	6.2	6.1	G KSAN -FM
20	KSFO -AM	T	156 / 1.8	1.8	1.1	1.2	1.5	1.5	2361 / 4.4	4.4	3.2	C KSFO -AM
21	KBAY -FM	SAC	146 / 1.7	1.5	1.8	1.8	1.6	1.7	2464 / 4.6	4.4	4.0	KBAY -FM
22	KYCY -FM	C	140 / 1.7	1.9	1.5	1.5	1.4	1.7	2698 / 5.0	4.6	4.5	E KYCY -FM
23	KLOK -AM	SP	137 / 1.6	2.0	1.2	1.6	1.4	1.6	1456 / 2.7	2.6	2.8	KLOK -AM
24	KRQR -FM	CL AOR	131 / 1.6	1.3	1.6	1.7	2.1	1.6	3309 / 6.2	5.6	7.6	G KRQR -FM
25	KEZR -FM	AC/CHR	126 / 1.5	1.0	0.9	0.9	0.7	1.1	2429 / 4.5	3.7	3.0	KEZR -FM
26	KPIX -AF	N	84 / 1.0	1.5	2.1	2.4	2.4	0.0	2226 / 4.1	5.0	5.7	F KPIX -AF

12+ FM Share (Metro): 68.26 % (4900 of 7178) (Winter 95: 67.09 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KYLD-FF <	1 KYLD-FF <	1 KOIT-AF <	1 KFFG-FF <	1 KOIT-AF <	1 KGO-AM >	1 KGO-AM	1 KGO-AM >	1 KGO-AM	1 KGO-AM <	1 KGO-AM >
2 KYLD-FM <	2 KMEL-FM <	2 KFFG-FF <	2 KKSF-FM <	2 KKSF-FM	2 KCBS-AM >	2 KCBS-AM >	2 KOIT-AF <	2 KMEL-FM <	2 KMEL-FM	2 KCBS-AM >>
3 KMEL-FM >>	3 KYLD-FM	3 KIOI-FM	3 KOIT-AF <	KGO-AM	3 KOIT-AF <	3 KNBR-AM <	3 KNBR-AM	3 KCBS-AM <	3 KYLD-FF >	3 KNBR-AM <
4 KITS-FM <	KMEL-FM <	4 KIOI-FM <	4 KFFG-FF <	4 KKSF-FM	4 KYLD-FF <	4 KCBS-AM <	4 KYLD-FF <	4 KBLX-FM <	4 KBLX-FM <	4 KBLX-FM <
5 KIOI-FM	5 KKSF-FM <	5 KGO-AM <	5 KIOI-FM	KNBR-AM <	5 KIOI-FM	5 KFRC-AF	5 KOIT-AF <	5 KOIT-AF	5 KOIT-AF	5 KOIT-AF
6 KSJO-FM	6 KYLD-FF <	6 KBLX-FM <	6 KFRC-AF	6 KOIT-FM <	KOIT-AF <	6 KFRC-AF <	6 KFRC-AF <	6 KDFC-FM	6 KDFC-FM	6 KMEL-FM
7 KITS-FM <	7 KITS-FM <	7 KFRC-AF	KBLX-FM <	7 KFRC-AF <	7 KFRC-AF <	7 KIOI-FM <	7 KKSF-FM <	KIOI-FM <	KIOI-FM <	
8 KBLX-FM	8 KNBR-AM	8 KCBS-AM <	8 KDFC-FM <	8 KOIT-FM <	8 KFFG-FF <	8 KNBR-AM	8 KOME-FM <	8 KOME-FM <	8 KOME-FM <	
	KFRC-AF	KCBS-AM <	9 KNBR-AM	9 KABL-AM	9 KMEL-FM	9 KMEL-FM	KIOI-FM <	9 KCBS-AM <	9 KCBS-AM <	
	KGO-AM <						KABL-AM	10 KFFG-FF <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KYLD-FF	1 KYLD-FF	1 KIOI-FM >	1 KIOI-FM <	1 KIOI-FM <	1 KMEL-FM	1 KMEL-FM <	1 KSJO-FM <	1 KNBR-AM	1 KNBR-AM <
2 KMEL-FM >	2 KIOI-FM <	2 KFFG-FF <	2 KOIT-AF	2 KOIT-AF	2 KYLD-FF >	2 KSJO-FM <	2 KITS-FM >	2 KFFG-FF <	2 KGO-AM <
3 KITS-FM	3 KMEL-FM >	3 KBLX-FM	3 KBLX-FM <	3 KBLX-FM <	3 KLOK-AM <	3 KITS-FM <	3 KOME-FM <	3 KITS-FM <	3 KFFG-FF <
4 KOME-FM <	4 KFFG-FF <	KBGG-FM	4 KMEL-FM <	4 KKSF-FM	4 KOME-FM	4 KYLD-FF	4 KYLD-FF	4 KSJO-FM	4 KCBS-AM <
5 KOIT-AF <	5 KBLX-FM	KYLD-FF	5 KYLD-FF <	5 KFRC-AF <	5 KSJO-FM <	5 KOME-FM	5 KMEL-FM <	5 KKSF-FM <	5 KKSF-FM
6 KIOI-FM	KITS-FM <	6 KOIT-AF	6 KKSF-FM <	6 KGO-AM <	6 KNBR-AM <	6 KNBR-AM	6 KIOI-FM	6 KGO-AM <	6 KITS-FM
7 KRQR-FM	7 KOIT-AF	KMEL-FM	7 KFFG-FF <	7 KFFG-FF	7 KITS-FM	7 KLOK-AM <	KFFG-FF	7 KMEL-FM <	KFRC-AF <
	8 KBGG-FM	KOIT-FM	8 KFRC-AF <		8 KEZR-FM	8 KIOI-FM	KNBR-AM <	8 KCBS-AM <	8 KOIT-AF
	KSOL-FM	9 KSOL-FM	9 KFOG-FM <				9 KFOG-FM <	9 KOME-FM <	KSJO-FM <
			10 KSOL-FM						

SAN FRANCISCO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating
Brown				KARA -FM	O	105.7	Santa Clara	0.8	/ 2.4
KDFC-FM				KBRG -FM	SP	104.9	Fremont	0.8	/ 2.0
KKSF-FM				KDIA -AM	B/O	1310	Oakland	0.7	/ 1.8
KDFC-AM				KFAX -AM	REL	1100	San Francisco	0.6	/ 1.9
Combined	6.6%	6.7%	6.8%	KIQI -AM	SP	1010	San Francisco	0.6	/ 1.8
Chancellor				KKHI -FM	CL	100.7	San Rafael	0.6	/ 2.2
KABL-AM				KKIQ -FM	AC	101.7	Livermore	0.5	/ 1.3
KNEW-AM				KKSJ -AM	ST	1370	San Jose	0.9	/ 1.6
KBGG-FM				KLCQ -FM	AOR	92.9	Santa Rosa	0.4	/ 1.1
KSAN-FM				KNEW -AM	C	910	Oakland	0.6	/ 1.8
Combined	6.8%	6.0%	5.0%	KNTA -AM	SP	1430	Santa Clara	0.4	/ 0.7
Crescent				KOFY -AM	SP	1050	San Mateo	0.6	/ 1.8
KYLZ-FM				KRPQ -FM	C	104.9	Rohnert Park	0.7	/ 1.2
KSOL-FM				KRTY -FM	C	97.7	Los Gatos	0.7	/ 2.3
Combined	0.2%	2.9%	1.3%	KUFY -FM	CL AOR	94.5	Gilroy	0.6	/ 3.4
Disney/ABC				KVTO -AM	ETH	1400	Berkeley	0.3	/ 1.1
KGO-AM				KXFX -FM	AOR	101.7	Santa Rosa	0.5	/ 1.2
KSFO-AM				KZSF -FF	SP	92.7	Alameda/Walnut Ck	0.9	/ 1.8
Combined	8.6%	6.0%	14.8%	KZST -FM	AC	100.1	Santa Rosa	0.5	/ 1.3
Evergreen				KATM -FM	C	103.3	Modesto	0.4	/ 1.4
KYLD-FM				KHOP -FF	AOR	104.1	Modesto	0.4	/ 1.6
KIOI-FM				KSFM -FM	CHR	102.5	Sacramento	0.4	/ 1.7
KMEL-FM									
Combined	8.3%	8.9%	17.3%						
Infinity									
KFRC-FM									
KOME-FM									
KYCY-FM									
KFRC-AM									
Combined	6.3%	7.6%	7.3%						
Local									
KDIA-AM									
KOFY-AM									
Combined	1.3%	1.1%	1.0%						
Susquehanna									
KNBR-AM									
KFOG-FM									
KFFG-FM									
Combined	6.5%	7.9%	15.6%						
Westinghouse/CBS									
KRQR-FM									
KCBS-AM									
KPIX-AM									
KPIX-FM									
Combined	7.4%	6.7%	14.4%						
	51.8%	53.8%	83.5%						

SAN FRANCISCO

RADIO STATIONS

KABL	960	5 KW (DA-1)	Standards	WESTWD	\$ 75.00	(Christal)	Chancellor
KCBS	740	50 KW (DA-2)	News	CBS	\$340.00	(CBS)	CBS/Westinghouse
KDIA	1310	5 KW (DA-1)	Black		\$ 80.00	(—)	KOFY owner (D)
KFAX	1100	50 KW (DA-1)	Religion	SRN	\$ 41.00	(Salem)	Salem
KFRC	610	5 KW	See KFRC-FM				
KGO	810	50 KW (DA-1)	Talk	ABC	\$440.00	(Banner)	CapCities/Disney
KNBR	680	50 KW	Talk/Full Service	ABC	\$325.00	(Eastman)	Susquehanna
KNEW	910	5 KW (DA-N)	Country		\$ 50.00	(Shamrock)	Chancellor
KOFY	1050	50 KW/10 KW (DA-2)	Hispanic		\$ 50.00	(Katz Hisp.)	
KSFO	560	5 KW (DA-N)	Talk	CNN, Westwd, Talknt	\$ 80.00	(Banner)	CapCities/Disney
KBGG-F	98.1	100 KW @ 960	Oldies-70's		\$ 100.00	(Shamrock)	Chancellor
KBLX-F	102.9	7 KW @ 1290	Jazz/Urban		\$175.00	(D & R)	Inner City
KDFC-F	102.1	33 KW @ 1047	Classical		\$105.00	(CBS)	Brown
KFOG-F	104.5	8 KW @ 1450	Prog. AOR	Source	\$190.00	(Eastman)	Susquehanna
KFRC-F	99.7	40 KW @ 1299	Oldies		\$215.00	(Group W)	Infinity
KIOI-F	101.3	125 KW @ 1162	AC/CHR		\$249.00	(Christal)	Evergreen
KITS-F	105.3	15 KW @ 1200	AOR - New Rock		\$185.00	(D & R)	Entercom
KKSF-F	103.7	8 KW @ 1470	Jazz		\$220.00	(CBS)	Brown
KMEL-F	106.1	69 KW @ 1290	CHR/Urban		\$238.00	(Christal)	Evergreen
KOIT-F	96.5	33 KW @ 1410	Soft AC		\$235.00	(Katz)	Bonneville
KPIX-F	95.7	7 KW @ 1290	Talk	CNN, Westwd, AP	\$ 90.00	(Group W)	CBS/Westinghouse
KRQR-F	97.3	82 KW @ 1014	AOR	CBS	\$ 140.00	(CBS)	CBS/Westinghouse
KSAN-F	94.9	30 KW @ 1210	Country		\$180.00	(Shamrock)	Chancellor
KSOL-F	98.9	8 KW @ 1355	AC/Urban		\$ 85.00	(MMR)	Crescent
KYCY-F	93.3	50 KW @ 492	Country	Westwd	\$ 92.00	(Group W)	Infinity
KYLD-F	107.7	9 KW @ 1161	Urban/CHR	AP	\$150.00	(Katz)	Crescent

Other Ranked Stations - See San Jose

NOTES: KYLD-F sold by Crescent to Evergreen for \$44,000,000 . . . KYLZ-F, KSOL-F sold by Crescent to Tichenor for \$40,000,000 (Star) . . .

SAN JOSE

Arbitron Rank: 30	Stations: 44 / 15	Last Year's Revenue: \$37,200,000
Pop (12+): 1,317,700	Diaries: 2820 / 467 :1/ 52.1 %	Household Income: \$66,118
MSA Rank: 31	Sample Target: 2,620	Retail Dollars: \$15.2 Bil
MSA Pop: 1,590,000 DMA # San Francisco DMA	% Below Line: NA	Pop per Station: 82,356
Average Person Ratings: 14.9	% Not Listed: NA	#1 Biller: KSJO-F Rev: \$7,000,000
Market TSL in Hours: 19.75		#1 Billing Portfolio:
		BayCom/Amer. Radio Sys. duop \$9,800,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KBAY -FM	SAC	106 / 5.4	4.6	5.2	5.2	4.9	5.1	1603 / 12.2	10.8	11.3	F KBAY -FM
2	KOME -FM	AOR-NR	101 / 5.1	4.7	4.9	5.2	5.0	5.0	2117 / 16.1	15.2	17.0	G KOME -FM
3	KEZR -FM	AC/CHR	100 / 5.1	3.8	3.1	3.3	2.5	3.8	1945 / 14.8	11.5	10.2	E KEZR -FM
4	KSJO -FM	AOR	92 / 4.7	4.2	4.7	4.8	4.9	4.6	1526 / 11.6	11.1	13.3	G KSJO -FM
5	KLOK -AM	SP	87 / 4.4	4.6	3.6	4.3	3.7	4.2	843 / 6.4	5.9	5.8	G KLOK -AM
6	KARA -FM	O	58 / 3.0	3.4	3.4	3.2	2.6	3.3	1058 / 8.0	8.5	7.7	D KARA -FM
7	KRTY -FM	C	56 / 2.9	3.5	4.0	4.3	3.3	3.7	1045 / 7.9	9.1	9.3	E KRTY -FM
8	KFOG -FF	AOR-P	54 / 2.7	2.2	4.8	5.9	5.9	3.9	1156 / 8.8	7.7	15.1	KFOG -FF
9	KKSJ -AM	ST	45 / 2.3	2.3	2.5	2.0	1.8	2.3	530 / 4.0	3.4	3.9	C KKSJ -AM
10	KUFX -FM	CL AOR	34 / 1.7	1.6	2.7	2.2	2.9	2.1	1158 / 8.8	7.7	9.6	D KUFX -FM
11	KNTA -AM	SP	28 / 1.4	0.7	0.4	0.7	0.6	0.8	300 / 2.3	2.0	1.4	A KNTA -AM
12	KSJX -AM	E	16 / 0.8	0.6	0.6	0.5	0.5	0.6	265 / 2.0	1.0	1.1	KSJX -AM
13	KAZA -AM	SP	11 / 0.6	1.1	0.5	0.3	0.4	0.6	154 / 1.2	1.4	1.2	A KAZA -AM
14	KLIV -AM	N	9 / 0.5	1.1	0.6	0.8	1.1	0.8	324 / 2.5	3.6	3.8	A KLIV -AM

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 KOME-FM >>	1 KOME-FM <	1 KEZR-FM <	1 KEZR-FM <	1 KEZR-FM <	1 KBAY-FM >	1 KOME-FM	1 KBAY-FM	1 KBAY-FM <	1 KOME-FM >	1 KEZR-FM
2 KEZR-FM <	2 KSJO-FM	2 KSJO-FM <	2 KSJO-FM	2 KBAY-FM <	2 KKSJ-AM <	2 KSJO-FM	2 KEZR-FM	2 KEZR-FM	2 KEZR-FM	2 KBAY-FM
3 KSJO-FM	3 KEZR-FM	3 KOME-FM	3 KBAY-FM <	3 KSJO-FM	3 KEZR-FM <	3 KBAY-FM <	3 KLOK-AM	3 KSJO-FM	3 KSJO-FM	KSJO-FM <
4 KLOK-AM >	4 KLOK-AM	4 KOME-FM	4 KOME-FM	4 KOME-FM <	4 KLOK-AM	4 KLOK-AM	KSJO-FM <	KOME-FM	4 KLOK-AM	4 KLOK-AM
	5 KBAY-FM	5 KFOG-FF	5 KFOG-FF	5 KLOK-AM <	5 KEZR-FM	5 KARA-FM	5 KLOK-AM <	5 KLOK-AM <	5 KLOK-AM	5 KBAY-FM
	6 KFOG-FF	KLOK-AM <	6 KFOG-FF	KARA-FM						
	7 KARA-FM		KARA-FM							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KEZR-FM	1 KEZR-FM >	1 KEZR-FM >	1 KEZR-FM	1 KBAY-FM <	1 KOME-FM	1 KOME-FM <	1 KSJO-FM	1 KSJO-FM <	1 KSJO-FM
2 KSJO-FM <	2 KOME-FM <	2 KRTY-FM <	2 KBAY-FM	2 KEZR-FM >	2 KLOK-AM	2 KSJO-FM >>	2 KOME-FM >	2 KOME-FM	2 KOME-FM
3 KOME-FM >>	3 KLOK-AM <	3 KBAY-FM	3 KARA-FM <	3 KARA-FM	3 KSJO-FM	3 KEZR-FM >>	3 KLOK-AM <	3 KLOK-AM	3 KFOG-FF
	4 KSJO-FM <	4 KARA-FM <	4 KRTY-FM	4 KRTY-FM	4 KEZR-FM >>		4 KEZR-FM >	4 KEZR-FM	4 KLOK-AM
	5 KRTY-FM <	5 KOME-FM	KLOK-AM <					5 KFOG-FF	5 KEZR-FM <
	6 KBAY-FM	6 KLOK-AM	6 KOME-FM						6 KBAY-FM
	7 KARA-FM								

SAN JOSE

Consolidation Report 12+ 25-54 Revenue

BayCom/Amer. Radio Sys.			
KSJO-FM			
KUFX-FM			
Combined	6.4%	7.8%	25.8%
Empire			
KLIV-AM			
KARA-FM			
KRTY-FM			
Combined	6.3%	7.7%	18.8%
	12.7%	15.5%	44.6%

Other Rated Stations

					Metro Share	Cume Rating
KOFY	-AM	SP	1050	San Mateo	0.5	/ 1.7
KABL	-AM	ST	960	Oakland	0.8	/ 1.6
KBGG	-FM	O-70s	98.1	San Francisco	1.0	/ 4.9
KBLX	-FM	J	102.9	Berkeley	1.4	/ 3.9
KBRG	-FM	SP	104.9	Fremont	1.5	/ 3.2
KCBS	-AM	N/T	740	San Francisco	3.8	/ 14.1
KDFC	-FM	CL	102.1	San Francisco	2.4	/ 6.4
KDON	-FM	CHR	102.5	Salinas	0.5	/ 2.4
KFAX	-AM	REL	1100	San Francisco	0.5	/ 1.8
KFRC	-AF	O	99.7	San Francisco	3.0	/ 9.0
KGO	-AM	T	810	San Francisco	6.7	/ 15.8
KIOI	-FM	AC	101.3	San Francisco	2.4	/ 8.8
KIQI	-AM	SP	1010	San Francisco	0.5	/ 0.8
KITS	-FM	OR-N	105.1	San Francisco	1.6	/ 6.5
KKSF	-FM	J	103.7	San Francisco	2.1	/ 5.6
KMEL	-FM	CHR/U	106.1	San Francisco	1.7	/ 8.3
KNBR	-AM	SPRTS	680	San Francisco	3.3	/ 8.6
KOIT	-AF	SAC	96.5	San Francisco	3.0	/ 11.7
KPIX	-AF	N	95.7	San Francisco	0.7	/ 2.4
KRQR	-FM	CL AOR	97.3	San Francisco	0.4	/ 3.1
KSAN	-FM	C	94.9	San Francisco	1.3	/ 4.6
KSFO	-AM	T	560	San Francisco	1.6	/ 3.4
KSOL	-FM	B/AC	98.9	San Francisco	0.7	/ 2.7
KYCY	-FM	C	93.3	San Francisco	1.6	/ 4.2
KYLD	-FF	B	107.7	San Mateo	5.8	/ 13.9

RADIO STATIONS

KAZA	1290	5 KW/88 W (DA-2)	Hispanic	\$ < 20.00	(Katz Hisp.)		(Gilroy)
KKSJ	1370	5 KW (DA-2)	Standards	UPI \$ 40.00	(MMR)		
KLIV	1590	5 KW (DA-N)	News	CNN \$ < 20.00	(MMR)	Empire	
KLOK	1170	50 KW/5 KW (DA-2)	Hispanic	CRC \$ 74.00	(Caballero)	EXCL	
KNTA	1430	1 KW (DA-1)	Hispanic	CBS \$ < 20.00	(Lotus)		
KARA-F	105.7	50 KW @ 500	Soft AC	\$ 78.00	(MMR)	Empire	(Santa Clara)
KBAY-F	100.3	15 KW @ 2580	Soft AC	UPI \$ 86.00	(MMR)		
KEZR-F	106.5	50 KW @ 430	AC/CHR	\$ 84.00	(Christal)		
KFFG-F	97.7	1.6 KW @ 449	Simulcasts KFOG-F San Francisco	NA	(Eastman)	Susquehanna	(Los Altos)
KOME-F	98.5	13 KW @ 880	AOR-NR	\$ 110.00	(Torbet)	Infinity	
KRTY-F	95.3	0.9 KW @ 860	Country	\$ 83.00	(MMR)	Empire	(Los Gatos)
KSJO-F	92.3	50 KW @ 466	AOR	\$ 130.00	(Mc-Guild)	Bay Com	
KUFX-F	94.5	1.2 KW @ 2536	Classic AOR	ABC \$ 63.00	(Mc-Guild)	Bay Com	(Gilroy)
KYLZ-F	99.1	1.1 KW @ 2612	See KYLD-F San Francisco			Crescent	(Santa Cruz)

NOTES: The following stations were sold by Baycom to Amer. Radio Systems: KUFX-F for \$15,000,000 and KSJO-F for \$38,000,000 (MVP). . .

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

• AC - Adult Contemporary	J - Jazz and New Adult Contemporary	•
• AOR - Album Oriented Rock, NR - New Rock, P - Progressive	MFS - Middle of Road, (MOR) Full Service	•
• B - Black (audience is 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	•

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

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

SEATTLE-TACOMA

Arbitron Rank: 13
Pop (12+): 2,698,900
MSA Rank: 22 - Seattle 80 - Tacoma
MSA Pop: 3,310,000 DMA # 12
Average Person Ratings: 15.3
Market TSL in Hours: 20.25

Stations: 29 / 28
Diaries: 3905 / 691 :1/ 58.5 %
Sample Target: 3,690
% Below Line: 0.3
% Not Listed: 11.7

Last Year's Revenue: \$123,000,000
Household Income: \$51,539
Retail Dollars: \$32.2 Bil
Pop per Station: 96,389
#1 Biller: KIRO AF Rev: \$18,000,000

#1 Billing Portfolio:
 EZ duop+ \$23,600,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1	KUBE -FM	CHR	270 / 6.6	6.1	6.0	5.9	6.1	4519 / 16.7	15.7	15.8	G KUBE -FM
2	KBSG -AF	O	243 / 5.9	5.4	5.5	5.6	5.0	4603 / 17.1	15.2	16.0	I KBSG -AF
3	KIXI -AM	ST	234 / 5.7	4.3	4.5	4.8	4.6	2632 / 9.8	8.1	8.6	D KIXI -AM
4	KIRO -AM	N/T	229 / 5.6	8.8	6.3	5.9	4.9	4747 / 17.6	26.9	16.4	I KIRO -AM
5	KNDD -FM	AOR-NR	208 / 5.1	4.5	4.6	5.1	6.1	3461 / 12.8	13.4	16.6	G KNDD -FM
6	KVI -AM	T	205 / 5.0	5.3	4.9	6.2	5.4	2406 / 8.9	9.1	10.5	G KVI -AM
7	KJR -FM	O-70s	193 / 4.7	4.1	3.8	3.6	3.7	3463 / 12.8	12.7	10.7	G KJR -FM
8	KMPS -AF	C	188 / 4.6	4.3	4.7	5.6	5.6	3318 / 12.3	10.9	13.7	I KMPS -AF
9	KZOK -FM	CL AOR	180 / 4.4	4.2	5.4	4.2	3.4	3095 / 11.5	10.6	11.2	H KZOK -FM
10	KOMO -AM	FS	178 / 4.3	3.7	2.6	3.3	3.5	3556 / 13.2	15.2	10.6	F KOMO -AM
11	KPLZ -FM	CHR/AC	165 / 4.0	4.0	4.0	3.2	3.6	3481 / 12.9	11.8	12.2	G KPLZ -FM
12	KING -FM	CL	164 / 4.0	4.3	3.7	4.1	5.5	2568 / 9.5	10.2	10.5	E KING -FM
13	KISW -FM	AOR	142 / 3.4	3.6	4.0	3.5	4.6	2160 / 8.0	8.8	9.5	G KISW -FM
14	KLSY -FM	AC	140 / 3.4	3.7	4.2	3.7	4.5	2778 / 10.3	9.8	11.3	G KLSY -FM
	KYCW -FM	C	140 / 3.4	3.0	3.2	3.1	2.8	1865 / 6.9	6.7	7.0	F KYCW -FM
16	KMTT -FM	AOR-P	136 / 3.3	3.0	3.5	2.7	3.0	2312 / 8.6	7.5	7.8	G KMTT -FM
17	KWJZ -FM	J	103 / 2.5	2.2	2.7	2.3	2.3	1655 / 6.1	5.6	5.1	D KWJZ -FM
18	KJR -AM	SPRTS	99 / 2.4	1.8	1.5	2.3	1.9	2204 / 8.2	6.9	7.5	D KJR -AM
19	KRWM -FM	SAC	90 / 2.2	2.9	3.1	2.8	2.3	1734 / 6.4	7.0	6.3	E KRWM -FM
20	KCIN -FM	C/AC	88 / 2.1	3.6	3.0	3.4	3.7	1767 / 6.5	8.6	8.9	F KCIN -FM
21	KIRO -FM	T	85 / 2.1	1.5	2.3	1.5	1.3	1677 / 6.2	4.8	5.1	KIRO -FM
22	KCMS -FM	REL	77 / 1.9	1.6	1.6	1.9	1.4	1438 / 5.3	4.3	4.5	KCMS -FM

12+ FM Share (Metro): 72.17 % (2625 of 3637) (Winter 95: 74.06 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KUBE-FM >	1 KUBE-FM <	1 KJR-FM <	1 KJR-FM	1 KBSG-AF	1 KIXI-AM	1 KIRO-AM	1 KIXI-AM <	1 KUBE-FM	1 KUBE-FM	1 KOMO-AM <
2 KNDD-FM >>	2 KNDD-FM <	2 KZOK-FM <	KBSG-AF <	2 KJR-FM <	2 KIRO-AM <	2 KUBE-FM	2 KVI-AM <	2 KBSG-AF <	2 KNDD-FM >	2 KIRO-AM >>
3 KISW-FM	3 KUBE-FM <	3 KZOK-FM	3 KZOK-FM	3 KZOK-FM	3 KBSG-AF <	KOMO-AM	3 KBSG-AF	3 KNDD-FM	3 KBSG-AF	
4 KJR-FM	4 KBSG-AF	4 KMTT-FM	4 KMTT-FM <	4 KVI-AM	4 KVI-AM <	4 KJR-FM <	4 KIXI-AM		KOMO-AM	
5 KPLZ-FM <	5 KNDD-FM <	5 KPLZ-FM	5 KIRO-AM	5 KOMO-AM	5 KBSG-AF <	5 KIRO-AM <	KZOK-FM <	5 KIRO-AM <		
6 KZOK-FM	6 KPLZ-FM <	KUBE-FM <	KMPS-AF <	6 KING-FM <	6 KJR-FM <	6 KMPS-AF <	6 KVI-AM	6 KVI-AM <		
7 KYCW-FM	7 KISW-FM <	7 KIRO-AM <	7 KPLZ-FM <	7 KMPS-AF	7 KMPS-AF <	7 KING-FM	7 KIRO-AM	7 KZOK-FM		
		8 KMPS-AF <	8 KUBE-FM <		8 KIXI-AM	KZOK-FM <	8 KPLZ-FM	KLSY-FM		

Wom 18-24	Wom 18-34	Wom 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-FM <	1 KUBE-FM	1 KUBE-FM	1 KUBE-FM <	1 KBSG-AF	1 KISW-FM	1 KISW-FM	1 KISW-FM	1 KZOK-FM	1 KZOK-FM <
2 KPLZ-FM	2 KPLZ-FM	2 KLSY-FM	2 KPLZ-FM	2 KLSY-FM	2 KNDD-FM <	2 KNDD-FM	2 KJR-FM	2 KISW-FM <	2 KBSG-AF <
3 KNDD-FM >	3 KNDD-FM <	3 KPLZ-FM <	3 KLSY-FM <	3 KUBE-FM <	3 KUBE-FM >	3 KZOK-FM <	3 KZOK-FM	3 KJR-FM	3 KJR-FM
4 KYCW-FM <	4 KLSY-FM	4 KJR-FM <	4 KBSG-AF <	4 KPLZ-FM <	4 KZOK-FM >>	4 KUBE-FM	4 KNDD-FM	4 KNDD-FM <	4 KIRO-AM <
5 KJR-FM <	5 KJR-FM <	5 KNDD-FM <	5 KJR-FM	5 KJR-FM <		5 KJR-FM >	5 KMTT-FM	5 KBSG-AF <	5 KMTT-FM
6 KMPS-AF <	6 KYCW-FM	6 KYCW-FM	6 KMPS-AF <	6 KMPS-AF <		6 KMTT-FM	6 KUBE-FM <	6 KMTT-FM <	6 KISW-FM <
7 KMPS-FM <	7 KMPS-AF	7 KCMS-FM <	7 KYCW-FM <	7 KYCW-FM		7 KPLZ-FM <	7 KUBE-FM <	7 KUBE-FM <	7 KVI-AM <
8 KLSY-FM >	8 KZOK-FM <	8 KZOK-FM		8 KRWM-FM <		8 KJR-AM <	8 KIRO-AM	8 KIRO-AM	8 KJR-AM <
	9 KCMS-FM			9 KMTT-FM			9 KYCW-FM		

SEATTLE-TACOMA

Consolidation Report	12+	25-54	Revenue
Bonneville			
KIRO-FM			
KNWX-AM			
KIRO-AM			
Combined	8.4%	7.7%	15.2%
Entercom			
KBSG-FM			
KBSG-AM			
KMTT-FM			
KNDD-FM			
Combined	14.3%	16.0%	18.2%
EZ			
KMPS-FM			
KCIN-FM			
KRPM-AM			
KMPS-AM			
KZOK-FM			
Combined	11.2%	13.2%	19.2%
Fisher			
KOMO-AM			
KVI-AM			
KPLZ-FM			
Combined	13.3%	11.8%	13.7%
Local			
KUBE-FM			
KJR-AM			
KJR-FM			
Combined	13.6%	13.5%	11.9%
	60.7%	62.0%	78.2%

Other Rated Stations					Metro Share	Cume Rating
KCIS	-AM	REL	630	Edmonds	0.4	1.7
KXXO	-FM	AC	96.1	Olympia	0.4	1.4
KMNT	-FM	C	102.9	Centralia-Chehalis	0.3	0.8

RADIO STATIONS

AM STATIONS

Station	Power	Frequency	Format	Advertiser	Agency	Comments
KBLE	1050	5 KW/454 W	Religion			(--)
KCIS	630	5 KW/2.5 KW (DA-N)	Religion	USA, AP		(--)
KIRO	710	50 KW (DA-N)	News/Talk	AP, CBS		(Sentry) Bonneville
KIXI	880	50 KW/10 KW (DA-2)	Standards	Westwd		(Christal) Sandusky
KJR	950	5 KW (DA-N)	Sports	Westwd, ABC, SBUSA		(--)
KNWX	770	50 KW/5 KW (DA-2)	Talk/News	AP		(Sentry) Bonneville
KOMO	1000	50 KW (DA-N)	Full Service	ABC		(Banner) Fisher
KVI	570	5 KW	Talk	ABC		(Banner) Fisher

FM STATIONS

Station	Power	Frequency	Format	Advertiser	Agency	Comments
KBSG-F	97.3	55 KW @ 2393	Oldies			(Torbet) Viacom
KCIN-F	106.1	58 KW @ 2343	AC/Urban	Westwd		(Christal) Heritage
KCMS-F	105.3	115 KW @ 722	Religion	UPI		(Radio Spot)
KING-F	98.1	58 KW @ 2343	Classical			(Sentry)
KIRO-F	100.7	100 KW @ 738	Talk	CBS		(Sentry) Bonneville
KISW-F	99.9	100 KW @ 1148	AOR			(Mc-Guild) Nationwide
KLSY-F	92.5	58 KW @ 2343	AC	AP, ABC		(Christal) Sandusky
KJR-F	95.7	100 KW @ 1180	Oldies - 70's			(MMR) KUBE owner (D)
KMPS-F	94.1	58 KW @ 2343	Country	AP		(Eastman) EZ
KMTT-F	103.7	58 KW @ 2343	Prog. AOR			(D & R) Entercom
KNDD-F	107.7	100 KW @ 1194	AOR - New Rock			(Torbet) Viacom
KPLZ-F	101.5	100 KW @ 1200	CHR/AC			(Banner) Fisher
KRWM-F	108.9	100 KW @ 819	Soft AC			(CBS) Brown
KUBE-F	93.3	100 KW @ 1290	CHR			(MMR)
KWJZ-F	98.9	100 KW @ 1110	Soft Jazz	ABC		(D & R) Park
KYCW-F	96.5	100 KW @ 1223	Country			(Group W) Infinity
KZOK-F	102.5	100 KW @ 1194	Classic AOR			(Eastman) EZ

NOTES: KYCW-F sold by Infinity to EZ for \$26,000,000 . . . KBSG A/F, KNDD-F sold by Viacom to Evergreen for about \$85,000,000 . . . Heritage traded KRPM, KCIN-F to EZ for WBYU, WEZB-F and WRNO-F in New Orleans . . . KCIN-F changes from Country to AC/Urban. . .

SHREVEPORT

Arbitron Rank:	126	Stations:	14 / 14	Last Year's Revenue:	\$11,400,000
Pop (12+):	306,300	Diaries:	921 / 333 :1/ 47.5 %	Household Income:	\$37,316
MSA Rank:	126	Sample Target:	935	Retail Dollars:	\$3.6 Bil
MSA Pop:	381,000 DMA # 76	% Below Line:	0	Pop per Station:	21,879
Average Person Ratings:	16.4	% Not Listed:	7.6	#1 Biller: KRMD-AF	Rev: \$3,500,000
Market TSL In Hours:	22.25			#1 Billing Portfolio:	
					Benchmark combo \$3,500,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KMJJ -FM	B	91 / 18.2	19.0	15.6	16.9	13.7	17.4	827 / 27.0	26.4	29.6	C KMJJ -FM
2	KRMD -FM	C	71 / 14.2	10.3	14.8	15.6	15.7	13.7	809 / 26.4	23.3	29.6	E KRMD -FM
3	KVKI -FM	AC	52 / 10.4	11.4	9.0	12.2	11.7	10.8	684 / 22.3	24.0	23.5	C KVKI -FM
4	KOKA -AM	G/B	37 / 7.4	7.8	7.4	5.7	7.2	7.0	370 / 12.1	11.6	11.0	A KOKA -AM
	KITT -FM	C	37 / 7.4	5.8	5.6	4.0	4.9	5.7	452 / 14.8	13.4	15.3	B KITT -FM
6	KDKS -FM	B	32 / 6.4	9.9	7.1	8.0	10.4	7.9	508 / 16.6	18.8	19.5	B KDKS -FM
7	KEEL -AM	T	31 / 6.2	6.5	4.3	6.8	6.3	6.0	354 / 11.6	12.6	12.1	B KEEL -AM
8	KTUX -FM	AOR-NR	26 / 5.2	3.7	4.5	4.6	3.5	4.5	390 / 12.7	8.7	9.6	B KTUX -FM
9	KTAL -FM	AOR	24 / 4.8	4.5	5.6	3.4	4.1	4.6	394 / 12.8	11.3	10.9	B KTAL -FM
10	KWKH -FM	C	21 / 4.2	3.7	5.8	4.9	5.1	4.7	379 / 12.4	13.0	13.2	C KWKH -FM
11	KWKH -AM	C	18 / 3.6	3.2	4.9	3.0	1.6	3.7	223 / 7.3	7.2	5.9	B KWKH -AM
12	KLKL -FM	O	15 / 3.0	4.5	3.4	3.8	3.9	3.7	252 / 8.2	9.0	11.1	A KLKL -FM

12+ FM Share (Metro): 79.7 % (369 of 463) (Winter 95: 82.26 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KMJJ-FM >>	1 KMJJ-FM >	1 KMJJ-FM >	1 KMJJ-FM	1 KMJJ-FM	1 KRMD-FM	1 KRMD-FM	1 KRMD-FM <	1 KMJJ-FM >	1 KMJJ-FM >>	1 KWKH-AM <
2 KDKS-FM <	2 KRMD-FM	2 KRMD-FM <	2 KVKI-FM	2 KVKI-FM <	2 KOKA-AM	2 KMJJ-FM	2 KMJJ-FM	2 KRMD-FM	2 KRMD-FM	2 KMJJ-FM
3 KTUX-FM <	KVKI-FM >	3 KVKI-FM >	3 KRMD-FM >	3 KRMD-FM >	3 KEEL-AM	3 KVKI-FM >	3 KVKI-FM	3 KVKI-FM	3 KDKS-FM	3 KRMD-FM
4 KRMD-FM	4 KITT-FM <	4 KITT-FM <	4 KDKS-FM <	4 KITT-FM	4 KMJJ-FM	4 KEEL-AM	4 KITT-FM	4 KITT-FM		4 KOKA-AM >
	5 KTUX-FM >	5 KDKS-FM	5 KITT-FM <	5 KDKS-FM <	5 KVKI-FM	5 KITT-FM >				
			6 KTAL-FM >	6 KTAL-FM <	6 KITT-FM					
				7 KOKA-AM						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KMJJ-FM	1 KMJJ-FM <	1 KMJJ-FM <	1 KMJJ-FM	1 KRMD-FM <	1 KMJJ-FM >>	1 KMJJ-FM >>	1 KMJJ-FM	1 KMJJ-FM >	1 KMJJ-FM
2 KRMD-FM >	2 KRMD-FM >	2 KRMD-FM	2 KRMD-FM	2 KMJJ-FM	2 KRMD-FM	2 KVKI-FM	2 KVKI-FM >	2 KVKI-FM	2 KVKI-FM
3 KITT-FM <	3 KVKI-FM >	3 KVKI-FM >>	3 KVKI-FM >	3 KVKI-FM >	3 KTUX-FM	3 KTUX-FM	3 KTUX-FM >	3 KRMD-FM	3 KRMD-FM
4 KTUX-FM >	4 KITT-FM		4 KITT-FM	4 KITT-FM				4 KTUX-FM	
	5 KDKS-FM								

Consolidation Report	12+	25-54	Revenue
Local - 1			
KVKI-FM			
KITT-FM			
KEEL-AM			
Combined	23.9%	27.7%	20.7%
Local - 2			
KLKL-FM			
KDKS-FM			
KFLO-AM			
KOKA-AM			
Combined	17.4%	18.6%	10.3%
Total	41.3%	46.3%	31.0%

Other Rated Stations				Metro Share	Cume Rating
KFLO -AM	REL	1300	Shreveport	0.6 /	1.8
KRMD -AM	C	1340	Shreveport	1.0 /	1.6

SHREVEPORT

RADIO STATIONS

KEEL	710	50 KW/5 KW (DA-2)	Talk/FS	Westwd, ABC, CNN	\$ 24.00	(Katz)	KVKI owner	
KOKA	980	5 KW/80 W	Gospel	Westwd, AURN	\$ 20.00	(K & P)	KDKS owner	
KWKH	1130	50 KW (DA-N)	See KWKH-FM					
KDKS-F	103.7	6 KW @ 328	Black	SMN	\$ 22.00	(K & P)	KVKI owner	(Haughton)
KITT-F	93.7	100 KW @ 1010	Country	CNN, ABC, Westwd	\$ 30.00	(Katz)	KDKS owner	(Denton)
KLKL-F	92.1	3.3 KW @ 298	Oldies	ABC	\$ <20.00	(K & P)	SunGroup	
KMJJ-F	99.7	50 KW @ 462	Black	Westwd	\$ 34.00	(Mc-Guild)	Benchmark	
KRMD-F	101.1	100 KW @ 1118	Country		\$ 70.00	(Eastman)		
KTAL-F	98.1	100 KW @ 1361	AOR		\$ 25.00	(Banner)		(Texarkana)
KTUX-F	98.9	100 KW @ 718	AOR-NR		\$ <20.00	(Banner)		(Carthage, TX)
KVKI-F	96.5	100 KW @ 797	AC		\$ 36.00	(K & P)		
KWKH-F	94.5	100 KW @ 321	Country	Westwd	\$ 44.00	(Christal)	Great Empire	

NOTES: KWKH A/F sold by Great Empire to KEEL, KITT-F, KVKI-F owner for \$4,050,000 . . .

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

• 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 is 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

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

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

SPOKANE

Arbitron Rank: 92	Stations: 21 / 21	Last Year's Revenue: \$13,700,000
Pop (12+): 407,300	Diaries: 975 / 418 :1/ 57.8 %	Household Income: \$38,703
MSA Rank: 123	Sample Target: 955	Retail Dollars: \$4.1 Bil
MSA Pop: 404,000 DMA # 74	% Below Line: 0	Pop per Station: 19,395
Average Person Ratings: 15.9	% Not Listed: 11.9	#1 Biller: KDRK-F Rev: \$2,500,000
Market TSL in Hours: 21.50		#1 Billing Portfolio:
		Triathlon duop+ \$6,000,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level		
1	KKZX -FM	AOR/CL	71 / 11.0	7.4	7.9	9.3	7.4	8.9	787 / 19.3	18.0	16.6	C	KKZX -FM
2	KDRK -FM	C	55 / 8.5	11.2	9.0	10.5	8.4	9.8	774 / 19.0	20.5	18.8	C	KDRK -FM
3	KISC -FM	AC	47 / 7.3	6.9	5.7	6.7	6.8	6.7	545 / 13.4	15.0	15.9	C	KISC -FM
4	KZZU -FM	CHR	46 / 7.1	8.3	8.4	9.9	9.6	8.4	847 / 20.8	19.3	24.5	C	KZZU -FM
	KXLY -FM	SAC	46 / 7.1	5.9	6.2	6.4	6.1	6.4	689 / 16.9	15.7	13.2	B	KXLY -FM
	KNFR -FM	C	46 / 7.1	4.5	6.6	4.3	7.7	5.6	564 / 13.8	12.2	15.6	B	KNFR -FM
7	KEYF -AF	O	42 / 6.5	6.4	9.7	7.4	5.1	7.6	689 / 16.9	17.1	15.1	C	KEYF -AF
8	KAQQ -AM	ST	37 / 5.7	3.8	6.4	6.1	6.5	5.5	372 / 9.1	8.3	8.1	A	KAQQ -AM
9	KGA -AM	N/T	32 / 4.9	4.8	5.1	4.3	6.5	4.8	374 / 9.2	11.0	10.8	B	KGA -AM
10	KXLY -AM	N/T	31 / 4.8	6.6	5.1	4.1	4.6	5.2	584 / 14.3	18.3	11.4	B	KXLY -AM
11	KNJY -FM	AOR	29 / 4.5	3.4	3.9	3.0	3.3	3.7	436 / 10.7	8.1	7.7	A	KNJY -FM
12	KAEP -FM	AOR-NR	24 / 3.7	3.8	4.4	4.7	6.3	4.2	419 / 10.3	10.2	12.8	C	KAEP -FM
13	KCDA -FM	C	22 / 3.4	4.3	4.8	4.4	3.5	4.2	290 / 7.1	6.4	7.6	A	KCDA -FM
14	KHTQ -FM	CHR	12 / 1.9	3.8	1.6	2.1	1.8	2.4	335 / 8.2	8.5	7.4	A	KHTQ -FM
15	KTSL -FM	REL	8 / 1.2	1.4	1.8	2.7	0.0	0.0	153 / 3.8	4.6	0.0	A	KTSL -FM

12+ FM Share (Metro): 78.81 % (450 of 571) (Winter 95: 76.8 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KZZU-FM >>	1 KKZX-FM	1 KKZX-FM >	1 KKZX-FM >	1 KKZX-FM >	1 KXLY-FM <	1 KKZX-FM >	1 KKZX-FM	1 KKZX-FM	1 KISC-FM	1 KGA-AM >
2 KNJY-FM >	2 KNFR-FM	2 KNFR-FM	2 KNFR-FM	2 KISC-FM <	2 KAQQ-AM	2 KDRK-FM <	2 KDRK-FM	2 KDRK-FM <	2 KZZU-FM	2 KXLY-FM >
3 KORK-FM	3 KDRK-FM	3 KORK-FM <	3 KISC-FM	3 KNFR-FM <	3 KKZX-FM	3 KZZU-FM <	3 KXLY-FM <	3 KXLY-FM	3 KGA-AM <	
	4 KZZU-FM	4 KISC-FM	4 KEYF-AF <	4 KEYF-AF <	KISC-FM <	4 KNFR-FM	4 KISC-FM <	4 KNFR-FM <	4 KORK-FM <	
	5 KNJY-FM <	5 KZZU-FM <	5 KORK-FM	5 KXLY-FM <	5 KEYF-AF	5 KAQQ-AM <	5 KNFR-FM	5 KZZU-FM <	5 KNJY-FM	
	6 KAEP-FM	6 KEYF-AF <	KXLY-FM	6 KORK-FM	6 KXLY-AM	6 KISC-FM	6 KEYF-AF <	6 KEYF-AF <	6 KKZX-FM <	
	7 KISC-FM >	7 KXLY-FM	7 KZZU-FM	7 KZZU-FM	KGA-AM <	7 KEYF-AF <	7 KGA-AM	7 KISC-FM	7 KNFR-FM	
		8 KNJY-FM <			8 KDRK-FM >	8 KXLY-AM <	8 KZZU-FM <	8 KXLY-AM	8 KEYF-AF <	
		9 KAEP-FM >			9 KCDA-FM	9 KXLY-FM	9 KAQQ-AM <	9 KAEP-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KNFR-FM	1 KNFR-FM	1 KNFR-FM	1 KNFR-FM <	1 KISC-FM	1 KKZX-FM	1 KKZX-FM >>	1 KKZX-FM >>	1 KKZX-FM >>	1 KKZX-FM >>
2 KORK-FM	2 KDRK-FM	2 KDRK-FM	2 KISC-FM <	2 KXLY-FM <	2 KZZU-FM	2 KNJY-FM >	2 KNJY-FM	2 KNJY-FM <	2 KEYF-AF
3 KZZU-FM	3 KZZU-FM <	3 KISC-FM	3 KDRK-FM	3 KNFR-FM <	3 KNJY-FM	3 KZZU-FM <	3 KAEP-FM <	3 KEYF-AF <	3 KNFR-FM
4 KAEP-FM	4 KISC-FM	4 KZZU-FM <	4 KZZU-FM <	4 KDRK-FM	4 KDRK-FM >>	4 KDRK-FM <	4 KNFR-FM	4 KNFR-FM <	4 KNJY-FM <
5 KISC-FM	5 KAEP-FM <	5 KXLY-FM <	5 KXLY-FM	5 KEYF-AF	5 KAEP-FM	5 KAEP-FM <	5 KDRK-FM	5 KZZU-FM <	5 KXLY-FM
6 KHTQ-FM <	6 KKZX-FM	6 KKZX-FM >	6 KKZX-FM <	6 KZZU-FM <	KNFR-FM <	6 KNFR-FM >	6 KZZU-FM <	6 KDRK-FM <	KORK-FM <
7 KNJY-FM <	7 KXLY-FM	7 KAEP-FM >	7 KEYF-AF >	7 KKZX-FM >	7 KISC-FM			7 KAEP-FM <	7 KXLY-AM
8 KKZX-FM >	8 KHTQ-FM							8 KXLY-FM	8 KAEP-FM

SPOKANE

Consolidation Report 12+ 25-54 Revenue

Citadel			
KGA-AM			
KJRB-AM			
KAEP-FM			
KDRK-FM			
Combined	18.1 %	15.8 %	32.1 %
Morgan Murphy			
KTRW-AM			
KXLY-AM			
KXLY-FM			
KZZU-FM			
Combined	19.9 %	18.8 %	15.3 %
Triathlon			
KAQQ-AM			
KEYF-AM			
KEYF-FM			
KISC-FM			
KKZX-FM			
KNFR-FM			
Combined	37.5 %	41.5 %	43.8 %
	75.5 %	76.1 %	91.2 %

Other Rated Stations

					Metro Share	Cume Rating
KEZE	-FM	AOR	96.9	Spokane	0.6	/ 1.9
KJRB	-AM	T	790	Spokane	0.9	/ 5.0
KSVY	-AM	CL	1550	Opportunity	0.5	/ 1.3
KTRW	-AM	SPRTS	970	Spokane	0.9	/ 2.5
KVNI	-AM	SAC	1080	Coeur d'Alene, ID	0.6	/ 1.5

RADIO STATIONS

KAQQ	590	5 KW	Standards	Westwd, CNN	\$ <20.00	(MMR)	Silverado	
KGA	1510	50 KW (DA-N)	Talk	ABC	\$ 20.00	(Mc-Guild)	Citadel	
KJRB	790	5 KW (DA-N)	Talk	Westwd, Talknt	\$ <20.00	(Katz)	Citadel	
KXLY	920	5 KW	News/Talk	CBS, ABC	\$ 22.00	(Torbet)	Morgan Murphy	
KAEP-F	105.7	100 KW @ 1910	AOR - NR		\$ 28.00	(Mc-Guild)	Citadel	
KCDA-F	103.1	2.4 KW @ 1888	Country	ABC	\$ <20.00	(MMR)		(Coeur d'Alene, ID)
KDRK-F	93.7	56 KW @ 2380	Country		\$ 55.00	(Mc-Guild)	Citadel	
KEYF-F	101.1	100 KW @ 1965	Oldies		\$ 38.00	(MMR)	Triathlon	(Cheney)
KISC-F	98.1	94 KW @ 2031	AC		\$ 44.00	(MMR)	Silverado	
KHTQ-F	94.5	100 KW @ 1883	CHR	ABC	\$ <20.00	(Moore)		(Hayden, ID)
KKZX-F	98.9	100 KW @ 1814	Classic AOR		\$ 41.00	(MMR)	Triathlon	
KNFR-F	96.1	56 KW @ 2380	Country	Westwd	\$ 22.00	(MMR)	Silverado	(Opportunity)
KNJY-F	103.9	5.5 KW @ 303	AOR-NR	ABC	\$ <20.00	(MMR)		
KTSL-F	101.9	12 KW @ 476	Religion	AP	\$ <20.00	(---)		(Medical Lake)
KXLY-F	99.9	37 KW @ 3000	Soft AC/EZ		\$ 23.00	(Torbet)	Morgan Murphy	
KZZU-F	92.9	85 KW @ 2080	CHR		\$ 32.00	(Christal)	Morgan Murphy	

NOTES: KAQQ, KISC-F and KNFR-F sold by Silverado to Triathlon for \$8,750,000. . .

SPRINGFIELD, MA

Arbitron Rank:	78	Stations:	28 / 13	Last Year's Revenue:	\$15,800,000
Pop (12+):	495,600	Diaries: 1718 / 288 :	1/ 58.7 %	Household Income:	\$45,499
MSA Rank:	89	Sample Target:	1,670	Retail Dollars:	\$4.6 Bil
MSA Pop: 598,000 DMA # 102		% Below Line:	26.6	Pop per Station:	38,123
Average Person Ratings:	15.3	% Not Listed:	18.4	#1 Biller: WAQY-F	Rev: \$3,400,000
Market TSL in Hours:	20.75			#1 Billing Portfolio:	
				REP/Clear Channel combo	\$4,100,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WPKX -FM	C	73 / 9.6	10.1	9.3	8.8	10.5	9.8	812 / 16.4	17.9	16.4	D WPKX -FM
2	WMAS -FM	AC	72 / 9.5	7.2	7.6	7.6	7.1	8.0	1014 / 20.5	18.7	19.3	D WMAS -FM
3	WAQY -FM	CL AOR	60 / 7.9	8.1	10.4	7.8	6.3	8.6	1045 / 21.1	21.1	20.7	E WAQY -FM
4	WHYN -AM	FS	52 / 6.9	7.4	5.9	6.1	7.3	6.6	749 / 15.1	18.1	17.2	C WHYN -AM
5	WHYN -FM	AC	51 / 6.7	8.4	7.4	8.1	9.7	7.7	955 / 19.3	19.7	20.9	D WHYN -FM
6	WTIC -FM	CHR	36 / 4.8	4.5	4.5	4.8	4.7	4.7	996 / 20.1	18.0	17.8	WTIC -FM
	WMAS -AM	ST	36 / 4.8	4.2	5.7	5.3	5.5	5.0	373 / 7.5	8.9	8.5	B WMAS -AM
8	WAAF -FM	AOR-NR	33 / 4.4	3.8	3.9	4.4	3.9	4.1	571 / 11.5	10.9	12.2	WAAF -FM
9	WDRC -FM	O	21 / 2.8	2.8	2.2	2.3	2.6	2.6	417 / 8.4	8.5	8.5	WDRC -FM
10	WKSS -FM	CHR	20 / 2.6	3.0	2.3	1.7	1.7	2.4	620 / 12.5	10.7	8.3	WKSS -FM
11	WRNX -FM	AOR	18 / 2.4	1.4	1.9	1.4	1.7	1.8	345 / 7.0	5.8	5.0	WRNX -FM
	WRCH -FM	SAC	18 / 2.4	2.8	2.3	3.6	2.2	2.8	415 / 8.4	7.4	7.5	WRCH -FM
13	WNNZ -AM	T	17 / 2.2	3.5	1.9	3.0	4.1	2.7	281 / 5.7	8.7	10.5	B WNNZ -AM
14	WMRQ -FM	AOR-NR	16 / 2.1	1.6	2.2	2.7	3.1	2.2	427 / 8.6	8.2	8.7	WMRQ -FM

12+ FM Share (Metro): 75.89 % (469 of 618) (Winter 95: 71.43 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WAAF-FM <	1 WMAS-FM	1 WAQY-FM <	1 WAQY-FM <	1 WPKX-FM <	1 WPKX-FM <	1 WHYN-AM <	1 WPKX-FM <	1 WPKX-FM <	1 WMAS-FM	1 WMAS-FM <
2 WKSS-FM	2 WAQY-FM	2 WMAS-FM <	2 WMAS-FM <	2 WMAS-FM	2 WHYN-AM	2 WMAS-FM <	2 WMAS-FM	2 WMAS-FM <	2 WPKX-FM	2 WHYN-AM <
3 WTIC-FM >	3 WAAF-FM	3 WPKX-FM	3 WPKX-FM	WAQY-FM	3 WHYN-FM <	3 WPKX-FM <	3 WAQY-FM	3 WAQY-FM <	3 WAAF-FM	3 WPKX-FM >
	WTIC-FM <	4 WHYN-FM	4 WHYN-FM >	4 WHYN-FM >	4 WMAS-AM <	4 WAQY-FM <	4 WHYN-FM <	4 WHYN-AM	4 WAQY-FM	4 WAQY-FM
	5 WPKX-FM >	5 WTIC-FM	5 WTIC-FM	5 WMAS-FM	5 WHYN-FM >	5 WHYN-FM >	5 WHYN-AM <	5 WHYN-FM	5 WTIC-FM	5 WTIC-FM
		6 WAAF-FM		6 WAQY-FM >		6 WMAS-AM >	7 WAAF-FM >			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WMAS-FM	1 WMAS-FM >	1 WMAS-FM >	1 WMAS-FM	1 WMAS-FM	1 WAAF-FM >>	1 WAQY-FM <	1 WAQY-FM <	1 WAQY-FM >	1 WAQY-FM
2 WTIC-FM	2 WPKX-FM	2 WPKX-FM >	2 WPKX-FM	2 WPKX-FM <	2 WAQY-FM >	2 WAAF-FM >	2 WMAS-FM >	2 WAAF-FM <	2 WPKX-FM >
3 WPKX-FM >>	3 WTIC-FM >	3 WTIC-FM <	3 WHYN-FM >	3 WHYN-FM >	3 WTIC-FM <	3 WMAS-FM	3 WTIC-FM <	3 WPKX-FM	3 WMAS-FM
	4 WHYN-FM <	4 WHYN-FM <	4 WTIC-FM	4 WAQY-FM	4 WMRQ-FM	4 WTIC-FM >	4 WAAF-FM	4 WMAS-FM	4 WHYN-FM
	5 WAQY-FM >	5 WAQY-FM >>	WAQY-FM >	5 WTIC-FM		5 WMRQ-FM	5 WPKX-FM	5 WHYN-FM	5 WHYN-AM <
							6 WRNX-FM	6 WTIC-FM <	6 WRNX-FM <
								7 WRNX-FM <	7 WDRC-FM

Consolidation Report	12+	25-54	Revenue
Multimarket			
WHMP-FM			
WHMP-AM			
WPKX-FM			
Combined	12.9%	13.9%	19.0%
	12.9%	13.9%	19.0%

Other Rated Stations				Metro Share	Cume Rating
WACE -AM	REL	730	Chicopee	0.4 / 2.5	
WACM -AM	SP	1490	Springfield	0.4 / 0.8	
WHMP -FM	CHR	99.3	Northampton	1.6 / 10.1	
WHMP -AM	T	1400	Northampton	1.7 / 4.2	
WSPR -AM	SP	1270	Springfield	0.9 / 2.2	
WBZ -AM	T	1030	Boston	0.4 / 1.6	
WCCC -FM	AOR	106.9	Hartford	0.9 / 6.5	
WFAN -AM	SPRTS	660	New York	0.7 / 2.0	
WHCN -FM	AOR	105.9	Hartford	0.5 / 4.9	
WPVQ -FM	C	93.9	Turners Falls, MA	0.9 / 1.3	
WSRS -FM	SAC	96.1	Worcester	0.9 / 2.7	
WTIC -AM	FS	1080	Hartford	1.3 / 3.8	
WWYZ -FM	C	92.5	Waterbury, CT	0.8 / 2.9	
WZMX -FM	O-70s	93.7	Hartford	1.1 / 5.3	

SPRINGFIELD, MA

RADIO STATIONS

WHMP	1400	1 KW	Full Service	Westwd, Talknt	\$ 14.00	(D & R)	Multimarket	(Northampton)
WHYN	560	5 KW/1 KW (DA-2)	Full Service	CNN, ABC	\$ 39.00	(Banner)	Radio Equity	
WMAS	1450	1 KW	Standards	Westwd, SMN	\$ 25.00	(Mc-Guild)	Lappin	
WNNZ	640	50 KW/1 KW (DA-2)	Talk/News	CBS, ABC, Westwd	\$ 25.00	(Katz)		
WAQY-F1	02.1	17 KW @ 780	AOR/Classic		\$ 73.00	(Katz)	Saga	
WHMP-F	99.3	3 KW @ 322	CHR		\$ 33.00	(D & R)	Multimarket	(Northampton)
WHYN-F	93.1	9 KW @ 1000	AC		\$ 56.00	(Banner)	Radio Equity	
WMAS-F	94.7	50 KW @ 195	AC		\$ 43.00	(Mc-Guild)	Lappin	
WPKX-F	97.9	2.2 KW @ 528	Country		\$ 62.00	(D & R)	Multimarket	(Enfield, CT)
WRNX-F	100.9	1.4 KW @ 692	Prog. AOR	CNN	\$ 20.00	(--)		(Amherst)

Other Ranked Stations -- See Boston or Hartford

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

• AC - Adult Contemporary	J - Jazz and New Adult Contemporary
• AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/F/S - Middle of Road, (MOR) Full Service
• B - Black (audience is 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

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

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

SYRACUSE

Arbitron Rank: 68	Stations: 29 / 20	Last Year's Revenue: \$19,700,000
Pop (12+): 551,600	Diaries: 1834 / 301 :1/ 61.3 %	Household Income: \$47,365
MSA Rank: 71	Sample Target: 1,740	Retail Dollars: \$6.1 Bil
MSA Pop: 753,000 DMA # 69	% Below Line: 6.7	Pop per Station: 36,773
Average Person Ratings: 16.2	% Not Listed: 16.6	#1 Biller: WYYY-F Rev: \$4,900,000
Market TSL in Hours: 21.25		#1 Billing Portfolio:
		New City/Cox duop+ \$10,575,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WSYR -AM	FS	110 / 12.3	11.3	9.8	9.4	10.8	10.8	1336 / 24.2	24.6	24.9	E WSYR -AM
2	WNTQ -FM	CHR	93 / 10.4	13.0	10.3	9.4	9.5	10.8	1575 / 28.6	30.7	28.0	E WNTQ -FM
3	WBBS -FM	C	92 / 10.3	7.4	8.3	7.5	8.5	8.4	1015 / 18.4	14.8	18.1	C WBBS -FM
4	WYYY -FM	AC	63 / 7.1	9.5	8.2	10.4	9.2	8.8	1215 / 22.0	23.0	24.5	F WYYY -FM
5	WSEN -FM	O	55 / 6.2	5.0	5.0	6.6	6.9	5.7	881 / 16.0	13.7	18.7	C WSEN -FM
6	WFBL -AM	ST	42 / 4.7	4.1	4.2	3.6	3.1	4.2	493 / 8.9	8.9	8.4	A WFBL -AM
7	WAQX -FM	AOR	41 / 4.6	6.3	9.0	8.0	8.3	7.0	977 / 17.7	20.7	22.9	E WAQX -FM
8	WKRL -FM	AOR	33 / 3.7	4.2	4.2	5.0	4.9	4.3	560 / 10.1	9.3	11.1	B WKRL -FM
9	WTKW -FM	CL AOR	30 / 3.4	4.2	3.2	3.2	3.1	3.5	545 / 9.9	10.9	9.1	A WTKW -FM
10	WHEN -FM	C	28 / 3.1	2.4	3.8	3.6	4.0	3.2	391 / 7.1	7.4	10.7	A WHEN -FM
11	WRDS -FM	-B/AC	26 / 2.9	1.9	1.8	0.3	0.0	0.0	231 / 4.2	2.6	0.0	A WRDS -FM
12	WHEN -AM	SPRTS	16 / 1.8	2.3	2.9	3.1	2.4	2.5	362 / 6.6	8.6	8.7	A WHEN -AM
13	WFRG -FM	C	15 / 1.7	1.9	1.8	1.4	1.3	1.7	199 / 3.6	4.3	3.8	A WFRG -FM
	WTLA -AA	ST	15 / 1.7	1.5	1.6	1.7	1.4	1.6	224 / 4.1	4.6	4.0	A WTLA -AA

12+ FM Share (Metro): 72.31 % (538 of 744) (Winter 95: 73.48 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WNTQ-FM >>	1 WNTQ-FM <	1 WNTQ-FM >	1 WBBS-FM <	1 WBBS-FM <	1 WSYR-AM >>	1 WSYR-AM >	1 WSYR-AM <	1 WNTQ-FM <	1 WNTQ-FM	1 WSYR-AM >>
2 WBBS-FM	2 WBBS-FM >	2 WBBS-FM	2 WNTQ-FM	2 WNTQ-FM <	2 WBBS-FM <	2 WNTQ-FM	2 WBBS-FM	2 WBBS-FM <	2 WBBS-FM	2 WBBS-FM >
3 WKRL-FM	3 WYYY-FM	3 WYYY-FM >	3 WYYY-FM	3 WYYY-FM	3 WSEN-FM <	3 WBBS-FM	3 WYYY-FM <	3 WSYR-AM >	3 WSYR-AM >	3 WYYY-FM
	4 WKRL-FM	4 WSEN-FM <	4 WSEN-FM	4 WSEN-FM <	4 WFBL-AM	4 WYYY-FM	4 WNTQ-FM <	4 WYYY-FM	4 WKRL-FM	4 WTKW-FM <
	5 WAQX-FM	5 WAQX-FM	5 WAQX-FM <	5 WSYR-AM	5 WYYY-FM	5 WSEN-FM >	5 WSEN-FM	5 WSEN-FM	5 WSEN-FM	5 WAQX-FM <
	6 WTKW-FM	6 WTKW-FM <	6 WSYR-AM <	6 WAQX-FM	6 WNTQ-FM		6 WFBL-AM >			
		7 WSYR-AM	7 WTKW-FM	7 WTKW-FM						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WNTQ-FM >>	1 WNTQ-FM >	1 WNTQ-FM	1 WNTQ-FM >	1 WNTQ-FM	1 WKRL-FM	1 WBBS-FM	1 WBBS-FM	1 WBBS-FM	1 WBBS-FM <
2 WRDS-FM <	2 WBBS-FM	2 WBBS-FM	2 WBBS-FM <	2 WYYY-FM	2 WBBS-FM >>	2 WKRL-FM >	2 WAQX-FM	2 WAQX-FM	2 WSYR-AM <
3 WBBS-FM <	3 WYYY-FM >>	3 WYYY-FM >	3 WYYY-FM >	WBBS-FM >	3 WNTQ-FM >	3 WAQX-FM	3 WKRL-FM <	3 WKRL-FM <	3 WAQX-FM <
4 WYYY-FM >	4 WTKW-FM <	4 WHEN-FM	4 WSEN-FM	4 WSEN-FM	4 WSKS-FM <	4 WNTQ-FM	4 WTKW-FM <	4 WNTQ-FM <	4 WSEN-FM
5 WOLF-AM	5 WRDS-FM	5 WTKW-FM >	5 WRDS-FM	5 WSYR-AM		5 WTKW-FM	5 WHEN-AM <	5 WSYR-AM <	5 WYYY-FM <
	6 WHEN-FM					WYYY-FM	6 WSEN-FM <	6 WYYY-FM <	6 WNTQ-FM <
							7 WNTQ-FM <	7 WSEN-FM	7 WTKW-FM
							8 WRDS-FM <	8 WTKW-FM >	
							9 WSYR-AM <		
							10 WYYY-FM		

SYRACUSE

Consolidation Report 12+ 25-54 Revenue

New City/Cox			
WYYY-FM			
WBBS-FM			
WSYR-AM			
WHEN-FM			
WHEN-AM			
Combined	34.6 %	36.4 %	53.7 %
Pilot			
WNTQ-FM			
WAQX-FM			
WNDR-AM			
Combined	15.4 %	17.0 %	32.5 %
Radio Corp.			
WKRL-FM			
WTKW-FM			
WTKV-FM			
WTLB-AM			
WTLA-AM			
Combined	9.4 %	8.9 %	5.1 %
	59.4 %	62.3 %	91.3 %

Other Rated Stations

					Metro Share	Cume Rating
WDCW -AM	REL	1390	Syracuse		0.3 / 1.2	
WNDR -AM	C	1280	Syracuse		0.3 / 2.0	
WOLF -AM	B	1490	Syracuse		1.3 / 3.1	
WSCP -FM	C	101.7	Pulaski		1.2 / 1.9	
WTKV -FM	CL AOR	105.5	Oswego		0.7 / 1.8	
WZZZ -AM	ST	1300	Fulton		0.6 / 0.8	
WIII -FM	AOR-NR	99.9	Cortland		0.7 / 2.5	
WKLK -FM	AOR	94.9	Frankfort		0.3 / 1.0	
WLZW -FM	SAC	98.7	Utica		0.6 / 2.7	
WNVE -FM	AOR-NR	95.1	S. Bristol		1.2 / 6.0	
WODZ -FM	O	96.1	Rome		0.4 / 1.2	
WOUR -FM	AOR	96.9	Utica		0.6 / 3.3	
WRCK -FM	CL AOR	107.3	Utica		0.3 / 1.4	
WSKS -FM	AC/CHR	102.5	Rome		0.9 / 3.1	

RADIO STATIONS

WFBL	1050	5 KW/19 W (DA-2)	Standards	Westwd, CNN	\$ < 20.00	(Mc-Guild)	Buckley	(Baldwinsville)
WHEN	620	5 KW/1 KW (DA-N)	Sports	ABC	\$ 22.00	(Eastman)	Park	
WNDR	1280	5 KW (DA-N)	Country	ABC, Westwd	\$ 16.00	(Banner)	Pilot	
WOLF	1490	1 KW	Black	AURN	\$ 15.00	(Williams)		
WSYR	570	5 KW (DA-2)	Full Service	AP, Westwd	\$ 83.00	(Katz)	NewCity	(N. Syracuse)
WTLA	1200	1 KW (DA-N)	Standards	ABC	\$ < 20.00	(Torbet)	Radio Corp.	
WAQX-F	95.7	25 KW @ 298	AOR	ABC	\$ 75.00	(Banner)	Pilot	(Manlius)
WBBS-F	104.7	50 KW @ 492	Country		\$ 49.00	(Katz)	NewCity	(Fulton)
WHEN-F	107.9	50 KW @ 500	Country	ABC	\$ 27.00	(Eastman)	Park	
WKRL-F	100.9	6 KW @ 165	AOR	ABC	\$ 25.00	(Eastman)	Radio Corp.	
WMHR-F	102.9	20 KW @ 792	Religion	NA		(---)		
WNTQ-F	93.1	97 KW @ 660	CHR		\$ 70.00	(Banner)	Pilot	
WPCX-F	106.9	14 KW @ 469	Country		\$ 19.00	(Market 4)	Great Scott	(Auburn)
WRDS-F	102.1	6 KW @ 220	Black/AC	ABC, SMN	NA	(Direct)		(Phoenix)
WSCP-F	101.7	2.5 KW @ 365	Country		\$ < 20.00	(Direct)		(Pulaski)
WSEN-F	92.1	25 KW @ 300	Oldies	CBS, Westwd	\$ 33.00	(Mc-Guild)	Buckley	(Baldwinsville)
WTKW-F	99.5	6 KW @ 338	Classic AOR	ABC, AP	\$ 21.00	(Torbet)	Radio Corp.	(Bridgeport)
WYYY-F	94.5	100 KW @ 650	AC		\$ 90.00	(Katz)	NewCity	

NOTES: WHEN A/F sold by Park to Cox for \$4,500,000 . . .

TAMPA-ST. PETERSBURG-CLEARWATER

Arbitron Rank:	21	Stations:	30 / 29	Last Year's Revenue:	\$78,500,000
Pop (12+):	1,885,200	Diaries: 3285 / 574 :1/ 53.9 %		Household income:	\$37,992
MSA Rank:	23	Sample Target:	3,080	Retail Dollars:	\$22.7 Bil
MSA Pop: 2,200,000 DMA # 15		% Below Line:	0.5	Pop per Station:	65,007
Average Person Ratings:	16.4	% Not Listed:	13.1	#1 Biller: WQYK-AF Rev: \$12,000,000	
Market TSL in Hours:	22.00			#1 Billing Portfolio:	
				Citcasters/Jacor duop+ \$22,600,000	

12+ Metro	Format	1/4	Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WFLZ -FM	CHR	231 / 7.5	7.8	8.0	6.3	6.0	7.4	3634 / 19.3	19.2	19.0	G	WFLZ -FM
2	WFLA -AM	T	210 / 6.8	4.7	5.1	6.3	6.6	5.7	2443 / 13.0	10.8	12.5	G	WFLA -AM
3	WDUV -FM	EZ/ST	206 / 6.7	5.6	4.5	4.8	5.1	5.4	2048 / 10.9	11.0	9.9	E	WDUV -FM
4	WMTX -AF	AC	187 / 6.0	6.0	6.1	5.9	6.2	6.0	2736 / 14.5	14.2	15.3	H	WMTX -AF
5	WRBQ -FM	C	185 / 6.0	6.2	5.8	5.3	6.4	5.8	2428 / 12.9	14.8	13.7	G	WRBQ -FM
6	WQYK -FM	C	183 / 5.9	7.9	7.4	7.8	7.7	7.3	2711 / 14.4	17.9	16.3	I	WQYK -FM
7	WGUL -AF	ST	178 / 5.7	5.1	4.8	4.3	6.9	5.0	1470 / 7.8	7.1	9.5	C	WGUL -AF
8	WWRM -FM	SAC	157 / 5.1	5.5	5.9	6.7	5.3	5.8	2301 / 12.2	14.4	13.8	G	WWRM -FM
9	WXTB -FM	AOR	156 / 5.0	5.9	6.4	6.3	6.3	5.9	2346 / 12.4	12.5	14.0	H	WXTB -FM
10	WHPT -FM	AOR-P	139 / 4.5	4.0	3.5	3.6	4.1	3.9	2138 / 11.3	10.6	10.5	G	WHPT -FM
11	WYUU -FM	O	120 / 3.9	3.5	5.2	4.2	3.6	4.2	2151 / 11.4	12.5	11.2	E	WYUU -FM
12	WUSA -FM	AC	116 / 3.7	4.9	4.2	5.4	4.8	4.6	1802 / 9.6	11.3	11.6	G	WUSA -FM
13	WSJT -FM	J	107 / 3.5	3.9	3.5	0.3	0.0	0.0	1505 / 8.0	9.4	0.0	B	WSJT -FM
14	WCOF -FM	O-70s	106 / 3.4	3.0	3.2	3.9	3.4	3.4	1974 / 10.5	10.5	10.8	E	WCOF -FM
15	WLUV -FM	ST	77 / 2.5	2.5	1.7	1.7	1.8	2.1	708 / 3.8	3.8	3.1	B	WLUV -FM
16	WTBT -FM	AOR/CL	80 / 1.9	2.4	1.5	1.4	0.0	0.0	1087 / 5.7	5.7	0.0	B	WTBT -FM
17	WRBQ -AM	B	41 / 1.3	1.3	1.5	1.6	2.3	1.4	611 / 3.2	3.5	3.9	B	WRBQ -AM
18	WTMP -AM	B	36 / 1.2	1.4	2.1	1.7	1.6	1.6	599 / 3.2	3.6	3.5	B	WTMP -AM
19	WSUN -AM	SPRTS	31 / 1.0	1.4	2.3	2.5	2.9	1.8	702 / 3.7	4.5	6.0	D	WSUN -AM
20	WHNZ -AM	N/T	30 / 1.0	0.9	1.3	1.2	1.1	1.1	740 / 3.9	4.3	5.1	B	WHNZ -AM

12+ FM Share (Metro): 78.4 % (2109 of 2690) (Winter 95: 75.05 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WFLZ-FM >>	1 WFLZ-FM >	1 WFLZ-FM	1 WMTX-AF <	1 WMTX-AF	1 WDUV-FM <	1 WFLA-AM	1 WFLA-AM <	1 WFLZ-FM	1 WFLZ-FM >	1 WFLA-AM >
2 WXTB-FM >	2 WXTB-FM >	2 WMTX-AF	2 WHPT-FM <	2 WHPT-FM	2 WFLA-AM <	2 WFLZ-FM	2 WDUV-FM <	2 WMTX-AF <	2 WXTB-FM <	2 WRBQ-FM
3 WRBQ-FM	3 WMTX-AF <	3 WRBQ-FM <	3 WRBQ-FM <	WRBQ-FM <	3 WGUL-AF	3 WQYK-FM <	3 WMTX-AF <	3 WDUV-FM	3 WRBQ-FM <	3 WQYK-FM
4 WMTX-AF	4 WRBQ-FM <	4 WXTB-FM <	4 WFLZ-FM	4 WFLZ-FM <	4 WQYK-FM	4 WRBQ-FM <	4 WGUL-AF <	WMTX-FM <	4 WMTX-AF <	
	5 WHPT-FM >	5 WHPT-FM	5 WCOF-FM	5 WQYK-FM <	5 WWRM-F	5 WMTX-AF <	5 WQYK-FM	5 WQYK-FM <	5 WFLA-AM	
	6 WCOF-FM	6 WCOF-FM <	WXTB-FM <	6 WWRM-F <		6 WDUV-FM <	WWRM-F <	6 WRBQ-FM <	6 WGUL-AF	
		7 WQYK-FM <	7 WQYK-FM	7 WUSA-FM <		7 WGUL-AF	7 WRBQ-FM <	7 WFLA-AM <		
		8 WWRM-F <	8 WUSA-FM <	8 WCOF-FM <			8 WFLZ-FM	8 WWRM-F <		
			9 WWRM-F <	9 WXTB-FM <				9 WXTB-FM <		
			10 WSJT-FM <	10 WYUU-FM				10 WGUL-AF <		
				WSJT-FM						

Wom 18-24	Wom 18-34	Wom 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-FM >>	1 WFLZ-FM >	1 WFLZ-FM	1 WMTX-AF	1 WMTX-AF	1 WXTB-FM	1 WXTB-FM >	1 WXTB-FM	1 WXTB-FM	1 WHPT-FM
2 WMTX-AF	2 WMTX-AF	2 WMTX-AF >	2 WFLZ-FM >	2 WFLZ-FM <	2 WFLZ-FM >>	2 WFLZ-FM <	2 WHPT-FM >	2 WHPT-FM	2 WXTB-FM <
3 WRBQ-FM	3 WRBQ-FM	3 WRBQ-FM	3 WWRM-F <	3 WWRM-F	3 WRBQ-FM <	3 WHPT-FM	3 WRBQ-FM	3 WRBQ-FM <	3 WRBQ-FM
4 WXTB-FM	4 WWRM-F	4 WHPT-FM <	4 WRBQ-FM	4 WQYK-FM <	4 WMTX-AF >	4 WRBQ-FM >	4 WFLZ-FM	4 WFLZ-FM	4 WFLA-AM <
5 WWRM-F >	5 WHPT-FM <	5 WWRM-F <	5 WUSA-FM <	5 WRBQ-FM <	5 WHPT-FM <	5 WMTX-AF <	5 WCOF-FM <	5 WCOF-FM	5 WCOF-FM <
	6 WXTB-FM	6 WSJT-FM	6 WSJT-FM	6 WUSA-FM <	6 WQYK-FM	6 WCOF-FM <	6 WTBT-FM	6 WQYK-FM <	6 WQYK-FM
	7 WSJT-FM <	7 WQYK-FM <	WQYK-FM	7 WSJT-FM	7 WTBT-FM >	7 WMTX-AF	7 WFLA-AM <	7 WFLA-AM <	7 WMTX-AF <
		8 WUSA-FM	8 WHPT-FM	6 WYUU-FM <			8 WMTX-AF <	8 WFLZ-FM	8 WFLZ-FM
		WCOF-FM <	9 WCOF-FM	9 WCOF-FM <				WYUU-FM <	WYUU-FM <
		10 WXTB-FM >>							10 WMTX-FM <

TAMPA-ST. PETERSBURG-CLEARWATER

Consolidation Report 12+ 25-54 Revenue

Citicasters/Jacor			
WFLA-AM			
WXTB-FM			
WTBT-FM			
WDUV-FM			
WFLZ-FM			
Combined	27.9%	21.9%	28.8%
Clear Channel			
WRBQ-FM			
WMTX-AM			
WMTX-FM			
WRBQ-AM			
Combined	13.3%	17.4%	18.3%
Cox			
WSUN-AM			
WCOF-FM			
WWRM-FM			
Combined	9.5%	12.9%	13.1%
Entercom, semi-duop			
WISP-FM			
WYUU-FM			
Combined	7.7%	5.1%	4.9%
Paxson			
WSJT-FM			
WHNZ-AM			
WZTM-AM			
WHPT-FM			
Combined	9.5%	13.7%	10.2%
	67.9%	71.0%	75.3%

Other Rated Stations

				Metro Share	Cume Rating
WBDN	-AM	T	760 Brandon	0.4	/ 1.3
WFNS	-AM	SPRTS	910 Plant City	0.4	/ 1.9
WLVU	-AM	?	1470 Dunedin	0.3	/ 0.9
WQYK	-AM	T	1010 Seffner	0.9	/ 2.8
WRMD	-AM	SP	680 St. Petersburg	0.8	/ 1.1
WRXB	-AM	B	1590 St. Pete Beach	0.4	/ 1.1
WZTM	-AM	SPRTS	820 Largo	0.6	/ 2.3
WPCV	-FM	C	97.5 Lakeland	0.5	/ 2.3

RADIO STATIONS

WDAE	1250	5 KW (DA-1)	See WUSA-F				
WFLA	970	5 KW (DA-2)	Talk	ABC	\$102.00	(Eastman)	Jacor
WFNS	910	5 KW (DA-1)	Sports	Westwd, SBUSA	\$ 33.00	(---)	(Plant City)
WGUL	860	2 KW/1.5KW (DA-2)	Standards	Westwd, CNN	NA	(K & P)	(Dunedin)
WHNZ	570	5 KW (DA-2)	Talk	CBS, CNN	\$ 41.00	(Banner)	Paxson (Pinellas Park)
WMTX	1040	3.6 KW/420 W (DA-N)	See WMTX-F				
WQYK	1010	50 KW/5 KW (DA-2)	Talk	Westwd, CNN	NA	(Katz)	Infinity (Seffner)
WRBQ	1380	5 KW (DA-N)	Black	ABC, SMN	\$ 36.00	(Mc-Guild)	Clear Channel
WSUN	620	10 KW (DA-N)	Sports		\$ 48.00	(Christal)	Cox
WTMP	1150	5 KW/2.5 KW(DA-2)	Black	AURN, Westwd	\$ 34.00	(Roslin)	
WCOF-F	107.3	100 KW @ 620	Oldies (70's)		\$ 77.00	(Christal)	Cox
WFLZ-F	93.3	100 KW @ 1358	CHR	ABC	\$108.00	(Eastman)	Jacor
WGUL-F	96.1	3 KW @ 486	Standards	Westwd, CNN	\$ 51.00	(K & P)	(Dade City)
WLVU-F	106.3	3.3 KW @ 300	Standards	AP	\$ 35.00	(---)	(Holiday)
WMTX-F	95.7	100 KW @ 606	AC		\$161.00	(MMR)	Clear Channel
WQYK-F	99.5	100 KW @ 550	Country		\$195.00	(Katz)	Infinity
WRBQ-F	104.7	100 KW @ 555	Country	ABC	\$111.00	(Christal)	Clear Channel
WTBT-F	105.5	6 KW @ 255	Classic AOR	ABC	\$ 60.00	(Direct)	Citicasters (New Port Richey)
WUSA-F	100.7	100 KW @ 1358	AC		\$145.00	(Mc-Guild)	Gannett
WWRM-F	94.9	100 KW @ 1290	Soft AC		\$110.00	(Christal)	Cox
WXTB-F	97.9	100 KW @ 1345	AOR	ABC	\$131.00	(Banner)	Citicasters
WYUU-F	92.5	50 KW @ 488	Oldies		\$ 82.00	(CBS)	Entercom (Safety Harbor)
WDUV-F	103.3	100 KW @ 1358	EZ	WESTWD	\$ 82.00	(Christal)	Jacor (Bradenton)
WHPT-F	102.5	100 KW @ 1683	Prog. AOR		\$138.00	(Banner)	Paxson (Sarasota)
WSJT-F	94.1	100 KW @ 1493	Jazz		\$ 70.00	(Banner)	Paxson (Lakeland)

Miscellaneous: The following stations were sold by Citicasters to Jacor: WTBT-F for \$8,500,000 and WXTB-F for \$33,900,000 . . .

TOLEDO

Arbitron Rank: 75	Stations: 30 / 19	Last Year's Revenue: \$18,800,000
Pop (12+): 502,900	Diaries: 2128 / 236 :1/ 59.0 %	Household Income: \$42,199
MSA Rank: 85	Sample Target: 1,910	Retail Dollars: \$6.4 Bil
MSA Pop: 614,000 DMA # 65	% Below Line: 11.8	Pop per Station: 26,468
Average Person Ratings: 16	% Not Listed: 13	#1 Billing: WKKO-F Rev: \$4,200,000
Market TSL In Hours: 21.50		#1 Billing Portfolio: Noble/Jacor duop+ \$8,800,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1 WKKO -FM	C	94 / 11.7	11.2	10.4	10.2	13.4	10.9	1120 / 22.3	22.4	23.1	F WKKO -FM
2 WVKs -FM	CHR	82 / 10.2	12.9	10.1	9.2	7.6	10.6	1274 / 25.3	28.3	25.5	D WVKs -FM
3 WRVF -FM	AC/SAC	71 / 8.8	9.4	6.7	7.0	7.0	8.0	998 / 19.9	21.5	16.8	C WRVF -FM
4 WSPD -AM	FS	57 / 7.1	5.2	5.6	5.4	4.5	6.1	806 / 16.0	13.5	15.2	C WSPD -AM
5 WIOT -FM	AOR	50 / 6.2	6.3	7.7	7.3	5.2	6.9	854 / 17.0	15.1	16.4	D WIOT -FM
6 WBUZ -FM	AOR	47 / 5.8	5.0	4.8	4.7	2.9	5.1	829 / 16.5	12.3	9.2	B WBUZ -FM
7 WWWW -FM	AC	41 / 5.1	5.6	7.2	8.5	7.4	6.6	734 / 14.6	14.9	17.9	D WWW -FM
8 WRQN -FM	O	36 / 4.5	5.2	5.6	5.4	4.5	5.2	618 / 12.3	12.6	13.4	C WRQN -FM
9 WJR -AM	FS	29 / 3.6	4.0	3.5	4.2	3.8	3.8	506 / 10.1	9.5	10.4	C WJR -AM
10 WKKR -FM	CL AOR	25 / 3.1	2.6	3.7	5.3	4.9	3.7	564 / 11.2	10.3	11.8	C WKKR -FM
11 WJLB -FM	B	21 / 2.6	2.0	2.5	2.2	2.0	2.3	297 / 5.9	5.2	4.9	C WJLB -FM
12 WLQR -AM	B	20 / 2.5	3.0	3.1	1.6	3.2	2.6	295 / 5.9	5.7	7.5	A WLQR -AM
13 WCWA -AM	ST	18 / 2.2	3.1	2.8	3.5	3.0	2.9	302 / 6.0	6.3	7.5	A WCWA -AM
14 WYHK -FM	B/A/C	15 / 1.9	1.4	1.6	1.6	2.0	1.6	321 / 6.4	5.7	6.7	C WYHK -FM
15 CIMX -FM	AOR-NR	10 / 1.2	0.9	1.6	1.4	1.5	1.3	290 / 5.8	5.0	5.9	C CIMX -FM
CKWW -AM	ST	10 / 1.2	1.7	1.0	1.3	0.8	1.3	134 / 2.7	2.7	1.9	C CKWW -AM
17 WTOD -AM	C	9 / 1.1	1.0	0.8	0.8	1.2	0.9	149 / 3.0	2.4	2.7	C WTOD -AM
WJZE -FM	J	9 / 1.1	1.3	1.2	1.2	1.5	1.2	180 / 3.6	3.7	3.7	A WJZE -FM

12+ FM Share (Metro): 77.35 % (543 of 702) (Winter 95: 74.77 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WVKs-FM >	1 WVKs-FM	1 WVKs-FM <	1 WKKO-FM <	1 WKKO-FM	1 WKKO-FM	1 WKKO-FM <	1 WRVF-FM <	1 WKKO-FM	1 WBUZ-FM	1 WSPD-AM <
2 WBUZ-FM >>	2 WIOT-FM <	2 WKKO-FM <	2 WRVF-FM <	2 WRVF-FM	2 WSPD-AM	2 WVKs-FM <	2 WKKO-FM	2 WVKs-FM	WVKs-FM	2 WKKO-FM
3 WBUZ-FM <	3 WRVF-FM	3 WVKs-FM	3 WVKs-FM	3 WVKs-FM	3 WRVF-FM >	3 WSPD-AM	3 WSPD-AM	3 WRVF-FM	3 WKKO-FM >	3 WJR-AM <
4 WKKO-FM	4 WIOT-FM	4 WIOT-FM	4 WIOT-FM	4 WIOT-FM	4 WRQN-FM <	4 WRVF-FM	WVKs-FM	4 WBUZ-FM <	4 WRVF-FM <	4 WRVF-FM
5 WRVF-FM >	5 WBUZ-FM	5 WWWW-F	5 WWWW-F	5 WWWW-F	5 WWWW-F <	5 WIOT-FM	5 WIOT-FM	5 WIOT-FM	5 WIOT-FM	5 WVKs-FM <
	6 WWWW-F	6 WRQN-FM	6 WRQN-FM	6 WRQN-FM	6 WJR-AM	6 WWWW-F	6 WWWW-F	6 WWWW-F <	6 WJLB-FM	6 WWWW-F <
				7 WSPD-AM						7 WKKR-FM
										8 WLQR-AM <

Wom 18-24	Wom 18-34	Wom 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-FM >>	1 WVKs-FM >	1 WVKs-FM >	1 WVKs-FM	1 WRVF-FM	1 WBUZ-FM >	1 WIOT-FM <	1 WIOT-FM	1 WIOT-FM	1 WKKO-FM
2 WBUZ-FM <	2 WRVF-FM	2 WRVF-FM >	2 WRVF-FM	2 WVKs-FM <	2 WIOT-FM	2 WBUZ-FM >	2 WKKO-FM >	2 WKKO-FM	2 WIOT-FM >
3 WKKO-FM	3 WKKO-FM	3 WKKO-FM <	3 WKKO-FM >	3 WKKO-FM >	3 WVKs-FM >	3 WKKO-FM	3 WVKs-FM	3 WBUZ-FM	3 WSPD-AM <
4 WRVF-FM >>	4 WBUZ-FM <	4 WIOT-FM <	4 WWWW-F >	4 WWWW-F >>	4 WKKR-FM	4 WVKs-FM >	WBUZ-FM	4 WVKs-FM	4 WRQN-FM <
5 WJLB-FM <	5 WIOT-FM	5 WWWW-F >	5 WIOT-FM		5 WJLB-FM <	5 WRVF-FM <	5 WRVF-FM >	5 WRVF-FM	5 WVKs-FM <
6 CIMX-FM	6 WWWW-F >				6 WKKO-FM	6 WKKR-FM		6 WRQN-FM <	6 WRVF-FM
								7 WKKR-FM	7 WWWW-F
								8 WSPD-AM	

TOLEDO

Consolidation Report 12+ 25-54 Revenue

Fritz			
WRQN-FM			
WKKO-FM			
WTOD-AM			
Combined	17.2%	19.3%	27.6%
Noble/Jacor			
WVKS-FM			
WRVF-FM			
WIOT-FM			
WSPD-AM			
WCWA-AM			
Combined	34.5%	35.3%	46.8%
	51.7%	54.6%	74.4%

Other Rated Stations

					Metro Share	Cume Rating
WFOB	-AM	T	1430	Fostoria	0.6 /	1.0
WHMQ	-FM	C	107.7	N. Baltimore	0.7 /	1.6
WMTR	-FM	O	96.1	Archbold	0.9 /	2.5
WTWR	-FM	CHR	98.3	Monroe, MI	1.0 /	6.2
WVOI	-AM	REL	1520	Toledo	0.9 /	2.7
CIDR	-FM	AOR-P	93.9	Windsor, ON	0.4 /	1.6
CKLW	-AM	N/T	800	Windsor, ON	0.5 /	2.2
WQWB	-FM	AOR	102.9	Ann Arbor, MI	0.4 /	2.8
WKXA	-FM	AC/CHR	100.5	Findlay	0.4 /	1.3
WLZZ	-FM	C	104.5	Montpelier	0.4 /	1.3
WQTE	-FM	C	95.3	Adrian, MI	0.7 /	1.4
WRIF	-FM	AOR	101.1	Detroit, MI	0.5 /	3.2

RADIO STATIONS

WCWA	1230	1 KW	Standards	Westwd, CBS	\$ < 20.00	(Eastman)	Enterprise
WLQR	1470	1 KW (DA-2)	Black	SMN	\$ < 20.00	(D&R)	Midwestern
WSPD	1370	5 KW (DA-N)	Full Service	CBS	\$ 38.00	(Mc-Guild)	Noble
WTOD	1560	5 KW (DAYS, DA)	Country	ABC	NA	(Katz)	Fritz
WVOI	1520	1 KW (DA-2)	Black	Westwd, AURN	\$ 17.00	(Regional)	
WBUZ-F	106.5	3 KW @ 328	AOR		\$ 20.00	(Torbet)	(Delta)
WHMQ-F	107.7	3 KW @ 328	Country		\$ 15.00	(---)	(N. Baltimore)
WIOT-F	104.7	50 KW @ 540	AOR	Source	\$ 58.00	(Eastman)	Enterprise
WJZE-F	97.3	1.2 KW @ 531	Jazz	ABC	\$ < 20.00	(K & P)	(Oak Harbor)
WKKO-F	99.9	50 KW @ 500	Country	ABC	\$ 75.00	(Katz)	Fritz
WRQN-F	93.5	4.1 KW @ 397	Oldies	Westwd	\$ 33.00	(Katz)	Fritz
WRVF-F	101.5	19 KW @ 807	AC		\$ 48.00	(Mc-Guild)	Noble
WTWR-F	98.3	1.4 KW @ 466	AC	AP	\$ 18.00	(Patt)	(Monroe, MI)
WVKS-F	92.5	50 KW @ 480	CHR		\$ 52.00	(Mc-Guild)	Noble
WVWM-F	105.5	4 KW @ 390	AC		\$ 50.00	(D&R)	Midwestern
WXKR-F	94.5	30 KW @ 830	Classic AOR	ABC	\$ 29.00	(Banner)	(Sylvania)
WYHK-F	95.7	3.5 KW @ 433	Black/AC	AURN, Westwd	\$ 20.00	(Katz)	(Port Clinton)
							(Gibsonburg)

Other Ranked Stations - See Detroit

NOTES: The following were sold by Noble to Jacor: WSPD for \$3,200,000, WRVF-F for \$5,500,000 and WVKS-F for \$11,000,000. . . WIMX-F (Gibsonville - 95.7) sold to Fritz (D+) for \$1,000,000 . . .

TUCSON

Arbitron Rank: 62	Stations: 24 / 21	Last Year's Revenue: \$23,700,000
Pop (12+): 628,100	Diaries: 1258 / 500 :1/ 54.9 %	Household Income: \$33,715
MSA Rank: 73	Sample Target: 1,185	Retail Dollars: \$7.0 Bil
MSA Pop: 758,000 DMA # 80	% Below Line: 2.5	Pop per Station: 29,910
Average Person Ratings: 15.2	% Not Listed: 14.2	#1 Biller: KIIM-F Rev: \$4,900,000
Market TSL In Hours: 20.25		#1 Billing Portfolio: Prism/SFX duop \$6,800,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1	KIIM -FM	C	130 / 13.6	16.2	11.6	12.4	13.5	1763 / 28.1	25.1	27.8	G KIIM -FM
2	KHYT -FM	CL AOR	80 / 8.4	0.8	0.8	0.2	0.4	1195 / 19.0	3.0	2.6	KHYT -FM
3	KMXZ -FM	AC	71 / 7.4	11.4	10.6	8.6	8.3	1138 / 18.1	21.0	17.9	E KMXZ -FM
4	KOHT -FM	SP	65 / 6.8	4.0	4.2	3.2	2.2	809 / 12.9	8.6	5.6	KOHT -FM
	KRQQ -FM	CHR	65 / 6.8	8.5	7.7	7.2	6.4	1382 / 22.0	21.9	20.5	D KRQQ -FM
6	KLPX -FM	AOR	60 / 6.3	6.7	8.1	7.8	9.7	1064 / 16.9	18.1	20.8	D KLPX -FM
7	KNST -AM	N/T	59 / 6.2	4.7	5.8	6.4	7.3	886 / 14.1	11.6	15.6	D KNST -AM
8	KKHG -FM	AOR/CL	47 / 4.9	5.1	5.5	6.4	5.9	877 / 14.0	13.8	14.5	C KKHG -FM
9	KWFM -FM	O	46 / 4.8	5.4	7.2	5.7	4.0	879 / 14.0	12.9	15.9	D KWFM -FM
10	KCEE -AM	ST	30 / 3.1	4.0	3.4	3.2	3.6	407 / 6.5	7.3	6.5	KCEE -AM
11	KFMA -FM	AOR-NR	24 / 2.5	2.2	1.5	2.3	1.5	636 / 10.1	8.5	6.9	KFMA -FM
12	KGvy -AM	ST	23 / 2.4	2.8	1.7	2.8	3.4	196 / 3.1	3.9	3.9	KGvy -AM
13	KZLZ -FM	SP	20 / 2.1	2.5	3.1	1.5	0.4	255 / 4.1	4.1	1.5	C KZLZ -FM
14	KTUC -AM	T	19 / 2.0	2.5	1.8	2.6	2.8	427 / 6.8	6.9	8.0	KTUC -AM
	KCUB -AM	C	19 / 2.0	1.4	1.4	1.9	1.8	245 / 3.9	4.3	5.2	KCUB -AM
16	KTKT -AM	T	12 / 1.3	0.8	0.7	0.7	1.2	425 / 6.8	5.3	6.2	KTKT -AM
	KTZR -AM	SP	12 / 1.3	1.2	2.0	1.8	3.1	233 / 3.7	3.0	3.2	KTZR -AM

12+ FM Share (Metro): 76.07 % (623 of 819) (Winter 95: 63.29 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KOHT-FM	1 KIIM-FM	1 KIIM-FM	1 KIIM-FM <	1 KIIM-FM	1 KIIM-FM >	1 KIIM-FM >	1 KIIM-FM >	1 KIIM-FM >	1 KIIM-FM <	1 KIIM-FM
2 KRQQ-FM >>	2 KLPX-FM <	2 KHYT-FM	2 KHYT-FM >	2 KHYT-FM	2 KNST-AM	2 KMXZ-FM <	2 KHYT-FM	2 KHYT-FM <	2 KOHT-FM <	2 KMXZ-FM <
	3 KHYT-FM	3 KMXZ-FM <	3 KMXZ-FM	3 KMXZ-FM	3 KHYT-FM	3 KOHT-FM <	3 KNST-AM <	3 KMXZ-FM	3 KRQQ-FM <	3 KNST-AM
	4 KRQQ-FM <	4 KLPX-FM	4 KKHG-FM	4 KKHG-FM <	4 KMXZ-FM	4 KHYT-FM	4 KMXZ-FM >	4 KLPX-FM <	4 KLPX-FM	4 KHYT-FM >
	5 KMXZ-FM	5 KKHG-FM <	5 KLPX-FM	5 KLPX-FM	5 KWFM-FM	5 KNST-AM <	5 KRQQ-FM <	5 KRQQ-FM <	5 KHYT-FM	
	6 KOHT-FM	6 KRQQ-FM	6 KWFM-FM	6 KWFM-FM	6 KCEE-AM	6 KRQQ-FM <	6 KKHG-FM <	6 KOHT-FM	6 KNST-AM	
	7 KKHG-FM	7 KOHT-FM	KRQQ-FM	7 KRQQ-FM <		7 KLPX-FM >	7 KLPX-FM	7 KKHG-FM <	7 KFMA-FM	
		8 KWFM-FM >		8 KNST-AM			KWFM-FM	8 KWFM-FM	8 KKHG-FM	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KIIM-FM	1 KIIM-FM	1 KMXZ-FM	1 KIIM-FM	1 KIIM-FM	1 KIIM-FM	1 KLPX-FM <	1 KHYT-FM	1 KIIM-FM	1 KHYT-FM <
2 KOHT-FM >	2 KMXZ-FM	2 KIIM-FM <	2 KMXZ-FM <	2 KMXZ-FM	2 KLPX-FM	2 KIIM-FM <	2 KLPX-FM	2 KHYT-FM <	2 KIIM-FM
3 KRQQ-FM	3 KRQQ-FM <	3 KRQQ-FM	3 KHYT-FM	3 KHYT-FM >	3 KRQQ-FM >	3 KHYT-FM	3 KKHG-FM	3 KLPX-FM <	3 KKHG-FM
4 KFMA-FM	4 KOHT-FM	4 KHYT-FM >	4 KRQQ-FM	4 KRQQ-FM	4 KHYT-FM	4 KKHG-FM	4 KIIM-FM >	4 KKHG-FM >>	4 KLPX-FM
	KMXZ-FM	5 KHYT-FM	5 KOHT-FM	5 KWFM-FM	5 KKHG-FM <	5 KRQQ-FM		5 KMXZ-FM <	5 KNST-AM
6 KLPX-FM >	6 KLPX-FM >	6 KLPX-FM >		6 KOHT-FM >	6 KFMA-FM	6 KFMA-FM		6 KNST-AM	6 KWFM-FM <
7 KHYT-FM >									7 KMXZ-FM >

TUCSON

Consolidation Report	12+	25-54	Revenue
Journal Co.			
KFFN-AM			
KKHG-FM			
KMXZ-FM			
Combined	12.8%	17.3%	22.8%
Local			
KCUB-AM			
KHYT-FM			
KIIM-FM			
Combined	24.0%	27.8%	22.4%
Lotus			
KFMA-FM			
KLPX-FM			
KTKT-AM			
Combined	10.1%	9.4%	14.8%
Prism/SFX			
KCEE-AM			
KNST-AM			
KRQQ-FM			
KWFM-FM			
Combined	21.0%	18.9%	28.7%
	67.8%	73.4%	88.7%

Other Rated Stations

					Metro Share	Cume Rating
KCDI	-FM	C	97.5	Oro Valley	0.7	2.8
KFFN	-AM	SPRTS	1490	Tucson	0.4	2.0
KGMS	-FM	REL	97.1	Green Valley	0.4	1.9
KSAZ	-AM	ST	580	Marana	0.8	2.5
KXEW	-AM	SP	1600	Tucson	1.0	2.1
KHOT	-FF	AOR-NR	100.3	Globe/Sun City	0.4	1.4

RADIO STATIONS

KCEE	940	1 KW/250 W (DA-2)	Standards	Westwd	\$ 20.00	(—)	Prism	
KCUB	1290	1 KW	Country		\$ 22.00	(Katz)	KIIM owner	
KFFN	1490	1 KW	Prog. AOR		\$ 15.00	(CBS)	Journal Co.	
KGVS	1080	1 KW (DAYS)	Standards	AP	\$ 20.00	(K & P)		(Green Valley)
KNST	790	5 KW/500 W (DA-1)	News/Talk	ABC, Westwd	\$ 44.00	(Banner)	Prism	
KQTL	1210	10 KW/1 KW (DA-N)	Hispanic		\$ 17.00	(Caballero)		(Sahuarita)
KSAZ	580	5 KW/320 W (DA-N)	Standards	ABC, SMN	\$ <20.00	(—)		(Marana)
KTKT	990	10 KW/1 KW (DA-2)	Sports/Talk	CNN	\$ 14.00	(Christal)	Lotus	
KTUC	1400	1 KW	Talk	CBS, Talknt, Westwd	\$ <20.00	(Roslin)		
KTZR	1450	1 KW	Hispanic		\$ <20.00	(Caballero)		
KXEW	1600	1 KW (DA-N)	Hispanic	CRC	\$ <20.00	(Lotus)		
KCDI-F	97.5	3 KW @ -115	Classic AOR		\$ 16.00	(—)		(Oro Valley)
KFMA-F	92.1	50 KW @ 492	AOR-NR		\$ 23.00	(Christal)	Lotus	(Green Valley)
KHYT-F	107.5	15 KW @ 3527	70's Oldies	NA		(Katz)	KIIM owner (D)	
KIIM-F	99.5	93 KW @ 2036	Country		\$ 93.00	(Katz)		
KKHG-F	104.1	3 KW @ 102	AOR/Classic		\$ 37.00	(CBS)	Journal Co.	
KLPX-F	98.1	100 KW @ 1952	AOR		\$ 62.00	(Christal)	Lotus	
KMXZ-F	94.9	100 KW @ 1952	AC	ABC	\$ 70.00	(CBS)	Journal Co.	
KOHT-F	98.3	3 KW @ 202	Hispanic	CRC, CBS	\$ 22.00	(Lotus)		(Marana)
KRQQ-F	93.7	94 KW @ 2032	CHR		\$ 55.00	(Banner)	Prism	
KWFM-F	92.9	93 KW @ 2036	Oldies	ABC, Westwd	\$ 51.00	(Banner)	Prism	
KZLZ-F	105.3	50 KW @ 492	Hispanic		\$ 28.00	(Katz Hisp)		(Keamy)

NOTES: The following stations were sold by Prism to SFX: KCEE for \$500,000 (E), KNST for \$3,400,000 (E), KRQQ-F for 10,500,000 (E), and KWFM-F for \$10,700,000 (E). . . KTZR was sold for \$650,000. . .

TULSA

Arbitron Rank: 60	Stations: 24 / 24	Last Year's Revenue: \$28,700,000
Pop (12+): 641,600	Diaries: 1342 / 478 :1/ 59.8 %	Household Income: \$38,132
MSA Rank: 72	Sample Target: 1,290	Retail Dollars: \$7.4 Bil
MSA Pop: 751,000 DMA # 59	% Below Line: 0	Pop per Station: 26,733
Average Person Ratings: 16.2	% Not Listed: 9.2	#1 Biller: KWEN-F Rev: \$5,000,000
Market TSL in Hours: 21.75		#1 Billing Portfolio:
		NewCity duop \$9,900,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KWEN -FM	C	125 / 12.0	14.2	11.5	11.9	12.4	12.4	1604 / 25.0	28.2	26.4	G KWEN -FM
2	KRMG -AM	FS	90 / 8.7	9.0	8.7	7.8	9.2	8.6	1283 / 20.0	20.0	20.6	E KRMG -AM
3	KMYZ -FM	AOR-NR	81 / 7.8	6.4	6.1	6.1	4.3	6.6	1009 / 15.7	16.3	15.5	C KMYZ -FM
4	KJSR -FM	O-70s	69 / 6.6	6.7	5.1	6.2	6.3	6.2	873 / 13.6	14.5	15.5	B KJSR -FM
5	KBEZ -FM	SAC	67 / 6.4	6.7	8.4	7.9	7.3	7.4	1018 / 15.9	16.0	16.1	D KBEZ -FM
6	KMOD -FM	AOR	59 / 5.7	6.9	6.7	6.8	6.8	6.5	848 / 13.2	14.7	13.3	E KMOD -FM
	KVOO -FM	C	59 / 5.7	4.5	5.5	5.2	6.4	5.2	700 / 10.9	10.4	12.2	C KVOO -FM
8	KQLL -FM	O	45 / 4.3	4.2	3.0	4.1	4.5	3.9	840 / 13.1	12.4	12.1	C KQLL -FM
9	KHTT -FM	CHR	43 / 4.1	4.8	7.5	5.8	5.3	5.6	883 / 13.8	14.6	16.4	C KHTT -FM
10	KRAV -FM	AC	42 / 4.0	3.1	4.1	4.8	4.3	4.0	707 / 11.0	11.6	13.0	C KRAV -FM
11	KXOJ -FF	REL	39 / 3.8	2.8	3.2	2.7	3.8	3.1	562 / 8.8	8.7	7.2	A KXOJ -FF
12	KGTO -AM	ST	38 / 3.7	2.4	3.8	2.2	3.3	3.0	292 / 4.5	4.0	3.6	A KGTO -AM
13	KOAS -FM	J	36 / 3.5	4.9	1.9	1.2	2.0	2.9	577 / 9.0	9.8	7.4	A KOAS -FM
14	KVOO -AM	C	33 / 3.2	3.9	4.7	5.4	4.4	4.3	446 / 7.0	10.4	9.6	- KVOO -AM
	KJMM -FM	B	33 / 3.2	2.9	2.8	2.7	2.9	2.9	400 / 6.2	5.3	5.8	A KJMM -FM
16	KCKI -FM	C	29 / 2.8	2.5	2.6	3.4	3.3	2.8	639 / 10.0	9.1	10.7	B KCKI -FM

12+ FM Share (Metro): 80.28 % (757 of 943) (Winter 95: 80.04 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KMYZ-FM >>	1 KWEN-FM	1 KWEN-FM	1 KWEN-FM <	1 KWEN-FM	1 KWEN-FM <	1 KWEN-FM	1 KWEN-FM	1 KWEN-FM	1 KMYZ-FM >	1 KWEN-FM
2 KJMM-FM <	2 KMYZ-FM	2 KJSR-FM <	2 KJSR-FM	2 KJSR-FM	2 KRMG-AM >	2 KRMG-AM >	2 KRMG-AM	2 KMYZ-FM <	2 KWEN-FM >	2 KVOO-FM
3 KHTT-FM >	3 KMOD-FM	3 KMOD-FM <	3 KMOD-FM	3 KRMG-AM <	3 KBEZ-FM <	3 KMOD-FM	3 KBEZ-FM	3 KRMG-AM	3 KJMM-FM <	3 KRMG-AM
4 KJSR-FM >	4 KMYZ-FM	4 KRMG-AM <	4 KMOD-FM <	4 KVOO-FM	4 KBEZ-FM	4 KJSR-FM	4 KBEZ-FM	4 KJSR-FM	4 KVOO-FM <	4 KQLL-FM <
5 KHTT-FM <	5 KRMG-AM	5 KBEZ-FM	5 KBEZ-FM	5 KQLL-FM <	5 KVOO-FM <	5 KMOD-FM	KJSR-FM	5 KJSR-FM	5 KJSR-FM	5 KJSR-FM
6 KRMG-AM <	6 KBEZ-FM	6 KRAV-FM	6 KRAV-FM <	6 KJSR-FM	6 KJSR-FM <	6 KMYZ-FM <	6 KMOD-FM <	6 KHTT-FM <		
7 KRAV-FM <	7 KRAV-FM	7 KQLL-FM <	7 KQLL-FM	KGTO-AM	7 KMYZ-FM	7 KVOO-FM <	7 KVOO-FM	7 KOAS-FM <		
8 KXOJ-FF <	8 KXOJ-FF <	8 KMYZ-FM <	8 KVOO-FM <	8 KVOO-AM		8 KQLL-FM <		8 KMOD-FM <		
9 KBEZ-FM >	9 KQLL-FM	9 KXOJ-FF	9 KMYZ-FM	KXOJ-FF <						

Wom 18-24	Wom 18-34	Wom 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-FM	1 KWEN-FM >	1 KWEN-FM <	1 KWEN-FM >	1 KWEN-FM	1 KMYZ-FM	1 KMYZ-FM	1 KJSR-FM	1 KJSR-FM <	1 KJSR-FM
2 KHTT-FM	2 KHTT-FM	2 KBEZ-FM <	2 KBEZ-FM	2 KBEZ-FM	2 KWEN-FM <	2 KMOD-FM <	2 KRMG-AM <	2 KMOD-FM	2 KWEN-FM
3 KMYZ-FM >	3 KBEZ-FM <	3 KRAV-FM	3 KRAV-FM	3 KRAV-FM	3 KMOD-FM >>	3 KWEN-FM <	3 KMYZ-FM <	3 KMYZ-FM <	3 KRMG-AM <
4 KJMM-FM >	4 KMYZ-FM	4 KMOD-FM <	4 KHTT-FM <	4 KJSR-FM <	4 KHTT-FM	4 KJSR-FM	4 KMOD-FM	4 KWEN-FM	4 KMOD-FM >
	KRAV-FM	5 KJSR-FM <	5 KJSR-FM	5 KQLL-FM	5 KJMM-FM >	5 KRMG-AM >	5 KWEN-FM	5 KRMG-AM >	5 KMYZ-FM
6 KJSR-FM <	6 KXOJ-FF <	6 KQLL-FM <	6 KVOO-FM <				KXOJ-FF		6 KQLL-FM <
7 KMOD-FM <	7 KHTT-FM	7 KXOJ-FF <	7 KRMG-AM				7 KRAV-FM		7 KXOJ-FF <
8 KXOJ-FF >	8 KMYZ-FM	8 KMYZ-FM <							
		9 KMOD-FM							

TULSA

Consolidation Report 12+ 25-54 Revenue

Clear Channel, pending			
KAKC-AM			
KMOD-FM			
KOAS-FM			
KQLL-AM			
KQLL-FM			
Combined	15.3%	20.2%	18.1%
Great Empire			
KCKI-FM			
KVOO-AM			
KVOO-FM			
Combined	11.6%	8.7%	15.3%
New City			
KJSR-FM			
KWEN-FM			
KRMG-AM			
Combined	27.3%	29.6%	34.5%
Renda			
KHTT-FM			
KBEZ-FM			
Combined	10.6%	10.5%	15.7%
	64.9%	69.0%	83.6%

Other Rated Stations

					Metro Share	Cume Rating
KAKC	-AM	SPRTS	1300	Tulsa	0.8	/ 2.6
KCFO	-AM	REL	970	Tulsa	0.6	/ 2.6
KHJM	-FM	REL	100.3	Taft	0.5	/ 1.6
KQLL	-AM	SPRTS	1430	Tulsa	1.1	/ 4.0
KREK	-FM	C	104.9	Bristow	0.5	/ 1.0
KTFX	-FM	C	102.3	Sand Springs	0.7	/ 1.8
KTHK	-FM	CL AOR	94.1	Okmulgee	1.3	/ 6.7

RADIO STATIONS

KAKC	1300	5 KW/1KW (DA-2)	Sports	Westwd, 1-on-1	NA	(Christal)	Clear Channel	
KCFO	970	2.5 KW/1 KW (DA-2)	Religion		\$ 13.00	(---)	Salem	
KGTO	1050	1 KW/22 W	Standards	CNN, Westwd	\$ <20.00	(Torbet)		
KQLL	1430	5 KW (DA-2)	Sports	Westwd, ABC, CBS	NA	(Banner)	Federated	
KRMG	740	50 KW/25 KW (DA-2)	FS	Talknt, ABC	\$ 63.00	(Katz)	NewCity	
KVOO	1170	50 KW (DA-N)	Country	ABC	NA	(D & R)	Great Empire	
KBEZ-F	92.9	100 KW @ 1318	Soft AC/EZ		\$ 53.00	(Eastman)	Renda	
KCKI-F	99.5	100 KW @ 981	Country		\$ <20.00	(D & R)	Great Empire	(Henryretta)
KOAS-F	92.1	27 KW @ 656	Jazz		\$ 32.00	(Banner)	Federated	(Broken Arrow)
KHTT-F	108.9	100 KW @ 1010	CHR		\$ 38.00	(Eastman)	Renda	(Muskogee)
KJMM-F	105.3	3.4 KW @ 879	Black	AURN, ABC	\$ <20.00	(K & P)		(Bixby)
KMOD-F	97.5	100 KW @ 1327	AOR		\$ 64.00	(Christal)	Clear Channel	
KMYZ-F	104.5	70 KW @ 1130	AOR-NR	ABC	\$ 44.00	(Banner)	Shamrock	(Pryor)
KQLL-F	108.1	100 KW @ 1322	Oldies		\$ 37.00	(Banner)	Federated	(Owasso)
KRAV-F	98.5	100 KW @ 1327	AC	Westwd	\$ 30.00	(Torbet)		
KJSR-F	103.3	100 KW @ 1280	Oldies-70's		\$ 45.00	(---)	NewCity	
KTFX-F	102.3	1.7 KW @ 436	Country		\$ 18.00	(---)		(Sand Springs)
KTHK-F	94.1	18 KW @ 817	Classic AOR		\$ 21.00	(Banner)		(Okmulgee)
KVOO-F	98.5	100 KW @ 1228	Country	ABC	\$ 70.00	(D & R)	Great Empire	
KWEN-F	95.5	100 KW @ 1327	Country		\$ 98.00	(Katz)	NewCity	
KXOJ-F	100.9	5 KW @ 361	Religion		\$ <20.00	(Salem)		(Sapulpa)

NOTES: KMYZ-AM (Pryor) sold by Shamrock for \$40,000 (E) and KOAS-F for \$1,900,000 (E). . . The following stations were sold by Federated to Clear Channel: KQLL A/F for \$3,800,000 (E) and KOAS-F for \$1,900,000 (E). . .

WASHINGTON DC

Arbitron Rank:	8	Stations:	34 / 29	Last Year's Revenue:	\$193,800,000
Pop (12+):	3,512,500	Diaries: 4331 / 811 :1/ 52.9 %		Household Income:	\$67,192
MSA Rank:	5	Sample Target:	4,030	Retail Dollars:	\$46.6 Bil
MSA Pop: 4,550,000 DMA # 7		% Below Line:	2.1	Pop per Station:	121,121
Average Person Ratings:	17	% Not Listed:	15.8	#1 Biller: WPGC-F Rev: \$20,500,000	
Market TSL In Hours:	22.25			#1 Billing Portfolio:	
				Infinity duop \$37,000,000	

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level
1 WPGC -FM	B/CHR	388 / 6.5	7.2	7.3	8.4	8.8	7.4	5884 / 16.8	17.2	18.1	K WPGC -FM
2 WHUR -FM	B	324 / 5.4	5.2	5.7	4.3	3.6	5.2	4739 / 13.5	13.0	11.8	H WHUR -FM
3 WMZQ -AF	C	318 / 5.3	5.6	5.4	5.9	6.0	5.6	4708 / 13.4	13.5	13.0	J WMZQ -AF
4 WMMJ -FM	B/AC	291 / 4.9	4.0	3.4	3.8	3.5	4.0	3324 / 9.5	8.9	8.1	H WMMJ -FM
5 WASH -FM	AC	285 / 4.8	5.0	5.1	4.2	3.8	4.8	5042 / 14.4	13.9	11.3	I WASH -FM
6 WGMS -FM	CL	269 / 4.5	3.7	3.6	3.2	3.6	3.8	3962 / 11.3	9.7	8.9	H WGMS -FM
7 WRQX -FM	AC/CHR	267 / 4.5	4.5	4.7	4.2	4.8	4.5	4853 / 13.8	13.9	13.5	I WRQX -FM
8 WBIG -FM	O	265 / 4.4	4.4	3.9	3.8	3.3	4.1	4427 / 12.6	13.1	10.1	H WBIG -FM
9 WKYS -FM	B	245 / 4.1	3.6	4.1	3.5	3.8	3.8	4467 / 12.7	12.0	11.6	G WKYS -FM
10 WMAL -AM	FS/T	239 / 4.0	4.6	4.1	4.3	4.2	4.3	3762 / 10.7	10.9	10.7	I WMAL -AM
11 WWDC -FM	AOR	220 / 3.7	3.8	3.7	3.7	3.8	3.7	5445 / 15.5	14.0	12.6	H WWDC -FM
12 WJFK -FM	T/J	219 / 3.7	4.2	4.1	3.5	3.2	3.9	3132 / 8.9	12.0	8.6	J WJFK -FM
13 WHFS -FM	AOR-NR	213 / 3.6	3.4	3.8	4.4	3.7	3.8	4759 / 13.5	12.9	11.6	H WHFS -FM
14 WJZW -FM	J	193 / 3.2	3.3	3.3	3.6	4.1	3.4	2903 / 8.3	8.5	9.5	H WJZW -FM
15 WTOP -AM	N	189 / 3.2	2.5	3.0	3.2	3.4	3.0	4868 / 13.9	11.9	12.6	I WTOP -AM
16 WEBR -FM	AC	155 / 2.6	2.5	3.4	3.4	3.8	3.0	3213 / 9.1	9.2	10.6	H WEBR -FM
17 WARW -FM	CL AOR	152 / 2.5	2.1	2.3	2.6	2.6	2.4	3443 / 9.8	8.4	10.8	G WARW -FM
18 WWRC -AM	T	111 / 1.9	1.8	2.0	1.7	1.7	1.9	1924 / 5.5	5.2	4.5	D WWRC -AM
19 WYCB -AM	G	88 / 1.5	1.8	1.4	1.3	1.7	1.5	1064 / 3.0	2.8	3.0	WYCB -AM
20 WTEM -AM	SPRTS	80 / 1.3	1.1	0.7	0.7	0.9	1.0	1815 / 5.2	4.4	4.9	E WTEM -AM
21 WFRE -FM	C	75 / 1.3	0.7	1.2	1.0	1.0	1.1	1012 / 2.9	2.3	2.4	H WFRE -FM
22 WAVA -FM	REL	74 / 1.2	0.9	0.9	0.9	1.3	1.0	1245 / 3.5	3.4	4.5	WAVA -FM
23 WOL -AM	B/T	64 / 1.1	1.8	1.5	2.1	1.6	1.6	738 / 2.1	2.9	2.2	D WOL -AM
24 WXTR -FM	O-70s	59 / 1.0	1.2	1.2	1.5	1.1	1.2	1753 / 5.0	4.9	5.9	D WXTR -FM

12+ FM Share (Metro): 82.72 % (4165 of 5035) (Winter 95: 81.33 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WPGC-FM >	1 WPGC-FM >	1 WPGC-FM	1 WHUR-FM <	1 WHUR-FM	1 WGMS-FM <	1 WPGC-FM	1 WMZQ-AF <	1 WPGC-FM	1 WPGC-FM	1 WHUR-FM <
2 WKYS-FM	2 WKYS-FM <	2 WHUR-FM <	2 WRQX-FM <	2 WRQX-FM <	2 WMAL-AM <	2 WHUR-FM <	2 WGMS-FM	2 WMZQ-AF	2 WHUR-FM <	2 WMMJ-FM <
3 WHFS-FM	3 WHFS-FM	3 WRQX-FM <	3 WPGC-FM <	3 WMZQ-AF <	3 WBIG-FM	3 WRQX-FM <	WPGC-FM <	WJFK-FM	3 WASH-FM	3 WPGC-FM >
4 WWDC-F >	WWDC-F <	4 WASH-FM <	4 WASH-FM <	4 WASH-FM	WMMJ-FM	4 WJFK-FM <	4 WASH-FM <	4 WGMS-FM <	4 WMMJ-FM <	
5 WASH-FM	5 WRQX-FM <	5 WMZQ-AF <	5 WMMJ-FM <	WMMJ-FM <	5 WMZQ-AF	5 WMAL-AM	5 WMMJ-FM	5 WRQX-FM <	5 WKYS-FM	
6 WRQX-FM >	6 WASH-FM <	6 WMMJ-FM	6 WJFK-FM <	6 WBIG-FM <	6 WHUR-FM	WTOP-AM	WBIG-FM <	6 WKYS-FM <	6 WHFS-FM <	
7 WHUR-FM	WJFK-FM <	7 WBIG-FM <	7 WPGC-FM <	7 WTOP-AM <	WMZQ-AF	7 WRQX-FM <	7 WASH-FM	7 WWDC-F		
8 WMZQ-AF <	8 WKYS-FM <	8 WMZQ-AF	8 WJFK-FM	8 WJZW-FM <	8 WBIG-FM	8 WMAL-AM <	WMMJ-FM	8 WJZW-FM		
9 WJFK-FM >		9 WJZW-FM	9 WJZW-FM		9 WASH-FM <	9 WJFK-FM <	WBIG-FM <	WMZQ-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 WPGC-FM >	1 WPGC-FM >	1 WPGC-FM <	1 WPGC-FM <	1 WRQX-FM <	1 WPGC-FM	1 WPGC-FM	1 WJFK-FM	1 WJFK-FM	1 WJFK-FM
2 WKYS-FM >	2 WRQX-FM	2 WRQX-FM <	2 WRQX-FM	2 WHUR-FM	2 WWDC-F	2 WWDC-F <	2 WHFS-FM <	2 WPGC-FM <	2 WMZQ-AF <
3 WHFS-FM <	3 WHUR-FM <	3 WHUR-FM	3 WHUR-FM	3 WASH-FM	3 WKYS-FM <	3 WHFS-FM	3 WWDC-F	3 WWDC-F <	3 WHUR-FM <
4 WMZQ-AF <	4 WKYS-FM <	4 WASH-FM	4 WASH-FM	WPGC-FM <	4 WHFS-FM >	4 WJFK-FM <	4 WPGC-FM <	4 WHUR-FM <	4 WBIG-FM <
5 WRQX-FM <	5 WASH-FM	5 WKYS-FM	5 WMZQ-AF	5 WMMJ-FM <	5 WMZQ-AF >	5 WKYS-FM	5 WKYS-FM <	5 WHFS-FM	5 WMMJ-FM
6 WASH-FM <	6 WHFS-FM <	6 WWDC-F	WMMJ-FM	6 WMZQ-AF <	6 WJFK-FM <	6 WMZQ-AF	6 WMZQ-AF <	WMZQ-AF <	WARW-FM <
7 WWDC-F	7 WWDC-F <	7 WJZW-FM <	7 WKYS-FM <	7 WBIG-FM	7 WHUR-FM	7 WASH-FM	7 WASH-FM	7 WARW-FM	7 WASH-FM <
8 WHUR-FM	8 WMZQ-AF	8 WHFS-FM <	8 WBIG-FM <	8 WGMS-FM <	WASH-FM >	8 WHUR-FM <	8 WARW-FM	8 WASH-FM	8 WWDC-F
9 WMMJ-FM >	9 WMMJ-FM		9 WJZW-FM <	9 WJZW-FM		9 WRQX-FM	WRQX-FM	WKYS-FM	
							10 WHUR-FM	WBIG-FM <	

WASHINGTON DC

Consolidation Report 12+ 25-54 Revenue

Colfax				
WBIG-FM				
WGMS-FM				
WTEM-AM				
Combined	10.3%	10.4%	10.2%	
Infinity				
WPGC-AM				
WJFK-FM				
WPGC-FM				
Combined	10.5%	10.0%	19.1%	
Radio One				
WMMJ-FM				
WKYS-FM				
WOL-AM				
Combined	10.0%	9.3%	8.6%	
SFX, pending				
WHFS-FM				
WXTR-FM				
WXVR-FM				
Combined	4.6%	4.3%	5.5%	
Viacom				
WMZQ-FM				
WBZS-AM				
WMZQ-AM				
WJZW-FM				
Combined	11.5%	9.7%	13.5%	
	46.9%	43.7%	56.9%	

Other Rated Stations

					Metro Share	Cume Rating
WILC	-AM	SP	900	Laurel, MD	0.6	/ 1.2
WPGC	-AM	U	1580	Morningside, MD	0.4	/ 1.6
WRCY	-FM	C	107.7	Warrenton, VA	0.5	/ 2.0
WWDC	-AM	ST	1260	Washington	0.6	/ 1.9
WXVR	-FM	O-70s	103.9	Frederick, MD	0.0	/ 0.1
WBQB	-FM	AC	101.5	Fredericksburg, VA	0.4	/ 1.4
WFLS	-FM	C	93.3	Fredericksburg, VA	0.4	/ 2.0
WGRX	-FM	AOR-NR	100.7	Westminster, MD	0.3	/ 1.0
WIYY	-FM	AOR	97.9	Baltimore, MD	0.5	/ 3.4
WWMD	-FM	EZ	104.7	Hagerstown, MD	0.5	/ 1.2

RADIO STATIONS

WBZS	730	5 KW/25W (DA-2)	Business News	\$ 38.00	(Group W)	Viacom
WMAL	630	5 KW (DA-2)	Full Service/Talk	ABC \$180.00	(Katz)	Cap Cities/Disney
WMDO	1540	5 KW (DAYS)	Hispanic	CRC \$ 52.00	(Katz Hisp.)	EXCL
WOL	1450	1 KW	Black Talk	ABC, AURN, CNN \$ 64.00	(Mc-Guild)	Radio One
WPGC	1580	50 KW/270W (DA-2)	Black	NA	(Infinity)	Infinity
WTEM	570	5 KW/1 KW (DA-2)	Sports	CBS, 1-on-1, Westwd \$ 70.00	(Eastman)	Colfax
WTOP	1500	50 KW (DA-2)	News	CBS, AP \$180.00	(Banner)	Evergreen
WWDC	1260	5 KW (DA-2)	Standards	Westwd \$ 50.00	(Christal)	
WWRC	980	50 KW/5 KW (DA-2)	Talk	Westwd \$ 54.00	(MMR)	Greater Media
WYCB	1340	1 KW	Gospel	AURN \$ 40.00	(Direct)	
WARW-F	94.7	21 KW @ 771	Classic AOR	\$118.00	(CBS)	CBS/Westinghouse
WASH-F	97.1	26 KW @ 686	AC	\$240.00	(Banner)	Evergreen
WAVA-F	105.1	41 KW @ 541	Religion	Westwd \$ 70.00	(Salem)	Salem
WBIG-F	100.3	36 KW @ 574	Oldies	\$160.00	(Eastman)	Colfax
WEBR-F	99.5	22 KW @ 751	AC	\$160.00	(Interep)	Greater Media
WGMS-F	103.5	44 KW @ 518	Classical	Westwd \$195.00	(Eastman)	Colfax
WHFS-F	99.1	50 KW @ 460	Prog. AOR	AP \$180.00	(Banner)	SFX
WHUR-F	96.3	24 KW @ 670	Black/AC	ABC \$152.00	(D & R)	Howard Univ. (Annapolis)
WJFK-F	106.7	22 KW @ 730	Talk/Jazz	Westwd \$285.00	(Infinity)	Infinity (Manassas)
WJZW-F	105.9	28 KW @ 648	Jazz	\$178.00	(Christal)	Viacom
WKYS-F	93.9	25 KW @ 705	Black	\$140.00	(Mc-Guild)	Radio One
WMMJ-F	102.3	3 KW @ 480	Black AC	\$150.00	(Mc-Guild)	Radio One
WMZQ-F	98.7	50 KW @ 490	Country	\$320.00	(Christal)	Viacom
WPGC-F	95.5	50 KW @ 500	CHR/Urban	\$340.00	(Infinity)	Infinity
WRQX-F	107.3	34 KW @ 604	AC/CHR	ABC \$280.00	(Katz)	Cap Cities/Disney
WWDC-F	101.1	23 KW @ 760	AOR	\$179.00	(Christal)	
WXTR-F	104.1	22 KW @ 764	Oldies - 70's	\$ 80.00	(Mc-Guild)	SFX (Waldorf)

NOTES: WXTR-F (and WQSI/WXVR-F in Frederick) sold by SFX to Bonneville for \$25,000,000. . .

WEST PALM BEACH-BOCA RATON

Arbitron Rank: 47	Stations: 40 / 18	Last Year's Revenue: \$33,700,000
Pop (12+): 850,200	Diaries: 2280 / 373 :1/ 56.4 %	Household Income: \$46,376
MSA Rank: 60	Sample Target: 2,130	Retail Dollars: \$11.5 Bil
MSA Pop: 974,000 DMA # 45	% Below Line: 30	Pop per Station: 47,233
Average Person Ratings: 16.4	% Not Listed: 11.3	#1 Biller: WRMF-F Rev: \$7,000,000
Market TSL In Hours: 21.75		#1 Billing Portfolio: Fairbanks duop \$12,900,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WRMF -FM	AC	109 / 7.8	7.7	7.7	7.1	7.9	7.6	1294 / 15.2	19.6	15.1	G WRMF -FM
2	WEAT -FM	AC/SAC	101 / 7.2	9.3	6.4	8.2	4.6	7.8	1454 / 17.1	19.6	13.1	F WEAT -FM
3	WRLX -FM	EZ	86 / 6.2	5.2	7.2	6.9	8.3	6.4	1064 / 12.5	11.8	14.4	D WRLX -FM
4	WIRK -FM	C	82 / 5.9	8.1	7.6	8.5	8.1	7.5	1136 / 13.4	16.1	14.3	G WIRK -FM
5	WJNO -AM	N/T	67 / 4.8	6.4	5.1	6.7	7.0	5.8	956 / 11.2	14.2	15.0	E WJNO -AM
6	WJBW -FM	ST	56 / 4.0	2.6	3.4	3.0	2.4	3.3	648 / 7.6	7.1	4.4	B WJBW -FM
	WPBZ -FM	AOR-NR	56 / 4.0	3.5	3.0	3.3	2.2	3.5	984 / 11.6	10.2	5.3	B WPBZ -FM
8	WKGR -FM	CL AOR	53 / 3.8	4.4	4.3	3.9	3.4	4.1	921 / 10.8	11.2	10.0	F WKGR -FM
9	WEDR -FM	B	50 / 3.6	3.3	2.9	3.3	2.9	3.3	757 / 8.9	7.2	6.9	WEDR -FM
10	WOLL -FM	O	39 / 2.8	2.9	2.7	2.2	2.3	2.7	737 / 8.7	7.5	6.3	C WOLL -FM
11	WPOW -FM	CHR	35 / 2.5	1.4	1.3	1.3	2.1	1.6	728 / 8.6	6.5	7.3	WPOW -FM
12	WZTA -FM	AOR	33 / 2.4	1.6	1.9	0.8	1.8	1.8	534 / 6.3	5.9	5.0	WZTA -FM
13	WDBF -AM	ST	32 / 2.3	2.3	3.1	2.6	2.1	2.6	402 / 4.7	4.8	4.4	A WDBF -AM
14	WCLB -FM	C	31 / 2.2	2.9	3.1	2.9	3.2	2.8	642 / 7.6	10.3	12.4	C WCLB -FM
15	WBZT -AM	T	29 / 2.1	2.0	2.3	2.2	3.3	2.2	513 / 6.0	5.7	6.2	C WBZT -AM
	WTMI -FM	CL	29 / 2.1	2.2	1.2	1.7	1.8	1.8	500 / 5.9	5.5	4.8	WTMI -FM

12+ FM Share (Metro): 79.14 % (979 of 1237) (Winter 95: 76.56 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WPBZ-FM >	1 WRMF-FM >	1 WRMF-FM >	1 WRMF-FM >	1 WRMF-FM	1 WRLX-FM	1 WEAT-FM	1 WRMF-FM	1 WRMF-FM	1 WPBZ-FM	1 WJNO-AM >>
2 WPOW-F <	2 WPBZ-FM <	2 WEAT-FM	2 WEAT-FM	2 WEAT-FM	2 WEAT-FM	WRMF-FM	2 WEAT-FM	2 WEAT-FM	2 WRMF-FM >	2 WRLX-FM
3 WEDR-FM >>	3 WKGR-FM	3 WKGR-FM <	3 WKGR-FM	3 WIRK-FM <	3 WRMF-FM	3 WJNO-AM	3 WRLX-FM	3 WIRK-FM	3 WEDR-FM	3 WBZT-AM
	4 WZTA-FM <	4 WIRK-FM	4 WIRK-FM >	4 WKGR-FM >	WJNO-AM <	4 WIRK-FM <	4 WIRK-FM	4 WRLX-FM	WEAT-FM <	4 WEDR-FM
	5 WIRK-FM <	5 WPBZ-FM <			5 WIRK-FM <	5 WRLX-FM >			5 WJNO-AM <	WEAT-FM <
	6 WEAT-FM <				6 WJBW-FM >				6 WIRK-FM <	6 WJBW-FM
	7 WEDR-FM									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WRMF-FM >	1 WRMF-FM >>	1 WRMF-FM >>	1 WRMF-FM >	1 WRMF-FM	1 WPBZ-FM	1 WZTA-FM <	1 WKGR-FM <	1 WKGR-FM <	1 WKGR-FM
2 WPOW-F <	2 WIRK-FM	2 WIRK-FM <	2 WEAT-FM >	2 WEAT-FM >	2 WPOW-F >	2 WPBZ-FM <	2 WZTA-FM	2 WRMF-FM	WRMF-FM
3 WEDR-FM	3 WEDR-FM <	3 WKGR-FM <	3 WIRK-FM >	3 WIRK-FM >	3 WZTA-FM <	3 WKGR-FM	3 WRMF-FM	3 WPBZ-FM <	3 WIRK-FM
4 WIRK-FM <	4 WEAT-FM	4 WEAT-FM	4 WEDR-FM		4 WAFC-AM	4 WRMF-FM >	4 WPBZ-FM	4 WZTA-FM	4 WZTA-FM
5 WPBZ-FM	5 WPBZ-FM	5 WEDR-FM			5 WEDR-FM <	5 WEAT-FM <	5 WEAT-FM	5 WIRK-FM	WEAT-FM
6 WCLB-FM <	WPOW-F <				6 WOD-AM	6 WOD-AM	6 WIRK-FM		
7 WEAT-FM >	7 WKGR-FM								

WEST PALM BEACH-BOCA RATON

Consolidation Report 12+ 25-54 Revenue

Amer. Radio Sys.			
WBZT-AM			
WIRK-FM			
WKGR-FM			
Combined	11.8%	15.4%	33.8%
Fairbanks			
WJNO-AM			
WRMF-FM			
WRLX-FM			
Combined	18.8%	15.7%	38.3%
OmniAmerica			
WEAT-AM			
WEAT-FM			
WOLL-FM			
Combined	11.4%	12.3%	17.8%
	41.9%	43.4%	89.9%

Other Rated Stations

				Metro Share	Cume Rating
WAFC -AM	SP	590	Clewiston	0.8	/ 0.8
WEAT -AM	N/T	850	W. Palm Beach	1.4	/ 6.3
WPOM -AM	B	1600	Riviera Beach	1.2	/ 2.4
WSBR -AM	T	740	Boca Raton	0.6	/ 2.3
WSWN -AM	B	900	Belle Glade	0.8	/ 1.5
WYFX -AM	B/AC	1040	Boynton Beach	0.9	/ 2.7
WAMR -FM	SP	107.5	Ft. Lauderdale	0.7	/ 2.5
WAQI -AM	SP	710	Miami	0.6	/ 0.5
WAVS -AM	E	1170	Davie	0.4	/ 0.6
WBGG -FM	O-70s	105.9	Ft. Lauderdale	1.5	/ 5.7
WFLC -FM	AC	97.3	Miami	0.4	/ 3.2
WHQT -FM	B	105.1	Coral Gables	1.8	/ 6.5
WHYI -FM	CHR/AC	100.7	Ft. Lauderdale	1.2	/ 5.4
WINZ -AM	N/T	940	Miami	0.4	/ 2.7
WIOD -AM	N/T	610	Miami	1.8	/ 3.5
WKIS -FM	C	99.9	Boca Raton	1.2	/ 5.8
WLVE -FM	J	93.9	Miami Beach	2.0	/ 5.9
WLYF -FM	SAC	101.5	Miami	1.3	/ 4.7
WMXJ -FM	O	102.7	Pompano Beach	1.5	/ 4.8
WQAM -AM	SPRTS	560	Miami	0.9	/ 2.7
WRBD -AM	B	1470	Pompano Beach	0.4	/ 1.4
WRMA -FM	SP	106.7	Ft. Lauderdale	0.7	/ 1.8
WSHE -FM	AOR-NR	103.5	Ft. Lauderdale	1.3	/ 6.1
WZZR -FM	AOR	92.7	Stuart	1.3	/ 4.1

RADIO STATIONS

WBZT	1290	5 KW (DA-N)	Talk	ABC, CBS	\$ 28.00	(Katz)	Amer. Radio Systems	
WDBF	1420	5 KW/500 W (DA-2)	Standards	CBS	\$ 20.00	(—)	(Delray Beach)	
WEAT	850	5 KW/1 KW (DA-2)	News/Talk	AP, CBS	\$ 20.00	(MMR)	OmniAmerica	
WJNO	1230	1 KW	News/Talk	CNN, ABC	\$ 73.00	(—)	Fairbanks	
WPOM	1600	5 KW/4.7 KW(DA-2)	Gospel		\$ 17.00	(Rostin)		(Riviera Beach)
WYFX	1040	25 KW/1 KW (DA-2)	Black/Oldies	AURN, ABC	\$ 21.00	(—)		(Boynton Beach)
WCLB-F	95.5	100 KW @ 982	Country	Source	\$ 47.00	(Mc-Guild)	Ardman	(Ft. Pierce)
WEAT-F	104.3	100 KW @ 1273	AC		\$ 89.00	(MMR)	OmniAmerica	
WIRK-F	107.9	100 KW @ 340	Country	ABC	\$ 119.00	(Katz)	Amer. Radio Systems	
WJBW-F	99.5	6 KW @ 308	Standards		\$ 25.00	(—)		(Jupiter)
WKGR-F	98.7	100 KW @ 1380	Classic AOR	UPI	\$ 79.00	(Katz)	Amer. Radio Systems	(Ft. Pierce)
WOLL-F	94.3	1.4 KW @ 481	Oldies		\$ 41.00	(MMR)	OmniAmerica	
WPBZ-F	103.1	50 KW @ 482	AOR	SMN	\$ 30.00	(Christal)	Amer. Radio Systems	(Indiantown)
WRLX-F	92.1	7 KW @ 499	EZ		\$ 52.00	(Banner)	Fairbanks	
WRMF-F	97.9	100 KW @ 1350	AC		\$ 140.00	(Banner)	Fairbanks	

Other Ranked Stations - See Miami

NOTES: WIRA, WCLB-F (Ft. Pierce) sold by Ardman to Fairbanks for \$23,000,000 (Blackburn). . .

WICHITA

Arbitron Rank: 91	Stations: 20 / 20	Last Year's Revenue: \$19,000,000
Pop (12+): 410,000	Diaries: 1039 / 395 :1/ 60.8 %	Household Income: \$45,073
MSA Rank: 102	Sample Target: 1,005	Retail Dollars: \$5.3 Bil
MSA Pop: 478,000 DMA # 63	% Below Line: 0	Pop per Station: 20,500
Average Person Ratings: 16.7	% Not Listed: 8.6	#1 Biller: KFDI-AF Rev: \$5,100,000
Market TSL In Hours: 22.00		#1 Billing Portfolio: Great Empire duop \$6,100,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	KFDI -FM	C	87 / 12.7	9.1	10.3	11.6	12.1	10.9	961 / 23.4	20.9	20.9	D KFDI -FM
2	KZSN -FM	C	60 / 8.8	98.0	92.0	93.0	90.0	9.3	726 / 17.7	21.8	21.8	D KZSN -FM
3	KICT -FM	AOR	48 / 7.0	7.5	6.0	5.9	5.6	6.6	600 / 14.6	15.1	13.2	C KICT -FM
4	KRZZ -FM	AOR/CL	43 / 6.3	6.6	7.0	5.3	5.7	5.2	641 / 15.6	18.5	15.9	C KRZZ -FM
5	KEYN -FM	O	40 / 5.8	4.3	4.9	4.8	6.3	5.0	618 / 15.1	13.8	13.2	C KEYN -FM
6	KFDI -AM	C/FS	39 / 5.7	6.0	5.7	5.4	6.3	5.7	364 / 8.9	9.7	12.0	C KFDI -AM
7	KKRD -FM	CHR	38 / 5.5	7.7	7.0	8.2	9.3	7.1	739 / 18.0	21.4	24.0	D KKRD -FM
	KRBB -FM	AC	38 / 5.5	6.0	6.3	5.3	4.3	5.8	549 / 13.4	11.4	11.3	C KRBB -FM
	KDGS -FM	B	38 / 5.5	4.6	4.6	5.4	3.9	5.0	378 / 9.2	9.0	7.4	A KDGS -FM
10	KNSS -AM	T	33 / 4.8	2.2	4.1	3.9	3.6	3.8	501 / 12.2	8.5	10.4	C KNSS -AM
11	KLLS -FM	AC	31 / 4.5	2.6	2.9	2.8	3.9	3.2	445 / 10.9	8.6	8.6	A KLLS -FM
12	KXLK -FM	AC	28 / 4.1	3.2	4.0	3.4	4.5	3.7	471 / 11.5	10.3	11.6	B KXLK -FM
13	KOEZ -FM	SAC	23 / 3.4	4.2	3.6	3.6	3.1	3.7	353 / 8.6	9.7	8.1	B KOEZ -FM
14	KTLI -FM	REL	22 / 3.2	3.2	4.6	3.2	1.9	3.6	255 / 6.2	7.3	5.8	A KTLI -FM
15	KYQQ -FM	C	20 / 2.9	3.1	3.8	5.9	4.2	3.9	359 / 8.7	10.8	11.8	A KYQQ -FM
16	KFH -AM	T	19 / 2.8	2.6	1.9	1.4	2.3	2.2	382 / 9.3	7.7	7.0	A KFH -AM

12+ FM Share (Metro): 83.71 % (524 of 626) (Winter 95: 81.64 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KICT-FM <	1 KICT-FM	1 KZSN-FM <	1 KZSN-FM	1 KZSN-FM	1 KFDI-FM >	1 KFDI-FM >	1 KFDI-FM	1 KFDI-FM <	1 KICT-FM <	1 KFDI-FM >>
2 KKRD-FM	2 KRZZ-FM	2 KRZZ-FM <	2 KRZZ-FM <	2 KFDI-FM	2 KFDI-AM	2 KZSN-FM	2 KZSN-FM <	2 KZSN-FM	2 KFDI-FM	2 KFH-AM <
3 KDGS-FM >>	KZSN-FM <	3 KICT-FM	3 KEYN-FM <	3 KEYN-FM	3 KZSN-FM <	3 KICT-FM	3 KNSS-AM	3 KICT-FM	3 KKRD-FM <	3 KFDI-AM <
4 KDGS-FM <	4 KEYN-FM <	4 KFDI-FM	4 KRZZ-FM <	4 KEYN-FM	KRBB-FM <	4 KRBB-FM <	4 KRZZ-FM	4 KRZZ-FM	4 KDGS-FM	4 KOEZ-FM
5 KKRD-FM >	5 KFDI-FM <	5 KLLS-FM <	5 KRBB-FM	5 KRBB-FM	5 KFDI-AM <	5 KEYN-FM <	5 KEYN-FM <	5 KEYN-FM <	5 KZSN-FM <	
6 KFDI-FM	6 KLLS-FM <	6 KRBB-FM	6 KLLS-FM <	6 KNSS-AM	6 KEYN-FM	6 KRZZ-FM	6 KRZZ-FM	6 KRZZ-FM	6 KRZZ-FM <	
	KLLS-FM <	7 KRBB-FM <	7 KXLK-FM <	7 KXLK-FM	7 KOEZ-FM	7 KKRD-FM <	7 KFDI-AM <	KNSS-AM <	7 KLLS-FM <	
8 KXLK-FM	8 KDGS-FM <	8 KICT-FM	8 KICT-FM			8 KRZZ-FM	8 KICT-FM	8 KDGS-FM <	8 KFDI-AM <	
	9 KXLK-FM <							9 KLLS-FM <		
	10 KKRD-FM >									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KICT-FM	1 KZSN-FM	1 KZSN-FM	1 KZSN-FM	1 KZSN-FM	1 KICT-FM	1 KICT-FM	1 KICT-FM	1 KRZZ-FM <	1 KEYN-FM
2 KDGS-FM >	2 KKRD-FM <	2 KFDI-FM <	2 KRBB-FM	2 KRBB-FM	2 KDGS-FM	2 KRZZ-FM >	2 KRZZ-FM >	2 KICT-FM	KRZZ-FM
3 KKRD-FM	3 KDGS-FM	3 KXLK-FM	3 KFDI-FM	KFDI-FM	3 KRZZ-FM	3 KDGS-FM	3 KLLS-FM >	3 KEYN-FM <	3 KLLS-FM <
4 KLLS-FM	4 KFDI-FM <	4 KKRD-FM	4 KXLK-FM <	4 KXLK-FM	4 KKRD-FM	4 KZSN-FM	4 KYQQ-FM <	4 KLLS-FM	4 KICT-FM <
5 KZSN-FM	5 KICT-FM <	5 KDGS-FM >	5 KDGS-FM <	5 KEYN-FM	5 KZSN-FM >>	KKRD-FM <	5 KZSN-FM <	5 KZSN-FM	5 KFDI-FM <
6 KRZZ-FM	6 KXLK-FM >		6 KKRD-FM <	6 KKRD-FM <		6 KLLS-FM	6 KNSS-AM <	6 KFDI-FM	6 KZSN-FM >
	7 KLLS-FM <		7 KEYN-FM <	7 KTLI-FM <		7 KYQQ-FM <	7 KTLI-FM	7 KDGS-FM	7 KNSS-AM
	8 KRZZ-FM		8 KRZZ-FM <	8 KRZZ-FM					
			9 KLLS-FM <						
			10 KICT-FM						

WICHITA

Consolidation Report 12+ 25-54 Revenue

Great Empire			
KFDI-AM			
KFDI-FM			
KICT-FM			
Combined	25.4 %	16.5 %	32.1 %
Lesso			
KLLS-FM			
KYQQ-FM			
Combined	7.4 %	10.2 %	2.7 %
Prism			
KNSS-AM			
KKRD-FM			
KRZZ-FM			
Combined	16.6 %	16.3 %	24.7 %
Triathlon			
KFH-AM			
KQAM-AM			
KRBB-FM			
KXLK-FM			
Combined	13.3 %	17.3 %	24.7 %
	62.8 %	60.3 %	84.2 %

Other Rated Stations

					Metro Share	Cume Rating
KQAM	-AM	T	1410	Wichita	0.9	3.9
KSGL	-AM	REL	900	Wichita	0.6	2.5
KSPG	-FM	C	98.7	Clearwater	1.2	4.6
KZSN	-AM	C	1480	Wichita	0.1	1.0

RADIO STATIONS

KFDI	1070	10 KW/1 KW (DA-N)	Country/FS	ABC	\$ 45.00	(Torbet)	Great Empire
KFH	1330	5 KW (DA-N)	Talk	CBS, Westwd, ABC	\$ <20.00	(Eastman)	Triathlon
KNSS	1240	1 KW	News/Talk	Westwd, CNN, Talknt	\$ 27.00	(D & R)	Prism
KQAM	1410	5 KW/1 KW (DA-2)	Talk	SBUSA, CBS	\$ <20.00	(Eastman)	Triathlon
KZSN	1480	5 KW/1 KW (DA-2)	See KZSN-FM				
KDGS-F	93.9	25 KW @ 328	Black	NA	(---)		(Andover)
KEYN-F	103.7	100 KW @ 860	Oldies	ABC, Westwd, CBS	\$ 27.00	(Eastman)	Pourtales
KFDI-F	101.3	100 KW @ 1140	Country	ABC	\$ 58.00	(Torbet)	Great Empire
KICT-F	95.1	100 KW @ 897	AOR	ABC	\$ 31.00	(Mc-Guild)	Great Empire
KKRD-F	107.3	100 KW @ 860	CHR		\$ 31.00	(D & R)	Prism
KLLS-F	104.5	46 KW @ 515	AC	Westwd	\$ <20.00	(---)	(Augusta)
KOEZ-F	92.3	100 KW @ 640	EZ/Soft AC	Westwd	\$ 24.00	(---)	(Newton)
KRBB-F	97.9	100 KW @ 993	AC		\$ 40.00	(Christal)	Triathlon
KRZZ-F	96.3	50 KW @ 492	Classic AOR		\$ 38.00	(D & R)	Prism
KSPG-F	98.7	50 KW @ 492	Country	NA	(---)		KDGS owner (D)
KTLI-F	99.1	100 KW @ 515	Religion	USA	\$ <20.00	(Salem)	(Derby)
KXLK-F	105.3	100 KW @ 993	AC	AP	\$ 27.00	(Eastman)	(Clearwater)
KYQQ-F	106.5	100 KW @ 1280	Country	ABC	\$ 20.00	(---)	(El Dorado)
KZSN-F	102.1	100 KW @ 1032	Country		\$ 60.00	(Katz)	(Haysville)
							(Arkansas City)
							(Hutchinson)

NOTES: The following stations were sold by Prism to SFX: KNSS for \$1,800,000 (E) . . . KKRD-F for \$5,700,000 (E), and KRZZ-F for \$4,900,000 (E) . . . KZSN A/F sold by Southern Skies to Triathlon for \$8,000,000 (E) (Star) . . .

WILKES BARRE-SCRANTON

Arbitron Rank:	61	Stations:	36 / 29	Last Year's Revenue:	\$20,800,000
Pop (12+):	638,700	Diaries: 1305 / 489 :1/	62.7 %	Household Income:	\$39,570
MSA Rank:	82	Sample Target:	1,265	Retail Dollars:	\$5.5 Bil
MSA Pop: 634,000 DMA # 49		% Below Line:	5.3	Pop per Station:	22,024
Average Person Ratings:	17.9	% Not Listed:	12.2	#1 Biller: WKRZ-F	Rev: \$4,400,000
Market TSL in Hours:	24.00			#1 Billing Portfolio:	
				River City duop	\$7,400,000

12+ Metro	Format	1/4 Share	Fall 95	Sum 95	Spq 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fall 95	Win 95	Revenue Level		
1	WKRZ -FF	CHR	139 / 12.1	11.9	11.4	12.0	10.7	11.9	1926 / 30.2	29.5	29.0	F	WKRZ -FF
2	WMGS -FM	AC	110 / 9.6	8.0	8.8	9.8	9.1	9.1	1213 / 19.0	17.6	18.5	D	WMGS -FM
3	WGGY -FM	C	96 / 8.4	8.6	7.7	9.0	7.3	8.4	1158 / 18.1	18.5	18.7	D	WGGY -FM
4	WEZX -FM	AOR	76 / 6.6	4.4	7.4	5.2	4.5	5.9	967 / 15.1	11.8	12.9	C	WEZX -FM
5	WNAK -AM	ST/FS	61 / 5.3	3.8	4.1	3.6	7.5	4.2	374 / 5.9	4.5	6.8	B	WNAK -AM
6	WZMT -FM	AOR	47 / 4.1	5.4	4.0	4.4	2.5	4.5	643 / 10.1	11.6	7.6	B	WZMT -FM
	WILK -AA	T	47 / 4.1	4.5	3.9	3.1	5.0	3.9	648 / 10.1	10.2	10.5	B	WILK -AA
8	WEJL -AA	ST	46 / 4.0	1.8	2.7	2.4	3.0	1.8	631 / 9.9	5.7	8.6	A	WEJL -AA
9	WARM -AM	FS	45 / 3.9	5.1	3.6	4.8	4.4	4.4	805 / 12.6	12.4	9.5	C	WARM -AM
10	WBHT -FM	CHR	37 / 3.2	3.5	4.2	3.9	3.5	3.7	868 / 13.6	11.5	14.5	B	WBHT -FM
11	WTZR -FM	AOR	29 / 2.5	1.7	2.6	2.2	2.6	2.3	499 / 7.8	5.7	8.1		WTZR -FM
12	WSGD -FM	O	28 / 2.4	1.9	1.8	2.3	2.0	2.1	384 / 6.0	5.9	5.4	A	WSGD -FM
13	WWSH -FF	SAC	23 / 2.0	3.1	3.5	3.7	2.9	3.1	525 / 8.2	8.6	6.8	A	WWSH -FF
	WDLS -FM	C	23 / 2.0	2.3	2.5	2.4	1.6	2.3	330 / 5.2	6.3	5.8	A	WDLS -FM

12+ FM Share (Metro): 75.02 % (754 of 1005) (Winter 95: 69.19 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WKRZ-FF <	1 WKRZ-FF >	1 WKRZ-FF	1 WKRZ-FF <	1 WKRZ-FF <	1 WMGS-FM <	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF <	1 WMGS-FM
2 WBHT-FM >>	2 WEZX-FM <	2 WMGS-FM	2 WMGS-FM	2 WMGS-FM	2 WKRZ-FF <	2 WMGS-FM	2 WMGS-FM >	2 WMGS-FM <	2 WGGY-FM	2 WGGY-FM >
	3 WMGS-FM	3 WEZX-FM	3 WEZX-FM	3 WEZX-FM <	3 WGGY-FM	3 WGGY-FM	3 WGGY-FM <	3 WGGY-FM	WMGS-FM	3 WZMT-FM
	4 WZMT-FM <	4 WGGY-FM >	4 WGGY-FM >	4 WGGY-FM >	4 WNAK-AM	4 WEZX-FM	4 WILK-AA <	4 WEZX-FM >	4 WEZX-FM	
	5 WGGY-FM	5 WZMT-FM >	5 WZMT-FM >>	5 WZMT-FM >	5 WEJL-AA <	5 WARM-AM	5 WEZX-FM >		5 WBHT-FM <	
	6 WTZR-FM				6 WARM-AM <				6 WZMT-FM	
	7 WBHT-FM >>				7 WILK-AA <					
					8 WEZX-FM					

Wom 18-24	Wom 18-34	Wom 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-FF >	1 WKRZ-FF <	1 WMGS-FM	1 WKRZ-FF	1 WMGS-FM	1 WKRZ-FF >	1 WEZX-FM <	1 WEZX-FM >	1 WEZX-FM	1 WEZX-FM
2 WZMT-FM <	2 WMGS-FM >>	2 WKRZ-FF >>	2 WMGS-FM >	2 WKRZ-FF >	2 WTZR-FM	2 WKRZ-FF	2 WZMT-FM <	2 WKRZ-FF	2 WKRZ-FF
3 WMGS-FM	3 WGGY-FM	3 WGGY-FM <	3 WGGY-FM >	3 WGGY-FM >	3 WBHT-FM	3 WZMT-FM	3 WKRZ-FF	3 WGGY-FM <	3 WGGY-FM <
4 WGGY-FM	4 WZMT-FM	4 WEZX-FM >	4 WEZX-FM	4 WEZX-FM	4 WEZX-FM	4 WTZR-FM <	4 WGGY-FM	4 WMGS-FM	4 WMGS-FM
5 WBHT-FM	5 WEZX-FM				5 WGGY-FM	5 WGGY-FM >	5 WTZR-FM >>	5 WZMT-FM	5 WZMT-FM >
6 WTZR-FM	6 WBHT-FM >				6 WZMT-FM >	6 WBHT-FM >		6 WTZR-FM >	
7 WDLS-FM					7 WMGS-FM				
WFMZ-FM									

WILKES BARRE-SCRANTON

Consolidation Report	12+	25-54	Revenue
Local - 1			
WAZL-AM			
WKAB-FM			
WZMT-FM			
Combined	6.8%	7.7%	0.0%
Local - 2			
WICK-AM			
WYCK-AM			
WWDL-FM			
Combined	1.7%	1.5%	0.0%
River City			
WILK-AM			
WGBI-AM			
WGGY-FM			
WKRZ-FM			
Combined	24.3%	25.4%	35.6%
Shamrock			
WEJL-AM			
WBAX-AM			
WEZX-FM			
WTZR-FM			
Combined	13.2%	13.2%	14.4%
	46.0%	47.8%	50.0%

Other Rated Stations

Station	Frequency	Class	Power	City	Metro Share	Cume Rating
WAZL	-AM	T	1490	Hazleton	1.0	/ 1.6
WCDL	-AM	ST	1440	Carbondale	1.0	/ 2.2
WHCY	-FM	C	106.3	Blairstown, NJ	0.9	/ 2.3
WHLM	-FM	AC	106.5	Bloomsburg	1.6	/ 4.5
WICK	-AM	EZ	1400	Scranton	0.8	/ 2.7
WKAB	-FM	O	103.5	Berwick	1.7	/ 3.6
WKQV	-FM	SPRTS	95.7	Olyphant	0.7	/ 2.5
WKXP	-FM	C	95.9	Benton	0.5	/ 1.4
WSBG	-FM	CHR	93.5	Stroudsburg	1.6	/ 5.0
WVPO	-AM	AC	840	Stroudsburg	1.1	/ 1.6
WWDL	-FM	SAC	104.9	Scranton	1.0	/ 2.9
WABC	-AM	T	770	New York	0.5	/ 1.0
WFMZ	-FM	SAC	100.7	Allentown	1.0	/ 2.0
WILQ	-FM	C	105.1	WilliamSPORT	0.5	/ 1.6
WLEV	-FM	AC	96.1	Easton	0.4	/ 1.7
WODE	-FM	O	99.9	Easton	1.1	/ 3.6
WRNJ	-FM	C	107.1	Bevidere, NJ	0.9	/ 1.4
WZZO	-FM	AOR	95.1	Allentown	0.9	/ 2.0

RADIO STATIONS

WARM	590	5 KW (DA-2)	Full Service	WESTWD	\$ 33.00	(Eastman)	Susquehanna
WEJL	630	500 W/32 W	Standards/FS	Westwd, ABC	<20.00	(Christal)	Shamrock
WBAX	1240	1 KW	Simulcasts WEJL			(Christal)	Shamrock
WILK	980	5 KW/1 KW (DA-N)	Talk/News	CBS, ABC	\$ 25.00	(Katz)	River City
WICK	1400	1 KW	EZ	ABC	\$ 13.00	(Roslin)	
WNAK	730	1 KW/12 W	Standards/FS	Westwd	\$ 24.00	(K & P)	(Nanticoke)
WBHT-F	97.1	0.25 KW @ 1102	CHR		\$ 27.00	(Eastman)	(Mountaintop)
WDLS-F	93.7	1.5 KW @ 679	Country		\$ <20.00	(D&R)	(Dallas)
WEZX-F	106.9	0.19 KW @ 1267	AOR/Classic	CBS	\$ 44.00	(Christal)	Shamrock
WGGY-F	101.3	7 KW @ 1110	Country	ABC	\$ 53.00	(Katz)	River City
WHLM-F	106.5	36 KW @ 579	AC	Westwd	\$ 17.00	(Banner)	(Bloomsburg)
WKRZ-F	98.5	8.7 KW @ 1172	CHR		\$ 80.00	(Katz)	River City
WMGS-F	92.9	5.3 KW @ 1383	AC		\$ 55.00	(Eastman)	Susquehanna
WSBG-F	93.5	3 KW @ 781	CHR	AP	\$ <20.00	(Market 4)	Nassau
WSGD-F	94.3	1.1 KW @ 771	Oldies		\$ <20.00	(Eastman)	(Carbondale)
WTZR-F	92.1	0.76 KW @ 663	AOR	ABC	\$ <20.00	(Christal)	Shamrock
WWSH-F	102.3	3 KW @ 71	Soft AC		\$ <20.00	(---)	(Pittston)
WQEQ-F	103.1	1.5 KW @ 679	Simulcasts WWSH-F				(Freeland)
WWDL-F	104.9	0.27 KW @ 1093	Soft AC	ABC	\$ 12.00	(Roslin)	
WZMT-F	97.9	20 KW @ 729	AOR	Westwd	\$ 26.00	(K & P)	(Hazleton)

NOTES: WDLS-F (Dallas) sold for \$950,000 (Media Services) . . . WILK/WGBI, WGGY-F and WKRZ-F sold by River City to Sinclair TV. . .

YORK

Arbitron Rank: 103	Stations: 38 / 11	Last Year's Revenue: \$14,200,000
Pop (12+): 374,000	Diaries: 1406 / 266 :1/ 68.8 %	Household Income: \$50,186
MSA Rank: 134	Sample Target: 1,380	Retail Dollars: \$3.8 Bil
MSA Pop: 442,000 DMA # 44 (w/Harris., Lanc.)	% Below Line: 46	Pop per Station: 34,000
Average Person Ratings: 16.5	% Not Listed: 8.7	#1 Biller: WARM-F Rev: \$4,600,000
Market TSL in Hours: 22.00		#1 Billing Portfolio: Susquehanna combo \$7,000,000

12+ Metro	Format	1/4 Share	Fal 95	Sum 95	Spg 95	Win 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Win 95	Revenue Level	
1	WARM -FM	AC	74 / 12.0	9.7	10.1	10.7	11.0	10.6	830 / 22.2	21.5	22.9	F WARM -FM
2	WGTY -FM	C	61 / 9.9	12.4	10.9	10.1	11.0	10.8	716 / 19.1	21.5	19.6	D WGTY -FM
3	WRKZ -FM	C	52 / 8.4	8.3	5.8	8.4	6.5	7.7	691 / 18.5	14.8	14.6	WRKZ -FM
4	WSBA -AM	FS	33 / 5.3	5.7	4.0	5.0	6.2	5.0	577 / 15.4	14.0	16.4	D WSBA -AM
5	WYCR -FM	CHR	30 / 4.9	5.4	6.0	5.7	4.9	5.5	664 / 17.7	17.5	18.9	C WYCR -FM
6	WROZ -FM	SAC	27 / 4.4	6.4	4.5	7.0	5.2	5.6	495 / 13.2	14.3	13.8	WROZ -FM
7	WRVW -FM	AC/CHR	23 / 3.7	2.2	4.1	3.4	2.3	3.4	295 / 7.9	9.1	9.0	WRVW -FM
8	WTPA -FM	AOR	21 / 3.4	2.9	3.6	2.5	3.6	3.1	361 / 9.6	9.8	10.7	WTPA -FM
	WQXA -FM	AC	21 / 3.4	3.8	3.8	3.0	3.7	3.5	416 / 11.1	11.5	10.8	B WQXA -FM
10	WEGK -FM	CL AOR	19 / 3.1	2.2	3.5	3.3	4.4	3.0	352 / 9.4	8.3	11.7	C WEGK -FM
11	WWMD -FM	EZ	18 / 2.9	1.9	3.3	3.1	2.8	2.8	205 / 5.5	5.0	7.9	WWMD -FM
	WWKL -FM	O	18 / 2.9	2.4	3.0	3.4	3.1	2.9	370 / 9.9	7.9	8.1	WWKL -FM
13	WHP -AM	FS	17 / 2.8	2.4	2.1	2.0	2.1	2.3	253 / 6.8	6.5	5.5	WHP -AM

12+ FM Share (Metro): 82.09 % (463 of 564) (Winter 95: 85.58 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WYCR-FM >>	1 WGTY-FM	1 WARM-FM >	1 WARM-FM >	1 WARM-FM >	1 WARM-FM >	1 WARM-FM	1 WARM-FM >	1 WARM-FM	1 WGTY-FM <	1 WARM-FM
2 WGTY-FM <	2 WRKZ-FM <	2 WGTY-FM <	2 WGTY-FM <	2 WGTY-FM	2 WGTY-FM	2 WGTY-FM <	2 WGTY-FM	2 WGTY-FM	2 WARM-FM	2 WGTY-FM
3 WQXA-FM >	3 WARM-FM <	3 WRKZ-FM >	3 WRKZ-FM	3 WRKZ-FM >	3 WRKZ-FM	3 WRKZ-FM	3 WRKZ-FM >	3 WRKZ-FM >	3 WYCR-FM >	3 WRKZ-FM >
4 WGRX-FM >	4 WTPA-FM	4 WRVW-FM <	4 WRVW-FM	4 WRVW-FM	4 WBSA-AM >	4 WBSA-AM >		4 WYCR-FM <	4 WRKZ-FM	4 WEGK-FM
	5 WQXA-FM <	5 WTPA-FM	5 WTPA-FM <						5 WQXA-FM	5 WWKL-FM >
	6 WEGK-FM <		6 WROZ-FM							
	7 WYCR-FM									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WGTY-FM	1 WGTY-FM <	1 WARM-FM <	1 WARM-FM >>	1 WARM-FM >	1 WEGK-FM	1 WTPA-FM	1 WTPA-FM	1 WRKZ-FM	1 WRKZ-FM
2 WYCR-FM	2 WARM-FM >	2 WGTY-FM >	2 WGTY-FM	2 WGTY-FM >	2 WQXA-FM	2 WRKZ-FM <	2 WRKZ-FM	2 WGTY-FM <	2 WGTY-FM
3 WARM-FM <	3 WRKZ-FM	3 WRVW-FM	3 WRKZ-FM	3 WRKZ-FM	3 WGTY-FM	WGTY-FM <	3 WGTY-FM <	3 WTPA-FM <	3 WARM-FM <
4 WRKZ-FM	4 WYCR-FM	4 WRKZ-FM	4 WROZ-FM <	4 WROZ-FM	4 WTPA-FM	4 WEGK-FM	4 WQXA-FM <	4 WARM-FM <	4 WTPA-FM <
5 WQXA-FM >	5 WRVW-FM	5 WYCR-FM <	5 WYCR-FM	5 WRVW-FM <	5 WYCR-FM <	5 WQXA-FM	5 WGRX-FM	5 WEGK-FM <	5 WRVW-FM
6 WNNK-FM	6 WROZ-FM >	6 WROZ-FM	6 WRVW-FM >	6 WWKL-FM	6 WRKZ-FM <	6 WGRX-FM >	WEGK-FM >	6 WRVW-FM <	6 WSBA-AM
WROZ-FM					7 WARM-FM			7 WQXA-FM >	WEGK-FM
					8 WGRX-FM				

YORK

Consolidation Report 12+ 25-54 Revenue

Hall				
WROZ-FM				
WEGK-FM				
Combined	7.4%	8.6%	0.0%	
Telemedia				
WQXA-AM				
WQXA-FM				
WRKZ-FM				
Combined	13.8%	12.8%	0.0%	
	21.2%	21.4%	0.0%	

Other Rated Stations

						Metro Share	Cume Rating
WGCB -FM REL 96.1 Red Lion	0.3 / 1.4						
WGET -AM T 1320 Gettysburg	0.6 / 3.3						
WHVR -AM ST 1280 Hanover	1.9 / 4.1						
WOYK -AM C 1350 York	1.8 / 4.9						
WQXA -AM ST 1250 York	1.9 / 2.8						
WBAL -AM N/T 1090 Baltimore	0.8 / 2.8						
WCMB -AM T 1460 Harrisburg	0.3 / 1.0						
WDAC -FM REL 94.5 Lancaster	2.4 / 5.7						
WERQ -FM B/CHR 92.3 Baltimore	0.3 / 1.1						
WFRE -FM C 99.9 Frederick	0.5 / 2.9						
WGRX -FM AOR 100.7 Westminster	2.1 / 7.8						
WHFS -FM AOR-NR 99.1 Annapolis	0.5 / 1.1						
WHYL -AM ST 960 Carlisle	0.8 / 2.0						
WIOV -FM C 105.1 Ephrata	0.8 / 3.8						
WIYY -FM AOR 97.9 Baltimore	0.8 / 3.2						
WLAN -FM CHR 96.9 Lancaster	1.5 / 5.9						
WLIF -FM SAC 101.9 Baltimore	0.5 / 1.3						
WNCE -FM EZ/ST 92.1 Palmyra	0.5 / 1.3						
WNNK -FM CHR 104.1 Harrisburg	2.3 / 8.7						
WOCT -FM O-70s 104.3 Baltimore	0.3 / 1.1						
WPOC -FM C 93.1 Baltimore	1.6 / 3.4						
WQSR -FM O 105.7 Catonsville, MD	0.3 / 1.1						
WWDC -FM AOR 101.1 Washington, DC	0.3 / 1.4						
WMMX -FM AC 106.5 Baltimore	0.3 / 1.8						
WYMJ -FM AC 94.9 Harrisburg	0.6 / 2.1						

RADIO STATIONS

WGET 1320	1 KW/500 W (DA-2)	Full Service	Westwd, CBS	\$ 15.00 (Banner)	(Gettysburg)
WHVR 1280	5 KW/500 W (DA-2)	Standards	Westwd	\$ 13.00 (D & R)	(Hanover)
WOYK 1350	5 KW/1 KW (DA-N)	Country Oldies	Westwd	\$ 12.00 (Mc-Guild)	
WSBA 910	5 KW/1 KW (DA-2)	Full Service		\$ 48.00 (Eastman)	Susquehanna
WARM-F 103.3	6.4 KW @ 1305	AC		\$ 86.00 (Eastman)	Susquehanna
WGTY-F 107.7	16 KW @ 850	Country	Westwd	\$ 58.00 (Banner)	(Gettysburg)
WEGK-F 92.7	1.4 KW @ 699	Classic AOR	Source	\$ 31.00 (D & R)	(Starview)
WQXA-F 105.7	25 KW @ 705	AC		\$ 27.00 (Torbet)	Hall
WYCR-F 98.5	11 KW @ 928	CHR		\$ 35.00 (D & R)	Telemedia

Other Ranked Stations -- See Harrisburg, Lancaster, Baltimore and Hagerstown

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