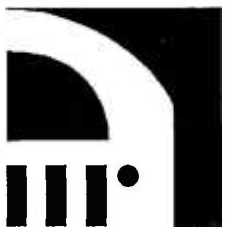


AMERICAN RADIO

SPRING 1997



DUNCAN'S AMERICAN RADIO

AMERICAN RADIO

SPRING 1997 REPORT

Arbitron Rating Period: 27 March - 18 June 1997

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INTRODUCTION

This edition begins the 22nd year AMERICAN RADIO has been published. We sincerely appreciate your support of our work.

We invite your comments or suggestions at any time. Thom Moon or I can be reached at the following address:

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We strongly urge you (especially new clients and subscribers) to read carefully the definition pages that immediately precede the individual market reports. They will help you understand all the information given in the individual market reports. However, if you have any questions, please feel free to call me or Thom Moon. We figure that our time is part of the subscription price. And, we always enjoy talking about AMERICAN RADIO.

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

Any corrections made by Arbitron to earlier published reports are included if they were received before 25 August 1997. Station sales through 8 August 1997 are included.

Compilation of this edition was completed 26 August 1997. Mailing will begin on or before September 11. If your copy is defective in any way, call the Cincinnati office and we will promptly mail you another copy.

Audience data in AMERICAN RADIO is extracted by our proprietary computer software from Arbitron's "r-sale" data tapes. Due to recent changes in Arbitron's method of rounding audience estimates, there may be very minor (and insignificant) differences between what is found in a given Arbitron market report and what is found in this volume. Our software, however, follows Arbitron's published rounding procedures to the letter. The software was developed by our Software Thaumaturge (one who causes apparent miracles to occur), Dave Allen.

Again, thank you for your continued support of our efforts.

DUNCAN'S AMERICAN RADIO

James H. Duncan, Jr.

J.T. Anderton	Thom Moon
Jim Nolan	Dave Allen

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Albuquerque	El Paso	Macon	Saginaw-Bay City
Allentown-Bethlehem	Erie	Madison	St. Louis
Altoona	Eugene	Manchester	Salisbury-Ocean City
Anchorage	Evansville	Mc-Allen Brownsville	Salt Lake City
Ann Arbor	Fargo-Moorhead	Melbourne-Titusville	San Antonio
Appleton-Oshkosh	Fayetteville, NC	Memphis	San Diego
Asheville	Flint	Miami-Ft. Lauderdale	San Francisco
Atlanta	Ft. Myers-Naples	Milwaukee-Racine	San Jose
Atlantic City-Cape May	Ft. Pierce	Minneapolis-St. Paul	Santa Rosa, CA
Augusta, GA	Ft. Wayne	Mobile	Sarasota-Bradenton
Austin	Fresno	Modesto	Savannah
Bakersfield	Gainesville-Ocala	Monmouth-Ocean	Seattle-Tacoma
Baltimore	Grand Rapids	Monterey-Salinas-	Shreveport
Baton Rouge	Green Bay	Santa Cruz	Sioux Falls
Binghamton	Greensboro-Winston Salem	Montgomery	South Bend
Birmingham	Greenville-New Bern	Nashville	Spokane
Bloomington, IL	Greenville-Spartanburg	Nassau-Suffolk	Springfield, MA
Boise	Harrisburg	New Haven	Springfield, MO
Boston	Hartford	New Orleans	Stockton
Bridgeport	Honolulu	New York	Syracuse
Buffalo-Niagara Falls	Houston-Galveston	Norfolk-VA. Beach	Tallahassee
Canton	Huntington-Ashland	Oklahoma City	Tampa-St. Petersburg
Cedar Rapids	Huntsville	Omaha	Terre Haute
Charleston, SC	Indianapolis	Orlando	Toledo
Charleston, WV	Jackson, MS	Oxnard-Ventura	Topeka
Charlotte	Jacksonville, FL	Pensacola	Tucson
Chattanooga	Johnson City-Kingsport-	Peoria	Tulsa
Chicago	Bristol	Philadelphia	Utica-Rome
Cincinnati	Johnstown	Phoenix	Visalia-Tulare-Hanford
Cleveland	Kalamazoo	Pittsburgh	Washington, DC
Colorado Springs	Kansas City	Portland, ME	Waterloo-Cedar Falls
Columbia, SC	Knoxville	Portland, OR	West Palm Beach
Columbus, GA	Lafayette, IN	Portsmouth-Dover-	Wheeling
Columbus, OH	Lafayette, LA	Rochester	Wichita
Corpus Christi	Lakeland	Providence	Wilkes Barre-Scranton
Dallas-Ft. Worth	Lancaster	Pueblo	Wilmington, DE
Davenport-Rock Island-	Lansing	Raleigh-Durham	Wilmington, NC
Moline	Las Vegas	Reno	Worcester
Dayton	Lexington-Fayette	Richmond	York
Daytona Beach	Lincoln	Riverside-San Bernardino	Youngstown
Denver-Boulder	Little Rock	Roanoke-Lynchburg	
Des Moines	Los Angeles	Rochester, NY	

STATION TRADING ACTIVITY
2 FEBRUARY-8 AUGUST 1997

MULTIPLE-MARKET (GROUP) SALES

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
	2/97 VIACOM-CHANCELLOR/EVERGREEN		
WLTW-F	New York	\$224,000,000	
WAXQ-F	New York	117,000,000	
WLIT-F	Chicago	125,000,000	
WDRQ-F	Detroit	42,000,000	
KYSR-F	Los Angeles	200,000,000	
KIBB-F	Los Angeles	150,000,000	
WMZQ-AF	Washington, DC	151,000,000	
WJZW-F	Washington, DC	57,000,000	
WBZS	Washington, DC	<u>4,000,000</u>	
		\$1,070,000,000	
	2/97 CHAMPLIN-JACOR		
WLKT-F	Lexington-Fayette	\$3,600,000	
WLRN-F	Louisville	5,700,000	
WLOC/WMCC-F	Munfordville, KY	<u>\$1,200,000</u>	
		\$10,500,000	
	3/97 SBS-ONE-ON-ONE SPORTS		
KXMG	Los Angeles	\$17,000,000	
WCMQ	Miami	6,000,000	
WXLX	New York	<u>22,000,000</u>	
		\$45,000,000	
	3/97 FRITZ-62ND STREET		
WSGW	Saginaw-Bay City	\$5,200,000	
WGER-F	Saginaw-Bay City	4,700,000	
WIOG-F	Saginaw-Bay City	9,500,000	
WTOD	Toledo	600,000	
WIMX-F	Toledo	2,300,000	
WKKO-F	Toledo	18,500,000	
WRQN-F	Toledo	<u>4,200,000</u>	
		\$45,000,000	
			Foreman
	3/97 HEARST-SFX		
WISN/WLTQ-F	Milwaukee-Racine		
WTAE/WVTY-F	Pittsburgh		
		\$35,000,000	
	3/97 TELE-MEDIA-CITADEL		
WEST	Allentown-Bethlehem	\$600,000	
WLEV-F	Allentown-Bethlehem	19,500,000	
WVAM	Altoona	600,000	
WPRR-F	Altoona	2,600,000	
WQXA-AF	York	7,000,000	
WRKZ-F	Harrisburg	13,000,000	
WGLU-F	Johnstown	3,000,000	
WQKK-F	Johnstown	2,000,000	
WLKW	Providence	2,000,000	
WPRO	Providence	6,500,000	
WPRO-F	Providence	17,400,000	
WWLI-F	Providence	20,000,000	
WARM	Scranton-Wilkes Barre	2,000,000	
WAZL	Scranton-Wilkes Barre (Hazleton)	800,000	
WMGS-F	Scranton-Wilkes Barre	7,400,000	
WZMT-F	Scranton-Wilkes Barre	3,100,000	
WTAD/WMOS-F/WQCY-F/WBRJ-F	Quincy, IL	3,100,000	
WBLF/WRSC/WIKN-F/WQWK-F	State College, PA	<u>6,400,000</u>	
		\$117,000,000	
	4/97 GUARDIAN-SALEM		
WITH	Baltimore	\$1,000,000	
WTSJ	Cincinnati	1,000,000	
WCCD	Cleveland	<u>1,000,000</u>	
		\$3,000,000	
			Force
	4/97 GANNETT-CHANCELLOR		
WGCI-AF	Chicago	\$140,000,000	
KHKS-F	Dallas	90,000,000	
KKBQ-AF	Houston	<u>110,000,000</u>	
		\$340,000,000	
	4/97 CHANCELLOR/EVERGREEN-ABC/DISNEY		
WDRQ-F	Detroit	\$45,000,000	
WJZW-F	Washington, DC	<u>60,000,000</u>	
		\$105,000,000	
			Star

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
	4/97 CHANCELLOR/EVERGREEN-BONNEVILLE		
WLUP-F	Chicago	\$90,000,000	
WPNT-F	Chicago	70,000,000	
KDFC-F	San Francisco	<u>45,000,000</u>	
		\$205,000,000	
	4/97 KNIGHT QUALITY-CAPSTAR		
WEZF-F	Burlington, VT	\$7,100,000	
WTAG	Worcester	7,600,000	
WSRS-F	Worcester	18,700,000	
WGIR	Manchester, NH	4,400,000	
WGIR-F	Manchester, NH	15,100,000	
WCQL	Portsmouth-Dover-Rochester	700,000	
WHEB-F	Portsmouth-Dover-Rochester	13,800,000	
WXHT-F	Portsmouth-Dover-Rochester	<u>2,600,000</u>	
		\$70,000,000	
	4/97 PATTERSON-CAPSTAR		
WWSF-F	Ft. Walton Beach, FL	\$2,000,000	
WBCK/WRCC/WBXX-F/WWKN-F	Battle Creek, MI	4,500,000	
WEEX	Allentown-Bethlehem	600,000	
WODE-F	Allentown-Bethlehem	20,000,000	
KSSK	Honolulu	8,300,000	
KSSK-F	Honolulu	16,200,000	
KUCD-F	Honolulu	3,200,000	
KIKI-AF	Honolulu	10,000,000	
KHVH	Honolulu	2,200,000	
KKLV-F	Honolulu	3,700,000	
KCBL	Fresno	600,000	
KRZR-F	Fresno	7,400,000	
KBOS-F	Fresno	12,500,000	
WSOK	Savannah	1,300,000	
WAEV-F	Savannah	7,800,000	
WLVH-F	Savannah	5,400,000	
WCHY-AF	Savannah	8,700,000	
WYKZ-F	Savannah	2,300,000	
WRCV/WGRD-F	Grand Rapids	13,300,000	
WLHT-F	Grand Rapids	17,500,000	
WTCY	Harrisburg-Lebanon-Carlisle	1,000,000	
WNNK-F	Harrisburg-Lebanon-Carlisle	30,800,000	
WXBM-F	Pensacola	16,000,000	
WFMB-AF	Springfield, IL	8,700,000	
WCVS-F	Springfield, IL	1,700,000	
KCBN	Reno	700,000	
KRNO-F	Reno	3,900,000	
KWNZ-F	Reno	<u>4,800,000</u>	
		\$215,000,000	MVP
	4/97 SFX-CAPSTAR		
WKNN-F	Biloxi-Gulfport	\$11,200,000	
WMJY-F	Biloxi-Gulfport	4,300,000	
WJDS	Jackson, MS	1,900,000	
WZRZ	Jackson, MS	1,000,000	
WJDX-F	Jackson, MS	6,800,000	
WKTF-F	Jackson, MS	4,900,000	
WMSI-F	Jackson, MS	21,600,000	
WSTZ-F	Jackson, MS	<u>8,300,000</u>	
		\$60,000,000	
	4/97 SOLD TO JACOR		
KIGN-F	Cheyenne, WY	\$2,600,000	
KOLZ-F	Cheyenne, WY	1,400,000	
KGAB	Cheyenne, WY	700,000	
KLEN-F	Cheyenne, WY	<u>800,000</u>	
		\$5,500,000	McCoy
	4/97 EXCHANGE: AMERICAN RADIO SYSTEMS & EXCL		
	To ARS: KINK-F Portland, 104.9 San Francisco/San Jose; about \$5,000,000		
	To EXCL: KSSJ-F Sacramento; 100.3 San Jose		
	4/97 EXCHANGE: SFX & CAPSTAR		
	To SFX: WESC-AF/WTPT-F Greenville-Spartanburg		
	To Capstar: WGNE-F Daytona Beach; KKRD-F/KRZZ-F Wichita		
	4/97 JACOR-REGENT		
WEZL-F	Charleston, SC	\$11,500,000	
WXLY-F	Charleston, SC	4,500,000	
WXZZ-F	Lexington-Fayette, KY	<u>3,000,000</u>	
		\$19,000,000	
	4/97 GULFSTAR-CAPSTAR		
KLVII/KIOC-F/KKMY-F/KYKR-F	Beaumont-Pt. Arthur		
KKTK/KWTX-AF/KBRQ-F			
KCKR-F/WACO-F	Waco		
KRYS-AF/KMXR-F/ KNCN-F	Corpus Christi		

(Continued)

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
4/97 GULFSTAR-CAPSTAR (CONTINUED)			
KFYO/KKAM/KFMX-F/KRLB-F/KZII-F	Lubbock		
KIIZ-F/KLFX-F	Killeen-Temple		
KAFX-F/KYKS-F	Lufkin-Nacogdoches, TX		
KIXS-F/KLUB-F	Victoria, TX		
KKTX-AF/KISX-F/KNUE-F/KTYL-F	Tyler-Longview, TX		
KKYR-AF/KLLI-F/KYGL-F	Texarkana, AR-TX		
KWHN/KMAG-F	Ft. Smith, AR		
KEZA-F/KKIX-F/KKZQ-F	Fayetteville-NW Arkansas		
WBIU/WJBW/WYNK-AF/KRVE-F/WLSS-F	Baton Rouge		
KCQL/KDAG-F/KKFG-F/KTRA-F	Farmington, NM		
KBYB-F	El Dorado, AR		
5/97 EVERGREEN-JOHN DOUGLAS			
KDFC	San Francisco	\$8,000,000	
WBZS	Washington, DC	6,000,000	
WZHF	Washington, DC	<u>4,000,000</u>	
		\$18,000,000	Star
5/97 AMERICAN RADIO SYSTEMS-PAXSON			
WBZT	West Palm Beach	\$3,000,000	
WEAT	West Palm Beach	1,500,000	
WKGR-F	West Palm Beach	18,500,000	
WOLL-F	West Palm Beach	<u>10,000,000</u>	
		\$33,000,000	Blackburn
5/97 SNIDER-CITADEL			
KARN-AF	Little Rock	\$8,400,000	
KKRN-AF	Little Rock	1,700,000	
KESR-F	Little Rock	3,300,000	
KIPR-F	Little Rock	10,300,000	
FM CP	Little Rock area	<u>1,300,000</u>	
		\$25,000,000	
6/97 PAXSON-CLEAR CHANNEL			
WFTL	Miami-Ft. Lauderdale	\$4,000,000	
WINZ	Miami-Ft. Lauderdale	16,400,000	
WIOD	Miami-Ft. Lauderdale	20,600,000	
WLVE-F	Miami-Ft. Lauderdale	60,100,000	
WPLL-F	Miami-Ft. Lauderdale	48,800,000	
WZTA-F	Miami-Ft. Lauderdale	66,200,000	
WHNZ	Tampa-St. Petersburg	2,700,000	
WZTM	Tampa-St. Petersburg	2,000,000	
WHPT-F	Tampa-St. Petersburg	43,600,000	
WKES-F	Tampa-St. Petersburg	31,800,000	
WSJT-F	Tampa-St. Petersburg	29,900,000	
WQTM	Orlando	1,800,000	
WWNZ	Orlando	3,500,000	
WJRR-F	Orlando	29,000,000	
WMGF-F	Orlando	36,200,000	
WSHE-F	Orlando	25,800,000	
WTKS-F	Orlando	34,200,000	
WBZT	West Palm Beach	2,700,000	
WEAT	West Palm Beach	1,400,000	
WKGR-F	West Palm Beach	16,700,000	
WOLL-F	West Palm Beach	9,000,000	
WNZS	Jacksonville	3,400,000	
WZNY	Jacksonville	1,900,000	
WFSJ-F	Jacksonville	5,400,000	
WPLA-F	Jacksonville	6,900,000	
WROO-F	Jacksonville	17,300,000	
WTLK-F	Jacksonville	4,700,000	
WTKX-F	Pensacola	3,100,000	
WYCL-F	Pensacola	2,600,000	
WDIZ	Panama City	450,000	
WFSY-F	Panama City	2,200,000	
WPAP-F	Panama City	5,000,000	
WPBH-F	Panama City	990,000	
WSHF-F	Panama City	1,300,000	
WNLS	Tallahassee	270,000	
WJZT-F	Tallahassee	540,000	
WSNI-F	Tallahassee	2,300,000	
WTNT-F	Tallahassee	7,800,000	
WXSR-F	Tallahassee	1,800,000	
WAVK-F/WFKZ-F/WKRY-F	Florida Keys	3,750,000	
WHUB/WPTN/WGIC-F/WGSQ-F	Cookeville, TN	<u>13,400,000</u>	
		\$571,500,000	

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
KVNA-AF/KZGL-F KAAA/KZZZ-F KALF-F/KFMF-F/KPPL-F KROY/KATJ-F KVOY/KTPI-F KQMS/KSHA-F KOWL/KRLT-F	6/97 PARK LANE-REGENT Flagstaff, AZ Kingman, AZ Chico, CA Victorville-Apple Valley, CA Lancaster-Antelope Valley, CA Redding, CA S. Lake Tahoe	<u>\$23,500,000</u>	Star
WQSL-F WXQR-F WWQQ-F	7/97 HVS-CUMULUS Greenville-New Bem Greenville-New Bem Wilmington, NC	\$1,200,000 900,000 <u>3,900,000</u> \$6,000,000	Whittle
WRTH WIL-F KIHT-F WEMP WMYX-F WAMG-F KCIY-F KCFX-F KCAZ KXTR-F KQRC-F KKSJ KKSJ-F KKRH-F WGH WGH-F WVCL-F WBYU WEZB-F WRNO-F WBBF WBEE-F WKLX-F WQRV-F	7/97 HERITAGE-SINCLAIR TV St. Louis St. Louis St. Louis Milwaukee-Racine Milwaukee-Racine Milwaukee-Racine Kansas City Kansas City Kansas City Kansas City Kansas City Portland, OR Portland, OR Portland, OR Norfolk Norfolk Norfolk New Orleans New Orleans New Orleans Rochester, NY Rochester, NY Rochester, NY Rochester, NY	\$2,600,000 42,000,000 19,800,000 1,500,000 15,400,000 11,400,000 11,600,000 47,600,000 600,000 12,000,000 16,800,000 3,800,000 33,500,000 20,000,000 1,600,000 16,300,000 9,600,000 2,500,000 12,000,000 17,900,000 1,000,000 24,900,000 12,800,000 <u>2,800,000</u> \$340,000,000	

8/97 EXCHANGE: BONNEVILLE-CHANCELLOR/EVERGREEN
 To Bonneville: KZLA-F Los Angeles, WTOP/WGMS-F Washington, DC, \$57,000,000
 To Chancellor: WNSR-F New York, KBIG-F Los Angeles, KLDE-F Houston-Galveston

MARKET-BY-MARKET LISTINGS

DATE	STATION(S)	SELLER	MARKET BUYER	CONSIDERATION	BROKER(S)
			ALEXANDRIA, LA		
4/97	KZMZ-F	Chaney	Champion	\$1,555,000	Whitley
4/97	KDBS/KRRV-F		Champion	\$1,900,000	Sunbelt
			ALLENTOWN-BETHLEHEM		
3/97	WEST/WLEV-F (group sale)	Tele-Media	Citadel	\$20,100,000	
4/97	WEEX/WODE-F (group sale)	Patterson	Capstar	\$20,600,000	MVP
7/97	WFMZ-F	Dean	Citadel	\$23,000,000 + WEST	Foreman
			ALTOONA		
3/97	WVAM/WPRR-F (group sale)	Tele-Media	Citadel	\$3,100,000	
6/97	WKMC	Forever		\$25,000	
			AMARILLO		
4/97	KIXZ/KMML-F/KQAC-F		Champion	\$1,500,000	Whitley
4/97	KBUY-F		Champion	\$750,000	Fischer; Whittle
4/97	KTNZ (1010)		Gary Acker	\$90,000	Fischer
			ANCHORAGE		
3/97	KYAK/KGOT-F/KYMG-F	Craig McCaw	Capstar		
			APPLETON-OSHKOSH		
5/97	WNAM/WOSH/WOGB-F/WUSW-F/WVBO-F	Midwest Family	Cumulus	\$11,800,000	Bcst. Asset Mgt.
			ASHEVILLE		
2/97	WISE/WTZQ			\$1,000,000	
			ATLANTIC CITY		
5/97	WRDR-F			\$6,050,000	
5/97	WDOX-F		WAYV-F (G. Fisher)	\$500,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
5/97	WGUS/WEKL-F/WRXR-F/WUUS-F	Wilks	AUGUSTA, GA	Cumulus	\$15,500,000	Blackburn
6/97	KBID/KLYD-F		BAKERSFIELD	American General	\$1,500,000	Kalil
4/97	WITH (Group sale)	Guardian	BALTIMORE	Salem	\$1,000,000	Force
7/97	WABI/WWBX-F		BANGOR		\$950,000	
7/97	WBZN-F				\$500,000	
3/97	WBIU (1210)		BATON ROUGE	Gulfstar	\$250,000	John Barger
3/97	KRVE-F			Gulfstar	\$7,100,000	John Barger
4/97	WBIU/WJBOM/WYNK-AF/ KRVE-F/WLSS-F (Group sale)	Gulfstar		Capstar		
4/97	WBCK/WRCC/WBXX-F/WWKN-F (Grp.)	Patterson	BATTLE CREEK	Capstar	\$4,500,000	MVP
4/97	KLVI/KIOC-F/KKMY-F/KYKR-F (Grp.)	Gulfstar	BEAUMONT-PORT ARTHUR	Capstar		
5/97	KGHL/KIDX-F		BILLINGS, MT		\$1,700,000	
4/97	WKNN-F	SFX	BILOXI-GULFPORT	Capstar	\$11,200,000	
4/97	WMJY-F	SFX		Capstar	\$4,300,000	
4/97	WERC/WMJJ-F/WOWC-F	Ameron	BIRMINGHAM	Capstar	\$31,000,000	MVP
5/97	FM CP [Columbiana]			Capstar	\$75,000	
5/97	WBHJ-F/WBHK-F	H&P		Cox	\$17,000,000	
5/97	WAGG			Cox	\$500,000	
5/97	WENN-F			Cox → Dick	\$14,000,000	
4/97	KCIX-F		BOISE	Lartigue (J. Lynch)	\$7,560,000	Media Svcs.
4/97	KXLT-F			Lartigue (J. Lynch)	\$391,000	Media Svcs.
4/97	KCIX-F/KXLT-F	Lartigue (J. Lynch)		Jacor	\$8,000,000	
3/97	WBOS-F/WOAZ-F (+ WMMR-F Phila.)	Westinghouse/CBS	BOSTON	Greater Media	KRLA/KLSX-F LA	
5/97	WNFT [1150]	Greater Media		American Radio Sys.	\$4,500,000	Serafin
8/97	WPZE [1260]	Salem		Craven/Thompson	\$4,750,000	Serafin
6/97	WGIG/WYNR-F		BRUNSWICK, GA	Root	\$2,125,000	
5/97	KTAM/KORA-F		BRYAN-COLLEGE STATION, TX		\$4,500,000	Riley
3/97	WGR/WWWS	Rich	BUFFALO-NIAGARA FALLS	Sinclair TV	\$1,500,000	
6/97	WHTT-AF/WEDG-F/WGRF-F	Mercury		Bcst. Ptnrs./VS&A	\$62,000,000	Star
4/97	WEZF-F (Group sale)	Knight Quality	BURLINGTON, VT	Capstar	\$7,100,000	MVP
6/97	WRQK-F	SabreCom	CANTON	Connoisseur	\$6,550,000	Blackburn
3/97	KVOC		CASPER, WY		\$105,000	
6/97	KTOF/KDAT-F/KHAK-F		CEDAR RAPIDS	Capstar	\$15,000,000	MVP
7/97	KXIC/KKRQ-F	T. Ingstad		Jacor	\$8,000,000	
4/97	WEZL-F (Group sale)	Jacor	CHARLESTON, SC	Regent	\$11,500,000	
4/97	WXLY-F (Group sale)	Jacor		Regent	4,500,000	
5/97	WSUY-F	Wicks		Dudley/Scconnix	\$2,500,000	
5/97	WXTC/WBUB-F/WJZK-F	Dudley/Scconnix		Wicks	\$5,600,000	
3/97	WRFX-F	American Radio Sys.	CHARLOTTE	SFX	WDSY-F Pittsburgh + \$20,000,000	
7/97	WJOC		CHATTANOOGA		\$230,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			CHEYENNE, WY			
4/97	KIGN-F/KOLZ-F/GAB/KLEN-F (Group sale)			Jacor	\$5,500,000	McCoy
			CHICAGO			
3/97	WLIT-F (Group sale)	Viacom		Chancellor/Evergreen	\$125,000,000	
3/97	WEJM-F [(Lansing, IL)]	Evergreen		Donald Crawford	\$14,700,000	
4/97	WGCI-AF (Group sale)	Gannett		Chancellor/Evergreen	\$140,000,000	
4/97	WLUP-F (Group sale)	Chancellor/Evergreen		Bonneville	\$90,000,000	
4/97	WPNT-F (Group sale)	Chancellor/Evergreen		Bonneville	\$70,000,000	
4/97	WVXX-F [Highland Park]	John Douglas		Odyssey	\$9,500,000	Stevens
4/97	WJDK-F [Morris, IL]			Odyssey	\$1,100,000	Stevens
4/97	WEJM	Evergreen		John Douglas	\$7,500,000	
5/97	WEMG-F [Crete, IL]			Donald Crawford	\$1,800,000	Bergner
			CINCINNATI			
3/97	WVAE-F (+ \$5,000,000)	Heritage		Susquehanna	WGH-AF/WVCL-F Norfolk	
4/97	WTSJ (Group sale)	Guardian		Salem	\$1,000,000	Force
6/97	WMMA-F [Lebanon, OH]			American Radio Systems	\$3,000,000	MVP
			CLEVELAND			
4/97	WTAM/WLTF-F	Secret		Jacor	\$44,900,000	
4/97	WCCD (1000) (Group sale)	Guardian		Salem	\$1,000,000	
			COLUMBIA, SC			
4/97	WNOK-F			Capstar	\$9,300,000	
4/97	WOIC/WMF-F			Clear Channel	\$5,500,000	
			COLUMBUS, OH			
5/97	WJZA-F			Blue Chip	\$4,500,000	Crisler
7/97	WSWZ-F [Lancaster, OH]			WZJZ-F	\$1,700,000	
			COOKEVILLE, TN			
6/97	WHUB/WPTN/WGIC-F/WGSQ-F (Group sale)	Paxson		Clear Channel	\$14,900,000	
			CORPUS CHRISTI			
4/97	KRYS-AF/KMXR-F/KNCN-F	Gulfstar		Capstar		
			DALLAS-Ft. WORTH			
4/97	KHKS-F (Group sale)	Gannett		Chancellor	\$90,000,000	
4/97	KTNO [1540]			John Douglas	\$2,300,000	
6/97	KDGE-F/KZPS-F	Bonneville		Chancellor/Evergreen	\$83,500,000	Star
6/97	KINF [Denton]	Hefel		Mortenson	\$650,000	
			DAVENPORT-ROCK ISLAND-MOLINE			
6/97	WGEN [1500; Geneseo]	Connoisseur			\$30,000	
			DAYTON			
6/97	WONE/WTUE-F/WMMX-F/FWLQT-F/ WXEG-F/WBTT-F	American Radio Sys.	Jacor	WDAF/KMXV-F/KUDL-F/KYYS-F KC		
8/97	WING/WGTZ-F (+ WING-F from Osborn)	Great Trails	Regent		\$18,400,000	
			DAYTONA BEACH			
4/97	WGNE-F	SFX		Capstar	WESC-AF/WTPT-F Grmvl.-Spar.	
4/97	WVYB-F			WNDB/WHOG-F/WKRO-F	\$1,100,000	Media Svcs.
			DENVER-BOULDER			
7/97	KXPK-F			Chancellor/Evergreen	\$26,000,000	
			DETROIT			
2/97	WQBH [1400]				\$2,890,000	
3/97	WEXL [1340; Royal Oak]			Donald Crawford	\$3,500,000	Force
3/97	WDRQ-F (Group sale)	Viacom		Chancellor/Evergreen	\$42,000,000	
4/97	WDRQ-F (Group sale)	Chancellor/Evergreen		ABC/Disney	\$45,000,000	Star
5/97	WLLZ [560; Monroe]	Greater Media		Donald Crawford	\$3,150,000	Force; Serafin
			DUBUQUE			
4/97	GGGY-F/WJOD-F			Communications Properties	\$2,500,000	
			EL DORADO, AR			
4/97	KBYB-F	Gulfstar		Capstar		
			EL PASO			
3/97	KTSM-AF			Galloway	\$6,300,000	Blackburn
			ERIE			
6/97	WFGO-F			Wm. Fleckenstein	\$1,565,000	
8/97	WXTA-F			Media One	\$3,300,000	
			EVANSVILLE			
8/96	WTRI-F [Mt. Carmel, IL]			Connoisseur	\$1,300,000	
2/97	WKDQ-F [Henderson, KY]	Bristol		Brill	\$8,000,000	Blackburn
			FARMINGTON, NM			
4/97	KCQL/KDAG-F/KKFG-F/KTRA-F	Gulfstar		Capstar		

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			FAYETTEVILLE, NC			
1/97	WZFX-F	Weil		Beasley	\$11,500,000	Bergner
3/97	WYRU/WLRD-F			Beasley	\$1,200,000	
4/97	WTSB [580; Lumberton]	Beasley		Willis	\$75,000	
5/97	WIOZ-F [102.5; Southern Pines]			WKQB-F	\$316,500	
			FAYETTEVILLE-NW ARKANSAS			
4/97	KEZA-F/KKIX-F/KKZQ-F	Gulfstar		Capstar		
			FLINT			
6/97	WWCK-AF/WOAP/WAHV-F			Connoisseur	\$18,000,000	MVP
8/97	WFBE-F	Bd. of Educ.		Liggett	\$6,800,000	Blackburn
			FLORENCE, SC			
3/97	WJMX-AF/WDAR-F/WSQN-F	Atlantic		Root	See WGTR-F Myrtle Beach	
			FLORIDA KEYS			
2/97	WAVK-F/WFKZ-F/WKRY-F			Paxson	\$3,500,000	
6/97	WAVK-F/WFKZ-F/WKRY-F (Group sale)	Paxson		Clear Channel	\$4,000,000	
			FREMONT, NE			
4/97	KHUB/KFMT-F			Mitchell	\$347,000	
			FRESNO			
4/97	KEYQ [980]				\$200,000	
4/97	KBOS-F (Group sale)	Patterson		Capstar	\$12,500,000	MVP
4/97	KCBL (Group sale)	Patterson		Capstar	\$600,000	MVP
4/97	KRZR-F (Group sale)	Patterson		Capstar	\$7,400,000	MVP
5/97	KRDU/KJOI-F [Dinuba]			Patterson/Capstar	\$5,260,000	
			Ft. DODGE, IA			
5/97	KIAQ-F/KTLB-F	J. Ingstad		Three Eagles	\$1,500,000	Chapin
			Ft. MYERS-NAPLES			
4/97	WGUF-F	Intermart		Renda	\$2,000,000	
			Ft. PIERCE			
7/97	WOSN-F			Centennial	\$2,950,000	
7/97	WSTU [1450; Stuart]				\$600,000	
			Ft. SMITH, AR			
4/97	KWHN/KMAG-F (Group sale)	Gulfstar		Capstar	\$700,000	Sunbelt
6/97	KLSZ-F				\$1,500,000	
6/97	KZBB-F			Capstar		
			Ft. WALTON BEACH, FL			
4/97	WWSF-F (Group sale)	Patterson		Capstar	\$2,000,000	MVP
			GAINESVILLE-OCALA			
7/97	WNDD-F			Dix	\$4,060,000	
			GRAND RAPIDS			
4/97	WRCV/WGRD-F (Group sale)	Patterson		Capstar	\$13,300,000	MVP
4/97	WLHT-F (Group sale)	Patterson		Capstar	\$17,500,000	MVP
			GREENSBORO-WINSTON SALEM			
3/97	AM CP [1470; Greensboro]			Salem	\$85,000	
5/97	WETR [830; Eden, NC]			Pulitzer		
			GREENVILLE-NEW BERN			
4/97	WKOQ-F/WKJA-F	Roger Ingram		Pinnacle	\$4,000,000	Snowden
7/97	WQSL-F (Group sale)	HVS		Cumulus	\$1,200,000	Whittle
7/97	WXQR-F (Group sale)	HVS		Cumulus	\$900,000	Whittle
			GREENVILLE-SPARTANBURG			
4/97	WESC/WTPT-F (Group sale)	Capstar		SFX	See Group sales	
			HARRISBURG-LEBANON-CARLISLE			
3/97	WRKZ-F (Group sale)	Tele-Media		Citadel	\$13,000,000	
4/97	WTCY (Group sale)	Patterson		Capstar	\$600,000	
4/97	WNNK-F (Group sale)	Patterson		Capstar	\$30,800,000	
			HARTFORD			
7/97	WLAT			Mega	\$550,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
HONOLULU						
1/97	KGU			Chagal	\$575,000	
3/97	KUMU-AF				\$2,800,000	
4/97	KSSK (Group sale)	Patterson		Capstar	\$8,300,000	MVP
4/97	KSSK-F (Group sale)	Patterson		Capstar	\$16,300,000	MVP
4/97	KUCD-F (Group sale)	Patterson		Capstar	\$3,200,000	MVP
4/97	KIKI-AF (Group sale)	Patterson		Capstar	\$10,000,000	MVP
4/97	KHVH (Group sale)	Patterson		Capstar	\$2,200,000	MVP
4/97	KKLV-F (Group sale)	Patterson		Capstar	\$3,700,000	MVP
4/97	KDEO-F			Carbou (K. Nichols)	\$1,590,000	Kalil
4/97	KHNR	Chris Dahl		Chagal	\$720,000	
4/97	KGMZ-F			KRTR-F (Fey; Clifton; Vali)	\$1,600,000	Exline
7/97	KULA [1460]	Mt. Wilson		KRTR-F	\$450,000	
HOUSTON-GALVESTON						
4/97	KLVL [1480; Pasadena]				\$1,250,000	
4/97	KKBQ-AF (Group sale)	Gannett		Chancellor	\$110,000,000	
5/97	KLTO-F [Rosenburg]			Hefel	\$3,080,000	
5/97	KLDE-F (Group sale)	Bonneville		Chancellor/Evergreen	See Group sales	
HUNTSVILLE						
5/97	WTAK-F/MWXQ-F/MXQW-F			Capstar	\$5,450,000	Raymond
IDAHO FALLS-POCATELLO						
4/97	KWIK/KPKY-F			Lartigue (J. Lynch)	\$1,990,000	Media Svcs.
4/97	KID-AF			Lartigue (J. Lynch)	\$1,612,000	Media Svcs.
5/97	KWIK/KPKY-F	Lartigue		Jacor	\$1,400,000	
5/97	KID-AF	Lartigue		Jacor	\$2,000,000	
INDIANAPOLIS						
2/97	WIRE-F [Lebanon, IN]			WGGR-F/WHWH-F	\$1,200,000	
4/97	WGLD-F [Noblesville]			Susquehanna	\$4,300,000	
7/97	WPZZ-F [Franklin]	Willis			\$1,500,000	
JACKSON, MS						
4/97	WJDS (Group sale)	SFX		Capstar	\$1,900,000	
4/97	WZRK (Group sale)	SFX		Capstar	\$1,000,000	
4/97	WJDX-F (Group sale)	SFX		Capstar	\$6,800,000	
4/97	WKTF-F (Group sale)	SFX		Capstar	4,900,000	
4/97	WMSI-F (Group sale)	SFX		Capstar	\$21,600,000	
4/97	WSTZ-F (Group sale)	SFX		Capstar	\$8,300,000	
JACKSONVILLE						
6/97	WZNZ (Group sale)	Paxson		Clear Channel	\$2,100,000	
6/97	WNZS (Group sale)	Paxson		Clear Channel	\$3,800,000	
6/97	WFSJ-F (Group sale)	Paxson		Clear Channel	\$6,000,000	
6/97	WPLA-F (Group sale)	Paxson		Clear Channel	\$7,700,000	
6/97	WROO-F (Group sale)	Paxson		Clear Channel	\$19,200,000	
6/97	WTLK-F (Group sale)	Paxson		Clear Channel	5,200,000	
JEFFERSON CITY, MO						
2/97	KWOS/KJMO-F			Zimmer	\$2,650,000	
JOHNSTOWN						
3/97	WGLU-F (Group sale)	Tele-Media		Citadel	\$3,000,000	
3/97	WQKK-F (Group sale)	Tele-Media		Citadel	\$2,000,000	
3/97	WVSC-AF [Somerset]			Winston	\$1,555,000	
7/97	WJAC/WKYE-F/WVSC-AF	Winston		Forever		
JOPLIN, MO						
5/97	KIXQ-F/KJKT-F/KSYN-F/KXDG-F			Zimmer	\$10,800,000	
KANSAS CITY						
2/97	KQRC-F	Journal		Heritage	WMYU-F/MWVST-F Knoxville	
6/97	WDAF/KMXV-F/KUDL-F/KYYS-F	Jacor		American Radio Sys.	WONE/WBTT-F/WLQT-F/ WMMX-F/WTUE-F/MWXEG-F Dayton	
7/97	WDAF/KUDL-F (+ KCTC & \$3,000,000)	American Radio Sys.		Entercom	KLOU-F St. Louis	
7/97	KCAZ (Group sale)	Heritage		Sinclair TV	\$600,000	
7/97	KCFX-F (Group sale)	Heritage		Sinclair TV	\$47,600,000	
7/97	KCIY-F (Group sale)	Heritage		Sinclair TV	\$11,600,000	
7/97	KQRC-F (Group sale)	Heritage		Sinclair TV	\$16,800,000	
7/97	KXTR-F (Group sale)	Heritage		Sinclair TV	\$12,000,000	
KILLEEN-TEMPLE						
4/97	KIIZ-F/KLFX-F	Gulfstar		Capstar		
5/97	KKIK-F			American Radio Sys.	\$3,650,000	Whitley
KINGSTON, NY						
5/97	WKNY			Dyson	\$630,000	
KNOXVILLE						
3/97	WNOX-F			Dick	\$400,000	

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LAFAYETTE, LA						
3/97	KPEL-F			Galloway	\$2,000,000	
4/97	KNEK-AF			Citywide	\$1,500,000	Raymond
4/97	KSJY-F			Donald Wildmon	\$175,000	
LAKE CHARLES, LA						
4/97	KKGB-F [Sulphur]			Borders	\$2,075,000	
LAS VEGAS						
4/97	KQOL-F	American Gen'l.		Centennial	\$12,500,000	Satterfield & Perry
4/97	KJUL-F	Syncom		Centennial	\$15,500,000	Satterfield & Perry
LAWTON, OK						
7/97	KLAW-F/KZCD-F			Capstar	\$2,280,000	Barger
LEXINGTON-FAYETTE (KY)						
2/97	WLKT-F	Champlin		Jacor	\$3,600,000	
4/97	WXZZ-F	Jacor		Regent	\$3,000,000	
8/97	WLRO-F/WLTO-F	Clark		Regent	\$4,600,000	MVP
LIMA, OH						
2/97	WIMA-WIMT-F/WBUK-F/FM CP [St. Marys]			Jacor	\$7,200,000	
6/97	WCIT/WLJM-F			Forever	\$620,000	
LITTLE ROCK						
4/97	KMVK-F/KOLL-F/KSSN-F	Triathlon		Clear Channel	\$20,000,000	
5/97	KARN-AF (Group sale)	Snider		Citadel	\$8,400,000	
5/97	KRNN-AF/KKRN-F (Group sale)	Snider		Citadel	\$1,700,000	
5/97	KESR-F (Group sale)	Snider, et al		Citadel	\$3,300,000	
5/97	KIPR-F (Group sale)	Snider, et al		Citadel	\$10,300,000	
5/97	FM CP	Snider		Citadel	\$1,300,000	
5/97	KYTN-F	KITA		Citadel	\$1,500,000	Sunbelt
6/97	KMZX-F [Lonoke]	Willis			\$1,300,000	
8/97	KEZQ/KURB-F/KVLO-F	GHB		Citadel	\$12,000,000	
LONGVIEW, WA						
3/97	KEDO/KLYK-F			Entercom	\$1,800,000	
LOS ANGELES						
2/97	KRTO-F [W. Covina]	El Dorado		Cox	\$20,000,000	Stevens
3/97	KIBB-F (Group sale)	Viacom		Chancellor/Evergreen	\$150,000,000	
3/97	KYSR-F (Group sale)	Viacom		Chancellor/Evergreen	\$200,000,000	
3/97	KXMG (Group sale)	SBS		One-on-One Sports	\$17,000,000	
3/97	KRLA/KLSX-F	Greater Media		Westinghouse/CBS	WMMR-F Phila.,	
8/97	KBIG-F (Group sale)	Bonneville		Chancellor/Evergreen	WBOS-F/WOAZ-F Boston	
8/97	KZLA-F (Group sale)	Chancellor/Evergreen		Bonneville	See Group sales	
					See Group sales	
LOUISVILLE						
2/97	WLRS-F (Group sale)	Champlin		Jacor	\$5,700,000	
2/97	WAVG			Pulitzer	\$1,800,000	Henson
LUBBOCK						
3/97	KMMX-F/KONE-F			Pinnacle	\$4,000,000	Star
4/97	KFYO/KKAM/KFMX-F/KCRM-F/KZII-F	Gulfstar		Capstar		
6/97	KKCL-F	American Gen'l.		Capstar	\$3,150,000	Whitley
LUFKIN-NACOGDOCHES						
4/97	KAFX-F/KYKS-F	Gulfstar		Capstar		
MACON						
3/97	WMWR/WAYS-F	Esserman		Magic	\$4,700,000	
4/97	WXKO/WFXM-F				\$550,000	
5/97	WMKS-F			Styles	\$1,225,000	
MADISON						
2/97	WIBA-AF/WTSO/MMDAD-F/WMLI-F/WZEE-F	Point/MidContinent		Capstar		Americom
3/97	WHIT/WVQM-F	Enterprise		Midwest Family	\$6,400,000	
MANCHESTER						
4/97	WGIR (Group sale)	Knight Quality		Capstar	\$4,400,000	MVP
4/97	WGIR-F (Group sale)	Knight Quality		Capstar	\$15,100,000	MVP
4/97	WKBR			WXRV-F	\$145,000	
MANSFIELD, OH						
3/97	WMAN/WYHT-F	Fuerst		Faircom	\$7,650,000	Crisler, Blackburn
MARION-CARBONDALE						
3/97	WJPF/WXLT-F			Zimmer	\$1,250,000	Media Svcs.
MASON CITY, IA						
4/97	KRIB/KLSS-F	Hedberg		ThreeEagles	\$3,500,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			MASSENA, NY			
5/97	WMSA	Forever			\$475,000	
			MEMPHIS			
4/97	WJOI-F [107.5; Germantown]			Flinn	\$4,500,000	
7/97	WWKZ-F [Como, MS]	H. & D. Pearce		Bamstable	\$6,300,000	Stevens
			MIAMI-Ft. LAUDERDALE			
3/97	WCMQ (Group sale)	SBS		One-on-One Sports	\$6,000,000	
5/97	WSRF [1580; Ft. Lauderdale]	Paxson		E! TV	\$500,000	
6/97	WFTL (Group sale)	Paxson		Clear Channel	\$4,400,000	
6/97	WINZ (Group sale)	Paxson		Clear Channel	\$18,200,000	
6/97	WIOD (Group sale)	Paxson		Clear Channel	\$22,900,000	
6/97	WLVE-F (Group sale)	Paxson		Clear Channel	\$66,800,000	
6/97	WPLL-F (Group sale)	Paxson		Clear Channel	\$54,200,000	
6/97	WZTA-F (Group sale)	Paxson		Clear Channel	\$73,500,000	
			MILWAUKEE-RACINE			
3/97	WFMI-F/WFMR-F	Harris		Saga	\$5,000,000	Blackburn
3/97	WISN/WLTQ-F (+ WTAE/WVTY-F Pittsburgh)	Hearst		SFX	\$35,000,000	
5/97	WRJN/WEZY-F			Bliss	\$5,000,000	Patrick
7/97	WZTR-F	Shockley		Clear Channel	\$14,500,000	Kalil
7/97	WEMP (Group sale)	Heritage		Sinclair TV	\$1,500,000	
7/97	WAMG-F (Group sale)	Heritage		Sinclair TV	\$11,400,000	
7/97	WMYX-F (Group sale)	Heritage		Sinclair TV	\$15,400,000	
			MINNEAPOLIS-ST. PAUL			
3/97	KCFE-F/KREV-F/WREV-F	Cargill		ABC/Disney	\$20,700,000	
			MITCHELL, SD			
5/97	KORN/KQRN-F			Sorenson	\$1,200,000	
			MOBILE			
4/97	WKSJ-AF/WNTM/WDWG-F/MMXC-F/WVRKH-F	Ken Johnson		Clear Channel	\$24,000,000	
5/97	WDLT-F			Calendar	\$3,400,000	Bergner
6/97	WAVH-F			American Gen'l.	\$4,000,000	
			MONROE, LA			
8/97	KCTO-F/KMYF-F/KYEA-F			Bcstg. Pttrs./NS&A	\$5,100,000	Gordon Rice
			MONTEREY-SALINAS-SANTA CRUZ			
3/97	KLUE-F	Alta		American Radio Sys.	\$500,000	MVP
3/97	KOCN-F			Lartigue (J. Lynch)	\$6,500,000	Media Svcs.
3/97	KDON-AF/KRQC-F	Henry		Lartigue (J. Lynch)	\$8,250,000	Media Svcs.
4/97	KOMY [Watsonville]			KSCO	NA	
4/97	KTOM-AF	Magic		Lartigue (J. Lynch)	\$8,000,000	Media Svcs.
5/97	KCDU-F/KPIG-F/KXDC-F			New Wave	\$5,300,000	Kalil
7/97	KIEZ [540]				\$250,000	
8/97	KDON-AF/KTOM-AF/KOCN-F/KRQC-F	Lartigue (J. Lynch)		Clear Channel	\$23,200,000	
			MUNFORDVILLE, KY			
2/97	WLOC/WMCC-F (Group sale)	Champlin		Jacor	\$1,200,000	
			MYRTLE BEACH, SC			
3/97	WGTR-F/WWSK-F (+ Florence, SC stations)	Atlantic		Root	\$10,300,000	
4/97	WKZQ-AF			WJYR-F	\$4,500,000	
6/97	WWXM-F			Root	\$7,000,000	
7/97	WDSC/WEGX-F	Beasley		Root	\$3,500,000	Raymond
			NASHVILLE			
4/97	WDBL-AF [Springfield]			WRLG-F/WYYB-F	\$580,000	
6/97	WVOL/WQQK-F			Dickey	\$13,800,000	MVP
			NASSAU-SUFFOLK			
3/97	WBAZ-F/WLIE-F [CP]				\$1,650,000	Foreman
			NEW LONDON, CT			
3/97	WXZR-F			Hall	\$2,000,000	
			NEW ORLEANS			
3/97	WZRH-F [106.1; Picayune]			Guaranty	\$2,000,000	
7/97	WBYU (Group sale)	Heritage		Sinclair TV	\$2,500,000	
7/97	WEZB-F (Group sale)	Heritage		Sinclair TV	\$12,000,000	
7/97	WRNO-F (Group sale)	Heritage		Sinclair TV	\$17,900,000	
			NEW YORK			
3/97	WAXQ-F (Group sale)	Viacom		Chancellor/Evergreen	\$117,000,000	
3/97	WLTW-F (Group sale)	Viacom		Chancellor/Evergreen	\$224,000,000	
3/97	WXLX	SBS		One-on-One Sports	\$22,000,000	
6/97	WZRC [1480]	Westinghouse/CBS		John Douglas	\$13,000,000	LaRue
6/97	WNSR-F (Group sale)	Bonneville		Chancellor/Evergreen	See Group sales	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
NORFOLK-VIRGINIA BEACH						
2/97	WGH-AF/WVCL-F	Susquehanna		Heritage	WVAE-F + \$5,000,000	
5/97	WFOG [1600]	MAX			\$125,000	
7/97	WGH (Group sale)	Heritage		Sinclair TV	\$1,600,000	
7/97	WGH-F (Group sale)	Heritage		Sinclair TV	\$16,300,000	
7/97	WVCL-F (Group sale)	Heritage		Sinclair TV	\$9,600,000	
ODESSA-MIDLAND						
3/97	KBAT-F			T. Vasocu	\$1,025,000	
3/97	KQIP-F			T. Vasocu	\$475,000	
ORLANDO						
6/97	WQTM (Group sale)	Paxson		Clear Channel	\$2,000,000	
6/97	WWNZ (Group sale)	Paxson		Clear Channel	\$3,900,000	
6/97	WJRR-F (Group sale)	Paxson		Clear Channel	\$32,200,000	
6/97	WGMF-F (Group sale)	Paxson		Clear Channel	\$40,200,000	
6/97	WSHE-F (Group sale)	Paxson		Clear Channel	\$28,700,000	
6/97	WTKS-F (Group sale)	Paxson		Clear Channel	\$38,000,000	
PALM SPRINGS, CA						
3/97	KUNA-AF			News-Press & Gazette	\$1,825,000	Exline
PANAMA CITY, FL						
2/97	WAKT-F/WRBA-F			Root	\$3,400,000	Boyle
4/97	WDRK-F/WPFM-F			Root	\$2,750,000	Clark
5/97	WYOO-F			Styles	\$770,000	
6/97	WDIZ (Group sale)	Paxson		Clear Channel	\$1,100,000	
6/97	WFSY-F (Group sale)	Paxson		Clear Channel	\$2,400,000	
6/97	WPAP-F (Group sale)	Paxson		Clear Channel	\$5,600,000	
6/97	WPBH-F (Group sale)	Paxson		Clear Channel	\$1,100,000	
6/97	WSHF-F (Group sale)	Paxson		Clear Channel	\$1,400,000	
PENSACOLA						
2/97	WMEZ-F			Patterson → Capstar	\$7,000,000	
4/97	WXBM-F (Group sale)	Patterson		Capstar	\$16,000,000	
6/97	WTKX-F (Group sale)	Paxson		Clear Channel	\$3,400,000	
6/97	WYCL-F (Group sale)	Paxson		Clear Channel	\$2,900,000	
PEORIA						
5/97	WIXO-F [Bartonville]			Cromwell	\$853,000	
PHILADELPHIA						
3/97	WMMR-F (+ WBOS-F/WOAZ-F Boston)	Westinghouse/CBS		Greater Media	KRLA/KLSX-F LA	
4/97	WFLN-F	Evergreen		Greater Media	\$41,800,000	
PITTSBURGH						
3/97	WDSY-F (+ \$20,000,000)	SFX		American Radio Sys.	WRFX-F Charlotte	
3/97	WTAE/WVTY-F (+ WISN/WLTQ-F Milwaukee)	Hearst		SFX	\$35,000,000	
PORTLAND, OR						
3/97	KOTK	EXCL		Jacor	\$8,300,000	
3/97	KINK-F (Group sale)	EXCL		American Radio Sys.	See Group sales	Star, MVP
7/97	KKRH-F (Group sale)	Heritage		Sinclair TV	\$20,000,000	
7/97	KKSN (Group sale)	Heritage		Sinclair TV	\$3,800,000	
7/97	KKSN-F (Group sale)	Heritage		Sinclair TV	\$33,500,000	
PORTSMOUTH-DOVER-ROCHESTER						
4/97	WCQL (Group sale)	Knight Quality		Capstar	\$700,000	MVP
4/97	WHEB-F (Group sale)	Knight Quality		Capstar	\$13,800,000	MVP
4/97	WXHT-F (Group sale)	Knight Quality		Capstar	\$2,600,000	MVP
7/97	WMYF/WZNN/WERZ-F/WWSRI-F	Precision		American Radio Sys.	\$6,000,000	
7/97	WSTG-F			Fuller-Jeffrey	\$1,000,000	
POUGHKEEPSIE, NY						
5/97	WDSP-F			Dyson	\$1,370,000	
7/97	WBNR/WSPK-F			Albany Bcstg.	\$14,000,000	Blackburn
PROVIDENCE						
3/97	WLKW (Group sale)	Tele-Media		Citadel	\$2,000,000	
3/97	WPRO (Group sale)	Tele-Media		Citadel	\$6,500,000	
3/97	WPRO-F (Group sale)	Tele-Media		Citadel	\$17,400,000	
3/97	WWLI-F (Group sale)	Tele-Media		Citadel	\$20,000,000	
4/97	WPJB-F [Narragansett Pier]			Back Bay	\$1,000,000	
5/97	WDGE-F/WDGF-F	Urso		Citadel	\$8,500,000	
PUEBLO						
6/97	KFEL/KNKN-F	Guardian		Gary Acker	\$725,000	
QUINCY, IL						
3/97	WTAD/WMOS-F/WQCY-F/ WBRJ-F [LMA] (Grp.)	Tele-Media		Citadel	\$3,100,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
RALEIGH-DURHAM						
3/97	WDUR/WFXC-F/WFXK-F	Pinnacle		Clear Channel	\$20,000,000	Star
4/97	WPXX-F [Semora, NC -- within Raleigh DMA]			Pinnacle	\$3,000,000	Snowden; Whittle
5/97	WLLE			Mortenson	\$525,000	
6/97	WCHL [1360; Chapel Hill]	Village		Curtis	\$400,000	
RENO						
4/97	KCBN (Group sale)	Patterson		Capstar	\$700,000	MVP
4/97	KRNO-F (Group sale)	Patterson		Capstar	\$3,900,000	MVP
4/97	KWNZ-F (Group sale)	Patterson		Capstar	\$4,800,000	MVP
RICHMOND						
6/97	WXGI [950]				\$650,000	
RIVERSIDE-SAN BERNARDINO						
4/97	KFRG-F/KXFG-F	Amaturo		American Radio Sys.	\$60,000,000	
ROANOKE-LYNCHBURG						
2/97	WJJS-AF/WJJX-F/WLDJ-F/WRDJ-F	Cavalier		Capstar		
2/97	WXLK-F/WLYK-F	Coleman		Mel Wheeler	\$7,500,000	
4/97	WJLM-F			Capstar	\$3,100,000	Blackburn
ROCHESTER, NY						
1/97	WNVE-F	Lerner		Jacor	\$5,000,000	
3/97	WCMF [AM]	American Radio Sys.		Donald Crawford	\$650,000	Blackburn
3/97	WMAX-F			Jacor	\$4,000,000	Blackburn
3/97	WMHX-F			Jacor	\$1,200,000	Blackburn
3/97	WRCD-F			Jacor	\$1,800,000	Blackburn
7/97	WBBF (Group sale)	Heritage		Sinclair TV	\$1,000,000	
7/97	WBEE-F (Group sale)	Heritage		Sinclair TV	\$24,900,000	
7/97	WKLX-F (Group sale)	Heritage		Sinclair TV	\$12,800,000	
7/97	WQRV-F (Group sale)	Heritage		Sinclair TV	\$2,800,000	
SACRAMENTO						
4/97	KSSJ-F (Group sale)	American Radio Sys.	EXCL		See Group sales	Star; MVP
7/97	KCTC + WDAF/KUDL-F KC & \$3,000,000)	American Radio Sys.	Entercom		KLOU-F St. Louis	
8/97	KBYA-F [CP: 94.7; Fair Oaks]	Susquehanna	Entercom		\$15,900,000	Patrick
SAGINAW-BAY CITY						
3/97	WSGW (Group sale)	Fritz		62nd Street	\$5,200,000	Foreman
3/97	WGER-F (Group sale)	Fritz		62nd Street	\$4,700,000	Foreman
3/97	WIOG-F (Group sale)	Fritz		62nd Street	\$9,500,000	Foreman
5/97	WKNX [1250; Frankenmuth]	Bell			\$210,000	
SALISBURY-OCEAN CITY						
3/97	WRXS-F			HVS	\$400,000	
4/97	WICO-AF/WYUS/WAFL-F/WLFX-F/WXJN-F	Prettyman		Delmarva	\$12,000,000	
SALT LAKE CITY						
4/97	KBKK-F			Jacor	\$4,500,000	
4/97	KFAM			Jacor	\$1,200,000	Force
5/97	KFNZ/KBEE-F	John Price		Citadel	\$2,900,000	
SAN ANTONIO						
6/97	KLUP/KISS-F/KSMG-F	Rusk		Cox	\$30,000,000	
SAN DIEGO						
1/97	KCEO	Nationwide		Art Astor	\$2,600,000	Stevens
4/97	KCBQ	Jacor		Regent	\$6,000,000	
SAN FRANCISCO						
3/97	KITS-F	Entercom	Westinghouse/CBS	KPIX-F + KLOU-F St. Louis		
3/97	KPIX-F (+KLOU-F St. Louis)	Westinghouse/CBS	Entercom	KITS-F		
3/97	KPIX-F	Entercom		Bonneville	\$39,600,000	Star
4/97	KDFC-F	Chancellor/Evergreen		Bonneville	\$45,000,000	
4/97	107.7 facility + KSAN-F calls	Chancellor/Evergreen		Susquehanna	\$44,000,000	Star, Patrick
5/97	KDFC [AM]	Chancellor/Evergreen		John Douglas	\$8,000,000	Star
5/97	KOFY	Gabbert		Susquehanna	\$14,500,000	
SAN JOSE						
2/97	KNTA			Inner City	\$2,200,000	
3/97	KEZR-F	Alta		American Radio Sys.	\$23,500,000	MVP
4/97	100.3 facility (Group sale)	American Radio Sys.	EXCL		See Group sales	Star, MVP
4/97	104.9 facility (Group sale)	EXCL		American Radio Sys.	See Group sales	Star, MVP
7/97	KKSJ	American Radio Sys.		John Douglas	\$3,200,000	
SAN LUIS OBISPO						
4/97	KKJG-F			American Gen'l.	\$1,500,000	
6/97	KIXT-F			American Gen'l.	\$900,000	Exline
SANDUSKY, OH						
4/97	WLEC/WCPZ-F			Jacor	\$7,650,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			SANTA BARBARA, CA			
3/97	KQSB/KSBL-F/KTYD-F			Jacor	\$13,500,000	
			SANTA FE			
4/97	FM CP [107.5; Los Alamos]			Withers	\$35,000	
			SANTA ROSA, CA			
7/97	KMXN [1150]			Jacor	\$100,000	
			SAVANNAH			
4/97	WSOK (Group sale)	Patterson		Capstar	\$1,300,000	MVP
4/97	WAEV-F (Group sale)	Patterson		Capstar	\$7,800,000	MVP
4/97	WL VH-F (Group sale)	Patterson		Capstar	\$5,400,000	MVP
4/97	WCHY-AF (Group sale)	Patterson		Capstar	\$8,700,000	MVP
4/97	WYKZ-F (Group sale)	Patterson		Capstar	\$2,300,000	MVP
			SEBRING, FL			
5/97	WITS/WYMR-F			Jacor	\$700,000	
			SIOUX FALLS, SD			
4/97	KIXK-F [Canton, SD, now KYBB-F]			Southern Minnesota	\$402,000	
			SPOKANE			
7/97	KCDA-F	John Rook		KNJY-F	\$1,500,000	
7/97	KEZE-F			KCDA-F/KNJY-F	\$1,200,000	
7/97	KVNI/KHTQ-F [Coeur d'Alene, ID]	Hagadone		Morgan Murphy	\$2,500,000	
			SPRINGFIELD, IL			
4/97	WCVS-F (Group sale)	Patterson		Capstar	\$1,700,000	MVP
4/97	WFMB-AF (Group sale)	Patterson		Capstar	\$8,700,000	MVP
			SPRINGFIELD, MO			
3/97	KXUS-F	Demaree		Sunburst	\$5,500,000	
8/97	KTOZ-F			KHTO-F/KQMO-F	\$3,300,000	
			ST, LOUIS			
3/97	KLOU-F (+ KPXX-F San Francisco)	Westinghouse/CBS	Entercom		KITS-F San Francisco	
7/97	KLOU-F	Entercom	American Radio Sys.		WDAF/KUDL-F KC, KCTC Sacramento + \$3,000,000	
7/97	WRTH (Group sale)	Heritage		Sinclair TV	\$2,600,000	
7/97	KIHT-F (Group sale)	Heritage		Sinclair TV	\$19,800,000	
7/97	WIL-F (Group sale)	Heritage		Sinclair TV	\$42,000,000	
8/97	WCBW-F	Continental		Jacor	\$13,000,000	
			STATE COLLEGE, PA			
3/97	WBLF/WRSC/WIKN-F/WQWK-F (Group sale)	Tele-Media		Citadel	\$6,400,000	
			SUMMERTON, SC			
3/97	WLJI-F			Root		See WGTR-F Myrtle Beach
			SYRACUSE			
5/97	WMBO/WPCX-F [Auburn]	Great Scott			\$1,685,000	Americom
6/97	WXOS-F [CP: 96.7; Oswego]			WOLF [AM]	\$65,000	Rosenblum
			TALLAHASSEE			
2/97	WMLO-F [Havana, FL]	Ed Winton			\$1,900,000	MVP
6/97	WNLS (Group sale)	Paxson		Clear Channel	\$300,000	
6/97	WJZT-F (Group sale)	Paxson		Clear Channel	\$600,000	
6/97	WSNI-F (Group sale)	Paxson		Clear Channel	\$2,500,000	
6/97	WTNT-F (Group sale)	Paxson		Clear Channel	\$8,700,000	
			TAMPA-ST. PETERSBURG			
4/97	WBDN			Mega	\$1,750,000	
6/97	WHNZ (Group sale)	Paxson		Clear Channel	\$3,000,000	
6/97	WZTM (Group sale)	Paxson		Clear Channel	\$2,200,000	
6/97	WHPT-F (Group sale)	Paxson		Clear Channel	\$48,400,000	
6/97	WKES-F (Group sale)	Paxson		Clear Channel	\$35,300,000	
6/97	WSJT-F (Group sale)	Paxson		Clear Channel	\$33,200,000	
7/97	WAMA				\$1,900,000	
7/97	WQBN			Genesis	\$1,100,000	
8/97	WTMP				\$1,100,000	
			TEXARKANA, AR-TX			
4/97	KKYR-AF/KLLI-F/KYGL-F	Gulfstar		Capstar		
			THOUSAND OAKS, CA			
4/97	KAHS [850]			Jacor	\$400,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
TOLEDO						
3/97	WTOD (Group sale)	Fritz		62nd Street	\$600,000	Foreman
3/97	WIMX-F (Group sale)	Fritz		62nd Street	\$2,300,000	Foreman
3/97	WKKO-F (Group sale)	Fritz		62nd Street	\$18,500,000	Foreman
3/97	WRQN-F (Group sale)	Fritz		62nd Street	\$4,200,000	Foreman
7/97	WTOD/WIMX-F/WKKO-F/WRQN-F	62nd Street		Cumulus	\$30,000,000	Formean
7/97	WXKR-F			Cumulus	\$5,000,000	
7/97	WLQR/WWWWM-F	Dickey		Cumulus	\$10,000,000	
TOPEKA						
6/97	WREN	Glinter		Mortenson	\$500,000	
TULSA						
5/97	KQSY-F [Collinsville]			Clear Channel	\$1,900,000	Fischer
TUSCALOOSA, AL						
4/97	WTXT-F	Athens		Capstar		
6/97	WZBQ-F			Capstar	\$3,200,000	Raymond
TWIN FALLS, ID						
2/97	KLIX-AF/KEZJ-F			Lartigue (J. Lynch)	\$7,700,000	Media Svcs.
6/97	KLIX-AF/KEZJ-F	Lartigue (J. Lynch)		Jacor	\$9,600,000	
TYLER-LONGVIEW, TX						
4/97	KKTX-AF/KISX-F/KNUE-F/KTYL-F	Gulfstar		Capstar		
VICTORIA, TX						
4/97	KIXS-F/KLUB-F	Gulfstar		Capstar		
WACO, TX						
4/97	KKTK/KWTX-AF/KBRQ-F/KCKR-F/WACO-F	Gulfstar		Capstar		
WALLA WALLA, WA						
6/97	KLKY-F			Citadel	\$621,000	
WASHINGTON, DC						
3/97	WZHF/WMZQ-F (Group sale)	Viacom		Chancellor/Evergreen	\$151,000,000	
3/97	WBZS (Group sale)	Viacom		Chancellor/Evergreen	\$4,000,000	
3/97	WJZW-F (Group sale)	Viacom		Chancellor/Evergreen	\$57,000,000	
4/97	WJZW-F (Group sale)	Chancellor/Evergreen		ABC/Disney	\$60,000,000	
5/97	WBZS (Group sale)	Chancellor/Evergreen		John Douglas	\$6,000,000	Star
5/97	WZHF (Group sale)	Chancellor/Evergreen		John Douglas	\$4,000,000	Star
5/97	WNTL [1030; Indian Head, MD]			Mortenson	\$1,500,000	
8/97	WTOP/WGMS-F (Group sale)	Chancellor/Evergreen		Bonneville	See Group sales	
WATERBURY, CT						
2/97	WWCO			Buckley	\$500,000	New England
WATERLOO-CEDAR FALLS						
4/97	KCRR-F [Grundy Center]			Connoisseur	\$2,000,000	Stevens
WEST PALM BEACH						
5/97	WBZT (Group sale)	American Radio Sys.		Paxson	\$3,000,000	Blackburn
5/97	WEAT (Group sale)	American Radio Sys.		Paxson	\$1,500,000	Blackburn
5/97	WKGR-F (Group sale)	American Radio Sys.		Paxson	\$18,500,000	Blackburn
5/97	WOLL-F (Group sale)	American Radio Sys.		Paxson	\$10,000,000	Blackburn
6/97	WBZT (Group sale)	Paxson		Clear Channel	\$3,000,000	
6/97	WEAT (Group sale)	Paxson		Clear Channel	\$1,500,000	
6/97	WKGR-F (Group sale)	Paxson		Clear Channel	\$18,500,000	
6/97	WOLL-F (Group sale)	Paxson		Clear Channel	\$10,000,000	
7/97	WTPX-F (Group sale)			American Radio Sys.	\$11,000,000	Blackburn
WICHITA						
4/97	KKRD-F/KRZZ-F (Group sale)	SFX		Capstar	See Group sales	
7/97	KQAM	Triathlon		KSGI	\$250,000	
WICHITA FALLS, TX						
5/97	KLUR-F/KQXC-F/KYYI-F			Cumulus	\$7,000,000	Fischer
6/97	KNIN-F			Apex (B. Holberg)	\$2,000,000	Patrick
6/97	KTLT-F			Apex (B. Holberg)	\$1,400,000	Patrick
6/97	KWFS-AF	American Gen'l.		Apex (B. Holberg)	\$1,400,000	Whitley
WILKES BARRE-SCRANTON						
4/97	WARM (Group sale)	Tele-Media		Citadel	\$2,000,000	
4/97	WAZL (Group sale)	Tele-Media		Citadel	\$800,000	
4/97	WMGS-F (Group sale)	Tele-Media		Citadel	\$7,400,000	
4/97	WZMT-F (Group sale)	Tele-Media		Citadel	\$3,100,000	
4/97	WKRF-F			Sinclair TV	\$150,000	
5/97	WVSH-F			Sinclair TV	\$750,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
4/97	WLYC/WILQ-F		<i>WILLIAMSPORT, PA</i>			
6/97	WWPA/WWRT-F	Winston		SabreCom Forever	\$1,925,000	
5/97	WAAV-F		<i>WILMINGTON, NC</i>			
7/97	WWQQ-F (Group sale)	HVS		Cumulus Cumulus	\$1,600,000 \$3,900,000	Whittle
4/97	WAPP-F/WBPP-F		<i>WINCHESTER, VA</i>			
				WINC-AF	\$850,000	Media Svcs.
4/97	WTAG (Group sale)		<i>WORCESTER</i>			
4/97	WSRS-F (Group sale)	Knight Quality		Capstar	\$7,600,000	MVP
		Knight Quality		Capstar	\$18,700,000	MVP
3/97	WQXA-AF (Group sale)		<i>YORK</i>			
		Tele-Media		Citadel	\$7,000,000	
7/97	WKBN-AF		<i>YOUNGSTOWN-WARREN</i>			
				Jacor	\$11,000,000	Blackburn
3/97	KBLU/KTTI-F/KYJT-F		<i>YUMA, AZ</i>			
		Commonwealth		Capstar		

INDIVIDUAL MARKET REPORTS

Definitions, Clarifications and Explanations

Even long-term subscribers should review these pages carefully. We have made numerous changes and additions to American Radio. Your understanding of the Individual Market Reports will be far greater if you are familiar with the systems and methodologies used.

The best way to explain an Individual Market Report is to go through it section by section. We'll use Akron from Spring 1997 as an example, starting at the top left of the report:

Arbitron Rank:	67	Pop (12+):	571,800
MSA Rank:			77
MSA Pop:			683,000
DMA #		Cleveland (#13)	
Average Persons Ratings:			16.8
Market TSL in Hours:			22.00

The Arbitron rank is based on the 12+ population of the Arbitron metro survey area. The rank number (67 in this case) is Akron's ranking among the 265 Arbitron radio markets.

The MSA (Metropolitan Statistical Area) rank is shown along with the total (0+) estimated population. Where the market is split into two or more MSA's, at least the largest is listed.

The Nielsen TV DMA (Designated Market Area) ranking is found directly below MSA rank. We note those cases in which a radio market is combined with others within a single DMA (such as this instance, in which Akron is part of the Cleveland DMA, which ranks #13).

The Average Persons Rating indicates the percentage of the metro 12+ population which is using any and all radio in an average quarter-hour anytime during the standard survey week, Monday-Sunday, 6 AM-12 Midnight. The Average Persons Rating is roughly comparable to television's Persons Viewing Television (PVT) figure.

Market TSL (Time Spent Listening) is the time the average radio listener spent with any and all radio over the entire week. In this case, the average listener spent 22 hours listening to radio over the broadcast week.

Now we'll move to the top center column of information.

Stations:		30 / 6
Diaries	1,817 / 315:	160.0%
Sample Target:		1,760
% Below Line:		55.5
% Not Listed:		14.5
Pop per Station:		95,300

There are 30 stations listed in the Akron Arbitron market report. Of those 30, 6 are home to the Arbitron metro survey area – listed "above the line." Thus, 24 stations listed are licensed to cities outside the metro, but they still accumulated enough listening within the Akron metro to rate inclusion in the market report. Please be aware, however, that some stations appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information contained in "Diaries" is a bit complex but is all quite important. It gives you a thumbnail sketch of Arbitron's success in sending out and retrieving diaries in the market.

1,817 – the number of usable (in-tab) diaries return from respondents in the metro survey area (In general, the higher the number, the better.)

315:1 – an approximate "persons per diary" value: in the metro, the average diary represents 315 persons 12+ (generally, the lower the number, the better)

60.0% – this is "return rate": total usable (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary (again, higher is better). This number represents total diaries from the metro and does not necessarily indicate return from any individual sex/age group. It is not a percentage of total people contacted, but rather, a percentage of the total number of diaries sent out.

Sample Target is the number of usable (in-tab) diaries Arbitron designates for the market – its goal for return. Over the past few years, Arbitron has raised its market sample targets by at least 15% (and, in some cases, by as much as 70%) in response to broadcasters' concerns over unstable results.

The "% Below Line" figure indicates the percentage of total radio listening accumulated by "below the line" stations. This figure, along with the next, "% Not Listed", indicates how much listening in the market is not available to the local commercial stations. This may affect CPM's as well as the effectiveness and salability of local radio. "% Not Listed" reflects listening to stations that did not qualify for listing: distant stations, marginal local stations and public/non-commercial stations.

However, the "% Below Line" figures does not include the listening to home to the market which were placed "below the line" for violating one of Arbitron's policies on "special station activities" (which include on-air mentions of the radio ratings, or any other acknowledgment that the market's radio listening is being surveyed). The audience estimates of such stations are still considered as home to the market, although, in accordance with Arbitron policy, we will note local stations that have been placed "below the line."

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

Next, we move to the top right column:

Last Year's Revenue: \$17,000,000
 Household Income: \$40,820
 Retail Dollars: \$6.6 Bil
 #1 Biller: WKDD-F \$4,300,000
 #1 Billing Portfolio:
 WAKR/WONE-FWQMX-F \$7,900,000

The revenue estimates are based on figures found in the 1997 edition of Duncan's Radio Market Guide. The figures are gross, excluding "trade."

"HH Income" is Consumer Spendable Income per household. The estimate for Akron is \$40,820

Retail Dollars is the market's estimated Total Retail Sales – in this case, \$6.6 Billion. The data are based on *Sales & Marketing Management's Survey of Buying Power*, and is dated 1 January, 1996.

The #1 Biller is that station I believe to be the leading biller in the market, along with its estimated 1996 gross revenue. It is extracted from the 1997 edition of Duncan's Radio Market Guide.

The next section is the trended 12+ information:

12+ Metro	Format	¼ Share	Win 97	Fall 96	Sum 96	Spg 96	4 Book Avg	12+ Metro Cume / Rating	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1 WQMX-F	C	72 / 7.5	6.9	6.9	7.5	6.5	7.2	887 / 15.5	17.6	16.5	140 / 1744	E WONE-F

All the figures in this section are based upon the standard survey (broadcast) week (Mon-Sun, 6 AM-12 Mid). All audience figures are in hundreds (00); ratings and shares are always percentages.

First is the station's 12+ Broadcast Week ranking, based on its average quarter hour persons figure. Next to the station's calls is a format code. The legend is as follows:

- AC - Adult Contemporary (the new "Modern AC" is abbreviated "AC-NR"; a "Hot" AC is AC/CHR, or CHR/AC)
- AOR - Album Oriented Rock (may have suffixes: NR = New Rock; P = Progressive/Alternative; /CL = high % of Classic AOR)
- B - Black (audience is 75% or more Black) (may have suffixes: /AC = AC; /O = Oldies; /G = Gospel)
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL AOR - Classic Rock, Classic AOR
- CL HITS - Classic Hits (also known as "70's Oldies")
- CL - Classical
- C - Country
- FS - Full Service
- E - Ethnic (Foreign Language)
- EZ - Easy Listening, Beautiful Music
- G - Gospel
- J - Jazz, New Adult Contemporary
- N - News
- O - Oldies ("O-70S" indicates 70's Oldies)
- REL - Religion, Christian, Christian music
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- SPRTS - Sports
- ST - Standards, Big Bands, Nostalgia
- T - Talk
- U - Urban (75% or more of audience is non-white)
- ? - Other, Unknown

These codes may be joined to best represent a station's individual format. The code that comes first is the one that represents the station's primary programming: FS/C is a Full Service station that also plays some Country music.

Within the numbers, reading from left to right, WQMX-FM has 7,200 listeners per average quarter hour in the metro. This gives it a 7.5 share of audience during the latest survey period. Historical shares follow, along with a four-book average (the most recent survey, plus the three that precede it).

Next is the metro cume (cumulative) audience and cume rating (cume audience expressed as a percentage of 12+ population). WQMX-FM has 88,700 cume listeners 12+, which give it a 15.5 cume rating. Historical cume ratings follow (prior major survey and prior year).

The Revenue Level provides an estimate of revenue of most, but often, not all, stations home to the market. No revenue level is provided for out-of-market stations; for those, look in their home market. For some stations – indeed, entire markets, in some cases – no revenue estimates are possible. Revenue levels are based on the stations' estimated revenues contained in the latest Duncan's Radio Market Guide.

The codes for revenue levels are:

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

Then there's a line by itself:

12 + FM Share (Metro): 80.76% (663 of 821) (Spring 96: 83.64%)

These figures indicate how much of the market's listening goes to FM stations. These figures are calculated by adding up the Mon-Sun, 6 AM-12 Mid quarter-hour audience estimates for all the listed stations and dividing into it the total quarter-hour audience estimates for all listed FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report. However, by definition, this amount is small and should not significantly affect the percentage.

Next are the 21 demographic and daypart rankings. We are not allowed to print actual ratings figures, per our agreement with Arbitron. The number of stations listed depends on the size of the market. All of these rankings are based on metro area average quarter-hour persons audience estimates:

Teens:	Persons 12-17, Mon-Sun, 6 AM-12 Mid
18-34:	Adults 18-34, Mon-Sun, 6 AM-12 Mid
18-49:	Adults 18-49, Mon-Sun, 6 AM-12 Mid
25-49:	Adults 25-49, Mon-Sun, 6 AM-12 Mid
25-54:	Adults 25-54, Mon-Sun, 6 AM-12 Mid
35+:	Adults 35+, Mon-Sun, 6 AM-12 Mid
12+ AMD:	Total persons 12+, Mon-Fri, 6-10 AM
12+ MID:	Total persons 12+, Mon-Fri, 10 AM-3 PM
12+ PMD :	Total persons 12+, Mon-Fri, 3-7 PM
12+ EVE:	Total persons 12+, Mon-Fri, 7 PM-12 Mid
Overnight:	Total persons 12+, Mon-Sun, 12 Mid-6 AM
Wom 18-24:	Women 18-24, Mon-Sun, 6 AM-12 Mid
Wom 18-34:	Women 18-34, Mon-Sun, 6 AM-12 Mid
Wom 25-34:	Women 25-34, Mon-Sun, 6 AM-12 Mid
Wom 18-49:	Women 18-49, Mon-Sun, 6 AM-12 Mid
Wom 25-54:	Women 25-54, Mon-Sun, 6 AM-12 Mid
Men 18-24:	Men 18-24, Mon-Sun, 6 AM-12 Mid
Men 18-34:	Men 18-34, Mon-Sun, 6 AM-12 Mid
Men 25-34:	Men 25-34, Mon-Sun, 6 AM-12 Mid
Men 18-49:	Men 18-49, Mon-Sun, 6 AM-12 Mid
Men 25-54:	Men 25-54, Mon-Sun, 6 AM-12 Mid

If a station's call letters are followed by a > symbol, there is a very large difference between that station and the station that follows it in the rankings. A >> means there is a huge difference between the marked station and the next ranked station – around 10 shares or the marked station has twice as much audience as the next one. Conversely, the < symbol indicates the marked station has a very small lead over the next-ranked station – 10 % or less.

A few stations from inside and outside the metro that have relatively small average quarter-hour audiences are found under "Other Rated Stations." For them, we show only their call letters/band identifier, format, frequency, city of license, metro 12+ total week share and metro 12+ cume rating.

In the Fall and Spring American Radio only, we provide a summary of Format Performance, based on total broadcast week, metro 12+ average quarter-hour audience. The table includes every format in the market and the audience of every station which shows up in the Arbitron market report. Here's an example:

Country	AM	FM	Total	%	Fall 96
	0 (0)	121 (4)	121 (4)	14.7%	16.5%

In this market, there are no AM Country stations, but there are 4 FM Country stations which compiled a total 12+ metro audience of 12,100 in an average quarter-hour. The total audience to Country among listed stations is also 12,100, or 14.7% of all listening to stations listed in the market report. Last year, 16.5% of all listening to listed stations was to Country stations.

Next is the Consolidation Report, which provides summed 12+ and 25-54 audience shares and the share of last year's revenue accountable to consolidated radio operations in the market. Here's an example:

Local	12+	25-54	Revenue
WQMX-FM, WAKR-AM, WONE-FM	18.4%	18.9%	46.5%

The three operations owned by a local firm in Akron, WAKR, WONE-F and WQMX-F together attracted 18.4% of the 12+ total week metro audience and 18.9% of the adults 25-54 total week metro audience, as well as 46.5% of last year's revenue in the market.

In most cases, the consolidated operations presented in this report were in effect during the survey, or were acquisitions announced sometime during the survey period.

The last two sections provide an update on station facilities and happenings in the market. For example, here are sample listings from Akron:

WAKR	1590	5 kw (DA-N)	Full Service	Westwd, ABC	\$37.00	Christal	WQMX-F
WKDD	96.5	50 kw @ 441	CHR/AC		\$80.00	Eastman	Barnstable

The facilities data (power, directionality, antenna height) are taken from the FCC technical files. In this case, the AM, WAKR, operates on 1590 with 5,000 watts fulltime, with a directional antenna at night. Abbreviations you may find accompanying AM stations' power information are:

DA, Days	Directional daytime-only operation
DA-N	Directional antenna at night only (non-directional days)
DA-1	Same directional pattern day and night
DA-2	Different directional patterns day and night
DA-D	Fulltimer that's directional only during the day (very uncommon)

WAKR has a Talk and Information format we call Full Service.

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

ABC	ABC (includes former SMN)	Source	Westwood One Source
AP	Associated Press Radio	SRN	Salem Radio Network
AURN	American Urban Radio	Talknt, Tiknt	Westwood One Talknet Radio
BNN	Business News Network	TARN	Talk America Radio Network
CBS	CBS	UBN	United Broadcasting Network
CNN	Westwood One CNN+	UPI	United Press International Radio
CRC	Cadena Radio Centro	USA	USA Radio
JSN	Jones Satellite Networks	Westwd, WW1	Westwood One
SBUSA	Sports Byline USA	1-on-1, 1/1	One-on-One Sports Radio

The spot rate is our estimate of each station's average unit rate. The unit rate estimate is what we project is the average rate for all spots run on the station. This estimate usually is derived by taking the station's gross billings and working backwards, with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following spot rate are the station's national sales representative firm (if any), the station's group ownership (if any) and its city of license if it's somewhat removed from the population core of the metro.

The final section is "Notes," in which we attempt to provide a thumbnail sketch of significant changes in the radio market, including:

Call letter changes – both old and new of stations which have changed their identity since the last issue of American Radio, with a date of change, if available.

Major format changes – with indication of their old and new place within our format categories.

Station sales – proposed sales in each market, with price and broker, where possible. In some cases, the price has been estimated by Jim Duncan. Please understand these sales may not necessarily close.

Miscellaneous comments – relevant comments and observations which come to mind as we prepare the book.

In the case of the FM, WKDD here, the only differences occur in the facilities section. For an FM, we present the station's licensed effective radiated power (ERP) and antenna height above average terrain.

Finally, in most markets, you'll find Jim Duncan's Comments on results from the Spring 1997 Arbitron.

We hope you find this edition of American Radio interesting and useful. Let us know what you think and any improvements you'd like to see.

PRIMARY MARKETS

AKRON

Arbitron Rank: 67 Pop (12+): 571,800	Stations: 30 / 6	Last Year's Revenue: \$17,000,000
MSA Rank: 77	Diaries: 1,817/315:1/60.0%	Household Income: \$40,820
MSA Pop: 683,000	Sample Target: 1,760	Retail Dollars: \$6.6 Bil.
DMA: Cleveland (#13)	% Below Line: 55.5	#1 Biller: WKDD-F \$4,300,000
Average Persons Rating: 16.8	% Not Listed: 14.5	#1 Billing Portfolio: WAKR/WONE-F/WQMX-F \$7,900,000
Market TSL In Hours: 22.00	Pop per Station: 95,300	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WQMX-F	C	72 / 7.5	6.9	6.9	7.5	6.5	7.2	887 / 15.5	17.6	16.5	140 / 1744	D	WQMX-F
2	WONE-F	AOR	61 / 6.4	7.0	6.1	6.8	7.1	6.6	934 / 16.3	15.9	16.8	103 / 1825	E	WONE-F
	WMJI-F	O	61 / 6.4	6.4	8.0	5.4	6.9	6.5	1029 / 18.0	17.6	16.5	106 / 1689		WMJI-F
4	WDOK-F	SAC	56 / 5.8	6.0	6.1	5.0	5.3	5.7	849 / 14.9	14.7	13.8	89 / 1347		WDOK-F
5	WKDD-F	CHR/AC	52 / 5.4	6.6	5.0	6.0	5.8	5.8	882 / 15.4	15.2	14.8	75 / 1432	F	WKDD-F
6	WNIR-F	T	47 / 4.9	5.5	6.3	6.1	4.9	5.7	595 / 10.4	11.1	10.2	61 / 759	D	WNIR-F
7	WAKR	FS	43 / 4.5	4.0	4.3	4.9	3.2	4.4	613 / 10.7	12.2	10.3	46 / 687	C	WAKR
8	WNCX-F	CL AOR	39 / 4.1	4.7	3.7	3.7	4.5	4.0	793 / 13.9	12.7	13.3	74 / 1443		WNCX-F
9	WKNR	SPRTS	36 / 3.8	2.6	2.5	3.6	3.8	3.1	724 / 12.7	9.9	14.2	49 / 1049		WKNR
	WRMR	ST	36 / 3.8	4.0	3.4	3.0	2.3	3.5	353 / 6.2	5.1	4.8	53 / 564		WRMR
11	WZAK-F	B	35 / 3.6	3.1	3.2	3.6	3.2	3.4	524 / 9.2	8.7	8.3	46 / 773		WZAK-F

12+ FM Share (Metro): 80.76 % (663 of 821) (Spring 96: 83.64 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight	
1	WZJM-F	1 WONE-F <	1 WONE-F	1 WONE-F	1 WONE-F	1 WMJI-F	1 WNCX-F	1 WQMX-F <	1 WQMX-F	1 WKNR	1 WAKR >
	WENZ-F	2 WKDD-F	2 WQMX-F <	2 WQMX-F <	2 WQMX-F <	2 WDOK-F <	2 WQMX-F <	2 WNIR-F <	2 WONE-F <	2 WAKR	2 WRMR-F <
3	WZAK-F	3 WQMX-F	3 WKDD-F <	3 WMJI-F	3 WMJI-F	3 WQMX-F <	3 WMJI-F <	3 WONE-F <	3 WMJI-F <	3 WQMX-F	3 WMJI-F
	WMMS-F	4 WMMS-F	4 WMJI-F	4 WKDD-F <	4 WKDD-F <	4 WNIR-F <	4 WAKR <	4 WDOK-F	4 WDOK-F <	4 WMJI-F	4 WZAK-F <
		5 WNCX-F <	5 WNCX-F	5 WNCX-F	5 WDDK-F <	5 WAKR	5 WKDD-F <	5 WKDD-F <	5 WKDD-F	5 WZAK-F	5 WQMX-F
		6 WZAK-F <		6 WDOK-F	6 WNCX-F	6 WRMR	6 WONE-F <	6 WMJI-F			
		7 WENZ-F					7 WDOK-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	WKDD-F >	1 WKDD-F >>	1 WKDD-F >>	1 WKDD-F >	1 WKDD-F	1 WONE-F >	1 WONE-F >	1 WONE-F	1 WONE-F >	1 WONE-F
2	WQMX-F	2 WQMX-F	2 WZAK-F	2 WQMX-F	2 WQMX-F <	2 WQMX-F	2 WMMS-F	2 WNCX-F	2 WNCX-F	2 WNCX-F
	WENZ-F	3 WZAK-F	WQMX-F	3 WMJI-F <	3 WDOK-F <	WZAK-F	3 WNCX-F <	WMMS-F	3 WQMX-F <	WMJI-F
4	WONE-F	WONE-F	WDOK-F	4 WDOK-F <	4 WMJI-F >	WMMS-F	4 WQMX-F >	4 WQMX-F >	4 WMJI-F	4 WQMX-F
5	WZAK-F	5 WQAL-F	5 WONE-F	5 WONE-F	5 WONE-F	WKDD-F	5 WENZ-F	5 WMMS-F <	5 WKNR	5 WKNR
		6 WDOK-F	WQAL-F	6 WQAL-F	6 WQAL-F			6 WKNR >	6 WMMS-F	6 WMMS-F
		WENZ-F		WZAK-F						

Format Performance	AM	FM	Total	%	Fall 96	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
AC	6 (1)	58 (3)	64 (4)	7.8 %	6.9 %	WTOU	B/AC	1350	15 179
AOR/Classic/NR	0 (0)	172 (6)	172 (6)	21.0 %	19.0 %				
Black/Urban	14 (1)	35 (1)	49 (2)	6.0 %	5.2 %				
CHR	0 (0)	75 (3)	75 (3)	9.1 %	8.8 %				
Classical	0 (0)	13 (1)	13 (1)	1.6 %	1.7 %				
Country	0 (0)	121 (4)	121 (4)	14.7 %	16.5 %				
Full Service	43 (1)	0 (0)	43 (1)	5.2 %	5.4 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	15 (1)	15 (1)	1.8 %	2.1 %				
News/Talk	23 (1)	47 (1)	70 (2)	8.5 %	9.7 %				
Oldies	0 (0)	66 (2)	66 (2)	8.0 %	9.9 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	5 (1)	5 (1)	0.6 %	1.0 %				
Soft AC/EZ	0 (0)	56 (1)	56 (1)	6.8 %	7.1 %				
Sports	36 (1)	0 (0)	36 (1)	4.4 %	2.9 %				
Standards	36 (1)	0 (0)	36 (1)	4.4 %	3.9 %				
Totals	158 (6)	663 (24)	821 (30)						

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
WCLV-F	CL	95.5	Cleveland	1.4	4.0	17	304
WENZ-F	AOR-NR	107.9	Cleveland	2.7	11.1	35	880
WGAR-F	C	99.5	Cleveland	3.3	10.1	59	1029
WHBC	AC	1480	Canton	0.6	1.0	80	920
WHBC-F	AC	94.1	Canton	0.7	4.6	79	1291
WHK-F	REL	98.1	Canton	0.5	2.2	18	463
WHOT-F	CHR	101.1	Youngstown	0.7	3.4	12	348
WLTF-F	AC	106.5	Cleveland	2.4	9.7	39	836
WMMS-F	AOR-NR	100.7	Cleveland	3.3	13.3	57	1320
WNCD-F	AOR	106.1	Niles	0.5	1.0	6	77
WNVV-F	J	107.3	Elyria	1.6	5.8	24	512
WQAL-F	AC/CHR	104.1	Cleveland	2.9	12.2	49	1092
WQKT-F	C	104.5	Wooster	0.3	2.3	38	877
WQXK-F	C	105.1	Salem	1.5	5.3	57	898
WRQK-F	AOR	106.9	Canton	0.9	6.0	46	1057
WTAM	N/T	1100	Cleveland	2.4	7.0	43	757
WZJM-F	CHR	92.3	Cleveland His.	1.7	9.0	22	689

AKRON

Consolidation Report	12+	25-54	Revenue
Local WQMX-FM, WAKR-AM, WONE-FM	18.4 %	18.9 %	46.5 %
	18.4 %	18.9 %	46.5 %

AM Stations

WAKR	1590	5 kw (DA-N)	Full Service	Westwd. ABC	\$37.00	Christal	WQMX-F
WHLO	640	1 kw/0.5 kw (DA-N)	Religion	SRN	<20.00	Salem	Salem
WTOU	1350	5 kw (DA-1)	Black AC	ABC	<20.00	Eastman	Barnstable

FM Stations

WKDD	96.5	50 kw @ 441	CHR/AC		\$80.00	Eastman	Barnstable
WNIR	100.1	1.95 kw @ 390	Talk	CBS	\$51.00	Eastman	Kent
WONE	97.5	12 kw @ 890	AOR		\$71.00	Christal	WQMX-F
WQMX	94.9	16.2 kw @ 878	Country		\$63.00	Christal	

Notes: Other ranked stations -- See Cleveland . . . 7/97 WHLO (640) changed from Religion (teaching/preaching) to Contemporary Christian

Jim Duncan

Comments: Listening levels have been steady for the last several years . . . WNIR-F has built a base at 4.9; it has been at that share three times in the last two years and then goes up in subsequent books . . . In 1994, Country had a 17.4 share; now, it is down to 14.7

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

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AOR - Album Oriented Rock	N - News
B - Black (audience 75%+ Black)	O - Oldies
C - Country	O-70S - 70's Oldies, Classic Hits
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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
EZ - Easy Listening, Beautiful Music	T - Talk
FS - Full Service	U - Urban (majority of audience is non-white)
G - Gospel	? - 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	Pop (12+): 732,700	Stations: 32 / 30	Last Year's Revenue: \$28,000,000
MSA Rank: 68		Diaries: 2,040/359:1/57.5%	Household Income: \$46,196
MSA Pop: 872,000		Sample Target: 2,030	Retail Dollars: \$8.2 Bll.
DMA: 52		% Below Line: 1.1	#1 Billing: WGNA-AF \$4,800,000
Average Persons Rating: 16.5		% Not Listed: 15.3	#1 Billing Portfolio:
Market TSL in Hours: 22.00		Pop per Station: 24,423	SFX \$9,250,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WGNA-AF	C	127 / 10.5	11.2	11.1	11.7	13.2	11.1	1492 / 20.4	20.3	21.9	218 / 2573	F	WGNA-AF
2	WFLY-F	CHR	113 / 9.3	9.5	9.2	8.1	9.5	9.0	1764 / 24.1	24.2	25.0	143 / 2389	E	WFLY-F
3	WGY	FS	112 / 9.3	8.8	9.6	9.3	8.3	9.2	1490 / 20.3	21.2	20.5	154 / 2241	F	WGY
4	WYJB-F	SAC	94 / 7.8	10.3	10.0	9.0	6.9	9.3	1382 / 18.9	20.6	18.4	120 / 1782	D	WYJB-F
5	WQBK-FF	AOR-NR	86 / 7.1	6.9	5.4	5.6	5.5	6.3	1420 / 19.4	17.1	16.0	110 / 1991	D	WQBK-FF
6	WPYX-F	AOR	85 / 7.0	7.2	7.7	7.4	7.5	7.3	1445 / 19.7	17.8	18.3	154 / 2194	E	WPYX-F
7	WABY-AF	ST	72 / 6.0	5.9	7.2	6.1	6.2	6.3	860 / 11.7	12.0	10.7	76 / 971	A	WABY-AF
8	WRVE-F	AC/AOR	64 / 5.3	5.8	5.4	5.6	4.7	5.5	1063 / 14.5	15.0	15.5	87 / 1529	D	WRVE-F
10	WKLI-FF	AC/CHR	39 / 3.2	2.1	2.3	3.2	2.8	2.7	787 / 10.7	10.6	10.4	54 / 1079	C	WKLI-FF
11	WTRY-F	O	37 / 3.1	1.9	1.0	1.9	1.2	2.0	708 / 9.7	5.4	5.8	41 / 827		WTRY-F
12	WXCR-F	CL AOR	25 / 2.1	2.0	1.4	2.7	2.7	2.0	491 / 6.7	6.5	10.4	34 / 697		WXCR-F
13	WHRL-F	J	22 / 1.8	1.4	2.3	1.7	1.5	1.8	375 / 5.1	4.5	3.4	23 / 401	A	WHRL-F
14	WPTR-F	C	18 / 1.5	1.7	1.4	0.8	1.4	1.4	271 / 3.7	3.7	4.4	26 / 341		WPTR-F
15	WROW	T	17 / 1.4	1.3	1.5	1.4	1.2	1.4	366 / 5.0	6.6	5.6	19 / 475		WROW
16	WTRY	O	16 / 1.3	1.7	1.7	1.6	1.6	1.6	404 / 5.5	6.1	4.9	19 / 488		WTRY
17	WXLE-F	AOR-P	15 / 1.2	0.8	1.6	1.9	1.9	1.4	431 / 5.9	5.2	5.7	17 / 510		WXLE-F
18	WEQX-F	AOR-NR	14 / 1.2	0.9	1.4	1.3	1.5	1.2	420 / 5.7	5.9	6.2	32 / 718		WEQX-F
19	WQBK	T	13 / 1.1	0.7	2.0	1.7	1.4	1.4	246 / 3.4	6.0	4.6	13 / 260	A	WQBK

12+ FM Share (Metro): 81.27 % (833 of 1025) (Spring 96: 80.00 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFLY-F >>	1 WFLY-F <	WGNA-F	WGNA-F	1 WGNA-AF	1 WGY	1 WQBK-FF <	1 WGY <	1 WGNA-AF	1 WFLY-F	1 WGY >
2 WQBK-FF >>	2 WQBK-FF	1 WGNA-AF <	1 WGNA-AF	2 WYJB-F <	2 WGNA-AF <	2 WGY	2 WGNA-AF <	2 WFLY-F	2 WGY <	2 WFLY-F
	3 WGNA-AF <	2 WFLY-F <	2 WPYX-F	3 WPYX-F	3 WYJB-F	3 WGNA-AF <	3 WYJB-F <	3 WPYX-F <	3 WGNA-AF	3 WGNA-AF
	4 WPYX-F >	3 WPYX-F	3 WFLY-F <	4 WFLY-F <	4 WABY-AF >	4 WQBK-F <	4 WFLY-F	4 WYJB-F <	4 WQBK-FF	4 WYJB-F
	5 WKLI-FF	4 WQBK-FF	4 WYJB-F	5 WRVE-F	5 WYJB-F <	5 WYJB-F <	5 WPYX-F <	5 WABY-AF <	5 WYJB-F <	
	6 WRVE-F >	5 WRVE-F	WRVE-F	6 WGY <	6 WFLY-F	6 WABY-AF	6 WQBK-FF <	6 WPYX-F >		
		6 WYJB-F >	6 WQBK-FF	7 WQBK-FF		WPYX-F	WRVE-F	7 WGY		
			7 WGY							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WFLY-F >	1 WFLY-F	1 WGNA-AF	1 WFLY-F <	1 WYJB-F <	1 WQBK-FF >	1 WQBK-FF	1 WQBK-FF <	1 WPYX-F <	1 WPYX-F <
2 WQBK-FF >	2 WGNA-AF >	2 WFLY-F >	2 WGNA-AF <	2 WGNA-AF >	2 WFLY-F	2 WPYX-F	2 WPYX-F >	2 WQBK-FF	2 WGNA-AF
3 WGNA-AF	3 WQBK-FF	3 WKLI-FF <	3 WYJB-F	3 WFLY-F <	3 WPYX-F >>	3 WFLY-F	3 WGNA-AF	3 WGNA-AF	3 WQBK-FF
4 WRVE-F	WKLI-FF	4 WPYX-F	4 WRVE-F	4 WRVE-F	4 WGNA-AF >>	4 WGNA-AF >	4 WFLY-F	4 WFLY-F	4 WRVE-F <
5 WKLI-FF	5 WPYX-F	5 WYJB-F	5 WPYX-F	5 WPYX-F <		5 WKLI-FF	5 WKLI-FF	5 WRVE-F	5 WFLY-F
	WYJB-F	6 WYJB-F	6 WQBK-FF	6 WKLI-FF			6 WRVE-F	6 WCR-F	6 WGY
		WRVE-F >>	WRVE-F >>	7 WKLI-FF					7 WYJB-F <
									8 WXCR-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBKK-F	CL	97.7	Amsterdam 0.5 1.7 10 179
WCSS	ST	1490	Amsterdam 0.5 0.9 8 80
WDCD	REL	1540	Albany 0.3 0.8 4 71
WJKE-F	AC	101.3	Stillwater 0.7 3.3 9 267
WKAJ	ST	900	Saratoga Spgs 0.7 0.9 12 83
WNYQ-F	AC	105.7	Queensbury 0.3 1.2 7 160
WZZM-F	C	93.5	Corinth 0.5 0.9 17 197

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBUG-F	C	101.1	Ft. Plain 1.0 1.5 19 286
WLFH	C	1230	Little Falls 0.1 0.3 8 112

ALBANY-SCHENECTADY-TROY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	115 (5)	115 (5)	11.2 %	10.2 %	Dame WGY-AM, WHRL-FM, WRVE-FM	16.4 %	16.6 %	23.6 %
AOR/Classic/NR	0 (0)	225 (6)	225 (6)	22.0 %	19.9 %	Local WFLY-FM, WPTR-FM, WROW-AM, WYJB-FM	20.0 %	20.9 %	23.4 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Radio Enterprises/Arcara WQBJ-FM, WQBK-FM, WQBK-AM, WXCR-FM	10.3 %	9.6 %	11.4 %
CHR	0 (0)	113 (1)	113 (1)	11.0 %	10.5 %	SFX WGNA-AF, WPYX-FM, WTRY-FM, WTRY-AM	21.9 %	27.3 %	33.0 %
Classical	0 (0)	6 (1)	6 (1)	0.6 %	0.7 %		68.6 %	74.4 %	91.4 %
Country	3 (2)	161 (4)	164 (6)	16.0 %	15.0 %				
Full Service	112 (1)	0 (0)	112 (1)	10.9 %	11.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	22 (1)	22 (1)	2.1 %	2.6 %				
News/Talk	30 (2)	0 (0)	30 (2)	2.9 %	4.1 %				
Oldies	16 (1)	37 (1)	53 (2)	5.2 %	3.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	4 (1)	0 (0)	4 (1)	0.4 %	2.1 %				
Soft AC/EZ	0 (0)	94 (1)	94 (1)	9.2 %	11.5 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	27 (3)	60 (1)	87 (4)	8.5 %	8.8 %				
Totals	192 (10)	833 (21)	1025 (31)						

AM Stations

Station	Freq	Power	Format	Ownership	Revenue	Parent	Other
WABY	1400	1 kw	Standards	Westwd, CNN	\$17.00	Christal	Bendat
WGNA	1460	5 kw (DA-N)	See WGNA-F				
WGY	810	50 kw	Full Service	ABC	\$60.00	Katz	Dame
WQBK	1300	5 kw (DA-2)	Talk	Westwd, ABC, CBS	\$20.00	D&R	Radio Ent./Arcara
WROW	590	5 kw/1 kw (DA-2)	Talk	CBS, UPI	\$20.00	Allied	WFLY/WYJB-F
WTRY	980	5 kw (DA-N)	Oldies		\$<20.00	Mc-Guild	SFX

FM Stations

Station	Freq	Power	Format	Ownership	Revenue	Parent	Other
WABY	94.5	3 kw @ 328	Standards	Westwd	\$20.00	Banner	Ravena
WEQX	102.7	1.3 kw @ 2490	AOR-New Rock	AP, ABC	\$<20.00	---	Manchester, VT
WFLY	92.3	17 kw @ 850	CHR	ABC	\$71.00	Allied	WROW/WYJB-F
WGNA	107.7	12 kw @ 984	Country	Westwd	\$102.00	Mc-Guild	SFX
WHRL	103.1	3 kw @ 325	Jazz	Westwd, JSN	\$<20.00	Katz	Dame
WKBE	100.3	1.45 kw @ 1312	See WKLI-F				Warrensburg
WKLI	100.9	6 kw @ 300	AC/CHR		\$45.00	Banner	Bendat
WPTR	96.3	0.5 kw @ 1119	Classic Country	ABC	\$ NA	Allied	WFLY/WROW/WYJB
WPYX	106.5	16 kw @ 902	AOR	ABC	\$71.00	Mc-Guild	SFX
WQBJ	103.5	50 kw @ 492	See WQBK-F				Cobleskill
WQBK	103.9	6 kw @ 300	AOR - New Rock	CBS	\$47.00	Eastman	Radio Ent./Arcara
WRVE	99.5	15 kw @ 927	AC/AOR		\$51.00	Katz	Dame
WTRY	98.3	6 kw @ 328	Oldies		\$ NA	Mc-Guild	SFX
WXCR	102.3	4.1 kw @ 387	Classic AOR	Westwd	\$22.00	Eastman	Radio Ent./Arcara
WXLE	104.5	5 kw @ 351	Progressive AOR	ABC	\$<20.00	Christal	Mechanicville
WYJB	95.5	12 kw @ 1023	Soft AC		\$56.00	Allied	WFLY/WROW

Notes: 5/97 WKAJ (900; Saratoga Springs) changed from simulcasting Oldies WCKM-F to Standards

Jim Duncan

Comments: Listening levels are steady . . . The Albany Broadcasting portfolio (WROW/WFLY-F/WPTR-F/WYJB-F) is one of the larger "non-major group" holdings in the nation . . . WTRY-F is showing growth

ALBUQUERQUE

Arbitron Rank: 71 Pop (12+): 546,300	Stations: 33 / 31	Last Year's Revenue: \$30,800,000
MSA Rank: 79	Diaries: 1,784/306:1/53.2%	Household Income: \$39,273
MSA Pop: 677,000	Sample Target: 1,700	Retail Dollars: \$7.1 Bil.
DMA: 48	% Below Line: 2.0	#1 Biller: KRST-F \$5,000,000
Average Persons Rating: 16.9	% Not Listed: 8.8	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 17,623	Citadel \$17,100,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1 KRST-F	C	95 / 10.3	10.5	10.1	9.9	10.8	10.2	1243 / 22.8	21.5	22.8	119 / 1589	G KRST-F
2 KKOB	FS	78 / 8.5	10.1	9.2	7.8	8.3	8.9	997 / 18.2	20.1	17.6	100 / 1269	F KKOB
3 KKSS-F	CHR	75 / 8.1	5.8	7.7	7.8	6.4	7.4	1037 / 19.0	18.1	16.7	107 / 1538	D KKSS-F
4 KZRR-F	AOR	51 / 5.5	5.8	4.1	3.2	4.5	4.7	716 / 13.1	13.3	14.1	66 / 932	D KZRR-F
5 KTBL-F	C	49 / 5.3	3.5	3.9	3.6	3.4	4.1	674 / 12.3	13.5	10.8	71 / 1010	B KTBL-F
6 KIOT-F	CL AOR	43 / 4.7	4.2	5.1	3.7	2.9	4.4	823 / 15.1	13.7	12.4	54 / 1035	C KIOT-F
	KKOB-F	43 / 4.7	5.2	4.7	6.1	6.2	5.2	913 / 16.7	16.3	19.9	56 / 1233	E KKOB-F
8 KPEK-F	AOR-P	42 / 4.6	3.7	2.6	2.3	2.9	3.3	698 / 12.8	9.7	10.9	52 / 921	B KPEK-F
9 KMGA-F	SAC	41 / 4.4	4.7	3.9	4.7	4.9	4.4	716 / 13.1	12.4	13.3	46 / 859	D KMGA-F
	KHFM-F	41 / 4.4	4.4	4.4	4.3	4.3	4.4	590 / 10.8	10.2	12.2	57 / 845	C KHFM-F
11 KZKL-F	O	39 / 4.2	3.9	4.7	3.6	4.5	4.1	723 / 13.2	13.3	11.6	41 / 738	C KZKL-F
12 KIVA	ST	32 / 3.5	4.7	4.8	5.5	5.0	4.6	371 / 6.8	8.2	8.2	32 / 374	A KIVA
	KTEG-F	32 / 3.5	4.6	3.9	3.6	3.6	3.9	644 / 11.8	14.1	15.1	42 / 901	C KTEG-F
14 KLVO-F	SP	27 / 2.9	2.2	2.6	4.0	2.8	2.9	368 / 6.7	6.3	5.2	30 / 473	B KLVO-F
15 KLSK-F	CL AOR	25 / 2.7	2.4	3.0	4.2	2.7	3.1	598 / 10.9	11.0	10.0	42 / 878	B KLSK-F
16 KRZN-F	J	16 / 1.7	3.9	2.8	1.8	1.9	2.6	269 / 4.9	7.3	4.4	21 / 359	A KRZN-F
	KRZY	16 / 1.7	0.9	1.1	1.0	0.8	1.2	153 / 2.8	2.9	2.5	16 / 156	KRZY
18 KDNR-F	CHR/B	14 / 1.5	1.1	1.0	1.8	0.8	1.3	362 / 6.6	4.7	3.6	17 / 475	A KDNR-F
19 KBOM-F	O	11 / 1.2	0.6	0.6	0.6	0.7	0.7	219 / 4.0	2.4	3.2	23 / 499	KBOM-F
	KEZF-F	11 / 1.2						217 / 4.0			13 / 282	KEZF-F
21 KRZY-F	SP	10 / 1.1	1.2	2.1	2.7	2.8	1.8	204 / 3.7	4.9	6.8	15 / 292	A KRZY-F

12+ FM Share (Metro): 80.98 % (681 of 841) (Spring 96: 79.00 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKSS-F >>	1 KZRR-F	1 KRST-F	1 KRST-F >	1 KRST-F >	1 KKOB	1 KRST-F <	1 KRST-F <	1 KRST-F	1 KKSS-F >	1 KKOB >
2 KTEG-F >	KRST-F <	2 KZRR-F	2 KZRR-F <	2 KZRR-F <	2 KRST-F >	2 KKOB >	2 KKOB	2 KKSS-F	2 KRST-F	2 KRST-F >
3 KRST-F	3 KKSS-F	3 KKSS-F <	3 KIOT-F <	3 KIOT-F <	3 KHFM-F	3 KZRR-F <	3 KKSS-F	3 KKOB	3 KTEG-F <	3 KKSS-F
4 KPEK-F	4 KIOT-F <	4 KPEK-F <	4 KKOB	4 KKOB	4 KMGA-F	4 KKSS-F	4 KTBL-F <	4 KIOT-F	4 KHFM-F <	
5 KIOT-F	5 KPEK-F	5 KKSS-F <	5 KKOB-F <	5 KKOB-F <	KIVA	5 KKOB-F <	5 KZKL-F <	5 KPEK-F <	5 KKOB	
6 KTEG-F	6 KKOB-F <	6 KKOB-F <	6 KMGA-F	6 KMGA-F	KZKL-F	6 KTBL-F	6 KMGA-F	6 KZRR-F	6 KZRR-F	
	KTBL-F <	7 KTBL-F	7 KZKL-F <	KPEK-F <	KTBL-F	7 KPEK-F <	KZRR-F	KTBL-F	7 KIOT-F	
8 KKOB-F	8 KZKL-F <	8 KMGA-F <	8 KZKL-F <			8 KMGA-F	8 KIOT-F <	8 KMGA-F <	8 KKOB-F <	
	9 KMGA-F <	9 KKOB <	9 KKSS-F	9 KKSS-F		KHFM-F <	9 KPEK-F <	9 KKOB-F <	9 KMGA-F <	
				KTBL-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 KKSS-F	1 KRST-F	1 KRST-F	1 KRST-F >	1 KRST-F >	1 KZRR-F	1 KZRR-F >	1 KZRR-F >	1 KZRR-F	1 KRST-F <
KRST-F >	2 KKSS-F	2 KKSS-F	2 KPEK-F <	2 KMGA-F <	2 KTEG-F >	2 KRST-F	2 KIOT-F	2 KRST-F	2 KZRR-F
3 KZRR-F	3 KPEK-F >	KPEK-F	3 KKOB-F <	3 KKOB-F	3 KRST-F	KKSS-F	KRST-F	3 KIOT-F <	3 KKOB <
KPEK-F	4 KKOB-F <	4 KKOB-F	4 KKSS-F	KPEK-F	4 KKSS-F	KTEG-F	4 KLSK-F	4 KTBL-F <	4 KIOT-F <
5 KHFM-F	5 KZRR-F	5 KZRR-F	5 KMGA-F <	5 KIOT-F	KTBL-F >>	5 KLSK-F	KPEK-F	5 KKOB	5 KTBL-F
KIOT-F	6 KIOT-F	6 KIOT-F	6 KIOT-F	KKSS-F <		KIOT-F	KKSS-F	KKSS-F	6 KZKL-F <
KKOB-F	7 KTBL-F	7 KZRR-F <	7 KZKL-F			KTBL-F	7 KTBL-F	7 KLSK-F <	7 KKSS-F
KTEG-F	8 KMGA-F					8 KPEK-F >	8 KKOB	8 KTEG-F	8 KLSK-F
KTBL-F							KTEG-F		KZKL-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KABQ	SP	1350	Albuquerque	0.5 1.2 5 75
KALY	SP	1240	Los Ranchos ...	0.4 2.0 4 108
KARS	SP	860	Belen	0.3 1.2 3 64
KDEF	T	1150	Albuquerque	0.3 1.1 3 60
KEXT-F	SP	104.7	Los Lunas	0.4 1.7 4 94
KHTL	T	920	Albuquerque	0.4 2.2 4 120
KNKT-F	REL	107.1	Armijo	0.5 2.5 5 168
KNML	SPRTS	1050	Los Ranchos ...	0.7 2.9 6 166
XXKS	SP	1190	Albuquerque	0.7 2.3 6 126
KZSS	T	610	Albuquerque	0.3 1.4 3 97

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KABG-F	O	98.5	Los Alamos	0.8 3.1 13 271

ALBUQUERQUE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	43 (1)	43 (1)	5.1 %	7.1 %	Citadel	38.7 %	38.0 %	55.5 %
AOR/Classic/NR	0 (0)	193 (5)	193 (5)	22.9 %	21.9 %	KMGA-FM, KTBL-FM, KRST-FM, KHFM-FM, KHTL-AM, KNML-AM, KKOB-FM, KKOB-AM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Guardian	3.2 %	2.8 %	2.9 %
CHR	0 (0)	89 (2)	89 (2)	10.6 %	9.5 %	KLVO-FM, KARS-AM, KKIM-AM			
Classical	0 (0)	41 (1)	41 (1)	4.9 %	4.9 %	Simmons	10.6 %	9.9 %	13.5 %
Country	0 (0)	144 (2)	144 (2)	17.1 %	18.1 %	KIVA-AM, KEZF-FM, KRZN-FM, KZKL-AF			
Full Service	78 (1)	0 (0)	78 (1)	9.3 %	10.2 %	Trumper	16.6 %	18.1 %	17.2 %
Hispanic	34 (5)	41 (3)	75 (8)	8.9 %	7.1 %	KZSS-AM, KPEK-FM, KOZZ-AM, KTEG-FM, KZRR-FM, KLSK-FM			
Jazz	0 (0)	16 (1)	16 (1)	1.9 %	3.1 %		69.2 %	68.8 %	89.1 %
News/Talk	10 (3)	0 (0)	10 (3)	1.2 %	1.0 %				
Oldies	0 (1)	57 (3)	57 (4)	6.8 %	5.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	5 (1)	5 (1)	0.6 %	1.2 %				
Soft AC/EZ	0 (0)	52 (2)	52 (2)	6.2 %	4.3 %				
Sports	6 (1)	0 (0)	6 (1)	0.7 %	0.6 %				
Standards	32 (1)	0 (0)	32 (1)	3.8 %	5.3 %				
Totals	160 (12)	681 (21)	841 (33)						

AM Stations

Station	Power	Frequency	Format	Source	Advertiser	Agency	Notes
KIVA	1310	5 kw/500 w (DA-N)	Standards	Westwd	\$<20.00	Christal	Simmons
KKOB	770	50 kw (DA-N)	Full Service	ABC	\$70.00	Mc-Guild	Citadel
KRZY	1450	1 kw	Hispanic		\$ NA	--	EXCL

FM Stations

Station	Power	Frequency	Format	Source	Advertiser	Agency	Notes
KDNR	106.3	100 kw @ 860	CHR/Black		\$ NA	--	Los Lunas
KEZF	101.3	6 kw @ 328	Soft AC	Westwd	\$<20.00	Allied	Simmons
KHFM	96.3	20 kw @ 4133	Classical		\$40.00	Allied	Citadel
KIOT	102.5	50 kw @ 371	Classic AOR		\$ 30.00	Allied	Simmons
KKOB	93.3	21.5 kw @ 4150	AC		\$ 65.00	Mc-Guild	Citadel
KKSS	97.3	100 kw @ 1875	CHR		\$44.00	D&R	SunGroup
KLSK	104.1	100 kw @ 1875	Classic AOR		\$23.00	Eastman	Trumper
KLVO	97.7	100 kw @ 860	Hispanic		\$<20.00	--	Guardian
KMGA	99.5	22.5 kw @ 4130	Soft AC	Westwd	\$56.00	Christal	Citadel
KPEK	100.3	22.5 kw @ 4107	Prog. AOR		\$29.00	Eastman	Trumper
KRST	92.3	22 kw @ 4160	Country		\$97.00	Katz	Citadel
KRZN	105.1	100 kw @ 1936	Jazz		\$<20.00	Allied	Simmons
KRZY	105.9	100 kw @ 1936	Hispanic		\$ NA	--	EXCL
KTBL	103.3	20.5 kw @ 4186	Classic Country		\$27.00	Christal	Citadel
KTEG	107.9	22.5 kw @ 4131	AOR-New Rock		\$31.00	Banner	Trumper
KZKL	101.7	3 kw @ 92	Oldies		\$40.00	Christal	Simmons
KZRR	94.1	22.5 kw @ 4130	AOR	Source	\$52.00	Eastman	Trumper

Notes: KBOM-F - See Santa Fe in the American Radio Small Markets edition . . . 4/97 The KRZN-F calls and Jazz format moved to KZRQ-F . . . 5/97 The former KRZN-F changed to Soft AC as KEZF-F . . . 5/97 KHFM-F adopted SW Networks' "Classic FM" format

Jim Duncan

Comments: The Citadel portfolio continues to hold a 50%+ revenue share . . . Listening levels are down significantly (1.4 rating points) from year-ago levels but are steady versus 1995 . . . KKSS-F had its highest share in more than three years . . . KZRR-F held onto its recent gains . . . KPEK-F is showing good strength (the Trumper properties had a strong Spring)

ALLENTOWN-BETHLEHEM

Arbitron Rank: 65 Pop (12+) 599,900	Stations: 46 / 14	Last Year's Revenue: \$21,100,000
MSA Rank: 87	Diaries: 1,234/486:1/62.2%	Household Income: \$45,705
MSA Pop: 616,000	Sample Target: 1,210	Retail Dollars: \$5.1 Bil.
DMA: Philadelphia DMA (#4)	% Below Line: 25.5	#1 Biller: WLEV-F \$4,400,000
Average Persons Rating: 16.1	% Not Listed: 9.7	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 42,850	Capstar \$10,100,000

12+ Metro	Format	Spring 97		Win	Fall	Sum	Spq	4-Book	12+ Metro	Fall	Spq	12+ TSA	Revenue	
		1/4	Share	97	96	96	96	Avg	Cume / Rtg.	96	96	AQH / Cume	Level	
1	WAEB-F	CHR	131 / 13.6	12.6	11.6	13.3	12.7	12.8	1814 / 30.2	31.7	32.3	139 / 2065	F	WAEB-F
2	WODE-F	O	96 / 10.0	10.3	7.9	11.5	9.2	9.9	1550 / 25.8	20.4	26.2	128 / 2080	E	WODE-F
3	WLEV-F	AC	86 / 8.9	8.1	10.6	6.7	9.7	8.6	1075 / 17.9	23.0	19.6	98 / 1241	F	WLEV-F
4	WZZO-F	AOR	79 / 8.2	7.0	9.4	8.7	9.7	8.3	1145 / 19.1	20.9	22.0	102 / 1523	F	WZZO-F
5	WFMZ-F	SAC	67 / 7.0	8.5	8.8	7.0	8.7	7.8	1018 / 17.0	18.3	19.5	77 / 1152	D	WFMZ-F
6	WKAP	ST	50 / 5.2	3.7	4.1	4.9	3.5	4.5	459 / 7.6	6.8	6.1	52 / 477	A	WKAP
7	WAEB	T	39 / 4.0	5.3	5.0	5.2	4.7	4.9	710 / 11.8	12.2	14.8	42 / 774	C	WAEB
8	WRNJ-F	C	25 / 2.6	2.6	1.9	3.6	3.9	2.7	393 / 6.5	6.4	6.9	40 / 489	A	WRNJ-F
9	WUSL-F	B	22 / 2.3	0.9	0.7	1.4	1.4	1.3	261 / 4.4	3.2	3.7	25 / 334	F	WUSL-F
10	WEST	ST	18 / 1.9	1.7	2.5	1.3	1.3	1.8	216 / 3.6	4.8	2.6	19 / 234	A	WEST

12+ FM Share (Metro): 79.75 % (689 of 864) (Spring 96: 81.85 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WAEB-F >>	1 WAEB-F	1 WAEB-F	1 WAEB-F	1 WAEB-F	1 WOOE-F >	1 WAEB-F >	1 WAEB-F	1 WAEB-F	1 WAEB-F >	1 WAEB-F >
2 WZZO-F	2 WZZO-F	2 WZZO-F <	2 WZZO-F	2 WODE-F <	2 WAEB-F	2 WOOE-F	2 WLEV-F	2 WODE-F <	2 WZZO-F <	2 WODE-F >
WUSL-F	3 WLEV-F >>	3 WLEV-F	WLEV-F <	3 WLEV-F	3 WFMZ-F	3 WLEV-F	3 WODE-F	3 WZZO-F <	3 WLEV-F <	3 WAEB <
	4 WUSL-F	4 WODE-F >>	4 WODE-F >>	4 WZZO-F >>	4 WKAP <	4 WZZO-F	4 WZZO-F <	4 WLEV-F	4 WODE-F >	4 WLEV-F
	5 WFMZ-F		5 WFMZ-F	5 WFMZ-F	5 WLEV-F	5 WFMZ-F <	5 WFMZ-F >	5 WFMZ-F >	5 WUSL-F >	WZZO-F
					6 WAEB	6 WAEB				
					7 WKAP	7 WKAP				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WAEB-F >>	1 WAEB-F >>	1 WAEB-F >>	1 WAEB-F >	1 WAEB-F	1 WAEB-F	1 WZZO-F >>	1 WZZO-F >>	1 WZZO-F	1 WZZO-F
2 WLEV-F	2 WLEV-F >	2 WLEV-F >	2 WODE-F <	2 WODE-F	WZZO-F	2 WLEV-F <	2 WLEV-F >>	2 WAEB-F	2 WLEV-F
3 WFMZ-F	3 WZZO-F	3 WODE-F	3 WLEV-F >	3 WLEV-F >	3 WUSL-F >>	3 WAEB-F >	3 WAEB-F >	3 WLEV-F >	3 WAEB-F <
WOOE-F >	WFMZ-F	WZZO-F >	4 WFMZ-F	4 WFMZ-F		4 WUSL-F >		4 WODE-F >	4 WODE-F >>
5 WZZO-F	5 WOOE-F	5 WFMZ-F	5 WZZO-F >	5 WZZO-F >					
		WPLJ-F							

Format Performance	AM	FM	Total	%	Fall 96
AC	7 (1)	99 (3)	106 (4)	12.3 %	13.5 %
AOR/Classic/NR	0 (0)	102 (5)	102 (5)	11.8 %	11.8 %
Black/Urban	0 (0)	25 (2)	25 (2)	2.9 %	0.8 %
CHR	0 (0)	170 (7)	170 (7)	19.7 %	17.4 %
Classical	0 (0)	13 (1)	13 (1)	1.5 %	1.2 %
Country	18 (2)	49 (4)	67 (6)	7.8 %	7.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	4 (1)	4 (1)	0.5 %	1.3 %
News/Talk	64 (4)	32 (3)	96 (7)	11.1 %	11.0 %
Oldies	0 (0)	112 (2)	112 (2)	13.0 %	12.8 %
Others/Unknown	6 (1)	0 (0)	6 (1)	0.7 %	1.4 %
Religion/Gospel	0 (0)	11 (2)	11 (2)	1.3 %	2.3 %
Soft AC/EZ	0 (0)	72 (2)	72 (2)	8.3 %	9.8 %
Sports	9 (2)	0 (0)	9 (2)	1.0 %	2.4 %
Standards	71 (3)	0 (0)	71 (3)	8.2 %	7.3 %
Totals	175 (13)	689 (32)	864 (45)		

Consolidation Report	12+	25-54	Revenue
Capstar WAEB-FM, WAEB-AM, WEEX-AM, WODE-FM, WZZO-FM	36.4 %	42.7 %	66.4 %
Citadel, pend. WFMZ-FM, WLEV-FM	15.9 %	16.9 %	30.8 %
	52.3 %	59.6 %	97.2 %

ALLENTOWN-BETHLEHEM

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WEEX	C	1230	Easton	0.6	1.5	6	92	KYW	N	1060	Philadelphia	0.7	4.9	10	361
WGPA	?	1100	Bethlehem	0.6	1.6	6	99	WABC	T	770	New York	1.0	3.3	25	410
WLSH	ST	1410	Lansford	0.3	1.0	4	97	WAWZ-F	REL	99.1	Zarephath, NJ	0.4	1.4	6	163
WRNJ	AC	1510	Hackettstown, NJ	0.7	1.7	7	99	WBYN-F	REL	107.5	Boyertown	0.7	2.1	8	167
WYNS	C	1160	Lehighton	1.2	2.8	12	168	WDAS-F	B/AC	105.3	Philadelphia	0.3	0.9	4	89
								WFAN	SPRTS	660	New York	0.4	1.7	12	288
								WFLN-F	CL	95.7	Philadelphia	1.3	3.2	20	300
								WHCY-F	C	106.3	Blairstown, NJ	0.7	2.5	15	310
								WIOQ-F	CHR	102.1	Philadelphia	1.8	6.1	19	503
								WIOV-F	C	105.1	Ephrata	0.5	1.4	10	218
								WIP	SPRTS	610	Philadelphia	0.5	2.9	6	205
								WJJZ-F	J	106.1	Philadelphia	0.4	2.1	8	235
								WKRZ-F	CHR	98.5	Wilkes Barre	0.4	1.8	12	301
								WKXW-F	T	101.5	Trenton, NJ	0.7	2.4	23	523
								WLTW-F	SAC	106.7	New York	0.5	1.0	8	168
								WMGK-F	CL HITS	102.9	Philadelphia	1.7	6.5	27	506
								WMMR-F	AOR	93.3	Philadelphia	0.6	2.5	10	211
								WNEW-F	AOR	102.7	New York	0.3	1.1	5	185
								WNNJ-F	AC	103.7	Newton, NJ	0.6	1.5	20	295
								WOR	T	710	New York	0.8	2.6	27	488
								WPLJ-F	CHR-NR	95.5	New York	0.8	1.9	22	352
								WPLY-F	CHR-NR	100.3	Media, PA	0.7	2.9	7	178
								WPST-F	AOR	97.5	Trenton, NJ	0.9	4.6	11	357
								WSBG-F	CHR	93.5	Stroudsburg	0.3	1.4	25	482
								WWDB-F	T	96.5	Philadelphia	0.9	2.9	10	197
								WXRK-F	T/NR	92.3	New York	0.6	1.9	19	250
								WXTU-F	C	92.5	Philadelphia	1.2	4.6	21	409
								WYSP-F	T/CL AOR	94.1	Philadelphia	1.7	6.2	26	546
								WYXR-F	AC/CHR	104.5	Philadelphia	0.7	4.7	11	429
								WZMT-F	AOR	97.9	Hazleton	0.5	1.2	14	244

AM Stations

WAEB	790	3.8 kw/1.5 kw (DA-2)	Talk	CBS, Westwd	\$35.00	Katz	Capstar
WEST	1400	1 kw	Standards	Westwd, ABC	\$<20.00	Mc-Guild	Dean, pend.
WKAP	1470	5 kw (DA-N)	Standards	ABC	\$<20.00	Katz	HGF

FM Stations

WAEB	104.1	50 kw @ 500	CHR		\$80.00	Katz	Capstar
WFMZ	100.7	11 kw @ 1073	Soft AC		\$53.00	Allied	Citadel, pend.
WLEV	96.1	50 kw @ 500	AC		\$91.00	Mc-Guild	Citadel
WODE	99.9	50 kw @ 449	Oldies	ABC	\$71.00	Eastman	Capstar
WRNJ	107.1	1.2 kw @ 719	Country	ABC	\$<20.00	—	Belvidere, NJ
WZZO	95.1	30 kw @ 630	AOR		\$83.00	Katz	Capstar

Notes: WUSL-F – See Philadelphia . . . 3/97 Telemedia sold these stations to Citadel: WEST for \$600,000; WLEV-F for \$19,500,000 . . . 4/97 Patterson sold these stations to Capstar: WEEX for \$600,000; WODE-F for \$20,000,000 . . . 7/97 WFMZ-F sold to Citadel for \$23,000,000 + WEST (AM)

Jim Duncan

Comments: Listening levels have declined more than a rating point in the last year . . . WAEB-F is at its highest 12+ share level in the last 3 years . . . WKAP has its highest 12+ share in more than 3 years . . . WFMZ-F is at its lowest level of the past 3 years

ALTOONA

Arbitron Rank: 236 Pop (12+) 110,400	Stations: 22 / 14	Last Year's Revenue: \$5,200,000
MSA Rank: 261	Diaries: 694/159:1/64.6%	Household Income: \$45,540
MSA Pop: 132,000	Sample Target: 610	Retail Dollars: \$1.42 Bil.
DMA: 90 (w/Johnstown)	% Below Line: 7.0	#1 Biller: WFGY-F \$2,700,000
Average Persons Rating: 15.6	% Not Listed: 7.6	#1 Billing Portfolio: Forever \$3,860,000
Market TSL In Hours: 21.00	Pop per Station: 7,886	

12+ Metro	Format	Spring 97 1/4 Share	Spg 96	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WFGY-F	C 38 / 22.1	25.8	26.7	417 / 37.7	34.9	38.7	131 / 1649	D	WFGY-F
2	WPRR-F	CHR 23 / 13.4	10.3	12.2	353 / 32.0	27.0	29.5	34 / 627	B	WPRR-F
3	WHPA-F	AC 17 / 9.9	11.5	9.4	252 / 22.8	22.7	21.5	25 / 320	B	WHPA-F
	WALY-F	O 17 / 9.9	5.7	6.1	238 / 21.5	16.0	18.8	26 / 402	A	WALY-F
5	WFBG	FS 12 / 7.0	5.7	6.7	155 / 14.1	13.0	13.0	12 / 173	A	WFBG
	WRTA	T 12 / 7.0	8.0	6.7	174 / 15.7	15.8	16.5	14 / 206	B	WRTA
7	WBXQ-F	AOR 10 / 5.8	8.6	5.0	170 / 15.4	14.3	13.7	16 / 307	A	WBXQ-F
8	WGMR-F	CHR 4 / 2.3	1.1		71 / 6.4	4.0		16 / 439		WGMR-F
	WKMC	ST 4 / 2.3	1.7	2.8	44 / 4.0	4.3	8.6	5 / 63		WKMC

12+ FM Share (Metro): 79.87 % (127 of 159) (Spring 95: 80.13 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPRR-F >>	1 WPRR-F	1 WFGY-F	1 WFGY-F >	1 WFGY-F >>	1 WFGY-F >>	1 WFGY-F >>	1 WFGY-F >	1 WFGY-F >	1 WFGY-F >	1 WFGY-F >>
	2 WFGY-F >	2 WPRR-F	2 WPRR-F	2 WPRR-F	2 WALY-F	2 WPRR-F	2 WPRR-F <	2 WPRR-F	2 WPRR-F >	2 WPRR-F
	3 WBXQ-F	3 WHPA-F	WHPA-F	WHPA-F	3 WRTA	3 WRTA <	3 WHPA-F	3 WHPA-F	3 WBXQ-F	
	4 WHPA-F >>	4 WALY-F	4 WALY-F >	4 WALY-F >	WFBG	4 WFBG <	4 WALY-F	WALY-F >	4 WALY-F >	
					WHPA-F >	5 WALY-F	5 WRTA		5 WHPA-F	
					WHPA-F >>	WHPA-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 WPRR-F	1 WPRR-F >>	1 WPRR-F >>	1 WPRR-F <	1 WFGY-F	1 WPRR-F >>	1 WBXQ-F	1 WBXQ-F	1 WFGY-F >>	1 WFGY-F >>
	WFGY-F >>	2 WFGY-F >	2 WFGY-F	2 WPRR-F	2 WQKK-F	WFGY-F	WFGY-F >	2 WPRR-F	2 WALY-F >
	3 WHPA-F >	3 WHPA-F >	3 WHPA-F >	WHPA-F >	WBXQ-F	3 WPRR-F >	3 WALY-F >>	WBXQ-F	3 WBXQ-F
	4 WBXQ-F >>	4 WALY-F >	4 WALY-F >	4 WALY-F >>	WFGY-F	4 WQKK-F		WHPA-F	WHPA-F
					WGMR-F >>	WHPA-F		WALY-F >>	
						WALY-F >>			

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	20 (4)	20 (4)	12.6 %	15.4 %
AOR/Classic/NR	0 (0)	18 (5)	18 (5)	11.3 %	13.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	27 (2)	27 (2)	17.0 %	12.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	2 (1)	41 (2)	43 (3)	27.0 %	32.1 %
Full Service	12 (1)	0 (0)	12 (1)	7.5 %	6.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	12 (1)	0 (0)	12 (1)	7.5 %	9.0 %
Oldies	0 (0)	17 (1)	17 (1)	10.7 %	6.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	3 (1)	3 (1)	1.9 %	0.6 %
Soft AC/EZ	2 (1)	1 (1)	3 (2)	1.9 %	0.6 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	4 (1)	0 (0)	4 (1)	2.5 %	3.2 %
Totals	32 (5)	127 (16)	159 (21)		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBRX-F C	94.7	Patton	1.7 4.1 5 95
WJSM-F REL	92.7	Martinsburg	1.7 2.9 4 70
WTRN EZ	1340	Tyrone	1.2 2.7 2 43
WWAM C	1430	Altoona	1.2 5.7 2 81

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WQVE-F AOR	102.5	Pittsburgh	1.2 2.8 9 179
WKYE-F AC	95.5	Johnstown	1.7 4.2 44 574
WLAK-F AC/CHR	103.5	Huntingdon	0.6 2.3 15 299
WQHG-F SAC	106.3	Huntingdon	0.6 1.7 14 163
WQKK-F AOR	99.1	Ebensburg	1.2 5.8 24 487
WQWK-F AOR	97.1	State College	1.7 3.7 23 358
WRRK-F CLAOR	96.9	Braddock	0.6 2.1 3 80

ALTOONA

Consolidation Report	12+	25-54	Revenue
Forever WFBG-AM, WFGI-FM, WFGY-FM, WHPA-FM	39.0 %	39.8 %	49.1 %
	39.0 %	39.8 %	49.1 %

AM Stations

WFBG	1290	5 kw/1 kw (DA-N)	Full Service	Westwd	\$11.00	Christal	Forever
WRTA	1240	1 kw	Talk	Talknt, ABC, BNN	\$16.00	—	
WVAM	1430	5 kw/1 kw (DA-N)	Country	WW1, CNN, CBS	\$12.00	Allied	Citadel, pend.

FM Stations

WALY	103.9	0.31 kw @ 984	Oldies	ABC, Westwd	\$16.00	Mc-Guild	Winston	Bellwood
WBXQ	94.3	0.35 kw @ 958	AOR	ABC	\$NA	Banner		Cresson
WFGY	98.1	30 kw @ 1020	Country	CBS	\$57.00	Christal	Forever	
WHPA	104.9	0.31 kw @ 1417	AC	CNN	\$17.00	Roslin	Forever	Holidaysburg
WPRR	100.1	16.5 kw @ 403	CHR		\$20.00	Allied	Citadel, pend.	

Notes: 1996 WKMC/WHPA-F sold to Forever for \$2,000,000 . . . 4/97 Tele-Media sold these stations to Citadel: WVAM for \$600,000; WPRR-F for \$2,600,000 . . . 6/97 WKMC sold by Forever for \$25,000

Jim Duncan

Comments: WFGY-F posted its lowest share in many years but remains the Alpha station in Altoona . . . WALY-F and WPRR-F enjoy their highest shares since prior to 1993

ANCHORAGE

Arbitron Rank: 165 Pop (12+):	202,100	Stations:	17 / 17	Last Year's Revenue:	\$13,000,000
MSA Rank:	172	Diarles:	1,008/200:1/53.4%	Household Income:	\$56,304
MSA Pop:	258,000	Sample Target:	860	Retail Dollars:	\$3.2 Bil.
DMA:	156	% Below Line:	0.0	#1 Biller:	KASH-AF \$1,700,000
Average Persons Rating:	14.6	% Not Listed:	12.9	#1 Billing Portfolio:	
Market TSL In Hours:	20.00	Pop per Station:	11,888	Capstar	\$6,060,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KGOT-F	CHR	41 / 13.9	10.7	11.0	9.1	620 / 30.7	25.9	25.5	48 / 701	C	KGOT-F
2	KMXS-F	AC/CHR	28 / 9.5	4.7	7.3	5.9	412 / 20.4	15.5	18.2	28 / 436	B	KMXS-F
3	KWHL-F	AOR	22 / 7.5	10.1	10.4	13.6	402 / 19.9	22.5	20.5	30 / 505	C	KWHL-F
4	KENI	N/T	21 / 7.1	8.2	6.7	5.4	232 / 11.5	15.4	12.3	27 / 324	B	KENI
	KASH-AF	C	21 / 7.1	9.2	10.4	9.6	372 / 18.4	17.3	19.6	30 / 490	C	KASH-AF
6	KBRJ-F	C	20 / 6.8	7.0	5.2	7.6	352 / 17.4	15.4	15.8	33 / 454	B	KBRJ-F
7	KEAG-F	O	17 / 5.8	6.6	7.0	5.1	315 / 15.6	16.4	16.0	28 / 396	B	KEAG-F
8	KYMG-F	AC	16 / 5.4	6.3	5.8	2.8	258 / 12.8	16.1	15.9	17 / 305	C	KYMG-F
	KKRO-F	CL HITS	16 / 5.4	3.5	3.7	4.2	289 / 14.3	13.2	12.9	19 / 353	B	KKRO-F
	KBFX-F	AOR/CL	16 / 5.4	4.4	4.9	5.4	273 / 13.5	12.8	14.4	18 / 302	B	KBFX-F
11	KNIK-F	J	14 / 4.7	3.8	4.9	6.2	177 / 8.8	9.0	9.7	14 / 177	A	KNIK-F
12	KLEF-F	CL	8 / 2.7	5.4	4.0	3.7	179 / 8.9	12.3	9.3	9 / 192	B	KLEF-F
13	KFQD	T	6 / 2.0	1.9	3.1	4.0	180 / 8.9	7.4	8.5	10 / 243	B	KFQD
	KHAR	ST	6 / 2.0	3.8	5.2	3.1	79 / 3.9	7.3	7.4	7 / 113	A	KHAR
	KBYR	T	6 / 2.0	2.2	1.5	1.4	110 / 5.5	8.7	6.1	6 / 127	A	KBYR

12+ FM Share (Metro): 84.44 % (217 of 257) (Spring 96: 81.67 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KGOT-F >>	1 KGOT-F >	1 KGOT-F	1 KGOT-F	1 KGOT-F <	1 KENI	1 KGOT-F	1 KGOT-F <	1 KGOT-F >	1 KGOT-F >	1 KGOT-F
2 KWHL-F >>	2 KWHL-F	2 KMXS-F >	2 KMXS-F >	2 KMXS-F >	2 KEAG-F	2 KMXS-F <	2 KMXS-F	2 KMXS-F	2 KENI	2 KENI
	KMXS-F >	3 KWHL-F <	3 KASH-AF	3 KENI	3 KASH-AF	3 KWHL-F <	3 KENI	3 KEAG-F	3 KWHL-F	3 KWHL-F
	4 KBRJ-F	4 KASH-AF	4 KKRO-F	KASH-AF	4 KMXS-F <	4 KENI	4 KASH-AF	KWHL-F	4 KBRJ-F	4 KASH-AF
	5 KASH-AF	KBRJ-F	KBRJ-F <	KBRJ-F	5 KBRJ-F	5 KASH-AF	5 KKRO-F	KBRJ-F <	5 KMXS-F	
		6 KKRO-F	6 KEAG-F	KEAG-F	KKRO-F	6 KBRJ-F	KYMG-F	6 KASH-AF <	6 KASH-AF	
		KBFX-F	KBFX-F <	KYMG-F <	KYMG-F	7 KYMG-F	KBRJ-F <	7 KENI	KEAG-F	
				8 KKRO-F <	KNIK-F		8 KBFX-F <		KYMG-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 KGOT-F	1 KGOT-F	1 KGOT-F	1 KGOT-F	1 KGOT-F	1 KGOT-F >>	1 KGOT-F	1 KWHL-F	1 KGOT-F	1 KMXS-F <
2 KWHL-F	2 KMXS-F >	2 KMXS-F >	2 KMXS-F	2 KMXS-F	2 KWHL-F >>	2 KWHL-F >	2 KGOT-F >	2 KWHL-F	2 KENI <
	KMXS-F >	3 KYMG-F	3 KYMG-F	3 KBRJ-F		3 KMXS-F	3 KMXS-F	3 KMXS-F	3 KWHL-F
4 KBRJ-F >>	KBRJ-F	KBRJ-F	4 KYMG-F	4 KEAG-F		4 KBFX-F	4 KBFX-F	4 KKRO-F	4 KKRO-F
	KASH-AF >	5 KASH-AF >	5 KASH-AF	KBRJ-F		5 KBRJ-F	5 KKRO-F	5 KBFX-F	5 KGOT-F
			6 KEAG-F	6 KASH-AF			KASH-AF	6 KASH-AF	6 KBFX-F
				7 KNIK-F			KBRJ-F >	7 KENI	7 KASH-AF
									8 KBRJ-F
									KEAG-F

ANCHORAGE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	44 (2)	44 (2)	17.1 %	12.5 %	Capstar	41.5 %	40.2 %	46.6 %
AOR/Classic/NR	0 (0)	38 (2)	38 (2)	14.8 %	16.4 %	KASH-AF, KBFX-FM, KENI-AM, KGOT-FM, KYAK-AM, KYMG-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Pioneer	33.6 %	31.9 %	36.3 %
CHR	0 (0)	41 (1)	41 (1)	16.0 %	12.1 %	KBRJ-FM, KEAG-FM, KFQD-AM, KHAR-AM, KMXS-FM, KWHL-FM			
Classical	0 (0)	8 (1)	8 (1)	3.1 %	6.0 %				
Country	1 (1)	39 (2)	40 (3)	15.6 %	18.5 %		75.1 %	72.1 %	82.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	14 (1)	14 (1)	5.4 %	4.3 %				
News/Talk	33 (3)	0 (0)	33 (3)	12.8 %	13.9 %				
Oldies	0 (0)	33 (2)	33 (2)	12.8 %	11.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	6 (1)	0 (0)	6 (1)	2.3 %	4.3 %				
Totals	40 (5)	217 (11)	257 (16)						

AM Stations

KASH	1080	10 kw	See KASH-F				
KBYR	700	10 kw	Talk	CBS	\$<20.00	IMN	Northern TV
KENI	550	5 kw	News/Talk	ABC, Westwd, Tiknt	\$25.00	D&R	Capstar
KFQD	750	50 kw	Talk	ABC	\$<20.00	Mc-Guild	Pioneer
KHAR	590	5 kw	Standards	Westwd	\$<20.00	Katz	Pioneer

FM Stations

KASH	107.5	100 kw @ -285	Country	ABC	\$45.00	Allied	Capstar
KBFX	100.5	25 kw @ 174	AOR/Classic AOR		\$28.00	Allied	Capstar
KBRJ	104.1	55 kw @ 62	Country		\$28.00	Katz	Pioneer
KEAG	97.3	100 kw @ 593	Oldies		\$23.00	Katz	Pioneer
KGOT	101.3	26 kw @ -62	CHR	Westwd	\$35.00	Christal	Capstar
KKRO	102.1	25 kw @ -154	Classic Hits		\$27.00	Katz	Pioneer
KLEF	98.1	25 kw @ 30	Classical		\$24.00	Allied	
KMXS	103.1	27 kw @ -177	AC/CHR		\$27.00	Mc-Guild	Pioneer
KNIK	105.3	51 kw @ 256	Jazz	CBS	\$24.00	IMN	Northern TV
KWHL	106.5	100 kw @ -85	AOR		\$41.00	Mc-Guild	Pioneer
KYMG	98.9	100 kw @ 500	AC	AP	\$25.00	Banner	Capstar

Notes: 3/97 KYAK/KGOT-F/KYMG-F sold by Comco (Craig McCaw) to Capstar (price NA)

Jim Duncan

Comments: KGOT-F has its highest share since the late 1980's . . . Overall listening levels are falling sharply (-14% since 1995) . . . KWHL-F is at its lowest share since 1993 . . . KMXS-F has jumped to the highest share in its history . . . KLEF-F is at its lowest share level in many years

ANN ARBOR

Arbitron Rank: 147 Pop (12+)	251,700	Stations:	27 / 4	Last Year's Revenue:	NA
MSA Rank:	NA	Diarles:	698/361:1/50.7%	Household Income:	\$53,612
MSA Pop:	NA	Sample Target:	680	Retail Dollars:	\$3.9 Bil.
DMA:	Detroit (#9)	% Below Line:	69.3	#1 Biller:	NA
Average Persons Rating:	13.9	% Not Listed:	20.9	#1 Billing Portfolio:	NA
Market TSL in Hours:	18.50	Pop per Station:	62,925		

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level
1	WJR	FS	33 / 9.5	11.6	11.8	8.2	633 / 25.2	22.3	27.1	41 / 783	WJR
2	WNIC-F	AC	23 / 6.6	5.0	4.5	4.0	371 / 14.8	13.7	12.2	25 / 393	WNIC-F
3	WJLB-F	B	18 / 5.2	6.3	6.7	7.4	298 / 11.9	12.0	10.5	19 / 332	WJLB-F
4	WOMC-F	O	17 / 4.9	2.2	2.2	3.1	197 / 7.8	10.0	9.9	17 / 234	WOMC-F
	WRIF-F	AOR	17 / 4.9	5.5	5.9	4.0	380 / 15.1	12.3	16.4	20 / 460	WRIF-F
6	WWWW-F	C	15 / 4.3	3.3	5.3	5.4	271 / 10.8	8.8	12.1	15 / 297	WWWW-F
7	WQKL-F	O	11 / 3.2	3.3	3.1	2.5	206 / 8.2	11.0	9.5	13 / 253	WQKL-F
	WKQI-F	AC	11 / 3.2	6.6	4.2	4.5	353 / 14.0	19.8	17.2	12 / 382	WKQI-F
	WHYT-F	CHR-NR	11 / 3.2	2.2	3.4	2.8	398 / 15.8	14.4	15.9	11 / 404	WHYT-F
	WAAM	T	11 / 3.2	1.4	3.1	2.5	158 / 6.3	6.3	7.6	11 / 158	WAAM
11	WIOB-F	AOR	10 / 2.9	2.2	3.9	3.7	300 / 11.9	10.6	13.2	12 / 352	WIOB-F

12+ FM Share (Metro): 77.17 % (213 of 276) (Spring 96: 76.17 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJLB-F >>	1 WRIF-F <	1 WNIC-F	1 WNIC-F	1 WNIC-F <	1 WJR >	1 WJR >	1 WJR	1 WJR >	1 WJLB-F <	1 WJR >
	2 WNIC-F <	2 WRIF-F <	2 WOMC-F <	2 WJR <	2 WOMC-F	2 WNIC-F	2 WNIC-F	2 WNIC-F <	2 WNIC-F	2 WNIC-F
	3 WJLB-F	3 WJR	3 WJR <	3 WOMC-F	3 WAAM	3 WRIF-F <	3 WOMC-F <	3 WJLB-F	3 WJR <	3 WJLB-F
	4 WKQI-F	WOMC-F <	4 WRIF-F >	4 WRIF-F	WNIC-F	4 WOMC-F	4 WRIF-F	4 WRIF-F <	4 CIMX-F	
	WHYT-F	5 WJLB-F	5 WWW-F	5 WWW-F	5 WMMV-F	5 WAAM <	5 WQKL-F	5 WOMC-F	5 WRIF-F	
	6 WIOB-F				WQRS-F				WHYT-F	
	WWW-F				WWW-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 WIOB-F	1 WNIC-F >	1 WNIC-F >	1 WNIC-F >	1 WNIC-F >	1 WJLB-F	1 WRIF-F >	1 WRIF-F >	1 WRIF-F	1 WJR
	WCHB-F	2 WJLB-F	2 WKQI-F	2 WJLB-F	2 WHYT-F >>	2 WJLB-F	2 WDFN	2 WOMC-F	2 WOMC-F
	WJLB-F	WKQI-F	WRIF-F >	3 WIOB-F	3 WNIC-F	WDFN	3 WNIC-F	WJR	WRIF-F >
4 WQKL-F >	4 WRIF-F	4 WJR >>	WWW-F	WWW-F >	WHYT-F	WJR	4 WJLB-F	4 WJLB-F	4 WNIC-F >
	WIOB-F		WQKL-F			5 WWW-F	WNIC-F >		
	WCHB-F		WJR			WTKA >>			
			WKQI-F						

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	36 (3)	36 (3)	13.0 %	15.5 %
AOR/Classic/NR	0 (0)	56 (6)	56 (6)	20.3 %	19.0 %
Black/Urban	0 (0)	38 (4)	38 (4)	13.8 %	12.0 %
CHR	0 (0)	11 (1)	11 (1)	4.0 %	2.8 %
Classical	0 (0)	8 (1)	8 (1)	2.9 %	4.6 %
Country	0 (0)	24 (2)	24 (2)	8.7 %	10.2 %
Full Service	33 (1)	0 (0)	33 (1)	12.0 %	14.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	10 (1)	10 (1)	3.6 %	3.5 %
News/Talk	24 (4)	0 (0)	24 (4)	8.7 %	4.9 %
Oldies	0 (0)	28 (2)	28 (2)	10.1 %	8.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	2 (1)	2 (1)	0.7 %	2.5 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	6 (1)	0 (0)	6 (1)	2.2 %	1.4 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
Totals	63 (6)	213 (21)	276 (27)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WTKA	T	1050	Ann Arbor	0.9	3.2	3 85
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
CIDR-F	AOR-P	93.9	Windsor, ON	2.0	7.8	8 212
CIMX-F	AOR-NR	88.7	Windsor, ON	2.6	12.9	10 362
WCHB-F	B	105.9	Detroit	2.0	6.0	7 152
WCSX-F	CL AOR	94.7	Birmingham	2.6	10.4	10 294
WDFN	SPRTS	1130	Detroit	1.7	3.9	6 105
WDRQ-F	B/AC	93.1	Detroit	2.6	10.6	9 295
WKRK-F	AOR-NR	97.1	Detroit	1.1	6.5	4 178
WMUZ-F	REL	103.5	Detroit	0.6	2.3	2 64
WMXD-F	B/AC	92.3	Detroit	1.1	4.9	4 129
WQRS-F	CL	105.1	Detroit	2.3	7.4	9 205
WRVF-F	AC	101.5	Toledo	0.6	2.3	11 202
WMMV-F	J	98.7	Detroit	2.9	5.8	10 156
WWJ	N	950	Detroit	1.4	5.3	5 146
WXYT	T	1270	Detroit	1.4	3.8	5 96
WYCD-F	C	99.5	Detroit	2.6	9.6	11 281

ANN ARBOR

Consolidation Report	12+	25-54	Revenue
Local	7.0 %	6.9 %	%
WAMX-AM, WIQB-FM, WQKL-FM, WTKA-AM			
	7.0 %	6.9 %	%

AM Stations

WAAM	1600	5 kw (DA-2)	Talk	Westwd, ABC, Talknt	\$22.00	Mich.	
WTKA	1050	10 kw/500 w (DA-2)	Talk	ABC, 1/1, SBUSA	\$16.00	Mich.	WIQB-F

FM Stations

WIQB	102.9	49 kw @ 500	AOR	Westwd	\$61.00	Christal	
WQKL	107.1	3 kw @ 289	Oldies		\$38.00	Mich.	WIQB-F

Notes: Other ranked stations - See Detroit

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies, Classic Hits
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - 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	

APPLETON-OSHKOSH

Arbitron Rank: 138 Pop (12+): 277,500	Stations: 22 / 14	Last Year's Revenue: \$12,000,000
MSA Rank: 144	Diaries: 731/380:1/63.0%	Household Income: \$48,880
MSA Pop: 342,000	Sample Target: 710	Retail Dollars: \$3.9 Bil.
DMA: 71 (w/Green Bay)	% Below Line: 20.9	#1 Biller: WAPL-F \$2,900,000
Average Persons Rating: 17.1	% Not Listed: 13.3	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 19,821	Cumulus (pend.) \$4,280,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	WIXX-F	57 / 12.0	13.1	14.7	9.8	15.0	920 / 33.1	35.2	38.7	152 / 2483	WIXX-F
2	WAPL-F	47 / 9.9	7.4	8.5	10.4	10.7	645 / 23.2	20.6	20.4	122 / 1428	D WAPL-F
3	WOZZ-F	41 / 8.6	6.3	6.2	4.1	6.0	599 / 21.6	17.5	18.3	80 / 1240	C WOZZ-F
4	WNCY-F	40 / 8.4	7.2	7.7	7.2	1.8	474 / 17.1	17.1	17.7	96 / 1262	B WNCY-F
5	WHBY	36 / 7.6	6.6	5.5	9.3	8.3	529 / 19.1	17.9	13.5	38 / 593	C WHBY
6	WVBO-F	30 / 6.3	6.8	7.9	5.6	5.6	456 / 16.4	16.2	19.2	43 / 753	C WVBO-F
7	WROE-F	28 / 5.9	5.3	6.0	6.1	5.8	448 / 16.1	12.7	11.3	36 / 591	C WROE-F
8	WNAM	25 / 5.3	5.5	4.9	6.9	7.6	331 / 11.9	12.7	12.0	44 / 585	B WNAM
9	WUSW-F	20 / 4.2	6.1	6.4	8.9	8.7	382 / 13.8	15.3	14.2	25 / 505	C WUSW-F
10	WKSZ-F	16 / 3.4	2.3	3.2			384 / 13.8	13.2	12.8	33 / 906	C WKSZ-F
11	WPKR-F	14 / 2.9	4.2	2.8	2.6	4.9	241 / 8.7	11.1	6.9	45 / 614	B WPKR-F
12	WOSH	13 / 2.7	3.0	4.3	2.6	2.2	258 / 9.3	9.1	8.5	15 / 309	B WOSH

12+ FM Share (Metro): 74.51 % (307 of 412) (Spring 96: 78.83 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WIXX-F	1 WAPL-F	1 WIXX-F	1 WAPL-F	1 WAPL-F	1 WHBY	1 WIXX-F	1 WAPL-F <	1 WIXX-F <	1 WIXX-F >	1 WHBY
2 WKSZ-F >>	2 WIXX-F <	WAPL-F	2 WOZZ-F <	2 WOZZ-F <	2 WVBO-F <	2 WAPL-F	2 WIXX-F	2 WOZZ-F	2 WOZZ-F <	WVBO-F
3 WOZZ-F >	3 WOZZ-F	3 WOZZ-F	3 WIXX-F >	3 WIXX-F	3 WNAM	3 WHBY	3 WHBY	3 WAPL-F	3 WHBY	3 WOZZ-F
	4 WNCY-F >	4 WNCY-F	4 WVBO-F	4 WVBO-F	WIXX-F	4 WNCY-F	4 WNCY-F <	4 WNCY-F	WAPL-F <	4 WNCY-F
	5 WROE-F >>	5 WVBO-F	5 WNCY-F	5 WNCY-F	5 WNCY-F <	5 WNAM <	5 WOZZ-F <	5 WVBO-F <	5 WNCY-F	
		6 WROE-F	6 WROE-F >	6 WROE-F	6 WAPL-F	6 WOZZ-F	6 WROE-F	6 WROE-F	6 WVBO-F <	
				7 WHBY	7 WOZZ-F	7 WVBO-F	7 WVBO-F	7 WHBY	7 WKSZ-F	
							8 WNAM			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WIXX-F >>	1 WIXX-F >	1 WROE-F	1 WIXX-F >>	1 WIXX-F >	1 WIXX-F	1 WAPL-F >	1 WAPL-F	1 WAPL-F	1 WAPL-F
2 WOZZ-F	2 WOZZ-F	WOZZ-F	2 WOZZ-F	2 WVBO-F <	WNCY-F	2 WNCY-F <	2 WOZZ-F >	2 WOZZ-F	2 WOZZ-F >
WKSZ-F >	3 WROE-F	3 WIXX-F	WAPL-F <	3 WAPL-F <	3 WAPL-F >>	3 WOZZ-F >	3 WNCY-F >>	3 WNCY-F	3 WNCY-F
	4 WAPL-F >	WAPL-F >	4 WROE-F	4 WROE-F		4 WIXX-F >>	4 WROE-F	4 WIXX-F >	WVBO-F
	5 WNCY-F	5 WNCY-F	WVBO-F	WNCY-F			5 WIXX-F >	5 WHBY	5 WHBY
			6 WNCY-F	6 WOZZ-F >				WVBO-F >	6 WROE-F
			7 WUSW-F	7 WUSW-F					WIXX-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WMBE	?	1530	Chilton 1.3 2.2 14 115
WOGB-F	O	103.1	Kaukauna 1.3 4.1 24 482
WPCK-F	C	104.9	Kaukauna 0.4 3.6 5 180
WRJQ	ST	1570	Appleton 1.1 3.6 6 130

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WGEE	T	1360	Green Bay 0.6 2.3 20 344
WGN	FS/T	720	Chicago 0.6 1.5 8 117
WISN	T	1130	Milwaukee 0.6 1.8 3 94
WQLH-F	CHR	98.5	Green Bay 0.6 4.4 20 522
WRVM-F	REL	102.7	Suring 0.6 1.7 8 120
WTMJ	FS	620	Milwaukee 2.3 8.6 21 460

APPLETON-OSHKOSH

Format Performance	AM	FM	Total	%	Fail 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %	Cumulus, pend.	19.8 %	18.7 %	35.1 %
AOR/Classic/NR	0 (0)	88 (2)	88 (2)	21.4 %	16.2 %	WNAM-AM, WOGB-FM, WOSH-AM, WUSW-FM, WVBO-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Midwest Communications	34.9 %	38.3 %	23.4 %
CHR	0 (0)	76 (3)	76 (3)	18.4 %	19.4 %	WIXX-FM, WNCY-FM, WOZZ-FM, WROE-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Woodward	20.9 %	21.2 %	33.6 %
Country	0 (0)	76 (4)	76 (4)	18.4 %	20.6 %	WAPL-FM, WHBY-AM, WKSZ-FM			
Full Service	50 (3)	0 (0)	50 (3)	12.1 %	10.0 %		75.6 %	78.2 %	92.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %				
News/Talk	19 (3)	0 (0)	19 (3)	4.6 %	6.0 %				
Oldies	0 (0)	36 (2)	36 (2)	8.7 %	10.2 %				
Others/Unknown	6 (1)	0 (0)	6 (1)	1.5 %	1.7 %				
Religion/Gospel	0 (0)	3 (1)	3 (1)	0.7 %	0.0 %				
Soft AC/EZ	0 (0)	28 (1)	28 (1)	6.8 %	6.2 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	30 (2)	0 (0)	30 (2)	7.3 %	8.5 %				
Totals	105 (9)	307 (13)	412 (22)						

AM Stations

Station	Frequency	Power	Format	Ownership	Parent	Other	Notes
WHBY	1150	5 kw (DA-2)	Full Service	CBS	\$30.00	Eastman	Woodward Kimberly
WNAM	1280	5 kw (DA-2)	Standards	ABC, Westwd	\$<20.00	K&P	Cumulus, pend. Neenah-Menasha
WOSH	1490	1 kw	Talk	Westwd, Tiknt, ABC	\$<20.00	Mc-Guild	Cumulus, pend.

FM Stations

Station	Frequency	Power	Format	Ownership	Parent	Other	Notes
WAPL	105.7	100 kw @ 1174	AOR	ABC	\$64.00	Eastman	Woodward
WKSZ	95.9	4.5 kw @ 774	CHR	\$ NA	K&P	Woodward	De Pere
WNCY	100.3	45 kw @ 489	Country	\$21.00	Christal	Midwest Comm.	
WOGB	103.1	3.6 kw @ 879	Oldies	ABC	\$<20.00	K&P	Cumulus, pend. Kaukauna
WOZZ	93.5	50 kw @ 492	AOR/Classic AOR	\$29.00	Christal	Midwest Comm.	New London
WPKR	99.5	50 kw @ 420	Country	Westwd	\$<20.00	—	Omro
WROE	104.9	13 kw @ 459	Soft AC	AP	\$32.00	Banner	Midwest Comm.
WUSW	96.9	6 kw @ 328	Country	ABC	\$39.00	K&P	Cumulus, pend.
WVBO	103.9	25 kw @ 318	Oldies	ABC	\$32.00	K&P	Cumulus, pend. Winnecone

Notes: Other ranked stations – See Green Bay . . . 5/97 WKFX-F changed calls to WPCK-F and began a partial simulcast of WPKR-F . . . 5/97 Midwest Family sold WNAM/WOSH/WOGB-F/WUSW-F/WVBO-F to Cumulus for \$11,800,000 (Bcst. Asset Mgmt.)

Jim Duncan

Comments: Listening levels are growing slightly in the market . . . WOZZ-F is at record high share levels . . . WHBY seems to be recovering from its record low levels of last year

ASHEVILLE

Arbitron Rank: 176 Pop (12+) 180,200	Stations: 18 / 8	Last Year's Revenue: \$6,900,000
MSA Rank: 192	Diarles: 612/294:1/50.5%	Household Income: \$35,156
MSA Pop: 214,000	Sample Target: 610	Retail Dollars: \$2.6 Bil.
DMA: 35 (w/Greenvi-Spar.)	% Below Line: 24.9	#1 Biller: WKSF-F \$2,700,000
Average Persons Rating: 13.5	% Not Listed: 20.5	#1 Billing Portfolio:
Market TSL In Hours: 18.75	Pop per Station: 22,525	Capstar \$5,200,000

12+ Metro	Format	Spring 97 1/4 Share	Spg 96	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WKSF-F	C 52 / 21.3	24.8	17.8	556 / 30.8	39.8	34.4	106 / 1342	D	WKSF-F
2	WWNC	C/FS 35 / 14.3	13.7	18.5	486 / 27.0	24.2	29.3	45 / 579	D	WWNC
3	WMYI-F	AC 18 / 7.4	9.1	8.7	312 / 17.3	21.6	19.0	52 / 732		WMYI-F
4	WZRQ-F	AOR 15 / 6.1			204 / 11.3			16 / 242		WZRQ-F
5	WISE	ST 13 / 5.3	5.4	3.8	129 / 7.1	9.5	5.2	14 / 163	A	WISE
	WTPT-F	AOR-NR 13 / 5.3	1.2	1.0	149 / 8.3	3.7	3.7	28 / 361		WTPT-F
7	WFBC-F	CHR 12 / 4.9	6.2	4.2	234 / 13.0	13.3	10.5	16 / 392		WFBC-F
8	WMIT-F	REL 8 / 3.3	2.1	3.8	145 / 8.1	7.0	10.7	28 / 440	B	WMIT-F
9	WTZK	T 6 / 2.5			41 / 2.3			6 / 41		WTZK
10	WESC-F	C 5 / 2.0	2.9	3.1	130 / 7.2	8.0	9.5	24 / 534		WESC-F

12+ FM Share (Metro): 69.59 % (135 of 194) (Spring 95: 72.96 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKSF-F	1 WKSF-F >>	1 WKSF-F >>	1 WKSF-F >>	1 WKSF-F >>	1 WWNC	1 WWNC <	1 WKSF-F >	1 WKSF-F >	1 WKSF-F >>	1 WKSF-F
2 WFBC-F >>	2 WZRQ-F	2 WZRQ-F	2 WMYI-F	2 WMYI-F >	2 WKSF-F >>	2 WKSF-F >>	2 WWNC >	2 WWNC	2 WFBC-F	2 WWNC >>
3 WTPT-F >>	WTPT-F	WMYI-F	3 WZRQ-F	3 WWNC	3 WISE	3 WMYI-F >>	3 WMYI-F	3 WZRQ-F <	3 WTPT-F	3 WMYI-F >>
	4 WMYI-F	4 WTPT-F	4 WWNC >	4 WZRQ-F >	4 WMYI-F	4 WZRQ-F <	4 WZRQ-F	4 WMYI-F	WWNC	
		5 WWNC			5 WMIT-F >		WISE	5 WISE	5 WMYI-F	
							6 WTZK	6 WFBC-F	6 WZRQ-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 WZRQ-F	1 WKSF-F >	1 WKSF-F >	1 WKSF-F >>	1 WKSF-F >>	1 WKSF-F	1 WKSF-F >	1 WKSF-F	1 WKSF-F >	1 WKSF-F >>
	WKSF-F >	2 WMYI-F >	2 WMYI-F >>	2 WMYI-F >>	WTPT-F >>	2 WTPT-F	2 WZRQ-F >>	2 WZRQ-F	2 WZRQ-F
3 WMYI-F >>	3 WFBC-F	3 WFBC-F >>	3 WFBC-F	3 WWNC >	3 WZRQ-F >>	3 WZRQ-F >>	3 WTPT-F >>	3 WTPT-F >>	3 WWNC >>
	WZRQ-F >>		WWNC	4 WFBC-F				4 WWNC >>	4 WTPT-F
			WZRQ-F	WTZK >					WMYI-F >

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	18 (1)	18 (1)	9.3 %	11.2 %
AOR/Classic/NR	0 (0)	32 (4)	32 (4)	16.5 %	11.7 %
Black/Urban	0 (0)	3 (1)	3 (1)	1.5 %	1.0 %
CHR	0 (0)	12 (1)	12 (1)	6.2 %	7.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	57 (2)	57 (2)	29.4 %	35.7 %
Full Service	35 (1)	0 (0)	35 (1)	18.0 %	16.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	6 (1)	0 (0)	6 (1)	3.1 %	1.5 %
Oldies	0 (0)	2 (1)	2 (1)	1.0 %	1.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	4 (1)	8 (1)	12 (2)	6.2 %	4.1 %
Soft AC/EZ	0 (0)	3 (1)	3 (1)	1.5 %	2.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	14 (3)	0 (0)	14 (3)	7.2 %	7.1 %
Totals	59 (6)	135 (12)	194 (18)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WFGW	REL	1010	Black Mtn.	1.6	4.2	5 132

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WHKP	ST	1450	Hendersonville	0.4	1.5	6 120
WJMZ-F	B	107.3	Anderson, SC	1.2	2.6	7 91
WROQ-F	AOR	101.1	Anderson, SC	1.2	2.3	12 217
WSPA-F	SAC	98.9	Spartanburg, SC	1.2	6.2	14 364
WWMG-F	O	96.1	Shelby	0.8	3.1	5 114
WXRC-F	AOR	95.7	Hickory	0.4	1.9	2 55

ASHEVILLE

AM Stations

WISE	1310	5 kw/1 kw (DA-N)	Standards	ABC	\$12.00	--		
WTZK	1350	1 kw/0.074 kw	Talk	SRN, USA	\$ NA	--		Black Mountain
WWNC	570	5 kw (DA-N)	Country/Full Svc.	ABC, Westwd	\$45.00	Mc-Guild	Capstar	

FM Stations

WKSF	99.9	53 kw @ 2621	Country	ABC, Westwd	\$55.00	Mc-Guild	Capstar	
WMT	106.9	36 kw @ 3091	Religion	USA	\$16.00	--		Black Mountain
WZRQ	96.5	0.43 kw @ 1197	AOR		\$ NA	Christal		Biltmore Forest

Notes: Other ranked stations – See Greenville-Spartanburg . . . There is no Consolidation Report (no duopolies in place) . . . 2/97 WISE/WTZQ sold for \$1,000,000 . . . 6/97 WZLS-F signed off by FCC order, a new station, WZRQ-F, took its place, programming AOR

Jim Duncan

Comments: One of the lowest listening levels of any market this sweep, comparable to 1996 but 3.1 rating points below 1995's level

ATLANTA

Arbitron Rank: 12	Pop (12+): 2,925,700	Stations: 22 / 20	Last Year's Revenue: \$192,200,000
MSA Rank: 9		Diaries: 3,859/758:1/51.3%	Household Income: \$47,295
MSA Pop: 3,560,000		Sample Target: 3,740	Retail Dollars: \$38.0 Bil.
DMA: 10		% Below Line: 0.9	#1 Biller: WSB \$22,600,000
Average Persons Rating: 15.7		% Not Listed: 12.6	#1 Billing Portfolio: Jacor \$43,000,000
Market TSL in Hours: 20.75		Pop per Station: 146,285	

12+ Metro	Format	Spring 97		Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA		Revenue Level
		1/4 Share	Share									AQH / Cume	Cume	
1	WVEE-F	B	494 / 10.7	9.8	10.4	9.4	8.9	10.1	5909 / 20.2	19.3	19.6	547 / 6803	K	WVEE-F
2	WSB	FS/T	382 / 8.3	9.0	10.2	8.7	9.2	9.0	6517 / 22.3	24.3	16.4	415 / 7232	K	WSB
3	WSTR-F	CHR/JAC	334 / 7.3	5.9	5.1	5.2	6.2	5.9	5663 / 19.4	16.9	17.8	376 / 6727	I	WSTR-F
4	WKHX-F	C	309 / 6.7	8.3	7.4	9.0	8.6	7.9	4797 / 16.4	17.2	18.9	355 / 5739	J	WKHX-F
5	WALR-AF	B/AC	272 / 5.9	6.2	6.5	5.7	4.8	6.1	4016 / 13.7	13.9	12.2	298 / 4471	H	WALR-AF
6	WHTA-F	B	240 / 5.2	4.9	5.0	4.7	5.4	5.0	3787 / 12.9	12.5	11.7	248 / 3926	B	WHTA-F
7	WSB-F	AC	235 / 5.1	4.3	4.7	5.2	5.1	4.8	4743 / 16.2	17.0	16.4	260 / 5437	I	WSB-F
8	WPCH-F	SAC	224 / 4.9	5.6	6.2	5.9	5.1	5.6	4196 / 14.3	15.5	15.0	241 / 4604	J	WPCH-F
9	WKLS-F	AOR	219 / 4.8	4.5	4.9	5.2	5.0	4.8	3988 / 13.6	13.6	12.7	267 / 4917	I	WKLS-F
	WNNX-F	AOR-NR	219 / 4.8	5.0	5.0	4.9	5.7	4.9	4385 / 15.0	14.2	15.3	253 / 5082	I	WNNX-F
11	WFOX-F	O	198 / 4.3	4.2	3.9	4.8	5.0	4.3	4295 / 14.7	13.0	14.1	245 / 5296	I	WFOX-F
	WZGC-F	CL AOR	198 / 4.3	4.2	3.4	3.1	3.1	3.8	3786 / 12.9	12.8	11.8	227 / 4288	H	WZGC-F
13	WYAY-F	C	164 / 3.6	3.4	4.2	4.2	3.6	3.8	2552 / 8.7	9.8	10.7	231 / 3658	G	WYAY-F
14	WJZF-F	J	129 / 2.8	2.3	2.6	2.4	2.7	2.5	2539 / 8.7	9.3	8.6	132 / 2662	F	WJZF-F
15	WGST-F	T/N	116 / 2.5	2.9	2.2	2.1	2.5	2.4	1852 / 6.3	5.8	6.1	123 / 1934	*	WGST-F
16	WAOK	G	107 / 2.3	1.5	1.5	2.5	1.9	2.0	1204 / 4.1	3.6	3.7	107 / 1204	D	WAOK
17	WGST	T/N	86 / 1.9	1.9	1.7	2.0	2.5	1.9	1634 / 5.6	6.4	7.0	93 / 1762	I	WGST

12+ FM Share (Metro): 84.17 % (3388 of 4025) (Spring 96: 82.70 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WVEE-F <	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WSB >	1 WSB <	1 WSB	1 WVEE-F	1 WVEE-F >	1 WKHX-F <
2 WHTA-F >	2 WSTR-F	2 WSTR-F	2 WALR-AF <	2 WALR-AF <	2 WKHX-F	2 WVEE-F	2 WVEE-F	2 WSB <	2 WHTA-F	2 WVEE-F
3 WSTR-F	3 WHTA-F	3 WALR-AF	3 WSTR-F	3 WSB	3 WALR-AF <	3 WKHX-F <	3 WSTR-F	3 WSTR-F	3 WALR-AF <	3 WALR-AF >
4 WNNX-F >>	4 WNNX-F <	4 WKLS-F <	4 WSB <	4 WSTR-F <	4 WFOX-F <	4 WSTR-F <	4 WPCH-F <	4 WKHX-F	4 WSTR-F	
	5 WKLS-F	5 WKHX-F	5 WSB-F <	5 WSB-F <	5 WVEE-F <	5 WALR-AF	5 WSB-F	5 WHTA-F	5 WKHX-F <	
	6 WSB-F	6 WKHX-F	6 WKHX-F	6 WKHX-F	6 WPCH-F <	6 WNNX-F	6 WKHX-F	6 WSB-F	6 WSB	
	7 WKHX-F <	7 WSB	7 WZGC-F	7 WZGC-F <		7 WPCH-F <	7 WKLS-F <	7 WALR-AF		
	8 WALR-AF	8 WZGC-F <	8 WKLS-F			8 WKLS-F <	8 WZGC-F	8 WNNX-F		
								8 WZGC-F		
								8 WKLS-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 WSTR-F	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WHTA-F	1 WVEE-F	1 WKLS-F <	1 WVEE-F	1 WSB
2 WVEE-F	2 WSTR-F >	2 WSTR-F	2 WSTR-F	2 WALR-AF	2 WVEE-F >	2 WKLS-F	2 WVEE-F	2 WKLS-F	2 WVEE-F <
3 WHTA-F	3 WHTA-F <	3 WSB-F	3 WALR-AF	3 WSB-F <	3 WNNX-F	3 WHTA-F	3 WSTR-F	3 WZGC-F <	3 WKLS-F <
4 WNNX-F >	4 WNNX-F <	4 WALR-AF	4 WSB-F	4 WSTR-F	4 WKLS-F	4 WSTR-F <	4 WNNX-F	4 WSB	4 WZGC-F
	5 WSB-F	5 WNNX-F <	5 WKHX-F <	5 WPCH-F <	5 WSTR-F >	5 WNNX-F >	5 WSB-F <	5 WSTR-F	5 WKHX-F <
		6 WPCH-F	6 WPCH-F	6 WKHX-F			6 WZGC-F	6 WNNX-F <	6 WALR-AF
				7 WFOX-F <			7 WYAY-F <	7 WHTA-F	7 WSTR-F <
				8 WSB >				8 WKHX-F <	8 WGST-F <

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WCNN	SPRIS	680	N. Atlanta	0.9	3.1	44	1035
WGKA	CL	1190	Atlanta	0.4	0.9	17	280

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WTSH-F	C	107.1	Rockmart	0.4	1.5	59	987
WVJ-F	REL	93.3	Manchester	0.5	1.9	37	746

ATLANTA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	235 (1)	235 (1)	5.8 %	5.3 %	ABC/Disney	12.9 %	12.7 %	12.1 %
AOR/Classic/NR	0 (0)	636 (3)	636 (3)	15.8 %	15.0 %	WKHX-FM, WKHX-AM, WYAY-FM			
Black/Urban	4 (1)	1002 (3)	1006 (4)	25.0 %	24.8 %	Cox	16.2 %	17.3 %	21.1 %
CHR	0 (0)	334 (1)	334 (1)	8.3 %	5.8 %	WJZF-FM, WSB-FM, WSB-AM			
Classical	17 (1)	0 (0)	17 (1)	0.4 %	0.7 %	Jacor	11.6 %	12.5 %	22.3 %
Country	0 (0)	490 (3)	490 (3)	12.2 %	13.8 %	WGST-AM, WKLS-FM, WPCH-FM			
Full Service	382 (1)	0 (0)	382 (1)	9.5 %	11.5 %	Westinghouse	17.3 %	17.2 %	16.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %	WAOK-AM, WVEE-FM, WZGC-FM			
Jazz	0 (0)	129 (1)	129 (1)	3.2 %	2.9 %		58.0 %	59.7 %	72.3 %
News/Talk	86 (1)	116 (1)	202 (2)	5.0 %	4.4 %				
Oldies	0 (0)	198 (1)	198 (1)	4.9 %	4.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	107 (1)	24 (1)	131 (2)	3.3 %	2.6 %				
Soft AC/EZ	0 (0)	224 (1)	224 (1)	5.6 %	7.0 %				
Sports	41 (1)	0 (0)	41 (1)	1.0 %	1.3 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	637 (6)	3388 (16)	4025 (22)						

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WALR	1340	1 kw	See WALR-F			
WAOK	1380	5 kw (DA-N)	Gospel	ABC	\$53.00	Infinity Westinghouse
WCNN	680	50 kw/10 kw (DA-2)	Sports		\$51.00	Christal Midwestern
WGST	640	50 kw/1 kw (DA-2)	Talk/News	ABC, CBS, AP	\$175.00	Eastman Jacor
WSB	750	50 kw	Full Service/Talk	AP, CNN	\$240.00	Christal Cox

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	City
WALR	104.7	100 kw @ 983	Black AC	\$165.00	Christal	Midwestern	Athens
WFOX	97.1	100 kw @ 1570	Oldies	Westwd	\$200.00	Century	Chancellor Gainesville
WGST	105.7	50 kw @ 492	See WGST-AM			Katz	Canton
WHTA	97.5	6.6 kw @ 636	Black	\$110.00	Allied	Radio One	Fayetteville
WJZF	104.1	60 kw @ 1218	Jazz	\$125.00	Christal	Cox	La Grange
WKHX	101.5	100 kw @ 984	Country	\$310.00	Katz	ABC/Disney	
WKLS	96.1	100 kw @ 984	AOR	Source	\$220.00	Eastman	Jacor
WNNX	99.7	100 kw @ 1032	AOR-New Rock	\$210.00	Allied	Susquehanna	
WPCH	94.9	100 kw @ 984	Soft AC	CBS	\$274.00	Eastman	Jacor
WSB	98.5	100 kw @ 1022	AC	\$250.00	Christal	Cox	
WSTR	94.1	100 kw @ 1022	CHR/VAC	\$220.00	CBS	Jefferson-Pilot	Smyrna
WVEE	103.3	100 kw @ 1022	Black	\$355.00	Infinity	Westinghouse	
WYAY	106.7	99 kw @ 1401	Country	ABC	\$145.00	Katz	ABC/Disney Gainesville
WZGC	92.9	100 kw @ 914	Classic AOR	\$185.00	Infinity	Westinghouse	

Notes: * WGST-F billings included with WGST (AM) . . . 4/97 WQXI (790) changed from Variety to Sports & Talk

Jim Duncan

Comments: WVEE-F registered its highest 12+ share since Spring '95 . . . WSB had its lowest share since Fall '95 while WKHX-F had its lowest share in many years . . .WSTR-F jumped to third overall on its best share in many years . . . Listening to Black/Urban stations is 25% . . . Listening to Country stations is 12.2% - down from 17.6% in 1994

ATLANTIC CITY-CAPE MAY

Arbitron Rank: 136 Pop (12+): 280,800	Stations: 41 / 21	Last Year's Revenue: \$14,000,000
MSA Rank: 145	Diaries: 1,288/218:1/48.9%	Household Income: \$41,247
MSA Pop: 334,000	Sample Target: 1,260	Retail Dollars: \$3.6 Bil
DMA: Philadelphia (#4)	% Below Line: 20.5	#1 Biller: WFPG-F \$2,100,000
Average Persons Rating: 17.0	% Not Listed: 10.3	#1 Billing Portfolio:
Market TSL in Hours: 22.50	Pop per Station: 13,371	Green \$2,410,000

12+ Metro	Format	Spring 97		Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share										
1	WTTH-FF	B	44 / 9.2	9.4	7.6	7.7	6.6	389 / 13.9	15.4	14.4	46 / 417	B	WTTH-FF
2	WFPG-F	AC	35 / 7.3	8.8	8.7	6.2	4.7	554 / 19.7	18.9	20.7	38 / 628	D	WFPG-F
3	WRDR-F	ST	30 / 6.3	5.4	8.4	5.1	6.2	334 / 11.9	9.8	12.1	39 / 479	B	WRDR-F
4	WAYV-F	AC/CHR	28 / 5.9	7.6	6.8	5.3	3.7	533 / 19.0	19.9	20.6	31 / 585	C	WAYV-F
5	WKOE-F	C	25 / 5.2	3.6	6.8	5.9	5.2	308 / 11.0	9.0	11.7	28 / 364	B	WKOE-F
6	WZXL-F	AOR	24 / 5.0	6.5	5.4	6.8	6.2	439 / 15.6	18.9	17.3	30 / 569	D	WZXL-F
7	WOND	T	23 / 4.8	3.8	3.5	4.6	5.4	286 / 10.2	9.7	7.9	23 / 286	B	WOND
8	WMGM-F	AC	17 / 3.6	3.4	3.7	5.7	5.2	335 / 11.9	12.4	11.1	19 / 376	C	WMGM-F
	WTKU-F	O	17 / 3.6	3.1	3.7	2.9	4.5	281 / 10.0	8.3	9.9	18 / 321	B	WTKU-F
	WMID	ST	17 / 3.6	2.5	4.1	2.6	4.5	182 / 6.5	6.2	5.6	17 / 182	A	WMID
11	WFPG	T	14 / 2.9	3.1	1.4	2.6	0.4	208 / 7.4	7.7	4.4	14 / 208	A	WFPG
12	WYSP-F	T/CL AOR	12 / 2.5	1.4	1.0	0.9	0.8	177 / 6.3	5.5	3.9	21 / 351		WYSP-F
13	WCMC	ST	11 / 2.3	2.0	3.1	2.6	3.7	80 / 2.8	3.7	4.1	11 / 80	A	WCMC
	WUSL-F	B	11 / 2.3	1.3	0.6	1.3	0.6	176 / 6.3	4.7	3.3	22 / 235		WUSL-F
	WIOQ-F	CHR	11 / 2.3	1.6	1.0	1.1	0.8	211 / 7.5	5.8	5.9	19 / 324		WIOQ-F
16	WXTU-F	C	10 / 2.1	3.1	2.9	2.9	2.3	155 / 5.5	5.4	5.4	16 / 265		WXTU-F
	WJSE-F	AOR-NR	10 / 2.1	1.6	2.5	2.0	2.9	227 / 8.1	7.5	8.5	10 / 227	A	WJSE-F

12+ FM Share (Metro): 80.84 % (346 of 428) (Spring 96: 83.15 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WTTH-F	1 WTTH-FF >	1 WTTH-FF >	1 WTTH-FF	1 WTTH-FF	1 WRDR-F	1 WTTH-FF	1 WFPG-F	1 WFPG-F	1 WTTH-FF >>	1 WTTH-FF >
WUSL-F	2 WZXL-F	2 WFPG-F <	2 WFPG-F	2 WFPG-F	2 WOND	2 WOND	2 WTTH-FF <	2 WTTH-FF	2 WUSL-F <	2 WWDB-F
WAYV-F	3 WFPG-F	3 WAYV-F <	3 WAYV-F <	3 WAYV-F	3 WOND	3 WFPG-F	3 WRDR-F	3 WZXL-F <	3 WRDR-F	3 WRDR-F
WZXL-F >	WAYV-F	4 WZXL-F	4 WZXL-F	4 WZXL-F	4 WTTH-FF <	4 WRDR-F <	4 WAYV-F <	4 WAYV-F	WFNN-F	4 WMID
	5 WYSP-F	5 WMGM-F	5 WMGM-F	5 WKOE-F	5 WKOE-F <	5 WAYV-F <	5 WKOE-F	5 WOND <	WFPG-F	
	6 WIOQ-F			WMGM-F	6 WMID	6 WFPG <	6 WKOE-F	6 WOND <	WAYV-F	
						7 WYSP-F <		WRDR-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 WTTH-FF >>	1 WTTH-FF >	1 WTTH-FF >	1 WTTH-FF	1 WTTH-FF <	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WZXL-F	1 WTTH-FF
2 WAYV-F	2 WFPG-F	2 WFPG-F	2 WFPG-F	2 WFPG-F	WJSE-F	WZXL-F	WTTH-FF	WTTH-FF	2 WZXL-F
	WFPG-F >	WAYV-F >	3 WAYV-F >	3 WAYV-F >	WZXL-F >>	3 WTTH-FF	WZXL-F >	3 WYSP-F	3 WFPG-F
4 WUSL-F	4 WZXL-F >	4 WZXL-F >>	4 WMGM-F	4 WMGM-F	4 WIOQ-F	4 WIOQ-F	4 WIOQ-F	4 WAYV-F	4 WYSP-F
	WIOQ-F >>		5 WZXL-F	5 WZXL-F	5 WKOE-F	5 WKOE-F	5 WFPG-F	5 WFPG-F	WKOE-F
				WKOE-F			WMGM-F	WMGM-F	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
WBSS-F	T	97.3 Vineland	1.5	5.2	8 206
WCZT-F	AC	94.3 Avalon	1.3	3.4	6 95
WDOX-F	AOR-P	93.1 Wildwood Crest	0.6	3.4	3 96
WFNN-F	AC	98.7 Villas	1.9	4.7	10 151
WIBG	REL	1020 Ocean City	0.4	0.7	2 21
WMID-FF	AOR/CL	99.3 Pleasantville	1.9	9.6	10 307

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KYW	N	1060 Philadelphia	0.8	4.0	6 193	
WABC	T	770 New York	0.4	1.9	2 53	
WBEB-F	AC	101.1 Philadelphia	1.0	3.6	7 165	
WDAS-F	B/AC	105.3 Philadelphia	0.4	1.1	5 99	
WFAN	SPRTS	660 New York	0.4	1.9	2 55	
WFLN-F	CL	95.7 Philadelphia	0.4	1.9	5 115	
WIP	SPRTS	610 Philadelphia	1.5	4.9	11 190	
WKXW-F	T	101.5 Trenton	0.8	4.0	7 178	
WMMR-F	AOR	93.3 Philadelphia	0.8	3.9	15 234	
WOGF-F	O	98.1 Philadelphia	0.8	3.1	14 335	
WPLY-F	CHR-NR	100.3 Media, PA	1.0	2.9	12 198	
WSNJ-F	?	107.7 Bridgeton	0.4	1.5	11 154	
WVLT-F	AC	92.1 Vineland	0.4	1.0	4 73	
WWDB-F	T	96.5 Philadelphia	1.5	4.5	15 274	
WYXR-F	AC/CHR	104.5 Philadelphia	0.4	1.7	6 145	

ATLANTIC CITY-CAPE MAY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	104 (8)	104 (8)	24.3 %	28.4 %	Green Group WUSS-AM, WMGM-FM, WOND-AM, WTKU-FM	14.6 %	15.3 %	17.2 %
AOR/Classic/NR	0 (0)	50 (6)	50 (6)	11.7 %	15.1 %		WAYV-F, pend. WAYV-FM, WDOX-FM	6.5 %	8.4 %
Black/Urban	0 (0)	56 (4)	56 (4)	13.1 %	12.1 %				
CHR	0 (0)	16 (2)	16 (2)	3.7 %	2.3 %				
Classical	0 (0)	2 (1)	2 (1)	0.5 %	0.8 %		21.1 %	23.7 %	29.3 %
Country	0 (0)	35 (2)	35 (2)	8.2 %	7.5 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %				
News/Talk	43 (4)	30 (4)	73 (8)	17.1 %	14.8 %				
Oldies	0 (0)	21 (2)	21 (2)	4.9 %	5.0 %				
Others/Unknown	0 (0)	2 (1)	2 (1)	0.5 %	0.0 %				
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.5 %	0.5 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	9 (2)	0 (0)	9 (2)	2.1 %	2.0 %				
Standards	28 (2)	30 (1)	58 (3)	13.6 %	11.1 %				
Totals	82 (9)	346 (31)	428 (40)						

AM Stations

WCMC	1230	1 kw	Standards	ABC	\$<20.00	D&R		Wildwood
WFPG	1450	1 kw	Talk	CBS, TARN, Talknt	\$<20.00	Eastman	Spring	
WMID	1340	890 w	Standards	Westwd. ABC	\$<20.00	Direct		
WOND	1400	1 kw	Talk	ABC, CNN	\$<20.00	Mc-Guild	Green	Pleasantville

FM Stations

WAYV	95.1	50 kw @ 331	AC/CHR		\$40.00	Katz		
WBNJ	105.5	3 kw @ 295	See WTTH-F					Cape May C. H.
WCZT	94.3	3.3 kw @ 300	AC		\$<20.00	K&P		Avalon
WFNN	98.7	3 kw @ 233	AC	ABC	\$17.00	D&R	Scott	Villas
WFPG	96.9	50 kw @ 360	AC		\$52.00	Eastman	Spring	
WKOE	106.3	3 kw @ 310	Country	ABC	\$21.00	Eastman		Ocean City
WMGM	103.7	50 kw @ 348	Oldies		\$25.00	Mc-Guild	Green	
WMID	99.3	3.4 kw @ 289	AOR/Classic AOR	ABC	\$<20.00	Direct		Pleasantville
WRDR	104.9	10 kw @ 510	Standards	AP	\$21.00	--		Egg Harbor
WSJL	102.3	3.2 kw @ 292	See WMID-F					Cape May
WTKU	98.3	3 kw @ 328	Oldies		\$21.00	Mc-Guild	Green	Ocean City
WTTH	96.1	2.3 kw @ 371	Black	ABC	\$24.00	--		Margate
WZXL	100.7	38 kw @ 350	AOR		\$42.00	D&R		Wildwood

Notes: Other ranked stations - See Philadelphia . . . 5/97 WRDR-F sold to WRAT-F (Monmouth-Ocean) for \$6,050,000 . . . 5/97 WDOX-F (93.1; Wildwood Crest) sold to WAYV-F (Gary Fisher) for \$500,000

Jim Duncan

Comments: Below-the-line listening has risen strongly for the last three years . . . WZXL-F is at its lowest share since 1993 . . . WTTH-FF remains the 12+ leader with a near-record share

AUGUSTA, GA

Arbitron Rank: 111 Pop (12+): 367,400	Stations: 25 / 22	Last Year's Revenue: \$11,700,000
MSA Rank: 108	Diaries: 967/380:1/52.9%	Household Income: \$36,759
MSA Pop: 454,000	Sample Target: 850	Retail Dollars: \$3.9 Bil.
DMA: 111	% Below Line: 1.6	#1 Biller: WBBQ-AF \$2,500,000
Average Persons Rating: 14.9	% Not Listed: 13.7	#1 Billing Portfolio: WBBQ-AF/WZNY-F \$3,500,000
Market TSL In Hours: 19.75	Pop per Station: 16,700	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WFXA-F	B	72 / 13.2	12.5	13.5	12.0	12.9	871 / 23.7	22.2	21.2	81 / 1003	C	WFXA-F
2	WKXC-F	C	55 / 10.1	10.0	10.8	12.5	13.1	689 / 18.7	21.7	22.7	63 / 823	D	WKXC-F
3	WZNY-F	CHR	40 / 7.3	6.9	5.3	3.2	5.8	671 / 18.3	17.9	14.6	49 / 814	C	WZNY-F
4	WBBQ-AF	AC	35 / 6.4	7.4	9.5	10.1	9.2	736 / 20.0	20.9	19.9	42 / 930	D	WBBQ-AF
5	WAKB-F	B/AC	34 / 6.2	5.9	5.3	4.1	4.4	501 / 13.6	12.5	9.5	44 / 668	A	WAKB-F
6	WEKL-F	CL AOR	26 / 4.8	4.3	3.3	3.1	6.0	432 / 11.8	11.3	10.3	28 / 458	A	WEKL-F
	WGAC	N/T	26 / 4.8	5.0	5.5	6.3	4.2	401 / 10.9	12.2	12.1	27 / 429	C	WGAC
8	WRXR-F	AOR-NR	25 / 4.6	3.9	4.6	5.0	5.3	391 / 10.7	10.1	12.2	28 / 430	B	WRXR-F
9	WGOR-F	O	24 / 4.4	3.4	3.8	4.7	3.3	408 / 11.0	9.7	10.4	25 / 438	B	WGOR-F
10	WUUS-F	C	22 / 4.0	3.5	1.8	2.7	3.3	452 / 12.3	11.6	6.4	24 / 521		WUUS-F
11	WTHB	G	19 / 3.5	4.0	3.8	2.0	2.7	191 / 5.2	3.9	3.4	19 / 204	A	WTHB
12	WSLT-F	SAC	18 / 3.3	3.1	3.7	2.9	4.4	295 / 8.0	9.1	9.3	18 / 295	A	WSLT-F
13	WCHZ-F	AOR-NR	13 / 2.4	1.9	2.7	3.6	2.7	313 / 8.5	6.2	8.3	14 / 353		WCHZ-F
14	WAJY-F	ST	12 / 2.2	1.9	2.0	1.6	1.1	188 / 5.1	4.4	5.7	16 / 245		WAJY-F
15	WIIZ-F	B	11 / 2.0	1.9	0.4			265 / 7.2	6.2	1.8	34 / 393		WIIZ-F

12+ FM Share (Metro): 86.20 % (406 of 471) (Spring 96: 81.86 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFXA-F >>	1 WFXA-F >	1 WFXA-F	1 WKXC-F	1 WKXC-F	1 WKXC-F >	1 WKXC-F <	1 WFXA-F <	1 WFXA-F <	1 WFXA-F >>	1 WFXA-F >>
2 WZNY-F >	2 WZNY-F >	2 WKXC-F	2 WFXA-F	2 WFXA-F	2 WGAC	2 WFXA-F	2 WKXC-F	2 WKXC-F	2 WZNY-F <	2 WKXC-F
3 WRXR-F >	3 WKXC-F	3 WZNY-F	3 WBBQ-AF <	3 WBBQ-AF <	3 WAKB-F <	3 WEKL-F <	3 WBBQ-AF	3 WZNY-F	3 WAKB-F	3 WZNY-F
	4 WRXR-F <	4 WBBQ-AF	4 WEKL-F <	4 WAKB-F	4 WGOR-F <	4 WBBQ-AF <	4 WZNY-F <	4 WGAC	4 WKXC-F <	WBBQ-AF
	5 WBBQ-AF	5 WAKB-F	5 WAKB-F	WEKL-F	5 WBBQ-AF <	5 WAKB-F <	5 WGAC	5 WBBQ-AF	5 WRXR-F >	
	6 WEKL-F	WEKL-F	6 WGOR-F <	6 WGOR-F	6 WFXA-F	6 WZNY-F	6 WGOR-F <	6 WAKB-F <		
	7 WAKB-F	7 WRXR-F <	7 WZNY-F	7 WZNY-F	7 WZNY-F	7 WGAC	7 WEKL-F <	7 WRXR-F <		
		8 WGOR-F <	8 WUUS-F	8 WUUS-F			8 WSLT-F <	8 WGOR-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WFXA-F >>	1 WFXA-F >	1 WFXA-F	1 WFXA-F	1 WKXC-F	1 WFXA-F	1 WFXA-F	1 WFXA-F	1 WFXA-F	1 WKXC-F
2 WZNY-F >	2 WKXC-F	2 WKXC-F	2 WKXC-F >	2 WFXA-F	2 WZNY-F	2 WZNY-F	WEKL-F	2 WZNY-F	2 WEKL-F <
3 WRXR-F >	3 WZNY-F	3 WBBQ-AF >	3 WBBQ-AF	3 WBBQ-AF	3 WRXR-F >>	3 WRXR-F >	3 WZNY-F	3 WEKL-F <	3 WAKB-F
4 WBBQ-AF	4 WBBQ-AF >	4 WZNY-F	4 WZNY-F	4 WGOR-F <		4 WEKL-F	4 WRXR-F	4 WRXR-F	4 WFXA-F
WKXC-F	5 WAKB-F >	WAKB-F	5 WAKB-F <	5 WAKB-F		5 WKXC-F	WKXC-F	WKXC-F <	WGAC
WAKB-F >>		6 WUUS-F	6 WGOR-F	6 WZNY-F			6 WAKB-F	6 WAKB-F	6 WBBQ-AF
		WTHB	7 WUUS-F	WEKL-F			WBBQ-AF	7 WBBQ-AF <	7 WGOR-F
		WSLT-F	WEKL-F	8 WUUS-F			8 WUUS-F >	8 WGAC	WZNY-F
		WEKL-F >		WTHB					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAEG-F	J	92.3	Evans 1.1 2.9 7 124
WKIM	B/O	1230	Augusta 1.1 1.8 6 65
WKZK	G	1600	N. Augusta, SC 1.8 3.8 10 141
WRDW	SPRTS	1480	Augusta 0.5 2.2 3 80
WTHO-F	C	101.7	Thomson 1.1 2.3 9 138

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAAW-F	B/O	94.7	Williston, SC 0.9 2.7 5 134
WBAW-F	T	99.1	Barnwell, SC 0.4 1.0 7 112
WCOS-F	C	97.5	Columbia, SC 0.4 1.3 14 175

AUGUSTA, GA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	1 (1)	33 (1)	34 (2)	7.2 %	8.7 %	Beasley WGAC-AM, WGOR-FM, WCHZ-FM, WAJY-FM	13.8 %	15.5 %	17.5 %
AOR/Classic/NR	0 (0)	64 (3)	64 (3)	13.6 %	11.9 %	Cumulus, pend. WEKL-FM, WGUS-AM, WRXR-FM, WUUS-FM	13.4 %	15.2 %	11.0 %
Black/Urban	6 (1)	122 (5)	128 (6)	27.2 %	26.2 %	Davis WAKB-FM, WAEJ-FM, WTHB-AM, WFXA-FM	22.9 %	19.6 %	17.2 %
CHR	0 (0)	40 (1)	40 (1)	8.5 %	8.1 %	GHB WKXC-FM, WSLT-FM	13.4 %	16.1 %	22.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local WBBQ-FM, WBBQ-AM, WZNY-FM	13.5 %	13.3 %	29.9 %
Country	0 (0)	85 (4)	85 (4)	18.0 %	19.2 %		77.0 %	79.7 %	98.4 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	6 (1)	6 (1)	1.3 %	1.5 %				
News/Talk	26 (1)	2 (1)	28 (2)	5.9 %	5.8 %				
Oldies	0 (0)	24 (1)	24 (1)	5.1 %	4.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	29 (2)	0 (0)	29 (2)	6.2 %	7.7 %				
Soft AC/EZ	0 (0)	18 (1)	18 (1)	3.8 %	3.6 %				
Sports	3 (1)	0 (0)	3 (1)	0.6 %	1.1 %				
Standards	0 (0)	12 (1)	12 (1)	2.5 %	2.3 %				
Totals	65 (6)	406 (19)	471 (25)						

AM Stations

WBBQ	1340	1 kw	See WBBQ-F					
WGAC	580	5 kw/1 kw (DA-N)	News/Talk	CBS, Westwd	\$26.00	D&R	Beasley	
WTHB	1550	0.5 kw/11 w	Gospel/Black	ABC	\$<20.00	Katz	Davis	

FM Stations

WAEJ	100.9	6 kw @ 328	See WFXA-F					Waynesboro
WAJY	102.7	3 kw @ 328	Standards	Westwd, CBS	\$ NA	D&R	Beasley	New Ellenton, SC
WAKB	96.9	0.75 kw @ 1364	Black AC		\$<20.00	Christal	Davis	Wrens
WBBQ	104.3	100 kw @ 1000	AC	ABC	\$55.00	Eastman		
WCHZ	95.1	5.7 kw @ 538	Classic Hits	Westwd	\$ NA	D&R	Beasley	Harlem
WEKL	102.3	1.5 kw @ 666	Classic AOR		\$18.00	Katz	Cumulus, pend.	
WFXA	103.1	3 kw @ 456	Black	CBS, ABC	\$30.00	Christal	Davis	
WGOR	93.9	13 kw @ 456	Oldies	CNN, Westwd	\$<20.00	D&R	Beasley	Martinez
WIIZ	97.9	50 kw @ 433	Black		\$ NA	—	WBAW	Blackville
WKXC	99.5	23 kw @ 728	Country		\$53.00	Mc-Guild	GHB	Aiken, SC
WRXR	96.3	15 kw @ 889	AOR-New Rock		\$27.00	—	Cumulus, pend.	Aiken, SC
WSLT	98.3	2.8 kw @ 485	Soft AC		\$<20.00	Mc-Guild	GHB	Clearwater, SC
WUUS	107.7	50 kw @ 476	Country		\$<20.00	Katz	Cumulus	Martinez
WZNY	105.7	100 kw @ 1168	CHR	ABC	\$27.00	Eastman	WBBQ-AF	

Notes: 5/97 WGUS/WEKL-F/WRXR-F/WUUS-F sold by Wilks to Cumulus (Bill Bungeroth) for \$15,500,000 (Blackburn)

Jim Duncan

Comments: WBBQ-AF continued to slide to record low share levels while sister station WZNY-F climbed to its highest shares in many years . . . WAKB-F posted its highest shares ever . . . WIIZ-F is close to becoming viable

AUSTIN

Arbitron Rank: 51 **Pop (12+):** 845,700
MSA Rank: 55
MSA Pop: 1,040,000
DMA: 64
Average Persons Rating: 15.9
Market TSL in Hours: 21.00

Stations: 25 / 21
Diaries: 2,032/416:1/49.9%
Sample Target: 2,030
% Below Line: 3.0
% Not Listed: 18.8
Pop per Station: 40,271

Last Year's Revenue: \$48,300,000
Household Income: \$41,015
Retail Dollars: \$11.3 Bil.
#1 Biller: KASE-F \$11,700,000
#1 Billing Portfolio: KVET-AF/KASE-F \$16,400,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	KASE-F	C	149 / 11.1	12.2	12.8	13.1	12.0	12.3	1741 / 20.8	23.6	22.8	173 / 2080	I	KASE-F
2	KHFI-F	CHR	118 / 8.8	9.5	9.8	9.0	9.9	9.3	2176 / 25.7	25.6	26.5	126 / 2472	F	KHFI-F
3	KLBJ-F	AOR	84 / 6.2	5.1	5.3	5.4	5.7	5.5	1287 / 15.2	14.5	16.0	94 / 1424	F	KLBJ-F
4	KKMJ-F	SAC	83 / 6.2	8.5	7.0	5.9	7.3	6.9	1287 / 15.2	16.4	16.5	87 / 1391	F	KKMJ-F
5	KVET-F	C	76 / 5.7	5.7	5.4	5.3	5.5	5.5	1204 / 14.2	15.1	15.0	86 / 1375	D	KVET-F
6	KEYI-F	O	71 / 5.3	4.4	5.3	4.9	5.6	5.0	1158 / 13.7	16.5	14.9	95 / 1520	D	KEYI-F
	KPEZ-F	CL AOR	71 / 5.3	5.0	4.3	3.5	3.7	4.5	1196 / 14.1	14.3	13.3	76 / 1376	C	KPEZ-F
8	KAMX-F	AC-NR	64 / 4.8	3.8	3.7	4.6	4.3	4.2	1372 / 16.2	13.4	13.8	66 / 1493	C	KAMX-F
9	KLBJ	N/T	63 / 4.7	4.8	5.0	5.7	5.7	5.0	886 / 11.7	14.0	13.0	74 / 1129	G	KLBJ
10	KGSR-F	AOR-P	52 / 3.9	3.8	3.6	3.5	3.0	3.7	727 / 8.6	9.3	8.7	52 / 735	D	KGSR-F
11	KROX-FF	AOR-NR	48 / 3.6	4.2	2.2	3.5	3.5	3.4	1103 / 13.0	10.5	12.0	61 / 1289	C	KROX-FF
12	KAJZ-F	J	32 / 2.4	2.5	3.0	2.4	3.3	2.6	554 / 6.5	7.7	7.5	42 / 744	C	KAJZ-F
13	KVET	T	29 / 2.2	2.1	2.4	2.4	1.7	2.3	558 / 6.6	7.7	6.1	30 / 577	C	KVET
14	KJCE	B/AC	27 / 2.0	1.5	1.4	1.8	1.6	1.7	329 / 3.9	2.5	2.4	28 / 337	A	KJCE
15	KKLB-F	SP	22 / 1.6	1.8	1.4	1.5	1.4	1.6	349 / 4.1	4.0	3.1	22 / 354	A	KKLB-F
16	KELG	SP	21 / 1.6	0.9	1.1	0.7	0.9	1.1	219 / 2.6	2.0	1.6	21 / 219		KELG
17	KJFK-F	T	18 / 1.3	1.1	2.7	1.7	2.4	1.7	385 / 4.3	8.5	8.5	31 / 583	C	KJFK-F

12+ FM Share (Metro): 83.33 % (910 of 1092) (Spring 96: 83.72 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KHFI-F >>	1 KASE-F <	1 KASE-F	1 KASE-F >	1 KASE-F >	1 KASE-F	1 KASE-F	1 KASE-F >	1 KASE-F	1 KHFI-F >	1 KASE-F >
2 KROX-FF	2 KHFI-F <	2 KHFI-F <	2 KHFI-F <	2 KHFI-F <	2 KEYI-F <	2 KVET-F <	2 KKMJ-F <	2 KHFI-F >	2 KASE-F	2 KHFI-F <
3 KASE-F >	3 KLBJ-F	3 KLBJ-F	3 KLBJ-F <	3 KPEZ-F	3 KVET-F <	3 KLBJ-F <	3 KHFI-F <	3 KKMJ-F <	3 KROX-FF	3 KLBJ-F
4 KAMX-F	4 KPEZ-F	4 KPEZ-F	4 KPEZ-F	4 KKMJ-F <	4 KKMJ-F <	4 KHFI-F	4 KLBJ	4 KPEZ-F <	4 KLBJ-F	4 KPEZ-F
5 KPEZ-F <	5 KKMJ-F <	5 KKMJ-F <	5 KKMJ-F <	5 KKMJ-F	5 KLBJ	5 KKMJ-F <	5 KEYI-F <	5 KLBJ-F <	5 KKMJ-F <	5 KKMJ-F <
6 KROX-FF <	6 KAMX-F	6 KEYI-F <	6 KEYI-F <	6 KEYI-F	6 KPEZ-F	6 KEYI-F <	6 KPEZ-F <	6 KEYI-F	6 KPEZ-F <	6 KPEZ-F <
7 KKMJ-F	7 KGSR-F	7 KGSR-F <	7 KGSR-F	7 KGSR-F	7 KPEZ-F <	7 KLBJ-F <	7 KAMX-F <	7 KAMX-F <	7 KAMX-F	7 KAMX-F
		8 KAMX-F <				8 KVET-F <	8 KVET-F <	8 KVET-F <		
						9 KGSR-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 KHFI-F >	1 KHFI-F	1 KASE-F	1 KASE-F	1 KASE-F >	1 KASE-F	1 KLBJ-F	1 KLBJ-F >	1 KLBJ-F	1 KLBJ-F
2 KAMX-F <	2 KASE-F >	2 KHFI-F >	2 KHFI-F	2 KKMJ-F	2 KLBJ-F	2 KASE-F	2 KPEZ-F	2 KPEZ-F <	2 KPEZ-F
3 KLBJ-F >	3 KAMX-F	3 KKMJ-F	3 KKMJ-F	3 KHFI-F	3 KROX-FF	3 KPEZ-F	3 KASE-F	3 KASE-F	3 KASE-F <
4 KASE-F	4 KKMJ-F <	4 KAMX-F >	4 KAMX-F	4 KEYI-F	4 KPEZ-F	4 KHFI-F	4 KHFI-F	4 KHFI-F <	4 KVET-F <
KROX-FF >	5 KLBJ-F >	5 KLBJ-F	5 KEYI-F	5 KAMX-F <	5 KAMX-F	5 KROX-FF	5 KAMX-F	5 KVET-F	5 KEYI-F <
	6 KROX-FF	6 KGSR-F	6 KGSR-F	6 KGSR-F	6 KHFI-F	6 KAMX-F	6 KGSR-F	6 KGSR-F <	6 KHFI-F <
	7 KGSR-F	7 KPEZ-F	7 KPEZ-F	7 KPEZ-F	7 KVET-F	7 KVET-F	7 KVET-F	7 KAMX-F <	7 KLBJ <
			8 KPEZ-F						8 KGSR-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KFON	T	1490 Austin	0.6 1.4 8 120
KIKY-F	C	92.1 Hutto	0.4 1.2 5 104
KIXL	REL	970 Del Valle	0.8 2.5 11 224

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KSAH	REL	720 Universal City	1.1 1.8 16 172
KSJL-F	U	96.1 San Antonio	0.5 1.2 11 132
KXTN-F	SP	107.5 San Antonio	0.8 2.1 14 246
WOAI	N/T	1200 San Antonio	0.6 2.5 13 324

AUSTIN

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	64 (1)	64 (1)	5.9 %	4.4 %	American Radio Sys. KJCE-AM, KKMJ-FM, KAMX-FM	13.0 %	13.2 %	13.0 %
AOR/Classic/NR	0 (0)	254 (5)	254 (5)	23.3 %	23.5 %	Clear Channel KEYI-FM, KFON-AM, KPEZ-FM, KHFI-FM	20.0 %	21.3 %	18.6 %
Black/Urban	27 (1)	7 (1)	34 (2)	3.1 %	1.7 %	LBJ-S, pend. KROX-FM, KLBJ-AM, KLBJ-FM, KAJZ-FM, KGSR-FM	20.6 %	21.5 %	31.5 %
CHR	0 (0)	118 (1)	118 (1)	10.8 %	11.9 %	Local - 1 KASE-FM, KVET-FM, KVET-AM	19.0 %	17.8 %	34.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local - 2 KKLB-FM, KELG-AM, KTXZ-AM	3.2 %	4.0 %	1.0 %
Country	0 (0)	230 (3)	230 (3)	21.1 %	22.6 %		75.8 %	77.8 %	98.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	21 (1)	33 (2)	54 (3)	4.9 %	5.2 %				
Jazz	0 (0)	32 (1)	32 (1)	2.9 %	3.7 %				
News/Talk	108 (4)	18 (1)	126 (5)	11.5 %	10.4 %				
Oldies	0 (0)	71 (1)	71 (1)	6.5 %	6.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	26 (2)	0 (0)	26 (2)	2.4 %	1.8 %				
Soft AC/EZ	0 (0)	83 (1)	83 (1)	7.6 %	8.5 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	182 (8)	910 (17)	1092 (25)						

AM Stations

Station	Freq	Power	Time	Format	Owner	Advertiser	Agency	Product
KJCE	1370	5 kw/0.5 kw (DA-2)		Black AC	ABC	\$<20.00	Allied	Amer. Radio Sys. Rollingwood
KLBJ	590	5 kw/1 kw (DA-N)		News/Talk	ABC, Westwd	\$78.00	Eastman	LBJ-S, pend.
KVET	1300	5 kw/1 kw (DA-2)		Talk	ABC	\$20.00	Katz	KASE-F

FM Stations

Station	Freq	Power	Time	Format	Owner	Advertiser	Agency	Product
KAJZ	93.3	100 kw @ 1949		Jazz		\$32.00	---	LBJ-S, pend. Killeen
KAMX	94.7	100 kw @ 1257		Modern AC		\$45.00	Eastman	Amer. Radio Sys. Luling
KASE	100.7	100 kw @ 1190		Country		\$190.00	Katz	KVET
KEYI	103.5	100 kw @ 1257		Oldies		\$63.00	Clr Chnl	Clear Channel San Marcos
KGSR	107.1	46 kw @ 518		Progressive AOR		\$56.00	Allied	LBJ-S, pend. Bastrop
KHFI	96.7	100 kw @ 951		CHR		\$86.00	Clr Chnl	Clear Channel Georgetown
KJFK	98.9	18.5 kw @ 1814		Talk		\$<20.00	D&R	Shamrock Lampasas
KKLB	92.5	1.6 kw @ 449		Hispanic		\$<20.00	Caballero	Elgin
KKMJ	95.5	100 kw @ 1001		Soft AC		\$102.00	Allied	Amer. Radio Sys.
KLBJ	93.7	97 kw @ 1050		AOR		\$95.00	Banner	
KNNC	107.7	9.1 kw @ 538		See KROX-F				Simmons, pend. Georgetown
KPEZ	102.3	20 kw @ 686		Classic AOR		\$50.00	Clr Chnl	Clear Channel
KROX	101.5	100 kw @ 981		AOR - New Rock		\$45.00	Allied	LBJ-S, pend. Giddings
KVET	98.1	100 kw @ 686		Country	ABC	\$50.00	Katz	KASE-F

Notes: 1/97 KUTZ-F changed from AOR to Talk as KJFK-F . . . 4/97 KAMX-F changed from AC to Modern AC (AC-NR) at the beginning of the Spring survey . . . 7/97 LBJ Co. (KLBJ-AF/KAJZ-F) and Sinclair KGSR-F/KROX-F merged their Austin operations as LBJ-S Broadcasting (Star) . . . 7/97 KNNC-F (107.7; Georgetown) sold to Simmons Family for \$2,000,000

Jim Duncan

Comments: KASE-F is at its lowest 12+ share level in many years . . . Listening levels are steady, but a high percentage of listening goes to "unlisted" stations . . . KPEZ-F is at its highest share levels in over three years . . . KAMX-F achieved its highest 12+ share ever . . . KLBJ slipped to its lowest 12+ share in more than three years . . . KGSR-F is on a string of four consecutive up books although its share gain is modest

BAKERSFIELD

Arbitron Rank: 86	Pop (12+): 424,400	Stations: 34 / 28	Last Year's Revenue: \$16,000,000
MSA Rank: 83		Diarles: 1,494/284:1/49.6%	Household Income: \$35,095
MSA Pop: 633,000		Sample Target: 1,420	Retail Dollars: \$4.1 Bil.
DMA: 132		% Below Line: 5.3	#1 Biller: KUZZ-F \$3,500,000
Average Persons Rating: 16.5		% Not Listed: 12.6	#1 Billing Portfolio:
Market TSL In Hours: 22.50		Pop per Station: 15,157	Buck Owens \$3,900,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	KUZZ-AF	C	102 / 14.5	12.7	14.0	12.4	13.6	13.4	1198 / 28.2	25.1	24.7	122 / 1403	E
2	KKXX-F	CHR	68 / 9.7	10.7	10.7	9.1	7.5	10.0	1213 / 28.6	26.2	19.2	69 / 1248	C
3	KRAB-F	AOR	56 / 8.0	6.2	7.6	8.0	7.6	7.4	753 / 17.7	17.1	16.8	58 / 780	C
4	KGFM-F	SAC	37 / 5.3	5.4	5.5	4.9	5.9	5.3	571 / 13.4	12.4	14.4	37 / 589	B
5	KERN	N/T	36 / 5.1	5.7	6.4	6.8	5.2	6.0	481 / 11.3	14.1	13.1	37 / 516	D
6	KERN-F	O	30 / 4.3	3.7	4.6	4.9	4.6	4.4	536 / 12.6	13.7	13.4	31 / 561	B
	KSMJ-F	J	30 / 4.3	5.4	1.8	0.9	1.0	3.1	335 / 7.9	4.9	4.0	30 / 338	
8	KKBB-F	CL AOR	28 / 4.0	3.8	2.8	4.3	4.2	3.7	357 / 8.4	8.0	8.8	28 / 377	B
9	KLLY-F	AC	25 / 3.6	2.6	3.0	3.3	3.6	3.1	457 / 10.8	8.7	9.7	26 / 474	C
10	KSUV-F	SP	24 / 3.4	4.1	2.8	4.9	3.8	3.8	318 / 7.5	6.4	7.1	25 / 321	B
11	KLYD-F	ST	22 / 3.1	2.6	1.5	2.4	1.4	2.4	194 / 4.6	3.8	3.5	24 / 265	
12	KIWI-F	SP	19 / 2.7	4.1	4.3	4.3	5.5	3.9	251 / 5.9	6.5	9.9	19 / 254	C
13	KNZR	N/T	16 / 2.3	1.6	1.9	2.2	2.3	2.0	283 / 6.7	5.8	8.4	18 / 305	A
	KBOS-F	CHR	16 / 2.3	1.5	2.4	3.0	1.4	2.3	305 / 7.2	5.1	5.2	60 / 899	
15	KAFY	SP	11 / 1.6	0.6					96 / 2.3			12 / 98	
	KWAC	SP	11 / 1.6	1.5	1.3	1.6	2.2	1.5	140 / 3.3	3.2	3.7	11 / 140	B
17	KGEO	T	10 / 1.4	1.3	1.5	1.6	1.4	1.4	161 / 3.8	4.0	4.2	10 / 161	
18	KCNQ-F	C	9 / 1.3	1.5	2.7	1.4	1.7	1.7	108 / 2.5	4.2	3.0	9 / 108	A

12+ FM Share (Metro): 80.91 % (496 of 613) (Spring 96: 79.05 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKXX-F >>	1 KUZZ-AF <	1 KUZZ-AF >	1 KUZZ-AF >>	1 KUZZ-AF >>	1 KUZZ-AF >	1 KUZZ-AF >	1 KUZZ-AF >	1 KUZZ-AF >	1 KKXX-F >	1 KUZZ-AF
2 KRAB-F >	2 KKXX-F	2 KRAB-F <	2 KKXX-F <	2 KKXX-F <	2 KERN	2 KRAB-F	2 KERN <	2 KKXX-F >	2 KUZZ-AF >>	2 KKXX-F
3 KUZZ-AF	KRAB-F >	3 KKXX-F >	3 KRAB-F <	3 KRAB-F <	3 KERN-F <	3 KKXX-F	3 KKXX-F	3 KRAB-F	3 KKBB-F	3 KRAB-F >
4 KBOS-F >>	4 KLLY-F	4 KGFM-F <	4 KGFM-F <	4 KGFM-F <	4 KSMJ-F <	4 KERN	4 KGFM-F	4 KGFM-F <		KBOS-F
	5 KKBB-F	5 KKBB-F	5 KKBB-F	5 KERN-F	5 KGFM-F <	5 KGFM-F	5 KSMJ-F <	5 KKBB-F	5 KGFM-F	
	KGFM-F	6 KLLY-F <	6 KLLY-F	KKBB-F <	6 KLYD-F >	6 KRAB-F	KSMJ-F <			
		7 KSMJ-F <		7 KSMJ-F <			7 KERN-F <			
				8 KLLY-F <			8 KLLY-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KKXX-F >>	1 KUZZ-AF	1 KUZZ-AF >	1 KUZZ-AF >	1 KUZZ-AF >	1 KRAB-F >>	1 KRAB-F >	1 KRAB-F	1 KUZZ-AF <	1 KUZZ-AF >
2 KUZZ-AF	KKXX-F >>	2 KKXX-F >	2 KKXX-F	2 KGFM-F	2 KUZZ-AF	2 KUZZ-AF	2 KKBB-F	2 KRAB-F >	2 KKBB-F <
3 KRAB-F	3 KRAB-F	3 KGFM-F	3 KGFM-F >	3 KKXX-F >	3 KKXX-F >>	3 KKXX-F	KLLY-F	3 KKBB-F	3 KRAB-F
4 KBOS-F	4 KLLY-F	KLLY-F >	4 KRAB-F	4 KLLY-F <	4 KKBB-F	4 KKBB-F	4 KKXX-F >	4 KERN-F	
	KNVI-F >	5 KGFM-F	5 KSUV-F	KLLY-F	5 KERN-F	5 KLLY-F	KUZZ-AF	5 KSMJ-F <	KSMJ-F <
			KRAB-F >>	6 KERN-F	6 KRAB-F	6 KAFY	6 KAFY >	6 KERN <	6 KERN
				KSMJ-F				7 KLLY-F	KKXX-F <
				KSUV-F				8 KLLY-F >	8 KLLY-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBID	ST	1350	Bakersfield 0.6 1.6 4 67
KCHJ	SP	1010	Delano 0.4 1.8 8 157
KCWR-F	C	107.1	Bakersfield 1.0 4.7 8 237
KDNO-F	T	98.5	Delano 0.4 1.7 5 124
KERI	REL	1180	Wasco 0.7 2.5 6 125
KMYX-F	SP	103.9	Taft 1.0 2.1 7 93
KRME-F	SP	97.7	Shafter 0.7 2.5 5 106
KTRJ	CL	1050	Frazier Park 0.4 1.1 4 72
KVLI-AF	ST	104.5	Lake Isabella 0.6 1.7 46 145

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KCBS-F	CL AOR	93.1	Los Angeles 0.4 1.3 3 75
KFI	T	640	Los Angeles 0.6 2.0 9 169
KMJ	N/T	580	Fresno 0.7 1.9 36 385
KOJJ-F	SP	100.5	E. Porterville 0.4 1.4 11 262
KRTH-F	O	101.1	Los Angeles 0.9 1.5 9 145

BAKERSFIELD

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	25 (1)	25 (1)	4.1 %	3.4 %	Amer. Genl., pend. KLYD-FM, KBID-AM, KERN-FM, KERN-AM	13.1 %	11.7 %	20.0 %
AOR/Classic/NR	0 (0)	87 (3)	87 (3)	14.2 %	12.1 %				
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Buck Owens KUZZ-AF, KCWR-FM	15.5 %	16.5 %	24.2 %
CHR	0 (0)	84 (2)	84 (2)	13.7 %	15.2 %				
Classical	3 (1)	0 (0)	3 (1)	0.5 %	0.0 %	Buckley KNZR-AM, KLLY-FM, KKBB-FM	9.9 %	12.8 %	14.3 %
Country	8 (1)	110 (3)	118 (4)	19.2 %	23.8 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	25 (3)	58 (5)	83 (8)	13.5 %	13.1 %	Local KWAC-AM, KIWI-FM, KCHJ-AM	4.7 %	5.0 %	8.1 %
Jazz	0 (0)	30 (1)	30 (1)	4.9 %	0.5 %				
News/Talk	71 (5)	3 (1)	74 (6)	12.1 %	13.4 %	Mondosphere KRAB-FM, KSMJ-FM, KKXX-FM	22.0 %	18.3 %	21.6 %
Oldies	0 (0)	36 (2)	36 (2)	5.9 %	5.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Z-Spanish KRME-FM, KSUV-FM, KSUV-AM	4.6 %	3.8 %	5.0 %
Religion/Gospel	5 (1)	0 (0)	5 (1)	0.8 %	2.8 %				
Soft AC/EZ	0 (0)	37 (1)	37 (1)	6.0 %	6.4 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	5 (2)	26 (2)	31 (4)	5.1 %	4.0 %				
Totals	117 (13)	496 (21)	613 (34)				69.8 %	68.1 %	93.2 %

AM Stations

Station	Power	Time	Format	Comments	Revenue	Ownership
KAFY	970	1 kw/5 kw (DA-2)	Hispanic		\$ NA	—
KERN	1410	1 kw	News/Talk	ABC, Talknt, Westwd	\$43.00	Christal American General
KGEO	1230	1 kw	Talk	BNN	\$<20.00	Christal
KNZR	1560	25 kw/10 kw (DA-N)	News	CBS, CNN	\$ NA	D&R Buckley
KUZZ	550	5 kw (DA-2)	See KUZZ-F			

FM Stations

Station	Freq	Power	Format	Comments	Revenue	Ownership
KCNQ	102.5	0.13 kw @ 1230	Country	ABC	\$ NA	Gillis Kernville
KCWR	107.1	6 kw @ 164	Country		\$ NA	Katz Buck Owens
KERN	94.1	4.5 kw @ 1310	Oldies	ABC	\$30.00	Christal American General
KGFM	101.5	4.8 kw @ 1280	Soft AC		\$33.00	Christal
KIWI	92.1	6 kw @ 164	Hispanic		\$29.00	Lotus
KKBB	99.3	1.2 kw @ 1345	Classic AOR	Westwd	\$25.00	D&R Buckley
KKXX	105.3	35.4 kw @ 584	CHR	ABC, Westwd	\$35.00	Banner Mondosphere Delano
KLLY	95.3	12.5 kw @ 463	AC	AP	\$29.00	D&R Buckley Oildale
KLYD	104.3	6 kw 2 305	Standards	CNN, Westwd	\$ NA	K&P Am. Genl., pend. Shafter
KRAB	106.1	25 kw @ 328	AOR	CBS, Westwd	\$37.00	Banner Mondosphere Greenacre
KSMJ	96.5	50 kw @ 500	Jazz		\$ NA	Banner Mondosphere
KSUV	102.9	20.5 kw @ 364	Hispanic		\$21.00	Caballero Z-Spanish
KUZZ	107.9	6 kw @ 1365	Country		\$75.00	Katz Buck Owens

Notes: KBOS-F – See Fresno . . . 12/96 KHIS-F changed from Religion to Jazz as KSMJ-F . . . 12/96 The KCWR calls and Classic Country format moved to KTIE-F; KCWR (AM) became KUZZ, simulcasting KUZZ-F . . . 2/97 KAFY (970) returned to the air, resuming its Hispanic programming . . . 5/97 KVLI-AF sold for \$240,000 . . . 6/97 KBID/KLYD-F sold to American General for \$1,500,000 (Kall)

Jim Duncan

Comments: KUZZ-AF has reached its highest share level in about two years but total Country listening is down by more than 25% since 1995 . . . KSMJ-F fell back some from its outstanding Winter book

BALTIMORE

Arbitron Rank: 19 Pop (12+): 2,069,500
MSA Rank: 18
MSA Pop: 2,500,000
DMA: 65
Average Persons Rating: 18.2
Market TSL In Hours: 23.75

Stations: 41 / 22
Diaries: 3,373/614:1/53.3%
Sample Target: 3,270
% Below Line: 16.7
% Not Listed: 12.5
Pop per Station: 94,068

Last Year's Revenue: \$87,700,000
Household Income: \$47,705
Retail Dollars: \$22.7 Bil.
#1 Biller: WBAL \$13,400,000
#1 Billing Portfolio:
 American Radio Systems \$27,520,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WERQ-F	B/CHR	377 / 10.0	8.0	7.7	6.4	5.8	8.0	3886 / 18.8	15.8	14.2	396 / 4209	G	WERQ-F
2	WBAL	N/T	284 / 7.5	8.5	7.3	8.2	8.9	7.9	4057 / 19.6	19.6	21.6	307 / 4418	I	WBAL
3	WPOC-F	C	240 / 6.4	7.6	6.5	6.5	8.5	6.7	3181 / 15.4	16.5	17.9	260 / 3531	I	WPOC-F
4	WQSR-F	O	235 / 6.2	6.0	6.5	6.7	7.4	6.4	3379 / 16.3	14.6	17.1	252 / 3734	I	WQSR-F
5	WWMX-F	AC	223 / 5.9	6.6	6.1	5.5	5.6	6.0	3972 / 19.2	19.5	16.6	231 / 4164	I	WWMX-F
6	WLIF-F	SAC	179 / 4.7	5.6	6.4	6.0	6.3	5.7	2597 / 12.5	14.7	14.4	191 / 2772	H	WLIF-F
7	WIYY-F	AOR	156 / 4.1	4.0	3.1	3.6	3.9	3.7	2693 / 13.0	12.9	13.0	184 / 3178	G	WIYY-F
8	WHFS-F	AOR-NR	145 / 3.8	3.3	4.2	3.7	4.2	3.8	2872 / 13.9	15.0	14.0	158 / 3172		WHFS-F
9	WWIN-F	B/AC	143 / 3.8	3.6	3.2	4.3	3.8	3.7	1832 / 8.9	8.1	8.7	143 / 1832	E	WWIN-F
10	WOCT-F	CL HITS	139 / 3.7	2.6	3.1	4.2	3.7	3.4	2745 / 13.3	11.6	11.7	160 / 3078	G	WOCT-F
11	WXVY-F	B	123 / 3.3	3.5	3.8	4.3	4.4	3.7	2526 / 12.2	13.0	13.1	128 / 2685	G	WXVY-F
12	WCAO	B/G	100 / 2.7	2.5	2.9	2.9	2.2	2.7	1103 / 5.3	6.0	4.9	103 / 1164	C	WCAO
13	WCBM	T	96 / 2.5	2.5	2.1	3.1	1.9	2.6	1246 / 6.0	5.5	5.9	103 / 1343	D	WCBM
14	WJFK	T/J	69 / 1.8	1.6	1.8	1.7	2.0	1.7	1069 / 5.2	4.9	4.9	72 / 1123		WJFK
15	WPGC-F	B/CHR	62 / 1.6	1.6	1.4	1.4	1.1	1.5	1466 / 7.1	7.0	7.5	64 / 1594		WPGC-F
16	WRBS-F	REL	61 / 1.6	1.9	1.9	1.6	1.5	1.8	905 / 4.4	4.6	4.2	65 / 987		WRBS-F
17	WITH	ST	50 / 1.3	1.1	0.7	0.9	0.9	1.0	630 / 3.0	2.0	2.5	50 / 630		WITH

12+ FM Share (Metro): 77.84 % (2571 of 3303) (Spring 96: 77.21 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WERQ-F >>	1 WERQ-F >	1 WERQ-F >	1 WERQ-F	1 WERQ-F	1 WBAL	1 WERQ-F <	1 WERQ-F	1 WERQ-F	1 WERQ-F >	1 WERQ-F >
2 WHFS-F	2 WWMX-F	2 WWMX-F	2 WWMX-F <	2 WQSR-F	2 WQSR-F <	2 WQSR-F <	2 WWMX-F <	2 WBAL <	2 WBAL >	2 WBAL
3 WXVY-F >	3 WIYY-F	3 WQSR-F <	3 WQSR-F	3 WWMX-F	3 WPOC-F	3 WBAL	3 WQSR-F <	3 WWMX-F <	3 WWIN-F	3 WWIN-F <
4 WHFS-F >	4 WIYY-F <	4 WPOC-F <	4 WPOC-F	4 WPOC-F	4 WLIF-F	4 WPOC-F	4 WBAL <	4 WPOC-F	4 WHFS-F	4 WPOC-F
5 WOCT-F <	5 WPOC-F <	5 WOCT-F <	5 WOCT-F <	5 WOCT-F <	5 WERQ-F <	5 WWMX-F	5 WLIF-F <	5 WQSR-F <	5 WPOC-F <	5 WPOC-F <
6 WXVY-F	6 WOCT-F	6 WIYY-F <	6 WIYY-F <	6 WWIN-F <	6 WWIN-F <	6 WLIF-F <	6 WPOC-F	6 WLIF-F <	6 WWMX-F	6 WWMX-F
7 WPOC-F	7 WHFS-F <	7 WWIN-F	7 WIYY-F <	7 WWMX-F	7 WIYY-F	7 WIYY-F	7 WIYY-F	7 WIYY-F <	7 WXVY-F	7 WXVY-F
	8 WWIN-F <	8 WLIF-F	8 WLIF-F <	9 WBAL	8 WCBM	8 WCBM	8 WCBM	8 WHFS-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WERQ-F >	1 WERQ-F >	1 WERQ-F >	1 WERQ-F	1 WERQ-F	1 WERQ-F >	1 WERQ-F	1 WIYY-F <	1 WERQ-F	1 WERQ-F <
2 WWMX-F >	2 WWMX-F >>	2 WWMX-F >>	2 WWMX-F >	2 WWMX-F	2 WHFS-F <	2 WIYY-F	2 WERQ-F >	2 WIYY-F <	2 WIYY-F <
3 WHFS-F >	3 WHFS-F	3 WWIN-F <	3 WQSR-F	3 WQSR-F >	3 WIYY-F >	3 WHFS-F >	3 WHFS-F	3 WOCT-F <	3 WQSR-F <
4 WPOC-F	4 WOCT-F <	4 WOCT-F	4 WWIN-F	4 WWIN-F <	4 WWMX-F <	4 WWMX-F	4 WWMX-F	4 WHFS-F <	4 WPOC-F <
5 WXVY-F	5 WPOC-F	5 WQSR-F	5 WPOC-F <	5 WLIF-F <	5 WJFK	5 WXVY-F <	5 WOCT-F <	5 WPOC-F <	5 WBAL <
6 WLIF-F	6 WWIN-F	6 WIYY-F	6 WLIF-F	6 WPOC-F	6 WXVY-F	6 WOCT-F	6 WXVY-F	6 WWMX-F	6 WOCT-F
7 WIYY-F	7 WXVY-F <	7 WXVY-F	7 WOCT-F	7 WOCT-F	7 WOCT-F	7 WPOC-F	7 WPOC-F	7 WBAL <	7 WWMX-F
	8 WIYY-F <	8 WHFS-F						8 WQSR-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WBGR	B/G	860	Baltimore	0.3 1.1 13 238
WGRX-F	C	100.7	Westminster	1.0 5.0 58 1378
WOLB	B/T	1010	Baltimore	1.0 1.9 37 386
WRNR-F	AOR-P	103.1	Grasonville	0.8 2.1 33 464
WWIN	B/G	1400	Baltimore	0.7 2.3 25 468
WWLG	ST	1360	Baltimore	0.8 1.8 29 386
WXCY-F	C	103.7	Havre de Grace	0.5 1.2 40 470

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WARW-F	CL AOR	94.7	Bethesda, MD	0.4 1.6 21 448
WASH-F	AC	97.1	Washington	0.8 3.0 37 711
WAVA-F	REL	105.1	Arlington, VA	0.3 1.1 15 312
WBIG-F	O	100.3	Washington	1.0 3.2 51 841
WFRE-F	C	99.9	Frederick, MD	0.4 1.2 64 858
WGAY-F	SAC	99.5	Washington	0.7 2.7 31 662
WGMS-F	CL	103.5	Washington	0.4 1.5 20 373
WHUR-F	B	96.3	Washington	1.2 4.3 54 954
WJFK-F	T/J	106.7	Manassas, VA	0.5 1.5 25 416
WKYS-F	B	93.9	Washington	0.6 4.3 25 968
WMZQ-F	C	98.7	Washington	0.8 2.8 37 701
WRQX-F	AC/CHR	107.3	Washington	1.0 6.0 43 1356
WTOP	N	1500	Washington	0.8 4.4 31 973
WWDC-F	AOR	101.1	Washington	1.0 5.7 51 1463
WWMD-F	EZ	104.7	Hagerstown, MD	0.7 1.5 46 625
WWZZ-F	CHR	104.1	Waldorf, MD	0.8 4.9 40 1226

BALTIMORE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	293 (3)	293 (3)	8.9 %	9.4 %	American Radio Sys.	17.3 %	21.9 %	31.4 %
AOR/Classic/NR	0 (0)	381 (5)	381 (5)	11.5 %	10.9 %	WOCT-FM, WWMX-FM, WQSR-FM, WBGR-AM, WBMD-AM			
Black/Urban	37 (1)	774 (6)	811 (7)	24.6 %	20.6 %	Radio One	15.4 %	16.3 %	12.3 %
CHR	0 (0)	31 (2)	31 (2)	0.9 %	2.7 %	WWIN-AM, WWIN-FM, WERQ-FM, WOLB-AM			
Classical	0 (0)	16 (1)	16 (1)	0.5 %	0.4 %	Westinghouse	12.5 %	11.8 %	19.4 %
Country	0 (0)	343 (5)	343 (5)	10.4 %	10.9 %	WLIF-FM, WXYV-FM, WCAO-AM, WJFK-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		45.3 %	50.0 %	63.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	478 (4)	18 (1)	496 (5)	15.0 %	13.9 %				
Oldies	0 (0)	413 (3)	413 (3)	12.5 %	12.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	138 (3)	72 (2)	210 (5)	6.4 %	8.0 %				
Soft AC/EZ	0 (0)	230 (3)	230 (3)	7.0 %	8.4 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	79 (2)	0 (0)	79 (2)	2.4 %	2.2 %				
Totals	732 (10)	2571 (31)	3303 (41)						

AM Stations

Station	Freq	Pwr	DA	Format	Company	Revenue	Agency	Advertiser
WBAL	1090	50 kw	(DA-N)	News/Talk	CBS	\$170.00	D&R	Hearst
WCAO	600	5 kw	(DA-1)	Black Gospel	Westwd	\$40.00	Mc-Guild	Westinghouse
WCBM	680	10 kw/5 kw	(DA-2)	Talk	ABC, Westwd	\$50.00	Katz	
WJFK	1300	5 kw	(DA-2)	Talk/Jazz	Source, Westwd	\$ NA	Infinity	Westinghouse
WWIN	1400	1 kw		Black Gospel		\$28.00	Allied	Radio One

FM Stations

Station	Freq	Pwr	DA	Format	Company	Revenue	Agency	Advertiser
WERQ	92.3	37 kw	@ 570	Black/CHR	AP	\$125.00	Allied	Radio One
WGRX	100.7	15.8 kw	@ 861	Country	ABC	\$44.00	Allied	Shamrock
WIYY	97.9	13.5 kw	@ 946	AOR	ABC	\$115.00	D&R	Hearst
WLIF	101.9	13.5 kw	@ 960	Soft AC		\$177.00	---	Westinghouse
WOCT	104.3	50 kw	@ 420	Classic Hits		\$101.00	Katz	American Radio Sys.
WPOC	93.1	16 kw	@ 860	Country		\$210.00	Mc-Guild	Nationwide
WQSR	105.7	50 kw	@ 492	Oldies		\$215.00	Christal	American Radio Sys.
WRBS	95.1	50 kw	@ 500	Religion	SRN, ABC	\$25.00	---	Catonsville
WWIN	95.9	3 kw	@ 300	Black AC	Westwd	\$72.00	Allied	Radio One
WWMX	106.5	7.4 kw	@ 1217	AC		\$205.00	Katz	American Radio Sys.
WXYV	102.7	50 kw	@ 437	Black		\$125.00	Mc-Guild	Westinghouse

Notes: Other ranked stations - See Washington, DC . . . 4/97 WITH sold by Guardian to Salem for \$1,000,000 . . . 4/97 WRNR-F (103.1; Grasonville-Annapolis) sold to Empire (Steve Kingston/Don Cavaleri) for \$2,300,000 . . . 4/97 WYRE (810; Annapolis) sold for \$275,000 . . . 6/97 WXYV-F changed from Black to CHR after the Spring survey . . . 6/97 WITH changed from Standards to Christian Talk (simulcasting WAVA-F Washington) after the Spring survey

Jim Duncan

Comments: WERQ-F jumped into double figures, the first Baltimore station to do so since WPOC-F in 1994; it's now working on a string of seven consecutive up books, the most I can remember for any station in any market . . . WPOC is now at its lowest share in more than three years . . . WBAL had its poorest Spring book in more than three years . . . WLIF-F slumped to its lowest 12+ share since 1994

BATON ROUGE

Arbitron Rank: 81	Pop (12+): 457,900	Stations: 26 / 20	Last Year's Revenue: \$20,600,000
MSA Rank: 90		Diaries: 1,162/394:1/52.7%	Household Income: \$40,422
MSA Pop: 572,000		Sample Target: 1,070	Retail Dollars: \$5.8 Bil.
DMA: 98		% Below Line: 11.0	#1 Biller: WYNK-AF \$4,200,000
Average Persons Rating: 15.9		% Not Listed: 16.0	#1 Billing Portfolio: Capstar \$9,400,000
Market TSL In Hours: 21.25		Pop per Station: 22,895	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	WYNK-F	61 / 8.4	10.4	10.5	10.5	11.9	9.9	942 / 20.6	23.2	22.4	141 / 2138	F WYNK-F
2	WEMX-F	60 / 8.3	7.4	0.9	1.5	2.9	4.5	771 / 16.8	5.4	9.0	81 / 1076	A WEMX-F
3	KQXL-F	43 / 5.9	7.2	10.3	10.5	11.9	8.5	708 / 15.5	20.6	20.0	58 / 957	E KQXL-F
	WXOK	43 / 5.9	6.5	8.2	8.7	8.3	7.3	551 / 12.0	14.0	16.2	52 / 644	C WXOK
5	WDGL-F	42 / 5.8	7.0	6.3	7.8	5.8	6.7	830 / 18.1	15.2	15.1	112 / 1741	E WDGL-F
6	WJBO	41 / 5.6	6.2	6.2	4.6	5.7	5.7	726 / 15.8	14.1	13.5	49 / 823	D WJBO
7	WCKW-F	36 / 5.0	3.4	4.6	3.4	3.0	4.1	586 / 12.8	12.7	9.8	97 / 1491	WCKW-F
8	KTBT-F	34 / 4.7	0.8					568 / 12.4			63 / 1082	KTBT-F
9	WLSS-F	33 / 4.5	4.3	5.5	4.6	5.1	4.7	747 / 16.3	17.7	17.2	63 / 1411	C WLSS-F
	WXCT-F	33 / 4.5	3.9	5.6	5.5	4.8	4.9	496 / 10.8	12.0	9.2	57 / 999	C WXCT-F
	KRVE-F	33 / 4.5	6.6	6.7	8.0	6.7	6.5	616 / 13.4	15.6	16.6	42 / 785	D KRVE-F
12	WKJN-F	27 / 3.7	2.8	2.7	3.3	3.5	3.1	531 / 11.6	9.8	11.5	44 / 929	D WKJN-F
13	KHOM-F	23 / 3.2	4.7	5.5	4.7	3.0	4.5	640 / 14.0	17.0	9.9	101 / 1865	KHOM-F
14	WQCK-F	17 / 2.3	1.6	1.3	2.1	1.7	1.8	274 / 6.0	4.4	4.7	22 / 360	WQCK-F
	WNDC	17 / 2.3	2.4	2.2	2.2	1.7	2.3	202 / 4.4	4.4	4.2	17 / 212	WNDC

12+ FM Share (Metro): 77.05 % (470 of 610) (Spring 96: 77.06 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WEMX-F	1 WEMX-F >	1 WEMX-F	1 WDGL-F <	1 WDGL-F	1 WYNK-F	1 WYNK-F >	1 WYNK-F	1 WYNK-F <	1 WEMX-F >	1 WEMX-F <
2 KHOM-F >	2 WLSS-F	2 WDGL-F	2 WYNK-F <	WYNK-F <	2 WXOK <	2 WCKW-F >	2 WJBO <	2 WEMX-F	2 KQXL-F >	2 WKJN-F
3 KTBT-F	3 WCKW-F	3 WCKW-F	3 KQXL-F <	3 KQXL-F <	3 WJBO >	3 WXOK <	3 WEMX-F <	3 WDGL-F	3 KTBT-F	KQXL-F
	4 WDGL-F	WYNK-F <	4 WEMX-F <	4 KRVE-F <	4 KQXL-F	4 WEMX-F	4 KRVE-F <	4 KQXL-F <	4 KHOM-F	4 WXOK
5 KTBT-F	5 KQXL-F <	5 KRVE-F	5 WXOK <	WDGL-F <	5 KQXL-F <	5 WXOK <	5 WXCT-F <	5 WDGL-F	5 WDGL-F	
	WXCT-F	6 WLSS-F <	WCKW-F	6 WEMX-F <	6 KRVE-F	6 KRVE-F <	6 WDGL-F <	6 KTBT-F	6 WJBO	
7 KQXL-F	7 WXCT-F <	WXCT-F <	7 WCKW-F		7 WDGL-F	7 WDGL-F	7 WXCT-F <	7 WLSS-F <	7 WKJN-F <	
	8 KRVE-F <	8 WXOK <	WXCT-F		WXCT-F <	8 WLSS-F	8 WJBO <	9 WCKW-F <		
	9 KTBT-F <	9 KTBT-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 WLSS-F	1 WEMX-F	1 WEMX-F	1 WEMX-F	1 KRVE-F <	1 WEMX-F	1 WCKW-F <	1 WCKW-F	1 WOGL-F	1 WDGL-F
	WEMX-F >	2 KQXL-F	2 KRVE-F <	2 KQXL-F	2 WCKW-F >	2 WEMX-F	WDGL-F	WCKW-F	2 WCKW-F
3 KHOM-F >	3 KQXL-F	KRVE-F	3 WLSS-F	3 WYNK-F	3 WDGL-F	3 WDGL-F >	3 WEMX-F	3 WEMX-F	3 WYNK-F <
4 WYNK-F	KRVE-F	KTBT-F	KQXL-F	4 WXOK	4 WKJN-F	4 WLSS-F	4 WIBR	4 WYNK-F	4 WXOK
WXCT-F >	KTBT-F	5 WLSS-F >	5 WYNK-F	WXCT-F <	5 KTBT-F	WXCT-F	WXCT-F	5 KTBT-F	WJBO <
	6 KHOM-F	6 WDGL-F	WXCT-F	6 WEMX-F	WLSS-F	6 KTBT-F	6 WLSS-F	6 KQXL-F	6 KQXL-F
	WXCT-F	WXCT-F	7 WXOK <	7 KTBT-F	WYNK-F >	WYNK-F		WJBO	WEMX-F <
		WQCK-F	8 KTBT-F	WDGL-F		WIBR		WXCT-F <	8 KTBT-F
									WXCT-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBRH	B/O	1260	Baton Rouge 1.0 1.9 7 94
KKAY-F	O	104.9	Donaldsonville 0.6 1.7 6 115
WBIU	REL	1210	Denham Spgs. 1.1 1.0 8 59
WGGZ-F	AOR-NR	107.3	Baker 1.1 3.1 10 183
WIBR	SPRTS	1300	Baton Rouge 1.7 3.6 13 196
WPFC	REL	1550	Baton Rouge 0.8 2.1 7 108
WYNK	C	1380	Baton Rouge 0.3 1.7 2 91

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WQUE-F	B	93.3	New Orleans 0.8 5.6 35 677
WTKL-F	O	95.7	New Orleans 1.0 2.9 17 345
WWL	N/T	870	New Orleans 0.6 2.5 35 537
WYLD-F	B/AC	98.5	New Orleans 0.4 1.4 15 211

BATON ROUGE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	33 (1)	33 (1)	5.4 %	8.5 %	Capstar	24.4 %	23.0 %	45.6 %
AOR/Classic/NR	0 (0)	44 (2)	44 (2)	7.2 %	5.3 %	KRVE-FM, WBIU-AM, WJBO-AM, WLSS-FM, WYNK-FM, WYNK-AM			
Black/Urban	50 (2)	146 (5)	196 (7)	32.1 %	25.1 %	Citywide	25.5 %	23.3 %	31.8 %
CHR	0 (0)	56 (2)	56 (2)	9.2 %	12.6 %	KQXL-FM, WEMX-FM, WJBR-AM, WKJN-FM, WXOK-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Guaranty	11.4 %	14.3 %	19.9 %
Country	2 (1)	121 (3)	123 (4)	20.2 %	23.3 %	WDGL-FM, WGGZ-FM, WXCT-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		61.2 %	60.6 %	97.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	45 (2)	0 (0)	45 (2)	7.4 %	8.2 %				
Oldies	0 (0)	53 (3)	53 (3)	8.7 %	9.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	31 (3)	17 (1)	48 (4)	7.9 %	7.5 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	12 (1)	0 (0)	12 (1)	2.0 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	140 (9)	470 (17)	610 (26)						

AM Stations

Station	Freq	Power	Format	Source	Value	Company	Market
WJBR	1300	5 kw/1 kw (DA-N)	Sports		\$ NA	Eastman	Citywide
WJBO	1150	5 kw (DA-1)	News/Talk	CBS, Westwd, Source	\$43.00	Sentry	Capstar
WNDC	910	1 kw (DA-1)	Gospel		\$<20.00	---	
WXOK	1460	5 kw/1 kw (DA-N)	Black	AURN, ABC	\$26.00	Mc-Guild	Citywide

FM Stations

Station	Freq	Power	Format	Source	Value	Company	Market	Notes
KQXL	106.5	50 kw @ 298	Black AC	ABC, CBS, Westwd	\$56.00	Mc-Guild	Citywide	New Roads
KRVE	96.1	43 kw @ 449	AC		\$38.00	Katz	Capstar	Brusly
KTBT	93.7	97 kw @ 997	Black		\$ NA	Allied	Peroyea	New Iberia
WCKW	92.3	100 kw @ 1946	Classic AOR		\$42.00	Christal		Laplace
WDGL	98.1	100 kw @ 1499	Classic Hits	Westwd	\$57.00	Katz	Guaranty	
WEMX	94.1	100 kw @ 981	Black	CBS, ABC	\$<20.00	Mc-Guild	Citywide	Kentwood
WGGZ	107.3	4.6 kw @ 374	New Rock	Westwd	\$ NA	---	Guaranty	Baker
WKJN	103.3	100 kw @ 1004	Country	Westwd	\$43.00	Eastman	Citywide	Hammond
WLSS	102.5	100 kw @ 1260	CHR		\$40.00	---	Capstar	
WQCK	92.7	32 kw @ 604	Religion		\$16.00	---		Clinton
WXCT	100.7	100 kw @ 1499	Country		\$37.00	Katz	Guaranty	
WYNK	101.5	100 kw @ 1499	Country	ABC	\$77.00	Allied	Capstar	

Notes: KHOM-F - See New Orleans . . . 12/96 WEMX-F changed from Country to Black while sister station KQXL-F changed from Black to Black AC . . . 2/97 Gulfstar/Capstar bought WBIU for \$250,000 and KRVE-F for \$7,100,000 (Barger) . . . 4/97 WBIU/WJBO/WYNK-AF/KRVE-F/WLSS-F sold by Gulfstar to Capstar . . . 5/97 WTGE-F changed calls to WXCT-F ("Cat Country") . . . 5/97 WGGZ-F changed calls to WDGL-F ("The Eagle 98.1") while WBBU-F changed from Jazz to New Rock as WGGZ-F ("The Tiger")

Jim Duncan

Comments: WYNK-F fell out of double digits to its lowest 12+ share in more than a decade . . . WEMX-F improved on its fine (debut) Winter book . . . Listening to Black/Urban stations has crossed the 32% mark . . . KRVE-F slipped to its lowest share in many years . . . KTBT-F becomes viable with a 4.7 share . . . KQXL-F slumped to its lowest level in many years and has a string of four consecutive share decreases; it's attempting to reposition itself as a Black AC

BINGHAMTON

Arbitron Rank: 161 Pop (12+)	213,200	Stations: 15 / 12	Last Year's Revenue: \$8,300,000
MSA Rank:	171	Diaries: 818/261:1/58.1%	Household Income: \$38,713
MSA Pop:	256,000	Sample Target: 770	Retail Dollars: \$2.1 Bil.
DMA:	151	% Below Line: 2.2	#1 Biller: WHWK-F \$2,200,000
Average Persons Rating:	15.2	% Not Listed: 18.8	#1 Billing Portfolio:
Market TSL In Hours:	20.50	Pop per Station: 17,767	Wicks \$4,595,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WHWK-F	65 / 20.0	20.0	16.8	20.1	19.6	678 / 31.8	31.1	29.5	122 / 1270	D	WHWK-F
2	WAAL-F	38 / 11.7	9.0	12.9	8.8	14.3	552 / 25.9	24.2	27.9	74 / 939	C	WAAL-F
3	WMRV-F	35 / 10.8	10.1	10.8	9.7	7.2	607 / 28.5	28.1	29.0	46 / 838	B	WMRV-F
4	WMXW-F	25 / 7.7	7.2	9.9	10.1	11.6	395 / 18.5	20.3	21.3	28 / 448	C	WMXW-F
5	WNBK	23 / 7.1	9.8	7.5	8.4	8.0	337 / 15.8	18.8	17.0	24 / 362	B	WNBK
6	WKGB-F	18 / 5.5	3.3	6.0	5.2	5.8	247 / 11.6	10.2	11.4	19 / 339	B	WKGB-F
7	WYOS-F	17 / 5.2	10.4				344 / 16.1	19.8		22 / 441	A	WYOS-F
8	WINR	10 / 3.1	3.9	4.2	6.2	3.0	159 / 7.5	8.3	10.4	12 / 195	A	WINR
9	WKOP	8 / 2.5	2.7	3.3	2.3	1.1	131 / 6.2	5.7	6.4	8 / 131	A	WKOP
	WGRG-F	8 / 2.5	3.0	3.3	5.2	3.9	268 / 12.6	11.0	14.9	9 / 290	A	WGRG-F

12+ FM Share (Metro): 81.44 % (215 of 264) (Spring 96: 78.95 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WMRV-F >>	1 WHWK-F	1 WHWK-F <	1 WHWK-F <	1 WHWK-F	1 WHWK-F >>	1 WHWK-F >>	1 WHWK-F >	1 WHWK-F >	1 WHWK-F	1 WHWK-F
	2 WAAL-F <	2 WAAL-F >	2 WAAL-F >	2 WAAL-F	2 WNBK	2 WAAL-F <	2 WAAL-F	2 WMRV-F <	WAAL-F	2 WMRV-F
	3 WMRV-F >	3 WMRV-F	3 WMXW-F	3 WMXW-F	3 WAAL-F <	3 WMRV-F <	3 WMRV-F	3 WAAL-F	3 WMRV-F >>	3 WAAL-F >
	4 WKGB-F >	4 WMXW-F <	WMRV-F	4 WMRV-F	4 WMXW-F	4 WNBK	4 WNBK	4 WMXW-F	4 WNBK	
		5 WKGB-F >	5 WKGB-F	5 WYOS-F	5 WYOS-F	5 WMXW-F >	5 WMXW-F	5 WYOS-F	WMXW-F >	
				WKGB-F >			6 WKGB-F	6 WKGB-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 WMRV-F	1 WMRV-F	1 WMXW-F	1 WHWK-F	1 WHWK-F	1 WAAL-F >	1 WAAL-F	1 WAAL-F	1 WAAL-F	1 WHWK-F
	WHWK-F >>	2 WMRV-F	2 WMXW-F	2 WMXW-F	2 WMRV-F >	2 WHWK-F	2 WHWK-F	2 WHWK-F	2 WAAL-F >
	3 WAAL-F >>	3 WMXW-F	WHWK-F >	3 WAAL-F <	WHWK-F >	3 WMRV-F	3 WKGB-F >	3 WKGB-F	3 WKGB-F
		4 WAAL-F >	4 WKGB-F	4 WAAL-F >>		4 WMRV-F >>	4 WMRV-F >>	4 WMRV-F >	4 WYOS-F
			WAAL-F >>	5 WYOS-F			5 WYOS-F >	5 WYOS-F >	WMRV-F
				WNBK >					

Format Performance	AM	FM	Total	%	Fall 96
AC	2 (1)	35 (3)	37 (4)	14.0 %	0.0 %
AOR/Classic/NR	0 (0)	56 (2)	56 (2)	21.2 %	0.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	35 (1)	35 (1)	13.3 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	72 (3)	72 (3)	27.3 %	0.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	23 (1)	0 (0)	23 (1)	8.7 %	0.0 %
Oldies	0 (0)	17 (1)	17 (1)	6.4 %	0.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	6 (1)	0 (0)	6 (1)	2.3 %	0.0 %
Standards	18 (2)	0 (0)	18 (2)	6.8 %	0.0 %
Totals	49 (5)	215 (10)	264 (15)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WCDW-F	C	100.5	Conklin	1.2	3.2	4 98
WENE	SPRTS	1430	Endicott	1.8	6.0	6 129

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WATS	AC	960	Sayre, PA	0.6	1.4	3 73
WQNY-F	C	103.7	Ithaca	0.9	1.4	6 98
WYXL-F	AC	97.3	Ithaca	0.6	2.6	7 142

BINGHAMTON

Consolidation Report	12+	25-54	Revenue
Enterprise WENE-AM, WMRV-FM, WMXW-FM	20.3 %	22.2 %	28.3 %
Wicks WAAL-FM, WHWK-FM, WKOP-AM, WNBK-AM, WYOS-FM	46.5 %	46.6 %	55.4 %
	66.8 %	68.8 %	83.7 %

AM Stations

Station	Power	Time	Genre	Network	Rate	Advertiser	Agency	Location
WENE	1430	5 kw (DA-N)	Sports	CBS, SBUSA, 1/1	<\$20.00	Christal	Enterprise	Endicott
WINR	680	1 kw/500 w (DA-2)	Standards	CBS	<\$20.00	Roslin		
WKOP	1360	5 kw/500 w (DA-2)	Standards	ABC	<\$20.00	Eastman	Wicks	
WNBK	1290	5 kw (DA-N)	News/Talk	Westwd, Talknt	\$20.00	Katz	Wicks	

FM Stations

Station	Freq	Power	Genre	Network	Rate	Advertiser	Agency	Location
WAAL	99.1	7.1 kw @ 1089	Classic AOR	ABC	\$38.00	Eastman	Wicks	
WGRG	101.7	2 kw @ 558	AC/CHR		<\$20.00	Christal		Owego
WHWK	98.1	10 kw @ 960	Country		\$52.00	Katz	Wicks	
WKGB	102.7	1.3 kw @ 708	AOR	Source	<\$20.00	D&R		Susquehanna, PA
WMRV	105.7	35 kw @ 570	CHR	Westwd	\$20.00	Allied	Enterprise	Endicott
WMXW	103.3	0.59 kw @ 1014	AC		\$38.00	Allied	Enterprise	Vestal
WYOS	104.1	0.93 kw @ 833	Oldies		\$ NA	Mc-Guild	Wicks	Chenango Bridge

Notes: 12/96 WKOP/WAAL-F sold by Regional to Wicks for \$_____

Jim Duncan

Comments: WYOS-F lost half its audience after a superb debut book in the Fall . . . WNBK fell to its lowest share level in over three years (the same has been true for many News/Talk stations this Spring) . . . WHWK-F remains steady at about a 20 share

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies, Classic Hits
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - 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 Pop (12+): 792,600	Stations: 26 / 20	Last Year's Revenue: \$35,700,000
MSA Rank: 65	Diarles: 1,477/537:1/51.6%	Household Income: \$37,911
MSA Pop: 887,000	Sample Target: 1,400	Retail Dollars: \$9.1 Bil.
DMA: 51	% Below Line: 5.5	#1 Biller: WZZK-AF \$7,370,000
Average Persons Rating: 14.8	% Not Listed: 10.0	#1 Billing Portfolio:
Market TSL In Hours: 20.00	Pop per Station: 39,630	Dick \$11,950,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WZZK-AF	C	146 / 12.5	11.9	13.8	12.6	13.6	12.7	2045 / 25.8	25.1	25.8	200 / 3003	H	WZZK-AF
2	WBHJ-F	B	100 / 8.5	7.7	7.4	5.5		7.3	1300 / 16.4	14.3		154 / 1879	A	WBHJ-F
3	WMJJ-F	AC	96 / 8.2	6.9	6.9	6.1	9.1	7.0	1286 / 16.2	15.2	17.8	109 / 1768	F	WMJJ-F
4	WBHK-F	B/AC	83 / 7.1	6.3	6.6	2.6	1.2	5.6	1118 / 14.1	12.4	2.8	86 / 1224	B	WBHK-F
5	WENN-F	B	71 / 6.1	5.4	6.6	9.1	10.8	6.8	1173 / 14.8	16.1	19.4	129 / 1720	F	WENN-F
	WZRR-F	AOR/CL	71 / 6.1	7.1	7.6	7.1	6.8	7.0	1235 / 15.6	14.7	14.6	128 / 2069	F	WZRR-F
7	WERC	N/T	57 / 4.9	5.7	6.5	6.9	5.8	6.0	864 / 10.9	13.8	11.0	59 / 925	E	WERC
8	WYSF-F	SAC	55 / 4.7	6.1	4.6	4.9	4.3	5.1	1131 / 14.3	14.3	14.4	80 / 1756	D	WYSF-F
9	WRAX-F	AOR-NR	53 / 4.5	3.9	3.3	3.2	2.9	3.7	760 / 9.6	9.3	7.9	56 / 816	B	WRAX-F
10	WAGG	G	51 / 4.4	3.4	3.5	2.7	4.7	3.5	687 / 8.7	7.4	8.6	52 / 699	A	WAGG
11	WODL-F	O	45 / 3.8	5.7	4.8	5.4	6.9	4.9	996 / 12.6	15.0	15.1	77 / 1632	D	WODL-F
12	WOWC-F	C	44 / 3.8	3.5	2.9	3.2	2.4	3.3	930 / 11.7	9.5	9.8	63 / 1393	C	WOWC-F
13	WATV	B	34 / 2.9	3.1	3.1	3.2	3.1	3.1	497 / 6.3	5.8	6.6	34 / 509	B	WATV
14	WDJC-F	REL	32 / 2.7	3.1	2.9	3.8	3.3	3.1	553 / 7.0	8.8	9.0	47 / 884	C	WDJC-F
15	WJOX	SPRTS	20 / 1.7	2.2	3.1	1.4	2.2	2.1	372 / 4.7	6.3	5.5	24 / 520	B	WJOX

12+ FM Share (Metro): 81.33 % (858 of 1055) (Spring 96: 76.75 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight	
1	WBHJ-F >>	1 WBHJ-F	1 WZZK-AF <	1 WMJJ-F <	1 WZZK-AF <	1 WZZK-AF <	1 WZZK-AF <	1 WZZK-AF	1 WZZK-AF	1 WBHJ-F	1 WZZK-AF <
2	WENN-F	2 WZZK-AF	2 WMJJ-F	2 WZZK-AF	2 WMJJ-F	2 WZZK-F >	2 WZZK-F >	2 WMJJ-F >	2 WBHJ-F <	2 WENN-F >	2 WZZK-F >
3	WZZK-AF	3 WMJJ-F <	3 WBHK-F <	3 WBHK-F	3 WBHK-F	3 WMJJ-F <	3 WBHK-F <	3 WBHK-F <	3 WMJJ-F	3 WZZK-AF <	3 WBHJ-F
4	WRAX-F	4 WZRR-F <	4 WZRR-F <	4 WZRR-F	4 WZRR-F	4 WBHK-F <	4 WBHJ-F	4 WYSF-F <	4 WBHK-F	4 WBHK-F	4 WBHK-F
		5 WBHJ-F	5 WENN-F	5 WENN-F <	5 WERC	5 WBHK-F <	5 WBHJ-F <	5 WZRR-F <	5 WZRR-F <	5 WDJC-F	5 WDJC-F
6	WENN-F <	6 WENN-F	6 WBHJ-F <	6 WYSF-F	6 WAGG <	6 WERC <	6 WZRR-F <	6 WRAX-F <	6 WRAX-F <	6 WZRR-F	6 WZRR-F
7	WBHK-F >	7 WRAX-F	7 WYSF-F	7 WBHJ-F <	7 WODL-F <	7 WZRR-F	7 WERC	7 WENN-F <	7 WENN-F <	7 WYSF-F	7 WYSF-F
			8 WRAX-F <	8 WODL-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	WBHJ-F >>	1 WMJJ-F	1 WMJJ-F >	1 WMJJ-F	1 WBHJ-F	1 WZRR-F	1 WZRR-F	1 WZRR-F <	1 WZZK-AF <
2	WENN-F	WBHJ-F	2 WZZK-AF	2 WZZK-AF	2 WZRR-F	2 WBHJ-F	2 WBHJ-F	2 WZZK-AF	2 WZRR-F
	WZZK-AF >	3 WZZK-AF >	3 WBHK-F	3 WBHK-F <	3 WRAX-F	3 WRAX-F	WZZK-AF	3 WBHK-F <	3 WBHK-F
4	WRAX-F	4 WBHK-F	4 WYSF-F	4 WBHJ-F	4 WYSF-F	4 WZZK-AF >	4 WENN-F	4 WBHJ-F	4 WENN-F >
5	WMJJ-F	WRAX-F <	5 WBHJ-F	5 WENN-F	5 WENN-F	5 WOWC-F	5 WENN-F	5 WRAX-F	5 WMJJ-F
	WZRR-F	6 WYSF-F	WRAX-F >	WYSF-F <	WODL-F	WENN-F	6 WBHK-F	6 WBHK-F	6 WBHJ-F
			7 WZRR-F	WZRR-F			7 WMJJ-F	7 WMJJ-F	WRAX-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WAPI	N	1070	Birmingham	1.0 4.0 14 353
WAYE	REL	1220	Birmingham	0.4 1.8 5 148
WFFN-F	C	95.3	Cordova	0.3 1.3 4 103
WJLD	B	1400	Fairfield	1.0 3.5 12 279

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WFMH-F	C	101.1	Cullman	1.4 3.0 28 467
WHMA-F	C	100.5	Anniston	0.6 1.3 44 685
WQEN-F	AC/CHR	103.7	Gadsden	0.9 2.5 51 927
WQSB-F	C	105.1	Albertville	0.6 1.1 53 736
WRS-A-F	EZ	96.9	Decatur	1.2 1.9 49 453
WTUG-F	B	92.9	Tuscaloosa	0.9 2.9 28 604

BIRMINGHAM

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	106 (2)	106 (2)	10.0 %	8.2 %	Capstar	16.9 %	18.2 %	24.1 %
AOR/Classic/NR	0 (0)	124 (2)	124 (2)	11.8 %	12.1 %	WERC-AM, WMJJ-FM, WOWC-FM			
Black/Urban	46 (2)	264 (4)	310 (6)	29.4 %	28.9 %	Cox, pend.	36.3 %	34.6 %	32.2 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WAGG-AM, WBHJ-FM, WBHK-FM, WODL-FM, WZZK-FM, WZZK-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Dick, pend.	19.6 %	22.6 %	33.5 %
Country	6 (1)	218 (6)	224 (7)	21.2 %	19.9 %	WAPI-AM, WENN-FM, WJOX-AM, WYSF-FM, WZRR-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		72.8 %	75.4 %	89.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	69 (2)	0 (0)	69 (2)	6.5 %	8.9 %				
Oldies	0 (0)	45 (1)	45 (1)	4.3 %	5.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	56 (2)	32 (1)	88 (3)	8.3 %	7.1 %				
Soft AC/EZ	0 (0)	69 (2)	69 (2)	6.5 %	6.2 %				
Sports	20 (1)	0 (0)	20 (1)	1.9 %	3.5 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	197 (8)	858 (18)	1055 (26)						

AM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency
WAGG	1320	5 kw/110 w	Gospel	AURN	\$24.00	D&R Cox, pend.
WAPI	1070	50 kw/5 kw (DA-N)	News	AP	\$21.00	Christal Dick
WATV	900	1 kw/165 w	Black	ABC	\$22.00	Banner
WERC	960	5 kw (DA-N)	News/Talk	ABC, Westwd	\$59.00	Eastman Capstar
WJLD	1400	1 kw	Black	Westwd, ABC	\$<20.00	Unirep
WJOX	690	50 kw/500 w (DA-N)	Sports		\$22.00	Christal Dick
WZZK	610	5 kw/1 kw (DA-N)	See WZZK-F			

FM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency
WBHJ	95.7	100 kw @ 981	Black		\$ NA	Mc-Guild Cox, pend. Tuscaloosa
WBHK	98.7	31 kw @ 620	Black AC	ABC	\$ NA	Mc-Guild Cox, pend. Warrior
WDJC	93.7	100 kw @ 1007	Religion		\$29.00	Crawford Crawford
WENN	107.7	100 kw @ 1237	Black	AURN	\$94.00	D&R Dick, pend.
WMJJ	96.5	100 kw @ 1026	AC		\$87.00	Eastman Capstar
WODL	106.9	100 kw @ 1150	Oldies	ABC	\$56.00	Katz Cox
WOWC	102.5	83 kw @ 2096	Country		\$34.00	Eastman Capstar Jasper
WRAX	105.9	1.4 kw @ 673	AOR-New Rock	Westwd	\$27.00	— American General Trussville
WYSF	94.5	100 kw @ 1214	Soft AC		\$ 56.00	Christal Dick
WZRR	99.5	100 kw @ 870	AOR-Classic		\$90.00	Christal Dick
WZZK	104.7	100 kw @ 1300	Country		\$150.00	Katz Cox

Notes: 4/97 Capstar bought WERC/WMJJ-F/WOWC-F for \$31,000,000 (MVP) . . . 5/97 WAGG sold to Cox for \$500,000; WENN-F sold to Cox for \$14,000,000, which then sold it to Dick for \$14,000,000 . . . 5/97 WBHJ-F/WBHK-F sold by H&P to Cox for \$17,000,000 . . . 5/97 FM CP in Columbiana sold to Capstar for \$75,000

Jim Duncan

Comments: With the recent deals, Dick will become the leading biller in the market . . . Listening levels have been trending downward (the APR was 16.1 in 1995; 14.8 this book) . . . WBHJ-F and WBHK-F both continued to grow . . . WENN-F recovered slightly from its recent decline . . . WERC slipped below a 5.0 share to its lowest level in many years

BLOOMINGTON

Arbltron Rank: 228 Pop (12+) 118,400	Stations: 26 / 4	Last Year's Revenue: \$6,400,000
MSA Rank: 250	Diaries: 902/131:1/58.7%	Household Income: \$45,920
MSA Pop: 142,000	Sample Target: 860	Retail Dollars: \$1.46 Bil.
DMA: 117 (w/Peoria)	% Below Line: 29.9	#1 Biller: WJBC \$2,500,000
Average Persons Rating: 14.6	% Not Listed: 11.6	#1 Billing Portfolio:
Market TSL In Hours: 19.25	Pop per Station: 29,600	Bloomington \$5,350,000

12+ Metro	Format	Spring 97 1/4 Share	Spg 96	Spg 95	12+ Metro Cume / Rtg	Spg 96	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WBWN-F	C 33 / 19.0	18.9	13.9	328 / 27.7	30.5	24.4	44 / 489	C	WBWN-F
2	WJBC	FS 31 / 17.9	17.8	23.0	397 / 33.5	31.2	33.9	33 / 446	D	WJBC
3	WBNO-F	CHR 23 / 13.3	13.3	13.3	384 / 32.5	36.5	35.9	29 / 547	C	WBNO-F
4	WIHN-F	AOR 14 / 8.1	9.4	5.5	223 / 18.9	21.2	16.0	17 / 288	B	WIHN-F
5	WLS	T 7 / 4.0	3.3	1.8	97 / 8.2	6.4	6.5	14 / 161		WLS
	WWCT-F	AOR 7 / 4.0	5.0	4.8	160 / 13.5	16.3	10.3	18 / 335		WWCT-F
	WPBG-F	O 7 / 4.0	1.7	3.6	148 / 12.5	10.8	19.7	11 / 228		WPBG-F
8	WSWT-F	AC 6 / 3.5	2.8	4.8	85 / 7.2	9.7	10.3	9 / 162		WSWT-F

12+ FM Share (Metro): 70.59 % (108 of 153) (Spring 96: 71.14 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WBNO-F >>	1 WBWN-F	1 WBWN-F >	1 WBWN-F >	1 WBWN-F >	1 WJBC >>	1 WJBC >>	1 WBWN-F >	1 WBWN-F	1 WBWN-F	1 WJBC
2 WIHN-F >>	2 WBNO-F	2 WBNO-F >	2 WBNO-F >	2 WBNO-F	2 WBWN-F >>	2 WBWN-F	2 WJBC	2 WBNO-F	WBNO-F <	2 WBNO-F
	3 WIHN-F >>	3 WIHN-F	3 WJBC >	3 WJBC >>	3 WBNO-F	3 WBNO-F >>	3 WBNO-F >	3 WJBC	3 WIHN-F >>	3 WIHN-F >
		4 WJBC >	4 WIHN-F	4 WIHN-F	4 WLS	4 WIHN-F >	4 WIHN-F	4 WIHN-F >	4 WJBC >	
				WPBG-F	5 WPBG-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 WBWN-F	1 WBWN-F	1 WBWN-F	1 WBWN-F	1 WBWN-F	1 WIHN-F >>	1 WIHN-F >	1 WBWN-F	1 WBWN-F	1 WBWN-F >
2 WBNO-F >>	2 WBNO-F >>	WBNO-F >>	2 WBNO-F >>	2 WBNO-F	2 WBWN-F >	2 WBWN-F	WIHN-F	2 WIHN-F >	2 WJBC
	3 WSWT-F >	3 WSWT-F >>	3 WJBC	3 WJBC >>	3 WWCT-F	3 WBNO-F	WBNO-F >>	3 WBNO-F >	3 WBNO-F
	4 WIHN-F >>		4 WSWT-F	4 WSWT-F	WBNO-F >>	4 WWCT-F >>		4 WJBC	4 WLS
				WPBG-F >				WWCT-F	WIHN-F
									WWCT-F >

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	9 (4)	9 (4)	5.9 %	7.3 %
AOR/Classic/NR	0 (0)	27 (5)	27 (5)	17.6 %	18.5 %
Black/Urban	0 (0)	1 (1)	1 (1)	0.7 %	0.0 %
CHR	0 (0)	24 (2)	24 (2)	15.7 %	15.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	35 (3)	35 (3)	22.9 %	23.2 %
Full Service	34 (2)	0 (0)	34 (2)	22.2 %	23.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	10 (4)	1 (1)	11 (5)	7.2 %	5.3 %
Oldies	0 (0)	10 (2)	10 (2)	6.5 %	4.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	1 (1)	0 (0)	1 (1)	0.7 %	0.0 %
Soft AC/EZ	0 (0)	1 (1)	1 (1)	0.7 %	1.3 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	1.3 %
Totals	45 (7)	108 (19)	153 (26)		

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBBM	N	780	Chicago	0.6	1.9	1 45
WBGE-F	B	92.3	Peoria	0.6	1.3	1 15
WEEK-F	O	98.5	Eureka	1.7	6.2	6 123
WFMB-F	C	104.5	Springfield	0.6	1.3	3 73
WGCV-F	EZ	106.3	Gibson City	0.6	1.5	3 41
WGKC-F	CL AOR	105.9	Mahomet	1.2	1.4	5 23
WGLO-F	CL AOR	95.5	Pekin	1.7	8.2	7 167
WGN	FS/T	720	Chicago	1.7	5.9	12 153
WIXO-F	AOR-NR	99.9	Bartonville	0.6	3.9	2 60
WIXY-F	C	100.3	Champaign	0.6	1.2	2 53
WJEZ-F	AC	93.7	Pontiac	0.6	2.5	6 104
WKZW-F	CHR	94.3	Chillicothe	0.6	2.2	2 60
WLRW-F	AC/CHR	94.5	Champaign	0.6	4.0	3 75
WMAQ	N	670	Chicago	0.6	2.9	1 52
WMVP	T	1000	Chicago	0.6	1.9	1 29
WPEO	REL	1020	Peoria	0.6	1.7	1 32
WSOY-F	AC/CHR	102.9	Decatur	0.6	2.2	4 56
WTAZ-F	T	102.3	Morton	0.6	2.3	2 50

BLOOMINGTON

Consolidation Report	12+	25-54	Revenue
Bloomington WJBC-AM, WBNQ-FM, WBWN-FM	38.1 %	33.2 %	83.6 %
	38.1 %	33.2 %	83.6 %

AM Stations

WJBC	1240	1 kw	Full Service	ABC	\$48.00	Mc-Guild	Bloomington
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FM Stations

WBNQ	101.5	50 kw @ 459	CHR		\$35.00	Mc-Guild	Bloomington	
WBWN	104.1	25 kw @ 328	Country		\$35.00	Mc-Guild	Bloomington	Leroy
WIHN	96.7	3.9 kw @ 410	AOR	ABC	\$20.00	D&R	Kelly	Normal

Notes: Other ranked stations – See Chicago or Peoria

BOISE

Arbitron Rank: 129 Pop (12+): 303,100	Stations: 19 / 18	Last Year's Revenue: \$14,600,000
MSA Rank: 132	Diarles: 709/428:1/54.0%	Household Income: \$42,208
MSA Pop: 374,000	Sample Target: 690	Retail Dollars: \$4.1 Bil.
DMA: 127	% Below Line: 0.4	#1 Biller: KQFC-F \$2,300,000
Average Persons Rating: 16.1	% Not Listed: 15.8	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 16,839	Pacific Northwest \$6,830,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level		
1	KZMG-F	CHR	45 / 9.2	10.5	9.0	8.4	9.1	722 / 23.8	23.8	22.2	62 / 1018	C	KZMG-F
2	KIZN-F	C	44 / 9.0	9.4	7.8	9.8	10.1	578 / 19.1	20.6	17.3	60 / 759	C	KIZN-F
3	KIDO	N/T	39 / 8.0	9.7	9.0	8.1	7.9	455 / 15.0	15.3	14.5	48 / 617	C	KIDO
4	KQFC-F	C	36 / 7.4	8.8	10.9	8.4	10.6	517 / 17.1	15.4	19.3	58 / 741	D	KQFC-F
5	KARO-F	AOR	30 / 6.2	3.9	3.6	7.7	8.8	395 / 13.0	14.1	14.7	34 / 513	C	KARO-F
	KCIX-F	AC	30 / 6.2	6.8	5.5	4.4	7.9	517 / 17.1	16.7	17.0	31 / 578	C	KCIX-F
7	KBOI	FS	29 / 5.9	5.0	6.4	6.0	3.9	433 / 14.3	16.1	15.9	39 / 653	C	KBOI
8	KLTB-F	O	28 / 5.7	4.2	5.0	4.2	5.7	445 / 14.7	14.3	13.3	38 / 634	B	KLTB-F
9	KQXR-F	AOR-NR	24 / 4.9	4.6	5.9	1.6	3.2	383 / 12.6	13.0	13.8	32 / 435	B	KQXR-F
	KXLT-F	SAC	24 / 4.9	4.6	4.0	4.9	5.2	432 / 14.2	11.8	11.8	26 / 503	B	KXLT-F
11	KJOT-F	AOR	22 / 4.5	6.4	5.5	4.0	3.9	432 / 14.3	14.1	12.0	28 / 532	B	KJOT-F
12	KGEM	ST	12 / 2.5	5.3	4.3	4.2	3.9	228 / 7.5	9.2	8.0	16 / 290	A	KGEM
	KLCI-F	CL AOR	12 / 2.5	2.0	2.4	5.6	3.4	259 / 8.6	7.5	6.8	14 / 292	A	KLCI-F
	KFXD-F	AOR-P	12 / 2.5	2.4	3.6	3.0	1.0	155 / 5.1	6.9	7.7	13 / 181	A	KFXD-F

12+ FM Share (Metro): 78.10 % (321 of 411) (Spring 96: 74.66 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KZMG-F >>	1 KARO-F	1 KIZN-F	1 KIZN-F	1 KIZN-F <	1 KIDO	1 KBOI <	1 KID	1 KIZN-F <	1 KZMG-F >	1 KIDO >
2 KQXR-F	2 KIZN-F <	2 KZMG-F	2 KZMG-F	2 KLTB-F <	2 KBOI	2 KID	2 KIZN-F <	2 KZMG-F	2 KIZN-F	2 KZMG-F
3 KIZN-F >>	3 KZMG-F	KARO-F <	KCIX-F	3 KQFC-F <	3 KLTB-F	3 KZMG-F <	3 KLTB-F	3 KARO-F <	3 KARO-F	3 KQFC-F
4 KQFC-F	4 KCIX-F	KARO-F	4 KARO-F	4 KARO-F <	4 KQFC-F	4 KIZN-F <	4 KQFC-F <	4 KQFC-F	4 KQFC-F <	4 KCIX-F
5 KCIX-F	5 KQFC-F	5 KQFC-F	5 KQFC-F	5 KZMG-F	5 KIZN-F	5 KQFC-F	5 KCIX-F <	5 KCIX-F <	5 KIDO <	KIZN-F
	KQXR-F <	6 KJOT-F	KLTB-F <	KCIX-F <	6 KCIX-F <	6 KCIX-F	6 KXLT-F <	6 KLTB-F <	6 KQXR-F <	6 KQXR-F <
7 KJOT-F	KLTB-F	7 KXLT-F <	7 KIDO <	7 KXLT-F	7 KLTB-F	7 KLTB-F	7 KBOI	7 KQXR-F <	7 KXLT-F <	7 KXLT-F <
	8 KXLT-F		8 KXLT-F	KBOI		8 KZMG-F <	8 KXLT-F <	8 KXLT-F <	8 KCIX-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KZMG-F	1 KIZN-F <	1 KIZN-F	1 KIZN-F	1 KIZN-F	1 KARO-F	1 KARO-F >>	1 KARO-F >>	1 KARO-F >	1 KARO-F
KCIX-F	2 KQFC-F	KXLT-F	2 KZMG-F	KQFC-F <	2 KQXR-F	2 KZMG-F	2 KIZN-F	2 KJOT-F <	2 KIDO <
3 KIZN-F	3 KZMG-F	KQFC-F	KCIX-F <	3 KXLT-F <	3 KZMG-F	KQXR-F	KZMG-F >	3 KIZN-F	3 KIZN-F
4 KQFC-F >	4 KXLT-F	4 KZMG-F	4 KQFC-F <	4 KLTB-F <	4 KJOT-F >	4 KJOT-F	4 KJOT-F	KZMG-F	KLTB-F
	5 KCIX-F >	5 KCIX-F	5 KXLT-F >	5 KZMG-F <		5 KIZN-F >	KTIK	5 KCIX-F	5 KCIX-F
	6 KARO-F		6 KLTB-F	6 KCIX-F		6 KQFC-F	KIDO	6 KQXR-F	KJOT-F
				7 KBOI >			KLCI-F	KLTB-F	7 KQFC-F
							KIDO	KIDO	KZMG-F
									KBOI

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
American General	11.9 %	8.3 %	11.2 %	KBXL-F REL 94.1 Caldwell	0.6	2.2	4 87
KGEM-AM, KJOT-FM, KQXR-FM				KCID-F AC-NR 107.1 Caldwell	1.8	6.2	10 227
Jacor	31.0 %	34.0 %	39.0 %	KFXD T 580 Nampa	0.4	1.9	4 103
KARO-FM, KCIX-FM, KIDO-AM, KLTB-FM, KXLT-FM				KTIK SPRTS 1340 Nampa	1.6	4.1	8 129
Pacific Northwest	34.0 %	32.1 %	46.8 %				
KBOI-AM, KIZN-FM, KLCI-FM, KQFC-FM, KZMG-FM							
	76.9 %	74.4 %	97.0 %	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
				KSRV-F C 96.1 Ontario, OR	0.4	1.6	12 165

BOISE

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	39 (2)	39 (2)	9.5 %	10.6 %
AOR/Classic/NR	0 (0)	100 (5)	100 (5)	24.3 %	19.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	45 (1)	45 (1)	10.9 %	12.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	82 (3)	82 (3)	20.0 %	20.9 %
Full Service	29 (1)	0 (0)	29 (1)	7.1 %	5.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	41 (2)	0 (0)	41 (2)	10.0 %	12.3 %
Oldies	0 (0)	28 (1)	28 (1)	6.8 %	4.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	3 (1)	3 (1)	0.7 %	1.8 %
Soft AC/EZ	0 (0)	24 (1)	24 (1)	5.8 %	5.3 %
Sports	8 (1)	0 (0)	8 (1)	1.9 %	1.3 %
Standards	12 (1)	0 (0)	12 (1)	2.9 %	6.0 %
Totals	90 (5)	321 (14)	411 (19)		

AM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency
KBOI	670	50 kw (DA-N)	Full Service	Westwd, ABC	\$30.00	Katz Pacific Northwest
KGEM	1140	10 kw (DA-N)	Standards	Westwd	\$<20.00	Allied Amer. Gen'l.
KIDO	630	5 kw (DA-2)	News/Talk	Westwd	\$27.00	Christal Jacor

FM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	City
KARO	103.3	54 kw @ 2588	AOR	\$35.00	Christal	Jacor	Caldwell
KCID	107.1	49 kw @ 2654	Modern AC	\$ NA	Allied	Amer. Gen'l.	Caldwell
KCIX	105.9	49 kw @ 2699	AC	\$35.00	Mc-Guild	Jacor, pend.	Garden City
KFXD	94.9	49 kw @ 2692	Progressive AOR	\$<20.00	IMN		Nampa
KIZN	92.3	44 kw @ 2499	Country	\$32.00	Banner	Pacific Northwest	
KJOT	105.1	53 kw @ 2588	AOR	\$25.00	Allied	Amer. Gen'l.	
KLCI	96.9	44 kw @ 2519	Classic AOR	\$<20.00	Katz	Pacific Northwest	Nampa
KLTB	104.3	52 kw @ 2578	Oldies	\$25.00	Christal	Jacor	
KQFC	97.9	47 kw @ 2499	Country	\$51.00	Katz	Pacific Northwest	
KQXR	100.3	100 kw @ 708	New Rock	\$<20.00	Allied	Amer. Gen'l.	Payette
KXLT	107.9	45 kw @ 2684	Soft AC	\$<20.00	Mc-Guild	Jacor, pend.	Eagle
KZMG	93.1	50 kw @ 2631	CHR	\$35.00	Banner	Pacific Northwest	New Plymouth

Notes: 3/97 Sale of KGEM/KJOT-F/KQXR-F by American General to Lartigue (J. Lynch) cancelled . . . 3/97 KCIX-F sold to Lartigue for \$7,560,000 . . . 3/97 KXLT-F sold to Lartigue for \$391,000 . . . 3/97 KCID-F (107.1; Caldwell) changed from Country to Modern AC (AC-NR) . . . 5/97 KCIX-F/KXLT-F sold by Lartigue to Jacor for \$7,951,000

Jim Duncan

Comments: Listening levels rose sharply – up 1.8 rating points . . . KARO-F recovered after two very weak books . . . KGEM faded to its lowest share in more than four years

BOSTON

Arbitron Rank: 10 Pop (12+): 3,264,900	Stations: 38 / 31	Last Year's Revenue: \$194,000,000
MSA Rank: 7	Diaries: 4,193/779:1/52.2%	Household Income: \$54,044
MSA Pop: 3,850,000	Sample Target: 4,100	Retail Dollars: \$34.7 Bil.
DMA: 6	% Below Line: 3.3	#1 Biller: WBZ \$22,500,000
Average Persons Rating: 17.3	% Not Listed: 13.8	#1 Billing Portfolio: Westinghouse \$68,100,000
Market TSL In Hours: 22.75	Pop per Station: 105,319	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WBZ	N/T	435 / 7.7	8.1	8.1	7.8	7.9	7.9	7311 / 22.4	23.4	21.8	538 / 9623	K	WBZ
2	WJMN-F	CHR	354 / 6.3	5.8	6.7	6.6	6.0	6.3	5483 / 16.8	16.0	16.5	455 / 8123	I	WJMN-F
3	WXKS-F	CHR/AC	352 / 6.2	6.0	5.7	6.4	6.9	6.1	6695 / 20.5	19.9	21.9	408 / 8509	J	WXKS-F
4	WRKO	T	328 / 5.8	6.2	6.0	6.4	6.6	6.1	3882 / 11.9	11.4	13.5	379 / 4786	I	WRKO
5	WBCN-F	AOR	326 / 5.8	4.8	4.9	5.2	5.0	5.2	5655 / 17.3	17.4	16.3	409 / 7697	J	WBCN-F
6	WMJX-F	AC	305 / 5.4	5.7	5.3	5.7	6.0	5.5	4868 / 14.9	15.2	14.9	342 / 5715	I	WMJX-F
7	WODS-F	O	276 / 4.9	4.8	4.6	4.9	4.4	4.8	4959 / 15.2	14.3	14.1	364 / 6843	I	WODS-F
8	WCRB-F	CL	246 / 4.4	5.1	4.9	4.1	3.7	4.6	3629 / 11.1	12.1	9.9	343 / 5266	F	WCRB-F
9	WBMX-F	AC	240 / 4.2	3.9	3.8	4.0	3.8	4.0	4519 / 13.8	12.7	13.0	312 / 6023	I	WBMX-F
10	WEEI	SPRTS	204 / 3.6	4.1	3.8	3.7	4.1	3.8	3603 / 11.0	10.3	12.1	244 / 4478	K	WEEI
11	WKLB-F	C	195 / 3.5	3.1	2.8	2.4	1.7	2.9	2372 / 7.3	5.8	5.3	279 / 3645	F	WKLB-F
12	WZLX-F	CL AOR	192 / 3.4	3.5	3.9	3.9	5.0	3.7	3752 / 11.5	11.6	12.6	277 / 5059	J	WZLX-F
13	WROR-F	AC	178 / 3.2	3.0	3.0	2.1	2.2	2.8	3070 / 9.4	8.1	5.2	235 / 4030	D	WROR-F
14	WAAF-F	AOR-NR	165 / 2.9	2.9	2.8	2.4	2.6	2.8	2869 / 8.8	8.5	8.5	321 / 5184	G	WAAF-F
15	WBOS-F	AOR-P	155 / 2.7	3.2	2.9	3.0	2.9	3.0	3466 / 10.6	11.1	10.9	199 / 4630	H	WBOS-F
16	WEGQ-F	CL HITS	154 / 2.7	2.0	2.5	2.8	2.9	2.5	3300 / 10.1	8.0	9.6	219 / 4532	G	WEGQ-F
17	WOAZ-F	J	101 / 1.8	2.0	1.6	1.8	1.9	1.8	1655 / 5.1	5.8	6.7	134 / 2412	F	WOAZ-F
18	WXKS	ST	94 / 1.7	2.4	1.8	2.4	2.4	2.1	1229 / 3.8	4.1	4.5	101 / 1295	B	WXKS
19	WFNX-F	AOR-NR	85 / 1.5	1.7	1.2	1.3	1.3	1.4	1751 / 5.4	5.0	5.6	92 / 1994	D	WFNX-F
20	WILD	B	64 / 1.1	1.2	1.1	1.5	1.2	1.2	681 / 2.1	2.3	2.0	65 / 720	C	WILD

12+ FM Share (Metro): 74.00 % (3603 of 4869) (Spring 96: 69.23 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJMN-F >>	1 WBCN-F <	1 WBCN-F <	1 WBCN-F <	1 WMJX-F <	1 WBZ	1 WBZ	1 WMJX-F <	1 WRKO <	1 WBZ <	1 WBZ >>
2 WXKS-F	2 WXKS-F	2 WXKS-F	2 WMJX-F <	2 WBCN-F <	2 WRKO	2 WBCN-F	2 WBZ <	2 WJMN-F	2 WJMN-F	2 WMJX-F <
3 WAAF-F <	3 WJMN-F >	3 WJMN-F	3 WXKS-F <	3 WXKS-F <	3 WODS-F <	3 WXKS-F	3 WXKS-F <	3 WXKS-F <	3 WMJX-F <	3 WJMN-F <
4 WBCN-F >>	4 WBMX-F <	4 WBMX-F	4 WBMX-F <	4 WBMX-F <	4 WCRB-F	4 WRKO	4 WRKO <	4 WBZ	4 WXKS-F <	4 WRKO
5 WAAF-F <	5 WMJX-F	5 WZLX-F	5 WZLX-F <	5 WMJX-F	5 WJMN-F <	5 WJMN-F <	5 WJMN-F <	5 WBCN-F <	5 WBCN-F	5 WBCN-F
6 WMJX-F	6 WZLX-F	6 WJMN-F	6 WBZ	6 WEEI	6 WEEI	6 WEEI	6 WODS-F <	6 WMJX-F	6 WCRB-F	6 WCRB-F
7 WZLX-F <	7 WBOS-F <	7 WROR-F <	7 WODS-F	7 WEEI	7 WMJX-F	7 WBMX-F	7 WBMX-F	7 WODS-F	7 WODS-F <	7 WODS-F <
8 WBOS-F	8 WEGQ-F <	8 WEGQ-F <	8 WROR-F	8 WODS-F	8 WODS-F	8 WODS-F	8 WODS-F	8 WODS-F	8 WODS-F	8 WODS-F
9 WROR-F <	9 WROR-F <	9 WROR-F <	9 WROR-F	9 WROR-F	9 WROR-F	9 WROR-F	9 WROR-F	9 WROR-F	9 WROR-F	9 WROR-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WXKS-F <	1 WXKS-F >	1 WXKS-F >	1 WXKS-F	1 WMJX-F	1 WBCN-F >	1 WBCN-F >	1 WBCN-F >	1 WBCN-F >	1 WBCN-F
2 WJMN-F >>	2 WJMN-F	2 WMJX-F <	2 WMJX-F <	2 WXKS-F	2 WAAF-F	2 WAAF-F	2 WZLX-F <	2 WZLX-F	2 WZLX-F <
3 WBCN-F <	3 WBMX-F <	3 WBMX-F	3 WJMN-F	3 WBMX-F	3 WXKS-F	3 WJMN-F <	3 WAAF-F	3 WAAF-F	3 WEEI
4 WBMX-F	4 WMJX-F	4 WBOS-F <	4 WBMX-F >	4 WODS-F <	4 WJMN-F >>	4 WXKS-F <	4 WEGQ-F	4 WEEI <	4 WEGQ-F
5 WMJX-F >	5 WBCN-F	5 WJMN-F	5 WBCN-F <	5 WJMN-F <	5 WZLX-F	5 WZLX-F	5 WEEI	5 WJMN-F <	5 WEEI
6 WBOS-F >	6 WBCN-F	6 WBCN-F	6 WBOS-F <	6 WROR-F	6 WEGQ-F <	6 WBMX-F	6 WEGQ-F	6 WEGQ-F	6 WROR-F <
			7 WROR-F <	7 WBOS-F	7 WBMX-F	7 WBMX-F	7 WXXS-F <	7 WXXS-F <	7 WBMX-F
			8 WODS-F	8 WODS-F	8 WODS-F	8 WODS-F	8 WODS-F	8 WODS-F	8 WODS-F

Other Rated Stations	Metro Cume Share Rating	TSA AQH Cume
WBET	AC 1460 Brockton	0.3 0.6 19 228
WBOQ-F	CL 104.9 Gloucester	0.5 1.2 30 437
WCCM	T 800 Lawrence	0.3 0.7 18 238
WESX	ST 1230 Salem	0.4 1.0 22 329
WEZE	REL 590 Boston	0.4 1.3 22 447
WJDA	ST 1300 Quincy	0.4 1.2 23 394
WLLH	ST 1400 Lowell	0.4 0.8 20 252
WPLM-F	J 99.1 Plymouth	0.4 1.8 43 1088
WROL	REL 950 Boston	0.3 1.8 21 664
WXRV-F	AOR-NR 92.5 Haverhill	0.7 2.9 71 1548

Other Rated Stations--Outside Market	Metro Cume Share Rating	TSA AQH Cume
WGIR-F	AOR 101.1 Manchester, NH	0.6 2.0 126 2112
WHJY-F	AOR 94.1 Providence	0.5 1.7 162 2861
WOKQ-F	C 97.5 Portsmouth, NH	0.4 1.2 135 1920
WSRS-F	SAC 96.1 Worcester	0.3 1.3 116 1920
WWLJ-F	SAC 105.1 Providence	0.3 1.1 177 2562
WXLO-F	AC 104.5 Fitchburg	0.8 3.1 147 2591
WZID-F	AC/SAC 95.7 Manchester, NH	0.4 1.2 152 2089

BOSTON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	19 (1)	792 (5)	811 (6)	16.7 %	14.8 %	American Radio Sys.	21.8 %	22.3 %	28.7 %
AOR/Classic/NR	0 (0)	1025 (8)	1025 (8)	21.1 %	20.7 %	WNFT-AM, WBMX-FM, WEEI-AM, WEGQ-FM, WRKO-AM, WAAF-FM			
Black/Urban	64 (1)	0 (0)	64 (1)	1.3 %	1.3 %	Chancellor	14.2 %	10.7 %	14.5 %
CHR	0 (0)	706 (2)	706 (2)	14.5 %	14.5 %	WXKS-AM, WXKS-FM, WJMN-FM			
Classical	0 (0)	274 (2)	274 (2)	5.6 %	6.3 %	Greater Media	16.6 %	20.9 %	16.6 %
Country	0 (0)	218 (2)	218 (2)	4.5 %	4.2 %	WROR-FM, WOAZ-FM, WKLB-FM, WBOS-FM, WMJX-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Westinghouse	18.7 %	18.6 %	35.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WZLX-FM, WODS-FM, WBZ-AM, WBOS-FM			
Jazz	1 (1)	124 (2)	125 (3)	2.6 %	2.4 %		71.3 %	72.5 %	94.9 %
News/Talk	781 (3)	0 (0)	781 (3)	16.0 %	17.8 %				
Oldies	0 (0)	430 (2)	430 (2)	8.8 %	8.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	38 (2)	0 (0)	38 (2)	0.8 %	0.9 %				
Soft AC/EZ	0 (0)	34 (2)	34 (2)	0.7 %	1.0 %				
Sports	204 (1)	0 (0)	204 (1)	4.2 %	4.4 %				
Standards	159 (4)	0 (0)	159 (4)	3.3 %	3.0 %				
Totals	1266 (13)	3603 (25)	4869 (38)						

AM Stations

Station	Frequency	Power	Format	Ownership	Parent	Other
WBZ	1030	50 kw (DA-1)	News/Talk	ABC, CBS, AP	\$327.00	Group W Westinghouse
WEEI	850	50 kw (DA-2)	Sports	CBS, Westwd	\$215.00	Eastman Amer. Radio Sys.
WEZE	590	5 kw (DA-1)	Religion	SRN	\$ NA	Salem Salem
WILD	1090	5 kw (Days)	Black	ABC	\$52.00	K&P
WRKO	680	50 kw (DA-2)	Talk	ABC	\$180.00	Eastman Amer. Radio Sys.
WXKS	1430	5 kw/1 kw (DA-N)	Standards	Westwd	\$50.00	Katz Chancellor Everett

FM Stations

Station	Frequency	Power	Format	Ownership	Parent	Other
WAAF	107.3	18.5 kw @ 822	AOR-New Rock	Westwd	\$142.00	D&R Amer. Radio Sys. Worcester
WBCN	104.1	20.9 kw @ 771	AOR		\$350.00	Infinity Westinghouse
WBMX	98.5	9 kw @ 1145	AC		\$235.00	Christal Amer. Radio Sys.
WBOS	92.9	8.81 kw @ 1152	Progressive AOR		\$155.00	Allied Greater Media Brookline
WCRB	102.5	15 kw @ 925	Classical		\$125.00	Allied Waltham
WEGQ	93.7	34 kw @ 587	Classic Hits		\$115.00	Christal Amer. Radio Sys. Lawrence
WFNX	101.7	1.65 kw @ 449	AOR-New Rock		\$60.00	Allied Lynn
WJMN	94.5	11.5 kw @ 1053	CHR		\$165.00	Katz Chancellor
WKLB	96.9	9 kw @ 1152	Country		\$100.00	Mc-Guild Greater Media
WMJX	106.7	21.4 kw @ 771	AC		\$251.00	Mc-Guild Greater Media
WOAZ	99.5	32 kw @ 600	Jazz		\$150.00	D&R Greater Media Lowell
WODS	103.3	16 kw @ 887	Oldies	CBS	\$200.00	CBS Westinghouse
WROR	105.7	8.5 kw @ 1145	AC		\$ NA	Mc-Guild Greater Media Framingham
WXKS	107.9	20.5 kw @ 771	CHR/VAC		\$310.00	Katz Chancellor Medford
WXRV	92.5	25 kw @ 711	New Rock	Westwd, CBS	\$ NA	--- Haverhill
WZLX	100.7	21.4 kw @ 771	Classic AOR	Westwd	\$260.00	Infinity Westinghouse

Notes: 3/97 Westinghouse traded WBOS-F/WOAZ-F (+ WMMR-F Philadelphia) to Greater Media for KRLA/KLSX-F Los Angeles . . . 3/97 Chancellor acquired WXKS-AM and WJMN-F through merger with Evergreen . . . 5/97 WEGQ-F shifted from 70's Oldies to Classic Hits . . . 5/97 WNFT (1150) sold by Greater Media to American Radio Systems for \$4,500,000 . . . 7/97 WPZE (1260) sold by Salem to Hibernia (Mike Craven & Jim Thompson) for (est.) \$4,750,000 (Serafin)

Jim Duncan

Comments: The Jazz format (via WOAZ-F) is not taking hold in Boston and this is surprising . . . WCRB-F remains strong . . . WBCN-F has its highest share in over three years . . . WROR-F continues to show growth . . . WZLX-F continues to decline . . . WKLB-F has five consecutive up books although Country listening overall continues to decline

BRIDGEPORT

Arbitron Rank: 112 Pop (12+): 362,500	Stations: 41 / 4	Last Year's Revenue: \$27,700,000
MSA Rank: 69 (Fairfield Co.)	Diaries: 1,219/297:1/49.2%	Household Income: \$52,928
MSA Pop: 832,000	Sample Target: 1,210	Retail Dollars: \$11.0 Bil.
DMA: NY (#1)	% Below Line: 61.8	#1 Biller: WEBE-F \$6,900,000
Average Persons Rating: 16.7	% Not Listed: 11.7	#1 Billing Portfolio: Fairfield/ML combo \$9,600,000
Market TSL in Hours: 22.00	Pop per Station: 90,625	

12+ Metro	Format	Spring 97		Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	Revenue Level	
		1/4	Share								D	G
1	WICC	FS	78 / 12.9	12.5	13.5	12.0	12.6	1008 / 27.8	26.9	29.5	D	WICC
2	WEZN-F	SAC	77 / 12.7	10.8	11.6	13.9	12.4	1108 / 30.6	26.2	27.3	G	WEZN-F
3	WEBE-F	AC	52 / 8.6	12.2	11.5	9.7	9.4	836 / 23.1	24.1	24.0	G	WEBE-F
4	WKCI-F	CHR	30 / 4.9	4.1	5.1	4.5	5.7	590 / 16.3	14.0	18.7		WKCI-F
5	WPLR-F	AOR	29 / 4.8	5.9	4.6	4.8	4.3	480 / 13.2	13.5	13.0		WPLR-F
6	WQHT-F	U/CHR	25 / 4.1	4.0	4.3	5.6	4.0	356 / 9.8	10.9	10.7		WQHT-F
	WFAN	SPRTS	25 / 4.1	6.0	4.2	4.1	4.8	500 / 13.8	15.1	14.0		WFAN
8	WWYZ-F	C	23 / 3.8	2.5	3.7	2.0	2.9	274 / 7.6	6.1	7.1		WWYZ-F
9	WCBS	N	22 / 3.6	2.7	2.9	2.6	2.7	445 / 12.3	10.2	13.3		WCBS
10	WEFX-F	CL AOR	12 / 2.0	1.7	1.5	1.6	1.7	190 / 5.2	6.0	5.6		WEFX-F
	WKTU-F	U/CHR	12 / 2.0	1.6	1.1	1.0	0.5	244 / 6.7	5.9	5.0		WKTU-F

12+ FM Share (Metro): 68.39 % (357 of 522) (Spring 96: 68.95 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQHT-F >>	1 WEZN-F >	1 WEZN-F >	1 WEZN-F >	1 WEZN-F	1 WICC >	1 WICC >	1 WEZN-F >	1 WEZN-F >	1 WEZN-F >	1 WCBS
2 WKCI-F	2 WKCI-F <	2 WEBE-F	2 WEBE-F	2 WEBE-F	2 WEZN-F	2 WEZN-F	2 WEBE-F	2 WICC <	2 WEBE-F	2 WICC
3 WEZN-F >	3 WEBE-F <	3 WPLR-F	3 WPLR-F <	3 WICC	3 WEBE-F >	3 WEBE-F >	3 WICC >	3 WEBE-F >	WICC <	3 WEZN-F >
	4 WQHT-F <	4 WICC <	4 WICC >	4 WPLR-F >	4 WCBS	4 WFAN	4 WKCI-F <	4 WKCI-F <	4 WQHT-F	
	5 WPLR-F >	5 WKCI-F	5 WKCI-F	5 WKCI-F	5 WFAN	5 WPLR-F	5 WPLR-F	5 WPLR-F	5 WCBS	
		6 WQHT-F	6 WFAN	6 WFAN >	6 WWYZ-F	6 WKCI-F	6 WWYZ-F	6 WWYZ-F	6 WKCI-F	
			7 WWYZ-F		7 WPLR-F >			WQHT-F	7 WFAN	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WEZN-F	1 WEZN-F	1 WEZN-F	1 WEZN-F >	1 WEZN-F	1 WQHT-F >	1 WEZN-F	1 WEZN-F >	1 WEZN-F	1 WEZN-F
	WKCI-F >	2 WEBE-F <	2 WEBE-F >	2 WEBE-F >	2 WEZN-F	2 WQHT-F	2 WPLR-F	WPLR-F >	WPLR-F
3 WQHT-F	3 WKCI-F >>	3 WKCI-F >	3 WKCI-F	3 WICC >	WEFX-F	3 WPLR-F >	3 WQHT-F	3 WEBE-F	3 WICC
	WEBE-F >	4 WPLR-F	4 WPLR-F >	4 WICC	4 WPLR-F >	4 WKCI-F	WKCI-F	4 WICC <	WEBE-F
5 WKTU-F >>	WQHT-F	5 WPLR-F	5 WPLR-F	5 WRKS-F	5 WFAN	5 WXRK-F	5 WXRK-F	5 WEFX-F	5 WFAN >
	WKTU-F		6 WRKS-F	WPLR-F		WEFX-F	WWYZ-F	WFAN	6 WKCI-F
	7 WRKI-F >>		WKTU-F			WWYZ-F	WEBE-F	WQHT-F	
							WFAN >		

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	57 (3)	57 (3)	10.9 %	13.6 %
AOR/Classic/NR	0 (0)	61 (6)	61 (6)	11.7 %	11.7 %
Black/Urban	0 (0)	50 (4)	50 (4)	9.6 %	9.2 %
CHR	0 (0)	43 (3)	43 (3)	8.2 %	7.1 %
Classical	0 (0)	2 (1)	2 (1)	0.4 %	0.5 %
Country	0 (0)	25 (2)	25 (2)	4.8 %	2.8 %
Full Service	81 (2)	0 (0)	81 (2)	15.5 %	14.5 %
Hispanic	3 (1)	12 (2)	15 (3)	2.9 %	2.9 %
Jazz	0 (0)	6 (1)	6 (1)	1.1 %	1.2 %
News/Talk	39 (4)	0 (0)	39 (4)	7.5 %	9.3 %
Oldies	0 (0)	24 (3)	24 (3)	4.6 %	5.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	5 (2)	0 (0)	5 (2)	1.0 %	1.2 %
Soft AC/EZ	0 (0)	77 (1)	77 (1)	14.8 %	12.1 %
Sports	25 (1)	0 (0)	25 (1)	4.8 %	6.6 %
Standards	12 (2)	0 (0)	12 (2)	2.3 %	1.9 %
Totals	165 (12)	357 (26)	522 (38)		

BRIDGEPORT

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WCUM	SP	1450	Bridgeport	0.5	1.5		WABC	T	770	New York	1.2	4.2	
WFIF	REL	1500	Fairfield	0.3	1.5		WALK-F	AC	97.5	Patchogue, NY	0.5	3.2	
							WAVZ	ST	1300	New Haven	0.7	2.2	
							WBLI-F	AC/CHR	106.1	Patchogue, NY	0.3	3.5	
							WCCC-F	AOR	106.9	Hartford	0.3	1.1	
							WDRC-F	O	102.9	Hartford	1.6	5.2	
							WELI	FS	960	New Haven	0.5	2.2	
							WHTZ-F	CHR	100.3	Newark, NJ	1.0	4.9	
							WINS	N	1010	New York	0.3	1.9	
							WKHL-F	O	96.7	Stamford	1.6	4.6	
							WKSS-F	CHR	95.7	Meriden	1.2	4.9	
							WMCA	REL	570	New York	0.5	1.7	
							WMJC-F	C	94.3	Smithtown, NY	0.3	0.7	
							WMRQ-F	AOR-NR	104.1	Waterbury	1.3	6.4	
							WNEW-F	AOR	102.7	New York	0.3	1.6	
							WOR	T	710	New York	1.3	3.7	
							WPAT-F	SP	93.1	Paterson, NJ	0.7	1.9	
							WPLJ-F	CHR-NR	95.5	New York	0.7	2.1	
							WQCD-F	J	101.9	New York	1.0	3.1	
							WQEW	ST	1560	New York	1.3	2.4	
							WQXR-F	CL	96.3	New York	0.3	1.2	
							WRKI-F	AOR	95.1	Brookfield	1.3	6.3	
							WRKS-F	B/AC	98.7	New York	1.8	4.6	
							WSKQ-F	SP	97.9	New York	1.3	3.5	
							WXRK-F	T/NR	92.3	New York	1.5	4.6	
							WYBC-F	BU	94.3	New Haven	0.3	1.2	
							WZMX-F	O-70S	93.7	Hartford	0.7	3.6	

AM Stations

WICC	600	1 kw/0.5 kw (DA-2)	Full Service	\$50.00	Banner	Fairfield/ML
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FM Stations

WEBE	107.9	50 kw @ 384	AC	\$110.00	Banner	Fairfield/ML	Westport
WEFX	95.9	3 kw @ 298	Classic AOR	\$58.00	Senry	Capstar	Norwalk
WEZN	99.9	27.5 kw @ 669	Soft AC	\$117.00	Kalz	Cox	

Notes: There is no Bridgeport TSA . . . There is no consolidation report as there are no duopolies in place

Jim Duncan

Comments: WEBE-F dropped to its lowest share since Spring 1993 . . . Listening levels are down for the second consecutive survey, off by 1.2 rating points versus last year

BUFFALO-NIAGARA FALLS

Arbitron Rank: 40 Pop (12+): 984,900
MSA Rank: 46
MSA Pop: 1,180,000
DMA: 39
Average Persons Rating: 16.8
Market TSL in Hours: 22.00

Stations: 22 / 21
Diaries: 2,532/389:1/59.9%
Sample Target: 2,420
% Below Line: 1.2
% Not Listed: 9.6
Pop per Station: 46,900

Last Year's Revenue: \$42,300,000
Household Income: \$39,700
Retail Dollars: \$10.5 Bil.
#1 Biller: WBEN \$6,700,000
#1 Billing Portfolio: Sinclair TV \$16,300,00

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WGRF-F	AOR/CL	158 / 9.6	6.5	6.3	8.7	7.4	7.8	1709 / 17.4	15.8	17.8	174 / 2041	F	WGRF-F
2	WBLK-F	B	139 / 8.4	6.5	6.8	6.5	4.9	7.1	1401 / 14.2	11.8	9.7	144 / 1474	D	WBLK-F
3	WJYE-F	SAC	137 / 8.3	8.4	7.8	7.3	9.1	7.9	2003 / 20.3	18.2	21.1	143 / 2170	F	WJYE-F
4	WBEN	FS/T	122 / 7.4	9.5	11.4	8.8	7.8	9.3	1868 / 19.0	31.1	18.5	127 / 2024	G	WBEN
5	WYRK-F	C	121 / 7.3	8.9	7.4	9.0	9.0	8.2	1499 / 15.2	16.9	17.5	148 / 1767	F	WYRK-F
6	WKSE-F	CHR	115 / 7.0	7.6	7.4	7.6	7.2	7.4	2232 / 22.7	23.5	21.0	133 / 2628	F	WKSE-F
7	WHTT-F	O	110 / 6.7	7.0	7.0	7.0	6.8	6.9	1906 / 19.4	20.4	19.3	122 / 2237	F	WHTT-F
8	WECK	ST	97 / 5.9	6.5	6.1	6.0	5.2	6.1	1074 / 10.9	11.5	10.8	99 / 1097	A	WECK
9	WMJQ-F	AC/CHR	95 / 5.8	7.0	5.8	6.0	5.3	6.1	1578 / 16.0	17.9	17.5	130 / 2306	E	WMJQ-F
10	WGR	T	94 / 5.7	6.0	5.3	4.7	4.7	5.4	1728 / 17.5	18.5	15.4	107 / 1955	C	WGR
11	WLCE-F	AC-NR	84 / 5.1	3.3	2.5	2.5	4.4	3.3	1926 / 19.6	8.1	10.6	119 / 2473	C	WLCE-F
12	WEDG-F	AOR-NR	77 / 4.7	5.2	6.0	6.3	7.1	5.5	1550 / 15.7	17.7	19.7	86 / 1777	E	WEDG-F
13	WWWS	B/O	26 / 1.6	1.0	1.1	0.9	1.4	1.1	264 / 2.7	2.8	2.3	26 / 264		WWWS
14	WNUC-F	C	25 / 1.5	1.2	1.7	1.5	1.4	1.5	585 / 5.9	6.0	5.7	46 / 915	B	WNUC-F
15	WDCX-F	REL	22 / 1.3	1.0	1.1	0.9	1.4	1.1	335 / 3.4	2.8	3.7	24 / 405		WDCX-F

12+ FM Share (Metro): 75.22 % (1123 of 1493) (Spring 96: 75.43 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKSE-F <	1 WGRF-F	1 WGRF-F >	1 WGRF-F >	1 WGRF-F	1 WBEN <	1 WBEN	1 WJYE-F <	1 WGRF-F <	1 WBLK-F >	1 WGR
2 WBLK-F >>	2 WKSE-F	2 WBLK-F	2 WJYE-F <	2 WJYE-F	2 WJYE-F <	2 WGRF-F	2 WGRF-F	2 WBLK-F <	2 WKSE-F	2 WBLK-F
3 WEDG-F >	3 WBLK-F	3 WJYE-F <	3 WMJQ-F <	3 WMJQ-F <	3 WECK <	3 WBLK-F	3 WBEN <	3 WJYE-F	3 WGRF-F <	3 WYRK-F <
4 WEDG-F <	4 WKSE-F <	4 WBLK-F	4 WHTT-F <	4 WHTT-F <	4 WHTT-F <	WGR	4 WYRK-F <	4 WKSE-F <	4 WGR	4 WBEN
5 WLCE-F >	5 WMJQ-F	5 WHTT-F >	5 WBLK-F <	5 WYRK-F	5 WYRK-F	WKSE-F	5 WECK <	5 WYRK-F	5 WHTT-F <	5 WJYE-F
	6 WLCE-F <	6 WYRK-F <	6 WYRK-F <	6 WYRK-F	6 WGR <	WJYE-F <	6 WHTT-F <	6 WLCE-F <	6 WLCE-F <	6 WLCE-F <
	7 WYRK-F <	7 WLCE-F <	7 WLCE-F	7 WLCE-F	7 WGRF-F	7 WYRK-F	7 WMJQ-F	7 WHTT-F <	7 WJYE-F	7 WJYE-F
		8 WKSE-F				WHTT-F		8 WBEN <	WMJQ-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 WKSE-F >	1 WKSE-F	1 WKSE-F <	1 WKSE-F	1 WJYE-F	1 WGRF-F	1 WGRF-F >>	1 WGRF-F >>	1 WGRF-F >>	1 WGRF-F >>
2 WBLK-F >	2 WBLK-F	2 WMJQ-F	WJYE-F <	2 WMJQ-F	2 WEDG-F <	2 WEDG-F	2 WEDG-F	2 WEDG-F	2 WGR
3 WEDG-F >	3 WLCE-F <	3 WBLK-F	3 WBLK-F <	3 WBLK-F	3 WBLK-F <	3 WBLK-F	3 WGR	3 WBLK-F	3 WHTT-F <
	4 WLCE-F	4 WMJQ-F	4 WHTT-F	4 WHTT-F	4 WKSE-F >	4 WKSE-F <	4 WLCE-F <	4 WGR <	4 WYRK-F
5 WGRF-F >	5 WGRF-F	5 WGRF-F <	5 WLCE-F	5 WYRK-F <	5 WLCE-F >	5 WGR	5 WYRK-F <	5 WLCE-F	5 WJYE-F <
		6 WJYE-F <	6 WHTT-F	6 WKSE-F		WLCE-F	6 WBLK-F	WYRK-F	6 WEDG-F <
		7 WYRK-F >	WGRF-F <	7 WLCE-F		7 WYRK-F		7 WHTT-F	7 WBLK-F <
		8 WYRK-F >	8 WYRK-F >	8 WGRF-F >				8 WBEN <	8 WMJQ-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
CFNY-F	AOR-NR	102.1	Toronto, ON 0.8 3.7 15 406
CKEY-F	CHR	101.1	Fl. Erie, ON 0.4 3.4 7 379
WLVL	T	1340	Lockport 0.4 1.4 6 145
WUFO	B	1080	Amherst 0.6 1.3 11 135
WWKB	C	1520	Buffalo 0.4 2.2 12 295
WXRL	C	1300	Lancaster 0.5 2.3 8 254

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
CHTZ-F	AOR	97.7	St. Catharines, ON 1.2 3.5 21 370

BUFFALO-NIAGARA FALLS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	179 (2)	179 (2)	12.0 %	6.5 %	American Radio Sys.	35.0 %	33.3 %	30.4 %
AOR/Classic/NR	0 (0)	269 (4)	269 (4)	18.0 %	16.2 %	WBLK-FM, WECK-AM, WJYE-FM, WLCE-FM, WYRK-FM			
Black/Urban	36 (2)	139 (1)	175 (3)	11.7 %	9.6 %	Bcstg. Ptnrs./VS&A, pend.	21.0 %	25.7 %	27.2 %
CHR	0 (0)	121 (2)	121 (2)	8.1 %	9.0 %	WEDG-FM, WGRF-FM, WHTT-FM, WHTT-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Sinclair TV	27.9 %	25.8 %	38.5 %
Country	15 (2)	146 (2)	161 (4)	10.8 %	11.9 %	WBEN-AM, WGR-AM, WKSE-FM, WMJQ-FM, WWKB-AM, WWWS-AM			
Full Service	122 (1)	0 (0)	122 (1)	8.2 %	12.7 %		83.9 %	84.8 %	96.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	2.8 %				
News/Talk	100 (2)	0 (0)	100 (2)	6.7 %	6.6 %				
Oldies	0 (0)	110 (1)	110 (1)	7.4 %	8.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	22 (1)	22 (1)	1.5 %	1.2 %				
Soft AC/EZ	0 (0)	137 (1)	137 (1)	9.2 %	8.7 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	97 (1)	0 (0)	97 (1)	6.5 %	6.7 %				
Totals	370 (8)	1123 (14)	1493 (22)						

AM Stations

Station	Freq	Power	Time	Format	Company	Partner	Location
WBEN	930	5 kw	DA-N	Full Service/Talk	CBS	\$100.00 D&R	Sinclair TV
WECK	1230	1 kw		Standards	Westwd	\$<20.00 Christal	Amer. Radio Sys. Cheektowaga
WGR	550	5 kw	DA-N	Talk	ABC	\$49.00 Katz	Sinclair TV
WWKB	1520	50 kw	DA-1	Country	CNN	\$25.00 D&R	Sinclair TV
WWWS	1400	1 kw		Black Oldies		\$ NA Katz	Sinclair TV

FM Stations

Station	Freq	Power	Time	Format	Company	Partner	Location
CFNY	102.1	35 kw	@ 1380	AOR-New Rock		\$ NA Canadian	Toronto, ON
CKEY	101.1	26 kw	@ 400	CHR		\$ NA —	Ft. Erie, ON
WBLK	93.7	50 kw	@ 400	Black	CBS	\$57.00 Eastman	Amer. Radio Sys. Depew
WDCX	99.5	110 kw	@ 640	Religion		\$ NA —	Crawford
WEDG	103.3	49 kw	@ 340	AOR-New Rock		\$64.00 Interep	BP/VS&A, pend.
WGRF	96.9	24 kw	@ 712	AOR-Classic		\$79.00 Interep	BP/VS&A, pend.
WHTT	104.1	50 kw	@ 390	Oldies		\$85.00 Allied	BP/VS&A, pend.
WJYE	96.1	47 kw	@ 505	Soft AC		\$84.00 Christal	Amer. Radio Sys.
WKSE	98.5	46 kw	@ 420	CHR		\$77.00 D&R	Sinclair TV Niagara Falls
WLCE	92.9	91 kw	@ 580	AC-New Rock	CBS	\$45.00 Christal	Amer. Radio Sys.
WMJQ	102.5	110 kw	@ 1340	AC/CHR		\$70.00 D&R	Sinclair TV
WNUC	107.7	12 kw	@ 800	Country	Westwd	\$25.00 —	Wethersfield
WYRK	106.5	50 kw	@ 466	Country		\$90.00 Christal	Amer. Radio Sys.

Notes: 3/97 WGR/WWWS sold by Rich to Sinclair TV for (supposedly) \$1,500,000 . . . 4/97 WSJZ-F changed from Jazz to Modern AC (AC-NR) as WLCE-F ("Alice @ 92.9") . . . 6/97 WGRF-F/WHTT-AF/WEDG-F sold by Mercury to Broadcasting Partners/Veronis, Suhler & Assoc. for \$62,000,000 (Star)

Jim Duncan

Comments: WBLK-F has become a strong contender, registering its highest 12+ share ever . . . WYRK-F faded to its lowest 12+ share in many years . . . WLCE-F is showing good growth . . . WBEN is at its lowest 12+ share in more than three years . . . WGRF-F posted its highest share in many years and is the 12+ leader for the first time

CANTON

Arbitron Rank: 120 Pop (12+): 337,800	Stations: 34 / 8	Last Year's Revenue: \$9,900,000
MSA Rank: 122	Diarles: 1,182/286:1/58.9%	Household Income: \$38,654
MSA Pop: 407,000	Sample Target: 1,140	Retail Dollars: \$4.4 Bil.
DMA: Cleveland (#13)	% Below Line: 46.9	#1 Biller: WHBC \$2,400,000
Average Persons Rating: 16.2	% Not Listed: 12.6	#1 Billing Portfolio: WHBC-AF \$4,500,000
Market TSL in Hours: 21.25	Pop per Station: 42,225	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WHBC	FS	74 / 13.6	16.3	12.5	11.5	15.9	839 / 24.8	28.3	23.7	76 / 870	D	WHBC
2	WHBC-F	AC	57 / 10.4	12.0	8.5	7.5	10.0	839 / 24.8	25.0	24.4	77 / 1078	D	WHBC-F
3	WQXK-F	C	49 / 9.0	13.1	11.3	14.5	10.9	638 / 18.9	21.7	22.1	83 / 1022	C	WQXK-F
4	WZKL-F	O	33 / 6.0	4.2	6.2	5.5	4.5	448 / 13.3	13.0	16.4	52 / 770	C	WZKL-F
5	WRQK-F	AOR	29 / 5.3	5.1	7.5	7.1	5.4	532 / 15.7	16.3	20.7	42 / 727	C	WRQK-F
	WQMX-F	C	29 / 5.3	4.4	3.4	4.6	4.3	409 / 12.1	11.8	9.3	54 / 697		WQMX-F
7	WONE-F	AOR	26 / 4.8	6.2	4.3	2.9	4.7	542 / 16.1	15.0	13.3	38 / 755		WONE-F
8	WKDD-F	CHR/AC	15 / 2.7	3.2	3.2	3.3	2.9	323 / 9.6	10.9	11.5	19 / 458		WKDD-F
	WNCX-F	CL AOR	15 / 2.7	2.7	1.4	2.2	1.9	281 / 8.3	8.6	7.0	24 / 450		WNCX-F
10	WMJI-F	O	12 / 2.2	1.8	1.4	2.4	1.4	206 / 6.1	5.4	5.6	24 / 343		WMJI-F
	WNIR-F	T	12 / 2.2	1.6	3.4	2.2	2.6	146 / 4.3	4.7	5.7	15 / 170		WNIR-F
12	WNPQ-F	C	11 / 2.0	1.9	0.9	1.3	0.9	250 / 7.4	5.9	3.6	21 / 377		WNPQ-F

12+ FM Share (Metro): 76.52 % (365 of 477) (Spring 96: 71.54 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WRQK-F >>	1 WQXK-F <	1 WHBC-F >	1 WHBC-F >	1 WHBC-F >	1 WHBC >	1 WHBC >	1 WHBC-F	1 WHBC-F	1 WHBC >	1 WHBC >
2 WHBC-F	2 WONE-F <	2 WQXK-F	2 WQXK-F	2 WZKL-F <	2 WHBC-F	2 WHBC-F	2 WHBC	2 WQXK-F <	2 WRQK-F <	2 WZKL-F
3 WQXK-F	3 WHBC-F	3 WONE-F	3 WZKL-F	3 WQXK-F	3 WQXK-F <	3 WQXK-F <	3 WHBC >	3 WQXK-F >	3 WQXK-F >	3 WHBC-F <
	WRQK-F	4 WZKL-F	WONE-F	4 WONE-F	4 WZKL-F >	4 WZKL-F >	4 WQMX-F <	4 WRQK-F	4 WHBC-F <	4 WRQK-F
	5 WQMX-F	WQMX-F <	5 WQMX-F	5 WQMX-F		5 WNCX-F	5 WZKL-F <	WQMX-F <		
	6 WKDD-F	6 WRQK-F	6 WNCX-F <				6 WONE-F <	6 WONE-F		
	WNCX-F						7 WRQK-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 WRQK-F	1 WHBC-F	1 WHBC-F	1 WHBC-F >>	1 WHBC-F >>	1 WRQK-F >>	1 WONE-F	1 WONE-F >	1 WONE-F	1 WZKL-F
2 WQMX-F >	2 WQXK-F	2 WQXK-F >>	2 WQXK-F	2 WQXK-F >	2 WZAK-F	2 WRQK-F	2 WNCX-F	2 WZKL-F	2 WONE-F
3 WONE-F	3 WQMX-F	3 WKDD-F	3 WQMX-F >	3 WZKL-F <	WONE-F	3 WQXK-F	3 WRQK-F	3 WHBC-F	3 WHBC-F <
	WRQK-F	WQMX-F	4 WKDD-F	4 WQMX-F >	WQXK-F >>	4 WMMS-F	WMMS-F	WRQK-F	4 WQXK-F <
	5 WKDD-F	WNCX-F >	5 WONE-F	5 WHBC		5 WNCX-F	WQXK-F	WQXK-F	5 WNCX-F
	WNPQ-F	6 WONE-F	WZKL-F			6 WHBC	6 WKNR	6 WNCX-F	6 WQMX-F
	WHBC-F >>		WRQK-F >			WQMX-F	WHBC	7 WQMX-F	7 WRQK-F
							WQMX-F >		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDPN	ST	1310	Alliance 0.9 1.4 5 48
WHK-F	REL	98.1	Canton 1.5 3.9 12 316
WRCW	SAC	1060	Canton 0.7 1.7 4 58

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAKR	FS	1590	Akron 0.5 1.7 3 73
WDOK-F	SAC	102.1	Cleveland 1.6 6.0 18 265
WENZ-F	AOR-NR	107.9	Cleveland 0.7 4.3 5 159
WGAR-F	C	99.5	Cleveland 0.4 3.1 3 169
WHLO	REL	640	Akron 0.4 2.1 5 145
WHOT-F	CHR	101.1	Youngstown 0.9 4.9 13 326
WJER-F	AC	101.7	Dover 0.5 1.5 16 252
WKNR	SPRTS	1220	Cleveland 1.8 5.8 12 247
WLTF-F	AC	106.5	Cleveland 0.5 2.2 4 107
WMMS-F	AOR	100.7	Cleveland 1.6 6.3 15 313
WNWV-F	J	107.3	Elyria 1.1 3.3 6 110
WQAL-F	AC	104.1	Cleveland 0.9 4.2 5 164
WQKT-F	C	104.5	Wooster 0.9 5.5 27 639
WRMR	ST	850	Cleveland 0.9 1.9 9 138
WSOM	ST	600	Salem 0.7 2.1 11 147
WTAM	T	1100	Cleveland 0.9 3.1 10 221
WTUZ-F	C	99.9	Uhrichsville 0.9 2.5 20 332
WYFM-F	CL AOR	102.9	Sharon, PA 0.5 1.3 8 97
WZAK-F	B	93.1	Cleveland 1.8 5.6 10 201

CANTON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	68 (4)	68 (4)	14.3 %	15.0 %	Connoisseur, pend. WQXK-FM, WRQK-FM	14.3 %	13.0 %	23.7 %
AOR/Classic/NR	0 (0)	86 (6)	86 (6)	18.0 %	15.0 %				
Black/Urban	0 (0)	10 (1)	10 (1)	2.1 %	2.8 %				
CHR	0 (0)	20 (2)	20 (2)	4.2 %	4.5 %		14.3 %	13.0 %	23.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	101 (6)	101 (6)	21.2 %	23.3 %				
Full Service	77 (2)	0 (0)	77 (2)	16.1 %	18.6 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	6 (1)	6 (1)	1.3 %	0.4 %				
News/Talk	5 (1)	12 (1)	17 (2)	3.6 %	6.1 %				
Oldies	0 (0)	45 (2)	45 (2)	9.4 %	6.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	2 (1)	8 (1)	10 (2)	2.1 %	1.2 %				
Soft AC/EZ	4 (1)	9 (1)	13 (2)	2.7 %	2.8 %				
Sports	10 (1)	0 (0)	10 (1)	2.1 %	1.8 %				
Standards	14 (3)	0 (0)	14 (3)	2.9 %	1.8 %				
Totals	112 (9)	365 (25)	477 (34)						

AM Stations

WHBC	1480	5 kw (DA-2)	Full Service	ABC, CBS	\$50.00	Christal
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FM Stations

WHBC	94.1	45 kw @ 515	AC	ABC	\$53.00	Christal	
WNPQ	95.9	2 kw @ 397	Country	ABC	\$ NA	Regional	New Philadelphia
WRQK	106.9	27.5 kw @ 341	AOR	ABC	\$33.00	Eastman	Connoisseur, pend.
WZKL	92.5	50 kw @ 500	Oldies	ABC	\$40.00	Katz	Alliance

Notes: Other ranked stations -- See Akron, Cleveland or Youngstown . . . 11/96 WSOM/WQXK-F sold by Lincoln to Connoisseur for \$13,500,000 . . . 6/97 WRQK-F sold by SabreCom to Connoisseur for \$6,550,000 (Blackburn) . . . 6/97 WTOF-F began simulcasting WHK Cleveland (Mon-Fri) as WHK-F

Jim Duncan

Comments: Consolidation holdout WHBC-AF continues to dominate the market

CEDAR RAPIDS

Arbitron Rank: 198 Pop (12+) 150,600	Stations: 18 / 11	Last Year's Revenue: \$11,800,000
MSA Rank: 211	Diaries: 904/167:1/61.4%	Household Income: \$45,886
MSA Pop: 182,000	Sample Target: 890	Retail Dollars: \$2.2 Bn.
DMA: 87 (w/Waterloo, Dubuque)	% Below Line: 12.2	#1 Biller: WMT \$2,700,000
Average Persons Rating: 15.3	% Not Listed: 11.3	#1 Billing Portfolio: Jacor (pend.) \$5,830,000
Market TSL In Hours: 20.50	Pop per Station: 13,691	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	KHAK-F	C	35 / 15.1	16.9	16.2	22.2	460 / 30.6	28.8	28.5	78 / 1034	D	KHAK-F
2	KDAT-F	AC	25 / 10.8	10.2	10.5	6.5	343 / 22.8	21.8	21.6	36 / 630	B	KDAT-F
3	WMT	FS	23 / 9.9	14.6	14.9	13.5	297 / 19.7	23.5	24.0	88 / 920	E	WMT
4	KKRQ-F	CL HITS	21 / 9.1	5.8	4.8	6.1	264 / 17.5	16.8	14.6	54 / 697	B	KKRQ-F
5	KXMX-F	C	20 / 8.6	6.7	5.7	6.1	285 / 19.0	15.3	15.9	32 / 443	A	KXMX-F
6	WMT-F	AC	19 / 8.2	8.4	10.5	9.6	347 / 23.0	22.1	24.7	33 / 673	C	WMT-F
7	KRNA-F	AOR	15 / 6.5	7.1	8.7	8.7	256 / 17.0	20.3	21.2	34 / 746	C	KRNA-F
8	KFMW-F	AOR	12 / 5.2	4.0	5.7	3.5	209 / 13.8	16.2	16.4	32 / 582		KFMW-F
9	KMRY	ST	10 / 4.3	4.0	3.9	3.9	123 / 8.2	8.6	7.8	10 / 151	A	KMRY
10	KOKZ-F	O	8 / 3.5	3.1	3.1		172 / 11.4	12.8	13.9	30 / 481		KOKZ-F
11	KCRG	T	7 / 3.0	3.1	3.1	2.2	181 / 12.0	13.5	11.8	12 / 319	A	KCRG

12+ FM Share (Metro): 78.05 % (160 of 205) (Spring 96: 74.04 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KXMX-F >	1 KRNA-F <	1 KHAK-F	1 KDAT-F	1 KHAK-F <	1 KHAK-F	1 KHAK-F	1 KHAK-F <	1 KHAK-F	1 KHAK-F	1 KHAK-F
2 KFMW-F >>	2 KHAK-F	KKRQ-F <	KHAK-F	2 KDAT-F	2 WMT	2 WMT	2 KDAT-F	2 KDAT-F	2 WMT-F <	2 WMT >
	KKRQ-F	3 KDAT-F	KKRQ-F >	3 KKRQ-F	3 KOAT-F	3 KKRQ-F <	3 KKRQ-F	3 KXMX-F <	3 WMT <	3 KKRQ-F
	4 KXMX-F	4 KXMX-F	4 KXMX-F	4 KXMX-F	4 WMT-F >	4 WMT-F <	4 WMT <	4 KKRQ-F	4 KDAT-F	4 KXMX-F >
	KFMW-F	5 KRNA-F	WMT-F	5 WMT-F	5 KKRQ-F	5 KOAT-F	5 KRNA-F	5 WMT <	KXMX-F	
	6 KDAT-F >>	6 WMT-F		6 KRNA-F >	6 KXMX-F	6 KXMX-F <	KXMX-F <	6 WMT-F	6 KKRQ-F >	
						7 KRNA-F >	7 WMT-F	KRNA-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 KXMX-F	1 KHAK-F	1 KXMX-F	1 KHAK-F <	1 KHAK-F	1 KRNA-F >	1 KKRQ-F	1 KKRQ-F	1 KKRQ-F	1 KKRQ-F
KDAT-F	2 KXMX-F	KHAK-F	2 KDAT-F	2 KDAT-F	2 KXMX-F	KRNA-F >	KRNA-F >	2 KRNA-F >	2 KHAK-F
KHAK-F	3 KDAT-F	3 KDAT-F >	3 KXMX-F	3 WMT-F	KKRQ-F >>	3 KFMW-F	3 KFMW-F >	3 KDAT-F	3 KDAT-F
KFMW-F	KRNA-F		4 KKRQ-F	4 KXMX-F		4 KXMX-F	4 WMT	KHAK-F	KRNA-F
KRNA-F >>	5 KKRQ-F		WMT-F >	5 KKRQ-F >>		KDAT-F	KOAT-F	KFMW-F	5 KXMX-F
	KFMW-F >					KHAK-F >	KHAK-F >>	6 KXMX-F >	KFMW-F >

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	44 (2)	44 (2)	21.5 %	0.0 %
AOR/Classic/NR	0 (0)	27 (2)	27 (2)	13.2 %	0.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	58 (4)	58 (4)	28.3 %	0.0 %
Full Service	26 (3)	0 (0)	26 (3)	12.7 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	8 (2)	0 (0)	8 (2)	3.9 %	0.0 %
Oldies	0 (0)	31 (3)	31 (3)	15.1 %	0.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	1 (1)	0 (0)	1 (1)	0.5 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	10 (1)	0 (0)	10 (1)	4.9 %	0.0 %
Totals	45 (7)	160 (11)	205 (18)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KTOF	REL	1360	Cedar Rapids	0.4	2.1	1 44
KXIC	T	800	Iowa City	0.4	1.8	10 218

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBOB-F	C	99.7	Muscatine	0.4	2.4	31 421
KOEL-F	C	92.3	Oelwein	0.9	4.3	20 439
KUUL-F	O	103.7	Davenport	0.9	2.5	12 269
WGN	FS/T	720	Chicago	0.4	2.0	4 133
WHO	FS/T	1040	Des Moines	0.9	2.7	16 265

CEDAR RAPIDS

Consolidation Report	12+	25-54	Revenue
Capstar, pend. KDAT-FM, KHAK-FM, KTOF-AM	26.3 %	29.9 %	31.4 %
Jacor, pend. KKRQ-FM, KXIC-AM, WMT-FM, WMT-AM	27.6 %	26.2 %	49.4 %
Local KRNA-FM, KXMX-FM	15.1 %	17.5 %	14.7 %
	69.1 %	73.6 %	95.5 %

AM Stations

KCRG	1600	5 kw (DA-N)	Talk	ABC	\$<20.00	K&P	
KMRY	1450	1 kw	Standards	ABC	\$<20.00	—	
WMT	600	5 kw (DA-N)	Full Service	CBS, Westwd	\$64.00	Katz	Jacor

FM Stations

KDAT	104.5	100 kw @ 550	AC		\$20.00	—	Capstar, pend.	
KHAK	98.1	100 kw @ 460	Country	ABC	\$61.00	Christal	Capstar, pend.	
KKRQ	100.7	100 kw @ 530	Classic Hits	ABC	\$21.00	Banner	Jacor, pend.	Iowa City
KRNA	94.1	100 kw @ 981	AOR		\$31.00	D&R	KXMX-F	Iowa City
KXMX	102.9	100 kw @ 390	Country		\$<20.00	D&R	KRNA-F	
WMT	96.5	100 kw @ 518	AC	CBS, Westwd	\$42.00	Katz	Jacor	

Notes: Other ranked stations -- See Waterloo-Cedar Falls . . . KKRQ-F reclassified from Classic AOR to Classic Hits based on audience analysis and station self-description . . . 6/97 KTOF/KDAT-F/KHAK-F sold to Capstar for \$15,000,000 (MVP) . . . 6/97 KXIC (800; Iowa City) & KKRQ-F sold by Tom Ingstad to Jacor for \$8,000,000

Jim Duncan

Comments: WMT is at its lowest share in many years . . . KKRQ-F climbed to its highest level in more than three years . . . KXMX-F is at its highest level since 1994

CHARLESTON, SC

Arbitron Rank: 91 **Pop (12+):** 409,200
MSA Rank: 98
MSA Pop: 513,000
DMA: 108
Average Persons Rating: 17.0
Market TSL in Hours: 22.50

Stations: 26 / 25
Diaries: 1,104/371:1/58.5%
Sample Target: 1,040
% Below Line: 0.6
% Not Listed: 12.5
Pop per Station: 16,368

Last Year's Revenue: \$15,300,000
Household Income: \$38,460
Retail Dollars: \$4.6 Bil.
#1 Biller: WEZL-F \$2,800,000
#1 Billing Portfolio: Wicks \$6,340,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level		
1	WWWZ-F	B	83 / 11.9	10.9	11.5	12.1	11.7	11.6	846 / 20.7	23.0	21.3	103 / 1162	C	WWWZ-F
2	WEZL-F	C	52 / 7.5	9.9	7.8	8.3	9.2	8.4	738 / 18.0	18.6	20.0	58 / 847	D	WEZL-F
3	WSSX-F	CHR/AC	50 / 7.2	5.0	5.7	7.0	6.5	6.2	814 / 19.9	17.9	17.9	54 / 889	C	WSSX-F
	WYBB-F	CL AOR	50 / 7.2	3.0	3.5	3.0	3.8	4.2	581 / 14.2	8.9	8.5	51 / 629	B	WYBB-F
5	WRFQ-F	CL HITS	41 / 5.9	3.0	3.1	2.4	2.3	3.6	669 / 16.3	8.8	8.0	41 / 699	A	WRFQ-F
6	WBUB-F	C	36 / 5.2	5.0	6.0	4.5	6.0	5.2	559 / 13.7	14.9	15.8	64 / 896	C	WBUB-F
	WXLY-F	O	36 / 5.2	5.2	6.4	5.2	5.4	5.5	623 / 15.2	15.1	13.7	39 / 690	B	WXLY-F
8	WSUY-F	SAC	33 / 4.7	4.6	4.6	3.6	5.6	4.4	481 / 11.7	9.2	11.9	33 / 481	C	WSUY-F
9	WAVF-F	AOR	29 / 4.2	5.7	6.4	8.8	7.5	6.3	569 / 13.9	16.3	17.8	29 / 609	D	WAVF-F
10	WTMA	N/T	25 / 3.6	6.3	5.7	5.5	4.4	5.3	410 / 10.0	11.0	11.1	26 / 437	C	WTMA
11	WJZK-F	J	23 / 3.3	3.2	4.6	2.5	4.0	3.4	299 / 7.3	8.8	10.2	26 / 369	A	WJZK-F
12	WSSP-F	ST	22 / 3.2	4.7	2.9	4.5	4.3	3.8	282 / 7.1	5.9	7.0	24 / 319	A	WSSP-F
13	WPAL-F	B	21 / 3.0	2.5	2.0	2.1	3.5	2.4	399 / 9.7	8.6	8.5	32 / 529	A	WPAL-F
14	WNST-F	AC/CHR	18 / 2.6	1.7	1.4	1.9	1.8	1.9	359 / 8.8	6.9	6.3	18 / 359	C	WNST-F
15	WMGL-F	B/AC	16 / 2.3	4.3	4.3	4.0	3.8	3.7	343 / 8.4	8.9	8.5	18 / 380	A	WMGL-F
16	WQIZ	REL	15 / 2.2	1.3	1.5	1.0	1.2	1.5	96 / 2.3	1.6	1.5	16 / 121	C	WQIZ
17	WPAL	B	13 / 1.9	3.0	3.2	4.2	3.4	3.1	206 / 5.0	5.5	5.4	13 / 209	A	WPAL

12+ FM Share (Metro): 87.21 % (532 of 610) (Spring 96: 86.27 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WWWZ-F >>	1 WWWZ-F >	1 WWWZ-F	1 WYBB-F	1 WYBB-F <	1 WEZL-F	1 WWWZ-F <	1 WWWZ-F	1 WWWZ-F	1 WWWZ-F >>	1 WWWZ-F >>
2 WSSX-F	2 WYBB-F	2 WYBB-F	2 WWWZ-F	2 WWWZ-F	2 WXLY-F	2 WYBB-F	2 WEZL-F <	2 WSSX-F <	2 WSSX-F	2 WYBB-F
3 WPAL-F	3 WSSX-F	3 WSSX-F <	3 WRFQ-F	3 WRFQ-F	3 WSSP-F <	3 WRFQ-F <	3 WYBB-F <	3 WEZL-F	3 WYBB-F	3 WPAL
	4 WRFQ-F >	4 WRFQ-F	4 WSSX-F <	4 WSSX-F	4 WSUY-F <	4 WEZL-F	4 WSSX-F	4 WYBB-F	4 WPAL-F	4 WEZL-F
	5 WAVF-F <	5 WEZL-F	5 WEZL-F <	5 WTMA	5 WTMA	5 WSSX-F	5 WSUY-F <	5 WXLY-F <	5 WRFQ-F	
	6 WEZL-F	6 WSUY-F	6 WSUY-F	6 WSUY-F	6 WBUB-F	6 WBUB-F	6 WTMA <	6 WBUB-F	6 WEZL-F <	
		7 WXLY-F	7 WXLY-F	WEZL-F >	7 WWWZ-F	7 WXLY-F <	7 WXLY-F <	7 WRFQ-F <	7 WAVF-F	
		WAVF-F			WJZK-F		8 WBUB-F <	8 WSUY-F		
							9 WRFQ-F	9 WAVF-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 WWWZ-F	1 WWWZ-F >	1 WWWZ-F >	1 WWWZ-F	1 WSUY-F	1 WWWZ-F >>	1 WYBB-F	1 WYBB-F >>	1 WYBB-F >	1 WYBB-F >
2 WSSX-F >>	2 WSSX-F	2 WRFQ-F	2 WSUY-F <	2 WWWZ-F	2 WSSX-F	2 WWWZ-F >	2 WWWZ-F	2 WWWZ-F	2 WRFQ-F <
3 WPAL-F	3 WRFQ-F	3 WSUY-F	3 WSSX-F >	3 WXLY-F	3 WYBB-F	3 WSSX-F	3 WSSX-F	3 WRFQ-F	3 WWWZ-F
	4 WSUY-F >	4 WSSX-F >	4 WRFQ-F	4 WEZL-F	4 WAVF-F	4 WRFQ-F	4 WRFQ-F	4 WSSX-F	4 WSSX-F
	5 WEZL-F	5 WXLY-F	5 WEZL-F	5 WSSX-F <	5 WRFQ-F	5 WAVF-F	5 WBUB-F	5 WEZL-F	5 WXLY-F
	6 WNST-F >	6 WAVF-F	6 WEZL-F	6 WRFQ-F >	6 WEZL-F	6 WEZL-F	6 WEZL-F	6 WAVF-F	6 WEZL-F
		7 WAVF-F	7 WMGL-F	7 WJZK-F	7 WPAL-F	7 WPAL-F	7 WAVF-F >	7 WTMA	7 WTMA
				WMGL-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WHBZ-F	B	99.7	Port Royal	1.3 4.4 20 266
WMCJ	G	95.0	Moncks Corner	0.6 1.4 4 56
WQNT	T	145.0	Charleston	0.6 1.6 4 64
WQSC	SPR	134.0	Charleston	1.0 3.3 7 134
WTMZ	N	91.0	N. Charleston	0.6 2.7 5 129
WTUA-F	REL	106.1	St. Stephen	1.3 2.6 26 311
WZJY	REL	148.0	Mt. Pleasant	0.9 2.5 6 103

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WHLZ-F	C	92.5	Manning, SC	0.6 2.4 17 261

CHARLESTON, SC

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	18 (1)	18 (1)	3.0 %	1.6 %	Dudley WSSP-FM, WSUY-FM	7.9 %	7.9 %	8.7 %
AOR/Classic/NR	0 (0)	79 (2)	79 (2)	13.0 %	11.7 %				
Black/Urban	13 (1)	129 (5)	142 (6)	23.3 %	25.4 %	LM WNST-FM, WYBB-FM	9.8 %	13.1 %	3.5 %
CHR	0 (0)	50 (1)	50 (1)	8.2 %	6.4 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	92 (3)	92 (3)	15.1 %	16.1 %	Regent WEZL-FM, WXLV-FM	12.7 %	13.6 %	24.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Wicks, pend. WBUB-FM, WJZK-FM, WMGL-FM, WSSX-FM, WTMA-AM, WTMZ-AM, WWWZ-FM, WXTV-AM	34.1 %	32.1 %	46.3 %
Jazz	0 (0)	23 (1)	23 (1)	3.8 %	5.2 %				
News/Talk	33 (3)	0 (0)	33 (3)	5.4 %	7.4 %				
Oldies	0 (0)	77 (2)	77 (2)	12.6 %	10.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	25 (3)	9 (1)	34 (4)	5.6 %	6.4 %				
Soft AC/EZ	0 (0)	33 (1)	33 (1)	5.4 %	5.2 %				
Sports	7 (1)	0 (0)	7 (1)	1.1 %	0.7 %				
Standards	0 (0)	22 (1)	22 (1)	3.6 %	3.3 %				
Totals	78 (8)	532 (18)	610 (26)				64.5 %	66.7 %	82.5 %

AM Stations

WPAL	.730	1 kw/103 w	Black	AURN	\$<20.00	Unirep		
WQIZ	810	5 kw (Days)	Religion	AURN	\$ NA	Eastman		St. George
WTMA	1250	5 kw/1 kw (DA-N)	News/Talk	Westwd. CBS	\$36.00	Katz	Wicks	

FM Stations

WAVF	96.1	100 kw @ 538	AOR		\$50.00	Christal		
WBUB	107.5	100 kw @ 984	Country		\$39.00	Allied	Wicks, pend.	St. George
WEZL	103.5	100 kw @ 661	Country	Westwd	\$64.00	Banner	Regent	
WHBZ	99.7	100 kw @ 1210	See WWBZ					Port Royal
WJZK	96.9	100 kw @ 1770	Jazz		\$<20.00	Mc-Guild	Wicks, pend.	
WMGL	101.7	7 kw @ 423	Black AC	ABC	\$22.00	D&R	Wicks	Ravenal
WNST	105.3	13.5 kw @ 446	AC/CHR		\$ NA	---	LM	Moncks Comer
WPAL	100.9	25 kw @ 328	Black		\$ NA	Unirep		Walterboro
WRFQ	104.5	28 kw @ 656	Classic Hits		\$17.00	Allied		Mt. Pleasant
WSSP	94.3	3 kw @ 480	Standards	Westwd	\$<20.00	---	Dudley	Goose Creek
WSSX	95.1	100 kw @ 1000	CHR/AC		\$35.00	Katz	Wicks	
WSUY	100.5	18 kw @ 394	Soft AC		\$28.00	Mc-Guild	Dudley, pend.	
WWBZ	98.9	50 kw @ 492	Black		\$ NA	K&P	WHBZ	McClellan
WWWZ	93.3	50 kw @ 492	Black	AURN	\$44.00	D&R	Wicks	Summerville
WXLV	102.5	100 kw @ 1000	Oldies	Westwd	\$26.00	Banner	Regent	
WYBB	98.1	50 kw @ 479	Classic AOR		\$21.00	Eastman	LM	Folly Beach

Notes: 4/97 Jacor sold these stations to Regent (Terry Jacobs & Bill Stakelin): WEZL-F for \$11,900,000; WXLV-F for \$4,500,000 . . . 5/97 WXTV/WBUB-F/WJZK-F sold by Dudley to Wicks for \$5,600,000 . . . 5/97 WSUY-F sold by Wicks to Dudley for \$2,500,000

Jim Duncan

Comments: Classic Hits WRFQ-F doubled its previous share . . . Listening levels are steady . . . WAVF-F had its third straight down book and is at its lowest share level since it signed on in the 1980's . . . WTMA had its typical poor Spring showing, this time slumping to its lowest share in many years

CHARLESTON, WV

Arbitron Rank: 156 Pop (12+) 217,200	Stations: 17 / 14	Last Year's Revenue: \$10,300,000
MSA Rank: 173	Diaries: 681/319:1/52.1%	Household Income: \$36,623
MSA Pop: 257,000	Sample Target: 680	Retail Dollars: \$2.9 Bil.
DMA: 57 (w/Huntington)	% Below Line: 4.4	#1 Biller: WQBE-AF \$3,600,000
Average Persons Rating: 14.7	% Not Listed: 9.4	#1 Billing Portfolio: Bristol \$3,700,000
Market TSL in Hours: 20.25	Pop per Station: 15,514	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WQBE-F	C	53 / 16.6	21.0	24.9	22.9	20.5	730 / 33.8	36.9	44.4	101 / 1438	E
2	WVSR-F	CHR	46 / 14.4	12.7	12.3	10.5	9.2	636 / 29.3	27.8	25.8	61 / 968	
3	WKLC-F	AOR	32 / 10.0	9.5	7.3	6.7	8.6	479 / 22.0	20.0	18.8	65 / 994	
	WKWS-F	C	32 / 10.0	11.1	10.0	7.3	10.7	456 / 21.0	21.5	22.6	65 / 1000	
5	WVAF-F	AC	28 / 8.8	7.3	9.7	7.3	8.6	408 / 18.8	17.5	22.9	33 / 543	
6	WRVZ-F	O	18 / 5.6	4.1	2.3	1.6	2.4	218 / 10.0	11.3	5.7	19 / 256	
	WCHS	FS	18 / 5.6	8.3	7.0	7.3	6.0	278 / 12.7	17.6	16.4	25 / 395	
8	WKAZ-F	CL AOR	16 / 5.0	4.1	5.3	7.0	6.5	254 / 11.7	14.0	17.2	33 / 480	
9	WCAW	ST	8 / 2.5	1.9	3.2	3.8	3.6	74 / 3.4	5.8	6.5	11 / 105	
	WQBE	T	8 / 2.5	2.9	1.5	1.3	1.5	117 / 5.4	6.1	5.2	8 / 140	

12+ FM Share (Metro): 86.21 % (250 of 290) (Spring 96: 84.57 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WVSR-F >>	1 WVSR-F	1 WKLC-F	1 WKLC-F	1 WQBE-F <	1 WQBE-F >>	1 WQBE-F	1 WQBE-F	1 WVSR-F <	1 WVSR-F >>	1 WQBE-F <
	2 WKLC-F >	WVSR-F	WVAF-F <	2 WVAF-F <	2 WVAF-F <	2 WKLC-F	2 WVSR-F	2 WQBE-F	2 WQBE-F >	2 WVSR-F
	3 WKWS-F	3 WQBE-F <	3 WQBE-F <	3 WKLC-F <	3 WKWS-F	3 WVAF-F <	3 WVAF-F <	3 WKWS-F <	3 WKAZ-F	3 WKWS-F
	4 WQBE-F	4 WVAF-F <	4 WVSR-F	4 WVSR-F <	4 WCHS	4 WVSR-F	4 WKWS-F <	4 WKLC-F	4 WKWS-F	4 WEMM-F
	5 WVAF-F	5 WKWS-F >	5 WKWS-F >	5 WKWS-F >	5 WRVZ-F	5 WKWS-F >	5 WCHS <	5 WVAF-F		
							6 WKLC-F	6 WRVZ-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 WVSR-F >>	1 WVSR-F >>	1 WVSR-F >>	1 WVSR-F <	1 WVAF-F	1 WKWS-F	1 WKLC-F >>	1 WKLC-F >>	1 WKLC-F >	1 WKLC-F >
2 WQBE-F	2 WQBE-F	2 WVAF-F >	2 WVAF-F	2 WQBE-F	WKLC-F >	2 WKWS-F	2 WVSR-F	2 WKWS-F	2 WKWS-F
WKWS-F >>	WKWS-F	3 WQBE-F	3 WQBE-F	WVSR-F >	3 WAMX-F >>	WAMX-F	3 WAMX-F	3 WQBE-F	3 WKAZ-F
	WVAF-F	WKLC-F	4 WKWS-F >	4 WKWS-F >		WVSR-F >>	4 WKWS-F >	4 WVSR-F	WQBE-F >
	5 WKLC-F >>	WKWS-F >>	5 WKLC-F >	5 WRVZ-F					

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	33 (2)	33 (2)	11.4 %	8.2 %
AOR/Classic/NR	3 (1)	55 (3)	58 (4)	20.0 %	11.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	46 (1)	46 (1)	15.9 %	14.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	85 (2)	85 (2)	29.3 %	40.9 %
Full Service	18 (1)	0 (0)	18 (1)	6.2 %	9.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	8 (1)	0 (0)	8 (1)	2.8 %	3.2 %
Oldies	0 (0)	18 (1)	18 (1)	6.2 %	4.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	3 (1)	13 (3)	16 (4)	5.5 %	4.3 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	1.4 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	8 (1)	0 (0)	8 (1)	2.8 %	2.2 %
Totals	40 (5)	250 (12)	290 (17)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WBES-F	AC	94.5	Dunbar	1.6	8.0	6 199
WCZR	AOR	1490	Charleston	0.9	2.4	3 52
WJYP-F	REL	100.9	S. Charleston	1.9	4.9	11 167
WSCW	REL	1410	S. Charleston	0.9	1.7	3 38

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAMX-F	AOR	106.3	Milton	2.2	4.6	18 318
WEMM-F	REL	107.9	Huntington	1.6	3.7	22 361
WZKM-F	G	93.3	Montgomery	0.6	2.2	3 64

CHARLESTON, WV

Consolidation Report	12+	25-54	Revenue
Bristol WBES-FM, WQBE-FM, WQBE-AM, WVSR-FM	35.1 %	29.1 %	44.0 %
West Virginia, pend. WCAW-AM, WCHS-AM, WCZR-AM, WKAZ-FM, WKWS-FM, WVAF-FM	32.8 %	36.3 %	%
	67.9 %	65.4 %	44.0 %

AM Stations

Station	Power	Time	Format	Company	Revenue	Agency	Market
WCAW	680	10 kw/221 w (DA-N)	Standards	CBS	\$<20.00	Mc-Guild	West Virginia
WCHS	580	5 kw (DA-N)	Full Service	CBS, Westwd	\$<20.00	Mc-Guild	West Virginia
WQBE	950	5 kw/1 kw (DA-2)	Talk	ABC, Westwd	\$<20.00	Christal	Bristol

FM Stations

Station	Power	Time	Format	Company	Revenue	Agency	Market
WKAZ	107.3	23.5 kw @ 676	Classic Rock	Westwd	\$<20.00	Mc-Guild	W. VA, pend. Miami
WKLC	105.1	3.6 kw @ 1663	AOR	Source, ABC	\$29.00	Eastman	LM St. Albans
WKWS	96.1	45 kw @ 515	Country	ABC, CBS	\$27.00	Mc-Guild	West Virginia
WQBE	97.5	50 kw @ 500	Country	ABC	\$75.00	Christal	Bristol
WRVZ	98.7	3 kw @ 328	Oldies		\$ NA	--	Pocatalico
WVAF	99.9	50 kw @ 430	AC	ABC	\$32.00	Mc-Guild	West Virginia
WVSR	102.7	50 kw @ 403	CHR	Westwd	\$30.00	Christal	Bristol

Notes: 1/97 WBES-F shifted from Soft AC to AC . . . 4/97 WCZR/WKAZ-F sold by Empire to West Virginia Radio for \$2,140,000

Jim Duncan

Comments: WQBE-F fell below a 20 share for the first time since 1989 . . . WVSR-F achieved its highest share in many years . . . Listening levels are down by 1.1 rating points versus a year ago

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

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AOR - Album Oriented Rock	N - News
B - Black (audience 75%+ Black)	O - Oldies
C - Country	O-70S - 70's Oldies, Classic Hits
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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
EZ - Easy Listening, Beautiful Music	T - Talk
FS - Full Service	U - Urban (majority of audience is non-white)
G - Gospel	? - 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	

CHARLOTTE

Arbitron Rank: 37	Pop (12+): 1,097,400	Stations: 26 / 22	Last Year's Revenue: \$70,000,000
MSA Rank: 43		Diaries: 2,267/484:1/48.3%	Household Income: \$42,669
MSA Pop: 1,340,000		Sample Target: 2,230	Retail Dollars: \$12.8 Bil.
DMA: 28		% Below Line: 4.1	#1 Biller: WRFX-F \$9,750,000
Average Persons Rating: 15.7		% Not Listed: 16.0	#1 Billing Portfolio: American Radio Systems \$26,200,000
Market TSL In Hours: 21.00		Pop per Station: 49,882	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WPEG-F	B	189 / 10.9	10.0	9.3	9.4	10.3	9.9	1963 / 17.9	16.9	17.3	245 / 2776	H	WPEG-F
2	WSOC-F	C	148 / 8.6	9.2	8.8	8.6	8.0	8.8	1968 / 17.9	19.2	18.7	218 / 3197	H	WSOC-F
3	WLYT-F	SAC	123 / 7.1	5.8	6.3	5.9	5.5	6.3	1683 / 15.3	16.1	14.1	183 / 2690	G	WLYT-F
4	WRFX-F	AOR	118 / 6.8	8.1	8.0	9.5	7.2	8.1	1978 / 18.0	19.3	18.8	171 / 2963	H	WRFX-F
5	WBT	FS	98 / 5.7	5.1	5.5	5.5	6.8	5.4	1444 / 13.2	14.2	14.0	110 / 1666	H	WBT
6	WTDR-F	C	88 / 5.1	5.0	7.0	6.0	6.3	5.8	1543 / 14.1	15.6	15.4	147 / 2698	F	WTDR-F
7	WWMG-F	O	84 / 4.9	5.5	5.5	5.9	4.5	5.4	1451 / 13.2	13.9	14.5	159 / 2815	F	WWMG-F
8	WNKS-F	CHR	79 / 4.6	5.0	5.0	6.5	5.7	5.3	1655 / 15.1	17.9	18.0	140 / 2992	D	WNKS-F
9	WBAV-F	B/AC	74 / 4.3	4.7	4.3	4.1	4.7	4.3	962 / 8.8	8.6	9.0	85 / 1214	C	WBAV-F
10	WSSS-F	CL HITS	72 / 4.2	4.7	4.1	3.3	3.2	4.1	1249 / 11.4	10.1	11.5	104 / 1885	E	WSSS-F
11	WLNK-F	AC-NR	68 / 3.9	4.1	3.4	3.5	4.1	3.7	1363 / 12.4	13.1	13.8	116 / 2375	E	WLNK-F
12	WEND-F	AOR-P	64 / 3.7	4.3	4.3	3.9	4.3	4.1	1180 / 10.7	11.3	11.8	129 / 2160	D	WEND-F
13	WNMX-F	ST	42 / 2.4	2.6	2.8	1.6	3.1	2.4	536 / 4.9	4.8	5.7	48 / 630	A	WNMX-F
14	WCCJ-F	J	36 / 2.1	1.9	1.7	1.9	1.8	1.9	530 / 4.8	3.4	3.4	36 / 535	A	WCCJ-F
15	WXRC-F	AOR	27 / 1.6	0.8	1.5	1.0	1.3	1.2	648 / 5.9	4.3	4.3	33 / 918		WXRC-F
	WFMX-F	C	27 / 1.6	1.0	1.1	1.5	1.6	1.3	539 / 4.9	4.4	4.9	77 / 1506		WFMX-F

12+ FM Share (Metro): 89.37 % (1295 of 1449) (Spring 96: 88.30 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPEG-F >>	1 WPEG-F >	1 WPEG-F	1 WRFX-F <	1 WSOC-F <	1 WSOC-F	1 WRFX-F	1 WLYT-F <	1 WPEG-F	1 WPEG-F >>	1 WPEG-F >
2 WNKS-F	2 WRFX-F >	2 WRFX-F	2 WPEG-F	2 WRFX-F <	2 WLYT-F	2 WPEG-F <	2 WSOC-F	2 WSOC-F	2 WSOC-F <	2 WSOC-F >
WEND-F >>	3 WNKS-F	3 WSOC-F	3 WSOC-F	3 WPEG-F	WBT	3 WSOC-F	WPEG-F	3 WLYT-F	3 WNKS-F <	3 WLYT-F
	WSOC-F	4 WLYT-F	4 WLYT-F <	4 WLYT-F	4 WWMG-F	4 WLYT-F <	4 WBT	4 WRFX-F <	4 WEND-F	
	5 WEND-F <	5 WSSS-F <	5 WSSS-F	5 WSSS-F <	5 WPEG-F <	5 WBT <	5 WRFX-F <	5 WNKS-F <	5 WLYT-F <	
	6 WLNK-F <	6 WLNK-F	6 WLNK-F	6 WWMG-F	6 WTDR-F <	6 WLNK-F	6 WSSS-F <	6 WBT	6 WWMG-F <	
	7 WTDR-F <	7 WTDR-F <	7 WBAV-F <	7 WBAV-F <	7 WRFX-F <	7 WRFX-F <	7 WTDR-F <	7 WWMG-F <		
	8 WLYT-F	8 WNKS-F <	8 WWMG-F <	8 WLNK-F <			8 WWMG-F	8 WTDR-F		
		9 WBAV-F <	9 WTDR-F	9 WTDR-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 WPEG-F >	1 WPEG-F >	1 WPEG-F >	1 WPEG-F	1 WLYT-F <	1 WPEG-F >	1 WRFX-F <	1 WRFX-F >	1 WRFX-F	1 WRFX-F
2 WNKS-F >	2 WNKS-F	2 WLNK-F <	2 WLYT-F	2 WPEG-F	2 WRFX-F >	2 WPEG-F >	2 WPEG-F <	2 WPEG-F	2 WSOC-F
3 WEND-F	3 WLNK-F	3 WNKS-F <	3 WLNK-F <	3 WBAV-F	3 WNKS-F	3 WSOC-F	3 WSOC-F >	3 WSOC-F	3 WSSS-F
WLYT-F	4 WLYT-F >	4 WSOC-F	4 WBAV-F <	4 WLNK-F	WEND-F	4 WEND-F	4 WEND-F <	4 WSSS-F	WPEG-F
5 WLNK-F	WSOC-F >	5 WLYT-F	5 WNKS-F <	WSOC-F <	5 WSOC-F	5 WNKS-F <	5 WSSS-F	5 WBT <	5 WBT <
	6 WTDR-F	6 WBAV-F	6 WSOC-F <	6 WWMG-F	6 WTDR-F >	6 WTDR-F >	6 WTDR-F	6 WTDR-F <	6 WWMG-F
	WEND-F	7 WTDR-F	7 WTDR-F	7 WTDR-F <			WBAV-F	7 WWMG-F <	
		WSSS-F <		8 WSSS-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBT-F	FS	99.3	Chester, SC 0.8 3.2 15 433
WCGC	T	1270	Belmont, NC 0.3 0.6 5 66
WFNZ	SPRTS	610	Charlotte 0.6 2.6 11 306
WGIV	B/O	1600	Charlotte 0.6 0.9 11 103
WGSP	REL	1310	Charlotte 0.7 1.7 13 196
WLTC	REL	1370	Gastonia 0.7 0.8 19 116
WSTP	T	1490	Salisbury 0.3 0.6 6 68

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKRR-F	AOR/CL	92.3	Asheboro 0.4 1.9 53 805
WMT-F	REL	106.9	Black Mountain 1.5 4.1 86 1174
WTPT-F	AOR-NR	93.3	Forest City 0.6 2.4 24 575

CHARLOTTE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	68 (1)	68 (1)	4.7 %	4.0 %	American Radio Sys.	33.8 %	33.9 %	37.4 %
AOR/Classic/NR	0 (0)	226 (5)	226 (5)	15.6 %	17.4 %	WBAV-FM, WFNZ-AM, WGIV-AM, WNKS-FM, WPEG-FM, WSOC-FM, WSSS-FM			
Black/Urban	11 (1)	263 (2)	274 (3)	18.9 %	17.2 %	Dalton	8.6 %	8.8 %	9.7 %
CHR	0 (0)	79 (1)	79 (1)	5.5 %	5.9 %	WEND-FM, WWMG-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Jefferson-Pilot	10.4 %	10.7 %	18.4 %
Country	0 (0)	263 (3)	263 (3)	18.2 %	20.0 %	WBT-FM, WBT-AM, WLNK-FM			
Full Service	98 (1)	13 (1)	111 (2)	7.7 %	7.4 %	SFX	19.0 %	20.6 %	32.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WLYT-FM, WRFX-FM, WTDR-FM			
Jazz	0 (0)	36 (1)	36 (1)	2.5 %	2.0 %		71.8 %	74.0 %	97.8 %
News/Talk	11 (2)	0 (0)	11 (2)	0.8 %	0.0 %				
Oldies	0 (0)	156 (2)	156 (2)	10.8 %	11.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	24 (2)	26 (1)	50 (3)	3.5 %	3.2 %				
Soft AC/EZ	0 (0)	123 (1)	123 (1)	8.5 %	7.4 %				
Sports	10 (1)	0 (0)	10 (1)	0.7 %	0.6 %				
Standards	0 (0)	42 (1)	42 (1)	2.9 %	3.6 %				
Totals	154 (7)	1295 (19)	1449 (26)						

AM Stations

Station	Freq	Power	Format	Network	Revenue	Advertiser	Agency
WBT	1110	50 kw (DA-N)	Full Service	CBS	\$119.00	CBS	Jefferson-Pilot
WFNZ	610	5 kw/1 kw (DA-2)	Sports	CBS, Westwd, 1/1	\$ NA	Eastman	Amer. Radio Sys.
WGIV	1600	1 kw (DA-N)	Black Oldies	ABC	\$ NA	--	Amer. Radio Sys.

FM Stations

Station	Freq	Power	Format	Network	Revenue	Advertiser	Agency
WBAV	101.9	100 kw @ 988	Black AC	ABC	\$49.00	Katz	Amer. Radio Sys.
WBT	99.3	7.6 kw @ 604	See WBT				Chester, SC
WCCJ	92.7	6 kw @ 328	Jazz		\$ NA	Allied	Davis
WEND	106.5	100 kw @ 1003	Prog. ADR		\$53.00	Mc-Guild	Dalton
WLNK	107.9	100 kw @ 1694	AC-New Rock		\$80.00	Banner	Jefferson-Pilot
WLYT	102.9	31 kw @ 1535	Soft AC		\$100.00	D&R	SFX
WNKS	95.1	100 kw @ 1542	CHR		\$60.00	Eastman	Amer. Radio Sys.
WNMX	106.1	20 kw @ 364	Standards	ABC	\$25.00	--	GHB
WPEG	97.9	95 kw @ 1610	Black	CBS, Westwd, ABC	\$155.00	Katz	Amer. Radio Sys.
WRFX	99.7	84 kw @ 1056	AOR		\$177.00	Eastman	SFX
WSOC	103.7	100 kw @ 1059	Country		\$175.00	D&R	Amer. Radio Sys.
WSSS	104.7	100 kw @ 1210	Classic Hits		\$80.00	Katz	Amer. Radio Sys.
WTDR	96.9	100 kw @ 1548	Country		\$95.00	D&R	SFX
WWMG	96.1	100 kw @ 1745	Oldies	CBS, AP	\$90.00	Mc-Guild	Dalton
WXRC	95.7	100 kw @ 1020	Prog. ADR	ABC	\$ NA	--	Hickory

Notes: 3/97 EZ/American Radio Systems traded WRFX-F to SFX for WDSY-F Pittsburgh + \$20,000,000 . . . 3/97 WWSN-F changed from AC to Modern AC (AC-NR) as WLNK-F ("The Link") . . . 4/97 WBAV (AM) changed calls back to WGIV . . . 7/97 WNMX (AM) changed from simulcasting WNMX-F to News/Talk as WTLT ("Total Network")

Jim Duncan

Comments: WLYT-F has broken into the sevens for the first time since 1995 . . . WRFX-F slipped to its lowest share in more than three years; WSOC-F replaced it as the leader in 25-54 . . . Listening to Country stations is down by about 25% since 1994

CHATTANOOGA

Arbitron Rank: 100 Pop (12+): 384,400
MSA Rank: 112
MSA Pop: 448,000
DMA: 82
Average Persons Rating: 15.3
Market TSL In Hours: 20.25

Stations: 26 / 24
Diaries: 1,478/260:1/53.6%
Sample Target: 1,430
% Below Line: 0.7
% Not Listed: 12.4
Pop per Station: 16,017

Last Year's Revenue: \$17,700,000
Household Income: \$35,475
Retail Dollars: \$4.8 Bil.
#1 Biller: WUSY-F \$5,425,000
#1 Billing Portfolio: Colonial (WUSY-F) \$5,425,000

12+ Metro	Format	Spring 97 1/4 Share	Wln 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level		
1	WUSY-F	C	135 / 23.0	20.2	20.1	18.7	17.5	20.5	1290 / 33.6	33.8	31.2	239 / 2606	G	WUSY-F
2	WDEF-F	SAC	45 / 7.7	9.6	6.5	8.6	7.3	8.1	695 / 18.1	17.8	18.5	58 / 966	D	WDEF-F
3	WSKZ-F	AOR/CL	41 / 7.0	8.8	7.7	8.5	8.9	8.0	743 / 19.3	18.8	20.3	78 / 1339	D	WSKZ-F
4	WDOD-F	AC-NR	36 / 6.1	3.1	3.2	3.7	5.1	4.0	555 / 14.4	13.0	13.6	59 / 943	B	WDOD-F
5	WJTT-F	B	32 / 5.4	7.5	6.4	8.0	6.8	6.8	356 / 9.3	9.9	10.6	41 / 500	C	WJTT-F
6	WOGT-F	O	30 / 5.1	4.2	4.5	4.4	4.6	4.6	475 / 12.4	12.9	11.4	38 / 609	B	WOGT-F
7	WKXJ-F	CHR	29 / 4.9	4.9	4.7	2.6	2.3	4.3	514 / 13.4	13.3	11.1	44 / 745	A	WKXJ-F
8	WGOW-F	T	24 / 4.1	4.2	3.7	3.6	2.3	3.9	328 / 8.5	8.0	8.2	37 / 439	A	WGOW-F
9	WDOO	ST	23 / 3.9	2.4	3.0	1.8	3.3	2.8	244 / 6.3	5.5	5.8	23 / 257	A	WDOO
10	WLMX-F	AC	20 / 3.4	3.8	4.8	4.1	3.3	4.0	365 / 9.5	11.6	11.8	24 / 454	C	WLMX-F
11	WNOO	B	18 / 3.1	2.8	2.8	3.1	4.0	2.9	151 / 3.9	3.5	5.0	18 / 155	A	WNOO
12	WZST-F	CHR	16 / 2.7	4.6	4.7	5.2	5.1	4.3	458 / 11.9	14.0	16.1	19 / 527	B	WZST-F
13	WGOW	T	13 / 2.2	2.9	3.7	2.4	4.6	2.8	221 / 5.8	9.6	7.9	14 / 237	A	WGOW
14	WBDX-F	REL	11 / 1.9	1.8	2.5	1.3	2.3	1.9	175 / 4.6	5.9	5.4	13 / 260	A	WBDX-F
	WMPZ-F	B/AC	11 / 1.9	1.8	1.3	2.1	1.5	1.8	154 / 4.0	3.7	4.2	12 / 179	A	WMPZ-F
16	WFLI	REL	6 / 1.0	1.0	0.8	1.5	0.8	1.1	102 / 2.6	3.1	2.1	7 / 147		WFLI

12+ FM Share (Metro): 85.24 % (439 of 515) (Spring 96: 81.81 %)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WDEF	T	1370	Chattanooga	0.7 3.2 5 138
WEPG	O	910	S. Pittsburg	0.3 1.3 2 48
WJOC	REL	1490	Chattanooga	0.3 1.1 3 55
WKWN	C	1420	Trenton, GA	0.3 1.0 2 40
WQCH	C	1590	Lafayette, GA	0.5 0.8 3 29
WSDQ	C	1190	Dunlap	0.5 0.5 3 20
WSGC-F	CHR	101.9	Ringgold, GA	0.9 2.8 6 169

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WQMT-F	C	98.9	Chatsworth, GA	0.3 1.0 16 222
WZGC-F	CL AOR	92.9	Atlanta	0.3 0.8 4 101

CHATTANOOGA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	56 (2)	56 (2)	10.9 %	5.8 %	Bahakel WDEF-FM, WDEF-AM, WDOD-FM, WOOD-AM	18.4 %	16.2 %	19.9 %
AOR/Classic/NR	0 (0)	43 (2)	43 (2)	8.3 %	9.1 %				
Black/Urban	18 (1)	43 (2)	61 (3)	11.8 %	12.5 %	Bloomington WGOW-FM, WGOW-AM, WOGT-FM, WSKZ-FM	18.4 %	22.8 %	24.2 %
CHR	0 (0)	50 (4)	50 (4)	9.7 %	11.1 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Brewer WJTT-FM, WMPZ-FM	7.3 %	8.4 %	8.9 %
Country	8 (3)	137 (2)	145 (5)	28.2 %	29.4 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Wicks WCVT-AM, WLMX-FM, WZST-FM	6.1 %	6.3 %	11.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		50.2 %	53.7 %	64.2 %
News/Talk	17 (2)	24 (1)	41 (3)	8.0 %	9.9 %				
Oldies	2 (1)	30 (1)	32 (2)	6.2 %	5.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	8 (2)	11 (1)	19 (3)	3.7 %	5.4 %				
Soft AC/EZ	0 (0)	45 (1)	45 (1)	8.7 %	7.8 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	23 (1)	0 (0)	23 (1)	4.5 %	3.6 %				
Totals	76 (10)	439 (16)	515 (26)						

AM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Product
WDOD	1310	5 kw (DA-N)	Standards	ABC	\$<20.00	Banner	Bahakel
WFLI	1070	50 kw/1 kw (DA-2)	Religion	ABC	\$ NA	—	Benns Lookout Mountain
WGOW	1150	5 kw/1 kw (DA-N)	Talk	ABC	\$25.00	Christal	Bloomington
WNOO	1260	5 kw/0.025 kw (DA-N)	Black	AURN	\$<20.00	Banner	

FM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Product
WBDX	102.7	0.32 kw @ 1375	Religion	SRN	\$<20.00	—	Trenton
WDEF	92.3	100 kw @ 1180	Soft AC	CBS	\$59.00	Eastman	Bahakel
WDOD	96.5	100 kw @ 1076	Modern AC	Westwd	\$20.00	Banner	Bahakel
WGOW	102.3	6 kw @ 285	Talk	ABC, Westwd	\$25.00	Christal	Bloomington Soddy-Daisy
WJTT	94.3	3 kw @ 300	Black		\$36.00	Mc-Guild	Brewer Red Bank
WKXJ	97.3	16 kw @ 866	CHR		\$<20.00	Roslin	S. Pittsburg
WLMX	105.5	1.55 kw @ 646	AC	ABC	\$41.00	Mc-Guild	Wicks Rossville, GA
WMPZ	93.7	3 kw @ 328	Black AC	ABC	\$<20.00	Mc-Guild	Brewer Ringgold, GA
WOGT	107.9	2.85 kw @ 968	Oldies	Westwd	\$21.00	Christal	Bloomington East Ridge
WSKZ	106.5	100 kw @ 1076	AOR/Classic AOR		\$60.00	Christal	Bloomington
WUSY	100.7	100 kw @ 1190	Country	Westwd	\$100.00	Katz	Colonial
WZST	98.1	1 kw @ 794	CHR		\$25.00	—	Wicks Signal Mtn.

Notes: 1/97 WSGC-F (101.9; Ringgold, GA) changed from Country to CHR . . . 4/97 WDOD-F changed from Country to Modern AC (AC-NR) as "The Mountain" (at the beginning of the Spring survey) . . . 7/97 WJOC (1490) sold for \$230,000 . . . 7/97 WMPZ-F changed from Black AC to Smooth Jazz (after the Spring survey)

Jim Duncan

Comments: Contrary to most Country stations, WUSY-F is on its fourth consecutive up book; it has been helped by WDOD-F's leaving the format; total share for Country, however, is off . . . WSKZ-F posted its lowest share since Spring 1994

CHICAGO

Arbitron Rank: 3 Pop (12+): 6,953,200	Stations: 41 / 41	Last Year's Revenue: \$337,600,000
MSA Rank: 3	Diarles: 6.250/1113:1/49.6%	Household Income: \$55,280
MSA Pop: 8,680,000	Sample Target: 5,900	Retail Dollars: \$82.1 Bil.
DMA: 3	% Below Line: 0.0	#1 Biller: WGN \$38,300,000
Average Persons Rating: 17.3	% Not Listed: 11.3	#1 Billing Portfolio: Westinghouse \$113,500,000
Market TSL in Hours: 22.75	Pop per Station: 169,590	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1 WGN	FS/T	705 / 5.9	6.2	6.6	6.8	6.1	6.4	8797 / 12.7	15.4	12.7	826 / 10535	K	WGN
2 WGCI-F	B	670 / 5.6	5.5	6.5	6.3	5.8	6.0	8451 / 12.2	13.4	12.6	687 / 8779	K	WGCI-F
3 WLIT-F	SAC	576 / 4.8	5.1	4.2	4.0	4.8	4.5	8692 / 12.5	11.6	11.7	583 / 8896	J	WLIT-F
4 WBBM-F	CHR	540 / 4.5	4.8	4.7	4.4	3.9	4.6	11286 / 16.2	15.8	15.4	559 / 11784	I	WBBM-F
5 WVAZ-F	B/AC	507 / 4.2	4.5	3.9	4.3	4.2	4.2	6438 / 9.3	9.3	9.3	525 / 6587	J	WVAZ-F
6 WBBM	N	503 / 4.2	4.1	3.5	3.6	3.6	3.8	9729 / 14.0	14.4	14.7	536 / 10648	J	WBBM
7 WLS	T	495 / 4.1	4.0	3.3	4.1	3.7	3.9	5745 / 8.3	7.6	7.7	584 / 6814	G	WLS
8 WJMK-F	O	477 / 4.0	3.3	3.4	4.2	4.1	3.7	8844 / 12.7	12.6	12.9	498 / 9226	J	WJMK-F
9 WNUA-F	J	471 / 3.9	3.5	3.5	3.3	3.4	3.6	6916 / 9.9	10.1	9.4	481 / 7114	I	WNUA-F
10 WUSN-F	C	412 / 3.4	3.7	3.0	3.0	3.6	3.3	6219 / 8.9	8.5	10.0	428 / 6511	K	WUSN-F
11 WKQX-F	AOR-NR	395 / 3.3	2.8	3.1	3.5	3.4	3.2	9653 / 13.9	13.3	14.5	411 / 10075	I	WKQX-F
12 WRCX-F	AOR	389 / 3.2	3.3	3.2	3.4	3.4	3.3	6959 / 10.0	11.1	11.6	426 / 7606	I	WRCX-F
13 WXRT-F	AOR-P	349 / 2.9	2.9	2.8	2.8	2.8	2.9	5254 / 7.6	7.4	7.4	357 / 5412	I	WXRT-F
14 WOJO-F	SP	343 / 2.9	2.7	3.2	2.8	3.1	2.9	4191 / 6.0	5.4	5.4	347 / 4247	I	WOJO-F
15 WCKG-F	CL AOR	340 / 2.8	2.6	2.6	2.8	2.1	2.7	6740 / 9.7	9.6	9.5	356 / 7086	H	WCKG-F
16 WTMX-F	AC	323 / 2.7	2.2	2.6	3.0	2.7	2.6	7428 / 10.7	10.7	10.0	326 / 7583	I	WTMX-F
17 WAIT	ST	262 / 2.2	2.6	2.6	2.0	2.1	2.3	2431 / 3.5	4.0	3.8	271 / 2528	D	WAIT
18 WEJM-F	B	256 / 2.1	2.0	2.5	2.3	1.9	2.2	4090 / 5.9	6.5	5.2	258 / 4103	D	WEJM-F
19 WPNT-F	AC/CHR	248 / 2.1	2.0	2.2	2.6	2.2	2.2	5643 / 8.1	9.5	8.7	256 / 5805	H	WPNT-F
20 WLUP-F	AC-NR	245 / 2.0	2.1	2.1	2.2	2.6	2.1	6794 / 9.8	8.0	6.9	254 / 7057	J	WLUP-F
21 WMAQ	N	219 / 1.8	2.2	2.7	2.1	2.9	2.2	6465 / 9.3	10.9	14.6	252 / 7243	J	WMAQ
22 WNIB-F	CL	204 / 1.7	1.6	1.6	1.4	1.7	1.6	3343 / 4.8	5.2	5.4	208 / 3500	E	WNIB-F
23 WSCR	SPRTS	187 / 1.6	2.9	2.5	2.1	1.6	2.3	2860 / 4.1	3.8	3.8	209 / 3167	H	WSCR
24 WFMT-F	CL	185 / 1.5	1.4	1.6	1.2	1.1	1.4	3020 / 4.3	4.7	4.3	193 / 3122	E	WFMT-F
25 WXCD-F	CL AOR	181 / 1.5	1.2	1.4	1.3	1.3	1.4	3505 / 5.0	4.9	4.6	199 / 3701	E	WXCD-F
26 WGCI	B/O	167 / 1.4	1.2	1.1	1.3	1.4	1.2	2319 / 3.3	3.0	3.4	167 / 2319	*	WGCI
27 WMVP	T	163 / 1.4	1.1	1.0	0.3	0.8	0.9	5219 / 7.5	4.0	4.0	178 / 5587	H	WMVP
28 WRZA-F	SP	143 / 1.2	0.6	0.6	0.3	0.4	0.7	1540 / 2.2	1.5	1.3	145 / 1660		WRZA-F
29 WYSY-F	CL HITS	121 / 1.0	1.9	1.3	1.8	1.7	1.5	3616 / 5.2	6.1	6.8	122 / 3732	F	WYSY-F

12+ FM Share (Metro): 71.62 % (7635 of 10661) (Spring 96: 70.31 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WBBM-F	1 WGCI-F	1 WGCI-F >	1 WGCI-F	1 WLIT-F <	1 WGN >	1 WGN >	1 WLIT-F	1 WGCI-F <	1 WGCI-F	1 WGN
2 WKQX-F	2 WRCX-F <	2 WVAZ-F <	2 WVAZ-F	2 WGCI-F	2 WBBM <	2 WBBM	2 WLS	2 WLIT-F <	2 WBBM-F	2 WBBM <
3 WEJM-F <	3 WBBM-F	3 WBBM-F <	3 WLIT-F	WVAZ-F	3 WLS <	3 WGCI-F <	WNUA-F <	3 WBBM-F	3 WKQX-F	3 WLS <
4 WGCI-F >>	4 WKQX-F	4 WLIT-F	WXRT-F <	4 WJMK-F <	4 WLIT-F	4 WRCX-F <	4 WJMK-F <	4 WCKG-F <	4 WGN <	4 WGCI-F
	5 WTMX-F	WRCX-F <	5 WNUA-F <	5 WNUA-F <	5 WNUA-F <	5 WLS	5 WGCI-F <	5 WJMK-F	5 WEJM-F <	5 WVAZ-F
	WOJO-F <	6 WXRT-F	6 WJMK-F <	6 WXRT-F	6 WJMK-F <	6 WLIT-F <	6 WGN <	WGN	6 WNUA-F <	
	7 WCKG-F <	WCKG-F <	7 WCKG-F	7 WCKG-F <	7 WVAZ-F	7 WVAZ-F <	7 WUSN-F <	WNUA-F <	7 WVAZ-F	
	8 WLUP-F <	8 WJMK-F <		8 WUSN-F	8 WUSN-F	8 WJMK-F <	8 WBBM-F <	8 WVAZ-F <	WLS <	
	9 WVAZ-F <	9 WNUA-F <				9 WBBM-F <	9 WVAZ-F		9 WMVP <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WGCI-F >	1 WGCI-F >	1 WGCI-F >>	1 WGCI-F	1 WLIT-F <	1 WRCX-F	1 WRCX-F >	1 WRCX-F >	1 WRCX-F	1 WXRT-F <
2 WBBM-F <	2 WBBM-F	2 WLIT-F <	2 WLIT-F <	2 WGCI-F <	2 WBBM-F <	2 WGCI-F	2 WGCI-F <	2 WCKG-F	2 WRCX-F
3 WKQX-F <	3 WKQX-F <	3 WBBM-F <	3 WVAZ-F	3 WVAZ-F	3 WGCI-F	3 WBBM-F	3 WCKG-F	3 WGCI-F <	3 WCKG-F
4 WTMX-F	4 WTMX-F <	4 WVAZ-F <	4 WBBM-F	4 WJMK-F <	4 WKQX-F	4 WCKG-F <	4 WXRT-F <	4 WXRT-F	4 WVAZ-F <
5 WOJO-F	5 WLIT-F	5 WOJO-F <	5 WJMK-F	5 WNUA-F	5 WEJM-F >	5 WKQX-F	5 WLUP-F	5 WBBM-F <	5 WJMK-F <
6 WPNT-F <	WOJO-F	6 WTMX-F <	WNUA-F <	6 WUSN-F	6 WCKG-F <	6 WLUP-F <	6 WBBM-F <	6 WVAZ-F	6 WGCI-F <
7 WEJM-F <	7 WPNT-F <	7 WPNT-F	7 WUSN-F	7 WBBM-F	7 WTMX-F	7 WXRT-F <	7 WOJO-F <	7 WJMK-F	7 WLIT-F <
8 WLIT-F	8 WVAZ-F	WXRT-F	WTMX-F			8 WOJO-F	8 WVAZ-F <	WSCR	8 WSCR <
		9 WNUA-F				WEJM-F <		WLUP-F <	9 WNUA-F

CLEVELAND

Arbitron Rank: 22	Pop (12+): 1,760,000	Stations: 26 / 22	Last Year's Revenue: \$80,100,000
MSA Rank: 21		Diaries: 3,230/545:1/58.3%	Household Income: \$42,542
MSA Pop: 2,220,000		Sample Target: 3,080	Retail Dollars: \$21.3 Bil.
DMA: 13		% Below Line: 3.0	#1 Biller: WMJI-FM \$9,425,000
Average Persons Rating: 17.5		% Not Listed: 11.1	#1 Billing Portfolio: Nationwide \$22,850,000
Market TSL In Hours: 23.00		Pop per Station: 80,000	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	WMJI-F	266 / 8.7	8.8	7.8	7.7	6.3	8.3	3952 / 22.5	20.0	19.4	356 / 5560	H WMJI-F
2	WGAR-F	254 / 8.3	7.5	8.7	8.4	9.3	8.2	2942 / 16.7	16.2	18.1	303 / 4041	H WGAR-F
3	WZAK-F	246 / 8.0	8.2	9.0	8.5	7.8	8.4	2639 / 15.0	15.2	15.0	293 / 3474	H WZAK-F
4	WDOK-F	209 / 6.8	6.5	5.7	6.2	5.6	6.3	2970 / 16.9	16.3	14.7	292 / 4324	H WOOD-F
5	WQAL-F	173 / 5.6	5.8	4.8	6.0	5.1	5.6	3015 / 17.1	17.8	18.1	220 / 4130	G WQAL-F
6	WNCX-F	171 / 5.6	6.2	6.4	6.2	5.7	6.1	2953 / 16.8	17.4	16.3	254 / 4521	H WMMS-F
7	WRMR	168 / 5.5	5.4	7.1	6.0	6.6	6.0	1715 / 9.7	10.4	11.3	214 / 2241	D WRMR
8	WZJM-F	155 / 5.0	5.6	4.4	4.7	4.7	4.9	3139 / 17.8	15.7	16.2	181 / 3800	D WZJM-F
9	WKNR	153 / 5.0	2.7	4.2	5.6	5.2	4.4	3225 / 18.3	15.3	19.6	204 / 4328	D WKNR
10	WMMS-F	139 / 4.5	4.8	5.4	5.5	6.0	5.1	2449 / 13.9	16.8	16.8	196 / 3855	G WMMS-F
	WTAM	139 / 4.5	5.3	4.7	4.0	4.6	4.6	1981 / 11.3	12.5	12.6	175 / 2723	E WTAM
12	WLTF-F	125 / 4.1	4.4	3.7	2.6	4.6	3.7	2142 / 12.2	12.9	12.2	163 / 2971	H WLTF-F
13	WNWV-F	120 / 3.9	3.6	3.9	5.1	3.5	4.1	1771 / 10.1	9.4	9.5	142 / 2241	D WNWV-F
14	WCLV-F	70 / 2.3	3.3	3.0	2.4	2.6	2.7	1079 / 6.1	7.9	7.3	88 / 1366	D WCLV-F
15	WENZ-F	64 / 2.1	1.6	2.3	1.9	2.1	2.0	1596 / 9.1	11.1	9.1	110 / 2685	D WENZ-F
16	WJMO	54 / 1.8	1.6	2.1	2.0	1.4	1.9	836 / 4.8	4.5	4.3	54 / 844	B WJMO
17	WABQ	52 / 1.7	1.7	1.1	1.2	1.4	1.4	435 / 2.5	1.7	2.5	52 / 437	WABQ

12+ FM Share (Metro): 76.68 % (2095 of 2732) (Spring 96: 74.89 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WZJM-F	1 WZAK-F	1 WMJI-F	1 WMJI-F	1 WMJI-F >	1 WMJI-F	1 WMJI-F	1 WDOK-F	1 WGAR-F <	1 WKNR	1 WZAK-F >
2 WZAK-F >>	2 WNCX-F	WZAK-F	2 WNCX-F <	2 WGAR-F	2 WGAR-F <	2 WNCX-F	WMJI-F	2 WZAK-F	2 WZAK-F >	2 WTAM <
3 WMMS-F	3 WNCX-F <	3 WGAR-F <	3 WNCX-F	3 WNCX-F	3 WDOK-F <	3 WGAR-F	3 WGAR-F	3 WMJI-F <	3 WZJM-F	3 WGAR-F
4 WQAL-F <	4 WQAL-F <	4 WQAL-F <	WQAL-F <	4 WRMR	4 WZAK-F <	4 WQAL-F	4 WDOK-F <	4 WGAR-F	4 WGAR-F	4 WZJM-F <
5 WGAR-F <	5 WGAR-F	5 WZAK-F	5 WZAK-F <	5 WTAM <	5 WDOK-F	5 WZAK-F	5 WZJM-F <	5 WMJI-F <	5 WMJI-F <	5 WMJI-F <
6 WZJM-F >	6 WMMS-F	6 WDOK-F	6 WDOK-F	6 WKNR	6 WQAL-F <	WRMR	6 WQAL-F <	6 WMMS-F <	6 WMMS-F <	6 WMMS-F <
	7 WDOK-F <	7 WMMS-F	7 WLTF-F	7 WRMR	7 WRMR	7 WTAM <	7 WMMS-F <	7 WDOK-F <	7 WDOK-F <	7 WDOK-F <
	8 WZJM-F <		WMMS-F		8 WMMS-F	8 WTAM <	8 WTAM <	8 WNWV-F		
						WNCX-F	9 WRMR			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZAK-F >	1 WZAK-F >	1 WZAK-F <	1 WZAK-F <	1 WMJI-F <	1 WZAK-F <	1 WNCX-F <	1 WNCX-F	1 WNCX-F	1 WMJI-F
2 WZJM-F >	2 WQAL-F	2 WQAL-F	2 WQAL-F	2 WQAL-F <	2 WMMS-F <	2 WMMS-F	2 WMMS-F >	2 WMJI-F <	2 WNCX-F
3 WQAL-F >	3 WZJM-F <	3 WGAR-F >	3 WMJI-F <	3 WGAR-F <	3 WNCX-F >	3 WZAK-F >	3 WZAK-F	3 WMMS-F	3 WMMS-F <
4 WMMS-F	4 WGAR-F >	4 WZJM-F <	4 WGAR-F <	4 WDOK-F <	4 WZJM-F	4 WGAR-F <	4 WGAR-F	4 WZAK-F <	4 WGAR-F
WGAR-F	5 WNCX-F <	5 WNCX-F	5 WDOK-F	5 WZAK-F	5 WGAR-F	5 WZJM-F <	WQAL-F	5 WGAR-F	5 WTAM <
6 WENZ-F	6 WLTF-F	6 WLTF-F	6 WZJM-F	6 WLTF-F	6 WLTF-F <	6 WQAL-F	6 WKNR	6 WKNR	6 WKNR <
	7 WDOK-F	7 WLTF-F	7 WNWV-F <	8 WNCX-F <	7 WENZ-F	7 WKNR	WMJI-F	7 WQAL-F	7 WZAK-F
						WMJI-F	8 WTAM	8 WTAM	8 WQAL-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WELW ? 1330 Willoughby	0.3	1.1	11 208
WEOL ST 930 Elyria	1.1	2.4	36 491
WERE N/T 1300 Cleveland	0.4	2.5	14 476
WMIH REL 1260 Cleveland	0.5	1.5	16 294
WZLE-F REL 104.9 Lorain	0.4	1.3	12 266

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKDD-F CHR/AC 96.5 Akron	0.6	3.3	93 1971
WKKY-F C 104.7 Geneva	0.4	1.3	25 399
WONE-F AOR 97.5 Akron	1.2	5.4	141 2851
WQMX-F C 94.9 Medina	0.7	3.1	155 2257

CLEVELAND

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	298 (2)	298 (2)	10.9 %	9.5 %	Clear Channel WENZ-FM, WERE-AM, WNCX-FM	8.1 %	9.6 %	12.8 %
AOR/Classic/NR	0 (0)	411 (4)	411 (4)	15.0 %	17.2 %	Nationwide WGAR-FM, WMJI-FM, WMMS-FM	21.5 %	26.2 %	28.5 %
Black/Urban	54 (1)	246 (1)	300 (2)	11.0 %	12.5 %	Salem WCCD-AM, WHK-AM	0.0 %	0.0 %	%
CHR	0 (0)	174 (2)	174 (2)	6.4 %	5.6 %	Zaplis WJMO-AM, WZAK-FM, WZJM-FM	14.8 %	13.7 %	15.8 %
Classical	0 (0)	70 (1)	70 (1)	2.6 %	3.4 %				
Country	0 (0)	290 (3)	290 (3)	10.6 %	11.0 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	120 (1)	120 (1)	4.4 %	4.3 %		44.4 %	49.5 %	57.1 %
News/Talk	152 (2)	0 (0)	152 (2)	5.6 %	5.7 %				
Oldies	0 (0)	266 (1)	266 (1)	9.7 %	8.8 %				
Others/Unknown	10 (1)	0 (0)	10 (1)	0.4 %	0.4 %				
Religion/Gospel	67 (2)	11 (1)	78 (3)	2.9 %	2.0 %				
Soft AC/EZ	0 (0)	209 (1)	209 (1)	7.7 %	6.4 %				
Sports	153 (1)	0 (0)	153 (1)	5.6 %	4.7 %				
Standards	201 (2)	0 (0)	201 (2)	7.4 %	8.5 %				
Totals	637 (9)	2095 (17)	2732 (26)						

AM Stations

Station	Power	Time	Format	Source	Price	Buyer	Station
WABQ	1540	1 kw (Days)	Gospel	AURN	\$22.00	---	Linn
WERE	1300	5 kw (DA-1)	News/Talk	CNN, Westwd	\$ NA	Clear Chnl	Clear Channel
WJMO	1490	1 kw	Black Oldies	ABC	\$32.00	D&R	Zaplis
WKNR	1220	50 kw (DA-1)	Sports	ABC, CBS	\$55.00	CBS	Cablevision
WRMR	850	10 kw/5 kw (DA-2)	Standards	CNN	\$45.00	MMR/Espa	Media One
WTAM	1100	50 kw	News/Talk	ABC, AP	\$70.00	Christal	Jacor

FM Stations

Station	Power	Time	Format	Source	Price	Buyer	Station
WCLV	95.5	31 kw @ 620	Classical		\$65.00	Allied	
WDOK	102.1	12 kw @ 1005	Soft AC		\$149.00	MMR/Espan	Media One
WENZ	107.9	16 kw @ 892	AOR-New Rock	Source, Westwd	\$50.00	Mc-Guild	Clear Channel
WGAR	99.5	50 kw @ 500	Country		\$159.00	Mc-Guild	Nationwide
WLTF	106.5	11.5 kw @ 1037	AC	AP	\$145.00	Christal	Jacor
WMJI	105.7	16 kw @ 1129	Oldies	Westwd	\$188.00	Mc-Guild	Nationwide
WMMS	100.7	32 kw @ 600	AOR-New Rock	Westwd, Source	\$120.00	Katz	Nationwide
WNCX	98.5	16 kw @ 961	Classic AOR	ABC, Westwd	\$153.00	Clear Chann	Clear Channel
WNWV	107.3	50 kw @ 466	Jazz	CBS	\$51.00	Allied	Elyria
WQAL	104.1	11 kw @ 1060	AC/CHR	Westwd	\$115.00	Banner	Fairfield/ML
WZAK	93.1	27.5 kw @ 623	Black	ABC	\$170.00	D&R	Zaplis
WZJM	92.3	40 kw @ 548	CHR	ABC	\$53.00	D&R	Zaplis

Notes: 4/97 WTAM/WLTF-F sold by Secret to Jacor for \$44,900,000 . . . 4/97 WCCD (1000) sold by Guardian to Salem for \$1,000,000 (Force)

Jim Duncan

Comments: WMMS-F continues to fade with its fourth consecutive down book . . . WRMR had its lowest share in more than three years . . . It was a good baseball book for WKNR, but the station still had a lower share this Spring than in Spring '96

COLORADO SPRINGS

Arbitron Rank: 95 **Pop (12+):** 392,300
MSA Rank: 104
MSA Pop: 487,000
DMA: 97 (w/Pueblo)
Average Persons Rating: 15.9
Market TSL in Hours: 21.25

Stations: 28 / 18
Diaries: 1,429/275:1/56.9%
Sample Target: 1,360
% Below Line: 14.6
% Not Listed: 12.2
Pop per Station: 21,794

Last Year's Revenue: \$16,300,000
Household Income: \$37,305
Retail Dollars: \$4.7 Bil.
#1 Biller: KKCS-AF \$3,600,000
#1 Billing Portfolio: Citadel \$5,400,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KKMG-F	CHR	64 / 10.3	10.2	11.3	11.3	10.8	1003 / 25.6	25.9	24.8	96 / 1458	C	KKMG-F
2	KKFM-F	AOR/CL	56 / 9.0	10.0	8.4	8.8	9.4	779 / 19.9	19.2	19.4	87 / 1103	D	KKFM-F
3	KKCS-F	C	51 / 8.2	8.4	8.2	9.3	8.7	666 / 17.0	17.1	17.6	58 / 843	E	KKCS-F
4	KILO-F	AOR	46 / 7.4	6.2	5.2	7.9	8.2	742 / 18.9	14.8	15.3	61 / 976	C	KILO-F
5	KKLI-F	SAC	40 / 6.4	4.3	6.0	5.2	6.1	513 / 13.1	12.8	12.9	44 / 582	C	KKLI-F
6	KCCY-F	C	33 / 5.3	6.4	6.9	4.7	3.5	533 / 13.6	15.8	11.2	81 / 1103	B	KCCY-F
7	KVUU-F	AC	32 / 5.1	5.4	4.4	4.7	4.9	626 / 16.0	14.6	14.9	42 / 871	C	KVUU-F
8	KSPZ-F	O	30 / 4.8	4.9	5.2	6.2	6.5	607 / 15.5	15.4	16.5	40 / 782	C	KSPZ-F
	KOA	T/FS	30 / 4.8	3.3	3.7	3.9	4.0	468 / 11.9	11.8	11.2	49 / 725	KOA	
10	KSKX-F	J	28 / 4.5	4.4	3.7	1.9	1.0	373 / 9.5	8.9	4.8	32 / 428	A	KSKX-F
11	KVOR	N/T	26 / 4.2	5.1	5.5	5.9	6.1	449 / 11.4	13.6	12.9	31 / 488	C	KVOR
12	KRDO-F	AC	22 / 3.5	4.4	4.8	3.2	3.8	423 / 10.8	12.7	9.7	37 / 678	B	KRDO-F
13	KCMN	ST	12 / 1.9	1.6	1.8	1.7	2.6	131 / 3.3	2.9	3.8	12 / 133	A	KCMN
	KBIQ-F	REL	12 / 1.9	2.6	2.3	3.2	1.2	251 / 6.4	5.7	4.3	16 / 323		KBIQ-F

12+ FM Share (Metro): 82.05 % (448 of 546) (Spring 96: 82.24 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1	KKMG-F >>	1 KILO-F <	1 KKFM-F	1 KKFM-F	1 KKCS-F	1 KKFM-F	1 KKFM-F	1 KKMG-F <	1 KKMG-F	1 KKMG-F >
2	KILO-F >>	2 KKMG-F <	2 KKMG-F <	2 KKCS-F	2 KCLI-F	KKMG-F	2 KKCS-F <	2 KKFM-F	2 KILO-F >	2 KCLI-F
3	KKFM-F >	3 KILO-F <	3 KCLI-F <	3 KCLI-F	3 KKFM-F <	3 KKCS-F	3 KKMG-F	3 KKCS-F	3 KKFM-F	3 KILO-F <
4	KVUU-F	4 KKCS-F	4 KKMG-F <	4 KKMG-F <	4 KOA	4 KCLI-F	4 KILO-F	4 KILO-F	4 KOA	4 KSKX-F
5	KCCY-F	5 KCLI-F	5 KVUU-F <	5 KVUU-F <	KVOR <	5 KVOR <	5 KCLI-F <	5 KCCY-F <	5 KCLI-F	
6	KKCS-F	KVUU-F	6 KILO-F <	6 KSPZ-F <	6 KSPZ-F	6 KVUU-F <	6 KVOR	6 KVUU-F <	6 KVUU-F	
		7 KCCY-F	7 KSPZ-F	7 KSKX-F <	7 KSKX-F	7 KILO-F	7 KOA	7 KCLI-F	KCCY-F <	
				8 KILO-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	KKMG-F >>	1 KKMG-F >	1 KKMG-F	1 KKMG-F	1 KILO-F >>	1 KILO-F <	1 KKFM-F >	1 KKFM-F	1 KKFM-F >
2	KILO-F	2 KVUU-F	2 KKFM-F	2 KCLI-F <	2 KKMG-F >	2 KKFM-F >	2 KILO-F	2 KILO-F >	2 KKCS-F
		3 KILO-F	3 KVUU-F	3 KKCS-F	3 KKFM-F	3 KKMG-F >	3 KKMG-F	3 KKCS-F <	3 KILO-F
4	KCCY-F >	4 KKFM-F	4 KSKX-F	4 KKFM-F	4 KCCY-F >>	4 KCCY-F	4 KVUU-F	4 KKMG-F	4 KOA
		5 KKCS-F	5 KILO-F	KVUU-F	5 KVUU-F	5 KKCS-F	5 KVUU-F	5 KVUU-F	5 KSKX-F
		KKLI-F	KKCS-F	6 KCCY-F <	6 KVUU-F <	6 KKCS-F >	6 KOA	KCCY-F	KVUU-F <
		7 KSKX-F	7 KCLI-F	7 KSPZ-F	7 KSKX-F >		KCCY-F >>		7 KCLI-F
		KCCY-F >		KCCY-F >					KKMG-F
									KSPZ-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KCBR	REL	1040	Monument	0.3 1.2 2 50
KGFT-F	REL	100.7	Pueblo	1.4 4.3 13 246
KKCS	T	1460	Colorado Springs	1.0 3.6 6 154
KPRZ-F	REL	96.1	Fountain	1.1 3.5 8 172
KRDO	SPRTS	1240	Colorado Springs	1.0 4.6 6 199
KTWK	ST	740	Colorado Springs	1.0 2.8 6 113

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KDZA-F	O	107.9	Pueblo	0.6 2.3 21 360
KGHF	ST	1350	Pueblo	0.6 0.9 18 218
KHOW	T	630	Denver	0.6 2.1 8 128
KKFN	SPRTS	950	Denver	0.3 0.9 2 37
KQKS-F	CHR	107.5	Lakewood	1.0 2.4 7 102
KVOD-F	CL	92.5	Greeley	0.5 1.8 3 69
KXPK-F	AOR-P	96.5	Evergreen	0.3 1.3 7 77
KYZX-F	C	104.5	Pueblo	0.5 1.3 8 144

COLORADO SPRINGS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	54 (2)	54 (2)	9.9 %	5.0 %	Citadel	25.7 %	27.2 %	33.1 %
AOR/Classic/NR	0 (0)	104 (3)	104 (3)	19.0 %	16.7 %	KKFM-FM, KKLI-FM, KKMG-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	2.2 %	0.6 %	1.5 %
CHR	0 (0)	70 (2)	70 (2)	12.8 %	13.9 %	KCBR-AM, KCMN-AM			
Classical	0 (0)	3 (1)	3 (1)	0.5 %	0.4 %	Salem	4.5 %	5.7 %	%
Country	0 (0)	87 (3)	87 (3)	15.9 %	18.6 %	KBIQ-FM, KGFT-FM, KPRZ-FM			
Full Service	30 (1)	0 (0)	30 (1)	5.5 %	4.3 %	Triathlon	15.1 %	15.8 %	24.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KSPZ-FM, KTWK-AM, KVOR-AM, KVUU-FM			
Jazz	0 (0)	28 (1)	28 (1)	5.1 %	4.3 %		47.5 %	49.3 %	58.8 %
News/Talk	36 (3)	0 (0)	36 (3)	6.6 %	8.7 %				
Oldies	0 (0)	34 (2)	34 (2)	6.2 %	6.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	2 (1)	28 (3)	30 (4)	5.5 %	5.2 %				
Soft AC/EZ	0 (0)	40 (1)	40 (1)	7.3 %	12.5 %				
Sports	8 (2)	0 (0)	8 (2)	1.5 %	0.0 %				
Standards	22 (3)	0 (0)	22 (3)	4.0 %	3.9 %				
Totals	98 (10)	448 (18)	546 (28)						

AM Stations

Station	Power	Time	Format	Advertiser	Rate	Agency	Product
KCMN	1530	1 kw (Days)	Standards	CNN, Westwd	\$<20.00	---	
KRDO	1240	1 kw	Sports	ABC, 1-on-1	\$12.00	D&R	
KTWK	740	3.3 kw/1.5 kw (DA-2)	Standards		\$ NA	Katz	Triathlon
KVOR	1300	5 kw/1 kw	News/Talk	ABC, CBS, CNN	\$30.00	Katz	Triathlon

FM Stations

Station	Power	Time	Format	Advertiser	Rate	Agency	Product
KBIQ	102.7	100 kw @ 2000	Religion		\$<20.00	Salem	Salem
KILO	94.3	83 kw @ 2110	AOR		\$32.00	Eastman	Bahakel
KKCS	101.9	72 kw @ 2280	Country		\$75.00	Katz	Wallon
KKFM	98.1	71 kw @ 2290	AOR-Classic		\$56.00	Mc-Guid	Citadel
KKLI	106.3	1.6 kw @ 2224	Soft AC		\$30.00	D&R	Citadel
KKMG	98.9	70 kw @ 2300	CHR		\$40.00	Christal	Citadel
KRDO	95.1	96 kw @ 2010	AC	ABC	\$21.00	D&R	
KSKX	105.5	0.4 kw @ 2228	Jazz		\$ NA	D&R	
KSPZ	92.9	72 kw @ 2130	Oldies	Westwd	\$38.00	Katz	Triathlon
KVUU	99.9	68 kw @ 2000	AC		\$30.00	Katz	Triathlon

Notes: Other ranked stations -- See Denver or Pueblo . . . KRDO-F reclassified from Soft AC to AC based on audience analysis & station self-description

Jim Duncan

Comments: KVOR dropped to its lowest share in more than three years . . . Jazz KSKX-F is doing well with its fourth consecutive gain . . . KSPZ-F had its fourth consecutive down book

COLUMBIA, SC

Arbitron Rank: 88 Pop (12+): 415,800	Stations: 19 / 18	Last Year's Revenue: \$21,800,000
MSA Rank: 101	Diaries: 1,448/287:1/50.9%	Household Income: \$39,991
MSA Pop: 500,000	Sample Target: 1,450	Retail Dollars: \$4.6 Bil.
DMA: 89	% Below Line: 0.6	#1 Biller: WWDM-F \$4,200,000
Average Persons Rating: 16.5	% Not Listed: 14.3	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 23,100	Capstar \$9,245,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WWDM-F	B	114 / 16.6	17.8	18.2	19.9	20.3	18.1	1010 / 24.3	25.5	25.9	191 / 1992	F	WWDM-F
2	WCOS-F	C	64 / 9.3	9.8	11.1	8.3	10.5	9.6	845 / 20.3	20.8	20.9	129 / 1688	E	WCOS-F
3	WNOK-F	CHR	56 / 8.2	7.3	8.2	7.1	8.5	7.7	966 / 23.2	22.8	22.1	85 / 1458	D	WNOK-F
4	WMFX-F	AOR/CL	53 / 7.7	6.3	6.1	5.3	7.3	6.4	677 / 16.3	14.2	15.7	66 / 808	C	WMFX-F
5	WTCB-F	AC	49 / 7.2	7.4	6.5	6.4	6.6	6.9	708 / 17.0	15.4	13.7	69 / 975	E	WTCB-F
6	WFMV-FF	G	43 / 6.3	6.0	5.2	5.6	4.2	5.8	523 / 12.6	10.7	10.5	65 / 734	B	WFMV-FF
	WARQ-F	AOR-NR	43 / 6.3	5.3	5.0	5.5	4.5	5.5	634 / 15.2	14.2	15.1	46 / 703	B	WARQ-F
8	WOMG-F	O	38 / 5.5	4.8	5.3	4.5	5.1	5.0	663 / 15.9	14.1	12.8	44 / 790	B	WOMG-F
9	WSCQ-F	ST/EZ	34 / 5.0	6.0	5.2	5.3	6.0	5.4	420 / 10.1	11.2	11.4	48 / 520	B	WSCQ-F
10	WVOC	N/T	28 / 4.1	5.4	5.3	5.9	3.9	5.2	482 / 11.6	15.2	11.4	32 / 549	C	WVOC
11	WLXC-F	B	13 / 1.9	1.0	1.2	2.1	1.9	1.6	205 / 4.9	4.7	4.1	17 / 235	A	WLXC-F
	WOIC	B/O	13 / 1.9	2.2	1.8	1.0	1.6	1.7	155 / 3.7	4.9	3.6	13 / 160	A	WOIC
13	WHKZ-F	C	11 / 1.6	2.0	2.4	2.9	2.8	2.2	311 / 7.5	8.7	8.3	13 / 386	B	WHKZ-F

12+ FM Share (Metro): 89.61 % (526 of 587) (Spring 96: 90.35 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WWDM-F >>	1 WWDM-F >>	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WCOS-F	1 WWDM-F >	1 WWDM-F	1 WWDM-F >	1 WWDM-F >>	1 WWDM-F >>
2 WARQ-F	2 WNOK-F <	2 WMFX-F <	2 WMFX-F	2 WCOS-F <	2 WWDM-F	2 WCOS-F <	2 WCOS-F	2 WNOK-F	2 WFMV-FF	2 WFMV-FF >
3 WNOK-F >>	3 WMFX-F	3 WNOK-F	3 WCOS-F	3 WMFX-F <	3 WSCQ-F	3 WMFX-F >	3 WTCB-F	3 WCOS-F <	3 WMFX-F	3 WCOS-F
	4 WARQ-F	4 WTCB-F <	WTCB-F	4 WTCB-F	4 WOMG-F	4 WNOK-F <	WNOK-F	4 WMFX-F	4 WNOK-F	
	5 WTCB-F >	5 WCOS-F	5 WNOK-F	5 WNOK-F	WFMV-FF <	5 WSCQ-F <	5 WARQ-F	WARD-F <	5 WARQ-F	
		6 WARQ-F	6 WFMV-FF <	6 WOMG-F	6 WTCB-F	6 WTCB-F	6 WMFX-F <	6 WTCB-F	6 WCOS-F	
				WFMV-FF			7 WOMG-F <	7 WOMG-F		
							8 WVOC			

Wom 18-24	Wom 18-34	Wom 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 WMFX-F	1 WWDM-F <	1 WMFX-F
2 WNOK-F >	2 WNOK-F	2 WTCB-F	2 WTCB-F	2 WTCB-F	2 WMFX-F	2 WMFX-F >	2 WWDM-F >	2 WMFX-F >>	2 WWDM-F
3 WTCB-F	3 WTCB-F >	3 WNOK-F	3 WNOK-F	3 WCOS-F	WNOK-F	3 WARQ-F <	3 WARQ-F	3 WARQ-F	3 WCOS-F >
4 WARQ-F >>	4 WARQ-F	4 WCOS-F	4 WCOS-F	4 WOMG-F	4 WARQ-F >>	4 WNOK-F >>	4 WNOK-F >	4 WCOS-F	4 WARQ-F <
	5 WCOS-F	5 WFMV-FF	5 WOMG-F	WNOK-F				WNOK-F >	5 WVOC <
		WARQ-F	6 WFMV-FF	6 WFMV-FF					6 WTCB-F
			WARQ-F >						WNOK-F
									WFMV-FF

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WCOS	SPRTS	1400	Columbia	1.0	4.0	8	191
WDXZ-F	C	106.3	Newberry	0.7	2.2	6	114
WISW	N	1320	Columbia	1.0	5.7	8	259
WTGH	B/G	620	Cayce	0.9	2.8	7	133

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WRXR-F	AOR	96.3	Aiken	0.6	1.5	4	82

COLUMBIA, SC

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	49 (1)	49 (1)	8.3 %	7.6 %	Bloomington WISW-AM, WOMG-FM, WTCB-FM	13.7 %	16.5 %	19.5 %
AOR/Classic/NR	0 (0)	100 (3)	100 (3)	17.0 %	12.9 %	Capstar WCOS-FM, WCOS-AM, WHKZ-FM, WNOK-FM, WSCQ-FM, WVOC-AM	29.2 %	25.2 %	42.4 %
Black/Urban	13 (1)	127 (2)	140 (3)	23.9 %	23.4 %	Clear Channel WARQ-FM, WMFX-FM, WOIC-AM, WWDM-FM	32.5 %	32.1 %	32.2 %
CHR	0 (0)	56 (1)	56 (1)	9.5 %	9.6 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	80 (3)	80 (3)	13.6 %	15.8 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	35 (2)	0 (0)	35 (2)	6.0 %	7.4 %				
Oldies	0 (0)	38 (1)	38 (1)	6.5 %	8.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	6 (1)	42 (2)	48 (3)	8.2 %	7.6 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	7 (1)	0 (0)	7 (1)	1.2 %	1.4 %				
Standards	0 (0)	34 (1)	34 (1)	5.8 %	6.0 %				
Totals	61 (5)	526 (14)	587 (19)				75.4 %	73.8 %	94.1 %

AM Stations

WCOS	1400	1 kw	Sports	CNN	\$<20.00	Allied	Capstar
WISW	1320	5 kw/2.5 kw (DA-N)	News	AP	\$ NA	Christal	Bloomington
WOIC	1230	1 kw	Black Oldies	AURN, ABC	\$<20.00	Katz	Clear Channel
WVOC	560	5 kw (DA-N)	News/Talk	Westwd	\$32.00	—	Capstar

FM Stations

WARQ	93.5	2.8 kw @ 443	New Rock		\$24.00	Banner	Clear Channel
WCOS	97.5	100 kw @ 983	Country	ABC	\$74.00	Mc-Guild	Capstar
WFMV	95.3	3 kw @ 328	Gospel	Westwd	\$21.00	D&R	S. Congaree
WHKZ	96.7	3.3 kw @ 443	Country		\$25.00	Mc-Guild	Capstar
WLXC	98.5	6 kw @ 328	Black		\$ NA	K&P	Lexington
WMFX	102.3	6 kw @ 328	AOR/Classic AOR		\$37.00	Katz	Clear Channel
WNOK	104.7	100 kw @ 1004	CHR	ABC	\$48.00	Mc-Guild	Capstar
WOMG	103.1	3 kw @ 300	Oldies		\$28.00	Christal	Bloomington
WSCQ	100.1	5.9 kw @ 330	Standards/EZ	CBS	\$22.00	Eastman	Capstar
WTCB	106.7	100 kw @ 787	AC		\$62.00	Christal	Bloomington
WWDM	101.3	100 kw @ 1322	Black	ABC, Westwd	\$77.00	Banner	Clear Channel
							Sumter

Notes: 4/97 WOIC/WMFX-F sold to Clear Channel for \$5,500,000 . . . 4/97 WNOK-F sold to Capstar for \$9,300,000

Jim Duncan

Comments: WWDM-F experienced its fourth consecutive decrease but it still leads the market by a wide margin . . . Listening levels remain steady . . . WMFX-F enjoyed its highest share in about three years

COLUMBUS, GA

Arbitron Rank: 164 Pop (12+)	209,500	Stations:	16 / 14	Last Year's Revenue:	\$9,000,000
MSA Rank:	167	Diaries:	646/324:1/42.3%	Household Income:	\$30,568
MSA Pop:	279,000	Sample Target:	640	Retail Dollars:	\$2.5 Bil.
DMA:	125	% Below Line:	2.7	#1 Billing:	WFXE-F \$1,500,000
Average Persons Rating:	14.4	% Not Listed:	7.9	#1 Billing Portfolio:	
Market TSL In Hours:	20.00	Pop per Station:	14,964	WVRK/WGSY-F, etc.	\$3,590,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WFXE-F	B	58 / 19.2	17.0	15.7	19.4	581 / 27.7	29.7	24.5	67 / 715	C	WFXE-F
2	WGSY-F	AC	31 / 10.3	11.1	8.3	8.3	515 / 24.6	20.7	21.8	50 / 728	C	WGSY-F
3	WAGH-F	B/AC	30 / 9.9	6.8	10.6	11.5	418 / 19.9	18.8	20.3	33 / 502	C	WAGH-F
4	WKCN-F	C	29 / 9.6	8.0	10.0	11.8	372 / 17.8	18.7	19.1	45 / 624	C	WKCN-F
5	WCGQ-F	AC/CHR	28 / 9.3	6.2	6.5	4.1	444 / 21.2	17.5	14.3	54 / 857	B	WCGQ-F
6	WVRK-F	AOR	25 / 8.3	9.6	10.6	12.4	347 / 16.6	17.0	22.3	55 / 773	C	WVRK-F
7	WRCG	T	21 / 7.0	5.3	4.4	5.4	225 / 10.7	12.0	10.2	23 / 266	B	WRCG
8	WSTH-F	C	16 / 5.3	6.8	5.3	4.5	284 / 13.5	14.5	11.9	52 / 917	B	WSTH-F
9	WOKS	B/O	13 / 4.3	5.6	5.9	4.1	187 / 8.9	11.9	11.5	14 / 199	A	WOKS
10	WEAM	G	8 / 2.7	4.6	5.3	2.5	92 / 4.4	7.1	7.9	8 / 98	A	WEAM

12+ FM Share (Metro): 83.45 % (232 of 278) (Spring 96: 79.41 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFXE-F >>	1 WFXE-F >>	1 WFXE-F >	1 WFXE-F	1 WFXE-F	1 WGSY-F	1 WFXE-F	1 WFXE-F	1 WFXE-F >	1 WFXE-F >>	1 WFXE-F >>
2 WCGQ-F	2 WCGQ-F	2 WAGH-F <	2 WAGH-F	2 WAGH-F	2 WAGH-F <	2 WAGH-F	2 WGSY-F <	2 WCGQ-F	2 WKCN-F <	2 WAGH-F
WVRK-F >	3 WKCN-F	3 WKCN-F <	3 WKCN-F	3 WKCN-F	3 WRCG	3 WKCN-F <	3 WRCG <	3 WKCN-F <	3 WAGH-F	3 WKCN-F >
4 WVRK-F	4 WCGQ-F	4 WVRK-F	4 WVRK-F	4 WVRK-F	4 WFXE-F <	4 WGSY-F <	4 WCGQ-F >	4 WVRK-F	4 WVRK-F	
5 WAGH-F	WVRK-F	5 WGSY-F <	5 WGSY-F	5 WKCN-F	5 WKCN-F	5 WVRK-F	5 WAGH-F <	5 WGSY-F	5 WSTH-F <	
		6 WCGQ-F >>	6 WCGQ-F >	6 WSTH-F <		6 WVRK-F <		6 WCGQ-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 WFXE-F >>	1 WFXE-F >>	1 WFXE-F >	1 WFXE-F >	1 WFXE-F	1 WFXE-F	1 WFXE-F >>	1 WFXE-F >>	1 WFXE-F >	1 WFXE-F <
2 WCGQ-F >>	2 WCGQ-F	2 WAGH-F	2 WAGH-F	WAGH-F <	2 WCGQ-F	2 WKCN-F	2 WKCN-F	2 WVRK-F	2 WVRK-F
	3 WAGH-F >	3 WCGQ-F	3 WGSY-F	3 WKCN-F <	3 WGSY-F	3 WCGQ-F	3 WVRK-F >>	3 WCGQ-F	3 WAGH-F
	4 WVRK-F	4 WKCN-F	4 WCGQ-F	4 WGSY-F >	4 WVRK-F	WVRK-F >		WKCN-F	4 WKCN-F
	WKCN-F	5 WVRK-F	WKN-F >		WKCN-F >			5 WAGH-F >	5 WRCG
		WGSY-F >>						6 WCGQ-F >	6 WCGQ-F >

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	59 (2)	59 (2)	21.2 %	19.3 %
AOR/Classic/NR	0 (0)	25 (1)	25 (1)	9.0 %	10.7 %
Black/Urban	13 (1)	96 (4)	109 (5)	39.2 %	35.9 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	45 (2)	45 (2)	16.2 %	16.6 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	3 (1)	3 (1)	1.1 %	1.4 %
News/Talk	21 (1)	0 (0)	21 (1)	7.6 %	5.9 %
Oldies	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	10 (2)	4 (1)	14 (3)	5.0 %	9.3 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	2 (1)	0 (0)	2 (1)	0.7 %	1.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	46 (5)	232 (11)	278 (16)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WDAK	SPRTS*	540	Columbus	0.7	2.7	2	94
WKZJ-F	B/AC	95.7	Greenville, GA	1.0	3.6	10	141
WPNX	G	1460	Phenix City, AL	0.7	2.1	3	73
WVFJ-F	REL	93.3	Manchester, GA	1.3	5.5	18	377

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WJZF-F	J	104.1	La Grange	1.0	1.5	7	123
WZHT-F	B	105.7	Troy, AL	1.7	6.2	12	270

COLUMBUS, GA

Consolidation Report	12+	25-54	Revenue
Local, pend. WAGH-FM, WGSY-FM, WPNX-AM, WVRK-FM	29.2 %	34.5 %	39.9 %
McClure WCGQ-FM, WKN-FM, WRCG-AM	25.9 %	25.6 %	28.9 %
	55.1 %	60.1 %	68.8 %

AM Stations

WEAM	1580	2.3 kw/1 kw (DA-N)	Gospel	USA	\$<20.00	--	GHB
WOKS	1340	1 kw	Black Oldies	AURN	\$ NA	Katz	Davis
WRCG	1420	5 kw (DA-N)	Talk	CBS, ABC, Westwd	\$<20.00	Christal	McClure

FM Stations

WAGH	98.3	6 kw @ 328	Black AC	ABC	\$25.00	Allied		Fl. Mitchell, AL
WCGQ	107.3	100 kw @ 1010	AC/CHR	ABC	\$20.00	Christal	McClure	
WFXE	104.9	6 kw @ 289	Black	ABC	\$38.00	Katz	Davis	
WGSY	100.1	6 kw @ 328	AC		\$30.00	Allied	WVRK/WPNX	Phenix City, AL
WKN	99.3	50 kw @ 492	Country		\$32.00	D&R	McClure	Lumpkin, GA
WSTH	106.1	85 kw @ 1047	Country	ABC, Westwd	\$26.00	Katz		Alexander City, AL
WVRK	102.9	100 kw @ 1521	AOR	ABC, Westwd	\$35.00	Mc-Guild	WPNX/WGSY	

Notes: *WDAK was cited by Arbitron for engaging in "... activity(ies) with Rating Bias or Distortion Potential" and placed "below the line" ... 7/97 WAGH-F sold to WPNX/WGSY-F/WVRK-F (price NA)

Jim Duncan

Comments: WCGQ-F rose dramatically to its highest share level in many years ... Listening levels dropped by 1.8 rating points versus a year ago

COLUMBUS, OH

Arbitron Rank: 32	Pop (12+): 1,237,600	Stations: 27 / 26	Last Year's Revenue: \$63,500,000
MSA Rank: 38		Diaries: 2,539/487:1/57.1%	Household Income: \$44,677
MSA Pop: 1,460,000		Sample Target: 2,440	Retail Dollars: \$18.1 Bil.
DMA: 34		% Below Line: 1.1	#1 Biller: WSNY-F \$9,400,000
Average Persons Rating: 14.6		% Not Listed: 12.1	#1 Billing Portfolio: Jacor \$21,900,000
Market TSL In Hours: 19.50		Pop per Station: 47,600	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WCOL-F	C	181 / 10.0	9.7	8.0	7.0	8.1	8.7	2107 / 17.0	16.7	17.2	215 / 2512	H	WCOL-F
2	WNCI-F	CHR	158 / 8.8	9.5	9.0	11.3	7.7	9.6	3229 / 26.1	25.4	22.8	202 / 4229	H	WNCI-F
3	WSNY-F	AC	147 / 8.1	8.2	7.9	7.3	8.5	7.9	2480 / 20.0	18.2	19.3	162 / 2805	H	WSNY-F
4	WTVN	FS/T	124 / 6.9	7.3	7.9	8.3	7.2	7.6	2006 / 16.2	18.1	15.8	146 / 2562	H	WTVN
5	WLWQ-F	AOR/CL	103 / 5.7	5.4	5.2	6.8	7.0	5.8	1692 / 13.7	13.6	15.7	116 / 1968	H	WLWQ-F
6	WBZX-F	AOR	95 / 5.3	4.3	5.4	5.9	7.1	5.2	1885 / 15.2	15.6	18.4	132 / 2603	G	WBZX-F
7	WBNS-F	O	93 / 5.2	4.4	5.3	5.4	5.9	5.1	1685 / 13.6	14.5	15.2	109 / 2052	F	WBNS-F
8	WJZA-F	B	91 / 5.0	5.4	5.1	6.1	5.1	5.4	1220 / 9.9	9.8	8.4	91 / 1229	A	WJZA-F
9	WHOK-F	C	72 / 4.0	4.5	3.8	4.0	3.9	4.1	1390 / 11.2	10.8	10.9	128 / 2160	D	WHOK-F
10	WZAZ-F	AOR-P	65 / 3.6	3.1	1.8	2.2	2.4	2.7	1307 / 10.6	6.8	8.1	65 / 1322		WZAZ-F
11	WMNI	ST	58 / 3.2	2.6	1.1	1.1	1.6	2.0	768 / 6.2	2.7	3.9	58 / 790	A	WMNI
12	WCLT-F	C	47 / 2.6	2.0	1.8	1.8	1.9	2.1	642 / 5.2	4.0	4.4	92 / 1302	B	WCLT-F
13	WVVO	BIAC	39 / 2.2	1.5	1.3	1.5	1.2	1.6	453 / 3.7	3.5	3.4	39 / 453	B	WVVO
	WWCO-F	AOR-NR	39 / 2.2	2.2	3.1	2.5	3.0	2.5	1010 / 8.2	9.8	9.1	39 / 1032	C	WWCO-F
15	WZJZ-F	J	35 / 1.9	1.6	1.5	1.4	1.7	1.6	509 / 4.1	4.2	5.5	37 / 541		WZJZ-F
16	WCKX-F	B	34 / 1.9	2.2	2.4	2.0	1.4	2.1	859 / 6.9	7.1	5.1	35 / 878	C	WCKX-F
17	WBNS	SPRYS	31 / 1.7	1.5	2.7	1.2	1.4	1.8	634 / 5.1	9.8	5.0	33 / 673	C	WBNS
18	WAZU-F	AOR-NR	30 / 1.7	1.3	1.0	1.2	1.2	1.3	513 / 4.1	4.2	3.8	35 / 581		WAZU-F
19	WLVR-F	SAC	27 / 1.5	2.0	3.0	2.7	2.5	2.3	514 / 4.2	5.2	4.9	29 / 545	B	WLVR-F
20	WSMZ-F	B	21 / 1.2	1.1	1.0	0.6	0.7	1.0	354 / 2.9	2.8	1.8	21 / 360		WSMZ-F

12+ FM Share (Metro): 81.26 % (1288 of 1585) (Spring 96: 82.71 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WNCI-F >	1 WNCI-F <	1 WCOL-F <	1 WSNY-F <	1 WSNY-F <	1 WTVN <	1 WTVN <	1 WCOL-F	1 WCOL-F <	1 WNCI-F	1 WTVN >
2 WJZA-F	2 WCOL-F	2 WNCI-F <	2 WCOL-F	2 WCOL-F	2 WCOL-F <	2 WCOL-F	2 WSNY-F	2 WNCI-F	2 WJZA-F	2 WCOL-F >
3 WCKX-F >	3 WBZX-F	3 WSNY-F	3 WLWQ-F	3 WNCI-F <	3 WSNY-F	3 WSNY-F <	3 WTVN <	3 WSNY-F	3 WSNY-F <	
	4 WLWQ-F <	4 WLWQ-F	WNCI-F	4 WLWQ-F >	4 WBNS-F	4 WNCI-F	4 WNCI-F	4 WLWQ-F <	4 WCOL-F >	
	5 WZAZ-F	5 WBZX-F	5 WBZX-F	5 WBNS-F <	5 WNCI-F <	5 WBZX-F <	5 WLWQ-F <	5 WJZA-F <	5 WBZX-F <	
	6 WSNY-F >	6 WJZA-F	6 WBNS-F <	6 WBZX-F <	6 WMNI <	6 WLWQ-F >	6 WBNS-F	6 WBNS-F	6 WCKX-F <	
	7 WJZA-F		7 WJZA-F	7 WTVN					7 WBNS-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 WNCI-F >	1 WNCI-F <	1 WCOL-F	1 WNCI-F <	1 WSNY-F	1 WBZX-F	1 WBZX-F	1 WBZX-F	1 WLWQ-F	1 WLWQ-F
2 WCOL-F >	2 WCOL-F >	2 WNCI-F <	2 WSNY-F <	2 WCOL-F <	2 WNCI-F <	2 WLWQ-F	2 WLWQ-F	2 WBZX-F <	2 WCOL-F
3 WZAZ-F >	3 WSNY-F >	3 WSNY-F >	3 WCOL-F >>	3 WNCI-F >>	3 WLWQ-F	3 WZAZ-F	3 WZAZ-F	3 WCOL-F	3 WBZX-F <
4 WJZA-F	4 WZAZ-F <	4 WLWQ-F	4 WJZA-F	4 WBNS-F <	4 WZAZ-F	4 WNCI-F <	4 WCOL-F	4 WNCI-F <	4 WSNY-F
	5 WJZA-F	5 WJZA-F	5 WLWQ-F <	5 WLWQ-F <	5 WCOL-F	5 WCOL-F >	5 WNCI-F <	5 WSNY-F	5 WTVN <
	6 WLWQ-F <	6 WZAZ-F	6 WBNS-F	6 WHOK-F	6 WAZU-F	6 WWCD-F	6 WWCD-F	6 WZAZ-F <	6 WBNS-F
			WHOK-F	WJZA-F <		WAZU-F		7 WJZA-F <	7 WNCI-F
								8 WBNS-F <	WJZA-F

Other Rated Stations				Metro	Cume	TSA	Other Rated Stations--Outside Market				Metro	Cume	TSA	
				Share	Rating	AQH	Share	Rating	AQH	Share	Rating	AQH	Cume	
WFIL	T	1230	Columbus	0.8	2.8	15	WLW	FS/T	700	Cincinnati	1.1	3.5	45	785
WHOK-F	C	105.7	Marysville	0.9	2.5	17								
WNKO-F	AC	101.7	Newark	0.6	1.8	10								
WQIO-F	CHR	93.7	Mt. Vernon	0.7	2.9	29								
WRFD	REL	880	Worthington	0.6	1.7	14								
WSWZ-F	O	103.5	Lancaster	0.7	2.5	14								

COLUMBUS, OH

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	157 (2)	157 (2)	9.9 %	10.1 %	Blue Chip, pend. WCKX-FM, WJZA-FM	6.9 %	5.5 %	2.2 %
AOR/Classic/NR	0 (0)	332 (5)	332 (5)	20.9 %	16.0 %	Jacor	22.8 %	23.0 %	34.1 %
Black/Urban	39 (1)	146 (3)	185 (4)	11.7 %	11.6 %	WAZU-FM, WHOK-FM, WHQK-FM, WLOH-AM, WLVQ-FM, WTVN-AM, WZAZ-FM			
CHR	0 (0)	170 (2)	170 (2)	10.7 %	11.0 %	Local, pend. WSWZ-FM, WZJZ-FM	2.6 %	2.7 %	0.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Nationwide	19.6 %	19.3 %	27.0 %
Country	0 (0)	316 (4)	316 (4)	19.9 %	20.3 %	WCOL-FM, WFII-AM, WNCI-FM			
Full Service	144 (2)	0 (0)	144 (2)	9.1 %	10.3 %		51.9 %	50.5 %	63.9 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	35 (1)	35 (1)	2.2 %	1.8 %				
News/Talk	15 (1)	0 (0)	15 (1)	0.9 %	1.5 %				
Oldies	0 (0)	105 (2)	105 (2)	6.6 %	9.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	10 (1)	0 (0)	10 (1)	0.6 %	1.1 %				
Soft AC/EZ	0 (0)	27 (1)	27 (1)	1.7 %	3.5 %				
Sports	31 (1)	0 (0)	31 (1)	2.0 %	3.1 %				
Standards	58 (1)	0 (0)	58 (1)	3.7 %	0.0 %				
Totals	297 (7)	1288 (20)	1585 (27)						

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	City
WBNS	1460	5 kw/1 kw (DA-N)	Sports	AP, CBS	\$28.00	Banner	Columbus Dispatch
WFII	1230	1 kw	Talk	AP, Westwd, CNN	\$29.00	Mc-Guild	Nationwide
WMNI	920	1 kw/500 w (DA-2)	Standards	Westwd	\$25.00	Sentry	
WRFD	880	5 kw (DA, Days)	Religion	SRN	\$19.00	Salem	Salem
WTVN	610	5 kw (DA-N)	Full Service/Talk	ABC	\$149.00	Katz	Jacor
WVKO	1580	1 kw/250 w (DA-2)	Black AC	Westwd, AURN	\$31.00	Mc-Guild	Saga

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	City
WAZU	107.1	3 kw @ 328	AOR-New Rock	\$ NA	Katz	Jacor	Circleville
WBNS	97.1	20.5 kw @ 780	Oldies	CBS	\$80.00	Banner	Columbus Dispatch
WBZX	99.7	20.2 kw @ 783	AOR	\$97.00	Sentry	WMNI	
WCKX	106.3	6 kw @ 328	Black	AURN	\$36.00	D&R	Blue Chip
WCLT	100.3	50 kw @ 388	Country	Westwd	\$30.00	---	Newark
WCOL	92.3	21.9 kw @ 753	Country	\$140.00	Allied	Nationwide	
WHOK	95.5	21 kw @ 761	Country	AP, ABC	\$60.00	Christal	Jacor
WHQK	105.7	2.5 kw @ 512	Country	ABC	\$ NA	---	Jacor
WJZA	107.5	1.9 kw @ 413	Black	\$ NA	---	---	
WLVQ	96.3	18 kw @ 753	AOR/Classic AOR	\$165.00	Katz	Jacor	
WLYR	107.9	6 kw @ 285	Soft AC	\$23.00	---	Associated	Delaware
WNCI	97.9	175 kw @ 560	CHR	AP	\$171.00	Mc-Guild	Nationwide
WSMZ	103.1	1.6 kw @ 443	Black	ABC	\$ NA	---	Johnstown
WSNY	94.7	22.3 @ 753	AC	\$175.00	Mc-Guild	Saga	
WWCD	101.1	6 kw @ 328	AOR-New Rock	\$39.00	Rostin		Grove City
WZAZ	98.9	0.58 kw @ 753	Prog. AOR	\$44.00	Katz	Jacor	Upper Arlington
WZJZ	104.3	3.4 kw @ 435	Jazz	\$ NA	---	---	Richwood

Notes: 1/97 WAKS-F changed from Classic Hits to Country as WHQK-FM; at the same time, WAHC-F changed from Classic Hits to AOR-New Rock as WAZU-F ("The Big Wazoo") and WLLD-F changed from Country to Progressive AOR as WZAZ-F ("Channel Z") . . . 3/97 WCOL (AM) changed calls to WFII; remains Talk . . . 4/97 WCEZ-F changed calls to WLYR ("Lite Rock 107.9") . . . 5/97 WHQK-F began simulcasting WHOK-F . . . 5/97 WJZA-F was sold to Blue Chip for \$4,500,000 (Crisler) . . . 6/97 WJZA-F changed from Black to Black AC . . . 7/97 WSWZ-F (103.5; Lancaster) sold to WZJZ-F for \$1,700,000

Jim Duncan

Comments: WCOL-F rose into double figures and its highest share ever . . . WMNI is growing nicely with its Standards format . . . WZAZ-F is showing good growth

CORPUS CHRISTI

Arbitron Rank: 126 Pop (12+): 308,400	Stations: 24 / 24	Last Year's Revenue: \$10,000,000
MSA Rank: 126	Diarles: 1,202/257:1/45.4%	Household Income: \$35,970
MSA Pop: 393,000	Sample Target: 1,050	Retail Dollars: \$3.4 Bil.
DMA: 128	% Below Line: 0.0	#1 Biller: KRYS-AF \$1,800,000
Average Persons Rating: 16.3	% Not Listed: 12.9	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 12.850	Capstar \$3,620,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KZFM-F	CHR	57 / 11.3	13.0	11.4	9.1	825 / 26.7	25.0	23.4	81 / 1173	C	KZFM-F
2	KRYS-AF	C	53 / 10.5	8.7	10.7	11.6	670 / 21.7	23.6	27.1	80 / 1031	C	KRYS-AF
3	KSAB-F	SP	43 / 8.5	10.8	9.3	7.1	588 / 19.1	22.0	19.7	72 / 856	C	KSAB-F
4	KNCN-F	AOR	33 / 6.6	4.3	6.1	4.9	544 / 17.6	14.2	16.6	47 / 783	B	KNCN-F
5	KMXR-F	AC	30 / 6.0	4.9	7.0	5.7	418 / 13.6	13.1	17.3	33 / 525	B	KMXR-F
	KOUL-F	C	30 / 6.0	5.7	9.9	9.3	481 / 15.6	18.3	23.2	50 / 748	C	KOUL-F
7	KLTG-F	O	25 / 5.0	6.1	4.9	5.1	352 / 11.4	14.4	14.4	31 / 469	B	KLTG-F
	KKBA-F	SAC	25 / 5.0	4.9	2.1		388 / 12.6	11.9	5.7	29 / 429		KKBA-F
9	KUNO	SP	23 / 4.6	3.5	2.3	5.1	211 / 6.8	7.3	5.5	23 / 219	A	KUNO
10	KRAD-F	AOR	22 / 4.4	3.5	3.0	3.9	366 / 11.9	11.5	11.4	22 / 410	A	KRAD-F
11	KEYS	N/T	19 / 3.8	4.5	3.8	4.1	256 / 8.3	8.7	8.0	19 / 275	A	KEYS
12	KXCC-F	CL AOR	14 / 2.8	2.4	1.7	3.3	281 / 9.1	7.1	6.9	15 / 324		KXCC-F
13	KFTX-F	C	13 / 2.6	3.3	1.9	1.2	161 / 5.2	7.1	3.9	14 / 229	A	KFTX-F
14	KLHB-F	SP	11 / 2.2	2.8	1.3	1.2	204 / 6.6	6.3	4.7	11 / 237		KLHB-F

12+ FM Share (Metro): 86.76 % (380 of 438) (Spring 96: 86.38 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KZFM-F >>	1 KZFM-F	1 KRYS-AF	1 KRYS-AF >	1 KRYS-AF	1 KRYS-AF	1 KRYS-AF <	1 KRYS-AF	1 KZFM-F	1 KZFM-F >	1 KZFM-F
2 KRAD-F	2 KNCN-F <	2 KZFM-F	2 KSAB-F <	2 KSAB-F	2 KSAB-F	2 KZFM-F >	2 KZFM-F	KRYS-AF	2 KSAB-F <	2 KKBA-F
	3 KRYS-AF	3 KSAB-F <	3 KMXR-F	3 KMXR-F	3 KUNO <	3 KSAB-F	3 KMXR-F	3 KSAB-F	3 KNCN-F >	3 KNCN-F
	4 KRAD-F	4 KNCN-F	KZFM-F	KZFM-F	4 KLTG-F	4 KOUL-F <	4 KKBA-F <	4 KNCN-F	4 KUNO	KRYS-AF
	5 KMXR-F	KMXR-F	5 KKBA-F	5 KKBA-F	5 KKBA-F	5 KUNO <	5 KSAB-F	5 KMXR-F	KRYS-AF	
	KOUL-F	6 KKBA-F	KNCN-F	KNCN-F	6 KEYS <	6 KNCN-F <	6 KOUL-F <	6 KLTG-F <	KRAD-F <	
	KSAB-F >	KOUL-F		7 KLTG-F	7 KMXR-F	7 KLTG-F	7 KNCN-F <	7 KOUL-F <	7 KOUL-F <	
				KOUL-F >	KOUL-F	KMXR-F <	8 KLTG-F	8 KKBA-F <	8 KMXR-F	
							KEYS			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KZFM-F >>	1 KZFM-F >	1 KZFM-F	1 KZFM-F	1 KRYS-AF <	1 KZFM-F	1 KNCN-F >	1 KNCN-F	1 KRYS-AF <	1 KRYS-AF
2 KNCN-F	2 KRYS-AF	2 KRYS-AF	2 KRYS-AF <	2 KMXR-F <	2 KNCN-F >	2 KZFM-F	2 KRYS-AF	2 KNCN-F	2 KSAB-F
	KMXR-F	3 KMXR-F	3 KMXR-F	3 KZFM-F <	3 KRAD-F >	3 KRAD-F	3 KRAD-F	3 KSAB-F	3 KNCN-F >
	KOUL-F	4 KOUL-F	4 KKBA-F	4 KKBA-F	4 KSAB-F	KRYS-AF	4 KMXR-F	4 KZFM-F >	4 KLTG-F
	KRAD-F	5 KSAB-F	5 KKBA-F	5 KSAB-F <	KRYS-AF >>	5 KSAB-F >	KSAB-F	5 KXCC-F	KXCC-F
	KRYS-AF >>	6 KKBA-F	KSAB-F	6 KOUL-F >		6 KMXR-F	6 KOUL-F	KRAD-F	6 KMXR-F
		KNCN-F		7 KLTG-F >		KOUL-F >	KZFM-F		KZFM-F

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Capstar	23.1 %	27.8 %	36.2 %	KAHX-F	CHR	107.3	Ingleside 0.8 4.3 6 149
KMXR-FM, KRYS-AF, KNCN-FM				KBSO-F	SP	94.7	Corpus Christi 1.2 3.7 6 135
Davilla	11.4 %	12.2 %	5.0 %	KCCT	SP	1150	Corpus Christi 0.8 2.3 5 123
KFLZ-FM, KBSO-FM, KCCT-AM				KCTA	REL	1030	Corpus Christi 0.6 1.7 6 77
Local - 1	17.7 %	14.7 %	17.9 %	KDAE	ST	1590	Sinton 0.8 1.6 12 82
KEYS-AM, KFTX-FM, KZFM-FM				KMIQ-F	SP	105.1	Robstown 1.4 4.4 8 163
Local - 2	16.8 %	17.0 %	25.5 %	KNDA-F	SP	102.9	Alice 1.2 4.3 8 221
KDAE-AM, KCTA-AM, KOUL-FM, KRAD-FM, KLTG-FM				KSIX	EZ	1230	Corpus Christi 0.6 2.7 3 109
Local - 3	3.6 %	4.7 %	%	KZTX-F	AOR-NR	106.1	Refugio 0.8 2.4 5 92
KZTX-FM, KXCC-FM							
	72.6 %	76.4 %	84.6 %				

CORPUS CHRISTI

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	30 (1)	30 (1)	6.8 %	5.6 %
AOR/Classic/NR	0 (0)	73 (4)	73 (4)	16.7 %	11.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	61 (2)	61 (2)	13.9 %	15.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	2 (1)	93 (3)	95 (4)	21.7 %	20.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	27 (2)	73 (5)	100 (7)	22.8 %	25.9 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	19 (1)	0 (0)	19 (1)	4.3 %	5.2 %
Oldies	0 (0)	25 (1)	25 (1)	5.7 %	7.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.7 %	1.2 %
Soft AC/EZ	3 (1)	25 (1)	28 (2)	6.4 %	6.6 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	4 (1)	0 (0)	4 (1)	0.9 %	1.2 %
Totals	58 (7)	380 (17)	438 (24)		

AM Stations

KEYS	1440	1 kw (DA-N)	News/Talk	CNN, ABC, BNN	\$<20.00	Banner	KKBA-F/KZFM-F
KRYS	1360	1 kw	See KRYS-F				
KUNO	1400	1 kw	Hispanic		\$<20.00	Katz	Hefel

FM Stations

KFTX	97.5	97 kw @ 954	Country		\$15.00	D&R	KXCC-F	Kingsville
KKBA	92.7	12.5 kw @ 868	Soft AC		\$ NA	Katz	KEYS/KZFM-F	Kingsville
KLHB	98.3	11 kw @ 321	Hispanic		\$ NA	---		Odem
KLTG	96.5	100 kw @ 955	Oldies		\$<20.00	Mc-Guild	KOUL	
KMXR	93.9	100 kw @ 840	AC		\$21.00	K&P	Capstar	
KNCN	101.3	100 kw @ 361	AOR		\$24.00	D&R	Capstar	Sinton
KOUL	103.7	100 kw @ 947	Country	AP	\$34.00	Mc-Guild		Sinton
KRAD	105.5	1.9 kw @ 354	AOR		\$<20.00	Mc-Guild	KOUL	Portland
KRYS	99.1	100 kw @ 932	Country	ABC	\$47.00	Banner	Capstar	
KSAB	99.9	100 kw @ 955	Hispanic		\$25.00	Katz Hisp.	Hefel	Robstown
KXCC	102.3	50 kw @ 371	Classic AOR	ABC	\$ NA	Allied	KZTX-F	Rockport
KZFM	95.5	100 kw @ 994	CHR		\$31.00	Banner	KEYS/KKBA-F	

Notes: 4/97 KRYS-AF/KMXR-F/KNCN-F sold by Gulfstar to Capstar

DALLAS-F.T. WORTH

Arbitron Rank: 7 Pop (12+): 3,621,500
MSA Rank: 11-Dallas 33-Ft. Worth
MSA Pop: 4,590,000
DMA: 8
Average Persons Rating: 17.1
Market TSL in Hours: 22.50

Stations: 36 / 36
Diarles: 4,352/832:1/49.8%
Sample Target: 4,120
% Below Line: 0.0
% Not Listed: 8.5
Pop per Station: 100,597

Last Year's Revenue: \$218,000,000
Household Income: \$46,261
Retail Dollars: \$46.0 Bil.
#1 Biller: KVIL-F \$29,800,000
#1 Billing Portfolio: Westinghouse \$83,900,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KKDA-F	443 / 7.1	6.7	6.2	6.3	5.7	6.6	4579 / 12.6	12.0	10.7	502 / 5526	I	KKDA-F
2	KHKS-F	432 / 7.0	6.8	6.1	5.9	6.2	6.4	7339 / 20.3	18.4	18.7	457 / 8043	I	KHKS-F
3	KSCS-F	351 / 5.7	5.8	4.9	4.9	6.2	5.3	5359 / 14.8	13.8	15.3	395 / 6247	J	KSCS-F
4	KVIL-F	AC/FS	326 / 5.3	6.0	6.0	4.7	5.2	5510 / 14.4	16.9	13.8	337 / 5500	K	KVIL-F
5	WBAP	FS/T	267 / 4.3	4.4	4.9	5.4	4.9	4032 / 11.1	12.8	12.1	384 / 5826	J	WBAP
6	KLUV-F	O	259 / 4.2	3.6	3.6	4.2	3.4	4388 / 12.1	13.0	12.2	303 / 5074	I	KLUV-F
7	KPLX-F	C	256 / 4.1	3.2	4.0	3.8	4.3	3511 / 9.7	10.0	11.6	273 / 4142	I	KPLX-F
8	KDMX-F	AC/CHR	255 / 4.1	3.5	3.7	3.3	3.9	4924 / 13.6	11.3	11.9	265 / 5148	H	KDMX-F
9	KZPS-F	CL AOR	234 / 3.8	2.0	3.0	2.5	2.6	3860 / 10.7	10.3	9.3	286 / 4615	G	KZPS-F
	KEGL-F	AOR	234 / 3.8	4.3	4.0	3.8	3.8	4521 / 12.5	12.6	11.6	256 / 5122	H	KEGL-F
11	KRLO	N	222 / 3.6	4.3	4.0	4.3	4.1	4583 / 12.7	13.4	14.8	260 / 5468	I	KRLO
12	KYNG-F	C	206 / 3.3	3.4	3.8	4.8	4.9	3432 / 9.5	10.6	12.1	225 / 3859	I	KYNG-F
13	KOAI-F	J	191 / 3.1	3.5	3.7	3.5	3.4	3048 / 8.4	8.5	9.9	200 / 3281	I	KOAI-F
14	KDGE-F	AOR-NR	186 / 3.0	2.5	2.5	3.1	3.2	4237 / 11.7	11.0	12.2	226 / 4881	G	KDGE-F
15	KTXX-F	AOR	182 / 2.9	2.8	2.7	2.7	2.8	3911 / 10.8	10.4	10.0	189 / 4196	G	KTXX-F
16	KRBV-F	B/AC	176 / 2.8	2.5	3.6	4.6	4.2	2467 / 6.8	8.2	8.8	191 / 2680	H	KRBV-F
	WRR-F	CL	176 / 2.8	2.9	2.8	2.7	2.2	2637 / 7.3	8.0	6.6	179 / 2731	D	WRR-F
18	KLTY-F	REL	167 / 2.7	3.2	2.5	3.3	2.9	2467 / 6.8	6.8	7.2	197 / 2875	F	KLTY-F
19	KBFB-F	SAC	108 / 1.7	2.3	2.1	2.7	2.2	2479 / 6.8	8.2	8.2	115 / 2746		KBFB-F
20	KTCK	SPRTS	106 / 1.7	2.0	2.4	1.8	2.3	1614 / 4.5	5.9	5.3	108 / 1648	D	KTCK
21	KKZN-F	AOR-P	102 / 1.6	0.9				1870 / 5.2			105 / 1929		KKZN-F
22	KAAM	ST	100 / 1.6	1.5	1.1	0.8	1.2	1162 / 3.2	2.7	3.2	117 / 1339		KAAM
23	KHCK-FF	SP	93 / 1.5	1.4	1.6	1.3	1.7	1363 / 3.8	3.5	3.8	102 / 1550	F	KHCK-FF
24	KESS	SP	90 / 1.5	2.0	2.2	1.8	1.7	1207 / 3.3	3.4	3.6	90 / 1217	F	KESS
25	KLIF	T	85 / 1.4	2.2	2.4	2.3	2.6	1772 / 4.9	6.9	6.8	102 / 2145	H	KLIF
26	KRVA-FF	SP	79 / 1.3	0.8	0.5	0.5	0.8	1013 / 2.8	2.0	1.6	81 / 1044		KRVA-FF
27	KKDA	B/O	75 / 1.2	1.0	1.1	1.3	1.0	990 / 2.7	2.8	2.6	78 / 1090		KKDA
28	KHVN	G	73 / 1.2	1.4	1.5	1.5	1.2	1029 / 2.8	2.9	2.7	73 / 1052		KHVN
	KRNB-F	B/AC	66 / 1.1	1.6	1.2			1345 / 3.7	3.5		80 / 1467		KRNB-F

12+ FM Share (Metro): 80.04 % (4544 of 5677) (Spring 96: 76.95 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKDA-F >	1 KHKS-F <	1 KHKS-F <	1 KSCS-F <	1 KVIL-F <	1 KVIL-F <	1 KHKS-F	1 KSCS-F <	1 KKDA-F <	1 KKDA-F >	1 KKDA-F >
2 KHKS-F >>	2 KHKS-F >	2 KKDA-F	2 KVIL-F	2 KSCS-F <	2 WBAP <	2 KKDA-F <	2 KHKS-F <	2 KHKS-F	2 KHKS-F >	2 KHKS-F <
	3 KDMX-F	3 KSCS-F <	KHKS-F <	3 KHKS-F <	3 KSCS-F	3 KSCS-F	3 KVIL-F <	3 KSCS-F <	3 KRBV-F	3 KRLO
	4 KEGL-F	4 KVIL-F	4 KZPS-F <	4 KZPS-F <	4 KLUV-F <	KEGL-F <	4 WBAP <	4 KVIL-F <	KVIL-F <	
	5 KDGE-F <	KDMX-F <	5 KDMX-F	5 KKDA-F	5 KRLO	5 KVIL-F	5 KKDA-F <	5 KDMX-F <	5 KRLO	
	6 KSCS-F <	6 KZPS-F	KKDA-F	KDMX-F <	6 KPLX-F <	6 WBAP	6 KDMX-F <	6 KLUV-F <		
	7 KTXX-F	7 KEGL-F	7 KLUV-F <	7 KLUV-F	7 WRR-F <	7 KPLX-F <	7 KPLX-F <	7 WBAP		
	8 KZPS-F		8 KEGL-F <	8 KPLX-F <	8 KOAI-F <	8 KZPS-F	KPLX-F <	9 KZPS-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 KHKS-F >	1 KHKS-F >	1 KHKS-F >	1 KHKS-F >	1 KVIL-F <	1 KKDA-F >	1 KKDA-F	1 KKDA-F	1 KKDA-F <	1 KZPS-F
2 KKDA-F >	2 KKDA-F <	2 KDMX-F	2 KVIL-F	2 KHKS-F	2 KEGL-F <	2 KEGL-F	2 KEGL-F	2 KZPS-F <	2 KSCS-F
3 KDMX-F <	3 KDMX-F	3 KKDA-F <	3 KDMX-F <	3 KSCS-F	3 KTXX-F	3 KTXX-F <	3 KZPS-F <	3 KEGL-F	KEGL-F <
4 KDGE-F	4 KSCS-F	4 KSCS-F	4 KKDA-F <	4 KDMX-F <	4 KDGE-F <	4 KDGE-F	4 KTCK	4 KSCS-F <	4 WBAP <
5 KYNG-F	5 KPLX-F <	5 KPLX-F	5 KSCS-F	5 KPLX-F <	5 KHKS-F >	5 KHKS-F <	5 KTXX-F	5 KTXX-F <	5 KKDA-F
6 KVIL-F <	6 KVIL-F	6 KVIL-F	6 KPLX-F	6 KLUV-F <	6 KDMX-F	6 KZPS-F	KDGE-F	6 KDMX-F <	6 KLUV-F <
7 KSCS-F <	7 KDGE-F <	KRBV-F	7 KLUV-F <	7 KKDA-F <	KRVA-FF	7 KDMX-F	7 KDMX-F <	7 KHKS-F <	7 KOAI-F <
8 KEGL-F			8 KRBV-F	8 KRBV-F	8 KPLX-F	KTCK	8 KHKS-F	8 KDGE-F	8 KVIL-F <
							9 KSCS-F	WBAP <	

DALLAS-FT. WORTH

Format Performance	AM	FM	Total	%	Fall 96	Other Rated Stations			Metro	Cume	TSA
						Share	Rating	AQH	Cume		
AC	0 (0)	255 (1)	255 (1)	4.5 %	4.1 %	KFJZ	SP	870 Ft. Worth	0.6	0.9	38 311
AOR/Classic/NR	0 (0)	938 (5)	938 (5)	16.5 %	15.8 %	KHYI-F	C	95.3 Howe	0.3	0.8	22 363
Black/Urban	75 (1)	685 (3)	760 (4)	13.4 %	13.2 %	KMRT	SP	1480 Dallas	0.7	1.6	43 584
CHR	0 (0)	432 (1)	432 (1)	7.6 %	6.6 %	KRVA	SP	1600 Cockrell Hill	0.5	1.8	34 656
Classical	0 (0)	176 (1)	176 (1)	3.1 %	3.1 %						
Country	0 (0)	833 (4)	833 (4)	14.7 %	13.9 %	Consolidation Report					
Full Service	267 (1)	326 (1)	593 (2)	10.4 %	12.0 %	Chancellor, pend.			13.8 %	13.2 %	11.6 %
Hispanic	205 (4)	174 (5)	379 (9)	6.7 %	7.0 %	KHKS-FM, KDGE-FM, KZPS-FM					
Jazz	0 (0)	191 (1)	191 (1)	3.4 %	4.0 %	HefTel			3.7 %	6.4 %	4.4 %
News/Talk	307 (2)	0 (0)	307 (2)	5.4 %	7.4 %	KMRT-FM, KESS-AM, KHCK-FM, KICI-FM, KMRT-AM					
Oldies	0 (0)	259 (1)	259 (1)	4.6 %	4.0 %	KKDA			9.4 %	7.2 %	5.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KKDA-FM, KKDA-AM, KRNB-FM					
Religion/Gospel	73 (1)	167 (1)	240 (2)	4.2 %	4.4 %	Nationwide			7.9 %	8.5 %	7.0 %
Soft AC/EZ	0 (0)	108 (1)	108 (1)	1.9 %	0.0 %	KDMX-FM, KEGL-FM					
Sports	106 (1)	0 (0)	106 (1)	1.9 %	2.6 %	Susquehanna			8.8 %	10.1 %	9.8 %
Standards	100 (1)	0 (0)	100 (1)	1.8 %	2.0 %	KTCK-AM, KPLX-FM, KLIF-AM, KKZN-FM					
Totals	1133 (11)	4544 (25)	5677 (36)			Westinghouse			23.5 %	25.5 %	38.5 %
						KOAI-FM, KOOO-AM, KRBV-FM, KRLD-AM, KHVN-AM, KVIL-FM, KYNG-FM, KLUV-FM			67.1 %	70.9 %	76.7 %

AM Stations

Station	Power	Time	Format	Advertiser	Agency	City	
KAAM	620	5 kw/4.5 kw (DA-2)	Standards	\$ NA	---	Plano	
KESS	1270	5 kw (DA-2)	Hispanic	\$65.00	Katz Hisp	HefTel	
KHVN	970	1 kw/0.27 kw	Gospel	ABC, Westwd	\$32.00	Mc-Guild	Westinghouse
KKDA	730	500 w (DA-N)	Black Oldies	AP	\$ NA	Christal	Grand Prairie
KLIF	570	5 kw (DA-2)	Talk	Westwd, ABC	\$148.00	Interep	Susquehanna
KRLD	1080	50 kw (DA-N)	News	CBS	\$175.00	CBS	Westinghouse
KTCK	1310	5 kw (DA-2)	Sports	1/1, WW1, ABC	\$60.00	Interep	Susquehanna
WBAP	820	50 kw	Full Service/Talk	ABC	\$270.00	Katz	ABC/Disney

FM Stations

Station	Power	Time	Format	Advertiser	Agency	City		
KBFB	97.9	100 kw @ 1611	Soft AC	CBS	\$114.00	Allied	SFX	
KDGE	94.5	100 kw @ 1896	AOR-New Rock		\$140.00	D&R	Chancellor, pend.	Gainesville
KDMX	102.9	100 kw @ 1348	AC/CHR		\$140.00	Allied	Nationwide	
KEGL	97.1	100 kw @ 1460	AOR		\$169.00	Christal	Nationwide	
KHCK	99.1	100 kw @ 1168	Hispanic		\$80.00	Caballero	HefTel	Denton
KHKS	106.1	100 kw @ 1590	CHR		\$240.00	D&R	Chancellor	Denton
KICI	107.9	100 kw @ 843	See KHCK-F					Corsicana
KKDA	104.5	100 kw @ 1590	Black	AP	\$200.00	Christal		
KKZN	93.3	50 kw @ 436	Prog. AOR		\$ NA	Eastman	Susquehanna	Haltom City
KLTY	94.1	100 kw @ 1590	Cont. Christian	AP	\$85.00	K&P		
KLUV	98.7	100 kw @ 1590	Oldies		\$221.00	Infinity	Westinghouse	
KOAI	107.5	25 kw @ 1657	Jazz		\$190.00	Infinity	Westinghouse	
KPLX	99.5	100 kw @ 1678	Country	AP	\$200.00	Mc-Guild	Susquehanna	
KRBV	100.3	89 kw @ 1280	Black AC/Oldies	ABC	\$177.00	Infinity	Westinghouse	
KRNB	105.7	100 kw @ 1672	Black AC		\$ NA	Christal	KKDA	Stephenville
KSCS	96.3	100 kw @ 1611	Country		\$300.00	Amcast	ABC/Disney	
KTXQ	102.1	100 kw @ 1447	AOR		\$130.00	CBS	SFX	
KVIL	103.7	100 kw @ 1570	AC/Full Service		\$485.00	Interep	Westinghouse	Highland Park
KYNG	105.3	100 kw @ 1560	Country	Westwd	\$260.00	CBS	Westinghouse	
KZPS	92.5	100 kw @ 1590	Classic AOR		\$115.00	D&R	Chancellor, pend.	
WRR	101.1	100 kw @ 1348	Classical	AP	\$74.00	Allied	City of Dallas	

DALLAS-FT. WORTH

Notes: * KKDA billings included with KKDA-F . . . 2/97 KTNO (1540; University Park) sold to John Douglas for \$2,300,000 . . . 4/97 KHKS-F sold by Gannett to Chancellor for \$90,000,000 . . . 4/97 KTNO changed from Hispanic Religion to ABC/Douglas' Personal Achievement Radio as KPAD . . . 6/97 KRRW-F changed calls to KBFB-F; remains Soft AC . . . 6/97 KINF (1440; Denton) sold by Heffel to Mortenson for \$650,000 . . . 6/97 KAHZ (1360; Ft. Worth) sold to Children's to Global for \$_____ (Star) . . . 6/97 KDGE-F/KZPS-F sold by Bonneville to Chancellor for \$83,500,000 (Star)

Jim Duncan

Comments: Susquehanna's new Dallas station, KKZN-F, has grown into viable status . . . KHKS-F crossed the seven-share threshold for the first time . . . WBAP had its third straight down book; it appears to be another station impacted by baseball's fading appeal . . . All three major Country FM's are down from year-ago levels . . . KOAI-F had its lowest 12+ share in more than three years; the same applies to both KRBV-F and KLIF

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies, Classic Hits
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - 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	

DAVENPORT-ROCK ISLAND-MOLINE

Arbitron Rank: 132 Pop (12+): 294,100	Stations: 21 / 17	Last Year's Revenue: \$12,600,000
MSA Rank: 137	Diaries: 1,172/251:1/56.4%	Household Income: \$39,354
MSA Pop: 359,000	Sample Target: 1,120	Retail Dollars: \$3.7 Bil.
DMA: 88	% Below Line: 3.8	#1 Biller: WLLR-F \$3,000,000
Average Persons Rating: 15.2	% Not Listed: 14.1	#1 Billing Portfolio: Dudley/Sconnix \$8,960,000
Market TSL In Hours: 20.25	Pop per Station: 17,300	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg.	Fall 96	Spq 96	Revenue Level
1	WLLR-F	C	53 / 11.8	12.4	14.5	16.1	721 / 24.5	22.7	23.5	E WLLR-F
2	KCQQ-F	CL AOR	52 / 11.6	10.6	11.6	11.4	700 / 23.8	24.4	22.2	D KCQQ-F
3	KUUL-F	O	39 / 8.7	7.7	8.5	9.2	638 / 21.7	18.5	18.3	C KUUL-F
4	WHTS-F	CHR	37 / 8.3	7.4	6.3	7.8	683 / 23.2	24.0	24.1	B WHTS-F
5	WOC	N/T	30 / 6.7	8.1	9.0	9.2	455 / 15.5	15.2	15.0	B WOC
6	WKBF	ST	27 / 6.0	7.2	0.2	0.9	262 / 8.9	9.5	1.1	WKBF
7	WXL-F	AOR	26 / 5.8	8.3	7.8	6.3	422 / 14.3	17.4	17.5	C WXL-F
8	KBOB-F	C	25 / 5.6	6.5	6.1	4.9	450 / 15.3	15.5	16.9	C KBOB-F
10	KMXG-F	AC	25 / 5.6	7.0	6.3	5.1	539 / 18.3	19.2	20.0	B KMXG-F
K	KORB-F	AOR	24 / 5.4	4.5	4.4	6.2	412 / 14.0	13.6	13.6	B KORB-F
11	KJOC	SPRTS	10 / 2.2	1.8	0.7	1.3	126 / 4.3	5.1	2.8	KJOC

12+ FM Share (Metro): 73.96 % (284 of 384) (Spring 96: 77.75 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WHTS-F >>	1 KCQQ-F	1 KCQQ-F >	1 KCQQ-F >	1 KCQQ-F >	1 WLLR-F	1 KCQQ-F	1 KCQQ-F <	1 WLLR-F <	1 WHTS-F >	1 WLLR-F <
2 KORB-F >>	2 WHTS-F	2 WLLR-F	2 WLLR-F	2 WLLR-F <	2 KUUL-F	2 WLLR-F	2 WLLR-F	2 KCQQ-F <	2 WLLR-F <	2 WOC
3 WLLR-F >	3 WLLR-F <	3 KUUL-F <	3 KUUL-F	3 KUUL-F >	3 WOC <	3 WOC	3 KUUL-F	3 WHTS-F	3 KCQQ-F <	KUUL-F
4 KORB-F	4 KORB-F	4 WXL-F <	4 WXL-F	4 KMXG-F <	4 WKBF <	4 KUUL-F	4 WOC	4 KUUL-F	4 KUUL-F	
5 WXL-F <	5 WHTS-F		KMXG-F	5 WXL-F <	5 KCQQ-F >	5 WHTS-F <	5 KMXG-F <	5 WKBF <	5 WXL-F	
6 KBOB-F	6 KMXG-F		6 WHTS-F	6 WHTS-F		6 KBOB-F	6 WKBF <	6 WXL-F	6 KORB-F	
			7 KBOB-F >	KBOB-F >		WKBF	7 WHTS-F <		WOC >	
							8 KBOB-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 WHTS-F	1 WHTS-F	1 KCQQ-F	1 WLLR-F	1 WLLR-F	1 KORB-F	1 KCQQ-F >	1 KCQQ-F >>	1 KCQQ-F >	1 KCQQ-F >>
2 KORB-F	KCQQ-F	2 WLLR-F	2 KCQQ-F	2 KCQQ-F	2 WXL-F >	2 WHTS-F	2 WHTS-F	2 WXL-F >	2 WXL-F
WLLR-F >	WLLR-F	3 WHTS-F	3 KMXG-F	KUUL-F	3 WHTS-F >>	WXL-F	3 WXL-F	3 WHTS-F	KUUL-F
4 KCQQ-F	4 KMXG-F	KMXG-F	KUUL-F	4 KMXG-F		4 KORB-F	4 WLLR-F >>	KUUL-F	4 WLLR-F
KFQC	KORB-F	KBOB-F >	5 WHTS-F	5 KBOB-F		5 WLLR-F		5 WLLR-F	5 WHTS-F
KUUL-F >>	6 KBOB-F >	6 KORB-F >	6 KBOB-F					KORB-F >	6 KJOC

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	25 (1)	25 (1)	6.5 %	8.5 %
AOR/Classic/NR	0 (0)	102 (3)	102 (3)	26.6 %	26.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	37 (1)	37 (1)	9.6 %	8.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	3 (1)	80 (3)	83 (4)	21.6 %	22.3 %
Full Service	12 (2)	0 (0)	12 (2)	3.1 %	3.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	39 (4)	0 (0)	39 (4)	10.2 %	10.3 %
Oldies	0 (0)	39 (1)	39 (1)	10.2 %	8.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	1 (1)	1 (1)	2 (2)	0.5 %	0.3 %
Sports	10 (1)	0 (0)	10 (1)	2.6 %	2.1 %
Standards	35 (2)	0 (0)	35 (2)	9.1 %	9.0 %
Totals	100 (11)	284 (10)	384 (21)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KFQC	ST	1580	Davenport	1.8	4.7	8	139
WGEN-AF	SAC	104.9	Geneseo, IL	0.4	2.5	2	81
WKEI	T	1450	Kewanee, IL	0.9	1.8	6	85
WLLR	C	1230	Moline	0.7	2.3	3	93
WRMJ-F	C	102.3	Aledo, IL	0.4	1.4	11	108

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WGN	FS/T	720	Chicago	1.3	3.7	18	361
WLS	T	890	Chicago	0.7	2.1	5	114
WMAQ	N	670	Chicago	0.4	2.2	8	220
WMT	FS	600	Cedar Rapids	1.3	4.0	15	279

DAVENPORT-ROCK ISLAND-MOLINE

Consolidation Report	12+	25-54	Revenue
Connoisseur KORB-FM, WGEN-FM, WXLP-FM, KORB-FM, KJOC-AM	19.0 %	18.4 %	28.2 %
Dudley/Sconnix KUUL-FM, KCQQ-FM, WHTS-FM, WKBF-AM, WLLR-FM, WLLR-AM, WOC-AM, KMXG-FM	59.4 %	62.3 %	71.1 %
	78.4 %	80.7 %	99.3 %

AM Stations

KJOC	1170	1 kw (DA-2)	Sports	CBS, ABC, 1/1	\$ NA	Allied	Connoisseur
WKBF	1270	5 kw (DA-N)	Standards	ABC	\$ NA	Mc-Guild	Sconnix
WOC	1420	5 kw (DA-2)	News/Talk	ABC, WW1, CNN	\$28.00	Christal	Sconnix

FM Stations

KBOB	99.7	100 kw @ 895	Country		\$25.00	Allied	Connoisseur	Muscatine
KCQQ	106.5	60 kw @ 210	Classic AOR		\$50.00	Katz	Dudley	
KMXG	96.1	100 kw @ 981	AC	Westwd	\$25.00	Christal	Sconnix	Clinton
KORB	93.5	3.3 kw @ 300	AOR	CNN	\$20.00	—	Connoisseur	Bettendorf
KUUL	103.7	100 kw @ 1191	Oldies	Westwd, CBS	\$39.00	Christal	Sconnix	
WHTS	98.8	39 kw @ 900	CHR		\$ NA	Katz	Dudley	
WLLR	101.3	50 kw @ 500	Country		\$70.00	Katz	Sconnix	
WXLP	96.9	50 kw @ 500	AOR	Westwd, Source	\$40.00	Allied	Connoisseur	

Notes: 6/97 WGEN-AM (1500; Geneseo, IL) sold back to Coleman by Connoisseur for \$30,000 . . . 6/97 WGEN changed from AC/Sports to simulcast the ABC programming of WHKK-F

DAYTON

Arbitron Rank: 54	Pop (12+): 823,500	Stations: 27 / 21	Last Year's Revenue: \$29,800,000
MSA Rank: 61		Diaries: 1,853/444:1/58.9%	Household Income: \$43,342
MSA Pop: 953,000		Sample Target: 1,770	Retail Dollars: \$9.7 Bil.
DMA: 53		% Below Line: 8.3	#1 Biller: WTUE-F \$4,500,000
Average Persons Rating: 15.7		% Not Listed: 12.0	#1 Billing Portfolio: Jacor \$13,290,000
Market TSL in Hours: 20.75		Pop per Station: 39,214	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WHKO-F	C	165 / 12.8	11.3	12.1	14.9	11.1	12.8	2318 / 28.1	24.3	24.6	239 / 3468	E	WHKO-F
2	WMMX-F	AC	117 / 9.1	8.6	7.3	7.2	9.3	8.0	1571 / 19.1	17.2	19.5	126 / 1828	F	WMMX-F
3	WTUE-F	ADR	90 / 7.0	6.3	6.9	7.2	6.7	6.8	1260 / 15.3	14.5	15.9	117 / 1910	F	WTUE-F
	WLQT-F	SAC	90 / 7.0	6.7	4.9	5.0	7.3	5.9	1225 / 14.9	12.2	14.7	108 / 1579	D	WLQT-F
5	WHIO	N/T	75 / 5.8	6.3	6.1	6.8	5.1	6.3	1130 / 13.7	15.8	13.4	79 / 1248	E	WHIO
6	WGZ-F	CHR	72 / 5.6	4.6	6.2	6.4	7.8	5.7	1542 / 18.7	17.6	22.4	105 / 2358	D	WGZ-F
7	WROU-F	B	65 / 5.0	7.6	4.8	6.1	7.9	5.9	861 / 10.5	10.1	12.2	72 / 971	D	WROU-F
8	WING-F	CL ADR	60 / 4.7	4.2	5.0	4.0	4.1	4.5	1049 / 12.7	13.9	12.6	76 / 1418	C	WING-F
9	WLW	FS	54 / 4.2	3.8	4.1	4.5	3.8	4.1	972 / 11.8	10.0	12.3	136 / 2561		WLW
10	WCLR-FF	O	51 / 4.0	2.9	2.4	3.0	1.4	3.1	811 / 9.9	8.3	5.2	82 / 1291	A	WCLR-FF
11	WXEG-F	AOR-NR	50 / 3.9	3.5	3.8	4.1	5.3	3.8	1001 / 12.2	11.8	13.2	57 / 1197	C	WXEG-F
12	WBTT-F	CHR/B	44 / 3.4	4.2	4.9	1.5	1.7	3.5	846 / 10.3	12.0	5.2	47 / 957	A	WBTT-F
13	WONE	ST	42 / 3.3	3.5	4.1	4.9	2.7	3.9	444 / 5.4	6.4	5.6	51 / 571	B	WONE
14	WFJ-F	REL	27 / 2.1	1.6	1.8	1.1	1.6	1.6	489 / 5.9	5.0	3.9	43 / 865		WFJ-F
15	WPFB-F	C	19 / 1.5	1.3	1.8	1.4	2.5	1.5	387 / 4.7	5.8	6.1	33 / 725		WPFB-F
16	WKSW-F	C	17 / 1.3	1.7	1.4	1.0	2.4	1.4	282 / 3.4	2.9	4.4	39 / 538	A	WKSW-F
17	WDAO	B	15 / 1.2	1.7	2.2	2.0	1.8	1.8	227 / 2.8	2.9	3.8	15 / 234	A	WDAO
18	WLSN-F	J	14 / 1.1	0.9	1.3	1.0	0.8	1.1	298 / 3.6	3.4	2.2	25 / 417		WLSN-F
	WVAE-F	J	14 / 1.1	1.3	1.2	1.1	1.5	1.2	284 / 3.5	3.1	4.2	36 / 668		WVAE-F

12+ FM Share (Metro): 82.01 % (930 of 1134) (Spring 96: 80.91 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1	WGZ-F	1 WTUE-F	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WHKO-F >	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WHKO-F >>
2	WBTT-F <	2 WMMX-F <	2 WMMX-F <	2 WMMX-F	2 WMMX-F	2 WLQT-F <	2 WMMX-F	2 WMMX-F	2 WMMX-F	2 WLW <
3	WXEG-F >	3 WHKO-F	3 WTUE-F	3 WTUE-F <	3 WLQT-F <	3 WMMX-F <	3 WTUE-F <	3 WLQT-F	3 WTUE-F <	3 WGZ-F <
		4 WLQT-F <	4 WLQT-F <	4 WLQT-F	4 WTUE-F	4 WHIO >	4 WING-F <	4 WLQT-F <	4 WLQT-F <	4 WROU-F
		5 WROU-F <	5 WING-F	5 WING-F	5 WING-F	5 WCLR-FF <	5 WLQT-F <	5 WHIO	5 WROU-F <	5 WLQT-F <
		6 WING-F	6 WROU-F	6 WCLR-FF	6 WCLR-FF	6 WLW <	6 WHIO	6 WLW <	6 WLW <	6 WTUE-F <
		7 WXEG-F	WGZ-F	WROU-F	7 WROU-F	7 WONE	7 WGZ-F	7 WING-F <	7 WHIO	7 WBTT-F <
								8 WGTZ-F		8 WMMX-F
										WXEG-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	WMMX-F	1 WMMX-F	1 WMMX-F	1 WMMX-F <	1 WTUE-F	1 WTUE-F >	1 WTUE-F >	1 WTUE-F	1 WHKO-F
2	WGZ-F <	2 WHKO-F	2 WHKO-F >	2 WHKO-F	2 WXEG-F	2 WING-F	2 WING-F >	2 WHKO-F	2 WTUE-F >
3	WROU-F	3 WROU-F	3 WROU-F	3 WLQT-F >	3 WING-F	3 WXEG-F	3 WROU-F	3 WING-F >	3 WING-F
4	WHKO-F	4 WGZ-F	4 WLQT-F	4 WROU-F	4 WGZ-F	WHKO-F <	WLW	4 WMMX-F	4 WMMX-F
5	WBTT-F	5 WBTT-F	WBTT-F	5 WGZ-F	5 WHKO-F >	5 WGZ-F	WHKO-F	5 WLW <	5 WLW <
	WTUE-F >	6 WTUE-F <	6 WGZ-F	6 WTUE-F	6 WROU-F <	6 WROU-F <	6 WGZ-F	6 WTUE-F	6 WCLR-FF
		7 WLQT-F	WXEG-F		7 WMMX-F	WMMX-F	WMMX-F	WXEG-F <	7 WLQT-F
									8 WHIO

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume								
WBLY	T	1600	Springfield	0.4	0.9	5	72	WEBN-F	AOR	102.7	Cincinnati	0.4	1.8	53	893
WING	N/T	1410	Dayton	0.5	3.7	8	326	WGRR-F	O	103.5	Hamilton	0.8	1.7	55	814
WIZE	ST	1340	Springfield	0.5	1.2	7	130	WYGY-F	C	96.5	Hamilton	0.7	3.6	52	977
WRNB-F	B/A/C	96.9	Troy	0.9	2.1	12	191								

DAYTON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	117 (1)	117 (1)	10.3 %	8.1 %	Jacor, pend.	33.7 %	32.5 %	44.6 %
AOR/Classic/NR	0 (0)	205 (4)	205 (4)	18.1 %	13.2 %	WBTT-FM, WLQT-FM, WMMX-FM, WONE-AM, WTUE-FM, WXEG-FM			
Black/Urban	15 (1)	76 (2)	91 (3)	8.0 %	8.3 %	Local - 1	7.0 %	7.0 %	8.0 %
CHR	0 (0)	116 (2)	116 (2)	10.2 %	12.9 %	WLSN-FM, WRNB-FM, WROU-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local - 2	4.0 %	5.3 %	1.2 %
Country	0 (0)	210 (4)	210 (4)	18.5 %	18.7 %	WCLR-FM, WZLR-FM			
Full Service	54 (1)	0 (0)	54 (1)	4.8 %	5.4 %	Regent, pend.	10.8 %	10.8 %	14.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WGTZ-FM, WING-FM, WING-AM			
Jazz	0 (0)	28 (2)	28 (2)	2.5 %	2.8 %		55.5 %	55.6 %	68.2 %
News/Talk	87 (3)	0 (0)	87 (3)	7.7 %	8.7 %				
Oldies	0 (0)	61 (3)	61 (3)	5.4 %	8.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	27 (1)	27 (1)	2.4 %	2.1 %				
Soft AC/EZ	0 (0)	90 (1)	90 (1)	7.9 %	5.4 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	48 (2)	0 (0)	48 (2)	4.2 %	5.8 %				
Totals	204 (7)	930 (20)	1134 (27)						

AM Stations

Station	Freq	Power	Day	Format	Owner	Advertiser	Agency
WDAO	1210	1 kw	Days	Black	AURN	\$20.00	---
WHIO	1290	5 kw	DA-N	News/Talk	AP, Westwd	\$63.00	D&R Cox
WING	1410	5 kw	DA-N	News/Talk	CBS, Westwd, CNN	\$19.00	Mc-Guild Regent, pend.
WONE	980	5 kw	DA-N	Standards	ABC	\$25.00	Eastman Jacor, pend.

FM Stations

Station	Freq	Power	Day	Format	Owner	Advertiser	Agency	
WBTT	94.5	6 kw @ 328		CHR/Black	\$<20.00	---	Jacor, pend. Englewood	
WCLR	95.7	50 kw @ 476		Oldies	Westwd	\$20.00	Regional WZLR-F Piqua	
WFCJ	93.7	50 kw @ 492		Religion	USA	\$17.00	---	Miamisburg
WGTZ	92.9	39.8 kw @ 551		CHR	Westwd	\$53.00	Mc-Guild Regent, pend. Eaton	
WHKO	99.1	50 kw @ 1066		Country		\$83.00	D&R Cox	
WING	102.9	50 kw @ 492		Classic AOR	ABC	\$36.00	Mc-Guild Regent, pend. Springfield	
WKSW	101.7	3.2 kw @ 407		Country		\$18.00	---	Urbana
WLQT	99.9	50 kw @ 500		Soft AC		\$54.00	Katz Jacor, pend.	
WLSN	106.5	50 kw @ 479		Jazz		\$ NA	---	WROU Greenville
WMMX	107.7	50 kw @ 420		AC		\$90.00	Eastman Amer. Radio Sys.	
WPFB	105.9	33.9 kw @ 593		Country	ABC	\$ NA	---	Braden Middletown
WROU	92.1	0.89 kw @ 597		Black	ABC	\$50.00	Allied WRNB-FWLSN-F W. Carrollton	
WTUE	104.7	50 kw @ 500		AOR	ABC	\$78.00	Eastman Jacor, pend.	
WXEG	103.9	1.15 kw @ 522		AOR-New Rock		\$34.00	Eastman Jacor, pend. Beavercreek	
WZLR	95.3	6 kw @ 321		See WCLR-F				WCLR-F Xenia

Notes: Other ranked stations -- See Cincinnati . . . 6/97 WONE/WBTT-F/WLQT-F/WMMX-F/WTUE-F/WXEG-F traded by American Radio Systems to Jacor for WDAF/KMXV-F/KUDL-F/KYYS-F Kansas City . . . 7/97 WING/WGTZ-F sold by Great Trails (+ WING-F sold by Osborn/Capstar) to Regent for \$18,400,000

Jim Duncan

Comments: Listening levels have shown a slight decline over the last two years . . . WROU-F's share level has been volatile over the last year, ranging from a high of 7.9 to a low of 4.8 . . . WCLR-FF has reached a four share for the first time . . . WBTT-F's share has fallen off sharply from its initial 4.9 in its current format

DAYTONA BEACH

Arbitron Rank: 93	Pop (12+): 394,800	Stations: 26 / 9	Last Year's Revenue: NA
MSA Rank: NA		Diarles: 9271426:1/55.4%	Household Income: \$31,335
MSA Pop: NA		Sample Target: 850	Retail Dollars: \$3.9 Bil.
DMA: Orlando (#22)		% Below Line: 56.6	#1 Biller: NA
Average Persons Rating: 15.7		% Not Listed: 13.1	#1 Billing Portfolio: NA
Market TSL in Hours: 21.25		Pop per Station: 43,867	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level
1 WOCL-F	O	51 / 8.2	7.8	5.5	5.5	7.0	700 / 17.7	16.1	14.8	97 / 1320	WOCL-F
2 WMGF-F	SAC	49 / 7.9	7.7	9.2	9.5	9.7	682 / 17.3	17.1	18.3	63 / 970	WMGF-F
3 WGNE-F	C	45 / 7.3	8.6	8.9	9.8	6.6	732 / 18.5	16.6	19.6	45 / 735	WGNE-F
4 WJHM-F	B	40 / 6.5	6.3	5.5	4.6	5.9	501 / 12.7	14.1	10.5	67 / 896	WJHM-F
WWKA-F	C	40 / 6.5	4.1	5.0	6.9	5.5	419 / 10.6	9.5	12.2	64 / 876	WWKA-F
WROD	ST	40 / 6.5	7.8	7.8	5.4	5.3	336 / 8.5	10.9	8.7	40 / 339	WROD
7 WHTQ-F	CL AOR	32 / 5.2	4.3	4.4	4.9	3.1	421 / 10.7	11.0	12.7	68 / 800	WHTQ-F
8 WFKS-F	CHR	26 / 4.2	2.3	3.4	4.6	4.1	528 / 13.4	10.8	12.9	31 / 693	WFKS-F
9 WOMX-F	AC/CHR	23 / 3.7	4.8	4.2	3.8	5.5	506 / 12.8	11.5	12.3	31 / 646	WOMX-F
10 WXXL-F	CHR	19 / 3.1	2.0	1.9	1.0	1.6	407 / 10.3	9.3	8.9	51 / 1009	WXXL-F
WSBB	ST	19 / 3.1	3.2	5.5	2.9	2.5	278 / 7.0	7.3	8.6	19 / 278	WSBB
WJRR-F	AOR-NR	19 / 3.1	2.5	3.2	3.4	5.1	351 / 8.9	12.1	12.4	31 / 658	WJRR-F
13 WHOG-F	C	18 / 2.9	3.8	1.6	0.3		334 / 8.5	10.8	6.7	18 / 334	WHOG-F
WTKS-F	T	18 / 2.9	3.7	2.8	4.1	4.5	382 / 9.7	10.2	8.1	38 / 600	WTKS-F
15 WNDB	N/T	17 / 2.7	3.2	2.9	3.8	2.8	286 / 7.2	8.1	6.6	17 / 298	WNDB
16 WCFB-F	U/AC	16 / 2.6	4.8	2.6	2.3	2.7	238 / 8.0	8.7	6.7	24 / 362	WCFB-F
17 WSHE-F	AC	15 / 2.4	2.3	3.2	3.3	4.2	366 / 9.3	9.3	12.9	42 / 735	WSHE-F
18 WYYB-F	CHR	11 / 1.8	0.9	0.6			178 / 4.5	2.3	1.7	11 / 178	WYYB-F
19 WKRO-F	AOR-P	10 / 1.6	2.9	2.1	2.4	1.1	214 / 5.4	8.6	8.2	10 / 214	WKRO-F
WDBO	T/FS	10 / 1.8	1.4	1.3	1.8	1.2	151 / 3.8	4.2	4.5	27 / 395	WDBO

12+ FM Share (Metro): 82.75 % (446 of 539) (Spring 96: 76.74 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJHM-F >	1 WJHM-F >	1 WJHM-F <	1 WHTQ-F <	1 WOCL-F	1 WOCL-F <	1 WOCL-F	1 WMGF-F <	1 WMGF-F <	1 WJHM-F >	1 WMGF-F <
2 WXXL-F >>	2 WWKA-F <	2 WHTQ-F	2 WOCL-F <	2 WHTQ-F	2 WMGF-F <	2 WGNE-F <	2 WOCL-F	2 WOCL-F <	2 WGNE-F	2 WGNE-F >
3 WJRR-F >	3 WGNE-F	3 WGNE-F	3 WGNE-F	3 WGNE-F <	3 WROD	3 WHTQ-F <	3 WGNE-F <	3 WGNE-F <	3 WMGF-F	3 WNDB
	WFKS-F	WOCL-F <	WWKA-F	4 WWKA-F	4 WGNE-F	4 WMGF-F <	4 WHTQ-F <	4 WJHM-F <	4 WXXL-F	
	5 WHTQ-F	5 WFKS-F	5 WMGF-F <	5 WMGF-F	5 WWKA-F	5 WROD <	5 WWKA-F	5 WROD <	WWKA-F	
	6 WXXL-F	WWKA-F	6 WJHM-F <	6 WOMX-F <	6 WHTQ-F	6 WWKA-F	6 WROD	6 WWKA-F	WOCL-F <	
	WSHE-F	7 WOMX-F	7 WOMX-F <	7 WJHM-F <	WSBB	7 WOMX-F	7 WNDB	7 WFKS-F <	7 WROD >	
	8 WJRR-F	WMGF-F	8 WHOG-F	8 WHOG-F <		8 WTKS-F <	WFKS-F <	8 WTKS-F		
			WFKS-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 WFKS-F	1 WFKS-F	1 WGNE-F	1 WGNE-F <	1 WGNE-F	1 WJHM-F >>	1 WJHM-F	1 WHTQ-F	1 WHTQ-F	1 WHTQ-F <
2 WJHM-F >	2 WJHM-F	2 WWKA-F >	2 WFKS-F	WMGF-F	2 WHTQ-F	2 WHTQ-F	WWKA-F	2 WOCL-F <	2 WOCL-F >>
3 WXXL-F	WGNE-F	3 WFKS-F	3 WJHM-F <	3 WWKA-F	WTKS-F >	3 WWKA-F	3 WJHM-F	3 WJHM-F >	3 WWKA-F
4 WGNE-F >	4 WXXL-F	WMGF-F	4 WMGF-F <	WOCL-F	4 WXXL-F	4 WJRR-F	WJRR-F	4 WWKA-F	WHOG-F
5 WSHE-F	WWKA-F >	5 WJHM-F	5 WWKA-F	5 WOMX-F	WSHE-F	5 WGNE-F	5 WGNE-F >	5 WJRR-F <	5 WJRR-F <
WYYB-F >>	6 WSHE-F	WXXL-F	6 WOMX-F	6 WFKS-F	WJRR-F >>	6 WTKS-F		6 WHOG-F	6 WGNE-F
	WYYB-F	WSHE-F	7 WXXL-F	7 WJHM-F		WSHE-F			WJHM-F
	WMGF-F	WOMX-F	WYYB-F >	WCFB-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WPUL	B	1590	S. Daytona Beach	0.5 1.1 3 45

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WHDQ	ST	990	Orlando	0.6 1.6 19 205
WLOQ-F	J	103.1	Winter Park	0.8 3.4 8 188
WMMO-F	AOR/AC	98.9	Orlando	0.8 2.3 16 330
WOGK-F	C	93.7	Ocala	0.3 2.3 67 881
WQIK-F	C	99.1	Jacksonville	0.3 1.2 3 57

DAYTONA BEACH

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	43 (3)	43 (3)	8.0 %	8.0 %	Local	9.0 %	10.6 %	%
AOR/Classic/NR	0 (0)	61 (3)	61 (3)	11.3 %	11.4 %	WHOG-FM, WKRO-FM, WNDB-AM, WVYB-FM			
Black/Urban	3 (1)	56 (2)	59 (3)	10.9 %	13.0 %		9.0 %	10.6 %	%
CHR	0 (0)	56 (3)	56 (3)	10.4 %	4.9 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	107 (5)	107 (5)	19.9 %	20.6 %				
Full Service	10 (1)	0 (0)	10 (1)	1.9 %	1.6 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	5 (1)	5 (1)	0.9 %	0.5 %				
News/Talk	17 (1)	18 (1)	35 (2)	6.5 %	7.8 %				
Oldies	0 (0)	51 (1)	51 (1)	9.5 %	8.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	49 (1)	49 (1)	9.1 %	8.7 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	63 (3)	0 (0)	63 (3)	11.7 %	14.7 %				
Totals	93 (6)	446 (20)	539 (26)						

AM Stations

WNDB	1150	1 kw (DA-N)	News/Talk	CBS, ABC	\$24.00	Allied	
WROD	1340	1 kw	Standards	ABC	\$25.00	—	
WSBB	1230	1 kw	Standards	Westwd	\$<20.00	—	New Smyrna Beach

FM Stations

WFKS	99.9	100 kw @ 1200	CHR		\$33.00	Mc-Guild	Renda	Palatka
WGNE	98.1	100 kw @ 475	Country		\$58.00	D&R	Capstar, pend.	Titusville
WHOG	95.7	25 kw @ 328	Country	CBS	\$ NA	Allied	WNDB, etc.	Ormond by the Sea
WKRO	93.1	15 kw @ 425	Prog. AOR		\$<20.00	—	WNDB, etc.	Edgewater
WVYB	103.3	3 kw @ 315	CHR		\$ NA	—	WNDB, etc.	Holly Hill

Notes: Other ranked stations -- See Orlando . . . 4/97 WDXD-F (103.3) changed from Country to CHR as WVYB-F . . . 4/97 WVYB-F sold to Black Crow Bcstg. (WNDB/WHOG-F/WKRO-F) for \$1,100,000 (Media Svcs) . . . 4/97 SFX traded WGNE-F (+ KKRD-F/KRZZ-F Wichita) to Capstar for WESC-AF/WTPT-F Greenville-Spartanburg

DENVER-BOULDER

Arbitron Rank: 23 Pop (12+): 1,756,100	Stations: 27 / 27	Last Year's Revenue: \$115,200,000
MSA Rank: 26	Diaries: 3,018/582:1/53.6%	Household Income: \$46,330
MSA Pop: 2,300,000	Sample Target: 2,930	Retail Dollars: \$24.0 Bil.
DMA: 18	% Below Line: 0.0	#1 Biller: KOA \$20,400,000
Average Persons Rating: 15.9	% Not Listed: 12.0	#1 Billing Portfolio: Jacor \$50,900,000
Market TSL In Hours: 21.00	Pop per Station: 65,041	

12+ Metro	Format	Spring 97		Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share										K	Level
1	KOA	T/FS	241 / 8.6	7.0	7.7	8.9	8.7	8.1	3949 / 22.5	22.2	23.4	333 / 5481	K	KOA
2	KYGO-F	C	221 / 7.9	10.5	10.0	8.9	8.7	9.3	2917 / 16.8	20.6	18.4	255 / 3615	I	KYGO-F
3	KOSI-F	SAC	193 / 6.9	6.3	5.8	5.7	5.6	6.2	2809 / 16.0	15.4	15.1	217 / 3300	H	KOSI-F
4	KQKS-F	CHR	174 / 6.2	4.6	2.2	2.1	2.7	3.8	2428 / 13.8	10.9	10.5	209 / 3054	E	KQKS-F
5	KRFX-F	CL AOR	143 / 5.1	5.0	4.1	5.9	4.7	5.0	2509 / 14.3	12.3	12.9	187 / 3224	I	KRFX-F
6	KALC-F	AC/CHR	133 / 4.8	5.8	4.6	4.2	4.7	4.8	2892 / 16.5	14.9	14.6	162 / 3548	G	KALC-F
7	KKHK-F	CL AOR	128 / 4.6	5.4	4.7	4.9	4.2	4.9	2229 / 12.7	12.1	11.4	146 / 2582	D	KKHK-F
8	KBCO-F	AOR-P	125 / 4.5	4.2	4.5	4.4	3.6	4.4	2329 / 13.3	13.2	12.5	137 / 2682	G	KBCO-F
9	KBPI-F	AOR-NR	120 / 4.3	3.7	3.6	5.3	5.6	4.2	2174 / 12.4	11.2	13.0	143 / 2837	G	KBPI-F
10	KXKL-F	O	116 / 4.2	4.9	4.5	4.7	4.0	4.6	2607 / 14.8	13.9	15.0	141 / 3301	H	KXKL-F
11	KHOW	T	113 / 4.0	4.3	3.3	2.8	2.9	3.6	1713 / 9.8	8.7	8.5	137 / 2080	E	KHOW
12	KEZW	ST	106 / 3.8	3.2	3.1	2.9	2.7	3.2	1151 / 6.6	6.1	5.7	108 / 1176	B	KEZW
	KHIH-F	J	106 / 3.8	3.5	5.0	4.0	3.6	4.1	1823 / 10.4	10.8	9.6	116 / 2009	E	KHIH-F
14	KXPK-F	AOR-P	86 / 3.1	3.3	2.5	3.6	4.0	3.1	2123 / 12.1	11.3	12.2	99 / 2419	G	KXPK-F
15	KIMN-F	AC	76 / 2.7	2.5	2.4	2.3	3.3	2.5	1586 / 9.0	9.7	10.2	80 / 1702	F	KIMN-F
16	KCKK-F	C	57 / 2.0	1.7	2.9	3.0	3.6	2.4	1132 / 6.4	10.9	10.5	88 / 1548		KCKK-F
17	KVOD-F	CL	49 / 1.8	2.8	3.1	2.4	2.6	2.5	934 / 5.3	6.6	7.1	58 / 1167	D	KVOD-F
18	KKFN	SPRTS	44 / 1.6	1.3	1.3	1.1	1.8	1.3	1352 / 7.7	5.4	8.1	51 / 1528	B	KKFN
19	KYGO	C	38 / 1.4	1.4	2.1	1.2	1.4	1.5	699 / 4.0	4.4	4.6	42 / 783	*	KYGO
20	KJMN-F	SP	36 / 1.3	1.9	3.3	2.5	2.6	2.2	519 / 3.0	9.1	7.4	37 / 558	C	KJMN-F
	KTCL-F	AOR-NR	36 / 1.3	1.6	1.1	1.5	1.1	1.4	1089 / 6.2	4.6	5.2	48 / 1463	C	KTCL-F
22	KMXA	SP	35 / 1.3	1.1	1.7	1.5	0.8	1.4	361 / 2.1	2.0	1.5	38 / 406	A	KMXA
23	KTLK	T	30 / 1.1	0.9	0.8	1.9	1.6	1.2	915 / 5.2	5.0	6.2	36 / 1121	C	KTLK

12+ FM Share (Metro): 73.22 % (1799 of 2457) (Spring 96: 73.62 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KQKS-F >>	1 KALC-F	1 KYGO-F	1 KYGO-F	1 KYGO-F	1 KOA >	1 KOA <	1 KOA <	1 KOA <	1 KQKS-F	1 KYGO-F <
2 KBPI-F >>	2 KRFX-F <	2 KOSI-F <	2 KOSI-F <	2 KOSI-F <	2 KYGO-F <	2 KYGO-F <	2 KOSI-F	2 KYGO-F <	2 KOA	2 KOA
	3 KYGO-F <	3 KRFX-F <	3 KRFX-F <	3 KOA <	3 KOSI-F	3 KALC-F <	3 KYGO-F	3 KOSI-F <	3 KYGO-F	3 KQKS-F
	4 KBPI-F <	4 KKKH-F <	4 KKKH-F <	4 KRFX-F <	4 KEZW <	4 KHOW <	4 KRFX-F <	4 KQKS-F	4 KBPI-F	4 KHOW <
	5 KQKS-F <	5 KBCO-F <	5 KOA <	5 KKKH-F <	5 KHOW <	5 KOSI-F	5 KKKH-F <	5 KRFX-F	5 KOSI-F	
	6 KBCO-F <	6 KALC-F <	6 KBCO-F	6 KBCO-F	6 KXKL-F <	6 KRFX-F	6 KHOW <	6 KKKH-F <		
	7 KKKH-F	7 KOA	7 KALC-F <	7 KXKL-F	7 KHIH-F	7 KEZW <	7 KBCO-F <	7 KBCO-F <		
	8 KOSI-F	8 KQKS-F <	8 KXKL-F	8 KALC-F <	8 KHIH-F	8 KQKS-F <	8 KQKS-F	8 KALC-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 KALC-F	1 KALC-F	1 KOSI-F <	1 KOSI-F <	1 KOSI-F	1 KQKS-F	1 KRFX-F	1 KRFX-F	1 KRFX-F	1 KOA <
2 KQKS-F >	2 KOSI-F <	2 KALC-F	2 KYGO-F >	2 KYGO-F >	2 KBPI-F	2 KBPI-F	2 KKKH-F	2 KOA <	2 KRFX-F
3 KYGO-F	3 KYGO-F <	3 KYGO-F	3 KALC-F	3 KBCO-F <	3 KALC-F <	3 KKKH-F <	KBPI-F	3 KKKH-F <	3 KKKH-F <
4 KOSI-F	4 KQKS-F	4 KBCO-F <	4 KBCO-F	4 KXKL-F <	4 KRFX-F	4 KYGO-F <	4 KYGO-F	4 KYGO-F <	4 KYGO-F
KBCO-F	5 KBCO-F	5 KIMN-F	5 KQKS-F	5 KALC-F <	5 KYGO-F	5 KBCO-F	KBCO-F	5 KBCO-F <	5 KBCO-F
6 KBPI-F	6 KXPK-F <	6 KKKH-F <	6 KXPK-F	6 KKKH-F <	6 KBCO-F	KALC-F	6 KOA <	6 KBPI-F	6 KXKL-F <
KXPK-F >	7 KBPI-F <	7 KXPK-F <	7 KKKH-F	7 KIMN-F <	7 KTCL-F	7 KQKS-F	7 KALC-F	7 KALC-F	7 KBPI-F <
	8 KKKH-F <			8 KXPK-F					8 KHIH-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KCUV	SP	1150	Englewood	0.4	1.3	12 229
KLZ	REL	560	Denver	0.4	1.1	15 296
KNUS	T	710	Denver	0.4	2.3	14 462
KRRF	T	1280	Denver	0.6	2.0	16 357

DENVER-BOULDER

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	209 (2)	209 (2)	8.5 %	7.7 %	Chancellor, pend. KXPK-FM, KVOD-FM, KXKL-FM, KALC-FM, KRRF-AM, KIMN-FM	17.2 %	18.8 %	22.6 %
AOR/Classic/NR	0 (0)	638 (6)	638 (6)	26.0 %	23.4 %				
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	1.2 %	Crawford KLTT-AM, KLZ-AM	0.4 %	0.3 %	%
CHR	0 (0)	174 (1)	174 (1)	7.1 %	7.0 %				
Classical	0 (0)	49 (1)	49 (1)	2.0 %	3.5 %	Jacor KHOW-AM, KHHI-FM, KOA-AM, KBPI-FM, KBCO-AM, KRFX-FM, KBCO-FM, KTLK-AM	31.4 %	32.5 %	44.2 %
Country	38 (1)	278 (2)	316 (3)	12.9 %	13.7 %	Jefferson-Pilot KYGO-AM, KCKK-FM, KYGO-AM, KQKS-FM	11.0 %	6.6 %	17.7 %
Full Service	241 (1)	0 (0)	241 (1)	9.8 %	8.8 %				
Hispanic	47 (2)	36 (1)	83 (3)	3.4 %	3.0 %	Salem KRKS-AM, KRKS-FM, KNUS-AM	0.4 %	0.3 %	%
Jazz	0 (0)	106 (1)	106 (1)	4.3 %	5.7 %				
News/Talk	171 (4)	0 (0)	171 (4)	7.0 %	5.5 %	Tribune Co. KKHK-FM, KEZW-AM, KOSI-FM	15.3 %	14.8 %	10.6 %
Oldies	0 (0)	116 (1)	116 (1)	4.7 %	7.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	11 (1)	0 (0)	11 (1)	0.4 %	1.0 %				
Soft AC/EZ	0 (0)	193 (1)	193 (1)	7.9 %	6.6 %				
Sports	44 (1)	0 (0)	44 (1)	1.8 %	1.5 %				
Standards	106 (1)	0 (0)	106 (1)	4.3 %	3.5 %				
Totals	658 (11)	1799 (16)	2457 (27)				75.7 %	73.3 %	95.1 %

AM Stations

Station	Power	Frequency	Format	Company	Advertiser	Agency	City
KEZW	1430	5 kw (DA-N)	Standards	ABC	\$35.00	Banner	Aurora
KHOW	630	5 kw (DA-2)	Talk	Westwd, ABC, TARN	\$64.00	Allied	
KKFN	950	5 kw (DA-1)	Sports	AP, ABC, CBS	\$ NA	CBS	
KLZ	560	5 kw (DA-1)	Religion	ABC, Westwd	\$ NA	Mc-Guild	
KMXA	1090	50 kw/500 W (DA-2)	Hispanic		\$40.00	Lotus	Aurora
KOA	850	50 kw	Talk/Full Service	ABC	\$288.00	Eastman	
KRRF	1280	5 kw (DA-2)	Talk		\$ NA	Sentry	
KTLK	760	50 kw/1 kw (DA-2)	Talk	ABC	\$ 40.00	Eastman	Thornton
KYGO	1600	5 kw (DA-2)	Country	CBS	\$ NA	CBS	Lakewood

FM Stations

Station	Power	Frequency	Format	Company	Advertiser	Agency	City
KALC	105.9	100 kw @ 1470	AC/CHR		\$115.00	Christal	
KBCO	97.3	100 kw @ 1541	Progressive AOR	Westwd	\$125.00	Allied	Boulder
KBPI	106.7	100 kw @ 987	AOR-New Rock		\$121.00	Eastman	
KCKK	104.3	58 kw @ 1204	Classic Country	Westwd	\$68.00	CBS	Longmont
KHHI	95.7	100 kw @ 1608	Jazz		\$80.00	Allied	
KIMN	100.3	100 kw @ 1152	AC		\$115.00	Christal	
KJMN	92.1	30 kw @ 627	Hispanic	ABC	\$35.00	Lotus	Castle Rock
KKHK	99.5	100 kw @ 1624	Classic AOR		\$100.00	Banner	
KOSI	101.1	100 kw @ 1624	Soft AC		\$166.00	Banner	
KQKS	107.5	100 kw @ 1198	CHR		\$75.00	CBS	Lakewood
KRFX	103.5	100 kw @ 1045	Classic AOR		\$184.00	---	
KTCL	93.3	100 kw @ 1129	AOR-New Rock		\$50.00	Mc-Guild	Ft. Collins
KVOD	92.5	57 kw @ 1237	Classical		\$60.00	Allied	Greeley
KXKL	104.1	100 kw @ 1169	Oldies		\$158.00	Sentry	
KXPK	96.5	100 kw @ 1739	Progressive AOR		\$106.00	Mc-Guild	Evergreen
KYGO	98.5	100 kw @ 1821	Country		\$265.00	CBS	

Notes: * KYGO billings are included with KYGO-F... 2/97 The KQKS-F calls shifted to 107.5 (it remains CHR); the former KQKS-F (104.3) changed calls to KCKK-F (it remains Classic Country)... 3/97 KJMN-F changed from CHR to Hispanic... 6/97 KKYD (1340) sold by Children's to Global for \$_____ (Star)... 7/97 KXPK-F sold to Chancellor for \$26,000,000

Jim Duncan

Comments: Listening levels have fallen by 1.2 rating points in the last two years... A sharp decline for KYGO-F which recorded its lowest share in many years... KOSI-F had its fourth consecutive gain, which pushed it to its highest share in more than three years... KQKS-F (on its new, better facility) is up dramatically and had its highest share ever... KVOD-F slipped to its lowest share in many, many years

DES MOINES

Arbitron Rank: 88	Pop (12+): 415,800	Stations: 19 / 18	Last Year's Revenue: \$22,600,000
MSA Rank: 118		Diaries: 1,011/411:1/59.2%	Household Income: \$46,392
MSA Pop: 427,000		Sample Target: 1,030	Retail Dollars: \$5.7 Bil.
DMA: 72		% Below Line: 0.5	#1 Biller: WHO \$7,200,000
Average Persons Rating: 15.0		% Not Listed: 12.4	#1 Billing Portfolio: Jacor \$9,100,000
Market TSL In Hours: 20.00		Pop per Station: 23,100	

12+ Metro	Format	Spring 97		Win	Fall	Sum	Spg	4-Book	12+ Metro	Fall	Spg	12+ TSA	Revenue	
		1/4	Share	97	96	96	96	Avg	Cume / Rtg.	96	96	AQH / Cume	Level	Level
1	KHKI-F	C	65 / 10.4	4.2	4.8	4.0	2.8	5.9	685 / 16.5	12.2	10.6	94 / 986	B	KHKI-F
2	WHO	FS	63 / 10.1	11.9	12.6	14.5	10.7	12.3	1080 / 26.0	24.5	24.3	156 / 2234	H	WHO
3	KJJY-F	C	54 / 8.7	10.2	12.1	11.4	11.4	10.6	786 / 18.9	20.7	20.3	77 / 1168	E	KJJY-F
4	KIOA-F	O	47 / 7.5	6.8	6.4	7.4	4.9	7.0	792 / 19.1	17.9	16.2	63 / 1247	D	KIOA-F
5	KSTZ-F	AC/CHR	45 / 7.2	7.3	5.9	5.7	7.5	6.5	987 / 23.7	20.3	22.1	71 / 1587	C	KSTZ-F
6	KLYF-F	AC	39 / 6.3	8.2	6.6	5.4	7.9	6.6	633 / 15.2	16.0	14.9	60 / 1005	C	KLYF-F
7	KRKQ-F	CL AOR	33 / 5.3	4.2	4.1	3.1	5.0	4.2	678 / 16.3	12.3	12.2	44 / 899	B	KRKQ-F
8	KKDM-F	AOR-NR	32 / 5.1	6.0	5.4	7.6	10.9	6.0	640 / 15.4	16.5	22.1	38 / 873	C	KKDM-F
9	KGGO-F	AOR	30 / 4.8	7.0	7.1	9.2	9.6	7.0	614 / 14.8	18.0	21.8	64 / 980	E	KGGO-F
10	KRNT	ST	29 / 4.7	4.9	6.2	6.7	4.9	5.6	424 / 10.2	10.2	10.0	38 / 572	A	KRNT
	KAZR-F	AOR	29 / 4.7	5.3	5.2	4.7	4.1	5.0	540 / 13.0	13.1	11.1	48 / 878	B	KAZR-F
12	KLTI-F	SAC	27 / 4.3	2.8	1.7	1.6	1.6	2.6	533 / 12.8	7.0	5.4	40 / 800	A	KLTI-F
13	KMXD-F	EZ	16 / 2.6	3.1	3.3	2.6	3.6	2.9	283 / 6.8	7.1	7.1	17 / 328	A	KMXD-F

12+ FM Share (Metro): 80.77 % (441 of 546) (Spring 96: 80.04 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKDM-F >>	1 KHKI-F	1 KHKI-F	1 KHKI-F <	1 KHKI-F	1 WHO >	1 WHO >	1 KHKI-F	1 KHKI-F	1 KKDM-F	1 WHO >>
2 KHKI-F	2 KSTZ-F	2 KSTZ-F <	2 KIOA-F	2 KIOA-F	2 KIOA-F	2 KHKI-F	2 WHO	2 KJJY-F	2 WHO	2 KJJY-F
3 KJJY-F	3 KAZR-F	3 KIOA-F	3 KSTZ-F <	3 KLYF-F <	3 KJJY-F	3 KJJY-F <	3 KLYF-F <	3 WHO	3 KHKI-F	3 KMXD-F
	KAZR-F	4 KJJY-F <	4 KLYF-F	4 KLYF-F	4 WHO	4 KLYF-F	4 KIOA-F <	4 KSTZ-F <	4 KIOA-F	KJJY-F
		5 KKDM-F <	KJJY-F	KRKQ-F <	KSTZ-F	KRNT <	5 KRKQ-F <	5 KIOA-F <	KSTZ-F	5 KAZR-F
		6 KRKQ-F <	KRKQ-F	6 KJJY-F <	6 KJJY-F <	6 KHKI-F >	6 KSTZ-F <	6 KJJY-F	6 KKDM-F <	6 KSTZ-F
		7 KGGO-F >	7 KGGO-F	7 WHO <	7 KRKQ-F		7 KLYF-F	7 KLTI-F	7 KLYF-F	7 KRNT
				8 KGGO-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 KHKI-F >	1 KHKI-F >	1 KHKI-F >	1 KHKI-F	1 KHKI-F	1 KAZR-F	1 KAZR-F	1 KGGO-F	1 KGGO-F <	1 WHO
2 KSTZ-F	2 KSTZ-F	2 KSTZ-F	2 KSTZ-F	2 KSTZ-F <	2 KKDM-F >	2 KGGO-F	2 KHKI-F	2 KIOA-F	2 KGGO-F
3 KJJY-F	3 KJJY-F >	3 KJJY-F >	3 KJJY-F	3 KLYF-F	3 KSTZ-F	3 KKDM-F	KRKQ-F	KRKQ-F	KIOA-F
	KAZR-F	4 KLTI-F	4 KRKQ-F	4 KLYF-F <	4 KGGO-F	4 KRKQ-F	KAZR-F	4 WHO <	4 KRKQ-F
5 KKDM-F	KKDM-F	5 KLYF-F	5 KIOA-F <	5 KIOA-F	KHKI-F	5 KSTZ-F	5 KSTZ-F >	5 KAZR-F	5 KLYF-F <
6 KCCQ-F >	KAZR-F	KLTI-F >>	6 KLTI-F >	6 KLTI-F >	KIOA-F	KHKI-F >		6 KHKI-F <	6 KHKI-F
	KRKQ-F				KRKQ-F >			7 KSTZ-F <	7 KSTZ-F
								8 KLYF-F	

Other Rated Stations			Metro	Cume	TSA		
Station	Format	Share	Rating	AQH	Cume		
KCCQ-F	CHR	107.1	Ames	1.8	5.9	13	306
KJJC-F	SPRTS	106.9	Osceola	0.8	3.2	6	152
KWKY	REL	1150	Des Moines	0.5	2.1	3	101
KXTK	T	940	Des Moines	1.1	4.2	8	215
KZZQ-F	REL	99.5	Winterset	1.3	1.6	8	74

Other Rated Stations—Outside Market			Metro	Cume	TSA		
Station	Format	Share	Rating	AQH	Cume		
KWMT	C	540	Ft. Dodge	0.5	1.0	19	281

DES MOINES

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	84 (2)	84 (2)	15.4 %	14.1 %	Barnstable KJY-FM, KKSO-AM, KRKQ-FM	16.6 %	18.4 %	16.5 %
AOR/Classic/NR	0 (0)	124 (4)	124 (4)	22.7 %	24.7 %		Capstar KDMI-AM, KGGO-FM, KHKI-FM	15.2 %	17.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Saga KAZR-FM, KIOA-FM, KLTI-FM, KRNT-AM, KSTZ-FM, KXTK-AM		29.5 %	30.9 %
CHR	0 (0)	11 (1)	11 (1)	2.0 %	1.2 %		61.3 %	66.5 %	55.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	3 (1)	119 (2)	122 (3)	22.3 %	20.6 %				
Full Service	63 (1)	0 (0)	63 (1)	11.5 %	14.3 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	7 (1)	0 (0)	7 (1)	1.3 %	2.2 %				
Oldies	0 (0)	47 (1)	47 (1)	8.6 %	7.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	3 (1)	8 (1)	11 (2)	2.0 %	2.4 %				
Soft AC/EZ	0 (0)	43 (2)	43 (2)	7.9 %	5.7 %				
Sports	0 (0)	5 (1)	5 (1)	0.9 %	0.6 %				
Standards	29 (1)	0 (0)	29 (1)	5.3 %	7.1 %				
Totals	105 (5)	441 (14)	546 (19)						

AM Stations

KDMI	1460	5 kw (DA-N)	Religion	\$15.00	Eastman	Capstar	
KRNT	1350	5 kw (DA-N)	Standards	CBS, Westwd	\$<20.00	Katz	Saga
KXTK	940	10 kw/5 kw (DA-2)	Talk	ABC	\$ NA	Katz	Saga
WHO	1040	50 kw	Full Service	ABC, Westwd, Tiknt	\$110.00	Christal	Jacor

FM Stations

KAZR	103.3	100 kw @ 745	AOR	\$22.00	Katz	Saga	Pella
KGGO	94.9	100 kw @ 1066	AOR	\$65.00	Eastman	Capstar	
KHKI	97.3	115 kw @ 450	Country	\$<20.00	Eastman	Capstar	
KIOA	93.3	100 kw @ 1066	Oldies	ABC	\$55.00	Katz	Saga
KJYJ	92.5	41 kw @ 541	Country	\$70.00	Mc-Guild	Barnstable	Ankeny
KKDM	107.5	23 kw @ 722	AOR-New Rock	Westwd	\$29.00	--	
KLTI	104.1	100 kw @ 1010	Soft AC	\$<20.00	D&R	Saga	Ames
KLYF	100.3	100 kw @ 1700	AC	\$47.00	Christal	Jacor	
KMXD	106.3	6 kw @ 328	Easy Listening	\$<20.00	--		Ankeny
KRKQ	98.3	50 kw @ 492	Classic AOR	\$<20.00	Mc-Guild	Barnstable	Boone
KSTZ	102.5	100 kw @ 1260	AC/CHR	\$46.00	Katz	Saga	

Notes: 1/97 KEZT-F changed calls to KLTI-F ("Lite 104.1"); remains Soft AC

Jim Duncan

Comments: KHKI-F came out of nowhere to lead the market 12+; its cume rating was up 40% but TSL jumped 71%; we'll need to see if the Summer book confirms the station's Spring performance . . . WHO fell to its lowest 12+ share in over three years . . . KGGO-F suffered its fifth consecutive decrease and is at its lowest share level in decades

DETROIT

Arbitron Rank: 6	Pop (12+): 3,679,000	Stations: 30 / 30	Last Year's Revenue: \$180,000,000
MSA Rank: 6		Diaries: 4,465/824:1/52.6%	Household Income: \$46,760
MSA Pop: 4,870,000		Sample Target: 4,360	Retail Dollars: \$43.9 Bil.
DMA: 9		% Below Line: 0.0	#1 Biller: WJR \$17,100,000
Average Persons Rating: 17.5		% Not Listed: 10.5	#1 Billing Portfolio: Westinghouse \$61,000,000
Market TSL In Hours: 23.00		Pop per Station: 122,633	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WJLB-F	B	522 / 8.1	7.9	9.1	10.5	10.3	8.9	6275 / 17.1	17.2	17.5	554 / 6951	J	WJLB-F
2	WNIC-F	AC	463 / 7.2	6.8	6.4	5.5	5.4	6.5	6271 / 17.0	15.5	14.7	490 / 6719	I	WNIC-F
3	WJR	FS/T	379 / 5.9	6.2	7.4	6.2	6.8	6.4	7283 / 19.8	19.8	19.8	506 / 9364	J	WJR
4	WOMC-F	O	376 / 5.8	5.9	6.1	6.2	6.0	6.0	6423 / 17.5	17.1	17.2	399 / 6763	J	WOMC-F
5	WWJ	N	340 / 5.3	5.6	5.4	5.4	5.0	5.4	6843 / 18.6	19.2	17.2	352 / 7143	J	WWJ
6	WKQI-F	AC	301 / 4.7	4.6	4.4	5.8	3.9	4.9	6372 / 17.3	16.7	16.5	316 / 6856	I	WKQI-F
7	WMXD-F	BI/AC	277 / 4.3	3.7	3.8	4.4	3.7	4.0	3792 / 10.3	9.9	9.8	282 / 3962	H	WMXD-F
8	WRIF-F	AOR	274 / 4.2	4.7	4.5	4.8	5.1	4.6	5004 / 13.6	12.7	15.2	326 / 5889	I	WRIF-F
9	WDRQ-F	AC/CHR	242 / 3.8	3.0	2.7	2.3	3.2	2.9	5015 / 13.6	11.2	10.4	257 / 5406	H	WDRQ-F
10	WWWW-F	C	233 / 3.6	3.9	4.0	3.9	4.7	3.9	3740 / 10.2	11.0	11.4	251 / 4112	H	WWWW-F
11	WCHB-F	B	231 / 3.6	3.2	2.6	2.9	2.9	3.1	3739 / 10.2	9.3	8.1	243 / 4014	E	WCHB-F
12	WYCD-F	C	227 / 3.5	3.7	3.7	3.6	3.8	3.6	3710 / 10.1	10.3	10.9	245 / 4083	I	WYCD-F
13	WVMV-F	J	207 / 3.2	3.3	4.0	2.6	3.1	3.3	3245 / 8.8	9.4	8.6	223 / 3525	E	WVMV-F
14	WCSX-F	CL AOR	203 / 3.1	3.1	2.9	3.3	2.7	3.1	3803 / 10.3	10.1	9.3	221 / 4218	H	WCSX-F
15	WXYT	T	201 / 3.1	3.3	3.2	3.8	3.7	3.4	2781 / 7.6	10.4	7.1	208 / 2912	H	WXYT
16	WQRS-F	CL	188 / 2.9	2.9	2.6	1.9	2.1	2.6	2942 / 8.0	7.0	6.3	199 / 3178	D	WQRS-F
17	WHYT-F	CHR-NR	162 / 2.5	2.5	2.1	2.8	2.7	2.5	4530 / 12.3	11.5	13.4	180 / 5056	G	WHYT-F
18	CKWW	ST	157 / 2.4	2.5	2.3	2.1	2.2	2.3	1883 / 5.1	5.1	4.6	166 / 2019		CKWW
19	CIMX-F	AOR-NR	114 / 1.8	1.4	1.8	1.9	1.8	1.7	3004 / 8.2	8.3	9.2	133 / 3704		CIMX-F
20	WWBR-F	AOR	111 / 1.7	1.9	1.8	1.5	1.4	1.7	2363 / 6.4	5.5	6.2	115 / 2452	D	WWBR-F
21	WQBH	G	94 / 1.5	1.4	1.6	1.2	1.1	1.4	1017 / 2.8	3.4	2.4	94 / 1023		WQBH
22	WGPR-F	G	85 / 1.3	1.4	1.2	1.0	1.0	1.2	1636 / 4.4	4.0	3.1	87 / 1701		WGPR-F
23	WDFN	SPRTS	81 / 1.3	1.3	1.5	1.0	0.9	1.3	1402 / 3.8	5.0	3.2	92 / 1592	C	WDFN
24	CIDR-F	AOR-P	77 / 1.2	1.2	1.0	1.0	1.4	1.1	2090 / 5.7	4.1	6.0	88 / 2397		CIDR-F
25	WKRK-F	AOR-NR	70 / 1.1	1.2	1.5	1.7	2.6	1.4	2502 / 6.8	7.6	9.6	77 / 2805	F	WKRK-F
26	WMUZ-F	REL	67 / 1.0	0.9	0.9	0.9	0.9	0.9	1398 / 3.8	3.6	3.2	70 / 1486		WMUZ-F

12+ FM Share (Metro): 77.11 % (4450 of 5771) (Spring 96: 76.68 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJLB-F >>	1 WJLB-F >	1 WJLB-F	1 WNIC-F	1 WNIC-F	1 WJR <	1 WWJ <	1 WNIC-F >	1 WJLB-F	1 WJLB-F >	1 WJLB-F <
2 WCHB-F >	2 WRIF-F <	2 WNIC-F	2 WJLB-F	2 WOMC-F	2 WNIC-F <	2 WJLB-F <	2 WOMC-F	2 WNIC-F	2 WJR	2 WWJ >
3 WKQI-F	3 WKQI-F	3 WRIF-F	3 WOMC-F	3 WJLB-F	3 WWJ <	3 WNIC-F <	WJLB-F	3 WOMC-F <	3 WCHB-F	3 WJR <
4 CIMX-F	4 WDRQ-F	WKQI-F <	4 WKQI-F <	4 WMXD-F <	4 WOMC-F >	4 WRIF-F <	4 WKQI-F	4 WJR	4 WNIC-F <	4 WNIC-F
	5 WCHB-F <	5 WOMC-F	5 WRIF-F <	5 WKQI-F <	5 WMXD-F	5 WJR <	WJR <	WKQI-F	5 WMXD-F	
	6 WNIC-F	6 WDRQ-F	6 WMXD-F <	6 WRIF-F <	6 WXYT <	6 WOMC-F >	6 WMXD-F <	6 WWJ <	6 WDRQ-F <	6 WDRQ-F <
	7 WYCD-F	WMXD-F	7 WCSX-F	7 WCSX-F	7 WQRS-F	7 WKQI-F	7 WXYT <	7 WMXD-F	7 WVMV-F <	7 WVMV-F <
	WHYT-F	WCSX-F	8 WDRQ-F	8 WDRQ-F <			8 WWJ <	WDRQ-F <	8 WKQI-F	
								9 WCHB-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 WJLB-F >	1 WJLB-F	1 WJLB-F	1 WNIC-F	1 WNIC-F >	1 WJLB-F	1 WRIF-F	1 WRIF-F >	1 WRIF-F	1 WRIF-F <
2 WKQI-F >	2 WKQI-F	2 WNIC-F <	2 WJLB-F	2 WJLB-F <	2 WRIF-F >	2 WJLB-F >	2 WJLB-F	2 WJLB-F	2 WOMC-F
3 WDRQ-F	3 WDRQ-F <	3 WKQI-F >	3 WKQI-F	3 WOMC-F <	3 WCHB-F >	3 WCHB-F	3 WKQI-F <	3 WCSX-F	3 WCSX-F
4 WCHB-F	4 WNIC-F >	4 WDRQ-F >	4 WDRQ-F <	4 WKQI-F	4 CIMX-F <	4 WKQI-F <	4 WCHB-F	4 WOMC-F	4 WJLB-F
5 WYCD-F	5 WHYT-F	5 WMXD-F <	5 WMXD-F <	5 WMXD-F	5 WYCD-F	5 WCSX-F <	5 WCSX-F	5 WNIC-F <	5 WJR <
6 WRIF-F <	6 WYCD-F	6 WHYT-F <	6 WOMC-F	6 WDRQ-F	6 WDRQ-F	6 WDRQ-F	6 WDRQ-F <	6 WCHB-F <	6 WNIC-F
7 WHYT-F <	7 WYCD-F	7 WYCD-F	7 WYCD-F	7 WYCD-F	7 WHYT-F	7 WYCD-F	7 WWBR-F <	7 WKQI-F	7 WMXD-F <
8 WWWV-F		WCHB-F				WHYT-F <	8 WWWV-F	WJR <	8 WWJ <
							WNIC-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCHB	B/G	1200 Taylor	0.8 1.7 49 629
WHMI-F	CL HITS	93.5 Howell	0.3 0.8 23 378
WPHM	T	1380 Pt. Huron	0.3 0.6 22 247

DETROIT

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	1 (1)	1006 (3)	1007 (4)	17.4 %	15.5 %	ABC/Disney	12.2 %	10.7 %	17.5 %
AOR/Classic/NR	0 (0)	849 (6)	849 (6)	14.7 %	13.3 %	WDRQ-FM, WHYT-FM, WJR-AM			
Black/Urban	0 (0)	1030 (3)	1030 (3)	17.8 %	17.2 %	Chancellor	29.2 %	35.3 %	31.4 %
CHR	0 (0)	162 (1)	162 (1)	2.8 %	2.3 %	WMXD-FM, WDFN-AM, WDOZ-AM, WWWW-FM, WJLB-FM, WKQI-FM, WNIC-FM			
Classical	0 (0)	188 (1)	188 (1)	3.3 %	2.8 %	Crawford	1.0 %	1.1 %	%
Country	0 (0)	460 (2)	460 (2)	8.0 %	8.6 %	WLLZ-AM, WEXL-AM, WMUZ-FM			
Full Service	379 (1)	0 (0)	379 (1)	6.6 %	8.2 %	Greater Media	10.2 %	11.8 %	11.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WCSX-FM, WQRS-FM, WRIF-FM			
Jazz	0 (0)	207 (1)	207 (1)	3.6 %	4.4 %	Westinghouse/CBS	22.0 %	22.2 %	33.9 %
News/Talk	560 (3)	0 (0)	560 (3)	9.7 %	10.1 %	WYCD-FM, WKRK-FM, WOMC-FM, WVMV-FM, WWJ-AM, WXYT-AM			
Oldies	0 (0)	396 (2)	396 (2)	6.9 %	8.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		74.6 %	81.1 %	94.3 %
Religion/Gospel	143 (2)	152 (2)	295 (4)	5.1 %	4.9 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	81 (1)	0 (0)	81 (1)	1.4 %	1.7 %				
Standards	157 (1)	0 (0)	157 (1)	2.7 %	2.6 %				
Totals	1321 (9)	4450 (21)	5771 (30)						

AM Stations

Station	Power	Frequency	Format	Company	Address
CKWW	580	500 w (DA-1)	Standards	Westwd	\$50.00 D&R CHUM, Ltd. Windsor, ON
WDFN	1130	50 kw/10 kw (DA-2)	Sports	Westwd, ABC	\$25.00 Katz Chancellor
WJR	760	50 kw	Full Svc./Talk	ABC	\$260.00 Katz ABC/Disney
WQBH	1400	1 kw	Gospel		\$23.00 Patt
WWJ	950	5 kw (DA-N)	News	CBS	\$210.00 CBS Westinghouse/CBS
WXYT	1270	5 kw (DA-N)	Talk	CNN, Westwd	\$154.00 Infinity Westinghouse/CBS

FM Stations

Station	Power	Frequency	Format	Company	Address
CIDR	93.9	100 kw @ 699	AOR-Prog.		\$77.00 Roslin CHUM, Ltd. Windsor, ON
CIMX	88.7	100 kw @ 577	AOR-New Rock		\$22.00 Roslin CHUM, Ltd. Windsor, ON
WCHB	105.9	20 kw @ 724	Black		\$80.00 Allied Bell
WCSX	94.7	13.5 kw @ 950	Classic AOR	Westwd	\$150.00 Mc-Guild Greater Media Birmingham
WDRQ	93.1	26.5 kw @ 668	AC/CHR		\$130.00 Christal ABC/Disney
WGPR	107.5	50 kw @ 375	Gospel		\$43.00 —
WHYT	96.3	20 kw @ 786	CHR-New Rock	ABC	\$100.00 Amcast ABC/Disney
WJLB	97.9	50 kw @ 490	Black		\$240.00 Sentry Chancellor
WKQI	95.5	100 kw @ 426	AC		\$184.00 Eastman Chancellor
WKRK	97.1	15 kw @ 890	AOR-New Rock		\$100.00 CBS Westinghouse/CBS
WMUZ	103.5	50 kw @ 465	Religion		\$ NA Crawford Crawford
WMXD	92.3	22 kw @ 459	Black AC		\$140.00 Allied Chancellor
WNIC	100.3	32 kw @ 600	AC		\$215.00 Eastman Chancellor Dearborn
WOMC	104.3	190 kw @ 360	Oldies	Westwd	\$221.00 Infinity Westinghouse/CBS
WQRS	105.1	20 kw @ 784	Classical		\$90.00 Allied Greater Media
WRIF	101.1	27 kw @ 880	AOR		\$180.00 Mc-Guild Greater Media
WVMV	98.7	50 kw @ 463	Jazz	Westwd	\$90.00 Group W Westinghouse/CBS
WWBR	102.7	50 kw @ 500	AOR	ABC, Westwd	\$55.00 D&R Syncom Mt. Clemens
WWWV	106.7	61 kw @ 510	Country	Westwd	\$160.00 Shamrock Chancellor
WYCD	99.5	17.5 kw @ 787	Country	ABC, WW1, Source	\$190.00 Group W Westinghouse/CBS

Notes: 1/97 Chancellor sold WDFN/WWWV-F to Evergreen . . . 2/97 WYST-F changed from Classic Hits to New Rock . . . 2/97 WQBH sold for \$2,890,000 . . . 3/97 WEXL (1340; Royal Oak) sold to Crawford for \$3,500,000 (Force) . . . 3/97 Chancellor acquired through merger with Evergreen WDFN, WDOZ, WJLB-F, WKQI-F, WMXD-F, WNIC-FM and WWWV-F . . . 3/97 Viacom sold WDRQ-F to Chancellor for \$42,000,000 . . . 4/97 Chancellor sold WDRQ-F to ABC/Disney for \$45,000,000 (Star) . . . 5/97 WLLZ (560; Monroe) sold by Greater Media to Crawford for \$3,150,000 (Serafin; Force) . . . 6/97 WYST-F changed calls to WKRK-F ("K-Rock") . . . 6/97 WCAR (1090; Livonia) sold by Children's to Global for \$_____ (Star) . . . 7/97 WHYT-F changed calls to WPLT-F ("The Planet")

Jim Duncan

Comments: WJR faded below a six share; another example of baseball not helping a big AM station . . . WNIC-F crossed over the seven-share line . . . WRIF-F has had four consecutive down books . . . WDRQ-F is showing good growth . . . WXYT slipped to lowest 12+ share in more than three years

DULUTH-SUPERIOR

Arbitron Rank: 215 Pop (12+):	134,300	Stations:	20 / 16	Last Year's Revenue:	\$5,700,000
MSA Rank:	178	Diaries:	895/150:1/62.0%	Household Income:	\$36,075
MSA Pop:	239,000	Sample Target:	860	Retail Dollars:	\$2.4 Bil.
DMA:	137	% Below Line:	2.7	#1 Billing:	KQDS-AF \$1,100,000
Average Persons Rating:	16.8	% Not Listed:	17.3	#1 Billing Portfolio:	Shockley \$2,920,000
Market TSL In Hours:	22.50	Pop per Station:	8,394		

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KKCB-F	C 25 / 11.1	12.9	11.0		13.8	302 / 22.5	25.1	24.4	52 / 583	C	KKCB-F
	KDAL	FS 25 / 11.1	9.5	9.8		12.6	290 / 21.6	22.2	22.4	30 / 417	B	KDAL
3	KTCO-F	C 20 / 8.9	8.1	7.7		9.8	252 / 18.8	18.7	18.5	24 / 412	A	KTCO-F
4	KQDS-F	AOR/CL 19 / 8.5	8.1	11.8		13.0	258 / 19.2	17.2	22.0	37 / 441	C	KQDS-F
5	KDAL-F	AC 17 / 7.6	9.1	9.4		11.4	272 / 20.2	20.6	24.1	25 / 414	B	KDAL-F
6	KLDJ-F	O 15 / 6.7	7.6	4.5		2.4	231 / 17.2	18.4	13.7	23 / 329	A	KLDJ-F
7	KRBR-F	AOR-NR 14 / 6.2	8.6	8.1		6.9	242 / 18.0	22.5	25.1	26 / 424	B	KRBR-F
8	WEBC	T 12 / 5.3	5.2	4.9		3.7	200 / 14.9	12.3	12.6	16 / 285	A	WEBC
9	WWAX-F	AC-NR 10 / 4.5	1.9				173 / 12.9	6.3		10 / 178		WWAX-F
10	KZIO-F	ST 6 / 2.7	0.5	0.8			79 / 5.9	1.5		8 / 116		KZIO-F
11	KXTP	C 5 / 2.2	3.3	3.7		2.8	66 / 4.9	9.4	10.4	5 / 69	A	KXTP
12	KUSZ-F	CL AOR 4 / 1.8	0.5	0.8		0.4	63 / 4.7	3.4	3.3	6 / 101		KUSZ-F
	WDSM	SPRTS 4 / 1.8	1.4	4.5		2.4	70 / 5.2	7.0	9.1	5 / 114	A	WDSM

12+ FM Share (Metro): 73.12 % (136 of 186) (Spring 96: 69.84 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KRBR-F >>	1 KQDS-F >	1 KQDS-F	1 KQDS-F	1 KQDS-F	1 KDAL >	1 KDAL >	1 KKCB-F >	1 KKCB-F	1 KRBR-F	1 WEBC >
2 WWAX-F	2 KTCO-F	2 KKCB-F <	2 KDAL-F	2 KDAL-F	2 KKCB-F >	2 KKCB-F >	2 KDAL-F <	2 KQDS-F	2 KQDS-F	2 KDAL >
KTCO-F >>	3 KKCB-F	3 KDAL-F	KKCB-F	KKCB-F	3 KDAL-F	3 KDAL-F	3 KTCO-F <	3 KTCO-F <		
	4 WWAX-F	KTCO-F	KTCO-F	KTCO-F <	WEBC <	KTCO-F	4 KQDS-F <	4 KDAL-F <	4 KTCO-F	
	KRBR-F	5 KLDJ-F	5 KLDJ-F	5 KLDJ-F >	5 KLDJ-F	5 KQDS-F	5 KDAL <	5 KRBR-F <	5 WWAX-F	
		KRBR-F	6 KRBR-F >	6 KRBR-F		6 KLDJ-F	6 KLDJ-F	6 KDAL <	6 WEBC	
						WEBC >	7 WEBC	7 KLDJ-F	7 KKCB-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 KKCB-F	1 KTCO-F >	1 KTCO-F	1 KKCB-F	1 KLDJ-F	1 KQDS-F >	1 KQDS-F >>	1 KQDS-F >>	1 KQDS-F >>	1 KQDS-F >
WWAX-F	2 KDAL-F	2 KDAL-F >	2 KDAL-F	KTCO-F	2 WWAX-F >>	2 KKCB-F	2 KKCB-F >	2 KRBR-F	2 KDAL-F
KRBR-F	KKCB-F		KTCO-F	3 KDAL-F		3 WWAX-F	3 KRBR-F	3 KKCB-F	KKCB-F
KTCO-F	4 WWAX-F >		4 KLDJ-F >	KKCB-F >>		KRBR-F	KTCO-F >>	4 KDAL-F	KTCO-F
	5 KQDS-F		5 KQDS-F	5 KQDS-F		KTCO-F >>		KTCO-F	5 KRBR-F
	KRBR-F >>		WWAX-F	WWAX-F >					6 KLDJ-F

Consolidation Report	12+	25-54	Revenue
Brill KKCB-FM, KLDJ-FM, WEBC-AM	23.1 %	23.1 %	29.3 %
Local - 1 KZIO-FM, WWAX-FM	7.2 %	5.8 %	%
Local - 2 KUSZ-FM, WUSZ-FM	2.2 %	4.1 %	%
Shockley KDAL-FM, KDAL-AM, KRBR-FM, KTCO-FM, KXTP-AM, WDSM-AM	37.8 %	33.8 %	51.2 %
	70.3 %	66.8 %	80.5 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WNXR-F SAC	107.3	Iron River	0.9 2.3 5 70
WUSZ-F C	99.9	Virginia	0.4 2.5 27 379
WWJC REL	850	Duluth	0.4 1.6 1 25

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEGZ-F C	105.9	Washburn, WI	0.4 1.9 11 163
WKKQ C	650	Hibbing	0.4 1.7 14 181
WKLK-F O	96.5	Cloquet	0.9 2.5 5 92
WKLK O	1230	Cloquet	0.9 1.9 4 39

DULUTH-SUPERIOR

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	27 (2)	27 (2)	14.5 %	13.5 %
AOR/Classic/NR	0 (0)	37 (3)	37 (3)	19.9 %	20.6 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	6 (2)	47 (4)	53 (6)	28.5 %	28.8 %
Full Service	25 (1)	0 (0)	25 (1)	13.4 %	11.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	12 (1)	0 (0)	12 (1)	6.5 %	8.2 %
Oldies	2 (1)	17 (2)	19 (3)	10.2 %	11.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	1 (1)	0 (0)	1 (1)	0.5 %	0.6 %
Soft AC/EZ	0 (0)	2 (1)	2 (1)	1.1 %	0.6 %
Sports	4 (1)	0 (0)	4 (1)	2.2 %	0.0 %
Standards	0 (0)	6 (1)	6 (1)	3.2 %	4.1 %
Totals	50 (7)	136 (13)	186 (20)		

AM Stations

Station	Freq	Power	Format	Network	Rate	Agency	Advertiser
KDAL	610	5 kw (DA-N)	Full Service	CBS	\$22.00	Katz	Shockley
KXTP	970	1 kw/27 w	Classic Country	ABC	\$<20.00	K&P	Shockley
WDSM	710	10 kw/5 kw (DA-N)	Sports	Westwd, 1/1, SBUSA	\$<20.00	Allied	Shockley
WEBC	560	5 kw (DA-2)	Talk	ABC, Talknt, WW1	\$<20.00	Christal	Brill

FM Stations

Station	Freq	Power	Format	Network	Rate	Agency	Advertiser
KDAL	95.7	100 kw @ 803	AC		\$22.00	Katz	Shockley
KKCB	105.1	100 kw @ 789	Country	ABC, CBS	\$30.00	Christal	Brill
KLDJ	101.7	1.6 kw @ 446	Oldies		\$ NA	Christal	Brill
KQDS	94.9	100 kw @ 730	AOR/Classic AOR		\$28.00	O'Malley	
KRBR	102.5	100 kw @ 600	New Rock		\$22.00	Katz	Shockley
KTCO	98.9	100 kw @ 600	Country		\$<20.00	Allied	Shockley
KUSZ	107.7	0.77 kw @ 912	Classic AOR	USA	\$ NA	---	WUSZ Proctor
KZIO	104.3	50 kw @ 397	Standards	ABC	\$ NA	---	WWAX-F Two Rivers
WWAX	92.1	0.78 kw @ 905	Modern AC	ABC	\$ NA	---	KZIO-F Hermantown

Notes: 4/97 KUSZ-F changed from Country to Classic AOR . . . 5/97 KZIO-F changed from JSN's Jazz format to ABC's Standards service

Jim Duncan

Comments: KDAL is one Full Service/Talk station fighting (successfully it appears) the nationwide downtrend for the format . . . Listening levels are down sharply from year-ago levels . . . Modern AC WWAX-F has become a viable station with its good Spring book

EL PASO

Arbitron Rank: 69 Pop (12+): 553,700
MSA Rank: 76
MSA Pop: 708,000
DMA: 99
Average Persons Rating: 17.3
Market TSL In Hours: 23.00

Stations: 30 / 27
Diaries: 1,041/532:1/45.3%
Sample Target: 1,070
% Below Line: 2.7
% Not Listed: 8.4
Pop per Station: 20,507

Last Year's Revenue: \$17,000,000
Household Income: \$29,366
Retail Dollars: \$5.5 Bil.
#1 Biller: KBNA-AF \$3,300,000
#1 Billing Portfolio:
 Clear Channel & New Wave \$3,700,000 ea.

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	KPRR-F	CHR	149 / 15.6	15.4	14.8	14.3	15.2	1947 / 35.2	35.1	36.3	164 / 2196	D	KPRR-F
2	KBNA-AF	SP	141 / 14.7	17.9	14.5	15.7	13.9	1542 / 27.8	29.7	28.3	150 / 1703	E	KBNA-AF
3	KLAQ-F	AOR	87 / 9.1	9.1	9.5	11.6	11.1	1404 / 25.4	23.2	25.9	109 / 1646	D	KLAQ-F
4	KSII-F	AC	69 / 7.2	5.5	6.3	5.9	6.9	1193 / 21.5	19.9	21.0	93 / 1545	B	KSII-F
5	KTSM-F	SAC	67 / 7.0	7.2	8.6	7.5	7.2	937 / 16.9	20.6	20.3	81 / 1220	C	KTSM-F
6	KHEY-F	C	61 / 6.4	5.4	6.7	4.5	5.4	759 / 13.7	16.1	15.6	70 / 935	C	KHEY-F
7	KOFX-F	O	56 / 5.8	6.4	6.1	6.1	6.0	896 / 16.2	16.8	16.6	62 / 1044	C	KOFX-F
8	KINT-F	SP	36 / 3.8	3.8	4.0	3.9	5.0	662 / 12.0	13.8	16.2	50 / 906	C	KINT-F
9	KTSM	N/T	34 / 3.6	4.2	4.6	3.4	2.5	407 / 7.3	8.5	5.5	38 / 488	B	KTSM
10	XHH-F	SP	26 / 2.7	2.2	3.0	2.2	1.5	549 / 9.9	9.0	7.6	26 / 566		XHH-F
11	KSET-F	C	21 / 2.2	2.4	1.9	1.8	1.9	513 / 9.3	7.7	7.2	25 / 581	B	KSET-F
12	KVIV	SP	15 / 1.6	0.9	1.9	1.2	0.3	107 / 1.9	2.5	1.4	15 / 113		KVIV
13	KROD	T	13 / 1.4	1.0	1.5	2.4	1.5	263 / 4.8	6.4	5.5	17 / 314	A	KROD
14	KAMA	SP	12 / 1.3	0.7	0.4	1.1	1.3	180 / 3.2	2.8	4.8	14 / 229	B	KAMA
	XEWR	SP	12 / 1.3	0.7	0.3	0.3	0.5	214 / 3.9	1.1	2.8	12 / 214		XEWR

12+ FM Share (Metro): 83.12 % (729 of 877) (Spring 96: 84.39 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KPRR-F >>	1 KPRR-F	1 KSII-F	1 KBNA-AF	1 KBNA-AF >	1 KPRR-F	1 KLAQ-F	1 KLAQ-F >	1 KLAQ-F	1 KBNA-AF
2 KLAQ-F	2 KSII-F <	2 KBNA-AF <	2 KPRR-F	2 KPRR-F <	2 KLAQ-F >>	2 KPRR-F	2 KBNA-AF	2 KBNA-AF	2 KLAQ-F >
3 KBNA-AF	3 KBNA-AF	3 KHEY-F <	3 KSII-F	3 KTSM-F <	3 KBNA-AF	3 KBNA-AF >	3 KHEY-F	3 KPRR-F	3 KTSM-F
KSII-F >>	4 KHEY-F <	4 KPRR-F >	4 KTSM-F	4 KPRR-F	4 KSII-F	4 KHEY-F <	KPRR-F	4 KSII-F	KHEY-F
	5 KLAQ-F >	5 KLAQ-F <	5 KHEY-F	5 KHEY-F >	5 KHEY-F >	5 KSII-F >>	5 KSII-F >>	5 KHEY-F	KPRR-F
		6 KTSM-F >>	6 KLAQ-F	6 KOFX-F				6 KTSM-F	KSII-F
								KOFX-F >	7 KOFX-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KELP	REL	1590	0.6 2.3 6 134
KFNA	T	1060	0.5 1.3 5 77
KSVE	SP	1150	0.8 2.4 8 135
XEP	SP	1300	0.5 1.5 5 84
XEPZ	SP	1190	0.3 1.1 3 62
XEWG	SP	1240	0.3 1.7 3 102
XHEM-F	SP	103.5	0.5 3.2 5 178
XHGU-F	SP	105.9	0.4 2.7 5 155
XHIM-F	SP	105.1	0.9 3.5 9 192
XHNZ-F	SP	107.5	0.7 4.4 7 264
XHTO-F	SP	104.3	0.4 1.9 4 108
XROK	SP	800	0.6 2.6 10 166

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
XEFV	SP	1000	Cd Juarez, MX 0.4 2.0 6 119
XHPX-F	SP	98.3	Cd Juarez, MX 0.9 4.4 9 243

EL PASO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	69 (1)	69 (1)	7.9 %	6.8 %	Clear Channel KHEY-FM, KHEY-AM, KPRR-FM	23.2 %	19.0 %	21.8 %
AOR/Classic/NR	0 (0)	87 (1)	87 (1)	9.9 %	10.3 %	HefTel KAMA-AM, KBNA-FM, KBNA-AM	16.0 %	18.1 %	21.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local KOFX-FM, KSET-FM	8.0 %	8.4 %	13.6 %
CHR	0 (0)	149 (1)	149 (1)	17.0 %	16.1 %	New Wave KLAQ-FM, KROD-AM, KSII-FM	17.7 %	19.0 %	21.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		64.9 %	64.5 %	78.7 %
Country	0 (0)	82 (2)	82 (2)	9.4 %	9.3 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	90 (1)	219 (9)	309 (1)	35.2 %	33.3 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	52 (3)	0 (0)	52 (3)	5.9 %	6.7 %				
Oldies	0 (0)	56 (1)	56 (1)	6.4 %	7.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	6 (1)	0 (0)	6 (1)	0.7 %	0.9 %				
Soft AC/EZ	0 (0)	67 (1)	67 (1)	7.6 %	9.4 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	148 (14)	729 (16)	877 (30)						

AM Stations

KBNA	920	1 kw/500 w (DA-N)	See KBNA-F					
KROD	600	5 kw (DA-N)	Talk	1-on-1, CBS	\$<20.00	Banner	New Wave	
KTSM	1380	5 kw/500 w	News/Talk	Talknt, ABC, Westwd	\$25.00	Christal	Galloway	
KVIV	1340	1 kw	Hispanic		\$17.00	Lotus		

FM Stations

KBNA	97.5	100 kw @ 1088	Hispanic		\$64.00	Katz Hisp.	HefTel	
KHEY	96.3	100 kw @ 1388	Country	ABC	\$52.00	Clr Chnl	Clear Channel	
KINT	93.9	100 kw @ 1420	Hispanic		\$31.00	Caballero		
KLAQ	95.5	100 kw @ 1388	AOR		\$55.00	Banner	New Wave	
KOFX	92.3	100 kw @ 1860	Oldies	Westwd	\$33.00	Katz	KSET-F	
KPRR	102.1	100 kw @ 1190	CHR		\$50.00	Clr Chnl	Clear Channel	
KSET	94.7	100 kw @ 1194	Country		\$26.00	Katz	KOFX-F	
KSII	93.1	100 kw @ 1420	AC		\$22.00	Eastman	New Wave	
KTSM	99.9	100 kw @ 1820	Soft AC		\$35.00	Christal	Galloway	
XHH	100.7	100 kw @ 249	Hispanic		\$22.00	Caballero		Cd. Juarez

Notes: Facilities of XHH-F are not verified -- use with caution . . . 3/97 KTSM-AF sold to Galloway for \$6,300,000 (Blackburn)

Jim Duncan

Comments: KPRR-F is at record high levels . . . KSII-F is at its highest share level in many years . . . Listening levels appear to be trending slightly downward

ERIE

Arbitron Rank: 152 Pop (12+)	232,800	Stations: 15 / 12	Last Year's Revenue: \$7,700,000
MSA Rank:	164	Diaries: 735/317:1/59.8%	Household Income: \$39,072
MSA Pop:	282,000	Sample Target: 680	Retail Dollars: \$2.6 Bil.
DMA:	143	% Below Line: 2.7	#1 Biller: WXKC-F \$1,400,000
Average Persons Rating:	14.1	% Not Listed: 14.0	#1 Billing Portfolio: Media One \$2,720,000
Market TSL In Hours:	19.00	Pop per Station: 19,400	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	WRTS-F	CHR 46 / 14.0	8.1	8.4	8.9	7.8	773 / 33.2	24.6	25.1	61 / 1028	B	WRTS-F
2	WXTA-F	C 43 / 13.1	14.3	10.0	10.3	11.4	513 / 22.0	21.5	22.3	46 / 554	C	WXTA-F
3	WRKT-F	AOR 37 / 11.3	9.3	11.4	12.6	13.6	549 / 23.6	18.5	24.1	48 / 647	C	WRKT-F
4	WJET-F	CHR 33 / 10.0	10.5	10.8	10.6	12.8	724 / 31.1	30.3	31.3	34 / 796	C	WJET-F
5	WFGO-F	O 29 / 8.8	10.2	11.9	8.1	7.8	552 / 23.7	22.0	30.3	33 / 683	C	WFGO-F
6	WXKC-F	C 25 / 7.6	11.5	12.7	10.3	10.3	439 / 18.8	22.6	27.2	26 / 480	C	WXKC-F
7	WRIE	ST 16 / 4.9	4.3	6.0	5.6	5.3	214 / 9.2	8.7	13.3	16 / 218	A	WRIE
	WLKK	T 16 / 4.9	5.3	4.3	4.2	5.6	269 / 11.6	10.9	9.5	16 / 269	A	WLKK
9	WFLP	T 15 / 4.6	4.3	3.2	2.2	2.5	294 / 12.6	7.3	7.9	15 / 307	A	WFLP

12+ FM Share (Metro): 82.69 % (234 of 283) (Spring 96: 83.82 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WRTS-F >>	1 WRTS-F <	1 WRKT-F <	1 WRKT-F <	1 WXTA-F <	1 WXTA-F <	1 WRTS-F	1 WRTS-F	1 WRTS-F <	1 WRTS-F	1 WRTS-F
2 WJET-F >>	2 WRKT-F	2 WRTS-F	2 WRTS-F	2 WRTS-F	2 WFGO-F >	2 WXTA-F <	2 WRKT-F <	2 WXTA-F	2 WXTA-F	2 WXTA-F
	3 WJET-F <	3 WXTA-F <	3 WXTA-F	WRKT-F	3 WXKC-F <	3 WRKT-F <	3 WXTA-F	3 WJET-F	3 WJET-F	3 WRKT-F
	4 WXTA-F >>	4 WJET-F	4 WFGO-F <	4 WFGO-F	4 WRKT-F	4 WJET-F	4 WXKC-F	4 WFGO-F	4 WRKT-F	WFGO-F
		5 WFGO-F	5 WJET-F <	5 WXKC-F <	WRIE	5 WFGO-F <	WJET-F <	5 WRKT-F	5 WFGO-F <	5 WFGO-F <
				6 WJET-F >>	WLKK <	6 WFLP	6 WFGO-F	6 WXKC-F >	6 WXKC-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 WRTS-F	1 WRTS-F >>	1 WRTS-F >>	1 WRTS-F >	1 WRTS-F	1 WRKT-F	1 WRKT-F >	1 WRKT-F >	1 WRKT-F >>	1 WRKT-F
2 WRKT-F	2 WJET-F	2 WXTA-F >	2 WJET-F <	2 WXTA-F	2 WRTS-F	2 WXTA-F	2 WXTA-F	2 WXTA-F	2 WXTA-F >
	WJET-F >>	3 WXTA-F	3 WXKC-F	3 WXTA-F <	WJET-F >>	WRTS-F	3 WJET-F	WRTS-F	3 WRTS-F
4 WXTA-F >>	WRKT-F >	WRKT-F	4 WXKC-F	4 WXKC-F		WJET-F >>	4 WRTS-F >>	4 WJET-F	4 WFGO-F
			WRKT-F	5 WJET-F				5 WFGO-F	5 WJET-F
			WFGO-F >>						

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	2 (1)	2 (1)	0.7 %	1.1 %
AOR/Classic/NR	0 (0)	41 (2)	41 (2)	14.5 %	10.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	79 (2)	79 (2)	27.9 %	21.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	73 (3)	73 (3)	25.8 %	32.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	33 (3)	0 (0)	33 (3)	11.7 %	11.9 %
Oldies	0 (0)	29 (1)	29 (1)	10.2 %	11.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	7 (1)	7 (1)	2.5 %	4.7 %
Soft AC/EZ	0 (0)	3 (1)	3 (1)	1.1 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	16 (1)	0 (0)	16 (1)	5.7 %	5.1 %
Totals	49 (4)	234 (11)	283 (15)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WCTL-F	REL	106.3	Union City	2.1	3.9	8 122
WPSE	T	1450	Erie	0.6	2.2	2 52
WZPR-F	C	100.3	Meadville	1.5	5.1	38 601

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
CFPL-F	AOR	95.9	London, ON	1.2	3.6	5 102
WREO-F	AC	97.1	Ashtabula, OH	0.6	3.0	19 282
WRRN-F	EZ	92.3	Warren, PA	0.9	1.8	19 182

ERIE

Consolidation Report	12+	25-54	Revenue
Local WRKT-FM, WRTS-FM	25.3 %	28.4 %	23.1 %
Media One, pend. WRIE-AM, WXKC-FM, WXTA-FM	25.6 %	25.8 %	35.3 %
	50.9 %	54.2 %	58.4 %

AM Stations

WFLP	1330	5 kw (DA-2)	Talk	ABC, Westwd	\$<20.00	--	
WLKK	1400	1 kw	Talk	Talknt, Westwd	\$<20.00	--	
WRIE	1260	5 kw (DA-2)	Standards	JSN	\$<20.00	Christal	Media One

FM Stations

WFGO	94.7	1.1 kw @ 538	Oldies		\$26.00	Allied	
WJET	102.3	1.7 kw @ 613	CHR		\$31.00	Allied	Myron Jones
WRKT	100.9	4.2 kw @ 797	AOR		\$31.00	Eastman	North East
WRTS	103.7	50 kw @ 500	CHR		\$21.00	Eastman	WRKT-F
WXKC	99.9	50 kw @ 492	Country		\$35.00	Christal	Media One
WXTA	97.9	10 kw @ 505	Country	CNN	\$28.00	Mc-Guild	Media One, pend. Edinboro

Notes: WRTS-F reclassified from AC to CHR based on audience analysis . . . 6/97 WFGO-F sold to William Fleckenstein for \$1,510,000 . . . 8/97 WXTA-F sold to Media One for \$3,300,000

Jim Duncan

Comments: Big move up by WRTS-F to its highest level in history . . . WXKC-F suffered a sharp loss

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies, Classic Hits
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - 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	

EUGENE-SPRINGFIELD

Arbltron Rank: 146 Pop (12+): 255,900	Stations: 18 / 16	Last Year's Revenue: \$10,700,000
MSA Rank: 158	Diaries: 1,101/232:1/56.1%	Household Income: \$34,935
MSA Pop: 308,000	Sample Target: 970	Retail Dollars: \$3.3 Bil.
DMA: 119	% Below Line: 1.2	#1 Biller: NA
Average Persons Rating: 13.6	% Not Listed: 22.2	#1 Billing Portfolio: NA
Market TSL In Hours: 18.50	Pop per Station: 15,994	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KUGN-F	C	33 / 9.5	11.3	11.3	8.8	10.5	438 / 17.1	20.4	21.6	43 / 593	KUGN-F
2	KMGE-F	AC	31 / 8.9	9.8	9.0	9.3	8.8	521 / 20.4	22.0	20.5	39 / 743	KMGE-F
3	KDUK-F	CHR	28 / 8.1	6.3	4.3	6.5	6.6	527 / 20.6	16.7	15.1	61 / 1198	KDUK-F
4	KKNU-F	C	25 / 7.2	7.5	8.7	9.1	9.1	362 / 14.2	16.2	17.9	26 / 432	KKNU-F
	KODZ-F	O	25 / 7.2	7.3	5.6	5.4	6.1	464 / 18.1	17.1	14.6	44 / 722	KODZ-F
6	KNRQ-AF	AOR-NR	24 / 6.9	6.0	5.6	4.2	5.8	442 / 17.3	14.9	14.4	30 / 613	KNRQ-AF
7	KZEL-F	CL AOR	22 / 6.3	6.5	10.5	8.8	9.4	441 / 17.2	16.9	20.1	43 / 784	KZEL-F
8	KPNW	FS	21 / 6.1	7.3	5.6	7.1	7.2	357 / 14.0	14.8	13.3	33 / 558	KPNW
9	KEHK-F	CL HITS	18 / 5.2	3.8	2.8	4.2	3.9	298 / 11.6	9.8	6.7	22 / 385	KEHK-F
10	KUGN	N/T	14 / 4.0	6.0	4.1	5.9	3.9	291 / 11.4	18.9	13.3	17 / 397	KUGN
	KKXO	ST	14 / 4.0	5.8	4.3	3.7	5.2	195 / 7.6	8.7	8.3	14 / 201	KKXO

12+ FM Share (Metro): 78.52 % (212 of 270) (Spring 96: 78.45 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KDUK-F >>	1 KDUK-F	1 KMGE-F	1 KMGE-F	1 KMGE-F	1 KMGE-F <	1 KUGN-F	1 KMGE-F	1 KMGE-F <	1 KDUK-F	1 KUGN >
2 KNRQ-AF >>	2 KNRQ-AF	2 KUGN-F	2 KZEL-F	2 KUGN-F <	2 KODZ-F	2 KMGE-F <	2 KUGN-F	2 KKNU-F <	2 KNRQ-AF	2 KPNW
3 KEHK-F	3 KUGN-F <	3 KDUK-F	KUGN-F <	3 KZEL-F	3 KUGN-F <	3 KPNW	3 KODZ-F <	3 KDUK-F <	3 KUGN-F <	KKNU-F
KUGN-F >>	4 KZEL-F	KZEL-F <	4 KKNU-F	KKNU-F	4 KPNW	4 KDUK-F <	4 KKNU-F <	KUGN-F <	4 KEHK-F	4 KUGN-F
	5 KKNU-F	5 KNRQ-AF	5 KDUK-F	5 KODZ-F	5 KKNU-F <	5 KNRQ-AF	5 KPNW	5 KODZ-F <	5 KPNW	5 KNU-F
		KKNU-F	KEHK-F <	6 KDUK-F	6 KKXO	KZEL-F	6 KZEL-F	6 KNRQ-AF <	6 KMGE-F	
			7 KODZ-F <	KEHK-F		KUGN <	7 KNRQ-AF <	7 KZEL-F	7 KZEL-F	KKXO

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KDUK-F >>	1 KDUK-F >>	1 KDUK-F >	1 KMGE-F	1 KMGE-F	1 KNRQ-AF >>	1 KNRQ-AF	1 KZEL-F	1 KZEL-F <	1 KZEL-F >
2 KNRQ-AF	2 KKNU-F	2 KKNU-F	2 KDUK-F <	2 KKNU-F <	2 KDUK-F >	2 KZEL-F	2 KNRQ-AF	2 KNRQ-AF	2 KEHK-F
KUGN-F >	KUGN-F	3 KUGN-F	3 KKNU-F	3 KUGN-F	3 KUGN-F >>	3 KUGN-F	3 KUGN-F	3 KEHK-F	3 KNRQ-AF
4 KMGE-F	4 KMGE-F	KMGE-F >>	KUGN-F >	4 KDUK-F		4 KDUK-F	4 KPNW	4 KUGN-F	KUGN-F
KZEL-F >>	5 KNRQ-AF	5 KEHK-F >>	5 KODZ-F	5 KODZ-F >>		5 KEHK-F	KEHK-F >	5 KODZ-F	KPNW
			6 KNRQ-AF					6 KPNW	KODZ-F
								KDUK-F	7 KMGE-F

Consolidation Report	12+	25-54	Revenue
Bengal	13.2 %	14.1 %	%
KNRQ-AF, KZEL-FM			
Citadel	18.7 %	18.7 %	%
KEHK-FM, KUGN-FM, KUGN-AM			
Local	20.1 %	21.4 %	%
KEED-AM, KKNU-FM, KKXO-AM, KMGE-FM			
McCoy	21.4 %	19.1 %	%
KDUK-FM, KDUK-AM, KODZ-FM, KPNW-AM			
	73.4 %	73.3 %	%

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KCST-F	ST	106.9	Florence	1.2	2.0	4	50
KKNX	T	840	Eugene	0.9	0.9	3	36
KNND	C	1400	Cottage Grove	0.6	1.5	2	38
KORE	REL	1050	Springfield	0.6	2.4	2	71

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KHPE-F	REL	107.9	Albany	0.6	2.2	4	152
KXIX-F	AOR-NR	94.1	Bend	0.6	0.8	2	22

EUGENE-SPRINGFIELD

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	31 (1)	31 (1)	11.5 %	12.2 %
AOR/Classic/NR	2 (1)	46 (3)	48 (4)	17.8 %	16.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	28 (1)	28 (1)	10.4 %	7.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	2 (1)	58 (2)	60 (3)	22.2 %	23.4 %
Full Service	21 (1)	0 (0)	21 (1)	7.8 %	9.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	17 (2)	0 (0)	17 (2)	6.3 %	8.8 %
Oldies	0 (0)	43 (2)	43 (2)	15.9 %	13.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	2 (1)	4 (2)	1.5 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	14 (1)	4 (1)	18 (2)	6.7 %	8.8 %
Totals	58 (7)	212 (11)	270 (18)		

AM Stations

Station	Power	Frequency	Service	Network	Rate	Agency	Advertiser
KKXO	1450	1 kw	Standards	Westwd	\$<20.00	Allied	KMGE-F
KPNW	1120	50 kw (DA-1)	Full Service	ABC	\$21.00	Katz	McCoy
KUGN	590	5 kw/1 kw (DA-N)	News/Talk	CBS, CNN, Tiknt	\$20.00	Mc-Guild	Citadel

FM Stations

Station	Frequency	Power	Service	Network	Rate	Agency	Advertiser
KDUK	104.7	63 kw @ 2325	CHR		\$21.00	Mc-Guild	McCoy Florence
KEHK	102.3	100 kw @ 918	Classic Hits		\$<20.00	Mc-Guild	Citadel Brownsville
KKNU	93.1	100 kw @ 984	Country		\$35.00	Allied	KMGE-F
KMGE	94.5	100 kw @ 1299	AC		\$40.00	Allied	
KNRQ	95.3	0.6 kw @ 1207	AOR-New Rock		\$28.00	Christal	Bengal Creswell
KODZ	99.1	100 kw @ 1630	Oldies		\$25.00	Katz	McCoy
KUGN	97.9	100 kw @ 1010	Country	CBS	\$43.00	Mc-Guild	Citadel
KZEL	96.1	100 kw @ 1092	Classic AOR	Westwd, Source	\$26.00	Christal	Bengal

Notes:

Jim Duncan

Comments: Eugene recorded one of the lowest listening levels in the nation, off 1.8 rating points (12%) from a year ago . . . KDUK-F had its highest share in more than three years

EVANSVILLE

Arbitron Rank: 151 Pop (12+)	240,300	Stations:	18 / 14	Last Year's Revenue:	\$14,200,000
MSA Rank:	162	Diaries:	973/247:1/59.0%	Household Income:	\$38,265
MSA Pop:	291,000	Sample Target:	980	Retail Dollars:	\$3.0 Bil.
DMA:	94	% Below Line:	4.5	#1 Biller:	WIKY-F \$3,700,000
Average Persons Rating:	14.9	% Not Listed:	13.1	#1 Billing Portfolio:	
Market TSL In Hours:	20.25	Pop per Station:	17,164		Brill \$5,500,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WIKY-F	66 / 18.4	20.8	22.0	18.4	19.4	773 / 32.2	36.3	36.1	87 / 1202	E	WIKY-F
2	WSTO-F	52 / 14.5	13.1	12.6	8.1	10.8	720 / 30.0	29.1	30.1	142 / 2092	C	WSTO-F
3	WKDQ-F	37 / 10.3	14.4	13.7	16.8	16.7	561 / 23.3	25.2	29.6	74 / 1359	D	WKDQ-F
4	WABX-F	29 / 8.1					309 / 12.9			32 / 391		WABX-F
	WYNG-F	29 / 8.1	9.1	6.9	11.1	8.6	431 / 17.9	19.7	14.5	38 / 623	C	WYNG-F
6	WGBF-F	AOR	27 / 7.5	9.9	8.9	10.8	472 / 19.6	23.2	23.8	37 / 696	C	WGBF-F
7	WJPS-F	O	19 / 5.3	6.1	7.4	5.0	347 / 14.4	16.0	16.9	28 / 512	B	WJPS-F
8	WTRI-F	CL HITS	16 / 4.5	3.2	2.3	1.9	257 / 10.7	9.5	7.9	57 / 731	A	WTRI-F
9	WBKR-F	C	12 / 3.4	3.5	4.0	4.7	223 / 9.3	12.6	12.3	107 / 1321	C	WBKR-F
10	WSON	ST	6 / 1.7	2.4	2.0	1.1	122 / 5.1	6.3	5.0	7 / 137	A	WSON

12+ FM Share (Metro): 94.21 % (293 of 311) (Spring 96: 92.82 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WSTO-F >>	1 WSTO-F >	1 WSTO-F	1 WIKY-F	1 WIKY-F	1 WIKY-F >>	1 WIKY-F >	1 WIKY-F	1 WIKY-F	1 WSTO-F	1 WIKY-F
	2 WABX-F <	2 WIKY-F	2 WSTO-F	2 WSTO-F <	2 WKDQ-F	2 WSTO-F >	2 WSTO-F >	2 WSTO-F	2 WIKY-F	2 WSTO-F
	3 WGBF-F	3 WABX-F	3 WABX-F	3 WKDQ-F	3 WYNG-F	3 WGBF-F <	3 WKDQ-F	3 WKDQ-F	3 WABX-F	3 WKDQ-F
	WIKY-F >	4 WGBF-F <	4 WKDQ-F >	4 WABX-F >	4 WSTO-F <	4 WKDQ-F	4 WABX-F <	4 WABX-F >	4 WGBF-F	4 WYNG-F >
	5 WTRI-F	5 WKDQ-F >	5 WGBF-F	5 WGBF-F	5 WJPS-F	5 WYNG-F >	5 WYNG-F	5 WGBF-F	WKDQ-F	
								WYNG-F <	6 WYNG-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 WSTO-F >>	1 WSTO-F >>	1 WSTO-F	1 WSTO-F	1 WIKY-F >	1 WGBF-F >>	1 WGBF-F <	1 WSTO-F	1 WGBF-F	1 WABX-F <
	2 WGBF-F	WIKY-F >	WIKY-F >	2 WSTO-F	2 WABX-F	2 WSTO-F	2 WABX-F >	WABX-F	2 WSTO-F <
	WIKY-F	3 WABX-F	3 WABX-F	3 WKDQ-F >	3 WSTO-F >	WABX-F >	3 WGBF-F	3 WSTO-F	3 WGBF-F
	WTRI-F >>	WKDQ-F >	WKDQ-F >	4 WABX-F >	4 WYNG-F	4 WTRI-F >	4 WIKY-F	4 WIKY-F	WIKY-F
				4 WABX-F	WTRI-F >>	5 WIKY-F	WTRI-F >	5 WKDQ-F	5 WKDQ-F >
						WKDQ-F			6 WYNG-F

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	70 (3)	70 (3)	22.5 %	24.3 %
AOR/Classic/NR	0 (0)	56 (2)	56 (2)	18.0 %	11.0 %
Black/Urban	2 (1)	0 (0)	2 (1)	0.6 %	0.0 %
CHR	0 (0)	52 (1)	52 (1)	16.7 %	14.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (1)	80 (4)	80 (5)	25.7 %	30.6 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	6 (2)	0 (0)	6 (2)	1.9 %	3.6 %
Oldies	0 (0)	35 (2)	35 (2)	11.3 %	11.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	4 (1)	0 (0)	4 (1)	1.3 %	0.6 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	1.5 %
Standards	6 (1)	0 (0)	6 (1)	1.9 %	2.7 %
Totals	18 (6)	293 (12)	311 (18)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WDKS-F	AC/CHR	106.1	Newburgh	0.6	2.7	4	95
WEOA	B	1400	Evansville	0.6	2.1	2	59
WGAB	T	1180	Newburgh	0.8	1.9	3	51
WGBF	T	1280	Evansville	0.8	4.4	5	163
WVHI	REL	1330	Evansville	1.1	2.0	5	63

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WQXQ-F	AC/CHR	101.9	Central City, KY	0.6	3.3	10	271
WRAY-F	C	98.1	Princeton	0.6	2.6	11	254

EVANSVILLE

Consolidation Report	12+	25-54	Revenue
Brill WBKR-FM, WKDQ-FM, WSTO-FM	28.2 %	30.2 %	38.7 %
Connoisseur WGBF-FM, WGBF-AM, WTRI-FM	12.8 %	12.7 %	12.7 %
South Central WABX-FM, WEOA-AM, WIKY-FM, WJPS-FM	32.4 %	34.3 %	32.9 %
	73.4 %	77.2 %	84.3 %

AM Stations

Station	Power	Time	Format	Daypart	Revenue	Advertiser	Agency	Location
WEOA	1400	1 kw	Black		ABC \$ NA	---	South Central	
WGAB	1180	675 w (Days)	Talk	Westwd, 1-on-1, SRN	\$ <20.00	---		Newburgh
WGBF	1280	5 kw/1 kw	Talk	CNN, Westwd	\$ <20.00	Allied	Connoisseur	
WSON	860	0.38 kw/0.5 kw (DA-N)	Standards		ABC \$ <20.00	---		Henderson

FM Stations

Station	Frequency	Power	Format	Daypart	Revenue	Advertiser	Agency	Location
WABX	107.5	2 kw @ 561	Classic Rock		\$ NA	Eastman	South Central	
WBKR	92.5	91.4 kw @ 1049	Country		\$ NA	Banner	Brill	Owensboro, KY
WDKS	106.1	6 kw @ 328	AC/CHR	Westwd, CBS, 1-on-1	\$ <20.00	Allied		Newburgh
WGBF	103.1	3.2 kw @ 453	AOR	Westwd	\$40.00	Allied	Connoisseur	Henderson, KY
WIKY	104.1	39 kw @ 571	AC	Westwd	\$67.00	Katz	South Central	
WJPS	93.5	3 kw @ 328	Oldies	Westwd	\$22.00	Katz	South Central	Chandler
WKDQ	99.5	100 kw @ 985	Country		ABC \$50.00	Christal	Brill	Henderson
WSTO	96.1	100 kw @ 1000	CHR		ABC \$45.00	Katz	Brill	Owensboro
WTRI	94.9	50 kw @ 420	Classic Hits	Westwd	\$ NA	---	Connoisseur	Mt. Carmel, IL
WYNG	105.3	50 KW @ 390	Country		CBS \$33.00	Eastman	Pinnacle	

Notes: 2/97 WKDQ sold by Bristol to Brill for \$8,000,000 (Blackburn) . . . 4/97 WGAB-F changed from Talk to simulcast of Classic Hits WTRI-F as WDKS-F . . . 5/97 WDKS-F ceased simulcast of WTRI-F to be AC/CHR as "Kiss 106" . . . 5/97 WJPS changed from Oldies to Black as WEOA

Jim Duncan

Comments: WABX-F had a huge debut book with Classic AOR . . . All three Country stations are down since Fall '96

FARGO-MOORHEAD

Arbitron Rank: 208 Pop (12+)	136,900	Stations:	14 / 13	Last Year's Revenue:	\$9,500,000
MSA Rank:	221	Diaries:	676/203:1/57.5%	Household Income:	\$39,987
MSA Pop:	167,000	Sample Target:	610	Retail Dollars:	\$2.1 Bil.
DMA:	112	% Below Line:	0.4	#1 Biller:	KFGO \$2,200,000
Average Persons Rating:	17.8	% Not Listed:	10.3	#1 Billing Portfolio:	
Market TSL in Hours:	23.00	Pop per Station:	10,531	Otter Tail	\$5,300,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KFGO	FS	56 / 23.0	15.2	16.3	10.2	551 / 40.2	27.5	30.5	106 / 1026	D	KFGO
2	KVOX-F	C	28 / 11.5	11.8	13.1	13.1	389 / 28.4	25.3	31.3	33 / 532	C	KVOX-F
3	WDAY-F	CHR	22 / 9.1	8.4	9.4	4.9	358 / 26.2	27.7	27.0	29 / 554	B	WDAY-F
	KLTA-F	AC	22 / 9.1	8.9	6.1	9.0	299 / 21.9	22.2	19.7	32 / 442	B	KLTA-F
5	WDAY	N/T	17 / 7.0	8.0	10.2	8.2	283 / 20.7	23.2	23.8	33 / 569	B	WDAY
	KFGO-F	C	17 / 7.0	8.0	11.4	10.6	260 / 19.0	20.7	25.7	34 / 458	C	KFGO-F
7	KQWB-F	AOR	15 / 6.2	7.6	9.4	10.6	242 / 17.7	20.9	22.7	21 / 323	B	KQWB-F
8	KPFX-F	CL AOR	13 / 5.3	7.2	5.7	6.9	226 / 16.5	16.6	15.7	16 / 307	B	KPFX-F
9	KQWB	ST	9 / 3.7	3.0	0.4		89 / 6.5	7.0	2.2	9 / 92	A	KQWB
	KFGX-F	CHR-NR	9 / 3.7	5.5	3.3	2.0	182 / 13.3	17.7	14.6	25 / 409	A	KFGX-F

12+ FM Share (Metro): 61.01 % (133 of 218) (Spring 96: 67.42 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WDAY-F >>	1 KVOX-F	1 KFGO	1 KFGO >	1 KFGO >	1 KFGO >>	1 KFGO >>	1 KFGO >>	1 KFGO	1 WDAY-F	1 KFGO >>
2 KFGX-F >>	KQWB-F <	2 KVOX-F <	2 KLTA-F	2 KVOX-F	2 WDAY	2 KLTA-F <	2 KVOX-F <	2 KVOX-F	2 KFGO <	2 WDAY-F
	3 WDAY-F	3 KLTA-F >	3 KVOX-F	KLTA-F	3 KVOX-F	3 KVOX-F	3 KLTA-F	3 WDAY-F	3 KVOX-F >>	KFGX-F >
	4 KLTA-F	4 WDAY-F	4 KFGO-F	4 KFGO-F	4 KLTA-F	4 WDAY-F <	4 WDAY	4 KLTA-F	4 WDAY	
	5 KFGO-F	KQWB-F <	5 KQWB-F	5 KQWB-F	5 KQWB	5 WDAY <	5 KFGO-F	5 KQWB-F	KQWB-F	
		6 KPFX-F	KPFX-F >	KPFX-F	KPFX-F	6 KFGO-F	6 KQWB-F	KFGO-F <	KFGX-F	
		KFGO-F >						7 KPFX-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 WDAY-F >>	1 KLTA-F	1 KLTA-F	1 KLTA-F	1 KLTA-F <	1 WDAY-F	1 KQWB-F >>	1 KQWB-F >>	1 KFGO >	1 KFGO >>
2 KVOX-F	2 KVOX-F	2 KVOX-F >	2 KVOX-F <	2 KFGO <	KVOX-F	2 WDAY-F	2 WDAY-F	2 KQWB-F	2 KPFX-F
	KLTA-F >	3 WDAY-F >	3 KFGO-F >	3 KFGO	3 KVOX-F >	KQWB-F	KVOX-F	KFGO-F	3 KPFX-F
4 KFGO-F >>	4 KFGO-F	4 WDAY-F	4 WDAY-F	4 KFGO-F >>	KFGX-F >>	4 KFGX-F	KFGO >	4 KVOX-F	4 WDAY
	5 KQWB-F	KQWB-F	KQWB-F >>	KFGO-F >>		5 KPFX-F	KPFX-F	5 WDAY-F >	KVOX-F
	KFGO >	KFGO >>				KFGO-F	KFGO >>		KFGO-F >

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	26 (2)	26 (2)	11.9 %	10.0 %
AOR/Classic/NR	0 (0)	29 (3)	29 (3)	13.3 %	17.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	31 (2)	31 (2)	14.2 %	15.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	45 (2)	45 (2)	20.6 %	23.8 %
Full Service	56 (1)	0 (0)	56 (1)	25.7 %	17.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	17 (1)	0 (0)	17 (1)	7.8 %	9.0 %
Oldies	3 (1)	2 (1)	5 (2)	2.3 %	2.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	1.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	9 (1)	0 (0)	9 (1)	4.1 %	3.3 %
Totals	85 (4)	133 (10)	218 (14)		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KQV-F	0	96.7 Arthur	0.8 3.3 2 48
KPHT-F	AC	92.7 Kindred	1.6 5.5 5 86
KVOX	0	1280 Moorhead	1.2 6.3 4 93

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KZCR-F	CL AOR	103.3 Fergus Falls, MN	0.4 3.1 8 135

FARGO-MOORHEAD

Consolidation Report	12-	25-54	Revenue
Jim Ingstad KPFX-FM, KQWB-FM, KQWB-AM	15.2 %	17.2 %	17.7 %
Otter Tail KFGO-FM, KFGO-AM, KFGX-FM, KPHT-FM, KVOX-FM, KVOX-AM	48.1 %	48.4 %	55.8 %
Tom Ingstad KLTA-FM, WDAY-FM	18.2 %	17.2 %	16.4 %
	81.5 %	82.8 %	89.9 %

AM Stations

KFGO	790	5 kw (DA-N)	Full Svc.	CBS	\$41.00	CBS	Otter Tail
KQWB	1550	10 kw/5 kw (DA-N)	Standards	Westwd	\$ NA	Christal	T. Ingstad
KVOX	1280	5 kw/1 kw (DA-2)	Oldies	Westwd	\$<20.00	Katz	Otter Tail
WDAY	970	5 kw (DA-N)	Talk	ABC	\$23.00	Katz	

FM Stations

KFGO	101.9	93 kw @ 1001	Country		\$37.00	CBS	Otter Tail	
KFGX	95.1	100 kw @ 971	CHR-New Rock		\$<20.00	Katz	Otter Tail	Detroit Lakes
KLTA	105.1	100 kw @ 649	AC		\$20.00	Christal	T. Ingstad	Breckenridge
KPFX	107.9	100 kw @ 656	Classic AOR		\$21.00	Christal	T. Ingstad	
KQWB	98.7	100 kw @ 581	AOR	Westwd	\$22.00	Christal	J. Ingstad	
KVOX	99.9	100 kw @ 380	Country		\$24.00	Katz	Otter Tail	
WDAY	93.7	100 kw @ 1030	CHR		\$20.00	Katz	T. Ingstad	

Notes:

Jim Duncan

Comments: KFGO has its highest share since the early 80's; this is obviously a result of the horrible flooding that took place in the area during the Spring; an event such as this proves which station has the news image in a market . . . Most other stations were down from year-ago levels

FAYETTEVILLE, NC

Arbltron Rank: 123 Pop (12+): 331,500	Stations: 27 / 18	Last Year's Revenue: \$12,600,000
MSA Rank: 160	Diaries: 1,050/316:1/45.9%	Household Income: \$39,435
MSA Pop: 301,000	Sample Target: 1,070	Retail Dollars: \$3.0 Bil.
DMA: Raleigh (#30)	% Below Line: 14.8	#1 Biller: WKML-F \$3,400,000
Average Persons Rating: 15.7	% Not Listed: 8.7	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 18,417	Beasley \$7,360,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level		
1	WZFX-F	B	84 / 16.2	14.1	12.8	18.8	14.1	989 / 29.8	27.3	28.5	144 / 1721	E	WZFX-F
2	WKML-AF	C	74 / 14.2	13.9	14.7	16.1	15.5	793 / 23.9	26.6	26.1	120 / 1587	E	WKML-AF
3	WLRD-F	B	47 / 9.0	7.0	6.6	6.6	6.0	657 / 19.8	16.7	17.6	64 / 934	B	WLRD-F
4	WQSM-F	AC	41 / 7.9	8.5	9.8	9.1	9.7	746 / 22.5	22.5	22.8	59 / 1131	D	WQSM-F
5	WFLB-F	O	37 / 7.1	7.0	4.9	5.1	4.6	454 / 13.7	14.3	11.6	60 / 840	B	WFLB-F
6	WRCQ-F	AOR	25 / 4.8	5.8	5.7	4.7	7.2	474 / 14.3	14.2	12.0	44 / 718	C	WRCQ-F
7	WFNC	N/T	20 / 3.8	5.0	4.2	3.6	5.4	279 / 8.4	9.7	8.5	21 / 308	B	WFNC
8	WIDU	G/B	19 / 3.7	2.3	2.8	4.0	3.9	204 / 6.2	4.8	5.9	19 / 204		WIDU
9	WKQB-F	CL AOR	16 / 3.1	3.1	3.0	1.3		261 / 7.9	8.1	7.9	28 / 394	A	WKQB-F
10	WDCG-F	CHR	14 / 2.7	2.9	3.0	3.4	4.3	347 / 10.5	10.5	9.1	35 / 647		WDCG-F
11	WRAL-F	AC	13 / 2.5	1.7	2.1	2.1	1.2	308 / 9.3	8.8	7.3	20 / 550		WRAL-F
	WCLN-F	REL	13 / 2.5	2.1	2.6	1.7	1.7	153 / 4.6	4.9	4.4	14 / 210		WCLN-F
13	WSTS-F	G	11 / 2.1	3.1	3.8	1.5	2.1	161 / 4.9	6.6	6.8	29 / 346		WSTS-F
14	WFMO	G	10 / 1.9	2.3	3.4		3.1	65 / 2.0	1.8	2.7	10 / 80		WFMO

12+ FM Share (Metro): 87.16 % (414 of 475) (Spring 96: 86.10 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WLRD-F >>	1 WZFX-F >	1 WZFX-F >	1 WZFX-F >	1 WZFX-F	1 WKML-AF >	1 WKML-AF	1 WKML-AF	1 WZFX-F	1 WZFX-F >	1 WZFX-F
2 WZFX-F >>	2 WLRD-F <	2 WKML-AF >	2 WKML-AF	2 WKML-AF >	2 WZFX-F	2 WZFX-F >	2 WZFX-F	2 WKML-AF	2 WLRD-F >	2 WKML-F >
	3 WKML-AF	3 WLRD-F	3 WQSM-F	3 WQSM-F <	3 WFLB-F >	3 WQSM-F >	3 WQSM-F <	3 WLRD-F	3 WKML-F >	3 WLRD-F >
	4 WQSM-F <	WQSM-F	4 WFLB-F >	4 WFLB-F >	4 WQSM-F	4 WFLB-F	4 WFLB-F	4 WQSM-F <	4 WQSM-F <	
	5 WRCQ-F >	5 WFLB-F	5 WKQB-F	5 WKQB-F	5 WFNC	5 WLRD-F <	5 WLRD-F	5 WFLB-F >	5 WFLB-F <	
		6 WRCQ-F >	6 WRCQ-F	6 WLRD-F		6 WFNC <	6 WFNC	6 WRCQ-F >	6 WRCQ-F >	
			WLRD-F <			7 WRCQ-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 WZFX-F >	1 WZFX-F	1 WKML-AF	1 WZFX-F >	1 WZFX-F	1 WLRD-F	1 WZFX-F >	1 WZFX-F >>	1 WZFX-F	1 WZFX-F
2 WLRD-F	2 WKML-AF	WZFX-F >	2 WKML-AF	2 WKML-AF >	2 WZFX-F	2 WLRD-F	2 WQSM-F >	2 WKML-AF >	2 WKML-AF >
3 WQSM-F	3 WLRD-F	3 WLRD-F	3 WQSM-F	3 WFLB-F	3 WKML-AF	3 WRCQ-F	3 WRCQ-F	3 WLRD-F	3 WQSM-F
4 WRCQ-F >	WQSM-F >	WQSM-F	4 WFLB-F	WQSM-F >	4 WRCQ-F >>	WKML-AF	WDCG-F	4 WRCQ-F <	4 WFLB-F
	5 WRCQ-F	5 WFLB-F	5 WLRD-F >	5 WIDU		5 WQSM-F >	5 WRAL-F >>	5 WQSM-F	5 WKQB-F
	WFLB-F	WRAL-F >		WLRD-F				6 WFLB-F	6 WRCQ-F

Other Rated Stations					Other Rated Stations--Outside Market						
			Metro Cume Share Rating	TSA AQH Cume				Metro Cume Share Rating	TSA AQH Cume		
WAZZ	ST	1490	Fayetteville	1.0 1.3	5 44	WEGX-F	C	92.9	Dillon, SC	1.2 7.3	36 641
WCIE-AA	G	1400	Raeford	0.4 1.0	6 69	WKIX-F	C	96.1	Raleigh	0.8 2.4	19 311
WFAI	T	1230	Fayetteville	0.6 1.6	3 63	WQDR-F	C	94.7	Raleigh	1.5 4.9	26 607
WJSK-F	C	102.3	Lumberton	0.6 1.5	3 60	WRDU-F	AOR	106.1	Wilson	1.0 3.2	13 250
WYRU	REL	1160	Red Springs	0.4 1.3	3 65	WRSN-F	AC	93.9	Burlington	1.0 2.7	11 237
						WTRG-F	O	100.7	Rocky Mount	1.7 4.7	22 385

FAYETTEVILLE, NC

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	59 (3)	59 (3)	12.4 %	13.1 %
AOR/Classic/NR	0 (0)	46 (3)	46 (3)	9.7 %	11.0 %
Black/Urban	0 (0)	131 (2)	131 (2)	27.6 %	24.8 %
CHR	0 (0)	14 (1)	14 (1)	2.9 %	3.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	1 (1)	94 (5)	95 (6)	20.0 %	19.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	23 (2)	0 (0)	23 (2)	4.8 %	5.9 %
Oldies	0 (0)	46 (2)	46 (2)	9.7 %	10.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	32 (5)	24 (2)	56 (7)	11.8 %	12.5 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	5 (1)	0 (0)	5 (1)	1.1 %	0.0 %
Totals	61 (9)	414 (18)	475 (27)		

Consolidation Report	12+	25-54	Revenue
Beasley	47.7 %	43.5 %	62.4 %
WAZZ-AM, WFLB-FM, WKML-FM, WLRD-FM, WYRU-AM, WZFX-FM			
	47.7 %	43.5 %	62.4 %

AM Stations

Station	Power	Time	Format	Company	City
WFMO	860	1 kw/12 w	Gospel	\$<20.00 TN	Fairmont
WFNC	640	10 kw/1 kw (DA-N)	News/Talk	CBS \$22.00 Katz	Cape Fear
WIDU	1600	5 kw/147w (DA-2)	Gospel/Black	CNN \$<20.00 D&R	

FM Stations

Station	Freq	Power	Format	Company	City
WFLB	96.5	80 kw @ 755	Oldies	Westwd \$23.00 D&R	Laurinburg
WKML	95.7	100 kw @ 1053	Country	ABC \$66.00 D&R	Lumberton
WKQB	106.9	50 kw @ 492	Classic AOR	AP \$<20.00 --	Southern Pines
WLRD	107.7	6 kw @ 328	Black	\$<20.00 Roslin	St. Pauls
WQSM	98.1	100 kw @ 830	AC	\$45.00 Katz	Cape Fear
WRCQ	103.5	48 kw @ 502	AOR	ABC \$31.00 --	Dunn
WSTS	100.9	3 kw @ 298	Gospel	\$<20.00 TN	Fairmont
WZFX	99.1	100 kw @ 981	Black	ABC \$54.00 --	Beasley Whiteville

Notes: Other ranked stations -- See Raleigh . . . 2/97 WYRU/WLRD-F sold to Beasley for \$1,200,000 . . . 3/97 WFLB (1490) changed calls to WAZZ; remains Standards, while WAZZ-F changed calls to WFLB-F; remains Oldies . . . 4/97 WIOZ-F (102.5; Southern Pines) sold to WKQB-F for \$316,500 . . . 4/97 WTSB (580; Lumberton) sold by Beasley to Willis for \$75,000

FLINT

Arbitron Rank: 116 Pop (12+): 354,100	Stations: 38 / 13	Last Year's Revenue: \$12,500,000
MSA Rank: 116	Diaries: 1,262/281:1/50.6%	Household Income: \$40,935
MSA Pop: 437,000	Sample Target: 1,260	Retail Dollars: \$4.9 Bil.
DMA: 60 (w/Saginaw)	% Below Line: 38.8	#1 Biller: WCRZ-F \$4,700,000
Average Persons Rating: 16.0	% Not Listed: 12.2	#1 Billing Portfolio: Connoisseur (pending) \$6,200,000
Market TSL In Hours: 21.50	Pop per Station: 27,238	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WCRZ-F	AC	70 / 12.3	11.1	12.8	10.7	851 / 24.0	22.5	25.8	79 / 1034	F	WCRZ-F
2	WDZZ-F	B	65 / 11.5	11.6	10.2	10.7	745 / 21.0	21.2	20.1	65 / 757	D	WDZZ-F
3	WKCQ-F	C	55 / 9.7	10.6	7.9	7.1	650 / 18.4	23.1	17.4	72 / 1011		WKCQ-F
4	WWCK-F	CHR	54 / 9.5	8.0	8.1	9.9	811 / 22.9	21.9	23.8	66 / 1007	E	WWCK-F
5	WHNN-F	O	40 / 7.1	4.9	4.6	6.1	660 / 18.6	13.9	14.6	63 / 999		WHNN-F
6	WWBN-F	AOR	21 / 3.7	3.5	5.3	4.8	345 / 9.7	9.8	13.1	28 / 559	B	WWBN-F
7	WIOG-F	AC	20 / 3.5	3.5	3.1	4.8	510 / 14.4	13.1	12.1	31 / 788		WIOG-F
8	WJR	FS	18 / 3.2	4.5	4.9	6.1	385 / 10.9	12.1	12.5	28 / 634		WJR
9	WFLT	G	15 / 2.6	2.1	2.7	1.9	172 / 4.9	4.6	5.3	15 / 172		WFLT
10	WOWE-F	B	14 / 2.5	4.3	4.0	3.8	280 / 7.9	8.9	8.7	14 / 290	A	WOWE-F
11	WDFD	T	12 / 2.1	3.3	1.8	6.5	264 / 7.5	10.4	7.1	13 / 291	A	WDFD
12	WRIF-F	AOR	11 / 1.9	3.3	2.6	2.3	201 / 5.7	8.2	8.5	17 / 261		WRIF-F
13	WFNT	T	10 / 1.8	1.9	2.4	1.3	149 / 4.2	4.3	3.8	14 / 179	A	WFNT
14	WMJA-FF	O	8 / 1.4	0.7	0.4		112 / 3.2	2.1	2.2	10 / 142		WMJA-FF
	WOAP	ST	8 / 1.4	3.5	1.6		67 / 1.9	3.7	1.9	26 / 175		WOAP
	WAHV-F	AC	8 / 1.4	2.1	2.7		176 / 5.0	6.0	9.9	15 / 273		WAHV-F

12+ FM Share (Metro): 84.14 % (419 of 498) (Spring 96: 81.13 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WDZZ-F	1 WWCK-F	1 WCRZ-F	1 WCRZ-F	1 WCRZ-F	1 WCRZ-F >	1 WDZZ-F <	1 WCRZ-F >	1 WCRZ-F	1 WDZZ-F	1 WDZZ-F <
WWCK-F >>	2 WDZZ-F	2 WDZZ-F <	2 WDZZ-F	2 WDZZ-F <	2 WKCQ-F <	2 WCRZ-F	2 WKCQ-F	2 WDZZ-F <	2 WCRZ-F <	2 WCRZ-F
	3 WCRZ-F	3 WWCK-F	WWCK-F <	3 WKCQ-F <	3 WHNN-F <	3 WKCQ-F <	3 WWCK-F <	3 WWCK-F	3 WWCK-F	3 WKCQ-F >>
	WKCQ-F >	4 WKCQ-F >	4 WKCQ-F >	4 WWCK-F	4 WDZZ-F >	4 WWCK-F	4 WDZZ-F	4 WKCQ-F	4 WKCQ-F >>	
	5 WWBN-F >	5 WHNN-F	5 WHNN-F >	5 WHNN-F >	5 WWCK-F	5 WHNN-F >>	5 WHNN-F >>	5 WHNN-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 WDZZ-F >	1 WWCK-F <	1 WWCK-F	1 WCRZ-F <	1 WCRZ-F	1 WWBN-F	1 WWBN-F	1 WKCQ-F	1 WKCQ-F <	1 WCRZ-F
2 WWCK-F >>	2 WDZZ-F >	2 WCRZ-F	2 WDZZ-F	2 WDZZ-F	2 WWCK-F	2 WWCK-F	WWBN-F	2 WCRZ-F <	WKCQ-F
3 WCRZ-F	3 WCRZ-F	WDZZ-F	3 WWCK-F >	3 WWCK-F	3 WDZZ-F	WKCQ-F	3 WCRZ-F	3 WWCK-F	3 WHNN-F
WKCQ-F >>	4 WKCQ-F >>	4 WKCQ-F >>	4 WKCQ-F >	4 WKCQ-F	WRIF-F	4 WCRZ-F	WWCK-F	4 WDZZ-F <	WDZZ-F
				5 WHNN-F	WKCQ-F >	WDZZ-F	5 WDZZ-F	5 WWBN-F	WWCK-F >
						6 WRIF-F	6 WRIF-F	6 WHNN-F	6 WWBN-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WSNL REL 600 Flint	0.4	1.3	2 66
WTRX SPRTS 1330 Flint	0.9	3.6	6 159
WWGZ-F AOR 103.1 Lapeer	0.4	2.6	4 182

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCHB-F B 105.9 Detroit	0.9	3.0	5 114
WCSX-F CL AOR 94.7 Birmingham	1.1	1.8	7 90
WDFN SPRTS 1130 Detroit	0.4	0.9	5 61
WDRQ-F B/AC 93.1 Detroit	0.9	1.8	6 98
WHYT-F CHR-NR 96.3 Detroit	0.4	1.3	2 91
WITL-F C 100.7 Lansing	0.7	1.8	16 229
WJIM-F O 97.5 Lansing	0.4	1.3	5 104
WJLB-F B 97.9 Detroit	0.9	4.0	5 151
WKQZ-F AOR 93.3 Midland	0.4	0.9	7 113
WKRK-F AOR-NR 97.1 Detroit	0.5	3.3	3 129
WNIC-F AC 100.3 Detroit	0.4	0.9	2 56
WOMC-F O 104.3 Detroit	0.7	1.6	6 102
WSAM ST 1400 Saginaw	0.4	1.0	2 40
WTLZ-F B 107.1 Saginaw	1.2	5.9	7 210
WWJ N 950 Detroit	0.9	2.8	10 154
WWWW-F C 106.7 Detroit	0.4	1.2	10 174
WYCD-F C 99.5 Detroit	0.4	1.4	14 151

FLINT

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report		
						12+	25-54	Revenue
AC	0 (0)	100 (4)	100 (4)	20.1 %	19.3 %	Connoisseur, pend.		
AOR/Classic/NR	0 (0)	45 (6)	45 (6)	9.0 %	9.8 %	WAHV-FM, WDZZ-FM, WFDF-AM, WOAP-AM, WWCK-FM, WWCK-AM		
Black/Urban	0 (0)	101 (6)	101 (6)	20.3 %	20.4 %	Faircom		
CHR	0 (1)	56 (2)	56 (3)	11.2 %	9.1 %	WCRZ-FM, WFNT-AM, WWBN-FM		
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	43.7 %	41.4 %	96.0 %
Country	0 (0)	63 (4)	63 (4)	12.7 %	13.9 %			
Full Service	18 (1)	0 (0)	18 (1)	3.6 %	5.0 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %			
News/Talk	27 (3)	0 (0)	27 (3)	5.4 %	6.7 %			
Oldies	0 (0)	54 (5)	54 (5)	10.8 %	7.5 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	17 (2)	0 (0)	17 (2)	3.4 %	2.9 %			
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Sports	7 (2)	0 (0)	7 (2)	1.4 %	0.8 %			
Standards	10 (2)	0 (0)	10 (2)	2.0 %	3.9 %			
Totals	79 (11)	419 (27)	498 (38)					

AM Stations

WFDF	910	5 kw/1 kw (DA-2)	Talk	CBS, WW1, SBUSA	\$<20.00	Allied	Connoisseur	
WFLT	1420	500 w/142 w (DA-2)	Gospel	Westwd	\$<20.00	P/W		
WFNT	1470	5 kw/1 kw (DA-N)	Talk	ABC	\$<20.00	Katz	Faircom	
WOAP	1080	1 kw (Days)	Standards		\$ NA	Christal		Owosso
WWCK	1570	1 kw/230 w	See WWCK-F					

FM Stations

WAHV	103.9	6 kw @ 256	AC		\$<20.00	Christal	Connoisseur, pend.	Owosso
WCRZ	107.9	50 kw @ 331	AC	CBS	\$98.00	Katz	Faircom	
WDZZ	92.7	3 kw @ 256	Black	ABC	\$50.00	Allied	Connoisseur	
WOWE	98.9	3 kw @ 328	Black	ABC	\$<20.00	---		Vassar
WWBN	101.7	3 kw @ 328	AOR		\$22.00	Katz	Faircom	Tuscola
WWCK	105.5	25 kw @ 328	CHR	Westwd	\$60.00	Christal	Connoisseur, pend.	

Notes: Other ranked stations – See Detroit or Saginaw . . . 6/97 WFBE-F (95.1) sold by Flint Board of Education to Liggett for a reported \$6,800,000 . . . 6/97 WWCK-AF/WOAP/ WAHV-F sold to Connoisseur for \$18,000,000 (MVP)

Jim Duncan

Comments: Saginaw's WHNN-F had its highest Flint share in more than three years

FT. MYERS-NAPLES

Arbitron Rank: 76 Pop (12+): 500,700	Stations: 27 / 23	Last Year's Revenue: \$20,300,000
MSA Rank: 128-Ft. M; 208-Naples	Diaries: 1,561/321:1/50.4%	Household Income: \$38,921
MSA Pop: 576,000	Sample Target: 1,540	Retail Dollars: \$7.0 Bil.
DMA: 84	% Below Line: 4.0	#1 Biller: WINK-F \$3,300,000
Average Persons Rating: 15.9	% Not Listed: 14.0	#1 Billing Portfolio:
Market TSL in Hours: 21.75	Pop per Station: 21,770	Clear Channel \$4,850,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WAVV-F	SAC	108 / 13.6	11.5	13.1	13.1	987 / 19.7	20.4	23.0	111 / 1038	C	WAVV-F
2	WXKB-F	CHR	59 / 7.4	9.6	10.3	11.5	1009 / 20.2	19.3	21.2	78 / 1331	C	WXKB-F
3	WRXK-F	AOR	47 / 5.9	5.2	3.7	4.9	741 / 14.8	12.1	10.5	60 / 889	D	WRXK-F
4	WCKT-F	C	46 / 5.8	5.4	7.9	11.5	743 / 14.8	14.0	15.8	46 / 763	D	WCKT-F
5	WJST-F	ST	45 / 5.7	3.1	2.5	2.2	380 / 7.6	7.0	6.6	45 / 380	B	WJST-F
	WWGR-F	C	45 / 5.7	7.1	5.6	5.1	565 / 11.3	14.4	13.5	55 / 694	C	WWGR-F
	WINK-F	AC	45 / 5.7	7.5	8.3	8.8	732 / 14.6	15.4	17.8	66 / 1017	E	WINK-F
8	WINK-AA	N/T	43 / 5.4	5.1	5.2	5.0	596 / 11.9	9.3	8.6	44 / 649	C	WINK-AA
9	WOLZ-F	O	42 / 5.3	4.7	4.0	4.2	626 / 12.5	12.7	11.6	48 / 747	C	WOLZ-F
10	WJBX-F	AC-NR	25 / 3.1	3.5	2.5	2.3	513 / 10.2	9.0	6.5	33 / 572	B	WJBX-F
11	WARO-F	CL AOR	22 / 2.8	4.4	4.7	4.7	492 / 9.8	11.5	11.8	30 / 595	C	WARO-F
	WPRW-F	CHR	22 / 2.8	3.4	2.8	3.1	391 / 7.8	7.6	6.7	22 / 394	B	WPRW-F
14	WKII	ST	16 / 2.0	1.5	2.2	2.1	163 / 3.3	3.9	4.9	42 / 375	A	WKII
13	WSGL-F	AC/CHR	16 / 2.0	1.6	1.6	1.5	327 / 6.5	6.2	4.0	16 / 327	A	WSGL-F
15	WGUF-F	J	14 / 1.8	1.3	1.0	1.1	119 / 2.4	2.6	2.4	14 / 119		WGUF-F
17	WXR-M	SAC	13 / 1.6	1.9	2.3	1.1	254 / 5.1	5.9	7.9	13 / 298	B	WXR-M
16	WDRR-F	J	13 / 1.6	2.2	1.3	1.0	221 / 4.4	4.7	4.0	13 / 221		WDRR-F

12+ FM Share (Metro): 86.38 % (590 of 683) (Spring 96: 86.08 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WXKB-F >>	1 WRXK-F	1 WXKB-F <	1 WRXK-F <	1 WRXK-F <	1 WAVV-F >>	1 WAVV-F	1 WAVV-F >	1 WAVV-F	1 WAVV-F <	1 WXKB-F
2 WPRW-F >>	2 WXKB-F >	2 WRXK-F	2 WXKB-F	2 WXKB-F	2 WJST-F <	2 WRXK-F	2 WINK-AA	2 WXKB-F >	2 WXKB-F >	2 WAVV-F
	3 WWGR-F	3 WWGR-F <	3 WWGR-F <	3 WINK-F <	3 WINK-AA <	3 WXKB-F	3 WJST-F <	3 WRXK-F <	3 WOLZ-F	WINK-AA >
	4 WJBX-F	4 WCKT-F <	4 WINK-F <	4 WWGR-F <	4 WOLZ-F <	WWGR-F <	4 WINK-F <	4 WOLZ-F	WRXK-F <	4 WPRW-F
	5 WCKT-F	5 WINK-F	5 WCKT-F <	5 WOLZ-F	5 WINK-F <	5 WINK-F <	5 WWGR-F <	WCKT-F <	5 WJBX-F	
	6 WPRW-F	6 WOLZ-F <	6 WOLZ-F	6 WCKT-F	6 WCKT-F	6 WCKT-F	6 WCKT-F	6 WXKB-F <	6 WJST-F <	6 WPRW-F
	WINK-F	7 WJBX-F <	7 WARO-F	7 WARO-F	7 WARO-F	7 WJST-F <	7 WCKT-F	7 WWGR-F <	7 WWGR-F <	7 WJST-F <
	8 WSGL-F	8 WARO-F	8 WJBX-F >	8 WJBX-F >	8 WOLZ-F	WOLZ-F <	8 WINK-F	8 WINK-F	8 WINK-F <	
						9 WRXK-F <	9 WINK-AA			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WXKB-F >>	1 WXKB-F >>	1 WXKB-F >	1 WXKB-F >	1 WINK-F <	1 WRXK-F >	1 WRXK-F >>	1 WRXK-F >>	1 WRXK-F >>	1 WRXK-F >
2 WJBX-F	2 WWGR-F	2 WINK-F	2 WINK-F	2 WXKB-F >	2 WJBX-F	2 WXKB-F	2 WXKB-F	2 WCKT-F	2 WCKT-F <
	WCKT-F >	3 WINK-F	WWGR-F >	3 WWGR-F >	3 WWGR-F	3 WWGR-F	3 WWGR-F >	3 WARO-F	3 WOLZ-F
4 WSGL-F	4 WCKT-F	4 WPRW-F	4 WOLZ-F	4 WOLZ-F >	4 WSGL-F	4 WJBX-F	4 WWCL	4 WJBX-F	4 WJBX-F
	WRXK-F	WJBX-F	WCKT-F	5 WCKT-F	WARO-F	5 WARO-F	5 WARO-F	WWGR-F <	5 WARO-F <
	WWGR-F	WRXK-F	WRXK-F	6 WJBX-F	WFLZ-F	6 WWCL	WHPT-F	6 WJBX-F <	6 WXKB-F <
	WPRW-F >>	7 WPRW-F	7 WCKT-F	7 WRXK-F	WCKT-F	WYNF-F	WJBX-F >	7 WOLZ-F >	7 WJBX-F
		WSGL-F >>	WSGL-F >	8 WPRW-F	WAFZ	WCKT-F		8 WINK-F	8 WINK-F
				WJBX-F	WYNF-F >>	WPRW-F			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WAFZ	SP	1490	Immokalee	1.1 1.3 9 64
WGCQ-F	ST	92.1	Immokalee	0.6 1.4 5 69
WQNU-F	C	105.5	Naples Park	0.9 2.8 7 138
WTLQ	T	1200	Pine Isl. Clr.	1.5 3.7 13 217
WWCL	SP	1440	Lehigh Acres	1.0 1.5 8 74
WWCN	T	770	N. Ft. Myers	0.6 2.0 5 99

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WFLZ-F	CHR	93.3	Tampa	0.6 2.4 26 484
WHPT-F	AOR-P	102.5	Sarasota	0.5 1.6 13 193
WYNF-F	AOR	107.9	Coral Cove	0.9 1.9 15 222

FT. MYERS-NAPLES

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	86 (3)	86 (3)	12.6 %	14.5 %	Beasley	13.9 %	18.0 %	19.5 %
AOR/Classic/NR	0 (0)	80 (4)	80 (4)	11.7 %	11.4 %	WRXK-FM, WWCN-AM, WXKB-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Clear Channel	15.6 %	17.4 %	23.9 %
CHR	0 (0)	86 (3)	86 (3)	12.6 %	11.9 %	WCKT-FM, WKII-AM, WOLZ-FM, WQNU-FM, WXRM-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	8.8 %	6.0 %	6.6 %
Country	0 (0)	98 (3)	98 (3)	14.3 %	16.9 %	WJBX-FM, WJST-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Renda	7.5 %	10.2 %	5.9 %
Hispanic	17 (2)	0 (0)	17 (2)	2.5 %	2.0 %	WGUF-FM, WWGR-FM			
Jazz	0 (0)	27 (2)	27 (2)	4.0 %	4.0 %	Schwartzel	8.1 %	8.9 %	12.3 %
News/Talk	60 (4)	0 (0)	60 (4)	8.8 %	11.9 %	WARO-FM, WNOG-AM, WPRW-FM			
Oldies	0 (0)	42 (1)	42 (1)	6.1 %	5.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	121 (2)	121 (2)	17.7 %	16.3 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	16 (1)	50 (2)	66 (3)	9.7 %	5.7 %				
Totals	93 (7)	590 (20)	683 (27)				53.9 %	60.5 %	68.2 %

AM Stations

WINK	1240	1 kw	News/Talk	CBS, Westwd, Talknt	\$32.00	Mc-Guild		
WKII	1070	3.1 kw/0.26 kw	Standards	CNN, Westwd	\$ NA	Clr Chnl	Clear Channel	Pt. Charlotte
WNOG	1270	5 kw/1.9 kw (DA-2)	See WINK				Meridian (Schwartzel)	Naples

FM Stations

WARO	94.5	100 kw @ 1014	Classic AOR		\$39.00	Christal	Meridian (Schwartzel)	
WAVV	101.1	100 kw @ 981	Soft AC	AP	\$40.00	Christal		Marco
WCKT	107.1	25.5 kw @ 709	Country		\$62.00	Clr Chnl	Clear Channel	Lehigh Acres
WDRR	98.5	2.2 kw @ 373	Jazz		\$NA	Katz		Carlos Park
WGUF	98.9	6 kw @ 328	Jazz		\$ NA	—	Renda	Marco
WINK	96.9	100 kw @ 1322	AC		\$66.00	Mc-Guild		
WJBX	99.3	50 kw @ 285	Modern AC		\$29.00	Eastman	WJST-F	Ft. Myers Beach
WJST	106.3	6 kw @ 266	Standards		\$18.00	Eastman	WJBX-F	Ft. Myers Villa
WOLZ	95.3	79 kw @ 476	Oldies	Westwd	\$34.00	Clr Chnl	Clear Channel	
WPRW	93.5	3 kw @ 298	CHR		\$ NA	Mc-Guild	Meridian (Schwartzel)	
WQNU	105.5	7.1 KW @ 594	Country	Westwd	\$ NA	Clr Chnl	Clear Channel	Naples Park
WRXK	96.1	100 kw @ 1119	AOR	ABC, Westwd	\$50.00	D&R	Beasley	Bonita Springs
WSGL	103.1	14 kw @ 440	AC/CHR		\$<20.00	Allied	Timm	
WWGR	101.9	100 kw @ 991	Country		\$32.00	Katz	Renda	
WXKB	103.9	100 kw @ 981	CHR	ABC	\$46.00	D&R	Beasley	Cape Coral
WXRM	100.1	100 kw @ 476	Soft AC	ABC	\$<20.00	Clr Chnl	Clear Channel	Pt. Charlotte

Notes: 1/97 WNOG-F changed from News/Talk to CHR as WPRW-F . . . 3/97 The WXRM-F calls and format switched from 105.5 to 100.1; the 105.5 changed to Country as WQNU-F . . . 3/97 WGUF (98.9; Marco) sold by Intermart to Renda for \$2,000,000

Jim Duncan

Comments: WAVV-F recorded its highest share since prior to 1995 . . . Listening levels are down for the second straight survey, off 1.1 rating points versus a year ago . . . WXKB-F registered its lowest share since 1995

FT. PIERCE

Arbitron Rank: 119 Pop (12+): 338,800	Stations: 25 / 13	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 780/434:1/53.3%	Household Income: \$35,651
MSA Pop: NA	Sample Target: 750	Retail Dollars: \$3.6 Bil.
DMA: W. Palm Beach (#45)	% Below Line: 32.5	#1 Biller: NA
Average Persons Rating: 16.2	% Not Listed: 18.9	#1 Billing Portfolio: NA
Market TSL In Hours: 21.50	Pop per Station: 26,062	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	WOSN-F	ST	46 / 8.4	8.7			497 / 14.7	10.0		46 / 497	WOSN-F
2	WGYL-F	EZ	42 / 7.6	6.9	7.8	9.3	381 / 11.2	9.8	13.0	42 / 390	WGYL-F
3	WZZR-F	AOR	37 / 6.7	4.2	8.5	6.1	473 / 14.0	11.2	14.6	39 / 502	WZZR-F
4	WQOL-F	O	35 / 6.4	4.5	5.1	4.3	471 / 13.9	10.8	13.1	39 / 519	WQOL-F
5	WPBZ-F	AOR-NR	27 / 4.9	4.5	5.3	3.3	386 / 11.4	12.3	11.5	31 / 412	WPBZ-F
6	WFLM-F	B	26 / 4.7	5.4	6.0	4.1	366 / 10.8	9.9	12.0	28 / 398	WFLM-F
7	WMBX-F	AC/CHR	23 / 4.2	5.1	4.6	3.5	624 / 15.6	8.1	9.3	26 / 576	WMBX-F
	WKGR-F	CL AOR	23 / 4.2	7.1	6.9	5.9	385 / 10.8	14.6	15.2	30 / 459	WKGR-F
9	WJBW-F	ST	19 / 3.6	2.7	2.5	5.0	286 / 7.9	4.5	5.4	20 / 276	WJBW-F
	WIRK-F	C	19 / 3.5	2.0	2.3	3.7	273 / 8.1	7.0	6.6	20 / 312	WIRK-F
	WEAT-F	AC/SAC	19 / 3.5	2.5	2.8	3.3	321 / 9.6	5.7	9.5	25 / 357	WEAT-F
12	WCLB-F	C	17 / 3.1	2.7	6.3	4.6	415 / 12.3	11.3	13.3	20 / 475	WCLB-F
13	WRMF-F	AC	16 / 2.9	2.2	2.6	2.0	229 / 6.7	6.0	6.4	18 / 260	WRMF-F
14	WPAW-F	C	15 / 2.7	2.5	1.6	2.2	192 / 5.7	5.5	4.7	16 / 233	WPAW-F
	WBBE-F	AC/CHR	15 / 2.7	5.1	1.9	1.3	253 / 7.6	8.5	5.2	15 / 281	WBBE-F
16	WAVW-F	C	14 / 2.5	4.5	5.5	8.0	286 / 8.5	9.9	10.9	14 / 296	WAVW-F
17	WPSL	T	13 / 2.4	1.5	1.6	0.9	161 / 4.5	3.0	3.9	13 / 151	WPSL
18	WJNX	N/T	12 / 2.2	2.4	2.8	3.2	198 / 5.8	5.2	7.8	12 / 196	WJNX

12+ FM Share (Metro): 90.79 % (404 of 445) (Spring 96: 88.98 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPBZ-F	1 WZZR-F	1 WZZR-F	1 WZZR-F >	1 WZZR-F	1 WOSN-F <	1 WOSN-F	1 WZZR-F >	1 WOSN-F	1 WGYL-F	1 WFLM-F
2 WFLM-F	2 WFLM-F	2 WPBZ-F <	2 WQOL-F	2 WQOL-F	2 WGYL-F	2 WGYL-F <	2 WOSN-F	2 WQOL-F	2 WFLM-F	2 WRMF-F
3 WAOA-F	WPBZ-F	3 WKGR-F	WKGR-F <	3 WPBZ-F	3 WQOL-F >	3 WCLB-F <	3 WGYL-F <	WGYL-F <	3 WOSN-F	
WQOL-F >	4 WKGR-F	4 WFLM-F <	4 WPBZ-F	WKGR-F <	4 WJBW-F	4 WQOL-F	4 WQOL-F >	4 WPBZ-F >	WPBZ-F <	
	5 WMBX-F >	5 WQOL-F <	WMBX-F	5 WMBX-F <		5 WFLM-F	5 WJBW-F <	5 WFLM-F <	5 WMBX-F <	
		6 WMBX-F	6 WEAT-F <	6 WEAT-F <		WEAT-F <	6 WPBZ-F	6 WKGR-F	6 WZZR-F <	
			7 WBBE-F	7 WIRK-F <		7 WMBX-F <	WKGR-F	WZZR-F <		
			WFLM-F <				WPSL			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WPBZ-F >	1 WPBZ-F	1 WBBE-F	1 WMBX-F	1 WMBX-F	1 WZZR-F	1 WZZR-F >	1 WZZR-F >	1 WZZR-F >	1 WZZR-F >
2 WFLM-F >>	2 WFLM-F	WPBZ-F	2 WRMF-F	2 WRMF-F	2 WFLM-F	2 WKGR-F	2 WKGR-F	2 WKGR-F	2 WQOL-F
	3 WBBE-F	WFLM-F	WPBZ-F	WEAT-F	3 WKGR-F >>	3 WFLM-F	3 WPBZ-F	3 WQOL-F	3 WKGR-F <
	WMBX-F	WMBX-F	4 WBBE-F	4 WQOL-F	4 WPBZ-F >>	WPBZ-F >	4 WMBX-F	WPBZ-F	4 WIRK-F <
	5 WRMF-F	5 WRMF-F	WFLM-F	5 WBBE-F		5 WMBX-F	5 WFLM-F	5 WFLM-F	5 WPBZ-F >
	6 WZZR-F	WEAT-F >	WEAT-F	WFLM-F			WCLB-F	6 WIRK-F	
	WEAT-F			7 WPBZ-F			WEAT-F		
				WGYL-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WAXE ST 1370 Vero Beach	0.4	1.4	2	49
WSTU AC 1450 Stuart	0.4	1.4	2	50
WTTB T 1490 Vero Beach	1.5	2.7	8	92

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WAOA-F CHR 107.1 Melbourne	0.7	2.8	4	96
WIOD N/T 610 Miami	0.7	1.6	5	64
WOLL-F O 94.3 Riviera Beach	0.5	1.8	3	75
WRLX-F SAC 92.1 W. Palm Beach	0.7	2.4	4	82

FT. PIERCE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	2 (1)	54 (3)	56 (4)	12.6 %	10.4 %	Capstar WAVW-FM, WAXE-AM, WBBE-FM, WQOL-FM, WZZR-FM	18.7 %	25.4 %	%
AOR/Classic/NR	0 (0)	87 (3)	87 (3)	19.6 %	20.1 %		18.7 %	25.4 %	%
Black/Urban	0 (0)	26 (1)	26 (1)	5.8 %	7.6 %				
CHR	0 (0)	4 (1)	4 (1)	0.9 %	2.5 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	65 (4)	65 (4)	14.6 %	15.0 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	37 (4)	0 (0)	37 (4)	8.3 %	6.0 %				
Oldies	0 (0)	38 (2)	38 (2)	8.5 %	5.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	65 (3)	65 (3)	14.6 %	16.9 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	2 (1)	65 (2)	67 (3)	15.1 %	15.5 %				
Totals	41 (6)	404 (19)	445 (25)						

AM Stations

WJNX	1330	5 kw/1 kw (DA-2)	News/Talk	CNN, AP, ABC	Allied	Fairbanks	
WPSL	1590	5 kw/64 w	Talk	CBS, BNN, TARN	K&P		Port St. Lucie

FM Stations

WAVW	101.7	3.1 kw @ 466	Country	ABC	Roslin	Capstar	
WBBE	94.7	25 kw @ 295	AC/CHR		--	Capstar	Gifford
WFLM	104.7	25 kw @ 328	Black		K&P		White City
WGYL	107.1	50 kw @ 479	Easy Listening		--		Vero Beach
WOSN	97.1	6 kw @ 328	Standards	Westwd	--	Centennial, pend.	
WPAW	99.7	26 kw @ 440	Country		--		Vero Beach
WQOL	103.7	50 kw @ 475	Oldies	CNN, Westwd	Katz	Capstar	Vero Beach
WZZR	92.7	50 kw @ 482	AOR		Eastman	Capstar	Stuart

Notes: Other ranked stations – See West Palm Beach . . . 3/97 WHLG-F changed from Soft AC to AC/CHR as WMBX-F . . . 7/97 WOSN-F sold to Centennial for \$2,950,000 (Mahlman) . . . 7/97 WSTU (1450; Stuart) sold for \$600,000

Jim Duncan

Comments: Listening levels are down by a full rating point versus Spring '96 . . . WOSN-F held onto nearly all of its debut share . . . WQOL-F is at its highest level in over three years

FT. WAYNE

Arbitron Rank: 99	Pop (12+): 384,600	Stations: 22 / 18	Last Year's Revenue: \$16,500,000
MSA Rank: 105		Diaries: 1,266/304:1/59.5%	Household Income: \$42,763
MSA Pop: 476,000		Sample Target: 1,210	Retail Dollars: \$4.5 Bil
DMA: 103		% Below Line: 3.0	#1 Biller: WAJI-F \$2,700,000
Average Persons Rating: 15.7		% Not Listed: 15.4	#1 Billing Portfolio: Federated \$8,630,000
Market TSL in Hours: 20.75		Pop per Station: 21,367	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	WQHK-F	74 / 12.3	11.7	9.7	13.1	10.1	938 / 24.4	21.5	20.0	88 / 1202	D	WQHK-F
2	WAJI-F	54 / 9.0	9.4	10.7	7.0	11.5	702 / 18.3	20.0	23.2	80 / 1144	D	WAJI-F
3	WFWI-F	42 / 7.0	7.6	8.5	4.1	7.2	648 / 16.9	18.2	20.0	51 / 805	C	WFWI-F
4	WMEE-F	40 / 6.6	4.2	4.7	3.5	5.0	652 / 16.9	13.5	16.0	73 / 1264	C	WMEE-F
5	WOWO	34 / 5.6	5.5	5.2	7.0	5.4	667 / 17.4	16.1	16.6	47 / 967	C	WOWO
6	WBTU-F	33 / 5.5	6.0	6.7	8.2	6.3	563 / 14.6	15.5	15.8	94 / 1421	C	WBTU-F
7	WLDE-F	32 / 5.3	5.5	6.4	4.9	5.4	653 / 17.0	15.4	14.9	37 / 790	B	WLDE-F
8	WBYP-F	31 / 5.1	5.8	6.9	8.7	7.0	489 / 12.7	14.7	17.6	75 / 1084	C	WBYP-F
9	WJFX-F	30 / 5.0	5.8	3.2	2.5	3.1	311 / 8.1	7.7	6.8	30 / 311	A	WJFX-F
10	WHWD	29 / 4.8	3.7	4.7	0.5	1.5	246 / 6.4	7.9	7.6	30 / 285	A	WHWD
11	WGL-AF	27 / 4.5	5.3	4.3	4.7	5.1	411 / 10.7	8.2	7.0	32 / 523	B	WGL-AF
12	WXKE-F	24 / 4.0	4.4	2.8	3.2	4.7	318 / 8.3	9.7	7.9	25 / 373	B	WXKE-F
13	WEJE-F	23 / 3.8	4.5	5.0	5.2	1.7	542 / 14.1	15.4	15.3	35 / 774	A	WEJE-F
14	WMRI-F	12 / 2.0	1.9	2.2	3.6	3.1	155 / 4.0	5.9	5.9	23 / 313	A	WMRI-F

12+ FM Share (Metro): 81.18 % (414 of 510) (Spring 96: 84.80 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WMEE-F	1 WQHK-F	1 WQHK-F	1 WAJI-F	1 WQHK-F <	1 WQHK-F	1 WFWI-F <	1 WQHK-F	1 WQHK-F	1 WQHK-F	1 WMEE-F
2 WEJE-F	2 WBYP-F <	2 WAJI-F	WQHK-F	2 WAJI-F	2 WAJI-F	2 WQHK-F >	2 WAJI-F	2 WAJI-F	2 WMEE-F	2 WQHK-F
3 WQHK-F >	3 WAJI-F	3 WFWI-F	3 WFWI-F >	3 WFWI-F >	WOWO	3 WAJI-F <	3 WGL-AF	3 WMEE-F	WJFX-F	3 WOWO
4 WFWI-F <	4 WBYP-F <	4 WMEE-F	4 WMEE-F	4 WMEE-F	4 WHWD	4 WOWO >	4 WBYP-F <	4 WLDE-F <	4 WAJI-F	4 WLDE-F
5 WMEE-F <	5 WMEE-F	5 WXKE-F	WLDE-F	5 WLDE-F	5 WLDE-F	5 WBTU-F <	5 WMEE-F <	5 WFWI-F	5 WEJE-F	5 WEJE-F
6 WJFX-F	6 WBTU-F <	6 WLDE-F <	6 WBTU-F <	6 WBTU-F <	6 WFWI-F <	6 WLDE-F <	6 WFWI-F <	6 WBTU-F	6 WOWO <	6 WOWO <
	7 WXKE-F <	7 WBYP-F <	7 WXKE-F <	7 WGL-AF	7 WMEE-F	7 WBTU-F	7 WBTU-F	7 WBYP-F <	7 WBTU-F <	7 WBTU-F <
		8 WBTU-F	8 WBYP-F	8 WBYP-F	8 WBYP-F		8 WHWD <	8 WXKE-F		
			WJFX-F	WJFX-F	WJFX-F			WJFX-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 WQHK-F >	1 WAJI-F	1 WAJI-F	1 WAJI-F <	1 WAJI-F <	1 WBYP-F >	1 WBYP-F	1 WFWI-F	1 WFWI-F	1 WFWI-F >
2 WJFX-F	2 WQHK-F <	2 WMEE-F	2 WQHK-F >	2 WQHK-F >	2 WQHK-F >	2 WQHK-F	2 WBYP-F	2 WQHK-F <	2 WQHK-F
	WAJI-F	3 WMEE-F <	3 WQHK-F	3 WMEE-F	3 WEJE-F	WFWI-F	WXKE-F	3 WBYP-F	3 WAJI-F
4 WEJE-F	4 WJFX-F >	4 WJFX-F >	4 WJFX-F	4 WLDE-F	4 WBTU-F	4 WXKE-F	4 WQHK-F >	4 WAJI-F <	4 WBYP-F
	WMEE-F >	5 WBTU-F	5 WBYP-F	5 WJFX-F	WJFX-F	5 WBTU-F	5 WBTU-F	5 WXKE-F	5 WXKE-F
			WFWI-F	6 WBTU-F	6 WBTU-F	6 WEJE-F >	WEJE-F	6 WBTU-F	6 WGL-AF <
				7 WFWI-F >					7 WLDE-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFCV	REL	1090	Fl. Wayne 1.2 1.9 7 79
WSHI-F	ST	106.3	Columbia City 1.3 4.6 9 202
WYSR-F	AC-NR	94.1	Roanoke 0.8 2.8 5 132

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFBQ-F	AOR	94.7	Indianapolis 0.3 1.1 20 275
WJR	FS/T	760	Detroit 0.3 0.9 6 105
WLW	FS/T	700	Cincinnati 0.3 1.5 6 191

FT. WAYNE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	99 (3)	99 (3)	19.4 %	16.5 %	Federated	41.4 %	38.5 %	52.3 %
AOR/Classic/NR	0 (0)	121 (6)	121 (6)	23.7 %	27.8 %	WBYR-FM, WFWI-FM, WHWD-AM, WMEE-FM, WOWO-AM, WQHK-FM			
Black/Urban	0 (0)	30 (1)	30 (1)	5.9 %	6.8 %	Local - 1	9.1 %	7.4 %	6.1 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WEJE-FM, WGL-FM, WGL-AM, WIFF-AM, WYSR-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local - 2	3.8 %	5.5 %	4.8 %
Country	0 (0)	107 (2)	107 (2)	21.0 %	20.5 %	WEXI-FM, WXKE-FM			
Full Service	38 (3)	0 (0)	38 (3)	7.5 %	7.5 %	Sarkes Tarzian	14.3 %	18.4 %	21.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WAJI-FM, WLDE-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		68.6 %	69.8 %	85.0 %
News/Talk	22 (1)	5 (1)	27 (2)	5.3 %	6.2 %				
Oldies	0 (0)	32 (1)	32 (1)	6.3 %	6.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	7 (1)	0 (0)	7 (1)	1.4 %	1.7 %				
Soft AC/EZ	0 (0)	12 (1)	12 (1)	2.4 %	2.3 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	29 (1)	8 (1)	37 (2)	7.3 %	4.3 %				
Totals	96 (6)	414 (16)	510 (22)						

AM Stations

Station	Freq	Power	Format	Comments	Revenue	Owner	Status
WGL	1250	2.3 kw/1 kw (DA-2)	News/Talk	CNN, Talknt, Westwd	\$<20.00	---	
WHWD	1380	5 kw (DA-2)	Standards	ABC	\$ NA	Christal	Federated
WOWO	1190	50 kw (DA-N)	Full Service	ABC, CBS	\$37.00	Katz	Federated

FM Stations

Station	Freq	Power	Format	Comments	Revenue	Owner	Status
WAJI	95.1	39 kw @ 679	AC		\$55.00	Katz	Sarkes Tarzian
WBTU	93.3	50 kw @ 492	Country	CNN, ABC	\$36.00	Eastman	McLravy
WBYR	98.9	50 kw @ 453	AOR		\$40.00	Eastman	Federated
WEJE	96.3	6.7 kw @ 554	New Rock		\$<20.00	Mc-Guild	WGL
WEXI	102.9	3 kw @ 300	See WXKE-F				Huntington
WFWI	92.3	2.7 kw @ 482	Classic AOR		\$33.00	Eastman	Federated
WGL	102.3	3 kw @ 300	See WGL				Auburn
WJFX	107.9	2.5 kw @ 358	Black	ABC	\$<20.00	Allied	New Haven
WLDE	101.7	3 kw @ 328	Oldies		\$21.00	Katz	Sarkes Tarzian
WMEE	97.3	26 kw @ 689	AC/CHR	ABC	\$30.00	Christal	Federated
WMRI	106.9	50 kw @ 500	Easy Listening	CNN	\$ NA	---	Bomar
WQHK	105.1	13.5 kw @ 449	Country		\$50.00	Christal	Federated
WXKE	103.9	3 kw @ 328	AOR/Classic AOR		\$25.00	D&R	WEXI-F

Notes: 3/97 WGL-F changed from Talk to Modern AC (AC-NR) as WYSR-F; WGL-F (102.3; Auburn) changed calls to WGL-F; it continues to simulcast WGL . . . 4/97 WDJB-F (106.3; Columbia City) changed from CHR to Standards as WSHI-F

Jim Duncan

Comments: WMEE-F achieved its highest 12+ share since Spring 1994 . . . WBYR-F continued to be in sharp decline as did WEJE-F

FRESNO

Arbitron Rank: 64 Pop (12+): 604,400	Stations: 32 / 30	Last Year's Revenue: \$27,500,000
MSA Rank: 67	Diaries: 1,776/340:1/48.6%	Household Income: \$32,725
MSA Pop: 888,000	Sample Target: 1,670	Retail Dollars: \$6.4 Bil.
DMA: 56	% Below Line: 0.9	#1 Billing: KMJ \$5,700,000
Average Persons Rating: 16.4	% Not Listed: 11.4	#1 Billing Portfolio: American Radio Systems \$12,280,000
Market TSL In Hours: 22.00	Pop per Station: 20,147	

12+ Metro	Format	Spring 97 1/4 Share	WIn 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1 KMJ	N/T	85 / 8.6	11.6	13.3	9.6	9.5	10.8	993 / 16.4	21.4	16.7	157 / 1713	G	KMJ
2 KBOS-F	CHR	84 / 8.5	8.2	8.9	10.4	9.8	9.0	1269 / 21.0	22.5	23.7	152 / 2254	D	KBOS-F
3 KVSF-F	AC-NR	62 / 6.3	5.6	4.5	1.9	1.2	4.6	988 / 16.3	11.8	4.6	87 / 1444	B	KVSF-F
4 KLBN-F	SP	59 / 6.0	5.2	5.3	4.9	7.4	5.3	687 / 11.4	10.9	11.6	65 / 833	C	KLBN-F
5 KRZR-F	AOR	48 / 4.8	5.2	3.5	4.9	4.9	4.6	657 / 10.9	10.8	13.1	74 / 1028	C	KRZR-F
6 KSKS-F	C	46 / 4.6	4.9	4.0	5.3	3.5	4.7	718 / 11.9	11.6	11.9	92 / 1394	D	KSKS-F
7 KJWL-F	ST	44 / 4.4	6.1	5.7	6.4	7.5	5.7	583 / 9.7	9.0	10.7	48 / 640	B	KJWL-F
8 KOQO-AF	SP	42 / 4.2	3.7	3.8	3.5	3.6	3.8	648 / 10.7	9.2	10.1	74 / 1129	C	KOQO-AF
9 KJFX-F	CL AOR	40 / 4.0	2.6	2.7	1.8	3.4	2.8	624 / 10.3	10.0	9.3	51 / 938	C	KJFX-F
KTHT-F	AC/CHR	40 / 4.0	4.5	3.0	5.2	3.8	4.2	719 / 11.9	12.6	13.4	47 / 920	C	KTHT-F
KNAX-F	C	40 / 4.0	3.2	3.4	3.4	2.6	3.5	657 / 10.9	8.6	8.8	51 / 950	C	KNAX-F
12 KFSD-F	O	37 / 3.7	3.9	4.9	5.2	4.2	4.4	708 / 11.7	14.0	14.6	75 / 1384	D	KFSD-F
13 KJOI-F	SAC	35 / 3.5	3.9	3.6	4.3	3.7	3.8	660 / 10.9	9.9	10.1	70 / 1213	C	KJOI-F
14 KKDJ-F	SP	32 / 3.2	1.7	2.5	2.9	2.3	2.6	436 / 7.2	5.5	6.7	44 / 684	A	KKDJ-F
KEZL-F	J	32 / 3.2	3.3	2.6	3.0	4.2	3.0	524 / 8.7	7.1	6.8	36 / 612	C	KEZL-F
16 KFRR-F	AOR-NR	26 / 2.6	2.9	2.8	3.5	3.0	3.0	613 / 10.1	10.4	9.4	50 / 1078	C	KFRR-F
17 KFIG	SP	19 / 1.9	2.7	1.7	1.2	1.7	1.9	229 / 3.8	5.3	3.7	21 / 273		KFIG
KZFO-AF	SP	19 / 1.9	1.1	0.8	0.5	1.2	1.1	273 / 4.5	2.8	3.2	26 / 360		KZFO-AF
19 KGST	SP	14 / 1.4	1.2	1.8	1.0	2.4	1.3	188 / 3.1	3.8	4.2	14 / 198		KGST
20 KQEQ	B	11 / 1.1	1.3	1.6	1.7	1.4	1.4	194 / 3.2	4.1	3.7	11 / 211	A	KQEQ
KFRE	N/T	11 / 1.1	1.2	0.9	0.8	0.5	1.0	156 / 2.6	3.4	2.6	18 / 312		KFRE
22 KMPH-F	N	10 / 1.0	1.0	1.5	1.5	1.2	1.3	272 / 4.5	6.8	5.5	21 / 525		KMPH-F

12+ FM Share (Metro): 79.50 % (698 of 878) (Spring 96: 78.83 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KBOS-F >>	1 KBOS-F	1 KBOS-F	1 KVSF-F <	1 KMJ	1 KMJ >	1 KMJ >	1 KMJ >	1 KBOS-F	1 KBOS-F >>	1 KMJ
2 KVSF-F	2 KVSF-F <	KVSF-F	2 KJFX-F	2 KVSF-F <	2 KJWL-F	2 KBOS-F	2 KVSF-F	2 KVSF-F <	2 KMJ <	2 KBOS-F >
3 KLBN-F	3 KRZR-F	3 KLBN-F <	KMJ	3 KJFX-F	3 KJFX-F <	3 KLBN-F	3 KLBN-F	3 KMJ	3 KVSF-F <	3 KOQO-AF
	4 KKDJ-F	4 KRZR-F <	4 KLBN-F	4 KLBN-F <	4 KLBN-F <	KVSF-F <	KJWL-F <	4 KRZR-F <	4 KLBN-F	4 KLBN-F
	KOQO-AF <	5 KJFX-F <	KBOS-F <	5 KBOS-F <	5 KNAX-F <	5 KSKS-F <	5 KSKS-F <	5 KLBN-F <	5 KJOI-F	5 KJOI-F
	6 KLBN-F	6 KMJ <	6 KRZR-F <	6 KFSD-F	6 KEZL-F	6 KRZR-F <	6 KBOS-F <	6 KSKS-F <	KRZR-F	
	7 KSKS-F	7 KTHT-F <	7 KFSD-F	KTHT-F <	KFSO-F <	7 KFSD-F <	7 KRZR-F	7 KJWL-F <		
	8 KOQO-AF <	KTHT-F <	8 KSKS-F	8 KSKS-F	8 KJFX-F <	8 KJFX-F <	KNAX-F <	8 KJFX-F <		
		9 KSKS-F	KRZR-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 KBOS-F >	1 KBOS-F >	1 KSKS-F <	1 KBOS-F	1 KBOS-F	1 KOQO-AF	1 KRZR-F >	1 KRZR-F >	1 KRZR-F	1 KMJ
2 KVSF-F >	2 KKDJ-F <	2 KKDJ-F	2 KVSF-F	KVSF-F	2 KBOS-F	2 KBOS-F <	2 KVSF-F	2 KMJ	2 KJFX-F <
3 KKDJ-F	3 KVSF-F	3 KVSF-F	3 KKDJ-F <	KSKS-F <	3 KRZR-F	3 KVSF-F	3 KBOS-F	KJFX-F	3 KRZR-F
	KTHT-F	4 KSKS-F >	4 KBOS-F	4 KTHT-F <	4 KVSF-F	4 KOQO-AF <	4 KLBN-F	KVSF-F	4 KVSF-F
5 KLBN-F	5 KLBN-F	5 KLBN-F	5 KSKS-F <	KNAX-F <	5 KLBN-F	5 KLBN-F <	5 KTHT-F	5 KBOS-F	5 KLBN-F
	KRZR-F	KOQO-AF	6 KLBN-F	6 KLBN-F	KFRR-F >	6 KFRR-F >	6 KFRR-F	KLBN-F <	KFSD-F
	KTHT-F	7 KJOI-F	7 KJOI-F <	KJOI-F			KQEQ	7 KOQO-AF	7 KBOS-F
		KNAX-F	8 KNAX-F	KKDJ-F			KZFO-AF	8 KFSD-F >	KEZL-F <
							KJFX-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBIF	REL	900	Fresno 0.6 1.1 6 83
KCBL	SPRTS	1340	Fresno 0.5 1.9 6 122
KEYQ	O	980	Fresno 0.4 0.9 4 54
KRDU	REL	1130	Dinuba 0.4 1.0 7 111
KXEX	SP	1550	Fresno 0.6 1.6 7 101
KYNO	SPRTS	1300	Fresno 0.7 2.7 8 209

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KCIV-F	REL	99.9	Mt. Bullion 0.4 1.4 12 243
KSEQ-F	AC	97.1	Visalia 0.5 2.7 19 439

FRESNO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	107 (3)	107 (3)	12.2 %	5.7 %	American Radio Sys.	30.9 %	31.0 %	44.7 %
AOR/Classic/NR	0 (0)	114 (3)	114 (3)	13.0 %	10.5 %	KKDJ-FM, KVSR-FM, KSKS-FM, KOQO-AF, KMJ-AM, KNAX-FM			
Black/Urban	11 (1)	0 (0)	11 (1)	1.3 %	0.0 %	Americom	10.9 %	15.1 %	17.0 %
CHR	0 (0)	84 (1)	84 (1)	9.6 %	13.8 %	KFSO-FM, KEZL-FM, KTHT-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Capstar, pend.	17.7 %	15.2 %	20.0 %
Country	0 (0)	86 (2)	86 (2)	9.8 %	8.6 %	KJOI-FM, KBOS-FM, KRDU-AM, KRZR-FM, KCBL-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Mondosphere	7.3 %	9.1 %	11.6 %
Hispanic	47 (5)	145 (4)	192 (9)	21.9 %	20.7 %				
Jazz	0 (0)	32 (1)	32 (1)	3.6 %	3.1 %		66.8 %	70.4 %	93.3 %
News/Talk	96 (2)	10 (1)	106 (3)	12.1 %	18.9 %				
Oldies	4 (1)	37 (1)	41 (2)	4.7 %	5.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	10 (2)	4 (1)	14 (3)	1.6 %	1.5 %				
Soft AC/EZ	0 (0)	35 (1)	35 (1)	4.0 %	4.2 %				
Sports	12 (2)	0 (0)	12 (2)	1.4 %	0.8 %				
Standards	0 (0)	44 (1)	44 (1)	5.0 %	6.6 %				
Totals	180 (13)	698 (19)	878 (32)						

AM Stations

Call	Freq	Power	Format	Ownership	Contract	Advertiser	Notes
KFIG	1430	5 kw (DA-1)	Hispanic		\$ < 20.00	Uberman	
KFRE	940	50 kw (DA-2)	Talk	Westwd, TARN	\$ NA	D&R	Pappas
KGST	1600	5 kw (DA-N)	Hispanic		\$ < 20.00	Lotus	Lotus
KMJ	580	5 kw	News/Talk	Westwd, Talknt	\$102.00	Katz	Amer. Radio Sys.
KOQO	790	5 kw/2.5 kw (DA-2)	See KOQO-F				Clovis
KQEQ	1220	250 w/67 w	Black AC		\$18.00	---	Fowler
KYNO	1300	5 kw/1 kw (DA-N)	Sports	ABC, USA	\$ < 20.00	CBS	Mondosphere

FM Stations

Call	Freq	Power	Format	Ownership	Contract	Advertiser	Notes
KBOS	94.9	16.5 kw @ 847	CHR	ABC	\$60.00	Eastman	Capstar
KEZL	96.7	25 kw @ 328	Jazz		\$30.00	Mc-Guild	Americom
KFRR	104.1	17 kw @ 853	AOR-New Rock		\$28.00	---	Mondosphere
KFSO	92.9	17.5 kw @ 853	Oldies		\$55.00	Mc-Guild	Americom
KJFX	95.7	17.5 kw @ 850	Classic AOR		\$39.00	CBS	Mondosphere
KJOI	98.9	19 kw @ 820	Soft AC		\$29.00	Allied	Capstar, pend.
KJWL	99.3	5 kw @ 340	Standards	Westwd, CNN	\$25.00	---	
KKDJ	105.9	2.4 kw @ 1960	Hispanic		\$ NA	D&R	Amer. Radio Sys.
KLBN	105.1	0.57 kw @ 1969	Hispanic	CBS	\$24.00	Lotus	Lotus
KMPH	107.5	20.5 kw @ 783	News	CBS, AP	\$20.00	Eastman	Pappas
KNAX	97.9	2.1 kw @ 1988	Country		\$39.00	D&R	Amer. Radio Sys.
KOQO	101.9	2.3 kw @ 1948	Hispanic	CNN	\$35.00	Katz Hisp.	Amer. Radio Sys.
KRZR	103.7	50 kw @ 500	AOR		\$37.00	Eastman	Capstar
KSKS	93.7	68 kw @ 1912	Country		\$53.00	Katz	Amer. Radio Sys.
KTHT	102.7	50 kw @ 500	AC/CHR	ABC	\$30.00	Mc-Guild	Americom
KVSR	101.1	10 kw @ 1076	AC-New Rock		\$21.00	Katz	Amer. Radio Sys.
KZFO	92.1	25 kw @ 312	Hispanic		\$ NA	Caballero	Z-Spanish

Notes: * KGST billings included with KLBN-F . . . 4/97 KEYQ sold for \$200,000 . . . 4/97 Patterson sold these stations to Capstar: KBOS-F for \$12,500,000; KCBL for \$600,000; KRZR-F for \$7,400,000 . . . 5/97 Patterson (Capstar) bought KRDU/KJOI-F for \$5,200,000

Jim Duncan

Comments: KMJ fell below a nine share for the first time in many, many years . . . KVSR-F is on its fourth consecutive increase and is number two in Adults 25-54

GAINESVILLE-OCALA

Arbitron Rank: 108 Pop (12+): 368,800	Stations: 35 / 21	Last Year's Revenue: \$11,300,000
MSA Rank: 201 - Gnsvl.; 186 - Ocala	Diaries: 1,245/296:1/50.0%	Household Income: \$28,902
MSA Pop: 432,000	Sample Target: 1,120	Retail Dollars: \$4.2 Bil.
DMA: 167	% Below Line: 17.2	#1 Biller: WKTK-F \$2,500,000
Average Persons Rating: 14.6	% Not Listed: 14.8	#1 Billing Portfolio:
Market TSL In Hours: 20.00	Pop per Station: 17,562	Entercom (WKTK-F) \$2,500,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level		
1	WOGK-F	C	59 / 10.9	13.4	12.6	12.5	9.4	711 / 19.3	18.9	19.4	103 / 1313	C	WOGK-F
2	WKTK-F	AC	44 / 8.1	9.0	8.4	6.9	10.8	679 / 18.4	20.1	19.1	79 / 1111	D	WKTK-F
3	WTMG-F	B/AC	36 / 6.7	4.2	4.7	3.6	3.2	354 / 9.6	7.8	7.5	41 / 440		WTMG-F
4	WRUF-F	AOR	34 / 6.3	5.9	7.5	6.6	7.2	671 / 18.2	17.6	17.7	54 / 964	C	WRUF-F
5	WMFQ-F	SAC	27 / 5.0	4.4	5.1	5.4	4.0	350 / 9.5	7.0	11.0	35 / 450		WMFQ-F
6	WTRS-F	C	26 / 4.8	5.2	5.1	6.4	6.4	371 / 10.1	9.9	10.8	45 / 584		WTRS-F
7	WNDD ¹ -FF	AOR	24 / 4.4	4.4	3.2	2.2	2.6	407 / 11.0	8.1	7.8	27 / 454		WNDD-FF
8	WJHM-F	B	19 / 3.5	4.5	3.7	3.5	4.5	325 / 8.8	8.6	7.9	30 / 514		WJHM-F
	WYKS-F	CHR	19 / 3.5	4.2	2.1	3.8	3.6	462 / 12.5	12.0	9.5	22 / 543		WYKS-F
10	WRZN	ST	17 / 3.1	1.7	4.9	3.6	4.7	168 / 4.5	3.9	7.1	38 / 360	B	WRZN
11	WOCL-F	O	16 / 3.0	3.0	1.9	2.2	1.3	288 / 7.8	6.5	5.8	29 / 515		WOCL-F
12	WOCA	T	15 / 2.8	2.0	2.8	3.1	3.8	147 / 4.0	2.8	4.8	15 / 147		WOCA
13	WRUF	N/T	13 / 2.4	2.7	2.5	1.9	0.9	225 / 6.1	6.9	5.6	14 / 248	A	WRUF
14	WLUS	ST	11 / 2.0	1.2	0.9	2.9	2.1	118 / 3.2	2.4	2.5	12 / 133		WLUS
	WRRX-F	AOR/CL	11 / 2.0	2.3	2.5	2.6	1.1	216 / 5.9	4.6	6.4	12 / 235		WRRX-F

12+ FM Share (Metro): 83.70 % (385 of 460) (Spring 96: 83.60 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJHM-F	1 WRUF-F	1 WOGK-F	1 WOGK-F	1 WKTK-F <	1 WOGK-F	1 WOGK-F	1 WOGK-F	1 WOGK-F	1 WTMG-F <	1 WOGK-F
2 WTMG-F	2 WTMG-F	2 WTMG-F	2 WKTK-F	2 WOGK-F >	2 WKTK-F	2 WKTK-F	2 WKTK-F >	2 WKTK-F	2 WOGK-F	2 WRUF-F
	WOGK-F	WNDD-FF <	WRUF-F <	3 WTMG-F <	3 WTMG-F <	3 WMFQ-F <	3 WRUF-F	3 WRUF-F	3 WTMG-F <	3 WJHM-F
4 WRUF-F	4 WKTK-F	4 WKTK-F	4 WRUF-F	4 WRUF-F	4 WTRS-F	4 WTMG-F <	4 WMFQ-F <	4 WRUF-F >	4 WRUF-F	4 WTMG-F
	WOGK-F >	5 WNDD-FF >	5 WNDD-FF >	5 WNDD-FF	5 WRZN <	5 WMFQ-F	5 WNDD-FF <	5 WMFQ-F	5 WKTK-F	
	6 WYKS-F >	6 WYKS-F	6 WMFQ-F	6 WMFQ-F	6 WTMG-F	6 WTRS-F	6 WTRS-F <	WNDD-FF <	WYKS-F	
			WOCL-F	WOCL-F		7 WNDD-FF <	7 WTMG-F <	7 WTRS-F	7 WMFQ-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 WTMG-F	1 WTMG-F	1 WKTK-F	1 WKTK-F <	1 WKTK-F >	1 WRUF-F	1 WNDD-FF <	1 WNDD-FF	1 WOGK-F	1 WOGK-F	
	WYKS-F >>	2 WTMG-F >>	2 WTMG-F	2 WTMG-F	2 WNDD-FF >	2 WRUF-F	2 WOGK-F	WRUF-F <	2 WRUF-F	
3 WKTK-F	3 WRUF-F	3 WOGK-F	3 WOGK-F	3 WOGK-F	3 WOGK-F	3 WOGK-F	WRUF-F >>	3 WNDD-FF >	3 WNDD-FF <	
	WRUF-F	WYKS-F	WRRX-F	4 WYKS-F	4 WMFQ-F	WYKS-F	4 WTMG-F	4 WRRX-F	4 WTMG-F	4 WKTK-F
	WJHM-F >>	5 WOGK-F >	WRUF-F >	5 WRUF-F	5 WOCL-F	WTMG-F >	WKTK-F	WTMG-F	5 WKTK-F	5 WTMG-F >
			6 WMFQ-F	6 WMFQ-F	6 WRUF-F	6 WRRX-F	WRRX-F	WKTK-F	6 WRRX-F	6 WRRX-F
			WXXL-F	7 WOCL-F	WYKS-F	WJHM-F >>	WJHM-F >		WTRS-F	WTRS-F
			WYKS-F >>						WOCL-F	WOCL-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGGO	T	1230	Gainesville 0.4 1.2 2 43
WMOP	SPRTS	980	Ocala 0.7 1.8 4 68
WNFQ-F	B	100.5	Newberry 0.4 3.1 10 227
WTMC	T	1290	Ocala 0.4 1.6 2 58
WWLO	B	1430	Gainesville 1.5 2.2 8 81
WYGC-F	C	100.9	Gainesville 1.9 6.0 11 287
WYOC-F	O	104.9	High Springs 0.6 2.7 6 172

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCFB-F	B/AC	94.5	Daytona Beach 1.1 2.3 8 112
WFKS-F	CHR	99.9	Palatka 0.9 5.7 11 365
WHTQ-F	CL AOR	96.5	Orlando 1.1 2.5 8 100
WIVY-F	AC	102.9	Jacksonville 0.4 1.4 5 136
WJRR-F	AOR-NR	101.1	Cocoa Beach 0.6 2.6 4 128
WMGF-F	AC	107.7	Mt. Dora 1.1 3.5 6 149
WOKV	N/T	690	Jacksonville 0.6 1.7 6 120
WSHE-F	CHR/VAC	100.3	Orlando 0.4 1.8 4 110
WTKS-F	T	104.1	Cocoa Beach 1.7 3.3 12 182
WWKA-F	C	92.3	Orlando 0.6 1.5 3 71
WXTB-F	AOR	97.9	Clearwater 0.7 1.9 12 168
WXXL-F	CHR	106.7	Tavares 1.7 5.4 13 288

GAINESVILLE-OCALA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	52 (3)	52 (3)	11.3 %	12.5 %	Asterisk	11.7 %	10.7 %	20.0 %
AOR/Classic/NR	0 (0)	82 (7)	82 (7)	17.8 %	16.0 %	WMFQ-FM, WTRS-FM, WYGC-FM			
Black/Urban	8 (1)	63 (4)	71 (5)	15.4 %	12.8 %	Dix, pend.	14.0 %	15.0 %	16.8 %
CHR	0 (0)	35 (4)	35 (4)	7.6 %	8.3 %	WNDD-FM, WOGK-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		25.7 %	25.7 %	36.8 %
Country	0 (0)	98 (4)	98 (4)	21.3 %	27.5 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	35 (5)	9 (1)	44 (6)	9.6 %	8.1 %				
Oldies	0 (0)	19 (2)	19 (2)	4.1 %	4.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	27 (1)	27 (1)	5.9 %	5.5 %				
Sports	4 (1)	0 (0)	4 (1)	0.9 %	1.6 %				
Standards	28 (2)	0 (0)	28 (2)	6.1 %	3.4 %				
Totals	75 (9)	385 (26)	460 (35)						

AM Stations

Station	Freq	Power	Format	Company	City
WLUS	980	5 kw/0.166 kw	Standards	ABC \$ NA ---	Gainesville
WOCA	1370	5 kw/33 w	Talk	ABC \$<20.00 ---	Ocala
WRUF	850	5 kw (DA-N)	News/Talk	CBS \$<20.00 --- Univ. of Florida	Gainesville
WRZN	720	10 kw/250 w (DA-N)	Standards	ABC \$<20.00 ---	Hernando
WWLO	1430	2.5 kw (Days)	Black/Gospel	\$<20.00 ---	Gainesville

FM Stations

Station	Freq	Power	Format	Company	City
WTKT	98.5	100 kw @ 1322	AC	\$50.00 --- Entercom	Crystal River
WMFQ	92.9	50 kw @ 476	Soft AC	USA \$20.00 --- Asterisk	Ocala
WNDD	95.5	6 kw @ 328	AOR	ABC \$<20.00 --- Dix, pend.	Silver Springs
WNDD	92.5	3.2 kw @ 443	See WNDD-F		Alachua
WNFQ	100.5	11 kw @ 492	Black	\$ NA Mc-Guild	Newberry
WOGK	93.7	100 kw @ 1348	Country	\$45.00 Katz Dix	Ocala
WRRX	97.7	3.2 kw @ 305	AOR/Classic AOR	Westwd \$<20.00 Christal	Micanopy
WRUF	103.7	100 kw @ 768	AOR	Source \$33.00 --- Univ. of Florida	Gainesville
WTMG	101.3	3.5 kw @ 433	Black AC	ABC \$<20.00 ---	Williston
WTRS	102.3	50 kw @ 489	Country	ABC \$29.00 --- Asterisk	Dunellon
WYGC	100.9	3 kw @ 298	Country	\$<20.00 Mc-Guild Asterisk	Gainesville
WYKS	105.5	3 kw @ 466	CHR	\$<20.00 ---	Gainesville

Notes: Other ranked stations -- See Orlando . . . 7/97 WNDD-F sold to Dix for \$4,060,000

GRAND RAPIDS

Arbitron Rank: 66 **Pop (12+):** 596,600
MSA Rank: 57
MSA Pop: 750,000
DMA: 38 (w/Kalamazoo)
Average Persons Rating: 16.1
Market TSL In Hours: 21.25

Stations: 26 / 23
Diaries: 1,765/338:1/60.1%
Sample Target: 1,740
% Below Line: 9.6
% Not Listed: 15.3
Pop per Station: 25,939

Last Year's Revenue: \$30,600,000
Household Income: \$48,501
Retail Dollars: \$7.8 Bil.
#1 Biller: WBCT-F \$5,400,000
#1 Billing Portfolio:
 Clear Channel \$11,780,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WLAV-F	CL AOR	111 / 11.6	8.3	7.5	7.3	7.0	8.7	1179 / 19.8	16.3	14.5	142 / 1762	E	WLAV-F
2	WOOD	FS/T	70 / 7.3	6.8	7.9	7.5	6.9	7.4	806 / 15.2	18.5	15.6	87 / 1093	D	WOOD
3	WSNX-F	CHR	69 / 7.2	6.0	5.4	6.0	6.1	6.2	1188 / 19.9	19.3	19.2	102 / 2009	C	WSNX-F
4	WBCT-F	C	67 / 7.0	8.3	6.5	10.2	10.2	8.0	936 / 15.7	15.3	19.1	215 / 2650	G	WBCT-F
5	WOOD-F	SAC	60 / 6.3	7.0	7.5	7.5	7.7	7.1	1052 / 17.8	19.5	20.2	98 / 1773	E	WOOD-F
6	WGRD-F	AOR-NR	57 / 5.9	6.3	6.9	7.7	6.5	6.7	1003 / 16.8	19.1	18.7	93 / 1754	D	WGRD-F
7	WLHT-F	AC	52 / 5.4	6.4	5.6	5.3	6.6	5.7	812 / 13.6	13.6	13.8	69 / 1130	F	WLHT-F
8	WKLO-F	AOR-NR	41 / 4.3	4.0	5.0	5.2	5.0	4.6	858 / 14.4	12.3	14.7	80 / 1636	D	WKLO-F
9	WODJ-F	O	38 / 4.0	4.3	4.2	4.9	4.5	4.3	775 / 13.0	12.9	14.3	53 / 1158	C	WODJ-F
10	WCUZ-F	C	36 / 3.8	4.7	4.8	4.5	3.5	4.4	650 / 10.9	12.2	10.9	57 / 1104	C	WCUZ-F
11	WMJH	ST	31 / 3.2	2.3	2.0	1.8	0.4	2.3	246 / 4.1	2.7	1.6	36 / 335	A	WMJH
	WVTI-F	AC/CHR	31 / 3.2	2.8	1.7	1.7	1.8	2.4	614 / 10.3	8.3	7.6	40 / 829	A	WVTI-F
13	WJQK-F	REL	28 / 2.9	2.7	2.4	2.5	2.7	2.6	424 / 7.1	6.4	6.1	36 / 540	D	WJQK-F
14	WQFN-F	SAC	21 / 2.2	1.8	1.5	1.4	2.1	1.7	358 / 6.0	4.0	4.5	22 / 407	A	WQFN-F
15	WMUS-F	C	20 / 2.1	1.9	2.8	2.4	2.4	2.3	398 / 6.7	6.8	6.5	79 / 1170	D	WMUS-F
16	WFGF-F	CL	16 / 1.7	2.9	2.8	1.9	1.9	2.3	395 / 6.6	7.7	6.6	19 / 466	A	WFGF-F

12+ FM Share (Metro): 82.86 % (672 of 811) (Spring 96: 85.02 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WSNX-F >>	1 WLAV-F >	1 WLAV-F >>	1 WLAV-F >>	1 WLAV-F >>	1 WOOD <	1 WLAV-F	1 WLAV-F	1 WLAV-F >	1 WSNX-F	1 WSNX-F
2 WGRD-F	2 WGRD-F <	2 WGRD-F	2 WBCT-F <	2 WBCT-F <	2 WLAV-F	2 WGRD-F <	2 WOOD >	2 WSNX-F	2 WLAV-F >	WOOD <
WKLO-F	3 WSNX-F	WBCT-F	3 WLHT-F <	3 WLHT-F <	3 WBCT-F <	3 WOOD	3 WOOD-F <	3 WBCT-F <	3 WOOD-F <	3 WLAV-F
4 WKLO-F	4 WKLO-F	4 WSNX-F <	4 WOOD <	4 WOOD <	4 WLHT-F	4 WBCT-F	4 WLHT-F <	4 WGRD-F <	4 WKLO-F	
5 WBCT-F	5 WBCT-F	5 WLHT-F	5 WOOD-F <	5 WOOD-F	WOOD-F	5 WLHT-F <	5 WBCT-F	5 WOOD-F <	WBCT-F	
6 WOOD-F <	6 WOOD-F <	6 WGRD-F	6 WGRD-F	6 WGRD-F <	6 WMJH	6 WKLO-F	6 WSNX-F	6 WOOD <	6 WGRD-F <	
7 WVTI-F	7 WOOD	7 WODJ-F <	7 WODJ-F			7 WOOD-F	WGRD-F	7 WLHT-F	7 WOOD	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WSNX-F >	1 WSNX-F	1 WBCT-F	1 WLHT-F <	1 WLHT-F	1 WGRD-F	1 WLAV-F >>	1 WLAV-F >>	1 WLAV-F >>	1 WLAV-F >>
2 WGRD-F	2 WBCT-F	WSNX-F	2 WLAV-F	2 WOOD-F <	2 WKLO-F	2 WGRD-F <	2 WKLO-F <	2 WGRD-F	2 WOOD <
WBCT-F	3 WLAV-F	3 WLAV-F	WSNX-F <	3 WLAV-F	WSNX-F >	3 WKLO-F >	3 WGRD-F	3 WKLO-F	3 WBCT-F
4 WLHT-F	WGRD-F <	4 WGRD-F	4 WBCT-F	4 WBCT-F	4 WLAV-F >	4 WSNX-F >	4 WOOD	4 WBCT-F <	4 WGRD-F
WOOD-F	5 WOOD-F <	WJQK-F	WOOD-F	5 WSNX-F	5 WVTI-F	5 WOOD	5 WOOD-F	5 WOOD	5 WKLO-F
6 WLAV-F	6 WLHT-F	WVTI-F	6 WGRD-F	6 WVTI-F	WBCT-F >>			6 WSNX-F	WODJ-F
WVTI-F >	WVTI-F	WOOD-F	7 WVTI-F	WJQK-F					
	8 WJQK-F >		8 WJQK-F <	WOOD <					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFUR-F	REL	102.9	Grand Rapids 1.1 4.9 20 440
WGHN-F	AC	92.1	Grand Haven 1.1 2.6 12 160
WHTC	T	1450	Holland 0.9 2.4 12 216
WKWM	B	1140	Kentwood 1.1 2.0 11 119
WMFN	SPRIS	640	Zeeland 0.5 3.3 6 258
WRCV	C	1410	Grand Rapids 0.5 0.9 5 56
WTKG	T	1230	Grand Rapids 0.3 2.2 3 140
WYGR	ST	1530	Wyoming 0.5 0.7 5 43

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WMRR-F	AOR	101.7	Muskegon Hts. 0.3 1.5 22 421

GRAND RAPIDS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (1)	94 (3)	94 (4)	11.6 %	10.6 %	Bloomington WKLQ-FM, WLAV-FM, WBBL-AM	17.1 %	21.0 %	20.9 %
AOR/Classic/NR	0 (0)	212 (4)	212 (4)	26.1 %	23.9 %	Capstar, pend. WLHT-FM, WRCV-AM, WGRD-FM, WQFN-FM	14.0 %	15.5 %	22.0 %
Black/Urban	11 (1)	0 (0)	11 (1)	1.4 %	2.5 %	Clear Channel WTKG-AM, WOOD-AM, WVTI-FM, WOOD-FM, WCUZ-FM, WBCT-FM	27.9 %	28.1 %	38.5 %
CHR	0 (0)	69 (1)	69 (1)	8.5 %	6.5 %	Goodrich WKWM-AM, WSNX-FM, WODJ-FM	12.3 %	10.7 %	12.1 %
Classical	0 (0)	16 (1)	16 (1)	2.0 %	3.4 %				
Country	5 (1)	123 (3)	128 (4)	15.8 %	16.9 %				
Full Service	70 (1)	0 (0)	70 (1)	8.6 %	9.4 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	1.8 %				
News/Talk	12 (2)	0 (0)	12 (2)	1.5 %	1.8 %				
Oldies	0 (0)	38 (1)	38 (1)	4.7 %	5.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	39 (2)	39 (2)	4.8 %	4.5 %				
Soft AC/EZ	0 (0)	81 (2)	81 (2)	10.0 %	9.0 %				
Sports	5 (1)	0 (0)	5 (1)	0.6 %	1.7 %				
Standards	36 (2)	0 (0)	36 (2)	4.4 %	2.5 %				
Totals	139 (9)	672 (17)	811 (26)				71.4 %	75.3 %	93.5 %

AM Stations

WMJH	810	3.5 kw (Days)	Standards	Westwd, CBS	\$ NA	—		Rockford
WOOD	1300	5 kw (DA-N)	Full Svc/Talk	Westwd	\$52.00	Clr Chnl	Clear Channel	
WTKG	1230	1 kw	Talk	ABC, Westwd, UBN	\$ NA	Clr Chnl	Clear Channel	

FM Stations

WBCT	93.7	320 kw @ 780	Country		\$110.00	Clr Chnl	Clear Channel	
WCUZ	101.3	50 kw @ 420	Country		\$40.00	Clr Chnl	Clear Channel	
WFGR	98.7	2.8 kw @ 492	Classical		\$<20.00	Allied		
WFUR	102.9	50 kw @ 492	Religion		\$<20.00	—	Kuiper	
WGRD	97.9	13 kw @ 590	AOR-New Rock		\$54.00	Eastman	Capstar	
WJQK	99.3	4.7 kw @ 371	Religion	ABC	\$<20.00	Salem		Zeeland
WKLQ	94.5	50 kw @ 500	AOR-New Rock	ABC	\$60.00	Banner	Bloomington	Holland
WLAV	96.9	50 kw @ 489	Classic AOR	ABC	\$77.00	—	Bloomington	
WLHT	95.7	40 kw @ 554	AC	ABC	\$87.00	Eastman	Capstar	
WMUS	106.9	50 kw @ 480	Country	ABC, Westwd	\$29.00	Christal		Muskegon
WODJ	107.3	50 kw @ 492	Oldies		\$40.00	D&R	Goodrich	Greenville
WOOD	105.7	265 kw @ 810	Soft AC		\$65.00	Clr Chnl	Clear Channel	
WQFN	100.5	3 kw @ 328	Soft AC		\$ NA	—	Capstar, pend.	Walker
WSNX	104.5	32 kw @ 620	CHR		\$38.00	D&R	Goodrich	Muskegon
WVTI	96.1	50 kw @ 492	AC/CHR		\$<20.00	Clr Chnl	Clear Channel	Holland

Notes: 2/97 WAKX-F changed calls to WVTI-F; remains AC/CHR . . . 3/97 WKLQ-F changed from AOR to New Rock near the end of the Winter survey . . . 4/97 WCUZ (AM) changed calls to WTKG; remains Talk . . . 4/97 Patterson sold these stations to Capstar: WRCV/WGRD-F for \$13,200,000; WLHT-F for \$17,500,000 . . . 4/97 WQFN-F sold by Kuiper to Capstar for \$1,900,000 . . . 5/97 WQFN-F changed from Jazz to Soft AC

Jim Duncan

Comments: WLAV-F tuned in its highest share in many years and is the clear 12+ leader . . . Listening levels for the market are steady . . . The Country stations continue to fade . . . WVTI-F is at record high levels for the facility

GREEN BAY

Arbitron Rank: 181 Pop (12+): 174,300
MSA Rank: 190
MSA Pop: 214,000
DMA: 71 (w/Appleton)
Average Persons Rating: 16.0
Market TSL In Hours: 20.75

Stations: 24 / 10
Diaries: 611/285:1/58.1%
Sample Target: 610
% Below Line: 42.7
% Not Listed: 10.0
Pop per Station: 17,430

Last Year's Revenue: \$11,000,000
Household Income: \$47,223
Retail Dollars: \$2.5 Bil
#1 Biller: WIXX-F \$4,000,000
#1 Billing Portfolio:
 Midwest Communications \$6,600,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	WIXX-F	39 / 14.0	17.3	16.3		19.5	669 / 38.4	42.3	36.8	161 / 2675	F	WIXX-F
2	WAPL-F	37 / 13.3	9.6	11.0		11.7	404 / 23.1	21.4	22.9	126 / 1510		WAPL-F
3	WOZZ-F	AOR/CL 20 / 7.2	4.3	5.0		5.7	333 / 19.1	16.4	17.0	80 / 1261		WOZZ-F
	WNCY-F	C 20 / 7.2	7.0	6.3		0.3	331 / 19.0	18.7	14.0	100 / 1348		WNCY-F
5	WGEE	N/T 17 / 6.1	5.3	5.0		5.4	243 / 13.9	10.7	14.3	20 / 344	B	WGEE
6	WLTM-F	SAC 14 / 5.0	3.3	6.3		10.1	254 / 14.8	12.1	19.5	26 / 414	C	WLTM-F
	WDUZ	FS 14 / 5.0	4.3	4.7		5.7	269 / 15.5	12.9	15.9	16 / 334	B	WDUZ
8	WKSZ-F	CHR 13 / 4.7	3.6	3.7		3.4	369 / 21.2	16.2	16.5	34 / 984	B	WKSZ-F
9	WOGB-F	O 12 / 4.3	3.0	2.0			230 / 13.2	11.6	6.2	23 / 470		WOGB-F
10	WNAM	ST 11 / 3.9	1.7	3.7		2.7	146 / 8.4	3.8	7.9	46 / 608		WNAM
	WQLH-F	AC 11 / 3.9	8.3	7.6		7.0	286 / 16.4	20.0	19.0	27 / 564	C	WQLH-F
	WNFL	T 11 / 3.9	8.3	4.7		5.0	206 / 11.8	26.7	13.8	14 / 301	B	WNFL

12+ FM Share (Metro): 77.29 % (194 of 251) (Spring 96: 78.22 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKSZ-F >>	1 WAPL-F	1 WAPL-F	1 WIXX-F	1 WIXX-F	1 WGEE <	1 WIXX-F	1 WIXX-F	1 WIXX-F <	1 WAPL-F >	1 WGEE >
2 WIXX-F >	2 WIXX-F >>	2 WIXX-F >	WAPL-F >	2 WAPL-F >	2 WIXX-F	2 WAPL-F	2 WAPL-F >>	2 WAPL-F >	2 WIXX-F >	2 WAPL-F
3 WNCY-F >>	3 WOZZ-F >	3 WOZZ-F >	3 WOZZ-F	3 WOZZ-F	3 WAPL-F <	3 WGEE >	3 WOZZ-F <	3 WOZZ-F	3 WNCY-F	3 WNCY-F
	4 WNCY-F	4 WLTM-F	4 WLTM-F	4 WLTM-F	4 WNCY-F	4 WNCY-F	4 WNFL	4 WNCY-F	4 WOZZ-F	4 WIXX-F
	WKSZ-F >	5 WNCY-F <	5 WNCY-F	5 WNCY-F	WNAM	5 WDUZ <	5 WLTM-F <	5 WKSZ-F	5 WKSZ-F	5 WKSZ-F >
				WOGB-F		6 WOZZ-F	6 WNCY-F	6 WLTM-F	6 WGEE	
							WGEE <	WOGB-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 WIXX-F >>	1 WIXX-F >>	1 WIXX-F >>	1 WIXX-F >>	1 WIXX-F >>	1 WAPL-F >>	1 WAPL-F >>	1 WAPL-F >>	1 WAPL-F >>	1 WAPL-F
2 WAPL-F >	2 WAPL-F >	2 WAPL-F	2 WAPL-F	2 WLTM-F	2 WIXX-F >	2 WIXX-F >>	2 WIXX-F >>	2 WIXX-F <	2 WIXX-F >
3 WOZZ-F	3 WOZZ-F	WNCY-F >	3 WLTM-F	WAPL-F	3 WOZZ-F >>	3 WOZZ-F	3 WOZZ-F	3 WOZZ-F >	3 WOZZ-F >
	WNCY-F >>	4 WOZZ-F	4 WOZZ-F	4 WNCY-F		WDUZ	WNCY-F	4 WDUZ >	4 WOGB-F
	5 WKSZ-F	WKSZ-F	5 WNCY-F	WQLH-F			WKSZ-F		WDUZ >
	WLTM-F >	WLTM-F	WQLH-F >	6 WOZZ-F			WDUZ >>		
		WQLH-F							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WEZR-F	J	107.5	Brillon 0.7 3.1 4 118
WGBM-F	AC	94.7	Mishicot 2.2 6.1 13 147
WJLW-F	C	106.7	Allouez 1.8 6.0 10 157

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAUN-F	E	92.7	Kewaunee 1.1 2.4 15 129
WBDK-F	ST	96.7	Algoma 0.4 2.3 4 83
WHBY	FS	1150	Kimberley 0.4 2.1 39 609
WPCK-F	C	104.9	Kaukauna 1.1 4.7 5 180
WRJQ	ST	1570	Appleton 0.4 1.8 6 130
WROE-F	SAC	94.3	Neenah-Menasha 1.1 4.6 36 588
WRVM-F	REL	102.7	Suring 0.7 1.7 19 235
WTMJ	FS	620	Milwaukee 0.7 2.2 20 451
WVBO-F	O	103.9	Winneconne 1.1 4.4 43 756

GREEN BAY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	17 (2)	17 (2)	6.8 %	11.3 %	Midwest Communications WGEE-AM, WIXX-FM, WLTM-FM	25.1 %	27.2 %	60.0 %
AOR/Classic/NR	0 (0)	57 (2)	57 (2)	22.7 %	15.8 %				
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
CHR	0 (0)	52 (2)	52 (2)	20.7 %	23.7 %		25.1 %	27.2 %	60.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	28 (3)	28 (3)	11.2 %	8.3 %				
Full Service	17 (3)	0 (0)	17 (3)	6.8 %	6.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	2 (1)	2 (1)	0.8 %	0.0 %				
News/Talk	28 (2)	0 (0)	28 (2)	11.2 %	15.4 %				
Oldies	0 (0)	15 (2)	15 (2)	6.0 %	7.5 %				
Others/Unknown	0 (0)	3 (1)	3 (1)	1.2 %	3.4 %				
Religion/Gospel	0 (0)	2 (1)	2 (1)	0.8 %	1.1 %				
Soft AC/EZ	0 (0)	17 (2)	17 (2)	6.8 %	5.6 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	12 (2)	1 (1)	13 (3)	5.2 %	1.9 %				
Totals	57 (7)	194 (17)	251 (24)						

AM Stations

WDUZ	1400	1 kw	Full Service	ABC, Westwd, CBS	\$<20.00	Mc-Guild	
WGEE	1360	5 kw (DA-N)	News/Talk	ABC	\$20.00	Banner	Midwest Commun.
WNFL	1440	5 kw/500 w (DA-2)	Talk	CBS, ABC, Talknt	\$22.00	Christal	

FM Stations

WIXX	101.1	100 kw @ 1080	CHR		\$83.00	Banner	Midwest Commun.
WKSZ	95.9	25 kw @ 272	CHR		\$ NA	K&P	Woodward DePere
WLTM	99.7	46 kw @ 512	Soft AC		\$45.00	Banner	Midwest Commun. Sturgeon Bay
WQLH	98.5	100 kw @ 500	AC	ABC	\$37.00	Katz	

Notes: Other ranked stations – See Appleton-Oshkosh

Jim Duncan

Comments: WIXX-F finally shows some softening with its lowest share in many years . . . At the same time, Appleton's WAPL-F had its highest share since 1993 . . . Listening levels have fallen by 1.5 rating points versus last year . . . WOZZ-F and WQGB-F are showing good growth

GREENSBORO-WINSTON SALEM

Arbltron Rank: 41	Pop (12+): 970,300	Stations: 34 / 25	Last Year's Revenue: \$34,500,000
MSA Rank: 47		Diarles: 2,325/417:1/54.7%	Household Income: \$38,477
MSA Pop: 1,150,000		Sample Target: 2,250	Retail Dollars: \$11.9 Bll.
DMA: 47		% Below LIne: 7.3	#1 Biller: WTQR-F \$7,800,000
Average Persons Rating: 15.8		% Not Listed: 16.5	#1 Billing Portfolio:
Market TSL In Hours: 21.00		Pop per Station: 38,812	Clear Channel \$12,400,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	WTQR-F	C	164 / 10.7	12.0	10.6	11.5	11.3	2177 / 22.4	23.0	23.4	292 / 3753	H
2	WJMH-F	B	126 / 8.2	7.9	6.6	6.8	8.6	1525 / 15.7	14.6	17.5	183 / 2402	D
3	WKZL-F	AC/CHR	95 / 6.2	4.9	5.4	6.2	6.8	1648 / 17.0	15.1	16.9	131 / 2335	F
4	WMAG-F	AC	91 / 5.9	6.1	5.8	6.7	6.1	1422 / 14.7	15.0	14.0	124 / 1964	F
5	WKRR-F	AOR/CL	85 / 5.5	5.9	5.0	5.3	4.0	1335 / 13.8	12.8	11.4	129 / 2079	E
	WMQX-F	O	85 / 5.5	5.6	5.7	5.5	5.5	1551 / 16.0	14.2	13.9	122 / 2351	D
7	WQMG-F	B/AC	84 / 5.5	7.0	8.2	5.5	6.1	1096 / 11.3	12.9	13.5	121 / 1687	C
8	WHSL-F	C	74 / 4.8	4.9	5.1	4.2	4.4	1232 / 12.7	13.1	11.9	106 / 1987	C
	WKSI-F	AC-NR	74 / 4.8	2.6	1.9	3.0	3.4	1455 / 15.0	8.0	8.8	99 / 2043	C
10	WSJS	FS/T	47 / 3.1	4.7	4.7	4.4	4.5	891 / 9.2	11.5	10.3	50 / 978	E
11	WXRA-F	AOR	46 / 3.0	3.7	2.9	4.1	3.5	1080 / 11.1	11.3	12.3	69 / 1590	C
12	WPCM-F	C	44 / 2.9	2.2	2.5	2.8	2.1	712 / 7.3	7.3	6.7	79 / 1440	C
13	WEND-F	AOR-NR	28 / 1.8	2.5	2.8	2.5	3.0	778 / 8.0	7.9	7.9	76 / 1476	
14	WDCG-F	CHR	25 / 1.6	1.3	1.6	1.4	1.3	608 / 6.3	6.0	5.1	74 / 1471	
	WMFR	T/FS	25 / 1.6	0.9	1.9	1.0	1.3	248 / 2.6	3.5	2.5	25 / 248	A
16	WQMG	G	24 / 1.6	1.8	2.3	1.6	1.3	193 / 2.0	2.3	2.5	26 / 203	A
17	WWGL-F	REL	23 / 1.5	1.6	1.6	1.0	1.4	380 / 3.9	5.2	3.8	36 / 678	

12+ FM Share (Metro): 86.94 % (1112 of 1279) (Spring 96: 86.96 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJMH-F >>	1 WJMH-F	1 WJMH-F <	1 WTQR-F <	1 WTQR-F	1 WTQR-F >	1 WTQR-F >	1 WTQR-F	1 WTQR-F <	1 WJMH-F >	1 WJMH-F
2 WKSI-F >	2 WKRR-F	2 WTQR-F	2 WKRR-F	2 WKZL-F <	2 WMQX-F	2 WKZL-F	2 WMAG-F <	2 WJMH-F >	2 WQMG-F	2 WTQR-F
3 WXRA-F	3 WKSI-F <	WKZL-F <	WKZL-F	3 WKRR-F	3 WMAG-F <	3 WKRR-F <	3 WKZL-F	3 WMQX-F	3 WTQR-F	3 WQMG-F >
	4 WKZL-F	4 WKRR-F	4 WMAG-F <	4 WMQX-F <	4 WQMG-F	4 WJMH-F <	4 WMQX-F <	WMAG-F <	4 WHSL-F <	
	5 WHSL-F <	5 WQMG-F <	5 WQMG-F	5 WQMG-F <	5 WKZL-F	5 WMAG-F <	5 WKRR-F	5 WKRR-F <	5 WKSI-F	
	6 WTQR-F	6 WMAG-F <	6 WKSI-F <	6 WMAG-F	6 WSJS	6 WSJS	6 WJMH-F <	6 WKZL-F <	6 WKRR-F <	
	7 WXRA-F	7 WKSI-F <	7 WMQX-F <	7 WHSL-F <	7 WHSL-F <	7 WMQX-F	7 WHSL-F <	7 WKSI-F <	7 WMAG-F	
		8 WHSL-F	8 WHSL-F <	8 WKSI-F <	8 WKRR-F	WHSL-F	8 WKSI-F <	8 WQMG-F	WXRA-F	
			9 WJMH-F >	9 WJMH-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 WJMH-F >>	1 WJMH-F	1 WHSL-F <	1 WKZL-F	1 WTQR-F	1 WJMH-F >>	1 WKRR-F	1 WKRR-F >>	1 WKRR-F	1 WKRR-F
2 WKZL-F	2 WHSL-F <	2 WKZL-F	2 WTQR-F <	2 WKZL-F	2 WTQR-F	WJMH-F >	2 WXRA-F <	2 WJMH-F	2 WTQR-F <
	3 WKZL-F	3 WKSI-F <	3 WHSL-F	3 WMAG-F <	3 WKZL-F	3 WKSI-F <	3 WKSI-F <	3 WTQR-F	3 WMQX-F
4 WQMG-F	4 WKSI-F <	4 WMAG-F	WMAG-F <	4 WHSL-F	WKSI-F	4 WXRA-F <	4 WJMH-F	4 WKZL-F	4 WKZL-F
5 WMAG-F	5 WMAG-F	5 WJMH-F	5 WQMG-F <	WQMG-F >	WKRR-F	5 WTQR-F	5 WTQR-F	5 WKSI-F <	5 WQMG-F <
	6 WQMG-F <	WTQR-F	6 WJMH-F	6 WMQX-F	6 WEND-F	6 WKZL-F >	6 WKZL-F >	6 WMQX-F	6 WJMH-F
7 WXRA-F	7 WTQR-F	7 WQMG-F	7 WKSI-F >	7 WKSI-F <				7 WXRA-F	WKSI-F <
	8 WKRR-F <	8 WKRR-F	8 WJMH-F	8 WJMH-F				WQMG-F <	8 WMAG-F
		WDCG-F >						9 WMAG-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAAA	B	980	Winston Salem 0.9 2.0 14 194
WBAG	?	1150	Burlington 0.5 1.0 7 101
WBBB	T	920	Burlington 0.4 1.4 6 141
WGOS	G	1590	High Point 0.4 0.6 6 60
WIST-F	ST	98.3	Thomasville 0.9 1.9 14 202
WKXR	C	1260	Asheboro 0.3 0.7 6 111
WPET	REL	950	Greensboro 0.3 0.7 6 78
WPOL	REL	1340	Winston Salem 0.7 1.7 11 168
WTCK	SPRTS	1320	Greensboro 0.5 1.6 7 157
WTNC	REL	790	Thomasville 0.4 0.6 8 70

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBRF-F	C	98.1	Galax, VA 0.8 2.5 42 644
WFMX-F	C	105.7	Statesville 1.1 5.1 56 1168
WPTF	FS/T	680	Raleigh 0.3 1.1 19 331
WQOK-F	B	97.5	S. Boston, VA 0.5 2.5 59 835
WRAL-F	AC	101.5	Raleigh 0.3 1.6 22 669
WRSN-F	AC	93.9	Burlington 0.4 1.3 37 617
WSSS-F	O	104.7	Charlotte 0.4 1.6 22 488

GREENSBORO-WINSTON SALEM

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	271 (5)	271 (5)	21.2 %	7.4 %	Clear Channel WSJS-AM, WTQR-FM, WXRA-FM	16.8 %	15.3 %	35.9 %
AOR/Classic/NR	0 (0)	159 (3)	159 (3)	12.4 %	12.7 %	Dick WKRR-FM, WKZL-FM	11.7 %	15.8 %	20.9 %
Black/Urban	14 (1)	217 (3)	231 (4)	18.1 %	18.8 %	Max WJMH-FM, WMQX-FM, WQMG-FM, WQMG-AM	20.8 %	20.9 %	18.6 %
CHR	0 (0)	25 (1)	25 (1)	2.0 %	8.8 %	SFX WHSL-FM, WMAG-FM, WMFR-AM, WTCK-AM	12.8 %	13.3 %	18.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	5 (1)	312 (5)	317 (6)	24.8 %	26.8 %				
Full Service	77 (3)	0 (0)	77 (3)	6.0 %	7.9 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	6 (1)	0 (0)	6 (1)	0.5 %	1.9 %				
Oldies	0 (0)	91 (2)	91 (2)	7.1 %	7.4 %				
Others/Unknown	7 (1)	0 (0)	7 (1)	0.5 %	0.6 %				
Religion/Gospel	51 (5)	23 (1)	74 (6)	5.8 %	7.7 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	7 (1)	0 (0)	7 (1)	0.5 %	0.0 %				
Standards	0 (0)	14 (1)	14 (1)	1.1 %	0.0 %				
Totals	167 (13)	1112 (21)	1279 (34)				62.1 %	65.3 %	93.7 %

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	City
WMFR	1230	1 kw	Talk/Full Svc.	CBS, Westwd	\$24.00	D&R	High Point
WQMG	1510	1 kw (Days)	Gospel		\$ NA	Christal	
WSJS	600	5 kw (DA-2)	Full Svc/Talk	Westwd, Tlknt, ABC	\$60.00	Mc-Guild	Clear Channel

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	City
WHSL	100.3	100 kw @ 1035	Country		\$35.00	Allied	SFX
WIST	98.3	1.7 kw @ 420	Standards	ABC	\$ NA	---	GHB
WJMH	102.1	100 kw @ 1204	Black		\$55.00	D&R	Max
WKRR	92.3	100 kw @ 1288	AOR/Classic AOR		\$65.00	Katz	Dick
WKSI	98.7	100 kw @ 1035	AC-New Rock		\$40.00	Eastman	Bahakel
WKZL	107.5	100 kw @ 994	AC/CHR		\$80.00	Katz	Dick
WMAG	99.5	100 kw @ 1500	AC		\$78.00	D&R	SFX
WMQX	93.1	100 kw @ 1099	Oldies		\$50.00	D&R	Max
WPCM	101.1	100 kw @ 1190	Country	Westwd	\$34.00	Mc-Guild	Curtis
WQMG	97.1	100 kw @ 1234	Black AC		\$35.00	Christal	Max
WTQR	104.1	100 kw @ 1420	Country		\$172.00	Clr Chnl	Clear Channel
WWGL	94.1	100 kw @ 1014	Religion	CNN	\$17.00	TN	Lexington
WXRA	94.5	100 kw @ 982	AOR	Westwd, Source	\$39.00	Mc-Guild	Clear Channel

Notes: WEND-F - See Charlotte; WDCG-F - See Raleigh . . . 2/97 WKSI changed from Country to Modern AC (AC-NR) as "The Point" . . . 3/97 WFAZ-F changed from Religion to Standards as WIST-F near the end of the Winter survey . . . 3/97 AM CP (1470; Greensboro) sold to Salem for \$85,000 . . . 5/97 WETR (830; Eden) sold to Pulitzer for \$_____ . . . 7/97 WWGL-F (94.1) changed from Southern Gospel to Contemporary Christian

Jim Duncan

Comments: WKSI-F is growing well with its new Modern AC format . . . WSJS is at its lowest share in many years (many Talk and Full Service stations have been hurt this Spring)

GREENVILLE-NEW BERN

Arbitron Rank: 80 Pop (12+): 460,700	Stations: 35 / 26	Last Year's Revenue: \$17,300,000
MSA Rank: 281 - Greenville; 238 - Jacksonville	Diaries: 1,052/438:1/54.1%	Household Income: \$34,500
MSA Pop: 412,000	Sample Target: 1,040	Retail Dollars: \$3.9 Bil.
DMA: 104	% Below Line: 8.6	#1 Biller: WRNS-AF \$3,850,000
Average Persons Rating: 16.2	% Not Listed: 13.8	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 17,719	Beasley \$6,800,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WRNS-AF	C	125 / 16.7	17.7	17.9	21.6	19.3	18.5	1274 / 27.6	29.9	28.8	157 / 1738	E	WRNS-AF
2	WIKS-F	B	112 / 15.0	11.8	14.0	13.8	13.3	13.6	1083 / 23.5	21.7	21.8	136 / 1461	D	WIKS-F
3	WSFL-F	AOR	62 / 8.3	5.9	6.2	7.1	6.9	6.9	698 / 15.1	14.0	16.1	73 / 833	D	WSFL-F
4	WRHT-FF	CHR	37 / 5.0	6.3	5.1	5.6	5.2	5.5	630 / 13.7	15.5	15.1	59 / 921	C	WRHT-FF
5	WXNR-F	AOR-NR	35 / 4.7	3.5	2.2	4.6	4.4	3.7	557 / 12.1	8.7	10.6	40 / 649		WXNR-F
6	WNCT-F	O	30 / 4.0	5.5	4.7	3.6	4.4	4.5	454 / 9.9	11.4	11.2	44 / 730	C	WNCT-F
7	WERO-F	CL HITS	28 / 3.7	5.0	4.6	4.3	3.9	4.4	517 / 11.2	10.6	11.5	46 / 860	C	WERO-F
8	WMGV-F	AC/CHR	27 / 3.6	3.5	3.7	3.0	1.0	3.5	440 / 9.5	9.3	4.0	28 / 470		WMGV-F
9	WKOO-FF	O	23 / 3.1	3.7	3.7	3.3	4.6	3.4	416 / 9.0	8.5	11.5	30 / 545	C	WKOO-FF
10	WRDU-F	AOR	13 / 1.7	1.0	1.0	1.3	1.8	1.3	214 / 4.6	3.6	6.1	51 / 703		WRDU-F
	WFXK-F	B	13 / 1.7	1.6	1.8	1.5	1.8	1.6	197 / 4.3	5.3	5.8	37 / 576		WFXK-F
	WELS-F	G	13 / 1.7	2.2	1.5		0.8		179 / 3.9	3.6	2.5	16 / 255		WELS-F
13	WTKF-F	T	12 / 1.6	1.3	1.3	1.3	1.1	1.4	156 / 3.4	3.5	3.2	12 / 158		WTKF-F
14	WTRG-F	O	11 / 1.5	1.7	2.6	2.5	2.2	2.1	238 / 5.2	7.4	6.7	52 / 811		WTRG-F
15	WXQR-F	AOR	10 / 1.3	1.3	0.9	2.2	1.9	1.4	240 / 5.2	3.9	4.9	14 / 315		WXQR-F
	WANG-F	C	10 / 1.3	0.9	0.9				146 / 3.2	2.1		10 / 146		WANG-F
	WQSL-F	CHR	10 / 1.3	1.4	1.9	2.4	2.7	1.8	256 / 5.6	7.1	7.8	13 / 350		WQSL-F

12+ FM Share (Metro): 93.17 % (600 of 644) (Spring 96: 91.65 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WIKS-F >>	1 WIKS-F	1 WRNS-AF	1 WRNS-AF	1 WRNS-AF	1 WRNS-AF >	1 WRNS-AF <	1 WRNS-AF >	1 WRNS-AF >	1 WIKS-F >>	1 WRNS-AF >
2 WRHT-FF	2 WRNS-AF	2 WIKS-F	2 WIKS-F	2 WIKS-F	2 WIKS-F >	2 WIKS-F	2 WIKS-F	2 WIKS-F >	2 WRNS-AF >	2 WIKS-F >>
3 WRNS-AF	3 WSFL-F >	3 WSFL-F >>	3 WSFL-F >>	3 WSFL-F >>	3 WNCT-F <	3 WSFL-F >>	3 WSFL-F >	3 WSFL-F	3 WXNR-F <	
WXNR-F >>	4 WXNR-F	4 WRHT-FF <	4 WNCT-F	4 WNCT-F	4 WSFL-F >	4 WRHT-FF	4 WNCT-F <	4 WXNR-F <	4 WRHT-FF	
	WRHT-FF >	5 WXNR-F	5 WERO-F <	5 WERO-F		5 WXNR-F	5 WRHT-FF	5 WRHT-FF <	5 WSFL-F	
	6 WERO-F	6 WERO-F	6 WRHT-FF <	6 WMGV-F <		6 WRDU-F	6 WERO-F	6 WNCT-F <	6 WMGV-F	
				7 WRHT-FF <			WXNR-F	7 WERO-F		
				8 WKOO-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 WIKS-F >	1 WIKS-F <	1 WRNS-AF	1 WIKS-F <	1 WRNS-AF	1 WRNS-AF	1 WSFL-F	1 WSFL-F	1 WRNS-AF	1 WRNS-AF
2 WRHT-FF	2 WRNS-AF >	2 WIKS-F >>	2 WRNS-AF >>	2 WIKS-F >>	2 WIKS-F	WIKS-F	2 WIKS-F >>	2 WSFL-F	2 WSFL-F
3 WXNR-F	3 WRHT-FF >	3 WRHT-FF	3 WRHT-FF	3 WMGV-F	3 WXNR-F <	3 WRNS-AF	3 WRNS-AF	3 WIKS-F >>	3 WIKS-F >>
4 WRNS-AF >	4 WMGV-F	4 WMGV-F	4 WMGV-F	4 WRHT-FF	4 WSFL-F <	4 WXNR-F	4 WXNR-F >	4 WXNR-F	4 WNCT-F
	5 WXNR-F	5 WELS-F	5 WERO-F	WNCT-F	5 WRHT-FF >>	5 WRHT-FF	5 WERO-F	5 WRHT-FF <	5 WERO-F
			6 WSFL-F	6 WSFL-F		6 WERO-F >	6 WFXK-F	6 WERO-F	6 WXNR-F
			WXNR-F	WERO-F			WMGV-F		
			WNCT-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCZI-F	T	98.3	Washington 0.4 2.2 3 114
WDLX	T	930	Washington 1.1 3.0 9 143
WELS	G	1010	Kinston 0.7 1.0 5 53
WJCV	REL	1290	Jacksonville 0.5 1.6 4 75
WJNC	T	1240	Jacksonville 0.7 1.3 5 58
WMBL	ST	740	Morehead City 0.5 1.6 4 77
WNOS	ST	1450	New Bern 0.7 1.5 5 67
WOOO	G	1340	Greenville 0.8 2.0 6 90
WTOW	B	1320	Washington 0.8 1.2 6 54

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEQQ-F	AC/CHR	95.5	Pinetops 0.4 1.1 7 123
WKTC-F	C	96.9	Goldboro 0.9 4.5 39 739
WRAL-F	AC	101.5	Raleigh 1.1 3.7 33 577
WZFX-F	B	99.1	Whiteville 0.8 2.5 20 282
WZXS-F	ST	103.9	Topsail Beach 0.5 1.8 10 155

GREENVILLE-NEW BERN

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	38 (3)	38 (3)	5.9 %	5.7 %	Beasley	35.6 %	36.5 %	39.3 %
AOR/Classic/NR	0 (0)	120 (4)	120 (4)	18.6 %	11.7 %	WNCT-FM, WXNR-FM, WSFL-FM, WNCT-AM, WMGV-FM, WIKS-FM			
Black/Urban	6 (1)	131 (3)	137 (4)	21.3 %	20.9 %	Cumulus, pend.	2.6 %	2.8 %	4.1 %
CHR	0 (0)	46 (3)	46 (3)	7.1 %	8.2 %	WXQR-FM, WQSL-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	4.8 %	3.3 %	8.7 %
Country	1 (1)	141 (3)	142 (4)	22.0 %	23.7 %	WCBZ-FM, WRHT-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %	Pinnacle	24.6 %	26.4 %	34.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WKOO-FM, WKJA-FM, WRNS-FM, WRNS-AM, WERO-FM, WOLX-AM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		67.6 %	69.0 %	86.8 %
News/Talk	13 (2)	15 (2)	28 (4)	4.3 %	3.7 %				
Oldies	0 (0)	92 (5)	92 (5)	14.3 %	17.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	15 (3)	13 (1)	28 (4)	4.3 %	4.2 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	9 (2)	4 (1)	13 (3)	2.0 %	3.7 %				
Totals	44 (9)	600 (25)	644 (34)						

AM Stations

WRNS	960	5 kw/1 kw (DA-N)	See WRNS-F	Kinston
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FM Stations

Station	Freq	Power	Format	Comments	City
WANG	105.1	18.5 kw @ 384	Country	\$ NA Katz Pinnacle	Havelock
WCBZ	103.7	100 kw @ 981	See WRHT-F		Williamston
WELS	102.9	3 kw @ 328	Gospel	ABC \$ NA ---	Kinston
WERO	93.3	100 kw @ 1780	Classic Hits	Westwd \$36.00 Katz Pinnacle	Washington
WIKS	101.9	100 kw @ 983	Black	ABC, Westwd \$55.00 D&R Beasley	New Bern
WKJA	101.1	31 kw @ 614	See WKOO-F		Belhaven
WKOO	98.7	100 kw @ 978	Oldies	ABC \$25.00 D&R Pinnacle	Jacksonville
WMGV	103.3	100 kw @ 593	AC/CHR	Westwd \$<20.00 D&R Beasley	Newport
WNCT	107.9	100 kw @ 1700	Oldies	ABC \$30.00 D&R Beasley	Greenville
WQSL	92.3	23 kw @ 725	AC/CHR	\$19.00 Banner Cumulus, pend.	Jacksonville
WRHT	96.3	100 kw @ 492	CHR	\$35.00 ---	Morehead City
WRNS	95.1	100 kw @ 1500	Country	ABC \$74.00 Mc-Guild Pinnacle	Kinston
WSFL	106.5	100 kw @ 915	AOR	Westwd \$47.00 D&R Beasley	New Bern
WTKF	107.3	7 kw @ 607	Talk	Westwd, Talknt \$16.00 TN	Atlantic
WXNR	99.5	16.5 kw @ 843	AOR-New Rock	Westwd \$17.00 D&R Beasley	Grifton
WXQR	105.5	19 kw @ 794	AOR/Classic	\$<20.00 Banner Cumulus, pend.	Jacksonville

Notes: Other ranked stations -- See Raleigh-Durham . . . 3/97 WMGV-F segued from AC to AC/CHR . . . 408 WKOO-F/WKJA-F sold by Roger Ingram to Pinnacle for \$4,000,000 (Snowden) . . . 7/97 HVS sold these stations to Cumulus: WQSL-F for \$1,200,000; WXQR-F for \$900,000 (Whittle)

Jim Duncan

Comments: WIKS-F recovered from a weak Winter book . . . Listening levels are steady

GREENVILLE-SPARTANBURG

Arbitron Rank: 59 Pop (12+): 709,200	Stations: 29 / 22	Last Year's Revenue: \$28,000,000
MSA Rank: 64	Diaries: 1,949/364:1/49.9%	Household Income: \$36,755
MSA Pop: 900,000	Sample Target: 1,910	Retail Dollars: \$8.9 Bll.
DMA: 35 (w/Asheville)	% Below Line: 5.2	#1 Biller: WSSL-AF \$5,700,000
Average Persons Rating: 16.0	% Not Listed: 14.5	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 32,236	SFX \$22,510,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WJMZ-F	B	142 / 12.5	9.2	10.3	10.2	10.7	10.6	1150 / 16.2	16.6	15.8	192 / 1688	E	WJMZ-F
2	WSSL-F	C	125 / 11.0	12.1	11.7	10.6	12.3	11.4	1618 / 22.8	23.3	25.1	207 / 2841	G	WSSL-F
3	WROQ-F	AOR	100 / 8.8	8.4	7.2	10.1	8.9	8.6	1191 / 16.8	18.4	18.8	155 / 1992	F	WROQ-F
4	WESC-F	C	95 / 8.4	9.2	10.1	8.8	9.2	9.1	1250 / 17.6	19.9	19.8	159 / 2394	E	WESC-F
5	WMIY-F	AC	81 / 7.2	7.4	6.2	6.6	7.4	6.8	1315 / 18.5	18.0	19.0	144 / 2356	F	WMIY-F
6	WFBC-F	CHR	74 / 6.5	5.5	5.3	7.6	6.8	6.2	1305 / 18.4	16.4	19.0	111 / 2316	C	WFBC-F
7	WTPT-F	AOR	58 / 5.1	4.5	6.1	1.6	1.7	4.3	880 / 12.4	12.6	6.6	113 / 1655	A	WTPT-F
8	WSPA-F	SAC	55 / 4.9	8.0	6.9	5.2	7.2	6.2	924 / 13.0	15.4	15.0	91 / 1702	D	WSPA-F
9	WORD-AA	N/T	36 / 3.2	3.2	3.6	3.9	3.7	3.5	504 / 7.1	7.7	7.6	38 / 569	B	WORD-AA
10	WOLI-FF	O	30 / 2.7	2.5	3.1	3.2	1.8	2.9	555 / 7.8	7.7	6.9	34 / 621	A	WOLI-FF
11	WMUU-F	EZ/ST	28 / 2.5	2.3	2.9	4.1	1.9	2.9	418 / 5.9	6.0	5.4	52 / 740	A	WMUU-F
12	WPEK-F	T	16 / 1.4	1.1	0.6	1.4	0.7	1.1	276 / 3.9	3.4	3.5	37 / 476		WPEK-F
13	WRIX-F	C	15 / 1.3	1.3	1.2	0.9	1.8	1.2	182 / 2.6	2.5	1.2	16 / 209	A	WRIX-F
	WSPA	FS	15 / 1.3	1.5	1.8	1.2	1.5	1.5	236 / 3.3	4.3	3.9	20 / 277	B	WSPA

12+ FM Share (Metro): 91.17 % (878 of 963) (Spring 96: 89.14 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJMZ-F	1 WJMZ-F	1 WJMZ-F <	1 WROQ-F <	1 WSSL-F <	1 WSSL-F <	1 WROQ-F	1 WSSL-F	1 WJMZ-F <	1 WJMZ-F >>	1 WJMZ-F >>
2 WFBC-F >>	WROQ-F	2 WROQ-F <	2 WJMZ-F <	2 WROQ-F <	2 WESC-F	2 WSSL-F <	2 WJMZ-F <	2 WSSL-F >	2 WSSL-F <	2 WESC-F <
3 WTPT-F >	3 WFBC-F	3 WSSL-F	3 WSSL-F	3 WJMZ-F	3 WJMZ-F	3 WJMZ-F <	3 WROQ-F <	3 WROQ-F <	3 WFBC-F	3 WSSL-F
	WSSL-F	4 WMIY-F	4 WMIY-F	4 WMIY-F	4 WMIY-F <	4 WESC-F	4 WESC-F <	4 WESC-F <	4 WTPT-F <	4 WFBC-F
	5 WTPT-F	5 WTPT-F <	5 WESC-F	5 WESC-F	5 WROQ-F <	5 WMIY-F >	5 WMIY-F	5 WMIY-F	5 WESC-F	5 WESC-F
	6 WMIY-F >	6 WESC-F	6 WTPT-F	6 WSPA-F	6 WSPA-F	6 WFBC-F	6 WSPA-F	6 WFBC-F	6 WROQ-F	
		WFBC-F >	WSPA-F			7 WORD-AA <	7 WTPT-F			
						8 WFBC-F <	8 WSPA-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 WFBC-F	1 WJMZ-F <	1 WJMZ-F	1 WJMZ-F	1 WJMZ-F	1 WJMZ-F <	1 WROQ-F >	1 WROQ-F >>	1 WROQ-F >	1 WROQ-F
2 WJMZ-F	2 WFBC-F	2 WFBC-F <	2 WMIY-F <	2 WMIY-F <	2 WROQ-F	2 WJMZ-F <	2 WTPT-F	2 WSSL-F <	2 WSSL-F >
	WMIY-F	3 WMIY-F <	3 WMIY-F	3 WSSL-F	3 WTPT-F	3 WTPT-F	3 WSSL-F	3 WJMZ-F	3 WJMZ-F
4 WSSL-F	4 WSSL-F >	WSSL-F	4 WFBC-F	4 WSPA-F <	4 WFBC-F	4 WSSL-F	4 WJMZ-F >	4 WTPT-F	4 WESC-F
5 WTPT-F >>	5 WTPT-F	5 WROQ-F	5 WSPA-F	5 WESC-F	WSSL-F >	5 WFBC-F >		5 WESC-F <	5 WTPT-F <
	WROQ-F		6 WESC-F <	6 WFBC-F		6 WESC-F		6 WMIY-F	6 WMIY-F >
	7 WSPA-F		7 WROQ-F	WROQ-F >>					

Other Rated Stations		Metro Cume Share Rating	TSA AQH Cume
WAGI-F	C 105.3	Gaffney 0.4 1.0	9 199
WESC	C 660	Greenville 0.6 1.7	8 185
WHYZ	B/AC 1070	Sans Souci 0.4 1.3	5 89
WMMZ	ST 1400	Spartanburg 0.4 1.3	4 93
WPJM	REL 800	Greer 1.1 2.6	12 181
WRIX	REL 1020	Honea Path 0.5 1.1	6 75

Other Rated Stations--Outside Market		Metro Cume Share Rating	TSA AQH Cume
WBAV-F	B/AC 101.9	Gastonia, NC 0.5 1.6	9 236
WFOX-F	O 97.1	Gainesville, GA 0.8 1.9	20 400
WLNK-F	AC/NR 107.9	Charlotte 0.4 2.2	10 398
WMIT-F	REL 106.9	Black Mtn., NC 1.1 2.7	39 681
WNKS-F	CHR 95.1	Charlotte 0.4 2.7	16 481
WPEG-F	B 97.9	Concord, NC 1.1 3.4	22 418
WWMG-F	O 96.1	Shelby, NC 0.8 2.3	26 524

GREENVILLE-SPARTANBURG

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	81 (1)	81 (1)	8.4 %	7.7 %	Local	2.7 %	2.9 %	1.4 %
AOR/Classic/NR	0 (0)	158 (2)	158 (2)	16.4 %	16.0 %	WOLI-FM, WOLT-FM			
Black/Urban	5 (1)	161 (3)	166 (4)	17.2 %	14.9 %	SFX	53.6 %	58.1 %	80.4 %
CHR	0 (0)	78 (2)	78 (2)	8.1 %	6.8 %	WESC-FM, WESC-AM, WGLV-AM, WJMZ-FM, WMYI-FM, WROQ-FM, WSSL-FM, WTPT-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Sinclair TV	9.7 %	7.8 %	6.3 %
Country	7 (1)	240 (4)	247 (5)	25.6 %	28.1 %	WFBC-FM, WORD-AM, WYRD-AM			
Full Service	15 (1)	0 (0)	15 (1)	1.6 %	2.1 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		65.9 %	68.8 %	88.1 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	36 (2)	16 (1)	52 (3)	5.4 %	5.5 %				
Oldies	0 (0)	48 (4)	48 (4)	5.0 %	4.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	18 (2)	13 (1)	31 (3)	3.2 %	2.4 %				
Soft AC/EZ	0 (0)	55 (1)	55 (1)	5.7 %	8.5 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	4 (1)	28 (1)	32 (2)	3.3 %	3.3 %				
Totals	85 (8)	878 (20)	963 (28)						

AM Stations

Station	Freq	Power	Time	Format	Owner	Network	Service	Location
WORD	910	3.6 kw/890 w	(DA-2)	News/Talk	CBS	\$19.00	Allied	Spartanburg
WSPA	950	5 kw	(DA-N)	Talk	CBS	\$17.00	Allied	
WYRD	1330	5 kw	(DA-N)	See WORD				

FM Stations

Station	Freq	Power	Time	Format	Owner	Network	Service	Location
WESC	92.5	100 kw	@ 2000	Country	ABC	\$77.00	Banner	SFX
WFBC	93.7	100 kw	@ 1850	CHR	CBS	\$40.00	Katz	Sinclair
WJMZ	107.3	100 kw	@ 1010	Black	ABC	\$59.00	Katz	Capstar
WMUU	94.5	100 kw	@ 1200	EZ/Standards	UPI	\$24.00	---	Anderson
WYI	102.5	20 kw	@ 1782	AC		\$97.00	Eastman	SFX
WOLI	103.9	6 kw	@ 328	Oldies	ABC	\$21.00	Allied	Hendersonville, NC
WOLT	103.3	2.7 kw	@ 495	See WOLI-F				Eastley
WPEK	98.1	100 kw	@ 1004	Talk	CNN, Westwd	\$ NA	---	Greer
WRIX	103.1	6 kw	@ 328	Country	USA, Westwd	\$16.00	---	Seneca, SC
WROQ	101.1	100 kw	@ 986	AOR	ABC	\$100.00	Banner	Honea Path
WSPA	98.9	100 kw	@ 1910	Soft AC		\$44.00	Allied	Anderson
WSSL	100.5	100 kw	@ 1240	Country	Westwd	\$109.00	Mc-Guid	SFX
WTPT	93.3	93 kw	@ 2030	AOR	ABC	\$22.00	Banner	SFX
								Gray Court
								Forest City, NC

Notes: 3/97 WFBC changed calls to WYRD; remains News/Talk . . . 4/97 Capstar traded WESC-AF/WTPT-F to SFX for WGNE-F Daytona Beach and KKRD-F/ KRZZ-F Wichita. The trade puts SFX one FM over the ownership limits in Greenville-Spartanburg

Jim Duncan

Comments: WJMZ-F leads the market in 12+ for the first time ever – and it's the first time anyone but WSSL-F has been the 12+ leader since about 1991 . . . WSPA-F is at its lowest levels in more than three years

HARRISBURG-LEBANON-CARLISLE

Arbitron Rank: 73 Pop (12+): 520,600	Stations: 33 / 21	Last Year's Revenue: \$21,700,000
MSA Rank: 85	Diaries: 1,654/315:1/59.7%	Household Income: \$45,749
MSA Pop: 617,000	Sample Target: 1,650	Retail Dollars: \$6.2 Bil.
DMA: 44 (w/Lanc., York)	% Below Line: 19.3	#1 Biller: WNNK-F \$6,350,000
Average Persons Rating: 15.8	% Not Listed: 12.9	#1 Billing Portfolio: Dame \$8,400,000
Market TSL In Hours: 21.25	Pop per Station: 24,790	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WNNK-F	CHR	91 / 11.1	11.4	11.2	10.5	12.3	11.0	1293 / 24.8	26.7	27.2	108 / 1700	G	WNNK-F
2	WRKZ-F	C	66 / 8.0	9.0	10.4	7.8	9.6	8.8	880 / 16.9	18.9	16.5	152 / 2163	E	WRKZ-F
	WHP	FS	66 / 8.0	8.9	10.9	8.4	8.4	9.1	879 / 16.9	21.8	17.8	95 / 1289	D	WHP
4	WRVV-F	AC/AOR	64 / 7.8	7.7	6.8	7.2	7.1	7.4	941 / 18.1	16.5	15.9	118 / 1802	E	WRVV-F
5	WRBT-F	C	54 / 6.6	4.7	4.2	2.8	3.5	4.6	729 / 14.0	11.8	10.0	76 / 1160	B	WRBT-F
6	WWKL-F	O	46 / 5.6	4.8	4.5	6.0	4.3	5.2	767 / 14.7	13.6	14.2	77 / 1368	C	WWKL-F
7	WQXA-F	AOR-NR	40 / 4.9	4.2	4.3	4.9	3.6	4.6	744 / 14.3	14.6	13.2	130 / 2130		WQXA-F
8	WTPA-F	AOR	39 / 4.8	5.6	6.3	7.1	5.9	5.9	654 / 12.6	15.8	15.1	89 / 1284	D	WTPA-F
9	WROZ-F	SAC	36 / 4.4	3.3	2.5	3.9	3.1	3.5	673 / 11.0	9.5	11.1	118 / 1902		WROZ-F
10	WHYL	ST	23 / 2.8	3.2	2.7	3.8	3.8	3.1	322 / 6.2	6.2	7.4	30 / 442	A	WHYL
11	WLAN-F	CHR	20 / 2.4	1.9	1.4	1.9	0.9	1.9	466 / 9.0	6.7	4.0	80 / 1708		WLAN-F
12	WHYL-F	C	19 / 2.3	2.0	2.6	2.4	2.9	2.3	306 / 5.9	6.7	6.6	20 / 351	B	WHYL-F
13	WEGK-F	CL AOR	17 / 2.1	2.9	2.0	2.8	2.3	2.4	375 / 7.2	7.2	7.6	62 / 1196		WEGK-F
	WNCE-F	EZ/ST	17 / 2.1	2.6	3.3	3.8	2.1	2.9	284 / 5.5	7.0	5.7	32 / 497	A	WNCE-F
15	WTCY	B/AC	16 / 2.0	2.8	1.9	2.0	1.9	2.2	155 / 3.0	3.2	3.2	16 / 160	A	WTCY
16	WLBR	FS	14 / 1.7	2.6	2.1	2.0	1.7	2.1	216 / 4.1	5.7	4.8	15 / 261	A	WLBR
17	WARM-F	SAC	13 / 1.6	1.2	2.3	0.9	1.5	1.5	269 / 5.2	6.8	4.8	115 / 1563		WARM-F
18	WDAC-F	REL	12 / 1.5	1.5	1.9	1.6	1.5	1.6	193 / 3.7	4.4	4.3	66 / 1008		WDAC-F
19	WCMB	T	10 / 1.2	1.3	1.3	1.6	1.7	1.4	164 / 3.1	4.4	4.4	11 / 206	A	WCMB

12+ FM Share (Metro): 79.55 % (568 of 714) (Spring 96: 77.39 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WNNK-F >>	1 WNNK-F	1 WNNK-F	1 WNNK-F	1 WNNK-F	1 WHP	1 WNNK-F	1 WNNK-F	1 WNNK-F >	1 WNNK-F	1 WRKZ-F
2 WQXA-F	2 WRVV-F	2 WRVV-F	2 WRVV-F >	2 WRVV-F >	2 WRKZ-F	2 WHP	2 WRVV-F	2 WHP	2 WRKZ-F	2 WHP
WLAN-F >	WTPA-F <	3 WRBT-F	3 WRBT-F	3 WRKZ-F <	3 WNNK-F	3 WRVV-F <	3 WHP <	3 WRVV-F	3 WTPA-F	WNNK-F
	4 WQXA-F	4 WTPA-F <	WRKZ-F <	4 WRBT-F <	4 WWKL-F <	4 WRKZ-F	4 WRKZ-F <	WRKZ-F	4 WRVV-F	4 WROZ-F
	5 WRBT-F >	5 WRKZ-F <	5 WWKL-F <	5 WWKL-F	5 WRVV-F	WQXA-F <	5 WRBT-F	5 WRBT-F <	WQXA-F <	
		6 WQXA-F	6 WTPA-F	6 WTPA-F <	6 WRBT-F	6 WRBT-F >	6 WWKL-F	6 WWKL-F <	6 WRBT-F <	
		7 WWKL-F		7 WHP	7 WROZ-F	7 WWKL-F	7 WTPA-F	7 WWKL-F	7 WWKL-F	WROZ-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WNNK-F	1 WNNK-F >	1 WNNK-F >>	1 WNNK-F >	1 WNNK-F	1 WTPA-F	1 WTPA-F	1 WRVV-F	1 WNNK-F <	1 WRVV-F <
2 WRBT-F >	2 WRVV-F <	2 WRVV-F >	2 WRVV-F	2 WRVV-F >	WQXA-F	2 WQXA-F <	2 WTPA-F <	2 WRVV-F	2 WNNK-F
3 WTPA-F	3 WRBT-F	3 WTPA-F	3 WRBT-F	3 WRKZ-F	3 WNNK-F	3 WRVV-F	3 WNNK-F <	3 WTPA-F	3 WTPA-F
	WQXA-F	4 WTPA-F	WLAN-F	4 WRKZ-F	WRBT-F >>	WNNK-F >	4 WQXA-F >>	4 WQXA-F <	4 WRBT-F
	5 WRVV-F	5 WRBT-F	5 WWKL-F	5 WWKL-F <		5 WRBT-F >		5 WRBT-F	WRKZ-F <
	WRKZ-F	WQXA-F >	WQXA-F	6 WROZ-F >				6 WRKZ-F	6 WWKL-F
	WWKL-F			WHP >				7 WEGK-F <	WQXA-F >
	WLAN-F >>								

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WADV	REL	940	Lebanon	0.6 1.5 9 184
WIOO	AC	1000	Carlisle	0.6 1.9 5 116
WKBO	ST	1230	Harrisburg	0.4 1.9 4 111
WQIC-F	CHR	100.1	Lebanon	0.6 1.6 5 124
WQLV-F	SAC	98.9	Millersburg	0.5 1.9 4 128
WWII	REL	720	Shiremanstown	0.5 1.4 5 103
WYGL-F	C	100.5	Elizabeth	0.6 1.3 15 173

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WAYZ-F	C	101.5	Waynesboro	0.4 0.8 3 58
WGTY-F	C	107.7	Gettysburg	0.4 2.3 57 858
WIOV-F	C	105.1	Ephrata	0.6 2.1 66 1043
WWMD-F	EZ	104.7	Hagerstown, MD	0.5 1.5 18 341
WYCR-F	CHR	98.5	Hanover	0.6 4.5 45 1218

HARRISBURG-LEBANON-CARLISLE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	5 (1)	0 (0)	5 (1)	0.7 %	5.3 %	Dame	29.6 %	31.6 %	38.7 %
AOR/Classic/NR	0 (0)	160 (4)	160 (4)	22.4 %	21.8 %	WCMB-AM, WHP-AM, WKBO-AM, WRBT-FM, WRVV-FM, WWKL-FM			
Black/Urban	16 (1)	0 (0)	16 (1)	2.2 %	2.1 %	Local	6.9 %	6.3 %	15.6 %
CHR	0 (0)	121 (4)	121 (4)	16.9 %	16.0 %	WNCE-FM, WTPA-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		36.5 %	37.9 %	54.3 %
Country	0 (0)	155 (8)	155 (8)	21.7 %	16.2 %				
Full Service	80 (2)	0 (0)	80 (2)	11.2 %	14.6 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	10 (1)	0 (0)	10 (1)	1.4 %	1.5 %				
Oldies	0 (0)	46 (1)	46 (1)	6.4 %	5.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	9 (2)	12 (1)	21 (3)	2.9 %	2.9 %				
Soft AC/EZ	0 (0)	57 (4)	57 (4)	8.0 %	6.8 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	26 (2)	17 (1)	43 (3)	6.0 %	7.6 %				
Totals	146 (9)	568 (23)	714 (32)						

AM Stations

Station	Power	Frequency	Format	Company	Advertiser	Agency	Location
WCMB	1460	5 kw (DA-N)	Talk	CBS, Westwd	\$<20.00	D&R	Dame
WHP	580	5 kw (DA-N)	Full Service	CNN, ABC, Talknt	\$44.00	Katz	Dame
WHYL	960	5 kw/22 w (DA-1)	Standards	Westwd	\$<20.00	---	Carlisle
WKBO	1230	1 kw	Standards	Westwd	\$ NA	Katz	Dame
WLBR	1270	5 kw/1 kw (DA-2)	Full Service	ABC	\$<20.00	K&P	Lebanon
WTCY	1400	1 kw	Black AC	ABC	\$<20.00	Eastman	Capstar

FM Stations

Station	Frequency	Power	Format	Company	Advertiser	Agency	Location
WHYL	102.3	3 kw @ 328	Country	CNN	\$<20.00	---	Carlisle
WNCE	92.1	3.3 kw @ 300	EZ List./Standards	ABC	\$15.00	Banner	Palmyra
WNNK	104.1	22.5 kw @ 725	CHR	AP	\$129.00	Eastman	Capstar
WRBT	94.9	25 kw @ 700	Country		\$22.00	Katz	Dame
WRKZ	106.7	14 kw @ 928	Country	ABC	\$75.00	Allied	Citadel
WRVV	97.3	17 kw @ 840	AC/AOR		\$65.00	Katz	Dame
WTPA	93.5	1.25 kw @ 719	AOR	ABC	\$64.00	Banner	Mechanicsburg
WWKL	99.3	6 kw @ 328	Oldies		\$43.00	Christal	Dame

Notes: Other ranked stations - See Lancaster or York . . . 1/97 WYMJ-F changed from AC to Country as WRBT-F ("Froggy 94.9") . . . 3/97 Telemedia sold WRKZ-F to Citadel for \$13,000,000 . . . 4/97 Patterson sold these stations to Capstar: WTCY for \$1,000,000; WNNK-F for \$30,800,000

Jim Duncan

Comments: Listening levels in the market have declined significantly, down 8% since 1995 . . . WRBT-F showed good growth with its Country format

HARTFORD

Arbltron Rank: 42 Pop (12+): 962,000
 MSA Rank: 48
 MSA Pop: 1,110,000
 DMA: 26 (w/New Haven)
 Average Persons Rating: 16.6
 Market TSL In Hours: 22.00

Stations: 25 / 17
 Diaries: 2,288/420:1/51.4%
 Sample Target: 2,320
 % Below Line: 14.4
 % Not Listed: 20.3
 Pop per Station: 56,588

Last Year's Revenue: \$51,200,000
 Household Income: \$53,115
 Retail Dollars: \$10.7 Bil
 #1 Biller: WRCH-F \$8,000,000
 #1 Billing Portfolio:
 American Radio Systems \$26,300,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WRCH-F	SAC	194 / 12.2	12.8	12.5	9.7	10.3	11.8	2150 / 22.3	23.0	20.6	266 / 3216	H	WRCH-F
2	WTIC	FS	182 / 11.4	12.5	12.1	9.3	11.8	11.3	2266 / 23.6	25.0	27.2	234 / 3175	H	WTIC
3	WWYZ-F	C	120 / 7.5	8.0	7.4	7.7	7.9	7.7	1351 / 14.0	14.2	15.8	223 / 2651	G	WWYZ-F
4	WKSS-F	CHR	102 / 6.4	6.0	5.7	6.7	6.4	6.2	2069 / 21.5	18.7	21.0	197 / 4364	F	WKSS-F
	WTIC-F	AC/CHR	102 / 6.4	7.7	6.8	7.8	5.8	7.2	2223 / 23.1	22.4	21.5	156 / 3759	F	WTIC-F
6	WDRC-F	O	87 / 5.5	5.8	5.4	6.5	5.0	5.8	1512 / 15.7	15.6	14.3	186 / 3269	F	WDRC-F
7	WDRC-AA	ST	79 / 5.0	4.7	4.2	3.3	5.0	4.3	834 / 8.7	9.2	9.1	85 / 946	B	WDRC-AA
8	WMRQ-F	AOR-NR	63 / 3.9	4.8	6.2	5.3	5.7	5.1	1369 / 14.2	15.8	16.4	123 / 2866	D	WMRQ-F
9	WZMX-F	CL HITS	61 / 3.8	3.8	3.8	5.2	5.3	4.2	1249 / 13.0	13.4	16.0	117 / 2499	G	WZMX-F
10	WCCC-F	AOR	50 / 3.1	2.6	2.9	2.3	2.4	2.7	1009 / 10.5	10.1	9.9	102 / 2080	D	WCCC-F
11	WHCN-F	CL AOR	47 / 2.9	3.1	3.8	4.9	3.7	3.7	1047 / 10.9	11.0	13.4	81 / 2024	E	WHCN-F
12	WAQY-F	CL AOR	38 / 2.4	2.4	1.4	1.3	2.1	1.9	661 / 6.9	6.7	8.2	120 / 1917		WAQY-F
13	WNEZ	B/AC	29 / 1.8	0.4		0.3	0.4		421 / 4.4		1.0	30 / 437		WNEZ
14	WLAT	SP	27 / 1.7	1.1	1.1	1.0	1.4	1.2	208 / 2.2	1.8	2.3	30 / 222	A	WLAT
15	WFAN	SPRTS	18 / 1.1	1.1	1.6	1.3	1.8	1.3	458 / 4.8	5.5	5.8	76 / 1558		WFAN
16	WMAS-F	AC	16 / 1.0	0.6	0.7	0.8	0.8	0.8	315 / 3.3	3.2	3.0	92 / 1396		WMAS-F

12+ FM Share (Metro): 72.25 % (919 of 1272) (Spring 96: 72.70 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKSS-F	1 WRCH-F	1 WRCH-F	1 WRCH-F >	1 WRCH-F >	1 WTIC	1 WTIC >	1 WRCH-F >	1 WRCH-F >	1 WTIC	1 WTIC >>
2 WMRQ-F >	WKSS-F	2 WTIC-F <	2 WWYZ-F <	2 WWYZ-F	2 WRCH-F >	2 WRCH-F	2 WTIC	2 WTIC	2 WKSS-F	2 WRCH-F
3 WNEZ	3 WTIC-F	3 WKSS-F <	3 WTIC-F	3 WDRC-F	3 WWYZ-F	3 WTIC-F <	3 WWYZ-F	3 WWYZ-F <	3 WMRQ-F <	3 WDRC-AA <
4 WTIC-F >>	4 WMRQ-F <	4 WWYZ-F	4 WKSS-F	WTIC	4 WDRC-AA <	4 WWYZ-F <	4 WDRC-F	4 WTIC-F <	4 WRCH-F	4 WWYZ-F
	5 WCCC-F	5 WZMX-F <	WZMX-F <	WTIC-F	5 WDRC-F >	5 WDRC-AA	WTIC-F	5 WKSS-F	5 WWYZ-F	
	6 WWYZ-F	6 WDRC-F <	6 WDRC-F <	6 WKSS-F <		6 WKSS-F	6 WKSS-F	6 WDRC-F <		
	7 WHCN-F	7 WTIC <	7 WTIC	7 WZMX-F >		7 WCCC-F	7 WDRC-AA	7 WMRQ-F		
	WZMX-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 WKSS-F	1 WRCH-F <	1 WRCH-F <	1 WRCH-F	1 WRCH-F >	1 WCCC-F <	1 WCCC-F	1 WCCC-F <	1 WCCC-F <	1 WRCH-F
2 WRCH-F	2 WKSS-F	2 WTIC-F	2 WTIC-F <	2 WWYZ-F <	2 WMRQ-F >	2 WMRQ-F	2 WRCH-F <	2 WRCH-F <	2 WDRC-F <
3 WTIC-F >	WTIC-F >>	3 WKSS-F >	3 WKSS-F	3 WTIC-F	3 WKSS-F	3 WKSS-F	3 WZMX-F <	3 WWYZ-F <	3 WTIC <
4 WLAT	4 WWYZ-F	4 WWYZ-F	4 WWYZ-F >	4 WKSS-F	4 WTIC-F	4 WRCH-F <	4 WHCN-F	4 WZMX-F <	4 WZMX-F <
	WMRQ-F	5 WMRQ-F <	5 WZMX-F	5 WDRC-F	5 WWYZ-F >	5 WHCN-F <	WKSS-F	5 WDRC-F	5 WAQY-F
	WNEZ >>	6 WNEZ <		6 WDRC-F		6 WTIC-F <	WAQY-F <	WHCN-F <	WWYZ-F <
		7 WZMX-F		7 WZMX-F >>		7 WZMX-F	7 WMRQ-F	7 WMRQ-F <	7 WHCN-F
								8 WTIC	8 WCCC-F
								WAQY-F <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WNTY	AC	990	Southington 0.3 0.7 9 121
WPOP	T	1410	Hartford 0.5 2.4 8 249
WPRX	SP	1120	Bristol 0.3 0.6 8 94

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHYN-F	AC	93.1	Springfield, MA 0.4 2.2 57 1151
WKCI-F	CHR	101.3	Hamden 0.5 5.8 84 2116
WPKX-F	C	97.9	Enfield 0.7 2.3 69 1022
WPLR-F	AOR	99.1	New Haven 0.8 3.8 94 1606

HARTFORD

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	5 (1)	125 (3)	130 (4)	10.2 %	9.6 %	American Radio Sys. WRCH-FM, WTIC-FM, WTIC-AM, WZMX-FM	33.8 %	34.5 %	51.4 %
AOR/Classic/NR	0 (1)	211 (5)	211 (6)	16.6 %	18.8 %	Buckley WDRG-FM, WDRG-AM, WSNG-AM	10.5 %	7.9 %	10.5 %
Black/Urban	29 (1)	0 (0)	29 (1)	2.3 %	0.0 %	Mega, pend. WLAT-AM, WNEZ-AM	3.5 %	2.7 %	1.0 %
CHR	0 (0)	110 (2)	110 (2)	8.6 %	8.0 %	SFX WHCN-FM, WKSS-FM, WMRQ-FM, WPOP-AM, WWYZ-FM	21.2 %	22.5 %	33.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		69.0 %	67.6 %	96.3 %
Country	0 (0)	131 (2)	131 (2)	10.3 %	10.4 %				
Full Service	182 (1)	0 (0)	182 (1)	14.3 %	14.9 %				
Hispanic	32 (2)	0 (0)	32 (2)	2.5 %	2.4 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	8 (1)	0 (0)	8 (1)	0.6 %	1.2 %				
Oldies	0 (0)	148 (2)	148 (2)	11.6 %	11.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	194 (1)	194 (1)	15.3 %	15.4 %				
Sports	18 (1)	0 (0)	18 (1)	1.4 %	2.0 %				
Standards	79 (2)	0 (0)	79 (2)	6.2 %	5.5 %				
Totals	353 (10)	919 (15)	1272 (25)						

AM Stations

WDRG	1360	5 kw (DA-N)	Standards	Westwd	\$30.00	Mc-Guild	Buckley	
WLAT	1230	1 kw	Hispanic		\$22.00	—	Mega, pend.	Manchester
WNEZ	910	5 kw (DA-2)	Black AC		\$ NA	—	Mega	New Britain
WPOP	1410	5 kw (DA-2)	Talk	ABC	\$26.00	D&R	SFX	
WSNG	610	1 kw/0.5 kw (DA-2)	See WDRG					Torrington
WTIC	1080	50 kw (DA-N)	Full Service	CBS	\$135.00	Group W	Amer. Radio Systems	

FM Stations

WCCC	106.9	23.2 kw @ 725	AOR	Westwd, ABC	\$44.00	Allied		
WDRG	102.9	19.5 kw @ 810	Oldies	Westwd	\$94.00	Mc-Guild	Buckley	
WHCN	105.9	16 kw @ 867	Classic AOR	ABC	\$80.00	D&R	SFX	
WKSS	95.7	16.5 kw @ 879	CHR	AP	\$92.00	Allied	SFX	
WMRQ	104.1	18 kw @ 866	AOR-New Rock	CBS, ABC	\$66.00	D&R	SFX	
WRCH	100.5	7.5 kw @ 1250	Soft AC		\$172.00	Katz	Amer. Radio Sys.	New Britain
WTIC	96.5	20 kw @ 810	AC/CHR		\$84.00	Group W	Amer. Radio Sys.	
WWYZ	92.5	17 kw @ 879	Country	Westwd	\$102.00	Banner	SFX	Waterbury
WZMX	93.7	17 kw @ 850	Classic Hits		\$97.00	Katz	Amer. Radio Sys.	

Notes: Other ranked stations – See New York or Springfield, MA . . . 3/97 WNEZ changed from Hispanic to Black . . . 4/97 WWCO (1240; Waterbury) sold to Buckley for \$500,000 (New England) . . . 6/97 WLAT sold to Mega for \$550,000

Jim Duncan

Comments: WCCC-F climbed above a three share for the first time since Fall 1994 . . . WZMX-F has found a base at 3.8 . . . WNEZ is establishing itself with its Black AC format . . . WMRQ-F finds itself in a rapid decline

HONOLULU

Arbitron Rank: 58 Pop (12+): 732,500	Stations: 27 / 27	Last Year's Revenue: \$22,000,000
MSA Rank: 66	Diaries: 2,117/346:1/58.2%	Household Income: \$59,677
MSA Pop: 884,000	Sample Target: 1,960	Retail Dollars: \$9.5 Bil.
DMA: 70	% Below Line: 0.0	#1 Biller: KSSK-F \$3,400,000
Average Persons Rating: 16.0	% Not Listed: 6.2	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 27,130	Capstar \$11,420,000

12+ Metro	Format	Spring 97 1/4 Share	Wln 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	KSSK-F	129 / 11.0	11.6	10.3	12.1	10.4	11.3	1813 / 24.7	26.8	26.9	132 / 1858	E	KSSK-F
2	KIKI-AF	116 / 9.9	11.2	13.1	11.5	12.2	11.4	1814 / 24.8	26.8	26.2	117 / 1834	D	KIKI-AF
3	KCCN-F	95 / 8.1	7.6	7.0	7.8	7.1	7.6	1283 / 17.5	17.6	16.5	95 / 1304	D	KCCN-F
4	KINE-F	88 / 7.5	4.8	6.1	5.4	6.3	6.0	1044 / 14.3	13.4	12.9	96 / 1145	B	KINE-F
5	KRTR-F	84 / 7.2	9.4	8.1	7.9	8.0	8.2	1258 / 17.2	19.2	19.6	88 / 1311	C	KRTR-F
6	KSSK	82 / 7.0	8.8	8.3	8.5	8.2	8.2	949 / 13.0	14.9	14.5	86 / 995	E	KSSK
7	KUMU-F	EZ/SAC	69 / 5.9	6.3	5.7	6.2	7.5	807 / 11.0	11.6	12.7	71 / 839	C	KUMU-F
8	KQMQ-AF	CHR	64 / 5.5	7.4	6.9	7.1	8.4	1567 / 21.4	23.8	25.4	79 / 1769	C	KQMQ-AF
	KGMZ-F	O	64 / 5.5	3.2	0.5	0.9	0.4	1025 / 14.0	3.4	2.0	68 / 1080		KGMZ-F
10	KPOI-F	AOR-NR	50 / 4.3	3.0	3.7	3.7	2.7	897 / 12.2	11.1	8.7	52 / 928	B	KPOI-F
11	KHVH	N/T	47 / 4.0	3.9	4.1	2.9	3.7	517 / 7.1	8.2	6.9	64 / 602	B	KHVH
12	KKLV-F	CL AOR	39 / 3.3	2.4	4.0	4.7	4.4	731 / 10.0	11.7	11.9	39 / 735	B	KKLV-F
13	KUMU	ST	28 / 2.4	2.0	2.2	2.7	1.4	312 / 4.3	5.5	4.1	28 / 317	A	KUMU
14	KUCD-F	J	23 / 2.0	2.4	1.5	3.0	2.1	407 / 5.6	4.8	5.7	28 / 444	B	KUCD-F
15	KDEO-F	AC/CHR	22 / 1.9	2.2	2.3	2.4	2.4	336 / 4.6	7.0	5.9	22 / 348	B	KDEO-F

12+ FM Share (Metro): 78.49 % (861 of 1097) (Spring 96: 77.62 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KIKI-AF >>	1 KIKI-AF	1 KSSK-F <	1 KSSK-F >	1 KSSK-F >	1 KSSK-F	1 KSSK-F >	1 KSSK-F	1 KIKI-AF	1 KIKI-AF >	1 KSSK-F
2 KQMQ-AF	2 KCCN-F	2 KIKI-AF	2 KRTR-F	2 KRTR-F	2 KSSK	2 KSSK	2 KRTR-F <	2 KSSK-F	2 KCCN-F	2 KHVH
3 KCCN-F >>	3 KSSK-F	3 KCCN-F <	3 KIKI-AF <	3 KINE-F	3 KINE-F	3 KIKI-AF	3 KINE-F <	3 KCCN-F <	3 KHVH	3 KIKI-AF
	4 KPOI-F	4 KRTR-F	4 KCCN-F <	4 KGMZ-F <	4 KUMU-F	4 KRTR-F	4 KCCN-F <	4 KINE-F <	4 KQMQ-AF	KSSK
	KRTR-F	5 KINE-F <	5 KINE-F	5 KIKI-AF <	5 KGMZ-F <	5 KCCN-F <	5 KIKI-AF	5 KRTR-F	5 KRTR-F <	
	6 KQMQ-AF >	6 KGMZ-F <	KGMZ-F	6 KCCN-F	6 KRTR-F	6 KINE-F	6 KUMU-F	6 KQMQ-AF <	6 KINE-F	
	7 KQMQ-AF <	7 KSSK <	7 KSSK	7 KSSK	7 KHVH	7 KQMQ-AF	7 KSSK <	7 KSSK <	7 KUMU-F <	
	8 KPOI-F	8 KKLTV-F <	8 KKLTV-F <	8 KKLTV-F <			8 KGMZ-F	8 KGMZ-F <	8 KPOI-F	
		9 KQMQ-AF	9 KQMQ-AF				9 KUMU-F	9 KUMU-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KIKI-AF >>	1 KIKI-AF >	1 KIKI-AF <	1 KSSK-F	1 KSSK-F >	1 KIKI-AF	1 KIKI-AF	1 KSSK-F <	1 KSSK-F	1 KSSK-F
2 KQMQ-AF	2 KRTR-F <	2 KSSK-F	2 KIKI-AF <	2 KRTR-F	2 KCCN-F	2 KCCN-F <	2 KIKI-AF <	KCCN-F <	2 KINE-F <
	KCCN-F >	3 KSSK-F <	KRTR-F >	3 KRTR-F	3 KPOI-F >	3 KPOI-F	3 KKLTV-F	3 KIKI-AF	3 KGMZ-F
4 KRTR-F >	4 KCCN-F	4 KCCN-F	4 KCCN-F	4 KSSK	4 KQMQ-AF	4 KSSK-F	4 KCCN-F	4 KINE-F <	4 KKLTV-F <
	5 KQMQ-AF >	5 KQMQ-AF >	5 KQMQ-AF	5 KCCN-F <		5 KKLTV-F	KPOI-F	5 KPOI-F <	5 KCCN-F <
			6 KSSK	6 KGMZ-F <		6 KRTR-F	6 KRTR-F	6 KKLTV-F <	6 KRTR-F
			KGMZ-F	7 KINE-F <		KINE-F <	KINE-F	7 KRTR-F <	7 KIKI-AF
								8 KGMZ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KAIM-F	REL	95.5	Honolulu	1.4	4.0	20	348
KAIM	REL	870	Honolulu	0.3	1.2	5	110
KCCN	E	1420	Honolulu	1.1	4.0	14	326
KGU	T	760	Honolulu	1.0	4.3	12	339
KHNR	N	650	Honolulu	1.3	5.7	16	444
KLHT	REL	1040	Honolulu	0.8	2.6	9	207
KNDI	E	1270	Honolulu	0.8	1.8	10	142
KORL-F	AC	99.5	Honolulu	0.5	1.3	6	101
KWAI	T	1080	Honolulu	0.4	1.3	5	93
KZOO	E	1210	Honolulu	0.8	1.0	9	71

HONOLULU

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	241 (4)	241 (4)	22.0 %	19.6 %	Capstar	37.2 %	38.3 %	51.9 %
AOR/Classic/NR	0 (0)	89 (2)	89 (2)	8.1 %	11.4 %	KIKI-AF, KSSK-AM, KSSK-FM, KUCC-FM, KKLV-FM, KHVH-AM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Caribou	11.7 %	11.5 %	12.2 %
CHR	3 (2)	176 (2)	179 (4)	16.3 %	21.0 %	KPOI-FM, KQMQ-AF, KDEO-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Chagal	2.3 %	1.8 %	%
Country	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KHNR-AM, KGU-AM			
Full Service	82 (1)	0 (0)	82 (1)	7.5 %	8.7 %	KHWY, Inc.	16.7 %	15.5 %	17.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KCCN-FM, KCCN-AM, KINE-FM			
Jazz	0 (0)	23 (1)	23 (1)	2.1 %	1.6 %	KRTR	12.7 %	17.0 %	8.4 %
News/Talk	79 (4)	0 (0)	79 (4)	7.2 %	8.1 %	KGMZ-FM, KRTR-FM			
Oldies	0 (0)	64 (1)	64 (1)	5.8 %	0.0 %		80.6 %	84.1 %	89.6 %
Others/Unknown	31 (3)	183 (2)	214 (5)	19.5 %	18.9 %				
Religion/Gospel	13 (2)	16 (1)	29 (3)	2.6 %	2.5 %				
Soft AC/EZ	0 (0)	69 (1)	69 (1)	6.3 %	5.9 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	28 (1)	0 (0)	28 (1)	2.6 %	2.3 %				
Totals	236 (13)	861 (14)	1097 (27)						

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
KCCN	1420	5 kw	Ethnic (Hawaiian)	\$ NA	Banner	KHWY, Inc.
KHNR	650	10 kw	News	CNN	\$ NA	Chagal
KHVH	830	10 kw	News/Talk	ABC	\$25.00	Christal
KQMQ	690	10 kw	See KQMQ-F			
KSSK	590	7.5 kw	Full Service	\$62.00	Eastman	Capstar
KUMU	1500	10 kw	Standards	Westwd	\$ NA	Banner

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
KAIM	95.5	100 kw @ -24	Religion	USA	\$16.00	--
KCCN	100.3	100 kw @ 1965	Ethnic-Cont. Haw'n		\$60.00	Banner
KDEO	102.7	61 kw @ 1893	AC/CHR		\$24.00	--
KGMZ	107.9	100 kw @ 1965	Oldies		\$18.00	--
KIKI	93.9	100 kw @ -144	CHR		\$54.00	Christal
KINE	105.1	100 kw @ 1965	Ethnic-Cont. Haw'n		\$30.00	Banner
KKLV	98.5	51 kw @ 59	Classic AOR	ABC, Westwd	\$30.00	--
KPOI	97.5	83 kw @ 46	New Rock		\$28.00	Katz
KQMQ	93.1	54 kw @ -119	CHR		\$38.00	Katz
KRTR	96.3	75 kw @ 2140	AC		\$40.00	Mc-Guild
KSSK	92.3	100 kw @ 1950	AC		\$72.00	Eastman
KUCD	101.9	100 kw @ 1965	Jazz		\$25.00	--
KUMU	94.7	100 kw @ 78	EZ List./Soft AC		\$37.00	Banner

Notes: 1/97 KGU sold to Chagal for \$575,000 . . . 2/97 KIKI (AM) returned to the air, simulcasting KIKI-F . . . 3/97 KDEO-F sold to Caribou (Kent Nichols) for \$1,590,000 (Kaifi) . . . 3/97 KDEO-F changed from AOR to "Rhythmic AC" (AC/CHR) after the Winter survey . . . 3/97 KUMU-AF sold to its GM, Jeff Coehlo, for \$2,800,000 . . . 3/97 KHNR sold by Chris Dahl to Chagal for \$720,000 . . . 4/97 KGMZ-F sold to KRTR-F (Scott Fey, Jerry Clifton, Austin Vali) for \$1,600,000 (Exline) . . . 4/97 Patterson sold these stations to Capstar: KHVH for \$2,200,000; KIKI-AF for \$10,000,000; KKLV-F for \$3,700,000; KSSK for \$8,300,000; KSSK-F for \$16,200,000; KUCC-F for \$3,200,000 . . . 7/97 KDEO-F changed calls to KHUL-F ("Cool 102") . . . 7/97 KULA sold by Mt. Wilson to KRTR-F for \$450,000

Jim Duncan

Comments: KSSK slipped to its lowest level in many years . . . KINE-F improved to its highest 12+ share in more than three years . . . KGMZ-F appears to be growing nicely with its Oldies format . . . Listening levels are steady

HOUSTON-GALVESTON

Arbitron Rank: 9	Pop (12+): 3,393,100	Stations: 36 / 36	Last Year's Revenue: \$199,000,000
MSA Rank: 8		Diaries: 4,237/801:1/48.0%	Household Income: \$45,437
MSA Pop: 4,250,000		Sample Target: 4,030	Retail Dollars: \$40.6 Bil.
DMA: 11		% Below Line: 0.0	#1 Biller: KKQB-AF \$18,130,000
Average Persons Rating: 17.0		% Not Listed: 14.4	#1 Billing Portfolio:
Market TSL in Hours: 22.25		Pop per Station: 94,253	Chancellor (pend.) \$54,740,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KODA-F	411 / 7.1	6.7	5.8	5.4	6.2	6.3	5916 / 17.4	15.8	15.1	422 / 6165	J	KODA-F
2	KBXX-F	375 / 6.5	8.1	7.7	7.0	7.5	7.3	5183 / 15.3	17.0	16.9	420 / 5858	I	KBXX-F
3	KRBE-F	366 / 6.4	6.6	5.8	5.4	4.5	6.0	7621 / 22.5	19.2	16.5	389 / 8174	I	KRBE-F
4	KMJQ-F	331 / 5.7	5.5	5.3	5.4	6.0	5.5	3853 / 11.4	11.3	11.4	341 / 4133	H	KMJQ-F
5	KILT-F	292 / 5.1	4.6	4.5	5.9	4.6	5.0	4792 / 14.1	12.5	13.3	312 / 5108	J	KILT-F
6	KKBQ-AF	264 / 4.6	4.5	4.7	4.6	5.3	4.6	4612 / 13.6	13.0	13.0	274 / 4900	J	KKBQ-AF
7	KTRH	261 / 4.5	4.0	4.6	3.7	4.6	4.2	5865 / 17.3	16.0	15.5	285 / 6480	I	KTRH
8	KHMX-F	248 / 4.3	5.4	5.9	5.3	4.9	5.2	4914 / 14.5	16.8	15.2	262 / 5247	I	KHMX-F
9	KLDE-F	244 / 4.2	4.4	3.9	3.6	4.3	4.0	4403 / 13.0	12.3	13.2	268 / 4839	I	KLDE-F
10	KTZB-F	190 / 3.3	3.1	3.7	3.5	3.1	3.4	3554 / 10.5	12.1	10.5	206 / 3834	G	KTZB-F
11	KLOL-F	184 / 3.2	3.3	3.6	3.8	3.3	3.5	3470 / 10.2	12.5	11.3	213 / 3939	I	KLOL-F
12	KKPN-F	173 / 3.0	4.7	5.2	4.1	5.1	4.3	3894 / 11.5	8.1	8.4	180 / 4107		KKPN-F
13	KPRC	163 / 2.8	2.8	3.8	3.1	3.3	3.1	2148 / 6.3	7.8	7.9	175 / 2339	G	KPRC
14	KLTN-FF	158 / 2.7	3.0	3.2	3.8	3.1	3.2	2087 / 6.2	6.4	6.3	162 / 2161	G	KLTN-FF
15	KKRW-F	140 / 2.4	3.1	3.4	3.7	3.3	3.2	3202 / 9.4	11.7	11.2	155 / 3411	H	KKRW-F
16	KQKQ-F	138 / 2.4	2.7	2.5	2.7	3.2	2.6	2504 / 7.4	7.8	7.8	148 / 2681	F	KQKQ-F
17	KIKK-F	134 / 2.3	3.4	3.1	3.6	3.5	3.1	3046 / 9.0	11.1	13.0	146 / 3473	H	KIKK-F
18	KHYS-FF	111 / 1.9	2.1	1.4	1.6	1.8	1.8	2858 / 8.4	5.3	5.2	124 / 3250	E	KHYS-FF
19	KQUE	109 / 1.9						1094 / 3.2			110 / 1101		KQUE
20	KLAT	99 / 1.7	1.6	1.0	1.5	1.3	1.5	1397 / 4.1	2.9	3.1	99 / 1397	D	KLAT
21	KXTJ-F	91 / 1.6	1.2	1.0	1.1	1.2	1.2	1691 / 5.0	4.0	4.8	95 / 1769	D	KXTJ-F
22	KILT	79 / 1.4	0.9	0.9	1.3	1.0	1.1	1844 / 5.4	4.1	4.5	83 / 1955	D	KILT

12+ FM Share (Metro): 79.81 % (3934 of 4929) (Spring 96: 83.73 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KBXX-F >	1 KRBE-F <	1 KODA-F	1 KODA-F	1 KODA-F	1 KODA-F	1 KODA-F <	1 KODA-F >	1 KODA-F <	1 KBXX-F	1 KTRH
2 KRBE-F >	2 KBXX-F >	2 KRBE-F <	2 KMJQ-F	2 KMJQ-F	2 KTRH <	2 KTRH <	2 KRBE-F <	2 KBXX-F <	2 KMJQ-F	2 KMJQ-F
3 KTZB-F	3 KODA-F <	3 KMJQ-F <	3 KHMX-F <	3 KHMX-F <	3 KLDE-F <	3 KILT-F	3 KILT-F <	3 KRBE-F	3 KRBE-F	3 KODA-F <
4 KHYS-FF <	4 KMJQ-F	4 KBXX-F	4 KRBE-F <	4 KKBQ-AF	4 KILT-F <	KRBE-F	4 KMJQ-F <	4 KMJQ-F <	4 KTRH	4 KBXX-F
5 KHYS-F	5 KTZB-F <	5 KHMX-F <	5 KKBQ-AF <	KRBE-F <	5 KMJQ-F	5 KBXX-F <	5 KBXX-F <	5 KKBQ-AF <	5 KTZB-F <	
	6 KKBQ-AF <	6 KKBQ-AF	6 KBXX-F	6 KLDE-F <		6 KMJQ-F	6 KMJQ-F	6 KPRC	6 KILT-F <	6 KODA-F >
	7 KLOL-F <	7 KILT-F	KLOE-F	7 KILT-F		7 KHMX-F	KKQB-AF <	7 KHMX-F <		
						KLOL-F <	8 KLDE-F <			
						9 KKBQ-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 KRBE-F >	1 KRBE-F	1 KRBE-F <	1 KODA-F	1 KODA-F	1 KBXX-F >	1 KBXX-F	1 KLOL-F <	1 KLOL-F <	1 KMJQ-F
2 KBXX-F >	2 KBXX-F	2 KODA-F	2 KRBE-F	2 KMJQ-F	2 KTZB-F	2 KLOL-F <	2 KBXX-F	2 KBXX-F <	KLOL-F <
3 KODA-F >	3 KODA-F >	3 KBXX-F <	3 KMJQ-F <	3 KHMX-F	KRBE-F	3 KRBE-F	3 KRBE-F	3 KRBE-F	3 KTRH <
4 KKBQ-AF	4 KMJQ-F <	4 KHMX-F <	4 KHMX-F <	4 KRBE-F	4 KLOL-F <	4 KTZB-F	4 KMJQ-F	KMJQ-F <	4 KODA-F <
5 KILT-F	5 KHMX-F <	5 KMJQ-F	5 KBXX-F	5 KKBQ-AF	5 KLTN-FF	5 KLTN-FF <	5 KLTN-FF <	5 KODA-F <	5 KKBQ-AF <
KMJQ-F <	6 KKBQ-AF	6 KKBQ-AF	6 KKBQ-AF	KLDE-F <	KILT-F	6 KMJQ-F	6 KTZB-F <	6 KKBQ-AF <	6 KLDE-F <
7 KHYS-FF				7 KILT-F <	7 KHYS-FF	7 KKBQ-AF <	7 KKBQ-AF <	7 KILT-F <	7 KILT-F <
KTZB-F				8 KBXX-F >			8 KPN-F <		8 KRBE-F
KKPN-F									

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCOH	B	1430	Houston 0.8 2.2 45 748
KEYH	SP	850	Houston 1.1 2.0 66 675
KLVL	SP	1480	Pasadena 0.4 1.1 24 385
KRTS-F	CL	92.1	Seabrook 0.6 2.6 35 911
KRTX-F	SP	100.7	Winnie 0.3 1.9 23 691
KSEV	T	700	Tomball 0.8 3.8 54 1369
KVST-F	C	103.7	Willis 0.8 1.0 56 450
KWWJ	B/G	1360	Baytown 0.3 1.4 20 473
KXYZ	SP	1320	Houston 0.6 1.7 37 566
KYOK	G	1590	Houston 0.5 1.5 30 525

HOUSTON-GALVESTON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	421 (2)	421 (2)	8.5 %	6.8 %	Chancellor, pend. KLOL-FM, KTRH-AM, KKQB-AF, KLDE-FM	16.5 %	18.4 %	27.5 %
AOR/Classic/NR	0 (0)	514 (3)	514 (3)	10.4 %	12.4 %	Clear Channel KSEV-AM, KPRC-AM, KMJQ-FM, KBXX-FM	15.8 %	14.5 %	16.3 %
Black/Urban	45 (1)	331 (1)	376 (2)	7.6 %	16.0 %	El Dorado KEYH-AM, XJTJ-FM, KQQK-FM, KLVL-AM	5.5 %	5.4 %	3.7 %
CHR	0 (0)	741 (2)	741 (2)	15.0 %	6.6 %	Heftel KRTX-AF, KLTN-FM, KLAT-AM, KLTO-FM	4.8 %	5.5 %	4.7 %
Classical	0 (0)	35 (1)	35 (1)	0.7 %	0.9 %	Nationwide KTBZ-FM, KHMx-FM	7.6 %	8.2 %	9.6 %
Country	14 (1)	720 (4)	734 (5)	14.9 %	14.2 %	SFX KKRW-FM, KODA-FM, KKPN-FM, KQUE-AM	14.4 %	15.0 %	15.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Westinghouse KXYZ-AM, KILT-AM, KILT-FM, KIKK-AM, KIKK-FM	9.4 %	9.2 %	14.4 %
Hispanic	226 (5)	405 (5)	631 (1)	12.8 %	11.0 %		74.1 %	76.2 %	91.9 %
Jazz	0 (0)	112 (2)	112 (2)	2.3 %	1.6 %				
News/Talk	472 (3)	0 (0)	472 (3)	9.6 %	10.8 %				
Oldies	0 (0)	244 (1)	244 (1)	5.0 %	4.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	50 (2)	0 (0)	50 (2)	1.0 %	1.0 %				
Soft AC/EZ	0 (0)	411 (1)	411 (1)	8.3 %	6.7 %				
Sports	79 (1)	0 (0)	79 (1)	1.6 %	1.1 %				
Standards	109 (1)	0 (0)	109 (1)	2.2 %	5.9 %				
Totals	995 (14)	3934 (22)	4929 (36)						

AM Stations

Station	Power	Time	Format	Notes	Value	Buyer	Station
KKBQ	790	5 kw (DA-2)	See KKBQ-F				
KLAT	1010	5 kw (DA-2)	Hispanic		\$66.00	Katz	Hispanic
KPRC	950	5 kw (DA-N)	Talk	ABC, WW1, Talknt	\$100.00	Katz	Clear Channel
KQUE	1230	1 kw	Standards	ABC	\$ NA	Allied	SFX
KTRH	740	50 kw (DA-2)	News	CBS, Westwd	\$265.00	Christal	Chancellor

FM Stations

Station	Power	Time	Format	Notes	Value	Buyer	Station
KBXX	97.9	100 kw @ 1920	CHR/Black		\$210.00	Banner	Clear Channel
KHMx	96.5	100 kw @ 1920	AC/CHR		\$240.00	Mc-Guild	Nationwide
KHYS	98.5	100 kw @ 1952	CHR/Urban		\$75.00	Cir Chnl	Pt. Arthur
KIKK	95.7	100 kw @ 1920	Country		\$168.00	Group W	Westinghouse
KILT	100.3	100 kw @ 1920	Country		\$330.00	Group W	Westinghouse
KJQJ	106.9	100 kw @ 994	See KHYS-F				Freeport
KKBQ	92.5	100 kw @ 1920	Country		\$341.00	Mc-Guild	Chancellor
KKPN	102.9	100 kw @ 984	AC-New Rock		\$95.00	Allied	SFX
KKRW	93.7	100 kw @ 1720	Classic AOR		\$160.00	Allied	SFX
KLDE	94.5	100 kw @ 1920	Oldies	Westwd	\$195.00	D&R	Chancellor, pend.
KLLO	101.1	100 kw @ 1920	AOR	Source	\$212.00	Christal	Chancellor
KLTN	93.3	100 kw @ 1952	Hispanic		\$135.00	Katz	Hispanic
KLTO	104.9	2.55 kw @ 350	See KLTN-F				Rosenberg
KMJQ	102.1	100 kw @ 1720	Black AC		\$220.00	Cir Chnl	Clear Channel
KODA	99.1	100 kw @ 1920	Soft AC		\$355.00	Allied	SFX
KQQK	106.5	100 kw @ 1322	Hispanic		\$80.00	El Dorado	El Dorado
KRBE	104.1	100 kw @ 1920	CHR		\$204.00	Eastman	Susquehanna
KTBZ	107.5	98 kw @ 1973	AOR-New Rock		\$140.00	Mc-Guild	Nationwide
KXTJ	107.9	100 kw @ 1807	Hispanic		\$68.00	El Dorado	El Dorado

Notes: 3/97 KQUE-F format moved to KNUZ (1230); KQUE-F changed from Standards to Modern AC (AC-NR) as "Modern Hits 102.9, The Planet" . . . 3/97 KIKK-F changed from Country to "Young Country"; KIKK (AM) dropped its Classic Country to simulcast KIKK-F . . . 3/97 Chancellor acquired through merger with Evergreen KTRH and KLLO-F . . . 4/97 KKBQ-AF sold by Gannett to Chancellor for \$110,000,000 . . . 4/97 KLVL sold for \$1,250,000 . . . 6/97 KQUE-F changed its calls to KKPN-F; KNUZ changed calls to KQUE . . . 5/97 KLTO sold to Heftel for \$3,080,000 . . . 6/97 KTEK (1100; Alvin) sold by Children's to Global for \$_____ (Star) . . . 8/97 KLDE-F (+ WNSR-F New York & KBIG-F LA) traded by Bonneville to Chancellor for WTOP/WGMS-F Washington, DC, KZLA-F LA + \$57,000,000 (Star)

Jim Duncan

Comments: KODA-F is back in the number one position (12+) for the first time since Winter '96 . . . Country listening has fallen from 19.9% to 14.9% since 1994 . . . KHMx-F had its lowest share since Fall '94 . . . KIKK-F is down to its lowest share in more than a decade . . . KKPN-F (ex-KQUE) held together fairly well considering its drastic change in format

HUNTINGTON-ASHLAND

Arbitron Rank: 139 Pop (12+): 269,200
 MSA Rank: 150
 MSA Pop: 318,000
 DMA: 57 (w/Charleston)
 Average Persons Rating: 13.5
 Market TSL In Hours: 19.25

Stations: 21 / 16
 Diaries: 1,110/243:1/53.6%
 Sample Target: 1,050
 % Below Line: 9.6
 % Not Listed: 14.0
 Pop per Station: 16,825

Last Year's Revenue: \$8,000,000
 Household Income: \$30,258
 Retail Dollars: \$2.8 Bil.
 #1 Biller: WTCR-AF \$3,200,000
 #1 Billing Portfolio:
 Capstar \$6,150,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WKEE-F	CHR/AC	66 / 18.1	14.8	13.8	15.9	14.0	920 / 34.2	30.3	27.4	85 / 1260	D	WKEE-F
2	WTCR-F	C	63 / 17.3	17.7	20.7	23.4	25.1	878 / 32.6	33.7	37.1	85 / 1168	E	WTCR-F
3	WDGG-F	C	25 / 6.9	8.9	8.0	9.7	7.5	428 / 15.9	21.9	20.2	38 / 683	C	WDGG-F
4	WRVC-F	O	21 / 5.8	5.4	4.1	3.6	1.4	303 / 11.2	13.0	9.3	22 / 361		WRVC-F
5	WEMM-F	REL	20 / 5.5	4.0	4.7	4.5	5.3	312 / 11.6	10.3	8.7	39 / 613	B	WEMM-F
6	WKLC-F	AOR	17 / 4.7	5.1	5.0	4.5	4.5	319 / 11.8	10.9	12.1	44 / 730		WKLC-F
	WKEE	ST	17 / 4.7	5.4	4.7	2.8	3.1	203 / 7.6	9.9	7.0	20 / 253		WKEE
8	WAMX-F	AOR	15 / 4.1	3.2	3.3	2.5	3.4	310 / 11.5	9.2	8.1	23 / 472		WAMX-F
9	WLGC-F	C	11 / 3.0	3.8	3.6	1.9	4.5	188 / 7.0	7.3	11.1	14 / 281		WLGC-F
10	WGOH	C	8 / 2.2	1.1	0.6	0.8		70 / 2.6	2.6	1.9	8 / 81		WGOH
11	WFXN-F	AOR/CL	7 / 1.9	2.4	1.7	0.8		132 / 4.9	4.2	3.6	7 / 132		WFXN-F
12	WRVC	T	6 / 1.6	2.4	1.4	1.4	2.0	96 / 3.6	6.0	3.3	6 / 96		WRVC
	WPAY-F	C	6 / 1.6	1.6	2.2	1.4	0.8	149 / 5.5	5.7	6.1	45 / 661		WPAY-F

12+ FM Share (Metro): 87.86 % (275 of 313) (Spring 96: 86.75 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKEE-F >>	1 WKEE-F	1 WKEE-F >	1 WKEE-F	1 WKEE-F	1 WTCR-F	1 WTCR-F <	1 WTCR-F <	1 WKEE-F <	1 WKEE-F	1 WTCR-F
2 WDGG-F	2 WTCR-F >	2 WTCR-F >>	2 WTCR-F >>	2 WTCR-F >>	2 WKEE-F >	2 WKEE-F >>	2 WKEE-F >>	2 WTCR-F >>	2 WTCR-F >	WKEE-F >>
	WTCR-F >	3 WDGG-F	3 WDGG-F	3 WKLC-F	3 WRVC-F	3 WEMM-F <	3 WDGG-F	3 WRVC-F	3 WDGG-F <	3 WDGG-F
		4 WKLC-F	WKLC-F <	WRVC-F	4 WKLC-F	4 WRVC-F <	4 WKLC-F	4 WDGG-F	4 WRVC-F	4 WEMM-F
		5 WAMX-F >>	5 WRVC-F <	5 WDGG-F	5 WDGG-F	5 WKEE	5 WRVC-F <	WKEE <	5 WAMX-F <	5 WRVC-F
		6 WAMX-F >>		6 WEMM-F	6 WDGG-F >	6 WKEE <	6 WEMM-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 WKEE-F >>	1 WKEE-F >>	1 WKEE-F	1 WKEE-F >	1 WKEE-F <	1 WTCR-F	1 WKEE-F	1 WKLC-F	1 WKEE-F >	1 WKEE-F
2 WTCR-F >>	2 WTCR-F >	2 WTCR-F >>	2 WTCR-F >>	2 WTCR-F >>	WAMX-F	2 WKLC-F	WKEE-F	2 WTCR-F <	2 WTCR-F
3 WDGG-F >>	3 WDGG-F >>	3 WDGG-F >>	3 WDGG-F	3 WRVC-F	WKEE-F >	WTCR-F	3 WTCR-F	3 WKLC-F	3 WKLC-F
		4 WAMX-F >>	4 WRVC-F >	4 WDGG-F	4 WDGG-F >>	4 WAMX-F >>	4 WAMX-F >	4 WAMX-F	4 WRVC-F >
				5 WEMM-F >		5 WDGG-F >>		5 WRVC-F	5 WDGG-F
								6 WDGG-F >	WAMX-F

Consolidation Report	12+	25-54	Revenue
Capstar	48.6 %	48.9 %	76.9 %
WAMX-FM, WBVB-FM, WFXN-FM, WKEE-FM, WKEE-AM, WTCR-FM, WTCR-AM			
Local	14.8 %	15.7 %	16.3 %
WCMi-AM, WDGG-FM, WRVC-FM, WRVC-AM			
	63.4 %	64.6 %	93.2 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBVB-F	C	97.1	Coal Grove, OH 1.1 4.6 4 126
WCMi	G	1340	Ashland, KY 0.5 1.9 2 64
WMGG-F	AC	101.5	Gallipolis, OH 0.8 3.1 12 231
WTCR	C	1420	Kenova, WV 1.4 3.1 5 93
WUGO-F	AC	102.3	Grayson, KY 1.4 3.7 6 111

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WQBE-F	C	97.5	Charleston 1.4 2.7 43 582
WVAF-F	AC	99.9	Charleston 0.5 1.2 8 158
WVSR-F	CHR	102.7	Charleston 1.4 3.9 18 313

HUNTINGTON-ASHLAND

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	10 (3)	10 (3)	3.2 %	1.6 %
AOR/Classic/NR	0 (0)	39 (3)	39 (3)	12.5 %	13.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	71 (2)	71 (2)	22.7 %	18.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	13 (2)	114 (6)	127 (8)	40.6 %	44.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	6 (1)	0 (0)	6 (1)	1.9 %	2.8 %
Oldies	0 (0)	21 (1)	21 (1)	6.7 %	6.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	20 (1)	22 (2)	7.0 %	5.9 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
Standards	17 (1)	0 (0)	17 (1)	5.4 %	6.3 %
Totals	38 (5)	275 (16)	313 (21)		

AM Stations

WKEE	800	5 kw/185 w	Standards	Westwd, CNN	\$<20.00	D&R	Capstar	
WRVC	930	5 kw/1 kw (DA-N)	Talk	Westwd, Talknl	\$<20.00	Banner		
WTCR	1420	5 kw/0.5 kw (DA-N)	Country	ABC	\$ NA	Katz	Capstar	Kenova, WV

FM Stations

WAMX	106.3	0.53 kw @ 1092	AOR	Westwd, ABC	\$<20.00	Katz	Capstar	Milton
WBVB	97.1	3 kw @ 472	Country	ABC	\$21.00	K&P	Capstar	Coal Grove, OH
WDGG	93.7	100 kw @ 741	Country	Westwd	\$29.00	Banner	WRVC	
WEMM	107.9	50 kw @ 500	Religion	USA	\$21.00	---	Mortenson	
WFXN	107.1	3 kw @ 125	AOR/Classic AOR	Westwd	\$<20.00	Katz	Capstar	Ironton, OH
WKEE	100.5	53 kw @ 561	CHR/AC	ABC	\$50.00	D&R	Capstar	
WLGC	105.7	11.5 kw @ 479	Country		\$<20.00	D&R		Greenup, KY
WPAY	104.1	100 kw @ 1000	Country	Westwd, CBS	\$ NA	Regional	Braden	Portsmouth, OH
WRVC	92.7	6 kw @ 253	Oldies		\$<20.00	---		Ashland
WTCR	103.3	50 kw @ 493	Country	ABC	\$66.00	Katz	Capstar	

Notes: WKLC-F – See Charleston, WV . . . WKEE-F reclassified from CHR to CHR/AC based on market visit and station self-description . . . 1/97 The WFXN-F calls & AOR/CL format moved from 106.3 to 107.1; the 106.3 became AOR WAMX-F

Jim Duncan

Comments: For the first time since 1983, WKEE-F leads the market in 12+; WTCR had led the market in every book between 1983 and this one

HUNTSVILLE

Arbitron Rank: 115 Pop (12+): 358,000	Stations: 25 / 19	Last Year's Revenue: \$13,200,000
MSA Rank: 147-Hunt.; 250-Dec.	Diarles: 970/369:1/57.5%	Household Income: \$43,616
MSA Pop: 433,000	Sample Target: 920	Retail Dollars: \$4.3 Bil.
DMA: 86 (w/Decatur)	% Below Line: 13.0	#1 Biller: WDRM-AF \$5,600,000
Average Persons Rating: 15.5	% Not Listed: 12.8	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 18,842	Capstar (pend.) \$7,200,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level		
1	WDRM-AF	C	121 / 21.8	19.5	16.2	20.3	25.6	19.4	1195 / 33.4	33.4	40.6	192 / 2181	G	WDRM-AF
2	WZYP-F	CHR	65 / 11.7	14.2	13.5	11.6	12.2	12.7	1025 / 28.6	29.2	25.0	136 / 2075	D	WZYP-F
3	WAHR-F	AC	46 / 8.3	8.2	12.7	8.3	9.6	9.4	677 / 18.9	21.3	17.9	63 / 872	C	WAHR-F
4	WTAK-F	AOR	45 / 8.1	5.5	7.3	7.9	7.9	7.2	581 / 16.2	15.7	15.4	76 / 905	C	WTAK-F
5	WRSA-F	SAC	35 / 6.3	7.5	6.2	10.3	7.3	7.6	451 / 12.6	14.5	13.4	68 / 785	B	WRSA-F
6	WENN-F	B	22 / 4.0	4.7	1.9	3.6	2.5	3.5	372 / 10.4	5.6	6.8	34 / 491		WENN-F
7	WKDF-F	AOR-NR	20 / 3.6	2.0	3.3	2.6	3.4	2.9	332 / 9.3	9.2	9.0	36 / 592		WKDF-F
8	WVNN	T	18 / 3.2	3.8	3.7	3.4	1.8	3.5	289 / 8.1	7.3	5.3	28 / 393	B	WVNN
9	WEUP-F	B	17 / 3.1	3.6	3.8	2.6	1.8	3.3	261 / 7.3	7.3	5.0	20 / 319	A	WEUP-F
10	WWXQ-F	CHR/B	13 / 2.3	2.5	1.7	3.2	2.7	2.4	367 / 10.2	7.8	10.3	15 / 427	A	WWXQ-F
11	WEUP	B	12 / 2.2	2.2	3.5	2.4	2.1	2.6	184 / 5.1	5.6	4.6	12 / 184	B	WEUP
	WLOR	G	12 / 2.2	2.7	1.7	2.4	2.1	2.2	92 / 2.6	2.9	2.4	12 / 92		WLOR
13	WRJL-F	REL	11 / 2.0	0.5	0.6				133 / 3.7	1.4		29 / 355		WRJL-F

12+ FM Share (Metro): 87.63 % (425 of 485) (Spring 96: 89.50 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WZYP-F >>	1 WDRM-AF	1 WDRM-AF >	1 WDRM-AF >	1 WDRM-AF >>	1 WDRM-AF >>	1 WDRM-AF >	1 WDRM-AF >>	1 WDRM-AF >>	1 WDRM-AF >	1 WDRM-AF
2 WENN-F >	2 WZYP-F >	2 WZYP-F	2 WZYP-F <	2 WTAK-F	2 WRSA-F	2 WZYP-F >	2 WAHR-F	2 WZYP-F <	2 WZYP-F <	2 WZYP-F >>
3 WKDF-F	3 WTAK-F	3 WTAK-F	3 WTAK-F <	WZYP-F <	WAHR-F	3 WTAK-F	3 WZYP-F	3 WTAK-F <	3 WENN-F >	
WDRM-AF	4 WKDF-F <	4 WAHR-F >>	4 WAHR-F >>	4 WAHR-F >>	4 WTAK-F >>	4 WAHR-F	4 WTAK-F <	4 WAHR-F	4 WTAK-F	4 WTAK-F
	5 WAHR-F				5 WZYP-F	5 WRSA-F >>	5 WVNN <	5 WRSA-F	WEUP-F >	
							6 WRSA-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 WZYP-F >	1 WZYP-F	1 WZYP-F	1 WDRM-AF	1 WDRM-AF	1 WKDF-F	1 WDRM-AF	1 WDRM-AF	1 WDRM-AF	1 WDRM-AF
2 WEUP-F	2 WDRM-AF >	2 WDRM-AF >	WZYP-F	2 WAHR-F	WZYP-F >	2 WTAK-F	2 WTAK-F >	2 WTAK-F >	2 WTAK-F >>
WDRM-AF	3 WAHR-F >	3 WAHR-F >	3 WAHR-F >>	WZYP-F >>	3 WDRM-AF	3 WZYP-F >	3 WZYP-F >>	3 WZYP-F >	3 WZYP-F
4 WENN-F	4 WEUP-F	4 WKDF-F	4 WENN-F	4 WRSA-F	4 WTAK-F >	4 WKDF-F >	4 WAHR-F >	4 WAHR-F	4 WAHR-F
5 WWXQ-F >	WENN-F	5 WENN-F >			5 WWXQ-F			WKDF-F	5 WVNN >
					WQEN-F >>				

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	69 (5)	69 (5)	14.2 %	19.0 %
AOR/Classic/NR	0 (0)	72 (3)	72 (3)	14.8 %	13.5 %
Black/Urban	12 (1)	39 (2)	51 (3)	10.5 %	10.8 %
CHR	0 (0)	65 (1)	65 (1)	13.4 %	15.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	1 (1)	129 (3)	130 (4)	26.8 %	22.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	20 (2)	0 (0)	20 (2)	4.1 %	5.2 %
Oldies	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	15 (2)	16 (2)	31 (4)	6.4 %	5.2 %
Soft AC/EZ	0 (0)	35 (1)	35 (1)	7.2 %	7.2 %
Sports	2 (1)	0 (0)	2 (1)	0.4 %	0.7 %
Standards	10 (1)	0 (0)	10 (1)	2.1 %	0.5 %
Totals	60 (8)	425 (17)	485 (25)		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBXR	G	1140	Hazel Green 0.5 1.8 3 86
WDJL	ST	1000	Huntsville 1.8 4.0 10 153
WNDA-F	REL	95.1	Huntsville 0.9 3.8 6 211
WPZM-F	C	93.3	Tulahoma, TN 1.3 6.5 32 430
WQLT-F	AC	107.3	Florence 0.9 5.3 60 805
WTKJ	T	1450	Huntsville 0.4 2.3 2 84
WUMP	SPRTS	730	Madison 0.4 1.5 2 83

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFMH-F	C	101.1	Cullman 0.4 1.5 9 182
WQEN-F	AC/CHR	103.7	Gadsden 0.7 2.4 11 279
WVNA-F	CL AOR	100.3	Tuscumbia 1.3 3.7 21 461

HUNTSVILLE

Consolidation Report	12+	25-54	Revenue
Athens WPZM-FM, WUMP-AM, WVNN-AM, WZYP-FM	16.5 %	15.8 %	21.6 %
Capstar, pend. WBHP-AM, WDRM-FM, WHOS-AM, WTAK-FM, WWXQ-FM, WXQW-FM	32.4 %	34.5 %	54.5 %
	48.9 %	50.3 %	76.1 %

AM Stations

WBHP	1230	1 kw	See WDRM-F					
WEUP	1600	5 kw/0.5 kw (DA-N)	Black	AURN	\$<20.00	--		
WLOR	1550	50 kw/0.5 kw (DA-N)	Gospel		\$ NA	--		
WVNN	770	10 kw/0.25 kw (DA-N)	Talk	ABC, BNN	\$17.00	Christal	Athens	Athens

FM Stations

WAHR	99.1	100 kw @ 984	AC	Westwd	\$40.00	Allied		
WDRM	102.1	100 kw @ 981	Country		\$115.00	Mc-Guild	Capstar	Decatur
WEUP	92.1	1.2 kw @ 460	Black		\$<20.00	--		Minor Hill, TN
WNDA	95.1	50 kw @ 110	Religion	SRN	\$ NA	--		
WPZM	93.3	100 kw @ 1040	Country	ABC	\$<20.00	Christal	Athens	Tullahoma, TN
WRJL	99.9	6 kw @ 328	Gospel		\$ NA	--		Eva
WRSA	96.9	100 kw @ 830	Soft AC	CBS	\$27.00	--		Decatur
WTAK	106.1	6 kw @ 328	AOR	ABC	\$30.00	Banner	Capstar, pend.	Hartselle
WWXQ	92.5	3.1 kw @ 423	AC/CHR	ABC	\$<20.00	Banner	Capstar, pend.	Trinity
WXQW	94.1	0.41 kw @ 1155	See WWXQ-F					Meridianville
WZYP	104.3	100 kw @ 1115	CHR	ABC	\$50.00	Christal	Athens	Athens

Notes: WENN-F -- See Birmingham; WKDF-F -- See Nashville . . . 3/97 WWXQ-F and WXQW-F changed from AC/CHR to Dance CHR (CHR/B) at the beginning of the Spring survey . . . 5/97 WTAK-F/WWXQ-F/WXQW-F sold to Capstar for \$5,450,000

INDIANAPOLIS

Arbitron Rank: 36	Pop (12+): 1,124,000	Stations: 27 / 24	Last Year's Revenue: \$65,600,000
MSA Rank: 35		Diaries: 2,914/386:1/56.4%	Household Income: \$45,665
MSA Pop: 1,500,000		Sample Target: 2,810	Retail Dollars: \$16.1 Bil.
DMA: 25		% Below Line: 1.5	#1 Biller: WFBQ-F \$14,600,000
Average Persons Rating: 15.1		% Not Listed: 8.1	#1 Billing Portfolio:
Market TSL In Hours: 20.25		Pop per Station: 46,833	Emmis (pend.) \$21,850,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	WFMS-F	212 / 12.5	11.9	11.0	10.7	12.6	11.5	2618 / 23.3	22.5	22.8	290 / 3942	I WFMS-F
2	WFBQ-F	181 / 10.7	12.1	12.7	11.7	11.3	11.8	2941 / 26.2	26.8	25.4	349 / 5416	I WFBQ-F
3	WIBC	141 / 8.3	9.1	9.0	8.6	8.2	8.8	2058 / 18.3	22.2	19.4	167 / 2646	H WIBC
4	WTPI-F	107 / 6.3	5.6	6.0	4.4	6.7	5.6	1526 / 13.6	11.6	13.0	124 / 1767	F WTPI-F
5	WENS-F	100 / 5.9	5.4	5.8	5.8	6.1	5.7	1954 / 17.4	16.9	16.9	120 / 2488	G WENS-F
6	WHHH-F	97 / 5.7	6.4	4.6	5.0	4.0	5.4	1623 / 14.4	12.0	12.2	102 / 1713	D WHHH-F
7	WGRL-F	96 / 5.7	5.6	6.2	5.1	6.1	5.6	1531 / 13.6	14.0	14.1	114 / 1991	E WGRL-F
8	WTLC-F	95 / 5.6	5.1	5.1	4.8	4.4	5.2	1250 / 11.1	10.2	9.5	110 / 1505	E WTLC-F
9	WNAP-F	86 / 5.1	4.2	4.7	6.5	6.4	5.1	1902 / 16.9	17.5	17.9	135 / 3144	E WNAP-F
10	WZPL-F	80 / 4.7	4.4	4.7	4.6	4.3	4.6	1940 / 17.3	18.1	16.0	113 / 2827	D WZPL-F
11	WRZX-F	70 / 4.1	4.2	4.7	6.4	4.5	4.9	1338 / 11.9	12.3	13.4	117 / 2363	E WRZX-F
12	WMYS	56 / 3.3	4.0	3.4	3.3	3.5	3.5	677 / 6.0	6.2	6.7	60 / 753	A WMYS
13	WTTS-F	36 / 2.1	2.1	2.3	2.6	2.5	2.3	818 / 7.3	7.5	7.3	57 / 1341	WTTS-F
14	WXIR-F	30 / 1.8	1.2	1.1	1.0	0.9	1.3	512 / 4.6	3.6	3.6	31 / 567	WXIR-F
15	WGGR-F	27 / 1.6	1.5	1.7	1.5	1.3	1.6	530 / 4.7	4.1	3.9	30 / 561	A WGGR-F
16	WNDE	23 / 1.4	1.2	1.6	1.3	1.1	1.4	601 / 5.3	6.5	4.9	29 / 718	B WNDE
17	WQFE-F	19 / 1.1	1.4	1.3	2.0	1.3	1.5	519 / 4.6	4.7	4.4	21 / 563	WQFE-F

12+ FM Share (Metro): 82.61 % (1287 of 1558) (Spring 96: 82.60 %)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBRI	REL	1500	Indianapolis 0.8 1.5 18 202
WCBK-F	C	102.3	Martinsville 0.5 0.9 8 130
WNTS	REL	1590	Beech Grove 0.4 1.1 7 152
WPZZ-F	REL	95.9	Franklin 0.6 1.5 10 175
WSYW-F	CL	107.1	Danville 0.8 2.6 16 334
WTLC	B/G/O	1310	Indianapolis 0.9 2.5 16 308
WXLW	REL	950	Indianapolis 0.6 1.8 11 248

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKKG-F	C	101.5	Columbus, IN 0.6 2.7 80 1196
WLW	FS/T	700	Cincinnati 0.4 1.6 24 584
WXXP-F	AC	97.9	Anderson 0.5 2.1 22 561

INDIANAPOLIS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	108 (2)	108 (2)	6.9 %	6.3 %	Emmis, pend.	25.8 %	26.0 %	33.3 %
AOR/Classic/NR	0 (0)	287 (3)	287 (3)	18.4 %	21.7 %	WIBC-AM, WTLC-AM, WTLC-FM, WNAP-FM, WENS-FM			
Black/Urban	16 (1)	122 (2)	138 (3)	8.9 %	9.4 %	Local	7.3 %	5.3 %	3.8 %
CHR	0 (0)	177 (2)	177 (2)	11.4 %	10.2 %	WIRE-FM, WHHH-FM, WGGR-FM			
Classical	0 (0)	14 (1)	14 (1)	0.9 %	1.3 %	MyStar	14.3 %	11.7 %	11.4 %
Country	0 (0)	327 (4)	327 (4)	21.0 %	20.4 %	WZPL-FM, WTPH-FM, WMYS-AM			
Full Service	147 (2)	0 (0)	147 (2)	9.4 %	9.8 %	SFX	16.2 %	19.3 %	28.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WNDE-AM, WRZX-FM, WFBQ-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Susquehanna	18.2 %	18.8 %	21.2 %
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WGRL-FM, WGLD-FM, WFMS-FM			
Oldies	0 (0)	105 (2)	105 (2)	6.7 %	6.6 %		81.8 %	81.1 %	98.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	29 (3)	40 (2)	69 (5)	4.4 %	2.3 %				
Soft AC/EZ	0 (0)	107 (1)	107 (1)	6.9 %	6.6 %				
Sports	23 (1)	0 (0)	23 (1)	1.5 %	1.8 %				
Standards	56 (1)	0 (0)	56 (1)	3.6 %	3.8 %				
Totals	271 (8)	1287 (19)	1558 (27)						

AM Stations

Station	Power	Frequency	Format	Owner	Advertiser	Agency	Station	Owner
WIBC	1070	50 kw/10 kw (DA-2)	Full Service/Talk	ABC, AP	\$138.00	Christal	Emmis	
WMYS	1430	5 kw (DA-N)	Standards	CNN	\$21.00	D&R	MyStar	
WNDE	1260	5 kw (DA-N)	Sports	Westwd, CBS, 1/1	\$20.00	Katz	SFX	
WTLC	1310	5 kw/1 kw (DA-N)	Black Gospel/Oldies	CBS	\$<20.00	Mc-Guild	Emmis, pend.	

FM Stations

Station	Frequency	Power	Format	Owner	Advertiser	Agency	Station	Owner
WENS	97.1	23 kw @ 739	AC		\$137.00	Christal	Emmis	Shelbyville
WFBQ	94.7	47 kw @ 892	AOR/Talk	Source	\$260.00	Katz	SFX	
WFMS	95.5	13 kw @ 990	Country		\$190.00	Allied	Susquehanna	
WGGR	106.7	3 kw @ 328	Black AC	ABC	\$ NA	---	WHHH	Greenwood
WGLD	104.5	50 kw @ 492	Oldies		\$70.00	Mc-Guild	Susquehanna	
WGRL	93.9	2.8 kw @ 492	Country		\$20.00	Mc-Guild	Susquehanna	Noblesville
WHHH	96.3	0.64 kw @ 715	CHR/Black		\$55.00	Banner	WGGR-F	
WNAP	93.1	12.5 kw @ 1022	Classic Hits		\$80.00	Christal	Emmis	
WQFE	101.9	2.5 kw @ 253	Oldies	ABC	\$ NA	Unirep		Brownsburg
WRZX	103.3	18 kw @ 850	AOR-New Rock	ABC	\$77.00	Banner	SFX	
WSYW	107.1	0.88 kw @ 604	Classical		\$ NA	Allied	Universal	Danville
WTLC	105.7	50 kw @ 450	Black	CBS	\$62.00	Mc-Guild	Emmis, pend.	
WTPH	107.9	21.9 kw @ 762	Soft AC		\$95.00	D&R	MyStar	
WTTS	92.3	37 kw @ 1090	Progressive AOR	CBS	\$33.00	---	Sarkes Tarzian	Bloomington
WXIR	98.3	3 kw @ 300	Religion		\$ NA	---	WBRI	Plainfield
WZPL	99.5	12.5 kw @ 990	CHR/AC	AP	\$55.00	D&R	MyStar	Greenfield

Notes: 2/97 WIRE-F (100.9; Lebanon) sold to WHHH-F/WGGR-F for \$1,200,000 . . . 4/97 WGLD-F sold to Susquehanna for \$4,300,000 . . . 6/97 WGRL's calls and Country format shifted from 104.5 to the 93.9 facility of WGLD-F; the WGLD calls moved from 93.9 to 104.5 and WGLD 104.5 changed to Oldies near the end of the Spring survey period . . . 6/97 WTLC-AF sold by Panache to Emmis for \$15,000,000 (Star) . . . 7/97 WPZZ-F (95.9; Franklin) sold by Willis for \$1,500,000

Jim Duncan

Comments: WFMS-F has led WFBQ-F during the Spring rating period for the last four years; in almost all other rating periods, WFBQ-F is the leader . . . With the acquisition of WTLC-AF, Emmis once again is the revenue leader in the market

JACKSON, MS

Arbltron Rank: 118 Pop (12+):	341,000	Stations:	25 / 24	Last Year's Revenue:	\$15,200,000
MSA Rank:	120	Diaries:	1,026/332:1/56.6%	Household Income:	\$38,344
MSA Pop:	421,000	Sample Target:	920	Retail Dollars:	\$4.3 Bil.
DMA:	91	% Below Line:	0.5	#1 Biller:	WMSI-F \$4,400,000
Average Persons Rating:	17.9	% Not Listed:	15.1	#1 Billing Portfolio:	
Market TSL In Hours:	23.50	Pop per Station:	14,208	Capstar	\$12,050,000

12+ Metro	Format	Spring 97 1/4 Share	Wln 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	WJMI-F	101 / 16.6	16.4	13.9	13.9	15.7	15.2	1086 / 31.8	24.5	27.8	184 / 1995	D
2	WMSI-F	85 / 14.0	9.7	10.8	12.6	11.1	11.8	873 / 25.6	22.0	25.1	146 / 1814	F
3	WKXI-F	42 / 6.9	9.7	7.2	8.2	8.0	8.0	665 / 19.5	20.0	18.4	84 / 1184	B
4	WSTZ-F	34 / 5.6	4.9	4.3	5.5	8.4	5.1	490 / 14.4	13.1	15.9	49 / 760	D
5	WJDX-F	30 / 4.9	5.6	6.9	5.7	7.9	5.8	573 / 16.8	18.2	18.1	52 / 1039	C
6	WOAD	29 / 4.8	3.1	2.2	5.3	4.0	3.8	402 / 11.8	9.3	8.9	29 / 414	A
7	WYOY-F	27 / 4.4	5.8	3.3	3.1	3.3	4.2	498 / 14.6	11.4	9.8	32 / 676	A
8	WVIV-F	23 / 3.8	4.3	3.8	1.9	2.6	3.4	254 / 7.5	6.2	5.6	23 / 271	A
9	WZRX	22 / 3.6	3.1	4.1	1.0	1.3	2.9	190 / 5.6	5.3	3.6	22 / 199	A
	WTYX-F	22 / 3.6	4.0	4.6	5.9	3.3	4.5	410 / 12.0	13.3	12.3	32 / 649	C
11	WMGO	16 / 2.6	1.6	2.2	1.5	2.0	2.0	110 / 3.2	3.2	2.5	16 / 125	A
12	WKTF-F	15 / 2.5	2.0	2.7	2.7	2.6	2.5	257 / 7.5	9.2	8.8	24 / 530	C
	WJNT	15 / 2.5	3.8	4.0	4.6	3.7	3.7	223 / 6.5	8.3	8.8	18 / 292	B
14	WJKK-F	13 / 2.1	2.3	3.4	3.2	2.6	2.8	246 / 7.2	9.0	7.5	23 / 476	A

12+ FM Share (Metro): 81.43 % (421 of 517) (Spring 96: 83.52 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJMI-F >>	1 WJMI-F >>	1 WJMI-F	1 WMSI-F <	1 WMSI-F	1 WMSI-F >>	1 WMSI-F >	1 WMSI-F >	1 WJMI-F	1 WJMI-F >>	1 WJMI-F >
2 WSTZ-F <	2 WJMI-F <	2 WMSI-F	2 WJMI-F	2 WJMI-F	2 WJMI-F	2 WJMI-F	2 WJMI-F >	2 WMSI-F >>	2 WMSI-F	2 WMSI-F >
3 WMSI-F	3 WKXI-F <	3 WSTZ-F <	3 WSTZ-F <	3 WKXI-F	3 WOAD	3 WKXI-F	3 WKXI-F <	3 WSTZ-F	WKXI-F >	3 WKXI-F >
4 WKXI-F	4 WSTZ-F	4 WKXI-F	4 WKXI-F	4 WSTZ-F >	4 WSTZ-F	4 WSTZ-F	4 WSTZ-F <	4 WOAD <	4 WJDX-F	
5 WYOY-F <	5 WJDX-F	5 WJDX-F <	5 WJDX-F <	5 WJDX-F <	5 WKXI-F <	5 WJDX-F	5 WTYX-F <	5 WKXI-F <		
6 WJDX-F	6 WTYX-F <	6 WTYX-F >	6 WTYX-F >	6 WTYX-F	6 WZRX	6 WZRX <	6 WYOY-F <	6 WJDX-F <		
	7 WYOY-F >					7 WYOY-F	7 WJDX-F	7 WYOY-F		
							WVIV-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 WJMI-F >>	1 WJMI-F >>	1 WJMI-F >	1 WJMI-F	1 WMSI-F >	1 WJMI-F >>	1 WJMI-F	1 WSTZ-F	1 WJMI-F	1 WMSI-F
2 WMSI-F	2 WMSI-F	2 WYOY-F	2 WMSI-F	2 WJMI-F <	2 WMSI-F	2 WSTZ-F >	2 WJMI-F >>	2 WSTZ-F <	2 WSTZ-F <
3 WKXI-F	3 WJDX-F	3 WMSI-F	3 WJDX-F	3 WKXI-F	WYOY-F	3 WMSI-F	3 WMSI-F	3 WMSI-F	3 WJMI-F >
4 WJDX-F	WYDY-F	WJDX-F	WKXI-F	4 WJDX-F	WKTF-F >	4 WKXI-F >	WKXI-F	4 WKXI-F >	4 WKXI-F >
	WYOY-F >>	WKXI-F >	5 WYOY-F >	5 WYOY-F	5 WHJT-F	5 WTYX-F >	5 WTYX-F >>	5 WTYX-F >	5 WTYX-F >
	6 WSTZ-F	6 WSTZ-F	6 WOAD	6 WOAD	WKXI-F >>				
			WTYX-F	WTYX-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WBKJ-F	C	105.1	Kosciusko	0.3 2.7 20 355
WHJT-F	REL	93.5	Clinton	0.7 3.3 4 121
WJDS	SPRTS	620	Jackson	0.5 3.3 7 173
WJXN-F	REL	92.9	Utica	1.2 2.6 14 184
WKXI	B/O	1400	Jackson	0.8 3.7 5 133
WRJH-F	REL	97.7	Brandon	1.3 2.2 8 87
WSLI	T	930	Jackson	0.3 2.8 2 134
WTWZ	REL	1120	Clinton	0.3 0.9 2 30
WWDF	B	720	Richland	0.3 0.8 3 34
WYJS-F	REL	105.9	Pickins	0.8 1.9 10 117

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WJNS-F	REL	92.1	Yazoo City	0.5 1.7 7 135

JACKSON, MS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	30 (1)	30 (1)	5.8 %	8.5 %	Capstar	57.7 %	57.3 %	79.2 %
AOR/Classic/NR	0 (0)	34 (1)	34 (1)	6.6 %	5.3 %	WJDS-AM, WJDX-FM, WJMI-FM, WKXI-FM, WKXI-AM, WMSI-FM, WOAD-AM, WSTZ-FM, WZR-AM			
Black/Urban	7 (2)	143 (2)	150 (4)	29.0 %	26.8 %	New South	6.5 %	7.5 %	5.9 %
CHR	0 (0)	27 (1)	27 (1)	5.2 %	4.0 %	WIIN-AM, WJKK-FM, WYOY-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	102 (3)	102 (3)	19.7 %	21.9 %		64.2 %	64.8 %	85.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	17 (2)	0 (0)	17 (2)	3.3 %	5.5 %				
Oldies	0 (0)	22 (1)	22 (1)	4.3 %	5.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	69 (4)	27 (5)	96 (9)	18.6 %	16.1 %				
Soft AC/EZ	0 (0)	13 (1)	13 (1)	2.5 %	0.0 %				
Sports	3 (1)	0 (0)	3 (1)	0.6 %	1.5 %				
Standards	0 (0)	23 (1)	23 (1)	4.4 %	4.7 %				
Totals	96 (9)	421 (16)	517 (25)						

AM Stations

Station	Power	Frequency	Format	Ownership	Advertiser	Agency	Comments
WJDS	620	5 kw/1 kw (DA-N)	Sports	ABC	\$ NA	Mc-Guild	Capstar
WJNT	1180	50 kw/500 w (DA-N)	Talk	ABC, CBS, Westwd	\$21.00	—	Pearl
WMGO	1370	1 kw/28 w	Gospel	Westwd	\$ NA	Bunchez	Canton
WOAD	1300	5 kw/1 kw	Black Gospel	AURN, ABC, Westwd	\$<20.00	Banner	Capstar
WZR-AM	1590	5 kw/1 kw (DA-N)	Black Gospel		\$<20.00	D&R	Capstar

FM Stations

Station	Power	Frequency	Format	Ownership	Advertiser	Agency	Comments
WJDX	96.3	100 kw @ 1410	AC/CHR		\$40.00	Mc-Guild	Capstar
WJKK	98.7	100 kw @ 945	Soft AC	ABC	\$<20.00	Interep	New South
WJMI	99.7	100 kw @ 1059	Black	ABC	\$55.00	D&R	Capstar
WKTF	95.5	100 kw @ 1059	Country	Westwd	\$24.00	Mc-Guild	Capstar
WKXI	107.5	100 kw @ 951	Black AC		\$27.00	Banner	Capstar
WMSI	102.9	100 kw @ 1801	Country	ABC	\$85.00	Mc-Guild	Capstar
WSTZ	106.7	100 kw @ 1063	AOR		\$50.00	D&R	Capstar
WTYX	94.7	100 kw @ 1115	Classic Hits		\$30.00	Christal	
WVIV	93.9	6 kw @ 282	Standards	ABC	\$<20.00	—	Pearl
WYOY	101.7	50 kw @ 456	CHR		\$<20.00	Interep	New South

Notes: 4/97 WIIN changed from simulcasting WYOY-F to ABC's Oldies format . . . 4/97 WJKK-F changed from Country to Jones Satellite's AC format as "Love 98" . . . 4/97 SFX sold these stations to Capstar: WJDS for \$1,900,000; WZR-AM for \$1,000,000; WJDX-F for \$6,800,000; WKTF-F for \$4,900,000; WMSI-F for \$21,600,000; WSTZ-F for \$8,300,000. The purchase puts Capstar one FM and one AM over the ownership limits . . . 6/97 WSLI (930) changed from Talk & Sports to CNN Headline News after the Spring survey

Jim Duncan

Comments: WMSI-F recovered nicely from a couple very weak books . . . This is one of a very few markets in which listening levels are trending upward . . . WJNT is at its lowest share level in more than three years

JACKSONVILLE

Arbitron Rank: 53 Pop (12+): 834,600	Stations: 25 / 24	Last Year's Revenue: \$36,500,000
MSA Rank: 58	Diaries: 2,074/402:1/51.6%	Household Income: \$39,492
MSA Pop: 1,000,000	Sample Target: 2,040	Retail Dollars: \$9.7 Bil.
DMA: 55	% Below Line: 0.5	#1 Biller: WQIK-F \$5,800,000
Average Persons Rating: 15.5	% Not Listed: 14.1	#1 Billing Portfolio:
Market TSL in Hours: 15.50	Pop per Station: 34,775	SFX \$15,940,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WQIK-F	C	112 / 8.6	9.3	8.5	9.5	10.0	9.0	1637 / 19.6	19.2	20.8	129 / 2052	G	WQIK-F
2	WFYV-F	AOR	111 / 8.6	7.9	8.0	8.4	8.0	8.2	1490 / 17.9	16.0	16.9	122 / 1745	G	WFYV-F
3	WAPE-F	CHR	105 / 8.1	8.2	6.8	7.4	7.2	7.6	1927 / 23.1	21.7	20.8	120 / 2174	F	WAPE-F
4	WEJZ-F	SAC	95 / 7.3	7.0	6.6	8.0	6.2	7.2	1350 / 16.2	16.4	16.1	103 / 1474	E	WEJZ-F
5	WROO-F	C	89 / 6.9	7.0	5.5	5.8	6.3	6.3	1296 / 15.5	14.3	15.6	101 / 1484	D	WROO-F
6	WJBT-F	B	83 / 6.4	5.8	6.8	5.5	5.0	6.1	1036 / 12.4	12.4	11.0	84 / 991	C	WJBT-F
7	WKQL-F	O	80 / 6.2	5.3	6.4	4.3	4.5	5.5	1308 / 15.7	17.9	13.9	88 / 1481	D	WKQL-F
8	WSOL-F	B/AC	78 / 6.0	5.7	4.3	4.5	6.1	5.1	801 / 9.6	9.3	11.5	94 / 1041	D	WSOL-F
9	WPLA-F	AOR-NR	67 / 5.2	4.1	4.0	3.4	5.1	4.2	1060 / 12.7	9.9	10.2	75 / 1169	C	WPLA-F
10	WIVY-F	AC	47 / 3.6	3.7	4.2	4.2	5.0	3.9	918 / 11.0	11.8	14.2	49 / 991	D	WIVY-F
11	WOKV	N/T	46 / 3.5	4.0	5.9	6.3	4.2	4.9	791 / 9.5	12.0	13.9	52 / 879	C	WOKV
12	WFSJ-F	J	45 / 3.5	2.6	2.6	2.6	3.0	2.8	710 / 8.5	6.9	8.2	46 / 715	B	WFSJ-F
13	WVRR-F	CL HITS	32 / 2.5	2.3	3.0	3.0	2.6	2.7	740 / 8.9	8.5	8.0	45 / 884	A	WVRR-F
14	WZAZ	B/G	24 / 1.8	2.7	2.2	2.4	1.0	2.3	355 / 4.3	4.8	2.2	24 / 355	A	WZAZ
15	WCGL	REL	21 / 1.6	1.5	1.0	1.0	0.8	1.3	175 / 2.1	2.3	2.6	21 / 186		WCGL
16	WSVE	REL	16 / 1.2	0.7	0.8	1.4	1.5	1.0	163 / 2.0	2.5	3.2	16 / 168		WSVE

12+ FM Share (Metro): 86.27 % (961 of 1114) (Spring 96: 85.45 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJBT-F >	1 WFYV-F	1 WFYV-F	1 WFYV-F	1 WFYV-F	1 WKQL-F <	1 WFYV-F	1 WEJZ-F <	1 WQIK-F <	1 WJBT-F	1 WAPE-F <
2 WPLA-F	2 WJBT-F <	2 WAPE-F	2 WAPE-F	2 WAPE-F	2 WEJZ-F	2 WQIK-F	2 WAPE-F <	2 WAPE-F <	2 WSOL-F	2 WQIK-F >
3 WAPE-F	3 WAPE-F	3 WROO-F	3 WSOL-F <	3 WEJZ-F <	3 WQIK-F >	3 WROO-F <	3 WAPE-F <	3 WEJZ-F <	3 WPLA-F	3 WJBT-F
4 WQIK-F >>	4 WPLA-F	WQIK-F	4 WROO-F	4 WSOL-F <	4 WROO-F <	4 WAPE-F <	4 WFYV-F <	4 WFYV-F <	4 WAPE-F <	
	5 WQIK-F <	5 WEJZ-F <	WQIK-F <	5 WROO-F <	5 WFYV-F <	5 WSOL-F <	5 WKOL-F <	5 WJBT-F <	5 WQIK-F	
	6 WROO-F	6 WSOL-F <	6 WEJZ-F	6 WKQL-F <	6 WSOL-F <	6 WEJZ-F <	6 WROO-F	6 WROO-F <	6 WEJZ-F <	
		7 WJBT-F	7 WKQL-F	7 WQIK-F		7 WKQL-F	7 WOKV	7 WKQL-F	7 WFYV-F	
		8 WPLA-F	8 WIVY-F			8 WJBT-F >	8 WJBT-F	8 WPLA-F	8 WROO-F	
							WIVY-F	9 WSOL-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 WQIK-F <	1 WAPE-F	1 WAPE-F >	1 WAPE-F	1 WEJZ-F <	1 WJBT-F	1 WFYV-F	1 WFYV-F >	1 WFYV-F >	1 WFYV-F >
2 WJBT-F <	2 WQIK-F <	2 WEJZ-F <	2 WEJZ-F	2 WAPE-F >	2 WPLA-F <	2 WPLA-F	2 WPLA-F	2 WROO-F	2 WROO-F <
3 WAPE-F	3 WJBT-F <	3 WFYV-F	3 WQIK-F	3 WSOL-F <	3 WFYV-F >	3 WJBT-F >	3 WSOL-F	WPLA-F	3 WKQL-F
4 WROO-F >	4 WEJZ-F <	4 WSOL-F	4 WSOL-F	4 WQIK-F	4 WROO-F >	4 WROO-F	4 WAPE-F <	4 WJBT-F <	WSOL-F
5 WEJZ-F	5 WFYV-F <	WQIK-F	WFYV-F	WIVY-F <	5 WAPE-F	5 WAPE-F	5 WJBT-F	5 WQIK-F	5 WQIK-F
WFYV-F	6 WROO-F	6 WJBT-F	WROO-F	6 WFYV-F	6 WSOL-F <	6 WROO-F	6 WROO-F	6 WSOL-F <	6 WAPE-F <
			7 WIVY-F <	WROO-F <				7 WAPE-F	7 WPLA-F <
				8 WKQL-F >					8 WFSJ-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBWL	SPRTS	600	Jacksonville 0.7 2.4 10 215
WFOY	T	1240	St. Augustine 0.6 1.6 9 151
WJGR	T	1320	Jacksonville 0.4 2.4 5 199
WJQR-F	C	105.5	St. Augustine Bch. 0.4 1.0 7 123
WNZS	SPRTS	930	Jacksonville 0.8 3.1 11 265
WROS	REL	1050	Jacksonville 0.5 1.6 6 131
WXQL-F	B/AC	105.7	Baldwin 0.4 1.4 7 146
WZNZ	N	1460	Jacksonville 0.5 1.4 7 123

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFKS-F	CHR	99.9	Palatka 0.5 3.2 18 506

JACKSONVILLE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	47 (1)	47 (1)	4.2 %	5.7 %	Clear Channel, pend.	19.6 %	19.4 %	16.8 %
AOR/Classic/NR	0 (0)	178 (2)	178 (2)	16.0 %	14.3 %	WNZS-AM, WFSJ-FM, WTLK-FM, WROO-FM, WZNZ-AM, WPLA-FM			
Black/Urban	0 (0)	166 (3)	166 (3)	14.9 %	14.5 %	Jacor	23.2 %	20.4 %	25.5 %
CHR	0 (0)	112 (2)	112 (2)	10.1 %	9.0 %	WZAZ-AM, WSOL-FM, WJBT-FM, WJGR-AM, WQIK-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	SFX	30.7 %	36.9 %	43.7 %
Country	0 (0)	206 (3)	206 (3)	18.5 %	17.0 %	WKQL-FM, WAPE-FM, WIVY-FM, WFYV-FM, WBWL-AM, WOKV-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		73.5 %	76.7 %	86.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	45 (1)	45 (1)	4.0 %	3.1 %				
News/Talk	66 (4)	0 (0)	66 (4)	5.9 %	8.8 %				
Oldies	0 (0)	112 (2)	112 (2)	10.1 %	11.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	67 (4)	0 (0)	67 (4)	6.0 %	5.7 %				
Soft AC/EZ	0 (0)	95 (1)	95 (1)	8.5 %	7.8 %				
Sports	20 (2)	0 (0)	20 (2)	1.8 %	2.8 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	153 (10)	961 (15)	1114 (25)						

AM Stations

Station	Power	Frequency	Format	Owner	Advertiser	Agency	Comments
WNZS	930	5 kw (DA-N)	Sports	CBS, 1-on-1	\$<20.00	Banner	Clear Chnl., pend.
WOKV	690	50 kw/10 kw (DA-N)	News/Talk	CBS	\$53.00	Mc-Guild	SFX
WZAZ	1400	1 kw	Black Gospel	ABC	\$15.00	Eastman	Jacor
WZNZ	1450	5 kw (DA-2)	Talk/News	CNN, Westwd, TARN	\$ NA	Banner	Clear Chnl., pend.

FM Stations

Station	Frequency	Power	Format	Owner	Advertiser	Agency	Comments
WAPE	95.1	100 kw @ 984	CHR		\$82.00	D&R	SFX
WEJZ	96.1	100 kw @ 984	Soft AC		\$80.00	Katz	Renda
WFSJ	97.9	50 kw @ 482	Jazz		\$22.00	Banner	Clear Chnl., pend. St. Augustine
WFYV	104.5	100 kw @ 1014	AOR		\$115.00	Christal	SFX
WIVY	102.9	100 kw @ 1014	AC		\$56.00	Allied	SFX
WJBT	92.7	6 kw @ 300	Black	CBS	\$39.00	Roslin	Jacor Green Cove Springs
WKQL	96.9	100 kw @ 1014	Oldies	AP	\$59.00	Mc-Guild	SFX
WPLA	93.3	50 kw @ 463	AOR-New Rock		\$40.00	Banner	Clear Chnl., pend. Callahan
WQIK	99.1	100 kw @ 1014	Country	ABC	\$125.00	Eastman	Jacor
WROO	107.3	100 kw @ 705	Country		\$60.00	Banner	Clear Chnl., pend.
WSOL	101.5	100 kw @ 1463	Black AC		\$48.00	Eastman	Jacor Brunswick, GA
WTLK	106.5	6 kw @ 328	Talk	Westwd	\$ NA	Banner	Clear Chnl., pend. Ponte Verde
WWRR	100.7	36 kw @ 1463	Classic Hits		\$ NA	—	Renda

Notes: 6/97 Paxson sold these stations to Clear Channel: WNZS for \$3,400,000; WZNZ for \$1,900,000; WFSJ-F for \$5,400,000; WPLA-F for \$6,900,000; WROO-F for \$17,300,000; WTLK-F for \$4,700,000

Jim Duncan

Comments: Listening levels are down by 1.1 rating points versus last year . . . Most stations are fairly flat; the exceptions are WSOL-F and WPLA-F on the up side and WOKV on the down

JOHNSON CITY-KINGSPORT-BRISTOL

Arbitron Rank: 94 Pop (12+)	392,600	Stations: 30 / 25	Last Year's Revenue: \$12,900,000
MSA Rank:	107	Diarles: 910/431:1/55.3%	Household Income: \$32,203
MSA Pop:	458,000	Sample Target: 860	Retail Dollars: \$4.2 Bil.
DMA:	93	% Below Line: 5.9	#1 Biller: WXBQ-AF \$4,500,000
Average Persons Rating:	14.1	% Not Listed: 13.2	#1 Billing Portfolio: Bristol \$5,100,000
Market TSL In Hours:	19.00	Pop per Station: 15,704	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WXBQ-F	136 / 24.6	30.4	29.0	31.5	31.0	1664 / 42.4	47.7	47.2	188 / 2452	F	WXBQ-F
2	WQUT-F	71 / 12.8	13.5	12.9	9.3	11.4	826 / 21.0	27.5	24.8	98 / 1194	D	WQUT-F
3	WTFM-F	51 / 9.2	9.5	9.3	9.3	11.4	843 / 21.5	26.0	22.7	73 / 1281	D	WTFM-F
4	WAEZ-F	37 / 6.7	3.7	4.0	4.2	6.0	711 / 18.1	9.8	13.1	43 / 885	A	WAEZ-F
5	WGOC	25 / 4.5	3.5	2.6	2.5	1.0	221 / 5.6	5.3	6.3	26 / 234	A	WGOC
6	WJCW	24 / 4.3	3.5	3.6	4.8	4.1	366 / 9.3	3.5	3.6	24 / 407	B	WJCW
7	WKOS-F	19 / 3.4	3.7	4.2	4.5	3.6	484 / 12.3	10.3	11.2	20 / 508	A	WKOS-F
8	WRZK-F	16 / 2.9					278 / 7.1			16 / 310		WRZK-F
9	WMT-F	14 / 2.5	1.6	1.5	1.3	0.5	200 / 5.1	4.3	3.9	37 / 400		WMT-F
10	WXBQ	10 / 1.8	0.7	2.0	1.8	1.7	167 / 4.3	3.8	5.5	11 / 217		WXBQ
11	WKPT	9 / 1.6	3.3	2.6	3.0	2.8	188 / 4.8	5.9	5.9	9 / 188	A	WKPT
	WXIS-F	9 / 1.6	2.6	2.6	1.8	0.3	199 / 5.1	9.3	7.9	11 / 262		WXIS-F

12+ FM Share (Metro): 80.67 % (388 of 481) (Spring 96: 80.61 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WXBQ-F >	1 WQUT-F	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F >	1 WXBQ-F >>	1 WXBQ-F >	1 WXBQ-F >	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F >>
2 WAEZ-F >>	2 WXBQ-F >	2 WQUT-F >	2 WQUT-F	2 WQUT-F	2 WTFM-F	2 WQUT-F >>	2 WQUT-F	2 WQUT-F	2 WAEZ-F <	2 WQUT-F <
	3 WAEZ-F <	3 WTFM-F >	3 WTFM-F >>	3 WTFM-F >>	3 WGOC	3 WTFM-F >	3 WTFM-F >	3 WTFM-F	3 WQUT-F <	3 WAEZ-F >
	4 WTFM-F >	4 WAEZ-F >	4 WAEZ-F	4 WAEZ-F <	4 WQUT-F <	4 WAEZ-F	4 WJCW <	4 WAEZ-F >	4 WTFM-F >>	
			5 WKOS-F	5 WKOS-F	5 WJCW	WGOC <	5 WAEZ-F <	5 WKOS-F <		
						6 WJCW	6 WGOC >	6 WGOC		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WAEZ-F	1 WXBQ-F >	1 WXBQ-F	1 WXBQ-F >>	1 WXBQ-F >>	1 WQUT-F >>	1 WQUT-F >>	1 WQUT-F >>	1 WQUT-F >>	1 WQUT-F
WXBQ-F >	2 WTFM-F	2 WTFM-F >	2 WTFM-F >	2 WTFM-F >>	2 WXBQ-F	2 WXBQ-F	2 WXBQ-F >	2 WXBQ-F >>	2 WXBQ-F >>
3 WQUT-F	WAEZ-F	3 WAEZ-F	3 WAEZ-F	3 WQUT-F <	WAEZ-F	3 WRZK-F >>	3 WRZK-F >>	3 WTFM-F	3 WTFM-F
WXIS-F >>	4 WQUT-F >>	WQUT-F >>	4 WQUT-F >>	4 WAEZ-F	WRZK-F >>		WRZK-F >	4 WJCW	5 WRZK-F
				5 WKOS-F >					

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	51 (1)	51 (1)	10.6 %	10.7 %
AOR/Classic/NR	0 (0)	94 (3)	94 (3)	19.5 %	16.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	50 (3)	50 (3)	10.4 %	3.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	37 (5)	158 (7)	195 (1)	40.5 %	45.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	34 (2)	0 (0)	34 (2)	7.1 %	5.7 %
Oldies	0 (0)	21 (2)	21 (2)	4.4 %	4.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	13 (3)	14 (1)	27 (4)	5.6 %	5.3 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	4.2 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	9 (1)	0 (0)	9 (1)	1.9 %	3.8 %
Totals	93 (11)	388 (17)	481 (28)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WABN-F	CHR	92.7	Abingdon, VA	0.7	3.3	7 159
WBEJ	C	1240	Elizabethton, TN	0.7	1.2	4 47
WEMB	C	1420	Erwin, TN	0.4	0.9	2 36
WETB	REL	790	Johnson City	1.1	2.4	6 100
WEYE-F	C	104.3	Surgionsville, TN	0.2	2.4	1 102
WGAT	C	1050	Gate City, TN	0.5	1.9	3 75
WIKQ-F	C	94.9	Greenville, TN	0.4	2.9	12 271
WJDT-F	C	106.5	Rogersville, TN	0.7	1.7	9 159
WMCH	REL	1260	Church Hill	0.5	1.0	3 41
WMEV-F	C	93.9	Marion, VA	0.9	3.4	36 521
WRGS	C	1370	Rogersville, TN	0.5	1.2	3 45
WZAP	REL	690	Bristol, VA	0.7	2.0	9 101

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAXM-F	C	93.5	Big Stone Gap	0.4	1.2	8 161
WIMZ-F	AOR	103.5	Knoxville	1.3	4.4	32 498
WIKV-F	C	107.7	Knoxville	1.4	5.1	61 873
WMYU-F	O	102.1	Sevierville, TN	0.4	1.2	12 198

JOHNSON CITY-KINGSPORT-BRISTOL

Consolidation Report	12+	25-54	Revenue
Bloomington WJCW-AM, WKIN-AM, WKOS-FM, WQUT-FM	21.7 %	26.2 %	25.6 %
Bristol WAEZ-FM, WXBQ-FM, WXBQ-AM	33.1 %	32.1 %	39.5 %
Home News WKPT-AM, WKTP-AM, WOPI-AM, WTFM-FM	10.8 %	13.5 %	17.8 %
	65.6 %	71.8 %	82.9 %

AM Stations

Station	Power	Frequency	Format	Network	Advertiser	City	State
WGOC	640	10 kw/0.81 kw (DA-N)	Country	Westwd	\$ NA	TN	Blountville
WJCW	910	5 kw/1 kw (DA-N)	News/Talk	CBS, Westwd	\$20.00	Katz	Bloomington
WXBQ	980	5 kw/1 kw (DA-N)	Talk	ABC, Westwd	\$ NA	Christal	Bristol, VA

FM Stations

Station	Power	Frequency	Format	Network	Advertiser	City	State
WAEZ	99.3	3.8 kw @ 794	CHR		\$<20.00	—	Bristol, Elizabethton
WKOS	104.9	2.75 kw @ 492	Oldies	Westwd	\$<20.00	Katz	Bloomington
WQUT	101.5	100 kw @ 1499	AOR/Classic	Westwd, CNN	\$52.00	Katz	Bloomington
WRZK	105.9	1.5 kw @ 1296	AOR	ABC	\$ NA	Eastman	Colonial Hts.
WTFM	98.5	100 kw @ 1260	AC	ABC	\$50.00	Eastman	Home News
WXBQ	96.9	75 kw @ 2240	Country	ABC	\$91.00	Christal	Bristol, Bristol
WXIS	103.9	3 kw @ 328	CHR	ABC	\$ NA	—	Erwin

Notes: WMIT-F – See Asheville . . . 2/97 WAEZ-F changed from Soft AC to CHR . . . 3/97 WRZK-F (105.9; Colonial Heights) came on the air with an AOR format

Jim Duncan

Comments: WXBQ-F slipped to its lowest 12+ share since about 1991 . . . WAEZ-F appears to have filled a void with its switch to CHR: the station achieved its highest 12+ share since 1994 . . . Listening levels in the market are low

JOHNSTOWN

Arbitron Rank: 166 Pop (12+) 201,500	Stations: 28 / 12	Last Year's Revenue: \$6,000,000
MSA Rank: 180	Diarles: 750/269:1/67.4%	Household Income: \$30,815
MSA Pop: 237,000	Sample Target: 680	Retail Dollars: \$1.89 Bil.
DMA: 90 (w/Altoona)	% Below Line: 23.1	#1 Biller: WMTZ-F \$1,400,000
Average Persons Rating: 16.2	% Not Listed: 11.0	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 16,792	Citadel (pend.) \$1,760,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WMTZ-F	C	59 / 18.1	19.0	15.4	16.7	526 / 26.1	28.1	23.8	78 / 703	C	WMTZ-F
2	WKYE-F	AC	44 / 13.5	13.9	11.1	12.0	534 / 26.5	25.1	21.6	57 / 690	C	WKYE-F
3	WGLU-F	CHR	27 / 8.3	8.5	9.1	7.1	437 / 21.7	21.8	23.5	30 / 555	C	WGLU-F
4	WQKK-F	AOR/CL	21 / 6.4	7.0	6.3	7.7	347 / 17.2	16.9	17.0	30 / 492	B	WQKK-F
5	WSRA-F	SAC	17 / 5.2	6.3	7.4	9.9	270 / 13.4	13.9	15.0	17 / 270	A	WSRA-F
6	WJAC	ST/FS	15 / 4.6	3.6	5.1	4.0	195 / 9.7	8.2	13.4	16 / 231	A	WJAC
7	WDVE-F	AOR	14 / 4.3	5.7	5.1	3.7	222 / 11.0	11.7	10.7	22 / 340		WDVE-F
8	WZGO-F	O	13 / 4.0	2.1	1.7		171 / 8.5	6.2	5.1	13 / 179		WZGO-F
10	WFRB-F	C	10 / 3.1	1.8	2.8	1.5	84 / 4.2	5.0	5.3	13 / 95		WFRB-F
9	WFGY-F	C	10 / 3.1	4.8	4.6	4.9	206 / 10.2	10.7	9.3	28 / 466		WFGY-F

12+ FM Share (Metro): 90.00 % (261 of 290) (Spring 95: 87.23 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WGLU-F >>	1 WMTZ-F	1 WMTZ-F	1 WMTZ-F <	1 WMTZ-F	1 WMTZ-F	1 WMTZ-F >	1 WMTZ-F	1 WMTZ-F	1 WMTZ-F	1 WGLU-F
2 WQKK-F >	2 WQKK-F	2 WKYE-F >	2 WKYE-F >>	2 WKYE-F >>	2 WKYE-F >>	2 WKYE-F >	2 WKYE-F >>	2 WKYE-F >	2 WGLU-F	2 WMTZ-F
3 WMTZ-F >>	3 WGLU-F >	3 WGLU-F <	3 WGLU-F	3 WQKK-F	3 WSRA-F	3 WGLU-F >	3 WGLU-F <	3 WGLU-F	3 WKYE-F	
	4 WKYE-F	4 WQKK-F	WQKK-F <	WGLU-F <	WJAC	4 WQKK-F	4 WQKK-F <	4 WQKK-F	4 WQKK-F >>	
	WDVE-F	5 WDVE-F >>	5 WDVE-F	5 WDVE-F			5 WSRA-F	5 WSRA-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 WGLU-F >>	1 WGLU-F	1 WMTZ-F	1 WKYE-F	1 WKYE-F <	1 WMTZ-F	1 WQKK-F	1 WMTZ-F	1 WMTZ-F >	1 WMTZ-F >
2 WKYE-F	2 WMTZ-F	2 WQKK-F	2 WMTZ-F	2 WMTZ-F >	WQKK-F >	WMTZ-F >>	WQKK-F	2 WKYE-F <	2 WKYE-F
WMTZ-F	3 WQKK-F	WGLU-F >	3 WGLU-F >>	3 WGLU-F >>	3 WKYE-F	3 WFGY-F	3 WFGY-F	3 WDVE-F	3 WDVE-F
WQKK-F	4 WKYE-F >>	4 WKYE-F >>	4 WQKK-F >		WGLU-F >>	WDVE-F	4 WDVE-F >	WQKK-F >>	4 WQKK-F
WDVE-F >>									5 WFGY-F
									WZGO-F >

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	52 (3)	52 (3)	17.9 %	17.5 %
AOR/Classic/NR	0 (0)	42 (5)	42 (5)	14.5 %	16.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	34 (3)	34 (3)	11.7 %	11.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	3 (1)	81 (4)	84 (5)	29.0 %	31.0 %
Full Service	15 (1)	0 (0)	15 (1)	5.2 %	4.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	2 (1)	2 (1)	0.7 %	0.0 %
News/Talk	7 (2)	0 (0)	7 (2)	2.4 %	2.4 %
Oldies	0 (0)	31 (5)	31 (5)	10.7 %	8.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	19 (2)	19 (2)	6.6 %	0.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	4 (1)	0 (0)	4 (1)	1.4 %	7.1 %
Totals	29 (5)	261 (23)	290 (28)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WNTJ	T	1490	Johnstown	1.5	3.5	5 71
WQZS-F	O	93.3	Meyersdale	0.9	1.9	3 41
WVSC-F	AC	97.7	Somerset	1.2	4.4	4 88
WVSC	C	990	Somerset	0.9	2.9	3 58
WYSN	ST	1330	Somerset	1.2	2.8	4 56

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KDKA	NT	1020	Pittsburgh	0.6	2.1	6 116
WALY-F	O	103.9	Bellwood	1.8	3.9	7 120
WBXQ-F	AOR	94.3	Cresson	0.6	3.5	2 76
WBZZ-F	CHR	93.7	Pittsburgh	1.2	5.6	14 269
WHPA-F	AC	104.9	Holidaysburg	1.2	2.3	7 64
WJJJ-F	J	104.7	Pittsburgh	0.6	1.7	4 58
WLTJ-F	SAC	92.9	Pittsburgh	0.6	4.0	8 172
WOWQ-F	C	102.1	Du Bois	0.6	2.1	5 115
WPRR-F	CHR	100.1	Altoona	0.9	5.1	5 158
WRRK-F	CL AOR	96.9	Braddock	0.9	3.4	7 116
WWSW-F	O	94.5	Pittsburgh	1.8	4.5	13 194
WXDX-F	AOR-NR	105.9	Pittsburgh	0.6	2.4	7 140
WZPT-F	CL HITS	100.7	New Kensington	0.9	3.2	4 103

JOHNSTOWN

Consolidation Report	12+	25-54	Revenue
Citadel, pend. WGLU-FM, WQKK-FM	14.7 %	13.0 %	29.3 %
Forever, pend. WJAC-AM, WKYE-FM, WVSC-FM, WVSC-AM	15.6 %	18.4 %	25.8 %
	30.3 %	31.4 %	55.1 %

AM Stations

Station	Power	Frequency	Format	Network	Revenue	Company	Other
WJAC	850	10 kw (DA-1)	Standards/Full Svc	Westwd, ABC	<\$20.00	Mc-Guild	
WNTJ	1490	1 kw	New/Talk	CNN, Talknt, Westwd	<\$20.00	Katz	Dame
WVSC	990	10 kw/0.1 kw (DA-2)	Country	ABC	<\$20.00	Regional	Forever, pend. Somerset

FM Stations

Station	Power	Frequency	Format	Network	Revenue	Company	Other
WGLU	92.1	0.58 kw @ 1043	CHR	Source	\$25.00	Christal	Citadel, pend.
WKYE	95.5	57 kw @ 1059	AC	Westwd	\$30.00	Mc-Guild	Forever, pend.
WMTZ	96.5	50 kw @ 489	Country		\$34.00	Katz	Dame
WQKK	99.1	50 kw @ 500	AOR/Classic		\$2000	Mc-Guild	Citadel, pend. Ebensburg
WQZS	93.3	0.63 kw @ 964	Oldies		<\$20.00	---	Meyersdale
WSRA	101.7	0.72 kw @ 643	Soft AC	CNN, Westwd	<\$20.00	Commercial	Central City
WVSC	97.7	3.5 kw @ 430	AC	Westwd, ABC	<\$20.00	Regional	Forever, pend. Somerset
WZGO	105.7	3 kw @ 321	Oldies	ABC	<\$20.00	Commercial	Portage

Notes: Other ranked stations – See Pittsburgh or Altoona . . . 2/97 WVSC-AF sold to WJAC/WKYE-F for \$1,550,000 . . . 3/97 Telemedia sold these stations to Citadel: WGLU-F for \$3,000,000; WQKK-F for \$2,000,000 . . . 4/97 WYSN-F changed from Standards to Soft AC as WSRA-F; co-owned WADJ changed from Talk to Standards as WYSN . . . 4/97 WVSC changed from Country to ABC's Oldies format; WVSC-F changed from AC to Country . . . 6/97 WJAC/WKYE-F/WVSC-AF sold to Forever for \$_____

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies, Classic Hits
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - 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	

KALAMAZOO

Arbitron Rank: 171 Pop (12+) 193,200
MSA Rank: 110 (w/ Battle Creek)
MSA Pop: 232,000
DMA: #38 (w/Grand Rapids)
Average Persons Rating: 14.2
Market TSL In Hours: 19.00

Stations: 19 / 11
Diaries: 650/297:1/53.8%
Sample Target: 680
% Below Line: 22.2
% Not Listed: 17.8
Pop per Station: 17,564

Last Year's Revenue: \$9,000,000
Household Income: \$42,890
Retail Dollars: \$2.6 Bil.
#1 Biller: WRKR-F \$1,800,000
#1 Billing Portfolio: WKFR-F/WKMI/WRKR-F \$3,850,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	WKFR-F	CHR 34 / 12.4	12.0	9.4	11.9	10.9	566 / 29.3	29.9	17.1	51 / 997	C	WKFR-F
2	WRKR-F	AOR 31 / 11.3	9.8	9.0	8.9	8.8	382 / 19.8	23.4	21.1	66 / 846	C	WRKR-F
	WBCT-F	C 31 / 11.3	9.1	11.2	13.8	9.8	408 / 21.1	16.5	17.1	105 / 1189	C	WBCT-F
4	WFAT-F	AC 25 / 9.1	6.2	7.2	6.7	6.3	309 / 16.0	17.0	16.9	31 / 426	C	WFAT-F
5	WQLR-F	AC 20 / 7.3	6.6	8.0	5.9	9.5	316 / 16.3	18.2	19.3	26 / 449	C	WQLR-F
6	WNWN-F	C 15 / 5.5	3.3	4.0	4.8	2.1	219 / 11.3	8.9	8.6	38 / 507	B	WNWN-F
7	WNWN	B/AC 14 / 5.1	4.4	1.1			79 / 4.1	3.2	1.3	14 / 79		WNWN
8	WKZO	N/T 10 / 3.8	5.5	4.3	5.2	4.9	232 / 12.0	16.4	14.6	13 / 327	B	WKZO
9	WQXC-F	O 8 / 2.9	3.6	4.0			157 / 8.1	10.6	7.6	12 / 250	A	WQXC-F
	WGRD-F	AOR-NR 8 / 2.9	3.6	4.0	4.1	1.8	188 / 10.3	10.8	12.9	23 / 453		WGRD-F
11	WOOD-F	SAC 7 / 2.5	3.6	5.8	3.7	6.7	204 / 10.6	11.3	13.7	24 / 432		WOOD-F

12+ FM Share (Metro): 83.19 % (188 of 226) (Spring 95: 85.71 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKFR-F >>	1 WKFR-F	1 WRKR-F <	1 WFAT-F	1 WFAT-F <	1 WBCT-F	1 WRKR-F <	1 WRKR-F <	1 WKFR-F	1 WKFR-F >>	1 WKFR-F >>
2 WNWN >>	2 WRKR-F <	2 WKFR-F	2 WRKR-F	2 WBCT-F <	2 WQLR-F	2 WBCT-F >	2 WBCT-F	2 WRKR-F	2 WFAT-F >	2 WKZO
	3 WFAT-F	3 WBCT-F	3 WBCT-F	3 WRKR-F <	3 WRKR-F	3 WKFR-F	3 WKFR-F	3 WBCT-F	3 WBCT-F	WBCT-F
	4 WBCT-F >>	WFAT-F	4 WQLR-F <	4 WQLR-F	4 WNWN	4 WKZO	WFAT-F >	WFAT-F	WQLR-F	4 WRKR-F
		5 WQLR-F >	5 WKFR-F >	5 WKFR-F	WNWN-F <	WQLR-F <	5 WQLR-F >	5 WQLR-F	5 WRKR-F	
			6 WNWN >>	6 WNWN >	6 WKZO	6 WFAT-F	6 WNWN-F >	6 WNWN-F	6 WKZO	
					WFAT-F	7 WNWN-F	7 WNWN			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKFR-F >>	1 WKFR-F	1 WFAT-F >>	1 WKFR-F	1 WQLR-F <	1 WRKR-F	1 WRKR-F >	1 WRKR-F	1 WRKR-F >	1 WRKR-F
2 WBCT-F	2 WFAT-F >	2 WKFR-F >	2 WBCT-F <	2 WBCT-F	2 WKFR-F >>	2 WKFR-F >	2 WBCT-F	2 WFAT-F	2 WFAT-F
3 WRKR-F	3 WBCT-F	3 WRKR-F	3 WFAT-F <	WFAT-F	3 WGRD-F >>	3 WBCT-F	3 WKFR-F	3 WKFR-F	3 WBCT-F >
	WFAT-F >	4 WRKR-F >>	WBCT-F >	4 WQLR-F	4 WKFR-F	4 WGRD-F	WFAT-F >	4 WBCT-F	4 WKFR-F
5 WOOD-F >>	5 WQLR-F >	5 WQLR-F >>	5 WRKR-F	5 WNWN		WFAT-F	5 WGRD-F >>	5 WQLR-F	WQLR-F
			6 WNWN	6 WRKR-F				6 WNWN	6 WNWN
									WQXC-F

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	45 (2)	45 (2)	19.9 %	15.7 %
AOR/Classic/NR	0 (0)	47 (5)	47 (5)	20.8 %	21.7 %
Black/Urban	14 (1)	0 (0)	14 (1)	6.2 %	5.2 %
CHR	0 (0)	34 (1)	34 (1)	15.0 %	14.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	47 (3)	47 (3)	20.8 %	16.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	16 (3)	0 (0)	16 (3)	7.1 %	13.0 %
Oldies	0 (0)	8 (1)	8 (1)	3.5 %	4.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	3.0 %
Soft AC/EZ	0 (0)	7 (1)	7 (1)	3.1 %	4.3 %
Sports	2 (1)	0 (0)	2 (1)	0.9 %	0.0 %
Standards	6 (1)	0 (0)	6 (1)	2.7 %	2.2 %
Totals	38 (6)	188 (13)	226 (19)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WKMI	T	1360	Kalamazoo	1.8	5.0	6	110
WQSN	T	1470	Kalamazoo	0.7	2.8	2	55
WZUU-F	CL AOR	92.3	Allegan	0.4	3.1	3	83

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBCK	T	930	Battle Creek	0.4	1.8	4	74
WKLQ-F	AOR-NR	94.5	Holland	2.2	7.3	16	302
WLAV-F	CL AOR	96.9	Grand Rapids	0.4	1.8	16	238
WQXC	ST	980	Otsego	2.2	2.4	14	107
WXIK-F	C	94.1	Jackson	0.4	1.6	3	94

KALAMAZOO

Consolidation Report	12+	25-54	Revenue
Local - 1 WKFR-FM, WKMI-AM, WRKR-FM	25.5 %	22.4 %	42.7 %
Local - 2 WKZO-AM, WQLR-FM, WQSN-AM	11.6 %	13.7 %	28.6 %
Midwest Communications WFAT-FM, WNWN-FM, WNWN-AM	19.7 %	22.9 %	24.1 %
	56.8 %	59.0 %	95.4 %

AM Stations

Station	Power	Time	Genre	Network	Rate	Advertiser	Product
WKMI	1360	5 kw/1 kw (DA-N)	Talk	ABC	\$<20.00	Katz	WKFR-F
WKZO	590	5 kw (DA-N)	News/Talk	CBS, Westwd	\$20.00	Century	WQLR-F
WNWN	1560	4.1 kw (Days, DA)	Black AC		\$<20.00	Christal	Midwest Comm.
WQSN	1470	0.8 kw/1 kw (DA-N)	Sports	1-on-1	\$<20.00	Banner	WQLR-F

FM Stations

Station	Power	Time	Genre	Network	Rate	Advertiser	Product
WFAT	96.5	3.6 kw @ 259	AC	Westwd	\$32.00	Christal	Midwest Comm. Portage
WKFR	103.3	50 kw @ 483	CHR	Westwd	\$37.00	Katz	Battle Creek
WNWN	98.5	50 kw @ 469	Country		\$24.00	Christal	Midwest Comm. Coldwater
WQLR	106.5	33 kw @ 600	AC		\$40.00	Banner	
WQXC	100.9	3 kw @ 299	Oldies	AP	\$<20.00	—	Otsego
WRKR	107.7	50 kw @ 500	AOR	ABC	\$41.00	Katz	WKFR-F Portage

Notes: Other ranked stations – See Grand Rapids . . . 5/97 WNTX-F changed from New Rock to simulcasting Oldies WQXC-F . . . 6/97 WNTX-F ceased simulcasting WQXC-F to be Classic AOR as WZUU-F

Jim Duncan

Comments: WFAT-F made a strong move and is now the Adults 25-54 leader – not bad for a Class A FM; all of its increase was due to higher TSL; its cume rating actually fell . . . WKZO had its lowest share ever . . . WNWN-F is recovering from several years of weakness . . . WRKR-F has compiled a string of five consecutive up books and is at its highest share level in more than three years

KANSAS CITY

Arbitron Rank: 27	Pop (12+): 1,362,600	Stations: 27 / 26	Last Year's Revenue: \$65,000,000
MSA Rank: 29		Diaries: 2,672/510:1/52.7%	Household Income: \$45,022
MSA Pop: 1,690,000		Sample Target: 2,660	Retail Dollars: \$18.0 Bil.
DMA: 32		% Below Line: 0.4	#1 Biller: KCFX-F \$9,400,000
Average Persons Rating: 16.3		% Not Listed: 8.6	#1 Billing Portfolio:
Market TSL in Hours: 21.50		Pop per Station: 52,408	Entercom (pend.) \$21,020,000

12+ Metro	Format	Spring 97		Win	Fall	Sum	Spg	4-Book	12+ Metro	Fall	Spg	12+ TSA	Revenue	
		1/4	Share	97	96	96	96	Avg	Cume / Rtg.	96	96	AQH / Cume	Level	
1	KMXV-F	CHR	183 / 8.3	6.5	5.2	5.3	5.1	6.3	3041 / 22.3	16.7	17.4	222 / 3857	E	KMXV-F
2	KPRS-F	B	178 / 8.0	7.9	8.4	7.1	7.9	7.9	1775 / 13.0	12.1	12.6	196 / 2058	F	KPRS-F
3	KFKF-F	C	154 / 7.0	7.3	7.6	5.9	7.7	6.9	2375 / 17.4	18.1	17.0	169 / 2816	G	KFKF-F
4	WDAF	C/FS	147 / 6.6	7.5	7.3	6.9	8.4	7.1	1721 / 12.6	12.8	14.4	213 / 2746	G	WDAF
5	KCMO-F	O	139 / 6.3	5.7	5.0	5.4	4.5	5.6	2265 / 16.6	14.6	14.3	169 / 2967	E	KCMO-F
6	KBEQ-F	C	137 / 6.2	6.4	5.5	5.3	6.3	5.8	2091 / 15.3	13.4	16.1	181 / 2848	G	KBEQ-F
7	KCFX-F	CL AOR	135 / 6.1	5.4	7.2	7.0	7.1	6.4	2393 / 17.6	25.5	19.7	153 / 2890	H	KCFX-F
8	KMBZ	N/T	129 / 5.8	5.5	5.2	6.4	5.2	5.7	2188 / 16.1	13.9	15.7	138 / 2477	F	KMBZ
9	KQRC-F	AOR	118 / 5.3	6.2	6.6	6.1	6.2	6.1	1879 / 13.8	14.1	15.5	154 / 2488	E	KQRC-F
10	KCMO	T	96 / 4.3	3.8	4.3	4.2	3.8	4.2	1482 / 10.9	11.4	9.5	120 / 2001	C	KCMO
11	KLTH-F	SAC	94 / 4.2	4.2	4.3	3.1	5.0	4.0	1493 / 11.0	11.1	12.4	103 / 1741	D	KLTH-F
12	KCIY-F	J	85 / 3.8	4.6	4.3	5.6	3.3	4.6	1437 / 10.5	9.8	9.8	89 / 1606	D	KCIY-F
13	KYYS-F	AOR	75 / 3.4	3.9	4.2	4.5	4.5	4.0	1443 / 10.6	11.6	13.1	93 / 1860	F	KYYS-F
14	KUDL-F	AC	74 / 3.3	3.6	3.8	4.8	3.5	3.9	1675 / 12.3	11.4	11.5	85 / 1962	F	KUDL-F
15	KXTR-F	CL	57 / 2.6	3.3	2.9	3.4	3.1	3.0	1027 / 7.5	9.0	7.4	66 / 1231	C	KXTR-F
16	KISF-F	AOR-NR	47 / 2.1	2.3	2.3	2.1	2.6	2.2	1335 / 9.8	9.7	11.2	63 / 1760	C	KISF-F
17	KPRT	G	30 / 1.4	2.0	1.6	1.2	1.7	1.5	417 / 3.1	3.3	3.7	30 / 427	A	KPRT
18	KFEZ	ST	27 / 1.2	0.6	1.8	1.9	1.8	1.4	436 / 3.2	3.8	4.2	27 / 436	A	KFEZ
19	KLZR-F	AOR-NR	22 / 1.0	0.7	0.9	0.9	0.7	0.9	564 / 4.1	4.5	3.2	46 / 991		KLZR-F

12+ FM Share (Metro): 75.84 % (1535 of 2024) (Spring 96: 74.09 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KMXV-F	1 KMXV-F	1 KMXV-F	1 KCFX-F <	1 KCFX-F <	1 WDAF	1 WDAF	1 KMXV-F <	1 KMXV-F	1 KPRS-F >	1 KPRS-F
2 KPRS-F	2 KQRC-F <	2 KCFX-F	2 KMXV-F <	2 KCMO-F <	2 KCMO-F <	2 KFKF-F <	2 KCMO-F <	2 KFKF-F <	2 KMXV-F <	2 KFKF-F
3 KQRC-F >	3 KPRS-F <	KPRS-F	3 KPRS-F <	3 KMXV-F <	3 KMBZ	3 KPRS-F <	3 KFKF-F <	3 KPRS-F <	3 KMBZ	3 WDAF
4 KBEQ-F >	4 KCFX-F <	4 KBEQ-F <	4 KCMO-F	4 KPRS-F	4 KFKF-F	4 KBEQ-F <	4 KCFX-F <	4 KCFX-F <	4 KBEQ-F	
	5 KBEQ-F	5 KFKF-F <	5 KFKF-F	5 KFKF-F <	5 KCMO	5 KMXV-F	5 KMBZ	5 KCMO-F	5 KQRC-F <	
	6 KFKF-F >	6 KCMO-F <	KBEQ-F	6 KBEQ-F	6 KPRS-F	6 KQRC-F <	6 KCMO <	6 KBEQ-F	6 KCFX-F <	
		7 KQRC-F	7 KMBZ <	7 KMBZ		7 KCMO-F	7 KPRS-F <	7 KQRC-F <	7 KCMO-F <	
			8 KYYS-F			KMBZ	8 WDAF <	8 KMBZ	8 KCIY-F <	
								WDAF		

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KCCV-F	REL	92.3	Olathe	0.5	2.6	14	390	KMZU-F	C	100.7	Carrollton, MO	0.4	1.1	34	395
KCCV	REL	760	Overland Park	0.4	1.6	12	290								
KCHZ-F	CHR	95.7	Ottawa, KS	0.8	3.1	21	545								
KCTE	SPRTS	1510	Independence	0.8	1.9	17	267								
KCXL	T	1140	Liberty	0.3	0.7	11	123								
KOWW	C	1030	Blue Spring	0.5	0.6	13	104								
KPHN	N/T	1190	Kansas City	0.7	2.3	16	329								

KANSAS CITY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	74 (1)	74 (1)	3.7 %	4.1 %	American Radio Sys., pend.	25.4 %	27.5 %	30.3 %
AOR/Classic/NR	0 (0)	397 (5)	397 (5)	19.6 %	20.7 %	KMXV-FM, KYYS-FM, KOWW-AM, KBEQ-FM, KFKF-FM			
Black/Urban	0 (0)	178 (1)	178 (1)	8.8 %	9.1 %	Entercom, pend.	30.5 %	29.8 %	32.3 %
CHR	0 (0)	201 (2)	201 (2)	9.9 %	8.2 %	KUDL-FM, WDAF-AM, KLTH-FM, KCMO-AM, KCMO-FM, KMBZ-AM			
Classical	0 (0)	57 (1)	57 (1)	2.8 %	3.1 %	Local	1.9 %	0.8 %	1.2 %
Country	12 (1)	299 (3)	311 (4)	15.4 %	14.8 %	KFEZ-AM, KPHN-AM			
Full Service	147 (1)	0 (0)	147 (1)	7.3 %	8.0 %	Sinclair TV, pend.	17.8 %	18.5 %	26.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KCIY-FM, KQRC-FM, KCFX-FM, KXTR-FM, KCAZ-AM			
Jazz	0 (0)	85 (1)	85 (1)	4.2 %	4.7 %		75.6 %	76.6 %	90.5 %
News/Talk	247 (4)	0 (0)	247 (4)	12.2 %	11.0 %				
Oldies	0 (0)	139 (1)	139 (1)	6.9 %	5.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	39 (2)	11 (1)	50 (3)	2.5 %	2.7 %				
Soft AC/EZ	0 (0)	94 (1)	94 (1)	4.6 %	4.7 %				
Sports	17 (1)	0 (0)	17 (1)	0.8 %	1.3 %				
Standards	27 (1)	0 (0)	27 (1)	1.3 %	2.0 %				
Totals	489 (10)	1535 (17)	2024 (27)						

AM Stations

Station	Power	Frequency	Format	Ownership	Revenue	Advertiser	Notes
KCMO	810	50 kw/5 kw (DA-N)	Talk	CBS, WW1, ABC	\$40.00	Sentry	Entercom
KFEZ	1340	1 kw	Standards		\$20.00	---	KPHN
KMBZ	980	5 kw (DA-N)	News/Talk	ABC, SBUSA, CBS	\$67.00	Sentry	Entercom
KPRT	1590	1 kw/47 w	Gospel	CNN, AURN	\$20.00	Eastman	
WDAF	610	5 kw	Country/Full Svc	ABC	\$89.00	Katz	Entercom, pend.
WHB	710	10 kw/5 kw (DA-2)	Country/Farm	Westwd	\$ NA	Mc-Guild	

FM Stations

Station	Power	Frequency	Format	Ownership	Revenue	Advertiser	Notes
KBEQ	104.3	100 kw @ 987	Country	ABC	\$104.00	Eastman	Amer. Radio Sys.
KCFX	101.1	97 kw @ 994	Classic AOR	Westwd	\$147.00	Christal	Heritage Harrisonville, MO
KCIY	106.5	100 kw @ 981	Jazz		\$57.00	Christal	Heritage Liberty
KCMO	94.9	100 kw @ 1057	Oldies		\$70.00	Sentry	Entercom
KFKF	94.1	100 kw @ 995	Country		\$140.00	Eastman	Amer. Radio Sys.
KISF	107.3	100 kw @ 1184	AOR-New Rock		\$35.00	Allied	Lexington, MO
KLTH	99.7	100 kw @ 1010	Soft AC		\$67.00	Sentry	Entercom
KLZR	105.9	100 kw @ 770	AOR-New Rock	AP	\$ NA	---	Lawrence, KS
KMXV	93.3	100 kw @ 1056	CHR		\$71.00	Allied	Amer. Radio Sys., pend.
KPRS	103.3	100 kw @ 995	Black	AURN, ABC	\$79.00	Eastman	
KQRC	98.9	100 kw @ 1057	AOR	ABC	\$77.00	Christal	Heritage Leavenworth, KS
KUDL	98.1	100 kw @ 995	AC	AP	\$70.00	Allied	Entercom, pend.
KXTR	96.5	100 kw @ 984	Classical		\$51.00	Allied	Heritage
KYYS	102.1	100 kw @ 1000	AOR		\$87.00	Katz	Amer. Radio Sys., pend.

Notes: 1/97 KQRC-F was traded by the Journal Co. to Heritage for WMYU-F/WWST-F Knoxville . . . 3/97 The KNHN (1340) calls and News/Talk format and the KFEZ (1190) calls and Standards format swapped facilities . . . 5/97 KXTR-F adopted SW Network's "Classic FM" format . . . 3/97 KGGN sold to Mortenson for \$. . . 6/97 WDAF/KMXV-F/KUDL-F/KYYS-F traded by Jacor to American Radio Systems for ARS's Dayton properties . . . 6/97 KISF-F changed calls to KCCX-F; remains AOR-NR . . . 7/97 KCMO 810 and WHB 710 will swap facilities (Media Svcs) . . . 7/97 Heritage sold these stations to Sinclair TV: KCAZ for \$600,000; KCFX-F for \$47,600,000; KCIY-F for \$11,600,000; KQRC-F for \$16,800,000; KXTR-F for \$12,000,000 . . . 7/97 WDAF/KUDL-F (+ KCTC Sacramento & \$3,000,000) traded by American Radio Systems to Entercom for KLOU-F St. Louis

Jim Duncan

Comments: KMXV-F is number one overall for the first time ever and has its highest share ever . . . WDAF is at its lowest share levels in many years as is KYYS-F . . . KCMO-F turned in its best performance since Spring '95

KNOXVILLE

Arbitron Rank: 68 Pop (12+): 556,700	Stations: 23 / 22	Last Year's Revenue: \$23,500,000
MSA Rank: 81	Diaries: 1,827/305:1/54.8%	Household Income: \$35,806
MSA Pop: 656,000	Sample Target: 1,690	Retail Dollars: \$8.4 Bil.
DMA: 62	% Below Line: 0.5	#1 Biller: WIVK-F \$8,300,000
Average Persons Rating: 15.1	% Not Listed: 11.1	#1 Billing Portfolio: Dick \$10,200,000
Market TSL in Hours: 20.25	Pop per Station: 25,305	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1 WIVK-F	C	203 / 24.2	20.1	19.8	21.5	24.5	21.4	2278 / 40.9	39.0	42.3	338 / 4000	H	WIVK-F
2 WJXB-F	AC	98 / 11.7	11.2	11.0	10.0	8.3	11.0	1235 / 22.2	20.9	19.1	155 / 2091	E	WJXB-F
3 WIMZ-F	AOR/CL	94 / 11.2	10.1	11.1	8.9	9.0	10.3	1238 / 22.2	21.9	20.5	181 / 2227	D	WIMZ-F
4 WWST-F	CHR	71 / 8.5	6.5	7.5	8.0	7.7	7.6	1221 / 21.9	19.6	19.2	81 / 1450	C	WWST-F
5 WMYU-F	O	61 / 7.3	6.9	10.0	9.2	8.6	8.3	945 / 17.0	20.1	18.4	103 / 1480	C	WMYU-F
6 WIVK-AF	N/T	38 / 4.5	5.5	5.5	4.6	5.3	5.0	668 / 12.0	13.4	11.5	49 / 822	C	WIVK-AF
7 WOKI-F	C	35 / 4.2	4.5	4.7	6.2	5.4	4.9	708 / 12.7	13.0	15.0	101 / 1808	D	WOKI-F
8 WQBB-F	ST	34 / 4.1	4.9	3.6	4.7	3.8	4.3	430 / 7.7	8.8	8.7	39 / 582	A	WQBB-F
9 WJBZ-F	REL	21 / 2.5	3.7	3.1	2.5	2.3	3.0	336 / 6.0	7.4	6.3	28 / 473	A	WJBZ-F
10 WNFZ-F	AOR-NR	14 / 1.7	1.9	2.4	1.6	2.1	1.9	345 / 6.2	7.1	6.8	24 / 396	A	WNFZ-F
11 WGAP-F	C	11 / 1.3	1.7	1.0	1.6	1.8	1.4	213 / 3.8	3.6	4.9	12 / 235	A	WGAP-F
12 WKGN	B	10 / 1.2	1.4	1.4	1.1	1.3	1.3	108 / 1.9	2.9	2.7	10 / 108	A	WKGN
13 WRJZ	REL	9 / 1.1	1.2	0.7	1.2	1.2	1.0	216 / 3.9	3.3	3.1	10 / 242	A	WRJZ
14 WXST-F	O	8 / 1.0	1.2	0.7	1.1	1.5	1.0	194 / 3.5	3.4	4.3	10 / 259	A	WXST-F

12+ FM Share (Metro): 89.95 % (671 of 746) (Spring 96: 89.02 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WWST-F >>	1 WIVK-F <	1 WIVK-F	1 WIVK-F	1 WIVK-F	1 WIVK-F >>	1 WIVK-F >>	1 WIVK-F >>	1 WIVK-F >>	1 WIVK-F	1 WIVK-F >>
2 WIMZ-F	2 WIMZ-F	2 WIMZ-F <	2 WJXB-F <	2 WJXB-F <	2 WJXB-F	2 WJXB-F <	2 WJXB-F	2 WIMZ-F	2 WWST-F	2 WIMZ-F
WIVK-F	3 WWST-F	3 WJXB-F >	3 WIMZ-F >	3 WIMZ-F >	3 WMYU-F	3 WIMZ-F >	3 WIMZ-F >	3 WJXB-F	3 WIMZ-F	WWST-F >
WMYU-F >>	4 WJXB-F >>	4 WWST-F	4 WMYU-F	4 WMYU-F >	4 WIMZ-F >	4 WWST-F <	4 WMYU-F <	4 WWST-F <	4 WJXB-F	4 WJXB-F
		5 WMYU-F	5 WWST-F >	5 WWST-F >	5 WIVK-AF	5 WMYU-F	5 WWST-F <	5 WMYU-F >	5 WMYU-F >	5 WMYU-F >
					WQBB-F		6 WIVK-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 WIVK-F <	1 WIVK-F	1 WJXB-F	1 WIVK-F	1 WIVK-F <	1 WIMZ-F >	1 WIMZ-F >>	1 WIMZ-F >>	1 WIMZ-F	1 WIMZ-F <
2 WWST-F >>	2 WJXB-F	WIVK-F >	2 WJXB-F >>	2 WJXB-F >>	2 WIVK-F	2 WIVK-F	2 WIVK-F <	2 WIVK-F >>	2 WIVK-F >>
3 WJXB-F >>	3 WWST-F >	3 WIMZ-F >	3 WWST-F	3 WMYU-F	3 WWST-F >>	3 WWST-F >>	3 WWST-F >	3 WWST-F <	3 WJXB-F
4 WOKI-F >	4 WIMZ-F >	4 WWST-F	4 WIMZ-F	4 WIMZ-F	4 WNFZ-F	4 WJXB-F	4 WJXB-F >>	4 WJXB-F	WMYU-F >
	5 WOKI-F >	5 WOKI-F	5 WMYU-F >	5 WWST-F >	5 WOKI-F >	WNFZ-F >		WMYU-F >	5 WWST-F

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume		
WDLY-F	C	105.5	Gatlinburg	0.8	2.3	7	176
WGAP	C	1400	Maryville	0.6	1.4	5	76
WIMZ	SPRIS	1240	Knoxville	0.6	2.1	5	126
WIOL	N	850	Knoxville	0.5	1.4	5	99
WQBB	EZ	1040	Powell	0.6	1.9	6	114
WTNN	T	670	Farragut	0.6	0.7	5	41
WYSH	C	1380	Clinton	0.4	1.0	3	55

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WDRZ-F	CHR	103.1	Etowah	0.5	2.1	13	340

KNOXVILLE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	98 (1)	98 (1)	13.1 %	12.5 %	Dick	38.7 %	38.1 %	44.8 %
AOR/Classic/NR	0 (0)	108 (2)	108 (2)	14.5 %	15.3 %	WJOL-AM, WIVK-FM, WIVK-AM, WNOX-FM, WXVO-FM			
Black/Urban	10 (1)	0 (0)	10 (1)	1.3 %	3.4 %	Journal Co.	15.8 %	16.2 %	12.3 %
CHR	0 (0)	75 (2)	75 (2)	10.1 %	8.9 %	WMYU-FM, WWST-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	5.9 %	5.3 %	10.1 %
Country	8 (2)	256 (4)	264 (6)	35.4 %	30.3 %	WNFZ-FM, WOKI-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	South Central	23.5 %	31.8 %	28.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WIMZ-FM, WIMZ-AM, WJXB-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	38 (3)	10 (1)	48 (4)	6.4 %	7.6 %		83.9 %	91.4 %	95.5 %
Oldies	0 (0)	69 (2)	69 (2)	9.2 %	12.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	9 (1)	21 (1)	30 (2)	4.0 %	4.7 %				
Soft AC/EZ	5 (1)	0 (0)	5 (1)	0.7 %	0.4 %				
Sports	5 (1)	0 (0)	5 (1)	0.7 %	0.7 %				
Standards	0 (0)	34 (1)	34 (1)	4.6 %	4.1 %				
Totals	75 (9)	671 (14)	746 (23)						

AM Stations

Station	Power	Time	Format	Network	Revenue	Personnel
WJOL	850	50 kw (DA, Days)	News	AP	\$ NA	Dick
WIVK	990	10 kw (DA-N)	News/Talk	ABC, BNN, Westwd	\$40.00	Katz, Dick
WKGN	1340	1 kw	Black	AURN	\$19.00	---
WRJZ	620	5 kw (DA-N)	Religion	USA	\$ NA	Salem, Moffitt

FM Stations

Station	Freq	Power	Format	Network	Revenue	Personnel
WDLY	105.5	0.53 kw @ 1056	Country	CBS	\$ NA	---
WGAP	95.7	3 kw @ 328	Country	AP, ABC	\$ NA	Regional
WIMZ	103.5	100 kw @ 1722	AOR/Classic AOR		\$67.00	D&R, South Central
WIVK	107.7	91 kw @ 2054	Country	ABC	\$170.00	Katz, Dick
WJBZ	96.3	2.9 kw @ 479	Religion		<\$20.00	---
WJXB	97.5	100 kw @ 1298	AC		\$74.00	Eastman, South Central
WMYU	102.1	15.1 kw @ 1979	Oldies	Westwd, AP	<\$20.00	Eastman, Journal Co.
WNFZ	94.3	2.5 kw @ 515	AOR-New Rock		\$ NA	Allied, WOKI
WNOX	99.1	6 kw @ 325	See WIVK			Dick
WOKI	100.3	100 kw @ 2000	Country	ABC, CBS	\$44.00	Allied
WQBB	104.5	2.8 kw @ 486	Standards	CNN	<\$20.00	Roslin
WWST	93.1	2.4 kw @ 512	CHR	AP	\$24.00	Eastman, Journal Co.
WXST	105.3	6 kw @ 328	Oldies	ABC	\$ NA	---

Notes: WIVK-AM is WIVK and WNOX-F . . . 1/97 Heritage traded WMYU-F/WWST-F to the Journal Co. for KQRC-F Kansas City . . . 3/97 WNOX-F sold to Dick for \$400,000 . . . 4/97 WNOX-F changed from Black AC to simulcasting News/Talk WIVK (AM) after the Winter survey . . . 7/97 WOKI-F LMA'd to Dick

Jim Duncan

Comments: WJXB-F has recorded four consecutive gains and is at its highest levels in over three years . . . Listening levels are dropping steadily, down 1.3 rating points in the last two years . . . WWST-F is at its highest 12+ level ever . . . WIVK-F just keeps rolling along

LAFAYETTE, IN

Arbitron Rank: 230 Pop (12+)	116,100	Stations:	17 / 11	Last Year's Revenue:	\$5,700,000
MSA Rank:	215	Diaries:	972/119:1/55.3%	Household Income:	\$40,006
MSA Pop:	171,000	Sample Target:	960	Retail Dollars:	\$1.62 Bil.
DMA:	196	% Below Line:	8.9	#1 Biller:	NA
Average Persons Rating:	12.5	% Not Listed:	12.4	#1 Billing Portfolio:	NA
Market TSL In Hours:	17.25	Pop per Station:	10,555		

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1 WKOA-F	C	24 / 16.5	17.1	16.9	16.5	19.5	284 / 24.5	24.7	25.9	87 / 832	WKOA-F
2 WKHY-F	AOR	21 / 14.5	10.7	14.2	12.2	14.8	272 / 23.5	26.4	27.6	30 / 396	WKHY-F
3 WGBD-F	AOR-NR	16 / 11.0	5.7	2.7	4.3	2.7	272 / 23.5	16.4	10.1	27 / 397	WGBD-F
4 WAZY-F	CHR	13 / 9.0	12.8	11.5	13.7	12.1	312 / 26.9	37.3	28.7	28 / 632	WAZY-F
WGLM-F	AC	13 / 9.0	9.3	8.8	10.1	9.4	221 / 19.0	17.6	20.2	17 / 296	WGLM-F
6 WASK-AF	N/T	11 / 7.6	9.3	10.8	11.6	6.7	213 / 18.3	20.8	20.5	15 / 299	WASK-AF
7 WFBQ-F	T/AOR	6 / 4.1	4.3	4.7	4.3	4.0	154 / 13.2	12.5	13.3	15 / 328	WFBQ-F
WNJY-F	O	6 / 4.1	2.9	3.4	1.4	2.0	117 / 10.1	7.6	7.8	13 / 226	WNJY-F
WEZV-F	EZ	6 / 4.1	5.0	4.7	5.0	5.4	86 / 7.4	8.6	9.8	17 / 143	WEZV-F

12+ FM Share (Metro): 91.34 % (116 of 127) (Spring 95: 89.76 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WGBD-F >>	1 WKHY-F WGBD-F >	1 WKHY-F <	1 WKOA-F WKHY-F	1 WKOA-F 2 WKHY-F	1 WKOA-F >	1 WKOA-F 2 WGBD-F <	1 WKHY-F 2 WKOA-F >	1 WKOA-F <	1 WKOA-F 2 WGBD-F	1 WKOA-F 2 WASK-AF >>
3 WKOA-F	3 WGBD-F	3 WGLM-F	3 WGLM-F	3 WGLM-F	WGLM-F	3 WKHY-F	3 WGLM-F	3 WGBD-F <	3 WKHY-F	
4 WAZY-F >	4 WAZY-F 5 WGLM-F >	4 WAZY-F 5 WGBD-F >	4 WAZY-F 5 WGBD-F	4 WAZY-F 5 WGBD-F	4 WKHY-F 5 WNJY-F WEZV-F	4 WASK-AF <	4 WGBD-F 5 WASK-AF WAZY-F >	4 WAZY-F 5 WGLM-F >	4 WAZY-F 5 WASK-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 WKOA-F >	1 WKOA-F	1 WKOA-F	1 WKOA-F	1 WKOA-F	1 WGBD-F	1 WGBD-F	1 WKHY-F	1 WKHY-F	1 WKHY-F
2 WAZY-F	2 WKHY-F	2 WKHY-F >	2 WGLM-F	2 WGLM-F	2 WKHY-F >>	2 WKHY-F >>	2 WGBD-F >	2 WGBD-F >	2 WKOA-F
WGBD-F	3 WGBD-F	3 WGBD-F	3 WAZY-F	3 WAZY-F	3 WASK-AF	3 WAZY-F	3 WKOA-F >>	3 WKOA-F >	3 WGBD-F
WKHY-F >>	WAZY-F	WAZY-F	WKHY-F >	WKHY-F >	WAZY-F	WKOA-F		4 WFBQ-F	4 WGLM-F >
5 WGLM-F >>	WGLM-F >>				WFBQ-F >>	WFBQ-F >		WAZY-F WASK-AF	

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	16 (3)	16 (3)	12.6 %	12.6 %
AOR/Classic/NR	0 (0)	45 (4)	45 (4)	35.4 %	27.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	13 (1)	13 (1)	10.2 %	15.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	24 (1)	24 (1)	18.9 %	20.2 %
Full Service	2 (2)	0 (0)	2 (2)	1.6 %	1.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	7 (2)	6 (1)	13 (3)	10.2 %	11.8 %
Oldies	0 (0)	6 (1)	6 (1)	4.7 %	3.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	0 (0)	2 (1)	1.6 %	1.7 %
Soft AC/EZ	0 (0)	6 (1)	6 (1)	4.7 %	5.9 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	11 (5)	116 (12)	127 (17)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WCFY	REL	1410	Lafayette	1.4	3.0	4 61
WSHW-F	AC	99.7	Frankfort	1.4	6.2	9 180

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WGN	FS/T	720	Chicago	0.7	2.5	3 101
WIBC	FS/T	1070	Indianapolis	0.7	2.3	4 83
WIBN-F	AC	98.1	Earl Park	0.7	2.2	3 55
WLS	T	890	Chicago	1.4	2.4	11 136
WRZX-F	AOR-NR	103.3	Indianapolis	1.4	5.1	6 165

LAFAYETTE, IN

Consolidation Report	12+	25-54	Revenue
Schurz WASK-FM, WASK-AM, WKOA-FM	24.1 %	22.6 %	%
University WAZY-FM, WGBD-FM	20.0 %	18.7 %	%
	44.1 %	41.3 %	%

AM Stations

WASK	1450	1 kw	News/Talk	Westwd, CBS	\$ NA	Banner	Schurz
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FM Stations

WASK	98.7	4.4 kw @ 384	News/Talk	Westwd, CBS	\$ NA	Banner	Schurz	Battleground
WAZY	96.5	50 kw @ 500	CHR	ABC	\$ NA	Christal	University	
WEZV	95.3	2.45 kw @ 518	Easy Listening	CNN	\$ NA	--	Bomar	Brookston
WGBD	95.7	3.1 kw @ 430	AOR-NR		\$ NA	Christal	University	Attica
WGLM	106.7	6 kw @ 328	AC	AP, CNN	\$ NA	--		W. Lafayette
WKHY	93.5	6 kw @ 246	AOR	AP	\$ NA	Katz	Airplay	
WKOA	105.3	50 kw @ 308	Country	ABC	\$ NA	Banner	Schurz	
WNJY	102.9	2.2 kw @ 420	Oldies	Westwd, UPI	\$ NA	--		Delphi

Notes: Other ranked stations -- See Indianapolis

Jim Duncan

Comments: WGBD-F is showing great strength and appears to have hurt co-owned WAZY-F

LAFAYETTE, LA

Arbitron Rank: 98 Pop (12+): 387,400
 MSA Rank: 132
 MSA Pop: 370,000
 DMA: 121
 Average Persons Rating: 18.8
 Market TSL in Hours: 25.00

Stations: 37 / 24
 Diaries: 1,195/324:1/46.8%
 Sample Target: 1,190
 % Below Line: 17.7
 % Not Listed: 8.4
 Pop per Station: 16,142

Last Year's Revenue: \$12,500,000
 Household Income: \$28,525
 Retail Dollars: \$3.5 Bil.
 #1 Biller: KXKC-F \$2,200,000
 #1 Billing Portfolio: Galloway \$4,190,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KXKC-F	C	82 / 11.3	7.9	10.0	11.0	889 / 22.9	20.9	22.2	86 / 1052	D	KXKC-F
2	KSMB-F	CHR	54 / 7.4	9.4	10.3	10.2	871 / 22.5	25.6	26.8	69 / 1157	D	KSMB-F
3	KRRQ-F	B	53 / 7.3	7.3	3.9		827 / 16.2	16.1	7.8	62 / 756	A	KRRQ-F
4	KMDL-F	C	52 / 7.1	7.3	6.9	6.9	736 / 19.0	16.8	19.9	55 / 812	C	KMDL-F
5	KFTE-F	AOR-NR	39 / 5.4	4.3	4.3	3.1	549 / 14.2	10.8	9.7	39 / 562	B	KFTE-F
6	KJCB	G/B	33 / 4.5	5.4	5.1	6.0	371 / 9.6	9.3	9.2	34 / 393	A	KJCB
	KTDY-F	AC	33 / 4.5	5.9	5.3	6.7	503 / 13.0	14.5	14.2	35 / 590	C	KTDY-F
8	WYNK-F	C	32 / 4.4	3.7	3.3	5.4	451 / 11.6	12.8	12.1	46 / 691		WYNK-F
9	KNEK-F	B/AC	30 / 4.1	3.8	4.6	5.5	454 / 11.7	11.0	13.5	32 / 505	A	KNEK-F
10	WDGL-F	CL HITS	27 / 3.7	2.2	2.2	0.9	380 / 9.8	8.0	6.8	48 / 548		WDGL-F
11	KTBT-F	B	26 / 3.8				354 / 9.1			27 / 424		KTBT-F
12	KFXZ-F	B/O	25 / 3.4	3.7	3.9	5.5	332 / 8.8	9.8	10.5	26 / 372	B	KFXZ-F
13	KROF-F	O	23 / 3.2	2.2	2.8	1.4	308 / 8.0	6.2	7.0	24 / 337		KROF-F
14	KPEL-F	N/T	18 / 2.5	2.8	3.7	3.1	325 / 8.4	8.3	7.2	18 / 325	B	KPEL-F
	KSIG-AF	ST	18 / 2.5	4.4	3.2	2.6	258 / 6.7	8.9	9.0	21 / 305		KSIG-AF
16	KROF	C	17 / 2.3	2.9	2.1	1.8	112 / 2.9	2.6	4.2	20 / 149		KROF
17	KAJN-F	REL	15 / 2.1	1.9	3.1	3.1	213 / 5.5	5.2	6.8	26 / 333		KAJN-F

12+ FM Share (Metro): 88.01 % (587 of 667) (Spring 96: 84.04 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KRRQ-F	1 KXKC-F <	1 KXKC-F >	1 KXKC-F >	1 KXKC-F >	1 KXKC-F >	1 KXKC-F >	1 KXKC-F	1 KXKC-F	1 KRRQ-F >	1 KRRQ-F >
2 KSMB-F >	2 KFTE-F	2 KSMB-F <	2 KSMB-F <	2 KMDL-F <	2 KMDL-F	2 KMDL-F	2 KSMB-F <	2 KSMB-F <	2 KXKC-F >	2 KXKC-F
3 KXKC-F	KRRQ-F <	3 KRRQ-F <	3 KMDL-F <	3 KSMB-F <	3 WYNK-F	3 KSMB-F	3 KMDL-F	3 KRRQ-F	3 KFTE-F	3 KTBT-F
	4 KSMB-F >	4 KMDL-F <	4 KTDY-F	4 KTDY-F	4 KJCB	4 KJCB	4 KTDY-F	4 KMDL-F	KSMB-F <	4 KSIG-AF
	5 KMDL-F	5 KFTE-F	5 KFTE-F	5 KRRQ-F <	5 KROF-F <	5 KTDY-F	5 KPEL-F	5 KFTE-F	5 KTBT-F	KJCB
		6 KTDY-F	WDGL-F <	6 KFTE-F	6 KFXZ-F	KRRQ-F <	KFTE-F <	6 KTDY-F <	KNEK-F	
		7 WDGL-F	7 KRRQ-F	WDGL-F	KTDY-F <	7 WYNK-F	7 WYNK-F <	7 WDGL-F	7 KMDL-F	
		8 KNEK-F			8 KSIG-AF	8 KRRQ-F	WYNK-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 KRRQ-F	1 KXKC-F	1 KXKC-F	1 KXKC-F >	1 KXKC-F >	1 KRRQ-F	1 KFTE-F	1 KFTE-F >	1 KXKC-F <	1 KXKC-F
	KFTE-F	2 KSMB-F <	2 KSMB-F	2 KSMB-F <	2 KXKC-F >	2 KRRQ-F	2 WDGL-F	2 KFTE-F	2 KFTE-F
3 KXKC-F	3 KRRQ-F	3 KRRQ-F	3 KTDY-F	3 KTDY-F	3 KNEK-F	3 KSMB-F	KSMB-F	3 WDGL-F <	WDGL-F <
	KSMB-F	4 KFTE-F	4 KTDY-F	4 KMDL-F	4 KMDL-F <	KSMB-F	KXKC-F	4 KRRQ-F	4 KRRQ-F <
5 KMDL-F >>	5 KTDY-F	5 KNEK-F	KRRQ-F	5 KRRQ-F <	KFTE-F >	5 WDGL-F	5 KXKC-F	5 KMDL-F	5 KMDL-F >
	6 KMDL-F		6 KJCB	6 KJCB <		6 KMDL-F	6 KMDL-F	6 KSMB-F	6 KSMB-F <
			7 KFTE-F	7 KNEK-F		KTBT-F	KTBT-F	7 KNEK-F	KRRQ-F <
			KNEK-F >>						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KANE	O	1450	New Iberia 0.4 1.4 3 53
KBON-F	?	101.1	Mamou 0.5 1.3 4 59
KJJB-F	O	105.5	Eunice 0.5 1.9 6 149
KOGM-F	O	107.1	Opelousas 0.3 1.0 2 39
KPEL	N/T	1420	Lafayette 1.2 3.8 9 148
KQIS-F	AC	102.1	Basile 0.8 3.9 7 205
KSLO	C	1230	Opelousas 0.8 1.6 6 67
KVOL-F	B/AC	105.9	Opelousas 0.8 4.2 6 179
KVOL	T	1330	Lafayette 0.8 2.9 6 113

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KHLA-F	AC	99.5	Lake Charles 0.3 1.4 6 145
KHOM-F	CHR	104.1	Houma 1.0 6.1 26 422
KJEF-F	C	92.9	Jennings 0.3 1.7 13 174
KLBG	G	580	Alexandria 0.5 0.9 5 48
KQXL-F	B	106.5	New Roads 0.3 1.5 6 99
KYKZ-F	C	96.1	Lake Charles 0.3 1.2 36 440
KZMZ-F	CL AOR	96.9	Alexandria 1.1 2.8 15 229
WKWV-F	AOR	92.3	La Place 1.1 6.0 17 331
WLSS-F	CHR	102.5	Baton Rouge 0.3 2.7 14 286
WXCT-F	C	100.7	Baton Rouge 1.0 4.6 11 281

LAFAYETTE, LA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	41 (3)	41 (3)	6.1 %	7.2 %	Citywide	16.0 %	14.4 %	7.2 %
AOR/Classic/NR	0 (0)	55 (3)	55 (3)	8.2 %	7.5 %	KFXZ-FM, KNEK-FM, KNEK-AM, KRRQ-FM			
Black/Urban	0 (0)	142 (6)	142 (6)	21.3 %	21.0 %	Galloway	20.7 %	22.6 %	33.5 %
CHR	0 (0)	63 (3)	63 (3)	9.4 %	11.9 %	KFTE-FM, KMDL-FM, KPTEL-FM, KPTEL-AM, KTDY-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Peroyea	9.0 %	8.5 %	20.6 %
Country	23 (2)	177 (6)	200 (8)	30.0 %	24.0 %	KDYS-AM, KSMB-FM, KVOL-FM, KVOL-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		45.8 %	45.5 %	61.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	15 (2)	18 (1)	33 (3)	4.9 %	4.1 %				
Oldies	3 (1)	56 (4)	59 (5)	8.8 %	8.3 %				
Others/Unknown	0 (0)	4 (1)	4 (1)	0.6 %	0.8 %				
Religion/Gospel	37 (2)	15 (1)	52 (3)	7.8 %	8.3 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	2.1 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	2 (1)	16 (1)	18 (2)	2.7 %	4.8 %				
Totals	80 (8)	587 (29)	667 (37)						

AM Stations

KJCB	770	1 kw/500 w (DA-N)	Gospel/Black	AURN	\$10.00	K&P	
KROF	960	1 kw (Days)	Country		<20.00	---	Abbeville
KSIG	1450	1 kw	Standards	CNN, Westwd	<20.00	---	Crowley
KVOL	1330	5 kw/1 kw (DA-N)	Talk	1-on-1, ABC, Westwd	<20.00	Allied	Peroyea

FM Stations

KAJN	102.9	100 kw @ 1500	Religion/Gospel	USA, CNN	<20.00	---	Crowley
KFTE	96.5	22.5 kw @ 328	New Rock	AP	20.00	Banner	Galloway
KFXZ	106.3	2.6 kw @ 495	Black Oldies/Gospel	ABC	<20.00	Mc-Guild	Citywide
KMDL	97.3	48 kw @ 502	Country	AP	22.00	Banner	Galloway
KNEK	104.7	25 kw @ 328	Black AC	ABC	21.00	Mc-Guild	Citywide
KPEL	107.7	10 kw @ 469	Talk	CBS, Westwd	<20.00	Christal	Galloway
KROF	105.1	25 kw @ 292	Oldies		<20.00	---	Abbeville
KRRQ	96.5	50 kw @ 443	Black	ABC	<20.00	---	Citywide
KSIG	102.1	50 kw @ 492	Standards	CNN, Westwd	\$ NA	---	Basile
KSMB	94.5	100 kw @ 1077	CHR	ABC, Source	50.00	Allied	Peroyea
KTDY	99.9	100 kw @ 984	AC		42.00	Christal	Galloway
KVOL	105.9	3.4 kw @ 433	Black AC	ABC	<20.00	Allied	Peroyea
KXKC	99.1	100 kw @ 984	Country		46.00	Katz	New Iberia

Notes: Other ranked stations – See Baton Rouge or New Orleans . . . 4/97 KSIG-F's calls & Standards format moved to 106.7; the former KSIG-F at 102.1 became AC KQIS-F ("Kiss 102.1") . . . 3/97 KPTEL-F sold to Galloway for \$2,000,000 . . . 4/97 KNEK-F sold to Citywide for \$1,500,000 (Raymond) . . . 4/97 KFXZ's Black AC format moved to KNEK-F; KFXZ-F changed to Black Oldies, Blues and Gospel

Jim Duncan

Comments: KXKC-F recovered from its weak Fall book . . . KFXZ-F had its fourth straight down book . . . KRRQ-F held onto most of its recent gains

LAKELAND

Arbitron Rank: 104 Pop (12+): 375,500	Stations: 34 / 6	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 874/430:1/48.1%	Household Income: \$30,156
MSA Pop: NA	Sample Target: 810	Retail Dollars: \$3.8 Bil
DMA: Tampa (#15)	% Below Line: 61.3	#1 Biller: NA
Average Persons Rating: 14.5	% Not Listed: 15.8	#1 Billing Portfolio: NA
Market TSL In Hours: 19.75	Pop per Station: 62,583	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	WPCV-F	C	75 / 13.7	18.8	17.9	21.7	23.6	912 / 24.3	28.5	31.2	91 / 1137	WPCV-F
2	WFLZ-F	CHR	46 / 8.4	8.3	7.7	4.8	6.5	779 / 20.7	20.5	17.7	59 / 961	WFLZ-F
3	WUV-F	EZ/ST	39 / 7.1	7.5	5.4	2.0	0.7	425 / 11.3	12.6	10.3	46 / 511	WUV-F
4	WWRM-F	SAC	25 / 4.6	4.0	3.3	6.7	5.4	421 / 11.2	10.4	9.1	26 / 459	WWRM-F
5	WQYK-F	C	23 / 4.2	1.8	1.5	3.1	1.1	219 / 5.8	5.6	6.1	23 / 233	WQYK-F
6	WHPT-F	AOR-P	19 / 3.5	3.3	2.4	3.1	3.4	270 / 7.2	5.0	6.2	19 / 282	WHPT-F
7	WXTB-F	AOR	18 / 3.3	1.7	2.8	1.5	1.3	244 / 6.5	4.9	7.5	18 / 248	WXTB-F
	WHTQ-F	CL AOR	18 / 3.3	2.8	2.1	2.0	2.4	257 / 6.8	6.0	5.6	20 / 291	WHTQ-F
9	WJHM-F	B	17 / 3.1	3.8	2.6	2.0	2.7	230 / 6.1	6.5	5.9	17 / 230	WJHM-F
10	WONN	ST	15 / 2.7	3.2	3.3	3.4	3.3	189 / 5.0	6.4	7.3	15 / 189	WONN
	WLKF	T	15 / 2.7	0.8	2.3	1.5	2.2	155 / 4.1	3.2	5.4	15 / 155	WLKF
12	WHNR	B	14 / 2.6	4.2	2.3	1.7	2.2	155 / 4.1	5.4	5.5	14 / 155	WHNR
13	WSJT-F	J	13 / 2.4	2.7	2.9	2.9	5.6	245 / 6.5	7.2	8.7	14 / 272	WSJT-F
14	WAKS-F	AC/CHR	12 / 2.2	0.5	1.1	0.5		181 / 4.8	2.0	1.7	13 / 202	WAKS-F
15	WOMX-F	AC/CHR	11 / 2.0	1.2	1.6	2.6	1.8	183 / 4.9	5.8	4.3	11 / 183	WOMX-F

12+ FM Share (Metro): 84.72 % (388 of 458) (Spring 96: 81.53 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFLZ-F >>	1 WFLZ-F >	1 WPCV-F	1 WPCV-F >	1 WPCV-F >>	1 WPCV-F >	1 WPCV-F >	1 WPCV-F >	1 WPCV-F >	1 WFLZ-F <	1 WPCV-F >>
2 WPCV-F	2 WPCV-F >	2 WFLZ-F >	2 WFLZ-F	2 WFLZ-F	2 WUV-F >>	2 WFLZ-F >	2 WUV-F	2 WFLZ-F	2 WPCV-F >>	2 WFLZ-F
3 WJHM-F	3 WJHM-F	3 WWRM-F	3 WWRM-F	3 WWRM-F	3 WQYK-F	3 WUV-F <	3 WFLZ-F	3 WUV-F >	3 WJHM-F	3 WJRM-F
	WXXL-F	4 WXTB-F	4 WHPT-F <	4 WHPT-F <	4 WWRM-F <	4 WWRM-F <	4 WWRM-F <	4 WWRM-F	4 WWRM-F	4 WUV-F <
		5 WWRM-F	5 WHTQ-F	5 WHTQ-F	5 WHTQ-F	5 WONN <	5 WQYK-F	5 WQYK-F	5 WHTQ-F	5 WWRM-F
		6 WHTQ-F >	6 WQYK-F	6 WQYK-F	6 WQYK-F <		6 WLKF		6 WQYK-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 WFLZ-F >>	1 WFLZ-F >>	1 WFLZ-F >	1 WPCV-F	1 WPCV-F >	1 WFLZ-F	1 WPCV-F	1 WPCV-F	1 WPCV-F	1 WPCV-F
2 WJHM-F >	2 WPCV-F	2 WWRM-F	2 WFLZ-F	2 WWRM-F	2 WPCV-F >	WFLZ-F	2 WXTB-F	2 WHPT-F	2 WHTQ-F <
3 WWKA-F	3 WWRM-F	WPCV-F	3 WWRM-F >	3 WFLZ-F	3 WJHM-F	3 WXTB-F	3 WJHM-F	3 WHTQ-F	3 WHPT-F
	WPCV-F >>	4 WOMX-F	4 WOMX-F	4 WOMX-F	WWRM-F >>	4 WJHM-F	WFLZ-F	4 WFLZ-F	4 WXTB-F
		5 WAKS-F	5 WHNR	5 WHNR >		WHTQ-F >	WHTQ-F >	5 WXTB-F	5 WFLZ-F
		WXXL-F	WJHM-F	WQYK-F >		6 WTKS-F	6 WTKS-F >	6 WQYK-F >	6 WQYK-F
		WJHM-F >							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WWBF	O	1130 Bartow	0.7 3.1 4 117
WWRZ-F	SAC	98.3 Arcadia	0.4 2.1 3 88

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCFB-F	UAC	94.5 Daytona Beach	0.4 3.2 2 120
WCOF-F	CL HITS	94.9 Tampa	1.1 3.6 6 134
WDBO	FS	580 Orlando	1.1 1.8 6 79
WFLA	T	970 Tampa	0.4 1.6 2 70
WJRR-F	AOR-NR	101.1 Cocoa Beach	1.3 4.0 7 155
WMGF-F	SAC	107.7 Mt. Dora	0.7 3.1 4 115
WMTX-F	AC	95.7 Clearwater	0.4 2.7 2 107
WOCL-F	O	105.9 Ocala	1.6 4.6 9 171
WQTM	SPRST	540 Pine Hills	0.9 2.3 6 98
WQYK	T	1010 Seffner	1.1 2.2 6 88
WRBQ-F	C	104.7 Tampa	1.8 5.5 11 216
WSHE-F	AC	103.5 Orlando	1.3 4.3 8 169
WSUN	ST	620 St. Petersburg	0.5 1.7 6 71
WTKS-F	T	104.1 Cocoa Beach	1.5 3.6 8 145
WWKA-F	C	92.3 Orlando	1.1 3.7 6 144
WXXL-F	CHR	106.7 Tavares	1.6 8.6 9 323
WYUU-F	O	92.5 Safety Harbor	0.4 2.1 2 80

LAKELAND

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	32 (4)	32 (4)	7.0 %	3.6 %	Hall	19.1 %	16.2 %	%
AOR/Classic/NR	0 (0)	62 (4)	62 (4)	13.5 %	10.5 %	WLKF-AM, WONN-AM, WPCV-FM			
Black/Urban	14 (1)	17 (1)	31 (2)	6.8 %	10.1 %		19.1 %	16.2 %	%
CHR	0 (0)	55 (2)	55 (2)	12.0 %	12.3 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	114 (4)	114 (4)	24.9 %	28.5 %				
Full Service	6 (1)	0 (0)	6 (1)	1.3 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	1.2 %				
Jazz	0 (0)	13 (1)	13 (1)	2.8 %	3.2 %				
News/Talk	23 (3)	8 (1)	31 (4)	6.8 %	2.8 %				
Oldies	4 (1)	17 (3)	21 (4)	4.6 %	6.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	1.4 %				
Soft AC/EZ	0 (0)	31 (3)	31 (3)	6.8 %	6.3 %				
Sports	5 (1)	0 (0)	5 (1)	1.1 %	1.2 %				
Standards	18 (2)	39 (1)	57 (3)	12.4 %	12.6 %				
Totals	70 (9)	388 (24)	458 (33)						

AM Stations

WHNR	1360	5 kw/2.5 kw (DA-2)	Black	Westwd, ABC, AURN	\$ NA	---		Cypress Gardens
WLKF	1430	5 kw/1 kw	Talk	Westwd, CNN	\$17.00	D&R	Hall	
WONN	1230	1 kw	Standards	Westwd, CNN	\$20.00	D&R	Hall	

FM Stations

WPCV	97.5	100 kw @ 1016	Country	Westwd	\$88.00	D&R	Hall	Winter Haven
WWRZ	98.3	50 kw @ 459	Soft AC		\$ NA	---		Arcadia

Notes: Other ranked stations -- See Tampa or Orlando

Jim Duncan

Comments: WPCV-F is at its lowest share in many years but still dominates the market

LANCASTER

Arbitron Rank: 110 Pop (12+): 368,200	Stations: 35 / 6	Last Year's Revenue: \$9,300,000
MSA Rank: 110	Diaries: 765/481:1/61.6%	Household Income: \$46,449
MSA Pop: 452,000	Sample Target: 810	Retail Dollars: \$4.2 Bil.
DMA: 44 (w/Harrisbg. & York)	% Below Line: 48.5	#1 Biller: WIOV-F \$3,400,000
Average Persons Rating: 15.4	% Not Listed: 15.7	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 61,367	Brill (WIOV-F) \$3,400,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WIOV-F	C	49 / 8.6	9.0	8.6	9.1	657 / 17.9	19.3	21.6	60 / 866	E	WIOV-F
2	WLAN-F	CHR	48 / 8.5	10.6	9.4	7.5	878 / 23.8	26.5	24.6	62 / 1263	D	WLAN-F
	WROZ-F	SAC	48 / 8.5	8.7	8.8	9.5	768 / 20.9	19.1	21.2	88 / 1376	D	WROZ-F
4	WQXA-F	AOR-NR	44 / 7.8	5.4	5.4	2.8	653 / 17.7	15.2	17.0	87 / 1329		WQXA-F
5	WDAC-F	REL	42 / 7.4	6.6	7.6	8.5	603 / 16.4	11.6	13.3	53 / 770	D	WDAC-F
6	WARM-F	AC	37 / 6.5	7.6	9.3	7.2	593 / 16.1	15.3	17.4	100 / 1278		WARM-F
7	WRKZ-F	C	30 / 5.3	4.2	3.9	7.2	477 / 13.0	12.2	13.1	97 / 1300		WRKZ-F
8	WRVV-F	AC/AOR	26 / 4.6	3.1	5.1	4.2	393 / 10.7	10.0	14.3	52 / 818		WRVV-F
9	WEGK-F	CL AOR	22 / 3.9	4.7	4.2	4.7	354 / 9.6	13.0	13.3	44 / 779		WEGK-F
10	WHP	FS	16 / 2.8	3.5	3.4	2.8	178 / 4.8	7.6	7.9	34 / 436		WHP
11	WWKL-F	O	12 / 2.1	1.7	2.0	1.5	271 / 7.3	6.1	4.7	30 / 592		WWKL-F
	WRFY-F	CHR	12 / 2.1	2.1	2.2	3.6	230 / 6.3	7.0	7.8	14 / 269		WRFY-F
	WLAN	ST	12 / 2.1	1.6	1.5	1.5	192 / 5.2	3.2	3.9	12 / 199	A	WLAN

12+ FM Share (Metro): 89.96 % (430 of 478) (Spring 96: 87.89 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WLAN-F >>	1 WQXA-F	1 WQXA-F <	1 WLAN-F	1 WLAN-F	1 WDAC-F <	1 WQXA-F <	1 WROZ-F	1 WROZ-F <	1 WLAN-F	1 WIOV-F
2 WQXA-F >>	2 WLAN-F	2 WLAN-F	WQXA-F	WQXA-F <	2 WIOV-F	2 WIOV-F	2 WIOV-F <	2 WLAN-F <	2 WDAC-F <	2 WRKZ-F <
	3 WROZ-F	3 WROZ-F <	3 WIOV-F <	3 WIOV-F <	3 WROZ-F	WLAN-F <	3 WARM-F <	3 WIOV-F	3 WQXA-F	3 WROZ-F
	4 WIOV-F >	4 WIOV-F	4 WDAC-F <	4 WROZ-F	WARM-F >	4 WDAC-F	4 WLAN-F	4 WQXA-F <	WROZ-F <	4 WDAC-F
	5 WRVV-F	5 WRVV-F	5 WEGK-F <	WARM-F <	5 WRKZ-F	5 WARM-F <	5 WQXA-F	5 WDAC-F	5 WRKZ-F	
	WEGK-F	WDAC-F <	6 WRVV-F	6 WDAC-F <	6 WRVV-F	6 WROZ-F	6 WRVV-F	6 WARM-F	6 WIOV-F >	
		7 WEGK-F <	WROZ-F <	7 WEGK-F <	WLAN-F	7 WRKZ-F	7 WDAC-F	7 WRVV-F		
		8 WARM-F >	8 WARM-F >	8 WRVV-F >		8 WRVV-F	8 WEGK-F <	8 WRKZ-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 WROZ-F	1 WLAN-F <	1 WLAN-F	1 WLAN-F	1 WLAN-F	1 WQXA-F	1 WQXA-F >	1 WQXA-F >	1 WQXA-F	1 WQXA-F
2 WLAN-F	2 WROZ-F	2 WQXA-F	2 WROZ-F	2 WROZ-F <	2 WLAN-F >	2 WLAN-F	2 WIOV-F	2 WRVV-F	2 WRVV-F
	WQXA-F >	3 WROZ-F	3 WQXA-F	3 WARM-F	3 WRVV-F	3 WIOV-F	WEGK-F	3 WEGK-F <	WIOV-F <
4 WRKZ-F	4 WIOV-F >	4 WIOV-F	4 WIOV-F	4 WDAC-F	WBEB-F >>	WEGK-F	4 WLAN-F >	4 WIOV-F	4 WEGK-F
5 WIOV-F >	5 WRKZ-F	5 WARM-F >	WARM-F	5 WIOV-F		5 WRVV-F	5 WROZ-F	5 WDAC-F	5 WDAC-F
			6 WDAC-F	6 WQXA-F		WROZ-F >	6 WRVV-F	6 WLAN-F <	6 WARM-F <
			7 WRKZ-F	7 WRKZ-F >			WDAC-F >	7 WROZ-F >	7 WLAN-F
									WROZ-F

LANCASTER

Consolidation Report	12+	25-54	Revenue
Hall (semi-duop) WEGK-FM, WLPA-AM, WROZ-FM	13.1 %	14.8 %	%
	13.1 %	14.8 %	%

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	40 (2)	40 (2)	8.4 %	10.1 %
AOR/Classic/NR	0 (0)	100 (5)	100 (5)	20.9 %	18.8 %
Black/Urban	0 (0)	3 (1)	3 (1)	0.6 %	0.4 %
CHR	0 (0)	67 (5)	67 (5)	14.0 %	17.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	85 (4)	85 (4)	17.8 %	16.5 %
Full Service	18 (2)	0 (0)	18 (2)	3.8 %	4.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	8 (1)	8 (1)	1.7 %	0.0 %
News/Talk	2 (1)	5 (2)	7 (3)	1.5 %	1.2 %
Oldies	0 (0)	21 (3)	21 (3)	4.4 %	4.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	46 (2)	48 (3)	10.0 %	9.5 %
Soft AC/EZ	0 (0)	48 (1)	48 (1)	10.0 %	10.3 %
Sports	10 (2)	0 (0)	10 (2)	2.1 %	1.9 %
Standards	16 (2)	7 (1)	23 (3)	4.8 %	4.5 %
Totals	48 (8)	430 (27)	478 (35)		

AM Stations

WLAN	1390	5 kw/1 kw (DA-2)	Standards	USA	\$<20.00	Allied	Clear Channel
WLPA	1490	600 w	Sports	1-on-1, CNN	\$<20.00	D&R	Hall

FM Stations

WDAC	94.5	19 kw @ 810	Religion	USA	\$54.00	Dome	WDAC, Inc.
WIOV	105.1	25 kw @ 696	Country	ABC	\$75.00	Banner	Britl Ephrata
WLAN	96.9	50 kw @ 500	CHR	CBS	\$50.00	Allied	Clear Channel
WROZ	101.3	6.9 kw @ 1289	Soft AC		\$66.00	D&R	Hall

Notes: Other ranked stations – See Harrisburg, York, or in the American Radio Small Market edition, Reading . . . No revenue percentages are available for the Consolidation Report due to overlap with Harrisburg and York

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WLPA	SPRTS	1490	Lancaster	0.7	3.0	5 121

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KYW	N	1060	Philadelphia	0.4	2.6	3 122
WADV	REL	940	Lebanon	0.4	1.6	5 103
WBEB-F	AC	101.1	Philadelphia	0.5	1.3	3 52
WBYN-F	REL	107.5	Boyertown	0.7	1.5	4 54
WHYL	ST	960	Carlisle	0.7	1.5	8 95
WIOQ-F	CHR	102.1	Philadelphia	0.4	2.2	3 99
WIP	SPRTS	610	Philadelphia	1.1	2.8	7 123
WJZ-F	J	106.1	Philadelphia	1.4	1.3	8 58
WMGK-F	CL HITS	102.9	Philadelphia	0.7	2.3	5 95
WMMR-F	AOR	93.3	Philadelphia	0.4	1.5	2 56
WNCE-F	EZ/ST	92.1	Palmyra	1.2	3.7	16 292
WNNK-F	CHR	104.1	Harrisburg	0.5	2.9	18 410
WOGF-F	O	98.1	Philadelphia	0.9	3.1	5 124
WRBT-F	C	94.9	Harrisburg	0.7	3.8	20 402
WSBA	FS	910	York	0.4	1.7	36 641
WTPA-F	AOR	93.5	Mechanicsburg	1.1	4.8	39 558
WUSL-F	B	98.9	Philadelphia	0.5	2.3	4 112
WWDB-F	T	96.5	Philadelphia	0.5	1.4	3 62
WXY-F	C	103.7	Havre de Grace	0.4	2.0	3 96
WYCR-F	CHR	98.5	Hanover	0.4	5.9	32 829
WYSP-F	T/CL AOR	94.1	Philadelphia	0.4	2.8	2 115

LANSING

Arbitron Rank: 113 Pop (12+):	360,400	Stations:	21 / 14	Last Year's Revenue:	\$15,700,000
MSA Rank:	115	Diaries:	981/367:1/54.8%	Household Income:	\$44,558
MSA Pop:	439,000	Sample Target:	990	Retail Dollars:	\$4.7 Bil.
DMA:	106	% Below Line:	7.0	#1 Biller:	WITL-AF \$3,850,000
Average Persons Rating:	16.3	% Not Listed:	18.4	#1 Billing Portfolio:	
Market TSL In Hours:	21.50	Pop per Station:	25,743		Liggett \$10,850,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WITL-F	C	86 / 14.7	15.3	16.6	13.2	13.1	14.9	937 / 26.0	26.1	26.1	143 / 1686	E	WITL-F
2	WFMK-F	AC	80 / 13.6	12.6	11.7	9.9	12.9	12.0	909 / 25.2	25.5	25.7	150 / 1504	E	WFMK-F
3	WHZZ-F	CHR	44 / 7.5	6.3	5.8	5.3	6.1	6.2	722 / 20.0	18.9	19.6	50 / 795	A	WHZZ-F
4	WMMQ-F	CL AOR	42 / 7.2	2.2	4.3	3.3	2.8	4.2	688 / 19.1	12.8	10.9	59 / 1276	A	WMMQ-F
5	WJIM-F	O	37 / 6.3	7.8	6.1	8.2	9.1	7.1	627 / 17.4	19.3	22.1	68 / 1017	C	WJIM-F
6	WXIK-F	C	27 / 4.6	4.7	3.8	4.2	4.0	4.3	399 / 11.1	11.6	9.8	56 / 879	B	WXIK-F
7	WILS	ST	22 / 3.8	4.7	4.0	4.8	3.1	4.3	238 / 6.6	7.5	5.7	31 / 356	A	WILS
8	WJIM	T	21 / 3.6	5.1	3.6	3.7	4.4	4.0	322 / 8.9	9.3	9.1	25 / 399	B	WJIM
	WQHH-F	B	21 / 3.6	4.5	4.7	3.7	3.5	4.1	363 / 10.1	7.9	8.1	21 / 407	A	WQHH-F
10	WJR	FS	18 / 3.1	2.2	2.5	2.6	4.0	2.6	341 / 9.5	7.4	10.0	53 / 967	B	WJR
11	WVIC-F	REL	17 / 2.9	5.1	5.4	7.1	6.1	5.1	302 / 8.4	16.5	19.2	18 / 360	B	WVIC-F
	WJXQ-F	AOR	17 / 2.9	4.3	5.4	5.5	4.7	4.5	451 / 12.5	14.9	16.7	46 / 1004	D	WJXQ-F
13	WVIX-F	AOR-NR	16 / 2.7	2.5	2.3	2.0	3.0	2.4	406 / 11.3	11.5	14.2	19 / 490	A	WVIX-F

12+ FM Share (Metro): 85.77 % (410 of 478) (Spring 96: 83.74 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WHZZ-F >>	1 WFMK-F	1 WFMK-F	1 WFMK-F	1 WFMK-F	1 WITL-F	1 WITL-F	1 WFMK-F <	1 WFMK-F <	1 WITL-F <	1 WITL-F >
2 WQHH-F >	2 WITL-F <	2 WITL-F	2 WITL-F >	2 WITL-F >	2 WFMK-F >	2 WFMK-F >>	2 WITL-F >	2 WITL-F >	2 WFMK-F	2 WILS
3 WVIX-F	3 WHZZ-F	3 WMMQ-F <	3 WMMQ-F	3 WJIM-F <	3 WJIM-F >	3 WJIM-F <	3 WJIM-F <	3 WHZZ-F	3 WHZZ-F	3 WMMQ-F
	WMMQ-F >>	4 WHZZ-F	4 WJIM-F	4 WMMQ-F	4 WILS	4 WMMQ-F <	4 WHZZ-F <	4 WMMQ-F	4 WMMQ-F	WFMK-F
	WFMK-F >>	5 WJXQ-F <	5 WJIM-F >	5 WHZZ-F >	5 WHZZ-F	5 WJR	5 WHZZ-F	5 WMMQ-F <	5 WJIM-F	5 WQHH-F <
		6 WQHH-F <		6 WVIC-F <	6 WXIK-F	WXIK-F <	6 WXIK-F	6 WJIM >	6 WXIK-F <	6 WVIX-F <
				7 WXIK-F >						7 WXIK-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 WITL-F	1 WFMK-F	1 WFMK-F >>	1 WFMK-F >	1 WFMK-F >	1 WMMQ-F	1 WMMQ-F >	1 WMMQ-F	1 WMMQ-F <	1 WITL-F >
2 WHZZ-F	2 WHZZ-F	2 WHZZ-F	2 WITL-F	2 WITL-F >	2 WHZZ-F	2 WFMK-F	2 WITL-F	2 WITL-F	2 WMMQ-F <
	WFMK-F >>	3 WITL-F >	3 WHZZ-F >	3 WJIM-F <	WQHH-F	3 WITL-F	WFMK-F	3 WFMK-F >	3 WFMK-F
4 WMMQ-F	4 WMMQ-F >	4 WMMQ-F	4 WJIM-F	4 WHZZ-F	4 WVIX-F	4 WHZZ-F	4 WJIM	4 WHZZ-F <	4 WJIM-F
5 WVIX-F	5 WXIK-F >	5 WXIK-F >>	5 WMMQ-F <	5 WXIK-F	5 WJXQ-F	5 WJXQ-F	5 WJXQ-F	5 WJIM-F <	5 WVIC-F
	WQHH-F >		6 WXIK-F >	6 WMMQ-F	WFMK-F	6 WQHH-F		6 WVIC-F	6 WJIM
								7 WJXQ-F	

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume		
WVFN	SPRTS	730	E. Lansing	0.7	3.1	5	150
WXLA	O	1180	Dimondale	0.5	1.5	3	52

Other Rated Stations--Outside Market				Metro Cume Share Rating	TSA AQH Cume		
WBCT-F	C	93.7	Grand Rapids	1.2	3.0	38	459
WIOG-F	AC/CHR	102.5	Bay City	0.3	1.9	8	308
WKFR-F	CHR	103.3	Battle Creek	1.0	3.0	45	692
WLHT-F	AC	95.7	Grand Rapids	0.3	1.2	6	112
WOOD-F	SAC	105.7	Grand Rapids	0.7	2.0	16	329
WRIF-F	AOR	101.1	Detroit	0.3	1.1	46	558

LANSING

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	84 (3)	84 (3)	17.6 %	14.7 %	62nd Street	10.2 %	9.0 %	22.4 %
AOR/Classic/NR	0 (0)	77 (4)	77 (4)	16.1 %	22.4 %	WJXQ-FM, WWDX-FM, WXIK-FM			
Black/Urban	0 (0)	21 (1)	21 (1)	4.4 %	5.7 %	Liggett	46.1 %	51.5 %	69.1 %
CHR	0 (0)	50 (2)	50 (2)	10.5 %	7.5 %	WFMK-FM, WITL-FM, WITL-AM, WJIM-FM, WJIM-AM, WMMQ-FM, WVFN-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		56.3 %	60.5 %	91.5 %
Country	0 (0)	120 (3)	120 (3)	25.1 %	26.8 %				
Full Service	18 (1)	0 (0)	18 (1)	3.8 %	3.1 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	21 (1)	0 (0)	21 (1)	4.4 %	4.4 %				
Oldies	3 (1)	37 (1)	40 (2)	8.4 %	9.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	17 (1)	17 (1)	3.6 %	0.0 %				
Soft AC/EZ	0 (0)	4 (1)	4 (1)	0.8 %	0.7 %				
Sports	4 (1)	0 (0)	4 (1)	0.8 %	0.9 %				
Standards	22 (1)	0 (0)	22 (1)	4.6 %	4.8 %				
Totals	68 (5)	410 (16)	478 (21)						

AM Stations

Station	Power	Time	Format	Company	Owner	Address
WILS	1320	5 kw/1 kw (DA-2)	Standards	ABC	\$ NA	D&R MacDonald
WJIM	1240	1 kw	Talk	Westwd	<\$20.00	Eastman Liggett
WXLA	1180	1 kw (DA, Days)	Black Oldies		\$ NA	Mich. WQHH-F Dimondale

FM Stations

Station	Power	Time	Format	Company	Price	Owner	Address
WFMK	99.1	28 kw @ 600	AC		\$75.00	Eastman Liggett	
WHZZ	101.7	3.3 kw @ 289	CHR		<\$20.00	D&R MacDonald	
WITL	100.7	26.5 kw @ 543	Country	ABC	\$84.00	Banner Liggett	
WJIM	97.5	28 kw @ 440	Oldies		\$41.00	Eastman Liggett	
WJXQ	106.1	50 kw @ 489	AOR		\$50.00	D&R 62nd St. Jackson	
WMMQ	94.9	49 kw @ 500	Classic AOR		\$28.00	Banner Liggett	
WQHH	96.5	3 kw @ 328	Black		<\$20.00	Mich. WXLA DeWitt	
WVIC	92.7	1.5 kw @ 466	Contemp. Christian		<\$20.00	Eastman Goodrich Charlotte	
WWDX	92.1	4 kw @ 400	New Rock		<\$20.00	— 62nd St. St Johns	
WXIK	94.1	40 kw @ 551	Country	ABC	\$25.00	Katz 62nd St. Jackson	

Notes: WJR -- See Detroit . . . 3/97 WBHR-F changed calls to WXIK-F ("Kicks 94.1"); remains Country . . . 5/97 WVIC-F (94.9) changed from New Rock to Classic AOR as WMMQ-F; WMMQ-F (92.7) changed to Contemporary Christian as WVIC-F

Jim Duncan

Comments: WFMK-F is enjoying its highest share since the early 1980's . . . WMMQ-F (now on Class B 94.9) is showing good growth with its Classic AOR format

LAS VEGAS

Arbitron Rank: 45 Pop (12+): 905,500	Stations: 22 / 22	Last Year's Revenue: \$44,700,000
MSA Rank: 45	Diaries: 2,006/451:1/52.5%	Household Income: \$41,615
MSA Pop: 1,260,000	Sample Target: 1,980	Retail Dollars: \$13.3 Bil.
DMA: 66	% Below Line: 0.0	#1 Biller: KSNE-F \$5,000,000
Average Persons Rating: 16.3	% Not Listed: 13.6	#1 Billing Portfolio: Jacor \$12,000,000
Market TSL In Hours: 21.50	Pop per Station: 41,159	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	KJUL-F	129 / 8.8	8.0	7.0	10.0	9.3	8.4	1268 / 14.0	13.9	15.3	137 / 1410	D KJUL-F
2	KLUC-F	116 / 7.9	8.2	9.3	8.2	7.1	8.4	1821 / 20.1	22.0	20.3	118 / 1883	E KLUC-F
	KSNE-F	116 / 7.9	6.2	6.9	6.6	8.3	6.9	1633 / 18.0	16.2	17.0	116 / 1636	G KSNE-F
4	KWNR-F	89 / 6.0	5.7	5.5	6.1	6.7	5.8	1200 / 13.3	13.3	15.2	93 / 1258	F KWNR-F
5	KMXB-F	84 / 6.7	5.6	4.9	5.7	4.6	5.5	1534 / 16.9	15.2	16.0	84 / 1546	C KMXB-F
6	KKLZ-F	81 / 5.5	5.0	4.2	4.0	4.1	4.7	1272 / 14.1	11.2	11.1	84 / 1323	E KKLZ-F
7	KMZQ-F	78 / 5.3	6.1	5.7	6.0	5.6	5.8	1321 / 14.6	14.1	14.5	78 / 1328	F KMZQ-F
8	KXTE-F	75 / 5.1	4.6	4.4	4.0	3.4	4.5	1310 / 14.5	11.7	11.5	84 / 1459	D KXTE-F
9	KXNT	66 / 4.5	2.9	1.6	1.3	1.1	2.6	685 / 7.6	5.0	3.3	66 / 687	A KXNT
10	KEDG-F	60 / 4.1	3.6	5.0	5.0	7.0	4.4	1213 / 13.4	14.3	16.1	61 / 1241	E KEDG-F
11	KFMS-F	58 / 3.9	5.1	4.7	6.2	5.2	5.0	836 / 9.2	10.4	11.6	61 / 885	D KFMS-F
12	KBGO-F	52 / 3.5	3.1	4.1	3.2	1.4	3.5	920 / 10.2	11.4	5.8	60 / 998	B KBGO-F
13	KQOL-F	50 / 3.4	4.8	4.7	3.6	4.7	4.1	869 / 9.8	12.6	12.1	52 / 932	C KQOL-F
14	KOMP-F	47 / 3.2	3.2	4.6	3.9	4.4	3.7	875 / 9.7	10.1	10.3	52 / 951	E KOMP-F
15	KLSQ	43 / 2.9	3.4	1.9	2.1	1.8	2.6	393 / 4.3	4.2	2.9	43 / 413	B KLSQ
16	KXPT-F	36 / 2.4	2.5	2.3	2.1	2.4	2.3	781 / 8.4	6.0	7.2	38 / 814	D KXPT-F

12+ FM Share (Metro): 85.77 % (1091 of 1272) (Spring 96: 86.77 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KLUC-F >>	1 KLUC-F	1 KLUC-F <	1 KSNE-F <	1 KSNE-F	1 KJUL-F >	1 KXTE-F <	1 KJUL-F	1 KLUC-F	1 KLUC-F	1 KXNT >
2 KMXB-F	2 KXTE-F <	2 KSNE-F <	2 KKLZ-F <	2 KWNR-F	2 KSNE-F >	2 KJUL-F	2 KSNE-F	2 KSNE-F	2 KSNE-F	2 KJUL-F
KXTE-F >	3 KMXB-F <	3 KKLZ-F <	3 KWNR-F	3 KKLZ-F <	3 KXNT <	3 KLUC-F <	3 KLUC-F <	3 KJUL-F <	3 KJUL-F	3 KLUC-F <
	4 KEDG-F	4 KMXB-F <	4 KMXB-F	4 KLUC-F	4 KWNR-F	4 KSNE-F <	4 KXNT <	4 KMXB-F <	4 KXNT <	4 KSNE-F
	5 KKLZ-F	5 KWNR-F <	KLUC-F	KMZQ-F <	5 KQOL-F	5 KWNR-F	5 KWNR-F	5 KWNR-F <	5 KWNR-F	5 KMXB-F
	6 KOMP-F	6 KXTE-F <	6 KMZQ-F	6 KMXB-F	KMZQ-F <	6 KKLZ-F <	6 KMZQ-F <	6 KMZQ-F <	6 KEDG-F <	6 KEDG-F <
	KWNR-F	7 KMZQ-F	7 KOMP-F	7 KXTE-F <		7 KMZQ-F <	7 KMXB-F <	7 KKLZ-F	7 KXTE-F <	7 KXTE-F <
		8 KEDG-F	KXTE-F	8 KOMP-F		8 KMXB-F <	8 KKLZ-F	8 KXTE-F <	8 KWNR-F <	
						9 KXNT				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KLUC-F >	1 KLUC-F	1 KMXB-F	1 KSNE-F <	1 KSNE-F >	1 KXTE-F	1 KXTE-F >	1 KXTE-F <	1 KKLZ-F	1 KKLZ-F
2 KMXB-F	2 KMXB-F	2 KLUC-F <	2 KLUC-F	2 KMZQ-F	2 KKLZ-F	2 KEDG-F <	2 KOMP-F	2 KXTE-F	2 KWNR-F <
3 KSNE-F	3 KMZQ-F	3 KMZQ-F >	3 KMZQ-F <	3 KWNR-F <	3 KMXB-F	3 KOMP-F <	3 KEDG-F	3 KOMP-F	3 KOMP-F <
KEDG-F	4 KSNE-F	4 KKLZ-F	4 KMXB-F	4 KLUC-F <	KEDG-F	4 KLUC-F	4 KLUC-F <	4 KEDG-F <	4 KXTE-F
5 KXTE-F	KEDG-F <	KWNR-F	5 KWNR-F >	5 KMXB-F >	KLUC-F >	KLUC-F	5 KKLZ-F <	5 KMXB-F	5 KLUC-F
6 KWNR-F	6 KWNR-F	6 KSNE-F	6 KKLZ-F <	6 KQOL-F <		6 KMXB-F	6 KWNR-F <	KLUC-F	KSNE-F <
KMZQ-F >	7 KXTE-F <	7 KEDG-F	7 KQOL-F	7 KKLZ-F		7 KLSQ <	7 KMXB-F	KWNR-F	7 KEDG-F
	8 KKLZ-F >		8 KEDG-F	8 KJUL-F <		8 KWNR-F >	KLSQ	8 KSNE-F	KMXB-F
			KFMS-F						

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume		
KBAD	SPRTS	920	Las Vegas	0.3	1.6	5	141
KDOL	SP	1280	Henderson	0.7	2.2	11	196
KDWN	T	720	Las Vegas	1.4	4.3	24	439
KENO	SPRTS	1460	Las Vegas	0.9	3.3	13	299
KNUU	N	970	Las Vegas	1.5	4.9	22	440
KVBC-F	N/T	105.1	Las Vegas	1.4	4.8	20	438

LAS VEGAS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	162 (2)	162 (2)	12.7 %	12.1 %	American Radio Sys.	29.7 %	27.4 %	26.7 %
AOR/Classic/NR	0 (0)	299 (5)	299 (5)	23.5 %	23.6 %	KLUC-FM, KMXB-FM, KMZQ-FM, KXNO-AM, KXNT-AM, KXTE-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Centennial	12.2 %	7.3 %	9.6 %
CHR	0 (0)	116 (1)	116 (1)	9.1 %	10.6 %	KJUL-FM, KQOL-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Jacor	17.8 %	20.8 %	26.8 %
Country	0 (0)	147 (2)	147 (2)	11.6 %	11.8 %	KFMS-FM, KSNE-FM, KWNR-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Lotus	6.8 %	9.5 %	13.0 %
Hispanic	54 (2)	0 (0)	54 (2)	4.2 %	3.4 %	KBAD-AM, KENO-AM, KOMP-FM, KXPT-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		66.5 %	65.0 %	76.1 %
News/Talk	109 (3)	20 (1)	129 (4)	10.1 %	10.1 %				
Oldies	0 (0)	102 (2)	102 (2)	8.0 %	10.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	116 (1)	116 (1)	9.1 %	8.0 %				
Sports	18 (2)	0 (0)	18 (2)	1.4 %	1.1 %				
Standards	0 (0)	129 (1)	129 (1)	10.1 %	9.3 %				
Totals	181 (7)	1091 (15)	1272 (22)						

AM Stations

KDWN	720	50 kw (DA-N)	Talk	AP	\$ 23.00	Roslin			
KENO	1460	10 kw/0.625 kw (DA-2)	Sports	1-on-1, CBS	\$ NA	Lotus	Lotus		
KLSQ	870	10 kw/1 kw (DA-2)	Hispanic	CRC	\$25.00	---	Heftel	Laughlin	
KXNT	840	50 kw/25 kw (DA-2)	Talk	ABC	\$27.00	Eastman	Amer. Radio Sys.		

FM Stations

KBGO	93.1	24 kw @3743	Oldies		\$ 24.00	Katz			
KEDG	103.5	100 kw @ 1158	AOR-New Rock		\$65.00	Allied			
KFMS	101.9	100 kw @ 1180	Country		\$55.00	Katz	Jacor		
KJUL	104.3	24.5 kw @ 3727	Standards	Westwd, CNN	\$ 48.00	---	Centennial	N. Las Vegas	
KKLZ	96.3	100 kw @ 1176	Classic AOR		\$60.00	Sentry	Apogee		
KLUC	98.5	100 kw @ 1180	CHR		\$67.00	Eastman	Amer. Radio Sys.		
KMXB	94.1	100 kw @ 1210	AC/CHR		\$44.00	Allied	Amer. Radio Sys.	Henderson	
KMZQ	100.5	100 kw @ 1104	AC		\$80.00	Eastman	Amer. Radio Sys.	Henderson	
KOMP	92.3	100 kw @ 1520	AOR		\$62.00	Christal	Lotus		
KQOL	105.5	3.7 kw @ 1588	Oldies	Westwd	\$38.00	Allied	Centennial	Boulder City	
KSNE	106.5	100 kw @ 1155	Soft AC		\$92.00	---	Jacor		
KVBC	105.1	50 kw @ 36	News	AP, CNN	\$ NA	---			
KWNR	95.5	100 kw @ 1160	Country		\$88.00	D&R	Jacor	Henderson	
KXPT	97.1	100 kw @ 1919	Prog. AOR		\$40.00	Christal	Lotus		
KXTE	107.5	25 kw @ 3678	AOR-New Rock		\$50.00	Eastman	Amer. Radio Sys.	Pahump	

Notes: 3/97 KQOL-F sold by American General to Centennial (Allen Shaw, Gordon Gray) for \$12,500,000 (Satterfield & Perry) . . . 3/97 KJUL-F sold to Centennial for \$15,500,000 (Satterfield & Perry) . . . 4/97 KORK changed from Standards to All Sports as KBAD

Jim Duncan

Comments: KXNT recorded its sixth consecutive increase . . . KKLZ-F had its highest 12+ share in more than three years, as did KXTE-F . . . KFMS-F was down to its lowest share in more than three years

LEXINGTON-FAYETTE

Arbitron Rank: 105 Pop (12+):	373,300	Stations:	24 / 21	Last Year's Revenue:	\$18,000,000
MSA Rank:	114	Diaries:	1,131/330:1/49.3%	Household Income:	\$38,259
MSA Pop:	443,000	Sample Target:	1,180	Retail Dollars:	\$5.1 Bil.
DMA:	68	% Below Line:	2.0	#1 Biller:	WVLC-F \$4,400,000
Average Persons Rating:	14.5	% Not Listed:	12.4	#1 Billing Portfolio:	
Market TSL In Hours:	19.50	Pop per Station:	17,776	Jacor	\$7,620,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WVLC-F	82 / 15.2	16.7	19.4	18.3	21.1	1112 / 29.8	35.1	34.1	173 / 2464	F	WVLC-F
2	WLKT-F	62 / 11.5	9.9	0.7			903 / 24.2	24.5	2.3	98 / 1515	A	WLKT-F
3	WKQQ-F	42 / 7.8	6.9	11.1	13.3	11.5	699 / 18.7	21.1	24.7	76 / 1384	E	WKQQ-F
4	WMXL-F	41 / 7.6	7.5	7.8	7.9	8.3	729 / 19.5	19.4	22.5	63 / 1177	D	WMXL-F
5	WXZZ-F	AOR-NR	36 / 6.7	5.6	8.0	5.3	623 / 16.7	18.5	17.7	40 / 730	C	WXZZ-F
6	WVLC	FS	33 / 6.1	6.8	4.4	5.7	502 / 13.4	16.3	11.7	42 / 667	D	WVLC
7	WGKS-F	AC	31 / 5.7	3.1	5.0	6.2	562 / 15.1	12.7	15.9	40 / 764	B	WGKS-F
8	WVYC-F	C	25 / 4.6	6.3	7.4	7.5	503 / 13.5	15.1	17.0	37 / 792	C	WVYC-F
9	WLRO-F	CL AOR	20 / 3.7	5.2	6.1	3.5	372 / 10.0	13.0	12.3	36 / 640	B	WLRO-F
	WTKT	B	20 / 3.7	2.4	3.7	0.7	229 / 6.1	5.6	5.6	20 / 229	A	WTKT
11	WLXG	T	16 / 3.0	3.5	3.9	1.8	260 / 7.0	5.9	5.7	19 / 310	A	WLXG
12	WLTO-F	O	12 / 2.2	3.3	2.4	1.1	271 / 7.3	9.5	8.7	17 / 374	A	WLTO-F
13	WVRF-F	REL	11 / 2.0	0.7	1.1		196 / 5.3	2.6	2.5	11 / 202		WVRF-F
14	WLAP	SPRFS	8 / 1.5	1.0	1.5	0.9	159 / 4.2	4.4	4.7	9 / 190	A	WLAP
	WCGW	REL	8 / 1.5	1.7	0.7	0.9	96 / 2.6	2.5	2.1	9 / 167		WCGW

12+ FM Share (Metro): 77.85 % (369 of 474) (Spring 96: 80.25 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WLKT-F >>	1 WLKT-F	1 WVLC-F	1 WVLC-F	1 WVLC-F >	1 WVLC-F >	1 WVLC-F >	1 WVLC-F >	1 WVLC-F >	1 WLKT-F >>	1 WLKT-F >>
2 WXZZ-F >>	2 WKQQ-F <	2 WLKT-F	2 WMXL-F	2 WMXL-F	2 WVLC >	2 WVLC	2 WKQQ-F <	2 WLKT-F	2 WVLC-F	2 WKQQ-F >
	3 WVLC-F <	3 WKQQ-F <	3 WKQQ-F	3 WKQQ-F	3 WGKS-F	3 WLKT-F <	3 WMXL-F <	3 WKQQ-F <	3 WXZZ-F	3 WVYC-F
	4 WMXL-F <	4 WMXL-F	4 WGKS-F	4 WGKS-F <	4 WNDL-F	4 WMXL-F	4 WLKT-F	4 WMXL-F	4 WKQQ-F	
	5 WXZZ-F >	5 WXZZ-F	WXZZ-F	5 WXZZ-F	5 WKQQ-F <	5 WKQQ-F >	5 WGKS-F	5 WXZZ-F	5 WMXL-F	
		6 WGKS-F	WLKT-F	WLKT-F	6 WLXG	6 WGKS-F	6 WXZZ-F	6 WGKS-F <	6 WGKS-F	
			7 WLRO-F	7 WLRO-F		WXZZ-F <		7 WVLC		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WLKT-F >>	1 WLKT-F	1 WVLC-F	1 WVLC-F <	1 WVLC-F >	1 WKQQ-F	1 WKQQ-F >	1 WKQQ-F	1 WKQQ-F >	1 WVLC-F <
2 WXZZ-F	2 WMXL-F	WMXL-F	2 WMXL-F <	2 WMXL-F	2 WLKT-F >>	2 WLKT-F <	2 WVLC-F	2 WVLC-F	2 WKQQ-F >
	3 WVLC-F <	3 WXZZ-F	3 WLKT-F	3 WGKS-F >	3 WXZZ-F	3 WVLC-F	3 WMXL-F	3 WLKT-F	3 WLRO-F
	4 WMXL-F	4 WGKS-F	4 WGKS-F	4 WLKT-F <	4 WVLC-F	4 WXZZ-F	4 WLRO-F	4 WLRO-F	4 WXZZ-F
	5 WVYC-F	WLKT-F	5 WXZZ-F <	5 WXZZ-F	5 WTKT >	5 WMXL-F	WXZZ-F	WXZZ-F	WVLC
	6 WGKS-F	6 WVYC-F	6 WVYC-F >	WVYC-F	6 WLRO-F >	WLKT-F >	6 WMXL-F >	6 WMXL-F >	6 WLKT-F
									WMXL-F
									8 WLXG

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCBR	REL	1110	Richmond 0.6 1.3 3 54
WEKY	AC	1340	Richmond 0.4 1.0 2 38
WJMM-F	REL	106.3	Versailles 0.9 5.3 6 256
WKXO-F	C	106.7	Berea 0.4 0.8 2 52
WVNL	B	1250	Nicholasville 0.7 1.8 4 86

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHAS	FS	840	Louisville 1.1 4.6 29 608
WLW	FS/T	700	Cincinnati 0.6 2.3 11 238
WSAI	ST	1530	Cincinnati 0.4 0.8 4 64

LEXINGTON-FAYETTE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	2 (1)	72 (2)	74 (3)	15.6 %	12.5 %	Jacor	36.7 %	33.5 %	42.3 %
AOR/Classic/NR	0 (0)	98 (3)	98 (3)	20.7 %	20.3 %	WKQQ-FM, WLAP-AM, WLKT-FM, WMXL-FM, WTKT-AM, WWYC-FM			
Black/Urban	24 (2)	0 (0)	24 (2)	5.1 %	4.2 %	Regent, pend.	12.6 %	14.4 %	12.0 %
CHR	0 (0)	62 (1)	62 (1)	13.1 %	11.3 %	WLRO-FM, WLTO-FM, WXZZ-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		49.3 %	47.9 %	54.3 %
Country	0 (1)	109 (3)	109 (4)	23.0 %	26.6 %				
Full Service	42 (3)	0 (0)	42 (3)	8.9 %	9.9 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	16 (1)	0 (0)	16 (1)	3.4 %	4.0 %				
Oldies	0 (0)	12 (1)	12 (1)	2.5 %	4.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	11 (2)	16 (2)	27 (4)	5.7 %	5.0 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	8 (1)	0 (0)	8 (1)	1.7 %	1.2 %				
Standards	2 (1)	0 (0)	2 (1)	0.4 %	0.8 %				
Totals	105 (12)	369 (12)	474 (24)						

AM Stations

Station	Power	Time	Format	Company	Owner	City
WCGW	770	1 kw (Days)	So. Gospel	USA	\$<20.00 — Mortenson	Nicholasville
WLAP	630	5 kw/1 kw (DA-2)	Sports	CBS	\$<20.00 Eastman	Jacor
WLXG	1300	2.5 kw/1 kw (DA-N)	Talk	Westwd	\$<20.00 Banner	LM
WTKT	1580	10 kw/45 w (DA-2)	Black	ABC	\$<20.00 Eastman	Jacor
WVLK	590	5 kw/1 kw (DA-2)	Full Service	ABC	\$44.00 Katz	Georgetown

FM Stations

Station	Power	Time	Format	Company	Owner	City
WGKS	96.9	50 kw @ 492	AC	\$21.00	Banner LM	Paris
WJMM	106.3	3 kw @ 300	Religion	USA	\$<20.00 — Mortenson	Versailles
WKQQ	98.1	100 kw @ 98.1	AOR	\$74.00	Mc-Guild Jacor	
WLKT	104.5	50 kw @ 476	CHR	\$ NA	Eastman Jacor	
WLRO	101.5	7.2 kw @ 541	Classic AOR	\$20.00	Eastman Clark	Richmond
WLTO	102.5	2 kw @ 400	Oldies	\$<20.00	Eastman Clark	Nicholasville
WMXL	94.5	100 kw @ 640	AC	\$54.00	Eastman Jacor	
WVLK	92.9	100 kw @ 850	Country	\$90.00	Katz	
WVRB	105.9	6 kw @ 328	Religion	\$ NA	—	Wilmore
WWYC	100.1	32 kw @ 492	Country	\$32.00	Eastman Jacor	Winchester
WXZZ	103.3	1.8 kw @ 607	AOR-New Rock	\$35.00	Mc-Guild Regent	Georgetown

Notes: 4/97 WXZZ-F sold by Jacor to Regent (Terry Jacobs, Bill Stakelin) for \$3,000,000 . . . 8/97 WLRO-F/WLTO-F sold by Clark to Regent for \$4,600,000 (MVP)

Jim Duncan

Comments: WVLK-F recorded its lowest 12+ share since about 1987 . . . WLKT-F continued to grow . . . WKQQ-F recovered a bit from its poor Fall book, but remains far below historical levels

LINCOLN

Arbitron Rank: 169 Pop (12+): 194,000	Stations: 26 / 12	Last Year's Revenue: \$11,000,000
MSA Rank: 184	Diaries: 949/204:1/60.8%	Household Income: \$47,677
MSA Pop: 234,000	Sample Target: 860	Retail Dollars: \$2.6 Bil.
DMA: 101 (w/Central NE)	% Below Line: 19.2	#1 Biller: KZKX-F \$2,400,000
Average Persons Rating: 15.0	% Not Listed: 13.1	#1 Billing Portfolio:
Market TSL In Hours: 20.00	Pop per Station: 16,167	Triathlon \$4,950,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KZKX-F	C	35 / 12.0	9.5	11.4	11.1	436 / 22.5	21.5	20.7	50 / 691	D	KZKX-F
2	KFOR	FS	28 / 9.6	9.8	8.9	9.5	349 / 18.0	18.8	19.4	30 / 404	C	KFOR
3	KFRX-F	CHR	25 / 8.6	9.8	9.8	8.5	439 / 22.6	26.5	23.8	32 / 599	C	KFRX-F
	KTGL-F	CL AOR	25 / 8.6	6.2	7.9	8.5	389 / 20.1	14.9	19.8	38 / 544	C	KTGL-F
5	KIBZ-F	AOR	21 / 7.2	4.2	4.8	4.2	275 / 14.2	9.9	10.5	23 / 295	B	KIBZ-F
6	KGDE-F	AOR-NR	14 / 4.8	5.5	3.8	4.9	288 / 14.8	18.1	15.3	25 / 471		KGDE-F
7	KKUL-F	O	12 / 4.1	4.6			211 / 10.9	9.8		14 / 248		KKUL-F
8	KLIN	T	11 / 3.8	6.2	3.5	5.6	192 / 9.9	22.2	13.7	12 / 213	B	KLIN
	KEZG-F	AC	11 / 3.8	4.9	7.0	7.2	210 / 10.8	11.1	12.7	15 / 263	B	KEZG-F
10	KFGE-F	C	10 / 3.4	3.9	4.4	3.6	197 / 10.1	12.8	11.3	23 / 385	B	KFGE-F
11	KLMS	SPRYS	9 / 3.1	3.9	5.1	3.6	142 / 7.3	9.1	10.9	11 / 175	A	KLMS
12	KFAB	FS	7 / 2.4	2.6	3.2	3.6	164 / 8.5	6.9	9.2	26 / 446		KFAB

12+ FM Share (Metro): 75.49 % (191 of 253) (Spring 96: 75.72 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KFRX-F >>	1 KIBZ-F	1 KTGL-F	1 KTGL-F	1 KZKX-F <	1 KFOR	1 KFOR >	1 KZKX-F >	1 KZKX-F	1 KZKX-F <	1 KFOR
2 KGDE-F >>	2 KTGL-F	2 KZKX-F <	2 KZKX-F	2 KTGL-F	2 KZKX-F >>	2 KZKX-F	2 KTGL-F <	2 KTGL-F	2 KTGL-F	2 KFRX-F
	3 KZKX-F	3 KIBZ-F <	3 KFRX-F	3 KFRX-F <	3 KTGL-F	3 KFRX-F	3 KFOR	3 KIBZ-F <	3 KFRX-F	KFAB
	KFRX-F	4 KFRX-F >	KIBZ-F >	4 KIBZ-F <	4 KKUL-F	4 KTGL-F <	4 KIBZ-F <	4 KFRX-F <	4 KFRX-F <	4 KGDE-F
	KGDE-F >>	5 KGDE-F	5 KKUL-F	5 KFOR	5 KFRX-F	5 KIBZ-F >>	5 KFRX-F <	5 KFOR	5 KIBZ-F >	4 KZKX-F
		6 KKUL-F	KEZG-F	6 KEZG-F	KLIN	6 KFOR	6 KFOR	6 KFOR	6 KFOR	
		KEZG-F	7 KFOR	7 KKUL-F		7 KEZG-F	7 KEZG-F	7 KKUL-F	7 KKUL-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 KZKX-F	1 KFRX-F	1 KFRX-F	1 KFRX-F	1 KFRX-F	1 KIBZ-F >>	1 KIBZ-F >	1 KIBZ-F >	1 KIBZ-F <	1 KTGL-F
2 KFRX-F	2 KZKX-F	2 KZKX-F	2 KZKX-F	2 KZKX-F	2 KGDE-F	2 KTGL-F	2 KTGL-F >	2 KTGL-F >	2 KZKX-F
KGDE-F >	3 KTGL-F	3 KTGL-F >	3 KTGL-F	3 KFOR	3 KFRX-F	3 KGDE-F >>	3 KLIN	3 KZKX-F	3 KIBZ-F >
4 KTGL-F >>	4 KGDE-F	4 KIBZ-F	4 KEZG-F	4 KTGL-F	KTGL-F >>		KGDE-F >	4 KGDE-F >	4 KLIN
	5 KIBZ-F	KEZG-F >>	5 KFOR	KEZG-F			5 KZKX-F	5 KFRX-F	5 KGDE-F
	KEZG-F >		KKUL-F	6 KKUL-F >			KLMS	KLIN	
							KEZO-F >>		

Consolidation Report	12+	25-54	Revenue
3 Eagles	23.0 %	19.2 %	33.2 %
KFOR-AM, KFRX-FM, KLMS-AM, KNET-FM			
Triathlon	29.5 %	31.2 %	45.0 %
KIBZ-FM, KKNB-FM, KTGL-FM, KZKX-FM			
Warner	15.1 %	16.8 %	19.1 %
KEZG-FM, KFGE-FM, KKUL-FM, KLIN-AM			
	67.6 %	67.2 %	97.3 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KKNB-F	AC-NR	104.1	Crete	1.7	9.5	7 258
KNET-F	AOR/CL	95.1	Lincoln	1.7	6.9	6 159
Other Rated Stations--Outside Market						
KEFM-F	AC	96.1	Omaha	1.7	8.6	16 321
KESY-F	SAC	104.5	Omaha	0.3	1.7	2 67
KEZO-F	AOR	92.3	Omaha	1.7	7.0	15 252
KGOR-F	O	99.9	Omaha	1.0	5.3	15 247
KJSK	N/T	900	Columbus	0.3	1.2	1 66
KKAR	N/T	1290	Omaha	0.3	1.4	7 67

LINCOLN

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	26 (4)	26 (4)	10.3 %	10.5 %
AOR/Classic/NR	0 (0)	68 (5)	68 (5)	26.9 %	23.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	29 (2)	29 (2)	11.5 %	13.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	2 (1)	47 (3)	49 (4)	19.4 %	16.9 %
Full Service	35 (2)	0 (0)	35 (2)	13.8 %	14.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	5 (1)	5 (1)	2.0 %	1.5 %
News/Talk	13 (3)	0 (0)	13 (3)	5.1 %	7.9 %
Oldies	0 (0)	15 (2)	15 (2)	5.9 %	6.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	1 (1)	1 (1)	0.4 %	0.0 %
Sports	9 (1)	0 (0)	9 (1)	3.6 %	0.0 %
Standards	3 (1)	0 (0)	3 (1)	1.2 %	4.5 %
Totals	62 (8)	191 (18)	253 (26)		

AM Stations

KFOR	1240	1 kw	Full Service	ABC	\$36.00	Katz	3 Eagles
KLIN	1400	1 kw	Talk	CBS, CNN, ABC	\$<20.00	—	Warner
KLMS	1480	3.3 kw/1 kw (DA-2)	Sports	Westwd, CNN, ABC	\$<20.00	Mc-Guild	3 Eagles

FM Stations

KEZG	107.3	100 kw @ 548	AC	Westwd, CBS	\$20.00	—	Warner
KFGE	98.1	100 kw @ 981	Country		\$<20.00	—	Warner Milford
KFRX	102.7	100 kw @ 430	CHR		\$32.00	Katz	3 Eagles
KIBZ	106.3	3 kw @ 213	AOR		\$<20.00	Katz	Triathlon
KKNB	104.1	31 kw @ 613	AC-NR		\$<20.00	Katz	Triathlon Crete
KKUL	105.3	3 kw @ 328	Oldies		\$<20.00	—	Warner
KNET	95.1	50 kw @ 286	AOR/Classic	ABC	\$<20.00	Christal	3 Eagles
KTGL	92.9	100 kw @ 810	Classic AOR		\$40.00	Katz	Triathlon Beatrice
KZKX	96.9	100 kw @ 581	Country		\$53.00	Katz	Triathlon Seward

Notes: KFAB – See Omaha . . . 3/97 KNET-F changed from AOR to AC/CHR . . . 6/97 KMEM changed calls back to KLMS and changed from Standards/Talk to Sports

Jim Duncan

Comments: Listening levels are down sharply (-1.6 rating points versus Spring '96) . . . KIBZ-F is at its highest 12+ share level since 1993

LITTLE ROCK

Arbitron Rank: 82	Pop (12+): 452,600	Stations: 26 / 23	Last Year's Revenue: \$18,500,000
MSA Rank: 93		Diarles: 1,599/283:1/55.2%	Household Income: \$40,651
MSA Pop: 550,000		Sample Target: 1,550	Retail Dollars: \$6.0 Bil.
DMA: 58		% Below Line: 2.2	#1 Billing: KSSN-F \$3,500,000
Average Persons Rating: 15.2		% Not Listed: 9.9	#1 Billing Portfolio: Clear Channel \$8,920,000
Market TSL in Hours: 20.25		Pop per Station: 19,678	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	KMJX-F	77 / 11.2	7.4	10.6	8.7	9.1	9.5	865 / 19.1	19.2	18.1	126 / 1532	D
2	KIPR-F	68 / 9.9	10.3	9.9	9.6	9.3	9.9	685 / 15.1	17.0	15.1	111 / 1143	D
3	KSSN-F	66 / 9.6	12.9	11.7	10.6	12.8	11.2	1106 / 24.4	22.7	25.1	174 / 2562	E
4	KURB-F	53 / 7.7	7.4	7.9	8.4	10.4	7.9	955 / 21.1	19.4	22.6	96 / 1855	D
5	KKPT-F	38 / 5.5	3.8	5.6	5.1	5.4	5.0	642 / 14.2	14.1	12.9	70 / 1286	C
6	KARN-AF	35 / 5.1	7.5	6.1	6.6	6.2	6.3	579 / 12.8	14.9	12.2	39 / 715	D
7	KYFX-F	34 / 5.0	3.8	5.0	4.5	3.4	4.6	421 / 9.3	10.3	7.3	35 / 431	A
8	KDDK-F	33 / 4.8	3.8	4.4	6.3	6.2	4.8	510 / 11.3	12.2	15.7	49 / 940	C
9	KOLL-F	31 / 4.5	3.7	3.8	4.2	4.0	4.1	527 / 11.6	10.4	12.1	57 / 998	B
10	KVLO-F	24 / 3.5	4.1	3.6	5.2	3.6	4.1	485 / 10.7	9.8	9.7	35 / 673	B
	KESR-F	24 / 3.5	4.3	3.5	2.4		3.4	581 / 12.8	10.2		27 / 640	
12	KMVK-F	20 / 2.9	4.3	2.6	2.8	3.2	3.2	343 / 7.6	6.4	7.4	22 / 442	A
13	KSYG-F	18 / 2.6	2.6	3.2	2.4	1.9	2.7	354 / 7.8	9.0	7.0	31 / 602	A
14	KDRE-F	16 / 2.3	3.1	1.8	2.4	2.6	2.4	400 / 8.8	5.9	7.8	17 / 495	A
	KITA	16 / 2.3	2.1	1.4	1.2	1.5	1.7	171 / 3.8	3.1	3.9	16 / 181	A
16	KYTN-F	15 / 2.2	1.8	2.3	2.2	1.7	2.1	270 / 6.0	5.6	6.7	19 / 359	A

12+ FM Share (Metro): 88.51 % (547 of 618) (Spring 96: 84.85 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KIPR-F >>	1 KMJX-F >	1 KMJX-F >	1 KMJX-F >	1 KMJX-F >	1 KSSN-F >	1 KMJX-F	1 KMJX-F	1 KMJX-F	1 KIPR-F >	1 KIPR-F <
2 KESR-F >>	2 KIPR-F	2 KURB-F <	2 KURB-F <	2 KSSN-F <	2 KARN-AF <	2 KSSN-F	2 KSSN-F <	2 KIPR-F	2 KMJX-F	2 KSSN-F
	3 KURB-F >	3 KIPR-F <	3 KSSN-F <	3 KURB-F	3 KOLL-F <	3 KIPR-F <	3 KURB-F	3 KSSN-F	3 KESR-F	3 KARN-AF
	4 KSSN-F <	4 KSSN-F	4 KKPT-F	4 KKPT-F	4 KMJX-F	4 KURB-F >	4 KARN-AF	4 KURB-F	4 KSSN-F <	4 KSSN-F <
	5 KKPT-F	5 KKPT-F	5 KYFX-F <	5 KYFX-F <	5 KURB-F	5 KARN-AF <	5 KKPT-F <	5 KKPT-F	5 KYFX-F <	5 KYFX-F <
	6 KYFX-F	6 KYFX-F >	6 KIPR-F	6 KIPR-F	6 KDDK-F <	6 KYFX-F <	6 KIPR-F	6 KYFX-F	6 KURB-F	6 KURB-F
				7 KOLL-F	7 KKPT-F	7 KKPT-F		7 KDDK-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 KIPR-F	1 KURB-F	1 KURB-F	1 KURB-F	1 KURB-F <	1 KMJX-F	1 KMJX-F >>	1 KMJX-F >>	1 KMJX-F >>	1 KMJX-F >
2 KURB-F	2 KIPR-F <	2 KSSN-F	2 KIPR-F	2 KSSN-F	2 KIPR-F >>	2 KIPR-F >	2 KKPT-F	2 KKPT-F	2 KKPT-F
3 KESR-F	3 KMJX-F	3 KMJX-F	3 KMJX-F	3 KMJX-F <	3 KDRE-F	3 KKPT-F	3 KURB-F	3 KIPR-F	3 KSSN-F
	KMJX-F >	4 KSSN-F	4 KYFX-F	KSSN-F	KMVK-F	4 KURB-F >	KIPR-F >	4 KSSN-F	4 KURB-F
5 KDRE-F	5 KYFX-F	KIPR-F >	5 KYFX-F	5 KIPR-F	5 KSSN-F >	5 KYFX-F		5 KURB-F	5 KIPR-F
	KMVK-F >	6 KESR-F	6 KDDK-F	6 KVLO-F <		KSSN-F		6 KYFX-F >	KYFX-F
	KDDK-F			7 KOLL-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KEZQ	ST	1250	Little Rock 1.5 2.7 10 121
KGHT	REL	880	Sherwood 0.9 2.3 12 225
KHUG-F	C	96.5	England 0.9 2.9 8 188
KLRG	B/G	1150	N. Little Rock 1.0 3.2 8 185
KMZ-F	CHR/B	106.3	Lonoke 0.9 3.0 7 157

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KFFB-F	ST	106.1	Fairfield Bay 0.4 0.8 16 164
KLAZ-F	CHR	105.9	Hot Springs 1.3 6.6 42 824
KPIK-F	ST	101.5	Beebe 0.4 0.7 8 114

LITTLE ROCK

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	53 (1)	53 (1)	8.6 %	8.7 %	Citadel, pend.	33.4 %	29.9 %	41.5 %
AOR/Classic/NR	0 (0)	115 (2)	115 (2)	18.6 %	19.9 %	KRNN-AM, KVLO-FM, KESR-FM, KEZQ-AM, KIPR-FM, KURB-FM, KARN-AF, KRRN-FM, KYTN-FM			
Black/Urban	0 (0)	108 (3)	108 (3)	17.5 %	16.9 %	Clear Channel	33.0 %	35.9 %	48.2 %
CHR	0 (0)	49 (3)	49 (3)	7.9 %	5.3 %	KSSN-FM, KMKV-FM, KMJX-FM, KDDK-FM, KOLL-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Signal	8.1 %	11.8 %	7.3 %
Country	0 (1)	125 (4)	125 (5)	20.2 %	20.5 %	KSYG-FM, KKPT-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		74.5 %	77.6 %	97.0 %
News/Talk	32 (1)	21 (2)	53 (3)	8.6 %	10.2 %				
Oldies	0 (0)	31 (1)	31 (1)	5.0 %	4.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	29 (3)	15 (1)	44 (4)	7.1 %	8.5 %				
Soft AC/EZ	0 (0)	24 (1)	24 (1)	3.9 %	4.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	10 (1)	6 (2)	16 (3)	2.6 %	1.8 %				
Totals	71 (6)	547 (20)	618 (26)						

AM Stations

Station	Freq	Power	Format	Owner
KARN	920	5 kw (DA-N)	News/Talk	CBS \$40.00 Katz Citadel, pend.
KITA	1440	5 kw/0.24 kw (DA-N)	Gospel	\$ NA —

FM Stations

Station	Freq	Power	Format	Owner
KARN	102.5	3 kw @ 328	See KARN	Cabot
KDDK	100.3	44.2 kw @ 1369	Country	ABC \$42.00 Clr Chnl Clear Channel Jacksonville
KDRE	101.1	6 kw @ 328	CHR	\$<20.00 — Flinn N. Little Rock
KESR	102.1	4.1 kw @ 387	CHR	\$<20.00 Banner Citadel, pend. Sherwood
KIPR	92.3	100 kw @ 938	Black	ABC \$42.00 Banner Citadel, pend. Pine Bluff
KKPT	94.1	100 kw @ 1602	Classic AOR	\$30.00 Christal Signal
KMJX	105.1	81 kw @ 1054	AOR	ABC \$52.00 Clr Chnl Clear Channel Conway
KMKV	106.7	16 kw @ 866	Country	\$<20.00 Katz Clear Channel Benton
KOLL	94.9	100 kw @ 1844	Oldies	Westwd \$30.00 Katz Clear Channel Maumelle
KSSN	95.7	100 kw @ 1664	Country	\$80.00 Katz Clear Channel
KSYG	103.7	100 kw @ 1663	News/Talk	\$<20.00 Christal Signal
KURB	98.5	100 kw @ 1285	AC/CHR	\$71.00 D&R Citadel, pend.
KVLO	102.9	50 kw @ 492	Soft AC	\$<20.00 D&R Citadel, pend. Sheridan
KYFX	99.5	3 kw @ 312	Black AC	CNN \$21.00 Eastman
KYTN	107.7	50 kw @ 312	Black Gospel	\$ NA — Citadel, pend. Wrightsville

Notes: 4/97 KMKV-F/KOLL-F/KSSN-F sold by Triathlon to Clear Channel for \$20,000,000 . . . 4/97 KDRE-F changed from New Rock to CHR as "Z-101" . . . 5/97 KMZX-F changed from Black Gospel to Dance CHR (CHR/B) . . . 5/97 Citadel bought these stations: KESR-F for \$3,300,000; KIPR-F for \$10,300,000 . . . 5/97 Citadel bought these stations from Ted Snider: KARN-AF/Arkansas Radio Network for \$8,400,000; KRNN/KKRN-F for \$1,700,000; KRRN-F (CP) for \$1,300,000 . . . 6/97 KMZX-F (106.3; Lonoke) sold by Willis for \$1,300,000 . . . 6/97 KYTN-F sold to Citadel for \$1,500,000 (Sunbelt) . . . 8/97 KEZQ/KURB-F/KVLO-F sold by GHB to Citadel for \$12,000,000

Jim Duncan

Comments: For the first time in many years, KSSN-F is not the 12+ leader; instead KMJX-F is, with its highest 12+ share ever

LOS ANGELES

Arbitron Rank: 2 Pop (12+): 9,741,200	Stations: 50 / 47	Last Year's Revenue: \$529,000,000
MSA Rank: 2	Diaries: 7,043/1383:1/49.6%	Household Income: \$44,898
MSA Pop: 12,700,000	Sample Target: 6,840	Retail Dollars: \$100.4 Bil.
DMA: 2	% Below Line: 1.4	#1 Biller: KRTH-F \$30,200,000
Average Persons Rating: 17.5	% Not Listed: 10.6	#1 Billing Portfolio: Westinghouse \$168,100,000
Market TSL In Hours: 23.00	Pop per Station: 207,260	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	KLVE-F	SP	1125 / 6.6	6.0	6.9	7.1	7.2	6.7	12907 / 13.3	13.3	13.1	1245 / 14494	K	KLVE-F
2	KKBT-F	B	759 / 4.5	5.5	4.9	5.0	5.0	5.0	11030 / 11.3	11.0	11.2	938 / 13623	F	KKBT-F
3	KSCA-F	SP	741 / 4.4	3.5	1.1	1.2	1.4	2.5	8727 / 9.0	3.8	3.8	813 / 9763	F	KSCA-F
4	KPWR-F	U/CHR	727 / 4.3	4.6	4.6	5.0	5.4	4.6	15391 / 15.8	14.3	16.7	833 / 17933	K	KPWR-F
5	KRTH-F	O	668 / 3.9	3.3	3.7	3.8	3.8	3.7	14337 / 14.7	12.9	13.1	824 / 17446	K	KRTH-F
6	KIIS-F	CHR	649 / 3.8	3.2	3.1	3.4	3.6	3.4	15229 / 15.8	14.6	14.4	772 / 17878	K	KIIS-F
7	KROQ-F	AOR-NR	641 / 3.8	3.4	2.9	3.1	3.3	3.3	11206 / 11.5	10.5	11.3	716 / 12972	K	KROQ-F
8	KFI	T	628 / 3.7	4.3	4.3	4.0	4.0	4.1	9445 / 9.7	10.8	10.2	992 / 14195	K	KFI
9	KOST-F	AC	605 / 3.6	3.2	3.9	3.2	3.2	3.5	11900 / 12.2	12.8	12.4	715 / 14454	K	KOST-F
10	KTWV-F	J	579 / 3.4	3.8	3.6	3.5	3.5	3.6	8545 / 8.8	8.9	8.9	674 / 10367	K	KTWV-F
11	KABC	T	485 / 2.8	3.0	3.2	3.3	3.1	3.1	7755 / 8.0	8.2	8.5	547 / 8871	K	KABC
12	KYSR-F	AC/CHR	475 / 2.8	2.1	2.3	2.6	2.9	2.4	10458 / 10.7	8.8	8.9	537 / 11885	K	KYSR-F
13	KLAX-F	SP	450 / 2.6	3.2	4.0	3.4	3.3	3.3	7432 / 7.6	8.9	8.1	479 / 7992	J	KLAX-F
	KCBS-F	CL AOR	450 / 2.6	2.8	1.9	2.3	2.4	2.4	8366 / 8.6	7.8	7.9	564 / 10740	K	KCBS-F
15	KTNQ	SP	433 / 2.5	2.1	2.1	2.8	1.8	2.4	4482 / 4.6	4.0	4.3	452 / 4704	G	KTNQ
16	KZLA-F	C	419 / 2.5	2.1	2.9	2.1	2.0	2.4	5912 / 6.1	6.3	5.3	473 / 6875	I	KZLA-F
17	KBIG-F	AC	405 / 2.4	2.7	2.5	2.9	3.0	2.6	9575 / 9.8	9.9	11.4	500 / 11780	K	KBIG-F
18	KLAC	ST	381 / 2.2	2.4	2.2	2.4	2.7	2.3	5730 / 5.9	6.0	5.7	448 / 6706	E	KLAC
19	KLOS-F	AOR	371 / 2.2	2.3	2.0	2.5	2.7	2.2	7638 / 7.8	8.1	9.3	516 / 10841	K	KLOS-F
20	KBUE-FF	SP	346 / 2.0	2.1	1.7	2.2	1.6	2.0	5635 / 5.8	5.0	4.4	348 / 5731	E	KBUE-FF
21	KLSX-F	T	344 / 2.0	1.9	2.5	1.7	2.1	2.0	5891 / 6.0	6.8	6.4	409 / 7151	I	KLSX-F
22	KNX	N	335 / 2.0	2.4	2.5	2.1	2.1	2.2	8786 / 9.0	10.1	9.9	452 / 11780	K	KNX
23	KFWB	N	333 / 2.0	2.1	1.9	1.9	2.2	2.0	8989 / 9.2	9.4	9.7	357 / 9839	K	KFWB
24	KIBB-F	B/A/C	268 / 1.6	1.8	1.2	1.6	1.6	1.5	6993 / 7.2	5.0	5.8	307 / 8254	H	KIBB-F
25	KKGO-F	CL	256 / 1.5	1.6	2.1	1.5	1.6	1.7	5226 / 5.4	6.5	6.0	320 / 6157	H	KKGO-F
26	KJLH-F	B	218 / 1.3	1.7	1.2	1.3	1.1	1.4	3501 / 3.6	3.8	3.5	221 / 3594	C	KJLH-F
27	KLYY-F	AOR-NR	165 / 1.0	1.0	1.2	1.3	1.2	1.1	5196 / 5.3	6.3	3.7	189 / 5951	B	KLYY-F

12+ FM Share (Metro): 76.64 % (11664 of 15220) (Spring 96: 73.56 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KPWR-F >	1 KLVE-F	1 KLVE-F	1 KLVE-F >	1 KLVE-F >	1 KLVE-F <	1 KLVE-F	1 KLVE-F	1 KLVE-F <	1 KPWR-F	1 KABC <
2 KIIS-F <	2 KROQ-F <	2 KSCA-F	2 KSCA-F	2 KSCA-F	2 KFI <	2 KSCA-F	2 KFI	2 KKBT-F <	2 KLVE-F <	2 KNX <
3 KKBT-F	3 KKBT-F <	3 KKBT-F	3 KTWV-F	3 KRTH-F	3 KRTH-F	3 KLSX-F <	3 KRTH-F <	3 KPWR-F	3 KKBT-F	3 KLVE-F
4 KROQ-F >>	4 KSCA-F <	4 KROQ-F	KRTH-F <	KTWV-F	4 KABC	4 KKBT-F <	4 KTWV-F <	4 KIIS-F	4 KROQ-F	4 KSCA-F <
5 KPWR-F	5 KIIS-F <	5 KCBS-F	5 KCBS-F	5 KTWV-F	5 KROQ-F <	5 KSCA-F <	5 KRTH-F <	5 KROQ-F <	5 KOST-F	5 KOST-F
6 KIIS-F	6 KRTH-F	6 KKBT-F	6 KOST-F <	6 KLAC <	6 KIIS-F <	6 KOST-F	6 KROQ-F <	6 KIIS-F		
7 KLAX-F <	KOST-F <	KROQ-F	7 KKBT-F	7 KOST-F <	7 KFI	7 KCBS-F <	7 KTWV-F <	7 KSCA-F <		
8 KYSR-F <	8 KPWR-F <	KOST-F <	KFI <	8 KZLA-F <	8 KPWR-F <	8 KKBT-F	8 KOST-F	8 KABC <		
9 KOST-F	9 KTWV-F <	9 KIIS-F <	9 KROQ-F	9 KNX <	9 KRTH-F	KABC <	KFI <	9 KRTH-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 KKBT-F	1 KLVE-F	1 KLVE-F >	1 KLVE-F >	1 KLVE-F >	1 KPWR-F	1 KROQ-F	1 KLVE-F <	1 KLVE-F	1 KLVE-F
2 KPWR-F	2 KKBT-F	2 KSCA-F <	2 KSCA-F <	2 KRTH-F <	2 KKBT-F <	2 KROQ-F <	2 KROQ-F <	2 KSCA-F	2 KSCA-F
3 KLVE-F <	3 KIIS-F	3 KROQ-F <	3 KOST-F	3 KTWV-F <	3 KROQ-F	3 KSCA-F <	3 KSCA-F >	3 KROQ-F <	3 KCBS-F
4 KIIS-F <	KSCA-F	4 KIIS-F <	KKBT-F <	4 KSCA-F <	4 KLVE-F <	4 KPWR-F <	4 KKBT-F <	4 KKBT-F	4 KLSX-F <
5 KOST-F <	KROQ-F <	5 KKBT-F <	5 KIIS-F <	5 KOST-F	5 KSCA-F	5 KKBT-F >	5 KTNQ	5 KCBS-F <	5 KLOS-F <
6 KROQ-F	6 KPWR-F <	6 KYSR-F	6 KRTH-F <	6 KBIG-F	6 KIIS-F	6 KLAX-F <	6 KLSX-F <	6 KPWR-F <	6 KTWV-F
7 KSCA-F	7 KOST-F <	7 KLAX-F	7 KTWV-F <	KIIS-F <	7 KLAX-F <	7 KLSX-F <	7 KLAX-F	7 KLSX-F	KFI
8 KYSR-F	8 KYSR-F	KBIG-F	8 KYSR-F <	8 KYSR-F <	8 KYSR-F	8 KTNQ	8 KPWR-F <	8 KLOS-F <	KROQ-F <
9 KLAX-F	9 KLAX-F	KIBB-F <	9 KROQ-F <	9 KZLA-F <		KIIS-F <	9 KCBS-F <		

LOS ANGELES

Consolidation Report	12+	25-54	Revenue
ABC/Disney KLOS-FM, KTZN-AM, KABC-AM	5.6 %	5.4 %	11.3 %
Chancellor, pend. KBIG-FM, KIBB-FM, KKBT-FM, KLAC-AM, KYSR-FM	13.5 %	12.0 %	15.8 %
Cox KACE-FM, KFI-AM, KRTO-FM, KOST-FM	8.5 %	8.4 %	10.8 %
HefTel KTNQ-AM, KSCA-FM, KLVE-FM	13.5 %	15.5 %	6.8 %
Lieberman KKHJ-AM, KBUE-FM, KBUA-FM, KWIZ-FM	3.1 %	3.1 %	1.7 %
Westinghouse KNX-AM, KRLA-AM, KROQ-FM, KRTH-FM, KFWB-AM, KCBS-FM, KTWV-FM, KLSX-FM	20.6 %	21.9 %	31.8 %
	64.8 %	66.3 %	78.2 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KACD-FF	U	103.1	Santa Monica	0.6	2.9	108	2812
KACE-F	B/AC	103.9	Inglewood	0.7	2.3	129	2459
KFSG-F	REL	96.3	Los Angeles	0.5	1.6	82	1640
KGMX-F	AC	94.3	Lancaster	0.4	1.0	72	1040
KIEV	T	870	Glendale	0.5	1.2	96	1373
KIKF-F	C	94.3	Anaheim	0.4	1.4	68	1345
KKHJ	SP	930	Los Angeles	0.8	2.6	136	2605
KKLA-F	REL	99.5	Los Angeles	0.6	1.9	106	2097
KRLA	O	1110	Los Angeles	0.9	3.0	170	3239
KRRA	SP	900	W. Covina	0.4	1.0	69	1085
KRTO-F	SP	98.3	W. Covina	0.5	1.1	87	1327
KSSE-F	SP	97.5	San Bernardino	0.8	2.5	226	3894
KTZN	T	710	Los Angeles	0.6	3.3	129	3926
KWIZ-F	SP	96.7	Santa Ana	0.3	0.8	50	759
KWKW	SP	1330	Los Angeles	0.9	2.5	157	2442
KWVE-F	REL	107.9	San Clemente	0.5	2.0	98	2375
KXMG	SP	1540	Los Angeles	0.9	2.5	153	2421

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	1554 (4)	1554 (4)	10.2 %	10.1 %
AOR/Classic/NR	0 (0)	1627 (4)	1627 (4)	10.7 %	10.3 %
Black/Urban	0 (0)	2200 (7)	2200 (7)	14.5 %	15.1 %
CHR	0 (0)	707 (2)	707 (2)	4.6 %	3.9 %
Classical	0 (0)	256 (1)	256 (1)	1.7 %	2.4 %
Country	0 (0)	547 (3)	547 (3)	3.6 %	4.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	937 (5)	2928 (8)	3865 (1)	25.4 %	22.4 %
Jazz	0 (0)	579 (1)	579 (1)	3.8 %	4.0 %
News/Talk	1970 (6)	344 (1)	2314 (7)	15.2 %	17.1 %
Oldies	153 (1)	668 (1)	821 (2)	5.4 %	5.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	1 (1)	254 (3)	255 (4)	1.7 %	1.7 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	114 (1)	0 (0)	114 (1)	0.7 %	0.9 %
Standards	381 (1)	0 (0)	381 (1)	2.5 %	2.4 %
Totals	3556 (15)	11664 (35)	15220 (50)		

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KGGI-F	CHR/U	99.1	Riverside	0.3	2.3	278	6322
KTPI-F	C	103.1	Tehachapi	0.4	0.8	60	835
XTRA	SPRTS	690	Tijuana, MX	0.7	2.4	168	3381

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
KABC	790	5 kw (DA-N)	Talk	ABC	\$400.00	Amcast ABC/Disney
KFI	640	50 kw	Talk	Westwd	\$410.00	Christal Cox
KFWB	980	5 kw	News	CNN, ABC, AP	\$310.00	Group W Westinghouse
KKHJ	930	5 kw (DA-N)	Hispanic		\$140.00	--- Lieberman
KLAC	570	5 kw (DA-N)	Standards		\$59.00	Sentry Chancellor
KNX	1070	50 kw	News	CBS	\$310.00	CBS Westinghouse
KRLA	1110	50 kw/20 kw (DA-2)	Oldies		\$50.00	Allied Westinghouse
KTNQ	1020	50 kw (DA-2)	Hispanic	CRC	\$130.00	Katz Hisp. HefTel
KTZN	710	50 kw/10 kw (DA-N)	Talk	ABC	\$120.00	Amcast ABC/Disney
KWKW	1330	5 kw (DA-N)	Hispanic	CBS	\$125.00	Lotus Lotus
KXMG	1540	50 kw/10 kw (DA-2)	Hispanic		\$70.00	Caballero 1-on-1

LOS ANGELES

FM Stations

KACE	103.9	1.65 kw @ 390	Black AC	\$ 80.00	Christal	Cox	
KBIG	104.3	105 kw @ 2890	AC	\$400.00	Sentry	Chancellor, pend.	
KBUA	94.3	3 kw @ 85	See KBUE-F				San Fernando
KBUE	105.5	1.35 kw @ 407	Hispanic	\$85.00	---	Liberman	Long Beach
KCBS	93.1	28.5 kw @ 3498	Classic AOR	CBS	\$375.00	CBS	Westinghouse
KFSG	96.3	54 kw @ 480	Religion	\$ NA	---	Foursquare Gospel	
KIBB	100.3	5.3 kw @ 3004	Black AC	Westwd	\$190.00	Banner	Chancellor
KIIS	102.7	8 kw @ 2960	CHR	\$490.00	Mc-Guild	Jacor	
KJLH	102.3	2.25 kw @ 338	Black	\$70.00	K&P		Compton
KKBT	92.3	43 kw @ 2910	Black	\$440.00	Allied	Chancellor	
KKGO	105.1	18 kw @ 2887	Classical	AP	\$185.00	Allied	Mt. Wilson
KKLA	99.5	10.5 @ 2881	Religion	SRN	\$ NA	Salem	Salem
KLAX	97.9	50 kw @ 390	Hispanic	\$305.00	Caballero	SBS	
KLOS	95.5	63 kw @ 3130	AOR	ABC	\$420.00	Amcast	ABC/Disney
KLSX	97.1	21 kw @ 3002	Talk	\$270.00	Allied	Westinghouse	
KLVE	107.5	29.5 kw @ 2998	Hispanic	\$350.00	Katz Hisp.	Heftel	
KLYY	107.1	3 kw @ -44	New Rock	\$70.00	---	Odyssey	Arcadia
KOST	103.5	12.5 kw @ 3100	AC	\$400.00	Christal	Cox	
KPWR	105.9	25 kw @ 3035	Urban/CHR	\$400.00	D&R	Emmis	
KROQ	106.7	5.6 kw @ 1387	New Rock	\$475.00	Infinity	Westinghouse	Pasadena
KRTH	101.1	51.3 kw @ 3130	Oldies	\$545.00	CBS	Westinghouse	
KRTO	98.3	0.65 kw @ 971	See KACE-F		Christal	Cox	W. Covina
KSCA	101.9	4.8 kw @ 2831	Hispanic	\$190.00	Katz Hisp.	Heftel	Glendale
KTWW	94.7	58 kw @ 2831	Jazz	\$415.00	Group W	Westinghouse	
KYSR	98.7	75 kw @ 1180	AC/CHR	\$390.00	Banner	Chancellor	
KZLA	93.9	18.5 kw @ 3136	Country	\$260.00	Sentry	Bonneville, pend.	

Notes: 2/97 KSCA-F changed from Progressive AOR to Hispanic as "La Nueva" . . . 2/97 El Dorado sold KRTO-F to Cox for \$20,000,000 . . . 2/97 KMPC segued to "lifestyle-oriented" Talk as KTZN ("The Zone") . . . 3/97 KIIS (AM) changed to Sports as "Xtra Sports 1150" . . . 3/97 KXMG (1540) sold by Spanish Bcstg. System to One-on-One Sports for \$17,000,000 . . . 3/97 Chancellor acquired KKBT-F through merger with Evergreen . . . 3/97 Viacom sold these stations to Chancellor: KYSR-F for \$200,000,000; KIBB-F for \$150,000,000 . . . 3/97 Greater Media traded KRLA/KLSX-F to Westinghouse for WMMR-F Philadelphia and WBOS-F/WOAZ-F Boston . . . 4/97 KNOB (540; Costa Mesa) changed from All Beatles to Classical as "X-Bach" . . . 4/97 KVAR-F changed from Hispanic AC to Hispanic CHR as KSSE-F (before the Spring survey) . . . 4/97 KRTO-F changed from Hispanic to simulcast of KACE-F . . . 6/97 KPLS (830; Orange) sold by Children's to Global for \$_____ (Star) . . . 8/97 KBIG-F (+WNSR-F New York & KLDE-F Houston) traded by Bonneville to Chancellor for KZLA-F plus WTOP/WGMS-F Washington, DC & \$57,000,000 (Star)

Jim Duncan

Comments: KSCA-F has a strong story: highest ratings ever for the facility; big morning drive show ("the Hispanic Howard Stern") . . . Heftel has the first and third positions in 12+ (1st and 2nd in AM Drive) . . . KLSX-F (with the Anglo Howard Stern) ranks third in mornings and #21 overall . . . KPWR-F has its lowest 12+ share in many years . . . KNX is at its lowest level in, perhaps, decades . . . The rise of KSCA-F has not come at the expense of sister station KLVE-F; instead, it has hurt format competitors KLAX-F, KKHJ and KWKW

LOUISVILLE

Arbitron Rank: 50	Pop (12+): 851,400	Stations: 27 / 26	Last Year's Revenue: \$34,600,000
MSA Rank: 59		Diarles: 1,584/538:1/55.2%	Household Income: \$39,881
MSA Pop: 995,000		Sample Target: 1,520	Retail Dollars: \$9.7 Bil.
DMA: 50		% Below Line: 0.5	#1 Biller: WHAS \$8,400,000
Average Persons Rating: 15.6		% Not Listed: 10.2	#1 Billing Portfolio:
Market TSL In Hours: 20.75		Pop per Station: 32,746	Clear Channel \$20,100,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level		
1	WAMZ-F	C	185 / 13.9	15.4	15.2	14.9	12.8	14.9	2265 / 26.6	28.1	25.5	280 / 3271	G	WAMZ-F
2	WHAS	FS	161 / 12.1	14.4	16.5	11.8	14.0	13.7	2260 / 26.5	30.3	30.0	208 / 2983	H	WHAS
3	WGZB-F	B	107 / 8.1	8.0	7.7	6.5	6.6	7.6	1138 / 13.4	13.5	12.7	115 / 1268	C	WGZB-F
4	WDJX-F	CHR	99 / 7.5	7.3	6.6	6.6	7.0	7.0	1729 / 20.3	18.4	21.3	125 / 2355	E	WDJX-F
5	WVEZ-F	SAC	79 / 6.0	5.4	3.8	5.2	4.9	5.1	1233 / 14.5	11.8	12.5	95 / 1509	E	WVEZ-F
6	WTFX-F	AOR	77 / 5.8	5.4	5.0	4.8	6.4	5.3	1293 / 15.2	14.1	16.0	115 / 1929	D	WTFX-F
7	WRKA-F	O	65 / 4.9	3.7	5.0	3.7	3.6	4.3	1074 / 12.6	13.6	11.5	69 / 1108	E	WRKA-F
8	WQMF-F	CL AOR	63 / 4.7	3.2	2.7	5.1	4.8	3.9	1072 / 12.6	11.8	13.2	79 / 1361	D	WQMF-F
9	WSFR-F	CL HITS	58 / 4.4	4.1	5.0	4.3	3.7	4.4	998 / 11.7	13.0	9.8	67 / 1198	C	WSFR-F
10	WAVG	ST	44 / 3.3	3.4	3.8	4.1	3.2	3.7	595 / 7.0	9.0	8.1	46 / 670	B	WAVG
11	WSJW-F	J	38 / 2.9	3.1	3.0	4.3	4.0	3.3	561 / 6.6	7.1	9.1	38 / 569	B	WSJW-F
12	WMJM-F	B/AC	32 / 2.4	1.4	1.6	1.2	1.9	1.7	392 / 4.6	3.5	3.3	32 / 392	A	WMJM-F
	WHKW-F	C	32 / 2.4	2.8	2.3	2.3	2.3	2.5	598 / 7.0	8.1	6.8	39 / 794	A	WHKW-F
14	WLRS-F	AOR-P	30 / 2.3	2.1	1.7	3.6	2.4	2.4	665 / 7.8	7.6	7.5	30 / 681	B	WLRS-F
15	WWKY	T	17 / 1.3	1.8	1.5	0.9	1.4	1.4	435 / 5.1	5.7	4.7	23 / 497	A	WWKY
16	WRVI-F	AC	16 / 1.2	1.3	0.8	1.7	1.3	1.2	387 / 4.7	3.9	4.6	16 / 400		WRVI-F
17	WHTF-F	AC/CHR	14 / 1.1	0.9	1.3	1.9	2.4	1.3	408 / 4.8	5.6	7.4	14 / 443		WHTF-F

12+ FM Share (Metro): 77.43 % (923 of 1192) (Spring 96: 74.98 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1	WGZB-F >>	1 WAMZ-F	1 WAMZ-F >	1 WAMZ-F >	1 WHAS	1 WHAS	1 WAMZ-F	1 WAMZ-F >	1 WGZB-F <	1 WGZB-F >
2	WDJX-F >>	2 WTFX-F	2 WDJX-F	2 WHAS <	2 WHAS	2 WAMZ-F >>	2 WHAS >	2 WGZB-F	2 WAMZ-F	2 WAMZ-F
3	WDJX-F	3 WTFX-F <	3 WSFR-F <	3 WVEZ-F	3 WRKA-F <	3 WDJX-F <	3 WVEZ-F	3 WHAS <	3 WHAS	3 WHAS >
4	WGZB-F	4 WQMF-F <	4 WVEZ-F	4 WRKA-F <	4 WVEZ-F	4 WTFX-F	4 WDJX-F	4 WDJX-F	4 WDJX-F <	4 WDJX-F <
5	WQMF-F	5 WGZB-F <	5 WQMF-F <	5 WSFR-F <	5 WAVG	5 WGZB-F <	5 WGZB-F <	5 WTFX-F <	5 WTFX-F	5 WTFX-F
6	WSFR-F	6 WVEZ-F <	6 WDJX-F	6 WDJX-F <	6 WSJW-F <	6 WVEZ-F <	6 WRKA-F <	6 WVEZ-F	6 WVEZ-F	6 WVEZ-F
7	WVEZ-F	7 WHAS <	7 WTFX-F <	7 WGZB-F		7 WQMF-F <	7 WRKA-F <	7 WRKA-F <		
		8 WSFR-F	8 WGZB-F	WQMF-F <		8 WAVG <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1	WAMZ-F	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F	1 WTFX-F	1 WTFX-F >	1 WTFX-F >	1 WAMZ-F <	1 WAMZ-F
2	WDJX-F >	2 WDJX-F	2 WDJX-F	2 WVEZ-F	2 WDJX-F	2 WAMZ-F	2 WAMZ-F <	2 WTFX-F	2 WHAS <
3	WVEZ-F	3 WGZB-F	3 WGZB-F >	3 WVEZ-F	3 WAMZ-F	3 WQMF-F	3 WQMF-F	3 WQMF-F	3 WQMF-F <
	WGZB-F >	4 WVEZ-F	4 WHKW-F	4 WGZB-F	4 WQMF-F >	4 WDJX-F	4 WGZB-F	4 WHAS	4 WTFX-F >
5	WTFX-F >	5 WHKW-F <	5 WVEZ-F	5 WSFR-F <	5 WGZB-F >>	WGZB-F	WSFR-F >	5 WSFR-F <	5 WSFR-F
		6 WSFR-F	6 WRKA-F	6 WRKA-F <				6 WDJX-F	6 WRKA-F
		7 WHTF-F		7 WSFR-F >				7 WHTF-F	7 WGZB-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFIA	REL	900	Louisville 0.4 1.6 6 172
WKJK	C	1080	Louisville 0.4 1.6 6 180
WLLV	G	1240	Louisville 0.8 2.7 11 227
WLOU	REL	1350	Louisville 0.9 2.6 12 226
WMPI-F	C	105.3	Scottsburg, IN 0.8 1.3 22 212
WTMT	SPRTS	620	Louisville 0.6 2.1 10 207
WXLN-F	REL	105.1	Stephensville 0.8 2.7 12 267
WXVW	ST	1450	Jeffersonville, IN 0.5 1.2 6 101

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WASE-F	O	103.5	Radcliff 0.5 1.3 12 302

LOUISVILLE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	30 (2)	30 (2)	2.5 %	4.3 %	Blue Chip WMJM-FM, WGZB-FM	10.5 %	9.6 %	5.0 %
AOR/Classic/NR	0 (0)	170 (3)	170 (3)	14.3 %	8.7 %	Clear Channel WTFX-FM, WWKY-AM, WQMF-FM, WAMZ-FM, WKJK-AM, WHAS-AM	38.2 %	36.5 %	57.3 %
Black/Urban	0 (0)	139 (2)	139 (2)	11.7 %	10.5 %	Cox WHTE-FM, WRKA-FM, WRVI-FM	7.2 %	9.6 %	7.1 %
CHR	0 (0)	99 (1)	99 (1)	8.3 %	7.3 %	Jacor WFIA-AM, WSFR-FM, WDJX-FM, WVEZ-FM, WLRS-FM	20.6 %	23.3 %	24.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	5 (1)	228 (3)	233 (4)	19.5 %	22.3 %				
Full Service	161 (1)	0 (0)	161 (1)	13.5 %	18.5 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		76.5 %	79.0 %	93.8 %
Jazz	0 (0)	38 (1)	38 (1)	3.2 %	3.4 %				
News/Talk	17 (1)	0 (0)	17 (1)	1.4 %	2.1 %				
Oldies	0 (0)	129 (3)	129 (3)	10.8 %	11.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	28 (3)	11 (2)	39 (5)	3.3 %	2.7 %				
Soft AC/EZ	0 (0)	79 (1)	79 (1)	6.6 %	4.3 %				
Sports	8 (1)	0 (0)	8 (1)	0.7 %	0.0 %				
Standards	50 (2)	0 (0)	50 (2)	4.2 %	4.2 %				
Totals	269 (9)	923 (18)	1192 (27)						

AM Stations

Call	Freq	Power	Format	Company	Revenue	Advertiser	Agency
WAVG	970	5 kw (DA-2)	Standards	ABC, CBS	\$20.00	D&R	Pulitzer
WFIA	900	1 kw/0.16 kw	Religion	USA	\$ NA	—	Jacor
WHAS	840	50 kw	Full Service	ABC	\$132.00	Clr Chnl	Clear Channel
WKJK	1080	10 kw/1 kw (DA-2)	Classic Country	ABC	\$ NA	Clr Chnl	Clear Channel
WWKY	790	5 kw/1 kw (DA-2)	Talk	CBS, Westwd	\$<20.00	Mc-Guild	Clear Channel

FM Stations

Call	Freq	Power	Format	Company	Revenue	Advertiser	Agency
WAMZ	97.5	100 kw @ 673	Country		\$155.00	Christal	Clear Channel
WDJX	99.7	24 kw @ 715	CHR		\$60.00	Eastman	Jacor
WGZB	96.5	3 kw @ 328	Black		\$45.00	Mc-Guild	Blue Chip Corydon, IN
WHKW	98.9	50 kw @ 492	Country		\$24.00	Clr Chnl	Snowden Salem, IN
WHTE	105.9	3 kw @ 328	AC/CHR		\$ NA	Christal	Cox Valley Station
WLRS	102.3	3 kw @ 285	Prog. AOR		\$30.00	Eastman	Jacor
WMJM	101.3	1.9 kw @ 415	Black AC	ABC	\$<20.00	Mc-Guild	Blue Chip Jeffersontown
WQMF	95.7	28.5 kw @ 643	Classic AOR		\$60.00	Katz	Clear Channel Jeffersonville, IN
WRKA	103.1	6 kw @ 312	Oldies	ABC	\$60.00	Christal	Cox
WRVI	94.7	3 kw @ 328	AC		\$ NA	—	Cox New Albany, IN
WSFR	107.7	31 kw @ 568	Classic Hits		\$31.00	Eastman	Jacor Corydon, IN
WSJW	103.9	1.35 kw @ 490	Jazz		\$25.00	Eastman	
WTFX	100.5	37.4 kw @ 554	AOR	Source	\$55.00	Mc-Guild	Clear Channel
WVEZ	106.9	24.5 kw @ 670	Soft AC		\$68.00	Eastman	Jacor

Notes: 1/97 WLRS-F was sold by Champlin to Jacor for \$5,700,000 . . . 5/97 WLRS-F changed from AC to Progressive AOR . . . 6/97 WAVG changed from simulcasting Standards WXVW to AP's All News format as WLKY

Jim Duncan

Comments: WHAS and WAMZ-F dominate the market, as usual . . . How does Clear Channel manage to control 57% of revenue? . . . WVEZ-F recovered from its terrible Fall book

LUBBOCK

Arbitron Rank: 172 Pop (12+)	191,900	Stations:	19 / 17	Last Year's Revenue:	\$7,900,000
MSA Rank:	182	Diaries:	859/223:1/46.7%	Household Income:	\$32,963
MSA Pop:	236,000	Sample Target:	860	Retail Dollars:	\$2.5 Bil.
DMA:	150	% Below Line:	0.6	#1 Biller:	KLLL-AF \$2,600,000
Average Persons Rating:	16.7	% Not Listed:	12.5	#1 Billing Portfolio:	
Market TSL In Hours:	22.25	Pop per Station:	11,288	Capstar	\$4,150,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	KZII-F	CHR	57 / 17.8	16.0	12.9	13.5	713 / 37.1	33.9	31.6	76 / 1008	C	KZII-F
2	KLLL-AF	C	54 / 16.9	17.8	18.7	20.1	573 / 29.8	31.2	32.8	112 / 1055	D	KLLL-AF
3	KKCL-F	O	30 / 9.4	8.1	9.6	7.9	469 / 24.4	21.3	22.4	39 / 637	B	KKCL-F
4	KXTQ-F	SP	20 / 6.2	7.2	7.7	5.9	264 / 13.7	10.7	11.2	35 / 498	B	KXTQ-F
5	KFMX-F	AOR	19 / 5.9	10.6	11.3	12.9	350 / 18.2	21.5	20.4	33 / 585	C	KFMX-F
6	KCRM-F	CL AOR	18 / 5.6	3.4	4.5	5.0	341 / 17.8	14.8	18.1	22 / 414	B	KCRM-F
7	KLZK-F	CL AOR	16 / 5.0				279 / 14.5			17 / 324		KLZK-F
8	KMMX-F	AC	14 / 4.4	4.4	3.2	2.3	240 / 12.5	12.6	10.2	17 / 276	A	KMMX-F
9	KRFE	ST	10 / 3.1	3.8	2.9	4.0	126 / 6.6	8.5	7.1	18 / 184	A	KRFE
10	KRBL-F	C	7 / 2.2	1.9	1.3		124 / 6.5	4.2	2.7	8 / 136		KRBL-F
	KFYO	FS	7 / 2.2	2.5	2.6	3.0	157 / 8.2	9.8	8.9	11 / 251	B	KFYO

12+ FM Share (Metro): 88.9 % (249 of 280) (Spring 96: 88.7 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KZII-F >>	1 KZII-F >	1 KZII-F	1 KLLL-AF <	1 KLLL-AF	1 KLLL-AF	1 KLLL-AF <	1 KLLL-AF	1 KZII-F <	1 KZII-F >	1 KZII-F >
2 KLLL-AF	2 KLLL-AF >	2 KLLL-AF >	2 KZII-F >	2 KZII-F	2 KKCL-F >	2 KZII-F >>	2 KZII-F	2 KLLL-AF >>	2 KLLL-AF >	2 KLLL-AF
KFMX-F >	3 KFMX-F <	3 KCRM-F <	3 KKCL-F	3 KKCL-F	3 KZII-F >	3 KKCL-F >	3 KKCL-F >	3 KKCL-F	3 KFMX-F	3 KKCL-F
	4 KCRM-F	4 KKCL-F	KCRM-F	4 KCRM-F	4 KXTQ-F	4 KXTQ-F	4 KCRM-F	4 KLZK-F <	4 KXTQ-F	4 KXTQ-F
		4 KFMX-F	5 KLZK-F <	5 KXTQ-F	KRFE	KFMX-F <	5 KFMX-F <	5 KCRM-F	5 KLZK-F	5 KLZK-F
		6 KLZK-F	6 KXTQ-F	KLZK-F		6 KCRM-F >	6 KXTQ-F <	KFMX-F	6 KKCL-F	6 KKCL-F
		KXTQ-F					7 KLZK-F		KMMX-F	KMMX-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 KZII-F >>	1 KZII-F >>	1 KZII-F >>	1 KZII-F	1 KZII-F <	1 KZII-F	1 KZII-F	1 KLLL-AF	1 KLLL-AF <	1 KLLL-AF >
2 KLLL-AF >>	2 KLLL-AF >>	2 KLLL-AF	2 KLLL-AF >	2 KLLL-AF	2 KFMX-F >>	2 KFMX-F	KCRM-F	2 KZII-F	2 KLZK-F
3 KXTQ-F	3 KCRM-F	KCRM-F	3 KXTQ-F	3 KKCL-F	3 KLLL-AF >	3 KLLL-AF	3 KZII-F	3 KFMX-F	3 KKCL-F
KFMX-F >>	KXTQ-F	4 KXTQ-F >	4 KKCL-F	4 KXTQ-F	4 KLZK-F >>	4 KCRM-F	KLZK-F	4 KLZK-F <	4 KCRM-F
	5 KMMX-F		KCRM-F	5 KCRM-F		KLZK-F >>	5 KFMX-F >	5 KCRM-F	KZII-F
			KMMX-F >>	KMMX-F				6 KKCL-F >	6 KFMX-F

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	14 (1)	14 (1)	5.0 %	9.2 %
AOR/Classic/NR	0 (0)	53 (3)	53 (3)	18.9 %	12.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	57 (1)	57 (1)	20.4 %	18.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	66 (3)	66 (3)	23.6 %	27.8 %
Full Service	8 (2)	0 (0)	8 (2)	2.9 %	3.3 %
Hispanic	6 (1)	25 (2)	31 (3)	11.1 %	11.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	1 (2)	0 (0)	1 (2)	0.4 %	0.4 %
Oldies	0 (0)	30 (1)	30 (1)	10.7 %	9.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	4 (1)	4 (1)	1.4 %	1.8 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	6 (1)	0 (0)	6 (1)	2.1 %	1.5 %
Standards	10 (1)	0 (0)	10 (1)	3.6 %	4.4 %
Totals	31 (7)	249 (12)	280 (19)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KBZO	SP	1460	Lubbock	1.9	2.4	7 50
KEJS-F	SP	106.5	Lubbock	1.6	5.2	8 189
KJAK-F	REL	92.7	Staton	1.2	6.3	5 168
KKAM	SPRTS	1340	Lubbock	1.9	7.8	7 175
KONE-F	C	101.1	Lubbock	1.9	10.1	12 297

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KGNC	FS	710	Amarillo	0.3	1.5	7 90
KKYN	T	1090	Plainview	0.3	1.3	7 95

LUBBOCK

Consolidation Report	12+	25-54	Revenue
Capstar KCRM-FM, KFMX-FM, KFYO-AM, KKAM-AM, KKCL-FM, KZII-FM	42.8 %	42.5 %	48.8 %
Pinnacle KLLL-FM, KLLL-AM, KMMX-FM, KONE-FM	22.8 %	24.0 %	39.8 %
	65.6 %	66.5 %	88.6 %

AM Stations

KBZO	1460	1 kw/0.243 kw	Hispanic		\$ NA	—	
KFYO	790	5 kw/1 kw (DA-2)	Full Service	CBS, UBN	\$<20.00	Allied	Capstar
KKAM	1340	1 kw	Sports	Westwd. CBS	\$<20.00	Katz	Capstar
KLLL	1590	1 kw (DA-2)	See KLLL-F				
KRFE	580	0.5 kw/0.29 kw (DA-2)	Standards	ABC	\$<20.00	—	

FM Stations

KCRM	99.5	100 kw @ 817	Classic AOR	Westwd	\$<20.00	Century	Capstar	
KFMX	94.5	100 kw @ 817	AOR	ABC	\$29.00	Katz	Capstar	
KKCL	98.1	100 kw @ 436	Oldies	Westwd. ABC	\$22.00	Christal	Capstar	Lorenzo
KLLL	96.3	100 kw @ 817	Country	Westwd	\$53.00	Eastman	Pinnacle	
KLZK	104.3	50 kw @ 466	Classic AOR	CNN, CBS	\$ NA	Mc-Guild		Brownfield
KMMX	100.3	48 kw @ 882	AC		\$<20.00	D&R	Pinnacle	Tahoka
KONE	101.1	100 kw @ 751	Country		\$<20.00	D&R	Pinnacle	
KRBL	105.7	6 kw @ 328	Country	ABC	\$ NA	—		Idalou
KXTQ	93.7	100 kw @ 741	Hispanic		\$<20.00	Katz Hisp.		
KZII	102.5	100 kw @ 817	CHR		\$26.00	Allied	Capstar	

Notes: 3/97 KRLB-F changed from AC to Classic AOR as KCRM-F . . . 3/97 KMMX-F/KONE-F sold by Dowdy to Pinnacle for \$4,000,000 (Star) . . . 4/97 KFYO/KKAM/KCRM-F/KFMX-F/KZII-F sold by Gulfstar to Capstar . . . 6/97 KKCL-F sold by American General to Capstar for \$3,150,000

Jim Duncan

Comments: KLZK-F had a fairly strong debut book . . . KZII-F led the market for the first time ever; more importantly, KLLL-F is not the 12+ leader for the first time since 1980!

MACON

Arbitron Rank: 148 Pop (12+):	250,200	Stations:	24 / 18	Last Year's Revenue:	\$10,700,000
MSA Rank:	155	Diaries:	981/255:1/47.6%	Household Income:	\$34,366
MSA Pop:	318,000	Sample Target:	970	Retail Dollars:	\$3.4 Bil.
DMA:	123	% Below Line:	3.5	#1 Biller:	WDEN-AF \$3,100,000
Average Persons Rating:	15.9	% Not Listed:	8.8	#1 Billing Portfolio:	
Market TSL In Hours:	21.00	Pop per Station:	13,900		Magic \$7,310,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WDEN-AF	C	67 / 16.8	16.9	20.5	14.7	19.2	802 / 32.0	31.3	32.7	117 / 1549	E	WDEN-AF
2	WIBB-F	B	64 / 16.1	17.2	12.3	12.6	11.8	701 / 28.0	25.3	21.5	89 / 967	B	WIBB-F
3	WQBZ-F	AOR	37 / 9.3	6.6	6.8	5.7	5.9	419 / 16.7	15.2	14.9	56 / 632	B	WQBZ-F
4	WPEZ-F	AC	33 / 8.3	10.1	11.1	10.5	7.9	463 / 18.5	20.1	18.4	48 / 746	C	WPEZ-F
5	WAYS-F	O	25 / 6.3	5.8	4.4	6.4	6.4	389 / 15.6	16.5	14.8	45 / 741	C	WAYS-F
6	WMGB-F	CHR	24 / 6.0	6.1	5.3	4.6	7.6	435 / 17.4	16.9	15.6	32 / 642	A	WMGB-F
7	WDDO	REL	16 / 4.0	4.0	5.8	8.0	4.9	183 / 7.3	7.6	9.3	16 / 192	A	WDDO
8	WPGA-F	B/AC	15 / 3.8	3.8	3.1	5.1	3.4	246 / 9.8	8.7	8.9	16 / 312	A	WPGA-F
9	WMWR	N/T	14 / 3.5	4.3	3.4	4.6	4.4	252 / 10.1	10.3	9.2	20 / 352	B	WMWR
10	WFXM-F	B/G	12 / 3.0	1.5	2.9	2.1	3.4	174 / 6.9	5.0	4.9	16 / 225	A	WFXM-F
11	WMKS-F	C	10 / 2.5	2.3	2.7	2.3	1.7	248 / 9.9	9.7	9.4	12 / 309	A	WMKS-F
	WRBG-F	B/O	10 / 2.5	3.3	4.1	2.6	1.7	218 / 8.7	7.1	5.8	10 / 231	A	WRBG-F
13	WALJ-F	B/AC	9 / 2.3	1.0	1.2	1.5	1.2	125 / 5.0	2.7	3.4	11 / 179		WALJ-F

12+ FM Share (Metro): 88.98 % (323 of 363) (Spring 96: 86.02 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WIBB-F >>	1 WIBB-F >	1 WIBB-F <	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF >>	1 WDEN-AF	1 WDEN-AF >	1 WDEN-AF	1 WIBB-F >>	1 WIBB-F >
2 WMGB-F >>	2 WQBZ-F	2 WDEN-AF	2 WIBB-F <	2 WIBB-F <	2 WAYS-F	2 WIBB-F	2 WIBB-F <	2 WIBB-F	2 WDEN-F >	2 WPEZ-F
	3 WDEN-AF	3 WQBZ-F	3 WQBZ-F >	3 WQBZ-F	3 WPEZ-F	3 WQBZ-F >	3 WQBZ-F	3 WPEZ-F	3 WMGB-F <	3 WDDO
	4 WPEZ-F	4 WPEZ-F >	4 WPEZ-F <	4 WPEZ-F <	4 WDDO	4 WAYS-F <	4 WPEZ-F	4 WQBZ-F	4 WPEZ-F >	4 WDEN-F
	5 WMGB-F >>	5 WAYS-F	5 WAYS-F >	5 WAYS-F >	WIBB-F <	5 WPEZ-F	5 WAYS-F >	5 WMGB-F	5 WAYS-F	5 WMGB-F >
		6 WMGB-F			6 WQBZ-F	6 WMGB-F	6 WMWR	6 WAYS-F	WQBZ-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 WIBB-F	1 WIBB-F >	1 WIBB-F	1 WDEN-AF <	1 WDEN-AF >	1 WIBB-F >>	1 WIBB-F	1 WQBZ-F	1 WQBZ-F	1 WQBZ-F
2 WPEZ-F >>	2 WPEZ-F	2 WDEN-AF >	2 WIBB-F	2 WIBB-F >	2 WQBZ-F	2 WQBZ-F >>	2 WIBB-F >>	2 WIBB-F	2 WDEN-AF
3 WDEN-AF	WDEN-AF >	3 WPEZ-F	3 WPEZ-F >>	3 WPEZ-F	3 WMGB-F >>	3 WDEN-AF	3 WDEN-AF >>	3 WDEN-AF >	3 WIBB-F
4 WMGB-F >>	4 WMGB-F >	4 WMGB-F >	4 WMGB-F	4 WAYS-F >		WMGB-F >>		4 WAYS-F	4 WAYS-F
		5 WQBZ-F	5 WAYS-F	5 WQBZ-F				5 WPEZ-F	5 WPEZ-F >
		WPGA-F >	WQBZ-F	WPGA-F					
			WPGA-F >	WMGB-F					

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume		
WLCG-AF	G	102.5	Warner Robins	1.3	2.6	5	64
WPGA	O	98.0	Peru	0.5	1.6	3	62
WXKO	B/G	115.0	Fort Valley	1.5	2.9	7	93

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WALR-F	B/AC	104.7	Athens	1.0	2.9	11	192
WNNX-F	AOR-NR	99.7	Atlanta	0.5	2.5	5	136
WQIL-F	G	101.3	Chauncey	0.5	1.2	11	156
WVVE-F	B	103.3	Atlanta	0.5	2.4	16	222
WVFJ-F	REL	93.3	Manchester	0.5	3.3	6	182
WVKX-F	B	103.7	Irwin	0.5	2.3	29	381

MACON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	33 (1)	33 (1)	9.1 %	11.2 %	Local	6.8 %	5.8 %	2.9 %
AOR/Classic/NR	0 (0)	39 (2)	39 (2)	10.7 %	8.4 %	WALJ-FM, WBNM-AM, WFXM-FM, WXKO-AM			
Black/Urban	0 (0)	106 (7)	106 (7)	29.2 %	29.1 %	Magic	44.9 %	45.1 %	68.3 %
CHR	0 (0)	24 (1)	24 (1)	6.6 %	6.7 %	WAYS-FM, WDDO-AM, WDEN-AF, WMGB-FM, WMWR-AM, WPEZ-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Taylor	30.3 %	30.9 %	18.8 %
Country	1 (1)	76 (2)	77 (3)	21.2 %	21.3 %	WIBB-FM, WLCG-AF, WNML-AF, WQBZ-FM, WRBG-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		82.0 %	81.8 %	90.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	1.1 %				
News/Talk	14 (1)	0 (0)	14 (1)	3.9 %	4.8 %				
Oldies	2 (1)	25 (1)	27 (2)	7.4 %	7.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	23 (3)	20 (4)	43 (7)	11.8 %	9.8 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	40 (6)	323 (18)	363 (24)						

AM Stations

WDDO	1240	1 kw	Religion	Westwd, AURN	\$<20.00	Christal	Magic
WDEN	1500	1 kw (Days)	See WDEN-F				
WMWR	840	50 kw/10 kw (DA-N)	News/Talk	ABC, Westwd	\$<20.00	Katz	Magic

FM Stations

WALJ	107.1	2.25 kw @ 540	Black AC	SRN	\$ NA	—	WFXM-F	Gordon
WAYS	99.1	100 kw @ 663	Oldies	ABC, Westwd	\$28.00	Katz	Magic	
WDEN	105.3	100 kw @ 659	Country	Westwd	\$77.00	Mc-Guild	Magic	
WFXM	100.1	3 kw @ 298	Black Gospel	AURN	\$19.00	Allied	WALJ-F	Forsyth
WIBB	97.9	10.5 kw @ 500	Black		\$21.00	D&R	Taylor	Fort Valley
WMGB	93.7	29.5 kw @ 646	CHR		\$<20.00	Mc-Guild	Magic	Jeffersonville
WMKS	92.3	3 kw @ 328	Country		\$<20.00	—		
WPEZ	107.9	100 kw @ 689	AC	Westwd, ABC	\$42.00	Mc-Guild	Magic	
WPGA	100.9	2.25 kw @ 354	Black	ABC	\$<20.00	Banner		Perry
WQBZ	106.3	50 kw @ 493	AOR	Westwd	\$24.00	D&R	Taylor	Fort Valley
WRBG	101.7	6 kw @ 328	Black/Oldies		\$14.00	D&R	Taylor	Wamer Robins

Notes: 3/97 WALJ-F changed from Jazz to Black AC . . . 3/97 WMWR/WAYS-F sold by Esserman (Ocmulgee) to Magic for \$4,700,000 . . . 4/97 WXKO/WFXM-F sold to WBNM/WALJ-F for \$550,000 . . . 4/97 WWIQ-F changed from Modern AC to Sports as WNML-F; WITK changed from Talk to Sports as WNML; the two simulcast . . . 4/97 WYIQ-F changed from Modern AC to Black Gospel as WLCG-F . . . 5/97 WMKS-F sold to Styles for \$1,225,000 . . . 7/97 WBNM/WXKO/WALJ-F/WFXM-F sold to Mike Roberts for \$1,100,000

Jim Duncan

Comments: The owners of Magic Broadcasting must sleep pretty well considering how they dominate this market

MADISON

Arbitron Rank: 121 Pop (12+):	337,100	Stations:	21 / 16	Last Year's Revenue:	\$20,400,000
MSA Rank:	124	Diarles:	1,263/267:1/61.5%	Household Income:	\$51,597
MSA Pop:	404,000	Sample Target:	1,300	Retail Dollars:	\$5.1 Bil.
DMA:	83	% Below Line:	2.6	#1 Biller:	WIBA-F \$3,100,000
Average Persons Rating:	14.7	% Not Listed:	16.1	#1 Billing Portfolio:	Capstar \$9,600,000
Market TSL In Hours:	19.50	Pop per Station:	21,069		

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WZEE-F	CHR	55 / 11.1	12.3	10.6	10.0	9.0	11.0	1004 / 29.8	29.5	30.0	112 / 2092	D	WZEE-F
2	WWQM-F	C	42 / 8.5	7.8	6.1	8.2	7.5	7.6	553 / 16.4	11.9	16.4	51 / 747	D	WWQM-F
3	WJJO-F	AOR	40 / 8.1	5.3	3.8	5.4	4.4	5.6	686 / 19.8	15.5	13.3	89 / 1357	C	WJJO-F
4	WIBA-F	AOR	36 / 7.3	8.4	6.1	7.2	8.4	7.2	622 / 18.4	19.6	21.5	65 / 1122	E	WIBA-F
5	WOLX-F	O	33 / 6.7	5.1	6.5	6.5	4.8	6.2	612 / 18.2	20.7	20.6	67 / 1263	D	WOLX-F
	WIBA	FS/T	33 / 6.7	6.2	6.3	6.9	6.7	6.5	548 / 16.2	17.9	16.4	36 / 635	C	WIBA
7	WMGN-F	AC	32 / 6.5	7.4	7.6	6.1	8.4	6.9	496 / 14.7	18.2	17.0	54 / 809	D	WMGN-F
8	WMAD-F	AOR-NR	27 / 5.4	4.7	6.7	6.1	7.1	5.7	638 / 18.9	19.1	20.4	31 / 771	B	WMAD-F
9	WTDY	T	23 / 4.6	3.3	4.2	4.6	4.8	4.2	317 / 9.4	12.0	10.0	25 / 367	B	WTDY
10	WMMM-F	AOR-P	22 / 4.4	3.9	3.0	4.5	3.2	4.0	368 / 10.9	10.2	10.4	29 / 448	B	WMMM-F
11	WYZM-F	C	17 / 3.4	2.9	3.2	3.5	4.0	3.3	350 / 10.4	8.5	11.4	23 / 466	B	WYZM-F
12	WTSO	T	13 / 2.6	2.9	2.1	1.9	1.3	2.4	251 / 7.5	10.4	6.4	21 / 362	C	WTSO
13	WMLI-F	SAC	10 / 2.0	1.9	2.3	2.4	2.3	2.2	293 / 8.7	9.6	10.9	14 / 404	A	WMLI-F
14	WHIT	SPRTS	9 / 1.8	3.1	2.5	2.0	1.5	2.4	106 / 3.1	3.7	2.9	9 / 106	A	WHIT
15	WSJY-F	EZ	8 / 1.6	1.8	2.7	1.3	1.9	1.9	143 / 4.3	5.4	6.2	31 / 469		WSJY-F

12+ FM Share (Metro): 79.81 % (332 of 416) (Spring 96: 77.38 %)

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

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WIBU C 1240 Poynette	0.6	2.7	8 159

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEKZ-F AC 93.7 Monroe	0.6	1.0	15 158
WGN FS/T 720 Chicago	0.6	2.2	30 333
WJVL-F C 99.9 Janesville	0.4	2.3	61 770
WMJB-F CL AOR 105.9 Evansville	0.6	1.9	11 247
WYKY-F AC 100.5 Columbus	0.4	1.5	9 127

MADISON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	37 (3)	37 (3)	8.9 %	9.6 %	Capstar	35.1 %	31.0 %	47.1 %
AOR/Classic/NR	0 (0)	128 (5)	128 (5)	30.8 %	25.4 %	WIBA-FM, WIBA-AM, WMAD-FM, WMLI-FM, WTSO-AM, WZEE-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Midwest Family	29.5 %	31.2 %	35.1 %
CHR	0 (0)	55 (1)	55 (1)	13.2 %	13.4 %	WHIT-AM, WJJO-FM, WMGN-FM, WTDY-AM, WWQM-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Woodward	14.5 %	18.3 %	17.2 %
Country	3 (1)	61 (3)	64 (4)	15.4 %	14.9 %	WMMM-FM, WOLX-FM, WYZM-FM			
Full Service	36 (2)	0 (0)	36 (2)	8.7 %	8.9 %		79.1 %	80.5 %	99.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	36 (2)	0 (0)	36 (2)	8.7 %	7.9 %				
Oldies	0 (0)	33 (1)	33 (1)	7.9 %	8.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	18 (2)	18 (2)	4.3 %	6.2 %				
Sports	9 (1)	0 (0)	9 (1)	2.2 %	3.1 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	2.4 %				
Totals	84 (6)	332 (15)	416 (21)						

AM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Product
WHIT	1550	5 kw (Days)	Sports	ABC, 1-on-1	\$<20.00	Katz	Midwest Family
WIBA	1310	5 kw/5.4 kw (DA-N)	Full Service/Talk	CBS	\$39.00	Katz	Capstar
WTDY	1480	5 kw (DA-2)	Talk	ABC, Westwd	\$24.00	Mc-Guild	Midwest Family
WTSO	1070	10 kw/5 kw (DA-2)	Talk	ABC, Westwd	\$20.00	Banner	Capstar

FM Stations

Station	Freq	Power	Time	Format	Company	Advertiser	Agency	Product
WIBA	101.5	12 kw @ 1017		AOR	\$64.00	Katz	Capstar	
WJJO	94.1	50 kw @ 492		AOR	\$31.00	D&R	Midwest Family	Watertown
WMAD	92.1	1.8 kw @ 400		AOR-New Rock	\$ 24.00	Katz	Capstar	Sun Prairie
WMGN	98.1	38 kw @ 581		AC	\$53.00	Mc-Guild	Midwest Family	
WMLI	96.3	5 kw @ 672		Soft AC	Westwd \$<20.00	Banner	Capstar	Sauk City
WMMM	105.5	2 kw @ 573		Prog. AOR	\$<20.00	Mc-Guild	Woodward	Verona
WOLX	94.9	37 kw @ 1299		Oldies	\$ 50.00	Christal	Woodward	Baraboo
WSJY	107.3	26 kw @ 674		Easy Listening	ABC \$<20.00	---	Goetz	Ft. Atkinson
WWQM	106.3	4.5 kw @ 380		Country	\$52.00	Mc-Guild	Midwest Family	Middleton
WYZM	105.1	6 kw @ 243		Country	\$<20.00	---	Woodward	Wausaukee
WZEE	104.1	9.4 kw @ 1118		CHR	\$53.00	Banner	Capstar	

Notes: 2/97 WIBA-AF/WTSO/WMAD-F/WMLI-F/WZEE-F sold by Midcontinent/Point to Capstar (Americom) . . . 3/97 WHIT/WWQM-F sold by Enterprise to Midwest Family for \$6,400,000 (Blackburn) . . . 4/97 WJJO-F changed from Classic AOR to AOR

Jim Duncan

Comments: WJJO-F jumped nicely as a pure AOR and has gone ahead of traditional leader WIBA-F . . . WOLX-F posted its highest share since 1994 . . . Listening levels are trending lower

MANCHESTER

Arbitron Rank: 193 Pop (12+): 160,500	Stations: 36 / 11	Last Year's Revenue: \$10,100,000
MSA Rank: 140	Diaries: 940/171:1/55.8%	Household Income: \$48,665
MSA Pop: 275,000 (w/Nashua)	Sample Target: 860	Retail Dollars: \$3.5 Bil
DMA: Boston (#6)	% Below Line: 45.8	#1 Biller: WZID-F \$4,400,000
Average Persons Rating: 17.1	% Not Listed: 7.3	#1 Billing Portfolio:
Market TSL in Hours: 22.25	Pop per Station: 14,591	Capstar (Knight) \$4,800,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	WZID-F	AC/SAC	60 / 21.8	20.5	17.0	19.7	620 / 38.6	39.6	34.6	112 / 1344	F
2	WGIR-F	AOR	27 / 9.8	10.1	12.5	7.4	399 / 24.9	26.9	28.9	77 / 1086	E
3	WFEA	ST	16 / 5.8	5.0	5.7	5.6	176 / 11.0	10.5	11.0	19 / 241	A
4	WOKQ-F	C	14 / 5.1	6.5	7.6	9.9	217 / 13.5	17.1	16.5	45 / 747	
5	WJMN-F	CHR	11 / 4.0	4.7	5.7	5.3	258 / 16.1	14.6	18.1	28 / 645	
	WAAF-F	AOR-NR	11 / 4.0	4.3	4.9	3.5	183 / 11.4	14.2	14.3	20 / 417	
7	WGIR	N/T	9 / 3.3	6.5	4.5	5.3	201 / 12.5	13.7	11.2	11 / 273	C
8	WBCN-F	AOR	8 / 2.9	2.9	3.0	4.6	192 / 11.9	13.2	12.7	20 / 531	
	WODS-F	O	8 / 2.9	2.9	2.7	2.5	169 / 10.5	11.0	10.8	28 / 462	
	WEGQ-F	CL HITS	8 / 2.9	1.4	1.9	4.2	143 / 8.9	6.5	7.4	27 / 432	
11	WXKS-F	CHR	7 / 2.5	1.8	3.0	2.5	181 / 11.3	9.9	11.3	14 / 453	
12	WOXF-F	AC	6 / 2.2	1.8			121 / 7.5	6.0		8 / 205	
	WXRV-F	AOR-NR	6 / 2.2	2.9	1.1	1.4	109 / 6.8	6.6	3.8	12 / 219	
	WRKO	T	6 / 2.2	2.5	2.3	0.7	106 / 6.6	7.8	6.8	11 / 217	
	WOAZ-F	J	6 / 2.2	1.8	3.8	2.5	89 / 5.5	5.6	8.0	15 / 300	

12+ FM Share (Metro): 83.53 % (213 of 255) (Spring 96: 82.52 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJMN-F >>	1 WZID-F	1 WZID-F >	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WZID-F	1 WZID-F >
2 WAAF-F	2 WGIR-F >>	2 WGIR-F >>	2 WGIR-F >>	2 WGIR-F >>	2 WFEA	2 WGIR-F	2 WGIR-F	2 WGIR-F >>	2 WGIR-F >	2 WGIR-F
WZID-F >>	3 WAAF-F	3 WAAF-F	3 WOKQ-F	3 WOKQ-F	3 WGIR-F	3 WFEA	3 WFEA >	3 WJMN-F	3 WJMN-F >>	3 WGIR
	4 WBCN-F	4 WOKQ-F	WEGQ-F	WODS-F	4 WOKQ-F	4 WBCN-F <	4 WGIR <	WAAF-F	4 WAAF-F	4 WOAZ-F >>
					5 WGR	5 WOKQ-F	5 WOKQ-F <		WOKQ-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 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WGIR-F >>	1 WGIR-F >>	1 WGIR-F >	1 WGR-F	1 WGR-F
2 WOXF-F	2 WGIR-F		2 WGIR-F	2 WGIR-F	2 WAAF-F >>	2 WAAF-F	2 WZID-F	2 WZID-F >	WZID-F >>
WXRV-F	WXLO-F		3 WOKQ-F	WOKQ-F >	3 WZID-F	WAAF-F	WAAF-F	3 WAAF-F >	3 WAAF-F
WGR-F	WXKS-F >				4 WBCN-F >>	4 WBCN-F >		4 WBCN-F	WODS-F
WJMN-F >>									

Format Performance	AM	FM	Total	%	Fall 96
AC	2 (1)	82 (7)	84 (8)	32.9 %	28.5 %
AOR/Classic/NR	0 (0)	60 (9)	60 (9)	23.5 %	24.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	21 (3)	21 (3)	8.2 %	8.3 %
Classical	0 (0)	5 (1)	5 (1)	2.0 %	1.6 %
Country	0 (0)	17 (2)	17 (2)	6.7 %	8.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	6 (1)	6 (1)	2.4 %	2.0 %
News/Talk	19 (4)	1 (1)	20 (5)	7.8 %	11.9 %
Oldies	0 (0)	18 (3)	18 (3)	7.1 %	5.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	2 (1)	3 (1)	5 (2)	2.0 %	2.0 %
Sports	3 (1)	0 (0)	3 (1)	1.2 %	2.0 %
Standards	16 (1)	0 (0)	16 (1)	6.3 %	5.5 %
Totals	42 (8)	213 (28)	255 (36)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WDER	AC	1320	Derry	0.7	2.1	3 40
WJYY-F	AC/CHR	105.5	Concord	1.5	4.7	15 297
WKBR	EZ	1250	Manchester	0.7	1.5	2 24
WNNH-F	O	99.1	Henniker	0.7	2.4	12 272
WRCI-F	CL AOR	107.7	Hillsborough	0.4	2.5	10 217

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBMX-F	AC	98.5	Boston	1.5	5.6	11 240
WBOS-F	AOR-P	92.9	Brookline	1.1	4.0	7 155
WBZ	N/T	1030	Boston	1.5	7.2	20 309
WCRB-F	CL	102.5	Waltham, MA	1.8	4.9	15 256
WEEI	SPRTS	850	Boston	1.1	3.0	6 137
WHEB-F	AOR	100.3	Portsmouth	0.7	4.6	5 188
WHOB-F	CHR	106.3	Nashua	1.1	5.4	7 260
WHOM-F	SAC	94.9	Mt. Washington	1.1	4.7	21 309
WKLB-F	C	96.9	Boston	1.1	2.7	19 259
WKXL-AF	T/N	102.3	Concord	0.7	1.0	13 174
WMJX-F	AC	106.7	Boston	1.1	4.1	5 161
WROR-F	AC	105.7	Frammingham, MA	0.4	1.5	5 129
WXLO-F	AC	104.5	Fitchburg, MA	1.5	7.0	7 265
WZLX-F	CL AOR	100.7	Boston	0.7	2.3	9 188

MANCHESTER

AM Stations

WFEA	1370	5 kw (DA-2)	Standards	ABC, Tktnt, WW1	\$<20.00	Mc-Guild	Saga
WGIR	610	5 kw/1 kw (DA-2)	News/Talk	ABC	\$28.00	Banner	Knight
WKBR	1250	5 kw (DA-2)	Easy Listening		\$ NA	---	WXRV-F, pend.

FM Stations

WGIR	101.1	11.5 kw @ 1027	AOR		\$80.00	Banner	Capstar, pend.	
WNNH	99.1	1.25 kw @ 711	Oldies		\$20.00	Roslin		Henniker
WOXF	96.5	0.68 kw @ 971	AC		\$ NA	Christal		Bedford
WXRV	92.5	25.1 kw @ 711	New Rock	Westwd, CBS	\$ NA	---	WKBR, pend.	Haverhill, MA
WZID	95.7	14.5 kw @ 925	AC/Soft AC		\$94.00	Mc-Guild	Saga	

Notes: Other ranked stations - See Boston or Portsmouth-Dover . . . There is no Consolidation Report for the market (no duopolies in place) . . . 4/97 Knight sold these stations to Capstar: WGIR for \$4,400,000; WGIR-F for \$15,100,000 (MVP) . . . 6/97 WKBR sold to Northeast (WXRV-F, Haverhill) for \$145,000 . . . 7/97 WOXF-F changed from AC to Oldies as "Cool 96.5"; station has applied for the calls WQLL-F (LMA'd by Saga)

Jim Duncan

Comments: WZID-F posted its highest 12+ share since prior to 1993 . . . WOKQ-F is becoming less of a factor in the market

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies, Classic Hits
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - 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	

MCALLEN-BROWNSVILLE

Arbitron Rank: 63 **Pop (12+):** 633,900
MSA Rank: McAllen - 102; Brmsv. - 154
MSA Pop: 831,000
DMA: 107
Average Persons Rating: 16.1
Market TSL in Hours: 21.75

Stations: 26 / 19
Diaries: 1,799/352:1/48.1%
Sample Target: 1,640
% Below Line: 7.9
% Not Listed: 9.9
Pop per Station: 33,363

Last Year's Revenue: \$16,000,000
Household Income: \$22,954
Retail Dollars: \$6.1 Bil.
#1 Biller: KIWV-F \$2,400,000
#1 Billing Portfolio: Heftel \$4,800,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	KGBT-AF	147 / 14.4	16.7	15.7	13.8	15.6	15.1	1651 / 26.0	27.8		152 / 1715	C
2	KBFM-F	133 / 13.0	11.6	12.3	12.4	12.2	12.3	2025 / 31.9	29.9	31.6	135 / 2082	C
3	KIWW-F	93 / 9.1	9.7	8.5	11.3	9.7	9.6	1755 / 27.7	28.1	29.1	113 / 2051	D
4	KVLY-F	87 / 8.5	6.9	5.7	6.8	7.6	7.0	1122 / 17.7	15.7	16.0	88 / 1176	C
5	KKPS-F	79 / 7.7	6.5	7.0	7.3	9.3	7.1	1589 / 25.1	21.3	26.4	90 / 1818	C
6	KTEX-F	64 / 6.3	5.8	7.4	7.3	7.7	6.7	1087 / 17.2	15.1	17.8	73 / 1186	C
7	KFRQ-F	57 / 5.6	6.7	5.3	7.8	7.6	6.3	960 / 15.1	14.3	16.5	58 / 996	C
8	KTJN-F	55 / 5.4	3.8	3.8	3.3	4.7	4.1	859 / 13.5	13.1	15.6	57 / 930	C
9	XAAA-F	33 / 3.2	3.7	4.0	3.3	2.5	3.6	492 / 7.8	10.1	7.6	35 / 543	
10	KURV	27 / 2.6	2.5	2.4	2.2	1.4	2.4	350 / 5.5	4.9	3.6	28 / 369	B
11	KSOX-F	24 / 2.3	1.9	2.2	1.5	1.2	2.0	459 / 7.2	5.6	4.9	26 / 484	
12	KRGE	18 / 1.8	2.3	1.4	2.2	2.0	1.9	229 / 3.6	4.2	3.4	18 / 234	
13	KIRT	17 / 1.7	1.7	2.4	1.7	1.7	1.9	227 / 3.6	4.9	5.4	17 / 234	A
	XVTH-F	17 / 1.7	1.4	1.2	1.6	1.2	1.5	322 / 5.1	5.1	5.5	17 / 322	
15	KVJY	16 / 1.6	0.5	0.4	0.4	0.6	0.7	215 / 3.4	1.4	1.7	20 / 241	A

12+ FM Share (Metro): 82.19 % (757 of 921) (Spring 96: 76.66 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KBFM-F >>	1 KBFM-F >	1 KVLY-F <	1 KVLY-F <	1 KGBT-AF	1 KGBT-AF >>	1 KGBT-AF >	1 KGBT-AF	1 KGBT-AF >	1 KBFM-F >>	1 KBFM-F >
2 KTJN-F	2 KVLY-F	2 KGBT-AF <	2 KGBT-AF	2 KVLY-F	2 KIWW-F	2 KBFM-F	2 KVLY-F	2 KBFM-F	2 KIWW-F	2 KGBT-AF >
3 KMWV-F	3 KIWW-F <	3 KBFM-F	3 KIWW-F	3 KIWW-F	KVLY-F	3 KVLY-F	3 KBFM-F	3 KIWW-F <	3 KGBT-AF <	
4 KFRQ-F >	4 KFRQ-F <	4 KIWW-F	4 KKPS-F	4 KKPS-F <	4 KKPS-F <	4 KIWW-F <	4 KIWW-F	4 KVLY-F	4 KTJN-F <	
	5 KGBT-AF	5 KKPS-F	5 KBFM-F	5 KBFM-F	5 KTEX-F >	5 KKPS-F <	5 KKPS-F <	5 KKPS-F	5 KKPS-F	
	6 KKPS-F	6 KFRQ-F	6 KFRQ-F	6 KFRQ-F <		6 KTEX-F >	6 KTEX-F	6 KTEX-F	6 KVLY-F <	
	7 KTEX-F	7 KTEX-F	7 KTEX-F	7 KTEX-F			7 KFRQ-F <	7 KFRQ-F	7 KFRQ-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 KBFM-F >>	1 KBFM-F	1 KVLY-F	1 KVLY-F	1 KVLY-F <	1 KBFM-F >	1 KBFM-F <	1 KFRQ-F	1 KFRQ-F <	1 KGBT-AF
2 KVLY-F	2 KVLY-F	2 KGBT-AF <	2 KGBT-AF <	2 KGBT-AF >	2 KFRQ-F	2 KFRQ-F	2 KBFM-F <	2 KGBT-AF	2 KFRQ-F
3 KKPS-F	3 KGBT-AF	3 KKPS-F	3 KBFM-F	3 KIWW-F	3 KIWW-F >	3 KIWW-F	3 KGBT-AF	KIWW-F <	3 KIWW-F
4 KTEX-F	KKPS-F	KBFM-F	4 KKPS-F <	KKPS-F	4 KTEX-F	4 KVLY-F <	KIWW-F	4 KBFM-F	4 KVLY-F
	5 KIWW-F	5 KIWW-F	5 KIWW-F	5 KBFM-F >	KKPS-F	5 KGBT-AF	KVLY-F >	5 KVLY-F	5 KBFM-F
	6 KTEX-F	6 KTEX-F	6 KTEX-F	6 KTEX-F >	XAAA-F	6 KTEX-F	6 KTEX-F	6 KKPS-F	6 KKPS-F
		7 KTJN-F >	7 KTJN-F >	7 KTJN-F >	XVTH-F	7 KKPS-F	7 KKPS-F	7 KTEX-F >	7 KTEX-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBOR	SP	1600	Brownsville 0.7 2.1 7 135
KESO-F	AOR-P	92.7	S. Padre Island 0.4 1.5 4 98
KJAV-F	SP	104.9	Alamo 0.7 1.4 7 87
KUBR	SP	1210	San Juan 0.5 1.4 5 91

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
XEEW-F	SP	93.1	Reynosa, MX 0.7 2.8 7 178
XEOR	SP	1390	Reynosa, MX 0.5 1.0 5 65
XHRR-F	SP	102.5	Reynosa, MX 0.4 1.7 4 110
XMLS-F	SP	91.3	Matamoros, MX 0.8 3.7 8 236
XYRS-F	SP	90.1	Reynosa, MX 0.7 2.9 7 185

MCALLEN-BROWNSVILLE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	87 (1)	87 (1)	9.4 %	6.5 %	Calendar	20.9 %	15.2 %	20.8 %
AOR/Classic/NR	0 (0)	61 (2)	61 (2)	6.6 %	6.7 %	KBFM-FM, KTEX-FM, KVJY-AM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Heftel	23.5 %	24.2 %	30.0 %
CHR	0 (0)	133 (1)	133 (1)	14.4 %	14.1 %	KGBT-FM, KGBT-AM, KIWW-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	6.1 %	5.3 %	10.0 %
Country	0 (0)	64 (1)	64 (1)	6.9 %	8.5 %	KBOR-AM, KTJN-FM, KTJX-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Sunburst	21.8 %	27.8 %	25.0 %
Hispanic	103 (5)	388 (1)	491 (1)	53.3 %	56.9 %	KFRQ-FM, KKPS-FM, KVLV-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		72.3 %	72.5 %	85.8 %
News/Talk	27 (1)	0 (0)	27 (1)	2.9 %	3.2 %				
Oldies	0 (0)	24 (1)	24 (1)	2.6 %	2.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	18 (1)	0 (0)	18 (1)	2.0 %	1.6 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	16 (1)	0 (0)	16 (1)	1.7 %	0.0 %				
Totals	164 (8)	757 (18)	921 (26)						

AM Stations

Station	Power	Time	Format	Owner	Advertiser	Product	City
KBOR	1600	1 kw (DA-1)	Hispanic	CBS, SBUSA	\$<20.00	Caballero	KTJN/KTJX
KGBT	1530	50 kw/10 kw (DA-N)	Hispanic	ABC	\$38.00	Katz	Heftel
KIRT	1580	1 kw/0.3 kw	Hispanic		\$ NA	Lotus	Gomez
KRGE	1290	5 kw (DA-N)	Religion		\$<20.00	---	Mission
KURV	710	1 kw/900 w (DA-2)	Talk	CBS, SBUSA	\$<20.00	---	Westlaco
KVJY	840	5 kw/1 kw (DA-2)	Standards	ABC	\$<20.00	Christal	Edinburg
						Calendar	Pharr

FM Stations

Station	Freq	Power	Format	Owner	Advertiser	Product	City
KBFM	104.1	100 kw @ 998	CHR	ABC	\$42.00	D&R	Calendar
KFRQ	94.5	100 kw @ 1158	AOR	ABC	\$33.00	Allied	Sunburst
KGBT	98.5	100 kw @ 997	See KGBT				
KIWW	96.1	100 kw @ 987	Hispanic		\$50.00	Katz Hisp.	Heftel
KKPS	99.5	100 kw @ 1037	Hispanic		\$31.00	---	Sunburst
KSOX	102.1	18 kw @ 758	Oldies		\$<20.00	---	Raymondville
KTEX	100.3	100 kw @ 1125	Country	ABC	\$42.00	Christal	Calendar
KTJN	106.3	500 w @ 633	Hispanic		\$33.00	Caballero	KBOR
KTJX	105.5	3 kw @ 285	See KTJN-F				Mission
KVLV	107.9	100 kw @ 719	AC		\$35.00	Allied	KBOR
XAAA	93.1	50 kw @ 230	Hispanic		\$ NA	---	Sunburst
XVTH	107.1	50 kw @ 210	Hispanic		\$ NA		Edinburg
							Reynosa, MX
							Matamoros, MX

Notes: 1/97 KQXX-F changed calls to KGBT-F; continues to simulcast KGBT . . . 2/97 KVJY changed from Talk to ABC's Standards format

Jim Duncan

Comments: Listening levels are down by 1.3 rating points since Spring '95 . . . KBFM-F is at its highest levels since Summer '94 . . . KVLV-F surged to its highest shares in more than three years

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank: 96 Pop (12+): 391,500	Stations: 32 / 9	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 1,183/331:1/54.4%	Household Income: \$37,394
MSA Pop: NA	Sample Target: 1,140	Retail Dollars: \$4.8 Bil.
DMA: Orlando (#22)	% Below Line: 51.2	#1 Biller: NA
Average Persons Rating: 15.8	% Not Listed: 17.8	#1 Billing Portfolio: NA
Market TSL In Hours: 21.25	Pop per Station: 43,500	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WWKA-F	C	39 / 6.3	7.3	7.0	8.2	9.9	629 / 16.1	16.5	15.2	99 / 1428	WWKA-F
2	WMMB	ST/FS	37 / 6.0	8.8	9.3	9.8	9.4	479 / 12.2	11.5	14.7	37 / 479	WMMB
	WTKS-F	T	37 / 6.0	5.4	5.2	4.2	3.9	578 / 14.8	13.7	12.4	66 / 1013	WTKS-F
	WAOA-F	CHR	37 / 6.0	6.7	7.8	3.9	5.7	613 / 15.7	18.0	18.1	37 / 625	WAOA-F
5	WJRR-F	AOR-NR	32 / 5.2	6.7	6.9	5.2	6.5	567 / 14.5	17.8	16.3	60 / 1125	WJRR-F
6	WHTQ-F	AOR	31 / 5.0	7.0	5.4	5.7	4.9	460 / 11.7	14.8	13.2	92 / 1149	WHTQ-F
	WHKR-F	C	31 / 5.0	4.7	3.8	4.9	4.5	462 / 11.8	10.5	9.8	32 / 503	WHKR-F
8	WOMX-F	AC/CHR	28 / 4.5	4.2	6.2	5.1	4.7	616 / 15.7	14.1	16.4	56 / 1189	WOMX-F
9	WLRO-F	AC	26 / 4.2	5.7	4.7	5.5	6.0	472 / 12.1	12.2	12.8	26 / 481	WLRO-F
	WJHM-F	B	26 / 4.2	3.9	2.6	2.6	2.5	376 / 9.6	8.7	6.5	68 / 916	WJHM-F
11	WTAI	T	21 / 3.4	3.1	2.5	2.0	2.7	201 / 5.1	4.6	4.4	21 / 205	WTAI
12	WGGD-F	O	19 / 3.1	2.8	2.0	3.1	2.8	250 / 6.4	6.3	6.0	19 / 255	WGGD-F
13	WSHE-F	AC	18 / 2.9	2.1	2.9	3.4	5.0	425 / 10.8	8.6	10.0	57 / 1028	WSHE-F
14	WOSN-F	ST	17 / 2.8	1.5				222 / 5.7	2.8		17 / 222	WOSN-F
15	WMGF-F	SAC	16 / 2.6	1.8	3.3	3.4	3.2	288 / 7.4	5.5	8.8	68 / 1074	WMGF-F
16	WOCL-F	O	14 / 2.3	2.3	2.6	2.4	2.5	351 / 9.0	7.3	8.1	83 / 1196	WOCL-F
17	WRFB	EZ	12 / 1.9	1.5	2.8	2.1	1.7	170 / 4.3	3.8	5.2	12 / 170	WRFB

12+ FM Share (Metro): 82.64 % (419 of 507) (Spring 96: 79.12 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJHM-F >>	1 WJRR-F	1 WTKS-F <	1 WHTQ-F <	1 WTKS-F <	1 WMMB	1 WTKS-F	1 WAOA-F <	1 WWKA-F	1 WJHM-F	1 WMMB
2 WAOA-F	2 WAOA-F	2 WHTQ-F	2 WTKS-F	2 WHTQ-F	2 WWKA-F >	2 WMMB	2 WMMB <	WTKS-F <	WTKS-F	WOMX-F
WJRR-F >	3 WTKS-F	WAOA-F <	3 WAOA-F	3 WAOA-F <	3 WHKR-F	3 WAOA-F <	3 WWKA-F <	3 WJRR-F <	3 WJRR-F	3 WWKA-F
	4 WJHM-F	4 WJRR-F >	4 WLRO-F	4 WWKA-F <	WTAI	4 WWKA-F <	4 WHTQ-F <	4 WAOA-F <	4 WHTQ-F	4 WMGF-F
	5 WHTQ-F <	5 WLRO-F	WWKA-F	5 WLRO-F <	WTKS-F <	5 WOMX-F	5 WHKR-F	5 WHKR-F <	5 WHKR-F <	
	6 WSHE-F	WWKA-F <	WJRR-F	6 WOMX-F <	6 WHTQ-F <	6 WHTQ-F <	WJRR-F <	6 WHTQ-F	6 WMMB	
		7 WOMX-F <	7 WOMX-F	7 WJRR-F	7 WOSN-F	7 WJRR-F <	7 WTAI <	7 WOMX-F <	WAOA-F	
		8 WJHM-F <		8 WGGD-F	WGGD-F <	8 WHKR-F <	8 WHKR-F <	8 WJHM-F	8 WOMX-F	
				WHKR-F		9 WLRO-F	9 WTKS-F	WMMB <	WWKA-F	
									WLRO-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 WJHM-F	1 WAOA-F	1 WLRO-F	1 WAOA-F	1 WLRO-F <	1 WJRR-F >>	1 WJRR-F	1 WTKS-F	1 WTKS-F	1 WTKS-F
2 WAOA-F >>	2 WLRO-F	2 WAOA-F >	2 WLRO-F	2 WAOA-F	2 WTKS-F	2 WTKS-F >	WJRR-F >	2 WJRR-F	2 WHTQ-F
3 WSHE-F	3 WJHM-F	3 WSHE-F	3 WOMX-F	3 WOMX-F	WJHM-F >	3 WHTQ-F	3 WHTQ-F	3 WHTQ-F >	3 WJRR-F
WJRR-F	4 WSHE-F	4 WHTQ-F	4 WJHM-F	4 WGGD-F	4 WSHE-F	4 WAOA-F	4 WAOA-F	4 WWKA-F	4 WWKA-F
WXXL-F >>	5 WOMX-F	WOMX-F	5 WHTQ-F	5 WWKA-F	WHKR-F >>	5 WHKR-F	5 WOMX-F	5 WHKR-F	5 WHKR-F
	6 WHTQ-F	WWKA-F >	6 WSHE-F	6 WHTQ-F		6 WJHM-F	WWKA-F	WAOA-F	6 WAOA-F
	WJRR-F		WWKA-F			WWKA-F	WHKR-F	7 WJHM-F	7 WOMX-F
			WGGD-F			WSHE-F		WSHE-F	
						WOMX-F >>			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WMEI	T	920 Melbourne	1.0 3.0 6 129
WMMV	ST	1350 Cocoa	0.3 1.4 2 55

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCFB-F	UJAC	94.5 Daytona Beach	1.3 2.5 24 333
WDBO	FS/T	580 Orlando	1.3 3.0 34 495
WFLM-F	B/AC	104.7 White City	0.3 1.5 2 59
WGNE-F	C	98.1 Titusville	1.5 5.8 52 912
WGYL-F	EZ	93.7 Vero Beach	0.3 1.8 2 71
WKGR-F	CL AOR	98.7 FL Pierce	0.3 1.8 2 77
WKRO-F	AOR-NR	93.1 Edgewater	0.6 2.0 14 292
WLOQ-F	J	103.1 Winter Park	0.5 1.8 11 257
WMMO-F	AC-AOR	98.9 Orlando	0.6 2.1 19 400
WPAW-F	C	99.7 Vero Beach	0.8 2.0 5 77
WQOL-F	O	103.7 Vero Beach	0.8 2.8 5 109
WQTM	SPRTS	540 Pine Hills	0.3 1.2 6 131
WXXL-F	CHR	106.7 Tavares	0.6 4.7 42 926

MELBOURNE-TITUSVILLE-COCOA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	76 (4)	76 (4)	15.0 %	14.6 %	Capstar WGGD-FM, WHKR-FM, WLRQ-FM, WMMB-AM, WMMV-AM	18.6 %	17.9 %	%
AOR/Classic/NR	0 (0)	69 (4)	69 (4)	13.6 %	17.0 %		18.6 %	17.9 %	%
Black/Urban	0 (0)	36 (3)	36 (3)	7.1 %	6.5 %				
CHR	0 (0)	41 (2)	41 (2)	8.1 %	8.6 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	84 (4)	84 (4)	16.6 %	17.2 %				
Full Service	8 (1)	0 (0)	8 (1)	1.6 %	0.7 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	3 (1)	3 (1)	0.6 %	0.6 %				
News/Talk	27 (2)	37 (1)	64 (3)	12.6 %	10.6 %				
Oldies	0 (0)	38 (3)	38 (3)	7.5 %	7.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	12 (1)	18 (2)	30 (3)	5.9 %	4.3 %				
Sports	2 (1)	0 (0)	2 (1)	0.4 %	0.7 %				
Standards	39 (2)	17 (1)	56 (3)	11.0 %	11.8 %				
Totals	88 (7)	419 (25)	507 (32)						

AM Stations

WMEL	920	1 kw (DA-2)	Talk	CBS, Westwd, UPI	\$ NA	Savalli	
WMMB	1240	1 kw	StandardsFull Svc.	Westwd, ABC, Tiknt	\$ NA	Allied	Capstar
WRFB	860	1 kw/121 w	Easy Listening		\$ NA	—	
WTAI	1560	5 kw (Days)	Talk	ABC	\$ NA	Christal	

FM Stations

WAOA	107.1	100 kw @ 485	CHR		\$ NA	Allied	
WGGD	95.1	6 kw @ 210	Oldies		\$ NA	Allied	Capstar
WHKR	102.7	50 kw @ 492	Country		\$ NA	Eastman	Capstar Rockledge
WLRQ	99.3	50 kw @ 492	AC		\$ NA	Eastman	Capstar

Notes: Other ranked stations – See Orlando, Daytona Beach or Ft. Pierce . . . WLRQ-F reclassified from Soft AC to AC based on audience analysis and station self-description

Jim Duncan

Comments: WMMB has fallen dramatically, as it has been hurt by WOSN-F

MEMPHIS

Arbitron Rank: 43 Pop (12+): 943,800	Stations: 27 / 25	Last Year's Revenue: \$43,000,000
MSA Rank: 52	Diaries: 1,547/610:1/49.9%	Household Income: \$37,678
MSA Pop: 1,100,000	Sample Target: 1,490	Retail Dollars: \$10.6 Bil.
DMA: 42	% Below Line: 0.9	#1 Biller: WRVR-F \$6,400,000
Average Persons Rating: 16.6	% Not Listed: 9.8	#1 Billing Portfolio:
Market TSL In Hours: 22.00	Pop per Station: 37,752	Clear Channel \$16,650,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WHRK-F	B	184 / 11.8	12.8	12.6	12.8	12.8	12.5	2250 / 23.8	24.4	24.7	240 / 3111	G	WHRK-F
2	WOIA	B	137 / 8.8	5.7	6.9	8.7	8.0	7.5	1441 / 15.3	16.1	16.8	152 / 1686	D	WOIA
3	WRVR-F	AC	131 / 8.4	7.9	7.1	7.5	7.7	7.7	1631 / 17.3	17.2	17.9	153 / 2104	G	WRVR-F
4	KJMS-F	B	106 / 6.8	8.7	5.8	7.0	6.1	7.1	1723 / 18.3	17.3	17.7	120 / 2054	C	KJMS-F
5	WMC-F	CHR/AC	94 / 6.0	7.8	8.2	6.4	6.9	7.1	1641 / 17.4	17.4	19.2	121 / 2261	F	WMC-F
6	WLOK	G	92 / 5.9	6.6	4.4	6.6	4.3	5.9	1099 / 11.6	11.8	10.8	92 / 1113	C	WLOK
7	WGKX-F	C	86 / 5.5	6.1	6.5	5.8	7.1	6.0	1395 / 14.8	17.2	17.8	110 / 1957	G	WGKX-F
8	WEGR-F	AOR	80 / 5.1	5.8	5.0	6.7	6.9	5.7	1146 / 12.1	12.5	14.8	121 / 1801	G	WEGR-F
9	WOGY-F	C	66 / 4.2	4.8	3.9	3.4	3.9	4.1	1186 / 12.6	11.1	11.0	71 / 1329	C	WOGY-F
10	KANG-F	B	65 / 4.2	0.5	1.3		0.5		866 / 9.2	2.4	2.7	65 / 866		KANG-F
11	WSRR-F	CL HITS	59 / 3.8	2.8	3.7	3.2	3.1	3.4	1021 / 10.8	11.9	10.8	72 / 1323	D	WSRR-F
12	WMC	N/T	48 / 3.1	3.2	4.0	4.5	4.8	3.7	865 / 9.2	8.7	10.3	53 / 975	D	WMC
13	WPLX	ST	43 / 2.7	2.3	1.4	1.0	1.4	1.9	298 / 3.2	1.5	1.8	43 / 298		WPLX
14	WMFS-F	AOR	37 / 2.4	2.0	1.7	2.8	2.9	2.2	649 / 6.9	5.7	7.1	38 / 679	B	WMFS-F
15	WBBP	REL	31 / 2.0	1.1	1.1	0.9	0.8	1.3	394 / 4.2	4.5	3.7	32 / 420		WBBP
16	WRXQ-F	AOR-NR	29 / 1.9	2.2	2.6	3.1	3.1	2.4	707 / 7.5	8.1	11.0	32 / 756	C	WRXQ-F
17	WCRV	REL	26 / 1.7	1.9	1.9	2.3	2.0	1.9	433 / 4.6	4.9	5.4	31 / 562		WCRV
18	WJCE	B/O	25 / 1.6	1.6	2.4	2.3	2.1	2.0	449 / 4.8	6.6	5.9	29 / 573	A	WJCE
19	WREC	T	21 / 1.3	1.4	1.7	1.3	1.0	1.4	554 / 5.9	6.2	4.7	26 / 664	A	WREC

12+ FM Share (Metro): 68.41 % (966 of 1412) (Spring 96: 69.69 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WHRK-F >>	1 WHRK-F >	1 WHRK-F >	1 WHRK-F <	1 WDIA <	1 WDIA	1 WHRK-F <	1 WRVR-F	1 WHRK-F	1 WHRK-F >	1 WHRK-F
2 KANG-F >>	2 KJMS-F	2 KJMS-F <	2 WDIA <	2 WRVR-F	2 WRVR-F	2 WDIA	2 WHRK-F	2 WRVR-F	2 KJMS-F >	2 WLOK <
3 WEGR-F <	3 WDIA <	3 KJMS-F <	3 KJMS-F <	3 WHRK-F <	3 WLOK	3 WEGR-F <	3 WDIA <	3 KJMS-F	3 KANG-F	3 KJMS-F
4 WMC-F >	4 WMC-F <	4 WEGR-F <	4 WEGR-F <	4 KJMS-F	4 WGKX-F	4 WMC-F <	4 WGKX-F <	4 WMC-F <	4 WLOK	4 WDIA
5 WMFS-F	5 WRVR-F <	5 WMC-F <	5 WEGR-F <	5 WEGR-F <	5 KJMS-F	5 WRVR-F <	5 WMC-F	5 WGKX-F <	WDIA <	
	KANG-F <	6 WEGR-F >	6 WRVR-F >	6 WMC-F	6 WMC-F	6 WLOK	KJMS-F	6 WDIA	6 WRVR-F	
7 WDIA	7 WGKX-F <	7 WGKX-F <	7 WLOK	7 WLOK	7 WGKX-F	7 WGKX-F	7 WEGR-F	7 WLOK		
WRVR-F <	8 WSRR-F <	8 WSRR-F <	8 WSRR-F <	8 WSRR-F	8 WSRR-F	8 KJMS-F <		WEGR-F <		
9 WOGY-F		9 WLOK	9 WLOK	9 WLOK	9 WLOK					

Wom 18-24	Wom 18-34	Wom 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-F >>	1 WHRK-F >	1 WHRK-F	1 WHRK-F	1 WDIA <	1 WHRK-F >	1 WHRK-F	1 WEGR-F	1 WEGR-F <	1 WEGR-F
2 WRVR-F <	2 KJMS-F	2 KJMS-F	2 KJMS-F <	2 KJMS-F	2 WMFS-F	2 WEGR-F	2 WHRK-F >	2 WHRK-F >	2 WHRK-F <
3 WMC-F	3 WMC-F	3 WMC-F	3 WMC-F <	3 WRVR-F <	3 WRXQ-F	3 WMFS-F	3 WMFS-F <	3 KJMS-F <	3 WDIA <
4 KANG-F	4 WRVR-F <	4 WDIA	4 WDIA <	4 WHRK-F	4 KANG-F	4 KJMS-F	4 KJMS-F	4 WDIA <	4 WRVR-F
5 WOGY-F	5 WDIA	5 WRVR-F	5 WRVR-F >	5 WMC-F	KJMS-F >	5 KANG-F	5 KANG-F	5 WRVR-F <	5 WSRR-F <
6 KJMS-F	6 WOGY-F	6 WOGY-F <	6 WLOK	6 WLOK	6 WMC-F	6 WRXQ-F	6 WSRR-F	6 WMC-F <	6 KJMS-F <
7 WDIA >		7 WLOK	7 WOGY-F	7 WOGY-F				7 WSRR-F <	7 WMC-F <
				8 WGKX-F				8 WGKX-F	8 WGKX-F >
								WMFS-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume				
KHLS-F	C	96.3	Blytheville, AR	0.3	0.8	5	149
KWAM	REL	990	Memphis	0.6	1.8	13	189
WHBQ	SPRTS	560	Memphis	0.5	3.4	12	391
WKRA-F	B/O	92.7	Holly Spgs, MS	0.3	0.7	17	167
WSFZ	SPRTS	1030	Memphis	0.3	1.1	5	105
WVIM-F	REL	95.3	Coldwater, MS	0.3	1.2	5	111

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
KIYS-F	CHR	101.9	Jonesboro, AR	0.6	1.6	49	747
WYNU-F	AC	92.3	Milan, TN	0.3	1.2	28	575

MEMPHIS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	136 (2)	136 (2)	9.6 %	8.5 %	Barnstable	9.3 %	11.0 %	19.3 %
AOR/Classic/NR	0 (0)	146 (3)	146 (3)	10.3 %	10.6 %	WGKX-FM, WSRR-FM			
Black/Urban	162 (2)	360 (4)	522 (6)	37.0 %	33.4 %	Clear Channel	36.3 %	36.4 %	38.5 %
CHR	0 (0)	103 (2)	103 (2)	7.3 %	9.4 %	WHRK-FM, KJMS-FM, KWAM-AM, WDIA-AM, WEGR-FM, WRXQ-FM, WREC-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Flinn	4.7 %	2.2 %	2.0 %
Country	0 (0)	157 (3)	157 (3)	11.1 %	12.8 %	WOWW-AM, WJOI-FM, KANG-FM, WHBQ-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Sinclair TV	14.2 %	15.6 %	19.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WOGY-FM, WRVR-FM, WJCE-AM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		64.6 %	65.2 %	79.6 %
News/Talk	69 (2)	0 (0)	69 (2)	4.9 %	7.2 %				
Oldies	0 (0)	59 (1)	59 (1)	4.2 %	4.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	159 (4)	5 (1)	164 (5)	11.6 %	10.2 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	13 (2)	0 (0)	13 (2)	0.9 %	1.4 %				
Standards	43 (1)	0 (0)	43 (1)	3.0 %	2.2 %				
Totals	446 (11)	966 (16)	1412 (27)						

AM Stations

Station	Power	Time	Genre	Ownership	Company	City	
WBBP	1480	5 kw/41 w	Religion	\$ NA	---		
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	Clr Chnl Clear Channel	
WHBQ	560	5 kw/1 kw (DA-2)	Sports	ABC, CBS, Westwd	\$ NA	---	Flinn
WJCE	680	10 kw/5 kw (DA-N)	Black Oldies	ABC	\$20.00	Allied Sinclair TV	
WLOK	1340	1 kw	Gospel		\$33.00	Unirep	
WMC	790	5 kw (DA-N)	News/Talk	ABC, CBS	\$53.00	Mc-Guild Raycom	
WPLX	1170	1 kw (Days)	Standards	CNN, Westwd	\$19.00	---	Germanlow
WREC	600	5 kw (DA-2)	Talk	CBS, AP, Westwd	\$ <20.00	Clr Chnl Clear Channel	

FM Stations

Station	Freq	Power	Genre	Ownership	Company	City
KANG	107.1	3 kw @ 328	Black	\$17.00	Williams	Flinn Marion, AR
KJMS	101.1	100 kw @ 450	Black	CBS, ABC	\$45.00	Clr Chnl Clear Channel
WEGR	102.7	100 kw @ 900	AOR	Westwd, ABC	\$98.00	Clr Chnl Clear Channel
WGKX	105.9	100 kw @ 984	Country	\$115.00	Katz	Barnstable
WHRK	97.1	100 kw @ 531	Black	Westwd	\$105.00	Clr Chnl Clear Channel
WMC	99.7	300 kw @ 908	CHR/AC	Source	\$82.00	Mc-Guild Raycom
WMFS	92.9	6 kw @ 328	AOR	\$21.00	---	Bartlett
WOGY	94.1	50 kw @ 472	Country	Westwd	\$40.00	Allied Sinclair TV
WRVR	104.5	100 kw @ 750	AC	\$125.00	Allied	Sinclair TV
WRXQ	95.7	6 kw @ 328	AOR-New Rock	\$24.00	Clr Chnl	Clear Channel Olive Branch, MS
WSRR	98.1	100 kw @ 768	Classic Hits	\$54.00	Katz	Barnstable Millington

Notes: 3/97 WJOI-F (107.5; Germantown) sold to Flinn for \$4,500,000 . . . 7/97 KANG-F changed calls to KXHT-F ("Hot 107") after the Spring survey . . . 7/97 Barnstable purchased WWKZ-F New Albany-Tupelo, MS for \$6,300,000 with the intention to move it to Memphis; according to the M Street Journal, WWKZ-F has a CP to change to 100 kw @ 679' on 103.7 and change its city of license to Como, MS (Stevens)

Jim Duncan

Comments: Black-formatted KANG-F has become viable . . . WDIA recovered nicely from a weak Winter book . . . WRVR-F had its highest 12+ share in over three years . . . WGKX-F keeps slipping, posting its lowest share in many years . . . WSRR-F had its highest share in about two years . . . WMC experienced its fourth consecutive down book

MIAMI-FT. LAUDERDALE

Arbitron Rank: 11 Pop (12+): 2,984,300	Stations: 39 / 35	Last Year's Revenue: \$174,500,000
MSA Rank: 24-Mia.; 39-Ft. L.	Diaries: 4,803/621:1/46.3%	Household Income: \$34,743
MSA Pop: 3,510,000	Sample Target: 4,710	Retail Dollars: \$40.5 Bil.
DMA: 16	% Below Line: 2.1	#1 Biller: WAMR-F \$12,700,000
Average Persons Rating: 18.9	% Not Listed: 8.4	#1 Billing Portfolio:
Market TSL In Hours: 25.00	Pop per Station: 85,266	Clear Channel \$48,140,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level		
1	WPOW-F	CHR	300 / 5.3	5.1	5.7	4.9	5.6	5.3	5458 / 18.3	18.5	17.3	343 / 6391	H	WPOW-F
2	WHQT-F	B/AC	292 / 5.2	4.8	4.8	5.3	4.3	5.0	4066 / 13.6	12.7	11.7	321 / 4538	H	WHQT-F
3	WEDR-F	B	274 / 4.9	5.4	5.5	5.9	5.7	5.4	4090 / 13.7	13.6	13.5	330 / 4885	I	WEDR-F
4	WLYF-F	SAC	272 / 4.8	4.8	4.4	5.4	5.4	4.9	3586 / 12.0	11.3	13.2	293 / 4005	H	WLYF-F
5	WAMR-F	SP	260 / 4.6	5.4	4.4	5.6	4.6	5.0	3009 / 10.1	10.2	9.9	268 / 3238	I	WAMR-F
6	WAQI	SP	242 / 4.3	3.9	3.9	4.7	4.0	4.2	2103 / 7.0	6.5	7.2	244 / 2123	G	WAQI
7	WKIS-F	C	238 / 4.2	3.8	3.1	3.6	3.3	3.7	2936 / 9.8	8.6	8.5	257 / 3404	H	WKIS-F
8	WRMA-F	SP	226 / 4.0	3.7	4.5	4.3	5.4	4.1	3094 / 10.4	11.0	11.5	240 / 3347	H	WRMA-F
	WLVE-F	J	226 / 4.0	3.7	3.1	3.0	3.5	3.5	3066 / 10.3	9.4	9.1	258 / 3567	H	WLVE-F
10	WFLC-F	AC	215 / 3.8	3.1	2.8	2.7	3.4	3.1	3897 / 13.1	10.8	11.0	226 / 4264	H	WFLC-F
11	WZTA-F	AOR	196 / 3.5	3.6	3.3	3.9	3.7	3.6	2850 / 9.5	9.1	10.1	215 / 3360	H	WZTA-F
12	WXDJ-F	SP	188 / 3.3	3.1	4.4	3.0	3.2	3.5	2735 / 9.2	10.4	9.1	189 / 2786	H	WXDJ-F
13	WHYI-F	CHR/AC	186 / 3.3	3.9	3.5	3.8	4.0	3.6	3823 / 12.8	12.9	13.3	203 / 4399	H	WHYI-F
14	WTMI-F	CL	176 / 3.1	2.5	2.7	2.7	3.1	2.8	2504 / 8.4	7.8	8.1	207 / 3070	F	WTMI-F
	WMXJ-F	O	176 / 3.1	3.1	3.5	3.9	3.3	3.4	2820 / 9.5	11.3	11.0	211 / 3503	H	WMXJ-F
16	WBGJ-F	CL AOR	146 / 2.6	2.8	2.4	2.5	2.3	2.6	2981 / 10.0	8.5	8.3	183 / 3536	D	WBGJ-F
17	WCMQ	SP	137 / 2.4	2.1	2.0	2.0	2.7	2.1	1320 / 4.4	3.8	5.0	137 / 1324	F	WCMQ
18	WCMQ-F	SP	124 / 2.2	3.1	2.8	2.2	2.1	2.6	1569 / 5.3	6.8	5.8	124 / 1592	F	WCMQ-F
19	WIOD	N/T	122 / 2.2	2.4	3.3	3.4	2.6	2.8	2188 / 7.3	8.9	7.1	141 / 2553	H	WIOD
20	WPLL-F	AOR-P	120 / 2.1	2.2	2.0	2.5	2.1	2.2	2742 / 9.2	8.8	8.3	133 / 3193	F	WPLL-F
21	WINZ	N/T	117 / 2.1	2.2	2.0	1.5	1.7	1.9	2328 / 7.8	8.4	6.9	122 / 2531	F	WINZ
22	WQBA	SP	115 / 2.0	2.7	2.5	2.3	2.2	2.4	1351 / 4.5	5.0	4.5	115 / 1356	E	WQBA
23	WRTO-F	SP	109 / 1.9	1.9	1.5	1.4	1.5	1.7	2231 / 7.5	6.9	5.9	115 / 2378	F	WRTO-F
24	WJNA	ST	104 / 1.8	2.1	0.3				1097 / 3.7	0.9		134 / 1573		WJNA
25	WSUA	SP	84 / 1.5	1.4	1.7	1.3	1.7	1.5	768 / 2.6	2.7	2.6	84 / 768	B	WSUA
26	WQAM	SPRTS	80 / 1.4	1.6	1.8	2.3	1.7	1.8	1525 / 5.1	5.2	5.1	97 / 1858	G	WQAM

12+ FM Share (Metro): 73.67 % (3806 of 5166) (Spring 96: 73.93 %)

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 WHQT-F	1 WHQT-F	1 WHQT-F	1 WAQI	1 WAMR-F	1 WLYF-F >	1 WPOW-F	1 WPOW-F	1 WEDR-F
2 WEDR-F >>	2 WEDR-F <	2 WEDR-F <	2 WLVE-F <	2 WLVE-F	2 WLYF-F	2 WHQT-F	2 WFLC-F	2 WLYF-F <	2 WHQT-F <	2 WHQT-F
	3 WZTA-F <	3 WPOW-F <	3 WAMR-F	3 WAMR-F	3 WRMA-F	3 WAQI	3 WAQI <	3 WEDR-F	3 WAQI	3 WAQI >
	4 WHQT-F	4 WFLC-F <	4 WEDR-F	4 WLYF-F <	4 WRMA-F <	4 WBGJ-F <	4 WAMR-F <	4 WHQT-F <	4 WEDR-F >	
	5 WHYI-F <	5 WZTA-F	5 WFLC-F <	5 WFLC-F <	5 WLVE-F <	5 WKIS-F <	5 WHQT-F <	5 WLVE-F <	5 WRMA-F <	
	6 WFLC-F	6 WAMR-F	6 WLYF-F <	6 WEDR-F <	6 WKIS-F <	6 WZTA-F	6 WLVE-F <	6 WFLC-F	6 WLVE-F <	
		7 WLVE-F	7 WZTA-F <	7 WKIS-F <	7 WTMI-F <	7 WLYF-F <	7 WKIS-F <	7 WKIS-F <	7 WKIS-F	
		8 WLYF-F <	8 WBGJ-F <	8 WRMA-F <		8 WPOW-F	8 WPOW-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 WPOW-F >	1 WHQT-F	1 WHQT-F	1 WHQT-F	1 WHQT-F	1 WPOW-F	1 WZTA-F	1 WZTA-F >	1 WZTA-F	1 WZTA-F
2 WEDR-F	2 WPOW-F <	2 WHYI-F	2 WFLC-F <	2 WLYF-F	2 WZTA-F <	2 WPOW-F	2 WBGJ-F	2 WPOW-F <	2 WLVE-F <
3 WFLC-F <	3 WEDR-F <	3 WEDR-F	3 WEDR-F <	3 WAMR-F <	3 WEDR-F >	3 WEDR-F	3 WEDR-F <	3 WEDR-F <	3 WBGJ-F <
4 WHQT-F <	4 WHYI-F	4 WPOW-F <	4 WLYF-F <	4 WFLC-F <	4 WFLC-F	4 WBGJ-F <	4 WPOW-F <	4 WBGJ-F <	4 WHQT-F <
5 WHYI-F	5 WFLC-F	5 WLYF-F <	5 WPOW-F <	5 WEDR-F	5 WHYI-F <	5 WHQT-F	5 WHQT-F	5 WHQT-F <	5 WKIS-F <
6 WXDJ-F <	6 WLYF-F	6 WFLC-F	6 WHYI-F <	6 WRMA-F <	6 WXDJ-F	6 WFLC-F <	6 WAMR-F	6 WLVE-F	6 WAMR-F <
7 WKIS-F	7 WKIS-F	7 WKIS-F <	7 WAMR-F	7 WLVE-F <	7 WHQT-F	7 WAMR-F	7 WIOD	7 WFLC-F	7 WEDR-F
	WZTA-F	WXDJ-F		8 WHYI-F		WHYI-F <	WPLL-F <		WIOD <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WACC	SP	830	Hialeah	0.7 1.6 42 475
WAVS	E	1170	Davie	0.9 2.3 54 703
WAXY	T	790	S. Miami	0.5 2.2 31 758
WEXY	G	1520	Wilton Manors	0.3 1.0 19 309
WFTL	T	1400	FL. Lauderdale	0.7 2.2 42 706
WKAT	SP	1360	N. Miami	0.4 1.1 21 329
WMBM	G/B	1490	Miami Beach	1.1 2.5 64 743
WVCG	E	1080	Coral Gables	0.6 1.4 34 432
WWFE	SP	670	Miami	0.4 1.1 21 341

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WEAT-F	SAC	104.3	W. Palm Beach	0.7 2.2 152 2095
WJNO	N/T	1230	W. Palm Beach	0.4 1.4 82 1245
WRMF-F	AC	97.9	Palm Beach	0.8 2.5 147 1991
WSBR	T	740	Boca Raton	0.3 1.0 24 549

MIAMI-FT. LAUDERDALE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	260 (2)	260 (2)	5.0 %	4.1 %	Beasley	10.9 %	9.9 %	13.4 %
AOR/Classic/NR	0 (0)	462 (3)	462 (3)	8.9 %	5.9 %	WQAM-AM, WKIS-FM, WPOW-FM			
Black/Urban	0 (0)	566 (2)	566 (2)	11.0 %	12.3 %	Clear Channel, pend.	20.5 %	23.7 %	27.6 %
CHR	0 (0)	486 (2)	486 (2)	9.4 %	10.2 %	WHYI-FM, WPLL-FM, WZTA-FM, WIOD-AM, WINZ-AM, WLVE-FM, WFTL-AM, WBGG-FM			
Classical	0 (0)	176 (1)	176 (1)	3.4 %	3.0 %	Cox	9.0 %	11.3 %	9.5 %
Country	0 (0)	238 (1)	238 (1)	4.6 %	3.5 %	WFLC-FM, WHQT-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Heftel	12.8 %	9.9 %	15.1 %
Hispanic	661 (7)	907 (5)	1568 (1)	30.4 %	31.9 %	WQBA-AM, WAMR-FM, WRTO-FM, WAQI-AM			
Jazz	0 (0)	226 (1)	226 (1)	4.4 %	3.4 %	Jefferson-Pilot	8.4 %	9.2 %	0.0 %
News/Talk	346 (6)	0 (0)	346 (6)	6.7 %	8.2 %	WLYF-FM, WAXY-AM, WMXJ-FM			
Oldies	0 (0)	176 (1)	176 (1)	3.4 %	6.6 %	Local	0.4 %	0.2 %	1.0 %
Others/Unknown	86 (2)	0 (0)	86 (2)	1.7 %	1.3 %	WRHC-AM, WWFE-AM			
Religion/Gospel	83 (2)	0 (0)	83 (2)	1.6 %	1.8 %	SBS	9.5 %	11.2 %	14.4 %
Soft AC/EZ	0 (0)	309 (2)	309 (2)	6.0 %	5.4 %	WCMQ-FM, WRMA-FM, WSKP-FM, WXDJ-FM			
Sports	80 (1)	0 (0)	80 (1)	1.5 %	2.0 %		71.5 %	75.4 %	81.0 %
Standards	104 (1)	0 (0)	104 (1)	2.0 %	0.3 %				
Totals	1360 (19)	3806 (20)	5166 (39)						

AM Stations

Station	Power	Frequency	Format	Value	Advertiser	Agency	
WAQI	710	50 kw (DA-2)	Hispanic	\$82.00	Katz Hisp.	Heftel	
WCMQ	1210	25 kw/2.5 kw (DA-2)	Hispanic (News)	\$65.00	SBS	1-on-1, pend.	
WINZ	940	50 kw (DA-N)	News/Talk	ABC, CNN	\$73.00	Eastman	Clear Chnl., pend.
WIOD	610	10 kw (DA-2)	News/Talk	Westwd	\$156.00	Katz	Clear Chnl., pend.
WQAM	560	5 kw/1 kw	Sports	Westwd	\$80.00	D&R	Beasley
WQBA	1140	50 kw/10 kw (DA-N)	Hispanic	\$67.00	Katz Hisp.	Heftel	
WSUA	1260	5 kw (DA-2)	Hispanic	\$41.00	---	El Dorado	

FM Stations

Station	Power	Frequency	Format	Value	Advertiser	Agency		
WAMR	107.5	96 kw @ 1006	Hispanic	\$190.00	Katz Hisp.	Heftel		
WBGG	105.9	100 kw @ 1024	Classic AOR	\$84.00	Clr Chnl	Clear Channel		
WCMQ	92.3	31 kw @ 618	Hispanic	\$69.00	SBS	SBS	Hialeah	
WEDR	99.1	100 kw @ 919	Black	CBS	\$185.00	Mc-Guild	Chancellor	
WFLC	97.3	100 kw @ 1006	AC	\$177.00	Christal	Cox		
WHQT	105.1	100 kw @ 1006	Black AC	\$150.00	Christal	Cox	Coral Gables	
WHYI	100.7	100 kw @ 1006	CHR/AC	\$176.00	Clr Chnl	Clear Channel		
WKIS	99.9	100 kw @ 984	Country	Westwd	\$158.00	D&R	Beasley	Boca Raton
WLVE	93.9	100 kw @ 1006	Jazz	\$148.00	Eastman	Clear Chnl., pend.		
WLYF	101.5	100 kw @ 810	Soft AC	\$170.00	CBS	Jefferson-Pilot		
WMXJ	102.7	100 kw @ 1006	Oldies	\$168.00	CBS	Jefferson-Pilot		
WPLL	103.5	100 kw @ 1006	Prog. AOR	\$85.00	Eastman	Clear Chnl., pend.		
WPOW	96.5	100 kw @ 1006	CHR	Source	\$180.00	D&R	Beasley	
WRMA	106.7	100 kw @ 984	Hispanic AC	\$165.00	---	SBS		
WRTO	98.3	100 kw @ 1407	Hispanic	\$75.00	Katz Hisp.	Heftel	Goulds	
WTMI	93.1	100 kw @ 1006	Classical	\$95.00	Allied	Tanger		
WXDJ	95.7	46 kw @ 531	Hispanic	\$135.00	---	SBS	Homestead	
WZTA	94.9	100 kw @ 1006	AOR	\$163.00	Katz	Paxson		

Notes: Other ranked stations - See W. Palm Beach . . . WBGG-F reclassified from 70's Oldies to Classic AOR based on audience analysis and station self-description . . . 3/97 Spanish Bcstg. System sold WCMQ (AM) to One-on-One Sports for \$6,000,000 . . . 4/97 WSRF (1580; Ft. Lauderdale) sold by Paxson to Entertainment Radio (El cable net) for \$500,000 . . . 6/97 Paxson sold these stations to Clear Channel: WFTL for \$4,000,000; WIOD for \$20,600,000; WINZ for \$16,400,000; WLVE-F for \$60,100,000; WPLL-F for \$48,800,000; WZTA-F for \$66,200,000

Jim Duncan

Comments: WEDR-F recorded its lowest 12+ share in more than three years . . . WKIS-F enjoyed its highest share since Fall 1994 . . . WLVE-F had its best 12+ share in more than three years while WHYI-F had its lowest share in the same period . . . WFLC-F has had three consecutive gains and has recovered to its normal (as gauged by recent history) levels

MILWAUKEE-RACINE

Arbitron Rank: 29 Pop (12+): 1,342,500	Stations: 33 / 28	Last Year's Revenue: \$58,500,000
MSA Rank: 37	Diaries: 2,821/476:1/58.8%	Household Income: \$48,059
MSA Pop: 1,460,000	Sample Target: 2,670	Retail Dollars: \$15.0 Bil.
DMA: 31	% Below Line: 2.2	#1 Biller: WTMJ \$10,600,000
Average Persons Rating: 16.9	% Not Listed: 9.6	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 47,946	Journal Co. \$14,200,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	WTMJ	203 / 8.9	9.3	10.5	10.5	9.4	9.8	3249 / 24.2	29.5	22.6	249 / 3970	H	WTMJ
2	WMIL-F	175 / 7.7	7.6	8.0	9.0	9.8	8.1	2344 / 17.5	16.8	18.4	235 / 2997	G	WMIL-F
3	WLZR-F	159 / 7.0	6.9	6.8	6.0	6.6	6.7	2220 / 16.5	18.8	16.9	188 / 2739	F	WLZR-F
4	WKLH-F	157 / 6.9	6.8	6.7	7.6	6.9	7.0	2421 / 18.0	17.1	18.1	181 / 2829	H	WKLH-F
5	WKKV-F	138 / 6.1	7.4	7.4	6.0	6.1	6.7	1804 / 13.4	14.2	13.1	146 / 1927	D	WKKV-F
6	WKTJ-F	136 / 6.0	5.6	5.5	6.4	6.5	5.9	2669 / 19.9	18.4	20.1	154 / 3047	H	WKTJ-F
7	WOKY	128 / 5.6	5.6	5.7	6.1	5.9	5.8	1442 / 10.7	11.0	10.3	140 / 1540	D	WOKY
8	WMYX-F	119 / 5.2	5.4	5.4	4.4	4.3	5.1	2317 / 17.3	15.7	14.4	141 / 2689	D	WMYX-F
9	WISN	114 / 5.0	5.7	5.3	5.0	4.6	5.3	1721 / 12.8	13.8	12.8	132 / 1901	D	WISN
10	WZTR-F	107 / 4.7	4.0	4.1	4.1	4.0	4.2	2055 / 15.3	14.6	14.0	121 / 2382	D	WZTR-F
11	WLTQ-F	93 / 4.1	3.9	3.1	2.8	3.4	3.5	1441 / 10.7	9.0	9.8	108 / 1651	D	WLTQ-F
12	WLUM-F	73 / 3.2	3.8	3.7	4.0	4.0	3.7	1736 / 12.9	14.1	14.8	87 / 2101	D	WLUM-F
13	WJZI-F	61 / 2.7	2.7	2.7	3.1	2.0	2.8	1144 / 8.5	7.2	7.5	64 / 1227	C	WJZI-F
14	WFMR-F	52 / 2.3	1.8	1.9	1.9	2.1	2.0	799 / 6.0	6.4	6.6	52 / 812	C	WFMR-F
15	WEZY-F	44 / 1.9	1.6	1.5	1.3	1.2	1.6	502 / 3.7	3.3	2.5	49 / 609		WEZY-F
	WMCS	44 / 1.9	1.8	1.9	1.6	1.3	1.8	596 / 4.4	4.9	4.3	44 / 599		WMCS
17	WXPT-F	38 / 1.7	1.2	0.8	0.5	1.5	1.0	861 / 6.4	2.6	3.5	38 / 868		WXPT-F
18	WAMG-F	36 / 1.6	2.2	2.4	2.0	2.7	2.1	965 / 7.2	8.1	7.9	41 / 1085	D	WAMG-F
19	WNOV	32 / 1.4	1.5	2.1	2.0	2.5	1.8	589 / 4.4	4.9	4.8	32 / 592		WNOV

12+ FM Share (Metro): 70.37 % (1444 of 2052) (Spring 96: 70.36 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKKV-F >>	1 WLZR-F	1 WKLH-F <	1 WKLH-F	1 WKLH-F	1 WTMJ >	1 WTMJ <	1 WTMJ	1 WISN	1 WTMJ <	1 WKKV-F
2 WLUM-F <	2 WKKV-F	2 WLZR-F	2 WLZR-F	2 WLZR-F <	2 WOKY	2 WLZR-F	2 WKLH-F <	2 WMIL-F	2 WKKV-F >	WTMJ
3 WLZR-F	3 WKLH-F <	3 WKTJ-F <	3 WKTJ-F <	3 WMIL-F <	3 WMIL-F	3 WKLH-F	3 WMIL-F <	3 WTMJ	3 WMIL-F	3 WMIL-F
4 WKTJ-F <	4 WMIL-F	4 WMIL-F	4 WKTJ-F	4 WKTJ-F	4 WISN <	4 WKTJ-F <	4 WISN <	4 WKTJ-F <	4 WMYX-F <	
5 WMYX-F	5 WMYX-F	5 WMYX-F <	5 WMYX-F	5 WZTR-F <	5 WKLH-F	5 WMIL-F	5 WLZR-F <	5 WKLH-F <	5 WLZR-F	
6 WMIL-F	6 WKKV-F	6 WZTR-F <	6 WZTR-F <	6 WMYX-F <	6 WZTR-F	6 WOKY <	6 WKTJ-F <	6 WLZR-F <	6 WLUM-F <	
	7 WZTR-F <	7 WLTQ-F <	7 WTMJ			7 WKKV-F <	7 WOKY <	7 WKKV-F <	7 WKLH-F	
	8 WLTQ-F	8 WKKV-F <	8 WLTQ-F			8 WMYX-F <	8 WMYX-F	8 WMYX-F	WZTR-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 WKKV-F	1 WKTJ-F	1 WKTJ-F <	1 WKTJ-F	1 WKTJ-F	1 WLZR-F >	1 WLZR-F >	1 WLZR-F >>	1 WLZR-F	1 WKLH-F <
2 WMYX-F	2 WMYX-F <	2 WMYX-F >	2 WMYX-F <	2 WMIL-F	2 WKKV-F	2 WKLH-F	2 WKLH-F >	2 WKLH-F >	2 WLZR-F >
3 WKTJ-F	3 WKKV-F >	3 WMIL-F <	3 WMIL-F <	3 WMYX-F	3 WKLH-F	3 WKKV-F	3 WLUM-F <	3 WMIL-F	3 WTMJ
4 WMIL-F	4 WMIL-F	4 WKKV-F	4 WKKV-F	4 WLTQ-F <	4 WMIL-F	4 WLUM-F	4 WTMJ	4 WTMJ <	4 WZTR-F <
5 WLUM-F	5 WLZR-F	5 WLZR-F	5 WKLH-F <	5 WKLH-F	5 WLUM-F >>	WMIL-F >	5 WMIL-F <	5 WKKV-F <	5 WMIL-F
WKLH-F	6 WKLH-F <	6 WKLH-F	6 WLTQ-F >	WZTR-F			6 WKKV-F	6 WZTR-F	6 WISN
	7 WLTQ-F	WLTQ-F >		7 WKKV-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAUK	SPRTS	1510	Waukesha 0.5 1.9 13 338
WBWI-F	C	92.5	West Bend 0.6 2.7 20 520
WEMP	O	1250	Milwaukee 0.4 2.2 10 312
WEST-F	C	104.7	Sturtevant 0.3 1.3 10 241
WGLB	G	1560	Pt. Washington 0.5 0.6 11 86
WRJN	T	1400	Racine 0.8 1.8 19 280
WTKM-F	C	104.9	Hartford 0.8 1.8 32 419
WTKM	C	1540	Hartford 0.1 0.3 5 82

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBBM	N	780	Chicago 0.4 1.8 16 367
WGN	FS/T	720	Chicago 0.7 2.1 37 562
WIL-F	AOR	95.1	Kenosha 0.4 1.3 28 408
WIND	SP	560	Chicago 0.4 0.6 14 131
WJJO-F	AOR	94.1	Watertown 0.3 1.3 22 520

MILWAUKEE-RACINE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	329 (4)	329 (4)	16.0 %	15.2 %	Bliss, semi-duop WBKV-AM, WBW-FM, WEZY-FM, WRJN-AM	3.4 %	1.6 %	%
AOR/Classic/NR	0 (0)	405 (5)	405 (5)	19.7 %	19.6 %	Clear Channel, pend. WKKV-FM, WOKY-AM, WMIL-FM, WZTR-FM	24.1 %	20.2 %	23.6 %
Black/Urban	44 (1)	138 (1)	182 (2)	8.9 %	10.2 %	Saga WXPT-FM, WKLH-FM, WJYI-AM, WFMR-FM, WLZR-FM	17.9 %	22.4 %	21.5 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Sinclair TV, pend. WAMG-FM, WMYX-FM, WEMP-AM	7.2 %	8.7 %	8.4 %
Classical	0 (0)	52 (1)	52 (1)	2.5 %	2.1 %				
Country	2 (1)	215 (4)	217 (5)	10.6 %	10.6 %				
Full Service	219 (2)	0 (0)	219 (2)	10.7 %	12.3 %				
Hispanic	8 (1)	0 (0)	8 (1)	0.4 %	0.0 %				
Jazz	0 (0)	61 (1)	61 (1)	3.0 %	3.8 %		52.6 %	52.9 %	53.5 %
News/Talk	143 (3)	0 (0)	143 (3)	7.0 %	6.8 %				
Oldies	10 (1)	107 (1)	117 (2)	5.7 %	5.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	43 (2)	0 (0)	43 (2)	2.1 %	2.2 %				
Soft AC/EZ	0 (0)	137 (2)	137 (2)	6.7 %	5.0 %				
Sports	11 (2)	0 (0)	11 (2)	0.5 %	1.0 %				
Standards	128 (1)	0 (0)	128 (1)	6.2 %	6.3 %				
Totals	608 (14)	1444 (19)	2052 (33)						

AM Stations

Station	Freq	Power	Format	Company	Revenue	Notes	Location
WEMP	1250	5 kw (DA-2)	Oldies	Westwd	\$ NA	Sentry	Sinclair TV, pend.
WISN	1130	50 kw/10 kw (OA-2)	Talk	ABC, Westwd	\$60.00	Katz	SFX
WMCS	1290	5 kw (DA-2)	Black AC	ABC	\$26.00	Banner	All Pro Greenfield
WNOV	860	250 w/5 w	Black/Gospel	AURN	\$22.00	---	
WOKY	920	5 kw/1 kw (DA-2)	Standards	CNN	\$51.00	Allied	Clear Channel
WTMJ	620	50 kw/10 kw (DA-2)	Full Service	CBS, Talknt	\$139.00	Christal	Journal Co.

FM Stations

Station	Freq	Power	Format	Company	Revenue	Notes	Location
WAMG	103.7	19.5 kw @ 840	AC/CHR	Westwd	\$52.00	Sentry	Sinclair TV, pend. Wauwatosa
WEZY	92.1	2.7 kw @ 492	Easy Listening		\$ NA	Christal	WRJN Racine
WFMR	98.3	6 kw @ 292	Classical		\$39.00	Allied	Saga Menomonee Falls
WJZI	93.3	12.5 kw @ 990	Jazz	ABC	\$50.00	Allied	Shamrock
WKKV	100.7	50 kw @ 500	Black	ABC	\$56.00	Clr Chnl	Clear Channel Racine
WKLH	96.5	20 kw @ 807	Classic AOR		\$150.00	Mc-Guild	Saga
WKTI	94.5	15.5 kw @ 911	AC/CHR	ABC	\$155.00	Christal	Journal Co.
WLTQ	97.3	15.5 kw @ 911	Soft AC	ABC	\$66.00	Katz	SFX
WLUM	102.1	20 kw @ 761	AOR-New Rock	Source	\$60.00	Banner	All Pro
WLZR	102.9	50 kw @ 436	AOR	ABC	\$80.00	Eastman	Saga
WMIL	106.1	13.1 kw @ 976	Country		\$135.00	Allied	Clear Channel
WMYX	99.1	50 kw @ 448	AC	Westwd	\$70.00	Sentry	Sinclair TV, pend.
WTKM	104.9	5.8 kw @ 300	Classic Country		\$ NA	---	Hartford
WXPT	106.9	6 kw @ 328	Modern AC		\$ NA	Mc-Guild	Saga Brookfield
WZTR	95.7	34 kw @ 610	Oldies		\$61.00	Banner	Clr. Chnl., pend.

Notes: 3/97 WFMI-F/WFMR-F sold by Harris to Saga for \$5,000,000 (Blackburn) . . . 3/97 WISN/WLTQ-F (+ WTAE/WVTV-F Pittsburgh) sold by Hearst to SFX for \$35,000,000 . . . 5/97 WFMI-F changed from Jazz to Modern AC (AC-NR) as WXPT-F ("The Point") . . . 5/97 WRJN/WEZY-F sold to Bliss (WBKV/WBWI-F, West Bend) for \$5,000,000 (Patrick) . . . 6/97 WLZR (AM) changed from simulcasting WLZR-F to Contemp. Christian as WJYI ("Joy 1340") . . . 6/97 WZTR (540; Jackson) sold by Children's to Global for \$_____ (Star) . . . 7/97 WZTR-F sold by Shockley to Clear Channel for \$14,500,000 (Kalil) . . . 7/97 Heritage sold these stations to Sinclair TV: WEMP for \$1,500,000; WAMG-F for \$11,400,000; WMYX-F for \$15,400,000

Jim Duncan

Comments: Not much going on here . . . WLTQ-F is showing a fairly good uptrend . . . WLUM-F continues to trend downward . . . WMYX-F is experiencing good come growth . . . Market listening levels are steady

MINNEAPOLIS-ST. PAUL

Arbitron Rank: 16 Pop (12+): 2,227,400	Stations: 23 / 23	Last Year's Revenue: \$112,400,000
MSA Rank: 12	Diaries: 3,518/633:1/59.7%	Household Income: \$53,125
MSA Pop: 2,770,000	Sample Target: 3,440	Retail Dollars: \$29.8 Bil.
DMA: 14	% Below Line:	#1 Biller: KQRS-AF \$20,200,000
Average Persons Rating: 16.9	% Not Listed: 17.2	#1 Billing Portfolio:
Market TSL in Hours: 22.00	Pop per Station: 96,843	Chancellor \$39,300,000

12+ Metro	Format	Spring 97		Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA		Revenue Level
		1/4	Share									AQH	Cume	
1	WCCO	FS	435 / 11.5	13.0	12.3	11.4	10.5	12.1	6095 / 27.4	30.8	26.6	584 / 8169	J	WCCO
2	KQRS-F	CL AOR	390 / 10.4	11.3	11.9	11.9	11.5	11.4	5801 / 26.0	27.2	27.3	437 / 6847	J	KQRS-F
3	KDWB-F	CHR	261 / 6.9	6.4	7.5	7.5	8.0	7.1	5034 / 22.6	23.1	23.4	284 / 5808	H	KOWB-F
4	KEEY-F	C	260 / 6.9	6.4	5.6	5.7	6.1	6.2	3544 / 15.9	15.8	16.2	295 / 4184	G	KEEY-F
5	WLTE-F	SAC	251 / 6.7	6.8	6.1	4.9	6.2	6.1	3765 / 16.9	15.5	16.3	282 / 4272	H	WLTE-F
6	KSTP-F	AC	195 / 5.2	5.4	5.3	5.8	6.1	5.4	4501 / 20.2	20.5	21.9	220 / 5067	H	KSTP-F
7	KSTP	N/T	189 / 5.0	5.2	5.4	4.9	5.1	5.1	2380 / 10.7	11.6	11.1	207 / 2634	E	KSTP
8	KQQL-F	O	187 / 5.0	5.4	5.1	5.2	5.2	5.2	3756 / 16.9	15.9	18.1	227 / 4447	G	KQQL-F
9	KTCZ-AF	AOR-P	174 / 4.6	3.7	4.0	3.8	4.7	4.0	3037 / 13.6	12.3	12.7	180 / 3264	G	KTCZ-AF
10	KEGE-F	AOR-NR	173 / 4.6	5.6	6.0	6.7	5.8	5.7	3559 / 16.0	17.7	17.3	207 / 4352	H	KEGE-F
11	WBOB-F	AOR	171 / 4.5	4.3	5.0	5.3	4.7	4.8	3211 / 14.4	14.7	15.1	194 / 3739	G	WBOB-F
12	KMJZ-F	J	116 / 3.1	2.4	2.4	3.0	3.0	2.7	1980 / 8.9	7.3	9.3	120 / 2110	D	KMJZ-F
13	KLBB-AA	ST	93 / 2.5	2.7	2.3	1.8	2.0	2.3	1190 / 5.3	5.6	5.3	93 / 1201	C	KLBB-AA
14	KXXP-F	AOR	72 / 1.9	1.6	1.4	1.8	1.5	1.7	1250 / 5.6	5.9	4.8	88 / 1447	C	KXXP-F
15	KFAN	SPRTS	69 / 1.8	1.8	2.1	1.5	1.6	1.8	1335 / 6.0	6.9	6.1	71 / 1465	E	KFAN

12+ FM Share (Metro): 73.43 % (2291 of 3120) (Spring 96: 75.68 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KOWB-F	1 KQRS-F >	1 KQRS-F >	1 KQRS-F >	1 KQRS-F >	1 WCCO >>	1 KQRS-F	1 KQRS-F <	1 WCCO	1 WCCO	1 WCCO >
2 KEGE-F >>	2 KDWB-F <	2 KDWB-F <	2 WLTE-F <	2 WLTE-F	2 WLTE-F	2 WCCO >>	2 WLTE-F	2 KQRS-F <	2 KOWB-F <	2 KQRS-F >
	3 KSTP-F	3 KEEY-F <	3 KEEY-F <	3 KEEY-F <	KQRS-F	3 KDWB-F <	3 KEEY-F	3 KDWB-F <	3 KEGE-F	
	4 WBOB-F <	4 KSTP-F <	4 KTCZ-AF <	4 KQQL-F <	4 KSTP <	4 KEEY-F <	WCCO <	4 KEEY-F <	4 KEEY-F	
	5 KEGE-F <	5 WLTE-F <	5 KSTP-F <	5 KTCZ-AF <	5 KEEY-F <	5 WBOB-F <	5 KSTP	5 WLTE-F	5 WLTE-F	
	6 KEEY-F	6 KTCZ-AF <	6 KQQL-F	6 KSTP-F	6 KQQL-F >	6 WLTE-F	6 KDWB-F <	6 KSTP	KSTP-F <	
	7 KTCZ-AF	7 WBOB-F <	7 KOWB-F	WCCO			7 KTCZ-AF <	7 KSTP-F <	7 KQRS-F	
		8 KQQL-F	8 WBOB-F <	8 KDWB-F <			8 KQQL-F	8 KEGE-F <		
			9 KSTP <					9 KQQL-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KOWB-F >	1 KSTP-F	1 KSTP-F	1 WLTE-F <	1 WLTE-F	1 KQRS-F	1 KQRS-F >	1 KQRS-F >	1 KQRS-F >>	1 KQRS-F >>
2 KSTP-F <	KDWB-F	2 KQRS-F <	2 KEEY-F <	2 KEEY-F <	2 KEGE-F	2 WBOB-F	2 WBOB-F	2 WBOB-F	2 KTCZ-AF
3 KEEY-F	3 KEEY-F <	3 KEEY-F	3 KOWB-F <	3 KQRS-F <	3 WBOB-F	3 KEGE-F	3 KTCZ-AF	3 KTCZ-AF	3 KSTP
4 KEGE-F	4 KQRS-F >	4 KDWB-F	4 KSTP-F <	4 KSTP-F	4 KDWB-F	4 KDWB-F <	4 KSTP-F	4 KSTP <	WBOB-F
KQRS-F	5 WLTE-F	5 WLTE-F <	5 KQRS-F >	5 KQQL-F <	5 KXXP-F	5 KXXP-F <	5 KEGE-F <	5 KEGE-F <	WCCO <
6 WBOB-F <	6 KEGE-F <	6 KTCZ-AF	6 KQQL-F	6 KDWB-F	6 KSTP-F	6 KTCZ-AF <	6 KXXP-F	6 KQQL-F	6 KQQL-F
7 WLTE-F	7 KTCZ-AF	7 KEGE-F	7 KTCZ-AF	7 WCCO		7 KSTP-F	7 KDWB-F	KDWB-F <	
	8 WBOB-F >			8 KTCZ-AF <			8 KFAN	8 KSTP-F <	

Consolidation Report	12+	25-54	Revenue	Other Rated Stations							
				Metro Share	Cume Rating	TSA AQH	Cume				
ABC/Disney	17.7 %	19.1 %	26.5 %	KXXR-F	AOR	105.7	Eden Prairie	0.7	2.1	28	470
KDIZ-AM, KEGE-FM, KQRS-FM, KXXP-FM, KXXR-FM, KXXU-FM				WEZU	ST	1220	Stillwater	0.4	1.4	17	322
Chancellor	22.8 %	26.0 %	35.0 %	WIXX-AF	C	107.1	New Richmond	0.6	1.9	28	521
KDWB-FM, KFAN-AM, KQQL-FM, KTCJ-AM, KTCZ-FM, WBOB-FM				WMNN	N/T	1330	Minneapolis	0.5	1.6	19	364
Local	2.4 %	1.0 %	1.0 %								
KLBB-AM, WLOL-AM											
	42.9 %	46.1 %	62.5 %								

MINNEAPOLIS-ST. PAUL

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	195 (1)	195 (1)	6.3 %	6.2 %
AOR/Classic/NR	7 (1)	1001 (7)	1008 (8)	32.3 %	27.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
CHR	0 (0)	261 (1)	261 (1)	8.4 %	8.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	3 (1)	280 (2)	283 (3)	9.1 %	14.0 %
Full Service	435 (1)	0 (0)	435 (1)	13.9 %	14.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	116 (1)	116 (1)	3.7 %	2.8 %
News/Talk	208 (2)	0 (0)	208 (2)	6.7 %	6.4 %
Oldies	0 (0)	187 (1)	187 (1)	6.0 %	6.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	251 (1)	251 (1)	8.0 %	7.2 %
Sports	69 (1)	0 (0)	69 (1)	2.2 %	2.4 %
Standards	107 (3)	0 (0)	107 (3)	3.4 %	3.1 %
Totals	829 (9)	2291 (14)	3120 (23)		

AM Stations

Station	Freq	Power	Format	Network	Rate	Personnel	Location
KFAN	1130	50 kw/25 kw (DA-2)	Sports	Westwd, ABC	\$60.00	Christal Chancellor	
KLBB	1400	1 kw	Standards	Westwd, CNN	\$32.00	—	
KSTP	1500	50 kw (DA-N)	News/Talk	ABC	\$74.00	Christal Hubbard	
KTCJ	690	500 w (DA, Days)	See KTCZ-F				
WCCO	830	50 kw	Full Service	CBS	\$275.00	CBS Westinghouse	
WLOL	1470	5 kw (DA-2)	See KLBB				Brooklyn Park

FM Stations

Station	Freq	Power	Format	Network	Rate	Personnel	Location
KDWB	101.3	100 kw @ 1035	CHR		\$158.00	Katz Chancellor	
KEEY	102.1	100 kw @ 1035	Country		\$150.00	Christal Chancellor	
KEGE	93.7	100 kw @ 1035	AOR-New Rock	ABC	\$160.00	Katz ABC/Disney	
KMJZ	104.1	100 kw @ 1070	Jazz	ABC	\$75.00	Eastman Nationwide	
KQQL	107.9	100 kw @ 1090	Oldies		\$155.00	D&R Chancellor	
KQRS	92.5	100 kw @ 1035	Classic AOR	ABC	\$340.00	Katz ABC/Disney	
KSTP	94.5	100 kw @ 1220	AC		\$160.00	Christal Hubbard	
KTCZ	97.1	100 kw @ 1035	Progressive AOR		\$145.00	Katz Chancellor	
KXXP	105.1	2.6 kw @ 499	AOR		\$50.00	Katz ABC/Disney	Lakeville
KXXR	105.7	6 kw @ 239	See KXXP-F				Eden Prairie
KXXU	105.3	25 kw @ 299	See KXXP-F				Cambridge
WBOB	100.3	100 kw @ 922	AOR		\$140.00	D&R Chancellor	
WLTE	102.9	100 kw @ 1035	Soft AC		\$160.00	CBS Westinghouse	

Notes: 2/97 KREV-F/WREV-F/KCFE-F sold by KLBB/WLOL to ABC/Disney for \$20,700,000 . . . 4/97 WBOB-F changed from Country to AOR after Winter survey . . . 5/97 KREV-F changed calls to KXXP-F; WREV-F changed calls to KXXU-F; KCFE-F changed calls to KXXR-F . . . 6/97 KYCR/WWTC sold by Children's to Global for \$_____ (Star) . . . 6/97 KTCJ ended simulcast of KTCZ-F; changed to Classic Country

Jim Duncan

Comments: KMJZ-F pulled its highest share as a Jazz station . . . KEGE-F has been dropping steadily: this is its third consecutive down book and its at its lowest share in more than three years . . . WCCO is one of the few "baseball" stations with a higher share this Spring than it had a year ago

MOBILE

Arbitron Rank: 84 Pop (12+): 430,500	Stations: 27 / 19	Last Year's Revenue: \$14,300,000
MSA Rank: 97	Diaries: 1,119/385:1/51.3%	Household Income: \$34,919
MSA Pop: 527,000	Sample Target: 990	Retail Dollars: \$5.0 Bil.
DMA: 61 (w/Pensacola)	% Below Line: 18.1	#1 Biller: WKSJ-AF \$3,400,000
Average Persons Rating: 16.3	% Not Listed: 11.7	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 22,658	Clear Channel \$6,520,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WKSJ-AF	C	68 / 9.7	8.5	9.0	11.0	11.0	9.6	806 / 18.7	20.9	22.3	93 / 1230	E	WKSJ-AF
2	WABB-F	CHR	51 / 7.3	7.1	7.5	6.9	6.2	7.2	916 / 21.3	20.1	19.8	102 / 1910	C	WABB-F
3	WDLT-F	B/AC	48 / 6.9	6.5	5.7	7.9	5.9	6.7	491 / 11.4	11.7	10.7	56 / 567	B	WDLT-F
4	WGOK	B	47 / 6.7	4.8	5.1	4.6	6.1	5.3	381 / 8.8	6.9	8.4	47 / 389	A	WGOK
5	WYOK-F	B	45 / 6.4	8.2	10.5	7.9	7.6	8.3	679 / 15.8	19.1	14.4	68 / 971	B	WYOK-F
6	WBLX-F	B	40 / 5.7	7.2	6.9	7.9	6.8	6.9	796 / 18.5	17.5	17.1	109 / 1565	E	WBLX-F
7	WAVH-F	O	36 / 5.1	2.7	3.6	4.6	4.8	4.0	477 / 11.1	9.5	8.3	39 / 593	C	WAVH-F
8	WTKX-F	AOR	35 / 5.0	4.5	3.3	2.5	1.2	3.8	532 / 12.4	7.4	4.5	84 / 1175		WTKX-F
9	WNTM	N/T	30 / 4.3	5.1	5.1	4.3	5.4	4.7	448 / 10.4	7.7	10.4	30 / 452	C	WNTM
	WMXC-F	AC	30 / 4.3	5.1	4.5	4.0	4.4	4.5	595 / 13.8	11.5	12.9	49 / 1058	B	WMXC-F
11	WWRO-F	CL HITS	29 / 4.1	3.6	3.8	4.0	4.5	3.9	490 / 11.4	9.0	14.1	57 / 1174		WWRO-F
12	WRKH-F	CL AOR	24 / 3.4	3.5	4.5	2.5	3.4	3.5	394 / 9.1	9.1	8.9	35 / 713	A	WRKH-F
13	WDWG-F	C	20 / 2.9	2.9	3.5	4.0	4.0	3.3	334 / 7.8	10.7	11.7	26 / 556	C	WDWG-F
14	WXBM-F	C	19 / 2.7	3.6	2.9	2.6	3.1	3.0	323 / 7.5	8.0	9.3	95 / 1292		WXBM-F
15	WMEZ-F	SAC	16 / 2.3	2.3	1.8	2.0	1.4	2.1	339 / 7.9	5.2	5.2	52 / 926	C	WMEZ-F
16	WYCL-F	O	15 / 2.1	2.0	2.4	3.3	2.5	2.5	292 / 6.8	7.1	5.9	61 / 908		WYCL-F

12+ FM Share (Metro): 83.17 % (514 of 618) (Spring 96: 79.68 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WYOK-F >>	1 WABB-F	1 WABB-F	1 WDLT-F	1 WKSJ-AF	1 WKSJ-AF	1 WKSJ-AF >	1 WKSJ-AF	1 WKSJ-AF	1 WYOK-F	1 WGOK
2 WABB-F	2 WTKX-F >	2 WKSJ-AF <	2 WABB-F <	WDLT-F	2 WGOK <	2 WDLT-F	2 WABB-F	2 WABB-F	2 WTKX-F	2 WKSJ-AF <
	WBLX-F	3 WTKX-F <	3 WKSJ-AF	3 WABB-F	3 WDLT-F <	3 WGOK <	3 WNTM <	WYOK-F	3 WBLX-F <	3 WYOK-F
4 WTKX-F >	4 WYOK-F	4 WDLT-F <	WRKH-F <	4 WAVH-F <	4 WAVH-F	4 WNTM <	4 WAVH-F <	4 WDLT-F <	4 WDLT-F <	
	5 WKSJ-AF	5 WBLX-F <	5 WMXC-F	5 WBLX-F	5 WNTM >	5 WABB-F <	5 WGOK	5 WBLX-F <	5 WABB-F <	
	WWRO-F	6 WWRO-F <	WBLX-F	WRKH-F <		6 WRKH-F	WDLT-F	6 WAVH-F <	6 WGOK	
		7 WYOK-F	7 WWRO-F <	7 WMXC-F <		7 WYOK-F <		7 WTKX-F	7 WMXC-F <	
		WMXC-F <	8 WTKX-F <	8 WWRO-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 WABB-F >>	1 WABB-F >	1 WBLX-F	1 WABB-F >	1 WKSJ-AF	1 WTKX-F >	1 WTKX-F >	1 WTKX-F >	1 WTKX-F	1 WKSJ-AF
2 WYOK-F	2 WBLX-F <	2 WABB-F	2 WBLX-F	WDLT-F	2 WWRO-F	2 WWRO-F <	2 WRKH-F >	2 WRKH-F	WDLT-F
3 WBLX-F	3 WYOK-F >	3 WYOK-F	3 WMXC-F <	3 WAVH-F	3 WKSJ-AF	3 WRKH-F	3 WWRO-F	3 WWRO-F <	WRKH-F
	WTKX-F	4 WMXC-F	4 WMEZ-F	4 WKSJ-AF	4 WABB-F	4 WKSJ-AF	4 WABB-F	4 WKSJ-AF	4 WTKX-F
5 WKSJ-AF	5 WKSJ-AF	5 WDLT-F	WDLT-F	5 WBLX-F	WYOK-F >	WABB-F >	5 WKSJ-AF	5 WABB-F <	5 WWRO-F
	WMXC-F >	WYOK-F	WYOK-F	WGOK <	6 WABB	6 WYOK-F	WDLT-F	6 WDLT-F	6 WABB-F
		7 WDLT-F	WMXC-F	7 WAVH-F	7 WYOK-F >>	WBLX-F	7 WBLX-F	7 WYOK-F	7 WDWG-F
		WTKX-F						WBLX-F	WBLX-F
									WMXC-F

Other Rated Stations						Other Rated Stations—Outside Market							
				Metro Share	Cume Rating	TSA AQH Cume				Metro Share	Cume Rating	TSA AQH Cume	
WABB	T	1480	Mobile	0.9	3.2	7 143	WKNN-F	C	99.1	Pascagoula	0.7	2.1	43 594
WABF	ST	1220	Fairhope	1.4	2.4	10 103	WOSM-F	REL	103.1	Ocean Spgs., MS	0.7	2.0	16 245
WBHY	REL	840	Mobile	0.4	1.7	3 75	WWL	N/T	870	New Orleans	0.4	1.2	6 126
WGCX-F	AOR	92.1	Fairhope	1.3	5.2	9 237							
WHXT-F	C	102.1	Citronelle	1.9	2.0	23 159							
WLVV	ST	1410	Mobile	0.6	1.7	6 87							
WNXP-F	SPRIS	105.5	Bay Minette	1.0	3.8	8 201							

MOBILE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	30 (1)	30 (1)	4.9 %	5.8 %	Calendar, pend. WBLX-FM, WDLT-FM, WHOZ-AM	22.0 %	25.6 %	27.4 %
AOR/Classic/NR	0 (0)	68 (3)	68 (3)	11.0 %	9.4 %				
Black/Urban	47 (1)	133 (3)	180 (4)	29.1 %	32.0 %	Clear Channel WDWG-FM, WKSJ-AF, WMXC-FM, WNTM-AM, WRKH-FM	24.6 %	26.3 %	45.6 %
CHR	0 (0)	51 (1)	51 (1)	8.3 %	8.5 %	Local WBHY-AM, WLPR-AM	0.4 %	0.8 %	%
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	1 (1)	124 (5)	125 (6)	20.2 %	18.9 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		47.0 %	52.7 %	73.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	39 (3)	0 (0)	39 (3)	6.3 %	7.5 %				
Oldies	0 (0)	80 (3)	80 (3)	12.9 %	11.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	3 (1)	5 (1)	8 (2)	1.3 %	1.2 %				
Soft AC/EZ	0 (0)	16 (1)	16 (1)	2.6 %	2.0 %				
Sports	0 (0)	7 (1)	7 (1)	1.1 %	1.0 %				
Standards	14 (2)	0 (0)	14 (2)	2.3 %	2.7 %				
Totals	104 (8)	514 (19)	618 (27)						

AM Stations

WABB	1480	5 kw/4.4 kw (DA-N)	Talk	ABC, UBN, Westwd	\$11.00	Christal		
WABF	1220	1 kw (Days)	Standards	Westwd	\$ NA	---		Fairhope
WGOK	900	1 kw/381 w (DA-2)	Black	AURN	\$20.00	Allied		
WLTV	1410	5 kw (DA-N)	Standards		\$11.00	---	Crain	
WNTM	710	1 kw (DA-N)	News/Talk	CBS, Westwd	\$31.00	Banner	Clear Channel	

FM Stations

WABB	97.5	100 kw @ 1552	CHR	ABC	\$36.00	Christal		
WAVH	106.5	50 kw @ 449	Oldies	CBS, Westwd	\$35.00	Mc-Guild		Daphne
WBLX	92.9	100 kw @ 1555	Black	Westwd, ABC	\$60.00	Katz	Calendar	
WDLT	98.3	40 kw @ 548	Black AC	ABC, AURN	\$25.00	Allied	Calendar, pend.	Chickasaw
WDWG	104.1	100 kw @ 1555	Country	ABC	\$29.00	Banner	Clear Channel	Atmore, AL
WKSJ	94.9	100 kw @ 1555	Country	ABC	\$67.00	Banner	Clear Channel	
WMXC	99.9	100 kw @ 1755	AC	CBS	\$<20.00	Banner	Clear Channel	
WNXP	105.5	5.3 kw @ 348	Sports	CNN, 1-on-1	\$ NA	Banner		Bay Minette
WRKH	96.1	100 kw @ 1342	Classic AOR	Westwd	\$<20.00	Banner	Clear Channel	
WYOK	104.9	33 kw @ 600	Black	AURN, Westwd, ABC	\$<20.00	Allied	WGOK	Moss Point, MS

Notes: Other ranked stations – See Pensacola . . . 4/97 WDWG-F/WKSJ-AF/WMXC-F/WNTM/WRKH-F sold by Ken Johnson to Clear Channel for \$24,000,000 . . . 4/97 WDLT-F sold to Calendar for \$3,400,000 (Bergner) . . . 6/97 WGCX-F changed from New Rock to Classic AOR at the end of the Spring survey . . . 6/97 WAVH-F sold to American General for \$4,000,000

Jim Duncan

Comments: WYOK-F shows signs of being a shooting star . . . WAVH-F recovered from a very weak Winter book

MODESTO

Arbitron Rank: 122 Pop (12+): 334,100	Stations: 32 / 15	Last Year's Revenue: \$16,000,000
MSA Rank: 119	Diaries: 813/411:1/52.7%	Household Income: \$40,818
MSA Pop: 427,000	Sample Target: 730	Retail Dollars: \$3.6 Bil.
DMA: Sacramento (#21)	% Below Line: 26.5	#1 Biller: KATM-F \$5,100,000
Average Persons Rating: 15.1	% Not Listed: 14.9	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 22,273	Citadel \$8,000,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1 KATM-F	C	87 / 17.3	15.5	16.2	15.6	17.1	941 / 28.2	27.9	28.4	204 / 2330	G KATM-F
2 KHOP-F	AOR/VCL	32 / 6.3	4.8	7.4	3.8	3.9	507 / 15.2	14.2	16.7	71 / 1233	D KHOP-F
3 KJSN-F	AC	29 / 5.8	7.6	7.0	8.7	6.2	497 / 14.9	15.7	13.0	37 / 652	C KJSN-F
4 KWNN-F	CHR	24 / 4.8	5.5	5.2	4.9	5.2	470 / 14.1	12.2	13.0	29 / 634	B KWNN-F
5 KZMS-F	SP	22 / 4.4	2.6	1.6			286 / 8.6	5.5	4.8	38 / 413	KZMS-F
6 KHKK-FF	CL AOR	21 / 4.2	5.9	3.6	5.3	6.4	419 / 12.6	13.8	12.8	78 / 1242	B KHKK-FF
7 KMIX-F	SP	20 / 4.0	3.7	1.4	3.0	3.1	326 / 9.8	7.5	5.8	44 / 653	B KMIX-F
KABX-F	O	20 / 4.0	2.6	3.0	3.0	1.7	302 / 9.0	7.5	8.3	40 / 612	KABX-F
9 KTRB	SP	19 / 3.8	2.8	3.4	1.5	1.5	199 / 5.9	5.7	6.3	29 / 339	KTRB
10 KNBR	SPRTS	17 / 3.4	3.1	3.4	2.3	3.1	294 / 8.8	7.3	7.7	59 / 936	KNBR
11 KOSO-F	AC/CHR	16 / 3.2	3.5	5.2	3.6	4.2	389 / 11.6	12.8	8.8	52 / 955	D KOSO-F
12 KWNN-F	CHR	14 / 2.8	1.3	2.4	2.1	1.3	175 / 5.2	3.7	4.0	73 / 1101	KWNN-F
13 KRVR-F	J	13 / 2.6	1.5	1.6	1.1	1.3	174 / 5.2	5.2	5.7	25 / 377	KRVR-F
14 KFIV	T	12 / 2.4	3.7	4.0	3.2	1.5	163 / 4.9	5.9	7.7	17 / 275	A KFIV
15 KHTN-F	CHR	11 / 2.2	3.1	2.6	1.7	2.7	316 / 9.4	9.9	10.8	44 / 797	KHTN-F

12+ FM Share (Metro): 81.12 % (348 of 429) (Spring 96: 74.12 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KWNN-F >	1 KATM-F >	1 KATM-F >>	1 KATM-F >>	1 KATM-F >>	1 KATM-F >>	1 KATM-F >>	1 KATM-F >>	1 KATM-F >>	1 KATM-F >>	1 KATM-F >>
2 KHOP-F	2 KHOP-F	2 KHOP-F >	2 KHOP-F >	2 KHOP-F >	2 KJSN-F >	2 KHOP-F >	2 KJSN-F >	2 KHOP-F <	2 KHOP-F <	2 KMX-F
3 KZMS-F	3 KZMS-F	3 KZMS-F	3 KZMS-F	3 KZMS-F <	3 KHKK-FF <	3 KZMS-F	3 KWNN-F <	3 KHOP-F	3 KWNN-F	3 KWNN-F
	KWNN-F >	KJSN-F	4 KJSN-F <	4 KJSN-F <	4 KRVR-F	4 KJSN-F	4 KHKK-FF <	4 KJSN-F	4 KTRB <	4 KTRB <
		5 KHKK-FF	5 KHKK-FF <	5 KHKK-FF		5 KOSO-F <	5 KABX-F <	5 KZMS-F	5 KHKK-FF	5 KHKK-FF
		KWNN-F <						KHKK-FF <	KHTN-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 KATM-F	1 KATM-F >>	1 KATM-F >>	1 KATM-F >>	1 KATM-F >>	1 KHOP-F	1 KATM-F	1 KATM-F	1 KATM-F	1 KATM-F
2 KJSN-F	2 KJSN-F	2 KTRB	2 KJSN-F >	2 KJSN-F >	KWNN-F	2 KHOP-F >	2 KHOP-F	2 KHOP-F >	2 KHOP-F >
3 KHOP-F	KTRB	3 KABX-F	3 KZMS-F	3 KZMS-F	KATM-F	3 KZMS-F	3 KZMS-F >	3 KZMS-F	3 KNBR <
	KWNN-F	4 KZMS-F	KTRB	KTRB	KWIN-F >	4 KWNN-F	4 KWNN-F >	4 KWNN-F	4 KZMS-F
	KWIN-F >	5 KHOP-F	KJSN-F	5 KABX-F	5 KMX-F	5 KMX-F >		5 KHKK-FF	5 KHKK-FF >
		KWNN-F >	KWNN-F >		KOSO-F >>				

Consolidation Report	12+	25-54	Revenue
Capstar	8.8 %	7.8 %	18.2 %
KFIV-AM, KJSN-FM, KVFX-FM			
Citadel	29.2 %	31.6 %	50.0 %
KATM-FM, KBUL-AM, KDJK-FM, KHKK-FM, KHOP-FM			
Silverado	6.6 %	5.5 %	5.3 %
KTDO-FM, KWNN-FM			
	44.5 %	44.9 %	73.5 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBUL	C	970	Modesto 1.4 4.0 8 195
KCBC	REL	770	Riverbank 0.4 1.4 4 141
KTDO-F	SP	98.9	Columbia 1.8 3.6 12 154
KVFX-F	CL AOR	96.7	Manleca 0.6 4.1 15 471

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KCBS	N/T	740	San Francisco 1.8 5.8 26 656
KCIV-F	REL	99.9	Mt. Bullion 1.4 3.3 13 208
KFOG-F	AOR-P	104.5	San Francisco 0.6 1.3 4 78
KHTK	SPRTS	1140	Sacramento 1.0 1.4 17 228
KMEL-F	CHR/U	106.1	San Francisco 0.6 1.4 5 143
KMJ	N/T	580	Fresno 0.6 1.4 16 218
KQOD-F	O	100.1	Stockton 0.8 2.0 47 828
KSKS-F	C	93.7	Fresno 0.4 1.4 17 257
KSTE	T	650	Rancho Cordova 0.4 1.6 11 222
KSTN-F	SP	107.3	Stockton 0.6 2.3 7 204
KUBB-F	C	96.3	Mariposa 1.0 5.1 25 504
KYOS	T	1480	Merced 1.0 1.5 19 214

MODESTO

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	45 (2)	45 (2)	10.5 %	13.2 %
AOR/Classic/NR	0 (0)	59 (5)	59 (5)	13.8 %	15.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	52 (4)	52 (4)	12.1 %	11.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	7 (1)	94 (3)	101 (4)	23.5 %	26.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	19 (1)	54 (4)	73 (5)	17.0 %	9.4 %
Jazz	0 (0)	13 (1)	13 (1)	3.0 %	1.8 %
News/Talk	31 (5)	0 (0)	31 (5)	7.2 %	14.3 %
Oldies	0 (0)	24 (2)	24 (2)	5.6 %	3.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	7 (1)	9 (2)	2.1 %	1.3 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	22 (2)	0 (0)	22 (2)	5.1 %	3.6 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	81 (10)	348 (22)	429 (32)		

AM Stations

Station	Power	Frequency	Format	ABC	Share	Company	Advertiser
KBUL	970	1 kw (DA-2)	Country	ABC	<20.00	Mc-Guild	Citadel
KFIV	1360	4 kw/0.95 w (DA-2)	News/Talk	CNN, ABC	<20.00	Allied	Capstar
KTRB	860	50 kw/10 kw (DA-2)	Hispanic		<20.00	Caballero	

FM Stations

Station	Frequency	Power	Format	ABC	Share	Company	Advertiser
KATM	103.3	50 kw @ 500	Country	ABC	\$100.00	Mc-Guild	Citadel
KDJK	103.9	0.071 kw @ 2047	See KHKK-F				Mariposa
KHKK	104.1	50 kw @ 500	Classic AOR		\$50.00	Mc-Guild	Citadel
KHOP	95.1	29.5 kw @ 633	AOR/Classic AOR		\$50.00	Mc-Guild	Citadel
KHTN	104.7	50 kw @ 500	CHR		\$25.00	D&R	Los Banos
KJSN	102.3	6 kw @ 298	AC		\$42.00	Allied	Capstar
KOSO	93.1	2.95 kw @ 1790	AC/CHR		\$51.00	Katz	Patterson
KTDO	98.9	6 kw @ 328	Hispanic		\$ NA	Lotus	Silverado
KVFX	96.7	3 kw @ 328	AOR/Classic		\$22.00	---	Capstar
KWNN	98.3	2 kw @ 390	CHR		\$31.00	Katz	Silverado
KZMS	97.1	1.45 kw @ 164	Hispanic		\$ NA	Caballero	Patterson

Notes: Other ranked stations -- See Stockton, Merced or San Francisco

Jim Duncan

Comments: KATM-F had its highest share since Spring '94 and continues to dominate the market

MONMOUTH-OCEAN

Arbitron Rank: 47 Pop (12+): 893,000	Stations: 46 / 9	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 1,129/791:1/53.9%	Household Income: \$52,861
MSA Pop: NA	Sample Target: 1,050	Retail Dollars: \$10.0 Bil.
DMA: NY (#1)	% Below Line: 68.6	#1 Biller: NA
Average Persons Rating: 17.9	% Not Listed: 7.6	#1 Billing Portfolio: NA
Market TSL In Hours: 23.25	Pop per Station: 99,222	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg.	Fall 96	Spq 96	Revenue Level
1	WCBS-F	74 / 4.6	2.3	2.2	3.2	3.1	774 / 8.7	7.3	7.4	WCBS-F
2	WPLJ-F	73 / 4.6	4.4	4.9	5.4	4.0	1188 / 13.3	14.8	16.4	WPLJ-F
3	WXRK-F	70 / 4.4	4.8	6.0	4.9	4.6	1412 / 15.8	14.3	16.4	WXRK-F
4	WLTW-F	68 / 4.3	2.1	2.9	2.4	1.9	789 / 8.8	7.5	9.4	WLTW-F
5	WWZY-F	67 / 4.2	3.3	4.0	2.6	4.1	845 / 9.5	11.5	12.8	WWZY-F
6	WRAT-F	63 / 3.9	2.5	5.4	3.7	5.5	934 / 10.5	6.7	9.7	WRAT-F
7	WOBM-F	61 / 3.8	4.8	4.7	3.5	3.3	791 / 8.9	11.1	9.7	WOBM-F
8	WKXW-F	60 / 3.8	5.8	5.4	3.7	4.5	1397 / 15.6	18.2	17.6	WKXW-F
9	WRDR-F	59 / 3.7	3.3	3.1	3.2	3.1	845 / 6.0	5.6	5.1	WRDR-F
	WJLK-F	59 / 3.7	3.7	4.4	4.9	5.7	850 / 9.5	12.4	12.6	WJLK-F
11	WOR	54 / 3.4	3.6	4.0	3.8	3.1	703 / 7.9	10.9	9.7	WOR
	WFAN	54 / 3.4	3.8	3.7	3.2	3.3	763 / 8.5	12.3	9.8	WFAN
13	WNEW-F	51 / 3.2	2.2	2.9	2.1	2.6	837 / 9.4	8.8	11.3	WNEW-F
14	WKTU-F	48 / 3.0	3.9	6.0	3.9	2.7	1086 / 12.2	12.5	16.1	WKTU-F
	WCBS	48 / 3.0	4.2	4.1	3.3	3.4	1027 / 11.5	13.6	13.4	WCBS
16	WAXQ-F	46 / 2.9	3.2	4.8	3.3	3.9	878 / 9.8	9.9	11.8	WAXQ-F
17	WOHT-F	45 / 2.8	2.8	1.3	1.1	1.6	552 / 6.2	6.4	4.6	WOHT-F
18	WJRZ-F	44 / 2.8	2.5	1.9	3.3	2.1	648 / 7.3	2.5	1.9	WJRZ-F
19	WOBM	37 / 2.3	3.8	2.1	2.7	2.8	542 / 6.1	5.7	4.0	WOBM

12+ FM Share (Metro): 81.07 % (1195 of 1474) (Spring 96: 77.59 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WOHT-F >	1 WRAT-F	1 WPLJ-F	1 WPLJ-F	1 WPLJ-F	1 WCBS-F	1 WXRK-F >>	1 WLTW-F <	1 WPLJ-F	1 WOHT-F <	1 WFAN
2 WHTZ-F	2 WXRK-F <	2 WXRK-F <	2 WRAT-F <	2 WCBS-F <	2 WLTW-F <	2 WOBM-F <	2 WCBS-F <	2 WWZY-F <	2 WCBS	WCBS
3 WKTU-F	3 WPLJ-F >	3 WRAT-F	3 WXRK-F <	3 WRAT-F <	3 WRDR-F <	3 WKXW-F <	3 WPLJ-F <	3 WCBS-F	3 WKTU-F	WKXW-F <
4 WIOQ-F	4 WKTU-F <	4 WCBS-F	4 WCBS-F	4 WXRK-F	4 WWZY-F <	4 WPLJ-F <	4 WJLK-F <	WLTW-F	4 WFAN <	4 WKTU-F
5 WHTG-F	5 WOHT-F	WJLK-F <	5 WAXQ-F <	5 WJLK-F <	5 WOR	5 WFAN <	5 WWZY-F	WRAT-F <	5 WLTW-F	WOR
WXRK-F >>	6 WJLK-F	6 WAXQ-F <	6 WJLK-F <	6 WWZY-F <	WKXW-F	6 WCBS <	6 WRAT-F <	6 WKXW-F	WCBS-F	6 WOBM-F
	WJRZ-F <	7 WNEW-F <	7 WWZY-F	7 WLTW-F <	7 WCBS	7 WOR <	7 WOBM-F <	WOR	7 WRDR-F <	
	8 WAXQ-F <	8 WKTU-F <	WNEW-F	8 WAXQ-F	WOBM-F		8 WNEW-F <	8 WRDR-F <		
	9 WNEW-F	9 WWZY-F		WNEW-F <			9 WJLK-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WPLJ-F >	1 WPLJ-F	1 WPLJ-F	1 WJLK-F	1 WJLK-F	1 WOHT-F	1 WRAT-F	1 WRAT-F	1 WXRK-F	1 WRAT-F <
2 WJLK-F	2 WJLK-F	2 WJLK-F	WPLJ-F >	2 WPLJ-F	2 WXRK-F >	2 WXRK-F >>	2 WXRK-F >	WRAT-F >	2 WXRK-F
WKTU-F	3 WKTU-F >	3 WKTU-F	3 WKTU-F <	3 WLTW-F	3 WRAT-F	3 WPLJ-F	3 WPLJ-F <	3 WPLJ-F <	3 WPLJ-F <
WOHT-F	4 WRAT-F	4 WJRZ-F	4 WCBS-F	4 WCBS-F <	WKTU-F	4 WAXQ-F <	4 WDHA-F <	4 WAXQ-F	4 WCBS-F
5 WXRK-F	WOHT-F	5 WRKS-F	5 WJRZ-F	5 WJRZ-F <	5 WHTZ-F	5 WHTG-F	5 WAXQ-F	5 WFAN <	5 WAXQ-F <
6 WHTZ-F	6 WXRK-F	WRAT-F	WLTW-F <	6 WOBM-F <	6 WHTG-F	WOHT-F	6 WNEW-F	6 WNEW-F	6 WFAN <
WRAT-F	WJRZ-F	7 WOBM-F	7 WOBM-F	7 WKXW-F <	WPST-F	WNEW-F	7 WJRZ-F	7 WCBS-F <	7 WNEW-F
	8 WHTZ-F	WOHT-F		8 WWZY-F <		WDHA-F	8 WWZY-F	8 WWZY-F	WWZY-F >
		WHTZ-F							

MONMOUTH-OCEAN

Format Performance	AM	FM	Total	%	Fall 96	Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume	
AC	0 (0)	207 (6)	207 (6)	14.0 %	15.6 %	WADB	C	1310	Asbury Park	1.1	2.9
AOR/Classic/NR	0 (0)	219 (6)	219 (6)	14.9 %	10.8 %	WHTG-F	AOR	106.3	Eatontown	1.7	6.5
Black/Urban	0 (0)	128 (4)	128 (4)	8.7 %	10.5 %	WQNJ-F	CHR	98.5	Ocean Acres	0.3	1.9
CHR	0 (0)	140 (5)	140 (5)	9.5 %	8.7 %						
Classical	0 (0)	15 (1)	15 (1)	1.0 %	1.5 %						
Country	18 (1)	75 (2)	93 (3)	6.3 %	1.3 %						
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %						
Hispanic	0 (0)	15 (1)	15 (1)	1.0 %	0.4 %						
Jazz	0 (0)	26 (1)	26 (1)	1.8 %	2.7 %						
News/Talk	149 (5)	146 (4)	295 (9)	20.0 %	25.6 %						
Oldies	0 (0)	89 (3)	89 (3)	6.0 %	7.5 %						
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %						
Religion/Gospel	0 (0)	8 (1)	8 (1)	0.5 %	0.4 %						
Soft AC/EZ	0 (0)	68 (1)	68 (1)	4.6 %	2.3 %						
Sports	54 (1)	0 (0)	54 (1)	3.7 %	4.2 %						
Standards	58 (3)	59 (1)	117 (4)	7.9 %	8.5 %						
Totals	279 (10)	1195 (36)	1474 (46)								

Other Rated Stations--Outside Market							Metro Share	Cume Rating	TSA AQH Cume
WABC	T	770	New York	2.2	8.1				
WAWZ-F	REL	99.1	Zarephath	0.5	1.0				
WBBR	BIZ N	1130	New York	0.3	2.4				
WBLS-F	B	107.5	New York	0.7	2.4				
WDBZ-F	AC-NR	105.1	New York	1.7	4.9				
WDHA-F	AOR	105.5	Dover	1.3	1.8				
WFGP-F	AC	96.9	Atlantic City	0.4	1.4				
WHLI	ST	1100	Hempstead, NY	0.7	1.2				
WHTZ-F	CHR	100.3	Newark	2.0	11.2				
WINS	N	1010	New York	0.4	2.8				
WIOQ-F	CHR	102.1	Philadelphia	1.0	4.7				
WMGK-F	O-70S	102.9	Philadelphia	0.3	1.5				
WMGQ-F	AC	98.3	New Brunswick	0.6	1.5				
WMMR-F	AOR	93.3	Philadelphia	0.7	2.1				
WQGL-F	O	98.1	Philadelphia	0.6	2.5				
WPST-F	CHR	97.5	Trenton	0.9	4.7				
WQCD-F	J	101.9	New York	1.6	4.5				
WQEW	ST	1560	New York	0.6	2.0				
WQXR-F	CL	96.3	New York	0.9	3.4				
WRKS-F	B/AC	98.7	New York	1.5	3.1				
WSKQ-F	SP	97.9	New York	0.9	1.6				
WWDB-F	T	96.5	Philadelphia	0.6	1.3				
WXTU-F	C	92.3	New York	0.5	1.8				
WYSP-F	T/CL AOR	94.1	Philadelphia	0.4	1.6				

Consolidation Report	12+	25-54	Revenue
Nassau	11.2 %	10.3 %	%
WQNJ-FM, WADB-AM, WJLK-FM, WOBM-FM, WOBM-AM			
	11.2 %	10.3 %	%

AM Stations

WOBM	1160	5 kw/8.9 kw (DA-2)	Standards	Westwd	Katz	Nassau	Lakewood
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FM Stations

WJLK	94.3	3 kw @ 328	AC	Westwd	Katz	Nassau	Asbury Park
WJRZ	100.1	1.6 kw @ 450	AC/CHR		D&R		Manahawkin
WOBM	92.7	1.4 kw @ 485	AC		Katz	Nassau	Lakewood
WQNJ	98.5	6 kw @ 328	CHR	Westwd	Katz	Nassau	Ocean Acres
WRAT	95.9	4 kw @ 240	AOR		Katz	New Jersey	Pt. Pleasant
WWZY	107.1	2.3 kw @ 371	Country		--	Odyssey	Long Branch

Notes: Other ranked stations -- See New York (WKXW-F -- See Trenton in Small Market Edition) . . . There is no TSA for Monmouth-Ocean . . . 5/97 WQNJ-F ceased simulcast of WJLK-F to become CHR "B 98.5" . . . 6/97 WZVU-F changed calls to WWZY-F; remains a simulcast with WWXY-F

Jim Duncan

Comments: The change of WZVU-F from Oldies to Country really shook up this market, but mostly benefitted New York stations: WCBS-F jumped to first (on a doubled 12+ share); WLTW-F doubled its share as well

MONTEREY-SALINAS-SANTA CRUZ

Arbitron Rank: 78 Pop (12+): 484,900	Stations: 42 / 27	Last Year's Revenue: \$14,000,000
MSA Rank: 136-Sal.-Mont.; 177-Sta. Cruz	Diarles: 1,725/281:1/54.5%	Household Income: \$47,893
MSA Pop: 599,000	Sample Target: 1,650	Retail Dollars: \$5.0 Bil.
DMA: 122	% Below Line: 24.7	#1 Biller: KTOM-AF \$1,900,000
Average Persons Rating: 16.6	% Not Listed: 11.1	#1 Billing Portfolio:
Market TSL in Hours: 22.25	Pop per Station: 17,959	Clear Channel (pend.) \$5,150,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1 KDON-F	CHR	57 / 7.1	7.6	7.3	7.4	7.3	7.4	874 / 18.0	17.0	18.0	59 / 930	C KDON-F
2 KGO	T	51 / 6.4	6.7	5.4	7.2	7.9	6.4	695 / 14.3	15.0	15.1	54 / 777	KGO
3 KTOM-F	C	48 / 6.0	5.8	4.7	3.6	4.8	5.0	620 / 12.8	13.6	13.6	53 / 736	C KTOM-F
4 KWAV-F	AC	39 / 4.9	4.8	4.3	6.5	3.7	5.1	580 / 12.0	10.9	10.9	39 / 587	C KWAV-F
5 KOCN-F	O	35 / 4.4	5.4	4.5	4.0	4.9	4.6	584 / 12.0	13.3	13.8	36 / 619	C KOCN-F
6 KPIG-F	AOR-P	32 / 4.0	2.7	3.1	2.9	3.2	3.2	378 / 7.8	6.8	6.9	32 / 378	C KPIG-F
7 KIDD	ST	30 / 3.7	4.4	3.3	2.9	4.1	3.6	284 / 5.9	5.7	5.8	33 / 307	A KIDD
8 KCDU-F	AC-NR	27 / 3.4	2.1	1.0	1.2	1.4	1.9	461 / 9.5	3.8	4.0	29 / 490	KCDU-F
9 KLOK-F	SP	26 / 3.2	3.1	2.8	2.7	4.4	3.0	299 / 6.2	7.0	8.5	26 / 299	B KLOK-F
13 KZOL-FF	SP	26 / 3.2	3.4	4.3	1.9	2.6	3.2	316 / 6.5	6.6	5.3	27 / 323	KZOL-FF
	KSCO	26 / 3.2	2.5	3.1	3.2	2.1	3.0	395 / 8.2	6.6	6.2	26 / 395	B KSCO
	KRAY-F	26 / 3.2	2.5	3.8	3.9	2.4	3.4	360 / 7.4	8.6	5.4	26 / 360	B KRAY-F
13 KBOO-F	CL	25 / 3.1	4.2	4.9	3.3	3.7	3.9	416 / 8.6	10.3	8.3	25 / 420	B KBOO-F
14 KXDC-F	J	23 / 2.9	2.5	2.6	2.0	3.2	2.5	321 / 6.6	6.2	5.6	23 / 321	A KXDC-F
	KTGE	23 / 2.9	1.8	2.6	2.0	1.8	2.3	272 / 5.6	5.6	3.7	23 / 272	B KTGE
16 KMBY-F	AOR	22 / 2.7	1.7	2.6	3.5	3.0	2.6	384 / 7.9	8.9	8.7	22 / 400	A KMBY-F
17 KRQC-F	CL HITS	21 / 2.6	3.0	2.3	3.1	2.6	2.8	401 / 8.3	7.7	8.1	26 / 445	B KRQC-F

12+ FM Share (Metro): 71.15 % (508 of 714) (Spring 96: 70.68 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KDON-F >>	1 KDON-F	1 KTOM-F <	1 KPIG-F	1 KPIG-F <	1 KGO >	1 KDON-F	1 KGO	1 KDON-F	1 KDON-F >>	1 KGO
	2 KTOM-F	2 KWAV-F <	2 KTOM-F <	2 KTOM-F <	2 KIDD <	2 KTOM-F <	2 KTOM-F	2 KTOM-F	2 KGO	2 KDON-F
	KTGE	3 KDON-F	3 KWAV-F	3 KWAV-F	3 KTOM-F	3 KGO	3 KOCN-F	3 KGO	3 KWAV-F	3 KWAV-F
	KWAV-F	KPIG-F	4 KOCN-F	4 KOCN-F <	4 KPIG-F	4 KWAV-F	KWAV-F <	4 KOCN-F	4 KTOM-F <	
	5 KCDU-F	5 KOCN-F <	5 KLOK-F	5 KGO	KOCN-F	5 KOCN-F <	5 KSCO <	5 KWAV-F	5 KBOO-F <	
	KZOL-FF	6 KCDU-F <	6 KRQC-F	6 KLOK-F	6 KBOO-F <	6 KLOK-F <	6 KDON-F <	KPIG-F <	6 KMBY-F <	
	KRAY-F <	7 KLOK-F <	KGO <	7 KRQC-F	7 KSCO <	7 KZOL-FF <	7 KPIG-F	7 KCDU-F	7 KCDU-F <	
	8 KTGE	8 KXDC-F <	KXDC-F <	8 KXDC-F	8 KIDD					
	KZOL-FF			KWAV-F >	KRQC-F <					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KDON-F >	1 KDON-F <	1 KWAV-F	1 KWAV-F	1 KWAV-F	1 KDON-F >	1 KLOK-F <	1 KLOK-F	1 KTOM-F	1 KPIG-F
2 KCDU-F	2 KWAV-F	2 KDON-F >	2 KDON-F	2 KTOM-F <	2 KTOM-F	2 KTOM-F	2 KTGE	2 KPIG-F	2 KTOM-F
3 KWAV-F	3 KCDU-F	3 KTOM-F	3 KTOM-F	3 KOCN-F	3 KTGE	KTGE	3 KZOL-FF	3 KLOK-F <	KGO
4 KTOM-F	4 KTOM-F	KCDU-F	4 KCDU-F <	4 KPIG-F	KZOL-FF	4 KDON-F	KRAY-F	4 KRQC-F <	4 KLOK-F
KMBY-F	5 KRAY-F	KRAY-F	5 KOCN-F	KXDC-F <	5 KRAY-F	5 KZOL-FF	5 KMBY-F	5 KOCN-F	KRQC-F <
KRAY-F	KTGE	KTGE	KPIG-F	6 KDON-F	KWAV-F	KRAY-F	KTOM-F	KTGE <	6 KUFX-F
KTGE	KZOL-FF >	KZOL-FF	KXDC-F	7 KCDU-F	KCDU-F >		7 KZSJ	7 KDON-F	KOCN-F
KOME-F							KSJO-F	KGO	8 KMBY-F
KZOL-FF								KZOL-FF <	KTGE

Other Rated Stations Metro Cume Share Rating TSA AQH Cume

KCTY	SP	980	Salinas	0.6	2.1	5	103
KISE-F	CHR	103.9	Seaside	1.2	3.4	10	164
KKMC	REL	880	Gonzales	0.4	1.7	3	82
KLFA-F	SP	93.9	King City	1.1	2.7	9	129
KLUE-F	C	106.3	Soledad	0.5	1.5	4	71
KOMY	T	1340	Watsonville	0.5	1.2	4	58
KRKC-F	AC	102.1	King City	0.4	1.1	3	52
KRKC	C	1490	King City	0.4	0.5	3	26
KRML	J	1410	Carmel	0.5	1.0	4	47
KVRG-AF	SP	107.1	Seaside	1.4	3.5	12	174

Other Rated Stations--Outside Market Metro Cume Share Rating TSA AQH Cume

KBAY-F	SAC	100.3	San Jose	2.4	7.9	24	444
KCBS	N/T	740	San Francisco	1.9	7.0	16	361
KLLC-F	AC-NR	97.3	San Francisco	0.4	1.0	6	74
KLOK	SP	1170	San Jose	0.7	2.6	6	131
KMPG	SP	1520	Hollister	0.4	1.2	3	59
KNBR	SPRST	680	San Francisco	1.9	6.9	23	412
KOME-F	AOR	98.5	San Jose	1.2	4.2	11	252
KRTY-F	C	95.3	Los Gatos	0.4	1.4	3	73
KSFO	T	560	San Francisco	1.0	1.8	8	105
KSJO-F	AOR	92.3	San Jose	1.5	5.2	17	342
KUFX-F	CL AOR	94.5	Gilroy	2.4	8.6	27	531
KZSJ	SP	1120	San Martin	1.0	1.8	8	87

MONTEREY-SALINAS-SANTA CRUZ

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	72 (4)	72 (4)	10.1 %	5.4 %	Clear Channel, pend. KDON-AF, KOCN-FM, KRQC-FM, KTOM-FM, KTOM-AM	21.3 %	20.1 %	36.8 %
AOR/Classic/NR	0 (0)	95 (5)	95 (5)	13.3 %	15.4 %		EXCL KLOK-FM, KVRG-FM, KVRG-AM	4.6 %	6.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local KCTY-AM, KLXM-FM, KRAY-FM		4.4 %	4.2 %
CHR	0 (1)	67 (2)	67 (3)	9.4 %	9.7 %		New Wave, pend. KCDU-FM, KPIG-FM, KXDC-FM	10.3 %	13.6 %
Classical	0 (0)	25 (1)	25 (1)	3.5 %	5.6 %	40.6 %		43.9 %	59.4 %
Country	3 (1)	55 (3)	58 (4)	8.1 %	6.9 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	47 (6)	96 (6)	143 (1)	20.0 %	22.8 %				
Jazz	4 (1)	23 (1)	27 (2)	3.8 %	2.9 %				
News/Talk	104 (5)	0 (0)	104 (5)	14.6 %	13.0 %				
Oldies	0 (0)	56 (2)	56 (2)	7.8 %	7.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.4 %	0.6 %				
Soft AC/EZ	0 (0)	19 (1)	19 (1)	2.7 %	3.4 %				
Sports	15 (1)	0 (0)	15 (1)	2.1 %	2.8 %				
Standards	30 (1)	0 (0)	30 (1)	4.2 %	3.8 %				
Totals	206 (17)	508 (25)	714 (42)						

AM Stations

Station	Power	Time	Format	Price	Buyer	Station	Power	Time	Format	Price	Buyer
KCTY	980	1 kw/0.247 kw (DA-2)	Hispanic	\$<20.00	Lotus						
KIDD	630	1 kw (DA-2)	Standards	CNN \$<20.00	D&R	Buckley					
KSCO	1080	10 kw/5 kw (DA-N)	Talk	AP \$<20.00	--						
KTGE	1570	5 kw/0.5 kw (DA-2)	Hispanic	\$<20.00	Caballero						
KVRG	700	2.5 kw/0.7 kw (DA-2)	See KVRG-F								Soledad

FM Stations

Station	Freq	Power	Time	Format	Price	Buyer	Station	Freq	Power	Time	Format	Price	Buyer
KBOQ	95.5	1.7 kw @ 630		Classical	\$30.00	Allied							Carmel
KCDU	93.5	0.11 kw @ 2296		AC-New Rock	\$ NA	Allied	New Wave, pend.						Hollister
KDON	102.5	18.5 kw @ 2270		CHR	\$40.00	Christal	Clear Chnl., pend.						
KLFA	93.9	5.4 kw @ 702		Hispanic	\$<20.00	Caballero	KTGE						King City
KLOK	99.5	30 kw @ 640		Hispanic	\$<20.00	Caballero	EXCL						Greenfield
KMBY	104.3	6 kw @ 328		AOR	\$<20.00	Mc-Guild							Gonzales
KOCN	105.1	1.8 kw @ 600		Oldies	Westwd \$31.00	Mc-Guild	Clear Chnl., pend.						Pacific Grove
KPIG	107.5	2.85 kw @ 335		Prog. AOR	\$27.00	Allied	New Wave, pend.						Freedom
KRAY	103.5	2.5 kw @ 512		Hispanic	\$<20.00	Lotus							
KRQC	92.7	6.9 kw @ 620		Classic Hits	\$21.00	Christal	Clear Chnl., pend.						Marina
KTOM	100.7	1.4 kw @ 2385		Country	ABC \$51.00	Katz	Clear Chnl., pend.						
KVRG	107.1	1.85 kw @ 587		Hispanic	\$ NA	Caballero	EXCL						Seaside
KWAV	96.9	18 kw @ 2450		AC	AP \$47.00	D&R	Buckley						
KXDC	101.7	2.4 kw @ 528		Jazz	\$<20.00	--	New Wave, pend.						Carmel
KZOL	99.1	1.1 kw @ 2612		Hispanic	\$ NA	Katz	Hefel						Santa Cruz

Notes: *Billing combined with KCTY . . . ^Billing combined with KLFA-F . . . Other ranked stations - See San Francisco or San Jose . . . 2/97 KDON-AF/KRQC-F sold by Henry to Lartigue Multimedia (John Lynch) for \$8,250,000 (Media Svcs) . . . 3/97 KLUE-F sold to American Radio Systems for \$2,000,000 . . . 3/97 KOCN-F sold to Lartigue for \$6,500,000 (Media Svcs) . . . 3/97 KTOM-AF sold by Magic to Lartigue for \$8,000,000 (Media Svcs) . . . 4/97 KOMY (1340; Watsonville) sold to KSCO (price NA) . . . 5/97 KCDU-F/KPIG-F/KXDC-F sold to New Wave for \$5,300,000 (Kallil) . . . 7/97 KIEZ (540) sold for \$250,000 . . . 8/97 KDON-AF/ KTOM-AF/KOCN-F/KRQC-F sold by Lartigue to Clear Channel for \$23,200,000

Jim Duncan

Comments: KTOM-F is recovering nicely from a serious slip in 1996 . . . Modern AC KCDU-F is showing growth

MONTGOMERY

Arbitron Rank: 140 Pop (12+)	263,200	Stations: 21 / 15	Last Year's Revenue: \$12,200,000
MSA Rank:	148	Diaries: 1,020/258:1/51.3%	Household Income: \$36,234
MSA Pop:	322,000	Sample Target: 980	Retail Dollars: \$3.2 Bil.
DMA:	113	% Below Line: 4.1	#1 Biller: WLWI-F \$3,600,000
Average Persons Rating:	16.8	% Not Listed: 12.4	#1 Billing Portfolio:
Market TSL in Hours:	22.25	Pop per Station: 17,547	Colonial \$4,750,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WZHT-F	B	94 / 21.3	18.3	20.8	18.2	18.1	792 / 30.1	31.3	30.5	147 / 1303	D	WZHT-F
2	WLWI-F	C	61 / 13.8	14.9	14.7	15.3	20.4	729 / 27.7	30.8	33.0	93 / 1273	E	WLWI-F
3	WBAM-F	CHR	33 / 7.5	3.9	4.3	5.0	4.8	455 / 17.3	13.4	14.4	40 / 634	B	WBAM-F
4	WMCZ-F	B/AC	31 / 7.0	6.6	6.5	7.5	5.7	444 / 16.9	16.9	16.1	33 / 517	C	WMCZ-F
5	WXFX-F	AOR	28 / 6.3	6.1	6.8	6.2	6.3	399 / 15.2	12.8	14.7	37 / 546	C	WXFX-F
6	WMXS-F	AC	25 / 5.7	10.0	10.9	6.8	6.8	448 / 17.0	23.2	24.5	41 / 801	C	WMXS-F
7	WXVI	B	20 / 4.5	4.6	5.3	4.8	4.5	187 / 7.1	8.1	7.8	20 / 193	A	WXVI
8	WJCC-F	C	18 / 4.1	3.9	3.9	5.0	6.1	316 / 12.0	13.0	14.5	26 / 494	C	WJCC-F
9	WRWO-F	AC	15 / 3.4	3.4	3.1	3.6	5.0	291 / 11.1	11.7	13.0	15 / 328	B	WRWO-F
10	WACV	T	13 / 2.9	5.4	4.1	3.9	3.2	198 / 7.5	9.3	9.3	14 / 221	B	WACV
11	WMSP	SPRTS	9 / 2.0	2.0	1.2	2.2	1.1	137 / 5.2	4.9	4.8	9 / 156	A	WMSP
	WNZZ	ST	9 / 2.0	0.7		0.5	0.7	122 / 4.6	2.2	3.5	9 / 122		WNZZ

12+ FM Share (Metro): 83.46 % (323 of 387) (Spring 96: 84.48 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WZHT-F >>	1 WZHT-F >>	1 WZHT-F >>	1 WZHT-F	1 WZHT-F	1 WLWI-F	1 WLWI-F	1 WZHT-F	1 WZHT-F >	1 WZHT-F >>	1 WZHT-F
2 WBAM-F	2 WLWI-F	2 WLWI-F	2 WLWI-F >	2 WLWI-F >	2 WZHT-F >>	2 WZHT-F >	2 WLWI-F	2 WLWI-F	2 WMCZ-F	2 WLWI-F >
3 WLWI-F	3 WBAM-F	3 WBAM-F	3 WXFX-F <	3 WMXS-F	3 WMCZ-F	3 WXFX-F	3 WBAM-F <	3 WBAM-F <	3 WLWI-F	3 WMCZ-F
4 WXFX-F	4 WXFX-F	4 WMXS-F	4 WMXS-F	WMCZ-F	WXVI	4 WBAM-F	4 WMXS-F	4 WMCZ-F	4 WXVI	
5 WMCZ-F	5 WMCZ-F <	WBAM-F	WXFX-F <	5 WACV <	5 WMCZ-F	5 WXFX-F	5 WMXS-F <	5 WMXS-F <	5 WBAM-F >	
6 WMXS-F	6 WMXS-F >	WMCZ-F >	6 WBAM-F >	6 WMXS-F <	6 WMXS-F	6 WMCZ-F <	6 WXFX-F	7 WACV <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZHT-F >>	1 WZHT-F >>	1 WZHT-F	1 WZHT-F >>	1 WZHT-F	1 WZHT-F >>	1 WZHT-F >>	1 WZHT-F	1 WZHT-F >	1 WZHT-F
2 WBAM-F >	2 WMXS-F	2 WMXS-F	2 WLWI-F	2 WLWI-F >	2 WBAM-F	2 WXFX-F	2 WXFX-F	2 WXFX-F	2 WLWI-F
3 WLWI-F	WBAM-F	3 WLWI-F >	3 WMXS-F	3 WMXS-F	WXFX-F	3 WBAM-F	WLWI-F	3 WLWI-F	3 WXFX-F
WMCZ-F >	4 WLWI-F	4 WBAM-F	4 WBAM-F <	4 WMCZ-F	4 WJCC-F >>	4 WLWI-F >	4 WBAM-F	4 WBAM-F >	4 WBAM-F
	5 WMCZ-F >	5 WMCZ-F	5 WMCZ-F >	5 WBAM-F	5 WMCZ-F	WMCZ-F >>	5 WMCZ-F	5 WMCZ-F	5 WMCZ-F >

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	40 (2)	40 (2)	10.3 %	11.5 %
AOR/Classic/NR	0 (0)	31 (2)	31 (2)	8.0 %	11.0 %
Black/Urban	20 (1)	128 (3)	148 (4)	38.2 %	34.1 %
CHR	0 (0)	33 (1)	33 (1)	8.5 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	81 (3)	81 (3)	20.9 %	26.8 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	13 (1)	0 (0)	13 (1)	3.4 %	7.0 %
Oldies	2 (1)	8 (2)	10 (3)	2.6 %	1.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	11 (2)	2 (1)	13 (3)	3.4 %	5.9 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	9 (1)	0 (0)	9 (1)	2.3 %	2.3 %
Standards	9 (1)	0 (0)	9 (1)	2.3 %	0.0 %
Totals	64 (7)	323 (14)	387 (21)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WAPZ	G	1250	Wetumpka	1.6	3.3	7 88
WHHY	O	1440	Montgomery	0.5	1.9	2 50
WMGY	REL	800	Montgomery	0.9	3.3	5 107

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WACQ-F	O	99.9	Tallassee	1.1	4.9	8 204
WBHJ-F	B	95.7	Tuscaloosa	0.7	2.4	13 250
WODL-F	O	106.9	Birmingham	0.7	1.5	11 118
WSFU-F	REL	94.1	Union Springs	0.5	1.5	4 73
WSTH-F	C	106.1	Alexander City	0.5	1.5	28 395
WTGZ-F	AOR-NR	95.9	Tuskegee	0.7	1.4	7 111

MONTGOMERY

Consolidation Report	12+	25-54	Revenue
Capstar WMCZ-FM, WZHT-FM	28.3 %	25.1 %	26.2 %
Colonial WLWI-FM, WMSP-AM, WMXS-FM, WNZZ-AM	23.5 %	25.6 %	38.9 %
McDonald WHHY-AM, WJCC-FM, WAFX-FM	10.9 %	11.4 %	15.6 %
	62.7 %	62.1 %	80.7 %

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Product
WACV	1170	10 kw/1 kw (DA-2)	Talk	CBS, Talknt	\$<20.00	Banner	
WMSP	740	10 kw/173 w (DA-2)	Sports	Westwd, ABC, 1/1	\$<20.00	Katz	Colonial
WNZZ	950	1 kw/44 w	Standards	AP, CNN	\$ NA	Katz	Colonial
WXVI	1600	5 kw/1 kw (DA-2)	Black	ABC, AURN	\$<20.00	Williams	

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Product
WBAM	98.9	9.9 kw @ 1096	CHR		\$21.00	Christal	
WJCC	101.9	100 kw @ 1096	Country		\$23.00	Eastman	McDonald
WLWI	92.3	100 kw @ 1096	Country		\$78.00	Katz	Colonial
WMCZ	97.1	3 kw @ 328	Black AC	ABC	\$21.00	Mc-Guild	Capstar Millbrook
WMXS	103.3	100 kw @ 1096	AC		\$27.00	Katz	Colonial
WRWO	96.1	0.9 kw @ 820	Oldies		\$20.00	Christal	WACV
WAFX	95.1	50 kw @ 492	AOR		\$25.00	Allied	McDonald Prattville
WZHT	105.7	100 kw @ 1800	Black	ABC	\$49.00	Mc-Guild	Capstar Troy

Notes: 2/97 WRWO-F changed from Oldies to AC . . . 2/97 WBAM-F changed from Country to CHR . . . 3/97 WNZZ (950) changed from News/Talk to Standards

Jim Duncan

Comments: WBAM-F had its best book in many years (probably due to its change from Country to CHR) . . . WMXS-F slipped badly after strong (double-figure) showings in recent books . . . Talk WACV fell to its lowest share in more than two years

NASHVILLE

Arbitron Rank: 44 Pop (12+): 934,000	Stations: 28 / 28	Last Year's Revenue: \$52,800,000
MSA Rank: 49	Diaries: 1,488/628:1/52.9%	Household Income: \$44,921
MSA Pop: 1,140,000	Sample Target: 1,430	Retail Dollars: \$12.5 Bil.
DMA: 33	% Below Line: 0.0	#1 Biller: WSIX-F \$12,200,000
Average Persons Rating: 15.5	% Not Listed: 13.7	#1 Billing Portfolio:
Market TSL In Hours: 20.50	Pop per Station: 33,357	SFX \$15,000,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WSIX-F	C	200 / 13.8	15.6	11.9	14.8	16.4	14.0	2457 / 26.3	26.6	28.8	300 / 3602	I	WSIX-F
2	WGFX-F	CL AOR	110 / 7.6	4.6	6.3	6.1	5.6	6.1	1715 / 18.4	16.6	15.6	185 / 2734	F	WGFX-F
	WRVW-F	CHR	110 / 7.6	4.9	6.4	7.2	7.7	6.5	1872 / 20.0	18.2	18.6	142 / 2718	D	WRVW-F
4	WQOK-F	B	105 / 7.2	8.4	6.4	8.0	6.8	7.5	1343 / 14.4	12.1	11.6	111 / 1477	D	WQOK-F
5	WSM-F	C	89 / 6.1	9.2	9.7	8.4	9.8	8.4	1619 / 17.3	19.9	21.0	160 / 2746	H	WSM-F
6	WKDF-F	AOR-NR	73 / 5.0	4.8	4.7	6.3	6.3	5.2	1412 / 15.1	15.4	15.7	145 / 2614	E	WKDF-F
7	WJXA-F	SAC	66 / 4.6	4.6	5.7	5.6	5.1	5.1	1111 / 11.9	13.8	11.8	94 / 1772	E	WJXA-F
8	WRMX-F	O	63 / 4.3	4.5	4.2	4.1	3.9	4.3	1288 / 13.8	13.2	11.5	84 / 1783	D	WRMX-F
9	WLAC-F	AC	58 / 4.0	3.7	3.8	4.3	3.8	3.9	1038 / 11.1	13.7	11.1	79 / 1592	F	WLAC-F
10	WJZC-F	J	57 / 3.9	3.9	2.9	3.4	2.8	3.5	824 / 8.8	6.9	6.5	75 / 1335		WJZC-F
11	WLAC	T	55 / 3.8	3.9	3.3	3.1	3.6	3.5	937 / 10.0	9.0	8.9	66 / 1079	D	WLAC
12	WWTN-F	T	54 / 3.7	4.2	4.5	3.6	3.3	4.0	1038 / 11.1	11.0	8.8	73 / 1313	C	WWTN-F
13	WSM	C/FS	41 / 2.8	3.7	4.4	4.1	3.7	3.8	734 / 7.9	9.0	7.9	79 / 1300	D	WSM
14	WQZQ-F	CHR/B	39 / 2.7	2.0	0.8	0.5	0.4	1.5	830 / 8.9	3.3	2.3	76 / 1556		WQZQ-F
15	WVOL	B/O	25 / 1.7	2.0	0.9	2.2	1.1	1.7	338 / 3.6	3.0	3.8	26 / 357		WVOL
16	WRLG-F	AOR-NR	19 / 1.3	1.8	1.3	1.0	1.0	1.3	479 / 5.1	5.6	5.5	19 / 490		WRLG-F
	WAMB	ST	19 / 1.3	1.0	1.6	0.8	1.4	1.2	263 / 2.8	2.9	3.2	20 / 272		WAMB
18	WRLT-F	AOR-P	15 / 1.0	1.6	2.2	1.3	1.4	1.5	383 / 4.1	6.0	4.5	21 / 422		WRLT-F
19	WZPC-F	C	14 / 1.0	0.8	1.0	0.6	0.5	0.8	458 / 4.9	3.9	2.3	26 / 728		WZPC-F

12+ FM Share (Metro): 86.90 % (1088 of 1252) (Spring 96: 85.67 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQOK-F >>	1 WGFX-F <	1 WSIX-F >	1 WSIX-F >	1 WSIX-F >	1 WSIX-F >>	1 WSIX-F >>	1 WSIX-F >	1 WSIX-F >	1 WQOK-F >	1 WSIX-F <
2 WKDF-F <	2 WSIX-F	2 WGFX-F	2 WGFX-F <	2 WGFX-F <	2 WJXA-F <	2 WGFX-F	2 WGFX-F <	2 WRVW-F	2 WRVW-F	2 WQOK-F
3 WRVW-F	3 WRVW-F	3 WRVW-F	3 WRVW-F >	3 WRVW-F >	3 WSM-F <	3 WRVW-F <	3 WRVW-F	3 WQOK-F <	3 WSIX-F	3 WGFX-F >
4 WQZQ-F <	4 WKDF-F <	4 WQOK-F	4 WQOK-F <	4 WSM-F <	4 WRMX-F <	4 WSM-F <	4 WLAC	4 WGFX-F <	4 WGFX-F <	
5 WSIX-F >	5 WQOK-F >	5 WKDF-F	5 WLAC-F <	5 WQOK-F <	5 WLAC <	5 WQOK-F >	5 WJXA-F <	5 WSM-F <	5 WKDF-F	
	6 WSM-F	6 WSM-F	6 WSM-F <	6 WJXA-F	6 WJZC-F	6 WJXA-F <	6 WSM-F <	6 WKDF-F <	6 WQZQ-F <	
		WLAC-F	7 WJXA-F <	WRMX-F <		7 WLAC-F <	7 WQOK-F	7 WWTN-F	7 WSM-F	
			8 WKDF-F <	8 WLAC-F <		8 WKDF-F <				
				9 WJZC-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 WQOK-F >	1 WSIX-F <	1 WRVW-F	1 WSIX-F	1 WSIX-F	1 WGFX-F	1 WGFX-F >	1 WGFX-F	1 WSIX-F <	1 WSIX-F
2 WSIX-F	2 WRVW-F <	2 WSIX-F	2 WRVW-F	2 WRVW-F >	2 WKDF-F	2 WKDF-F	2 WSIX-F	2 WGFX-F >	2 WGFX-F >
3 WQZQ-F	3 WQOK-F	3 WGFX-F	3 WQOK-F	3 WQOK-F <	3 WRVW-F	WSIX-F	3 WKDF-F	3 WRVW-F <	3 WWTN-F <
4 WKDF-F	4 WGFX-F	4 WQOK-F	4 WLAC-F <	4 WJXA-F <	WQOK-F	4 WRVW-F >	4 WRVW-F	4 WKDF-F	4 WRVW-F
	WRVW-F	5 WKDF-F	5 WSM-F	5 WGFX-F	5 WSIX-F	5 WSM-F	5 WWTN-F	5 WWTN-F	5 WJZC-F <
6 WGFX-F	6 WLAC-F <	6 WKDF-F	6 WSM-F <	WLAC-F <		WQOK-F	6 WLAC-F	6 WQOK-F	6 WKDF-F <
	WLAC-F >>	7 WSM-F <	7 WLAC-F >>	7 WJXA-F					7 WSM-F <
				8 WRMX-F >					

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
WANT-F	C	98.9 Lebanon	0.3	1.0	4 100
WBOZ-F	G	104.9 Woodbury	0.4	1.4	13 220
WCOR	C	900 Lebanon	0.1	0.1	1 13
WDKN	C	1260 Dickson	0.3	0.8	5 79
WGNS	T	1450 Murfreesboro	0.4	0.8	6 78
WMDB	B	880 Nashville	0.8	1.5	15 183
WVRY-F	G	105.1 Waverly	0.4	1.8	27 397

NASHVILLE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	58 (1)	58 (1)	4.6 %	4.5 %	Cromwell WQZQ-FM, WZPC-FM	3.7 %	2.8 %	1.0 %
AOR/Classic/NR	0 (0)	217 (5)	217 (5)	17.3 %	17.3 %	Dick WGFX-FM, WKDF-FM	12.6 %	13.7 %	15.7 %
Black/Urban	37 (2)	105 (1)	142 (3)	11.3 %	9.9 %	Gaylord WWTN-FM, WSM-AM, WSM-FM	12.6 %	11.0 %	21.4 %
CHR	0 (0)	149 (2)	149 (2)	11.9 %	8.4 %	Local WRLG-FM, WDBL-FM	1.3 %	1.1 %	%
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	SFX WRVW-FM, WSIX-FM	21.4 %	24.2 %	28.4 %
Country	6 (2)	307 (4)	313 (6)	25.0 %	27.1 %	Sinclair TV WLAC-AM, WLAC-FM, WJZC-FM	11.7 %	12.3 %	12.3 %
Full Service	41 (1)	0 (0)	41 (1)	3.3 %	5.2 %	South Central WJXA-FM, WRMX-FM	8.9 %	10.2 %	12.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		72.2 %	75.3 %	91.5 %
Jazz	0 (0)	57 (1)	57 (1)	4.6 %	3.4 %				
News/Talk	61 (2)	54 (1)	115 (3)	9.2 %	9.1 %				
Oldies	0 (0)	63 (1)	63 (1)	5.0 %	4.9 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	12 (2)	12 (2)	1.0 %	1.8 %				
Soft AC/EZ	0 (0)	66 (1)	66 (1)	5.3 %	6.6 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	19 (1)	0 (1)	19 (2)	1.5 %	2.0 %				
Totals	164 (8)	1088 (20)	1252 (28)						

AM Stations

Station	Power	Frequency	Format	Source	Advertiser	Agency	Address
WAMB	1160	50 kw/1 kw (DA-N)	Standards	Westwd	\$20.00	Roslin	Donelson
WLAC	1510	50 kw (DA-N)	Talk/Relig	CBS	\$45.00	Banner	Sinclair TV
WMDB	880	2.5 kw (DA, Days)	Black		\$19.00	—	
WSM	650	50 kw	Country/Full Svc.	Westwd	\$48.00	Christal	Gaylord
WVOL	1470	5 kw/1 kw (DA-2)	Black Oldies	ABC	\$ NA	Allied	Dickey, pend. Berry Hill

FM Stations

Station	Power	Frequency	Format	Source	Advertiser	Agency	Address
WDBL	94.3	3 kw @ 216	See WRLG-F				Springfield
WGFX	104.5	49 kw @ 1312	Classic AOR	Source	\$84.00	Katz	Dick
WJXA	92.9	100 kw @ 1053	Soft AC		\$79.00	Eastman	South Central
WJZC	101.1	47 kw @ 1289	Jazz	JSN	\$47.00	Banner	Sinclair TV
WKDF	103.3	100 kw @ 1233	AOR-NR	ABC	\$83.00	Katz	Dick
WLAC	105.9	100 kw @ 1233	AC		\$80.00	Banner	Sinclair TV
WQOK	92.1	3 kw @ 463	Black		\$62.00	Allied	Dickey, pend. Hendersonville
WQZQ	102.5	100 kw @ 856	CHR/Black	ABC	\$ NA	Regional	Cromwell
WRLG	94.1	3.9 kw @ 236	AOR-New Rock		\$ NA	Roslin	WDBL-F Smyrna
WRLT	100.1	0.2 kw @ 1181	Prog. AOR		\$31.00	Roslin	Franklin
WRMX	96.3	100 kw @ 826	Oldies		\$59.00	Eastman	South Central Murfreesboro
WRVW	107.5	58 kw @ 1235	CHR		\$60.00	Mc-Guild	SFX Lebanon
WSIX	97.9	100 kw @ 1145	Country		\$214.00	Mc-Guild	SFX
WSM	95.5	100 kw @ 1286	Country		\$160.00	Christal	Gaylord
WWTN	99.7	100 kw @ 1296	Talk	Westwd	\$33.00	Christal	Gaylord Manchester
WZPC	102.9	100 kw @ 820	Country		\$ NA	—	Cromwell Shelbyville

Notes: 2/97 WKDF-F changed from AOR to New Rock . . . 3/97 WZRS (710; Smyrna) sold to Moody Bible Institute for \$162,500 . . . 3/97 WDBL-AF (Springfield) sold to WRLG-F/WYYB-F for \$580,000 . . . 4/97 WDBL-F began simulcasting WRLG-F . . . 6/97 WVOL/WQOK-F sold to Dickey for \$13,800,000 (MVP)

Jim Duncan

Comments: WSIX-F continues to dominate the market but from a lower share level, off 2.6 shares from a year ago . . . WGFX-F jumped to its highest share in more than three years . . . WSM-F turned in its poorest share performance in many years

NASSAU-SUFFOLK (Long Island)

Arbitron Rank: 15 Pop (12+): 2,247,200	Stations: 43 / 15	Last Year's Revenue: \$38,000,000
MSA Rank: 14	Diarles: 3,377/665:1/51.4%	Household Income: \$71,266
MSA Pop: 2,660,000	Sample Target: 3,270	Retail Dollars: \$30.1 Bil.
DMA: New York (#1)	% Below Line: NA	#1 Biller: WALK-AF \$13,000,000
Average Persons Rating: 17.6	% Not Listed: NA	#1 Billing Portfolio:
Market TSL In Hours: 23.00	Pop per Station: 149,813	Chancellor \$24,000,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	WALK-F	245 / 6.2	6.1	6.1	6.2	6.7	6.1	3042 / 13.5	13.4	15.1		I WALK-F
2	WBLI-F	174 / 4.4	3.9	3.3	3.3	3.3	3.7	2759 / 12.3	10.4	10.1		G WBLI-F
3	WBZO-F	128 / 3.2	2.9	3.2	2.6	3.0	3.0	2017 / 9.0	8.2	8.5		E WBZO-F
4	WHLI	120 / 3.0	3.8	3.7	2.7	2.7	3.3	1035 / 4.6	3.6	3.3		C WHLI
5	WBAB-FF	103 / 2.6	2.9	2.9	3.2	3.3	2.9	2102 / 9.4	9.3	11.1		G WBAB-FF
6	WKJY-F	92 / 2.3	2.7	2.4	2.8	2.4	2.6	1423 / 6.3	6.3	6.9		G WKJY-F
7	WLIR-FF	66 / 1.7	1.1	1.1	1.3	1.1	1.3	1690 / 7.5	5.0	5.2		D WLIR-FF
8	WMJC-F	64 / 1.6	1.5	1.9	1.8	1.3	1.7	1003 / 4.5	5.2	3.1		WMJC-F
9	WRCN-F	47 / 1.2	0.9	0.8	1.1	1.1	1.0	559 / 2.5	2.4	3.7		C WRCN-F
10	WLUX	40 / 1.0	1.1	1.2	1.3	0.9	1.2	505 / 2.2	2.4	2.3		A WLUX
11	WBAZ-F	16 / 0.4	0.3		0.4	0.4		282 / 1.3		1.4		WBAZ-F

12+ FM Share (Metro): NA

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WBLI-F >>	1 WBLI-F	1 WALK-F	1 WALK-F >	1 WALK-F >	1 WALK-F >	1 WALK-F >	1 WALK-F >	1 WALK-F	1 WBLI-F >	1 WALK-F
2 WALK-F	2 WALK-F	2 WBLI-F	2 WBLI-F	2 WBLI-F	2 WHLI <	2 WBLI-F	2 WBLI-F <	2 WBLI-F	2 WALK-F	2 WBLI-F
3 WBAB-FF >	3 WBAB-FF	3 WBAB-FF	3 WBAB-FF	3 WBZO-F <	3 WBZO-F	3 WBZO-F	3 WBZO-F	3 WBZO-F <	3 WBAB-FF >	3 WKJY-F >
	4 WLIR-FF	4 WKJY-F <	4 WKJY-F <	4 WBAB-FF <	4 WBLI-F	4 WKJY-F <	4 WKJY-F	4 WBAB-FF	4 WKJY-F <	
	5 WRCN-F	5 WBZO-F <	5 WBZO-F <	5 WKJY-F	5 WKJY-F	5 WHLI	5 WBAB-FF <	5 WKJY-F		
	6 WKJY-F >	6 WLIR-FF	6 WLIR-FF	6 WLIR-FF			6 WHLI			
			7 WRCN-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 WBLI-F >>	1 WBLI-F >	1 WBLI-F <	1 WALK-F	1 WALK-F >	1 WBAB-FF	1 WBAB-FF <	1 WRCN-F	1 WBAB-FF <	1 WALK-F
2 WALK-F	2 WALK-F >	2 WALK-F >>	2 WBLI-F >	2 WBLI-F >	WBLI-F >	2 WRCN-F	2 WBAB-FF <	2 WALK-F	2 WBAB-FF
3 WLIR-FF	3 WLIR-FF <	3 WLIR-FF	3 WKJY-F	3 WKJY-F	3 WALK-F	3 WBLI-F	3 WLIR-FF	3 WBLI-F	3 WBZO-F <
4 WKJY-F	4 WKJY-F	WKJY-F	4 WBAB-FF	4 WBZO-F	4 WLIR-FF	WLIR-FF <	4 WALK-F	4 WRCN-F	4 WBLI-F
WBAB-FF >	5 WBAB-FF >	5 WBAB-FF >	5 WLIR-FF	5 WBAB-FF	WRCN-F >	5 WALK-F >	5 WBLI-F	5 WLIR-FF	5 WRCN-F <
		6 WMJC-F	WBZO-F >	6 WLIR-FF >			6 WMJC-F	WBZO-F >	6 WLIR-FF

NASSAU-SUFFOLK (Long Island)

Consolidation Report	12+	25-54	Revenue	Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
Barnstable	11.3 %	10.6 %	29.3 %	WABC	T	770 New York	3.3	9.2	
WBZO-FM, WMJC-FM, WKJY-FM, WHLI-AM, WRCN-FM, WGSB-AM				WAXQ-F	CL AOR	104.3 New York	1.9	6.8	
Chancellor	16.8 %	19.5 %	63.2 %	WBLS-F	B	107.5 New York	1.6	3.9	
WHFM-FM, WGBB-AM, WBLI-FM, WBAB-FM, WALK-AM, WALK-FM				WCBS	N	880 New York	3.8	15.5	
Jarad	1.7 %	2.3 %	7.4 %	WCBS-F	O	101.1 New York	4.1	12.6	
WLIR-FM, WDRE-FM				WDBZ-F	AC-NR	105.1 New York	1.0	5.1	
				WEZN-F	SAC	99.9 Bridgeport, CT	0.9	4.8	
				WFAN	SPRTS	660 New York	3.9	12.4	
				WHTZ-F	CHR	100.3 Newark, NJ	4.0	17.5	
				WINS	N	1010 New York	1.8	11.0	
				WKCI-F	CHR	101.3 Hamden, CT	0.3	1.8	
				WKTU-F	CHR/U	103.5 Lake Success	3.7	16.0	
				WLIB	B/T	1190 New York	0.3	0.9	
				WLTW-F	SAC	106.7 New York	3.3	9.1	
				WNEW-F	AOR	102.7 New York	1.7	6.4	
				WOR	T	710 New York	4.3	8.6	
				WPAT-F	SP	93.1 Paterson, NJ	1.2	2.9	
				WPLJ-F	CHR	95.5 New York	3.4	11.8	
				WPLR-F	AOR	99.1 New Haven, CT	0.6	1.8	
				WQCD-F	J	101.9 New York	2.4	6.5	
				WQEW	ST	1560 New York	1.0	2.8	
				WQHT-F	U/CHR	97.1 New York	3.6	9.1	
				WQXR-F	CL	96.3 New York	2.5	6.3	
				WRKS-F	B/AC	98.7 New York	1.2	4.4	
				WSKQ-F	SP	97.9 New York	1.2	2.7	
				WWVY-F	C	107.1 Briarcliff Manor	0.3	1.3	
				WXRK-F	T/NR	92.3 New York	4.7	15.3	
	29.8 %	32.4 %	99.9 %						

AM Stations

WGSM	740	25 kw/43 w (DA-2)	See WMJC-F					
WHLI	1100	10 kw (Days, DA)	Standards		\$35.00	D&R	Barnstable	Hempstead
WLIM	1580	10 kw/0.5 kw (DA-N)	Standards	ABC	\$ NA	K&P		Patchogue
WLUX	540	250 w/204 w	Standards	ABC	\$ NA	---		Islip

FM Stations

WALK	97.5	39 kw @ 554	AC		\$228.00	Katz	Chancellor	Patchogue
WBAB	102.3	3 kw @ 268	AOR	ABC	\$115.00	Mc-Guild	Chancellor	Babylon
WBAZ	101.7	5.5 kw @ 341	Soft AC	Westwd, CNN	\$ NA	Eastman	Barnstable	Southold
WBLI	106.1	48.5 kw @ 499	AC/CHR		\$110.00	Mc-Guild	Chancellor	Patchogue
WBZO	103.1	3 kw @ 285	Oldies		\$57.00	D&R		Bay Shore
WDRE	98.5	6 kw @ 282	See WLIR-F					Westhampton
WHFM	95.3	5 kw @ 400	See WBAB-F					Southampton
WKJY	98.3	3 kw @ 328	AC		\$110.00	Interep	Barnstable	Hempstead
WLIR	92.1	1 kw @ 521	Prog. AOR		\$60.00	Roslin	Jarad	Garden City
WMJC	94.3	3 kw @ 300	Country		\$ NA	Katz	Barnstable	Smithtown
WRCN	103.9	1.52 kw @ 466	AOR		\$46.00	Mc-Guild	Barnstable	Riverhead

Notes: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk metro survey area are included here. There is no TSA for the market . . . 3/97 WBAZ-F and CP for WLIE-F (102.5; Bridgehampton) sold to MAK for \$1,650,000 (Foreman) . . . 7/97 New station: AC/CHR WBSQ-F (102.5; Bridgehampton) - "Q 102.5"

Jim Duncan

Comments: WBLI-F had its strongest showing since Spring '95

NEW HAVEN

Arbitron Rank: 97	Pop (12+): 389,200	Stations: 34 / 7	Last Year's Revenue: \$15,000,000
MSA Rank: 95		Diaries: 1,304/298:1/47.7%	Household Income: \$52,508
MSA Pop: 524,000 (w/Waterbury)		Sample Target: 1,210	Retail Dollars: \$5.2 Bil.
DMA: 25 (w/Hartford)		% Below Line: 54.3	#1 Biller: WPLR-F \$7,150,000
Average Persons Rating: 15.6		% Not Listed: 13.5	#1 Billing Portfolio:
Market TSL in Hours: 21.00		Pop per Station: 55,600	SFX \$7,150,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WPLR-F	47 / 7.8	7.3	8.7	6.7	8.1	636 / 16.3	15.8	17.7	96 / 1439	H	WPLR-F
2	WKCI-F	44 / 7.3	5.1	8.4	5.8	6.9	829 / 21.3	18.5	22.7	90 / 1806	F	WKCI-F
3	WELI	35 / 5.8	5.8	6.3	5.4	5.8	536 / 13.8	14.5	15.8	39 / 652	C	WELI
	WWYZ-F	35 / 5.8	6.8	3.8	7.2	4.1	422 / 10.8	11.0	10.1	97 / 1098		WWYZ-F
	WEZN-F	35 / 5.8	4.7	5.4	6.1	6.9	549 / 14.1	12.5	13.6	133 / 1953		WEZN-F
6	WYBC-F	33 / 5.4	6.1	4.6	4.4	5.0	401 / 10.3	11.3	9.2	36 / 457	B	WYBC-F
7	WDRC-F	31 / 5.1	5.4	4.7	4.4	5.5	539 / 13.8	13.0	12.5	64 / 1088		WDRC-F
8	WKSS-F	28 / 4.6	4.0	3.3	3.1	2.5	606 / 15.6	15.9	13.0	68 / 1424		WKSS-F
9	WFAN	24 / 4.0	5.6	3.6	4.6	5.1	436 / 11.2	15.0	12.4	60 / 1125		WFAN
10	WEBE-F	21 / 3.5	5.1	3.3	4.1	3.3	425 / 10.9	10.7	9.9	81 / 1443		WEBE-F
11	WAVZ	20 / 3.3	4.4	3.3	1.5		210 / 5.4	6.7	6.0	24 / 295	A	WAVZ
12	WQHT-F	18 / 3.0	1.7	1.6	2.5	2.0	242 / 6.2	6.8	4.5	47 / 664		WQHT-F
13	WZMX-F	16 / 2.6	1.6	3.0	3.3	3.8	400 / 10.3	7.4	8.9	44 / 876		WZMX-F
	WMRQ-F	16 / 2.6	3.5	4.6	3.1	4.1	423 / 10.9	11.5	13.0	39 / 998		WMRQ-F
	WCBS	16 / 2.6	3.0	2.5	3.0	3.5	297 / 7.6	10.2	8.4	42 / 887		WCBS
16	WNHC	12 / 2.0	2.8	3.6	2.8	2.6	207 / 5.3	5.7	6.7	13 / 227	B	WNHC
	WRCH-F	12 / 2.0	1.6	2.2	3.1	2.3	198 / 5.1	5.4	5.9	44 / 565		WRCH-F
	WHCN-F	12 / 2.0	1.7	2.2	1.5	1.0	259 / 6.7	7.0	6.9	25 / 648		WHCN-F

12+ FM Share (Metro): 72.90 % (382 of 524) (Spring 96: 69.02 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQHT-F	1 WKCI-F <	1 WPLR-F	1 WPLR-F	1 WPLR-F <	1 WELI	1 WPLR-F	1 WPLR-F <	1 WPLR-F	1 WKSS-F	1 WELI >
	2 WPLR-F	2 WKCI-F	2 WKCI-F	2 WKCI-F	2 WDRC-F <	2 WKCI-F <	2 WKCI-F	2 WKCI-F	2 WELI <	2 WCBS >
3 WKCI-F	3 WKSS-F	3 WYBC-F	3 WEZN-F	3 WEZN-F	3 WPLR-F <	3 WELI <	3 WEZN-F	3 WEZN-F <	3 WQHT-F	3 WPLR-F
4 WMRQ-F >	WYBC-F >	WEZN-F	4 WDRC-F	WWYZ-F <	4 WWYZ-F <	4 WFAN	4 WWYZ-F <	4 WYBC-F	WWYZ-F	4 WKCI-F
	5 WQHT-F <	5 WKSS-F	WYBC-F <	5 WDRC-F <	5 WEZN-F <	5 WYBC-F	5 WYBC-F <	5 WYBC-F <	5 WEZN-F	
	6 WEZN-F	WWYZ-F	6 WWYZ-F	6 WYBC-F	6 WAVZ <	6 WEZN-F	6 WDRC-F <	6 WDRC-F	WYBC-F	
	WWYZ-F	7 WDRC-F	7 WFAN	7 WFAN	7 WFAN <	WWYZ-F	7 WELI	7 WKSS-F	7 WKCI-F	
	WMRQ-F		WEBE-F	WEBE-F					WPLR-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 WWYZ-F	1 WKCI-F	1 WKCI-F >	1 WKCI-F	1 WKCI-F <	1 WKSS-F	1 WPLR-F	1 WPLR-F	1 WPLR-F >>	1 WPLR-F >
	2 WYBC-F	2 WYBC-F >	2 WEZN-F	2 WWYZ-F	WPLR-F >	2 WKSS-F	2 WKCI-F >	2 WKCI-F	2 WKCI-F <
	3 WKCI-F	3 WEZN-F	3 WEZN-F	3 WEZN-F	3 WQHT-F	3 WQHT-F	3 WKSS-F	3 WKSS-F <	3 WFAN <
	4 WKSS-F	WWYZ-F	4 WYBC-F	WYBC-F	4 WYBC-F	4 WKCI-F	4 WQHT-F	4 WDRC-F	4 WDRC-F >
	5 WMRQ-F >	5 WKSS-F	5 WEBE-F	5 WEBE-F	5 WEBE-F	5 WEBE-F	5 WEBE-F	5 WEBE-F	5 WEZN-F
	6 WQHT-F	6 WMRQ-F	WKSS-F	WPLR-F	6 WPLR-F	6 WCCC-F	WYBC-F	6 WYBC-F	
	WPLR-F	WPLR-F	WPLR-F	7 WKSS-F	WDRC-F >	WMRQ-F	WMRQ-F	WMRQ-F	
	WEZN-F >>								

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WQUN ST 1220 Hamden	0.7	1.9	9 96

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WABC T 770 New York	1.0	3.7	16 372
WALK-F AC 97.5 Patchogue, NY	0.3	2.7	6 282
WBLS-F B 107.5 New York	0.5	0.9	4 87
WCBS-F O 101.1 New York	0.5	1.2	4 133
WCCC-F AOR 106.9 Hartford	1.5	5.3	18 422
WFIF REL 1500 Fairfield	0.3	1.2	4 104
WICC FS 600 Bridgeport	1.2	3.5	86 1199
WOR T 710 New York	1.2	2.2	19 278
WQEW ST 1560 New York	0.5	1.3	12 162
WRKI-F AOR 95.1 Brookfield	0.8	2.0	19 448
WRKS-F B/AC 98.7 New York	0.3	0.8	13 211
WSKQ-F SP 97.9 New York	0.8	0.9	12 165
WTIC-F CHR 96.5 Hartford	0.8	4.6	11 459
WTIC FS 1080 Hartford	1.0	3.0	30 444

NEW HAVEN

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	23 (2)	23 (2)	4.4 %	6.8 %	Clear Channel WAVZ-AM, WELI-AM, WKCI-FM	16.4 %	12.4 %	40.0 %
AOR/Classic/NR	0 (0)	89 (5)	89 (5)	17.0 %	15.6 %				
Black/Urban	12 (1)	56 (4)	68 (5)	13.0 %	12.5 %				
CHR	0 (0)	77 (3)	77 (3)	14.7 %	11.7 %		16.4 %	12.4 %	40.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	35 (1)	35 (1)	6.7 %	8.0 %				
Full Service	48 (3)	0 (0)	48 (3)	9.2 %	9.2 %				
Hispanic	0 (0)	5 (1)	5 (1)	1.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %				
News/Talk	29 (3)	0 (0)	29 (3)	5.5 %	6.6 %				
Oldies	0 (0)	50 (3)	50 (3)	9.5 %	8.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.4 %	0.8 %				
Soft AC/EZ	0 (0)	47 (2)	47 (2)	9.0 %	7.4 %				
Sports	24 (1)	0 (0)	24 (1)	4.6 %	6.6 %				
Standards	27 (3)	0 (0)	27 (3)	5.2 %	6.4 %				
Totals	142 (12)	382 (21)	524 (33)						

AM Stations

WAVZ	1300	1 kw (DA-N)	Standards	Westwd	\$<20.00	Mc-Guild	Clear Channel
WELI	960	5 kw (DA-N)	Full Service	ABC, CBS, Westwd	\$44.00	Mc-Guild	Clear Channel
WNHC	1340	1 kw	Black	ABC	\$21.00	D&R	

FM Stations

WKCI	101.3	10 kw @ 1069	CHR		\$90.00	Mc-Guild	Clear Channel
WPLR	99.1	14 kw @ 951	AOR		\$155.00	D&R	SFX
WYBC	94.3	1.7 kw @ 325	Black/Urban	ABC	\$35.00	D&R	

Notes: Other ranked stations -- See Hartford, Bridgeport or New York

Jim Duncan

Comments: WKCI-F recovered from its weak Fall '96 book . . . Below-the-line listening has increased to well above 50%

NEW ORLEANS

Arbitron Rank: 39	Pop (12+): 1,030,800	Stations: 27 / 27	Last Year's Revenue: \$46,500,000
MSA Rank: 41		Diaries: 2,811/367:1/48.1%	Household Income: \$35,025
MSA Pop: 1,320,000		Sample Target: 2,810	Retail Dollars: \$13.0 Bil.
DMA: 41		% Below Line: 0.0	#1 Biller: WWL/WMSB \$9,500,000
Average Persons Rating: 16.9		% Not Listed: 11.3	#1 Billing Portfolio:
Market TSL in Hours: 22.50		Pop per Station: 38,178	Clear Channel \$17,500,000

12+ Metro	Format	Spring 97 1/4 Share	Wln 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WQUE-F	B	231 / 13.2	13.0	12.1	13.1	13.2	12.9	2390 / 23.2	23.6	24.2	286 / 3151	G	WQUE-F
2	WWL	N/T	149 / 8.5	8.6	9.8	9.2	6.4	9.0	1906 / 18.5	22.2	16.1	197 / 2616	H	WWL
3	WNOE-F	C	135 / 7.7	7.5	7.3	6.4	7.4	7.2	1805 / 17.5	16.8	17.3	162 / 2307	G	WNOE-F
4	WYLD-F	B/AC	134 / 7.7	8.7	9.4	8.0	7.5	8.4	1770 / 17.2	19.7	18.4	152 / 2033	E	WYLD-F
5	WLTS-F	AC	90 / 5.2	3.7	4.2	3.8	4.3	4.2	1200 / 11.6	11.7	12.4	101 / 1481	D	WLTS-F
6	WLMG-F	SAC	89 / 5.1	5.1	5.5	4.8	4.8	5.1	1402 / 13.6	14.9	14.0	106 / 1742	F	WLMG-F
7	KMEZ-F	B/AC	83 / 4.8	3.4	5.0	4.0	4.8	4.3	1017 / 9.9	11.9	11.4	83 / 1022	A	KMEZ-F
8	KHOM-F	CHR	73 / 4.2	5.3	4.1	5.1	5.0	4.7	1463 / 14.2	16.0	14.5	158 / 2790	C	KHOM-F
9	WTKL-F	O	71 / 4.1	6.0	4.9	4.8	5.0	4.9	1157 / 11.2	11.3	11.9	95 / 1627	E	WTKL-F
10	WEZB-F	AC/CHR	69 / 4.0	2.9	3.3	4.7	3.6	3.7	1528 / 14.8	14.9	14.5	83 / 1909	C	WEZB-F
11	KKND-F	AOR-P	66 / 3.8	3.8	2.3	2.7	3.0	3.2	1160 / 11.3	7.6	8.3	83 / 1428	B	KKND-F
12	WRNO-F	CL HITS	62 / 3.6	3.4	4.2	4.8	5.3	4.0	1223 / 11.9	13.0	15.1	87 / 1768	F	WRNO-F
13	WYLD	G	60 / 3.4	4.1	3.8	3.2	3.6	3.6	845 / 8.2	7.9	7.5	67 / 942		WYLD
14	WCKW-F	CL AOR	47 / 2.7	2.9	3.7	3.5	3.4	3.2	1044 / 10.1	11.8	11.0	122 / 1955	C	WCKW-F
15	WBYU	ST	45 / 2.6	2.7	2.2	3.1	2.9	2.7	471 / 4.6	4.3	5.6	45 / 480	B	WBYU
16	WBOK	G	44 / 2.5	1.7	1.7	1.6	2.7	1.9	487 / 4.7	4.5	4.5	44 / 487	A	WBOK

12+ FM Share (Metro): 76.60 % (1185 of 1547) (Spring 96: 79.09 %)

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

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Clear Channel	40.9 %	39.3 %	37.6 %	KKNO REL 750 Gretna	0.4	0.9	7 95
WNOE-FM, WYLD-FM, WYLD-AM, WODT-AM, KHOM-FM, KKND-FM, WQUE-FM				WCKW G 1010 Garyville	0.5	0.5	10 73
Muniz	9.3 %	11.7 %	12.5 %	WFNO SP 830 Norco	0.4	1.4	9 168
WLTS-FM, WTKL-FM				WGSO N 990 New Orleans	0.3	2.3	6 243
Sinclair TV, pend.	29.2 %	28.6 %	43.1 %	WODT SPRTS 1280 New Orleans	0.9	2.0	17 217
WLMG-FM, WEZB-FM, WBYU-AM, KMEZ-FM, WRNO-FM, WMSB-AM, WWL-AM				WSMB T 1350 New Orleans	0.6	3.7	12 395
				WTIX-F O 94.3 Galiano	0.5	2.8	14 412
				WTIX T 690 New Orleans	0.6	2.0	11 250
				WYLA-FF C 94.7 Lacombe	0.5	1.4	11 197
				WZRH-F C 106.1 Picayune	1.0	5.3	23 638
	79.4 %	79.6 %	93.2 %				

NEW ORLEANS

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	159 (2)	159 (2)	10.3 %	8.4 %
AOR/Classic/NR	0 (0)	113 (2)	113 (2)	7.3 %	8.2 %
Black/Urban	0 (0)	448 (3)	448 (3)	29.0 %	29.6 %
CHR	0 (0)	73 (1)	73 (1)	4.7 %	5.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	162 (4)	162 (4)	10.5 %	8.6 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	7 (1)	0 (0)	7 (1)	0.5 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	176 (4)	0 (0)	176 (4)	11.4 %	13.7 %
Oldies	0 (0)	141 (3)	141 (3)	9.1 %	10.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	119 (4)	0 (0)	119 (4)	7.7 %	6.2 %
Soft AC/EZ	0 (0)	89 (1)	89 (1)	5.8 %	6.6 %
Sports	15 (1)	0 (0)	15 (1)	1.0 %	0.6 %
Standards	45 (1)	0 (0)	45 (1)	2.9 %	2.4 %
Totals	362 (11)	1185 (16)	1547 (27)		

AM Stations

Station	Freq	Power	Format	Network	Rate	Contract	Advertiser
WBOK	1230	1 kw	Gospel	Westwd, AURN	\$23.00	—	Willis
WBYU	1450	1 kw	Standards	ABC	\$30.00	—	Sinclair TV, pend.
WODT	1280	5 kw (DA-1)	Sports/Talk	ABC, Westwd, TARN	\$ NA	D&R	Clear Channel
WSMB	1350	5 kw (DA-N)	Talk	CBS	\$21.00	Allied	Sinclair TV
WTIX	690	10 kw/5 kw (DA-2)	Talk	Westwd, BRN	\$22.00	—	GHB
WWL	870	50 kw (DA-1)	News/Talk	CBS	\$150.00	Allied	Sinclair TV
WYLD	940	10 kw/500 w (DA-2)	Gospel	ABC, AURN	\$19.00	Clr Chnl	Clear Channel

FM Stations

Station	Freq	Power	Format	Network	Rate	Contract	Advertiser
KHOM	104.1	100 kw @ 1946	CHR	Westwd	\$40.00	Allied	Clear Channel Houma
KKND	106.7	100 kw @ 983	Prog. AOR		\$30.00	Clr Chnl	Clear Channel Pt. Sulphur
KMEZ	102.9	4.7 kw @ 604	Black AC	ABC	\$40.00	Allied	Sinclair TV Belle Chasse
WCKW	92.3	100 kw @ 1946	Classic AOR		\$44.00	Christal	Laplace
WEZB	97.1	100 kw @ 984	AC/CHR		\$65.00	Katz	Sinclair TV, pend.
WLMG	101.9	100 kw @ 984	Soft AC		\$85.00	Allied	Sinclair TV
WLTS	105.3	100 kw @ 902	AC	ABC	\$64.00	Mc-Guild	Muniz Slidell
WNOE	101.1	100 kw @ 1004	Country	Westwd	\$102.00	Clr Chnl	Clear Channel
WQUE	93.3	100 kw @ 984	Black		\$112.00	D&R	Clear Channel
WRNO	99.5	100 kw @ 1004	Classic Hits	Source	\$87.00	Katz	Sinclair TV, pend.
WTKL	95.7	100 kw @ 984	Oldies	ABC	\$62.00	Mc-Guild	Muniz
WYLD	98.5	100 kw @ 902	Black AC	ABC, USA	\$85.00	D&R	Clear Channel
WZRH	106.1	50 kw @ 492	Country		\$27.00	—	Guaranty Picayune

Notes: 3/97 WZRH-F sold to Guaranty for \$2,000,000 . . . 4/97 WZRH-F changed from AOR-New Rock to Country as WKSY-F ("Kiss") . . . 7/97 Heritage sold these stations to Sinclair TV: WBYU for \$2,500,000; WEZB-F for \$12,000,000; WRNO-F for \$17,900,000

Jim Duncan

Comments: WQUE-F is a very strong and steady leading in New Orleans . . . WLTS-F registered its highest share in nearly three years . . . Listening levels are declining slowly

NEW YORK

Arbitron Rank: 1 Pop (12+): 14,114,400	Stations: 49 / 48	Last Year's Revenue: \$475,000,000
MSA Rank: 1	Diarles: 11,903/1186:1/50.7%	Household Income: \$54,204
MSA Pop: 15,700,000	Sample Target: 8,450	Retail Dollars: \$123.5 Bil.
DMA: 1	% Below Line: 0.6	#1 Biller: WFAN \$45,000,000
Average Persons Rating: 18.5	% Not Listed: 11.9	#1 Billing Portfolio:
Market TSL In Hours: 24.25	Pop per Station: 294,050	Westinghouse \$181,300,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level		
1	WQHT-F	U/CHR	1593 / 6.1	6.1	5.7	6.3	5.8	6.1	19765 / 14.0	12.8	13.0	1674 / 21048	K	WQHT-F
2	WLTW-F	SAC	1570 / 6.0	5.7	5.9	4.5	5.1	5.5	20569 / 14.6	14.1	13.5	1613 / 21359	K	WLTW-F
3	WCBS-F	O	1214 / 4.7	4.4	4.5	4.9	5.0	4.6	17243 / 12.2	12.3	13.1	1270 / 18162	K	WCBS-F
4	WKTU-F	CHR/U	1213 / 4.7	4.8	6.2	6.8	6.7	5.6	21759 / 15.4	17.2	18.1	1269 / 22920	K	WKTU-F
5	WSKQ-F	SP	1119 / 4.3	4.4	4.3	4.2	3.6	4.3	12209 / 8.7	8.2	7.4	1145 / 12556	K	WSKQ-F
6	WRKS-F	B/AC	1077 / 4.1	4.3	4.3	4.0	4.7	4.2	15889 / 11.3	11.5	11.5	1103 / 16480	K	WRKS-F
7	WXRK-F	T/NR	980 / 3.8	3.6	3.6	3.4	3.0	3.6	16849 / 11.9	11.0	10.1	1058 / 18381	K	WXRK-F
8	WOR	T	928 / 3.6	3.4	3.4	3.4	3.8	3.4	10736 / 7.6	8.8	8.7	1027 / 12159	J	WOR
9	WINS	N	917 / 3.5	3.7	3.4	3.7	3.6	3.6	20807 / 14.7	14.9	15.7	923 / 21104	K	WINS
10	WHTZ-F	CHR	910 / 3.5	3.1	2.5	2.7	2.8	2.9	20757 / 14.7	11.6	12.9	937 / 21613	J	WHTZ-F
11	WQCD-F	J	886 / 3.4	3.1	3.3	3.0	2.9	3.2	12514 / 8.9	9.1	8.9	909 / 13056	J	WQCD-F
12	WPAT-F	SP	833 / 3.2	3.4	2.9	3.2	2.8	3.2	9466 / 6.7	6.2	5.8	848 / 9690	G	WPAT-F
13	WCBS	N	805 / 3.1	3.4	3.0	3.2	3.1	3.2	17178 / 12.2	12.3	12.8	924 / 19665	K	WCBS
14	WQXR-F	CL	745 / 2.9	3.0	3.0	2.1	2.8	2.7	9105 / 6.5	6.8	6.9	777 / 9595	H	WQXR-F
15	WBLS-F	B/AC	709 / 2.7	2.9	3.0	3.2	2.9	3.0	11814 / 8.4	8.5	8.3	719 / 12037	I	WBLS-F
16	WABC	T	701 / 2.7	3.1	2.9	3.3	3.4	3.0	11777 / 8.3	8.8	8.7	804 / 13739	K	WABC
17	WPLJ-F	CHR	686 / 2.6	2.6	3.0	2.9	3.4	2.8	14613 / 10.4	11.3	11.8	761 / 16163	K	WPLJ-F
18	WFAN	SPRST	652 / 2.5	2.5	2.9	2.7	2.3	2.7	12206 / 8.6	9.4	8.5	805 / 15028	K	WFAN
19	WQEW	ST	552 / 2.1	1.8	1.9	2.1	1.9	2.0	6061 / 4.3	4.6	4.2	573 / 6381	E	WQEW
20	WAXQ-F	CL AOR	525 / 2.0	2.1	2.3	2.0	1.7	2.1	10198 / 7.2	7.7	5.9	567 / 11046	H	WAXQ-F
21	WADO	SP	487 / 1.9	2.0	1.9	1.6	1.9	1.8	4718 / 3.3	3.5	3.6	487 / 4718	G	WADO
22	WNEW-F	AOR	428 / 1.6	1.8	1.2	1.7	1.9	1.6	9121 / 6.5	5.3	7.1	467 / 9886	J	WNEW-F
23	WDBZ-F	AC-NR	395 / 1.5	1.5	1.9	2.4	2.4	1.8	9534 / 6.8	8.1	9.5	409 / 9848	J	WDBZ-F
24	WALK-F	AC	266 / 1.0	1.0	1.0	1.0	1.1	1.0	3574 / 2.5	2.4	2.8	271 / 3885		WALK-F
25	WFME-F	REL	248 / 1.0	0.5	0.9	0.5	0.6	0.7	2736 / 1.9	2.0	1.4	257 / 2863		WFME-F

12+ FM Share (Metro): 72.61 % (15681 of 21595) (Spring 96: 72.53 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQHT-F >>	1 WQHT-F	1 WQHT-F <	1 WLTW-F	1 WLTW-F	1 WLTW-F <	1 WXRK-F	1 WLTW-F >	1 WQHT-F <	1 WQHT-F >>	1 WRKS-F
2 WHTZ-F >	2 WKTU-F	2 WLTW-F <	2 WKTU-F	2 WCBS-F <	2 WCBS-F	2 WINS	2 WCBS-F	2 WLTW-F	2 WHTZ-F <	2 WCBS <
3 WKTU-F >	3 WXRK-F	3 WKTU-F	WRKS-F	3 WRKS-F <	3 WOR	3 WQHT-F	3 WKTU-F	3 WKTU-F	3 WKTU-F	3 WQHT-F
4 WSKQ-F <	4 WSKQ-F <	WSKQ-F	4 WSKQ-F <	4 WNS <	WCBS <	4 WQHT-F	4 WCBS-F	WRKS-F <	WABC	
5 WLTW-F <	5 WXRK-F	5 WXRK-F <	5 WKTU-F	5 WCBS <	5 WSKQ-F <	5 WRKS-F <	WOR	5 WLTW-F	5 WINS	
6 WHTZ-F	WRKS-F	6 WCBS-F <	6 WXRK-F <	6 WQCD-F	6 WLTW-F <	6 WSKQ-F <	6 WHTZ-F	6 WSKQ-F <		
7 WRKS-F <	7 WCBS-F	7 WQHT-F <	7 WQCD-F <	WQXR-F <	7 WOR	7 WQCD-F <	WRKS-F <	7 WQCD-F		
8 WPLJ-F		8 WQCD-F <	8 WPAT-F	8 WRKS-F <	WRKS-F <	8 WABC <	8 WQCD-F <			
		9 WPAT-F	WQHT-F	9 WABC	9 WCBS-F	9 WPAT-F	9 WPLJ-F <			
		WPLJ-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 WQHT-F >	1 WQHT-F	1 WQHT-F <	1 WLTW-F	1 WLTW-F	1 WQHT-F >	1 WQHT-F	1 WXRK-F	1 WXRK-F <	1 WCBS-F <
2 WKTU-F >	2 WKTU-F >	2 WKTU-F <	2 WKTU-F <	2 WRKS-F	2 WXRK-F	2 WXRK-F	2 WQHT-F <	2 WQHT-F	2 WXRK-F
3 WHTZ-F >	3 WLTW-F <	3 WLTW-F <	3 WQHT-F <	3 WSKQ-F <	3 WHTZ-F <	3 WKTU-F	3 WKTU-F	3 WKTU-F <	3 WLTW-F
4 WLTW-F <	4 WSKQ-F	4 WRKS-F	4 WRKS-F <	4 WKTU-F	4 WKTU-F	4 WSKQ-F <	4 WSKQ-F <	4 WSKQ-F <	4 WFAN
5 WSKQ-F	5 WRKS-F	WSKQ-F	5 WSKQ-F	5 WCBS-F <	5 WSKQ-F >	5 WHTZ-F	5 WLTW-F <	5 WLTW-F <	5 WSKQ-F <
6 WPLJ-F <	6 WHTZ-F <	6 WPLJ-F	6 WPLJ-F <	6 WPAT-F <	6 WLTW-F	6 WLTW-F	6 WAXQ-F	6 WCBS-F	6 WKTU-F <
7 WRKS-F	7 WPLJ-F	7 WPAT-F <	7 WPAT-F <	7 WQCD-F <		7 WAXQ-F	7 WPLJ-F	7 WFAN <	7 WRKS-F <
		8 WBLS-F	8 WHTZ-F <	8 WPLJ-F <				8 WAXQ-F <	8 WQHT-F
									WQCD-F <

NEW YORK

Consolidation Report	12+	25-54	Revenue
Chancellor, pend. WLTW-FM, WAXQ-FM, WDBZ-FM, WKTU-FM, WHTZ-FM	17.7 %	19.7 %	19.7 %
Douglas WZRC-AM, WNJR-AM	0.0 %	0.0 %	%
Emmis, pend. WQCD-FM, WQHT-FM, WRKS-FM	13.6 %	13.8 %	14.0 %
Heftel WADO-AM, WPAT-AM	5.2 %	5.4 %	1.3 %
SBS WPAT-FM, WSKQ-FM, WXLX-AM	7.8 %	9.6 %	6.1 %
Westinghouse WINS-AM, WFAN-AM, WCBS-AM, WCBS-FM, WXRK-FM, WNEW-FM	19.2 %	19.9 %	38.2 %
	63.5 %	68.4 %	79.3 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WBAB-F	AOR	102.3	Babylon, NY	0.4	1.6	107	2318
WBRR	N	1130	New York	0.3	2.0	87	3055
WBLI-F	AC/CHR	106.1	Patchogue, NY	0.7	2.1	186	3090
WBZO-F	O	103.1	Bay Shore, NY	0.5	1.6	138	2235
WDHA-F	AOR	105.5	Dover, NJ	0.4	1.3	117	2084
WHLI	ST	1100	Hempstead, NY	0.5	0.9	139	1305
WHUD-F	AC	100.7	Peekskill, NY	0.4	1.4	169	3061
WKJY-F	AC	98.3	Hempstead, NY	0.4	1.2	100	1668
WLIB	B/T	1190	New York	0.9	2.5	237	3586
WLIR-F	AOR-NR	92.7	Garden City, NY	0.4	2.1	105	3077
WMCA	REL	570	New York	0.5	1.3	130	1899
WMGQ-F	AC	98.3	New Brunswick	0.3	0.8	84	1247
WMJC-F	C	94.3	Smithtown, NY	0.3	0.8	79	1179
WMTR	ST	1250	Morristown, NY	0.3	0.6	77	880
WNWK-F	E	105.9	Newark, NJ	0.7	2.6	190	3668
WWRL	B/O	1600	New York	0.6	1.4	147	1942
WWXY-F	C	107.1	Briarcliff Manor	0.7	1.7	188	2459
WWZY-F	C	107.1	Long Branch, NJ	0.4	1.2	136	2082
WXLX	SP	620	Newark, NJ	0.3	1.0	78	1453

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	736 (5)	736 (5)	3.4 %	5.3 %
AOR/Classic/NR	0 (0)	1282 (7)	1282 (7)	5.9 %	4.9 %
Black/Urban	381 (2)	3379 (3)	3760 (5)	17.4 %	15.9 %
CHR	0 (0)	2809 (3)	2809 (3)	13.0 %	13.5 %
Classical	0 (0)	745 (1)	745 (1)	3.4 %	3.4 %
Country	2 (1)	368 (4)	370 (5)	1.7 %	0.4 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	565 (2)	1952 (2)	2517 (4)	11.7 %	10.9 %
Jazz	0 (0)	886 (1)	886 (1)	4.1 %	3.8 %
News/Talk	3432 (5)	164 (1)	3596 (6)	16.7 %	20.1 %
Oldies	0 (0)	1352 (2)	1352 (2)	6.3 %	5.8 %
Others/Unknown	0 (0)	190 (1)	190 (1)	0.9 %	0.6 %
Religion/Gospel	124 (1)	248 (1)	372 (2)	1.7 %	1.6 %
Soft AC/EZ	0 (0)	1570 (1)	1570 (1)	7.3 %	7.1 %
Sports	652 (1)	0 (0)	652 (1)	3.0 %	3.4 %
Standards	758 (3)	0 (0)	758 (3)	3.5 %	3.4 %
Totals	5914 (15)	15681 (32)	21595 (47)		

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WXWV-F	T	101.5	Trenton, NJ	0.6	2.6	240	5367

AM Stations

WABC	770	50 kw	Talk	ABC	\$355.00	Amcast	ABC/Disney
WADO	1280	5 kw (DA-1)	Hispanic		\$100.00	Katz Hisp	Heftel
WCBS	880	50 kw	News	CBS	\$425.00	CBS	Westinghouse
WFAN	660	50 kw	Sports	Westwd, CBS	\$470.00	Infinity	Westinghouse
WINS	1010	50 kw (DA-2)	News	ABC, CNN	\$445	Group W	Westinghouse
WLIB	1190	10 kw (Days, DA)	Black News/Talk	AURN, ABC	\$75.00	Mc-Guild	Inner City
WOR	710	50 kw (DA-1)	Talk	ABC, Westwd	\$320.00	Mc-Guild	Buckley
WQEW	1560	50 kw (DA-2)	Standards		\$90.00	Allied	New York Times

NEW YORK

FM Stations

Station	Freq	Power	Format	Company	Owner	Address
WAXQ	104.3	7.8 kw @ 1223	Classic AOR		Katz	Chancellor
WBLS	107.5	4.2 kw @ 1362	Black AC	ABC	Mc-Guild	Inner City
WCBS	101.1	6.8 kw @ 1325	Oldies	CBS	CBS	Westinghouse
WDBZ	105.1	6 kw @ 1362	AC-New Rock		Sentry	Chancellor, pend.
WHTZ	100.3	6 kw @ 1362	CHR		--	Chancellor Newark, NJ
WKTU	103.5	5.4 kw @ 1420	CHR/Urban	Westwd	Eastman	Chancellor Lake Success, NY
WLTW	106.7	6 kw @ 1362	Soft AC		Katz	Chancellor
WNEW	102.7	7.8 kw @ 1223	AOR	Westwd	Group W	Westinghouse
WPAT	93.1	5.4 kw @ 1420	Hispanic CHR		Caballero	SBS Paterson, NJ
WPLJ	95.5	6.7 kw @ 1335	CHR	ABC	Amcast	ABC/Disney
WQCD	101.9	6 kw @ 1362	Jazz		Christal	Emmis, pend.
WQHT	97.1	6.7 kw @ 1339	Urban/CHR		Allied	Emmis
WQXR	96.3	6 kw @ 1362	Classical	Westwd	Allied	New York Times
WRKS	98.7	6 kw @ 1362	Black AC	Source, Westwd	D&R	Emmis
WSKQ	97.9	6 kw @ 1362	Hispanic		Caballero	SBS
WXRK	92.3	6 kw @ 1362	Talk/New Rock	ABC	Infinity	Westinghouse

Notes: WALK-F - See Nassau-Suffolk . . . 3/97 WXLX sold by Spanish Broadcasting System to 1-on-1 Sports for \$22,000,000 . . . 3/97 Chancellor acquired WKTU-F through merger with Evergreen . . . 3/97 Viacom sold these stations to Chancellor: WLTW-F for \$224,000,000; WAXQ-F for \$117,000,000 . . . 4/97 WWRL (1600) changed from Black Gospel to Black Oldies (after Winter survey) . . . 5/97 WQCD-F to be operated in LMA-to-buy by Emmis (transaction value: \$155,000,000) . . . 6/97 WZRC (1480) sold by Westinghouse to John Douglas for \$13,000,000 (La Rue) . . . 6/97 WJDM (1530 & 1660; Elizabeth, NJ) sold by Children's to Global for \$_____ (Star) . . . 8/97 WDBZ-F changed its calls back to WNSR-F . . . 8/97 WNSR-F (+ KBIG-F Los Angeles & KLDE-F Houston) traded by Bonneville to Chancellor for WTOP/WGMS-F Washington, DC, KZLA-F Los Angeles + \$57,000,000 (Star)

Jim Duncan

Comments: WKTU-F's share is still falling but the station seems to be building a base in the upper-four-share region . . . WLTW-F is at its highest 12+ level in more than four years . . . New Rock music seems to be helping WXRK-F . . . WDBZ-F continues to have problems . . . WABC has its lowest share in well over three years

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies, Classic Hits
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - 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	

NORFOLK-VIRGINIA BEACH

Arbitron Rank: 33	Pop (12+): 1,220,300	Stations: 27 / 25	Last Year's Revenue: \$42,500,000
MSA Rank: 32		Diaries: 1,761/693:1/57.2%	Household Income: \$40,280
MSA Pop: 1,570,000		Sample Target: 1,670	Retail Dollars: \$14.4 Bil.
DMA: 40		% Below Line: 0.9	#1 Biller: WOWI-F \$5,200,000
Average Persons Rating: 15.9		% Not Listed: 12.1	#1 Billing Portfolio:
Market TSL In Hours: 21.25		Pop per Station: 48,812	Max \$9,890,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level
1	WOWI-F	224 / 11.5	10.4	12.5	13.8	11.4	12.1	2703 / 22.2	23.5	20.9	238 / 2976	G WOWI-F
2	WNOR-AF	132 / 6.8	5.8	4.9	4.7	5.7	5.5	1757 / 14.4	12.1	13.3	143 / 1955	F WNOR-AF
3	WGH-F	125 / 6.4	9.2	5.8	6.6	6.7	7.0	1914 / 15.7	14.1	15.7	150 / 2282	E WGH-F
4	WCMS-AF	119 / 6.1	6.1	6.0	9.0	5.8	6.8	1636 / 13.4	14.3	13.3	140 / 2006	E WCMS-AF
5	WFOG-F	108 / 5.6	4.8	5.6	5.3	6.3	5.3	1590 / 13.0	12.4	14.1	121 / 1777	D WFOG-F
6	WJCD-F	102 / 5.2	4.6	5.8	4.2	4.1	5.0	1197 / 9.8	11.6	10.0	111 / 1341	E WJCD-F
7	WWDE-F	101 / 5.2	4.8	4.5	4.9	5.6	4.8	1735 / 14.2	13.2	14.5	112 / 1915	F WWDE-F
8	WPTE-F	92 / 4.7	3.5	4.7	5.3	4.6	4.6	1586 / 13.0	12.8	11.7	97 / 1697	C WPTE-F
9	WVNZ-F	86 / 4.4	4.4	5.3	4.4	5.6	4.6	1957 / 16.0	18.1	17.8	95 / 2177	D WVNZ-F
10	WVCL-F	76 / 3.9	5.0	3.8	3.0	3.7	3.9	1489 / 12.2	10.3	11.5	83 / 1707	C WVCL-F
11	WROX-F	75 / 3.9	3.6	3.0	4.0	4.7	3.6	1397 / 11.4	9.1	12.3	79 / 1499	C WROX-F
12	WXEZ-F	69 / 3.5	2.9	4.0	3.1	2.7	3.4	807 / 6.6	7.3	5.4	78 / 988	C WXEZ-F
13	WAFX-F	68 / 3.5	3.9	3.5	4.6	4.8	3.9	1244 / 10.2	9.6	13.7	95 / 1621	D WAFX-F
14	WSVY-F	68 / 3.5	3.5	3.1	2.7	3.7	3.2	931 / 7.6	7.5	8.4	76 / 1041	B WSVY-F
15	WNIS	59 / 3.0	3.8	3.5	2.4	2.4	3.2	850 / 7.0	8.5	7.5	63 / 893	D WNIS
16	WKOC-F	52 / 2.7	2.4	2.7	2.9	2.5	2.7	1143 / 9.4	9.2	10.2	61 / 1380	C WKOC-F

12+ FM Share (Metro): 90.40 % (1545 of 1709) (Spring 96: 90.95 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WOWI-F >>	1 WOWI-F	1 WOWI-F	1 WOWI-F <	1 WOWI-F <	1 WCMS-AF <	1 WOWI-F	1 WOWI-F	1 WOWI-F >	1 WOWI-F >>	1 WOWI-F >
2 WVNZ-F >	2 WNOR-AF >	2 WNOR-AF	2 WNOR-AF	2 WNOR-AF	2 WFOG-F <	2 WNOR-AF	2 WCMS-AF <	2 WNOR-AF	2 WNOR-AF <	2 WNOR-AF
3 WROX-F	3 WPTE-F <	3 WGH-F	3 WGH-F	3 WGH-F	3 WJCD-F	3 WGH-F <	3 WFOG-F <	3 WGH-F <	3 WSVY-F	3 WGH-F
WVYZ-F	4 WGH-F <	4 WPTE-F <	4 WWDE-F <	4 WWDE-F <	4 WXEZ-F <	4 WCMS-AF	4 WJCD-F <	4 WFOG-F <	4 WVNZ-F	
5 WROX-F	5 WWDE-F <	5 WPTE-F <	5 WJCD-F <	5 WVCL-F	5 WWDE-F	5 WGH-F	5 WCMS-AF <		WROX-F	
6 WVNZ-F	6 WCMS-AF <	6 WJCD-F <	6 WCMS-AF	WGH-F	6 WFOG-F <	6 WWDE-F <	6 WPTE-F	6 WVNZ-F	6 WGH-F <	
7 WWDE-F <	7 WJCD-F	7 WCMS-AF	7 WPTE-F	7 WWDE-F <	7 WKOC-F	7 WNOR-AF <	7 WWDE-F	7 WJCD-F <	7 WJCD-F <	
		WAFX-F <	WFOG-F <	8 WNIS		8 WPTE-F	WVNZ-F			
		9 WFOG-F	9 WAFX-F							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WOWI-F >>	1 WOWI-F >	1 WGH-F	1 WOWI-F	1 WWDE-F <	1 WOWI-F >	1 WDM-F <	1 WNOR-AF >	1 WOWI-F <	1 WNOR-AF >
2 WPTE-F >	2 WGH-F <	2 WOWI-F	2 WWDE-F	2 WGH-F	2 WROX-F >	2 WNOR-AF >	2 WOWI-F >	2 WNOR-AF >	2 WOWI-F
3 WVNZ-F	3 WPTE-F	3 WWDE-F	3 WGH-F <	3 WCMS-AF	3 WNOR-AF	3 WROX-F >	3 WPTE-F	3 WRDX-F	3 WAFX-F <
4 WCMS-AF	4 WVNZ-F	4 WVNZ-F	4 WPTE-F <	WOWI-F <	4 WVNZ-F <	4 WPTE-F	4 WROX-F	4 WGH-F <	4 WGH-F <
5 WWDE-F	WWDE-F	WFOG-F	5 WFOG-F	5 WFOG-F <	5 WGH-F >	5 WGH-F	5 WAFX-F	5 WAFX-F	5 WJCD-F
	6 WCMS-AF <	6 WSVY-F	6 WCMS-AF <	6 WJCD-F <		6 WAFX-F	6 WGH-F >	6 WPTE-F <	6 WPTE-F
	7 WFOG-F	WNOR-AF	7 WSVY-F <	7 WSVY-F				7 WJCD-F <	7 WCMS-AF
	WNOR-AF <	WPTE-F <	8 WJCD-F	8 WVCL-F <					
			WVNZ-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WGH	SPRIS	1310	Newport News	1.2	3.7	25	474
WGPL	B/G	1350	Portsmouth	1.0	3.0	20	386
WVYZ-F	CHR/U	92.1	Moyock, NC	1.9	10.1	38	1310
WPCE	G	1400	Norfolk	1.1	3.5	21	434
WTAR	T	790	Norfolk	1.3	4.2	28	586
WTJZ	REL	1270	Newport News	0.5	1.8	9	228

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WPTG-F	C	107.9	West Point	0.5	1.0	13	158
WTVR-F	SAC	98.1	Richmond	0.4	1.2	59	891

NORFOLK-VIRGINIA BEACH

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	193 (2)	193 (2)	11.3 %	10.8 %	Clear Channel	22.1 %	20.2 %	21.1 %
AOR/Classic/NR	1 (1)	326 (4)	327 (5)	19.1 %	15.7 %	WSVY-FM, WJCD-FM, WOWI-FM, WMYK-FM			
Black/Urban	0 (0)	292 (2)	292 (2)	17.1 %	17.5 %	Max	19.9 %	20.9 %	23.3 %
CHR	0 (0)	122 (2)	122 (2)	7.1 %	7.8 %	WNVZ-FM, WFOG-AF, WPTE-FM, WWDE-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Saga	6.8 %	8.5 %	17.6 %
Country	5 (1)	250 (3)	255 (4)	14.9 %	13.2 %	WNOR-AF, WAFX-F			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Sinclair	10.9 %	9.5 %	14.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WKOC-FM, WROX-FM, WTAR-AM, WNIS-AM			
Jazz	0 (0)	102 (1)	102 (1)	6.0 %	6.5 %	Sinclair TV, pend.	11.5 %	13.7 %	13.1 %
News/Talk	85 (2)	0 (0)	85 (2)	5.0 %	6.4 %	WGH-AM, WGH-FM, WVCL-FM			
Oldies	0 (0)	76 (1)	76 (1)	4.4 %	5.1 %		71.2 %	72.8 %	89.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	49 (3)	0 (0)	49 (3)	2.9 %	4.7 %				
Soft AC/EZ	0 (1)	184 (3)	184 (4)	10.8 %	10.8 %				
Sports	24 (1)	0 (0)	24 (1)	1.4 %	1.6 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	164 (9)	1545 (18)	1709 (27)						

AM Stations

Station	Freq	Power	Format	Notes
WCMS	1050	5 kw/360 w	See WCMS-F	
WGH	1310	5 kw (DA-N)	Sports	1-on-1 \$24.00 Eastman Sinclair TV, pend.
WNIS	850	50 kw/25 kw (DA-2)	News/Talk	CBS, Westwd \$53.00 Allied Sinclair
WPCE	1400	1 kw	Religion	AURN, Westwd \$24.00 Mc-Guild Willis
WTAR	790	5 kw (DA-1)	Talk	Westwd, SBUSA \$27.00 Allied Sinclair

FM Stations

Station	Freq	Power	Format	Notes
WAFX	106.9	100 kw @ 984	Classic AOR	\$61.00 CBS Saga
WCMS	100.5	50 kw @ 500	Country	ABC \$82.00 D&R
WFOG	92.9	50 kw @ 484	Soft AC	\$58.00 Banner Max Suffolk
WGH	97.3	74 kw @ 400	Country	\$83.00 Eastman Sinclair TV, pend.
WJCD	105.3	50 kw @ 500	Jazz/Urban	\$62.00 D&R Clear Channel
WKOC	93.7	100 kw @ 935	Prog. AOR	\$45.00 Katz Sinclair Elizabeth City, NC
WMYK	92.1	3.7 kw @ 420	CHR/Urban	\$25.00 Allied Clear Channel Moyock, NC
WNOR	98.7	46 kw @ 520	AOR	\$98.00 Mc-Guild Saga
WNVZ	104.5	50 kw @ 479	CHR	\$49.00 Christal Max
WOWI	102.9	50 kw @ 472	Black	AURN \$103.00 Mc-Guild Clear Channel
WPTE	94.9	50 kw @ 500	AC/CHR	\$43.00 Banner Max
WROX	96.1	23 kw @ 722	New Rock	\$43.00 Allied Sinclair Cape Charles
WSVY	107.7	5.2 kw @ 351	Black	AURN, ABC, Westwd \$33.00 Mc-Guild Clear Channel Windsor
WVCL	95.7	40 kw @ 880	Oldies	\$54.00 Katz Sinclair TV, pend.
WWDE	101.3	50 kw @ 500	AC	\$92.00 Christal Max
WXEZ	94.1	40 kw @ 531	Soft AC	\$29.00 --- Eure Yorktown

Notes: 1/97 WLTY-F changed calls to WVCL-F ("Cool 95.7"); remains Oldies . . . 2/97 Susquehanna traded WGH-AF/WVCL-F to Heritage for WVAE-F Cincinnati + \$5,000,000 . . . 5/97 WFOG (AM) sold by Max for \$125,000 . . . 7/97 N/T WNIS and Talk WTAR will exchange facilities . . . 7/97 WMYK-F changed from CHR/Urban to simulcast of Black WSVY-F . . . 7/97 Heritage sold these stations to Sinclair TV: WGH for \$1,600,000; WGH-F for \$16,300,000; WVCL-F for \$9,600,000

Jim Duncan

Comments: WNOR-F had its third consecutive up book and its highest share in about two years . . . WGH-F retreated from its big Winter book

OKLAHOMA CITY

Arbitron Rank: 52 **Pop (12+):** 844,500
MSA Rank: 54
MSA Pop: 1,030,000
DMA: 43
Average Persons Rating: 14.9
Market TSL In Hours: 20.00

Stations: 21 / 21
Diaries: 1,551/544:1/54.4%
Sample Target: 1,440
% Below Line: 0.0
% Not Listed: 9.6
Pop per Station: 40,214

Last Year's Revenue: \$35,100,000
Household Income: \$36,505
Retail Dollars: \$9.9 Bil.
#1 Biller: KXXY-F \$6,100,000
#1 Billing Portfolio: Clear Channel \$16,600,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KXXY-F	160 / 12.7	15.0	13.9	10.3	8.9	13.0	1970 / 23.3	24.8	22.4	198 / 2566	G	KXXY-F
2	KJYO-F	116 / 9.2	9.4	7.2	8.5	10.3	8.6	2203 / 26.1	22.3	25.4	138 / 2720	E	KJYO-F
3	KATT-F	106 / 8.4	6.2	5.7	7.2	9.6	6.9	1387 / 16.4	15.4	19.1	144 / 1990	E	KATT-F
4	KOMA-F	98 / 7.8	9.7	6.8	7.4	7.4	7.9	1282 / 15.2	16.1	16.0	118 / 1706	E	KOMA-F
	KMGL-F	98 / 7.8	5.9	7.6	7.6	5.3	7.2	1452 / 17.2	16.2	13.7	125 / 1810	E	KMGL-F
6	KTOK	89 / 7.1	5.9	6.4	5.8	6.4	6.3	1352 / 16.0	13.9	14.3	106 / 1578	E	KTOK
7	KTST-F	86 / 6.8	7.1	6.9	6.6	5.5	6.9	1394 / 16.5	16.7	15.7	114 / 1914	C	KTST-F
8	KVSP	66 / 5.2	5.3	5.4	6.3	5.1	5.6	679 / 8.0	6.5	6.3	66 / 711	B	KVSP
9	KRXO-F	60 / 4.8	6.0	6.1	5.7	6.5	5.6	1299 / 15.4	15.3	16.1	82 / 1687	E	KRXO-F
10	KYIS-F	59 / 4.7	3.0	3.0	3.7	3.9	3.6	1215 / 14.4	12.8	12.6	67 / 1467	C	KYIS-F
11	KNRX-F	50 / 4.0	4.0	4.7	6.4	5.7	4.8	1088 / 12.9	13.0	16.4	73 / 1452	D	KNRX-F
12	KTNT-F	43 / 3.4	3.2	3.6	4.8	2.6	3.8	694 / 8.2	7.6	7.4	43 / 698	C	KTNT-F
13	KOMA	26 / 2.1	1.6	1.5	1.6	1.9	1.7	391 / 4.6	6.3	5.0	31 / 518	*	KOMA

12+ FM Share (Metro): 77.82 % (884 of 1136) (Spring 96: 77.46 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KJYO-F >>	1 KATT-F	1 KATT-F	1 KATT-F <	1 KXXY-F	1 KXXY-F >	1 KXXY-F >	1 KXXY-F	1 KXXY-F	1 KVSP <	1 KXXY-F
2 KXXY-F	2 KJYO-F >	2 KJYO-F <	2 KXXY-F	2 KATT-F <	2 KOMA-F <	2 KJYO-F <	2 KJYO-F <	2 KJYO-F	2 KMGL-F <	2 KMGL-F
KNRX-F >	3 KMGL-F <	3 KXXY-F <	3 KJYO-F <	3 KOMA-F <	3 KTOK <	3 KATT-F <	3 KTOK <	3 KOMA-F <	3 KATT-F <	3 KATT-F <
	4 KTST-F	4 KMGL-F	4 KOMA-F	4 KMGL-F <	4 KMGL-F	4 KTOK <	4 KATT-F <	4 KATT-F <	4 KJYO-F <	4 KJYO-F
	5 KVSP <	5 KOMA-F <	KMGL-F	5 KJYO-F	5 KTST-F <	5 KOMA-F <	5 KOMA-F <	5 KMGL-F	5 KXXY-F <	KTST-F
	6 KXXY-F	6 KTST-F	6 KRXO-F	6 KRXO-F <	6 KMGL-F	6 KMGL-F	6 KTOK	6 KTST-F	6 KTST-F	
	KNRX-F <	7 KRXO-F <	7 KTST-F <	7 KTST-F <	7 KTST-F	7 KTST-F	KTST-F			
		8 KYIS-F <	8 KVSP <							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KMGL-F <	1 KJYO-F	1 KJYO-F	1 KJYO-F <	1 KMGL-F <	1 KATT-F	1 KATT-F >>	1 KATT-F >>	1 KATT-F >	1 KATT-F
2 KTST-F <	2 KMGL-F	2 KVSP	2 KMGL-F	2 KJYO-F <	2 KNRX-F <	2 KJYO-F	2 KJYO-F	2 KXXY-F	2 KXXY-F >
3 KJYO-F	3 KTST-F	KMGL-F	3 KXXY-F	3 KOMA-F <	3 KJYO-F >	3 KNRX-F	3 KRXO-F	3 KRXO-F	3 KOMA-F
4 KXXY-F	4 KXXY-F <	4 KTST-F	4 KTST-F <	4 KXXY-F	4 KTST-F	4 KRXO-F	4 KNRX-F	4 KJYO-F	4 KRXO-F
5 KATT-F	5 KVSP	5 KXXY-F	5 KOMA-F	5 KVSP <	5 KVSP	5 KTST-F <	5 KYIS-F	5 KOMA-F <	5 KMGL-F
6 KNRX-F	6 KATT-F <	6 KYIS-F	6 KVSP	6 KTST-F	6 KYIS-F	KTST-F	KTST-F	6 KMGL-F <	6 KJYO-F <
	7 KYIS-F >	KATT-F	7 KYIS-F <			KVSP		7 KYIS-F	7 KYIS-F
								KTST-F <	KTST-F <

Other Rated Stations			Metro Cume Share Rating	TSA AQH Cume
KEBC	SPRTS	1340	Oklahoma City	1.0 2.7 12 240
KNOR	T	1400	Norman	0.6 2.0 8 172
KNTL-F	REL	104.9	Bethany	0.6 2.9 11 292
KQCV	REL	800	Oklahoma City	1.0 2.8 16 306
KTLV	REL	1220	Midwest City	1.0 1.8 12 151
WKY	T/FARM	930	Oklahoma City	0.8 4.1 15 481
WWLS	SPRTS	640	Moore	1.3 4.6 19 497

OKLAHOMA CITY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	157 (2)	157 (2)	13.8 %	12.2 %	Caribou KATT-FM, KTNT-FM, KYIS-FM	16.5 %	19.3 %	16.5 %
AOR/Classic/NR	0 (0)	216 (3)	216 (3)	19.0 %	19.1 %				
Black/Urban	66 (1)	0 (0)	66 (1)	5.8 %	6.2 %	Clear Channel KEBC-AM, KJYO-FM, KNRX-FM, KTOK-AM, KTST-FM, KXXY-FM	40.8 %	34.4 %	47.2 %
CHR	0 (0)	116 (1)	116 (1)	10.2 %	8.3 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Diamond KOMA-FM, KOMA-AM, KRXO-FM	14.7 %	18.1 %	20.7 %
Country	0 (0)	246 (2)	246 (2)	21.7 %	23.9 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		72.0 %	71.8 %	84.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	43 (1)	43 (1)	3.8 %	4.1 %				
News/Talk	107 (3)	0 (0)	107 (3)	9.4 %	10.1 %				
Oldies	26 (1)	98 (1)	124 (2)	10.9 %	9.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	25 (2)	8 (1)	33 (3)	2.9 %	3.1 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	28 (2)	0 (0)	28 (2)	2.5 %	3.5 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	252 (9)	884 (11)	1136 (20)						

AM Stations

KEBC	1340	1 kw	Sports	\$ NA	Banner	Clear Channel
KOMA	1520	50 kw (DA-N)	Oldies	CBS	\$ NA	Diamond
KTOK	1000	5 kw (DA-2)	News/Talk	ABC	\$67.00	Christal
KVSP	1140	1 kw (Days)	Black	AURN	\$25.00	---
WKY	930	5 kw (DA-N)	Talk/Farm		\$30.00	---
WWLS	640	1 kw (DA-N)	Sports	CBS, Westwd	\$21.00	---
						Moore

FM Stations

KATT	100.5	100 kw @ 1191	AOR	Source	\$71.00	Banner	Caribou
KJYO	102.7	100 kw @ 985	CHR		\$66.00	Christal	Clear Channel
KMGL	104.1	100 kw @ 1362	AC		\$79.00	Eastman	Renda
KNRX	94.7	100 kw @ 1389	New Rock		\$54.00	Interep	Clear Channel
KOMA	92.5	100 kw @ 984	Oldies	CBS	\$74.00	---	Diamond
KRXO	107.7	100 kw @ 990	Classic AOR		\$82.00	---	Diamond
KTNT	97.7	6 kw @ 315	Jazz		\$37.00	---	Caribou
KTST	101.9	100 kw @ 1389	Country		\$40.00	Banner	Clear Channel
KXXY	96.1	100 kw @ 1171	Country		\$125.00	Banner	Clear Channel
KYIS	98.9	100 kw @ 1100	AC-NR	AP	\$32.00	D&R	Caribou
							Edmond

Notes: * KOMA revenue included with KOMA-F

Jim Duncan

Comments: There's been a moderate decline in listening levels since last year . . . KRXO-F faded to its lowest share levels in over three years . . . KVSP continues to be a strong AM music station; they must be praying that no FM switches to an Urban format . . . KYIS-F achieved its highest share in more than three years . . . KATT-F recovered from a couple of weak performances

OMAHA-COUNCIL BLUFFS

Arbitron Rank: 72	Pop (12+): 526,600	Stations: 21 / 21	Last Year's Revenue: \$30,800,000
MSA Rank: 78		Diarles: 1,196/440:1/61.2%	Household Income: \$49,667
MSA Pop: 679,000		Sample Target: 1,130	Retail Dollars: \$7.7 Bil.
DMA: 75		% Below Line: 0.0	#1 Biller: WOW-AF \$4,300,000
Average Persons Rating: 16.0		% Not Listed: 10.9	#1 Billing Portfolio: Triathlon \$10,750,000
Market TSL In Hours: 21.00		Pop per Station: 25,076	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KEZO-F	69 / 8.2	8.6	8.2	8.9	7.2	8.5	1008 / 19.1	16.5	16.0	103 / 1532	E	KEZO-F
2	KKCD-F	68 / 8.1	5.7	4.8	4.7	6.5	5.8	871 / 16.5	11.4	14.5	80 / 974	C	KKCD-F
3	KGOR-F	67 / 8.0	6.5	6.5	7.9	8.0	7.2	1096 / 20.8	17.9	17.3	91 / 1565	E	KGOR-F
4	KXKT-F	66 / 7.9	10.2	9.3	10.0	9.0	9.3	897 / 17.0	21.3	18.6	84 / 1105	D	KXKT-F
	KFAB	66 / 7.9	6.5	7.8	6.4	8.0	7.1	912 / 17.3	20.3	20.7	102 / 1562	F	KFAB
6	KQKQ-F	54 / 6.4	7.4	8.0	7.3	8.7	7.3	1202 / 22.8	21.3	25.5	76 / 1781	D	KQKQ-F
	WOW-F	54 / 6.4	6.8	7.0	5.5	5.8	6.4	663 / 12.6	15.7	12.0	82 / 1025	F	WOW-F
8	KEFM-F	51 / 6.1	6.1	6.6	6.0	6.5	6.2	893 / 17.0	17.0	16.6	78 / 1442	D	KEFM-F
9	KESY-F	38 / 4.5	4.2	4.0	2.8	3.1	3.9	557 / 10.6	7.3	9.9	41 / 693	C	KESY-F
10	KGDE-F	35 / 4.2	4.6	3.8	5.1	3.9	4.4	731 / 13.9	13.6	13.9	71 / 1362	C	KGDE-F
11	KKAR	34 / 4.0	2.9	6.6	4.4	4.7	4.5	562 / 10.7	19.1	12.1	42 / 639	C	KKAR
12	KOIL	27 / 3.2	3.1	3.3	3.1	3.1	3.2	401 / 7.6	9.4	7.5	41 / 569	A	KOIL
13	KOSJ-F	25 / 3.0	4.0	1.6	2.5	3.1	2.8	347 / 6.6	4.2	6.1	34 / 582	A	KOSJ-F
14	KTNP-F	22 / 2.6	2.5	4.4	2.7	2.4	3.1	537 / 10.2	11.3	10.8	24 / 587	B	KTNP-F
15	WOW	21 / 2.5	4.3	2.6	3.3	2.4	3.2	327 / 6.2	6.4	4.3	40 / 654	*	WOW

12+ FM Share (Metro): 75.17 % (563 of 749) (Spring 96: 75.92 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KQKQ-F >>	1 KEZO-F >	1 KKCD-F <	1 KEZO-F <	1 KKCD-F	1 KFAB	1 KFAB <	1 KKCD-F	1 KEZO-F	1 KQKQ-F	1 KFAB >>
2 KGDE-F	2 KKCD-F	2 KEZO-F	2 KKCD-F	KEZO-F	2 KGOR-F	2 KEZO-F <	2 KEZO-F <	2 KKCD-F <	2 KXKT-F	2 KXKT-F <
3 KXKT-F	3 KXKT-F	3 KXKT-F	3 KGOR-F <	3 KGOR-F	3 WOW-F	3 KXKT-F <	3 KGOR-F <	3 KXKT-F <	3 KGOR-F <	3 KQKQ-F <
4 KGOR-F >>	KQKQ-F	KGOR-F	4 KXKT-F <	4 KXKT-F	4 KKCD-F	4 WOW-F <	4 KFAB <	4 KGOR-F <	4 KEFM-F <	4 KEFM-F <
	5 KGDE-F	5 KEFM-F	5 KEFM-F >	5 KEFM-F	5 KEFM-F	5 KGOR-F <	5 KKAR <	5 KFAB <	5 KEZO-F	5 KKAR
	6 KEFM-F	6 KQKQ-F	6 KQKQ-F	6 WOW-F	KXKT-F	6 KKCD-F	6 KXKT-F <	6 KEFM-F <	KFAB	
		7 KESY-F	WOW-F	7 KESY-F <	7 KKAR <	7 KQKQ-F <	7 WOW-F <	7 KQKQ-F	KGDE-F	
		KGDE-F <				8 KEFM-F <	8 KEFM-F		8 KOSJ-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 KQKQ-F	1 KXKT-F <	1 KEZO-F	1 KXKT-F <	1 KXKT-F	1 KGDE-F >	1 KEZO-F >	1 KEZO-F >>	1 KEZO-F <	1 KEZO-F <
2 KXKT-F	2 KQKQ-F	2 KXKT-F	2 KEFM-F	2 KGOR-F <	2 KKCD-F	2 KKCD-F	2 KKCD-F >	2 KKCD-F >	2 KKCD-F
3 KEFM-F	KEZO-F	3 KKCD-F	3 KKCD-F <	3 KEFM-F <	3 KEZO-F >	3 KGDE-F >	3 KXKT-F	3 KGOR-F	3 KGOR-F >
4 KESY-F	4 KKCD-F	4 KQKQ-F	4 KGOR-F <	4 KKCD-F	4 KQKQ-F	4 KQKQ-F <	4 KQKQ-F	4 KGDE-F	4 KXKT-F
	KGOR-F	KEFM-F	5 KESY-F	5 KEZO-F <	5 KEZO-F	5 KXKT-F	5 KEFM-F	5 KXKT-F	WOW-F <
6 KTNP-F	KESY-F	6 KEFM-F	6 KQKQ-F <	6 KESY-F			KTNP-F	6 KEFM-F	6 KEFM-F
	KGDE-F >		7 KESY-F >	7 WOW-F <			KOSJ-F	KKAR	
							KGDE-F	KQKQ-F <	

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume		
KBBX	B	1420	Omaha	1.8	2.4	15	131
KCRO	REL	660	Omaha	0.5	1.0	5	89
KISP-F	C	101.5	Blair	0.5	0.8	4	51
KOSR	SPRTS	1490	Omaha	1.8	3.2	15	168
KOTD-F	ST	106.9	Plattsmouth	1.2	3.4	11	206
KOTD	ST	1020	Plattsmouth	0.5	1.0	7	115

OMAHA-COUNCIL BLUFFS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	73 (2)	73 (2)	9.7 %	12.0 %	Journal Co.	21.1 %	28.4 %	18.8 %
AOR/Classic/NR	0 (0)	172 (3)	172 (3)	23.0 %	18.2 %	KEZO-FM, KKCD-FM, KOSJ-FM, KOSR-AM			
Black/Urban	15 (1)	0 (0)	15 (1)	2.0 %	2.9 %	Local	17.8 %	11.5 %	18.1 %
CHR	0 (0)	54 (1)	54 (1)	7.2 %	8.7 %	KGDE-FM, KKAR-AM, KOIL-AM, KQKQ-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Triathlon	26.4 %	26.1 %	34.9 %
Country	21 (1)	124 (3)	145 (4)	19.4 %	20.6 %	KFAB-AM, KGOR-FM, KTNP-FM, KXKT-FM			
Full Service	66 (1)	0 (0)	66 (1)	8.8 %	8.5 %		65.3 %	66.0 %	71.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	25 (1)	25 (1)	3.3 %	1.8 %				
News/Talk	34 (1)	0 (0)	34 (1)	4.5 %	7.9 %				
Oldies	0 (0)	67 (1)	67 (1)	8.9 %	7.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	4 (1)	0 (0)	4 (1)	0.5 %	0.4 %				
Soft AC/EZ	0 (0)	38 (1)	38 (1)	5.1 %	4.4 %				
Sports	15 (1)	0 (0)	15 (1)	2.0 %	2.0 %				
Standards	31 (2)	10 (1)	41 (3)	5.5 %	5.5 %				
Totals	186 (8)	563 (13)	749 (21)						

AM Stations

KBBX	1420	1 kw/330 w (DA-2)	Black	ABC	\$<20.00	D&R	BCR	
KFAB	1110	50 kw (DA-N)	Full Service/Talk	CBS	\$ 72.00	Christal	Triathlon	
KKAR	1290	5 kw (DA-N)	News/Talk	CNN, Westwd	\$35.00	Banner		
KOIL	1180	5 kw/1 kw (DA-2)	Standards	Westwd	\$ 20.00	Banner	KKAR/KQKQ	Bellevue
WOW	590	5 kw	Country	ABC	\$ NA	Allied	Great Empire	

FM Stations

KEFM	96.1	100 kw @1411	AC		\$57.00	Mc-Guild		
KESY	104.5	100 kw @ 1086	Soft AC	ABC	\$40.00	D&R	BCR	
KEZO	92.3	100 kw @ 1212	AOR		\$ 70.00	Allied	Journal Co.	
KGDE	101.9	100 kw @ 1132	AOR-New Rock		\$30.00	Banner	KKAR/KQKQ	Lincoln
KGOR	99.9	115 kw @ 1230	Oldies	Westwd	\$62.00	Christal	Triathlon	
KKCD	105.9	50 kw @ 479	Classic AOR		\$42.00	Eastman	Journal Co.	
KOSJ	97.7	100 kw @ 981	Jazz		\$31.00	Eastman	Journal Co.	Nebraska City
KQKQ	98.5	100 kw @ 1175	CHR		\$ 64.00	Banner		Council Bluffs
KTNP	93.3	3.6 kw @ 427	AC/CHR		\$ NA	Katz	Triathlon	Bennington
KXKT	103.7	100 kw @ 1247	Country		\$63.00	Katz	Triathlon	Atlantic, IA
WOW	94.1	100 kw @ 1184	Country	ABC	\$91.00	Allied	Great Empire	

Notes: *WOW revenue included with WOW-F . . . 3/97 Triathlon purchased the rights holder for University of Nebraska Comhuskers sports (a very big deal in Nebraska) for \$3,300,000

Jim Duncan

Comments: KEZO-F leads the market (12+) for the first time in many years and KKCD-F had its best book ever; this was a big Spring for the Journal Co. stations . . . Listening levels are steady for the market as a whole

ORLANDO

Arbitron Rank: 38 Pop (12+): 1,042,800
MSA Rank: 40
MSA Pop: 1,450,000
DMA: 22 w/Daytona, Melbourne
Average Persons Rating: 17.0
Market TSL In Hours: 22.50

Stations: 30 / 24
Diaries: 2,236/466:1/50.2%
Sample Target: 2,150
% Below Line: 3.6
% Not Listed: 9.2
Pop per Station: 43.450

Last Year's Revenue: \$70,700,000
Household Income: \$41,926
Retail Dollars: \$16.1 Bil.
#1 Biller: WWKA-F \$8,000,000
#1 Billing Portfolio:
Chancellor \$24,400,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level		
1	WJHM-F	B	146 / 8.2	6.9	6.9	9.3	6.5	7.8	1867 / 17.9	16.8	15.7	236 / 3062	F	WJHM-F
2	WWKA-F	C	143 / 8.1	10.0	10.2	8.0	7.9	9.1	1681 / 16.1	18.8	17.7	249 / 3281	H	WWKA-F
3	WOMX-F	AC	128 / 7.2	5.8	5.3	5.5	7.2	6.0	2050 / 19.7	17.2	19.3	198 / 3467	H	WOMX-F
4	WXXL-F	CHR	123 / 6.9	7.7	7.5	6.7	7.0	7.2	2320 / 22.3	20.5	22.4	175 / 3584	G	WXXL-F
5	WTKS-F	T	114 / 6.4	5.3	5.8	5.0	6.2	5.6	1634 / 15.7	14.7	14.4	189 / 2843	G	WTKS-F
6	WMGF-F	SAC	97 / 5.5	6.7	6.8	6.6	6.8	6.4	1541 / 14.8	15.4	16.0	174 / 2803	G	WMGF-F
7	WDBO	FS	91 / 5.1	6.5	7.6	6.3	5.6	6.4	1354 / 13.0	15.5	13.7	131 / 1918	F	WDBO
8	WHTQ-F	CL AOR	78 / 4.4	3.5	3.5	5.1	4.0	4.1	1217 / 11.7	10.3	10.2	188 / 2640	E	WHTQ-F
	WOCL-F	O	78 / 4.4	5.1	5.4	5.4	3.7	5.1	1548 / 14.8	15.6	13.0	180 / 3058	G	WOCL-F
10	WHOO	ST	77 / 4.3	3.2	2.6	2.9	3.1	3.3	698 / 6.7	6.1	5.9	99 / 942	A	WHOO
11	WSHE-F	CHR/AC	75 / 4.2	3.1	3.0	3.2	4.4	3.4	1545 / 14.8	12.0	13.2	141 / 2806	D	WSHE-F
12	WMMO-F	AOR/AC	73 / 4.1	3.9	3.3	3.4	3.8	3.7	1098 / 10.5	9.8	9.8	94 / 1555	F	WMMO-F
	WJRR-F	AOR	72 / 4.1	4.2	4.3	4.5	5.2	4.3	1293 / 12.4	12.9	15.6	139 / 2588	F	WJRR-F
14	WLOQ-F	J	69 / 3.9	4.2	4.0	3.4	6.1	3.9	968 / 9.3	9.5	11.0	81 / 1263	E	WLOQ-F
15	WCFB-F	B/AC	64 / 3.6	3.5	4.9	4.5	3.9	4.1	831 / 8.0	10.1	9.4	92 / 1324	D	WCFB-F

12+ FM Share (Metro): 82.07 % (1263 of 1539) (Spring 96: 85.23 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJHM-F >>	1 WJHM-F	1 WOMX-F	1 WOMX-F	1 WOMX-F	1 WWKA-F	1 WTKS-F <	1 WWKA-F	1 WJHM-F <	1 WJHM-F >	1 WDBO <
2 WXXL-F >	2 WXXL-F <	2 WJHM-F <	2 WTKS-F	2 WTKS-F	2 WDBO	2 WWKA-F <	WOMX-F	2 WTKS-F <	2 WXXL-F	2 WJHM-F <
3 WJRR-F >>	3 WOMX-F	3 WTKS-F <	3 WWKA-F	3 WWKA-F	3 WHOO	3 WOMX-F	3 WDBO	3 WOMX-F <	3 WTKS-F <	3 WTKS-F <
	4 WTKS-F <	4 WXXL-F <	WXXL-F <	4 WMGF-F	4 WOCL-F	4 WDBO	4 WMGF-F <	4 WWKA-F <	4 WWKA-F	4 WWKA-F
	5 WSHE-F <	5 WWKA-F	5 WMMO-F <	WXXL-F	WMGF-F <	WJHM-F <	5 WJHM-F	5 WXXL-F	5 WMGF-F	5 WMGF-F
	6 WJRR-F	6 WHTQ-F	6 WHTQ-F <	WMMO-F <	6 WOMX-F <	6 WXXL-F	WXXL-F <	6 WMGF-F <	WJRR-F	
	7 WWKA-F	7 WSHE-F	7 WJHM-F <	7 WHTQ-F	7 WTKS-F	7 WMGF-F	7 WHOO <	7 WHTQ-F <		
	8 WHTQ-F	WMMO-F	8 WSHE-F <	8 WJHM-F <	WLOQ-F	8 WMMO-F <	8 WMMO-F <			
		9 WMGF-F <	9 WMGF-F <	9 WSHE-F <		9 WTKS-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 WXXL-F	1 WXXL-F <	1 WOMX-F	1 WOMX-F	1 WOMX-F	1 WJHM-F >	1 WJHM-F <	1 WTKS-F	1 WTKS-F	1 WTKS-F
2 WJHM-F >	2 WOMX-F	2 WXXL-F	2 WXXL-F	2 WMGF-F >	2 WJRR-F	2 WTKS-F <	2 WJRR-F	2 WHTQ-F	2 WHTQ-F
3 WOMX-F	3 WJHM-F	3 WJHM-F	3 WMGF-F	3 WWKA-F <	3 WWKA-F	3 WJRR-F	WHTQ-F	3 WJHM-F <	3 WOMX-F
	4 WSHE-F	4 WSHE-F	4 WJHM-F <	4 WXXL-F	4 WHTQ-F	4 WHTQ-F >	4 WSHE-F	4 WOMX-F <	4 WWKA-F
5 WSHE-F >	5 WWKA-F	WMGF-F <	5 WWKA-F	5 WMMO-F	5 WTKS-F	5 WWKA-F	WOMX-F	5 WJRR-F <	5 WMMO-F <
6 WJRR-F >	WMGF-F	6 WMMO-F >	6 WSHE-F <	6 WSHE-F	WXXL-F	WOMX-F	WJHM-F	6 WWKA-F	6 WJRR-F
	7 WMMO-F		7 WMMO-F	WOCL-F	7 WSHE-F	WSHE-F <	7 WXXL-F <	7 WXXL-F <	7 WJHM-F <
				WJHM-F <		8 WXXL-F >	8 WWKA-F >	8 WMMO-F <	8 WXXL-F
								9 WSHE-F	9 WOCL-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFIV	SP	1080 Kissimmee	0.4 0.8 9 111
WOKB	E	1600 Winter Garden	0.7 2.2 16 257
WONQ	SP	1030 Oviedo	1.1 2.6 22 307
WPRD	SP	1440 Winter Park	0.4 1.1 7 117
WQTM	SPRTS	540 Pine Hills	1.1 4.2 30 657
WRLZ	SP	1270 Eatonville	0.6 1.1 11 117
WRMQ	SP	1140 Orlando	1.1 1.6 20 185
WTLN-F	REL	95.3 Apopka	0.7 3.3 16 413
WWNZ	N	740 Orlando	0.7 3.3 15 463

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAOA-F	CHR	107.1 Melbourne	0.4 1.3 44 767
WDUV-F	EZ/ST	103.5 Bradenton	0.4 1.2 48 568
WGNE-F	C	98.1 Titusville	0.6 3.2 65 1306
WKRO-F	AOR-NR	93.1 Edgewater	0.5 2.9 22 600
WPCV-F	C	97.5 Lakeland	1.4 4.8 105 1601
WSJT-F	J	94.1 Lakeland	0.4 1.0 22 386

ORLANDO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	128 (1)	128 (1)	8.3 %	5.9 %	Chancellor	26.7 %	26.4 %	34.5 %
AOR/Classic/NR	0 (0)	158 (3)	158 (3)	10.3 %	13.1 %	WOCL-FM, WXXL-FM, WOMX-FM, WJHM-FM			
Black/Urban	0 (0)	210 (2)	210 (2)	13.6 %	13.1 %	Clear Channel, pend.	21.9 %	24.9 %	27.1 %
CHR	0 (0)	205 (3)	205 (3)	13.3 %	11.7 %	WJRR-FM, WMGF-FM, WQTM-AM, WSHE-FM, WTKS-FM, WWNZ-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Cox	29.6 %	28.7 %	31.5 %
Country	0 (0)	178 (3)	178 (3)	11.6 %	13.0 %	WHTQ-FM, WCFB-FM, WHOO-AM, WZKD-AM, WWKA-FM, WDBO-AM, WMMO-FM			
Full Service	91 (1)	0 (0)	91 (1)	5.9 %	8.4 %		78.2 %	80.0 %	93.1 %
Hispanic	64 (5)	0 (0)	64 (5)	4.2 %	2.7 %				
Jazz	0 (0)	76 (2)	76 (2)	4.9 %	4.5 %				
News/Talk	12 (1)	114 (1)	126 (2)	8.2 %	7.3 %				
Oldies	0 (0)	78 (1)	78 (1)	5.1 %	6.0 %				
Others/Unknown	13 (1)	0 (0)	13 (1)	0.8 %	1.0 %				
Religion/Gospel	0 (0)	12 (1)	12 (1)	0.8 %	1.2 %				
Soft AC/EZ	0 (0)	97 (1)	97 (1)	6.3 %	7.6 %				
Sports	19 (1)	0 (0)	19 (1)	1.2 %	1.5 %				
Standards	77 (1)	7 (1)	84 (2)	5.5 %	2.9 %				
Totals	276 (10)	1263 (19)	1539 (29)						

AM Stations

Station	Power	Time	Format	Company	Agency	Location
WDBO	580	5 kw (DA-N)	Full Service	ABC	\$79.00 Katz	Cox
WHOO	990	50 kw/5 kw (DA-2)	Standards	ABC	\$21.00 Eastman	Cox
WONQ	1030	10 kw/500 w (DA-2)	Spanish	UPI, CNN	\$<20.00 Caballero	
WQTM	540	50 kw (DA-2)	Sports	1-on-1, CBS	\$20.00 Banner	Clr. Chnl., pend. Pine Hills
WWNZ	740	50 kw (DA-2)	News	CBS	\$23.00 —	Clr. Chnl., pend.

FM Stations

Station	Power	Time	Format	Company	Agency	Location
WCFB	94.5	100 kw @ 1470	Black AC	\$53.00	Katz Cox	Daytona Beach
WHTQ	96.5	100 kw @ 1598	Classic AOR	\$64.00	Eastman Cox	
WJHM	101.9	28 kw @ 1585	Black	\$95.00	Sentry Chancellor	Daytona Beach
WJRR	101.1	100 kw @ 1598	AOR	\$90.00	Banner	Clr. Chnl., pend. Cocoa
WLOQ	103.1	14 kw @ 440	Jazz	\$64.00	Eastman	Winter Park
WMGF	107.7	100 kw @ 1585	Soft AC	\$132.00	Allied	Clr. Chnl., pend. Mt. Dora
WMMO	98.9	38 kw @ 440	AOR/AC	\$81.00	Eastman Cox	
WOCL	105.9	100 kw @ 1585	Oldies	\$144.00	Christal	Chancellor Deland
WOMX	105.1	100 kw @ 1598	AC	\$155.00	Christal	Chancellor
WSHE	100.3	100 kw @ 1188	CHR/AC	ABC \$54.00	Banner	Clr. Chnl., pend.
WTKS	104.1	100 kw @ 1598	Talk	AP, Westwd \$105.00	Mc-Guild	Clr. Chnl., pend. Cocoa Beach
WTLN	95.3	6 kw @ 315	Religion	USA \$30.00	Salem	Apopka
WWKA	92.3	100 kw @ 1341	Country	\$160.00	Katz Cox	
WXXL	106.7	100 kw @ 824	CHR	\$110.00	Sentry	Chancellor Leesburg

Notes: 6/97 Paxson sold these stations to Clear Channel: WWNZ for \$3,500,000; WQTM for \$1,800,000; WJRR-F for \$29,000,000; WMGF-F for \$36,200,000; WSHE-F for \$25,800,000; WTKS-F for \$34,200,000

Jim Duncan

Comments: WJHM-Fis at its highest share levels since 1994 . . . WOMX-F recovered after several books with shares in the fives . . . WMGF-F had its lowest share in over three years; the same holds for WDBO

OXNARD-VENTURA

Arbitron Rank: 109 Pop (12+): 368,600
MSA Rank: 75
MSA Pop: 733,000 (w/Sta. Barbara)
DMA: LA (#2)
Average Persons Rating: 15.9
Market TSL In Hours: 21.25

Stations: 46 / 15
Diaries: 1,246/296:1/49.0%
Sample Target: 1,120
% Below Line: 42.1
% Not Listed: 10.8
Pop per Station: 24,573

Last Year's Revenue: \$9,300,000
Household Income: \$46,744
Retail Dollars: \$6.2 Bil.
#1 Biller: KHAY-F \$2,200,000
#1 Billing Portfolio:
 Bengal/McDonald \$4,800,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KXLM-F	SP	41 / 7.0	5.5	6.9	6.2	467 / 12.7	11.4	12.6	41 / 481	C	KXLM-F
2	KHAY-F	C	36 / 6.2	7.2	6.1	8.2	481 / 13.1	12.5	14.2	54 / 848	D	KHAY-F
3	KBBY-F	AC	31 / 5.3	4.8	7.2	4.6	432 / 11.7	12.3	13.5	31 / 473	C	KBBY-F
4	KCAQ-F	CHR	28 / 4.8	5.0	4.0	6.1	553 / 15.0	15.5	13.5	43 / 856	C	KCAQ-F
5	KKZZ	ST	25 / 4.3	3.2	4.5	4.8	294 / 8.0	6.4	8.1	27 / 335		KKZZ
6	KVEN	N/T	22 / 3.8	2.6	2.7	3.1	319 / 8.6	7.1	8.0	22 / 343	B	KVEN
7	KFI	T	20 / 3.4	4.8	2.5	3.8	316 / 8.6	12.3	7.4	54 / 815		KFI
	KRTH-F	O	20 / 3.4	4.8	4.0	5.3	474 / 12.9	15.8	14.9	40 / 920		KRTH-F
9	KLVE-F	SP	19 / 3.2	4.4	4.0	2.6	258 / 7.0	7.8	8.5	23 / 334		KLVE-F
10	KKBT-F	B	18 / 3.1	2.7	2.5	2.3	299 / 8.1	8.7	6.3	20 / 424		KKBT-F
11	KPWR-F	U/CHR	17 / 2.9	3.8	4.2	4.9	380 / 10.3	10.8	9.8	24 / 589		KPWR-F
	KNX	N	17 / 2.9	3.1	3.2	3.1	397 / 10.8	11.4	12.1	33 / 925		KNX
13	KVYY-F	AOR-P	16 / 2.7	3.1	1.5		368 / 10.0	10.4	4.4	16 / 372		KVYY-F
14	KOCP-F	CL AOR	15 / 2.6	1.7	1.3	1.5	233 / 6.3	5.4	4.0	20 / 407		KOCP-F
	KLOS-F	AOR	15 / 2.6	2.9	3.7	4.6	378 / 10.3	11.4	12.2	27 / 824		KLOS-F
16	KMLA-F	SP	13 / 2.2	2.4			218 / 5.9	3.9		13 / 225		KMLA-F
17	KXBS-F	SP	12 / 2.1	1.2	1.0	1.1	154 / 4.2	5.1	5.3	12 / 164		KXBS-F
	KTWV-F	J	12 / 2.1	3.1	1.7	2.0	212 / 5.8	9.0	5.9	16 / 383		KTWV-F

12+ FM Share (Metro): 76.25 % (398 of 522) (Spring 96: 77.08 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KCAQ-F	1 KXLM-F	1 KXLM-F	1 KBBY-F	1 KHAY-F	1 KHAY-F <	1 KHAY-F <	1 KBBY-F <	1 KXLM-F	1 KXLM-F	1 KVEN <
2 KXLM-F >	2 KCAQ-F	2 KBBY-F <	2 KHAY-F <	2 KBBY-F	2 KKZZ	2 KXLM-F <	2 KHAY-F <	2 KHAY-F <	2 KPWR-F <	2 KHAY-F >>
3 KVYY-F	3 KLVE-F	3 KHAY-F	3 KXLM-F >	3 KXLM-F	3 KVEN	3 KVEN	3 KXLM-F	3 KBBY-F	3 KCAQ-F	
KPWR-F >	KBBY-F <	4 KCAQ-F	4 KCAQ-F	4 KRTH-F <	4 KBBY-F <	4 KLOS-F <	4 KFI	4 KKZZ <	4 KHAY-F	
	5 KKBT-F		KLOS-F	5 KCAQ-F	5 KFI	5 KBBY-F <	5 KKZZ	5 KCAQ-F >	KVEN <	
	KPWR-F		KLVE-F <			6 KCAQ-F	6 KCAQ-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 KKBT-F	1 KBBY-F	1 KBBY-F	1 KBBY-F	1 KHAY-F	1 KXLM-F	1 KXLM-F >	1 KCAQ-F	1 KXLM-F >	1 KHAY-F <
KXLM-F	2 KXLM-F	2 KLVE-F >	2 KXLM-F	KBBY-F >	2 KPWR-F	2 KCAQ-F	KLOS-F	2 KLOS-F <	2 KLOS-F
3 KCAQ-F >	3 KCAQ-F	3 KCAQ-F	KHAY-F >	3 KXLM-F	3 KCAQ-F >	3 KPWR-F	KXLM-F	3 KCAQ-F	KXLM-F
	4 KKBT-F	KHAY-F	4 KCAQ-F	4 KRTH-F	4 KMLA-F	4 KLOS-F	4 KLVE-F	KHAY-F	4 KOCP-F
	KLVE-F	KXLM-F		5 KLVE-F	KVYY-F >>	KVYY-F		KOCP-F	

OXNARD-VENTURA

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	61 (7)	61 (7)	11.7 %	8.3 %
AOR/Classic/NR	0 (0)	65 (6)	65 (6)	12.5 %	14.8 %
Black/Urban	0 (0)	40 (3)	40 (3)	7.7 %	8.3 %
CHR	0 (0)	33 (2)	33 (2)	6.3 %	6.3 %
Classical	0 (0)	9 (2)	9 (2)	1.7 %	1.3 %
Country	0 (0)	44 (3)	44 (3)	8.4 %	9.6 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	22 (4)	89 (5)	111 (9)	21.3 %	19.0 %
Jazz	0 (0)	12 (1)	12 (1)	2.3 %	3.5 %
News/Talk	71 (6)	9 (1)	80 (7)	15.3 %	14.4 %
Oldies	0 (0)	20 (1)	20 (1)	3.8 %	5.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	11 (1)	11 (1)	2.1 %	2.5 %
Soft AC/EZ	0 (0)	5 (1)	5 (1)	1.0 %	3.1 %
Sports	4 (1)	0 (0)	4 (1)	0.8 %	0.6 %
Standards	27 (2)	0 (0)	27 (2)	5.2 %	3.7 %
Totals	124 (13)	398 (33)	522 (46)		

Consolidation Report	12+	25-54	Revenue
Bengal/McDonald KBBY-FM, KHAY-FM, KVEN-AM	15.3 %	17.3 %	51.6 %
Gold Coast KCAQ-FM, KKZZ-AM, KOCP-FM, KTND-FM, KTRO-AM	13.1 %	9.7 %	%
	28.4 %	27.0 %	51.6 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KDAR-F	REL	98.3	Camarillo	1.9	4.2	15 254
KOXR	SP	910	Oxnard	1.9	5.0	13 203
KTND-F	C	105.5	Ojai	0.7	2.6	4 106
KTRO	T	1520	Pt. Hueneme	0.7	1.8	4 102
KXSP	SP	1590	Ventura	1.2	3.2	9 150

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KABC	T	790	Los Angeles	1.0	3.0	26 341
KBIG-F	AC	104.3	Los Angeles	1.4	6.2	24 611
KBKO	SP	1490	Sta. Barbara	0.3	0.8	8 158
KCBS-F	CL AOR	93.1	Los Angeles	1.9	7.2	22 583
KDB-F	CL	93.7	Los Angeles	1.0	2.2	23 294
KHTY-F	CHR	97.5	Sta. Barbara	0.9	5.2	19 561
KIBB-F	B/AC	100.3	Los Angeles	0.9	4.3	9 273
KKGO-F	CL	105.1	Los Angeles	0.5	2.3	12 209
KLAC	ST	570	Los Angeles	0.3	1.5	19 295
KLSX-F	T	97.1	Los Angeles	1.5	5.1	21 539
KMGQ-F	AC	98.3	Goleta	0.3	0.8	8 189
KMLT-F	SAC	92.7	Thousand Oaks	0.9	2.6	18 402
KOST-F	AC	103.5	Los Angeles	0.3	1.8	7 280
KROQ-F	AOR-NR	106.7	Pasadena	0.5	3.1	11 290
KRUZ-F	AC	103.3	Sta. Barbara	1.9	6.7	39 765
KSBL-F	AC	101.7	Carpenteria	0.9	1.8	30 374
KSCA-F	SP	101.9	Glendale	0.7	2.2	5 82
KTNQ	SP	1020	Los Angeles	0.3	1.5	3 68
KTYD-F	AOR	99.9	Sta. Barbara	0.9	5.1	18 549
KTZN	T	710	Los Angeles	0.3	1.6	8 221
KYSR-F	AC/CHR	98.7	Los Angeles	0.3	2.0	27 481
KZLA-F	C	93.9	Los Angeles	0.7	1.4	16 204
XTRA	SPRTS	690	Tijuana, MX	0.7	1.6	9 148

AM Stations

KKZZ	1400	1 kw	Standards	Westwd, CNN	\$20.00	---	Gold Coast	Sta. Paula
KOXR	910	5 kw/1 kw (DA-2)	Hispanic		\$<20.00	Caballero		
KVEN	1450	1 kw	News/Talk	ABC, Talknt. AP	\$25.00	---	Bengal/McDonald	

FM Stations

KBBY	95.1	12.5 kw @ 876	AC	Westwd	\$40.00	D&R	Bengal/McDonald	
KCAQ	104.7	2.85 kw @ 1581	CHR		\$38.00	Katz	Gold Coast	
KDAR	98.3	0.82 kw @ 886	Religion	SRN	\$ NA	---	Salem	
KHAY	100.7	39 kw @ 1204	Country		\$54.00	---	Bengal/McDonald	
KMLA	103.7	0.48 kw @ 807	Hispanic		\$ NA	Katz Hisp.		El Rio
KOCP	95.9	0.98 kw @ 1555	Classic AOR	Westwd	\$ NA	---	Gold Coast	Camarillo
KVYY	107.1	0.8 kw @ 872	Progressive AOR		\$ NA	---	Odyssey	
KXBS	96.7	0.087 kw @ 1500	Hispanic		\$ NA	---		Santa Paula
KXLM	102.9	5.5 kw @ 112	Hispanic		\$40.00	---		

Notes: Other ranked stations - See Los Angeles . . . 1/97 KTRO changed from Hispanic to Talk . . . 4/97 KXBS-F changed from AOR to simulcasting Hispanic KXLM-F

PENSACOLA

Arbitron Rank: 125 Pop (12+) 317,100	Stations: 16 / 8	Last Year's Revenue: \$9,400,000
MSA Rank: 127	Diaries: 759/418:1/49.7%	Household Income: \$33,976
MSA Pop: 384,000	Sample Target: 760	Retail Dollars: \$3.5 Bil.
DMA: 63 (w/Mobile)	% Below Line: 26.2	#1 Biller: WXBM-F \$3,600,000
Average Persons Rating: 14.4	% Not Listed: 17.7	#1 Billing Portfolio:
Market TSL In Hours: 19.25	Pop per Station: 39,638	Capstar \$5,100,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level
1	WXBM-F	65 / 14.2	18.0	16.1	10.5	19.3	776 / 24.5	29.3	27.3	94 / 1252	E
2	WBLX-F	45 / 9.8	11.3	12.1	10.3	9.7	552 / 17.4	17.0	16.3	78 / 913	
3	WYCL-F	41 / 8.9	5.0	4.7	5.0	6.4	565 / 17.8	14.1	11.9	63 / 876	B
4	WTKX-F	AOR 39 / 8.5	5.4	6.5	5.3	4.5	523 / 16.5	14.6	11.7	60 / 908	B
5	WABB-F	CHR 36 / 7.9	7.1	5.4	5.5	6.0	625 / 19.7	18.5	18.1	61 / 1188	
6	WCOA	FS/T 35 / 7.6	7.3	8.1	10.7	7.6	417 / 13.1	13.7	15.1	37 / 429	B
7	WMEZ-F	SAC 34 / 7.4	7.3	6.9	8.4	6.6	529 / 16.7	13.3	15.6	44 / 755	C
8	WRNE	B/G 21 / 4.8	2.9	3.1	2.1	3.5	180 / 5.7	4.3	5.3	22 / 186	A
9	WWRO-F	CL AOR 17 / 3.7	6.1	6.5	7.8	8.4	406 / 12.8	14.6	14.9	32 / 731	C

12+ FM Share (Metro): 83.8 % (316 of 377) (Spring 95: 85.1 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WBLX-F	1 WTKX-F	1 WXBM-F	1 WXBM-F >	1 WXBM-F	1 WXBM-F	1 WXBM-F >	1 WXBM-F	1 WXBM-F >	1 WBLX-F	1 WBLX-F
2 WABB-F >	2 WABB-F	2 WTKX-F <	2 WBLX-F <	2 WYCL-F	2 WYCL-F <	2 WCOA	2 WYCL-F <	2 WABB-F <	2 WTKX-F	2 WXBM-F
3 WTKX-F	WBLX-F	3 WBLX-F	3 WYCL-F <	3 WMEZ-F <	3 WCOA	3 WBLX-F <	3 WMEZ-F <	3 WBLX-F <	3 WABB-F	3 WTKX-F
WXBM-F >>	4 WXBM-F >>	4 WABB-F	4 WTKX-F	4 WBLX-F	4 WMEZ-F >	4 WTKX-F	4 WCOA	4 WYCL-F <	WXBM-F	WYCL-F >
		5 WYCL-F	WABB-F	5 WTKX-F	5 WRNE	5 WABB-F	5 WTKX-F <	5 WTKX-F	5 WYCL-F >	5 WCOA
		6 WMEZ-F	6 WMEZ-F	WABB-F	6 WBLX-F >>	WYCL-F <	6 WBLX-F	6 WMEZ-F	6 WCOA	6 WABB-F >>
			7 WWRO-F >	7 WWRO-F		7 WMEZ-F	7 WRNE	7 WCOA >		
							WABB-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 WBLX-F >	1 WABB-F	1 WABB-F	1 WXBM-F <	1 WXBM-F <	1 WTKX-F >>	1 WTKX-F >>	1 WTKX-F >>	1 WTKX-F	1 WXBM-F >
2 WABB-F	WBLX-F	2 WXBM-F	2 WBLX-F <	2 WMEZ-F	2 WXBM-F	2 WABB-F	2 WBLX-F >	2 WXBM-F >	2 WTKX-F
WTKX-F	3 WXBM-F	3 WBLX-F	3 WABB-F	WYCL-F	3 WABB-F	WXBM-F	3 WABB-F	3 WBLX-F	3 WYCL-F
4 WXBM-F >>	4 WTKX-F >	4 WWRO-F >	4 WYCL-F >	4 WABB-F	WBLX-F >>	WBLX-F >>	4 WWRO-F	4 WABB-F	4 WBLX-F
	5 WWRO-F	5 WMXC-F	5 WMEZ-F	5 WBLX-F		5 WWRO-F >>	WXBM-F >>	5 WYCL-F	5 WMEZ-F
		WTKX-F	6 WWRO-F	6 WRNE				6 WMEZ-F	6 WABB-F
		WRNE	WTKX-F						7 WWRO-F >
		WYCL-F >>							

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	11 (1)	11 (1)	2.9 %	2.0 %
AOR/Classic/NR	0 (0)	67 (4)	67 (4)	17.8 %	16.9 %
Black/Urban	0 (0)	45 (1)	45 (1)	11.9 %	14.5 %
CHR	0 (0)	42 (2)	42 (2)	11.1 %	12.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	76 (3)	76 (3)	20.2 %	24.3 %
Full Service	35 (1)	0 (0)	35 (1)	9.3 %	8.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	5 (1)	0 (0)	5 (1)	1.3 %	1.7 %
Oldies	0 (0)	41 (1)	41 (1)	10.9 %	7.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	21 (1)	0 (0)	21 (1)	5.6 %	3.4 %
Soft AC/EZ	0 (0)	34 (1)	34 (1)	9.0 %	8.6 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	61 (3)	316 (13)	377 (16)		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WSWL	N	790 Pensacola	1.1 3.6 5 121

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WDWG-F	C	104.1 Atmore, AL	1.3 6.0 14 325
WKSJ-F	C	94.9 Mobile	1.1 4.4 35 541
WKSJ-F	AOR	99.5 Ft. Walton Bch.	0.9 5.4 27 505
WMXC-F	AC	99.9 Mobile	2.4 9.3 22 574
WRKH-F	CL AOR	96.1 Mobile	1.5 4.9 14 358
WWSF-F	CHR	98.1 Andalusia, AL	1.3 7.6 15 489

PENSACOLA

Consolidation Report	12+	25-54	Revenue
Capstar WMEZ-FM, WWSF-FM, WXBM-FM	22.9 %	27.1 %	54.3 %
Clear Channel, pend. WTKX-FM, WYCL-FM	17.4 %	18.8 %	14.5 %
	40.3 %	45.9 %	68.8 %

AM Stations

WCOA	1370	5 kw (DA-N)	Full Svc/Talk	Westwd, ABC	\$22.00	Katz	WWRO-F	
WRNE	980	2.5 kw/1 kw (DA-2)	Black/Gospel	ABC, AURN	\$<20.00	Roslin		Gulf Breeze

FM Stations

WMEZ	94.1	100 kw @ 1328	Soft AC	Westwd	\$38.00	Eastman	Capstar	
WTKX	101.5	100 kw @ 1328	AOR		\$22.00	D&R	Clear Chnl., pend.	
WWRO	100.7	100 kw @ 1555	Classic AOR	ABC	\$40.00	Katz	WCOA	
WXBM	102.7	100 kw @ 1328	Country	Westwd	\$82.00	Katz	Capstar	Milton
WYCL	107.3	100 kw @ 1407	Oldies		\$21.00	Mc-Guild	Clear Chnl., pend.	

Notes: Other ranked stations – See Mobile . . . 2/97 WMEZ-F sold to Patterson for \$7,000,000; contract later assigned to Capstar . . . 3/97 WZNO (1230) changed from Sports to Gospel . . . 6/97 WXBM-F sold by Patterson to Capstar for \$16,000,000 . . . 6/97 Paxson sold these stations to Clear Channel: WTKX-F for \$3,100,000; WYCL-F for \$2,600,000

Jim Duncan

Comments: Oldies WYCL-F is gaining strength . . . Listening levels are steady versus a year ago but down 10% from 1995 . . . WTKX-F had its highest share in more than four years . . . WWRO-F had its lowest share in more than four years

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies, Classic Hits
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - 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	

PEORIA

Arbitron Rank: 135 Pop (12+)	284,400	Stations: 18 / 15	Last Year's Revenue: \$12,500,000
MSA Rank:	143	Diaries: 799/356:1/57.7%	Household Income: \$42,517
MSA Pop:	345,000	Sample Target: 770	Retail Dollars: \$3.6 Bil.
DMA: 109 (w/Bloomington)		% Below Line: 4.0	#1 Biller: WWCT-F \$2,300,000
Average Persons Rating:	14.0	% Not Listed: 13.1	#1 Billing Portfolio: Midwest TV \$2,800,000
Market TSL In Hours:	19.25	Pop per Station: 18,960	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	WXCL-F	49 / 12.3	16.3	16.3	13.5	16.4	615 / 21.6	25.0	27.5	59 / 725	D
2	WPBG-F	43 / 10.8	5.1	6.9	7.0	8.0	602 / 21.2	15.9	17.8	60 / 908	C
3	WWCT-F	41 / 10.3	11.4	12.9	9.9	12.9	614 / 21.6	23.1	23.5	58 / 967	D
4	WMBD	30 / 7.5	6.0	5.7	5.8	5.8	462 / 16.2	15.0	17.4	32 / 525	C
5	WSWT-F	27 / 6.8	9.6	10.1	9.9	6.7	424 / 14.9	17.9	18.8	50 / 747	C
6	WIXO-F	25 / 6.3					301 / 10.6			27 / 379	
	WOAM	25 / 6.3	6.3	6.9	4.8	4.1	235 / 8.3	8.2	10.7	26 / 262	A
8	WFYR-F	20 / 5.0	2.7	1.9	1.4	3.0	344 / 12.1	10.2	8.8	25 / 474	A
9	WGLO-F	18 / 4.5	5.4	5.5	6.8	6.7	443 / 15.6	14.7	14.8	29 / 626	B
10	WKZW-F	14 / 3.5	3.1	4.1	2.2	4.3	393 / 13.8	10.6	13.0	15 / 436	A
11	WTAZ-F	11 / 2.8	5.6	3.4	3.9	3.4	206 / 7.2	11.2	9.8	13 / 257	A
12	WEEK-F	9 / 2.3	3.8	2.9	1.7	0.4	221 / 7.8	8.6	8.7	12 / 294	A

12+ FM Share (Metro): 80.00 % (276 of 345) (Spring 96: 78.34 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WIXO-F >	1 WWCT-F >	1 WWCT-F	1 WWCT-F	1 WPBG-F <	1 WXCL-F <	1 WMBD	1 WPBG-F	1 WXCL-F <	1 WXCL-F	1 WXCL-F
2 WXCL-F	2 WIXO-F	2 WPBG-F	2 WPBG-F	2 WWCT-F	2 WPBG-F	2 WXCL-F <	2 WWCT-F <	2 WWCT-F <	2 WIXO-F >	2 WIXO-F
3 WKZW-F	3 WFYR-F	3 WXCL-F	3 WXCL-F >	3 WXCL-F >	3 WMBD <	3 WWCT-F	3 WXCL-F	3 WPBG-F	3 WWCT-F	3 WFYR-F
	4 WXCL-F	4 WSWT-F	4 WSWT-F	4 WSWT-F	4 WOAM	4 WPBG-F >	4 WOAM	4 WSWT-F	4 WPBG-F	
	5 WPBG-F	5 WIXO-F <	5 WFYR-F	5 WFYR-F <	5 WSWT-F	5 WSWT-F	5 WSWT-F >	5 WOAM <	5 WKZW-F	
	6 WGLO-F	6 WFYR-F <	6 WGLO-F >	6 WGLO-F	6 WWCT-F >>	6 WGLO-F	6 WMBD <	6 WIXO-F	6 WMBD	
							7 WTAZ-F	7 WFYR-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 WIXO-F	1 WFYR-F	1 WFYR-F	1 WPBG-F <	1 WPBG-F	1 WIXO-F >>	1 WWCT-F >>	1 WWCT-F >>	1 WWCT-F >>	1 WWCT-F >>
2 WSWT-F >	WIXO-F	2 WXCL-F	2 WXCL-F	WXCL-F	2 WXCL-F	2 WIXO-F	2 WGLO-F	2 WPBG-F >	2 WPBG-F >
3 WFYR-F	3 WKZW-F	WWCT-F	WSWT-F >	3 WSWT-F >	WWCT-F >	3 WGLO-F >	3 WTAZ-F >	3 WXCL-F	3 WXCL-F >
	4 WXCL-F	WKZW-F	4 WFYR-F	4 WFYR-F	4 WGLO-F >>	4 WFYR-F	WXCL-F	WIXO-F	4 WGLO-F
	WSWT-F	5 WPBG-F	5 WWCT-F	5 WWCT-F				5 WGLO-F >	
		WIXO-F >	6 WIXO-F						

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	0 (0)	0 (0)	0.0 %	5.8 %
AOR/Classic/NR	0 (0)	84 (3)	84 (3)	24.3 %	18.9 %
Black/Urban	0 (0)	7 (1)	7 (1)	2.0 %	5.5 %
CHR	0 (0)	19 (2)	19 (2)	5.5 %	4.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	76 (3)	76 (3)	22.0 %	22.9 %
Full Service	41 (3)	0 (0)	41 (3)	11.9 %	9.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	0 (0)	11 (1)	11 (1)	3.2 %	8.3 %
Oldies	0 (0)	52 (2)	52 (2)	15.1 %	4.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.9 %	2.0 %
Soft AC/EZ	0 (0)	27 (1)	27 (1)	7.8 %	10.8 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	25 (1)	0 (0)	25 (1)	7.2 %	7.1 %
Totals	69 (5)	276 (13)	345 (18)		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBGE-F	B	92.3 Peoria	1.8 4.1 8 134
WIRL	FS	1290 Peoria	1.8 6.4 7 210
WPEO	REL	1020 Peoria	0.8 1.3 4 73

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBNQ-F	CHR	101.5 Bloomington	1.3 6.3 31 646
WBWN-F	C	104.1 Leroy	1.8 3.0 41 470
WGN	FS/T	720 Chicago	1.0 3.9 14 315

PEORIA

Consolidation Report	12+	25-54	Revenue
Cromwell, pend. WFYR-FM, WGLO-FM, WIXO-FM, WVLE-AM	25.2 %	25.9 %	9.4 %
Kelly WXCL-FM, WKZW-FM, WOAM-AM	22.1 %	17.1 %	22.3 %
	47.3 %	43.0 %	31.7 %

AM Stations

Station	Freq	Power	Service	Network	Revenue	Advertiser	Service
WIRL	1290	5 kw (DA-2)	Full Service	ABC, Westwd	\$<20.00	Christal	Comm. Service
WMBD	1470	5 kw (DA-2)	Full Service	CBS	\$37.00	Katz	Midwest TV
WOAM	1350	1 kw (DA-2)	Standards	ABC	\$<20.00	Mc-Guild	Kelly

FM Stations

Station	Freq	Power	Service	Network	Revenue	Advertiser	Service
WBGE	92.3	6 kw @ 148	Black	ABC	\$<20.00	K&P	
WEEK	98.5	3 kw @ 328	Oldies	CNN	\$ NA	---	Eureka
WFYR	97.3	23.5 kw @ 338	Country		\$<20.00	---	Cromwell Elmwood
WGLO	95.5	7 kw @ 620	Classic AOR		\$22.00	D&R	Cromwell Pekin
WIXO	99.9	1.5 kw @ 584	New Rock		\$ NA	---	Cromwell, pend. Bartonville
WKZW	94.3	6 kw @ 300	CHR	CNN	\$<20.00	Mc-Guild	Kelly Chillicothe
WPBG	93.3	41 kw @ 551	Oldies		\$26.00	Katz	Midwest TV
WSWT	106.9	50 kw @ 479	Soft AC		\$43.00	Christal	Comm. Service
WTAZ	102.3	6 kw @ 298	Talk	CBS, Talknt, WW1	\$<20.00	K&P	Morton
WWCT	105.7	33 kw @ 591	AOR		\$52.00	Christal	
WXCL	104.9	3 kw @ 328	Country	Westwd	\$53.00	Mc-Guild	Kelly Pekin

Notes: 1/97 WIVR-F changed calls to WEEK-F; remains Oldies . . . 3/97 WMXP-F changed from AC to Oldies as WPBG-F ("Big Oldies") . . . 5/97 WIXO-F sold by Howard Bill to Cromwell for \$853,000

Jim Duncan

Comments: Oldies WPBG-F (formerly WMXP-F) debuted with double figures and the best share for that facility in many years . . . New Rock WIXO-F debuted with a 6.3

PHILADELPHIA

Arbitron Rank: 5 Pop (12+): 4,065,300
MSA Rank: 4
MSA Pop: 4,950,000
DMA: 4
Average Persons Rating: 18.0
Market TSL in Hours: 23.25

Stations: 30 / 23
Diaries: 4,783/850:1/50.9%
Sample Target: 4,630
% Below Line: 4.3
% Not Listed: 11.7
Pop per Station: 176,752

Last Year's Revenue: \$204,300,000
Household Income: \$50,137
Retail Dollars: \$45.9 Bil.
#1 Biller: KYW \$26,600,000
#1 Billing Portfolio: Westinghouse \$77,100,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	WYSP-F	461 / 6.3	5.5	4.8	5.2	5.1	5.5	7010 / 17.2	17.4	15.6	612 / 9788	K WYSP-F
2	KYW	460 / 6.3	7.1	7.3	7.3	7.2	7.0	11416 / 28.1	30.7	30.9	492 / 12589	K KYW
3	WBEB-F	440 / 6.0	6.2	5.7	5.5	5.7	5.9	6142 / 15.1	15.0	16.0	502 / 7207	I WBEB-F
4	WOGL-F	398 / 5.5	4.5	5.0	5.9	5.4	5.2	6393 / 15.7	15.0	15.5	499 / 8307	I WOGL-F
5	WVDB-F	365 / 5.0	5.3	4.9	5.1	4.4	5.1	4918 / 12.1	11.7	10.7	457 / 6370	H WVDB-F
	WUSL-F	365 / 5.0	6.2	6.4	6.2	6.8	6.0	5533 / 13.6	14.5	14.0	516 / 7577	I WUSL-F
7	WDAS-F	356 / 4.9	5.4	5.1	5.1	5.5	5.1	3928 / 9.7	9.9	10.6	419 / 4863	I WDAS-F
8	WMMR-F	331 / 4.5	3.5	3.7	3.5	4.5	3.8	5571 / 13.7	12.6	14.3	416 / 7272	I WMMR-F
9	WMGK-F	318 / 4.4	4.1	4.7	4.7	4.6	4.5	5889 / 14.5	12.7	13.2	398 / 7664	H WMGK-F
10	WPEN	294 / 4.0	5.0	4.5	4.3	4.8	4.5	3156 / 7.8	7.6	7.8	305 / 3350	F WPEN
11	WXTU-F	292 / 4.0	4.4	3.9	4.2	3.8	4.1	3780 / 9.3	9.6	9.8	386 / 4848	I WXTU-F
12	WPHI-F	285 / 3.9	2.7	1.9	1.8	2.1	2.6	4503 / 11.1	8.4	9.1	308 / 5010	D WPHI-F
13	WJZ-F	282 / 3.9	4.1	4.3	4.2	3.2	4.1	4096 / 10.1	10.7	9.9	367 / 5321	G WJZ-F
14	WIOQ-F	266 / 3.6	4.5	4.8	4.5	4.3	4.4	5918 / 14.6	17.5	15.6	357 / 8135	G WIOQ-F
15	WYXR-F	252 / 3.5	2.6	3.5	3.6	3.9	3.3	5301 / 13.0	13.0	12.8	310 / 6934	H WYXR-F
16	WIP	247 / 3.4	3.7	3.6	2.8	3.7	3.4	4809 / 11.8	11.1	11.4	292 / 5820	I WIP
17	WPLY-F	199 / 2.7	2.8	2.6	3.0	3.1	2.8	4961 / 12.2	13.0	14.1	251 / 6265	G WPLY-F
18	WFLN-F	187 / 2.6	3.2	3.2	2.9	3.1	3.0	3030 / 7.5	8.5	7.9	246 / 3979	E WFLN-F
19	WHAT	118 / 1.6	1.0	1.4	1.3	0.7	1.3	1067 / 2.6	2.3	1.9	118 / 1072	B WHAT
20	WPST-F	91 / 1.2	1.4	1.4	1.2	1.6	1.3	2910 / 7.2	7.3	8.5	160 / 4273	WPST-F
	WDAS	91 / 1.2	1.1	0.8	0.9	1.1	1.0	1189 / 2.9	2.6	3.3	92 / 1230	C WDAS

12+ FM Share (Metro): 78.96 % (5090 of 6446) (Spring 96: 78.03 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight	
1	WPHI-F	1 WYSP-F >	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 KYW	1 WYSP-F <	1 WBEB-F	1 WBEB-F	1 WUSL-F	1 KYW >
2	WUSL-F >>	2 WUSL-F	2 WMMR-F <	2 WMMR-F	2 WMMR-F	2 WWDB-F <	2 KYW >>	2 WYSP-F <	2 WWDB-F <	2 WPHI-F	2 WWDB-F >
3	WPLY-F <	3 WMMR-F <	3 WMGK-F <	3 WDAS-F <	WDAS-F <	3 WOGL-F <	3 WBEB-F <	3 WOGL-F	3 WUSL-F <	3 WDAS-F	3 WUSL-F
4	WIOQ-F >>	4 WIOQ-F <	4 WDAS-F	4 WMGK-F	4 WOGL-F <	4 WBEB-F <	4 WVDB-F	WMMR-F	4 WOGL-F <	4 WIOQ-F <	4 WDAS-F <
5	WMGK-F <	5 WBEB-F <	5 WBEB-F	5 WBEB-F <	5 WPEN	5 WMMR-F <	5 WMGK-F	5 KYW <	5 WOGL-F <	5 WJZ-F <	5 WJZ-F <
6	WPHI-F	6 WUSL-F	6 WUSL-F	6 WMGK-F	6 WDAS-F <	6 WOGL-F <	6 WVDB-F	6 WYSP-F	6 WYSP-F	6 WJZ-F	6 WXTU-F
7	WPLY-F <	7 WOGL-F <	7 WJZ-F <	7 WJZ-F <	7 WJZ-F	7 WDAS-F <	7 WDAS-F <	7 WPHI-F	7 WJZ-F	7 WJZ-F	7 WJZ-F
8	WDAS-F	8 WIOQ-F	8 WYXR-F <	8 KYW <	WXTU-F	8 WPEN <	8 WPEN <	8 WMGK-F <	8 WBEB-F <	8 WBEB-F <	8 WBEB-F <
		9 WYXR-F <	9 WUSL-F <	9 WXTU-F <		9 WIP	9 WXTU-F <	9 WDAS-F	9 KYW <	9 KYW <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1	WUSL-F	1 WUSL-F <	1 WBEB-F	1 WBEB-F	1 WYSP-F >	1 WYSP-F >	1 WYSP-F >	1 WYSP-F >	1 WYSP-F
2	WPHI-F	2 WBEB-F <	2 WDAS-F <	2 WDAS-F <	2 WIOQ-F	2 WMMR-F	2 WMMR-F >	2 WMMR-F	2 WMMR-F
3	WIOQ-F <	3 WYXR-F <	3 WYXR-F <	3 WOGL-F <	3 WPHI-F <	3 WUSL-F	3 WUSL-F <	3 WMGK-F	3 WMGK-F <
4	WBEB-F	WIOQ-F <	4 WBEB-F <	4 WUSL-F <	4 WYXR-F	4 WPLY-F <	4 WIOQ-F <	4 WMGK-F	4 WIP
5	WYXR-F <	5 WMGK-F <	5 WMGK-F	5 WMGK-F <	5 WJZ-F	5 WUSL-F >	5 WPHI-F <	5 WIP	5 WDAS-F <
6	WPLY-F	6 WPHI-F <	6 WIOQ-F	6 WIOQ-F <	6 WMGK-F <	6 WMMR-F	6 WMGK-F <	6 WDAS-F	6 WUSL-F <
7	WYSP-F <	7 WDAS-F <	7 WMMR-F	7 WOGL-F <	7 WXTU-F <	7 WPLY-F	7 WPLY-F	7 WOGL-F	7 KYW
8	WMGK-F >	8 WYSP-F	WYSP-F	8 WJZ-F	8 KYW <				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WFIL	REL	560	Philadelphia	0.3 1.5 30 696
WPHT	T	1210	Philadelphia	0.8 4.8 69 2242
WURD	REL	900	Philadelphia	0.5 1.0 37 419

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WFAN	SPRTS	660	New York	0.3 1.0 70 1258
WFMZ-F	SAC	100.7	Allentown	0.5 1.2 148 2074
WJBR-F	AC	99.5	Wilmington, DE	0.6 2.3 144 2181
WKXW-F	T	101.5	Trenton, NJ	0.6 3.0 123 3066
WRDR-F	ST	104.9	Egg Harbor, NJ	0.7 1.9 153 1789
WSTW-F	CHR	93.7	Wilmington, DE	0.3 2.2 97 2257

PHILADELPHIA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	737 (3)	737 (3)	11.4 %	12.2 %	Beasley WXTU-FM, WWDB-FM, WTEL-AM	10.2 %	7.8 %	10.4 %
AOR/Classic/NR	0 (0)	331 (1)	331 (1)	5.1 %	7.2 %				
Black/Urban	118 (1)	1006 (3)	1124 (4)	17.4 %	15.7 %	Chancellor WDAS-FM, WDAS-AM, WYXR-FM, WIOQ-FM, WJJZ-FM, WUSL-FM	22.1 %	24.5 %	24.5 %
CHR	0 (0)	581 (4)	581 (4)	9.0 %	8.2 %				
Classical	0 (0)	187 (1)	187 (1)	2.9 %	3.9 %	Greater Media WMMR-FM, WPEN-AM, WMGK-FM, WFLN-FM	15.5 %	15.1 %	15.4 %
Country	0 (0)	292 (1)	292 (1)	4.5 %	4.7 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Salem WZZD-AM, WFIL-AM	5.1 %	4.0 %	1.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	282 (1)	282 (1)	4.4 %	5.2 %	Westinghouse WPHT-AM, KYW-AM, WIP-AM, WYSP-FM, WOGL-FM	22.3 %	23.8 %	37.7 %
News/Talk	521 (2)	826 (2)	1347 (4)	20.9 %	21.3 %				
Oldies	0 (0)	757 (3)	757 (3)	11.7 %	7.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	153 (3)	0 (0)	153 (3)	2.4 %	3.0 %				
Soft AC/EZ	0 (0)	38 (1)	38 (1)	0.6 %	0.8 %				
Sports	270 (2)	0 (0)	270 (2)	4.2 %	4.4 %				
Standards	294 (1)	53 (1)	347 (2)	5.4 %	6.4 %				
Totals	1356 (9)	5090 (21)	6446 (30)				75.2 %	75.2 %	89.0 %

AM Stations

Station	Power	Frequency	Format	Company	Advertiser	Agency	Owner
KYW	1060	50 kw (DA-1)	News	WW1, CNN, ABC	\$420.00	Group W	Westinghouse
WDAS	1480	5 kw/1 kw (DA-2)	Black Gospel	AURN	\$50.00	D&R	Chancellor
WFIL	560	5 kw (DA-2)	Religion		\$ NA	Salem	Salem
WHAT	1340	1 kw	Black Talk		\$ NA	—	
WIP	610	5 kw (DA-1)	Sports	Westwd	\$170.00	Interep	Westinghouse
WPEN	950	5 kw (DA-N)	Standards	Westwd	\$95.00	Allied	Greater Media
WPHT	1210	50 kw	Talk	CBS	\$75.00	CBS	Westinghouse

FM Stations

Station	Power	Frequency	Format	Company	Advertiser	Agency	Owner
WBEB	101.1	14 kw @ 940	AC		\$211.00	Mc-Guild	
WDAS	105.3	16.5 kw @ 873	Black AC	ABC	\$253.00	D&R	Chancellor
WFLN	95.7	50 kw @ 502	Classical		\$115.00	Allied	Greater Media
WIOQ	102.1	27 kw @ 670	CHR		\$171.00	Banner	Chancellor
WJJZ	106.1	22.5 kw @ 740	Jazz		\$120.00	Christal	Chancellor
WMGK	102.9	8.5 kw @ 1180	Classic Hits		\$180.00	Allied	Greater Media
WMMR	93.3	18 kw @ 827	AOR		\$250.00	Allied	Greater Media
WOGL	98.1	12.5 kw @ 1000	Oldies	CBS	\$254.00	CBS	Westinghouse
WPHI	103.9	0.34 kw @ 1000	Black		\$75.00	Mc-Guild	Radio One Jenkintown Media
WPLY	100.3	35 kw @ 600	CHR-New Rock		\$165.00	Allied	
WUSL	98.9	18 kw @ 830	Black		\$210.00	Banner	Chancellor
WWDB	96.5	17 kw @ 865	Talk	ABC	\$175.00	Banner	Beasley
WXTU	92.5	15.5 kw @ 900	Country		\$195.00	D&R	Beasley
WYSP	94.1	16 kw @ 900	Talk/Classic AOR	Source, Westwd	\$390.00	Interep	Westinghouse
WYXR	104.5	16.5 kw @ 873	AC/CHR		\$185.00	Katz	Chancellor

Notes: WPST-F -- See Trenton in the American Radio Small Market edition . . . 2/97 WDRE-F changed from New Rock to Black . . . 3/97 Chancellor acquired these stations through merger with Evergreen: WDAS-AM, WIOQ-F, WJJZ-F, WUSL-F and WYXR-F . . . 3/97 Westinghouse traded WMMR (plus WBOS-F and WOAZ-F Boston) to Greater Media for KRLA/KLSX-F Los Angeles . . . 4/97 Evergreen sold WFLN-F to Greater Media for \$41,800,000 . . . 4/97 WDRE-F changed calls to WPHI-F . . . 6/97 WPWA (1590; Chester, PA) sold by Children's to Global for \$_____ (Star)

Jim Duncan

Comments: Radio One's new WPHI-F is up to nearly a four share (Radio One had a superb Spring book in all their markets; they do a great job with young-end Black stations) . . . WUSL-F has been wounded by WPHI-F . . . WYSP-F has replaced KYW as #1 in 12+; I believe this is the first time WYSP-F has been the overall 12+ leader and I cannot remember the last time KYW was not #1

PHOENIX

Arbitron Rank: 18 **Pop (12+):** 2,074,000
MSA Rank: 16
MSA Pop: 2,700,000
DMA: 17
Average Persons Rating: 16.6
Market TSL In Hours: 21.75

Stations: 34 / 32
Diaries: 3,216/645:1/53.9%
Sample Target: 3,030
% Below Line: 1.8
% Not Listed: 12.6
Pop per Station: 64,812

Last Year's Revenue: \$106,300,000
Household Income: \$38,029
Retail Dollars: \$27.0 Bil.
#1 Biller: KCWW/KNIX-F \$12,100,000
#1 Billing Portfolio:
 Chancellor \$28,500,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	KNIX-F	C	239 / 7.0	6.8	5.7	6.1	6.6	6.4	3086 / 14.9	16.2	16.5	277 / 3729	I	KNIX-F
2	KMLE-F	C	207 / 6.0	6.3	6.1	7.6	6.7	6.5	3236 / 15.6	16.2	16.3	216 / 3565	I	KMLE-F
	KOOL-F	O	207 / 6.0	4.8	5.4	5.5	5.0	5.4	3360 / 16.2	14.7	15.5	212 / 3532	G	KOOL-F
4	KFYI	T	189 / 5.5	5.4	5.4	5.0	6.1	5.3	2057 / 9.9	10.4	10.5	198 / 2215	G	KFYI
	KTAR	N/T	189 / 5.5	6.3	7.1	7.1	6.2	6.5	3446 / 16.6	19.9	19.3	197 / 3599	I	KTAR
6	KOY	ST	175 / 5.1	5.0	5.9	5.5	4.5	5.4	2045 / 9.9	10.7	9.3	187 / 2227	D	KOY
7	KKFR-F	CHRU	167 / 4.9	4.7	5.6	5.7	6.4	5.2	3016 / 14.5	16.0	18.0	175 / 3261	G	KKFR-F
8	KUPD-F	AOR	161 / 4.7	5.1	4.6	3.5	4.5	4.5	2074 / 10.0	12.0	10.9	181 / 2264	H	KUPD-F
9	KZZP-F	CHR/AC	156 / 4.5	3.4	3.6	3.9	3.5	3.9	3072 / 14.8	13.9	12.5	164 / 3234	F	KZZP-F
10	KESZ-F	AC	130 / 3.8	4.2	4.2	3.5	2.8	3.9	2202 / 10.6	11.0	8.8	131 / 2239	G	KESZ-F
11	KZON-F	AOR-P	127 / 3.7	3.0	3.2	3.8	2.9	3.4	2264 / 10.9	10.2	9.6	128 / 2315	F	KZON-F
12	KEDJ-FF	AOR-NR	124 / 3.6	4.0	3.3	4.0	3.9	3.7	2631 / 12.7	12.0	12.3	145 / 2907	E	KEDJ-FF
13	KSLX-AF	CL AOR	110 / 3.2	2.6	3.3	3.2	3.6	3.1	1979 / 9.5	10.1	10.0	117 / 2134	G	KSLX-AF
14	KDKB-F	AOR	108 / 3.1	3.5	3.6	3.4	4.1	3.4	1859 / 9.0	10.0	10.6	117 / 1973	G	KDKB-F
15	KYOT-F	J	106 / 3.1	3.3	3.2	3.7	5.1	3.3	1876 / 9.0	8.8	9.1	115 / 2016	E	KYOT-F
16	KKLT-F	SAC	100 / 2.9	2.8	3.0	4.3	3.4	3.3	1761 / 8.5	9.1	9.4	119 / 2082	G	KKLT-F
17	KPTY-FF	CHRU	92 / 2.7	3.0	1.3	1.5	0.9	2.1	1714 / 8.3	5.9	4.7	121 / 2094	B	KPTY-FF
18	KOAZ-F	J	66 / 1.9	1.3	1.5	1.4	0.9	1.5	1085 / 5.2	5.1	2.3	67 / 1154	B	KOAZ-F
19	KHTC-F	CL HITS	57 / 1.7	1.9	2.5	2.3	2.0	2.1	1356 / 6.5	8.8	6.4	67 / 1430	E	KHTC-F
20	KVVA-F	SP	48 / 1.4	1.3	0.6	0.4	0.3	0.9	696 / 3.4	1.8	0.9	49 / 710		KVVA-F
21	KLVA-F	SP	36 / 1.0	0.8	0.6	0.5	0.4	0.7	491 / 2.4	2.1	1.3	36 / 499		KLVA-F
22	KBUQ-F	C	35 / 1.0	1.5	1.8	1.0		1.3	999 / 4.8	6.0		38 / 1074		KBUQ-F

12+ FM Share (Metro): 77.26 % (2320 of 3003) (Spring 96: 74.37 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKFR-F >	1 KUPD-F <	1 KMLE-F <	1 KOOL-F <	1 KNIX-F <	1 KNIX-F <	1 KTAR <	1 KFYI	1 KNIX-F	1 KKFR-F	1 KTAR
2 KPTY-FF	2 KZZP-F	2 KOOL-F <	2 KNIX-F	2 KOOL-F	2 KOY <	2 KNIX-F	2 KNIX-F <	2 KOOL-F <	2 KTAR	2 KMLE-F <
3 KEDJ-FF >	3 KKFR-F <	3 KZZP-F <	KMLE-F	3 KMLE-F	3 KFYI <	3 KMLE-F <	3 KOOL-F	3 KMLE-F	3 KUPD-F <	3 KFYI
4 KEDJ-FF <	4 KUPD-F <	4 KZZP-F <	4 KESZ-F	4 KESZ-F	4 KTAR <	4 KOOL-F <	4 KMLE-F <	4 KZZP-F	4 KMLE-F	4 KOY
5 KZON-F	5 KNIX-F	5 KDKB-F <	KZZP-F <	5 KOOL-F	5 KOOL-F	5 KESZ-F <	5 KOY	KUPD-F	5 KPTY-FF <	5 KNIX-F
6 KMLE-F >	6 KZON-F <	6 KZON-F	6 KZON-F	6 KZON-F	6 KMLE-F	6 KEDJ-FF <	6 KZZP-F	KTAR <	6 KZZP-F <	
7 KDKB-F <	7 KKFR-F	KESZ-F	KUPD-F <	7 KESZ-F	7 KUPD-F	7 KZON-F <	7 KFYI <	7 KNIX-F <	7 KEDJ-FF <	
8 KNIX-F	8 KDKB-F <	KUPD-F <	8 KSLX-AF	8 KYOT-F <	8 KOY <	8 KTAR <	8 KKFR-F	8 KEDJ-FF <		
	9 KSLX-AF <	9 KSLX-AF	KDKB-F <	9 KKLT-F	9 KKFR-F	9 KUPD-F <	9 KOY <	9 KOOL-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 KZZP-F	1 KZZP-F	1 KZZP-F	1 KZZP-F <	1 KNIX-F <	1 KUPD-F	1 KUPD-F	1 KUPD-F >	1 KUPD-F	1 KOOL-F <
2 KKFR-F	2 KMLE-F <	2 KMLE-F	2 KMLE-F	2 KMLE-F <	2 KEDJ-FF >	2 KEDJ-FF	2 KZON-F <	2 KDKB-F <	2 KNIX-F <
3 KMLE-F	3 KKFR-F	3 KKFR-F <	3 KNIX-F <	3 KOOL-F <	3 KZZP-F <	3 KZON-F	3 KEDJ-FF <	3 KZON-F	3 KUPD-F <
4 KPTY-FF <	4 KUPD-F	4 KZON-F	4 KESZ-F <	4 KESZ-F <	4 KZON-F	4 KDKB-F <	4 KDKB-F	KOOL-F	4 KDKB-F <
5 KUPD-F	KZON-F	5 KNIX-F <	5 KOOL-F <	5 KZZP-F >	5 KKFR-F <	5 KKFR-F <	5 KKFR-F	5 KSLX-AF <	5 KSLX-AF
6 KEDJ-FF	6 KNIX-F <	6 KESZ-F	6 KKFR-F >	6 KKFR-F <	6 KOOL-F	6 KZZP-F	6 KZZP-F	6 KEDJ-FF <	KTAR <
7 KZON-F	7 KEDJ-FF	KUPD-F	7 KKLT-F	7 KKLT-F	7 KOOL-F	7 KOOL-F	7 KSLX-AF	7 KMLE-F	7 KZON-F <
	8 KESZ-F <	8 KEDJ-FF	KZON-F <				KSLX-AF <	KNIX-F	8 KFYI
	9 KPTY-FF		9 KUPD-F			9 KMLE-F		9 KTAR	KMLE-F >

Other Rated Stations			Metro Cume Share Rating	TSA AQH Cume		
KCWW	C	1580 Tempe	0.5	1.5	19	352
KFNN	T	1510 Mesa	0.3	0.9	11	187
KGME	SPRTS	1360 Glendale	0.9	2.8	30	574
KISO	B/AC	1230 Phoenix	0.8	1.3	26	268
KMJK-F	B	106.9 Buckeye	0.5	1.5	18	320
KMVP	SPRTS	860 Phoenix	0.3	2.4	11	501
KSUN	SP	1400 Phoenix	0.4	1.6	13	340
KXAM	T	1310 Mesa	0.6	1.4	23	350

Other Rated Stations--Outside Market			Metro Cume Share Rating	TSA AQH Cume		
KAHM-F	EZ	102.1 Prescott	0.8	1.5	83	736

PHOENIX

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	130 (1)	130 (1)	4.3 %	4.8 %	Chancellor	24.7 %	24.5 %	26.6 %
AOR/Classic/NR	2 (1)	629 (6)	631 (7)	21.0 %	20.4 %	KOOL-FM, KZON-FM, KYOT-FM, KISD-AM, KOY-AM, KMLE-FM			
Black/Urban	26 (1)	18 (1)	44 (2)	1.5 %	0.9 %	Nationwide	6.2 %	7.1 %	7.3 %
CHR	0 (0)	415 (4)	415 (4)	13.8 %	11.9 %	KHTC-FM, KZZP-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	OwensMAC (JOA)	13.2 %	15.0 %	17.1 %
Country	16 (1)	481 (3)	497 (4)	16.6 %	16.1 %	KNIX-FM, KCWW-AM, KESZ-FM, KOAZ-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Pulitzer	8.7 %	8.1 %	15.2 %
Hispanic	13 (1)	84 (2)	97 (3)	3.2 %	3.5 %	KMVP-AM, KKLt-FM, KTAR-AM			
Jazz	0 (0)	172 (2)	172 (2)	5.7 %	5.3 %	Sandusky	11.0 %	13.6 %	18.7 %
News/Talk	410 (4)	0 (0)	410 (4)	13.7 %	15.4 %	KSLX-AF, KUKQ-AM, KUPD-FM, KDKB-FM			
Oldies	0 (0)	264 (2)	264 (2)	8.8 %	9.0 %		63.7 %	68.3 %	84.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	127 (2)	127 (2)	4.2 %	4.2 %				
Sports	41 (2)	0 (0)	41 (2)	1.4 %	1.2 %				
Standards	175 (1)	0 (0)	175 (1)	5.8 %	7.1 %				
Totals	683 (11)	2320 (23)	3003 (34)						

AM Stations

KCWW	1580	5 kw (DA-N)	Classic Country		\$ NA	Katz	Buck Owens	Tempe
KFYI	910	5 kw (DA-N)	Talk	CBS, Westwd	\$88.00	D&R	Broadcast Group	
KGME	1360	5 kw/1 kw (DA-N)	Sports	Westwd, 1-on-1	\$ NA	Allied	New Century	Glendale
KOY	550	5 kw/1 kw	Standards	Westwd, CNN	\$55.00	Sentry	Chancellor	
KTAR	620	5 kw (DA-N)	News/Talk	ABC	\$174.00	Christal	Pulitzer	

FM Stations

KAHM	102.1	58 kw @ 2526	Easy Listening		\$ NA	—		Prescott
KBUQ	105.9	8.2 kw @ 571	Country		\$ NA	Allied	New Century	Paradise Valley
KDKB	93.3	100 kw @ 1540	AOR		\$141.00	Allied	Sandusky	
KEDJ	106.3	23 kw @ 725	AOR-New Rock		\$84.00	Allied	New Century	Sun City
KESZ	99.9	100 kw @ 1702	AC	AP	\$101.00	CBS		
KHOT	100.3	90 kw @ 2047	See KEDJ-F					Globe
KHTC	96.9	100 kw @ 1560	Classic Hits		\$77.00	CBS	Nationwide	
KKFR	92.3	100 kw @ 1647	CHR/Urban		\$100.00	D&R	Broadcast Group	
KKLT	98.7	100 kw @ 1788	Soft AC		\$114.00	Christal	Pulitzer	
KMLE	107.9	100 kw @ 1736	Country		\$214.00	Mc-Guild	Chancellor	
KNIX	102.5	100 kw @ 1620	Country		\$214.00	Katz	Buck Owens	
KOAZ	103.5	62 kw @ 2428	Jazz		\$35.00	CBS	KESZ-F	Glendale
KOOL	94.5	100 kw @ 1655	Oldies		\$145.00	Christal	Chancellor	
KPTY	103.9	1.4 kw @ 1345	CHR/Urban		\$ NA	Roslin	Fey/Clifton	Coolidge
KRIM	104.3	100 kw @ 1023	See KPTY-F					Payson
KSLX	100.7	100 kw @ 1840	Classic AOR		\$110.00	Eastman	Sandusky	
KUPD	97.9	100 kw @ 1620	AOR		\$160.00	Banner	Sandusky	Tempe
KVVA	107.1	25 kw @ 312	Hispanic		\$ NA	Lotus	Z-Spanish	Apache Junction
KYOT	96.5	100 kw @ 1570	Jazz		\$80.00	Allied	Chancellor	
KZON	101.5	100 kw @ 1740	Prog. AOR	ABC	\$70.00	Sentry	Chancellor	
KZZP	104.7	100 kw @ 1550	CHR/AC		\$85.00	Mc-Guild	Nationwide	

Notes: 3/97 KRDS-AF changed from Contemporary Christian to Jones Satellite Networks' Standards format as KMYL-AF . . . 4/97 KIDR (740) sold by Bonneville to Children's for \$1,000,000 in CBC stock . . . 6/97 KIDR sold by Children's to Global for \$_____ (Star) . . . 7/97 Buck Owens and MAC America (KESZ-F/KOAZ-F) create a Joint Operating Agency under which Owens will operate the MAC America stations

Jim Duncan

Comments: The KNIX-F and KMLE-F battle is one of the classics of the 1990's . . . Another interesting battle is that between KFYI and KTAR . . . KOOL-F had, by far, its best book in more than three years . . . KZZP-F turned in its best performance in about three years . . . KHTC-F is at its lowest share level in more than three years

PITTSBURGH

Arbitron Rank: 20 Pop (12+): 2,029,000	Stations: 25 / 23	Last Year's Revenue: \$76,600,000
MSA Rank: 19	Diaries: 3,432/591:1/62.3%	Household Income: \$39,726
MSA Pop: 2,390,000	Sample Target: 3,300	Retail Dollars: \$22.0 Bil
DMA: 19	% Below Line: 0.8	#1 Biller: KDKA \$12,200,000
Average Persons Rating: 16.6	% Not Listed: 12.6	#1 Billing Portfolio:
Market TSL In Hours: 22.00	Pop per Station: 88,217	SFX \$25,650,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1 KDKA	N/T	460 / 13.7	12.2	12.3	12.7	12.8	12.7	5047 / 24.9	25.4	26.7	513 / 5898	I KDKA
2 WDVE-F	AOR	295 / 8.8	9.0	9.4	9.5	9.2	9.2	3978 / 19.6	19.9	20.3	383 / 5205	I WDVE-F
3 WDSY-F	C	280 / 8.3	7.3	7.7	8.1	7.6	7.8	3097 / 15.3	16.5	15.8	320 / 3686	G WDSY-F
4 WBZZ-F	CHR	241 / 7.2	6.3	6.2	6.1	6.7	6.4	4318 / 21.3	20.8	21.7	286 / 5293	H WBZZ-F
5 WWSW-AF	O	198 / 5.9	5.3	6.2	6.9	6.5	6.1	3297 / 16.2	18.3	17.6	242 / 4095	H WWSW-AF
6 WXDX-F	AOR-NR	167 / 5.0	5.3	5.0	5.8	2.8	5.3	3048 / 15.0	13.3	10.3	188 / 3598	C WXDX-F
7 WSHH-F	SAC	147 / 4.4	5.4	4.8	4.9	4.1	4.9	2474 / 12.2	12.9	12.6	164 / 2787	E WSHH-F
8 WJAS	ST	144 / 4.3	4.5	5.6	3.9	3.8	4.6	1624 / 8.0	10.0	8.6	145 / 1644	C WJAS
9 WLTJ-F	SAC	125 / 3.7	4.3	3.7	3.1	3.6	3.7	2164 / 10.7	10.7	10.7	146 / 2660	D WLTJ-F
10 WJJJ-F	J	123 / 3.7	3.8	3.8	4.0	3.0	3.8	1852 / 9.1	10.4	10.6	129 / 1980	B WJJJ-F
11 WTAE	T	118 / 3.5	3.8	4.4	3.9	3.8	3.9	2160 / 10.6	14.4	12.1	120 / 2252	G WTAE
12 WZPT-F	CL HITS	109 / 3.2	2.5	2.6	3.3	3.6	2.9	2367 / 11.7	10.4	11.6	128 / 2709	D WZPT-F
13 WRRK-F	CL AOR	106 / 3.1	2.6	2.8	2.9	2.7	2.8	2404 / 11.8	11.6	10.0	125 / 2775	C WRRK-F
14 WAMO-F	B	104 / 3.1	3.4	3.1	2.8	3.4	3.1	1539 / 7.6	6.7	7.6	125 / 1916	D WAMO-F
15 WVTY-F	AC	103 / 3.1	3.3	4.1	3.9	4.2	3.6	2480 / 12.2	14.7	13.8	110 / 2686	G WVTY-F
16 WASP-F	C	52 / 1.5	1.0	1.1	1.0	1.0	1.2	600 / 3.0	2.6	2.2	69 / 762	WASP-F
17 WORD-F	REL	41 / 1.2	1.0	1.4	0.8	1.2	1.1	884 / 4.4	3.7	4.0	45 / 1023	WORD-F
18 KQV	N	32 / 1.0	1.1	1.0	1.1	1.3	1.0	824 / 4.1	4.9	4.2	32 / 824	C KQV

12+ FM Share (Metro): 72.14 % (2123 of 2943) (Spring 96: 70.37 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WBZZ-F >	1 WDVE-F >	1 WDVE-F >	1 WDVE-F >	1 WDVE-F >	1 KDKA >>	1 KDKA >>	1 KDKA >	1 KDKA <	1 KDKA >	1 KDKA >>
2 WXDX-F	2 WXDX-F <	2 WBZZ-F <	2 WDSY-F	2 WDSY-F	2 WDSY-F	2 WDVE-F	2 WDVE-F	2 WDSY-F <	2 WDSY-F	
3 WAMO-F >	3 WBZZ-F >	3 WDSY-F	3 WBZZ-F	3 WBZZ-F <	3 WWSW-AF	3 WBZZ-F	3 WDSY-F	3 WDVE-F	3 WDVE-F <	
4 WDSY-F	4 WXDX-F	4 KDKA <	4 WWSW-AF	4 WJAS	4 WDSY-F <	4 WBZZ-F <	4 WBZZ-F	4 WXDX-F <	4 WXDX-F <	
5 WAMO-F <	5 WZPT-F <	5 WZPT-F	5 KDKA	5 WDVE-F <	5 WXDX-F	5 WWSW-AF	5 WWSW-AF	5 WBZZ-F	5 WBZZ-F	
6 WVTY-F <	6 KDKA <	6 WWSW-AF	6 WZPT-F <	6 WTAE	6 WWSW-AF	6 WJAS	6 WJAS	6 WXDX-F	6 WAMO-F <	
7 WZPT-F	7 WWSW-AF	7 WWSW-AF	7 WLTJ-F <	7 WSHH-F <	7 WRRK-F	7 WSHH-F	7 WSHH-F	7 WSHH-F	7 WSHH-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 WXDX-F <	1 WBZZ-F	1 WBZZ-F	1 WBZZ-F <	1 WDSY-F <	1 WXDX-F	1 WDVE-F >	1 WDVE-F >>	1 WOVE-F >>	1 WDVE-F >>
2 WBZZ-F	2 WDVE-F	2 WDVE-F	2 WDSY-F	2 WBZZ-F >	2 WDVE-F >	2 WXDX-F >	2 WXDX-F <	2 WXDX-F	2 WDSY-F <
3 WDVE-F	3 WXDX-F <	3 WDSY-F	3 WDVE-F >	3 WDVE-F <	3 WBZZ-F >>	3 WBZZ-F	3 WDSY-F	3 WDSY-F <	3 KDKA <
4 WDSY-F	4 WDSY-F	4 WZPT-F <	4 WLTJ-F <	4 WWSW-AF <	4 WAMO-F	4 WDSY-F	4 WBZZ-F	4 WBZZ-F	4 WWSW-AF
5 WAMO-F	5 WVTY-F	5 WVTY-F <	5 WSHH-F <	5 WLTJ-F	5 WRRK-F	5 WRRK-F	5 WRRK-F	5 KDKA	5 WRRK-F <
6 WVTY-F	6 WAMO-F <	6 WLTJ-F <	6 WVTY-F <	6 WSHH-F	6 WAMO-F	6 WAMO-F	6 WAMO-F	6 WRRK-F	6 WBZZ-F <
7 WSHH-F	7 WZPT-F <	7 WXDX-F	7 WZPT-F <	7 KDKA <			7 WZPT-F <	7 WZPT-F <	7 WXDX-F
			8 WXDX-F <	8 WVTY-F <					
				9 WZPT-F <					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBUT AC 1050 Butler	0.7	1.1	22 232
WBVP T 1230 Beaver Falls	0.5	1.0	17 202
WESA-F CHR 98.3 Charleroi	0.4	1.9	14 400
WMBS FS 590 Uniontown	0.5	1.5	18 338

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WQXK-F C 105.1 Salem, OH	0.4	1.2	90 1150
WRKY-F C 103.5 Steubenville, OH	0.5	1.7	65 1015

PITTSBURGH

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	22 (1)	103 (1)	125 (2)	4.2 %	5.0 %	American Radio Sys. WBZZ-FM, WDSY-FM, WZPT-FM	18.7 %	22.5 %	20.6 %
AOR/Classic/NR	0 (0)	568 (3)	568 (3)	19.3 %	19.5 %	Frischling WLTJ-FM, WRRK-FM	6.8 %	9.1 %	5.8 %
Black/Urban	0 (0)	104 (1)	104 (1)	3.5 %	3.8 %	SFX WDVE-FM, WJJJ-FM, WTAE-AM, WVTY-FM, WXDX-FM	24.1 %	28.9 %	33.5 %
CHR	0 (0)	255 (2)	255 (2)	8.7 %	7.6 %	Sheridan, semi-duop WAMO-FM, WAMO-AM, WSSZ-FM	3.1 %	2.9 %	4.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	360 (4)	360 (4)	12.2 %	10.9 %				
Full Service	17 (1)	0 (0)	17 (1)	0.6 %	0.4 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	123 (1)	123 (1)	4.2 %	4.3 %				
News/Talk	627 (4)	0 (0)	627 (4)	21.3 %	20.1 %		52.7 %	63.4 %	64.1 %
Oldies	10 (1)	297 (2)	307 (3)	10.4 %	10.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	41 (1)	41 (1)	1.4 %	1.6 %				
Soft AC/EZ	0 (0)	272 (2)	272 (2)	9.2 %	9.6 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %				
Standards	144 (1)	0 (0)	144 (1)	4.9 %	6.3 %				
Totals	820 (8)	2123 (17)	2943 (25)						

AM Stations

Station	Freq	Power	Format	Ownership	Company	Notes
KDKA	1020	50 kw	News/Talk	WW1, CNN, AP	\$180.00	Group W Westinghouse
KQV	1410	5 kw (DA-2)	News	CBS, CNN	\$35.00	—
WJAS	1320	5 kw (DA-N)	Standards	CNN, Westwd	\$34.00	Allied Renda
WTAE	1250	5 kw (DA-N)	Talk	ABC, Westwd	\$88.00	Katz SFX, pend.
WWSW	970	5 kw (DA-2)	See WWSW-F			

FM Stations

Station	Freq	Power	Format	Ownership	Company	Notes
WAMD	106.7	47 kw @ 518	Black	AURN	\$ 70.00	D&R Sheridan Beaver Falls
WASP	94.9	0.2 kw @ 1240	Country		\$<20.00	Dome Oliver
WBZZ	93.7	41 kw @ 547	CHR		\$155.00	Allied Amer. Radio Sys.
WDSY	107.9	50 kw @ 500	Country	Westwd	\$130.00	Eastman Amer. Radio Sys.
WDVE	102.5	55 kw @ 820	AOR	Source	\$200.00	Christal SFX
WJJJ	104.7	19 kw @ 794	Jazz		\$45.00	Eastman SFX
WLTJ	92.9	47 kw @ 894	Soft AC		\$58.00	K&P Frischling
WDRD	101.5	48 kw @ 505	Religion		\$38.00	Salem Salem
WRRK	96.9	45 kw @ 530	Classic AOR		\$53.00	Allied Frischling Braddock
WSHH	99.7	10.6 kw @ 928	Soft AC	UPI	\$80.00	Allied Renda
WVTY	96.1	44 kw @ 522	AC		\$110.00	Katz Hearst
WWSW	94.5	50 kw @ 810	Oldies	Westwd, ABC	\$160.00	Sentry Chancellor
WXDX	105.9	72 kw @ 440	ADR-New Rock	Westwd	\$ 50.00	Christal SFX
WZPT	100.7	17 kw @ 850	Classic Hits		\$59.00	Banner Amer. Radio Sys. New Kensington

Notes: 3/97 SFX sold WDSY-F (+\$20,000,000) to American Radio Systems for WRFX-F Charlotte . . . 3/97 WTAE/WVTY-F (+ WISN/WLTQ-F Milwaukee) sold by Hearst to SFX for \$35,000,000 . . . 4/97 WDSY (AM) changed from simulcasting WDSY-F to Religion as WPRG . . . 4/97 WZPT-F transitioned from 70's Oldies to Classic Hits

Jim Duncan

Comments: WBZZ-F recorded its highest overall share in more than three years . . . Country listening shares in Pittsburgh actually have increased over the last two years . . . WVTY-F had its lowest share in more than three years . . . WAMO-F has not recovered from its frequency change

PORTLAND, ME

Arbitron Rank: 162 Pop (12+):	212,000	Stations:	25 / 20	Last Year's Revenue:	\$15,200,000
MSA Rank:	175	Diaries:	640/331:1/53.2%	Household Income:	\$43,626
MSA Pop:	253,000	Sample Target:	620	Retail Dollars:	\$3.2 Bil.
DMA:	79	% Below Line:	4.8	#1 Biller:	WBLM-F \$3,100,000
Average Persons Rating:	14.9	% Not Listed:	12.1	#1 Billing Portfolio:	Saga \$7,750,000
Market TSL in Hours:	20.00	Pop per Station:	10,600		

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	WBLM-F	AOR	31 / 9.8	9.6	10.4	12.8	459 / 21.7	20.6	23.5	117 / 1571	E	WBLM-F
	WPOR-AF	C	31 / 9.8	12.3	12.8	16.1	479 / 22.6	21.7	24.7	80 / 1203	E	WPOR-AF
3	WGAN	FS/T	26 / 8.3	6.0	7.0	8.4	354 / 18.7	16.4	17.0	48 / 662	C	WGAN
4	WMGX-F	AC	23 / 7.3	9.9	10.7	8.1	458 / 21.6	22.7	21.7	41 / 720	D	WMGX-F
5	WCYY-FF	AOR-NR	22 / 7.0	5.1	9.9	6.2	385 / 18.1	14.5	19.6	57 / 1017	B	WCYY-FF
6	WJBQ-F	CHR	21 / 6.7	3.3	2.9	5.0	410 / 19.3	11.2	11.3	45 / 877	B	WJBQ-F
7	WHOM-F	SAC	20 / 6.3	2.7	5.2	4.4	314 / 14.8	13.3	14.2	91 / 1116	D	WHOM-F
8	WYNZ-F	O	16 / 5.1	5.7	5.2	4.4	313 / 14.8	15.8	13.4	24 / 484	B	WYNZ-F
9	WTHT-F	C	15 / 4.8	3.6	2.6	3.8	194 / 9.2	10.2	8.6	35 / 595	B	WTHT-F
10	WLAM-AF	ST	12 / 3.8	3.6	5.2	4.7	166 / 7.8	8.1	7.5	27 / 318	A	WLAM-AF
11	WCLZ-F	AOR-P	11 / 3.5	4.8	3.5	3.1	156 / 7.3	10.6	12.1	30 / 325	B	WCLZ-F
12	WZAN	T	10 / 3.2	3.6	1.7	1.6	171 / 8.0	9.3	6.0	19 / 302	A	WZAN
	WKZS-F	AC	10 / 3.2	2.7	2.0	3.8	212 / 10.0	13.1	12.4	28 / 535	A	WKZS-F

12+ FM Share (Metro): 81.59 % (226 of 277) (Spring 96: 81.23 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJBQ-F >	1 WBLM-F	1 WBLM-F	1 WBLM-F >	1 WBLM-F	1 WPOR-AF	1 WPOR-AF <	1 WBLM-F	1 WBLM-F <	1 WJBQ-F	1 WGAN <
2 WCYY-FF >>	2 WCYY-FF	2 WMGX-F	2 WMGX-F	2 WMGX-F <	2 WGAN	2 WGAN	2 WPOR-AF <	2 WCYY-FF <	2 WBLM-F	2 WPOR-AF
	3 WMGX-F	3 WCYY-FF	3 WPOR-AF <	3 WPOR-AF	3 WHOM-F	3 WMGX-F	3 WGAN <	3 WPOR-AF	3 WCYY-FF >	3 WBZ
	4 WJBQ-F >	4 WJBQ-F	4 WCYY-FF <	4 WCYY-FF	4 WLAM-AF	4 WBLM-F	4 WMGX-F	4 WGAN	4 WPOR-AF	
	5 WTOS-F	5 WPOR-AF <	5 WTHT-F	WGAN	WYNZ-F <	5 WZAN	5 WHOM-F	5 WHOM-F <	5 WGAN	
		6 WTHT-F <	WCLZ-F	WTHT-F <	6 WBLM-F	6 WHOM-F	6 WYNZ-F	6 WMGX-F	6 WTHT-F	
		7 WGAN	WJBQ-F	7 WHOM-F <		7 WJBQ-F <	7 WCYY-FF	7 WTHT-F	7 WBZ	
			8 WYNZ-F			8 WCYY-FF	WTHT-F	WJBQ-F <		
			WGAN				WJBQ-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 WBLM-F	1 WBLM-F	1 WMGX-F >	1 WMGX-F	1 WMGX-F	1 WMGX-F	1 WCYY-FF <	1 WCYY-FF	1 WBLM-F >	1 WBLM-F >
2 WJBQ-F	WMGX-F	2 WJBQ-F	2 WJBQ-F	2 WPOR-AF	WCYY-FF	2 WBLM-F >	2 WBLM-F	2 WCYY-FF <	2 WCYY-FF
3 WCYY-FF >	3 WJBQ-F >	3 WTHT-F	3 WBLM-F	3 WHOM-F	3 WTOS-F >	3 WTOS-F	3 WZAN	3 WMGX-F	3 WGAN
4 WMGX-F >>	4 WTHT-F	WBLM-F	4 WPOR-AF	4 WYNZ-F	4 WBLM-F	4 WMGX-F	WPOR-AF	4 WGAN	4 WPOR-AF
	WCYY-FF	WKZS-F >	5 WYNZ-F	WTHT-F	WGAN >>	5 WJBQ-F	WTOS-F >	WCLZ-F	WCLZ-F
			WHOM-F	WJBQ-F				6 WPOR-AF	6 WTHT-F
			WTHT-F	7 WBLM-F				WTOS-F	7 WMGX-F
			WGAN	WKZS-F				WTHT-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBCI-F REL 105.9 Bath	0.6	2.2	11 245
WJAE SPRTS 1440 Westbrook	1.0	3.1	4 107
WPKM-F CL 106.3 Scarborough	1.0	3.2	5 125
WRED-F CHR 95.9 Saco	1.9	9.2	13 359

Consolidation Report	12+	25-54	Revenue
Fuller-Jeffrey WBLM-FM, WCYY-FM, WCYY-FM, WHOM-FM, WJAE-AM, WJBQ-FM	30.7 %	32.3 %	32.7 %
Lerner WKZS-FM, WLAM-AF, WTHT-FM, WZOU-AM	11.8 %	12.8 %	6.5 %
Saga WGAN-AM, WMGX-FM, WPOR-AF, WYNZ-FM, WZAN-AM	33.7 %	32.8 %	50.7 %
	76.2 %	77.9 %	89.9 %

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WJBQ-F CL 99.3 Kennebunk	0.6	2.4	4 168

PORTLAND, ME

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	33 (2)	33 (2)	11.9 %	14.9 %
AOR/Classic/NR	0 (0)	70 (5)	70 (5)	25.3 %	24.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	27 (2)	27 (2)	9.7 %	7.1 %
Classical	0 (0)	5 (2)	5 (2)	1.8 %	4.6 %
Country	1 (1)	45 (2)	46 (3)	16.6 %	18.8 %
Full Service	26 (1)	0 (0)	26 (1)	9.4 %	7.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	14 (2)	0 (0)	14 (2)	5.1 %	5.7 %
Oldies	0 (0)	19 (3)	19 (3)	6.9 %	8.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	2 (1)	2 (1)	0.7 %	1.1 %
Soft AC/EZ	0 (0)	20 (1)	20 (1)	7.2 %	3.2 %
Sports	3 (1)	0 (0)	3 (1)	1.1 %	0.7 %
Standards	7 (1)	5 (1)	12 (2)	4.3 %	4.3 %
Totals	51 (6)	226 (19)	277 (25)		

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Address
WGAN	560	5 kw (DA-2)	Talk/Full Svc	CBS, Talknt	\$27.00	Katz	Saga
WLAM	870	10 kw/1 kw (DA-2)	Standards	ABC, Westwd	\$<20.00	Allied	Lerner Gorham
WPOR	1490	1 kw	See WPOR-F				
WZAN	970	5 kw (DA-N)	Talk	Westwd	\$<20.00	Katz	Saga

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Address
WBLM	102.9	100 kw @ 1460	AOR	\$66.00	---	Fuller-Jeffrey	
WCLZ	98.9	48 kw @ 400	Progressive AOR	\$<20.00	Christal		Brunswick
WCYI	93.9	27.5 kw @ 640	See WCYY-F			Fuller-Jeffrey	Lewiston
WCYY	94.3	12 kw @ 472	AOR-NR	\$22.00	---	Fuller-Jeffrey	Biddeford
WHOM	94.9	50 kw @ 3743	Soft AC	\$50.00	Christal	Fuller-Jeffrey	Mt. Washington
WJBQ	97.9	16 kw @ 889	CHR	\$26.00	D&R	Fuller-Jeffrey	
WKZS	99.9	50 kw @ 493	AC	\$<20.00	D&R	Lerner	Auburn
WLAM	106.7	0.81 kw @ 623	See WLAM				N. Windham
WMGX	93.1	50 kw @ 443	AC	\$54.00	Katz	Saga	
WPKM	106.3	3 kw @ 300	Classical	\$17.00	Allied		Scarborough
WPOR	101.9	50 kw @ 500	Country	ABC, Westwd	\$64.00	Mc-Guild	Saga
WRED	95.9	3 kw @ 300	CHR	\$<20.00	Roslin		Saco
WTHT	107.5	35 kw @ 610	Country	Westwd	\$20.00	Allied	Lerner Lewiston
WYNZ	100.9	25 kw @ 328	Oldies	Westwd	\$<20.00	Katz	Saga Westbrook

Notes:

Jim Duncan

Comments: Listening levels have declined by 1.5 rating points in the last year . . . WPOR-AF fell out of double figures for the first time since at least the early 1970's . . . WJBQ-F is showing strength

PORTLAND, OR

Arbltron Rank: 24	Pop (12+): 1,629,900	Stations: 25 / 23	Last Year's Revenue: \$86,100,000
MSA Rank: 27		Diaries: 2,687/607:1/55.5%	Household Income: \$43,680
MSA Pop: 1,770,000		Sample Target: 2,690	Retail Dollars: \$19.0 Bil.
DMA: 24		% Below Line: 1.0	#1 Biller: KKCW-F \$9,200,000
Average Persons Rating: 14.8		% Not Listed: 18.0	#1 Billing Portfolio: Jacor \$22,400,000
Market TSL In Hours: 19.75		Pop per Station: 70,865	

12+ Metro	Format	Spring 97		Win	Fall	Sum	Spq	4-Book	12+ Metro	Fall	Spq	12+ TSA	Revenue	
		1/4	Share	97	96	96	96	Avg	Cume / Rtg.	96	96	AQH / Cume	Level	
1	KKRZ-F	CHR	225 / 9.3	7.9	7.8	7.7	7.3	8.2	3587 / 21.9	19.7	21.5	246 / 3959	G	KKRZ-F
2	KKCW-F	AC	146 / 6.1	7.3	6.3	7.1	6.1	6.7	2142 / 13.1	13.4	13.4	156 / 2322	H	KKCW-F
3	KUPL-F	C	142 / 5.9	5.5	5.5	6.2	6.0	5.8	2374 / 14.6	14.5	13.8	164 / 2713	H	KUPL-F
4	KKSN-F	O	130 / 5.4	4.6	4.9	5.7	6.1	5.1	2441 / 15.0	15.0	17.0	148 / 2856	G	KKSN-F
	KXL	N/T	130 / 5.4	6.4	7.4	5.9	6.3	6.3	2027 / 12.4	16.2	14.2	160 / 2405	G	KXL
6	KWJJ-F	C	128 / 5.3	6.5	6.7	7.2	6.1	6.4	2244 / 13.8	15.3	16.5	134 / 2436	H	KWJJ-F
7	KGON-F	CL AOR	125 / 5.2	4.0	4.9	4.7	5.2	4.7	2397 / 14.7	13.8	13.7	134 / 2605	G	KGON-F
8	KEX	FS	115 / 4.8	6.9	6.1	3.6	5.8	5.3	2178 / 13.4	13.7	15.1	131 / 2531	G	KEX
9	KUFO-F	AOR	105 / 4.4	4.2	5.1	5.4	5.1	4.8	1858 / 11.4	12.4	13.1	124 / 2104	G	KUFO-F
10	KBBT-F	AC-NR	87 / 3.6	3.3	3.3	1.3	1.7	2.9	1870 / 11.5	9.7	3.5	90 / 1968	A	KBBT-F
11	KINK-F	AOR-P	85 / 3.5	3.5	3.8	3.0	4.0	3.5	1459 / 9.0	9.6	9.3	95 / 1663	G	KINK-F
12	KKJZ-F	J	83 / 3.4	3.7	3.1	3.0	3.7	3.3	1293 / 7.9	8.0	9.3	89 / 1410	E	KKJZ-F
13	KKRH-F	CL HITS	80 / 3.3	2.6	3.3	3.5	3.1	3.2	1596 / 9.8	11.1	11.3	90 / 1921	E	KKRH-F
14	KKSN	ST	70 / 2.9	3.0	3.1	2.8	4.3	3.0	1051 / 6.4	7.2	7.9	72 / 1120	C	KKSN
15	KNRK-F	AOR-NR	69 / 2.9	2.9	2.8	5.1	4.4	3.4	1676 / 10.3	10.6	12.8	70 / 1697	E	KNRK-F
16	KOTK	T	61 / 2.5	2.4	1.9	2.2	1.6	2.3	856 / 5.3	5.4	5.3	65 / 971	C	KOTK
17	KXL-F	AC	56 / 2.3	2.4	2.3	2.1	1.9	2.3	1344 / 8.2	7.2	7.9	68 / 1492	D	KXL-F
18	KPDQ-F	REL	27 / 1.1	1.9	1.4	1.6	1.2	1.5	676 / 4.1	4.4	3.9	39 / 854		KPDQ-F
19	KWJJ	C	26 / 1.1	1.5	1.3	1.7	1.4	1.4	564 / 3.5	4.2	3.8	31 / 671		KWJJ

12+ FM Share (Metro): 76.49 % (1513 of 1978) (Spring 96: 72.40 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKRZ-F >>	1 KKRZ-F >	1 KKRZ-F	1 KKRZ-F <	1 KKCW-F <	1 KXL <	1 KKRZ-F <	1 KKRZ-F	1 KKRZ-F >	1 KKRZ-F >>	1 KEX <
2 KNRK-F	2 KUFO-F	2 KGON-F <	2 KKCW-F <	2 KKRZ-F	2 KKCW-F <	2 KXL <	2 KKCW-F <	2 KKCW-F <	2 KEX	2 KKRZ-F
3 KBBT-F	3 KGON-F <	3 KKCW-F	3 KGON-F	3 KGON-F <	3 KEX <	3 KKCW-F <	3 KUPL-F	3 KUPL-F <	KWJJ-F	3 KWJJ-F
	KWJJ-F <	4 KWJJ-F <	4 KUPL-F	4 KUPL-F <	4 KKS-F	4 KGON-F	4 KKS-F	4 KKS-F <	4 KNRK-F <	
5 KUFO-F >	5 KBBT-F <	5 KUFO-F	5 KINK-F <	5 KKS-F	5 KUPL-F	5 KEX <	5 KKS-F	5 KWJJ-F <	5 KKCW-F	
	6 KUPL-F <	6 KWJJ-F	6 KKS-F	6 KINK-F	6 KUPL-F	6 KUPL-F	6 KGON-F <	6 KGON-F	KUFO-F <	
	7 KNRK-F	KKS-F <	KKRH-F <	7 KKRH-F <	7 KKS-F	7 KKS-F	7 KWJJ-F <	7 KWJJ-F <	7 KGON-F <	
		8 KINK-F <	8 KUFO-F	8 KWJJ-F	8 KINK-F	8 KUFO-F <	8 KUFO-F <	8 KUFO-F <	8 KUPL-F <	
		9 KKRH-F <		KUFO-F		9 KEX				

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

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
KFXX	SPRTS	1520	Oregon City	0.8 3.8 23 678
KKEY	T	1150	Portland	0.7 1.1 17 195
KUPL	C	970	Portland	0.7 1.8 17 292
KVAN	T	1550	Vancouver, WA	0.4 1.1 10 175

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume
KLOO-F	O	106.1	Corvallis	0.5 1.6 20 441
KRKT-F	C	99.9	Albany	0.5 1.5 37 572

PORTLAND, OR

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	289 (3)	289 (3)	14.6 %	10.1 %	American Radio Sys.	21.5 %	24.9 %	26.6 %
AOR/Classic/NR	0 (0)	384 (4)	384 (4)	19.4 %	27.4 %	KUPL-FM, KINK-FM, KUFO-FM, KKJZ-FM, KBBT-FM, KUPL-AM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %	Entercom	8.9 %	10.1 %	13.4 %
CHR	0 (0)	225 (1)	225 (1)	11.4 %	9.2 %	KFXX-AM, KGON-FM, KNRK-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Heritage	11.6 %	11.6 %	12.8 %
Country	43 (2)	282 (3)	325 (5)	16.4 %	16.0 %	KKRH-FM, KKSJ-AM, KKSJ-FM			
Full Service	115 (1)	0 (0)	115 (1)	5.8 %	7.2 %	Jacor	22.7 %	21.8 %	27.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %	KOTK-AM, KKCW-FM, KEX-AM, KKRZ-FM			
Jazz	0 (0)	83 (1)	83 (1)	4.2 %	3.7 %		64.7 %	68.4 %	80.0 %
News/Talk	217 (4)	0 (0)	217 (4)	11.0 %	12.1 %				
Oldies	0 (0)	223 (3)	223 (3)	11.3 %	5.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	27 (1)	27 (1)	1.4 %	2.4 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	20 (1)	0 (0)	20 (1)	1.0 %	1.1 %				
Standards	70 (1)	0 (0)	70 (1)	3.5 %	3.7 %				
Totals	465 (9)	1513 (16)	1978 (25)						

AM Stations

Station	Freq	Power	Time	Format	Company	Revenue	Advertiser	Location
KEX	1190	50 kw (DA-N)		Full Service	ABC	\$110.00	Katz	Jacor
KFXX	1520	50 kw/15 kw (DA-2)		Sports	ABC, CBS, Westwd	\$35.00	D&R	Entercom
KKSJ	910	5 kw (DA-2)		Standards	Westwd	\$34.00	Christal	Sinclair TV, pend.
KOTK	620	5 kw (DA-N)		Talk	ABC, AP, Westwd	\$27.00	Allied	Jacor
KUPL	970	5 kw (DA-N)		Country		\$<20.00	Katz	Amer. Radio Sys.
KWJJ	1080	50 kw/10 kw (DA-2)		Classic Country		\$ NA	Banner	Fisher
KXL	750	50 kw/20 kw (DA-2)		News/Talk	CBS	\$101.00	Mc-Guild	Alexander

FM Stations

Station	Freq	Power	Time	Format	Company	Revenue	Advertiser	Location
KBBT	107.5	6.3 kw @ 1332		AC-New Rock		\$50.00	Katz	Amer. Radio Sys.
KGON	92.3	100 kw @ 1268		Classic AOR		\$140.00	CBS	Entercom
KINK	101.9	100 kw @ 1674		Prog. AOR		\$117.00	Allied	Amer. Radio Sys.
KKCW	103.3	100 kw @ 1674		AC		\$148.00	Katz	Jacor
KKJZ	106.7	100 kw @ 880		Jazz		\$75.00	Katz	Amer. Radio Sys.
KKRH	105.1	100 kw @ 1840		Classic Hits		\$77.00	Christal	Sinclair TV, pend.
KKRZ	100.3	100 kw @ 1434		CHR		\$120.00	Katz	Jacor
KKSJ	97.1	100 kw @ 1268		Oldies	Westwd	\$118.00	Christal	Sinclair TV, pend.
KNRK	94.7	3.7 kw @ 850		AOR-New Rock		\$68.00	CBS	Entercom
KPDQ	93.7	100 kw @ 1268		Religion		\$23.00	Salem	Salem
KUFO	101.1	100 kw @ 1640		AOR		\$110.00	Katz	Amer. Radio Sys.
KUPL	98.5	100 kw @ 1106		Country	AP	\$155.00	Katz	Amer. Radio Sys.
KWJJ	99.5	52 kw @ 1268		Country		\$155.00	Banner	Fisher
KXL	95.5	100 kw @ 990		AC		\$60.00	Mc-Guild	Alexander

Notes: KKRH-F reclassified as Classic Hits (from Classic AOR) based on audience analysis and station self-description . . . 3/97 KOTK sold by EXCL to Jacor for \$8,300,000 . . . EXCL traded KINK-F (+ KBRG-F Fremont/San Jose, CA + cash & stock) to American Radio Systems for KSSJ-F Sacramento and the facilities of KBAY-F San Jose (Star, MVP) . . . 7/97 Heritage sold these stations to Sinclair TV: KKSJ for \$3,800,000; KKRH-F for \$20,000,000; KKSJ-F for \$33,500,000

Jim Duncan

Comments: A big book for KKRZ-F, as the station reaches its highest share levels in more than three years . . . KXL has its lowest share in many years (nationwide, this has been a terrible rating period for News/Talk and Full Service stations)

PORTSMOUTH-DOVER-ROCHESTER

Arbitron Rank: 117 Pop (12+): 349,400	Stations: 38 / 11	Last Year's Revenue: \$11,600,000
MSA Rank: 131	Diaries: 971/360:1/58.2%	Household Income: \$52,566
MSA Pop: 373,000	Sample Target: 790	Retail Dollars: \$4.5 Bil.
DMA: Boston (#6)	% Below Line: 46.0	#1 Biller: WOKQ-F \$3,800,000
Average Persons Rating: 16.0	% Not Listed: 11.3	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 31,764	Capstar (Knight) \$3,900,000

12+ Metro	Format	Spring 97		Fall	Spg	Fall	Spg	12+ Metro		Fall	Spg	12+ TSA		Revenue
		1/4	Share	96	96	95	95	Cume / Rtg	96	96	AQH / Cume	Level		
1	WOKQ-F	C	66 / 11.8	10.9	11.9	12.4	14.1	796 / 22.8	18.9	22.5	81 / 998	E	WOKQ-F	
2	WHEB-F	AOR	56 / 10.0	8.4	8.1	10.7	10.6	729 / 20.9	21.0	21.1	64 / 795	E	WHEB-F	
3	WZID-F	AC/SAC	24 / 4.3	4.4	4.0	2.5	2.0	395 / 11.3	10.1	8.0	24 / 403		WZID-F	
	WERZ-F	CHR	24 / 4.3	3.6	4.7	4.7	4.8	521 / 14.9	14.5	17.3	25 / 585	C	WERZ-F	
5	WTSN	T	23 / 4.1	4.0	5.0	3.2	3.4	313 / 8.9	9.5	11.0	23 / 343	A	WTSN	
6	WXBB-F	CL AOR	20 / 3.6	3.1	2.8	1.7	3.2	407 / 11.7	9.0	10.6	28 / 466		WXBB-F	
7	WBCN-F	AOR	19 / 3.4	2.7	3.1	4.4	3.2	367 / 10.5	10.1	11.1	19 / 381		WBCN-F	
8	WRKO	T	17 / 3.0	2.7	1.7	3.7	2.7	277 / 7.9	7.3	6.2	18 / 330		WRKO	
	WGIR-F	AOR	17 / 3.0	3.6	3.3	2.0	2.0	276 / 7.9	10.3	11.1	17 / 302		WGIR-F	
10	WXRV-F	AC/AOR	16 / 2.9	3.3	1.7	2.5	1.4	259 / 7.4	8.0	5.7	16 / 259		WXRV-F	
	WXKS-F	CHR	16 / 2.9	2.6	2.2	2.0	1.6	386 / 11.0	10.0	11.1	16 / 393		WXKS-F	
	WHOM-F	SAC	16 / 2.9	2.4	2.2	2.4	2.2	280 / 8.0	8.0	7.5	38 / 534		WHOM-F	
	WBZ	N/T	15 / 2.7	3.5	4.5	3.4	3.0	359 / 10.3	12.4	12.7	17 / 415		WBZ	
	WODS-F	O	14 / 2.5	2.4	2.4	2.5	4.1	315 / 9.0	7.4	8.7	14 / 315		WODS-F	
	WBYY-F	SAC	14 / 2.5	1.3	1.0		0.7	140 / 4.0	3.3	3.4	18 / 211		WBYY-F	

12+ FM Share (Metro): 82.49 % (410 of 497) (Spring 96: 80.78 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJMN-F	1 WHEB-F >>	1 WHEB-F >	1 WHEB-F >	1 WHEB-F >	1 WOKQ-F >>	1 WOKQ-F <	1 WOKQ-F	1 WOKQ-F <	1 WOKQ-F	1 WOKQ-F >
	WXKS-F	2 WOKQ-F >	2 WOKQ-F >	2 WOKQ-F >	2 WHEB-F	2 WHEB-F >>	WHEB-F >>	2 WHEB-F >	2 WHEB-F >	2 WHEB-F
3 WERZ-F >>	3 WERZ-F	3 WERZ-F <	3 WZID-F	3 WZID-F	3 WZID-F	3 WBCN-F	3 WZID-F <	3 WRKO >	3 WXKS-F	3 WBZ
	4 WBCN-F	4 WBCN-F	4 WXBB-F	4 WXBB-F	4 WTSN <	4 WZID-F <	4 WRKO >	4 WTSN <	4 WTSN <	4 WTSN <
	5 WGIR-F	WXBB-F	5 WBCN-F	5 WGIR-F <	5 WTSN <	5 WTSN <	5 WXBB-F <	5 WXBB-F <	5 WXBB-F <	5 WXBB-F <
	WXBB-F	WZID-F <	WGIR-F <		6 WERZ-F	6 WERZ-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 WOKQ-F	1 WERZ-F	1 WHEB-F >	1 WOKQ-F	1 WZID-F	1 WHEB-F >>	1 WHEB-F >>	1 WHEB-F >>	1 WHEB-F >>	1 WHEB-F >>
2 WERZ-F >>	WOKQ-F	2 WERZ-F	2 WERZ-F	WOKQ-F <	2 WBCN-F	2 WBCN-F	2 WBCN-F	2 WOKQ-F	2 WOKQ-F >
	3 WHEB-F >	WOKQ-F >	3 WZID-F <	3 WHEB-F >	WCY-F	3 WGIR-F	WOKQ-F	3 WBCN-F	3 WBCN-F
	4 WXKS-F	4 WZID-F	4 WHEB-F	4 WERZ-F	WXBB-F >	4 WXBB-F	WGIR-F	4 WXR-V	4 WXBB-F
		WXKS-F	5 WBYY-F	5 WBYY-F		WOKQ-F			4 WXR-V
		WXBB-F >							WGIR-F

Other Rated Stations			Metro	Cume	TSA
			Share	Rating	AQH Cume
WMYF	ST	1540 Exeter	1.3	2.1	7 72
WSRI-F	AC	96.7 Rochester	1.4	5.6	8 226
WSTG-F	CL AOR	102.1 Hampton	0.7	1.3	4 44
WXHT-F	AC	95.3 York Ctr., ME	1.3	5.4	8 230
WZNN	ST	930 Rochester	2.0	4.1	19 183

Other Rated Stations—Outside Market						Metro	Cume	TSA
						Share	Rating	AQH Cume
WAAF-F	AOR-NR	107.3 Worcester	0.5	3.3	3 116			
WBLM-F	AOR	102.9 Portland, ME	1.1	5.0	32 486			
WBMX-F	AC	98.5 Boston	1.1	3.3	6 116			
WBOS-F	AOR-P	92.9 Brookline, MA	0.4	2.7	2 106			
WCRB-F	CL	102.5 Waltham, MA	1.3	3.4	7 119			
WCY-F	AOR-NR	94.3 Biddeford, ME	1.3	3.9	16 309			
WEEI	SPRTS	850 Boston	1.6	4.0	9 141			
WEGQ-F	CL HITS	93.7 Lawrence, MA	2.0	7.6	11 264			
WFEA	ST	1370 Manchester	0.4	0.8	2 28			
WFNX-F	AOR-NR	101.7 Lynn, MA	0.7	2.5	4 88			
WGIR	N/T	101.1 Manchester	0.5	2.3	3 80			
WJMN-F	CHR	94.5 Boston	1.8	9.0	10 316			
WKLB-F	C	96.9 Boston	0.9	2.0	5 70			
WMGX-F	AC	93.1 Portland, ME	0.4	1.2	11 190			
WMJX-F	AC	106.7 Boston	1.3	3.2	7 113			
WOAZ-F	J	99.5 Lowell, MA	1.4	5.2	9 195			
WROR-F	AC	105.7 Framingham, MA	0.7	2.4	4 85			
WZLX-F	CL AOR	100.7 Boston	1.3	3.2	7 124			

PORTSMOUTH-DOVER-ROCHESTER

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	58 (7)	58 (7)	11.7 %	13.2 %	American Radio Sys., pend. WERZ-FM, WMYF-AM, WSRI-FM, WZNN-AM	8.9 %	6.3 %	22.6 %
AOR/Classic/NR	0 (0)	157 (1)	157 (1)	31.6 %	27.0 %				
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Capstar, pend. WCQL-AM, WHEB-FM, WXHT-FM	11.3 %	14.0 %	33.6 %
CHR	0 (0)	50 (3)	50 (3)	10.1 %	11.8 %				
Classical	0 (0)	7 (1)	7 (1)	1.4 %	3.5 %	Fuller-Jeffrey, pend. WOKQ-FM, WSTG-FM, WXBB-FM	16.1 %	13.2 %	35.8 %
Country	0 (0)	71 (2)	71 (2)	14.3 %	13.0 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		36.3 %	33.5 %	92.0 %
Jazz	0 (0)	8 (1)	8 (1)	1.6 %	1.9 %				
News/Talk	58 (4)	0 (0)	58 (4)	11.7 %	12.2 %				
Oldies	0 (0)	25 (2)	25 (2)	5.0 %	7.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	30 (2)	30 (2)	6.0 %	4.1 %				
Sports	9 (1)	0 (0)	9 (1)	1.8 %	1.4 %				
Standards	20 (3)	4 (1)	24 (4)	4.8 %	4.7 %				
Totals	87 (8)	410 (30)	497 (38)						

AM Stations

WMYF	1540	5 kw (Days)	Standards	\$13.00	Mc-Guild	Amer. Radio Sys., pend.	Exeter
WTSN	1270	5 kw (DA-2)	Talk	\$20.00	---		

FM Stations

WERZ	107.1	5.2 kw @ 351	CHR	\$40.00	Mc-Guild	Amer. Radio Sys., pend.	Exeter
WHEB	100.3	50 kw @ 459	AOR	\$42.00	Banner	Capstar, pend.	
WOKQ	97.5	50 kw @ 492	Country	\$66.00	Mc-Guild	Fuller-Jeffrey	
WSTG	102.1	3 kw @ 328	Classic AOR		CNN	Fuller-Jeffrey, pend.	Hampton
WXBB	105.3	2.2 kw @ 371	Classic AOR	\$12.00	Mc-Guild	Fuller-Jeffrey	Kittery
WXHT	95.3	1.35 kw @ 682	AC	\$18.00	Banner	Capstar, pend.	York Ctr., ME

Notes: Other ranked stations – See Boston, Manchester or Portland, ME . . . 4/97 Knight Quality sold these stations to Capstar: WCQL for \$700,000; WHEB-F for \$13,800,000; WXHT-F for \$2,600,000 (MVP) . . . 5/97 WSTG-F sold to Fuller-Jeffrey for \$1,000,000 (Media Svcs.) . . . 4/97 WMYF/WZNN/WERZ-F/WSRI-F were sold by Precision to American Radio Systems for \$6,000,000 . . . 6/97 WSTG-F changed from Standards to simulcasting Classic AOR WXBB-F

PROVIDENCE

Arbitron Rank: 31 **Pop (12+):** 1,261,800
MSA Rank: 63
MSA Pop: 903,000
DMA: 46
Average Persons Rating: 16.9
Market TSL In Hours: 22.25

Stations: 46 / 26
Diaries: 1,817/694:1/54.6%
Sample Target: 1,760
% Below Line: 16.1
% Not Listed: 9.9
Pop per Station: 48,531

Last Year's Revenue: \$37,900,000
Household Income: \$42,376
Retail Dollars: \$6.8 Bil.
#1 Biller: WHJY-F \$6,000,000
#1 Billing Portfolio: Citadel \$12,100,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WPRO-F	CHR	166 / 7.8	5.7	6.5	6.7	6.5	6.7	2816 / 22.3	21.9	22.1	174 / 3039	F	WPRO-F
2	WWLI-F	SAC	161 / 7.8	8.8	8.1	9.1	9.7	8.4	2228 / 17.7	17.5	19.8	175 / 2521	F	WWLI-F
3	WWBB-F	O	152 / 7.1	6.2	6.0	5.1	5.2	6.1	2360 / 18.7	15.8	16.1	159 / 2569	E	WWBB-F
4	WLKW	ST	134 / 6.3	6.2	4.8	4.8	5.3	5.5	1390 / 11.0	9.3	9.7	138 / 1481	B	WLKW
5	WHJY-F	AOR	130 / 6.1	6.9	8.1	8.2	6.5	7.3	2218 / 17.6	20.5	17.2	156 / 2581	G	WHJY-F
6	WSNE-F	AC	118 / 5.5	5.1	6.0	5.2	4.4	5.5	1945 / 15.4	17.1	13.7	127 / 2155	E	WSNE-F
7	WPRO	T	90 / 4.2	4.2	4.4	5.3	4.4	4.5	1759 / 13.9	12.5	12.0	91 / 1793	D	WPRO
8	WWRX-F	CL AOR	82 / 3.8	3.7	3.5	4.2	4.1	3.8	1649 / 13.1	14.3	15.0	110 / 2255	E	WWRX-F
	WCTK-F	C	82 / 3.8	5.3	4.3	4.5	5.4	4.5	1218 / 9.7	10.6	9.7	97 / 1540	C	WCTK-F
10	WWXX-F	CHR	77 / 3.6	4.9	4.1	4.1	4.3	4.2	1658 / 12.3	11.2	12.4	85 / 1661	C	WWXX-F
11	WHJJ	N/T	73 / 3.4	3.3	4.6	4.0	4.0	3.8	1017 / 8.1	9.5	8.7	73 / 1022	D	WHJJ
12	WBRU-F	AOR-NR	60 / 2.8	3.6	2.6	2.9	3.1	3.0	1697 / 13.5	12.1	11.4	66 / 1964	C	WBRU-F
13	WFHN-F	CHR	40 / 1.9	1.0	1.1	2.6	1.7	1.7	709 / 5.6	4.4	4.6	47 / 842	F	WFHN-F
	WCRB-F	CL	40 / 1.9	1.2	1.6	2.0	1.5	1.7	638 / 5.1	5.4	4.0	63 / 1005	F	WCRB-F
15	WDGF-F	AC-NR	39 / 1.8	0.9	0.4	0.4	0.9	0.9	849 / 6.7	2.8	3.1	39 / 852	F	WDGF-F
16	WDGE-F	AOR-NR	37 / 1.7	2.1	2.3	2.8	3.0	2.2	1171 / 9.3	9.4	10.8	45 / 1439	C	WDGE-F

12+ FM Share (Metro): 75.14 % (1442 of 1919) (Spring 96: 75.84 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1	WWXX-F >	1 WPRO-F	1 WHJY-F <	1 WPRO-F <	1 WLKW <	1 WPRO-F	1 WWLI-F <	1 WPRO-F <	1 WWBB-F <	1 WBRU-F <
2	WPRO-F >	2 WHJY-F	2 WPRO-F	2 WHJY-F <	2 WWBB-F	2 WLKW <	2 WPRO-F	2 WWLI-F <	2 WWXX-F <	2 WWLI-F >
3	WBRU-F <	3 WSNE-F	3 WSNE-F	3 WWBB-F	3 WWLI-F	3 WWLI-F <	3 WWBB-F	3 WWBB-F <	3 WPRO-F <	3 WLKW <
4	WFHN-F	4 WWXX-F <	4 WWLI-F	WSNE-F <	WWBB-F	4 WPRO	4 WWRX-F <	WLKW	4 WHJY-F	4 WWLI-F
	WJMN-F	5 WBRU-F	5 WWLI-F	5 WSNE-F	5 WHJJ	5 WWBB-F <	5 WHJY-F <	5 WSNE-F <	5 WHJY-F >	5 WWBB-F
		6 WWRX-F >	6 WWRX-F >	6 WWRX-F >	6 WSNE-F <	6 WSNE-F <	6 WSNE-F <	6 WLKW >		
7	WWRX-F <				WPRO-F <	7 WHJY-F	7 WPRO			
8	WCTK-F <				8 WCTK-F <	8 WPRO	8 WCTK-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	
1	WPRO-F >>	1 WPRO-F >	1 WPRO-F	1 WPRO-F	1 WWLI-F <	1 WWXX-F >	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F >	1 WHJY-F
2	WWXX-F	2 WSNE-F	2 WSNE-F	2 WSNE-F <	2 WPRO-F	2 WBRU-F	2 WPRO-F	2 WPRO-F	2 WWBB-F <	2 WWBB-F
	WBRU-F	3 WWLI-F >	3 WWLI-F >	3 WWLI-F >	3 WSNE-F >	3 WHJY-F	3 WWXX-F <	3 WWRX-F >	3 WWRX-F	3 WWRX-F
4	WWLI-F	4 WHJY-F	4 WHJY-F	4 WWBB-F	4 WWBB-F >	WPRO-F	4 WBRU-F <	4 WCTK-F	4 WPRO-F	4 WPRO-F
5	WCTK-F	5 WWXX-F <	5 WDG-F	5 WHJY-F	5 WCTK-F	5 WSNE-F	5 WWRX-F <	5 WSNE-F	5 WSNE-F	5 WSNE-F
	WSNE-F	6 WFHN-F	6 WFHN-F	6 WCTK-F <	WHJY-F	6 WAAF-F >	6 WSNE-F	6 WBRU-F	6 WBRU-F <	6 WSNE-F
7	WDGF-F	7 WCTK-F	7 WFHN-F			7 WDGE-F	7 WDGE-F	7 WDGE-F	7 WWLI-F	
	WFHN-F >	WCTK-F <				WWRX-F	WAAF-F			

Consolidation Report	12+	25-54	Revenue
Back Bay WAKX-FM, WWXX-FM, WPNW-AM	5.2 %	2.4 %	4.6 %
Citadel, pend. WPRO-AM, WPRO-FM, WWLI-FM, WDGE-FM, WLKW-AM, WDG-FM	29.4 %	26.4 %	35.6 %
Clear Channel WWRX-FM, WWBB-FM	10.9 %	14.3 %	18.5 %
SFX WSNE-FM, WHJJ-AM, WHJY-FM	15.0 %	18.4 %	31.4 %
	60.5 %	61.5 %	90.1 %

PROVIDENCE

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	207 (5)	207 (5)	10.8 %	9.7 %
AOR/Classic/NR	0 (0)	409 (9)	409 (9)	21.3 %	26.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	320 (5)	320 (5)	16.7 %	14.8 %
Classical	0 (0)	40 (1)	40 (1)	2.1 %	1.8 %
Country	7 (1)	96 (2)	103 (3)	5.4 %	6.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	10 (1)	0 (0)	10 (1)	0.5 %	0.0 %
Jazz	0 (1)	19 (1)	19 (2)	1.0 %	0.8 %
News/Talk	280 (1)	0 (0)	280 (1)	14.6 %	15.7 %
Oldies	0 (0)	170 (2)	170 (2)	8.9 %	8.2 %
Others/Unknown	16 (1)	11 (1)	27 (2)	1.4 %	0.5 %
Religion/Gospel	7 (1)	0 (0)	7 (1)	0.4 %	0.6 %
Soft AC/EZ	0 (0)	170 (2)	170 (2)	8.9 %	8.9 %
Sports	23 (2)	0 (0)	23 (2)	1.2 %	1.2 %
Standards	134 (1)	0 (0)	134 (1)	7.0 %	5.3 %
Totals	477 (18)	1442 (28)	1919 (46)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WADK	T	1540	Newport	0.4	0.8	8 99
WARA	T	1320	Attleboro, MA	0.4	0.9	8 113
WARV	REL	1590	Warwick	0.3	1.3	7 160
WBSM	T	1420	New Bedford, MA	1.1	1.8	25 257
WJFD-F	E	93.7	New Bedford, MA	0.5	1.4	12 186
WNBH	C	1340	New Bedford, MA	0.3	0.9	9 136
WNRI	T	1380	Woonsocket	0.7	1.9	15 241
WPMZ	SP	1110	E. Providence	0.5	0.9	10 110
WPNW	BIZ N	550	Pawtucket	0.4	1.8	9 236
WRCP	E	1290	Providence	0.8	1.3	16 162
WSAR	T	1480	Fall River, MA	1.0	2.6	21 341

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAAF-F	AOR-NR	107.3	Worcester, MA	1.4	4.9	52 1133
WBCN-F	AOR	104.1	Boston	0.8	3.9	67 1297
WBMX-F	AC	98.5	Boston	1.0	4.1	52 1052
WBOS-F	AOR-P	92.9	Brookline, MA	0.9	3.5	46 847
WBZ	NT	1030	Boston	1.2	4.9	58 1326
WCIB-F	CL AOR	101.9	Falmouth, MA	0.8	1.9	31 466
WEEI	SPRTS	850	Boston	0.7	2.7	47 819
WFAN	SPRTS	660	New York	0.4	1.1	21 393
WJMN-F	CHR	94.5	Boston	1.3	8.3	64 1858
WKLB-F	C	96.9	Boston	0.7	2.3	47 744
WMJX-F	AC	106.7	Boston	0.4	1.5	45 814
WODS-F	O	103.3	Boston	0.8	4.5	50 1150
WPLM-F	J	99.1	Plymouth, MA	0.9	3.3	28 602
WQRC-F	SAC	99.9	Barnstable, MA	0.4	1.1	27 386
WRKO	T	680	Boston	0.4	1.1	35 504
WROR-F	AC	105.7	Framingham, MA	1.0	2.8	48 751
WXKS-F	CHR	107.9	Medford, MA	0.5	3.4	36 1134
WZLX-F	CL AOR	100.7	Boston	0.8	2.4	43 838

AM Stations

WHJJ	920	5 kw (DA-N)	News/Talk	CBS, Talknt	\$50.00	Katz	SFX
WLKW	790	5 kw (DA-N)	Standards	ABC	\$34.00	Allied	Citadel
WPRO	630	5 kw (DA-N)	Talk	ABC, SBUSA, 1/1	\$67.00	Mc-Guild	Citadel

FM Stations

WBRU	95.5	20 kw @ 440	New Rock	\$45.00	---		
WCTK	98.1	47 kw @ 510	Country	\$50.00	D&R	Hall	New Bedford
WDGE	99.7	2.3 kw @ 535	New Rock	\$44.00	Katz	Citadel, pend.	Wakefield
WDGF	100.3	3.9 kw @ 236	Modern AC	\$ NA	Katz	Citadel, pend.	Middletown
WFHN	107.1	2.4 kw @ 348	CHR	\$ NA	Mc-Guild	Spring	Fairhaven, MA
WHJY	94.1	50 kw @ 440	AOR	\$114.00	D&R	SFX	
WPRO	92.3	39 kw @ 551	CHR	\$80.00	Mc-Guild	Citadel	
WSNE	93.3	29.8 kw @ 619	AC	\$75.00	D&R	SFX	Taunton
WWBB	101.5	13.5 kw @ 950	Oldies	\$79.00	Banner	Clear Channel	
WWKX	106.3	1.15 kw @ 518	CHR	Westwd \$45.00	Christal	Back Bay	Woonsocket
WWLI	105.1	50 kw @ 500	Soft AC	\$85.00	Allied	Citadel	
WWRX	103.7	37 kw @ 568	Classic AOR	Source \$65.00	Clr Chnl	Clear Channel	Westerly

Notes: WCRB-F -- See Boston . . . 3/97 Telemidia sold these stations to Citadel: WLKW for \$2,000,000; WPRO for \$6,500,000; WPRO-F for \$17,400,000; WWLI-F for \$20,000,000 . . . 4/97 WPJB-F (102.7) sold to Back Bay for \$1,000,000; began simulcasting WWKX-F . . . 5/97 WPJB-F changed calls to WAKX-F . . . 6/97 WDGE-F/WDGF-F sold by Urso to Citadel for \$8,500,000

Jim Duncan

Comments: WPRO-F is back on top in 12+ (and 25-54) for the first time in many years . . . WHJY-F turned in its lowest share in many years . . . WWBB-F posted its third consecutive 12+ gain and its highest share in more than three years . . . WLKW, too, is at its highest share in more than three years

PUEBLO

Arbitron Rank: 235 Pop (12+) 108,100	Stations: 21 / 7	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 712/152:1/52.4%	Household Income: \$38,871
MSA Pop: NA	Sample Target: 610	Retail Dollars: \$1.2 Bil
DMA: Colorado Springs (#97)	% Below Line: 41.5	#1 Biller: NA
Average Persons Rating: 16.7	% Not Listed: 13.3	#1 Billing Portfolio: NA
Market TSL In Hours: 22.75	Pop per Station: 15,443	

12+ Metro	Format	Spring 97 1/4 Share	Spg 96	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KCCY-F	C	34 / 18.8	17.3	21.3	363 / 33.6	29.2	35.5	78 / 1061	KCCY-F
2	KKMG-F	CHR	23 / 12.7	10.3	9.1	296 / 27.3	23.9	21.5	95 / 1418	KKMG-F
3	KDZA-F	O	13 / 7.2	8.7	8.5	207 / 19.2	21.0	21.7	21 / 355	KDZA-F
4	KKFM-F	AOR/CL	11 / 6.1	7.0	6.1	156 / 14.5	14.3	14.0	84 / 1069	KKFM-F
5	KGHF	ST/FS	10 / 5.5	6.5	4.3	116 / 10.7	12.4	9.2	18 / 223	KGHF
6	KCSJ	T	9 / 5.0	7.0	6.1	153 / 14.2	14.6	12.9	13 / 236	KCSJ
7	KNKN-F	SP	8 / 4.4	1.6	1.2	110 / 10.2	4.5	4.7	9 / 143	KNKN-F
8	KILO-F	AOR	6 / 3.3	4.3	8.5	122 / 11.3	13.3	16.8	60 / 964	KILO-F
	KVUU-F	AC	6 / 3.3	0.3	0.6	131 / 12.1	9.8	9.6	43 / 864	KVUU-F
10	KRDO-F	SAC	5 / 2.8	2.7	1.2	90 / 8.3	5.8	7.8	37 / 659	KRDO-F
	KYZX-F	C	5 / 2.8	3.8	1.2	75 / 6.9	7.5	5.0	9 / 146	KYZX-F

12+ FM Share (Metro): 82.80 % (130 of 157) (Spring 95: 77.30 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKMG-F >>	1 KCCY-F	1 KCCY-F >	1 KCCY-F >>	1 KCCY-F >>	1 KCCY-F >>	1 KCCY-F >	1 KCCY-F >>	1 KCCY-F	1 KKMG-F >	1 KKMG-F
2 KILO-F >>	2 KKMG-F >>	2 KKMG-F >	2 KKMG-F	2 KKMG-F	2 KDZA-F	2 KKMG-F >	2 KKMG-F	2 KKMG-F >>	2 KCCY-F >>	KCCY-F >>
	3 KILO-F	3 KKFM-F	KKFM-F	3 KKFM-F	KGHF	3 KDZA-F <	3 KDZA-F <	3 KGHF <	3 KKFM-F	
	4 KKFM-F	4 KDZA-F >	4 KDZA-F >>	4 KDZA-F >	4 KCSJ	4 KCSJ	4 KGHF	4 KDZA-F	4 KILO-F	
	KVUU-F >	5 KVUU-F	5 KVUU-F	5 KVUU-F	5 KNKN-F	5 KKFM-F	5 KKFM-F	KKFM-F	KDZA-F	
							KCSJ	6 KNKN-F >	KOA	
									KNKN-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 KKMG-F	1 KCCY-F	1 KCCY-F	1 KCCY-F >>	1 KCCY-F >>	1 KKMG-F	1 KCCY-F >	1 KCCY-F >>	1 KCCY-F >	1 KCCY-F >
KCCY-F >>	2 KKMG-F >>	2 KKMG-F >	2 KKMG-F >>	2 KDZA-F	KCCY-F <<	2 KKMG-F >>	2 KKMG-F >>	2 KKMG-F >	2 KKFM-F
	3 KVUU-F >>	3 KVUU-F >>	3 KDZA-F	KKMG-F >		3 KILO-F	KKFM-F >>	KKFM-F >	3 KKMG-F
			4 KKFM-F	4 KKFM-F		KKFM-F		4 KDZA-F >	4 KDZA-F
			KVUU-F >	KVUU-F >		KVUU-F >>		5 KILO-F >	5 KRDO-F >

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	9 (2)	9 (2)	5.7 %	11.0 %
AOR/Classic/NR	0 (0)	17 (2)	17 (2)	10.8 %	15.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	23 (1)	23 (1)	14.6 %	11.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	42 (3)	42 (3)	26.8 %	21.5 %
Full Service	14 (2)	0 (0)	14 (2)	8.9 %	11.7 %
Hispanic	3 (1)	8 (1)	11 (2)	7.0 %	4.3 %
Jazz	0 (0)	4 (1)	4 (1)	2.5 %	0.0 %
News/Talk	10 (2)	0 (0)	10 (2)	6.4 %	8.0 %
Oldies	0 (0)	17 (2)	17 (2)	10.8 %	11.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	5 (3)	5 (3)	3.2 %	1.8 %
Soft AC/EZ	0 (0)	5 (1)	5 (1)	3.2 %	3.1 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	27 (5)	130 (16)	157 (21)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KRMX	SP	1480	Pueblo	1.7	4.3	4	62

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KBIQ-F	REL	102.7	Manitou Spgs.	1.1	4.1	16	318
KGFT-F	REL	100.7	Pueblo	1.1	2.4	12	223
KHOW	T	630	Denver	0.6	1.2	5	102
KKCS-F	C	101.9	Colorado Springs	1.7	5.3	58	837
KKLI-F	AC	106.3	Widefield	1.7	6.1	43	573
KOA	T/FS	850	Denver	2.2	6.3	43	652
KPRZ-F	REL	96.1	Fountain	0.6	1.5	7	159
KSKX-F	J	106.6	Security	2.2	4.7	32	425
KSPZ-F	O	92.9	Colorado Springs	2.2	6.9	37	741

PUEBLO

Consolidation Report	12+	25-54	Revenue
Local KCSJ-AM, KGHF-AM, KYZX-FM	13.3 %	6.0 %	%
McCoy KCCY-FM, KDZA-FM	26.0 %	30.4 %	%
	39.3 %	36.4 %	%

AM Stations

KCSJ	590	1 kw (DA-2)	Talk	CBS, Westwd	\$ NA	---	KGHF/KYZX-F
KGHF	1350	5 kw/1 kw (DA-N)	Standards/Full Svc.	Westwd, AP, ABC	\$ NA	Target	KCSJ/KYZX-F

FM Stations

KCCY	96.9	72 kw @ 2280	Country	ABC	\$ NA	Mc-Guild	McCoy
KDZA	107.9	100 kw @ 240	Oldies	Westwd	\$ NA	Eastman	McCoy
KYZX	104.5	50 kw @ 345	Country	ABC	\$ NA	---	KGHF/KCSJ

Notes: Other ranked stations -- See Colorado Springs or Denver . . . 10/96 KYZX-F changed from AC to Country . . . 6/97 KFEL (970)/KNKN-F (107.1) sold by Guardian to Gary Acker for \$725,000

RALEIGH-DURHAM

Arbitron Rank: 48 Pop (12+): 870,000	Stations: 33 / 27	Last Year's Revenue: \$50,000,000
MSA Rank: 56	Diaries: 2,168/401:1/57.7%	Household Income: \$45,067
MSA Pop: 1,030,000	Sample Target: 2,060	Retail Dollars: \$11.3 Bil.
DMA: 30	% Below Line: 6.4	#1 Biller: WRAL-F \$7,300,000
Average Persons Rating: 16.0	% Not Listed: 18.1	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 32,222	SFX \$20,000,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WQOK-F	B	130 / 9.4	9.3	8.5	8.1	8.5	8.8	1588 / 18.3	16.0	16.4	221 / 2488	F	WQOK-F
2	WDCG-F	CHR	108 / 7.8	8.6	8.0	8.3	8.8	8.2	2043 / 23.5	23.3	24.7	165 / 3029	G	WDCG-F
3	WRDU-F	AOR	98 / 7.1	6.9	5.8	6.0	4.3	6.4	1573 / 18.1	16.2	14.8	177 / 2536	G	WRDU-F
4	WPTF	FS/T	88 / 6.3	6.3	6.1	6.2	6.9	6.2	1235 / 14.2	13.2	13.6	114 / 1632	F	WPTF
	WTRG-F	O	88 / 6.3	5.5	5.2	6.8	7.7	6.0	1461 / 16.8	17.6	16.8	172 / 2757	G	WTRG-F
6	WRAL-F	AC/CHR	87 / 6.3	7.4	7.2	7.4	6.6	7.1	1769 / 20.3	22.7	19.2	148 / 1684	H	WRAL-F
7	WQDR-F	C	79 / 5.7	6.0	6.2	5.9	6.4	5.9	1194 / 13.7	15.2	15.5	160 / 2538	F	WQDR-F
8	WKIX-F	C	74 / 5.3	5.6	5.8	6.7	6.7	5.9	1226 / 14.1	14.7	17.5	126 / 2029	E	WKIX-F
9	WFXC-FF	B/AC	65 / 4.7	5.7	6.1	5.1	5.4	5.4	853 / 9.8	12.2	12.6	106 / 1526	E	WFXC-FF
10	WRSN-F	AC	59 / 4.2	3.8	3.2	4.7	3.8	4.0	1165 / 13.4	11.7	13.7	88 / 1628	D	WRSN-F
11	WJMH-F	B	41 / 2.9	1.8	1.8	1.6	1.6	2.0	630 / 7.2	6.4	5.4	57 / 904		WJMH-F
12	WZZU-F	CL HITS	31 / 2.2	2.5	2.5	2.3	1.4	2.4	862 / 9.9	7.4	4.9	34 / 1017	C	WZZU-F
13	WAUG	B/O	19 / 1.4	0.5	0.6	0.8	1.6	0.8	222 / 2.8	1.5	2.4	19 / 241	A	WAUG
14	WPCM-F	C	18 / 1.3	0.9	1.9	0.8	1.0	1.2	408 / 4.7	4.9	4.5	46 / 884		WPCM-F
15	WKTC-F	C	16 / 1.2	1.1	1.1	1.3	1.8	1.2	325 / 3.7	4.5	5.4	56 / 962		WKTC-F
16	WRBZ	T	15 / 1.1	1.2	1.2	0.9	1.6	1.1	341 / 3.9	3.7	5.3	19 / 379	A	WRBZ
17	WLLE	B	14 / 1.0	1.4	1.3	1.2	1.0	1.2	223 / 2.6	2.1	2.6	14 / 236		WLLE

12+ FM Share (Metro): 82.00 % (934 of 1139) (Spring 96: 80.84 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQOK-F	1 WQOK-F	1 WQOK-F	1 WQOK-F <	1 WRDU-F <	1 WPTF <	1 WDCG-F	1 WPTF	1 WQOK-F	1 WQOK-F >	1 WQOK-F
2 WDCG-F >	2 WDCG-F	2 WDCG-F <	2 WRDU-F <	2 WQOK-F <	2 WTRG-F	2 WRDU-F	2 WQOK-F <	2 WDCG-F <	2 WDCG-F <	2 WQOR-F <
3 WJMH-F	3 WRDU-F >	3 WRDU-F	3 WRAL-F	3 WRAL-F <	3 WQOR-F	3 WRAL-F <	3 WTRG-F <	3 WTRG-F <	3 WFXC-FF	3 WDCG-F
4 WRAL-F	4 WRAL-F	4 WRAL-F	4 WDCG-F <	4 WTRG-F	4 WRAL-F <	4 WQOK-F	4 WRAL-F <	4 WRDU-F	4 WQDR-F	4 WPTF
5 WKIX-F	5 WTRG-F <	5 WTRG-F	5 WTRG-F	5 WDCG-F	5 WFXC-FF	5 WTRG-F <	5 WDCG-F <	5 WRAL-F <	5 WKIX-F <	5 WJMH-F
6 WJMH-F	6 WFXC-FF <	6 WFXC-FF	6 WFXC-FF	6 WFXC-FF <	6 WKIX-F <	6 WPTF <	6 WRDU-F	6 WPTF	6 WRDU-F <	6 WRSN-F <
7 WKIX-F	7 WRSN-F <	7 WRSN-F	7 WRSN-F <	7 WRSN-F	7 WRDU-F <	7 WKIX-F	7 WQDR-F <	7 WKIX-F <	7 WJMH-F <	7 WRDU-F <
8 WRSN-F <	8 WQDR-F <	8 WQDR-F	8 WQDR-F <	8 WQDR-F	8 WQDR-F	8 WRSN-F <	8 WQDR-F	8 WQDR-F	8 WRAL-F	8 WRAL-F
9 WQDR-F	9 WKIX-F	9 WKIX-F	9 WKIX-F <	9 WKIX-F	9 WKIX-F	9 WKIX-F	9 WKIX-F	9 WKIX-F	9 WKIX-F	9 WKIX-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 WQOK-F >	1 WQOK-F	1 WQOK-F	1 WQOK-F	1 WRAL-F	1 WDCG-F	1 WRDU-F	1 WRDU-F	1 WRDU-F	1 WRDU-F >
2 WDCG-F >>	2 WDCG-F >	2 WDCG-F	2 WDCG-F	2 WQOK-F <	2 WJMH-F <	2 WQOK-F <	2 WQOK-F	2 WQOK-F	2 WQOK-F
3 WJMH-F	3 WRAL-F	3 WRAL-F	3 WRAL-F	3 WTRG-F <	3 WQOK-F <	3 WDCG-F >	3 WDCG-F >	3 WDCG-F	3 WTRG-F
4 WKIX-F	4 WRDU-F <	4 WRDU-F	4 WKIX-F	4 WDCG-F	4 WRDU-F >>	4 WJMH-F	4 WRAL-F	4 WRAL-F <	4 WPTF <
WRDU-F >	5 WKIX-F <	5 WRSN-F	5 WRSN-F <	5 WRSN-F	5 WKIX-F >	5 WRAL-F <	5 WPTF	5 WPTF	5 WRAL-F <
	6 WRSN-F >	6 WKIX-F <	6 WTRG-F <	6 WKIX-F <		6 WKIX-F	6 WFXC-FF	6 WTRG-F <	6 WDCG-F <
		7 WTRG-F	7 WFXC-FF <	7 WFXC-FF				7 WFXC-FF	7 WQDR-F <
			8 WRDU-F	8 WRDU-F				8 WQDR-F	8 WFXC-FF

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCHL	T	1360	Chapel Hill 0.4 1.4 6 124
WCLY	REL	1550	Raleigh 0.6 1.6 8 137
WDNC	SPRTS	620	Durham 0.8 2.9 13 327
WETC	SP	540	Wendell 0.6 0.7 8 81
WHLQ-AF	C	102.5	Louisburg 0.9 1.0 12 106
WMPM	C	1270	Smithfield 0.6 1.0 10 94
WPJL	REL	1240	Raleigh 0.4 1.4 6 126
WRTP-AA	REL	1530	Chapel Hill 0.4 1.2 5 115
WSRC	B/G	1410	Durham 0.9 1.8 14 171

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKRR-F	AOR/CL	92.3	Asheboro 0.4 2.3 24 532
WQMG-F	B/AC	97.1	Greensboro 0.5 2.0 18 343
WRCQ-F	AOR	103.5	Dunn 0.8 3.6 50 949
WZFX-F	B	99.1	Whiteville 0.5 2.7 110 1433

RALEIGH-DURHAM

Format Performance	AM	FM	Total	%	Fail 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	146 (2)	146 (2)	12.8 %	13.7 %	Clear Channel WQOK-FM, WDUR-AM, WFXC-FM, WFXK-FM, WZZU-FM	16.3 %	17.4 %	19.4 %
AOR/Classic/NR	0 (0)	115 (3)	115 (3)	10.1 %	8.6 %				
Black/Urban	33 (2)	250 (6)	283 (8)	24.8 %	24.5 %	Curtis, pend. WKTC-FM, WQDR-FM, WPTF-AM, WCHL-AM, WKIX-FM	18.9 %	16.2 %	25.2 %
CHR	0 (0)	108 (1)	108 (1)	9.5 %	10.1 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Mortenson, pend. WCLY-AM, WLLE-AM	1.6 %	1.2 %	%
Country	12 (2)	196 (5)	208 (7)	18.3 %	20.8 %				
Full Service	88 (1)	0 (0)	88 (1)	7.7 %	7.6 %	SFX WDCG-FM, WRDU-FM, WRSN-FM, WTRG-FM	25.4 %	28.9 %	40.0 %
Hispanic	8 (1)	0 (0)	8 (1)	0.7 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	21 (2)	0 (0)	21 (2)	1.8 %	2.1 %		62.2 %	63.7 %	84.6 %
Oldies	0 (0)	119 (2)	119 (2)	10.4 %	9.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	32 (5)	0 (0)	32 (5)	2.8 %	2.2 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	11 (1)	0 (0)	11 (1)	1.0 %	0.9 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	205 (14)	934 (19)	1139 (33)						

AM Stations

WLLE	570	500 w/52 w	Black	AURN	\$ NA	--	Mortenson, pend.
WPTF	680	50 kw (DA-N)	Full Service/Talk	CBS	\$76.00	Mc-Guild	Curtis
WRBZ	850	10 kw/5 kw (DA-N)	Talk	Westwd	\$ NA	Allied	

FM Stations

WDCG	105.1	100 kw @ 1040	CHR	ABC	\$125.00	Allied	SFX	
WFXC	107.1	2.6 kw @ 500	Black AC	ABC	\$64.00	Eastman	Clear Channel	
WFXK	104.3	100 kw @ 981	See WFXC-F					Tarboro
WKIX	96.1	100 kw @ 985	Country	Westwd	\$62.00	Mc-Guild	Curtis	
WKTC	96.9	100 kw @ 984	Country		\$26.00	D&R	Curtis	Goldensboro
WQDR	94.7	100 kw @ 1680	Country	Westwd	\$83.00	Mc-Guild	Curtis	
WQOK	97.5	100 kw @ 981	Black	ABC	\$75.00	D&R	Clear Channel	S. Boston, VA
WRAL	101.5	100 kw @ 1821	AC/CHR		\$150.00	Katz	Capitol	
WRDU	106.1	100 kw @ 1350	AOR	Source	\$101.00	Allied	SFX	Wilson
WRSN	93.9	100 kw @ 1270	AC		\$55.00	Allied	SFX	Burlington
WTRG	100.7	100 kw @ 1968	Oldies	ABC, CBS	\$100.00	Allied	SFX	Rocky Mount
WZZU	103.9	7.9 kw @ 577	Classic Hits		\$35.00	Eastman	Clear Channel	Fuquay-Varina

Notes: WRAL-F reclassified from AC to AC/CHR based on market visit and station self-description . . . WJMH-F, WPCM-F – See Greensboro-Winston Salem . . . 2/97 WDUR/ WFXC-F/WFXK-F sold by Pinnacle to Clear Channel for \$20,000,000 . . . 4/97 WPXX-F (CP: 106.7; Semora, NC) sold to Pinnacle for \$3,000,000 (Snowden; Whittle) . . . 5/97 WLLE sold to Mortenson for \$525,000 . . . 6/97 WCHL (1360; Chapel Hill) sold by Village to Curtis for \$400,000

Jim Duncan

Comments: WRDU-F reached its highest levels since 1994 . . . Listening levels are up slightly over the last two years . . . WKIX-F is in the midst of a moderate down trend . . . WFXC-F is at its lowest share level in three years

RENO

Arbitron Rank: 131 Pop (12+): 294,800	Stations: 21 / 20	Last Year's Revenue: \$14,000,000
MSA Rank: 161	Diaries: 731/403:1/49.8%	Household Income: \$46,564
MSA Pop: 303,000	Sample Target: 690	Retail Dollars: \$3.8 Bil.
DMA: 120	% Below Line: 0.4	#1 Biller: KBUL-F \$2,400,000
Average Persons Rating: 15.9	% Not Listed: 9.0	#1 Billing Portfolio: Citadel \$4,900,000
Market TSL In Hours: 21.00	Pop per Station: 14,740	

12+ Metro	Format	Spring 97 1/4 Share	Fail 96	Spg 96	Fail 95	Spg 95	12+ Metro Cume / Rtg	Fail 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	KBUL-F	C	53 / 11.3	8.2	14.1	11.1	11.9	656 / 22.3	21.7	26.2	81 / 998	D	KBUL-F
2	KKOH	N/T	52 / 11.1	10.3	9.1	9.1	8.5	580 / 19.7	17.6	17.5	74 / 837	C	KKOH
3	KZSR-F	CL AOR	32 / 6.8					460 / 15.6			45 / 605		KZSR-F
4	KODS-F	O	30 / 6.4	5.4	4.2	5.3	4.3	401 / 13.6	14.9	12.8	41 / 643	C	KODS-F
5	KOZZ-F	CL AOR	29 / 6.2	5.2	5.9	9.7	8.1	369 / 12.5	12.9	14.1	39 / 618	C	KOZZ-F
6	KWNZ-F	CHR	25 / 5.3	9.5	6.1	7.7	6.7	460 / 15.6	17.7	17.2	48 / 739	C	KWNZ-F
7	KNEV-F	AC	22 / 4.7	5.8	8.4	6.2	3.6	500 / 17.0	15.1	20.5	32 / 711	B	KNEV-F
	KRZQ-F	AOR-NR	22 / 4.7	5.6	3.4	3.3	4.3	439 / 14.9	16.9	12.7	42 / 667	B	KRZQ-F
9	KRNO-F	AC	21 / 4.5	7.9	5.9	7.1	7.6	286 / 9.7	13.2	13.7	37 / 518	C	KRNO-F
10	KLCA-F	AC-NR	20 / 4.3	2.6	1.7	2.9	3.8	489 / 16.6	5.9	8.0	22 / 566	A	KLCA-F
11	KCBN	ST	19 / 4.1	3.0	3.6	4.2	3.8	219 / 7.4	6.8	6.4	20 / 241		KCBN
	KSRN-F	ST/EZ	19 / 4.1	4.7	3.0	5.5	4.3	204 / 6.9	6.4	5.4	22 / 243		KSRN-F
13	KTHX-F	AOR-P	18 / 3.8	5.6	3.2	4.2	2.7	240 / 8.1	9.0	6.8	24 / 335	B	KTHX-F
14	KDOT-F	AOR	14 / 3.0	4.3	5.9	4.0	4.7	293 / 9.9	12.5	11.3	26 / 538	B	KDOT-F
	KRNV-F	N/T	14 / 3.0	2.4	2.1	2.0	2.7	275 / 9.3	7.4	8.5	14 / 292		KRNV-F

12+ FM Share (Metro): 76.29 % (325 of 426) (Spring 96: 75.18 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KWNZ-F >>	1 KBUL-F	1 KBUL-F	1 KBUL-F	1 KBUL-F	1 KKOH	1 KKOH	1 KKOH	1 KBUL-F	1 KKOH >	1 KKOH >>
2 KRZQ-F	2 KRZQ-F	2 KOZZ-F <	2 KOZZ-F <	2 KZSR-F <	2 KBUL-F	2 KBUL-F >	2 KBUL-F	2 KZSR-F	2 KBUL-F	
3 KDOT-F	3 KOZZ-F <	3 KZSR-F >	3 KZSR-F	3 KOZZ-F <	3 KODS-F <	3 KRZQ-F	3 KODS-F <	3 KOZZ-F <	3 KOZZ-F	
	KLCA-F >	4 KODS-F	4 KODS-F	4 KODS-F	4 KZSR-F	4 KZSR-F <	4 KZSR-F <	4 KODS-F	4 KRNO-F	
		KLCA-F	5 KRZQ-F	5 KNEV-F	5 KKOH	5 KODS-F <	5 KOZZ-F >	5 KWNZ-F	KWNZ-F >	
		KNEV-F <	KKOH	6 KKOH <	6 KTHX-F <	KSRN-F	6 KOZZ-F	6 KSRN-F	KKOH	6 KXEQ
		7 KKOH	KNEV-F <	7 KTHX-F	7 KNEV-F <	7 KOZZ-F <	7 KNEV-F	KRNO-F <	7 KNEV-F <	KLCA-F
		KRNO-F	8 KLCA-F <	KRNO-F <	8 KRNO-F	8 KTHX-F	KWNZ-F <	8 KTHX-F	8 KLCA-F <	
						9 KRNV-F	KNEV-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 KXEQ	1 KBUL-F	1 KNEV-F	1 KBUL-F >	1 KBUL-F >	1 KRZQ-F	1 KRZQ-F	1 KBUL-F	1 KOZZ-F >	1 KOZZ-F
	KLCA-F	2 KNEV-F	KBUL-F >	2 KNEV-F	2 KKOH >>	2 KOZZ-F	2 KOZZ-F	2 KZSR-F	2 KBUL-F <
3 KWNZ-F	3 KRNO-F	3 KRNO-F	3 KRNO-F <	3 KNEV-F <	3 KWNZ-F	KBUL-F	3 KZSR-F	KBUL-F	3 KZSR-F <
	KDOT-F	4 KLCA-F	4 KOZZ-F	4 KZSR-F	KDOT-F	4 KKOH	KRZQ-F >	4 KRZQ-F <	4 KODS-F
	KRNO-F >	5 KXEQ	5 KDOT-F	5 KLCA-F	5 KKOH	KLCA-F >>	5 KZSR-F	5 KWNZ-F	5 KKOH
		KDOT-F	KKOH	6 KWNZ-F	KODS-F >	KWNZ-F >	KODS-F	6 KTHX-F	KTHX-F >
		7 KWNZ-F	KLCA-F >	7 KODS-F	7 KOZZ-F			KKOH >	7 KRZQ-F >
				8 KKOH	KLCA-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KHIT	C	630 Reno	0.9 2.9 7 114
KHWG-F	C	107.7 Kings Beach, CA	0.9 2.2 4 84
KPLY	SPRTS	1270 Sparks	1.9 5.9 9 176
KOLO	SP	920 Reno	1.1 3.1 5 93
KXEQ	SP	1340 Reno	2.6 3.4 12 101

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KZZF-F	AOR-P	102.9 S. Lk. Tahoe, CA	0.4 3.9 4 191

RENO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	63 (3)	63 (3)	14.8 %	8.9 %	Americom KODS-FM, KTHX-FM, KRZQ-FM, KPLY-AM, KLCA-FM	21.1 %	24.6 %	20.0 %
AOR/Classic/NR	0 (0)	117 (6)	117 (6)	27.5 %	25.4 %	Capstar KRNO-FM, KCBN-AM, KWNZ-FM	13.9 %	9.5 %	17.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Citadel KKOH-AM, KNEV-FM, KBUL-FM, KZSR-FM	33.9 %	36.5 %	35.0 %
CHR	0 (0)	25 (1)	25 (1)	5.9 %	10.6 %	Lotus KHIT-AM, KPTT-AM, KDOT-FM, KOZZ-FM	10.1 %	12.1 %	20.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	4 (1)	57 (2)	61 (3)	14.3 %	13.3 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	17 (2)	0 (0)	17 (2)	4.0 %	2.4 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	52 (1)	14 (1)	66 (2)	15.5 %	14.3 %				
Oldies	0 (0)	30 (1)	30 (1)	7.0 %	6.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	9 (1)	0 (0)	9 (1)	2.1 %	3.9 %				
Standards	19 (1)	19 (1)	38 (2)	8.9 %	8.7 %				
Totals	101 (6)	325 (15)	426 (21)				79.0 %	82.7 %	92.5 %

AM Stations

KCBN	1230	820 w	Standards	Westwd	\$<20.00	Allied	Capstar	
KKOH	780	50 kw (DA-N)	News/Talk	ABC	\$36.00	Mc-Guild	Citadel	
KPLY	1270	5 kw (DA-2)	Sports	CBS, Westwd, 1/1	\$<20.00	Eastman	Americom	Sparks

FM Stations

KBUL	98.1	76 kw @ 2273	Country		\$53.00	Mc-Guild	Citadel	Carson
KDOT	104.5	25 kw @ 2929	AOR		\$<20.00	Christal	Lotus	
KLCA	100.9	6 kw @ 203	Modern AC		\$<20.00	Allied	Americom	Sparks
KNEV	95.5	60 kw @ 2270	AC	Westwd	\$24.00	Mc-Guild	Citadel	
KODS	103.7	6.3 kw @ 2985	Oldies		\$33.00	Allied	Americom	Carnelian Bay, CA
KOZZ	105.7	75 kw @ 2178	Classic AOR	Source	\$45.00	D&R	Lotus	
KRNO	106.9	37 kw @ 2988	AC		\$29.00	Allied	Capstar	
KRNV	101.7	11 kw @ 492	News/Talk	AP, CNN	\$<20.00	Katz		
KRZQ	106.9	4 kw @ 2955	AOR-New Rock		\$<20.00	Allied	Americom	Tahoe City
KSRN	92.1	4.1 kw @ 390	Standards/EZ	CNN	\$20.00	---		Sparks
KTHX	100.1	0.76 kw @ 2955	Progressive AOR		\$<20.00	Allied	Americom	Incline Village
KWNZ	97.3	87 kw @ 2112	CHR	ABC	\$32.00	D&R	Capstar	Carson City
KZSR	92.9	45 kw @ 2654	Classic AOR		\$ NA	---	Citadel	

Notes: KNEV-F reclassified as AC (from Soft AC) based on audience analysis and station self-description . . . 1/97 The KTHX-F calls and Progressive AOR format moved from 94.7 to 100.1 (KZAK-F) . . . 3/97 KQNV-F changed from Country to Modern AC (AC-NR) as KLCA-F ("Alice @ 100.9") . . . 4/97 KRNV-F changed from News to News/Talk . . . 4/97 Patterson sold these stations to Capstar: KCBN for \$700,000; KRNO-F for \$3,900,000; KWNZ-F for \$4,800,000 (MVP)

Jim Duncan

Comments: There's been a slight decline in listening levels over the last two years . . . KZSR-F had an outstanding debut book and becomes the 13th viable FM in a \$14,000,000 market . . . KRNO-F and KWNZ-F both fell off from strong Fall '96 books

RICHMOND

Arbltron Rank: 56 Pop (12+): 782,500	Stations: 24 / 22	Last Year's Revenue: \$37,800,000
MSA Rank: 62	Diaries: 2,037/384:1/54.5%	Household Income: \$43,898
MSA Pop: 940,000	Sample Target: 1,980	Retail Dollars: \$10.0 Bil.
DMA: 54	% Below Line: 0.7	#1 Biller: WKHK-F \$6,100,000
Average Persons Rating: 15.2	% Not Listed: 12.2	#1 Billing Portfolio:
Market TSL In Hours: 20.00	Pop per Station: 35,568	Clear Channel \$16,400,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WKHK-F	C	154 / 12.9	10.4	11.2	11.1	13.9	11.4	1778 / 22.7	20.8	24.7	172 / 2017	G	WKHK-F
2	WCDX-F	B	127 / 10.7	9.9	10.6	9.7	10.3	10.2	1480 / 18.9	17.8	18.1	145 / 1707	F	WCDX-F
3	WTVR-F	SAC	95 / 8.0	9.7	8.4	8.8	9.7	8.7	1444 / 18.4	18.1	21.7	105 / 1638	F	WTVR-F
4	WRVA	FS	90 / 7.6	9.4	8.7	8.6	8.5	8.6	1454 / 18.6	18.8	19.2	97 / 1568	F	WRVA
5	WMXB-F	AC	74 / 6.2	6.0	5.0	4.3	5.9	5.4	1392 / 17.8	13.0	16.1	85 / 1596	E	WMXB-F
6	WRVQ-F	CHR	68 / 5.7	6.2	5.3	6.0	6.2	5.8	1578 / 20.2	18.4	19.2	93 / 1944	E	WRVQ-F
7	WRXL-F	AOR	58 / 4.9	5.2	4.3	4.9	5.1	4.8	986 / 12.6	12.7	13.4	65 / 1111	E	WRXL-F
8	WPLZ-F	BIAC	56 / 4.7	4.8	6.3	4.6	6.7	5.1	998 / 12.7	13.4	14.4	60 / 1121	C	WPLZ-F
9	WSMJ-F	J	45 / 3.8	5.3	5.8	6.2		5.3	842 / 10.8	12.2		45 / 862	B	WSMJ-F
10	WVGO-F	O	44 / 3.7	2.9	2.8	1.8	3.1	2.8	794 / 10.1	8.8	10.3	53 / 978	C	WVGO-F
11	WBZU-F	AOR-NR	39 / 3.3	3.8	4.5	4.2	4.2	3.9	884 / 11.3	12.7	12.8	50 / 1020	C	WBZU-F
12	WKLR-F	CL HITS	38 / 3.2	2.7	2.6	2.9	2.9	2.8	793 / 10.1	9.6	11.8	49 / 1052	C	WKLR-F
13	WSOJ-F	B	33 / 2.8	2.7	2.2	1.8	2.9	2.4	518 / 6.6	5.5	7.5	35 / 567	A	WSOJ-F
14	WTVR	ST	23 / 1.9	1.8	1.9	2.1	1.7	1.9	272 / 3.5	4.2	3.6	23 / 290	A	WTVR
15	WGCV	B/G	19 / 1.6	0.7	0.9	1.7	0.9	1.2	200 / 2.6	1.9	1.5	20 / 219		WGCV
16	WFTH	B/G	16 / 1.3	1.3	0.7	1.3	1.1	1.2	188 / 2.4	1.3	2.3	16 / 208		WFTH
17	WXGI	C	15 / 1.3	2.4	1.7	1.4	1.1	1.7	222 / 2.8	3.8	3.2	17 / 246		WXGI
18	WRNL	SPRTS	14 / 1.2	1.0	1.3	1.1	1.1	1.2	323 / 4.1	4.9	4.0	15 / 338		WRNL

12+ FM Share (Metro): 81.07 % (848 of 1046) (Spring 96: 80.69 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WCDX-F >>	1 WCDX-F >	1 WKHK-F <	1 WKHK-F	1 WKHK-F >	1 WKHK-F	1 WKHK-F	1 WKHK-F	1 WKHK-F >	1 WCDX-F >	1 WCDX-F >
2 WRVQ-F >	2 WKHK-F <	2 WCDX-F	2 WCDX-F	2 WTVR-F <	2 WRVA	2 WRVA <	2 WTVR-F	2 WCDX-F	2 WKHK-F >	2 WKHK-F <
3 WPLZ-F	3 WRXL-F <	3 WMXB-F <	3 WMXB-F <	3 WCDX-F	3 WTVR-F >	3 WCDX-F	3 WCDX-F <	3 WTVR-F	3 WPLZ-F	3 WRVA
4 WMXB-F	4 WTVR-F	4 WTVR-F	4 WTVR-F	4 WMXB-F	4 WCDX-F <	4 WTVR-F	4 WRVA <	4 WMXB-F	4 WRVQ-F	
5 WRVQ-F	5 WRXL-F <	5 WRXL-F	5 WRXL-F	5 WRXL-F <	5 WMXB-F <	5 WMXB-F	5 WMXB-F >	5 WRVA <	5 WRVA <	
6 WPLZ-F	6 WRVQ-F	6 WRVQ-F	6 WRVQ-F	6 WRVQ-F	6 WSMJ-F <	6 WRVQ-F <	6 WRXL-F <	6 WRVQ-F	6 WRVQ-F <	
7 WTVR-F	7 WPLZ-F			7 WRVA <	7 WVGO-F	7 WRXL-F	7 WRVQ-F	7 WRXL-F	7 WSOJ-F	
	WBZU-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 WCDX-F >>	1 WCDX-F	1 WMXB-F	1 WCDX-F <	1 WTVR-F <	1 WCDX-F >	1 WCDX-F	1 WCDX-F	1 WKHK-F	1 WKHK-F >
2 WRVQ-F	2 WMXB-F <	2 WRVQ-F	2 WTVR-F	2 WKHK-F	2 WRXL-F	2 WRXL-F >	2 WRXL-F	2 WCDX-F <	2 WRXL-F <
	WKHK-F	3 WRVQ-F <	WCDX-F	WKHK-F <	3 WKHK-F	3 WKHK-F	3 WKLR-F	3 WRXL-F >	3 WCDX-F
4 WBZU-F	4 WKHK-F <	WKHK-F <	4 WMXB-F	4 WCDX-F	4 WBZU-F	4 WKLR-F	4 WKHK-F	4 WMXB-F <	4 WRVA
5 WMXB-F	5 WPLZ-F <	5 WTVR-F	5 WRVQ-F	5 WRVQ-F	5 WRVQ-F	5 WBZU-F	5 WBZU-F	5 WKLR-F	5 WTVR-F
	WTVR-F	6 WTVR-F >	WPLZ-F	6 WPLZ-F >	6 WPLZ-F	6 WPLZ-F	6 WMXB-F	6 WRVA	WKLR-F
	WPLZ-F >	7 WRXL-F >>					6 WBZU-F	7 WTVR-F	WMXB-F
								WBZU-F <	

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Cume Share Rating	TSA AQH Cume				
WCLM	B/O	1450	Highland Spgs.	0.4	1.2	5	98	WAFX-F	CLAOR	106.9	Suffolk	0.3	1.8	10	253
WDYL-F	REL	105.7	Chester	0.8	2.4	10	210	WWDE-F	AC	101.3	Hampton	0.3	1.0	7	107
WLEE	T	1320	Richmond	0.4	1.7	7	154								
WREJ	REL	1540	Richmond	0.9	2.1	11	171								

RICHMOND

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	78 (2)	78 (2)	7.5 %	5.7 %	Clear Channel	29.3 %	28.6 %	43.2 %
AOR/Classic/NR	0 (0)	101 (3)	101 (3)	9.7 %	10.4 %	WRNL-AM, WRVA-AM, WRVQ-FM, WRXL-FM, WTVR-FM, WTVR-AM			
Black/Urban	5 (1)	216 (3)	221 (4)	21.1 %	22.3 %	SFX	29.3 %	32.9 %	37.6 %
CHR	0 (0)	68 (1)	68 (1)	6.5 %	23.3 %	WBZU-FM, WKHK-FM, WKLR-FM, WMXB-FM, WVGO-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Sinclair	20.8 %	18.9 %	18.8 %
Country	15 (1)	154 (1)	169 (2)	16.2 %	16.8 %	WCDX-FM, WGCV-AM, WPLZ-FM, WSMJ-FM			
Full Service	90 (1)	0 (0)	90 (1)	8.6 %	9.5 %		79.4 %	80.4 %	99.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	45 (1)	45 (1)	4.3 %	6.6 %				
News/Talk	5 (1)	0 (0)	5 (1)	0.5 %	0.6 %				
Oldies	0 (0)	82 (2)	82 (2)	7.8 %	6.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	46 (3)	9 (1)	55 (4)	5.3 %	4.3 %				
Soft AC/EZ	0 (0)	95 (1)	95 (1)	9.1 %	9.5 %				
Sports	14 (1)	0 (0)	14 (1)	1.3 %	1.5 %				
Standards	23 (1)	0 (0)	23 (1)	2.2 %	2.6 %				
Totals	198 (9)	848 (15)	1046 (24)						

AM Stations

Call	Freq	Pwr	Format	Station	Rate	Agency	Advertiser
WFTH	1590	5 kw/0.019 kw	Black Gospel	AURN	\$ NA	---	
WRNL	910	5 kw/1.5 kw (DA-1)	Sports	Westwd, CBS	\$21.00	Clr Chnl	Clear Channel
WRVA	1140	50 kw (DA-1)	Full Service	ABC, CBS	\$80.00	Mc-Guild	Clear Channel
WTVR	1380	5 kw (DA-2)	Standards	ABC	\$<20.00	Katz	Clear Channel
WXGI	950	5 kw/57 w	Country	Westwd	\$<20.00	---	

FM Stations

Call	Freq	Pwr	Format	Station	Rate	Agency	Advertiser
WBZU	106.5	7.6 kw @ 1234	AOR-New Rock		\$39.00	Banner	SFX
WCDX	92.1	4.5 kw @ 771	Black		\$95.00	Allied	Sinclair
WKHK	95.3	17.5 kw @ 394	Country		\$125.00	Banner	SFX
WKLR	96.5	50 kw @ 492	Classic Hits		\$45.00	Mc-Guild	SFX
WMXB	103.7	20 kw @ 840	AC	AP	\$81.00	Mc-Guild	SFX
WPLZ	99.3	6 kw @ 328	Black AC	Westwd, ABC	\$46.00	Allied	Sinclair
WRVQ	94.5	200 kw @ 350	CHR	ABC	\$75.00	Katz	Clear Channel
WRXL	102.1	20 kw @ 791	AOR		\$73.00	Clr Chnl	Clear Channel
WSMJ	101.1	2 kw @ 404	Jazz		\$ NA	Allied	Sinclair
WSOJ	100.3	4.7 kw @ 371	Black	ABC, AURN	\$22.00	---	WREJ
WTVR	98.1	50 kw @ 840	Soft AC		\$85.00	Katz	Clear Channel
WVGO	104.7	100 kw @ 981	Oldies		\$35.00	Banner	SFX

Notes: 3/97 WLEE-F changed calls to WKLR ("Classic Hits 96.5"); it remains Classic Hits . . . 3/97 WSTK (1290; Colonial Heights) changed from Standards to Oldies as WZOD . . . 4/97 WFTH picked up Sheridan Gospel Network's Black Gospel programming service . . . 6/97 WXGI sold for \$650,000

Jim Duncan

Comments: There's been a moderate decline in listening levels over the last two years . . . WSMJ-F continued to decline from its fine debut in Summer '96 . . . Oldies WVGO-F is showing some strength . . . WMXB-F had its highest share in about three years . . . WRVA is at its lowest share in more than three years

RIVERSIDE-SAN BERNARDINO

Arbitron Rank: 26 Pop (12+): 1,363,300	Stations: 50 / 17	Last Year's Revenue: \$26,400,000
MSA Rank: 10	Diaries: 2,517/542:1/50.0%	Household Income: \$37,498
MSA Pop: 3,070,000	Sample Target: 2,420	Retail Dollars: \$22.2 Bil.
DMA: Los Angeles (#2)	% Below Line: 55.2	#1 Biller: KFRG-F/KOOJ-F \$6,800,000
Average Persons Rating: 16.9	% Not Listed: 11.4	#1 Billing Portfolio:
Market TSL in Hours: 22.50	Pop per Station: 80,194	Anaheim \$7,000,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	KFRG-F	C	230 / 10.0	9.2	9.8	11.3	8.9	10.1	2603 / 19.1	20.4	19.1	319 / 3682	G	KFRG-F
2	KFI	T	173 / 7.5	7.7	8.6	6.7	8.7	7.6	2035 / 14.9	16.9	16.2	263 / 3194		KFI
3	KGGI-F	CHR	141 / 6.1	6.4	5.8	6.1	5.5	6.1	2661 / 19.5	20.1	17.8	219 / 3986	G	KGGI-F
4	KKBT-F	B	121 / 5.2	4.9	4.0	4.9	4.1	4.8	1390 / 10.2	10.0	8.6	152 / 2010		KKBT-F
5	KOLA-F	O	101 / 4.4	4.1	4.7	5.0	4.9	4.5	1838 / 13.5	14.3	14.6	126 / 2560	E	KOLA-F
6	KOST-F	AC	72 / 3.1	3.6	3.5	3.1	3.7	3.3	1428 / 10.5	11.5	11.3	100 / 2135		KOST-F
7	KCAL-F	AOR	66 / 2.9	3.4	1.9	2.0	2.4	2.5	1134 / 8.3	6.7	7.3	85 / 1463	F	KCAL-F
8	KIIS-F	CHR	65 / 2.8	2.9	2.6	2.1	2.4	2.6	1491 / 10.9	11.7	11.3	115 / 2360		KIIS-F
9	KCBS-F	CL AOR	61 / 2.6	2.7	2.0	2.6	3.2	2.5	1167 / 8.6	8.5	9.6	85 / 1687		KCBS-F
10	KTWV-F	J	60 / 2.6	2.8	3.3	2.4	2.4	2.8	969 / 7.1	7.1	5.1	78 / 1381		KTWV-F
	KWRP-F	EZ	60 / 2.6	3.8	2.5	1.8	2.0	2.7	515 / 3.8	4.6	2.8	79 / 650		KWRP-F
12	KLOS-F	AOR	57 / 2.5	3.1	3.2	2.7	3.8	2.9	1308 / 9.6	11.1	11.0	102 / 2174		KLOS-F
13	KPWR-F	U/CHR	56 / 2.4	2.5	2.3	2.5	2.2	2.4	1111 / 8.1	8.1	7.6	77 / 1778		KPWR-F
	KSSE-F	SP	56 / 2.4	3.8	3.1	4.9	3.8	3.5	836 / 6.1	7.4	7.2	80 / 1298		KSSE-F
15	KLVE-F	SP	53 / 2.3	1.6	2.3	1.7	3.0	2.0	707 / 5.2	5.5	5.7	85 / 1082		KLVE-F
16	KRTH-F	O	51 / 2.2	2.3	2.0	2.5	2.9	2.3	1072 / 7.9	8.8	9.2	115 / 1912		KRTH-F
17	KBIG-F	AC	50 / 2.2	3.5	2.1	1.7	2.0	2.4	1047 / 7.7	7.2	7.3	67 / 1458		KBIG-F
18	KROQ-F	AOR-NR	48 / 2.1	1.7	2.3	1.7	2.0	2.0	978 / 7.2	7.5	8.2	61 / 1423		KROQ-F
19	KSCA-F	SP	47 / 2.0	1.6	0.7		0.3		579 / 4.2	1.8	1.1	65 / 915		KSCA-F
20	KNX	N	46 / 2.0	1.9	1.5	1.7	1.9	1.8	1003 / 7.4	7.2	7.0	64 / 1587		KNX
21	KCXX-F	AOR-P	41 / 1.8	1.6	1.0	1.3	1.9	1.4	969 / 7.1	5.3	7.2	89 / 1403	C	KCXX-F
22	KXRS-F	SP	34 / 1.5	0.6	0.9	0.8	0.6	1.0	452 / 3.3	2.4	1.4	35 / 475		KXRS-F

12+ FM Share (Metro): 80.84 % (1654 of 2046) (Spring 96: 78.87 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KGGI-F	1 KGGI-F <	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >	1 KFRG-F <	1 KFRG-F	1 KFRG-F <	1 KFRG-F >	1 KGGI-F <	1 KFRG-F
2 KKBT-F	2 KKBT-F <	2 KGGI-F	2 KFI <	2 KFI	2 KFI >	2 KFI >	2 KFI >	2 KFI <	2 KKBT-F	2 KFI <
3 KPWR-F	3 KFRG-F >	3 KKBT-F	3 KGGI-F <	3 KGGI-F <	3 KOLA-F	3 KKBT-F <	3 KGGI-F	3 KGGI-F <	3 KFRG-F	3 KOLA-F
4 KNS-F	4 KCAL-F <	4 KFI	4 KKBT-F	4 KKBT-F <	4 KWRP-F	4 KGGI-F	4 KKBT-F <	4 KKBT-F	4 KOLA-F <	4 KKBT-F
5 KFRG-F <	5 KIIS-F	5 KOLA-F	5 KCBS-F <	5 KOLA-F	5 KOST-F <	5 KOLA-F	5 KOLA-F <	5 KOLA-F	5 KOST-F <	5 KGGI-F >
6 KROQ-F >	6 KROQ-F <	6 KCAL-F	6 KOLA-F	6 KCBS-F <		KLOS-F	6 KOST-F	6 KOST-F <	6 KFI <	
	7 KLOS-F <	KCBS-F <	7 KOST-F	7 KOST-F <			7 KIIS-F <	7 KROQ-F <		
	8 KPWR-F <	8 KOST-F <	KCAL-F	8 KCAL-F <				8 KPWR-F		
		9 KLOS-F	KLOS-F							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KGGI-F	1 KGGI-F	1 KKBT-F <	1 KFRG-F >	1 KFRG-F >	1 KKBT-F <	1 KKBT-F	1 KFRG-F	1 KFRG-F	1 KFRG-F
2 KKBT-F	2 KKBT-F <	2 KFRG-F	2 KGGI-F	2 KGGI-F	2 KGGI-F	KFRG-F <	2 KCAL-F	2 KFI	2 KFI >
3 KFRG-F	3 KFRG-F >	KGGI-F >	3 KKBT-F >	3 KKBT-F	3 KPWR-F	3 KGGI-F <	3 KLOS-F <	3 KGGI-F	3 KCBS-F
	KROQ-F	4 KIIS-F	4 KNS-F <	4 KOST-F	4 KIIS-F	4 KCAL-F	4 KKBT-F	KKBT-F <	4 KCAL-F <
5 KNS-F	5 KOST-F <	5 KLVE-F <	5 KFI <	5 KOLA-F <	KROQ-F	5 KLOS-F	KFI <	5 KCAL-F <	5 KLOS-F <
6 KOST-F	6 KLVE-F	6 KOST-F	6 KOLA-F <	6 KFI	6 KCAL-F >	6 KFI	6 KGGI-F	6 KCBS-F	6 KOLA-F
	KPWR-F	7 KSSE-F	7 KLVE-F <			7 KPWR-F	7 KCBS-F	KLOS-F	7 KGGI-F <
			8 KNS-F <			KROQ-F	8 KSSE-F	8 KOLA-F <	

RIVERSIDE-SAN BERNARDINO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume		
American Radio Sys. KFRG-FM, KXFG-FM	10.0 %	19.3 %	25.8 %	KATY-F	AC 101.3	Idyllwild	0.6	1.7	14	229
Anaheim KOLA-FM, KCAL-FM	7.3 %	8.3 %	26.5 %	KCAL	SP 1410	Redlands	0.7	2.1	32	421
EXCL KCAL-AM, KSSE-FM, KSZZ-AM	3.4 %	4.1 %	%	KCKC	C 1350	San Bernardino	0.7	1.4	17	202
Local KXSB-FM, KXRS-FM	1.5 %	1.8 %	1.5 %	KDIF	SP 1440	Riverside	0.4	2.1	10	287
				KELT-F	SAC 92.7	Riverside	0.7	2.5	20	47C
				KMEN	O 1290	San Bernardino	0.4	1.6	9	223
				KSZZ	SP 590	San Bernardino	0.3	1.0	10	201
				KWRM	SP 1370	Corona	0.3	0.5	7	74
	22.2 %	33.5 %	53.8 %							

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	147 (4)	147 (4)	7.2 %	7.7 %
AOR/Classic/NR	0 (0)	285 (6)	285 (6)	13.9 %	14.0 %
Black/Urban	0 (0)	194 (3)	194 (3)	9.5 %	7.9 %
CHR	0 (0)	206 (2)	206 (2)	10.1 %	9.9 %
Classical	0 (0)	30 (1)	30 (1)	1.5 %	1.1 %
Country	16 (1)	255 (3)	271 (4)	13.2 %	14.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	59 (6)	209 (6)	268 (1)	13.1 %	10.8 %
Jazz	0 (0)	60 (1)	60 (1)	2.9 %	3.8 %
News/Talk	254 (5)	22 (1)	276 (6)	13.5 %	15.1 %
Oldies	21 (2)	152 (2)	173 (4)	8.5 %	8.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	6 (1)	18 (2)	24 (3)	1.2 %	1.9 %
Soft AC/EZ	0 (0)	76 (2)	76 (2)	3.7 %	2.8 %
Sports	11 (1)	0 (0)	11 (1)	0.5 %	1.1 %
Standards	25 (1)	0 (0)	25 (1)	1.2 %	1.2 %
Totals	392 (17)	1654 (33)	2046 (50)		

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume		
KABC	T 790	Los Angeles	0.7	2.5	33	663
KFWB	N 980	Los Angeles	0.5	2.5	20	640
KIBB-F	B/AC 100.3	Los Angeles	0.7	3.5	28	865
KKGO-F	CL 105.1	Los Angeles	1.3	3.0	52	710
KKLA-AF	REL 1240	San Bernardino	0.6	2.3	14	374
KLAC	ST 570	Los Angeles	1.1	2.7	44	570
KLAX-F	SP 97.9	Long Beach	0.8	1.8	24	434
KLSX-F	T 97.1	Los Angeles	1.0	2.9	43	682
KLYY-F	AOR-NR 107.1	Arcadia	0.5	2.9	19	604
KNSE	SP 1510	Ontario	0.3	0.7	14	174
KRLA	O 1110	Los Angeles	0.5	1.5	15	313
KTNQ	SP 1020	Los Angeles	0.5	0.9	15	153
KTZN	T 710	Los Angeles	0.3	1.4	19	504
KWVE-F	REL 107.9	San Clemente	0.5	1.8	14	305
KYSR-F	AC/CHR 98.7	Los Angeles	0.5	2.6	22	795
KZLA-F	C 93.9	Los Angeles	1.0	3.6	37	723
XTRA	SPRTS 690	Tijuana, MX	0.5	2.0	18	428

AM Stations

KCAL	1410	5 kw/4 kw (DA-N)	Hispanic	\$33.00	Caballero	EXCL	Redlands
KDIF	1440	1 kw	Hispanic	\$ NA	Katz	Hisp.	
KMEN	1290	5 kw (DA-2)	Oldies	\$ NA	Mc-Guild	Chancellor	
KPRO	1570	5 kw/0.19 kw (DA-2)	Religion	\$ NA	Wallace		
KSZZ	590	1 kw (DA-2)	Hispanic	\$25.00	Caballero	EXCL	

FM Stations

KCAL	96.7	1.75 kw @ 376	AOR	\$81.00	Banner	Anaheim	Redlands
KCXX	103.9	0.19 kw @ 1751	Prog. AOR	\$ NA	Mc-Guild	All-Pro	Lake Arrowhead
KELT	92.7	3 kw @ 300	Soft AC	\$ NA	—	Amaturo	
KFRG	95.1	50 kw @ 490	Country	\$175.00	Allied	Amer. Radio Sys.	
KGGI	99.1	2.5 kw @ 1844	CHR	\$102.00	Mc-Guild	Chancellor	
KOLA	99.9	29.5 kw @ 1663	Oldies	\$85.00	Banner	Anaheim	
KWRP	96.1	0.25 kw @ 1565	Easy Listening	USA \$35.00	K&P		San Jacinto
KXRS	105.7	0.17 kw @ 1023	See KXSB-F				Hemet
KXSB	101.7	0.27 kw @ 1414	Hispanic	UPI \$ NA	Lotus		Big Bear Lake

Notes: Other ranked stations – See Los Angeles . . . KOOJ-F changed from Country to Soft AC as KXEZ-F . . . 3/97 Amaturo sold KFRG-F/KXFG-F (92.9; Sun City) to American Radio Systems for \$60,000,000 . . . 4/97 KCKC (1350) changed from News/Talk/Sports to Classic Country . . . 4/97 KVAR-F changed from Hispanic AC to Hispanic CHR after Winter survey as KSSE-F . . . 4/97 KCAL (AM) began simulcasting KLOK San Jose; KSZZ began simulcasting KBRG-F Fremont/San Jose . . . 6/97 KXEZ-F changed its calls to KELT-F . . . 6/97 KMEN changed from Oldies to Standards as KMRZ (after Spring survey)

ROANOKE-LYNCHBURG

Arbitron Rank: 102 Pop (12+): 381,000	Stations: 29 / 24	Last Year's Revenue: \$15,900,000
MSA Rank: 184-Roan.; 194-Lynchbg.	Diaries: 913/417:1/55.4%	Household Income: \$38,132
MSA Pop: 437,000	Sample Target: 850	Retail Dollars: \$5.5 Bil.
DMA: 67	% Below Line: 2.9	#1 Biller: WYYD-F \$4,100,000
Average Persons Rating: 16.1	% Not Listed: 16.0	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 15,875	Capstar \$7,940,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WYYD-F	C	76 / 12.4	11.8	14.1	16.1	13.9	832 / 21.8	24.2	26.2	102 / 1250	F	WYYD-F
2	WXLK-FF	CHR	52 / 8.5	7.6	8.7	8.1	9.0	852 / 22.4	21.5	25.3	107 / 1934	O	WXLK-FF
	WJJS-FF	B	52 / 8.5	11.3	10.9	8.1	9.0	735 / 19.3	18.5	18.7	57 / 835	C	WJJS-FF
4	WSLQ-F	AC	51 / 8.3	7.1	7.5	6.5	6.8	835 / 16.7	15.4	15.3	103 / 1429	D	WSLQ-F
5	WROV-F	AOR	33 / 5.4	8.5	6.5	5.7	9.5	652 / 17.1	18.3	15.1	85 / 1458	C	WROV-F
6	WSLC	C/F/S	32 / 5.2	3.5	3.1	5.1	3.8	287 / 7.5	7.1	5.2	34 / 372		WSLC
7	WJLM-F	C	31 / 5.1	4.4	4.1	5.1	5.9	443 / 11.6	9.3	10.7	34 / 497	B	WJLM-F
8	WPVR-F	CL AOR	30 / 4.9	5.3	5.3	6.8	5.0	467 / 12.2	14.4	15.7	70 / 1055	C	WPVR-F
9	WRDJ-F	O	22 / 3.6	1.6	2.6	2.4	1.4	296 / 7.8	5.7	5.3	28 / 359		WRDJ-F
10	WFIR	FS	21 / 3.4	3.5	4.9	5.9	4.0	296 / 7.8	8.8	10.8	23 / 372	B	WFIR
11	WLQE-F	ST	18 / 2.9	2.8	3.6	2.7	2.4	281 / 7.4	6.2	5.5	20 / 321		WLQE-F
12	WLDJ-F	O	16 / 2.6	3.3	1.8	1.7	1.6	303 / 7.9	6.7	5.6	20 / 398	B	WLDJ-F
	WLLL	B/G	16 / 2.6	3.1				104 / 2.7	3.1		18 / 121		WLLL
14	WLNI-F	T	12 / 2.0	1.6	1.9	1.3	1.0	165 / 4.3	4.5	4.0	13 / 184	A	WLNI-F

12+ FM Share (Metro): 82.36 % (425 of 516) (Spring 96: 87.65 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJJS-FF	1 WXLK-FF	1 WYYD-F	1 WYYD-F	1 WYYD-F	1 WYYD-F	1 WYYD-F	1 WYYD-F	1 WYYD-F	1 WJJS-FF >	1 WJJS-FF
2 WXLK-FF >>	2 WJJS-FF	2 WXLK-FF <	2 WSLQ-F	2 WSLQ-F	2 WSLQ-F	2 WSLQ-F	2 WSLQ-F	2 WXLK-FF	2 WXLK-FF	2 WYYD-F
	WYYD-F	3 WSLQ-F <	3 WXLK-FF	3 WXLK-FF	3 WSLC >	3 WXLK-FF	3 WXLK-FF <	3 WJJS-FF	3 WYYD-F	3 WXLK-FF >
4 WROV-F	4 WJJS-FF	4 WJJS-FF	4 WJJS-FF	4 WJJS-FF	4 WJJS-FF	4 WJJS-FF <	4 WJJS-FF	4 WSLQ-F	4 WROV-F	
5 WSLQ-F	5 WROV-F	5 WROV-F	5 WROV-F <	5 WPVR-F	5 WPVR-F	5 WROV-F	5 WPVR-F	5 WROV-F	5 WJLM-F	
	WPVR-F	6 WPVR-F	6 WPVR-F	6 WROV-F	6 WRDJ-F <	6 WJLM-F <	6 WJLM-F <	6 WPVR-F	6 WPVR-F	
	WJLM-F	7 WJLM-F	7 WJLM-F	7 WJLM-F	7 WPVR-F	7 WSLC	7 WSLC	7 WJLM-F	7 WSLC <	
								WRDJ-F <		
								9 WFIR		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WJJS-FF >>	1 WXLK-FF	1 WXLK-FF >	1 WYYD-F <	1 WSLQ-F <	1 WXLK-FF	1 WXLK-FF	1 WROV-F >	1 WYYD-F <	1 WYYD-F
2 WXLK-FF	2 WJJS-FF	2 WYYD-F	2 WXLK-FF <	2 WYYD-F	2 WYYD-F >	2 WROV-F <	2 WXLK-FF	2 WROV-F	2 WPVR-F
3 WJLM-F	3 WYYD-F	3 WSLQ-F >	3 WSLQ-F	3 WXLK-FF >	3 WJJS-FF	3 WYYD-F >	3 WYYD-F	3 WPVR-F	3 WROV-F
	4 WSLQ-F	4 WJJS-FF >	4 WJJS-FF >	4 WJJS-FF	4 WROV-F >	4 WPVR-F	4 WPVR-F	4 WJJS-FF <	4 WSLQ-F <
	5 WJLM-F >	5 WROV-F	5 WJLM-F	5 WRDJ-F	5 WJJS-FF	5 WSLQ-F	5 WSLQ-F	5 WXLK-FF	5 WJJS-FF >
		WJLM-F >	6 WPVR-F	6 WJLM-F >	6 WLNI-F	6 WJLM-F	6 WJLM-F	6 WSLQ-F	6 WXLK-FF <
					WJLM-F	7 WJJS-FF	7 WJJS-FF	7 WJLM-F >	7 WJLM-F
							WLNI-F >>		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGOL-F	CL HITS	97.9 Lynchburg	1.1 2.4 7 118
WJJS	B/O	1320 Lynchburg	1.0 1.4 6 61
WKDE-F	C	105.5 Altavista	0.5 1.5 5 166
WLVA	T	590 Lynchburg	0.8 2.3 5 100
WRIS	REL	1410 Roanoke	0.5 1.3 3 50
WTOY	B	1480 Salem	0.7 1.2 4 45
WWWWR	G	910 Roanoke	0.7 1.8 4 83
WZZI-F	C	101.5 Vinton	0.7 2.8 4 115

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAKG-F	C	103.3 Danville	0.3 1.7 24 534
WJMH-F	B	102.1 Reidsville, NC	1.1 4.0 22 448
WQMG-F	B/AC	97.1 Greensboro, NC	0.5 1.4 16 314
WQOK-F	B	97.5 S. Boston	0.5 1.5 22 351
WXRA-F	AOR	94.5 Eden, NC	0.5 1.5 18 386

ROANOKE-LYNCHBURG

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	51 (1)	51 (1)	9.9 %	8.5 %	Capstar	34.6 %	37.4 %	49.9 %
AOR/Classic/NR	0 (0)	66 (3)	66 (3)	12.8 %	10.3 %	WJJS-FM, WJJS-AM, WJXX-FM, WLDJ-FM, WRDJ-FM, WROV-FM, WROY-AM, WYYD-FM			
Black/Urban	10 (2)	65 (5)	75 (7)	14.5 %	17.7 %	Mei Wheeler	22.0 %	22.4 %	28.3 %
CHR	0 (0)	52 (2)	52 (2)	10.1 %	9.1 %	WLYK-FM, WSLC-AM, WSLQ-FM, WXLK-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		56.6 %	59.8 %	78.2 %
Country	0 (0)	116 (5)	116 (5)	22.5 %	21.2 %				
Full Service	53 (2)	0 (0)	53 (2)	10.3 %	8.3 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	5 (1)	12 (1)	17 (2)	3.3 %	6.3 %				
Oldies	0 (0)	45 (3)	45 (3)	8.7 %	13.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	23 (3)	0 (0)	23 (3)	4.5 %	1.8 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	0 (0)	18 (1)	18 (1)	3.5 %	3.6 %				
Totals	91 (8)	425 (21)	516 (29)						

AM Stations

WFIR	960	5 kw (DA-N)	Full Service	CBS, Talknt	\$19.00	Banner	Gibbons
WLL	930	5 kw (Days)	Black Gospel	ABC, BNN	\$ NA	Allied	
WSLC	610	5 kw/1 kw (DA-2)	Country/Full Svc.	Westwd	\$15.00	Katz	Mei Wheeler

FM Stations

WJJS	106.1	5.8 kw @ 92	Black		\$35.00	Eastman	Capstar	Vinton
WJXX	101.7	3.4 kw @ 289	See WJJS-F					Lynchburg
WJLM	93.5	5.8 kw @ 98	Country	Westwd, ABC	\$<20.00	--	Capstar, pend.	Salem
WLDJ	102.7	22 kw @ 745	See WRDJ-F					Appamattox
WLNI	105.9	6 kw @ 266	News/Talk	Westwd	\$ NA	--	Moran	Lynchburg
WLQE	106.9	0.29 kw @ 1276	Standards	ABC	\$ NA	--		Bedford
WLYK	100.1	20 kw @ 328	See WXLK-F					Lynchburg
WPVR	94.9	100 kw @ 1980	Classic AOR		\$40.00	Banner	Gibbons	
WRDJ	105.3	3 kw @ 75	Oldies		\$<20.00	Eastman	Capstar	Roanoke
WROV	96.3	14 kw @ 2076	AOR	ABC	\$47.00	Christal	Capstar	Martinsville
WSLQ	99.1	200 kw @ 1990	AC		\$42.00	Katz	Mei Wheeler	
WXLK	92.3	93 kw @ 2050	CHR	CNN	\$54.00	Mc-Guild	Mei Wheeler	
WYYD	107.9	20.5 kw @ 1768	Country	ABC	\$84.00	Mc-Guild	Capstar	Amherst

Notes: * WRDJ-F billings included with WLDJ-F . . . WPVR-F reclassified from Oldies to Classic AOR based on audience analysis, station self-description and market visit . . . 4/97 WJLM-F sold to Capstar for \$3,100,000 (Blackburn; MVP) . . . 7/97 WGOL-F sold for no consideration

Jim Duncan

Comments: Listening levels are steady . . . WSLQ-F enjoys its highest 12+ share in over four years . . . WLQE-F shows steady growth over the last four books

ROCHESTER, NY

Arbitron Rank: 46 **Pop (12+):** 897,300
MSA Rank: 50
MSA Pop: 1,090,000
DMA: 73
Average Persons Rating: 16.3
Market TSL In Hours: 21.50

Stations: 33 / 25
Diarles: 2,425/370:1/57.6%
Sample Target: 2,200
% Below Line: 4.9
% Not Listed: 14.0
Pop per Station: 35,892

Last Year's Revenue: \$32,100,000
Household Income: \$45,479
Retail Dollars: \$9.8 Bil.
#1 Biller: WCMF-F \$5,600,000
#1 Billing Portfolio:
 American Radio Systems \$13,200,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WBEE-F	C	175 / 12.0	9.7	10.6	10.4	9.8	10.7	1918 / 21.4	20.4	189 / 2085	F	WBEE-F
2	WHAM	FS	156 / 10.7	10.2	11.8	11.3	10.6	11.0	2024 / 22.6	26.3	166 / 2180	F	WHAM
3	WPXY-F	CHR	116 / 7.9	8.2	7.9	8.2	8.8	8.1	2089 / 23.3	23.6	118 / 2172	E	WPXY-F
4	WRMM-F	SAC	108 / 7.4	8.4	7.9	6.2	7.8	7.5	1845 / 20.6	21.3	113 / 1937	E	WRMM-F
5	WCMF-AF	AOR	98 / 6.7	7.1	6.7	8.3	9.0	7.2	1577 / 17.6	18.7	113 / 1772	G	WCMF-AF
6	WNVE-F	AOR-NR	74 / 5.1	5.2	5.5	6.0	6.3	5.4	1547 / 17.2	17.2	102 / 2053	C	WNVE-F
7	WDKX-F	B	73 / 5.0	5.8	5.0	5.1	5.7	5.2	749 / 8.3	9.3	73 / 753	C	WDKX-F
8	WVOR-F	AC	66 / 4.5	5.5	6.0	4.6	5.2	5.2	1237 / 13.8	15.1	74 / 1388	D	WVOR-F
9	WKX-F	O	62 / 4.2	5.5	5.0	4.8	4.7	4.9	1398 / 15.6	16.8	76 / 1580	D	WKX-F
10	WZNE-F	AC-NR	46 / 3.2						1042 / 11.6		46 / 1058		WZNE-F
11	WBBF	ST	45 / 3.1	2.4	2.8	3.7	3.3	3.0	597 / 6.7	5.7	45 / 597	A	WBBF
12	WQRV-F	CL AOR	43 / 2.9	3.1	2.3	3.1	2.7	2.9	935 / 10.4	10.3	48 / 985	A	WQRV-F
13	WMAX-F	AOR-P	34 / 2.3	3.2	2.8	3.3	2.9	2.9	705 / 7.9	7.8	35 / 734	C	WMAX-F
14	WZXV-F	REL	17 / 1.2	0.8	0.9	0.6	0.8	0.9	219 / 2.4	2.5	18 / 238		WZXV-F
15	WNUC-F	C	16 / 1.1	0.6		0.8	0.4		292 / 3.3		24 / 427		WNUC-F

12+ FM Share (Metro): 79.68 % (1000 of 1255) (Spring 96: 81.32 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight	
1	WNVE-F <	1 WPXY-F <	1 WBEE-F	1 WBEE-F <	1 WBEE-F	1 WHAM	1 WHAM	1 WBEE-F	1 WBEE-F	1 WHAM <	1 WHAM >>
2	WPXY-F >	2 WCMF-AF <	2 WCMF-AF <	2 WCMF-AF <	2 WBEE-F >	2 WBEE-F	2 WHAM	2 WPXY-F <	2 WBEE-F	2 WBEE-F >	2 WBEE-F >
3	WDKX-F >	3 WBEE-F	3 WPXY-F	3 WRMM-F <	3 WRMM-F >	3 WRMM-F	3 WCMF-AF	3 WRMM-F	3 WHAM	3 WDKX-F <	3 WDKX-F <
4	WNVE-F >	4 WRMM-F >	WRMM-F	4 WPXY-F	4 WKX-F <	4 WPXY-F	4 WPXY-F <	4 WRMM-F	4 WRMM-F	4 WPXY-F <	4 WPXY-F <
5	WDKX-F <	5 WDKX-F <	5 WHAM	5 WHAM	5 WBBF <	5 WRMM-F	5 WCMF-AF	5 WCMF-AF	5 WCMF-AF	5 WNVE-F	5 WNVE-F
6	WZNE-F <	6 WNVE-F <	6 WVOR-F	6 WVOR-F	6 WVOR-F	6 WNVE-F	6 WVOR-F	6 WNVE-F	6 WNVE-F	6 WRMM-F	6 WRMM-F
7	WRMM-F >	7 WHAM <	7 WDKX-F <	7 WKX-F <	7 WKX-F <	7 WVOR-F	7 WKX-F <	7 WDKX-F <	7 WDKX-F <	7 WCMF-AF <	7 WCMF-AF <
8		8 WVOR-F	8 WKX-F	8 WDKX-F	8 WDKX-F		8 WNVE-F <	8 WKX-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	WPXY-F	1 WPXY-F	1 WPXY-F <	1 WRMM-F	1 WNVE-F	1 WCMF-AF >	1 WCMF-AF >	1 WCMF-AF >	1 WCMF-AF
2	WBEE-F	2 WBEE-F >	2 WBEE-F <	2 WBEE-F <	2 WCMF-AF	2 WNVE-F >	2 WNVE-F	2 WBEE-F	2 WBEE-F >
3	WDKX-F >	3 WDKX-F	3 WRMM-F >	3 WRMM-F >	3 WCMF-F	3 WBEE-F	3 WBEE-F	3 WNVE-F	3 WHAM
4	WNVE-F	WRMM-F >	4 WCMF-AF	4 WDKX-F	4 WPXY-F	WPXY-F	4 WPXY-F >	4 WHAM	4 WPXY-F
5	WZNE-F	5 WZNE-F <	WVOR-F	5 WVOR-F	5 WZNE-F	5 WZNE-F >	5 WHAM	WPXY-F	5 WNVE-F
6	WVOR-F <	6 WVOR-F	6 WDKX-F	6 WKX-F <	6 WBEE-F		WZNE-F >	6 WQRV-F	6 WQRV-F <
7	WCMF-AF	7 WZNE-F		7 WHAM <					
	WNVE-F >								

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBTA	ST	1490	Batavia 0.3 1.3 5 121
WDCZ-F	REL	102.7	Webster 0.5 1.4 8 124
WHTK	T	1280	Rochester 0.8 2.9 11 263
WJZR-F	J	105.9	Rochester 0.9 3.1 13 279
WLLW-F	CL AOR	93.7	Clyde 0.3 0.6 12 230
WNNR-F	CL AOR	103.5	Sodus 0.4 1.5 6 147
WRCDF	J	107.3	Honeye Falls 0.5 2.2 9 231
WWWG	REL	1460	Rochester 0.6 1.6 9 147
WYSL	T	1030	Avon 0.3 1.0 5 90

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WGR	T	550	Buffalo 0.5 1.6 9 186
WKSE-F	CHR	98.5	Niagara Falls 0.5 2.3 9 236
WLCE-F	AC-NR	92.9	Buffalo 0.3 1.7 16 238
WMJQ-F	AC	102.5	Buffalo 0.9 2.4 18 327
WWKB	C	1520	Buffalo 0.3 0.5 6 64
WYLF	ST	850	Penn Yan 0.5 1.4 18 252
WYRK-F	C	106.5	Buffalo 0.5 1.5 11 189

ROCHESTER, NY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	130 (4)	130 (4)	10.4 %	8.4 %	American Radio Sys.	25.0 %	29.8 %	41.1 %
AOR/Classic/NR	3 (1)	258 (7)	261 (8)	20.8 %	14.0 %	WCMF-FM, WPXY-FM, WRMM-FM, WZNE-FM			
Black/Urban	0 (0)	73 (1)	73 (1)	5.8 %	6.1 %	Jacor	23.9 %	20.6 %	30.8 %
CHR	0 (0)	124 (2)	124 (2)	9.9 %	10.0 %	WHAM-AM, WHTK-AM, WMAX-FM, WNVE-FM, WRCD-FM, WVOR-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %	Sinclair TV, pend.	22.2 %	21.5 %	22.6 %
Country	5 (1)	199 (3)	204 (4)	16.3 %	20.0 %	WBBF-AM, WBEE-FM, WKLX-FM, WQRV-FM			
Full Service	156 (1)	0 (0)	156 (1)	12.4 %	14.2 %		71.1 %	71.9 %	94.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	21 (2)	21 (2)	1.7 %	2.1 %				
News/Talk	24 (3)	0 (0)	24 (3)	1.9 %	1.2 %				
Oldies	0 (0)	62 (1)	62 (1)	4.9 %	6.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	9 (1)	25 (2)	34 (3)	2.7 %	2.2 %				
Soft AC/EZ	0 (0)	108 (1)	108 (1)	8.6 %	9.6 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %				
Standards	58 (3)	0 (0)	58 (3)	4.6 %	4.7 %				
Totals	255 (10)	1000 (23)	1255 (33)						

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Comments
WBBF	950	1 kw (DA-2)	Standards	CNN	\$25.00	Katz	Sinclair TV, pend.
WHAM	1180	50 kw	Full Service	Talknt, CBS, ABC	\$79.00	Mc-Guild	Jacor
WHTK	1280	5 kw (DA-N)	Talk	CNN	\$ NA	Mc-Guild	Jacor

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Comments
WBEE	92.5	50 kw @ 500	Country	Westwd	\$92.00	Katz	Sinclair TV, pend.
WCMF	96.5	50 kw @ 450	AOR		\$109.00	Christal	Amer. Radio Sys.
WDX	103.9	0.8 kw @ 540	Black		\$34.00	Allied	
WJZR	105.9	3 kw @ 180	Jazz	AP	\$<20.00	---	
WKLX	98.9	37 kw @ 564	Oldies		\$52.00	Katz	Sinclair TV, pend.
WMAX	106.7	3.5 kw @ 266	Progressive AOR		\$28.00	Allied	Jacor Irondequoit
WMHX	102.3	3.4 kw @ 282	See WMAX-F				Canandaigua
WNVE	95.1	9.5 kw @ 994	New Rock		\$45.00	D&R	Jacor S. Bristol
WPXY	97.9	50 kw @ 400	CHR		\$78.00	Eastman	Amer. Radio Sys.
WQRV	93.3	4 kw @ 390	Classic AOR		\$<20.00	Katz	Sinclair TV, pend. Avon
WRCD	107.3	6 kw @ 302	Jazz		\$<20.00	Allied	Jacor Honeoye Falls
WRMM	101.3	27 kw @ 640	Soft AC		\$82.00	Allied	Amer. Radio Sys.
WVOR	100.5	50 kw @ 480	AC		\$46.00	Mc-Guild	Jacor
WZNE	94.1	3.1 kw @ 328	Modern AC		\$ NA	---	Amer. Radio Sys. Brighton

Notes: WNUC-F - See Buffalo . . . 1/97 WNVE-F was sold by Lerner to Jacor for \$5,000,000 . . . 3/97 Jacor bought these stations: WMAX-F for \$4,000,000; WMHX-F for \$1,200,000; WRCD-F for \$1,800,000 (Blackburn) . . . 3/97 WRMM sold by American Radio Systems to Crawford for \$650,000 (Blackburn . . . 4/97 Modern AC (AC-NR) WZNE-F ("The Zone") came on the air . . . 6/97 WRMM (AM) changed to Religion as WDCZ . . . 7/97 Heritage sold these stations to Sinclair TV: WBBF for \$1,000,000; WBEE-F for \$24,900,000; WKLX-F for \$12,800,000; WQRV-F for \$2,800,000

Jim Duncan

Comments: WBEE-F is the 12+ leader for the first time in two years . . . WNVE-F had its fourth consecutive decline . . . WZNE-F debuted with a 3.2 share programming Modern AC

ROCKFORD

Arbltron Rank: 149 Pop (12+)	250,100	Stations:	25 / 10	Last Year's Revenue:	\$9,200,000
MSA Rank:	139	Diaries:	770/325:1/61.2%	Household Income:	\$41,421
MSA Pop:	354,000	Sample Target:	680	Retail Dollars:	\$3.1 Bil.
DMA:	136	% Below Line:	19.7	#1 Biller:	WXRX-F \$2,300,000
Average Persons Rating:	15.7	% Not Listed:	10.2	#1 Billing Portfolio:	
Market TSL In Hours:	20.75	Pop per Station:	25,010	Connoisseur	\$4,400,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1 WXRX-F	AOR	57 / 14.5	13.2	18.0	14.6	18.0	627 / 25.1	23.9	29.1	73 / 834	D	WXRX-F
WZOK-F	CHR	57 / 14.5	13.6	13.8	14.6	10.5	885 / 35.4	35.7	29.8	79 / 1399	D	WZOK-F
3 WKMQ-F	O	38 / 9.7	6.2	7.4	7.7	5.4	513 / 20.5	16.1	20.9	46 / 785	C	WKMQ-F
4 WRWC-F	AC	36 / 9.2	12.7	8.3	6.7	6.2	576 / 23.0	21.1	17.1	44 / 684	B	WRWC-F
5 WXXQ-F	C	32 / 8.2	10.0	5.9	7.9	8.5	447 / 17.9	17.7	15.7	71 / 898	B	WXXQ-F
6 WROK	FS	20 / 5.1	5.5	5.7	6.7	5.7	383 / 15.3	17.3	17.9	20 / 396	C	WROK
7 WNTA	ST/T	18 / 4.6	4.1	4.3	4.4	4.4	204 / 8.2	10.9	10.0	18 / 237	A	WNTA
8 WGN	FS/T	14 / 3.6	3.6	5.0	5.1	3.1	223 / 8.9	10.1	10.5	53 / 614		WGN
9 WQFL-F	REL	13 / 3.3	1.7	1.7	1.5	1.5	200 / 8.0	6.3	4.8	18 / 262		WQFL-F
10 WJVL-F	C	11 / 2.8	1.7	3.1	2.3	1.8	184 / 7.4	5.9	9.0	56 / 692		WJVL-F
11 WLS	T	9 / 2.3	2.6	1.2	1.3	1.0	130 / 5.2	5.1	4.8	26 / 294		WLS

12+ FM Share (Metro): 75.57 % (266 of 352) (Spring 96: 73.89 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WZOK-F >>	1 WXRX-F	1 WXRX-F	1 WXRX-F >	1 WXRX-F >	1 WKMQ-F	1 WZOK-F	1 WXRX-F	1 WXRX-F <	1 WZOK-F >	1 WXRX-F
	2 WZOK-F >	2 WZOK-F	2 WZOK-F <	2 WZOK-F <	2 WXXQ-F	WXRX-F >	2 WZOK-F	2 WZOK-F >	2 WXRX-F	WZOK-F
	3 WRWC-F >>	3 WRWC-F	3 WRWC-F	3 WRWC-F <	3 WXRX-F	3 WKMQ-F	3 WRWC-F <	3 WXXQ-F <	3 WRWC-F	3 WROK >
	4 WXXQ-F >>	4 WKMQ-F	4 WKMQ-F	4 WKMQ-F	4 WROK <	4 WRWC-F	4 WKMQ-F >	4 WRWC-F	4 WKMQ-F	
		5 WXXQ-F >	5 WXXQ-F >>	5 WXXQ-F >>	5 WNTA	5 WXXQ-F	5 WXXQ-F	5 WKMQ-F >>	5 WXXQ-F	
					WRWC-F <	6 WROK	6 WNTA		6 WMAQ	
					7 WZOK-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 WZOK-F >>	1 WZOK-F >	1 WZOK-F	1 WZOK-F	1 WZOK-F	1 WXRX-F >>	1 WXRX-F >>	1 WXRX-F >>	1 WXRX-F >>	1 WXRX-F >>
2 WXRX-F >	2 WRWC-F >	2 WRWC-F >>	2 WRWC-F	2 WRWC-F >	2 WZOK-F >>	2 WZOK-F >>	2 WRWC-F	2 WKMQ-F	2 WKMQ-F
3 WRWC-F	3 WXRX-F	3 WXRX-F	3 WXRX-F >	3 WXRX-F		3 WRWC-F	WZOK-F >>	WZOK-F	3 WXXQ-F
WXXQ-F >>	4 WXXQ-F >>	4 WXXQ-F >>	4 WKMQ-F	4 WKMQ-F				4 WXXQ-F	4 WRWC-F
			WXXQ-F >	WXXQ-F >>				5 WRWC-F >	5 WZOK-F >

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	36 (1)	36 (1)	10.2 %	15.1 %
AOR/Classic/NR	0 (0)	61 (3)	61 (3)	17.3 %	17.4 %
Black/Urban	0 (0)	5 (1)	5 (1)	1.4 %	0.6 %
CHR	0 (0)	61 (3)	61 (3)	17.3 %	17.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	45 (3)	45 (3)	12.8 %	16.0 %
Full Service	34 (2)	0 (0)	34 (2)	9.7 %	10.8 %
Hispanic	2 (1)	0 (0)	2 (1)	0.6 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	41 (5)	0 (0)	41 (5)	11.6 %	6.6 %
Oldies	0 (0)	38 (1)	38 (1)	10.8 %	7.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	13 (1)	13 (1)	3.7 %	2.0 %
Soft AC/EZ	0 (0)	7 (1)	7 (1)	2.0 %	2.0 %
Sports	3 (1)	0 (0)	3 (1)	0.9 %	2.3 %
Standards	6 (2)	0 (0)	6 (2)	1.7 %	0.0 %
Totals	86 (11)	266 (14)	352 (25)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WBEL	ST	1380	S. Beloit	0.5	1.7	8	152
WLUV-F	C	96.7	Loves Park	0.5	3.2	2	99

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAIT	ST	850	Crystal Lake	1.0	1.7	6	73
WBBM	N	780	Chicago	1.3	6.9	10	355
WDEK-F	CHR	92.5	De Kalb	0.5	5.1	28	498
WGCI-F	B	107.5	Chicago	1.3	2.4	6	113
WIND	SP	560	Chicago	0.5	1.3	2	44
WJJO-F	CL AOR	94.1	Watertown	0.5	3.5	21	272
WMAQ	N	670	Chicago	1.5	4.6	9	259
WMJB-F	CL AOR	105.9	Evansville, WI	0.5	2.0	7	154
WMVP	T	1000	Chicago	0.8	2.8	6	140
WSCR	SPRTS	1160	Chicago	0.8	2.2	12	146
WSJY-F	SAC	107.3	Ft. Atkinson, WI	1.8	4.8	19	320
WZEE-F	CHR	104.1	Madison, WI	0.5	4.1	12	435

ROCKFORD

Consolidation Report	12+	25-54	Revenue
Airplay WKMQ-FM, WNTA-AM, WRRR-AM, WXRX-FM	31.4 %	35.2 %	41.3 %
Connoisseur WZOK-FM, WROK-AM, WXXQ-FM	27.8 %	26.0 %	47.8 %
	59.2 %	61.2 %	89.1 %

AM Stations

WNTA	1330	1 kw/91 w (DA-1)	Standards/Talk	ABC	\$<20.00	Katz	Airplay
WROK	1440	5 kw/270 w (DA-D)	Full Service	ABC	\$26.00	Allied	Connoisseur

FM Stations

WJVL	99.9	11 kw @ 502	Country		\$ NA	—		Janesville, WI
WKMQ	95.3	1.25 kw @ 512	Oldies		\$30.00	Katz	Airplay	Winnebago
WRWC	103.1	1.2 kw @ 525	AC	Westwd	\$24.00	K&P	Saller	Rockton
WXRX	104.9	4 kw @ 400	AOR		\$50.00	Katz	Airplay	Belvidere
WXXQ	98.5	50 kw @ 400	Country		\$31.00	Allied	Connoisseur	Freeport
WZOK	97.5	50 kw @ 430	CHR		\$45.00	Allied	Connoisseur	

Notes: Other ranked stations – See Chicago

Jim Duncan

Comments: Listening levels have slipped by 1.3 rating points since Spring '96

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies, Classic Hits
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - 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	

SACRAMENTO

Arbitron Rank: 28 Pop (12+): 1,358,400	Stations: 32 / 23	Last Year's Revenue: \$71,400,000
MSA Rank: 34	Diaries: 2,590/524:1/59.5%	Household Income: \$42,902
MSA Pop: 1,670,000	Sample Target: 4,657	Retail Dollars: \$14.5 Bil.
DMA: 21 (w/Stockton, Modesto)	% Below Line: 4.3	#1 Biller: KFBK \$10,600,000
Average Persons Rating: 16.0	% Not Listed: 16.1	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 59,061	Chancellor \$25,500,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1 KFBK	N/T	227 / 10.5	10.5	11.1	9.5	8.5	10.4	2904 / 21.4	21.6	18.9	286 / 3692	I	KFBK
2 KZZO-F	AC-NR	178 / 8.2	7.1	4.7	3.4	2.6	5.9	2828 / 20.8	13.5	8.8	205 / 3414	E	KZZO-F
3 KSFM-F	CHR	173 / 8.0	8.9	7.9	9.4	8.4	8.5	2548 / 18.8	18.9	20.1	234 / 3850	H	KSFM-F
4 KNCI-F	C	113 / 5.2	4.5	5.4	6.5	5.9	5.4	1602 / 11.8	12.1	13.9	147 / 2060	F	KNCI-F
5 KYMX-F	SAC	108 / 5.0	4.6	4.5	4.8	4.3	4.7	1814 / 13.4	13.0	12.0	122 / 2265	E	KYMX-F
6 KRXQ-F	AOR	104 / 4.8	4.1	5.6	4.7	5.8	4.8	1768 / 13.0	12.8	12.2	119 / 2079	E	KRXQ-F
7 KRAK-F	C	97 / 4.5	3.4	3.2	3.2	3.2	3.6	1506 / 11.1	9.1	10.9	129 / 2123	F	KRAK-F
8 KHYL-F	O	88 / 4.1	4.6	3.8	5.2	5.5	4.4	1902 / 14.0	14.9	16.6	112 / 2469	G	KHYL-F
9 KGBY-F	AC	83 / 3.8	4.2	5.3	5.0	5.1	4.6	1861 / 13.7	13.2	15.1	93 / 2153	H	KGBY-F
10 KWOD-F	AOR-NR	82 / 3.8	4.3	3.1	3.5	3.8	3.7	1660 / 12.2	11.6	12.9	123 / 2325	E	KWOD-F
11 KCTC	ST	73 / 3.4	3.2	4.1	4.3	4.0	3.7	1087 / 8.0	7.5	7.8	111 / 1569	B	KCTC
12 KSEG-F	CL AOR	65 / 3.0	4.2	3.3	3.3	4.0	3.4	1374 / 10.1	10.7	11.6	85 / 1887	F	KSEG-F
13 KXOA-F	CL HITS	65 / 3.0	3.5	3.7	4.3	5.2	3.6	1520 / 11.2	11.1	13.8	82 / 1957	G	KXOA-F
14 KSTE	T	63 / 2.9	2.5	3.0	3.7	3.5	3.0	1155 / 8.5	7.2	8.2	86 / 1618	D	KSTE
15 KSSJ-F	J	60 / 2.8	2.6	2.8	2.6	2.7	2.7	951 / 7.0	7.0	6.4	78 / 1392	C	KSSJ-F
16 KHTK	SPRTS	51 / 2.4	2.6	2.6	1.4	1.9	2.2	871 / 6.4	6.3	6.1	72 / 1137	C	KHTK
17 KQBR-F	B/AC	35 / 1.6	1.7	1.4	0.8	1.1	1.4	389 / 2.9	3.2	3.1	38 / 486		KQBR-F
18 KNBR	SPRTS	26 / 1.2	0.9	1.1	0.7	1.2	1.0	549 / 4.0	3.3	3.9	84 / 1444		KNBR

12+ FM Share (Metro): 72.29 % (1315 of 1819) (Spring 96: 71.97 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KSFM-F >>	1 KZZO-F	1 KZZO-F >	1 KZZO-F >	1 KZZO-F	1 KFBK >>	1 KFBK >>	1 KFBK >	1 KZZO-F <	1 KSFM-F >	1 KFBK
2 KWOD-F <	2 KSFM-F	2 KSFM-F	2 KFBK	2 KFBK	2 KRAK-F	2 KSFM-F <	2 KZZO-F >	2 KFBK	2 KRXQ-F <	2 KSFM-F
3 KZZO-F	3 KRXQ-F	3 KNCI-F <	3 KNCI-F <	3 KNCI-F	KCTC <	3 KZZO-F	3 KSFM-F <	3 KSFM-F	3 KZZO-F	3 KSTE
4 KRXQ-F >>	4 KNCI-F <	4 KRXQ-F <	4 KSFM-F <	4 KSFM-F <	4 KHYL-F <	4 KNCI-F <	4 KYMX-F	4 KNCI-F	4 KWOD-F	4 KNCI-F
	5 KFBK	5 KFBK	5 KRXQ-F <	5 KYMX-F <	5 KZZO-F <	5 KGBY-F <	5 KYMX-F	5 KYMX-F	5 KYMX-F <	
	6 KYMX-F	6 KYMX-F <	6 KGBY-F <	6 KHYL-F <	6 KYMX-F	6 KRXQ-F <	6 KRAK-F <	6 KRAK-F	6 KNCI-F <	
	7 KGBY-F <	7 KYMX-F <	7 KYMX-F <	7 KGBY-F <	7 KNCI-F <	7 KRAK-F	7 KHYL-F	KRXQ-F <	7 KFBK	
	8 KWOD-F <	8 KHYL-F <	8 KRXQ-F	8 KSSJ-F <				8 KWOD-F <		
		9 KXOA-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 KSFM-F	1 KZZO-F <	1 KZZO-F	1 KZZO-F	1 KZZO-F	1 KZZO-F <	1 KRXQ-F <	1 KRXQ-F	1 KZZO-F	1 KFBK
2 KZZO-F	2 KSFM-F >	2 KSFM-F <	2 KSFM-F	2 KGBY-F	2 KSFM-F	2 KZZO-F >	2 KZZO-F	2 KRXQ-F	2 KZZO-F <
3 KNCI-F <	3 KGBY-F <	3 KGBY-F >	3 KGBY-F <	3 KYMX-F <	3 KRXQ-F	3 KSFM-F	3 KNCI-F <	3 KFBK	3 KRXQ-F
4 KWOD-F	4 KNCI-F	4 KNCI-F	4 KNCI-F <	4 KSFM-F <	4 KWOD-F	KWOD-F	4 KWOD-F	4 KSFM-F	4 KNCI-F
5 KYMX-F >	5 KYMX-F	KYMX-F	5 KYMX-F >	5 KNCI-F	5 KSEG-F >>	5 KNCI-F <	5 KHTK	5 KNCI-F	5 KHTK <
6 KRXQ-F	6 KWOD-F	6 KSEG-F	6 KRAK-F <	6 KHYL-F <		6 KHTK	6 KFBK <	KSEG-F	6 KHYL-F
			7 KSSJ-F <	7 KFBK <			7 KSFM-F	KWOD-F <	KXOA-F <
			8 KFBK <	8 KSSJ-F <					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KFIA	REL	710	Carmichael 0.5 1.9 14 408
KQPT	O	1470	Sacramento 0.7 2.3 23 392
KRLT-F	CL AOR	93.9	S. Lk. Tahoe 0.4 1.4 11 246
KSXX-F	SP	99.9	Marysville 0.6 1.8 22 382
KZSA-FF	SP	92.1	Placerville 0.6 2.1 18 348

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBUL-F	C	98.1	Carson City, NV 0.3 0.5 80 952
KGO	T	810	San Francisco 0.9 3.0 57 1160
KHKK-F	CL AOR	104.1	Modesto 0.4 1.4 60 1137
KODS-F	O	103.7	Carmel/Bay 0.4 1.0 41 637
KOIT-F	SAC	96.5	San Francisco 0.3 1.3 20 478
KSFO	T	560	San Francisco 0.9 1.5 35 511

SACRAMENTO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	261 (2)	261 (2)	14.3 %	11.7 %	American Radio Sys.	34.0 %	34.1 %	35.1 %
AOR/Classic/NR	0 (0)	268 (6)	268 (6)	14.7 %	14.9 %	KRAK-FM, KYMX-FM, KHTK-AM, KNCI-FM, KQPT-AM, KSFM-FM, KZZO-FM			
Black/Urban	0 (0)	35 (1)	35 (1)	1.9 %	1.7 %	Chancellor	21.3 %	21.3 %	35.7 %
CHR	0 (0)	173 (1)	173 (1)	9.5 %	9.3 %	KFBK-AM, KGBY-FM, KHYL-FM, KSTE-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Entercom, pend.	14.7 %	13.6 %	20.0 %
Country	0 (0)	217 (3)	217 (3)	11.9 %	10.1 %	KXOA-FM, KSEG-FM, KRXQ-FM, KBYA-FM, KCTC-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	EXCL	10.0 %	12.8 %	4.9 %
Hispanic	0 (0)	26 (3)	26 (3)	1.4 %	3.5 %	KSSJ-FM, KSXX-FM, KMYC-AM, KRXC-AM			
Jazz	0 (0)	60 (1)	60 (1)	3.3 %	3.2 %		80.0 %	81.8 %	95.7 %
News/Talk	328 (4)	0 (0)	328 (4)	18.0 %	22.1 %				
Oldies	16 (1)	161 (3)	177 (4)	9.7 %	10.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	10 (1)	0 (0)	10 (1)	0.5 %	0.0 %				
Soft AC/EZ	0 (1)	114 (2)	114 (3)	6.3 %	5.3 %				
Sports	77 (2)	0 (0)	77 (2)	4.2 %	2.1 %				
Standards	73 (1)	0 (0)	73 (1)	4.0 %	4.8 %				
Totals	504 (10)	1315 (22)	1819 (32)						

AM Stations

Station	Power	Frequency	Format	Company	Share	Notes
KCTC	1320	5 kw (DA-2)	Standards	Westwd, ABC	\$29.00	Allied Entercom, pend.
KFBK	1530	50 kw (DA-2)	News/Talk	ABC, CNN	\$180.00	Sentry Chancellor
KFIA	710	25 kw/1 kw (DA-2)	Religion	SRN	\$ NA	Salem Salem Carmichael
KHTK	1140	50 kw (DA-2)	Sports	CBS	\$30.00	Katz Amer. Radio Sys.
KQPT	1470	5 kw/1 kw (DA-2)	Oldies		\$ NA	Eastman Amer. Radio Sys.
KSTE	650	21.4 kw/920 w (DA-2)	Talk	ABC, Talknt, Westwd	\$40.00	Sentry Chancellor Rancho Cordova

FM Stations

Station	Power	Frequency	Format	Company	Share	Notes
KGBY	92.5	50 kw @ 450	AC		\$145.00	Sentry Chancellor
KHYL	101.1	36.3 kw @ 577	Oldies		\$106.00	Sentry Chancellor Auburn
KNCI	105.1	50 kw @ 500	Country	CBS	\$95.00	Katz Amer. Radio Sys.
KQBR	104.3	2.95 kw @ 463	Black AC	CBS, Westwd	\$ NA	---
KRAK	98.5	50 kw @ 495	Country		\$92.00	Katz Amer. Radio Sys.
KRXQ	93.7	25 kw @ 328	AOR		\$85.00	D&R Entercom Roseville
KRYR	103.5	2.6 kw @ 350	See KZSA-F			
KSEG	96.9	50 kw @ 500	Classic AOR		\$99.00	D&R Entercom
KSFM	102.5	50 kw @ 500	CHR	ABC	\$147.00	Allied Amer. Radio Sys. Woodland
KSSJ	101.9	4.1 kw @ 827	Jazz		\$45.00	Eastman EXCL Shingle Springs
KSXX	99.9	1.74 kw @ 2181	Spanish		\$35.00	Caballero EXCL Marysville
KWOD	106.5	50 kw @ 410	AOR-New Rock	CBS, ABC	\$70.00	D&R
KXOA	107.9	50 kw @ 404	Classic Hits		\$100.00	D&R Entercom
KYMX	96.1	50 kw @ 476	Soft AC		\$76.00	Allied Amer. Radio Sys.
KZSA	92.1	1.4 kw @ 472	Hispanic		\$ NA	Caballero Z-Spanish Placerville
KZZO	100.5	115 kw @ 328	AC-NR		\$80.00	Eastman Amer. Radio Sys.

Notes: KNBR - See San Francisco . . . 4/97 American Radio Systems traded KSSJ-F (+ KBAY-F San Jose facility) to EXCL for KINK-F Portland, OR & KBRG-F Fremont/San Jose plus cash & stock (Star; MVP) . . . 4/97 KSXX-F began simulcasting KLOK San Jose . . . 4/97 KMJI (1380) changed from Sports to Religion as KTKZ . . . 4/97 KXOA changed calls to KQPT; remains Oldies . . . 4/97 KQPT-F changed calls to KZZO-F ("The Zone"); remains AC-NR . . . 6/97 KOWL/KRLT-F (Lake Tahoe) sold by Park Lane to Regent (price NA) (Star) . . . 7/97 KBYA-F (CP: Class B1; 94.7; Fair Oaks) sold by Susquehanna to Entercom for \$15,900,000 (Patrick) . . . 7/97 American Radio Systems traded KCTC (+ WDAF/KUDL-F Kansas City & \$3,000,000) to Entercom for KLOU-F St. Louis

Jim Duncan

Comments: KZZO-F (formerly KQPT-F) confirmed and improved upon its fine Winter book and is now #1 in 25-54 adults . . . KYMX-F climbs above a five share for the first time since 1995 . . . KRAK-F posted its highest share in more than three years . . . KFBK is two share points above its year-ago level . . . KXOA-F suffered its fourth consecutive decrease and its lowest share in more than three years

SAGINAW-BAY CITY

Arbltron Rank: 124 Pop (12+): 329,200	Stations: 28 / 17	Last Year's Revenue: \$15,200,000
MSA Rank: 123	Diaries: 976/337:1/58.2%	Household Income: \$39,754
MSA Pop: 402,000	Sample Target: 950	Retail Dollars: \$4.3 Bil.
DMA: 60 (w/Flint)	% Below Line: 6.7	#1 Biller: WKQC-F \$3,000,000
Average Persons Rating: 16.9	% Not Listed: 12.1	#1 Billing Portfolio:
Market TSL in Hours: 22.25	Pop per Station: 19,365	McLravy \$7,400,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WKQC-F	C	63 / 11.3	12.3	13.3	12.1	10.5	12.3	883 / 26.8	25.6	23.7	151 / 2164	E	WKQC-F
2	WKQZ-F	AOR	51 / 9.2	8.0	7.1	9.1	8.6	8.3	611 / 18.6	18.8	18.7	82 / 1156	C	WKQZ-F
3	WSGW	FS/T	48 / 8.6	9.4	10.4	6.7	11.1	8.8	554 / 16.8	18.6	21.3	53 / 670	D	WSGW
4	WIOG-F	AC/CHR	46 / 8.3	7.9	6.2	7.4	8.2	7.4	701 / 21.3	17.4	21.2	110 / 2061	D	WIOG-F
5	WHNN-F	O	40 / 7.2	7.5	8.5	8.3	8.6	7.9	571 / 17.3	21.4	21.2	121 / 1963	D	WHNN-F
6	WTLZ-F	B	34 / 6.1	7.5	5.4	5.4	5.1	6.1	363 / 11.0	10.5	10.1	40 / 582	B	WTLZ-F
7	WTCF-F	CHR	32 / 5.8	5.4	4.6	5.6	4.9	5.3	615 / 18.7	19.5	17.4	42 / 820	B	WTCF-F
8	WGER-F	SAC	31 / 5.6	5.0	5.0	4.9	5.1	5.1	417 / 12.7	14.6	12.4	32 / 491	C	WGER-F
9	WCEN-F	C	29 / 5.2	4.6	3.9	4.9	6.4	4.7	380 / 11.5	11.4	12.6	92 / 1169	D	WCEN-F
10	WSAM	ST	24 / 4.3	3.3	5.2	5.3	4.7	4.5	309 / 9.4	10.3	10.1	28 / 368	A	WSAM
11	WMJA-FF	O	20 / 3.6	4.2	3.4	3.6	3.5	3.7	404 / 12.3	7.8	9.2	32 / 580	A	WMJA-FF
12	WIXC-F	C	13 / 2.3	1.7	2.1	1.8	2.0	2.0	294 / 8.9	8.9	7.5	14 / 393	A	WIXC-F
13	WKNX	ST	11 / 2.0	2.7	3.1	3.1	2.3	2.7	127 / 3.9	4.2	6.3	12 / 154	A	WKNX

12+ FM Share (Metro): 79.71 % (389 of 488) (Spring 96: 76.26 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WTLZ-F >	1 WKQZ-F >	1 WKQZ-F	1 WKQZ-F <	1 WKQZ-F	1 WSGW	1 WSGW	1 WKQZ-F	1 WKQZ-F <	1 WKQZ-F <	1 WHNN-F
2 WTCF-F	2 WKQZ-F	2 WIOG-F <	2 WIOG-F <	2 WIOG-F <	2 WKQZ-F	2 WKQZ-F	2 WIOG-F	2 WKQZ-F	2 WTLZ-F	2 WKQZ-F <
3 WKQZ-F >>	3 WTCF-F	3 WKQZ-F	3 WKQZ-F	3 WKQZ-F <	3 WHNN-F	3 WIOG-F <	3 WSGW <	3 WIOG-F	3 WKQZ-F >	3 WTLZ-F <
	4 WIOG-F <	4 WHNN-F	4 WHNN-F >	4 WHNN-F >	4 WIOG-F	4 WKQZ-F	4 WKQZ-F	4 WHNN-F <	4 WTCF-F <	4 WTCF-F
	5 WCEN-F	5 WTCF-F	5 WMJA-FF <	5 WCEN-F <	5 WGER-F	5 WHNN-F	5 WHNN-F	5 WTCF-F <	5 WSGW	
	6 WMJA-FF	6 WCEN-F <	6 WCEN-F	6 WGER-F	6 WGER-F	6 WGER-F	6 WGER-F <	6 WGER-F <	6 WMJA-FF <	
		7 WMJA-FF <	7 WTLZ-F	7 WMJA-FF <		7 WCEN-F	7 WCEN-F	7 WSGW <	7 WHNN-F	
		8 WTLZ-F	8 WTLZ-F	8 WSGW <		8 WTCF-F	8 WTCF-F <	8 WCEN-F	8 WIOG-F	
						9 WSAM >		9 WTLZ-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 WKQZ-F	1 WTCF-F	1 WIOG-F	1 WIOG-F <	1 WIOG-F <	1 WKQZ-F >>	1 WKQZ-F >>	1 WKQZ-F >>	1 WKQZ-F >>	1 WKQZ-F >
2 WIOG-F	2 WIOG-F	2 WTCF-F	2 WKQZ-F	2 WKQZ-F <	2 WTCF-F	2 WKQZ-F	2 WKQZ-F >>	2 WKQZ-F	2 WKQZ-F <
	3 WTCF-F	3 WKQZ-F	3 WHNN-F <	3 WHNN-F	3 WCEN-F >	3 WCEN-F	3 WMJA-FF	3 WIOG-F	3 WIOG-F
4 WKQZ-F >	4 WGER-F	4 WGER-F	4 WTCF-F <	4 WGER-F	4 WHNN-F	4 WMJA-FF	4 WCEN-F	4 WHNN-F	4 WHNN-F
5 WGER-F	5 WKQZ-F	5 WCEN-F	5 WGER-F <	5 WTLZ-F	5 WKQZ-F	5 WTCF-F >>	5 WIOG-F >	5 WHNN-F <	5 WSGW
	6 WTLZ-F >>	6 WTLZ-F	6 WTLZ-F	6 WTCF-F	6 WTLZ-F >>			6 WMJA-FF	6 WCEN-F <
		7 WCEN-F >	7 WKQZ-F	7 WTCF-F				7 WTCF-F	7 WMJA-FF
			8 WCEN-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WMAX	SPRTS	1440	Bay City 0.7 2.4 5 100
WMPX-AF	ST	1490	Midland 0.9 2.7 16 246

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCFX-F	CHR	95.3	Clare 0.4 2.1 21 415
WCRZ-F	AC	107.9	Flint 0.5 2.2 85 1139
WDZZ-F	B	92.7	Flint 0.5 2.4 68 834
WDFD	T	910	Flint 0.4 1.1 15 339
WJR	FS	760	Detroit 1.3 5.0 54 1007
WMMQ-F	CL AOR	94.9	E. Lansing 0.4 1.9 8 189
WOWE-F	B	98.9	Vassar 1.1 4.2 21 425
WSTD-F	AC	96.9	Standish 0.4 1.2 6 154
WWBN-F	AOR	101.7	Tuscola 0.9 3.1 32 697
WWCK-AF	CHR	105.5	Flint 0.7 3.5 71 1134

SAGINAW-BAY CITY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	51 (3)	51 (3)	10.5 %	8.4 %	McLravy WGER-FM, WIOG-FM, WKQZ-FM, WMJA-FM, WMJK-FM, WSGW-AM	35.3 %	38.4 %	48.0 %
AOR/Classic/NR	0 (0)	58 (3)	58 (3)	11.9 %	10.8 %				
Black/Urban	0 (0)	43 (3)	43 (3)	8.8 %	7.7 %				
CHR	1 (1)	38 (3)	39 (4)	8.0 %	6.5 %		35.3 %	38.4 %	48.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	105 (3)	105 (3)	21.5 %	22.6 %				
Full Service	55 (2)	0 (0)	55 (2)	11.3 %	13.3 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	2 (1)	0 (0)	2 (1)	0.4 %	0.0 %				
Oldies	0 (0)	60 (3)	60 (3)	12.3 %	12.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	31 (1)	31 (1)	6.4 %	5.9 %				
Sports	4 (1)	0 (0)	4 (1)	0.8 %	0.9 %				
Standards	37 (3)	3 (1)	40 (4)	8.2 %	11.5 %				
Totals	99 (8)	389 (20)	488 (28)						

AM Stations

WKNX	1250	1 kw (Days, DA)	Standards	USA, AP	\$<20.00	Patt		
WMAX	1440	5 kw/2.5 kw (DA-2)	Sports	1-on-1, CBS	\$14.00	Patt		
WSAM	1400	1 kw	Standards	Westwd, CNN, ABC	\$<20.00	—	MacDonald	
WSGW	790	5 kw/1 kw (DA-2)	Full Service/Talk	CBS, Westwd, AP	\$48.00	Mc-Guild	McLravy	

FM Stations

WCEN	94.5	100 kw @ 981	Country	Westwd	\$29.00	Christal		ML Pleasant
WGER	106.3	2.05 kw @ 380	Soft AC		\$30.00	Katz	McLravy	
WHNN	96.1	100 kw @ 1020	Oldies	Westwd	\$60.00	Eastman	Liggett	
WIOG	102.5	86 kw @ 800	AC/CHR	ABC	\$48.00	Katz	McLravy	
WIXC	97.3	3 kw @ 328	Country		\$<20.00	—	Midwest Family	Essexville
WKQZ	98.1	50 kw @ 493	Country	ABC	\$66.00	—	MacDonald	
WKQZ	93.3	39.2 kw @ 554	AOR	Westwd, ABC	\$40.00	Banner	McLravy	Midland
WMJA	104.5	2.9 kw @ 413	Oldies	ABC	\$<20.00	Banner	McLravy	
WMJK	100.9	2.6 kw @ 500	See WMJA-F					Pinconning
WTCF	100.5	3 kw @ 328	CHR	Source	\$21.00	—		Carrollton
WTLZ	107.1	4.9 kw @ 397	Black	AURN	\$10.00	Roslin	Steve Taylor	

Notes: 1/97 WKNX changed frequencies from 1210 to 1250 (to allow upgrade of co-owned WCHB Detroit) . . . 3/97 Fritz sold these stations to McLravy (62nd Street): WSGW for \$5,200,000; WIOG-F for \$9,500,000; WGER-F for \$4,700,000 (Foreman) . . . 5/97 WKNX sold by Bell for \$210,000

ST. LOUIS

Arbitron Rank: 17 Pop (12+): 2,094,500	Stations: 29 / 29	Last Year's Revenue: \$94,800,000
MSA Rank: 17	Diaries: 3,251/644:1/55.2%	Household Income: \$45,083
MSA Pop: 2,570,000	Sample Target: 3,340	Retail Dollars: \$25.7 Bil.
DMA: 20	% Below Line: 0.0	#1 Biller: KMOX \$20,500,000
Average Persons Rating: 16.9	% Not Listed: 9.0	#1 Billing Portfolio: American Radio Sys., pend. \$28,000,000
Market TSL In Hours: 22.25	Pop per Station: 72,224	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level		
1	KMOX	T/FS	419 / 11.8	11.8	13.0	13.2	13.1	12.5	6098 / 29.1	31.6	30.4	454 / 6742	K	KMOX
2	WIL-F	C	278 / 7.8	8.6	6.9	7.9	7.8	7.8	3505 / 16.7	17.8	17.4	318 / 4106	H	WIL-F
3	KMJM-F	B	256 / 7.2	7.1	8.2	6.3	7.1	7.2	2569 / 12.3	12.8	11.4	261 / 2687	G	KMJM-F
4	KEZK-F	SAC	216 / 6.1	6.9	6.7	5.7	6.9	6.3	3433 / 16.4	16.6	16.2	225 / 3701	H	KEZK-F
5	KPNT-F	AOR-NR	191 / 5.4	4.7	5.0	4.4	5.7	4.9	3200 / 15.3	14.4	15.3	223 / 3669	F	KPNT-F
6	KYKY-F	AC	175 / 4.9	4.9	5.3	5.9	5.6	5.3	3265 / 15.6	15.6	15.7	188 / 3594	H	KYKY-F
7	KLOU-F	O	174 / 4.9	4.3	4.6	3.7	4.7	4.4	3404 / 16.3	14.9	13.8	194 / 3828	F	KLOU-F
8	KSHE-F	AOR	156 / 4.4	4.0	4.9	6.0	5.7	4.8	2907 / 13.9	12.7	16.4	187 / 3418	H	KSHE-F
9	WKXX-F	C	151 / 4.3	4.5	3.6	3.0	3.1	3.8	2761 / 13.2	10.3	9.8	176 / 3254	E	WKXX-F
10	WALC-F	AC-NR	149 / 4.2	4.0	4.2	3.9	3.9	4.1	4044 / 19.3	15.6	15.0	157 / 4285	E	WALC-F
11	WVRV-F	AOR-P	140 / 3.9	4.0	3.6	2.6	2.1	3.5	2742 / 13.1	11.2	8.3	145 / 2848	D	WVRV-F
12	WRTH	ST	120 / 3.4	2.6	2.3	2.8	2.9	2.8	1363 / 6.5	5.3	6.0	121 / 1394	C	WRTH
13	KSD-F	CL AOR	107 / 3.0	3.2	2.9	3.5	3.3	3.2	2665 / 12.7	12.0	12.7	112 / 2884	F	KSD-F
14	KFUO-F	CL	96 / 2.7	2.8	2.8	2.6	2.2	2.7	1644 / 7.8	8.8	7.9	98 / 1720	C	KFUO-F
15	KIHT-F	CL HITS	91 / 2.6	2.6	3.0	2.9	3.3	2.8	2037 / 9.7	10.2	12.0	99 / 2263	E	KIHT-F
16	KXOK-F	B/AC	86 / 2.4	2.6	2.7	3.0	2.1	2.7	1424 / 6.8	7.9	6.4	87 / 1471	C	KXOK-F
17	KTRS	T	83 / 2.3	2.4	2.0	1.8	1.1	2.1	1481 / 7.1	7.8	4.6	93 / 1652	D	KTRS
	KATZ-F	B	82 / 2.3	1.9	1.3	1.8	1.1	1.8	1365 / 6.5	4.4	3.7	82 / 1384	B	KATZ-F
19	WCBW-F	REL	50 / 1.4	1.2	1.2	1.7	1.2	1.4	940 / 4.5	3.6	3.4	51 / 970		WCBW-F
20	WEW	ST	36 / 1.0	1.2	1.1	1.0	1.8	1.1	507 / 2.4	2.5	2.5	38 / 537		WEW
	KATZ	B/T	35 / 1.0	0.5	0.5	1.3	1.1	0.8	468 / 2.2	1.7	2.4	35 / 468	C	KATZ

12+ FM Share (Metro): 74.64 % (2410 of 3229) (Spring 96: 71.54 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KMJM-F	1 KMJM-F	1 KMJM-F <	1 WIL-F	1 WIL-F	1 KMOX >>	1 KMOX >	1 KMOX	1 WIL-F <	1 KMOX >	1 KMOX >>
2 KPNT-F >>	2 KPNT-F	2 WIL-F	2 KMJM-F	2 KMOX <	2 WIL-F <	2 WIL-F	2 KEZK-F <	2 KMOX	2 KMJM-F >	2 KMJM-F
3 WALC-F >>	3 WVRV-F <	3 KYKY-F <	KSHE-F <	3 KLOU-F	3 KEZK-F	3 KMJM-F <	3 WIL-F	3 KMJM-F	3 KPNT-F >	3 KTRS
	4 KSHE-F <	4 KSHE-F	4 KYKY-F	KYKY-F <	4 KLOU-F	4 WKXX-F	4 KLOU-F <	4 KPNT-F	4 WIL-F	4 WIL-F
	5 WIL-F	5 KPNT-F <	5 KLOU-F	5 KEZK-F	5 WRTH	5 KEZK-F	5 KYKY-F <	KEZK-F	5 KSHE-F <	KPNT-F
	KYKY-F	6 WVRV-F <	6 KEZK-F <	KMJM-F <		KYKY-F	6 KMJM-F <	6 KYKY-F <	6 WALC-F <	
	7 WALC-F <	7 KEZK-F	7 KMOX <	7 KSHE-F			7 WVRV-F <	7 WALC-F	7 KEZK-F	
		WALC-F <	8 WVRV-F	8 WVRV-F				KLOU-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 KMJM-F >	1 KMJM-F <	1 KYKY-F	1 KYKY-F	1 KYKY-F	1 KPNT-F >	1 KPNT-F	1 KSHE-F	1 KSHE-F	1 KSHE-F
2 WVRV-F <	2 KYKY-F <	2 KMJM-F <	2 WIL-F <	KEZK-F <	2 KMJM-F	2 KSHE-F <	2 KMJM-F <	2 KPNT-F <	2 KMOX
3 WALC-F	3 WVRV-F	3 WIL-F	3 KMJM-F <	3 WIL-F	3 KSHE-F >	3 KMJM-F >	3 KPNT-F	3 KMJM-F	3 WIL-F <
4 KPNT-F <	4 WALC-F <	WVRV-F	4 KEZK-F	4 KMJM-F <	4 KYKY-F <	4 WIL-F	WIL-F	4 WIL-F <	4 KLOU-F <
5 KYKY-F <	5 WIL-F	5 WKXX-F	5 WALC-F	5 KLOU-F	5 WKXX-F <	5 WVRV-F	5 WVRV-F	5 KMOX	5 KMJM-F <
6 WKXX-F	6 WKXX-F	WALC-F	6 WVRV-F <	6 WALC-F <	6 WALC-F <	6 WKXX-F	6 WKXX-F <	6 WVRV-F <	6 KSD-F <
	7 KEZK-F	7 KEZK-F	7 WKXX-F	7 WKXX-F	7 WVRV-F	7 WALC-F	7 KSD-F	7 KSD-F <	7 KPNT-F <
		8 KSD-F <						8 KLOU-F	8 WVRV-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KFAV-F	C	99.9	Warrenton 0.3 1.3 14 283
KFNS	SPRTS	590	Wood River, IL 0.8 3.5 32 748
KIRL	J	1460	St. Charles 0.6 1.1 21 235
KWRE	C	730	Warrenton 0.4 0.9 14 196
WESL	B/AC	1490	E. St. Louis, IL 0.6 1.3 23 264
WGNU	T	920	Granite City, IL 0.5 1.2 19 249
WIBV	T	1260	Belleville, IL 0.5 2.4 21 507

ST. LOUIS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	324 (2)	324 (2)	10.0 %	5.8 %	American Radio Sys., pend. KEZK-FM, KFNS-AM, KLOU-FM, KYKY-FM, KSD-FM	19.7 %	25.3 %	29.5 %
AOR/Classic/NR	0 (0)	594 (4)	594 (4)	18.4 %	18.1 %				
Black/Urban	58 (2)	424 (3)	482 (5)	14.9 %	14.3 %	Crawford KSTL-AM, KJSL-AM	0.0 %	0.0 %	%
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Classical	0 (0)	96 (1)	96 (1)	3.0 %	3.1 %	Emmis WKKX-FM, WKBQ-AM, WALC-FM, KSHE-FM	12.9 %	20.4 %	14.3 %
Country	15 (2)	441 (3)	456 (5)	14.1 %	12.2 %				
Full Service	419 (1)	0 (0)	419 (1)	13.0 %	14.2 %	Jacor, pend. KATZ-FM, KMJM-FM, WCBW-FM, KATZ-AM	11.9 %	12.3 %	7.9 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	21 (1)	0 (0)	21 (1)	0.7 %	0.6 %	Sinclair TV, pend. WVRV-FM, KPNT-FM, WIL-FM, KIHT-FM, WRTH-AM	23.1 %	21.2 %	19.4 %
News/Talk	120 (3)	0 (0)	120 (3)	3.7 %	4.7 %				
Oldies	0 (0)	265 (2)	265 (2)	8.2 %	8.3 %	WIBV WIBV-AM, KTRS-AM	2.8 %	1.5 %	4.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	50 (1)	50 (1)	1.5 %	1.8 %				
Soft AC/EZ	0 (0)	216 (1)	216 (1)	6.7 %	7.4 %		70.5 %	80.7 %	75.5 %
Sports	30 (1)	0 (0)	30 (1)	0.9 %	1.1 %				
Standards	156 (2)	0 (0)	156 (2)	4.8 %	3.7 %				
Totals	819 (12)	2410 (17)	3229 (29)						

AM Stations

Station	Freq	Power	Time	Format	Owner	City
KATZ	1600	5 kw	(DA-N)	Black Talk	AURN \$ NA Eastman Jacor	
KFNS	590	1 kw	(DA-2)	Sports	\$40.00 D&R American Radio Sys.	Wood River, IL
KMOX	1120	50 kw		Talk/Full Svc.	CBS \$300.00 CBS Westinghouse	
KTRS	550	5 kw	(DA-N)	Talk	ABC \$32.00 Mc-Guild WIBV	
WEW	770	1 kw	(Days)	Standards	CNN \$27.00 Roslin Acker	
WIBV	1260	5 kw	(DA-2)	Talk	WW1, Tiknt, ABC \$30.00 --- KTRS	Belleville, IL
WRTH	1430	5 kw	(DA-2)	Standards	Westwd \$36.00 Christal Sinclair TV, pend.	

FM Stations

Station	Freq	Power	Time	Format	Owner	City
KATZ	100.3	50 kw	@ 492	Black	\$36.00 Eastman Jacor	
KEZK	102.5	100 kw	@ 1026	Soft AC	Westwd \$165.00 D&R Amer. Radio Sys.	
KFUO	99.1	100 kw	@ 1026	Classical	Westwd \$56.00 Allied	
KIHT	96.3	80 kw	@ 1026	Classic Hits	\$73.00 Christal Sinclair TV, pend.	
KLOU	103.3	100 kw	@ 920	Oldies	CBS \$81.00 CBS Amer. Radio Sys., pend.	
KMJM	107.7	100 kw	@ 1026	Black	\$150.00 Eastman Jacor	
KPNT	105.7	100 kw	@ 1375	AOR-New Rock	\$88.00 Allied Sinclair TV	Ste. Genevieve
KSD	93.7	100 kw	@ 860	Classic AOR	\$104.00 Katz Amer. Radio Sys.	
KSHE	94.7	100 kw	@ 1026	AOR	\$160.00 D&R Emmis Crestwood	
KXOK	97.1	100 kw	@ 560	Black AC	ABC \$50.00 Allied Frischling Florissant	
KYKY	98.1	90 kw	@ 1026	AC	\$180.00 Katz Amer. Radio Sys.	
WALC	104.1	39 kw	@ 550	Modern AC	\$71.00 D&R Emmis Jerseyville, IL	
WCBW	104.9	8 kw	@ 574	Religion	\$22.00 Salem Jacor, pend.	Columbia, IL
WIL	92.3	100 kw	@ 984	Country	ABC \$160.00 Christal Sinclair TV, pend.	
WKKX	106.5	90 kw	@ 1026	Country	\$65.00 D&R Emmis Granite City, IL	
WVRV	101.1	44 kw	@ 525	Progressive AOR	\$60.00 Mc-Guild Sinclair TV	E. St. Louis, IL

Notes: 1/97 WKBQ-F changed from CHR to Modern AC (AC-NR) as WALC-F (*Alice @ 104.1*) . . . 2/97 KSD (AM) changed calls to KTRS; format remains Talk . . . 2/97 Westinghouse/CBS traded KLOU-F (+ KPIX-F San Francisco) to Entercom for KITS-F San Francisco . . . 7/97 Heritage sold these stations to Sinclair TV: WRTH for \$2,600,000; KIHT-F for \$19,800,000; WIL-F for \$42,000,000 . . . 7/97 Entercom traded KLOU-F to American Radio Systems for WDAF/KUDL-F Kansas City & KCTC Sacramento + \$3,000,000 . . . 7/97 WCBW-F sold by Continental to Jacor for \$13,000,000 (Stevens)

Jim Duncan

Comments: KMOX is 1.3 share points below its year-ago level (baseball?) . . . WALC-F posted a nice come gain but that hasn't helped their average persons so far . . . All other stations were rather flat with no significant trends evident

SALISBURY-OCEAN CITY

Arbitron Rank: 154 Pop (12+): 230,000	Stations: 33 / 26	Last Year's Revenue: \$11,000,000
MSA Rank: NA	Diarles: 930/247:1/50.0%	Household Income: \$34,087
MSA Pop: NA	Sample Target: 900	Retail Dollars: \$3.2 Bil.
DMA: None	% Below Line: 7.8	#1 Biller: NA
Average Persons Rating: 16.7	% Not Listed: 14.6	#1 Billing Portfolio: NA
Market TSL In Hours: 22.25	Pop per Station: 8,846	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	WWFG-F	C	42 / 10.9	7.8	11.0	9.0	518 / 22.5	19.4	19.4	48 / 625	WWFG-F
2	WQHQ-F	AC	36 / 9.4	8.6	8.1	7.9	413 / 18.0	20.6	21.4	41 / 493	WQHQ-F
3	WOCQ-F	U/CHR	26 / 6.8	8.4	7.9	7.4	388 / 16.9	20.0	18.4	29 / 460	WOCQ-F
4	WLVW-FF	O	21 / 5.5	6.2	6.3	4.7	342 / 14.9	13.3	15.0	24 / 418	WLVW-FF
	WZBH-F	AOR	21 / 5.5	6.8	4.7	8.2	342 / 14.9	15.7	14.2	30 / 524	WZBH-F
6	WICO-FF	C	20 / 5.2	6.2	6.3	8.2	333 / 14.5	9.5	8.1	20 / 373	WICO-FF
	WRKE-F	B	20 / 5.2	3.8	3.1	4.1	248 / 10.8	11.4	10.5	20 / 248	WRKE-F
8	WOSC-F	AOR-NR	17 / 4.4	3.5	4.7	3.0	309 / 13.4	13.8	11.8	22 / 385	WOSC-F
9	WLFX-F	CL AOR	14 / 3.6	2.7	2.9	1.9	215 / 9.4	7.3	7.3	14 / 215	WLFX-F
10	WDSF-F	C	12 / 3.1	3.0	1.8	1.4	165 / 7.2	5.8	5.3	58 / 629	WDSF-F
11	WOLC-F	REL	11 / 2.9	3.5	3.9	1.9	156 / 6.8	5.9	7.5	11 / 156	WOLC-F
	WGMD-F	T	11 / 2.9	3.2	5.2	3.0	143 / 6.2	8.3	8.9	11 / 158	WGMD-F
13	WAFL-F	AC/CHR	9 / 2.3	3.2	1.6		157 / 6.8	4.4	4.6	22 / 412	WAFL-F
	WSBY-FF	SAC	9 / 2.3	1.1	1.3	2.3	170 / 7.4	4.8	5.4	9 / 170	WSBY-FF

12+ FM Share (Metro): 89.94 % (295 of 328) (Spring 96: 90.68 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WOCQ-F	1 WWFG-F <	1 WQHQ-F	1 WQHQ-F <	1 WWFG-F <	1 WWFG-F	1 WWFG-F >	1 WWFG-F <	1 WQHQ-F <	1 WOCQ-F	1 WWFG-F
2 WOSC-F	2 WQHQ-F	2 WWFG-F >	2 WWFG-F >	2 WQHQ-F >	2 WQHQ-F	2 WQHQ-F	2 WQHQ-F >	2 WWFG-F	2 WQHQ-F	2 WQHQ-F >
	WRKE-F >	3 WZBH-F	3 WLVW-FF <	3 WLVW-FF	3 WLVW-FF >	3 WRKE-F <	3 WZBH-F	3 WOCQ-F >	3 WOSC-F	
4 WZBH-F >>	4 WOCQ-F <	4 WOCQ-F	4 WICO-FF	4 WICO-FF	4 WICO-FF	4 WICO-FF	4 WOCQ-F <	4 WRKE-F <	4 WRKE-F	
	5 WRKE-F	5 WICO-FF	WLFX-F	WOCQ-F	5 WGMD-F	5 WLVW-FF	5 WICO-FF	5 WZBH-F	5 WZBH-F	
	6 WOSC-F	WLVW-FF	WZBH-F	6 WLFX-F	WOCQ-F	WZBH-F	WLVW-FF >	6 WLFX-F <	WWFG-F <	
		WLFX-F	7 WOCQ-F	WZBH-F				7 WLVW-FF	7 WLVW-FF	
		WOSC-F								
		WRKE-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 WOSC-F	1 WWFG-F	1 WWFG-F >	1 WQHQ-F	1 WQHQ-F	1 WZBH-F	1 WZBH-F >	1 WZBH-F	1 WQHQ-F	1 WWFG-F <
2 WOCQ-F >	2 WQHQ-F	2 WQHQ-F	2 WWFG-F >	WWFG-F >>	2 WRKE-F >>	2 WQHQ-F	2 WQHQ-F	WWFG-F	2 WQHQ-F
3 WQHQ-F	WOSC-F	WOCQ-F >	3 WOSC-F	3 WICO-FF	3 WQHQ-F	WOCQ-F	WWFG-F	WZBH-F >	3 WZBH-F
	WRKE-F	4 WOCQ-F	4 WICO-FF	4 WOCQ-F	WLVW-FF >	WOCQ-F	WRKE-F	4 WLFX-F	4 WOCQ-F
	WWFG-F	5 WICO-FF	WOSC-F	WICO-FF	WZXL-F >>	5 WWFG-F	WOCQ-F >	5 WLFX-F	5 WLVW-FF
	WZBH-F >>	WRKE-F	WOLC-F >>	6 WLVW-FF				WRKE-F	6 WICO-FF
				WLFX-F					WLFX-F
				WRKE-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDNO-F	REL	95.3	Laurel, DE 1.0 2.7 4 89
WICO	T	1320	Salisbury 1.6 3.3 6 87
WJDY-AA	B	1470	Salisbury 1.0 3.4 4 77
WKHW-F	AC	106.5	Pocomoke City 0.5 1.9 2 43
WSSR	ST	900	Georgetown, DE 2.1 4.2 9 107
WTGM	SPRTS	960	Salisbury 1.3 2.7 5 77
WXPZ-F	REL	101.3	Millford, DE 1.6 3.5 12 174
WZSK-F	CHR	103.5	Bethany Beach 1.3 4.9 5 113

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WABC	T	770	New York 0.5 1.1 2 31
WCAO	B/G	600	Baltimore 1.0 2.5 8 103
WCBM	T	680	Baltimore 0.5 1.6 7 100
WCMC	ST	1230	Wildwood, NJ 0.5 1.1 2 24
WTDK-F	O	107.1	Hurlock, MD 1.3 3.9 10 170
WZXL-F	AOR	100.7	Wildwood, NJ 0.8 2.6 8 141

SALISBURY-OCEAN CITY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	47 (3)	47 (3)	14.3 %	15.7 %	Capstar WOSC-FM, WDSD-FM, WWFG-FM	18.4 %	19.7 %	%
AOR/Classic/NR	0 (0)	55 (5)	55 (5)	16.8 %	18.4 %				
Black/Urban	4 (2)	46 (2)	50 (4)	15.2 %	15.7 %	Delmarva, pend. WXJN-FM, WLFX-FM, WAFL-FM, WICO-AM, WICO-FM	12.7 %	15.1 %	%
CHR	0 (0)	5 (1)	5 (1)	1.5 %	1.0 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	HVS WLBW-FM, WQHQ-FM, WTGM-AM, WLVW-FM	16.2 %	19.7 %	%
Country	0 (0)	74 (4)	74 (4)	22.6 %	21.3 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local - 1 WXPZ-FM, WDNO-FM	2.6 %	3.7 %	%
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local - 2 WJPY-AM, WJDY-AM, WSBY-FM, WSUX-FM	3.6 %	3.2 %	%
News/Talk	10 (3)	11 (1)	21 (4)	6.4 %	5.6 %				
Oldies	0 (0)	26 (3)	26 (3)	7.9 %	11.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	4 (1)	21 (3)	25 (4)	7.6 %	8.2 %				
Soft AC/EZ	0 (0)	10 (2)	10 (2)	3.0 %	0.0 %				
Sports	5 (1)	0 (0)	5 (1)	1.5 %	0.7 %				
Standards	10 (2)	0 (0)	10 (2)	3.0 %	2.3 %				
Totals	33 (9)	295 (24)	328 (33)				53.5 %	61.4 %	%

AM Stations

WICO	1320	1 kw/36 w	Talk	ABC, CNN	---	Delmarva, pend.	
WSSR	900	10 kw/1 kw	Standards	ABC	---	Great Scott	Georgetown, DE

FM Stations

WAFL	97.7	3 kw @ 328	AC/CHR		K&P	Delmarva, pend.	Millford, DE
WGMD	92.7	3 kw @ 300	Talk	ABC, AP	---		Rehoboth Beach, DE
WICO	94.3	3 kw @ 300	Country		---	Delmarva, pend.	
WLBW	92.1	6 kw @ 308	See WLVW-F				Fenwick Island, DE
WLFX	97.1	4.6 kw @ 375	Classic Rock		K&P	Delmarva, pend.	Ocean Pines
WLVW	105.5	2.1 kw @ 390	Oldies		Banner	HVS	
WOCQ	103.9	3 kw @ 328	Urban/CHR	ABC, Westwd	Allied		Berlin
WOLC	102.5	50 kw @ 500	Religion	USA	---		Princess Anne
WOSC	95.9	6 kw @ 299	AOR-NR		---	Capstar	Bethany Beach, DE
WQHQ	104.7	33 kw @ 510	AC	Westwd	Banner	HVS	
WRKE	101.7	3 kw @ 300	Black	Westwd	Banner		Ocean View
WSBY	98.9	6 kw @ 328	Soft AC		---	WJDY/WSUX	
WSUX	98.3	3 kw @ 328	See WSBY-F				Seaford, DE
WWFG	99.9	50 kw @ 315	Country		Mc-Guild	Capstar	
WXJN	105.9	6 kw @ 341	See WICO-F				Lewes, DE
WZBH	93.5	11 kw @ 485	AOR		---	Great Scott	Georgetown, DE

Notes: WDSD-F -- See Wilmington, DE . . . 3/97 WRXS-F (106.9; Ocean City, MD) sold to HVS for \$400,000 . . . 4/97 Prettyman sold WAFL-F/WICO-F/WLFX-F/WXJN-F/WYUS to Delmarva (WDEL/WSTW-F Wilmington) for \$12,000,000 . . . 4/97 WSBY-F/WSUX-F changed from Oldies to Soft AC as "Love 98"

SALT LAKE CITY

Arbitron Rank: 35	Pop (12+): 1,180,000	Stations: 31 / 31	Last Year's Revenue: \$57,800,000
MSA Rank: 44		Diaries: 2,390/494:1/54.7%	Household Income: \$44,583
MSA Pop: 1,550,000		Sample Target: 2,350	Retail Dollars: \$13.1 Bil.
DMA: 36		% Below Line: 0.0	#1 Biller: KSFI-F \$7,400,000
Average Persons Rating: 14.2		% Not Listed: 9.2	#1 Billing Portfolio: Simmons \$13,325,000
Market TSL In Hours: 19.00		Pop per Station: 38,065	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level		
1	KSFI-F	SAC	138 / 8.2	9.3	9.4	8.2	9.0	8.8	2581 / 21.9	22.1	23.4	158 / 2913	H	KSFI-F
2	KSL	FS	110 / 6.5	6.6	6.6	5.7	6.0	6.4	2308 / 19.6	21.8	17.6	122 / 2667	H	KSL
3	KISN-F	CHR/AC	102 / 6.1	5.3	4.7	5.3	5.3	5.3	2267 / 19.2	16.0	17.9	128 / 2755	E	KISN-F
4	KUBL-F	C	87 / 5.2	4.4	5.2	5.1	5.6	5.0	1400 / 11.9	11.8	14.5	90 / 1519	E	KUBL-F
5	KBEE-F	AC	84 / 5.0	4.2	4.3	4.8	4.7	4.6	1896 / 16.1	15.4	16.4	93 / 2100	E	KBEE-F
6	KXRK-F	AOR-NR	80 / 4.8	3.8	4.7	3.1	3.1	4.1	1464 / 12.4	11.9	9.8	87 / 1585	D	KXRK-F
7	KODJ-F	O	78 / 4.6	5.6	4.8	6.7	5.2	5.4	1632 / 13.0	16.1	13.8	92 / 1722	E	KODJ-F
8	KRSP-F	CL AOR	77 / 4.6	5.0	4.5	6.0	5.6	5.0	1544 / 13.1	14.1	15.7	89 / 1846	F	KRSP-F
9	KZHT-F	CHR	74 / 4.4	4.0	4.4	3.2	3.7	4.0	1704 / 14.4	11.5	9.8	79 / 1785	C	KZHT-F
10	KENZ-F	AOR-NR	69 / 4.1	4.3	3.2	3.2	3.6	3.7	1525 / 12.9	11.1	8.7	74 / 1628	B	KENZ-F
	KOYL-AA	ST	69 / 4.1	4.0	3.8	5.1	3.7	4.3	945 / 8.0	7.0	7.5	71 / 1024	B	KOYL-AA
12	KSOP-AF	C	64 / 3.8	5.5	4.6	4.9	5.6	4.7	1347 / 11.4	12.3	13.8	78 / 1656	F	KSOP-AF
13	KKAT-F	C	63 / 3.7	4.8	4.2	4.5	5.1	4.3	1377 / 11.7	13.8	14.4	72 / 1614	F	KKAT-F
14	KUMT-F	AOR-P	58 / 3.4	2.0	1.5	1.6	2.8	2.1	1161 / 9.8	5.5	6.4	61 / 1259	C	KUMT-F
15	KBER-F	AOR	53 / 3.2	4.3	3.8	4.0	5.3	3.8	1162 / 9.8	11.2	12.0	56 / 1294	D	KBER-F
	KALL	T	53 / 3.2	3.7	4.1	3.9	2.6	3.7	904 / 7.7	9.8	6.8	54 / 936	D	KALL
17	KFNZ	SPRTS	45 / 2.7	2.0	1.2	1.0	1.0	1.7	1440 / 12.2	5.3	2.7	46 / 1491	A	KFNZ
18	KQMB-F	AC	37 / 2.2	2.6	2.4	1.4	1.1	2.2	988 / 8.4	8.4	4.2	38 / 1048	A	KQMB-F
19	KRKR-F	AOR	32 / 1.9	1.2	1.3	1.9	0.5	1.6	460 / 3.9	4.0	2.2	35 / 551		KRKR-F
20	KURR-F	AOR	29 / 1.7	1.7	2.2	3.4	3.8	2.3	575 / 4.9	7.7	14.0	31 / 665	C	KURR-F
21	KBZN-F	J	25 / 1.5	2.3	2.6	2.1	2.6	2.1	679 / 5.8	6.5	6.8	29 / 792	C	KBZN-F
22	KFAM	EZ	23 / 1.4	0.6	0.8	1.3	0.8	1.0	286 / 2.4	2.3	2.1	24 / 315		KFAM
23	KBKK-F	C	20 / 1.2	1.0	1.1	0.9	0.8	1.0	320 / 2.7	2.6	2.8	21 / 340		KBKK-F

12+ FM Share (Metro): 76.42 % (1167 of 1527) (Spring 96: 80.52 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KZHT-F >	1 KSFI-F <	1 KSFI-F	1 KSFI-F >	1 KSFI-F >	1 KSL	1 KSL	1 KSFI-F	1 KSFI-F	1 KFNZ	1 KXRK-F
2 KXRK-F >	2 KXRK-F	2 KISN-F	2 KISN-F	2 KRSP-F <	2 KSFI-F	2 KSFI-F <	2 KISN-F <	2 KISN-F	2 KZHT-F	2 KSFI-F
	KISN-F <	3 KRSP-F <	KRSP-F	3 KISN-F <	3 KOYL-AA <	3 KISN-F >	3 KBEE-F <	3 KSL <	3 KBER-F <	KBEE-F <
	4 KENZ-F	4 KUBL-F <	4 KUBL-F <	4 KODJ-F	4 KOYL <	4 KXRK-F <	4 KUBL-F	4 KXRK-F	4 KXRK-F <	4 KUBL-F <
	5 KBEE-F	5 KBEE-F <	5 KSL <	KSL	5 KODJ-F	5 KUBL-F <	KALL <	KBEE-F <	5 KUBL-F <	5 KSL
	6 KUBL-F <	6 KENZ-F <	6 KODJ-F <	6 KUBL-F <	6 KRSP-F	6 KBEE-F <	6 KRSP-F <	6 KUBL-F <	6 KBEE-F <	6 KBER-F
	7 KBER-F	7 KXRK-F	7 KBEE-F	7 KBEE-F <		7 KRSP-F	7 KSL <	7 KZHT-F <	7 KSFI-F	
	KKAT-F		KUMT-F	8 KUMT-F		KODJ-F <	8 KOYL-AA	8 KENZ-F <		
						9 KENZ-F	KODJ-F	9 KODJ-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 KISN-F <	1 KISN-F <	1 KSFI-F	1 KSFI-F	1 KSFI-F >	1 KXRK-F >	1 KXRK-F	1 KXRK-F <	1 KRSP-F	1 KRSP-F
2 KBEE-F	2 KSFI-F <	2 KISN-F	2 KISN-F	2 KISN-F <	2 KENZ-F	2 KENZ-F	2 KSFI-F	2 KXRK-F <	2 KSL
3 KENZ-F	3 KBEE-F	3 KBEE-F	3 KBEE-F	3 KBEE-F <	KBER-F <	3 KSFI-F <	3 KRSP-F <	3 KSFI-F <	KSFI-F >
4 KUBL-F	4 KUBL-F <	4 KUBL-F <	4 KUBL-F	4 KODJ-F <	4 KISN-F	4 KBER-F	4 KURR-F <	4 KISN-F <	4 KODJ-F
5 KXRK-F	5 KENZ-F >	5 KSOP-AF	5 KENZ-F <	5 KUBL-F >	5 KRKR-F >	5 KISN-F	5 KENZ-F	5 KENZ-F <	KISN-F <
6 KSFI-F	6 KKAT-F	6 KKAT-F	6 KODJ-F <	6 KUMT-F		KRSP-F <	6 KKAT-F <	6 KSL	6 KUMT-F <
	KZHT-F	KSOP-AF <	7 KUMT-F <	KRSP-F <		7 KURR-F	7 KBER-F	7 KBER-F <	7 KXRK-F <
		8 KQMB-F <	8 KQMB-F	8 KRSP-F	8 KSL	KRKR-F	KQMB-F <	8 KUBL-F	8 KENZ-F
								KKAT-F <	KKAT-F

Other Rated Stations		Metro Cume Share Rating	TSA AQH Cume
KCNR	KIDS	860 Salt Lake City	0.4 2.3 6 277
KISN	SPRTS	570 Salt Lake City	0.8 3.7 15 468
KLO	ST	1430 Ogden	0.7 1.5 12 190
KSRR	AC	1400 Ogden	0.4 1.9 7 227
KSVN	SP	730 Ogden	0.4 0.7 7 83
KTKK	T	630 Sandy	0.6 1.5 10 183

SALT LAKE CITY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	7 (1)	121 (2)	128 (3)	8.4 %	7.4 %	Citadel KFNZ-AM, KBEE-FM, KBER-FM, KCNR-AM, KENZ-FM, KUBL-FM	20.6 %	20.1 %	17.0 %
AOR/Classic/NR	0 (0)	398 (7)	398 (7)	26.1 %	24.5 %	Jacor KODJ-FM, KZHT-FM, KURR-FM, KFAM-AM, KKAT-FM, KBKK-FM, KALL-AM	20.2 %	19.2 %	22.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Simmons KDYL-AM, KQMB-FM, KRSP-FM, KSFI-FM	18.8 %	21.2 %	23.1 %
CHR	0 (0)	176 (2)	176 (2)	11.5 %	10.1 %	Trumper KUMT-FM, KISN-FM, KISN-AM	10.3 %	12.4 %	11.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	4 (1)	231 (4)	235 (5)	15.4 %	16.7 %				
Full Service	110 (1)	0 (0)	110 (1)	7.2 %	7.3 %				
Hispanic	7 (1)	0 (0)	7 (1)	0.5 %	0.0 %				
Jazz	0 (0)	25 (1)	25 (1)	1.6 %	2.8 %		69.9 %	72.9 %	74.2 %
News/Talk	63 (2)	0 (0)	63 (2)	4.1 %	5.2 %				
Oldies	0 (0)	78 (1)	78 (1)	5.1 %	5.4 %				
Others/Unknown	6 (1)	0 (0)	6 (1)	0.4 %	0.6 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	23 (1)	138 (1)	161 (2)	10.5 %	11.3 %				
Sports	59 (2)	0 (0)	59 (2)	3.9 %	2.9 %				
Standards	81 (3)	0 (0)	81 (3)	5.3 %	5.2 %				
Totals	360 (13)	1167 (18)	1527 (31)						

AM Stations

Station	Power	Time	Format	Source	Buyer	Agency	Notes
KALL	910	5 kw/1 kw (DA-2)	Talk	Westwd, ABC	\$49.00	Eastman	Jacor
KDYL	1280	10 kw/600 w (DA-2)	Standards	CNN, Westwd, ABC	\$27.00	CBS	Simmons
KFAM	700	50 kw/1 kw (DA-2)	Easy Listening		\$ NA	—	Jacor
KFNZ	1320	5 kw (DA-1)	Sports	ABC, Westwd	\$ NA	Mc-Guild	Citadel, pend.
KISN	570	5 kw (DA-1)	Sports	SBUSA, 1-on-1	\$35.00	Christal	Trumper
KOVO	960	5 kw/1 kw (DA-N)	See KDYL				Provo
KSL	1160	50 kw	Full Service	CBS	\$121.00	Sentry	Bonneville
KSOP	1370	5 kw/500 w (DA-N)	See KSOP-F				S. Salt Lake City

FM Stations

Station	Power	Time	Format	Source	Buyer	Agency	Notes
KBEE	98.7	40 kw @ 2933	AC		\$60.00	Mc-Guild	Citadel, pend.
KBER	101.1	26.3 kw @ 3740	AOR	ABC	\$51.00	Mc-Guild	Citadel
KBKK	106.5	7.5 kw @ 2710	Classic Country		\$ NA	Katz	Jacor
KBZN	97.9	26.3 kw @ 3740	Jazz		\$35.00	Eastman	Ogden
KENZ	107.5	45 kw @ 2850	AOR-New Rock		\$30.00	Allied	Citadel
KISN	97.1	30 kw @ 3652	CHR/AC		%71.00	Christal	Trumper
KKAT	101.9	26.3 kw @ 3740	Country		\$86.00	Katz	Jacor
KODJ	94.1	40 kw @ 3063	Oldies	ABC, Westwd	\$65.00	Katz	Jacor
KQMB	102.7	47 kw @ 2699	AC	Westwd	\$<20.00	Allied	Simmons
KRKR	107.9	67 kw @ 2377	AOR		\$<20.00	Katz	Roy
KRSP	103.5	27.5 kw @ 3630	Classic AOR		\$95.00	Allied	Simmons
KSFI	100.3	26.3 kw @ 3740	Soft AC		\$155.00	Allied	Simmons
KSOP	104.3	25.1 kw @ 3640	Country		\$78.00	Allied	
KUBL	93.3	26.3 kw @ 3740	Country	ABC	\$60.00	Mc-Guild	Citadel
KUMT	105.7	7.3 kw @ 3661	Prog. AOR		\$40.00	Christal	Trumper
KURR	99.5	40 kw @ 2953	AOR	Westwd, Source	\$36.00	K&P	Jacor
KXRK	96.1	55 kw @ 2630	AOR-New Rock		\$50.00	D&R	Provo
KZHT	94.9	48 kw @ 2799	CHR		\$34.00	Allied	Jacor

Notes: 4/97 KFAM sold to Jacor for \$1,200,000 (Force) . . . 4/97 KBKK-F sold to Jacor for \$4,500,000 . . . 5/97 KFNZ/KBEE-F sold by John Price to Citadel for \$2,900,000 . . . 7/97 KQMB-F changed from AC to Modern AC (AC-NR) after the Spring survey . . . 7/97 KRKR-F changed from AOR to Standards as "Sunny 107.9"

Jim Duncan

Comments: KISN-F recorded its highest share in more than three years . . . KSOP-AF slipped to its lowest share in more than three years . . . Country KKAT-F also is at a three-year low . . . Sports KFNZ is at its all-time peak

SAN ANTONIO

Arbitron Rank: 34 Pop (12+): 1,203,100	Stations: 26 / 24	Last Year's Revenue: \$62,000,000
MSA Rank: 36	Diaries: 2,557/471:1/46.3%	Household Income: \$35.697
MSA Pop: 1,510,000	Sample Target: 2,490	Retail Dollars: \$13.7 Bil.
DMA: 37	% Below Line: 1.6	#1 Biller: KXTN-F \$8,600,000
Average Persons Rating: 17.7	% Not Listed: 10.1	#1 Billing Portfolio:
Market TSL In Hours: 23.25	Pop per Station: 50,129	Cox \$18,910,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	KTFM-F	CHR	210 / 9.9	11.3	10.2	8.7	9.4	10.0	3038 / 25.3	24.1	23.0	234 / 3473	G	KTFM-F
2	KZEP-F	CL AOR	157 / 7.4	4.3	4.5	4.7	3.8	5.2	1791 / 14.9	12.7	11.6	175 / 2019	E	KZEP-F
3	KXTN-F	SP	130 / 8.1	6.5	7.6	7.9	7.2	7.0	1758 / 14.6	16.9	15.2	160 / 2258	H	KXTN-F
4	KCYF-F	C	129 / 6.1	5.2	6.7	5.3	6.5	5.8	1936 / 18.1	17.3	16.7	152 / 2353	G	KCYF-F
5	KAJA-F	C	128 / 6.0	5.6	5.9	5.3	5.8	5.7	2125 / 17.7	16.6	17.5	168 / 2659	F	KAJA-F
6	KSMG-F	AC	118 / 5.5	5.7	5.2	4.9	6.3	5.3	1934 / 18.1	15.5	17.3	138 / 2340	F	KSMG-F
7	KONO-AF	O	116 / 5.4	5.4	5.0	5.2	5.0	5.3	1797 / 14.9	13.5	13.4	139 / 2252	D	KONO-AF
8	KISS-F	AOR	111 / 5.2	6.3	7.0	6.3	7.3	6.2	1993 / 16.6	17.5	19.4	134 / 2418	G	KISS-F
9	KROM-F	SP	105 / 4.9	3.6	3.7	4.4	2.8	4.2	1044 / 8.7	6.8	6.3	110 / 1135	C	KROM-F
10	KQXT-F	SAC	87 / 4.1	5.2	4.7	5.6	4.2	4.9	1398 / 11.6	13.1	11.8	96 / 1533	E	KQXT-F
	KTSA	T	87 / 4.1	4.7	4.3	4.7	4.5	4.4	1196 / 9.9	8.8	9.4	117 / 1614	E	KTSA
13	KSJL-F	U	72 / 3.4	4.0	4.2	3.9	4.4	3.9	986 / 8.2	9.5	8.3	78 / 1057	C	KSJL-F
12	WDAI	N/T	72 / 3.4	4.1	3.7	4.2	3.7	3.8	1348 / 11.2	11.6	11.9	101 / 1885	G	WDAI
14	KCOR	SP	65 / 3.1	2.4	2.4	2.2	2.4	2.5	557 / 4.6	5.0	5.3	66 / 568	C	KCOR
15	KLUP	ST	55 / 2.6	1.9	2.4	2.7	3.4	2.4	683 / 5.7	5.2	5.8	60 / 790	B	KLUP
16	KCJZ-F	J	53 / 2.5	2.8	2.8	3.3	2.6	2.8	836 / 7.0	8.1	7.6	58 / 946	C	KCJZ-F
17	KKYX	C	50 / 2.3	2.1	2.1	1.9	1.8	2.1	585 / 4.9	4.7	4.5	88 / 949	B	KKYX
18	KRIO-F	SP	34 / 1.6	1.7	1.6	1.7	2.8	1.6	919 / 7.6	5.8	8.0	35 / 980	C	KRIO-F
19	KEDA	SP	33 / 1.5	0.9	0.9	1.0	0.7	1.1	271 / 2.2	1.8	1.9	36 / 281	A	KEDA

12+ FM Share (Metro): 76.34 % (1462 of 1915) (Spring 96: 75.93 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KTFM-F >>	1 KTFM-F <	1 KZEP-F	1 KZEP-F >	1 KZEP-F >	1 KONO-AF	1 KTFM-F >	1 KZEP-F	1 KTFM-F	1 KTFM-F >>	1 KTFM-F >
2 KISS-F	2 KZEP-F	2 KTFM-F	2 KTFM-F	2 KTFM-F	2 KXTN-F <	2 KZEP-F	2 KTFM-F <	2 KZEP-F	2 KZEP-F	2 KCYY-F
3 KSJL-F <	3 KISS-F	3 KSMG-F <	3 KSMG-F <	3 KCYY-F <	3 KTSA	3 KAJA-F <	3 KONO-AF <	3 KAJA-F <	3 KXTN-F	3 KZEP-F
4 KAJA-F >	4 KSMG-F	4 KAJA-F <	4 KCYY-F <	4 KSMG-F <	KCYY-F	4 KXTN-F	4 KSMG-F <	4 KSMG-F <	4 KAJA-F <	4 KXTN-F <
	5 KAJA-F <	5 KISS-F	5 KAJA-F	5 KAJA-F <	KONO-F <	KISS-F <	5 KTSA <	5 KCYY-F	5 KCYY-F <	5 KISS-F
	6 KROM-F	KCYY-F <	6 KXTN-F <	6 KONO-AF <	6 KZEP-F	6 KCYY-F <	6 KCYY-F <	6 KISS-F	6 KSJL-F <	
	7 KCYY-F <	7 KXTN-F	7 KONO-AF	7 KXTN-F	7 WDAI <	7 KSMG-F <	7 KQXT-F <	KXTN-F	7 KISS-F	
	8 KXTN-F >	8 KROM-F <	8 KROM-F <	8 KROM-F		8 WDAI <	8 KAJA-F	KONO-AF	KROM-F	
		9 KONO-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 KTFM-F >	1 KTFM-F	1 KZEP-F	1 KTFM-F	1 KTFM-F <	1 KISS-F >>	1 KISS-F	1 KZEP-F	1 KZEP-F >	1 KZEP-F >
2 KSMG-F	2 KSMG-F <	2 KTFM-F	2 KSMG-F	2 KCYY-F <	2 KTFM-F	2 KZEP-F	2 KISS-F	2 KISS-F	2 KONO-AF <
3 KXTN-F	3 KZEP-F	3 KSMG-F <	3 KCYY-F	3 KZEP-F	3 KZEP-F	3 KTFM-F	3 KTFM-F <	3 KTFM-F <	3 KAJA-F <
4 KAJA-F	4 KAJA-F	4 KAJA-F	KZEP-F	KSMG-F	4 KAJA-F	4 KROM-F	4 KROM-F >	4 KAJA-F	4 KISS-F <
5 KROM-F	5 KCYY-F	5 KCYY-F	5 KXTN-F	5 KXTN-F <	KSMG-F	5 KAJA-F	5 KCYY-F	5 KONO-AF <	5 KTFM-F <
	KCYY-F	KXTN-F	6 KROM-F <	6 KAJA-F	6 KSJL-F	KSMG-F	KSMG-F <	6 KSMG-F <	6 KXTN-F <
	KISS-F	7 KROM-F	7 KXTN-F	7 KQXT-F <	7 KROM-F >		7 KAJA-F	7 KROM-F <	7 KROM-F <
		8 KQXT-F	8 KROM-F	8 KQXT-F <				8 KXTN-F	
				9 KROM-F >					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KGNB	T	1420	New Braunfels 0.6 2.0 13 240
KSAH	SP	720	Universal City 0.8 2.4 22 325
KSLR	REL	630	San Antonio 1.0 3.0 26 421
KTKR	SPRIS	760	San Antonio 0.7 2.3 19 325

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAMX-F	AC	94.7	Luling 1.3 5.7 42 985
KROX-F	AOR-NR	101.5	Giddings 0.4 2.4 15 430

SAN ANTONIO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	145 (2)	145 (2)	7.6 %	6.5 %	Clear Channel	14.2 %	14.5 %	22.3 %
AOR/Classic/NR	0 (0)	276 (3)	276 (3)	14.4 %	13.2 %	KAJA-FM, KQXT-FM, KTKR-AM, WOAI-AM			
Black/Urban	0 (0)	72 (1)	72 (1)	3.8 %	4.6 %	Cox, pend.	24.2 %	22.8 %	30.5 %
CHR	0 (0)	210 (1)	210 (1)	11.0 %	11.2 %	KCJZ-FM, KCYY-FM, KISS-FM, KKYX-AM, KLUP-AM, KSMG-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	John Barger	7.0 %	8.1 %	6.1 %
Country	50 (1)	257 (2)	307 (3)	16.0 %	17.6 %	KONO-AM, KRIO-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		45.4 %	45.4 %	58.9 %
Hispanic	116 (3)	269 (3)	385 (6)	20.1 %	19.6 %				
Jazz	0 (0)	53 (1)	53 (1)	2.8 %	3.1 %				
News/Talk	172 (3)	0 (0)	172 (3)	9.0 %	8.8 %				
Oldies	24 (1)	93 (1)	117 (2)	6.1 %	6.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	21 (1)	0 (0)	21 (1)	1.1 %	1.2 %				
Soft AC/EZ	0 (0)	87 (1)	87 (1)	4.5 %	5.1 %				
Sports	15 (1)	0 (0)	15 (1)	0.8 %	0.6 %				
Standards	55 (1)	0 (0)	55 (1)	2.9 %	2.6 %				
Totals	453 (11)	1462 (15)	1915 (26)						

AM Stations

Station	Power	Time	Format	Company	Advertiser	Product
KCOR	1350	5 kw (DA-N)	Hispanic		\$32.00	Katz Hisp. HefTel
KKYX	680	50 kw/10 kw (DA-N)	Country	Westwd	\$30.00	Katz Cox
KLUP	930	5 kw/1 kw (DA-N)	Standards		\$24.00	CBS Cox, pend.
KONO	860	5 kw/0.9 kw (DA-N)	See KONO-F			
KTSA	550	5 kw (DA-N)	Talk	ABC, Westwd	\$61.00	Christal KTFM-F
WOAI	1200	50 kw	News/Talk	CBS, ABC	\$87.00	Cir Chnl Clear Channel

FM Stations

Station	Power	Time	Format	Company	Advertiser	Product
KAJA	97.3	100 kw @ 984	Country		\$85.00	Cir Chnl Clear Channel
KCJZ	106.7	100 kw @ 1016	Jazz		\$45.00	Katz Cox Terrell Hills
KCYY	100.3	100 kw @ 984	Country		\$131.00	Katz Cox
KISS	99.5	100 kw @ 1111	AOR		\$110.00	CBS Cox, pend.
KONO	101.1	100 kw @ 1371	Oldies		\$54.00	Allied Barger Fredericksburg
KQXT	101.9	100 kw @ 672	Soft AC		\$87.00	Cir Chnl Clear Channel
KRIO	94.1	22 kw @ 696	Hispanic		\$34.00	— Barger Floresville
KROM	92.9	100 kw @ 1016	Hispanic		\$39.00	Katz Hisp. HefTel
KSJL	96.1	100 kw @ 597	Urban	ABC	\$35.00	Cir Chnl Inner City
KSMG	105.3	100 kw @ 1250	AC		\$83.00	CBS Cox, pend. Seguin
KTFM	102.7	100 kw @ 672	CHR		\$105.00	Christal KTSA
KXTN	107.5	100 kw @ 1470	Hispanic		\$156.00	Katz Hisp. HefTel
KZEP	104.5	100 kw @ 660	Classic AOR		\$71.00	D&R Lotus

Notes: 3/97 KXTN (AM) changed from simulcasting KXTN-F to AC/Contemp. Christian mix as KPOZ . . . 6/97 KLUP/KISS-F/KSMG-F sold by Rusk to Cox for \$30,000,000

Jim Duncan

Comments: KZEP-F jumped to record high levels; the gains may be a fluke as versus last year, the station gained both cume (12+ up 28%) and time spent listening (12+ up 62%) — an unlikely occurrence . . . KXTN-F slipped to its lowest level in many years; the same is true of KISS-F . . . KROM-F and KCOR had up books, so overall, Hispanic format listening is steady . . . WOAI is at its lowest level in decades

SAN DIEGO

Arbitron Rank: 14 Pop (12+): 2,251,000
 MSA Rank: 13
 MSA Pop: 2,740,000
 DMA: 27
 Average Persons Rating: 16.1
 Market TSL in Hours: 21.25

Stations: 42 / 35
 Diaries: 3,255/692:1/50.7%
 Sample Target: 3,270
 % Below Line: 5.1
 % Not Listed: 10.0
 Pop per Station: 64,314

Last Year's Revenue: \$116,400,000
 Household Income: \$43,167
 Retail Dollars: \$24.3 Bil.
 #1 Biller: KSON-AF \$11,200,000
 #1 Billing Portfolio: Jacor \$48,000,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	KSON-AF	283 / 7.8	4.3	6.2	6.0	7.3	6.1	3425 / 15.2	12.1	13.6		KSON-AF
2	KYXY-F	201 / 5.5	6.4	7.0	6.8	6.4	6.4	3443 / 15.3	16.1	16.5	I	KYXY-F
3	KFMB	194 / 5.3	4.2	4.6	6.1	5.6	5.1	3351 / 14.9	13.5	15.3	H	KFMB
4	KFMB-F	191 / 5.3	4.1	4.0	4.1	4.4	4.4	3824 / 17.4	12.2	13.9	F	KFMB-F
5	XHTZ-F	186 / 5.1	5.2	5.6	6.2	6.6	5.5	3176 / 14.1	15.7	16.0	G	XHTZ-F
6	KHTS-F	143 / 3.9	3.6	3.3	1.5	0.7	3.1	3097 / 13.8	10.7	4.1	C	KHTS-F
7	KBZT-F	140 / 3.9	3.8	4.1	4.4	4.3	4.0	2780 / 12.3	13.0	14.2	G	KBZT-F
8	KIOZ-F	131 / 3.6	3.5	2.7	3.2	3.6	3.3	2159 / 9.6	8.4	9.6	G	KIOZ-F
9	KGB-F	129 / 3.6	2.8	2.7	2.8	2.8	3.0	2463 / 10.9	8.6	9.8	G	KGB-F
10	KMCG-F	128 / 3.5	1.6	0.8	1.1	1.1	1.8	2043 / 9.1	3.3	4.5		KMCG-F
11	XTRA-F	112 / 3.1	3.5	2.9	4.2	3.6	3.4	2895 / 12.9	11.1	13.4	G	XTRA-F
12	KOGO	110 / 3.0	1.1	1.9	1.6	1.9	1.9	1373 / 6.1	4.3	4.7	C	KOGO
13	KIFM-F	104 / 2.9	4.3	4.4	2.7	3.2	3.6	1935 / 8.6	9.8	8.8	G	KIFM-F
14	KPOP	93 / 2.6	3.2	2.5	2.2	2.8	2.6	1202 / 5.3	5.8	5.3	C	KPOP
15	KSDO	87 / 2.4	4.9	4.2	4.6	4.1	4.0	1418 / 6.3	9.7	9.6	G	KSDO
16	XHRM-F	78 / 2.1	2.0	1.6	1.8	2.4	1.9	2189 / 9.7	7.5	9.7	E	XHRM-F
17	KFSD-F	76 / 2.1	2.0	1.0	0.8	0.8	1.5	1083 / 4.8	2.6	2.7		KFSD-F
18	KXGL-F	75 / 2.1	2.5	4.2	3.7	3.4	3.1	1493 / 6.6	8.9	7.9		KXGL-F
19	KFI	70 / 1.9	2.5	2.3	3.0	3.0	2.4	1201 / 5.3	6.7	7.0		KFI
20	KPLN-F	69 / 1.9	2.4	2.8	2.3	1.7	2.4	1523 / 6.8	8.1	6.1	E	KPLN-F
	KKLQ-F	69 / 1.9	3.5	3.6	3.3	4.1	3.1	2264 / 10.1	12.3	14.1	H	KKLQ-F
22	XHKY-F	64 / 1.8	1.5	1.1	2.0	1.5	1.6	975 / 4.3	3.6	4.2	C	XHKY-F
23	XTRA	63 / 1.7	2.2	2.4	2.2	1.9	2.1	1138 / 5.1	9.4	5.8	H	XTRA
24	KKBH-F	56 / 1.5	1.7	2.3	1.7	1.9	1.8	1124 / 5.0	7.2	6.5	D	KKBH-F
25	XTIM-F	42 / 1.2	1.3	1.1	1.3	1.0	1.2	635 / 2.8	2.2	2.5		XTIM-F
26	XEMO	41 / 1.1	0.7	0.9	1.0	0.7	0.9	661 / 2.9	2.9	1.9		XEMO
27	KXST-F	36 / 1.0	1.1	1.1	1.0	1.1	1.0	813 / 3.6	4.1	4.8	C	KXST-F
28	KNX	35 / 1.0	1.0	1.1	0.9	1.0	1.0	845 / 3.8	3.9	4.1		KNX

12+ FM Share (Metro): 73.49 % (2401 of 3267) (Spring 96: 72.03 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 XHTZ-F >	1 KSON-AF <	1 KSON-AF	1 KSON-AF >	1 KSON-AF >	1 KFMB <	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KFMB	1 KFMB <
2 KHTS-F >	2 XHTZ-F	2 KFMB-F	2 KFMB-F	2 KYXY-F <	2 KSON-AF	2 KFMB-F <	2 KYXY-F	2 KFMB-F	2 XHTZ-F >	2 KYXY-F
3 KFMB-F	KFMB-F <	3 XHTZ-F <	3 KYXY-F	3 KFMB-F	3 KYXY-F	3 KGB-F	3 KFMB-F <	3 KFMB <	3 KYXY-F <	3 KSON-AF <
4 XTRA-F	4 KIOZ-F	4 KYXY-F <	4 KGB-F <	4 KFMB <	4 KBZT-F <	4 KFMB <	4 KOGO <	4 XHTZ-F <	4 KHTS-F	4 XHTZ-F <
5 KHTS-F	5 KIOZ-F <	5 KMCG-F	5 KMCG-F <	5 KOGO	5 KIOZ-F <	5 KBZT-F <	5 KYXY-F	5 XTRA-F <	5 KOGO	5 KOGO
6 XTRA-F <	5 KGB-F <	6 KIOZ-F <	6 KGB-F <	6 KPOP <	6 KYXY-F	6 KMCG-F <	6 KHTS-F	6 KSON-AF <	6 KBZT-F <	6 KBZT-F <
7 KGB-F	7 KHTS-F <	7 KFMB	7 KBZT-F	7 KIFM-F <	7 XHTZ-F	7 XHTZ-F	7 KBZT-F	7 KFMB-F	7 KFMB-F	7 KGB-F
8 KYXY-F <	8 KMCG-F <	8 KBZT-F <		8 KSDO	8 KOGO	KFMB <	8 KMCG-F <	KSON-F		
9 XHRM-F		9 KIFM-F <		KMCG-F	KBZT-F <	9 KIOZ-F				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 XHTZ-F	1 KSON-AF <	1 KSON-AF	1 KSON-AF	1 KSON-AF <	1 XHTZ-F <	1 KIOZ-F	1 KIOZ-F	1 KIOZ-F <	1 KSON-AF
2 KFMB-F	2 KFMB-F >	2 KFMB-F	2 KYXY-F	2 KYXY-F >	2 KIOZ-F	2 XHTZ-F	2 KGB-F <	2 KSON-AF	2 KGB-F
3 KHTS-F	3 XHTZ-F <	3 KYXY-F >	3 KFMB-F >	3 KFMB-F	3 XTRA-F	3 KGB-F <	3 KSON-AF	KGB-F	3 KFMB-F <
4 KSON-AF <	4 KYXY-F	4 KHTS-F	4 XHTZ-F	4 KMCG-F	4 KHTS-F	4 XTRA-F <	4 KFMB-F <	4 KFMB-F <	4 KFMB <
5 KYXY-F <	5 KHTS-F >	5 KMCG-F <	5 KMCG-F <	5 KBZT-F <	5 KGB-F <	5 KHTS-F	5 KHTS-F	5 XHTZ-F	5 KIOZ-F
6 XTRA-F >	6 KMCG-F <	6 XHTZ-F <	6 KHTS-F	6 KFMB	6 KFMB-F	6 KFMB-F	6 XHRM-F	6 XTRA-F <	6 KMCG-F
	7 XTRA-F	7 KIOZ-F <		7 KIFM-F	7 XHRM-F	KSON-AF	XTRA-F	7 KHTS-F	XTRA <
		8 XHKY-F			8 XHRM-F >	8 XHTZ-F	XTRA		8 KIFM-F <

SAN DIEGO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KCEO	T	1000	Vista	0.4	2.1	
KPRZ	REL	1210	San Marcos	0.3	1.6	
KSPA	ST	1450	Escondido	0.9	1.6	
KSYY-F	AOR-NR	107.1	Fallbrook	0.4	1.2	
KURS	SP	1040	San Diego	0.7	1.8	
XLTN-F	SP	104.5	Tijuana, MX	0.8	3.1	
XPRS	SP	1090	Rosarito Bch., MX	0.6	1.1	
XTIN	CL	540	Tijuana, MX	0.8	1.6	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KKBT-F	B	92.3	Los Angeles	0.4	1.6	
KLOS-F	AOR	95.5	Los Angeles	0.4	1.1	
KSSE-F	SP	97.5	San Bernardino	0.3	1.3	
KWVE-F	REL	107.9	San Clemente	0.3	1.1	
XKAM	SP	950	Tijuana, MX	0.8	1.0	

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	428 (3)	428 (3)	13.1 %	13.4 %
AOR/Classic/NR	0 (0)	477 (6)	477 (6)	14.6 %	14.5 %
Black/Urban	0 (0)	143 (2)	143 (2)	4.4 %	0.5 %
CHR	0 (0)	398 (3)	398 (3)	12.2 %	13.9 %
Classical	29 (1)	76 (1)	105 (2)	3.2 %	4.6 %
Country	6 (1)	277 (1)	283 (2)	8.7 %	8.9 %
Full Service	194 (1)	0 (0)	194 (1)	5.9 %	5.1 %
Hispanic	119 (4)	146 (4)	265 (8)	8.1 %	7.9 %
Jazz	0 (0)	104 (1)	104 (1)	3.2 %	4.8 %
News/Talk	318 (5)	0 (0)	318 (5)	9.7 %	11.3 %
Oldies	0 (0)	284 (3)	284 (3)	8.7 %	7.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	12 (1)	12 (1)	24 (2)	0.7 %	1.1 %
Soft AC/EZ	0 (0)	56 (1)	56 (1)	1.7 %	0.0 %
Sports	63 (1)	0 (0)	63 (1)	1.9 %	2.7 %
Standards	125 (2)	0 (0)	125 (2)	3.8 %	4.2 %
Totals	866 (16)	2401 (26)	3267 (42)		

Consolidation Report	12+	25-54	Revenue
Astor KCEO-AM, KFSD-FM, KSPA-AM	3.4 %	1.3 %	%
Jacor KOGO-AM, XTRA-FM, KXST-FM, KSDO-AM, XTRA-AM, KPOP-AM, KKLO-FM, KKBH-FM, KHYS-FM, KGB-FM	24.7 %	22.4 %	41.2 %
Jefferson-Pilot KBZT-FM, KSON-FM, KSON-AM, KIFM-FM	14.6 %	26.5 %	19.7 %
Nationwide KMCG-FM, KXGL-FM	5.6 %	7.6 %	4.0 %
SFX KYYX-FM, KPLN-FM	7.4 %	8.9 %	11.4 %
	55.7 %	66.7 %	76.3 %

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
KFMB	760	5 kw/50 kw (DA-N)	Full Service/Talk	CBS	\$141.00	Mc-Guild Midwest TV
KOGO	600	5 kw (DA-1)	Talk	CNN, ABC, WW1	\$38.00	Eastman Jacor
KPOP	1360	5 kw/1 kw	Standards	Westwd	\$44.00	Katz Jacor
KSDO	1130	10 kw (DA-2)	News/Talk	ABC	\$129.00	Eastman Jacor
KSPA	1450	1 kw	Standards	Westwd	\$ NA	— Astor Escondido
XTRA	690	80 kw/50 kw (DA-2)	Sports	CBS	\$151.00	Eastman Jacor Tijuana

SAN DIEGO

FM Stations

KBZT	94.9	22 kw @ 702	Oldies		\$130.00	Banner	Jefferson-Pilot	
KFMB	100.7	30kw @ 620	AC/CHR		\$94.00	Mc-Guild	Midwest TV	
KFSD	92.1	0.17 kw @ 1024	Classical (SW Net)	Westwd	\$ NA	—	Astor	Escondido
KGB	101.5	50 kw @ 500	Classic AOR		\$110.00	Eastman	Jacor	
KHTS	93.3	1.8 kw @ 1886	CHR		\$ NA	Eastman	Jacor	El Cajon
KIFM	98.1	28 kw @ 640	Jazz		\$120.00	CBS	Jefferson-Pilot	
KIOZ	105.3	29 kw @ 620	AOR		\$107.00	Eastman	Jacor	
KKBH	102.9	32 kw @ 617	Soft AC	ABC	\$55.00	Group W	Jacor	
KKLQ	106.5	50 kw @ 440	CHR/AC		\$195.00	Eastman	Jacor	
KMCG	95.7	29 kw @ 640	Black AC		\$40.00	Mc-Guild	Nationwide	Carlsbad
KPLN	103.7	36 kw @ 578	Classic Hits		\$60.00	D&R	SFX	
KSON	97.3	50 kw @ 440	Country		\$230.00	Banner	Jefferson-Pilot	
KXGL	94.1	100 kw @ 640	Oldies		\$ NA	Mc-Guild	Nationwide	
KXST	102.1	9.5 kw @ 980	AC		\$77.00	Katz	Jacor	Oceanside
KYXY	96.5	41 kw @ 540	AC		\$214.00	D&R	SFX	
XHKY	99.3	25 kw @ 328	Hispanic		\$50.00	Katz Hisp.		Tijuana
XHRM	92.5	50 kw @ 650	Progressive AOR	CNN, Westwd	\$65.00	Century		Tijuana
XHTZ	90.3	93 kw @ 840	CHR		\$125.00	Eastman		Tijuana
XLTN	104.5	57 kw @ 721	Hispanic		\$ NA	Katz Hisp.		Tijuana
XTIM	91.7	25 kw @ 460	Hispanic		\$ NA	—		Tijuana
XTRA	91.1	100 kw @ 791	New Rock		\$130.00	Eastman	Jacor	Tijuana

Notes: There is no TSA for San Diego . . . Other ranked stations – See Los Angeles . . . 1/97 KCEO (1000; Vista) sold by Nationwide to Art Astor for \$2,600,000 (Stevens) . . . 2/97 KUPR-F changed from Country to "Rhythmic AC" (Black AC) as KMCG-F ("Magic 95.7") . . . 3/97 KDDZ resumed its simulcast of KSON-F as KSON . . . 4/97 XETIN changed from All Beatles to Classical as "X-Bach" . . . 4/97 Jacor sold KCBQ (AM) to Regent Communications (Terry Jacobs, Bill Stakelin) for \$6,000,000

Jim Duncan

Comments: A big recovery for KSON-AF back to a 7.8 from (supposedly) a 4.3 in the Winter; this kind of "wobble" for a major station makes me nervous . . . KYXY-F is in a sharp decline over the last two books . . . KFMB-F had its highest share in many years . . . KHTS-F registered its fourth straight increase . . . KMCG-F is building strength . . . KOGO had its best share in more than three years – perhaps its best ever . . . KKLQ-F slumped to its lowest share in many, many years

SAN FRANCISCO

Arbitron Rank: 4 Pop (12+): 5,445,800	Stations: 48 / 46	Last Year's Revenue: \$229,700,000
MSA Rank: 28-SF; 20-Oakland	Diaries: 7,604/716:1/56.0%	Household Income: \$55,679
MSA Pop: 5,140,000	Sample Target: 5,100	Retail Dollars: \$47.1 Bil.
DMA: 5	% Below Line: 0.9	#1 Biller: KGO \$29,100,000
Average Persons Rating: 15.4	% Not Listed: 16.1	#1 Billing Portfolio: Chancellor \$57,500,000
Market TSL In Hours: 20.50	Pop per Station: 118,387	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KGO	542 / 6.5	7.0	6.9	6.6	6.8	6.7	8084 / 14.8	17.8	14.8	640 / 9659	K	KGO
2	KNBR	359 / 4.3	3.1	3.5	3.6	4.5	3.6	5853 / 10.7	9.9	11.1	475 / 7898	K	KNBR
	KCBS	359 / 4.3	4.5	4.6	4.8	4.8	4.5	8061 / 14.8	16.5	16.4	414 / 9334	K	KCBS
4	KYLD-F	356 / 4.2	4.8	4.3	4.2	3.8	4.4	6560 / 12.0	12.3	12.8	369 / 6826	H	KYLD-F
5	KOIT-AF	333 / 4.0	3.7	4.0	3.8	3.4	3.9	6184 / 11.4	11.7	11.1	347 / 6499	I	KOIT-AF
6	KMEL-F	327 / 3.9	4.1	4.3	4.3	4.2	4.1	6418 / 11.8	12.2	12.9	340 / 6877	I	KMEL-F
7	KKSF-F	299 / 3.6	3.7	3.3	3.5	3.9	3.5	4366 / 8.0	8.3	8.7	302 / 4421	I	KKSF-F
8	KIOI-F	270 / 3.2	3.3	3.3	3.2	3.7	3.3	5564 / 10.2	10.0	11.5	282 / 5726	J	KIOI-F
9	KFRC-F	254 / 3.0	3.0	2.6	2.9	2.7	2.9	4512 / 8.3	10.3	10.9	260 / 4717	I	KFRC-F
10	KFOG-FF	252 / 3.0	3.1	3.3	3.2	3.7	3.1	4692 / 8.6	9.8	8.0	258 / 4905	I	KFOG-FF
11	KBLX-F	248 / 3.0	3.2	3.3	2.7	2.8	3.0	3795 / 7.0	7.4	7.2	252 / 3872	H	KBLX-F
12	KLLC-F	231 / 2.8	2.7	2.1	2.2	1.3	2.4	5458 / 10.0	7.6	6.1	240 / 5696	F	KLLC-F
13	KBGG-F	228 / 2.7	2.4	2.2	2.1	2.1	2.3	4708 / 8.6	8.1	7.6	236 / 4890	E	KBGG-F
14	KSFO	220 / 2.6	2.2	2.4	2.8	2.2	2.5	2685 / 4.9	5.1	4.2	261 / 3213	C	KSFO
15	KABL	211 / 2.5	2.1	1.8	2.0	1.9	2.1	2652 / 4.9	4.2	4.7	214 / 2777	D	KABL
16	KDFC-F	210 / 2.5	2.6	2.8	2.7	2.7	2.7	3621 / 6.6	7.5	7.3	214 / 3777	G	KDFC-F
17	KITS-F	176 / 2.1	1.8	2.4	2.4	2.5	2.2	4470 / 8.2	8.3	9.1	188 / 4656	I	KITS-F
18	KOME-F	169 / 2.0	2.0	2.0	1.9	1.7	2.0	3530 / 6.5	6.7	7.0	185 / 3867	K	KOME-F
19	KSAN-F	160 / 1.9	1.8	1.6	2.4	1.7	1.9	2912 / 5.3	5.5	5.5	170 / 3112	G	KSAN-F
20	KSJO-F	158 / 1.9	2.0	2.4	2.2	1.6	2.1	2924 / 5.4	5.9	5.3	180 / 3295	K	KSJO-F
21	KLOK	130 / 1.5	1.3	1.1	1.5	2.0	1.4	1379 / 2.5	2.4	3.1	139 / 1555	K	KLOK
22	KSOL-FF	128 / 1.5	1.5	2.4	1.5	2.1	1.7	1808 / 3.3	4.2	7.0	159 / 2213	E	KSOL-FF
23	KEZR-F	121 / 1.4	1.3	1.1	1.4	1.4	1.3	2607 / 4.8	4.1	4.4	122 / 2644	K	KEZR-F
24	KUFX-F	116 / 1.4	0.7	1.0	0.7	0.6	1.0	2005 / 3.7	3.4	2.8	145 / 2641	K	KUFX-F
25	KBAY-F	109 / 1.3	1.4	1.6	1.7	1.9	1.5	2323 / 4.3	4.5	5.3	141 / 2888	K	KBAY-F
26	KYCY-F	107 / 1.3	1.2	1.2	1.4	1.4	1.3	2027 / 3.7	4.1	4.0	111 / 2178	G	KYCY-F
27	KFRC	106 / 1.3	0.8	0.9	1.3	1.2	1.1	2528 / 4.6	3.3	4.3	116 / 2881	*	KFRC
28	KNEW	84 / 1.0	1.1	1.0	1.0	0.8	1.0	1353 / 2.5	2.6	2.5	93 / 1474	K	KNEW

12+ FM Share (Metro): 66.06 % (4648 of 7036) (Spring 96: 66.18 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KYLD-F >	1 KMEL-F	1 KOIT-AF <	1 KFOG-FF	1 KGO <	1 KGO >	1 KGO	1 KGO >	1 KGO	1 KYLD-F <	1 KGO
2 KMEL-F >>	KYLD-F	2 KFOG-FF	KOIT-AF	2 KOIT-AF <	2 KCBS	2 KCBS >	2 KNBR <	2 KNBR <	2 KMEL-F <	2 KCBS >
	3 KLLC-F	KMEL-F <	3 KGO <	3 KNBR <	3 KNBR	3 KYLD-F <	3 KOIT-AF	3 KMEL-F <	3 KGO	3 KSFO
	4 KITS-F	4 KYLD-F <	4 KIOI-F	4 KFOG-FF <	4 KKSF-F	4 KNBR <	4 KKSF-F <	4 KOIT-AF <	4 KNBR <	KYLD-F
	KOIT-AF <	5 KIOI-F <	KKSF-F <	5 KKSF-F <	5 KABL <	5 KOME-F	5 KFOG-FF	5 KCBS	5 KKSF-F <	5 KMEL-F
	6 KSJO-F <	6 KFOG-F <	6 KNBR	6 KIOI-F <	6 KOIT-AF <	6 KOIT-AF <	KIOI-F <	KYLD-F <	6 KIOI-F <	
	7 KIOI-F	7 KBLX-F	KBGG-F <	7 KBLX-F	7 KFRC-F <		7 KFRC-F <	7 KKSF-F <	7 KBLX-F	
	KOME-F	KGO <	8 KBLX-F	KBGG-F <	8 KSFO		8 KYLD-F	8 KFRC-F <	KDFC-F	
		9 KLLC-F		9 KFRC-F	9 KDFC-F		KCBS <	9 KFOG-FF <		
		KBGG-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 KYLD-F	1 KMEL-F	1 KMEL-F <	1 KOIT-AF	1 KOIT-AF	1 KMEL-F <	1 KYLD-F	1 KSJO-F <	1 KNBR	1 KNBR
2 KMEL-F >	2 KYLD-F <	2 KOIT-AF	2 KIOI-F <	2 KIOI-F <	2 KYLD-F >	2 KMEL-F <	2 KYLD-F <	2 KGO	2 KGO
3 KLLC-F >	3 KLLC-F	KFOG-FF <	3 KMEL-F <	3 KBLX-F <	3 KSJO-F <	3 KSJO-F	3 KLLC-F <	3 KYLD-F	3 KKSF-F <
	4 KIOI-F	4 KIOI-F	4 KBLX-F <	4 KFOG-FF <	4 KOME-F	4 KITS-F <	4 KITS-F <	4 KFOG-FF <	4 KFOG-FF
	5 KSOL-FF	5 KOIT-AF <	KLLC-F	5 KFOG-FF	5 KITS-F	5 KLLC-F	5 KOIT-AF <	5 KSJO-F <	5 KBGG-F <
	6 KEZR-F <	6 KFOG-FF	6 KBLX-F	6 KYLD-F	6 KLLC-F	KOME-F >	6 KNBR	6 KKSF-F <	6 KOIT-AF <
	7 KITS-F	7 KBLX-F	7 KBGG-F	KFRC-F	7 KLOK >	7 KOIT-AF	KOME-F	7 KLLC-F	7 KCBS
			KBGG-F <	8 KKSF-F		8 KSOL-FF <	8 KSOL-FF <	8 KMEL-F <	8 KLLC-F
			9 KLLC-F			9 KNBR <	9 KBGG-F <	9 KBGG-F	KBLX-F <
								KOME-F <	

SAN FRANCISCO

Consolidation Report	12+	25-54	Revenue
ABC/Disney KGO-AM, KSFO-AM	9.1 %	6.9 %	13.9 %
Bonneville KOIT-AF, KOYT-FM, KDFC-FM	7.2 %	7.7 %	10.4 %
Chancellor KMEL-FM, KYLD-FM, KNEW-AM, KBGG-FM, KKSF-FM, KABL-AM, KIOI-FM	21.1 %	18.7 %	25.0 %
Heftel KSOL-FM, KZOL-FM	1.5 %	1.6 %	1.1 %
Susquehanna KSNAN-FM, KOFY-AM, KNBR-AM, KFOG-FM, KFFG-FM	9.6 %	11.5 %	18.6 %
Westinghouse KITS-FM, KOME-FM, KFRC-AM, KPIX-AM, KFRC-FM, KYCY-FM, KCBS-AM, KLLC-FM	16.8 %	16.4 %	24.2 %
	65.3 %	62.8 %	93.2 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KARA-F	O	105.7	Santa Clara	0.7	2.0	59	1137
KBRG-F	SP	104.9	Fremont	0.7	1.8	60	1045
KDIA	B/O	1310	Oakland	0.8	1.7	67	970
KEST	E	1450	San Francisco	0.3	0.9	29	498
KFAX	REL	1100	San Francisco	0.7	1.9	59	1058
KIQI	SP	1010	San Francisco	0.7	1.5	62	835
KKHI-F	CL	100.7	San Rafael	0.4	1.7	37	982
KKIQ-F	AC	101.7	Livermore	0.3	1.2	40	884
KKSJ	ST	1370	San Jose	0.8	1.4	67	792
KOFY	SP	1050	San Mateo	0.4	1.1	36	649
KOYT-F	AC/CHR	95.7	San Francisco	0.7	2.7	61	1540
KRTY-F	C	97.7	Los Gatos	0.8	2.2	68	1287
KVTO	E	1400	Berkeley	0.5	1.0	40	562
KZST-F	AC	100.1	Santa Rosa	0.5	1.1	38	623

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	746 (6)	746 (6)	10.6 %	8.8 %
AOR/Classic/NR	0 (0)	871 (6)	871 (6)	12.4 %	13.9 %
Black/Urban	67 (1)	356 (1)	423 (2)	6.0 %	6.0 %
CHR	0 (0)	374 (2)	374 (2)	5.3 %	5.6 %
Classical	1 (1)	247 (2)	248 (3)	3.5 %	4.0 %
Country	84 (1)	358 (4)	442 (5)	6.3 %	6.2 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	227 (3)	188 (3)	415 (6)	5.9 %	6.9 %
Jazz	0 (0)	547 (2)	547 (2)	7.8 %	7.8 %
News/Talk	1121 (3)	0 (0)	1121 (3)	15.9 %	17.9 %
Oldies	106 (1)	539 (3)	645 (4)	9.2 %	8.0 %
Others/Unknown	67 (2)	0 (0)	67 (2)	1.0 %	0.4 %
Religion/Gospel	58 (1)	0 (0)	58 (1)	0.8 %	0.7 %
Soft AC/EZ	20 (1)	422 (2)	442 (3)	6.3 %	6.6 %
Sports	359 (1)	0 (0)	359 (1)	5.1 %	4.1 %
Standards	278 (2)	0 (0)	278 (2)	4.0 %	3.2 %
Totals	2388 (17)	4648 (31)	7036 (48)		

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KATM-F	C	103.3	Modesto	0.3	0.9	242	3011
KSFM-F	CHR	102.5	Woodland	0.6	1.8	234	3874

AM Stations

Station	Power	Time	Format	City	Company	Notes
KABL	960	5 kw (DA-1)	Standards	Westwd	\$70.00	Century
KCBS	740	50 kw (DA-2)	News/Talk	CBS	\$355.00	CBS
KDIA	1310	5 kw (DA-1)	Black Oldies		\$ NA	—
KFRC	610	5 kw	See KFRC-F			
KGO	810	50 kw (DA-1)	Talk	ABC	\$440.00	Amcast
KLOK	1170	50 kw/5 kw (DA-2)	Spanish	CRC	\$74.00	Caballero
KNBR	680	50 kw	Sports/Full Svc.	ABC	\$335.00	Eastman
KNEW	910	5 kw (DA-N)	Country		\$50.00	Century
KOFY	1050	50 kw/10 kw (DA-2)	Spanish		\$ NA	Katz Hisp.
KOIT	1260	5 kw/1 kw	See KOIT-F			
KSFO	560	5 kw (DA-N)	Talk	ABC	\$55.00	Amcast

SAN FRANCISCO

FM Stations

KBGG	98.1	100 kw @ 960	Classic Hits	\$95.00	Century	Chancellor	
KBLX	102.9	6.6 kw @ 1290	Jazz/Urban	\$168.00	D&R	Inner City	Berkeley
KDFC	102.1	33 kw @ 1047	Classical	\$105.00	Mc-Guild	Bonneville	
KFOG	104.5	7.9 kw @ 1450	Progressive AOR	\$240.00	Eastman	Susquehanna	
KFRC	99.7	40 kw @ 1299	Oldies	\$285.00	Group W	Westinghouse	
KIOI	101.3	125 kw @ 1162	AC/CHR	\$300.00	Christal	Chancellor	
KITS	105.3	15 kw @ 1200	AOR-New Rock	\$205.00	D&R	Westinghouse	
KKHI	100.7	0.91 kw @ 797	Classical	\$ NA	Allied	Mt. Wilson	San Rafael
KKSF	103.7	7.8 kw @ 1470	Jazz	\$234.00	Mc-Guild	Chancellor	
KLLC	97.3	82 kw @ 1014	Modern AC	CBS \$105.00	CBS	Westinghouse	
KMEL	106.1	69 kw @ 1290	CHR/Urban	\$263.00	Christal	Chancellor	
KOIT	96.5	33 kw @ 1410	Soft AC	\$275.00	Katz	Bonneville	
KOYT	95.7	6.9 kw @ 1290	AC/CHR	\$100.00	Sentry	Bonneville	
KSAN	94.9	30 kw @ 1210	Country	\$145.00	Century	See notes	
KSOL	98.9	6 kw @ 1355	Hispanic	\$67.00	Allied	Heffel	
KYCY	93.3	50 kw @ 492	Country	Westwd \$105.00	Infinity	Westinghouse	
KYLD	107.7	8.9 kw @ 1161	Urban/CHR	AP \$163.00	Katz	See notes	San Mateo

Notes: * KFRC billings included with KFRC-F . . . Other ranked stations -- See San Jose . . . 2/97 KITS-F sold by Entercom to Westinghouse for KLOU-F St. Louis plus KPIX-F; Entercom immediately sold KPIX-F to Bonneville for \$39,600,000 (Star) . . . 3/97 Chancellor acquired through merger with Evergreen these stations: KABL, KNEW, KBGG-F, KSAN-F . . . 4/97 Chancellor sold KDFC-F to Susquehanna for \$45,000,000 . . . 4/97 Chancellor sold to Bonneville for \$44,000,000 the facilities for KYLD-F (107.7) and the calls of KSAN-F (94.9) (Star, Patrick) . . . 5/97 KOFY sold by Jim Gabbert to Susquehanna for \$14,500,000 . . . 5/97 KOFY changed from Hispanic to Sports as "The Ticket" . . . 5/97 KDFC (AM) sold by Evergreen to John Douglas for \$8,000,000 . . . 5/97 KPIX (AM) dropped Talk to simulcast KYCY-F; KPIX-F changed from Talk to simulcast of WTMX-F Chicago . . . 7/97 KOFY changed calls to KTCT . . . 7/97 KYLD-F calls & format moved to the former KSAN-F facility at 94.9; KSAN calls moved to KYLD's former 107.7 facility. The new KSAN changed from Country to Classic AOR (after the Spring survey) . . . 7/97 KOYT-F (95.7) dropped simulcast of WTMX-F Chicago to become CHR as KZQZ-F ("Z 95.7") . . . 7/97 KBGG-F changed from Classic Hits to Black AC as "Kiss 98.1"

Jim Duncan

Comments: Although KGO remained #1 overall for the empty-umph survey, its share is its lowest in more than three years . . . The big three AM's (KGO, KNBR, KCBS) all have lower shares than a year ago . . . KMEL-F is below a four share for the first time since Summer '94 . . . Chancellor pulled the plug on KBGG-F's Classic Hits format just as the station reached its highest share in the last three years . . . KITS-F bounced up slightly from its 1.8 in the Winter book

SAN JOSE

Arbitron Rank: 30 Pop (12+): 1,339,500	Stations: 42 / 13	Last Year's Revenue: \$38,700,000
MSA Rank: 30	Diaries: 2,701/496:1/54.1%	Household Income: \$66,078
MSA Pop: 1,620,000	Sample Target: 2,620	Retail Dollars: \$15.9 Bil.
DMA: San Francisco (#5)	% Below Line: NA	#1 Biller: KSJO-F \$7,250,000
Average Persons Rating: 15	% Not Listed: NA	#1 Billing Portfolio: American Radio Sys. \$19,910,000
Market TSL In Hours: 20.25	Pop per Station: 103,038	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	KEZR-F	AC/CHR	106 / 5.3	4.9	3.8	5.3	4.9	4.8	2067 / 15.4	13.1	13.7	121 / 2559	G	KEZR-F
2	KUFX-F	CL AOR	90 / 4.5	2.1	2.6	2.2	1.9	2.8	1300 / 9.7	8.9	7.8	135 / 2269	D	KUFX-F
3	KLOK	SP	89 / 4.4	2.5	2.9	3.6	3.9	3.4	842 / 6.3	5.3	5.8	119 / 1289	F	KLOK
4	KBAY-F	SAC	88 / 4.4	4.1	4.9	5.4	5.0	4.7	1459 / 10.9	10.8	12.5	127 / 2440	F	KBAY-F
	KOME-F	AOR-NR	88 / 4.4	4.2	4.6	4.5	4.4	4.4	1884 / 14.1	14.7	15.2	163 / 3318	G	KOME-F
6	KSJO-F	AOR	83 / 4.1	3.6	4.8	5.0	3.7	4.4	1415 / 10.6	11.3	10.5	150 / 2770	H	KSJO-F
7	KRTY-F	C	56 / 2.8	3.7	2.9	3.2	2.8	3.1	985 / 7.4	7.9	7.8	65 / 1223	F	KRTY-F
8	KARA-F	O	51 / 2.5	2.5	2.9	3.0	2.1	2.7	872 / 6.5	7.1	7.8	58 / 1088	D	KARA-F
9	KKSJ	ST	47 / 2.3	3.3	2.3	2.3	3.3	2.6	481 / 3.6	3.5	4.7	65 / 740	B	KKSJ
10	KAZA	SP	18 / 0.9	0.4		0.5	0.2		200 / 1.5		0.9	20 / 248	A	KAZA
11	KSJX	E	14 / 0.7	0.5	0.9	0.9	0.5	0.8	186 / 1.4	1.8	1.5	14 / 204		KSJX
12	KLIV	N	11 / 0.5	0.7	0.5	0.6	0.6	0.6	324 / 2.4	2.5	2.6	13 / 370	A	KLIV
13	KZSJ	SP	8 / 0.4						91 / 0.7			16 / 200		KZSJ

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-F >>	1 KEZR-F	1 KEZR-F <	1 KUFX-F	1 KUFX-F	1 KUFX-F	1 KOME-F	1 KEZR-F	1 KEZR-F	1 KOME-F >	1 KBAY-F
2 KEZR-F	2 KSJO-F	2 KUFX-F	2 KEZR-F	2 KEZR-F <	KBAY-F	2 KLOK	2 KBAY-F	2 KUFX-F <	2 KEZR-F <	2 KSJO-F
3 KSJO-F	3 KLOK <	3 KSJO-F <	3 KBAY-F	3 KBAY-F	3 KKSJ	3 KSJO-F	3 KUFX-F	3 KBAY-F <	3 KLOK	
KLOK	4 KOME-F >	4 KLOK <	KLOK <	4 KLOK <	4 KARA-F <	KEZR-F	4 KSJO-F	4 KSJO-F	4 KSJO-F <	
	5 KUFX-F	5 KOME-F	5 KSJO-F <	5 KSJO-F <	5 KEZR-F <	5 KUFX-F <	5 KLOK	5 KLOK	5 KUFX-F	
	6 KBAY-F	6 KBAY-F	6 KOME-F	6 KOME-F		6 KBAY-F	6 KARA-F	6 KOME-F <	6 KRTY-F	
							KOME-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 KEZR-F >>	1 KEZR-F >	1 KEZR-F	1 KEZR-F >	1 KEZR-F <	1 KSJO-F	1 KSJO-F	1 KSJO-F <	1 KUFX-F	1 KUFX-F >
2 KRTY-F	2 KLOK	2 KLOK <	2 KBAY-F	2 KBAY-F	2 KOME-F	2 KLOK <	2 KLOK	2 KSJO-F	2 KSJO-F <
KLOK	3 KOME-F	3 KOME-F <	3 KLOK <	3 KARA-F	3 KLOK <	3 KOME-F	3 KOME-F <	3 KLOK <	3 KLOK <
KOME-F	4 KSJO-F	4 KSJO-F	4 KARA-F <	4 KUFX-F <	4 KEZR-F >	4 KEZR-F >	4 KEZR-F >	4 KOME-F	4 KOME-F
	5 KBAY-F	5 KARA-F	5 KUFX-F	5 KLOK	5 KUFX-F >>	5 KUFX-F >	5 KUFX-F	5 KEZR-F	5 KEZR-F <
	6 KRTY-F		KRTY-F <	KRTY-F			6 KBAY-F		6 KBAY-F >
			7 KOME-F						

SAN JOSE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume			
American Radio Sys. KUFX-FM, KBAY-FM, KEZR-FM, KSJO-FM	18.3 %	21.6 %	51.4 %	KABL	ST	960	Oakland	0.8	2.3	98	1294	
Douglas KKSJ-AM, KSJX-AM	5.2 %	7.0 %	%	KBGG-F	CL	HITS	98.1	San Francisco	1.1	5.3	96	2185
Empire KLIV-AM, KRTY-FM, KARA-FM	5.8 %	7.4 %	21.6 %	KBLX-F	J/U	102.9	Berkeley	1.3	5.1	163	2398	
				KBRG-F	SP	104.9	Fremont	1.3	3.0	51	903	
				KCBS	N/T	740	San Francisco	3.4	12.7	188	4524	
				KDFC-F	CL	102.1	San Francisco	1.6	5.6	113	1906	
				KDON-F	CHR	102.5	Selinas	0.7	2.9	77	1452	
				KFAX	REL	1100	San Francisco	0.5	1.8	46	765	
				KFOG-FF	AOR-P	104.5	San Francisco	2.3	7.0	128	2311	
				KFRC	O	610	San Francisco	0.7	2.6	51	1316	
				KFRC-F	O	99.7	San Francisco	2.7	7.8	143	2694	
				KGO	T	810	San Francisco	7.6	15.3	349	5173	
				KIOI-F	AC/CHR	101.3	San Francisco	2.1	8.7	161	3329	
				KITS-F	AOR-NR	105.3	San Francisco	1.1	6.1	82	2398	
				KKSF-F	J	103.7	San Francisco	3.0	6.6	152	2320	
				KLLC-F	AC-NR	97.3	San Francisco	2.2	7.2	98	2502	
				KMEL-F	CHR/U	106.1	San Francisco	1.6	7.9	190	3659	
				KNBR	SPRTS/FS	680	San Francisco	4.3	10.4	204	3385	
				KNEW	C	910	Oakland	0.9	1.8	33	579	
				KOIT-AM	SAC	96.5	San Francisco	2.4	9.6	144	3022	
				KOYT-F	CHR	95.7	San Francisco	0.5	2.2	32	783	
				KSAN-F	C	94.9	San Francisco	1.3	4.2	67	1391	
				KSFO	T	560	San Francisco	2.3	4.7	113	1448	
				KSOL-FF	SP	99.1	Santa Cruz	2.1	4.7	116	1647	
				KYCY-F	C	93.3	San Francisco	1.0	2.7	54	1067	
				KYLD-F	U/CHR	107.7	San Mateo	5.2	11.9	226	4018	
	29.3 %	36.0 %	73.0 %									

AM Stations

KAZA	1290	5 kw/88 w (DA-2)	Hispanic	\$ NA	Katz	Hisp.	Gilroy
KKSJ	1370	5 kw (DA-2)	Standards	UPI	\$30.00	Allied	Douglas, pend.
KLIV	1590	5 kw (DA-N)	News	CNN	\$18.00	Allied	Empire
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic	CRC	\$74.00	Caballero	EXCL
KNTA	1430	1 kw (DA-1)	Hispanic	CBS	\$ NA	Lotus	Santa Clara
KSJX	1500	10 kw/5 kw (DA-2)	Ethnic	\$ NA	—	Douglas	
KZSJ	1120	5 kw/0.15 kw	Hispanic	\$ NA	Lotus		San Martin

FM Stations

KARA	105.7	50 kw @ 500	Oldies	\$78.00	Allied	Empire	Santa Clara
KBAY	100.3	14.5 kw @ 2580	Soft AC	UPI	\$100.00	Allied	See notes
KEZR	106.5	50 kw @ 430	AC/CHR	\$107.00	Christal	Amer. Radio Sys.	
KOME	98.5	12.5 kw @ 880	AOR-New Rock	\$115.00	Infinity	Westinghouse	
KRTY	95.3	0.9 kw @ 860	Country	\$89.00	Allied	Empire	Los Gatos
KSJO	92.3	50 kw @ 466	AOR	\$145.00	Mc-Guild	Amer. Radio Sys.	
KUFX	94.5	1.2 kw @ 2536	Classic AOR	ABC	\$55.00	Mc-Guild	Amer. Radio Sys.

Notes: San Jose is a portion of the San Francisco metro survey area. Only stations home to the San Jose market are included in the rankings . . . 2/97 KNTA sold to Inner City for \$2,200,000 . . . 3/97 KEZR-F sold by Alta to American Radio Systems for \$23,500,000 . . . 4/97 American Radio Systems traded the KBAY-F facility (+ KSSJ-F Sacramento) to EXCL in exchange for KINK-F Portland, OR, the facility of KBRG-F Fremont, CA, cash & stock (Star, MVP). Reported plans are to move the KBAY calls & format to the current KUFX-F facility and move KUFX's calls and format to the KBRG-F facility . . . 5/97 KKSJ sold by American Radio Systems to John Douglas for \$3,200,000

Jim Duncan

Comments: KUFX-F more than doubled its previous four-book average . . . Most of its increase was the result of great time spent listening

SANTA ROSA

Arbltron Rank: 114 Pop (12+): 360,000	Stations: 40 / 13	Last Year's Revenue: \$9,000,000
MSA Rank: 117	Diaries: 883/408:1/50.3%	Household Income: \$46,401
MSA Pop: 436,000	Sample Target: 930	Retail Dollars: \$4.2 Bil.
DMA: San Fran. (#5)	% Below Line: 46.6	#1 Biller: KZST-F \$2,800,000
Average Persons Rating: 15.9	% Not Listed: 15.0	#1 Billing Portfolio: Amatro \$3,630,000
Market TSL in Hours: 21.75	Pop per Station: 27,692	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level
1	KGO	T	41 / 7.2	9.3	7.4	5.9	589 / 16.4	17.9	17.6		KGO
2	KZST-F	AC	39 / 6.8	7.2	7.9	10.1	591 / 16.4	15.8	18.9		D KZST-F
3	KRPQ-F	C	25 / 4.4	5.0	9.5	6.4	357 / 9.9	12.8	17.1		C KRPQ-F
	KABL	ST	25 / 4.4	4.3	3.0	5.1	316 / 8.8	8.7	6.1		KABL
5	KXFX-F	AOR	24 / 4.2	7.9	6.3	5.3	479 / 13.3	17.7	14.9		C KXFX-F
6	KCBS	N/T	23 / 4.0	3.4	3.7	5.3	516 / 14.3	14.0	13.6		KCBS
7	KFGY-F	C	22 / 3.8	3.3	3.2	2.0	387 / 10.8	8.6	12.6		B KFGY-F
	KNBR	SPRTS	22 / 3.8	2.9	4.0	4.0	356 / 9.9	9.7	12.3		KNBR
9	KMGG-F	O	21 / 3.7	4.8	3.3	4.2	501 / 13.9	14.4	12.9		B KMGG-F
	KJZY-F	J	21 / 3.7	2.9	2.6	0.7	309 / 8.6	8.2	8.8		KJZY-F
11	KSFO	T	19 / 3.3	2.4	1.2	1.8	175 / 4.9	5.8	3.7		KSFO
12	KDFC-F	CL	16 / 2.8	2.6	1.8	1.1	229 / 6.4	4.4	4.5		KDFC-F
13	KGRP-F	CL HITS	15 / 2.6	0.9	0.5		185 / 5.1	3.4	1.1		KGRP-F
14	KSRO	N/T	14 / 2.4	3.6	3.0	3.7	250 / 7.0	9.7	10.0		B KSRO
	KITS-F	AOR-NR	14 / 2.4	1.5	2.6	2.9	242 / 6.7	6.1	8.2		KITS-F
16	KRSH-F	AOR-P	13 / 2.3	2.1	3.2	3.1	272 / 7.6	5.1	7.4		B KRSH-F

12+ FM Share (Metro): 62.42 % (304 of 487) (Spring 96: 66.08 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KMEL-F >	1 KRPQ-F <	1 KZST-F	1 KZST-F >	1 KZST-F >	1 KGO >	1 KZST-F	1 KGO	1 KZST-F	1 KGO >	1 KGO <
2 KXFX-F	2 KZST-F	2 KXFX-F <	2 KGO	2 KGO <	2 KZST-F <	2 KGO	2 KZST-F	2 KGO <	2 KZST-F	2 KCBS
KYLD-F	3 KXFX-F	3 KRPQ-F <	3 KFGY-F	3 KJZY-F <	3 KABL <	3 KCBS	3 KNBR <	3 KMGG-F	3 KDFC-F <	3 KSFO
KITS-F	4 KGRP-F <	4 KFGY-F <	KXFX-F	4 KNBR <	4 KCBS	4 KSRO	4 KABL <	4 KRPQ-F <	4 KMEL-F	
KLLC-F >	5 KFGY-F	5 KGO	5 KJZY-F	5 KFGY-F	5 KJZY-F	5 KXFX-F	5 KJZY-F	5 KXFX-F <	KCBS	
	6 KRRS	6 KGRP-F	KNBR	KXFX-F	6 KDFC-F <	6 KSFO	KFGY-F <	6 KABL	KRPQ-F	
		KNBR	7 KRPQ-F	7 KRPQ-F	KMGG-F <	KFGY-F	7 KXFX-F	7 KFGY-F <	7 KRRS	
						KNBR <			KXFX-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 KRPQ-F	1 KZST-F >	1 KZST-F >>	1 KZST-F >	1 KZST-F >>	1 KSJO-F	1 KXFX-F	1 KNBR	1 KXFX-F	1 KNBR <
KZST-F >>	2 KRPQ-F >>	2 KRPQ-F	2 KRPQ-F >	2 KRPQ-F	KXFX-F	KRPQ-F	2 KGRP-F	2 KNBR <	2 KGO
3 KXFX-F	3 KXFX-F	3 KGRP-F	3 KXFX-F	3 KFGY-F	3 KRPQ-F >	3 KGRP-F	KRPQ-F	3 KFGY-F	3 KXFX-F
KLLC-F	KGRP-F	KHBB-F	KFGY-F	KJZY-F	4 KGRP-F	4 KSJO-F	4 KXFX-F	KGO	KJZY-F
KRRS	KLLC-F	KSFO >	KMGG-F	KMGG-F	KFGY-F	KFGY-F	KFGY-F	5 KITS-F	5 KFGY-F
KMEL-F	KMXN		6 KJZY-F	KGO	KITS-F >>	KNBR	KYLD-F	KGRP-F	KZST-F
KMXN	KRRS		KGO	7 KXFX-F		7 KYLD-F	KRRS	KRPQ-F	
KFGY-F >>						KITS-F	KBBG-F >	8 KJZY-F	

SANTA ROSA

Consolidation Report	12+	25-54	Revenue
Amaturo KFGY-FM, KMGG-FM, KSRD-AM, KXFX-FM	14.1 %	14.4 %	40.3 %
KRSH KGRP-FM, KRSH-FM	4.9 %	6.9 %	5.6 %
KZST KJZY-FM, KZST-FM	10.5 %	13.8 %	32.2 %
	29.5 %	35.1 %	78.1 %

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	55 (3)	55 (3)	11.3 %	10.8 %
AOR/Classic/NR	0 (0)	74 (7)	74 (7)	15.2 %	18.4 %
Black/Urban	0 (0)	11 (1)	11 (1)	2.3 %	1.5 %
CHR	0 (0)	12 (1)	12 (1)	2.5 %	3.7 %
Classical	0 (1)	18 (2)	18 (3)	3.7 %	3.7 %
Country	6 (1)	56 (4)	62 (5)	12.7 %	13.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	23 (4)	0 (0)	23 (4)	4.7 %	3.9 %
Jazz	0 (0)	24 (2)	24 (2)	4.9 %	4.1 %
News/Talk	100 (5)	0 (0)	100 (5)	20.5 %	21.7 %
Oldies	7 (1)	51 (4)	58 (5)	11.9 %	9.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (1)	3 (1)	3 (2)	0.6 %	1.2 %
Sports	22 (1)	0 (0)	22 (1)	4.5 %	3.3 %
Standards	25 (1)	0 (0)	25 (1)	5.1 %	4.8 %
Totals	183 (15)	304 (25)	487 (40)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KHBG-F	CL AOR	95.9	Healdsburg	1.4	4.5	
KMXN	SP	1150	Santa Rosa	1.2	2.5	
KRRS	SP	1460	Santa Rosa	1.6	3.1	
KTOB	SP	1490	Petaluma	0.3	0.4	

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBGG-F	CL HITS	98.1	San Francisco	1.7	6.3	
KFOG-F	AOR-P	104.5	San Francisco	0.9	3.7	
KFRC	O	610	San Francisco	1.2	3.5	
KFRC-F	O	99.7	San Francisco	0.9	2.2	
KIOI-F	AC	101.3	San Francisco	0.9	2.9	
KKHI-F	CL	100.7	San Rafael	0.3	1.3	
KKSF-F	J	103.7	San Francisco	0.5	2.4	
KLLC-F	AC-NR	97.3	San Francisco	1.9	9.2	
KMEL-F	CHR	106.1	San Francisco	2.1	6.8	
KNEW	C	910	San Francisco	1.0	4.1	
KOFY	SP	1050	San Mateo	0.9	1.8	
KOIT-F	SAC	96.5	San Francisco	0.5	2.9	
KOME-F	AOR-NR	98.5	San Jose	0.5	1.3	
KSAN-F	C	94.9	San Francisco	1.0	3.0	
KSJO-F	AOR	92.3	San Jose	1.2	2.5	
KSTE	T	650	Rancho Cordova	0.5	1.7	
KYCY-F	C	93.3	San Francisco	0.5	1.8	
KYLD-F	B	107.7	San Mateo	1.9	3.5	

AM Stations

KSR0	1350	5 kw (DA-N)	News/Talk	Westwd, CNN	\$21.00	Eastman	Amaturo
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FM Stations

KFGY	92.9	2.3 kw @ 1948	Country		\$<20.00	Eastman	Amaturo	Healdsburg
KGRP	100.9	0.063 kw @ 2945	Classic Hits		\$ NA	---	KRSH-F	Calistoga
KJZY	93.7	1.1 kw @ 780	Jazz		\$<20.00	Mc-Guild	KZST-F	Sebastapol
KMGG	97.7	2.05 kw @ 1122	Oldies	Westwd	\$24.00	Katz	Amaturo	Monle Rio
KRPQ	104.9	340 w @ 915	Country		\$39.00	Christal		Rohnert Park
KRSH	98.7	340 w @ 1378	Progressive AOR		\$<20.00	---	KGRP-F	Middletown
KXFX	101.7	2.2 kw @ 1089	AOR		\$34.00	Eastman	Amaturo	
KZST	100.1	6 kw @ 239	AC	Westwd	\$65.00	Mc-Guild		

Notes: Other ranked stations – See San Francisco or San Jose . . . There is no TSA for the market . . . 3/97 KRAZ-F changed from Country to Classic Hits as KGRP-F ('The Grape') . . . 3/97 KHBG-F changed from AOR-NR to Classic AOR . . . 7/97 KMXN (1150) sold to Jacor for \$100,000

SARASOTA-BRADENTON

Arbitron Rank: 79 Pop (12+): 479,000	Stations: 34 / 7	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 904/530:1/58.2%	Household Income: \$37,013
MSA Pop: NA	Sample Target: 880	Retail Dollars: \$5.5 Bil
DMA: Tampa (#15)	% Below Line: 65.5	#1 Biller: NA
Average Persons Rating: 15.3	% Not Listed: 16.2	#1 Billing Portfolio: NA
Market TSL In Hours: 20.75	Pop per Station: 68,429	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level
1	WUV-F	EZ/ST	115 / 15.6	18.5	14.5	14.6	1261 / 26.3	26.7	23.7	118 / 1339	WUV-F
2	WFLZ-F	CHR	59 / 8.0	6.4	5.8	4.7	873 / 18.2	16.0	14.9	70 / 1064	WFLZ-F
3	WHPT-F	AOR-P	35 / 4.8	4.5	4.4	7.9	698 / 14.6	11.3	10.7	44 / 799	WHPT-F
4	WCTQ-F	C	31 / 4.2	4.2	4.0	3.3	538 / 11.2	8.5	7.7	37 / 610	WCTQ-F
	WYNF-F	AOR/CL	31 / 4.2	7.0	5.8	6.8	415 / 8.7	11.7	11.4	38 / 544	WYNF-F
	WRBQ-F	C	31 / 4.2	4.2	5.6	4.1	353 / 7.4	7.7	9.9	31 / 360	WRBQ-F
7	WFLA	T	30 / 4.1	3.8	5.0	5.7	459 / 9.6	10.5	10.1	34 / 502	WFLA
8	WSRZ-F	O	29 / 3.9	5.1	4.6	3.6	412 / 8.6	10.0	8.9	29 / 416	WSRZ-F
9	WWRM-F	SAC	28 / 3.8	5.2	3.9	3.7	485 / 10.1	10.1	9.3	33 / 584	WWRM-F
10	WSJT-F	J	25 / 3.4	2.2	2.2	2.5	397 / 8.3	5.0	6.1	30 / 497	WSJT-F
11	WXTB-F	AOR	24 / 3.3	1.9	1.9	2.6	348 / 7.3	5.3	6.0	25 / 357	WXTB-F
12	WCOF-F	CL HITS	18 / 2.4	1.0	1.7	1.7	238 / 5.0	5.4	4.5	19 / 243	WCOF-F
13	WGUL	ST	17 / 2.3	0.8	2.4	1.5	222 / 4.6	2.6	4.0	17 / 222	WGUL
14	WKII	ST	16 / 2.2	3.3	1.4	2.1	155 / 3.2	4.1	2.5	40 / 359	WKII
15	WISP-F	SAC	15 / 2.0	2.4	1.7	1.5	294 / 6.1	5.2	4.3	15 / 294	WISP-F

12+ FM Share (Metro): 79.71 % (491 of 616) (Spring 96: 80.63 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFLZ-F >>	1 WFLZ-F >	1 WFLZ-F	1 WHPT-F <	1 WFLZ-F <	1 WUV-F >>	1 WUV-F >	1 WUV-F >>	1 WUV-F >>	1 WUV-F <	1 WFLZ-F >>
2 WXTB-F >	2 WXTB-F	2 WHPT-F <	2 WFLZ-F	2 WHPT-F	2 WFLA <	2 WFLZ-F >>	2 WFLA <	2 WFLZ-F	2 WFLZ-F >>	2 WKXY
	WHPT-F	3 WYNF-F >	3 WYNF-F	3 WYNF-F	3 WSRZ-F <	3 WFLA <	3 WFLZ-F	3 WHPT-F	3 WRBQ-F	3 WCOF-F
	4 WYNF-F >>	4 WXTB-F >	4 WSJT-F <	4 WSJT-F	4 WRBQ-F <	4 WCTQ-F <	4 WHPT-F <	4 WRBQ-F <	4 WHPT-F	4 WCTQ-F
		5 WSJT-F	5 WCOF-F	WRBQ-F <		5 WWRM-F	5 WYNF-F	5 WYNF-F		WUV-F
		WRBQ-F <	WRBQ-F	6 WSRZ-F <		WHPT-F <	WWRM-F <			WFLA
							7 WSRZ-F			
							WCTQ-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 WFLZ-F >>	1 WFLZ-F >>	1 WFLZ-F	1 WFLZ-F >	1 WFLZ-F	1 WXTB-F	1 WXTB-F	1 WXTB-F	1 WHPT-F <	1 WHPT-F
2 WWRM-F	2 WHPT-F >	WHPT-F >>	2 WWRM-F	2 WHPT-F	2 WFLZ-F	2 WYNF-F <	2 WHPT-F	2 WYNF-F	2 WFLZ-F <
	WYNF-F >	3 WCOF-F	WHPT-F	3 WWRM-F	WYNF-F >	3 WFLZ-F	3 WYNF-F	WXTB-F <	3 WYNF-F <
4 WCTQ-F	WWRM-F	WYNF-F >	WRBQ-F <	WUV-F	4 WHPT-F >>	4 WHPT-F >>	4 WFLZ-F	4 WFLZ-F >	4 WCOF-F
	WXTB-F	5 WRBQ-F	5 WYNF-F	WRBQ-F <		5 WAKS-F	5 WAKS-F	5 WCOF-F <	WXTB-F <
	WRBQ-F >>			6 WSRZ-F			6 WCTQ-F	6 WSJT-F	6 WSJT-F
							WCOF-F >		

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WAMR	O 1320 Venice	1.5	2.0	13 137
WKXY	T 930 Sarasota	1.8	4.1	13 195
WWPR	ST 1490 Bradenton	0.5	1.7	4 80

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAKS-F	AC/CHR	100.7	Tampa	1.5	4.1	12 212
WBRD	T	1420	Palmetto	0.7	1.8	5 85
WHNZ	N	570	Pinellas Park	0.4	2.9	3 139
WIKX-F	C	92.9	Punta Gorda	0.5	1.6	33 346
WINK-F	AC	96.9	Ft. Myers	1.4	5.7	24 452
WMTX-F	AC	95.7	Clearwater	0.8	4.9	6 239
WMTX	SPRST	1040	Pinellas Park	0.4	1.1	3 53
WQYK-F	C	99.5	St. Petersburg	0.7	3.6	5 170
WRBQ	B	1380	St. Petersburg	0.8	2.8	8 155
WRXB	B	1590	St. Pete Beach	0.5	2.0	4 96
WRXK-F	AOR	96.1	Bonita Springs	0.4	1.9	16 229
WSUN	ST	620	St. Petersburg	1.1	3.4	8 173
WXKB-F	CHR	103.9	Cape Coral	0.7	3.9	20 397
WYUU-F	O	92.5	Safety Harbor	0.8	3.8	6 185
WZTM	SPRST	820	Largo	0.7	2.8	6 161

SARASOTA-BRADENTON

Format Performance	AM		FM		Total	%	Fall 96	Consolidation Report		
	AM	FM	AM	FM				12+	25-54	Revenue
AC	0 (0)	27 (3)	27 (3)	4.4 %	4.4 %	Jacor	15.0 %	18.2 %	%	
AOR/Classic/NR	0 (0)	93 (4)	93 (4)	15.1 %	16.5 %	WAMR-AM, WCTQ-FM, WSPB-AM, WSRZ-FM, WYNF-FM				
Black/Urban	10 (2)	0 (0)	10 (2)	1.6 %	0.9 %		15.0 %	18.2 %	%	
CHR	0 (0)	64 (2)	64 (2)	10.4 %	7.6 %					
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %					
Country	0 (0)	71 (4)	71 (4)	11.5 %	12.8 %					
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %					
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %					
Jazz	0 (0)	25 (1)	25 (1)	4.1 %	2.6 %					
News/Talk	51 (4)	0 (0)	51 (4)	8.3 %	8.2 %					
Oldies	11 (1)	53 (3)	64 (4)	10.4 %	8.8 %					
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %					
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %					
Soft AC/EZ	0 (0)	43 (2)	43 (2)	7.0 %	9.1 %					
Sports	8 (2)	0 (0)	8 (2)	1.3 %	0.9 %					
Standards	45 (4)	115 (1)	160 (5)	26.0 %	28.0 %					
Totals	125 (13)	491 (20)	616 (33)							

AM Stations

WXXY 930 5 kw/2.5 kw (DA-2) News/Talk CBS \$<20.00 --

FM Stations

WCTQ 92.1 6 kw @ 295	Country	Westwd	\$34.00	Eastman	Jacor	Venice
WSP 98.7 3 kw @ 328	Soft AC	CNN	\$ NA	Katz	Entercom	Holmes Beach
WSRZ 106.3 3.6 kw @ 259	Oldies		\$47.00	Eastman	Jacor	
WYNF 107.9 46 kw @ 515	AOR/Classic AOR		\$40.00	Eastman	Jacor	Coral Cove

Notes: Other ranked stations -- See Tampa or Ft. Myers . . . No revenue estimates for the market are available

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies, Classic Hits
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - 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	

SAVANNAH

Arbitron Rank: 153 Pop (12+): 231,100	Stations: 21 / 18	Last Year's Revenue: \$13,400,000
MSA Rank: 165	Diaries: 928/249:1/44.4%	Household Income: \$37,757
MSA Pop: 285,000	Sample Target: 900	Retail Dollars: \$2.8 Bil.
DMA: 100	% Below Line: 5.6	#1 Biller: WCHY-F \$1,925,000
Average Persons Rating: 16.2	% Not Listed: 12.3	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 12,839	Capstar \$6,100,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	WEAS-F	B	43 / 11.5	9.0	7.5	11.8	547 / 23.7	20.4	22.9	84 / 1030	C	WEAS-F
2	WSOK	B/G	38 / 10.1	7.6	10.7	11.3	335 / 14.5	12.5	13.9	40 / 357	B	WSOK
3	WJCL-F	C	36 / 9.6	8.4	6.7	8.9	463 / 20.0	21.9	19.0	76 / 1146	C	WJCL-F
4	WAEV-F	AC	35 / 9.3	9.0	10.1	7.1	516 / 22.3	20.1	23.9	61 / 984	C	WAEV-F
5	WLVH-F	B/AC	32 / 8.5	10.8	11.7	10.0	445 / 19.2	19.3	20.7	46 / 732	C	WLVH-F
6	WCHY-F	C	19 / 5.1	7.3	8.3	6.8	323 / 14.0	16.7	18.9	53 / 866	C	WCHY-F
	WGCO-FF	O	19 / 5.1	3.8	3.5	2.9	282 / 12.2	12.0	13.4	35 / 625	B	WGCO-FF
8	WZAT-F	AOR-NR	15 / 4.0	6.1	4.3	3.7	295 / 12.8	16.1	14.6	52 / 692	B	WZAT-F
	WYKZ-F	SAC	15 / 4.0	2.3	2.7	1.8	208 / 9.0	8.6	8.2	40 / 440	A	WYKZ-F
10	WLOW-F	ST	14 / 3.7	3.5	4.3	4.2	150 / 6.5	7.3	6.6	29 / 371	A	WLOW-F
11	WSGF-F	B	12 / 3.2	2.9	4.8		205 / 8.9	8.1	10.9	21 / 414	A	WSGF-F
12	WRHQ-F	AC	11 / 2.9	2.9	2.9	2.6	133 / 5.7	7.9	8.5	12 / 142	A	WRHQ-F
13	WBMQ	T	9 / 2.4	3.2	3.7	4.7	167 / 7.2	7.8	6.9	16 / 241	A	WBMQ
	WIXV-F	AOR	9 / 2.4	3.8	4.0	4.7	231 / 10.0	11.2	13.7	28 / 559	C	WIXV-F

12+ FM Share (Metro): 83.28 % (274 of 329) (Spring 96: 83.33 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WJCL-F	1 WLVH-F <	1 WSOK >	1 WSOK	1 WJCL-F <	1 WEAS-F <	1 WEAS-F >	1 WSOK <
2 WAEV-F >	2 WAEV-F	2 WLVH-F <	WEAS-F	2 WJCL-F	2 WJCL-F	2 WLVH-F <	2 WAEV-F	2 WJCL-F <	2 WAEV-F <	2 WEAS-F <
3 WSGF-F	3 WLVH-F	3 WAEV-F	WLVH-F	WEAS-F	3 WLVH-F <	3 WJCL-F	3 WEAS-F	3 WAEV-F	3 WLVH-F	3 WYKZ-F
4 WZAT-F >	4 WJCL-F >	4 WJCL-F >	4 WAEV-F	4 WAEV-F	4 WGCO-FF <	4 WAEV-F <	4 WSOK <	4 WLVH-F	4 WSOK <	4 WJCL-F
	5 WRHQ-F	5 WSOK	5 WSOK	5 WSOK	5 WEAS-F	5 WEAS-F	5 WLVH-F	5 WSOK	5 WJCL-F <	
	6 WSOK	6 WGCO-FF	WGCO-FF	6 WGCO-FF	WLOW-F	6 WZAT-F	6 WCHY-F	6 WGCO-FF	6 WSGF-F <	
	WZAT-F	7 WZAT-F <	7 WRHQ-F	7 WYKZ-F <		7 WCHY-F	WRHQ-F <	7 WCHY-F <	7 WGCO-FF <	
			WYKZ-F				8 WGCO-FF <	8 WRHO-F <	8 WYKZ-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 WAEV-F	1 WAEV-F	1 WJCL-F	1 WLVH-F	1 WLVH-F <	1 WEAS-F >>	1 WEAS-F >	1 WEAS-F >	1 WEAS-F >	1 WEAS-F
2 WEAS-F	2 WEAS-F	WAEV-F	WAEV-F	2 WJCL-F	2 WAEV-F >	2 WAEV-F	2 WJCL-F	2 WJCL-F	2 WJCL-F
	WSOK	WLVH-F	3 WSOK	WAEV-F <	3 WJCL-F	3 WJCL-F	WAEV-F	3 WAEV-F	WLVH-F
	WLVH-F >	4 WJCL-F	4 WEAS-F	4 WSOK	WSGF-F	4 WLVH-F	4 WLVH-F	WLVH-F	4 WGCO-FF
5 WZAT-F >>	WSOK >	WRHQ-F >>	WJCL-F >	5 WEAS-F >	WZAT-F	5 WRHQ-F	WRHQ-F	5 WGCO-FF	WAEV-F
	6 WRHQ-F		6 WYKZ-F	6 WYKZ-F	WLVH-F >>	6 WSGF-F	6 WCHY-F	WZAT-F	6 WIXV-F
				WGCO-FF		WZAT-F	WIXV-F >	7 WIXV-F	WRHQ-F
								WRHQ-F	WZAT-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WEAS	SPRTS	900 Savannah	2.1 4.9 9 150
WFXH-F	CL AOR	106.1 Hilton Head	1.3 5.1 10 251
WIJY-F	SAC	106.9 Bluffton	0.8 2.4 7 133

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHBZ-F	B	99.7 Pt. Royal, SC	0.5 2.5 8 153
WSKX-F	CHR	92.3 Hinesville	1.1 6.6 21 401

SAVANNAH

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	46 (2)	46 (2)	14.0 %	14.6 %	Adventure	10.9 %	10.2 %	10.5 %
AOR/Classic/NR	0 (0)	29 (3)	29 (3)	8.8 %	13.6 %	WFXH-FM, WGCO-FM, WGZO-FM, WIJY-FM, WLOW-FM			
Black/Urban	0 (0)	89 (4)	89 (4)	27.1 %	27.1 %	Capstar	37.0 %	37.7 %	45.2 %
CHR	0 (0)	4 (1)	4 (1)	1.2 %	1.4 %	WAEV-FM, WCHY-FM, WCHY-AM, WLVA-FM, WSOK-AM, WYKZ-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Point	8.0 %	7.5 %	13.0 %
Country	0 (0)	55 (2)	55 (2)	16.7 %	18.3 %	WBMQ-AM, WIXV-FM, WSGF-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		55.9 %	55.4 %	68.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	9 (1)	0 (0)	9 (1)	2.7 %	3.7 %				
Oldies	0 (0)	19 (2)	19 (2)	5.8 %	4.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	38 (1)	0 (0)	38 (1)	11.6 %	8.8 %				
Soft AC/EZ	0 (0)	18 (2)	18 (2)	5.5 %	3.4 %				
Sports	8 (1)	0 (0)	8 (1)	2.4 %	0.7 %				
Standards	0 (0)	14 (1)	14 (1)	4.3 %	4.1 %				
Totals	55 (3)	274 (17)	329 (20)						

AM Stations

WBMQ	630	5 kw (DA-N)	Talk	CBS	\$<20.00	Katz	Point
WSOK	1230	1 kw	Black Gospel	AURN, Westwd	\$17.00	Banner	Capstar

FM Stations

WAEV	97.3	100 kw @ 991	AC	Westwd	\$38.00	Katz	Capstar
WCHY	94.1	100 kw @ 1320	Country	ABC	\$40.00	Eastman	Capstar
WEAS	93.1	100 kw @ 981	Black	ABC, Source, Westwd	\$25.00	D&R	Esserman
WGCO	98.3	100 kw @ 981	Oldies		\$20.00	Eastman	Adventure
WGZO	92.1	3 kw @ 289	See WGCO-F				Midway
WIXV	95.5	100 kw @ 856	AOR		\$30.00	Katz	Point
WJCL	96.5	100 kw @ 1161	Country	Westwd	\$35.00	D&R	
WLOW	107.9	41 kw @ 538	Standards	Westwd	\$<20.00	K&P	Adventure
WLVA	101.1	50 kw @ 476	Black AC	Westwd	\$29.00	Katz	Capstar
WRHQ	105.3	11 kw @ 485	AC		\$<20.00	K&P	Bluffton, SC
WSGF	103.9	6 kw @ 328	Black		\$<20.00	---	Point
WZAT	102.1	100 kw @ 1322	CHR/New Rock	ABC	\$20.00	K&P	Hardeeville, SC
							Richmond Hill
							Springfield

Notes: WZAT-F reclassified from CHR-New Rock to AOR-New Rock based on audience analysis and station self-description . . . 4/97 Patterson sold these stations to Capstar: WSOK for \$1,300,000; WAEV-F for \$7,800,000; WLVA-F for \$5,400,000; WCHY-F for \$8,700,000; WYKZ-F for \$2,300,000 (MVP)

Jim Duncan

Comments: Listening levels have declined by 1.5 rating points since Spring '95 . . . WCHY-F has slipped to a record low level

SEATTLE-TACOMA

Arbltron Rank: 13 Pop (12+): 2,744,800
MSA Rank: 22-Seattle; 80-Tacoma
MSA Pop: 3,340,000
DMA: 12
Average Persons Rating: 16.1
Market TSL In Hours: 21.25

Stations: 31 / 30
Diaries: 3,891/705:1/56.9%
Sample Target: 3,690
% Below Line: 0.4
% Not Listed: 10.9
Pop per Station: 91,493

Last Year's Revenue: \$132,500,000
Household Income: \$50,136
Retail Dollars: \$33.5 Bil.
#1 Biller: KIRO \$19,100,000
#1 Billing Portfolio: Entercom \$53,590,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	KIRO	N/T	367 / 8.3	6.7	6.9	7.6	7.1	7.4	6394 / 23.3	19.4	20.7	392 / 6830	J	KIRO
2	KUBE-F	CHR	314 / 7.1	6.1	5.7	6.0	5.7	6.2	4885 / 17.8	17.0	16.6	330 / 5244	H	KUBE-F
3	KBSG-AF	O	247 / 5.6	5.3	5.2	5.5	5.0	5.4	4673 / 17.0	16.9	15.7	266 / 5091	I	KBSG-AF
4	KMPS-AF	C	242 / 5.5	4.6	5.9	6.0	5.4	5.5	3421 / 12.5	13.3	13.3	271 / 3850	H	KMPS-AF
5	KIXI	ST	204 / 4.6	3.9	4.7	4.3	3.6	4.4	2309 / 8.4	9.1	8.5	215 / 2554	D	KIXI
6	KVI	T	202 / 4.6	4.3	5.6	4.7	5.5	4.8	2267 / 8.3	9.7	9.6	225 / 2527	G	KVI
7	KING-F	CL	191 / 4.3	4.5	4.7	4.1	3.8	4.4	2820 / 9.5	11.1	9.5	202 / 2888	E	KING-F
8	KNDD-F	AOR-NR	190 / 4.3	4.6	3.7	4.3	4.3	4.2	3650 / 13.3	11.9	13.0	208 / 4049	G	KNDD-F
9	KPLZ-F	CHR/AC	168 / 3.8	3.7	3.6	3.6	4.7	3.7	3658 / 13.3	12.0	14.4	180 / 3961	G	KPLZ-F
	KISW-F	AOR	168 / 3.8	4.7	3.8	3.5	4.1	4.0	2896 / 9.8	8.3	9.2	179 / 2959	G	KISW-F
11	KZOK-F	CL AOR	163 / 3.7	4.0	3.8	3.8	4.2	3.8	3065 / 11.2	10.3	11.0	180 / 3285	H	KZOK-F
12	KJR-F	CL HITS	146 / 3.3	3.6	3.4	3.5	3.6	3.4	3076 / 11.2	11.0	12.0	159 / 3410	G	KJR-F
13	KYCW-F	C	145 / 3.3	3.9	3.5	3.4	4.6	3.5	2097 / 7.6	8.6	9.0	158 / 2332	G	KYCW-F
14	KLSY-F	AC	132 / 3.0	3.9	3.6	4.0	3.7	3.6	2899 / 9.8	11.1	11.1	143 / 2863	G	KLSY-F
15	KOMO	T	130 / 2.9	2.7	3.6	3.1	3.9	3.1	2910 / 10.6	13.7	11.7	148 / 3237	F	KOMO
16	KMTT-F	AOR-P	129 / 2.9	3.8	3.3	4.0	3.1	3.5	2442 / 8.9	8.2	7.5	134 / 2582	G	KMTT-F
17	KWJZ-F	J	116 / 2.8	3.0	2.4	2.9	2.3	2.7	1972 / 7.2	6.6	5.0	119 / 2057	E	KWJZ-F
18	KRWM-F	SAC	114 / 2.6	2.8	2.9	2.0	2.7	2.6	2009 / 7.3	7.2	7.3	121 / 2152	E	KRWM-F
19	KJR	SPRTS	112 / 2.5	2.5	2.0	1.8	2.9	2.2	2736 / 10.0	6.4	11.6	115 / 2852	D	KJR
20	KBKS-F	AC/CHR	104 / 2.4	2.8	2.6	3.0	1.7	2.7	2451 / 8.9	9.3	6.1	110 / 2640	D	KBKS-F
21	KIRO-F	T	90 / 2.0	2.3	2.5	2.1	2.1	2.2	1864 / 6.8	6.4	5.7	91 / 1950	C	KIRO-F
22	KCMS-F	REL	84 / 1.9	1.5	1.8	1.6	1.4	1.7	1325 / 4.8	5.1	4.5	90 / 1391	F	KCMS-F
23	KNWX	N	45 / 1.0	1.3	1.0	1.0	0.9	1.1	1365 / 5.0	5.3	3.9	46 / 1441	B	KNWX

12+ FM Share (Metro): 70.90 % (2792 of 3938) (Spring 96: 71.11 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KUBE-F >>	1 KUBE-F	1 KUBE-F	1 KIRO <	1 KBSG-AF	1 KIRO >	1 KIRO <	1 KBSG-AF <	1 KIRO	1 KIRO >	1 KOMO >
2 KNDD-F >>	2 KNDD-F <	2 KBSG-AF <	2 KBSG-AF	KIRO	2 KIQ <	2 KUBE-F >	2 KIXI <	2 KUBE-F	2 KUBE-F	2 KIRO <
	3 KISW-F	3 KIRO <	3 KZOK-F	3 KZOK-F <	3 KBSG-AF <	3 KVI <	3 KVI <	3 KBSG-AF <	3 KNDD-F >	3 KUBE-F >
	4 KPLZ-F	4 KISW-F <	4 KUBE-F <	4 KMPS-AF <	4 KVI <	4 KBSG-AF	4 KUBE-F <	4 KMPS-AF	4 KMPS-AF	4 KNDD-F
	5 KMPS-AF <	5 KZOK-F <	5 KMPS-AF	5 KJR-F <	5 KING-F	KMPS-AF	5 KMPS-AF <	5 KNDD-F <	5 KOMO	
	6 KYCW-F	6 KMPS-AF	KJR-F <	6 KUBE-F <	6 KMPS-AF	6 KOMO <	6 KIRO <	6 KING-F <	6 KVI	
	7 KJR-F	KPLZ-F <	7 KISW-F <	7 KISW-F <		7 KPLZ-F	7 KING-F	7 KVI <		
	KBKS-F <	8 KMPS-F <	8 KMTT-F <	8 KPLZ-F		KZOK-F		8 KISW-F <		
			9 KPLZ-F <	KMTT-F <						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KUBE-F >	1 KUBE-F <	1 KPLZ-F	1 KUBE-F <	1 KBSG-AF <	1 KUBE-F	1 KISW-F	1 KISW-F >	1 KISW-F <	1 KIRO <
2 KPLZ-F	2 KPLZ-F >	2 KUBE-F	2 KBSG-AF <	2 KMPS-AF <	2 KNDD-F	2 KUBE-F <	2 KNDD-F <	2 KZOK-F <	2 KZOK-F
3 KNDD-F <	3 KNDD-F <	3 KYCW-F	3 KPLZ-F	3 KPLZ-F <	3 KISW-F >>	3 KISW-F >	3 KNDD-F >	3 KIRO <	3 KISW-F
4 KLSY-F	4 KMPS-AF <	KBKS-F <	4 KMPS-AF	4 KJR-F <	4 KMPS-AF	4 KZOK-F <	4 KZOK-F	4 KUBE-F	4 KBSG-AF <
5 KMPS-AF >	5 KBKS-F <	5 KJR-F <	5 KLSY-F <	5 KUBE-F	KPLZ-F	5 KMPS-AF <	5 KYCW-F	5 KNDD-F	5 KVI <
6 KBKS-F <	6 KYCW-F <	6 KMPS-AF	6 KJR-F <	6 KIRO <		6 KYCW-F <	KJR <	6 KMTT-F <	6 KJR <
	7 KLSY-F	7 KMTT-F <	7 KYCW-F	7 KING-F		7 KPLZ-F <	7 KMPS-AF	7 KJR <	7 KMTT-F
	8 KJR-F	8 KNDD-F >		KYCW-F <		8 KJR <	KIRO <	8 KBSG-AF	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCIS	REL	630	Edmonds 0.7 1.8 29 508
KGW	REL	820	Burien 0.7 2.0 29 558
KKBY-F	C	104.9	Eatonville 0.7 1.0 29 285
KRPM	AC/CHR	1090	Seattle 0.1 0.5 6 146
KXXO-F	AC	96.1	Olympia 0.6 1.3 38 487

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KWPZ-F	REL	106.5	Lynden 0.4 0.9 42 524

SEATTLE-TACOMA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	5 (1)	264 (3)	269 (4)	6.8 %	4.7 %	American Radio Sys.	14.8 %	17.5 %	19.9 %
AOR/Classic/NR	0 (0)	650 (4)	650 (4)	16.5 %	16.5 %	KMPS-FM, KYCW-FM, KRPM-AM, KZOK-FM, KBKS-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	2.9 %	Entercom	27.9 %	28.7 %	40.4 %
CHR	0 (0)	482 (2)	482 (2)	12.2 %	10.5 %	KNWX-AM, KMTT-FM, KBSG-AF, KNDD-FM, KISW-FM, KIRO-AM, KIRO-FM			
Classical	0 (0)	191 (1)	191 (1)	4.9 %	5.4 %	Fisher	11.3 %	9.9 %	13.3 %
Country	9 (1)	406 (3)	415 (4)	10.5 %	11.3 %	KOMO-AM, KVI-AM, KPLZ-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	J. Douglas, semi-duop	0.0 %	0.0 %	%
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KKMO-AM, KBLV-AM			
Jazz	0 (0)	116 (1)	116 (1)	2.9 %	2.8 %	Local	0.0 %	0.0 %	%
News/Talk	744 (4)	90 (1)	834 (5)	21.2 %	18.1 %	KZIZ-AM, KRIZ-AM			
Oldies	14 (1)	379 (2)	393 (3)	10.0 %	9.8 %	New Century	12.9 %	12.7 %	11.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KJR-AM, KUBE-FM, KJR-FM			
Religion/Gospel	58 (2)	100 (2)	158 (4)	4.0 %	3.1 %	Sandusky	12.8 %	11.6 %	11.5 %
Soft AC/EZ	0 (0)	114 (1)	114 (1)	2.9 %	3.2 %	KEZX-AM, KIXI-AM, KLSY-FM, KRWM-FM, KWJZ-FM			
Sports	112 (1)	0 (0)	112 (1)	2.8 %	2.3 %				
Standards	204 (1)	0 (0)	204 (1)	5.2 %	5.3 %				
Totals	1146 (11)	2792 (20)	3938 (31)				79.7 %	80.4 %	96.8 %

AM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency	Product
KBSG	1210	27.5 kw/10 kw (DA-2)	See KBSG-F				
KIRO	710	50 kw (DA-N)	News/Talk	CBS, AP	\$291.00	Sentry	Entercom
KIXI	880	50 kw/10 kw (DA-2)	Standards	Westwd	\$50.00	Christal	Sandusky
KJR	950	50 kw (DA-N)	Sports	ABC	\$54.00	---	New Century
KMPS	1300	5 kw (DA-N)	See KMPS-F				
KNWX	770	50 kw/5 kw (DA-2)	News	AP	\$25.00	Sentry	Entercom
KOMO	1000	50 kw (DA-N)	Talk	ABC	\$85.00	Banner	Fisher
KVI	570	5 kw	Talk	ABC	\$117.00	Banner	Fisher

FM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency	Product
KBKS	106.1	58 kw @ 2343	AC/CHR	AP	\$58.00	Eastman	Amer. Radio Sys. Tacoma
KBSG	97.3	55 kw @ 2393	Oldies		\$225.00	Katz	Entercom Tacoma
KCMS	105.3	115 kw @ 722	Religion	UPI	\$44.00	Radio Spot	Edmonds
KING	98.1	58 kw @ 2343	Classical		\$95.00	Sentry	
KIRO	100.7	100 kw @ 736	Talk	CBS, AP	\$ NA	Sentry	Entercom
KISW	99.9	100 kw @ 1148	AOR		\$138.00	Mc-Guild	Entercom
KJR	95.7	100 kw @ 1180	Classic Hits		\$110.00	Allied	New Century
KLSY	92.5	58 kw @ 2343	AC	AP	\$145.00	Christal	Sandusky Bellevue
KMPS	94.1	58 kw @ 2343	Country	AP	\$185.00	Eastman	Amer. Radio Sys.
KMTT	103.7	58 kw @ 2343	Prog. AOR		\$125.00	D&R	Entercom Tacoma
KNDD	107.7	100 kw @ 1194	AOR-New Rock		\$140.00	Katz	Entercom
KPLZ	101.5	100 kw @ 1200	CHR/AC		\$120.00	Sentry	Fisher
KRWM	106.9	100 kw @ 819	Soft AC		\$71.00	CBS	Sandusky Bremerton
KUBE	93.3	100 kw @ 1290	CHR		\$145.00	Allied	New Century
KWJZ	98.9	100 kw @ 1110	Jazz	ABC	\$65.00	Christal	Sandusky
KYCW	96.5	100 kw @ 1223	Country		\$105.00	Eastman	Amer. Radio Sys.
KZOK	102.5	100 kw @ 1194	Classic AOR		\$180.00	Eastman	Amer. Radio Sys.

Notes: 5/97 KBKS-F changed from Black AC to AC/CHR . . . 6/97 KMPS (1300) changed from simulcasting KMPS-F to Talk/News as KKOL (new ownership)

Jim Duncan

Comments: KIRO is one of the very few stations to have a good baseball book this Spring . . . KUBE-F achieved its highest share in over three years . . . Listening levels are steady in Seattle . . . KLSY-F slipped to its lowest share in more than three years

SHREVEPORT

Arbitron Rank: 127 Pop (12+):	307,900	Stations:	17 / 16	Last Year's Revenue:	\$11,000,000
MSA Rank:	129	Diaries:	933/330:1/46.3%	Household Income:	\$33,683
MSA Pop:	383,000	Sample Target:	940	Retail Dollars:	\$3.9 Bil.
DMA:	76	% Below Line:	0.6	#1 Biller:	KRMD-AF \$3,200,000
Average Persons Rating:	15.7	% Not Listed:	10.1	#1 Billing Portfolio:	
Market TSL In Hours:	21.00	Pop per Station:	19,244		KVXI-F, etc. \$4,350,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fail 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	KMJJ-F	B	77 / 15.9	13.6	17.0	15.2	14.4	15.4	752 / 24.4	23.3	25.0	96 / 1097	C	KMJJ-F
2	KRMD-F	C	60 / 12.4	11.5	13.9	15.4	15.9	13.3	814 / 26.4	25.9	27.3	105 / 1250	E	KRMD-F
3	KVXI-F	AC	50 / 10.3	10.3	8.9	11.6	11.2	10.3	655 / 21.3	19.4	23.2	60 / 886	C	KVXI-F
4	KDKS-F	B	44 / 9.1	8.9	7.3	9.8	11.4	8.8	599 / 19.5	15.4	20.0	46 / 650	B	KDKS-F
5	KRUF-F	CHR	37 / 7.6	10.7	7.9	7.3	4.9	8.4	614 / 19.9	18.2	12.9	73 / 1258	B	KRUF-F
6	KOKA	G/B	31 / 6.4	6.4	7.5	5.2	4.5	6.4	303 / 9.8	11.1	9.0	31 / 311	A	KOKA
7	KEEL	T	28 / 5.8	6.8	5.6	6.0	5.8	6.1	379 / 12.3	10.7	10.9	36 / 485	B	KEEL
8	KLKL-F	O	25 / 5.2	3.3	3.1	2.7	3.4	3.6	363 / 11.8	9.5	8.8	26 / 380	A	KLKL-F
9	KITT-F	C	20 / 4.1	6.6	7.3	6.0	5.6	6.0	371 / 12.1	16.2	11.3	29 / 595	B	KITT-F
10	KTUX-F	AOR-NR	17 / 3.5	2.9	2.5	4.8	4.7	3.4	240 / 7.8	7.7	8.7	35 / 494	A	KTUX-F
11	KTAL-F	AOR	16 / 3.3	3.5	5.2	3.7	5.2	3.9	315 / 10.2	11.1	10.4	29 / 534	B	KTAL-F
12	KWKH	T	13 / 2.7	3.1	2.9	2.9	1.5	2.9	291 / 9.4	9.4	4.6	16 / 401	A	KWKH

12+ FM Share (Metro): 80.69 % (351 of 435) (Spring 96: 85.48 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KMJJ-F	1 KMJJ-F >>	1 KMJJ-F >	1 KMJJ-F <	1 KMJJ-F <	1 KRMD-F	1 KRMD-F	1 KRMD-F	1 KMJJ-F	1 KMJJ-F >	1 KMJJ-F >>
2 KRUF-F >>	2 KVXI-F	2 KVXI-F <	2 KVXI-F	2 KVXI-F	2 KVXI-F <	2 KMJJ-F	2 KEEL	2 KRMD-F	2 KDKS-F	2 KDKS-F
3 KRMD-F	KDKS-F <	3 KDKS-F	3 KDKS-F	3 KRMD-F	3 KMJJ-F	3 KVXI-F	KVXI-F <	3 KVXI-F	3 KRUF-F	3 KRMD-F
KDKS-F >	4 KRUF-F	4 KRMD-F	4 KRMD-F >	KDKS-F >	4 KOKA <	4 KDKS-F >	4 KMJJ-F >	4 KRUF-F	4 KRMD-F <	
	5 KRMD-F	5 KRUF-F >	5 KTAL-F <	5 KLKL-F	5 KEEL	5 KLKL-F	5 KRUF-F <	5 KDKS-F	5 KVXI-F >	
			6 KLKL-F	6 KTAL-F <	6 KDKS-F	6 KDKS-F <	6 KDKS-F <	6 KOKA		
			KRUF-F <	7 KOKA <	KLKL-F >	7 KRUF-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 KMJJ-F >>	1 KMJJ-F	1 KVXI-F >	1 KMJJ-F <	1 KVXI-F >	1 KMJJ-F >>	1 KMJJ-F >>	1 KMJJ-F >	1 KMJJ-F >	1 KMJJ-F >
2 KRUF-F >	2 KVXI-F	2 KMJJ-F	2 KVXI-F	2 KRMD-F	2 KTUX-F	2 KTUX-F	2 KDKS-F	2 KDKS-F	2 KOKS-F <
3 KRMD-F	3 KDKS-F	KDKS-F	3 KDKS-F <	KMJJ-F <	3 KRUF-F	3 KDKS-F	3 KVXI-F	3 KRMD-F <	3 KRMD-F <
KDKS-F >	KRUF-F	4 KRMD-F	4 KRMD-F	4 KDKS-F >	4 KRMD-F >	4 KRUF-F	KTAL-F	4 KVXI-F <	4 KVXI-F
	5 KRMD-F	5 KITT-F	5 KRUF-F	5 KOKA	5 KRMD-F	5 KRMD-F	5 KTUX-F	5 KTAL-F	5 KTAL-F
	6 KITT-F >>	KRUF-F >>				KVXI-F		KRUF-F	
						KTAL-F >>			

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	50 (1)	50 (1)	11.5 %	9.8 %
AOR/Classic/NR	0 (0)	33 (2)	33 (2)	7.6 %	8.4 %
Black/Urban	0 (0)	121 (2)	121 (2)	27.8 %	26.7 %
CHR	0 (0)	37 (1)	37 (1)	8.5 %	8.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	10 (2)	83 (3)	93 (5)	21.4 %	23.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	41 (2)	0 (0)	41 (2)	9.4 %	9.4 %
Oldies	0 (0)	25 (1)	25 (1)	5.7 %	3.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	33 (2)	2 (1)	35 (3)	8.0 %	9.4 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	84 (6)	351 (11)	435 (17)		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KFLO	REL	1300 Shreveport	0.4 1.4 2 49
KNCB	C	1320 Vivian	1.2 1.3 6 48
KRMD	C	1340 Shreveport	0.8 3.2 5 121
KWHN-F	REL	105.5 Haynesville	0.4 1.2 5 83

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KXKZ-F	C	107.5 Ruston	0.6 2.2 8 169

SHREVEPORT

Consolidation Report	12+	25-54	Revenue
Local - 1 KEEL-AM, KITT-FM, KRUF-FM, KVKI-FM, KWKH-AM	30.6 %	30.1 %	39.5 %
Local - 2 KDKS-FM, KFLO-AM, KLKL-FM, KOKA-AM	21.1 %	23.4 %	11.7 %
	51.6 %	53.5 %	51.2 %

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product
KEEL	710	50 kw/5 kw (DA-2)	Talk	CNN, TARN	\$24.00 Katz	KVKI-F
KOKA	980	5 kw/80 w	Gospel/Black	AURN, Westwd	\$20.00 K&P	KDKS-F
KRMD	1340	1 kw	Country		\$ NA Eastman	Capstar
KWKH	1130	50 kw (DA-N)	Talk	Westwd	\$ NA Katz	KVKI-F

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	Location
KDKS	103.7	6 kw @ 328	Black	ABC	\$22.00 K&P		Haughton
KITT	93.7	100 kw @ 1010	Country	ABC, CNN, Westwd	\$30.00 Katz	KVKI-F	
KLKL	92.1	3.3 kw @ 298	Oldies	ABC	\$<20.00 K&P	KDKS-F	Benton
KMJJ	99.7	50 kw @ 462	Black	Westwd	\$36.00 Mc-Guild	SunGroup	
KRMD	101.1	100 kw @ 1118	Country		\$68.00 Eastman	Capstar	
KRUF	94.5	100 kw @ 1296	CHR	Westwd	\$ NA Katz	KVKI-F	
KTAL	98.1	100 kw @ 1361	AOR		\$25.00 Banner		Texarkana
KTUX	98.9	100 kw @ 718	AOR-New Rock		\$<20.00 Banner		Carthage, TX
KVKI	96.5	100 kw @ 797	AC		\$46.00 K&P		

Notes:

Jim Duncan

Comments: KLKL-F recorded its highest share in more than three years

SIOUX FALLS

Arbitron Rank: 208 Pop (12+)	136,800	Stations: 19 / 13	Last Year's Revenue: \$7,600,000
MSA Rank:	230	Diaries: 679/201:1/62.6%	Household Income: \$46,140
MSA Pop:	158,000	Sample Target: 610	Retail Dollars: \$2.3 Bil.
DMA:	105	% Below Line: 5.0	#1 Biller: KRRO-F \$1,100,000
Average Persons Rating:	16.2	% Not Listed: 12.2	#1 Billing Portfolio:
Market TSL In Hours:	21.15	Pop per Station: 10,523	So. Minn. (pend.) \$3,180,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KMXC-F	28 / 12.6	10.2	9.5		9.8	423 / 30.9	24.9	21.8	31 / 536	B	KMXC-F
2	KTWB-F	24 / 10.8	11.5	12.6		9.3	266 / 19.4	20.6	21.5	44 / 455	C	KTWB-F
3	KELO-F	23 / 10.4	8.0	5.9		8.3	274 / 20.0	19.6	15.3	37 / 506	B	KELO-F
	KRRO-F	AOR	23 / 10.4	10.7	12.2	13.7	345 / 25.2	20.3	24.3	29 / 491	B	KRRO-F
5	KYBB-F	CL AOR	15 / 6.8	4.4	6.3		267 / 19.5	11.6	14.1	19 / 329	A	KYBB-F
6	KIKN-F	C	14 / 6.3	4.9	4.5	3.9	205 / 15.0	15.9	14.2	47 / 547	B	KIKN-F
	KXRB	C	14 / 6.3	3.1	6.3	5.4	127 / 9.3	7.1	9.1	22 / 247	B	KXRB
8	KELO	FS	13 / 5.9	8.9	6.3	10.8	192 / 14.1	14.4	13.9	16 / 282	C	KELO
9	KSOO	T	9 / 4.1	5.3	6.3	3.9	141 / 10.3	13.7	12.7	16 / 245	A	KSOO
10	KLQL-F	C	7 / 3.2	1.8	3.2	2.5	83 / 6.1	8.3	6.3	40 / 404	A	KLQL-F
	KKLS-F	O	7 / 3.2	5.8	4.1	4.4	146 / 10.7	13.4	12.3	8 / 175	B	KKLS-F

12+ FM Share (Metro): 75.90 % (148 of 195) (Spring 96: 71.13 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KMXC-F >>	1 KRRO-F <	1 KMXC-F <	1 KELO-F	1 KELO-F	1 KELO-F	1 KTWB-F	1 KELO-F	1 KMXC-F	1 KMXC-F >	1 KTWB-F
2 KRRO-F >>	2 KMXC-F	2 KRRO-F	KMXC-F <	2 KTWB-F	2 KXRB <	KMXC-F	2 KMXC-F	2 KELO-F <	2 KRRO-F	2 KRRO-F
	3 KTWB-F >	3 KTWB-F	3 KRRO-F <	KMXC-F	3 KELO <	3 KELO-F	KRRO-F	3 KTWB-F <	3 KTWB-F >	3 KMXC-F >>
	4 KELO-F	4 KELO-F	4 KTWB-F	KRRO-F	4 KTWB-F	4 KRRO-F <	4 KTWB-F >	4 KRRO-F >	4 KELO-F >	
	KIKN-F	5 KYBB-F >	5 KYBB-F >	5 KYBB-F >	5 KYBB-F	5 KELO	5 KYBB-F	5 KIKN-F	5 KIKN-F	
				6 KIKN-F	6 KMXC-F	6 KYBB-F	6 KIKN-F	KYBB-F		
				KELO	KSOO	7 KSOO		7 KXRB		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KMXC-F >>	1 KMXC-F >	1 KELO-F	1 KMXC-F	1 KELO-F >	1 KTWB-F	1 KRRO-F >>	1 KRRO-F >	1 KRRO-F	1 KRRO-F
2 KIKN-F	2 KELO-F	2 KTWB-F	2 KELO-F >	2 KMXC-F	KRRO-F >>	2 KTWB-F	2 KMXC-F >	2 KTWB-F	2 KTWB-F
KRRO-F >>	3 KTWB-F	KMXC-F	3 KTWB-F	3 KTWB-F	3 KMXC-F >>	3 KMXC-F >	3 KTWB-F	3 KMXC-F	KMXC-F
	KRRO-F >	4 KRRO-F >	KRRO-F	4 KRRO-F	4 KYBB-F >	KYBB-F >	KYBB-F >	KYBB-F >	KYBB-F >
			5 KYBB-F	5 KYBB-F				5 KELO-F	5 KELO-F
				KELO >				KIKN-F >	6 KIKN-F
									KKLS-F

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	1 (1)	1 (1)	0.5 %	0.5 %
AOR/Classic/NR	0 (0)	38 (2)	38 (2)	19.5 %	13.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	32 (3)	32 (3)	16.4 %	15.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	14 (1)	45 (3)	59 (4)	30.3 %	25.5 %
Full Service	17 (2)	0 (0)	17 (2)	8.7 %	12.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	13 (2)	0 (0)	13 (2)	6.7 %	8.9 %
Oldies	0 (0)	9 (3)	9 (3)	4.6 %	13.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	23 (1)	23 (1)	11.8 %	9.4 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	3 (1)	0 (0)	3 (1)	1.5 %	1.6 %
Totals	47 (6)	148 (13)	195 (19)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KQAD	ST	800	Luverne, MN	1.4	3.5	5 62
KWSN	T	1230	Sioux Falls	1.8	7.3	5 123

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KISD-F	O	98.7	Pipestone, MN	0.5	4.6	11 213
KKCK-F	CHR	99.7	Marshall, MN	0.9	6.8	18 380
KVHT-F	CHR	106.3	Vermillion	0.9	3.7	10 205
KWOA-F	AC	95.1	Worthington, MN	0.5	1.6	9 133
WNAX-F	O	104.1	Yankton	0.5	2.6	16 231
WNAX	C/FS	570	Yankton	1.8	6.6	32 405

SIOUX FALLS

Consolidation Report	12+	25-54	Revenue
Midcontinent KELO-FM, KELO-AM, KRRO-FM, KWSN-AM	28.5 %	34.1 %	41.4 %
So. Minnesota, pend. KIKN-FM, KKLS-FM, KMXC-FM, KSOO-AM, KXRB-AM, KYBB-FM	39.3 %	38.5 %	41.8 %
	67.8 %	72.6 %	83.2 %

AM Stations

Station	Freq	Power	Service	AP	Rate	Advertiser	Market
KELO	1320	5 kw (DA-N)	Full Service	AP	\$26.00	Banner	Midcontinent
KSOO	1140	10 kw/5 kw (DA-N)	Talk	ABC, Westwd, SBSUS	\$<20.00	Christal	So. Minnesota
KWSN	1230	0.81 kw	Talk	CBS, Westwd	\$<20.00	Katz	Midcontinent
KXRB	1000	10 kw (Days, DA)	Country	Westwd, CNN	\$<20.00	Christal	So. Minnesota

FM Stations

Station	Freq	Power	Service	AP	Rate	Advertiser	Market
KELO	92.5	100 kw @ 1850	Soft AC	AP	\$21.00	Banner	Midcontinent
KIKN	100.5	100 kw @ 942	Country		\$<20.00	Mc-Guild	So. Minnesota Salem
KKLS	104.7	100 kw @ 705	Oldies	Westwd	\$<20.00	Mc-Guild	So. Minnesota
KLQL	101.1	100 kw @ 531	Country	ABC	\$<20.00	Katz	3 Eagles Luverne, MN
KMXC	97.3	60 kw @ 220	AC/CHR	ABC	\$20.00	Christal	So. Minnesota
KRRO	103.7	50 kw @ 187	AOR	Westwd	\$30.00	Katz	Midcontinent
KTWB	101.9	34 kw @ 577	Country		\$27.00	Banner	
KYBB	102.7	50 kw @ 200	Classic AOR		\$<20.00	Christal	So. Minn., pend. Canton

Notes: 2/97 KSOO/KMXC-F traded by Tom Ingstad to Southern Minnesota for KKLS/KIMM Rapid City . . . 4/97 KSOO changed from Standards to Talk . . . 5/97 KIXK-F changed from Classic Hits to Classic AOR as KYBB-F ("B-102.7") . . . 6/97 KYBB-F sold to Southern Minnesota for \$402,000 . . .

Jim Duncan

Comments: KMXC-F is at its highest levels in more than four years . . . KELO has its lowest shares in more than four years

SOUTH BEND

Arbltron Rank: 157 Pop (12+) 215,500
 MSA Rank: 169
 MSA Pop: 261,000
 DMA: 85 (w/Elkhart)
 Average Persons Rating: 15.7
 Market TSL in Hours: 21.50

Stations: 20 / 17
 Diaries: 733/294:1/53.2%
 Sample Target: 680
 % Below Line: 2.7
 % Not Listed: 15.4
 Pop per Station: 12,676

Last Year's Revenue: \$12,500,000
 Household Income: \$38,447
 Retail Dollars: \$2.8 Bil.
 #1 Biller: NA
 #1 Billing Portfolio: NA

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	WBYT-F	C	50 / 14.8	11.4	13.1	7.9	533 / 24.7	21.3	20.8	141 / 1669	WBYT-F
2	WNSN-F	AC	32 / 9.5	12.0	10.6	12.2	443 / 20.6	23.0	21.9	82 / 1185	WNSN-F
3	WNDU-F	CHR	31 / 9.2	9.3	9.4	12.8	562 / 26.1	28.4	29.0	90 / 1714	WNDU-F
4	WRBR-F	AOR	30 / 8.9	9.3	9.7	5.2	477 / 22.1	20.5	20.6	64 / 999	WRBR-F
5	WSBT	FS	27 / 8.0	6.0	4.9	5.8	389 / 18.1	16.5	12.5	34 / 507	WSBT
6	WHLY	ST	22 / 6.5	7.5	5.4	5.5	233 / 10.8	9.5	8.9	27 / 254	WHLY
7	WZOC-F	O	20 / 5.9	5.7	5.4	2.7	317 / 14.7	14.4	12.8	55 / 931	WZOC-F
	WUBU-F	B	20 / 5.9	4.5	3.7	2.7	197 / 9.2	7.7	6.5	21 / 251	WUBU-F
9	WAOR-F	AOR	17 / 5.0	5.4	6.0	10.7	290 / 13.5	15.8	15.0	34 / 525	WAOR-F
10	WZOW-F	CL AOR	10 / 3.0	3.0	1.1	3.7	134 / 6.2	8.4	5.8	41 / 536	WZOW-F
11	WFRN-F	REL	8 / 2.4	2.1	3.1	3.0	162 / 7.5	6.3	8.0	42 / 843	WFRN-F

12+ FM Share (Metro): 79.72 % (228 of 286) (Spring 96: 83.44 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1	WNDU-F >>	1 WRBR-F <	1 WBYT-F	1 WBYT-F	1 WBYT-F	1 WRBR-F	1 WBYT-F	1 WBYT-F >	1 WBYT-F	1 WBYT-F
2	WBYT-F	2 WRBR-F <	2 WNSN-F	2 WNSN-F	2 WNSN-F	2 WSBT	2 WBYT-F <	2 WNSN-F <	2 WNSN-F <	2 WRBR-F >
	WRBR-F >>	3 WRBR-F >>	3 WNSN-F <	3 WRBR-F	3 WRBR-F	3 WSBT	3 WSBT <	3 WNSN-F <	3 WNSN-F <	3 WNSN-F <
4	WUBU-F	4 WNDU-F >	4 WNDU-F	4 WNDU-F	4 WNDU-F	4 WNSN-F	4 WNSN-F	4 WNDU-F	4 WNDU-F	4 WRBR-F
5	WNSN-F	5 WUBU-F	5 WZOC-F	5 WZOC-F	5 WZOC-F	5 WZOC-F >	5 WNDU-F >	5 WRBR-F <	5 WRBR-F	5 WSBT
		6 WAOR-F	6 WUBU-F	6 WUBU-F	6 WUBU-F			6 WHLY	6 WHLY <	6 WNSN-F
			WAOR-F >	WAOR-F	WAOR-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	WBYT-F	1 WUBU-F	1 WBYT-F	1 WNSN-F	1 WRBR-F >	1 WRBR-F >>	1 WRBR-F >>	1 WRBR-F	1 WBYT-F <
2	WNDU-F >>	2 WNSN-F	2 WNSN-F	2 WBYT-F >	2 WUBU-F >	2 WBYT-F	2 WBYT-F	2 WBYT-F >	2 WRBR-F >
3	WUBU-F	3 WNDU-F	3 WNDU-F >	3 WNDU-F	3 WRBR-F >>	3 WRBR-F >>	3 WRBR-F >>	3 WAOR-F	3 WNSN-F
	WRBR-F >>	4 WNSN-F >	4 WBYT-F >>	4 WUBU-F	4 WZOC-F	4 WZOC-F	4 WZOC-F	4 WNDU-F	4 WAOR-F
		5 WRBR-F	5 WRBR-F	5 WRBR-F	5 WUBU-F	5 WUBU-F	5 WNSN-F	5 WUBU-F	5 WZOW-F
			WAOR-F >>	WRBR-F >	WRBR-F >	WRBR-F >	WRBR-F >	WNSN-F	6 WNDU-F

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	34 (2)	34 (2)	11.9 %	14.2 %
AOR/Classic/NR	0 (0)	57 (3)	57 (3)	19.9 %	21.0 %
Black/Urban	0 (0)	23 (2)	23 (2)	8.0 %	6.0 %
CHR	0 (0)	31 (1)	31 (1)	10.8 %	11.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	50 (1)	50 (1)	17.5 %	18.5 %
Full Service	31 (2)	0 (0)	31 (2)	10.8 %	8.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	3 (1)	0 (0)	3 (1)	1.0 %	0.0 %
Oldies	2 (1)	20 (1)	22 (2)	7.7 %	7.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	13 (5)	13 (5)	4.5 %	4.3 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	22 (1)	0 (0)	22 (1)	7.7 %	8.9 %
Totals	58 (5)	228 (15)	286 (20)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WGTC-F	REL	102.3	New Carlisle	0.9	5.7	20 370
WHME-F	REL	103.9	South Bend	0.6	3.5	6 186
WNDU	CL HITS	1490	South Bend	0.6	3.9	2 95
WSMK-F	B	99.1	Buchanan, MI	0.9	3.3	9 202

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WGN	FS/T	720	Chicago	1.2	3.2	21 403
WHFB-F	AC	99.9	Benton Harbor	0.6	4.0	29 484
WLS	T	890	Chicago	0.9	1.8	22 247

SOUTH BEND

Consolidation Report	12+	25-54	Revenue
Federated	33.5 %	35.2 %	%
WRBR-FM, WBYT-FM, WNDU-FM, WNDU-AM			
	33.5 %	35.2 %	%

AM Stations

Station	Freq	Power	Format	Network	Company	Ownership
WHLY	1580	1 kw/500 w (DA-N)	Standards	ABC	---	
WNDU	1490	1 kw	Classic Hits	Westwd	Mc-Guild	Federated
WSBT	960	5 kw (DA-2)	Full Service	CBS	Katz	Schurz

FM Stations

Station	Freq	Power	Format	Network	Company	Ownership
WAOR	95.3	3 kw @ 300	AOR		Eastman	Niles
WBYT	100.7	15 kw @ 910	Country		Christal	Federated Elkhart
WFRN	104.7	50 kw @ 488	Cont. Christ.	SRN	---	Elkhart
WGTC	102.3	2 kw @ 397	Cont. Christ.	ABC	Banner	New Carlisle
WHPZ	96.9	2 kw @ 462	See WGTC-F			Bremen
WNDU	92.9	12.5 kw @ 879	CHR		Mc-Guild	Federated
WNSN	101.5	13 kw @ 970	AC	Westwd	Katz	Schurz
WRBR	103.9	3 kw @ 328	AOR		Christal	Federated
WJBU	106.3	3 kw @ 292	Black	ABC	Banner	
WZOC	94.3	11.5 kw @ 492	Oldies		Katz	Plymouth
WZOW	97.7	2.9 kw @ 482	Classic Rock	ABC	---	Goshen

Notes:

Jim Duncan

Comments: Market listening levels have fallen two full rating points over the last two years . . . WBYT-F recorded its best book ever and WSBT had its highest share in more than two years

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies, Classic Hits
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - 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: 87 Pop (12+): 419,100	Stations: 19 / 19	Last Year's Revenue: \$14,800,000
MSA Rank: 121	Diaries: 982/427:1/59.7%	Household Income: \$36,870
MSA Pop: 413,000	Sample Target: 960	Retail Dollars: \$4.2 Bil.
DMA: 74	% Below Line: 0.0	#1 Biller: KDRK-F \$2,700,000
Average Persons Rating: 14.2	% Not Listed: 12.2	#1 Billing Portfolio:
Market TSL In Hours: 19.25	Pop per Station: 22,058	Triathlon \$6,630,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	KKZX-F	57 / 9.6	7.4	8.7	9.1	7.7	8.7	788 / 18.8	17.6	15.8	63 / 916	D
2	KNFR-F	50 / 8.4	4.7	5.4	6.2	6.8	6.2	663 / 15.8	11.8	15.5	64 / 856	B
3	KZZU-F	46 / 7.7	7.6	6.5	6.3	9.5	7.0	850 / 20.3	19.2	19.2	57 / 1061	C
4	KISC-F	41 / 6.9	8.0	7.4	5.7	7.4	7.0	660 / 15.7	14.9	16.7	55 / 856	C
5	KDRK-F	40 / 6.7	8.3	9.0	8.4	8.0	8.1	775 / 18.5	20.1	18.9	63 / 1089	D
6	KAEP-F	39 / 6.5	5.3	5.4	5.8	4.7	5.8	649 / 15.5	11.8	11.9	56 / 936	C
7	KXLY-F	36 / 6.0	7.6	5.0	6.5	6.2	6.3	570 / 13.6	13.0	16.7	59 / 807	C
	KEYF-AF	36 / 6.0	4.4	5.9	7.0	6.4	5.8	734 / 17.5	15.0	17.2	42 / 899	C
9	KAQQ	32 / 5.4	7.4	4.8	4.5	5.2	5.5	328 / 7.8	9.4	9.3	42 / 486	KAQQ
10	KCDA-F	28 / 4.7	4.3	3.5	5.2	3.6	4.4	319 / 7.6	7.1	6.0	30 / 353	A
11	KXLY	27 / 4.5	5.3	6.2	5.5	7.1	5.4	613 / 14.6	16.1	16.9	34 / 785	B
12	KNJY-F	23 / 3.9	3.8	4.8	3.4	4.2	4.0	413 / 9.9	8.5	9.5	29 / 500	A
13	KGA	20 / 3.4	6.1	5.1	5.5	5.0	5.0	386 / 9.2	11.3	10.9	24 / 490	B
14	KTSL-F	13 / 2.2	1.2	2.0	1.3	2.1	1.7	191 / 4.5	6.0	5.0	13 / 207	A
	KHTQ-F	13 / 2.2	3.0	3.6	3.4	2.3	3.0	377 / 9.0	8.7	8.3	16 / 448	A

12+ FM Share (Metro): 81.30 % (426 of 524) (Spring 96: 77.42 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KZZU-F >>	1 KKZX-F	1 KKZX-F >	1 KKZX-F >	1 KKZX-F	1 KAQQ <	1 KKZX-F	1 KNFR-F	1 KNFR-F <	1 KZZU-F >	1 KZZU-F >
2 KNJY-F >>	2 KAEP-F <	2 KNFR-F	2 KISC-F	2 KISC-F <	2 KEYF-AF <	2 KNFR-F	KKZX-F <	2 KKZX-F <	2 KXLY-F	2 KNFR-F
	3 KNFR-F	KAEP-F	KAEP-F <	3 KNFR-F	3 KXLY-F <	3 KZZU-F <	3 KISC-F	3 KZZU-F	KKZX-F <	3 KTSL-F
	4 KZZU-F >	4 KISC-F <	4 KNFR-F <	4 KDRK-F	4 KKZX-F <	4 KXLY <	4 KDRK-F	4 KISC-F <	4 KAEP-F	4 KEYF-AF
		5 KDRK-F <	5 KDRK-F	KEYF-AF	5 KISC-F <	5 KISC-F	KAEP-F <	5 KXLY-F	5 KISC-F	KKZX-F
		6 KZZU-F <	KEYF-AF	KAEP-F	6 KCOA-F <	KDRK-F <	6 KEYF-AF	KAEP-F <	KNJY-F	6 KISC-F
		7 KEYF-AF	7 KXLY-F >	7 KXLY-F >		7 KAQQ	7 KCOA-F <	7 KDRK-F <	7 KDRK-F	
						KAEP-F <	8 KZZU-F	8 KEYF-AF	8 KEYF-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 KZZU-F >	1 KZZU-F	1 KDRK-F	1 KDRK-F	1 KISC-F <	1 KNFR-F	1 KKZX-F	1 KKZX-F	1 KKZX-F >	1 KKZX-F >
2 KAEP-F	2 KKZX-F	2 KKZX-F	KZZU-F <	2 KDRK-F	KZZU-F	2 KNFR-F <	2 KAEP-F	2 KAEP-F <	2 KAEP-F <
3 KNFR-F	3 KDRK-F	3 KISC-F	3 KISC-F	3 KXLY-F <	3 KNJY-F	3 KAEP-F >	3 KNFR-F >	3 KNFR-F >	3 KNFR-F
4 KKZX-F >	KAEP-F	KZZU-F	KKZX-F	4 KKZX-F <	KKZX-F	4 KNJY-F	4 KISC-F	4 KISC-F	4 KEYF-AF <
	KNFR-F	5 KXLY-F	5 KNFR-F <	5 KEYF-AF <	5 KAEP-F >	5 KZZU-F	KNJY-F >	KEYF-AF	5 KISC-F >
	6 KISC-F >	KAEP-F	6 KXLY-F	6 KNFR-F		6 KISC-F >			
		KNFR-F >>	KEYF-AF <	7 KZZU-F					

Consolidation Report	12+	25-54	Revenue
Citadel KJRB-AM, KDRK-FM, KGA-AM, KAEP-FM	18.3 %	21.4 %	29.4 %
Local, pend. KCDA-FM, KEZE-FM, KNJY-FM	9.6 %	6.1 %	4.0 %
Morgan Murphy, pend. KXLY-AM, KXLY-FM, KHTQ-FM, KVNI-AM, KZZU-FM, KTRW-AM	21.7 %	19.3 %	21.9 %
Triathlon KNFR-FM, KISC-FM, KEYF-AF, KAQQ-AM, KKZX-FM	36.3 %	41.3 %	44.1 %
	85.9 %	88.1 %	99.4 %

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KEZE-F	CL AOR	96.9	Spokane	1.0	3.8
KJRB	T	790	Spokane	1.7	5.3
KTRW	SPRTS	970	Spokane	1.3	4.7

SPOKANE

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	41 (1)	41 (1)	7.8 %	8.3 %
AOR/Classic/NR	0 (0)	125 (4)	125 (4)	23.9 %	22.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	59 (2)	59 (2)	11.3 %	11.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	118 (3)	118 (3)	22.5 %	20.2 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	57 (3)	0 (0)	57 (3)	10.9 %	14.8 %
Oldies	1 (1)	34 (1)	35 (2)	6.7 %	6.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	13 (1)	13 (1)	2.5 %	2.7 %
Soft AC/EZ	0 (0)	36 (1)	36 (1)	6.9 %	6.3 %
Sports	8 (1)	0 (0)	8 (1)	1.5 %	1.4 %
Standards	32 (1)	0 (0)	32 (1)	6.1 %	5.4 %
Totals	98 (6)	426 (13)	524 (19)		

AM Stations

Station	Freq	Power	Format	Network	Rate	Company	Advertiser
KAQQ	590	5 kw	Standards	Westwd, CNN	\$<20.00	Allied	Triathlon
KEYF	1050	5 kw/335 w	See KEYF-F				Dishman
KGA	1510	50 kw (DA-N)	News/Talk	Westwd	\$20.00	Mc-Guild	Citadel
KJRB	790	5 kw (DA-N)	Talk	Westwd, Talknt	\$<20.00	Mc-Guild	Citadel
KTRW	970	5 kw/1 kw (DA-N)	Sports	1-on-1, CBS, SBUSA	\$ NA	Eastman	Morgan Murphy
KXLY	920	5 kw	News/Talk	CBS, ABC	\$22.00	Eastman	Morgan Murphy

FM Stations

Station	Freq	Power	Format	Network	Rate	Company	Advertiser
KAEP	105.7	100 kw @ 1910	AOR-New Rock		\$28.00	Mc-Guild	Citadel
KCDA	103.1	2.4 kw @ 1886	Country	ABC	\$<20.00	Allied	KNJY-F Coeur d'Alene, ID
KDRK	93.7	56 kw @ 2380	Country		\$57.00	Mc-Guild	Citadel
KEYF	101.1	100 kw @ 1965	Oldies		\$38.00	Mc-Guild	Triathlon Cheney
KEZE	96.9	9.8 kw @ 531	AOR/Classic	ABC	\$ NA	Allied	KNJY-F
KHTQ	94.5	100 kw @ 1883	CHR	ABC	\$<20.00	Moore	M. Murphy, pend. Hayden, ID
KISC	98.1	94 kw @ 2031	AC		\$44.00	Allied	Triathlon
KKZX	98.9	100 kw @ 1614	AOR/Classic AOR		\$41.00	Mc-Guild	Triathlon
KNFR	96.1	56 kw @ 2380	Country		\$22.00	Allied	Triathlon Opportunity
KNJY	103.9	5.5 kw @ 303	AOR-New Rock	ABC	\$<20.00	Allied	
KTSL	101.9	12 kw @ 495	Religion	SRN	\$ NA	Salem	Medical Lake
KXLY	99.9	37 kw @ 3000	Soft AC		\$23.00	Allied	Morgan Murphy
KZZU	92.9	85 kw @ 2080	CHR		\$32.00	Christal	Morgan Murphy

Notes: 7/97 KVNI/KHTQ-F sold to Morgan Murphy for \$_____ . . . 7/97 KCDA-F sold by John Rook to KNJY-F for \$1,500,000 . . . 7/97 KEZE-F sold to KCCA-F/KNJY-F for \$1,200,000

Jim Duncan

Comments: Listening levels are off dramatically – 12% lower than a year ago . . . KNFR-F registered its highest share ever and has become the leading Country station . . . Country KDRK-F turned in its lowest 12+ share in many years . . . As with many News/Talk stations this sweep, KXLY had its lowest share in many rating periods

SPRINGFIELD, MA

Arbitron Rank: 77 Pop (12+): 496,800	Stations: 31 / 14	Last Year's Revenue: \$16,800,000
MSA Rank: 89	Diaries: 1,670/297:1/53.6%	Household Income: \$39,770
MSA Pop: 595,000	Sample Target: 1,670	Retail Dollars: \$4.5 Bil.
DMA: 65	% Below Line: 27.6	#1 Biller: WAQY-F \$3,600,000
Average Persons Rating: 15.9	% Not Listed: 17.6	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 35,486	Clear Channel \$4,300,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WMAS-F AC	74 / 9.4	7.1	8.6	7.1	9.6	8.0	1039 / 20.9	19.2	20.4	74 / 1075	D	WMAS-F
2	WAQY-F CL AOR	73 / 9.2	7.3	7.9	9.0	8.4	8.4	1080 / 21.7	20.2	20.5	79 / 1181	E	WAQY-F
3	WPKX-F C	57 / 7.2	9.4	9.8	9.9	10.5	9.1	779 / 15.7	17.4	19.7	57 / 785	E	WPKX-F
4	WHYN T	47 / 6.0	7.0	7.0	6.7	6.4	6.7	702 / 14.1	15.3	15.6	48 / 723	C	WHYN
5	WHYN-F AC	46 / 5.8	7.0	7.2	8.1	7.7	7.0	841 / 16.9	18.1	19.1	51 / 938	D	WHYN-F
6	WMAS ST	38 / 4.8	4.2	4.3	4.8	4.7	4.5	374 / 7.5	7.1	7.8	38 / 374	B	WMAS
7	WTIC-F CHR	32 / 4.1	4.4	4.7	5.3	5.0	4.6	859 / 17.3	17.1	18.1	33 / 897		WTIC-F
8	WAAF-F AOR-NR	31 / 3.9	3.9	2.7	4.4	3.8	3.7	483 / 9.7	8.2	10.5	34 / 513		WAAF-F
9	WKSS-F CHR	27 / 3.4	3.0	2.4	2.4	3.1	2.8	702 / 14.1	10.9	12.3	30 / 749		WKSS-F
10	WDRC-F O	26 / 3.3	2.5	3.7	3.4	3.4	3.2	470 / 9.5	9.8	9.5	29 / 483		WDRC-F
	WHMP-F AOR-P	26 / 3.3	2.6	2.3	2.0	1.4	2.5	516 / 10.4	9.8	7.4	28 / 564	C	WHMP-F
12	WNNZ T/N	24 / 3.0	3.5	3.1	1.9	2.0	2.9	409 / 8.2	8.5	6.9	25 / 440	B	WNNZ
	WCCC-F AOR	24 / 3.0	2.3	1.5	1.8	1.2	2.2	472 / 9.5	8.0	6.4	24 / 483		WCCC-F
14	WRCH-F SAC	23 / 2.9	2.7	2.2	3.0	2.6	2.7	374 / 7.5	7.9	7.3	23 / 382		WRCH-F
15	WRNX-F AOR-P	19 / 2.4	2.2	1.7	2.2	1.4	2.1	323 / 6.5	5.8	3.9	21 / 375	B	WRNX-F
	WMRQ-F AOR-NR	19 / 2.4	2.2	1.7	2.2	2.6	2.1	495 / 10.0	7.5	8.7	19 / 502		WMRQ-F
17	WSPR SP	11 / 1.4	1.2	1.4	0.9	2.0	1.2	111 / 2.2	2.4	2.9	11 / 124	A	WSPR
18	WHMP T	8 / 1.0	1.2	1.7	1.0	1.1	1.2	130 / 2.6	4.0	3.0	10 / 140	B	WHMP

12+ FM Share (Metro): 76.50 % (498 of 651) (Spring 96: 78.46 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKSS-F	1 WAQY-F	1 WAQY-F	1 WAQY-F	1 WAQY-F <	1 WHYN	1 WAQY-F	1 WMAS-F	1 WAQY-F	1 WAQY-F	1 WHYN >
2 WHMP-F	2 WMAS-F	2 WMAS-F >	2 WMAS-F >	2 WMAS-F >	WMAS-F	2 WMAS-F <	2 WAQY-F	WMAS-F	2 WMAS-F	2 WHYN-F
3 WAAF-F	3 WAAF-F	3 WHYN-F <	3 WHYN-F	3 WHYN-F <	3 WPKX-F	3 WHYN	3 WPKX-F <	3 WPKX-F	3 WKSS-F	3 WMAS-F
4 WTIC-F	4 WTIC-F	4 WPKX-F	4 WPKX-F	4 WPKX-F >	WMAS <	4 WPKX-F	4 WHYN	4 WHYN-F	4 WHYN	4 WAQY-F
	5 WPKX-F	5 WTIC-F <	5 WTIC-F	5 WTIC-F	5 WAQY-F	5 WCCC-F	5 WHYN-F <	5 WAAF-F	5 WPKX-F	5 WAAF-F
	6 WHMP-F	6 WAAF-F	6 WRNX-F <	WHYN	6 WHYN-F	6 WHYN-F <	6 WMAS >	6 WHYN <	WHYN-F	
		7 WCCC-F		WDRC-F <	7 WDRC-F	7 WMAS	7 WNNZ <			
				8 WRNX-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 WAQY-F	1 WMAS-F	1 WMAS-F >	1 WMAS-F >	1 WMAS-F >	1 WAAF-F >	1 WAAF-F <	1 WAQY-F >	1 WAQY-F >	1 WAQY-F >
2 WMAS-F	2 WAQY-F	2 WTIC-F	2 WAQY-F <	2 WHYN-F	2 WAQY-F	2 WAQY-F >	2 WAAF-F	2 WAAF-F	2 WMAS-F <
	WPKX-F	3 WPKX-F	3 WHYN-F	3 WAQY-F	3 WCCC-F	3 WCCC-F	3 WCCC-F >	3 WMAS-F <	3 WPKX-F
4 WKSS-F	WTIC-F	4 WPKX-F	4 WTIC-F	4 WPKX-F	4 WMAS-F	4 WHMP-F	4 WHMP-F	4 WCCC-F >	4 WCCC-F <
	WTIC-F >	5 WHYN-F	5 WRNX-F	5 WTIC-F	5 WAQY-F	5 WMAS-F	5 WMAS-F	5 WHMP-F	5 WHYN <
		WKSS-F >	WHYN-F >	6 WKSS-F	WDRC-F	6 WTIC-F	6 WMRQ-F	6 WPKX-F	6 WHYN-F
			7 WKSS-F >>			7 WMRQ-F	7 WMAS-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WACM	SP	1490	W. Springfield	0.4	0.9	3 47
WARE	C	1250	Ware	0.9	1.7	7 85

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBZ	N/T	1030	Boston	0.4	1.7	4 103
WFAN	SPRTS	660	New York	0.5	1.6	4 79
WHCN-F	AOR	105.9	Hartford	0.8	4.4	6 223
WPVQ-F	C	93.9	Turners Falls	0.4	0.9	13 138
WSRS-F	AC	96.1	Worcester	0.6	4.5	6 249
WTIC	FS	1080	Hartford	0.6	2.6	5 127
WVNE	REL	760	Leicester	0.4	0.7	3 41
WVYZ-F	C	92.5	Waterbury, CT	0.4	2.0	3 116
WZMX-F	CL HITS	93.7	Hartford	0.5	3.9	4 197

SPRINGFIELD, MA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	125 (3)	125 (3)	19.2 %	20.3 %	SFX WHMP-FM, WHMP-AM, WPKX-FM	11.5 %	10.4 %	18.4 %
AOR/Classic/NR	0 (2)	198 (7)	198 (9)	30.4 %	22.9 %		11.5 %	10.4 %	18.4 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
CHR	0 (0)	59 (2)	59 (2)	9.1 %	8.7 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	7 (1)	63 (3)	70 (4)	10.8 %	14.5 %				
Full Service	5 (1)	0 (0)	5 (1)	0.8 %	0.9 %				
Hispanic	14 (2)	0 (0)	14 (2)	2.2 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	82 (4)	0 (0)	82 (4)	12.6 %	15.2 %				
Oldies	0 (0)	30 (2)	30 (2)	4.6 %	6.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.5 %	0.5 %				
Soft AC/EZ	0 (0)	23 (1)	23 (1)	3.5 %	2.7 %				
Sports	4 (1)	0 (0)	4 (1)	0.6 %	0.6 %				
Standards	38 (1)	0 (0)	38 (1)	5.8 %	5.3 %				
Totals	153 (13)	498 (18)	651 (31)						

AM Stations

WHMP	1400	1 kw	Talk	Westwd, Talknt	\$14.00	D&R	SFX	Northampton
WHYN	560	5 kw/1 kw (DA-2)	Talk	ABC, CNN	\$39.00	Banner	Clear Channel	
WMAS	1450	1 kw	Standards	Westwd, ABC	\$25.00	Mc-Guild	Lappin	
WNNZ	640	50 kw/1 kw (DA-2)	Talk/News	CBS, ABC, Westwd	\$25.00	Katz		
WSPR	1270	5 kw/1 kw (DA-2)	Hispanic		\$ NA	Roslin		

FM Stations

WAQY	102.1	17 kw @ 780	Classic AOR		\$75.00	Katz	Saga	
WHMP	99.3	6 kw @ 325	Progressive AOR		\$30.00	D&R	SFX	Northampton
WHYN	93.1	8.9 kw @ 1000	AC		\$56.00	Clear Chann	Clear Channel	
WMAS	94.7	50 kw @ 195	AC		\$50.00	Mc-Guild	Lappin	
WPKX	97.9	2.2 kw @ 528	Country		\$70.00	D&R	SFX	Enfield, CT
WRNX	100.9	1.35 kw @ 692	Progressive AOR		\$25.00	---		Amherst

Notes: Other ranked stations -- See Hartford or Boston . . . WHYN reclassified as Talk from Full Service on reports by the M Street Journal that the station has turned over its entire news operation to Metro Networks in Hartford . . . 4/97 WACM (1490) sold for \$600,000 . . . 6/97 WARE (1250) dropped simulcast of WQVR-F for Westwood One's Standards format

Jim Duncan

Comments: WPKX-F is down for the fourth consecutive book . . . WHMP-F has recorded a string of four straight increases but sill only has a 3.3 . . . WHYN-F continued its rather serious decline and had its lowest share in more than three years

SPRINGFIELD, MO

Arbitron Rank: 145 Pop (12+):	257,200	Stations:	16 / 16	Last Year's Revenue:	\$15,400,000
MSA Rank:	159	Diaries:	701/367:1/60.3%	Household Income:	\$35,662
MSA Pop:	309,000	Sample Target:	680	Retail Dollars:	\$4.4 Bil.
DMA:	77	% Below Line:	0.0	#1 Biller:	KTTS-AF \$4,500,000
Average Persons Rating:	14.6	% Not Listed:	15.7	#1 Billing Portfolio:	
Market TSL In Hours:	19.25	Pop per Station:	16,075	Sunburst (pend.):	\$6,100,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	KTTS-F	48 / 12.8	14.1	18.8		19.0	690 / 26.8	30.1	30.3	108 / 1539	F	KTTS-F
2	KGMV-F	34 / 9.0	12.0	8.6		10.7	441 / 17.1	23.2	20.1	61 / 718	C	KGMV-F
3	KGBX-F	30 / 8.0	11.5	13.5		9.6	548 / 21.3	21.4	25.2	45 / 813	D	KGBX-F
4	KXUS-F	AOR	24 / 6.4	5.2	5.3	6.4	320 / 12.4	11.1	13.5	36 / 547	C	KXUS-F
5	KHTO-F	CHR	23 / 6.1	5.2	6.9	4.8	452 / 17.6	14.9	15.9	29 / 638	B	KHTO-F
	KTTS	FS/C	23 / 6.1	5.0	4.8	4.8	206 / 8.0	6.9	8.1	29 / 317	*	KTTS
7	KOSP-F	O	22 / 5.9	3.1	6.9	5.9	392 / 15.2	13.2	17.7	39 / 687	B	KOSP-F
8	KTOZ-F	AOR-NR	19 / 5.1	3.7	2.0	2.7	363 / 14.1	13.2	6.6	27 / 535	B	KTOZ-F
9	KKLH-F	CL HITS	18 / 4.8	4.4	5.3	6.4	350 / 13.6	11.0	13.4	25 / 520	A	KKLH-F
10	KLTQ-F	C	17 / 4.5	1.0	1.5	1.6	237 / 9.2	5.5	5.1	23 / 360		KLTQ-F
11	KTXR-F	SAC	16 / 4.3	5.8	4.3	5.6	288 / 11.2	13.2	12.4	33 / 529	C	KTXR-F
12	KWTO	T	15 / 4.0	4.7	4.3	4.0	223 / 8.7	11.3	13.0	23 / 362	B	KWTO

12+ FM Share (Metro): 87.07 % (276 of 317) (Spring 96: 88.98 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KHTO-F	1 KXUS-F <	1 KGBX-F	1 KGBX-F	1 KTTS-F <	1 KTTS-F >	1 KTTS-F >	1 KTTS-F	1 KTTS-F	1 KTTS-F	1 KTTS-F >>
	2 KGMV-F <	KGMV-F <	KGMV-F	2 KGMV-F <	2 KTTS	2 KGBX-F <	2 KGMV-F <	2 KGMV-F	2 KGMV-F	2 KGMV-F
3 KLTQ-F	3 KGBX-F <	3 KXUS-F	3 KTTS-F	3 KGBX-F	3 KOSP-F	3 KGMV-F <	3 KGBX-F <	3 KGBX-F	3 KHTO-F	KHTO-F
	4 KHTO-F	4 KHTO-F	KXUS-F	4 KOSP-F	4 KGMV-F <	4 KTTS >	4 KXUS-F	4 KHTO-F <	4 KTXR-F	KTTS
		KTTS-F >	5 KKLH-F	KXUS-F <	5 KGBX-F <	5 KOSP-F	5 KWTO <	5 KTOZ-F	KTOZ-F <	
	6 KKLH-F >	6 KKLH-F	6 KOSP-F	6 KKLH-F >	6 KTXR-F	6 KXUS-F <	6 KOSP-F	KXUS-F	6 KGBX-F	
		7 KOSP-F	7 KLTQ-F		7 KWTO >	7 KWTO-F	7 KKLH-F			
		KTOZ-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 KHTO-F	1 KGBX-F >	1 KGBX-F	1 KGBX-F	1 KTTS-F	1 KXUS-F	1 KXUS-F >	1 KXUS-F >	1 KXUS-F >	1 KXUS-F >
2 KGBX-F	2 KGMV-F	2 KKLH-F	2 KGMV-F	2 KGBX-F <	2 KHTO-F	2 KGMV-F	2 KGMV-F >	2 KGMV-F	2 KGMV-F
	KHTO-F	3 KGMV-F >	3 KTTS-F	3 KGMV-F	3 KTOZ-F >	KTOZ-F	3 KTOZ-F	3 KGBX-F	3 KGBX-F
4 KGMV-F >>	KKLH-F >	4 KQMO-F	4 KHTO-F	4 KKLH-F	4 KLTQ-F	4 KHTO-F	4 KLTQ-F >	4 KHTO-F	KTTS-F
		5 KTOZ-F	KADI-F >	KKLH-F	KGMV-F	5 KLTQ-F >		5 KTOZ-F	5 KOSP-F
				6 KOSP-F	6 KLTQ-F	KADI-F >>			6 KWTO
									KKLH-F

Consolidation Report	12+	25-54	Revenue	Other Rated Stations							
				Metro Share	Cume Rating	TSA AQH	Cume				
Great Emprle KLTQ-FM, KTTS-FM, KTTS-AM	23.4 %	16.2 %	30.5 %	KADI-F	REL	99.5	Republic	2.1	5.8	8	159
Local KHTO-FM, KQMO-FM	8.2 %	6.5 %	4.1 %	KGMV-F	ST	1400	Springfield	0.8	2.3	3	67
Meyer KTXR-FM, KWTO-FM, KWTO-AM	10.7 %	10.2 %	14.3 %	KQMO-F	AC/CHR	104.1	Ash Grove	2.1	7.0	9	264
Midwest Family KKLH-FM, KOSP-FM	10.7 %	15.3 %	7.5 %	KWTO-F	CL AOR	98.7	Springfield	2.4	8.6	15	432
Sunburst, pend. KGBX-FM, KGMV-FM, KGMV-AM, KTOZ-FM, KXUS-FM	29.3 %	32.4 %	39.6 %								
	82.3 %	80.6 %	96.0 %								

SPRINGFIELD, MO

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	38 (2)	38 (2)	12.0 %	14.3 %
AOR/Classic/NR	0 (0)	52 (3)	52 (3)	16.4 %	14.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	23 (1)	23 (1)	7.3 %	6.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	23 (1)	99 (3)	122 (4)	38.5 %	37.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	15 (1)	0 (0)	15 (1)	4.7 %	5.4 %
Oldies	0 (0)	40 (2)	40 (2)	12.6 %	8.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	8 (1)	8 (1)	2.5 %	3.9 %
Soft AC/EZ	0 (0)	16 (1)	16 (1)	5.0 %	6.5 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	3 (1)	0 (0)	3 (1)	0.9 %	3.6 %
Totals	41 (3)	276 (13)	317 (16)		

AM Stations

Station	Freq	Power	Format	ABC	\$ NA	Allied	Great Empire
KTTS	1260	5 kw (DA-N)	Country	ABC	\$ NA	Allied	Great Empire
KWTO	560	5 kw/4 kw (DA-2)	Talk	ABC, Westwd, CBS	\$ < 20.00	Mc-Guild	Meyer

FM Stations

Station	Freq	Power	Format	ABC	\$ NA	Allied	Great Empire
KADI	99.5	6 kw @ 328	Religion	SRN	\$ < 20.00	---	Republic
KGBX	105.9	38 kw @ 558	AC		\$ 51.00	Katz	Sunburst Nixa
KGMV	100.5	33 kw @ 600	Country		\$ 45.00	Katz	Sunburst Aurora
KHTO	106.7	25 kw @ 328	CHR		\$ < 20.00	Banner	KQMO-F Mt. Vernon
KKLH	104.7	35 kw @ 581	Classic Hits	AP	\$ < 20.00	---	Midwest Family Marshfield
KLTQ	96.5	50 kw @ 492	Country		\$ < 20.00	---	Great Empire Sparta
KOSP	105.1	50 kw @ 492	Oldies		\$ 22.00	---	Midwest Family Willard
KTOZ	95.5	50 kw @ 492	AOR-New Rock		\$ 10.00	Banner	Sunburst, pend. Pleasant Hope
KTTS	94.7	100 kw @ 1102	Country	ABC	\$ 75.00	Allied	Great Empire
KTXR	101.3	100 kw @ 1181	Soft AC	Westwd	\$ 22.00	Mc-Guild	Meyer
KWTO	98.7	100 kw @ 551	Classic AOR	ABC	\$ < 20.00	Mc-Guild	Meyer
KXUS	97.3	100 kw @ 581	AOR		\$ 25.00	Roslin	Sunburst

Notes: * KTTS revenue included with KTTS-F . . . 3/97 KXUS-F sold by Demaree to Sunburst for \$5,500,000 . . . 8/97 KTOZ-F sold to Sunburst for \$3,300,000 (Bergner)

Jim Duncan

Comments: KTTS-F slipped to its lowest share since 1980; it has been hurt some by co-owned KLTQ-F . . . KOSP-F recovered to historical levels after a very weak Fall book . . . Listening levels are down by 1.1 rating points from Spring '96 rates

STOCKTON

Arbitron Rank: 85	Pop (12+): 429,400	Stations: 42 / 9	Last Year's Revenue: \$8,700,000
MSA Rank: 94		Diarles: 892/481;1/51.8%	Household Income: \$39,735
MSA Pop: 542,000		Sample Target: 860	Retail Dollars: \$3.9 Bil.
DMA: Sacramento (#17)		% Below Line: 57.4	#1 Biller: KWIN-F NA
Average Persons Rating: 15.4		% Not Listed: 18.1	#1 Billing Portfolio: Silverado \$ NA
Market TSL in Hours: 21.00		Pop per Station: 47,711	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	KATM-F	C	78 / 11.8	11.3	11.9	11.2	13.1	922 / 21.5	22.4	22.5	KATM-F
2	KWIN-F	CHR	57 / 8.6	8.3	8.0	6.6	6.0	886 / 20.6	21.7	19.8	KWIN-F
3	KQOD-F	O	42 / 6.3	6.0	4.4	6.8	9.1	733 / 17.1	15.2	11.8	KQOD-F
4	KHKK-FF	CL AOR	32 / 4.8	6.5	5.9	6.6	6.9	554 / 12.9	15.9	14.8	KHKK-FF
5	KNBR	SPRTS/FS	31 / 4.7	3.3	3.9	3.5	3.9	459 / 10.7	8.1	11.0	KNBR
6	KOSO-F	AC/CHR	28 / 4.2	4.2	4.1	5.6	3.2	417 / 9.7	12.2	11.4	KOSO-F
7	KMIX-F	SP	22 / 3.3	4.2	1.8	1.2		276 / 6.4	5.1	5.3	KMIX-F
8	KHOP-F	AOR/CL	20 / 3.0	4.6	3.7	2.1	3.2	439 / 10.2	12.1	11.6	KHOP-F
9	KZMS-F	SP	15 / 2.3		1.0			97 / 2.3		2.4	KZMS-F
10	KJOY-F	SAC	13 / 2.0	1.6	0.9	1.5	1.3	173 / 4.0	5.1	4.1	KJOY-F

12+ FM Share (Metro): 75.65 % (410 of 542) (Spring 96: 67.03 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KWIN-F >>	1 KATM-F	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KATM-F	1 KATM-F	1 KATM-F >	1 KATM-F >	1 KWIN-F <	1 KATM-F >
2 KATM-F	2 KWIN-F >	2 KWIN-F	2 KHKK-FF <	2 KQOD-F <	2 KQOD-F	2 KWIN-F	2 KWIN-F	2 KWIN-F	2 KATM-F >	2 KWIN-F
3 KSFM-F >	3 KOSO-F	3 KHKK-FF <	3 KQOD-F <	3 KHKK-FF	3 KNBR <	3 KQOD-F >	3 KQOD-F	3 KQOD-F	3 KQOD-F <	3 KQOD-F
	4 KZMS-F	4 KQOD-F <	4 KWIN-F <	4 KWIN-F	4 KHKK-FF >	4 KHOP-F <	4 KOSO-F <	4 KNBR <	4 KHOP-F	
		KHOP-F	5 KOSO-F	5 KOSO-F	5 KOSO-F <	5 KNBR	5 KHKK-FF <	5 KHKK-FF <		
			6 KNBR	6 KNBR >	6 KNBR >	6 KHKK-FF	6 KNBR >	6 KOSO-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 KWIN-F	1 KATM-F	1 KATM-F	1 KATM-F	1 KATM-F	1 KWIN-F >	1 KATM-F	1 KATM-F >>	1 KATM-F >	1 KATM-F
2 KATM-F >	2 KWIN-F <	2 KOSO-F	2 KWIN-F	2 KOSO-F <	2 KHOP-F	2 KWIN-F	2 KWIN-F	2 KNBR	2 KNBR
3 KOSO-F >>	3 KOSO-F >>	3 KWIN-F >	3 KOSO-F	3 KQOD-F <	KZMS-F >	3 KZMS-F	KNBR >	KHKK-FF	3 KHKK-FF
	4 KQOD-F >	4 KQOD-F	4 KQOD-F >	4 KWIN-F	4 KYLD-F >	4 KHOP-F	4 KZMS-F >	4 KWIN-F	4 KQOD-F >
			5 KHKK-FF	5 KHKK-FF >		5 KNBR >		5 KQOD-F <	5 KWIN-F
								6 KZMS-F <	

Other Rated Stations Metro Cume TSA
Share Rating AQH Cume

KCVR	SP	1570	Lodi	1.1	1.9
KJAX	T	1280	Stockton	0.8	2.0
KSTN-F	SP	107.3	Stockton	0.6	3.0
KSTN	B	1420	Stockton	1.1	3.8
KWG	SP	1230	Stockton	0.8	1.7

Other Rated Stations--Outside Market Metro Cume TSA
Share Rating AQH Cume

KCBS	N/T	740	San Francisco	1.8	6.8
KCTC	ST	1320	Sacramento	1.7	2.7
KFBK	N/T	1530	Sacramento	1.4	3.8
KFIV	T	1360	Modesto	0.5	1.5
KFRC	O	610	San Francisco	0.8	2.5
KGO	T	810	San Francisco	1.2	3.2
KHTK	SPRTS	1140	Sacramento	1.4	3.1
KIOI-F	AC	101.3	San Francisco	0.8	2.0
KJSN-F	AC	102.3	Modesto	0.9	2.3
KKIQ-F	AC	101.7	Livermore	1.7	4.6
KNCI-F	C	105.1	Sacramento	0.5	2.3
KOIT-F	SAC	96.5	San Francisco	0.8	2.0
KOME-F	AOR-NR	98.5	San Jose	0.6	1.4
KRAK-F	C	98.5	Sacramento	0.9	4.1
KRVR-F	J	105.5	Copperopolis	1.2	3.4
KSFM-F	CHR	102.5	Woodland	1.2	5.3
KSFO	T	560	San Francisco	1.2	2.0
KSSJ-F	J	101.9	Shingle Springs	1.1	2.7
KSTE	T	650	Rancho Cordova	0.8	2.2
KTRB	SP	860	Modesto	1.1	2.5
KVFX-F	CL AOR	94.3	Manteca	1.5	6.1
KWNN-F	CHR	98.3	Turlock	0.5	1.5
KWOD-F	CHR-NR	106.5	Sacramento	1.8	5.3
KYLD-F	B	107.7	San Mateo	1.2	2.7
KZZO-F	AC-NR	100.5	Sacramento	0.5	3.5

STOCKTON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	53 (5)	53 (5)	9.8 %	6.7 %	Silverado	13.8 %	11.3 %	%
AOR/Classic/NR	0 (0)	66 (5)	66 (5)	12.2 %	17.2 %	KCVR-AM, KMIX-FM, KWG-AM, KWIN-FM			
Black/Urban	7 (1)	8 (1)	15 (2)	2.8 %	1.5 %		13.8 %	11.3 %	%
CHR	0 (0)	80 (4)	80 (4)	14.8 %	13.6 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	87 (3)	87 (3)	16.1 %	15.8 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	19 (3)	41 (3)	60 (6)	11.1 %	13.0 %				
Jazz	0 (0)	15 (2)	15 (2)	2.8 %	1.4 %				
News/Talk	50 (7)	0 (0)	50 (7)	9.2 %	12.7 %				
Oldies	5 (1)	42 (1)	47 (2)	8.7 %	9.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %				
Soft AC/EZ	0 (0)	18 (2)	18 (2)	3.3 %	1.9 %				
Sports	40 (2)	0 (0)	40 (2)	7.4 %	3.9 %				
Standards	11 (1)	0 (0)	11 (1)	2.0 %	2.2 %				
Totals	132 (15)	410 (26)	542 (41)						

AM Stations

Station	Freq	Pwr	Day	Format	Company	City
KCVR	1570	5 kw/0.5 kw	(DA-2)	Hispanic	Lotus	Lodi
KJAX	1280	1 kw	(DA-N)	Talk	Capstar	
KSTN	1420	5 kw/1 kw	(DA-2)	Black	ABC	
KWG	1230	1 kw		Hispanic	Katz	Lodi

FM Stations

Station	Freq	Pwr	Day	Format	Company	City
KMIX	100.9	6 kw	@ 328	Hispanic	Katz	Tracy
KQOD	100.1	6 kw	@ 285	Oldies	Eastman	
KSTN	107.3	8.1 kw	@ 1610	Hispanic	ABC	
KWIN	97.7	3 kw	@ 300	CHR	Allied	Lodi

Notes: Other ranked stations -- See Modesto, Sacramento or San Francisco . . . There is no TSA for the market

SYRACUSE

Arbltron Rank: 70	Pop (12+): 547,400	Stations: 29 / 21	Last Year's Revenue: \$23,000,000
MSA Rank: 73		Diarles: 1,799/304:1/58.0%	Household Income: \$42,014
MSA Pop: 748,000		Sample Target: 1,740	Retail Dollars: \$6.3 Bil.
DMA: 69		% Below Line: 5.6	#1 Biller: WYYY-F \$4,500,000
Average Persons Rating: 16.2		% Not Listed: 16.1	#1 Billing Portfolio:
Market TSL In Hours: 21.50		Pop per Station: 26,067	Cox \$11,150,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WBBS-F	C	103 / 11.6	10.8	9.1	9.6	7.8	1001 / 18.3	17.7	16.9	121 / 1389	D	WBBS-F
2	WSYR	FS	75 / 8.4	9.1	9.5	8.9	8.4	1066 / 19.5	23.7	20.4	82 / 1208	E	WSYR
3	WNTQ-F	CHR	71 / 8.0	9.2	10.2	9.2	10.9	1477 / 27.0	28.4	31.8	94 / 1966	E	WNTQ-F
4	WYYY-F	AC	59 / 6.6	6.9	7.1	6.8	9.7	991 / 18.1	20.0	22.8	68 / 1241	F	WYYY-F
5	WSEN-F	O	55 / 6.2	6.7	7.3	7.8	6.8	992 / 18.1	17.8	19.4	67 / 1230	C	WSEN-F
6	WAQX-F	AOR	52 / 5.8	5.2	6.6	6.5	6.6	1034 / 18.9	18.6	16.8	60 / 1242	E	WAQX-F
7	WWHT-F	CHR	46 / 5.2	4.8	3.4	2.5	2.8	917 / 16.7	12.5	7.1	60 / 1233	A	WWHT-F
8	WTKW-FF	CL AOR	45 / 5.1	4.4	4.4	5.1	5.5	810 / 11.1	10.8	11.8	47 / 700	C	WTKW-FF
9	WRDS-F	B/AC	38 / 4.3	3.3	3.0	4.3	2.4	350 / 6.4	4.6	4.0	40 / 396	A	WRDS-F
11	WLTI-F	SAC	35 / 3.9	4.6	4.2	1.3	1.1	541 / 9.9	11.3	2.0	35 / 550		WLTI-F
10	WKRL-FF	AOR	35 / 3.9	4.2	3.6	4.8	4.9	681 / 12.4	10.5	11.1	37 / 726	B	WKRL-FF
12	WFBL	ST	29 / 3.3	2.9	3.4	4.4	3.8	376 / 6.9	7.7	8.2	33 / 423	A	WFBL
13	WTLA-AA	ST	17 / 1.9	2.0	2.0	1.5	1.7	262 / 4.8	5.1	4.8	17 / 269	A	WTLA-AA
	WFRG-F	C	17 / 1.9	2.0	1.5	1.5	1.7	227 / 4.2	4.6	4.2	50 / 616		WFRG-F
15	WNSS	N	14 / 1.6	1.0	1.9	1.6	0.3	348 / 6.3	7.9	1.6	15 / 370		WNSS

12+ FM Share (Metro): 80.16 % (598 of 746) (Spring 96: 80.44 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WWHT-F >>	1 WNTQ-F	1 WBBS-F	1 WBBS-F	1 WBBS-F	1 WSYR	1 WSYR	1 WBBS-F	1 WBBS-F >	1 WBBS-F <	1 WSYR
2 WKRL-FF	2 WBBS-F >	2 WNTQ-F	2 WNTQ-F	2 WYYY-F	2 WBBS-F	2 WBBS-F	2 WSYR <	2 WNTQ-F <	2 WWHT-F	2 WBBS-F >>
3 WNTQ-F	3 WAQX-F	3 WAQX-F	3 WYYY-F <	WNTQ-F	3 WSEN-F	3 WNTQ-F <	3 WNTQ-F	3 WYYY-F	3 WKRL-FF	
	4 WKRL-FF	WYYY-F	4 WTKW-FF	4 WTKW-FF	4 WYYY-F >	4 WAQX-F	4 WYYY-F <	4 WWHT-F	4 WSYR	
	WWHT-F	5 WTKW-FF	5 WAQX-F	5 WSEN-F	5 WFBL <	5 WYYY-F	5 WSEN-F	5 WSEN-F <	WNTQ-F	
	6 WTKW-FF	6 WSEN-F <	6 WSEN-F	6 WAQX-F	6 WLTI-F	6 WSEN-F <	6 WTKW-FF	6 WRDS-F <	6 WRDS-F <	
		7 WWHT-F <	7 WSYR	7 WSYR	7 WTKW-FF	7 WTKW-FF >	7 WAQX-F	7 WAQX-F	7 WSEN-F	
								WTKW-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 WBBS-F >>	1 WNTQ-F	1 WNTQ-F >>	1 WBBS-F	1 WBBS-F <	1 WWHT-F	1 WNTQ-F	1 WTKW-FF	1 WBBS-F	1 WBBS-F
2 WWHT-F	2 WBBS-F >	2 WBBS-F	2 WNTQ-F	2 WNTQ-F <	WAQX-F	WAQX-F	WNTQ-F <	2 WAQX-F	2 WTKW-FF
	WNTQ-F >	3 WWHT-F	3 WYYY-F	3 WYYY-F >	WKRL-FF	3 WBBS-F	3 WAQX-F	3 WTKW-FF <	3 WAQX-F
4 WAQX-F	4 WAQX-F	4 WTKW-FF	4 WLTI-F	4 WLTI-F	4 WNTQ-F	WKRL-FF <	4 WBBS-F	4 WNTQ-F	4 WYYY-F <
	WRDS-F	WYYY-F	WAQX-F	WWHT-F <	5 WBBS-F >	5 WTKW-FF	5 WKRL-FF	5 WKRL-FF	5 WSEN-F <
		6 WRDS-F	6 WLTI-F	6 WRDS-F	6 WWHT-F	6 WWHT-F	6 WRDS-F	6 WYYY-F <	6 WNTQ-F <
			WWHT-F	WAQX-F <		7 WRDS-F >		7 WSEN-F	7 WSYR >
				WSYR					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WHEN	SPRIS	620	Syracuse 1.2 6.1 19 421
WMCR-AF	AC	1600	Oneida 0.3 0.9 9 110
WSCP-F	C	101.7	Pulaski 1.0 1.7 11 110

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WLZW-F	AC	98.7	Utica 0.9 2.1 18 260
WNVE-F	AOR-NR	95.1	S. Bristol 0.8 3.0 32 629
WODZ-F	O	96.1	Rome 0.3 1.1 7 164
WOUR-F	AOR	96.9	Utica 0.4 3.5 14 371
WPCX-F	AOR-P	106.9	Auburn 0.8 2.3 15 282
WSKS-F	CHR	102.5	Rome 0.4 2.4 10 312

SYRACUSE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	2 (1)	68 (3)	70 (4)	9.4 %	9.2 %	Cox	33.0 %	31.9 %	48.5 %
AOR/Classic/NR	0 (0)	149 (8)	149 (8)	20.0 %	20.5 %	WBBS-FM, WHEN-AM, WSYR-AM, WWHT-FM, WYYY-FM			
Black/Urban	0 (0)	38 (1)	38 (1)	5.1 %	3.5 %	Pilot	19.3 %	22.0 %	32.6 %
CHR	0 (0)	121 (3)	121 (3)	16.2 %	16.7 %	WAQX-FM, WLTJ-FM, WNSS-AM, WNTQ-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Radio Corp.	10.8 %	11.5 %	8.3 %
Country	0 (0)	129 (3)	129 (3)	17.3 %	12.9 %	WKRH-FM, WKRL-FM, WSGO-AM, WTKV-FM, WTKW-FM, WTLA-AM			
Full Service	75 (1)	0 (0)	75 (1)	10.1 %	11.1 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		63.1 %	65.4 %	89.4 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	14 (1)	0 (0)	14 (1)	1.9 %	2.2 %				
Oldies	0 (0)	58 (2)	58 (2)	7.8 %	9.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %				
Soft AC/EZ	0 (0)	35 (1)	35 (1)	4.7 %	4.9 %				
Sports	11 (1)	0 (0)	11 (1)	1.5 %	3.1 %				
Standards	46 (3)	0 (0)	46 (3)	6.2 %	6.2 %				
Totals	148 (7)	598 (21)	746 (28)						

AM Stations

Station	Freq	Power	Format	Network	Share	Advertiser	Agency	City
WFBL	1050	2.5 kw/19 w (DA-2)	Standards	CNN, Westwd	\$<20.00	Mc-Guild	Buckley	Baldwinsville
WHEN	620	5 kw/1 kw (DA-N)	Sports	ABC, 1-on-1, Westwd	\$22.00	Eastman	Cox	
WNSS	1260	5 kw (DA-N)	News	CBS, AP	\$16.00	Banner	Pilot	
WSYR	570	5 kw (DA-2)	Full Service	Westwd, AP	\$66.00	Katz	Cox	
WTLA	1200	1 kw (DA-N)	Standards	ABC	\$<20.00	Allied	Radio Corp.	N. Syracuse

FM Stations

Station	Freq	Power	Format	Network	Share	Advertiser	Agency	City
WAQX	95.7	25 kw @ 298	AOR	ABC	\$75.00	Banner	Pilot	Manlius
WBBS	104.7	50 kw @ 492	Country		\$54.00	Katz	Cox	Fulton
WKRH	106.5	5 kw @ 328	See WKRL-F					Minetto
WKRL	100.9	6 kw @ 165	AOR	ABC	\$25.00	Allied	Radio Corp.	N. Syracuse
WLTJ	105.9	1.25 kw @ 200	Soft AC	CBS	\$ NA	Banner	Pilot	
WNTQ	93.1	97 kw @ 660	CHR		\$75.00	Banner	Pilot	
WRDS	102.1	6 kw @ 220	Black AC	ABC	\$ NA	Allied		Phoenix
WSCP	101.7	2.5 kw @ 364	Country		\$ NA	—		Putaski
WSEN	92.1	25 kw @ 300	Oldies	CBS, Westwd	\$38.00	Mc-Guild	Buckley	Baldwinsville
WTKV	105.5	1.8 kw @ 417	See WTKW-F					Oswego
WTKW	99.5	6 kw @ 328	Classic AOR	ABC, AP	\$30.00	Allied	Radio Corp.	Bridgeport
WWHT	107.9	50 kw @ 500	CHR	ABC	\$<20.00	Eastman	Cox	
WYYY	94.5	100 kw @ 650	AC		\$93.00	Katz	Cox	

Notes: WFRG-F -- See Utica-Rome . . . 5/97 WMBO/WPCX-F (Auburn) sold for \$1,685,000 . . . 6/97 WXOS-F (96.7; Oswego) sold to WOLF for \$65,000 (Rosenblum)

Jim Duncan

Comments: WBBS-F had its highest share in many years . . . WYYY-F continued to slide, down to its lowest share in over a decade . . . WWHT-F continued to improve and is at record levels for the facility

TALLAHASSEE

Arbitron Rank: 167 Pop (12+): 201,000	Stations: 17 / 14	Last Year's Revenue: \$9,600,000
MSA Rank: 168	Diaries: 685/293:1/50.0%	Household Income: \$37,766
MSA Pop: 265,000	Sample Target: 610	Retail Dollars: \$2.6 Bil.
DMA: 116	% Below Line: 3.8	#1 Biller: WTNT \$1,900,000
Average Persons Rating: 15.7	% Not Listed: 17.2	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 14,357	Clear Channel (pend.) \$3,780,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	WHBX-F	B/AC	46 / 14.6	15.5	16.1	14.6	415 / 20.6	20.5	19.8	80 / 748	B	WHBX-F
2	WBZE-F	AC	31 / 9.9	7.6	8.5	7.8	458 / 22.8	19.5	24.2	41 / 640	C	WBZE-F
3	WWLD-F	CHR	27 / 8.6	4.3	5.4	4.1	498 / 24.8	18.7	15.6	28 / 568	A	WWLD-F
4	WJZT-F	J	21 / 6.7	2.9	2.2		254 / 12.6	8.5	8.8	25 / 331	A	WJZT-F
5	WAIB-F	C	20 / 6.4	6.1	4.7	7.8	315 / 15.7	14.2	15.4	26 / 461	B	WAIB-F
6	WGLF-F	AOR	18 / 5.7	5.8	5.4	4.1	326 / 16.2	16.7	14.4	34 / 624	B	WGLF-F
	WXSR-F	AOR-NR	18 / 5.7	6.5	6.3	6.8	352 / 17.5	16.3	16.8	23 / 478	B	WXSR-F
8	WTNT-F	C	17 / 5.4	8.7	8.2	9.5	303 / 15.1	19.4	19.2	64 / 943	C	WTNT-F
9	WWFO-F	AOR/CL	15 / 4.8	5.4	6.0	4.7	278 / 13.8	14.7	14.8	19 / 387	B	WWFO-F
10	WSNI-F	O	12 / 3.8	5.4	5.0	3.7	275 / 13.7	17.4	17.0	25 / 562	B	WSNI-F
11	WMLO-F	SAC	10 / 3.2	3.6	5.4	5.1	204 / 10.2	12.4	11.6	15 / 324	B	WMLO-F

12+ FM Share (Metro): 95.00 % (247 of 260) (Spring 96: 90.16 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WWLD-F >	1 WHBX-F	1 WHBX-F >	1 WHBX-F	1 WHBX-F <	1 WHBX-F	1 WHBX-F >	1 WHBX-F	1 WHBX-F >	1 WHBX-F	1 WWLD-F
2 WHBX-F	2 WWLD-F	2 WBZE-F	2 WBZE-F >	2 WBZE-F	WJZT-F	2 WBZE-F >	2 WBZE-F	2 WBZE-F <	2 WWLD-F	WBZE-F
WAIB-F >	3 WBZE-F <	3 WWLD-F >	3 WJZT-F	3 WJZT-F >	3 WBZE-F	3 WTNT-F	3 WWLD-F <	3 WWLD-F	3 WBZE-F	3 WHBX-F
4	4 WXSR-F	4 WGLF-F	4 WGLF-F <	4 WGLF-F	4 WTNT-F	4 WWLD-F	4 WJZT-F	4 WAIB-F	4 WAIB-F	4 WTNT-F
5	5 WAIB-F	WJZT-F	5 WWFO-F <	5 WWFO-F <	5 WSNI-F	WJZT-F	5 WGLF-F	5 WXSR-F <	5 WXSR-F	WAIB-F
6	6 WWFO-F	WAIB-F <	6 WAIB-F	6 WAIB-F	WGLF-F	6 WAIB-F <	6 WXSR-F	6 WJZT-F <	6 WJZT-F >	WJZT-F >>
	WGLF-F	7 WXSR-F <	7 WXSR-F	7 WWLD-F	WMLO-F >	7 WXSR-F <	WAIB-F	7 WGLF-F		
		8 WWFO-F >	WWLD-F	WTNT-F		8 WGLF-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 WWLD-F	1 WWLD-F	1 WBZE-F	1 WBZE-F	1 WBZE-F	1 WHBX-F >>	1 WHBX-F >	1 WXSR-F >	1 WHBX-F >>	1 WJZT-F
2 WHBX-F	WBZE-F	2 WHBX-F >>	WHBX-F	2 WHBX-F >	2 WWLD-F >	2 WXSR-F	2 WBZE-F	2 WGLF-F	2 WHBX-F
3 WAIB-F	WHBX-F	3 WWLD-F	3 WWLD-F	3 WJZT-F	3 WXSR-F >>	3 WWLD-F >	WGLF-F	WWLD-F	3 WGLF-F
4 WXSR-F	4 WAIB-F	WAIB-F >	4 WAIB-F >	4 WAIB-F		4 WBZE-F	WWFO-F	4 WXSR-F	4 WBZE-F
	5 WXSR-F >		5 WGLF-F	5 WSNI-F		WGLF-F	WTNT-F	WWFO-F	WWFO-F
			WXSR-F	WGLF-F		WWFO-F	WHBX-F	WJZT-F	6 WXSR-F
			WJZT-F	WWLD-F		WAIB-F	WAIB-F >	7 WBZE-F	

Consolidation Report	12+	25-54	Revenue
Clear Channel, pend.	22.6 %	25.4 %	39.4 %
WJZT-FM, WNLS-AM, WSNI-FM, WTNT-FM, WXSR-FM			
HVS	34.3 %	31.6 %	25.0 %
WBZE-FM, WHBT-AM, WHBX-FM, WWLD-FM			
Local	11.2 %	11.7 %	13.2 %
WAIB-FM, WWFO-FM			
	68.0 %	68.7 %	77.6 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WANM	N	1070	Tallahassee	1.0	3.0	3 60
WNLS	SPRTS	1270	Tallahassee	1.0	3.9	3 102
WTAL	T	1450	Tallahassee	2.2	4.0	8 90
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WGWD-F	C	93.3	Gretna	1.9	5.0	11 231
WPFM-F	CHR	107.9	Panama City	0.6	2.1	6 115

TALLAHASSEE

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	31 (1)	31 (1)	11.9 %	11.7 %
AOR/Classic/NR	0 (0)	51 (3)	51 (3)	19.6 %	22.0 %
Black/Urban	0 (0)	46 (1)	46 (1)	17.7 %	19.3 %
CHR	0 (0)	29 (2)	29 (2)	11.2 %	5.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	43 (3)	43 (3)	16.5 %	19.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	21 (1)	21 (1)	8.1 %	3.6 %
News/Talk	10 (2)	4 (1)	14 (3)	5.4 %	4.5 %
Oldies	0 (0)	12 (1)	12 (1)	4.6 %	6.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %
Soft AC/EZ	0 (0)	10 (1)	10 (1)	3.8 %	4.5 %
Sports	3 (1)	0 (0)	3 (1)	1.2 %	1.8 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	13 (3)	247 (14)	260 (17)		

AM Stations

Station	Power	Time	Format	Comments	Buyer	Station	Comments
WNLS	1270	5 kw (DA-N)	Sports	Westwd, 1-on-1	\$ NA	Christal	Clear Channel, pend.
WTAL	1450	1 kw	Talk	CBS, Westwd, UBN	\$ NA	Roslin	

FM Stations

Station	Freq	Power	Format	Comments	Buyer	Station	Comments
WAIB	103.1	50 kw @ 295	Country		\$<20.00	K&P	WWFO-F
WBZE	98.9	100 kw @ 390	AC	Westwd	\$30.00	Katz	HVS
WGLF	104.1	100 kw @ 1394	AOR		\$23.00	Katz	Timm
WHBX	96.1	37 kw @ 479	Black AC	ABC, Westwd	\$21.00	Katz	HVS
WJZT	100.7	11.5 kw @ 489	Jazz		\$<20.00	Christal	Clear Channel, pend. Midway
WMLO	104.9	47 kw @ 505	Soft AC	CNN	\$20.00	—	Partech Havana
WSNI	107.1	61 kw @ 823	Oldies		\$22.00	Christal	Clear Channel, pend. Thomasville, GA
WTNT	94.9	100 kw @ 840	Country	ABC	\$45.00	Christal	Clear Channel, pend.
WWFO	99.9	50 kw @ 492	Classic AOR		\$<20.00	Allied	WAIB-F Lafayette
WWLD	106.1	3 kw @ 328	CHR		\$<20.00	Katz	HVS/Timm
WXSR	101.5	50 kw @ 476	AOR-NR	Source, Westwd	\$<20.00	Christal	Clear Channel, pend. Quincy

Notes: 2/97 WMLO-F sold by Ed Winton for \$1,900,000 . . . 3/97 WTAL-F (105.7; Monticello) came on the air with a Talk format (partial simulcast of WTAL) . . . 6/97 Paxson sold these stations to Clear Channel: WNLS for \$270,000; WJZT-F for \$540,000; WSNI-F for \$2,300,000; WTNT-F for \$7,800,000; WXSR-F for \$1,800,000 . . . 7/97 WMLO-F changed from Soft AC to AC/CHR as WFLV-F ("Live 105")

Jim Duncan

Comments: WJZT-F has a remarkable 6.7 share, extremely high for a Jazz station . . . WTNT-F slumped to its lowest share since 1983 . . . WWLD-F recorded its highest share in many years

TAMPA-ST. PETERSBURG

Arbitron Rank: 21 Pop (12+): 1,906,400
MSA Rank: 23
MSA Pop: 2,220,000
DMA: 15
Average Persons Rating: 16.9
Market TSL In Hours: 22.75

Stations: 28 / 27
Diaries: 3,324/574:1/50.4%
Sample Target: 3,080
% Below Line: 0.4
% Not Listed: 13.4
Pop per Station: 70,607

Last Year's Revenue: \$91,000,000
Household Income: \$34,064
Retail Dollars: \$24.0 Bil.
#1 Biller: WQYK-AF \$12,100,000
#1 Billing Portfolio: Jacor \$30,850,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WFLZ-F	CHR	307 / 8.5	9.5	7.9	8.2	8.4	8.8	4381 / 23.0	21.8	20.9	433 / 6408	H	WFLZ-F
2	WQYK-F	C	219 / 6.8	8.2	7.9	7.7	7.3	7.7	2836 / 14.8	17.3	16.1	247 / 3235	I	WQYK-F
3	WDUV-F	EZ/ST	216 / 6.7	8.1	6.6	6.5	6.6	7.0	2240 / 11.7	12.2	12.2	382 / 4144	D	WDUV-F
4	WFLA	T	206 / 6.4	5.8	6.9	6.9	6.5	6.5	2500 / 13.1	12.1	13.5	243 / 3076	G	WFLA
5	WWRM-F	SAC	196 / 6.1	5.6	5.6	6.0	4.3	5.8	2880 / 15.1	12.9	13.4	255 / 3926	G	WWRM-F
6	WXTB-F	AOR	169 / 5.3	4.8	5.2	5.5	5.3	5.2	2174 / 11.4	10.8	12.8	218 / 2855	H	WXTB-F
7	WRBQ-F	C	155 / 4.8	5.0	5.3	5.2	5.7	5.1	2168 / 11.4	13.1	13.8	197 / 2750	G	WRBQ-F
8	WCOF-F	CL HITS	142 / 4.4	4.0	4.4	4.0	3.3	4.2	2078 / 10.9	11.0	10.5	166 / 2456	E	WCOF-F
9	WYUU-F	O	140 / 4.4	3.6	4.8	4.2	4.0	4.2	2204 / 11.8	12.0	11.6	148 / 2469	F	WYUU-F
	WAKS-F	AC/CHR	140 / 4.4	4.2	4.5	4.2	4.1	4.3	2045 / 10.7	11.7	10.5	165 / 2461	G	WAKS-F
11	WHPT-F	AOR-P	126 / 3.9	3.6	2.8	3.8	3.3	3.5	1980 / 10.4	8.7	10.0	189 / 3059	H	WHPT-F
12	WGUL-AF	ST	122 / 3.8	5.0	4.7	4.7	6.0	4.5	1137 / 6.0	6.4	7.5	146 / 1421	C	WGUL-AF
13	WSJT-F	J	113 / 3.5	3.3	4.0	4.5	3.3	3.8	1702 / 8.9	9.3	7.7	157 / 2492	E	WSJT-F
14	WMTX-F	AC	105 / 3.3	3.7	4.0	4.4	6.3	3.8	2145 / 11.2	11.2	14.7	114 / 2490	H	WMTX-F
15	WTBT-F	CL AOR	93 / 2.9	2.2	1.8	2.0	2.2	2.2	1133 / 5.9	5.3	5.2	93 / 1143	C	WTBT-F
16	WLVU-F	ST	54 / 1.7	2.1	2.0	1.6	1.5	1.8	650 / 3.4	3.8	3.0	54 / 665	B	WLVU-F
17	WTMP	B	48 / 1.5	1.5	1.5	1.0	1.7	1.4	738 / 3.9	3.5	3.8	49 / 752	B	WTMP
18	WRBQ	B	46 / 1.4	1.8	2.0	1.3	1.6	1.6	713 / 3.7	4.2	4.0	54 / 885	B	WRBQ

12+ FM Share (Metro): 79.99 % (2227 of 2784) (Spring 96: 77.39 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFLZ-F >>	1 WFLZ-F >	1 WFLZ-F >	1 WFLZ-F	1 WFLZ-F	1 WDUV-F	1 WFLZ-F >	1 WDUV-F <	1 WFLZ-F	1 WFLZ-F >	1 WFLA <
2 WXTB-F >>	2 WXTB-F >	2 WXTB-F	2 WCOF-F <	2 WCOF-F <	2 WFLA	2 WFLA <	2 WFLA <	2 WQYK-F	2 WFLA	2 WFLZ-F
	3 WHPT-F	3 WCOF-F <	3 WHPT-F <	3 WWRM-F <	3 WQYK-F <	3 WQYK-F	3 WWRM-F	3 WWRM-F	3 WXTB-F <	3 WQYK-F
	4 WRBQ-F <	4 WHPT-F <	4 WWRM-F <	4 WQYK-F <	4 WWRM-F	4 WDUV-F <	4 WFLZ-F <	4 WDUV-F <	4 WQYK-F	
	5 WMTX-F <	5 WWRM-F <	5 WXTB-F <	5 WHPT-F <	5 WYUU-F <	5 WWRM-F <	5 WQYK-F	5 WXTB-F <	5 WWRM-F	
	6 WQYK-F	6 WRBQ-F	6 WAKS-F <	6 WAKS-F <	6 WGUL-AF	6 WXTB-F <	6 WRBQ-F <	6 WFLA	WDUV-F	
		7 WQYK-F <	7 WRBQ-F <	7 WRBQ-F <		7 WRBQ-F	7 WXTB-F	7 WCOF-F		
		8 WAKS-F	8 WQYK-F <	8 WYUU-F		8 WAKS-F	WCOF-F	WRBQ-F <		
			9 WTBT-F <	WXTB-F				9 WHPT-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 WFLZ-F >>	1 WFLZ-F >>	1 WFLZ-F >>	1 WFLZ-F >	1 WFLZ-F	1 WXTB-F	1 WXTB-F	1 WXTB-F	1 WXTB-F	1 WXTB-F
2 WQYK-F	2 WQYK-F	2 WRBQ-F	2 WWRM-F	2 WWRM-F	2 WFLZ-F >>	2 WFLZ-F >	2 WHPT-F	2 WFLZ-F	2 WCOF-F <
3 WRBQ-F	WRBQ-F	WWRM-F	3 WQYK-F <	3 WQYK-F	3 WMTX-F	3 WHPT-F >	3 WFLZ-F >	3 WHPT-F <	3 WHPT-F <
4 WMTX-F	4 WWRM-F <	4 WQYK-F <	4 WRBQ-F	4 WRBQ-F <	4 WRXB	4 WMTX-F <	4 WCOF-F <	4 WCOF-F	4 WFLZ-F
5 WAKS-F	5 WMTX-F	5 WMTX-F <	5 WMTX-F <	5 WAKS-F <		5 WCOF-F	5 WTBT-F	5 WTBT-F	5 WTBT-F <
WWRM-F	6 WHPT-F	6 WHPT-F <	6 WAKS-F <	6 WCOF-F <		6 WMTX-F	6 WMTX-F	6 WAKS-F <	6 WFLA
	7 WAKS-F	7 WCOF-F	7 WCOF-F	7 WYUU-F		7 WRBQ-F	WRBQ-F		7 WYUU-F
			8 WHPT-F	8 WSJT-F <					WAKS-F
				9 WMTX-F					

Other Rated Stations Metro Cume Share Rating TSA AQH Cume

WBDN	SP	760	Brandon	0.5	0.7	17	156
WDAE	SPRTS	1250	Tampa	0.4	1.3	13	256
WHNZ	N/T	570	Pinellas Park	0.7	3.1	27	744
WQYK	T	1010	Seffner	0.8	2.8	32	645
WRMD	SP	680	St. Petersburg	0.6	0.9	18	185
WRXB	B	1590	St. Pete Beach	0.8	1.6	29	394
WSUN	ST	620	St. Petersburg	0.8	2.5	41	729
WZTM	SPRTS	820	Largo	0.8	2.9	37	786

Other Rated Stations—Outside Market Metro Cume Share Rating TSA AQH Cume

WPCV-F	C	97.5	Lakeland	0.4	1.7	104	1509
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TAMPA-ST. PETERSBURG

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	245 (2)	245 (2)	8.8 %	9.5 %	Clear Channel, pend.	18.5 %	24.4 %	32.0 %
AOR/Classic/NR	0 (0)	388 (3)	388 (3)	13.9 %	11.1 %	WKES-FM, WSJT-FM, WRBQ-AM, WRBQ-FM, WZTM-AM, WMTX-FM, WHPT-FM, WHNZ-AM, WMTX-AM			
Black/Urban	120 (3)	0 (0)	120 (3)	4.3 %	4.4 %	Cox	11.3 %	14.5 %	11.2 %
CHR	0 (0)	307 (1)	307 (1)	11.0 %	8.9 %	WCOF-FM, WSUN-AM, WWRM-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Entercom, semi-duop	4.4 %	5.7 %	4.9 %
Country	0 (0)	387 (3)	387 (3)	13.9 %	15.5 %	WISP-FM, WYUU-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	34 (2)	0 (0)	34 (2)	1.2 %	0.7 %	Jacor	35.6 %	32.5 %	33.9 %
Jazz	0 (0)	113 (1)	113 (1)	4.1 %	4.5 %	WAKS-FM, WFLZ-FM, WFLA-AM, WDUV-FM, WDAE-AM, WTBT-FM, WXTB-FM			
News/Talk	255 (3)	0 (0)	255 (3)	9.2 %	10.1 %		69.7 %	77.1 %	82.0 %
Oldies	0 (0)	282 (2)	282 (2)	10.1 %	10.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	196 (1)	196 (1)	7.0 %	6.3 %				
Sports	39 (2)	0 (0)	39 (2)	1.4 %	2.0 %				
Standards	109 (2)	309 (3)	418 (5)	15.0 %	16.5 %				
Totals	557 (12)	2227 (16)	2784 (28)						

AM Stations

Station	Power	Time	Format	Company	Agency	Advertiser	Market
WFLA	970	5 kw (DA-2)	Talk	ABC	\$109.00	Eastman	Jacor
WGUL	860	2 kw/1.5 kw (DA-2)	Standards	UPI	\$47.00	Allied	Dunedin
WHNZ	570	5 kw (DA-2)	News	CBS, AP	\$25.00	Katz	Cir. Chnl., pend. Pinellas Park
WQYK	1010	50 kw/5 kw (DA-2)	Talk	Westwd, CNN	\$ NA	Katz	Westinghouse Seffner
WRBQ	1380	5 kw (DA-N)	Black	ABC	\$30.00	Cir Chnl	Clear Channel
WSUN	620	10 kw (DA-N)	Standards		\$43.00	Christal	Cox
WTMP	1150	5 kw/2.5 kw (DA-2)	Black	AURN, Westwd	\$29.00	Roslin	
WZTM	820	50 kw/1 kw (DA-2)	Sports	CBS, Westwd	\$ NA	Katz	Cir. Chnl., pend. Largo

FM Stations

Station	Power	Time	Format	Company	Agency	Advertiser	Market
WAKS	100.7	100 kw @ 1358	AC/CHR		\$115.00	Eastman	Jacor
WCOF	107.3	100 kw @ 620	Classic Hits		\$75.00	Christal	Cox
WDUV	103.3	100 kw @ 1358	EZ List./Standards	Westwd	\$70.00	Eastman	Jacor Bradenton
WFLZ	93.3	100 kw @ 1358	CHR	ABC	\$165.00	Eastman	Jacor
WGUL	96.1	4.1 kw @ 394	See WGUL				Dade City
WHPT	102.5	100 kw @ 1663	Prog. AOR		\$140.00	Banner	Cir. Chnl., pend. Sarasota
WLJU	106.3	3.3 kw @ 300	Standards	Westwd	\$30.00	—	Holiday
WMTX	95.7	100 kw @ 606	AC		\$195.00	Allied	Clear Channel
WQYK	99.5	100 kw @ 550	Country		\$215.00	Katz	Westinghouse
WRBQ	104.7	100 kw @ 555	Country	ABC	\$118.00	Cir Chnl	Clear Channel
WSJT	94.1	100 kw @ 1493	Jazz		\$79.00	Katz	Cir. Chnl., pend. Lakeland
WTBT	105.5	6 kw @ 255	Classic AOR	ABC	\$50.00	—	Jacor New Port Richey
WWRM	94.9	100 kw @ 1290	Soft AC		\$110.00	Christal	Cox
WXTB	97.9	100 kw @ 1345	AOR	ABC	\$148.00	Banner	Jacor
WYUU	92.5	50 kw @ 488	Oldies		\$85.00	D&R	Entercom Safety Harbor

Notes: 4/97 WBDN (760; Brandon) sold to Mega for \$1,750,000 . . . 4/97 WBDN changed from Talk to Hispanic . . . 6/97 Paxson sold these stations to Clear Channel: WHNZ for \$2,700,000; WZTM for \$2,000,000; WHPT-F for \$43,600,000; WSJT for \$29,900,000; WKES-F for \$31,800,000; this will put Clear Channel one AM station over the ownership limits in the market . . . 7/97 WAMA (1550) sold to WRMD for \$1,900,000 . . . 7/97 WQBN (1300) sold to Genesis for \$1,100,000 (Clark) . . . 8/97 WMTX-F changed from AC to Modern AC as "Star 95.7" . . . 8/97 WKES-F changed from Religion to Soft AC as WILV-F ("Love 101.5")

Jim Duncan

Comments: WMTX-F faded to its lowest share in many years with its fifth consecutive loss . . . WTBT-F had its best book, albeit a 2.9 . . . WGUL-AF is in a sharp decline

TERRE HAUTE

Arbitron Rank: 182 Pop (12+)	174,200	Stations:	23 / 19	Last Year's Revenue:	\$5,200,000
MSA Rank:	235	Diaries:	668/261:1/56.9%	Household Income:	\$33,745
MSA Pop:	151,000	Sample Target:	610	Retail Dollars:	\$2.7 Bil.
DMA:	142	% Below Line:	3.2	#1 Biller:	WTHI-F \$2,200,000
Average Persons Rating:	14.2	% Not Listed:	14.9	#1 Billing Portfolio:	
Market TSL In Hours:	19.00	Pop per Station:	9,168		WTHI-AF \$2,300,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WTHI-F	C	59 / 23.8	27.5	32.5	27.6	746 / 42.8	45.4	53.5	81 / 1095	D	WTHI-F
2	WZZQ-AF	AOR	37 / 14.9	10.9	9.8	9.6	404 / 23.2	22.7	18.2	61 / 692	B	WZZQ-AF
3	WMGI-F	CHR	32 / 12.9	11.7	17.0	18.4	514 / 29.5	25.1	27.2	50 / 788	C	WMGI-F
4	WSDM-F	O	13 / 5.2	5.3	6.5	5.2	243 / 14.0	12.8	12.8	18 / 376	A	WSDM-F
	WLEZ-F	EZ	13 / 5.2	5.7	3.3	4.8	170 / 9.8	12.0	8.8	17 / 232	A	WLEZ-F
6	WCBH-F	AC/CHR	9 / 3.6	4.9	1.8	2.8	194 / 11.1	13.5	9.0	20 / 482		WCBH-F
7	WAXI-F	ST	7 / 2.8	3.0	1.4	1.6	101 / 5.8	6.6	3.9	13 / 175		WAXI-F
	WTHI	T	7 / 2.8	3.4	2.9	1.2	154 / 8.9	10.2	7.0	7 / 154	A	WTHI
	WACF-F	C	7 / 2.8	7.2	4.0	2.4	168 / 9.1	10.0	9.7	9 / 194		WACF-F
10	WBOW	T	5 / 2.0	1.9	3.3	3.2	107 / 6.1	6.0	7.3	5 / 107		WBOW

12+ FM Share (Metro): 92.42 % (195 of 211) (Spring 96: 91.32 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WMGI-F >>	1 WZZQ-AF	1 WTHI-F <	1 WTHI-F	1 WTHI-F >	1 WTHI-F >>	1 WTHI-F >>	1 WTHI-F >	1 WTHI-F	1 WMGI-F	1 WTHI-F >
2 WTHI-F >	2 WTHI-F >	2 WZZQ-AF >	2 WZZQ-AF >	2 WZZQ-AF >	2 WZZQ-AF	2 WZZQ-AF <	2 WZZQ-AF >	2 WZZQ-AF	2 WZZQ-AF <	2 WMGI-F >
3 WZZQ-AF >>	3 WMGI-F >>	3 WMGI-F >>	3 WMGI-F >	3 WMGI-F >	3 WLEZ-F	3 WMGI-F >>	3 WMGI-F >	3 WMGI-F >>	3 WTHI-F >>	3 WZZQ-AF
	4 WCBH-F	4 WSDM-F	4 WSDM-F >	4 WSDM-F >	4 WSDM-F	4 WTHI <	4 WSDM-F <	4 WSDM-F	4 WACF-F	4 WACF-F >
		5 WCBH-F >	5 WCBH-F	5 WCBH-F	WMGI-F >	5 WLEZ-F	5 WLEZ-F >	5 WLEZ-F	5 WLEZ-F	5 WLEZ-F
				WTHI		6 WSDM-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 WTHI-F >>	1 WTHI-F >	1 WTHI-F	1 WTHI-F >>	1 WTHI-F >>	1 WZZQ-AF >>	1 WZZQ-AF >>	1 WZZQ-AF >>	1 WZZQ-AF >>	1 WZZQ-AF <
2 WMGI-F >	2 WMGI-F >>	2 WMGI-F >>	2 WMGI-F >	2 WMGI-F >	2 WMGI-F >>	2 WTHI-F >	2 WTHI-F >>	2 WTHI-F >>	2 WTHI-F >>
3 WZZQ-AF >>	3 WZZQ-AF >	3 WDNL-F >>	3 WZZQ-AF	3 WSDM-F	3 WMGI-F >>	3 WMGI-F >>	3 WTHI	3 WMGI-F >	3 WMGI-F >
	4 WDNL-F	4 WZZQ-AF	4 WSDM-F	WZZQ-AF			WMGI-F >>	4 WSDM-F >	4 WSDM-F
	WCBH-F >>	WCBH-F	5 WCBH-F >	5 WCBH-F >				WTHI >>	WTHI >>
		WTHI							
		WTHC-F >>							

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	13 (3)	13 (3)	6.2 %	7.7 %
AOR/Classic/NR	0 (0)	39 (2)	39 (2)	18.5 %	13.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	32 (1)	32 (1)	15.2 %	13.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	72 (5)	72 (5)	34.1 %	41.9 %
Full Service	1 (1)	0 (0)	1 (1)	0.5 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	12 (2)	0 (0)	12 (2)	5.7 %	6.8 %
Oldies	0 (0)	13 (1)	13 (1)	6.2 %	6.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	3 (1)	3 (1)	1.4 %	0.4 %
Soft AC/EZ	0 (0)	13 (1)	13 (1)	6.2 %	6.4 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	3 (1)	10 (2)	13 (3)	6.2 %	4.3 %
Totals	16 (4)	195 (16)	211 (20)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WMMC-F	AC	105.9	Marshall, IL	0.4	1.9	1 56
WNDI-F	C	95.3	Sullivan	0.4	2.0	1 48
WPRS	ST	1440	Paris, IL	1.2	4.8	3 86
WQTY-F	ST	93.3	Linton	1.2	2.2	13 108
WTHC-F	C	95.9	Seelyville	1.6	5.1	4 94
WWVR-F	REL	105.5	W. Terre Haute	1.2	2.9	3 60

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WDNL-F	AC	102.1	Danville, IL	1.2	3.1	4 76
WFBQ-F	AOR	94.7	Indianapolis	1.2	2.6	13 166
WIBC	FS/T	1070	Indianapolis	0.4	1.6	5 125
WWBL-F	C	106.5	Washington	0.4	1.6	10 162

TERRE HAUTE

Consolidation Report	12+	25-54	Revenue
Contemporary Media WBOW-AM, WZZQ-FM, WZZQ-AM	16.5 %	17.7 %	16.9 %
	16.5 %	17.7 %	16.9 %

AM Stations

WBOW	640	250 w (DA-N)	Talk	CBS, TARN	\$ NA	Allied	Contemporary
WTHI	1480	5 kw/1 kw (DA-2)	Talk	ABC	\$ NA	Katz	

FM Stations

WACF	98.5	50 kw @ 500	Country	Westwd	\$ NA	---	Paris, IL
WAXI	104.9	1.2 kw @ 440	Standards	Westwd, ABC	\$ NA	Regional	Rockville
WCBH	104.3	14.1 kw @ 446	AC/CHR	Westwd, Source, CNN	\$ NA	McNaughton	Casey, IL
WLEZ	102.7	28 kw @ 659	EZ Listening	CNN	\$ NA	Bomar	
WMGI	100.7	50 kw @ 500	CHR		\$ NA	Unirep	
WSDM	97.7	3 kw @ 300	Oldies	ABC	\$ NA	Regional	Brazil
WTHI	99.9	50 kw @ 490	Country	ABC	\$ NA	Katz	
WZZQ	107.5	27.5 kw @ 670	AOR	Westwd, ABC	\$ NA	Christal	Contemporary

Notes:

Jim Duncan

Comments: WTHI-F posted its lowest share since 1984 . . . WZZQ-AF turned in its highest share since 1989

***** FORMAT CODES *****			
*			*
*	AC	- Adult Contemporary	J - Jazz and New Adult Contemporary
*	AOR	- Album Oriented Rock	N - News
*	B	- Black (audience 75%+ Black)	O - Oldies
*	C	- Country	O-70S - 70's Oldies, Classic Hits
*	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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
*	EZ	- Easy Listening, Beautiful Music	T - Talk
*	FS	- Full Service	U - Urban (majority of audience is non-white)
*	G	- Gospel	? - Others or Unknown
*			*

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

TOLEDO

Arbltron Rank: 75	Pop (12+): 503,300	Stations: 29 / 19	Last Year's Revenue: \$21,100,000
MSA Rank: 86		Diaries: 2,046/246:1/55.2%	Household Income: \$40,355
MSA Pop: 614,000		Sample Target: 1,910	Retail Dollars: \$6.6 Bil.
DMA: 65		% Below Line: 8.3	#1 Biller: WKKO-AF \$4,700,000
Average Persons Rating: 15.5		% Not Listed: 14.7	#1 Billing Portfolio: Jacor \$10,180,000
Market TSL In Hours: 20.75		Pop per Station: 26,489	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level		
1	WKKO-F	C	107 / 13.7	15.8	13.9	13.1	14.2	14.1	1201 / 23.9	23.7	23.5	157 / 1995	F	WKKO-F
2	WVKS-F	CHR	71 / 9.1	9.5	9.2	11.1	11.5	9.7	1292 / 25.7	24.9	26.4	112 / 2043	E	WVKS-F
3	WIOT-F	AOR	56 / 7.2	5.4	7.5	8.0	6.9	7.0	918 / 18.2	18.4	17.0	99 / 1770	D	WIOT-F
4	WWWM-F	AC	49 / 6.3	6.4	6.3	4.8	5.3	5.9	791 / 15.7	16.3	14.0	63 / 989	D	WWWM-F
	WRVF-F	AC	49 / 6.3	7.8	8.6	7.5	7.9	7.5	827 / 16.4	18.8	19.7	89 / 1394	D	WRVF-F
6	WSPD	FS	48 / 6.2	6.4	7.2	6.2	6.2	6.5	693 / 13.8	16.4	13.0	64 / 947	C	WSPD
7	WRQN-F	O	42 / 5.4	5.1	4.6	5.8	4.5	5.2	720 / 14.3	14.2	14.3	56 / 963	C	WRQN-F
8	WBUZ-F	AOR	30 / 3.8	3.9	4.6	5.3	5.2	4.4	671 / 13.3	15.7	14.9	43 / 935	B	WBUZ-F
9	WJZE-F	CL AOR	26 / 3.3	3.6	3.5	0.9	1.0	2.8	465 / 9.2	7.5	3.4	34 / 631	A	WJZE-F
10	WCWA	ST	25 / 3.2	2.6	2.6	3.0	2.7	2.9	376 / 7.5	7.0	6.7	26 / 426	A	WCWA
11	WJUC-F	B	24 / 3.1	0.4					248 / 4.9			24 / 266		WJUC-F
12	WJR	FS	21 / 2.7	3.0	2.4	3.3	3.3	2.8	440 / 8.7	9.4	9.5	68 / 1223		WJR
13	WIMX-F	B/AC	20 / 2.6	3.0	3.6	4.1	4.2	3.3	297 / 5.9	7.6	7.6	20 / 329	B	WIMX-F
14	WLQR	B/O	13 / 1.7	1.2	1.2	1.2	1.4	1.3	146 / 2.9	5.0	4.0	13 / 146	A	WLQR
15	WTWR-F	CHR	12 / 1.5	1.2	0.8	1.2	1.0	1.2	349 / 6.9	6.3	5.8	18 / 549		WTWR-F
16	WXKR-F	AOR-P	10 / 1.3	1.5	1.0	1.7	1.7	1.4	372 / 7.4	5.7	8.8	17 / 572	B	WXKR-F

12+ FM Share (Metro): 81.50 % (542 of 665) (Spring 96: 80.37 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight	
1	WVKS-F >>	1	WKKO-F <	1	WKKO-F	1	WKKO-F >	1	WKKO-F	1	WKKO-F
2	WJUC-F	2	WVKS-F <	2	WIOT-F <	2	WVKS-F	2	WIOT-F <	2	WVKS-F
3		3	WKKO-F >	3	WVKS-F	3	WSPD >	3	WIOT-F	3	WIOT-F
4		4	WBUZ-F	4	WWWM-F <	4	WIOT-F	4	WRVF-F <	4	WWWM-F
		5	WRVF-F	5	WRVF-F	5	WRQN-F	5	WWWM-F <	5	WSPD <
6		6	WRQN-F <	6	WRQN-F	6	WRVF-F <	6	WSPD	6	WJUC-F
		7	WBUZ-F <	7	WJZE-F	7	WBUZ-F	7	WRQN-F >	7	WRVF-F
											WWWM-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	WVKS-F >	1	WVKS-F	1	WKKO-F <	1	WKKO-F	1	WKKO-F		
2	WIOT-F	2	WKKO-F >	2	WWWM-F	2	WVKS-F	2	WRVF-F <		
3	WKKO-F	3	WRVF-F <	3	WRVF-F	3	WWWM-F <	3	WWWM-F <		
4	WTWR-F >	4	WKKO-F	4	WRVF-F	4	WVKS-F >	4	WBUZ-F		
5	WWWM-F	5	WRVF-F >	5	WIOT-F >	5	WRQN-F	5	WJZE-F <		
	WBUZ-F >				6	WIOT-F >		6	WWWM-F >		
								7	WRQN-F >		
									6	WBUZ-F <	
									7	WSPD	
										7	WWWM-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WHMQ-F	C	107.7	N. Baltimore	0.6 1.3 31 389
WMTR-F	CL AOR	96.1	Archbold	0.5 2.3 7 180
WTOD	C	1560	Toledo	0.4 1.8 4 128
WVOI	B/G	1520	Toledo	0.8 2.3 6 114

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
CIMX-F	AOR-NR	88.7	Windsor, ON	1.0 5.1 23 610
CKWW	ST	580	Windsor, ON	0.9 2.1 10 150
WDFM-F	AC	98.1	Defiance	0.5 0.9 12 234
WJLB-F	B	97.9	Detroit	1.0 3.8 12 292
WKXA-F	AC/CHR	100.5	Findlay	0.4 1.6 29 486
WLZZ-F	C	104.5	Montpelier	0.4 1.5 14 237
WQTE-F	C	95.3	Adrian	0.4 1.7 32 391
WRIF-F	AOR	101.1	Detroit	0.5 2.2 20 468
WWMV-F	J	98.7	Detroit	0.5 1.0 5 74

TOLEDO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	105 (4)	105 (4)	15.8 %	17.9 %	Cumulus, pend. WIMX-FM, WKKO-FM, WLQR-AM, WRQN-FM, WTOD-AM, WWWM-FM, WXKR-FM	31.4 %	34.4 %	46.4 %
AOR/Classic/NR	0 (0)	138 (7)	138 (7)	20.8 %	21.6 %		Jacor WCWA-AM, WIOT-FM, WRVF-FM, WSPQ-AM, WVKS-FM	32.0 %	29.9 %
Black/Urban	13 (1)	52 (3)	65 (4)	9.8 %	7.6 %				
CHR	0 (0)	83 (2)	83 (2)	12.5 %	11.9 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	3 (1)	118 (4)	121 (5)	18.2 %	18.4 %		63.4 %	64.3 %	94.6 %
Full Service	69 (2)	0 (0)	69 (2)	10.4 %	11.6 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	4 (1)	4 (1)	0.6 %	0.0 %				
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Oldies	0 (0)	42 (1)	42 (1)	6.3 %	5.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	6 (1)	0 (0)	6 (1)	0.9 %	0.8 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	32 (2)	0 (0)	32 (2)	4.8 %	4.0 %				
Totals	123 (7)	542 (22)	665 (29)						

AM Stations

WCWA	1230	1 kw	Standards	Westwd, CBS	\$<20.00	Eastman	Jacor
WLQR	1470	1 kw (DA-2)	Black Oldies	ABC	\$<20.00	D&R	Cumulus, pend.
WSPD	1370	5 kw (DA-N)	Full Service	ABC, Talknt	\$38.00	Mc-Guild	Jacor

FM Stations

WBUZ	106.5	3 kw @ 328	AOR		\$20.00	Allied		Delta
WIMX	95.7	3.5 kw @ 433	Black AC		\$20.00	Katz	Cumulus, pend.	Gibsonburg
WIOT	104.7	50 kw @ 540	AOR	Source	\$61.00	Eastman	Jacor	
WJUC	107.3	3 kw @ 328	Black		\$ NA	—		Swanton
WJZE	97.3	1.6 kw @ 407	Classic AOR		\$ NA	Allied		Oak Harbor
WKKO	99.9	50 kw @ 500	Country	ABC	\$94.00	Katz	Cumulus, pend.	
WRQN	93.5	4.1 kw @ 397	Oldies	ABC	\$30.00	Katz	Cumulus, pend.	Bowling Green
WRVF	101.5	19 kw @ 807	AC		\$54.00	Mc-Guild	Jacor	
WVKS	92.5	50 kw @ 480	CHR		\$67.00	Mc-Guild	Jacor	
WWWM	105.5	4.3 kw @ 390	AC		\$52.00	D&R	Cumulus, pend.	Sylvania
WXKR	94.5	30 kw @ 630	Prog. AOR	ABC	\$29.00	Banner	Cumulus, pend.	Port Clinton

Notes: WJR – See Detroit . . . 1/97 WJUC-F (107.3; Swanton, OH) came on the air with a Black format . . . 3/97 Fritz sold these stations to 62nd Street: WIMX-F for \$2,300,000; WKKO-F for \$18,500,000; WRQN-F for \$4,200,000; WTOD for \$600,000 (Foreman) . . . 7/97 WTOD/WIMX-F/WKKO-F/WRQN-F sold by 62nd Street to Cumulus for \$30,000,000 (Foreman) . . . 7/97 WLQR/WWWM-F sold by Midwestern (Dickey) to Cumulus for \$10,000,000 . . . 7/97 WXKR-F sold to Cumulus for \$5,000,000

Jim Duncan

Comments: WJUC-F did fairly well in its first full survey . . . WIOT-F recovered after a very weak performance in the Winter . . . WRVF-F had its lowest share in more than three years

TOPEKA

Arbitron Rank: 177 Pop (12+)	180,100	Stations:	25 / 10	Last Year's Revenue:	\$7,000,000
MSA Rank:	219	Diaries:	646/279:1/60.4%	Household Income:	\$38,506
MSA Pop:	167,000	Sample Target:	610	Retail Dollars:	\$1.79 Bil.
DMA:	140	% Below Line:	20.7	#1 Biller:	KMAJ-F \$1,500,000
Average Persons Rating:	16.4	% Not Listed:	14.2	#1 Billing Portfolio:	
Market TSL In Hours:	21.75	Pop per Station:	18,010	KMAJ-AF/KDVV-F/KTOP	\$2,740,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level
1	WIBW-F	44 / 14.9	21.1	13.7		13.4	449 / 24.9	29.D	29.3	78 / 1006	C
2	KMAJ-F	33 / 11.2	13.1	11.8		12.8	356 / 19.8	22.2	21.0	41 / 616	C
3	KDVV-F	25 / 8.5	5.7	9.1		4.0	322 / 17.9	12.7	18.8	39 / 620	B
4	KTPK-F	24 / 8.1	8.7	11.0		12.1	353 / 19.5	19.8	21.4	35 / 637	C
5	WIBW	21 / 7.1	4.7	6.1		6.0	261 / 14.5	15.6	12.5	31 / 438	C
6	KLZR-F	15 / 5.1	2.7	3.8		1.3	213 / 11.8	11.0	10.1	24 / 444	
7	KQTP-F	14 / 4.7	4.0	6.1		5.4	216 / 12.0	11.6	14.8	17 / 262	B
	KWIC-F	14 / 4.7	3.4	3.4		1.0	184 / 10.2	6.4	7.3	16 / 193	A
9	KMAJ	8 / 2.7	2.7	1.1			121 / 6.7	8.2	4.1	8 / 137	A
	KTOP	8 / 2.7	2.7	2.7		2.0	122 / 6.8	5.1	5.6	8 / 127	A

12+ FM Share (Metro): 80.31 % (204 of 254) (Spring 96: 85.78 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KLZR-F >>	1 WIBW-F >>	1 WIBW-F	1 KMAJ-F	1 WIBW-F	1 KMAJ-F	1 WIBW-F <	1 WIBW-F	1 WIBW-F >	1 KLZR-F	1 KQTP-F
2 KTPK-F >>	2 KMAJ-F	2 KMAJ-F	WIBW-F	2 KMAJ-F	KTPK-F	2 KMAJ-F	2 KMAJ-F >	2 KMAJ-F <	WIBW	2 KMAJ-F
	KDVV-F	3 KDVV-F >	3 KDVV-F >	3 KDVV-F >>	WIBW	3 WIBW <	3 KDVV-F	3 KDVV-F	3 WIBW-F	KTPK-F >
	4 KWIC-F >	4 KWIC-F >	4 KWIC-F	4 KTPK-F	4 WIBW-F >	4 KTPK-F	4 KWIC-F <	4 KTPK-F	KTPK-F >	
		5 KQTP-F	5 KQTP-F	KWIC-F	5 KQTP-F	5 KDVV-F >	5 KTPK-F	5 KLZR-F	5 KDVV-F	
		KTPK-F	6 KTPK-F >	6 KQTP-F >>	KDVV-F >		6 KMAJ	6 KQTP-F		
								KWIC-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 WIBW-F >>	1 WIBW-F >>	1 WIBW-F >>	1 WIBW-F	1 WIBW-F <	1 WIBW-F >>	1 KDVV-F	1 KDVV-F >	1 KDVV-F	1 KDVV-F >
2 KWIC-F >>	2 KMAJ-F	2 KMAJ-F >>	2 KMAJ-F >>	2 KMAJ-F >>	2 KLZR-F >>	WIBW-F >	2 WIBW-F	2 WIBW-F >	2 WIBW-F
	3 KWIC-F >	3 KWIC-F	3 KWIC-F	3 KWIC-F		3 KLZR-F	3 KMAJ-F	3 KMAJ-F >	3 KMAJ-F
	4 KDVV-F >	KDVV-F >>	4 KDVV-F >	4 KTPK-F			KWIC-F	4 KTPK-F	4 KTPK-F
				KDVV-F				KWIC-F	5 KQTP-F
								KLZR-F	KWIC-F

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	47 (2)	47 (2)	18.5 %	19.7 %
AOR/Classic/NR	0 (0)	54 (5)	54 (5)	21.3 %	15.7 %
Black/Urban	0 (0)	4 (1)	4 (1)	1.6 %	2.8 %
CHR	0 (0)	4 (2)	4 (2)	1.6 %	2.0 %
Classical	0 (0)	4 (1)	4 (1)	1.6 %	0.8 %
Country	0 (0)	71 (5)	71 (5)	28.0 %	36.6 %
Full Service	27 (2)	0 (0)	27 (2)	10.6 %	7.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %
News/Talk	15 (3)	0 (0)	15 (3)	5.9 %	5.1 %
Oldies	0 (0)	18 (2)	18 (2)	7.1 %	5.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	2 (1)	2 (1)	0.8 %	0.8 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	8 (1)	0 (0)	8 (1)	3.1 %	3.1 %
Totals	50 (6)	204 (19)	254 (25)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KMKF-F	AOR	101.5	Manhattan	0.7	2.6	17	308

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KBEQ-F	C	104.3	Kansas City	0.3	2.2	14	244
KCMO-F	O	94.9	Kansas City	1.4	4.4	9	234
KCMO	T	81.0	Kansas City	1.7	5.7	11	231
KFKF-F	C	94.1	Kansas City	0.3	1.6	6	163
KJCK-F	CHR	94.5	Junction City, KS	0.7	2.6	17	427
KLTH-F	SAC	99.7	Kansas City	0.7	2.8	4	77
KMBZ	N/T	98.0	Kansas City	0.7	3.3	6	152
KMXV-F	CHR	93.3	Kansas City	0.7	6.5	14	342
KPRS-F	B	103.3	Kansas City	1.4	3.6	14	196
KQRC-F	AOR	98.9	Leavenworth	2.4	7.0	18	265
KXBF-F	C	104.7	Manhattan	0.3	2.1	21	293
KXTR-F	CL	96.5	Kansas City	1.4	3.8	7	129
KYYS-F	AOR	102.1	Kansas City	1.7	4.4	11	211
WDAF	C/FS	61.0	Kansas City	2.0	3.9	31	424

TOPEKA

Consolidation Report	12+	25-54	Revenue
Klebe KQTP-FM, KWIC-FM	9.4 %	12.0 %	12.4 %
Local KDVV-FM, KMAJ-FM, KMAJ-AM, KTOP-AM	25.1 %	30.9 %	39.1 %
	34.5 %	42.9 %	51.5 %

AM Stations

KMAJ	1440	5 kw/1 kw (DA-2)	Talk	Westwd, Talknt	\$<20.00	Allied	
KTOP	1490	1 kw	Standards	Westwd	\$<20.00	Banner	KMAJ-AF
WIBW	580	5 kw (DA-N)	Full Svc./Talk	CBS, UBN	\$24.00	Katz	Stauffer

FM Stations

KDVV	100.3	100 kw @ 260	Classic AOR	Westwd	\$22.00	Banner	KMAJ-AF
KLZR	105.9	100 kw @ 594	New Rock	AP	\$<20.00	—	Lawrence
KMAJ	10.7	100 kw @ 1214	AC	Westwd	\$38.00	Allied	
KQTP	102.9	50 kw @ 320	Oldies	Westwd, CNN	\$<20.00	—	Klebe St. Marys
KTPK	106.9	100 kw @ 1210	Country	ABC	\$29.00	Allied	
KWIC	99.3	6 kw @ 292	AC/CHR	JSN	\$<20.00	—	Klebe
WIBW	97.3	100 kw @ 1220	Country	ABC	\$30.00	Katz	Stauffer

Notes: 6/97 WREN (1250) sold by Gliner to Mortenson for \$500,000

TUCSON

Arbitron Rank: 60 Pop (12+): 652,900	Stations: 26 / 22	Last Year's Revenue: \$27,300,000
MSA Rank: 71	Diaries: 1,270/514:1/56.6%	Household Income: \$31,323
MSA Pop: 785,000	Sample Target: 1,190	Retail Dollars: \$7.3 Bil.
DMA: 80	% Below Line: 4.2	#1 Biller: KIIM-F \$5,100,000
Average Persons Rating: 16.1	% Not Listed: 11.9	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 29,677	SFX \$7,100,000

12+ Metro	Format	Spring 97		Wln	Fall	Sum	Spg	4-Book	12+ Metro	Fall	Spg	12+ TSA	Revenue	
		1/4	Share	97	96	96	96	Avg	Cume / Rtg.	96	96	AQH / Cume	Level	Level
1	KIIM-F	C	142 / 13.5	11.4	14.4	13.1	11.5	13.1	1663 / 25.5	24.3	21.9	159 / 1920	G	KIIM-F
2	KRQQ-F	CHR	100 / 9.5	7.6	8.5	9.5	7.4	8.8	1709 / 26.2	23.5	22.2	125 / 2178	D	KRQQ-F
3	KMXZ-F	AC	98 / 9.3	9.0	9.4	8.7	9.7	9.1	1389 / 21.3	20.7	20.6	100 / 1481	F	KMXZ-F
4	KLPX-F	AOR	73 / 6.9	6.3	7.5	6.6	6.5	6.8	1100 / 16.8	18.0	16.2	75 / 1168	D	KLPX-F
5	KNST	N/T	64 / 6.1	5.7	7.8	6.2	5.8	6.4	765 / 11.7	14.2	11.3	65 / 797	D	KNST
6	KWFM-F	O	60 / 5.7	4.9	4.7	4.5	5.5	5.0	983 / 15.1	15.0	15.5	84 / 1186	D	KWFM-F
7	KFMA-F	AOR-NR	59 / 5.6	4.3	3.5	3.6	3.6	4.3	777 / 11.9	10.9	10.4	61 / 847	A	KFMA-F
8	KHYT-F	CL HITS	43 / 4.1	5.7	4.6	6.3	6.1	5.2	922 / 14.1	11.3	13.8	47 / 1027	C	KHYT-F
9	KKHG-F	AOR/CL	39 / 3.7	4.6	4.5	3.7	4.7	4.1	725 / 11.1	12.7	11.3	39 / 725	C	KKHG-F
	KOHT-F	SP	39 / 3.7	6.0	5.1	5.5	5.0	5.1	679 / 10.4	11.8	10.7	40 / 707	C	KOHT-F
11	KCEE	ST	29 / 2.8	5.8	3.0	3.7	3.4	3.8	469 / 7.2	6.7	6.6	29 / 476	A	KCEE
12	KZLZ-F	SP	26 / 2.5	1.7	0.8	2.0	2.1	1.7	280 / 4.3	3.1	3.1	29 / 330	C	KZLZ-F
13	KSJM-F	SP	24 / 2.3	1.7	1.2	0.8		1.5	487 / 7.5	4.6		25 / 523	A	KSJM-F
14	KTZR	SP	22 / 2.1	2.5	1.9	2.6	2.6	2.3	300 / 4.6	3.7	4.1	22 / 312	A	KTZR
15	KSAZ	ST	20 / 1.9	1.0	0.9	0.6	1.3	1.1	264 / 4.0	3.0	3.3	30 / 315		KSAZ
16	KGTV	ST	17 / 1.6	1.7	2.0	1.9	2.9	1.8	156 / 2.4	3.3	3.6	19 / 201	A	KGTV
17	KXEW	SP	12 / 1.1	1.1	1.0	1.1	1.5	1.1	212 / 3.3	3.0	3.1	12 / 212		KXEW
	KYOT-F	J	12 / 1.1	0.5	0.5	1.1	0.5	0.8	225 / 3.4	1.8	1.5	16 / 291		KYOT-F
19	KCUB	C	10 / 1.0	0.8	1.7	0.9	1.0	1.1	203 / 3.1	4.5	3.4	10 / 203	A	KCUB

12+ FM Share (Metro): 78.62 % (728 of 926) (Spring 96: 72.73 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KRQQ-F >>	1 KRQQ-F	1 KIIM-F	1 KIIM-F >	1 KIIM-F	1 KIIM-F >	1 KIIM-F	1 KIIM-F >	1 KIIM-F	1 KIIM-F	1 KIIM-F >>
2 KOHT-F	2 KFMA-F	2 KRQQ-F	2 KMXZ-F	2 KMXZ-F >	2 KMXZ-F	2 KRQQ-F	2 KMXZ-F	2 KMXZ-F	2 KRQQ-F <	2 KLPX-F <
3 KIIM-F	3 KIIM-F <	3 KMXZ-F <	3 KLPX-F <	3 KRQQ-F <	3 KWFM-F	3 KMXZ-F	3 KRQQ-F <	3 KRQQ-F	3 KLPX-F	3 KNST
4 KLPX-F	4 KLPX-F	4 KLPX-F	4 KRQQ-F	4 KLPX-F <	KNST	4 KNST	4 KNST	4 KLPX-F <	4 KFMA-F	
5 KMXZ-F >>	5 KFMA-F	5 KFMA-F	5 KHYT-F <	5 KWFM-F	5 KHYT-F	5 KWFM-F <	5 KLPX-F <	5 KFMA-F <	5 KMXZ-F <	5 KMXZ-F <
	6 KHYT-F <	6 KWFM-F <	6 KHYT-F	6 KHYT-F	KKHG-F	6 KLPX-F >	6 KWFM-F <	6 KNST	6 KOHT-F >	
	7 KWFM-F	7 KFMA-F	7 KFMA-F <	7 KFMA-F <	KCEE	7 KFMA-F	7 KWFM-F			
			8 KKHG-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 KRQQ-F	1 KRQQ-F	1 KRQQ-F >	1 KMXZ-F <	1 KIIM-F	1 KRQQ-F	1 KLPX-F	1 KIIM-F <	1 KLPX-F	1 KIIM-F
2 KFMA-F	2 KMXZ-F	2 KMXZ-F	2 KIIM-F <	KMXZ-F >	2 KLPX-F >	2 KIIM-F <	2 KFMA-F	2 KIIM-F >	2 KLPX-F >
3 KMXZ-F >	3 KFMA-F >	3 KFMA-F	3 KRQQ-F >	3 KRQQ-F >	3 KIIM-F	3 KFMA-F <	KLPX-F >>	3 KRQQ-F	3 KKHG-F <
4 KIIM-F	4 KIIM-F	4 KIIM-F >	4 KFMA-F	4 KWFM-F	KOHT-F	4 KRQQ-F >>	4 KRQQ-F	KFMA-F	4 KHYT-F <
5 KLPX-F >>	5 KLPX-F	5 KHYT-F	5 KWFM-F <	5 KHYT-F	5 KFMA-F >	5 KOHT-F	KNST	5 KHYT-F	5 KFMA-F
		KLPX-F	6 KHYT-F				6 KMXZ-F	KKHG-F	KWFM-F
								7 KWFM-F	7 KMXZ-F

Other Rated Stations		Metro Cume		TSA			
		Share	Rating	AQH	Cume		
KFFN	SPRIS	1490	Tucson	0.6	2.0	6	128
KGMS-F	REL	97.1	Green Valley	0.7	2.5	8	188
KQTL	SP	1210	Sahuarita	0.4	1.8	5	125
KTKT	N	990	Tucson	0.5	2.8	5	182
KTUC	T	1400	Tucson	0.9	3.8	9	249

Other Rated Stations--Outside Market				Metro Cume		TSA	
				Share	Rating	AQH	Cume
KHOT-F	AOR-NR	100.3	Globe	0.6	2.0	15	321

TUCSON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	98 (1)	98 (1)	10.6 %	10.7 %	Journal Co.	13.6 %	17.6 %	22.7 %
AOR/Classic/NR	0 (0)	177 (4)	177 (4)	19.1 %	17.7 %	KFFN-AM, KKHG-FM, KMXZ-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	18.6 %	22.5 %	25.6 %
CHR	0 (0)	100 (1)	100 (1)	10.8 %	9.7 %	KCUB-AM, KHYT-FM, KIIM-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Lotus	13.0 %	13.7 %	11.6 %
Country	10 (1)	142 (1)	152 (2)	16.4 %	18.7 %	KFMA-FM, KLPX-FM, KTKT-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	SFX	24.1 %	19.9 %	26.0 %
Hispanic	38 (3)	89 (3)	127 (6)	13.7 %	12.1 %	KCEE-AM, KNST-AM, KRQQ-FM, KWFM-FM			
Jazz	0 (0)	12 (1)	12 (1)	1.3 %	0.6 %		69.2 %	73.7 %	85.3 %
News/Talk	78 (3)	0 (0)	78 (3)	8.4 %	11.3 %				
Oldies	0 (0)	103 (2)	103 (2)	11.1 %	10.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	7 (1)	7 (1)	0.8 %	1.4 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	6 (1)	0 (0)	6 (1)	0.6 %	0.7 %				
Standards	66 (3)	0 (0)	66 (3)	7.1 %	6.7 %				
Totals	198 (11)	728 (14)	926 (25)						

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Location
KCEE	940	1 kw/250 w (DA-2)	Standards	Westwd	\$20.00	D&R	SFX
KCUB	1290	1 kw	Country	CNN	\$22.00	Katz	KIIM-F/KHYT-F
KGKY	1080	1 kw (Days)	Standards	AP	\$20.00	—	Green Valley
KNST	790	5 kw/500 w (DA-1)	News/Talk	ABC, Westwd	\$46.00	Banner	SFX
KSAZ	580	5 kw/0.32 kw (DA-N)	Standards	ABC	\$ NA	—	Marana
KTUC	1400	1 kw	Talk	CBS, Westwd, Talknt	\$<20.00	—	
KTZR	1450	1 kw	Hispanic		\$<20.00	Lotus	KXEW/KOHT-F
KXEW	1600	1 kw (DA-N)	Hispanic	CRC	\$<20.00	Lotus	KTZR/KOHT-F

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Location
KFMA	92.1	50 kw @ 492	AOR-New Rock		\$23.00	Christal	Lotus
KHYT	107.5	15 kw @ 3527	Classic Hits		\$44.00	Katz	KCUB/KIIM-F
KIIM	99.5	93 kw @ 2036	Country		\$105.00	Katz	KCUB/KHYT-F
KKHG	104.1	3 kw @ 102	AOR/Classic		\$45.00	Eastman	Journal Co.
KLPX	96.1	100 kw @ 1952	AOR	UPI	\$56.00	Christal	Lotus
KMXZ	94.9	100 kw @ 1952	AC	ABC	\$85.00	Eastman	Journal Co.
KOHT	98.3	3 kw @ 202	Hispanic		\$30.00	Lotus	KTZR/KXEW
KRQQ	93.7	94 kw @ 2032	CHR		\$57.00	Banner	SFX
KSJM	97.5	3 kw @ 328	Hispanic		\$ NA	Banner	KTUC
KWFM	92.9	93 kw @ 2036	Oldies	ABC, Westwd	\$51.00	D&R	SFX
KZLZ	105.3	50 kw @ 492	Hispanic		\$ NA	Katz Hisp.	Z-Spanish

Notes: * KXEW billings included with KOHT-F . . . KYOT-F – See Phoenix

Jim Duncan

Comments: New Rock KFMA-F is showing strength and has reached a record high 12+ share . . . There is no longer a clear-cut leader among the Hispanic stations . . . KHYT-F slipped to its lowest share since becoming a Classic Hits/70's Oldies station

TULSA

Arbitron Rank: 61 Pop (12+): 644,000	Stations: 25 / 22	Last Year's Revenue: \$32,100,000
MSA Rank: 73	Diaries: 1,328/485:1/56.6%	Household Income: \$37,148
MSA Pop: 754,000	Sample Target: 1,290	Retail Dollars: \$7.5 Bil.
DMA: 59	% Below Line: 1.1	#1 Biller: KWEN-F \$5,100,000
Average Persons Rating: 15.8	% Not Listed: 8.2	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 29,273	Cox \$12,750,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	KWEN-F	C	109 / 10.7	11.9	9.0	11.2	9.4	10.7	1484 / 23.1	22.4	23.5	156 / 2148	G	KWEN-F
2	KRMG	FS	86 / 8.4	8.3	10.5	9.8	9.8	9.3	1272 / 19.7	20.6	19.7	109 / 1620	F	KRMG
3	KMOD-F	AOR	77 / 7.5	7.9	8.4	6.3	6.2	7.5	966 / 15.0	16.0	14.0	102 / 1438	E	KMOD-F
4	KHTT-F	CHR	72 / 7.1	7.0	8.5	6.0	3.8	7.1	1373 / 21.3	20.1	14.3	129 / 2207	C	KHTT-F
5	KJSR-F	CL HITS	67 / 6.6	5.0	5.7	5.2	6.2	5.6	1174 / 18.2	17.3	19.2	105 / 1682	D	KJSR-F
	KMYZ-F	AOR-NR	67 / 6.6	5.3	5.9	7.8	6.9	6.4	1016 / 15.8	15.0	17.2	93 / 1430	D	KMYZ-F
7	KBEZ-F	SAC	54 / 5.3	6.3	4.6	5.3	6.6	5.4	907 / 14.1	13.9	15.9	86 / 1260	E	KBEZ-F
8	KRAV-F	AC	51 / 5.0	4.6	3.4	3.0	2.8	4.0	924 / 14.3	12.1	10.5	63 / 1189	C	KRAV-F
9	KJMM-F	B	49 / 4.8	4.5	2.7	4.0	2.8	4.0	481 / 7.5	5.6	5.3	67 / 677	B	KJMM-F
10	KQLL-F	O	46 / 4.5	3.7	3.9	5.7	5.4	4.5	788 / 12.2	12.4	14.3	69 / 1231	C	KQLL-F
11	KXOJ-F	REL	45 / 4.4	3.1	3.1	3.5	3.5	3.5	671 / 10.4	7.5	7.9	50 / 743		KXOJ-F
12	KVOO-F	C	44 / 4.3	4.6	5.0	4.5	4.5	4.6	581 / 9.0	11.2	10.0	58 / 879	E	KVOO-F
13	KVOO	C	32 / 3.1	4.4	4.0	3.7	4.7	3.8	462 / 7.2	8.1	8.7	66 / 807	*	KVOO
14	KOAS-F	J	29 / 2.8	2.4	2.5	3.9	4.3	2.9	478 / 7.4	6.8	8.0	34 / 586	C	KOAS-F
	KCKI-F	C	29 / 2.8	2.6	3.4	3.3	3.3	3.0	578 / 8.9	11.2	10.1	40 / 818	C	KCKI-F
16	KGTO	ST	25 / 2.5	3.1	2.9	3.1	2.4	2.9	184 / 2.9	3.9	4.5	25 / 184	A	KGTO
17	KCFM-F	CL	21 / 2.1	1.4	2.2	2.4	2.9	2.0	352 / 5.5	6.5	8.7	26 / 468	A	KCFM-F

12+ FM Share (Metro): 83.12 % (778 of 936) (Spring 96: 77.95 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KMYZ-F <	1 KWEN-F <	1 KMOD-F <	1 KMOD-F <	1 KMOD-F <	1 KRMG	1 KRMG <	1 KWEN-F <	1 KWEN-F	1 KHTT-F	1 KRMG >
2 KHTT-F >	2 KMOD-F <	2 KWEN-F	2 KWEN-F <	2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KRMG	2 KMOD-F <	2 KMYZ-F <	2 KWEN-F
3 KJMM-F >	3 KMYZ-F	3 KJSR-F	3 KJSR-F	3 KJSR-F	3 KBEZ-F <	3 KMOD-F >	3 KMOD-F	3 KHTT-F <	3 KJMM-F <	3 KMYZ-F
	4 KHTT-F	4 KHTT-F <	4 KRAV-F	4 KRAV-F <	4 KQLL-F <	4 KHTT-F <	4 KRAV-F <	4 KMYZ-F	4 KWEN-F	
	5 KRAV-F	5 KRAV-F <	5 KXOJ-F <	5 KRMG	5 KJSR-F	5 KJSR-F <	5 KJSR-F <	KRMG <	5 KJSR-F	
	6 KXOJ-F <	6 KMYZ-F	6 KHTT-F <	6 KBEZ-F	6 KMOD-F <	6 KBEZ-F <	6 KBEZ-F	6 KJSR-F	KRMG <	
	7 KJSR-F	7 KXOJ-F	7 KBEZ-F	KQLL-F <	7 KVOO-F <	7 KMYZ-F <	7 KMYZ-F	7 KRAV-F	7 KBEZ-F	
			KRMG <	8 KXOJ-F <	8 KVOO	8 KRAV-F <	KHTT-F	8 KXOJ-F <		
				9 KHTT-F		9 KJMM-F <	KVOO-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 KHTT-F >>	1 KHTT-F <	1 KRAV-F >	1 KRAV-F <	1 KWEN-F	1 KWEN-F <	1 KMOD-F	1 KMOD-F >	1 KMOD-F >	1 KMOD-F >
2 KWEN-F	2 KRAV-F	2 KHTT-F	2 KWEN-F <	KRAV-F >	2 KMYZ-F	2 KMYZ-F	2 KMYZ-F >	2 KJSR-F <	2 KJSR-F
3 KMYZ-F	3 KWEN-F	KXOJ-F	3 KHTT-F >	3 KBEZ-F	3 KMOD-F >	3 KWEN-F >	3 KWEN-F	3 KWEN-F	3 KRMG
4 KRAV-F	4 KXOJ-F	KWEN-F	4 KBEZ-F	KHTT-F	4 KJSR-F	4 KJSR-F >	4 KJSR-F	4 KMYZ-F >	KWEN-F
5 KJMM-F	5 KJMM-F	5 KJMM-F	5 KXOJ-F	5 KJMM-F <	5 KHTT-F >	5 KXOJ-F	5 KXOJ-F >	5 KRMG	5 KMYZ-F
	6 KMYZ-F	6 KBEZ-F	KJMM-F <	6 KXOJ-F <					6 KQLL-F
			7 KJSR-F	7 KQLL-F					
				KJSR-F					

Other Rated Stations				Metro Cume Share Rating				TSA AQH Cume				Other Rated Stations--Outside Market				Metro Cume Share Rating				TSA AQH Cume			
KAKC	SPRTS	1300	Tulsa	0.6	2.9	6	199	KHJM-F	REL	100.3	Taft	0.7	1.8	12	204	KITC-F	C	96.1	Vinita	0.4	0.7	7	141
KCFO-AF	REL	970	Tulsa	0.8	2.9	10	270																
KEMX-F	REL	94.5	Locust Grove	0.4	0.9	4	53																
KQLL	SPRTS	1430	Tulsa	0.4	2.3	4	145																

TULSA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	51 (1)	51 (1)	5.4 %	3.8 %	Clear Channel, pend.	16.1 %	21.6 %	21.8 %
AOR/Classic/NR	0 (0)	144 (2)	144 (2)	15.4 %	15.9 %	KOAS-FM, KQSY-FM, KQLL-AM, KQLL-FM, KAKC-AM, KMOD-FM			
Black/Urban	0 (0)	49 (1)	49 (1)	5.2 %	3.0 %	Cox	33.2 %	32.1 %	39.7 %
CHR	0 (0)	72 (1)	72 (1)	7.7 %	9.5 %	KJSR-FM, KGTO-AM, KWEN-FM, KRAV-FM, KRMG-AM			
Classical	0 (0)	21 (1)	21 (1)	2.2 %	2.4 %	Great Empire	10.2 %	8.2 %	14.3 %
Country	32 (2)	186 (4)	218 (6)	23.3 %	24.4 %	KCKI-FM, KVOO-FM, KVOO-AM			
Full Service	86 (1)	0 (0)	86 (1)	9.2 %	11.8 %	Renda	12.4 %	11.2 %	14.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KHTT-FM, KBEZ-FM			
Jazz	0 (0)	29 (1)	29 (1)	3.1 %	2.8 %	Shamrock	8.7 %	5.6 %	8.7 %
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KCFM-FM, KMYZ-FM			
Oldies	0 (0)	113 (2)	113 (2)	12.1 %	10.7 %		80.6 %	78.7 %	99.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	5 (1)	59 (4)	64 (5)	6.8 %	5.4 %				
Soft AC/EZ	0 (0)	54 (1)	54 (1)	5.8 %	5.2 %				
Sports	10 (2)	0 (0)	10 (2)	1.1 %	1.8 %				
Standards	25 (1)	0 (0)	25 (1)	2.7 %	3.2 %				
Totals	158 (7)	778 (18)	936 (25)						

AM Stations

KGTO	1050	1 kw/22 w	Standards	CNN, Westwd	\$<20.00	Allied	Cox
KRMG	740	50 kw/25 kw (DA-2)	Full Service	ABC, Talknt	\$72.00	Katz	Cox
KVOO	1170	50 kw (DA-N)	Country	ABC	\$ NA	D&R	Great Empire

FM Stations

KBEZ	92.9	100 kw @ 1318	Soft AC		\$62.00	Eastman	Renda	
KCFM	94.1	18 kw @ 817	Classical		\$<20.00	Banner	Shamrock	Okmulgee
KCKI	99.5	100 kw @ 981	Country		\$28.00	D&R	Great Empire	Henryetta
KHTT	106.9	100 kw @ 1010	CHR		\$40.00	Eastman	Renda	Muskogee
KJMM	105.3	3.4 kw @ 879	Black	AURN, ABC	\$<20.00	Unirep		Bixby
KJSR	103.3	100 kw @ 1280	Classic Hits		\$49.00	Katz	Cox	
KMOD	97.5	100 kw @ 1327	AOR		\$70.00	Christal	Clear Channel	
KMYZ	104.5	70 kw @ 1130	AOR-New Rock	ABC	\$53.00	Allied	Shamrock	Pryor
KOAS	92.1	27 kw @ 656	Jazz		\$35.00	Banner	Clear Channel	Broken Arrow
KQLL	106.1	100 kw @ 1322	Oldies		\$42.00	Banner	Clear Channel	Owasso
KRAV	96.5	100 kw @ 1327	AC		\$35.00	Allied	Cox	
KVOO	98.5	100 kw @ 1226	Country	ABC	\$70.00	D&R	Great Empire	
KWEN	95.5	100 kw @ 1327	Country		\$104.00	Katz	Cox	
KXOJ	100.9	5 kw @ 360	Religion		\$ NA	Salem		Sapulpa

Notes: * KVOO's revenue is included with KVOO-F . . . 5/97 KQSY (100.5; Collinsville) sold to Clear Channel for \$1,900,000 (Fischer) . . . 6/97 KMUS (1380; Muskogee) sold by Children's to Global for \$_____ (Star)

Jim Duncan

Comments: Listening levels are steady in Tulsa . . . KRAV-F continued its slow but steady recovery from several years of ratings problems

UTICA-ROME

Arbitron Rank: 142 Pop (12+): 260,600	Stations: 35 / 20	Last Year's Revenue: \$8,300,000
MSA Rank: 153	Diaries: 782/333:1/61.0%	Household Income: \$35,694
MSA Pop: 313,000	Sample Target: 730	Retail Dollars: \$2.5 Bil.
DMA: 166	% Below Line: 13.1	#1 Biller: WLZW-F \$1,600,000
Average Persons Rating: 16.2	% Not Listed: 11.4	#1 Billing Portfolio: Forever \$4,350,000
Market TSL In Hours: 21.50	Pop per Station: 13,030	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	WFRG-F	67 / 15.9	11.6	14.3	16.0	20.0	700 / 26.9	22.4	26.7	97 / 1032	C	WFRG-F
2	WLZW-F	55 / 13.1	13.6	15.4	13.4	14.7	638 / 24.5	25.6	27.6	60 / 713	C	WLZW-F
3	WIBX	34 / 8.1	7.7	6.4	7.0	5.9	457 / 17.5	15.7	15.6	36 / 474	B	WIBX
4	WSKS-F	27 / 6.4	7.2	7.5	6.8	7.0	526 / 20.2	18.4	21.2	30 / 644	B	WSKS-F
5	WKLL-F	26 / 6.2	6.2	5.7	3.8	4.6	414 / 15.9	15.8	14.6	29 / 495	B	WKLL-F
6	WOUR-F	24 / 5.7	8.2	7.2	7.5	7.9	440 / 16.9	18.2	14.1	36 / 560	C	WOUR-F
7	WRCK-F	17 / 4.0	2.7	3.7	4.9	3.3	390 / 14.9	10.5	12.5	25 / 474	B	WRCK-F
8	WODZ-F	16 / 3.8	3.2	4.4	4.7	3.7	318 / 12.2	12.3	12.2	18 / 361	A	WODZ-F
9	WTLB	11 / 2.6	3.7	2.9	3.3	2.2	154 / 5.9	6.6	6.9	12 / 179		WTLB
10	WOWB-F	9 / 2.1	2.2	2.4	2.1	1.7	205 / 7.9	6.6	8.5	10 / 236		WOWB-F
11	WRFM-F	8 / 1.9	2.2	2.4	2.6	2.6	194 / 7.4	6.8	6.6	9 / 213		WRFM-F

12+ FM Share (Metro): 80.91 % (301 of 372) (Spring 96: 81.22 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKLL-F	1 WFRG-F	1 WFRG-F	1 WFRG-F	1 WFRG-F	1 WFRG-F <	1 WFRG-F	1 WLZW-F	1 WFRG-F	1 WFRG-F	1 WFRG-F <
WSKS-F >>	2 WKLL-F	2 WLZW-F	2 WLZW-F >>	2 WLZW-F >>	2 WLZW-F	2 WLZW-F	2 WFRG-F >	2 WLZW-F >	2 WLZW-F <	2 WLZW-F
3 WOUR-F	3 WLZW-F	3 WOUR-F	3 WOUR-F	3 WOUR-F <	3 WIBX >>	3 WIBX >	3 WIBX >	3 WIBX	3 WKLL-F >	3 WIBX
WWHT-F	4 WOUR-F <	4 WKLL-F	4 WRCK-F <	4 WRCK-F	4 WTLB	4 WSKS-F	4 WOUR-F <	4 WKLL-F <	4 WOUR-F	4 WOUR-F >
WFRG-F >	5 WSKS-F	5 WSKS-F	5 WKLL-F <	5 WKLL-F	WODZ-F	5 WKLL-F	5 WSKS-F <	5 WOUR-F	WSKS-F <	
		6 WRCK-F	6 WODZ-F	6 WODZ-F		6 WOUR-F <	6 WKLL-F	6 WSKS-F	6 WIBX	
			WSKS-F	7 WIBX		7 WRCK-F <	7 WRCK-F	7 WRCK-F		
				WSKS-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 WSKS-F >	1 WLZW-F	1 WLZW-F	1 WLZW-F >>	1 WLZW-F >>	1 WFRG-F	1 WFRG-F	1 WFRG-F	1 WFRG-F >>	1 WFRG-F >>
2 WLZW-F	2 WFRG-F	2 WFRG-F >	2 WFRG-F >	2 WFRG-F >>	2 WKLL-F	2 WKLL-F	2 WKLL-F	2 WOUR-F	2 WOUR-F
3 WKLL-F	3 WSKS-F	3 WKLL-F	3 WSKS-F >	3 WSKS-F	3 WOUR-F >>	3 WOUR-F	3 WRCK-F >	3 WKLL-F	WRCK-F >
WFRG-F >	4 WKLL-F	4 WOUR-F	4 WKLL-F	4 WOWB-F	4 WSKS-F	4 WRCK-F	4 WOUR-F >>	4 WRCK-F	4 WKLL-F
	5 WOUR-F >	WSKS-F >>	5 WOUR-F	WIBX	WLZW-F >>	5 WLZW-F		5 WLZW-F >	WLZW-F
			WOWB-F	WODZ-F				6 WODZ-F	6 WIBX
				WODZ-F					WODZ-F

Other Rated Stations Metro Cume TSA
Share Rating AQH Cume

WBUG-F	C	101.1	Ft. Plain	0.7	2.7	7	158
WLFB	C	1230	Little Falls	1.2	2.5	5	74
WOWB-F	AC	105.5	Little Falls	1.2	4.1	6	134
WOWZ-F	AC	97.9	Whitesboro	1.0	3.8	4	105
WRUN	SPRTS	1150	Utica	0.5	3.7	2	96
WUTQ	ST	1550	Utica	1.0	2.8	4	74
WVVC-F	G	100.7	Utica	1.0	2.9	4	94
WXUR-F	O	92.7	Herkimer	1.2	6.6	6	194

Other Rated Stations--Outside Market Metro Cume TSA
Share Rating AQH Cume

WAQX-F	AOR	95.7	Manlius	1.2	4.4	9	210
WBBS-F	C	104.7	Fulton	1.2	4.4	18	265
WFAN	SPRTS	660	New York	0.5	1.4	2	39
WGY	FS	810	Schenectady	0.5	2.4	16	295
WHEN	SPRTS	620	Syracuse	1.4	1.8	7	69
WMCR-AF	AC	106.3	Oneida	1.4	2.7	10	111
WNTQ-F	CHR	93.1	Syracuse	1.7	6.4	17	389
WQBJ-F	AOR-NR	103.5	Cobleskill	1.2	6.6	10	298
WSEN-F	O	92.1	Baldwinsville	0.7	2.2	6	112
WSYR	FS	570	Syracuse	1.0	3.5	17	212
WTKW-F	CL AOR	99.5	Bridgeport	0.5	2.4	5	124
WWHT-F	CHR	107.9	Syracuse	1.4	6.3	7	217
WYYY-F	AC	94.5	Syracuse	0.5	3.2	4	154

UTICA-ROME

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	1 (1)	72 (5)	73 (6)	19.6 %	19.4 %	Dame WADR-AM, WOUR-FM, WRFM-FM, WRNY-AM, WSKS-FM, WUTQ-AM	15.0 %	13.3 %	26.0 %
AOR/Classic/NR	0 (0)	78 (6)	78 (6)	21.0 %	22.0 %	Forever WFRG-FM, WIBX-AM, WLZW-FM, WODZ-FM, WODZ-AM	40.9 %	45.2 %	52.4 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Radio Corp. WKLL-FM, WRCK-FM, WTLB-AM	12.8 %	12.0 %	15.1 %
CHR	0 (0)	40 (3)	40 (3)	10.8 %	11.3 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	5 (1)	75 (3)	80 (4)	21.5 %	17.5 %				
Full Service	6 (2)	0 (0)	6 (2)	1.6 %	2.5 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	34 (1)	0 (0)	34 (1)	9.1 %	9.6 %				
Oldies	0 (0)	24 (3)	24 (3)	6.5 %	5.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	4 (1)	4 (1)	1.1 %	2.5 %				
Soft AC/EZ	0 (0)	8 (1)	8 (1)	2.2 %	2.5 %				
Sports	10 (3)	0 (0)	10 (3)	2.7 %	0.6 %				
Standards	15 (2)	0 (0)	15 (2)	4.0 %	6.5 %				
Totals	71 (10)	301 (22)	372 (32)				68.7 %	70.5 %	93.5 %

AM Stations

WIBX	950	5 kw (DA-1)	Talk/News	CBS, Westwd, ABC	\$21.00	Katz	Forever	
WTLB	1310	5 kw/0.5 kw (DA-2)	Standards	ABC	\$<20.00	Allied	Radio Corp.	

FM Stations

WFRG	104.3	100 kw @ 495	Country		\$37.00	Katz	Forever	
WKLL	94.9	50 kw @ 275	AOR		\$<20.00	Allied	Radio Corp.	Frankfort
WLZW	98.7	25 kw @ 659	AC/Soft AC	CBS, Westwd	\$39.00	Katz	Forever	
WODZ	97.9	7.4 kw @ 600	Oldies	ABC	\$20.00	Katz	Forever	
WOUR	96.9	19.5 kw @ 790	AOR		\$28.00	—	Dame	
WRCK	107.3	50 kw @ 500	AOR/Classic AOR	ABC	\$21.00	Allied	Radio Corp.	
WRFM	93.5	6 kw @ 240	Soft AC	ABC	\$<20.00	Christal	Dame	Remsen
WSKS	102.5	27 kw @ 650	CHR	CNN	\$<20.00	Christal	Dame	Rome

Notes: 1/97 WFRY (AM) changed its call letters back to WODZ (AM); it continues to simulcast WODZ-F . . . 3/97 WUTQ began simulcasting WRNY (AM) . . . 4/97 WRUN changed from Talk to Sports

Jim Duncan

Comments: Listening levels are down by 1.1 rating points versus last Spring

VISALIA-TULARE-HANFORD

Arbitron Rank: 106 Pop (12+): 370,300	Stations: 34 / 10	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 1,196/310:1/48.9%	Household Income: \$31,941
MSA Pop: NA	Sample Target: 1,170	Retail Dollars: \$2.7 Bil.
DMA: Fresno (#56)	% Below Line: 59.7	#1 Biller: NA
Average Persons Rating: 15.5	% Not Listed: 20.5	#1 Billing Portfolio: NA
Market TSL in Hours: 21.00	Pop per Station: 37,030	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level
1	KBOS-F	CHR	61 / 10.6	13.1	11.0	10.6	831 / 22.4	26.5	25.4		KBOS-F
2	KJUG-F	C	42 / 7.3	7.6	6.4	6.1	469 / 12.7	13.4	13.5		KJUG-F
3	KMJ	N/T	37 / 6.4	9.0	8.1	9.9	397 / 10.7	11.6	11.9		KMJ
4	KFSO-F	O	35 / 6.1	5.5	5.7	4.4	600 / 16.2	15.3	14.5		KFSO-F
5	KJOI-F	SAC	31 / 5.4	4.6	6.0	5.5	455 / 12.3	10.5	12.3		KJOI-F
6	KOQO-AF	SP	25 / 4.3	3.0	3.8	1.6	354 / 9.6	8.3	8.1		KOQO-AF
	KSKS-F	C	25 / 4.3	5.3	5.0	5.5	371 / 10.0	10.4	12.5		KSKS-F
8	KFRR-F	AOR-NR	22 / 3.8	4.6	4.8	3.8	416 / 11.2	12.6	11.4		KFRR-F
9	KIOO-F	AOR	20 / 3.5	2.1	2.9	2.2	292 / 7.9	6.3	5.8		KIOO-F
10	KRZR-F	AOR	17 / 3.0	2.6	3.6	4.5	236 / 6.4	8.5	7.6		KRZR-F
11	KSEQ-F	AC	14 / 2.4	2.3	2.9	2.8	269 / 7.3	8.2	9.2		KSEQ-F
12	KVSR-F	AC-NR	13 / 2.3	1.6	0.3	0.3	230 / 6.2	3.7	1.7		KVSR-F
13	KKOJ-F	SP	11 / 1.9	0.9	0.9	0.7	158 / 4.3	3.2	3.6		KKOJ-F
14	KSLK-F	J	9 / 1.6	2.1	1.4	1.0	95 / 2.6	3.1	3.6		KSLK-F
	KOJJ-F	SP	9 / 1.6	2.3	1.0	2.6	223 / 6.0	4.6	3.1		KOJJ-F
	KJFX-F	AOR	9 / 1.6	3.0	1.2	1.7	212 / 5.7	6.7	4.7		KJFX-F

12+ FM Share (Metro): 84.03 % (384 of 457) (Spring 96: 79.87 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KBOS-F >>	1 KBOS-F >	1 KBOS-F	1 KJUG-F <	1 KJUG-F	1 KMJ	1 KBOS-F	1 KBOS-F <	1 KBOS-F >	1 KBOS-F >>	1 KMJ <
2 KFRR-F	2 KOQO-AF	2 KJUG-F	2 KBOS-F <	2 KBOS-F	2 KJUG-F <	2 KMJ <	2 KJUG-F	2 KJUG-F	2 KOJJ-F	2 KOJJ-F
	KSKS-F	KFRR-F <	3 KFSO-F	3 KFSO-F	3 KFSO-F >	3 KJUG-F >	3 KMJ <	3 KFSO-F <	KMJ <	3 KBOS-F
	KOQO-AF >	4 KJOI-F	4 KJOI-F <	4 KJOI-F	4 KJOI-F	4 KFSO-F	4 KFSO-F	4 KJOI-F	4 KJOI-F	4 KJOI-F
		KRZR-F <	5 KOQO-AF	5 KIOO-F	5 KSKS-F	5 KFRR-F	5 KJOI-F	5 KSKS-F	KFRR-F	5 KJUG-F
		6 KJUG-F	6 KIOO-F <	KOQO-AF <	KIOO-F	6 KJOI-F <	6 KSKS-F	6 KMJ	6 KKOJ-F <	
			7 KSKS-F	7 KSKS-F	KOQO-AF	7 KOQO-AF <	7 KOQO-AF	7 KOQO-AF	7 KIOO-F	
			8 KRZR-F	8 KRZR-F		8 KSKS-F	KFRR-F <	KRZR-F	KRZR-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 KBOS-F >>	1 KBOS-F >	1 KBOS-F	1 KBOS-F >	1 KJUG-F	1 KFRR-F	1 KBOS-F	1 KRZR-F	1 KFSO-F	1 KJUG-F <
2 KOQO-AF >	2 KJOI-F	2 KJOI-F	2 KJOI-F <	2 KJOI-F	2 KBOS-F	2 KRZR-F	2 KBOS-F	2 KJUG-F <	2 KFSO-F
3 KJUG-F	3 KJUG-F	3 KSEQ-F	3 KJUG-F >	KBOS-F	3 KVSR-F >	3 KFRR-F	3 KOQO-AF >	3 KBOS-F <	3 KBOS-F <
	KKOJ-F >>	KSEQ-F	4 KSEQ-F <	4 KFSO-F	4 KGEN-F	4 KOQO-AF	4 KJOI-F	4 KIOO-F	4 KRZR-F
		KSKS-F	5 KJUG-F	5 KFSO-F	KIOO-F	5 KIOO-F	KIOO-F	KRZR-F <	5 KIOO-F
		KOQO-AF	KFRR-F	KSKS-F	6 KSEQ-F	KSKS-F	KJUG-F	6 KOQO-AF	KOQO-F <
	7 KFRR-F		7 KOQO-AF		KRZR-F >>	KVSR-F	KJFX-F	7 KFRR-F	7 KMJ
							KVSR-F	KSKS-F	
							KKOJ-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCRZ-F	O	104.9 Tipton	0.5 1.8
KGEN-F	SP	94.5 Hanford	0.5 1.8
KJUG	C	1270 Tulare	1.4 3.5
KTHX	O	1400 Visalia	0.3 0.8
KTIP	T	1450 Porterville	0.7 2.4

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KCHJ	SP	1010 Delano	1.0 3.1
KDNO-F	T	98.5 Delano	0.5 1.4
KEZL-F	J	96.7 Fowler	0.5 1.7
KFRE	T	940 Fresno	1.0 3.2
KLBN-F	SP	105.1 Auberry	0.9 2.4
KMPH-F	N/T	107.5 Hanford	1.4 6.0
KNAX-F	C	97.9 Fresno	0.9 3.0
KNBR	SPRTS	680 San Francisco	0.9 2.5
KRDU	REL	1130 Dinuba	0.5 1.4
KTHT-F	AC/CHR	102.7 Fresno	0.9 3.4
KUZZ-AF	C	107.9 Bakersfield	1.4 4.3

VISALIA-TULARE-HANFORD

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	32 (3)	32 (3)	7.0 %	2.8 %	Buckley K100-FM, KSEQ-FM	5.9 %	7.9 %	%
AOR/Classic/NR	0 (0)	68 (4)	68 (4)	14.9 %	15.2 %				
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		5.9 %	7.9 %	%
CHR	0 (0)	61 (1)	61 (1)	13.3 %	17.2 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	9 (2)	79 (4)	88 (6)	19.3 %	19.6 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	7 (2)	52 (5)	59 (7)	12.9 %	10.7 %				
Jazz	0 (0)	12 (2)	12 (2)	2.6 %	3.0 %				
News/Talk	47 (3)	11 (2)	58 (5)	12.7 %	0.0 %				
Oldies	2 (1)	38 (2)	40 (3)	8.8 %	0.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.7 %	0.0 %				
Soft AC/EZ	0 (0)	31 (1)	31 (1)	6.8 %	5.7 %				
Sports	5 (1)	0 (0)	5 (1)	1.1 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	73 (10)	384 (24)	457 (34)						

FM Stations

Station	Freq	Pwr	Format	City	Notes
K100	99.7	24 kw @ 689	AOR	Westwd	\$ NA D&R Buckley Porterville
KJUG	106.7	1.2 kw @ 2550	Country		\$ NA Western
KOJJ	100.5	3.1 kw @ 466	Hispanic	Westwd	\$ NA — E. Porterville
KSEQ	97.1	17 kw @ 777	AC		\$ NA D&R Buckley
KSLK	96.1	4.74 kw @ 360	Jazz		\$ NA —

Notes: Other ranked stations – See Fresno . . . There is no TSA for the market

WASHINGTON, DC

Arbitron Rank: 8 Pop (12+): 3,535,000
 MSA Rank: 5
 MSA Pop: 4,590,000
 DMA: 7
 Average Persons Rating: 16.7
 Market TSL in Hours: 22.00

Stations: 35 / 31
 Diaries: 4,518/782:1/53.2%
 Sample Target: 4,030
 % Below Line: 1.7
 % Not Listed: 15.9
 Pop per Station: 114,032

Last Year's Revenue: \$195,600,000
 Household Income: \$64,369
 Retail Dollars: \$47.3 Bil.
 #1 Biller: WPGC-F \$19,500,000
 #1 Billing Portfolio: Westinghouse \$52,300,000

12+ Metro	Format	Spring 97 1/4 Share	WIn 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WKYS-F	B	349 / 5.9	5.1	4.8	4.2	4.8	5.0	5232 / 14.8	13.6	14.6	393 / 6244	G	WKYS-F
2	WPGC-F	B/CHR	341 / 5.8	6.5	6.1	6.1	5.6	6.1	6039 / 17.1	16.8	17.4	394 / 7155	J	WPGC-F
3	WHUR-F	B/AC	340 / 5.8	5.6	5.6	5.0	5.8	5.5	4573 / 12.9	13.4	14.2	376 / 5086	G	WHUR-F
4	WMZQ-F	C	294 / 5.0	4.5	6.0	5.3	6.4	5.2	4036 / 11.4	13.6	14.0	356 / 5122	J	WMZQ-F
5	WBIG-F	O	279 / 4.7	4.5	3.7	5.3	4.9	4.6	4633 / 13.1	12.3	13.8	340 / 5597	H	WBIG-F
6	WASH-F	AC	274 / 4.6	3.8	4.9	5.1	5.1	4.6	4374 / 12.4	12.7	14.5	302 / 4888	I	WASH-F
7	WWZZ-F	CHR	261 / 4.4	4.5	3.8	2.4	1.3	3.8	5356 / 15.2	14.9	5.2	313 / 6731	C	WWZZ-F
8	WMMJ-F	B/AC	245 / 4.1	4.2	4.2	4.5	4.6	4.3	3538 / 10.0	8.7	10.4	248 / 3628	H	WMMJ-F
9	WGMS-F	CL	241 / 4.1	4.0	3.7	4.0	4.1	3.9	3245 / 9.2	8.9	9.2	262 / 3648	H	WGMS-F
10	WGAY-F	SAC	229 / 3.9	4.5	2.9	2.8	1.9	3.5	4380 / 12.4	9.6	7.3	258 / 5075	F	WGAY-F
11	WRQX-F	AC/CHR	216 / 3.7	3.9	3.6	4.2	4.6	3.8	4627 / 13.1	13.0	14.7	250 / 5642	I	WRQX-F
12	WMAL	FS/T	214 / 3.6	4.9	4.7	4.0	4.2	4.3	3492 / 9.9	10.1	10.5	225 / 3882	I	WMAL
13	WWDC-F	AOR	206 / 3.5	3.0	3.5	3.9	3.5	3.5	4760 / 13.5	13.3	14.0	272 / 6263	H	WWDC-F
14	WJZW-F	J	200 / 3.4	3.8	3.1	4.0	3.4	3.6	3219 / 9.1	8.9	8.4	221 / 3503	H	WJZW-F
15	WTOP	N	169 / 2.8	2.9	3.4	3.0	3.0	3.1	4894 / 13.8	13.2	13.2	200 / 5855	I	WTOP
16	WJFK-F	T/J	167 / 2.8	3.4	3.6	3.7	3.3	3.4	2777 / 7.9	11.0	8.4	201 / 3289	J	WJFK-F
17	WHFS-F	AOR-NR	152 / 2.6	2.3	3.1	3.3	2.9	2.8	4181 / 11.8	11.9	13.1	239 / 5744	I	WHFS-F
18	WARW-F	CL AOR	142 / 2.4	2.0	2.1	2.5	2.3	2.3	3324 / 9.4	7.7	9.7	169 / 3926	G	WARW-F
19	WAVA-F	REL	70 / 1.2	0.9	1.2	0.9	1.0	1.1	1441 / 4.1	4.2	3.2	85 / 1750		WAVA-F
20	WTEM	SPRTS	61 / 1.0	1.1	1.0	0.9	1.0	1.0	1729 / 4.8	4.5	4.4	67 / 1910	E	WTEM
21	WFRE-F	C	60 / 1.0	1.1	0.9	1.1	1.1	1.0	811 / 2.3	2.4	2.7	92 / 1499		WFRE-F
22	WOL	B/T	59 / 1.0	1.1	1.0	0.8	1.1	1.0	560 / 1.6	1.8	1.8	60 / 578	D	WOL

12+ FM Share (Metro): 84.81 % (4211 of 4965) (Spring 96: 82.44 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKYS-F	1 WKYS-F <	1 WHUR-F <	1 WHUR-F >	1 WHUR-F	1 WBIG-F <	1 WHUR-F	1 WASH-F	1 WKYS-F <	1 WPGC-F	1 WHUR-F
2 WWZZ-F <	2 WPGC-F >	2 WPGC-F <	2 WASH-F <	2 WBIG-F <	2 WGMS-F	2 WKYS-F <	2 WBIG-F <	2 WPGC-F	2 WKYS-F <	2 WPGC-F <
3 WPGC-F >	3 WWZZ-F <	3 WKYS-F	3 WMMJ-F	3 WASH-F <	3 WHUR-F <	3 WJFK-F <	3 WMZQ-F <	3 WBIG-F <	3 WHUR-F	3 WKYS-F
4 WHUR-F <	4 WASH-F	4 WASH-F	4 WBIG-F	4 WMMJ-F	4 WMZQ-F <	4 WPGC-F	4 WKYS-F <	4 WWZZ-F	4 WASH-F	4 WMMJ-F
5 WASH-F <	5 WRQX-F	5 WPGC-F	5 WPGC-F <	5 WMAL	5 WMZQ-F <	5 WMZQ-F <	5 WGAY-F <	5 WMZQ-F <	5 WGAY-F <	5 WMZQ-F <
6 WRQX-F <	6 WMMJ-F <	6 WMMJ-F <	6 WMZQ-F	6 WPGC-F <	6 WGAY-F <	6 WMAL	6 WHUR-F	6 WASH-F <	6 WMMJ-F	6 WMMJ-F
7 WWDC-F	7 WWZZ-F <	7 WRQX-F <	7 WJZW-F <	7 WMMJ-F	7 WTOP <	7 WTOP <	7 WPGC-F <	7 WGAY-F <	7 WGMS-F	7 WGMS-F
8 WHFS-F	8 WMZQ-F <	8 WJZW-F <	8 WRQX-F <	8 WRQX-F <	8 WBIG-F	8 WBIG-F	8 WMAL	8 WWDC-F <	8 WWDC-F <	8 WWDC-F <
9 WBIG-F <	9 WBIG-F <	9 WKYS-F <	9 WKYS-F <	9 WKYS-F <	9 WRQX-F <	9 WRQX-F <	9 WMMJ-F	9 WMMJ-F	9 WMMJ-F	9 WMMJ-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 WKYS-F >	1 WKYS-F	1 WHUR-F	1 WHUR-F	1 WHUR-F	1 WPGC-F <	1 WPGC-F	1 WPGC-F <	1 WPGC-F	1 WHUR-F <
2 WPGC-F >>	2 WPGC-F <	2 WASH-F	2 WASH-F <	2 WASH-F	2 WWZZ-F	2 WKYS-F	2 WJFK-F	2 WJFK-F <	2 WJFK-F <
3 WWZZ-F	3 WHUR-F <	3 WKYS-F	3 WKYS-F <	3 WMMJ-F	3 WKYS-F	3 WWZZ-F <	3 WKYS-F	3 WHUR-F	3 WBIG-F
4 WWDC-F	4 WASH-F	4 WPGC-F	4 WPGC-F <	4 WBIG-F	4 WHFS-F	4 WHFS-F	4 WRQX-F <	4 WKYS-F	4 WPGC-F <
5 WRQX-F <	5 WWZZ-F	5 WRQX-F	5 WMMJ-F <	5 WMZQ-F <	5 WASH-F	5 WJFK-F	5 WHUR-F <	5 WWZZ-F <	5 WMZQ-F <
6 WASH-F	6 WRQX-F <	6 WWDC-F <	6 WRQX-F <	6 WROX-F	6 WWDC-F	6 WRQX-F <	6 WWDC-F	6 WBIG-F	6 WJZW-F <
7 WHUR-F	7 WWDC-F	7 WMZQ-F	7 WMZQ-F	7 WJZW-F <	7 WJFK-F	7 WWDC-F	7 WHFS-F	7 WHFS-F	7 WARW-F
8 WMZQ-F	8 WWZZ-F	8 WWZZ-F <	8 WPGC-F	8 WPGC-F	8 WRQX-F >	8 WASH-F <	8 WMZQ-F	8 WARW-F	8 WWDC-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WABS	REL	780	Arlington, VA	0.3 0.6 18 210
WILC	SP	900	Laurel, MD	0.3 1.3 19 451
WMDO	SP	1540	Wheaton, MD	0.3 0.8 18 285
WPGC	B	1580	Morningside, MD	0.9 2.2 55 811
WRCY-F	C	107.7	Warrenton, VA	0.5 1.5 52 958
WWDC	ST	1260	Washington	0.6 1.6 38 596
WWRC	T	980	Washington	0.9 3.8 64 1514
WWVZ-F	CHR	104.1	Braddock Hts.	0.2 0.8 24 548
WYCB	G	1340	Washington	0.9 2.6 55 932

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WBQB-F	CL	HITS	101.5	Fredericksburg 0.3 1.3 56 1020
WFLS-F	C		93.3	Fredericksburg 0.5 2.0 115 1508
WINC-F	CHR/AC		92.5	Winchester, VA 0.3 1.5 86 1461
WYY-F	AOR		97.9	Baltimore 0.6 3.4 100 2461

WASHINGTON, DC

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	490 (2)	490 (2)	9.9 %	10.6 %	ABC/Disney	10.7 %	12.0 %	18.0 %
AOR/Classic/NR	0 (0)	533 (4)	533 (4)	10.7 %	11.0 %	WMAL-AM, WRQX-FM, WJZW-FM			
Black/Urban	113 (2)	1275 (4)	1388 (6)	28.0 %	25.8 %	Bonneville, pend.	11.6 %	9.1 %	11.2 %
CHR	0 (0)	291 (3)	291 (3)	5.9 %	4.8 %	WWZZ-FM, WWVZ-FM, WTOP-AM, WGMS-FM			
Classical	0 (0)	241 (1)	241 (1)	4.9 %	4.4 %	Chancellor	20.1 %	21.2 %	25.0 %
Country	0 (0)	416 (4)	416 (4)	8.4 %	9.6 %	WWRC-AM, WTEM-AM, WMZQ-FM, WGAY-FM, WBIG-FM, WASH-FM			
Full Service	214 (1)	0 (0)	214 (1)	4.3 %	5.9 %	Douglas, pend.	0.0 %	0.0 %	%
Hispanic	36 (2)	0 (0)	36 (2)	0.7 %	1.4 %	WZHF-AM, WBZS-AM			
Jazz	0 (0)	200 (1)	200 (1)	4.0 %	3.7 %	Radio One	11.0 %	9.8 %	8.8 %
News/Talk	222 (2)	167 (1)	389 (3)	7.8 %	9.4 %	WKYS-FM, WOL-AM, WMMJ-FM			
Oldies	0 (0)	299 (2)	299 (2)	6.0 %	4.4 %	Westinghouse	14.5 %	14.9 %	27.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WARW-FM, WPGC-FM, WPGC-AM, WJFK-FM, WHFS-FM			
Religion/Gospel	72 (2)	70 (1)	142 (3)	2.9 %	3.1 %				
Soft AC/EZ	0 (0)	229 (1)	229 (1)	4.6 %	3.8 %		67.9 %	67.0 %	90.1 %
Sports	61 (1)	0 (0)	61 (1)	1.2 %	1.1 %				
Standards	36 (1)	0 (0)	36 (1)	0.7 %	1.1 %				
Totals	754 (11)	4211 (24)	4965 (35)						

AM Stations

Station	Power	Time	Format	Contract	Advertiser	Agency	City
WMAL	630	5 kw (DA-2)	Full Svc/Talk	ABC \$180.00	Katz	ABC/Disney	
WOL	1450	1 kw	Black Talk	ABC \$55.00	Mc-Guild	Radio One	
WTEM	570	5 kw/1 kw (DA-2)	Sports	CBS, 1-on-1 \$65.00	Eastman	Chancellor	Bethesda
WTOP	1500	50 kw (DA-2)	News	CBS, AP \$195.00	Banner	Bonneville, pend.	
WWDC	1260	5 kw (DA-2)	Standards	Westwd \$50.00	Christal		
WWRC	980	50 kw/5 kw (DA-2)	Talk	CNN, Westwd \$54.00	Allied	Chancellor	
WYCB	1340	1 kw	Gospel	AURN \$40.00	---		

FM Stations

Station	Power	Time	Format	Contract	Advertiser	Agency	City
WARW	94.7	21 kw @ 771	Classic AOR	\$114.00	CBS	Westinghouse	
WASH	97.1	26 kw @ 686	AC	\$220.00	Banner	Chancellor	
WAVA	105.1	50 kw @ 500	Religion	Westwd, SRN \$70.00	Salem	Salem	
WBIG	100.3	36 kw @ 574	Oldies	\$184.00	Eastman	Chancellor	
WGAY	99.5	22 kw @ 751	Soft AC	\$105.00	Interrep	Chancellor	
WGMS	103.5	44 kw @ 518	Classical	Westwd \$195.00	Eastman	Bonneville, pend.	
WHFS	99.1	50 kw @ 460	AOR - New Rock	AP \$180.00	Allied	Westinghouse	Annapolis, MD
WHUR	96.3	24 kw @ 670	Black AC	ABC \$140.00	D&R	Howard Univ.	
WJFK	106.7	22 kw @ 730	Talk/Jazz	Westwd \$315.00	Infinity	Westinghouse	Manassas
WJZW	105.9	28 kw @ 648	Jazz	\$183.00	Christal	ABC/Disney	Woodbridge, VA
WKYS	93.9	24.5 kw @ 705	Black	\$140.00	Mc-Guild	Radio One	
WMMJ	102.3	2.9 kw @ 480	Black AC	\$155.00	Mc-Guild	Radio One	Bethesda, MD
WMZQ	98.7	50 kw @ 490	Country	\$320.00	Christal	Chancellor	
WPGC	95.5	50 kw @ 500	Black/CHR	\$340.00	Infinity	Westinghouse	Morningside, MD
WRQX	107.3	34 kw @ 604	AC/CHR	ABC \$280.00	Katz	ABC/Disney	
WWDC	101.1	22.5 kw @ 760	AOR	\$185.00	Christal		
WWZZ	104.1	22 kw @ 764	CHR	\$135.00	Sentry	Bonneville	Waldorf, MD

Notes: WFRE-F - See Frederick, MD in the American Radio Small Market Edition . . . 3/97 Viacom sold these stations to Chancellor: WBZS for \$4,000,000; WJZW-F for \$57,000,000; WZHF/WMZQ-F for \$151,000,000 . . . 4/97 WJZW-F sold by Chancellor to ABC/Disney for \$60,000,000 . . . 4/97 WNTL (1030; Indian Head, MD) sold to Mortenson for \$1,500,000 (Blackburn) . . . 5/97 Chancellor sold these stations to John Douglas: WBZS for \$6,000,000; WZHF for \$4,000,000 . . . 8/97 Chancellor/Evergreen traded WTOP/WGMS-F (+ KZLA-F Los Angeles & \$57,000,000) to Bonneville for KBIG-F Los Angeles, WNSR-F New York & KLDE-F Houston

Jim Duncan

Comments: WKYS-F is back on top (12+) for the first time since the mid-1980's . . . WKYS-F's owner, Radio One, has turned in an outstanding series of Spring performances . . . WJFK-F posted its lowest share in more than three years . . . WMAL slipped below a four share . . . WWZZ-F held onto its recent gains

WATERLOO-CEDAR FALLS

Arbitron Rank: 224 Pop (12+)	120,500	Stations:	18 / 11	Last Year's Revenue:	\$5,600,000
MSA Rank:	272	Diaries:	605/199:1/61.8%	Household Income:	\$39,292
MSA Pop:	122,000	Sample Target:	610	Retail Dollars:	\$1.47 Bil.
DMA: 87 (w/Cedar Rapids & Dubuque)		% Below Line:	11.8	#1 Billing:	KKCV-F \$1,300,000
Average Persons Rating:	14.8	% Not Listed:	18.5	#1 Billing Portfolio:	
Market TSL In Hours:	19.50	Pop per Station:	10,955	Connoisseur	\$2,750,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	KKCV-F	C	29 / 16.3	14.4	13.7	14.3	364 / 30.2	29.6	25.7	41 / 530	C	KKCV-F
2	KOKZ-F	O	23 / 12.9	10.8	10.2	7.4	312 / 25.9	28.4	26.1	54 / 672	B	KOKZ-F
3	KFMW-F	AOR	22 / 12.4	9.0	12.7	10.6	325 / 27.0	26.2	26.1	45 / 660	C	KFMW-F
4	KOEL-F	C	15 / 8.4	9.6	12.7	19.0	234 / 19.5	22.5	24.9	43 / 731	C	KOEL-F
5	KCRR-F	AOR/CL	14 / 7.9	7.2	7.6	2.6	188 / 15.6	16.6	15.0	16 / 275	A	KCRR-F
6	KWLO	ST	8 / 5.1	7.8	6.6	10.1	114 / 9.5	17.2	18.4	16 / 165	B	KWLO
7	WMT	FS	7 / 3.9	3.6	3.1	2.6	92 / 7.6	8.0	8.0	27 / 313		WMT
8	KWAY-F	AC	5 / 2.8	2.4	2.0	2.6	103 / 8.5	8.3	7.1	6 / 120	A	KWAY-F
	WHO	FS	5 / 2.8	3.0	3.6	3.2	82 / 6.8	7.9	7.8	26 / 397		WHO
10	KDAT-F	AC	4 / 2.3	1.8	1.5	1.6	121 / 10.0	6.3	7.6	9 / 239		KDAT-F
11	KXEL	T	3 / 1.7	3.6	5.1	3.7	85 / 7.1	8.5	9.5	5 / 119	A	KXEL
	KQMG-F	O	3 / 1.7	1.8	1.5	0.5	72 / 5.9	5.3	4.0	8 / 159		KQMG-F

12+ FM Share (Metro): 81.38 % (118 of 145) (Spring 96: 76.33 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KFMW-F >>	1 KKCV-F	1 KKCV-F	1 KOKZ-F	1 KOKZ-F	1 KOKZ-F	1 KKCV-F >	1 KKCV-F >	1 KKCV-F <	1 KFMW-F >	1 KFMW-F
2 KFMW-F >	2 KOKZ-F <	2 KOKZ-F <	2 KKCV-F <	2 KKCV-F	2 KKCV-F	2 KOKZ-F	2 KOKZ-F	2 KOKZ-F	2 KKCV-F	2 KCRR-F
3 KCRR-F >	3 KFMW-F	3 KCRR-F	3 KCRR-F <	3 KOEL-F	3 KOEL-F	3 KFMW-F	3 KFMW-F	3 KFMW-F	3 KOKZ-F >	3 KOEL-F
4 KOEL-F	4 KCRR-F >	4 KFMW-F >	4 KFMW-F >	4 KWLO	4 KWLO	4 KCRR-F	4 KOEL-F	4 KCRR-F	4 KCRR-F	4 KCRR-F
	KOKZ-F >>	5 KOEL-F >>	5 KOEL-F >>	5 KOEL-F >>	5 KCRR-F	KOEL-F	5 KCRR-F >	KOEL-F >	5 KOEL-F	5 KOEL-F
					6 KFMW-F	6 KWLO >		6 KWLO >		
					WMT					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KKCV-F >>	1 KKCV-F >>	1 KKCV-F >>	1 KKCV-F >	1 KKCV-F	1 KFMW-F	1 KFMW-F	1 KCRR-F	1 KFMW-F	1 KOKZ-F
2 KFMW-F >>	2 KFMW-F >>	2 KFMW-F	2 KOKZ-F >	2 KOKZ-F >	KKCV-F >>	2 KKCV-F	2 KFMW-F >>	2 KOKZ-F	2 KCRR-F
	3 KOEL-F	KOEL-F >>	3 KFMW-F	3 KOEL-F >		3 KCRR-F >>	3 KKCV-F >>	3 KCRR-F	3 KFMW-F
	KOKZ-F >>		KOEL-F	4 KCRR-F		4 KOEL-F		4 KKCV-F >>	4 KKCV-F >>
			5 KCRR-F >>	KFMW-F >		KOKZ-F >>			

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	9 (2)	9 (2)	6.2 %	6.5 %
AOR/Classic/NR	0 (0)	37 (3)	37 (3)	25.5 %	21.6 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	46 (4)	46 (4)	31.7 %	29.5 %
Full Service	12 (2)	0 (0)	12 (2)	8.3 %	17.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	6 (3)	0 (0)	6 (3)	4.1 %	0.7 %
Oldies	0 (1)	26 (2)	26 (3)	17.9 %	2.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	2.9 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	9 (1)	0 (0)	9 (1)	6.2 %	4.3 %
Totals	27 (7)	118 (11)	145 (18)		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KNZ	T	1250 Cedar Falls	0.6 2.2 1 26

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KHAK-F	C	98.1 Cedar Rapids	0.6 2.5 16 198
KOEL	T	950 Oelwein	1.1 2.8 15 227
KRNA-F	AOR	94.1 Iowa City	0.6 5.7 3 147
KXMX-F	C	102.9 Cedar Rapids	0.6 3.4 8 91

WATERLOO-CEDAR FALLS

Consolidation Report	12+	25-54	Revenue
Bahakel KFMW-FM, KOKZ-FM, KWLO-AM, KXEL-AM	32.1 %	33.0 %	48.0 %
Connoisseur KCRR-FM, KKCX-FM, KOEL-FM, KOEL-AM	33.7 %	36.2 %	49.1 %
	65.8 %	69.2 %	97.1 %

AM Stations

KWLO	1330	5 kw (DA-2)	Standards	Westwd	\$<20.00	Katz	Bahakel
KXEL	1540	50 kw (DA-N)	Talk	ABC	\$<20.00	Katz	Bahakel

FM Stations

KCRR	97.7	16 kw @ 407	AOR/Classic AOR		\$ NA	Christal	Connoisseur	Grundy Center
KFMW	107.9	100 kw @ 1804	AOR	Westwd	\$30.00	Katz	Bahakel	
KKCV	98.5	15 kw @ 423	Country		\$30.00	—	Connoisseur	Cedar Falls
KOEL	92.3	100 kw @ 991	Country		\$34.00	Banner	Connoisseur	Oelwein
KOKZ	105.7	100 kw @ 1322	Oldies		\$20.00	Katz	Bahakel	
KQMG	95.3	2.9 kw @ 410	AC/CHR	ABC	\$ NA	—		Independence
KWAY	99.3	3 kw @ 180	AC	CNN	\$<20.00	Pates		Waverly

Notes: WHO -- See Des Moines; KDAT-F, WMT -- See Cedar Rapids . . . 3/97 KOKZ-F changed from CHR to Oldies; KWLO changed from Oldies to Standards; KXEL changed from Standards to Talk . . . 3/97 KQMG-F changed from Oldies to AC/CHR . . . 3/97 KCRR-F sold to Connoisseur for \$2,000,000 (Stevens)

Jim Duncan

Comments: KKCX-F climbed to the highest share in its history; KOEL-F, conversely, had its lowest 12+ share since 1987 . . . Listening levels are down by 1.5 rating points since 1996

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies, Classic Hits
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - 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	

WEST PALM BEACH

Arbitron Rank: 49 Pop (12+): 865,700	Stations: 42 / 19	Last Year's Revenue: \$35,200,000
MSA Rank: 60	Diaries: 2,082/416:1/53.3%	Household Income: \$44,542
MSA Pop: 999,000	Sample Target: 2,130	Retail Dollars: \$12.4 Bil.
DMA: 45	% Below Line: 31.8	#1 Biller: WRMF-F \$7,000,000
Average Persons Rating: 17.0	% Not Listed: 10.2	#1 Billing Portfolio:
Market TSL In Hours: 22.50	Pop per Station: 45,563	Fairbanks \$14,300,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WEAT-F	AC/SAC	115 / 7.8	8.5	8.3	7.2	7.2	8.0	1433 / 16.6	19.0	16.1	174 / 2327	G	WEAT-F
2	WRMF-F	AC	102 / 6.9	5.8	7.4	8.2	7.7	7.1	1255 / 14.5	14.9	15.9	161 / 2119	H	WRMF-F
3	WIRK-F	C	83 / 5.7	7.0	7.1	5.5	6.6	6.3	1025 / 11.8	14.8	13.8	106 / 1528	G	WIRK-F
4	WJBW-F	ST	69 / 4.7	3.6	3.7	3.3	3.8	3.8	763 / 8.8	7.9	8.6	89 / 1053	B	WJBW-F
5	WPBZ-F	AOR-NR	65 / 4.4	4.3	5.4	4.7	4.9	4.7	1064 / 12.3	12.6	13.6	100 / 1564	D	WPBZ-F
6	WJNO	N/T	59 / 4.0	3.9	4.2	4.4	4.7	4.1	831 / 9.6	9.7	10.4	84 / 1275	E	WJNO
7	WRLX-F	SAC	57 / 3.9	6.7	9.0	7.3	6.9	6.7	1031 / 11.9	13.5	13.6	66 / 1234	D	WRLX-F
8	WEDR-F	B	55 / 3.7	2.7	2.5	3.0	3.3	3.0	777 / 9.0	7.5	7.3	141 / 2258		WEDR-F
9	WBZT	T	52 / 3.5	3.2	3.3	2.4	3.4	3.1	630 / 7.3	7.4	7.3	60 / 747	C	WBZT
10	WKGR-F	CL AOR	47 / 3.2	4.4	4.2	4.1	4.0	4.0	745 / 8.6	11.4	11.9	86 / 1380	E	WKGR-F
	WMBX-F	AC/CHR	47 / 3.2	1.1					876 / 10.1			73 / 1462		WMBX-F
12	WPOW-F	CHR	43 / 2.9	2.3	2.7	2.1	2.2	2.5	928 / 10.7	8.9	7.9	154 / 2917		WPOW-F
13	WOLL-F	O	34 / 2.3	2.3	1.9	1.7	2.2	2.0	611 / 7.1	7.5	7.1	37 / 698	C	WOLL-F
14	WMXJ-F	O	32 / 2.2	1.8	1.9	1.9	1.4	2.0	649 / 7.5	5.5	5.2	125 / 2299		WMXJ-F
15	WJNA	ST	30 / 2.0	2.5	0.6				476 / 5.5	2.2		130 / 1474		WJNA
	WTMI-F	CL	30 / 2.0	1.8	1.5	2.5	2.0	2.0	537 / 6.2	5.2	5.2	109 / 1750		WTMI-F
	WBGG-F	CL AOR	30 / 2.0	1.1	1.7	1.8	1.8	1.7	528 / 6.1	6.8	6.0	114 / 2263		WBGG-F
	WCLB-F	C	30 / 2.0	1.7	2.0	3.0	2.2	2.2	654 / 7.6	7.9	8.1	49 / 1164	C	WCLB-F
19	WLVE-F	J	29 / 2.0	1.9	2.3	2.0	1.5	2.1	471 / 5.4	5.1	4.9	135 / 1929		WLVE-F
	WHOT-F	B	29 / 2.0	2.5	1.0	1.2	1.5	1.7	464 / 5.4	4.8	5.4	141 / 1942		WHOT-F
21	WEAT	N	26 / 1.8	1.1	1.5	1.5	1.6	1.5	576 / 6.7	6.1	7.0	27 / 706	A	WEAT

12+ FM Share (Metro): 78.54 % (1036 of 1319) (Spring 96: 79.54 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPOW-F <	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WEAT-F	1 WEAT-F <	1 WEAT-F <	1 WEAT-F <	1 WEDR-F	1 WJNO
2 WPBZ-F <	2 WPBZ-F	2 WEAT-F	2 WEAT-F	2 WEAT-F >	2 WJBW-F	2 WRMF-F	2 WRMF-F >	2 WRMF-F >	2 WJNO <	2 WBZT >
3 WEDR-F >	3 WEAT-F <	3 WPBZ-F	3 WKGR-F <	3 WKGR-F <	3 WRLX-F <	3 WIRK-F	3 WJBW-F <	3 WIRK-F <	3 WPOW-F	
	4 WIRK-F	4 WIRK-F <	4 WPBZ-F	4 WIRK-F	4 WJNO <	4 WBZT <	4 WIRK-F	4 WPBZ-F	WIRK-F	
	5 WPOW-F <	5 WKGR-F <	WIRK-F	5 WPBZ-F	5 WRMF-F <	5 WJNO <	5 WPBZ-F	5 WJBW-F	5 WEAT-F <	
	6 WMBX-F	6 WMBX-F	6 WMBX-F	6 WMBX-F	6 WBZT <	6 WBGG-F	6 WRLX-F	6 WJNO <	6 WPBZ-F	
	7 WEDR-F <	7 WEDR-F	7 WOLL-F <	7 WOLL-F <	7 WIRK-F	7 WCLB-F	WKGR-F	7 WMBX-F	7 WRLX-F	
	8 WKGR-F	8 WOLL-F <	8 WEDR-F <	8 WEDR-F		WPBZ-F	WJNO		WBZT <	
		9 WPOW-F <					WBZT		9 WMBX-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 WPOW-F	1 WRMF-F >	1 WRMF-F >>	1 WRMF-F	1 WRMF-F	1 WPBZ-F >	1 WPBZ-F >	1 WPBZ-F	1 WPBZ-F	1 WKGR-F <
2 WEDR-F	2 WEAT-F	2 WIRK-F	2 WEAT-F >	2 WEAT-F >	2 WPOW-F	2 WRMF-F	2 WRMF-F	2 WKGR-F	2 WRMF-F
	WEAT-F	3 WIRK-F <	3 WPBZ-F	3 WIRK-F >	3 WEAT-F	3 WEAT-F	3 WMBX-F	WRMF-F	3 WEAT-F
4 WRMF-F	4 WPBZ-F <	WEAT-F >	4 WEDR-F	4 WOLL-F <	4 WIRK-F >	WIRK-F	WKGR-F	4 WEAT-F	4 WPBZ-F
5 WMBX-F	5 WPOW-F	5 WOLL-F	5 WPBZ-F	5 WEDR-F	5 WCLB-F	5 WMBX-F	5 WIRK-F	5 WMBX-F	5 WMBX-F
6 WPBZ-F	6 WMBX-F	6 WMBX-F >	WMBX-F	6 WMBX-F	WRMF-F	WKGR-F <	6 WEAT-F	6 WIRK-F	6 WIRK-F <
	WIRK-F >>	WEDR-F	WOLL-F	WPBZ-F	WZTA-F >	7 WPOW-F	7 WZZR-F	7 WBGG-F	7 WBGG-F
	8 WOLL-F		8 WPOW-F			8 WZTA-F	WZTA-F		
							WBGG-F		

WEST PALM BEACH

Consolidation Report	12+	25-54	Revenue
American Radio Sys.	21.1 %	23.3 %	37.2 %
WEAT-FM, WIRK-FM, WMBX-FM, WPBZ-FM, WTPX-FM			
Clear Channel, pend.	10.8 %	11.6 %	18.8 %
WBZT-AM, WEAT-AM, WKGR-FM, WOLL-FM			
Fairbanks	18.8 %	17.5 %	40.6 %
WCLB-FM, WJNA-AM, WJNO-AM, WRLX-FM, WRMF-FM			
	50.7 %	52.4 %	96.6 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WDBF	ST	1420	Delray Beach	1.0	3.1	15	274
WLJV	REL	640	Royal Palm	0.3	0.7	8	121
WLVS	SP	1380	Lake Worth	0.3	0.8	5	70
WPOM	B	1600	Riviera Beach	1.4	2.5	21	218
WSBR	T	740	Boca Raton	0.5	2.9	23	537
WSWN	B	900	Belle Glade	0.7	1.2	11	127

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	158 (3)	158 (3)	12.0 %	8.5 %
AOR/Classic/NR	0 (0)	189 (6)	189 (6)	14.3 %	16.8 %
Black/Urban	32 (2)	84 (2)	116 (4)	8.8 %	6.7 %
CHR	0 (0)	59 (2)	59 (2)	4.5 %	4.4 %
Classical	0 (0)	30 (1)	30 (1)	2.3 %	1.0 %
Country	0 (0)	130 (3)	130 (3)	9.9 %	11.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	5 (1)	29 (3)	34 (4)	2.6 %	1.9 %
Jazz	0 (0)	29 (1)	29 (1)	2.2 %	2.5 %
News/Talk	179 (8)	0 (0)	179 (8)	13.6 %	13.2 %
Oldies	0 (0)	66 (2)	66 (2)	5.0 %	4.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	5 (1)	0 (0)	5 (1)	0.4 %	0.0 %
Soft AC/EZ	0 (0)	193 (3)	193 (3)	14.6 %	20.5 %
Sports	17 (1)	0 (0)	17 (1)	1.3 %	1.4 %
Standards	45 (2)	69 (1)	114 (3)	8.6 %	6.6 %
Totals	283 (15)	1036 (27)	1319 (42)		

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAMR-F	SP	107.5	Miami	0.5	2.4	27	475
WAXY	T	790	S. Miami	0.3	1.0	18	366
WFLL-F	AC	97.3	Miami	0.6	3.5	104	2085
WHYI-F	CHR/AC	100.7	Ft. Lauderdale	1.1	6.6	116	2517
WINZ	N	940	Miami	0.3	2.3	67	1413
WIOD	N/T	610	Miami	1.2	3.9	90	1418
WKIS-F	C	99.9	Boca Raton	1.2	4.9	166	2269
WLYF-F	SAC	101.5	Miami	1.4	4.6	165	2306
WPLL-F	AOR-P	103.5	Ft. Lauderdale	0.8	5.0	87	1985
WQAM	SPRTS	560	Miami	1.2	3.8	59	1150
WRMA-F	SP	106.7	Ft. Lauderdale	1.0	2.9	39	697
WRTO-F	SP	98.3	Goulds	0.5	1.7	14	434
WWNN	T	1470	Pompano Beach	0.5	1.2	12	316
WZTA-F	AOR	94.9	Miami Beach	1.2	5.3	137	2073
WZZR-F	AOR	92.7	Stuart	1.2	3.8	51	752

AM Stations

Station	Freq	Power	Format	Owner	Buyer	Notes
WBZT	1290	5 kw (DA-N)	Talk	ABC, CBS	\$34.00 Katz	Clear Chnl., pend.
WEAT	850	5 kw/1 kw (DA-2)	News	CBS, AP	\$ NA Katz	Clear Chnl., pend.
WJNA	1040	10 kw/1 kw (DA-2)	Standards	ABC	\$ NA Allied	Fairbanks Boynton Beach
WJNO	1230	1 kw	News/Talk	ABC	\$73.00 Allied	Fairbanks

FM Stations

Station	Freq	Power	Format	Owner	Buyer	Notes
WCLB	95.5	100 kw @ 982	Country	Westwd, ABC	\$39.00 Mc-Guild	Fairbanks Ft. Pierce
WEAT	104.3	100 kw @ 1273	AC/Soft AC		\$110.00 Katz	Amer. Radio Sys.
WIRK	107.9	100 kw @ 340	Country	ABC	\$115.00 Katz	Amer. Radio Sys.
WJBW	99.5	6 kw @ 308	Standards		\$25.00 Rostin	Jupiter
WKGR	98.7	100 kw @ 1380	Classic AOR	UPI	\$75.00 Katz	Clear Chnl., pend. Ft. Pierce
WMBX	102.3	25 kw @ 328	AC/CHR		\$ NA Katz	Palm Beach Jensen Beach
WOLL	94.3	6 kw @ 328	Oldies		\$38.00 Allied	Clear Chnl., pend. Riviera Beach
WPBZ	103.1	50 kw @ 482	AOR-New Rock	ABC	\$50.00 Christal	Palm Beach Indiantown
WRLX	92.1	7 kw @ 499	Soft AC		\$48.00 Allied	Fairbanks
WRMF	97.9	100 kw @ 1350	AC		\$135.00 Blair (?)	Fairbanks

Notes: Other ranked stations - See Miami . . . 2/97 WHLG-F (102.3; Jensen Beach) became an upgrade/move-in to the market as AC/CHR WMBX-F . . . 4/97 WRLX-F shifted from Easy Listening to Soft AC after Winter survey . . . 5/97 American Radio Systems sold these stations to Paxson: WBZT for \$3,000,000; WEAT (AM) for \$1,500,000; WKGR-F for \$18,500,000; WOLL-F for \$10,000,000 (Blackburn) . . . 6/97 Paxson sold these stations to Clear Channel: WBZT for \$2,700,000; WEAT (AM) for \$1,400,000; WKGR-F for \$16,700,000; WOLL-F for \$9,000,000 . . . 7/97 WTPX-F (105.5; Jupiter) sold to American Radio Systems for \$11,000,000 (Blackburn)

Jim Duncan

Comments: WRMF-F partially recovered from its weak Winter book . . . Modern AC WMBX-F is showing growth . . . WRLX-F has moved away from Easy Listening to more of a Soft AC presentation; the station's 12+ share has been cut in half but its demos are younger . . . WBZT had its highest share in more than three years

WHEELING

Arbitron Rank: 216 Pop (12+)	132,900	Stations:	19 / 10	Last Year's Revenue:	\$6,400,000
MSA Rank:	228	Diarles:	646/206:1/60.7%	Household Income:	\$33,540
MSA Pop:	156,000	Sample Target:	640	Retail Dollars:	\$1.4 Bil.
DMA:	141 (w/Steubenville)	% Below Line:	9.9	#1 Biller:	NA
Average Persons Rating:	14.4	% Not Listed:	9.4	#1 Billing Portfolio:	
Market TSL In Hours:	19.50	Pop per Station:	13,290	Capstar	\$4,500,000

12+ Metro	Format	Spring 97 1/4 Share	Spg 96	Spg 95	12+ Metro Cume / Rtg	Spg 96	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WOVK-F	C 30 / 15.7	23.8	29.0	418 / 31.4	39.8	44.9	39 / 610	WOVK-F
2	WOMP-F	CHR 24 / 12.5	10.6	9.2	368 / 27.7	26.8	26.8	49 / 742	WOMP-F
3	WEGW-F	AOR/CL 19 / 9.9	8.1	6.9	266 / 20.0	22.5	19.3	35 / 522	WEGW-F
	WKWK-F	AC 19 / 9.9	10.1	11.5	286 / 21.5	19.4	19.7	37 / 422	WKWK-F
5	WOMP	T 15 / 7.8	7.6	3.2	173 / 13.1	15.2	10.0	19 / 220	WOMP
6	WEEL-F	O 14 / 7.3	4.0	3.7	227 / 17.1	10.9	10.5	14 / 262	WEEL-F
7	WWVA	C/F 13 / 6.8	6.6	7.8	189 / 14.2	13.1	16.9	20 / 378	WWVA
8	WBBD	ST 11 / 5.7	3.5	4.1	128 / 8.8	7.3	6.9	11 / 135	WBBD
9	WRKY-F	C 8 / 4.2	4.0	0.5	141 / 10.6	13.6	4.9	46 / 640	WRKY-F
	WRIR-F	CL AOR 8 / 4.2	5.1	4.6	157 / 11.8	11.3	9.9	11 / 242	WRIR-F

12+ FM Share (Metro): 76.88 % (133 of 173) (Spring 96: 79.66 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WOMP-F >>	1 WEGW-F	1 WEGW-F	1 WOVK-F <	1 WOVK-F	1 WOVK-F	1 WOVK-F >	1 WOVK-F	1 WOVK-F	1 WOMP-F	1 WEGW-F
2 WEGW-F	2 WOMP-F	WOVK-F <	2 WEGW-F	2 WEGW-F	2 WKWK-F <	2 WOMP-F	2 WOMP-F	2 WOMP-F	WEGW-F	WOMP-F
WOVK-F >>	3 WOVK-F >	3 WOMP-F	3 WEEL-F	3 WKWK-F	3 WOMP <	3 WKWK-F	3 WKWK-F	3 WEGW-F	3 WOVK-F	WOVK-F
	4 WRKY-F	4 WKWK-F	WKWK-F	WOMP-F	4 WEEL-F <	WOMP	WOMP	4 WKWK-F <	WKWK-F >	WBBD
		5 WEEL-F >	WOMP-F >	5 WEEL-F >	5 WWVA	5 WWVA	5 WEGW-F	5 WEEL-F	5 WRIR-F	
					6 WOMP-F	WEGW-F	6 WEEL-F	6 WWVA	6 WEEL-F	
					WBBD >					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WOMP-F >>	1 WOMP-F >>	1 WEGW-F	1 WOMP-F	1 WKWK-F	1 WEGW-F >>	1 WEGW-F >>	1 WEGW-F >>	1 WEGW-F >	1 WEGW-F
2 WOVK-F >>	2 WOVK-F >	WOMP-F	2 WOVK-F	WOVK-F	2 WKWK-F	2 WOVK-F >	2 WRKY-F	2 WOVK-F >	WOVK-F >
	3 WEGW-F	WOVK-F >	3 WKWK-F	3 WOMP-F	WOMP-F	3 WRKY-F	WOVK-F >>	3 WRIR-F	3 WOMP-F
	WKWK-F >>	4 WKWK-F >>	4 WEEL-F	4 WEEL-F	WOVE-F >>	WOMP-F >>		4 WEEL-F	WRIR-F
			5 WEGW-F >	5 WEGW-F >				WOMP-F	5 WEEL-F

Format Performance	AM	FM	Total	%	Spg 96
AC	0 (0)	19 (1)	19 (1)	11.0 %	11.4 %
AOR/Classic/NR	0 (0)	33 (4)	33 (4)	19.1 %	17.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	25 (2)	25 (2)	14.5 %	11.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	39 (3)	39 (3)	22.5 %	32.4 %
Full Service	13 (1)	0 (0)	13 (1)	7.5 %	7.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	16 (2)	0 (0)	16 (2)	9.2 %	9.1 %
Oldies	0 (1)	15 (2)	15 (3)	8.7 %	6.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	1 (1)	1 (1)	0.6 %	0.6 %
Soft AC/EZ	0 (0)	1 (1)	1 (1)	0.6 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	11 (1)	0 (0)	11 (1)	6.4 %	4.0 %
Totals	40 (5)	133 (14)	173 (19)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WRKP-F	REL	96.5	Moundsville	0.5	1.9	1	25

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KDKA	N/T	1020	Pittsburgh	0.5	2.5	7	172
WBZZ-F	CHR	93.7	Pittsburgh	0.5	2.2	4	118
WCDK-F	C	106.3	Cadiz, OH	0.5	2.8	3	83
WOVE-F	AOR	102.5	Pittsburgh	2.6	6.7	11	234
WLTJ-F	SAC	92.9	Pittsburgh	0.5	1.5	3	86
WWSW-AF	O	94.5	Pittsburgh	1.0	2.7	6	175
WXDX-F	AOR-NR	105.9	Pittsburgh	0.5	3.6	6	188

WHEELING

Consolidation Report	12+	25-54	Revenue
Capstar WBBD-AM, WEGW-FM, WKWK-FM, WOVK-FM, WRIR-FM, WWVA-AM	52.2 %	54.9 %	69.0 %
	52.2 %	54.9 %	69.0 %

AM Stations

WBBD	1400	1 kw	Standards	ABC	\$ NA	Mc-Guild	Capstar
WOMP	1290	1 kw/0.033 kw	Talk	ABC, CBS, Westwd	\$<20.00	Regional	Associated
WWVA	1170	50 kw (DA-N)	Country/Full Svc	Westwd	\$24.00	Mc-Guild	Capstar

FM Stations

WEEL	95.7	1.7 kw @ 627	Oldies	ABC	\$<20.00	--	Adventure	Shadyside
WEGW	107.5	10.5 kw @ 883	AOR/Classic AOR		\$17.00	Christal	Capstar	
WKWK	97.3	50 kw @ 420	AC	Westwd, ABC	\$23.00	Christal	Capstar	
WOMP	100.5	48 kw @ 500	CHR		\$25.00	Regional	Associated	Bellaire
WOVK	98.7	50 kw @ 390	Country		\$35.00	Mc-Guild	Capstar	
WRIR	105.5	13.5 kw @ 312	Classic AOR		\$<20.00	Mc-Guild	Capstar	Bethlehem

Notes:

Jim Duncan

Comments: WOVK-F fell to its lowest 12+ share since 1991 . . . Listening levels are down by 1.9 rating points since 1995 . . . Listening to Country stations is down from 44.8% in 1995 to 22.5% this year

WICHITA

Arbitron Rank: 90 Pop (12+): 409,700	Stations: 20 / 20	Last Year's Revenue: \$19,600,000
MSA Rank: 103	Diaries: 1,048/391:1/58.7%	Household Income: \$42,308
MSA Pop: 478,000	Sample Target: 1,010	Retail Dollars: \$5.1 Bil.
DMA: 63	% Below Line: 0.0	#1 Biller: KFDI-AF \$5,300,000
Average Persons Rating: 15.3	% Not Listed: 8.5	#1 Billing Portfolio: Great Empire \$6,800,000
Market TSL In Hours: 20.50	Pop per Station: 20,485	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	KZSN-F	C	60 / 9.6	7.5	9.8	9.2	10.2	9.0	765 / 18.7	19.1	20.1	74 / 1012	D	KZSN-F
2	KFDI-F	C	57 / 9.1	11.0	8.1	10.6	10.5	9.7	817 / 19.9	16.8	23.1	102 / 1272	G	KFDI-F
3	KKRD-F	CHR	56 / 8.9	7.2	7.3	6.8	6.6	7.6	893 / 21.8	21.8	21.2	71 / 1227	C	KKRD-F
4	KEYN-F	O	47 / 7.5	5.6	5.7	5.3	7.7	6.0	593 / 14.5	15.6	18.4	56 / 806	C	KEYN-F
5	KRBB-F	AC	44 / 7.0	7.5	7.8	6.4	5.9	7.2	562 / 13.7	13.7	14.0	55 / 759	C	KRBB-F
6	KRZZ-F	AOR/CL	43 / 6.9	6.7	5.8	6.3	6.4	6.4	711 / 17.4	15.2	15.1	61 / 977	C	KRZZ-F
7	KFDI	C/FS	37 / 5.9	3.8	4.0	3.5	6.3	4.3	443 / 10.8	10.3	11.0	47 / 634	*	KFDI
8	KDGS-F	B	33 / 5.3	4.6	4.4	6.3	4.5	5.1	444 / 10.8	9.7	9.8	35 / 491	B	KDGS-F
9	KLLS-F	CL HITS	28 / 4.5	4.6	5.2	2.7	3.0	4.2	481 / 11.8	13.1	9.0	29 / 552	B	KLLS-F
10	KICT-F	AOR	24 / 3.8	5.8	6.6	9.2	5.9	6.4	513 / 12.5	15.2	14.1	35 / 834	C	KICT-F
11	KYQQ-F	C	23 / 3.7	2.6	1.8	3.7	3.4	3.0	362 / 8.8	8.2	9.9	37 / 575	A	KYQQ-F
12	KTLI-F	REL	22 / 3.5	4.1	2.6	2.3	3.1	3.1	333 / 8.1	7.4	7.5	23 / 355	A	KTLI-F
13	KNSS	N/T	21 / 3.4	2.9	4.4	3.4	4.4	3.5	416 / 10.1	12.8	10.6	23 / 486	C	KNSS
14	KWSJ-F	J	21 / 3.4	4.7	3.2	4.0	3.1	3.8	352 / 8.6	9.0	10.2	23 / 412	B	KWSJ-F
15	KOEZ-F	SAC	20 / 3.2	4.6	3.8	4.5	2.7	4.0	310 / 7.6	9.0	8.2	26 / 475	B	KOEZ-F
16	KFH	T	18 / 2.9	2.0	4.3	2.1	2.5	2.8	303 / 7.4	9.7	7.1	23 / 418		KFH

12+ FM Share (Metro): 84.67 % (486 of 574) (Spring 96: 82.29 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KDGS-F <	1 KKRD-F	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KFDI-F	1 KFDI-F <	1 KZSN-F	1 KEYN-F	1 KKRD-F	1 KDGS-F
2 KKRD-F >>	2 KRZZ-F	2 KKRD-F <	2 KRZZ-F	2 KRZZ-F <	2 KEYN-F	2 KZSN-F	2 KRBB-F <	KKRD-F <	2 KDGS-F	2 KFH <
3 KICT-F >>	KZSN-F >	3 KRZZ-F	3 KKRD-F	3 KEYN-F <	KFDI	3 KKRD-F	3 KEYN-F <	3 KZSN-F	3 KZSN-F	3 KOEZ-F
	4 KDGS-F	4 KEYN-F <	4 KRBB-F	4 KRBB-F	4 KZSN-F <	4 KFDI <	4 KFDI-F	4 KFDI-F	4 KFDI-F	KZSN-F
	5 KICT-F	5 KRBB-F	KEYN-F	KKRD-F	5 KRBB-F >	5 KRBB-F <	KKRD-F <	5 KRZZ-F <	5 KRZZ-F <	
	6 KYQQ-F <	6 KLLS-F	6 KLLS-F >	6 KLLS-F	7 KYQQ-F	6 KEYN-F	6 KRZZ-F >	6 KRBB-F	6 KTLI-F <	
		7 KYQQ-F	KDGS-F <	7 KFDI-F	7 KRZZ-F	7 KFDI <	7 KDGS-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 KDGS-F	1 KKRD-F	1 KZSN-F	1 KZSN-F <	1 KZSN-F	1 KKRD-F	1 KRZZ-F	1 KRZZ-F >>	1 KRZZ-F >	1 KRZZ-F >
2 KKRD-F	2 KZSN-F	2 KKRD-F >>	2 KKRD-F >	2 KRBB-F	2 KYQQ-F	2 KKRD-F	2 KKRD-F	2 KZSN-F	2 KEYN-F
3 KEYN-F	3 KDGS-F >	3 KRZZ-F	3 KRBB-F	KKRD-F >	KZSN-F	3 KZSN-F	3 KLLS-F	3 KKRD-F <	KZSN-F
4 KTLI-F >	4 KRZZ-F	KRBB-F	4 KEYN-F	4 KEYN-F	4 KRZZ-F	4 KICT-F	KICT-F	4 KLLS-F <	4 KLLS-F >
5 KRZZ-F	KEYN-F	KDGS-F	5 KTLI-F	5 KTLI-F	KICT-F	5 KYQQ-F	KZSN-F	5 KEYN-F <	5 KFDI-F
KRBB-F	6 KTLI-F	6 KLLS-F	6 KDGS-F	6 KFDI-F <	6 KLLS-F	6 KLLS-F	6 KYQQ-F	6 KYQQ-F <	KRBB-F
KZSN-F	KRBB-F	KEYN-F >	7 KRZZ-F	7 KRZZ-F		KDGS-F		7 KRBB-F <	KKRD-F <
KFDI-F >>									

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Capstar	15.8 %	18.3 %	16.8 %	KAYY-F C 98.7 Clearwater	1.3	5.1	9 292
Great Empire	27.0 %	21.1 %	34.3 %	KJRG REL 950 Newton	1.0	1.8	10 137
Local	6.6 %	4.8 %	4.0 %	KQAM-AA SPRTS 1410 Wichita	1.0	3.6	7 200
Triathlon	23.1 %	28.2 %	26.8 %				
	72.4 %	72.4 %	81.9 %				

WICHITA

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	44 (1)	44 (1)	7.7 %	8.8 %
AOR/Classic/NR	0 (0)	67 (2)	67 (2)	11.7 %	14.0 %
Black/Urban	0 (0)	33 (1)	33 (1)	5.7 %	5.0 %
CHR	0 (0)	56 (1)	56 (1)	9.8 %	8.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	148 (4)	148 (4)	25.8 %	24.1 %
Full Service	37 (1)	0 (0)	37 (1)	6.4 %	4.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	21 (1)	21 (1)	3.7 %	3.6 %
News/Talk	44 (3)	0 (0)	44 (3)	7.7 %	12.2 %
Oldies	0 (0)	75 (2)	75 (2)	13.1 %	12.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	6 (1)	22 (1)	28 (2)	4.9 %	2.9 %
Soft AC/EZ	0 (0)	20 (1)	20 (1)	3.5 %	4.3 %
Sports	1 (1)	0 (0)	1 (1)	0.2 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	88 (6)	486 (14)	574 (20)		

AM Stations

Call	Freq	Power	Format	Station	Ad Rate	Agency	Advertiser
KFDI	1070	10 kw/1 kw (DA-N)	Country/Full Svc.	ABC	\$45.00	Allied	Great Empire
KFH	1330	5 kw (DA-N)	Talk	CBS, Westwd, ABC	\$<20.00	Eastman	Triathlon
KNSS	1240	1 kw	News/Talk	Westwd, CNN, Tiknt	\$27.00	D&R	SFX
KQAM	1410	5 kw/1 kw (DA-2)	Sports	CBS, SBUSA	\$<20.00	Eastman	Triathlon
KZSN	1480	5 kw/1 kw (DA-2)	See KQAM				

FM Stations

Call	Freq	Power	Format	Station	Ad Rate	Agency	Advertiser
KAYY	98.7	50 kw @ 492	Country		\$ NA	Allied	KDGS-F Clearwater
KDGS	93.9	25 kw @ 328	Black		\$ NA	---	KAYY-F Andover
KEYN	103.7	100 kw @ 860	Oldies	ABC, Westwd, CBS	\$30.00	Eastman	Triathlon
KFDI	101.3	100 kw @ 1140	Country	ABC	\$58.00	Allied	Great Empire
KICT	95.1	100 kw @ 897	AOR	ABC	\$38.00	Allied	Great Empire
KKRD	107.3	100 kw @ 860	CHR		\$45.00	D&R	Capstar
KLLS	104.5	46 kw @ 515	Classic Hits	Westwd	\$<20.00	---	Great Empire Augusta
KOEZ	92.3	100 kw @ 640	Soft AC	Westwd	\$24.00	---	Newton
KRBB	97.9	100 kw @ 993	AC		\$42.00	Christal	Triathlon
KRZZ	96.3	50 kw @ 492	AOR/Classic Rock		\$40.00	D&R	Capstar Derby
KTLI	99.1	100 kw @ 515	Religion	USA	\$<20.00	Salem	El Dorado
KWSJ	105.3	100 kw @ 993	Jazz		\$ NA	Katz	Triathlon Hayesville
KYQQ	106.5	100 kw @ 1280	Country	ABC	\$20.00	---	Great Empire Arkansas City
KZSN	102.1	100 kw @ 1032	Country		\$60.00	Katz	Triathlon Hutchinson

Notes: * KFDI's revenue included with KFDI-F . . . 4/97 SFX traded KKRD-F/KRZZ-F (+ WGNE-F Daytona Beach) for WESC-AF/WTPT-F Greenville-Spartanburg . . . 5/97 KSPG-F changed calls to KAYY-F; remains Country . . . 6/97 KQAM sold by Triathlon to KSGI for \$250,000

Jim Duncan

Comments: KICT-F fell to its lowest share in many years

WILKES BARRE-SCRANTON

Arbitron Rank: 62	Pop (12+): 638,800	Stations: 40 / 30	Last Year's Revenue: \$22,200,000
MSA Rank: 82		Diaries: 1,244/514:1/55.9%	Household Income: \$35,244
MSA Pop: 630,000		Sample Target: 1,270	Retail Dollars: \$5.6 Bil.
DMA: 49		% Below Line: 8.5	#1 Biller: WKRZ-F \$5,000,000
Average Persons Rating: 17.3		% Not Listed: 13.8	#1 Billing Portfolio: Sinclair TV \$8,730,000
Market TSL In Hours: 23.25		Pop per Station: 21,293	

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	WKRZ-FF	130 / 11.8	11.8	11.7	12.8	12.2	12.0	2089 / 32.7	28.0	32.3	146 / 2484	G	WKRZ-FF
2	WGGY-F	115 / 10.4	10.7	9.3	10.1	7.7	10.1	1221 / 19.1	21.1	19.9	147 / 1568	D	WGGY-F
3	WMGS-F	78 / 7.1	6.5	9.3	8.9	9.7	7.9	1031 / 16.1	18.4	18.9	83 / 1090	D	WMGS-F
4	WEZX-F	AOR/CL	65 / 5.9	5.1	6.4	5.2	5.4	874 / 13.7	13.2	12.0	66 / 904	C	WEZX-F
5	WZMT-F	AOR	59 / 5.4	4.2	4.5	3.6	2.8	812 / 12.7	12.0	8.0	73 / 1113	B	WZMT-F
6	WEJL-AA	ST/FS	42 / 3.8	4.7	3.2	4.2	4.3	549 / 8.6	7.7	8.7	49 / 616	A	WEJL-AA
7	WBHT-F	CHR	41 / 3.7	4.3	3.6	4.8	4.8	1000 / 15.7	13.1	16.2	42 / 1055	B	WBHT-F
8	WARM-AF	FS	39 / 3.5	4.0	3.6	4.5	3.6	618 / 9.7	11.5	8.7	39 / 627	C	WARM-AF
9	WNAK	ST/FS	38 / 3.4	4.4	3.4	3.6	3.0	333 / 5.2	4.8	4.6	38 / 333	B	WNAK
10	WILK	T	35 / 3.2	4.4	4.4	4.2	3.5	537 / 8.4	9.6	8.0	35 / 545	B	WILK
11	WWSH-FF	SAC	33 / 3.0	2.0	1.9	3.3	2.5	535 / 8.4	7.0	9.0	36 / 640		WWSH-FF
12	WQFM-F	O	25 / 2.3	1.5	1.4	2.3	1.8	418 / 6.6	4.2	6.5	27 / 443	A	WQFM-F
13	WKAB-F	O	21 / 1.9	1.1	1.4	1.3	1.4	264 / 4.1	2.9	1.4	24 / 286		WKAB-F
14	WODE-F	O	20 / 1.8	1.0	1.5	1.0	1.5	295 / 4.6	3.7	4.7	31 / 499		WODE-F
	WSBG-F	CHR	20 / 1.8	1.4	1.4	2.7	2.3	375 / 5.9	4.9	6.3	25 / 440	A	WSBG-F
	WSGD-FF	O	20 / 1.8	2.5	4.0	2.8	1.8	375 / 5.9	7.0	5.8	22 / 456	B	WSGD-FF
17	WHLM-F	AC/CHR	17 / 1.5	2.9	1.7	1.6	1.8	298 / 4.7	4.0	5.1	29 / 483		WHLM-F
	WMXH	ST	17 / 1.5	1.3		0.5		86 / 1.4			18 / 100		WMXH

12+ FM Share (Metro): 77.58 % (737 of 950) (Spring 96: 77.35 %)

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 WGGY-F	1 WKRZ-FF	1 WKRZ-FF	1 WGGY-F <	1 WKRZ-FF	1 WKRZ-FF
2 WBHT-F >>	2 WEZX-F	2 WGGY-F	2 WGGY-F <	2 WGGY-F <	2 WKRZ-FF <	2 WGGY-F >	2 WGGY-F >	2 WKRZ-FF >	2 WGGY-F <	2 WARM-AF
3 WZMT-F	3 WZMT-F <	3 WEZX-F <	3 WMGS-F	3 WMGS-F	3 WMGS-F	3 WMGS-F <	3 WMGS-F	3 WMGS-F	3 WMGS-F <	3 WGGY-F <
4 WGGY-F >	4 WGGY-F >	4 WMGS-F <	4 WEZX-F <	4 WEZX-F <	4 WEJL-AA <	4 WZMT-F <	4 WEZX-F	4 WEZX-F	4 WZMT-F	4 WMGS-F
	5 WBHT-F	5 WZMT-F >	5 WZMT-F >>	5 WZMT-F >>	5 WARM-AF	5 WEZX-F <	5 WILK <	5 WZMT-F	5 WEZX-F <	5 WZMT-F >
	6 WMGS-F >				WNAK	6 WARM-AF >	6 WZMT-F	6 WBHT-F	6 WBHT-F >	
							7 WEJL-AA			

Wom 18-24	Wom 18-34	Wom 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 WKRZ-FF >>	1 WKRZ-FF >	1 WKRZ-FF	1 WEZX-F >	1 WEZX-F	1 WEZX-F <	1 WEZX-F	1 WEZX-F <
2 WGGY-F	2 WGGY-F	2 WGGY-F	2 WMGS-F	2 WMGS-F	2 WZMT-F	2 WZMT-F >	2 WZMT-F >	2 WZMT-F	2 WZMT-F <
3 WBHT-F >>	3 WBHT-F	WMGS-F	WGGY-F >>	3 WGGY-F >>	3 WKRZ-FF	3 WKRZ-FF	3 WGGY-F <	3 WKRZ-FF <	3 WGGY-F
	4 WMGS-F >	4 WBHT-F >	4 WBHT-F	4 WWSH-FF <	4 WGGY-F >	WGGY-F >>	4 WKRZ-FF >>	4 WGGY-F >	4 WKRZ-FF
	5 WEZX-F		5 WWSH-FF <	5 WBHT-F	5 WBHT-F			5 WMGS-F >>	5 WMGS-F >>
	6 WWSH-FF								

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WAZL	T 1490 Hazleton	1.2	1.4	15 169
WGBI-AA	T 910 Scranton	0.5	2.2	6 150
WHCY-F	C 106.3 Blainstown, NJ	0.5	2.2	8 182
WICK	EZ 1400 Scranton	0.7	1.8	8 115
WKXP-F	C 95.9 Benton	0.8	1.9	9 125
WVPO	AC 840 Stroudsburg	0.9	1.8	10 118
WWDL-F	SAC 104.9 Scranton	0.9	2.5	10 158

Other Rated Stations—Outside Market		Metro Share	Cume Rating	TSA AQH Cume
WABC	T 770 New York	0.6	1.6	13 191
WAVT-F	CHR 101.9 Pottsville	0.4	1.2	52 692
WFMZ-F	SAC 100.7 Allentown	0.5	1.5	10 199
WILQ-F	C 105.1 Williamsport	1.1	1.8	37 389
WKSBB-F	AC 102.7 Williamsport	0.5	1.6	31 434
WLEV-F	AC 96.1 Easton	0.6	1.8	16 207
WNNJ-F	AC 103.7 Newton, NJ	0.6	1.9	16 220
WRNJ-F	C 107.1 Belvidere, NJ	1.3	1.9	14 121
WZZO-F	AOR 95.1 Bethlehem	1.1	3.6	31 456

WILKES BARRE-SCRANTON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	10 (1)	115 (5)	125 (6)	13.2 %	13.6 %	Citadel	17.1 %	18.5 %	20.9 %
AOR/Classic/NR	0 (0)	136 (3)	136 (3)	14.3 %	14.0 %	WARM-AM, WAZL-AM, WMGS-FM, WZMT-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local - 1	1.6 %	1.7 %	%
CHR	0 (0)	195 (5)	195 (5)	20.5 %	20.7 %	WWDL-FM, WICK-AM, WYCK-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local - 2	1.9 %	2.4 %	2.4 %
Country	0 (0)	161 (6)	161 (6)	16.9 %	17.0 %	WDLS-FM, WSGD-FM			
Full Service	118 (4)	1 (1)	119 (5)	12.5 %	8.2 %	Shamrock	12.0 %	11.4 %	9.9 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WEZX-FM, WEJL-AM, WBAX-AM, WQFM-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Sinclair TV	28.6 %	30.7 %	39.3 %
News/Talk	60 (5)	0 (0)	60 (5)	6.3 %	8.9 %	WILK-AM, WWFH-FM, WWSH-FM, WKRF-FM, WGGY-FM, WGBI-AM, WKRZ-FM			
Oldies	0 (0)	82 (4)	82 (4)	8.6 %	8.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		61.2 %	64.7 %	72.5 %
Soft AC/EZ	8 (1)	47 (4)	55 (5)	5.8 %	5.7 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	17 (1)	0 (0)	17 (1)	1.8 %	3.8 %				
Totals	213 (12)	737 (28)	950 (40)						

AM Stations

Station	Power	Frequency	Format	Ownership	Company	City
WARM	590	5 kw (DA-2)	Full Service	Westwd, Talknt	\$30.00 Eastman	Citadel
WBAX	1240	1 kw	See WEJL			Wilkes Barre
WEJL	630	0.5 kw/32 w	Standards/Full Svc.	ABC, Westwd	<\$20.00 Christal	Shamrock
WICK	1400	1 kw	Easy Listening	ABC	\$ NA Roslin	WWDL
WILK	980	5 kw/1 kw (DA-N)	Talk/News	CBS, ABC	\$27.00 Katz	Sinclair TV
WMXH	750	1.6 kw (Days)	Standards	CNN	\$ NA ---	Olyphant
WNAK	730	1 kw/12 w	Standards/Full Svc.	Westwd	\$24.00 K&P	Nanticoke

FM Stations

Station	Power	Frequency	Format	Ownership	Company	City
WBHT	97.1	0.5 kw @ 1102	CHR		\$27.00 Eastman	Mountaintop
WDLS	93.7	1.5 kw @ 697	See WSGD-F			Dallas
WEZX	106.9	1.45 kw @ 517	AOR/Classic	ABC, Westwd	\$44.00 Christal	Shamrock
WGGY	101.3	7 kw @ 1110	Country		\$59.00 Katz	Sinclair TV
WHLM	106.5	36 kw @ 579	AC/CHR	Westwd	\$17.00 Banner	Bloomsburg
WKAB	103.5	4.1 kw @ 387	Oldies	ABC	\$ NA Katz	Berwick
WKQV	95.7	0.3 kw @ 1010	See WARM			Olyphant
WKRF	107.9	5.7 kw @ 335	See WKRZ-F			Tobyhanna
WKRZ	98.5	8.7 kw @ 1172	CHR		\$100.00 Katz	Sinclair TV
WMGS	92.9	5.3 kw @ 1383	AC		\$60.00 Eastman	Citadel
WQFM	92.1	0.76 kw @ 663	Oldies	Westwd	<\$20.00 Christal	Shamrock
WSBG	93.5	0.55 kw @ 764	CHR	AP	<\$20.00 Market 4	Nassau
WSGD	94.3	1.1 kw @ 771	Oldies	CBS, Westwd	<\$20.00 Roslin	Carbondale
WWDL	104.9	0.27 kw @ 1093	Soft AC	ABC	\$12.00 Roslin	WICK
WWFH	103.1	1.4 kw @ 679	See WWSH-F			Sinclair TV
WWSH	102.3	3 kw @ 72	Soft AC		<\$20.00 ---	Sinclair TV
WZMT	97.9	26 kw @ 672	AOR	Westwd	\$26.00 K&P	Citadel
						Hazellton

Notes: WODE-F - See Allentown . . . 2/97 WKRF-F sold to Sinclair TV for \$150,000 . . . 3/97 Telemedia sold these stations to Citadel: WARM for \$2,000,000; WAZL for \$800,000; WMGS-F for \$7,400,000; WZMT-F for \$3,100,000 . . . 5/97 WWSH-F sold to Sinclair TV for \$750,000

WILMINGTON, DE

Arbitron Rank: 74 Pop (12+): 512,100	Stations: 35 / 6	Last Year's Revenue: \$15,200,000
MSA Rank: 92	Diaries: 1,304/393:1/47.9%	Household Income: \$51,204
MSA Pop: 552,000	Sample Target: 1,330	Retail Dollars: \$5.6 Bil.
DMA: Philadelphia (#4)	% Below Line: 58.3	#1 Biller: WJBR-F \$5,800,000
Average Persons Rating: 16.0	% Not Listed: 9.6	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 85,350	Delmarva \$6,800,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WJBR-F	AC	88 / 10.7	9.8	11.0	10.6	1094 / 21.4	22.2	24.9	93 / 1170	G	WJBR-F
2	WSTW-F	CHR/AC	60 / 7.3	10.7	7.9	8.8	1110 / 21.7	23.9	20.7	69 / 1203	F	WSTW-F
3	WYSP-F	T/CL AOR	54 / 6.6	5.2	4.8	4.4	932 / 18.2	16.2	14.0	55 / 956		WYSP-F
4	WUSL-F	B	47 / 5.7	6.3	6.5	6.7	653 / 12.8	13.6	12.5	49 / 701		WUSL-F
5	WDSO-F	C	42 / 5.1	4.5	4.2	4.2	619 / 12.1	11.4	10.2	80 / 990		WDSO-F
6	WDAS-F	B/AC	35 / 4.3	4.7	3.8	4.6	427 / 8.3	9.4	7.8	38 / 454		WDAS-F
7	WILM	N/T	30 / 3.7	3.1	2.8	4.1	519 / 10.1	9.5	8.7	30 / 519	D	WILM
8	WWDB-F	T	29 / 3.5	3.0	2.4	3.4	476 / 9.3	8.0	6.4	30 / 493		WWDB-F
	WQGL-F	O	29 / 3.5	3.7	4.6	2.6	512 / 10.0	10.2	11.3	33 / 563		WQGL-F
10	WPLY-F	CHR-NR	28 / 3.4	2.8	3.9	4.7	761 / 14.9	13.7	16.6	31 / 792		WPLY-F
11	WMMR-F	AOR	27 / 3.3	2.3	2.0	2.9	556 / 10.9	9.1	8.8	27 / 581		WMMR-F
	WJJZ-F	J	27 / 3.3	2.1	2.2	2.5	342 / 6.7	7.6	7.6	28 / 357		WJJZ-F
	WDEL	FS	27 / 3.3	2.9	3.1	3.6	503 / 9.8	10.5	9.6	27 / 503	D	WDEL
14	WXCY-F	C	25 / 3.0	3.5	3.2	1.9	363 / 7.1	6.0	6.8	25 / 363		WXCY-F

12+ FM Share (Metro): 85.98 % (638 of 742) (Spring 96: 84.24 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJBR-F <	1 WYSP-F >	1 WJBR-F <	1 WJBR-F <	1 WJBR-F	1 WJBR-F >>	1 WYSP-F <	1 WJBR-F >	1 WJBR-F	1 WJBR-F	1 WJBR-F >
2 WSTW-F <	2 WSTW-F >	2 WSTW-F <	2 WSTW-F <	2 WSTW-F <	2 WDSO-F <	2 WJBR-F >	2 WSTW-F	2 WSTW-F	2 WSTW-F	2 WPLY-F >
3 WUSL-F <	3 WYSP-F >	3 WYSP-F >	3 WYSP-F >	3 WYSP-F >	3 WILM <	3 WSTW-F	3 WWDB-F	3 WUSL-F	3 WSTW-F >	3 WXCY-F
4 WJBR-F >	4 WUSL-F	4 WDAS-F	4 WDAS-F	4 WDAS-F	4 WWDB-F <	4 WILM	4 WYSP-F <	4 WYSP-F <	4 WPLY-F	4 WSTW-F
5 WPLY-F <	5 WDAS-F <	WUSL-F	5 WUSL-F	5 WDEL	5 WDEL	5 WDEL <	5 WUSL-F <	5 WDSO-F	5 WDAS-F	5 WILM
6 WIOQ-F				WQGL-F	WSTW-F	6 WUSL-F <	6 WDSO-F <	6 WDSO-F	6 WDSO-F	6 WIOQ-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 WSTW-F	1 WSTW-F >	1 WSTW-F >	1 WJBR-F	1 WJBR-F >	1 WYSP-F	1 WYSP-F >>	1 WYSP-F >>	1 WYSP-F >	1 WYSP-F >
2 WJBR-F	2 WJBR-F	2 WJBR-F	2 WSTW-F >>	2 WSTW-F >	2 WUSL-F	2 WUSL-F	2 WUSL-F	2 WSTW-F	2 WJBR-F
3 WUSL-F	3 WUSL-F	3 WYSP-F	3 WUSL-F	3 WDAS-F	WPLY-F	3 WSTW-F	3 WSTW-F	3 WJBR-F <	WSTW-F
4 WXTU-F	4 WYSP-F	4 WUSL-F	4 WYSP-F	4 WYSP-F	4 WUSL-F	4 WPLY-F	4 WDAS-F	4 WMMR-F	4 WMMR-F <
WIOQ-F	5 WIOQ-F	5 WDAS-F	WDAS-F	5 WUSL-F	WIOQ-F	5 WJBR-F		WUSL-F	5 WUSL-F <
					6 WSTW-F				6 WDAS-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WJBR	ST	1290	Wilmington 1.9 5.3 16 278

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KYW	N	1060	Philadelphia 0.6 4.0 5 208
WBAL	N/T	1090	Baltimore 0.5 1.5 8 94
WBEB-F	AC	101.1	Philadelphia 1.7 7.4 14 379
WDAC-F	REL	94.5	Lancaster 0.4 2.1 3 108
WFLN-F	CL	95.7	Philadelphia 2.2 5.1 18 251
WIOQ-F	CHR	102.1	Philadelphia 2.4 8.7 21 460
WIP	SPRTS	610	Philadelphia 1.7 6.2 14 319
WIYY-F	AOR	97.9	Baltimore 1.3 4.6 11 245
WMGK-F	CL HITS	102.9	Philadelphia 2.4 9.7 20 496
WNAP	REL	1110	Norristown, PA 0.4 0.8 3 43
WOCT-F	CL HITS	104.3	Baltimore 0.4 2.5 5 189
WPEN	ST/FS	950	Philadelphia 0.5 1.2 4 62
WPHI-F	B	103.9	Jenkintown, PA 1.2 4.4 10 224
WPOC-F	C	93.1	Baltimore 0.4 1.4 3 70
WQSR-F	O	105.7	Baltimore 0.6 2.3 9 166
WSNJ-AF	?	107.7	Bridgeton, NJ 0.4 1.3 4 83
WMMX-F	AC	106.5	Baltimore 0.4 1.8 3 92
WXTU-F	C	92.5	Philadelphia 2.9 8.6 24 455
WYXR-F	AC/CHR	104.5	Philadelphia 1.3 6.0 11 310

WILMINGTON, DE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	116 (4)	116 (4)	15.6 %	13.8 %	Capstar WSDS-FM, WJBR-FM, WJBR-AM	17.7 %	16.8 %	39.5 %
AOR/Classic/NR	0 (0)	38 (2)	38 (2)	5.1 %	5.0 %		Delmarva WXCX-FM, WDEL-AM, WSTW-FM	13.6 %	14.3 %
Black/Urban	0 (0)	92 (3)	92 (3)	12.4 %	12.7 %			31.3 %	31.1 %
CHR	0 (0)	108 (3)	108 (3)	14.6 %	18.1 %				
Classical	0 (0)	18 (1)	18 (1)	2.4 %	2.2 %				
Country	0 (0)	94 (4)	94 (4)	12.7 %	11.9 %				
Full Service	27 (1)	0 (0)	27 (1)	3.6 %	4.9 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	27 (1)	27 (1)	3.6 %	2.3 %				
News/Talk	39 (3)	83 (2)	122 (5)	16.4 %	13.8 %				
Oldies	0 (0)	57 (4)	57 (4)	7.7 %	9.3 %				
Others/Unknown	1 (1)	2 (1)	3 (2)	0.4 %	0.0 %				
Religion/Gospel	3 (1)	3 (1)	6 (2)	0.8 %	0.4 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	14 (1)	0 (0)	14 (1)	1.9 %	1.8 %				
Standards	20 (2)	0 (0)	20 (2)	2.7 %	3.6 %				
Totals	104 (9)	638 (26)	742 (35)						

AM Stations

WDEL	1150	5 kw (DA-2)	Full Service	CNN, AP	\$37.00	Eastman	Delmarva
WILM	1450	1 kw	News/Talk	CBS, Westwd	\$39.00	Savalli	
WJBR	1290	2.5 kw/32 w	Standards	AP, Westwd	\$<20.00	Katz	Capstar

FM Stations

WSDS	94.7	50 kw @ 360	Country	Westwd	\$45.00	Allied	Capstar	Dover
WJBR	99.5	50 kw @ 500	AC	AP, Westwd	\$122.00	Katz	Capstar	
WSTW	93.7	50 kw @ 491	CHR/AC		\$101.00	Eastman	Delmarva	
WXCX	103.7	50 kw @ 341	Country	Westwd	\$ NA	Eastman	Delmarva	Havre de Grace, MD

Notes: Other ranked stations – See Philadelphia

Jim Duncan

Comments: WSTW-F fell to its lowest 12+ share in over three years . . . WSDS-F pulled its highest share in Wilmington . . . Philadelphia's WYSP-F has had four consecutive gains in the Wilmington metro

WILMINGTON, NC

Arbitron Rank: 180 Pop (12+):	176,600	Stations:	23 / 13	Last Year's Revenue:	\$7,000,000
MSA Rank:	198	Diaries:	612/289:1/47.7%	Household Income:	\$34,967
MSA Pop:	208,000	Sample Target:	610	Retail Dollars:	\$2.6 Bil.
DMA:	155	% Below Line:	21.8	#1 Biller:	WGNI-F \$1,800,000
Average Persons Rating:	14.3	% Not Listed:	15.4	#1 Billing Portfolio:	
Market TSL In Hours:	19.75	Pop per Station:	13,585	Cape Fear	\$3,100,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	WMNX-F	B	33 / 13.0	10.9	11.7	12.8	336 / 19.0	19.6	18.7	46 / 526	C	WMNX-F
2	WGNI-F	AC	28 / 11.1	14.5	12.1	11.5	395 / 22.4	24.0	23.2	37 / 504	C	WGNI-F
3	WKXB-F	C	17 / 6.7	4.3	5.5	6.0	222 / 12.6	11.4	13.5	28 / 378	B	WKXB-F
	WRQR-F	AOR	17 / 6.7	5.4	3.5	3.2	290 / 16.4	15.4	10.9	24 / 346	A	WRQR-F
5	WWQQ-F	C	16 / 6.3	8.7	7.8	11.9	236 / 13.4	21.4	17.2	27 / 339	C	WWQQ-F
	WSFM-F	AOR	16 / 6.3	6.2	7.4	10.6	272 / 15.4	17.0	16.3	19 / 342	C	WSFM-F
7	WXQR-F	AOR	12 / 4.7	3.6	4.3	0.5	212 / 12.0	10.7	11.6	16 / 293	A	WXQR-F
8	WAAV	T	11 / 4.3	4.0	5.9	0.0	153 / 8.7	8.8	13.1	14 / 191	A	WAAV
9	WKOO-F	O	10 / 4.0	5.4	4.7	5.5	222 / 12.6	11.2	12.4	19 / 352	B	WKOO-F
10	WJYR-F	EZ	8 / 3.2	1.8	2.0	2.0	58 / 3.3	2.7	3.0	9 / 69		WJYR-F
11	WZFX-F	B	7 / 2.8	2.9	3.5	3.5	148 / 8.4	9.1	11.5	27 / 382		WZFX-F
12	WQSL-F	CHR	5 / 2.0	2.9	2.3		143 / 8.1	7.9	8.7	8 / 227		WQSL-F
	WLTT-F	SAC	5 / 2.0	2.2	2.3	1.4	77 / 4.4	4.8	5.6	7 / 104		WLTT-F
	WLGX-F	B/O	5 / 2.0				61 / 3.5			5 / 61		WLGX-F

12+ FM Share (Metro): 92.99 % (199 of 214) (Spring 96: 90.87 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WMNX-F >>	1 WMNX-F >	1 WMNX-F	1 WGNI-F	1 WGNI-F >	1 WGNI-F >	1 WRQR-F <	1 WGNI-F	1 WMNX-F	1 WMNX-F >>	1 WMNX-F >>
2 WSFM-F	2 WSFM-F <	2 WGNI-F	2 WMNX-F <	2 WMNX-F <	2 WKXB-F <	2 WGNI-F <	2 WMNX-F	2 WGNI-F >	2 WWQQ-F	2 WAAV
WGNI-F >>	3 WRQR-F >	3 WRQR-F <	3 WRQR-F <	3 WRQR-F <	3 WWQQ-F	3 WMNX-F >	3 WKXB-F	3 WKXB-F <	3 WGNI-F	
4 WGNI-F	4 WSFM-F <	4 WKXB-F	4 WKXB-F	4 WKXB-F	4 WMNX-F	4 WKXB-F <	4 WRQR-F	4 WWQQ-F	WSFM-F	
5 WXQR-F	5 WKXB-F	5 WWQQ-F	5 WWQQ-F	5 WKOO-F	5 WKOO-F	5 WAAV <	WAAV	WSFM-F	5 WKXB-F	
	6 WXQR-F	WXQR-F	6 WXQR-F	WAAV	6 WSFM-F	6 WWQQ-F <	6 WRQR-F <	6 WRQR-F <	6 WZFX-F	
		7 WSFM-F >>	7 WJYR-F >	7 WWQQ-F	7 WSFM-F <	7 WXQR-F	WXQR-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 WSFM-F	1 WSFM-F	1 WGNI-F	1 WGNI-F	1 WGNI-F >	1 WMNX-F >>	1 WMNX-F >	1 WRQR-F	1 WMNX-F	1 WRQR-F
WMNX-F >>	WMNX-F	WMNX-F	2 WMNX-F >	2 WMNX-F	2 WSFM-F >>	2 WSFM-F	2 WMNX-F	2 WRQR-F	2 WXQR-F
	3 WGNI-F	3 WSFM-F	3 WKXB-F	3 WKXB-F		WRQR-F >	3 WXQR-F >	3 WSFM-F	3 WKXB-F
	4 WRQR-F >>	4 WRQR-F >	4 WSFM-F	4 WWQQ-F		4 WXQR-F	4 WSFM-F	WXQR-F	4 WWQQ-F
	5 WKXB-F	5 WWQQ-F >>	WRQR-F >	WRQR-F		5 WZFX-F	WZFX-F	5 WGNI-F	WGNI-F
	WWQQ-F >>		6 WWQQ-F	6 WSFM-F		WQSL-F >	WYAV-F >>	WKXB-F	WMNX-F >
			WKOO-F	WKOO-F				7 WWQQ-F >	7 WAAV
									WSFM-F

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WAAV-F	T	94.1	Leland	1.6 5.5 4 116
WCCA-F	O	106.3	Shalotte	1.2 5.1 4 95
WMFD	T	630	Wilmington	0.8 3.1 3 59
WWIL	G	1490	Wilmington	0.8 2.1 2 36

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume
WEGX-F	C	92.9	Dillon, SC	0.8 2.7 5 98
WWSK-F	AOR-NR	107.1	Mullins, SC	0.4 1.5 3 78
WWXM-F	CHR	97.7	Georgetown, SC	0.8 2.2 3 92
WYAV-F	CL AOR	104.1	Conway, SC	1.6 4.8 8 134
WZXS-F	ST	103.9	Topsail Beach	1.6 5.3 10 161

WILMINGTON, NC

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	28 (1)	28 (1)	13.1 %	17.2 %	Cape Fear	24.1 %	23.2 %	43.1 %
AOR/Classic/NR	0 (0)	50 (5)	50 (5)	23.4 %	19.4 %	WGNI-FM, WMNX-FM			
Black/Urban	0 (0)	45 (3)	45 (3)	21.0 %	16.4 %	Cumulus, pend.	14.6 %	16.2 %	20.1 %
CHR	0 (0)	7 (2)	7 (2)	3.3 %	4.7 %	WAAV-FM, WQSL-FM, WWQQ-FM, WXQR-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	13.0 %	13.6 %	22.9 %
Country	0 (0)	35 (3)	35 (3)	16.4 %	17.2 %	WKXB-FM, WFSM-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		51.7 %	53.0 %	86.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	13 (2)	4 (1)	17 (3)	7.9 %	9.9 %				
Oldies	0 (0)	13 (2)	13 (2)	6.1 %	8.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.9 %	0.4 %				
Soft AC/EZ	0 (0)	13 (2)	13 (2)	6.1 %	4.7 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	0 (0)	4 (1)	4 (1)	1.9 %	1.3 %				
Totals	15 (3)	199 (20)	214 (23)						

AM Stations

WAAV	980	5 kw (DA-N)	Talk	Westwd	\$<20.00	Katz	Leland
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FM Stations

WAAV	94.1	5 kw @ 148	See WAAV-AM			Cumulus, pend.	Leland
WGNI	102.7	100 kw @ 981	AC		\$42.00	Katz	Cape Fear
WKXB	99.9	100 kw @ 518	Country	Westwd	\$<20.00	Christal	WFSM
WLTT	103.7	25 kw @ 328	Soft AC		\$ NA	—	Shalotte
WMNX	97.3	100 kw @ 561	Black		\$34.00	Banner	Cape Fear
WRQR	104.5	4.5 kw @ 377	AOR		\$<20.00	Allied	
WFSM	107.5	32 kw @ 594	AOR		\$28.00	Mc-Guild	WKXB-F
WWQQ	101.3	40 kw @ 545	Country	ABC	\$27.00	Banner	Cumulus, pend.

Notes: Other ranked stations -- See Fayetteville, Greenville-New Bern or, in the American Radio Small Market edition, Myrtle Beach . . . 5/97 WAAV-F sold to Cumulus for \$1,600,000 . . . 6/97 WWQQ-F sold by HVS to Cumulus for \$3,900,000 (Whittle); Cumulus also purchased WQSL-F/WXQR-F which are licensed to Jacksonville, NC but which target both Greenville-New Bern and Wilmington

WORCESTER

Arbltron Rank: 107 Pop (12+): 369,100	Stations: 37 / 8	Last Year's Revenue: \$12,700,000
MSA Rank: 74	Diarles: 896/412:1/52.8%	Household Income: \$45,992
MSA Pop: 435,000 (County)	Sample Target: 820	Retail Dollars: \$4.8 Bil
DMA: Boston (#6)	% Below Line: 56.4	#1 Biller: WSRS-F \$4,400,000
Average Persons Rating: 16.2	% Not Listed: 10.2	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 46,138	Capstar (Knight) \$6,500,000

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level		
1	WSRS-F	SAC	66 / 11.1	11.0	15.7	11.1	13.1	987 / 26.7	26.0	29.8	101 / 1478	F	WSRS-F
2	WAAF-F	AOR-NR	53 / 8.9	6.0	5.9	8.0	9.0	701 / 19.0	17.4	14.5	106 / 1289		WAAF-F
3	WXLO-F	AC	48 / 8.0	9.6	8.9	9.7	10.0	758 / 20.5	19.4	19.1	92 / 1268	E	WXLO-F
4	WTAG	FS/T	47 / 7.9	7.7	9.5	8.7	8.0	698 / 18.9	18.7	20.7	50 / 796	D	WTAG
5	WZLX-F	CL AOR	35 / 5.9	4.5	3.6	4.7	4.1	453 / 12.3	12.0	10.6	51 / 663		WZLX-F
6	WJMN-F	CHR	30 / 5.0	6.0	5.6	5.1	4.4	491 / 13.3	15.9	15.5	40 / 739		WJMN-F
7	WKLB-F	C	25 / 4.2	2.9	3.9	4.4	3.8	342 / 9.3	7.6	9.6	49 / 654		WKLB-F
8	WCRB-F	CL	22 / 3.7	4.2	3.4	3.1	3.4	341 / 9.2	10.9	8.5	40 / 652		WCRB-F
9	WODS-F	O	21 / 3.5	4.2	3.3	2.8	4.4	412 / 11.1	11.8	10.6	32 / 599		WODS-F
10	WBCN-F	AOR	20 / 3.3	2.2	2.2	3.3	2.5	403 / 10.9	11.6	8.6	30 / 711		WBCN-F
	WQVR-F	C	20 / 3.3	2.8	1.4	1.5	1.5	252 / 6.8	4.5	4.4	36 / 399	C	WQVR-F
12	WBZ	N/T	18 / 3.0	6.3	2.5	2.8	3.6	438 / 11.9	13.7	9.9	34 / 871		WBZ

12+ FM Share (Metro): 81.16 % (435 of 536) (Spring 96: 80.56 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WAAF-F	1 WAAF-F >	1 WXLO-F <	1 WXLO-F	1 WXLO-F	1 WSRS-F <	1 WSRS-F <	1 WSRS-F >	1 WAAF-F	1 WAAF-F	1 WTAG
2 WJMN-F >>	2 WXLO-F <	2 WAAF-F <	2 WSRS-F <	2 WSRS-F	2 WTAG >	2 WTAG >	2 WXLO-F	2 WSRS-F	2 WTAG	2 WBZ <
3 WSRS-F >>	3 WJMN-F	3 WSRS-F <	3 WZLX-F >	3 WZLX-F	3 WXLO-F	3 WXLO-F	3 WAAF-F	3 WXLO-F	3 WSRS-F	3 WSRS-F >
	4 WSRS-F	4 WZLX-F >	4 WAAF-F >	4 WAAF-F >	4 WZLX-F <	4 WAAF-F	4 WZLX-F	WZLX-F	4 WJMN-F	
	5 WZLX-F <	5 WJMN-F			5 WCRB-F <	5 WBCN-F <	5 WTAG <	5 WJMN-F	5 WZLX-F	
	6 WBCN-F				6 WKLB-F <	6 WZLX-F	6 WKLB-F	6 WTAG	6 WXLO-F	
					7 WODS-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 WJMN-F >	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WAAF-F >>	1 WAAF-F >>	1 WAAF-F >	1 WAAF-F	1 WZLX-F
2 WAAF-F	2 WJMN-F	WXLO-F >	2 WXLO-F >	2 WXLO-F >>	2 WZLX-F	2 WZLX-F	2 WZLX-F	2 WZLX-F >	2 WXLO-F <
3 WSRS-F	WXLO-F >	3 WXKS-F >	3 WJMN-F	3 WODS-F	WBCN-F	3 WXLO-F	3 WXLO-F	3 WXLO-F >	3 WAAF-F >
4 WQVR-F	4 WXKS-F	4 WBMX-F	4 WAAF-F <	4 WKLB-F	4 WJMN-F	WBCN-F	4 WJMN-F	4 WBCN-F	4 WSRS-F
	WXLO-F >	WAAF-F	WJMN-F	5 WXKS-F	WXKS-F	WXLO-F >	5 WJMN-F >	WBCN-F	5 WJMN-F
		6 WBMX-F >					6 WEGQ-F >>	WSRS-F	5 WKLB-F
									WBCN-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WORC	T	1310 Worcester	1.2 2.9 7 108
WVNE	REL	760 Leicester	0.3 1.2 3 95
WWTM	SPRTS	1440 Worcester	0.7 2.3 4 94
WXXW-F	O	98.9 Webster	0.8 2.5 7 139

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAQY-F	CL AOR	102.1 Springfield	0.5 2.0 6 150
WBMX-F	AC	98.5 Boston	2.0 9.6 32 636
WBOS-F	AOR-P	92.9 Brookline	1.7 6.7 15 439
WBRU-F	AOR-NR	95.5 Providence	0.3 3.0 3 176
WCTK-F	C	98.1 New Bedford	0.3 1.4 3 117
WEEI	SPRTS	850 Boston	0.3 2.5 7 190
WEGQ-F	CL HITS	93.7 Lawrence	1.7 5.8 17 381
WESO	AC	970 Southbridge	1.5 1.9 14 146
WHJY-F	AOR	94.1 Providence	0.7 2.1 6 175
WJIB-AA	EZ	740 Cambridge	1.0 1.3 6 47
WLKW	ST	790 Providence	0.7 1.1 6 96
WMJX-F	AC	106.7 Boston	1.3 5.1 17 339
WOAZ-F	J	99.5 Lowell	0.8 3.4 10 247
WRKO	T	680 Boston	0.3 2.2 11 208
WROR-F	AC	105.7 Framingham	1.2 4.0 27 394
WSNE-F	AC	93.3 Taunton	0.5 1.3 7 102
WWBB-F	O	101.5 Providence	1.0 2.9 11 230
WWKX-F	CHR/B	106.3 Woonsocket, RI	0.3 1.6 4 138
WWLJ-F	SAC	105.1 Providence	0.3 1.1 6 136
WXKS-F	CHR	107.9 Medford	2.3 9.4 19 577

WORCESTER

Format Performance	AM	FM	Total	%	Fall 96
AC	9 (1)	78 (5)	87 (6)	16.2 %	18.9 %
AOR/Classic/NR	0 (0)	127 (7)	127 (7)	23.7 %	18.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	46 (3)	46 (3)	8.6 %	9.7 %
Classical	0 (0)	22 (1)	22 (1)	4.1 %	4.7 %
Country	0 (0)	47 (3)	47 (3)	8.8 %	6.8 %
Full Service	47 (1)	0 (0)	47 (1)	8.8 %	8.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	5 (1)	5 (1)	0.9 %	1.0 %
News/Talk	27 (3)	0 (0)	27 (3)	5.0 %	10.1 %
Oldies	0 (0)	42 (4)	42 (4)	7.8 %	7.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.4 %	0.9 %
Soft AC/EZ	6 (2)	68 (2)	74 (4)	13.8 %	12.3 %
Sports	6 (2)	0 (0)	6 (2)	1.1 %	1.7 %
Standards	4 (1)	0 (0)	4 (1)	0.7 %	0.0 %
Totals	101 (11)	435 (26)	536 (37)		

AM Stations

Station	Power	Frequency	Format	Ownership	Value	Notes
WORC	1310	5 kw/1 kw (DA-2)	Talk	CNN, Westwd, SRN	\$<20.00	Kettell
WTAG	580	5 kw (DA-2)	Full Service/Talk	CBS	\$48.00	Banner Capstar. pend.
WWTM	1440	5 kw (DA-2)	Sports	ABC, Westwd	\$<20.00	Christal Amer. Radio Sys.

FM Stations

Station	Power	Frequency	Format	Ownership	Value	Notes
WQVR	100.1	2.1 kw @ 397	Country	Westwd	\$32.00	Allied Southbridge
WSRS	95.1	16.5 kw @ 863	Soft AC		\$94.00	Banner Capstar. pend.
WXLO	104.5	37 kw @ 564	AC	AP	\$86.00	Mc-Guild Deer River Fitchburg

Notes: Other ranked stations -- See Boston . . . There is no Consolidation Report for Worcester (no duopolies in place) . . . 3/97 WWTM now simulcasts WEEI Boston . . . 4/97 Knight sold these stations to Capstar: WTAG for \$7,600,000; WSRS-F for \$18,700,000 . . . 6/97 WARE (1250; Ware) dropped its simulcast of WQVR-F to pick up Westwood's Standards format . . . WGFP (940) & WXXW-F (98.9) sold to Bengal Pacific for \$1,675,000

Jim Duncan

Comments: WSRS-F dropped significantly from its year-ago level, but 11 shares seems to be the station's established share base . . . WXLO-F registered its lowest share in over four years

YORK

Arbltron Rank: 103 Pop (12+): 377,300
 MSA Rank: 134
 MSA Pop: 445,000
 DMA: 44 (w/Harris., Lanc.)
 Average Persons Rating: 16.7
 Market TSL In Hours: 22.00

Stations: 33 / 10
 Diaries: 1,426/265:1/65.1%
 Sample Target: 1,380
 % Below Line: 42.3
 % Not Listed: 11.3
 Pop per Station: 37,730

Last Year's Revenue: \$15,100,000
 Household Income: \$42,800
 Retail Dollars: \$4.0 Bil.
 #1 Biller: WARM-F \$5,100,000
 #1 Billing Portfolio: Susquehanna \$7,700,000

12+ Metro	Format	Spring 97 1/4 Share	Win 97	Fall 96	Sum 96	Spq 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Spq 96	12+ TSA AQH / Cume	Revenue Level	
1	WARM-F	65 / 10.3	10.0	12.6	11.8	10.8	11.2	701 / 18.6	23.8	20.4	115 / 1563	F	WARM-F
2	WGTY-F	53 / 8.4	10.4	10.7	9.9	9.7	9.9	709 / 18.8	18.8	18.5	57 / 858	D	WGTY-F
3	WQXA-F	44 / 7.0	5.8	4.6	4.9	5.1	5.6	637 / 16.9	13.3	15.1	127 / 2034	C	WQXA-F
4	WYCR-F	38 / 6.0	6.3	4.9	5.4	5.1	5.7	766 / 20.3	18.2	19.1	45 / 1218	C	WYCR-F
5	WRKZ-F	36 / 5.7	5.4	6.4	5.4	5.4	7.8	533 / 14.1	16.0	15.7	132 / 1890		WRKZ-F
6	WSBA	35 / 5.6	4.6	5.1	5.7	4.4	5.2	580 / 15.4	14.9	13.3	37 / 656	D	WSBA
7	WROZ-F	30 / 4.8	4.8	4.1	4.9	4.3	4.6	505 / 13.4	12.0	11.6	114 / 1846		WROZ-F
	WTPA-F	30 / 4.8	3.5	4.6	3.8	3.5	4.2	346 / 9.2	10.1	10.5	75 / 1176		WTPA-F
9	WRVV-F	22 / 3.5	3.8	2.4	3.5	3.3	3.3	356 / 9.4	7.6	9.0	112 / 1691		WRVV-F
10	WEGK-F	20 / 3.2	5.3	3.2	4.5	3.2	4.0	415 / 11.0	10.7	11.2	60 / 1144	B	WEGK-F
11	WWKL-F	17 / 2.7	2.5	2.9	2.1	2.5	2.6	299 / 7.9	8.0	6.6	74 / 1336		WWKL-F
12	WGRX-F	15 / 2.4	1.8	1.8	1.0	1.7	1.7	267 / 7.1	5.1	6.2	16 / 319		WGRX-F
13	WHVR	14 / 2.2	1.3	1.6	1.4	1.4	1.6	166 / 4.4	5.2	3.6	14 / 166		WHVR
	WWMD-F	14 / 2.2	3.1	2.7	1.8	2.2	2.4	243 / 6.4	5.1	5.5	18 / 332		WWMD-F

12+ FM Share (Metro): 83.72 % (468 of 559) (Spring 96: 84.44 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WYCR-F >>	1 WQXA-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F >	1 WQXA-F <	1 WARM-F >	1 WGTY-F <	1 WYCR-F	1 WGTY-F >
2 WQXA-F >	WTPA-F	2 WQXA-F <	2 WGTY-F	2 WGTY-F	2 WGTY-F <	2 WARM-F	2 WGTY-F	2 WARM-F >	2 WGTY-F	2 WSBA
3 WGTY-F >	3 WYCR-F	3 WGTY-F	3 WQXA-F	3 WQXA-F	3 WSBA	3 WGTY-F <	3 WROZ-F <	3 WYCR-F <	3 WQXA-F	3 WEGK-F
	WARM-F	4 WTPA-F	4 WTPA-F	4 WRKZ-F <	4 WRKZ-F	4 WSBA	4 WQXA-F <	4 WSBA <	4 WARM-F	4 WARM-F
5 WGTY-F	5 WYCR-F	5 WRKZ-F	5 WTPA-F <	5 WROZ-F	5 WRKZ-F	5 WRKZ-F	5 WYCR-F <	5 WQXA-F <	WRKZ-F	WRKZ-F
6 WRKZ-F <	6 WRKZ-F	WROZ-F	6 WROZ-F	6 WROZ-F	6 WYCR-F <	6 WTPA-F <	6 WRKZ-F	6 WRKZ-F	6 WSBA <	
7 WRVV-F	WROZ-F <	7 WRVV-F <	7 WRVV-F	7 WRVV-F	7 WTPA-F	7 WRKZ-F <	WTPA-F	7 WRVV-F	7 WRVV-F	
	8 WRVV-F		8 WRKZ-F	8 WRKZ-F			8 WROZ-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WYCR-F	1 WYCR-F	1 WGTY-F	1 WARM-F >	1 WARM-F >	1 WQXA-F >	1 WTPA-F <	1 WTPA-F >	1 WQXA-F <	1 WARM-F <
WARM-F >>	WARM-F	2 WARM-F	2 WYCR-F	2 WGTY-F	2 WTPA-F >	2 WQXA-F >>	2 WQXA-F	2 WTPA-F	2 WGTY-F
3 WEGK-F	3 WGTY-F	3 WRKZ-F	3 WGTY-F <	3 WROZ-F	3 WYCR-F >>	3 WYCR-F	3 WGTY-F	3 WGTY-F	3 WTPA-F
WQXA-F	4 WRKZ-F	WYCR-F	4 WROZ-F	4 WRKZ-F	4 WRKZ-F	4 WGTY-F	WARM-F	4 WARM-F	4 WQXA-F
WLAN-F	WQXA-F	5 WQXA-F	5 WQXA-F	WQXA-F	WEGK-F	5 WARM-F	5 WYCR-F	5 WEGK-F	5 WRVV-F
WYY-F	WTPA-F	WROZ-F	6 WRKZ-F	WYCR-F >	WGTY-F >>	6 WRKZ-F	WPOC-F	WRVV-F	WRKZ-F
WRVV-F >>	7 WROZ-F	WTPA-F	7 WRVV-F			WEGK-F	WRVV-F	WRKZ-F	7 WEGK-F
	WRVV-F					WRVV-F			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGET	T	1320	Gettysburg 1.1 2.5 7 95
WOYK	C	1350	York 1.4 4.2 10 175
WQXA	ST	1250	York 1.3 3.4 9 146

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBAL	N/T	1090	Baltimore 1.0 3.3 8 171
WDAC-F	REL	94.5	Lancaster 1.3 3.9 62 942
WERQ-F	B/CHR	92.3	Baltimore 0.6 2.5 6 117
WFRE-F	C	99.9	Frederick, MD 0.6 2.9 5 128
WHP	FS	580	Harrisburg 1.9 5.6 94 1266
WIOV-F	C	105.1	Ephrata 1.0 3.7 61 908
WYY-F	AOR	97.9	Baltimore 1.3 3.1 8 151
WLAN-F	CHR	96.9	Lancaster 1.4 8.1 76 1651
WNCE-F	EZ/ST	92.1	Palmyra 0.8 1.7 29 487
WNNK-F	CHR	104.1	Harrisburg 1.7 5.5 105 1606
WOCT-F	CL HITS	104.3	Baltimore 0.6 1.7 6 87
WPOC-F	C	93.1	Baltimore 1.7 4.1 11 164
WQSR-F	O	105.7	Baltimore 0.3 1.5 3 75
WRBT-F	C	94.9	Harrisburg 1.1 3.9 66 1017
WWVZ-F	CHR	103.9	Braddock Hts., MD 0.3 0.7 2 28
WXYV-F	B	102.7	Baltimore 0.5 1.8 3 72

YORK

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	87 (2)	87 (2)	15.6 %	18.4 %	Citadel	14.0 %	13.5 %	%
AOR/Classic/NR	0 (0)	102 (4)	102 (4)	18.2 %	15.9 %	WQXA-FM, WQXA-AM, WRKZ-FM			
Black/Urban	0 (0)	7 (2)	7 (2)	1.3 %	0.0 %	Hall (semi-duop)	8.0 %	9.3 %	%
CHR	0 (0)	60 (4)	60 (4)	10.7 %	9.3 %	WEGK-FM, WROZ-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		22.0 %	22.8 %	%
Country	9 (1)	132 (7)	141 (8)	25.2 %	25.8 %				
Full Service	47 (2)	0 (0)	47 (2)	8.4 %	9.1 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	13 (2)	0 (0)	13 (2)	2.3 %	2.3 %				
Oldies	0 (0)	23 (3)	23 (3)	4.1 %	3.9 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	8 (1)	8 (1)	1.4 %	2.5 %				
Soft AC/EZ	0 (0)	44 (2)	44 (2)	7.9 %	8.1 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	22 (2)	5 (1)	27 (3)	4.8 %	4.7 %				
Totals	91 (7)	468 (26)	559 (33)						

AM Stations

WGET	1320	1 kw/0.5 kw (DA-2)	Full Service	Westwd, CBS, 1/1	\$15.00	Eastman	WGTY	Gettysburg
WHVR	1280	5 kw/0.5 kw (DA-2)	Standards	Westwd	\$13.00	D&R	WYCR	Hanover
WSBA	910	5 kw/1 kw (DA-2)	Full Service		\$52.00	Eastman	Susquehanna	

FM Stations

WARM	103.3	6.4 kw @ 1305	AC		\$105.00	Eastman	Susquehanna	
WEGK	92.7	1.4 kw @ 699	Classic AOR	Source	\$28.00	D&R	Hall	Starview
WGTY	107.7	16 kw @ 850	Country	Westwd	\$58.00	Eastman		Gettysburg
WQXA	105.7	25 kw @ 705	AOR-New Rock		\$27.00	Mc-Guild	Citadel	
WYCR	98.5	10.5 kw @ 928	CHR		\$40.00	Allied	WHVR	Hanover

Notes: Other ranked stations – See Harrisburg, Lancaster, Baltimore, or in the American Radio Small Market edition, Hagerstown . . . No revenue shares are available for the Consolidation Report due to overlap with Harrisburg and Lancaster . . . 3/97 WQXA-AF sold by Telemedia to Citadel for \$7,000,000

Jim Duhcan

Comments: As with many Country stations this Spring, WGTY-F fell to its lowest share in several years . . . WQXA-F reached its highest share level in many years

YOUNGSTOWN-WARREN

Arbitron Rank: 92	Pop (12+): 408,800	Stations: 26 / 17	Last Year's Revenue: \$16,100,000
MSA Rank: 88		Diaries: 1,410/290:1/59.5%	Household Income: \$35,614
MSA Pop: 490,000		Sample Target: 1,320	Retail Dollars: \$4.9 Bil.
DMA: 95		% Below Line: 9.9	#1 Biller: WQXK-F \$3,000,000
Average Persons Rating: 17.2		% Not Listed: 10.5	#1 Billing Portfolio: Connoisseur \$7,900,000
Market TSL In Hours: 22.75		Pop per Station: 24,047	

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	Revenue Level	
1	WQXK-F	C	101 / 14.4	14.5	11.7	12.8	1116 / 27.3	28.5	23.2	179 / 1976	E	WQXK-F
2	WHOT-F	CHR	80 / 11.4	10.2	10.7	10.9	1216 / 29.7	28.3	29.5	106 / 1776	D	WHOT-F
3	WKBN	N/T	65 / 9.3	10.2	11.6	10.5	725 / 17.7	19.6	19.3	83 / 994	D	WKBN
4	WKBN-F	SAC	54 / 7.7	7.5	7.5	7.7	677 / 16.8	19.0	18.0	67 / 900	C	WKBN-F
5	WYFM-F	CL AOR	53 / 7.6	6.7	5.8	4.6	728 / 17.8	16.2	15.4	96 / 1120	C	WYFM-F
6	WBBG-F	O	48 / 6.8	7.0	7.3	7.6	720 / 17.6	20.3	19.1	70 / 1078	D	WBBG-F
7	WNCD-F	AOR	40 / 5.7	5.4	6.4	6.3	683 / 16.7	14.0	17.7	44 / 785	C	WNCD-F
8	WRBP-F	B	33 / 4.7	4.7	5.5	5.7	348 / 8.6	9.2	9.1	35 / 418	B	WRBP-F
9	WAMO-F	B	28 / 4.0	2.6	1.1		341 / 8.3	7.7	4.5	42 / 571		WAMO-F
10	WNIO	ST	18 / 2.6	5.1	3.0	3.4	156 / 3.8	4.4	4.2	18 / 156		WNIO
	WSOM	ST	18 / 2.6	1.5	2.7	2.8	240 / 5.9	5.8	6.4	27 / 330		WSOM
12	WWSY-F	EZ	16 / 2.3	2.2	0.8	1.2	179 / 4.4	5.4	3.0	23 / 294		WWSY-F
13	WENZ-F	AOR-NR	15 / 2.1	1.9	1.8	2.0	276 / 6.8	6.6	7.4	17 / 310		WENZ-F
14	WICT-F	C	8 / 1.1	1.5	1.6	1.6	183 / 4.5	5.2	4.7	32 / 537		WICT-F
	WRTK	T	8 / 1.1	1.1	1.8	0.9	265 / 6.5	5.0	6.4	8 / 281		WRTK

12+ FM Share (Metro): 79.78 % (501 of 628) (Spring 96: 74.09 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WHOT-F >>	1 WHOT-F	1 WQXK-F <	1 WYFM-F <	1 WQXK-F	1 WQXK-F	1 WQXK-F	1 WQXK-F	1 WQXK-F	1 WHOT-F	1 WHOT-F
2 WAMO-F >>	2 WYFM-F	2 WYFM-F <	2 WQXK-F	2 WYFM-F	2 WKBN >	2 WKBN	2 WHOT-F <	2 WHOT-F	2 WQXK-F	2 WKBN >
	3 WNCD-F	3 WHOT-F	3 WHOT-F	3 WBBG-F <	3 WBBG-F <	3 WHOT-F >	3 WKBN <	3 WYFM-F <	3 WAMO-F	
	4 WQXK-F	4 WNCD-F	4 WNCD-F	4 WHOT-F <	4 WKBN-F >	4 WKBN-F	4 WKBN-F	4 WKBN <	4 WYFM-F	
	5 WKBN-F	5 WKBN-F	5 WKBN-F	5 WKBN-F <	5 WHOT-F <	5 WYFM-F <	5 WBBG-F <	5 WKBN-F	5 WRBP-F	
		6 WBBG-F	WBBG-F	6 WNCD-F >	6 WRBP-F <	6 WBBG-F <	6 WYFM-F >	6 WBBG-F	6 WKBN <	
						7 WNCD-F >			7 WNCD-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 WHOT-F >>	1 WHOT-F	1 WQXK-F	1 WHOT-F	1 WQXK-F	1 WHOT-F	1 WYFM-F	1 WYFM-F >	1 WYFM-F	1 WYFM-F >
2 WAMO-F >>	2 WQXK-F >	WHOT-F	WQXK-F	2 WKBN-F <	WNCD-F >	2 WNCD-F	2 WNCD-F >>	2 WNCD-F	2 WQXK-F <
3 WQXK-F >>	3 WYFM-F	3 WYFM-F	3 WKBN-F	3 WHOT-F	3 WENZ-F	3 WHOT-F >	3 WHOT-F >	3 WQXK-F <	3 WNCD-F
4 WKBN-F	4 WKBN-F	4 WKBN-F >	4 WYFM-F <	4 WBBG-F	4 WKBN-F	4 WENZ-F	4 WQXK-F	4 WHOT-F >	4 WBBG-F
WENZ-F >>	5 WAMO-F	5 WNCD-F >>	5 WBBG-F	5 WYFM-F	WAMO-F	5 WQXK-F		5 WBBG-F >	5 WHOT-F >
			6 WRBP-F	6 WRBP-F >	WYFM-F >	6 WKBN-F			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WKTX	ST	830	Cortland	0.7 1.4 10 83
WLLF-F	J	96.7	Mercer, PA	0.7 1.4 10 146
WPIC	ST	790	Sharon, PA	0.4 2.8 14 298
WRRO	T	1440	Warren	0.4 2.0 3 81

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WDVE-F	AOR	102.5	Pittsburgh	0.4 1.7 31 390
WHK-F	REL	98.1	Canton	0.7 2.6 5 129
WKNR	SPRTS	1220	Cleveland	0.6 2.7 5 134
WMJI-F	O	105.7	Cleveland	0.4 2.3 3 98
WNCF-F	CL AOR	98.5	Cleveland	0.9 3.1 7 180
WNIR-F	T	100.1	Kent	0.4 1.7 4 91
WTAM	T	1100	Cleveland	0.4 2.4 4 141

YOUNGSTOWN-WARREN

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	0 (0)	0 (0)	0.0 %	7.5 %	Connoisseur WBBG-FM, WBBW-AM, WHOT-FM, WQXK-FM, WRTK-AM, WSOM-AM, WYFM-FM	43.9 %	48.1 %	49.1 %
AOR/Classic/NR	0 (0)	117 (5)	117 (5)	18.6 %	9.4 %		Zapls WICT-FM, WICT-AM, WWSY-FM	3.4 %	2.2 %
Black/Urban	0 (0)	61 (2)	61 (2)	9.7 %	8.1 %				
CHR	0 (0)	80 (1)	80 (1)	12.7 %	11.4 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		47.3 %	50.3 %	49.1 %
Country	0 (0)	109 (2)	109 (2)	17.4 %	17.8 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	5 (1)	5 (1)	0.8 %	0.0 %				
News/Talk	79 (4)	3 (1)	82 (5)	13.1 %	16.3 %				
Oldies	0 (0)	51 (2)	51 (2)	8.1 %	8.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	5 (1)	5 (1)	0.8 %	0.7 %				
Soft AC/EZ	0 (0)	70 (2)	70 (2)	11.1 %	10.8 %				
Sports	4 (1)	0 (0)	4 (1)	0.6 %	0.0 %				
Standards	44 (4)	0 (0)	44 (4)	7.0 %	8.4 %				
Totals	127 (9)	501 (17)	628 (26)						

AM Stations

Station	Freq	Power	Time	Format	Owner	Advertiser	Agency	Product
WKBN	570	5 kw	(DA-N)	News/Talk	CBS, ABC	\$50.00	Katz	Jacor, pend.
WNIO	1540	500 w	(Days)	Standards	ABC	\$<20.00	Eastman	WNCD-F Niles
WRTK	1390	9.5 kw/5 kw	(DA-N)	Talk	Westwd	\$<20.00	Christal	Connoisseur
WSOM	600	1 kw	(Days, DA)	Standards	Westwd	\$<20.00	Banner	Connoisseur Salem

FM Stations

Station	Freq	Power	Time	Format	Owner	Advertiser	Agency	Product
WBBG	93.3	50 kw @	279	Oldies		\$49.00	Christal	Connoisseur
WHOT	101.1	25 kw @	695	CHR		\$55.00	Christal	Connoisseur
WICT	95.1	19 kw @	804	Country		\$<20.00	D&R	Zapls Grove City
WKBN	98.9	4.5 kw @	1371	Soft AC	ABC, CBS	\$42.00	Katz	
WNCD	106.1	3 kw @	328	AOR		\$35.00	Eastman	WNIO Niles
WQXK	105.1	88 kw @	430	Country		\$70.00	Banner	Connoisseur Salem
WRBP	101.9	3 kw @	328	Black	ABC	\$<20.00	Eastman	Hubbard
WWSY	95.9	3 kw @	328	Easy Listening		\$<20.00	D&R	Zapls Sharpville, PA
WYFM	102.9	44 kw @	459	Classic AOR	ABC	\$30.00	Eastman	Connoisseur Sharon

Notes: Other ranked stations – See Pittsburgh or Cleveland . . . WYFM-F reclassified from AC to Classic AOR based on audience analysis and station self-description . . . 6/97 WKBN-AF sold to Jacor for \$11,000,000 (Blackburn)

Jim Duncan

Comments: WAMO-F has lost share in Pittsburgh because of its facility change (to the 106.7 licensed to Beaver Falls, PA); as a small consolation, perhaps, the station is gaining strength in Youngstown . . . WYFM-F is on a string of four consecutive up books and is at its highest share level in many years . . . WKBN is out of double figures for the first time in years





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