

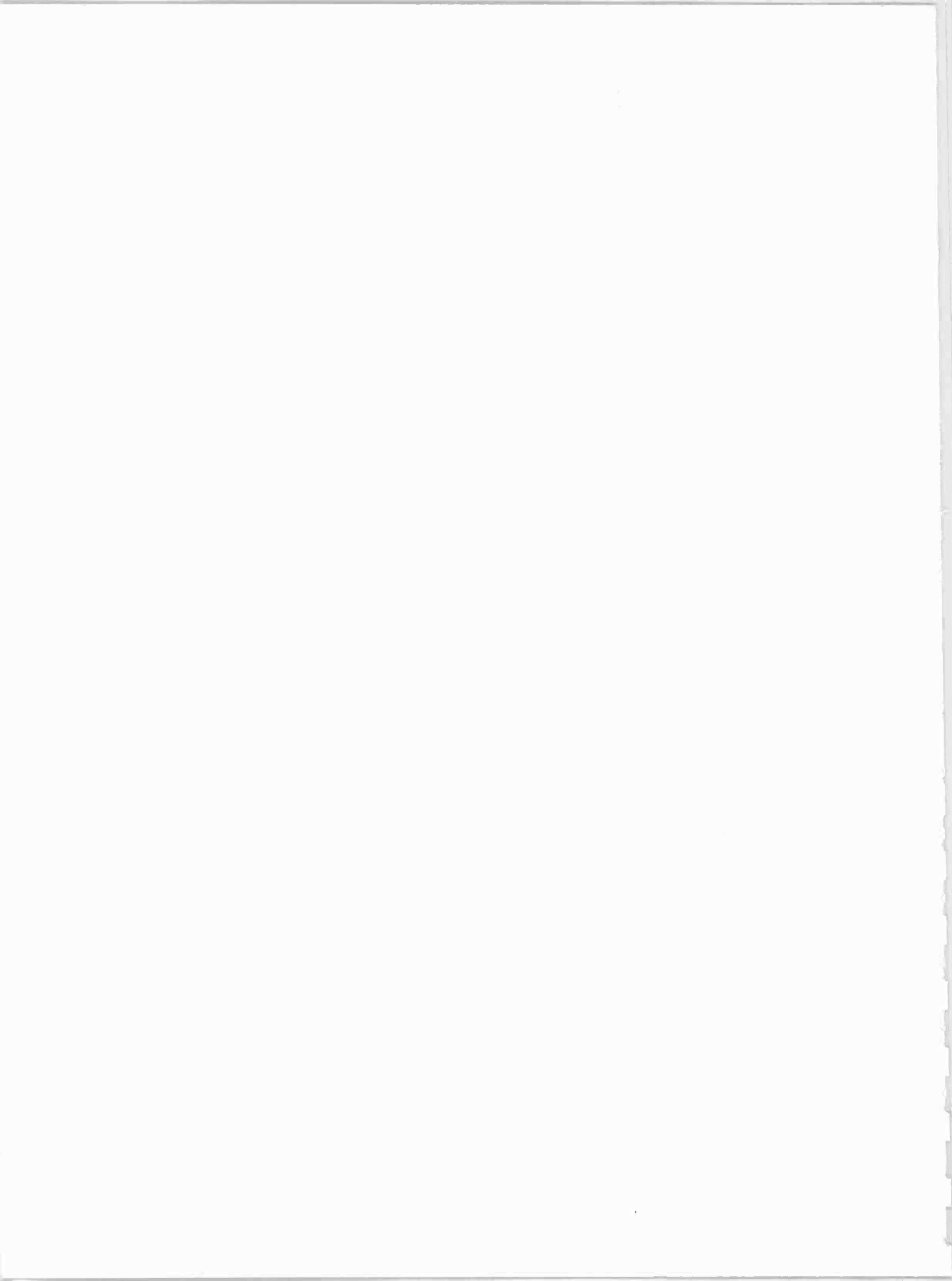
AMERICAN RADIO

Spring 1999 Ratings Report

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DUNCAN'S AMERICAN RADIO



AMERICAN RADIO

SPRING 1999 RATINGS REPORT

Arbitron Rating Period: 1 April - 23 June 1998

Compiled and Edited by:
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INTRODUCTION

AMERICAN RADIO enters in its 24th year of publication. We sincerely appreciate your support of our work today and, over the years.

We strongly urge you (especially new clients/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. If you have any questions, comments or suggestions, please feel free to call me or Thom Moon. We believe that our time is included in your purchase price. And, we always enjoy talking about **AMERICAN RADIO**. Thom or I can be reached at the following address or phone numbers:

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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. If your copy is defective in any way, call the Cincinnati office and we will promptly mail you another copy.

Release of the Arbitron market reports began on 20 July and ended 20 August 1999. Compilation of this edition was completed 15 September 1999. Any corrections made by Arbitron to earlier published reports are included if they were received before 15 September. Station sales through 31 August 1999 are included.

Audience data in **AMERICAN RADIO** is extracted by our proprietary computer software from Arbitron's "r-sale" data tapes. Due to Arbitron's method of rounding audience estimates, there may be very minor (and usually insignificant) differences between what is found in a given Arbitron market report and what is found in this book. 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
Nancy Nally Sherry Roberts

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Anchorage	Evansville	McAllen-Brownsville	Salisbury-Ocean City
Ann Arbor	Fargo	Melbourne-Titusville-Cocoa	Salt Lake City
Appleton-Oshkosh	Fayetteville, NC	Memphis	San Antonio
Asheville	Flint	Miami-Fort Lauderdale	San Diego
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Charleston, SC	Indianapolis	Orlando	Terre Haute
Charleston, WV	Jackson, MS	Oxnard-Ventura	Toledo
Charlotte	Jacksonville, FL	Pensacola	Topeka
Chattanooga	Johnson City-Kingsport-	Peoria	Tucson
Chicago	Bristol	Philadelphia	Tulsa
Cincinnati	Johnstown	Phoenix	Utica-Rome
Cleveland	Kalamazoo	Pittsburgh	Visalia-Tulare-Hanford
Colorado Springs	Kansas City	Portland, ME	Washington, DC
Columbia, SC	Knoxville	Portland, OR	Waterloo-Cedar Falls
Columbus, GA	Lafayette, IN	Portsmouth-Dover-	West Palm Beach
Columbus, OH	Lafayette, LA	Rochester	Wheeling
Corpus Christi	Lakeland-Winter Haven	Providence	Wichita
Dallas-Fort Worth	Lancaster	Pueblo	Wilkes Barre-Scranton
Davenport-Rock Island-	Lansing	Puerto Rico	Wilmington, DE
Moline	Las Vegas	Raleigh-Durham	Wilmington, NC
Dayton	Lexington	Reno	Worcester
Daytona Beach	Lincoln	Richmond	York
Denver	Little Rock	Riverside-San Bernardino	Youngstown
Des Moines	Los Angeles	Roanoke-Lynchburg	

STATION TRADING ACTIVITY

1 MARCH - 31 AUGUST, 1999

GROUP TRANSACTIONS

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
3/99 CAPSTAR (AMFM) - CITADEL			
To Capstar: KKLI-F + \$10,000,000	Colorado Springs		
To Citadel: KTWK, KVOR, KSPZ-F	Colorado Springs		
KEYF-AF	Spokane		
4/99 FULLER-JEFFREY - CITADEL			
WPKQ-F	Berlin, NH		
WBLM-F, WCYI-F, WCYY-F, WHOM-F, WJBQ-F	Portland, ME		
WOKQ-F, WXBB-F, WXBP-F	Portsmouth - Dover - Rochester	\$63,500,000	Kalil
4/99 REGENT - GUYANN			
KZGL-F	Cottonwood, AZ		
KVNA-AF	Flagstaff, AZ	\$2,450,000	
5/99 INGSTADS - TRIAD			
KLTA-F, KPFX-F, KQJD, KQWB-AF, KVOX-F	Fargo		
KBHB, KFSX-F, KMKF-F, KOUT-F, KRCS-F	Rapid City, SD	\$37,800,000	
6/99 ASSOCIATED COMMUNICATIONS - LIBERTY MEDIA			
WXST-F	Columbus, OH		
WSTV, WRKY-F	Steubenville-Weirton, OH - WV		
WOMP-AF	Wheeling		
	Incl. in \$2.8 MM purchase of Associated's parent		
7/99 CARTER - CATHOLIC RADIO (JOHN LYNCH)			
WLOB-F	Augusta - Waterville, ME		
WROL	Boston		
WLOB	Portland, ME		
WRIB	Providence		
WACE	Springfield, MA	(Estimated) \$20,000,000	
7/99 SINCLAIR BROADCAST GROUP - ENTERCOM			
WBEN, WGR, WWKB, WKSE-F, WMJQ-F	Buffalo		
WEAL, WJMH-F, WMQX-F, WQMG-F	Greensboro - Winston Salem		
WFBC-F, WSPA-F, LMA of WOLI-F & WOLT-F	Greenville - Spartanburg		
KCFX-F, KCIY-F, KQRC-F, KXTR-F	Kansas City		
WJCE, WOGY-F, WRVR-F	Memphis		
WEMP, WMYX-F, WXSS-F	Milwaukee		
WSMB, WWL, WEZB-F, WLMG-F,			
contracts for purchase of WLTS-F, WTKL-F	New Orleans		
WNVZ-F, WPTE-F, WVKL-F, WWDE-F	Norfolk		
WGBI, WILK, WILT, WGGI-F, WGGY-F,			
WKRF-F, WKRZ-F, WSHG-F, WWFH-F	Wilkes Barre - Scranton	\$821,500,000	DB Alex. Brown
WORD, WSPA, WYRD	Greenville - Spartanburg	\$3,000,000	DB Alex. Brown
7/99 SALTER - RADIOWORKS			
WKKD-AF (Aurora, IL)	Chicago		
WRWC-F	Rockford	\$8,000,000	
8/99 COMMONWEALTH - CLEAR CHANNEL			
WSMT-AF	Cookeville, TN		
WAEW, WCSV, WXVL-F	Crossville, TN	\$2,314,000	
8/99 COX RADIO - AMFM			
To AMFM: KFI, KOST-F	Los Angeles		
To Cox: WFOX-F	Atlanta		
WBWL, WOKV, WAPE-F, WFYV-F,			
WKQL-F, WMXQ-F	Jacksonville		
WEDR-F	Miami - Fort Lauderdale		
WPLR-F (+ JSA of WYBC-AF)	New Haven		
WNLK, WSTC, WEFX-F, WKHL-F	Stamford - Norwalk		
8/99 TOM INGSTAD - CLEAR CHANNEL			
KKXL-AF, KJKJ-F, KQHT-F, KSNR-F	Grand Forks, ND - MN		
KIT, KMWX, KATS-F, KFFM-F, KQSN-F	Yakima, WA		
			NA

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
8/99 FOREVER - REGENT			
WIBX, WRUN, WFRG-F, WLZW-F, WODZ-F WTNY, WUZZ, WCIZ-F, WFRY-F	Utica - Rome Watertown, NY	\$44,000,000 + 100,000 shares Regent convertible preferred stock	

MARKET-BY-MARKET LISTINGS

DATE	STATION(S)	SELLER	BUYER	CONSIDERATION	BROKER(S)
MARKET					
ABILENE, TX					
7/99	WQVE-F	Williams	Cumulus	\$675,000	
ALBANY - SCHENECTADY - TROY					
8/99	WCSS	Weber	IZ Communications	\$188,000	Kozacko
ALBUQUERQUE					
8/99	KLSK-F, KPEK-F, KTEG-F, KSYU-F, KZRR-F	Trumper	Clear Channel	\$55,500,000	
ALEXANDRIA, LA					
7/99	KLBG (+ KALO Beaumont)	Faith	Radio Maria, Inc.	\$900,000	
ANCHORAGE					
4/99	KFAT-F (+FM CP in Houston, AK)	Chester Coleman	New Northwest	\$1,500,000	
4/99	KMBQ-F	Gary Buell	Clyde Boyer	No consideration	
5/99	KKRO-F	Williams Corp.	New Northwest	\$1,300,000	Media Svcs
5/99	KQEZ-F	Ubik Corp.	New Northwest	\$1,100,000	Media Svcs
ANN ARBOR					
6/99	WWCM	Word Bcstrs.	Ave Maria Foundation	\$2,500,000	Bergner
ASHEVILLE					
5/99	WKJV	Anchor Baptist	Int'l. Baptist Outreach	\$299,612	
ATLANTA					
5/99	WNGC-F (Athens, + CP)	Clarke	Cox Radio	\$78,000,000	
8/99	WNIV, WLTA	Genesis	Salem	\$8,000,000	Jorgenson
8/99	WFOX-F	AMFM	Cox Radio	See Group Transactions	
8/99	WAEC, WWWE	Forus	Beasley	\$10,000,000	
AUGUSTA - WATERVILLE, ME					
3/99	WSKW, WCTB-F		Cumulus	\$1,600,000	Silverman
5/99	WHQO-F (Skowhegan)	Cumulus	ME Public Radio	Donation	
7/99	WLOB-F	Carter Bcstg.	Catholic Radio	See Group Transactions	
BAKERSFIELD					
7/99	KCHJ, KWAC, KIWI-F	KMAP, Inc.	Lotus	\$6,300,000	Stevens
7/99	KTRJ		KMAP, Inc.		
BALTIMORE					
8/99	WKDB	Capital Kids	Catholic Radio	\$1,500,000	
BATON ROUGE					
7/99	KOOJ-F	KTBT Radio	Citadel	\$9,500,000	Bergner
BEAUMONT - PORT ARTHUR, TX					
7/99	KALO (+ KLBG Alexandria, LA)	Faith	Radio Maria, Inc.	\$900,000	
BERLIN, NH					
4/99	WPKQ-F	Fuller-Jeffrey	Citadel	See Group Transactions	Kalil
BILLINGS, MT					
5/99	KGHL, KIDX-F, KRSQ-F	Marathon	New Northwest	\$3,900,000	Star
BILOXI - GULFPORT - PASCAGOULA					
4/99	WXBD, WCPR-F, WLRK-F, WXRG-F, WXYK-F	Gulf Coast	Triad	\$7,800,000	Bergner
BIRMINGHAM					
3/99	WENN-F	American General	AMFM	\$3,087,500	Gulf Breeze
3/99	WSMQ (1450)	Bessemer Bcstg.	Powernomics Birmingham	\$250,000	
BLACKSBURG - CHRISTIANSBURG - RADFORD - PULASKI, VA					
3/99	WFNR, WPSK	New River	WWWR Roanoke	NA	
BOSTON					
5/99	WCAV-F (+ Upgrade CP)	KJI Bcstg.	Radio One	\$10,000,000	Media Svcs
6/99	WMSX (Brockton)	Metro South	Willow Farm, Inc.	\$647,000	New England
7/99	WROL	Carter Bcstg.	Catholic Radio	See Group Transactions	
BRIDGEPORT					
4/99	WICC, WEBE-F	ML/Fairfield	Aurora Communications	\$66,000,000	CEA

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			BUFFALO			
7/99	WBEN, WGR, WWKB, WWWS, WKSE-F, WMJQ-F	Sinclair Bcst. Gp.		Entercom	See Group Transactions	DB Alex. Brown
			CANTON			
6/99	WRCW	Arcey Bcstg.		Otter Communications	\$600,000	
			CAPE COD, MA			
5/99	WKPE-F	Roth		Charles River Bcstg.	\$2,800,000	
			CASPER, WY			
7/99	KMLD-F, KTRS-F, KWYY-F	Mtn. States		Clear Channel	KMGW-F + \$2,100,000	Star
7/99	KRVK-F	New West Bcstg.		Clear Channel	\$200,000	Star
			CHARLESTON, SC			
6/99	WTUA-F	Geo. Wells		Jeremiah Ravenel	\$275,000	
8/99	WAVF-F	Cordes Street		Emerald City	\$3,000,000	Salors
			CHARLOTTESVILLE, VA			
6/99	WCYK-F, WVAO-F, WVSF-F	Clark Bcstg.		Clear Channel	\$6,350,000	Media Svcs
			CHICAGO			
5/99	WYPA	John Douglas		Catholic Radio	\$10,500,000	Media Svcs
			CHICO, CA			
4/99	KCEZ-F, KKCY-F, KLRS-F, KMJE-F, KRQR-F, KTHU-F (+ 2 CP's)	Phoenix		Results Radio	\$7,360,000	MVP
			CHILLICOTHE, OH			
8/99	WKKJ-F	Secret Commun.		Frank Wood	\$1,750,000	
			COLORADO SPRINGS			
3/99	KTWK, KVOR, KSPZ-F, KVVU-F	Capstar (AMFM)		Citadel	See Group Transactions	
3/99	KKLI-F (+ \$10 Million)	Citadel		Capstar (AMFM)	KTWK, etc.	
			COLUMBIA, SC			
3/99	WLXC-F	Baker		Bloomington	\$3,200,000	
3/99	WDXZ-F	GHB		D. Sutton	\$300,000	
8/99	WCTG	Lighthouse Bcstg.		Alliance Bcstg. Group	\$850,000	
			COLUMBUS, OH			
6/99	WXST-F	Associated Commun.		Liberty Media	See Group Transactions	
			COOKEVILLE, TN			
8/99	WSMT-AF	Commonwealth		Clear Channel	See Group Transactions	
			COTTONWOOD, AZ			
4/99	KZGL-F	Regent		Guyann	See Group Transactions	
			CROSSVILLE, TN			
8/99	WAEW, WCSV, WXVL-F	Commonwealth		Clear Channel	See Group Transactions	
			DALLAS - FORT WORTH			
3/99	KLTY-F	Rodriguez		Sunburst	\$63,300,000	Gammon
6/99	KXEB, KTCY-F (Denison)			Rodriguez	NA	
7/99	KLTY-F	Sunburst		Hispanic	\$65,000,000	
			DANBURY, CT			
6/99	WINE, WAXB-F, WRKI-F	AMFM		Aurora Communications	\$11,250,000	
			DAYTON			
6/99	WKSU-F	Robt. Miller		Blue Chip	\$5,000,000	
			DENVER			
6/99	KCUV	Den-Mex		Radio Unica	NA	
6/99	KBNO	Colorado Commun.		Crawford	\$1,500,000	
			DES MOINES			
7/99	KKDM-F	Midwest Radio		Clear Channel	\$7,350,000	Jorgenson
7/99	KASI, KCCQ-F	Ames Bcstg.		Clear Channel	\$4,000,000	
			DULUTH - SUPERIOR			
3/99	KZIO-F, WWAX-F			Curtis Squire	\$2,100,000	Kalii
			EAU CLAIRE, WI			
4/99	WBIZ-AF, WMEQ-AF, WATQ-F, WQRB-F	Phillips		Cumulus	\$14,800,000	
			ERIE			
5/99	WRIE, WXKC-F, WXTA-F	Embrescia		Regent	\$13,500,000	Bergner
5/99	WFLP	Heart Bcstg.		Rambaldo (WRKT-F, WRTS-F)	\$840,118	
5/99	WLKK	KDC		Rambaldo (WRKT-F, WRTS-F)	875,000	
			EVANSVILLE			
3/99	WPCO, WBLZ-F (Linton)	Posey County		The Original Co.	\$360,000	
4/99	WBNL-AF (Boonville)	Boonville		CCM Ministries	\$425,000	Am. Comm.

Ptnrs.

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
FAIRBANKS, AK						
5/99	KCBF, KXLR-F	Northern TV		Ackerley	Cancelled	
6/99	KFAR, KUWL-F, KWLF-F	Borealis Bcstg.		New Northwest	\$2,800,000	
6/99	KCBF, KXLR-F	Northern TV		New Northwest	\$750,000	
FARGO						
5/99	KLTA-F, KPFX-F, KQJD, KQWB-AF, KVOX-F	Ingstads		Triad	See Group Transactions	MVP
FLAGSTAFF, AZ						
4/99	KVNA-AF	Regent		Guyann	See Group Transactions	
FLINT						
7/99	WWON (Fenton)	GWC		Birach	\$708,000	
FORT DODGE, IA						
6/99	KWMT, KKEZ-F	KWMT, Inc.		Clear Channel	\$7,500,000	
FORT MYERS - NAPLES						
3/99	WINK-AF, WTLQ (Control)	A. McBride		McBride children	\$5,550,000	
FORT SMITH, AR						
3/99	KLSZ-F, KOMS-F			Cumulus	\$2,100,000	Media Svcs
7/99	KMXJ-F			Cumulus	\$600,000	Media Svcs
FRESNO						
3/99	KIRV (1510)			Gore-Overgaard	\$425,000	
5/99	KVPC-F (CP: San Joaquin)	San Joaquin		Mondosphere	\$2,500,000	
7/99	KYNO	Mondosphere		Spanish Catholic Radio	\$800,000	
GAINESVILLE - OCALA						
6/99	WLUS, WDJY-F	Alliance		Prime Time Radio	\$2,500,000	Martin
8/99	WTMC	News & Travel Net		Vector Communications	\$250,000	
GRAND FORKS, ND - MN						
8/99	KKXL-AF, KJKJ-F, KQHT-F, KSNR-F	Tom Ingstad		Clear Channel	See Group Transactions	
GRAND RAPIDS						
8/99	WSNX-F	Goodrich		Clear Channel	\$10,999,000	MVP
8/99	WODJ-F	Goodrich		Bloomington	NA	
GREENSBORO - WINSTON SALEM						
3/99	WTCK (1320)	AMFM		Truth Bcstg.	\$500,000	
7/99	WEAL, WJMH-F, WMQX-F, WQMG-F	Sinclair Bcst. Group		Entercom	See Group Transactions	DB Alex. Brown
GREENVILLE - NEW BERN - JACKSONVILLE						
4/99	WMBL (740)	Moseley		Jacor (Clear Channel)	\$228,000	Jorgenson
7/99	WLNR (1230)	Conner		Pellowski Republic	\$250,000	
GREENVILLE - SPARTANBURG						
4/99	WELP (1360)	Assoc. Bcstg.		Upstate Radio	\$150,000	
7/99	WORD, WSPA, WYRD	Sinclair Bcst. Group		Entercom	\$3,000,000	DB Alex. Brown
7/99	WFBC-F, WSPA-F (+ LMA of WOLI-F, WOLT-F)	Sinclair Bcst. Group		Entercom	See Group Transactions	DB Alex. Brown
GREENVILLE, TX						
7/99	KGVL, KIKT-F	First Greenville		Susquehanna	\$1,100,000	Media Svcs
HONOLULU						
8/99	KGMZ-AF, KRTR-F, KXME-F	New Planet		Cox Radio	\$16,375,000	Kalil
HOUSTON						
4/99	KRTX-F	Hispanic		Z-Spanish	KLNZ-F Phoenix	
HUNTSVILLE						
4/99	WAHR-F	Hornbuckle		STG Acquisition	\$11,200,000	
JACKSON, MS						
6/99	WONG (1150)	Pembroke		Williams	\$50,000	
7/99	WYJS-F	Michael P. Stephens		Clear Channel	\$3,400,000	
7/99	WKXS-F	Boswell		New South	\$5,000,000	
JACKSONVILLE						
4/99	WJGR, WZAZ, WZNZ, WBGB-F	Clear Channel		Trust	NA	
5/99	WZNZ, WBGB-F	Trust		Concord Media	\$4,300,000	
8/99	WBWL, WOKV, WAPE-F, WFYV-F, WKQL-F, WMXQ-F	AMFM		Cox Radio	See Group Transactions	
JOHNSON CITY - KINGSPOUR - BRISTOL						
3/99	WHHQ (1520)	Elizabethton Bcstg.		St. Thomas More Bcstg. Assoc.	\$65,000	
8/99	WMCH (1260)	Wallace		Trent Bcstg.	\$130,000	
KANSAS CITY						
6/99	KUPN (1480)	Sinclair Bcst. Group		HME Communications	\$550,000	
7/99	KCFX-F, KCIY-F, KQRC-F, KXTR-F	Sinclair Bcst. Group		Entercom	See Group Transactions	DB Alex. Brown
KINGMAN, AZ						
3/99	KAAA, KFLG-AF, KZZZ-F	Regent		MagMile Media	\$5,400,000	Star

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			KNOXVILLE			
4/99	WGAP	South Central		MetroWest Radio	\$225,000	
8/99	WJBZ (850)	Seymour		Home Radio	\$250,000	
			LAFAYETTE, IN			
7/99	WNJY-F	Wm. Deibel		RadioWorks (Stay Tuned)	\$1,000,000	
			LAKE TAHOE, CA			
7/99	KOWL, KRLT-F	Regent		Commonwealth (Dex Allen)	\$1,250,000	
			LAS VEGAS			
3/99	KISF-F	Tobin		Hispanic	\$20,300,000	
			LAUREL - HATTIESBURG, MS			
6/99	WJKX-F	JLW Bcstg.		Cumulus	\$1,940,000	Media Svcs.
6/99	WQIS, WNSL-F	Design Media		Cumulus	\$3,100,000	Media Svcs
6/99	WMFM-F	Hickman		Cumulus	\$735,000	
			LAWRENCEVILLE, VA			
3/99	WLES, WHFD-F			Willis	\$350,000	
			LEWISTON - AUBURN, ME			
8/99	WXGL-F	Great Eastern		Atlantic Coast Radio	\$1,300,000	
			LEXINGTON			
4/99	WEKY (+ WKXO-AF Berea)	Commonwealth		Wallingford	\$765,000	
4/99	WVLK-AF, WLRO-F, WLTO-F, WXZZ-F	HMH		Cumulus	\$44,500,000	Media Svcs
			LOS ANGELES			
8/99	KFI, KOST-F	Cox Radio		AMFM	See Group Transactions	
			LOUISVILLE			
3/99	WLSY-F, WRVI-F	Cox Radio		Trust		
4/99	WLSY-F, WRVI-F	Trust for Cox Radio		Salem	\$5,000,000	
6/99	WXLM-F	Cross Country		Thin Man (WKXF)	NA	
7/99	WMHX-F	Owen Company		Cox Radio	\$1,770,000 + assume liabilities	
			LUBBOCK			
8/99	KBZO	Paisano		Entravision	\$2,300,000	
			MANCHESTER			
8/99	WNHQ-F	RadioWorks (WJYY-F)		Phoenix Commun.	\$1,600,000	
8/99	WNNH-F	Clark Smidt		Tele-Media	NA	
			MARYSVILLE - YUBA CITY, CA			
6/99	KMYC	EXCL		Thomas Huth	\$425,000	
			MCMINNVILLE, TN			
8/99	WAKI, WWEE-F	Aaron Durham		Clear Channel	\$900,000	
			MEMPHIS			
5/99	WYLT-F	Estate of Albert Crain		Clear Channel	\$1,100,000	
7/99	WJCE, WOGY-F, WRVR-F	Sinclair Bcst. Group		Entercom	See Group Transactions	DB Alex. Brown
			MERIDIAN, MS			
5/99	WMYQ-AF	Rainey		Houston Pearce	\$885,000	
			MIAMI - FORT LAUDERDALE			
6/99	WFBA	WRA Bcstg.		ABC, Inc.	\$7,400,000	MVP
8/99	WEDR-F	AMFM		Cox Radio	See Group Transactions	
			MILWAUKEE			
7/99	WEMP, WMYX-F, WXSS-F	Sinclair Bcst. Group		Entercom	See Group Transactions	DB Alex. Brown
			MINNEAPOLIS - SAINT PAUL			
3/99	KLBB, WLOL (1470)	Cargill		MN Public Radio	Donation	
			MOBILE			
3/99	WABF (+ 3 other stations)			Gulf Coast	\$1,750,000	
3/99	WLVV	Estate of Albert Crain		Darrell Martin	\$263,750	
3/99	WXWY			Gulf Coast	\$224,000	
7/99	WGOK, WYOK-F	Roberds		Cumulus	\$6,000,000	
			MODESTO			
3/99	KEJC-F (52%)			E & D Cardoza	\$67,516	
			MARKET			
			MONROE, LA			
5/99	KTJC-F	Kenneth Diebel		Sound Broadcasting	\$650,000	Fischer
			MUSKEGON, MI			
6/99	WMHG, WMRR-F, WSHZ-F	Goodrich		Connoisseur	\$2,700,000	
7/99	WKBZ	WLC Bcstg.		Harbor Pointe Bcstg.	\$434,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
NASHVILLE						
5/99	WHEW (1380)	AJ Commun.		SG Commun.	\$208,398	
NASSAU - SUFFOLK (LONG ISLAND)						
6/99	WNYG (1440)	Bienvenida		Multicultural	\$860,000	
NEW HAVEN						
8/99	WPLR-F (+ JSA of WYBC-AF)	AMFM		Cox Radio	See Group Transactions	
NEW LONDON, CT						
4/99	WKCD-F	Gary Girard		Back Bay	\$2,050,000	Media Svcs
7/99	WVVE-F	Shoreline		Spring	\$1,900,000	
NEW ORLEANS						
5/99	WADU-F	DuTreil		Styles	\$1,800,000	Saunders
7/99	WSMB, WWL, WEZB-F, WLMG-F (+ contracts for WLTS-F, WTKL-F)	Sinclair Bcst. Group		Entercom	See Group Transactions	
NEW YORK						
4/99	WFAS-AF, WZZN-F (Westchester Co.)	Frank Washington		Aurora	\$20,250,000	
6/99	WWTR (1170; Bridgewater, NJ)			New Jersey	NA	
NOGALES, AZ						
4/99	KZNO-F (+ KZLZ-F Tucson)	Z-Spanish		Desert West Air	KCDX-F Florence (Phoenix)	
NORFOLK						
3/99	WGH-AF, WFOG-F	Sinclair Bcst. Group		Petracom	Cancelled	
4/99	WGH-AF, WFOG-F	Sinclair Bcst. Group		Barnstable	\$23,700,000	Kalil
7/99	WNVZ-F, WPTE-F, WVKL-F, WWDE-F	Sinclair Bcst. Group		Entercom	See Group Transactions	
NW MICHIGAN						
3/99	WBVE-F, WZTU-F	Hoppe		D&B Bcstg.	\$380,000	
ODESSA - MIDLAND, TX						
4/99	KRIL	Butler		Cumulus	\$110,000	
7/99	KKJW-F	Wiggins		NIA Bcstg.	\$700,000	
OKLAHOMA CITY						
4/99	KBYE	SCI Corp.		KTUZ-F	\$480,000	
5/99	KOKC (Guthrie)				\$120,000	
8/99	WWLS, KATT-F, KCYI-F, KNTL-F, KYIS-F	Caribou		Citadel	\$60,000,000	Kalil
ORLANDO						
8/99	WFIV (Kissimmee)	Allmon		Genesis	\$1,800,000	
PANAMA CITY, FL						
7/99	WEBZ-F	DP Media		Clear Channel	\$800,000 + assume liabilities	
PENSACOLA						
7/99	WYCL-F	Paxson		Concord Media	\$2,000,000	
PEORIA						
3/99	WMBD, WPBG-F	Midwest TV		JMP Media (Strn. Mgmt.)	10,750,000	Patrick
6/99	WWCT-F	Central IL Bcstg.		Kelly	Cancelled	
8/99	WIRL, WSWT-F	Community Service		JMP Media	NA	
PHILADELPHIA						
8/99	WWJZ (640; Mount Holly)	Mt. Holly		ABC, Inc.	NA	
PHOENIX						
3/99	KESZ-F	OwensMAC		Clear Channel	\$58,000,000	Blackburn
3/99	KNIX-F	Buck Owens		Clear Channel	\$84,000,000	Blackburn
4/99	KGME	New Century		Salem	\$5,000,000	
4/99	KLNZ-F	Z-Spanish		Hispanic	KRTX-F Houston	
4/99	KCDX-F	Desert West Air		Z-Spanish	KZLZ-F + KZNO-F + \$10,000,000	
5/99	KDDJ-F, KEDJ-F	New Century		Big City	\$22,000,000	Stevens
5/99	KBZR-F	Brentlinger		Big City	\$4,500,000	Serafin; Stevens
5/99	KMYL-F	Interstate		Big City	\$5,700,000	Stevens
5/99	KDDJ-F	Big City		Educ. Media Foundation	KLVA-F + \$5,500,000	
5/99	KLVA-F + \$5,500,000	Educ. Media Found.		Big City	KDDJ-F	
PITTSBURGH						
7/99	WASP-AF	Humes		Forever	\$2,900,000	Wm. B. Schutz
PLAINVIEW, TX						
3/99	KVOP-F	Equicom		KBL Bcstg.	Swap for CP	
3/99	FM CP: 106.9; 38 kw @ 325'	KBL Bcstg.		Equicom	Swap for KVOP-F	
PORTLAND, ME						
4/99	WBLM-F, WCYI-F, WCYY-F, WHOM-F, WJBQ-F	Fuller-Jeffrey		Citadel	See Group Transactions	Kalil
6/99	WJAE, WJJB	Fuller-Jeffrey		Atlantic Coast Radio	NA	
6/99	WRED-F	Vacationland		Atlantic Coast Radio	NA	
7/99	WLOB	Carter		Catholic Radio	See Group Transactions	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	
PORTSMOUTH - DOVER - ROCHESTER						
3/99	WOKQ-F, WXBB-F, WXBP-F	Fuller-Jeffrey		Citadel	See Group Transactions	
6/99	WSME, WCDQ-F	WSME, Inc.		Phoenix Commun.	\$1,025,000	
POUGHKEEPSIE, NY						
3/99	WGHQ, WBPM-F	Thayer		Roberts Radio	\$1,550,000	Blackburn
PROVIDENCE						
3/99	WNRI (1380)				\$850,000	
7/99	WRIB	Carter		Catholic Radio	See Group Transactions	
7/99	WADK (+ WERI-F Block Island)	Bear		Astro Tele-Commun.	\$1,800,000	
PUERTO RICO						
3/99	WEKO, WMIO-F			Bestov	\$3,650,000	
7/99	WKFE, WLEO, WLEY, WZUR, WZAR-F	Ponce Bcstg.		Uno Bcstg.	\$10,750,000	
RAPID CITY, SD						
5/99	KBHB, KFSX-F, KMK-F, KOUT-F, KRCS-F	Tom Ingstad		Triad	See Group Transactions	
RENO						
4/99	KQLO				\$170,000	
RICHMOND						
3/99	WDYL-F	Hoffman		Radio One	\$4,600,000	MVP
3/99	WKJS-F, WSOJ-F	WREJ		Radio One	\$12,000,000	Media Svcs
3/99	WGCV, WCDX-F, WJRV-F, WPLZ-F	Sinclair Commun.		Radio One	\$34,000,000	Star
6/99	WLEE (1320)	Pearson		4M	NA	
RIVERSIDE - SAN BERNARDINO						
3/99	KMSL (1510)			Astor	\$2,500,000	Stanfield
ROANOKE - LYNCHBURG						
4/99	WRVX-F	Shircliff		Travis Media	\$950,000 + \$200,000 empl. contract	
ROCKFORD						
6/99	WLUV-F	Loves Park		Connoisseur	NA	
7/99	WRWC-F	Salter		RadioWorks (Tuned In)	See Group Transactions	
SACRAMENTO						
3/99	KAHI (+ CP for 1620)	Nevada Country		Immaculate Heart	\$475,000	
SAINT LOUIS						
5/99	KZMM-F	Magee		KFNS	\$1,250,000	
6/99	WRTH, KIHT-F, KPNT-F, KXOK-F, WIL-F, WVRV-F (+ KDNL-TV)	Sinclair Bcst. Group		Emmis	Est. \$300,000,000	
SALISBURY - OCEAN CITY						
6/99	WKHI-F, WKHW-F	Choppy Layton		Great Scott	\$1,400,000	
8/99	WXPZ-F (48.5%)	H. & J. Read		W. T. & B. Sammons	\$500,000	
SALT LAKE CITY						
4/99	KRAR-F	First National		Trumper	\$300,000	
6/99	KSNU-F	Sundance		Deer Valley (KUUU-F)	\$3,250,000	
SAN ANGELO, TX						
7/99	KELI-F	Earshot		KGKL-AF	\$517,500	
SAN DIEGO						
5/99	KCBQ	Regent		Concord	\$6,000,000	
SAN LUIS OBISPO, CA						
3/99	KKOM			Pamplin	\$550,000	
SANTA MARIA - LOMPOC, CA						
8/99	KSMA, KSNI-F	Bayliss		Mondosphere	\$3,750,000	Patrick
SARASOTA - BRADENTON						
7/99	WKXY	Sarasota Bcstg.		WGUL, Inc.	\$900,000	
SAVANNAH						
7/99	WHGM (1400)	Genesis		Gilliam	NA	
SEATTLE - TACOMA						
3/99	KWYZ (1230; Everett)	Quality		Radio HanKook	\$480,000	
6/99	KKBY-F	Joy		Rock-On Radio	\$4,500,000	
SIoux CITY, IA						
7/99	KLEM, KKMA-F	Paul Olson		Powell	\$3,000,000	Blackburn
SIoux FALLS, SD						
4/99	KSFS (+ KCGN-F Ortonville, MN)			Praise Bcstg.	No consideration	
SPOKANE						
3/99	KNJY-F	American General		Citadel	\$4,150,000	Exline
3/99	KEYF-AF	Capstar		Citadel	See Group Transactions	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			SPRINGFIELD, MA			
7/99	WACE	Carter		Catholic Radio	See Group Transactions	
7/99	WARE (1250)	Eastern Media		Mega	\$475,000	
			STAMFORD-NORWALK, CT			
8/99	WNLK, WSTC, WEFX-F, WKHL-F	AMFM		Cox Radio	See Group Transactions	
			STATE COLLEGE, PA			
6/99	WBUS-F	A. R. Delorme		A. N. Delorme	\$25,000	
			SYRACUSE			
8/99	WHCD-F	Salt City		Clear Channel	\$3,000,000 plus \$500,000 to MagMile Media	
			TALLAHASSEE			
3/99	WFLV-F			Mike Schwartz	\$3,500,000	
			TERRE HAUTE			
4/99	WBTO, WQTY-F	Linton Bcstg.		The Original Co.	NA	
6/99	WTHC-F	Hester Bcstg.		WMGI-F	\$665,000	
			TEXARKANA, TX - AR			
6/99	KALT, KPYN-F			Dominion Media	\$1,000,000	Media Svcs
7/99	KXAR-AF			Sudbury	\$843,000	
			TOPEKA			
7/99	KQTP-F, KWIC-F	Joerg Klebe		Cumulus	\$3,000,000	McCoy
			TRENTON, NJ			
5/99	WIMG	John Morris		Louise Morris	\$1	
			TRI-CITIES, WA (RICHLAND - KENNEWICK - PASCO)			
8/99	KALE, KTCR, KEGX-F, KIOK-F	AMFM		New Northwest	NA	
			TUCSON			
4/99	KZLZ-F (+ KZNO-F Nogales, AZ + \$10,000,000)	Z-Spanish		Desert West Air	KCDX-F Florence, AZ	
			TUPELO, MS			
8/99	WSYE-F	New South		Dowdy	\$3,100,000	
			UTICA - ROME			
8/99	WIBX, WRUN, WFRG-F, WLZW-F, WODZ-F	Forever		Regent	See Group Transactions	
			WACO, TX			
3/99	KKTK	AMFM			\$450,000	Barger
			WASHINGTON, DC			
3/99	WBZS, WZHF	John Douglas		Mega	\$11,000,000	
			WATERTOWN, NY			
8/99	WTNY, WUZZ, WCIZ-F, WFRY-F	Forever		Regent	See Group Transactions	
			WAUSAU - STEVENS POINT, WI			
3/99	WYTE-F			Marathon	\$3,000,000	
			WEST PALM BEACH			
3/99	WPOM			Hibernia	\$1,200,000	Hadden
			WHEELING			
6/99	WOMP-AF, WRKY-F, (+ WSTV Steubenville)	Associated Commun.		Liberty Media	See Group Transactions	
			WICHITA			
3/99	KFH, KNSS, KQAM, KEYN-F, KWSJ-F	AMFM		Connoisseur	\$7,500,000	
7/99	KOEZ-F	Anderson			\$1,500,000	
			WILKES BARRE - SCRANTON			
7/99	WGBI, WILK, WILT, WGGI-F, WGGY-F, WKRF-F, WKRZ-F, WSHG-F, WWFH-F	Sinclair Bcst. Group		Entercom	See Group Transactions	
			WILLIAMSPORT, PA			
3/99	WWPA			SabreCom	\$65,000	
			WILMINGTON, DE			
6/99	WSER (Elkton, MD)			World Revivals	NA	
			WILMINGTON, NC			
7/99	WLGX-F	Baker		WMFD, etc.	\$480,000	Patrick
			WORCESTER			
3/99	WQVR-F	Neuhoff		WBA Bcstg.	\$3,300,000	
3/99	WNEB				\$133,350	
4/99	WORC-F	WORC		Deer River	\$3,500,000	
			YAKIMA, WA			
8/99	KIT, KMWX, KATS-F, KFFM-F, QSN-F	Tom Ingstad		Clear Channel	See Group Transactions	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
4/99	WBZY (New Castle, PA; pairs with WKST-AF)		YOUNGSTOWN	Clear Channel	\$800,000	

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

Individual Market Reports

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 1999 as an example, starting at the top left of the report:

Arbitron Rank:	68	Pop (12+):	573,400
MSA Rank:			787
MSA Pop:			687,000
DMA #		Cleveland (#13)	
Average Persons Ratings:			16.1
Market TSL in Hours:			21.00

The Arbitron rank is based on the 12+ population of the Arbitron metro survey area. The rank number (68 in this case) is Akron's ranking among the 270 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 rate here is 16.1. 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 21.00 hours listening to radio over the broadcast week.

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

Stations:		31 / 6
Diaries	1,695 / 338:1	53.5%
Sample Target:		1,760
% Below Line:		57.8
% Not Listed:		15.5
Pop per Station:		95,567

There are 31 stations listed in the Akron Arbitron market report. Of those 31, 6 are home to the Arbitron metro survey area – listed "above the line." Thus, 25 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.

1,695 – the number of usable (in-tab) diaries return from respondents in the metro survey area (In general, the higher the number, the better.)

338:1 – an approximate "persons per diary" value: in the metro, the typical diary represents 338 persons 12+ (generally, the lower the number, the better)

53.5% – 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" figure 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" (home to the metro) stations.

Next, we move to the top right column:

Last Year's Revenue: \$19,500,000
Household Income: \$43,264
Retail Dollars: \$7.3 Bil
#1 Biller: WKDD-F \$5,100,000
#1 Billing Portfolio:
WAKR/WONE-F/WQMX-F \$9,700,000

The revenue estimates are based on figures found in the 1999 edition of **Duncan's Radio Market Guide**. The figures are gross, excluding "trade."

"HH Income" is Median Household Income within the Arbitron Metro Survey Area. The estimate for Akron is \$43,264.

"Total Retail Sales" is the metro survey area's estimated Total Retail Sales – in this case, \$7.3 Billion. Both median household income and total retail sales figures are based on census data, updated to 1/1/99 by Market Statistics, Inc. for Arbitron.

The #1 Biller is that station we believe to be the leading biller in the market, along with its estimated 1998 gross revenue. It is extracted from the 1998 edition of **Duncan's Radio Market Guide**. The #1 Billing Portfolio is that entity, be it single station, traditional AM-FM combination or consolidated portfolio, that has the highest revenue of any in the market, again, based on 1998 gross revenue.

The next section is the trended 12+ information:

12+ Metro	Format	Spring 98	Win % Share	99	Fall 98	Sum 98	Fall 98	4 Book Avg	12+ Metro Cume / Rating	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level
1 WQMX-F	C	59 / 6.4	5.8	6.7	6.0	7.5	6.2	850 / 14.8	15.0	14.5	99 / 1709	F	WQMX-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 | J | - Jazz and New Adult Contemporary |
| AC-NR | - Modern AC | KIDS | - Children's |
| AOR | - Album Oriented Rock | N | - News |
| AOR-NR | - New Rock | O | - Oldies |
| AOR-P | - Progressive AOR | REL | - Religion, Christian |
| B | - Black (audience is 75%+ Black) | REL-CC | - Contemporary Christian |
| B/AC | - Black Adult Contemporary (Soft Black) | SAC | - Soft Adult Contemporary |
| B/G | - Black Gospel | SP | - Hispanic/Spanish |
| B/O | - Black Oldies | SP-C | - Hispanic Contemporary |
| BIZ | - Business News/Talk | SP-NT | - Hispanic News/Talk/Information |
| C | - Country | SP-R | - Hispanic-Regional |
| C/O | - Classic Country | SP-TP | - Hispanic-Tropical |
| CHR | - Contemporary Hit Radio, Top 40, Contemporary | SP-VA | - Hispanic Variety |
| CL | - Classical | SP-TJ | - Tejano |
| CL AOR | - Classic AOR, Classic Rock | SPRTS | - Sports |
| CL HITS | - Classic Hits/70's Oldies | ST | - Standards, Big Band, Nostalgia |
| E | - Ethnic (usually Foreign Language) | T | - Talk |
| EZ | - Easy Listening, Beautiful Music | U | - Urban (majority of audience is non-white) |
| FS | - Full Service | VA | - Variety |
| G | - Gospel | ? | - Others or 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 5,900 listeners per average quarter hour in the metro. This gives it a 6.4 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 85,000 cume listeners 12+, which give it a 14.8 cume rating. Historical cume ratings follow (prior survey and prior year).

In Fall and Spring reports, the TSA (Total Survey Area) 12+ average persons (AQH) and cume estimates follow metro cumes. These associated columns will be blank (TSA data is only recorded in the Spring and Fall)

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 to \$29,999,999
F -	\$4,000,000 to \$4,999,999	L -	\$30,000,000 or more

Then there's a line by itself:

12 + FM Share (Metro): 82.65% (643 of 778) (Spring 98: 83.61%)

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 22 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
12+ Wknd:	Total persons 12+, Sat-Sun, 6 AM-12 Mid
12+ Ovrnite:	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. In fewer cases, you'll see a >>>, which means the marked station has triple the audience of (or a lead of 15 shares over) the next ranked station. 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:

	AM	FM	Total	%	Yr. Ago
AC	0 (0)	46 (3)	46 (3)	5.9%	7.8%

In this market, there are no AM AC (Adult Contemporary) stations, but there are 3 FM AC stations which compiled a total 12+ metro AQH persons audience of 4,600. The total audience to Country among listed stations is also 4,600, or 5.9% of all listening to stations listed in the market report. Last year, 7.8% 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:

	12+	25-54	Revenue
Local	14.3%	14.3%	49.7%
WAKR-AM, WONE-FM, WQMX-FM			

The three operations owned by a local firm in Akron, WAKR, WONE-F and WQMX-F together attracted 14.3% of the 12+ total week metro audience and 14.3% of the adults 25-54 total week metro audience, as well as 49.7% 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)	Talk/FullService	Westwd, ABC, ESPN	\$37.00	Christal	WQMX-F/WONE-F
WKDD	96.5	50 kw @ 441	CHR/AC		\$71.00	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:

Days	Daytime-only operation
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 the former SMN)	Source	Westwood One Source
AMFM	AM/FM Radio	SRN	Salem Radio Network
AP	Associated Press Radio	Talknt, Tlknt	Westwood One Talknet Radio
AURN	American Urban Radio	TARN	Talk America Radio Network
BNN	Business News Network	UBN	United Broadcasting Network
Cara	Cadena Caracol Network	Unica	Radio Unica Network
CBS	CBS	UPI	United Press International Radio
CNN	Westwood One CNN+	USA	USA Radio
JRN, Jones	Jones Radio 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.

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.

The next-to-last section for each market 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.

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.

SPRING 1999
PRIMARY MARKETS

AKRON

Arbitron Rank: 68 **Pop (12+):** 573,400
MSA Rank: 78
MSA Pop: 687,000
DMA: Cleveland (#13)
Average Persons Rating: 16.1
Market TSL in Hours: 21.00

Stations: 31 / 6
Diaries: 1,695 / 338.1 / 53.5%
Sample Target: 1,760
% Below Line: 57.8
% Not Listed: 15.5
Pop per Station: 95,567

Last Year's Revenue: \$19,500,000
Household Income: \$43,264
Total Retail Sales: \$7.3 Bil.
#1 Biller: WKDD-F \$5,100,000
#1 Billing Portfolio: WAKR/WONE-F/WQMX-F \$9,700,000

12+ Metro	Format	Spring 99		Win	Fall	Sum	Spg	4-Book	12+ Metro	Fall	Spg	12+ TSA	Revenue		
		1/4	Share	99	98	98	98	Avg	Cume / Rtg.	98	98	AQH / Cume	Level		
1	WQMX-F	C	59 / 6.4	5.8	6.7	6.0	7.5	6.2	850 / 14.8	15.0	14.5	99 / 1709	F	WQMX-F	
2	WKDD-F	CHR/AC	57 / 6.2	5.1	6.1	5.4	4.1	5.7	897 / 15.6	15.0	15.0	91 / 1531	G	WKDD-F	
3	WNIR-F	T	53 / 5.8	6.7	5.1	5.3	6.0	5.7	675 / 11.8	10.3	9.4	69 / 890	E	WNIR-F	
4	WTAM	N/T	50 / 5.4	3.5	4.6	4.8	3.5	4.6	864 / 15.1	12.9	12.2	90 / 1564		WTAM	
5	WDOK-F	SAC	47 / 5.1	5.8	4.9	5.3	5.3	5.3	732 / 12.8	11.4	13.0	68 / 1189		WDOK-F	
5	WMJI-F	O	47 / 5.1	5.9	5.6	6.3	5.4	5.7	857 / 15.0	15.8	14.9	91 / 1462		WMJI-F	
7	WNCX-F	CL AOR	42 / 4.6	4.4	3.9	4.4	5.0	4.3	787 / 13.7	12.6	13.3	70 / 1465		WNCX-F	
8	WONE-F	AOR	39 / 4.2	2.8	3.5	4.6	4.6	3.8	703 / 12.3	13.2	13.4	69 / 1455	E	WONE-F	
9	WGAR-F	C	38 / 4.1	3.5	3.9	3.4	3.6	3.7	647 / 11.3	9.8	10.3	70 / 1111		WGAR-F	
10	WAKR	T/FS	34 / 3.7	3.2	3.8	4.6	3.5	3.8	579 / 10.1	10.2	12.3	35 / 619	C	WAKR	
10	WMMS-F	AOR	34 / 3.7	2.5	3.8	2.8	3.8	3.2	710 / 12.4	12.1	10.7	58 / 1248		WMMS-F	
12	WZAK-F	B	32 / 3.5	3.5	3.4	3.9	3.3	3.6	644 / 11.2	9.4	10.1	42 / 888		WZAK-F	
13	WNWV-F	J	30 / 3.3	3.2	2.9	1.8	1.8	2.8	457 / 8.0	7.7	6.1	44 / 641		WNWV-F	
14	WRMR	ST	29 / 3.2	3.6	3.1	2.8	3.3	3.2	328 / 5.7	5.4	5.9	55 / 541		WRMR	
14	WENZ-F	B	29 / 3.2	5.3	3.6	2.8	3.3	3.7	677 / 11.8	11.9	12.3	41 / 935		WENZ-F	
16	WQAL-F	AC/CHR	25 / 2.7	2.8	2.8	2.5	2.7	2.7	729 / 12.7	11.5	12.6	47 / 1288		WQAL-F	
17	WZJM-F	B/O	21 / 2.3	2.4	1.7	2.4	2.3	2.2	481 / 8.4	9.2	10.3	24 / 606		WZJM-F	

12+ FM Share (Metro): 82.65% (643 of 778) (Spring 98: 83.61%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WENZ-F >	1 WKDD-F	1 WKDD-F	1 WKDD-F	1 WKDD-F	1 WNIR-F <	1 WNCX-F	1 WNIR-F	1 WQMX-F	1 WTAM >	1 WQMX-F
2 WZJM-F	2 WNCX-F	2 WNCX-F	2 WNCX-F <	2 WONE-F <	2 WTAM	2 WKDD-F	2 WKDD-F	2 WKDD-F <	2 WZAK-F	2 WTAM <
3 WHOT-F	3 WZAK-F	3 WQMX-F	3 WONE-F	3 WNCX-F	2 WQMX-F	3 WMJI-F <	3 WDOK-F <	3 WDOK-F <	2 WENZ-F	3 WZAK-F
4 WZAK-F	3 WMMS-F	3 WONE-F	4 WQMX-F <	3 WQMX-F <	2 WMJI-F <	4 WQMX-F <	4 WQMX-F <	4 WTAM <	2 WAKR	3 WGAR-F <
5 WQMX-F	5 WQMX-F	5 WMMS-F <	5 WTAM <	5 WTAM <	5 WDOK-F	5 WDOK-F <	5 WTAM	5 WNIR-F <	5 WQMX-F	5 WONE-F
5 WMMS-F >	5 WENZ-F	6 WMJI-F <	6 WDOK-F <	6 WDOK-F <	6 WAKR	6 WAKR <	6 WMJI-F	6 WNIR-F	6 WNIR-F	5 WMJI-F <
7 WONE-F <	7 WTAM <	7 WGAR-F	7 WMJI-F <	7 WKDD-F	7 WNIR-F	7 WGAR-F <	7 WONE-F	7 WONE-F	7 WONE-F	7 WKDD-F
8 WMVX-F	8 WDOK-F	7 WMMS-F <	8 WGAR-F <	7 WRMR <	8 WONE-F <	8 WONE-F <	7 WMMS-F <	7 WMJI-F	7 WMJI-F	8 WDOK-F
8 WGAR-F	8 WGAR-F <	9 WMJI-F	9 WMMS-F <	9 WGAR-F	9 WGAR-F	9 WMMS-F	9 WGAR-F <	9 WMMS-F	9 WZJM-F	8 WMMS-F <
10 WTAM <	10 WZAK-F		10 WNIR-F	9 WONE-F	10 WZAK-F <		10 WNWV-F <	9 WMMS-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	12+ Ovrnite
1 WQMX-F	1 WKDD-F >>	1 WKDD-F >>	1 WKDD-F >	1 WKDD-F >	1 WENZ-F	1 WNCX-F >	1 WNCX-F	1 WNCX-F	1 WNCX-F	1 WQMX-F <
2 WENZ-F	2 WZAK-F	2 WZAK-F	2 WQMX-F	2 WQMX-F <	2 WZAK-F	2 WMMS-F	2 WMMS-F	2 WONE-F	1 WONE-F	2 WONE-F <
2 WKDD-F	3 WQMX-F	2 WGAR-F >	3 WMJI-F <	3 WDOK-F	2 WQMX-F	3 WENZ-F	3 WONE-F	3 WMMS-F	3 WTAM	3 WTAM
4 WNCX-F	4 WNCX-F	4 WNCX-F	4 WDOK-F <	4 WMJI-F <	2 WNCX-F	4 WZAK-F	4 WENZ-F	4 WTAM	4 WMMS-F	4 WENZ-F
4 WZAK-F	5 WGAR-F	4 WDOK-F	5 WZAK-F <	5 WTAM <	5 WMMS-F >	4 WONE-F	4 WNIR-F	4 WKDD-F <	5 WMJI-F	5 WZAK-F
4 WMJI-F >	5 WMMS-F	4 WTAM	6 WGAR-F	6 WGAR-F <	6 WQMX-F	6 WMVX-F	6 WMVX-F	6 WQMX-F <	5 WKDD-F	5 WNIR-F
	5 WQAL-F	4 WMMS-F	6 WQAL-F <	7 WZAK-F	7 WNIR-F	7 WKNR	7 WENZ-F <	7 WQMX-F	7 WNIR-F <	5 WAKR
	8 WENZ-F	4 WMVX-F	8 WNCX-F <	7 WQAL-F	7 WKNR	6 WTAM	8 WNIR-F	7 WNIR-F	9 WGAR-F <	
	8 WMVX-F	9 WTAM	9 WTAM	9 WONE-F		6 WKDD-F	8 WGAR-F <	9 WGAR-F <		
	8 WDOK-F		9 WONE-F					10 WDOK-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WTOU	B/AC	1350	Akron	0.5	1.8	6 128	WBBG-F	O	93.3	Youngstown	0.3	0.8	3 62
							WCLV-F	CL	95.5	Cleveland	1.6	3.4	20 249
							WHBC-F	AC	94.1	Canton	0.5	4.5	71 1137
							WHK-F	REL	98.1	Canton	0.4	2.8	10 375
							WHOT-F	CHR	101.1	Youngstown	1.2	5.8	26 725
							WKNR	SPRTS	1220	Cleveland	1.8	6.1	25 571
							WMVX-F	AC/CHR	106.5	Cleveland	1.7	9.8	41 1044
							WQKT-F	C	104.5	Wooster	0.4	2.7	45 1077
							WQXX-F	C	105.1	Salem	1.1	4.1	45 817
							WRQK-F	AOR	106.9	Canton	1.2	5.0	48 917
							WYFM-F	CL AOR	102.9	Sharon, PA	0.4	0.7	5 78
							WZKL-F	O	92.5	Alliance	0.8	2.8	36 748

AKRON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Local	14.3 %	14.3 %	49.7 %	AC	0 (0)	46 (3)	46 (3)	5.9 %	7.8 %
WAKR-AM, WONE-FM, WQMX-FM				AOR/Classic/NR	0 (0)	130 (5)	130 (5)	16.7 %	21.7 %
	14.3 %	14.3 %	49.7 %	Black/Urban	5 (1)	82 (3)	87 (4)	11.2 %	5.2 %
				CHR	0 (0)	68 (2)	68 (2)	8.7 %	8.6 %
				Classical	0 (0)	15 (1)	15 (1)	1.9 %	1.3 %
				Country	0 (0)	111 (4)	111 (4)	14.3 %	16.3 %
				Full Service	34 (1)	0 (0)	34 (1)	4.4 %	4.6 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	30 (1)	30 (1)	3.9 %	2.2 %
				News/Talk	50 (1)	53 (1)	103 (2)	13.2 %	11.2 %
				Oldies	0 (0)	57 (3)	57 (3)	7.3 %	6.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (1)	4 (1)	4 (2)	0.5 %	1.1 %
				Soft AC	0 (0)	47 (1)	47 (1)	6.0 %	6.2 %
				Sports	17 (1)	0 (0)	17 (1)	2.2 %	1.9 %
				Standards/EZ	29 (1)	0 (0)	29 (1)	3.7 %	3.9 %
				Totals	135 (6)	643 (25)	778 (31)		

AM Stations

WAKR	1590	5 kw (DA-N)	Talk/Full Service	Westwd, ABC, ESPN	\$37.00	Christal	WQMX-F/WONE-F
WTOU	1350	5 kw (DA-1)	Black AC	ABC	\$<20.00	D&R	Barnstable

FM Stations

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

Notes: Other ranked stations - See Cleveland

FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

ALBANY-SCHENECTADY-TROY

Arbitron Rank: 59 Pop (12+): 732,900	Stations: 34 / 31	Last Year's Revenue: \$33,700,000
MSA Rank: 67	Diaries: 2,014 / 364:1 / 54.4%	Household Income: \$47,608
MSA Pop: 876,000	Sample Target: 2,030	Total Retail Sales: \$8.4 Bil.
DMA: 52	% Below Line: 1.9	#1 Biller: WGNA-AF \$6,400,000
Average Persons Rating: 16.0	% Not Listed: 15.0	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 23,642	Capstar \$12,550,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WGNA-F	110 / 9.4	9.6	8.7	11.8	10.9	9.9	1455 / 19.8	17.3	19.8	193 / 2505	G*	WGNA-F
2	WGY	95 / 8.1	10.2	8.5	9.4	9.4	9.1	1394 / 19.0	18.8	21.4	149 / 2116	F	WGY
3	WYJB-F	92 / 7.9	7.1	7.4	7.3	7.5	7.4	1133 / 15.5	18.1	20.6	119 / 1503	E	WYJB-F
4	WFLY-F	86 / 7.4	7.9	9.9	9.2	9.7	8.6	1687 / 23.0	27.3	27.5	134 / 2445	F	WFLY-F
5	WPYX-F	83 / 7.1	6.6	8.1	5.0	5.7	6.7	1238 / 16.9	17.0	15.9	153 / 2139	F	WPYX-F
6	WQBK-FF	72 / 6.2	6.7	7.0	7.7	7.1	6.9	1366 / 18.6	18.9	20.0	100 / 1970	D	WQBK-FF
7	WABY-F	49 / 4.2	4.2	5.8	5.6	5.2	4.9	693 / 9.5	11.7	8.9	65 / 891	B*	WABY-F
8	WRVE-F	41 / 3.5	5.6	4.5	5.9	5.0	4.9	904 / 12.3	11.8	14.4	56 / 1297	D	WRVE-F
9	WTRY-F	38 / 3.3	3.8	3.3	3.3	3.6	3.4	774 / 10.6	11.1	12.8	42 / 975	C~	WTRY-F
10	WAJZ-F	36 / 3.1	2.8	1.0	0.9	1.3	1.9	645 / 8.8	4.0	5.0	41 / 772	A	WAJZ-F
10	WHRL-F	36 / 3.1	2.8	3.2	2.8	2.5	3.0	476 / 6.5	6.6	6.0	41 / 599	B	WHRL-F
10	WXCR-F	36 / 3.1	2.4	2.1	2.7	2.0	2.6	639 / 8.7	8.1	9.1	46 / 807	B	WXCR-F
13	WROW	34 / 2.9	2.6	2.1	2.2	1.9	2.5	408 / 5.6	6.1	5.4	36 / 486	A	WROW
14	WABT-F	30 / 2.6	2.3	2.5	2.7	1.9	2.5	527 / 7.2	9.3	9.3	33 / 612		WABT-F
15	WKLI-FF	27 / 2.3	3.1	1.7	2.4	2.7	2.4	766 / 10.4	8.6	9.5	38 / 1133	C	WKLI-FF
16	WEQX-F	21 / 1.8	1.8	0.9	1.0	1.1	1.4	507 / 6.9	5.4	5.5	39 / 895		WEQX-F

12+ FM Share (Metro): 82.39% (819 of 994) (Spring 98: 82.37%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFLY-F >>>	1 WQBK-FF <	1 WPYX-F	1 WPYX-F	1 WPYX-F	1 WGY	1 WQBK-FF	1 WGY <	1 WGNA-F	1 WGNA-F <	1 WGNA-F
2 WAJZ-F	2 WPYX-F	2 WGNA-F <	2 WGNA-F	2 WGNA-F	2 WGNA-F <	2 WGY	2 WYJB-F	2 WFLY-F <	2 WFLY-F >	2 WFLY-F
2 WQBK-FF >>	3 WFLY-F	3 WQBK-FF <	2 WYJB-F	2 WYJB-F >	3 WYJB-F >	3 WYJB-F <	2 WGNA-F	3 WPYX-F <	3 WGY <	3 WYJB-F
4 WGNA-F	4 WGNA-F >	4 WFLY-F	4 WFLY-F <	4 WFLY-F <	4 WABY-F	4 WPYX-F <	4 WPYX-F	4 WYJB-F	4 WPYX-F	4 WGY <
	5 WYJB-F <	5 WYJB-F >	5 WQBK-FF	5 WQBK-FF	5 WPYX-F	5 WGNA-F	5 WFLY-F	5 WGY	5 WAJZ-F	5 WPYX-F
	6 WAJZ-F	6 WRVE-F <	6 WRVE-F	6 WRVE-F	6 WTRY-F <	6 WFLY-F >	6 WQBK-FF <	6 WRVE-F <	6 WQBK-FF	6 WABY-F
	7 WKLI-FF	7 WXCR-F	7 WXCR-F <	7 WGY <	7 WROW <	7 WROW <	7 WRVE-F <	7 WQBK-FF <	7 WYJB-F	7 WQBK-FF
	8 WRVE-F	8 WAJZ-F <	8 WABT-F <	8 WXCR-F <	8 WHRL-F	8 WABY-F	8 WABY-F	8 WABY-F	7 WHRL-F	8 WTRY-F <
	8 WXCR-F	9 WABT-F <	9 WGY	9 WRVE-F <	9 WRVE-F <	9 WTRY-F <	9 WTRY-F	8 WHRL-F	9 WABY-F	9 WHRL-F <
		10 WGY <	10 WHRL-F	10 WHRL-F <	10 WFLY-F <	10 WAJZ-F <	10 WXCR-F <	9 WXCR-F	10 WAJZ-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	12+ Ovrnite
1 WFLY-F >	1 WFLY-F	1 WFLY-F <	1 WYJB-F	1 WYJB-F >	1 WQBK-FF >>	1 WQBK-FF <	1 WPYX-F >	1 WPYX-F	1 WPYX-F >	1 WGY >
2 WQBK-FF	2 WGNA-F <	2 WYJB-F <	2 WFLY-F	2 WGNA-F	2 WFLY-F	2 WPYX-F >>	2 WQBK-FF >>	2 WQBK-FF	2 WGNA-F	2 WGNA-F
3 WGNA-F	3 WYJB-F	3 WGNA-F	3 WGNA-F	3 WFLY-F	2 WPYX-F	3 WFLY-F	3 WGNA-F	3 WGNA-F	3 WQBK-FF	3 WYJB-F <
4 WAJZ-F	3 WPYX-F	3 WPYX-F >	4 WPYX-F >	4 WPYX-F	4 WGNA-F >	3 WGNA-F >	4 WFLY-F	4 WXCR-F	4 WXCR-F	4 WPYX-F
5 WPYX-F	5 WQBK-FF	5 WKLI-FF	5 WQBK-FF	5 WRVE-F	5 WAJZ-F	5 WXCR-F	4 WXCR-F	5 WFLY-F	5 WGY <	
6 WYJB-F	6 WAJZ-F	5 WQBK-FF	5 WRVE-F	6 WGY	6 WKLI-FF	6 WAJZ-F	6 WYJB-F	6 WRVE-F <	6 WRVE-F <	
	7 WKLI-FF >	7 WAJZ-F	7 WAJZ-F	6 WHRL-F <	6 WXCR-F >>	7 WKLI-FF	6 WGY	7 WABT-F	7 WABT-F <	
			8 WKLI-FF	8 WTRY-F			6 WRVE-F	8 WGY <	8 WYJB-F <	
				9 WABT-F				9 WEQX-F <	9 WFLY-F <	
				9 WQBK-FF <				10 WYJB-F <	10 WHRL-F <	

Other Rated Stations				Metro	Cume	TSA	Other Rated Stations—Outside Market				Metro	Cume	TSA
				Share	Rating	AQH Cume					Share	Rating	AQH Cume
WABY	SAC	1400	Albany	0.7	2.4	8 177	WBUG-F	C	101.1	Fort Plain	1.0	1.1	23 189
WBKK-F	CL	97.7	Amsterdam	0.9	2.4	18 271	WENU-F	ST	101.7	Hudson Falls	0.7	1.1	18 233
WCKM-F	O	98.5	Lake George	0.4	1.0	13 191	WLFH	C	1230	Little Falls	0.2	0.2	6 90
WCSS	T	1490	Amsterdam	0.4	1.0	6 136							
WDCC-AF	REL	96.7	Clifton Park	0.3	2.5	5 196							
WGNA	C	1460	Albany	0.3	0.9	4 87							
WKAJ	ST	900	Saratoga	1.0	1.5	12 107							
WNYQ-F	AC	105.7	Queensbury	0.4	1.1	10 177							
WQAR-F	AC	101.3	Stillwater	0.6	2.1	8 192							
WTMM	SPRTS	1300	Rensselaer	0.4	1.9	5 137							
WTRY	O	980	Troy	0.8	3.8	10 288							
WZMR-F	AC-NR	104.9	Johnstown	0.9	3.8	12 305							

ALBANY-SCHENECTADY-TROY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Albany	22.2 %	21.2 %	24.0 %	AC	0 (0)	91 (6)	91 (6)	9.2 %	10.0 %
WAJZ-FM, WFLY-FM, WIZR-AM, WROW-AM, WYJB-FM, WZMR-FM				AOR/Classic/NR	0 (0)	212 (5)	212 (5)	21.3 %	20.9 %
AMFM	20.8 %	25.0 %	37.2 %	Black/Urban	0 (0)	66 (2)	66 (2)	6.6 %	0.0 %
WGNA-AM, WGNA-FM, WPYX-FM, WTRY-AM, WTRY-FM, WXLE-FM				CHR	0 (0)	86 (1)	86 (1)	8.7 %	11.4 %
Clear Channel	24.4 %	25.0 %	32.3 %	Classical	0 (0)	11 (1)	11 (1)	1.1 %	1.5 %
WGY-AM, WHRL-FM, WQBJ-FM, WQBK-FM, WRVE-FM, WTMM-AM, WXCR-FM				Country	5 (2)	122 (2)	127 (4)	12.8 %	15.6 %
Tele-Media	7.2 %	4.2 %	5.3 %	Full Service	95 (1)	0 (0)	95 (1)	9.6 %	11.0 %
WABY-AM, WABY-FM, WKBE-FM, WKLI-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	74.7 %	75.4 %	98.8 %	Jazz	0 (0)	36 (1)	36 (1)	3.6 %	2.9 %
				News/Talk	39 (2)	0 (0)	39 (2)	3.9 %	2.7 %
				Oldies	9 (1)	43 (2)	52 (3)	5.2 %	6.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	2 (1)	3 (1)	5 (2)	0.5 %	1.0 %
				Soft AC	8 (1)	92 (1)	100 (2)	10.1 %	8.8 %
				Sports	5 (1)	0 (0)	5 (1)	0.5 %	0.0 %
				Standards/EZ	12 (1)	57 (2)	69 (3)	6.9 %	8.0 %
				Totals	175 (10)	819 (24)	994 (34)		

AM Stations

Station	Power	Time	Format	Company	Rate	Agency	Advertiser
WGY	810	50 kw	Full Service	ABC	\$60.00	Cir Chnl	Clear Channel
WROW	590	5 kw/1 kw (DA-2)	Talk	CBS, UPI	\$20.00	Allied	Albany

FM Stations

Station	Power	Time	Format	Company	Rate	Agency	Advertiser
WABT	104.5	5 kw @ 351	Black Oldies	AMFM	\$ NA	Katz	AMFM
WABY	94.5	3 kw @ 328	Standards	CNN	\$20.00	Banner	Tele-Media
WAJZ	96.3	0.5 kw @ 1119	Black		\$ NA	Allied	Albany
WFLY	92.3	17 kw @ 850	CHR	ABC	\$71.00	Allied	Albany
WGNA	107.7	12 kw @ 984	Country	AMFM	\$102.00	Katz	Capstar
WHRL	103.1	6 kw @ 325	Jazz	CBS	\$<20.00	Cir Chnl	Clear Channel
WKBE	100.3	1.45 kw @ 1312	See WKLI-F				Warrensburg
WKLI	100.9	6 kw @ 300	AC/CHR		\$45.00	Banner	Tele-Media
WPYX	106.5	16 kw @ 902	AOR	AMFM	\$71.00	Eastman	Capstar
WQBJ	103.5	50 kw @ 492	See WQBK-F				Cobleskill
WQBK	103.9	6 kw @ 300	AOR - New Rock	CBS, Westwd	\$47.00	Cir Chnl	Clear Channel
WRVE	99.5	15 kw @ 927	Modern AC	ABC	\$51.00	Cir Chnl	Clear Channel
WTRY	98.3	6 kw @ 328	Oldies	AMFM	\$ NA	Katz	Capstar
WXCR	102.3	4.1 kw @ 387	Classic AOR	Westwd	\$22.00	Cir Chnl	Clear Channel
WYJB	95.5	12 kw @ 1023	Soft AC		\$56.00	Allied	Albany

Notes: Combined Revenue stations: * WGNA included with WGNA-F; ^ WABY included with WABY-F; ~ WTRY included with WTRY-F . . . These data reflect the reissued Arbitron market report . . . 1/99 WPTR-F changed calls to WAJZ-F; remains Black . . . 3/99 WSRD-F changed from Oldies to Modern AC (AC-NR) as "Z-104.9" . . . 5/99 WSRD-F changed calls to WZMR-F . . . 6/99 WABY-F changed from Standards to Soft AC; WABY changed from Standards and News to Soft AC and News . . . 7/99 WIZR (930; Johnstown) changed from Standards to Soft AC . . . 8/99 WKLI-F changed calls to WCPT-F; the WKLI-F calls moved to WABY-F (94.5)

ALBUQUERQUE

Arbitron Rank: 71 Pop (12+): 555,200	Stations: 34 / 32	Last Year's Revenue: \$37,700,000
MSA Rank: 80	Diaries: 1,795/ 309:1/ 51.1%	Household Income: \$40,916
MSA Pop: 687,000	Sample Target: 1,700	Total Retail Sales: \$7.8 Bil.
DMA: 49	% Below Line: 1.2	#1 Biller: KRST-F \$6,285,000
Average Persons Rating: 15.6	% Not Listed: 9.5	#1 Billing Portfolio: Citidel \$20,220,000
Market TSL in Hours: 20.50	Pop per Station: 17,350	

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KRST-F	72 / 8.3	9.3	7.4	7.8	9.3	8.2	1091 / 19.7	18.9	19.3	91 / 1442	G	KRST-F
2	KKOB	70 / 8.1	9.3	10.4	8.4	8.7	9.1	938 / 16.9	22.0	19.2	95 / 1297	G	KKOB
3	KKOB-F	49 / 5.7	4.6	4.3	4.3	5.2	4.7	859 / 15.5	15.6	16.6	62 / 1177	D	KKOB-F
4	KMGA-F	44 / 5.1	4.2	4.9	3.4	3.0	4.4	765 / 13.8	12.4	10.6	58 / 1062	D	KMGA-F
5	KPEK-F	43 / 5.0	6.2	6.3	4.6	5.0	5.5	873 / 15.7	16.3	17.4	56 / 1173	D	KPEK-F
6	KHFM-F	42 / 4.9	5.0	4.1	4.7	3.6	4.7	599 / 10.8	8.8	9.3	53 / 790	C	KHFM-F
7	KZRR-F	39 / 4.5	5.6	5.8	5.2	5.5	5.3	659 / 11.9	13.2	13.6	59 / 995	D	KZRR-F
8	KKSS-F	38 / 4.4	4.1	4.1	4.1	4.2	4.2	782 / 14.1	14.2	14.3	65 / 1158	C	KKSS-F
9	KIOT-F	37 / 4.3	3.8	4.1	5.6	5.1	4.4	682 / 12.3	12.2	14.8	50 / 968	C	KIOT-F
10	KTEG-AF	35 / 4.1	4.7	3.4	3.0	4.0	1.0	636 / 11.4	13.7	14.3	46 / 922	C	KTEG-AF
10	KYLZ-F	35 / 4.1	3.0	3.7	4.5	4.0	3.8	728 / 13.1	11.6	10.8	38 / 815	A	KYLZ-F
12	KTBL-F	33 / 3.8	3.5	3.8	4.1	4.6	3.8	636 / 11.5	12.4	11.3	52 / 919	C	KTBL-F
13	KIVA	30 / 3.5	2.5	3.8	3.4	3.9	3.3	376 / 6.8	6.7	7.1	31 / 382	A	KIVA
14	KLVO-F	29 / 3.4	3.0	1.7	2.6	3.1	2.7	398 / 7.2	5.4	6.3	33 / 472	C	KLVO-F
15	KMMG-F	23 / 2.7	3.0	3.7	3.9	3.0	3.3	519 / 9.3	11.3	8.8	29 / 717	A	KMMG-F
16	KLSK-F	22 / 2.5	2.3	1.8	2.5	2.8	2.3	525 / 9.5	8.3	10.1	31 / 765	C	KLSK-F
17	KRZY-F	17 / 2.0	1.3	0.9	0.7	0.8	1.2	167 / 3.0	3.1	1.7	23 / 268	A	KRZY-F
18	KRZN-F	15 / 1.7	1.7	2.1	1.9	2.0	1.9	481 / 8.7	6.2	6.3	24 / 672	A	KRZN-F
19	KZKL-F	14 / 1.6	2.2	3.1	3.7	2.9	2.7	404 / 7.3	9.6	11.3	15 / 425	C	KZKL-F
19	KRQS-F	14 / 1.6	1.7	2.7	1.2	0.3	1.8	323 / 5.8	6.7	2.3	14 / 336	K	KRQS-F
21	KABG-F	13 / 1.5	2.2	1.4	1.9	2.5	1.8	363 / 6.5	6.1	8.1	30 / 649	K	KABG-F

12+ FM Share (Metro): 81.20% (635 of 782) (Spring 98: 81.98%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKSS-F	1 KZRR-F <	1 KRST-F	1 KRST-F	1 KRST-F	1 KKOB >	1 KRST-F <	1 KKOB	1 KRST-F	1 KYLZ-F <	1 KRST-F
2 KYLZ-F >	2 KPEK-F <	2 KKOB-F <	2 KKOB-F	2 KKOB-F	2 KRST-F <	2 KKOB >	2 KRST-F	2 KKOB	2 KKSS-F <	2 KHFM-F
3 KTEG-AF >	3 KRST-F	3 KPEK-F <	3 KRZR-F	3 KIOT-F <	3 KHFM-F >	3 KKOB-F	3 KMGA-F	3 KPEK-F <	3 KMGA-F	3 KYLZ-F <
4 KTEG-AF	4 KZRR-F	4 KZRR-F	4 KPEK-F <	4 KPEK-F <	4 KMGA-F	4 KZRR-F	4 KKOB-F	4 KKOB-F	4 KKOB-F	4 KKOB-F
5 KKOB-F	5 KIOT-F	5 KIOT-F	5 KIOT-F	5 KZRR-F <	4 KIVA <	5 KMGA-F <	5 KPEK-F <	5 KZRR-F <	5 KRST-F	4 KKSS-F
6 KKSS-F	6 KMGA-F <	6 KMGA-F	6 KMGA-F	6 KMGA-F	6 KTBL-F <	6 KHFM-F <	6 KIOT-F	6 KHFM-F <	6 KHFM-F <	4 KKOB <
7 KYLZ-F	7 KTEG-AF	7 KTBL-F <	7 KKOB	7 KTBL-F	7 KKOB-F	7 KPEK-F	7 KZRR-F <	7 KIOT-F	7 KKOB-F <	7 KTEG-AF
8 KIOT-F	8 KYLZ-F <	8 KKOB	8 KKOB	8 KIOT-F	8 KIOT-F	8 KIOT-F	8 KHFM-F <	7 KKSS-F <	8 KPEK-F	7 KLVO-F <
8 KMGA-F <	9 KTBL-F	9 KLSK-F	9 KLSK-F	9 KLVO-F	8 KTEG-AF	9 KTBL-F	9 KTBL-F	9 KMGA-F <	9 KTEG-F <	9 KIVA
	9 KKSS-F	9 KTEG-AF	9 KTEG-AF		8 KKSS-F <	10 KTEG-AF <	10 KTEG-AF <	10 KTBL-F <	10 KZRR-F	9 KPEK-F <
	9 KKOB <									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 KRST-F >	1 KPEK-F	1 KPEK-F	1 KRST-F	1 KRST-F <	1 KKSS-F	1 KZRR-F	1 KZRR-F	1 KZRR-F >	1 KZRR-F	1 KKOB >>
2 KKOB-F	1 KRST-F	2 KKOB-F	2 KKOB-F	2 KKOB-F	1 KTEG-AF	2 KTEG-AF >	2 KTEG-AF >	2 KIOT-F	2 KIOT-F	2 KYLZ-F
2 KYLZ-F	3 KKOB-F >	2 KRST-F >	3 KPEK-F	3 KMGA-F <	3 KZRR-F	3 KKSS-F	3 KIOT-F	2 KTEG-AF <	3 KRST-F	2 KKSS-F
2 KPEK-F	4 KMGA-F	4 KMGA-F	4 KMGA-F >	4 KPEK-F >	4 KYLZ-F	3 KYLZ-F	3 KRQS-F	4 KRST-F	4 KKOB	2 KRST-F >
5 KKSS-F	5 KKSS-F	5 KZRR-F	5 KTBL-F	5 KTBL-F <	4 KPEK-F >>	5 KPEK-F	5 KYLZ-F	5 KLSK-F	4 KLSK-F	
5 KMGA-F	6 KYLZ-F	5 KLVO-F	5 KIOT-F	6 KIOT-F	5 KIOT-F	5 KRST-F	5 KRST-F	5 KPEK-F	4 KTEG-AF <	
	7 KZRR-F	7 KRQS-F	7 KMMG-F	7 KLVO-F <	7 KMMG-F	7 KRQS-F	7 KRQS-F	7 KPEK-F	7 KKOB-F	
	7 KLVO-F	7 KKSS-F	8 KZRR-F	8 KMMG-F	7 KRST-F	7 KRST-F	7 KRST-F	7 KYLZ-F	8 KPEK-F	
	7 KMMG-F	7 KMMG-F	8 KYLZ-F	9 KHFM-F				9 KKOB		
		7 KIOT-F	8 KKOB	9 KKOB				9 KKSS-F >		
			8 KLVO-F							
			8 KKSS-F							

ALBUQUERQUE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KABQ	SP-R	1350	Albuquerque	0.9	1.5	8 82
KDEF	T	1150	Albuquerque	0.3	1.2	3 70
KDZZ	KIDS	1580	Albuquerque	0.3	1.1	3 67
KEXT-F	SP-R	104.7	Bosque Farm	0.6	1.2	6 98
KHTL	T	920	Albuquerque	0.8	2.3	7 129
KNKT-F	REL	107.1	Armijo	0.8	2.7	8 185
KNML	SPRTS	1050	Albuquerque	1.0	2.4	10 143
KRZY	SP-R	1450	Albuquerque	0.5	1.5	4 81
KXKS	SP	1190	Albuquerque	0.7	2.2	7 126
KZSS	T	610	Albuquerque	0.7	2.5	7 150

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBAC-F	AOR-P	98.1	Las Vegas, NM	0.7	2.8	12 262
KBOM-F	O	106.7	Los Alamos	0.5	1.8	13 295

Consolidation Report	12+	25-54	Revenue
American General	18.0 %	15.3 %	6.0 %
KABG-FM, KARS-AM, KKIM-AM, KLVO-FM, KMMG-FM, KYLZ-FM			
Citadel	37.8 %	36.9 %	53.6 %
KHFM-FM, KHTL-AM, KKOB-AM, KKOB-FM, KMGA-FM, KNML-AM, KRST-FM, KTBL-FM			
Clear Channel, pend.	15.9 %	19.5 %	20.9 %
KLSK-FM, KPEK-FM, KSYU-FM, KTEG-FM, KZRR-FM			
Simmons	13.1 %	8.2 %	13.4 %
KDZZ-AM, KIVA-AM, KKSS-FM, KRQS-FM, KRZN-FM, KZKL-FM			
	84.8 %	79.9 %	93.9 %

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	92 (2)	92 (2)	11.8 %	11.5 %
AOR/Classic/NR	1 (1)	130 (5)	131 (6)	16.8 %	20.4 %
Black/Urban	0 (0)	23 (1)	23 (1)	2.9 %	3.4 %
CHR	0 (0)	88 (3)	88 (3)	11.3 %	9.3 %
Classical	0 (0)	42 (1)	42 (1)	5.4 %	4.0 %
Country	0 (0)	105 (2)	105 (2)	13.4 %	15.5 %
Full Service	70 (1)	0 (0)	70 (1)	9.0 %	9.8 %
Hispanic	18 (3)	51 (3)	69 (6)	8.8 %	6.4 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	16 (3)	0 (0)	16 (3)	2.0 %	1.0 %
Oldies	0 (0)	53 (4)	53 (4)	6.8 %	6.8 %
Others/Unknown	3 (1)	0 (0)	3 (1)	0.4 %	0.0 %
Religion/Gospel	0 (0)	7 (1)	7 (1)	0.9 %	0.8 %
Soft AC	0 (0)	44 (1)	44 (1)	5.6 %	3.8 %
Sports	9 (1)	0 (0)	9 (1)	1.2 %	0.9 %
Standards/EZ	30 (1)	0 (0)	30 (1)	3.8 %	4.4 %
Totals	147 (11)	635 (23)	782 (34)		

AM Stations

KIVA	1310	5 kw/0.5 kw (DA-N)	Standards	Westwd	\$<20.00	Allied	Simmons	Corrales
KKOB	770	50 kw (DA-N)	Full Service	ABC	\$70.00	Mc-Guild	Citadel	
KQKL	1520							

FM Stations

KABG	98.5	100 kw @ 1781	Oldies		\$ NA	Christal	American General	Los Alamos
KHFM	96.3	20 kw @ 4133	Classical		\$40.00	Allied	Citadel	
KIOT	102.5	50 kw @ 371	Classic AOR		\$ 30.00	Allied	Simmons	Los Lunas
KKOB	93.3	21.5 kw @ 4150	AC		\$ 65.00	Mc-Guild	Citadel	
KKSS	97.3	100 kw @ 1875	CHR/Urban		\$44.00	D&R	Simmons	Santa Fe
KLSK	104.1	100 kw @ 1875	Classic Hits	ABC	\$23.00	Eastman	Clr Chnl, pend.	Santa Fe
KLVO	97.7	100 kw @ 860	Hispanic Contemp.		\$<20.00	Lotus	American General	Belen
KMGA	99.5	22.5 kw @ 4130	Soft AC	Westwd	\$56.00	Christal	Citadel	
KMMG	95.5	19 kw @ 1791	Black Oldies		\$ NA	Christal	American General	Los Alamos
KPEK	100.3	22.5 kw @ 4107	Modern AC		\$29.00	Eastman	Clr Chnl, pend.	
KRQS	101.3	6 kw @ 328	AOR	Westwd	\$ NA	Allied	Simmons	
KRST	92.3	22 kw @ 4160	Country		\$97.00	Mc-Guild	Citadel	
KRZN	105.1	100 kw @ 1936	Jazz	Jones	\$<20.00	Allied	Simmons	Santa Fe
KRZY	105.9	100 kw @ 1936	Hispanic		\$ NA	Caballero	EXCL	Santa Fe
KTBL	103.3	20.5 kw @ 4186	Classic Country		\$27.00	Mc-Guild	Citadel	
KTEG	107.9	22.5 kw @ 4131	AOR-New Rock		\$31.00	Banner	Clr Chnl, pend.	
KYLZ	106.3	100 kw @ 860	CHR/Urban		\$ NA	—	American General	Los Lunas
KZKL	101.7	3 kw @ 92	Oldies		\$40.00	Allied	Simmons	Rio Rancho
KZRR	94.1	22.5 kw @ 4130	AOR	Source	\$52.00	Eastman	Clr Chnl, pend.	

Notes: 4/99 KRZN-F changed from Jazz to CHR . . . 7/99 KSAV-F (95.1; Corrales) changed from Religion to Soft AC as KSYU-F . . . 7/99 KZSS (610) changed from Talk to Religion as KSAV . . . 7/99 KIVA changed from Standards to Talk as KCTK . . . 7/99 KDZZ (1580) changed from Children's to Standards as KIVA . . . 8/99 Trumper sold KLSK-F, KPEK-F, KSYU-F, KTEG-F and KZRR-F to Clear Channel for \$55,500,000

ALLENTOWN-BETHLEHEM

Arbitron Rank: 67 Pop (12+): 602,000	Stations: 42 / 13	Last Year's Revenue: \$24,700,000
MSA Rank: 86	Diaries: 1,826 / 330:1 / 57.6%	Household Income: \$47,556
MSA Pop: 615,000	Sample Target: 1,790	Total Retail Sales: \$6.1 Bil.
DMA: Philadelphia DMA (#4)	% Below Line: 24.3	#1 Biller: WAEB-F \$5,700,000
Average Persons Rating: 16.1	% Not Listed: 10.4	#1 Billing Portfolio: AMFM \$12,220,000
Market TSL in Hours: 21.25	Pop per Station: 46,308	

12+ Metro	Format	Spring 99		Win 99	Fall 98	Sum 98	Spq 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	WAEB-F CHR	128 / 13.2	11.7	10.0	12.2	14.1	11.8	1894 / 31.5	27.5	32.8	138 / 2174	G	WAEB-F	
2	WCTO-F C	106 / 10.9	10.5	13.8	10.6	11.3	11.5	1221 / 20.3	21.6	18.5	122 / 1562	E	WCTO-F	
3	WZZO-F AOR	93 / 9.6	10.3	7.6	8.7	8.7	9.1	1310 / 21.8	19.4	19.0	112 / 1564	F	WZZO-F	
3	WLEV-F AC	93 / 9.6	8.1	9.7	9.6	8.1	9.3	1215 / 20.2	19.0	19.0	103 / 1440	F	WLEV-F	
5	WODE-F O	75 / 7.7	8.8	8.5	9.4	9.4	8.6	1244 / 20.7	20.8	24.5	99 / 1784	F	WODE-F	
6	WKAP ST	46 / 4.7	5.9	4.3	3.6	4.7	4.6	543 / 9.0	8.1	7.7	46 / 556	A	WKAP	
7	WAEB T	37 / 3.8	4.9	4.8	3.3	4.4	4.2	589 / 9.8	13.8	13.1	38 / 631	C	WAEB	
8	WYSP-F T/CL AOR	23 / 2.4	2.5	3.5	2.7	2.2	2.8	500 / 8.3	9.1	7.6	32 / 659		WYSP-F	
9	WEST ST	22 / 2.3	1.5	1.5	1.4	1.9	1.7	210 / 3.5	3.4	2.9	23 / 229	A	WEST	
10	WMGK-F CL HITS	19 / 2.0	1.6	1.8	1.3	1.6	1.7	337 / 5.6	5.5	6.3	21 / 421		WMGK-F	

12+ FM Share (Metro): 80.53% (699 of 868) (Spring 98: 80.58%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAEB-F >>>	1 WAEB-F	1 WAEB-F	1 WAEB-F	1 WAEB-F	1 WCTO-F <	1 WAEB-F	1 WAEB-F	1 WAEB-F <	1 WAEB-F	1 WAEB-F <
2 WCTO-F	2 WZZO-F >	2 WZZO-F	2 WZZO-F	2 WZZO-F	2 WLEV-F <	2 WCTO-F <	2 WLEV-F <	2 WCTO-F	2 WODE-F	2 WCTO-F
2 WZZO-F	3 WCTO-F	3 WCTO-F <	3 WLEV-F <	3 WCTO-F <	3 WODE-F <	3 WZZO-F <	3 WCTO-F <	3 WZZO-F <	3 WLEV-F <	3 WODE-F <
2 WUSL-F	4 WLEV-F	4 WLEV-F >	4 WCTO-F >	4 WLEV-F >	4 WAEB-F	4 WLEV-F	4 WZZO-F >	4 WLEV-F	4 WZZO-F	4 WZZO-F
2 WPST-F >	5 WYSP-F >	5 WODE-F >	5 WODE-F >>	5 WODE-F >>	5 WKAP	5 WODE-F >	5 WODE-F	5 WODE-F >	4 WCTO-F >>	5 WLEV-F >
	6 WYSP-F				5 WZZO-F	6 WAEB <	6 WKAP	6 WKAP >	6 WAEB	6 WKAP >
						7 WYSP-F <	7 WAEB >>			
						8 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	12+ Ovrnite
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 >	1 WZZO-F >	1 WAEB-F
2 WCTO-F >	2 WCTO-F	2 WLEV-F	2 WLEV-F	2 WLEV-F	2 WYSP-F	2 WAEB-F <	2 WAEB-F	2 WAEB-F	2 WAEB-F <	2 WZZO-F <
3 WZZO-F	2 WLEV-F	3 WCTO-F	3 WCTO-F >	3 WCTO-F >	3 WCTO-F	3 WCTO-F <	3 WCTO-F	3 WCTO-F >	3 WCTO-F	3 WODE-F <
4 WLEV-F	4 WZZO-F >>	4 WZZO-F >>	4 WZZO-F	4 WZZO-F <	4 WAEB-F >>	4 WYSP-F >>	4 WYSP-F >	4 WLEV-F	4 WODE-F	4 WCTO-F >
5 WUSL-F		5 WODE-F >	5 WODE-F >>	5 WODE-F >>>		5 WLEV-F >	5 WLEV-F >	5 WYSP-F <	5 WLEV-F >	5 WLEV-F >>
5 WKRZ-F >								6 WODE-F	6 WYSP-F <	
								7 WMGK-F >>		

Consolidation Report				Format Performance		AM	FM	Total	%	Yr. Ago
	12+	25-54	Revenue							
AMFM	31.3 %	31.3 %	49.5 %	AC	0 (0)	102 (3)	102 (3)	11.8 %	12.0 %	
WAEB-AM, WAEB-FM, WKAP-AM, WZZO-FM				AOR/Classic/NR	0 (0)	135 (5)	135 (5)	15.6 %	14.5 %	
Citadel	20.5 %	23.6 %	31.6 %	Black/Urban	0 (0)	16 (1)	16 (1)	1.8 %	1.8 %	
WCTO-FM, WLEV-FM				CHR	0 (0)	182 (9)	182 (9)	21.0 %	21.7 %	
	51.8 %	54.9 %	81.1 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Country	8 (1)	128 (4)	136 (5)	15.7 %	16.3 %	
				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)	7 (1)	7 (1)	0.8 %	1.0 %	
				News/Talk	69 (5)	18 (2)	87 (7)	10.0 %	8.8 %	
				Oldies	7 (1)	98 (3)	105 (4)	12.1 %	13.1 %	
				Others/Unknown	8 (1)	0 (0)	8 (1)	0.9 %	1.1 %	
				Religion/Gospel	0 (0)	13 (2)	13 (2)	1.5 %	1.4 %	
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Sports	4 (1)	0 (0)	4 (1)	0.5 %	1.0 %	
				Standards/EZ	73 (3)	0 (0)	73 (3)	8.4 %	7.4 %	
				Totals	169 (12)	699 (30)	868 (42)			

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	T	1230	Easton	0.5	1.8	6	139	KYW	N	1060	Philadelphia	0.5	3.7	7	336
WGPA	VA	1100	Bethlehem	0.8	1.7	8	100	WABC	T	770	New York	1.3	3.6	25	411
WLSH	ST	1410	Lansdale	0.5	0.9	7	115	WAWZ-F	REL	99.1	Zarephath, NJ	0.5	1.2	10	209
WRNJ	O	1510	Hackettstown, NJ	0.7	1.1	7	68	WBYN-F	REL	107.5	Boyertown	0.8	2.2	10	233
WYNS	C	1160	Lehighton	0.8	1.4	9	101	WFAN	SPRTS	660	New York	0.4	1.7	14	239
								WHCY-F	C	106.3	Blairstown, NJ	0.6	1.9	14	220
								WIOQ-F	CHR	102.1	Philadelphia	1.1	6.1	19	444
								WJJZ-F	J	106.1	Philadelphia	0.7	2.3	8	203
								WKRZ-FF	CHR	98.5	Wilkes Barre	1.1	3.6	31	587
								WKXW-F	T	101.5	Trenton, NJ	1.3	3.8	26	660
								WMGS-F	AC	92.9	Wilkes Barre	0.5	0.9	7	123
								WMMR-F	AOR	93.3	Philadelphia	0.6	2.8	10	249
								WNNJ-F	CL HITS	103.7	Newton, NJ	0.4	1.7	13	301
								WOR	T	710	New York	0.9	2.4	18	317
								WPLJ-F	CHR/AC	95.5	New York	0.7	2.3	16	278
								WPLY-F	CHR-NR	100.3	Media	0.6	3.0	6	182
								WPST-F	CHR	97.5	Trenton, NJ	0.9	5.3	22	679
								WRFY-F	CHR	102.5	Reading	0.7	3.2	24	441
								WSBG-F	CHR	93.5	Stroudsburg	0.4	1.9	26	474
								WUSL-F	B	98.9	Philadelphia	1.7	5.4	16	355
								WWDB-F	T	96.5	Philadelphia	0.5	1.7	10	219
								WWYY-F	C	107.1	Belvidere, NJ	1.1	3.4	21	334
								WXBE-F	AOR	97.9	Hazleton	0.9	1.4	14	282
								WXRK-F	T/NR	92.3	New York	0.4	1.3	23	300
								WXTU-F	C	92.5	Philadelphia	0.5	2.2	6	199
								WYXR-F	AC/CHR	104.5	Philadelphia	0.4	3.6	9	290

AM Stations

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

FM Stations

WAEB	104.1	50 kw @ 500	CHR		\$80.00	Katz	AMFM	
WCTO	96.1	50 kw @ 500	Country		\$53.00	Mc-Guild	Citadel	
WLEV	100.7	11 kw @ 1073	AC		\$91.00	Mc-Guild	Citadel	
WODE	99.9	50 kw @ 449	Oldies	Westwd	\$71.00	Cir Chnl	Clear Channel	Easton
WZZO	95.1	30 kw @ 630	AOR		\$83.00	Katz	AMFM	

Notes: Other ranked stations -- See Philadelphia

ALTOONA

Arbitron Rank: 240 Pop (12+): 109,100
 MSA Rank: 265
 MSA Pop: 130,000
 DMA: 90 (w/Johnstown)
 Average Persons Rating: 14.9
 Market TSL in Hours: 20.25

Stations: 16 / 12
 Diaries: 589 / 185:1 / 57.2%
 Sample Target: 610
 % Below Line: 5.0
 % Not Listed: 12.9
 Pop per Station: 9,092

Last Year's Revenue: \$5,900,000
 Household Income: \$35,819
 Total Retail Sales: \$1.60 Bil.
 #1 Biller: WFGY-F \$1,600,000
 #1 Billing Portfolio: Forever \$3,470,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1 WFGY-F	C	37 / 22.7	22.4	24.0	19.7	22.1	413 / 37.9	37.2	37.5	102 / 1462	E	WFGY-F
2 WALY-F	O	20 / 12.3	8.5	8.2	8.2	9.9	269 / 24.6	21.4	17.0	29 / 497	B	WALY-F
3 WPRR-F	CHR	18 / 11.1	11.5	11.7	13.1	13.4	307 / 28.2	30.7	28.6	26 / 572	C	WPRR-F
4 WFBG	FS	15 / 9.2	10.3	9.4	6.0	7.0	205 / 18.8	17.6	15.5	17 / 227	A	WFBG
5 WBXQ-FF	AOR	14 / 8.6	7.3	7.0	9.8	5.8	195 / 17.8	16.8	12.2	26 / 414	B	WBXQ-FF
6 WRTA	T	11 / 6.8	7.9	7.0	9.8	7.0	141 / 12.9	18.3	14.6	13 / 163	B	WRTA
7 WMXV-F	AC	10 / 6.1	6.7	10.0	10.4	9.9	156 / 14.3	16.1	16.2	11 / 224	B	WMXV-F
8 WVAM	SPRFS	4 / 2.5	1.8	1.8	2.7	1.2	67 / 6.2	6.8	4.0	4 / 82	A	WVAM
8 WQKK-F	AOR	4 / 2.5	2.4	2.3	2.2	1.2	74 / 6.8	5.6	5.2	29 / 427		WQKK-F

12+ FM Share (Metro): 76.76% (109 of 142) (Spring 98: 78.57%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPRR-F >>>	1 WPRR-F 1 WFGY-F >	1 WFGY-F > 2 WALY-F <	1 WFGY-F > 2 WALY-F	1 WFGY-F >> 2 WALY-F	1 WFGY-F >> 2 WALY-F <	1 WFGY-F >> 2 WALY-F	1 WFGY-F > 2 WALY-F >	1 WFGY-F >> 2 WPRR-F	1 WPRR-F < 2 WFGY-F >	1 WFGY-F 2 WPRR-F
3 WBXQ-FF	3 WPRR-F	3 WPRR-F	3 WBXQ-FF	3 WBXQ-FF	3 WFBG	3 WRTA <	3 WFBG	3 WRTA <	3 WBXQ-FF	3 WRTA <
3 WALY-F >	3 WBXQ-FF >	4 WPRR-F	4 WPRR-F	4 WPRR-F	4 WRTA	4 WBXQ-FF	4 WPRR-F	4 WFBG <	4 WFBG	4 WBXQ-FF
5 WMXV-F >	5 WMXV-F >>	5 WMXV-F >>	5 WMXV-F >>	5 WMXV-F >>	5 WBXQ-FF	5 WFBG	4 WBXQ-FF 6 WMXV-F	5 WBXQ-FF	5 WRTA < 5 WMXV-F	4 WFBG

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WPRR-F >>	1 WPRR-F 1 WFGY-F >>>	1 WFGY-F 2 WPRR-F >>>	1 WFGY-F 2 WPRR-F	1 WFGY-F >> 2 WALY-F >	1 WPRR-F >>	1 WBXQ-FF 2 WPRR-F	1 WALY-F > 2 WBXQ-FF	1 WBXQ-FF 1 WFGY-F >	1 WFGY-F 2 WBXQ-FF	1 WFGY-F > 2 WFBG
3 WBXQ-FF	3 WBXQ-FF	2 WPRR-F >>>	2 WPRR-F	3 WPRR-F	2 WFGY-F	2 WFGY-F	2 WFGY-F >>	3 WRTA <	3 WRTA <	2 WRTA <
3 WALY-F >>	3 WALY-F >>	4 WBXQ-FF	4 WBXQ-FF	3 WMXV-F >	2 WALY-F >>	2 WALY-F >>	4 WPRR-F	4 WPRR-F	4 WPRR-F	4 WBXQ-FF >
		4 WMXV-F	4 WMXV-F					4 WPRR-F	4 WMXV-F >	4 WBXQ-FF >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago
WGMR-F AOR-NR 101.1 Tyrone	1.2	7.2	20 491	AC	0 (0)	11 (2)	11 (2)	7.7 %	12.3 %
WKMC ST 1370 Roaring Spring	1.2	3.5	3 56	AOR/Classic/NR	0 (0)	22 (5)	22 (5)	15.5 %	16.2 %
WTRN EZ 1340 Tyrone	0.6	2.0	1 35	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	18 (1)	18 (1)	12.7 %	13.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	37 (1)	37 (1)	26.1 %	27.3 %
				Full Service	15 (1)	0 (0)	15 (1)	10.6 %	10.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	11 (1)	0 (0)	11 (1)	7.7 %	7.8 %
				Oldies	0 (0)	21 (2)	21 (2)	14.8 %	9.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	4 (1)	0 (0)	4 (1)	2.8 %	1.9 %
				Standards/EZ	3 (2)	0 (0)	3 (2)	2.1 %	1.3 %
				Totals	33 (5)	109 (11)	142 (16)		

Consolidation Report	12+	25-54	Revenue
Forever	50.3 %	52.3 %	58.8 %
WALY-FM, WFBG-AM, WFGI-FM, WFGY-FM, WMXV-FM			
	50.3 %	52.3 %	58.8 %

ALTOONA

AM Stations

WFBG	1290	5 kw/1 kw (DA-N)	Standards/Full Svc	Westwd, CBS	\$11.00	Christal	Forever
WRTA	1240	1 kw	Talk	Talknt, ABC, BNN	\$16.00	---	
WVAM	1430	5 kw/1 kw (DA-N)	Sports	WW1, CNN, ESPN	\$12.00	Allied	WPRR-F

FM Stations

WALY	103.9	0.31 kw @ 984	Oldies		\$16.00	Christal	Forever	Bellwood
WBRX	94.7	1.05 kw @ 551	See WBXQ-F					Patton
WBXQ	94.3	0.35 kw @ 958	AOR	ABC, AMFM, WW1	\$ NA	Banner		Cresson
WFGY	98.1	30 kw @ 941	Country	CBS	\$57.00	Christal	Forever	
WGMR	101.1	8.5 kw @ 1170	New Rock	Westwd	\$ NA	Dome	Allegheny Mtn.	Tyrone
WMXV	104.9	0.73 kw @ 905	AC		\$17.00	Christal	Forever	Holidaysburg
WPRR	100.1	16.5 kw @ 403	CHR		\$20.00	Allied	WVAM	

Notes:

FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

ANCHORAGE

Arbitron Rank: 171 Pop (12+): 195,600	Stations: 20 / 20	Last Year's Revenue: \$14,500,000
MSA Rank: 175	Diaries: 861 / 227.1 / 49.7%	Household Income: \$56,538
MSA Pop: 249,000	Sample Target: 860	Total Retail Sales: \$3.2 Bil.
DMA: 156	% Below Line: 0.0	#1 Biller: KASH-FM \$1,900,000
Average Persons Rating: 15.4	% Not Listed: 10.0	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 9,780	AMFM \$6,410,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KGOT-F	CHR	33 / 11.0	13.3	10.8	12.8	642 / 32.8	30.6	28.3	37 / 704	C	KGOT-F
2	KWHL-F	AOR	30 / 10.0	8.1	9.1	7.9	384 / 19.6	20.5	22.1	41 / 543	C	KWHL-F
3	KBRJ-F	C	21 / 7.0	8.1	8.1	6.2	323 / 16.5	17.4	20.2	24 / 385	B	KBRJ-F
4	KENI	T/N	19 / 6.3	6.2	5.4	6.2	265 / 13.5	12.2	9.9	26 / 343	C	KENI
5	KMXS-F	AC/CHR	18 / 6.0	6.8	6.1	7.2	376 / 19.2	18.5	20.1	24 / 429	B	KMXS-F
5	KBFX-F	AOR/CL	18 / 6.0	6.8	7.1	9.5	337 / 17.2	15.3	16.7	22 / 404	B	KBFX-F
7	KASH-F	C	17 / 5.6	5.2	7.7	7.9	292 / 15.0	12.7	17.6	20 / 361	C	KASH-F
8	KNIK-F	J	15 / 5.0	4.2	3.4	3.3	208 / 10.6	8.4	8.2	18 / 255	B	KNIK-F
8	KYMG-F	AC	15 / 5.0	4.5	6.7	5.2	304 / 15.5	14.3	13.7	16 / 320	C	KYMG-F
8	KFAT-F	CHR/U	15 / 5.0	0.6			255 / 13.1	2.1		18 / 288		KFAT-F
8	KEAG-F	O	15 / 5.0	6.8	5.7	5.2	273 / 14.0	17.5	15.2	18 / 340	C	KEAG-F
12	KQEZ-F	SAC	12 / 4.0	2.9	3.4	2.6	223 / 11.4	8.3	8.1	12 / 233	A	KQEZ-F
12	KKRO-F	CL HITS	12 / 4.0	4.9	4.4	4.3	282 / 14.4	15.0	12.1	22 / 353	B	KKRO-F
14	KLEF-F	CL	11 / 3.7	3.6	4.0	3.6	220 / 11.2	8.6	11.1	15 / 262	B	KLEF-F
15	KHAR	ST	9 / 3.0	2.3	3.7	2.6	100 / 5.1	3.9	7.5	9 / 119	A	KHAR
16	KFQD	T	6 / 2.0	1.6	2.7	2.3	124 / 6.4	6.9	10.5	10 / 200	A	KFQD

12+ FM Share (Metro): 85.93% (232 of 270) (Spring 98: 83.82%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KGOT-F >>>	1 KGOT-F <	1 KWHL-F <	1 KWHL-F	1 KWHL-F	1 KENI	1 KWHL-F <	1 KGOT-F <	1 KGOT-F >	1 KGOT-F >	1 KWHL-F <
2 KFAT-F >	2 KWHL-F >	2 KGOT-F	2 KGOT-F	2 KGOT-F	2 KEAG-F <	2 KGOT-F >	2 KWHL-F	2 KWHL-F	2 KENI <	2 KGOT-F
3 KBFX-F	3 KBRJ-F <	3 KBRJ-F <	3 KBFX-F	3 KBFX-F	3 KNIK-F	3 KENI	3 KMXS-F	3 KBRJ-F <	3 KWHL-F <	2 KBRJ-F >
4 KMXS-F	4 KBFX-F <	3 KBRJ-F <	3 KBRJ-F <	3 KBRJ-F <	3 KBRJ-F <	4 KASH-F	4 KBFX-F	4 KBFX-F <	4 KFAT-F	4 KASH-F <
5 KBRJ-F	5 KMXS-F	5 KMXS-F <	5 KMXS-F <	5 KMXS-F <	5 KASH-F <	4 KBRJ-F	4 KENI <	5 KMXS-F <	5 KBFX-F	5 KBFX-F
5 KFAT-F	6 KYMG-F <	6 KYMG-F	6 KASH-F	6 KASH-F	6 KWHL-F	4 KYMG-F	6 KBRJ-F <	6 KFAT-F <	6 KNIK-F	5 KFAT-F <
	7 KASH-F	6 KEAG-F	6 KYMG-F	6 KYMG-F	6 KQEZ-F	7 KBFX-F	7 KASH-F	7 KEAG-F	6 KBRJ-F	7 KNIK-F
	7 KEAG-F	6 KENI <	6 KENI <	8 KLEF-F	8 KLEF-F	8 KMXS-F	7 KYMG-F <	7 KASH-F	8 KMXS-F	8 KENI
	7 KENI <	9 KASH-F <	9 KNIK-F	9 KNIK-F	9 KHAR	8 KEAG-F	9 KNIK-F	9 KYMG-F <	9 KKRO-F	8 KEAG-F
			9 KEAG-F	9 KYMG-F	9 KYMG-F		9 KEAG-F <	9 KYMG-F	9 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	12+ Ovrnite
1 KGOT-F	1 KGOT-F >	1 KGOT-F >	1 KGOT-F >	1 KGOT-F	1 KWHL-F	1 KWHL-F >	1 KWHL-F	1 KWHL-F	1 KWHL-F	1 KGOT-F >
2 KFAT-F >	2 KMXS-F	2 KMXS-F	2 KYMG-F	1 KYMG-F	2 KGOT-F >	2 KGOT-F	2 KBFX-F >	2 KBFX-F	2 KBFX-F	2 KENI
3 KWHL-F	3 KFAT-F	2 KYMG-F	3 KMXS-F	3 KMXS-F	3 KBFX-F	2 KBFX-F >>	3 KGOT-F	3 KBRJ-F	3 KBRJ-F	3 KBRJ-F
3 KMXS-F	3 KYMG-F	4 KWHL-F	4 KWHL-F	4 KWHL-F	3 KFAT-F >>	4 KASH-F	3 KASH-F	4 KGOT-F	3 KENI	4 KWHL-F
3 KBRJ-F >>>	3 KWHL-F	4 KBFX-F >	5 KBRJ-F	4 KQEZ-F	4 KBRJ-F	4 KBRJ-F	5 KBRJ-F	4 KENI	5 KASH-F	
	6 KBRJ-F		6 KEAG-F	4 KBRJ-F	4 KFAT-F	4 KFAT-F	5 KMXS-F >	6 KASH-F	6 KGOT-F	
			6 KFAT-F	4 KEAG-F	4 KMXS-F			6 KMXS-F	6 KNIK-F	
			6 KQEZ-F	8 KASH-F				8 KNIK-F	6 KKRO-F	
				8 KNIK-F				8 KKRO-F	9 KMXS-F	
								8 KEAG-F	9 KEAG-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KASH	BIZ	1080	Anchorage	0.3	1.2	1 24
KAXX	SPRTS	1020	Eagle River	0.3	1.4	2 28
KBYR	T	700	Anchorage	0.7	3.3	3 85
KTZN	SPRTS	550	Anchorage	0.3	1.8	1 53

ANCHORAGE

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
AMFM			34.2 %	33.2 %	44.2 %	AC	0	(0)	33	(2)	33	(2)	12.2 %	14.3 %
KASH-FM, KBFX-FM, KENI-AM, KGOT-FM, KTZN-AM, KYMG-FM														
Morris			33.0 %	32.1 %	34.7 %	AOR/Classic/NR	0	(0)	48	(2)	48	(2)	17.8 %	17.6 %
KBRJ-FM, KEAG-FM, KFQD-AM, KHAR-AM, KMXS-FM, KWHL-FM														
New Northwest, pend.			13.0 %	11.9 %	5.2 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KFAT-FM, KKRO-FM, KQEZ-FM														
			80.2 %	77.2 %	84.1 %	CHR	0	(0)	48	(2)	48	(2)	17.8 %	11.8 %
						Classical	0	(0)	11	(1)	11	(1)	4.1 %	5.1 %
						Country	0	(0)	38	(2)	38	(2)	14.1 %	17.3 %
						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)	15	(1)	15	(1)	5.6 %	3.7 %
						News/Talk	27	(3)	0	(0)	27	(3)	10.0 %	10.7 %
						Oldies	0	(0)	27	(2)	27	(2)	10.0 %	11.0 %
						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	0	(0)	12	(1)	12	(1)	4.4 %	3.7 %
						Sports	2	(2)	0	(0)	2	(2)	0.7 %	0.7 %
						Standards/EZ	9	(1)	0	(0)	9	(1)	3.3 %	4.0 %
						Totals	38	(6)	232	(13)	270	(19)		

AM Stations

KENI	650	50 kw	Talk/News	ABC, Westwd, Tiknt	\$25.00	Eastman	AMFM
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FM Stations

KASH	107.5	100 kw @ -285	Country	ABC	\$45.00	Allied	AMFM
KBFX	100.5	25 kw @ 174	AOR/Classic AOR		\$28.00	Allied	AMFM
KBRJ	104.1	55 kw @ 62	Country		\$28.00	Mc-Guild	Morris
KEAG	97.3	100 kw @ 593	Oldies		\$23.00	Mc-Guild	Morris
KFAT	92.9	10 kw @ 817	Dance CHR		\$ NA	—	New NW, pend.
KGOT	101.3	26 kw @ -62	CHR	Westwd	\$35.00	Christal	AMFM
KKRO	102.1	25 kw @ -154	Classic Hits		\$27.00	Katz	New NW, pend.
KLEF	98.1	25 kw @ 30	Classical		\$24.00	Allied	KASH (AM)
KMXS	103.1	27 kw @ -177	AC/CHR		\$27.00	Mc-Guild	Morris
KNIK	105.3	51 kw @ 256	Jazz	CBS	\$24.00	IMN	Northern TV
KQEZ	92.1	10 kw @ 810	Soft AC		\$ NA	—	New NW, pend. Houston
KWHL	106.5	100 kw @ -85	AOR		\$41.00	Mc-Guild	Morris
KYMG	98.9	100 kw @ 500	AC	AP	\$25.00	Banner	AMFM

Notes: 4/99 KFAT-F sold by Chester Coleman to New Northwest Broadcasters for \$1,500,000 (includes an FM CP in Houston, AK) . . . 4/99 KFAT-F changed from Sports to Dance CHR (CHR/B); simulcast partner KAXX (1020) also changed from Sports to Dance CHR . . . 4/99 KMBQ-F transferred from Gary Buell, dec. to Clyde Boyer for no consideration . . . 5/99 KKRO-F sold by Williams to New Northwest Broadcasters for \$1,300,000 (Media Services) . . . 5/99 KQEZ-F sold by Ubik Corp. to New Northwest Broadcasters for \$1,100,000 (Media Services)

ANN ARBOR

Arbitron Rank: 145 Pop (12+): 255,500
MSA Rank: NA
MSA Pop: NA
DMA: Detroit (#9)
Average Persons Rating: 13.5
Market TSL in Hours: 18.00

Stations: 31 / 4
Diaries: 1,000 / 256:1 / 50.3%
Sample Target: 960
% Below Line: 65.3
% Not Listed: 24.9
Pop per Station: 63,875

Last Year's Revenue: NA
Household Income: \$55,103
Total Retail Sales: \$4.4 Bil.
#1 Biller: NA
#1 Billing Portfolio: NA

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1	WJR	29 / 8.4	9.3	9.9	8.1	9.5	505 / 19.8	21.9	23.3	36 / 620	WJR
2	WRIF-F	17 / 4.9	4.4	5.1	2.8	4.9	338 / 13.2	10.5	13.7	22 / 410	WRIF-F
2	WNIC-F	17 / 4.9	7.2	5.1	5.0	6.6	343 / 13.4	14.7	12.6	19 / 367	WNIC-F
4	WJLB-F	13 / 3.8	3.4	4.8	5.6	5.2	323 / 12.6	11.3	11.9	14 / 334	WJLB-F
5	WYCD-F	12 / 3.5	3.7	3.0	2.8	2.6	266 / 10.4	8.8	7.7	14 / 290	WYCD-F
5	WKQI-F	12 / 3.5	4.0	4.2	5.9	3.2	408 / 16.0	18.1	17.2	13 / 442	WKQI-F
5	WDRQ-F	12 / 3.5	2.2	2.4	2.8	2.6	412 / 16.1	10.0	11.8	14 / 444	WDRQ-F
5	WAAM	12 / 3.5	2.8	4.2	3.1	3.2	210 / 8.2	6.3	7.7	12 / 218	WAAM
9	WQKL-F	10 / 2.9	5.3	3.6	4.4	3.2	271 / 10.6	10.8	10.5	10 / 285	WQKL-F

12+ FM Share (Metro): 75.29% (195 of 259) (Spring 98: 72.62%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WDRQ-F	1 WRIF-F >	1 WRIF-F	1 WNIC-F	1 WNIC-F	1 WJR >>	1 WJR	1 WJR	1 WJR >	1 WJR >	1 WJR >
1 WJLB-F	2 WDRQ-F	2 WNIC-F	2 WRIF-F	2 WJR	2 WAAM <	2 WRIF-F >	2 WNIC-F	2 WRIF-F	2 WNIC-F	2 WNIC-F <
1 WDTJ-F >>>	2 WJLB-F	3 WJR	3 WJR	3 WRIF-F	3 WNIC-F	3 WNIC-F	3 WRIF-F <	2 WDTJ-F <	2 WDRQ-F	3 WJLB-F <
4 WPLT-F	3 WYCD-F	4 WXDG-F	4 WYCD-F	4 WYCD-F	4 WWJ	4 WAAM	4 WYCD-F	4 WKQI-F	2 WDTJ-F	4 WDRQ-F
4 WYCD-F	3 WJLB-F	4 WYCD-F	4 WYCD-F	4 WYCD-F	5 WMMV-F	5 WJLB-F	5 WKQI-F	4 WNIC-F <	2 WKQI-F <	4 WYCD-F
4 WKQI-F	3 WKQI-F					6 WYCD-F <	5 WQKL-F		6 WAAM	
							5 WXDG-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	12+ Ovmitte
1 WDRQ-F	1 WDRQ-F	1 WNIC-F	1 WNIC-F	1 WNIC-F >	1 WRIF-F >>	1 WRIF-F >>	1 WRIF-F >	1 WRIF-F >>	1 WRIF-F	1 WAAM >>
1 WJLB-F	2 WKQI-F	1 WDRQ-F >	2 WDRQ-F	2 WQKL-F	2 WDTJ-F	2 WQBF-F	2 WQBF-F >	2 WCSX-F	2 WJR	2 WDRQ-F
1 WKQI-F >	3 WJLB-F	3 WYCD-F	3 WKQI-F	2 WXDG-F	2 CIMX-F	2 WPLT-F >	2 CIMX-F	3 WCSX-F	4 WTKA	2 WJLB-F
4 CIMX-F	3 WNIC-F	3 WXDG-F	4 WQKL-F	2 WJR	2 WKQI-F		2 WQBF-F	4 WTKA	4 WTKA	2 WJR >
4 WYCD-F	5 WYCD-F	3 WKQI-F	4 WXDG-F	5 WDRQ-F	2 WYCD-F		2 WYCD-F	4 WNIC-F	4 WNIC-F	
4 WPLT-F >>	5 WRIF-F	3 WRIF-F >>	4 WJLB-F	5 WWWW-F	2 WJLB-F >>			4 WYCD-F	4 WYCD-F	
	5 WPLT-F >		4 WJR	5 WKQI-F				4 WMMV-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WQBF-F AOR 1029 Ann Arbor	2.0	9.6	10 323
WTKA SPRTS 1050 Ann Arbor	1.5	3.1	5 94

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
CIDR-F AOR-P 93.9 Windsor, ON	1.2	8.4	5 239
CIMX-F AOR-NR 88.7 Windsor, ON	2.3	8.9	9 269
CKWW ST 580 Windsor, ON	0.6	1.2	2 31
WCSX-F CL AOR 94.7 Birmingham	2.6	11.2	16 349
WDFN SPRTS 1130 Detroit	1.2	3.7	4 101
WDTJ-F B 105.9 Detroit	2.6	9.5	9 258
WGPR-F B/AC 107.5 Detroit	0.6	1.2	2 31
WITL-F C 100.5 Lansing	0.9	2.1	3 65
WKRK-F T 97.1 Detroit	1.5	4.9	5 124
WMUZ-F REL-CC 103.5 Detroit	1.2	3.8	6 125
WMXD-F B/AC 92.3 Detroit	1.5	4.2	5 107
WOMC-F O 104.3 Detroit	1.7	6.7	8 220
WPLT-F AC-NR 96.3 Detroit	2.6	15.0	9 393
WRVF-F AC 101.5 Toledo	0.6	2.1	13 221
WTWR-F CHR 98.3 Monroe, MI	0.6	3.1	3 167
WMMV-F J 98.7 Detroit	2.6	6.5	9 175
WWJ N 950 Detroit	2.6	7.7	10 229
WWWW-F C 106.7 Detroit	2.6	7.7	10 230
WXDG-F B/O 105.1 Detroit	2.6	6.2	9 159
WXYT T 1270 Detroit	0.9	3.1	4 97

ANN ARBOR

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
Cumulus			6.4 %	7.8 %	%	AC	0	(0)	40	(4)	40	(4)	15.4 %	11.8 %
WQB-FM, WQKL-FM, WTKA-AM						AOR/Classic/NR	0	(0)	45	(5)	45	(5)	17.4 %	22.8 %
			6.4 %	7.8 %	%	Black/Urban	0	(0)	38	(5)	38	(5)	14.7 %	13.7 %
						CHR	0	(0)	14	(2)	14	(2)	5.4 %	3.8 %
						Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Country	0	(0)	24	(3)	24	(3)	9.3 %	8.4 %
						Full Service	29	(1)	0	(0)	29	(1)	11.2 %	12.5 %
						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Jazz	0	(0)	9	(1)	9	(1)	3.5 %	3.0 %
						News/Talk	24	(3)	5	(1)	29	(4)	11.2 %	10.3 %
						Oldies	0	(0)	16	(2)	16	(2)	6.2 %	7.6 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	0	(0)	4	(1)	4	(1)	1.5 %	2.3 %
						Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Sports	9	(2)	0	(0)	9	(2)	3.5 %	2.3 %
						Standards/EZ	2	(1)	0	(0)	2	(1)	0.8 %	1.5 %
						Totals	64	(7)	195	(24)	259	(31)		

AM Stations

WAAM	1600	5 kw (DA-2)	Talk	Westwd, ABC, Talknt	\$22.00	---	
WTKA	1050	10 kw/0.5 kw (DA-2)	Sports	ABC, 1/1, SBUSA	\$16.00	Michigan	Cumulus

FM Stations

WQB	102.9	49 kw @ 500	AOR	Westwd	\$61.00	---	Cumulus
WQKL	107.1	3 kw @ 289	Oldies		\$38.00	---	Cumulus

Notes: Other ranked stations -- See Detroit

APPLETON-OSHKOSH

Arbitron Rank: 135 **Pop (12+):** 285,500
MSA Rank: 143
MSA Pop: 349,000
DMA: 69 (w/Green Bay)
Average Persons Rating: 17.0
Market TSL in Hours: 22.25

Stations: 27 / 15
Diaries: 747 / 382:1 / 64.6%
Sample Target: 710
% Below Line: 29.7
% Not Listed: 10.9
Pop per Station: 19,033

Last Year's Revenue: \$14,200,000
Household Income: \$51,185
Total Retail Sales: \$4.0 Bil.
#1 Biller: WAPL-F \$3,200,000
#1 Billing Portfolio: Woodward \$4,600,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WIXX-F	CHR	53 / 10.9	10.0	13.7	14.0	851 / 29.8	30.8	34.3	162 / 2285		WIXX-F
2	WAPL-F	AOR	38 / 7.8	17.3	10.1	11.9	571 / 20.0	23.2	20.4	101 / 1405	E	WAPL-F
3	WNCY-F	C	34 / 7.0	7.5	8.6	7.0	462 / 16.2	15.9	13.5	82 / 1156	C	WNCY-F
4	WVBO-F	O	33 / 6.8	4.2	4.1	5.3	391 / 13.7	13.0	14.8	43 / 642	C	WVBO-F
5	WROE-F	SAC	32 / 6.6	5.3	6.6	5.3	374 / 13.1	13.6	14.5	40 / 517	C	WROE-F
6	WHBY	FS	31 / 6.4	6.7	7.1	9.4	396 / 13.9	16.8	15.8	37 / 502	C	WHBY
7	WWWX-F	AOR	29 / 6.0	2.4	3.8	5.0	355 / 12.4	10.3	13.0	34 / 432		WWWX-F
8	WPKR-FF	C	24 / 4.9	4.7	2.4	4.9	343 / 12.0	13.6	9.5	69 / 879	C	WPKR-FF
8	WKSZ-F	CHR	24 / 4.9	2.7	4.7	3.5	566 / 19.8	15.7	19.6	43 / 1101		WKSZ-F
10	WOZZ-F	AOR/CL	22 / 4.5	4.9	4.5	5.7	476 / 16.7	19.4	18.6	44 / 1005	C	WOZZ-F
11	WNAM	ST	19 / 3.9	5.8	6.4	7.0	283 / 9.9	10.9	13.1	29 / 501	B	WNAM
12	WXWX-F	AOR	18 / 3.7	2.4	1.1	0.7	228 / 8.0	6.2	4.5	35 / 522		WXWX-F
13	WOGB-F	O	12 / 2.5	2.0	2.4	0.9	228 / 8.0	6.6	6.7	44 / 768		WOGB-F
14	WOSH	T	11 / 2.3	1.6	2.4	2.0	235 / 8.2	6.6	7.4	12 / 280	B	WOSH
14	WJLW-F	CL AOR	11 / 2.3	1.6	1.5		152 / 5.3	5.6	6.1	30 / 434		WJLW-F

12+ FM Share (Metro): 81.48% (352 of 432) (Spring 98: 75.43%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSZ-F >	1 WIXX-F	1 WIXX-F	1 WIXX-F <	1 WIXX-F	1 WVBO-F	1 WIXX-F	1 WIXX-F	1 WIXX-F >	1 WVBO-F	1 WIXX-F
2 WIXX-F >>>	2 WWWX-F <	2 WAPL-F	2 WAPL-F	2 WAPL-F <	1 WHBY	2 WHBY	2 WROE-F <	2 WAPL-F	1 WKSZ-F	2 WNCY-F <
	3 WAPL-F >	3 WWWX-F	3 WROE-F	3 WVBO-F	3 WROE-F	3 WAPL-F <	3 WAPL-F <	3 WVBO-F <	1 WWWX-F <	3 WAPL-F
	4 WXWX-F	4 WROE-F <	3 WWWX-F	3 WROE-F	4 WIXX-F	4 WOZZ-F <	4 WHBY	4 WROE-F <	4 WIXX-F	4 WWWX-F <
	5 WNCY-F	5 WNCY-F	5 WOZZ-F	5 WWWX-F	4 WNCY-F <	5 WVBO-F	5 WNCY-F <	5 WNCY-F	5 WAPL-F >	5 WKSZ-F
	6 WKSZ-F	6 WOZZ-F <	6 WNCY-F	6 WNCY-F <	6 WNAM	5 WNCY-F <	6 WVBO-F	6 WWWX-F	6 WXWX-F	6 WVBO-F
		7 WVBO-F	6 WVBO-F	7 WOZZ-F <	7 WPKR-FF	7 WROE-F	7 WWWX-F <	7 WKSZ-F	7 WNCY-F	7 WPKR-FF
		8 WPKR-FF		8 WPKR-FF >	8 WOZZ-F <	8 WPKR-FF	8 WPKR-FF	8 WPKR-FF	8 WHBY	8 WOZZ-F <
		8 WXWX-F <			9 WAPL-F	8 WKSZ-F	9 WOZZ-F	8 WHBY <	8 WROE-F	9 WHBY
								10 WXWX-F <		9 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	12+ Ovmit
1 WIXX-F >>	1 WIXX-F	1 WAPL-F	1 WIXX-F >	1 WROE-F	1 WIXX-F	1 WWWX-F >	1 WWWX-F >>	1 WWWX-F	1 WWWX-F	1 WVBO-F
2 WAPL-F	2 WAPL-F >	1 WIXX-F >	2 WAPL-F <	1 WIXX-F <	1 WAPL-F	2 WAPL-F <	2 WAPL-F	2 WAPL-F	2 WAPL-F	1 WNCY-F
3 WNCY-F	3 WNCY-F >	3 WROE-F	3 WROE-F	3 WVBO-F	1 WXWX-F	3 WIXX-F	3 WIXX-F	3 WIXX-F	3 WOZZ-F	3 WWWX-F
4 WXWX-F	4 WKSZ-F		4 WNCY-F <	4 WAPL-F	1 WWWX-F	3 WXWX-F >>	3 WXWX-F >	4 WOZZ-F	3 WIXX-F	4 WAPL-F
4 WKSZ-F >	5 WVBO-F		5 WVBO-F	5 WNCY-F >	1 WKSZ-F >	5 WOZZ-F	5 WPKR-FF	5 WXWX-F	5 WPKR-FF	5 WNAM
	5 WROE-F		6 WKSZ-F >	6 WPKR-FF			5 WOZZ-F	6 WNCY-F	6 WVBO-F <	5 WKSZ-F
	5 WWWX-F			6 WKSZ-F				6 WPKR-FF	7 WROE-F	
	5 WJLW-F							8 WROE-F	8 WXWX-F	
									8 WNCY-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KFIZ-F	AC	107.1	Fond du Lac	0.6	5.0	5 227	WDUZ	SPRTS	1400	Green Bay	0.4	1.7	14 260
WECB-F	CL HITS	104.3	Seymour	1.0	3.2	7 176	WGBM-F	C	94.7	Mishicot	0.8	3.1	13 265
WMBE	VA	1530	Chilton	0.8	1.5	8 62	WGEE	N/T	1360	Green Bay	0.8	3.3	26 374
WRJQ	ST	1570	Appleton	0.6	2.6	6 122	WNFL	T/SPRTS	1440	Green Bay	0.4	1.4	12 286
							WQLH-F	CHR/AC	98.5	Green Bay	1.4	6.3	24 660
							WRVM-F	REL	102.7	Suring	0.6	1.7	9 160
							WTMJ	FS	620	Mitwaukee	0.8	4.6	17 442

APPLETON-OSHKOSH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Cumulus	19.0 %	19.0 %	22.0 %	AC	0 (0)	3 (1)	3 (1)	0.7 %	3.2 %
WNAM-AM, WOSH-AM, WVBO-FM, WWWX-FM				AOR/Classic/NR	0 (0)	118 (5)	118 (5)	27.3 %	18.2 %
Midwest Communications	29.0 %	32.8 %	24.5 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WIXX-FM, WNCY-FM, WOZZ-FM, WROE-FM				CHR	0 (0)	84 (3)	84 (3)	19.4 %	21.9 %
Woodward	19.1 %	17.0 %	32.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAPL-FM, WHBY-AM, WKSZ-FM				Country	0 (0)	62 (4)	62 (4)	14.4 %	16.8 %
	67.1 %	68.8 %	78.9 %	Full Service	35 (2)	0 (0)	35 (2)	8.1 %	11.2 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	17 (3)	0 (0)	17 (3)	3.9 %	4.4 %
				Oldies	0 (0)	50 (3)	50 (3)	11.6 %	7.8 %
				Others/Unknown	4 (1)	0 (0)	4 (1)	0.9 %	1.0 %
				Religion/Gospel	0 (0)	3 (1)	3 (1)	0.7 %	0.0 %
				Soft AC	0 (0)	32 (1)	32 (1)	7.4 %	7.5 %
				Sports	2 (1)	0 (0)	2 (1)	0.5 %	0.0 %
				Standards/EZ	22 (2)	0 (0)	22 (2)	5.1 %	8.0 %
				Totals	80 (9)	352 (18)	432 (27)		

AM Stations

Station	Freq	Pwr	Format	Comments	AM	FM	Parent	City
WHBY	1150	5 kw (DA-2)	Full Service	CBS, SBUSA, WW1	\$30.00	Eastman	Woodward	Kimberly
WNAM	1280	5 kw (DA-2)	Standards	ABC, Westwd	<\$20.00	Allied	Cumulus	Neenah-Menasha
WOSH	1490	1 kw	Talk	Westwd, Tiknt, ABC	<\$20.00	D&R	Cumulus	

FM Stations

Station	Freq	Pwr	Format	Comments	AM	FM	Parent	City
WAPL	105.7	100 kw @ 1174	AOR	Westwd	\$64.00	Mc-Guild	Woodward	
WNCY	100.3	45 kw @ 489	Country		\$21.00	Christal	Midwest Commun.	Neenah-Menasha
WOZZ	93.5	50 kw @ 492	AOR/Classic AOR		\$29.00	Christal	Midwest Commun.	New London
WPKR	104.9	1.35 kw @ 480	Simul. WPKR-F				WPKR-F	Kaukauna
WPKR	99.5	50 kw @ 420	Country	Westwd	<\$20.00	—	WPKR-F	Omro
WROE	104.9	13 kw @ 459	Soft AC	AP, AMFM	\$32.00	Christal	Midwest Commun.	
WVBO	103.9	25 kw @ 318	Oldies	ABC	\$32.00	Allied	Cumulus	Winnecone
WWWX	96.9	6 kw @ 328	AOR		\$ NA	Allied	Cumulus	Oshkosh

Notes: Other ranked stations – See Green Bay . . . 4/99 WUSW-F changed from Country to AOR as WWWX-F ("The Fox")

ASHEVILLE

Arbitron Rank: 179 **Pop (12+):** 185,100
MSA Rank: 192
MSA Pop: 217,000
DMA: 35 (w/Greenville-Spar.)
Average Persons Rating: 13.4
Market TSL in Hours: 18.00

Stations: 20 / 11
Diaries: 554 / 334:1 / 51.6%
Sample Target: 610
% Below Line: 27.5
% Not Listed: 22.6
Pop per Station: 16,827

Last Year's Revenue: \$8,600,000
Household Income: \$36,835
Total Retail Sales: \$2.7 Bil.
#1 Biller: WKSF-F \$4,800,000
#1 Billing Portfolio: Capstar \$6,500,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WKSF-F	39 / 15.7	15.6	10.5	15.8	21.3	531 / 28.7	25.3	24.1	88 / 1277	F	WKSF-F
2	WWNC	34 / 13.7	11.9	13.7	13.8	14.3	427 / 23.1	21.4	24.1	38 / 507	C	WWNC
3	WMYI-F	23 / 9.3	6.7	9.7	5.5	7.4	359 / 19.4	16.6	17.3	41 / 711		WMYI-F
4	WFBC-F	20 / 8.1	7.4	8.5	5.5	4.9	369 / 19.9	16.7	18.0	34 / 767		WFBC-F
5	WTZY	10 / 4.0	4.8	1.2	0.8		106 / 5.7	4.7	2.1	10 / 114	A	WTZY
5	WTPT-F	AOR-NR	10 / 4.0	2.6	3.6	3.6	210 / 11.3	7.1	10.6	28 / 525		WTPT-F
7	WMIT-F	REL	9 / 3.6	6.3	5.6	5.5	164 / 8.9	10.3	12.0	26 / 379		WMIT-F
8	WZLS-F	AOR	8 / 3.2	5.9	5.6	9.5	202 / 10.9	12.1	12.5	10 / 286	C	WZLS-F
8	WISE	ST	8 / 3.2	4.1	3.6	4.0	129 / 7.0	8.6	6.2	8 / 166	A	WISE

12+ FM Share (Metro): 67.71% (130 of 192) (Spring 98: 70.88%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFBC-F >>	1 WKSF-F	1 WKSF-F >	1 WKSF-F >>	1 WKSF-F >	1 WWNC	1 WWNC	1 WKSF-F	1 WKSF-F >	1 WFBC-F	1 WKSF-F
2 WTPT-F >>	1 WFBC-F	2 WMYI-F	2 WMYI-F >>	2 WMYI-F >>	2 WKSF-F >	2 WKSF-F >	2 WWNC	2 WMYI-F <	2 WKSF-F	2 WWNC
	3 WMYI-F >	3 WFBC-F >	3 WWNC	3 WWNC >	3 WMYI-F >	3 WMYI-F >	3 WMYI-F >	3 WWNC	3 WTPT-F >	3 WFBC-F >
	4 WZLS-F	4 WZLS-F	4 WZLS-F	4 WZLS-F	4 WTZY	4 WFBC-F >	4 WTZY <	3 WFBC-F >	4 WMYI-F	4 WMYI-F >
	5 WTPT-F >>	4 WWNC	4 WFBC-F	4 WFBC-F	5 WMIT-F		5 WFBC-F >	5 WTPT-F	5 WWNC	5 WMIT-F
		4 WTPT-F	4 WSPA-F	4 WSPA-F	6 WISE		6 WISE <	6 WMIT-F <		5 WFGW
			4 WTPT-F	4 WTPT-F						
				4 WTZY						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 WFBC-F >>>	1 WFBC-F	1 WMYI-F	1 WKSF-F >	1 WKSF-F >	1 WZLS-F >>	1 WKSF-F >	1 WKSF-F >	1 WKSF-F >>	1 WKSF-F >>	1 WWNC
	2 WKSF-F	2 WKSF-F >	2 WMYI-F <	2 WMYI-F >		2 WZLS-F >	2 WTPT-F	2 WTPT-F	2 WMYI-F >	1 WKSF-F >
	2 WMYI-F >>	3 WZLS-F	3 WFBC-F >	3 WWNC >		3 WTPT-F >	2 WMYI-F >>	2 WMYI-F	3 WTPT-F	3 WMYI-F
	4 WZLS-F >>	3 WFBC-F >>	4 WWNC >	4 WFBC-F		3 WMYI-F		4 WZLS-F	4 WZLS-F	4 WFBC-F >
						3 WFBC-F >>		5 WTZY >	4 WTZY >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format	Performance	AM	FM	Total	%	Yr. Ago
WFGW	REL	1010	Black Mountain	2.0	5.8	6	135	AC	0 (0)	27 (3)	27 (3)	14.1 %	13.2 %
WHBK	G	1460	Madison	1.6	2.3	8	70	AOR/Classic/NR	0 (0)	21 (3)	21 (3)	10.9 %	16.5 %
WMXF-F	AC	104.3	Old Fort	1.2	3.7	10	131	Black/Urban	0 (0)	3 (1)	3 (1)	1.6 %	1.6 %
WQNS-F	CL AOR	104.9	Waynesville	1.2	4.4	13	276	CHR	0 (0)	21 (2)	21 (2)	10.9 %	11.5 %
WSKY	REL-CC	1230	Asheville	0.4	1.8	1	57	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Country	0 (0)	41 (2)	41 (2)	21.4 %	17.0 %
								Full Service	34 (1)	0 (0)	34 (1)	17.7 %	18.7 %
								Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								News/Talk	10 (1)	0 (0)	10 (1)	5.2 %	1.6 %
								Oldies	0 (0)	1 (1)	1 (1)	0.5 %	1.1 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	10 (3)	9 (1)	19 (4)	9.9 %	11.5 %
								Soft AC	0 (0)	7 (1)	7 (1)	3.6 %	2.2 %
								Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Standards/EZ	8 (1)	0 (0)	8 (1)	4.2 %	4.9 %
Totals								62 (6)	130 (14)	192 (20)			

ASHEVILLE

Consolidation Report	12+	25-54	Revenue
Pamplico WHCC-AM, WMXF-FM, WQNS-FM, WTZY-AM	6.4 %	8.4 %	1.4 %
Sink WISE-AM, WTZQ-AM	3.2 %	0.8 %	3.7 %
	9.6 %	9.2 %	5.1 %

AM Stations

WISE	1310	5 kw/1 kw (DA-N)	Standards	ABC	\$12.00	—	Sink	
WTZY	880	1.1 kw (DA, Days)	Talk	CBS	\$ NA	—	WMXF/WQNS	Fairview
WWNC	570	5 kw (DA-N)	Country/Full Svc.	ABC, Westwd	\$45.00	Katz	AMFM	

FM Stations

WKSF	99.9	53 kw @ 2621	Country	ABC, Westwd	\$55.00	Katz	AMFM	
WMIT	106.9	36 kw @ 3091	Religion	SRN	\$16.00	—	WFGW	Black Mountain
WZLS	96.5	0.5 kw @ 1115	AOR		\$ NA	Allied		Biltmore Forest

Notes: Other ranked stations – See Greenville-Spartanburg . . . Spring and Fall 1997 ratings for WZLS-F actually are for WZRQ-F, which temporarily supplanted WZLS-F on 96.5

FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

ATLANTA

Arbitron Rank: 12 Pop (12+): 3,095,200
MSA Rank: 9
MSA Pop: 3,750,000
DMA: 10
Average Persons Rating: 15.4
Market TSL in Hours: 20.25

Stations: 24 / 23
Diaries: 3,751 / 825:1 / 47.1%
Sample Target: 3,740
% Below Line: 0.3
% Not Listed: 12.4
Pop per Station: 154,574

Last Year's Revenue: \$256,100,000
Household Income: \$50,178
Total Retail Sales: \$40.2 Bil.
#1 Biller: WSB \$28,100,000
#1 Billing Portfolio: Cox Radio, pend. \$67,600,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WSB	424 / 8.9	8.9	9.7	9.9	10.2	9.3	7040 / 22.7	23.8	23.3	446 / 7610	K	WSB
2	WVEE-F	423 / 8.9	8.5	10.4	8.9	8.9	9.2	5872 / 19.0	20.8	19.8	480 / 6808	K	WVEE-F
3	WSTR-F	422 / 8.9	8.5	8.4	7.9	7.9	8.4	7292 / 23.6	24.9	22.2	469 / 8644	K	WSTR-F
4	WSB-F	302 / 6.3	5.4	4.6	4.3	5.4	5.2	5376 / 17.4	15.4	16.3	333 / 6147	J	WSB-F
5	WKHX-F	282 / 5.9	5.8	5.4	6.7	6.8	6.0	4690 / 15.2	14.1	15.0	321 / 5331	K	WKHX-F
6	WALR-F	275 / 5.8	5.8	5.7	6.1	5.5	5.8	3733 / 12.1	13.1	12.7	312 / 4226	K	WALR-F
7	WNNX-F	253 / 5.3	5.9	5.2	5.2	4.2	5.4	4415 / 14.3	14.6	14.1	276 / 5023	J	WNNX-F
8	WPCH-F	237 / 5.0	5.3	5.4	4.6	5.6	5.1	4144 / 13.4	13.5	14.0	254 / 4522	J	WPCH-F
9	WKLS-F	223 / 4.7	4.9	4.4	4.3	5.0	4.6	4021 / 13.0	14.1	14.4	279 / 4882	I	WKLS-F
10	WHTA-F	205 / 4.3	4.7	4.5	4.8	4.6	4.6	3767 / 12.2	12.4	11.8	213 / 3922	H	WHTA-F
11	WGST-AF	173 / 3.6	4.1	3.9	3.9	3.5	3.9	3500 / 11.3	11.4	9.7	199 / 3912	I	WGST-AF
12	WFOX-F	161 / 3.4	3.5	3.7	4.0	4.1	3.6	3974 / 12.8	13.5	13.6	219 / 5112	I	WFOX-F
13	WYAY-F	158 / 3.3	2.5	2.9	3.8	3.9	3.1	2805 / 9.1	7.7	9.3	216 / 3772	G	WYAY-F
14	WZGC-F	134 / 2.8	2.8	3.1	3.1	3.1	3.0	2774 / 9.0	9.9	10.4	152 / 3195	I	WZGC-F
15	WJZF-F	130 / 2.7	2.4	2.3	2.5	2.4	2.5	2332 / 7.5	7.6	7.2	134 / 2458	H	WJZF-F
16	WAMJ-F	120 / 2.5	2.4	1.8	2.3	2.6	2.3	1863 / 6.0	5.2	6.1	127 / 1932	C	WAMJ-F
17	WAOK	84 / 1.8	1.2	1.6	1.7	1.7	1.6	1017 / 3.3	3.5	3.5	84 / 1017	D	WAOK

12+ FM Share (Metro): 83.22% (3476 of 4177) (Spring 98: 82.50%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WVEE-F	1 WVEE-F <	1 WSTR-F <	1 WSTR-F <	1 WSTR-F <	1 WSB >	1 WSB	1 WSB <	1 WSB <	1 WVEE-F >	1 WVEE-F
2 WHTA-F	2 WSTR-F	2 WVEE-F	2 WVEE-F	2 WVEE-F <	2 WKHX-F <	2 WSTR-F	2 WSTR-F	2 WSTR-F	2 WSTR-F <	2 WSTR-F
2 WSTR-F >	3 WNNX-F	3 WSB-F	3 WSB-F <	3 WSB-F <	3 WALR-F <	3 WVEE-F	3 WSB-F <	3 WVEE-F	3 WHTA-F	3 WALR-F
4 WNNX-F >	4 WHTA-F <	4 WNNX-F <	4 WALR-F	4 WALR-F <	4 WSB-F <	4 WALR-F <	4 WVEE-F	4 WSB-F	4 WALR-F <	4 WKHX-F <
	5 WKLS-F	5 WALR-F	5 WSB	5 WSB	5 WPCH-F	5 WKHX-F <	5 WKHX-F <	5 WKHX-F <	5 WSB <	5 WSB
	6 WSB-F >	6 WSB	6 WKHX-F <	6 WKHX-F	6 WSTR-F <	6 WNNX-F <	6 WPCH-F <	6 WKLS-F <	6 WNNX-F	6 WHTA-F <
	7 WALR-F	6 WKLS-F <	7 WKLS-F <	7 WKLS-F <	7 WGST-AF <	7 WSB-F	7 WGST-AF	7 WNNX-F <	7 WSB-F <	7 WSB-F <
	7 WKHX-F	8 WKHX-F	8 WNNX-F	8 WNNX-F <	8 WFOX-F	8 WKLS-F <	8 WNNX-F	8 WPCH-F	8 WNNX-F	8 WNNX-F <
		9 WHTA-F <	9 WPCH-F	9 WPCH-F	9 WVEE-F	9 WPCH-F	9 WALR-F <	9 WGST-AF <	9 WKLS-F <	9 WPCH-F <
		10 WPCH-F <	10 WZGC-F	10 WFOX-F	10 WYAY-F <	10 WKLS-F			10 WPCH-F	10 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	12+ Ovrnite
1 WSTR-F	1 WSTR-F	1 WSTR-F <	1 WSTR-F	1 WSTR-F	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WVEE-F <	1 WSB	1 WVEE-F
2 WVEE-F	2 WVEE-F >	2 WVEE-F >	2 WVEE-F <	2 WSB-F <	2 WHTA-F	2 WNNX-F <	2 WKLS-F	2 WKLS-F	2 WKLS-F	2 WSB
3 WNNX-F	3 WNNX-F	3 WSB-F	3 WSB-F	3 WVEE-F	2 WNNX-F	3 WKLS-F	3 WNNX-F	3 WSB <	3 WVEE-F <	3 WSTR-F
4 WHTA-F >	4 WSB-F	4 WALR-F <	4 WALR-F	4 WALR-F	4 WSTR-F <	4 WSTR-F <	3 WSTR-F	4 WNNX-F <	4 WKHX-F <	4 WALR-F <
5 WSB-F <	5 WHTA-F	5 WNNX-F >	5 WNNX-F	5 WKHX-F <	5 WKLS-F	5 WHTA-F >	5 WSTR-F	5 WSTR-F	5 WSTR-F	5 WKHX-F <
6 WKLS-F	6 WALR-F	6 WPCH-F <	6 WKHX-F	6 WPCH-F	6 WSB-F >	6 WSB-F	6 WKHX-F <	6 WALR-F	5 WALR-F	6 WHTA-F <
	7 WPCH-F	7 WHTA-F	6 WPCH-F	7 WSB	7 WSB <	7 WSB <	7 WSB-F <	6 WKHX-F <	7 WNNX-F <	
			8 WSB <	8 WFOX-F	8 WKHX-F	8 WSB	8 WZGC-F <	8 WKHX-F <	8 WGST-AF <	
			9 WHTA-F <	8 WNNX-F			9 WSB-F <	9 WSB-F <	9 WZGC-F <	
			10 WYAY-F <				10 WHTA-F <	10 WSB-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WALR	B/G	1340	Atlanta	0.8	1.7	39 523	WTSH-F	C	107.1	Rockmart	0.3	1.4	47 983
WAZX	SP-R	1550	Smyrna	0.4	0.5	19 156							
WCNN	N/T	680	N. Atlanta	0.5	2.9	24 938							
WQXI	SPRTS	790	Atlanta	0.9	2.3	46 755							
WVFJ-F	REL-CC	93.3	Manchester	0.7	2.4	46 909							

ATLANTA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
ABC	9.2 %	9.6 %	10.5 %	AC	0 (0)	302 (1)	302 (1)	7.2 %	6.2 %
WDWD-AM, WKHX-FM, WYAY-FM				AOR/Classic/NR	0 (0)	610 (3)	610 (3)	14.6 %	13.9 %
CBS/Infinity	13.5 %	13.1 %	17.0 %	Black/Urban	0 (0)	1023 (4)	1023 (4)	24.5 %	24.9 %
WAOK-AM, WVEE-FM, WZGC-FM				CHR	0 (0)	422 (1)	422 (1)	10.1 %	8.9 %
Clear Channel	11.1 %	11.0 %	17.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WGST-AM, WKLS-FM, WPCH-FM				Country	0 (0)	456 (3)	456 (3)	10.9 %	12.6 %
Cox Radio, pend.	21.3 %	21.8 %	26.4 %	Full Service	424 (1)	0 (0)	424 (1)	10.2 %	11.5 %
WFOX-FM, WJZF-FM, WNGC-FM, WSB-AM, WSB-FM				Hispanic	19 (1)	0 (0)	19 (1)	0.5 %	0.6 %
Midwestern	7.1 %	8.6 %	9.1 %	Jazz	0 (0)	130 (1)	130 (1)	3.1 %	2.7 %
WALR-AM, WALR-FM, WCNN-AM, WFOM-AM				News/Talk	92 (2)	103 (1)	195 (3)	4.7 %	4.4 %
Radio One	6.8 %	5.9 %	3.6 %	Oldies	0 (0)	161 (1)	161 (1)	3.9 %	4.7 %
WAMJ-FM, WHTA-FM				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	69.0 %	70.0 %	84.4 %	Religion/Gospel	123 (2)	32 (1)	155 (3)	3.7 %	2.4 %
				Soft AC	0 (0)	237 (1)	237 (1)	5.7 %	6.3 %
				Sports	43 (1)	0 (0)	43 (1)	1.0 %	1.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Totals	701 (7)	3476 (17)	4177 (24)		

AM Stations

Station	Power	Format	Source	AM	FM	Total	
WALR	1340	1 kw	Black Gospel	\$ NA	Katz	Midwestern	
WAOK	1380	5 kw (DA-N)	Black Gospel	Westwd, Source	\$53.00	CBS	CBS/Infinity
WGST	640	50 kw/1 kw (DA-2)	Talk/News	ABC, ESPN	\$175.00	Eastman	Clear Channel
WQXI	790	28 kw/1 kw (DA-N)	Sports	Westwd, ESPN, 1/1	\$ NA	CBS	Jefferson-Pilot
WSB	750	50 kw	Full Service/Talk	AP, CNN	\$240.00	Christal	Cox Radio

FM Stations

Station	Power	Format	Source	AM	FM	Total		
WALR	104.7	100 kw @ 983	Black AC	\$165.00	Katz	Midwestern	Athens	
WAMJ	107.5	6 kw @ 298	Black Oldies	\$ NA	Allied	Radio One	Roswell	
WFOX	97.1	100 kw @ 1585	Oldies	AMFM	\$200.00	Sentry	Cox Radio, pend.	Gainesville
WGST	105.7	50 kw @ 492	See WGST-AM				McClure	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 Radio	La Grange	
WKHX	101.5	100 kw @ 984	Country	ABC	\$310.00	Interp	ABC	
WKLS	96.1	100 kw @ 984	AOR	Source	\$220.00	Eastman	Clear Channel	
WNNX	99.7	100 kw @ 1032	AOR-New Rock	\$210.00	Mc-Guild	Susquehanna		
WPCH	94.9	100 kw @ 984	Soft AC	\$274.00	Eastman	Clear Channel		
WSB	98.5	100 kw @ 1027	AC	\$250.00	Christal	Cox Radio		
WSTR	94.1	100 kw @ 1022	CHR	\$220.00	CBS	Jefferson-Pilot	Smyrna	
WVEE	103.3	100 kw @ 1022	Black	\$355.00	CBS	CBS/Infinity		
WYAY	106.7	99 kw @ 1401	Country	ABC	\$145.00	ABC	ABC	Gainesville
WZGC	92.9	100 kw @ 914	Classic AOR	Westwd	\$185.00	CBS	CBS/Infinity	

Notes: WCNN is LMA'd to Cox Radio . . . 4/99 WNGC-F (95.5; Athens, with CP to move closer to Atlanta) sold to Cox for \$78,000,000 . . . 8/99 WFOX-F (plus 12 stations in 3 other markets) traded to Cox Radio for KFI and KOST-F Los Angeles . . . 8/99 WAEC (860; Atlanta) and WWWE (1100; Hapeville) sold by Forus to Beasley for \$10,000,000

ATLANTIC CITY-CAPE MAY

Arbitron Rank: 136 Pop (12+): 283,200	Stations: 24 / 24	Last Year's Revenue: \$16,100,000
MSA Rank: 146	Diaries: 1,266 / 224:1 / 46.6%	Household Income: \$42,994
MSA Pop: 336,000	Sample Target: 1,260	Total Retail Sales: \$3.7 Bil
DMA: Philadelphia (#4)	% Below Line: 0.0	#1 Biller: WAYV-F \$2,900,000
Average Persons Rating: 16.2	% Not Listed: 6.2	#1 Billing Portfolio: WAYV-F, etc. \$5,350,000
Market TSL in Hours: 21.75	Pop per Station: 30,521	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level		
1	WFGP-F	AC	39 / 8.5	7.4	7.9	5.4	7.3	468 / 16.5	13.8	16.6	40 / 488	D	WFGP-F
2	WTTT-FF	B/AC	31 / 6.8	6.3	8.8	10.3	9.2	360 / 12.7	10.7	13.8	31 / 364	C	WTTT-FF
3	WPUR-F	C	27 / 5.9	4.7	2.0			324 / 11.4	9.0	5.7	32 / 375		WPUR-F
4	WAYV-F	AC/CHR	25 / 5.5	5.2	7.4	7.3	5.9	498 / 17.6	16.2	19.2	26 / 521	D	WAYV-F
5	WTKU-F	O	23 / 5.0	4.1	4.2	4.1	3.6	323 / 11.4	9.7	9.9	23 / 349	B	WTKU-F
6	WZXL-F	AOR	22 / 4.8	5.9	4.8	6.9	5.0	385 / 13.6	15.0	14.7	36 / 545	D	WZXL-F
7	WOND	T	20 / 4.4	4.3	4.8	4.7	4.8	176 / 6.2	8.8	10.9	20 / 186	B	WOND
7	WMGM-F	CL HITS	20 / 4.4	4.1	3.7	3.6	3.6	403 / 14.2	12.5	11.6	20 / 424	C	WMGM-F
9	WMID	ST	18 / 3.9	4.5	3.1	3.0	3.6	228 / 8.0	7.0	6.7	18 / 228	A	WMID
9	WKOE-F	AC-NR	18 / 3.9	4.7	5.0	3.6	5.2	316 / 11.2	14.0	9.9	21 / 357	C	WKOE-F
11	WSAX-F	J	16 / 3.5	2.7	3.7	2.8	1.9	242 / 8.5	7.7	11.3	19 / 252	A	WSAX-F
12	WFGP	T	12 / 2.6	1.4	2.2	3.0	2.9	156 / 5.5	4.4	5.1	12 / 156		WFGP
13	WXTU-F	C	11 / 2.4	1.4	1.3	1.7	2.1	149 / 5.3	3.7	3.9	15 / 272		WXTU-F
14	WCZT-F	AC	10 / 2.2	1.8	1.3	1.5	1.3	113 / 4.0	3.6	2.1	10 / 113		WCZT-F

12+ FM Share (Metro): 81.39% (328 of 403) (Spring 98: 82.27%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPUR-F >	1 WAYV-F	1 WAYV-F	1 WTTT-FF <	1 WTTT-FF	1 WFGP-F >	1 WTTT-FF	1 WFGP-F >	1 WFGP-F	1 WFGP-F	1 WPUR-F <
2 WKOE-F	1 WZXL-F	2 WFGP-F	2 WAYV-F <	2 WFGP-F	2 WTKU-F <	2 WFGP-F <	2 WTKU-F <	2 WPUR-F <	2 WTTT-FF	2 WFGP-F <
2 WIOQ-F >>	3 WFGP-F <	2 WZXL-F <	3 WFGP-F	3 WAYV-F	3 WTTT-FF	3 WFGP	3 WAYV-F <	3 WAYV-F	3 WZXL-F <	3 WTTT-FF
	4 WKOE-F	4 WTTT-FF	3 WMGM-F	3 WPUR-F <	3 WOND <	4 WOND <	4 WZXL-F	4 WTTT-FF <	4 WPUR-F	4 WAYV-F <
	4 WTTT-FF	5 WMGM-F	3 WZXL-F <	5 WMGM-F	5 WMID	5 WPUR-F	4 WTTT-FF <	5 WKOE-F	5 WAYV-F	5 WMID
	6 WPUR-F	6 WKOE-F	6 WPUR-F	5 WZXL-F <	6 WPUR-F <	6 WMID <	6 WMGM-F <	5 WZXL-F	6 WKOE-F <	5 WKOE-F <
	7 WMGM-F	6 WPUR-F	7 WTKU-F <	7 WTKU-F >	7 WSAX-F	7 WZXL-F	7 WOND <	5 WMGM-F	7 WMGM-F	7 WTKU-F <
	8 WYSP-F	8 WTKU-F >	8 WKOE-F		8 WMGM-F	7 WTKU-F <	8 WPUR-F	8 WSAX-F <	7 WSAX-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	12+ Ovrnite
1 WAYV-F >>	1 WAYV-F	1 WTTT-FF	1 WTTT-FF <	1 WFGP-F <	1 WFGP-F	1 WZXL-F >	1 WZXL-F >	1 WZXL-F >	1 WZXL-F	1 WMID
2 WZBZ-F	2 WTTT-FF	1 WPUR-F	2 WFGP-F	2 WTTT-FF >	1 WZXL-F	2 WKOE-F >	2 WKOE-F >	2 WMGM-F	2 WMGM-F	2 WPUR-F
2 WTTT-FF	3 WFGP-F	3 WAYV-F	2 WAYV-F >	3 WTKU-F	3 WKOE-F >>>	3 WFGP-F	3 WYSP-F	2 WKOE-F	3 WAYV-F	3 WTTT-FF
2 WUSL-F	4 WPUR-F >	3 WFGP-F >>	4 WTKU-F	3 WPUR-F	4 WYSP-F	3 WPUR-F	4 WAYV-F	3 WPUR-F	3 WPUR-F	3 WFGP-F >>
2 WFGP-F			4 WMGM-F	3 WAYV-F	4 WMGM-F	3 WMGM-F	5 WPUR-F	3 WTTT-FF	3 WTTT-FF	
2 WKOE-F >>			4 WPUR-F	6 WMGM-F	4 WPUR-F	3 WTTT-FF	6 WFGP-F	6 WKOE-F	6 WKOE-F	
				6 WSAX-F >	4 WAYV-F	3 WAYV-F >	6 WYSP-F >			

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Cume Share Rating	TSA AQH Cume				
WBSS-F	T	97.3	Milville	1.7	6.9	12	241	KYW	N	1060	Philadelphia	0.7	2.9	5	128
WCMC	ST	1230	Wildwood	1.7	4.1	8	115	WABC	T	770	New York	0.7	1.9	3	53
WEMG-F	SP-TP	104.9	Egg Harbor	2.0	4.7	22	280	WBBO-F	CHR	98.5	Ocean Acres	0.4	2.1	2	59
WGYM	SPRTS	1490	Pleasantville	0.4	1.5	2	54	WBEB-F	AC	101.1	Philadelphia	0.7	2.8	11	155
WJNN-F	REL	106.7	N. Cape May	0.4	1.3	2	44	WIOQ-F	CHR	102.1	Philadelphia	1.1	6.3	11	328
WJSE-F	AOR-NR	102.7	Petersburg	1.1	5.8	5	164	WIP	SPRTS	610	Philadelphia	1.3	3.2	9	156
WJSX-F	J	102.3	Cape May	0.4	1.5	2	51	WKXW-F	T	101.5	Philadelphia	0.9	3.3	16	176
WWZK-F	CL AOR	98.7	Villas	1.1	3.0	5	90	WMGK-F	CL HITS	102.9	Philadelphia	0.4	1.5	4	83
WZBZ-F	CHR/B	105.5	Cape May C. H.	1.7	6.2	8	186	WMMR-F	AOR	93.3	Philadelphia	1.1	4.4	11	294
								WOGL-F	O	98.1	Philadelphia	0.4	2.0	8	167
								WPHT	T	1210	Philadelphia	0.7	2.7	4	144
								WPLY-F	CHR-NR	100.3	Media, PA	0.4	1.8	9	189
								WSNJ-F	VA	107.7	Bridgeton	0.4	1.1	10	184
								WUSL-F	B	98.9	Philadelphia	1.5	5.7	13	281
								WWDB-F	T	96.5	Philadelphia	0.7	2.7	18	225
								WYSP-F	T/CL AOR	94.1	Philadelphia	2.0	5.3	24	412
								WYXR-F	AC/CHR	104.5	Philadelphia	0.4	1.6	3	124

ATLANTIC CITY-CAPE MAY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Green Group WGYM-AM, WMGM-FM, WOND-AM, WTKU-FM	14.2 %	14.4 %	16.6 %	AC	0 (0)	97 (6)	97 (6)	24.1 %	19.0 %
				AOR/Classic/NR	0 (0)	46 (5)	46 (5)	11.4 %	14.3 %
Local WCZT-FM, WWZK-FM	3.3 %	3.2 %	%	Black/Urban	0 (0)	37 (3)	37 (3)	9.2 %	12.1 %
				CHR	0 (0)	17 (4)	17 (4)	4.2 %	5.2 %
Margate WBNJ-FM, WJSX-FM, WMID-AM, WSAX-FM, WTTH-FM, WZBZ-FM	16.1 %	15.6 %	12.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	38 (2)	38 (2)	9.4 %	7.1 %
Spring WFPG-AM, WFPG-FM, WPUR-FM	17.0 %	16.4 %	13.4 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	9 (1)	9 (1)	2.2 %	0.0 %
WAYV WAYV-FM, WCMC-AM, WZXL-FM	12.0 %	13.6 %	33.2 %	Jazz	0 (0)	18 (2)	18 (2)	4.5 %	6.4 %
				News/Talk	41 (5)	15 (3)	56 (8)	13.9 %	13.1 %
				Oldies	0 (0)	47 (4)	47 (4)	11.7 %	9.9 %
				Others/Unknown	0 (0)	2 (1)	2 (1)	0.5 %	0.0 %
				Religion/Gospel	0 (0)	2 (1)	2 (1)	0.5 %	0.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	8 (2)	0 (0)	8 (2)	2.0 %	1.7 %
				Standards/EZ	26 (2)	0 (0)	26 (2)	6.5 %	11.3 %
				Totals	75 (9)	328 (32)	403 (41)		

AM Stations

WFPG	1450	1 kw	Talk	CBS, CNN	\$<20.00	Eastman	Spring	
WMID	1340	0.89 kw	Standards	Westwd, ABC	\$<20.00	D&R	WTTH-F	
WOND	1400	1 kw	Talk	ABC, Westwd	\$<20.00	Mc-Guild	Green	Pleasantville

FM Stations

WAYV	95.1	50 kw @ 331	AC/CHR		\$40.00	Katz		
WBNJ	93.1	3.3 kw @ 292	Simul. WTTH-F				WTTH-F	Wildwood Crest
WCZT	94.3	3.3 kw @ 300	AC	ABC	\$<20.00	Interep		Avalon
WFPG	96.9	50 kw @ 360	AC		\$52.00	Eastman	Spring	
WKOE	106.3	3 kw @ 310	Modern AC	ABC	\$21.00	Eastman		Ocean City
WMGM	103.7	50 kw @ 348	Classic Hits		\$25.00	Mc-Guild	Green	
WPUR	107.3	13.5 kw @ 449	Country		\$ NA	Eastman	Spring	
WSAX	99.3	3.4 kw @ 289	Jazz	JRN	\$<20.00	D&R	WTTH-F	Pleasantville
WTKU	98.3	3 kw @ 328	Oldies	Westwd	\$21.00	Mc-Guild	Green	Ocean City
WZXL	100.7	38 kw @ 350	AOR		\$42.00	Katz	WAYV-F	Wildwood

Notes: WXTU-F - See Philadelphia . . . 2/99 The WBNJ-F calls & simulcast with B/AC WTTH-F shifted from 105.5 to 93.1 (ex-WDOX-F, Wildwood Crest); the 105.5 changed to Dance CHR (CHR/B) as WZBZ-F ("The Buzz")

AUGUSTA, GA

Arbitron Rank: 110 Pop (12+): 375,300	Stations: 26 / 21	Last Year's Revenue: \$15,400,000
MSA Rank: 109	Diaries: 875 / 429:1 / 52.1%	Household Income: \$38,318
MSA Pop: 463,000	Sample Target: 850	Total Retail Sales: \$4.1 Bil.
DMA: 111	% Below Line: 3.4	#1 Biller: WKXC-F \$2,500,000
Average Persons Rating: 14.1	% Not Listed: 15.3	#1 Billing Portfolio:
Market TSL in Hours: 19.00	Pop per Station: 17,871	Cumulus (pend.) \$5,450,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WFXA-F	B	57 / 10.7	14.0	11.3	12.2	900 / 24.0	25.2	20.9	62 / 939	C	WFXA-F
2	WZNY-F	CHR	46 / 8.7	6.6	7.2	6.9	751 / 20.0	18.2	17.7	56 / 900	C	WZNY-F
3	WKXC-F	C	42 / 7.9	6.8	8.8	9.3	682 / 18.2	15.9	18.8	51 / 828	D	WKXC-F
4	WBBQ-F	AC	36 / 6.8	7.7	8.8	8.7	625 / 16.7	18.6	21.6	43 / 789	D	WBBQ-F
5	WGAC	N/T	34 / 6.4	5.4	5.1	4.3	441 / 11.7	11.6	11.4	37 / 491	C	WGAC
6	WAKB-F	B/AC	26 / 4.9	3.2	4.1	5.0	443 / 11.8	9.9	11.1	34 / 572	B	WAKB-F
7	WIIZ-F	B	23 / 4.3	3.9	2.9	2.6	466 / 12.4	12.1	9.8	29 / 562	A	WIIZ-F
8	WGOR-F	O	21 / 4.0	3.6	3.8	4.5	345 / 9.2	8.5	10.7	24 / 431	B	WGOR-F
9	WUUS-F	C	20 / 3.8	4.7	3.6	4.6	374 / 10.0	11.1	10.9	22 / 424	B	WUUS-F
10	WSLT-F	SAC	19 / 3.6	5.2	4.4	4.8	361 / 9.6	9.4	10.4	19 / 375	B	WSLT-F
10	WEKL-F	CL AOR	19 / 3.6	5.0	4.6	5.0	404 / 10.8	11.7	11.4	22 / 505	B	WEKL-F
12	WCHZ-F	AOR	18 / 3.4	1.1	1.5	1.9	379 / 10.1	5.0	4.9	20 / 439	A	WCHZ-F
13	WRXR-F	B/O	15 / 2.8	3.9	4.1	4.1	303 / 8.1	11.0	9.3	17 / 330	C	WRXR-F
14	WTHB	B/G	14 / 2.6	3.4	5.1	3.8	169 / 4.5	4.0	5.3	14 / 169	A	WTHB
15	WAJY-F	ST	11 / 2.1	1.6	2.0	1.9	166 / 4.4	4.9	4.6	14 / 213	A	WAJY-F

12+ FM Share (Metro): 86.41% (388 of 449) (Spring 98: 83.33%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFXA-F	1 WFXA-F	1 WFXA-F	1 WKXC-F <	1 WKXC-F	1 WBBQ-F <	1 WFXA-F	1 WZNY-F <	1 WFXA-F	1 WFXA-F	1 WFXA-F >
2 WZNY-F >>	2 WZNY-F >	2 WZNY-F	2 WZNY-F	2 WFXA-F <	2 WGAC <	2 WKXC-F	2 WFXA-F	2 WKXC-F <	2 WZNY-F	2 WZNY-F
3 WIIZ-F >>	3 WCHZ-F <	3 WKXC-F <	2 WFXA-F <	3 WZNY-F	3 WKXC-F >	2 WZNY-F <	3 WGAC <	3 WZNY-F	3 WIIZ-F <	3 WKXC-F
	4 WKXC-F	4 WBBQ-F	4 WBBQ-F	3 WBBQ-F	4 WGOR-F	4 WBBQ-F <	4 WBBQ-F <	4 WGAC <	4 WKXC-F	4 WAKB-F
	5 WIIZ-F	5 WAKB-F	5 WAKB-F	5 WAKB-F	5 WAKB-F	5 WGAC <	5 WKXC-F >	5 WBBQ-F >	5 WBBQ-F	5 WIIZ-F
	6 WUUS-F	6 WEKL-F	6 WSLT-F <	6 WGAC <	6 WSLT-F	6 WAKB-F >	6 WGOR-F <	6 WIIZ-F	6 WAKB-F	5 WBBQ-F
		7 WCHZ-F	7 WEKL-F <	7 WGOR-F	6 WFXA-F	7 WEKL-F	7 WSLT-F <	7 WCHZ-F <	7 WCHZ-F <	7 WGAC
		8 WIIZ-F	8 WGAC	8 WSLT-F	8 WTHB	8 WSLT-F	8 WUUS-F	8 WGOR-F	8 WGOR-F	7 WUUS-F <
		8 WSLT-F <	9 WGOR-F	9 WEKL-F	9 WEKL-F <	9 WUUS-F	9 WAKB-F <	9 WAKB-F	9 WRXR-F	9 WEKL-F
			10 WUUS-F	10 WRXR-F		10 WGOR-F	10 WIIZ-F <	9 WUUS-F	9 WGAC	9 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	12+ Ovrnite
1 WZNY-F >	1 WZNY-F	1 WZNY-F	1 WZNY-F <	1 WKXC-F <	1 WFXA-F >>	1 WFXA-F >	1 WCHZ-F	1 WFXA-F	1 WGAC	1 WFXA-F
2 WFXA-F >>	2 WFXA-F >	2 WFXA-F >	2 WFXA-F	2 WBBQ-F <	2 WCHZ-F	2 WCHZ-F >	1 WFXA-F	2 WEKL-F	2 WKXC-F	2 WKXC-F
3 WKXC-F >	3 WKXC-F	3 WUUS-F	3 WBBQ-F <	3 WFXA-F <	2 WIIZ-F >	3 WIIZ-F	3 WKXC-F	3 WZNY-F	3 WEKL-F	3 WGAC
	4 WUUS-F	3 WKXC-F	4 WKXC-F >	4 WZNY-F >	4 WUUS-F	3 WZNY-F	3 WGAC	3 WCHZ-F	4 WAKB-F	4 WZNY-F
	4 WBBQ-F	5 WAKB-F	5 WAKB-F	5 WSLT-F	4 WZNY-F >	5 WKXC-F	5 WZNY-F	5 WAKB-F	5 WGOR-F	
	6 WAKB-F	5 WBBQ-F >>	6 WUUS-F	5 WAKB-F		5 WEKL-F	5 WEKL-F >>>	6 WGAC	6 WZNY-F	
			6 WSLT-F	7 WUUS-F				6 WKXC-F	6 WFXA-F	
			8 WGOR-F	7 WGOR-F				8 WIIZ-F	8 WBBQ-F	
			9 WIIZ-F	9 WRXR-F				9 WSLT-F	8 WCHZ-F	
				10 WTHO-F				9 WBBQ-F	8 WSLT-F	

Other Rated Stations				Metro Cume	TSA	Other Rated Stations—Outside Market				Metro Cume	TSA				
				Share	Rating	AQH	Cume				Share	Rating	AQH	Cume	
WAEG-F	J	92.3	Evans	1.1	5.5	6	210	WAAW-F	B/O	94.7	Williston, SC	0.6	2.2	4	92
WAEJ-F	B	100.9	Waynesboro	0.9	3.5	8	185	WCOS-F	C	97.5	Columbia, SC	1.1	2.3	8	162
WKZK	B/G	1600	N. Augusta, SC	1.7	3.2	9	119	WJMZ-F	B	107.3	Anderson, SC	0.8	1.5	8	92
WRDW	T/SPRTS	1480	Augusta	0.8	3.4	4	131	WMFX-F	CL AOR	102.3	St. Andrews, SC	0.4	1.2	3	55
WTHO-F	C	101.7	Thomson, GA	1.1	1.4	11	130	WWDM-F	B	101.3	Sumter, SC	0.6	2.2	3	87

AUGUSTA, GA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Beasley	15.9 %	15.1 %	15.5 %	AC	0 (0)	36 (1)	36 (1)	8.0 %	10.9 %
WAJY-FM, WCHZ-FM, WGAC-AM, WGOR-FM				AOR/Classic/NR	0 (0)	39 (3)	39 (3)	8.7 %	10.2 %
Cumulus, pend.	25.7 %	26.3 %	35.4 %	Black/Urban	0 (0)	136 (8)	136 (8)	30.3 %	24.3 %
WBBQ-AM, WBBQ-FM, WEKL-FM, WGUS-AM, WRXR-FM, WUUS-FM, WZNY-FM				CHR	0 (0)	46 (1)	46 (1)	10.2 %	8.4 %
Davis	16.5 %	14.7 %	18.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAEJ-FM, WAKB-FM, WFXA-FM, WTHB-FM				Country	0 (0)	74 (4)	74 (4)	16.5 %	16.1 %
GHB	11.5 %	14.3 %	19.9 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WKXC-FM, WSLT-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	69.6 %	70.4 %	88.8 %	Jazz	0 (0)	6 (1)	6 (1)	1.3 %	0.4 %
				News/Talk	38 (2)	0 (0)	38 (2)	8.5 %	6.7 %
				Oldies	0 (0)	21 (1)	21 (1)	4.7 %	6.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	23 (2)	0 (0)	23 (2)	5.1 %	8.6 %
				Soft AC	0 (0)	19 (1)	19 (1)	4.2 %	5.2 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	11 (1)	11 (1)	2.4 %	2.3 %
				Totals	61 (4)	388 (21)	449 (25)		

AM Stations

WGAC	580	5 kw/1 kw (DA-N)	News/Talk	CBS, Westwd	\$26.00	D&R	Beasley
WTHB	1550	0.5 kw/0.011 kw	Black Gospel	ABC	\$<20.00	Christal	Davis

FM Stations

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	Cumulus	
WCHZ	95.1	5.7 kw @ 538	AOR	Westwd	\$ NA	D&R	Beasley	Harlem
WEKL	102.3	1.5 kw @ 666	Classic AOR		\$18.00	Eastman	Cumulus	
WFXA	103.1	3 kw @ 456	Black	CBS, ABC	\$30.00	Christal	Davis	
WGOR	93.9	13 kw @ 456	Oldies		\$<20.00	D&R	Beasley	Martinez
WIIZ	97.9	50 kw @ 433	Black		\$ NA	---		Blackville
WKXC	99.5	23 kw @ 728	Country		\$53.00	Mc-Guild	GHB	Aiken, SC
WRXR	96.3	15 kw @ 889	Black Oldies		\$27.00	---	Cumulus	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 @ 1217	CHR	ABC	\$27.00	Eastman	Cumulus	

Notes: To the best of our knowledge, WAEJ-F continues to simulcast WFXA-F, although the combo was not shown as such in this Arbitron . . . 3/99 WKIM (1230) changed from Black Oldies to News/Talk . . . 4/99 WRXR-F changed from New Rock to Black Oldies . . . 4/99 WCHZ-F changed from Classic Hits to AOR

AUSTIN

Arbitron Rank: 49 **Pop (12+):** 908,000
MSA Rank: 54
MSA Pop: 1,110,000
DMA: 60
Average Persons Rating: 14.7
Market TSL in Hours: 19.75

Stations: 30 / 26
Diaries: 2,045 / 444:1 / 46.9%
Sample Target: 2,030
% Below Line: 2.2
% Not Listed: 19.0
Pop per Station: 34,923

Last Year's Revenue: \$62,700,000
Household Income: \$43,940
Total Retail Sales: \$12.3 Bil.
#1 Biller: KASE-F \$9,900,000
#1 Billing Portfolio: LBJ/Sinclair Comm. (JOA) \$26,600,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spq 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level		
1	KASE-F	C	112 / 8.4	8.6	8.2	9.3	11.0	8.6	1688 / 18.6	18.7	21.1	140 / 1986	H	KASE-F
2	KQBT-F	CHR/U	92 / 6.9	5.4	6.8	7.8	1.8	6.7	1362 / 15.0	16.2	3.5	110 / 1738	B	KQBT-F
3	KLBJ	N/T	74 / 5.5	5.3	4.6	5.6	4.7	5.3	1247 / 13.7	12.1	12.6	82 / 1354	G	KLBJ
3	KKMJ-F	SAC	74 / 5.5	5.2	7.3	5.9	6.0	6.0	1331 / 14.7	16.8	16.6	87 / 1531	G	KKMJ-F
3	KVET-F	C	74 / 5.5	5.0	6.1	5.7	4.6	5.6	1236 / 13.6	14.7	11.3	87 / 1345	G	KVET-F
6	KAMX-F	AC-NR	69 / 5.2	5.2	5.1	5.0	5.2	5.1	1561 / 17.2	18.3	17.3	85 / 1850	F	KAMX-F
7	KROX-F	AOR-NR	68 / 5.1	3.7	3.1	2.6	3.7	3.6	1204 / 13.3	11.7	12.8	75 / 1335	D	KROX-F
8	KHFI-F	CHR	67 / 5.0	4.7	4.5	5.4	9.0	4.9	1703 / 18.8	17.1	25.1	75 / 1961	G	KHFI-F
9	KLBJ-F	AOR	61 / 4.6	4.8	3.9	5.7	5.6	4.7	1247 / 13.7	13.2	14.6	68 / 1334	G	KLBJ-F
10	KEYI-F	O	48 / 3.6	4.1	4.5	3.8	4.3	4.0	891 / 9.8	12.6	13.0	56 / 1080	E	KEYI-F
11	KPEZ-F	CL AOR	47 / 3.5	4.2	3.8	3.5	4.3	3.8	998 / 11.0	11.8	11.9	48 / 1048	E	KPEZ-F
12	KGSR-F	AOR-P	46 / 3.4	3.8	3.9	2.8	3.2	3.5	894 / 9.8	9.6	8.3	47 / 905	E	KGSR-F
13	KFMK-F	B/O	37 / 2.8	5.4	3.4	1.1		3.2	792 / 8.7	10.2		39 / 832		KFMK-F
14	KJFK-F	T	32 / 2.4	1.5	1.3	1.8	1.4	1.7	566 / 6.2	4.0	4.6	42 / 687	C	KJFK-F
15	KLNC-F	C	28 / 2.1	1.9	1.2	1.9	2.4	1.8	583 / 6.4	3.7	6.8	42 / 823		KLNC-F
16	KKLB-F	SP-C	18 / 1.3	1.5	1.4	1.5	1.3	1.4	305 / 3.4	3.7	3.2	18 / 305	B	KKLB-F
17	KELG	SP-C	14 / 1.0	1.0	1.1	0.9	1.4	1.0	218 / 2.4	2.3	2.8	14 / 218		KELG
18	KFIT	G	13 / 1.0	0.5	1.2	0.5	0.7	0.8	98 / 1.1	1.6	1.6	13 / 98		KFIT
18	KVET	SPRTS	13 / 1.0	1.0	1.1	1.2	1.2	1.1	312 / 3.4	5.6	4.9	14 / 322	C	KVET
18	KIXL	REL	13 / 1.0	1.2	0.9	1.6	1.2	1.2	258 / 2.8	2.3	3.4	13 / 264	A	KIXL

12+ FM Share (Metro): 84.13% (912 of 1084) (Spring 98: 84.21%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KQBT-F >	1 KROX-F <	1 KASE-F	1 KASE-F >	1 KASE-F >	1 KASE-F <	1 KVET-F	1 KASE-F	1 KASE-F >	1 KQBT-F >	1 KQBT-F
2 KHFI-F	2 KASE-F <	2 KQBT-F <	2 KLBJ-F <	2 KKMJ-F <	2 KLBJ <	2 KASE-F	2 KLBJ >	2 KQBT-F <	2 KHFI-F	2 KASE-F
3 KROX-F >	3 KQBT-F <	3 KAMX-F <	3 KAMX-F <	3 KLBJ-F <	3 KVET-F <	3 KLBJ-F <	3 KQBT-F <	3 KKMJ-F <	2 KROX-F	3 KHFI-F
4 KAMX-F	4 KAMX-F	4 KLBJ-F	4 KKMJ-F <	4 KAMX-F	4 KKMJ-F >	4 KAMX-F	4 KKMJ-F	4 KROX-F <	4 KASE-F <	4 KROX-F <
5 KHFI-F	5 KROX-F <	5 KGSR-F <	5 KGSR-F <	4 KVET-F <	5 KEYI-F <	5 KLBJ <	5 KAMX-F	5 KHFI-F <	5 KKMJ-F	5 KLBJ-F <
6 KLBJ-F >	6 KKMJ-F <	6 KPEZ-F	6 KGSR-F <	6 KGSR-F <	6 KLBJ-F <	6 KKMJ-F	5 KROX-F	6 KAMX-F	6 KAMX-F	6 KKMJ-F
7 KGSR-F	7 KHFI-F <	7 KLBJ	7 KPEZ-F <	7 KPEZ-F <	7 KPEZ-F <	6 KQBT-F	7 KHFI-F	7 KLBJ	6 KEYI-F	6 KVET-F <
8 KKMJ-F	8 KPEZ-F <	7 KQBT-F	8 KLBJ <	8 KPEZ-F <	8 KGSR-F	8 KHFI-F <	7 KPEZ-F <	8 KPEZ-F	8 KLBJ-F <	8 KGSR-F <
8 KJFK-F	9 KGSR-F	7 KVET-F <	9 KEYI-F <	9 KFMK-F	9 KJFK-F <	9 KVET-F	8 KLBJ-F <	9 KVET-F	9 KVET-F	9 KAMX-F
	10 KVET-F <	10 KHFI-F <	10 KQBT-F <		10 KROX-F <	10 KGSR-F <			9 KGSR-F	10 KLBJ <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmt
1 KQBT-F	1 KASE-F	1 KASE-F >>	1 KASE-F >	1 KASE-F >	1 KQBT-F	1 KROX-F	1 KROX-F <	1 KLBJ-F	1 KLBJ-F <	1 KQBT-F >
2 KAMX-F	2 KQBT-F <	2 KAMX-F	2 KAMX-F <	2 KKMJ-F	2 KROX-F >>	2 KQBT-F	2 KAMX-F >	2 KQBT-F <	2 KPEZ-F	2 KVET-F
2 KHFI-F	3 KAMX-F	2 KHFI-F	3 KKMJ-F	3 KAMX-F	3 KHFI-F	3 KAMX-F >	3 KASE-F	3 KROX-F	3 KVET-F <	3 KLBJ
4 KROX-F	3 KHFI-F	4 KROX-F	4 KHFI-F <	4 KVET-F <	4 KAMX-F	4 KASE-F	4 KLBJ-F	3 KPEZ-F	4 KASE-F <	3 KASE-F
4 KASE-F >>	5 KROX-F >	4 KQBT-F	5 KQBT-F	5 KGSR-F	4 KLBJ-F	4 KHFI-F	5 KHFI-F	5 KJFK-F <	5 KLBJ	3 KROX-F
6 KLBJ-F	6 KLBJ-F	6 KGSR-F	6 KGSR-F <	5 KHFI-F	4 KJFK-F	4 KJFK-F <	5 KPEZ-F	6 KASE-F <	5 KGSR-F <	
6 KKMJ-F	7 KGSR-F <	7 KLBJ-F	7 KFMK-F	7 KEYI-F	7 KASE-F	7 KLBJ-F	5 KJFK-F	7 KAMX-F <	7 KJFK-F	
	8 KKMJ-F	8 KKMJ-F	7 KROX-F	7 KFMK-F <	8 KFON >	8 KPEZ-F	8 KLBJ	8 KGSR-F <	8 KAMX-F	
	9 KVET-F	8 KVET-F	7 KLBJ-F <	9 KLBJ		9 KLBJ		9 KLBJ <	8 KROX-F	
			10 KEYI-F <	9 KQBT-F <				10 KVET-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KAHK-F	CL.HITS	107.7	Georgetown	0.9	3.2	24	523	KSAH	SP-C	720	Universal City	0.4	1.0	7	100
KFON	SPRTS	1490	Austin	0.6	1.5	8	135	KTFM-F	CHR/U	102.7	San Antonio	0.4	0.7	5	81
KJCE	B/AC	1370	Rollingwood	0.7	1.7	10	164	KXTN-F	SP-TJ	107.5	San Antonio	0.8	1.9	13	214
KQQA	SP-VA	1530	Creedmoor	0.6	1.0	8	91	WOAI	N/T	1200	San Antonio	0.5	2.3	9	257
KQQQ-F	SP-VA	92.1	Hutto	0.8	3.0	11	281								
KTXZ	SP-C	1560	W. Lake Hills	0.4	1.2	6	106								

AUSTIN

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	17.7 %	19.1 %	26.3 %	AC	0 (0)	69 (1)	69 (1)	6.4 %	6.4 %
KASE-FM, KFMK-FM, KVET-AM, KVET-FM				AOR/Classic/NR	0 (0)	222 (4)	222 (4)	20.5 %	21.3 %
CBS/Infinity	18.3 %	16.6 %	19.3 %	Black/Urban	10 (1)	37 (1)	47 (2)	4.3 %	2.0 %
KAMX-FM, KJCE-AM, KKMJ-FM, KQBT-FM				CHR	0 (0)	164 (3)	164 (3)	15.1 %	13.3 %
Clear Channel	12.7 %	13.5 %	19.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KEYI-FM, KFON-AM, KHFI-FM, KPEZ-FM				Country	0 (0)	214 (3)	214 (3)	19.7 %	19.2 %
LBJ-Sinclair Comm. (JOA)	20.7 %	20.9 %	26.6 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KGSR-FM, KLBJ-AM, KLBJ-FM, KLNC-FM, KROX-FM				Hispanic	34 (4)	40 (3)	74 (7)	6.8 %	7.9 %
Local	2.7 %	3.0 %	1.3 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	3.0 %
KELG-AM, KKLB-FM, KTXZ-AM				News/Talk	81 (2)	32 (1)	113 (3)	10.4 %	10.1 %
	72.2 %	73.1 %	93.4 %	Oldies	0 (0)	60 (2)	60 (2)	5.5 %	6.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	26 (2)	0 (0)	26 (2)	2.4 %	2.3 %
				Soft AC	0 (0)	74 (1)	74 (1)	6.8 %	7.4 %
				Sports	21 (2)	0 (0)	21 (2)	1.9 %	0.5 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Totals	172 (11)	912 (19)	1084 (30)		

AM Stations

Station	Freq	Power	Format	Service	Rate	Advertiser	Agency
KELG	1440	0.5 kw (DA-2)	Hispanic Contemp.		\$ NA	Caballero	KKLB-F/KTXZ
KFIT	1060	2 kw/0.06 kw (DA-1)	Gospel	Westwd	\$ NA	—	Sunset Valley
KIXL	970	1 kw (DA-2)	Religion		\$ NA	—	Del Valle
KLBJ	590	5 kw/1 kw (DA-N)	News/Talk	ABC, Westwd	\$78.00	Mc-Guild	LBJ-S (JOA)
KVET	1300	5 kw/1 kw (DA-2)	Sports	ABC, CBS, ESPN	\$20.00	Katz	AMFM

FM Stations

Station	Freq	Power	Format	Service	Rate	Advertiser	Agency
KAMX	94.7	50 kw @ 1308	Modern AC		\$45.00	Eastman	CBS/Infinity
KASE	100.7	100 kw @ 1190	Country		\$190.00	Katz	AMFM
KEYI	103.5	100 kw @ 1257	Oldies		\$63.00	Clr Chnl	Clear Channel
KFMK	105.9	4.5 kw @ 1302	Black Oldies		\$ NA	—	AMFM
KGSR	107.1	39 kw @ 499	Progressive AOR		\$56.00	Mc-Guild	LBJ-S (JOA)
KHFI	96.7	100 kw @ 951	CHR		\$86.00	Clr Chnl	Clear Channel
KJFK	98.9	18.5 kw @ 1814	Talk	Westwd	\$<20.00	D&R	Shamrock
KKLB	92.5	1.6 kw @ 449	Hispanic Contemp.		\$<20.00	Caballero	KELG/KTXZ
KKMJ	95.5	96 kw @ 1001	Soft AC		\$102.00	Eastman	CBS/Infinity
KLBJ	93.7	97 kw @ 1050	AOR		\$95.00	Mc-Guild	LBJ-S (JOA)
KLNC	93.3	100 kw @ 1949	Country		\$ NA	—	LBJ-S (JOA)
KPEZ	102.3	20 kw @ 686	Classic AOR		\$50.00	Clr Chnl	Clear Channel
KQBT	104.3	48 kw @ 492	CHR/Urban		\$ NA	Eastman	CBS/Infinity
KROX	101.5	100 kw @ 981	AOR - New Rock		\$45.00	Mc-Guild	LBJ-S (JOA)
KVET	98.1	100 kw @ 686	Country	ABC	\$50.00	Katz	AMFM

Notes:

BAKERSFIELD

Arbitron Rank: 84 **Pop (12+):** 439,900
MSA Rank: 82
MSA Pop: 653,000
DMA: 130
Average Persons Rating: 15.5
Market TSL in Hours: 20.75

Stations: 33 / 27
Diaries: 1,328 / 331:1 / 47.7%
Sample Target: 1,420
% Below Line: 3.4
% Not Listed: 14.5
Pop per Station: 16,293

Last Year's Revenue: \$17,900,000
Household Income: \$35,617
Total Retail Sales: \$3.8 Bil.
#1 Biller: KUZZ-AF \$3,500,000
#1 Billing Portfolio:
 Mondosphere \$4,120,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	KUZZ-AF	C	81 / 11.9	10.3	10.9	11.3	13.5	11.1	1022 / 23.2	22.4	24.2	84 / 1141	E	KUZZ-AF
2	KRAB-F	AOR	41 / 6.0	5.7	5.6	4.9	5.9	5.6	572 / 13.0	15.0	14.4	41 / 575	C	KRAB-F
3	KERN	N/T	40 / 5.9	7.0	6.9	6.1	6.2	6.5	552 / 12.6	12.4	12.4	41 / 575	D	KERN
4	KISV-F	CHR	39 / 5.7	4.2	5.2	7.3	7.6	5.6	789 / 17.9	17.9	18.6	42 / 899	C	KISV-F
5	KKXX-F	CHR	36 / 5.3	4.6	5.4	7.0	5.4	5.6	683 / 15.5	15.4	18.4	36 / 703	C	KKXX-F
6	KLLY-F	AC/CHR	34 / 5.0	4.2	4.3	5.2	5.1	4.7	572 / 13.0	13.6	12.5	34 / 579	C	KLLY-F
7	KSUV-F	SP-R	32 / 4.7	2.5	2.9	3.1	3.1	3.3	357 / 8.1	8.1	8.5	32 / 374	B	KSUV-F
8	KGFM-F	SAC	29 / 4.3	5.5	5.2	6.7	6.5	5.4	491 / 11.2	11.0	12.9	29 / 506	C	KGFM-F
8	KIWI-F	SP-C	29 / 4.3	5.2	5.0	4.8	4.4	4.8	439 / 10.0	10.6	8.8	29 / 445	C	KIWI-F
10	KCOO-F	B/O	28 / 4.1	2.8	3.3	1.7	2.1	3.0	352 / 8.0	7.1	4.8	30 / 371		KCOO-F
11	KKBB-F	CL AOR	27 / 4.0	4.5	4.0	4.2	4.0	4.2	425 / 9.7	9.3	9.2	27 / 425	B	KKBB-F
12	KSMJ-F	J	21 / 3.1	2.8	3.6	3.3	2.2	3.2	280 / 6.4	7.3	5.5	21 / 286	B	KSMJ-F
13	KKDJ-F	O	20 / 2.9	1.9	2.9	2.8	2.5	2.6	407 / 9.3	10.3	7.1	21 / 418		KKDJ-F
14	KCWR-F	C/O	16 / 2.4	1.8	1.8	2.2	2.3	2.0	267 / 6.1	5.2	4.6	16 / 267		KCWR-F
15	KNZR	N/T	13 / 1.9	1.9	2.3	2.8	2.2	2.2	283 / 6.4	6.4	6.8	14 / 309	A	KNZR
16	KCNQ-F	C	11 / 1.6	1.6	1.0	0.7	0.9	1.2	98 / 2.2	2.1	1.9	11 / 101		KCNQ-F
17	KMYX-F	SP-R	10 / 1.5	1.6	2.2	1.7	1.5	1.8	203 / 4.6	4.5	3.9	10 / 206		KMYX-F

12+ FM Share (Metro): 81.62% (475 of 582) (Spring 98: 79.87%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
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 KRAB-F <	1 KUZZ-AF >
2 KISV-F	2 KLLY-F <	2 KLLY-F <	2 KLLY-F	2 KLLY-F	2 KERN >	2 KRAB-F	2 KERN >	2 KISV-F	2 KISV-F <	2 KKXX-F
3 KRAB-F >>	3 KISV-F	3 KSUV-F <	2 KSUV-F <	3 KERN	3 KCOO-F	3 KERN	3 KLLY-F	3 KKXX-F <	3 KUZZ-AF	3 KISV-F <
4 KUZZ-AF >	3 KRAB-F	4 KRAB-F <	4 KCOO-F <	3 KSUV-F <	3 KSMJ-F	4 KLLY-F <	4 KGFM-F <	4 KRAB-F <	4 KKXX-F	4 KSUV-F
	5 KIWI-F	5 KCOO-F <	5 KKBB-F <	5 KCOO-F <	3 KSUV-F	5 KIWI-F <	5 KIWI-F <	5 KERN <	5 KGFM-F	5 KRAB-F
	6 KKXX-F	6 KISV-F	6 KERN <	6 KKBB-F <	6 KGFM-F <	6 KISV-F	6 KCOO-F <	6 KLLY-F <	5 KSUV-F	6 KKBB-F
	7 KGFM-F <	6 KKBB-F <	7 KGFM-F	7 KGFM-F	7 KKBB-F	6 KSUV-F <	7 KISV-F <	7 KIWI-F <	7 KIWI-F <	7 KCOO-F
	8 KKBB-F	8 KGFM-F	8 KRAB-F	8 KRAB-F	8 KKDJ-F	8 KGFM-F <	8 KSUV-F <	8 KSUV-F <	8 KNZR	8 KLLY-F
	8 KSUV-F >	9 KERN	9 KISV-F	9 KKDJ-F <		9 KCOO-F	9 KKBB-F <	9 KCOO-F	8 KCOO-F >	8 KKDJ-F <
		9 KIWI-F <				9 KKXX-F <		9 KKBB-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	12+ Ovrnite
1 KISV-F	1 KUZZ-AF	1 KUZZ-AF >	1 KUZZ-AF >>	1 KUZZ-AF >>	1 KRAB-F >	1 KRAB-F	1 KLLY-F	1 KRAB-F	1 KUZZ-AF	1 KUZZ-AF >>
2 KLLY-F	2 KISV-F	2 KISV-F	2 KISV-F <	2 KGFM-F <	2 KISV-F	2 KIWI-F	2 KRAB-F	1 KSUV-F	2 KERN <	2 KRAB-F
2 KKXX-F	3 KLLY-F	3 KLLY-F	3 KGFM-F	3 KCOO-F	2 KIWI-F	3 KLLY-F	2 KIWI-F	3 KUZZ-AF <	3 KSUV-F <	3 KIWI-F
4 KIWI-F	4 KKXX-F	3 KGFM-F	4 KCOO-F	4 KLLY-F	2 KKXX-F >	4 KKBB-F	4 KUZZ-AF	4 KKBB-F	4 KLLY-F	4 KNZR
4 KRAB-F	5 KGFM-F	5 KKXX-F	5 KLLY-F <	4 KISV-F	5 KSUV-F >	4 KUZZ-AF	4 KKBB-F	4 KLLY-F	4 KKBB-F	4 KKXX-F
4 KUZZ-AF >	5 KIWI-F	5 KIWI-F	6 KKXX-F	6 KSMJ-F		6 KISV-F	4 KGFM-F >	6 KERN >	6 KRAB-F	
	7 KSUV-F	7 KSUV-F	7 KIWI-F	7 KIWI-F		6 KGFM-F		7 KIWI-F	7 KCOO-F	
	7 KRAB-F	7 KKBB-F >	7 KKDJ-F	7 KKDJ-F		6 KKXX-F		7 KCOO-F	8 KKDJ-F	
	9 KCOO-F		7 KSUV-F			6 KSUV-F >		9 KISV-F	9 KGFM-F	
									9 KIWI-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KAFY	SP-C	970	Bakersfield	1.0	2.0	7 89	KBOS-F	CHR	94.9	Tulare	0.6	2.9	25 596
KBID	ST	1350	Bakersfield	0.7	2.9	5 133	KFI	T	640	Los Angeles	0.7	1.7	11 148
KCHJ	SP-C	1010	Delano	0.9	3.0	7 159	KFRE	T	940	Fresno	0.4	0.7	15 185
KERI	REL	1180	Wasco	0.7	2.6	5 140	KFSO-F	O	92.9	Visalia	0.6	0.8	27 433
KGEO	T	1230	Bakersfield	1.2	3.3	8 148	KLOS-F	AOR	95.5	Los Angeles	0.6	1.5	21 180
KRME-F	SP-C	97.7	Shafter	1.2	4.5	9 205	KTPI-F	C	103.1	Tehachapi	0.4	1.3	6 118
KTRJ	CL	1050	Frazier Park	0.6	1.1	5 59							
KVLI-F	O	104.5	Lake Isabella	0.6	1.5	4 74							
KWAC	SP	1490	Bakersfield	0.7	2.4	5 106							

BAKERSFIELD

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
American General KBID-AM, KCOO-FM, KERN-AM, KISV-FM	16.4 %	15.2 %	20.1 %	AC	0 (0)	34 (1)	34 (1)	5.8 %	6.5 %
				AOR/Classic/NR	0 (0)	72 (3)	72 (3)	12.4 %	11.1 %
Buck Owens KCWR-FM, KUZZ-AF	14.3 %	15.2 %	19.6 %	Black/Urban	0 (0)	28 (1)	28 (1)	4.8 %	0.0 %
				CHR	0 (0)	79 (3)	79 (3)	13.6 %	16.1 %
Buckley KKBB-FM, KLLY-FM, KNZR-AM	10.9 %	13.3 %	13.7 %	Classical	4 (1)	0 (0)	4 (1)	0.7 %	0.8 %
Lotus, pend. KCHJ-AM, KIWI-FM, KWAC-AM	5.9 %	4.8 %	7.0 %	Country	6 (1)	105 (4)	111 (5)	19.1 %	20.0 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Mondosphere KKDJ-FM, KKXX-FM, KRAB-FM, KSMJ-FM	17.3 %	14.8 %	23.0 %	Hispanic	18 (3)	79 (4)	97 (7)	16.7 %	16.5 %
				Jazz	0 (0)	21 (1)	21 (1)	3.6 %	2.5 %
Z-Spanish KRME-FM, KSUV-AM, KSUV-FM	5.9 %	7.3 %	4.4 %	News/Talk	69 (5)	0 (0)	69 (5)	11.9 %	11.8 %
				Oldies	0 (0)	28 (3)	28 (3)	4.8 %	5.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	5 (1)	0 (0)	5 (1)	0.9 %	0.5 %
				Soft AC	0 (0)	29 (1)	29 (1)	5.0 %	7.3 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	5 (1)	0 (0)	5 (1)	0.9 %	1.7 %
	70.7 %	70.6 %	87.8 %	Totals	107 (12)	475 (21)	582 (33)		

AM Stations

KERN	1410	1 kw	News/Talk	ABC, Talknt, Westwd	\$43.00	Christal	American General
KNZR	1560	25 kw/10 kw (DA-N)	News/Talk	CBS, SBUSA	\$ NA	D&R	Buckley
KUZZ	550	5 kw (DA-2)	See KUZZ-F				

FM Stations

KCNQ	102.5	0.13 kw @ 1230	Country	ABC	\$ NA	Western	KVLI-F	Kernville
KCOO	104.3	6 kw @ 305	Black Oldies		\$ NA	K&P	American General	Shafter
KCWR	107.1	6 kw @ 164	Classic Country		\$ NA	Katz	Buck Owens	
KGFM	101.5	4.8 kw @ 1280	Soft AC		\$33.00	Christal	KGEO	
KISV	94.1	4.8 kw @ 1310	CHR		\$ NA	Christal	American General	
KIWI	92.1	6 kw @ 164	Hispanic Contemp.		\$29.00	Lotus	Lotus, pend.	
KKBB	99.3	1.2 kw @ 1345	Classic AOR	Westwd	\$25.00	D&R	Buckley	
KKDJ	105.3	35.4 kw @ 584	Oldies		\$ NA	Mc-Guild	Mondosphere	Delano
KKXX	96.5	50 kw @ 499	CHR		\$35.00	Mc-Guild	Mondosphere	
KLLY	95.3	12.5 kw @ 463	CHR/AC		\$29.00	D&R	Buckley	Oildale
KMYX	103.9	3 kw @ 328	Hispanic-Regional		\$ NA	---		Taft
KRAB	106.1	25 kw @ 328	AOR	CBS, Westwd	\$37.00	Mc-Guild	Mondosphere	Greenacre
KSMJ	98.5	50 kw @ 499	Jazz		\$ NA	Mc-Guild	Mondosphere	Delano
KSUV	102.9	20.5 kw @ 364	Hispanic-Regional		\$21.00	Caballero	Z-Spanish	McFarland
KUZZ	107.9	6 kw @ 1365	Country		\$75.00	Katz	Buck Owens	

Notes: KLLY-F reclassified from CHR/AC to AC/CHR, based on station self-description and audience analysis . . . KAFY is LMA'd to Z-Spanish Network . . . 6/99
KCHJ, KIWI-F and KWAC sold by KMAP, Inc. to Lotus for \$6,300,000 (Stevens)

BALTIMORE

Arbitron Rank: 20 Pop (12+): 2,075,600
MSA Rank: 18
MSA Pop: 2,490,000
DMA: 24
Average Persons Rating: 16.8
Market TSL In Hours: 22.25

Stations: 40 / 22
Diaries: 3,180/ 653:1/ 48.7%
Sample Target: 3,270
% Below Line: 16.5
% Not Listed: 14.2
Pop per Station: 94,345

Last Year's Revenue: \$97,700,000
Household Income: \$51,079
Total Retail Sales: \$22.7 Bil.
#1 Biller: WQSR-F \$13,900,000
#1 Billing Portfolio: CBS/Infinity \$45,900,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WERQ-F	335 / 9.6	9.7	9.6	9.5	8.8	9.6	3723 / 17.9	17.9	17.8	352 / 4043	I	WERQ-F
2	WWIN-F	255 / 7.3	5.7	5.5	4.7	5.8	5.8	2685 / 12.9	10.1	11.0	256 / 2692	F*	WWIN-F
3	WPOC-F	229 / 6.6	6.2	6.8	7.4	7.2	6.7	2923 / 14.1	15.1	16.4	243 / 3215	H	WPOC-F
4	WBAL	218 / 6.3	5.8	5.9	8.4	6.8	6.6	3499 / 16.9	15.3	18.0	240 / 3806	I	WBAL
5	WQSR-F	201 / 5.8	5.7	5.6	5.8	6.1	5.7	2678 / 12.9	14.9	15.8	222 / 2961	I	WQSR-F
6	WLIF-F	200 / 5.7	4.9	4.9	5.7	5.0	5.3	2471 / 11.9	12.8	12.7	207 / 2627	I	WLIF-F
7	WWMX-F	158 / 4.5	4.3	6.0	4.9	4.7	4.9	3111 / 15.0	17.5	15.9	166 / 3349	I	WWMX-F
8	WHFS-F	142 / 4.1	3.3	3.6	2.8	3.4	3.4	2830 / 13.6	14.4	12.0	153 / 3075		WHFS-F
9	WIYY-F	141 / 4.0	4.4	4.3	4.2	4.2	4.2	2353 / 11.3	12.3	11.4	174 / 2874	G	WIYY-F
10	WXV-F	132 / 3.8	3.8	3.5	3.8	4.0	3.7	2781 / 13.4	13.4	14.9	139 / 3031	F	WXV-F
11	WOCT-F	112 / 3.2	3.0	3.3	3.8	3.3	3.3	2205 / 10.6	12.1	11.4	124 / 2425	F	WOCT-F
12	WCAO	82 / 2.4	3.6	2.7	2.8	2.9	2.9	1084 / 5.2	6.2	6.8	82 / 1098	C	WCAO
13	WHUR-F	66 / 1.9	1.8	1.5	1.5	1.5	1.7	1219 / 5.9	4.7	4.6	84 / 1375		WHUR-F
14	WCBM	65 / 1.9	2.9	2.4	2.1	2.1	2.3	1164 / 5.6	5.7	5.2	69 / 1213	D	WCBM
15	WPGC-F	64 / 1.8	2.0	1.9	1.7	1.7	1.9	1771 / 8.5	8.4	7.6	69 / 1906		WPGC-F
16	WJFK	57 / 1.6	1.4	1.5	1.4	1.6	1.5	946 / 4.6	5.6	4.1	59 / 989	D	WJFK
17	WRBS-F	53 / 1.5	1.7	1.8	1.5	1.7	1.6	815 / 3.9	4.8	4.3	57 / 889		WRBS-F
18	WKYS-F	43 / 1.2	1.0	1.0	1.1	1.0	1.1	1304 / 6.3	5.8	4.9	51 / 1473		WKYS-F
18	WRQX-F	43 / 1.2	1.0	0.9	1.0	1.3	1.1	977 / 4.7	4.5	5.4	51 / 1135		WRQX-F
20	WWIN	40 / 1.1	0.9	1.1	1.0	0.9	1.0	511 / 2.5	3.4	3.0	40 / 511	*	WWIN
20	WWLG	40 / 1.1	1.3	1.4	1.3	1.1	1.3	356 / 1.7	2.5	2.2	40 / 359	B	WWLG

12+ FM Share (Metro): 80.78% (2417 of 2992) (Spring 98: 79.50%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WERQ-F >	1 WERQ-F >	1 WERQ-F >	1 WERQ-F	1 WWIN-F <	1 WBAL >	1 WQSR-F <	1 WERQ-F	1 WERQ-F	1 WERQ-F >	1 WERQ-F
2 WXV-F >>	2 WHFS-F <	2 WWIN-F	2 WWIN-F	2 WERQ-F	2 WWIN-F >	2 WERQ-F <	2 WLIF-F <	2 WWIN-F	2 WBAL <	2 WWIN-F
3 WHFS-F >	3 WWMX-F	3 WWMX-F	3 WPOC-F	3 WPOC-F <	3 WQSR-F	3 WBAL <	3 WPOC-F	3 WPOC-F <	3 WWIN-F	3 WPOC-F
4 WIYY-F	3 WPOC-F	4 WWMX-F <	4 WQSR-F	3 WPOC-F	4 WPOC-F	4 WWIN-F	4 WBAL <	4 WHFS-F <	4 WQSR-F <	4 WQSR-F <
5 WWIN-F <	5 WIYY-F <	5 WQSR-F <	5 WLIF-F <	5 WLIF-F >	5 WWIN-F	5 WQSR-F <	5 WLIF-F	5 WLIF-F	5 WLIF-F	5 WBAL
6 WXV-F	6 WHFS-F	6 WLIF-F <	6 WWMX-F	6 WERQ-F	6 WIYY-F	6 WWMX-F <	6 WWMX-F	6 WQSR-F <	6 WXV-F	6 WXV-F <
7 WPOC-F	7 WQSR-F	7 WOCT-F <	7 WIYY-F <	7 WOCT-F <	6 WLIF-F <	7 WBAL	6 WQSR-F <	7 WIYY-F	7 WLIF-F <	7 WLIF-F <
8 WOCT-F <	7 WOCT-F <	8 WIYY-F	8 WOCT-F	8 WWMX-F <	8 WWMX-F >	8 WIYY-F <	8 WHFS-F	7 WPOC-F <	8 WHFS-F <	8 WHFS-F <
9 WPGC-F	9 WLIF-F	9 WHFS-F <	9 WBAL	9 WCAO	9 WXV-F <	9 WOCT-F	9 WXV-F <	9 WWMX-F <	9 WWMX-F <	9 WWMX-F <
10 WLIF-F	10 WXV-F	10 WBAL <	10 WHFS-F	10 WIYY-F <	10 WHFS-F <	10 WHFS-F	10 WIYY-F	10 WQSR-F <	10 WOCT-F	10 WOCT-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	12+ Ovrnt
1 WERQ-F >>	1 WERQ-F >	1 WERQ-F	1 WERQ-F	1 WWIN-F <	1 WERQ-F	1 WERQ-F	1 WERQ-F	1 WERQ-F	1 WERQ-F <	1 WERQ-F >
2 WWMX-F >	2 WWMX-F >	2 WWMX-F >	2 WWMX-F <	2 WERQ-F <	2 WHFS-F	2 WHFS-F <	2 WIYY-F	2 WIYY-F	2 WWIN-F <	2 WWIN-F
3 WHFS-F <	3 WXV-F <	3 WPOC-F <	3 WWIN-F	3 WPOC-F <	3 WIYY-F >>	3 WIYY-F >>	3 WHFS-F >	3 WOCT-F	3 WIYY-F <	3 WBAL
4 WXV-F >	4 WWIN-F <	4 WWIN-F	4 WPOC-F	4 WLIF-F	4 WWIN-F	4 WWIN-F	4 WOCT-F	3 WHFS-F <	4 WQSR-F <	4 WPOC-F
5 WPGC-F	5 WHFS-F <	5 WLIF-F	5 WLIF-F	5 WWMX-F	5 WXV-F	4 WOCT-F	5 WWMX-F	5 WWIN-F	5 WOCT-F	5 WLIF-F
6 WWIN-F	6 WPOC-F	6 WXV-F	6 WQSR-F <	6 WQSR-F >	5 WWMX-F	6 WWMX-F	5 WJFK	6 WPOC-F <	6 WPOC-F <	
	7 WLIF-F <	7 WPGC-F <	7 WXV-F	7 WXV-F	7 WOCT-F	7 WXV-F <	5 WPOC-F	7 WQSR-F <	7 WBAL	
	8 WPGC-F >	8 WRQX-F <	8 WHFS-F >	8 WHUR-F	8 WWDC-F >>	8 WJFK	8 WBAL	8 WBAL	8 WHFS-F	
	9 WRQX-F	9 WHFS-F	9 WPGC-F	8 WHFS-F <	9 WPOC-F	8 WWMX-F	9 WWMX-F	9 WWMX-F <	9 WWMX-F <	
	9 WKYS-F	10 WHUR-F		10 WOCT-F <		10 WXV-F	10 WJFK	10 WLIF-F <		

BALTIMORE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
WBGR	B/G	860	Baltimore	0.3	0.9	12	179
WGRX-F	C	100.7	Westminster	0.7	3.2	31	857
WNST	SPRTS	1570	Towson	0.3	0.9	11	188
WOLB	B/T	1010	Baltimore	0.7	1.1	26	226
WRNR-F	AOR-P	103.1	Grasonville	0.6	2.2	23	492

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	218 (3)	218 (3)	7.3 %	7.5 %
AOR/Classic/NR	0 (0)	347 (5)	347 (5)	11.6 %	11.6 %
Black/Urban	26 (1)	784 (6)	810 (7)	27.1 %	22.2 %
CHR	0 (0)	146 (3)	146 (3)	4.9 %	5.1 %
Classical	0 (0)	14 (1)	14 (1)	0.5 %	0.7 %
Country	0 (0)	283 (3)	283 (3)	9.5 %	11.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	363 (4)	14 (2)	377 (6)	12.6 %	13.4 %
Oldies	0 (0)	346 (3)	346 (3)	11.6 %	11.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	134 (3)	65 (2)	199 (5)	6.7 %	7.1 %
Soft AC	0 (0)	200 (1)	200 (1)	6.7 %	6.7 %
Sports	11 (1)	0 (0)	11 (1)	0.4 %	0.4 %
Standards/EZ	41 (2)	0 (0)	41 (2)	1.4 %	1.6 %
Totals	575 (11)	2417 (29)	2992 (40)		

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WARW-F	CL AOR	94.7	Bethesda, MD	0.3	1.7	16	479
WASH-F	AC	97.1	Washington	0.5	1.7	21	447
WAVA-F	REL	105.1	Arlington, VA	0.3	1.0	13	246
WBIG-F	O	100.3	Washington	0.9	3.4	45	928
WGAY-F	B/O	99.5	Washington	0.6	2.3	29	595
WGMS-F	CL	103.5	Washington	0.4	1.3	18	332
WJFK-F	T	106.7	Manassas, VA	0.4	1.4	16	335
WMZQ-F	C	98.7	Washington	0.8	2.6	35	659
WTOP-F	N	1500	Washington	0.7	4.0	27	905
WWDC-F	AOR	101.1	Washington	0.9	5.9	44	1490
WWVZ-F	CHR	103.9	Braddock Hts., MD	0.1	0.4	15	307
WWZZ-F	CHR	104.1	Waldorf, MD	0.3	2.3	23	673

Consolidation Report	12+	25-54	Revenue
CBS/Infinity	23.4 %	24.1 %	47.0 %
WBGR-AM, WBMD-AM, WJFK-AM, WLIF-FM, WQSR-FM, WWMX-FM, WXYV-FM			
Clear Channel	12.2 %	13.7 %	16.0 %
WCAO-AM, WOCT-FM, WPOC-FM			
Radio One	18.7 %	18.1 %	16.1 %
WERQ-FM, WOLB-AM, WWIN-AM, WWIN-FM			
WCBM	3.0 %	6.0 %	3.2 %
WASA-AM, WCBM-AM, WWLG-AM			
	57.4 %	61.9 %	82.3 %

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Station
WBAL	1090	50 kw (DA-N)	News/Talk	ABC, ESPN	\$170.00	D&R Hearst
WCAO	600	5 kw (DA-1)	Black Gospel		\$40.00	Eastman Clear Channel
WCBM	680	10 kw/5 kw (DA-2)	Talk	CBS, Westwd, SBUSA	\$50.00	Katz WWLG
WJFK	1300	5 kw (DA-2)	Talk	Source, Westwd	\$ NA	CBS CBS/Infinity
WWIN	1400	1 kw	Black Gospel		\$28.00	Allied Radio One
WWLG	1360	5 kw/1.5 kw (DA-2)	Standards	ABC, Jones	\$ NA	— WCBM

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Station
WERQ	92.3	37 kw @ 570	Black/CHR	AP	\$125.00	Allied Radio One
WIYY	97.9	13.5 kw @ 946	AOR	ABC	\$115.00	D&R Hearst
WLIF	101.9	13.5 kw @ 960	Soft AC	Westwd	\$177.00	CBS CBS/Infinity
WOCT	104.3	38 kw @ 469	Classic Hits		\$101.00	Eastman Clear Channel
WPOC	93.1	16 kw @ 860	Country		\$210.00	Eastman Clear Channel
WQSR	105.7	50 kw @ 492	Oldies		\$215.00	Christal CBS/Infinity
WRBS	95.1	50 kw @ 500	Religion	SRN, ABC	\$25.00	—
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 CBS/Infinity
WXYV	102.7	50 kw @ 437	CHR	Westwd, Source	\$125.00	CBS CBS/Infinity

Notes: Other ranked stations - See Washington, DC . . . * WWIN revenue included in WWIN-F revenue level . . . 2/99 WKDB (1570; Towson) changed from Variety to Sports as WNST ("Nasty 1570") . . . 8.99 WNST sold to Catholic Radio for \$1,500,000

BATON ROUGE

Arbitron Rank: 82 **Pop (12+):** 463,000
MSA Rank: 90
MSA Pop: 577,000
DMA: 98
Average Persons Rating: 14.9
Market TSL in Hours: 20.00

Stations: 23 / 17
Diaries: 1,682 / 275:1 / 47.0%
Sample Target: 1,590
% Below Line: 8.3
% Not Listed: 16.4
Pop per Station: 27,235

Last Year's Revenue: \$24,300,000
Household Income: \$42,565
Total Retail Sales: \$5.9 Bil.
#1 Biller: WYNK-F \$4,500,000
#1 Billing Portfolio: AMFM \$10,600,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WYNK-F	56 / 8.1	7.4	7.4	8.1	9.0	7.8	909 / 19.6	17.4	18.9	98 / 1843	F	WYNK-F
2	WEMX-F	54 / 7.8	9.1	9.8	7.1	7.3	8.5	728 / 15.7	17.3	16.2	80 / 1146	C	WEMX-F
3	WDGL-F	48 / 7.0	5.8	6.4	8.1	5.5	6.8	878 / 19.0	18.9	15.4	88 / 1749	F	WDGL-F
4	KRVE-F	44 / 6.4	7.0	5.2	6.8	4.4	6.3	655 / 14.2	13.8	13.4	48 / 744	D	KRVE-F
5	WXOK	40 / 5.8	5.5	4.9	5.6	5.0	5.4	448 / 9.7	10.0	9.4	50 / 555	C	WXOK
5	WJBO	40 / 5.8	5.2	5.8	4.6	6.0	5.3	561 / 12.1	12.0	13.8	42 / 608	D	WJBO
7	WLSS-F	39 / 5.7	6.1	4.7	5.0	3.9	5.4	975 / 21.1	17.3	17.5	63 / 1668	C	WLSS-F
7	KQXL-F	39 / 5.7	5.2	5.8	6.1	5.2	5.7	591 / 12.8	14.8	12.5	46 / 826	D	KQXL-F
9	WXCT-F	36 / 5.2	5.2	7.4	5.5	8.0	5.8	664 / 14.3	15.8	14.7	55 / 1136	D	WXCT-F
10	WTGE-F	25 / 3.6	2.3	1.3	1.6	1.9	2.2	417 / 9.0	5.4	6.4	37 / 564	A	WTGE-F
10	KOOJ-F	25 / 3.6	2.9	2.7	3.7	4.8	3.2	436 / 9.4	6.2	12.8	42 / 767		KOOJ-F
12	KUMX-F	24 / 3.5	4.1	4.2	3.7	4.1	3.9	762 / 16.4	15.5	14.4	65 / 1644		KUMX-F
13	WCAC-F	22 / 3.2	2.9	2.2	2.5	3.8	2.7	512 / 11.1	9.7	12.0	44 / 926	C	WCAC-F
14	WPFC	16 / 2.3	1.2	1.8	1.2	1.7	1.6	158 / 3.4	2.2	3.1	16 / 185		WPFC
14	WCKW-F	16 / 2.3	2.3	3.7	4.1	3.6	3.1	424 / 9.2	12.4	13.3	42 / 987		WCKW-F
16	WQCK-F	15 / 2.2	2.0	2.4	2.2	2.0	2.2	290 / 6.3	5.1	4.3	16 / 339		WQCK-F

12+ FM Share (Metro): 79.90% (461 of 577) (Spring 98: 79.72%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEMX-F >>	1 WEMX-F >	1 WDGL-F <	1 WDGL-F	1 WDGL-F <	1 WYNK-F	1 WYNK-F	1 WJBO	1 WYNK-F	1 WEMX-F >	1 WXOK
2 WLSS-F >	2 KRVE-F <	2 WEMX-F <	2 KRVE-F	2 KRVE-F	2 WJBO <	2 WDGL-F	2 WYNK-F	1 WEMX-F	2 KQXL-F >	2 WEMX-F <
3 KUMX-F >>	3 WLSS-F	3 KRVE-F	3 KQXL-F <	3 WYNK-F <	3 WXOK	3 WEMX-F <	3 KRVE-F	3 WLSS-F <	3 WDGL-F	3 WYNK-F <
4 WDGL-F	4 KQXL-F <	4 WYNK-F	4 KQXL-F <	4 WDGL-F	4 KRVE-F <	4 WDGL-F	4 WDGL-F	4 WDGL-F <	4 WLSS-F <	4 WDGL-F
5 KQXL-F <	5 WLSS-F <	5 WXCT-F	5 WXCT-F	5 KQXL-F	5 KRVE-F <	5 WXOK	5 WLSS-F <	5 KRVE-F <	5 KRVE-F <	5 WLSS-F <
6 KUMX-F	6 WYNK-F	5 WTGE-F <	6 WTGE-F <	6 WTGE-F <	5 KRVE-F <	6 WXCT-F <	6 WXCT-F <	6 KQXL-F <	6 WYNK-F <	6 KQXL-F <
6 WXCT-F	6 WXCT-F	7 WEMX-F <	7 KOOJ-F	7 KOOJ-F <	7 WJBO <	7 WXOK <	7 WJBO	7 WXOK	7 WXOK	7 KRVE-F
8 WYNK-F	8 WTGE-F	8 WLSS-F	8 WEMX-F	8 WXCT-F	8 KQXL-F <	8 WEMX-F	8 WXCT-F	8 WXCT-F	7 WTGE-F	8 WXCT-F <
8 WTGE-F <	9 WXOK <	9 KOOJ-F	8 WJBO	9 WTGE-F	9 WLSS-F >	9 KQXL-F	9 KUMX-F	9 KUMX-F	9 KOOJ-F <	9 KOOJ-F <
		9 WXOK <		10 WPFC <	10 WCAC-F <		9 WTGE-F <		10 WTGE-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	12+ Ovrnite
1 WEMX-F	1 WEMX-F	1 KRVE-F	1 KRVE-F	1 KRVE-F >	1 WEMX-F >>	1 WEMX-F	1 WDGL-F >	1 WDGL-F >	1 WDGL-F >	1 WEMX-F
2 WLSS-F >	2 KRVE-F <	2 WEMX-F	2 WEMX-F	2 WYNK-F <	2 KUMX-F	2 WDGL-F >	2 WTGE-F	2 WEMX-F	2 WXCT-F	2 KQXL-F <
3 KUMX-F	3 WLSS-F >	3 WLSS-F	3 WLSS-F	3 KQXL-F	3 KQXL-F	3 WXCT-F	2 WEMX-F	3 KQXL-F <	3 KQXL-F	3 WXOK <
4 KRVE-F	4 KQXL-F	4 KQXL-F	4 KQXL-F	4 WXOK	3 WLSS-F	3 WLSS-F	4 KRVE-F	4 WXCT-F <	3 WJBO	4 WYNK-F >
4 WXCT-F	4 KUMX-F	5 WDGL-F	5 WYNK-F <	4 WTGE-F	3 WCKW-F	3 WTGE-F	4 WCKW-F	5 WYNK-F <	3 WYNK-F <	
6 WCAC-F	4 WXCT-F	5 WYNK-F	6 WXCT-F <	4 WEMX-F <	3 WDGL-F >	3 KUMX-F	4 WXCT-F	6 KRVE-F	6 KOOJ-F <	
	7 WCAC-F	5 WXCT-F	7 WTGE-F	7 WDGL-F		3 WCKW-F	7 KQXL-F	7 WJBO	7 WTGE-F	
	7 WYNK-F	5 WTGE-F	7 WDGL-F	7 WLSS-F <		3 KRVE-F	7 WXOK	7 WTGE-F	7 KRVE-F	
	7 WDGL-F >		9 WCAC-F	9 KOOJ-F		3 KQXL-F >	7 WJBO >	7 WCKW-F	9 WCKW-F	
			9 WXOK <	9 WXCT-F					9 WEMX-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KKAY-F	O	104.9	Donaldsonville	0.6	2.0	7 137	WQUE-F	B	93.3	New Orleans	0.9	4.8	26 567
WIBR	SPRTS	1300	Baton Rouge	1.2	3.4	9 180	WTKL-F	O	95.7	New Orleans	0.7	1.9	17 227
WNDC	B/G	910	Baton Rouge	1.3	4.1	11 214	WWL	N/T	870	New Orleans	0.4	2.3	28 451
							WYLD-F	B/AC	98.5	New Orleans	0.4	2.0	18 299

BATON ROUGE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	26.0 %	24.3 %	43.6 %	AC	0 (0)	44 (1)	44 (1)	7.6 %	5.2 %
KRVE-FM, WFMF-AM, WJBO-AM, WLSS-FM, WSKR-AM, WYNK-FM				AOR/Classic/NR	0 (0)	16 (1)	16 (1)	2.8 %	4.3 %
Citadel, pend.	27.3 %	25.6 %	28.6 %	Black/Urban	40 (1)	127 (5)	167 (6)	28.9 %	29.1 %
KOOJ-FM, KQXL-FM, WCAC-FM, WEMX-FM, WIBR-AM, WXOK-AM				CHR	0 (0)	63 (2)	63 (2)	10.9 %	9.5 %
Guaranty	15.8 %	20.5 %	27.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WDGL-FM, WTGE-FM, WXCT-FM				Country	0 (0)	114 (3)	114 (3)	19.8 %	24.8 %
	69.1 %	70.4 %	99.7 %	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	43 (2)	0 (0)	43 (2)	7.5 %	7.8 %
				Oldies	0 (0)	82 (4)	82 (4)	14.2 %	10.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	25 (2)	15 (1)	40 (3)	6.9 %	7.3 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	8 (1)	0 (0)	8 (1)	1.4 %	1.2 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Totals	116 (6)	461 (17)	577 (23)		

AM Stations

Station	Freq	Power	Format	Company	Price	Buyer	Station
WJBO	1150	5 kw (DA-1)	News/Talk	CBS, Westwd, ABC	\$43.00	Sentry	AMFM
WPFC	1550	5 kw (Days)	Religion		\$ NA	---	
WXOK	1460	5 kw/1 kw (DA-N)	Black	AURN, ABC	\$26.00	Mc-Guild	Citadel

FM Stations

Station	Freq	Power	Format	Company	Price	Buyer	Station
KOOJ	93.7	97 kw @ 997	Oldies	ABC	\$ NA	Allied	Citadel, pend.
KQXL	106.5	50 kw @ 298	Black AC	ABC, CBS, Westwd	\$56.00	Mc-Guild	Citadel
KRVE	96.1	43 kw @ 449	AC		\$38.00	Sentry	AMFM
WCAC	103.3	100 kw @ 1004	Country	Westwd	\$43.00	Eastman	Citadel
WDGL	98.1	100 kw @ 1499	Classic Hits	Westwd	\$57.00	D&R	Guaranty
WEMX	94.1	100 kw @ 981	Black	ABC, Westwd, CBS	\$<20.00	Mc-Guild	Citadel
WLSS	102.5	100 kw @ 1260	CHR		\$40.00	---	AMFM
WQCK	92.7	32 kw @ 604	Contemp. Christian		\$16.00	---	
WTGE	107.3	4.6 kw @ 374	Black Oldies	Westwd	\$ NA	D&R	Guaranty
WXCT	100.7	100 kw @ 1499	Country		\$37.00	D&R	Guaranty
WYNK	101.5	100 kw @ 1499	Country	ABC	\$77.00	Sentry	AMFM

Notes: 4/99 WYNK (AM) changed calls to WFMF; remains Children's . . . 5/99 WKJN-F changed calls to WCAC-F ("Cat Country"); remains Country . . . 7/99 KOOJ-F sold by Powell to Citadel for \$9,500,000

BINGHAMTON

Arbitron Rank: 166 Pop (12+): 205,900	Stations: 16 / 14	Last Year's Revenue: \$9,000,000
MSA Rank: 176	Diaries: 798 / 258:1 / 60.1%	Household Income: \$39,671
MSA Pop: 247,000	Sample Target: 770	Total Retail Sales: \$1.85 Bil.
DMA: 154	% Below Line: 2.0	#1 Biller: WHWK-F \$2,400,000
Average Persons Rating: 14.5	% Not Listed: 15.4	#1 Billing Portfolio:
Market TSL in Hours: 19.00	Pop per Station: 14,707	Citadel \$5,430,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WHWK-F	C	49 / 16.4	17.3	13.4	22.0	20.0	494 / 24.0	26.5	25.5	95 / 931	D	WHWK-F
2	WAAL-F	CL AOR	44 / 14.7	10.9	9.9	7.4	11.7	557 / 27.0	23.2	23.3	64 / 895	C	WAAL-F
3	WMRV-F	CHR	43 / 14.4	13.6	18.4	14.6	10.8	714 / 34.7	34.1	35.6	56 / 960	C	WMRV-F
4	WNBF	N/T	18 / 6.0	7.0	8.6	8.4	7.1	296 / 14.4	14.0	17.2	19 / 324	B	WNBF
5	WKGB-F	AOR	18 / 5.3	4.2	3.8	2.9	5.5	238 / 11.5	9.4	10.3	27 / 338	B	WKGB-F
6	WBBI-F	C	13 / 4.3	4.2	2.2			192 / 9.3	10.5	7.4	15 / 220	A	WBBI-F
7	WYOS-F	O	12 / 4.0	6.4	5.1	5.2	5.2	239 / 11.6	16.6	14.0	16 / 301	B	WYOS-F
7	WMXW-F	AC	12 / 4.0	5.1	8.6	6.5	7.7	256 / 12.4	14.5	18.1	14 / 287	C	WMXW-F
9	WLTB-F	SAC	10 / 3.3	2.7	5.4	2.9	2.8	184 / 8.9	8.3	11.4	10 / 206	A	WLTB-F
10	WKOP	ST	8 / 2.7	2.4	2.2	2.3	2.5	107 / 5.2	4.8	5.2	8 / 107	A	WKOP
10	WCDW-F	AOR-P	8 / 2.7	1.8	1.3	1.3	1.2	185 / 9.0	7.1	5.1	10 / 266		WCDW-F
12	WENE	SPRTS	7 / 2.3	1.8	2.2	2.3	1.8	136 / 6.6	5.2	6.2	7 / 154	A	WENE

12+ FM Share (Metro): 84.98% (215 of 253) (Spring 98: 81.34%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMRV-F >>>	1 WMRV-F <	1 WAAL-F	1 WAAL-F >	1 WAAL-F	1 WHWK-F >	1 WHWK-F >	1 WHWK-F <	1 WAAL-F <	1 WAAL-F	1 WHWK-F
2 WAAL-F >>	2 WAAL-F >>	2 WMRV-F	2 WHWK-F	2 WHWK-F >	2 WAAL-F	2 WMRV-F <	2 WAAL-F	2 WMRV-F	2 WMRV-F >>	2 WMRV-F
3 WKGB-F	3 WHWK-F >	3 WHWK-F >	3 WMRV-F >	3 WMRV-F >	3 WMBF >	3 WAAL-F >	3 WMRV-F >	3 WHWK-F >>	3 WHWK-F >	3 WAAL-F >
4 WHWK-F >	4 WKGB-F >	4 WKGB-F >	4 WKGB-F >	4 WKGB-F	4 WMRV-F	4 WMBF >	4 WMBF	4 WKGB-F	4 WKGB-F >	4 WKGB-F
	5 WMXW-F	5 WMXW-F	5 WMXW-F	5 WMXW-F	5 WYOS-F	5 WKGB-F <	5 WKGB-F	5 WMBF <	5 WYOS-F	5 WYOS-F
	5 WBBI-F >			6 WYOS-F	5 WMXW-F	6 WBBI-F <	5 WBBI-F	6 WYOS-F <		5 WMBF <
										7 WMXW-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	12+ Ovrite
1 WMRV-F >>>	1 WMRV-F >	1 WAAL-F >	1 WMRV-F	1 WHWK-F	1 WMRV-F	1 WAAL-F	1 WAAL-F >>	1 WAAL-F >>	1 WAAL-F >	1 WAAL-F >>
2 WAAL-F >>	2 WAAL-F >	2 WMRV-F	2 WAAL-F	1 WAAL-F	2 WAAL-F >>	2 WMRV-F	2 WKGB-F	2 WHWK-F <	2 WHWK-F	2 WMRV-F
3 WHWK-F >	3 WHWK-F	3 WHWK-F	2 WHWK-F >	3 WMRV-F >>	3 WKGB-F	3 WKGB-F >>	3 WMRV-F >>>	3 WKGB-F	3 WKGB-F	2 WHWK-F >
4 WBBI-F	4 WBBI-F >	4 WBBI-F	4 WBBI-F	4 WMXW-F	3 WCDW-F	4 WCDW-F		3 WMRV-F >>>	4 WMRV-F >	4 WLTB-F
5 WCDW-F >				5 WYOS-F	3 WHWK-F >>	4 WHWK-F >>			5 WYOS-F	
				5 WBBI-F >					5 WMXW-F	
									5 WENE	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago	
WAVR-F	AC	102.1	Waverly	0.7	1.3	6	91	AC	0 (0)	18 (3)	18 (3)	7.1 %	12.3 %
WINR	ST	680	Binghamton	1.7	5.8	5	155	AOR/Classic/NR	0 (0)	68 (3)	68 (3)	26.9 %	16.0 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume							
WQNY-F	C	103.7	Ithaca	0.7	2.2	9	129	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WYXL-F	AC	97.3	Ithaca	1.3	3.2	8	142	CHR	0 (0)	43 (1)	43 (1)	17.0 %	21.5 %
Consolidation Report				12+	25-54	Revenue							
Citadel				43.8 %	45.1 %	60.3 %							
WAAL-FM, WHWK-FM, WKOP-AM, WNBF-AM, WYOS-FM													
Majac				30.3 %	31.8 %	32.2 %							
WBBI-FM, WENE-AM, WKGB-FM, WMRV-FM, WMXW-FM													
				74.1 %	76.9 %	92.5 %							
Totals								38 (4)	215 (12)	253 (16)			

BINGHAMTON

AM Stations

WENE	1430	5 kw (DA-N)	Sports	CBS, SBUSA, 1/1	\$<20.00	Allied	Majac	Endicott
WKOP	1360	5 kw/0.5 kw (DA-2)	Standards		\$<20.00	Eastman	Citadel	
WNBF	1290	5 kw (DA-N)	News/Talk	ABC, BNN, Westwd	\$20.00	Katz	Citadel	

FM Stations

WAAL	99.1	7.1 kw @ 1089	Classic AOR		\$38.00	Eastman	Citadel	
WBBI	107.5	1.1 kw @ 545	Country		\$ NA	Allied	Majac	Endwell
WCDW	100.5	1.35 kw @ 692	Progressive AOR		\$ NA	Christal		Conklin
WHWK	98.1	10 kw @ 960	Country		\$52.00	Mc-Guild	Citadel	
WKGB	102.7	1.3 kw @ 708	AOR	Source	\$<20.00	D&R	Majac	Susquehanna, PA
WLTB	101.7	2 kw @ 558	Soft AC		\$<20.00	Christal	WEBO	Owego
WMRV	105.7	35 kw @ 570	CHR	Westwd	\$20.00	Allied	Majac	Endicott
WMXW	103.3	0.59 kw @ 1014	AC		\$38.00	Allied	Majac	Vestal
WYOS	104.1	0.93 kw @ 833	Oldies		\$ NA	Mc-Guild	Citadel	Chenango Bridge

Notes:

BIRMINGHAM

Arbitron Rank: 56 Pop (12+): 814,500	Stations: 26 / 23	Last Year's Revenue: \$41,600,000
MSA Rank: 66	Diaries: 1,741 / 468:1 / 47.5%	Household Income: \$39,399
MSA Pop: 909,000	Sample Target: 1,730	Total Retail Sales: \$9.7 Bil.
DMA: 39	% Below Line: 1.8	#1 Biller: WZZK-F \$7,100,000
Average Persons Rating: 15.3	% Not Listed: 9.7	#1 Billing Portfolio: Cox Radio \$16,370,000
Market TSL in Hours: 20.50	Pop per Station: 35,413	

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WBHJ-F	B	108 / 8.6	10.5	8.6	8.1	7.6	9.0	1216 / 14.9	13.5	14.2	163 / 1940	D	WBHJ-F
2	WZZK-F	C	106 / 8.5	8.3	7.5	9.4	11.3	8.4	1559 / 19.1	21.8	23.4	160 / 2416	H	WZZK-F
3	WRAX-F	AOR-NR	98 / 7.8	7.0	7.3	8.3	8.2	7.6	1294 / 15.9	17.0	17.6	174 / 2210	D	WRAX-F
4	WBHK-F	B/AC	94 / 7.5	8.7	10.4	7.7	7.9	8.6	1169 / 14.3	15.1	13.2	113 / 1393	E	WBHK-F
5	WYSF-F	SAC	85 / 6.8	6.1	3.5	4.5	3.6	5.2	1326 / 16.3	11.8	12.4	133 / 2115	D	WYSF-F
6	WODL-F	O	70 / 5.6	4.0	5.1	3.6	4.7	4.6	1001 / 12.3	14.5	11.9	102 / 1676	D	WODL-F
7	WMJJ-F	AC	64 / 5.1	4.3	6.8	5.1	7.2	5.3	966 / 11.9	14.5	14.8	75 / 1173	G	WMJJ-F
8	WAGG	B/G	60 / 4.8	2.8	2.4	3.4	3.8	3.4	580 / 7.1	4.8	7.6	61 / 607	B	WAGG
9	WERC	N/T	56 / 4.5	5.1	4.7	5.9	4.5	5.0	886 / 10.9	10.1	11.0	59 / 1015	D	WERC
10	WZRR-F	AOR/CL	49 / 3.9	5.2	3.5	5.3	5.6	4.5	913 / 11.2	11.3	13.5	74 / 1425	F	WZRR-F
11	WQEN-F	CHR	46 / 3.7	3.6	7.2	4.6	2.5	4.8	1080 / 13.3	17.0	7.4	93 / 2086		WQEN-F
12	WATV	B/O	36 / 2.9	3.3	1.9	2.4	3.1	2.6	476 / 5.8	3.8	6.0	36 / 476	A	WATV
13	WEZN	ST	33 / 2.6	2.4	2.2	3.2	2.6	2.6	291 / 3.6	4.3	4.9	34 / 308	A	WEZN
14	WOWC-F	C	32 / 2.6	2.6	2.1	3.0	3.2	2.6	655 / 8.0	9.3	10.6	61 / 1293	B	WOWC-F
15	WDJC-F	REL	28 / 2.2	1.8	3.2	2.0	1.8	2.3	678 / 8.3	9.9	6.7	42 / 1118	C	WDJC-F
16	WJOX	SPRST	25 / 2.0	1.6	1.9	2.6	1.6	2.0	523 / 6.4	5.5	6.4	40 / 794	C	WJOX
17	WRRS-F	REL-CC	23 / 1.8	2.4	0.4				391 / 4.8	1.7		34 / 627		WRRS-F
18	WAPI	N	22 / 1.8	1.3	1.8	1.9	0.9	1.7	369 / 4.5	5.4	3.3	23 / 394	B	WAPI
19	WEDA-F	CHR	21 / 1.7	1.5					615 / 7.6			21 / 636		WEDA-F
20	WENN-F	B/O	18 / 1.4	2.4	2.2	1.9	2.8	2.0	438 / 5.4	6.1	8.6	18 / 452	B	WENN-F
21	WJLD	B/AC	15 / 1.2	1.1	1.3	1.8	1.4	1.4	274 / 3.4	3.0	5.2	15 / 274		WJLD

12+ FM Share (Metro): 77.13% (870 of 1128) (Spring 98: 79.01%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBHJ-F >>	1 WRAX-F	1 WRAX-F	1 WBHK-F <	1 WZZK-F <	1 WZZK-F	1 WYSF-F	1 WRAX-F <	1 WBHJ-F <	1 WBHJ-F >	1 WBHJ-F
2 WRAX-F	2 WBHJ-F >	2 WYSF-F <	2 WRAX-F <	2 WBHK-F	2 WBHK-F <	2 WZZK-F	2 WZZK-F	2 WZZK-F	2 WRAX-F <	2 WZZK-F <
3 WQEN-F >	3 WBHK-F <	3 WBHJ-F	3 WYSF-F	3 WYSF-F <	3 WODL-F <	3 WBHK-F	2 WERC <	3 WRAX-F	3 WBHK-F >	3 WBHK-F
4 WEDA-F >	4 WYSF-F <	3 WBHK-F	4 WZZK-F <	4 WRAX-F	4 WYSF-F <	4 WRAX-F	4 WMJJ-F <	4 WMJJ-F	4 WAGG <	4 WRAX-F
	5 WMJJ-F	5 WMJJ-F	5 WMJJ-F	5 WMJJ-F <	5 WERC <	5 WBHJ-F	5 WODL-F <	4 WBHK-F	5 WQEN-F <	5 WATV <
	6 WZZK-F	5 WZZK-F	6 WBHJ-F <	6 WODL-F	6 WAGG	6 WERC <	6 WYSF-F <	4 WODL-F	6 WDJC-F <	6 WODL-F <
	7 WQEN-F <	7 WZRR-F <	7 WODL-F <	7 WBHJ-F	7 WMJJ-F <	7 WODL-F <	7 WBHK-F	7 WYSF-F <	7 WZZK-F	7 WAGG
	8 WZRR-F >>	8 WODL-F	8 WZRR-F	8 WZRR-F <	8 WATV <	8 WMJJ-F <	8 WBHJ-F	8 WAGG <	8 WYSF-F <	8 WQEN-F
			8 WAGG	9 WAGG >	9 WEZN	9 WAGG	9 WZRR-F	9 WZRR-F <	9 WODL-F <	9 WYSF-F <
								10 WQEN-F >	10 WZRR-F	10 WZRR-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	12+ Ovrrite
1 WBHJ-F >	1 WBHJ-F	1 WBHK-F	1 WYSF-F <	1 WBHK-F <	1 WBHJ-F	1 WRAX-F >	1 WRAX-F >>	1 WRAX-F	1 WRAX-F <	1 WERC >
2 WRAX-F	2 WRAX-F <	2 WBHK-F	2 WZZK-F <	2 WZZK-F <	2 WRAX-F >>	2 WBHJ-F >>	2 WBHJ-F	2 WBHJ-F	2 WZZK-F <	2 WZZK-F <
2 WYSF-F >	3 WBHK-F	3 WBHJ-F	3 WRAX-F <	3 WYSF-F	3 WMJJ-F	3 WMJJ-F	2 WZZK-F	3 WYSF-F <	3 WBHK-F	3 WBHJ-F
4 WBHK-F	4 WYSF-F <	3 WMJJ-F	4 WBHJ-F <	4 WMJJ-F	3 WZRR-F	3 WYSF-F	2 WYSF-F	4 WZZK-F	4 WYSF-F <	3 WBHK-F >>
4 WQEN-F	5 WMJJ-F	5 WZZK-F	5 WMJJ-F	5 WODL-F	3 WQEN-F	5 WZZK-F	5 WMJJ-F	4 WZRR-F <	5 WZRR-F	
	6 WZZK-F	6 WYSF-F >	6 WZZK-F	6 WRAX-F	3 WODL-F >	6 WZRR-F	6 WZRR-F	6 WBHK-F <	6 WODL-F <	
	7 WQEN-F	7 WQEN-F	7 WAGG	6 WAGG		6 WQEN-F	7 WBHK-F	7 WMJJ-F	7 WMJJ-F <	
			8 WODL-F <	8 WBHJ-F >		8 WJOX		8 WODL-F	8 WJOX <	
			9 WQEN-F					9 WJOX	9 WERC	
									9 WBHJ-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAYE	B/G	1220	Birmingham	0.9	2.4	11 193	WQSB-F	C	105.1	Alberville	0.5	0.9	42 589
WZJT-F	AOR	92.5	Dora	0.5	1.9	7 178	WRS-A-F	SAC	96.9	Decatur	0.7	2.2	38 508
							WTUG-F	B/AC	92.9	Tuscaloosa	0.6	2.3	33 563

BIRMINGHAM

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	17.3 %	17.6 %	25.7 %	AC	0 (0)	64 (1)	64 (1)	5.7 %	11.0 %
WENN-FM, WERC-AM, WMJJ-FM, WOWC-FM, WQEN-FM				AOR/Classic/NR	0 (0)	153 (3)	153 (3)	13.6 %	15.6 %
Cox Radio	37.6 %	36.7 %	39.4 %	Black/Urban	51 (2)	227 (4)	278 (6)	24.6 %	26.7 %
WAGG-AM, WBHJ-FM, WBHK-FM, WEZN-AM, WODL-FM, WZZK-FM				CHR	0 (0)	67 (2)	67 (2)	5.9 %	1.1 %
Dick	22.3 %	25.1 %	28.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAPI-AM, WJOX-AM, WRAX-FM, WYSF-FM, WZRR-FM				Country	0 (0)	144 (3)	144 (3)	12.8 %	18.4 %
	77.2 %	79.4 %	93.8 %	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	78 (2)	0 (0)	78 (2)	6.9 %	6.1 %
				Oldies	0 (0)	70 (1)	70 (1)	6.2 %	5.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	71 (2)	51 (2)	122 (4)	10.8 %	6.4 %
				Soft AC	0 (0)	94 (2)	94 (2)	8.3 %	4.7 %
				Sports	25 (1)	0 (0)	25 (1)	2.2 %	1.8 %
				Standards/EZ	33 (1)	0 (0)	33 (1)	2.9 %	3.0 %
				Totals	258 (8)	870 (18)	1128 (26)		

AM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total	%	Yr. Ago
WAGG	610	5 kw/1 kw (DA-N)	Black Gospel	AURN, CBS, ABC	\$24.00	Eastman	Cox Radio		
WAPI	1070	50 kw/5 kw (DA-N)	News	CNN	\$21.00	Christal	Dick		
WATV	900	1 kw/0.165 kw	Black Oldies	ABC	\$22.00	Interep			
WERC	960	5 kw (DA-N)	News/Talk	ABC, AMFM	\$59.00	Sentry	AMFM		
WEZN	1320	5 kw/0.11 kw	Standards	ABC	\$ NA	Katz	Cox Radio		
WJLD	1400	1 kw	Black AC	Westwd, ABC, AURN	\$<20.00	---			
WJOX	690	50 kw/0.5 kw (DA-N)	Sports	ESPN, 1-On-1	\$22.00	Christal	Dick		

FM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total	%	Yr. Ago
WBHJ	95.7	100 kw @ 981	Black		\$ NA	Mc-Guild	Cox Radio		Tuscaloosa
WBHK	98.7	31 kw @ 620	Black AC	ABC	\$ NA	Eastman	Cox Radio		Warrior
WDJC	93.7	100 kw @ 1007	Religion		\$29.00	Crawford	Crawford		
WEDA	97.3	0.64 kw @ 1004	CHR		\$ NA	Katz	Cox Radio		Homewood
WENN	105.9	1.4 kw @ 673	Black Oldies	ABC, AURN	\$ NA	Sentry	AMFM		Trussville
WMJJ	96.5	100 kw @ 1026	AC		\$87.00	Sentry	AMFM		
WODL	106.9	100 kw @ 1150	Oldies	ABC	\$56.00	Katz	Cox Radio		
WOWC	102.5	83 kw @ 2096	Country	AMFM	\$34.00	Sentry	AMFM		Jasper
WQEN	103.7	77 kw @ 1105	CHR	AMFM	\$ NA	Sentry	AMFM		Gadsden
WRAX	107.7	100 kw @ 1237	AOR-New Rock	Westwd	\$27.00	Christal	Dick		
WRRS	101.1	100 kw @ 1233	Contemp. Christian	USA	\$ NA	---			Cullman
WYSF	94.5	100 kw @ 1214	Soft AC		\$ 56.00	Christal	Dick		
WZRR	99.5	100 kw @ 870	AOR/Classic AOR		\$90.00	Christal	Dick		
WZZK	104.7	100 kw @ 1300	Country		\$150.00	Katz	Cox Radio		

Notes: 1/99 WAGG & WEZN swapped facilities: WAGG moved from 1320 to 610; WEZN, from 610 to 1320 . . . 1/99 WENN-F sold by American General to AMFM for \$3,087,500 . . . 1/99 WENN-F changed from Black to Black Oldies as "Jammin' Oldies" . . . 3/99 WSMQ (1450; Bessemer) sold for \$250,000

BLOOMINGTON

Arbitron Rank: 229 Pop (12+): 119,500
 MSA Rank: 247
 MSA Pop: 143,000
 DMA: 110 (w/Peoria)
 Average Persons Rating: 13.6
 Market TSL in Hours: 18.25

Stations: 19 / 5
 Diaries: 909 / 131:1 / 54.2%
 Sample Target: 860
 % Below Line: 29.4
 % Not Listed: 15.3
 Pop per Station: 23,900

Last Year's Revenue: \$7,800,000
 Household Income: \$50,605
 Total Retail Sales: \$1.48 Bil.
 #1 Biller: WJBC \$2,700,000
 #1 Billing Portfolio: Bloomington \$6,760,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1 WBWN-F	C	27 / 16.8	16.1	17.0	17.0	19.0	345 / 28.8	25.3	29.4	36 / 493	D WBWN-F
2 WJBC	FS	26 / 16.0	16.1	15.8	20.2	17.9	383 / 32.0	29.5	32.4	27 / 439	D WJBC
3 WBNQ-F	CHR	23 / 14.1	15.4	15.3	15.8	13.3	404 / 33.8	35.4	33.3	33 / 597	C WBNQ-F
4 WIHN-F	AOR	11 / 6.8	4.9	6.5	5.7	8.1	206 / 17.2	16.0	17.4	12 / 250	B WIHN-F
5 WPBG-F	O	9 / 5.5	4.9	3.5	4.4	4.0	185 / 13.8	10.4	12.7	15 / 270	WPBG-F
5 WLS	T	9 / 5.5	4.3	3.5	2.5	4.0	111 / 9.3	7.3	7.1	13 / 185	WLS

12+ FM Share (Metro): 70.29% (97 of 138) (Spring 98: 72.79%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBNQ-F >>	1 WBNQ-F	1 WBWN-F	1 WBNQ-F	1 WBWN-F	1 WJBC >>	1 WJBC >>	1 WBWN-F <	1 WBWN-F	1 WJBC	1 WBWN-F
2 WBWN-F	1 WBNQ-F >>	2 WBWN-F >>	2 WBWN-F >>	2 WBNQ-F >	2 WBWN-F >	2 WBWN-F	2 WBNQ-F >	2 WBNQ-F >	1 WBNQ-F	2 WJBC
3 WIHN-F >>	3 WIHN-F >	3 WJBC	3 WJBC	3 WJBC	3 WBNQ-F	3 WBNQ-F >>	3 WJBC	3 WJBC	3 WBWN-F	3 WBNQ-F >>
4 WLS	4 WPBG-F	4 WPBG-F	4 WPBG-F	4 WPBG-F	4 WPBG-F >	4 WGLO-F	4 WLS	4 WIHN-F	4 WIHN-F >	4 WIHN-F
5 WGLO-F >	4 WLS	5 WGLO-F	5 WLS	5 WLS >	4 WIHN-F <	5 WIHN-F >	5 WLS <	5 WGN	5 WGN	5 WPBG-F >
	4 WJBC	5 WLS	5 WWCT-F >>		6 WPBG-F	6 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	12+ Ovrnite
1 WBNQ-F >>	1 WBNQ-F >>	1 WBNQ-F	1 WBNQ-F	1 WBWN-F	1 WIHN-F >>	1 WIHN-F	1 WBNQ-F >>	1 WBWN-F	1 WBWN-F	1 WJBC >>>
2 WBWN-F >>>	2 WBWN-F >>>	2 WBWN-F >>>	2 WBWN-F >>	1 WBNQ-F >>	2 WBWN-F >>	2 WBWN-F		1 WIHN-F	1 WBNQ-F	2 WBWN-F >
	3 WIHN-F		3 WPBG-F	3 WPBG-F	3 WLS	3 WBNQ-F		3 WBNQ-F	3 WJBC	
	3 WEEK-F >>		4 WJBC >	3 WJBC >>	3 WBNQ-F >>	4 WLS >		4 WLS	4 WGLO-F	
						5 WGLO-F >>		5 WGLO-F	4 WPBG-F	
								5 WWCT-F	4 WLS	
									4 WWCT-F >	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume	Format	Performance	AM	FM	Total	%	Yr. Ago
WSNI-F	AC	92.9 Colfax	1.8	6.5	5 94	AC	0 (0)	11 (5)	11 (5)	8.0 %	7.5 %	
Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume	AOR/Classic/NR	0 (0)	24 (4)	24 (4)	17.4 %	21.1 %	
WBBM	N	780 Chicago	0.6	1.7	1 56	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
WEEK-F	AC	98.5 Peoria	1.8	6.9	4 134	CHR	0 (0)	24 (2)	24 (2)	17.4 %	17.7 %	
WGCY-F	EZ	106.3 Gibson City	1.2	2.7	4 113	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
WGLO-F	CL AOR	95.5 Pekin	3.7	13.5	8 240	Country	0 (0)	27 (1)	27 (1)	19.6 %	19.7 %	
WGN	FS/T	720 Chicago	2.5	5.7	11 175	Full Service	30 (2)	0 (0)	30 (2)	21.7 %	20.4 %	
WHMS-F	AC	97.5 Champaign	0.6	1.3	2 33	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
WIXO-F	AOR-NR	99.9 Bartonville	1.2	4.9	4 120	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
WJEZ-F	AC	93.7 Pontiac	0.6	1.9	9 134	News/Talk	10 (2)	0 (0)	10 (2)	7.2 %	6.8 %	
WLRW-F	CHR/AC	94.5 Champaign	0.6	4.0	1 58	Oldies	0 (0)	9 (1)	9 (1)	6.5 %	4.1 %	
WPEO	REL	1020 Peoria	0.6	1.4	2 38	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
WSWT-F	AC	106.9 Peoria	1.8	6.9	6 128	Religion/Gospel	1 (1)	0 (0)	1 (1)	0.7 %	0.7 %	
WWCT-F	AOR	105.7 Peoria	3.1	11.6	10 212	Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
						Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
						Standards/EZ	0 (0)	2 (1)	2 (1)	1.4 %	1.4 %	
Totals							41 (5)	97 (14)	138 (19)			

BLOOMINGTON

Consolidation Report	12+	25-54	Revenue
Bloomington	46.7 %	42.0 %	86.7 %
WBNQ-FM, WBWN-FM, WJBC-AM			
Kelly	8.6 %	5.7 %	8.5 %
WIHN-FM, WSNI-FM			
	55.3 %	47.7 %	95.2 %

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
WSNI	92.9	6 kw @ 328	AC	ABC	\$ NA	D&R	Kelly Colfax

Notes: Other ranked stations – See Peoria or Chicago

FORMAT CODES

<ul style="list-style-type: none"> AC - Adult Contemporary AC-NR - Modern AC AOR - Album Oriented Rock AOR-NR - New Rock AOR-P - Progressive AOR B - Black (audience 75%+ Black) B/AC - Black Adult Contemporary B/G - Black Gospel B/O - Black Oldies BIZ - Business News & Talk C - Country C/O - Classic Country CHR - Contemporary Hit Radio, Top 40 CL - Classical CL AOR - Classic AOR, Classic Rock CL HITS - Classic Hits/70's Oldies E - Ethnic (usually Foreign Lang.) EZ - Easy Listening, Beautiful Music FS - Full Service G - Gospel 	<ul style="list-style-type: none"> J - Jazz and New Adult Contemporary KIDS - Children's N - News O - Oldies (50's & 60's) REL - Religion, Christian REL-CC - Contemporary Christian SAC - Soft Adult Contemporary SP - Hispanic/Spanish SP-C - Hispanic Contemporary SP-NT - Hispanic News/Talk/Information SP-R - Hispanic-Regional SP-TP - Hispanic-Tropical SP-VA - Hispanic Variety SP-TJ - Tejano SPRTS - Sports ST - Standards, Big Band, Nostalgia T - Talk U - Urban (majority of audience is non-white) VA - Variety ? - Others or Unknown
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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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

BOISE

Arbitron Rank: 126 Pop (12+): 320,300	Stations: 23 / 21	Last Year's Revenue: \$18,000,000
MSA Rank: 129	Diaries: 1,007 / 318:1 / 56.4%	Household Income: \$44,339
MSA Pop: 403,000	Sample Target: 970	Total Retail Sales: \$4.4 Bil.
DMA: 125	% Below Line: 1.6	#1 Biller: KQFC-F \$2,000,000
Average Persons Rating: 13.9	% Not Listed: 16.2	#1 Billing Portfolio: Citadel \$7,700,000
Market TSL in Hours: 18.75	Pop per Station: 15,252	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KZMG-F	35 / 7.9	8.0	8.4	8.9	9.2	651 / 20.3	21.1	21.8	45 / 829	C	KZMG-F
2	KIDO	31 / 7.0	7.3	6.6	5.8	8.0	466 / 14.5	16.7	15.1	39 / 554	C	KIDO
2	KLTB-F	31 / 7.0	8.2	8.6	4.5	5.7	487 / 15.2	17.0	15.7	44 / 653	C	KLTB-F
4	KQFC-F	29 / 6.5	8.0	6.4	9.4	7.4	495 / 15.4	16.1	15.2	38 / 604	D	KQFC-F
5	KXLT-F	26 / 5.8	8.0	6.9	6.9	4.9	519 / 16.2	14.2	14.9	29 / 605	C	KXLT-F
6	KJOT-F	24 / 5.4	4.5	2.4	3.6	4.5	350 / 10.9	11.3	8.9	43 / 572	C	KJOT-F
7	KGEM	23 / 5.2	3.9	4.9	3.6	2.5	282 / 8.2	6.2	9.6	24 / 312	A	KGEM
8	KQXR-F	21 / 4.7	3.7	4.9	3.8	4.9	405 / 12.6	12.5	10.2	25 / 468	B	KQXR-F
8	KCIX-F	21 / 4.7	3.4	5.3	5.4	6.2	460 / 14.4	10.6	13.2	27 / 585	C	KCIX-F
10	KKGL-F	19 / 4.3	3.9	2.7	5.8	2.5	292 / 9.1	11.3	9.6	24 / 354	B	KKGL-F
10	KIZN-F	19 / 4.3	5.8	6.0	8.3	9.0	480 / 15.0	15.7	15.4	36 / 719	C	KIZN-F
12	KARO-F	15 / 3.4	3.9	4.9	4.9	6.2	315 / 9.8	11.6	14.0	17 / 408	C	KARO-F
12	KBOI	15 / 3.4	4.3	5.3	6.0	5.9	349 / 10.9	15.5	12.7	25 / 555	C	KBOI
14	KCID-F	13 / 2.9	1.7	3.3	1.6	1.8	303 / 9.5	10.0	10.4	14 / 406	A	KCID-F
15	KTPZ-F	11 / 2.5	2.8	3.1	1.6		321 / 10.0	8.8	11.4	24 / 646	A	KTPZ-F
16	KFXJ-F	10 / 2.2	1.7	2.0	3.4	2.5	169 / 5.3	5.3	5.4	12 / 218	B	KFXJ-F
16	KFXD	10 / 2.2	2.2	1.6	2.0	0.4	133 / 4.2	5.1	5.0	14 / 205	A	KFXD

12+ FM Share (Metro): 77.48% (289 of 373) (Spring 98: 76.44%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZMG-F	1 KZMG-F	1 KZMG-F	1 KQFC-F	1 KQFC-F <	1 KLTB-F	1 KIDO <	1 KIDO	1 KLTB-F <	1 KZMG-F	1 KZMG-F
2 KQXR-F	2 KJOT-F >	2 KJOT-F	2 KLTB-F	2 KLTB-F	1 KIDO	2 KZMG-F <	2 KLTB-F <	2 KZMG-F	2 KQXR-F	2 KQFC-F
3 KTPZ-F >>	3 KCIX-F	2 KQFC-F	2 KJOT-F	3 KZMG-F <	3 KGEM	3 KQFC-F <	3 KZMG-F	3 KQFC-F <	3 KXLT-F	3 KGEM
	3 KIZN-F	4 KLTB-F	2 KZMG-F	4 KJOT-F <	4 KQFC-F	4 KLTB-F	4 KGEM <	4 KXLT-F <	4 KCIX-F	4 KLTB-F
	3 KARO-F	4 KXLT-F	5 KKGL-F <	5 KKGL-F	5 KXLT-F	5 KJOT-F <	5 KJOT-F	5 KGEM	5 KJOT-F	4 KQXR-F <
	3 KQXR-F	6 KCIX-F <	6 KCIX-F	5 KXLT-F <	6 KBOI	6 KXLT-F	5 KQXR-F <	5 KQXR-F <	5 KQXR-F	6 KXLT-F
	7 KXLT-F	7 KKGL-F <	6 KXLT-F	7 KIDO <	6 KKGL-F	7 KIZN-F	7 KQFC-F	7 KCIX-F	5 KQFC-F <	7 KCIX-F
	7 KQFC-F	8 KIZN-F <	8 KARO-F	8 KCIX-F	8 KCIX-F	8 KZMG-F	7 KCIX-F	8 KKGL-F	7 KIDO <	8 KIDO
		9 KARO-F <	8 KIZN-F	9 KARO-F	8 KIZN-F <	7 KARO-F <	9 KBOI	9 KJOT-F	9 KCID-F	7 KKGL-F
			8 KIDO <	9 KIZN-F	9 KIZN-F		9 KCIX-F <	10 KKGL-F	9 KLTB-F	7 KJOT-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	12+ Ovrite
1 KZMG-F	1 KZMG-F >	1 KCIX-F	1 KZMG-F <	1 KQFC-F	1 KJOT-F >	1 KJOT-F >	1 KJOT-F >	1 KJOT-F >	1 KJOT-F <	1 KQFC-F
2 KXLT-F >>	2 KCIX-F	1 KZMG-F	2 KXLT-F	2 KLTB-F	2 KZMG-F >	2 KZMG-F	2 KARO-F	2 KARO-F	2 KLTB-F	1 KIDO >
3 KCIX-F >>	3 KXLT-F	1 KIZN-F	2 KQFC-F	2 KZMG-F	3 KQXR-F	3 KARO-F	3 KZMG-F	2 KKGL-F	3 KKGL-F	3 KTPZ-F
	3 KIZN-F	4 KQFC-F >	4 KCIX-F	4 KXLT-F	3 KIZN-F >>	3 KQXR-F >	3 KQXR-F	2 KZMG-F	4 KARO-F	4 KZMG-F
	5 KQFC-F >>	5 KKGL-F	5 KLTB-F	4 KCIX-F >	5 KCID-F	5 KCID-F	5 KCID-F	5 KQFC-F	4 KQFC-F	
		5 KJOT-F	6 KIZN-F >	6 KIZN-F	5 KIZN-F >	5 KKGL-F	6 KIDO	6 KIDO	6 KIDO	
		5 KXLT-F >>	7 KCID-F	7 KCID-F		5 KTIK >	7 KLTB-F	7 KLTB-F	7 KZMG-F	
			7 KKGL-F	7 KIDO			7 KQXR-F	7 KQXR-F	8 KXLT-F	
			9 KQXR-F	9 KKGL-F			9 KIZN-F	8 KBOI	8 KBOI	
			9 KJOT-F					10 KQXR-F	10 KQXR-F	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market			Metro Share	Cume Rating	TSA AQH	Cume
KBXL-F	REL	94.5 Caldwell	0.7	2.8	4	120	KGZH-F	C	98.7 Nyssa, OR	0.4	2.8	4	127
KMXM-F	C	100.7 Gooding	0.4	2.1	12	228	KJHY-F	SP-C	101.9 Emmet, ID	1.1	1.4	7	107
KTIK	SPRTS	1340 Nampa	1.1	2.7	5	98							
KWEI-F	SP-VA	99.5 Fruitland	0.7	1.4	12	135							

BOISE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Citadel	26.4 %	29.0 %	42.8 %	AC	0 (0)	34 (2)	34 (2)	9.1 %	9.8 %
KBOI-AM, KIZN-FM, KKGL-FM, KQFC-FM, KZMG-FM				AOR/Classic/NR	0 (0)	89 (5)	89 (5)	23.9 %	19.0 %
Clear Channel	30.1 %	31.6 %	41.9 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KARO-FM, KCIX-FM, KFXD-AM, KIDO-AM, KLTB-FM, KXLT-FM				CHR	0 (0)	46 (2)	46 (2)	12.3 %	13.0 %
Journal Broadcast Group	18.2 %	14.4 %	11.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KCID-FM, KGEM-AM, KJOT-FM, KQXR-FM				Country	10 (1)	52 (4)	62 (5)	16.6 %	17.0 %
Local	2.9 %	0.8 %	0.6 %	Full Service	15 (1)	0 (0)	15 (1)	4.0 %	6.0 %
KMXM-FM, KTPZ-FM				Hispanic	0 (0)	8 (2)	8 (2)	2.1 %	0.8 %
	77.6 %	75.8 %	97.0 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	31 (1)	0 (0)	31 (1)	8.3 %	7.5 %
				Oldies	0 (0)	31 (1)	31 (1)	8.3 %	9.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	3 (1)	3 (1)	0.8 %	1.5 %
				Soft AC	0 (0)	26 (1)	26 (1)	7.0 %	7.8 %
				Sports	5 (1)	0 (0)	5 (1)	1.3 %	2.3 %
				Standards/EZ	23 (1)	0 (0)	23 (1)	6.2 %	5.5 %
				Totals	84 (5)	289 (18)	373 (23)		

AM Stations

Station	Freq	Power	Format	Company	Revenue	Owner	Market
KBOI	670	50 kw (DA-N)	Full Service	Westwd, ABC	\$30.00	Katz	Citadel
KFXD	580	5 kw (DA-N)	Classic Country	CNN, Westwd	\$ NA	Christal	Clear Channel
KGEM	1140	10 kw (DA-N)	Standards	Westwd	\$<20.00	Allied	Journal Bcst Gp
KIDO	630	5 kw (DA-2)	Talk/News	ABC	\$27.00	Christal	Clear Channel

FM Stations

Station	Freq	Power	Format	Company	Revenue	Owner	Market
KARO	103.3	54 kw @ 2588	AOR		\$35.00	Christal	Clear Channel
KCID	107.1	49 kw @ 2654	AC		\$ NA	Allied	Journal Bcst Gp
KCIX	105.9	49 kw @ 2699	AC/CHR		\$35.00	Mc-Guild	Clear Channel
KFXJ	94.9	49 kw @ 2692	Progressive AOR		\$<20.00	Allied	Nampa
KIZN	92.3	44 kw @ 2499	Country		\$32.00	Banner	Citadel
KJOT	105.1	53 kw @ 2588	AOR		\$25.00	Allied	Journal Bcst Gp
KKGL	96.9	44 kw @ 2519	Classic AOR		\$<20.00	Katz	Citadel
KLTB	104.3	52 kw @ 2578	Oldies		\$25.00	Christal	Clear Channel
KQFC	97.9	47 kw @ 2499	Country		\$51.00	Katz	Citadel
KQXR	100.3	100 kw @ 708	New Rock		\$<20.00	Allied	Journal Bcst Gp
KTPZ	99.1	80 kw @ 2192	CHR		\$ NA	Tacher	KMXM-F
KXLT	107.9	45 kw @ 2684	Soft AC		\$<20.00	Christal	Clear Channel
KZMG	93.1	50 kw @ 2631	CHR		\$35.00	Banner	Citadel

Notes: 5/99 KCID-F changed from Modern AC (AC-NR) to AC

BOSTON

Arbitron Rank: 8	Pop (12+): 3,700,800	Stations: 36 / 28	Last Year's Revenue: \$247,900,000
MSA Rank: 8		Diaries: 4,485 / 825:1 / 49.9%	Household Income: \$58,141
MSA Pop: 3,890,000		Sample Target: 4,600	Total Retail Sales: \$42.8 Bil.
DMA: 6		% Below Line: 4.6	#1 Biller: WBZ \$30,000,000
Average Persons Rating: 16.2		% Not Listed: 14.7	#1 Billing Portfolio:
Market TSL in Hours: 21.50		Pop per Station: 132,171	CBS/Infinity \$109,500,000

12+ Metro	Format	Spring 99		Wln 99	Fall 98	Sum 98	Spq 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	WBZ	444 / 7.4	7.9	8.7	7.9	7.8	8.0	7819 / 20.6	23.4	21.9	531 / 9701	L	WBZ	
2	WXKS-F	389 / 8.5	5.8	5.0	5.6	5.8	5.7	7616 / 20.6	17.9	19.8	443 / 9258	K	WXKS-F	
3	WMJX-F	349 / 5.8	6.1	5.5	6.8	6.0	6.1	5418 / 14.6	14.5	16.4	383 / 6190	J	WMJX-F	
4	WJMN-F	324 / 5.4	6.6	6.3	6.8	7.1	6.3	5892 / 15.9	17.0	18.7	426 / 8498	J	WJMN-F	
5	WRKO	305 / 5.1	4.9	4.9	6.0	5.7	5.2	3678 / 9.9	12.0	11.9	351 / 4587	H	WRKO	
6	WBCN-F	303 / 5.1	4.7	5.4	5.7	5.8	5.2	5804 / 15.7	18.3	16.9	366 / 7190	K	WBCN-F	
7	WODS-F	297 / 5.0	3.9	4.3	4.6	4.1	4.4	4819 / 13.0	13.4	12.8	356 / 6205	J	WODS-F	
8	WZLX-F	251 / 4.2	2.8	3.2	3.3	3.2	3.4	3890 / 10.5	9.4	10.8	310 / 4928	J	WZLX-F	
9	WBMX-F	245 / 4.1	4.4	4.1	4.8	4.6	4.3	5293 / 14.3	15.1	15.3	311 / 6866	J	WBMX-F	
10	WEEI	236 / 3.9	2.5	3.8	3.6	3.9	3.5	3970 / 10.7	11.1	12.4	283 / 4827	J	WEEI	
11	WAAF-F	198 / 3.3	3.2	3.4	2.6	3.2	3.1	3200 / 8.6	8.6	8.2	296 / 4741	H	WAAF-F	
12	WCRB-F	194 / 3.2	4.5	3.9	3.3	4.6	3.7	3635 / 9.8	10.8	11.4	251 / 4834	G	WCRB-F	
12	WKLB-F	194 / 3.2	3.0	3.5	2.7	2.5	3.1	2540 / 6.9	7.2	5.8	243 / 3302	H	WKLB-F	
14	WQXS-F	151 / 2.5	1.9	2.3	2.6	2.2	2.3	2950 / 8.0	7.7	8.5	170 / 3491	G	WQXS-F	
15	WROR-F	148 / 2.5	3.1	3.0	2.8	3.0	2.8	2898 / 7.8	8.8	8.6	166 / 3442	H	WROR-F	
16	WBOS-F	141 / 2.4	1.5	1.7	2.0	2.2	1.9	2759 / 7.5	7.3	10.2	165 / 3537	I	WBOS-F	
17	WSJZ-F	130 / 2.2	2.3	2.4	2.3	2.4	2.3	1889 / 5.1	6.0	6.1	161 / 2415	F	WSJZ-F	
18	WXKS	89 / 1.5	1.8	1.6	2.3	1.7	1.8	1141 / 3.1	3.4	3.6	89 / 1141	B	WXKS	
19	WPLM-F	85 / 1.4	1.7		0.6	0.3		1302 / 3.5		1.6	132 / 1983		WPLM-F	
20	WFNX-F	71 / 1.2	1.7	1.3	1.6	1.2	1.4	1960 / 5.3	5.6	5.6	78 / 2094	D	WFNX-F	
21	WXLO-F	59 / 1.0	1.2	1.0	0.6	0.5	0.9	1382 / 3.7	4.0	2.9	122 / 2596		WXLO-F	
22	WNFT	57 / 1.0	1.1	0.4	0.8		0.8	487 / 1.3	1.0		57 / 497		WNFT	

12+ FM Share (Metro): 75.04% (3807 of 5073) (Spring 98: 72.59%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMN-F >>	1 WXKS-F <	1 WXKS-F	1 WXKS-F <	1 WMJX-F	1 WBZ >	1 WBZ	1 WMJX-F <	1 WXKS-F <	1 WBZ	1 WBZ <
2 WXKS-F >	2 WBCN-F	2 WBCN-F	2 WMJX-F <	2 WXKS-F <	2 WRKO <	2 WBCN-F	2 WXKS-F	2 WRKO <	2 WJMN-F	2 WJMN-F <
3 WAAF-F >	3 WJMN-F	3 WMJX-F <	3 WZLX-F <	3 WZLX-F <	3 WODS-F	3 WXKS-F	3 WRKO <	3 WJMN-F <	3 WEEI	3 WXKS-F <
4 WBCN-F >	4 WBMX-F <	4 WZLX-F <	4 WBMX-F <	4 WODS-F <	4 WMJX-F	4 WMJX-F <	4 WODS-F <	4 WBZ <	4 WMJX-F <	4 WODS-F <
	5 WAAF-F <	5 WJMN-F <	5 WBCN-F	5 WBMX-F	5 WEEI	5 WBMX-F <	5 WZLX-F	5 WMJX-F	5 WXKS-F	5 WMJX-F
	6 WMJX-F <	6 WBMX-F	6 WODS-F <	6 WBCN-F <	6 WCRB-F	6 WRKO <	5 WBZ	6 WODS-F <	6 WAAF-F	6 WRKO
	7 WZLX-F >	7 WAAF-F <	7 WBOS-F <	7 WBZ	7 WZLX-F <	7 WJMN-F	7 WBMX-F <	7 WBCN-F <	7 WBCN-F	6 WZLX-F <
	8 WQXS-F	8 WODS-F	8 WBZ <	8 WEEI <	8 WKLB-F	7 WODS-F	8 WBCN-F	8 WZLX-F <	8 WODS-F <	8 WCRB-F <
		9 WQXS-F <	9 WQXS-F <	9 WQXS-F <	8 WROR-F	9 WEEI <	9 WJMN-F <	9 WAAF-F <	9 WCRB-F <	9 WKLB-F
		10 WBOS-F <	10 WEEI <	10 WKLB-F <		10 WZLX-F	10 WEEI <	10 WBMX-F	10 WZLX-F <	9 WBMX-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	12+ Ovrmte
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 WZLX-F <	1 WBZ >>>
2 WJMN-F >>	2 WJMN-F	2 WBMX-F	2 WMJX-F	2 WXKS-F	2 WAAF-F <	2 WAAF-F	2 WZLX-F <	2 WZLX-F	2 WEEI	2 WMJX-F
3 WMJX-F <	3 WBMX-F	3 WMJX-F >	3 WBMX-F	3 WBMX-F	3 WJMN-F >	3 WZLX-F	3 WAAF-F >	3 WAAF-F	2 WBCN-F	3 WRKO
4 WBCN-F	4 WMJX-F >	4 WJMN-F	4 WJMN-F >	4 WODS-F	4 WZLX-F	4 WJMN-F	4 WBMX-F	4 WEEI <	4 WODS-F <	4 WJMN-F
5 WBMX-F	5 WBCN-F	4 WQXS-F	5 WQXS-F <	5 WQXS-F <	5 WXKS-F >	5 WXKS-F >	5 WXKS-F <	5 WJMN-F <	5 WBZ	5 WXKS-F
6 WKLB-F >	6 WKLB-F <	6 WBOS-F	6 WBCN-F	6 WKLB-F <	6 WBMX-F	6 WMJX-F	6 WXKS-F	6 WXKS-F	6 WMJX-F <	
	7 WQXS-F >	7 WBCN-F <	6 WKLB-F <	7 WBZ <	7 WMJX-F	6 WEEI	7 WBMX-F <	7 WBMX-F <	7 WAAF-F	
	8 WBOS-F	8 WKLB-F	8 WODS-F <	8 WROR-F <	8 WQXS-F	8 WQXS-F <	8 WODS-F <	8 WODS-F <	7 WXKS-F	
	9 WAAF-F <		9 WZLX-F >	9 WBOS-F <	8 WEEI	9 WBZ	9 WBZ	9 WBZ	7 WBOS-F <	
			10 WBOS-F <	10 WZLX-F <	10 WBZ		9 WMJX-F <	10 WBMX-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WBOQ-F	CL	104.9	Gloucester	0.4	1.2	28	570	WBRU-F	AOR-NR	95.5	Providence	0.4	1.9	115	2713
WEZE	REL	590	Boston	0.6	1.7	40	675	WCTK-F	C	98.1	New Bedford, MA	0.6	1.4	144	2054
WHOB-F	CHR	106.3	Nashua	0.3	1.3	23	655	WGIR-F	AOR	101.1	Manchester, NH	0.8	3.0	117	2128
WILD	B	1090	Boston	0.9	2.1	55	787	WHJY-F	AOR	94.1	Providence	0.4	1.5	170	2610
WJIB	EZ	740	Boston	0.4	0.8	21	296	WOKQ-F	C	97.5	Dover, NH	0.5	1.5	132	1898
WROL	REL	950	Boston	0.4	1.2	23	549	WSRS-F	SAC	96.1	Worcester	0.5	1.7	132	1897
WXRV-F	AOR-P	92.5	Haverhill	0.9	3.3	88	1780	WZID-F	AC/SAC	95.7	Manchester, NH	0.5	1.8	126	1640

BOSTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	13.4 %	17.9 %	16.5 %	AC	0 (0)	952 (5)	952 (5)	18.8 %	16.7 %
WJMN-FM, WXKS-AM, WXKS-FM				AOR/Classic/NR	0 (0)	1110 (9)	1110 (9)	21.9 %	20.8 %
CBS/Infinity	25.8 %	26.9 %	44.2 %	Black/Urban	55 (1)	0 (0)	55 (1)	1.1 %	1.4 %
WBCN-FM, WBMX-FM, WBZ-AM, WODS-FM, WZLX-FM				CHR	0 (0)	732 (3)	732 (3)	14.4 %	15.4 %
Entercom	14.8 %	13.3 %	17.3 %	Classical	0 (0)	216 (2)	216 (2)	4.3 %	6.0 %
WAAF-FM, WEEI-AM, WQSX-FM, WRKO-AM				Country	0 (0)	255 (3)	255 (3)	5.0 %	3.0 %
Greater Media	16.1 %	20.6 %	18.6 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WBOS-FM, WKLB-FM, WMJX-FM, WROR-FM, WSJZ-FM				Hispanic	57 (1)	0 (0)	57 (1)	1.1 %	0.0 %
Mega	1.0 %	1.3 %	%	Jazz	0 (0)	130 (1)	130 (1)	2.6 %	3.2 %
WBPS-AM, WNFT-AM				News/Talk	749 (2)	0 (0)	749 (2)	14.8 %	16.1 %
	71.1 %	80.0 %	96.6 %	Oldies	0 (0)	297 (1)	297 (1)	5.9 %	7.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	59 (2)	0 (0)	59 (2)	1.2 %	1.1 %
				Soft AC	0 (0)	115 (2)	115 (2)	2.3 %	0.0 %
				Sports	236 (1)	0 (0)	236 (1)	4.7 %	4.7 %
				Standards/EZ	110 (2)	0 (0)	110 (2)	2.2 %	4.1 %
				Totals	1266 (9)	3807 (26)	5073 (35)		

AM Stations

Station	Freq	Power	Format	Parent	Revenue	Group	Company	City
WBZ	1030	50 kw (DA-1)	News/Talk	ABC, CBS, AP	\$327.00	Group W	CBS/Infinity	
WEEI	850	50 kw (DA-2)	Sports	CBS, Westwd	\$215.00	Eastman	Entercom	
WNFT	1150	5 kw (DA-2)	Hispanic-Tropical		\$ NA	—	Mega	
WRKO	680	50 kw (DA-2)	Talk	ABC	\$180.00	Eastman	Entercom	
WXKS	1430	5 kw/1 kw (DA-N)	Standards/Biz	Westwd	\$50.00	Katz	Chancellor	Everett

FM Stations

Station	Freq	Power	Format	Parent	Revenue	Group	Company	City
WAAF	107.3	18.5 kw @ 822	AOR-New Rock	Westwd	\$142.00	D&R	Entercom	Worcester
WBCN	104.1	20.9 kw @ 771	AOR	Westwd	\$350.00	CBS	CBS/Infinity	
WBMX	98.5	9 kw @ 1145	AC		\$235.00	Christal	CBS/Infinity	
WBOS	92.9	8.81 kw @ 1152	Progressive AOR		\$155.00	Mc-Guild	Greater Media	Brookline
WCRB	102.5	8.1 kw @ 1152	Classical		\$125.00	Allied	Charles River	Waltham
WEGQ	93.7	34 kw @ 587	Classic Hits		\$115.00	Christal	Entercom	Lawrence
WFNX	101.7	1.65 kw @ 449	AOR-New Rock	Westwd	\$60.00	Allied		Lynn
WJMN	94.5	11.5 kw @ 1053	CHR		\$165.00	Katz	Chancellor	
WKLB	99.5	32 kw @ 600	Country		\$100.00	Mc-Guild	Greater Media	
WMJX	106.7	21.4 kw @ 771	AC		\$251.00	Mc-Guild	Greater Media	
WODS	103.3	16 kw @ 887	Oldies	CBS	\$200.00	CBS	CBS/Infinity	
WPLM	99.1	50 kw @ 430	Soft AC	Westwd	\$ NA	K&P		Plymouth
WROR	105.7	8.5 kw @ 1145	AC		\$ NA	Mc-Guild	Greater Media	Frammingham
WSJZ	96.9	9 kw @ 1152	Jazz		\$150.00	Mc-Guild	Greater Media	
WXKS	107.9	20.5 kw @ 771	CHR/AC		\$310.00	Katz	Chancellor	Medford
WZLX	100.7	21.4 kw @ 771	Classic AOR	Westwd	\$260.00	Infinity	CBS/Infinity	

Notes: WXLO-F -- See Worcester . . . 4/99 WEGQ-F changed from Classic Hits to AC/CHR as WQSX-F ("Star 93.7") . . . 4/99 WLLH (1400; Lowell-Lawrence) changed to SP from VA . . . 5/99 WCAV-F (97.7; Brockton) + CP for upgrade sold to Radio One for \$10,000,000 (Media Services) . . . 6/99 WMSX (1410; Brockton sold for \$647,000 (New England) . . . 7/99 WROL (950) sold (along with five stations in three other markets) by Carter to Catholic Radio for an estimated \$20,000,000

BRIDGEPORT

Arbitron Rank: 108 Pop (12+): 376,000
MSA Rank: 69 (Fairfield Co.)
MSA Pop: 838,000
DMA: NY (#1)
Average Persons Rating: 17.0
Market TSL in Hours: 22.25

Stations: 46 / 4
Diaries: 1,288 / 292:1 / 44.8%
Sample Target: 1,210
% Below Line: 62.7
% Not Listed: 10.6
Pop per Station: 94,000

Last Year's Revenue: \$32,300,000
Household Income: \$59,313
Total Retail Sales: \$5.0 Bil.
#1 Biller: WEBE-F \$9,200,000
#1 Billing Portfolio: Aurora, pend. \$12,300,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WICC	FS	82 / 12.8	11.0	11.6	16.4	12.9	969 / 25.8	25.4	30.5	82 / 969	E	WICC
1	WEZN-F	SAC	82 / 12.8	10.4	12.2	13.0	12.7	1093 / 29.1	25.2	26.7	82 / 1093	G	WEZN-F
3	WEBE-F	AC	67 / 10.4	13.3	10.4	10.5	8.6	946 / 25.2	27.4	24.0	67 / 946	H	WEBE-F
4	WKCI-F	CHR	28 / 4.4	4.0	4.5	3.8	4.9	646 / 17.2	15.3	15.7	28 / 646		WKCI-F
5	WQHT-F	U/CHR	25 / 3.9	4.3	4.8	3.9	4.1	450 / 12.0	11.0	10.6	25 / 450		WQHT-F
5	WPLR-F	AOR	25 / 3.9	4.7	2.6	4.6	4.8	471 / 12.5	13.4	11.5	25 / 471		WPLR-F
5	WFAN	SPRTS	25 / 3.9	5.1	4.4	5.1	4.1	493 / 13.1	14.9	13.3	25 / 493		WFAN
8	WWYZ-F	C	20 / 3.1	2.0	2.9	3.4	3.8	304 / 8.1	5.5	7.2	20 / 304		WWYZ-F
9	WSKQ-F	SP-TP	19 / 3.0	2.5	3.2	2.1	1.3	204 / 5.4	5.8	4.6	19 / 204		WSKQ-F
10	WCBS	N	16 / 2.5	2.9	2.6	2.6	3.6	402 / 10.7	12.1	11.8	16 / 402		WCBS
11	WABC	T	14 / 2.2	1.2	2.4	0.8	1.2	223 / 5.9	4.5	5.7	14 / 223		WABC
12	WXRK-F	T/NR	13 / 2.0	2.0	1.7	1.5	1.5	203 / 5.4	7.6	5.6	13 / 203		WXRK-F
13	WOR	T	10 / 1.6	2.0	1.5	1.3	1.3	147 / 3.9	4.1	3.5	10 / 147		WOR
13	WKSS-F	CHR	10 / 1.6	1.1	0.6	0.8	1.2	236 / 6.3	4.3	5.3	10 / 236		WKSS-F
13	WDRG-F	O	10 / 1.6	1.6	1.1	1.1	1.6	237 / 6.3	5.9	4.0	10 / 237		WDRG-F

12+ FM Share (Metro): 68.76% (394 of 573) (Spring 98: 68.52%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQHT-F >>>	1 WEZN-F <	1 WEBE-F	1 WEBE-F	1 WEZN-F <	1 WICC	1 WICC >	1 WEZN-F	1 WEZN-F	1 WEZN-F	1 WICC >
2 WEZN-F	2 WEBE-F >	1 WEZN-F >>	1 WEZN-F >>	2 WEBE-F >>	2 WEZN-F	2 WEZN-F	2 WEBE-F >	2 WEBE-F	1 WICC <	2 WEZN-F
2 WHTZ-F	3 WKCI-F	3 WPLR-F	3 WPLR-F	3 WPLR-F <	3 WEBE-F >>	3 WEBE-F >	3 WICC >	3 WICC >	3 WQHT-F	3 WEBE-F >
2 WKCI-F >	4 WQHT-F	3 WKCI-F	4 WKCI-F	4 WICC	4 WFAN	4 WFAN	4 WPLR-F	4 WKCI-F <	3 WEBE-F >	4 WQHT-F
5 WSKQ-F	5 WQHT-F	5 WSKQ-F	5 WSKQ-F	5 WKCI-F	5 WWYZ-F <	5 WXRK-F <	5 WABC <	5 WPLR-F	5 WKCI-F <	4 WKCI-F
5 WPLR-F	5 WSKQ-F	6 WICC <	6 WFAN <	6 WFAN <	6 WPLR-F	6 WPLR-F <	6 WKCI-F	5 WQHT-F	6 WFAN >	6 WSKQ-F <
7 WXRK-F	7 WFAN	7 WWYZ-F	7 WSKQ-F	7 WSKQ-F	7 WABC	7 WKCI-F <	7 WWYZ-F	7 WFAN	7 WPLR-F	7 WWYZ-F
	7 WICC <	7 WFAN <	8 WWYZ-F	7 WABC	8 WSKQ-F <	8 WSKQ-F <	7 WFAN	8 WWYZ-F	7 WRKS-F	
	9 WXRK-F <	9 WXRK-F			9 WABC <					
	10 WWYZ-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	12+ Ovrnite
1 WEZN-F	1 WEZN-F >	1 WEZN-F	1 WEBE-F	1 WEZN-F	1 WQHT-F	1 WEBE-F	1 WEBE-F	1 WPLR-F <	1 WEBE-F	1 WICC >
1 WEBE-F	2 WEBE-F >	2 WEBE-F >	1 WEZN-F >>	2 WEBE-F >>	1 WKCI-F >	1 WXRK-F	2 WEZN-F	2 WEBE-F	2 WEZN-F	2 WEZN-F >
3 WKCI-F	3 WKCI-F	3 WKCI-F	3 WKCI-F	3 WICC <	3 WFAN	3 WEZN-F	2 WXRK-F	2 WEZN-F	2 WPLR-F	3 WEBE-F >>
3 WQHT-F >	4 WQHT-F	4 WSKQ-F	4 WSKQ-F	4 WKCI-F	3 WPLR-F >>	3 WFAN	4 WFAN	4 WFAN	4 WFAN >	4 WFAN
5 WSKQ-F >>	5 WSKQ-F >	5 WQHT-F	5 WQHT-F	5 WSKQ-F		3 WKCI-F	5 WKCI-F	5 WXRK-F	5 WXRK-F	4 WCBS
	6 WPLR-F	5 WPLR-F >>	6 WICC	6 WWYZ-F		6 WQHT-F	5 WKSS-F	5 WKCI-F >	5 WICC	
			7 WPLR-F	6 WWYZ-F		6 WPLR-F	5 WPLR-F >		7 WKCI-F	
				6 WQHT-F >		8 WKSS-F			7 WWYZ-F	

BRIDGEPORT

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format	Performance	AM	FM	Total	%	Yr. Ago
WCUM	SP	1230	Bridgeport	0.5	1.5	3	55	AC	0	(0)	75 (3)	75 (3)	13.1 %	14.1 %
WFIF	REL	1500	Fairfield	0.8	1.2	5	46	AOR/Classic/NR	0	(0)	66 (10)	66 (10)	11.5 %	8.7 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		Format	Performance	AM	FM	Total	%	Yr. Ago
WALK-F	AC	97.5	Patchogue, NY	0.3	2.3	2	85	Classical	0	(0)	0 (0)	0 (0)	0.0 %	0.0 %
WAVZ	ST	1300	New Haven	0.9	1.9	6	70	Country	0	(0)	20 (1)	20 (1)	3.5 %	3.3 %
WAXQ-F	CL AOR	104.3	New York	0.3	1.5	2	56	Full Service	86	(2)	0 (0)	86 (2)	15.0 %	13.7 %
WBLI-F	AC/CHR	106.1	Patchogue, NY	0.9	6.5	6	246	Hispanic	3	(1)	19 (1)	22 (2)	3.8 %	5.7 %
WBLS-F	B/AC	107.5	New York	0.6	2.4	4	90	Jazz	0	(0)	7 (1)	7 (1)	1.2 %	2.1 %
WCBS-F	O	101.1	New York	0.3	1.6	2	61	News/Talk	42	(4)	0 (0)	42 (4)	7.3 %	7.8 %
WCCO-F	AOR	106.9	Hartford	0.5	1.4	3	54	Oldies	0	(0)	21 (3)	21 (3)	3.7 %	3.5 %
WEFX-F	CL AOR	95.9	Norwalk	0.6	4.0	4	152	Others/Unknown	0	(0)	0 (0)	0 (0)	0.0 %	0.0 %
WELI	FS	960	New Haven	0.6	2.1	4	80	Religion/Gospel	7	(2)	0 (0)	7 (2)	1.2 %	0.7 %
WHCN-F	CL AOR	105.9	Hartford	0.3	1.7	2	63	Soft AC	0	(0)	82 (1)	82 (1)	14.3 %	14.6 %
WHLI-AA	ST	1100	Hempstead, NY	1.4	2.3	9	88	Sports	25	(1)	0 (0)	25 (1)	4.4 %	5.0 %
WHTZ-F	CHR	100.3	Newark, NJ	0.9	5.4	6	202	Standards/EZ	16	(3)	0 (0)	16 (3)	2.8 %	2.8 %
WINS	N	1010	New York	0.3	2.2	2	84	Totals	179	(13)	394 (32)	573 (45)		
WKHL-F	O	96.7	Stamford	1.4	4.9	9	184							
WKTU-F	CHR/U	103.5	Lake Success, NY	1.1	5.7	7	215							
WLIR-F	AOR-NR	92.7	Garden City, NY	0.3	1.2	2	44							
WMCA	REL	570	New York	0.3	1.3	2	47							
WMRQ-F	AOR-NR	104.1	Waterbury	1.2	6.5	8	243							
WNEW-F	AOR	102.7	New York	0.3	2.0	2	75							
WPLJ-F	CHR/AC	95.5	New York	0.8	4.0	5	149							
WQCD-F	J	101.9	New York	1.1	3.1	7	118							
WRKI-F	AOR	95.1	Danbury, CT	0.8	4.8	5	179							
WRKS-F	B/AC	98.7	New York	1.4	5.2	9	196							
WTJM-F	B/O	105.1	New York	0.3	1.3	2	49							
WXXP-F	CHR/U	105.3	Calverton, NY	0.3	2.7	2	102							
WYBC-F	B/U	94.3	New Haven	0.3	1.3	2	50							
WZMX-F	B/O	93.7	Hartford	0.6	1.9	4	70							

AM Stations

WICC	600	1 kw/0.5 kw (DA-2)	Full Service	\$50.00	Christal	Aurora (pend.)
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FM Stations

WEBE	107.9	50 kw @ 384	AC	\$110.00	Christal	Aurora (pend.)	Westport
WEZN	99.9	27.5 kw @ 669	Soft AC	\$117.00	Katz	Cox Radio	

Notes: Other ranked stations -- See New Haven, New York or Hartford . . . The market's Metro and Total survey areas are the same . . . There is no Consolidation Report (no duopolies in place) . . . Revenue data is for all of Fairfield County (the Arbitron metros of Bridgeport, Danbury and Stamford-Norwalk) . . . 4/99 WICC/WEBE-F sold by ML Media Partners/Fairfield Broadcasting to Aurora Communications for \$66,000,000 (CEA)

BUFFALO

Arbitron Rank: 43 Pop (12+): 972,800	Stations: 24 / 22	Last Year's Revenue: \$49,000,000
MSA Rank: 46	Diaries: 2,426 / 401:1 / 55.1%	Household Income: \$41,960
MSA Pop: 1,160,000	Sample Target: 2,420	Total Retail Sales: \$10.2 Bil.
DMA: 42	% Below Line: 2.1	#1 Biller: WBEN \$6,900,000
Average Persons Rating: 16.5	% Not Listed: 10.1	#1 Billing Portfolio:
Market TSL in Hours: 21.75	Pop per Station: 44,218	Entercom (pending) \$19,030,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1	WYRK-F	154 / 9.6	8.2	9.9	8.7	8.3	9.1	1665 / 17.1	19.8	15.6	177 / 2022	F WYRK-F
2	WJYE-F	132 / 8.2	8.5	7.5	7.2	8.5	7.9	1654 / 17.0	18.3	20.2	136 / 1715	F WJYE-F
3	WHTT-F	131 / 8.2	5.9	6.2	6.8	7.7	6.8	2532 / 26.0	19.1	23.1	150 / 2852	G WHTT-F
4	WKSE-F	129 / 8.1	7.3	7.0	7.0	7.6	7.3	2312 / 23.8	22.0	23.7	146 / 2699	F WKSE-F
5	WBEN	124 / 7.7	7.6	7.9	7.1	7.9	7.6	1814 / 18.6	21.8	20.0	136 / 2070	G WBEN
6	WBLK-F	122 / 7.6	7.5	7.9	8.0	7.5	7.8	1265 / 13.0	15.3	15.0	125 / 1353	E WBLK-F
7	WGRF-F	AOR/CL	109 / 6.8	7.7	7.7	8.5	7.6	1627 / 16.7	22.6	18.9	127 / 1949	G WGRF-F
8	WGR	T	84 / 5.2	5.9	5.3	4.7	5.5	1502 / 15.4	17.3	16.5	95 / 1782	D WGR
9	WECK	ST	79 / 4.9	5.8	5.2	6.8	4.8	1045 / 10.7	11.4	10.8	81 / 1087	A WECK
10	WMJQ-F	AC/CHR	78 / 4.9	5.6	4.8	5.0	4.2	1402 / 14.4	15.3	14.4	107 / 1970	F WMJQ-F
11	WEDG-F	AOR-NR	65 / 4.1	4.3	4.5	4.8	4.6	1431 / 14.7	17.3	14.5	72 / 1643	E WEDG-F
12	WLCE-F	AC-NR	53 / 3.3	3.2	3.3	3.4	4.0	1493 / 15.3	15.3	16.4	72 / 2011	C WLCE-F
13	WNUC-F	C	28 / 1.7	1.4	1.6	1.4	1.0	629 / 6.5	7.1	5.4	66 / 1018	B WNUC-F
14	WWWS	B/O	27 / 1.7	1.5	1.3	1.6	1.4	302 / 3.1	3.3	2.6	27 / 306	A WWWS
15	CHTZ-F	AOR	21 / 1.3	1.3	1.2	1.0	0.7	399 / 4.1	4.2	3.2	26 / 487	CHTZ-F
16	CKEY-F	AOR-P	20 / 1.2	1.4	1.5	1.3	1.5	656 / 6.7	7.2	6.5	20 / 695	CKEY-F

12+ FM Share (Metro): 74.58% (1074 of 1440) (Spring 98: 74.34%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSE-F >>	1 WKSE-F <	1 WGRF-F	1 WGRF-F <	1 WYRK-F <	1 WBEN <	1 WBEN	1 WYRK-F <	1 WYRK-F <	1 WBLK-F <	1 WYRK-F <
2 WBLK-F >>	2 WBLK-F <	1 WYRK-F	2 WYRK-F <	2 WGRF-F <	2 WHTT-F <	2 WYRK-F <	2 WJYE-F	2 WKSE-F <	2 WHTT-F	2 WHTT-F <
3 WEDG-F >>	3 WYRK-F	3 WKSE-F <	3 WHTT-F <	3 WHTT-F <	3 WJYE-F <	3 WKSE-F <	3 WBEN <	3 WJYE-F	3 WKSE-F >	3 WBLK-F
	4 WGRF-F	4 WBLK-F	4 WKSE-F <	4 WJYE-F	4 WYRK-F	4 WJYE-F <	4 WGRF-F <	4 WHTT-F <	4 WYRK-F <	4 WKSE-F
	5 WMJQ-F	5 WHTT-F	5 WJYE-F	5 WKSE-F <	5 WECK <	5 WGR	5 WHTT-F	5 WBLK-F <	5 WGRF-F	5 WJYE-F
	5 WEDG-F >	5 WJYE-F <	6 WBLK-F	6 WBLK-F <	6 WGR	6 WGRF-F <	6 WECK	6 WGRF-F	6 WJYE-F	6 WGRF-F <
	7 WJYE-F	7 WMJQ-F	7 WMJQ-F	7 WMJQ-F	7 WGRF-F	7 WHTT-F <	6 WKSE-F <	6 WBEN	7 WEDG-F	7 WECK <
	7 WLCE-F	8 WEDG-F <	8 WLCE-F	8 WBEN	8 WBLK-F	8 WBLK-F	8 WMJQ-F <	8 WGR <	8 WBEN	8 WBEN
								9 WMJQ-F <		9 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	12+ Ovrnite
1 WKSE-F >	1 WKSE-F >	1 WKSE-F	1 WKSE-F	1 WJYE-F <	1 WBLK-F	1 WGRF-F	1 WGRF-F >	1 WGRF-F >	1 WGRF-F	1 WGR <
2 WBLK-F	2 WBLK-F <	2 WYRK-F <	2 WYRK-F	2 WYRK-F	2 WEDG-F	2 WEDG-F	2 WEDG-F	2 WYRK-F	2 WHTT-F	2 WBEN
3 WYRK-F >	3 WYRK-F	3 WBLK-F <	3 WBLK-F <	3 WKSE-F	3 WMJQ-F	3 WBLK-F	3 WYRK-F <	3 WHTT-F <	3 WYRK-F >	3 WBLK-F
4 WLCE-F	4 WMJQ-F	4 WMJQ-F	4 WJYE-F	4 WBLK-F <	3 WGRF-F >	4 WYRK-F	4 WHTT-F <	4 WBLK-F	4 WGR	4 WYRK-F
5 WJYE-F	4 WJYE-F	4 WJYE-F	5 WMJQ-F	5 WHTT-F <	5 WYRK-F	5 WMJQ-F <	5 WGR <	4 WEDG-F	4 WJYE-F <	5 WEDG-F <
5 WMJQ-F >	6 WLCE-F >	6 WLCE-F	6 WLCE-F <	6 WMJQ-F	5 WKSE-F >>	6 WHTT-F	6 CHTZ-F	6 WMJQ-F	6 WBEN <	
			7 WGRF-F <	7 WGRF-F <		6 WKSE-F	7 WBLK-F	7 WGR <	7 WEDG-F <	
								8 WKSE-F	8 WBEN	
									8 WBLK-F	

Other Rated Stations				Metro Cume	TSA	Other Rated Stations--Outside Market				Metro Cume	TSA				
				Share	Rating	Share	Rating	AQH	Cume	Share	Rating	AQH	Cume		
CFNY-F	AOR-NR	102.1	Toronto, ON	0.4	2.7	8	343	CILQ-F	AOR	107.1	Toronto, ON	0.8	3.4	16	399
WDCX-F	REL	99.5	Buffalo	0.8	3.0	16	351								
WLVL	T	1340	Lockport	0.7	1.7	11	193								
WMNY	B/G	1120	Buffalo	0.6	0.9	9	90								
WUFO	B/G	1080	Amherst	0.9	2.0	15	197								
WWKB	SPRTS	1520	Buffalo	0.7	2.7	16	319								
WXRL	C	1300	Lancaster	0.3	1.7	5	188								

BUFFALO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
CBS/Infinity WBLK-FM, WECK-AM, WJYE-FM, WLCE-FM, WYRK-FM	33.6 %	31.9 %	31.1 %	AC	0 (0)	131 (2)	131 (2)	9.1 %	9.5 %
Entercom, pend. WBEN-AM, WGR-AM, WKSE-FM, WMJQ-FM, WWKB-AM, WWWS-AM	28.3 %	25.4 %	38.8 %	AOR/Classic/NR	0 (0)	234 (6)	234 (6)	16.3 %	18.1 %
Mercury WEDG-FM, WGRF-FM, WHTT-FM, WMNY-AM	19.7 %	24.3 %	28.2 %	Black/Urban	27 (1)	122 (1)	149 (2)	10.3 %	11.0 %
				CHR	0 (0)	129 (1)	129 (1)	9.0 %	8.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	5 (1)	182 (2)	187 (3)	13.0 %	10.8 %
				Full Service	124 (1)	0 (0)	124 (1)	8.6 %	8.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	95 (2)	0 (0)	95 (2)	6.6 %	6.8 %
				Oldies	0 (0)	131 (1)	131 (1)	9.1 %	8.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.3 %
				Religion/Gospel	24 (2)	13 (1)	37 (3)	2.6 %	2.0 %
				Soft AC	0 (0)	132 (1)	132 (1)	9.2 %	9.5 %
				Sports	12 (1)	0 (0)	12 (1)	0.8 %	0.8 %
				Standards/EZ	79 (1)	0 (0)	79 (1)	5.5 %	5.3 %
	81.6 %	81.6 %	98.1 %	Totals	366 (9)	1074 (15)	1440 (24)		

AM Stations

Station	Power	Frequency	Format	Company	Price	Agency	Advertiser	Notes
WBEN	930	5 kw (DA-N)	Full Service/Talk	CBS, Westwd	\$100.00	Allied	Entercom, pend.	
WECK	1230	1 kw	Standards	Westwd	\$<20.00	Christal	CBS/Infinity	Cheektowaga
WGR	550	5 kw (DA-N)	Talk	ABC, ESPN	\$49.00	Katz	Entercom, pend.	
WWKB	1520	50 kw (DA-1)	Sports	1-on-1, ABC	\$25.00	Allied	Entercom, pend.	
WWWS	1400	1 kw	Black Oldies	ABC	\$ NA	D&R	Entercom, pend.	

FM Stations

Station	Power	Frequency	Format	Company	Price	Agency	Advertiser	Notes
CKEY	101.1	26 kw @ 400	Progressive AOR		\$ NA	—	LMA by Mercury	Fl Erie, ON
WBLK	93.7	50 kw @ 400	Black	CBS	\$57.00	Katz	CBS/Infinity	Depew
WEDG	103.3	49 kw @ 340	AOR-New Rock		\$64.00	Interrep	Mercury	
WGRF	96.9	24 kw @ 712	AOR/Classic AOR		\$79.00	Interrep	Mercury	
WHTT	104.1	50 kw @ 390	Oldies	Westwd	\$85.00	Allied	Mercury	
WJYE	96.1	47 kw @ 505	Soft AC		\$84.00	Christal	CBS/Infinity	
WKSE	98.5	46 kw @ 420	CHR		\$77.00	D&R	Entercom, pend.	Niagara Falls
WLCE	92.9	91 kw @ 580	Modern AC	CBS	\$45.00	Christal	CBS/Infinity	
WMJQ	102.5	110 kw @ 1340	AC/CHR		\$70.00	D&R	Entercom, pend.	
WNUC	107.7	12 kw @ 800	Country	Westwd	\$25.00	—		Wethersfield
WYRK	106.5	50 kw @ 466	Country		\$90.00	Christal	CBS/Infinity	

Notes: 3/99 WHTT (AM) changed calls to WMNY; remains Black Gospel . . . 6/99 WLCE-F changed from Modern AC (AC-NR to Black Oldies . . . 7/99 Sinclair Broadcast Group sold these stations to Entercom as part of an \$821,500,000 group transaction: WBEN, WGR, WKSE-F, WMJQ-F, WWKB, WWWS

CANTON

Arbitron Rank: 123 Pop (12+): 335,400
MSA Rank: 126
MSA Pop: 403,000
DMA: Cleveland (#13)
Average Persons Rating: 16.8
Market TSL in Hours: 22.00

Stations: 35 / 9
Diaries: 1,189 / 282:1 / 54.5%
Sample Target: 1,140
% Below Line: 48.2
% Not Listed: 14.2
Pop per Station: 37,267

Last Year's Revenue: \$11,600,000
Household Income: \$40,560
Total Retail Sales: \$4.8 Bil.
#1 Biller: WHBC-F \$3,000,000
#1 Billing Portfolio: WHBC-AF \$5,500,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WHBC	FS	68 / 12.1	10.9	10.3	13.2	826 / 24.6	23.3	22.6	72 / 849	D	WHBC
2	WHBC-F	AC	64 / 11.4	10.9	10.3	11.6	799 / 23.8	24.7	23.8	75 / 1112	E	WHBC-F
3	WQXK-F	C	44 / 7.8	8.6	9.2	11.6	606 / 18.1	17.5	18.8	70 / 1004	C	WQXK-F
4	WRQK-F	AOR	30 / 5.3	6.6	5.1	5.4	487 / 14.5	13.7	13.9	63 / 853	C	WRQK-F
5	WZKL-F	O	28 / 5.0	5.9	6.6	6.2	533 / 15.9	14.4	16.5	46 / 863	C	WZKL-F
6	WKDD-F	CHR/AC	25 / 4.4	2.0	2.8	3.5	357 / 10.6	9.6	10.1	29 / 489		WKDD-F
7	WQMX-F	C	23 / 4.1	3.1	5.2	2.8	399 / 11.9	9.0	11.8	41 / 744		WQMX-F
8	WONE-F	AOR	20 / 3.6	5.3	4.3	4.5	397 / 11.9	12.5	12.7	32 / 693		WONE-F
9	WHOT-F	CHR	18 / 3.2	3.1	2.4	1.7	419 / 12.5	10.9	10.1	40 / 781		WHOT-F
10	WNIR-F	T	15 / 2.7	2.3	2.4	1.9	197 / 5.9	4.1	5.5	15 / 212		WNIR-F
10	WNCX-F	CL AOR	15 / 2.7	3.1	2.8	4.1	338 / 10.1	10.0	8.7	21 / 482		WNCX-F
12	WMJI-F	O	12 / 2.1	1.4	1.7	1.7	230 / 6.9	6.1	6.1	15 / 322		WMJI-F
13	WTAM	N/T	10 / 1.8	2.3	2.1	1.5	231 / 6.9	7.2	6.5	17 / 357		WTAM
13	WDPN	ST	10 / 1.8	2.3	1.3	1.5	126 / 3.8	3.4	3.8	11 / 140	A	WDPN
15	WQAL-F	AC	9 / 1.6	0.8	1.1	1.1	277 / 8.3	5.3	6.5	11 / 344		WQAL-F

12+ FM Share (Metro): 77.75% (374 of 481) (Spring 98: 78.21%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WHOT-F	1 WHBC-F <	1 WHBC-F >	1 WHBC-F >>	1 WHBC-F >>	1 WHBC >	1 WHBC >	1 WHBC-F >	1 WHBC >	1 WHBC >
2	WRQK-F	2 WRQK-F >	2 WRQK-F <	2 WQXK-F <	2 WQXK-F	2 WHBC-F	2 WHBC-F >	2 WHBC >	2 WQXK-F <	2 WHBC-F
3	WQXK-F >	3 WKDD-F	3 WQXK-F <	3 WKDD-F	3 WZKL-F	3 WQXK-F	3 WZKL-F	3 WQXK-F	3 WHBC	2 WQXK-F >
4	WENZ-F >>	4 WQXK-F	4 WKDD-F	4 WONE-F <	3 WKDD-F >	4 WZKL-F >	4 WQXK-F	4 WRQK-F <	4 WRQK-F >	4 WRQK-F
		5 WNCX-F	5 WONE-F	5 WQMX-F <	5 WONE-F	5 WQMX-F	5 WNCX-F	5 WZKL-F <	5 WKDD-F <	5 WHOT-F
		6 WHOT-F	6 WQMX-F	6 WZKL-F	5 WQMX-F <	6 WNIR-F <	6 WKDD-F	6 WNIR-F <	6 WHOT-F <	6 WQKT-F <
		6 WONE-F	7 WNCX-F <	6 WRQK-F <	7 WHBC <	7 WONE-F	7 WRQK-F	7 WQMX-F <	7 WQMX-F <	7 WQMX-F <
		6 WQMX-F	8 WZKL-F <	8 WNCX-F <	8 WRQK-F	8 WONE-F <	8 WKDD-F <	8 WZKL-F <	8 WONE-F <	8 WHOT-F
		9 WHBC	9 WHBC	9 WHBC	8 WNCX-F >	9 WHBC	9 WQMX-F <	9 WONE-F	9 WONE-F >	9 WONE-F
		9 WHOT-F >				10 WMJI-F >	10 WTAM			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WRQK-F	1 WHBC-F >>	1 WHBC-F >>	1 WHBC-F >>	1 WRQK-F >>	1 WRQK-F >>	1 WRQK-F >	1 WHBC-F	1 WHBC-F >	1 WHBC >>
2	WHBC-F >	2 WKDD-F	2 WKDD-F >	2 WQXK-F	2 WENZ-F	2 WHBC-F	2 WHBC-F	1 WRQK-F	2 WONE-F <	2 WQXK-F
3	WHOT-F >	3 WRQK-F	3 WQXK-F >>	2 WKDD-F	2 WONE-F >	2 WONE-F	3 WKDD-F	3 WONE-F >	3 WZKL-F	3 WRQK-F
		4 WQXK-F >	4 WQMX-F	4 WQMX-F	4 WHBC-F	4 WNCX-F	3 WMVX-F	4 WNCX-F	4 WRQK-F	3 WHBC-F
		5 WHOT-F	5 WHOT-F	5 WQMX-F	4 WMMS-F	4 WQXK-F	5 WQMX-F	5 WQXK-F	5 WNCX-F	3 WQMX-F
		5 WQAL-F	5 WRQK-F	6 WHBC >	4 WHOT-F	4 WKDD-F	5 WONE-F	6 WQMX-F	6 WQXK-F	6 WTAM
		7 WQMX-F	7 WZKL-F	7 WNCX-F	4 WQXK-F	4 WQXK-F	5 WNCX-F >	6 WQMX-F	6 WQXK-F	
		7 WNCX-F >	8 WHBC	7 WHOT-F	4 WNCX-F			6 WZKL-F	6 WKDD-F	
			8 WQAL-F							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WHK-F	REL	98.1	Canton	0.9 5.2 8 272
WNPQ-F	REL-CC	95.9	New Philadelphia	0.7 3.2 7 228
WRCW	SAC	1060	Canton	0.5 1.6 6 93

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WCLV-F	CL	95.5	Cleveland	0.7 1.5 4 50
WDOK-F	SAC	102.1	Cleveland	0.9 4.9 6 215
WENZ-F	B	107.9	Cleveland	1.6 4.8 9 188
WGAR-F	C	99.5	Cleveland	0.9 2.7 10 185
WKBN	N/T	570	Youngstown	0.7 2.5 8 185
WKBN-F	AC	98.9	Youngstown	0.4 1.2 7 169
WKNR	SPRTS	1220	Cleveland	0.7 3.8 5 156
WMMS-F	AOR	100.7	Cleveland	1.2 5.3 10 285
WMVX-F	AC/CHR	106.5	Cleveland	1.4 5.1 9 217
WNWV-F	J	107.3	Elyria	1.1 2.6 6 95
WQKT-F	C	104.5	Wooster	1.1 5.6 38 856
WRMR	ST	850	Cleveland	0.5 1.9 10 111
WSOM	ST	600	Salem	0.9 2.2 11 143
WTUZ-F	C	99.9	Uhrichsville	0.4 2.0 20 306
WYFM-F	CL AOR	102.9	Sharon, PA	0.4 1.2 6 126
WZAK-F	B	93.1	Cleveland	1.4 5.1 9 200

CANTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Connoisseur	13.1 %	11.9 %	21.6 %	AC	0 (0)	83 (4)	83 (4)	17.3 %	14.4 %
WQXK-FM, WRQK-FM				AOR/Classic/NR	0 (0)	74 (5)	74 (5)	15.4 %	17.2 %
				Black/Urban	0 (0)	17 (2)	17 (2)	3.5 %	1.1 %
				CHR	0 (0)	43 (2)	43 (2)	8.9 %	6.1 %
				Classical	0 (0)	4 (1)	4 (1)	0.8 %	0.7 %
				Country	0 (0)	78 (4)	78 (4)	16.2 %	21.6 %
				Full Service	68 (1)	0 (0)	68 (1)	14.1 %	12.6 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	6 (1)	6 (1)	1.2 %	0.9 %
				News/Talk	14 (2)	15 (1)	29 (3)	6.0 %	5.7 %
				Oldies	0 (0)	40 (2)	40 (2)	8.3 %	9.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	9 (2)	9 (2)	1.9 %	1.7 %
				Soft AC	3 (1)	5 (1)	8 (2)	1.7 %	3.1 %
				Sports	4 (1)	0 (0)	4 (1)	0.8 %	1.5 %
				Standards/EZ	18 (3)	0 (0)	18 (3)	3.7 %	4.1 %
				Totals	107 (8)	374 (25)	481 (33)		

AM Stations

WDPN	1310	1 kw/0.48 kw (DA-2)	Standards	ABC	\$ NA	Katz	WZKL-F	Alliance
WHBC	1480	5 kw (DA-2)	Full Service	ABC, CBS	\$50.00	Christal		

FM Stations

WHBC	94.1	45 kw @ 515	AC	ABC	\$53.00	Christal		
WHK	98.1	36 kw @ 574	Religion	SRN	\$ NA	Salem	Salem	
WRQK	106.9	27.5 kw @ 341	AOR	Westwd	\$33.00	Mc-Guild	Connoisseur	
WZKL	92.5	50 kw @ 500	Oldies		\$40.00	Katz	WDPN	Alliance

Notes: Other ranked stations – See Akron, Cleveland or Youngstown . . . 3/99 WNPQ-F (95.9; New Philadelphia) LMA'd by Otter Communications; changed format to Contemporary Christian (REL-CC) . . . 6/99 WRCW sold to Otter Communications for \$600,000

CEDAR RAPIDS

Arbitron Rank: 201 Pop (12+): 152,000
 MSA Rank: 211
 MSA Pop: 183,000
 DMA: 88 (w/Waterloo, Dubuque)
 Average Persons Rating: 16.1
 Market TSL in Hours: 21.25

Stations: 16 / 10
 Diaries: 918 / 166:1 / 59.0%
 Sample Target: 890
 % Below Line: 11.9
 % Not Listed: 9.4
 Pop per Station: 15,200

Last Year's Revenue: \$13,800,000
 Household Income: \$49,102
 Total Retail Sales: \$2.4 Bil.
 #1 Biller: WMT \$3,300,000
 #1 Billing Portfolio:
 Clear Channel \$6,625,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1 KHAK-F	C	35 / 14.3	15.2	13.3	13.1	15.1	409 / 26.9	26.8	24.8	77 / 883	D	KHAK-F
2 KZIA-F	CHR	34 / 13.9	11.7	4.6	4.5	8.6	446 / 29.3	25.8	11.3	61 / 901	B	KZIA-F
3 KKRQ-F	CL HITS	27 / 11.0	7.2	7.5	8.1	9.1	362 / 23.8	18.1	20.3	64 / 904	C	KKRQ-F
4 WMT	FS	23 / 9.4	13.5	13.3	14.0	9.9	344 / 22.6	25.7	22.9	85 / 1001	E	WMT
5 WMT-F	AC/CHR	22 / 9.0	10.3	11.2	12.6	8.2	330 / 21.7	23.1	28.0	34 / 693	D	WMT-F
6 KDAT-F	AC	20 / 8.2	9.0	11.2	11.3	10.8	265 / 17.4	19.7	25.2	34 / 611	C	KDAT-F
7 KRNA-F	AOR	14 / 5.7	4.9	4.1	6.8	6.5	260 / 16.4	12.3	16.1	33 / 668	C	KRNA-F
8 KOKZ-F	O	11 / 4.5	3.1	4.1	3.6	3.5	185 / 12.2	9.1	11.6	24 / 399		KOKZ-F
8 KMRY	ST	11 / 4.5	4.5	4.6	3.2	4.3	130 / 8.5	9.4	8.5	15 / 180	A	KMRY
10 KFMW-F	AOR	10 / 4.1	3.6	7.9	5.9	5.2	190 / 12.5	12.6	16.3	42 / 553		KFMW-F
11 KCRG	T	6 / 2.5	2.7	3.7	3.6	3.0	176 / 11.6	12.2	13.1	9 / 282	A	KCRG

12+ FM Share (Metro): 79.73% (177 of 222) (Spring 98: 73.95%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZIA-F >>>	1 KZIA-F >>	1 KZIA-F <	1 KKRQ-F	1 KKRQ-F <	1 KHAK-F	1 KHAK-F >	1 KHAK-F <	1 KZIA-F	1 KZIA-F	1 KZIA-F <
2 KHAK-F	2 KKRQ-F	2 KKRQ-F	2 WMT-F	2 KHAK-F	2 WMT	2 KZIA-F	2 KKRQ-F <	2 KKRQ-F	2 KKRQ-F	2 KHAK-F
2 KKRQ-F >>	2 WMT-F	3 WMT-F <	3 KHAK-F <	3 KDAT-F	3 KDAT-F <	3 WMT <	3 KDAT-F	3 KHAK-F >	3 WMT	3 WMT
	4 KRNA-F	4 KHAK-F	4 KZIA-F	3 WMT-F	4 KKRQ-F	4 KKRQ-F	3 WMT-F	4 KDAT-F	4 KHAK-F	4 KKRQ-F
	5 KHAK-F	5 KDAT-F	5 KDAT-F	5 KZIA-F >	5 KMRY	5 WMT-F	5 KKRQ-F	5 WMT-F <	5 WMT-F	5 WMT-F <
					6 KOKZ-F	6 KDAT-F >	6 WMT	6 WMT >	5 KRNA-F	6 KOKZ-F
					6 WMT-F >				6 KDAT-F	6 KDAT-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	12+ Ovrite
1 KZIA-F >>>	1 KZIA-F >>	1 KZIA-F	1 KZIA-F >	1 KDAT-F	1 KZIA-F	1 KZIA-F	1 KKRQ-F	1 KKRQ-F >>	1 KKRQ-F >>	1 WMT
2 WMT-F >>	2 WMT-F >	2 WMT-F	2 WMT-F	1 KHAK-F	2 KFMW-F >	1 KKRQ-F	2 KRNA-F	2 KZIA-F	2 KHAK-F	1 KZIA-F
	3 KHAK-F	3 KHAK-F >	3 KDAT-F	3 KZIA-F	3 KKRQ-F	1 KRNA-F >	2 WMT-F >	2 KRNA-F	3 KRNA-F	3 WMT-F
	4 KDAT-F	4 KDAT-F	3 KHAK-F >	3 WMT-F	3 KRNA-F >>	4 KFMW-F	4 KZIA-F >	4 KHAK-F	3 WMT-F	4 KHAK-F >>
	4 KKRQ-F >	4 KKRQ-F >>		5 KOKZ-F	4 WMT-F		4 WMT-F	5 WMT	5 KDAT-F	
				5 KKRQ-F >				5 KZIA-F	5 KZIA-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago
KXIC T 800 Iowa City	0.4	1.2	13 189	AC	0 (0)	42 (2)	42 (2)	18.9 %	25.1 %
Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume	AOR/Classic/NR	0 (0)	24 (2)	24 (2)	10.8 %	13.9 %
KBOB-F C 99.7 Muscatine	0.8	3.5	16 268	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KOEL-F C 92.3 Oelwein	0.8	3.9	20 367	CHR	0 (0)	34 (1)	34 (1)	15.3 %	5.1 %
KXEL T/N 1540 Waterloo	0.8	2.5	4 69	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WHO FS/T 1040 Des Moines	0.8	3.5	8 237	Country	0 (0)	39 (3)	39 (3)	17.6 %	17.2 %
Consolidation Report	12+	25-54	Revenue	Full Service	25 (2)	0 (0)	25 (2)	11.3 %	15.8 %
AMFM	28.2 %	32.0 %	42.0 %	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KDAT-FM, KHAK-FM, KRNA-FM				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Clear Channel	29.8 %	32.7 %	48.0 %	News/Talk	9 (3)	0 (0)	9 (3)	4.1 %	5.1 %
KKRQ-FM, KXIC-AM, WMT-AM, WMT-FM				Oldies	0 (0)	38 (2)	38 (2)	17.1 %	13.0 %
	58.0 %	64.7 %	90.0 %	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	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	11 (1)	0 (0)	11 (1)	5.0 %	5.1 %
				Totals	45 (6)	177 (10)	222 (16)		

CEDAR RAPIDS

AM Stations

KCRG	1600	5 kw (DA-N)	News/Talk	AP, ESPN	\$<20.00	---	
KMRY	1450	1 kw	Standards	CBS, ABC	\$<20.00	---	
WMT	600	5 kw (DA-N)	Full Service	CBS, Westwd, ABC	\$64.00	Katz	Clear Channel

FM Stations

KDAT	104.5	100 kw @ 550	AC		\$20.00	---	AMFM	
KHAK	98.1	100 kw @ 460	Country	ABC	\$61.00	Christal	AMFM	
KKRQ	100.7	100 kw @ 530	Classic Hits	ABC	\$21.00	Banner	Clear Channel	Iowa City
KRNA	94.1	100 kw @ 981	AOR	AMFM	\$31.00	D&R	AMFM	Iowa City
KZIA	102.9	100 kw @ 390	CHR		\$<20.00	D&R		
WMT	96.5	100 kw @ 518	AC/CHR		\$42.00	Katz	Clear Channel	

Notes: Other ranked stations -- See Waterloo-Cedar Falls

FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

CHARLESTON, SC

Arbitron Rank: 104 **Pop (12+):** 386,600
MSA Rank: 103
MSA Pop: 483,000
DMA: 120
Average Persons Rating: 16.7
Market TSL in Hours: 22.00

Stations: 25 / 23
Diaries: 1,030 / 375:1 / 50.5%
Sample Target: 1,040
% Below Line: 0.8
% Not Listed: 11.6
Pop per Station: 16,809

Last Year's Revenue: \$17,800,000
Household Income: \$38,915
Total Retail Sales: \$4.8 Bil.
#1 Biller: WEZL-F \$3,250,000
#1 Billing Portfolio: Citadel \$8,590,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WWWZ-F	B	77 / 11.9	11.9	11.0	12.9	9.7	11.9	776 / 20.1	20.6	20.2	93 / 1103	D	WWWZ-F
2	WEZL-F	C	49 / 7.6	10.8	8.5	8.7	7.5	8.9	692 / 17.9	17.1	16.8	50 / 755	E	WEZL-F
2	WXLY-F	O	49 / 7.6	5.2	7.1	5.8	6.0	6.4	649 / 16.8	15.4	15.0	53 / 778	C	WXLY-F
4	WSUY-F	SAC	42 / 6.5	3.9	4.2	3.9	6.4	4.6	481 / 12.4	10.5	13.1	46 / 561	C	WSUY-F
5	WSSP-F	CHR/B	40 / 6.2	3.5	3.1	2.5	2.5	3.8	646 / 16.7	7.2	6.1	40 / 653	C	WSSP-F
6	WMGL-F	B/AC	31 / 4.8	4.8	3.7	5.0	5.5	4.6	342 / 8.8	9.4	8.5	32 / 370	B	WMGL-F
6	WSSX-F	CHR/AC	31 / 4.8	5.0	6.4	6.5	6.8	5.7	756 / 19.5	19.3	21.5	35 / 913	C	WSSX-F
8	WRFQ-F	CL HITS	28 / 4.3	3.7	3.9	4.2	3.9	4.0	505 / 13.1	11.0	12.2	29 / 518	C	WRFQ-F
9	WXTC	B/G	26 / 4.0	4.7	3.4	3.1	6.3	3.8	240 / 6.2	5.5	7.6	26 / 242	C	WXTC
10	WNKT-F	C	25 / 3.9	4.5	5.6	2.8	2.4	4.2	488 / 12.6	13.6	9.5	50 / 787	B	WNKT-F
11	WTMA	N/T	24 / 3.7	3.7	3.9	5.8	3.8	4.3	359 / 9.3	10.8	9.7	28 / 391	C*	WTMA
11	WCOO-F	B/O	24 / 3.7	2.9	1.7	1.4	1.4	2.4	352 / 9.1	7.2	7.3	24 / 366	C	WCOO-F
13	WAVF-F	AOR	23 / 3.6	5.3	5.4	5.7	4.9	5.0	505 / 13.1	13.4	14.5	25 / 550	C	WAVF-F
14	WALC-F	AC-NR	21 / 3.3	4.5	4.8	5.3	4.9	4.5	558 / 14.4	15.6	15.7	21 / 572	B	WALC-F
15	WJNI-F	B/G	20 / 3.1	1.9	2.0	2.0		2.2	216 / 5.6	4.6		21 / 222	C	WJNI-F
16	WYBB-F	CL AOR	18 / 2.8	2.9	3.9	2.7	3.1	3.1	348 / 9.0	11.1	9.7	20 / 401	B	WYBB-F

12+ FM Share (Metro): 87.54% (499 of 570) (Spring 98: 81.57%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWWZ-F >	1 WWWZ-F >	1 WWWZ-F >	1 WWWZ-F	1 WXLY-F	1 WXLY-F	1 WWWZ-F	1 WXLY-F	1 WWWZ-F	1 WWWZ-F >>	1 WWWZ-F >>
2 WSSP-F >>	2 WSSP-F >	2 WXLY-F <	2 WXLY-F	1 WWWZ-F	2 WEZL-F	2 WEZL-F	2 WWWZ-F	2 WEZL-F	2 WSSP-F >	2 WEZL-F <
3 WSSX-F >>	3 WAVF-F <	3 WSUY-F <	3 WEZL-F	3 WSUY-F <	3 WSUY-F	3 WXLY-F	3 WSUY-F <	2 WXLY-F <	3 WSUY-F	3 WXLY-F <
	4 WSUY-F <	4 WEZL-F <	3 WSUY-F	4 WEZL-F	4 WXTC <	4 WMGL-F <	4 WEZL-F <	4 WSSP-F	4 WMGL-F	4 WSSP-F
	5 WEZL-F	5 WSSP-F	5 WCOO-F	5 WCOO-F	5 WTMA	5 WRFQ-F <	5 WTMA	5 WSUY-F	4 WSSX-F <	5 WSSX-F
	5 WALC-F	6 WSSX-F <	5 WRFQ-F <	5 WRFQ-F <	6 WCOO-F	6 WAVF-F <	6 WSSP-F <	6 WMGL-F <	6 WEZL-F	5 WSUY-F <
	5 WSSX-F	7 WRFQ-F	7 WSSX-F	7 WSSX-F	6 WMGL-F	7 WSUY-F <	7 WCOO-F	7 WSSX-F	7 WXLY-F	7 WXTC <
	8 WRFQ-F <	8 WAVF-F	8 WAVF-F <	8 WAVF-F	8 WWWZ-F	8 WSSX-F	8 WRFQ-F	8 WRFQ-F <	8 WXTC	8 WMGL-F <
		8 WCOO-F	9 WALC-F <	8 WXTC	9 WRFQ-F	9 WNKT-F	9 WNKT-F	9 WXTC <	9 WXTC <	9 WJNI-F <
		10 WALC-F	10 WXTC	8 WMGL-F	10 WNKT-F	9 WTMA	10 WNKT-F <	10 WALC-F <		10 WNKT-F <
		10 WMGL-F	10 WJNI-F >	8 WALC-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	12+ Ovmtre
1 WWWZ-F >	1 WWWZ-F >	1 WWWZ-F >	1 WWWZ-F	1 WXLY-F	1 WWWZ-F	1 WWWZ-F >	1 WWWZ-F >	1 WWWZ-F >	1 WRFQ-F <	1 WWWZ-F >>
2 WSSP-F	2 WSUY-F <	2 WSSX-F	2 WXLY-F <	2 WWWZ-F	2 WSSP-F >>	2 WSSP-F >	2 WAVF-F	2 WRFQ-F	2 WWWZ-F	2 WNKT-F
3 WSUY-F >>	3 WSSP-F	2 WEZL-F	3 WSUY-F	3 WSUY-F <	3 WYBB-F	3 WAVF-F	2 WRFQ-F	3 WSSP-F <	3 WXLY-F <	3 WSSP-F
	4 WSSX-F	2 WJNI-F	4 WSSX-F	4 WXTC <	3 WMGL-F	4 WYBB-F	4 WSSP-F	4 WYBB-F	4 WCOO-F	4 WEZL-F
	5 WJNI-F	2 WSUY-F	4 WEZL-F <	5 WEZL-F	5 WAVF-F	4 WMGL-F	5 WALC-F	4 WEZL-F <	4 WEZL-F	4 WXLY-F
	6 WALC-F	6 WALC-F	6 WXTC <	6 WSSX-F	5 WEZL-F	4 WRFQ-F	6 WYBB-F	6 WAVF-F <	6 WAVF-F	
	6 WEZL-F	7 WAVF-F	7 WJNI-F <	7 WJNI-F		7 WEZL-F	6 WSUY-F	7 WCOO-F	6 WSUY-F <	
		7 WXLY-F	8 WSSP-F	8 WMGL-F					8 WYBB-F	
				8 WNKT-F					9 WALC-F	
				10 WCOO-F					10 WSSX-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WPAL-F	B	100.9	Walterboro	1.2	3.5	18	285	WHLZ-F	C	92.5	Manning	0.3	2.0	21	333
WQIZ	B/G	810	St. George	0.9	1.5	9	149	WWDM-F	B	101.3	Sumter	0.5	1.8	25	470
WQNT	T	1450	Charleston	0.5	1.9	3	73								
WSSC	T/N	730	Charleston	0.8	1.7	5	74								
WTMZ	N	910	North Charleston	0.5	1.9	3	73								
WWBZ-F	AC	98.9	McClellan	1.2	3.9	13	185								
WZJY	B/G	1480	Mount Pleasant	0.6	1.3	4	52								

CHARLESTON, SC

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Citadel	36.1 %	33.7 %	48.3 %	AC	0 (0)	29 (2)	29 (2)	5.1 %	9.3 %
WMGL-FM, WNKT-FM, WSSX-FM, WSUY-FM, WTMA-AM, WTMZ-AM, WWWZ-FM, WXTC-FM				AOR/Classic/NR	0 (0)	41 (2)	41 (2)	7.2 %	9.1 %
Clear Channel	23.6 %	27.1 %	41.5 %	Black/Urban	0 (0)	143 (5)	143 (5)	25.1 %	24.0 %
WALC-FM, WEZL-FM, WRFQ-FM, WSCC-AM, WXLV-FM				CHR	0 (0)	71 (2)	71 (2)	12.5 %	7.7 %
LM	2.8 %	3.4 %	4.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WNST-FM, WYBB-FM				Country	0 (0)	76 (3)	76 (3)	13.3 %	11.8 %
Local	0.5 %	0.5 %	%	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WQNT-AM, WQSC-AM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	62.9 %	64.7 %	93.8 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	35 (4)	0 (0)	35 (4)	6.1 %	5.7 %
				Oldies	0 (0)	77 (2)	77 (2)	13.5 %	11.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	36 (3)	20 (1)	56 (4)	9.8 %	10.2 %
				Soft AC	0 (0)	42 (1)	42 (1)	7.4 %	7.3 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	2.9 %
				Totals	71 (7)	499 (18)	570 (25)		

AM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total
WTMA	1250	5 kw/1 kw (DA-N)	News/Talk	Westwd, CBS	\$36.00	Katz	Citadel
WXTC	1390	5 kw (DA-2)	Black Gospel		\$ NA	Mc-Guild	Citadel

FM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total
WALC	100.5	18 kw @ 394	Modern AC		\$28.00	Katz	Clear Channel
WAVF	96.1	100 kw @ 538	AOR		\$50.00	Christal	
WCOO	105.3	13.5 kw @ 446	Black Oldies		\$ NA	Eastman	LM Moncks Corner
WEZL	103.5	100 kw @ 661	Country	Westwd	\$64.00	Katz	Clear Channel
WJNI	106.3	3 kw @ 328	Black Gospel		\$ NA	---	Ladson
WMGL	101.7	7 kw @ 423	Black AC	ABC	\$22.00	D&R	Citadel Ravenal
WNKT	107.5	100 kw @ 984	Country		\$39.00	Allied	Citadel St. George
WRFQ	104.5	28 kw @ 656	Classic Hits		\$17.00	Katz	Clear Channel Mt. Pleasant
WSSP	94.3	3 kw @ 480	Dance CHR	Westwd, CNN	\$<20.00	---	Concord Goose Creek
WSSX	95.1	100 kw @ 1000	CHR/AC		\$35.00	Mc-Guild	Citadel
WSUY	96.9	100 kw @ 1770	Soft AC		\$<20.00	Mc-Guild	Citadel
WWWZ	93.3	50 kw @ 492	Black	AURN, ABC	\$44.00	D&R	Citadel Summerville
WXLV	102.5	100 kw @ 1000	Oldies	Westwd	\$26.00	Banner	Clear Channel
WYBB	98.1	50 kw @ 479	Classic AOR		\$21.00	Eastman	LM Folly Beach

Notes: * WTMA revenue level includes revenue of WTMZ . . . 4/99 WGSE changed from simulcasting WEZL-F to Talk/News . . . 6/99 WGSE changed calls to WSCC . . . 6/99 WTUA-F sold for \$275,000 . . . 8/99 WAVF-F sold for \$3,000,000 (Sailors) . . . 8/99 WTMZ (910) changed from CNN News to Standards (Jones)

CHARLESTON, WV

Arbitron Rank: 162 **Pop (12+):** 213,900
MSA Rank: 173
MSA Pop: 252,000
DMA: 58 (w/Huntington)
Average Persons Rating: 14.1
Market TSL In Hours: 19.00

Stations: 19 / 15
Diaries: 761 / 281:1 / 53.7%
Sample Target: 680
% Below Line: 5.6
% Not Listed: 8.0
Pop per Station: 14,260

Last Year's Revenue: \$11,000,000
Household Income: \$37,716
Total Retail Sales: \$2.9 Bil.
#1 Biller: WQBE-F \$3,800,000
#1 Billing Portfolio: Bristol (total revenue NA)

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WQBE-F	81 / 20.3	21.8	17.4	22.8	16.8	717 / 33.5	33.1	32.6	104 / 1315	E	WQBE-F
2	WVSR-F	54 / 17.9	17.9	16.1	14.6	14.4	709 / 33.1	30.3	28.2	78 / 1141		WVSR-F
3	WKWS-F	28 / 8.8	6.3	7.4	8.6	10.0	413 / 19.3	17.0	19.6	48 / 766		WKWS-F
4	WKAZ-F	23 / 7.6	6.0	7.4	6.3	5.0	297 / 13.9	14.6	15.4	38 / 538		WKAZ-F
5	WCHS	22 / 7.3	9.1	6.4	9.0	5.8	321 / 15.0	19.1	14.6	25 / 405		WCHS
6	WKLC-F	19 / 6.3	6.7	10.9	8.6	10.0	344 / 16.1	15.7	19.3	34 / 634		WKLC-F
7	WVAF-F	13 / 4.3	6.0	4.8	5.3	8.8	323 / 15.1	16.5	15.3	18 / 498		WVAF-F
8	WBES-F	11 / 3.7	2.5	1.9	1.7	1.6	163 / 7.6	7.8	6.2	14 / 226		WBES-F
9	WRVZ-F	10 / 3.3	3.5	2.9	2.3	5.8	183 / 8.8	7.0	9.2	11 / 212		WRVZ-F
10	WEMM-F	7 / 2.3		0.6	0.7	1.6	58 / 2.7		3.0	18 / 310		WEMM-F

12+ FM Share (Metro): 86.28% (239 of 277) (Spring 98: 84.89%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WVSR-F>>>	1 WVSR-F>>	1 WVSR-F	1 WVSR-F	1 WQBE-F	1 WQBE-F>>	1 WQBE-F>	1 WQBE-F	1 WVSR-F<	1 WVSR-F>>>	1 WQBE-F
	2 WQBE-F	2 WQBE-F>	2 WQBE-F>	1 WVSR-F>	2 WKAZ-F<	2 WVSR-F>	2 WVSR-F>	2 WQBE-F>>	2 WQBE-F	2 WVSR-F>
	3 WKWS-F	3 WKWS-F	3 WKWS-F	3 WKWS-F	3 WCHS<	3 WCHS	3 WKAZ-F<	3 WKAZ-F<	3 WKLC-F	3 WKWS-F>
	4 WKLC-F>	4 WKLC-F>	4 WKLC-F>	4 WKLC-F	4 WVSR-F	3 WKWS-F>	4 WCHS	4 WKWS-F<	4 WCHS	4 WKAZ-F
	5 WVAF-F>	5 WKAZ-F	5 WKAZ-F	5 WKAZ-F	5 WKWS-F	5 WKLC-F<	5 WKWS-F>	5 WKLC-F	4 WKWS-F	5 WKLC-F>>
		5 WVAF-F			6 WBES-F	6 WKAZ-F		5 WCOZ-AF		
		5 WRVZ-F			6 WKLC-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	12+ Ovmite
1 WVSR-F>	1 WVSR-F>>>	1 WVSR-F>>	1 WVSR-F>>	1 WVSR-F>	1 WVSR-F>	1 WVSR-F>>	1 WVSR-F>	1 WQBE-F	1 WQBE-F>	1 WVSR-F>>
2 WQBE-F	2 WQBE-F	2 WQBE-F	2 WQBE-F>	2 WQBE-F>	2 WKLC-F>>	2 WQBE-F	2 WQBE-F	2 WVSR-F	2 WVSR-F	2 WQBE-F>>
2 WKWS-F>>	3 WKWS-F>	3 WKWS-F	3 WKWS-F>	3 WKWS-F>		2 WKLC-F	3 WKLC-F	3 WKLC-F>	3 WKLC-F	3 WCHS
		4 WVAF-F>	4 WKAZ-F	4 WKAZ-F>		4 WKWS-F	3 WKWS-F>>	4 WKWS-F	4 WKWS-F	3 WKWS-F>
			4 WKAZ-F					4 WRVZ-F>	5 WRVZ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago	
WCAW	ST	680	Charleston	2.0	4.7	6	106	AC	0 (0)	11 (1)	11 (1)	4.0 %	10.8 %
WJYP-F	REL	100.9	S. Charleston	1.7	5.6	5	121	AOR/Classic/NR	0 (0)	33 (3)	33 (3)	11.9 %	15.8 %
WQBE	T	950	Charleston	1.7	4.1	6	115	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WSCW	REL	1410	S. Charleston	1.0	2.9	3	63	CHR	0 (0)	69 (3)	69 (3)	24.9 %	18.0 %
WSWW	T	1490	Charleston	0.7	1.6	2	34	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Country	0 (0)	87 (2)	87 (2)	31.4 %	27.7 %
								Full Service	22 (1)	0 (0)	22 (1)	7.9 %	7.2 %
								Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								News/Talk	7 (2)	0 (0)	7 (2)	2.5 %	2.9 %
								Oldies	0 (0)	23 (1)	23 (1)	8.3 %	8.3 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	3 (1)	16 (3)	19 (4)	5.4 %	0.0 %
								Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Standards/EZ	6 (1)	0 (0)	6 (1)	2.2 %	4.0 %
Totals								38 (5)	239 (13)	277 (18)			

CHARLESTON, WV

Consolidation Report	12+	25-54	Revenue
Bristol	43.6 %	43.9 %	%
WBES-FM, WQBE-AM, WQBE-FM, WWSR-AM, WWSR-FM			
West Virginia	21.9 %	19.9 %	%
WCAW-AM, WCHS-AM, WKAZ-FM, WSWW-AM, WVAF-FM			
	65.4 %	63.8 %	%

AM Stations

WCHS	580	5 kw (DA-N)	Full Service	CBS, Westwd	\$<20.00	Mc-Guild	West Virginia
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FM Stations

WBES	94.5	9.6 kw @ 525	Soft AC		\$ NA	Christal	Bristol	Dunbar
WKAZ	107.3	23.5 kw @ 676	Oldies	Westwd	\$<20.00	Mc-Guild	West Virginia	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	0.63 kw @ 617	Classic AOR		\$ NA	---		Pocatalico
WVAF	99.9	50 kw @ 430	CHR	ABC	\$32.00	Mc-Guild	West Virginia	
WWSR	102.7	50 kw @ 403	CHR		\$30.00	Christal	Bristol	

Notes: WEMM-F - See Huntington-Ashland

CHARLOTTE

Arbitron Rank: 37 Pop (12+): 1,160,700	Stations: 26 / 20	Last Year's Revenue: \$92,400,000
MSA Rank: 42	Diaries: 2,299 / 505:1 / 49.3%	Household Income: \$46,100
MSA Pop: 1,400,000	Sample Target: 2,230	Total Retail Sales: \$14.0 Bil.
DMA: 28	% Below Line: 4.2	#1 Biller: WBT-AF \$12,060,000
Average Persons Rating: 14.7	% Not Listed: 15.8	#1 Billing Portfolio: CBS/Infinity \$34,167,000
Market TSL in Hours: 19.50	Pop per Station: 58,035	

12+ Metro	Format	Spring 99		Win 99	Fall 98	Sum 98	Spq 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	WPEG-F	B	151 / 8.9	8.5	11.0	10.5	9.8	9.7	2034 / 17.5	18.4	18.7	217 / 3143	H	WPEG-F
2	WNKS-F	CHR	137 / 8.0	6.9	7.8	6.3	6.1	7.3	2487 / 21.3	21.6	20.1	242 / 4297	G	WNKS-F
3	WLYT-F	SAC	134 / 7.9	6.5	6.0	5.5	7.3	6.5	1789 / 15.4	14.9	16.7	202 / 2824	H	WLYT-F
4	WBT-AF	FS	120 / 7.0	6.3	6.1	6.8	5.5	6.6	1681 / 14.5	14.8		146 / 2071	I	WBT-AF
5	WWMG-F	O	107 / 6.3	5.6	5.4	5.7	5.0	5.7	1645 / 14.2	14.3	12.9	187 / 2714	G	WWMG-F
6	WKKT-F	C	97 / 5.7	5.1	6.0	5.5	7.3	5.6	1706 / 14.7	14.8	16.6	157 / 2812	G	WKKT-F
7	WSOC-F	C	92 / 5.4	5.2	6.7	5.9	7.7	5.8	1599 / 13.8	15.3	19.2	143 / 2609	H	WSOC-F
8	WRFX-F	AOR	86 / 5.0	6.2	6.0	7.1	6.1	6.1	1583 / 13.6	16.7	16.3	155 / 2601	I	WRFX-F
9	WBAV-F	B/AC	81 / 4.8	6.0	5.2	5.2	6.1	5.3	1158 / 10.0	9.4	10.6	115 / 1580	F	WBAV-F
10	WLNK-F	AC-NR	65 / 3.8	4.1	4.3	3.4	4.2	3.9	1672 / 14.4	14.1	14.1	112 / 2572	G	WLNK-F
11	WXRC-F	AOR	55 / 3.2	2.6	2.6	2.9	2.3	2.8	1056 / 9.1	7.7	8.2	104 / 1589	C	WXRC-F
11	WEND-F	AOR-NR	55 / 3.2	3.0	2.9	3.3	3.6	3.1	1355 / 11.7	9.8	9.4	87 / 1996	D	WEND-F
13	WSSS-F	CL HITS	44 / 2.6	3.7	3.6	3.9	4.2	3.4	1038 / 8.9	10.1	12.0	78 / 1720	G	WSSS-F
14	WNMX-F	ST	40 / 2.3	2.7	2.4	2.1	1.8	2.4	502 / 4.3	5.0	5.1	44 / 536	B	WNMX-F
15	WCCJ-F	J	39 / 2.3	2.8	2.0	1.7	1.9	2.2	639 / 5.5	5.2	0.0	39 / 644	C	WCCJ-F
16	WFNZ	SPRTS	24 / 1.4	1.1	1.3	1.6	1.3	1.3	386 / 3.3	3.3	3.1	24 / 395	B	WFNZ
17	WGIV	B/G	20 / 1.2	1.4	1.3	0.9	0.9	1.2	197 / 1.7	2.4	2.7	20 / 197	A	WGIV

12+ FM Share (Metro): 88.15% (1264 of 1434) (Spring 98: 90.92%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WNKS-F <	1 WPEG-F	1 WPEG-F	1 WLYT-F	1 WLYT-F	1 WBT-AF	1 WBT-AF <	1 WLYT-F	1 WPEG-F <	1 WPEG-F	1 WPEG-F >
2 WPEG-F >>>	2 WNKS-F >	2 WNKS-F <	2 WPEG-F	2 WWMG-F <	2 WRFX-F	2 WRFX-F <	2 WBT-AF	2 WNKS-F <	2 WNKS-F >	2 WNKS-F
	3 WLYT-F	3 WLYT-F	3 WNKS-F	3 WPEG-F <	3 WLYT-F	3 WNKS-F	3 WLYT-F	3 WWMG-F <	3 WBAV-F <	3 WKKT-F <
	3 WXRC-F <	4 WRFX-F <	3 WRFX-F <	4 WBAV-F <	4 WKKT-F <	3 WLYT-F <	4 WNKS-F	4 WKKT-F	4 WLYT-F	4 WSOC-F
	5 WEND-F	5 WBAV-F	5 WBAV-F	5 WRFX-F <	5 WSOC-F	5 WPEG-F	5 WPEG-F	4 WWMG-F	5 WWMG-F <	4 WWMG-F
	6 WRFX-F	6 WKKT-F	6 WWMG-F <	6 WNKS-F	6 WBAV-F <	6 WLNK-F <	6 WSOC-F <	6 WBT-AF <	6 WKKT-F <	6 WLYT-F <
	7 WBAV-F	6 WWMG-F <	7 WSOC-F <	7 WKKT-F <	7 WRFX-F	7 WKKT-F	7 WKKT-F	7 WSOC-F	7 WXRC-F	7 WBAV-F
	7 WLNK-F	8 WLNK-F <	8 WKKT-F <	8 WSOC-F <	8 WNMX-F <	7 WWMG-F <	8 WRFX-F	8 WBAV-F	8 WBT-AF	8 WBT-AF
		9 WSOC-F <	9 WLNK-F	9 WBT-AF	9 WNKS-F <	9 WSOC-F	9 WBAV-F <	9 WRFX-F <	8 WEND-F <	9 WEND-F <
		10 WXRC-F	10 WBT-AF <	10 WLNK-F		10 WBAV-F <	10 WLNK-F <	10 WEND-F <	10 WRFX-F <	10 WRFX-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	12+ Ovrnite
1 WNKS-F	1 WNKS-F	1 WNKS-F <	1 WLYT-F <	1 WLYT-F >	1 WPEG-F >	1 WPEG-F	1 WPEG-F	1 WRFX-F	1 WRFX-F	1 WPEG-F
1 WPEG-F >>>	2 WPEG-F >	2 WLYT-F	2 WNKS-F	2 WNKS-F <	2 WEND-F	2 WXRC-F	2 WXRC-F	2 WPEG-F	2 WWMG-F	2 WNKS-F
	3 WEND-F	3 WLYT-F >	3 WPEG-F	3 WBAV-F <	3 WXRC-F	3 WRFX-F	3 WRFX-F	3 WXRC-F	3 WBT-AF	2 WLYT-F
	4 WLYT-F	4 WBAV-F <	4 WBAV-F	4 WBAV-F	4 WWMG-F <	4 WNKS-F	4 WEND-F >	4 WEND-F >	4 WNKS-F	3 WPEG-F
	5 WKKT-F	5 WLNK-F	5 WLNK-F	5 WLNK-F <	5 WPEG-F <	5 WRFX-F >	5 WNKS-F >	5 WFNZ	5 WEND-F	5 WXRC-F <
	5 WCCJ-F	6 WEND-F <	6 WSOC-F	6 WKKT-F	6 WKKT-F <	6 WLNK-F >	6 WLNK-F	5 WSOC-F	5 WBAV-F	6 WBAV-F <
		7 WKKT-F	7 WKKT-F	7 WWMG-F	7 WLNK-F <		6 WLYT-F	5 WWMG-F <	7 WSOC-F <	6 WBAV-F <
			8 WEND-F	7 WSOC-F >	8 WSOC-F >		6 WSOC-F	8 WBT-AF <	8 WKKT-F <	7 WSOC-F <
					9 WBT-AF		6 WSSS-F	9 WSSS-F	9 WLYT-F	9 WSSS-F <
								9 WSOC-F <	9 WSSS-F <	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WGSP	B/G	1310	Charlotte	0.4	0.9	6 104	WFMX-F	C	105.7	Statesville	1.0	2.8	68 1158
WIXE	C	1190	Monroe	0.6	0.9	14 119	WJMH-F	B	102.1	Reidsville	0.7	1.3	31 492
							WKRR-F	AOR/CL	92.3	Asheboro	0.6	2.0	27 579
							WMIT-F	REL	106.9	Black Mountain	1.1	4.0	75 1187
							WTPT-F	AOR	93.3	Forest City	0.4	2.1	45 717
							WWGL-F	REL-CC	94.1	Lexington	0.4	1.5	17 433

CHARLOTTE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	18.6 %	21.8 %	29.5 %	AC	0 (0)	65 (1)	65 (1)	4.5 %	4.9 %
WKKT-FM, WLYT-FM, WRFX-FM				AOR/Classic/NR	0 (0)	213 (5)	213 (5)	14.9 %	14.5 %
CBS/Infinity	32.3 %	32.2 %	37.0 %	Black/Urban	0 (0)	244 (3)	244 (3)	17.0 %	19.0 %
WBAV-FM, WFNZ-AM, WGIV-AM, WNKS-FM, WPEG-FM, WSOC-FM, WSSS-FM				CHR	0 (0)	137 (1)	137 (1)	9.6 %	7.2 %
Dalton	9.5 %	10.3 %	9.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WEND-FM, WWMG-FM				Country	11 (1)	206 (3)	217 (4)	15.1 %	19.6 %
Jefferson-Pilot	10.8 %	9.9 %	19.7 %	Full Service	109 (1)	10 (1)	119 (2)	8.3 %	6.5 %
WBT-AM, WBT-FM, WLNK-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	71.2 %	74.2 %	95.9 %	Jazz	0 (0)	39 (1)	39 (1)	2.7 %	2.3 %
				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Oldies	0 (0)	151 (2)	151 (2)	10.5 %	10.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	26 (2)	25 (2)	51 (4)	3.6 %	3.1 %
				Soft AC	0 (0)	134 (1)	134 (1)	9.3 %	8.6 %
				Sports	24 (1)	0 (0)	24 (1)	1.7 %	1.5 %
				Standards/EZ	0 (0)	40 (1)	40 (1)	2.8 %	2.1 %
				Totals	170 (5)	1264 (21)	1434 (26)		

AM Stations

Station	Freq	Power	Format	Parent	Revenue	Station	Parent
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	CBS/Infinity
WGIV	1600	1 kw (DA-N)	Black Gospel	ABC	\$ NA	--	CBS/Infinity

FM Stations

Station	Freq	Power	Format	Parent	Revenue	Station	Parent
WBAV	101.9	100 kw @ 988	Black AC	ABC	\$49.00	Katz	CBS/Infinity
WBT	99.3	7.6 kw @ 604	Simul. WBT				Chester, SC
WCCJ	92.7	6 kw @ 328	Jazz		\$ NA	Allied	Davis
WEND	106.5	65 kw @ 1046	AOR-New Rock		\$53.00	Mc-Guild	Dalton
WKKT	96.9	100 kw @ 1548	Country		\$95.00	D&R	AMFM
WLNK	107.9	100 kw @ 1694	Modern AC		\$80.00	CBS	Jefferson-Pilot
WLYT	102.9	31 kw @ 1535	Soft AC	AMFM	\$100.00	Sentry	AMFM
WNKS	95.1	100 kw @ 1542	CHR		\$60.00	Katz	CBS/Infinity
WNMX	106.1	20 kw @ 364	Standards	ABC	\$25.00	Roslin	GHB
WPEG	97.9	95 kw @ 1610	Black	CBS, Westwd, ABC	\$155.00	Christal	CBS/Infinity
WRFX	99.7	84 kw @ 1056	AOR		\$177.00	Eastman	AMFM
WSOC	103.7	100 kw @ 1059	Country		\$175.00	Katz	CBS/Infinity
WSSS	104.7	100 kw @ 1210	Classic Hits		\$80.00	Katz	CBS/Infinity
WWMG	96.1	100 kw @ 1745	Oldies		\$90.00	Mc-Guild	Dalton
WXRC	95.7	100 kw @ 1020	AOR	ABC	\$ NA	--	Hickory

Notes: Spring 1998 cume rating for WBT-AF not available

CHATTANOOGA

Arbitron Rank: 102 Pop (12+): 388,000
MSA Rank: 113
MSA Pop: 452,000
DMA: 87
Average Persons Rating: 15.6
Market TSL in Hours: 20.75

Stations: 23 / 22
Diaries: 1,470 / 264:1 / 46.3%
Sample Target: 1,430
% Below Line: 0.3
% Not Listed: 14.2
Pop per Station: 17,636

Last Year's Revenue: \$20,300,000
Household Income: \$36,772
Total Retail Sales: \$4.9 Bil.
#1 Biller: WUSY-F \$5,500,000
#1 Billing Portfolio: Cumulus \$6,920,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fail 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fail 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WUSY-F	C	110 / 18.2	24.0	18.8	17.6	18.6	19.6	1197 / 30.9	31.0	34.6	212 / 2325	G	WUSY-F
2	WSKZ-F	AOR/CL	62 / 10.2	8.1	8.2	7.7	6.0	8.6	833 / 21.5	16.1	16.5	104 / 1486	E	WSKZ-F
3	WDEF-F	SAC	52 / 8.6	8.2	7.7	8.2	7.5	8.2	700 / 18.1	16.8	15.0	78 / 1049	D	WDEF-F
4	WJTT-F	B	39 / 6.4	5.9	7.7	8.7	7.6	7.2	478 / 12.3	10.6	10.2	46 / 617	C	WJTT-F
5	WOGT-F	O	38 / 6.3	4.8	3.8	4.4	5.3	4.8	518 / 13.3	12.1	13.3	46 / 711	C	WOGT-F
6	WKXJ-F	CHR	34 / 5.6	3.8	4.5	6.7	6.0	5.2	559 / 14.4	13.8	15.0	46 / 786	B	WKXJ-F
7	WDOD-F	AOR-NR	32 / 5.3	5.3	6.6	8.1	7.3	6.3	659 / 17.0	17.4	17.7	48 / 1075	C	WDOD-F
8	WGOW-F	T	26 / 4.3	4.1	4.9	4.0	4.3	4.3	374 / 9.6	9.9	9.8	31 / 491	C*	WGOW-F
9	WLOV-F	B/O	22 / 3.6	4.6	1.2	0.7	1.2	2.5	274 / 7.1	4.4	4.2	22 / 284		WLOV-F
10	WLMX-F	AC	16 / 2.6	2.8	3.7	3.2	4.3	3.1	332 / 8.5	10.1	10.6	16 / 374	B	WLMX-F
10	WGOW	T	16 / 2.6	1.3	3.3	2.7	2.5	2.5	241 / 6.2	5.6	6.5	16 / 255	*	WGOW
10	WDOD	ST	16 / 2.6	2.6	3.7	3.4	2.7	3.1	192 / 5.0	4.6	4.7	17 / 208		WDOD
13	WMPZ-F	J	11 / 1.8	1.2	0.7	1.3	1.8	1.2	97 / 2.5	3.4	4.1	11 / 109		WMPZ-F
13	WBDX-F	REL-CC	11 / 1.8	1.6	1.6	1.7	2.0	1.7	162 / 4.2	5.3	5.1	18 / 245		WBDX-F
15	WNOO	B/AC	10 / 1.7	2.6	3.1	2.5	2.7	2.5	117 / 3.0	4.3	4.1	10 / 117		WNOO

12+ FM Share (Metro): 88.27% (459 of 520) (Spring 98: 85.63%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
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 WJTT-F >>	2 WSKZ-F >	2 WSKZ-F >	2 WSKZ-F >	2 WSKZ-F >	2 WSKZ-F <	2 WSKZ-F <	2 WDEF-F	2 WSKZ-F	2 WSKZ-F	2 WSKZ-F
3 WUSY-F	3 WKXJ-F	3 WDEF-F	3 WDEF-F	3 WDEF-F <	3 WDEF-F <	3 WDEF-F	3 WSKZ-F >	3 WDEF-F	3 WJTT-F	3 WJTT-F
3 WDOD-F	3 WDEF-F <	4 WDOD-F <	4 WDOD-F	4 WOGT-F >	4 WOGT-F >	4 WGOW-F	4 WOGT-F	4 WOGT-F <	4 WKXJ-F	4 WKXJ-F <
	5 WDOD-F	5 WJTT-F	4 WGOW-F <	5 WGOW-F <	5 WGOW-F	5 WOGT-F	5 WGOW <	5 WKXJ-F <	5 WDOD-F	5 WDEF-F <
	5 WJTT-F >>	6 WKXJ-F <	6 WOGT-F	6 WDOD-F	6 WLOV-F	6 WJTT-F	6 WJTT-F	6 WJTT-F <	6 WOGT-F	6 WOGT-F
		7 WGOW-F	7 WJTT-F	7 WLOV-F <	7 WDOD <	7 WKXJ-F	6 WDOD-F <	7 WDOD-F	7 WDEF-F	7 WDOD-F
		7 WOGT-F	7 WLOV-F <		8 WJTT-F	8 WLOV-F <	8 WKXJ-F	8 WGOW-F	7 WDEF-F	7 WDOD-F
							9 WGOW-F			8 WLOV-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	12+ Ovrnite
1 WJTT-F	1 WUSY-F	1 WUSY-F	1 WUSY-F >>	1 WUSY-F >	1 WSKZ-F	1 WUSY-F	1 WUSY-F	1 WSKZ-F	1 WSKZ-F <	1 WUSY-F
1 WUSY-F	2 WDEF-F	2 WDEF-F >	2 WSKZ-F	2 WDEF-F >	2 WJTT-F	2 WSKZ-F >	2 WSKZ-F >	2 WUSY-F >>	2 WUSY-F >>	2 WJTT-F
1 WSKZ-F	3 WKXJ-F	3 WKXJ-F	2 WDEF-F	3 WOGT-F	2 WUSY-F >	3 WDOD-F	3 WDOD-F	3 WDOD-F	3 WOGT-F	3 WSKZ-F <
4 WDOD-F	3 WJTT-F	3 WJTT-F	4 WJTT-F <	4 WSKZ-F	4 WKXJ-F >	4 WKXJ-F	4 WKXJ-F	3 WGOW-F	3 WGOW-F	4 WOGT-F
4 WKXJ-F >>>	5 WSKZ-F	5 WSKZ-F	5 WKXJ-F <	5 WLOV-F		4 WJTT-F	4 WDEF-F	5 WDEF-F	5 WDOD-F	
	6 WDOD-F >	5 WDOD-F	6 WLOV-F	6 WKXJ-F			4 WGOW-F >	6 WJTT-F	6 WDEF-F >	
			6 WOGT-F	6 WJTT-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WDEF	T/SPRTS	1370	Chattanooga	0.5	2.0	3	80	WALV-F	CHR	95.3	Cleveland	0.3	2.4	29	436
WEPG	CL HITS	910	South Pittsburg	0.3	0.9	3	78								
WFLI	REL	1070	Lookout Mountain	1.3	2.8	9	162								
WJOC	REL	1490	Chattanooga	0.5	1.4	3	55								
WQCH	C	1590	Lafayette, GA	0.5	1.4	3	54								
WSGC-F	O	101.9	Ringgold, GA	0.7	3.3	5	157								

CHATTANOOGA

Consolidation Report			12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Bahakel			17.0 %	14.9 %	19.2 %	AC	0 (0)	16 (1)	16 (1)	3.1 %	5.1 %
WDEF-AM, WDEF-FM, WOOD-AM, WDOD-FM						AOR/Classic/NR	0 (0)	94 (2)	94 (2)	18.1 %	15.7 %
Bloomington			23.4 %	29.1 %	26.6 %	Black/Urban	10 (1)	61 (2)	71 (3)	13.7 %	12.2 %
WGOW-AM, WGOW-FM, WOGT-FM, WSKZ-FM						CHR	0 (0)	36 (2)	36 (2)	6.9 %	7.5 %
Brewer			8.2 %	6.3 %	9.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WJTT-FM, WMPZ-FM						Country	3 (1)	110 (1)	113 (2)	21.7 %	23.4 %
Cumulus			30.0 %	29.6 %	34.0 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WKXJ-FM, WLMX-AM, WLMX-FM, WLOV-FM, WUSY-FM						Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
			78.6 %	79.9 %	89.2 %	Jazz	0 (0)	11 (1)	11 (1)	2.1 %	2.2 %
						News/Talk	19 (2)	26 (1)	45 (3)	8.7 %	8.9 %
						Oldies	2 (1)	42 (2)	44 (3)	8.5 %	7.7 %
						Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Religion/Gospel	11 (2)	11 (1)	22 (3)	4.2 %	5.3 %
						Soft AC	0 (0)	52 (1)	52 (1)	10.0 %	8.9 %
						Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Standards/EZ	16 (1)	0 (0)	16 (1)	3.1 %	3.1 %
						Totals	61 (8)	459 (14)	520 (22)		

AM Stations

Station	Freq	Power	Format	Company	Revenue	Station	Company
WDOD	1310	5 kw (DA-N)	Standards	ABC, CBS	\$<20.00	Banner	Bahakel
WGOW	1150	5 kw/1 kw (DA-N)	Talk	ABC	\$25.00	Christal	Bloomington
WNOO	1260	5 kw/0.025 kw (DA-N)	Black AC	AURN	\$<20.00	Banner	

FM Stations

Station	Freq	Power	Format	Company	Revenue	Station	Company
WBDX	102.7	0.32 kw @ 1375	Contemp. Christian	SRN	\$<20.00	—	Trenton
WDEF	92.3	100 kw @ 1180	Soft AC	CBS	\$59.00	Eastman	Bahakel
WDOD	96.5	100 kw @ 1076	New Rock	Westwd	\$20.00	Banner	Bahakel
WGOW	102.3	6 kw @ 285	Talk	ABC, Westwd	\$25.00	Christal	Bloomington
WJTT	94.3	4.7 kw @ 371	Black		\$36.00	Mc-Guild	Brewer
WKXJ	97.3	16 kw @ 866	CHR		\$<20.00	Roslin	Cumulus
WLMX	105.5	1.55 kw @ 645	AC	ABC	\$41.00	Mc-Guild	Cumulus
WLOV	98.1	1 kw @ 794	Black Oldies	ABC	\$25.00	Katz	Cumulus
WMPZ	93.7	4.9 kw @ 302	Jazz	Jones	\$<20.00	Mc-Guild	Brewer
WOGT	107.9	2.85 kw @ 968	Oldies	Westwd	\$21.00	Christal	Bloomington
WSKZ	106.5	100 kw @ 1076	AOR/Classic AOR		\$60.00	Christal	Bloomington
WUSY	100.7	100 kw @ 1190	Country	Westwd	\$100.00	Katz	Cumulus

Notes: * WGOW-F revenue level includes revenue for WGOW . . . 3/99 WALV-F (95.3; Cleveland) changed from AC to CHR . . . 4/99 WSGC-F changed from Country to Oldies (Westwood One) . . . 8/99 WLOV-F and WKXJ-F swapped facilities: WLOV-F moved to 97.3; WKXJ-F, to 98.1

CHICAGO

Arbitron Rank: 3 Pop (12+): 7,020,100	Stations: 43 / 43	Last Year's Revenue: \$412,200,000
MSA Rank: 3	Diaries: 6,027/ 1165:1/ 48.3%	Household Income: \$54,737
MSA Pop: 8,760,000	Sample Target: 5,900	Total Retail Sales: \$ 80.4 Bil.
DMA: 3	% Below Line: 0.0	#1 Biller: WGN \$32,600,000
Average Persons Rating: 17.0	% Not Listed: 11.3	#1 Billing Portfolio:
Market TSL in Hours: 22.50	Pop per Station: 163,258	CBS/Infinity \$136,200,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WGCI-F	795 / 6.7	6.7	6.4	8.0	7.7	6.9	9147 / 13.0	12.4	14.2	813 / 9446	K	WGCI-F
1	WGN	795 / 6.7	5.8	6.6	6.6	5.8	6.4	9855 / 14.0	14.3	13.9	937 / 11947	L	WGN
3	WBBM-F	627 / 5.3	5.4	4.8	5.3	4.8	5.2	12452 / 17.7	17.3	18.0	647 / 12974	J	WBBM-F
4	WLS	544 / 4.8	5.0	4.0	4.3	4.3	4.5	6143 / 8.8	8.7	9.0	649 / 7544	I	WLS
5	WNUA-F	526 / 4.4	4.1	4.2	4.3	4.1	4.3	7888 / 11.0	11.6	10.6	533 / 7872	K	WNUA-F
6	WVAZ-F	497 / 4.2	4.1	4.0	4.9	4.7	4.3	6450 / 9.2	8.4	9.2	501 / 6528	K	WVAZ-F
7	WKQX-F	480 / 4.0	3.4	3.9	3.4	2.8	3.7	9487 / 13.5	14.3	12.9	509 / 9946	J	WKQX-F
8	WLIT-F	465 / 3.9	3.4	3.5	3.8	4.6	3.7	6906 / 9.8	10.1	11.8	476 / 7126	K	WLIT-F
9	WTMX-F	411 / 3.4	3.8	3.2	2.9	3.3	3.3	8238 / 11.7	11.6	11.8	418 / 8518	J	WTMX-F
10	WUSN-F	405 / 3.4	2.9	3.5	4.2	3.9	3.5	6309 / 9.0	8.6	9.9	422 / 6607	K	WUSN-F
11	WUBT-F	389 / 3.3	3.6	2.4	2.0	3.2	2.8	7598 / 10.8	9.1	9.7	403 / 7850	I	WUBT-F
12	WBBM	387 / 3.2	3.8	3.7	3.4	3.6	3.5	9150 / 13.0	14.0	14.2	411 / 9965	K	WBBM
13	WLUP-F	345 / 2.9	2.6	2.0	2.1	1.7	2.4	6769 / 9.6	8.0	7.2	358 / 6992	F	WLUP-F
14	WJMK-F	334 / 2.8	2.9	3.6	3.4	3.9	3.2	7377 / 10.5	12.7	13.1	361 / 7849	K	WJMK-F
15	WXRT-F	320 / 2.7	2.3	2.6	2.3	2.5	2.5	4980 / 7.1	7.8	7.0	328 / 5082	K	WXRT-F
16	WNND-F	306 / 2.6	2.7	3.1	2.6	2.6	2.7	6236 / 8.9	9.8	9.5	313 / 6369	H	WNND-F
17	WCKG-F	300 / 2.5	2.4	2.5	2.6	2.2	2.5	4448 / 6.3	6.7	7.2	309 / 4606	J	WCKG-F
18	WLEY-F	286 / 2.4	2.6	2.3	1.9	2.2	2.3	3122 / 4.4	4.6	4.0	290 / 3173	I	WLEY-F
19	WXCD-F	283 / 2.2	2.0	2.6	2.2	2.7	2.3	5941 / 8.5	9.6	9.4	288 / 6240	I	WXCD-F
20	WMAQ	255 / 2.1	2.0	2.2	2.0	1.7	2.1	5626 / 8.0	10.5	8.7	278 / 6312	J	WMAQ
21	WOJO-F	226 / 1.9	2.4	2.0	2.2	2.0	2.1	3127 / 4.5	5.0	4.6	227 / 3139	I	WOJO-F
22	WAIT	186 / 1.6	1.5	2.3	1.7	2.0	1.8	2109 / 3.0	3.5	3.3	196 / 2242	E	WAIT
23	WFMT-F	142 / 1.2	1.4	1.3	1.2	1.2	1.3	2719 / 3.9	4.0	4.2	143 / 2737	F	WFMT-F
23	WKIE-F	142 / 1.2	0.9					3908 / 5.6			173 / 4492		WKIE-F
25	WSCR	134 / 1.1	1.5	1.3	1.7	1.7	1.4	2348 / 3.3	3.5	4.3	141 / 2514	H	WSCR
26	WGCI	130 / 1.1	1.1	1.3	1.2	1.1	1.2	2075 / 3.0	3.0	2.9	130 / 2075	E	WGCI
27	WNIB-F	129 / 1.1	1.6	1.3	1.7	1.4	1.4	3137 / 4.5	4.6	5.0	130 / 3211	G	WNIB-F

12+ FM Share (Metro): 73.44% (7768 of 10577) (Spring 98: 73.18%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBBM-F >	1 WGCI-F	1 WGCI-F >	1 WGCI-F	1 WVAZ-F <	1 WGN >	1 WGN >>	1 WLS <	1 WGCI-F	1 WGCI-F >	1 WGCI-F
2 WGCI-F >>	2 WKQX-F	2 WKQX-F <	2 WVAZ-F	2 WGCI-F	2 WLS <	2 WKQX-F	2 WLIT-F <	2 WBBM-F	2 WBBM-F	2 WGN <
3 WKQX-F <	3 WBBM-F <	3 WVAZ-F <	3 WXRT-F <	3 WNUA-F <	3 WNUA-F	2 WGCI-F <	3 WNUA-F <	3 WLS <	3 WGN >	3 WBBM-F
4 WKIE-F >>	4 WTMX-F	4 WTMX-F <	4 WTMX-F	4 WUBT-F <	4 WBBM	4 WBBM <	4 WGN <	4 WGN	4 WKQX-F <	4 WVAZ-F
	5 WLUP-F	5 WBBM-F	4 WUBT-F <	5 WXRT-F <	4 WLIT-F	5 WLS	5 WGCI-F	5 WNUA-F	5 WVAZ-F <	5 WNUA-F
	6 WVAZ-F <	6 WLUP-F <	6 WNUA-F <	6 WTMX-F <	6 WVAZ-F	6 WBBM-F	6 WTMX-F	5 WLIT-F <	6 WNUA-F	6 WUSN-F
	7 WLEY-F	7 WXRT-F <	7 WKQX-F	7 WCKG-F <	7 WUSN-F <	6 WCKG-F <	7 WBBM-F	7 WVAZ-F <	7 WUBT-F	7 WUBT-F
	8 WCKG-F	8 WUBT-F	7 WLUP-F	8 WKQX-F	8 WUBT-F	8 WTMX-F <	7 WUBT-F <	8 WKQX-F	7 WLUP-F <	7 WLIT-F
	9 WXRT-F	9 WNUA-F	7 WCKG-F	8 WUSN-F	8 WJMK-F	9 WNUA-F <	9 WKQX-F <	9 WTMX-F	9 WNND-F <	7 WLS
	10 WUSN-F <	9 WCKG-F <	10 WUSN-F <	8 WLUP-F	10 WMAQ	10 WVAZ-F	10 WVAZ-F <	9 WUSN-F	10 WLIT-F	10 WKQX-F <
				8 WLIT-F <				9 WCKG-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	12+ Ovrmite
1 WGCI-F	1 WGCI-F	1 WGCI-F	1 WGCI-F	1 WVAZ-F <	1 WGCI-F	1 WKQX-F <	1 WKQX-F	1 WKQX-F <	1 WCKG-F <	1 WGN
2 WBBM-F <	2 WTMX-F	2 WTMX-F	2 WTMX-F	2 WGCI-F	2 WBBM-F <	2 WGCI-F >	2 WGCI-F	2 WGCI-F	2 WKQX-F <	2 WGCI-F
3 WTMX-F	3 WBBM-F	3 WVAZ-F	3 WVAZ-F	3 WLIT-F <	3 WKQX-F >>	3 WBBM-F	3 WCKG-F <	3 WCKG-F <	3 WXRT-F <	3 WLS <
4 WKQX-F >	4 WKQX-F	4 WBBM-F <	4 WBBM-F <	4 WTMX-F	4 WLEY-F <	4 WLUP-F	4 WLUP-F >	4 WLUP-F <	4 WLUP-F <	4 WBBM
5 WNND-F	5 WVAZ-F	5 WUSN-F	5 WNND-F	4 WUBT-F <	5 WLUP-F >	5 WCKG-F	5 WXRT-F <	5 WXRT-F	5 WGCI-F <	5 WVAZ-F
6 WLEY-F	6 WNND-F <	6 WLUP-F	6 WLIT-F <	6 WNUA-F	6 WLIT-F <	6 WLEY-F <	6 WTMX-F <	6 WBBM-F <	6 WVAZ-F <	6 WNUA-F <
7 WLUP-F	7 WLUP-F <	6 WKQX-F	7 WUBT-F <	6 WUSN-F	7 WTMX-F <	7 WTMX-F	7 WBBM-F <	7 WVAZ-F <	7 WNUA-F <	7 WMAQ
8 WKIE-F <	8 WUSN-F	8 WUBT-F <	8 WUSN-F	8 WNND-F	8 WXCD-F	7 WXRT-F	8 WVAZ-F <	8 WXCD-F	8 WLS <	
9 WLIT-F <	9 WLEY-F	9 WXRT-F	9 WNUA-F	9 WGN <	9 WGN <	9 WXCD-F	9 WLEY-F <	9 WUBT-F <	9 WXCD-F <	
10 WVAZ-F	10 WLIT-F <	9 WNND-F <	10 WKQX-F	10 WJMK-F		9 WVAZ-F	10 WXCD-F		10 WUBT-F	
				10 WBBM-F						

CHICAGO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
WCCQ-F	C	98.3	Crest Hill	0.5	1.1	60	852	AC	0 (0)	767 (3)	767 (3)	7.3 %	7.6 %
WCGO	ST	1600	Chicago Heights	0.6	0.7	68	483	AOR/Classic/NR	0 (0)	1460 (5)	1460 (5)	13.8 %	14.8 %
WIL-F	AOR	95.1	Kenosha, WI	0.4	1.6	59	1256	Black/Urban	105 (1)	1724 (5)	1829 (6)	17.3 %	16.2 %
WIND	SP-NT	560	Chicago	0.5	1.6	69	1188	CHR	0 (0)	769 (3)	769 (3)	7.3 %	5.3 %
WLXX	SP	1200	Chicago	0.7	1.3	81	916	Classical	0 (0)	273 (3)	273 (3)	2.6 %	3.0 %
WMVP	SPRTS	1000	Chicago	0.5	3.4	66	2628	Country	0 (0)	459 (2)	459 (2)	4.3 %	4.3 %
WNIZ-F	CL	96.9	Zion	0.0	0.2	4	202	Full Service	795 (1)	0 (0)	795 (1)	7.5 %	6.5 %
WRZA-FF	SP-R	99.9	Kankakee	0.5	1.2	59	907	Hispanic	145 (2)	567 (4)	712 (6)	6.7 %	7.0 %
WVON	B	1450	Cicero	0.9	0.9	105	657	Jazz	0 (0)	526 (1)	526 (1)	5.0 %	4.5 %
WXXY-FF	B/O	103.1	Highland Park	0.4	1.5	47	1066	News/Talk	1186 (3)	300 (1)	1486 (4)	14.0 %	15.1 %
WYBA-F	B/G	106.3	Lansing	0.5	1.6	60	1138	Oldies	0 (0)	334 (1)	334 (1)	3.2 %	4.4 %
WYCA-F	REL	92.3	Hammond, IN	0.5	1.6	66	1142	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WZSR-F	AC	105.5	Woodstock	0.4	1.1	53	778	Religion/Gospel	130 (1)	124 (2)	254 (3)	2.4 %	1.7 %
								Soft AC	0 (0)	465 (1)	465 (1)	4.4 %	5.2 %
								Sports	194 (2)	0 (0)	194 (2)	1.8 %	1.9 %
								Standards/EZ	254 (2)	0 (0)	254 (2)	2.4 %	2.2 %
								Totals	2809 (12)	7768 (31)	10577 (43)		

Consolidation Report	12+	25-54	Revenue
ABC/Disney	7.3 %	7.4 %	8.6 %
WDDZ-AM, WLS-AM, WMVP-AM, WRDZ-AM, WXCD-FM			
AMFM	23.6 %	25.7 %	31.0 %
WGCI-AM, WGCI-FM, WLIT-FM, WNUA-FM, WUBT-FM, WVZ-FM			
Big City	1.6 %	4.0 %	%
WDEK-FM, WKIE-FM, WKIF-FM, WXXY-FM, WYXX-FM			
Bonneville	8.9 %	11.1 %	7.6 %
WLUP-FM, WNND-FM, WTMX-FM			
CBS/Infinity	20.4 %	19.2 %	33.0 %
WBBM-AM, WBBM-FM, WCKG-FM, WJMK-FM, WMAQ-AM, WSCR-AM, WUSN-FM			
Hispanic	3.1 %	3.3 %	4.3 %
WIND-AM, WLXX-AM, WOJO-FM			
	64.9 %	70.7 %	84.5 %

AM Stations

Station	Power	Class	Format	Westwd	Price	Other	Notes
WAIT	850	2.5 kw (DA-D)	Standards	\$65.00	—	Pride	Crystal Lake
WBBM	780	50 kw	News	CBS \$250.00	Interep	CBS/Infinity	
WGCI	1390	5 kw (DA-2)	Black Gospel	AURN, AMFM \$ NA	Christal	AMFM	
WGN	720	50 kw	Full Service/Talk	ABC \$400.00	Eastman	Tribune	
WLS	890	50 kw	Talk	ABC \$130.00	ABC	ABC	
WMAQ	670	50 kw	News/Sports	CNN, Westwd \$230.00	Group W	CBS/Infinity	
WSCR	1160	50 kw/5 kw (DA-2)	Sports	CBS, Westwd \$125.00	CBS	CBS/Infinity	

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FM Stations

Station	Freq	Power	Time	Format	Source	Revenue	Network	City
WBBM	96.3	4.2 kw	@ 1555	Dance CHR	CBS	\$225.00	CBS	CBS/Infinity
WCKG	105.9	4.1 kw	@ 1581	Talk	Source	\$188.00	CBS	CBS/Infinity Elmwood Park
WDEK	92.5	20 kw	@ 495	Simulcasts WKIE-F				De Kalb
WFMT	98.7	15.5 kw	@ 1174	Classical		\$110.00	—	WTTW-TV
WGCI	107.5	33 kw	@ 603	Black		\$350.00	Mc-Guild	AMFM
WJMK	104.3	4.1 kw	@ 1568	Oldies	Westwd	\$325.00	Infinity	CBS/Infinity
WKIE	92.7	3 kw	@ 300	CHR		\$ NA	Allied	Big City Arlington Heights
WKQX	101.1	8.3 kw	@ 1174	AOR-New Rock		\$230.00	D&R	Emmis
WLEY	107.9	21 kw	@ 761	Hispanic		\$ NA	Caballero	SBS Aurora
WLIT	93.9	4 kw	@ 1581	Soft AC	AMFM	\$325.00	Christal	AMFM
WLUP	97.9	6 kw	@ 1174	AOR		\$340.00	Sentry	Bonneville
WNIB	97.1	8.4 kw	@ 1190	Classical		\$125.00	Mc-Guild	
WNND	100.3	8.3 kw	@ 1174	Modern AC		\$178.00	Sentry	Bonneville
WNUA	95.5	8.3 kw	@ 1174	Jazz		\$255.00	Katz	AMFM
WOJO	105.1	8.3 kw	@ 1174	Hispanic Contemp.		\$175.00	Katz Hisp.	Hispanic Evanston
WTMX	101.9	4.2 kw	@ 1558	AC		\$190.00	Sentry	Bonneville Skokie
WUBT	103.5	4.1 kw	@ 1575	Black Oldies		\$ NA	Eastman	AMFM
WUSN	99.5	8.3 kw	@ 1174	Country	Westwd	\$340.00	CBS	CBS/Infinity
WVAZ	102.7	6 kw	@ 1174	Black AC	UPI, ABC	\$280.00	Eastman	Chancellor Oak Park
WXCD	94.7	4.4 kw	@ 1529	Classic AOR	ABC	\$150.00	ABC	ABC
WXRT	93.1	6.7 kw	@ 1308	Progressive AOR		\$270.00	CBS	CBS/Infinity

Notes: 1/99 WCBR-F (92.7; Arlington Heights) changed calls to WKIE-F; WBRO-F (92.7; Kankakee) changed calls to WKIF-F; both remain simulcast CHR . . . 2/99 WDEK-F (92.5; De Kalb) changed from CHR to simulcasting CHR WKIE-F . . . 5/99 WYPA (820) sold by Douglas to Catholic Radio for \$10,500,000 (Media Svcs)

FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

CINCINNATI

Arbitron Rank: 26 Pop (12+): 1,584,300
MSA Rank: 31
MSA Pop: 1,940,000
DMA: 32
Average Persons Rating: 15.6
Market TSL in Hours: 20.50

Stations: 32 / 24
Diaries: 2,880 / 550:1 / 50.0%
Sample Target: 2,860
% Below Line: 4.4
% Not Listed: 11.3
Pop per Station: 66,012

Last Year's Revenue: \$111,900,000
Household Income: \$46,338
Total Retail Sales: \$19.4 Bil.
#1 Biller: WLW \$21,000,000
#1 Billing Portfolio:
 Clear Channel \$55,600,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WLW	227 / 9.2	8.8	8.4	9.8	9.6	9.0	3333 / 21.0	20.2	22.8	271 / 3921	K	WLW
2	WEBN-F	206 / 8.3	8.7	8.0	7.6	7.6	8.2	3120 / 19.7	18.5	17.5	221 / 3460	I	WEBN-F
3	WUBE-F	204 / 8.3	8.0	8.0	8.7	8.6	8.2	2674 / 16.9	19.4	18.3	227 / 2926	J	WUBE-F
4	WRRM-F	156 / 6.3	6.7	6.5	6.0	6.1	6.4	2341 / 14.8	14.7	14.7	164 / 2473	H	WRRM-F
5	WGRR-F	151 / 6.1	5.8	6.7	7.0	6.3	6.4	2334 / 14.7	14.7	14.7	170 / 2585	H	WGRR-F
6	WIZF-F	132 / 5.3	5.8	5.5	5.7	5.5	5.6	1772 / 11.2	11.5	12.9	132 / 1792	G	WIZF-F
7	WKRC-F	131 / 5.3	4.4	5.3	6.1	6.7	5.3	3275 / 20.7	21.7	23.2	145 / 3540	H	WKRC-F
8	WKRC	123 / 5.0	4.9	4.8	4.2	3.9	4.7	1846 / 11.7	11.4	9.4	136 / 1983	F	WKRC
9	WVMX-F	120 / 4.9	3.7	4.8	4.7	5.2	4.5	2160 / 13.6	13.2	14.9	125 / 2261	G	WVMX-F
10	WOFX-F	117 / 4.7	5.5	4.4	4.9	4.7	4.9	2352 / 14.8	16.2	16.0	129 / 2603	G	WOFX-F
11	WKFS-F	116 / 4.7	4.1	3.1	2.4	2.3	3.6	2633 / 16.6	12.7	10.5	123 / 2799	C	WKFS-F
12	WMOJ-F	94 / 3.8	5.1	4.1	4.2	4.4	4.3	1569 / 9.9	10.1	9.6	105 / 1643	D	WMOJ-F
13	WSAI	80 / 3.2	2.6	3.5	3.2	3.8	3.1	1028 / 6.5	6.3	6.6	84 / 1091	D	WSAI
14	WYGY-F	50 / 2.0	2.1	2.2	2.6	3.0	2.2	1269 / 8.0	8.3	9.6	55 / 1389	D	WYGY-F
15	WAKW-F	35 / 1.4	1.8	1.8	1.4	1.7	1.6	750 / 4.7	5.7	5.4	37 / 814		WAKW-F
16	WCIN	27 / 1.1	1.1	1.3	0.7	0.7	1.0	356 / 2.2	2.2	2.1	27 / 356	B	WCIN
17	WYLY-F	25 / 1.0	1.3	1.0	1.3	0.8	1.2	563 / 3.6	3.8	3.0	26 / 604	A	WYLY-F

12+ FM Share (Metro): 76.27% (1671 of 2191) (Spring 98: 77.60%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKFS-F >>	1 WEBN-F >	1 WEBN-F	1 WEBN-F <	1 WUBE-F <	1 WLW >	1 WLW	1 WLW <	1 WEBN-F <	1 WLW >	1 WUBE-F
2 WIZF-F	2 WKRC-F <	2 WUBE-F	2 WUBE-F	2 WEBN-F	2 WGRR-F <	2 WUBE-F <	2 WUBE-F <	2 WUBE-F	2 WEBN-F	2 WLW
3 WEBN-F <	3 WUBE-F <	3 WOFX-F <	3 WOFX-F <	3 WLW	3 WUBE-F <	3 WEBN-F	3 WRRM-F <	3 WLW <	3 WIZF-F	3 WEBN-F
4 WKRC-F >>>	4 WVMX-F	4 WKRC-F	4 WRRM-F <	3 WRRM-F <	4 WRRM-F	4 WRRM-F <	4 WEBN-F	4 WRRM-F	3 WKFS-F	4 WRRM-F <
5 WKFS-F <	4 WVMX-F <	5 WRRM-F <	5 WRRM-F <	5 WOFX-F <	5 WKRC <	5 WOFX-F <	5 WKRC <	4 WKRC-F <	5 WKRC-F	5 WIZF-F <
6 WIZF-F	6 WRRM-F <	6 WLW	6 WGRR-F <	6 WSAI <	6 WGRR-F	6 WGRR-F	6 WGRR-F	6 WIZF-F <	6 WUBE-F	6 WKFS-F <
7 WOFX-F >	7 WIZF-F <	7 WKRC-F <	7 WVMX-F	7 WOFX-F	7 WKRC <	7 WVMX-F <	7 WGRR-F <	7 WGRR-F <	7 WGRR-F <	7 WKRC-F <
8 WLW	8 WIZF-F <	8 WKRC-F <	8 WKRC-F <	8 WMOJ-F	8 WIZF-F	8 WKRC-F	8 WVMX-F <	8 WMOJ-F <	8 WMOJ-F <	8 WRRM-F <
9 WGRR-F <	9 WGRR-F <	9 WEBN-F	9 WEBN-F	9 WEBN-F	9 WKRC-F	9 WKRC-F	9 WKFS-F	9 WKFS-F	9 WKRC <	9 WVMX-F <
10 WMOJ-F >	10 WIZF-F >	10 WVMX-F	10 WOFX-F	10 WOFX-F	10 WOFX-F	10 WOFX-F	10 WOFX-F	10 WOFX-F	10 WOFX-F	10 WOFX-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	12+ Ovrnite
1 WKRC-F	1 WVMX-F <	1 WUBE-F <	1 WUBE-F <	1 WRRM-F <	1 WEBN-F >>>	1 WEBN-F >>>	1 WEBN-F >>	1 WEBN-F >	1 WEBN-F	1 WLW <
2 WKFS-F	2 WKRC-F <	2 WVMX-F >	2 WRRM-F	2 WUBE-F	2 WKFS-F	2 WUBE-F <	2 WUBE-F	2 WOFX-F <	2 WLW	2 WEBN-F
3 WIZF-F	3 WUBE-F <	3 WKRC-F <	3 WVMX-F <	3 WVMX-F <	2 WKRC-F >	3 WKRC-F	3 WOFX-F	3 WLW	3 WOFX-F	2 WUBE-F >
4 WVMX-F <	4 WKFS-F <	4 WKFS-F <	4 WIZF-F <	4 WGRR-F <	4 WUBE-F	4 WOFX-F	4 WVMX-F <	4 WUBE-F	4 WUBE-F	4 WKRC >
5 WEBN-F	5 WIZF-F	5 WIZF-F	5 WKRC-F >	5 WIZF-F <	4 WVMX-F <	5 WLW <	5 WKRC-F <	5 WKRC-F <	5 WRRM-F	5 WRRM-F <
6 WUBE-F	6 WEBN-F	6 WEBN-F <	6 WKFS-F <	6 WMOJ-F <	6 WIZF-F <	6 WKRC-F <	6 WVMX-F <	6 WVMX-F <	6 WVMX-F <	6 WVMX-F <
	7 WRRM-F	7 WRRM-F	7 WMOJ-F	7 WKRC-F	7 WKFS-F	7 WIZF-F	7 WIZF-F	7 WGRR-F	7 WKRC-F	7 WKRC-F
		8 WMOJ-F	8 WEBN-F <	8 WOFX-F <		8 WMOJ-F	8 WIZF-F	8 WIZF-F	8 WRRM-F <	8 WRRM-F <
			9 WOFX-F	9 WYGY-F					9 WMOJ-F	9 WMOJ-F
			9 WGRR-F <							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBOB	SPRTS	1160	Florence, KY 0.8 1.9 19 293
WCKY	SPRTS	1360	Cincinnati 0.8 2.3 19 372
WCVG	B/G	1320	Covington, KY 0.4 0.8 9 122
WIOK-F	REL	107.5	Falmouth, KY 0.6 0.8 20 199
WMOH	N/T	1450	Hamilton 0.3 0.8 8 120
WNLT-F	REL-CC	104.3	Harrison 0.5 1.6 14 286
WUBE	SPRTS	1230	Cincinnati 0.3 1.0 8 173

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFCJ-F	REL	93.7	Miamisburg, OH 0.4 1.7 17 366
WGTZ-F	CHR	92.9	Eaton, OH 0.6 3.3 28 833
WHKO-F	C	99.1	Dayton, OH 0.9 4.6 59 1329
WLQT-F	SAC	99.9	Dayton, OH 0.4 1.3 21 327
WMMX-F	AC/CHR	107.7	Dayton, OH 0.6 1.3 23 369
WPFB-F	C	105.9	Middletown, OH 0.5 2.8 17 531
WROU-F	B	92.1	W. Carrollton, OH 0.3 1.3 9 240
WTUE-F	AOR	104.7	Dayton, OH 0.7 2.8 43 782

CINCINNATI

Consolidation Report			12+	25-54	Revenue	Format Performance				AM	FM	Total	%	Yr. Ago
AMFM			11.4 %	13.0 %	17.4 %	AC	0	(0)	135	(2)	135	(2)	6.2 %	6.7 %
WBOB-AM, WUBE-AM, WUBE-FM, WYGY-FM						AOR/Classic/NR	0	(0)	340	(3)	340	(3)	15.5 %	17.2 %
CBS/Infinity			12.4 %	13.9 %	16.8 %	Black/Urban	27	(1)	234	(3)	261	(4)	11.9 %	7.5 %
WGRR-FM, WKRQ-FM, WYLY-FM						CHR	0	(0)	262	(3)	262	(3)	12.0 %	8.5 %
Clear Channel			40.8 %	36.3 %	49.7 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WCKY-AM, WEBN-FM, WKFS-FM, WKRC-AM, WLW-AM, WOFX-FM, WSAI-AM, WVMX-FM						Country	0	(0)	288	(4)	288	(4)	13.1 %	15.3 %
Susquehanna			10.1 %	12.6 %	9.5 %	Full Service	227	(1)	0	(0)	227	(1)	10.4 %	11.0 %
WMOJ-FM, WRRM-FM						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
			74.7 %	75.8 %	93.4 %	Jazz	0	(0)	0	(0)	0	(0)	0.0 %	5.4 %
						News/Talk	131	(2)	0	(0)	131	(2)	6.0 %	4.5 %
						Oldies	0	(0)	176	(2)	176	(2)	8.0 %	8.1 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	9	(1)	71	(4)	80	(5)	3.7 %	3.7 %
						Soft AC	0	(0)	165	(2)	165	(2)	7.5 %	7.0 %
						Sports	46	(3)	0	(0)	46	(3)	2.1 %	0.8 %
						Standards/EZ	80	(1)	0	(0)	80	(1)	3.7 %	4.3 %
						Totals	520	(9)	1671	(23)	2191	(32)		

AM Stations

Station	Power	Time	Format	Revenue	Company	Station
WCIN	1480	1.3 kw/0.25 kw (DA-2)	Black	\$ < 20.00	---	
WKRC	550	5 kw/1 kw (DA-2)	Talk	\$103.00	Eastman	Clear Channel
WLW	700	50 kw	Full Service/Talk	\$260.00	Eastman	Clear Channel
WSAI	1530	50 kw (DA-N)	Standards	\$55.00	Eastman	Clear Channel

FM Stations

Station	Power	Time	Format	Revenue	Company	Station
WAKW	93.3	50 kw @ 495	Contemp. Christian	USA	\$ NA	Pillar of Fire
WEBN	102.7	16 kw @ 866	AOR	\$169.00	Eastman	Clear Channel
WGRR	103.5	10 kw @ 1037	Oldies	\$130.00	Mc-Guild	CBS/Infinity Hamilton
WIZF	100.9	1.25 kw @ 508	Black	\$78.00	D&R	Blue Chip Erlanger, KY
WKFS	107.1	2.8 kw @ 874	CHR	\$35.00	Eastman	Clear Channel Milford
WKRQ	101.9	16.2 kw @ 874	CHR	ABC \$150.00	Katz	CBS/Infinity
WMOJ	94.9	10.5 kw @ 1056	Black Oldies	\$ NA	Mc-Guild	Susquehanna Fairfield
WOFX	92.5	16 kw @ 866	Classic AOR	\$80.00	Eastman	Clear Channel
WRRM	98.5	18 kw @ 808	Soft AC	\$109.00	Mc-Guild	Susquehanna
WUBE	105.1	14.5 kw @ 920	Country	\$180.00	Christal	AMFM
WVMX	94.1	32 kw @ 600	AC/CHR	ABC \$88.00	Eastman	Clear Channel
WYGY	96.5	19.5 kw @ 810	Country	\$74.00	Christal	AMFM Hamilton
WYLY	97.3	4.3 kw @ 387	Classic Hits	\$ NA	Katz	CBS/Infinity Lebanon, OH

Notes: 4/99 WVAE-F changed from Smooth Jazz to Black Oldies as "Mojo 94.9" ... 4/99 WVAE-F changed calls to WMOJ-F

Consolidation Report 12+ 25-54 Revenue 38.8% 27.2% 30.3%

AMFM	38.8%	27.2%	30.3%
WDOK-FM, WJMO-AM, WOAL-FM, WMRM-AM, WZAK-FM, WZJM-FM	42.0%	38.7%	36.0%
Clear Channel	66.3%	65.9%	80.8%
WGAR-FM, WJJI-FM, WMMS-FM, WMMX-FM, WTAM-AM, WZLE-FM			

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	261 (2)	261 (2)	11.8%	11.3%
AOR/Classical/NR	0 (0)	282 (3)	282 (3)	12.7%	14.2%
Black/Urban	0 (0)	194 (1)	194 (1)	8.7%	12.6%
CHR	0 (0)	19 (1)	19 (1)	0.9%	6.0%
Classical	0 (0)	69 (1)	69 (1)	3.1%	2.6%
Country	0 (0)	278 (3)	278 (3)	12.5%	10.7%
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)	132 (1)	132 (1)	6.0%	4.8%
News/Talk	287 (3)	0 (0)	287 (3)	12.9%	10.0%
Oldies	0 (0)	246 (1)	246 (1)	11.1%	9.7%
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Religion/Gospel	54 (2)	2 (1)	56 (3)	2.5%	1.7%
Soft AC	0 (0)	179 (1)	179 (1)	8.1%	7.2%
Sports	56 (1)	0 (0)	56 (1)	2.5%	2.2%
Standards/EZ	159 (1)	0 (0)	159 (1)	7.2%	6.9%
Totals	556 (7)	1662 (15)	2218 (22)		

AM Stations

WABQ	1540	1 kw (Days)	Black Gospel	AURN	\$22.00	—	Clear Channel
WJMO	1490	1 kw	Black Gospel	ABC	\$32.00	D&R	AMFM
WKNR	1220	50 kw (DA-1)	Sports	ABC, CBS, ESPN	\$55.00	Katiz	AMFM
WRMR	850	10 kw/5 kw (DA-2)	Standards	CNN, Jones	\$45.00	Katiz	AMFM
WTAM	1100	50 kw	News/Talk	ABC, AP	\$70.00	Eastman	Clear Channel

FM Stations

WCLV	95.5	31 kw @ 620	Classical	Interop	\$65.00	—	—
WDOK	102.1	12 kw @ 1005	Soft AC	Katiz	\$149.00	AMFM	—
WENZ	107.9	16 kw @ 892	Black	Source, Westwd	\$50.00	Allied	Radio One
WGAR	99.5	50 kw @ 500	Country	Chrtial	\$159.00	Clear Channel	—
WJJI	105.7	16 kw @ 1129	Oldies	Westwd	\$188.00	Mc-Gulid	Clear Channel
WMMS	100.7	32 kw @ 600	AOR	Eastman	\$120.00	Eastman	Clear Channel
WMVX	106.5	11.5 kw @ 1037	A/C/CHR	AP	\$145.00	Eastman	Clear Channel
WNCX	98.5	16 kw @ 961	Classic AOR	ABC, Westwd	\$153.00	CBS	CBS/Infinity
WNWV	107.3	50 kw @ 466	Jazz	CBS	\$51.00	Allied	WEOL
WOAL	104.1	11 kw @ 1060	A/C/CHR	Westwd, AMFM	\$115.00	Eastman	AMFM
WZAK	93.1	27.5 kw @ 623	Black	ABC	\$170.00	D&R	AMFM
WZJM	92.3	40 kw @ 548	Black Oldies	ABC	\$53.00	Senry	AMFM
WZLE	104.9	1.3 kw @ 499	CHR	—	\$ NA	—	Clear Channel

Notes: Several stations changed format in the mid of the survey period: * WZJM-F changed from CHR to Black Oldies as "Jamm'n' Oldies" (4/99); * WENZ-F changed from New Rock (AOR-NR) to Black (5/99); + WJMO changed from Black Oldies to Black Gospel (5/99); ~ WZLE-F changed from Contemporary Christian (REL-CC) to CHR (5/99).

CLEVELAND

Arbitron Rank: 24 Pop (12+): 1,763,500	Stations: 26 / 20
Diaries: 3,060 / 576:1 / 55.6%	Household Income: \$44,557
MSA Rank: 23	Household Income: \$20.6 Bil.
MSA Pop: 2,230,000	Total Retail Sales: \$12,500,000
DMA: 13	#1 Billing Portfolio: WJMJ-F
Average Persons Rating: 16.4	#1 Billing: WJMJ-F
Market TSL In Hours: 21.50	#1 Billing Portfolio: WJMJ-F
Pop per Station: 88,175	Clear Channel \$40,960,000

12+ Metro	Format	Spring 99	1/4 Share	Win	Fall 98	Sum 98	4-Book Avg	12+ Metro	12+ TSA Revenue	12+ Wknd
1 WTAM	N/T	255 / 8.8	5.7	6.9	8.7	8.3	7.5	4577 / 26.0	19.8	24.7
2 WGAR-F	C	254 / 8.5	7.3	6.6	8.0	8.5	7.8	2854 / 16.2	17.3	31.1
3 WJMJ-F	O	246 / 8.7	9.0	7.4	9.0	8.5	3606 / 20.4	20.0	21.3	318 / 5033
4 WZAK-F	B	194 / 6.7	8.4	8.7	8.7	8.1	2433 / 13.8	15.2	15.6	235 / 3367
5 WDOK-F	SAC	179 / 6.2	6.1	7.0	6.1	6.3	3039 / 17.2	16.4	15.5	239 / 4072
6 WRMR	B/O	159 / 5.5	5.9	4.8	5.4	5.5	1676 / 9.5	8.8	10.3	198 / 2150
7 WZJM-F	ST	143 / 5.0	5.7	5.8	4.9	5.5	3034 / 17.2	18.9	17.2	169 / 3620
8 WNCX-F	CL AOR	141 / 4.9	5.0	5.4	5.2	5.3	3087 / 17.5	16.8	15.3	213 / 4605
9 WOAL-F	AC/CHR	135 / 4.7	4.6	4.5	4.0	4.7	3208 / 18.2	16.9	17.5	176 / 4431
10 WNWV-F	J	132 / 4.6	4.5	5.4	4.1	4.3	1907 / 10.8	11.4	10.4	182 / 2587
11 WMMS-F	AOR	130 / 4.5	4.7	5.4	4.1	4.3	2765 / 15.7	14.8	12.2	191 / 4112
12 WMVX-F	AC/CHR	126 / 4.4	4.9	5.4	5.1	5.1	2850 / 16.2	16.0	16.7	161 / 3444
13 WENZ-F	B	90 / 3.1	2.7	2.4	2.1	2.5	1953 / 11.1	10.5	10.5	141 / 3037
14 WJMO	B/G+	69 / 2.4	3.1	2.3	2.3	2.7	1183 / 6.7	6.5	6.8	88 / 1484
15 WKNR	SPRFS	56 / 1.9	1.8	2.1	1.6	1.9	1264 / 7.2	7.5	8.5	83 / 1879
16 WKNR	B/G	46 / 1.6	1.6	1.0	1.3	1.4	416 / 2.4	2.1	1.8	47 / 421
17 WABQ	B/G	46 / 1.6	1.6	1.0	1.3	1.4	416 / 2.4	2.1	1.8	47 / 421
18 WZLF-F	CHR~	33 / 1.1	0.8	0.5	1.0	0.9	621 / 3.5	1.7	2.2	35 / 682

12+ FM Share (Metro): 74.93% (1662 of 2218) (Spring 98: 76.94%)

Teens	18-34	18-49	25-49	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZAK-F	1 WZAK-F	1 WZAK-F	1 WZAK-F	1 WZAK-F	1 WZAK-F	1 WZAK-F	1 WZAK-F	1 WZAK-F	1 WZAK-F
2 WENZ-F	2 WENZ-F	2 WENZ-F	2 WENZ-F	2 WENZ-F	2 WENZ-F	2 WENZ-F	2 WENZ-F	2 WENZ-F	2 WENZ-F
3 WMMS-F	3 WMMS-F	3 WMMS-F	3 WMMS-F	3 WMMS-F	3 WMMS-F	3 WMMS-F	3 WMMS-F	3 WMMS-F	3 WMMS-F
4 WMMS-F	4 WMMS-F	4 WMMS-F	4 WMMS-F	4 WMMS-F	4 WMMS-F	4 WMMS-F	4 WMMS-F	4 WMMS-F	4 WMMS-F
5 WMMS-F	5 WMMS-F	5 WMMS-F	5 WMMS-F	5 WMMS-F	5 WMMS-F	5 WMMS-F	5 WMMS-F	5 WMMS-F	5 WMMS-F
6 WZLF-F	6 WZLF-F	6 WZLF-F	6 WZLF-F	6 WZLF-F	6 WZLF-F	6 WZLF-F	6 WZLF-F	6 WZLF-F	6 WZLF-F
7 WENZ-F	7 WENZ-F	7 WENZ-F	7 WENZ-F	7 WENZ-F	7 WENZ-F	7 WENZ-F	7 WENZ-F	7 WENZ-F	7 WENZ-F
8 WZJM-F	8 WZJM-F	8 WZJM-F	8 WZJM-F	8 WZJM-F	8 WZJM-F	8 WZJM-F	8 WZJM-F	8 WZJM-F	8 WZJM-F
9 WOAL-F	9 WOAL-F	9 WOAL-F	9 WOAL-F	9 WOAL-F	9 WOAL-F	9 WOAL-F	9 WOAL-F	9 WOAL-F	9 WOAL-F
10 WDOK-F	10 WDOK-F	10 WDOK-F	10 WDOK-F	10 WDOK-F	10 WDOK-F	10 WDOK-F	10 WDOK-F	10 WDOK-F	10 WDOK-F

Other Rated Stations	Metro Cume	TSA	AQH Cume	Share Rating	Other Rated Stations--Outside Market	Metro Cume	TSA	AQH Cume	Share Rating
WTAM	1	1	1	1	1	1	1	1	1
WGAR-F	2	2	2	2	2	2	2	2	2
WZAK-F	3	3	3	3	3	3	3	3	3
WMMS-F	4	4	4	4	4	4	4	4	4
WZLF-F	5	5	5	5	5	5	5	5	5
WZJM-F	6	6	6	6	6	6	6	6	6
WOAL-F	7	7	7	7	7	7	7	7	7
WDOK-F	8	8	8	8	8	8	8	8	8
WZAK-F	9	9	9	9	9	9	9	9	9
WZJM-F	10	10	10	10	10	10	10	10	10

WTAM N/T 930 Elyria 1300 Cleveland 0.6 2.1 19 416
 WZAK-F N/T 930 Elyria 1300 Cleveland 0.5 2.4 15 467
 WZJM-F N/T 930 Elyria 1300 Cleveland 0.4 3.0 84 2131
 WOAL-F N/T 930 Elyria 1300 Cleveland 0.4 3.0 84 2131
 WZLF-F N/T 930 Elyria 1300 Cleveland 0.6 2.4 123 2220
 WZAK-F N/T 930 Elyria 1300 Cleveland 0.7 4.4 108 2225
 WZJM-F N/T 930 Elyria 1300 Cleveland 0.4 3.0 84 2131
 WOAL-F N/T 930 Elyria 1300 Cleveland 0.4 3.0 84 2131
 WZLF-F N/T 930 Elyria 1300 Cleveland 0.6 2.4 123 2220

COLORADO SPRINGS

Arbitron Rank: 93 Pop (12+): 399,000	Stations: 29 / 18	Last Year's Revenue: \$19,700,000
MSA Rank: 104	Diaries: 1,474 / 271:1 / 53.4%	Household Income: \$39,420
MSA Pop: 493,000	Sample Target: 1,360	Total Retail Sales: \$5.2 Bil.
DMA: 94 (w/Pueblo)	% Below Line: 15.2	#1 Biller: KKFM-F \$3,500,000
Average Persons Rating: 15.1	% Not Listed: 13.8	#1 Billing Portfolio: Citadel \$9,290,000
Market TSL in Hours: 20.25	Pop per Station: 22,167	

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	KKMG-F	CHR	68 / 11.3	11.2	11.8	11.5	10.8	11.5	1031 / 25.8	26.9	28.6	103 / 1527	D	KKMG-F
2	KKCS-F	C	49 / 8.2	9.8	6.9	6.6	9.1	7.9	697 / 17.5	15.3	16.7	59 / 910	E	KKCS-F
3	KKFM-F	AOR/CL	47 / 7.8	6.9	7.4	11.5	8.0	8.4	733 / 18.4	16.1	19.3	71 / 1067	E	KKFM-F
4	KILO-F	AOR	44 / 7.3	7.8	6.2	6.2	6.8	6.9	671 / 16.8	15.3	14.8	62 / 924	C	KILO-F
5	KVUU-F	AC	35 / 5.8	4.7	5.1	5.1	5.7	5.2	807 / 20.2	19.0	20.0	45 / 1059	C	KVUU-F
6	KCCY-F	C	31 / 5.2	5.7	7.8	4.2	6.0	5.7	530 / 13.3	15.8	13.6	74 / 1052	C	KCCY-F
6	KKLI-F	SAC	31 / 5.2	3.3	5.1	4.2	4.9	4.4	526 / 13.2	11.9	11.9	38 / 652	C	KKLI-F
8	KSPZ-F	O	30 / 5.0	5.0	4.4	5.7	6.0	5.0	538 / 13.5	13.8	15.7	39 / 704	C	KSPZ-F
9	KVOR	T/N	29 / 4.8	6.2	6.7	6.6	5.4	6.1	507 / 12.7	16.0	13.4	31 / 540	C	KVOR
10	KOA	T/FS	21 / 3.5	4.5	5.1	3.9	3.8	4.2	441 / 11.1	14.0	10.4	35 / 718		KOA
11	KSKX-F	J	19 / 3.2	4.8	3.2	3.5	3.4	3.7	310 / 7.8	7.6	8.7	25 / 396	B	KSKX-F
12	KBIQ-F	REL-CC	17 / 2.8	1.4	1.8	1.4	1.8	1.8	266 / 6.7	4.7	4.7	21 / 335		KBIQ-F
12	KRDO-F	AC	17 / 2.8	2.9	2.8	3.4	4.1	3.0	370 / 9.3	9.2	12.4	23 / 505	B	KRDO-F
14	KCMN	ST	13 / 2.2	2.4	1.9	0.8	1.3	1.8	120 / 3.0	2.9	3.1	13 / 120	A	KCMN
15	KQKS-F	CHR	11 / 1.8	1.0	1.4	1.2	1.8	1.4	226 / 5.7	4.3	4.9	12 / 240		KQKS-F
16	KYZX-F	CL AOR	10 / 1.7						139 / 3.5			15 / 210		KYZX-F

12+ FM Share (Metro): 83.20% (431 of 518) (Spring 98: 82.04%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKMG-F >>>	1 KKMG-F	1 KKMG-F <	1 KKFM-F	1 KKFM-F	1 KKCS-F	1 KKMG-F	1 KKMG-F	1 KKMG-F	1 KKMG-F >	1 KKMG-F >
2 KILO-F	2 KILO-F	2 KKFM-F	2 KILO-F	2 KKCS-F <	2 KVOR <	2 KKCS-F	2 KKCS-F <	2 KKCS-F <	2 KILO-F	2 KKFM-F <
2 KQKS-F >	3 KKFM-F <	3 KILO-F	2 KKMG-F <	3 KKMG-F <	3 KSPZ-F	3 KKFM-F <	3 KILO-F <	3 KKFM-F <	2 KKFM-F	3 KKCS-F
4 KVUU-F >>	4 KVUU-F	4 KKCS-F	4 KKCS-F	4 KILO-F	3 KKFM-F	4 KILO-F <	4 KKFM-F	4 KILO-F	4 KKLI-F	4 KVUU-F <
	5 KKCS-F	5 KVUU-F	5 KVUU-F	5 KVUU-F <	5 KKLI-F	5 KVOR	5 KVOR	5 KVUU-F <	5 KVUU-F <	5 KSPZ-F
	6 KKLI-F	6 KKLI-F <	6 KKLI-F	6 KSPZ-F <	5 KOA	6 KVUU-F	6 KVUU-F <	6 KSPZ-F	6 KKCS-F <	5 KILO-F <
	6 KCCY-F	7 KCCY-F	6 KCCY-F <	7 KKLI-F <	5 KCCY-F <	7 KCCY-F	7 KKLI-F <	6 KKLI-F	7 KCCY-F	7 KCCY-F
		8 KSPZ-F	8 KSPZ-F >	8 KCCY-F	8 KKMG-F <	8 KKLI-F <	8 KSPZ-F <	6 KCCY-F >	8 KKLI-F	8 KKLI-F
				9 KVOR <	9 KSKX-F	9 KSPZ-F	9 KCCY-F	9 KSKX-F	9 KSKX-F	9 KSKX-F
				10 KBIQ-F <	10 KCMN	10 KOA	10 KOA	9 KOA <	10 KCMN <	10 KCMN <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KKMG-F >>>	1 KKMG-F >	1 KKMG-F >	1 KKMG-F >	1 KKMG-F	1 KKMG-F	1 KILO-F >	1 KILO-F	1 KILO-F	1 KKFM-F	1 KILO-F
2 KVUU-F	2 KVUU-F <	2 KVUU-F	2 KKCS-F	2 KKCS-F <	2 KILO-F >	2 KKFM-F	2 KKFM-F >	1 KKFM-F >	2 KILO-F	2 KKMG-F
2 KKLI-F >>	3 KKLI-F >	3 KKFM-F	2 KKLI-F	3 KKFM-F <	3 KVUU-F >	2 KKMG-F >	3 KKMG-F	3 KKCS-F	3 KKCS-F >	3 KKCS-F
	4 KKCS-F	3 KKLI-F	2 KVUU-F <	4 KKLI-F <		4 KVUU-F	4 KKCS-F	3 KKMG-F >	4 KSPZ-F	4 KVOR
	5 KKFM-F	5 KKCS-F	5 KKFM-F >	5 KVUU-F		5 KKCS-F	4 KVUU-F >	5 KCCY-F <	4 KKMG-F <	4 KKLI-F
	6 KILO-F	6 KILO-F	6 KSPZ-F	6 KSPZ-F <		6 KCCY-F >		6 KVUU-F	6 KVOR	6 KVOR
	6 KCCY-F		6 KCCY-F	7 KILO-F				7 KSPZ-F	6 KVUU-F	6 KVUU-F
	6 KRDO-F		8 KILO-F	7 KCCY-F				7 KVOR	6 KCCY-F	6 KCCY-F
				9 KRDO-F					9 KOA	9 KOA
				9 KBIQ-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KCBR	REL	1040	Monument	0.3	0.8	2 33	KALC-F	AC/CHR	105.9	Denver	0.3	0.8	3 52
KGFT-F	REL	100.7	Pueblo	1.2	4.7	8 229	KDZA-F	O	107.9	Pueblo	0.5	2.1	22 353
KKCS	T	1460	Colorado Springs	0.5	2.4	3 97	KGHF	ST/FS	1350	Pueblo	0.3	1.1	14 225
KPRZ-F	REL	96.1	Fountain	0.7	2.3	5 110	KHOW	T	630	Denver	0.8	2.2	9 154
KRDO	SPRTS	1240	Colorado Springs	1.0	3.9	6 163	KNKN-F	SP-C	107.1	Pueblo	0.3	0.8	7 113
KTWK	ST	740	Colorado Springs	1.0	3.3	8 152	KVOD-F	B/O	92.5	Greeley	0.3	0.9	4 60
							KXXL-F	O	105.1	Denver	0.3	1.0	2 58

COLORADO SPRINGS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM KKLI-FM, KVUU-FM	11.0 %	11.4 %	11.9 %	AC	0 (0)	54 (3)	54 (3)	10.4 %	11.1 %
Citadel KKFM-FM, KKMG-FM, KSPZ-FM, KTWK-AM, KVOR-AM	29.9 %	29.8 %	47.2 %	AOR/Classic/NR	0 (0)	101 (3)	101 (3)	19.5 %	17.4 %
Local KCBR-AM, KCMN-AM	2.5 %	0.8 %	1.3 %	Black/Urban	0 (0)	2 (1)	2 (1)	0.4 %	0.0 %
Salem KBIQ-FM, KGFT-FM, KPRZ-FM	4.6 %	5.4 %	%	CHR	0 (0)	79 (2)	79 (2)	15.3 %	14.3 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	80 (2)	80 (2)	15.4 %	17.6 %
				Full Service	23 (2)	0 (0)	23 (2)	4.4 %	5.2 %
				Hispanic	0 (0)	2 (1)	2 (1)	0.4 %	0.0 %
				Jazz	0 (0)	19 (1)	19 (1)	3.7 %	3.9 %
				News/Talk	37 (3)	0 (0)	37 (3)	7.1 %	8.0 %
				Oldies	0 (0)	35 (3)	35 (3)	6.8 %	7.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	2 (1)	28 (3)	30 (4)	5.8 %	5.4 %
				Soft AC	0 (0)	31 (1)	31 (1)	6.0 %	5.6 %
				Sports	6 (1)	0 (0)	6 (1)	1.2 %	0.9 %
				Standards/EZ	19 (2)	0 (0)	19 (2)	3.7 %	3.1 %
	48.1 %	47.4 %	60.4 %	Totals	87 (9)	431 (20)	518 (29)		

AM Stations

KCMN	1530	1 kw (Days)	Standards	CNN, Westwd	\$<20.00	---	KCBR
KVOR	1300	5 kw/1 kw	Talk/News	ABC, CBS	\$30.00	Katz	Citadel

FM Stations

KBIQ	102.7	100 kw @ 2000	Contemp. Christian		\$<20.00	Salem	Salem	Manitou Springs
KILO	94.3	83 kw @ 2110	AOR		\$32.00	Eastman	Bahakel	
KKCS	101.9	72 kw @ 2280	Country		\$75.00	Katz	KKCS	
KKFM	98.1	71 kw @ 2290	AOR/Classic AOR		\$56.00	Mc-Guild	Citadel	
KKLI	106.3	1.6 kw @ 2224	Soft AC		\$30.00	Mc-Guild	AMFM	Widefield
KKMG	98.9	70 kw @ 2300	CHR		\$40.00	Mc-Guild	Citadel	Pueblo
KRDO	95.1	96 kw @ 2010	AC	ABC	\$21.00	D&R		
KSKX	105.5	0.4 kw @ 2228	Jazz		\$ NA	D&R		Security
KSPZ	92.9	72 kw @ 2130	Oldies	Westwd	\$38.00	Katz	Citadel	
KVUU	99.9	68 kw @ 2000	AC		\$30.00	Katz	AMFM	Pueblo

Notes: Other ranked stations - See Denver or Pueblo . . . 4/99 KYZX-F moved from 104.5 to 103.9; changed its transmitter location to Cheyenne Mtn. Electronics Site and its city of License to Pueblo West. It is now a sister station to KILO-F

COLUMBIA, SC

Arbitron Rank: 88	Pop (12+): 427,200	Stations: 21 / 17	Last Year's Revenue: \$26,000,000
MSA Rank: 100		Diaries: 1,530 / 279:1 / 52.6%	Household Income: \$42,709
MSA Pop: 515,000		Sample Target: 1,450	Total Retail Sales: \$4.7 Bil.
DMA: 86		% Below Line: 1.7	#1 Biller: WWDM-F \$5,375,000
Average Persons Rating: 15.4		% Not Listed: 13.9	#1 Billing Portfolio: AMFM \$10,780,000
Market TSL in Hours: 20.50		Pop per Station: 25,129	

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1	WWDM-F	72 / 10.9	14.3	14.9	15.4	16.3	13.9	1008 / 23.6	22.5	24.7	126 / 1716	G WWDM-F
2	WNOK-F	65 / 9.9	8.7	7.2	8.5	7.6	8.6	954 / 22.3	24.4	23.1	108 / 1526	E WNOK-F
3	WCOS-F	63 / 9.5	8.4	10.5	10.7	10.3	9.8	781 / 18.3	19.9	21.8	113 / 1470	E WCOS-F
4	WLXC-F	50 / 7.6	2.0	1.4	2.7	2.5	3.4	536 / 12.5	5.6	5.4	52 / 579	A WLXC-F
5	WMFX-F	45 / 6.8	6.7	5.8	6.1	6.9	6.4	624 / 14.6	15.8	17.1	54 / 748	D WMFX-F
6	WARQ-F	37 / 5.6	5.0	4.9	4.6	5.9	5.0	593 / 13.9	13.7	15.7	45 / 670	B WARQ-F
7	WFMV-FF	36 / 5.5	5.9	7.2	4.7	5.7	5.8	418 / 9.8	12.3	9.8	59 / 749	B WFMV-FF
8	WTCB-F	35 / 5.3	6.5	5.3	6.4	7.1	5.9	543 / 12.7	14.9	15.9	50 / 821	E WTCB-F
9	WOMG-F	34 / 5.2	5.0	5.3	5.4	6.2	5.2	513 / 12.0	14.1	14.8	45 / 602	C WOMG-F
10	WVOC	33 / 5.0	5.5	6.9	5.4	4.8	5.7	448 / 10.5	16.9	11.7	40 / 567	C WVOC
11	WSCQ-F	32 / 4.9	4.9	4.7	5.6	4.1	5.0	412 / 9.7	9.8	9.5	34 / 478	C WSCQ-F
12	WLTY-F	27 / 4.1	4.0	4.1	1.9	1.6	3.5	502 / 11.7	10.1	7.9	30 / 567	A WLTY-F
13	WOIC	10 / 1.5	2.0	2.3	2.2	1.6	2.0	135 / 3.2	3.4	3.5	10 / 142	A WOIC
14	WCOS	9 / 1.4	2.1	1.4	1.4	1.5	1.6	157 / 3.7	4.6	4.1	9 / 160	WCOS

12+ FM Share (Metro): 89.26% (507 of 568) (Spring 98: 87.17%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWDM-F <	1 WWDM-F	1 WWDM-F	1 WWDM-F <	1 WCOS-F	1 WCOS-F >	1 WCOS-F	1 WCOS-F <	1 WNOK-F	1 WWDM-F >	1 WWDM-F
2 WNOK-F >>	2 WNOK-F	2 WNOK-F <	2 WLXC-F <	2 WWDM-F <	2 WSCQ-F <	1 WWDM-F	2 WNOK-F	2 WWDM-F	2 WNOK-F	2 WCOS-F <
3 WARQ-F >>	3 WARQ-F	3 WLXC-F	3 WNOK-F <	3 WNOK-F	3 WOMG-F	3 WNOK-F <	3 WVOC <	3 WCOS-F	3 WCOS-F	3 WNOK-F
4 WLXC-F	4 WCOS-F	4 WCOS-F <	3 WLXC-F	3 WLXC-F	3 WLXC-F	4 WMFX-F <	4 WWDM-F	4 WLXC-F <	3 WARQ-F	4 WLXC-F
4 WMFX-F	4 WMFX-F	5 WMFX-F	5 WMFX-F	5 WMFX-F	3 WVOC	5 WLXC-F	5 WMFX-F <	5 WMFX-F	5 WLXC-F	5 WFMV-FF
6 WCOS-F	6 WARQ-F	6 WTCB-F	6 WTCB-F <	6 WTCB-F <	6 WTCB-F <	6 WSCQ-F <	6 WLXC-F <	6 WARQ-F	6 WFMV-FF	6 WMFX-F
6 WFMV-FF	7 WTCB-F	7 WFMV-FF	7 WOMG-F	7 WOMG-F	7 WMFX-F	7 WTCB-F	7 WTCB-F <	7 WOMG-F	7 WMFX-F <	6 WSCQ-F <
	8 WFMV-FF	7 WOMG-F <	8 WFMV-FF	8 WFMV-FF	8 WFMV-FF	8 WFMV-FF	8 WOMG-F	8 WTCB-F	8 WOMG-F	8 WARQ-F <
		9 WARQ-F		8 WWDM-F <	8 WVOC <	9 WARQ-F		9 WLTY-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	12+ Ovrnite
1 WWDM-F	1 WNOK-F <	1 WNOK-F	1 WNOK-F <	1 WNOK-F	1 WWDM-F >>	1 WWDM-F	1 WMFX-F	1 WMFX-F	1 WMFX-F	1 WWDM-F >
2 WNOK-F >	2 WWDM-F >	2 WWDM-F	2 WWDM-F	2 WCOS-F <	2 WNOK-F	2 WMFX-F <	2 WWDM-F	2 WLXC-F	2 WLXC-F	2 WCOS-F
3 WLXC-F	3 WFMV-FF	3 WFMV-FF	3 WCOS-F	3 WWDM-F	2 WARQ-F	3 WARQ-F <	3 WARQ-F	2 WWDM-F >	3 WCOS-F	2 WMFX-F
3 WARQ-F	3 WARQ-F >	4 WARQ-F >	4 WTCB-F <	4 WTCB-F	4 WLXC-F	4 WNOK-F <	4 WNOK-F	4 WNOK-F	4 WWDM-F	4 WFMV-FF
5 WFMV-FF	5 WLXC-F	5 WLTY-F	5 WLXC-F <	5 WFMV-FF <	4 WMFX-F >>	5 WLXC-F	5 WCOS-F	4 WCOS-F <	5 WOMG-F	5 WNOK-F
			6 WFMV-FF	6 WLXC-F			5 WLXC-F >>>	6 WARQ-F >	6 WNOK-F	6 WLXC-F
				7 WOMG-F <				7 WVOC	6 WTCB-F <	
				8 WLTY-F					8 WVOC	
									8 WARQ-F >	

Other Rated Stations				Metro Cume	TSA	Other Rated Stations--Outside Market				Metro Cume	TSA				
				Share	Rating					Share	Rating				
WISW	N	1320	Columbia	0.8	4.2	5	193	WBBQ-F	AC	104.3	Augusta, GA	0.5	1.7	4	110
WTGH	B/G	620	Cayce	0.6	1.2	4	51	WQKI-F	B	93.9	St. Mathews	0.8	2.8	13	300
								WZNY-F	CHR	105.7	Augusta, GA	0.5	2.5	8	165

COLUMBIA, SC

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	34.8 %	30.2 %	41.3 %	AC	0 (0)	38 (2)	38 (2)	6.7 %	11.5 %
WCOS-AM, WCOS-FM, WLTY-FM, WNOK-FM, WSCQ-FM, WVOC-AM				AOR/Classic/NR	0 (0)	82 (2)	82 (2)	14.4 %	14.5 %
Bloomington	18.9 %	23.9 %	20.4 %	Black/Urban	10 (1)	127 (3)	137 (4)	24.1 %	21.6 %
WISW-AM, WLXC-FM, WOMG-FM, WTCB-FM				CHR	0 (0)	68 (2)	68 (2)	12.0 %	8.6 %
Clear Channel	24.8 %	24.3 %	35.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WARQ-FM, WMFX-FM, WOIC-AM, WWDM-FM				Country	0 (0)	63 (1)	63 (1)	11.1 %	14.7 %
Local	5.5 %	5.6 %	2.5 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WFMV-FM, WLJI-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	83.9 %	84.0 %	99.8 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	38 (2)	0 (0)	38 (2)	6.7 %	7.1 %
				Oldies	0 (0)	34 (1)	34 (1)	6.0 %	7.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	4 (1)	36 (2)	40 (3)	7.0 %	8.7 %
				Soft AC	0 (0)	27 (1)	27 (1)	4.8 %	0.0 %
				Sports	9 (1)	0 (0)	9 (1)	1.6 %	1.7 %
				Standards/EZ	0 (0)	32 (1)	32 (1)	5.6 %	4.8 %
				Totals	61 (5)	507 (15)	568 (20)		

AM Stations

WCOS	1400	1 kw	Sports	CNN, 1-On-1	\$<20.00	Katz	AMFM
WOIC	1230	1 kw	Black Oldies	AURN, ABC	\$<20.00	Cir Chnl	Clear Channel
WVOC	560	5 kw (DA-N)	News/Talk	Westwd	\$32.00	—	AMFM

FM Stations

WARQ	93.5	2.8 kw @ 443	New Rock		\$24.00	Cir Chnl	Clear Channel
WCOS	97.5	100 kw @ 983	Country	ABC	\$74.00	Katz	AMFM
WFMV	95.3	3 kw @ 328	Black Gospel	Westwd	\$21.00	D&R	S. Congaree
WLJI	98.3	6 kw @ 328	Simul. WFMV-F				Summerton
WLTY	96.7	3.3 kw @ 443	Soft AC	AMFM	\$25.00	Katz	AMFM
WLXC	98.5	6 kw @ 328	Black AC		\$ NA	K&P	Bloomington
WMFX	102.3	6 kw @ 328	AOR/Classic AOR	UBN	\$37.00	Cir Chnl	Clear Channel
WNOK	104.7	96 kw @ 1033	CHR	ABC	\$48.00	Mc-Guild	AMFM
WOMG	103.1	3 kw @ 300	Oldies		\$28.00	Christal	Bloomington
WSCQ	100.1	5.9 kw @ 330	Standards/EZ	CBS	\$22.00	Katz	AMFM
WTCB	106.7	100 kw @ 787	AC		\$62.00	Christal	Bloomington
WWDM	101.3	100 kw @ 1322	Black	ABC, Westwd	\$77.00	Cir Chnl	Clear Channel
							Sumter

Notes: 3/99 WLXC-F sold by Baker to Bloomington Broadcasting (price NA) . . . 3/99 WLXC-F changed from AC (simulcasting WHBZ-F, Charleston) to Black AC using ABC's "The Touch" service and Tom Joyner . . . 3/99 WDXZ-F (106.3; Newberry) sold by GBH to Douglas Sutton (price NA) . . . 7/99 WSCQ-F changed from Standards to Black Oldies as WJMV-F

COLUMBUS, GA

Arbitron Rank: 169 Pop (12+): 200,200	Stations: 18 / 14	Last Year's Revenue: \$10,300,000
MSA Rank: 168	Diaries: 899 / 223:1 / 43.0%	Household Income: \$31,464
MSA Pop: 269,000	Sample Target: 900	Total Retail Sales: \$2.6 Bil.
DMA: 128	% Below Line: 10.8	#1 Biller: WFXE-F \$1,800,000
Average Persons Rating: 15.4	% Not Listed: 10.7	#1 Billing Portfolio: Cumulus (pend.) \$5,860,000
Market TSL in Hours: 20.75	Pop per Station: 14,300	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WFXE-F	B	57 / 18.5	17.5	16.4	17.2	19.2	643 / 32.1	30.3	30.2	61 / 760	C	WFXE-F
2	WAGH-F	B/AC	30 / 9.8	9.2	7.7	11.7	9.9	416 / 20.8	17.7	18.4	32 / 480	C	WAGH-F
3	WCGQ-F	AC/CHR	24 / 7.8	7.6	9.0	7.1	9.3	351 / 17.5	17.1	20.0	41 / 780	B	WCGQ-F
4	WKCN-F	C	22 / 7.2	8.9	9.0	10.1	9.6	307 / 15.3	17.1	17.4	37 / 616	C	WKCN-F
5	WVRK-F	AOR	21 / 6.8	7.6	10.3	11.4	8.3	310 / 15.5	16.0	17.5	50 / 776	C	WVRK-F
6	WBFA-F	CHR	18 / 5.9	1.6				293 / 14.6	5.0		29 / 497		WBFA-F
7	WRCG	N/T	17 / 5.5	6.3	6.4	3.6	7.0	224 / 11.2	11.4	11.2	19 / 279	B	WRCG
8	WGSY-F	AC	13 / 4.2	7.6	8.4	7.5	10.3	306 / 15.3	16.2	20.0	23 / 483	C	WGSY-F
8	WEAM	B/G	13 / 4.2	5.9	3.5	3.6	2.7	154 / 7.7	9.2	7.1	13 / 154	A	WEAM
10	WSTH-F	C	11 / 3.6	2.0	2.3	3.6	5.3	205 / 10.3	8.6	8.1	42 / 702	B	WSTH-F
11	WZHT-F	B	10 / 3.3	2.6	3.2	2.6	1.7	255 / 12.7	10.9	8.1	31 / 489		WZHT-F
11	WOKS	B/O	10 / 3.3	4.6	2.9	4.5	4.3	192 / 9.6	10.1	8.9	10 / 205	A	WOKS

12+ FM Share (Metro): 79.27% (218 of 275) (Spring 98: 78.45%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFXE-F >>>	1 WFXE-F >>>	1 WFXE-F >>>	1 WFXE-F >	1 WFXE-F >	1 WAGH-F >	1 WFXE-F >	1 WFXE-F >	1 WFXE-F >	1 WFXE-F >>>	1 WFXE-F >>>
2 WBFA-F >>>	2 WCGQ-F	2 WCGQ-F <	2 WCGQ-F <	2 WAGH-F <	2 WFXE-F <	2 WCGQ-F	2 WRCG <	2 WAGH-F	2 WAGH-F >	2 WAGH-F >
	3 WVRK-F >	3 WAGH-F	3 WAGH-F	3 WCGQ-F	3 WKCN-F	3 WVRK-F <	3 WAGH-F <	3 WCGQ-F <	3 WBFA-F	3 WOKS
	4 WBFA-F	4 WVRK-F <	4 WVRK-F <	4 WVRK-F	3 WRCG	4 WKCN-F <	4 WCGQ-F <	4 WKCN-F <	4 WZHT-F	4 WEAM
	5 WKCN-F	5 WKCN-F >	5 WKCN-F >	4 WKCN-F >	5 WEAM	5 WAGH-F	5 WKCN-F	5 WVRK-F <	4 WKCN-F	4 WBFA-F <
		6 WBFA-F	6 WGSY-F	6 WGSY-F	6 WGSY-F	6 WRCG	6 WVRK-F >	6 WBFA-F >	6 WRCG	6 WKCN-F <
				7 WSTH-F	7 WOKS	6 WGSY-F <	7 WBFA-F <	7 WRCG <		7 WCGQ-F <
				7 WRCG	7 WCGQ-F	8 WBFA-F >	8 WGSY-F	8 WGSY-F <		8 WVRK-F
					7 WMLF					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
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 >	1 WFXE-F >>>
2 WBFA-F >>>	2 WCGQ-F >	2 WCGQ-F >>>	2 WCGQ-F	2 WCGQ-F	2 WVRK-F	2 WVRK-F >	2 WVRK-F	2 WVRK-F >	2 WVRK-F <	2 WGSY-F
	3 WBFA-F >	3 WVRK-F	3 WAGH-F >	2 WAGH-F >	3 WBFA-F	3 WCGQ-F >	3 WCGQ-F >	3 WCGQ-F	3 WAGH-F	2 WAGH-F
		3 WAGH-F	4 WKCN-F	4 WKCN-F	3 WKCN-F >	4 WKCN-F	4 WKCN-F	3 WKCN-F	4 WCGQ-F	2 WKCN-F
		3 WKCN-F >>>	5 WBFA-F	5 WGSY-F >			4 WAGH-F >	3 WAGH-F >>>	5 WKCN-F	
			6 WGSY-F	6 WEAM					6 WRCG	
				6 WVRK-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WDAK	SPRTS	540	Columbus	1.0	2.7	5	112	WJZF-F	J	104.1	La Grange, GA	0.7	1.7	4	100
WKZJ-F	B/AC	95.7	Greenville, GA	2.3	5.8	13	258	WVJF-F	REL-CC	93.3	Manchester, GA	1.0	3.3	9	161
WMLF	ST	1270	Columbus	2.9	5.5	9	117								
WPNX	G	1460	Phenix City, AL	1.6	3.3	16	83								

COLUMBUS, GA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Cumulus, pend. WAGH-FM, WBFA-FM, WDAK-AM, WGSY-FM, WMLF-AM, WPNX-AM, WSTH-FM, WVRK-FM	35.8 %	34.3 %	55.8 %	AC	0 (0)	37 (2)	37 (2)	13.5 %	19.1 %
Davis WFXE-FM, WKZJ-FM, WOKS-AM	24.1 %	23.8 %	20.3 %	AOR/Classic/NR	0 (0)	21 (1)	21 (1)	7.6 %	11.3 %
McClure WCGQ-FM, WKCN-FM, WRCG-AM	20.5 %	23.2 %	19.5 %	Black/Urban	10 (1)	104 (4)	114 (5)	41.5 %	36.4 %
	80.4 %	81.3 %	95.6 %	CHR	0 (0)	18 (1)	18 (1)	6.5 %	0.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	33 (2)	33 (2)	12.0 %	12.4 %
				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)	2 (1)	2 (1)	0.7 %	0.7 %
				News/Talk	17 (1)	0 (0)	17 (1)	6.2 %	7.1 %
				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	18 (2)	3 (1)	21 (3)	7.6 %	6.7 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	3 (1)	0 (0)	3 (1)	1.1 %	1.4 %
				Standards/EZ	9 (1)	0 (0)	9 (1)	3.3 %	4.9 %
				Totals	57 (6)	218 (12)	275 (18)		

AM Stations

Station	Power	Time	Format	Market	Revenue	Station	Market
WEAM	1580	2.3 kw/1 kw (DA-N)	Black Gospel	USA	\$<20.00	—	GHB
WMLF	1270	5 kw/0.188 kw	Standards		\$ NA	—	Cumulus
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

Station	Power	Time	Format	Market	Revenue	Station	Market
WAGH	98.3	6 kw @ 328	Black AC	Westwd	\$25.00	Mc-Guild	Cumulus
WBFA	101.3	6 kw @ 328	CHR		\$ NA	—	Cumulus
WCGQ	107.3	100 kw @ 1010	AC/CHR		\$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	Cumulus
WKN	99.3	50 kw @ 492	Country		\$32.00	Christal	McClure
WSTH	106.1	85 kw @ 1047	Country	ABC, Westwd, Jones	\$26.00	Katz	Cumulus
WVRK	102.9	100 kw @ 1521	AOR	ABC, Westwd	\$35.00	Mc-Guild	Cumulus

Notes: WZHT-F -- See Montgomery

COLUMBUS, OH

Arbitron Rank: 33 Pop (12+): 1,248,600
MSA Rank: 40
MSA Pop: 1,470,000
DMA: 34
Average Persons Rating: 14.4
Market TSL in Hours: 19.25

Stations: 28 / 27
Diaries: 2,479 / 504:1 / 50.2%
Sample Target: 2,440
% Below Line: 1.1
% Not Listed: 13.0
Pop per Station: 46,244

Last Year's Revenue: \$84,800,000
Household Income: \$47,088
Total Retail Sales: \$19.8 Bil.
#1 Biller: WSNY-F \$12,000,000
#1 Billing Portfolio:
 Clear Channel \$34,050,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WNCI-F	CHR	182 / 10.1	9.0	8.3	9.8	8.8	9.3	3014 / 24.1	25.2	26.3	229 / 3988	I	WNCI-F
2	WTVN	FS/T	144 / 8.0	8.3	7.5	7.8	7.3	7.9	1975 / 15.8	17.4	16.1	172 / 2488	H	WTVN
3	WSNY-F	AC	140 / 7.8	6.9	6.0	6.6	8.4	6.8	2231 / 17.9	17.2	18.7	152 / 2416	I	WSNY-F
4	WLVQ-F	AOR/CL	130 / 7.2	5.7	6.0	5.9	4.8	6.2	1896 / 15.2	12.3	12.1	153 / 2243	H	WLVQ-F
5	WCKX-F	B	119 / 6.6	7.3	6.8	6.2	7.6	6.7	1824 / 14.6	12.4	12.5	119 / 1846	D	WCKX-F
6	WCOL-F	C	105 / 5.8	7.6	9.0	8.8	7.7	7.8	1891 / 15.1	17.5	15.7	120 / 2247	H	WCOL-F
7	WBZX-F	AOR	100 / 5.5	4.6	4.1	4.2	5.4	4.6	1834 / 14.7	12.5	15.2	153 / 2475	G	WBZX-F
8	WHOK-F	C	76 / 4.2	4.1	4.2	3.9	4.0	4.1	1397 / 11.2	11.3	10.8	112 / 2104	E	WHOK-F
9	WBNS-F	O	74 / 4.1	4.9	5.6	4.7	3.9	4.8	1495 / 12.0	15.9	13.5	98 / 1908	G	WBNS-F
10	WXMG-F	B/O	41 / 2.3	1.5	2.0	0.6	0.9	1.6	695 / 5.6	5.2	3.7	41 / 700	B	WXMG-F
11	WWCD-F	AOR-NR	40 / 2.2	2.5	1.6	1.5	1.8	2.0	884 / 7.1	6.4	6.5	41 / 904	C	WWCD-F
11	WCLT-F	C	40 / 2.2	1.7	1.8	2.0	2.6	1.9	589 / 4.7	4.3	5.8	120 / 1380		WCLT-F
13	WMNI	ST	39 / 2.2	2.9	2.9	2.9	3.3	2.7	709 / 5.7	6.5	5.6	40 / 745	B	WMNI
13	WXST-F	CL HITS	39 / 2.2	2.3	3.1	2.6	1.6	2.5	1044 / 8.4	7.4	4.2	42 / 1163	A	WXST-F
15	WVVO	B/G	38 / 2.1	1.2	1.5	2.1	1.5	1.7	386 / 3.1	2.8	2.6	38 / 392	A	WVVO
16	WAZU-F	AOR-NR	36 / 2.0	1.7	1.3	1.0	1.1	1.5	711 / 5.7	4.5	4.3	51 / 945	C	WAZU-F
16	WEGE-F	CL AOR	36 / 2.0	2.3	1.8				831 / 6.7	4.9		36 / 868		WEGE-F
18	WBNS	SPRTS	35 / 1.9	1.7	2.6	1.6	1.5	2.0	691 / 5.5	8.4	4.5	35 / 708	C	WBNS
19	WZAZ-F	AOR-P	32 / 1.8	2.4	2.2	3.7	3.9	2.5	1107 / 8.9	9.3	14.0	34 / 1161	E	WZAZ-F
20	WZJZ-F	J	30 / 1.7	1.2	1.8	2.6	2.7	1.8	609 / 4.9	5.7	6.3	33 / 667	C	WZJZ-F
21	WSMZ-F	B	20 / 1.1	0.8	0.8	0.7	1.3	0.8	358 / 2.9	2.2	2.8	20 / 364		WSMZ-F
22	WLW	FS/T	19 / 1.1	0.9	0.9	0.9	0.9	0.9	424 / 3.4	2.8	3.1	45 / 807		WLW

12+ FM Share (Metro): 80.50% (1263 of 1569) (Spring 98: 80.38%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WCKX-F >	1 WNCI-F >	1 WNCI-F	1 WLVQ-F <	1 WLVQ-F <	1 WTVN	1 WTVN	1 WNCI-F <	1 WNCI-F >	1 WCKX-F <	1 WNCI-F
2 WNCI-F >>	2 WCKX-F	2 WLVQ-F >	2 WNCI-F	2 WNCI-F <	2 WSNY-F >	2 WNCI-F	2 WSNY-F <	2 WSNY-F <	2 WNCI-F >	2 WCKX-F <
3 WBZX-F >	2 WBZX-F <	3 WSNY-F <	3 WSNY-F	3 WSNY-F >	3 WLVQ-F <	3 WBZX-F <	3 WTVN <	3 WLVQ-F	3 WNCI-F >	3 WSNY-F <
4 WAZU-F >	4 WLVQ-F >	4 WBZX-F <	4 WCOL-F	4 WCOL-F	4 WBNS-F	4 WLVQ-F <	4 WLVQ-F	3 WTVN	4 WLVQ-F <	4 WCOL-F
	5 WCOL-F >	5 WCKX-F <	5 WBZX-F <	5 WTVN <	5 WCOL-F <	5 WSNY-F	5 WCOL-F	5 WCKX-F <	5 WBZX-F	5 WLVQ-F <
	6 WXST-F <	6 WCOL-F >	6 WCKX-F <	6 WBZX-F	6 WNCI-F <	6 WCKX-F <	6 WBZX-F <	6 WCOL-F	6 WTVN <	6 WTVN
	7 WSNY-F <	7 WHOK-F <	7 WTVN	7 WCKX-F <	7 WHOK-F	7 WCOL-F	7 WBNS-F <	7 WBZX-F	7 WCOL-F	7 WHOK-F <
	8 WWCD-F	8 WTVN	8 WHOK-F	8 WBNS-F <	8 WMNI	8 WHOK-F <	8 WHOK-F	8 WHOK-F <	8 WHOK-F <	8 WBNS-F
	8 WHOK-F	9 WXMG-F <	9 WBNS-F <	9 WHOK-F >		9 WBNS-F >	8 WCKX-F >	9 WBNS-F >	9 WXMG-F	9 WBZX-F
		10 WXST-F <	10 WEGE-F <				10 WBNS <		10 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	12+ Ovrnite
1 WNCI-F >	1 WNCI-F >	1 WNCI-F	1 WNCI-F >	1 WSNY-F <	1 WBZX-F >	1 WBZX-F	1 WLVQ-F	1 WLVQ-F >	1 WLVQ-F >	1 WCKX-F
2 WCKX-F >>	2 WCKX-F	2 WCOL-F	2 WSNY-F	2 WNCI-F >	2 WNCI-F <	2 WLVQ-F <	2 WNCI-F	2 WBZX-F	2 WNCI-F	2 WTVN >
3 WBZX-F	3 WCOL-F >	3 WLVQ-F	3 WCKX-F <	3 WCOL-F	3 WCKX-F <	3 WNCI-F >	3 WBZX-F >	3 WNCI-F	3 WBZX-F <	3 WLVQ-F
4 WCOL-F >	4 WLVQ-F <	3 WCKX-F	4 WCOL-F	4 WLVQ-F <	4 WLVQ-F >	4 WCKX-F >	4 WAZU-F	4 WCKX-F <	4 WTVN <	4 WNCI-F
	5 WXST-F	5 WXST-F	5 WLVQ-F	5 WHOK-F	5 WXMG-F	5 WAZU-F	5 WWCD-F	5 WCOL-F	5 WSNY-F	4 WSNY-F <
	6 WBZX-F <	6 WSNY-F	6 WHOK-F	6 WCKX-F	6 WHOK-F	6 WBNS	5 WCKX-F <	6 WSNY-F <	6 WBNS-F	6 WCOL-F
	7 WSNY-F	7 WBZX-F	7 WTVN	7 WTVN	6 WCOL-F	6 WWCD-F <	6 WBNS	7 WTVN <	7 WBNS	7 WBNS-F
		8 WHOK-F	8 WXST-F	8 WBNS-F <		8 WCOL-F	8 WCOL-F	8 WBNS	8 WCKX-F	
			9 WTVN >	9 WXST-F				9 WAZU-F <	9 WBNS <	
				9 WBZX-F					10 WAZU-F <	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WCLT	T	1430	Newark	0.5	0.6	9	73
WCZZ-F	J	106.3	London	0.7	2.5	16	333
WFIL	T	1230	Columbus	0.8	3.2	17	425
WNKO-F	O	101.7	Newark	0.6	1.4	21	243
WRFD	REL	880	Worthington	0.4	1.6	11	302

COLUMBUS, OH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Blue Chip	9.6 %	8.2 %	3.2 %	AC	0 (0)	140 (1)	140 (1)	8.9 %	9.7 %
WCKX-FM, WCZZ-FM, WXMG-FM				AOR/Classic/NR	0 (0)	374 (6)	374 (6)	23.8 %	19.7 %
CBS/Infinity	13.4 %	16.9 %	16.4 %	Black/Urban	0 (0)	180 (3)	180 (3)	11.5 %	12.9 %
WAZU-FM, WHOK-FM, WLQV-FM				CHR	0 (0)	182 (1)	182 (1)	11.6 %	10.7 %
Clear Channel	26.5 %	24.2 %	40.2 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WCOL-FM, WFII-AM, WNCI-FM, WTVN-AM, WZAZ-FM				Country	0 (0)	221 (3)	221 (3)	14.1 %	16.7 %
Local - 1	1.6 %	1.7 %	1.8 %	Full Service	163 (2)	0 (0)	163 (2)	10.4 %	9.5 %
WJZA-FM, WZJZ-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Local - 2	9.7 %	9.2 %	7.5 %	Jazz	0 (0)	42 (3)	42 (3)	2.7 %	1.6 %
WBZX-FM, WEGE-FM, WMNI-AM				News/Talk	24 (2)	0 (0)	24 (2)	1.5 %	1.5 %
	60.9 %	60.2 %	69.1 %	Oldies	0 (0)	124 (3)	124 (3)	7.9 %	9.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	45 (2)	0 (0)	45 (2)	2.9 %	2.3 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	35 (1)	0 (0)	35 (1)	2.2 %	1.8 %
				Standards/EZ	39 (1)	0 (0)	39 (1)	2.5 %	4.4 %
				Totals	306 (8)	1263 (20)	1569 (28)		

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WBNS	1460	5 kw/1 kw (DA-N)	Sports	SBUSA, 1-On-1, ESPN	\$28.00	Christal Columbus Dispatch
WMNI	920	1 kw/0.5 kw (DA-2)	Standards	Westwd	\$25.00	D&R WBZX-F/WEGE-F
WTVN	610	5 kw (DA-N)	Full Service/Talk	ABC, ESPN, CBS	\$149.00	Katz Clear Channel
WVKO	1580	1 kw/0.25 kw (DA-2)	Black Gospel	AURN, Westwd	\$31.00	Mc-Guild Saga

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WAZU	107.1	3 kw @ 328	AOR-New Rock	\$ NA	Katz	CBS/Infinity Circleville
WBNS	97.1	20.5 kw @ 780	Oldies	CBS \$80.00	Christal	Columbus Dispatch
WBZX	99.7	20.2 kw @ 783	AOR	\$97.00	D&R	WMNI/WEGE-F
WCKX	107.5	1.9 kw @ 413	Black	AURN \$ NA	D&R	Blue Chip
WCLT	100.3	50 kw @ 388	Country	Westwd, Jones \$30.00	---	WCLT (AM) Newark
WCOL	92.3	21.9 kw @ 753	Country	\$140.00	Eastman	Clear Channel
WEGE	103.9	5.1 kw @ 348	Classic AOR	\$ NA	D&R	WMNI/WBZX-F Westerville
WHOK	95.5	21 kw @ 761	Country	AP, ABC \$60.00	Christal	CBS/Infinity Lancaster
WJZA	103.5	5.43 kw @ 328	See WZJZ-F			Lancaster
WLQV	96.3	18 kw @ 753	AOR/Classic AOR	\$165.00	Katz	CBS/Infinity
WNCI	97.9	175 kw @ 560	CHR	AP \$171.00	Eastman	Clear Channel
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	Roslin	Grove City
WXMG	98.9	0.58 kw @ 753	Black Oldies	\$ NA	---	Blue Chip Upper Arlington
WXST	107.9	6 kw @ 285	Classic Hits	\$23.00	Allied	Associated Delaware
WZAZ	105.7	2.5 kw @ 512	Progressive AOR	\$44.00	Eastman	Clear Channel Marysville
WZJZ	104.3	3.4 kw @ 435	Jazz	\$ NA	Allied	WJZA-F Richwood

Notes: WLW -- See Cincinnati ... 2/99 WXMG-F changed from Black AC to Black Oldies; it retained its "Magic" moniker ... 6/99 WXST-F sold by Associated Communications to Liberty Media Group as part of Liberty's \$2,800,000,000 purchase of Associated's parent

CORPUS CHRISTI

Arbitron Rank: 128 Pop (12+): 311,900
MSA Rank: 128
MSA Pop: 393,000
DMA: 127
Average Persons Rating: 16.7
Market TSL in Hours: 22.50

Stations: 23 / 22
Diaries: 969 / 322:1 / 42.6%
Sample Target: 1,050
% Below Line: 0.4
% Not Listed: 18.2
Pop per Station: 14,177

Last Year's Revenue: \$11,100,000
Household Income: \$36,303
Total Retail Sales: \$3.2 Bil.
#1 Biller: KRYS-F \$2,000,000
#1 Billing Portfolio: AMFM \$5,350,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KSAB-F	54 / 10.4	6.7	5.6	7.2	8.5	685 / 22.0	17.8	16.2	85 / 1035	C*	KSAB-F
2	KRYS-F	43 / 8.2	7.9	8.4	9.0	9.9	615 / 19.7	19.4	20.5	64 / 962	D	KRYS-F
3	KZFM-F	42 / 8.1	7.5	8.8	11.8	11.3	748 / 24.0	22.0	27.5	58 / 1006	C	KZFM-F
4	KNCN-F	38 / 7.3	5.6	6.0	4.6	6.6	495 / 15.9	16.7	17.5	47 / 665	B	KNCN-F
5	KKPN-F	29 / 5.6	6.2				570 / 18.3	13.6		32 / 652		KKPN-F
6	KLHB-F	26 / 5.0	5.8	8.6	4.8	2.2	471 / 15.1	13.7	16.7	29 / 530	B	KLHB-F
7	KMXR-F	22 / 4.2	4.1	5.2	4.8	6.0	345 / 11.1	14.0	13.6	27 / 437	C	KMXR-F
8	KBTE-F	21 / 4.0	4.1	4.4	2.4	2.8	484 / 15.5	14.7	11.6	23 / 527	A	KBTE-F
9	KKBA-F	19 / 3.6	5.6	4.8	3.4	5.0	328 / 10.5	10.5	8.6	23 / 407	B	KKBA-F
10	KBSO-F	18 / 3.5	3.0	0.8	1.2	1.2	240 / 7.7	10.0	3.1	18 / 255	A	KBSO-F
11	KOUL-F	17 / 3.3	2.8	5.4	5.6	6.0	403 / 12.9	11.2	14.9	33 / 622	C	KOUL-F
11	KEYS	T/SPRTS	17 / 3.3	6.0	3.2	3.4	248 / 8.0	12.8	7.7	22 / 318	B	KEYS
13	KRAD-F	AOR	14 / 2.7	4.3	3.8	3.8	287 / 9.2	12.5	12.6	14 / 309	B	KRAD-F
13	KUNO	SP	14 / 2.7	2.4	5.2	5.0	115 / 3.7	4.7	5.6	14 / 136	*	KUNO
13	KCCG-F	O	14 / 2.7	4.7	4.0	2.6	276 / 8.8	9.5	7.6	16 / 303	A	KCCG-F
16	KLTG-F	CL HITS	12 / 2.3	2.1	3.2	3.6	271 / 8.7	6.7	9.6	16 / 390	B	KLTG-F

12+ FM Share (Metro): 89.93% (384 of 427) (Spring 98: 85.32%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZFM-F	1 KNCN-F	1 KSAB-F <	1 KSAB-F	1 KSAB-F	1 KSAB-F	1 KSAB-F	1 KSAB-F	1 KZFM-F <	1 KZFM-F >	1 KSAB-F
2 KBTE-F >>	2 KZFM-F	2 KNCN-F	2 KNCN-F <	2 KRYS-F	2 KRYS-F >	2 KRYS-F	2 KRYS-F <	2 KSAB-F <	2 KSAB-F	2 KZFM-F <
	2 KSAB-F	3 KZFM-F <	3 KRYS-F	3 KNCN-F	3 KLHB-F <	3 KNCN-F	3 KNCN-F	3 KNCN-F <	2 KKPN-F	3 KRYS-F
	4 KKPN-F <	4 KRYS-F	4 KZFM-F <	4 KMXR-F	4 KMXR-F	4 KZFM-F	4 KZFM-F	4 KRYS-F	4 KRYS-F	4 KKPN-F <
	5 KRYS-F >	5 KKPN-F	5 KMXR-F <	4 KZFM-F <	5 KEYS <	5 KLHB-F	5 KMXR-F <	5 KKPN-F	5 KNCN-F	5 KLHB-F
	6 KBTE-F	6 KMXR-F	6 KKPN-F	6 KLHB-F	6 KZFM-F	6 KEYS	6 KEYS <	6 KLHB-F	5 KBTE-F >	6 KNCN-F
	6 KKBA-F	7 KLHB-F	7 KLHB-F <	6 KKPN-F	6 KUNO	6 KKPN-F <	7 KKBA-F <	6 KBSO-F <	7 KKBA-F <	7 KBTE-F <
	6 KRAD-F	8 KBSO-F <	8 KBSO-F <	8 KKBA-F	6 KCCG-F	8 KUNO <	8 KLHB-F <	8 KBTE-F <	8 KRAD-F <	8 KMXR-F
	6 KLHB-F	9 KKBA-F	9 KKBA-F	8 KBSO-F	9 KBSO-F <	9 KMXR-F	9 KBSO-F <	9 KMXR-F	9 KLHB-F	9 KOUL-F
				10 KEYS		10 KBSO-F <	10 KKPN-F	10 KKBA-F	9 KMXR-F >	9 KRAD-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	12+ Ovrnite
1 KZFM-F	1 KZFM-F	1 KZFM-F	1 KZFM-F >	1 KZFM-F	1 KNCN-F >	1 KNCN-F >	1 KNCN-F >	1 KNCN-F	1 KSAB-F <	1 KRYS-F
2 KKPN-F >>	2 KKPN-F	2 KSAB-F	2 KSAB-F	1 KSAB-F <	2 KZFM-F	2 KSAB-F >	2 KSAB-F >	2 KSAB-F	2 KNCN-F	2 KKPN-F
	3 KSAB-F	3 KMXR-F	2 KRYS-F <	3 KRYS-F <	2 KSAB-F	3 KZFM-F	3 KRYS-F	3 KRYS-F >	3 KRYS-F	3 KMXR-F
	4 KKBA-F	3 KKBA-F	4 KMXR-F	4 KMXR-F <	4 KRYS-F	3 KRYS-F	3 KKPN-F	4 KKPN-F	4 KBSO-F <	4 KSAB-F
	4 KRYS-F	3 KRYS-F	4 KKPN-F <	5 KKBA-F	4 KRAD-F >	5 KKPN-F	5 KZFM-F	5 KZFM-F	5 KKPN-F	
	6 KNCN-F	3 KKPN-F	6 KKBA-F >	6 KKPN-F		6 KRAD-F	5 KEYS	5 KEYS	5 KLHB-F	
	7 KBTE-F	3 KLHB-F	7 KLHB-F	6 KLHB-F			5 KBSO-F >	5 KBSO-F	7 KEYS	
	7 KLHB-F		7 KLTG-F	8 KCCG-F					8 KMXR-F	
	7 KMXR-F		7 KNCN-F							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KCCT	SPRTS	1150	Corpus Christi	0.8	2.4	6 94	KTSA	T	550	San Antonio	0.4	1.5	7 130
KFTX-F	C	97.5	Kingsville	1.2	4.5	16 201							
KMIQ-F	SP-C	105.1	Robstown	0.8	3.0	4 93							
KNDA-F	SP	102.9	Alice	1.0	4.5	8 202							
KRYS	KIDS	1360	Corpus Christi	0.8	2.9	4 127							
KSIX	N	1230	Corpus Christi	0.4	2.2	3 121							

CORPUS CHRISTI

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
AMFM			33.6 %	35.6 %	48.2 %	AC	0	(0)	51	(2)	51	(2)	11.9 %	6.0 %
KMXR-FM, KNKN-FM, KRY5-AM, KRY5-FM, KSAB-FM, KUNO-AM						AOR/Classic/NR	0	(0)	70	(3)	70	(3)	16.4 %	11.2 %
Davila			4.3 %	5.7 %	2.4 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KBSO-FM, KCCT-AM, KFLZ-FM						CHR	0	(0)	63	(2)	63	(2)	14.8 %	15.1 %
Equicom			8.3 %	7.4 %	19.5 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KLTG-FM, KOUL-FM, KRAD-FM						Country	0	(0)	66	(3)	66	(3)	15.5 %	20.0 %
Local			15.0 %	15.7 %	23.2 %	Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KEYS-AM, KKBA-FM, KZFM-FM						Hispanic	14	(1)	89	(4)	103	(5)	24.1 %	25.7 %
Pacific			12.3 %	12.3 %	6.3 %	Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KBTE-FM, KCCG-FM, KKPN-FM, KTKY-FM						News/Talk	21	(3)	0	(0)	21	(3)	4.9 %	4.1 %
			73.4 %	76.7 %	99.6 %	Oldies	0	(0)	26	(2)	26	(2)	6.1 %	8.3 %
						Others/Unknown	4	(1)	0	(0)	4	(1)	0.9 %	0.9 %
						Religion/Gospel	0	(0)	0	(0)	0	(0)	0.0 %	0.5 %
						Soft AC	0	(0)	19	(1)	19	(1)	4.4 %	5.5 %
						Sports	4	(1)	0	(0)	4	(1)	0.9 %	0.7 %
						Standards/EZ	0	(0)	0	(0)	0	(0)	0.0 %	2.1 %
						Totals	43	(6)	384	(17)	427	(23)		

AM Stations

KEYS	1440	1 kw (DA-N)	Talk/Sports	ABC, BNN	\$<20.00	Katz	KKBA-F/KZFM-F
KUNO	1400	1 kw	Hispanic		\$<20.00	Katz	AMFM

FM Stations

KBSO	94.7	25 kw @ 285	Classic AOR		\$ NA	---	Davila	
KBTE	102.3	50 kw @ 371	CHR/Urban		\$ NA	Christal	Pacific	Rockport
KCCG	107.3	25 kw @ 298	Oldies	ABC	\$ NA	Christal	Pacific	Ingleside
KKBA	92.7	12.5 kw @ 868	Soft AC		\$ NA	Katz	KEYS/KZFM-F	Kingsville
KKPN	104.5	14 kw @ 446	Modern AC		\$ NA	Christal	Pacific	Gregory
KLHB	98.3	11 kw @ 321	Hispanic-Contemp.		\$ NA	---		Odem
KLTG	96.5	100 kw @ 955	Classic Hits		\$<20.00	Mc-Guild	Equicom	
KMXR	93.9	100 kw @ 840	AC		\$21.00	K&P	AMFM	
KNKN	101.3	100 kw @ 361	AOR		\$24.00	D&R	AMFM	Sinton
KOUL	103.7	100 kw @ 947	Country		\$34.00	---	Equicom	Sinton
KRAD	105.5	1.9 kw @ 354	AOR		\$<20.00	---	Equicom	Portland
KRY5	99.1	100 kw @ 932	Country	ABC	\$47.00	Banner	AMFM	
KSAB	99.9	100 kw @ 955	Hispanic-Tejano		\$25.00	Katz Hisp.	AMFM	Robstown
KZFM	95.5	100 kw @ 994	CHR/Urban		\$31.00	Katz	KEYS/KKBA-F	

Notes: * KSAB-F revenue level includes revenue for KUNO . . . 2/99 KFLZ-F (106.9; Bishop) changed from Oldies to New Rock

DALLAS-FORT WORTH

Arbitron Rank: 7 Pop (12+): 3,822,200
MSA Rank: 10-Dallas; 32-Ft. Worth
MSA Pop: 4,700,000
DMA: 8
Average Persons Rating: 16.4
Market TSL in Hours: 21.75

Stations: 41 / 41
Diaries: 4,107/ 931:1/ 46.8%
Sample Target: 4,120
% Below Line: 0.0
% Not Listed: 8.9
Pop per Station: 93,224

Last Year's Revenue: \$279,100,000
Household Income: \$49,369
Total Retail Sales: \$47.2 Bil.
#1 Biller: KVIL-F \$34,200,000
#1 Billing Portfolio: CBS/Infinity \$97,855,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	KKDA-F	479 / 7.6	6.8	6.4	7.0	7.1	6.9	5523 / 14.5	13.6	13.2	535 / 6266	J*	KKDA-F	
2	KHKS-F	412 / 6.6	6.3	7.3	7.7	8.0	7.0	7809 / 19.9	19.9	21.7	466 / 8594	K	KHKS-F	
3	KSCS-F	314 / 5.0	5.0	5.0	5.1	4.6	5.0	4352 / 11.4	12.9	12.6	351 / 4839	J	KSCS-F	
4	WBAP	304 / 4.8	5.4	5.3	4.7	3.9	5.1	5312 / 13.9	13.9	12.4	431 / 6935	J	WBAP	
5	KEGL-F	295 / 4.7	4.4	4.3	4.1	4.4	4.4	4175 / 10.9	11.7	10.9	354 / 4972	G	KEGL-F	
6	KVIL-F	278 / 4.4	4.8	4.6	5.2	5.3	4.8	4448 / 11.6	15.2	13.0	293 / 4756	L	KVIL-F	
7	KTXQ-F	250 / 4.0	3.3	3.6	2.1	2.4	3.2	3910 / 10.2	9.4	10.4	263 / 4123	F	KTXQ-F	
8	KZPS-F	249 / 4.0	4.1	3.8	4.0	3.3	4.0	4053 / 10.6	10.7	10.2	290 / 4766	I	KZPS-F	
9	KRLD	234 / 3.7	3.5	3.6	4.2	3.5	3.8	4896 / 12.8	11.5	12.4	258 / 5568	J	KRLD	
10	KLUV-F	223 / 3.6	3.1	3.4	3.6	3.6	3.4	4084 / 10.7	11.2	12.3	252 / 4734	J	KLUV-F	
11	KLTY-F	222 / 3.5	3.8	3.1	3.2	2.8	3.4	2933 / 7.7	7.5	7.0	243 / 3418	G	KLTY-F	
12	KDMX-F	220 / 3.5	3.7	4.2	3.8	5.0	3.8	5273 / 13.8	14.8	15.0	233 / 5614	I	KDMX-F	
13	KPLX-F	207 / 3.3	3.7	4.2	3.3	3.1	3.6	3516 / 9.2	11.3	9.3	235 / 3995	H	KPLX-F	
14	KOAI-F	185 / 2.9	3.1	3.2	3.4	3.2	3.2	3017 / 7.9	7.7	8.1	191 / 3152	H	KOAI-F	
15	KTCK	181 / 2.9	2.1	3.2	2.8	2.3	2.7	2300 / 6.0	6.2	4.8	182 / 2355	I	KTCK	
16	KDGE-F	158 / 2.5	3.1	2.7	2.3	2.5	2.7	4119 / 10.8	11.1	11.6	190 / 4790	G	KDGE-F	
16	KMEO-F	158 / 2.5	0.9					2442 / 6.4			171 / 2730		KMEO-F	
18	WRR-F	157 / 2.5	2.5	2.8	2.1	2.4	2.5	2914 / 7.6	8.7	7.6	163 / 3069	E	WRR-F	
19	KRBV-F	146 / 2.3	2.0	2.4	2.5	2.8	2.3	3287 / 8.6	6.5	7.1	162 / 3559	H	KRBV-F	
20	KYNG-F	143 / 2.3	2.6	2.3	3.0	3.2	2.5	2893 / 7.6	8.5	9.4	161 / 3241	I	KYNG-F	
21	KKZN-F	112 / 1.8	1.7	1.3	2.0	1.9	1.7	2548 / 6.7	6.4	6.4	113 / 2588	E	KKZN-F	
22	KBFB-F	111 / 1.8	1.6	2.0	2.4	2.8	1.9	2679 / 7.0	7.2	7.0	115 / 2835	F	KBFB-F	
23	KHCK-F	91 / 1.5	1.5	1.1	1.1	1.1	1.3	1313 / 3.4	3.4	2.6	105 / 1420	E	KHCK-F	
24	KLIF	80 / 1.3	1.2	1.6	1.4	1.5	1.4	1830 / 4.8	5.2	4.4	98 / 2196	H	KLIF	
25	KRNB-F	69 / 1.1	0.7	0.7	1.0	1.0	0.9	1144 / 3.0	2.6	3.5	70 / 1184	C	KRNB-F	
26	KHVN	68 / 1.1	1.2	1.2	1.0	1.1	1.1	906 / 2.4	3.1	3.2	69 / 936	C	KHVN	
27	KDXX-AF	66 / 1.1	1.4	1.3	1.1	0.9	1.2	952 / 2.5	2.8	2.7	90 / 1151	C	KDXX-AF	

12+ FM Share (Metro): 80.00% (4572 of 5715) (Spring 98: 78.76%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKDA-F	1 KKDA-F	1 KKDA-F	1 KHKS-F <	1 KHKS-F <	1 WBAP	1 KHKS-F <	1 WBAP <	1 KKDA-F	1 KKDA-F >	1 KKDA-F >
2 KHKS-F >	2 KEGL-F <	2 KHKS-F	2 KKDA-F <	2 KKDA-F <	2 KSCS-F <	2 KKDA-F <	2 KVIL-F	2 KHKS-F	2 KHKS-F >	2 KHKS-F >
3 KRBV-F	3 KHKS-F >	3 KEGL-F	3 KZPS-F	3 KZPS-F <	3 KRLD <	3 KSCS-F	2 KKDA-F <	3 KSCS-F <	3 WBAP <	3 KEGL-F <
4 KDGE-F	4 KDMX-F	4 KZPS-F	4 KEGL-F <	4 KSCS-F <	4 KVIL-F	4 WBAP <	4 KSCS-F	4 KEGL-F <	4 KEGL-F	4 KSCS-F <
5 KEGL-F >>	5 KDGE-F <	5 KDMX-F	5 KSCS-F	5 KTXQ-F <	5 KLUV-F <	5 KVIL-F <	4 KEGL-F <	5 KVIL-F <	5 KRBV-F <	5 KDMX-F <
6 KTCK <	6 KTXQ-F	6 KTXQ-F	6 KVIL-F	6 KTXQ-F	6 KRLD	6 KTXQ-F	6 WBAP <	6 WBAP <	6 KRLD <	6 KZPS-F <
7 KLTY-F <	7 KLTY-F <	7 KLTY-F <	7 KVIL-F <	7 WBAP <	7 KZPS-F	7 KZPS-F	7 KHKS-F	7 KZPS-F <	7 KDGE-F	7 KLTY-F <
8 KSCS-F <	8 KTXQ-F <	8 KTXQ-F <	8 KTXQ-F <	8 KEGL-F <	8 KOAI-F <	7 KEGL-F <	7 KZPS-F <	8 KTXQ-F <	8 KOAI-F	8 KTXQ-F <
9 KTXQ-F	9 KVIL-F	8 WBAP <	9 KTXQ-F	9 KTXQ-F	9 KMEQ-F <	9 KTCK <	9 KLUV-F <	9 KLUV-F <	9 KVIL-F	9 KLUV-F
10 KPLX-F <	10 KTCK	10 KDMX-F	10 KDMX-F	9 KLUV-F	10 WRR-F <	10 KTXQ-F <	10 KDMX-F <			9 WBAP <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmite
1 KHKS-F <	1 KHKS-F	1 KHKS-F	1 KHKS-F	1 KHKS-F	1 KKDA-F	1 KEGL-F	1 KEGL-F >	1 KKDA-F	1 KZPS-F	1 KKDA-F
2 KKDA-F >	2 KKDA-F >	2 KKDA-F >	2 KKDA-F	2 KVIL-F <	2 KEGL-F >>	2 KKDA-F >	2 KKDA-F <	1 KEGL-F	2 WBAP	2 WBAP >
3 KDMX-F >	3 KDMX-F	3 KLTY-F	3 KLTY-F <	3 KSCS-F <	3 KDGE-F <	3 KTCK	3 KTCK	3 KZPS-F	2 KEGL-F	3 WRR-F <
4 KDGE-F	4 KLTY-F >	4 KDMX-F	4 KVIL-F <	4 KLTY-F <	4 KHKS-F >	4 KHKS-F	4 KHKS-F	4 KTCK	4 KTCK <	4 KEGL-F
5 KEGL-F <	5 KSCS-F	5 KSCS-F	5 KSCS-F	5 KTXQ-F	5 KTCK	5 KDGE-F <	5 KDMX-F <	5 WBAP <	5 KKDA-F	5 KHKS-F
6 KPLX-F	5 KVIL-F	6 KVIL-F <	5 KTXQ-F <	6 KKDA-F	6 KDMX-F	6 KDMX-F	6 KZPS-F	6 KHKS-F	6 KTXQ-F	5 KSCS-F <
6 KLTY-F <	5 KEGL-F	7 KEGL-F	7 KDMX-F	7 KLUV-F	7 KPLX-F <	7 KZPS-F >	7 WBAP	7 KDMX-F <	6 KSCS-F	7 KRLD
8 KRBV-F	8 KPLX-F <	7 KTXQ-F	8 KPLX-F	7 KPLX-F	8 KZPS-F	8 WBAP	8 KDGE-F	8 KTXQ-F <	8 KHKS-F	
8 KVIL-F <	9 KTXQ-F <	9 KPLX-F	9 KLUV-F <	9 KDMX-F	8 KHCK-F	8 KSCS-F	9 KTXQ-F	9 KSCS-F	8 KLUV-F <	
	10 KDGE-F <		10 KBFB-F <	10 KOAI-F		8 KTXQ-F <	9 KKZN-F <	10 KDGE-F <	10 KDMX-F <	

DALLAS-FORT WORTH

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
KAHZ	SP-NT	1360	Fort Worth	0.3	0.7	20	278	AC	0 (0)	220 (1)	220 (1)	3.8 %	5.4 %
KESS	SP-C	1270	Fort Worth	0.9	1.5	56	588	AOR/Classic/NR	0 (0)	814 (5)	814 (5)	14.2 %	15.9 %
KFJZ	SP	870	Fort Worth	0.4	0.6	22	219	Black/Urban	36 (1)	798 (3)	834 (4)	14.6 %	12.8 %
KKDA	B/O	730	Grand Prairie	0.6	1.8	39	719	CHR	0 (0)	558 (2)	558 (2)	9.8 %	8.8 %
KLUV	O	1190	Dallas	0.4	1.2	25	500	Classical	0 (0)	157 (1)	157 (1)	2.7 %	2.7 %
KWRD-F	REL	94.9	Arlington	0.5	2.5	35	1076	Country	0 (0)	664 (3)	664 (3)	11.6 %	11.9 %
KXEB	ST	910	Sherman	0.8	1.4	55	553	Full Service	304 (1)	278 (1)	582 (2)	10.2 %	10.1 %
KZDF-FF	SP	106.9	McKinney	0.6	1.6	45	689	Hispanic	167 (5)	152 (4)	319 (9)	5.6 %	6.2 %
KZMP	SP-R	1540	Fort Worth	0.4	0.9	24	343	Jazz	0 (0)	185 (1)	185 (1)	3.2 %	3.5 %
								News/Talk	314 (2)	0 (0)	314 (2)	5.5 %	5.9 %
								Oldies	23 (1)	223 (1)	246 (2)	4.3 %	3.9 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	68 (1)	254 (2)	322 (3)	5.6 %	4.8 %
								Soft AC	0 (0)	269 (2)	269 (2)	4.7 %	3.0 %
								Sports	181 (1)	0 (0)	181 (1)	3.2 %	2.5 %
								Standards/EZ	50 (1)	0 (0)	50 (1)	0.9 %	2.8 %
								Totals	1143 (13)	4572 (26)	5715 (39)		

Consolidation Report	12+	25-54	Revenue
ABC KAAM-AM, KMEO-FM, KSCS-FM, WBAP-AM	12.3 %	11.9 %	13.7 %
AMFM KBFB-FM, KDGE-FM, KHKS-FM, KTXQ-FM, KZPS-FM	18.9 %	20.0 %	17.9 %
CBS/Infinity KHVN-AM, KLUV-AM, KLUV-FM, KOAI-FM, KRBB-FM, KRDL-AM, KVIL-FM, KYNG-FM	20.7 %	20.1 %	35.0 %
Clear Channel KDMX-FM, KEGL-FM	8.2 %	8.4 %	7.1 %
Hispanic, pend. KDXX-AF, KESS-AM, KHCK-FM, KLTY-FM	7.0 %	7.8 %	3.4 %
KKDA KKDA-AM, KKDA-FM, KRNB-FM	9.3 %	7.6 %	6.7 %
Susquehanna KKLF-AM, KKZN-FM, KLIF-AM, KPLX-FM, KTBK-AM, KTCK-AM, KXZN-FM	9.3 %	13.3 %	11.5 %
Z-Spanish KRVA-AM, KZDF-FM, KZDL-FM, KZMP-AM	1.0 %	1.2 %	1.2 %
	86.6 %	90.3 %	96.5 %

AM Stations

Station	Power	Format	Ownership	City
KAHZ	1360			Fort Worth
KHVN	970 1 kw/0.27 kw	Black Gospel	ABC, Westwd	Fort Worth
KLIF	570 5 kw (DA-2)	Talk	Westwd, ABC, CBS	Fort Worth
KRLD	1080 50 kw (DA-N)	News	CBS, Westwd	Fort Worth
KTCK	1310 5 kw (DA-2)	Sports	Westwd, ABC	Fort Worth
WBAP	820 50 kw	Full Service/Talk	ABC	Fort Worth

DALLAS-FORT WORTH

FM Stations

Station	Freq	Power	Format	AP	Revenue	Owner	Location
KBFB	97.9	100 kw @ 1611	Soft AC		\$114.00	Christal	Chancellor
KDGE	94.5	100 kw @ 1896	AOR-New Rock		\$140.00	Sentry	Chancellor Gainesville
KDMX	102.9	100 kw @ 1348	AC/CHR		\$140.00	Allied	Clear Channel
KEGL	97.1	100 kw @ 1460	AOR		\$169.00	Katz	Clear Channel
KHCK	99.1	100 kw @ 1168	Hispanic-Tejano		\$80.00	Katz Hisp.	Hefel/Hispanic Denton
KHKS	106.1	100 kw @ 1590	CHR		\$240.00	D&R	Chancellor Denton
KKDA	104.5	100 kw @ 1590	Black	AP	\$200.00	Christal	
KKZN	93.3	50 kw @ 436	Progressive AOR		\$ NA	Eastman	Susquehanna Haltom City
KLTY	94.1	100 kw @ 1590	Contemp. Christian	AP	\$85.00	Katz	Sunburst, pend.
KLUV	98.7	100 kw @ 1590	Oldies		\$221.00	Infinity	CBS/Infinity
KMEO	96.7	92 kw @ 2034	Soft AC	ABC	\$ NA	ABC	ABC Flower Mound
KOAI	107.5	28 kw @ 1591	Jazz		\$190.00	CBS	CBS/Infinity
KPLX	99.5	100 kw @ 1678	Country	AP	\$200.00	Mc-Guild	Susquehanna
KRBV	100.3	100 kw @ 1440	Dance CHR	ABC	\$177.00	CBS	CBS/Infinity
KSCS	96.3	100 kw @ 1611	Country	ABC	\$300.00	ABC	ABC
KTXQ	102.1	100 kw @ 1447	Black Oldies	AMFM	\$130.00	Christal	Chancellor
KVIL	103.7	100 kw @ 1570	AC/Full Service		\$485.00	Interep	CBS/Infinity Highland Park
KXZN	104.1	11 kw @ 492	See KKZN-F				Sanger
KYNG	105.3	100 kw @ 1528	Country	Westwd	\$260.00	CBS	CBS/Infinity
KZPS	92.5	100 kw @ 1590	Classic AOR		\$115.00	Sentry	Chancellor
WRR	101.1	100 kw @ 1348	Classical	AP	\$74.00	Allied	

Notes: * KKDA-F revenue level includes KKDA (AM) revenue . . . These data reflect the reissued Arbitron market report . . . 2/99 KRVA (1600; Plano) changed from Hispanic-Regional to Hispanic-Contemporary (Z-Spanish's "La Buena" format) . . . 3/99 KLTY-F sold by Marcos Rodriguez to Sunburst for \$63,300,000 (Gammon) . . . 3/99 KRBV-F changed from Black AC to Dance CHR (CHR/B) as "Hot 100" . . . 3/99 KTBK (1700) began operation, simulcasting Sports KTCK . . . 6/99 KXEB/KTCY-F sold by Marcos Rodriguez to Metroplex Broadcasting, Ltd. (price NA) . . . 7/99 KLTY-F sold by Sunburst to Hispanic for \$65,000,000; the KLTY calls and Contemp. Christian format will move to another facility in the market

FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

DAVENPORT-ROCK ISLAND-MOLINE

Arbitron Rank: 132 Pop (12+):	294,000	Stations:	18 / 15	Last Year's Revenue:	\$14,500,000
MSA Rank:	139	Diaries:	1,143 / 257:1 / 57.3%	Household Income:	\$40,973
MSA Pop:	358,000	Sample Target:	1,120	Total Retail Sales:	\$3.5 Bil
DMA:	90	% Below Line:	4.9	#1 Biller:	WLLR-AF \$3,300,000
Average Persons Rating:	14.6	% Not Listed:	13.8	#1 Billing Portfolio:	
Market TSL in Hours:	19.50	Pop per Station:	19,600	Sconnix	\$7,100,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	WHTS-F	CHR	54 / 12.6	11.3	10.9	10.0	908 / 30.9	29.5	29.2	107 / 1832	C	WHTS-F
2	WLLR-F	C	52 / 12.1	12.3	14.7	13.3	660 / 22.4	23.4	27.1	90 / 1229	E*	WLLR-F
3	KCQQ-F	CL HITS	42 / 9.8	10.3	11.6	10.0	666 / 22.6	22.6	25.2	62 / 1052	D	KCQQ-F
4	WOC	N/T	36 / 8.4	7.8	7.0	7.3	424 / 14.4	13.9	15.9	44 / 538	C	WOC
5	KUUL-F	O	33 / 7.7	5.6	5.5	7.5	522 / 17.8	14.9	15.2	51 / 905	C	KUUL-F
6	WXLP-F	AOR	30 / 7.0	5.9	7.4	5.8	483 / 16.4	14.5	16.5	51 / 856	C	WXLP-F
7	KMXG-F	AC	28 / 6.5	6.6	5.9	6.2	566 / 19.2	18.2	17.6	49 / 1078	C	KMXG-F
8	WKBF	ST	19 / 4.4	4.9	4.6	5.8	257 / 8.7	9.7	8.9	23 / 311	A	WKBF
9	KBOB-F	C	15 / 3.5	4.9	5.9	5.3	356 / 12.1	13.6	14.8	37 / 699	B	KBOB-F
10	KORB-F	AOR	14 / 3.3	3.7	3.3	4.2	371 / 12.6	13.0	11.3	16 / 436	A	KORB-F
11	KQLI-F	SAC	13 / 3.0	3.9	3.5	0.2	263 / 8.9	9.6	9.2	23 / 307	A	KQLI-F

12+ FM Share (Metro): 76.69% (283 of 369) (Spring 98: 79.29%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KJOC	SPRTS	1170	Davenport	1.4	4.8	7 170	WGN	FS/T	720	Chicago	2.1	4.3	22 386
WKEI	T	1450	Kewanee, IL	0.5	1.6	3 68	WLS	T	890	Chicago	1.2	2.2	9 127
WLLR	C	1230	Moline	0.5	1.7	2 58	WMT	FS	600	Cedar Rapids	1.6	3.9	27 330
WRMJ-F	C	102.3	Aledo, IL	0.5	0.9	13 104							

DAVENPORT-ROCK ISLAND-MOLINE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Connoisseur	18.2 %	21.7 %	21.0 %	AC	0 (0)	28 (1)	28 (1)	7.6 %	6.8 %
KBOB-FM, KJOC-AM, KORB-FM, KQLI-FM, WXLN-FM				AOR/Classic/NR	0 (0)	44 (2)	44 (2)	11.9 %	12.4 %
Dudley	26.8 %	24.6 %	29.5 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KCQQ-FM, WHTS-FM, WKBF-AM				CHR	0 (0)	54 (1)	54 (1)	14.6 %	12.6 %
Sconnix	35.2 %	34.3 %	49.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KMXG-FM, KUUL-FM, WLLR-AM, WLLR-FM, WOC-AM				Country	2 (1)	69 (3)	71 (4)	19.2 %	24.5 %
	80.2 %	80.6 %	99.5 %	Full Service	16 (2)	0 (0)	16 (2)	4.3 %	3.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	43 (3)	0 (0)	43 (3)	11.7 %	10.1 %
				Oldies	0 (0)	75 (2)	75 (2)	20.3 %	19.7 %
				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	0 (0)	13 (1)	13 (1)	3.5 %	4.0 %
				Sports	6 (1)	0 (0)	6 (1)	1.6 %	1.5 %
				Standards/EZ	19 (1)	0 (0)	19 (1)	5.1 %	5.3 %
				Totals	86 (8)	283 (10)	369 (18)		

AM Stations

Station	Freq	Power	Format	Source	Company	Location
KJOC	1170	1 kw (DA-2)	Sports	CBS, WW1, 1/1	Allied	Connoisseur
WKBF	1270	5 kw (DA-N)	Standards	Westwd	Katz	Dudley
WKEI	1450	0.5 kw/1 kw	Talk	CBS, SRN	—	Kewanee, IL
WOC	1420	5 kw (DA-2)	News/Talk	ABC, WW1, CNN	Christal	Sconnix

FM Stations

Station	Freq	Power	Format	Source	Company	Location
KBOB	99.7	100 kw @ 895	Country	Westwd	\$25.00 Allied	Connoisseur Muscatine
KCQQ	106.5	60 kw @ 210	Classic Hits	Westwd	\$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
KQLI	104.9	12.5 kw @ 469	Soft AC	Westwd	\$ NA Allied	Connoisseur De Witt
KUUL	101.3	50 kw @ 500	Oldies	Westwd, CBS	\$39.00 Christal	Sconnix
WHTS	98.8	39 kw @ 900	CHR	Westwd	\$ NA Katz	Dudley
WLLR	103.7	100 kw @ 1191	Country	Westwd	\$70.00 Katz	Sconnix
WXLN	96.9	50 kw @ 500	AOR	Westwd, Source	\$40.00 Allied	Connoisseur

Notes: * WLLR-F revenue level includes WLLR revenue . . . The Dudley properties are operated by Sconnix

DAYTON

Arbitron Rank: 55 Pop (12+): 815,500
MSA Rank: 62
MSA Pop: 940,000
DMA: 54
Average Persons Rating: 14.9
Market TSL in Hours: 19.75

Stations: 29 / 22
Diaries: 2,089 / 390:1 / 53.3%
Sample Target: 2,110
% Below Line: 10.4
% Not Listed: 11.8
Pop per Station: 37,068

Last Year's Revenue: \$35,100,000
Household Income: \$46,040
Total Retail Sales: \$9.9 Bil.
#1 Biller: WHKO-F \$6,900,000
#1 Billing Portfolio: Clear Channel \$16,047,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WHKO-F	C	140 / 11.5	12.6	12.1	11.1	12.2	11.8	1954 / 24.0	24.3	25.2	200 / 3141	G	WHKO-F
2	WTUE-F	AOR	113 / 9.3	6.8	5.8	5.5	6.4	6.9	1393 / 17.1	13.6	14.3	144 / 2110	E	WTUE-F
3	WROU-F	B	74 / 6.1	5.5	5.7	5.7	6.0	5.8	901 / 11.0	11.9	11.7	79 / 1024	D	WROU-F
3	WMMX-F	AC	74 / 6.1	8.9	7.8	7.7	8.6	7.6	1366 / 16.8	17.8	18.7	94 / 1691	G	WMMX-F
5	WLQT-F	SAC	70 / 5.8	5.6	5.6	6.2	7.1	5.8	1169 / 14.3	13.7	15.9	86 / 1457	D	WLQT-F
6	WHIO	N/T	66 / 5.4	4.5	5.7	5.9	5.7	5.4	1009 / 12.4	14.3	13.6	74 / 1119	D	WHIO
7	WLW	FS/T	63 / 5.2	3.7	4.5	4.2	3.3	4.4	998 / 12.2	11.7	10.0	165 / 2299		WLW
8	WING-F	CL AOR	61 / 5.0	5.1	5.6	5.7	4.7	5.4	1218 / 14.9	14.4	13.7	79 / 1638	D	WING-F
9	WGTZ-F	CHR	55 / 4.5	5.0	6.4	4.6	4.5	5.1	1466 / 18.0	20.8	17.1	93 / 2459	D	WGTZ-F
10	WONE	ST	45 / 3.7	3.4	4.1	3.4	4.4	3.7	531 / 6.5	8.0	8.7	56 / 653	B	WONE
11	WBTT-F	CHR/B	44 / 3.6	3.6	2.6	2.5	5.0	3.1	1152 / 14.1	12.1	12.9	51 / 1308	B	WBTT-F
12	WXEG-F	AOR-NR	42 / 3.5	3.3	4.0	4.7	3.8	3.9	966 / 11.8	12.6	11.3	47 / 1166	C	WXEG-F
12	WCLR-FF	O	42 / 3.5	3.5	3.5	3.7	3.3	3.5	922 / 11.3	10.5	10.7	69 / 1400	C	WCLR-FF
14	WMOJ-F	J	25 / 2.1	2.0	1.4	1.2	1.2	1.7	321 / 3.9	3.7	2.8	47 / 637		WMOJ-F
15	WFCJ-F	REL	23 / 1.9	2.2	1.9	1.8	1.7	1.9	532 / 6.5	5.4	5.2	32 / 725	A	WFCJ-F
16	WDAO	B	20 / 1.6	1.9	1.8	2.0	1.6	1.8	269 / 3.3	2.8	3.2	21 / 280	A	WDAO
16	WKSW-F	C	20 / 1.6	2.0	1.3	1.6	1.1	1.6	344 / 4.2	3.6	3.1	35 / 571	A	WKSW-F
18	WPFB-F	C	15 / 1.2	1.2	1.4	1.6	1.0	1.4	333 / 4.1	4.5	4.5	25 / 625		WPFB-F
19	WRNB-F	B/AC	13 / 1.1	1.4	1.2	0.7	1.1	1.1	216 / 2.6	2.8	2.8	13 / 216		WRNB-F

12+ FM Share (Metro): 78.67% (841 of 1069) (Spring 98: 80.11%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WGTZ-F <	1 WTUE-F >	1 WTUE-F	1 WTUE-F <	1 WHKO-F	1 WHKO-F >	1 WHKO-F >	1 WHKO-F	1 WTUE-F <	1 WROU-F <	1 WHKO-F >
2 WBTT-F >	2 WHKO-F	2 WHKO-F >	2 WHKO-F >	2 WTUE-F >	2 WHIO <	2 WTUE-F	2 WTUE-F >	2 WHKO-F >	2 WTUE-F <	2 WTUE-F
3 WROU-F >	3 WROU-F	3 WMMX-F	3 WMMX-F	3 WMMX-F <	3 WLQT-F <	3 WING-F <	3 WING-F <	3 WHIO <	3 WMMX-F	3 WROU-F
4 WTUE-F	4 WGTZ-F <	4 WROU-F <	4 WING-F	4 WING-F	4 WLW	4 WMMX-F <	4 WLQT-F <	4 WROU-F <	4 WHKO-F	4 WMMX-F
5 WMMX-F <	5 WING-F	5 WROU-F	5 WROU-F	5 WLQT-F <	5 WMMX-F <	5 WROU-F <	5 WMMX-F	5 WLQT-F <	5 WGTZ-F <	4 WGTZ-F
6 WXEG-F <	6 WLQT-F	6 WLQT-F	6 WLQT-F	6 WROU-F	6 WONE <	6 WLQT-F	6 WLW	6 WGTZ-F <	6 WBTT-F	6 WING-F
7 WING-F	7 WGTZ-F <	7 WLW	7 WLW	7 WLW	7 WTUE-F	6 WHIO	7 WROU-F <	7 WING-F <	7 WLQT-F <	7 WLQT-F <
	8 WXEG-F	8 WXEG-F	8 WCLR-FF	8 WCLR-FF	8 WING-F <	8 WLW	8 WING-F <	8 WLW	8 WHIO	8 WBTT-F
	9 WLW	8 WGTZ-F	9 WGTZ-F <	9 WCLR-FF	9 WCLR-FF	9 WONE <	9 WONE	9 WBTT-F <	8 WMMX-F <	8 WLW
						10 WCLR-FF <	10 WCLR-FF <	10 WXEG-F <	10 WXEG-F	8 WCLR-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	12+ Ovrmt
1 WGTZ-F	1 WHKO-F >	1 WHKO-F >	1 WHKO-F	1 WHKO-F >	1 WTUE-F >>>	1 WTUE-F >>>	1 WTUE-F >>	1 WTUE-F >>	1 WTUE-F >	1 WHKO-F
2 WBTT-F	2 WMMX-F	2 WMMX-F <	2 WMMX-F	2 WMMX-F	2 WROU-F	2 WING-F <	2 WING-F	2 WING-F	2 WING-F	2 WROU-F
3 WMMX-F	2 WROU-F <	3 WROU-F	3 WROU-F <	3 WLQT-F	3 WHKO-F	3 WHKO-F	3 WHKO-F	3 WHKO-F >	3 WHKO-F	3 WLW <
3 WHKO-F	4 WGTZ-F >	4 WGTZ-F	4 WLQT-F	4 WROU-F	3 WXEG-F	4 WXEG-F	4 WXEG-F	4 WLW <	4 WLW >	4 WLQT-F <
3 WROU-F	5 WTUE-F	4 WTUE-F >	5 WGTZ-F	5 WTUE-F	5 WBTT-F	4 WROU-F >	5 WROU-F	5 WROU-F	5 WROU-F <	5 WBTT-F <
3 WXEG-F >	6 WBTT-F	6 WLQT-F	5 WTUE-F >	6 WGTZ-F <	6 WGTZ-F	6 WGTZ-F	6 WMMX-F	6 WXEG-F	6 WMMX-F	6 WMMX-F
7 WTUE-F	7 WXEG-F	7 WBTT-F	7 WBTT-F	7 WCLR-FF	6 WING-F		6 WGTZ-F	7 WMMX-F >	7 WXEG-F <	7 WXEG-F <
8 WLQT-F >			8 WXEG-F <	8 WBTT-F					8 WCLR-FF <	8 WCLR-FF <
			9 WCLR-FF <	8 WING-F <					9 WLQT-F <	
			10 WING-F	10 WHIO						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBZI	C/O	1500	Xenia	0.5	1.0	7	88	WBKI-F	C	106.5	Greenville	0.7	2.8	28	482
WING	N/T	1410	Dayton	0.5	3.0	6	257	WEBN-F	AOR	102.7	Cincinnati	0.8	2.5	67	1146
WIZE	ST	1340	Springfield	0.7	1.5	9	140	WGRR-F	O	103.5	Hamilton	0.5	1.8	54	935
WPFB	ST	910	Middletown	0.4	1.1	10	209	WKRC	T	550	Cincinnati	0.7	2.7	35	660
								WYGY-F	C	96.5	Hamilton	0.5	3.1	34	761

DAYTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Blue Chip, pend. WGTZ-FM, WING-AM, WING-FM, WKSW-FM	11.6 %	13.0 %	13.9 %	AC	0 (0)	74 (1)	74 (1)	6.9 %	9.9 %
Clear Channel WBKI-FM, WBTT-FM, WIZE-AM, WLQT-FM, WMMX-FM, WONE-AM, WTUE-FM, WXEG-FM	33.4 %	33.1 %	45.7 %	AOR/Classic/NR	0 (0)	226 (4)	226 (4)	21.1 %	17.6 %
Cox Radio WCLR-FM, WHIO-AM, WHKO-FM, WZLR-FM	20.4 %	20.2 %	31.5 %	Black/Urban	20 (1)	87 (2)	107 (3)	10.0 %	10.0 %
Local (semi-duop) WRNB-FM, WROU-FM	7.2 %	7.2 %	6.2 %	CHR	0 (0)	99 (2)	99 (2)	9.3 %	10.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	6 (1)	189 (5)	195 (6)	18.2 %	16.9 %
				Full Service	63 (1)	0 (0)	63 (1)	5.9 %	3.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	25 (1)	25 (1)	2.3 %	2.9 %
				News/Talk	80 (3)	0 (0)	80 (3)	7.5 %	7.7 %
				Oldies	0 (0)	48 (3)	48 (3)	4.5 %	3.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	23 (1)	23 (1)	2.2 %	2.0 %
				Soft AC	0 (0)	70 (1)	70 (1)	6.5 %	8.2 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	59 (3)	0 (0)	59 (3)	5.5 %	6.5 %
				Totals	228 (9)	841 (20)	1069 (29)		

AM Stations

WDAO	1210	1 kw (Days)	Black	AURN	\$20.00	—		
WHIO	1290	5 kw (DA-N)	News/Talk	AP, Westwd	\$63.00	D&R	Cox Radio	
WONE	980	5 kw (DA-N)	Standards	ABC	\$25.00	Eastman	Clear Channel	

FM Stations

WBTT	94.5	6 kw @ 328	CHR/Black		\$<20.00	Eastman	Clear Channel	Englewood
WCLR	95.7	50 kw @ 476	Oldies		\$20.00	D&R	Cox Radio	Piqua
WFCJ	93.7	50 kw @ 492	Religion	USA	\$17.00	—		Miamisburg
WGTZ	92.9	39.8 kw @ 551	CHR	Westwd	\$53.00	Clr Chnl	Blue Chip	Eaton
WHKO	99.1	50 kw @ 1066	Country		\$83.00	D&R	Cox Radio	
WING	102.9	50 kw @ 492	Classic AOR	ABC	\$36.00	Clr Chnl	Blue Chip	Springfield
WKSW	101.7	3.2 kw @ 407	Country		\$18.00	—	Blue Chip, pend.	Urbana
WLQT	99.9	50 kw @ 500	Soft AC		\$54.00	Eastman	Clear Channel	
WMMX	107.7	50 kw @ 420	AC		\$90.00	Eastman	Clear Channel	
WPFB	105.9	33.9 kw @ 593	Country	ABC	\$ NA	—	Braden	Middletown
WRNB	96.9	3 kw @ 315	Black Oldies	ABC	\$ NA	Allied	WROU-F	Troy
WROU	92.1	0.89 kw @ 597	Black	ABC	\$50.00	Allied	WRNB-F	W. Carrollton
WTUE	104.7	50 kw @ 500	AOR		\$78.00	Eastman	Clear Channel	
WXEG	103.9	1.15 kw @ 522	AOR-New Rock		\$34.00	Eastman	Clear Channel	Beavercreek
WZLR	95.3	6 kw @ 321	Simul. WCLR-F					Xenia

Notes: Other ranked stations – See Cincinnati . . . 6/99 WKSW-F (101.7; Urbana-Springfield) sold by U. S. Broadcasting to Blue Chip for \$5,000,000

DAYTONA BEACH

Arbitron Rank: 91 Pop (12+): 405,200
MSA Rank: NA
MSA Pop: NA
DMA: Orlando (#22)
Average Persons Rating: 14.1
Market TSL in Hours: 19.00

Stations: 23 / 9
Diaries: 1,191 / 340:1 / 51.2%
Sample Target: 1,190
% Below Line: 53.0
% Not Listed: 15.6
Pop per Station: 45,022

Last Year's Revenue: NA
Household Income: \$32,470
Total Retail Sales: \$4.4 Bil.
#1 Biller: NA
#1 Billing Portfolio: NA

12+ Metro	Format	Spring 99 1/4 Share	Fail 98	Spq 98	Fail 97	Spq 97	12+ Metro Cume / Rtg	Fail 98	Spq 98	12+ TSA AQH / Cume	Revenue Level
1	WMGF-F	SAC	49 / 8.6	6.8	9.1	7.9	708 / 17.5	15.4	16.1	95 / 1162	WMGF-F
2	WGNE-F	C	35 / 6.1	7.1	5.9	7.8	612 / 15.1	15.5	13.6	35 / 624	WGNE-F
3	WHOG-F	CL HITS	33 / 5.8	4.2	4.0	5.1	391 / 9.7	8.5	9.9	33 / 402	WHOG-F
4	WWKA-F	C	26 / 4.6	3.7	3.8	4.1	432 / 10.7	9.8	10.3	61 / 917	WWKA-F
4	WHTQ-F	CL AOR	26 / 4.6	3.8	3.6	2.8	427 / 10.5	9.0	9.4	56 / 787	WHTQ-F
6	WTKS-F	T	25 / 4.4	3.1	4.8	6.8	359 / 8.9	9.0	9.6	55 / 629	WTKS-F
6	WJHM-F	B	25 / 4.4	5.2	6.6	4.1	443 / 10.9	11.3	11.9	53 / 799	WJHM-F
8	WFKS-F	AC/CHR	24 / 4.2	2.1	2.6	3.5	452 / 11.2	8.6	12.7	37 / 780	WFKS-F
8	WOMX-F	AC/CHR	24 / 4.2	3.7	3.6	3.1	409 / 10.1	9.4	10.4	35 / 673	WOMX-F
8	WJRR-F	AOR-NR	24 / 4.2	4.7	3.8	2.8	399 / 9.8	8.1	9.0	53 / 734	WJRR-F
11	WVYB-F	CHR	23 / 4.0	3.8	2.0	2.0	461 / 11.4	8.6	6.8	23 / 494	WVYB-F
11	WOCL-F	B/O	23 / 4.0	6.3	5.8	7.6	509 / 12.6	17.0	16.2	42 / 939	WOCL-F
13	WCFB-F	B/A/C	22 / 3.9	4.5	4.1	3.8	304 / 7.5	5.7	8.6	48 / 580	WCFB-F
14	WSHE-F	O	20 / 3.5	2.1	2.3	2.5	312 / 7.7	7.7	8.0	35 / 623	WSHE-F
15	WNDB	N/T	19 / 3.3	4.0	3.5	2.1	270 / 6.7	7.6	7.3	19 / 270	WNDB
16	WROD	ST	15 / 2.6	4.5	4.6	3.0	252 / 6.2	9.4	8.9	15 / 252	WROD
16	WDBO	T/FS	15 / 2.6	1.7	2.5	2.3	233 / 5.7	7.6	7.3	29 / 499	WDBO
18	WSBB	ST	14 / 2.5	3.0	3.1	1.8	234 / 5.8	6.9	7.4	14 / 234	WSBB
19	WKRO-F	AOR-NR	13 / 2.3	2.3	1.8	3.1	307 / 7.6	6.8	7.1	13 / 312	WKRO-F
20	WXXL-F	CHR	12 / 2.1	2.1	2.5	2.5	286 / 7.0	6.7	8.7	38 / 708	WXXL-F

12+ FM Share (Metro): 86.10% (415 of 482) (Spring 98: 79.70%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJHM-F	1 WJHM-F <	1 WHOG-F	1 WHOG-F	1 WHOG-F	1 WMGF-F >	1 WMGF-F	1 WMGF-F >	1 WMGF-F	1 WJHM-F	1 WMGF-F
2 WXXL-F	2 WVYB-F	2 WTQS-F <	2 WHTQ-F <	2 WMGF-F <	2 WGNE-F	2 WGNE-F	2 WHOG-F	2 WHOG-F <	2 WMGF-F	2 WGNE-F <
3 WVYB-F	2 WJRR-F <	3 WHTQ-F <	3 WTQS-F	3 WHTQ-F	3 WWKA-F <	3 WTQS-F	3 WGNE-F	3 WHOG-F	3 WVYB-F <	3 WHOG-F
3 WJRR-F >>	4 WTQS-F	4 WOMX-F	3 WOMX-F <	4 WTQS-F	4 WHOG-F	4 WHTQ-F	4 WHTQ-F	4 WJHM-F <	4 WJRR-F	4 WWKA-F <
	5 WFKS-F	4 WJRR-F <	5 WMGF-F	4 WOMX-F <	5 WSHE-F	5 WHOG-F <	4 WOCL-F <	5 WHTQ-F	4 WCFB-F	5 WJHM-F <
	5 WHOG-F	6 WFKS-F	6 WFKS-F	6 WGNE-F	5 WOCL-F <	6 WOMX-F <	6 WWKA-F <	5 WJRR-F <	6 WWKA-F	6 WJRR-F <
	5 WHTQ-F	6 WMGF-F <	6 WJRR-F <	7 WFKS-F <	7 WOMX-F	7 WWKA-F <	7 WTQS-F <	7 WTQS-F <	7 WHOG-F	7 WOCL-F <
	8 WCFB-F	8 WGNE-F	8 WGNE-F <	8 WJRR-F <	7 WNDB	8 WFKS-F <	8 WFKS-F <	8 WVYB-F	8 WFKS-F	8 WFKS-F
	8 WKRO-F	8 WJHM-F <	9 WCFB-F <	9 WOCL-F	9 WROD <	9 WCFB-F <	9 WNDB <	8 WOMX-F <	8 WVYB-F	8 WVYB-F
		10 WVYB-F <	10 WOCL-F	9 WCFB-F		10 WVYB-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	12+ Ovrnite
1 WJHM-F >>	1 WJHM-F	1 WCFB-F	1 WMGF-F	1 WMGF-F >	1 WJHM-F	1 WJRR-F	1 WJRR-F	1 WHOG-F	1 WHOG-F	1 WGNE-F
2 WFKS-F	2 WCFB-F	2 WFKS-F	2 WOMX-F	2 WOMX-F	1 WVYB-F	2 WHTQ-F	2 WHTQ-F	2 WJRR-F	2 WHTQ-F	2 WCFB-F
2 WGNE-F	3 WFKS-F	3 WJHM-F	3 WFKS-F	3 WFKS-F	3 WHOG-F >	2 WHOG-F	3 WHOG-F	3 WHTQ-F	2 WTQS-F <	3 WNDB
2 WKRO-F	4 WVYB-F	3 WOMX-F	4 WJHM-F	4 WSHE-F	4 WHTQ-F	4 WTQS-F	4 WTQS-F	3 WTQS-F >	4 WJRR-F	4 WJHM-F
2 WJRR-F	5 WTQS-F	3 WVYB-F	4 WCFB-F <	4 WCFB-F	4 WJRR-F >>	4 WVYB-F	5 WKRO-F	5 WGNE-F	5 WGNE-F	5 WTQS-F
2 WCFB-F	5 WOMX-F >	6 WTQS-F	6 WGNE-F	6 WOCL-F	6 WJHM-F	6 WFKS-F	6 WFKS-F	5 WVYB-F	6 WFKS-F	6 WJRR-F <
2 WVYB-F >>	6 WMGF-F >	7 WHOG-F	6 WGNE-F	6 WGNE-F	7 WKRO-F	6 WVYB-F	7 WFKS-F	7 WFKS-F	7 WOMX-F	5 WMGF-F
			8 WWKA-F	8 WHOG-F			8 WGNE-F >	7 WJHM-F	7 WOCL-F	
								9 WOCL-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WELE	T	1590	Ormond Beach	0.7	1.6	4	70	WLOQ-F	J	103.1	Winter Park	0.9	2.3	12	263
								WMMO-F	AC-AOR	98.9	Orlando	1.1	3.6	12	253

DAYTONA BEACH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Black Crow	15.4 %	16.6 %	%	AC	0 (0)	48 (2)	48 (2)	10.0 %	6.8 %
WHOG-FM, WKRO-FM, WNDB-AM, WVYB-FM				AOR/Classic/NR	0 (0)	69 (4)	69 (4)	14.3 %	12.1 %
	15.4 %	16.6 %	%	Black/Urban	0 (0)	70 (3)	70 (3)	14.5 %	13.3 %
				CHR	0 (0)	35 (2)	35 (2)	7.3 %	8.2 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	61 (2)	61 (2)	12.7 %	12.1 %
				Full Service	15 (1)	0 (0)	15 (1)	3.1 %	2.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	5 (1)	5 (1)	1.0 %	0.9 %
				News/Talk	23 (2)	25 (1)	48 (3)	10.0 %	10.6 %
				Oldies	0 (0)	53 (2)	53 (2)	11.0 %	11.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
				Soft AC	0 (0)	49 (1)	49 (1)	10.2 %	10.4 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	29 (2)	0 (0)	29 (2)	6.0 %	10.8 %
				Totals	67 (5)	415 (18)	482 (23)		

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	Location
WNDB	1150	1 kw (DA-N)	News/Talk	CBS, ESPN	\$24.00	Allied	Black Crow
WROD	1340	1 kw	Standards	ABC	\$25.00	---	Gore-Overgaard
WSBB	1230	1 kw	Standards	Westwd	\$<20.00	---	New Smyrna Beach

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	Location
WFKS	99.9	100 kw @ 1200	AC/CHR		\$33.00	Mc-Guild	Renda Palatka
WGNE	98.1	100 kw @ 475	Country		\$58.00	D&R	Clear Channel Titusville
WHOG	95.7	25 kw @ 328	Classic Hits	CBS	\$ NA	Allied	Black Crow Ormond by the Sea
WKRO	93.1	15 kw @ 425	New Rock		\$<20.00	Allied	Black Crow Edgewater
WVYB	103.3	3 kw @ 315	CHR		\$ NA	Allied	Black Crow Holly Hill

Notes: Other ranked stations -- See Orlando . . . No revenue data are available

DENVER

Arbitron Rank: 23 Pop (12+): 1,816,300
MSA Rank: 26-Dvr.; 169-Bldr.
MSA Pop: 2,380,000
DMA: 18
Average Persons Rating: 16.0
Market TSL in Hours: 21.00

Stations: 26 / 26
Diaries: 2,824 / 643:1 / 51.5%
Sample Target: 2,930
% Below Line: 0.0
% Not Listed: 13.8
Pop per Station: 69,858

Last Year's Revenue: \$152,500,000
Household Income: \$48,698
Total Retail Sales: \$23.4 Bil.
#1 Biller: KOA \$25,130,000
#1 Billing Portfolio: Clear Channel \$63,030,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spq 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	KYGO-F	221 / 7.6	7.2	7.1	7.9	8.2	7.4	3120 / 17.2	17.4	17.8	275 / 3881	J	KYGO-F
2	KOA	212 / 7.3	7.5	7.1	7.4	8.5	7.3	3904 / 21.5	22.6	22.1	288 / 5284	K	KOA
3	KBCO-F	200 / 6.9	7.0	5.1	5.0	4.7	6.0	3139 / 17.3	15.0	14.6	224 / 3590	H	KBCO-F
4	KOSI-F	175 / 6.0	6.7	5.4	5.2	6.1	5.8	2890 / 15.9	13.4	16.2	204 / 3335	I	KOSI-F
5	KRFX-F	171 / 5.9	5.3	6.9	5.6	5.8	5.9	2761 / 15.2	14.7	14.8	230 / 3528	I	KRFX-F
6	KQKS-F	159 / 5.5	6.1	6.5	5.6	6.2	5.9	2572 / 14.2	14.7	13.5	192 / 3279	G	KQKS-F
7	KALC-F	145 / 5.0	4.8	4.5	5.1	4.0	4.8	3092 / 17.0	15.0	16.8	175 / 3743	H	KALC-F
8	KBPI-F	142 / 4.9	3.6	5.0	4.5	5.0	4.5	2173 / 12.0	12.4	14.0	168 / 2728	G	KBPI-F
9	KXKL-F	134 / 4.6	4.5	4.8	4.9	4.8	4.7	2418 / 13.3	14.1	15.4	153 / 2960	H	KXKL-F
10	KHOW	122 / 4.2	3.8	4.5	4.4	3.8	4.2	1910 / 10.5	9.8	9.7	141 / 2288	H	KHOW
11	KHIH-F	114 / 3.9	4.2	3.8	3.6	4.2	3.9	1831 / 10.1	10.7	9.9	121 / 1965	G	KHIH-F
12	KKHK-F	108 / 3.7	3.8	4.0	3.6	4.0	3.8	2042 / 11.2	12.2	13.0	116 / 2240	H	KKHK-F
13	KEZW	80 / 2.7	2.6	2.6	3.0	3.3	2.7	1072 / 5.9	6.0	5.8	81 / 1113	C	KEZW
14	KXPK-F	79 / 2.7	2.2	2.4	2.9	2.3	2.6	2104 / 11.6	10.4	11.2	94 / 2426	F	KXPK-F
15	KIMN-F	78 / 2.7	3.1	3.5	3.5	3.2	3.2	1790 / 9.9	9.6	10.5	89 / 1949	G	KIMN-F
16	KTCL-F	72 / 2.5	2.5	2.3	2.8	3.0	2.5	1900 / 10.5	5.7	6.4	87 / 2360	D	KTCL-F
17	KVOD-F	67 / 2.3	2.0	2.3	1.7	2.3	2.1	1216 / 6.7	5.7	6.4	79 / 1474	D	KVOD-F
18	KCKK-AF	65 / 2.2	3.6	2.7	2.3	2.5	2.7	1321 / 7.3	8.0	6.8	85 / 1680	C	KCKK-AF
19	KKFN	52 / 1.8	1.7	1.0	0.7	1.1	1.3	1314 / 7.2	5.2	5.0	58 / 1550	D	KKFN
20	KJMN-F	29 / 1.0	0.7	1.1	0.8	0.7	0.9	431 / 2.4	2.3	1.7	30 / 469	C	KJMN-F

12+ FM Share (Metro): 77.69% (1950 of 2510) (Spring 98: 76.13%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KQKS-F >>>	1 KALC-F <	1 KBCO-F <	1 KBCO-F <	1 KBCO-F <	1 KOA >	1 KYGO-F <	1 KOA <	1 KYGO-F <	1 KQKS-F <	1 KYGO-F
2 KALC-F >	2 KBPI-F	2 KYGO-F <	2 KYGO-F <	2 KYGO-F <	2 KYGO-F <	2 KOA	2 KBCO-F <	2 KBCO-F <	2 KOA	2 KBCO-F <
3 KYGO-F	3 KRFX-F	3 KRFX-F	3 KRFX-F >	3 KRFX-F	3 KOSI-F <	2 KRFX-F <	3 KOSI-F <	3 KOA	3 KBPI-F	3 KQKS-F <
4 KBPI-F	3 KQKS-F <	4 KBPI-F <	4 KOSI-F <	4 KOSI-F <	4 KXKL-F <	4 KHOW	4 KYGO-F <	4 KBPI-F <	4 KYGO-F <	4 KOA
4 KTCL-F	5 KBCO-F <	5 KALC-F <	5 KOA <	5 KOA <	5 KBCO-F	5 KBCO-F <	5 KRFX-F	5 KALC-F <	5 KOSI-F <	5 KHIH-F
	6 KYGO-F	6 KOSI-F <	6 KKKH-F <	6 KXKL-F	5 KHOW	6 KALC-F <	6 KXKL-F	6 KRFX-F <	6 KBCO-F	5 KOSI-F <
	7 KXPK-F	7 KQKS-F <	7 KALC-F <	7 KKKH-F <	7 KHIH-F	7 KOSI-F	7 KBPI-F	7 KOSI-F <	7 KHIH-F <	7 KBPI-F <
	8 KOSI-F <	8 KKKH-F <	8 KBPI-F <	8 KALC-F	8 KRFX-F <	8 KQKS-F	7 KHOW	8 KQKS-F	8 KALC-F	8 KXKL-F <
	9 KTCL-F <	9 KOA <	9 KXKL-F	8 KBPI-F <	9 KEZW	8 KXPK-F <	7 KQKS-F <	9 KXKL-F	8 KXKL-F <	9 KRFX-F <
	10 KKKH-F >	10 KXKL-F	10 KHIH-F <	10 KHIH-F	10 KKKH-F	10 KXKL-F	10 KKKH-F	10 KKKH-F	10 KTCL-F	10 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	12+ Ovrnite
1 KQKS-F	1 KALC-F	1 KALC-F	1 KYGO-F <	1 KYGO-F <	1 KBPI-F >	1 KBPI-F	1 KRFX-F >	1 KRFX-F	1 KRFX-F	1 KHOW
1 KALC-F >	2 KQKS-F <	2 KBCO-F	2 KBCO-F	2 KOSI-F	2 KQKS-F <	2 KRFX-F	2 KBPI-F	2 KBPI-F	2 KBCO-F	2 KQKS-F
3 KBCO-F	3 KBCO-F	2 KYGO-F	3 KALC-F <	3 KBCO-F	3 KXPK-F >	3 KXPK-F	3 KYGO-F	3 KBCO-F	3 KOA <	3 KOA <
4 KBPI-F	4 KYGO-F	4 KOSI-F	4 KOSI-F	4 KXKL-F <	4 KRFX-F <	4 KYGO-F <	4 KXPK-F	4 KYGO-F <	4 KBPI-F	4 KYGO-F
5 KOSI-F	5 KOSI-F >	5 KQKS-F <	5 KQKS-F	5 KALC-F <	5 KALC-F <	5 KQKS-F <	4 KBCO-F	5 KKKH-F <	5 KYGO-F	5 KXKL-F <
6 KYGO-F	6 KIMN-F	6 KRFX-F <	6 KIMN-F	6 KIMN-F	6 KTCL-F >	6 KALC-F <	6 KALC-F	6 KOA	6 KKKH-F	6 KRFX-F
	6 KRFX-F	7 KIMN-F	7 KXKL-F	7 KHIH-F		7 KBCO-F	7 KKKH-F >	7 KXPK-F	7 KXKL-F	
	8 KTCL-F <	8 KKKH-F	8 KRFX-F	7 KQKS-F <				8 KALC-F <	8 KHIH-F	
	9 KBPI-F	8 KTCL-F	9 KKKH-F <	9 KOA <			8 KQKS-F <	9 KXKL-F <	9 KOSI-F <	
	10 KKKH-F <			10 KRFX-F				10 KQKS-F <		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KJME	SP	1390	Denver	0.6	1.3	17 244
KMXA	SP-R	1090	Aurora	0.7	1.5	22 342
KNUS	T	710	Denver	0.5	2.3	21 494
KTLK	T	760	Thornton	0.7	3.9	27 883

DENVER

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	17.7 %	18.3 %	20.4 %	AC	0 (0)	223 (2)	223 (2)	8.9 %	8.2 %
KALC-FM, KEXX-AM, KIMN-FM, KVOD-FM, KXKL-FM, KXPK-FM				AOR/Classical/NR	0 (0)	772 (6)	772 (6)	30.8 %	28.2 %
Clear Channel	36.3 %	38.0 %	45.2 %	Black/Urban	0 (0)	67 (1)	67 (1)	2.7 %	0.4 %
KBCO-FM, KBPI-FM, KHIH-FM, KHOW-AM, KOA-AM, KRFX-FM, KTCL-FM, KTLK-AM				CHR	0 (0)	159 (1)	159 (1)	6.3 %	7.1 %
Jefferson-Pilot	17.1 %	15.2 %	17.2 %	Classical	13 (1)	0 (0)	13 (1)	0.5 %	2.6 %
KCKK-AF, KKFN-AM, KQKS-FM, KYGO-FM				Country	9 (1)	277 (2)	286 (3)	11.4 %	12.1 %
Tribune Broadcasting	12.4 %	11.9 %	14.2 %	Full Service	212 (1)	0 (0)	212 (1)	8.4 %	9.7 %
KEZW-AM, KKHK-FM, KOSI-FM				Hispanic	36 (2)	29 (1)	65 (3)	2.6 %	2.7 %
	83.6 %	83.4 %	97.0 %	Jazz	0 (0)	114 (1)	114 (1)	4.5 %	4.8 %
				News/Talk	158 (3)	0 (0)	158 (3)	6.3 %	6.5 %
				Oldies	0 (0)	134 (1)	134 (1)	5.3 %	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	0 (0)	175 (1)	175 (1)	7.0 %	6.9 %
				Sports	52 (1)	0 (0)	52 (1)	2.1 %	1.2 %
				Standards/EZ	80 (1)	0 (0)	80 (1)	3.2 %	3.8 %
				Totals	560 (10)	1950 (16)	2510 (26)		

AM Stations

Station	Freq	Power	Time	Format	Company	City
KCKK	1600	5 kw	DA-2	See KCKK-F		Lakewood
KEZW	1430	10 kw/5 kw	DA-N	Standards	ABC \$35.00 Banner	Aurora
KHOW	630	5 kw	DA-2	Talk	Westwd, ABC, TARN \$64.00 Allied	Clear Channel
KKFN	950	5 kw	DA-1	Sports	CBS, 1-on-1, WW1 \$ NA CBS	Jefferson-Pilot
KOA	850	50 kw		Talk/Full Service	ABC \$288.00 Eastman	Clear Channel
KTLK	760	50 kw/1 kw	DA-2	Talk	ABC, ESPN, 1/1 \$ 40.00 Eastman	Clear Channel

FM Stations

Station	Freq	Power	Time	Format	Company	City
KALC	105.9	100 kw	@ 1470	AC/CHR	\$115.00 Christal	AMFM
KBCO	97.3	100 kw	@ 1541	Progressive AOR	Westwd \$125.00 Allied	Clear Channel
KBPI	106.7	100 kw	@ 987	AOR-New Rock	\$121.00 Eastman	Clear Channel
KCKK	104.3	58 kw	@ 1204	Classic Country	Westwd \$68.00 CBS	Jefferson-Pilot
KHIH	95.7	100 kw	@ 1608	Jazz	\$80.00 Allied	Clear Channel
KIMN	100.3	100 kw	@ 1152	AC	AMFM \$115.00 Christal	AMFM
KJMN	92.1	30 kw	@ 627	Hispanic Contemp.	\$35.00 Caballero	EXCL
KKHK	99.5	100 kw	@ 1624	Classic AOR	\$100.00 Katz	Tribune Co.
KOSI	101.1	100 kw	@ 1624	Soft AC	\$166.00 Katz	Tribune Co.
KQKS	107.5	100 kw	@ 1198	CHR	Source, Westwd \$75.00 CBS	Jefferson-Pilot
KRFX	103.5	100 kw	@ 1045	Classic AOR	\$184.00 ---	Clear Channel
KTCL	93.3	100 kw	@ 1129	AOR-New Rock	\$50.00 ---	Clear Channel
KVOD	92.5	57 kw	@ 1237	Black Oldies	AMFM \$60.00 Sentry	AMFM
KXKL	105.1	100 kw	@ 1169	Oldies	AMFM \$158.00 Sentry	AMFM
KXPK	96.5	100 kw	@ 1739	New Rock	\$106.00 Sentry	AMFM
KYGO	98.5	100 kw	@ 1821	Country	\$265.00 CBS	Jefferson-Pilot

Notes: 1/99 KQXI (1550) changed calls to KADZ; sister KAYK (1690) changed to KDDZ . . . 3/99 KYGO (AM) changed calls to KCKK . . . 3/99 KRRF changed from Talk to simulcasting Oldies KXKL-F as KEXX . . . 5/99 KVOD-F changed from Classical to Black Oldies as "Jammin' Oldies"; the KVOD format was shunted to KEXX (1280) . . . 6/99 KCUV (1150; Englewood) sold by Den-Mex, LLC to Radio Unica (price NA) . . . 6/99 KBNO (1220) sold by Colorado Communications to Crawford Broadcasting for \$1,500,000

DES MOINES

Arbitron Rank: 90 Pop (12+): 422,700	Stations: 21 / 20	Last Year's Revenue: \$25,400,000
MSA Rank: 118	Diaries: 1,503 / 281:1 / 55.4%	Household Income: \$49,005
MSA Pop: 436,000	Sample Target: 1,520	Total Retail Sales: \$6.8 Bil.
DMA: 70	% Below Line: 0.7	#1 Biller: WHO \$7,200,000
Average Persons Rating: 14.4	% Not Listed: 12.2	#1 Billing Portfolio:
Market TSL in Hours: 19.00	Pop per Station: 21,135	Clear Channel, pend. \$9,840,000

12+ Metro	Format	Spring 99 1/4 Share	Wln 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WHO	75 / 12.4	13.3	11.0	11.7	12.5	12.1	990 / 23.4	24.3	25.5	165 / 2200	H	WHO
2	KSTZ-F	56 / 9.2	8.1	7.0	8.7	8.2	8.3	1036 / 24.5	22.5	23.9	79 / 1622	D	KSTZ-F
3	KIOA-F	54 / 8.9	7.1	7.3	7.0	7.5	7.6	834 / 19.7	17.2	19.2	82 / 1371	D	KIOA-F
4	KJJY-F	47 / 7.7	6.4	8.9	6.2	8.0	7.3	671 / 15.9	17.7	16.8	59 / 969	E	KJJY-F
5	KAZR-F	42 / 6.9	7.1	6.0	7.2	7.7	6.8	621 / 14.7	16.8	15.7	75 / 1031	C	KAZR-F
6	KHKI-F	37 / 6.1	4.8	6.2	6.9	6.7	6.0	503 / 11.9	13.7	14.0	68 / 839	C	KHKI-F
7	KGGO-F	33 / 5.4	5.7	5.4	4.7	7.1	5.3	483 / 11.4	13.4	14.7	56 / 845	D	KGGO-F
8	KLTI-F	31 / 5.1	5.3	4.0	4.7	3.9	4.8	613 / 14.5	12.5	11.9	51 / 971	B	KLTI-F
9	KCCQ-F	27 / 4.4	3.1	2.7	2.7	2.5	3.2	569 / 13.5	10.4	6.2	35 / 731	A	KCCQ-F
10	KRNT	25 / 4.1	5.2	4.9	4.0	3.5	4.6	364 / 8.6	10.8	8.0	27 / 435	A	KRNT
11	KMXD-F	22 / 3.6	5.2	5.9	5.5	4.5	5.1	503 / 11.9	13.3	11.6	42 / 808	C	KMXD-F
12	KRKQ-F	21 / 3.5	4.3	7.0	5.7	4.9	5.1	549 / 13.0	16.0	15.5	34 / 814	C	KRKQ-F
13	KYSY-F	18 / 3.0	4.0	3.2	3.0	3.3	3.3	344 / 8.1	6.9	7.5	22 / 369	A	KYSY-F
14	KKDM-F	17 / 2.8	3.3	3.8	4.5	4.2	3.6	529 / 12.5	14.8	14.0	26 / 741	B	KKDM-F

12+ FM Share (Metro): 78.61% (419 of 533) (Spring 98: 78.48%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KCCQ-F >	1 KSTZ-F	1 KSTZ-F	1 KSTZ-F	1 KIOA-F <	1 WHO	1 WHO >	1 WHO >	1 WHO <	1 KSTZ-F	1 KIOA-F <
2 KKDM-F	2 KAZR-F >	2 KAZR-F	2 KIOA-F	2 KSTZ-F	2 KIOA-F >	2 KIOA-F <	2 KIOA-F	2 KSTZ-F	2 WHO	2 KSTZ-F <
3 KSTZ-F	3 KGGO-F <	3 KGGO-F	3 WHO <	3 KJJY-F <	3 KJJY-F	3 KAZR-F <	3 KSTZ-F <	3 KJJY-F <	3 KCCQ-F <	3 WHO
4 KAZR-F	4 KHKI-F <	3 KIOA-F <	4 KGGO-F	4 WHO	4 KRNT >	4 KSTZ-F	4 KJJY-F <	4 KIOA-F	4 KLTI-F <	4 KJJY-F <
4 KJJY-F >	5 KCCQ-F >	5 WHO	4 KJJY-F <	5 KGGO-F	5 KLTI-F	5 KJJY-F	5 KGGO-F <	5 KHKI-F	5 KJJY-F	5 KHKI-F
	6 KLTI-F	5 KHKI-F <	6 KHKI-F	5 KHKI-F	5 KHKI-F <	6 KRKQ-F <	6 KAZR-F <	6 KAZR-F <	6 KAZR-F <	6 KAZR-F <
	6 KJJY-F <	7 KJJY-F	7 KLTI-F <	7 KLTI-F	7 KYSY-F <	7 KGGO-F	7 KHKI-F	7 KGGO-F	7 KIOA-F <	7 KCCQ-F <
		8 KLTI-F	8 KAZR-F <	8 KAZR-F <	8 KSTZ-F	8 KHKI-F <	8 KLTI-F	8 KCCQ-F <	8 KHKI-F	8 KLTI-F
						9 KRNT		9 KLTI-F		9 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	12+ Ovrnite
1 KCCQ-F	1 KSTZ-F >	1 KSTZ-F >	1 KSTZ-F >	1 KSTZ-F	1 KAZR-F >>	1 KAZR-F >	1 KAZR-F <	1 KAZR-F	1 KGGO-F	1 WHO
2 KSTZ-F	2 KCCQ-F <	2 KHKI-F	2 KHKI-F	2 KIOA-F	2 KSTZ-F >	2 KSTZ-F >	2 KSTZ-F	2 KGGO-F	1 KIOA-F	2 KSTZ-F
3 KAZR-F >	3 KHKI-F	3 KJJY-F	3 KIOA-F <	3 KHKI-F <	3 KGGO-F	3 KGGO-F >	3 KGGO-F >	3 KSTZ-F	3 WHO	3 KHKI-F >
4 KHKI-F >>	4 KAZR-F	4 KLTI-F	4 KLTI-F <	4 KLTI-F	4 WHO	4 KHKI-F	4 KRKQ-F	4 WHO	4 KAZR-F <	
	5 KLTI-F	5 KGGO-F	5 KJJY-F <	4 KJJY-F	4 KHKI-F >	4 KKDM-F	4 KKDM-F	5 KIOA-F	5 KJJY-F	
	5 KJJY-F	5 KMXD-F	6 KCCQ-F	6 WHO		6 KRKQ-F	6 KHKI-F	6 KRKQ-F	6 KRKQ-F	
			6 KMXD-F	7 KMXD-F >			6 KHKI-F	6 KHKI-F	6 KSTZ-F	
			8 WHO				6 KJJY-F	6 KJJY-F	8 KHKI-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KASI	N/T	1430	Ames	0.5	1.4	3	59	KWMT	C	540	Fort Dodge	0.7	1.5	20	324
KJJC-F	SPRIS	106.9	Osceola	1.0	3.3	10	213								
KLRX-F	CL HITS	96.1	Madrid	0.5	1.4	3	66								
KWKY	REL	1150	Des Moines	0.7	2.8	4	133								
KXTK	O	940	Des Moines	0.5	1.9	4	94								
KZZQ-F	REL-CC	99.5	Winterset	0.8	2.0	5	93								

DES MOINES

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	11.5 %	15.0 %	15.4 %	AC	0 (0)	22 (1)	22 (1)	4.1 %	5.1 %
KDMI-AM, KGGO-FM, KHKI-FM				AOR/Classic/NR	0 (0)	96 (3)	96 (3)	18.0 %	22.0 %
Barnstable	11.2 %	13.6 %	19.5 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KBGG-AM, KJJY-FM, KRKQ-FM				CHR	0 (0)	100 (3)	100 (3)	18.8 %	16.8 %
Clear Channel, pend.	26.7 %	22.0 %	37.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KASI-AM, KCCQ-FM, KKDM-FM, KMXD-FM, KYSY-FM, WHO-AM				Country	4 (1)	84 (2)	88 (3)	16.5 %	17.5 %
Saga	34.7 %	35.1 %	25.2 %	Full Service	75 (1)	0 (0)	75 (1)	14.1 %	14.1 %
KAZR-FM, KIOA-FM, KLTI-FM, KRNT-AM, KSTZ-FM, KXTK-AM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	84.1 %	85.7 %	97.7 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	3 (1)	0 (0)	3 (1)	0.6 %	1.6 %
				Oldies	3 (1)	57 (2)	60 (3)	11.3 %	8.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	4 (1)	5 (1)	9 (2)	1.7 %	1.9 %
				Soft AC	0 (0)	49 (2)	49 (2)	9.2 %	8.1 %
				Sports	0 (0)	6 (1)	6 (1)	1.1 %	0.5 %
				Standards/EZ	25 (1)	0 (0)	25 (1)	4.7 %	3.9 %
				Totals	114 (6)	419 (15)	533 (21)		

AM Stations

KRNT	1350	5 kw (DA-N)	Standards	CBS, Westwd	\$<20.00	Katz	Saga
WHO	1040	50 kw	Full Service	ABC, Westwd, Tiknt	\$110.00	Christal	Clear Channel

FM Stations

KAZR	103.3	100 kw @ 745	AOR		\$22.00	Katz	Saga	Pella
KCCQ	105.1	25 kw @ 328	CHR		\$ NA	—	KASI	Ames
KGGO	94.9	100 kw @ 1066	AOR		\$65.00	Eastman	AMFM	
KHKI	97.3	115 kw @ 450	Country		\$<20.00	Eastman	AMFM	
KIOA	93.3	100 kw @ 1066	Oldies	ABC	\$55.00	Katz	Saga	
KJJY	92.5	41 kw @ 541	Country		\$70.00	D&R	Barnstable	Ankeny
KKDM	107.5	23 kw @ 722	CHR-New Rock	Westwd	\$29.00	Roslin	Clr Channel, pend.	
KLTI	104.1	100 kw @ 1010	Soft AC		\$<20.00	Katz	Saga	Ames
KMXD	100.3	100 kw @ 1700	AC/CHR		\$47.00	Christal	Clear Channel	
KRKQ	98.3	50 kw @ 492	Classic AOR		\$<20.00	D&R	Barnstable	Boone
KSTZ	102.5	100 kw @ 1260	CHR/AC		\$46.00	Katz	Saga	
KYSY	106.3	18 kw @ 328	Soft AC		\$<20.00	Christal	Clear Channel	Ankeny

Notes: 7/99 KKDM-F sold to Clear Channel for \$7,350,000 (Jorgenson) . . . 7/99 KASI/KCCQ-F sold to Clear Channel for \$4,000,000 . . . 7/99 KKDM-F changed from CHR-New Rock to CHR

DETROIT

Arbitron Rank: 6 Pop (12+): 3,823,900
MSA Rank: 6
MSA Pop: 4,880,000
DMA: 9
Average Persons Rating: 16.6
Market TSL In Hours: 21.75

Stations: 31 / 31
Diaries: 4,422/ 865:1/ 51.2%
Sample Target: 4,360
% Below Line: 0.0
% Not Listed: 12.3
Pop per Station: 123,352

Last Year's Revenue: \$217,600,000
Household Income: \$49,138
Total Retail Sales: \$45.3 Bil.
#1 Biller: WNIC-F \$21,900,000
#1 Billing Portfolio: AMFM \$68,850,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WNIC-F	450 / 7.1	8.2	8.0	8.0	7.5	7.8	5961 / 15.6	17.2	15.9	471 / 6419	K	WNIC-F
2	WJLB-F	443 / 7.0	6.6	6.8	7.1	7.7	6.9	6063 / 15.9	16.5	16.2	469 / 6736	J	WJLB-F
3	WJR	399 / 6.3	5.4	6.8	6.0	6.8	6.1	6881 / 18.0	17.9	20.5	516 / 8851	J	WJR
4	WOMC-F	342 / 5.4	6.2	5.6	6.6	5.6	5.9	6097 / 15.9	15.4	14.4	356 / 6466	K	WOMC-F
5	WRIF-F	333 / 5.2	4.1	4.1	3.5	3.4	4.2	4878 / 12.8	12.1	11.9	373 / 5683	I	WRIF-F
6	WWJ	298 / 4.7	6.0	4.7	5.3	5.1	5.2	6893 / 18.0	17.0	16.8	316 / 7337	J	WWJ
7	WVMV-F	291 / 4.6	5.3	4.5	4.8	4.1	4.8	4181 / 10.9	10.6	9.7	308 / 4545	H	WVMV-F
8	WCSX-F	269 / 4.2	4.9	3.7	4.1	3.9	4.2	4301 / 11.2	11.2	11.9	290 / 4796	I	WCSX-F
9	WDTJ-F	260 / 4.1	3.7	3.3	3.2	3.5	3.6	4988 / 13.0	11.4	10.4	273 / 5427	F	WDTJ-F
10	WDRQ-F	259 / 4.1	3.4	2.5	3.0	3.5	3.2	5647 / 14.8	11.5	13.3	276 / 6183	G	WDRQ-F
11	WMXD-F	241 / 3.8	4.3	4.5	3.6	3.9	4.0	3557 / 9.3	9.7	9.5	249 / 3709	H	WMXD-F
12	WWWW-F	222 / 3.5	3.1	3.6	4.0	3.2	3.5	3527 / 9.2	9.3	9.4	233 / 3864	G	WWWW-F
13	WKQI-F	199 / 3.1	3.7	3.5	4.6	4.3	3.7	5498 / 14.4	15.6	16.6	217 / 6113	I	WKQI-F
14	WYCD-F	179 / 2.8	2.8	2.6	3.2	3.0	2.9	3353 / 8.8	8.1	8.6	194 / 3741	H	WYCD-F
15	WXYT	159 / 2.5	3.2	3.4	3.1	2.8	3.1	2235 / 5.8	9.1	6.8	166 / 2391	I	WXYT
16	CKWW	153 / 2.4	2.4	2.6	2.0	3.1	2.4	2249 / 5.9	5.4	6.1	156 / 2308	H	CKWW
16	WPLT-F	153 / 2.4	2.4	2.4	2.3	2.6	2.4	4224 / 11.0	11.6	12.4	165 / 4734	F	WPLT-F
18	WXDG-F	133 / 2.1	1.8	1.5	1.1	1.6	1.6	2772 / 7.2	6.0	5.4	144 / 3004	F	WXDG-F
19	CIMX-F	131 / 2.1	1.3	1.2	1.4	1.5	1.5	3227 / 8.4	7.3	8.0	153 / 3810	C	CIMX-F
20	WGPR-F	94 / 1.5	1.4	1.3	1.0	1.3	1.3	1968 / 5.1	4.6	4.2	97 / 2052	C	WGPR-F
21	WDFN	87 / 1.4	1.4	1.6	1.5	1.6	1.5	1494 / 3.9	4.5	4.7	95 / 1697	G	WDFN
22	WMUZ-F	70 / 1.1	0.7	1.0	0.7	0.8	0.9	1472 / 3.8	3.7	3.3	77 / 1665	F	WMUZ-F
22	WKRK-F	70 / 1.1	1.4	2.3	1.8	2.0	1.7	1792 / 4.7	8.7	7.9	77 / 1974	E	WKRK-F
24	WDMK-F	62 / 1.0	0.9	1.4	1.7	2.0	1.2	1411 / 3.7	5.6	6.7	65 / 1490	E	WDMK-F

12+ FM Share (Metro): 76.81% (4277 of 5568) (Spring 98: 75.45%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJLB-F	1 WJLB-F	1 WRIF-F <	1 WRIF-F <	1 WNIC-F	1 WJR <	1 WRIF-F	1 WNIC-F	1 WJLB-F <	1 WJLB-F	1 WJLB-F <
2 WDTJ-F	2 WRIF-F >	2 WJLB-F <	2 WNIC-F	2 WRIF-F	2 WNIC-F	1 WNIC-F <	2 WJR	2 WNIC-F	2 WDTJ-F	2 WJR
3 WDRQ-F >>	3 WDRQ-F <	3 WNIC-F	3 WCSX-F	3 WCSX-F <	3 WOMC-F <	3 WJR <	3 WJLB-F	3 WVMV-F <	3 WNIC-F	3 WNIC-F <
4 CIMX-F	4 WDTJ-F	4 WCSX-F	4 WJLB-F	4 WOMC-F	4 WWJ	4 WWJ	4 WOMC-F	4 WOMC-F <	4 WJR <	4 WOMC-F <
5 WKQI-F >	5 WNIC-F <	5 WDRQ-F <	5 WOMC-F <	5 WJLB-F	5 WVMV-F	5 WOMC-F	5 WRIF-F <	5 WJR	5 WVMV-F	5 WDTJ-F
6 WCSX-F <	6 WOMC-F <	6 WVMV-F	6 WVMV-F	6 WMXD-F <	6 WMXD-F <	6 WMXD-F <	6 WCSX-F <	6 WDRQ-F	6 WDRQ-F	6 WDRQ-F <
7 WPLT-F <	7 WVMV-F	7 WMXD-F	7 WMXD-F	7 WCSX-F	7 WMXD-F	7 WMXD-F	7 WVMV-F	7 WWJ	7 WMXD-F <	7 WDRQ-F <
8 WKQI-F	7 WKQI-F <	8 WKQI-F	8 WJR	8 WJR	7 WWWV-F	8 WCSX-F <	8 WWJ <	7 WRIF-F <	8 WRIF-F	8 WWJ <
9 CIMX-F	9 WMXD-F <	8 WJR	9 WKQI-F <	9 CKWW <	9 WWWV-F	9 WXYT <	9 WCSX-F <	9 WCSX-F	9 WCSX-F	9 WCSX-F <
10 WYCD-F	10 WDTJ-F	10 WYCD-F	10 WXYT <	10 WYCD-F	10 WXYT <	9 WVMV-F <	10 WWWV-F <	10 WDTJ-F	10 WOMC-F <	10 WMXD-F <
										10 WWJ <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
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 >	1 WJLB-F <
2 WDRQ-F <	2 WDRQ-F	2 WNIC-F	2 WJLB-F >	2 WJLB-F <	2 WRIF-F	2 WJLB-F >	2 WCSX-F >	2 WCSX-F <	2 WCSX-F	2 WWJ
3 WDTJ-F >	3 WNIC-F	3 WDRQ-F	3 WDRQ-F <	3 WVMV-F <	3 WDTJ-F	3 WCSX-F	3 WPLT-F <	3 WJLB-F >	3 WOMC-F <	3 WJR
4 WNIC-F	4 WDTJ-F <	4 WKQI-F	4 WKQI-F <	4 WMXD-F <	4 CIMX-F	4 WDTJ-F	4 WJLB-F	4 WOMC-F	4 WJR	4 WMXD-F
4 WKQI-F	5 WKQI-F	5 WPLT-F <	5 WMXD-F <	5 WOMC-F	5 WDRQ-F >	5 CIMX-F <	5 WDFN <	4 WJR	5 WWJ <	5 WDTJ-F <
6 CIMX-F	6 WPLT-F	6 WDTJ-F	6 WVMV-F	6 WKQI-F <	6 WKQI-F <	6 WPLT-F <	6 WYCD-F <	6 WDTJ-F	6 WVMV-F	6 WRIF-F
7 WRIF-F	7 WRIF-F	7 WCSX-F	7 WCSX-F	7 WCSX-F	7 WDRQ-F	7 WDRQ-F	7 WDTJ-F <	6 WYCD-F	6 WJLB-F <	
	8 WCSX-F	7 WMXD-F	8 WOMC-F	8 WDRQ-F	8 WKRK-F <	8 WYCD-F	8 WDRQ-F	8 WPLT-F	8 WNIC-F	
	8 WMXD-F <	9 WRIF-F	8 WDTJ-F	9 WYCD-F <	9 WYCD-F	9 WKQI-F <	8 WOMC-F <	8 WNIC-F <	8 WYCD-F	
	10 WYCD-F <	10 WVMV-F <	10 WPLT-F <	10 WWWV-F	9 WPLT-F <	10 WDFN <	10 CIMX-F	8 WMXD-F <		
				10 WJR						

DETROIT

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume	Format	Performance	AM	FM	Total	%	Yr. Ago
CIDR-F	AOR-P	93.9 Windsor, ON	0.9	4.9	63 2226	AC	0	(0)	823 (4)	823 (4)	14.8 %	13.3 %
CKLW	N/T	800 Windsor, ON	0.3	1.9	26 854	AOR/Classic/NR	0	(0)	788 (4)	788 (4)	14.2 %	17.4 %
WCHB	B/G	1200 Inkster	0.4	1.3	27 520	Black/Urban	0	(0)	1171 (5)	1171 (5)	21.0 %	18.6 %
WEXL	G	1340 Royal Oak	0.5	1.4	31 525	CHR	0	(0)	259 (1)	259 (1)	4.7 %	6.9 %
WHMI-F	AC	93.5 Howell	0.3	1.1	27 540	Classical	0	(0)	0 (0)	0 (0)	0.0 %	0.0 %
WQBH	G	1400 Detroit	0.9	2.1	60 798	Country	0	(0)	401 (2)	401 (2)	7.2 %	7.4 %
WYUR	ST	1310 Dearborn	0.9	1.4	57 550	Full Service	399	(1)	0 (0)	399 (1)	7.2 %	7.7 %
Consolidation Report			12+	25-54	Revenue	Hispanic	0	(0)	0 (0)	0 (0)	0.0 %	0.0 %
ABC			12.8 %	10.7 %	13.8 %	Jazz	0	(0)	291 (1)	291 (1)	5.2 %	4.6 %
WDRQ-FM, WJR-AM, WPLT-FM						News/Talk	479	(3)	70 (1)	549 (4)	9.9 %	8.9 %
AMFM			26.8 %	27.5 %	34.3 %	Oldies	0	(0)	342 (1)	342 (1)	6.1 %	6.4 %
WDFN-AM, WJLB-FM, WKQI-FM, WMXD-FM, WNIC-FM, WWWW-FM, WYUR-AM						Others/Unknown	0	(0)	0 (0)	0 (0)	0.0 %	0.0 %
CBS/Infinity			21.1 %	21.3 %	31.6 %	Religion/Gospel	116	(3)	70 (1)	186 (4)	3.3 %	3.0 %
WKRK-FM, WOMC-FM, WVMV-FM, WWJ-AM, WXYT-AM, WYCD-FM						Soft AC	0	(0)	62 (1)	62 (1)	1.1 %	0.0 %
CHUM, Ltd.			5.7 %	3.3 %	1.6 %	Sports	87	(1)	0 (0)	87 (1)	1.6 %	1.8 %
CIDR-FM, CIMX-FM, CKLW-AM, CKWW-AM						Standards/EZ	210	(2)	0 (0)	210 (2)	3.8 %	4.1 %
Greater Media			11.5 %	16.2 %	12.5 %	Totals	1291	(10)	4277 (21)	5568 (31)		
WCSX-FM, WRIF-FM, WXDG-FM												
Radio One			5.5 %	4.1 %	3.4 %							
WCHB-AM, WDMK-FM, WDTJ-FM												
			83.4 %	83.1 %	97.2 %							

AM Stations

Station	Power	Frequency	Format	Company	City
CKWW	580	0.5 kw (DA-1)	Standards	Westwd	Windsor, ON
WDFN	1130	50 kw/10 kw (DA-2)	Sports	Westwd, ABC	
WJR	760	50 kw	Full Svc./Talk	ABC	
WWJ	950	5 kw (DA-N)	News	CBS	
WXYT	1270	5 kw (DA-N)	Talk	CNN, Westwd, CBS	

FM Stations

Station	Power	Frequency	Format	Company	City
CIMX	88.7	100 kw @ 577	AOR-New Rock		Windsor, ON
WCSX	94.7	13.5 kw @ 950	Classic AOR	Westwd	Birmingham
WDMK	102.7	50 kw @ 500	Soft AC		Mt. Clemens
WDRQ	93.1	26.5 kw @ 668	CHR		
WDTJ	105.9	20 kw @ 724	Black		
WGPR	107.5	50 kw @ 375	Black AC		
WJLB	97.9	50 kw @ 490	Black		
WKQI	95.5	100 kw @ 426	AC/CHR	AMFM	
WKRK	97.1	15 kw @ 890	Talk		
WMUZ	103.5	50 kw @ 465	Contemp. Christian		
WMXD	92.3	22 kw @ 459	Black AC	ABC	
WNIC	100.3	32 kw @ 600	AC	AMFM	
WOMC	104.3	190 kw @ 360	Oldies	Westwd	Dearborn
WPLT	96.3	20 kw @ 786	Modern AC	ABC	
WRIF	101.1	27 kw @ 880	AOR		
WVMV	98.7	50 kw @ 463	Jazz	Westwd	
WWWV	106.7	61 kw @ 510	Country	Westwd	
WXDG	105.1	20 kw @ 784	Black Oldies		
WYCD	99.5	17.5 kw @ 787	Country	ABC, WW1, Source	

Notes: 1/99 WWBR-F changed from AOR to Soft AC as "Kiss" . . . 4/99 WXDG-F changed from New Rock to Black Oldies as "Classic Soul 105.1" . . . 4/99 WPLT-F changed from CHR-New Rock to "Gold-based Pop/Alternative" (their wording), which we will classify as Modern AC (AC-NR) . . . 4/99 WWBR-F changed calls to WDMK-F; remains Soft AC . . . 9/99 WWWW-F changed from Country to Classic AOR . . . 9/99 WDMK-F changed from Soft AC to Black AC

DULUTH-SUPERIOR

Arbitron Rank: 213 Pop (12+): 138,100
MSA Rank: 180
MSA Pop: 245,000
DMA: 135
Average Persons Rating: 15.0
Market TSL in Hours: 20.25

Stations: 22 / 16
Diaries: 875 / 158:1 / 60.9%
Sample Target: 860
% Below Line: 3.9
% Not Listed: 14.0
Pop per Station: 8,631

Last Year's Revenue: \$6,700,000
Household Income: \$36,411
Total Retail Sales: \$1.68 Bil.
#1 Biller: KKCB-F \$1,200,000
#1 Billing Portfolio: Shockley \$2,490,000

12+ Metro	Format	Spring 99 1/4 Share	Fail 98	Spg 98	Fail 97	Spg 97	12+ Metro Cume / Rtg	Fail 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KKCB-F	C 23 / 11.1	10.0	12.5	11.6	11.1	307 / 22.2	21.2	22.6	41 / 438	C	KKCB-F
2	KDAL	FS 22 / 10.6	9.6	12.0	10.2	11.1	261 / 18.9	22.6	23.1	39 / 378	B	KDAL
3	WWAX-F	AC-NR 19 / 9.2	6.1	6.9	5.1	4.5	317 / 22.9	20.1	19.4	20 / 358	A	WWAX-F
4	KLDJ-F	O 16 / 7.7	9.6	8.3	8.4	6.7	248 / 17.9	21.8	19.3	20 / 320	B	KLDJ-F
5	KDAL-F	AC 15 / 7.3	9.2	7.8	8.8	7.6	267 / 19.3	21.5	21.4	25 / 393	B	KDAL-F
6	KRBR-F	AOR 14 / 6.8	6.1	5.5	5.1	6.2	297 / 21.5	19.0	16.7	25 / 547	A	KRBR-F
7	KTCO-F	C 13 / 6.3	8.3	6.9	4.2	8.9	228 / 16.5	17.8	18.6	16 / 286	B	KTCO-F
8	WEBC	T 12 / 5.8	4.8	5.5	7.9	5.3	172 / 12.6	12.1	12.3	14 / 207	A	WEBC
9	KQDS-F	AOR/CL 11 / 5.3	5.7	7.4	9.3	8.5	208 / 15.1	12.0	15.9	23 / 333	B*	KQDS-F
10	KZIO-F	ST 10 / 4.8	4.4	3.7	2.3	2.7	126 / 9.1	8.8	8.0	12 / 166	A	KZIO-F

12+ FM Share (Metro): 75.84% (135 of 178) (Spring 98: 75.00%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWAX-F >>>	1 WWAX-F	1 KKCB-F	1 KKCB-F	1 KKCB-F	1 KDAL	1 KDAL >	1 KKCB-F	1 KKCB-F <	1 WWAX-F >	1 KKCB-F
2 KRBR-F	2 KRBR-F	1 WWAX-F	2 KDAL-F <	2 KLDJ-F <	2 KKCB-F	2 KKCB-F <	2 KDAL-F	2 WWAX-F	2 KRBR-F	1 KDAL
2 KTCO-F >>	3 KQDS-F	3 KDAL-F	3 KLDJ-F	3 KDAL-F <	3 KLDJ-F	3 KRBR-F	2 KLDJ-F	3 KLDJ-F <	2 KDAL	3 WWAX-F
	4 KKCB-F	3 KRBR-F	3 WWAX-F	4 WWAX-F	4 WEBC	4 KDAL-F <	2 KDAL	4 KDAL-F	4 KKCB-F	4 KLDJ-F <
	5 KTCO-F	5 KLDJ-F	5 KRBR-F	5 KRBR-F	4 KDAL-F	5 WEBC	5 WWAX-F <	5 KTCO-F	5 KLDJ-F	5 KTCO-F
		5 KQDS-F	6 KQDS-F	5 KTCO-F	6 KZIO-F	6 KLDJ-F	6 WEBC <	6 KRBR-F	6 WEBC	6 KRBR-F
		7 KTCO-F >	6 KTCO-F >	7 KQDS-F >	7 KTCO-F >	6 WWAX-F	7 KQDS-F <	6 KDAL	6 KTCO-F	7 KZIO-F
							8 KTCO-F	8 KZIO-F <	6 KZIO-F	8 KDAL-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	12+ Ovmite
1 KTCO-F	1 WWAX-F >>>	1 WWAX-F >>>	1 WWAX-F	1 WWAX-F	1 KQDS-F >	1 KQDS-F	1 KKCB-F	1 KKCB-F	1 KKCB-F	1 WEBC
1 WWAX-F >>	2 KTCO-F >	2 KKCB-F >>	2 KDAL-F	2 KDAL-F	2 KRBR-F >>	1 KRBR-F >	1 KRBR-F >	1 KQDS-F	2 KLDJ-F	2 KDAL
	3 KDAL-F		3 KKCB-F	2 KKCB-F		3 KKCB-F	3 KQDS-F	1 KRBR-F >	3 KRBR-F	3 KZIO-F
	3 KKCB-F		3 KTCO-F	4 KLDJ-F		3 WWAX-F	3 KUSZ-F	4 KDAL-F	4 KDAL-F	
	3 KQDS-F		5 KLDJ-F	5 KTCO-F		3 KUSZ-F >>>	3 WWAX-F >>	4 KLDJ-F	4 KQDS-F >	
	3 KRBR-F >>		6 KRBR-F	6 KRBR-F >				4 WWAX-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KUSZ-F	CL AOR	107.7	Proctor	2.9	9.9	6 170	KGPZ-F	C	96.1	Coleraine, MN	0.5	1.2	21 159
KXTP	KIDS	970	Superior	0.5	3.0	1 47	KTCF-F	C	101.5	Crosby, MN	0.5	1.6	1 22
WDSM	SPRTS	710	Superior	2.4	4.6	6 94	WEGZ-F	C	105.9	Washburn, WI	0.5	1.4	4 109
WNXR-F	SAC	107.3	Iron River, WI	0.5	3.5	2 82	WKLK	O	1230	Cloquet, MN	1.0	3.5	3 74
WUSZ-F	C	99.9	Virginia, MN	0.5	1.4	5 178	WKLK-F	O	96.5	Cloquet, MN	1.0	2.8	2 59
WWJC	REL	850	Duluth	0.5	1.2	1 33	WTBX-F	CHR	93.9	Hibbing, MN	0.5	2.2	30 414

DULUTH-SUPERIOR

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Brill	24.6 %	28.5 %	35.8 %	AC	0 (0)	34 (2)	34 (2)	19.1 %	17.0 %
KKCB-FM, KLDJ-FM, WEBC-AM				AOR/Classic/NR	0 (0)	31 (3)	31 (3)	17.4 %	19.7 %
Curtis Squire	19.3 %	17.4 %	21.9 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KQDS-AM, KQDS-FM, KZIO-FM, WWAX-FM				CHR	0 (0)	1 (1)	1 (1)	0.6 %	0.5 %
Local	3.4 %	4.6 %	4.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KUSZ-FM, WUSZ-FM				Country	0 (0)	40 (6)	40 (6)	22.5 %	22.9 %
Shockley	31.5 %	28.4 %	37.1 %	Full Service	22 (1)	0 (0)	22 (1)	12.4 %	13.8 %
KDAL-AM, KDAL-FM, KRBR-FM, KTCO-FM, KXTP-AM, WDSM-AM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	78.8 %	78.9 %	99.3 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	12 (1)	0 (0)	12 (1)	6.7 %	6.4 %
				Oldies	2 (1)	18 (2)	20 (3)	11.2 %	10.6 %
				Others/Unknown	1 (1)	0 (0)	1 (1)	0.6 %	0.5 %
				Religion/Gospel	1 (1)	0 (0)	1 (1)	0.6 %	1.1 %
				Soft AC	0 (0)	1 (1)	1 (1)	0.6 %	0.5 %
				Sports	5 (1)	0 (0)	5 (1)	2.8 %	2.7 %
				Standards/EZ	0 (0)	10 (1)	10 (1)	5.6 %	4.3 %
				Totals	43 (6)	135 (16)	178 (22)		

AM Stations

KDAL	610	5 kw (DA-N)	Full Service	CBS	\$22.00	Katz	Shockley
WEBC	560	5 kw (DA-2)	Talk	ABC, Westwd	\$<20.00	Christal	Brill

FM Stations

KDAL	95.7	100 kw @ 803	AC		\$22.00	Katz	Shockley	
KKCB	105.1	100 kw @ 789	Country	ABC, CBS, Westwd	\$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	Mc-Guild	Curtis Squire	
KRBR	102.5	100 kw @ 600	AOR		\$22.00	Katz	Shockley	
KTCO	98.9	100 kw @ 600	Country		\$<20.00	Allied	Shockley	
KZIO	104.3	50 kw @ 397	Standards	ABC	\$ NA	—	Curtis Squire	Two Harbors
WWAX	92.1	0.78 kw @ 905	Modern AC		\$ NA	Midwest	Curtis Squire	Hermantown

Notes: * KQDS-F revenue level includes KQDS revenue . . . 3/99 KZIO-F/WWAX-F sold to Curtis Squire (KQDS-AF) for \$2,100,000 (Kallil)

EL PASO

Arbitron Rank: 70 Pop (12+): 557,000
MSA Rank: 76
MSA Pop: 711,000
DMA: 99
Average Persons Rating: 16.6
Market TSL in Hours: 22.00

Stations: 31 / 27
Diaries: 1,045 / 533:1 / 47.1%
Sample Target: 1,070
% Below Line: 3.5
% Not Listed: 7.7
Pop per Station: 20,630

Last Year's Revenue: \$19,600,000
Household Income: \$30,105
Total Retail Sales: \$5.1 Bil.
#1 Biller: KBNA-AF \$3,970,000
#1 Billing Portfolio:
 Clear Channel \$5,972,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KPRR-F	147 / 15.9	14.5	13.5	17.3	13.7	15.3	2006 / 36.0	33.1	34.8	168 / 2362	D	KPRR-F
2	KBNA-AF	107 / 11.8	11.6	14.4	10.1	14.3	11.9	1433 / 25.7	26.5	29.3	116 / 1598	E	KBNA-AF
3	KLAQ-F	95 / 10.3	12.6	11.6	10.5	10.8	11.2	1306 / 23.4	24.4	25.6	120 / 1642	E	KLAQ-F
4	KSII-F	83 / 6.8	6.8	6.6	8.0	7.8	7.1	1168 / 21.0	20.4	21.2	81 / 1511	C	KSII-F
5	KTSM-F	61 / 6.6	8.8	7.7	6.0	8.4	7.3	1004 / 18.0	19.9	19.8	78 / 1234	C	KTSM-F
6	KOFX-F	53 / 5.7	5.3	5.7	7.4	4.9	6.0	953 / 17.1	16.3	15.1	62 / 1129	C	KOFX-F
7	KINT-F	47 / 5.1	4.3	3.8	2.3	3.1	3.9	774 / 13.9	12.6	11.8	85 / 1082	C*	KINT-F
8	KATH-F	38 / 4.1	3.4	2.5	2.9	2.8	3.2	566 / 10.0	9.2	7.6	41 / 637	B	KATH-F
9	KTSM	37 / 4.0	3.7	4.1	3.4	3.9	3.8	416 / 7.5	7.1	6.5	42 / 474	B	KTSM
10	KHEY-F	33 / 3.6	4.1	4.9	5.1	5.7	4.4	604 / 10.8	12.1	12.8	42 / 746	C	KHEY-F
11	XHH-F	32 / 3.5	3.2	3.4	3.1	3.2	3.3	643 / 11.6	9.4	8.9	34 / 677		XHH-F
12	KROD	18 / 1.9	1.3	1.5	1.3	1.4	1.5	260 / 4.7	5.5	4.2	21 / 273	A	KROD
13	KSVE	11 / 1.2	0.9	0.7	0.3	0.9	0.8	99 / 1.8	1.9	1.9	13 / 128	*	KSVE
14	XEFV	10 / 1.1	0.6	0.5	0.8	0.8	0.7	131 / 2.4	2.5	1.8	13 / 164		XEFV
14	XEWR	10 / 1.1	1.6	1.3	1.6	2.0	1.4	228 / 4.1	5.4	5.4	10 / 228		XEWR
16	XHPX-F	9 / 1.0	0.9	1.0	0.8	0.6	0.9	222 / 4.0	4.2	4.1	9 / 222		XHPX-F
16	KVIV	9 / 1.0	1.7	0.3	1.3	0.6	1.1	111 / 2.0	1.2	1.2	9 / 111		KVIV

12+ FM Share (Metro): 84.64% (722 of 853) (Spring 98: 83.67%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KPRR-F >>	1 KPRR-F	1 KPRR-F	1 KBNA-AF <	1 KBNA-AF	1 KBNA-AF	1 KBNA-AF	1 KPRR-F	1 KPRR-F >	1 KPRR-F >>	1 KPRR-F
2 KLAQ-F >	2 KLAQ-F >	2 KLAQ-F	2 KLAQ-F <	2 KLAQ-F <	2 KTSM-F	2 KPRR-F	2 KBNA-AF	2 KLAQ-F >	2 KLAQ-F >	2 KBNA-AF >
3 KBNA-AF >	3 KBNA-AF	3 KBNA-AF	3 KPRR-F	3 KPRR-F >	3 KOFX-F <	3 KLAQ-F >	3 KLAQ-F	3 KBNA-AF <	3 KSII-F <	3 KLAQ-F >
	4 KSII-F >>	4 KSII-F	4 KSII-F	4 KSII-F <	4 KTSM	4 KSII-F <	4 KTSM-F <	4 KBNA-AF	4 KOFX-F <	4 KOFX-F <
	5 XHH-F	5 KTSM-F	5 KTSM-F	5 KTSM-F <	5 KINT-F	5 KTSM-F	5 KTSM-F	5 KSII-F	5 KOFX-F	5 KTSM-F <
	5 KINT-F	6 KOFX-F	6 KOFX-F	6 KOFX-F >	5 KLAQ-F	6 KINT-F <	6 KINT-F	6 KOFX-F	6 KTSM-F	6 KSII-F <
	5 KHEY-F	7 KATH-F <	7 KATH-F	7 KATH-F	5 KSII-F	7 KATH-F	6 KTSM <	7 KINT-F	7 KINT-F	7 KINT-F <
		8 KINT-F	7 KINT-F	7 KINT-F	8 KPRR-F <	7 KOFX-F	8 KOFX-F	7 XHH-F >		
		9 XHH-F <			9 KATH-F					
		10 KHEY-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	12+ Ovrnite
1 KPRR-F >>	1 KPRR-F >	1 KPRR-F	1 KPRR-F	1 KBNA-AF	1 KPRR-F	1 KLAQ-F <	1 KLAQ-F >	1 KLAQ-F >	1 KLAQ-F >	1 KPRR-F >>
2 KLAQ-F	2 KBNA-AF <	2 KBNA-AF >	2 KBNA-AF	2 KPRR-F >	2 KLAQ-F >>>	2 KPRR-F >>	2 KPRR-F >	2 KPRR-F >	2 KBNA-AF <	2 KLAQ-F
2 KSII-F >	3 KSII-F <	3 KSII-F <	3 KSII-F >	3 KSII-F		3 KBNA-AF	3 KBNA-AF >	3 KBNA-AF	3 KOFX-F	3 KBNA-AF <
4 KATH-F	4 KLAQ-F >	4 KLAQ-F	4 KLAQ-F	4 KTSM-F		4 KSII-F >	4 KSII-F	4 KSII-F	3 KPRR-F	4 KTSM-F
4 KBNA-AF >	5 XHH-F	5 XHH-F	5 KATH-F	5 KATH-F		5 KINT-F	5 KHEY-F	4 KOFX-F	5 KTSM-F	5 KOFX-F
	6 KATH-F	6 KINT-F	5 KTSM-F	5 KOFX-F <		5 KOFX-F	5 KINT-F	4 KTSM-F >	6 KSII-F <	
	6 KHEY-F	6 KHEY-F	7 KINT-F <	7 KINT-F			5 KOFX-F		7 KTSM >	
				7 KLAQ-F						
				7 XHH-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KAMA	SP	750	El Paso 0.6 2.5 6 141
KELP	REL	1590	El Paso 0.5 1.4 5 77
KHEY	SPRTS	690	El Paso 0.8 2.3 14 201
KROL-F	REL-CC	99.5	Las Cruces, NM 0.6 1.9 10 206
XEP	SP	1300	Ciudad Juarez, MX 0.5 1.5 6 96
XEPZ	SP	1190	Ciudad Juarez, MX 0.4 1.2 4 65
XHEM-F	SP	103.5	Ciudad Juarez, MX 0.5 2.8 5 157
XHGU-F	SP-C	105.9	Ciudad Juarez, MX 0.9 4.3 8 247
XHIM-F	SP	105.1	Ciudad Juarez, MX 0.8 3.0 8 183
XHNZ-F	SP	107.5	Ciudad Juarez, MX 0.9 3.9 9 218
XHTO-F	SP-C	104.3	Ciudad Juarez, MX 0.8 2.8 7 156
XROK	SP-VA	800	Ciudad Juarez, MX 0.3 1.2 8 109

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KSNM-F	ST	98.7	Truth or Conseq., NM 0.3 1.3 16 315

EL PASO

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
Clear Channel			30.9 %	26.5 %	30.4 %	AC	0	(0)	63	(1)	63	(1)	7.4 %	8.4 %
KHEY-AM, KHEY-FM, KPRR-FM, KTSM-AM, KTSM-FM						AOR/Classic/NR	0	(0)	95	(1)	95	(1)	11.1 %	11.6 %
Hispanic			12.1 %	14.0 %	21.6 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KAMA-AM, KBNA-AM, KBNA-FM						CHR	0	(0)	147	(1)	147	(1)	17.2 %	14.8 %
Local			9.8 %	11.8 %	12.7 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KATH-FM, KOFX-FM						Country	0	(0)	71	(2)	71	(2)	8.3 %	9.6 %
New Wave			19.0 %	20.3 %	26.5 %	Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KLAQ-FM, KROD-AM, KSII-FM						Hispanic	64	(9)	223	(9)	287	(18)	33.6 %	34.0 %
			71.8 %	72.6 %	91.2 %	Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						News/Talk	55	(2)	0	(0)	55	(2)	6.4 %	5.6 %
						Oldies	0	(0)	53	(1)	53	(1)	6.2 %	5.3 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	5	(1)	6	(1)	11	(2)	1.3 %	1.4 %
						Soft AC	0	(0)	61	(1)	61	(1)	7.2 %	9.0 %
						Sports	7	(1)	0	(0)	7	(1)	0.8 %	0.3 %
						Standards/EZ	0	(0)	3	(1)	3	(1)	0.4 %	0.0 %
						Totals	131	(13)	722	(18)	853	(31)		

AM Stations

KBNA	920	1 kw/0.5 kw (DA-N)	Simul. KBNA-F									
KROD	600	5 kw (DA-N)	Talk		CBS, SRN	\$<20.00	Mc-Guild	New Wave				
KSVE	1150	5 kw/0.38 kw	Hispanic		Unica	\$ NA	Caballero					
KTSM	1380	5 kw/0.5 kw	News/Talk	Talknt, ABC, Westwd	\$25.00	Christal	Clear Channel					
KVIV	1340	1 kw	Hispanic		\$17.00	Lotus						
XEFV	1000	1 kw	- Hispanic Contemp.		\$ NA	United						Ciudad Juarez, MX

FM Stations

KATH	94.7	100 kw @ 1194	Country		\$26.00	Katz	KOFX-F					
KBNA	97.5	100 kw @ 1088	Hispanic Contemp.		\$64.00	Katz Hisp.	Hispanic					
KHEY	96.3	100 kw @ 1388	Country	ABC, 1-On-1	\$52.00	Clr Chnl	Clear Channel					
KINT	93.9	100 kw @ 1420	Hispanic Contemp.		\$31.00	Caballero						
KLAQ	95.5	100 kw @ 1388	AOR		\$55.00	Mc-Guild	New Wave					
KOFX	92.3	100 kw @ 1860	Oldies		\$33.00	Katz	KATH-F					
KPRR	102.1	100 kw @ 1190	CHR/Urban		\$50.00	Clr Chnl	Clear Channel					
KSII	93.1	100 kw @ 1420	AC		\$22.00	Mc-Guild	New Wave					
KTSM	99.9	100 kw @ 1820	Soft AC		\$35.00	Clr Chnl	Clear Channel					
XHH	100.7	100 kw @ 249	Hispanic Contemp.		\$22.00	Caballero						Ciudad Juarez, MX
XHPX	98.3	50 kw @ 3	Hispanic Contemp.		\$ NA	---						Ciudad Juarez, MX

Notes: * KINT-F revenue level includes revenue of KSVE . . . Facilities of Mexican stations are not verified

ERIE

Arbitron Rank: 155	Pop (12+): 231,600	Stations: 15 / 12	Last Year's Revenue: \$8,900,000
MSA Rank: 166		Diaries: 751 / 308:1 / 60.0%	Household Income: \$39,893
MSA Pop: 280,000		Sample Target: 680	Total Retail Sales: \$2.85 Bil.
DMA: 142		% Below Line: 3.5	#1 Biller: WXKC-F \$1,600,000
Average Persons Rating: 13.7		% Not Listed: 13.8	#1 Billing Portfolio:
Market TSL In Hours: 18.75		Pop per Station: 19,300	Regent, pend. \$3,200,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level		
1	WRTS-F	CHR	54 / 17.0	14.6	11.8	12.4	14.0	814 / 35.1	33.4	30.6	71 / 1191	C	WRTS-F
2	WXTA-F	C	41 / 12.9	10.3	12.7	12.4	13.1	501 / 21.6	20.4	23.6	45 / 586	C	WXTA-F
3	WRKT-F	AOR	40 / 12.6	12.8	11.8	15.0	11.3	553 / 23.9	24.1	24.5	54 / 705	C	WRKT-F
4	WFGO-F	O	29 / 9.1	11.0	10.1	11.2	8.8	488 / 21.1	22.1	25.2	34 / 597	C	WFGO-F
5	WXKC-F	AC	25 / 7.9	11.3	10.7	9.8	7.6	462 / 19.9	22.8	25.8	27 / 528	C	WXKC-F
6	WRIE	ST	21 / 6.6	4.6	4.8	5.8	4.9	224 / 9.7	9.0	7.3	21 / 224	A	WRIE
7	WJET-F	AC-NR	19 / 6.0	7.6	10.1	7.5	10.0	466 / 20.1	27.1	28.5	20 / 528	C	WJET-F
8	WLKK	T	14 / 4.4	4.6	4.8	6.1	4.9	202 / 8.7	11.1	10.8	14 / 202	A	WLKK

12+ FM Share (Metro): 83.94% (230 of 274) (Spring 98: 85.95%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Format Performance		AM	FM	Total	%	Yr. Ago		
WCTL-F	REL	106.3	Union City	2.2	6.2	9	164	AC	0	(0)	47	(3)	47	(3)	17.2 %	13.4 %
WFLP	T	1330	Erie	1.9	6.8	7	183	AOR/Classic/NR	0	(0)	48	(3)	48	(3)	17.5 %	15.7 %
WPSE	N/T	1450	Erie	0.9	3.1	3	72	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WZPR-F	C	100.3	Meadville	1.3	3.9	34	488	CHR	0	(0)	54	(1)	54	(1)	19.7 %	25.5 %

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume	Format Performance		AM	FM	Total	%	Yr. Ago		
CFPL-F	AOR	95.9	London, ON	1.6	3.8	5	105	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WMDE-F	CL AOR	94.3	Saegertown	0.9	1.5	12	220	Country	0	(0)	45	(2)	45	(2)	16.4 %	17.0 %
WREO-F	AC	97.1	Ashtabula, OH	0.9	3.8	20	332	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 %

Consolidation Report				12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
Local, pend.				35.9 %	36.5 %	33.5 %	News/Talk	23	(3)	0	(0)	23	(3)	8.4 %	8.5 %
WFLP-AM, WLKK-AM, WRKT-FM, WRTS-FM							Oldies	0	(0)	29	(1)	29	(1)	10.6 %	11.8 %
Myron Jones				15.1 %	18.5 %	29.2 %	Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WFGO-FM, WJET-FM							Religion/Gospel	0	(0)	7	(1)	7	(1)	2.6 %	2.6 %
Regent, pend.				27.4 %	26.0 %	36.0 %	Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WRIE-AM, WXKC-FM, WXTA-FM							Sports	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
				78.4 %	81.0 %	98.7 %	Standards/EZ	21	(1)	0	(0)	21	(1)	7.7 %	5.6 %
							Totals	44	(4)	230	(11)	274	(15)		

ERIE

AM Stations

WLKK	1400	1 kw	Talk	Talknt, Westwd	\$<20.00	—	WRKT-F
WRIE	1260	5 kw (DA-2)	Standards	Jones, CNN	\$<20.00	Christal	Regent, pend.

FM Stations

WFGO	94.7	1.1 kw @ 538	Oldies		\$26.00	Allied	Myron Jones	
WJET	102.3	1.7 kw @ 613	AC-NR		\$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	AC		\$35.00	Christal	Regent, pend.	
WXTA	97.9	10 kw @ 505	Country	CNN	\$28.00	Christal	Regent, pend.	Edinboro

Notes: 4/99 WJET-F changed from CHR to Modern AC (AC-NR) . . . 4/99 Media One (Embrescia) sold WRIE, WXKC-F and WXTA-F to Regent for \$13,500,000 (Bergner) . . . 4/99 WFLP (1330) sold to WRKT-F/WRTS-F for \$840,118 . . . 4/99 WLKK (1400) sold to WRKT-F/WRTS-F for \$875,000

FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

EUGENE-SPRINGFIELD

Arbitron Rank: 144 Pop (12+): 261,000	Stations: 15 / 14	Last Year's Revenue: \$10,000,000
MSA Rank: 157	Diaries: 976 / 267:1 / 57.2%	Household Income: \$37,101
MSA Pop: 313,000	Sample Target: 970	Total Retail Sales: \$3.4 Bil.
DMA: 119	% Below Line: 0.5	#1 Biller: NA
Average Persons Rating: 14.1	% Not Listed: 21.8	#1 Billing Portfolio: NA
Market TSL in Hours: 19.00	Pop per Station: 18,643	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level
1	KKNU-F	45 / 12.2	11.6	12.5	13.1	7.2	525 / 20.1	20.4	20.9	57 / 720	KKNU-F
2	KDUK-F	42 / 11.4	9.7	8.8	7.9	8.1	682 / 26.1	21.4	23.8	93 / 1446	KDUK-F
3	KPNW	27 / 7.3	7.7	6.6	6.0	6.1	388 / 14.9	15.3	14.3	39 / 549	KPNW
3	KMGE-F	27 / 7.3	7.2	5.8	7.1	8.9	450 / 17.3	18.6	16.8	31 / 579	KMGE-F
5	KZEL-F	26 / 7.1	6.1	8.0	7.1	6.3	434 / 16.6	16.5	19.3	37 / 620	KZEL-F
5	KNRQ-AF	AOR-NR	26 / 7.1	6.9	5.6	5.7	462 / 17.7	15.4	14.3	28 / 516	KNRQ-AF
7	KUGN	T/N	21 / 5.7	7.5	6.1	7.7	385 / 14.7	22.5	15.7	27 / 463	KUGN
8	KKTT-F	C	19 / 5.2	3.6	5.0	6.3	311 / 11.9	9.5	12.2	23 / 361	KKTT-F
9	KODZ-F	O	18 / 4.9	5.8	6.6	5.2	354 / 13.6	14.6	15.4	28 / 509	KODZ-F
10	KEHK-F	CL HITS	17 / 4.6	5.0	5.3	5.5	336 / 12.9	12.3	13.4	21 / 406	KEHK-F
11	KKXO	ST	11 / 3.0	4.1	3.5	4.1	187 / 7.1	8.0	6.8	12 / 205	KKXO

12+ FM Share (Metro): 78.40% (225 of 287) (Spring 98: 75.00%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Format Performance				AM	FM	Total	%	Yr. Ago	
KCST-F	ST	106.9	Florence	0.8	1.6	3	41	AC	0	(0)	27	(1)	27	(1)	9.4 %	7.6 %
KORE	REL	1050	Springfield	0.5	2.4	2	64	AOR/Classic/NR	1	(1)	52	(2)	53	(3)	18.5 %	17.7 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KHPE-F	REL	107.9	Albany	0.5	1.9	2	85	CHR	0	(0)	42	(1)	42	(1)	14.6 %	11.5 %
Consolidation Report				12+	25-54	Revenue		Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
Bengal/McDonald				14.2 %	15.3 %	%		Country	0	(0)	64	(2)	64	(2)	22.3 %	22.9 %
KNRQ-AF, KZEL-FM								Full Service	27	(1)	0	(0)	27	(1)	9.4 %	8.7 %
Local				22.5 %	23.0 %	%		Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KKNU-FM, KKXO-AM, KMGE-FM								Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
Marathon, pend.				15.5 %	15.4 %	%		News/Talk	21	(1)	0	(0)	21	(1)	7.3 %	8.0 %
KEHK-FM, KKTT-FM, KUGN-AM								Oldies	0	(0)	35	(2)	35	(2)	12.2 %	17.0 %
McCoy				23.6 %	22.6 %	%		Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KDUK-FM, KODZ-FM, KPNW-AM								Religion/Gospel	2	(1)	2	(1)	4	(2)	1.4 %	2.1 %
				75.8 %	76.3 %	%		Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Sports	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Standards/EZ	11	(1)	3	(1)	14	(2)	4.9 %	4.5 %
								Totals	62	(5)	225	(10)	287	(15)		

EUGENE-SPRINGFIELD

AM Stations

KKXO	1450	1 kw	Standards	Westwd	\$<20.00	Allied	KKNU-F/KMGE-F
KNRQ	1320	1 kw/0.040 kw	Simul. KNRQ-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, ESPN, WW1	\$20.00	Mc-Guild	Marathon, pend.

FM Stations

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	Marathon, pend.	Brownsville
KKNU	93.1	100 kw @ 984	Country		\$35.00	Allied	KKXO/KMGE-F	
KKTT	97.9	100 kw @ 1010	Country	CBS	\$43.00	Mc-Guild	Marathon, pend.	
KMGE	94.5	100 kw @ 1299	AC		\$40.00	Allied	KKXO/KKNU-F	
KNRQ	95.3	0.6 kw @ 1207	AOR-New Rock		\$28.00	Christal	Bengal/McDonald	Creswell
KODZ	99.1	100 kw @ 1630	Oldies		\$25.00	Katz	McCoy	
KZEL	96.1	100 kw @ 1092	Classic AOR	Westwd, Source	\$26.00	Christal	Bengal/McDonald	

Notes: Station revenue data are not available

EVANSVILLE

Arbitron Rank: 151	Pop (12+): 240,900	Stations: 18 / 13	Last Year's Revenue: \$16,000,000
MSA Rank: 162		Diaries: 970 / 248:1 / 57.3%	Household Income: \$39,704
MSA Pop: 290,000		Sample Target: 980	Total Retail Sales: \$2.8 Bil.
DMA: 96		% Below Line: 4.3	#1 Biller: WIKY-F \$3,800,000
Average Persons Rating: 15.3		% Not Listed: 14.6	#1 Billing Portfolio:
Market TSL in Hours: 20.50		Pop per Station: 18,531	Brill \$6,700,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WIKY-F	AC	68 / 18.4	17.5	20.3	17.1	18.4	821 / 34.1	33.5	33.3	93 / 1278	E	WIKY-F
2	WKDQ-F	C	33 / 8.9	12.6	12.3	11.7	10.3	530 / 22.0	24.3	22.3	68 / 1075	D	WKDQ-F
3	WYNG-F	C	31 / 8.4	6.3	4.9	6.4	8.1	406 / 16.9	15.6	15.6	45 / 531	B	WYNG-F
4	WSTO-F	CHR	28 / 7.6	9.0	8.8	10.9	14.5	566 / 23.5	26.4	26.6	104 / 1651	D	WSTO-F
4	WGBF-F	AOR	28 / 7.6	7.7	6.6	7.5	7.5	484 / 20.1	22.5	19.6	43 / 727	C	WGBF-F
4	WABX-F	CL AOR	28 / 7.6	5.5	6.0	7.7	8.1	346 / 14.4	13.1	11.0	29 / 392	B	WABX-F
7	WJPS-F	O	23 / 6.2	6.6	7.9	5.6	5.3	389 / 16.2	14.6	17.0	29 / 573	C	WJPS-F
8	WEOA	B	15 / 4.1	2.7	2.7	2.9	0.6	149 / 6.2	5.6	4.6	16 / 165	A	WEOA
9	WDKS-F	AC/CHR	14 / 3.8	4.4	4.1	2.1	0.6	313 / 13.0	14.0	13.2	20 / 484	A	WDKS-F
10	WGBF	T/SPRTS	13 / 3.5	3.6	3.6	2.4	0.8	204 / 8.5	9.2	7.8	16 / 298	A	WGBF
11	WBKR-F	C	9 / 2.4	3.0	3.0	2.4	3.4	251 / 10.4	8.6	9.4	56 / 1057	D	WBKR-F
12	WTRI-F	CL HITS	7 / 1.9	3.0	2.5	3.7	4.5	169 / 7.0	7.4	8.7	41 / 531	A	WTRI-F

12+ FM Share (Metro): 87.62% (276 of 315) (Spring 98: 87.77%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WSTO-F >>	1 WABX-F	1 WIKY-F >	1 WIKY-F >	1 WIKY-F >	1 WIKY-F >>	1 WIKY-F >>	1 WIKY-F >>	1 WIKY-F >	1 WIKY-F >	1 WIKY-F >
2 WDKS-F	2 WSTO-F <	2 WABX-F <	2 WYNG-F <	2 WYNG-F	2 WKDQ-F	2 WKDQ-F <	2 WKDQ-F <	2 WKDQ-F <	2 WKDQ-F <	2 WYNG-F <
3 WGBF-F	3 WIKY-F	3 WGBF-F <	3 WKDQ-F <	3 WKDQ-F	2 WJPS-F	3 WYNG-F <	3 WABX-F	3 WYNG-F <	3 WGBF-F <	3 WKDQ-F
3 WIKY-F >	3 WYNG-F <	4 WYNG-F	4 WGBF-F <	4 WJPS-F <	4 WYNG-F	4 WGBF-F	4 WYNG-F	4 WSTO-F <	4 WSTO-F <	4 WSTO-F
	5 WGBF-F	5 WKDQ-F <	5 WABX-F	5 WGBF-F	5 WGBF-F	5 WSTO-F <	5 WGBF-F	5 WABX-F	5 WABX-F <	5 WABX-F
		6 WSTO-F	6 WJPS-F	5 WABX-F >	6 WGBF	6 WJPS-F <	5 WJPS-F <	5 WGBF-F	6 WYNG-F	5 WGBF-F
			7 WSTO-F >		6 WABX-F	7 WABX-F >	7 WSTO-F	7 WJPS-F	7 WEOA	7 WJPS-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	12+ Ovrmt
1 WSTO-F >	1 WSTO-F	1 WIKY-F >	1 WIKY-F >>	1 WIKY-F >>>	1 WABX-F	1 WABX-F >	1 WABX-F	1 WGBF-F	1 WGBF-F	1 WIKY-F >
2 WABX-F >	2 WIKY-F >	2 WSTO-F	2 WSTO-F	2 WKDQ-F	2 WGBF-F >>	2 WGBF-F	1 WYNG-F >	1 WABX-F >	1 WYNG-F	2 WGBF
	3 WDKS-F	2 WKDQ-F	3 WKDQ-F	3 WYNG-F	3 WSTO-F >>	3 WYNG-F >	3 WGBF-F	3 WIKY-F	1 WABX-F <	3 WKDQ-F
	3 WABX-F	4 WYNG-F	4 WYNG-F	4 WJPS-F		4 WSTO-F	3 WIKY-F	3 WYNG-F	4 WIKY-F	4 WSTO-F
	3 WKDQ-F	5 WABX-F	5 WABX-F	4 WSTO-F >		4 WIKY-F	5 WKDQ-F >	5 WKDQ-F	5 WKDQ-F	4 WYNG-F
	3 WYNG-F >	5 WDKS-F >	5 WDKS-F					6 WJPS-F >	5 WJPS-F >	
			5 WJPS-F							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGAB	ST	1180	Newburgh 1.4 2.2 5 68
WSON	ST	860	Henderson 1.6 4.2 8 143

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKTG-F	CL AOR	93.9	Madisonville, KY 0.5 2.6 14 265
WQXQ-F	AC/CHR	101.9	Central City, KY 0.8 4.3 12 397
WRAY-F	C	98.1	Princeton, IN 0.5 2.5 18 260

Consolidation Report	12+	25-54	Revenue
Brill	18.9 %	17.2 %	41.8 %
WBKR-FM, WKDQ-FM, WSTO-FM			
Connaisseur	21.4 %	24.8 %	18.4 %
WGBF-AM, WGBF-FM, WTRI-FM, WYNG-FM			
South Central	36.3 %	39.2 %	34.8 %
WABX-FM, WEOA-AM, WIKY-FM, WJPS-FM			
	76.6 %	81.2 %	95.0 %

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	85 (3)	85 (3)	27.0 %	28.4 %
AOR/Classic/NR	0 (0)	58 (3)	58 (3)	18.4 %	14.1 %
Black/Urban	15 (1)	0 (0)	15 (1)	4.8 %	3.1 %
CHR	0 (0)	28 (1)	28 (1)	8.9 %	9.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	75 (4)	75 (4)	23.8 %	23.9 %
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	13 (1)	0 (0)	13 (1)	4.1 %	4.0 %
Oldies	0 (0)	30 (2)	30 (2)	9.5 %	11.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	11 (2)	0 (0)	11 (2)	3.5 %	4.0 %
Totals	39 (4)	276 (13)	315 (17)		

EVANSVILLE

AM Stations

WEOA	1400	1 kw	Black	ABC	\$ NA	---	South Central
WGBF	1280	5 kw/1 kw (DA-N)	Talk/Sports	CNN, Westwd	\$<20.00	Allied	Connoisseur

FM Stations

WABX	107.5	2 kw @ 561	Classic Rock		\$ NA	Katz	South Central
WDKS	106.1	6 kw @ 328	AC/CHR	Westwd, CBS, 1-on-1	\$<20.00	Allied	WGAB 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, KY
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	Connoisseur

Notes: WDKS-F is LMA'd to Connoisseur . . . 2/99 WGAB (1180) changed from Sports to Standards (using Jones) . . . 4/99 WBNL-AF (Boonville) sold for \$425,000

FARGO-MOORHEAD

Arbitron Rank: 211 **Pop (12+):** 139,200
MSA Rank: 223
MSA Pop: 170,000
DMA: 115
Average Persons Rating: 17.0
Market TSL in Hours: 22.50

Stations: 16 / 13
Diaries: 898 / 155:1 / 62.1%
Sample Target: 860
% Below Line: 3.4
% Not Listed: 9.3
Pop per Station: 10,708

Last Year's Revenue: \$11,600,000
Household Income: \$42,424
Total Retail Sales: \$2.1 Bil.
#1 Biller: KFGO \$3,200,000
#1 Billing Portfolio:
 J. Ingstad, pend. \$5,265,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	KFGO	36 / 15.2	17.5	15.6	15.2	23.0	387 / 27.8	32.1	29.1	69 / 786	E	KFGO
2	KPFX-F	23 / 9.7	6.6	9.7	8.2	5.3	249 / 17.9	19.1	17.3	37 / 435	B	KPFX-F
3	KVOX-F	22 / 9.3	10.0	9.7	11.1	11.5	359 / 25.8	26.5	27.0	25 / 484	C	KVOX-F
3	KLTA-F	22 / 9.3	6.1	9.7	10.7	9.1	311 / 22.3	16.4	22.6	28 / 440	C	KLTA-F
5	WDAY-F	21 / 8.9	10.0	8.0	9.5	9.1	413 / 29.7	29.6	27.0	43 / 796	B	WDAY-F
6	KQWB-F	18 / 7.6	6.1	6.8	7.4	6.2	286 / 20.5	18.4	19.3	38 / 519	B	KQWB-F
6	KFGO-F	18 / 7.6	7.4	9.3	8.2	7.0	247 / 17.7	21.5	20.3	35 / 514	C	KFGO-F
8	WDAY	16 / 6.7	8.3	6.8	6.2	7.0	285 / 20.5	22.3	17.4	32 / 546	B	WDAY
9	KFGX-F	12 / 5.1	4.4	3.4	2.5	3.7	198 / 14.2	12.8	14.8	25 / 481	A	KFGX-F
10	KPHT-F	7 / 3.0	3.1	3.8	2.5	1.6	157 / 11.3	11.2	11.1	8 / 186	A	KPHT-F

12+ FM Share (Metro): 70.70% (152 of 215) (Spring 98: 70.00%)

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

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago
KOCL-F	O	96.7 Arthur	0.4	2.2	1 34	AC	0 (0)	23 (2)	23 (2)	10.7 %	11.0 %
KQWB	ST	1550 W. Fargo	2.1	7.0	9 147	AOR/Classic/NR	0 (0)	55 (4)	55 (4)	25.6 %	22.9 %
KVOX	SPRTS	1280 Moorhead, MN	2.5	6.9	11 132	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						CHR	0 (0)	21 (1)	21 (1)	9.8 %	9.0 %
						Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Country	0 (0)	45 (3)	45 (3)	20.9 %	21.9 %
						Full Service	36 (1)	0 (0)	36 (1)	16.7 %	17.6 %
						Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						News/Talk	16 (1)	0 (0)	16 (1)	7.4 %	7.6 %
						Oldies	0 (0)	8 (2)	8 (2)	3.7 %	5.2 %
						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	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Sports	6 (1)	0 (0)	6 (1)	2.8 %	1.9 %
						Standards/EZ	5 (1)	0 (0)	5 (1)	2.3 %	2.9 %
Totals							63 (4)	152 (12)	215 (16)		

FARGO-MOORHEAD

Consolidation Report	12+	25-54	Revenue
J. Ingstad, pend.	33.4 %	31.3 %	45.4 %
KFGO-AM, KFGO-FM, KFGX-FM, KPHT-FM, KVOX-AM			
Triad, pend.	38.0 %	45.4 %	39.9 %
KLTA-FM, KPFX-FM, KQWB-AM, KQWB-FM, KVOX-FM			
	71.4 %	76.7 %	85.3 %

AM Stations

KFGO	790	5 kw (DA-N)	Full Svc.	CBS	\$41.00	CBS	J. Ingstad, pend.
WDAY	970	5 kw (DA-N)	Talk	ABC	\$23.00	Katz	

FM Stations

KFGO	101.9	93 kw @ 1001	Country		\$37.00	CBS	J. Ingstad, pend.	
KFGX	95.1	100 kw @ 971	Modern AC		\$<20.00	Katz	J. Ingstad, pend.	Detroit Lakes
KLTA	105.1	100 kw @ 649	AC		\$20.00	Christal	Triad, pend.	Breckenridge
KPFX	107.9	100 kw @ 656	Classic AOR		\$21.00	Christal	Triad, pend.	
KPHT	92.7	25 kw @ 328	Oldies	ABC	\$ NA	—	J. Ingstad, pend.	Kindred
KQWB	98.7	100 kw @ 581	AOR	Westwd	\$22.00	Christal	Triad, pend.	Moorhead, MN
KVOX	99.9	100 kw @ 380	Country		\$24.00	Katz	Triad, pend.	
WDAY	93.7	100 kw @ 1030	CHR		\$20.00	Katz	T. Ingstad	

Notes: 5/99 Jim Ingstad sold KPFX-F, KQWB-AF, KQJD (CP: 1660) and KVOX-F (and with his brother, Tom, KLTA-F as well), to Triad (David Benjamin) for \$37,800,000 total (MVP)

FAYETTEVILLE, NC

Arbitron Rank: 125 Pop (12+): 322,600	Stations: 31 / 18	Last Year's Revenue: \$16,900,000
MSA Rank: 164	Diaries: 1,049 / 308:1 / 43.8%	Household Income: \$39,244
MSA Pop: 286,000	Sample Target: 1,070	Total Retail Sales: \$4.4 Bil.
DMA: Raleigh (#29)	% Below Line: 14.7	#1 Biller: WKML-F \$4,000,000
Average Persons Rating: 15.2	% Not Listed: 9.4	#1 Billing Portfolio:
Market TSL In Hours: 20.25	Pop per Station: 17,922	Beasley \$10,240,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1	WZFX-F	B	81 / 16.5	16.1	15.8	16.6	938 / 29.1	28.5	28.0	141 / 1803	E
2	WKML-F	C	73 / 14.9	16.1	11.9	11.3	716 / 22.2	28.2	27.2	118 / 1314	F
3	WQSM-F	AC	49 / 10.0	6.6	7.4	9.1	846 / 26.2	19.3	23.0	65 / 1213	D
4	WFLB-F	O	34 / 6.9	7.2	7.6	6.7	487 / 15.1	19.1	17.0	62 / 936	C
5	WRCQ-F	AOR	27 / 5.5	5.1	5.1	7.1	489 / 15.2	16.1	14.9	40 / 788	C
6	WUKS-F	B/A/C	17 / 3.5	4.0	4.3	4.0	339 / 10.5	10.6	11.2	21 / 418	B
7	WIDU	B/G	16 / 3.3	1.9	2.3	4.2	116 / 3.6	4.2	4.5	16 / 126	A
7	WFNC	N/T	16 / 3.3	4.0	4.3	5.3	237 / 7.3	10.0	12.4	25 / 335	C*
9	WKQB-F	CL AOR	13 / 2.7	3.6	5.3	5.7	263 / 8.1	10.1	10.5	32 / 528	C
9	WCCG-F	B/O	13 / 2.7	1.5	2.1	1.6	189 / 5.9	4.0	4.2	13 / 200	
11	WNNL-F	B/G	12 / 2.5	2.6	2.0	1.0	150 / 4.7	5.3	4.6	14 / 211	
12	WCLN-F	REL-CC	11 / 2.2	1.5	1.6	2.0	218 / 6.7	4.8	5.1	19 / 296	
13	WSTS-F	G	9 / 1.8	2.8	2.3	2.6	163 / 5.0	5.4	5.5	34 / 427	
14	WQDR-F	C	8 / 1.6	1.3	2.0	2.0	208 / 6.5	6.6	8.8	33 / 655	
14	WKKE	G	8 / 1.6	1.7	2.5	0.6	73 / 2.3	1.8	2.1	9 / 108	

12+ FM Share (Metro): 88.29% (392 of 444) (Spring 98: 86.24%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZFX-F >>>	1 WZFX-F >	1 WZFX-F	1 WKML-F	1 WKML-F	1 WKML-F >	1 WKML-F <	1 WKML-F	1 WKML-F <	1 WZFX-F >>	1 WZFX-F >
2 WQSM-F >>>	2 WKML-F	2 WKML-F	2 WQSM-F <	2 WQSM-F	2 WFLB-F >	2 WZFX-F >	2 WZFX-F	2 WZFX-F >	2 WKML-F <	2 WKML-F >
3 WQSM-F >	3 WQSM-F >	3 WQSM-F >	3 WZFX-F >	3 WZFX-F >	3 WQSM-F	3 WQSM-F	3 WQSM-F >	3 WQSM-F	3 WQSM-F <	3 WQSM-F >
4 WRCQ-F >>	4 WRCQ-F >	4 WRCQ-F >	4 WFLB-F <	4 WFLB-F	4 WZFX-F	4 WFLB-F	4 WFLB-F >	4 WFLB-F >	4 WRCQ-F	4 WIDU
5 WUKS-F	5 WFLB-F	5 WRCQ-F <	5 WRCQ-F <	5 WRCQ-F	5 WIDU <	5 WRCQ-F >	5 WRCQ-F <	5 WRCQ-F >	5 WFLB-F	4 WRCQ-F <
	6 WUKS-F <	6 WKQB-F <	6 WKQB-F <	6 WUKS-F	6 WFNC	6 WFNC <	6 WFNC >	6 WUKS-F <	6 WIDU	6 WUKS-F
	7 WKQB-F >	7 WUKS-F >	7 WUKS-F >	6 WKQB-F	7 WCCG-F	7 WIDU <	7 WIDU <	7 WKQB-F	7 WUKS-F	6 WFLB-F >
				8 WCCG-F	8 WKQB-F	8 WKQB-F	8 WKQB-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	12+ Ovmitte
1 WZFX-F >>>	1 WZFX-F >	1 WQSM-F	1 WZFX-F	1 WKML-F <	1 WZFX-F >>>	1 WZFX-F >	1 WKML-F	1 WZFX-F	1 WKML-F	1 WZFX-F >>>
2 WQSM-F	2 WQSM-F	2 WKML-F	2 WQSM-F	2 WQSM-F	2 WKML-F >	2 WKML-F >	1 WZFX-F	2 WKML-F >	2 WZFX-F <	2 WKML-F
3 WRCQ-F	3 WKML-F >	2 WZFX-F >>	3 WKML-F >>	3 WZFX-F	3 WRCQ-F >>	3 WRCQ-F <	3 WQSM-F >	3 WQSM-F <	3 WQSM-F >	3 WQSM-F
4 WKML-F >>>	4 WRCQ-F	4 WUKS-F >	4 WFLB-F	4 WFLB-F >	4 WQSM-F >	4 WQSM-F >>>	4 WRCQ-F >>>	4 WRCQ-F >	4 WRCQ-F	
	5 WUKS-F		5 WRCQ-F	5 WUKS-F				5 WKQB-F <	5 WFLB-F	
			6 WUKS-F	6 WCLN-F				6 WFLB-F >	5 WKQB-F	
			7 WCLN-F							

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Cume Share Rating	TSA AQH Cume				
WAZZ	ST	1490	Fayetteville	0.4	1.3	2	43	WBBB-F	AOR	96.1	Raleigh	1.2	6.2	17	442
WFAI	T	1230	Fayetteville	0.4	1.4	3	61	WDCG-F	CHR	105.1	Durham	1.2	5.8	24	442
WFMO	B/G	860	Fairmont	1.0	1.7	5	55	WEGX-F	C	92.9	Dillon, SC	1.0	3.6	24	452
WFNC-F	N/T	102.3	Lumberton	0.4	1.4	3	70	WJMX-F	CHR	103.3	Cheraw, SC	0.6	1.4	7	132
WGQR-F	O	105.7	Elizabethton	0.4	1.5	2	67	WKQB-F	B/O	99.9	Burgaw	0.4	1.5	6	133
WTEL	REL	1160	Red Springs	0.6	0.9	3	30	WMNX-F	B	97.3	Wilmington	0.4	2.5	12	282
								WRAL-F	AC	101.5	Raleigh	1.4	10.3	28	717
								WRDU-F	AOR	106.1	Wilson	0.4	2.3	20	262
								WRSN-F	AC	93.9	Burlington	1.0	3.2	11	238
								WTRG-F	O	100.7	Rocky Mount	0.6	2.4	9	226

FAYETTEVILLE, NC

Consolidation Report				Format Performance						
	12+	25-54	Revenue		AM	FM	Total	%	Yr. Ago	
Beasley	42.8 %	38.6 %	60.6 %	AC	0 (0)	61 (3)	61 (3)	13.7 %	11.4 %	
WAZZ-AM, WFLB-FM, WKML-FM, WTEL-AM, WUKS-FM, WZFX-FM				AOR/Classic/NR	0 (0)	48 (4)	48 (4)	10.8 %	13.3 %	
Cape Fear	19.2 %	20.8 %	30.8 %	Black/Urban	0 (0)	115 (5)	115 (5)	25.9 %	24.9 %	
WFNC-AM, WFNC-FM, WQSM-FM, WRCQ-FM				CHR	0 (0)	9 (2)	9 (2)	2.0 %	1.3 %	
	62.0 %	59.4 %	91.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Country	0 (0)	86 (3)	86 (3)	19.4 %	18.3 %	
				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	18 (2)	2 (1)	20 (3)	4.5 %	5.5 %	
				Oldies	0 (0)	39 (3)	39 (3)	8.8 %	9.8 %	
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Religion/Gospel	32 (4)	32 (3)	64 (7)	14.4 %	15.1 %	
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Standards/EZ	2 (1)	0 (0)	2 (1)	0.5 %	0.4 %	
				Totals	52 (7)	392 (24)	444 (31)			

AM Stations

Station	Freq	Power	Format	Owner	City
WFNC	640	10 kw/1 kw (DA-N)	News/Talk	CBS	Cape Fear
WIDU	1600	5 kw/0.147 kw (DA-2)	Black Gospel	CNN	St. Pauls
WKKE	1080	5 kw (Days)	Gospel	\$ NA Savalli	St. Pauls

FM Stations

Station	Freq	Power	Format	Owner	City
WCCG	104.5	5 kw @ 305	Black Oldies	\$ NA	Hope Mills
WFLB	96.5	100 kw @ 1043	Oldies	\$23.00 D&R	Laurinburg
WFNC	102.3	3 kw @ 269	See WFNC		Lumberton
WKML	95.7	100 kw @ 1043	Country	ABC \$66.00 D&R	Lumberton
WKQB	106.9	50 kw @ 492	Classic AOR	AP \$<20.00 Regional	Southern Pines
WQSM	98.1	100 kw @ 830	AC	\$45.00 Katz	Cape Fear
WRCQ	103.5	48 kw @ 502	AOR	ABC \$31.00	Cape Fear
WSTS	100.9	50 kw @ 489	Gospel	\$<20.00	WFMO Fairmont
WUKS	107.7	6 kw @ 328	Black AC	ABC \$<20.00 D&R	St. Pauls
WZFX	99.1	100 kw @ 981	Black	ABC \$54.00 D&R	Beasley Whiteville

Notes: Other ranked stations -- See Raleigh-Durham . . . * WFNC revenue level includes revenue of WFNC-F

FLINT

Arbitron Rank: 116 Pop (12+): 357,000	Stations: 37 / 13	Last Year's Revenue: \$14,800,000
MSA Rank: 117	Diaries: 1,297 / 275:1 / 48.9%	Household Income: \$41,798
MSA Pop: 439,000	Sample Target: 1,260	Total Retail Sales: \$5.2 Bil.
DMA: 64 (w/Saginaw)	% Below Line: 31.2	#1 Biller: WCRZ-F \$4,400,000
Average Persons Rating: 15.2	% Not Listed: 11.0	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 27,462	Connoisseur \$7,230,000

12+ Metro	Format	Spring 99		Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	WDZZ-F	B	67 / 12.3	12.2	10.8	11.1	11.5	662 / 18.5	19.5	19.7	68 / 683	E	WDZZ-F
2	WWCK-F	CHR	60 / 11.0	11.0	11.2	10.4	9.5	981 / 27.5	23.9	24.9	69 / 1268	E	WWCK-F
3	WCRZ-F	AC	46 / 8.5	8.8	8.3	9.7	12.3	640 / 17.9	19.9	20.8	59 / 858	F	WCRZ-F
4	WFBE-F	C	42 / 7.7	7.1	8.3	4.1		609 / 17.1	16.4	17.4	50 / 752	C	WFBE-F
5	WHNN-F	O	31 / 5.7	5.4	5.5	5.4	7.1	529 / 14.8	14.9	15.9	53 / 889		WHNN-F
6	WJR	FS	20 / 3.7	3.6	3.9	5.2	3.2	402 / 11.2	10.4	11.0	32 / 619		WJR
7	WKCF-F	C	19 / 3.5	4.1	5.0	7.0	9.7	409 / 11.5	14.4	14.9	45 / 799		WKCF-F
8	WWBN-F	AOR	18 / 3.3	3.9	4.1	2.5	3.7	423 / 11.8	9.5	10.4	23 / 530	B	WWBN-F
8	WOWE-F	B/AC	18 / 3.3	3.2	3.9	2.9	2.5	300 / 8.4	8.7	8.6	20 / 341	A	WOWE-F
8	WFLT	G	18 / 3.3	2.1	2.5	2.7	2.6	189 / 5.3	5.1	5.1	18 / 189	A	WFLT
11	WFDF	T	16 / 2.9	1.9	2.3	3.2	2.1	297 / 8.3	6.6	6.2	18 / 337	B	WFDF
12	WIOG-F	AC	15 / 2.8	3.0	1.8	3.2	3.5	430 / 12.1	12.1	9.9	29 / 726		WIOG-F
13	WOAP	ST	13 / 2.4	1.7	2.5	3.8	1.4	118 / 3.3	2.4	3.6	21 / 232	A	WOAP
14	WRSR-F	SAC	10 / 1.8	2.1	1.8	2.2	1.4	197 / 5.5	6.2	5.3	11 / 261	A	WRSR-F

12+ FM Share (Metro): 80.54% (389 of 483) (Spring 98: 83.17%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWCK-F	1 WDZZ-F <	1 WDZZ-F <	1 WDZZ-F	1 WDZZ-F <	1 WCRZ-F >	1 WDZZ-F	1 WDZZ-F <	1 WWCK-F	1 WDZZ-F	1 WDZZ-F
2 WDZZ-F >>>	2 WWCK-F >	2 WWCK-F	2 WWCK-F	2 WCRZ-F	2 WDZZ-F	2 WWCK-F	2 WCRZ-F <	2 WDZZ-F	2 WWCK-F >	2 WWCK-F
3 WFBE-F >	3 WCRZ-F	2 WCRZ-F	3 WWCK-F	2 WFBE-F	3 WCRZ-F	3 WCRZ-F	3 WWCK-F	3 WCRZ-F <	3 WCRZ-F <	3 WFBE-F
4 WWBN-F	4 WFBE-F >	4 WFBE-F >	4 WFBE-F	2 WHNN-F	4 WFBE-F	4 WFBE-F	4 WFBE-F	4 WFBE-F >	4 WFBE-F	4 WCRZ-F <
5 WCRZ-F >	5 WWBN-F <	5 WHNN-F <	5 WHNN-F >	5 WJR <	5 WHNN-F	5 WHNN-F >	5 WHNN-F	5 WHNN-F	5 WJR	5 WHNN-F
6 WRIF-F	6 WHNN-F	6 WWBN-F >	6 WWBN-F	6 WWCK-F <	6 WFDF	6 WFDF <	6 WOWE-F	6 WHNN-F	6 WHNN-F	6 WOWE-F
6 WIOG-F	7 WIOG-F	7 WIOG-F	7 WOWE-F <	7 WKCF-F	7 WKCF-F	7 WKCF-F	7 WKCF-F	6 WWBN-F	6 WFLT <	7 WFLT <
	8 WOWE-F	8 WOWE-F	8 WIOG-F	7 WFLT <	8 WWBN-F <	8 WJR <	8 WKCF-F	8 WRSR-F	8 WRSR-F	8 WKCF-F <
			8 WKCF-F	9 WOWE-F <	9 WJR <	10 WRIF-F	10 WFDF <	9 WOWE-F <	9 WIOG-F <	9 WIOG-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 WWCK-F >>	1 WWCK-F	1 WWCK-F	1 WWCK-F	1 WWCK-F <	1 WWCK-F >	1 WDZZ-F >	1 WDZZ-F >>	1 WDZZ-F >	1 WDZZ-F	1 WDZZ-F >>
2 WDZZ-F	2 WDZZ-F	2 WDZZ-F >	2 WDZZ-F	2 WDZZ-F	2 WDZZ-F >	2 WWCK-F >	2 WWBN-F	2 WWCK-F	2 WCRZ-F >	2 WCRZ-F
3 WFBE-F >>>	3 WFBE-F >>	3 WFBE-F >	3 WFBE-F	2 WCRZ-F	3 WWBN-F >>	3 WWBN-F	2 WWCK-F	3 WWBN-F	3 WHNN-F	3 WWCK-F
	4 WCRZ-F	4 WCRZ-F >>	3 WCRZ-F >>	4 WFBE-F >	4 WFBE-F	4 WFBE-F	4 WFBE-F	3 WCRZ-F	3 WFBE-F <	4 WFBE-F
	4 WIOG-F >>		5 WHNN-F	5 WHNN-F	5 WRIF-F	4 WRIF-F	5 WFBE-F	5 WFBE-F	5 WWBN-F	4 WKCF-F
			6 WOWE-F	6 WOWE-F >	6 WILZ-F	6 WCRZ-F	6 WHNN-F	6 WHNN-F	5 WWCK-F	
							7 WRIF-F	7 WJR	7 WJR	
							8 WILZ-F	8 WILZ-F	8 WRIF-F	
							8 WIOG-F	8 WIOG-F		
							8 WJR			

Consolidation Report	12+	25-54	Revenue
Connoisseur WDZZ-FM, WFDF-AM, WOAP-AM, WRSR-FM, WWCK-AM, WWCK-FM	37.8 %	37.1 %	48.9 %
Regent WCRZ-FM, WFNT-AM, WWBN-FM	13.1 %	16.2 %	35.8 %
	50.9 %	53.3 %	84.7 %

FLINT

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
WFNT	T	1470	Flint	1.3	2.8	8	115	AC	0 (0)	70 (5)	70 (5)	14.5 %	12.2 %
WRXF-F	AOR-NR	103.1	Lapeer	0.9	4.9	16	310	AOR/Classic/NR	0 (0)	52 (7)	52 (7)	10.8 %	11.0 %
WSNL	REL-CC	600	Flint	0.6	2.4	4	100	Black/Urban	0 (0)	95 (5)	95 (5)	19.7 %	19.4 %
WTRX	SPRTS	1330	Flint	0.7	3.3	4	132	CHR	0 (0)	60 (1)	60 (1)	12.4 %	12.6 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
WCSX-F	CL AOR	94.7	Birmingham	0.9	2.6	12	192	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WDFN	SPRTS	1130	Detroit	0.4	1.4	2	56	Country	0 (0)	61 (2)	61 (2)	12.6 %	16.6 %
WDTJ-F	B	105.9	Detroit	0.6	3.5	5	167	Full Service	20 (1)	0 (0)	20 (1)	4.1 %	4.8 %
WEEG-F	CL AOR	97.3	Essexville	0.6	1.2	7	90	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WHMI-F	AC	93.5	Howell	0.7	2.2	4	92	Jazz	0 (0)	4 (1)	4 (1)	0.8 %	0.8 %
WILZ-F	CL AOR	104.5	Saginaw	1.7	4.0	13	169	News/Talk	32 (4)	0 (0)	32 (4)	6.6 %	5.6 %
WJIM-F	O	97.5	Lansing	0.4	1.4	4	125	Oldies	0 (0)	37 (3)	37 (3)	7.7 %	8.4 %
WJLB-F	B	97.9	Detroit	0.6	2.7	3	112	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WKQI-F	AC/CHR	95.5	Detroit	0.6	2.3	5	169	Religion/Gospel	21 (2)	0 (0)	21 (2)	4.3 %	2.8 %
WOMC-F	O	104.3	Detroit	0.7	1.9	7	111	Soft AC	0 (0)	10 (1)	10 (1)	2.1 %	2.0 %
WPLT-F	AC-NR	96.3	Detroit	0.4	1.6	3	103	Sports	6 (2)	0 (0)	6 (2)	1.2 %	0.8 %
WRIF-F	AOR	101.1	Detroit	1.7	5.6	19	346	Standards/EZ	15 (2)	0 (0)	15 (2)	3.1 %	2.8 %
WSAM	ST	1400	Saginaw	0.4	1.0	3	73	Totals	94 (11)	389 (25)	483 (36)		
WTLZ-F	B	107.1	Saginaw	0.7	3.3	4	126						
WWMV-F	J	98.7	Detroit	0.7	2.3	4	82						
WWJ	N	950	Detroit	1.3	4.0	11	257						
WXDG-F	AOR-NR	105.1	Detroit	0.6	1.9	3	90						
WXYT	T	1270	Detroit	0.4	0.9	2	39						

AM Stations

WFDF	910	5 kw/1 kw (DA-2)	Talk	CBS, ESPN	\$<20.00	Allied	Connoisseur	
WFLT	1420	0.5 kw/0.142 kw (DA-2)	Gospel	Westwd	\$<20.00	Michigan		
WOAP	1080	1 kw (Days)	Standards		\$ NA	—	Owasso	

FM Stations

WCRZ	107.9	50 kw @ 331	AC	CBS	\$98.00	Katz	Regent	
WDZZ	92.7	3 kw @ 256	Black	ABC	\$50.00	Allied	Connoisseur	
WFBE	95.1	50 kw @ 243	Country		\$ NA	Eastman	Liggett	
WOWE	98.9	3 kw @ 328	Black AC	ABC	\$<20.00	Christal		Vassar
WRSR	103.9	2.86 kw @ 482	Soft AC		\$<20.00	Allied	Connoisseur	Owasso
WWBN	101.7	3 kw @ 328	AOR	AMFM	\$22.00	Katz	Regent	Tuscola
WWCK	105.5	25 kw @ 328	CHR	Westwd	\$60.00	Allied	Connoisseur	

Notes: Other rated stations – See Detroit or Saginaw-Bay City-Midland . . . 5/99 WOWE-F changed from Black AC to Black Oldies as "Ultimate Oldies"

FORT MYERS-NAPLES

Arbitron Rank: 74 Pop (12+): 532,600
MSA Rank: 127-Ft. Myers; 199-Naples
MSA Pop: 615,000
DMA: 83
Average Persons Rating: 15.3
Market TSL in Hours: 20.50

Stations: 25 / 23
Diaries: 1,551 / 343:1 / 49.6%
Sample Target: 1,540
% Below Line: 1.7
% Not Listed: 12.3
Pop per Station: 23,157

Last Year's Revenue: \$24,400,000
Household Income: \$40,788
Total Retail Sales: \$8.0 Bil.
#1 Biller: WKXB-F \$3,500,000
#1 Billing Portfolio: Beasley \$8,090,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	WAVV-F	EZ	97 / 11.9	15.2	12.1	12.1	1046 / 19.6	21.9	20.2	101 / 1090	C	WAVV-F
2	WXKB-F	CHR	69 / 8.5	8.0	8.7	10.7	1176 / 22.1	20.0	21.5	81 / 1446	E	WXKB-F
3	WINK-AA	N/T	64 / 7.9	6.2	5.8	6.4	743 / 13.9	13.1	11.9	68 / 819	C	WINK-AA
4	WRXK-F	AOR	48 / 5.9	5.5	5.7	6.2	697 / 13.1	13.4	13.9	55 / 783	D	WRXK-F
5	WCKT-F	C	45 / 5.5	5.1	7.3	5.8	690 / 13.0	11.7	13.2	46 / 734	D	WCKT-F
6	WJST-F	ST	44 / 5.4	3.8	5.2	4.0	501 / 9.4	8.2	8.6	44 / 513	A	WJST-F
7	WJBX-F	AOR-NR	43 / 5.3	4.5	3.6	4.6	627 / 11.8	9.9	10.0	46 / 646	C	WJBX-F
8	WOLZ-F	O	41 / 5.0	6.5	5.2	5.0	767 / 14.4	15.2	14.2	55 / 922	C	WOLZ-F
9	WINK-F	AC	39 / 4.8	5.8	5.8	5.5	646 / 12.1	15.0	14.5	58 / 949	E	WINK-F
10	WWGR-F	C	36 / 4.4	5.2	4.0	3.4	555 / 10.4	10.1	9.0	41 / 681	C	WWGR-F
11	WARO-F	CL AOR	30 / 3.7	2.9	5.1	5.0	495 / 9.3	8.9	12.7	32 / 550	C	WARO-F
12	WOST-F	AC-NR	19 / 2.3	2.4	2.2	2.3	554 / 10.4	10.1	9.0	22 / 618	A	WOST-F
13	WQNU-F	C	17 / 2.1	2.7	2.8	0.8	365 / 6.9	6.8	6.7	18 / 378	A	WQNU-F
13	WSGL-F	AC/CHR	17 / 2.1	1.5	2.9	2.1	310 / 5.8	5.8	6.5	17 / 314	A	WSGL-F
15	WTLQ	T	16 / 2.0	1.9	1.7	2.5	344 / 6.5	5.4	4.4	19 / 403	A	WTLQ
15	WCCL-F	CL	16 / 2.0				203 / 3.8			17 / 211		WCCL-F

12+ FM Share (Metro): 84.20% (602 of 715) (Spring 98: 87.64%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WXKB-F >>>	1 WXKB-F	1 WXKB-F	1 WRXK-F	1 WRXK-F	1 WAVV-F >	1 WRXK-F <	1 WAVV-F	1 WXKB-F <	1 WXKB-F <	1 WAVV-F
2 WJBX-F >>	2 WJBX-F	1 WRXK-F	2 WXKB-F	2 WXKB-F	2 WINK-AA >	2 WAVV-F >	1 WINK-AA >>	2 WAVV-F >	2 WJBX-F >	2 WXKB-F >
3 WRXK-F >>	3 WJBX-F >	3 WARO-F	3 WOLZ-F <	3 WJST-F	3 WINK-AA <	3 WINK-AA <	3 WXKB-F <	3 WINK-AA <	3 WAVV-F >	3 WJST-F
4 WCKT-F <	4 WARO-F <	4 WJBX-F	4 WARO-F	4 WOLZ-F <	4 WXKB-F	4 WJST-F	4 WCKT-F <	4 WJST-F	4 WCKT-F <	4 WWGR-F
5 WARO-F	5 WCKT-F <	4 WCKT-F	4 WINK-F <	5 WINK-F <	5 WINK-F	4 WRXK-F <	5 WOLZ-F <	4 WINK-AA	5 WWGR-F <	5 WINK-F
5 WWGR-F	6 WINK-F <	4 WINK-F	6 WCKT-F	6 WCKT-F	6 WCKT-F	6 WCKT-F <	6 WCKT-F	6 WJST-F	6 WCKT-F	6 WCKT-F <
7 WSGL-F	7 WOLZ-F	7 WOLZ-F	7 WJBX-F	7 WRXK-F <	7 WJST-F	6 WNOG	6 WJBX-F	6 WOLZ-F	7 WOLZ-F	7 WOLZ-F
7 WQNU-F	8 WOST-F	8 WINK-AA	8 WINK-AA	8 WWGR-F	8 WOLZ-F	8 WOLZ-F	8 WWGR-F	8 WJST-F	8 WINK-F	8 WINK-F
	8 WWGR-F <	9 WSGL-F	9 WSGL-F	9 WTLQ <	9 WJST-F	9 WJST-F	8 WRXK-F <	9 WINK-F	9 WARO-F <	9 WARO-F <
			9 WOST-F <					10 WINK-F <		10 WRXK-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	12+ Ovmit
1 WXKB-F >>>	1 WXKB-F >>	1 WXKB-F >	1 WXKB-F >	1 WXKB-F	1 WJBX-F >>	1 WJBX-F	1 WRXK-F	1 WRXK-F	1 WRXK-F >	1 WXKB-F
2 WJBX-F >	2 WJBX-F	2 WCKT-F >	2 WINK-F	2 WINK-F	2 WRXK-F	2 WRXK-F	2 WJBX-F	2 WJBX-F >	2 WARO-F <	1 WTLQ
3 WWGR-F	2 WCKT-F >	3 WJBX-F	3 WCKT-F <	3 WOLZ-F	2 WXKB-F >>	3 WXKB-F >>	3 WXKB-F >	3 WARO-F	3 WJBX-F <	3 WJBX-F
3 WCKT-F	4 WARO-F >	3 WARO-F	4 WOLZ-F >	4 WCKT-F >	4 WWGR-F	4 WARO-F	3 WXKB-F >	4 WINK-AA	4 WINK-AA	4 WWGR-F
3 WTLT-F >>			5 WARO-F	5 WARO-F		4 WSGL-F >	5 WCKT-F	5 WCKT-F <	5 WCKT-F <	4 WINK-AA >
			5 WJBX-F	5 WOST-F			6 WINK-AA	6 WOLZ-F		
			5 WOST-F	7 WRXK-F			6 WSGL-F	6 WXKB-F		
			8 WRXK-F	8 WWGR-F			8 WWGR-F	8 WSGL-F		
			8 WQNU-F							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAFZ	SP	1490	Immokalee	1.1	1.5	9	81	WHPT-F	AOR-P	102.5	Sarasota	0.6	2.8	12	264
WDRR-F	J	98.5	Carlos Park	1.8	5.2	15	277	WKII	ST	1070	Port Charlotte	1.1	2.5	30	342
WGUF-F	J	98.9	Marco	0.9	2.3	7	122								
WTLT-F	SAC	93.5	Naples	1.7	5.9	14	319								
WWCL	SP-C	1440	Lehigh Acres	0.9	1.3	18	161								
WWCN	T	770	N. Fort Myers	1.0	2.6	8	142								

FORT MYERS-NAPLES

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Beasley	20.2 %	17.3 %	33.2 %	AC	0 (0)	75 (3)	75 (3)	10.5 %	10.0 %
WJBX-FM, WJST-FM, WRKX-FM, WWCN-AM, WXKB-FM				AOR/Classic/NR	0 (0)	126 (4)	126 (4)	17.6 %	17.1 %
Clear Channel	16.0 %	20.2 %	18.2 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WCKT-FM, WKII-AM, WOLZ-FM, WOST-FM, WQNU-FM				CHR	0 (0)	69 (1)	69 (1)	9.7 %	12.6 %
Local (LMA by Meridian)	11.0 %	9.8 %	20.0 %	Classical	0 (0)	16 (1)	16 (1)	2.2 %	0.0 %
WINK-AM, WINK-FM, WTLQ-AM				Country	0 (0)	98 (3)	98 (3)	13.7 %	16.8 %
Meridian	9.1 %	11.8 %	7.5 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WARO-FM, WNOG-AM, WTLT-FM				Hispanic	16 (2)	0 (0)	16 (2)	2.2 %	2.2 %
Renda	7.4 %	8.2 %	9.6 %	Jazz	0 (0)	22 (2)	22 (2)	3.1 %	2.4 %
WGUF-FM, WSGL-FM, WWGR-FM				News/Talk	88 (4)	0 (0)	88 (4)	12.3 %	9.3 %
	63.6 %	67.3 %	88.5 %	Oldies	0 (0)	41 (1)	41 (1)	5.7 %	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	0 (0)	14 (1)	14 (1)	2.0 %	2.5 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	9 (1)	141 (2)	150 (3)	21.0 %	21.1 %
				Totals	113 (7)	602 (18)	715 (25)		

AM Stations

Station	Power	Format	Comments	Revenue	Owner	Location
WINK	1240 1 kw	News/Talk	CBS, Westwd, Talknt	\$32.00	Mc-Guild	WTLQ/WINK-F
WNOG	1270 5 kw/1.9 kw (DA-2)	Simul. WINK				Meridian (Schwartzel) Naples
WTLQ	1200 10 kw/1 kw (DA-2)	Talk	CNN	\$ NA	Mc-Guild	WINK-AF Pine Island Center

FM Stations

Station	Power	Format	Comments	Revenue	Owner	Location
WARO	94.5 100 kw @ 1014	Classic AOR		\$39.00	Mc-Guild	Meridian (Schwartzel)
WAVV	101.1 100 kw @ 981	Easy Listening	AP	\$40.00	Christal	Marco
WCCL	97.7 14.5 kw @ 430	Classical	ABC	\$ NA	—	Intermart Punta Rassa
WCKT	107.1 25.5 kw @ 709	Country		\$62.00	Clr Chnl	Clear Channel Lehigh Acres
WINK	96.9 100 kw @ 1322	AC		\$66.00	Mc-Guild	WINK/WTLQ
WJBX	99.3 50 kw @ 285	New Rock		\$29.00	Eastman	Beasley FL Myers Beach
WJST	106.3 6 kw @ 266	Standards	Westwd, Jones	\$18.00	Eastman	Beasley FL Myers Villa
WOLZ	95.3 79 kw @ 476	Oldies		\$34.00	Clr Chnl	Clear Channel
WOST	100.1 100 kw @ 476	Modern AC		\$ NA	Clr Chnl	Clear Channel Port Charlotte
WQNU	105.5 7.1 kw @ 594	Country	Westwd	\$ NA	Clr Chnl	Clear Channel Naples Park
WRXK	96.1 100 kw @ 1119	AOR	Westwd	\$50.00	D&R	Beasley Bonita Springs
WSGL	103.1 14 kw @ 440	AC/CHR		\$<20.00	Katz	Renda
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

Notes: 1/99 WXRm-F changed calls to WOST-F ("Star 100"); remains Modern AC . . . 3/99 Control of WINK-AF and WTLQ transferred from Arthur McBride to Brian, Maureen and Kathleen McBride for \$5,550,000 . . . 3/99 WPRW-F changed from CHR to Soft AC as "Lite 93.5" . . . 4/99 WPRW-F changed calls to WTLT-F

FORT PIERCE

Arbitron Rank: 118 Pop (12+): 352,500
MSA Rank: NA
MSA Pop: NA
DMA: W. Palm Beach (#45)
Average Persons Rating: 15.7
Market TSL in Hours: 21.00

Stations: 28 / 13
Diaries: 752 / 469:1 / 49.2%
Sample Target: 750
% Below Line: 40.5
% Not Listed: 18.2
Pop per Station: 27,115

Last Year's Revenue: NA
Household Income: \$37,339
Total Retail Sales: \$4.1 Bil.
#1 Biller: NA
#1 Billing Portfolio: NA

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	WOSN-F	ST	57 / 10.3	12.7	9.3	8.2	8.4	559 / 15.8	16.2	15.8	57 / 568	WOSN-F
2	WLDI-F	CHR	38 / 6.9	6.5	4.8	4.7	3.1	581 / 15.9	17.1	15.1	47 / 648	WLDI-F
3	WFLM-F	B/AC	37 / 6.7	5.7	4.1	7.4	4.7	392 / 11.1	12.6	11.9	37 / 421	WFLM-F
4	WJBW-F	ST	32 / 5.8	4.5	2.7	4.2	3.5	274 / 7.8	7.9	3.9	32 / 284	WJBW-F
5	WZZR-F	AOR/CL	29 / 5.2	4.6	4.8	5.5	6.7	388 / 11.0	11.5	10.6	30 / 406	WZZR-F
6	WKGR-F	CL AOR	24 / 4.3	5.5	4.8	3.2	4.2	373 / 10.6	12.9	12.1	26 / 424	WKGR-F
7	WPBZ-F	AOR-NR	22 / 4.0	2.7	5.1	3.1	4.9	374 / 10.6	9.2	11.3	23 / 386	WPBZ-F
7	WIRK-F	C	22 / 4.0	3.3	1.5	4.0	3.5	205 / 5.8	7.6	6.3	23 / 218	WIRK-F
9	WOLL-F	O	19 / 3.4	3.4	0.5	1.5	0.5	278 / 7.9	6.9	1.2	19 / 284	WOLL-F
10	WGYL-F	SAC	18 / 3.3	3.8	5.8	5.0	7.6	299 / 8.5	8.6	10.8	18 / 304	WGYL-F
10	WQOL-F	O	18 / 3.3	5.1	4.3	3.9	6.4	309 / 8.8	11.3	9.6	22 / 350	WQOL-F
12	WPAW-F	C	17 / 3.1	4.1	2.7	4.2	2.7	227 / 6.4	8.5	5.3	18 / 242	WPAW-F
13	WEAT-F	AC/SAC	16 / 2.9	2.2	4.8	4.2	3.5	233 / 6.6	6.9	9.8	19 / 272	WEAT-F
13	WMBX-F	AC/CHR	16 / 2.9	2.7	5.1	4.5	4.2	373 / 10.6	10.4	13.0	17 / 390	WMBX-F
15	WAVW-F	C	13 / 2.3	2.2	2.4	2.6	2.5	249 / 7.1	7.5	8.9	14 / 273	WAVW-F
16	WAFC	SP-R	10 / 1.8					88 / 2.5			11 / 109	WAFC
16	WPSL	T	10 / 1.8	2.4	2.1	1.8	2.4	140 / 4.0	6.1	5.1	10 / 140	WPSL

12+ FM Share (Metro): 90.51% (410 of 453) (Spring 98: 89.25%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WLDI-F >>>	1 WLDI-F	1 WLDI-F	1 WZZR-F	1 WZZR-F	1 WOSN-F >	1 WOSN-F	1 WOSN-F <	1 WOSN-F	1 WLDI-F	1 WOSN-F
2	WFLM-F >	2 WZZR-F <	2 WZZR-F	2 WKGR-F	2 WKGR-F	2 WJBW-F >	2 WFLM-F	2 WZZR-F >>	2 WLDI-F	2 WIRK-F	2 WFLM-F
3	WIRK-F	3 WFLM-F	3 WKGR-F <	3 WLDI-F <	3 WFLM-F <	3 WFLM-F	3 WLDI-F <	3 WFLM-F	3 WFLM-F	3 WLDI-F	3 WLDI-F
3	WAOA-F	3 WPBZ-F	4 WFLM-F <	4 WFLM-F >	4 WLDI-F >	4 WKGR-F <	4 WJBW-F	4 WJBW-F	4 WJBW-F	3 WOSN-F >	3 WJBW-F >
3	WPBZ-F >>	5 WIRK-F	5 WPBZ-F	5 WMBX-F <	5 WQOL-F	5 WOLL-F	5 WKGR-F	5 WFLM-F	5 WKGR-F	5 WGYL-F	5 WIRK-F <
		6 WMBX-F >	6 WMBX-F	6 WPBZ-F	5 WMBX-F	6 WQOL-F <	6 WPBZ-F	6 WPBZ-F	6 WPBZ-F	5 WPAW-F	6 WKGR-F
		7 WAFC	6 WIRK-F	6 WOLL-F	7 WEAT-F	7 WZZR-F <	7 WGYL-F	6 WKGR-F <	7 WQOL-F	7 WPBZ-F	7 WPAW-F <
		8 WKGR-F	8 WOLL-F	8 WGYL-F	7 WIRK-F	8 WGYL-F	7 WOLL-F <	8 WGYL-F <	7 WIRK-F	7 WMBX-F	8 WPBZ-F
			9 WGYL-F	9 WIRK-F	7 WPBZ-F	8 WEAT-F <	9 WIRK-F <	9 WOLL-F	7 WJBW-F	7 WJBW-F	
			9 WPAW-F <		7 WOLL-F <	10 WPAW-F <	10 WEAT-F	9 WPSL <	10 WKGR-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	12+ Ovrnite
1	WLDI-F >>	1 WLDI-F >	1 WFLM-F	1 WLDI-F >	1 WFLM-F	1 WPBZ-F	1 WZZR-F	1 WZZR-F >>	1 WZZR-F	1 WIRK-F >>>
2	WBBE-F	2 WFLM-F	2 WLDI-F	2 WFLM-F >	1 WLDI-F >	1 WLDI-F >	2 WFLM-F >	2 WKGR-F	2 WKGR-F >>	2 WLDI-F >
2	WPBZ-F >>	2 WMBX-F >	3 WMBX-F >	3 WMBX-F	3 WEAT-F	3 WIRK-F >>	3 WPBZ-F	3 WIRK-F	3 WPBZ-F	3 WFLM-F
		4 WPBZ-F	4 WGYL-F >	4 WGYL-F	4 WGYL-F	4 WZZR-F	4 WIRK-F	3 WLDI-F	4 WLDI-F	3 WIRK-F
		5 WGYL-F	5 WAFC	4 WPAW-F	4 WMBX-F	4 WAVW-F	5 WFLM-F >	5 WAFC	5 WIRK-F	3 WPBZ-F
		5 WIRK-F >	5 WZZR-F	6 WEAT-F	6 WHLG-F	4 WMBX-F >>	6 WKGR-F	5 WKGR-F	6 WFLM-F	3 WOLL-F
			5 WIRK-F	6 WPBZ-F	6 WQOL-F		7 WAFC	5 WPBZ-F >	7 WMBX-F	7 WQOL-F
			5 WPBZ-F >>		6 WKGR-F		7 WMBX-F >	8 WOLL-F	7 WLDI-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume				
WAXE	T	1370	Vero Beach	1.1	2.4	6	83
WBBE-F	AC/CHR	101.7	Gifford	1.4	4.2	8	149
WHLG-F	AC	101.3	Port St. Lucie	1.4	4.1	9	150
WJNX	N/T	1330	Fort Pierce	0.7	3.2	5	128
WSTU	O	1450	Stuart	0.7	1.9	4	68

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
WAOA-F	CHR	107.1	Melbourne	0.9	2.4	5	85
WJNO	N/T	1040	Boynton Beach	1.1	3.7	6	130
WQAM	SPRTS	560	Miami	0.5	1.5	3	53
WRMF-F	AC	97.9	W. Palm Beach	0.7	2.6	5	102
WTKS-F	T	104.1	Cocoa Beach	0.7	1.3	4	45
WWLV-F	J	94.3	Riviera Beach	0.5	1.9	3	67

FORT PIERCE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	13.3 %	16.6 %	%	AC	0 (0)	52 (5)	52 (5)	11.5 %	18.6 %
WAVV-FM, WAXE-AM, WBBE-FM, WQOL-FM, WZZR-FM				AOR/Classic/NR	0 (0)	75 (3)	75 (3)	16.6 %	18.9 %
	13.3 %	16.6 %	%	Black/Urban	0 (0)	37 (1)	37 (1)	8.2 %	5.3 %
				CHR	0 (0)	43 (2)	43 (2)	9.5 %	0.9 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	52 (3)	52 (3)	11.5 %	14.7 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	10 (1)	0 (0)	10 (1)	2.2 %	0.0 %
				Jazz	0 (0)	3 (1)	3 (1)	0.7 %	0.0 %
				News/Talk	26 (4)	4 (1)	30 (5)	6.6 %	9.4 %
				Oldies	4 (1)	37 (2)	41 (3)	9.1 %	7.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
				Soft AC	0 (0)	18 (1)	18 (1)	4.0 %	8.3 %
				Sports	3 (1)	0 (0)	3 (1)	0.7 %	0.0 %
				Standards/EZ	0 (0)	89 (2)	89 (2)	19.6 %	16.2 %
				Totals	43 (7)	410 (21)	453 (28)		

AM Stations

WPSL	1590	5 kw/0.064 kw	Talk	CBS, BNN, ESPN	K&P	Port St. Lucie
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FM Stations

WAVV	94.7	25 kw @ 295	Country		Katz	AMFM	
WBBE	101.7	3.1 kw @ 466	AC/CHR		Katz	AMFM	Gifford
WFLM	104.7	25 kw @ 328	Black AC		Interep		White City
WGYL	107.1	50 kw @ 479	AC		---		Vero Beach
WHLG	101.3	6 kw @ 328	AC		---		Port St. Lucie
WOSN	97.1	23 kw @ 348	Standards	Westwd, CNN	Mc-Guild	Centennial	
WPAW	99.7	26 kw @ 440	Country		---		Vero Beach
WQOL	103.7	50 kw @ 475	Oldies	CNN, Westwd	Katz	AMFM	Vero Beach
WZZR	92.7	50 kw @ 482	AOR		Katz	AMFM	Stuart

Notes: Other ranked stations -- See West Palm Beach . . . No revenue data are available . . . WPAW-F is LMA'd to AMFM

FORT WAYNE

Arbitron Rank: 100 Pop (12+): 388,800	Stations: 19 / 17	Last Year's Revenue: \$19,600,000
MSA Rank: 105	Diaries: 1,232 / 316:1 / 59.2%	Household Income: \$45,481
MSA Pop: 480,000	Sample Target: 1,210	Total Retail Sales: \$4.5 Bil.
DMA: 103	% Below Line: 1.0	#1 Biller: WQHK-F \$3,100,000
Average Persons Rating: 15.5	% Not Listed: 14.8	#1 Billing Portfolio:
Market TSL in Hours: 20.50	Pop per Station: 22,871	Federated \$11,100,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level		
1	WQHK-F	C	58 / 9.7	13.4	10.5	10.8	12.3	794 / 20.4	23.4	21.9	75 / 958	E	WQHK-F
2	WBYS-F	AOR	49 / 8.2	6.6	6.4	6.3	5.1	639 / 16.4	14.4	15.9	76 / 1236	D	WBYS-F
3	WOWO	FS	45 / 7.5	8.3	7.6	6.6	5.6	776 / 20.0	19.5	19.4	63 / 1154	D	WOWO
4	WMEE-F	CHR/AC	42 / 7.0	6.4	6.9	7.8	6.6	807 / 20.7	19.1	20.8	61 / 1364	C	WMEE-F
4	WLDE-F	O	42 / 7.0	6.8	7.8	5.4	5.3	631 / 16.2	17.1	19.4	43 / 689	C	WLDE-F
4	WAJI-F	AC	42 / 7.0	9.0	7.9	9.2	9.0	633 / 16.3	18.4	22.7	51 / 881	D	WAJI-F
7	WSHI-F	ST	37 / 6.2	6.3	5.1	3.4	1.3	412 / 10.6	10.5	9.4	48 / 550	A	WSHI-F
7	WFWI-F	CL AOR	37 / 6.2	6.4	5.6	6.9	7.0	649 / 16.7	17.6	17.2	39 / 721	C	WFWI-F
9	WBTU-F	C	36 / 6.0	4.9	4.9	5.8	5.5	467 / 12.0	13.1	13.2	60 / 991	C	WBTU-F
10	WJFX-F	CHR/B	34 / 5.7	4.2	2.7	4.4	5.0	492 / 12.7	8.3	6.1	36 / 524	A	WJFX-F
11	WEJE-F	AOR-NR	20 / 3.3	5.0	3.9	4.6	3.8	420 / 10.8	12.5	12.8	27 / 602	B	WEJE-F
12	WXKE-F	AOR/CL	19 / 3.2	1.6	2.4	2.7	3.7	304 / 7.8	4.9	7.0	20 / 348	B	WXKE-F
13	WCKZ-F	CHR/B	18 / 3.0	0.2	0.2	0.5	0.8	437 / 11.2	0.8	1.4	21 / 518		WCKZ-F
14	WYSR-F	B/O	13 / 2.2	1.6	2.7	2.9	0.8	289 / 7.4	8.9	10.4	13 / 316	A	WYSR-F

12+ FM Share (Metro): 88.09% (451 of 512) (Spring 98: 83.20%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJFX-F	1 WBYS-F	1 WBYS-F <	1 WBYS-F	1 WQHK-F	1 WOWO	1 WFWI-F	1 WQHK-F <	1 WQHK-F	1 WJFX-F <	1 WSHI-F <
1 WCKZ-F	2 WQHK-F	2 WQHK-F	1 WQHK-F	2 WLDE-F	2 WLDE-F	2 WQHK-F	2 WOWO	2 WBYS-F <	2 WBYS-F <	2 WBYS-F
3 WEJE-F	2 WMEE-F	3 WFWI-F <	3 WFWI-F	2 WBYS-F	2 WSHI-F <	3 WOWO <	3 WAJI-F <	3 WOWO	3 WBTU-F <	3 WQHK-F
3 WMEE-F >	4 WFWI-F	4 WMEE-F	4 WLDE-F	4 WFWI-F	4 WQHK-F <	4 WMEE-F <	4 WBYS-F <	4 WMEE-F <	4 WQHK-F	4 WBTU-F <
	5 WJFX-F	5 WAJI-F <	4 WAJI-F	4 WAJI-F <	5 WAJI-F >	5 WAJI-F	5 WLDE-F	5 WAJI-F	5 WLDE-F <	5 WLDE-F
	6 WBTU-F <	6 WLDE-F	4 WMEE-F	6 WMEE-F	6 WFWI-F <	6 WBYS-F <	6 WMEE-F <	6 WLDE-F	6 WMEE-F	5 WJFX-F <
	7 WEJE-F	7 WBTU-F	7 WBTU-F	7 WBTU-F	7 WBTU-F	7 WLDE-F	7 WSHI-F	6 WBTU-F	6 WCKZ-F <	7 WMEE-F
		7 WJFX-F		8 WOWO	8 WBYS-F	8 WSHI-F <	8 WBTU-F <	8 WJFX-F	8 WEJE-F	8 WAJI-F
							9 WJFX-F <	9 WSHI-F <	9 WAJI-F	9 WOWO <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WMEE-F >	1 WMEE-F	1 WMEE-F	1 WAJI-F <	1 WAJI-F	1 WBYS-F >>	1 WBYS-F >>	1 WBYS-F >	1 WBYS-F	1 WBYS-F	1 WSHI-F
2 WQHK-F	2 WQHK-F >	2 WQHK-F >	2 WMEE-F	2 WQHK-F <	2 WJFX-F	2 WFWI-F <	2 WFWI-F	2 WFWI-F	1 WFWI-F	1 WQHK-F
3 WJFX-F	3 WJFX-F	3 WBTU-F	2 WQHK-F	3 WLDE-F	2 WEJE-F	3 WQHK-F >	3 WQHK-F	3 WQHK-F >	3 WQHK-F	3 WBYS-F
3 WCKZ-F	4 WBTU-F	4 WJFX-F	4 WLDE-F	4 WMEE-F >	4 WQHK-F	4 WJFX-F	4 WMEE-F	4 WXKE-F <	4 WLDE-F	3 WOWO
3 WEJE-F >	4 WBYS-F	4 WBYS-F	5 WJFX-F	5 WBTU-F <	4 WFWI-F >	5 WBTU-F	5 WBTU-F >	5 WBTU-F <	5 WXKE-F	
	4 WAJI-F	4 WAJI-F	6 WBYS-F	6 WJFX-F	6 WJFX-F	5 WMEE-F	5 WMEE-F	6 WLDE-F	5 WOWO <	
			6 WBTU-F	7 WBYS-F >		5 WEJE-F >		6 WOWO	7 WMEE-F <	
			8 WFWI-F						8 WBTU-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WFCV	REL	1090	Fort Wayne	0.5	1.9	3 78	WLW	FS/T	700	Cincinnati	0.3	1.7	10 225
WGL	T/SPRTS	1250	Fort Wayne	1.5	6.9	10 322	WMRI-F	EZ	106.9	Marion	0.7	3.6	18 323
WHWD	SPRTS	1380	Fort Wayne	0.3	1.8	2 76							

FORT WAYNE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Federated	38.9 %	41.7 %	56.6 %	AC	0 (0)	42 (1)	42 (1)	8.2 %	14.0 %
WBYR-FM, WFWI-FM, WHWD-AM, WMEE-FM, WOWO-AM, WQHK-FM				AOR/Classic/NR	0 (0)	125 (4)	125 (4)	24.4 %	21.9 %
Local	3.2 %	4.4 %	4.1 %	Black/Urban	0 (0)	13 (1)	13 (1)	2.5 %	3.2 %
WEXI-FM, WXKE-FM				CHR	0 (0)	94 (3)	94 (3)	18.4 %	8.3 %
Sarkes Tarzian	14.0 %	17.7 %	20.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAJI-FM, WLDE-FM				Country	0 (0)	94 (2)	94 (2)	18.4 %	18.4 %
WGL	10.0 %	7.5 %	7.2 %	Full Service	47 (2)	0 (0)	47 (2)	9.2 %	9.7 %
WCKZ-FM, WEJE-FM, WGL-AM, WGLL-AM, WYSR-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	66.1 %	71.3 %	88.8 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	9 (1)	0 (0)	9 (1)	1.8 %	3.0 %
				Oldies	0 (0)	42 (1)	42 (1)	8.2 %	9.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	3 (1)	0 (0)	3 (1)	0.6 %	0.6 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	2 (1)	0 (0)	2 (1)	0.4 %	0.0 %
				Standards/EZ	0 (0)	41 (2)	41 (2)	8.0 %	11.5 %
				Totals	61 (5)	451 (14)	512 (19)		

AM Stations

WOWO	1190	50 kw (DA-N)	Full Service	ABC, CBS	\$37.00	Katz	Federated
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FM Stations

WAJI	95.1	39 kw @ 679	AC		\$55.00	Katz	Sarkes Tarzian
WBTU	93.3	50 kw @ 492	Country	CNN, Westwd	\$36.00	Katz	62nd Street Kendallville
WBYR	98.9	50 kw @ 453	AOR	ABC	\$40.00	Eastman	Federated Van Wert, OH
WCKZ	102.3	3 kw @ 300	Dance CHR		\$ NA	Mc-Guild	WGL Auburn
WEJE	96.3	6.7 kw @ 554	New Rock		\$ < 20.00	Mc-Guild	WGL Churubusco
WFWI	92.3	2.7 kw @ 482	Classic AOR	ABC	\$33.00	Eastman	Federated
WJFX	107.9	2.5 kw @ 358	Dance CHR	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
WQHK	105.1	13.5 kw @ 449	Country		\$50.00	Christal	Federated Decatur
WSHI	106.3	1.95 kw @ 403	Standards	Westwd, CNN	\$ NA	—	Columbia City
WXKE	103.9	3 kw @ 328	AOR/Classic AOR		\$25.00	D&R	WEXI-F
WYSR	94.1	6 kw @ 328	Black Oldies	Westwd, CNN	\$ NA	Mc-Guild	WGL Roanoke

Notes: 1/99 WGL-F (102.3; Auburn) changed from simulcasting Talk/Sports WGL to Dance CHR (CHR/B) as *Z-102.3* . . . 3/99 WGL-F changed calls to WCKZ-F . . . 4/99 WJFX-F changed from Black to Dance CHR (CHR/B) . . . 4/99 WYSR-F changed from Modern AC (AC-NR) to Rhythmic Oldies (B/O)

FRESNO

Arbitron Rank: 65 Pop (12+): 622,600
MSA Rank: 65
MSA Pop: 918,000
DMA: 55
Average Persons Rating: 15.6
Market TSL in Hours: 21.00

Stations: 26 / 24
Diaries: 1,704 / 365:1 / 50.0%
Sample Target: 1,670
% Below Line: 4.4
% Not Listed: 13.5
Pop per Station: 25,942

Last Year's Revenue: \$31,000,000
Household Income: \$32,997
Total Retail Sales: \$6.0 Bil.
#1 Biller: KMJ \$6,000,000
#1 Billing Portfolio: CBS/Infinity \$13,700,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	KMJ	N/T	76 / 7.8	8.6	10.2	9.2	8.8	9.0	882 / 14.2	18.6	16.0	142 / 1578	G	KMJ
2	KSKS-F	C	60 / 6.2	6.8	6.6	5.4	4.4	6.2	845 / 13.6	13.7	10.6	98 / 1537	D	KSKS-F
2	KBOS-F	CHR	60 / 6.2	4.9	4.7	5.6	5.3	5.3	1205 / 19.4	18.3	18.3	95 / 2029	E	KBOS-F
4	KMGV-F	B/O	56 / 5.8	6.5	6.1	5.7	3.1	6.0	795 / 12.8	14.7	8.4	90 / 1336	C	KMGV-F
5	KOQO-F	SP-R	54 / 5.6	4.4	3.9	3.8	4.8	4.4	671 / 10.8	9.6	10.2	78 / 1012	C*	KOQO-F
6	KJWL-F	ST	51 / 5.3	4.6	4.2	3.9	5.5	4.5	520 / 8.3	8.4	9.6	58 / 606	B	KJWL-F
7	KVSR-F	AC-NR	42 / 4.3	3.6	3.5	3.2	4.8	3.7	862 / 13.8	12.6	15.8	56 / 1265	C	KVSR-F
8	KJFX-F	CL AOR	39 / 4.0	3.3	3.5	3.9	3.9	3.7	670 / 10.8	9.1	10.5	55 / 1017	C	KJFX-F
9	KSEQ-F	CHR	37 / 3.8	3.5	2.4	2.8	1.7	3.1	782 / 12.6	10.5	9.2	65 / 1539	C	KSEQ-F
10	KRZR-F	AOR	36 / 3.7	3.4	3.9	4.6	3.5	3.9	546 / 8.8	9.5	10.0	63 / 917	C	KRZR-F
11	KALZ-F	AC-NR	35 / 3.6	3.1	3.3	3.4	4.0	3.4	834 / 13.4	11.6	12.7	62 / 1364	B	KALZ-F
12	KSO-F	SAC	34 / 3.5	3.9	2.7	4.2	4.3	3.6	582 / 9.4	8.4	10.8	75 / 1246	C	KSO-F
12	KRNC-F	SP-C	34 / 3.5	3.4	3.0	3.9	3.6	3.5	462 / 7.4	7.5	8.0	48 / 688	B	KRNC-F
14	KLBN-F	SP-R	33 / 3.4	3.8	3.8	3.8	3.6	3.7	587 / 9.4	8.8	9.9	36 / 683	C	KLBN-F
15	KFRR-F	AOR-NR	32 / 3.3	3.3	3.8	2.1	3.3	3.1	599 / 9.6	10.8	10.9	69 / 1274	B	KFRR-F
16	KFSO-F	O	31 / 3.2	3.7	2.7	3.0	3.5	3.1	632 / 10.2	9.1	11.1	68 / 1284	D	KFSO-F
17	KEZL-F	J	27 / 2.8	3.5	2.7	3.0	4.2	3.0	413 / 6.6	7.5	9.1	35 / 512	C	KEZL-F
18	KFRE	T	23 / 2.4	1.5	2.0	1.9	1.4	1.9	254 / 4.1	5.2	4.5	44 / 548		KFRE
19	KGST	SP	17 / 1.8	1.4	1.5	1.7	1.7	1.6	153 / 2.5	3.7	3.7	17 / 161	A	KGST
19	KMPH-F	N	17 / 1.8	1.3	1.3	1.2	1.4	1.4	406 / 6.5	5.1	5.3	37 / 792		KMPH-F
21	KKPW-F	CHR/U	15 / 1.5	2.0	2.2	2.9	3.8	2.2	453 / 7.3	6.9	8.4	18 / 548	A	KKPW-F

12+ FM Share (Metro): 84.05% (706 of 840) (Spring 98: 81.62%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBOS-F	1 KBOS-F <	1 KMGV-F	1 KMGV-F <	1 KMJ	1 KMJ >	1 KMJ >	1 KMJ >	1 KBOS-F	1 KBOS-F	1 KBOS-F <
2 KSEQ-F >>	2 KVSR-F <	2 KSKS-F <	2 KJFX-F	1 KMGV-F <	2 KJWL-F	2 KSKS-F	2 KSKS-F	2 KMJ <	2 KSEQ-F	2 KOQO-F <
3 KOQO-F >	3 KFRR-F <	3 KJFX-F	2 KSKS-F <	3 KSKS-F <	3 KSKS-F	3 KOQO-F <	3 KJWL-F	3 KSKS-F <	3 KOQO-F	3 KMGV-F
4 KKPW-F >	4 KRNC-F	3 KVSR-F <	4 KMJ	4 KJFX-F	4 KMGV-F <	4 KMGV-F <	4 KMGV-F	4 KMGV-F <	4 KMGV-F <	3 KSKS-F <
	4 KOQO-F <	5 KBOS-F <	5 KVSR-F <	5 KVSR-F	5 KFSO-F	5 KFRR-F <	5 KOQO-F <	5 KJWL-F <	5 KRZR-F <	5 KJWL-F
	6 KMGV-F	6 KRZR-F	6 KRNC-F	5 KOQO-F	6 KEZL-F <	6 KBOS-F <	6 KBOS-F <	6 KVSR-F <	6 KJWL-F	6 KSEQ-F
	6 KALZ-F	6 KRNC-F	6 KOQO-F <	7 KALZ-F <	7 KFRE	7 KVSR-F <	7 KVSR-F	7 KOQO-F	7 KBIF	7 KJFX-F
	6 KRZR-F <	6 KOQO-F	8 KALZ-F <	8 KRNC-F <	8 KSO-F	8 KJFX-F <	8 KEZL-F <	8 KALZ-F <	8 KFRE	7 KLBN-F
	9 KSKS-F <	9 KALZ-F	9 KRZR-F	9 KSO-F <	7 KOQO-F <	9 KJWL-F <	9 KSO-F	9 KJFX-F	8 KFRR-F	9 KVSR-F
	10 KJFX-F	9 KMJ <	10 KSO-F <	10 KRZR-F	10 KJFX-F	10 KRZR-F <	9 KRNC-F	9 KSEQ-F <	8 KKPW-F	9 KRNC-F
				10 KFSO-F			9 KJFX-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	12+ Ovrnite
1 KBOS-F	1 KVSR-F	1 KALZ-F	1 KSKS-F <	1 KSKS-F	1 KBOS-F	1 KFRR-F <	1 KFRR-F	1 KRZR-F	1 KMJ	1 KMJ
1 KVSR-F	2 KBOS-F	1 KVSR-F	2 KVSR-F	2 KVSR-F <	2 KFRR-F	2 KRZR-F	1 KJFX-F	2 KJFX-F	1 KJFX-F	2 KMGV-F
3 KRNC-F	2 KRNC-F <	3 KSKS-F	3 KMGV-F	3 KMGV-F <	2 KRZR-F >	3 KBOS-F <	3 KRZR-F	3 KFRR-F <	3 KRZR-F	2 KSEQ-F
4 KMGV-F	4 KALZ-F <	3 KRNC-F	4 KALZ-F	4 KALZ-F	4 KSEQ-F	4 KOQO-F <	4 KOQO-F	4 KMGV-F	4 KMGV-F	4 KBOS-F
5 KFRR-F	5 KSKS-F <	5 KMGV-F	4 KRNC-F <	4 KSO-F	4 KOQO-F	5 KJFX-F	5 KVSR-F	5 KMJ	5 KFRR-F	4 KSKS-F
5 KALZ-F	6 KMGV-F	6 KSO-F	6 KBOS-F <	6 KOQO-F <	6 KMGV-F	6 KVSR-F	5 KRNC-F	6 KOQO-F	6 KOQO-F <	4 KOQO-F
5 KSKS-F	7 KOQO-F	6 KOQO-F	7 KSO-F <	7 KMJ <	6 KJFX-F	7 KMGV-F	7 KSKS-F	6 KBOS-F	7 KSKS-F	4 KJWL-F >
5 KOQO-F	8 KSO-F	8 KBOS-F	8 KOQO-F	8 KRNC-F	6 KLBN-F >	7 KRNC-F	8 KMGV-F	8 KRNC-F	7 KRNC-F	
	9 KLBN-F	8 KLBN-F	9 KMJ	9 KEZL-F			8 KBOS-F	9 KLBN-F <	7 KFSO-F	
	10 KFRR-F	10 KJFX-F		9 KFSO-F			8 KALZ-F		10 KLBN-F <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBIF	REL	900	Fresno 0.8 1.8 8 126
KOOR	SP-R	790	Clovis 0.6 1.5 7 121
KXEX	SP-R	1550	Fresno 0.4 1.2 4 72
KZFO-F	SP-C	92.1	Madera 0.7 2.9 8 216

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KCIV-F	REL	99.9	Mt. Bullion 0.6 1.6 14 206

FRESNO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	23.0 %	24.8 %	34.8 %	AC	0 (0)	77 (2)	77 (2)	9.2 %	15.0 %
KALZ-FM, KBOS-FM, KCBL-AM, KEZL-FM, KFSO-FM, KRDU-AM, KRZR-FM, KSOF-FM				AOR/Classic/NR	0 (0)	107 (3)	107 (3)	12.7 %	12.2 %
CBS/Infinity	33.8 %	36.4 %	44.2 %	Black/Urban	0 (0)	56 (1)	56 (1)	6.7 %	1.2 %
KMGV-FM, KMJ-AM, KOOR-AM, KOQO-FM, KRNC-FM, KSKS-FM, KVSR-FM				CHR	0 (0)	112 (3)	112 (3)	13.3 %	12.4 %
Lotus	5.2 %	6.1 %	5.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KGST-AM, KLBN-FM, KMMM-FM				Country	0 (0)	60 (1)	60 (1)	7.1 %	8.5 %
Mondosphere, pend.	7.3 %	9.6 %	7.4 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KFRR-FM, KJFX-FM, KVPC-FM				Hispanic	27 (3)	128 (4)	155 (7)	18.5 %	19.6 %
	69.3 %	76.9 %	92.3 %	Jazz	0 (0)	27 (1)	27 (1)	3.2 %	4.8 %
				News/Talk	99 (2)	17 (1)	116 (3)	13.8 %	13.3 %
				Oldies	0 (0)	31 (1)	31 (1)	3.7 %	4.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	8 (1)	6 (1)	14 (2)	1.7 %	1.3 %
				Soft AC	0 (0)	34 (1)	34 (1)	4.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	1.4 %
				Standards/EZ	0 (0)	51 (1)	51 (1)	6.1 %	6.3 %
				Totals	134 (6)	706 (20)	840 (26)		

AM Stations

Station	Power	Frequency	Format	Company	Revenue	Personnel	Notes
KFRE	940	50 kw (DA-2)	Talk	Westwd, CNN	\$ NA	Lotus	Pappas
KGST	1600	5 kw (DA-N)	Hispanic	Unica, CAR	\$ <20.00	Lotus	Lotus
KMJ	580	5 kw	News/Talk	Talknt, ABC	\$102.00	Katz	CBS/Infinity

FM Stations

Station	Power	Frequency	Format	Company	Revenue	Personnel	Notes
KALZ	102.7	50 kw @ 500	AC/CHR	ABC	\$30.00	Mc-Guild	AMFM
KBOS	94.9	16.5 kw @ 847	CHR	ABC	\$60.00	Eastman	AMFM Tulare
KEZL	96.7	25 kw @ 328	Jazz		\$30.00	Mc-Guild	AMFM Fowler
KFRR	104.1	17 kw @ 853	AOR-New Rock		\$28.00	D&R	Mondosphere Woodlake
KFSO	92.9	17.5 kw @ 853	Oldies		\$55.00	Mc-Guild	AMFM Visalia
KJFX	95.7	17.5 kw @ 850	Classic AOR		\$39.00	D&R	Mondosphere
KJWL	99.3	5 kw @ 340	Standards	Westwd, CNN	\$25.00	---	
KKPW	94.3	3 kw @ 328	Dance CHR		\$ NA	---	Kerman
KLBN	105.1	0.6 kw @ 1870	Hispanic-Regional		\$24.00	Lotus	Lotus Auberry
KMGV	97.9	10.5 kw @ 1075	Black Oldies		\$39.00	D&R	CBS/Infinity
KMPH	107.5	20.5 kw @ 783	News	Westwd, AP	\$20.00	Lotus	Pappas Hanford
KOQO	101.9	2.3 kw @ 1948	Hispanic		\$35.00	Katz Hisp.	CBS/Infinity
KRNC	105.9	2.4 kw @ 1960	Hispanic Contemp.		\$ NA	Katz Hisp.	CBS/Infinity
KRZR	103.7	50 kw @ 500	AOR		\$37.00	Eastman	AMFM Hanford
KSKS	93.7	68 kw @ 1912	Country		\$53.00	Katz	CBS/Infinity
KSOF	98.9	19 kw @ 820	Soft AC	ABC	\$29.00	Eastman	AMFM Dinuba
KVSR	101.1	10 kw @ 1076	Modern AC		\$21.00	Katz	CBS/Infinity

Notes: * KOQO-F revenue level includes revenue of KOOR . . . 3/99 KIRV (1510) sold to Gore-Overgaard for \$425,000 . . . 5/99 KVPC-F (CP: 105.5; Class B1; San Joaquin) sold to Mondosphere for \$2,500,000 . . . 7/99 KYNO sold by Mondosphere to Spanish Catholic Radio for \$800,000

GAINESVILLE-OCALA

Arbitron Rank: 87 **Pop (12+):** 428,200
MSA Rank: 194-Gnsvl.; 179-Ocala
MSA Pop: 464,000
DMA: 165
Average Persons Rating: 14.4
Market TSL in Hours: 19.50

Stations: 33 / 19
Diaries: 1,208 / 354:1 / 46.4%
Sample Target: 1,230
% Below Line: 18.0
% Not Listed: 17.6
Pop per Station: 22,537

Last Year's Revenue: \$13,200,000
Household Income: \$29,029
Total Retail Sales: \$4.9 Bil.
#1 Biller: WOGK-F \$2,800,000
#1 Billing Portfolio: Dix \$3,800,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WOGK-F	C	57 / 9.3	9.2	11.2	10.1	768 / 17.9	15.0	18.5	79 / 1087	D	WOGK-F
2	WKTK-F	AC	42 / 6.8	6.9	7.6	7.0	620 / 14.5	15.0	16.9	75 / 915	D	WKTK-F
3	WNDD-FF	AOR	40 / 6.5	6.2	5.9	5.2	524 / 12.2	11.4	13.8	41 / 541	C	WNDD-FF
4	WTMG-F	B/AC	37 / 6.0	6.0	5.2	5.6	518 / 12.1	12.7	11.7	38 / 573	B	WTMG-F
4	WRUF-F	AOR	37 / 6.0	6.0	5.9	6.7	709 / 16.6	18.6	17.2	44 / 881	C	WRUF-F
6	WTRS-F	C	33 / 5.4	4.9	3.9	6.7	454 / 10.6	9.8	10.1	48 / 642	B	WTRS-F
7	WMFQ-F	SAC	29 / 4.7	5.6	4.3	4.7	327 / 7.6	9.0	8.2	57 / 447	B	WMFQ-F
8	WYKS-F	CHR	26 / 4.2	4.3	4.6	3.8	578 / 13.5	11.8	13.7	28 / 607	B	WYKS-F
9	WJHM-F	B	24 / 3.9	4.9	3.3	4.1	305 / 7.1	11.3	9.1	31 / 409	B	WJHM-F
10	WSKY-F	N/T	21 / 3.4	1.5	1.3	1.4	332 / 7.7	6.0	3.0	33 / 468	A	WSKY-F
10	WCFB-F	B/AC	21 / 3.4	2.3	1.3	1.3	175 / 4.1	4.1	3.5	28 / 215	A	WCFB-F
12	WRZN	ST	19 / 3.1	3.4	2.6	2.3	236 / 5.5	4.2	4.1	31 / 385	A	WRZN
13	WYGC-F	C	11 / 1.8	1.1	2.0	2.0	228 / 5.3	5.3	5.8	12 / 279	A	WYGC-F
14	WLUS	ST	10 / 1.6	1.7	2.8	1.1	72 / 1.7	3.0	3.4	11 / 87	A	WLUS

12+ FM Share (Metro): 90.93% (461 of 507) (Spring 98: 87.00%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJHM-F >	1 WTMG-F	1 WNDD-FF	1 WNDD-FF	1 WKTK-F	1 WOGK-F >	1 WOGK-F	1 WOGK-F	1 WOGK-F	1 WJHM-F	1 WOGK-F
2 WYKS-F	2 WNDD-FF	2 WTMG-F	2 WKTK-F	1 WNDD-FF	2 WKTK-F	2 WKTK-F	2 WKTK-F	2 WNDD-FF	2 WOGK-F	2 WTMG-F <
3 WTMG-F	3 WRUF-F	2 WKTK-F <	3 WOGK-F	3 WOGK-F <	3 WMFQ-F	3 WNDD-FF	3 WNDD-FF <	3 WRUF-F <	3 WTMG-F	3 WTRS-F
4 WRUF-F >	3 WYKS-F <	4 WRUF-F <	3 WRUF-F	4 WRUF-F	4 WNDD-FF <	4 WTMG-F <	4 WMFQ-F	4 WTMG-F	4 WRUF-F <	4 WRUF-F <
	5 WKTK-F	5 WOGK-F >	5 WTMG-F	5 WTMG-F	5 WTRS-F <	5 WRUF-F	4 WSKY-F	4 WKTK-F	5 WCFB-F	5 WNDD-FF
	5 WOGK-F <	6 WYKS-F <	6 WMFQ-F	6 WMFQ-F	6 WCFB-F <	6 WMFQ-F	6 WRUF-F	6 WTRS-F	6 WKTK-F	5 WKTK-F
	7 WJHM-F	7 WMFQ-F	7 WTRS-F	6 WTRS-F	7 WRUF-F	6 WTRS-F	7 WTRS-F <	7 WYKS-F <	7 WYKS-F <	7 WJHM-F
	8 WTRS-F >>	8 WTRS-F	8 WSKY-F	8 WSKY-F	7 WRZN	8 WYKS-F	8 WTMG-F	8 WJHM-F <	8 WNDD-FF	7 WYKS-F
		8 WJHM-F	9 WYKS-F	9 WYKS-F	9 WSKY-F >	9 WCFB-F	9 WYKS-F	9 WMFQ-F <	9 WTRS-F	9 WMFQ-F
										9 WCFB-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	12+ Ovmit
1 WYKS-F	1 WKTK-F	1 WKTK-F >	1 WKTK-F <	1 WKTK-F	1 WTMG-F >	1 WTMG-F	1 WNDD-FF	1 WNDD-FF	1 WNDD-FF	1 WOGK-F
2 WJHM-F	1 WOGK-F >	2 WOGK-F	2 WOGK-F	2 WOGK-F <	2 WRUF-F	2 WNDD-FF >	2 WTMG-F >	2 WRUF-F	2 WRUF-F	2 WTMG-F
3 WTMG-F	3 WTMG-F	3 WTRS-F	3 WMFQ-F <	3 WMFQ-F	3 WJHM-F	3 WRUF-F	3 WRUF-F >	3 WTMG-F	3 WKTK-F	3 WNDD-FF
3 WOGK-F >>	3 WYKS-F	4 WNDD-FF	4 WTMG-F	4 WTRS-F	3 WYKS-F >	4 WTRS-F	4 WYKS-F >	4 WKTK-F <	4 WTMG-F	3 WYKS-F
5 WRUF-F	3 WJHM-F	5 WMFQ-F	5 WNDD-FF	5 WNDD-FF	5 WNDD-FF	5 WJHM-F	4 WYKS-F >>	5 WOGK-F >	4 WOGK-F >	
5 WBXY-F >>	6 WTRS-F	5 WRUF-F	5 WYKS-F	6 WTMG-F	5 WTKS-F >>	6 WTRS-F	7 WKTK-F	6 WYKS-F	6 WSKY-F	
	7 WNDD-FF	5 WTMG-F >	7 WRUF-F	7 WRUF-F		7 WKTK-F	7 WOGK-F >	7 WSKY-F >	7 WTRS-F	
	8 WRUF-F		7 WTRS-F	7 WTRS-F					8 WYKS-F	
	8 WMFQ-F		7 WJHM-F >	8 WCFB-F						

Other Rated Stations				Metro	Cume	TSA	Other Rated Stations—Outside Market				Metro	Cume	TSA	
Station	Format	Pop	City	Share	Rating	AQH	Station	Format	Pop	City	Share	Rating	AQH	
WBXY-F	AC/CHR	100.5	Newberry	1.1	4.6	9	WFKS-F	CHR	99.9	Palatka	1.0	5.7	10	359
WGGG	SPRTS	1230	Gainesville	0.7	1.1	4	WGUL-F	ST	106.3	Beverly Hills	1.1	1.5	20	147
WOCA	T	1370	Ocala	0.8	2.1	5	WHTQ-F	CL AOR	96.5	Orlando	0.5	1.5	4	92
WRKG-F	CL AOR	99.5	La Crosse	1.0	2.5	6	WJRR-F	AOR-NR	101.1	Cocoa Beach	0.7	1.7	9	115
WRUF	N/T	850	Gainesville	1.3	3.7	8	WKQL-F	O	96.9	Jacksonville	0.5	1.8	6	192
WXJZ-F	J	104.9	High Springs	0.7	3.2	8	WMGF-F	AC	107.7	Mount Dora	1.5	3.5	23	275
							WOCL-F	B/O	105.9	De Land	1.3	4.6	14	305
							WSHE-F	O	100.3	Orlando	0.7	2.2	5	135
							WTKS-F	T	104.1	Cocoa Beach	1.0	2.7	17	179
							WWKA-F	C	92.3	Orlando	0.5	1.4	4	111
							WXTB-F	AOR	97.9	Cleanwater	0.7	1.2	21	207
							WXXL-F	CHR	106.7	Tavares	1.5	4.8	20	392

GAINESVILLE-OCALA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Asterisk WBXY-FM, WTRS-FM, WXJZ-FM, WYGC-FM	9.0 %	9.3 %	14.2 %	AC	0 (0)	58 (3)	58 (3)	11.4 %	11.2 %
Dix WNDD-FM, WNDT-FM, WOGK-FM	15.8 %	18.0 %	28.8 %	AOR/Classic/NR	0 (0)	94 (7)	94 (7)	18.5 %	16.1 %
Entercom WTKT-FM, WSKY-FM	10.2 %	14.0 %	20.8 %	Black/Urban	0 (0)	90 (4)	90 (4)	17.8 %	12.6 %
				CHR	0 (0)	41 (3)	41 (3)	8.1 %	10.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	104 (4)	104 (4)	20.5 %	21.5 %
				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)	4 (1)	4 (1)	0.8 %	0.0 %
				News/Talk	13 (2)	27 (2)	40 (4)	7.9 %	10.1 %
				Oldies	0 (0)	7 (2)	7 (2)	1.4 %	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	0 (0)	29 (1)	29 (1)	5.7 %	5.2 %
				Sports	4 (1)	0 (0)	4 (1)	0.8 %	0.0 %
				Standards/EZ	29 (2)	7 (1)	36 (3)	7.1 %	7.2 %
	35.0 %	41.3 %	63.8 %	Totals	46 (5)	461 (28)	507 (33)		

AM Stations

Station	Freq	Power	Format	Company	City
WLUS	980	5 kw/0.166 kw	Standards	ABC \$ NA	Gainesville
WRUF	850	5 kw (DA-N)	News/Talk	CBS \$<20.00	Gainesville
WRZN	720	10 kw/0.25 kw (DA-N)	Standards	ABC \$<20.00	Hernando

FM Stations

Station	Freq	Power	Format	Company	City
WTKT	98.5	100 kw @ 981	AC	\$50.00	Crystal River
WMFQ	92.9	50 kw @ 476	Soft AC	USA \$20.00	Ocala
WNDD	95.5	6 kw @ 328	AOR	ABC \$<20.00	Silver Springs
WNDT	92.5	3.2 kw @ 443	Simul. WNDD-F		Alachua
WOGK	93.7	100 kw @ 1348	Country	\$45.00	Ocala
WRUF	103.7	100 kw @ 768	AOR	\$33.00	Gainesville
WSKY	97.7	13.5 kw @ 948	News/Talk	ABC, Westwd \$<20.00	Micanopy
WTMG	101.3	3.5 kw @ 433	Black AC	ABC \$<20.00	Williston
WTRS	102.3	50 kw @ 489	Country	ABC \$29.00	Dunellon
WYGC	100.9	3 kw @ 298	Country	\$<20.00	Gainesville
WYKS	105.5	3 kw @ 466	CHR	\$<20.00	Gainesville

Notes: Other ranked stations - See Orlando . . . Effective with this survey, Gilchrist and Levy counties, FL were added to the metro survey area . . . WRKG-F is LMA'd to Asterisk . . . 2/99 The WRKG-F calls and Classic AOR format moved from 104.9 to 99.5; the 104.9 changed to Smooth Jazz (Jones) as WXJZ-F . . . 6/99 WLUS (980; Gainesville) and WDJY-F (101.7; Trenton) sold by Alliance for \$2,500,000 (Martin)

GRAND RAPIDS

Arbitron Rank: 66 **Pop (12+):** 618,000
MSA Rank: 58 (w/Muskegon)
MSA Pop: 770,000
DMA: 38 (w/Kalamazoo)
Average Persons Rating: 14.6
Market TSL in Hours: 19.25

Stations: 25 / 24
Diaries: 1,784 / 346:1 / 56.7%
Sample Target: 1,740
% Below Line: 1.3
% Not Listed: 17.1
Pop per Station: 25,750

Last Year's Revenue: \$38,200,000
Household Income: \$51,945
Total Retail Sales: \$8.1 Bil.
#1 Biller: WLAV-F \$6,000,000
#1 Billing Portfolio:
 Clear Channel \$14,630,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1	WLAV-F	79 / 8.8	7.5	7.9	9.3	8.9	8.4	1047 / 16.9	18.4	20.1	132 / 1552	G WLAV-F
2	WBCT-F	74 / 8.2	7.7	7.8	6.8	7.4	7.6	984 / 15.9	16.9	16.1	204 / 2456	G WBCT-F
3	WGRD-F	59 / 6.6	7.6	6.0	7.6	7.0	6.9	1182 / 19.1	18.2	18.5	91 / 1979	E WGRD-F
4	WKLO-F	51 / 5.7	4.7	4.3	5.5	5.4	5.0	783 / 12.7	11.7	13.4	83 / 1423	C WKLO-F
4	WOOD-F	51 / 5.7	5.5	5.8	5.3	6.5	5.6	918 / 14.8	16.4	17.4	86 / 1579	E WOOD-F
4	WSNX-F	51 / 5.7	7.8	7.7	7.9	7.7	7.3	1072 / 17.4	20.9	20.5	96 / 1904	D WSNX-F
7	WOOD-F	49 / 5.4	5.3	6.2	5.4	6.1	5.6	788 / 12.8	16.6	14.3	56 / 902	F WOOD
8	WLHT-F	48 / 5.3	5.4	5.4	6.4	6.1	5.6	844 / 13.7	13.7	13.7	61 / 1103	G WLHT-F
9	WVTI-F	39 / 4.3	3.9	4.0	3.5	4.1	3.9	1025 / 16.6	17.2	15.0	66 / 1666	B WVTI-F
10	WTRV-F	38 / 4.2	2.7	2.3	3.2	3.8	3.1	488 / 7.9	7.6	9.9	45 / 560	C WTRV-F
11	WODJ-F	34 / 3.8	4.3	3.9	3.2	3.5	3.8	722 / 11.7	12.9	11.4	53 / 1210	C WODJ-F
12	WCUZ-F	28 / 3.1	2.5	4.0	4.2	3.7	3.5	424 / 6.9	9.6	8.2	61 / 978	B WCUZ-F
13	WJQK-F	23 / 2.6	3.3	3.0	2.9	2.8	2.9	432 / 7.0	7.8	7.1	38 / 590	C* WJQK-F
14	WFGR-F	20 / 2.2	2.4	1.8	1.8	2.8	2.1	361 / 5.8	5.9	6.6	22 / 436	B WFGR-F
15	WMJH	17 / 1.9	3.3	3.1	2.2	2.9	2.6	221 / 3.6	3.8	3.6	19 / 267	A WMJH
16	WJNZ	13 / 1.4	1.1					151 / 2.4			13 / 159	WJNZ
16	WHTC	13 / 1.4		1.2	0.7	0.7		129 / 2.1	1.8	1.5	13 / 140	WHTC

12+ FM Share (Metro): 84.72% (632 of 746) (Spring 98: 85.16%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WSNX-F	1 WLAV-F <	1 WLAV-F	1 WLAV-F >	1 WLAV-F >	1 WOOD <	1 WGRD-F	1 WLAV-F	1 WLAV-F	1 WSNX-F	1 WBCT-F
2 WVTI-F	2 WGRD-F	2 WBCT-F <	2 WBCT-F	2 WBCT-F	2 WBCT-F <	2 WBCT-F <	2 WBCT-F	2 WBCT-F	2 WLAV-F	2 WLAV-F <
3 WGRD-F	2 WKLO-F	3 WGRD-F	3 WKLO-F	3 WLHT-F	3 WLAV-F	3 WLAV-F	3 WOOD	3 WSNX-F <	2 WKLO-F	3 WSNX-F
4 WKLO-F	4 WBCT-F <	4 WKLO-F	3 WLHT-F <	4 WKLO-F	4 WOOD-F	3 WKLO-F <	4 WLHT-F	4 WGRD-F	4 WOOD-F	4 WGRD-F <
	5 WSNX-F	5 WLHT-F <	5 WGRD-F	5 WOOD-F	5 WLHT-F <	5 WOOD	4 WOOD-F	5 WKLO-F <	5 WBCT-F <	5 WVTI-F
	6 WVTI-F	6 WSNX-F	6 WOOD-F	5 WGRD-F	6 WTRV-F	6 WLHT-F	6 WGRD-F	6 WOOD-F <	6 WVTI-F <	5 WOOD-F
	7 WLHT-F	7 WOOD-F	7 WSNX-F <	7 WODJ-F	7 WODJ-F	7 WOOD-F	7 WKLO-F	7 WLHT-F <	7 WGRD-F <	5 WODJ-F <
		8 WVTI-F	8 WVTI-F	8 WOOD	8 WCUZ-F	8 WSNX-F <	7 WTRV-F	8 WTRV-F	8 WTRV-F >	8 WKLO-F
		9 WJQK-F <	8 WJQK-F <	9 WSNX-F	9 WFGR-F	9 WTRV-F	9 WSNX-F <	9 WTRV-F <	9 WODJ-F <	9 WTRV-F
			10 WOOD		9 WGRD-F	10 WODJ-F	10 WVTI-F	10 WOOD <	10 WJNZ <	9 WLHT-F
						10 WVTI-F <				9 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	12+ Ovrnite
1 WGRD-F	1 WSNX-F	1 WLAV-F	1 WBCT-F <	1 WLHT-F <	1 WGRD-F >	1 WKLO-F <	1 WLAV-F <	1 WLAV-F >	1 WLAV-F >	1 WSNX-F
2 WSNX-F >	2 WVTI-F	2 WBCT-F	2 WLHT-F <	2 WBCT-F	2 WKLO-F	2 WLAV-F	2 WKLO-F >>	2 WKLO-F	2 WKLO-F	2 WBCT-F
3 WVTI-F	2 WBCT-F	2 WSNX-F	3 WSNX-F <	3 WLAV-F <	3 WSNX-F >	3 WGRD-F	3 WBCT-F	3 WGRD-F	3 WBCT-F	3 WLAV-F
3 WBCT-F	2 WGRD-F	4 WVTI-F	4 WLAV-F	4 WOOD-F	4 WBCT-F	4 WBCT-F	3 WGRD-F >>	4 WBCT-F >	4 WGRD-F	3 WKLO-F <
5 WOOD-F	5 WLAV-F	4 WLHT-F	4 WOOD-F <	5 WSNX-F <	5 WJNZ	5 WSNX-F	5 WVTI-F	5 WSNX-F	5 WODJ-F	5 WGRD-F
6 WKLO-F >>	6 WOOD-F	6 WJQK-F	6 WGRD-F <	6 WVTI-F	5 WLAV-F	6 WVTI-F	5 WSNX-F	5 WOOD <	5 WOOD	
	7 WLHT-F	6 WOOD-F	7 WVTI-F >	7 WJQK-F	5 WVTI-F >	7 WLHT-F >	5 WOOD	7 WLHT-F <	7 WLHT-F	
		8 WGRD-F	8 WJQK-F	7 WTRV-F			5 WLHT-F	8 WOOD-F <	8 WOOD-F	
			9 WKLO-F	9 WGRD-F			5 WJQK-F	9 WODJ-F <	9 WCUZ-F	
				10 WODJ-F >					9 WJQK-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBBL	SPRTS	1340	Grand Rapids	0.6	2.5	5 157	WMUS-F	C	106.9	Muskegon	1.3	4.6	60 925
WFUR-F	REL-CC	102.9	Grand Rapids	1.2	5.4	16 537							
WGHN-AF	AC	92.1	Grand Haven	0.8	1.4	8 121							
WMFN	SPRTS	640	Zeeland	0.7	2.5	9 194							
WMRR-F	CLAOR	101.7	Muskegon	0.9	2.2	30 465							
WTKG	T	1230	Grand Rapids	1.1	3.6	10 259							

GRAND RAPIDS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	16.1 %	16.4 %	25.2 %	AC	1 (1)	54 (2)	55 (3)	7.4 %	12.2 %
WGRD-FM, WLHT-FM, WNWZ-AM, WTRV-FM				AOR/Classic/NR	0 (0)	197 (4)	197 (4)	26.4 %	25.2 %
Bloomington, pend.	18.9 %	24.7 %	24.4 %	Black/Urban	13 (1)	0 (0)	13 (1)	1.7 %	1.7 %
WBBL-AM, WKLQ-FM, WLAV-FM, WODJ-FM				CHR	0 (0)	90 (2)	90 (2)	12.1 %	8.9 %
Clear Channel, pend.	33.5 %	30.0 %	43.5 %	Classical	0 (0)	20 (1)	20 (1)	2.7 %	3.2 %
WBCT-FM, WCUZ-FM, WOOD-AM, WOOD-FM, WSNX-FM, WTKG-AM, WWTI-FM				Country	0 (0)	114 (3)	114 (3)	15.3 %	14.6 %
Goodrich	1.4 %	0.4 %	0.5 %	Full Service	62 (2)	0 (0)	62 (2)	8.3 %	7.0 %
WJNZ-AM, WXBV-AM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Local	2.6 %	1.4 %	0.9 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WMFN-AM, WMJH-AM				News/Talk	10 (1)	0 (0)	10 (1)	1.3 %	1.2 %
	72.4 %	72.9 %	94.5 %	Oldies	0 (0)	34 (1)	34 (1)	4.6 %	4.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	34 (2)	34 (2)	4.6 %	5.2 %
				Soft AC	0 (0)	89 (2)	89 (2)	11.9 %	11.8 %
				Sports	11 (2)	0 (0)	11 (2)	1.5 %	1.5 %
				Standards/EZ	17 (1)	0 (0)	17 (1)	2.3 %	3.4 %
				Totals	114 (8)	632 (17)	746 (25)		

AM Stations

Station	Power	Time	Format	Company	Rate	Market	Station	Market
WHTC	1400	1 kw	Full Service	Westwd, CBS	\$ NA	Michigan		Holland
WJNZ	1680	10 kw/1 kw	Black	ABC	\$ NA	D&R	Goodrich	Kentwood
WMJH	810	3.5 kw (Days)	Standards	Westwd, CBS	\$ NA	—	WMFN	Rockford
WOOD	1300	5 kw (DA-N)	Full Svc/Talk	Westwd, AP	\$52.00	Cir Chnl	Clear Channel	

FM Stations

Station	Freq	Power	Format	Company	Rate	Market	Station	Market
WBCT	93.7	320 kw @ 780	Country		\$110.00	Cir Chnl	Clear Channel	
WCUZ	101.3	50 kw @ 420	Country		\$40.00	Cir Chnl	Clear Channel	
WFGR	98.7	2.8 kw @ 492	Classical		\$<20.00	Allied		
WGRD	97.9	13 kw @ 590	AOR-New Rock	AMFM	\$54.00	Eastman	AMFM	
WJQK	99.3	4.7 kw @ 371	Contemp. Christian	ABC	\$<20.00	Salem		Zeeland
WKLQ	94.5	50 kw @ 500	AOR	ABC	\$60.00	Katz	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	AMFM	
WODJ	107.3	50 kw @ 492	Oldies	Westwd	\$40.00	D&R	Goodrich	Greenville
WOOD	105.7	265 kw @ 810	Soft AC		\$65.00	Cir Chnl	Clear Channel	
WSNX	104.5	32 kw @ 620	CHR		\$38.00	D&R	Goodrich	Muskegon
WTRV	100.5	3 kw @ 328	Soft AC	AMFM	\$ NA	Eastman	AMFM	Walker
WWTI	96.1	50 kw @ 492	CHR/AC		\$<20.00	Cir Chnl	Clear Channel	Holland

Notes: * WJQK-F revenue level includes revenue of WWJQ (1260; Holland) . . . 8/99 WODJ-F sold to Bloomington (price NA) . . . 8/99 WSNX-F sold to Clear Channel for \$10,999,000 . . . 8/99 WMFN (640) changed from Sports to Business

GREEN BAY

Arbitron Rank: 182 Pop (12+): 179,100
MSA Rank: 190
MSA Pop: 220,000
DMA: 69 (w/Appleton)
Average Persons Rating: 15.6
Market TSL in Hours: 20.75

Stations: 28 / 11
Diaries: 619 / 289:1 / 58.8%
Sample Target: 610
% Below Line: 29.9
% Not Listed: 8.9
Pop per Station: 16,282

Last Year's Revenue: \$13,000,000
Household Income: \$49,634
Total Retail Sales: \$2.5 Bil
#1 Biller: WIXX-F \$4,800,000
#1 Billing Portfolio:
 Midwest Communications \$7,455,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WIXX-F	41 / 14.6	11.3	13.3	16.7	14.0	626 / 35.0	36.9	34.7	162 / 2287	F	WIXX-F
2	WAPL-F	25 / 8.9	9.0	8.5	10.7	13.3	380 / 21.2	20.8	18.7	110 / 1472		WAPL-F
3	WOGB-F	22 / 7.8	4.1	8.5	5.3	4.3	392 / 21.9	13.8	18.1	44 / 767		WOGB-F
4	WNCY-F	21 / 7.5	7.5	9.5	5.7	7.2	322 / 18.0	15.6	22.0	83 / 1168		WNCY-F
5	WGEE	18 / 6.4	4.9	4.8	4.0	6.1	242 / 13.5	11.5	12.9	26 / 374	B	WGEE
6	WLTM-F	16 / 5.7	5.3	3.4	3.7	5.0	236 / 13.2	12.2	12.0	30 / 453	A	WLTM-F
6	WJLW-F	16 / 5.7	5.6	4.8	3.0	1.8	241 / 13.4	13.2	15.0	30 / 448		WJLW-F
8	WKSZ-F	13 / 4.6	5.6	5.8	5.0	4.7	389 / 21.7	21.5	20.9	43 / 1100		WKSZ-F
9	WXWX-F	12 / 4.3	1.9	2.7	0.7	0.7	192 / 10.7	8.0	8.5	35 / 524		WXWX-F
10	WOZZ-F	11 / 3.9	4.1	2.0	5.7	7.2	266 / 14.9	14.8	12.9	44 / 1008		WOZZ-F
11	WNFL	10 / 3.6	6.4	3.4	6.3	3.9	229 / 12.8	21.4	9.6	12 / 286	C	WNFL
12	WQLH-F	9 / 3.2	6.8	4.1	5.3	3.9	319 / 17.8	20.6	16.5	28 / 676	C	WQLH-F
12	WDUZ	9 / 3.2	4.1	3.1	5.0	5.0	179 / 10.0	15.8	10.2	14 / 261	A	WDUZ

12+ FM Share (Metro): 80.78% (206 of 255) (Spring 98: 80.61%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIXX-F	1 WIXX-F >	1 WIXX-F	1 WIXX-F	1 WIXX-F	1 WOGB-F	1 WIXX-F >	1 WIXX-F >	1 WIXX-F	1 WIXX-F >	1 WIXX-F
2 WKSZ-F >>	2 WAPL-F	2 WAPL-F >	2 WAPL-F	2 WAPL-F	2 WGEE <	2 WGEE	2 WAPL-F >	2 WAPL-F	2 WAPL-F	2 WOGB-F <
	3 WXWX-F >	3 WJLW-F <	3 WJLW-F <	3 WOGB-F	3 WNCY-F <	3 WAPL-F	3 WOGB-F	3 WOGB-F <	2 WKSZ-F	3 WNCY-F >
	4 WJLW-F	4 WNCY-F	4 WLTM-F	4 WLTM-F <	4 WDX-F	4 WJLW-F <	3 WLTM-F <	4 WNCY-F >	4 WNCY-F	4 WAPL-F
	5 WKSZ-F	5 WLTM-F	4 WNCY-F	5 WNCY-F	4 WLTM-F >	5 WNCY-F	5 WNCY-F	5 WLTM-F	5 WOGB-F	4 WGEE <
	5 WOZZ-F	6 WOGB-F	6 WOGB-F	5 WJLW-F >	6 WJLW-F	5 WOGB-F <	6 WGEE	6 WJLW-F <	5 WXWX-F	6 WJLW-F <
		6 WXWX-F <	7 WOZZ-F	7 WOZZ-F	6 WAPL-F	7 WOZZ-F	7 WNFL <	7 WXWX-F <	7 WOZZ-F	7 WKSZ-F <
		8 WOZZ-F	8 WQLH-F	8 WQLH-F		8 WLTM-F	8 WJLW-F	8 WKSZ-F <	8 WJLW-F	8 WLTM-F
						8 WNFL <		9 WGEE >	8 WDUZ	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmt
1 WIXX-F >>	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 WGEE
2 WAPL-F >	2 WKSZ-F	2 WKSZ-F	2 WLTM-F	2 WLTM-F	2 WXWX-F >	2 WXWX-F	2 WXWX-F >	2 WIXX-F <	2 WJLW-F	2 WIXX-F
3 WKSZ-F >>	2 WAPL-F	2 WQLH-F	2 WNCY-F	3 WOGB-F	3 WAPL-F >	2 WIXX-F >	3 WOZZ-F	3 WJLW-F	3 WIXX-F	3 WNAM
	4 WQLH-F >	2 WOGB-F	4 WOGB-F	3 WNCY-F >		4 WOZZ-F	3 WIXX-F	4 WXWX-F	4 WOGB-F	4 WOGB-F >
		2 WJLW-F	5 WKSZ-F	5 WQLH-F		4 WJLW-F >	3 WJLW-F >	5 WOZZ-F	5 WOZZ-F	
		2 WAPL-F >>	6 WAPL-F	5 WKSZ-F >				6 WNFL	6 WXWX-F	
			6 WQLH-F					6 WNFL	6 WNFL	
									6 WNCY-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WGBM-F	C/O	94.7	Mishicot	1.8	4.4	13	266	WBDK-F	ST	96.7	Algona	0.4	2.5	4	97
								WECB-F	CL HITS	104.3	Seymour	0.4	3.8	7	176
								WGN	FS/T	720	Chicago	0.4	1.5	4	110
								WHBY	FS	1150	Kimberly	0.4	2.1	37	503
								WNAM	ST	1280	Neenah	2.5	6.5	28	478
								WOWN-F	O	99.3	Shawano	0.7	1.5	8	82
								WPCK-F	C	104.9	Kaukauna	1.1	5.5	64	780
								WRJQ	ST	1570	Appleton	0.7	1.4	6	122
								WROE-F	SAC	94.3	Neenah	0.7	3.6	40	517
								WRVM-F	REL	102.7	Suring	0.7	2.6	9	160
								WSFQ-F	O	96.3	Peshigo	0.4	1.8	20	304
								WTMJ	FS	620	Milwaukee	0.4	2.0	17	418
								WVBO-F	O	103.9	Winneconne	1.1	2.7	43	619

GREEN BAY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Cumulus	17.8 %	20.8 %	10.2 %	AC	0 (0)	0 (0)	0 (0)	0.0 %	3.0 %
WJLW-FM, WOGB-FM, WXWX-FM				AOR/Classic/NR	0 (0)	64 (4)	64 (4)	25.1 %	17.1 %
Midwest Communications	30.3 %	28.5 %	57.3 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WGEE-AM, WIXX-FM, WLTM-FM, WNFL-AM				CHR	0 (0)	63 (3)	63 (3)	24.7 %	25.9 %
	48.1 %	49.3 %	67.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	29 (4)	29 (4)	11.4 %	14.4 %
				Full Service	3 (3)	0 (0)	3 (3)	1.2 %	1.5 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	28 (2)	0 (0)	28 (2)	11.0 %	9.1 %
				Oldies	0 (0)	29 (5)	29 (5)	11.4 %	11.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	1.9 %
				Religion/Gospel	0 (0)	2 (1)	2 (1)	0.8 %	0.8 %
				Soft AC	0 (0)	18 (2)	18 (2)	7.1 %	4.9 %
				Sports	9 (1)	0 (0)	9 (1)	3.5 %	3.4 %
				Standards/EZ	9 (2)	1 (1)	10 (3)	3.9 %	6.5 %
				Totals	49 (8)	206 (20)	255 (28)		

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Station
WJLW	1400	1 kw	Sports	ABC, ESPN	Katz	WQLH-F
WGEE	1360	5 kw (DA-N)	News/Talk	CBS	Banner	Midwest Commun.
WNFL	1440	5 kw/0.5 kw (DA-2)	Talk/Sports	Westwd, 1-On-1	Christal	Midwest Commun.

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Station
WIXX	101.1	100 kw @ 1080	CHR	\$83.00	Banner	Midwest Commun.
WJLW	106.7	25 kw @ 328	Classic AOR	\$ NA	—	Cumulus Allouez
WKSZ	95.9	25 kw @ 272	CHR	\$<20.00	Mc-Guild	Woodward DePere
WLTM	99.7	46 kw @ 512	Soft AC	\$45.00	Banner	Midwest Commun. Sturgeon Bay
WOGB	103.1	3.6 kw @ 879	Oldies	ABC, AP \$ NA	Allied	Cumulus Kaukauna
WQLH	98.5	100 kw @ 500	CHR/AC	ABC \$37.00	Katz	WJLW
WXWX	107.5	5 kw @ 751	AOR	\$ NA	Allied	Cumulus Brillion

Notes: Other ranked stations – See Appleton-Oshkosh . . . 3/99 WEZR-F changed from Hot AC (AC/CHR) to AOR, simulcasting WWWX-F (96.9; Oshkosh) as "The Fox." . . . 4/99 WEZR-F changed calls to WXWX-F

GREENSBORO-WINSTON SALEM

Arbitron Rank: 42 Pop (12+): 997,700
MSA Rank: 47
MSA Pop: 1,180,000
DMA: 47
Average Persons Rating: 15.1
Market TSL In Hours: 20.25

Stations: 31 / 21
Diaries: 2,279 / 438:1 / 53.9%
Sample Target: 2,250
% Below Line: 8.7
% Not Listed: 17.1
Pop per Station: 47,510

Last Year's Revenue: \$43,000,000
Household Income: \$40,980
Total Retail Sales: \$12.4 Bil.
#1 Biller: WTQR-F \$8,050,000
#1 Billing Portfolio: Clear Channel \$12,800,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WTQR-F	C	140 / 9.3	9.4	9.5	10.1	11.1	9.6	1929 / 19.3	21.9	23.0	232 / 3415	H	WTQR-F
2	WJMH-F	B	130 / 8.6	7.3	9.7	9.2	9.2	8.7	1698 / 17.0	18.7	16.6	201 / 2810	E	WJMH-F
3	WKRR-F	AOR/CL	93 / 6.2	5.4	6.3	6.4	4.9	6.1	1392 / 14.0	15.0	13.1	116 / 1816	F	WKRR-F
4	WMQX-F	O	92 / 6.1	6.0	5.0	6.2	5.7	5.8	1635 / 16.4	13.9	13.7	137 / 2405	E	WMQX-F
4	WMAG-F	AC	92 / 6.1	7.1	6.6	6.5	6.9	6.6	1525 / 15.3	14.7	15.3	120 / 1993	F	WMAG-F
6	WHSL-F	C	88 / 5.8	5.1	5.2	5.1	4.8	5.3	1277 / 12.8	13.4	12.2	107 / 1830	D	WHSL-F
7	WQMG-F	B/AC	83 / 5.5	7.4	6.6	7.0	6.2	6.6	1192 / 11.9	11.5	12.0	116 / 1762	E	WQMG-F
8	WKSI-F	AC-NR	78 / 5.2	4.1	4.3	4.4	4.1	4.5	1612 / 16.2	15.7	15.7	103 / 2360	D	WKSI-F
9	WSJS	FS/T	72 / 4.8	5.5	4.0	4.5	4.7	4.7	1032 / 10.3	10.2	11.0	77 / 1121	E	WSJS
10	WKZL-F	AC/CHR	59 / 3.9	4.0	5.0	4.9	4.3	4.5	1449 / 14.5	17.0	15.0	96 / 2220	F	WKZL-F
11	WXRA-F	AOR	54 / 3.6	3.5	3.8	2.8	2.7	3.4	1010 / 10.1	10.7	10.0	75 / 1477	C	WXRA-F
12	WEAL	B/G	31 / 2.1	1.8	1.5	1.4	1.7	1.7	291 / 2.9	1.9	2.1	32 / 310	A	WEAL
13	WKXU-F	C	26 / 1.7	1.5	1.8	2.0	1.9	1.8	486 / 4.9	6.4	7.0	48 / 1192		WKXU-F
14	WFMX-F	C	23 / 1.5	0.9	1.3	0.9	1.3	1.2	377 / 3.8	4.1	5.0	48 / 906		WFMX-F
15	WIST-F	ST	22 / 1.5	1.2	1.2	0.9	0.8	1.2	326 / 3.3	2.1	2.1	22 / 330		WIST-F
15	WEND-F	AOR-NR	22 / 1.5	1.1	1.1	1.2	1.6	1.2	545 / 5.5	5.1	6.5	47 / 1044		WEND-F
17	WMFR	T/FS	21 / 1.4	1.2	1.2	0.9	0.9	1.2	256 / 2.6	2.5	2.1	21 / 256	B	WMFR
18	WDCG-F	CHR	20 / 1.3	1.9	1.3	1.3	1.3	1.4	498 / 5.0	5.1	5.2	69 / 1419		WDCG-F
19	WWGL-F	REL	16 / 1.1	1.0	1.1	0.9	0.7	1.0	404 / 4.0	3.5	2.8	24 / 608		WWGL-F

12+ FM Share (Metro): 86.18% (1079 of 1252) (Spring 98: 85.76%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMH-F >>>	1 WJMH-F >	1 WKRR-F <	1 WKRR-F	1 WTQR-F	1 WTQR-F >	1 WTQR-F >	1 WTQR-F	1 WJMH-F	1 WJMH-F >>	1 WJMH-F
2 WKSI-F	2 WKSI-F <	2 WJMH-F <	2 WTQR-F <	2 WKRR-F	2 WMQX-F	2 WSJS	2 WMAG-F <	2 WTQR-F	2 WQMG-F >	2 WTQR-F >
3 WKZL-F	3 WKSI-F	3 WTQR-F	3 WMAG-F	3 WMAG-F <	3 WMAG-F <	2 WHSL-F <	3 WKRR-F <	3 WMQX-F	3 WMQX-F <	3 WQMG-F
3 WTQR-F	4 WXRA-F	4 WMAG-F <	4 WQMG-F <	4 WQMG-F <	4 WSJS <	4 WKRR-F <	4 WSJS	4 WKRR-F	4 WKRR-F <	4 WMQX-F <
5 WHSL-F	5 WHSL-F <	5 WHSL-F <	5 WMQX-F <	5 WQMG-F <	5 WQMG-F <	5 WMAG-F <	5 WMQX-F <	5 WMAG-F <	5 WKSI-F <	5 WMAG-F <
6 WTQR-F <	6 WKSI-F <	6 WKSI-F <	6 WHSL-F	6 WHSL-F	6 WJMH-F <	6 WJMH-F <	6 WHSL-F <	6 WHSL-F	6 WHSL-F	6 WHSL-F <
7 WKZL-F	7 WQMG-F	7 WMQX-F <	7 WKSI-F	7 WKRR-F >	7 WKSI-F <	7 WJMH-F	6 WKSI-F <	6 WTQR-F <	7 WKRR-F	7 WKRR-F
8 WQMG-F	8 WKZL-F <	8 WJMH-F <	8 WJMH-F <	8 WKSI-F <	8 WMQX-F <	8 WKSI-F	8 WQMG-F	8 WMAG-F	8 WKSI-F	8 WKSI-F
8 WMAG-F	9 WMQX-F <	9 WKZL-F	9 WKZL-F	9 WEAL	9 WKZL-F	9 WKZL-F <	9 WQMG-F <	9 WXRA-F <	9 WXRA-F	9 WKZL-F <
	10 WXRA-F >	10 WXRA-F	10 WXRA-F <	9 WKZL-F	10 WQMG-F >	10 WXRA-F	10 WKZL-F >	10 WKZL-F >	10 WKZL-F >	10 WXRA-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	12+ Ovrnite
1 WJMH-F >	1 WJMH-F	1 WKSI-F	1 WMAG-F	1 WMAG-F	1 WJMH-F >>	1 WJMH-F	1 WKRR-F >	1 WKRR-F >	1 WKRR-F	1 WJMH-F
2 WKSI-F	2 WKSI-F >	2 WJMH-F	2 WJMH-F <	2 WQMG-F	2 WXRA-F	2 WKRR-F	2 WXRA-F	2 WJMH-F <	2 WTQR-F	2 WQMG-F <
3 WKZL-F >	3 WKZL-F	3 WTQR-F	3 WKSI-F	2 WTQR-F	3 WHSL-F	3 WXRA-F	3 WKSI-F	3 WHSL-F <	3 WMQX-F	3 WTQR-F
4 WKRR-F	3 WTQR-F <	4 WQMG-F	3 WTQR-F <	4 WKSI-F	4 WKRR-F	4 WHSL-F	4 WHSL-F	4 WTQR-F	4 WHSL-F >	4 WSJS
4 WXRA-F	5 WKRR-F	4 WKRR-F	5 WQMG-F	5 WJMH-F <	5 WKSI-F	5 WKSI-F >	5 WJMH-F	5 WXRA-F	5 WQMG-F <	
4 WTQR-F	6 WQMG-F	4 WMAG-F	6 WKZL-F <	6 WHSL-F	6 WTQR-F	5 WMAG-F	6 WMQX-F	6 WMAG-F	6 WMAG-F	
7 WHSL-F	6 WMAG-F <	7 WKZL-F	7 WKRR-F <	6 WMQX-F <	7 WKZL-F <	7 WKZL-F	7 WKSI-F <	6 WSJS		
8 WXRA-F <	8 WHSL-F	8 WHSL-F	8 WKRR-F <	8 WKRR-F <	8 WEND-F	7 WTQR-F	8 WQMG-F <	6 WXRA-F		
9 WHSL-F >	8 WXRA-F >>	9 WMQX-F	9 WKZL-F >	10 WEAL			9 WKZL-F	9 WKSI-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WAAA	B	980	Winston Salem	0.9	1.1	14	109	WBBB-F	AOR	96.1	Raleigh	0.3	1.1	24	617
WBAG	ST	1150	Burlington	0.5	0.7	7	78	WBRF-F	C	98.1	Galax, VA	0.6	2.1	37	644
WLXN	T	1440	Lexington	0.3	1.0	5	101	WMIT-F	REL	106.9	Black Mountain	0.3	0.5	14	219
WPET	REL	950	Greensboro	0.4	1.0	6	98	WNKS-F	CHR	95.1	Charlotte	0.4	1.6	49	999
WSMX	REL	1500	Winston Salem	0.5	0.8	7	75	WQOK-F	B	97.5	South Boston, VA	0.7	3.0	37	962
WXII	N	830	Kernersville	0.7	2.8	10	326	WROV-F	AOR	96.3	Martinsville, VA	0.3	1.3	38	570

GREENSBORO-WINSTON SALEM

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	13.3 %	14.3 %	19.1 %	AC	0 (0)	229 (3)	229 (3)	18.3 %	18.7 %
WHSL-FM, WMAG-FM, WMFR-AM, WTCK-AM				AOR/Classic/NR	0 (0)	179 (5)	179 (5)	14.3 %	11.8 %
Clear Channel	17.7 %	16.4 %	29.8 %	Black/Urban	14 (1)	224 (3)	238 (4)	19.0 %	19.9 %
WSJS-AM, WSML-AM, WTQR-FM, WXRA-FM				CHR	0 (0)	26 (2)	26 (2)	2.1 %	2.1 %
Dick	10.1 %	13.1 %	19.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WKRR-FM, WKZL-FM				Country	0 (0)	286 (5)	286 (5)	22.8 %	25.3 %
Entercom, pend.	22.3 %	21.1 %	24.2 %	Full Service	93 (2)	0 (0)	93 (2)	7.4 %	6.9 %
WEAL-AM, WJMH-FM, WMQX-FM, WQMG-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	63.4 %	64.9 %	92.5 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	15 (2)	0 (0)	15 (2)	1.2 %	0.5 %
				Oldies	0 (0)	92 (1)	92 (1)	7.3 %	7.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	44 (3)	21 (2)	65 (5)	5.2 %	4.6 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
				Standards/EZ	7 (1)	22 (1)	29 (2)	2.3 %	1.4 %
				Totals	173 (9)	1079 (22)	1252 (31)		

AM Stations

Station	Power	Day	Format	Advertiser	Agency	Product	City
WEAL	1510	1 kw (Days)	Black Gospel	\$ NA	Mc-Guild	Entercom, pend.	
WMFR	1230	1 kw	Talk/Full Svc.	CBS, Westwd	D&R	AMFM	High Point
WSJS	600	5 kw (DA-2)	Full Svc/Talk	ABC, ESPN, Talknt	Interep	Clear Channel	

FM Stations

Station	Power	Day	Format	Advertiser	Agency	Product	City
WFMX	105.7	100 kw @ 1515	Country	WW1, ABC, Jones	\$ NA	AMFM	Statesville
WHSL	100.3	100 kw @ 1035	Country		\$35.00	Sentry	AMFM
WIST	98.3	1.68 kw @ 420	Standards	ABC	\$ NA	GHB	Thomasville
WJMH	102.1	100 kw @ 1204	Black		\$55.00	D&R	Entercom, pend.
WKRR	92.3	100 kw @ 1288	AOR/Classic AOR		\$65.00	Katz	Dick
WKSI	98.7	100 kw @ 1035	Modern AC		\$40.00	Eastman	Bahakel
WKZL	107.5	100 kw @ 994	AC/CHR		\$80.00	Katz	Dick
WMAG	99.5	100 kw @ 1500	AC	AMFM	\$78.00	Sentry	AMFM
WMQX	93.1	100 kw @ 1099	Oldies		\$50.00	Mc-Guild	Entercom, pend.
WQMG	97.1	100 kw @ 1234	Black AC	ABC	\$35.00	Mc-Guild	Entercom, pend.
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		\$39.00	Mc-Guild	Clear Channel
							Eden

Notes: Other ranked stations -- See Charlotte or Raleigh-Durham

GREENVILLE-NEW BERN-JACKSONVILLE

Arbitron Rank: 81 Pop (12+): 465,900	Stations: 38 / 26	Last Year's Revenue: \$20,500,000
MSA Rank: 281 - Greenville; 243 - Jacksonville	Diaries: 1,571 / 297:1 / 53.7%	Household Income: \$35,552
MSA Pop: 423,000	Sample Target: 1,530	Total Retail Sales: \$5.1 Bil.
DMA: 105	% Below Line: 10.7	#1 Biller: WRNS-AF \$4,400,000
Average Persons Rating: 15.2	% Not Listed: 15.4	#1 Billing Portfolio:
Market TSL In Hours: 20.25	Pop per Station: 17,919	Beasley \$8,625,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WRNS-F	95 / 13.4	17.1	16.3	12.1	17.0	14.7	1085 / 23.3	28.9	26.5	132 / 1561	F	WRNS-F
2	WIKS-F	76 / 10.8	12.0	13.5	12.1	14.0	12.1	988 / 21.2	22.1	21.7	95 / 1338	D	WIKS-F
3	WSFL-F	63 / 8.9	10.6	9.9	8.6	7.1	9.5	865 / 18.6	20.0	16.0	74 / 1139	D	WSFL-F
4	WXNR-F	48 / 6.8	5.4	5.3	4.0	4.4	5.4	733 / 15.7	13.1	12.8	52 / 867	A	WXNR-F
5	WRHT-FF	41 / 5.8	4.7	4.7	5.0	5.1	5.1	831 / 17.8	10.9	10.3	52 / 1030	C	WRHT-FF
6	WNCT-F	30 / 4.2	3.1	3.9	4.6	4.3	4.0	428 / 9.2	9.6	9.9	49 / 682	C	WNCT-F
7	WMGV-F	26 / 3.7	3.5	3.0	4.3	4.5	3.6	484 / 10.0	9.9	11.7	32 / 573	B	WMGV-F
8	WELS-F	17 / 2.4	2.5	3.3	2.5	2.3	2.7	272 / 6.8	5.6	5.3	27 / 364	A	WELS-F
9	WKOQ-F	16 / 2.3	2.0	2.4	2.8	2.6	2.4	273 / 5.9	6.9	7.6	21 / 331	B	WKOQ-F
10	WERO-F	15 / 2.1	2.3	1.7	3.2	2.5	2.3	392 / 8.4	8.9	10.5	25 / 758	B	WERO-F
10	WQSL-F	15 / 2.1	1.4	1.9	2.5	2.1	2.0	326 / 7.0	7.2	7.8	20 / 426		WQSL-F
12	WANG-F	12 / 1.7	2.5	1.4	1.4	0.8	1.7	204 / 4.4	2.4	3.1	12 / 212		WANG-F
12	WXQR-F	12 / 1.7	0.8	0.9	1.4	1.1	1.2	196 / 4.2	3.9	3.0	16 / 256		WXQR-F
14	WRSV-F	11 / 1.6	2.4	2.0	2.2	1.8	2.0	211 / 4.5	6.0	5.3	45 / 670	A	WRSV-F
14	WFXX-F	11 / 1.6	1.3	0.9	1.0	1.8	1.2	188 / 3.6	2.8	4.0	45 / 588		WFXX-F
16	WZXS-F	10 / 1.4	1.3	0.9	1.5	1.8	1.3	85 / 1.8	2.1	2.8	13 / 132		WZXS-F
16	WTKF-F	10 / 1.4	1.3	1.3	1.3	1.2	1.3	156 / 3.4	3.4	3.3	11 / 160		WTKF-F

12+ FM Share (Metro): 95.99% (574 of 598) (Spring 98: 95.98%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WRHT-FF >>	1 WSFL-F <	1 WRNS-F <	1 WRNS-F	1 WRNS-F	1 WRNS-F >	1 WSFL-F <	1 WRNS-F >	1 WRNS-F >	1 WIKS-F	1 WIKS-F <
2 WIKS-F	2 WXNR-F <	2 WSFL-F	2 WSFL-F	2 WSFL-F	2 WIKS-F >	2 WRNS-F	2 WSFL-F <	2 WIKS-F	2 WRHT-FF	2 WRNS-F >>
3 WXNR-F	3 WRNS-F <	3 WIKS-F	3 WIKS-F >	3 WIKS-F >>	3 WNCT-F	3 WIKS-F >>	3 WIKS-F	3 WXNR-F <	3 WRNS-F	3 WRHT-FF <
4 WRSV-F	4 WIKS-F	4 WXNR-F	4 WXNR-F	4 WMGV-F	3 WSFL-F >	4 WXNR-F	4 WXNR-F >	4 WSFL-F	4 WXNR-F >	4 WSFL-F <
	5 WRHT-FF >>	5 WRHT-FF	4 WMGV-F <	5 WXNR-F <	5 WMGV-F	5 WNCT-F	5 WNCT-F	5 WRHT-FF >	5 WMGV-F	5 WXNR-F
	6 WMGV-F	6 WMGV-F >	6 WRHT-FF >	6 WRHT-FF	6 WKOQ-F	5 WRHT-FF	5 WRHT-FF	6 WNCT-F <	6 WSFL-F	6 WNCT-F
	6 WXQR-F <	7 WNCT-F	7 WNCT-F <	6 WNCT-F	7 WELS-F <	7 WMGV-F	7 WMGV-F >	7 WMGV-F >	7 WELS-F	7 WELS-F
		7 WERO-F <	8 WELS-F	8 WELS-F	8 WZXS-F	8 WTKF-F	8 WTKF-F	8 WNCT-F	8 WNCT-F	8 WMGV-F >
				9 WERO-F	8 WANG-F		9 WKOQ-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	12+ Ovrnite
1 WIKS-F	1 WIKS-F <	1 WRNS-F	1 WIKS-F	1 WRNS-F	1 WXNR-F >>	1 WSFL-F	1 WSFL-F	1 WSFL-F	1 WSFL-F <	1 WIKS-F <
1 WRHT-FF >>	2 WRHT-FF <	2 WIKS-F	1 WRNS-F >	2 WIKS-F >	2 WSFL-F >	1 WXNR-F	2 WRNS-F >	2 WRNS-F	2 WRNS-F >	2 WRNS-F >>
3 WRNS-F	3 WRNS-F >	3 WRHT-FF >	3 WRHT-FF	3 WMGV-F	3 WIKS-F	3 WRNS-F >	3 WXNR-F	3 WXNR-F >	3 WIKS-F >	3 WXQR-F
3 WSFL-F	4 WSFL-F	4 WSFL-F >	4 WMGV-F <	4 WNCT-F	3 WRNS-F	4 WIKS-F >	3 WIKS-F >>	4 WIKS-F	4 WXNR-F >	4 WRHT-FF
3 WQSL-F >	5 WXNR-F		5 WSFL-F >	4 WSFL-F	5 WRHT-FF	5 WRHT-FF		5 WRHT-FF	5 WNCT-F	4 WSFL-F
	6 WERO-F		6 WXNR-F	4 WRHT-FF		6 WXQR-F		6 WMGV-F	6 WMGV-F	
	6 WQSL-F		6 WELS-F	7 WELS-F >				7 WXQR-F	6 WRHT-FF	
			8 WNCT-F						6 WFXX-F	
			8 WERO-F							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WANJ-F	ST	101.1	Belhaven	0.4	2.0	5	142	WDRP-F	REL	98.9	Windsor	0.4	1.1	5	140
WCZI-F	T	98.3	Washington	0.4	2.0	3	106	WGTM	B/G	590	Wilson	0.4	0.7	15	175
WDLX	T	930	Washington	0.6	1.4	4	76	WKIX-F	C	96.9	Goldsboro	0.7	3.1	19	497
WGPM-F	AC	94.3	Farmville	0.4	1.6	4	91	WKXB-F	B/O	99.9	Burgaw	0.4	1.0	11	174
WJCV	G	1290	Jacksonville	0.7	0.8	5	37	WMNX-F	B	97.3	Wilmington	1.3	4.2	20	305
WNBR-FF	B/O	97.7	Kinston	1.0	2.5	10	144	WQDR-F	C	94.7	Raleigh	0.6	2.4	28	365
WNOS	ST	1450	New Bern	0.6	0.9	4	42	WRAL-F	AC/CHR	101.5	Raleigh	0.6	3.1	24	586
WOOW	G	1340	Greenville	0.4	1.4	3	64	WRDU-F	AOR	106.1	Wilson	1.3	4.8	51	714
WTOW	B/G	1320	Washington	0.7	0.6	5	29	WTRG-F	O	100.7	Rocky Mount	1.3	3.7	29	527
								WZFX-F	B	99.1	Whiteville	0.7	2.0	19	281

GREENVILLE-NEW BERN-JACKSONVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Beasley WIKS-FM, WMGV-FM, WNCT-AM, WNCT-FM, WSFL-FM, WXNR-FM	34.4 %	37.0 %	42.1 %	AC	0 (0)	33 (3)	33 (3)	5.5 %	7.1 %
Cumulus WQSL-FM, WXQR-FM	3.8 %	2.3 %	4.4 %	AOR/Classic/NR	0 (0)	132 (4)	132 (4)	22.1 %	15.9 %
Local - 1 WCBZ-FM, WNBR-FM, WRHT-FM, WZBR-FM	6.6 %	5.2 %	9.7 %	Black/Urban	0 (0)	121 (8)	121 (8)	20.2 %	20.4 %
Local - 2 WCZI-FM, WGPM-FM	0.8 %	1.3 %	%	CHR	0 (0)	56 (3)	56 (3)	9.4 %	8.0 %
Pinnacle WANG-FM, WANJ-FM, WDLX-AM, WERO-FM, WKOO-FM, WRNS-AM, WRNS-FM	20.5 %	22.9 %	29.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	66.2 %	68.7 %	85.5 %	Country	0 (0)	104 (3)	104 (3)	17.4 %	25.1 %
				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	4 (1)	13 (2)	17 (3)	2.8 %	3.7 %
				Oldies	0 (0)	70 (4)	70 (4)	11.7 %	12.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	16 (4)	20 (2)	36 (6)	6.0 %	4.2 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	4 (1)	25 (3)	29 (4)	4.8 %	2.8 %
				Totals	24 (6)	574 (32)	598 (38)		

FM Stations

Station	Freq	Power	Format	Company	City
WANG	105.1	18.5 kw @ 384	Standards	Westwd \$ NA Katz	Pinnacle Havelock
WCBZ	103.7	100 kw @ 981	Simul. WRHT-F		Williamston
WELS	102.9	3 kw @ 328	Black Gospel	ABC, AURN \$ NA --	Willis 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
WKOO	98.7	100 kw @ 978	Oldies	ABC \$25.00 Allied	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	CHR	\$19.00 Banner	Cumulus 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
WRSV	92.1	1.7 kw @ 380	Black	AURN \$ NA --	Rocky Mount
WSFL	106.5	100 kw @ 915	AOR	Westwd \$47.00 D&R	Beasley New Bern
WTKF	107.3	7 kw @ 607	Talk	Westwd, Talknt, 1/1 \$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 AOR	\$<20.00 Banner	Cumulus Jacksonville
WZXS	103.9	21.5 kw @ 328	Standards	ABC \$ NA --	Topsail Beach

Notes: WFXK-F -- See Raleigh-Durham

GREENVILLE-SPARTANBURG

Arbitron Rank: 58 **Pop (12+):** 744,900
MSA Rank: 63
MSA Pop: 935,000
DMA: 35 (w/Asheville)
Average Persons Rating: 15.2
Market TSL in Hours: 20.00

Stations: 29 / 22
Diaries: 1,944 / 383:1 / 50.7%
Sample Target: 1,910
% Below Line: 4.7
% Not Listed: 14.2
Pop per Station: 33,859

Last Year's Revenue: \$32,800,000
Household Income: \$38,885
Total Retail Sales: \$9.3 Bil.
#1 Biller: WSSL-F \$5,300,000
#1 Billing Portfolio: AMFM \$14,300,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WSSL-F	C	122 / 10.8	9.9	8.8	8.1	9.2	9.4	1601 / 21.5	20.4	22.4	179 / 2617	G	WSSL-F
2	WJMZ-F	B	121 / 10.7	9.5	9.3	10.8	10.6	10.1	1174 / 15.8	15.3	16.7	206 / 2017	F	WJMZ-F
3	WFBC-F	CHR	111 / 9.8	8.8	7.7	8.2	8.1	8.6	1811 / 24.3	20.4	21.8	182 / 3195	D	WFBC-F
4	WESC-F	C	95 / 8.4	6.6	7.8	7.8	7.3	7.6	1461 / 19.6	18.0	18.8	148 / 2363	E	WESC-F
5	WROQ-F	AOR	86 / 7.6	6.8	7.8	8.6	7.5	7.7	1249 / 16.8	16.3	17.0	139 / 2048	G	WROQ-F
6	WSPA-F	SAC	71 / 6.3	6.8	7.5	5.8	7.6	6.6	1036 / 13.9	14.3	13.4	98 / 1665	E	WSPA-F
7	WMIY-F	AC	70 / 6.2	6.8	5.6	7.1	5.7	6.4	1273 / 17.1	16.5	16.6	121 / 2297	E	WMIY-F
8	WTPT-F	AOR	67 / 5.9	6.0	5.5	6.1	5.3	5.9	990 / 13.3	12.8	12.2	117 / 1791	C	WTPT-F
9	WOLI-F	O	37 / 3.3	2.7	3.0	3.9	3.2	3.2	648 / 8.7	7.3	8.6	38 / 687		WOLI-F
10	WORD-AA	N/T	33 / 2.9	3.8	4.0	3.9	3.9	3.7	486 / 6.5	8.2	7.2	36 / 532	B	WORD-AA
11	WMUU-F	EZ/ST	27 / 2.4	3.4	2.1	2.2	2.7	2.5	421 / 5.7	5.5	5.8	37 / 611	B	WMUU-F
12	WPEK-F	T	20 / 1.8	2.0	2.7	1.8	2.2	2.1	387 / 5.2	6.8	6.4	30 / 635	B	WPEK-F
13	WPJM	B/G	17 / 1.5	1.2	1.7	0.8	1.2	1.3	167 / 2.2	2.9	2.0	17 / 167		WPJM
14	WPEG-F	B	14 / 1.2	1.6	1.3	1.7	1.9	1.5	296 / 4.0	3.8	4.1	33 / 597		WPEG-F
15	WMIT-F	REL	11 / 1.0	0.9	0.7	1.2	1.1	0.9	253 / 3.4	2.8	3.1	43 / 693		WMIT-F

12+ FM Share (Metro): 92.08% (895 of 972) (Spring 98: 90.37%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WASC	B/O	1530	Spartanburg	0.6	0.7	7	54	WBAV-F	B/AC	101.9	Gastonia, NC	0.8	1.6	24	321
WCCP-F	SPRTS	104.9	Clemson	0.5	2.2	8	203	WHLC-F	EZ	104.5	Highlands, NC	0.4	1.0	14	182
WESC	C	660	Greenville	0.4	1.3	5	125	WKS-F	C	99.9	Asheville, NC	0.4	2.5	73	1296
WRIX	G	1020	Homeland Park	0.6	1.1	7	104	WLNK-F	AC-NR	107.9	Charlotte	0.4	2.7	14	391
WRIX-F	C	103.1	Honea Path	0.8	1.5	17	197	WWMG-F	O	96.1	Shelby, NC	0.4	2.1	20	462
WSPA	T	950	Spartanburg	0.8	2.1	10	176								

GREENVILLE-SPARTANBURG

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	24.6 %	30.2 %	43.6 %	AC	0 (0)	75 (2)	75 (2)	7.7 %	7.7 %
WGVL-AM, WMYI-FM, WROQ-FM, WSSL-FM				AOR/Classic/NR	0 (0)	153 (2)	153 (2)	15.7 %	14.8 %
Clear Channel	25.4 %	24.2 %	26.7 %	Black/Urban	7 (1)	144 (3)	151 (4)	15.5 %	15.3 %
WESC-AM, WESC-FM, WJMZ-FM, WTPT-FM				CHR	0 (0)	111 (1)	111 (1)	11.4 %	9.9 %
Entercom, pend.	19.8 %	15.7 %	23.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WFBC-FM, WORD-AM, WSPA-AM, WSPA-FM, WYRD-AM				Country	4 (1)	231 (4)	235 (5)	24.2 %	21.5 %
Local (LMA to WFBC-F)	3.3 %	4.6 %	%	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %
WOLI-FM, WOLT-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	73.0 %	74.7 %	94.0 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	42 (3)	20 (1)	62 (4)	6.4 %	7.9 %
				Oldies	0 (0)	42 (3)	42 (3)	4.3 %	5.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	24 (2)	11 (1)	35 (3)	3.6 %	4.1 %
				Soft AC	0 (0)	71 (1)	71 (1)	7.3 %	8.8 %
				Sports	0 (0)	6 (1)	6 (1)	0.6 %	0.5 %
				Standards/EZ	0 (0)	31 (2)	31 (2)	3.2 %	3.6 %
				Totals	77 (7)	895 (21)	972 (28)		

AM Stations

Station	Freq	Power	Format	Service	Revenue	Notes	Group
WORD	910	3.6 kw/0.89 kw (DA-2)	News/Talk	CBS, ESPN	\$19.00	Allied	Sinclair Best Gp
WPJM	800	1 kw/0.44 kw	Black Gospel	AURN	\$ NA	---	Greer
WSPA	950	5 kw (DA-N)	Talk	CBS, Westwd	\$17.00	Allied	Sinclair Best Gp
WYRD	1330	5 kw (DA-N)	Simul. WORD				

FM Stations

Station	Freq	Power	Format	Service	Revenue	Notes	Group
WESC	92.5	100 kw @ 2000	Country	ABC	\$77.00	Clr Chnl	Clear Channel
WFBC	93.7	100 kw @ 1850	CHR	CBS	\$40.00	Katz	Entercom, pend.
WJMZ	107.3	100 kw @ 1010	Black	ABC	\$59.00	Clr Chnl	Clear Channel
WMUU	94.5	100 kw @ 1200	EZ/Standards	UPI	\$24.00	---	Anderson
WMYI	102.5	20 kw @ 1782	AC	AMFM	\$97.00	Christal	AMFM
WOLI	103.9	6 kw @ 328	Oldies	ABC	\$21.00	Allied	WOLT-F
WOLT	103.3	2.7 kw @ 495	Simul. WOLI-F				Greer
WPEK	98.1	100 kw @ 997	Talk	CNN, WW1, CBS	\$ NA	---	Seneca, SC
WROQ	101.1	100 kw @ 986	AOR/Classic AOR	ABC	\$100.00	Banner	AMFM
WSPA	98.9	100 kw @ 1910	Soft AC		\$44.00	Allied	Entercom, pend.
WSSL	100.5	100 kw @ 1240	Country	AMFM	\$109.00	Katz	AMFM
WTPT	93.3	93 kw @ 2030	AOR	ABC	\$22.00	Banner	Clear Channel

Notes: Other ranked stations - See Charlotte or Asheville . . . Revenue data for WOLI-FF are not available . . . 4/99 WDAB (1580; Travelers Rest) changed from Standards to Hispanic . . . 4/99 WELP (1360; Easley) sold for \$150,000 . . . 7/99 Sinclair Broadcast Group sold WFBC-F, WSPA-F and its LMA of WOLI-F/ WOLT-F to Entercom as part of an \$821,500,000 group transaction; Entercom also purchased Sinclair's WORD, WYRD and WSPA (all AM) in a separate, \$3,000,000 transaction (DB Alex. Brown) . . . 7/99 WGVL (1440) changed from simulcasting Country WSSL-F to Hispanic

HARRISBURG

Arbitron Rank: 76 Pop (12+): 522,200
MSA Rank: 85
MSA Pop: 619,000
DMA: 46 (w/Lanc., York)
Average Persons Rating: 15.5
Market TSL in Hours: 20.50

Stations: 34 / 20
Diaries: 1,632 / 320:1 / 58.3%
Sample Target: 1,650
% Below Line: 17.9
% Not Listed: 13.3
Pop per Station: 26,110

Last Year's Revenue: \$25,500,000
Household Income: \$48,284
Total Retail Sales: \$6.8 Bil.
#1 Biller: WNNK-F \$7,600,000
#1 Billing Portfolio: AMFM, pend. \$11,400,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spq 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level		
1	WRVV-F	AC	82 / 10.2	7.6	6.1	6.9	7.2	7.7	945 / 18.1	16.1	18.5	120 / 1728	F	WRVV-F
2	WNNK-F	CHR	81 / 10.0	11.9	11.5	12.0	10.2	11.4	1313 / 25.1	26.3	23.4	97 / 1671	H	WNNK-F
3	WHP	FS	73 / 9.0	8.8	9.1	8.3	8.0	8.8	845 / 16.2	19.7	16.5	108 / 1414	D	WHP
4	WQXA-F	AOR	49 / 6.1	4.9	5.2	6.0	5.2	5.5	740 / 14.2	15.2	14.0	129 / 2014	*	WQXA-F
4	WRBT-F	C	49 / 6.1	6.0	6.6	8.1	7.8	6.7	712 / 13.6	13.4	15.1	67 / 1025	C	WRBT-F
6	WRKZ-F	C	48 / 5.9	4.5	4.4	5.0	6.1	5.0	572 / 10.9	12.2	12.8	133 / 1719	E	WRKZ-F
7	WWKL-F	O	43 / 5.3	6.6	5.2	5.4	4.8	5.6	695 / 13.3	13.3	13.0	52 / 965	D	WWKL-F
8	WROZ-F	SAC	30 / 3.7	2.7	3.1	3.2	4.2	3.2	575 / 11.0	10.9	10.8	77 / 1469		WROZ-F
9	WTPA-F	AOR	29 / 3.6	4.5	5.0	4.9	5.6	4.5	588 / 11.3	13.6	13.8	77 / 1297	E	WTPA-F
10	WLAN-F	CHR	22 / 2.7	2.4	3.2	3.1	2.6	2.9	620 / 11.9	12.4	11.1	103 / 2140		WLAN-F
11	WTCY	B/A/C	20 / 2.5	2.6	3.7	2.6	3.0	2.8	214 / 4.1	4.2	4.2	20 / 227	A	WTCY
12	WARM-F	SAC	15 / 1.9	1.3	1.5	1.6	1.6	1.6	286 / 5.5	5.3	4.7	97 / 1491		WARM-F
12	WNCE-F	EZ/ST	15 / 1.9	2.4	1.7	2.1	1.8	2.0	277 / 5.3	4.6	4.8	21 / 445		WNCE-F
14	WYCR-F	CHR	14 / 1.7	1.2	2.0	1.2	1.2	1.5	465 / 8.9	9.7	6.3	69 / 1659		WYCR-F
15	WHYL	ST	13 / 1.6	1.6	1.9	2.9	3.4	2.0	225 / 4.3	4.9	6.3	17 / 329	A	WHYL
16	WSOX-F	O	12 / 1.5	0.9	0.5	0.4		0.8	254 / 4.9	1.7		113 / 1582		WSOX-F
16	WKBO	ST	12 / 1.5	1.6	1.5	1.3	1.7	1.5	166 / 3.2	3.6	3.6	12 / 176	A	WKBO
18	WLBR	FS	11 / 1.4	3.1	2.1	2.1	1.8	2.2	192 / 3.7	4.4	4.6	13 / 241	A	WLBR
18	WHYL-F	C	11 / 1.4	1.1	2.0	1.8	1.7	1.6	205 / 3.9	5.7	5.6	12 / 249	B	WHYL-F
18	WEGK-F	CL AOR	11 / 1.4	1.9	2.4	1.6	1.4	1.8	331 / 6.3	6.7	6.9	51 / 1200		WEGK-F

12+ FM Share (Metro): 80.14% (561 of 700) (Spring 98: 77.18%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WNNK-F >>	1 WNNK-F	1 WRVV-F	1 WRVV-F >	1 WRVV-F	1 WHP	1 WNNK-F	1 WRVV-F	1 WRVV-F <	1 WNNK-F	1 WNNK-F
2 WLAN-F >	2 WQXA-F >	2 WNNK-F	2 WNNK-F >	2 WNNK-F >	2 WRVV-F >	1 WHP <	1 WHP	2 WNNK-F >	2 WRVV-F >	2 WRVV-F
3 WQXA-F	3 WRVV-F	3 WQXA-F	3 WQXA-F	3 WQXA-F	3 WWKL-F <	3 WRVV-F <	3 WNNK-F >	3 WRBT-F <	3 WROZ-F <	3 WHP <
3 WYCR-F >>	4 WTPA-F	4 WRBT-F	4 WRBT-F	3 WRBT-F <	4 WRKZ-F <	4 WQXA-F >	4 WRKZ-F <	4 WHP	4 WRBT-F <	4 WRKZ-F <
	5 WRBT-F	5 WTPA-F	5 WRKZ-F <	5 WWKL-F	5 WNNK-F	5 WRBT-F <	5 WRBT-F <	5 WRKZ-F <	5 WHP <	5 WWKL-F
	6 WLAN-F	6 WRKZ-F <	6 WTPA-F <	6 WRKZ-F	6 WRBT-F	6 WRKZ-F	6 WQXA-F <	6 WQXA-F <	6 WQXA-F	6 WRBT-F <
	7 WRKZ-F	7 WWKL-F	7 WWKL-F <	7 WHP <	7 WROZ-F	7 WWKL-F >	7 WWKL-F >	7 WWKL-F >	7 WRKZ-F	7 WROZ-F
	8 WROZ-F	8 WHP <	8 WTPA-F	8 WTPA-F	8 WTPA-F	8 WTPA-F	8 WTPA-F	8 WTPA-F	7 WLAN-F	8 WQXA-F
	8 WHP	9 WROZ-F >	9 WROZ-F >	9 WROZ-F >	9 WLBR	9 WROZ-F	8 WROZ-F <	8 WROZ-F <	8 WTCY	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WNNK-F	1 WNNK-F >	1 WNNK-F >	1 WNNK-F	1 WNNK-F <	1 WQXA-F >>	1 WQXA-F >	1 WQXA-F >	1 WRVV-F	1 WRVV-F	1 WNNK-F >
2 WRBT-F >	2 WRVV-F	2 WRVV-F >	2 WRVV-F	2 WRVV-F >	2 WTPA-F	2 WTPA-F <	2 WTPA-F	2 WQXA-F >	2 WQXA-F >	2 WRVV-F >
3 WQXA-F	2 WRBT-F	3 WRBT-F	3 WRBT-F >	3 WRBT-F	2 WNNK-F	3 WNNK-F	3 WNNK-F	3 WTPA-F	3 WNNK-F	3 WHP
3 WYCR-F	4 WQXA-F	4 WQXA-F	4 WRKZ-F <	3 WWKL-F	4 WRVV-F	4 WRVV-F >	4 WRVV-F >	4 WNNK-F	3 WHP	4 WRBT-F
3 WLAN-F >	4 WLAN-F	4 WTCY	5 WWKL-F	5 WRKZ-F >	4 WLAN-F >	5 WRBT-F	5 WRKZ-F	5 WHP	3 WTPA-F	4 WRKZ-F
	6 WTCY	6 WLAN-F	6 WTCY	6 WROZ-F <		6 WHYL-F	5 WRBT-F	6 WRBT-F	6 WRBT-F	
	7 WROZ-F	6 WRKZ-F	6 WROZ-F	7 WTCY		6 WRKZ-F	7 WHP >	7 WRKZ-F	7 WWKL-F	
	7 WTPA-F					6 WLAN-F	7 WEGK-F	7 WEGK-F	8 WRKZ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WIOO	AC	1000	Carlisle	0.6	1.3	5 77	WAYZ-F	C	101.5	Waynesboro	0.4	1.0	3 57
WQIC-F	AC	100.1	Lebanon	0.6	2.0	5 154	WBAL	N/T	109.0	Baltimore	0.5	0.6	12 195
WQLV-F	SAC	98.9	Millersburg	0.7	2.8	8 227	WDAC-F	REL	94.5	Lancaster	1.1	4.2	51 948
WWKL	O	1460	Harrisburg	0.1	1.3	1 73	WGTY-F	C	107.7	Gettysburg	0.4	1.6	55 732
WYGL-F	C	100.5	Elizabeth	0.4	1.1	13 202	WIOV-F	C	105.1	Ephrata	1.1	2.8	74 974
							WLZS-F	O	106.1	Beaver Springs	0.4	0.9	7 100
							WQXK-F	CHR	94.1	Sunbury	0.6	2.2	28 380
							WRFY-F	CHR	102.5	Reading	0.5	1.2	24 499

HARRISBURG

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM, pend.	18.0 %	19.1 %	45.1 %	AC	5 (1)	87 (2)	92 (3)	13.1 %	8.3 %
WNCE-FM, WNNK-FM, WTCY-AM, WTPA-FM				AOR/Classic/NR	0 (0)	89 (3)	89 (3)	12.7 %	14.1 %
Citadel	15.0 %	14.3 %	14.9 %	Black/Urban	20 (1)	0 (0)	20 (1)	2.9 %	3.5 %
WHYL-AM, WHYL-FM, WQXA-FM, WRKZ-FM				CHR	0 (0)	126 (5)	126 (5)	18.0 %	18.0 %
Clear Channel	32.2 %	33.6 %	39.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WHP-AM, WKBO-AM, WRBT-FM, WRV-FM, WWKL-AM, WWKL-FM				Country	0 (0)	126 (7)	126 (7)	18.0 %	19.1 %
	65.2 %	67.0 %	99.8 %	Full Service	84 (2)	0 (0)	84 (2)	12.0 %	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	4 (1)	0 (0)	4 (1)	0.6 %	1.4 %
				Oldies	1 (1)	58 (3)	59 (4)	8.4 %	6.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	9 (1)	9 (1)	1.3 %	2.6 %
				Soft AC	0 (0)	51 (3)	51 (3)	7.3 %	7.6 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	25 (2)	15 (1)	40 (3)	5.7 %	8.4 %
				Totals	139 (8)	561 (25)	700 (33)		

AM Stations

Station	Freq	Power	Service	Market	Revenue	Format	Clear Channel	Other
WHP	580	5 kw (DA-N)	Full Service	ABC	\$44.00	Cir Chnl	Clear Channel	
WHYL	960	5 kw/0.22 kw (DA-1)	Standards	Westwd	\$<20.00	Unirep	Citadel	Carlisle
WKBO	1230	1 kw	Standards	Westwd	\$ NA	Cir Chnl	Clear Channel	
WLBR	1270	5 kw/1 kw (DA-2)	Full Service	ABC	\$<20.00	K&P	WQIC-F	Lebanon
WTCY	1400	1 kw	Black AC	AMFM, ABC	\$<20.00	Eastman	AMFM	

FM Stations

Station	Freq	Power	Service	Market	Revenue	Format	Clear Channel	Other
WHYL	102.3	3 kw @ 328	Country		\$<20.00	---	Citadel	Carlisle
WNCE	92.1	3.3 kw @ 300	EZ List/Standards	ABC	\$15.00	Sentry	AMFM, pend.	Palmyra
WNNK	104.1	22.5 kw @ 725	CHR	Westwd, AMFM	\$129.00	Eastman	AMFM	
WQXA	105.7	25.1 kw @ 705	AOR		\$ NA	Mc-Guild	Citadel	York
WRBT	94.9	25 kw @ 700	Country		\$22.00	Cir Chnl	Clear Channel	
WRKZ	106.7	14 kw @ 928	Country	ABC	\$75.00	Allied	Citadel	Hershey
WRV	97.3	17 kw @ 840	AC	ABC	\$65.00	Cir Chnl	Clear Channel	
WTPA	93.5	1.25 kw @ 719	AOR	ABC	\$64.00	Sentry	AMFM, pend.	Mechanicsburg
WWKL	99.3	6 kw @ 328	Oldies	ABC	\$43.00	Christal	Clear Channel	

Notes: Other ranked stations – See York or Lancaster . . . Although WQXA-F now claims Harrisburg as its home market, we estimate that York was the source of most of its 1998 revenue – thus, we leave the station home to York.

HARTFORD

Arbitron Rank: 45 **Pop (12+):** 955,200
MSA Rank: 50
MSA Pop: 1,110,000
DMA: 26 (w/New Haven)
Average Persons Rating: 15.7
Market TSL in Hours: 20.75

Stations: 26 / 15
Diaries: 2,369 / 403:1 / 48.8%
Sample Target: 2,320
% Below Line: 8.2
% Not Listed: 16.0
Pop per Station: 63,680

Last Year's Revenue: \$65,900,000
Household Income: \$56,720
Total Retail Sales: \$11.6 Bil.
#1 Biller: WRCH-F \$11,400,000
#1 Billing Portfolio: CBS/Infinity \$32,400,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WRCH-F	SAC	169 / 11.3	12.5	11.4	11.5	11.2	11.7	2107 / 22.1	21.9	23.5	235 / 3035	I WRCH-F
2	WTIC	FS	161 / 10.7	11.8	10.9	10.7	11.1	11.0	2298 / 24.1	24.0	24.9	200 / 3115	I WTIC
3	WKSS-F	CHR	134 / 8.9	8.2	7.6	6.8	7.5	7.9	2259 / 23.7	23.4	24.4	253 / 4854	G WKSS-F
4	WWYZ-F	C	118 / 7.9	7.4	6.9	6.6	6.4	7.2	1469 / 15.4	15.1	14.5	232 / 3059	H WWYZ-F
5	WTIC-F	AC/CHR	104 / 6.9	7.5	7.1	6.5	6.7	7.0	2236 / 23.4	23.8	23.4	158 / 3713	H WTIC-F
6	WDRC-AA	ST	78 / 5.2	3.8	6.0	4.7	4.1	4.9	794 / 8.3	9.7	8.6	82 / 891	C WDRC-AA
7	WDRC-F	O	70 / 4.7	5.4	4.5	6.2	6.0	5.2	1432 / 15.0	14.1	15.4	155 / 3129	G WDRC-F
8	WCCC-F	AOR	70 / 4.7	4.2	4.7	4.3	4.6	4.5	1249 / 13.1	12.4	13.4	120 / 2316	E WCCC-F
9	WHCN-F	CL AOR	65 / 4.3	3.7	3.1	3.0	2.4	3.5	1187 / 12.4	11.4	9.8	115 / 2285	D WHCN-F
10	WZMX-F	B/O	63 / 4.2	2.5	3.3	3.0	3.2	3.2	1100 / 11.5	11.1	12.2	111 / 2116	E WZMX-F
11	WMRQ-F	AOR-NR	57 / 3.8	4.0	4.0	4.7	4.8	4.1	1397 / 14.6	13.5	16.4	118 / 2858	G WMRQ-F
12	WNEZ	B	25 / 1.7	1.7	2.1	2.6	2.5	2.0	473 / 5.0	5.3	5.2	27 / 585	A WNEZ
13	WAQY-F	CL AOR	23 / 1.5	1.5	1.5	1.7	2.1	1.6	582 / 6.1	5.9	7.9	85 / 1639	WAQY-F
14	WKCI-F	CHR	20 / 1.3	1.1	1.0	0.9	0.7	1.1	578 / 6.1	4.5	6.1	88 / 2182	WKCI-F
14	WFAN	SPRTS	20 / 1.3	1.4	1.7	1.1	1.2	1.4	471 / 4.9	5.9	5.0	83 / 1563	WFAN

12+ FM Share (Metro): 74.72% (943 of 1262) (Spring 98: 74.09%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >>>	1 WKSS-F	1 WRCH-F <	1 WRCH-F	1 WRCH-F >	1 WTIC	1 WTIC >	1 WRCH-F >	1 WRCH-F	1 WKSS-F	1 WKSS-F <
2 WMRQ-F	2 WTIC-F	2 WKSS-F	2 WTIC-F <	2 WTIC-F <	2 WRCH-F >	2 WRCH-F	2 WTIC	2 WKSS-F	2 WTIC <	2 WWYZ-F <
3 WTIC-F	3 WCCC-F	3 WTIC-F	3 WKSS-F	3 WWYZ-F <	3 WWYZ-F	3 WKSS-F <	3 WKSS-F	3 WTIC <	3 WRCH-F	3 WRCH-F <
3 WNEZ >	4 WMRQ-F	4 WCCC-F <	4 WHCN-F	4 WKSS-F	4 WDRC-AA	4 WTIC-F	3 WWYZ-F	4 WWYZ-F	4 WWYZ-F	4 WTIC >
	5 WRCH-F	5 WHCN-F	4 WCCC-F	5 WTIC <	5 WDRC-F >	5 WWYZ-F <	3 WTIC-F >	5 WTIC-F	5 WCCC-F	5 WTIC-F <
	6 WHCN-F	5 WWYZ-F	4 WWYZ-F <	6 WHCN-F	6 WTIC-F <	6 WCCC-F	6 WDRC-AA <	6 WDRC-F	6 WDRC-F <	6 WDRC-F <
	6 WWYZ-F	7 WZMX-F	7 WZMX-F	6 WZMX-F <	7 WZMX-F <	6 WDRC-AA >	7 WZMX-F	7 WMRQ-F	7 WTIC-F <	7 WDRC-AA
	8 WZMX-F >	8 WMRQ-F	8 WTIC	8 WCCC-F <	8 WHCN-F	8 WZMX-F <	7 WHCN-F <	7 WHCN-F	8 WMRQ-F	8 WHCN-F
		8 WTIC	9 WDRC-F	9 WDRC-F >	9 WKSS-F >	9 WDRC-F <	9 WMRQ-F <	9 WCCC-F <	9 WHCN-F <	9 WZMX-F <
		10 WDRC-F >>	10 WMRQ-F >			10 WHCN-F	10 WDRC-F <		9 WZMX-F <	10 WCCC-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	12+ Ovrnite
1 WKSS-F >	1 WKSS-F	1 WTIC-F <	1 WRCH-F <	1 WRCH-F >	1 WKSS-F	1 WCCC-F >	1 WCCC-F >>	1 WCCC-F	1 WCCC-F	1 WTIC >>
2 WTIC-F >	2 WTIC-F >	2 WKSS-F >	2 WKSS-F	2 WTIC-F <	2 WCCC-F	2 WKSS-F <	2 WMRQ-F	2 WHCN-F	2 WRCH-F <	2 WRCH-F
3 WRCH-F	3 WRCH-F >	3 WRCH-F	3 WTIC-F >	3 WKSS-F	3 WMRQ-F >	3 WMRQ-F >	3 WKSS-F <	3 WKSS-F <	3 WHCN-F <	3 WWYZ-F
4 WMRQ-F	4 WWYZ-F	4 WWYZ-F >	4 WWYZ-F	4 WWYZ-F	4 WTIC-F	4 WTIC-F	4 WTIC-F	4 WRCH-F <	4 WTIC	4 WTIC-F <
5 WHCN-F	5 WMRQ-F	5 WZMX-F	5 WZMX-F	5 WZMX-F	5 WZMX-F >	5 WHCN-F	4 WHCN-F	5 WTIC-F <	5 WDRC-F	
	6 WHCN-F	6 WMRQ-F	6 WHCN-F	6 WTIC <		5 WZMX-F	6 WZMX-F	6 WMRQ-F <	5 WWYZ-F <	
		7 WKCI-F	7 WTIC	7 WDRC-F		7 WRCH-F	7 WRCH-F >	7 WTIC	7 WTIC-F	
						8 WWYZ-F		8 WZMX-F <	8 WZMX-F <	
								9 WWYZ-F	9 WKSS-F <	
									10 WMRQ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WLAT	SP-TP	1230	Manchester	0.7	1.9	11 180	WAAF-F	AOR-NR	107.3	Worcester, MA	0.4	2.0	44 892
WPOP	SPRTS	1410	Hartford	0.8	3.3	14 363	WCBS	N	880	New York	0.3	1.6	35 973
							WEBE-F	AC	107.9	Westport	0.4	1.1	56 949
							WHYN-F	AC	93.1	Springfield, MA	0.3	2.0	60 1014
							WMAS-F	AC	94.7	Springfield, MA	0.7	3.2	74 1310
							WNNZ	T/N	640	Westfield, MA	0.4	1.1	42 622
							WPKX-F	C	97.9	Enfield, CT	0.7	2.7	67 1126
							WPLR-F	AOR	99.1	New Haven	0.9	3.5	87 1564

HARTFORD

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	25.7 %	26.3 %	33.8 %	AC	0 (0)	125 (4)	125 (4)	9.9 %	9.7 %
WHCN-FM, WKSS-FM, WMRQ-FM, WPOP-AM, WWYZ-FM				AOR/Classic/NR	0 (0)	234 (6)	234 (6)	18.5 %	18.1 %
Buckley	10.0 %	6.2 %	10.6 %	Black/Urban	25 (1)	63 (1)	88 (2)	7.0 %	3.0 %
WDRC-AM, WDRC-FM, WMMW-AM, WSNG-AM				CHR	0 (0)	154 (2)	154 (2)	12.2 %	10.4 %
CBS/Infinity	33.1 %	34.7 %	49.2 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WRCH-FM, WTIC-AM, WTIC-FM, WZMX-FM				Country	0 (0)	128 (2)	128 (2)	10.1 %	11.0 %
Mega	2.4 %	2.2 %	1.0 %	Full Service	161 (1)	0 (0)	161 (1)	12.8 %	13.4 %
WLAT-AM, WNEZ-AM				Hispanic	11 (1)	0 (0)	11 (1)	0.9 %	1.8 %
	71.2 %	69.4 %	94.6 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	11 (2)	0 (0)	11 (2)	0.9 %	0.8 %
				Oldies	0 (0)	70 (1)	70 (1)	5.5 %	11.1 %
				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	0 (0)	169 (1)	169 (1)	13.4 %	13.9 %
				Sports	32 (2)	0 (0)	32 (2)	2.5 %	1.9 %
				Standards/EZ	79 (2)	0 (0)	79 (2)	6.3 %	5.0 %
				Totals	319 (9)	943 (17)	1262 (26)		

AM Stations

Station	Power	Frequency	Format	Company	Revenue	Group	Parent
WDRC	1360	5 kw (DA-N)	Standards	Westwd, CNN	\$30.00	Mc-Guild	Buckley
WMMW	1470	2.5 kw (DA-2)	Simul. WDRC				Meriden
WNEZ	910	5 kw (DA-2)	Black	Westwd	\$ NA	Allied	Mega
WTIC	1080	50 kw (DA-N)	Full Service	CBS	\$135.00	Group W	CBS/Infinity
							New Britain

FM Stations

Station	Power	Frequency	Format	Company	Revenue	Group	Parent
WCCC	106.9	23.2 kw @ 725	AOR	ABC	\$44.00	D&R	Martin
WDRC	102.9	19.5 kw @ 810	Oldies	Westwd	\$94.00	Mc-Guild	Buckley
WHCN	105.9	16 kw @ 867	Classic AOR	ABC	\$80.00	Christal	AMFM
WKSS	95.7	16.5 kw @ 879	CHR		\$92.00	Christal	AMFM
WMRQ	104.1	18 kw @ 866	AOR-New Rock		\$66.00	Christal	AMFM
WRCH	100.5	7.5 kw @ 1250	Soft AC		\$172.00	Katz	CBS/Infinity
WTIC	96.5	20 kw @ 810	AC/CHR		\$84.00	Eastman	CBS/Infinity
WWYZ	92.5	17 kw @ 879	Country	Westwd, AMFM	\$102.00	Sentry	AMFM
WZMX	93.7	17 kw @ 850	Black Oldies		\$97.00	Katz	CBS/Infinity
							New Britain
							Waterbury

Notes: Other ranked stations – See New Haven, New York or Springfield, MA . . . 5/99 WZMX-F changed from Classic AOR to Black Oldies as "Dancin' Oldies 93.7"

HONOLULU

Arbitron Rank: 60 Pop (12+): 723,500
MSA Rank: 68
MSA Pop: 872,000
DMA: 71
Average Persons Rating: 15.9
Market TSL in Hours: 21.50

Stations: 27 / 27
Diaries: 1,983 / 365:1 / 55.3%
Sample Target: 1,960
% Below Line: 0.0
% Not Listed: 6.9
Pop per Station: 26,796

Last Year's Revenue: \$22,400,000
Household Income: \$59,516
Total Retail Sales: \$9.6 Bil.
#1 Biller: KSSK-F \$4,000,000
#1 Billing Portfolio: AMFM \$11,040,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	KCCN-F	E	134 / 11.7	10.8	7.6	8.9	8.6	9.7	1577 / 21.8	18.7	19.4	139 / 1689	D*	KCCN-F
2	KSSK-F	AC	91 / 7.9	11.3	9.9	9.8	9.1	9.7	1463 / 20.2	21.9	22.2	92 / 1529	F	KSSK-F
3	KRTR-F	AC	84 / 7.3	7.9	6.4	7.5	5.9	7.3	1245 / 17.2	15.6	15.5	86 / 1293	C	KRTR-F
4	KINE-F	E	78 / 6.8	7.2	6.2	7.3	7.8	6.9	940 / 13.0	12.9	13.5	80 / 1002	C	KINE-F
4	KIKI-AF	CHR	78 / 6.8	8.6	8.8	8.0	6.6	8.0	1486 / 20.5	22.1	20.8	78 / 1503		KIKI-AF
6	KXME-F	CHR	77 / 6.7	6.4	5.5	5.5	6.5	6.0	1467 / 20.3	16.8	17.8	80 / 1558	B	KXME-F
7	KUMU-F	SAC/EZ	68 / 5.9	5.1	5.6	5.6	5.5	5.6	811 / 11.2	10.1	10.0	69 / 824	C*	KUMU-F
8	KGMZ-F	O	60 / 5.2	5.0	5.8	5.4	6.6	5.3	916 / 12.7	14.2	14.2	65 / 988	B	KGMZ-F
9	KSSK	FS	53 / 4.6	3.8	5.1	6.0	5.9	4.9	719 / 9.9	8.2	12.0	55 / 740	D	KSSK
10	KQMQ-AF	CHR	41 / 3.6	3.9	5.2	4.4	5.6	4.3	1146 / 15.8	18.7	18.9	48 / 1300	C	KQMQ-AF
11	KHVH	N/T	39 / 3.4	2.5	2.5	3.6	3.8	3.0	476 / 6.6	6.2	6.9	44 / 556	B	KHVH
12	KKHN-F	C	35 / 3.0	3.1	3.0	2.5	2.5	2.9	457 / 6.3	6.0	8.0	35 / 471		KKHN-F
13	KUCD-F	AC-NR	34 / 3.0	3.1	3.2	3.8	3.5	3.3	855 / 11.8	10.9	9.5	34 / 855	B	KUCD-F
14	KPOI-F	AOR	32 / 2.8	3.3	2.6	2.5	2.5	2.8	743 / 10.3	8.3	9.0	33 / 789	B	KPOI-F
15	KAIM-F	REL-CC	28 / 2.4	1.2	1.8	1.4	1.2	1.7	408 / 5.6	4.3	3.4	28 / 421		KAIM-F
16	KKLV-F	CL AOR	27 / 2.4	2.7	3.0	3.2	2.7	2.8	584 / 8.1	8.6	8.4	27 / 584	B	KKLV-F
17	KUMU	ST	24 / 2.1	1.3	2.2	1.4	2.0	1.7	349 / 4.8	4.4	4.0	24 / 349	^	KUMU
18	KGU	SPRTS	16 / 1.3	1.2	1.9	1.0	1.2	1.3	309 / 4.3	5.3	4.4	18 / 351	A+	KGU
19	KHNR	N	14 / 1.2	1.2	1.4	1.4	1.2	1.3	425 / 5.9	5.2	5.1	17 / 497	+	KHNR
19	KZOO	E	14 / 1.2	0.7	1.6	0.4	1.0	1.0	85 / 1.2	1.9	1.4	14 / 85		KZOO
21	KNDI	E	13 / 1.1	1.1	1.4	1.1	1.0	1.2	189 / 2.6	2.1	2.3	14 / 216		KNDI
22	KCCN	T	11 / 1.0	0.8	1.5	1.5	1.4	1.2	277 / 3.8	6.0	4.6	12 / 301	*	KCCN

12+ FM Share (Metro): 81.48% (871 of 1069) (Spring 98: 79.25%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KXME-F >>>	1 KCCN-F >	1 KCCN-F >	1 KCCN-F >	1 KCCN-F	1 KSSK-F <	1 KSSK-F	1 KCCN-F >	1 KCCN-F >	1 KCCN-F <	1 KCCN-F
2 KIKI-AF <	2 KIKI-AF	2 KRTR-F <	2 KSSK-F <	2 KSSK-F	2 KINE-F <	2 KCCN-F	2 KSSK-F <	2 KRTR-F	2 KXME-F >	2 KXME-F
3 KCCN-F >	3 KXME-F	3 KSSK-F <	3 KRTR-F	3 KRTR-F	3 KUMU-F	3 KSSK <	3 KRTR-F <	3 KIKI-AF <	3 KIKI-AF <	3 KINE-F
	3 KRTR-F >	4 KIKI-AF	4 KIKI-AF	4 KINE-F <	4 KCCN-F <	4 KIKI-AF	4 KUMU-F	4 KSSK-F <	4 KRTR-F	4 KUMU-F
	5 KUCD-F	5 KINE-F <	5 KGMZ-F	5 KGMZ-F	5 KGMZ-F <	5 KINE-F <	5 KINE-F <	5 KXME-F <	5 KHVH <	4 KRTR-F
	5 KSSK-F <	6 KXME-F <	5 KINE-F >	5 KIKI-AF	6 KSSK <	6 KRTR-F	6 KIKI-AF	6 KINE-F	6 KINE-F	6 KSSK-F <
	7 KQMQ-AF <	7 KGMZ-F	7 KSSK	7 KUMU-F	7 KRTR-F >	7 KUMU-F	7 KGMZ-F <	7 KGMZ-F	7 KQMQ-AF <	7 KIKI-AF
		8 KQMQ-AF <	7 KKL-V <	8 KSSK	8 KHVH >	7 KGMZ-F <	8 KXME-F <	8 KUMU-F >		7 KGMZ-F >
				9 KKHN-F <		9 KXME-F	9 KSSK			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KCCN-F	1 KCCN-F	1 KSSK-F <	1 KCCN-F	1 KSSK-F <	1 KCCN-F >>	1 KCCN-F >>	1 KCCN-F >	1 KCCN-F >	1 KCCN-F >	1 KSSK-F
2 KXME-F	2 KIKI-AF <	2 KRTR-F	1 KRTR-F	2 KRTR-F	2 KXME-F	2 KIKI-AF	2 KIKI-AF >	2 KIKI-AF	2 KSSK-F	2 KCCN-F
3 KIKI-AF	3 KRTR-F	3 KCCN-F	3 KSSK-F	3 KCCN-F	3 KIKI-AF >	3 KXME-F	3 KRTR-F	3 KSSK-F	3 KIKI-AF <	3 KXME-F <
4 KRTR-F >	4 KSSK-F <	3 KIKI-AF >	4 KIKI-AF	4 KINE-F	4 KUCD-F	4 KRTR-F	4 KKL-V-F	4 KRTR-F <	4 KGMZ-F <	4 KUMU-F <
5 KQMQ-AF	5 KXME-F	5 KUCD-F	5 KINE-F <	5 KGMZ-F <	4 KPOI-F	5 KUCD-F	5 KUCD-F	5 KGMZ-F <	5 KRTR-F <	5 KHVH
	6 KQMQ-AF	5 KQMQ-AF	6 KXME-F	6 KIKI-AF <		5 KPOI-F	5 KPOI-F	6 KXME-F	6 KINE-F	6 KRTR-F
		5 KKHN-F	7 KGMZ-F <	7 KUMU-F <			7 KXME-F	6 KINE-F <	7 KKL-V	
			8 KUMU-F	8 KSSK			7 KAIM-F	8 KKL-V-F <	8 KPOI-F	
								9 KPOI-F	9 KUMU-F <	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KJPN	E	940 Waipahu	0.4	0.7	5 53
KLHT	REL	1040 Honolulu	0.7	1.8	9 132
KORL-F	AC	99.5 Honolulu	0.5	2.4	6 204

HONOLULU

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM KHVH-AM, KIKI-AF, KKLV-FM, KSSK-AM, KSSK-FM, KUCC-FM	28.1 %	30.2 %	49.3 %	AC	0 (0)	215 (4)	215 (4)	20.1 %	20.0 %
Chagal KGU-AM, KHNR-AM	2.5 %	2.2 %	1.7 %	AOR/Classic/NR	0 (0)	59 (2)	59 (2)	5.5 %	5.5 %
Cox Radio, pend. KGMZ-AM, KGMZ-FM, KRTR-FM, KXME-FM	19.2 %	18.7 %	12.1 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	2.6 %
KHWY, Inc. KCCN-AM, KCCN-FM, KINE-FM	19.5 %	19.1 %	17.9 %	CHR	2 (2)	194 (3)	196 (5)	18.3 %	19.9 %
New Wave KKHN-FM, KORL-FM, KPOI-FM, KQMQ-AF	9.9 %	11.0 %	8.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	35 (1)	35 (1)	3.3 %	1.0 %
				Full Service	53 (1)	0 (0)	53 (1)	5.0 %	6.3 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	64 (3)	0 (0)	64 (3)	6.0 %	6.7 %
				Oldies	0 (0)	60 (1)	60 (1)	5.6 %	7.0 %
				Others/Unknown	32 (3)	212 (2)	244 (5)	22.8 %	19.6 %
				Religion/Gospel	8 (1)	28 (1)	36 (2)	3.4 %	2.1 %
				Soft AC	0 (0)	68 (1)	68 (1)	6.4 %	5.9 %
				Sports	15 (1)	0 (0)	15 (1)	1.4 %	1.3 %
				Standards/EZ	24 (1)	0 (0)	24 (1)	2.2 %	2.1 %
				Totals	198 (12)	871 (15)	1069 (27)		

AM Stations

Station	Power	Format	Revenue	Advertiser	Agency
KCCN	1420 5 kw	Talk	\$ NA	Katz	KHWY, Inc.
KGU	760 10 kw	Sports	CBS, WW1, ESPN <\$20.00	---	Chagal
KHNR	650 10 kw	News	CNN \$ NA	---	Chagal
KHVH	830 10 kw	News/Talk	ABC \$25.00	Christal	AMFM
KIKI	990 5 kw	Simul. KIKI-F			
KNDI	1270 5 kw	Ethnic	\$ NA	---	
KQMQ	690 10 kw	Simul. KQMQ-F			
KSSK	590 7.5 kw	Full Service	\$62.00	Eastman	AMFM
KUMU	1500 10 kw	Standards	Westwd \$ NA	Katz	
KZOO	1210 1 kw	Japanese	\$ NA	---	

FM Stations

Station	Power	Format	Revenue	Advertiser	Agency
KAIM	95.5 100 kw @ -24	Contemp. Christian	USA \$16.00	---	
KCCN	100.3 100 kw @ 1965	Contemp. Haw'n.	\$60.00	Banner	KHWY, Inc.
KGMZ	107.9 100 kw @ 1965	Oldies	\$18.00	---	Cox Radio, pend. Aiea
KIKI	93.9 100 kw @ -144	CHR	\$54.00	Christal	AMFM
KINE	105.1 100 kw @ 1965	Contemp. Haw'n.	\$30.00	Banner	KHWY, Inc.
KKHN	102.7 61 kw @ 1893	Country	\$24.00	Mc-Gavren	New Wave Waipahu
KKLV	98.5 51 kw @ 59	Classic AOR	ABC, Westwd \$30.00	---	AMFM
KPOI	97.5 83 kw @ 46	AOR	\$28.00	Katz	New Wave
KQMQ	93.1 100 kw @ 1853	CHR	\$38.00	Allied	New Wave
KRTR	96.3 75 kw @ 2140	AC	\$40.00	Mc-Guild	Cox Radio, pend. Kailua
KSSK	92.3 100 kw @ 1950	AC	\$72.00	Eastman	AMFM Waipahu
KUCD	101.9 100 kw @ 1965	Modern AC	\$25.00	Christal	AMFM Pearl City
KUMU	94.7 100 kw @ 78	Soft AC/EZ List.	\$37.00	Katz	
KXME	104.3 75 kw @ 2116	CHR	\$ NA	Mc-Guild	Cox Radio, pend. Kaneohe

Notes: Combined revenue stations: * KCCN-F includes KCCN; * KUMU-F includes KUMU; + KGU includes KHNR . . . 4/99 KIKI changed from Country to simulcasting KIKI-F . . . 8/99 New Planet sold KGMZ-AF, KRTR-F and KXME-F to Cox Radio for \$16,375,000 (Kaili)

HOUSTON

Arbitron Rank: 10 Pop (12+): 3,524,600
MSA Rank: 7
MSA Pop: 4,400,000
DMA: 11
Average Persons Rating: 16.4
Market TSL in Hours: 21.50

Stations: 36 / 36
Diaries: 4,038/ 873:1/ 46.5%
Sample Target: 4,030
% Below Line: 0.0
% Not Listed: 14.0
Pop per Station: 97,906

Last Year's Revenue: \$255,800,000
Household Income: \$47,392
Total Retail Sales: \$41.2 Bil.
#1 Biller: KODA-F \$23,000,000
#1 Billing Portfolio: AMFM \$105,520,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KBXX-F	460 / 8.0	7.7	6.8	7.6	6.7	7.5	6112 / 17.3	16.5	16.5	517 / 6935	I	KBXX-F
2	KRBE-F	368 / 6.4	5.7	6.8	6.3	6.7	6.3	7676 / 21.8	23.7	22.1	399 / 8352	I	KRBE-F
3	KODA-F	340 / 5.9	6.2	7.1	6.4	7.4	6.4	5378 / 15.3	17.6	17.9	345 / 5521	K	KODA-F
4	KHMX-F	300 / 5.2	3.8	4.6	4.0	4.4	4.4	6059 / 14.4	14.5	15.3	310 / 5340	I	KHMX-F
5	KILT-F	294 / 5.1	5.5	5.0	5.8	4.7	5.3	3939 / 11.2	10.9	11.5	331 / 4436	J	KILT-F
6	KLTN-F	293 / 5.1	4.9	5.6	3.8	1.7	4.8	3038 / 8.6	8.0	5.2	300 / 3133	G	KLTN-F
7	KMJQ-F	282 / 4.9	5.0	5.8	5.6	5.7	5.3	3696 / 10.5	11.4	11.9	290 / 3889	I	KMJQ-F
8	KTZB-FF	251 / 4.3	3.9	4.4	3.8	3.5	4.1	4765 / 13.5	12.8	10.7	272 / 5182	I	KTZB-FF
9	KLDE-F	230 / 4.0	3.9	3.4	4.3	4.3	3.9	4427 / 12.6	11.6	12.8	257 / 4912	J	KLDE-F
10	KTRH	227 / 3.9	4.1	4.5	4.1	4.2	4.2	4939 / 14.0	14.5	14.7	255 / 5451	J	KTRH
11	KKRW-F	224 / 3.9	3.4	3.2	3.3	3.8	3.4	3556 / 10.1	10.7	11.0	229 / 3712	I	KKRW-F
12	KLOL-F	206 / 3.6	3.6	3.8	3.5	4.2	3.6	3873 / 11.0	12.1	12.4	227 / 4271	J	KLOL-F
13	KPRC	189 / 3.3	3.7	3.0	2.7	3.1	3.2	2348 / 6.7	6.6	6.5	195 / 2455	H	KPRC
14	KKBQ-F	174 / 3.0	2.5	3.3	3.7	3.5	3.1	3438 / 9.8	10.0	10.6	180 / 3610	K	KKBQ-F
15	KIKK-F	155 / 2.7	2.6	2.7	2.9	2.7	2.7	2760 / 7.8	8.1	8.5	174 / 3123	G	KIKK-F
16	KBME	150 / 2.6	2.6	1.9	1.8	1.4	2.2	1425 / 4.0	3.6	3.1	153 / 1469	B	KBME
17	KTJM-F	117 / 2.0	2.4	1.2	1.6	1.6	1.8	2841 / 8.1	7.8	7.4	140 / 3300	D	KTJM-F
18	KOVE-FF	112 / 1.9	2.3	1.4	1.7	1.5	1.8	1730 / 4.9	4.0	4.0	115 / 1772	E	KOVE-FF
19	KILT	84 / 1.5	1.7	1.9	2.7	2.0	1.9	1499 / 4.3	6.4	6.1	87 / 1607	E	KILT
20	KQKQ-F	80 / 1.4	2.2	2.1	2.2	2.3	2.0	2100 / 6.0	6.6	7.6	90 / 2261	H	KQKQ-F
21	KLAT	67 / 1.2	0.9	0.9	1.0	0.8	1.0	866 / 2.5	2.5	2.1	67 / 871	F	KLAT
22	KSEV	60 / 1.0	1.0	1.0	1.3	1.1	1.1	1230 / 3.5	4.5	4.2	64 / 1315	C	KSEV

12+ FM Share (Metro): 81.24% (4033 of 4964) (Spring 98: 80.50%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBXX-F >>	1 KBXX-F	1 KBXX-F <	1 KHMX-F	1 KHMX-F <	1 KODA-F	1 KLTN-F <	1 KODA-F <	1 KBXX-F	1 KBXX-F >	1 KBXX-F
2 KRBE-F >>	2 KRBE-F <	2 KHMX-F <	2 KODA-F <	2 KODA-F	2 KTRH	2 KBXX-F <	2 KHMX-F	2 KRBE-F	2 KRBE-F	2 KRBE-F
3 KTZB-FF >	3 KLTN-F <	3 KRBE-F <	3 KLTN-F <	3 KMJQ-F	2 KLDE-F <	3 KRBE-F	3 KBXX-F	3 KHMX-F <	3 KTRH <	3 KODA-F <
	4 KHMX-F <	4 KLTN-F <	4 KKRW-F <	3 KKRW-F <	4 KILT-F	4 KILT-F <	3 KPRC <	4 KODA-F	4 KMJQ-F	4 KLTN-F
	5 KTZB-FF >	5 KODA-F <	5 KMJQ-F <	5 KILT-F <	5 KPRC <	5 KODA-F <	5 KILT-F <	5 KTZB-FF <	5 KODA-F <	5 KILT-F <
	6 KMJQ-F	6 KMJQ-F <	6 KRBE-F <	6 KLTN-F <	6 KMJQ-F <	6 KHMX-F <	6 KRBE-F <	6 KILT-F <	6 KTZB-FF <	6 KMJQ-F <
	6 KLOL-F <	7 KTZB-FF <	7 KILT-F <	7 KRBE-F <	7 KKRW-F <	7 KTRH <	7 KMJQ-F	7 KMJQ-F <	7 KLTN-F <	7 KHMX-F <
	8 KILT-F <	8 KKRW-F <	8 KLOL-F	8 KLDE-F <	8 KBME <	8 KLOL-F <	8 KTZB-FF <	8 KLTN-F <	8 KILT-F <	8 KLDE-F <
	9 KODA-F	9 KLOL-F <	8 KBXX-F	9 KLOL-F <	9 KHMX-F	9 KMJQ-F <	9 KLDE-F	9 KKRW-F <	9 KLDE-F	9 KTZB-FF <
		10 KILT-F		10 KBXX-F <	10 KLTN-F <	10 KKRW-F	9 KKRW-F <	10 KLDE-F <		10 KTRH

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KBXX-F	1 KBXX-F <	1 KHMX-F	1 KRBE-F <	1 KODA-F	1 KBXX-F >	1 KBXX-F	1 KLTN-F	1 KLOL-F <	1 KKRW-F	1 KBXX-F
2 KRBE-F >	2 KRBE-F	2 KRBE-F	2 KHMX-F	2 KHMX-F <	2 KRBE-F <	2 KLTN-F <	2 KTZB-FF <	2 KBXX-F <	2 KLOL-F	2 KTRH >
3 KTZB-FF <	3 KHMX-F	3 KBXX-F	3 KODA-F <	3 KMJQ-F	3 KTZB-FF	3 KTZB-FF	3 KBXX-F	3 KKRW-F <	3 KLTN-F <	3 KMJQ-F
4 KLTN-F	4 KLTN-F	4 KLTN-F <	4 KBXX-F <	4 KRBE-F	4 KLTN-F	4 KLOL-F	3 KLOL-F <	4 KLTN-F <	4 KHMX-F	4 KILT-F <
5 KHMX-F	5 KTZB-FF <	5 KMJQ-F	5 KMJQ-F	5 KLDE-F <	5 KLOL-F >	5 KRBE-F <	5 KHMX-F	5 KTZB-FF <	4 KILT-F	5 KRBE-F <
6 KMJQ-F	6 KMJQ-F	6 KODA-F <	6 KLTN-F	6 KILT-F <	6 KMJQ-F	6 KHMX-F	6 KILT-F	6 KHMX-F	6 KTZB-FF <	6 KODA-F
7 KIKK-F	7 KODA-F	7 KTZB-FF	7 KTZB-FF <	7 KLTN-F	6 KIKK-F	7 KILT-F	7 KKRW-F	7 KILT-F	7 KBXX-F <	
	8 KIKK-F	8 KILT-F	8 KLDE-F	8 KBXX-F		8 KKRW-F	8 KRBE-F	7 KRBE-F	8 KLDE-F	
		8 KKBQ-F	8 KILT-F	9 KKBQ-F		9 KMJQ-F <	9 KMJQ-F <	9 KODA-F	8 KODA-F <	
		10 KIKK-F	10 KKBQ-F	10 KTZB-FF		10 KODA-F <	10 KODA-F <	10 KMJQ-F	10 KTRH	
				10 KKRW-F <						

HOUSTON

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
KCOH	B	1430	Houston	0.5	1.5	29	538	AC	0 (0)	300 (1)	300 (1)	6.0 %	8.7 %
KEYH	SP-R	850	Houston	0.5	1.2	34	429	AOR/Classic/NR	0 (0)	681 (4)	681 (4)	13.7 %	13.0 %
KIKK	C	650	Pasadena	0.1	0.2	3	93	Black/Urban	29 (1)	859 (3)	888 (4)	17.9 %	14.6 %
KRTS-F	CL	92.1	Seabrook	0.9	3.4	53	1234	CHR	0 (0)	368 (1)	368 (1)	7.4 %	9.6 %
KRTX-AF	SP-TJ	100.7	Winnie	0.4	2.2	26	805	Classical	0 (0)	50 (1)	50 (1)	1.0 %	0.9 %
KVST-FF	C	103.7	Willis	0.6	1.4	60	678	Country	3 (1)	656 (5)	659 (6)	13.3 %	12.9 %
KWWJ	B/G	1360	Baytown	0.6	1.7	35	599	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KXTJ-F	SP-R	107.9	Beaumont	0.7	3.3	43	1183	Hispanic	135 (4)	549 (6)	684 (10)	13.8 %	9.9 %
KXYZ	SP-NT	1320	Houston	0.6	1.6	34	569	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KYOK	B/G	1590	Houston	0.3	0.8	19	297	News/Talk	476 (3)	0 (0)	476 (3)	9.6 %	9.9 %
Consolidation Report				12+	25-54	Revenue		Oldies	0 (0)	230 (1)	230 (1)	4.6 %	4.9 %
AMFM				26.9 %	28.8 %	41.3 %		Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
KBME-AM, KKBQ-FM, KKRW-FM, KLDE-FM, KLQL-FM, KODA-FM, KQVE-AM, KTRH-AM								Religion/Gospel	54 (2)	0 (0)	54 (2)	1.1 %	1.5 %
CBS/Infinity				9.4 %	12.4 %	12.1 %		Soft AC	0 (0)	340 (1)	340 (1)	6.8 %	8.4 %
KIKK-AM, KIKK-FM, KILT-AM, KILT-FM								Sports	84 (1)	0 (0)	84 (1)	1.7 %	2.3 %
Clear Channel				26.7 %	32.4 %	26.5 %		Standards/EZ	150 (1)	0 (0)	150 (1)	3.0 %	2.9 %
KBXX-FM, KHMX-FM, KJOJ-FM, KKTL-FM, KMJQ-FM, KPRC-AM, KSEV-AM, KTBZ-FM								Totals	931 (13)	4033 (23)	4964 (36)		
El Dorado				2.7 %	2.7 %	4.1 %							
KEYH-AM, KLVL-AM, KQKQ-FM, KXTJ-FM													
Hispanic				8.3 %	17.0 %	6.4 %							
KLAT-AM, KLTN-FM, KLTO-FM, KOVA-FM, KOVE-FM, KRTX-AM													
				74.0 %	93.3 %	90.4 %							

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Comments
KBME	790	5 kw (DA-2)	Standards	ABC, AMFM	\$ NA	Christal	AMFM
KILT	610	5 kw (DA-2)	Sports		\$ NA	Group W	CBS/Infinity
KLAT	1010	5 kw (DA-2)	Hispanic News/Talk		\$66.00	Katz Hisp.	Hispanic
KPRC	950	5 kw (DA-N)	Talk	CBS, Westwd, Talknt	\$100.00	Cir Chnl	Clear Channel
KSEV	700	15 kw/1 kw (DA-2)	Talk	Westwd, CBS	\$50.00	Cir Chnl	Clear Channel
KTRH	740	50 kw (DA-2)	News	Westwd, ABC, CNN	\$265.00	Christal	AMFM

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Comments
KBXX	97.9	100 kw @ 1920	Black/CHR		\$210.00	Cir Chnl	Clear Channel
KHMX	96.5	100 kw @ 1920	AC/CHR		\$240.00	Mc-Guild	Clear Channel
KIKK	95.7	100 kw @ 1920	Country	CBS	\$168.00	CBS	CBS/Infinity
KILT	100.3	100 kw @ 1920	Country	Westwd	\$330.00	CBS	CBS/Infinity
KKBQ	92.5	100 kw @ 1920	Country		\$341.00	Katz	AMFM
KKRW	93.7	100 kw @ 1720	Classic AOR	AMFM	\$160.00	Sentry	AMFM
KKTL	97.1	100 kw @ 1847	Simul. KTBZ-F				Cleveland
KLDE	94.5	100 kw @ 1920	Oldies	AMFM	\$195.00	Katz	AMFM
KLQL	101.1	100 kw @ 1920	AOR	Source, WW1, AMFM	\$212.00	Christal	AMFM
KLTN	102.9	100 kw @ 984	Hispanic-Contemp.		\$135.00	Katz Hisp.	Hispanic
KMJQ	102.1	100 kw @ 1720	Black AC		\$220.00	Cir Chnl	Clear Channel
KODA	99.1	100 kw @ 1920	Soft AC		\$355.00	Sentry	AMFM
KOVA	104.9	2.55 kw @ 350	See KOVE-F				Rosenberg
KOVE	93.3	100 kw @ 1952	Hispanic-Contemp.		\$ NA	Katz Hisp.	Hispanic
KQKQ	106.5	100 kw @ 1322	Hispanic-Contemp.		\$80.00	El Dorado	El Dorado
KRBE	104.1	100 kw @ 1920	CHR		\$204.00	Mc-Guild	Susquehanna
KTBZ	107.5	98 kw @ 1973	AOR-New Rock		\$140.00	Eastman	Clear Channel
KTJM	98.5	100 kw @ 1952	Black Oldies		\$75.00	Clear Chann	Clear Channel

Notes: 1/99 KHYS changed from Dance CHR to Black Oldies as KTJM-F ("The Jam"); KTJM-F continues to be simulcast on KJOJ-F ... 4/99 KRTX-F (100.7; Winnie) traded by Hispanic to Z-Spanish for the latter's KLNZ-F Phoenix

HUNTINGTON-ASHLAND

Arbitron Rank: 143 **Pop (12+):** 265,400
MSA Rank: 155
MSA Pop: 313,000
DMA: 58 (w/Charleston)
Average Persons Rating: 13.4
Market TSL in Hours: 18.50

Stations: 22 / 16
Diaries: 1,029 / 258:1 / 52.0%
Sample Target: 1,050
% Below Line: 7.0
% Not Listed: 16.6
Pop per Station: 16,588

Last Year's Revenue: \$9,100,000
Household Income: \$30,094
Total Retail Sales: \$2.9 Bil.
#1 Biller: WTCR-AF \$3,000,000
#1 Billing Portfolio: AMFM \$6,830,00

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WKEE-F	CHR/AC	78 / 22.0	19.2	18.8	15.3	18.1	964 / 36.3	36.5	35.8	97 / 1454	D	WKEE-F
2	WTCR-F	C	62 / 17.5	18.1	16.9	18.6	17.3	748 / 28.1	31.6	32.4	71 / 921	E*	WTCR-F
3	WAMX-F	AOR	31 / 8.7	6.7	6.7	5.4	4.1	407 / 15.4	14.6	15.5	38 / 669	A	WAMX-F
4	WDGG-F	C	16 / 4.5	8.4	7.2	7.2	6.9	351 / 13.2	19.0	18.1	22 / 562	B	WDGG-F
5	WBVB-F	O	13 / 3.7	2.9	1.9	3.0	1.1	250 / 9.4	7.6	6.9	13 / 274	A	WBVB-F
6	WKEE	ST	12 / 3.4	3.5	4.3	4.5	4.7	142 / 5.4	7.5	6.2	12 / 145	A	WKEE
7	WEMM-F	REL	11 / 3.1	2.6	3.2	3.3	5.5	233 / 8.8	8.2	9.3	19 / 391	A	WEMM-F
8	WKLC-F	AOR	10 / 2.8	3.2	4.3	3.9	4.7	206 / 7.8	9.2	12.4	22 / 385	A	WKLC-F
9	WRVC-F	O	8 / 2.3	2.6	2.9	4.2	5.8	202 / 7.6	8.5	8.2	9 / 222	A	WRVC-F
9	WLGC-F	C	8 / 2.3	2.6	3.2	1.8	3.0	185 / 7.0	8.1	7.6	10 / 250	A	WLGC-F

12+ FM Share (Metro): 90.88% (269 of 296) (Spring 98: 87.93%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKEE-F >>>	1 WKEE-F >>	1 WKEE-F >>	1 WKEE-F	1 WKEE-F	1 WTCR-F >	1 WKEE-F <	1 WKEE-F	1 WKEE-F >	1 WKEE-F >	1 WKEE-F
2 WAMX-F >	2 WAMX-F	2 WTCR-F	2 WTCR-F >	2 WTCR-F >	2 WKEE-F >>	2 WTCR-F >	2 WTCR-F >>	2 WTCR-F >>	2 WTCR-F	2 WTCR-F >>
3 WTCR-F >>	3 WAMX-F >>	3 WAMX-F >>	3 WAMX-F >>	3 WAMX-F >>	3 WBVB-F	3 WAMX-F >>	3 WAMX-F >	3 WAMX-F >	3 WAMX-F >>>	3 WAMX-F
	4 WDGG-F	4 WDGG-F	4 WBVB-F	3 WKEE <	4 WDGG-F	4 WDGG-F	4 WDGG-F	4 WDGG-F	4 WBVB-F	4 WDGG-F
	5 WKLC-F	5 WKLC-F	4 WDGG-F	5 WDGG-F	5 WKEE	5 WBVB-F <	5 WEMM-F <	4 WEMM-F	5 WBVB-F <	5 WBVB-F <
			6 WKLC-F	5 WEMM-F	6 WKEE	6 WKEE	6 WBVB-F <		6 WEMM-F	6 WEMM-F
				5 WAMX-F >					7 WKEE	7 WKEE

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKEE-F >>>	1 WKEE-F >>>	1 WKEE-F >>>	1 WKEE-F >>>	1 WKEE-F >	1 WKEE-F	1 WAMX-F	1 WTCR-F	1 WAMX-F	1 WTCR-F	1 WKEE-F >>
2 WTCR-F	2 WTCR-F	2 WTCR-F >	2 WTCR-F >>	2 WTCR-F >>>	1 WAMX-F >>>	2 WKEE-F	1 WAMX-F >	2 WKEE-F <	2 WAMX-F	2 WAMX-F
2 WAMX-F >>	3 WAMX-F >>	3 WAMX-F >>>	3 WAMX-F >	3 WBVB-F	3 WTCR-F >>	3 WKEE-F >	3 WTCR-F >	3 WTCR-F >>	3 WKEE-F >	2 WTCR-F >>>
				4 WAMX-F		4 WDGG-F	4 WDGG-F >	4 WDGG-F	4 WDGG-F	4 WLGC-F >>
								4 WKLC-F >	4 WKLC-F	
									6 WBVB-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WFXN-F	AOR/CL	107.1	Ironton, OH	1.4	3.5	5	94
WGOH	C	1370	Grayson	1.1	2.2	6	79
WIRO	T	1230	Ironton, OH	0.8	1.8	3	47
WRVC	T	930	Huntington	1.4	4.0	6	115
WRYV-F	CL HITS	101.5	Gallipolis, OH	1.4	5.0	18	307
WTCR	C/O	1420	Kenova, WV	0.8	3.3	4	95
WUGO-F	AC	102.3	Grayson, KY	2.0	5.1	8	154

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WKAZ-F	O	107.3	Miami	1.1	1.1	10	131
WPAY-F	C	104.1	Portsmouth, OH	1.4	4.7	29	462
WQBE-F	C	97.5	Charleston	1.1	3.0	36	472
WWSR-F	CHR	102.7	Charleston	0.6	3.2	20	403

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	7 (1)	7 (1)	2.4 %	3.7 %
AOR/Classic/NR	0 (0)	46 (3)	46 (3)	15.5 %	16.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	80 (2)	80 (2)	27.0 %	23.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	7 (2)	95 (5)	102 (7)	34.5 %	38.4 %
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)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	8 (2)	0 (0)	8 (2)	2.7 %	2.5 %
Oldies	0 (0)	30 (4)	30 (4)	10.1 %	5.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	11 (1)	11 (1)	3.7 %	4.3 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
Standards/EZ	12 (1)	0 (0)	12 (1)	4.1 %	5.0 %
Totals	27 (5)	269 (16)	296 (21)		

HUNTINGTON-ASHLAND

Consolidation Report	12+	25-54	Revenue
AMFM	58.4 %	58.2 %	75.1 %
WAMX-FM, WBVB-FM, WFXN-FM, WIRO-AM, WKEE-AM, WKEE-FM, WTCR-AM, WTCR-FM, WZZW-AM			
Local	8.2 %	10.2 %	11.8 %
WCMI-AM, WDGG-FM, WRVC-AM, WRVC-FM			
	66.6 %	68.4 %	86.9 %

AM Stations

WKEE	800	5 kw/0.185 kw	Standards	Westwd, CNN	\$<20.00	D&R	AMFM
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FM Stations

WAMX	106.3	0.53 kw @ 1092	AOR	Westwd, ABC	\$<20.00	Katz	AMFM	Milton
WBVB	97.1	3 kw @ 472	Oldies	ABC, Westwd	\$21.00	K&P	AMFM	Coal Grove, OH
WDGG	93.7	100 kw @ 741	Country	Westwd	\$29.00	Banner	WRVC-AF	
WEMM	107.9	50 kw @ 500	Religion	USA	\$21.00	—	Mortenson	
WKEE	100.5	53 kw @ 561	CHR/AC	ABC	\$50.00	D&R	AMFM	
WLGC	105.7	11.5 kw @ 479	Country		\$<20.00	D&R		
WRVC	92.7	6 kw @ 253	Oldies	Westwd	\$<20.00	—	WRVC/WDGG-F	Catlettsburg, KY
WTCR	103.3	50 kw @ 493	Country	ABC	\$66.00	Katz	AMFM	

Notes: WKLC-F – See Charleston, WV . . . WTCR-F revenue level includes revenue of WTCR

FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

HUNTSVILLE

Arbitron Rank: 115 Pop (12+): 368,900
MSA Rank: 147-Hunt.; 247-Dec.
MSA Pop: 441,000
DMA: 81 (w/Decatur)
Average Persons Rating: 14.6
Market TSL in Hours: 19.50

Stations: 24 / 18
Diaries: 967 / 381:1 / 54.1%
Sample Target: 920
% Below Line: 9.6
% Not Listed: 14.5
Pop per Station: 20,494

Last Year's Revenue: \$15,000,000
Household Income: \$44,385
Total Retail Sales: \$4.2 Bil.
#1 Biller: WDRM-F \$5,200,000
#1 Billing Portfolio: AMFM \$7,400,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WDRM-F	C	104 / 19.4	16.9	17.1	17.5	20.5	17.7	1209 / 32.8	31.0	36.6	171 / 1978	G	WDRM-F
2	WZYP-F	CHR	87 / 12.5	13.1	10.8	10.6	14.0	11.7	1101 / 29.8	26.4	29.1	131 / 2256	D	WZYP-F
3	WRSA-F	SAC	43 / 8.0	5.8	6.5	7.1	5.8	6.9	465 / 12.6	10.7	11.9	74 / 824	C	WRSA-F
4	WTAK-F	CL AOR	42 / 7.8	11.6	9.1	8.2	7.0	9.2	717 / 19.4	18.9	18.7	63 / 972	C	WTAK-F
5	WAHR-F	AC	41 / 7.6	8.0	7.2	10.4	8.2	8.3	605 / 16.4	15.3	18.0	49 / 753	D	WAHR-F
6	WVNN	T	21 / 3.9	3.3	3.6	3.5	3.2	3.6	380 / 9.8	8.5	9.0	41 / 487	B	WVNN
7	WXQW-F	O	18 / 3.4	4.5	4.0	5.5	5.2	4.3	455 / 12.3	12.3	11.7	26 / 533	A^	WXQW-F
8	WEUP-F	B	16 / 3.0	4.5	3.6	2.7	4.7	3.5	286 / 7.8	7.8	10.6	22 / 383	B*	WEUP-F
9	WPZM-F	C	15 / 2.8	1.6	1.5	2.2	2.3	2.0	357 / 9.7	6.0	9.4	29 / 671	A	WPZM-F
10	WEUP	B	13 / 2.4	2.4	3.4	2.2	1.3	2.6	146 / 4.0	4.0	4.9	13 / 146	*	WEUP
11	WYAM-F	B	10 / 1.9						119 / 3.2			16 / 166		WYAM-F
11	WKDF-F	C	10 / 1.9	1.6	1.7	1.6	1.5	1.7	245 / 6.6	6.4	6.3	16 / 356		WKDF-F

12+ FM Share (Metro): 87.36% (401 of 459) (Spring 98: 90.53%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZYP-F>>	1 WZYP-F>	1 WDRM-F <	1 WDRM-F	1 WDRM-F>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F >	1 WDRM-F>	1 WZYP-F	1 WDRM-F>
2 WDRM-F>	2 WDRM-F <	2 WZYP-F	2 WZYP-F	2 WZYP-F <	2 WRSA-F>	2 WZYP-F	2 WZYP-F	2 WZYP-F	2 WDRM-F>>	2 WZYP-F>
3 WYAM-F>	3 WTAK-F>>	3 WTAK-F>	3 WTAK-F	3 WAHR-F <	3 WAHR-F>	3 WAHR-F <	3 WAHR-F <	3 WTAK-F	3 WRSA-F <	3 WRSA-F
4 WAHR-F	4 WAHR-F>>	4 WAHR-F>>	4 WAHR-F>>	4 WTAK-F>>	4 WZYP-F	4 WTAK-F	4 WRSA-F	4 WAHR-F <	4 WTAK-F	4 WTAK-F
5 WEUP-F	5 WVNN	5 WVNN	5 WXQW-F <	5 WXQW-F <	5 WTAK-F	5 WRSA-F>>	5 WVNN	5 WRSA-F>	5 WXQW-F <	5 WAHR-F
	6 WXQW-F	6 WVNN >	6 WVNN >	6 WVNN >	5 WVNN	6 WVNN	6 WTAK-F>>	6 WXQW-F	6 WEUP-F	6 WEUP
	6 WPZM-F <				7 WXQW-F	6 WEUP-F		7 WVNN <	6 WYAM-F	6 WPZM-F <
	8 WEUP-F							8 WEUP-F	8 WEUP-F	8 WXQW-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	12+ Ovrnite
1 WZYP-F>>	1 WZYP-F>	1 WZYP-F	1 WDRM-F	1 WDRM-F>	1 WZYP-F>	1 WTAK-F	1 WTAK-F>>>	1 WTAK-F	1 WDRM-F	1 WDRM-F
2 WEUP-F	2 WDRM-F>	2 WDRM-F	1 WZYP-F>>	2 WAHR-F	2 WTAK-F	2 WZYP-F	2 WDRM-F	2 WDRM-F <	2 WTAK-F>	2 WZYP-F>>>
3 WYAM-F>	3 WAHR-F	3 WAHR-F>>	3 WAHR-F>	2 WZYP-F>>	3 WDRM-F	3 WDRM-F>	2 WZYP-F>	3 WZYP-F>>	3 WZYP-F	3 WEUP-F
4 WRAX-F	4 WEUP-F	4 WTAK-F>>>	4 WTAK-F	4 WTAK-F	3 WPZM-F>	4 WRAX-F	4 WRAX-F	4 WAHR-F	4 WAHR-F	
4 WDRM-F>>>	5 WTAK-F>		5 WXQW-F	4 WXQW-F>		4 WPZM-F	4 WKDF-F>	5 WVNN	5 WVNN>>	
			6 WEUP-F	6 WLOR		4 WKDF-F>		6 WPZM-F	6 WXQW-F	
				7 WEUP						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBHP	N	1230	Huntsville 0.4 2.6 2 95
WDJL	B	1000	Huntsville 1.1 1.7 6 64
WLOR	B/G	1550	Huntsville 1.3 2.3 7 83
WNDA-F	REL-CC	95.1	Huntsville 0.9 3.5 6 150
WQLT-F	AC	107.3	Florence 0.7 3.2 42 600
WRJL-F	G	99.9	Eva 1.1 2.7 17 255
WTKI	T	1450	Huntsville 0.4 2.2 2 79
WUMP	SPRTS	730	Athens 0.9 3.4 5 132
WWXQ-F	O	92.5	Trinity 1.3 5.1 8 234

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WJOX	SPRTS	690	Birmingham 0.4 1.1 4 98
WQEN-F	CHR	103.7	Gadsden 0.6 2.5 19 422
WRAX-F	AOR-NR	107.7	Birmingham 1.9 6.1 27 597

HUNTSVILLE

Consolidation Report		12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM		32.3 %	37.0 %	49.3 %	AC	0 (0)	45 (2)	45 (2)	9.8 %	10.7 %
	WBHP-AM, WDRM-FM, WHOS-AM, WTAK-FM, WWXQ-FM, WXQW-FM				AOR/Classic/NR	0 (0)	52 (2)	52 (2)	11.3 %	11.4 %
Athens		20.1 %	19.8 %	24.7 %	Black/Urban	19 (2)	26 (2)	45 (4)	9.8 %	8.1 %
	WPZM-FM, WUMP-AM, WVNN-AM, WZYP-FM				CHR	0 (0)	70 (2)	70 (2)	15.3 %	16.6 %
		52.4 %	56.8 %	74.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Country	0 (0)	129 (3)	129 (3)	28.1 %	29.2 %
					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	25 (3)	0 (0)	25 (3)	5.4 %	4.7 %
					Oldies	0 (0)	25 (2)	25 (2)	5.4 %	7.5 %
					Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Religion/Gospel	7 (1)	11 (2)	18 (3)	3.9 %	4.1 %
					Soft AC	0 (0)	43 (1)	43 (1)	9.4 %	6.9 %
					Sports	7 (2)	0 (0)	7 (2)	1.5 %	0.8 %
					Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Totals	58 (8)	401 (16)	459 (24)		

AM Stations

WEUP	1600	5 kw/0.5 kw (DA-N)	Black	AURN	\$<20.00	—		
WVNN	770	10 kw/0.25 kw (DA-N)	Talk	ABC	\$17.00	Christal	Athens	Athens

FM Stations

WAHR	99.1	100 kw @ 984	AC	Westwd	\$40.00	Mc-Guild		
WDRM	102.1	100 kw @ 981	Country		\$115.00	Sentry	AMFM	Decatur
WPZM	93.3	100 kw @ 1040	Country	ABC	\$<20.00	Christal	Athens	Tullahoma, TN
WRSA	96.9	100 kw @ 830	Soft AC	CBS	\$27.00	—		Decatur
WTAK	106.1	6 kw @ 328	Classic AOR	ABC	\$30.00	Sentry	AMFM	Hartselle
WWXQ	92.5	3.1 kw @ 423	See WXQW-F					Trinity
WXQW	94.1	0.41 kw @ 1155	Oldies		\$<20.00	Sentry	AMFM	Meridianville
WYAM	105.7	6 kw @ 328	Black	ABC	\$ NA	—		Addison
WZYP	104.3	100 kw @ 1115	CHR	ABC	\$50.00	Christal	Athens	Athens

Notes: WKDF-F -- See Nashville . . . * WEUP-F revenue level includes WEUP revenue; ^ WXQW-F revenue level includes WWXQ-F revenue . . . 4/99 WAHR-F sold by Arnold Hornbuckle to a local group for \$11,200,000

INDIANAPOLIS

Arbitron Rank: 38 **Pop (12+):** 1,141,100
MSA Rank: 36
MSA Pop: 1,520,000
DMA: 25
Average Persons Rating: 14.8
Market TSL in Hours: 19.75

Stations: 23 / 22
Diaries: 2,944 / 388:1 / 51.7%
Sample Target: 2,810
% Below Line: 0.8
% Not Listed: 10.6
Pop per Station: 51,868

Last Year's Revenue: \$77,800,000
Household Income: \$47,784
Total Retail Sales: \$15.2 Bil.
#1 Biller: WFBQ-F \$15,670,000
#1 Billing Portfolio: Emmis \$22,890,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1	WFMS-F	215 / 12.7	10.5	12.8	13.6	11.4	12.4	2310 / 20.2	22.7	21.7	296 / 3368	I WFMS-F
2	WIBC	154 / 9.1	9.3	7.8	7.1	8.9	8.3	2201 / 19.3	17.1	21.0	185 / 2882	H WIBC
3	WFBQ-F	144 / 8.5	10.6	9.8	10.3	10.7	9.8	2580 / 22.6	24.4	24.1	274 / 4910	J WFBQ-F
4	WRZX-F	103 / 6.1	5.2	5.4	5.0	5.2	5.4	1660 / 14.5	12.9	14.0	171 / 2842	F WRZX-F
4	WHHH-F	103 / 6.1	4.6	5.4	5.4	4.9	5.4	1737 / 15.2	14.4	13.8	108 / 1873	E WHHH-F
6	WZPL-F	100 / 5.9	5.2	5.0	6.0	5.9	5.5	2211 / 19.4	17.2	18.9	145 / 3154	F WZPL-F
7	WENS-F	88 / 5.2	5.8	4.9	5.5	6.0	5.3	2007 / 17.6	16.0	18.4	106 / 2590	H WENS-F
8	WGLD-F	85 / 5.0	5.2	5.6	6.0	5.0	5.5	1411 / 12.4	12.5	13.0	110 / 1886	F WGLD-F
9	WTLC-F	83 / 4.9	4.6	6.0	6.2	6.5	5.4	1269 / 11.1	12.6	13.3	101 / 1622	E WTLC-F
10	WNAP-F	73 / 4.3	3.7	3.3	3.3	3.4	3.7	1569 / 13.8	12.9	14.3	114 / 2527	F WNAP-F
11	WTPI-F	72 / 4.2	5.9	5.0	4.9	6.0	5.0	1153 / 10.1	11.0	12.5	88 / 1446	G WTPI-F
12	WMYS	46 / 2.7	4.1	2.3	3.3	3.8	3.1	540 / 4.7	5.0	6.5	54 / 631	B WMYS
13	WTTS-F	42 / 2.5	2.7	2.8	2.8	2.7	2.7	1034 / 9.1	8.4	8.4	80 / 1709	B WTTS-F
13	WYJZ-F	42 / 2.5	1.5	1.7	1.8	0.3	1.9	529 / 4.6	3.4	1.8	43 / 578	A WYJZ-F
15	WBKS-F	34 / 2.0	1.7	2.7	1.9	2.0	2.1	620 / 5.4	6.0	4.8	36 / 645	A WBKS-F
16	WGRL-F	25 / 1.5	1.6	1.6	1.1	1.6	1.4	502 / 4.4	5.1	4.5	29 / 599	C WGRL-F
17	WNDE	24 / 1.4	2.0	1.2	1.5	1.4	1.5	619 / 5.4	4.7	5.5	31 / 797	B WNDE
18	WXIR-F	23 / 1.4	1.0	1.7	1.2	1.4	1.3	453 / 4.0	4.6	4.0	27 / 516	WXIR-F
19	WTLC	19 / 1.1	0.8	0.9	0.7	0.9	0.9	287 / 2.5	2.2	2.1	19 / 301	A WTLC

12+ FM Share (Metro): 82.26% (1127 of 1370) (Spring 98: 83.11%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHHH-F >>	1 WFBQ-F <	1 WFBQ-F <	1 WFMS-F <	1 WFMS-F >	1 WFMS-F	1 WFBQ-F	1 WFMS-F	1 WFMS-F	1 WFMS-F	1 WFMS-F >
2 WZPL-F	2 WRZX-F	2 WFMS-F >	2 WFBQ-F >	2 WFBQ-F >	2 WIBC >	2 WFMS-F	2 WIBC >	2 WIBC	2 WHHH-F	2 WIBC
3 WRZX-F >	3 WZPL-F	3 WRZX-F <	3 WZPL-F	3 WENS-F <	3 WGLD-F <	3 WIBC >	3 WFBQ-F	3 WRZX-F <	3 WTLC-F <	3 WHHH-F
4 WENS-F	4 WNAP-F <	4 WZPL-F	3 WENS-F <	4 WIBC <	4 WFBQ-F	4 WZPL-F <	4 WRZX-F <	4 WHHH-F <	4 WIBC	4 WFBQ-F
4 WTLC-F >	5 WHHH-F <	5 WENS-F <	5 WNAP-F <	5 WZPL-F <	5 WTPI-F	5 WENS-F	5 WENS-F	5 WFBQ-F	5 WRZX-F	4 WTLC-F <
	6 WFMS-F	6 WNAP-F	6 WRZX-F	6 WNAP-F	6 WMYS <	6 WHHH-F	5 WGLD-F <	6 WZPL-F	6 WZPL-F	6 WRZX-F <
	7 WTLC-F	7 WHHH-F <	7 WIBC	6 WGLD-F <	7 WENS-F	6 WGLD-F	7 WZPL-F <	7 WENS-F	7 WYJZ-F <	7 WZPL-F <
		8 WTLC-F	8 WGLD-F <	8 WRZX-F	8 WYJZ-F <	6 WRZX-F	8 WTPI-F	8 WNAP-F	8 WFBQ-F <	8 WGLD-F
		9 WIBC <	9 WTLC-F <	9 WTPI-F <			9 WHHH-F <	8 WGLD-F <	9 WNAP-F	9 WENS-F <
				10 WTLC-F			10 WTLC-F <	10 WTPI-F <	10 WNAP-F	10 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	12+ Ovrnite
1 WHHH-F	1 WZPL-F	1 WZPL-F	1 WFMS-F	1 WFMS-F >	1 WRZX-F >	1 WRZX-F <	1 WFBQ-F	1 WFBQ-F >	1 WFBQ-F >	1 WFMS-F >
2 WZPL-F	2 WFMS-F <	2 WFMS-F	2 WZPL-F	2 WENS-F	2 WFBQ-F	2 WFBQ-F	2 WNAP-F	2 WRZX-F	2 WFMS-F	2 WIBC
2 WRZX-F	3 WENS-F <	3 WENS-F >	2 WENS-F	3 WZPL-F >	3 WHHH-F	3 WNAP-F >>	2 WRZX-F >>	3 WFMS-F <	3 WNAP-F	3 WGLD-F
4 WTLC-F	4 WHHH-F	4 WFBQ-F	4 WHHH-F <	4 WFBQ-F <	4 WNAP-F	4 WHHH-F <	4 WZPL-F	4 WNAP-F >	4 WIBC <	4 WFBQ-F <
5 WENS-F	5 WFBQ-F <	5 WTLC-F	5 WFBQ-F	5 WTPI-F <	5 WZPL-F	5 WZPL-F <	4 WFMS-F <	5 WIBC	5 WRZX-F	5 WZPL-F
	6 WTLC-F <	6 WHHH-F	6 WTLC-F	6 WGLD-F <	5 WTLC-F >	6 WTLC-F	6 WTLC-F	6 WZPL-F <	6 WGLD-F >	6 WGLD-F >
	7 WRZX-F >	7 WNAP-F	7 WRZX-F <	7 WTLC-F		7 WFMS-F	7 WTTS-F	7 WTTS-F	7 WTTS-F	7 WTTS-F >
		7 WRZX-F	8 WTPI-F	8 WIBC			7 WIBC	7 WGLD-F	8 WZPL-F	8 WZPL-F
								7 WTLC-F <	8 WTLC-F <	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WCBK-F	C	102.3	Martinsburg	0.6	1.3	12 187	WKKG-F	C	101.5	Columbus, IN	0.8	2.5	65 1099
WKLU-F	CL AOR	101.9	Brownsburg	0.6	2.3	10 270							
WSYW-F	J	107.1	Danville	0.4	1.5	9 251							

INDIANAPOLIS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	16.0 %	18.6 %	26.8 %	AC	0 (0)	88 (1)	88 (1)	6.4 %	6.5 %
WFBQ-FM, WNDE-AM, WRZX-FM				AOR/Classic/NR	0 (0)	218 (3)	218 (3)	15.9 %	20.4 %
Emmis	24.6 %	24.0 %	29.4 %	Black/Urban	0 (0)	117 (2)	117 (2)	8.5 %	10.2 %
WENS-FM, WIBC-AM, WNAP-FM, WTLC-AM, WTLC-FM				CHR	0 (0)	203 (2)	203 (2)	14.8 %	11.8 %
Local	10.6 %	8.3 %	5.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WBKS-FM, WHHH-FM, WYJZ-FM				Country	0 (0)	263 (4)	263 (4)	19.2 %	15.7 %
MyStar	12.8 %	11.4 %	12.8 %	Full Service	154 (1)	0 (0)	154 (1)	11.2 %	9.8 %
WMYS-AM, WTPI-FM, WZPL-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Susquehanna	19.2 %	21.0 %	24.2 %	Jazz	0 (0)	48 (2)	48 (2)	3.5 %	0.9 %
WFMS-FM, WGLD-FM, WGRL-FM				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	83.2 %	83.3 %	98.5 %	Oldies	0 (0)	95 (2)	95 (2)	6.9 %	10.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	19 (1)	23 (1)	42 (2)	3.1 %	2.4 %
				Soft AC	0 (0)	72 (1)	72 (1)	5.3 %	6.5 %
				Sports	24 (1)	0 (0)	24 (1)	1.8 %	1.5 %
				Standards/EZ	46 (1)	0 (0)	46 (1)	3.4 %	4.1 %
				Totals	243 (4)	1127 (18)	1370 (22)		

AM Stations

Station	Power	Frequency	Format	Owner	AM	FM	City
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	ESPN, WW1, CBS	\$20.00	Katz	AMFM
WTLC	1310	5 kw/1 kw (DA-N)	Black Gospel	ABC, AURN	\$<20.00	Mc-Guild	Emmis

FM Stations

Station	Power	Frequency	Format	Owner	AM	FM	City
WBKS	106.7	3 kw @ 328	Black AC	ABC	\$ NA	Eastman	WHHH-F/WYJZ-F Greenwood
WENS	97.1	23 kw @ 739	AC		\$137.00	Christal	Emmis Shelbyville
WFBQ	94.7	58 kw @ 804	AOR/Talk	AMFM	\$260.00	Katz	AMFM
WFMS	95.5	13 kw @ 990	Country		\$190.00	Allied	Susquehanna
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	ABC	\$55.00	Eastman	WBKS-F/WYJZ-F
WNAP	93.1	12.5 kw @ 1022	Classic Hits		\$80.00	Christal	Emmis
WRZX	103.3	18 kw @ 850	AOR-New Rock	Source	\$77.00	Katz	AMFM
WTLC	105.7	50 kw @ 450	Black	CBS	\$62.00	Mc-Guild	Emmis
WTPI	107.9	21.9 kw @ 762	Soft AC		\$95.00	D&R	MyStar
WTTS	92.3	37 kw @ 1090	Progressive AOR		\$33.00	—	Sarkes Tarzian Bloomington
WXIR	98.3	3 kw @ 300	Religion	USA	\$ NA	—	WBRI Plainfield
WYJZ	100.9	3 kw @ 300	Jazz	ABC	\$ NA	Eastman	WBKS-F/WHHH-F Lebanon
WZPL	99.5	12.6 kw @ 990	CHR/AC	AP	\$55.00	D&R	MyStar Greenfield

Notes: 3/99 WNAP-F transitioned from Classic Hits to Classic AOR . . . 4/99 WQFE-F (101.9; Brownsburg) changed from Oldies to Classic AOR as WKLU-F

JACKSON, MS

Arbitron Rank: 119 **Pop (12+):** 352,100
MSA Rank: 120
MSA Pop: 434,000
DMA: 89
Average Persons Rating: 15.6
Market TSL in Hours: 20.75

Stations: 24 / 24
Diaries: 902 / 390:1 / 50.5%
Sample Target: 920
% Below Line: 0.0
% Not Listed: 17.5
Pop per Station: 14,671

Last Year's Revenue: \$16,700,000
Household Income: \$40,459
Total Retail Sales: \$4.3 Bil.
#1 Biller: WMSI-F \$4,200,000
#1 Billing Portfolio: AMFM \$7,790,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WJMI-F	B	65 / 11.8	14.7	14.1	14.5	15.0	13.8	847 / 24.1	25.9	24.3	138 / 1690	E	WJMI-F
2	WMSI-F	C	52 / 9.5	9.3	9.3	7.1	10.6	8.8	714 / 20.3	20.4	21.3	102 / 1500	F	WMSI-F
3	WSTZ-F	AOR	44 / 8.0	5.6	5.6	4.7	4.2	6.0	458 / 13.0	13.1	11.6	65 / 778	D	WSTZ-F
4	WZRZ	B/G	39 / 7.1	2.5	1.9	2.3	1.8	3.5	241 / 6.8	4.9	3.9	40 / 259	A	WZRZ
4	WYOY-F	CHR	39 / 7.1	8.2	8.5	7.9	9.5	7.9	629 / 17.9	20.4	19.0	44 / 811	C	WYOY-F
6	WKXI-F	B/AC	38 / 6.9	6.4	6.3	9.9	7.7	7.4	665 / 18.9	17.2	18.3	55 / 1020	C*	WKXI-F
7	WQJQ-F	B/O	25 / 4.6	5.6	4.6	0.6	0.7	3.8	474 / 13.4	12.6	3.2	56 / 873	A	WQJQ-F
8	WJKK-F	SAC	21 / 3.8	4.2	4.8	2.6	3.8	3.9	321 / 9.1	11.6	8.7	32 / 524	A	WJKK-F
9	WJNT	T/N	19 / 3.5	2.7	3.7	6.2	2.9	4.0	265 / 7.5	8.4	7.5	28 / 366	B	WJNT
10	WVIV-F	ST	17 / 3.1	2.5	3.7	2.6	3.1	3.0	225 / 6.4	5.0	6.7	18 / 236	A	WVIV-F
11	WKXS-F	C	15 / 2.7	1.1	1.6	3.4	3.3	2.2	266 / 7.6	7.2	11.5	29 / 520	A	WKXS-F
11	WKTF-F	CHR	15 / 2.7	2.5	2.8	2.1	4.2	2.5	316 / 9.0	8.1	9.3	20 / 525	B	WKTF-F
13	WOAD	B/G	12 / 2.2	3.8	3.5	4.7	3.8	3.5	253 / 7.2	7.6	9.4	12 / 258	A	WOAD
14	WTYX-F	CL HITS	11 / 2.0	4.0	2.5	3.2	2.9	2.9	299 / 8.5	10.5	8.1	16 / 450	B	WTYX-F
15	WFMN-F	T	9 / 1.6	1.3	1.8	1.5	0.4	1.6	188 / 5.3	5.1	2.6	10 / 213		WFMN-F

12+ FM Share (Metro): 80.13% (363 of 453) (Spring 98: 83.33%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMI-F >>	1 WJMI-F >	1 WJMI-F	1 WSTZ-F	1 WSTZ-F	1 WMSI-F >	1 WMSI-F <	1 WMSI-F	1 WJMI-F	1 WJMI-F >>	1 WJMI-F >
2 WKTF-F	2 WSTZ-F	2 WSTZ-F	2 WKXI-F <	2 WMSI-F <	2 WZRZ	2 WSTZ-F	2 WZRZ <	2 WMSI-F	2 WKXI-F >	2 WZRZ <
3 WYOY-F >>	3 WYOY-F	3 WYOY-F <	3 WYOY-F	3 WKXI-F	3 WKXI-F	3 WKXI-F <	3 WJMI-F <	3 WYOY-F <	3 WYOY-F	3 WMSI-F
4 WKXI-F	4 WKXI-F	3 WMSI-F <	4 WJMI-F <	4 WJNT	4 WJNT	4 WJMI-F >	4 WYOY-F	4 WSTZ-F	3 WSTZ-F	4 WYOY-F <
5 WMSI-F >	5 WMSI-F	5 WJMI-F	5 WYOY-F	5 WQJQ-F <	5 WZRZ <	5 WZRZ <	5 WSTZ-F	5 WZRZ <	3 WZRZ >	5 WSTZ-F <
	6 WZRZ <	6 WZRZ	6 WZRZ	6 WVIV-F	6 WYOY-F	6 WJNT	6 WKXI-F	6 WKXI-F	6 WQJQ-F <	6 WKXI-F >
	7 WQJQ-F	7 WQJQ-F <	6 WQJQ-F	6 WSTZ-F	7 WQJQ-F	7 WQJQ-F	7 WQJQ-F	7 WQJQ-F	7 WMSI-F <	7 WKTF-F
	8 WJKK-F >	8 WJKK-F >>	8 WJKK-F >	8 WJKK-F	8 WVIV-F <	8 WJKK-F <	8 WJKK-F	8 WJKK-F	8 WJKK-F	8 WVIV-F <
				9 WYOY-F <	9 WJKK-F <	9 WKXI-F	9 WKXS-F	8 WKTF-F >>	9 WQJQ-F	
						10 WJNT <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJMI-F >>	1 WJMI-F >	1 WYOY-F	1 WJMI-F	1 WMSI-F <	1 WJMI-F >	1 WJMI-F	1 WSTZ-F >	1 WSTZ-F >	1 WSTZ-F >	1 WJMI-F
2 WYOY-F >>>	2 WYOY-F >	1 WZRZ	2 WYOY-F	2 WKXI-F	2 WSTZ-F >>	1 WSTZ-F >>	2 WJMI-F	2 WJMI-F	2 WMSI-F <	2 WKXI-F
3 WKXI-F	3 WKXI-F	3 WKXI-F	3 WKXI-F <	2 WYOY-F	3 WYOY-F >	3 WMSI-F	3 WMSI-F	3 WKXI-F	3 WKXI-F	3 WJKK-F <
3 WSTZ-F >>	4 WZRZ	3 WJMI-F	4 WZRZ	2 WZRZ <	4 WKXI-F	4 WKXI-F	3 WMSI-F	4 WJMI-F <	4 WJMI-F <	4 WSTZ-F >
	5 WJKK-F	5 WJKK-F	5 WJKK-F <	5 WJKK-F	4 WYOY-F >	4 WYOY-F	5 WYOY-F >	5 WYOY-F >	5 WQJQ-F	
	5 WSTZ-F	6 WSTZ-F	6 WQJQ-F	5 WJMI-F			6 WQJQ-F	6 WQJQ-F	6 WYOY-F	
		6 WMSI-F >	6 WMSI-F	7 WQJQ-F >			7 WZRZ	7 WTYX-F	7 WTYX-F	
			8 WSTZ-F >	8 WSTZ-F				7 WZRZ >	7 WZRZ >	
				9 WOAD >						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WHJT-F	REL-CC	93.5	Clinton 0.4 2.8 4 114
WIIN	O	780	Ridgeland 0.5 1.2 7 57
WJDX	SPRTS	620	Jackson 1.1 3.3 6 120
WJXN-F	REL	92.9	Utica 0.4 1.3 3 86
WKXI	B/O	1300	Jackson 0.4 2.7 2 95
WMGO	B/G	1370	Canton 1.3 3.2 7 117
WRJH-F	REL	97.7	Brandon 0.4 1.5 4 81
WSLI	SPRTS	930	Jackson 0.4 1.4 2 69
WYJS-F	REL-CC	105.9	Pickens 1.1 2.9 7 136

JACKSON, MS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	25.9 %	28.3 %	46.6 %	AC	0 (0)	0 (0)	0 (0)	0.0 %	3.9 %
WJDX-AM, WKTF-FM, WMSI-FM, WQJQ-FM, WSTZ-FM				AOR/Classic/NR	0 (0)	44 (1)	44 (1)	9.7 %	5.0 %
Clear Channel, pend.	22.4 %	20.5 %	24.0 %	Black/Urban	2 (1)	128 (3)	130 (4)	28.7 %	29.4 %
WJMI-FM, WKXI-AM, WKXI-FM, WOAD-AM, WYJS-FM				CHR	0 (0)	54 (2)	54 (2)	11.9 %	11.4 %
New South, pend.	14.1 %	16.4 %	12.2 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WIIN-AM, WJKK-FM, WKXS-FM, WYOY-FM				Country	0 (0)	67 (2)	67 (2)	14.8 %	18.6 %
Proteus	5.1 %	3.9 %	7.7 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WTYX-FM, WVIV-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	67.5 %	69.1 %	90.5 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	19 (1)	9 (1)	28 (2)	6.2 %	3.9 %
				Oldies	3 (1)	11 (1)	14 (2)	3.1 %	4.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	58 (3)	12 (4)	70 (7)	15.5 %	13.2 %
				Soft AC	0 (0)	21 (1)	21 (1)	4.6 %	4.6 %
				Sports	8 (2)	0 (0)	8 (2)	1.8 %	1.3 %
				Standards/EZ	0 (0)	17 (1)	17 (1)	3.8 %	3.7 %
				Totals	90 (8)	363 (16)	453 (24)		

AM Stations

WJNT	1180	50 kw/0.5 kw (DA-N)	Talk/News	CBS, Westwd, CNN	\$21.00	—		Pearl
WOAD	1300	5 kw/1 kw	Black Gospel	AURN, ABC, Westwd	\$<20.00	Clr Chnl	Clear Channel	
WZRZ	1590	5 kw/1 kw (DA-N)	Black Gospel	AURN	\$<20.00	D&R	AMFM	

FM Stations

WFMN	97.3	19.68 kw @ 367	Talk	ABC, Westwd, CBS	\$ NA	—		Flora
WJKK	98.7	100 kw @ 945	Soft AC	Westwd	\$<20.00	Mc-Guild	New South	Vicksburg
WJMI	99.7	100 kw @ 1059	Black	ABC	\$55.00	Clr Chnl	Clear Channel	
WKTF	95.5	100 kw @ 1059	Country	Westwd	\$24.00	Katz	AMFM	
WKXI	107.5	100 kw @ 951	Black AC		\$27.00	Clr Chnl	Clear Channel	Magee
WKXS	96.3	100 kw @ 1410	Country	ABC, Westwd	\$40.00	—	New South, pend.	
WMSI	102.9	100 kw @ 1801	Country	ABC	\$85.00	Mc-Guild	AMFM	
WQJQ	105.1	100 kw @ 981	Black Oldies	CNN, Westwd, ABC	\$ NA	—	AMFM	Kosciusko
WSTZ	106.7	100 kw @ 1063	AOR		\$50.00	Katz	AMFM	Vicksburg
WTYX	94.7	100 kw @ 1115	Classic Hits		\$30.00	Christal	Proteus	
WVIV	93.9	6 kw @ 282	Standards	ABC, Westwd	\$<20.00	Christal	Proteus	Pearl
WYOY	101.7	50 kw @ 456	CHR		\$<20.00	Mc-Guild	New South	Gluckstadt

Notes: * WKXI-F revenue level includes revenue of WKXI (AM) . . . 4/99 WKTF-F changed from Country to CHR as "The Beat" . . . 6/99 WKTF-F changed calls to WDBT-F . . . 6/99 WONG (1150; Canton) sold for \$50,000 . . . 7/99 WYJS-F (105.9; Pickens) sold by Michael Perry Stephens to Clear Channel for \$3,400,000 . . . 7/99 WKXS-F sold by Boswell to New South for \$5,000,000

JACKSONVILLE

Arbitron Rank: 52 **Pop (12+):** 891,100
MSA Rank: 56
MSA Pop: 1,070,000
DMA: 52
Average Persons Rating: 15.4
Market TSL In Hours: 20.50

Stations: 26 / 24
Diaries: 2,120 / 420:1 / 48.5%
Sample Target: 2,040
% Below Line: 0.9
% Not Listed: 15.0
Pop per Station: 37,129

Last Year's Revenue: \$47,400,000
Household Income: \$41,316
Total Retail Sales: \$10.8 Bil.
#1 Biller: WFYV-F \$6,800,000
#1 Billing Portfolio:
 Cox Radio, pend. \$21,983,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WAPE-F	CHR	131 / 9.6	8.8	7.4	9.3	9.4	8.8	2143 / 24.1	19.6	25.3	156 / 2568	G	WAPE-F
2	WFYV-F	AOR	122 / 8.9	7.2	7.2	7.5	8.0	7.7	1548 / 17.4	15.9	18.1	143 / 1857	G	WFYV-F
3	WQIK-F	C	115 / 8.4	7.8	5.7	7.4	6.9	7.3	1478 / 16.6	14.4	17.1	131 / 1831	G	WQIK-F
4	WSOL-F	B/AC	111 / 8.1	6.9	6.5	7.1	7.1	7.2	1162 / 12.9	13.5	11.6	135 / 1414	E	WSOL-F
5	WEJZ-F	SAC	83 / 6.1	6.9	5.9	7.9	7.8	6.7	1307 / 14.7	15.8	18.5	87 / 1441	F	WEJZ-F
6	WROO-F	C	78 / 5.7	5.6	4.9	5.3	5.3	5.4	1204 / 13.5	12.9	14.0	83 / 1337	F	WROO-F
7	WJBT-F	B	77 / 5.6	5.8	7.0	5.8	6.4	6.1	1162 / 13.0	13.4	13.7	78 / 1217	D	WJBT-F
8	WKQL-F	O	69 / 5.0	5.6	7.1	5.9	5.1	5.9	1360 / 15.3	17.5	15.5	75 / 1559	E	WKQL-F
8	WPLA-F	AOR-NR	69 / 5.0	5.2	4.4	4.7	4.9	4.8	1173 / 13.2	12.5	11.8	79 / 1317	C	WPLA-F
10	WOKV	N/T	48 / 3.5	4.4	5.1	5.0	4.1	4.5	676 / 7.6	11.6	8.6	54 / 788	F	WOKV
11	WFSJ-F	J	46 / 3.4	2.3	3.0	2.5	3.7	2.8	622 / 7.0	8.1	9.1	48 / 678	C	WFSJ-F
12	WMXQ-F	AC	43 / 3.1	3.0	3.3	2.8	3.3	3.1	825 / 9.3	10.2	9.3	49 / 964	D	WMXQ-F
13	WZAZ	B/G	38 / 2.8	3.0	2.8	3.5	2.2	3.0	578 / 6.5	5.8	5.7	38 / 578	A	WZAZ
14	WWRR-F	CL HITS	20 / 1.5	1.6	1.5	2.1	2.2	1.7	526 / 5.9	5.6	8.1	31 / 714	B	WWRR-F
15	WBGB-F	CL AOR	19 / 1.4	1.1	1.3	1.2	1.2	1.2	397 / 4.5	3.6	4.0	19 / 397	A	WBGB-F
16	WCGL	REL	17 / 1.2	2.0	1.0	1.0	1.4	1.3	215 / 2.4	2.1	3.0	18 / 241	A	WCGL

12+ FM Share (Metro): 86.17% (1003 of 1164) (Spring 98: 85.80%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJBT-F	1 WAPE-F	1 WFYV-F <	1 WFYV-F	1 WFYV-F	1 WQIK-F >	1 WFYV-F >	1 WFYV-F <	1 WAPE-F	1 WSOL-F	1 WAPE-F
2 WAPE-F >>	2 WFYV-F	2 WAPE-F	2 WAPE-F <	2 WAPE-F <	2 WSOL-F <	2 WAPE-F <	2 WAPE-F <	2 WQIK-F	2 WJBT-F <	2 WSOL-F <
3 WPLA-F >	3 WPLA-F	3 WSOL-F	3 WSOL-F	3 WSOL-F	3 WFYV-F <	3 WQIK-F <	3 WQIK-F	3 WFYV-F <	3 WAPE-F	3 WQIK-F
4 WJBT-F <	4 WQIK-F <	4 WQIK-F <	4 WQIK-F <	4 WQIK-F	4 WEJZ-F <	4 WSOL-F	4 WEJZ-F	4 WSOL-F <	4 WEJZ-F	4 WJBT-F
5 WSOL-F >	5 WPLA-F <	5 WEJZ-F <	5 WEJZ-F	5 WEJZ-F	5 WKQL-F	5 WROO-F	5 WOKV <	5 WJBT-F <	5 WPLA-F <	5 WPLA-F <
6 WROO-F	6 WROO-F <	6 WROO-F	6 WROO-F	6 WROO-F	6 WROO-F <	6 WEJZ-F	6 WSOL-F	6 WKQL-F <	6 WFYV-F	6 WFYV-F <
7 WEJZ-F	7 WEJZ-F <	7 WMXQ-F <	7 WKQL-F	7 WKQL-F	7 WAPE-F <	7 WKQL-F	7 WROO-F	7 WROO-F <	6 WQIK-F	7 WKQL-F <
8 WQIK-F	8 WJBT-F	8 WKQL-F	8 WMXQ-F <	8 WOKV <	8 WOKV <	7 WJBT-F <	8 WKQL-F <	8 WEJZ-F	8 WKQL-F <	8 WROO-F
		8 WPLA-F	9 WFSJ-F <	9 WFSJ-F >	9 WPLA-F	9 WPLA-F <	8 WPLA-F >	9 WFSJ-F	9 WZAZ <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WAPE-F	1 WAPE-F >	1 WAPE-F <	1 WAPE-F >	1 WAPE-F	1 WPLA-F	1 WFYV-F >	1 WFYV-F >>	1 WFYV-F >>	1 WFYV-F >	1 WAPE-F
2 WJBT-F >	2 WJBT-F <	2 WSOL-F	2 WEJZ-F	2 WEJZ-F	2 WAPE-F	2 WPLA-F	2 WPLA-F <	2 WAPE-F <	2 WQIK-F	1 WSOL-F
3 WPLA-F >	3 WSOL-F	3 WEJZ-F >	3 WEJZ-F	2 WSOL-F	3 WFYV-F	3 WAPE-F >	3 WAPE-F	3 WPLA-F <	3 WSOL-F	3 WQIK-F <
4 WROO-F	4 WEJZ-F	4 WFYV-F	4 WJBT-F <	4 WQIK-F	4 WJBT-F >	4 WJBT-F <	4 WSOL-F	4 WSOL-F	4 WAPE-F <	4 WFYV-F >
	4 WPLA-F	4 WJBT-F	5 WROO-F <	5 WROO-F <	5 WSOL-F >	5 WSOL-F >	5 WJBT-F	4 WQIK-F	5 WROO-F	5 WROO-F <
	6 WROO-F	4 WROO-F	6 WFYV-F <	6 WKQL-F <	6 WQIK-F <	6 WQIK-F <	6 WMXQ-F	6 WROO-F	6 WFSJ-F	6 WPLA-F <
	7 WFYV-F	7 WMXQ-F	7 WQIK-F	7 WFYV-F			6 WQIK-F	7 WJBT-F	6 WPLA-F	
		7 WPLA-F	8 WPLA-F	8 WMXQ-F				8 WKQL-F	8 WKQL-F <	
								9 WOKV <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBWL	SPRTS	600	Jacksonville 0.8 2.9 13 277
WFOY	T	1240	St. Augustine 0.4 0.9 7 80
WJAX	ST	1220	Arlington 0.4 1.0 6 91
WJGR	T	1320	Jacksonville 0.4 1.9 5 165
WJQR-F	C	105.5	St. Augustine Beach 0.5 1.1 8 150
WNZS	SPRTS	930	Jacksonville 0.9 2.9 12 256
WSVE	B/G	1280	Jacksonville 0.9 2.3 13 210
WZNZ	N	1460	Jacksonville 0.4 0.9 5 93

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFKS-F	AC/CHR	99.9	Palatka 0.6 3.6 20 511
WRUF-F	AOR	103.7	Gainesville 0.4 1.3 11 241

JOHNSON CITY-KINGSPORT-BRISTOL

Consolidation Report	12+	25-54	Revenue
Bloomington	19.7 %	23.4 %	26.7 %
WJCW-AM, WKIN-AM, WKOS-FM, WQUT-FM			
Bristol	33.2 %	32.1 %	38.1 %
WAEZ-FM, WXBQ-AM, WXBQ-FM			
Holston Valley	14.8 %	16.5 %	18.0 %
WKPT-AM, WKTP-AM, WMEV-FM, WOPI-AM, WTFM-FM			
	67.7 %	72.0 %	82.8 %

AM Stations

Call	Freq	Power	Format	Daypart	Net	Advertiser	Market	City
WGOC	640	10 kw/0.81 kw (DA-N)	Classic Country	Westwd	\$ NA	Roslin		Blountville
WJCW	910	5 kw/1 kw (DA-N)	News/Talk	CBS, Westwd	\$20.00	Katz	Bloomington	
WKPT	1400	1 kw	Standards/EZ List.	ABC	\$<20.00	Eastman	Holston Valley	
WKTP	1590	1.6 kw/5 kw (DA-2)	Simul. WKPT					Jonesborough

FM Stations

Call	Freq	Power	Format	Daypart	Net	Advertiser	Market	City
WAEZ	99.3	3.6 kw @ 810	CHR		\$<20.00	Christal	Bristol	Elizabethton
WKOS	104.9	2.75 kw @ 492	Oldies	Westwd	\$<20.00	Katz	Bloomington	
WMEV	93.9	100 kw @ 1459	Country	Westwd	\$ NA	Regional	Holston Valley	Marion, VA
WQUT	101.5	100 kw @ 1499	AOR/Classic AOR	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	Holston Valley	
WXBQ	96.9	75 kw @ 2240	Country	ABC	\$91.00	Christal	Bristol	

Notes: * WJCW revenue level includes revenue of WKIN . . . WRZK-F is LMA'd to Holston Valley . . . 3/99 WHHQ (1520; Elizabethton) sold for \$65,000 . . . 8/99 WMCH (1260; Church Hill) sold for \$130,000

FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

JOHNSTOWN

Consolidation Report	12+	25-54	Revenue
Forever WJAC-AM, WKYE-FM, WSGY-FM, WVSC-AM	22.0 %	27.0 %	25.3 %
Marathon WGLU-FM, WQKK-FM	18.0 %	17.4 %	29.2 %
	40.0 %	44.4 %	54.5 %

AM Stations

WJAC	850	10 kw (DA-1)	Oldies	Westwd, ABC	\$<20.00	Mc-Guild	Forever	
WYSN	1330	5 kw/0.035 kw (DA-2)	Standards	CNN, Westwd	\$ NA	Dome	WSRA-F	Somerset

FM Stations

WGLU	92.1	0.58 kw @ 1043	CHR		\$25.00	Mc-Guild	Marathon	
WKYE	95.5	57 kw @ 1059	AC	Westwd	\$30.00	Mc-Guild	Forever	
WMTZ	96.5	50 kw @ 489	Country		\$34.00	Clr Chnl	Clear Channel	
WQKK	99.1	50 kw @ 500	AOR/Classic		\$20.00	Mc-Guild	Marathon	Ebensburg
WSGY	97.7	3.5 kw @ 430	Country		\$<20.00	—	Forever	Somerset
WSRA	101.7	0.72 kw @ 643	Soft AC	CNN, Westwd	\$<20.00	Dome	WYSN	Central City

Notes: Other ranked stations – See Altoona or Pittsburgh

KALAMAZOO

Arbitron Rank: 174 Pop (12+): 192,900
 MSA Rank: 112 (w/Battle Creek)
 MSA Pop: 232,000
 DMA: 38 (w/Grand Rapids)
 Average Persons Rating: 13.6
 Market TSL in Hours: 18.25

Stations: 30 / 13
 Diaries: 992 / 194:1 / 52.0%
 Sample Target: 960
 % Below Line: 25.6
 % Not Listed: 16.8
 Pop per Station: 14,838

Last Year's Revenue: \$11,400,000
 Household Income: \$44,442
 Total Retail Sales: \$2.6 Bil.
 #1 Biller: WRKR-F \$2,300,000
 #1 Billing Portfolio: Cumulus \$5,000,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WKFR-F	CHR	33 / 12.6	9.2	10.6	10.1	577 / 29.9	25.1	31.0	50 / 1034	D	WKFR-F
2	WRKR-F	AOR	28 / 9.9	11.2	10.3	9.4	401 / 20.8	20.4	21.2	51 / 772	D	WRKR-F
3	WFAT-F	AC	23 / 8.8	7.7	5.8	8.2	348 / 18.0	16.7	15.8	31 / 399	C	WFAT-F
4	WBCT-F	C	22 / 8.4	8.5	8.9	9.7	312 / 16.2	16.3	19.2	97 / 1020		WBCT-F
5	WQLR-F	AC	15 / 5.7	7.3	6.5	7.9	318 / 16.5	15.8	17.8	26 / 494	D	WQLR-F
6	WKMI	T	12 / 4.6	4.2	3.1	2.6	182 / 9.4	9.4	7.8	13 / 217	A	WKMI
7	WNWN-F	C	9 / 3.4	5.4	3.8	3.0	200 / 10.4	11.8	9.2	37 / 543	C	WNWN-F
7	WNWN	B/AC	9 / 3.4	3.8	2.4	3.4	102 / 5.3	4.8	9.2	9 / 102	A	WNWN
9	WQXC-F	O	8 / 3.1	2.3	3.4	2.6	183 / 9.5	8.0	10.6	14 / 234	A	WQXC-F
9	WOOD-F	SAC	8 / 3.1	3.5	4.1	3.4	237 / 12.3	11.6	14.4	18 / 384		WOOD-F
9	WKZO	N/T	8 / 3.1	3.8	6.2	6.4	233 / 12.1	14.4	15.8	12 / 358	B	WKZO

12+ FM Share (Metro): 82.57% (180 of 218) (Spring 98: 80.34%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKFR-F >>>	1 WKFR-F	1 WRKR-F	1 WRKR-F	1 WRKR-F	1 WBCT-F	1 WKFR-F	1 WFAT-F	1 WKFR-F	1 WKFR-F >	1 WKFR-F
	2 WRKR-F	1 WKFR-F	2 WFAT-F	2 WFAT-F	2 WQLR-F	2 WRKR-F	2 WKFR-F	2 WFAT-F <	2 WBCT-F	2 WRKR-F
	2 WFAT-F >>	3 WFAT-F >	3 WKFR-F <	3 WKFR-F <	2 WRKR-F <	3 WBCT-F <	3 WRKR-F	3 WRKR-F <	3 WRKR-F >	3 WBCT-F >
	4 WKLQ-F	4 WBCT-F	4 WBCT-F	4 WBCT-F	4 WKMI	4 WFAT-F	4 WBCT-F	4 WBCT-F >	4 WFAT-F >	4 WNWN
	4 WBCT-F >	5 WQLR-F >	5 WQLR-F >>	5 WQLR-F >	5 WKFR-F	5 WQLR-F	4 WQLR-F <	5 WQLR-F	5 WKLQ-F	5 WFAT-F
		6 WNWN	6 WQXC-F	6 WQXC-F	5 WFAT-F	6 WKZO	6 WKMI >>	6 WKMI	5 WZUU-F	6 WOOD-F
		6 WGRD-F	7 WGRD-F	7 WGRD-F	7 WKZO	7 WKLQ-F <	7 WNWN-F >	7 WQXC-F <	6 WNWN-F	6 WNWN-F
		6 WKLQ-F	7 WKMI	7 WKMI	7 WQXC-F	8 WKMI	8 WQXC-F	8 WGRD-F <	8 WQLR-F	8 WQXC-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	12+ Ovrite
1 WKFR-F	1 WFAT-F	1 WFAT-F >	1 WFAT-F	1 WFAT-F	1 WKFR-F >>>	1 WKFR-F	1 WRKR-F >>>	1 WRKR-F >	1 WRKR-F >	1 WBCT-F
2 WFAT-F	2 WKFR-F >	2 WRKR-F	2 WKFR-F >	2 WKFR-F	2 WRKR-F	1 WRKR-F >>	2 WKFR-F	2 WKFR-F >	2 WBCT-F >	2 WKFR-F
3 WNWN >>>	3 WRKR-F	3 WKFR-F >>	3 WRKR-F	3 WRKR-F	2 WKLQ-F >>	3 WKLQ-F	2 WGRD-F	3 WFAT-F	3 WFAT-F	2 WRKR-F
	4 WBCT-F	4 WQLR-F	3 WQLR-F	3 WQLR-F		4 WGRD-F >	2 WKLQ-F	3 WBCT-F	3 WKFR-F	4 WOOD-F
	5 WNWN	4 WBCT-F >>	3 WBCT-F >>	3 WBCT-F >>		5 WFAT-F	2 WFAT-F	5 WKLQ-F	5 WZUU-F	
	5 WQLR-F >>>		6 WNWN	6 WOOD-F		5 WBCT-F >>	2 WBCT-F >>	6 WZUU-F	5 WKMI	
				6 WQXC-F >				6 WGRD-F	5 WQLR-F	
								6 WKMI		

Other Rated Stations				Metro Cume	TSA	Other Rated Stations--Outside Market				Metro Cume	TSA				
Station	Format	Pop	Market	Share	Rating	AQH	Cume	Station	Format	Pop	Market	Share	Rating	AQH	Cume
WKLZ	T	1470	Kalamazoo	0.4	1.3	1	37	WAKV	ST	980	Otsego	1.5	3.0	6	97
WKPR	REL	1420	Kalamazoo	0.4	1.1	1	22	WBCK	T	930	Battle Creek	0.4	1.3	3	81
WQSN	SPRTS	1470	Kalamazoo	0.8	1.9	2	48	WBXX-F	AC	95.3	Battle Creek	0.8	2.2	2	74
WZUU-F	CL AOR	92.3	Allegan	1.5	5.4	5	125	WCUZ-F	C	101.3	Grand Rapids	0.4	1.3	7	210
								WFRN-F	REL-CC	104.7	Elkhart, IN	0.4	1.3	3	86
								WGRD-F	AOR-NR	97.9	Grand Rapids	2.7	11.3	15	436
								WHFB-F	AC	99.9	Benton Harbor	0.8	1.5	2	56
								WJXQ-F	AOR	106.1	Jackson	1.1	5.4	12	218
								WKLQ-F	AOR	94.5	Holland	2.3	8.3	11	330
								WLAV-F	CL AOR	96.9	Grand Rapids	0.4	1.8	12	140
								WODJ-F	O	107.3	Greenville	0.4	1.5	4	172
								WSNX-F	CHR	104.5	Muskegon	1.1	5.7	8	234
								WVTI-F	AC/CHR	96.1	Holland	0.8	4.0	20	407
								WWKN-F	O	104.9	Marshall	0.8	2.6	8	97
								WXIK-F	C	94.1	Jackson	0.4	1.0	1	53

JACKSONVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Clear Channel	37.1 %	36.4 %	38.9 %	AC	0 (0)	51 (2)	51 (2)	4.4 %	4.8 %
WFSJ-FM, WJBT-FM, WNZS-AM, WPLA-FM, WQIK-FM, WROO-FM, WSOL-FM				AOR/Classic/NR	0 (0)	215 (4)	215 (4)	18.5 %	16.2 %
Cox Radio, pend.	30.9 %	35.2 %	46.4 %	Black/Urban	0 (0)	188 (2)	188 (2)	16.2 %	16.9 %
WAPE-FM, WBWL-AM, WFYV-FM, WKQL-FM, WMXQ-FM, WOKV-AM				CHR	0 (0)	131 (1)	131 (1)	11.3 %	11.5 %
Renda	7.6 %	9.2 %	11.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WEJZ-FM, WWRR-FM				Country	0 (0)	200 (3)	200 (3)	17.2 %	14.6 %
	75.6 %	80.8 %	96.9 %	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)	46 (1)	46 (1)	4.0 %	4.3 %
				News/Talk	64 (4)	0 (0)	64 (4)	5.5 %	5.4 %
				Oldies	0 (0)	89 (2)	89 (2)	7.6 %	8.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	68 (3)	0 (0)	68 (3)	5.8 %	5.1 %
				Soft AC	0 (0)	83 (1)	83 (1)	7.1 %	9.0 %
				Sports	23 (2)	0 (0)	23 (2)	2.0 %	3.7 %
				Standards/EZ	6 (1)	0 (0)	6 (1)	0.5 %	0.0 %
				Totals	161 (10)	1003 (16)	1164 (26)		

AM Stations

Station	Power	Time	Format	AM	FM	Total	%	Yr. Ago
WCGL	1360	5 kw (Days)	Religion	AURN	\$ NA	—		
WOKV	690	50 kw/10 kw (DA-N)	News/Talk	CBS, AMFM	\$53.00	Mc-Guild	Cox Radio, pend.	
WZAZ	1400	1 kw	Black Gospel	ABC	\$15.00	Eastman	In Trust	

FM Stations

Station	Power	Time	Format	AM	FM	Total	%	Yr. Ago
WAPE	95.1	100 kw @ 984	CHR		\$82.00	Christal	Cox Radio, pend.	
WBGB	106.5	6 kw @ 328	Classic AOR	Westwd	\$ NA	Clr Chnl	Concord, pend.	Ponte Verde
WEJZ	96.1	100 kw @ 984	Soft AC		\$80.00	Katz	Renda	
WFSJ	97.9	50 kw @ 482	Jazz		\$22.00	Clr Chnl	Clear Channel	St. Augustine
WFYV	104.5	100 kw @ 1014	AOR		\$115.00	Christal	Cox Radio, pend.	
WJBT	92.7	6 kw @ 300	Black		\$39.00	Eastman	Clear Channel	Green Cove Springs
WKQL	96.9	100 kw @ 1014	Oldies	AP	\$59.00	Christal	Cox Radio, pend.	
WMXQ	102.9	100 kw @ 1014	AC		\$56.00	Christal	Cox Radio, pend.	
WPLA	93.3	50 kw @ 463	AOR-New Rock		\$40.00	Clr Chnl	Clear Channel	Callahan
WQIK	99.1	100 kw @ 1014	Country	ABC	\$125.00	Eastman	Clear Channel	
WROO	107.3	100 kw @ 705	Country		\$60.00	Clr Chnl	Clear Channel	
WSOL	101.5	100 kw @ 1463	Black AC	ABC	\$48.00	Eastman	Clear Channel	Brunswick, GA
WWRR	100.7	36 kw @ 1463	Classic Hits		\$ NA	—	Renda	

Notes: 4/99 These stations were placed in trust by Clear Channel and Jacor: WBGB-F; WJGR; WZAZ; WZNZ. . . 5/99 WJGR and WBGB-F sold to Concord Media for \$4,300,000. . . 8/99 AMFM traded WAPE-F, WBWL, WFYV-F, WKQL-F, WMXQ-F and WOKV (plus 7 other stations in Atlanta, New Haven and Stamford-Norwalk) to Cox Radio for KFI and KOST-F, Los Angeles

JOHNSON CITY-KINGSPORT-BRISTOL

Arbitron Rank: 94 Pop (12+): 398,900	Stations: 29 / 25	Last Year's Revenue: \$15,000,000
MSA Rank: 110	Diaries: 1,461 / 273:1 / 54.9%	Household Income: \$32,717
MSA Pop: 464,000	Sample Target: 1,470	Total Retail Sales: \$4.1 Bil.
DMA: 92	% Below Line: 4.7	#1 Biller: WXBQ-AF \$5,000,000
Average Persons Rating: 14.4	% Not Listed: 11.1	#1 Billing Portfolio:
Market TSL in Hours: 19.50	Pop per Station: 15,956	Bristol \$5,710,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WXBQ-F	C	122 / 21.2	23.6	24.7	23.3	22.3	23.2	1473 / 36.9	39.2	37.4	165 / 2137	G	WXBQ-F
2	WQUT-F	AOR/CL	66 / 11.5	9.3	13.4	10.8	12.3	11.2	878 / 22.0	26.3	23.8	87 / 1255	D	WQUT-F
3	WAEZ-F	CHR	61 / 10.6	10.6	10.4	11.9	10.7	10.9	907 / 22.7	23.8	22.4	72 / 1235	B	WAEZ-F
4	WTFM-F	AC	60 / 10.4	9.7	8.9	8.4	7.0	9.4	857 / 21.5	21.7	20.1	71 / 1215	D	WTFM-F
5	WGOC	C/O	26 / 4.5	4.1	4.5	3.5	3.5	4.2	297 / 7.4	8.9	6.2	28 / 365	A	WGOC
6	WRZK-F	AOR	24 / 4.2	3.6	3.1	2.7	3.5	3.4	441 / 11.1	10.2	9.4	29 / 542	A	WRZK-F
6	WKOS-F	O	24 / 4.2	5.0	3.7	5.5	4.4	4.6	448 / 11.2	11.6	11.5	24 / 463	B	WKOS-F
8	WJCW	N/T	21 / 3.7	3.4	2.6	3.3	2.6	3.2	378 / 9.5	8.1	7.4	23 / 434	B*	WJCW
9	WMEV-F	C	13 / 2.3	1.4	1.2	2.2	1.3	1.8	167 / 4.2	3.7	4.4	39 / 454		WMEV-F
10	WKPT-AA	ST/EZ	10 / 1.7	2.2	1.9	2.4	2.0	2.1	190 / 4.8	5.8	5.4	10 / 200		WKPT-AA

12+ FM Share (Metro): 81.21% (415 of 511) (Spring 98: 81.90%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAEZ-F >>>	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F >	1 WXBQ-F >>	1 WXBQ-F >	1 WXBQ-F >>	1 WXBQ-F >	1 WXBQ-F <	1 WXBQ-F >>
2 WXBQ-F	2 WQUT-F	2 WQUT-F	2 WQUT-F	2 WQUT-F <	2 WTFM-F	2 WQUT-F >	2 WTFM-F <	2 WAEZ-F <	2 WAEZ-F	2 WQUT-F <
3 WXS-F >	2 WAEZ-F >	3 WTFM-F <	3 WTFM-F	3 WTFM-F >	3 WQUT-F	3 WAEZ-F <	3 WQUT-F <	3 WTFM-F	3 WTFM-F <	3 WAEZ-F
	4 WTFM-F	4 WAEZ-F >>	4 WAEZ-F >>	4 WAEZ-F >	4 WGOC	4 WTFM-F >	4 WAEZ-F >	4 WQUT-F >>	4 WQUT-F >>	4 WTFM-F >
	4 WRZK-F >>>	5 WRZK-F	5 WKOS-F	5 WKOS-F >	5 WKOS-F	5 WGOC	5 WJCW	5 WRZK-F	5 WRZK-F	5 WGOC
					6 WJCW	6 WKOS-F <	6 WGOC <	6 WKOS-F	6 WMEV-F	6 WKOS-F
									6 WKOS-F >	6 WRZK-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	12+ Ovmitte
1 WXBQ-F	1 WXBQ-F	1 WXBQ-F >	1 WXBQ-F	1 WXBQ-F >	1 WQUT-F >	1 WQUT-F	1 WXBQ-F	1 WQUT-F	1 WQUT-F	1 WXBQ-F
2 WAEZ-F >	2 WAEZ-F >	2 WAEZ-F >	2 WTFM-F	2 WTFM-F >	2 WRZK-F	2 WXBQ-F	2 WQUT-F	2 WXBQ-F >	2 WXBQ-F >>	2 WQUT-F >
3 WTFM-F	3 WTFM-F	3 WTFM-F	3 WAEZ-F	3 WAEZ-F >	3 WAEZ-F	3 WAEZ-F >	3 WAEZ-F >>	3 WAEZ-F	3 WTFM-F	3 WAEZ-F
4 WQUT-F	3 WQUT-F >>	3 WQUT-F >>>	4 WQUT-F >>	4 WQUT-F >	4 WXBQ-F >	4 WRZK-F >		4 WTFM-F <	4 WAEZ-F >	3 WTFM-F >
4 WRZK-F >>	5 WRZK-F >>		5 WKOS-F	5 WKOS-F >				5 WRZK-F >>	5 WKOS-F	5 WRZK-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago
WABN-F	CHR	92.7	Abingdon, VA	0.3	2.2	3 137	AC	0 (0)	60 (1)	60 (1)	11.7 %	8.8 %
WBEJ	C	1240	Elizabethton	0.7	2.1	4 83	AOR/Classic/NR	0 (0)	99 (3)	99 (3)	19.4 %	20.5 %
WEMB	C	1420	Erwin	0.9	1.7	5 77	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WETB	G	790	Johnson City	0.7	2.4	5 107	CHR	0 (0)	72 (3)	72 (3)	14.1 %	14.2 %
WEYE-F	C	104.3	Surgoinsville	0.3	1.2	2 68	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WIKQ-F	C	94.9	Greenville	0.9	3.1	13 331	Country	41 (4)	153 (6)	194 (10)	38.0 %	39.4 %
WKIN	T	1320	Kingsport	0.3	1.7	2 69	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WMCH	REL	1260	Church Hill	0.5	0.8	3 33	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WOPI	ST/EZ	1490	Bristol	0.3	0.8	2 32	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WPWT	T	870	Colonial Heights	0.5	0.8	3 39	News/Talk	34 (4)	0 (0)	34 (4)	6.7 %	5.2 %
WRGS	C	1370	Rogersville	1.0	2.1	6 96	Oldies	0 (0)	24 (1)	24 (1)	4.7 %	5.6 %
WXBQ	T	980	Bristol, VA	1.4	3.0	9 143	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WXS-F	CHR	103.9	Erwin	1.6	5.1	13 322	Religion/Gospel	9 (3)	7 (1)	16 (4)	3.1 %	3.7 %
WZAP	REL	690	Bristol, VA	0.3	1.6	3 88	Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Standards/EZ	12 (3)	0 (0)	12 (3)	2.3 %	2.6 %
							Totals	96 (14)	415 (15)	511 (29)		

KALAMAZOO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Cumulus	27.1 %	26.5 %	43.9 %	AC	0 (0)	44 (5)	44 (5)	20.2 %	16.7 %
WKFR-FM, WKMI-AM, WRKR-FM				AOR/Classic/NR	0 (0)	47 (6)	47 (6)	21.6 %	22.6 %
Forum	4.6 %	6.6 %	2.6 %	Black/Urban	9 (1)	0 (0)	9 (1)	4.1 %	3.0 %
WQXC-FM, WZUU-FM				CHR	0 (0)	36 (2)	36 (2)	16.5 %	13.7 %
Local	9.9 %	11.3 %	27.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WKLZ-AM, WKZO-AM, WQLR-FM, WQSN-AM				Country	0 (0)	33 (4)	33 (4)	15.1 %	16.2 %
Midwest	15.6 %	15.2 %	24.9 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %
WFAT-FM, WNWN-AM, WNWN-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	57.3 %	59.6 %	98.8 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	22 (4)	0 (0)	22 (4)	10.1 %	12.4 %
				Oldies	0 (0)	11 (3)	11 (3)	5.0 %	5.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	1 (1)	1 (1)	2 (2)	0.9 %	0.4 %
				Soft AC	0 (0)	8 (1)	8 (1)	3.7 %	5.1 %
				Sports	2 (1)	0 (0)	2 (1)	0.9 %	1.3 %
				Standards/EZ	4 (1)	0 (0)	4 (1)	1.8 %	2.1 %
				Totals	38 (8)	180 (22)	218 (30)		

AM Stations

Station	Freq	Power	Day	Format	Owner	Group
WKMI	1360	5 kw/1 kw	(DA-N)	Talk	ABC \$<20.00	Katz Cumulus
WKZO	590	5 kw	(DA-N)	News/Talk	CBS, Westwd, ESPN \$20.00	Sentry WQLR-FM/QSN
WNWN	1560	4.1 kw	(Days, DA)	Black AC	ABC \$<20.00	Christal Midwest

FM Stations

Station	Freq	Power	Day	Format	Owner	Group	Other
WFAT	96.5	3.6 kw @ 259		AC	\$32.00	Christal Midwest	Portage
WKFR	103.3	50 kw @ 483		CHR	Westwd \$37.00	Katz Cumulus	Battle Creek
WNWN	98.5	50 kw @ 469		Country	ABC \$24.00	Christal Midwest	Coldwater
WQLR	106.5	33 kw @ 600		AC	\$40.00	Sentry WKZO/WQSN	
WQXC	100.9	3 kw @ 299		Oldies	AP \$<20.00	—	Forum Otsego
WRKR	107.7	50 kw @ 500		AOR	ABC \$41.00	Katz Cumulus	Portage

Notes: Other ranked stations – See Grand Rapids

KANSAS CITY

Arbitron Rank: 30 Pop (12+): 1,402,100	Stations: 25 / 25	Last Year's Revenue: \$78,500,000
MSA Rank: 29	Diaries: 2,652 / 529:1 / 51.7%	Household Income: \$47,714
MSA Pop: 1,740,000	Sample Target: 2,660	Total Retail Sales: \$18.2 Bil.
DMA: 33	% Below Line: 0.0	#1 Biller: KCFX-F \$9,800,000
Average Persons Rating: 15.6	% Not Listed: 10.0	#1 Billing Portfolio:
Market TSL in Hours: 20.50	Pop per Station: 56,084	Entercom \$26,300,000

12+ Metro	Format	Spring 99		Win	Fall	Sum	Spq	4-Book	12+ Metro	Fall	Spq	12+ TSA	Revenue
		1/4	Share	99	98	98	98	Avg	Cume / Rtg.	98	98	AQH / Cume	Level
1	KMXV-F	CHR	186 / 8.5	5.7	6.5	7.1	7.8	7.0	3590 / 25.6	20.8	22.5	223 / 4559	H KMXV-F
2	KQRC-F	AOR	161 / 7.4	6.1	5.3	4.9	6.3	5.9	2377 / 17.0	12.4	14.5	202 / 3116	F KQRC-F
3	KPRS-F	B	137 / 6.3	7.5	9.3	9.0	7.8	8.0	1732 / 12.4	14.4	13.7	157 / 2087	G* KPRS-F
4	WDAF	C/FS	136 / 6.2	7.1	6.5	6.9	6.7	6.7	1487 / 10.6	11.7	11.4	194 / 2256	E WDAF
5	KMBZ	NT	134 / 6.1	5.9	5.4	5.6	4.6	5.8	2135 / 15.2	13.8	14.3	146 / 2389	G KMBZ
6	KUDL-F	AC	117 / 5.4	5.4	5.4	4.9	6.0	5.3	2176 / 15.5	15.0	15.9	132 / 2555	G KUDL-F
7	KCFX-F	CL AOR	106 / 4.9	4.6	5.9	5.5	4.6	5.2	2065 / 14.7	22.0	16.0	122 / 2555	H KCFX-F
8	KFKF-F	C	100 / 4.6	6.8	7.2	5.6	6.6	6.0	1886 / 13.5	16.2	15.0	119 / 2257	H KFKF-F
8	KCMO-F	O	100 / 4.6	4.3	4.6	4.6	4.7	4.5	1965 / 14.0	14.9	14.2	123 / 2545	G KCMO-F
10	KYYS-F	CL AOR	97 / 4.4	4.5	4.9	4.3	5.0	4.5	1594 / 11.4	10.7	11.0	124 / 1994	F KYYS-F
10	KBEQ-F	C	97 / 4.4	4.4	4.4	4.8	5.0	4.5	1654 / 11.8	12.0	12.1	120 / 2137	G KBEQ-F
12	KCIY-F	J	83 / 3.8	3.3	4.1	5.1	5.1	4.1	1293 / 9.2	10.9	11.3	91 / 1449	D KCIY-F
13	KXTR-AF	CL	79 / 3.6	3.3	2.8	2.5	2.6	3.1	1195 / 8.5	8.6	7.0	93 / 1480	C KXTR-AF
14	KCMO	T	75 / 3.4	2.9	3.6	3.8	4.1	3.4	1347 / 9.8	9.7	10.4	99 / 1750	D KCMO
15	KSRC-F	AC	71 / 3.3	3.4	2.8	3.7	2.8	3.3	1503 / 10.7	12.1	12.6	89 / 1872	D KSRC-F
16	KCHZ-F	CHR	67 / 3.1	2.4	1.9	2.1	1.2	2.4	1893 / 13.5	8.5	6.7	84 / 2374	KCHZ-F
17	KNRX-F	B/O	56 / 2.6	2.8	2.0	2.0	1.8	2.3	973 / 6.9	7.3	8.2	69 / 1126	C KNRX-F
18	KLZR-F	AOR-NR	37 / 1.7	1.3	0.7	0.8	0.7	1.1	906 / 6.5	3.1	4.2	78 / 1618	KLZR-F
19	KPRT	B/G	36 / 1.6	1.9	1.2	1.5	1.9	1.6	482 / 3.4	2.5	3.3	36 / 488	KPRT
20	KCTE	SPRTS	32 / 1.5	2.2	1.4	0.9	1.0	1.5	417 / 3.0	2.7	1.8	36 / 454	KCTE

12+ FM Share (Metro): 76.50% (1504 of 1966) (Spring 98: 75.90%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMXV-F >>	1 KQRC-F	1 KQRC-F <	1 KMXV-F <	1 KMXV-F <	1 WDAF <	1 KQRC-F	1 KMXV-F <	1 KMXV-F	1 KPRS-F	1 KMXV-F >
2 KCHZ-F	2 KMXV-F >	2 KMXV-F	2 KQRC-F	2 KQRC-F	2 KMBZ	2 WDAF	2 KQRC-F <	2 KQRC-F	2 KMXV-F <	2 KPRS-F <
2 KPRS-F >>	3 KPRS-F	3 KPRS-F <	3 KCFX-F <	3 KCFX-F	3 KUDL-F <	3 KMXV-F	3 KMBZ <	3 KPRS-F <	3 KMBZ	3 WDAF
	4 KYYS-F <	4 KCFX-F <	4 KYYS-F	4 KYYS-F <	4 KCMO-F	4 KUDL-F <	4 WDAF	4 KCMO-F <	4 KQRC-F	4 KQRC-F <
	5 KBEQ-F <	5 KYYS-F	5 KUDL-F <	5 KUDL-F <	5 KCIY-F <	5 KBEQ-F	5 KUDL-F <	5 KUDL-F <	5 KUDL-F	5 KCFX-F <
	6 KCFX-F	6 KUDL-F <	6 KPRS-F <	6 KCMO-F <	6 KCMO <	5 KMBZ <	6 KCFX-F	6 KMBZ <	6 KCFX-F <	6 KCMO-F <
	7 KFKF-F <	7 KBEQ-F	7 KBEQ-F <	7 KBEQ-F	7 KFKF-F <	7 KFKF-F	7 KFKF-F	7 KCFX-F <	7 KYYS-F	7 KMBZ <
	8 KCHZ-F	8 KCMO-F	8 KCMO-F	7 KPRS-F	8 KXTR-AF <	8 KPRS-F	7 KXTR-AF <	8 KYYS-F <	7 KCIY-F <	8 KUDL-F <
	8 KUDL-F >	8 KFKF-F	9 KFKF-F	9 KMBZ <	9 KCFX-F <	9 KYYS-F	9 KYYS-F	9 KBEQ-F	9 KCHZ-F	9 KBEQ-F
		10 KMBZ <	9 KMBZ	10 KFKF-F		10 KCMO <	9 KCMO <	9 KFKF-F <	9 KCMO-F <	9 KCIY-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	12+ Ovmitte
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 KQRC-F >	1 KQRC-F >	1 KPRS-F <
2 KPRS-F <	2 KQRC-F	2 KBEQ-F	2 KUDL-F <	2 KUDL-F >	2 KMXV-F	2 KMXV-F	2 KYYS-F <	2 KYYS-F	2 KYYS-F <	2 KCMO >
3 KQRC-F	2 KPRS-F	3 KQRC-F	3 KPRS-F	3 KPRS-F	2 KPRS-F >	3 KYYS-F <	3 KMXV-F	2 KCFX-F <	3 KCFX-F <	3 KMBZ <
4 KFKF-F	4 KBEQ-F	4 KUDL-F	4 KFKF-F	3 KBEQ-F <	4 KCHZ-F	4 KPRS-F	4 KCFX-F <	4 KMXV-F	4 KMBZ	4 WDAF
5 KCHZ-F	5 KUDL-F	5 KPRS-F	4 KBEQ-F <	5 KSRC-F	4 KLZR-F	5 KCFX-F >	5 KPRS-F <	5 KMBZ <	5 KMXV-F	5 KFKF-F
	6 KFKF-F <	5 KYYS-F	6 KQRC-F	5 KCMO-F <		6 KCTE <	6 KCTE	6 KPRS-F	6 KCMO-F	6 KMXV-F
	7 KCHZ-F	7 KCFX-F <	6 KSRC-F	7 KFKF-F <		7 KMBZ	7 KMBZ	7 KBEQ-F <	7 KBEQ-F	
	8 KYYS-F	8 KCHZ-F <	8 KCFX-F <	8 KCFX-F <		7 KLZR-F <	8 KFKF-F	8 KCMO-F	7 KPRS-F	
	8 KCFX-F		9 KCMO-F <	9 KYYS-F <			9 KBEQ-F	9 KCTE	9 KCTE <	
	8 KSRC-F >		10 KYYS-F	10 KQRC-F			10 KLZR-F		10 KFKF-F <	

Other Rated Stations			Metro	Cume	TSA		
	Share	Rating	AQH	Cume			
KCCV-F	REL	92.3	Olathe, KS	0.5	2.6	12	404
KCXL	T	1140	Liberty, MO	0.5	0.6	12	84
KFEZ	ST	1340	Kansas City, KS	0.9	2.7	20	375
KPHN	N/T	1190	Kansas City	0.7	2.6	16	369

KANSAS CITY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
CBS/Infinity KBEQ-FM, KFKF-FM, KMXV-FM, KSRC-FM	20.8 %	22.5 %	28.3 %	AC	0 (0)	188 (2)	188 (2)	9.6 %	9.7 %
Entercom KCMO-AM, KCMO-FM, KKGM-AM, KMBZ-AM, KUDL-FM, KYYS-FM, WDAF-AM	30.1 %	28.1 %	33.5 %	AOR/Classic/NR	0 (0)	401 (4)	401 (4)	20.4 %	20.3 %
Entercom, pend. KCFX-FM, KCIY-FM, KQRC-FM, KXTR-FM	19.7 %	21.1 %	23.4 %	Black/Urban	0 (0)	193 (2)	193 (2)	9.8 %	8.7 %
Local KFEZ-AM, KPHN-AM	1.6 %	1.0 %	1.1 %	CHR	0 (0)	253 (2)	253 (2)	12.9 %	9.9 %
Syncom KCHZ-FM, KNRX-FM	5.7 %	5.2 %	1.7 %	Classical	1 (1)	78 (1)	79 (2)	4.0 %	2.8 %
				Country	0 (0)	197 (2)	197 (2)	10.0 %	14.2 %
				Full Service	136 (1)	0 (0)	136 (1)	6.9 %	7.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	83 (1)	83 (1)	4.2 %	5.6 %
				News/Talk	237 (4)	0 (0)	237 (4)	12.1 %	10.3 %
				Oldies	0 (0)	100 (1)	100 (1)	5.1 %	5.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	36 (1)	11 (1)	47 (2)	2.4 %	3.3 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	32 (1)	0 (0)	32 (1)	1.6 %	1.1 %
				Standards/EZ	20 (1)	0 (0)	20 (1)	1.0 %	1.3 %
				Totals	462 (9)	1504 (16)	1966 (25)		

AM Stations

Station	Power	Frequency	Format	Company	Rate	Agency	Advertiser
KCMO	710	10kw/5 kw (DA-2)	Talk	CBS, WW1, ABC	\$40.00	D&R	Entercom
KCTE	1510	10 kw (DA, Days)	Sports	1-on-1	\$16.00	—	Independence
KMBZ	980	5 kw (DA-N)	News/Talk	ABC, SBUSA, CBS	\$67.00	Sentry	Entercom
KPRT	1590	1 kw/0.047 kw	Black Gospel	CNN, AURN	\$20.00	Eastman	KPRS-F
KUPN	1480	1 kw/0.5 kw (DA-2)	Simul. KXTR-F			Interep	Mission, KS
WDAF	610	5 kw	Country/Full Service	ABC	\$89.00	D&R	Entercom

FM Stations

Station	Power	Frequency	Format	Company	Rate	Agency	Advertiser
KBEQ	104.3	100 kw @ 987	Country	ABC	\$104.00	Eastman	CBS/Infinity
KCFX	101.1	97 kw @ 994	Classic AOR	Westwd	\$147.00	Christal	Entercom, pend. Harrisonville, MO
KCHZ	95.7	99 kw @ 984	CHR		\$ NA	—	Syncom Ottawa, KS
KCIY	106.5	100 kw @ 981	Jazz		\$57.00	Allied	Entercom, pend. Liberty
KCMO	94.9	100 kw @ 1057	Oldies		\$70.00	Sentry	Entercom
KFKF	94.1	100 kw @ 995	Country		\$140.00	Eastman	CBS/Infinity
KLZR	105.9	100 kw @ 770	AOR-New Rock	AP	\$ NA	—	Lawrence, KS
KMXV	93.3	100 kw @ 1056	CHR		\$71.00	Katz	CBS/Infinity
KNRX	107.3	100 kw @ 1184	Black Oldies	ABC	\$35.00	Lotus	Syncom Lexington, MO
KPRS	103.3	100 kw @ 995	Black	AURN, ABC, WW1	\$79.00	Interep	KPRT
KQRC	98.9	100 kw @ 1057	AOR	ABC	\$77.00	Mc-Guild	Entercom, pend. Leavenworth, KS
KSRC	102.1	100 kw @ 1000	AC		\$87.00	Katz	CBS/Infinity
KUDL	98.1	100 kw @ 995	AC	AP	\$70.00	D&R	Entercom
KXTR	96.5	100 kw @ 984	Classical		\$51.00	Mc-Guild	Entercom, pend.
KYYS	99.7	100 kw @ 1010	Classic AOR		\$67.00	D&R	Entercom

Notes: * KPRS-F revenue level includes KPRT revenue . . . 2/99 KOWW (1030) changed from Classic Country to Religion as KCWJ . . . 6/99 KUPN (1480) sold by Sinclair Broadcast Group to HME Communications for \$550,000 . . . 7/99 Sinclair Broadcast Group sold KCFX-F, KCIY-F, KQRC-F and KXTR-F to Entercom as part of an \$821,500,000 group transaction; some divestitures will be necessary. Thus, in the Consolidation Report, we have kept separate the current Entercom stations from those of Sinclair (marked as "Entercom, pend.")

KNOXVILLE

Arbitron Rank: 69 Pop (12+): 565,400
MSA Rank: 81
MSA Pop: 666,000
DMA: 63
Average Persons Rating: 14.1
Market TSL In Hours: 19.00

Stations: 26 / 25
Diaries: 1,737 / 326:1 / 51.5%
Sample Target: 1,690
% Below Line: 0.5
% Not Listed: 12.8
Pop per Station: 22,616

Last Year's Revenue: \$28,600,000
Household Income: \$37,168
Total Retail Sales: \$8.7 Bil.
#1 Biller: WIVK-F \$10,000,000
#1 Billing Portfolio: Dick \$12,600,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WIVK-F	C	173 / 21.6	22.2	23.6	22.4	21.6	22.5	1957 / 34.6	45.2	39.2	305 / 3730	I	WIVK-F
2	WJXB-F	AC	81 / 10.1	10.0	13.0	9.5	9.3	10.7	1105 / 19.5	24.2	20.3	127 / 1789	F	WJXB-F
3	WWST-F	CHR	74 / 9.2	7.9	7.2	8.4	7.4	8.2	1267 / 22.4	21.4	20.2	85 / 1487	D	WWST-F
4	WMYU-F	O	55 / 6.9	5.2	5.6	6.8	6.5	6.1	951 / 16.8	16.0	16.4	85 / 1513	C	WMYU-F
5	WIMZ-F	AOR/CL	49 / 6.1	7.1	6.5	6.9	7.5	6.7	899 / 15.9	17.0	17.4	104 / 1730	F	WIMZ-F
6	WNFZ-F	AOR-NR	35 / 4.4	4.0	2.4	2.5	2.4	3.3	600 / 10.6	8.2	8.4	41 / 659	A	WNFZ-F
7	WNOX	N/T	34 / 4.2	5.8	4.4	4.0	3.6	4.6	529 / 9.4	10.6	8.9	36 / 599	D*	WNOX
8	WOKI-F	CL AOR	26 / 3.2	4.0	4.3	5.5	5.7	4.3	619 / 10.9	12.6	13.4	69 / 1680	C	WOKI-F
9	WQIX-F	C	21 / 2.6	2.6	2.1	3.2	2.9	2.6	373 / 6.6	7.4	8.4	22 / 470	A	WQIX-F
10	WNOX-F	N/T	20 / 2.5	2.3	2.0	1.7	1.6	2.1	385 / 6.8	7.2	5.2	27 / 523	*	WNOX-F
11	WTXM-F	CHR/AC	19 / 2.4	1.4	0.4	0.8	1.7	1.3	507 / 9.0	2.5	3.9	20 / 579		WTXM-F
12	WSMJ-F	J	18 / 2.2	3.0	2.9	4.5	4.4	3.2	388 / 6.5	9.9	9.5	22 / 428	B	WSMJ-F
13	WKGN	B	17 / 2.1	0.7	1.9	2.2	1.1	1.7	177 / 3.1	3.7	2.2	17 / 177		WKGN
14	WJBZ-F	REL	16 / 2.0	3.8	3.7	2.7	4.0	3.0	341 / 6.0	7.5		27 / 552		WJBZ-F
15	WQBB	ST	12 / 1.5	2.3	2.2	1.9	1.0	2.0	155 / 2.7	3.4	2.3	13 / 166	A	WQBB
16	WRJZ	REL	11 / 1.4	1.0					216 / 3.8			12 / 225		WRJZ

12+ FM Share (Metro): 86.68% (605 of 698) (Spring 98: 90.78%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
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 WNFZ-F	2 WWST-F	2 WJXB-F	2 WJXB-F >	2 WJXB-F >	2 WJXB-F	2 WJXB-F	2 WJXB-F >	2 WWST-F <	2 WWST-F	2 WWST-F >
2 WIVK-F	3 WJXB-F	3 WWST-F	3 WIMZ-F	3 WMYU-F	3 WMYU-F	3 WIMZ-F	3 WWST-F <	3 WJXB-F	3 WJXB-F >	3 WJXB-F <
2 WMYU-F >>	4 WNFZ-F	4 WIMZ-F	4 WMYU-F <	3 WIMZ-F	4 WNOX	4 WWST-F <	4 WMYU-F	4 WMYU-F	4 WNFZ-F	4 WMYU-F
	5 WIMZ-F >	5 WMYU-F	5 WWST-F >	5 WWST-F	5 WIMZ-F >	5 WMYU-F	5 WNOX	5 WIMZ-F	5 WIMZ-F	5 WIMZ-F
	6 WTXM-F	6 WNFZ-F	6 WOKI-F >	6 WOKI-F	6 WWST-F	6 WNOX	6 WIMZ-F >	6 WNFZ-F	5 WMYU-F	6 WNFZ-F
		7 WOKI-F >				7 WNFZ-F >	7 WNOX-F	7 WOKI-F <		7 WSMJ-F
								8 WNOX		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmt
1 WWST-F >>>	1 WWST-F	1 WIVK-F	1 WIVK-F	1 WIVK-F >	1 WNFZ-F	1 WIMZ-F	1 WIMZ-F >	1 WIVK-F >	1 WIVK-F >	1 WWST-F
2 WIVK-F	1 WIVK-F	2 WJXB-F >	2 WJXB-F	2 WJXB-F >	2 WWST-F	2 WNFZ-F	2 WIVK-F >	2 WIMZ-F >	2 WIMZ-F >	2 WIVK-F >>
2 WJXB-F	3 WJXB-F >>	3 WWST-F >>	3 WWST-F >	3 WMYU-F	3 WIVK-F >	2 WIVK-F	3 WNFZ-F	3 WNFZ-F <	3 WJXB-F	3 WNFZ-F
4 WNFZ-F	4 WNFZ-F	4 WNFZ-F	4 WMYU-F >	4 WWST-F >>	4 WIMZ-F >>	4 WWST-F >	3 WJXB-F	4 WWST-F	4 WMYU-F	3 WJXB-F
	5 WTXM-F		5 WIMZ-F	5 WIMZ-F		5 WOKI-F	3 WOKI-F	4 WJXB-F <	5 WOKI-F	
			5 WNFZ-F			6 WJXB-F	6 WWST-F	6 WOKI-F	6 WNOX	
								7 WMYU-F	7 WNOX-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDLY-F	C	105.5	Gatlinburg 1.0 1.8 9 130
WESK-F	O	105.3	Loudon 0.4 1.7 4 152
WGAP	C	1400	Maryville 0.4 1.1 3 60
WKXV	REL	900	Knoxville 0.6 1.3 5 91
WLJL-F	C	93.5	Lenoir City 0.4 1.7 4 127
WLOD-AA	ST	1140	Loudon 0.5 1.2 4 68
WSEV	C	930	Sevierville 0.4 0.7 3 52
WYSH	C	1380	Clinton 0.5 0.9 5 58

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEZG-F	CHR	99.3	Jefferson City 0.5 0.8 8 146

KNOXVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Dick WIVK-FM, WNOX-AM, WNOX-FM, WXVO-FM	28.3 %	27.7 %	43.8 %	AC	0 (0)	81 (1)	81 (1)	11.6 %	11.0 %
Journal Broadcast Group WMYU-FM, WQBB-AM, WQIX-FM, WWST-FM	20.2 %	18.3 %	17.5 %	AOR/Classic/NR	0 (0)	110 (3)	110 (3)	15.8 %	23.5 %
Local WNFZ-FM, WOKI-FM	7.6 %	7.3 %	5.3 %	Black/Urban	17 (1)	0 (0)	17 (1)	2.4 %	1.3 %
South Central WGAP-FM, WIMZ-AM, WIMZ-FM, WJXB-FM	16.2 %	21.3 %	30.9 %	CHR	0 (0)	97 (3)	97 (3)	13.9 %	9.2 %
	72.3 %	74.6 %	97.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	10 (3)	205 (4)	215 (7)	30.8 %	32.6 %
				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)	18 (1)	18 (1)	2.6 %	0.0 %
				News/Talk	34 (1)	20 (1)	54 (2)	7.7 %	8.6 %
				Oldies	0 (0)	58 (2)	58 (2)	8.3 %	8.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	16 (2)	16 (1)	32 (3)	4.6 %	4.7 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
				Standards/EZ	16 (3)	0 (0)	16 (3)	2.3 %	0.0 %
				Totals	93 (10)	605 (16)	698 (26)		

AM Stations

Station	Power	Time	Format	Revenue	AM	FM	Total
WKGN	1340	1 kw	Black	AURN \$19.00	—		
WNOX	990	10 kw (DA-N)	News/Talk	ABC, BNN, Westwd \$40.00	Katz	Dick	
WQBB	1040	10 kw (Days)	Standards	CNN, ABC, WW1 \$ NA	Christal	Journal Bcst Gp	Powell
WRJZ	620	5 kw (DA-N)	Religion	USA \$ NA	Salem	Moffitt	

FM Stations

Station	Power	Time	Format	Revenue	AM	FM	Total
WIMZ	103.5	100 kw @ 1722	AOR/Classic AOR	\$67.00	Eastman	South Central	
WIVK	107.7	91 kw @ 2054	Country	ABC \$170.00	Katz	Dick	
WJBZ	96.3	2.9 kw @ 479	Gospel	<\$20.00	—		Seymour
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 Bcst Gp	Sevierville
WNFZ	94.3	2.5 kw @ 515	AOR-New Rock	\$ NA	Eastman	WOKI-F	Oak Ridge
WNOX	99.1	6 kw @ 325	News/Talk	ABC, Westwd	Katz	Dick	Loudon
WOKI	100.3	100 kw @ 2000	Classic AOR	ABC, CBS \$44.00	Katz	WNFZ-F	Oak Ridge
WQIX	104.5	2.3 kw @ 528	Country	<\$20.00	—	Journal Bcst Gp	
WSMJ	98.7	8 kw @ 571	Jazz	\$ NA	Katz	Dick	Oliver Springs
WTXM	95.7	3 kw @ 328	Hot AC	AP, ABC \$ NA	Regional	South Central	Maryville
WWST	93.1	2.4 kw @ 512	CHR	AP \$24.00	Eastman	Journal Bcst Gp	Karns

Notes: * WNOX revenue level includes WNOX's revenue . . . WNFZ-F is LMA'd to South Central; WOKI-F is LMA'd to Dick . . . 3/99 WGAP-F changed from Country to Hot AC (AC/CHR) as "Mix 95.7" . . . 4/99 WXVO-F changed from AOR to Smooth Jazz as WSMJ-F . . . 4/99 WGAP-F changed calls to WTXM-F . . . 4/99 WGAP (1400) was sold by South Central to MetroWest (WESK-F, WTNN) for \$225,000 . . . 7/99 WSEV (930; Sevierville) changed from Country to Gospel . . . 7/99 WHJM (1180) changed from Gospel to Religion; sister station WKCE (1120; Seymour) changed from Gospel to Standards

LAFAYETTE, IN

Arbitron Rank: 230	Pop (12+): 119,400	Stations: 18 / 11	Last Year's Revenue: \$7,300,000
MSA Rank: 218		Diaries: 942 / 127:1 / 51.9%	Household Income: \$41,834
MSA Pop: 174,000		Sample Target: 960	Total Retail Sales: \$1.51 Bil.
DMA: 197		% Below Line: 10.4	#1 Biller: WKOA-F \$2,000,000
Average Persons Rating: 12.1		% Not Listed: 14.6	#1 Billing Portfolio:
Market TSL in Hours: 16.50		Pop per Station: 10,855	Schurz \$2,850,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1 WKOA-F	C	21 / 14.6	15.2	18.2	18.1	16.5	280 / 23.4	22.4	24.5	59 / 660	D	WKOA-F
2 WASK-AF	O	17 / 11.8	9.4	9.1	10.1	7.5	247 / 20.7	18.3	17.5	24 / 370	B	WASK-AF
3 WAZY-F	CHR	16 / 11.1	10.9	7.8	10.1	9.0	368 / 30.8	35.3	26.2	22 / 552	C	WAZY-F
4 WKHY-F	AOR	14 / 9.7	10.9	11.7	10.7	14.5	246 / 20.5	21.5	25.0	32 / 385	C	WKHY-F
4 WGBD-F	AOR-NR	14 / 9.7	9.4	11.0	9.4	11.0	304 / 25.5	23.4	28.7	24 / 430	B	WGBD-F
6 WGLM-F	AC	11 / 7.6	5.8	9.7	8.1	9.0	170 / 14.2	14.8	18.0	14 / 250	C	WGLM-F
7 WLFF-F	C	6 / 4.2	5.1	3.2	4.7	4.1	124 / 10.3	10.6	6.6	7 / 156		WLFF-F

12+ FM Share (Metro): 89.08% (106 of 119) (Spring 98: 92.54%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAZY-F >>>	1 WGBD-F	1 WKOA-F	1 WKOA-F	1 WASK-AF	1 WASK-AF <	1 WKOA-F <	1 WKOA-F	1 WKOA-F	1 WGBD-F	1 WKOA-F >
2 WGBD-F >>	2 WKOA-F	1 WKHY-F <	1 WKHY-F	2 WKOA-F	2 WKOA-F >>	2 WGBD-F	2 WASK-AF <	2 WAZY-F <	2 WAZY-F	2 WASK-AF
	2 WAZY-F	3 WAZY-F	3 WGLM-F	3 WGLM-F	3 WAZY-F	3 WASK-AF	3 WKHY-F	3 WASK-AF	3 WKOA-F	2 WAZY-F
	2 WKHY-F >	3 WGBD-F	4 WASK-AF	3 WKHY-F	3 WGLM-F	4 WASK-F	4 WAZY-F <	4 WGBD-F	4 WASK-AF	4 WKHY-F
	5 WGLM-F	5 WGLM-F	4 WAZY-F >	5 WAZY-F >	5 WKHY-F >	4 WKHY-F	5 WGLM-F >	5 WKHY-F	4 WKHY-F >>	5 WGBD-F
						6 WGLM-F >	6 WGBD-F >	6 WGLM-F >		5 WGLM-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	12+ Ovrnite
1 WGBD-F >	1 WGBD-F	1 WGLM-F >>	1 WKOA-F	1 WASK-AF	1 WGBD-F >>	1 WGBD-F	1 WKOA-F	1 WKHY-F	1 WKOA-F	1 WKOA-F >
2 WKOA-F	2 WKOA-F	2 WKOA-F	1 WAZY-F	1 WGLM-F >	2 WAZY-F	1 WKHY-F >	1 WKHY-F >>	2 WGBD-F	1 WKHY-F	2 WGBD-F
2 WAZY-F >>	2 WAZY-F >	2 WASK-AF	1 WGLM-F >	3 WKOA-F	2 WKHY-F >>	3 WKOA-F		3 WKOA-F	3 WASK-AF	2 WKHY-F >
	4 WGLM-F	2 WAZY-F	4 WASK-AF	3 WAZY-F		3 WAZY-F >		4 WAZY-F	4 WAZY-F	
	4 WKHY-F	2 WSHW-F	4 WGBD-F	3 WKHY-F >>				5 WASK-AF	5 WGBD-F	
	4 WLFF-F >>	2 WKHY-F	4 WKHY-F					5 WGLM-F	5 WGLM-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WAZY	N/T	1410	Lafayette	2.1	4.3	3 59
WNJY-F	O	102.9	Delphi	2.1	6.2	16 195
WSHW-F	AC	99.7	Frankfort	2.1	9.3	7 210

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WFBQ-F	T/AOR	94.7	Indianapolis	2.8	9.5	16 335
WGN	FS/T	720	Chicago	0.7	2.6	6 118
WIBC	FS/T	1070	Indianapolis	1.4	4.2	4 123
WLS	T	890	Chicago	2.8	4.4	10 116
WMRS-F	SAC	107.7	Monticello	0.7	1.8	5 77
WNAP-F	CL HITS	93.1	Indianapolis	0.7	2.1	2 74
WRZX-F	AOR-NR	103.3	Indianapolis	1.4	4.9	3 122

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	14 (2)	14 (2)	11.8 %	14.2 %
AOR/Classic/NR	0 (0)	30 (3)	30 (3)	25.2 %	32.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	16 (1)	16 (1)	13.4 %	9.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	27 (2)	27 (2)	22.7 %	20.9 %
Full Service	3 (2)	0 (0)	3 (2)	2.5 %	0.7 %
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)	0 (0)	7 (2)	5.9 %	3.7 %
Oldies	3 (1)	18 (3)	21 (4)	17.6 %	14.2 %
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	0 (0)	1 (1)	1 (1)	0.8 %	0.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	3.7 %
Totals	13 (5)	106 (12)	119 (17)		

Consolidation Report				12+	25-54	Revenue
Artistic				27.1 %	21.5 %	25.3 %
WAZY-AM, WAZY-FM, WGBD-FM, WLFF-FM						
Schurz				26.4 %	26.7 %	39.0 %
WASK-AM, WASK-FM, WKOA-FM						
Stay Tuned, pend.				11.8 %	13.9 %	17.1 %
WKHY-FM, WNJY-FM						
				65.3 %	62.1 %	81.4 %

LAFAYETTE, IN

AM Stations

WASK 1450 1 kw See WASK-F

FM Stations

WASK	98.7	4.4 kw @ 384	Oldies	CBS	Christal	Schurz	Battleground
WAZY	96.5	50 kw @ 500	CHR	ABC	Eastman	Artistic	
WGBD	95.7	3.1 kw @ 430	AOR-NR		Eastman	Artistic	Attica
WGLM	106.7	6 kw @ 328	AC	AP, CNN	--		W. Lafayette
WKHY	93.5	6 kw @ 246	AOR	AP	Katz	Stay Tuned	
WKOA	105.3	50 kw @ 308	Country	ABC	Christal	Schurz	
WLFF	95.3	2.45 kw @ 518	Country	Westwd	--	Artistic	Brookston

Notes: 7/99 WNJY-F (102.9; Delphi) sold by William Deibel to Stay Tuned (RadioWorks) for \$1,000,000

FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

LAFAYETTE, LA

Arbitron Rank: 97 **Pop (12+):** 390,900
MSA Rank: 134
MSA Pop: 374,000
DMA: 123
Average Persons Rating: 16.5
Market TSL in Hours: 22.25

Stations: 35 / 25
Diaries: 1,230 / 318:1 / 42.5%
Sample Target: 1,190
% Below Line: 9.5
% Not Listed: 7.6
Pop per Station: 15,636

Last Year's Revenue: \$14,700,000
Household Income: \$29,904
Total Retail Sales: \$4.6 Bil.
#1 Biller: KXKC-F \$2,700,000
#1 Billing Portfolio: Galloway \$5,720,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	KRRQ-F	B	67 / 10.4	8.9	8.3	8.9	7.3	722 / 18.5	18.2	16.8	74 / 859	B	KRRQ-F
2	KSMB-F	CHR	62 / 9.6	7.0	7.7	8.7	7.4	974 / 24.9	23.9	21.9	74 / 1215	D	KSMB-F
3	KMDL-F	C	53 / 8.2	8.3	6.9	7.6	7.1	698 / 17.9	19.7	17.6	55 / 772	D	KMDL-F
4	KTDY-F	AC	45 / 7.0	4.3	7.4	5.9	4.5	604 / 15.5	15.4	16.8	48 / 676	D	KTDY-F
5	KNEK-F	B/A/C	44 / 6.8	3.7	3.1	3.5	4.1	521 / 13.3	9.9	8.4	45 / 563	A	KNEK-F
6	KXKC-F	C	42 / 6.5	10.5	9.3	10.3	11.3	679 / 17.4	21.4	22.5	45 / 766	D	KXKC-F
7	KJCB-AF	G/B	41 / 6.4	6.4	4.0	5.1	4.5	401 / 10.3	9.6	8.6	44 / 449	B	KJCB-AF
8	KFTE-F	AOR-NR	35 / 5.4	3.7	3.8	4.1	5.4	456 / 11.7	10.2	11.4	35 / 477	B	KFTE-F
9	KPEL-F	N/T	19 / 2.9	1.6	1.9	2.8	3.2	242 / 6.2	6.8	6.8	21 / 251	B^	KPEL-F
9	KBON-F	VA	19 / 2.9	2.8	2.2	2.1	0.5	190 / 4.9	5.7	4.1	27 / 303		KBON-F
11	KFXZ-F	B/G	18 / 2.8	3.1	1.8	2.7	3.4	247 / 6.3	5.2	6.2	19 / 268	A	KFXZ-F
12	WDGL-F	CL HITS	16 / 2.5	2.8	4.9	4.1	3.7	356 / 9.1	10.4	12.0	27 / 604		WDGL-F
13	KRXZ-F	CL AOR*	15 / 2.3	3.9	3.7	2.8	2.5	292 / 7.5	7.9	8.0	17 / 371		KRXZ-F
14	KLTW-F	O	14 / 2.2	1.3	1.5	2.3	2.2	194 / 5.0	5.5	4.3	14 / 202		KLTW-F
14	KAJN-F	REL	14 / 2.2	2.5	2.4	2.0	2.1	260 / 6.6	6.8	7.1	21 / 349		KAJN-F

12+ FM Share (Metro): 88.62% (514 of 580) (Spring 98: 89.27%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KSMB-F	1 KRRQ-F	1 KRRQ-F	1 KTDY-F	1 KTDY-F	1 KMDL-F	1 KRRQ-F	1 KMDL-F	1 KRRQ-F	1 KJCB-AF
1	KRRQ-F >>	2 KSMB-F	2 KSMB-F	2 KSMB-F	2 KMDL-F	1 KJCB-AF	2 KMDL-F	2 KTDY-F	2 KSMB-F	2 KRRQ-F
3	KFTE-F >>>	3 KFTE-F	3 KTDY-F	2 KRRQ-F	3 KRRQ-F	3 KTDY-F	2 KSMB-F	3 KMDL-F	3 KNEK-F	3 KSMB-F
4	KMDL-F	4 KMDL-F	4 KMDL-F	4 KMDL-F	3 KSMB-F	4 KXKC-F	4 KTDY-F	4 KRRQ-F	4 KXKC-F	4 KFTE-F
5	KTDY-F	5 KNEK-F	5 KNEK-F	5 KNEK-F	5 KNEK-F	4 KNEK-F	5 KXKC-F	5 KNEK-F	5 KJCB-AF	5 KMDL-F
6	KNEK-F	6 KXKC-F	6 KXKC-F	6 KXKC-F	6 KRRQ-F	6 KJCB-AF	6 KNEK-F	6 KTDY-F	6 KTDY-F	6 KXKC-F
7	KXKC-F >	7 KFTE-F	7 KFTE-F	7 KFTE-F	7 KJCB-AF	6 KBON-F	7 KFTE-F	7 KFTE-F	7 KFTE-F	7 KFTE-F
		8 KJCB-AF	8 KJCB-AF	8 KJCB-AF	8 KFTE-F	6 KPEL-F	7 KNEK-F	8 KPEL-F	8 KJCB-AF	7 KFXZ-F
						6 KSMB-F		8 KJCB-AF	9 KRXZ-F	8 KTDY-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	12+ Ovrnite
1	KRRQ-F	1 KRRQ-F	1 KTDY-F	1 KTDY-F	1 KRRQ-F	1 KFTE-F	1 KFTE-F	1 KRRQ-F	1 KMDL-F	1 KSMB-F
2	KSMB-F >>	2 KSMB-F	2 KXKC-F	2 KSMB-F	2 KNEK-F	1 KRRQ-F	2 KMDL-F	2 KMDL-F	2 KRRQ-F	2 KRRQ-F
3	KNEK-F	3 KTDY-F	2 KSMB-F	3 KRRQ-F	3 KSMB-F	3 KMDL-F	3 KRRQ-F	3 KFTE-F	3 KFTE-F	3 KNEK-F
3	KMDL-F	4 KXKC-F	2 KRRQ-F	4 KNEK-F	4 KXKC-F	4 KSMB-F	4 KSMB-F	4 KSMB-F	4 KXKC-F	3 KJCB-AF
3	KJCB-AF	5 KNEK-F	5 KMDL-F	5 KXKC-F	5 KJCB-AF	4 KFXZ-F	5 KNEK-F	5 KRXZ-F	5 KNEK-F	4 KSMB-F
3	KFTE-F >	5 KMDL-F	5 KFTE-F	6 KMDL-F	5 KMDL-F	4 KMDL-F	5 KNEK-F	5 KTDY-F	5 KTDY-F	6 KNEK-F
		7 KFTE-F	5 KNEK-F	7 KJCB-AF	7 KRRQ-F			7 KXKC-F	7 KXKC-F	7 KTDY-F
								8 KRXZ-F	8 KRXZ-F	8 KRXZ-F
								8 KJCB-AF	9 KJCB-AF	8 KJCB-AF
								8 WDGL-F >>		

Other Rated Stations				Metro Cume Share Rating AQH Cume				TSA AQH Cume				Other Rated Stations--Outside Market				Metro Cume Share Rating AQH Cume				TSA AQH Cume			
KANE	O	1240	New Iberia	0.6	2.0	4	77	KOOJ-F	O	93.7	New Iberia	1.6	5.1	17	335								
KJJB-F	O	105.5	Eunice	0.9	3.4	6	148	KUMX-F	CHR	104.1	Houma	0.6	3.0	13	331								
KOGM-F	O	107.1	Opelousas	0.8	1.6	5	70	KZMZ-F	AOR	96.9	Alexandria	0.3	2.4	9	252								
KPEL	SPRTS	1420	Lafayette	0.6	2.6	5	104	WCKW-F	AOR	92.3	La Place	0.8	3.1	10	234								
KQIS-F	SAC	102.1	Basile	1.4	5.0	10	232	WEMX-F	B	94.1	Kentwood	0.3	1.5	9	167								
KROF	C	960	Abbeville	1.1	2.5	7	111	WLSS-F	CHR	102.5	Baton Rouge	0.5	3.9	9	337								
KSIG	ST	1450	Crowley	0.6	2.0	4	76	WWL	N/T	870	New Orleans	0.3	1.3	6	112								
KSLO	C	1230	Opelousas	0.6	1.7	4	84	WXCT-F	C	100.7	Baton Rouge	0.6	3.6	11	303								
KVOL	T	1330	Lafayette	0.2	1.5	1	57	WYNK-F	C	101.5	Baton Rouge	2.0	8.7	24	573								
KVOL-F	T/SPRTS	105.9	Opelousas	0.3	1.8	2	88																

LAFAYETTE, LA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Citadel	27.3 %	27.2 %	11.0 %	AC	0 (0)	45 (1)	45 (1)	7.8 %	8.5 %
KFXZ-FM, KNEK-AM, KNEK-FM, KRRQ-FM				AOR/Classic/NR	0 (0)	42 (3)	42 (3)	7.2 %	7.2 %
Galloway	27.5 %	31.5 %	38.9 %	Black/Urban	0 (0)	113 (3)	113 (3)	19.5 %	19.8 %
KFTE-FM, KMDL-FM, KPEL-AM, KPEL-FM, KROF-AM, KRXZ-FM, KTDY-FM				CHR	0 (0)	69 (3)	69 (3)	11.9 %	9.8 %
Local	4.2 %	4.2 %	%	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KLTW-FM, KQIS-FM, KSIG-AM				Country	11 (2)	112 (4)	123 (6)	21.2 %	23.4 %
Powell	10.1 %	9.1 %	17.6 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KDYS-AM, KSMB-FM, KVOL-AM, KVOL-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	69.1 %	72.0 %	67.5 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	3 (2)	21 (2)	24 (4)	4.1 %	6.8 %
				Oldies	4 (1)	51 (5)	55 (6)	9.5 %	11.9 %
				Others/Unknown	0 (0)	19 (1)	19 (1)	3.3 %	2.4 %
				Religion/Gospel	40 (1)	33 (3)	73 (4)	12.6 %	7.0 %
				Soft AC	0 (0)	9 (1)	9 (1)	1.6 %	2.6 %
				Sports	4 (1)	0 (0)	4 (1)	0.7 %	0.0 %
				Standards/EZ	4 (1)	0 (0)	4 (1)	0.7 %	0.7 %
				Totals	66 (8)	514 (26)	580 (34)		

AM Stations

KJCB	770	1 kw/0.5 kw (DA-N)	Gospel/Black	AURN	\$10.00	K&P	KFMV-F
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FM Stations

KAJN	102.9	100 kw @ 1500	Religion/Gospel	USA, CNN	\$<20.00	—	Crowley
KBON	101.1	6 kw @ 328	Variety		\$ NA	—	Mamou
KFMV	105.5	3 kw @ 300	Simul. KJCB				Franklin
KFTE	96.5	22.5 kw @ 328	New Rock	AP	\$20.00	Katz	Galloway
KFXZ	106.3	2.6 kw @ 495	Black Oldies/Gospel	ABC	\$<20.00	Mc-Guild	Citadel
KLTW	106.7	4.5 kw @ 366	Oldies		\$<20.00	Weise	KSIG
KMDL	97.3	38 kw @ 561	Country	AP	\$22.00	Katz	Galloway
KNEK	104.7	25 kw @ 328	Black AC	Westwd	\$21.00	Mc-Guild	Citadel
KPEL	105.1	25 kw @ 292	News/Talk	CBS, Westwd	\$ NA	Katz	Galloway
KRRQ	96.5	50 kw @ 443	Black	ABC	\$<20.00	—	Citadel
KRXZ	107.7	100 kw @ 469	Classic AOR		\$<20.00	Katz	Galloway
KSMB	94.5	100 kw @ 1077	CHR	ABC	\$50.00	Allied	Powell
KTDY	99.9	100 kw @ 984	AC		\$42.00	Katz	Galloway
KXKC	99.1	100 kw @ 984	Country		\$46.00	Allied	New Iberia

Notes: * KRXZ-F was placed "below the line" by Arbitron for airing announcements that referred specifically to the survey and survey process . . . ^ KPEL-F revenue level includes revenue for KPEL . . . WDGL-F -- See Baton Rouge . . . 3/99 KROF-F changed from Oldies to News/Talk as KPEL-F . . . 5/99 KPEL changed from News/Talk to Sports . . . 8/99 KROF (960) changed from Cajun & Oldies to Standards (ABC)

LAKELAND-WINTER HAVEN

Arbitron Rank: 96 Pop (12+): 392,400
MSA Rank: NA
MSA Pop: NA
DMA: Tampa (#14)
Average Persons Rating: 14.6
Market TSL in Hours: 20.00

Stations: 40 / 8
Diaries: 835 / 470:1 / 50.6%
Sample Target: 810
% Below Line: 62.1
% Not Listed: 12.2
Pop per Station: 49,050

Last Year's Revenue: NA
Household Income: \$31,941
Total Retail Sales: \$4.3 Bil
#1 Biller: NA
#1 Billing Portfolio: NA

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WPCV-F	C	71 / 12.4	16.5	15.6	14.1	13.7	916 / 23.3	28.9	24.2	83 / 1022	WPCV-F
2	WFLZ-F	CHR	41 / 7.2	7.2	7.0	8.6	8.4	862 / 22.0	20.6	21.4	47 / 1025	WFLZ-F
3	WFJO-F	B/O	32 / 5.6	5.6	2.5	1.2		367 / 9.4	10.5	4.7	40 / 499	WFJO-F
4	WUV-F	EZ/ST	26 / 4.5	7.2	5.9	8.3	7.1	275 / 7.0	11.8	9.1	32 / 359	WUV-F
5	WWRM-F	SAC	25 / 4.4	3.1	2.9	4.5	4.6	385 / 9.8	8.7	8.1	28 / 436	WWRM-F
6	WTBT-F	CL AOR	24 / 4.2	1.9	1.6	1.8		375 / 9.6	3.8	3.7	28 / 456	WTBT-F
7	WXTB-F	AOR	17 / 3.0	4.1	3.0	2.3	3.3	230 / 5.9	6.8	5.8	17 / 230	WXTB-F
8	WHTQ-F	CL AOR	15 / 2.6	1.7	2.1	2.7	3.3	287 / 7.3	4.1	5.7	15 / 322	WHTQ-F
9	WSJT-F	J	14 / 2.4	2.4	3.9	3.0	2.4	338 / 8.6	6.5	8.1	14 / 370	WSJT-F
9	WHNR	B	14 / 2.4	2.0	2.3	2.3	2.6	201 / 5.1	4.5	3.9	14 / 201	WHNR
11	WONN	ST	13 / 2.3	2.2	4.1	2.5	2.7	189 / 4.8	4.9	6.9	13 / 189	WONN
11	WBAR	C	13 / 2.3		0.9	1.0		72 / 1.8		1.8	13 / 72	WBAR
11	WCFB-F	U/AC	13 / 2.3	1.0	2.0	0.8	0.4	154 / 3.9	3.1	5.2	13 / 154	WCFB-F
11	WHPT-F	AOR-P	13 / 2.3	1.0	1.6	2.2	3.5	280 / 7.1	3.6	3.8	14 / 321	WHPT-F
15	WAKS-F	AC/CHR	11 / 1.9	2.6	2.1	2.0	2.2	182 / 4.6	5.9	4.0	11 / 218	WAKS-F
15	WLKF	T	11 / 1.9	1.9	2.1	1.3	2.7	184 / 4.7	4.7	4.2	11 / 184	WLKF
15	WXXL-F	CHR	11 / 1.9	2.2	1.8	2.7	1.6	382 / 9.7	9.5	7.4	11 / 382	WXXL-F
15	WJHM-F	B	11 / 1.9	2.9	2.7	3.3	3.1	280 / 7.1	8.2	6.4	14 / 298	WJHM-F
19	WRBQ-F	C	10 / 1.7	2.0	1.6	0.8	1.8	205 / 5.2	5.5	5.8	10 / 205	WRBQ-F
19	WTKS-F	T	10 / 1.7	2.0	2.3	2.0	1.5	145 / 3.7	5.0	4.5	10 / 151	WTKS-F
19	WWAB	B	10 / 1.7	2.9	0.9	0.5		83 / 2.1	4.3	2.5	10 / 83	WWAB

12+ FM Share (Metro): 80.57% (394 of 489) (Spring 98: 84.53%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
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 WXXL-F >	2 WPCV-F	2 WFLZ-F	2 WFJO-F	2 WFJO-F	2 WUV-F <	2 WFLZ-F >	2 WFJO-F	2 WFLZ-F	2 WPCV-F >	2 WFLZ-F >
3 WPCV-F	3 WXTB-F >	3 WFJO-F	3 WTBT-F	3 WTBT-F	3 WFJO-F	3 WFJO-F	3 WWRM-F	3 WFJO-F	3 WUV-F <	3 WUV-F <
4 WJHM-F >	4 WWRM-F	4 WTBT-F	4 WFLZ-F >	4 WWRM-F <	4 WTBT-F	4 WWRM-F	4 WFLZ-F	4 WTBT-F	4 WXXL-F	4 WHNR <
	5 WFJO-F	5 WWRM-F <	5 WWRM-F	5 WFLZ-F	5 WWRM-F	4 WTBT-F <	4 WTBT-F <	5 WWRM-F	5 WCFB-F	5 WFJO-F >
	5 WTKS-F >	6 WXTB-F	5 WHTQ-F	6 WHTQ-F <	6 WBAR	6 WXTB-F <	6 WUV-F	5 WUV-F	5 WJHM-F	6 WSJT-F
		7 WHTQ-F	7 WXTB-F	7 WHNR	6 WSJT-F	7 WUV-F <	7 WLKF	7 WHTQ-F <	7 WWRM-F	6 WTBT-F
		8 WHPT-F <	7 WHPT-F	7 WHPT-F <	6 WONN	8 WONN		8 WXTB-F	7 WTKS-F	6 WWRM-F <
		9 WCFB-F	9 WAKS-F	9 WXTB-F					7 WWAB	
			9 WCFB-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	12+ Ovrite
1 WFLZ-F >>	1 WFLZ-F	1 WPCV-F	1 WPCV-F	1 WPCV-F >	1 WFLZ-F >	1 WXTB-F >	1 WXTB-F >	1 WPCV-F >	1 WPCV-F	1 WPCV-F >
2 WPCV-F	2 WPCV-F	1 WWRM-F	2 WFLZ-F >	2 WWRM-F	2 WPCV-F >	2 WPCV-F	2 WPCV-F >	2 WTBT-F	2 WTBT-F	2 WFLZ-F >
3 WWRM-F >>	3 WWRM-F >>	3 WFJO-F	3 WWRM-F <	2 WFJO-F	3 WJHM-F	3 WFLZ-F >	3 WTKS-F	2 WFLZ-F <	3 WFJO-F >	3 WHPT-F
4 WXXL-F	4 WHPT-F	3 WFLZ-F	4 WFJO-F	4 WFLZ-F	3 WXTB-F	4 WTKS-F	3 WTBT-F	4 WFJO-F	4 WXTB-F	4 WTKS-F
4 WXTB-F >>	4 WFJO-F >	5 WAKS-F	5 WCFB-F	5 WHNR	3 WQTM >>	5 WFJO-F	3 WFJO-F >	4 WXTB-F >	5 WHTQ-F	5 WONN
		5 WSSR-F	6 WAKS-F	5 WCFB-F		5 WQYK		6 WHTQ-F	5 WFLZ-F	
		5 WHPT-F >	6 WTBT-F	7 WAKS-F		5 WTBT-F		7 WTKS-F	7 WWRM-F	
			8 WHNR			5 WJHM-F >		7 WHPT-F >	8 WHPT-F	

Consolidation Report	12+	25-54	Revenue
Hall	18.0 %	16.3 %	%
WLKF-AM, WONN-AM, WPCV-FM, WWRZ-FM			
	18.0 %	16.3 %	%

LAKELAND-WINTER HAVEN

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
WWBF	O	1130	Bartow	1.0	2.1	6	81	AC	0 (0)	21 (3)	21 (3)	4.3 %	5.9 %
WWRZ-F	SAC	98.3	Arcadia	1.4	4.5	13	259	AOR/Classic/NR	0 (0)	75 (6)	75 (6)	15.3 %	11.7 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
WCOF-F	CL HITS	107.3	St. Petersburg	0.9	3.2	5	124	CHR	0 (0)	52 (2)	52 (2)	10.6 %	10.4 %
WDBO	FS	580	Orlando	1.2	2.1	7	81	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WFLA	T	970	Tampa	0.5	1.9	3	96	Country	13 (1)	96 (4)	109 (5)	22.3 %	25.0 %
WJRR-F	AOR-NR	104.1	Cocoa Beach	0.7	3.1	4	134	Full Service	7 (1)	0 (0)	7 (1)	1.4 %	0.0 %
WMGF-F	SAC	107.7	Mount Dora	0.5	1.4	3	53	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WMMO-F	AC-AOR	98.9	Orlando	0.3	1.2	2	45	Jazz	0 (0)	14 (1)	14 (1)	2.9 %	4.7 %
WOCL-F	B/O	105.9	De Land	0.5	3.5	3	138	News/Talk	14 (2)	10 (1)	24 (3)	4.9 %	7.0 %
WOMX-F	AC/CHR	105.1	Orlando	0.7	3.8	4	157	Oldies	11 (2)	18 (4)	29 (6)	5.9 %	4.9 %
WQTM	SPRTS	540	Pine Hills	0.9	2.7	5	113	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WQYK	SPRTS	1010	Seffner	1.4	4.0	8	155	Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WQYK-F	C	99.5	St. Petersburg	1.2	4.3	7	181	Soft AC	0 (0)	36 (3)	36 (3)	7.4 %	8.9 %
WSHE-F	O	100.3	Orlando	1.0	4.1	6	167	Sports	13 (2)	0 (0)	13 (2)	2.7 %	0.0 %
WSSR-F	AC-NR	95.7	Clearwater	1.0	4.2	7	171	Standards/EZ	13 (1)	26 (1)	39 (2)	8.0 %	11.9 %
WSUN	O	910	Plant City	0.9	2.7	5	105	Totals	95 (11)	394 (28)	489 (39)		
WSUN-F	O	97.1	Holiday	0.5	2.7	3	106						
WWKA-F	C	92.3	Orlando	1.4	2.9	8	114						
WYUU-F	O	92.5	Safety Harbor	0.7	1.5	4	59						

AM Stations

WBAR	1460	1 kw/0.155 kw	Country	CBS	\$ NA	---		Bartow
WHNR	1360	5 kw/2.5 kw (DA-2)	Black	AURN	\$ NA	---		Cypress Gardens
WLKF	1430	5 kw/1 kw	Talk	ABC, Westwd	\$ NA	D&R	Hall	
WONN	1230	1 kw	Standards	Westwd, CNN	\$ NA	D&R	Hall	
WWAB	1330	1 kw (Days)	Black	UPI	\$ NA	---		

FM Stations

WPCV	97.5	100 kw @ 1016	Country	Westwd	\$ NA	D&R	Hall	Winter Haven
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Notes: Other ranked stations -- See Tampa-Saint Petersburg or Orlando

LANCASTER

Arbitron Rank: 111 Pop (12+): 373,600
MSA Rank: 111
MSA Pop: 457,000
DMA: 46 (w/Harrisbg. & York)
Average Persons Rating: 14.7
Market TSL in Hours: 20.25

Stations: 34 / 6
Diaries: 781 / 478:1 / 58.3%
Sample Target: 810
% Below Line: 50.5
% Not Listed: 20.0
Pop per Station: 62,267

Last Year's Revenue: \$11,000,000
Household Income: \$49,223
Total Retail Sales: \$4.5 Bil.
#1 Biller: WIOV-F \$4,000,000
#1 Billing Portfolio: Brill \$4,000,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WLAN-F	CHR	56 / 10.2	8.7	10.3	7.4	8.5	1011 / 27.1	25.2	24.7	82 / 1574	D	WLAN-F
2	WSOX-F	O	48 / 8.7	8.3		0.3		654 / 17.5	17.7		102 / 1331		WSOX-F
3	WQXA-F	AOR	37 / 6.7	6.2	6.4	7.0	7.8	610 / 16.3	17.2	15.7	87 / 1293		WQXA-F
3	WIOV-F	C	37 / 6.7	9.0	8.2	7.0	8.6	578 / 15.5	20.3	17.4	52 / 807	F	WIOV-F
5	WDAC-F	REL	35 / 6.4	5.8	5.7	9.6	7.4	560 / 15.0	12.7	15.2	43 / 743	D	WDAC-F
6	WRKZ-F	C	30 / 5.4	4.2	4.6	4.5	5.3	452 / 12.1	11.4	13.3	78 / 1084		WRKZ-F
7	WARM-F	AC	28 / 5.1	6.8	5.5	6.5	6.5	479 / 12.8	14.6	15.6	77 / 1141		WARM-F
8	WROZ-F	SAC	24 / 4.4	6.0	7.8	8.4	8.5	475 / 12.7	14.3	17.7	52 / 939	E	WROZ-F
9	WTPA-F	AOR	18 / 3.3	1.5	2.1	2.2	1.1	240 / 6.4	5.6	5.1	46 / 718		WTPA-F
9	WEGK-F	CL AOR	18 / 3.3	3.3	3.9	4.4	3.9	430 / 11.5	10.7	12.3	37 / 858		WEGK-F
11	WRVV-F	AC-AOR	17 / 3.1	3.5	3.7	4.2	4.6	335 / 9.0	8.5	9.3	49 / 786		WRVV-F
12	WHP	FS	13 / 2.4	3.3	5.4	2.5	2.8	224 / 6.0	9.3	8.3	35 / 551		WHP

12+ FM Share (Metro): 90.70% (400 of 441) (Spring 98: 85.12%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WLAN-F >>>	1 WLAN-F	1 WLAN-F	1 WLAN-F <	1 WSOX-F	1 WSOX-F	1 WLAN-F	1 WSOX-F <	1 WLAN-F	1 WLAN-F	1 WSOX-F <
1 WQXA-F >>	2 WQXA-F	2 WQXA-F	2 WSOX-F	2 WLAN-F	2 WDAC-F	2 WQXA-F <	2 WLAN-F	2 WSOX-F	2 WDAC-F <	2 WLAN-F
3 WRKZ-F	3 WSOX-F	3 WQXA-F	3 WQXA-F	3 WQXA-F	3 WIOV-F	3 WSOX-F	3 WIOV-F	3 WIOV-F <	3 WQXA-F <	3 WDAC-F
4 WTPA-F	4 WIOV-F	4 WIOV-F	4 WIOV-F <	4 WIOV-F <	4 WARM-F	4 WIOV-F	4 WQXA-F	4 WDAC-F	4 WROZ-F	4 WRKZ-F <
5 WIOV-F	5 WRKZ-F <	5 WARM-F <	5 WARM-F <	5 WARM-F <	5 WROZ-F <	5 WDAC-F	5 WARM-F	5 WQXA-F <	4 WSOX-F	5 WIOV-F <
6 WEGK-F	6 WARM-F	6 WRKZ-F <	6 WRKZ-F <	6 WRKZ-F	6 WLAN-F	6 WARM-F <	6 WRKZ-F	6 WRKZ-F <	6 WRKZ-F	6 WQXA-F
6 WRVV-F >	7 WEGK-F	7 WEGK-F	7 WEGK-F	7 WDAC-F <	7 WRKZ-F	7 WRKZ-F >	7 WHP	7 WARM-F	6 WIOV-F >	7 WROZ-F
	7 WRVV-F	7 WDAC-F	7 WDAC-F	8 WEGK-F	8 WHP <	8 WTPA-F <	8 WDAC-F <	8 WROZ-F <	8 WEGK-F	7 WARM-F <
	7 WTPA-F <	7 WRVV-F	8 WRVV-F	8 WRVV-F		9 WROZ-F	9 WROZ-F	9 WEGK-F		9 WEGK-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	12+ Ovrnite
1 WLAN-F >>	1 WLAN-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 WLAN-F >
2 WQXA-F >	2 WQXA-F	2 WRKZ-F >	2 WSOX-F	2 WSOX-F	1 WQXA-F	2 WLAN-F >	2 WLAN-F	2 WLAN-F	2 WSOX-F	2 WSOX-F
3 WRBT-F	3 WRKZ-F	3 WQXA-F >	3 WARM-F	3 WARM-F	3 WTPA-F >>	3 WTPA-F >	3 WRVV-F	3 WIOV-F	3 WIOV-F <	3 WDAC-F
3 WARM-F >>	4 WARM-F >	4 WROZ-F	4 WRKZ-F <	4 WRKZ-F	4 WRKZ-F	4 WRVV-F	3 WEGK-F	3 WTPA-F <	4 WRVV-F	4 WIOV-F
	5 WIOV-F	4 WARM-F >	5 WIOV-F	4 WROZ-F	4 WIOV-F >>>	4 WIOV-F	3 WYSP-F >>	5 WSOX-F	4 WLAN-F	
	5 WRFY-F		6 WROZ-F	6 WIOV-F		4 WEGK-F		6 WRVV-F	4 WEGK-F	
	5 WROZ-F >		6 WQXA-F	7 WDAC-F >		4 WRKZ-F		6 WEGK-F	7 WTPA-F	
			8 WDAC-F >	8 WEGK-F		4 WYSP-F >		8 WRKZ-F	8 WDAC-F	
				8 WQXA-F				9 WDAC-F	8 WRKZ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WLAN	ST	1390	Lancaster	1.5	4.8	9 192	KYW	N	1060	Philadelphia	0.5	3.6	5 169
WLPA	SPRTS	1490	Lancaster	0.5	2.5	3 103	WADV	REL	940	Lebanon	1.3	2.2	9 102
							WBYN-F	REL	107.5	Boyertown	0.4	1.4	2 71
							WGTY-F	C	107.7	Gettysburg	0.4	1.2	36 482
							WIOQ-F	CHR	102.1	Philadelphia	0.5	2.2	3 84
							WIP	SPRTS	610	Philadelphia	0.5	1.6	3 75
							WLBR	FS	1270	Lebanon	0.4	1.3	12 213
							WMGK-F	CL HITS	102.9	Philadelphia	0.4	1.8	3 83
							WMMR-F	AOR	93.3	Philadelphia	0.4	1.4	2 65
							WNCE-F	EZ/ST	92.1	Palmyra	0.7	2.7	9 220
							WNNK-F	CHR	104.1	Harrisburg	0.4	2.9	19 462
							WGLF	O	98.1	Philadelphia	0.5	1.8	4 92
							WRBT-F	C	94.9	Harrisburg	1.5	3.3	21 347
							WRFY-F	CHR	102.5	Reading	1.1	5.8	10 279
							WSBA	FS	910	York	0.4	2.8	18 479
							WUSL-F	B	98.9	Philadelphia	0.5	2.2	3 91
							WWKL-F	O	99.3	Harrisburg	0.4	1.8	13 322
							WYCR-F	CHR	98.5	Hanover	1.1	8.3	43 1048
							WYSP-F	T/CL AOR	94.1	Philadelphia	1.3	1.8	7 71

LANCASTER

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Hall (semi-duop)	8.2 %	9.6 %	%	AC	0 (0)	28 (1)	28 (1)	6.3 %	11.4 %
WEGK-FM, WLPA-AM, WROZ-FM				AOR/Classic/NR	0 (0)	99 (6)	99 (6)	22.4 %	15.3 %
	8.2 %	9.6 %	%	Black/Urban	0 (0)	3 (1)	3 (1)	0.7 %	0.7 %
				CHR	0 (0)	73 (5)	73 (5)	16.6 %	15.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	77 (4)	77 (4)	17.5 %	19.0 %
				Full Service	17 (3)	0 (0)	17 (3)	3.9 %	9.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %
				News/Talk	3 (1)	0 (0)	3 (1)	0.7 %	1.8 %
				Oldies	0 (1)	55 (4)	55 (5)	12.5 %	3.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	7 (1)	37 (2)	44 (3)	10.0 %	8.1 %
				Soft AC	0 (0)	24 (1)	24 (1)	5.4 %	9.6 %
				Sports	6 (2)	0 (0)	6 (2)	1.4 %	0.4 %
				Standards/EZ	8 (1)	4 (1)	12 (2)	2.7 %	4.6 %
				Totals	41 (9)	400 (25)	441 (34)		

AM Stations

WLAN	1390	5 kw/1 kw (DA-2)	Standards	Westwd	\$<20.00	Allied	Clear Channel
WLPA	1490	0.6 kw	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, Westwd	\$75.00	Mc-Guild	Brill Ephrata
WLAN	96.9	50 kw @ 500	CHR	Westwd	\$50.00	Clr Chnl	Clear Channel
WROZ	101.3	6.9 kw @ 1289	Soft AC		\$66.00	D&R	Hall

Notes: Other ranked stations - See Harrisburg or York

LANSING

Arbitron Rank: 114 Pop (12+): 369,900
MSA Rank: 114
MSA Pop: 451,000
DMA: 106
Average Persons Rating: 14.8
Market TSL In Hours: 19.50

Stations: 22 / 14
Diaries: 961 / 385.1 / 55.1%
Sample Target: 990
% Below Line: 7.3
% Not Listed: 19.5
Pop per Station: 26,421

Last Year's Revenue: \$19,000,000
Household Income: \$45,308
Total Retail Sales: \$5.0 Bil.
#1 Biller: WFMK-F \$4,850,000
#1 Billing Portfolio: Liggett \$14,650,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WITL-F	C	79 / 14.4	9.4	11.3	10.8	11.5	11.5	897 / 24.2	21.0	24.7	106 / 1404	E	WITL-F
2	WFMK-F	AC	49 / 8.9	9.8	11.1	10.9	11.5	10.2	718 / 19.4	24.5	28.0	69 / 1258	F	WFMK-F
3	WHZZ-F	CHR	45 / 8.2	6.8	6.2	7.6	9.6	7.2	911 / 24.6	22.0	27.0	50 / 1060	C	WHZZ-F
4	WMMQ-F	CL AOR	43 / 7.8	8.8	9.4	7.8	9.8	8.5	613 / 16.6	17.1	19.5	55 / 910	D	WMMQ-F
4	WJIM-F	O	43 / 7.8	7.4	8.9	7.5	9.1	7.9	764 / 20.7	22.9	22.7	61 / 1279	D	WJIM-F
6	WJXQ-F	AOR	38 / 6.9	6.8	6.5	5.7	6.3	6.5	600 / 16.2	16.0	15.0	70 / 1299	C	WJXQ-F
7	WWDX-F	AOR-NR	23 / 4.2	4.2	5.6	4.3	2.7	4.6	619 / 16.7	19.5	14.5	41 / 827	A	WWDX-F
7	WILS	ST	23 / 4.2	3.1	2.5	4.2	3.9	3.5	288 / 7.3	5.8	5.9	37 / 408	A	WILS
9	WJIM	T	22 / 4.0	4.1	3.1	3.5	3.8	3.7	317 / 8.6	11.3	8.2	24 / 359	B	WJIM
10	WQHH-F	B	15 / 2.7	4.1	4.2	4.7	3.4	3.9	281 / 7.6	9.9	9.7	15 / 289	B	WQHH-F
11	WXIK-F	C	12 / 2.2	3.1	2.9	3.1	1.9	2.8	320 / 8.7	9.5	8.4	31 / 584	B	WXIK-F
12	WJR	FS	11 / 2.0	2.9	2.4	2.4	1.9	2.4	218 / 5.9	7.4	8.5	61 / 1010		WJR

12+ FM Share (Metro): 85.52% (378 of 442) (Spring 98: 86.39%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHZZ-F >>	1 WHZZ-F <	1 WITL-F	1 WFMK-F <	1 WITL-F	1 WITL-F >	1 WITL-F >	1 WITL-F	1 WITL-F >	1 WITL-F	1 WITL-F >
2 WWDX-F >	2 WJXQ-F <	1 WMMQ-F	2 WMMQ-F	2 WFMK-F <	2 WJIM-F	2 WJIM-F	2 WFMK-F	2 WFMK-F <	2 WHZZ-F	2 WHZZ-F
3 WKFR-F	3 WITL-F	1 WFMK-F	3 WITL-F	3 WMMQ-F	3 WFMK-F >	3 WFMK-F <	3 WMMQ-F	3 WHZZ-F <	3 WJIM-F <	3 WMMQ-F <
	3 WMMQ-F	4 WJXQ-F	4 WJXQ-F	4 WJIM-F <	4 WILS <	4 WJXQ-F	4 WJIM-F <	4 WMMQ-F	4 WFMK-F <	4 WFMK-F <
	5 WFMK-F >	5 WHZZ-F	5 WHZZ-F	5 WJXQ-F <	5 WMMQ-F <	5 WMMQ-F <	5 WJIM <	5 WJIM-F <	5 WMMQ-F <	5 WJIM-F
	6 WWDX-F	6 WJIM-F >	5 WJIM-F >>	6 WHZZ-F >	6 WJIM >	6 WHZZ-F >	6 WJXQ-F <	6 WJXQ-F <	6 WQHH-F <	6 WWDX-F
	7 WQHH-F >>	7 WWDX-F	7 WJIM	7 WJIM	7 WJXQ-F	7 WILS	7 WHZZ-F	7 WWDX-F <	7 WWDX-F <	6 WJXQ-F
						7 WJIM		8 WILS	8 WJXQ-F >	8 WILS >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 WHZZ-F	1 WFMK-F <	1 WFMK-F	1 WFMK-F	1 WFMK-F	1 WJXQ-F >>	1 WJXQ-F	1 WJXQ-F <	1 WMMQ-F <	1 WMMQ-F	1 WITL-F >>
2 WITL-F	2 WITL-F <	2 WITL-F >	2 WITL-F	2 WITL-F >	2 WHZZ-F	2 WMMQ-F	2 WMMQ-F	2 WJXQ-F >	2 WITL-F	2 WFMK-F
2 WFMK-F >	3 WHZZ-F >	3 WHZZ-F	3 WHZZ-F	3 WJIM-F	2 WITL-F	3 WHZZ-F	3 WHZZ-F >	3 WITL-F	2 WJXQ-F >	3 WKFR-F
4 WQHH-F >	4 WMMQ-F	3 WMMQ-F >	4 WJIM-F	4 WHZZ-F	2 WMMQ-F	4 WITL-F	4 WITL-F	4 WHZZ-F	4 WJIM	3 WJIM-F
5 WWDX-F	5 WWDX-F	5 WWDX-F	5 WMMQ-F	5 WMMQ-F >	5 WWDX-F	5 WWDX-F >	5 WWDX-F	5 WJIM	4 WJIM-F	
5 WJIM-F >>	5 WQHH-F	5 WJXQ-F >	6 WJXQ-F	6 WJXQ-F >	5 WQHH-F >	6 WQHH-F	5 WFMK-F >>	6 WJIM-F	6 WHZZ-F	
	7 WJXQ-F		7 WWDX-F			6 WFMK-F >>		6 WFMK-F	6 WFMK-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WVFN	SPRTS	730	East Lansing 1.1 2.5 6 106
WVIC-F	CL	92.7	Charlotte 0.4 1.4 2 70
WWSJ	B/G	1580	St. Johns 0.4 1.0 2 36

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBCT-F	C	93.7	Grand Rapids 0.5 2.9 22 456
WCUZ-F	C	101.3	Grand Rapids 1.1 2.5 14 271
WKFR-F	CHR	103.3	Battle Creek 1.1 2.7 46 765
WLAV-F	CL AOR	96.9	Grand Rapids 0.5 1.6 19 188
WODJ-F	O	107.3	Greenville 0.7 2.7 11 232
WOOD-F	SAC	105.7	Grand Rapids 0.7 3.3 9 325
WRKR-F	AOR	107.7	Portage 0.5 1.3 32 479

LANSING

Consolidation Report			12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
62nd Street			13.3 %	13.1 %	12.9 %	AC	0 (0)	49 (1)	49 (1)	11.1 %	15.1 %
WJXQ-FM, WWDX-FM, WXIK-FM						AOR/Classic/NR	0 (0)	110 (5)	110 (5)	24.9 %	23.8 %
Liggett			44.0 %	49.7 %	77.1 %	Black/Urban	0 (0)	15 (1)	15 (1)	3.4 %	5.2 %
WFMK-FM, WITL-FM, WJIM-AM, WJIM-FM, WMMQ-FM, WVFN-AM						CHR	0 (0)	51 (2)	51 (2)	11.5 %	13.0 %
			57.3 %	62.8 %	90.0 %	Classical	0 (0)	2 (1)	2 (1)	0.5 %	0.0 %
						Country	0 (0)	100 (4)	100 (4)	22.8 %	17.5 %
						Full Service	11 (1)	0 (0)	11 (1)	2.5 %	2.4 %
						Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						News/Talk	22 (1)	0 (0)	22 (1)	5.0 %	4.8 %
						Oldies	0 (0)	47 (2)	47 (2)	10.6 %	11.4 %
						Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Religion/Gospel	2 (1)	0 (0)	2 (1)	0.5 %	0.4 %
						Soft AC	0 (0)	4 (1)	4 (1)	0.9 %	0.9 %
						Sports	6 (1)	0 (0)	6 (1)	1.4 %	0.6 %
						Standards/EZ	23 (1)	0 (0)	23 (1)	5.2 %	5.0 %
						Totals	64 (5)	378 (17)	442 (22)		

AM Stations

Station	Power	Time	Format	ABC	\$ NA	D&R	MacDonald
WILS	1320	5 kw/1 kw (DA-2)	Standards	ABC	\$ NA	D&R	MacDonald
WJIM	1240	1 kw	Talk	Westwd	<\$20.00	Eastman	Liggett

FM Stations

Station	Power	Time	Format	ABC	\$	D&R	MacDonald
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 @ 643	Country	ABC	\$84.00	Eastman	Liggett
WJIM	97.5	45 kw @ 512	Oldies	ABC	\$41.00	Eastman	Liggett
WJXQ	106.1	50 kw @ 489	AOR		\$50.00	Katz	62nd Street Jackson
WMMQ	94.9	49 kw @ 500	Classic AOR	ABC	\$28.00	Eastman	Liggett
WQHH	96.5	3 kw @ 328	Black		<\$20.00	Allied	WXLA DeWitt
WWDX	92.1	4 kw @ 400	New Rock		<\$20.00	Katz	62nd Street St. Johns
WXIK	94.1	40 kw @ 551	Country	ABC	\$25.00	Katz	62nd Street Jackson

Notes: WJR - See Detroit

LAS VEGAS

Arbitron Rank: 40 Pop (12+): 1,051,900	Stations: 23 / 23	Last Year's Revenue: \$63,000,000
MSA Rank: 41	Diaries: 2,016 / 522:1 / 53.7%	Household Income: \$41,646
MSA Pop: 1,460,000	Sample Target: 1,980	Total Retail Sales: \$13.7i.
DMA: 56	% Below Line: 0.0	#1 Biller: KLUC-F \$6,860,000
Average Persons Rating: 16.2	% Not Listed: 15.0	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 45,735	CBS/Infinity \$25,170,000

12+ Metro	Format	Spring 99		Win	Fall	Sum	Spg	4-Book	12+ Metro	Fall	Spg	12+ TSA	Revenue	
		1/4	Share	99	98	98	98	Avg	Cume / Rtg.	98	98	AQH / Cume	Level	
1 KLUC-F	CHR	165	9.7	6.8	9.3	8.4	8.3	8.5	2299 / 21.9	21.9	22.5	165 / 2324	G	KLUC-F
2 KJUL-F	ST	136	8.0	9.3	8.5	7.5	9.9	8.3	1529 / 14.5	14.4	13.4	157 / 1702	D	KJUL-F
3 KMXB-F	AC/CHR	130	7.6	5.2	6.1	6.6	6.5	6.4	2180 / 20.7	18.7	18.3	130 / 2204	G	KMXB-F
4 KSNE-F	SAC	100	5.9	7.1	5.6	6.2	6.1	6.2	1382 / 13.1	14.2	13.3	101 / 1404	G	KSNE-F
5 KXTE-F	AOR-NR	99	5.8	6.2	6.1	5.5	4.5	5.9	1599 / 15.2	14.5	12.2	106 / 1722	F	KXTE-F
6 KWNR-F	C	93	5.5	7.2	4.7	5.2	6.6	5.6	1424 / 13.5	11.7	13.6	94 / 1465	F	KWNR-F
7 KISF-F	SP	85	5.0	3.1	4.2	4.1	3.3	4.1	1085 / 10.3	12.6	10.2	85 / 1085	F	KISF-F
8 KQOL-F	O	82	4.8	4.2	3.6	3.8	3.6	4.1	1221 / 11.6	9.9	9.6	84 / 1300	D	KQOL-F
9 KFMS-F	C	72	4.2	5.3	3.8	4.4	4.3	4.4	1050 / 10.0	8.9	11.3	73 / 1095	D	KFMS-F
10 KOMP-F	AOR	68	4.0	4.3	4.3	3.2	3.6	3.9	896 / 8.5	10.1	8.4	79 / 1046	E	KOMP-F
11 KPPT-F	CL AOR	58	3.4	3.4	3.5	4.0	2.6	3.6	1067 / 10.1	10.6	9.7	67 / 1174	D	KPPT-F
12 KKLZ-F	CL AOR	56	3.3	4.6	4.8	4.7	4.3	4.3	1096 / 10.4	11.2	12.1	57 / 1106	F	KKLZ-F
13 KMZQ-F	AC	54	3.2	4.2	4.6	5.2	6.1	4.3	1018 / 9.7	12.4	14.9	54 / 1018	G	KMZQ-F
14 KSTJ-F	AC/CHR	48	2.8	3.7	2.3	3.4	2.8	3.1	1134 / 10.8	9.1	9.9	51 / 1186	C	KSTJ-F
15 KXNT	T	45	2.6	2.0	2.5	3.3	3.9	2.6	714 / 6.8	5.5	8.1	46 / 734	C	KXNT
16 KVBC-F	T/N	38	2.2	2.6	2.6	1.9	2.0	2.3	709 / 6.7	6.8	6.2	39 / 731	B	KVBC-F
17 KLSQ	SP	34	2.0	2.2	2.9	3.5	2.4	2.6	416 / 4.0	4.7	4.4	34 / 416	D	KLSQ
18 KDOX	SP-C	31	1.8	1.5	2.3	1.7	1.2	1.8	392 / 3.7	4.0	2.8	31 / 392	B	KDOX

12+ FM Share (Metro): 88.97% (1290 of 1450) (Spring 98: 87.77%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KLUC-F >>>	1 KLUC-F	1 KLUC-F <	1 KMXB-F	1 KMXB-F <	1 KJUL-F >	1 KXTE-F	1 KJUL-F <	1 KLUC-F	1 KLUC-F >	1 KLUC-F
2 KXTE-F <	2 KMXB-F	2 KMXB-F >	1 KLUC-F >	2 KLUC-F <	2 KSNE-F	2 KMXB-F <	2 KLUC-F <	2 KMXB-F	2 KXTE-F <	2 KJUL-F >
3 KMXB-F >>>	3 KXTE-F	3 KXTE-F	3 KOMP-F <	3 KSNE-F	3 KQOL-F	3 KLUC-F	3 KMXB-F	3 KJUL-F	3 KMXB-F	3 KMXB-F <
4 KOMP-F >	4 KOMP-F <	4 KXTE-F <	4 KWNR-F <	4 KWNR-F <	4 KFMS-F <	4 KJUL-F <	4 KSNE-F	4 KWNR-F <	4 KJUL-F <	4 KQOL-F
5 KWNR-F	5 KWNR-F <	5 KWNR-F <	5 KQOL-F <	5 KWNR-F	5 KSNE-F <	5 KWNR-F	5 KWNR-F <	5 KSNE-F <	5 KISF-F	5 KISF-F
6 KISF-F <	6 KISF-F <	6 KKLZ-F <	6 KOMP-F <	6 KISF-F	6 KWNR-F	6 KWNR-F	6 KXNT	6 KXTE-F	6 KSNE-F <	5 KSNE-F <
7 KSTJ-F	7 KKLZ-F <	7 KISF-F <	7 KXTE-F	7 KXTE-F	7 KISF-F <	7 KISF-F	7 KQOL-F <	7 KISF-F	7 KQOL-F	7 KWNR-F <
8 KLSQ	8 KSNE-F <	8 KSNE-F <	7 KISF-F	8 KXPT-F	8 KXPT-F	8 KQOL-F	8 KFMS-F <	8 KQOL-F	8 KWNR-F <	8 KFMS-F <
9 KDOX	9 KXPT-F	9 KXPT-F	9 KXPT-F	9 KLUC-F	9 KLUC-F	9 KOMP-F	9 KISF-F	8 KFMS-F <	9 KFMS-F <	9 KOMP-F
9 KMZQ-F <	10 KSTJ-F <	10 KMZQ-F <	10 KFMS-F	9 KXNT <	9 KFMS-F <	9 KXTE-F <	10 KXPT-F <	10 KKLZ-F	10 KXTE-F	10 KXTE-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	12+ Ovrnite
1 KMXB-F	1 KMXB-F <	1 KLUC-F	1 KMXB-F	1 KMXB-F	1 KXTE-F	1 KXTE-F	1 KOMP-F	1 KXTE-F <	1 KOMP-F	1 KLUC-F
2 KLUC-F >>>	2 KLUC-F >>>	2 KMXB-F >	2 KLUC-F >	2 KLUC-F <	2 KLUC-F >	2 KLUC-F	2 KXTE-F	2 KLUC-F <	2 KXTE-F	2 KXTE-F
3 KWNR-F	3 KWNR-F	3 KWNR-F	3 KWNR-F	3 KSNE-F	3 KMXB-F >	3 KOMP-F	3 KLUC-F	3 KOMP-F	3 KLUC-F <	3 KISF-F
4 KISF-F	4 KSTJ-F	4 KMZQ-F	4 KMZQ-F <	4 KWNR-F <	4 KOMP-F	4 KMXB-F >	4 KMXB-F >	4 KMXB-F	4 KMXB-F	3 KQOL-F >
5 KXTE-F	4 KISF-F	5 KSTJ-F	5 KSNE-F	5 KMZQ-F	5 KISF-F	5 KISF-F <	5 KISF-F <	5 KISF-F <	5 KISF-F <	5 KVBC-F <
6 KSTJ-F	6 KXTE-F <	6 KSNE-F	6 KISF-F <	6 KQOL-F	5 KJUL-F	6 KSTJ-F	6 KKLZ-F	6 KKLZ-F	6 KQOL-F <	
7 KDOX	7 KMZQ-F	6 KISF-F	7 KQOL-F <	7 KFMS-F	5 KWNR-F >>	7 KLSQ <	7 KLSQ	7 KXPT-F	7 KKLZ-F <	
7 KOMP-F	8 KSNE-F	6 KXTE-F	8 KXPT-F	7 KISF-F <	8 KDOX	7 KDOX	8 KWNR-F <	8 KXPT-F <	8 KXPT-F <	
9 KLSQ			8 KSTJ-F	9 KXPT-F <			9 KSTJ-F <	9 KSNE-F <	9 KSNE-F <	
9 KKLZ-F >			8 KKLZ-F	10 KKLZ-F				10 KWNR-F <		

Other Rated Stations			Metro	Cume	TSA	
	Share	Rating	Share	Rating	AQH	Cume
KADD-F	AC/CHR	93.5	Laughlin	0.4	1.3	7 177
KBAD	SPRTS	920	Las Vegas	0.4	1.5	6 158
KDWN	T	720	Las Vegas	0.9	3.1	17 350
KENO	SPRTS	1460	Las Vegas	0.8	2.2	13 233
KNUU	N/T	970	Las Vegas	0.9	3.2	15 332

LAS VEGAS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
CBS/Infinity KLUC-FM, KMXB-FM, KMZQ-FM, KSFN-AM, KXNT-AM, KXTE-FM	28.9 %	27.8 %	40.0 %	AC	0 (0)	238 (4)	238 (4)	16.4 %	14.7 %
Centennial KJUL-FM, KKLZ-FM, KSTJ-FM	14.1 %	10.9 %	14.1 %	AOR/Classic/NR	0 (0)	281 (4)	281 (4)	19.4 %	17.7 %
Clear Channel KFMS-FM, KQOL-FM, KSNE-FM, KWNR-FM	20.4 %	22.6 %	25.0 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	3.9 %
Lotus KBAD-AM, KENO-AM, KOMP-FM, KXPT-FM	8.5 %	11.8 %	10.0 %	CHR	0 (0)	165 (1)	165 (1)	11.4 %	9.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	165 (2)	165 (2)	11.4 %	12.9 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	65 (2)	85 (1)	150 (3)	10.3 %	4.2 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	76 (3)	38 (1)	114 (4)	7.9 %	9.2 %
				Oldies	0 (0)	82 (1)	82 (1)	5.7 %	7.5 %
				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	0 (0)	100 (1)	100 (1)	6.9 %	7.2 %
				Sports	19 (2)	0 (0)	19 (2)	1.3 %	1.2 %
				Standards/EZ	0 (0)	136 (1)	136 (1)	9.4 %	11.7 %
				Totals	160 (7)	1290 (16)	1450 (23)		

AM Stations

Station	Freq	Power	Format	Company	City
KDOX	1280	5 kw/0.048 kw	Hispanic Regional	\$ NA Lotus	Henderson
KDWN	720	50 kw (DA-N)	Talk	AP \$ 23.00 Roslin	
KLSQ	870	10 kw/1 kw (DA-2)	Hispanic	\$25.00 --- Hispanic	Laughlin
KXNT	840	50 kw/25 kw (DA-2)	Talk	ABC \$27.00 Eastman	CBS/Infinity

FM Stations

Station	Freq	Power	Format	Company	City
KFMS	101.9	100 kw @ 1180	Country	\$55.00 Katz	Clear Channel
KISF	103.5	100 kw @ 1158	Hispanic	---	Hispanic
KJUL	104.3	24.5 kw @ 3727	Standards	Westwd \$ 48.00 Allied	Centennial N. Las Vegas
KKLZ	96.3	100 kw @ 1176	Classic AOR	\$60.00 Sentry	Centennial
KLUC	98.5	100 kw @ 1180	CHR	\$67.00 Eastman	CBS/Infinity
KMXB	94.1	100 kw @ 1210	AC/CHR	\$44.00 Eastman	CBS/Infinity Henderson
KMZQ	100.5	100 kw @ 1104	AC	\$80.00 Eastman	CBS/Infinity Henderson
KOMP	92.3	100 kw @ 1520	AOR	\$62.00 Christal	Lotus
KQOL	93.1	24 kw @ 3743	Oldies	\$ 24.00 Katz	Clear Channel
KSNE	106.5	100 kw @ 1155	Soft AC	\$92.00 Katz	Clear Channel
KSTJ	105.5	3.7 kw @ 1588	AC/CHR	\$38.00 Allied	Centennial Boulder City
KVBC	105.1	50 kw @ 36	Talk/News	CNN \$ NA ---	
KWNR	95.5	100 kw @ 1160	Country	\$88.00 D&R	Clear Channel Henderson
KXPT	97.1	100 kw @ 1919	Classic Rock	\$40.00 Christal	Lotus
KXTE	107.5	25 kw @ 3678	AOR-New Rock	\$50.00 Eastman	CBS/Infinity Pahrump

Notes: 4/99 KISF-F sold by George Tobin to Hispanic Broadcasting for \$20,300,000 . . . 5/99 KISF-F changed from Urban AC to simulcasting Hispanic KLSQ temporarily . . . 5/99 KISF-F changed to a Ranchera format

LEXINGTON

Arbitron Rank: 107 Pop (12+): 378,800	Stations: 27 / 20	Last Year's Revenue: \$21,100,000
MSA Rank: 115	Diaries: 1,135 / 334:1 / 50.8%	Household Income: \$40,169
MSA Pop: 451,000	Sample Target: 1,180	Total Retail Sales: \$5.2 Bil.
DMA: 67	% Below Line: 5.6	#1 Biller: WVLC-F \$4,600,000
Average Persons Rating: 14.1	% Not Listed: 14.0	#1 Billing Portfolio:
Market TSL In Hours: 19.25	Pop per Station: 18,940	Clear Channel \$10,333,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WVLC-F	66 / 12.3	10.4	13.3	15.7	15.2	937 / 24.7	25.4	27.5	115 / 1830	F	WVLC-F
2	WLKT-F	39 / 7.3	10.0	11.2	11.0	11.5	890 / 23.5	26.7	25.8	67 / 1550	D	WLKT-F
3	WMXL-F	36 / 6.7	8.5	8.1	7.6	7.6	730 / 19.3	19.6	19.0	59 / 1171	D	WMXL-F
3	WKQQ-F	36 / 6.7	7.0	8.1	9.6	7.8	662 / 17.5	19.0	21.1	62 / 1163	D	WKQQ-F
3	WBUL-F	36 / 6.7	8.3	8.1	4.4	4.6	610 / 16.1	16.3	15.9	62 / 1182	C	WBUL-F
6	WVLC	33 / 6.2	8.9	6.2	7.8	6.1	447 / 11.8	17.4	13.3	34 / 475	D	WVLC
7	WBTF-F	31 / 5.8	2.6				405 / 10.7	4.6		48 / 535	F	WBTF-F
8	WGKS-F	29 / 5.4	4.9	4.6	5.3	5.7	541 / 14.3	13.9	13.2	38 / 727	B	WGKS-F
9	WCDA-F	26 / 4.9					466 / 12.3			32 / 632	F	WCDA-F
10	WXZZ-F	21 / 3.9	3.8	3.9	2.8	6.7	492 / 13.0	13.9	11.0	25 / 593	B	WXZZ-F
11	WLRO-F	18 / 3.4	4.5	5.0	5.7	3.7	358 / 9.4	12.2	11.2	23 / 444	B	WLRO-F
12	WLAP	16 / 3.0	3.4	3.3	2.3	1.5	256 / 6.8	7.6	8.4	19 / 327	B	WLAP
13	WLTO-F	14 / 2.6	2.5	1.7	3.0	2.2	279 / 7.4	7.9	7.2	17 / 380	B	WLTO-F
14	WHAS	10 / 1.9	1.1	1.7	1.3	1.1	172 / 4.5	4.7	5.6	49 / 637	F	WHAS

12+ FM Share (Metro): 81.78% (377 of 461) (Spring 98: 79.05%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WLKT-F >>>	1 WKQQ-F <	1 WVLC-F <	1 WVLC-F <	1 WVLC-F	1 WVLC-F >	1 WVLC-F >	1 WVLC-F >	1 WVLC-F	1 WLKT-F	1 WVLC-F
2 WCDA-F	2 WLKT-F <	2 WKQQ-F	2 WMXL-F	2 WMXL-F	2 WVLC >	2 WVLC <	2 WMXL-F	2 WLKT-F	2 WVLC-F <	2 WLKT-F
2 WXZZ-F	3 WBUL-F	2 WMXL-F	3 WKQQ-F	3 WBUL-F	3 WGKS-F	3 WKQQ-F	3 WKQQ-F <	3 WBUL-F	3 WBTF-F	3 WBUL-F
2 WBTF-F >	4 WMXL-F <	4 WLKT-F <	4 WBUL-F	3 WKQQ-F	4 WMXL-F	4 WBUL-F <	4 WBUL-F	4 WMXL-F <	4 WCDA-F	4 WCDA-F <
	5 WCDA-F	5 WBUL-F	5 WBTF-F	5 WGKS-F	5 WLAP	5 WMXL-F	5 WLAP <	5 WKQQ-F <	5 WGKS-F <	5 WBTF-F <
	5 WBTF-F	6 WBTF-F	5 WGKS-F	6 WBTF-F <	5 WBUL-F	6 WBTF-F <	6 WVLC	6 WBTF-F	6 WMXL-F <	6 WMXL-F <
	7 WVLC-F	7 WCDA-F	5 WLRO-F <	7 WLKT-F	7 WKQQ-F <	7 WLKT-F	6 WLKT-F <	7 WCDA-F	7 WKQQ-F	7 WKQQ-F
		8 WGKS-F <	8 WLKT-F <	7 WLRO-F	8 WLRO-F	8 WGKS-F	8 WGKS-F	7 WGKS-F	8 WBUL-F <	7 WGKS-F
		9 WLRO-F <	9 WCDA-F	9 WCDA-F	8 WLTO-F	9 WCDA-F	9 WBTF-F	9 WVLC	9 WXZZ-F	9 WVLC
			10 WXZZ-F	10 WXZZ-F <	10 WBTF-F	9 WXZZ-F <	10 WXZZ-F	10 WXZZ-F	9 WVLC	10 WXZZ-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	12+ Ovmitte
1 WLKT-F >>	1 WMXL-F <	1 WMXL-F >	1 WMXL-F	1 WVLC-F <	1 WKQQ-F >	1 WKQQ-F >	1 WKQQ-F	1 WKQQ-F >	1 WVLC-F <	1 WVLC-F >
2 WBTF-F	2 WLKT-F	2 WVLC-F	2 WLKT-F <	2 WMXL-F >	2 WBUL-F	2 WBUL-F	2 WCDA-F	2 WVLC-F	2 WKQQ-F	2 WXZZ-F
2 WBUL-F	3 WBUL-F	2 WBUL-F	3 WVLC-F	3 WBUL-F	2 WLKT-F	2 WCDA-F	3 WBUL-F	3 WLRO-F	3 WLRO-F <	3 WMXL-F
4 WXZZ-F	4 WBTF-F	4 WKQQ-F	4 WBUL-F	4 WGKS-F	2 WBTF-F	4 WLKT-F	4 WVLC-F	4 WBUL-F	4 WBUL-F	3 WGKS-F
4 WCDA-F	5 WVLC-F	5 WBTF-F	5 WBTF-F >	5 WLKT-F	5 WCDA-F	5 WBTF-F	5 WLKT-F	4 WCDA-F	5 WGKS-F	3 WKQQ-F
4 WMXL-F >	5 WKQQ-F	5 WGKS-F	6 WKQQ-F	5 WBTF-F	5 WVLC-F >	5 WVLC-F	5 WLRO-F	4 WBTF-F	6 WMXL-F	3 WBTF-F
	7 WCDA-F	5 WLKT-F	7 WCDA-F	7 WKQQ-F		7 WXZZ-F	5 WBTF-F	7 WMXL-F	6 WCDA-F	
	7 WXZZ-F		7 WXZZ-F	7 WLTO-F >			5 WXZZ-F	7 WLKT-F	8 WBTF-F >	
			7 WGKS-F					9 WGKS-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WCGW	REL	770	Nicholasville	0.6	2.1	6 141	WKYL-F	SAC	102.1	Lawrenceburg	0.6	1.6	6 113
WEKY	AC	1340	Richmond	0.4	1.1	2 51	WLW	FS/T	700	Cincinnati	0.4	2.4	7 236
WJMM-F	REL	99.3	Harrordsburg	0.9	3.1	7 185	WRNZ-F	O	105.1	Lancaster	0.6	0.9	6 90
WLXG	SPRTS	1300	Lexington	0.9	2.2	6 106	WSAI	ST	1530	Cincinnati	0.7	1.2	5 107
WTKT	ST	1580	Georgetown	0.4	1.6	3 79	WSTL-F	REL-CC	92.1	Carlisle	1.1	1.9	11 119
WUGR	B/G	1250	Nicholasville	1.3	2.0	7 76	WTFX-F	AOR	100.5	Louisville	0.4	1.6	7 186
WVRB-F	REL-CC	105.9	Wilmore	1.1	3.3	13 177							

LEXINGTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Clear Channel	36.6 %	37.4 %	49.0 %	AC	2 (1)	91 (3)	93 (4)	20.2 %	15.3 %
WBTF-FM, WBUL-FM, WKQQ-FM, WLAP-AM, WLKT-FM, WMXL-FM, WTKT-AM				AOR/Classic/NR	0 (0)	77 (4)	77 (4)	16.7 %	20.3 %
Cumulus, pend.	28.4 %	26.8 %	45.3 %	Black/Urban	0 (0)	45 (2)	45 (2)	9.8 %	4.5 %
WLRO-FM, WLTO-FM, WVLK-AM, WVLK-FM, WXZZ-FM				CHR	0 (0)	39 (1)	39 (1)	8.5 %	13.1 %
	65.0 %	64.2 %	94.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	102 (2)	102 (2)	22.1 %	25.0 %
				Full Service	45 (3)	0 (0)	45 (3)	9.8 %	9.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	16 (1)	0 (0)	16 (1)	3.5 %	4.5 %
				Oldies	0 (0)	3 (1)	3 (1)	0.7 %	2.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	10 (2)	17 (3)	27 (5)	5.9 %	3.8 %
				Soft AC	0 (0)	3 (1)	3 (1)	0.7 %	0.5 %
				Sports	5 (1)	0 (0)	5 (1)	1.1 %	0.0 %
				Standards/EZ	6 (2)	0 (0)	6 (2)	1.3 %	1.4 %
				Totals	84 (10)	377 (17)	461 (27)		

AM Stations

WLAP	630	5 kw/1 kw (DA-2)	Talk/Sports	CBS, ABC	\$<20.00	Eastman	Clear Channel
WVLK	590	5 kw/1 kw (DA-2)	Full Service	CBS, Westwd	\$44.00	Katz	Cumulus, pend.

FM Stations

WBTF	107.9	6 kw @ 328	Black	ABC	\$ NA	Eastman	Clear Channel	Midway
WBUL	98.1	100 kw @ 561	Country	ABC	\$32.00	Eastman	Clear Channel	
WCDA	106.3	3.7 kw @ 420	AC/CHR	Westwd	\$ NA	Katz	LM	Versailles
WGKS	96.9	50 kw @ 492	AC		\$21.00	Katz	LM	Paris
WKQQ	100.1	32 kw @ 492	AOR		\$74.00	Eastman	Clear Channel	Winchester
WLKT	104.5	50 kw @ 476	CHR		\$ NA	Eastman	Clear Channel	
WLRO	101.5	7.2 kw @ 541	Classic AOR		\$20.00	Katz	Cumulus, pend.	Richmond
WLTO	102.5	2 kw @ 400	Black Oldies	ABC, Westwd	\$<20.00	Katz	Cumulus, pend.	Nicholasville
WMXL	94.5	100 kw @ 640	AC/CHR		\$54.00	Eastman	Clear Channel	
WVLK	92.9	100 kw @ 850	Country		\$90.00	Katz	Cumulus, pend.	
WXZZ	103.3	6 kw @ 328	New Rock		\$35.00	Katz	Cumulus, pend.	Georgetown

Notes: 4/99 WLTO-F changed from Oldies to Black (Rhythmic) Oldies . . . 4/99 WEKY (1340; Richmond) sold (with WKXO-AF Berea) for \$765,000 . . . 4/99 HMH sold WLRO-F, WLTO-F, WVLK, WVLK-F and WXZZ-F to Cumulus for \$44,500,000 (Media Services)

LINCOLN

Arbitron Rank: 172 **Pop (12+):** 195,300
MSA Rank: 185
MSA Pop: 235,000
DMA: 101 (w/Central NE)
Average Persons Rating: 14.6
Market TSL in Hours: 19.25

Stations: 26 / 12
Diaries: 937 / 208.1 / 59.5%
Sample Target: 860
% Below Line: 19.0
% Not Listed: 14.4
Pop per Station: 16,275

Last Year's Revenue: \$12,900,000
Household Income: \$50,027
Total Retail Sales: \$2.5 Bil.
#1 Biller: KFOR \$2,200,000
#1 Billing Portfolio: AMFM \$5,180,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KFRX-F	32 / 11.2	11.0	11.1	8.3	8.6	505 / 25.9	29.0	31.1	44 / 726	D	KFRX-F
2	KFOR	26 / 9.1	9.0	11.1	10.7	9.6	338 / 17.3	19.1	19.8	29 / 388	D	KFOR
3	KIBZ-F	21 / 7.4	7.9	7.1	5.2	7.2	284 / 13.5	15.8	12.9	22 / 282	B	KIBZ-F
4	KZKX-F	20 / 7.0	6.9	5.7	9.3	12.0	317 / 16.2	18.3	15.6	34 / 500	D	KZKX-F
5	KEZG-F	16 / 6.6	3.8	5.4	3.1	3.8	215 / 11.0	9.5	13.6	19 / 277	B	KEZG-F
6	KFGE-F	14 / 4.9	5.2	3.7	4.8	3.4	200 / 10.2	13.1	10.7	38 / 477	B	KFGE-F
7	KLIN	13 / 4.6	5.5	5.7	5.9	3.8	240 / 12.3	19.5	12.5	17 / 281	B	KLIN
7	KKUL-F	13 / 4.6	4.5	4.7	5.2	4.1	220 / 11.3	12.6	10.3	14 / 236	B	KKUL-F
9	KRKR-F	11 / 3.9	3.1	3.7	1.4	1.7	226 / 11.6	10.3	11.0	14 / 311	A	KRKR-F
10	KZFX-F	10 / 3.5	3.1	3.7	4.8	4.8	218 / 11.2	12.6	12.4	17 / 363		KZFX-F
10	KTGL-F	10 / 3.5	6.9	7.4	7.9	8.6	243 / 12.4	15.4	17.9	21 / 415	C	KTGL-F
12	KKNB-F	9 / 3.2	2.4	2.7	2.8	1.7	281 / 14.4	12.9	13.2	14 / 408	A	KKNB-F

12+ FM Share (Metro): 77.05% (188 of 244) (Spring 98: 73.46%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KFRX-F >>>	1 KFRX-F	1 KFRX-F	1 KIBZ-F	1 KIBZ-F	1 KFOR >	1 KFOR >	1 KFRX-F	1 KFRX-F >	1 KFRX-F >	1 KFRX-F
2 KKNB-F >>	1 KIBZ-F >>	2 KIBZ-F >	2 KFRX-F	2 KFRX-F	2 KZKX-F	2 KFRX-F	2 KEZG-F <	2 KZKX-F	2 KIBZ-F >	2 KFOR <
3 KFGE-F	3 KEZG-F	3 KEZG-F	2 KEZG-F	2 KEZG-F	3 KKUL-F	3 KIBZ-F <	3 KFOR <	2 KFOR	3 KFGE-F	3 KZKX-F
3 KRKR-F	4 KFGE-F <	4 KZKX-F	4 KZKX-F	4 KZKX-F	3 KLIN	4 KZKX-F <	4 KZKX-F	2 KIBZ-F	4 KZKX-F	4 KIBZ-F
3 KEZG-F	5 KZKX-F	4 KFGE-F	4 KKUL-F	4 KKUL-F	5 KEZG-F	5 KRKR-F <	4 KIBZ-F <	5 KEZG-F	4 KKNB-F	5 KFGE-F
6 KZKX-F	5 KRKR-F	4 KKUL-F	6 KFOR	6 KFRX-F	6 KEZG-F	6 KLIN <	6 KFGE-F	4 KRKR-F	6 KKNB-F	6 KTGL-F
6 KKNB-F	7 KZFX-F	4 KRKR-F	6 KTGL-F	7 KFGE-F	7 KLIN	7 KKUL-F	6 KKUL-F	7 KZFX-F	7 KZFX-F	6 KTGL-F
6 KTGL-F	7 KTGL-F	4 KTGL-F	8 KFGE-F	8 KFGE-F	8 KZFX-F	8 KKUL-F	8 KTGL-F <	8 KKNB-F	7 KFOR	
	9 KKUL-F		8 KRKR-F		9 KFGE-F	9 KFGE-F	9 KFGE-F <	8 KLIN <	7 KEZG-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	12+ Ovrmt
1 KFRX-F >>>	1 KFRX-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 KFRX-F >
2 KZKX-F	2 KZKX-F	2 KEZG-F >	2 KEZG-F >	1 KEZG-F >	2 KIBZ-F >	2 KFRX-F	2 KFRX-F >	2 KFRX-F	2 KRKR-F	2 KLIN
2 KFGE-F	2 KFGE-F	3 KZKX-F	3 KZKX-F	3 KZKX-F	3 KZFX-F	3 KRKR-F >	3 KFRX-F	2 KRKR-F	2 KTGL-F	2 KZKX-F
2 KEZG-F >>	2 KIBZ-F	3 KIBZ-F	4 KFGE-F	3 KFOR	3 KKNB-F	4 KFGE-F	3 KTGL-F	4 KZFX-F	4 KFGE-F	4 KFAB
	2 KEZG-F >>	3 KTGL-F >>	5 KFOR	5 KKUL-F >	3 KRKR-F >>	4 KZFX-F	3 KEZG-F	5 KFGE-F	4 KZFX-F	4 KIBZ-F
			5 KIBZ-F	6 KFGE-F		4 KKNB-F	3 KEZO-F >>	5 KTGL-F	4 KKUL-F	
			5 KKUL-F >	6 KIBZ-F		4 KEZO-F >		7 KLIN	4 KLIN	
				6 KKNB-F						
				6 KTGL-F >						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KLMS	SPRTS	1480	Lincoln	1.8	4.6	7	126	KEFM-F	AC/CHR	96.1	Omaha	1.8	5.8	9	180
								KESY-F	CHR/B	97.7	Nebraska City	2.5	7.7	15	215
								KEZO-F	AOR	92.3	Omaha	2.1	5.4	10	188
								KFAB	FS/T	1110	Omaha	1.8	6.9	21	442
								KGOR-F	O	99.9	Omaha	1.1	6.6	12	308
								KKAR	N/T	1290	Omaha	0.4	1.3	4	66
								KKCD-F	CL AOR	105.9	Omaha	0.4	1.3	1	35
								KOTD	ST	1020	Plattsmouth	1.1	1.4	6	67
								KQKQ-F	CHR	98.5	Council Bluffs, IA	1.8	8.2	9	321
								KSRZ-F	AC/CHR	104.5	Omaha	1.1	6.8	9	245
								KXKT-F	C	103.7	Glenwood, IA	0.4	1.6	4	100
								WOW	C	590	Omaha	1.1	2.9	11	176
								WOW-F	C	94.1	Omaha	0.4	1.7	6	129

LINCOLN

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
3 Eagles KFOR-AM, KFRX-FM, KLMS-AM, KRKR-FM	26.0 %	20.4 %	36.7 %	AC	0 (0)	33 (4)	33 (4)	13.5 %	12.3 %
AMFM KIBZ-FM, KKNB-FM, KTGL-FM, KZKX-FM	21.1 %	23.4 %	40.0 %	AOR/Classic/NR	0 (0)	59 (6)	59 (6)	24.2 %	26.9 %
Warner KEZG-FM, KFGE-FM, KKUL-FM, KLIN-AM	19.7 %	22.8 %	23.3 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	66.8 %	66.6 %	100.0 %	CHR	0 (0)	44 (3)	44 (3)	18.0 %	14.2 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	3 (1)	36 (4)	39 (5)	16.0 %	12.3 %
				Full Service	31 (2)	0 (0)	31 (2)	12.7 %	16.2 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	14 (2)	0 (0)	14 (2)	5.7 %	6.5 %
				Oldies	0 (0)	16 (2)	16 (2)	6.6 %	6.9 %
				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	0 (0)	0 (0)	0 (0)	0.0 %	1.5 %
				Sports	5 (1)	0 (0)	5 (1)	2.0 %	1.9 %
				Standards/EZ	3 (1)	0 (0)	3 (1)	1.2 %	1.2 %
				Totals	56 (7)	188 (19)	244 (26)		

AM Stations

KFOR	1240	1 kw	Full Service	ABC, SBUSA	\$36.00	Mc-Guild	3 Eagles
KLIN	1400	1 kw	Talk	ABC, CBS	\$<20.00	—	Warner

FM Stations

KEZG	107.3	100 kw @ 548	AC	CBS	\$20.00	—	Warner	
KFGE	98.1	100 kw @ 981	Country		\$<20.00	—	Warner	Milford
KFRX	102.7	100 kw @ 430	CHR		\$32.00	Mc-Guild	3 Eagles	
KIBZ	106.3	3 kw @ 213	AOR		\$<20.00	Katz	AMFM	
KKNB	104.1	31 kw @ 613	AC-NR		\$<20.00	Katz	AMFM	Crete
KKUL	105.3	3 kw @ 328	Oldies		\$<20.00	—	Warner	
KRKR	95.1	50 kw @ 286	AOR	ABC	\$<20.00	Mc-Guild	3 Eagles	
KTGL	92.9	100 kw @ 810	Classic AOR		\$40.00	Katz	AMFM	Beatrice
KZKX	96.9	100 kw @ 581	Country		\$53.00	Katz	AMFM	Seward

Notes: Other ranked stations -- See Omaha

LITTLE ROCK

Arbitron Rank: 83 Pop (12+): 457,300
MSA Rank: 94
MSA Pop: 557,000
DMA: 57
Average Persons Rating: 14.4
Market TSL in Hours: 19.25

Stations: 24 / 23
Diaries: 1,553 / 294:1 / 53.5%
Sample Target: 1,550
% Below Line: 0.5
% Not Listed: 9.7
Pop per Station: 19,883

Last Year's Revenue: \$21,200,000
Household Income: \$42,051
Total Retail Sales: \$6.0 Bil.
#1 Biller: KSSN-F \$3,800,000
#1 Billing Portfolio: Clear Channel \$9,765,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1 KSSN-F	C	83 / 12.6	12.9	10.1	10.8	9.3	11.6	1103 / 24.1	20.7	21.4	134 / 1930	E	KSSN-F
2 KIPR-F	B	66 / 10.0	7.1	7.9	5.3	6.8	7.6	741 / 16.2	13.0	13.3	114 / 1277	D	KIPR-F
3 KMJX-F	AOR/CL	48 / 7.3	10.2	8.9	10.4	10.3	9.2	727 / 15.9	17.9	19.5	95 / 1373	E	KMJX-F
4 KARN-AF	N/T	45 / 6.8	6.6	7.8	7.2	7.0	7.1	642 / 14.0	15.0	15.0	47 / 740	D	KARN-AF
5 KQAR-F	CHR	41 / 6.2	4.4	4.2	3.4	3.0	4.6	683 / 14.9	12.0	12.4	73 / 1409	A	KQAR-F
6 KOLL-F	O	35 / 5.3	3.9	4.1	6.1	4.8	4.9	625 / 13.7	10.9	12.6	54 / 1132	B	KOLL-F
7 KURB-F	AC/CHR	30 / 4.6	6.5	5.5	4.1	6.0	5.2	590 / 12.9	16.5	17.8	47 / 1111	D	KURB-F
8 KSYG-F	T/SPRTS	29 / 4.4	3.6	4.4	5.1	4.4	4.4	545 / 11.9	12.5	12.1	47 / 949	C	KSYG-F
8 KKPT-F	CL AOR	29 / 4.4	5.0	5.3	5.7	6.0	5.1	611 / 13.4	15.4	15.6	57 / 1121	C	KKPT-F
10 KVLO-F	SAC	24 / 3.6	3.2	5.1	4.2	4.7	4.0	428 / 9.4	10.6	10.5	40 / 591	B	KVLO-F
10 KDDK-F	C	24 / 3.6	3.5	3.3	2.6	2.3	3.3	500 / 10.9	9.0	8.3	28 / 616	B	KDDK-F
12 KHTE-F	CHR	22 / 3.3	3.3	3.2	2.6	1.8	3.1	510 / 11.1	9.3	7.9	35 / 770	A	KHTE-F
13 KYFX-F	B/AC	20 / 3.0	3.0	2.3	2.6	2.6	2.7	316 / 6.9	6.2	6.5	20 / 334	A	KYFX-F
14 KLEC-F	AOR-NR	18 / 2.7	1.4	1.1	1.0	0.9	1.5	258 / 5.6	2.5	2.2	30 / 345		KLEC-F
14 KLAL-F	AC-NR	18 / 2.7	3.5	2.9	4.1	5.7	3.3	538 / 11.8	11.6	17.0	29 / 742	B	KLAL-F
16 KOKY-F	B/AC	17 / 2.6	3.5	3.8	4.2	2.9	3.5	310 / 6.8	6.8	6.6	17 / 316	A	KOKY-F
17 KDRE-F	ST	14 / 2.1	1.7	1.8	1.5	0.6	1.8	172 / 3.8	5.0	2.8	14 / 197	A	KDRE-F
18 KITA	B/G	10 / 1.5	1.1	1.5	1.9	1.7	1.5	189 / 3.7	4.0	4.6	14 / 182		KITA

12+ FM Share (Metro): 89.41% (532 of 595) (Spring 98: 86.10%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KIPR-F	1 KIPR-F >	1 KIPR-F <	1 KSSN-F	1 KSSN-F	1 KSSN-F >	1 KSSN-F	1 KSSN-F >	1 KSSN-F	1 KIPR-F >>	1 KSSN-F <
2 KQAR-F >	2 KMJX-F	2 KSSN-F	2 KMJX-F	2 KMJX-F	2 KARN-AF >	2 KMJX-F	2 KARN-AF <	2 KIPR-F	2 KSSN-F	2 KIPR-F >>
3 KHTE-F >	3 KQAR-F	3 KMJX-F >	3 KIPR-F	3 KIPR-F	3 KOLL-F	3 KIPR-F	3 KQAR-F	3 KARN-AF	2 KQAR-F >	3 KQAR-F <
4 KLEC-F	4 KSSN-F	4 KQAR-F <	4 KKPT-F	4 KKPT-F	4 KMJX-F	4 KARN-AF >	4 KMJX-F <	4 KSYG-F <	4 KMJX-F	4 KOKY-F <
4 KSSN-F >	5 KURB-F <	5 KKPT-F <	5 KURB-F <	4 KOLL-F <	5 KIPR-F	5 KSYG-F	5 KOLL-F <	5 KMJX-F <	4 KHTE-F >	5 KMJX-F <
6 KLEC-F	6 KURB-F	6 KQAR-F	6 KURB-F <	6 KURB-F <	5 KVLO-F	5 KOLL-F <	6 KURB-F <	6 KQAR-F	6 KOLL-F	6 KOLL-F
6 KHTE-F <	7 KSYG-F	7 KARN-AF	7 KARN-AF	7 KARN-AF <	5 KSYG-F <	7 KQAR-F <	7 KIPR-F	7 KOLL-F	7 KDRE-F	7 KARN-AF <
	7 KOLL-F <	7 KSYG-F <	8 KSYG-F <	8 KSYG-F <	8 KKPT-F	8 KURB-F	8 KSYG-F <	8 KKPT-F	8 KKPT-F	8 KKPT-F <
	9 KARN-AF <	9 KOLL-F	9 KQAR-F	9 KQAR-F	9 KURB-F	9 KVLO-F <	9 KKPT-F	9 KURB-F <	9 KURB-F <	9 KDDK-F
					9 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	12+ Ovrnite
1 KIPR-F	1 KIPR-F >	1 KIPR-F	1 KIPR-F	1 KSSN-F >	1 KIPR-F >>	1 KMJX-F <	1 KMJX-F >	1 KMJX-F	1 KMJX-F	1 KSSN-F
2 KQAR-F >	2 KQAR-F	2 KSSN-F	2 KSSN-F	2 KIPR-F	2 KSSN-F	2 KIPR-F >	2 KQAR-F	2 KSSN-F	2 KSSN-F	2 KIPR-F
3 KHTE-F	3 KURB-F	3 KMJX-F	3 KURB-F	3 KURB-F <	3 KMJX-F	3 KSSN-F	3 KIPR-F	3 KIPR-F	3 KKPT-F	3 KARN-AF
4 KURB-F >>	4 KSSN-F	4 KURB-F	4 KQAR-F	4 KOLL-F >	4 KLEC-F >>	4 KQAR-F	4 KLEC-F	4 KKPT-F	3 KARN-AF	3 KQAR-F >
	5 KHTE-F	5 KOLL-F <	5 KOLL-F <	5 KVLO-F	5 KLEC-F	5 KLEC-F	4 KYFX-F	5 KARN-AF <	5 KSYG-F	
	5 KMJX-F	5 KYFX-F	6 KLAL-F	6 KKPT-F	6 KKPT-F	6 KKPT-F	4 KSYG-F	6 KQAR-F	5 KQAR-F	
	7 KLAL-F >	5 KQAR-F	7 KMJX-F <	6 KMJX-F	6 KMJX-F	6 KMJX-F	4 KSSN-F	7 KSYG-F	5 KIPR-F	
			8 KVLO-F	6 KSYG-F			4 KKPT-F		8 KOLL-F	
			8 KOKY-F							
			8 KKPT-F							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KGHT	REL	880	Sheridan	0.8	2.3	6	133	KVRE-F	ST	92.9	Hot Springs	0.5	0.8	8	143
KJBN	REL	1050	Little Rock	0.5	0.8	3	38								
KLIH	B/G	1250	Little Rock	1.1	3.2	7	146								
KLRG	B/G	1150	N. Little Rock	0.6	2.2	8	113								

LITTLE ROCK

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Citadel	31.9 %	30.5 %	38.1 %	AC	0 (0)	48 (2)	48 (2)	8.1 %	13.2 %
KAAY-AM, KARN-AF, KIPR-FM, KLAL-FM, KLIH-AM, KOKY-FM, KURB-FM				AOR/Classic/NR	0 (0)	95 (3)	95 (3)	16.0 %	18.3 %
Clear Channel	35.0 %	37.7 %	46.1 %	Black/Urban	0 (0)	103 (3)	103 (3)	17.3 %	16.4 %
KDDK-FM, KMJX-FM, KOLL-FM, KQAR-FM, KSSN-FM				CHR	0 (0)	63 (2)	63 (2)	10.6 %	6.1 %
Flinn	2.1 %	0.5 %	2.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KDRE-FM, KWLR-FM				Country	0 (0)	107 (2)	107 (2)	18.0 %	14.1 %
Signal	8.8 %	11.4 %	10.6 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KKPT-FM, KSYG-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	77.8 %	80.1 %	97.6 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	34 (1)	40 (2)	74 (3)	12.4 %	13.4 %
				Oldies	0 (0)	35 (1)	35 (1)	5.9 %	5.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	29 (5)	0 (0)	29 (5)	4.9 %	7.3 %
				Soft AC	0 (0)	24 (1)	24 (1)	4.0 %	5.3 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	17 (2)	17 (2)	2.9 %	0.5 %
				Totals	63 (6)	532 (18)	595 (24)		

AM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	City
KARN	920	5 kw (DA-N)	News/Talk	ABC, Westwd	\$40.00	Mc-Guild	Citadel
KITA	1440	5 kw/0.24 kw (DA-N)	Gospel		\$ NA	---	

FM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	City
KARN	102.5	3 kw @ 328	Simul. KARN				Cabot
KDDK	106.7	16 kw @ 866	Country		\$42.00	Katz	Clear Channel Jacksonville
KDRE	101.1	6 kw @ 328	New Rock		\$<20.00	---	Flinn N. Little Rock
KHTE	106.3	50 kw @ 492	CHR		\$ NA	---	Lonoke
KIPR	92.3	100 kw @ 938	Black	ABC	\$42.00	Banner	Citadel Pine Bluff
KKPT	94.1	100 kw @ 1602	Classic AOR		\$30.00	D&R	Signal
KLAL	107.7	50 kw @ 492	Modern AC		\$ NA	Mc-Guild	Citadel Wrightsville
KLEC	96.5	10.6 kw @ 495	AOR-New Rock		\$ NA	---	KHTE-F England
KMJX	105.1	81 kw @ 1054	AOR/Classic AOR	ABC	\$52.00	Clr Chnl	Clear Channel Conway
KOKY	102.1	4.1 kw @ 387	Black AC		\$<20.00	Mc-Guild	Citadel Sherwood
KOLL	94.9	100 kw @ 1844	Oldies	Westwd	\$30.00	Clr Chnl	Clear Channel Maumelle
KQAR	100.3	44.2 kw @ 1369	CHR		\$ NA	Clr Chnl	Clear Channel Jacksonville
KSSN	95.7	100 kw @ 1664	Country		\$80.00	Clr Chnl	Clear Channel
KSYG	103.7	100 kw @ 1663	Talk/Sports	Westwd, CNN	\$<20.00	D&R	Signal
KURB	98.5	100 kw @ 1285	AC/CHR		\$71.00	Mc-Guild	Citadel
KVLO	102.9	50 kw @ 492	Soft AC		\$<20.00	D&R	Citadel Sheridan
KYFX	99.5	3 kw @ 312	Black AC	CNN, ABC	\$21.00	Allied	

Notes: KARN-AF cume rating for Fall 1998 not available . . . 3/99 KRNN (1380) changed from Standards to Children's (Radio Disney) . . . 4/99 KDRE-F changed from AOR-NR to Standards (Jones)

LOS ANGELES

Arbitron Rank: 2 Pop (12+): 10,162,200
MSA Rank: 2
MSA Pop: 12,900,000
DMA: 2
Average Persons Rating: 16.9
Market TSL in Hours: 22.25

Stations: 49 / 46
Diaries: 7,577 / 1341:1 / 48.0%
Sample Target: 7,440
% Below Line: 1.3
% Not Listed: 11.7
Pop per Station: 220,917

Last Year's Revenue: \$655,000,000
Household Income: \$47,098
Total Retail Sales: \$92.6 Bil.
#1 Biller: KIIS-F \$39,100,000
#1 Billing Portfolio: CBS/Infinity \$217,600,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KSCA-F	1060 / 6.2	6.0	6.9	6.0	5.8	6.3	10372 / 10.2	11.1	10.2	1175 / 11639	K	KSCA-F
2	KLVE-F	1009 / 5.9	5.4	6.5	6.0	6.3	5.9	12099 / 11.9	13.3	11.8	1122 / 13670	L	KLVE-F
3	KIIS-F	801 / 4.7	4.3	3.6	3.5	3.3	4.0	17205 / 16.9	15.4	14.8	957 / 20557	L	KIIS-F
4	KPWR-F	696 / 4.0	4.3	4.1	3.7	3.9	4.0	14135 / 13.9	14.1	14.2	788 / 16626	K	KPWR-F
5	KROQ-F	634 / 3.7	3.7	3.5	3.4	3.3	3.6	12244 / 12.0	12.2	11.4	715 / 14171	L	KROQ-F
6	KOST-F	610 / 3.5	3.0	3.6	3.9	3.3	3.5	12124 / 11.9	12.3	11.7	736 / 14456	L	KOST-F
7	KFI	573 / 3.3	3.6	3.9	3.4	3.9	3.6	9790 / 9.6	9.5	9.8	899 / 14255	L	KFI
8	KYSR-F	543 / 3.2	3.0	2.5	3.1	2.9	2.9	11700 / 11.5	10.3	11.7	596 / 13448	K	KYSR-F
9	KBUE-F	537 / 3.1	2.6	1.9	1.5	1.7	2.3	6792 / 6.7	5.4	5.0	542 / 6878	F	KBUE-F
10	KKBT-F	524 / 3.0	3.8	3.8	4.0	3.8	3.7	10625 / 10.5	11.3	11.2	668 / 13323	L	KKBT-F
11	KLAX-F	519 / 3.0	3.3	4.1	3.2	3.5	3.4	7939 / 7.8	9.2	7.9	541 / 8341	I	KLAX-F
12	KTWW-F	506 / 2.9	3.5	3.5	3.3	3.3	3.3	8223 / 8.1	9.1	8.4	596 / 9815	L	KTWW-F
13	KRTH-F	501 / 2.9	3.2	3.0	3.4	3.3	3.1	10974 / 10.8	11.6	12.2	607 / 13509	L	KRTH-F
14	KCMG-F	436 / 2.5	2.8	2.8	3.2	3.1	2.8	8200 / 8.1	8.8	10.0	506 / 9921	J	KCMG-F
15	KCBS-F	423 / 2.5	2.6	2.3	2.4	2.4	2.4	9229 / 9.1	8.7	9.2	532 / 11534	K	KCBS-F
16	KLOS-F	416 / 2.4	2.1	2.3	2.4	2.6	2.3	7462 / 7.3	7.1	7.9	559 / 10166	K	KLOS-F
17	KABC	391 / 2.3	2.4	2.4	2.8	2.9	2.5	6433 / 6.3	6.4	6.7	431 / 7311	I	KABC
18	KLSX-F	387 / 2.2	1.9	2.4	2.5	2.2	2.3	5980 / 5.9	6.3	6.5	470 / 7241	L*	KLSX-F
19	KZLA-F	371 / 2.2	2.1	2.2	2.1	2.3	2.1	5725 / 5.6	6.3	5.9	408 / 6717	J	KZLA-F
20	KBIG-F	365 / 2.1	2.5	2.4	2.6	2.6	2.4	8395 / 8.3	8.5	9.1	442 / 10267	K	KBIG-F
21	KKGO-F	344 / 2.0	2.1	1.8	1.6	1.9	1.9	8259 / 6.2	5.1	5.7	401 / 7258	H	KKGO-F
22	KNX	342 / 2.0	2.5	2.1	2.1	2.4	2.2	8798 / 8.7	9.9	9.8	448 / 11701	K	KNX
23	KFWB	331 / 1.9	1.9	2.0	2.1	1.9	2.0	9077 / 8.9	8.6	8.7	354 / 9915	K	KFWB
24	KTNQ	324 / 1.9	1.6	1.7	1.9	2.2	1.8	3854 / 3.8	3.6	4.2	340 / 4072	H	KTNQ
25	KSSE-F	308 / 1.8	1.8	1.9	1.8	1.3	1.8	5294 / 5.2	5.4	3.9	391 / 6756	G	KSSE-F

12+ FM Share (Metro): 78.47% (11922 of 15194) (Spring 98: 76.76%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KPWR-F	1 KSCA-F >	1 KSCA-F	1 KSCA-F	1 KSCA-F <	1 KLVE-F	1 KSCA-F >	1 KLVE-F <	1 KIIS-F <	1 KPWR-F	1 KLVE-F
2 KIIS-F >	2 KLVE-F <	2 KLVE-F >	2 KLVE-F >	2 KLVE-F >	2 KFI	2 KLVE-F	2 KSCA-F	2 KPWR-F <	1 KIIS-F <	2 KSCA-F
3 KROQ-F >	3 KROQ-F	3 KIIS-F	3 KIIS-F <	3 KOST-F <	3 KSCA-F <	3 KLSX-F <	3 KFI	3 KLVE-F	3 KROQ-F <	3 KIIS-F <
4 KKBT-F >>>	4 KPWR-F <	4 KROQ-F	4 KYSR-F	4 KTWW-F	4 KTWW-F	4 KIIS-F	4 KOST-F <	4 KROQ-F <	4 KLVE-F	4 KPWR-F
	5 KIIS-F <	4 KYSR-F <	4 KLAX-F	4 KIIS-F	5 KOST-F <	5 KROQ-F <	5 KTWW-F <	5 KOST-F	5 KKBT-F	5 KROQ-F <
	6 KBUE-F <	6 KLAX-F <	4 KLOS-F	4 KLAX-F <	6 KABC	6 KFI <	6 KRTH-F	5 KSCA-F <	6 KOST-F	6 KBUE-F <
	7 KYSR-F <	7 KBUE-F <	4 KOST-F <	7 KLOS-F <	6 KRTH-F	7 KPWR-F	6 KIIS-F	7 KYSR-F <	7 KSCA-F	7 KKBT-F <
	8 KKBT-F <	8 KOST-F <	8 KCBS-F <	8 KYSR-F <	8 KNX	8 KOST-F <	8 KLAX-F	8 KBUE-F <	8 KYSR-F	8 KRTH-F <
	9 KLAX-F	9 KPWR-F	9 KTWW-F <	9 KCBS-F <	8 KKGO-F <	9 KLOS-F	8 KYSR-F <	9 KKBT-F <	8 KBUE-F <	9 KYSR-F <
		9 KKBT-F <	10 KBUE-F <	10 KBUE-F <	10 KFWB <	9 KLAX-F	10 KBUE-F	10 KTNQ <		
						9 KFWB <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KIIS-F	1 KLVE-F <	1 KSCA-F <	1 KLVE-F	1 KLVE-F	1 KPWR-F	1 KSCA-F >	1 KSCA-F >	1 KSCA-F >	1 KSCA-F	1 KSCA-F
2 KYSR-F	2 KSCA-F	2 KLVE-F	2 KSCA-F	2 KSCA-F >	2 KSCA-F	2 KROQ-F	2 KROQ-F <	2 KLVE-F <	2 KLVE-F	2 KFWB
3 KPWR-F	3 KYSR-F <	3 KYSR-F	3 KIIS-F <	3 KOST-F <	3 KROQ-F	3 KBUE-F	3 KBUE-F	3 KROQ-F	3 KLOS-F	2 KABC <
4 KLVE-F <	4 KIIS-F	4 KIIS-F	4 KYSR-F <	4 KIIS-F	4 KKBT-F	3 KPWR-F	4 KLVE-F <	4 KLVE-F <	4 KLAX-F <	4 KTNQ <
5 KKBT-F <	5 KKBT-F <	5 KKBT-F <	5 KOST-F	5 KYSR-F	5 KBUE-F	5 KLAX-F <	5 KLAX-F	5 KLAX-F	5 KCBS-F <	5 KLVE-F
6 KROQ-F <	6 KROQ-F	6 KLAX-F <	6 KKBT-F <	6 KTWW-F	6 KIIS-F	6 KLVE-F <	6 KLOS-F <	5 KPWR-F	6 KLSX-F <	6 KNX <
7 KOST-F	7 KOST-F <	7 KROQ-F <	7 KCMG-F	6 KCMG-F	7 KLAX-F	7 KKBT-F <	7 KLSX-F	5 KLOS-F <	7 KBUE-F <	
7 KSCA-F <	8 KPWR-F <	8 KBUE-F	8 KLAX-F <	8 KBIG-F <	8 KLSX-F	8 KLSX-F <	8 KTNQ <	8 KLSX-F <	8 KROQ-F	
9 KSSE-F >	9 KLAX-F <	8 KBIG-F <	9 KBIG-F	9 KLAX-F	9 KSSE-F	9 KIIS-F	9 KYSR-F <	9 KCBS-F	8 KTWW-F <	
		10 KCMG-F <	9 KROQ-F					10 KIIS-F <	10 KRTH-F	

LOS ANGELES

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KACD-F	AOR-P	103.1	Santa Monica	0.6	2.3	112	2373
KACE-F	B/O	103.9	Inglewood	0.8	2.7	164	3273
KBLA-AA	SP-NT	1580	Santa Monica	0.3	0.9	63	987
KFSG-F	REL	96.3	Los Angeles	0.4	1.8	70	1969
KGIL-AA	ST	1260	Beverly Hills	0.6	1.8	108	1909
KIEV	T	870	Glendale	0.7	1.8	146	2028
KJLH-F	B/A/C	102.3	Compton	1.2	3.4	204	3487
KKHJ	SP-R	930	Los Angeles	1.4	2.9	246	3061
KKLA-F	REL	99.5	Los Angeles	0.6	1.9	111	2336
KLAC	ST	570	Los Angeles	1.7	5.6	347	6683
KLYY-F	AOR-NR	107.1	Arcadia	0.7	4.5	141	5421
KRLA	T	1110	Pasadena	0.8	2.5	150	2796
KWKW	SP-C	1330	Los Angeles	0.7	1.5	120	1539
KWVE-F	REL	107.9	San Clemente	0.6	1.9	121	2508
KXTA	SPRTS	1150	Los Angeles	0.7	2.5	139	2825

Consolidation Report	12+	25-54	Revenue
ABC	4.7 %	5.4 %	6.6 %
KABC-AM, KDIS-AM, KLOS-FM			
AMFM, pend.	19.3 %	18.6 %	26.9 %
KBIG-FM, KCMG-FM, KFI-AM, KKBT-FM, KLAC-AM, KOST-FM, KYSR-FM			
CBS/Infinity	18.9 %	19.5 %	33.2 %
KCBS-FM, KFWB-AM, KLSX-FM, KNX-AM, KRLA-AM, KROQ-FM, KRTH-FM, KTWV-FM			
Clear Channel	6.1 %	5.6 %	8.5 %
KACD-FM, KBGD-FM, KBET-AM, KEZY-AM, KIIS-FM, KXMX-FM, KXTA-AM			
Cox Radio	0.8 %	1.0 %	0.4 %
KACE-FM, KRTO-FM			
Hispanic	14.0 %	16.7 %	9.2 %
KLVE-FM, KSCA-FM, KTNQ-AM			
Liberian	4.5 %	4.6 %	1.3 %
KBUA-FM, KBUE-FM, KKHJ-AM, KWIZ-FM			
Total	68.2 %	71.4 %	86.1 %

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product
KABC	790	5 kw (DA-N)	Talk	ABC	\$400.00	ABC
KFI	640	50 kw	Talk		\$410.00	Christal
KFWB	980	5 kw	News	CNN, ABC, AP	\$310.00	CBS
KKHJ	930	5 kw (DA-N)	Hispanic-Regional		\$140.00	—
KLAC	570	5 kw (DA-N)	Standards	Westwd, AMFM	\$59.00	Sentry
KNX	1070	50 kw	News	CBS	\$310.00	CBS
KTNQ	1020	50 kw (DA-2)	Hisp.-News/Talk	CAR	\$130.00	Katz Hisp.
KXTA	1150	50 kw/44 kw (DA-2)	Sports	ESPN	\$ NA	Katz

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KGGL-F	CHRU	99.1	Riverside	0.3	2.4	261	6558
KOLA-F	O	99.9	San Bernardino	0.4	1.5	215	4128
XTRA	SPRTS	690	Tijuana, MX	0.6	2.1	161	3372

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	1518 (3)	1518 (3)	10.0 %	9.9 %
AOR/Classic/NR	0 (0)	1694 (6)	1694 (6)	11.1 %	10.4 %
Black/Urban	0 (0)	1990 (6)	1990 (6)	13.1 %	15.6 %
CHR	0 (0)	860 (2)	860 (2)	5.7 %	3.7 %
Classical	0 (0)	344 (1)	344 (1)	2.3 %	2.1 %
Country	0 (0)	371 (1)	371 (1)	2.4 %	3.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	736 (5)	3433 (6)	4169 (11)	27.4 %	25.8 %
Jazz	0 (0)	506 (1)	506 (1)	3.3 %	3.7 %
News/Talk	1906 (6)	387 (1)	2293 (7)	15.1 %	15.4 %
Oldies	0 (0)	563 (2)	563 (2)	3.7 %	4.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
Religion/Gospel	0 (0)	256 (3)	256 (3)	1.7 %	1.1 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	231 (2)	0 (0)	231 (2)	1.5 %	1.4 %
Standards/EZ	399 (3)	0 (0)	399 (3)	2.6 %	2.9 %
Totals	3272 (16)	11922 (32)	15194 (48)		

LOS ANGELES

FM Stations

Station	Freq	Power	Format	Revenue	Company	Notes
KBIG	104.3	105 kw @ 2890	AC	AMFM \$400.00	Sentry	AMFM
KBUA	94.3	3 kw @ 85	See KBUE-F			San Fernando
KBUE	105.5	1.35 kw @ 407	Hispanic-Regional	\$85.00	---	Liberman Long Beach
KCBS	93.1	28.5 kw @ 3498	Classic AOR	CBS \$375.00	CBS	CBS/Infinity
KCMG	100.3	5.3 kw @ 3004	Urban Oldies	AMFM \$ NA	Eastman	AMFM
KIIS	102.7	8 kw @ 2960	CHR	\$490.00	Katz	Clear Channel
KJLH	102.3	2.25 kw @ 338	Black	\$70.00	Mc-Guild	Compton
KKBT	92.3	43 kw @ 2910	Black	AMFM \$440.00	Eastman	AMFM
KKGO	105.1	18 kw @ 2887	Classical	AP \$185.00	Mc-Guild	Mt. Wilson
KLAX	97.9	26 kw @ 682	Hispanic-Regional	\$305.00	Caballero	SBS E. Los Angeles
KLOS	95.5	63 kw @ 3130	AOR	ABC \$420.00	ABC	ABC
KLSX	97.1	21 kw @ 3002	Talk	\$270.00	Allied	CBS/Infinity
KLVE	107.5	29.5 kw @ 2998	Hispanic-AC	\$350.00	Katz Hisp.	Hispanic
KOST	103.5	12.5 kw @ 3100	AC	\$400.00	Christal	AMFM, pend.
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	CBS/Infinity Pasadena
KRTH	101.1	51.3 kw @ 3130	Oldies	\$545.00	CBS	CBS/Infinity
KSCA	101.9	4.8 kw @ 2831	Hispanic-Regional	\$190.00	Katz Hisp.	Hispanic Glendale
KSSE	97.5	72 kw @ 1827	Hispanic Contemp.	\$ NA	Caballero	EXCL San Bernardino
KTWW	94.7	58 kw @ 2831	Jazz	Westwd \$415.00	CBS	CBS/Infinity
KYSR	98.7	75 kw @ 1180	AC/CHR	AMFM \$390.00	Eastman	AMFM
KZLA	93.9	18.5 kw @ 3136	Country	\$260.00	Sentry	Bonneville

Notes: * KLSX-F revenue level includes KRLA revenue . . . 3/99 KKR (1650; Costa Mesa) changed from All-Traffic to simulcasting Standards KGIL as KGXL . . . 4/99 KEZY-F (95.9; Anaheim) changed calls to KXXM-F; remains Hot AC . . . 4/99 KORG (1190; Anaheim) changed calls to KEZY . . . 8/99 Cox traded KFI and KOST-F to AMFM, Inc. for 13 stations in Atlanta, Jacksonville, Miami, New Haven and Stamford-Norwalk

FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

LOUISVILLE

Arbitron Rank: 53 Pop (12+): 858,500	Stations: 29 / 28	Last Year's Revenue: \$46,900,000
MSA Rank: 60	Diaries: 1,547 / 555:1 / 48.2%	Household Income: \$41,853
MSA Pop: 1,000,000	Sample Target: 1,520	Total Retail Sales: \$9.9 Bil.
DMA: 48	% Below Line: 0.6	#1 Biller: WHAS \$9,500,000
Average Persons Rating: 14.8	% Not Listed: 9.7	#1 Billing Portfolio:
Market TSL in Hours: 19.50	Pop per Station: 30,661	Clear Channel \$23,085,000

12+ Metro	Format	Spring 99		Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	WAMZ-F	C	153 / 12.0	11.8	14.2	15.3	11.8	13.3	2233 / 26.0	25.1	23.8	203 / 2977	H	WAMZ-F
2	WHAS	FS	149 / 11.7	11.9	12.9	11.1	12.4	11.9	2129 / 24.8	29.9	26.1	210 / 2897	H	WHAS
3	WDJX-F	CHR	112 / 8.8	6.6	5.5	6.8	7.2	6.9	1938 / 22.6	18.5	20.2	151 / 2739	F	WDJX-F
4	WVEZ-F	SAC	91 / 7.2	7.6	6.2	5.6	7.1	6.6	1289 / 14.8	13.2	14.9	107 / 1578	G	WVEZ-F
5	WGZB-F	B	66 / 5.2	3.8	5.2	5.8	6.6	5.0	1059 / 12.3	11.2	13.7	69 / 1144	D*	WGZB-F
6	WRKA-F	O	59 / 4.6	4.7	4.7	5.4	5.9	4.9	1194 / 13.9	14.6	17.5	60 / 1236	E	WRKA-F
7	WQMF-F	CL AOR	49 / 3.9	3.1	3.4	3.6	3.7	3.5	745 / 8.7	10.9	12.1	55 / 988	D	WQMF-F
8	WKJK	ST	47 / 3.7	2.9	2.1	3.3	2.4	3.0	429 / 5.0	5.0	4.4	48 / 456	A	WKJK
9	WTFX-F	AOR	46 / 3.6	4.1	4.3	3.4	4.0	3.9	938 / 10.9	11.6	11.7	65 / 1341	C	WTFX-F
10	WSFR-F	CL HITS	45 / 3.5	3.7	4.5	4.3	5.4	4.0	983 / 11.5	13.8	14.9	60 / 1311	D	WSFR-F
11	WQSH-F	AC-NR	37 / 2.9	2.4	0.9				715 / 8.3	3.3		38 / 754		WQSH-F
12	WLRS-F	AOR-NR	35 / 2.8	5.1	3.7	4.4	3.9	4.0	759 / 8.8	10.6	11.0	37 / 836	C	WLRS-F
13	WBLO-F	B	32 / 2.5	2.2	3.1	2.9	1.8	2.7	648 / 7.6	6.9	1.2	34 / 680	A	WBLO-F
14	WHKW-F	C	30 / 2.4	2.0	2.7	3.8	2.7	2.7	702 / 8.2	9.3	7.4	40 / 970	B	WHKW-F
15	WLSY-F	B/O	28 / 2.2	1.5	2.2	0.9	0.4	1.7	390 / 4.5	3.9	1.7	29 / 410		WLSY-F
16	WMJM-F	B/O	27 / 2.1	2.4	1.7	1.1	2.1	1.8	427 / 5.0	3.8	5.3	27 / 430	*	WMJM-F
17	WMHX-F	AC/CHR	22 / 1.7	1.7	1.1	1.8	1.5	1.6	573 / 6.7	5.8	5.0	22 / 578	A	WMHX-F
18	WRVI-F	CL HITS	21 / 1.7	2.1	1.4	0.9	0.8	1.5	596 / 7.0	6.1	4.9	22 / 657	A	WRVI-F
19	WLKY	N	15 / 1.2	1.7	1.4	1.2	1.1	1.4	476 / 5.5	5.9	6.3	26 / 559	A	WLKY
20	WLOU	B/G	13 / 1.0	0.7	0.9	1.3	1.4	1.0	213 / 2.5	2.3	2.3	13 / 213	A	WLOU

12+ FM Share (Metro): 76.94% (884 of 1149) (Spring 98: 75.55%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WDJX-F >>>	1 WDJX-F <	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F	1 WHAS	1 WHAS >	1 WAMZ-F <	1 WAMZ-F	1 WDJX-F	1 WAMZ-F
2 WGZB-F >	2 WAMZ-F >	2 WDJX-F <	2 WVEZ-F	2 WVEZ-F	2 WAMZ-F >	2 WAMZ-F	2 WHAS	2 WHAS	2 WAMZ-F	2 WDJX-F <
3 WBLO-F	3 WGZB-F	3 WVEZ-F	3 WDJX-F	3 WHAS	3 WVEZ-F >	3 WDJX-F <	3 WVEZ-F >	3 WDJX-F	3 WGZB-F	3 WHAS >
4 WTFX-F	4 WTFX-F	4 WGZB-F	4 WHAS <	4 WDJX-F	4 WRKA-F <	4 WTFX-F <	4 WDJX-F	4 WVEZ-F	4 WVEZ-F	4 WGZB-F
5 WQSH-F <	5 WHAS	5 WSFR-F <	5 WRKA-F	5 WRKA-F	5 WKJK >	5 WVEZ-F >	5 WRKA-F	5 WGZB-F	4 WHAS	5 WVEZ-F <
6 WLRS-F	5 WSFR-F	6 WRKA-F <	6 WSFR-F <	6 WDJX-F	6 WSFR-F <	6 WKJK <	6 WRKA-F >	6 WRKA-F >	6 WBLO-F <	6 WKJK
7 WVEZ-F <	5 WQMF-F <	7 WGZB-F	7 WRKA-F	6 WSFR-F <	6 WDJX-F	7 WRKA-F <	7 WQMF-F <	7 WLRS-F <	7 WTFX-F <	6 WRKA-F <
8 WBLO-F	8 WRKA-F <	8 WQMF-F	8 WQMF-F	8 WQMF-F	8 WQMF-F <	8 WGZB-F <	8 WGZB-F	8 WKJK	8 WLRS-F	8 WQMF-F
8 WQMF-F	9 WTFX-F	9 WQSH-F	9 WQSH-F	9 WQSH-F	9 WLSY-F	9 WSFR-F	8 WQMF-F <	9 WQSH-F <	9 WQSH-F <	9 WSFR-F <
	10 WQSH-F	10 WTFX-F	10 WTFX-F <					10 WSFR-F	10 WBLO-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	12+ Ovrnite
1 WDJX-F	1 WDJX-F	1 WDJX-F >	1 WAMZ-F <	1 WAMZ-F	1 WGZB-F	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F	1 WDJX-F >
2 WVEZ-F	2 WAMZ-F	2 WAMZ-F <	2 WVEZ-F <	2 WVEZ-F	1 WBLO-F	2 WTFX-F	2 WQSH-F	2 WSFR-F <	2 WHAS	2 WHAS
3 WAMZ-F	3 WGZB-F	3 WGZB-F >	3 WDJX-F >	3 WDJX-F	1 WTFX-F	3 WDJX-F <	3 WDJX-F	3 WQMF-F	3 WSFR-F	2 WAMZ-F >
4 WBLO-F	4 WVEZ-F >	4 WVEZ-F	4 WGZB-F	4 WHAS	4 WAMZ-F	4 WQSH-F <	3 WTFX-F	4 WDJX-F <	4 WVEZ-F	4 WLKY
4 WGZB-F	5 WQSH-F <	4 WRKA-F	5 WRKA-F <	5 WGZB-F <	5 WLRS-F	5 WLRS-F <	5 WSFR-F	5 WTFX-F <	4 WQMF-F	5 WBLO-F
4 WQMF-F	6 WBLO-F	4 WQSH-F	6 WHAS	6 WRKA-F	6 WDJX-F	6 WGZB-F	6 WLRS-F	6 WHAS	6 WRKA-F <	6 WRKA-F
7 WTFX-F	6 WLRS-F	7 WHAS	7 WMJM-F <	7 WMJM-F	6 WQMF-F >	6 WSFR-F	6 WQMF-F	7 WVEZ-F	7 WDJX-F	
8 WTFX-F	7 WLRS-F >	8 WTFX-F	8 WTFX-F	8 WSFR-F		6 WQMF-F		7 WGZB-F <	8 WQSH-F	
8 WRKA-F		8 WQSH-F	8 WQSH-F					9 WQSH-F <	9 WTFX-F	
								10 WRKA-F		

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WAVG	C/O	1450	Jeffersonville, IN	0.6 1.6 8 141
WFIA	REL	900	Louisville	0.5 2.0 7 181
WLLV	B/G	1240	Louisville	0.8 1.7 10 145
WMPI-F	C	105.3	Scottsburg, IN	0.5 1.5 8 175
WTHQ-F	C	101.7	Shelbyville, KY	0.6 2.1 10 224
WTMT	SPRTS	620	Louisville	0.4 1.7 5 167
WWKY	T	790	Louisville	0.9 3.5 13 346
WXLN-F	REL	105.1	Shepherdsville, KY	0.8 3.0 10 254

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WASE-F	O	103.5	Radcliff, KY	0.6	2.0	14 327

LOUISVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Blue Chip	19.4 %	18.5 %	18.0 %	AC	0 (0)	59 (2)	59 (2)	5.1 %	0.0 %
WDJX-FM, WFIA-AM, WGZB-FM, WLRS-FM, WMJM-FM				AOR/Classic/NR	0 (0)	130 (3)	130 (3)	11.3 %	13.4 %
Clear Channel	35.8 %	31.1 %	49.2 %	Black/Urban	0 (0)	153 (4)	153 (4)	13.3 %	10.9 %
WAMZ-FM, WHAS-AM, WKJK-AM, WQMF-FM, WTFX-FM, WWKY-AM				CHR	0 (0)	112 (1)	112 (1)	9.7 %	8.3 %
Cox Radio	15.3 %	21.5 %	24.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WRKA-FM, WSFR-FM, WVEZ-FM				Country	8 (1)	196 (4)	204 (5)	17.8 %	17.8 %
Salem, pend.	3.9 %	4.7 %	0.9 %	Full Service	149 (1)	0 (0)	149 (1)	13.0 %	14.3 %
WLSY-FM, WRVI-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	74.4 %	75.8 %	93.0 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	1.8 %
				News/Talk	27 (2)	0 (0)	27 (2)	2.3 %	3.0 %
				Oldies	0 (0)	133 (4)	133 (4)	11.6 %	14.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	29 (3)	10 (1)	39 (4)	3.4 %	3.2 %
				Soft AC	0 (0)	91 (1)	91 (1)	7.9 %	8.2 %
				Sports	5 (1)	0 (0)	5 (1)	0.4 %	0.6 %
				Standards/EZ	47 (1)	0 (0)	47 (1)	4.1 %	4.1 %
				Totals	265 (9)	884 (20)	1149 (29)		

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	Comments
WHAS	840	50 kw	Full Service	ABC	\$132.00	Cir Chnl	Clear Channel
WKJK	1080	10 kw/1 kw (DA-2)	Standards	Westwd, ABC	\$ NA	Cir Chnl	Clear Channel
WLKY	970	5 kw (DA-2)	News	AP, CBS	\$ NA	---	Hearst-Argyle
WLOU	1350	2.2 kw/0.5 kw (DA-N)	Black Gospel	AURN	\$ NA	---	Mortenson

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	Comments
WAMZ	97.5	100 kw @ 673	Country	\$155.00	Christal	Clear Channel	
WBLO	104.3	3kw @ 328	Black	\$ NA	Mc-Guild		Charlestown, IN
WDJX	99.7	24 kw @ 715	CHR	\$60.00	Eastman	Blue Chip	
WGZB	96.5	3 kw @ 328	Black	ABC	\$45.00	D&R	Blue Chip Corydon, IN
WHKW	98.9	50 kw @ 492	Country	\$24.00	Cir Chnl	Snowden	Salem, IN
WLRS	102.3	3 kw @ 285	AOR-New Rock	\$30.00	Eastman	Blue Chip	
WLSY	94.7	2.15 kw @ 387	Black Oldies	\$ NA	Christal	Salem, pend.	New Albany, IN
WMHX	103.9	1.35 kw @ 490	AC/CHR	\$25.00	Eastman	Cox Radio, pend.	
WMJM	101.3	1.9 kw @ 415	Black Oldies	ABC	\$<20.00	D&R	Blue Chip Jeffersontown
WQMF	95.7	28.5 kw @ 643	Classic AOR	\$60.00	Cir Chnl	Clear Channel	Jeffersonville, IN
WQSH	93.1	2.15 kw @ 387	Modern AC	\$ NA	---	Clear Channel	Clarksville, IN
WRKA	103.1	6 kw @ 312	Oldies	ABC	\$60.00	Christal	Cox Radio
WRVI	105.9	3 kw @ 328	Classic Hits	\$ NA	Christal	Salem, pend.	New Albany, IN
WSFR	107.7	31 kw @ 568	Classic Hits	\$31.00	Eastman	Cox Radio	Corydon, IN
WTFX	100.5	37.4 kw @ 554	AOR	Source	\$55.00	Cir Chnl	Clear Channel
WVEZ	106.9	24.5 kw @ 670	Soft AC	\$68.00	Eastman	Cox Radio	

Notes: * WGZB-F revenue level includes WMJM-F's revenue . . . 4/99 WLSY-F/WRVI-F sold by Cox Radio to Salem Communications for \$5,000,000 . . . 5/99 WMJM-F changed from Black AC to Black Oldies . . . 5/99 WXMLM-F sold by Cross Country to Thin Man, Inc. (price NA) . . . 5/99 WXMLM-F changed from simulcasting Contemp. Christian WXLN-F to simulcasting Country/Bluegrass WKXF . . . 7/99 Cox Radio exercised its option to purchase WMHX-F for \$1,770,000 + other consideration . . . 7/99 WLRS-F changed from New Rock to AC

LUBBOCK

Arbitron Rank: 175 Pop (12+):	191,900	Stations:	21 / 19	Last Year's Revenue:	\$10,700,000
MSA Rank:	184	Diaries:	893 / 215:1 / 46.4%	Household Income:	\$33,047
MSA Pop:	235,000	Sample Target:	860	Total Retail Sales:	\$2.5 Bil.
DMA:	147	% Below Line:	2.5	#1 Biller:	KLLL-F \$2,500,000
Average Persons Rating:	16.9	% Not Listed:	12.0	#1 Billing Portfolio:	AMFM \$5,230,000
Market TSL in Hours:	22.50	Pop per Station:	10,100		

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KLLL-F	59 / 18.2	18.6	17.1	15.3	16.5	597 / 31.1	29.8	35.8	94 / 1077	O	KLLL-F
2	KZII-F	31 / 9.6	12.9	17.5	17.2	17.8	609 / 28.5	31.5	33.6	47 / 937	C	KZII-F
3	KLZK-F	27 / 8.3	9.0	2.5	2.9	5.0	330 / 17.2	15.6	7.8	37 / 497	A	KLZK-F
4	KFMX-F	25 / 7.7	6.3	10.2	8.9	5.9	281 / 14.6	16.4	20.1	38 / 500	C	KFMX-F
5	KKCL-F	22 / 6.8	9.0	8.3	10.2	9.4	364 / 19.0	20.1	22.2	29 / 498	C	KKCL-F
6	KMMX-F	14 / 4.3	4.3	6.7	5.4	4.4	312 / 16.3	14.2	19.2	25 / 482	B	KMMX-F
6	KCRM-F	14 / 4.3	5.0	5.4	3.8	5.6	255 / 13.3	11.7	13.1	21 / 395	B	KCRM-F
8	KXTQ-F	12 / 3.7	4.6	5.1	4.5	6.2	196 / 10.2	11.1	10.7	21 / 367	B	KXTQ-F
8	KRBL-F	12 / 3.7	2.3	5.1	3.8	2.2	161 / 8.4	5.4	9.8	21 / 262	A	KRBL-F
10	KONE-F	11 / 3.4	4.6	2.5	2.9	1.9	194 / 10.1	11.0	7.9	13 / 278	A	KONE-F
11	KRFE	10 / 3.1	3.3	1.9	1.3	3.1	118 / 6.1	7.3	5.3	11 / 138	A	KRFE
11	KFYO	10 / 3.1	1.7	1.6	2.5	2.2	184 / 9.6	7.0	6.0	12 / 230	A	KFYO
13	KEJS-F	8 / 2.5	3.6	2.9	2.2	1.6	136 / 7.1	6.3	6.3	9 / 203	A	KEJS-F

12+ FM Share (Metro): 85.26% (243 of 285) (Spring 98: 93.33%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KLZK-F	1 KLLL-F	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>	1 KLLL-F>>	1 KLLL-F>	1 KLZK-F	1 KLLL-F>
2 KZII-F>>	2 KFMX-F	2 KFMX-F	2 KZII-F>	2 KZII-F>	2 KKCL-F	2 KZII-F>>	2 KKCL-F	2 KLZK-F<	2 KZII-F	2 KZII-F
3 KLLL-F>	3 KZII-F>	2 KZII-F	3 KCRM-F	3 KKCL-F<	3 KRBL-F<	3 KFMX-F	3 KFMX-F	3 KFMX-F<	3 KLLL-F	3 KLLL-F
	4 KLZK-F	4 KLZK-F<	3 KKCL-F	4 KCRM-F	4 KRFE	3 KLZK-F<	4 KZII-F<	4 KZII-F>	4 KFMX-F>>	4 KFMX-F>
	4 KMMX-F>	5 KKCL-F	5 KFMX-F	5 KFMX-F	5 KFYO	5 KKCL-F<	5 KLZK-F>	5 KMMX-F	5 KKCL-F	5 KXTQ-F<
		6 KCRM-F	5 KLZK-F	5 KONE-F	6 KCRM-F	6 KMMX-F	6 KMMX-F<	6 KCRM-F<	6 KCRM-F	6 KKCL-F<
		6 KMMX-F	5 KMMX-F	7 KLZK-F	6 KZII-F	7 KRBL-F	7 KCRM-F	7 KKCL-F<	8 KRBL-F	7 KCRM-F
				7 KMMX-F	6 KXTQ-F			8 KRBL-F	8 KRBL-F	7 KRFE
				7 KRBL-F				8 KFYO<		7 KEJS-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	12+ Ovrnite
1 KLLL-F>	1 KLLL-F>	1 KLLL-F	1 KLLL-F>>	1 KLLL-F>>	1 KFMX-F>>	1 KFMX-F>	1 KFMX-F	1 KFMX-F<	1 KLLL-F>	1 KLLL-F
2 KZII-F	2 KZII-F>	1 KZII-F>	2 KZII-F>	2 KZII-F>	2 KLLL-F	2 KLLL-F>	2 KLLL-F	2 KLLL-F>	2 KFMX-F	2 KLZK-F
3 KLZK-F	3 KMMX-F>	3 KMMX-F	3 KMMX-F	3 KONE-F	3 KKCL-F	3 KKCL-F	2 KCRM-F	3 KKCL-F	3 KCRM-F	2 KZII-F
3 KMMX-F>	4 KLZK-F	4 KONE-F>	4 KLZK-F	3 KKCL-F	3 KLZK-F>>	3 KLZK-F	2 KZII-F	4 KLZK-F	3 KKCL-F	4 KFYO
	5 KFMX-F			5 KCRM-F		3 KZII-F	5 KMMX-F>	5 KCRM-F	5 KLZK-F	
				5 KMMX-F		6 KCRM-F		6 KZII-F	6 KRBL-F	
									6 KZII-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KBZO	SP	1460	Lubbock	1.9	2.4	8	75	KGNC	FS/T	710	Amarillo	0.6	2.5	9	153
KDAV	ST	1590	Lubbock	0.9	2.5	3	57	KOFR-F	REL-CC	107.3	Post	1.9	5.3	15	188
KJAK-F	REL	92.7	Staton	0.6	4.1	3	155								
KKAM	SPRIS	1340	Lubbock	1.2	4.5	5	97								
KLFB	SP	1420	Lubbock	1.5	2.7	8	58								
KXTQ	CHR/U	950	Lubbock	0.6	1.9	2	67								

LUBBOCK

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	32.6 %	32.5 %	48.9 %	AC	0 (0)	14 (1)	14 (1)	4.9 %	7.4 %
KCRM-FM, KFMX-FM, KFYO-AM, KKAM-AM, KKCL-FM, KZII-FM				AOR/Classic/NR	0 (0)	39 (2)	39 (2)	13.7 %	20.0 %
Pinnacle	25.9 %	30.7 %	32.4 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KLLL-FM, KMMX-FM, KONE-FM				CHR	2 (1)	58 (2)	60 (3)	21.1 %	19.3 %
	58.5 %	63.2 %	81.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	71 (2)	71 (2)	24.9 %	25.6 %
				Full Service	2 (1)	0 (0)	2 (1)	0.7 %	0.0 %
				Hispanic	11 (2)	20 (2)	31 (4)	10.9 %	8.8 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	10 (1)	0 (0)	10 (1)	3.5 %	1.8 %
				Oldies	0 (0)	22 (1)	22 (1)	7.7 %	9.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	8 (2)	8 (2)	2.8 %	1.4 %
				Soft AC	0 (0)	11 (1)	11 (1)	3.9 %	2.8 %
				Sports	4 (1)	0 (0)	4 (1)	1.4 %	1.8 %
				Standards/EZ	13 (2)	0 (0)	13 (2)	4.6 %	2.1 %
				Totals	42 (8)	243 (13)	285 (21)		

AM Stations

KFYO	790	5 kw/1 kw (DA-2)	Full Service	CBS, Westwd, CNN	\$<20.00	Allied	AMFM
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	Sentry	AMFM
KEJS	106.5	34 kw @ 587	Hispanic-Tejano		\$<20.00	---	
KFMX	94.5	100 kw @ 817	AOR	ABC	\$29.00	Katz	AMFM
KKCL	98.1	100 kw @ 436	Oldies	Westwd, ABC	\$22.00	Christal	AMFM
KLLL	96.3	100 kw @ 817	Country	Westwd	\$53.00	Eastman	Pinnacle
KLZK	104.3	50 kw @ 466	Dance CHR		\$ NA	---	Brownfield
KMMX	100.3	100 kw @ 882	AC/CHR		\$<20.00	Eastman	Pinnacle
KONE	101.1	100 kw @ 751	Soft AC	Westwd	\$<20.00	Eastman	Pinnacle
KRBL	105.7	6 kw @ 328	Country	ABC	\$ NA	---	Idalou
KXTQ	93.7	100 kw @ 741	Hispanic-Tejano		\$<20.00	Katz Hisp.	
KZII	102.5	100 kw @ 817	CHR		\$26.00	Allied	AMFM

Notes:

MACON

Arbitron Rank: 147 Pop (12+): 254,500	Stations: 22 / 19	Last Year's Revenue: \$11,400,000
MSA Rank: 154	Diaries: 1,007 / 253:1 / 45.5%	Household Income: \$35,761
MSA Pop: 323,000	Sample Target: 970	Total Retail Sales: \$3.6 Bil.
DMA: 122	% Below Line: 2.7	#1 Biller: WDEN-AF \$3,100,000
Average Persons Rating: 14.8	% Not Listed: 10.3	#1 Billing Portfolio:
Market TSL in Hours: 19.75	Pop per Station: 13,395	U. S. \$6,975,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WDEN-AF	C	53 / 14.1	12.5	12.1	15.2	602 / 23.7	27.2	24.4	94 / 1217	E	WDEN-AF
2	WPEZ-F	AC	47 / 12.5	9.9	9.5	12.2	495 / 19.5	20.0	18.6	65 / 818	C	WPEZ-F
3	WIBB-F	B	36 / 9.6	9.9	13.4	16.0	574 / 22.6	19.7	21.9	50 / 789	C	WIBB-F
4	WALJ-F	B	29 / 7.7	6.8	6.3	1.0	420 / 16.5	15.3	12.9	48 / 686	A	WALJ-F
5	WAYS-F	O	24 / 6.4	5.7	6.6	4.6	368 / 14.5	15.8	14.6	41 / 730	B	WAYS-F
6	WQBZ-F	AOR	22 / 5.8	6.8	8.7	10.1	391 / 15.3	15.9	17.6	41 / 663	C	WQBZ-F
7	WMGB-F	CHR	21 / 5.6	5.4	5.5	6.1	408 / 16.0	18.5	18.0	51 / 847	B	WMGB-F
8	WDDO	B/G	19 / 5.0	2.5	3.2	5.6	147 / 5.8	5.3	0.0	19 / 150	A	WDDO
9	WRBV-F	B/AC	16 / 4.2	4.8	3.2	2.0	220 / 8.6	10.4	7.1	20 / 241	A	WRBV-F
9	WMAC	N/T	16 / 4.2	4.2	3.9	3.8	249 / 9.8	9.6	9.1	23 / 337	A	WMAC
11	WXKO-AF	B/G	14 / 3.7	3.4	1.6	2.5	120 / 4.7		5.5	19 / 224	A	WXKO-AF
12	WMKS-F	CL AOR	11 / 2.9	5.4	1.8	2.5	195 / 7.7	11.4	7.9	13 / 257	A	WMKS-F
12	WLCG-AF	B/G	11 / 2.9	3.1	3.9	1.0	212 / 8.3	6.3	6.3	12 / 239	A	WLCG-AF

12+ FM Share (Metro): 85.50% (289 of 338) (Spring 98: 89.73%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WALJ-F >>	1 WIBB-F	1 WPEZ-F	1 WPEZ-F	1 WPEZ-F	1 WDEN-AF	1 WDEN-AF	1 WPEZ-F	1 WDEN-AF	1 WIBB-F	1 WDEN-AF
2 WIBB-F	2 WPEZ-F <	2 WDEN-AF	2 WDEN-AF >	2 WDEN-AF >	2 WPEZ-F >	2 WPEZ-F	2 WDEN-AF >	2 WPEZ-F	1 WALJ-F	2 WIBB-F
2 WMGB-F >>	3 WALJ-F	3 WIBB-F	3 WIBB-F <	3 WAYS-F <	3 WAYS-F >	3 WQBZ-F	3 WIBB-F <	3 WIBB-F	3 WPEZ-F <	3 WALJ-F
	4 WQBZ-F <	4 WALJ-F <	4 WQBZ-F	4 WIBB-F	4 WDDO <	4 WIBB-F	4 WMAC	4 WALJ-F	4 WDEN-F	4 WPEZ-F <
	5 WMGB-F	5 WQBZ-F	5 WRBV-F <	5 WQBZ-F	5 WMAC	5 WAYS-F	5 WAYS-F	5 WMGB-F	5 WRBV-F	5 WDDO
	6 WDEN-AF	6 WMGB-F	6 WAYS-F <	6 WRBV-F	5 WXKO-AF	6 WMAC	6 WALJ-F	6 WAYS-F	6 WMGB-F	6 WAYS-F
			7 WMGB-F		5 WIBB-F	7 WALJ-F <	6 WMGB-F	7 WQBZ-F	7 WAYS-F <	7 WMGB-F
							6 WQBZ-F <			7 WXKO-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	12+ Ovrnite
1 WIBB-F	1 WIBB-F	1 WPEZ-F >	1 WPEZ-F >>	1 WPEZ-F >	1 WALJ-F >	1 WALJ-F	1 WQBZ-F >	1 WDEN-AF	1 WDEN-AF	1 WIBB-F
2 WALJ-F	2 WPEZ-F >	2 WIBB-F >>	2 WDEN-AF	2 WDEN-AF >	2 WIBB-F >>	1 WQBZ-F	2 WIBB-F	2 WQBZ-F <	2 WQBZ-F	2 WDEN-F
3 WMGB-F	3 WALJ-F	3 WDEN-AF >	2 WIBB-F >	3 WAYS-F	3 WMGB-F	3 WIBB-F >	3 WMKS-F	3 WIBB-F	3 WAYS-F	3 WAYS-F
3 WPEZ-F >	4 WMGB-F	4 WMGB-F	4 WMGB-F	3 WIBB-F	3 WQBZ-F >>	4 WMGB-F	3 WDEN-AF	4 WALJ-F	4 WIBB-F	3 WALJ-F >
	4 WDEN-AF >	4 WALJ-F >>	4 WALJ-F	5 WRBV-F		4 WDEN-AF	3 WMGB-F	5 WPEZ-F	5 WPEZ-F >	
			6 WRBV-F	6 WMGB-F >			3 WPEZ-F >	6 WMGB-F		

Other Rated Stations				Metro	Cume	TSA	Other Rated Stations--Outside Market				Metro	Cume	TSA		
				Share	Rating	AQH					Share	Rating	AQH		
WCOP	REL	1350	Warner Robins	0.8	1.9	3	49	WALR-F	B/AC	104.7	Athens	1.3	3.6	19	264
WPGA-F	AC/CHR	100.9	Perry	1.1	4.4	5	153	WVEE-F	B	103.3	Atlanta	0.8	3.0	8	223
WRNC-F	C/O	96.5	Gray	0.5	1.9	3	74	WVKX-F	B	103.7	Irwinton	0.5	2.0	21	323

MACON

Consolidation Report			12+	25-54	Revenue	Format Performance					
						AM	FM	Total	%	Yr. Ago	
Local			18.7 %	14.1 %	3.8 %	AC	0 (0)	51 (2)	51 (2)	15.1 %	10.9 %
WALJ-FM, WBNM-AM, WFXM-FM, WXKO-AM						AOR/Classic/NR	0 (0)	33 (2)	33 (2)	9.8 %	10.0 %
Taylor			23.0 %	25.4 %	28.0 %	Black/Urban	0 (0)	91 (6)	91 (6)	26.9 %	29.6 %
WIBB-FM, WLCG-AM, WLCG-FM, WNML-AM, WQBZ-FM, WRBV-FM, WRNC-FM						CHR	0 (0)	21 (1)	21 (1)	6.2 %	6.3 %
U. S.			50.7 %	55.1 %	61.2 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAYS-FM, WDDO-AM, WDEN-AM, WMAC-AM, WMGB-FM, WMKS-FM, WPEZ-FM						Country	1 (1)	54 (2)	55 (3)	16.3 %	16.0 %
			92.5 %	94.6 %	93.0 %	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	16 (1)	0 (0)	16 (1)	4.7 %	4.5 %
						Oldies	0 (0)	24 (1)	24 (1)	7.1 %	7.6 %
						Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Religion/Gospel	32 (4)	15 (2)	47 (6)	13.9 %	13.0 %
						Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Sports	0 (0)	0 (0)	0 (0)	0.0 %	1.2 %
						Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %
						Totals	49 (6)	289 (16)	338 (22)		

AM Stations

Station	Freq	Power	Format	Service	Rate	Agency	City
WDDO	1240	1 kw	Black Gospel	Westwd, AURN	\$<20.00	Mc-Guild	U. S.
WDEN	1500	1 kw (Days)	See WDEN-F				
WLCG	1280	5 kw/0.099 kw	Simul. WLCG-F				
WMAC	940	50 kw/10 kw (DA-N)	News/Talk	ABC, Westwd	\$<20.00	Mc-Guild	U. S.
WXKO	1150	1 kw/0.062 kw	Black Gospel	AURN	\$ NA	Allied	WALJ-F/WFXM-F Fort Valley

FM Stations

Station	Freq	Power	Format	Service	Rate	Agency	City
WALJ	107.1	2.25 kw @ 540	Black	AURN	\$ NA	Allied	WFXM-F/WXKO Gordon
WAYS	99.1	100 kw @ 663	Oldies	ABC, Westwd	\$28.00	Mc-Guild	U. S.
WDEN	105.3	100 kw @ 659	Country	Westwd	\$77.00	Mc-Guild	U. S.
WFXM	100.1	3 kw @ 298	Black Gospel	AURN	\$19.00	Allied	WALJ-F Forsyth
WIBB	97.9	10.5 kw @ 500	Black	ABC	\$21.00	D&R	Taylor Fort Valley
WLCG	102.5	4 kw @ 328	Black Gospel		\$ NA	D&R	Taylor Warner Robins
WMGB	93.7	29.5 kw @ 646	CHR		\$<20.00	Mc-Guild	U. S. Jeffersonville
WMKS	92.3	3 kw @ 328	Classic AOR		\$<20.00	Roslin	U. S.
WPEZ	107.9	100 kw @ 689	AC	Westwd	\$42.00	Mc-Guild	U. S.
WQBZ	106.3	50 kw @ 493	AOR		\$24.00	D&R	Taylor Fort Valley
WRBV	101.7	6 kw @ 328	Black AC	ABC	\$14.00	D&R	Taylor Warner Robins

Notes: Fall 1998 combined cume for WXKO-AM not available . . 2/99 WIBD-F changed from Black to Classic Country as WRNC-F

MADISON

Arbitron Rank: 120 Pop (12+): 342,200
MSA Rank: 123
MSA Pop: 409,000
DMA: 84
Average Persons Rating: 14.9
Market TSL in Hours: 19.50

Stations: 22 / 19
Diaries: 1,327 / 258:1 / 60.6%
Sample Target: 1,300
% Below Line: 2.6
% Not Listed: 18.2
Pop per Station: 18,011

Last Year's Revenue: \$24,000,000
Household Income: \$53,257
Total Retail Sales: \$5.2 Bil.
#1 Biller: WZEE-F \$3,400,000
#1 Billing Portfolio: AMFM \$10,610,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WZEE-F	CHR	60 / 11.8	8.9	11.0	12.1	10.7	1060 / 31.0	31.1	30.9	115 / 2111	E	WZEE-F
2	WMGN-F	AC	44 / 8.6	7.5	7.6	8.2	6.0	700 / 20.5	20.3	16.6	68 / 1075	E	WMGN-F
3	WJJO-F	AOR	41 / 8.0	6.5	6.0	8.6	8.9	544 / 15.9	14.1	16.8	94 / 1205	C	WJJO-F
4	WOLX-F	O	38 / 7.5	5.9	6.2	7.6	8.0	700 / 20.5	20.0	21.6	78 / 1370	D	WOLX-F
5	WWQM-F	C	32 / 6.3	7.5	6.2	5.7	7.2	505 / 14.7	13.7	14.5	36 / 673	D	WWQM-F
6	WIBA-F	AOR	30 / 5.9	5.1	3.6	5.5	4.5	648 / 18.9	15.7	14.9	78 / 1252	E	WIBA-F
6	WIBA	FS/T	30 / 5.9	7.9	7.0	6.6	6.8	584 / 17.1	21.0	16.5	36 / 727	D	WIBA
8	WMAD-F	AOR-NR	21 / 4.1	4.6	4.6	4.1	4.3	552 / 16.1	18.0	16.1	27 / 652	C	WMAD-F
9	WMMM-F	AOR-P	18 / 3.5	4.6	4.6	4.1	4.9	391 / 11.4	12.1	13.5	20 / 473	B	WMMM-F
10	WTSO	ST	17 / 3.3	4.0	4.0	3.3	3.5	265 / 7.7	7.5	6.7	37 / 466	B	WTSO
10	WMLI-F	SAC	17 / 3.3	3.4	3.2	1.8	2.1	414 / 12.1	10.9	9.4	23 / 571	A	WMLI-F
12	WTDY	T	14 / 2.7	4.4	3.6	2.5	3.3	241 / 7.0	8.2		16 / 283	C*	WTDY
13	WYZM-F	C	12 / 2.4	2.6	2.0	2.7	3.7	295 / 8.6	7.4	9.4	19 / 381	B	WYZM-F

12+ FM Share (Metro): 80.58% (336 of 417) (Spring 98: 77.36%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZEE-F >>>	1 WZEE-F <	1 WZEE-F	1 WMGN-F <	1 WMGN-F	1 WMGN-F <	1 WZEE-F	1 WZEE-F <	1 WZEE-F >	1 WZEE-F >	1 WZEE-F
2 WMAD-F >	2 WJJO-F >	2 WJJO-F	2 WZEE-F	2 WZEE-F	2 WOLX-F	2 WMGN-F <	2 WMGN-F <	2 WJJO-F	2 WIBA	2 WMGN-F <
3 WOLX-F	3 WIBA-F	2 WMGN-F >	3 WJJO-F	3 WOLX-F	3 WIBA	3 WJJO-F	3 WJJO-F	3 WWQM-F <	2 WJJO-F <	3 WOLX-F >
3 WJJO-F >>	3 WWQM-F	4 WIBA-F	4 WOLX-F	4 WJJO-F <	4 WZEE-F	4 WJJO-F	4 WOLX-F	4 WMGN-F <	4 WMAD-F	4 WWQM-F <
	3 WMAD-F	5 WOLX-F	4 WIBA-F <	5 WWQM-F	5 WTSO	5 WOLX-F	5 WIBA-F <	5 WOLX-F	4 WMGN-F	5 WJJO-F <
	6 WMGN-F >	5 WWQM-F	6 WWQM-F	6 WIBA-F	6 WWQM-F	6 WIBA-F <	6 WWQM-F >	5 WIBA-F	6 WOLX-F	6 WIBA >
		7 WMAD-F	7 WMLI-F	7 WMLI-F	7 WIBA-F	7 WWQM-F >	7 WTDY <	7 WMAD-F	7 WIBA-F	7 WIBA-F <
		8 WMMM-F	7 WMMM-F	7 WMMM-F	8 WMLI-F	8 WMMM-F	8 WMAD-F	8 WMLI-F	8 WMAD-F	8 WMAD-F <
				9 WIBA >	8 WTDY		8 WMMM-F <	8 WMMM-F		9 WTSO

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WZEE-F >>>	1 WZEE-F >>	1 WZEE-F >>	1 WZEE-F	1 WMGN-F	1 WJJO-F >>	1 WJJO-F >>	1 WJJO-F >	1 WJJO-F >	1 WJJO-F	1 WZEE-F >
2 WMAD-F >	2 WMGN-F	2 WWQM-F	2 WMGN-F >>	2 WZEE-F >	2 WZEE-F	2 WIBA-F	2 WIBA-F	2 WIBA-F	2 WIBA-F <	2 WIBA >
3 WIBA-F	3 WJJO-F	3 WMGN-F	3 WWQM-F	3 WWQM-F	3 WZEE-F	2 WZEE-F	3 WZEE-F	3 WZEE-F	3 WOLX-F	3 WOLX-F
3 WJJO-F	3 WWQM-F	4 WJJO-F	4 WOLX-F	4 WOLX-F	3 WMAD-F >	4 WMAD-F	3 WWQM-F	4 WOLX-F	4 WZEE-F	3 WIBA-F
3 WKPO-F	3 WMAD-F >	5 WIBA-F >	5 WJJO-F	5 WMLI-F	5 WWQM-F >	5 WWQM-F >	5 WMMM-F	5 WWQM-F <	5 WWQM-F	
3 WMGN-F >	6 WIBA-F >		5 WMLI-F	6 WJJO-F	6 WMLI-F	6 WMLI-F	5 WMAD-F	6 WMAD-F	5 WMGN-F	
			7 WMAD-F	6 WJJO-F	6 WMLI-F	6 WMLI-F		6 WMGN-F	7 WIBA	
			7 WMMM-F	6 WMLI-F	6 WMLI-F	6 WMLI-F		6 WMLI-F	7 WIBA	
								8 WMLI-F	8 WMMM-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WHIT	SPRTS	1550	Madison	0.8	2.2	5 93	WGN	FS/T	720	Chicago	0.8	2.3	24 355
WIBU	C	1240	Poynette	1.0	2.4	8 143	WJVL-F	C	99.9	Janesville	1.2	3.3	65 636
WKPO-F	CHR	105.9	Evansville	1.4	4.0	15 303	WTMJ	FS	620	Milwaukee	0.6	2.6	21 379
WSJY-F	SAC	107.3	Ft. Atkinson	1.6	4.0	26 403							
WTDA	T	1480	Madison	0.8	2.9	8 145							
WTLX-F	T	100.5	Columbus	0.4	2.1	4 102							

MADISON

Consolidation Report				12+	25-54	Revenue	Format Performance				AM	FM	Total	%	Yr. Ago
AMFM				34.3 %	29.5 %	44.2 %	AC	0	(0)	44	(1)	44	(1)	10.6 %	7.3 %
WIBA-AM, WIBA-FM, WMAD-FM, WMLI-FM, WTSO-AM, WZEE-FM							AOR/Classic/NR	0	(0)	110	(4)	110	(4)	26.4 %	27.4 %
Mid-West Family				27.2 %	31.2 %	35.5 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WHIT-AM, WJJO-FM, WMGN-FM, WTDA-AM, WTDY-AM, WWQM-FM							CHR	0	(0)	67	(2)	67	(2)	16.1 %	14.4 %
Woodward				13.4 %	15.9 %	18.7 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WMMM-FM, WOLX-FM, WYZM-FM							Country	5	(1)	50	(3)	55	(4)	13.2 %	16.5 %
				74.9 %	76.6 %	98.4 %	Full Service	37	(3)	0	(0)	37	(3)	8.9 %	9.4 %
							Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
							Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
							News/Talk	18	(2)	2	(1)	20	(3)	4.8 %	4.5 %
							Oldies	0	(0)	38	(1)	38	(1)	9.1 %	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	0	(0)	25	(2)	25	(2)	6.0 %	4.0 %
							Sports	4	(1)	0	(0)	4	(1)	1.0 %	2.6 %
							Standards/EZ	17	(1)	0	(0)	17	(1)	4.1 %	4.2 %
							Totals	81	(8)	336	(14)	417	(22)		

AM Stations

Station	Freq	Power	Time	Format	Company	Owner	Group
WIBA	1310	5 kw/5.4 kw (DA-N)		Full Service/Talk	CBS	Katz	AMFM
WTDY	1670	10 kw/1 kw		Talk	ABC, Westwd	Mc-Guild	Midwest Family
WTSO	1070	10 kw/5 kw (DA-2)		Standards	ABC, Westwd	Banner	AMFM

FM Stations

Station	Freq	Power	Time	Format	Company	Owner	Group	Market
WIBA	101.5	12 kw @ 1017		AOR	\$64.00	Katz	AMFM	
WJJO	94.1	50 kw @ 492		AOR	\$31.00	Mc-Guild	Midwest Family	Watertown
WMAD	92.1	1.8 kw @ 400		AOR-New Rock	\$ 24.00	Katz	AMFM	Sun Prairie
WMGN	98.1	38 kw @ 581		AC	\$53.00	Mc-Guild	Midwest Family	
WMLI	96.3	5 kw @ 672		Soft AC	\$<20.00	Katz	AMFM	Sauk City
WMMM	105.5	2 kw @ 573		Progressive AOR	\$<20.00	Mc-Guild	Woodward	Verona
WOLX	94.9	37 kw @ 1299		Oldies	\$ 50.00	Mc-Guild	Woodward	Baraboo
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	Waunakee
WZEE	104.1	12 kw @ 1004		CHR	\$53.00	Katz	AMFM	

Notes: * WTDY revenue level includes revenue of WTDA

MANCHESTER

Arbitron Rank: 185 Pop (12+): 175,600
MSA Rank: 138 (w/Nashua)
MSA Pop: 282,000
DMA: Boston (#6)
Average Persons Rating: 16.2
Market TSL in Hours: 21.25

Stations: 34 / 10
Diaries: 810 / 217:1 / 50.8%
Sample Target: 860
% Below Line: 47.2
% Not Listed: 6.3
Pop per Station: 17,560

Last Year's Revenue: \$11,600,000
Household Income: \$54,052
Total Retail Sales: \$2.5 Bil.
#1 Biller: WZID-F \$5,400,000
#1 Billing Portfolio: AMFM \$6,200,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WZID-F	61 / 21.5	18.0	22.3	17.9	21.8	19.9	562 / 32.0	28.9	34.4	98 / 1119	G	WZID-F
2	WGIR-F	30 / 10.6	8.2	9.6	9.2	9.8	9.4	427 / 24.3	19.6	22.8	70 / 934	F	WGIR-F
3	WOKQ-F	20 / 7.0	5.6	6.4	7.2	5.1	6.6	264 / 15.0	13.1	15.6	58 / 794		WOKQ-F
4	WFEA	12 / 4.2	3.7	5.0	5.0	5.8	4.5	123 / 7.0	7.0	8.9	22 / 254	A	WFEA
5	WAAF-F	11 / 3.9	3.4	3.9	5.3	4.0	4.1	182 / 10.4	10.4	10.7	27 / 447		WAAF-F
6	WJMN-F	10 / 3.5	6.0	3.9	3.4	4.0	4.2	233 / 13.3	14.4	12.4	23 / 476		WJMN-F
6	WGIR	10 / 3.5	5.6	3.9	4.6	3.3	4.4	199 / 11.3	13.4	13.4	13 / 323	C	WGIR
8	WQLL-F	9 / 3.2	3.7	3.5	3.4	2.2	3.4	156 / 8.9	11.2	8.7	17 / 293	B	WQLL-F
9	WXR-V-F	8 / 2.8	1.9	2.5	3.1	2.2	2.6	131 / 7.5	5.8	5.8	16 / 287		WXR-V-F
9	WKLB-F	8 / 2.8	3.0	1.4	2.3	1.1	2.4	135 / 7.7	5.4	5.3	28 / 400		WKLB-F
11	WXLO-F	7 / 2.5	1.9	2.5	1.5	1.5	2.1	172 / 9.8	9.2	7.7	12 / 346		WXLO-F
11	WBZ	7 / 2.5	3.0	2.5	2.7	1.5	2.7	146 / 8.3	5.4	5.3	16 / 403		WBZ

12+ FM Share (Metro): 86.47% (230 of 266) (Spring 98: 83.02%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
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 WJYY-FF	2 WGIR-F >>	2 WGIR-F >	2 WGIR-F >>	2 WGIR-F >>>	2 WOKQ-F >	2 WGIR-F	2 WGIR-F >>	2 WGIR-F >	2 WGIR-F	2 WOKQ-F
2 WZID-F >>	3 WAAF-F >	3 WAAF-F	3 WOKQ-F	3 WOKQ-F	3 WGR	3 WOKQ-F	3 WOKQ-F	3 WOKQ-F	3 WJMN-F	3 WGIR-F >
	4 WJMN-F	4 WOKQ-F	4 WXR-V-F	4 WQLL-F	3 WGR-F	4 WGR >	4 WFEA	4 WAAF-F	4 WAAF-F	4 WKLB-F
	5 WBCN-F	5 WXR-V-F	4 WXLO-F	5 WXR-V-F	3 WFEA	5 WFEA	5 WGIR	5 WFEA <	5 WOKQ-F	4 WJMN-F
			4 WAAF-F	5 WXLO-F	6 WQLL-F	6 WBCN-F	5 WAAF-F	6 WJMN-F <	6 WXXS-F >	6 WFEA
				5 WAAF-F	6 WKLB-F	7 WBZ	7 WQLL-F <	7 WQLL-F <		7 WAAF-F
						7 WQLL-F				7 WQLL-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	12+ Ovrnite
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 WGIR-F >	1 WGIR-F	1 WZID-F >>>
2 WGIR-F >>	2 WGIR-F >>>	2 WGIR-F >>	2 WGIR-F >>	2 WGIR-F	2 WAAF-F >	2 WAAF-F	2 WAAF-F	2 WZID-F >	2 WZID-F >>	2 WGIR-F
		3 WXLO-F	3 WOKQ-F	2 WOKQ-F >	3 WZID-F >>	3 WZID-F >	3 WZID-F >	3 WAAF-F >	3 WAAF-F	3 WOKQ-F >
		3 WOKQ-F >>		4 WKLB-F	4 WBCN-F	4 WBCN-F	4 WXR-V-F	4 WXR-V-F	4 WQLL-F	4 WXR-V-F
					4 WJMN-F >	4 WQSX-F >>	5 WOKQ-F	5 WOKQ-F	4 WQLL-F	5 WOKQ-F
							5 WBCN-F	5 WBCN-F	4 WOKQ-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WJYY-FF CHR 105.5 Concord	1.8	7.8	24 420
WNNH-F O 99.1 Henniker	0.7	3.1	15 211
WRCH-FF CLAOR 107.7 Hillsborough	0.7	3.0	8 235

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBCN-F AOR 104.1 Boston	2.1	8.9	25 476
WBMX-F AC 98.5 Boston	1.8	7.1	16 330
WBOS-F AOR-P 92.9 Brookline, MA	0.7	3.3	5 172
WCRB-F CL 102.5 Waltham, MA	1.4	4.9	14 285
WEEI SPRTS 850 Boston	1.1	4.2	10 190
WFNX-F AOR-NR 101.7 Lynn, MA	0.4	1.3	3 64
WHEB-F AOR 100.3 Portsmouth	1.1	4.7	5 163
WHOB-F CHR 106.3 Nashua	1.1	5.8	11 279
WHOM-F SAC 94.9 Mt. Washington	1.1	3.0	16 278
WMJX-F AC 106.7 Boston	1.1	2.9	8 167
WODS-F O 103.3 Boston	1.8	6.8	13 341
WQSX-F AC/CHR 93.7 Lawrence, MA	1.8	7.0	11 269
WRKO T 680 Boston	1.4	5.4	19 277
WROR-F AC 105.7 Framingham, MA	0.4	1.9	5 110
WSJZ-F J 96.9 Boston	1.4	2.9	6 106
WXXS-F CHR 107.9 Medford, MA	2.1	9.2	15 452
WZLX-F CLAOR 100.7 Boston	1.8	4.4	13 260

MANCHESTER

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Radioworks	2.8 %	2.3 %	%	AC	0 (0)	82 (6)	82 (6)	30.8 %	28.7 %
WJYY-FM, WNHI-FM, WNHQ-FM, WRCI-FM				AOR/Classic/NR	0 (0)	68 (10)	68 (10)	25.6 %	23.4 %
Saga	28.9 %	30.4 %	49.1 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WFEA-AM, WQLL-FM, WZID-FM				CHR	0 (0)	25 (5)	25 (5)	9.4 %	10.2 %
	31.7 %	32.7 %	49.1 %	Classical	0 (0)	4 (1)	4 (1)	1.5 %	1.9 %
				Country	0 (0)	28 (2)	28 (2)	10.5 %	8.3 %
				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)	1.5 %	0.8 %
				News/Talk	21 (3)	0 (0)	21 (3)	7.9 %	10.2 %
				Oldies	0 (0)	16 (3)	16 (3)	6.0 %	9.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
				Soft AC	0 (0)	3 (1)	3 (1)	1.1 %	0.8 %
				Sports	3 (1)	0 (0)	3 (1)	1.1 %	1.1 %
				Standards/EZ	12 (1)	0 (0)	12 (1)	4.5 %	5.3 %
				Totals	36 (5)	230 (29)	266 (34)		

AM Stations

WFEA	1370	5 kw (DA-2)	Standards	ABC, Talknt, WW1	\$<20.00	Mc-Guild	Saga
WGIR	610	5 kw/1 kw (DA-2)	News/Talk	Westwd	\$28.00	Sentry	AMFM

FM Stations

WGIR	101.1	11.5 kw @ 1027	AOR		\$80.00	Sentry	AMFM
WJYY	105.5	1.55 kw @ 456	CHR		\$ NA	--	Radioworks
WNHI	93.3	0.302 kw @ 1020	Simul. WRCI-F				Concord
WNHQ	92.1	0.18 kw @ 1332	Simul. WJYY-F				Belmont
WQLL	96.5	0.68 kw @ 971	Oldies		\$ NA	Mc-Guild	Saga
WRCI	107.7	0.58 @ 738	Classic AOR		\$ NA	--	Radioworks
WZID	95.7	14.5 kw @ 925	AC/Soft AC		\$94.00	Mc-Guild	Saga
							Peterborough
							Bedford
							Hillsborough

Notes: Notes: Other ranked stations – See Boston, Portsmouth-Dover-Rochester or Worcester . . . 8/99 WNNH-F (99.1; Henniker) sold to Tele-Media (price NA) . . . 8/99 WNHQ-F sold by Radioworks to WFNX-F (Boston) for \$1,600,000

McALLEN-BROWNSVILLE

Arbitron Rank: 62 Pop (12+): 662,800	Stations: 27 / 20	Last Year's Revenue: \$19,100,000
MSA Rank: 98-McAllen; 150-Bmsv.	Diaries: 1,608 / 412:1 / 42.0%	Household Income: \$23,518
MSA Pop: 875,000	Sample Target: 1,640	Total Retail Sales: \$5.7 Bil.
DMA: 102	% Below Line: 5.8	#1 Biller: KBFM-F \$2,700,000
Average Persons Rating: 14.9	% Not Listed: 12.7	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 33,140	Sunburst \$4,775,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1	KBFM-F	154 / 15.6	15.9	14.1	15.0	13.0	2333 / 35.2	35.4	35.8	164 / 2496	D
2	KGBT-F	94 / 9.5	10.1	5.5	7.8	7.6	1201 / 18.1	18.6	15.0	103 / 1301	B
3	KVLY-F	84 / 8.5	7.3	8.5	8.9	8.5	1408 / 21.2	19.8	21.4	89 / 1472	C
4	KKPS-F	83 / 8.4	7.9	11.9	9.5	7.7	1579 / 23.8	23.4	29.3	92 / 1759	C
5	KFRQ-F	76 / 7.7	8.3	7.6	4.7	5.6	1111 / 16.8	17.6	18.0	79 / 1176	C
6	KGBT	59 / 6.0	5.3	6.3	5.1	6.8	609 / 9.2	9.0	10.9	60 / 624	C
7	KTEX-F	56 / 5.7	7.9	6.7	8.1	6.3	989 / 14.9	17.1	16.4	62 / 1060	C
8	KIWW-F	48 / 4.9	5.5	8.5	7.6	9.1	1035 / 15.6	19.7	24.2	62 / 1280	D
9	KURV	33 / 3.3	2.3	3.1	2.2	2.6	452 / 6.8	19.7	24.2	35 / 480	
10	KTJN-F	29 / 2.9	3.2	3.6	4.3	5.4	548 / 8.2	7.7	7.3	31 / 602	C
11	KRGE	21 / 2.1	0.9	0.6	1.2	1.8	157 / 2.4	2.2	1.9	21 / 157	
12	KIRT	17 / 1.7	1.0	1.2	2.1	1.7	223 / 3.4	2.3	3.7	17 / 235	
13	KILM-F	15 / 1.5	1.7	1.9	1.9	2.3	260 / 3.9	6.0	7.6	15 / 267	
13	XAAA-F	15 / 1.5	2.8	2.3	2.7	3.2	448 / 6.8	7.7	7.3	18 / 541	
15	XVTH-F	13 / 1.3	1.5	1.3	1.0	1.6	274 / 4.1	5.0	4.0	13 / 274	
16	XMLS-F	10 / 1.0	0.6	0.7	0.6	0.8	155 / 2.3	3.2	2.9	10 / 155	

12+ FM Share (Metro): 82.04% (708 of 863) (Spring 98: 85.28%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBFM-F >>>	1 KBFM-F	1 KBFM-F	1 KVLY-F	1 KGBT-F <	1 KGBT-F	1 KBFM-F	1 KBFM-F <	1 KBFM-F	1 KBFM-F >>>	1 KBFM-F >
2 KKPS-F >	2 KFRQ-F >	2 KFRQ-F <	2 KGBT-F <	2 KVLY-F	2 KVLY-F <	2 KGBT-F <	2 KVLY-F <	2 KGBT-F	2 KFRQ-F	2 KGBT-F <
3 KFRQ-F >	3 KKPS-F	3 KVLY-F	3 KKPS-F <	3 KKPS-F	3 KGBT	3 KVLY-F	3 KGBT-F	3 KVLY-F <	3 KKPS-F <	3 KKPS-F
	4 KGBT-F	4 KGBT-F <	4 KFRQ-F <	4 KFRQ-F <	4 KKPS-F	4 KFRQ-F <	4 KKPS-F	4 KKPS-F <	4 KGBT-F	4 KFRQ-F
	4 KVLY-F >	5 KKPS-F >	5 KBFM-F >	5 KBFM-F >	5 KTEX-F	5 KGBT	5 KFRQ-F	5 KFRQ-F >	5 KGBT <	5 KVLY-F <
	6 KTEX-F	6 KTEX-F	6 KTEX-F <	6 KIWW-F <	6 KURV <	6 KKPS-F	6 KTEX-F	6 KTEX-F <	6 KVLY-F <	6 KIWW-F <
	7 KIWW-F >	7 KIWW-F	7 KIWW-F	7 KTEX-F	7 KIWW-F	7 KURV	7 KURV	7 KURV	7 KIWW-F >	7 KTEX-F <
			8 KGBT >	7 KGBT >	8 KBFM-F	8 KIWW-F <	8 KGBT <	8 KIWW-F		8 KGBT >
					9 KFRQ-F >		9 KIWW-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	12+ Ovrnite
1 KBFM-F >>>	1 KBFM-F >	1 KGBT-F	1 KVLY-F	1 KVLY-F <	1 KFRQ-F	1 KFRQ-F	1 KFRQ-F >	1 KFRQ-F >	1 KFRQ-F >	1 KBFM-F >>>
2 KFRQ-F	2 KVLY-F <	1 KKPS-F	2 KBFM-F	2 KGBT-F >	1 KBFM-F >>>	2 KBFM-F >>	2 KBFM-F	2 KBFM-F	2 KKPS-F <	2 KGBT-F
2 KGBT-F	3 KGBT-F	1 KVLY-F <	3 KGBT-F	3 KKPS-F	3 KTEX-F	3 KKPS-F	3 KGBT-F	3 KKPS-F	3 KGBT-F	3 KFRQ-F >
2 KKPS-F	3 KKPS-F >	4 KBFM-F >>	4 KKPS-F >	4 KBFM-F	4 KKPS-F	4 KTEX-F	3 KKPS-F >	4 KGBT-F <	4 KVLY-F <	4 KKPS-F <
2 KVLY-F >	5 KFRQ-F	5 KIWW-F	5 KTEX-F	5 KGBT	4 KGBT-F	4 KGBT-F	5 KVLY-F	5 KVLY-F <	5 KBFM-F <	
	6 KTEX-F	6 KTEX-F	5 KGBT <	6 KIWW-F <	6 KVLY-F			6 KTEX-F	6 KIWW-F <	
	6 KIWW-F	6 KFRQ-F	7 KFRQ-F <	7 KTEX-F >>					7 KTEX-F	
			8 KIWW-F							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBOR	SP-R	1600	Brownsville	0.6	1.9	6 125	XAVO-F	SP-VA	101.5	Rio Bravo, MX	0.7	2.5	7 167
KESO-F	AOR-NR	92.7	S. Padre Island	0.5	1.9	5 125	XEEW-F	SP	97.7	Matamoros, MX	0.4	1.7	4 114
KSOX	O	1240	Raymondville	0.6	2.3	6 177	XHRR-F	SP-C	102.5	Reynosa, MX	0.5	2.4	7 189
KUBR	SP-C	1210	San Jacinto	0.4	0.8	5 58	XRYS-F	SP-C	90.1	Reynosa, MX	0.4	2.2	4 149
KVJY	SP-NT	840	Pharr	0.9	1.7	10 127							
KZSP-F	J	95.3	S. Padre Island	0.6	2.1	6 142							

McALLEN-BROWNSVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Cumulus, pend. KBFM-FM, KTEX-FM	21.3 %	13.6 %	23.6 %	AC	0 (0)	84 (1)	84 (1)	9.7 %	9.4 %
Hispanic KGBT-AM, KGBT-FM, KIWW-FM	20.4 %	23.4 %	22.5 %	AOR/Classic/NR	0 (0)	81 (2)	81 (2)	9.4 %	9.5 %
Local KBOR-AM, KTJN-FM, KTJX-FM	3.5 %	3.5 %	7.3 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sunburst KFRQ-FM, KKPS-FM, KVLV-FM, KVPA-FM	24.6 %	29.9 %	25.0 %	CHR	0 (0)	154 (1)	154 (1)	17.8 %	15.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	56 (1)	56 (1)	6.5 %	7.5 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	69.8 %	70.4 %	78.4 %	Hispanic	95 (5)	327 (13)	422 (18)	48.9 %	51.2 %
				Jazz	0 (0)	6 (1)	6 (1)	0.7 %	0.0 %
				News/Talk	33 (1)	0 (0)	33 (1)	3.8 %	3.5 %
				Oldies	6 (1)	0 (0)	6 (1)	0.7 %	2.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	21 (1)	0 (0)	21 (1)	2.4 %	0.6 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Totals	155 (8)	708 (19)	863 (27)		

AM Stations

Station	Freq	Power	Format	Revenue	Advertiser	Agency	City
KGBT	1530	50 kw/10 kw (DA-N)	Hispanic Regional	\$38.00	Katz	Hispanic	Harlingen
KIRT	1580	1 kw/0.3 kw	Hispanic Regional	\$ NA	Lotus	Gomez	Mission
KRGE	1290	5 kw (DA-N)	Religion	\$<20.00	---	---	Weslaco
KURV	710	1 kw/0.9 kw (DA-2)	Talk	CBS, SBUSA, Westwd	\$<20.00	---	Edinburg

FM Stations

Station	Freq	Power	Format	Revenue	Advertiser	Agency	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	Harlingen
KGBT	98.5	100 kw @ 997	Hispanic-Regional	\$ NA	Katz	Hispanic	
KILM	102.1	17.9 kw @ 758	Hispanic-Regional	\$ NA	---	KSOX	Raymondville
KIWW	96.1	100 kw @ 987	Hispanic-Tejano	\$50.00	Katz	Hispanic	
KKPS	99.5	100 kw @ 1037	Hispanic-Tejano	\$31.00	---	Sunburst	
KTEX	100.3	100 kw @ 1125	Country	ABC \$42.00	Christal	Calendar	
KTJN	106.3	500 w @ 633	Hispanic Regional	\$33.00	Caballero	KBOR/KTJX-F	Mercedes
KTJX	105.5	3 kw @ 285	See KTJN-F			KBOR/KTJN-F	Mission
KVLV	107.9	100 kw @ 719	AC	\$35.00	Allied	Sunburst	Edinburg

Notes: 4/99 KSOX-F changed from Oldies to Hispanic Regional as KILM-F; the Oldies format displaced All-Sports on co-owned KSOX (AM) . . . 8/99 KSOX changed from Oldies back to Sports . . . 9/99 Calendar sold KBFM-F and KTEX-F (plus three stations in Mobile) to Cumulus for \$36,000,000 (Bergner)

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank: 95 Pop (12+): 397,400	Stations: 30 / 8	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 1,159 / 343:1 / 54.3%	Household Income: \$37,849
MSA Pop: NA	Sample Target: 1,140	Total Retail Sales: \$5.4 Bil.
DMA: Orlando (#22)	% Below Line: 56.1	#1 Biller: NA
Average Persons Rating: 15.9	% Not Listed: 14.3	#1 Billing Portfolio: NA
Market TSL in Hours: 21.25	Pop per Station: 49,675	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	WJRR-F	AOR-NR	56 / 8.9	6.2	5.0	4.1	5.2	744 / 18.7	14.8	13.1	103 / 1354	WJRR-F
2	WAOA-F	CHR	53 / 8.4	9.4	8.5	7.5	6.0	850 / 21.4	22.4	16.7	53 / 858	WAOA-F
3	WTKS-F	T	51 / 8.1	8.4	8.0	6.8	6.0	635 / 16.0	17.1	14.6	98 / 1123	WTKS-F
4	WMMB-AA	ST/F5	49 / 7.8	7.2	6.5	9.1	6.3	435 / 10.9	10.2	10.9	49 / 438	WMMB-AA
5	WLRQ-F	AC	38 / 6.0	4.9	4.8	6.2	4.2	471 / 11.8	12.2	12.4	39 / 494	WLRQ-F
6	WOSN-F	ST	34 / 5.4	3.0	3.8	4.1	2.8	332 / 8.4	5.0	5.8	34 / 332	WOSN-F
7	WHTQ-F	AOR	33 / 5.2	3.7	4.8	5.7	5.0	542 / 13.6	11.7	12.9	84 / 1232	WHTQ-F
8	WWKA-F	C	32 / 5.1	6.1	7.7	7.7	6.3	583 / 14.2	13.7	15.6	89 / 1387	WWKA-F
9	WOMX-F	AC/CHR	27 / 4.3	5.6	4.2	4.1	4.5	614 / 15.5	16.5	14.7	60 / 1209	WOMX-F
10	WHKR-F	C	19 / 3.0	3.2	4.5	3.2	5.0	365 / 9.2	9.5	12.4	21 / 437	WHKR-F
11	WSHE-F	O	17 / 2.7	2.5	3.7	3.4	2.9	363 / 9.1	10.7	11.5	47 / 853	WSHE-F
11	WJHM-F	B	17 / 2.7	2.2	2.5	3.0	4.2	284 / 7.4	7.1	8.4	44 / 790	WJHM-F
13	WMGF-F	SAC	15 / 2.4	4.0	2.7	2.3	2.6	306 / 7.7	6.7	7.6	94 / 1246	WMGF-F
14	WBVD-F	CL AOR	14 / 2.2	2.5	3.7	5.2	3.1	320 / 8.0	8.5	7.9	14 / 320	WBVD-F
15	WMEL	T	12 / 1.9	1.9	2.7	2.3	1.0	204 / 5.1	5.3	6.0	12 / 217	WMEL
16	WOCL-F	B/O	10 / 1.6	2.5	2.3	2.1	2.3	221 / 5.6	10.0	8.6	38 / 924	WOCL-F

12+ FM Share (Metro): 86.48% (467 of 540) (Spring 98: 85.99%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAOA-F	1 WJRR-F >	1 WJRR-F <	1 WTKS-F	1 WTKS-F	1 WMMB-AA >	1 WTKS-F <	1 WJRR-F <	1 WJRR-F	1 WAOA-F <	1 WJRR-F
2 WJRR-F	2 WTKS-F	2 WTKS-F	2 WJRR-F	2 WJRR-F <	2 WOSN-F	2 WMMB-AA	2 WTKS-F <	2 WAOA-F <	2 WJRR-F <	2 WMMB-AA
3 WJHM-F >>	3 WAOA-F >	3 WAOA-F	3 WAOA-F <	3 WAOA-F <	3 WLRQ-F <	3 WAOA-F	3 WLRQ-F <	3 WLRQ-F <	3 WTKS-F >	2 WAOA-F
4 WOMX-F	4 WHTQ-F	4 WHTQ-F	4 WHTQ-F	4 WHTQ-F	4 WTKS-F	4 WJRR-F	4 WAOA-F <	4 WTKS-F	4 WMMB-AA <	4 WOSN-F
4 WHTQ-F <	5 WLRQ-F <	5 WLRQ-F <	5 WOMX-F <	5 WLRQ-F	5 WWKA-F	5 WLRQ-F <	5 WMMB-AA	5 WMMB-AA	5 WOMX-F	5 WTKS-F
6 WLRQ-F	6 WOMX-F >	6 WLRQ-F >	6 WOMX-F >	6 WOMX-F >	5 WHTQ-F <	6 WHTQ-F <	6 WOSN-F	6 WOSN-F <	5 WJHM-F	6 WHTQ-F
7 WWKA-F >	7 WWKA-F	7 WWKA-F	7 WWKA-F	7 WWKA-F	7 WAOA-F	7 WWKA-F <	7 WHTQ-F <	7 WHTQ-F <	7 WWKA-F <	6 WWKA-F
8 WBVD-F <	8 WBVD-F	8 WBVD-F	8 WBVD-F	8 WBVD-F	8 WOMX-F	8 WOMX-F <	8 WWKA-F	8 WWKA-F	8 WMGF-F	8 WOMX-F
				9 WSHE-F <		9 WOSN-F >		9 WOMX-F		8 WHKR-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	12+ Ovrnite
1 WAOA-F >>	1 WAOA-F	1 WTKS-F	1 WAOA-F	1 WLRQ-F	1 WJRR-F >>	1 WJRR-F >>	1 WJRR-F >>	1 WJRR-F	1 WTKS-F <	1 WAOA-F >
2 WLRQ-F >	2 WTKS-F	2 WAOA-F	2 WLRQ-F	2 WAOA-F	2 WTKS-F	2 WTKS-F >	2 WTKS-F >	2 WTKS-F	2 WJRR-F	2 WJRR-F >
3 WWKA-F	3 WLRQ-F	3 WOMX-F	3 WOMX-F	3 WOMX-F	3 WJHM-F >	3 WAOA-F	3 WHTQ-F	3 WHTQ-F >	3 WHTQ-F >	3 WWKA-F
3 WJRR-F >>	4 WJRR-F	3 WLRQ-F	4 WTKS-F	4 WTKS-F	4 WLRQ-F	4 WHTQ-F	3 WAOA-F	4 WAOA-F >	4 WAOA-F	3 WTKS-F >
	5 WWKA-F	3 WJRR-F	5 WWKA-F	5 WWKA-F	4 WAOA-F >>	5 WOMX-F	3 WOMX-F	5 WBVD-F	5 WOMX-F	
	5 WOMX-F >	6 WHTQ-F	6 WJRR-F	6 WJRR-F				5 WOMX-F	5 WBVD-F >	
	7 WHTQ-F	6 WWKA-F >>	7 WHTQ-F	7 WHTQ-F				7 WLRQ-F	7 WLRQ-F	
			8 WHKR-F	7 WSHE-F						
			8 WSHE-F >							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WTMS ST 1560 Melbourne	0.3	0.8	2	34

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WCFB-F B/A/C 94.5 Daytona Beach	1.0	2.1	32	478
WDBO FS/T 580 Orlando	1.1	3.4	34	613
WGNE-F C 98.1 Titusville	0.8	4.3	38	774
WGYL-F EZ 93.7 Vero Beach	0.5	2.2	3	89
WKRO-F AOR-NR 93.1 Edgewater	0.6	3.4	15	404
WLDI-F CHR 98.7 Fort Pierce	0.6	2.3	4	91
WLOQ-F J 103.1 Winter Park	0.5	2.4	12	320
WMMO-F AC-AOR 98.9 Orlando	1.0	3.1	18	360
WPCV-F C 97.5 Winter Haven	0.8	1.4	13	225
WQOL-F O 103.7 Vero Beach	1.3	5.1	8	208
WQTM SPRTS 540 Pine Hills	0.5	2.2	7	169
WXXL-F CHR 106.7 Tavares	1.1	5.1	35	707

MELBOURNE-TITUSVILLE-COCOA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	19.0 %	14.7 %	%	AC	0 (0)	65 (2)	65 (2)	12.0 %	10.4 %
WBVD-FM, WHKR-FM, WLRQ-FM, WMMB-AM, WMMV-AM				AOR/Classic/NR	0 (0)	113 (5)	113 (5)	20.9 %	16.3 %
	19.0 %	14.7 %	%	Black/Urban	0 (0)	33 (3)	33 (3)	6.1 %	3.8 %
				CHR	0 (0)	64 (3)	64 (3)	11.9 %	15.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	61 (4)	61 (4)	11.3 %	17.7 %
				Full Service	56 (3)	0 (0)	56 (3)	10.4 %	9.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	3 (1)	3 (1)	0.6 %	0.4 %
				News/Talk	12 (1)	51 (1)	63 (2)	11.7 %	12.3 %
				Oldies	0 (0)	25 (2)	25 (2)	4.6 %	3.8 %
				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	0 (0)	15 (1)	15 (1)	2.8 %	3.1 %
				Sports	3 (1)	0 (0)	3 (1)	0.6 %	0.4 %
				Standards/EZ	2 (1)	37 (2)	39 (3)	7.2 %	7.3 %
				Totals	73 (6)	467 (24)	540 (30)		

AM Stations

WMEL	920	1 kw (DA-2)	Talk	CBS, BNN, TARN	Savalli		
WMMB	1240	1 kw	Standards/Full Svc.	Westwd, ABC, Tiknt	Allied	AMFM	
WMMV	1350	1 kw (DA-N)	See WMMB				Cocoa

FM Stations

WAOA	107.1	100 kw @ 600	CHR		Christal	WTMS	
WBVD	95.1	6 kw @ 210	Classic AOR		Allied	AMFM	
WHKR	102.7	50 kw @ 492	Country		Eastman	AMFM	Rockledge
WLRQ	99.3	50 kw @ 492	AC		Eastman	AMFM	

Notes: Other ranked stations -- See Orlando or Fort Pierce

MEMPHIS

Arbitron Rank: 46 Pop (12+): 950,900
MSA Rank: 53
MSA Pop: 1,100,000
DMA: 43
Average Persons Rating: 15.7
Market TSL In Hours: 21.00

Stations: 25 / 24
Diaries: 1,531 / 621:1 / 44.4%
Sample Target: 1,490
% Below Line: 0.6
% Not Listed: 9.6
Pop per Station: 39,621

Last Year's Revenue: \$50,400,000
Household Income: \$39,609
Total Retail Sales: \$11.3 Bil.
#1 Biller: WMC-F \$7,500,000
#1 Billing Portfolio:
 Clear Channel \$19,710,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WHRK-F	B	131 / 8.8	7.9	9.3	6.6	9.1	8.1	2041 / 21.6	22.2	20.4	161 / 2588	G	WHRK-F
2	WDIA	B	107 / 7.2	6.2	8.5	6.6	8.2	7.1	1375 / 14.5	14.4	14.6	115 / 1524	E	WDIA
3	WRVR-F	AC	99 / 6.8	5.4	5.8	6.6	5.7	6.1	1375 / 14.5	15.4	16.8	110 / 1646	H	WRVR-F
4	WEGR-F	AOR	97 / 6.5	4.8	5.5	5.8	4.7	5.6	1307 / 13.7	14.4	11.7	130 / 1823	F	WEGR-F
5	KXHT-F	B	91 / 6.1	5.9	6.0	4.4	5.2	5.6	1357 / 14.3	13.6	14.3	92 / 1399	F	KXHT-F
6	WGKX-F	C	88 / 5.9	4.6	6.6	6.0	5.7	5.8	1319 / 13.9	17.0	14.9	110 / 1733	F	WGKX-F
7	KJMS-F	B/AC	84 / 5.6	6.6	4.5	3.7	6.6	5.1	1401 / 14.7	14.2	16.5	88 / 1551	F	KJMS-F
8	WRBO-F	B/O	79 / 5.3	6.1	6.2	7.6	0.3	6.3	1387 / 14.6	15.4	1.2	102 / 1715	B	WRBO-F
9	WLOK	B/G	76 / 5.1	5.6	5.4	6.3	5.8	5.6	880 / 9.3	11.3	10.5	76 / 889	C	WLOK
10	WMC-F	CHR/AC	75 / 5.0	5.5	5.9	5.0	6.7	5.4	1337 / 14.1	16.4	15.2	84 / 1600	H	WMC-F
11	WKSL-F	CHR	52 / 3.5	2.9	2.8	2.7	2.3	3.0	1049 / 11.0	10.0	8.3	58 / 1121	D	WKSL-F
11	WOGY-F	C	52 / 3.5	4.0	3.1	4.4	4.2	3.7	984 / 10.3	12.4	10.1	53 / 1031	D	WOGY-F
13	WREC	T	50 / 3.3	3.0	3.0	2.8	2.6	3.0	765 / 8.0	8.2	8.4	61 / 936	C	WREC
14	WOTO-F	O	46 / 3.1	2.3	1.2	1.2	2.1	1.9	822 / 8.6	5.5	8.5	46 / 822	B	WOTO-F
15	WSRR-F	CL HITS	45 / 3.0	4.3	3.9	4.4	3.4	3.9	929 / 9.8	12.9	12.3	59 / 1274	E	WSRR-F
16	WMFS-F	AOR	34 / 2.3	2.0	2.1	2.2	1.9	2.1	528 / 5.6	6.1	5.5	34 / 530	A	WMFS-F
17	KWAM	B/G	32 / 2.1	1.9	1.4	2.9	1.7	2.1	467 / 4.9	4.2	4.3	34 / 522	A	KWAM
18	WCRV	REL	20 / 1.3	2.4	1.3	1.3	1.7	1.6	500 / 5.3	5.1	6.2	29 / 652		WCRV
18	WMC	N/T	20 / 1.3	1.3	1.7	1.9	2.8	1.6	524 / 5.5	6.2	8.5	21 / 561	C	WMC
20	WPLX	ST	19 / 1.3	1.1	1.1	1.9	1.2	1.3	212 / 2.2	1.7	2.6	20 / 235		WPLX

12+ FM Share (Metro): 73.21% (989 of 1351) (Spring 98: 67.37%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHRK-F	1 WHRK-F	1 WEGR-F	1 WEGR-F	1 WEGR-F	1 WDIA	1 WDIA <	1 WRVR-F	1 WHRK-F >	1 WHRK-F	1 WDIA >
2 KXHT-F >>	2 KXHT-F	1 WHRK-F	2 WMC-F <	2 WMC-F	2 WRVR-F	2 WEGR-F <	2 WEGR-F <	2 WEGR-F <	2 KXHT-F >	2 WHRK-F <
3 WKSL-F >>>	3 KJMS-F	3 KJMS-F <	3 KJMS-F <	2 WDIA <	3 WLOK	3 WHRK-F	3 WGKX-F <	3 KXHT-F <	3 WRBO-F	3 KXHT-F
	4 WEGR-F <	4 WMC-F <	4 WRBO-F <	4 KJMS-F <	4 WEGR-F <	4 WRVR-F <	4 WMC-F	4 WRVR-F <	4 KJMS-F	4 WRVR-F
	5 WMC-F	5 WRBO-F <	5 WHRK-F <	5 WRVR-F	5 WGKX-F	5 WMC-F <	4 WHRK-F	5 WGKX-F	5 WLOK <	4 WRBO-F <
	6 WKSL-F	6 WDIA <	6 WDIA <	5 WRBO-F <	6 WRBO-F <	6 WGKX-F <	6 WREC	6 WDIA <	6 WKSL-F	6 WLOK <
	6 WRVR-F	7 WRVR-F <	7 WRVR-F	7 WHRK-F	7 WREC	7 WLOK	6 KJMS-F <	7 WRBO-F	7 WDIA >	7 WGKX-F <
	6 WGKX-F <	8 KXHT-F <	8 WGKX-F	8 WGKX-F >	8 WMC-F <	8 KJMS-F >	8 WRBO-F	8 WRVR-F <	8 WRVR-F <	8 KJMS-F
		9 WSRR-F	9 WSRR-F	9 WSRR-F	9 KJMS-F <	9 WOGY-F <	9 WLOK <	9 WMC-F	9 WEGR-F <	9 WEGR-F
		9 WGKX-F	9 KXHT-F <	9 WOGY-F	10 WOTO-F	10 KXHT-F	10 WDIA <	10 WLOK	10 WGKX-F <	10 WKSL-F
				9 KXHT-F					10 WOGY-F	10 WOGY-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	12+ Ovrnite
1 WHRK-F >	1 WHRK-F >	1 WHRK-F	1 WHRK-F <	1 KJMS-F <	1 KXHT-F	1 KXHT-F	1 KXHT-F	1 WEGR-F >	1 WEGR-F >	1 WHRK-F >
2 KXHT-F >	2 KJMS-F	2 KJMS-F <	2 KJMS-F	2 WDIA <	1 WHRK-F	2 WEGR-F	1 WEGR-F	2 WRBO-F	2 WRBO-F	2 WDIA <
3 KJMS-F	3 WMC-F <	3 WMC-F	3 WMC-F <	3 WHRK-F <	3 WMFS-F	2 WHRK-F	3 WHRK-F	3 WMC-F <	3 WMC-F <	3 KXHT-F
4 WKSL-F	4 KXHT-F	4 WRVR-F	4 WDIA	4 WRVR-F <	4 WEGR-F	4 WMFS-F	4 WHRK-F	4 WHRK-F	4 WGKX-F <	4 KJMS-F
4 WEGR-F	5 WRVR-F	5 KXHT-F <	5 WRVR-F	5 WMC-F	5 WGKX-F	5 WGKX-F	5 WRBO-F	4 KXHT-F <	5 WRVR-F <	4 WRBO-F <
6 WGKX-F	6 WKSL-F	6 KWAM	6 WRBO-F <	6 WRBO-F <	6 KJMS-F	6 WRBO-F <	5 WGKX-F	6 WMFS-F <	6 WDIA	6 WREC
	7 KWAM	7 WKSL-F	7 WOGY-F	7 WGKX-F <	6 WKSL-F >>	7 KJMS-F <	7 WSRR-F	7 WGKX-F	7 WSRR-F <	
	8 WOGY-F	8 WOGY-F	8 WGKX-F <	8 WOGY-F <	8 WSRR-F	8 WSRR-F	7 KJMS-F	8 WDIA	8 KXHT-F <	
	8 WEGR-F <	9 KXHT-F <	9 WLOK <	9 WLOK <	8 WMC-F	7 WMC-F >	8 WRVR-F <	9 WMFS-F <		
	10 WRBO-F									

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KHLS-F	C	96.3	Blytheville, AR 0.5 1.0 8 137
WBBP	B/G	1480	Memphis 1.1 2.9 16 287
WHBQ	SPRTS	560	Memphis 0.8 3.1 14 338
WJCE	B/O	680	Memphis 0.7 3.1 15 357

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KIYS-F	CHR	101.9	Jonesboro, AR 0.6 1.8 54 787

MEMPHIS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Barnstable WGKX-FM, WRBO-FM, WSRR-FM	14.2 %	16.4 %	18.1 %	AC	0 (0)	99 (1)	99 (1)	7.3 %	6.5 %
Clear Channel KJMS-FM, KWAM-AM, WDIA-AM, WEGR-FM, WHRK-FM, WOTO-FM, WREC-AM, WYLT-FM	36.6 %	38.2 %	39.1 %	AOR/Classic/NR	0 (0)	131 (2)	131 (2)	9.7 %	9.9 %
Entercom, pend. WJCE-AM, WOGY-FM, WRVR-FM	10.8 %	11.5 %	20.1 %	Black/Urban	117 (2)	385 (4)	502 (6)	37.2 %	36.4 %
Flinn KXHT-FM, WHBQ-AM, WKSL-FM, WOWW-AM, WSFZ-AM	10.4 %	7.3 %	%	CHR	0 (0)	136 (3)	136 (3)	10.1 %	10.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	147 (3)	147 (3)	10.9 %	11.7 %
				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	70 (2)	0 (0)	70 (2)	5.2 %	6.1 %
				Oldies	0 (0)	91 (2)	91 (2)	6.7 %	3.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	144 (4)	0 (0)	144 (4)	10.7 %	12.5 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	12 (1)	0 (0)	12 (1)	0.9 %	1.0 %
				Standards/EZ	19 (1)	0 (0)	19 (1)	1.4 %	1.3 %
				Totals	362 (10)	989 (15)	1351 (25)		

AM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total	%	Yr. Ago
KWAM	990	10 kw/0.45 kw (DA-2)	Black Gospel	Westwd	\$ NA	Clr Chnl	Clear Channel		
WCRV	640	50 kw/0.48 kw (DA-N)	Religion	USA	\$ < 20.00	---	Bott		Collierville
WDIA	1070	50 kw/5 kw (DA-2)	Black	ABC, CBS	\$ 48.00	Clr Chnl	Clear Channel		
WHBQ	560	5 kw/1 kw (DA-2)	Sports	ABC, CBS, Westwd	\$ NA	---	Flinn		
WLOK	1340	1 kw	Black Gospel		\$ 33.00	Unirep			
WMC	790	5 kw (DA-N)	News/Talk	ABC	\$ 53.00	Mc-Guild	Raycom		
WPLX	1170	1 kw (Days)	Standards	Westwd, CBS	\$ 19.00	---			Germantown
WREC	600	5 kw (DA-2)	Talk	CNN, Westwd	\$ < 20.00	Clr Chnl	Clear Channel		

FM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total	%	Yr. Ago
KJMS	101.1	100 kw @ 450	Black AC	ABC, AURN	\$ 45.00	Clr Chnl	Clear Channel		
KXHT	107.1	12.75 kw @ 479	Black		\$ 17.00	Williams	Flinn		Marion, AR
WEGR	102.7	100 kw @ 900	AOR	Westwd	\$ 98.00	Clr Chnl	Clear Channel		
WGKX	105.9	100 kw @ 984	Country		\$ 115.00	Katz	Barnstable		
WHRK	97.1	100 kw @ 531	Black	CBS, ABC	\$ 105.00	Clr Chnl	Clear Channel		
WKSL	107.5	3 kw @ 328	CHR		\$ NA	---	Flinn		Germantown
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	Entercom, pend.		Germantown
WOTO	95.7	6 kw @ 328	Oldies		\$ 24.00	Clr Chnl	Clear Channel		Olive Branch, MS
WRBO	103.5	100 kw @ 587	Black Oldies		\$ NA	Katz	Barnstable		Como, MS
WRVR	104.5	100 kw @ 750	AC		\$ 125.00	Allied	Entercom, pend.		
WSRR	98.1	100 kw @ 768	Classic Hits		\$ 54.00	Katz	Barnstable		Millington

Notes: 4/99 WRXQ-F changed from New Rock to Oldies as WOTO-F ("Only the Oldies") . . . 5/99 WYLT-F (94.9; Byhalia, MS) sold by the Estate of Albert Crain to Clear Channel for \$1,100,000 . . . 7/99 Sinclair Broadcast Group sold WJCE, WOGY-F and WRVR-F to Entercom as part of an \$821,500,000 group transaction (DB Alex. Brown)

MIAMI-FORT LAUDERDALE

Arbitron Rank: 12 Pop (12+): 3,111,400	Stations: 38 / 34	Last Year's Revenue: \$209,000,000
MSA Rank: 24-Miami; 39-Ft. Laud.	Diaries: 4,744/ 656:1/ 43.4%	Household Income: \$36,812
MSA Pop: 3,680,000	Sample Target: 4,710	Total Retail Sales: \$41.9 Bil.
DMA: 16	% Below Line: 2.7	#1 Biller: WAMR-F \$17,500,000
Average Persons Rating: 17.6	% Not Listed: 9.8	#1 Billing Portfolio:
Market TSL in Hours: 23.25	Pop per Station: 91,512	Clear Channel \$52,450,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WEDR-F	372 / 6.8	6.7	8.0	7.4	6.1	7.2	5206 / 16.7	17.5	15.4	431 / 6107	I	WEDR-F
2	WPOW-F	279 / 5.1	5.0	5.5	5.0	5.0	5.1	5997 / 19.3	18.4	18.5	305 / 6831	I	WPOW-F
2	WLYF-F	279 / 5.1	5.0	4.8	4.0	4.8	4.7	3731 / 12.0	12.0	12.1	288 / 3993	I	WLYF-F
4	WAMR-F	266 / 4.9	4.9	4.6	5.0	4.1	4.8	3201 / 10.3	9.1	9.3	290 / 3495	J	WAMR-F
5	WHQT-F	252 / 4.6	4.2	5.2	4.9	4.7	4.7	3671 / 11.8	12.1	12.4	280 / 4206	H	WHQT-F
6	WHYI-F	249 / 4.6	3.8	3.4	4.2	3.9	4.0	5013 / 16.1	13.7	15.8	264 / 5603	I	WHYI-F
7	WAQI	242 / 4.4	5.3	4.4	4.4	4.0	4.6	1959 / 6.3	6.7	6.7	252 / 2020	G	WAQI
8	WXDJ-F	216 / 3.9	3.4	3.1	2.9	3.3	3.3	3013 / 9.7	9.5	9.8	216 / 3027	H	WXDJ-F
9	WLVE-F	211 / 3.9	3.6	3.7	4.2	3.3	3.8	2979 / 9.6	10.3	9.0	243 / 3463	H	WLVE-F
10	WTMI-F	205 / 3.7	3.4	3.1	2.8	2.7	3.3	2854 / 9.2	8.9	7.4	247 / 3476	G	WTMI-F
11	WKIS-F	186 / 3.4	4.5	3.3	4.2	3.9	3.8	2884 / 9.3	8.6	9.0	213 / 3294	I	WKIS-F
12	WBGJ-F	180 / 3.3	3.1	3.0	3.3	3.3	3.2	3015 / 9.7	9.8	10.5	212 / 3616	H	WBGJ-F
13	WRMA-F	170 / 3.1	2.9	3.3	3.3	2.8	3.2	2333 / 7.5	7.6	8.2	182 / 2585	I	WRMA-F
14	WFLC-F	165 / 3.0	3.3	2.9	3.5	4.2	3.2	3481 / 11.1	11.2	12.2	173 / 3720	I	WFLC-F
15	WZTA-F	161 / 2.9	3.1	3.5	2.7	3.8	3.1	2807 / 9.0	9.5	10.0	178 / 3231	I	WZTA-F
15	WQAM	161 / 2.9	3.1	3.1	2.9	3.1	3.0	2183 / 7.0	8.6	7.6	186 / 2536	I	WQAM
17	WMXJ-F	151 / 2.8	3.1	3.1	3.4	3.1	3.1	3194 / 10.3	10.2	11.3	165 / 3671	H	WMXJ-F
18	WRTO-F	133 / 2.4	2.1	2.3	2.1	2.1	2.2	2314 / 7.4	8.1	7.8	140 / 2507	G	WRTO-F
19	WCMQ-F	129 / 2.4	3.1	2.8	2.7	3.1	2.7	1556 / 5.0	6.6	7.4	129 / 1574	F	WCMQ-F
20	WINZ	117 / 2.1	1.9	1.8	1.7	1.9	1.9	1848 / 5.9	6.3	5.5	124 / 2008	D	WINZ
21	WIOD	99 / 1.8	2.0	1.6	2.0	1.4	1.9	2483 / 8.0	7.4	6.6	111 / 2794	F	WIOD
22	WPLL-F	85 / 1.6	1.7	1.5	1.8	2.2	1.6	2299 / 7.4	8.0	10.0	97 / 2595	G	WPLL-F
23	WQBA	76 / 1.4	1.7	1.4	1.9	2.4	1.6	986 / 3.2	3.3	4.5	76 / 994	E	WQBA
24	WJNA	65 / 1.2	2.0	1.5	1.6	0.9	1.6	829 / 2.7	3.0	2.3	87 / 1168		WJNA
24	WSUA	65 / 1.2	0.9	1.4	0.9	1.0	1.1	671 / 2.2	2.6	2.3	66 / 680	C	WSUA
24	WFBA	65 / 1.2	1.1	1.2	0.9	1.1	1.1	727 / 2.3	2.6	2.3	65 / 727		WFBA
27	WACC	55 / 1.0	0.6	0.9	0.7	0.8	0.8	657 / 2.1	1.6	1.7	55 / 661		WACC

12+ FM Share (Metro): 75.85% (3743 of 4935) (Spring 98: 75.12%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEDR-F <	1 WEDR-F	1 WEDR-F	1 WEDR-F <	1 WEDR-F	1 WAQI <	1 WAMR-F	1 WLYF-F	1 WEDR-F <	1 WEDR-F >	1 WEDR-F >
2 WPOW-F >>	2 WPOW-F	2 WPOW-F <	2 WHQT-F	1 WHQT-F	2 WAMR-F	2 WBGJ-F	2 WEDR-F <	2 WPOW-F	2 WAQI <	2 WPOW-F
3 WHYI-F >>	3 WHYI-F	3 WHYI-F	3 WHYI-F <	3 WHYI-F <	2 WLYF-F	3 WAQI <	3 WQAM <	3 WLYF-F	3 WPOW-F	3 WHYI-F <
4 WZTA-F	4 WZTA-F	3 WHQT-F	4 WLYF-F <	4 WLYF-F <	4 WTMI-F <	4 WHQT-F	4 WAMR-F	4 WHYI-F	4 WHQT-F	4 WLVE-F <
	5 WHQT-F <	5 WLYF-F <	5 WBGJ-F	5 WAMR-F	5 WLVE-F	5 WEDR-F	4 WTMI-F <	5 WXDJ-F <	5 WHYI-F	5 WAMR-F <
	6 WBGJ-F <	6 WBGJ-F	6 WAMR-F <	5 WBGJ-F <	6 WHQT-F <	6 WLYF-F <	6 WAQI <	6 WHQT-F <	6 WLVE-F	6 WHQT-F
	7 WFLC-F	7 WXDJ-F <	7 WXDJ-F <	7 WXDJ-F <	7 WKIS-F <	7 WXDJ-F <	7 WFLC-F <	7 WTMI-F <	7 WXDJ-F <	6 WXDJ-F <
	7 WXDJ-F	8 WZTA-F <	8 WPOW-F <	8 WLVE-F <	8 WMXJ-F <	8 WHYI-F <	8 WHYI-F	8 WLVE-F <	8 WTMI-F	8 WLYF-F
	9 WLYF-F	9 WFLC-F	9 WFLC-F	9 WKIS-F <	9 WXDJ-F <	9 WKIS-F	8 WINZ <	9 WZTA-F	9 WKIS-F <	9 WKIS-F <
	10 WRTO-F <	9 WAMR-F	9 WLVE-F <	10 WFLC-F <	10 WRMA-F <	9 WPOW-F <	9 WAMR-F <			10 WTMI-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	12+ Ovmitte
1 WEDR-F	1 WEDR-F	1 WEDR-F >	1 WEDR-F	1 WHQT-F	1 WPOW-F	1 WEDR-F <	1 WBGJ-F <	1 WEDR-F	1 WBGJ-F	1 WEDR-F >
2 WPOW-F >	2 WPOW-F	2 WHYI-F <	2 WHQT-F	2 WLYF-F	2 WEDR-F	2 WPOW-F	2 WEDR-F	1 WBGJ-F	2 WQAM	2 WAQI <
3 WHYI-F	3 WHYI-F >	3 WPOW-F	3 WLYF-F <	2 WEDR-F <	3 WZTA-F >	3 WZTA-F <	2 WHYI-F	3 WZTA-F <	3 WHYI-F <	3 WINZ
4 WXDJ-F	4 WXDJ-F <	4 WHQT-F	4 WPOW-F <	4 WAMR-F	4 WBGJ-F	4 WBGJ-F <	4 WZTA-F <	4 WPOW-F <	4 WEDR-F <	4 WHQT-F >
5 WFLC-F >	5 WFLC-F	5 WFLC-F <	5 WHYI-F	5 WHYI-F	5 WHYI-F	5 WHYI-F >	5 WPOW-F	5 WQAM	5 WZTA-F	5 WLVE-F
6 WHQT-F	5 WHQT-F	6 WXDJ-F	6 WAMR-F	6 WXDJ-F	6 WFLC-F <	6 WHQT-F <	6 WQAM <	6 WHYI-F	6 WXDJ-F <	5 WPOW-F <
	7 WLYF-F	6 WLYF-F <	7 WXDJ-F <	6 WRMA-F		7 WQAM <	7 WHQT-F	7 WHQT-F <	7 WLVE-F	7 WHYI-F
	8 WRMA-F	8 WRMA-F	8 WFLC-F	8 WLVE-F		8 WFLC-F	8 WXDJ-F <	8 WXDJ-F <	7 WHQT-F	
	9 WAMR-F	9 WAMR-F <	9 WRMA-F	8 WPOW-F <		9 WRTO-F <	9 WFLC-F <	9 WFLC-F <	7 WKIS-F	
	10 WZTA-F	10 WZTA-F <	10 WKIS-F <	10 WFLC-F		10 WXDJ-F	10 WRTO-F	10 WLYF-F <	10 WFLC-F <	

MIAMI-FORT LAUDERDALE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WAVS	E	1170	Davie	0.7	1.5	39	476
WKAT	E	1360	Miami Beach	0.3	1.0	19	303
WLQY	E	1320	Hollywood	0.3	0.6	17	185
WMBM	G/B	1490	Miami Beach	0.9	2.0	51	614
WNMA-AA	SP-NT	1210	Miami Springs	0.8	2.6	46	812
WVCG	E	1080	Coral Gables	0.3	0.8	17	266
WWFE	SP-NT	670	Miami	0.6	1.7	34	543

Consolidation Report	12+	25-54	Revenue
Beasley WKIS-FM, WPOW-FM, WQAM-AM	11.4 %	11.2 %	17.5 %
Clear Channel WBGG-FM, WHYI-FM, WINZ-AM, WIOD-AM, WLVE-FM, WPLL-FM, WZTA-FM	20.2 %	23.0 %	25.1 %
Cox Radio WFLC-FM, WHQT-FM	7.6 %	10.0 %	9.2 %
Hispanic WAMR-FM, WAQI-AM, WQBA-AM, WRTO-FM	13.1 %	10.1 %	15.4 %
Jefferson-Pilot WAXY-AM, WLYF-FM, WMXJ-FM	7.9 %	8.3 %	11.0 %
SBS WCMQ-FM, WRMA-FM, WXDJ-FM	9.4 %	10.9 %	11.4 %
Unica WNMA-AM, WRNU-AM	0.6 %	0.6 %	%
	70.2 %	74.1 %	89.6 %

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WEAT-F	SAC	104.3	West Palm Beach	0.5	2.3	159	2457
WJNO	N/T	1040	Boynton Beach	0.5	1.6	94	1462
WRMF-F	AC	97.9	West Palm Beach	0.5	2.4	100	1819

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	279 (3)	279 (3)	5.7 %	8.2 %
AOR/Classic/NR	0 (0)	341 (2)	341 (2)	6.9 %	7.9 %
Black/Urban	0 (0)	624 (2)	624 (2)	12.6 %	11.9 %
CHR	0 (0)	528 (2)	528 (2)	10.7 %	9.8 %
Classical	0 (0)	205 (1)	205 (1)	4.2 %	3.0 %
Country	0 (0)	186 (1)	186 (1)	3.8 %	4.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	580 (8)	914 (5)	1494 (13)	30.3 %	29.2 %
Jazz	0 (0)	211 (1)	211 (1)	4.3 %	3.6 %
News/Talk	244 (3)	0 (0)	244 (3)	4.9 %	5.7 %
Oldies	0 (0)	151 (1)	151 (1)	3.1 %	3.4 %
Others/Unknown	91 (4)	0 (0)	91 (4)	1.8 %	1.0 %
Religion/Gospel	51 (1)	0 (0)	51 (1)	1.0 %	1.6 %
Soft AC	0 (0)	304 (2)	304 (2)	6.2 %	6.0 %
Sports	161 (1)	0 (0)	161 (1)	3.3 %	3.4 %
Standards/EZ	65 (1)	0 (0)	65 (1)	1.3 %	1.0 %
Totals	1192 (18)	3743 (20)	4935 (38)		

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WACC	830	1 kw (DA-2)	Hispanic	\$ NA	---	Hialeah
WAQI	710	50 kw (DA-2)	Hispanic-Variety	\$82.00	Katz Hisp.	Hispanic
WFBA	990	5 kw (DA-2)	Hispanic-Variety	\$ NA	Lotus	ABC, pend.
WINZ	940	50 kw (DA-N)	Talk	USA \$73.00	Cir Chnl	Clear Channel
WIOD	610	10 kw (DA-2)	News/Talk	ABC, CNN, SBUSA \$156.00	Cir Chnl	Clear Channel
WQAM	560	5 kw/1 kw	Sports	Westwd, ESPN \$80.00	D&R	Beasley
WQBA	1140	50 kw/10 kw (DA-N)	Hispanic	\$67.00	Katz Hisp.	Hispanic
WSUA	1260	5 kw (DA-2)	Hispanic Contemp.	\$41.00	---	El Dorado

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WAMR	107.5	96 kw @ 1006	Hispanic	\$190.00	Katz Hisp.	Hispanic
WBGG	105.9	100 kw @ 1024	Classic AOR	\$84.00	Cir Chnl	Clear Channel
WCMQ	92.3	31 kw @ 618	Hispanic Contemp.	\$69.00	SBS	SBS Hialeah
WEDR	99.1	100 kw @ 919	Black	\$185.00	Sentry	AMFM
WFLC	97.3	100 kw @ 1006	AC	\$177.00	Christal	Cox Radio
WHQT	105.1	100 kw @ 1006	Black AC	\$150.00	Christal	Cox Radio Coral Gables
WHYI	100.7	100 kw @ 1006	CHR/AC	\$176.00	Cir 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	Cir Chnl	Clear Channel
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	AC	\$85.00	Cir Chnl	Clear Channel
WPOW	96.5	100 kw @ 1006	CHR/Urban	Source \$180.00	D&R	Beasley
WRMA	106.7	100 kw @ 984	Hispanic AC	\$165.00	---	SBS
WRTO	98.3	100 kw @ 1407	Hispanic-Tropical	\$75.00	Katz Hisp.	Hispanic Goulds
WTMI	93.1	100 kw @ 1006	Classical	\$95.00	Mc-Guild	Tanger
WXDJ	95.7	46 kw @ 531	Hispanic-Contemp.	\$135.00	---	SBS Homestead
WZTA	94.9	100 kw @ 1006	AOR	\$163.00	Cir Chnl	Clear Channel

MIAMI-FORT LAUDERDALE

Notes: 2/99 WCMQ (1700) changed calls to WRNU; its Unica News/Talk is now simulcast on WNMA (1210) . . . 6/99 WFBA (990) sold to ABC for \$7,400,000 (MVP)
 . . . 7/99 WPLL-F changed from AC to Black Oldies as WMGE-F ("Magic")

FORMAT CODES

<ul style="list-style-type: none"> AC - Adult Contemporary AC-NR - Modern AC AOR - Album Oriented Rock AOR-NR - New Rock AOR-P - Progressive AOR B - Black (audience 75%+ Black) B/AC - Black Adult Contemporary B/G - Black Gospel B/O - Black Oldies BIZ - Business News & Talk C - Country C/O - Classic Country CHR - Contemporary Hit Radio, Top 40 CL - Classical CL AOR - Classic AOR, Classic Rock CL HITS - Classic Hits/70's Oldies E - Ethnic (usually Foreign Lang.) EZ - Easy Listening, Beautiful Music FS - Full Service G - Gospel 	<ul style="list-style-type: none"> J - Jazz and New Adult Contemporary KIDS - Children's N - News O - Oldies (50's & 60's) REL - Religion, Christian REL-CC - Contemporary Christian SAC - Soft Adult Contemporary SP - Hispanic/Spanish SP-C - Hispanic Contemporary SP-NT - Hispanic News/Talk/Information SP-R - Hispanic-Regional SP-TP - Hispanic-Tropical SP-VA - Hispanic Variety SP-TJ - Tejano SPRTS - Sports ST - Standards, Big Band, Nostalgia T - Talk U - Urban (majority of audience is non-white) VA - Variety ? - Others or Unknown
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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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

MILWAUKEE

Arbitron Rank: 31 Pop (12+): 1,377,100
MSA Rank: 38
MSA Pop: 1,500,000
DMA: 31
Average Persons Rating: 16.0
Market TSL in Hours: 21.00

Stations: 31 / 28
Diaries: 2,664 / 517:1 / 56.1%
Sample Target: 2,670
% Below Line: 1.9
% Not Listed: 10.3
Pop per Station: 49,182

Last Year's Revenue: \$69,000,000
Household Income: \$50,056
Total Retail Sales: \$16.5 Bil.
#1 Biller: WTMJ \$14,200,000
#1 Billing Portfolio: Journal Broadcast Group \$17,650,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spq 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	WTMJ	201 / 9.1	8.7	11.3	11.5	9.2	10.2	3308 / 24.0	29.1	25.9	242 / 4034	I	WTMJ
2	WKKV-F	140 / 6.4	6.2	6.8	7.0	6.7	6.6	2028 / 14.7	14.2	14.0	146 / 2243	E	WKKV-F
3	WMIL-F	135 / 6.1	5.2	7.3	7.7	7.7	6.6	1905 / 13.8	16.6	16.2	160 / 2259	G	WMIL-F
4	WXSS-F	133 / 6.0	4.8	4.8	4.4	3.0	5.0	2623 / 19.0	16.1	7.9	156 / 3111	C	WXSS-F
5	WLZR-F	132 / 6.0	7.9	6.8	6.4	6.2	6.8	2167 / 15.7	16.7	15.6	157 / 2674	G	WLZR-F
6	WKLH-F	129 / 5.9	6.2	6.1	6.0	5.6	6.0	2188 / 15.9	15.5	15.7	146 / 2599	H	WKLH-F
7	WISN	118 / 5.4	5.6	5.0	5.1	4.5	5.3	1861 / 13.5	12.8	11.3	149 / 2323	E	WISN
8	WKTJ-F	116 / 5.3	4.1	5.8	4.5	5.3	4.9	2380 / 17.1	17.8	20.2	126 / 2630	H	WKTJ-F
9	WMYX-F	113 / 5.1	5.1	4.9	4.6	5.3	4.9	2163 / 15.7	16.2	17.3	134 / 2590	F	WMYX-F
10	WZTR-F	96 / 4.4	4.2	3.6	4.2	4.2	4.1	1683 / 12.2	11.3	15.3	122 / 2096	D	WZTR-F
11	WOKY	92 / 4.2	5.9	5.8	5.0	5.9	5.2	1235 / 9.0	12.1	10.0	105 / 1397	C	WOKY
11	WLTQ-F	92 / 4.2	5.9	4.5	4.0	4.1	4.6	1374 / 10.0	11.1	10.9	108 / 1667	E	WLTQ-F
13	WJZI-F	90 / 4.1	3.9	2.7	3.0	2.7	3.4	1214 / 8.8	7.5	7.6	95 / 1290	D	WJZI-F
14	WJMR-F	85 / 3.0	1.9	2.8	2.1	4.2	2.4	1318 / 9.6	12.5	16.5	70 / 1389	C	WJMR-F
15	WLUM-F	81 / 2.3	1.9	1.7	1.9	2.7	2.0	1443 / 10.5	8.5	12.6	62 / 1691	C	WLUM-F
16	WFMR-F	44 / 2.0	2.2	1.9	1.5	2.8	1.9	861 / 6.3	5.5	6.7	46 / 897	B	WFMR-F
17	WMCS	43 / 2.0	2.2	1.6	1.9	2.4	1.9	582 / 4.2	4.4	4.7	43 / 582	A	WMCS
18	WTKM-F	28 / 1.3	1.0	0.7	1.6	0.9	1.1	300 / 2.2	1.6	1.9	37 / 378		WTKM-F
19	WNOV	26 / 1.2	1.6	1.6	1.9	1.6	1.6	433 / 3.1	4.8	3.2	26 / 433	A	WNOV

12+ FM Share (Metro): 72.17% (1426 of 1976) (Spring 98: 70.73%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WXSS-F >	1 WLZR-F	1 WKLH-F <	1 WKLH-F	1 WTMJ >	1 WTMJ	1 WISN <	1 WISN <	1 WKKV-F <	1 WTMJ
2	WKKV-F >>>	2 WKKV-F <	2 WKLH-F	2 WLZR-F	2 WISN <	2 WLZR-F	2 WTMJ	2 WTMJ	2 WXSS-F	2 WKKV-F <
3	WLZR-F <	3 WXSS-F	3 WKKV-F <	3 WMYX-F <	3 WKTJ-F <	3 WKLH-F	3 WKLH-F	3 WMYX-F	3 WXSS-F <	3 WTMJ >
4	WMYX-F >	4 WMYX-F	4 WMYX-F <	4 WKTJ-F	4 WMYX-F <	3 WMIL-F <	4 WKTJ-F <	4 WKKV-F	4 WLZR-F	4 WXSS-F
5	WKTJ-F <	5 WKTJ-F <	5 WKKV-F	5 WTMJ >	5 WOKY <	5 WKTJ-F	5 WKLH-F <	5 WJZI-F <	5 WJZI-F <	5 WZTR-F <
6	WMIL-F	6 WXSS-F <	5 WMIL-F <	6 WMIL-F <	6 WZTR-F	6 WKKV-F <	6 WMIL-F <	6 WMIL-F <	6 WMIL-F <	6 WOKY
7	WKLH-F <	7 WMIL-F	7 WJZI-F	7 WJZI-F <	7 WJZI-F <	7 WMYX-F	7 WLTQ-F	7 WKLH-F <	7 WLTQ-F <	7 WKLH-F <
8	WLUM-F >	8 WJZI-F	7 WTMJ	8 WKKV-F <	8 WLTQ-F	8 WLTQ-F	8 WLZR-F	8 WLZR-F	8 WKLH-F <	8 WLZR-F
		8 WLTQ-F <	9 WLTQ-F <	9 WZTR-F <	8 WKTJ-F	9 WOKY	8 WJZI-F <	8 WMYX-F	9 WJMR-F	8 WKTJ-F
		10 WTMJ <		10 WLTQ-F <	10 WMYX-F	10 WXSS-F <		10 WJZI-F	9 WMYX-F <	10 WMYX-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	12+ Ovrmte
1	WXSS-F	1 WKKV-F	1 WKKV-F <	1 WMYX-F <	1 WLZR-F	1 WLZR-F >>	1 WLZR-F >>	1 WLZR-F	1 WLZR-F	1 WTMJ >
2	WKKV-F >>>	2 WXSS-F	2 WMYX-F	2 WKTJ-F	2 WKKV-F	2 WXSS-F <	2 WLUM-F	2 WKLH-F >	2 WKLH-F	2 WKKV-F >
3	WLZR-F	3 WMYX-F	3 WKTJ-F	3 WKTJ-F <	3 WKKV-F <	2 WXSS-F >	3 WKTJ-F	3 WISN	3 WTMJ <	3 WXSS-F <
3	WMIL-F	4 WMIL-F <	3 WMIL-F	4 WKLH-F <	4 WKLH-F	4 WKLH-F	4 WLUM-F	4 WKTJ-F <	4 WISN	4 WMIL-F
3	WMYX-F	5 WKTJ-F	5 WXSS-F <	5 WMIL-F <	4 WLTQ-F <	5 WMIL-F	5 WKLH-F	5 WISN <	5 WTMJ <	5 WKTJ-F
6	WLTQ-F	6 WLZR-F >	6 WLZR-F <	6 WLTQ-F	6 WMIL-F <	6 WLTQ-F >	6 WKTJ-F <	6 WXSS-F <	6 WXSS-F <	6 WJZI-F
6	WKTJ-F >	7 WJZI-F	7 WJZI-F	6 WXSS-F	7 WJZI-F	7 WISN	7 WKLH-F <	7 WLUM-F	6 WMIL-F <	6 WKTJ-F
		7 WKLH-F <	8 WKLH-F	8 WJZI-F	8 WZTR-F	7 WMYX-F	8 WKKV-F	8 WKKV-F	8 WZTR-F <	8 WZTR-F <
		9 WLTQ-F >		9 WZTR-F <	9 WJMR-F <			8 WMIL-F <	9 WLUM-F	9 WLTQ-F
					10 WTMJ			10 WMYX-F	9 WMYX-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAUK-AA	SPRTS	1510	Waukesha 0.7 2.0 17 317
WBWI-F	C	92.5	West Bend 0.5 1.9 16 417
WEXT-F	C	104.7	Sturtevant 0.7 1.7 18 322
WEZY-F	SAC	92.1	Racine 0.7 2.0 19 344
WGLB	B/G	1560	Port Washington 0.5 0.9 11 118
WGLB-F	CL HITS	100.1	Port Washington 0.5 1.9 10 293
WRJN	FS	1400	Racine 0.3 1.1 11 187
WTKM	C	1540	Hartford 0.2 0.3 4 36

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBBM	N	780	Chicago 0.4 1.6 12 421
WGN	FS/T	720	Chicago 1.1 2.6 38 666
WIL-F	AOR	95.1	Kenosha 0.5 1.7 26 481

MILWAUKEE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
All-Pro/Shamrock (JOA) WJZI-FM, WLUM-FM, WMCS-AM	8.4 %	11.1 %	6.7 %	AC	0 (0)	229 (2)	229 (2)	11.6 %	16.4 %
Clear Channel WKKV-FM, WMIL-FM, WOKY-AM, WZTR-FM	21.1 %	17.4 %	20.3 %	AOR/Classic/NR	0 (0)	322 (4)	322 (4)	16.3 %	16.9 %
Entercom, pend. WEMP-AM, WMYX-FM, WXSS-FM	11.1 %	10.0 %	8.7 %	Black/Urban	69 (2)	205 (2)	274 (4)	13.9 %	11.9 %
Saga WFMR-FM, WJYI-AM, WKLH-FM, WLZR-FM, WPNT-FM	13.9 %	17.0 %	24.6 %	CHR	0 (0)	133 (1)	133 (1)	6.7 %	3.3 %
	54.5 %	55.5 %	60.3 %	Classical	0 (0)	44 (1)	44 (1)	2.2 %	3.1 %
				Country	4 (1)	189 (4)	193 (5)	9.8 %	10.8 %
				Full Service	232 (3)	0 (0)	232 (3)	11.7 %	11.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	90 (1)	90 (1)	4.6 %	2.9 %
				News/Talk	126 (2)	0 (0)	126 (2)	6.4 %	5.4 %
				Oldies	0 (0)	106 (2)	106 (2)	5.4 %	5.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	11 (1)	0 (0)	11 (1)	0.6 %	0.5 %
				Soft AC	0 (0)	108 (2)	108 (2)	5.5 %	5.3 %
				Sports	16 (2)	0 (0)	16 (2)	0.8 %	0.4 %
				Standards/EZ	92 (1)	0 (0)	92 (1)	4.7 %	6.5 %
				Totals	550 (12)	1426 (19)	1976 (31)		

AM Stations

Station	Power	Time	Format	Source	AM	FM	Notes
WISN	1130	50 kw/10 kw (DA-2)	Talk	ABC, WW1, ESPN	\$60.00	Sentry	AMFM
WMCS	1290	5 kw (DA-2)	Black AC	ABC	\$26.00	Allied	All Pro Greenfield
WNOV	860	0.25 kw/0.005 kw	Black	AURN	\$22.00	—	
WOKY	920	5 kw/1 kw (DA-2)	Standards	CNN, Westwd	\$51.00	Clr Chnl	Clear Channel
WTMJ	620	50 kw/10 kw (DA-2)	Full Service	ABC	\$139.00	Christal	Journal Bcst Gp

FM Stations

Station	Power	Time	Format	Source	AM	FM	Notes
WFMR	98.3	6 kw @ 292	Classical		\$39.00	Katz	Saga Menomonee Falls
WJMR	106.9	6 kw @ 328	Black Oldies		\$ NA	Katz	Saga Brookfield
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	Katz	Saga
WKTJ	94.5	15.5 kw @ 911	AC/CHR	ABC	\$155.00	Christal	Journal Bcst Gp
WLTQ	97.3	15.5 kw @ 911	Soft AC	ABC, AMFM	\$66.00	Sentry	AMFM
WLUM	102.1	20 kw @ 761	AOR	Source	\$60.00	Banner	All Pro
WLZR	102.9	50 kw @ 436	AOR		\$80.00	Katz	Saga
WMIL	106.1	13.1 kw @ 976	Country		\$135.00	Clr Chnl	Clear Channel
WMYX	99.1	50 kw @ 448	AC	Westwd	\$70.00	D&R	Entercom, pend.
WTKM	104.9	5.8 kw @ 300	Classic Country		\$ NA	—	Hartford
WXSS	103.7	19.5 kw @ 840	CHR	Westwd	\$52.00	D&R	Entercom, pend. Wauwatosa
WZTR	95.7	34 kw @ 610	Oldies		\$61.00	Banner	Clear Channel

Notes: 4/99 WPNT-F changed from Modern AC (AC-NR) to Black Oldies . . . 5/99 WPNT-F changed calls to WMJO-F; remains Black Oldies . . . 6/99 WMJO-F changed calls to WJMR-F; remains Black Oldies . . . 6/99 WGLB-F (100.1; Port Washington) changed from Classic Hits to Classic AOR . . . 7/99 Sinclair Broadcast Group sold WEMP, WMYX-F and WXSS-F to Entercom as part of an \$821,500,000 group transaction (DB Alex. Brown)

MINNEAPOLIS-SAINT PAUL

Arbitron Rank: 18 **Pop (12+):** 2,260,600
MSA Rank: 13
MSA Pop: 2,810,000
DMA: 15
Average Persons Rating: 16.0
Market TSL in Hours: 21.00

Stations: 27 / 26
Diaries: 3,574 / 633:1 / 59.8%
Sample Target: 3,440
% Below Line: 0.3
% Not Listed: 18.7
Pop per Station: 86,946

Last Year's Revenue: \$142,500,000
Household Income: \$56,368
Total Retail Sales: \$30.3 Bil.
#1 Biller: KQRS-F \$22,800,000
#1 Billing Portfolio: AMFM \$54,000,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1 KQRS-F	CL AOR	367 / 10.1	10.2	10.7	11.3	10.1	10.6	5264 / 23.3	25.2	26.6	434 / 6338	K	KQRS-F
2 WCCO	FS	353 / 9.7	10.4	10.7	10.3	10.3	10.3	5039 / 22.3	28.4	24.4	471 / 6873	K	WCCO
3 KDWB-F	CHR	297 / 8.2	7.5	8.0	7.9	8.5	7.9	5257 / 23.3	24.4	25.5	340 / 6159	I	KDWB-F
4 KEYE-F	C	261 / 7.7	6.9	8.1	6.7	7.6	7.4	3942 / 17.4	19.0	17.5	311 / 4455	I	KEYE-F
5 KQQL-F	O	222 / 6.1	4.7	4.1	5.1	5.4	5.0	3996 / 17.7	14.7	16.8	255 / 4713	I	KQQL-F
6 WLTE-F	SAC	221 / 6.1	6.0	6.2	5.3	6.5	5.9	3394 / 15.0	16.6	16.3	244 / 3811	I	WLTE-F
7 KSTP	T/N	200 / 5.5	6.6	5.1	5.2	5.0	5.6	2763 / 12.2	12.9	11.0	215 / 3020	G	KSTP
8 KSTP-F	AC	162 / 4.2	4.7	4.6	6.1	5.3	4.9	3933 / 17.4	19.7	22.1	170 / 4525	I	KSTP-F
9 WXPT-F	AC-NR	149 / 4.1	4.6	4.5	3.6	3.2	4.2	3696 / 16.4	17.2	8.9	171 / 4179	E	WXPT-F
10 KTCZ-F	AOR-P	139 / 3.6	3.7	3.5	4.7	3.7	3.9	2645 / 11.7	12.1	13.6	151 / 2838	H	KTCZ-F
11 KXXR-F	AOR	134 / 3.7	3.7	3.0	3.4	4.4	3.4	2323 / 10.3	9.2	10.5	175 / 3016	G	KXXR-F
12 WRQC-F	AOR	92 / 2.5	2.4	2.1	3.2	3.1	2.6	2070 / 9.2	9.1	10.2	114 / 2572	F	WRQC-F
13 KFAN	SPRFS	79 / 2.2	2.3	2.7	2.3	2.1	2.4	1338 / 5.9	8.0	6.5	94 / 1629	G	KFAN
14 KLBB-AA	ST	59 / 1.6	1.9	1.7	1.7	1.8	1.7	1024 / 4.5	4.7	5.2	59 / 1034	C	KLBB-AA
15 KZNR-F	AOR-P	54 / 1.5	1.4	1.4	1.5	2.0	1.4	1609 / 7.1	6.4	7.2	56 / 1664	C*	KZNR-F
16 WIXK-AF	C	35 / 1.0	0.5	0.9	0.4	0.6	0.7	644 / 2.9	3.0	1.8	40 / 736		WIXK-AF

12+ FM Share (Metro): 73.97% (2182 of 2950) (Spring 98: 75.06%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KDWB-F >>>	1 KDWB-F <	1 KQRS-F >	1 KQRS-F >	1 KQRS-F >	1 WCCO >	1 KQRS-F	1 KQRS-F	1 KDWB-F <	1 KDWB-F >	1 WCCO
2 WXPT-F >	2 KQRS-F	2 KEYE-F <	2 KEYE-F	2 KEYE-F <	2 KQRS-F	2 WCCO >	1 KEYE-F	2 KEYE-F <	2 WCCO >	2 KDWB-F
3 KXXR-F	3 KEYE-F	3 KDWB-F >	3 KQQL-F <	3 KQQL-F	3 KQQL-F	3 KDWB-F	3 WLTE-F <	3 KQRS-F	3 KEYE-F <	3 KEYE-F <
4 KEYE-F >	4 KXXR-F <	4 WLTE-F <	4 WLTE-F <	4 WLTE-F	4 KSTP <	3 KEYE-F	4 KSTP	3 WCCO <	4 KQQL-F	4 KQQL-F <
	5 WXPT-F	5 KQQL-F <	5 KTCZ-F <	5 KTCZ-F	5 KEYE-F <	5 WLTE-F	5 WCCO <	5 KSTP <	5 WLTE-F	5 KQRS-F
	6 KSTP-F <	6 KSTP-F <	6 KDWB-F <	5 WCCO <	6 WLTE-F >	6 WRQC-F	6 KQQL-F <	6 KQQL-F	6 KQRS-F	6 WXPT-F <
	7 WRQC-F	7 KTCZ-F <	7 KSTP-F	7 KDWB-F <	7 KTCZ-F <	6 KQQL-F	7 KDWB-F	7 WLTE-F	7 KXXR-F <	7 WLTE-F
	8 WLTE-F <	8 KXXR-F <	8 KSTP	8 KSTP	8 KSTP-F	8 KSTP-F <	8 KTCZ-F	8 WXPT-F	8 WXPT-F <	8 KSTP-F
	9 WCCO <	9 WXPT-F	9 WCCO <	8 KSTP-F	9 KLBB-AA <	9 KSTP	9 KSTP-F	9 KSTP-F <	9 KSTP-F	8 KSTP <
	10 KXXR-F	10 KXXR-F	10 KXXR-F	10 KXXR-F	10 KDWB-F	10 KXXR-F <	10 KXXR-F <	10 KSTP	10 KTCZ-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	12+ Ovrnite
1 KDWB-F >>>	1 KDWB-F >	1 KEYE-F <	1 KEYE-F <	1 KEYE-F	1 KXXR-F	1 KQRS-F	1 KQRS-F >	1 KQRS-F	1 KQRS-F >>	1 WCCO >
2 KEYE-F <	2 KEYE-F	2 KDWB-F <	2 KDWB-F <	2 KQRS-F <	1 KQRS-F <	2 KXXR-F	2 KXXR-F	2 KXXR-F	2 KQQL-F	2 KQRS-F <
3 WXPT-F >>	3 WXPT-F <	3 KQRS-F <	3 KQRS-F	3 WLTE-F	3 KDWB-F	3 WRQC-F	3 WRQC-F	3 KDWB-F <	3 KSTP <	3 KSTP
4 KSTP-F	4 WLTE-F <	4 WLTE-F <	4 WLTE-F	4 KQQL-F	4 WXPT-F	3 KDWB-F	4 KFAN <	4 KSTP <	4 KXXR-F <	4 KEYE-F <
4 WLTE-F >	5 KSTP-F	5 KSTP-F	5 KSTP-F	5 KSTP-F <	5 WRQC-F	5 KEYE-F <	5 KDWB-F	5 KEYE-F <	5 KTCZ-F	5 KDWB-F
	5 KQRS-F >	6 KTCZ-F	6 KQQL-F	6 KDWB-F	6 KEYE-F >	6 WXPT-F	5 KEYE-F	6 KTCZ-F	5 WCCO <	
	7 KTCZ-F >	6 WXPT-F >>	7 KTCZ-F	7 KTCZ-F <	7 KFAN	7 KTCZ-F	6 KQQL-F <	7 KEYE-F	7 KEYE-F	
		7 WXPT-F >	7 WXPT-F >	8 WCCO >	8 KSTP-F <	8 KSTP-F <	8 WRQC-F	7 KFAN	9 KDWB-F <	
							8 KFAN	9 KDWB-F <	10 WRQC-F	

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Cume Share Rating	TSA AQH Cume				
KCHK-AF	O	95.5	New Prague	0.4	0.6	19	229	WWJO-F	C	98.1	St. Cloud	0.3	1.1	52	816
KLCI-F	C	106.1	Princeton	0.6	1.7	25	467								
KSGS	B/O	950	St. Louis Park	0.5	1.0	18	222								
WEZU	ST	1220	Stillwater	0.4	1.5	16	358								
WMIN	SP-R	740	Hudson, WI	0.3	0.6	12	137								
WMNN	N	1330	Minneapolis	0.6	2.7	23	620								

MINNEAPOLIS-SAINT PAUL

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
ABC	15.3 %	19.4 %	20.8 %	AC	0 (0)	301 (2)	301 (2)	10.2 %	6.4 %
KDIZ-AM, KQRS-FM, KXXR-FM, KZNR-FM, KZNT-FM, KZNZ-FM				AOR/Classic/NR	0 (0)	787 (6)	787 (6)	26.7 %	29.3 %
AMFM	30.6 %	33.3 %	37.9 %	Black/Urban	18 (1)	0 (0)	18 (1)	0.6 %	0.0 %
KDWB-FM, KEEY-FM, KFAN-AM, KQQL-FM, KTCZ-FM, KXFN-AM, WRQC-FM				CHR	0 (0)	297 (1)	297 (1)	10.1 %	10.8 %
CBS/Infinity	20.4 %	16.0 %	26.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KSGS-AM, WCCO-AM, WLTE-FM, WXPT-FM				Country	1 (1)	348 (4)	349 (5)	11.8 %	11.0 %
MN Public Radio, pend.	2.3 %	5.3 %	1.0 %	Full Service	353 (1)	0 (0)	353 (1)	12.0 %	12.5 %
KLBB-AM, WLOL-AM, WMNN-AM				Hispanic	12 (1)	0 (0)	12 (1)	0.4 %	0.0 %
	68.6 %	74.0 %	86.5 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	3.9 %
				News/Talk	223 (2)	0 (0)	223 (2)	7.6 %	6.5 %
				Oldies	7 (1)	228 (2)	235 (3)	8.0 %	6.5 %
				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	0 (0)	221 (1)	221 (1)	7.5 %	7.9 %
				Sports	79 (1)	0 (0)	79 (1)	2.7 %	2.5 %
				Standards/EZ	75 (3)	0 (0)	75 (3)	2.5 %	2.7 %
				Totals	768 (11)	2182 (16)	2950 (27)		

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Comments
KFAN	1130	50 kw/25 kw (DA-2)	Sports	Westwd, ESPN	\$60.00 Sentry	AMFM
KLBB	1400	1 kw	Standards	Westwd, CNN	\$32.00 --	WMNN/WLOL
KSTP	1500	50 kw (DA-N)	Talk/News	ABC	\$74.00 Christal	Hubbard
WCCO	830	50 kw	Full Service	CBS	\$275.00 CBS	CBS/Infinity
WIXK	1590	5 kw /0.070 kw	Simul. WIXK-F			New Richmond, WI
WLOL	1470	5 kw (DA-2)	See KLBB			Brooklyn Park

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Comments
KDWB	101.3	100 kw @ 1035	CHR	\$158.00	Katz	AMFM
KEEY	102.1	100 kw @ 1035	Country	\$150.00	Sentry	AMFM
KQQL	107.9	100 kw @ 1090	Oldies	AMFM \$155.00	Eastman	AMFM
KQRS	92.5	100 kw @ 1035	Classic AOR	ABC \$340.00	ABC	ABC
KSTP	94.5	100 kw @ 1220	AC	\$160.00	Christal	Hubbard
KTCZ	97.1	100 kw @ 1035	Progressive AOR	AMFM \$145.00	Katz	AMFM
KXXR	93.7	100 kw @ 1035	AOR	ABC \$160.00	ABC	ABC
KZNR	105.1	2.6 kw @ 499	Progressive AOR	ABC \$50.00	ABC	ABC
KZNT	105.3	Simul. KZNR-F				Lakeville
KZNZ	105.7	6 kw @ 239	See KZNR-F			Cambridge
WIXK	107.1	18 kw @ 269	Classic Country	ABC, Westwd \$ NA	--	Eden Prairie
WLTE	102.9	100 kw @ 1035	Soft AC	\$160.00	CBS	CBS/Infinity
WRQC	100.3	100 @ 922	AOR	AMFM \$ NA	Eastman	AMFM
WXPT	104.1	100 kw @ 1070	Modern AC	\$75.00	Interep	CBS/Infinity
						St. Louis Park

Notes: KZNR-FF revenue level includes revenue for all three simulcast stations: KZNR-F; KZNT-F; KZNZ-F . . . 3/99 KLBB/WLOL donated by Cargill to Minnesota Public Radio; the combo will be operated by the for-profit subsidiary of MPR that operates WMNN . . . 8/99 WRQC-F changed from AOR to Classic AOR; it also dropped Howard Stern

MOBILE

Arbitron Rank: 86 Pop (12+): 435,000
 MSA Rank: 97
 MSA Pop: 534,000
 DMA: 62 (w/Pensacola)
 Average Persons Rating: 16.1
 Market TSL in Hours: 21.50

Stations: 28 / 19
 Diaries: 1,041 / 418:1 / 48.2%
 Sample Target: 990
 % Below Line: 18.1
 % Not Listed: 12.1
 Pop per Station: 22,895

Last Year's Revenue: \$18,400,000
 Household Income: \$36,027
 Total Retail Sales: \$4.9 Bil.
 #1 Biller: WKSJ-AF \$3,500,000
 #1 Billing Portfolio:
 Clear Channel \$7,700,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WKSJ-F	66 / 9.4	9.0	7.8	9.4	7.0	8.9	1026 / 23.6	18.5	19.4	92 / 1512	E*	WKSJ-F
2	WABB-F	63 / 9.0	11.1	9.4	8.8	10.0	9.6	995 / 22.9	22.9	21.9	120 / 2059	D	WABB-F
3	WBLX-F	58 / 8.3	7.0	7.7	7.0	8.5	7.5	737 / 17.0	16.6	19.5	108 / 1623	D	WBLX-F
4	WDLT-F	51 / 7.3	5.2	6.6	7.0	7.8	6.5	557 / 12.8	11.4	13.2	64 / 747	C	WDLT-F
5	WTKX-F	45 / 6.4	6.3	4.1	5.1	4.9	5.5	532 / 12.2	11.4	11.3	110 / 1281		WTKX-F
6	WYOK-F	38 / 5.4	7.8	6.5	6.3	7.7	6.5	529 / 12.2	15.5	15.8	64 / 1043	C	WYOK-F
7	WNTM	33 / 4.7	3.4	4.8	3.7	2.9	4.1	455 / 10.5	10.4	7.2	33 / 455	B	WNTM
8	WMXC-F	29 / 4.1	2.6	4.5	4.1	3.4	3.8	474 / 10.9	11.2	12.5	47 / 894	C	WMXC-F
9	WDWG-F	28 / 4.0	4.0	4.4	2.9	2.7	3.8	407 / 9.3	12.4	8.0	32 / 550	B	WDWG-F
10	WGOK	26 / 3.7	3.8	3.5	6.6	4.7	4.4	377 / 8.7	8.4	9.8	26 / 377	B	WGOK
11	WRKH-F	23 / 3.3	2.7	4.5	4.7	4.1	3.8	375 / 8.6	8.7	11.9	42 / 717	C	WRKH-F
12	WMEZ-F	21 / 3.0	2.0	3.3	3.0	2.7	2.8	314 / 7.2	8.3	7.5	63 / 941		WMEZ-F
13	WAVH-F	20 / 2.8	4.1	3.5	3.1	5.2	3.4	374 / 8.6	9.7	12.3	21 / 417	C	WAVH-F
14	WWRO-F	17 / 2.4	2.7	3.2	3.1	3.0	2.9	399 / 9.2	10.0	9.5	44 / 968		WWRO-F
15	WXBM-F	13 / 1.9	4.0	2.6	3.3	2.9	2.9	299 / 6.9	7.6	9.4	88 / 1397		WXBM-F
16	WZEW-F	10 / 1.4	2.3	2.0	1.4	0.8	1.8	196 / 4.5	5.6	4.1	10 / 196	A	WZEW-F
16	WMOB	10 / 1.4	0.5					100 / 2.3			10 / 107		WMOB

12+ FM Share (Metro): 84.76% (523 of 617) (Spring 98: 85.35%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WABB-F	1 WABB-F	1 WABB-F <	1 WDLT-F	1 WDLT-F	1 WKSJ-F	1 WKSJ-F >	1 WKSJ-F	1 WBLX-F <	1 WYOK-F	1 WABB-F <
2 WYOK-F	1 WTKX-F <	2 WBLX-F <	2 WKSJ-F <	2 WKSJ-F <	2 WDLT-F	2 WABB-F	2 WNTM <	2 WABB-F <	2 WBLX-F	2 WBLX-F <
3 WBLX-F >	3 WBLX-F >	3 WTKX-F <	3 WABB-F <	3 WABB-F <	3 WNTM >	2 WDLT-F <	3 WABB-F	3 WKSJ-F	3 WDLT-F <	3 WDLT-F <
4 WTKX-F >>	4 WYOK-F >	4 WDLT-F	4 WTKX-F	4 WBLX-F <	4 WGOK	4 WBLX-F	4 WTKX-F	4 WTKX-F	4 WABB-F	4 WKSJ-F
	5 WDLT-F	5 WKSJ-F >	4 WBLX-F >	5 WTKX-F	4 WMXC-F	5 WRKH-F	5 WDLT-F <	5 WDLT-F <	5 WKSJ-F	5 WYOK-F
	6 WKSJ-F	6 WYOK-F	6 WRKH-F <	6 WRKH-F <	6 WAVH-F <	6 WNTM <	6 WBLX-F <	6 WYOK-F	6 WTKX-F	6 WGOK <
		7 WMXC-F	7 WMXC-F	7 WMXC-F	7 WBLX-F	7 WTKX-F	7 WMXC-F	7 WMXC-F	7 WDWG-F <	7 WMXC-F >
		7 WRKH-F	8 WWRO-F	8 WWRO-F <	8 WDWG-F <	8 WDWG-F <	8 WDWG-F <	8 WNTM	8 WNTM	8 WMXC-F <
		9 WWRO-F	8 WYOK-F >	9 WNTM	9 WABB-F	9 WMXC-F	9 WGOK <	9 WMXC-F	9 WMXC-F	9 WDWG-F
		10 WMEZ-F			9 WMEZ-F	10 WYOK-F <	10 WMEZ-F	9 WMEZ-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	12+ Ovrnite
1 WABB-F >>	1 WABB-F >	1 WABB-F >	1 WABB-F	1 WDLT-F	1 WTKX-F	1 WTKX-F >>	1 WTKX-F >>	1 WTKX-F >	1 WTKX-F >	1 WKSJ-F >
2 WBLX-F	2 WBLX-F	2 WBLX-F	2 WDLT-F	2 WKSJ-F	2 WBLX-F >	2 WBLX-F >	2 WBLX-F	2 WBLX-F >	2 WBLX-F <	2 WYOK-F
2 WYOK-F >>	3 WYOK-F	2 WDLT-F	3 WKSJ-F	3 WABB-F >	3 WYOK-F >	3 WABB-F	3 WABB-F >	3 WDLT-F	3 WDLT-F	3 WTKX-F
	4 WDLT-F	4 WKSJ-F >	4 WBLX-F >	4 WMXC-F		3 WYOK-F >	4 WYOK-F	4 WABB-F	4 WKSJ-F <	4 WABB-F
	5 WKSJ-F >	5 WMEZ-F	5 WMXC-F	4 WBLX-F >			4 WRKH-F >	4 WKSJ-F	5 WABB-F	4 WDLT-F
	6 WMEZ-F	5 WYOK-F	6 WYOK-F >	6 WMEZ-F				6 WRKH-F <	5 WRKH-F	
	6 WTKX-F		7 WMEZ-F	7 WRKH-F				7 WYOK-F	7 WNTM	
			7 WRKH-F	8 WAVH-F				8 WWRO-F	8 WWRO-F	
				9 WGOK				8 WDWG-F	9 WDWG-F	
				9 WYOK-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WABB	T	1480	Mobile	0.6	1.8	4 79	WKNN-F	C	99.1	Pascagoula	1.0	4.1	32 531
WBHY	REL	840	Mobile	0.6	1.1	4 60	WMJY-F	AC	93.7	Biloxi	0.7	1.5	15 214
WDLT	B/G	660	Fairhope	1.3	2.6	12 161	WOSM-F	G	103.1	Ocean Springs, MS	1.0	1.4	19 230
WLTV	G	1410	Mobile	0.6	2.0	4 86	WWL	N/T	870	New Orleans	0.6	1.8	10 198
WNXP-F	SPRIS	105.5	Bay Minette	0.7	3.5	6 163	WYCL-F	O	107.3	Pensacola	1.1	4.0	44 689
WQUA-F	O	102.1	Citronelle	1.3	2.1	10 116							

MOBILE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
American General WAVH-FM, WZEW-FM	4.2 %	5.3 %	11.8 %	AC	0 (0)	34 (2)	34 (2)	5.5 %	4.9 %
Calendar WBLX-FM, WDLT-AM, WDLT-FM	16.9 %	18.7 %	24.7 %	AOR/Classic/NR	0 (0)	78 (3)	78 (3)	12.6 %	11.0 %
Clear Channel WDWG-FM, WKSJ-AM, WKSJ-FM, WMXC-FM, WNTM-AM, WRKH-FM	25.5 %	25.9 %	41.8 %	Black/Urban	0 (0)	147 (3)	147 (3)	23.8 %	21.5 %
				CHR	0 (0)	63 (1)	63 (1)	10.2 %	11.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	114 (4)	114 (4)	18.5 %	15.7 %
				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 (3)	0 (0)	41 (3)	6.6 %	5.5 %
				Oldies	0 (0)	54 (4)	54 (4)	8.8 %	11.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	53 (5)	7 (1)	60 (6)	9.7 %	8.0 %
				Soft AC	0 (0)	21 (1)	21 (1)	3.4 %	3.1 %
				Sports	0 (0)	5 (1)	5 (1)	0.8 %	0.6 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	1.4 %
	46.6 %	49.9 %	78.3 %	Totals	94 (8)	523 (20)	617 (28)		

AM Stations

WGOK	900	1 kw/0.38 kw (DA-2)	Black Gospel	AURN, ABC, WW1	\$20.00	Allied	Cumulus, pend.
WMOB	1360	5 kw/0.21 kw (DA-2)	Religion		\$NA	—	
WNTM	710	1 kw (DA-N)	News/Talk	CBS, Westwd, ABC	\$31.00	Cir Chnl	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	American General Daphne
WBLX	92.9	100 kw @ 1555	Black	ABC	\$60.00	Katz	Calendar
WDLT	98.3	40 kw @ 548	Black AC	ABC	\$25.00	Katz	Calendar Chickasaw
WDWG	104.9	33 kw @ 600	Country	ABC	\$29.00	Cir Chnl	Clear Channel Moss Point, MS
WKSJ	94.9	100 kw @ 1555	Country	ABC	\$67.00	Cir Chnl	Clear Channel
WMXC	99.9	100 kw @ 1755	AC	CBS	\$<20.00	Cir Chnl	Clear Channel
WRKH	96.1	100 kw @ 1342	Classic AOR	Westwd	\$<20.00	Cir Chnl	Clear Channel
WYOK	104.1	100 kw @ 1555	Black	AURN, Westwd, ABC	\$<20.00	Allied	Cumulus, pend. Atmore, AL
WZEW	92.1	13.5 kw @ 450	Progressive AOR	Westwd	\$ NA	Mc-Guild	American General Fairhope

Notes: * WKSJ-F revenue level includes revenue of WKSJ . . . Other ranked stations - See Pensacola . . . 3/99 WLTV (1410) sold by the Estate of Albert Crain to Darrell Martin (price NA) . . . 3/99 WXWY (1000; Robertsdale) sold for \$224,000 . . . 7/99 WGOK/WYOK-F sold to Cumulus for \$5,000,000 (Media Svcs) . . . 9/99 WDLT-AF and WBLX-F (plus two stations in McAllen-Brownsville) sold by Calendar to Cumulus for \$36,000,000 (Bergner)

MODESTO

Arbitron Rank: 122 Pop (12+): 335,800	Stations: 30 / 17	Last Year's Revenue: \$16,900,000
MSA Rank: 120	Diaries: 712 / 472:1 / 47.3%	Household Income: \$38,329
MSA Pop: 429,000	Sample Target: 730	Total Retail Sales: \$3.8 Bil.
DMA: Sacramento (#20)	% Below Line: 19.5	#1 Biller: KATM-F \$5,600,000
Average Persons Rating: 15.5	% Not Listed: 16.5	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 19,753	Citadel \$9,450,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Sp98	Fall 97	Sp97	12+ Metro Cume / Rtg	Fall 98	Sp98	12+ TSA AQH / Cume	Revenue Level	
1	KATM-F	57 / 11.0	12.7	14.7	14.5	17.3	762 / 22.7	26.6	25.6	138 / 2124	G	KATM-F
2	KOSO-F	40 / 7.7	6.3	7.7	6.5	3.2	562 / 16.7	16.5	17.1	83 / 1402	D	KOSO-F
3	KHOP-F	38 / 7.3	7.1	6.2	5.8	6.3	480 / 14.3	18.1	13.5	74 / 1048	D	KHOP-F
4	KWNN-F	35 / 6.7	5.6	5.4	4.6	4.8	577 / 17.2	14.3	13.5	40 / 741	C	KWNN-F
5	KJSN-F	34 / 6.5	5.4	7.0	7.3	5.8	478 / 14.2	14.4	15.8	43 / 650	D	KJSN-F
6	KHKK-F	23 / 4.4	8.2	7.0	4.6	4.2	422 / 12.6	18.7	15.0	71 / 1252	C	KHKK-F
7	KMIX-F	19 / 3.7	3.2	5.0	4.6	4.0	248 / 7.4	6.6	8.0	33 / 476		KMIX-F
8	KNTO-F	18 / 3.5	1.9	0.4	0.4		194 / 5.8	3.1	1.6	24 / 323		KNTO-F
9	KFIV	16 / 3.1	2.0	2.9	4.0	2.4	138 / 4.1	3.2	5.6	21 / 248	B	KFIV
10	KHTN-F	15 / 2.9	3.0	4.1	3.6	2.2	360 / 10.7	10.9	12.0	44 / 909	B	KHTN-F
11	KKME-F	15 / 2.9	0.9	1.7	0.4	0.6	262 / 7.8	5.0	6.5	28 / 465	A	KKME-F
12	KZMS-F	13 / 2.5	2.0	2.1	4.2	4.4	216 / 6.4	4.7	5.4	21 / 318	B	KZMS-F
12	KRVR-F	13 / 2.5	2.6	3.3	2.6	2.6	242 / 7.2	7.8	6.5	22 / 401	A	KRVR-F
12	KWIN-F	13 / 2.5	2.2	3.1	1.6	2.8	147 / 4.4	5.5	6.3	85 / 1273		KWIN-F
12	KEJC-F	13 / 2.5					162 / 4.8			20 / 241		KEJC-F
16	KNBR	10 / 1.9	2.0	2.1	2.0	3.4	200 / 6.0	5.4	4.8	34 / 610		KNBR

12+ FM Share (Metro): 85.71% (372 of 434) (Spring 98: 88.73%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWNN-F	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 KHOP-F >	1 KATM-F
2 KWIN-F >	2 KOSO-F <	2 KHOP-F	2 KHOP-F	2 KHOP-F	2 KJSN-F >	2 KHOP-F <	2 KJSN-F	2 KOSO-F	2 KOSO-F	2 KHOP-F <
3 KOSO-F	3 KHOP-F <	3 KOSO-F	3 KOSO-F <	3 KJSN-F	3 KFIV	3 KJSN-F	3 KOSO-F	3 KWNN-F <	3 KWNN-F	3 KWNN-F
3 KHTN-F >>	4 KATM-F >>	4 KWNN-F <	4 KJSN-F <	3 KOSO-F	3 KHOP-F	4 KWNN-F	4 KWNN-F <	4 KJSN-F <	4 KATM-F	4 KOSO-F >
	5 KMIX-F	5 KJSN-F <	5 KHKK-F	5 KHKK-F	5 KHKK-F <	4 KOSO-F	5 KHOP-F	5 KHOP-F	5 KHTN-F	5 KMIX-F
	6 KJSN-F	6 KHKK-F >	6 KWNN-F	6 KWNN-F	6 KEJC-F <	6 KHKK-F	6 KHKK-F >	6 KHKK-F	6 KHKK-F	6 KHTN-F
	6 KHKK-F	7 KMIX-F <	7 KMIX-F	7 KKME-F	7 KOSO-F	7 KKME-F	7 KMIX-F <	7 KNTO-F <	5 KWIN-F <	6 KHKK-F
		8 KKME-F <	7 KKME-F <	8 KMIX-F	7 KRVR-F	7 KFIV	8 KFIV	8 KMIX-F <	8 KMIX-F >	6 KEJC-F
		9 KNTO-F	9 KNTO-F	9 KNTO-F	9 KNBR	9 KMIX-F	8 KNTO-F <	9 KHTN-F	9 KNTO-F	
				9 KZMS-F <	9 KKME-F	9 KNTO-F	10 KKME-F	10 KZMS-F <	9 KFIV	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KWNN-F	1 KOSO-F	1 KOSO-F	1 KATM-F	1 KATM-F	1 KHOP-F >>	1 KHOP-F >	1 KHOP-F >	1 KHOP-F >	1 KHOP-F >	1 KJSN-F >
2 KOSO-F	2 KWNN-F	2 KATM-F	1 KOSO-F <	2 KJSN-F	2 KOSO-F	2 KWNN-F	2 KWNN-F	2 KATM-F	2 KATM-F >	2 KOSO-F
3 KHTN-F	3 KATM-F	3 KWNN-F	3 KJSN-F	3 KOSO-F >>	2 KWNN-F	3 KATM-F	3 KATM-F	3 KHKK-F	3 KHKK-F >	3 KATM-F
3 KMIX-F >	4 KJSN-F >	4 KJSN-F >>	4 KWNN-F >	4 KHKK-F	4 KATM-F >	4 KOSO-F	3 KHKK-F	4 KWNN-F	4 KNTO-F	3 KWNN-F
5 KATM-F	5 KMIX-F		5 KMIX-F	4 KWNN-F		5 KHKK-F	5 KOSO-F	5 KOSO-F	4 KZMS-F	5 KWIN-F
5 KJSN-F >>	5 KHTN-F >		6 KHKK-F	6 KMIX-F		6 KNTO-F	5 KMIX-F	5 KNTO-F	6 KKME-F	6 KHOP-F
	7 KHOP-F >		7 KKME-F	6 KKME-F		7 KMIX-F		7 KKME-F	6 KOSO-F	
			7 KHOP-F	8 KHOP-F				8 KZMS-F	6 KWNN-F	
			7 KHTN-F >					8 KMIX-F >		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KCBC	REL	770	Riverbank	0.6	1.5	8 173	KABX-F	O	97.5	Merced	1.3	5.2	26 480
KTDO-F	SP-C	98.9	Columbia	0.8	1.7	8 128	KCBS	N/T	740	San Francisco	1.3	4.9	29 608
KTRB	N	860	Modesto	0.4	3.2	4 198	KCIV-F	REL	99.9	MT Bullion	0.8	4.2	10 268
KVIN	ST	1390	Turlock	1.7	4.6	16 247	KHTK	SPRTS	1140	Sacramento	1.2	2.5	23 296
							KMJ	N/T	580	Fresno	1.0	2.0	16 228
							KQOD-F	O	100.1	Stockton	0.8	2.3	35 776
							KSTE	T	650	Rancho Cordova	0.8	1.9	9 181
							KSTN-F	SP	107.3	Stockton	0.6	2.1	18 279
							KUBB-F	C	96.3	Mariposa	0.8	3.6	17 405

MODESTO

Consolidation Report				Format Performance						
	12+	25-54	Revenue	AM	FM	Total	%	Yr. Ago		
AMFM	20.2 %	21.2 %	29.0 %	AC	0 (0)	74 (2)	74 (2)	17.1 %	17.4 %	
KFIV-AM, KJSN-FM, KKME-FM, KOSO-FM				AOR/Classic/NR	0 (0)	61 (3)	61 (3)	14.1 %	15.7 %	
Citadel	22.7 %	28.4 %	51.4 %	Black/Urban	0 (0)	15 (1)	15 (1)	3.5 %	0.0 %	
KANM-AM, KATM-FM, KDJK-FM, KHKK-FM, KHOP-FM				CHR	0 (0)	63 (3)	63 (3)	14.5 %	15.0 %	
Z-Spanish	3.3 %	4.5 %	4.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
KTDO-FM, KZMS-FM				Country	0 (0)	74 (3)	74 (3)	17.1 %	21.6 %	
	46.2 %	54.1 %	85.3 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Hispanic	0 (0)	57 (5)	57 (5)	13.1 %	10.5 %	
				Jazz	0 (0)	13 (1)	13 (1)	3.0 %	3.9 %	
				News/Talk	34 (5)	0 (0)	34 (5)	7.8 %	4.9 %	
				Oldies	0 (0)	11 (2)	11 (2)	2.5 %	5.1 %	
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Religion/Gospel	3 (1)	4 (1)	7 (2)	1.6 %	0.0 %	
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Sports	16 (2)	0 (0)	16 (2)	3.7 %	2.9 %	
				Standards/EZ	9 (1)	0 (0)	9 (1)	2.1 %	2.9 %	
				Totals	62 (9)	372 (21)	434 (30)			

AM Stations

KFIV	1360	4 kw/0.95 kw (DA-2)	Talk	ABC	\$<20.00	Allied	AMFM
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FM Stations

KATM	103.3	50 kw @ 500	Country	ABC	\$100.00	Mc-Guild	Citadel	
KDJK	103.9	0.071 kw @ 2047	See KHKK-F					Mariposa
KEJC	93.9	4.3 kw @ 384	Classic Country		\$ NA	—		
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	Oakdale
KHTN	104.7	50 kw @ 469	CHR		\$ NA	D&R	Buckley	Los Banos
KJSN	102.3	6 kw @ 298	AC		\$42.00	Eastman	AMFM	
KKME	96.7	1.5 kw @ 466	Black Oldies		\$ NA	—	AMFM	Manteca
KNTD	95.9	3 kw @ 300	Hispanic Contemp		\$ NA	Caballero		Livingston
KOSO	93.1	2.95 kw @ 1790	AC/CHR		\$51.00	Katz	AMFM	Patterson
KRVR	105.5	1 kw @ 781	Jazz		\$ NA	Allied	KVIN	Copperopolis
KTDO	98.9	6 kw @ 328	Hispanic Contemp.		\$ NA	Caballero	Z-Spanish	Columbia
KWNN	98.3	2 kw @ 390	CHR		\$31.00	Katz	Silverado	Turlock
KZMS	97.1	1.45 kw @ 164	Hispanic		\$ NA	Caballero	Z-Spanish	Patterson

Notes: Other ranked stations -- See Sacramento, Stockton, or in the Spring 1999 American Radio Small Market edition, Merced . . . 3/99 KFRY-F changed from Country to Black (Rhythmic) Oldies as KKME-F, "Jammin' 96.7"

MONMOUTH-OCEAN

Arbitron Rank: 47 Pop (12+): 933,900	Stations: 48 / 9	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 1,416 / 660:1 / 49.0%	Household Income: \$54,538
MSA Pop: NA	Sample Target: 1,470	Total Retail Sales: \$10.8 Bil.
DMA: New York (#1)	% Below Line: 65.3	#1 Biller: NA
Average Persons Rating: 16.4	% Not Listed: 8.9	#1 Billing Portfolio: NA
Market TSL in Hours: 21.50	Pop per Station: 103,767	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WKXW-F	T	89 / 5.8	6.2	5.5	5.7	3.8	1766 / 18.9	20.7	17.6	89 / 1766	WKXW-F
2	WXRK-F	T/NR	80 / 5.2	4.9	5.0	5.6	4.4	1304 / 14.0	15.0	15.1	80 / 1304	WXRK-F
3	WOR	T	73 / 4.8	3.3	4.0	3.5	3.4	829 / 8.9	8.1	9.9	73 / 829	WOR
4	WOBM-F	AC	64 / 4.2	4.0	3.0	3.8	3.8	1012 / 10.8	10.4	8.8	64 / 1012	WOBM-F
5	WJLK-F	AC	56 / 3.7	3.2	3.4	3.9	3.7	1093 / 11.7	11.9	11.8	56 / 1093	WJLK-F
6	WWZY-F	C	55 / 3.6	4.5	2.8	4.8	4.2	694 / 7.4	9.1	7.9	55 / 694	WWZY-F
7	WLTW-F	SAC	52 / 3.4	4.3	3.8	3.8	4.3	894 / 9.6	10.2	10.2	52 / 894	WLTW-F
8	WFAN	SPRST	51 / 3.3	4.4	3.4	3.6	3.4	945 / 10.1	12.4	10.3	51 / 945	WFAN
9	WABC	T	50 / 3.3	4.5	5.1	3.4	2.2	904 / 9.7	10.7	11.4	50 / 904	WABC
10	WCBS-F	O	48 / 3.1	3.5	2.7	4.0	4.6	633 / 6.8	9.1	9.2	48 / 633	WCBS-F
11	WHTZ-F	CHR	46 / 3.0	3.2	3.1	2.6	2.0	1104 / 11.8	12.1	11.5	46 / 1104	WHTZ-F
11	WBBO-F	CHR	46 / 3.0	2.9	2.8	2.4	0.3	852 / 9.1	8.1	8.6	46 / 852	WBBO-F
11	WPLJ-F	CHR/AC	46 / 3.0	3.2	3.8	3.6	4.6	1311 / 14.0	14.3	13.1	46 / 1311	WPLJ-F
14	WADB	ST	43 / 2.8	1.5	1.6	2.0	1.1	273 / 2.9	3.8	2.9	43 / 273	WADB
14	WKTU-F	CHR/U	43 / 2.8	2.0	3.0	2.6	3.0	1016 / 10.9	9.9	11.6	43 / 1016	WKTU-F
16	WRAT-F	AOR	41 / 2.7	4.3	3.0	3.1	3.9	741 / 7.9	10.4	9.0	41 / 741	WRAT-F
17	WCBS	N	40 / 2.6	1.9	2.8	3.4	3.0	1013 / 10.9	10.3	11.8	40 / 1013	WCBS
17	WAXQ-F	CL AOR	40 / 2.6	2.7	2.3	1.9	2.9	803 / 8.6	8.7	9.0	40 / 803	WAXQ-F
19	WNEW-F	AOR	35 / 2.3	2.7	2.4	2.1	3.2	852 / 9.1	9.7	8.7	35 / 852	WNEW-F
20	WOBM	ST	33 / 2.2	2.9	3.8	2.4	2.3	590 / 6.3	6.3	6.1	33 / 590	WOBM
21	WJRZ-F	C	32 / 2.1	1.6	1.6	1.5	2.8	425 / 4.5	5.4	6.3	32 / 425	WJRZ-F
22	WQXR-F	CL	27 / 1.8	1.5	1.6	2.0	0.9	358 / 3.8	3.7	3.4	27 / 358	WQXR-F
22	WHTG-F	AOR	27 / 1.8	1.0	1.1	2.1	1.7	520 / 5.6	3.8	4.2	27 / 520	WHTG-F
24	WQHT-F	U/CHR	24 / 1.6	1.8	2.2	1.5	2.8	544 / 5.8	5.4	6.4	24 / 544	WQHT-F
25	WQCD-F	J	23 / 1.5	0.9	1.7	1.4	1.6	458 / 4.9	4.7	5.1	23 / 458	WQCD-F

12+ FM Share (Metro): 77.45% (1082 of 1397) (Spring 98: 72.46%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHTZ-F >	1 WXRK-F >	1 WXRK-F >	1 WXRK-F >	1 WXRK-F <	1 WKXW-F	1 WXRK-F >	1 WKXW-F <	1 WKXW-F	1 WOR <	1 WKXW-F
2 WBBO-F >	2 WKTU-F <	2 WJLK-F <	2 WKXW-F	2 WKXW-F	2 WOR	2 WOR	2 WABC	2 WNEW-F <	2 WHTZ-F	2 WOBM-F
3 WXRK-F	3 WJLK-F	3 WKXW-F <	3 WWZY-F <	3 WWZY-F <	3 WOBM-F	3 WKXW-F	3 WJLK-F <	3 WOR	3 WKTU-F <	3 WOR
4 WQHT-F	4 WWZY-F <	4 WPLJ-F <	4 WJLK-F <	4 WJLK-F	4 WABC <	4 WOBM-F <	4 WCBS-F <	4 WFAN <	4 WKXW-F <	3 WHTZ-F <
5 WHTG-F	5 WHTZ-F <	5 WWZY-F <	5 WPLJ-F	5 WPLJ-F	5 WLTW-F <	5 WFAN <	5 WXRK-F <	5 WJLK-F	5 WBBO-F	5 WLTW-F
5 WKTU-F	6 WRAT-F <	6 WKTU-F <	6 WKTU-F <	6 WCBS-F <	6 WCBS-F <	6 WPLJ-F <	6 WWZY-F <	5 WLTW-F <	5 WWZY-F <	6 WJLK-F <
	7 WPLJ-F <	7 WRAT-F <	7 WNEW-F <	7 WOBM-F	7 WADB	7 WCBS	7 WLTW-F <	7 WOBM-F <	7 WQHT-F	7 WWZY-F <
	8 WNEW-F	8 WAXQ-F	8 WRAT-F <	8 WRAT-F	7 WFAN	8 WWZY-F <	8 WOR <	8 WWZY-F	7 WABC <	8 WBBO-F
	8 WQHT-F <	8 WNEW-F <	9 WAXQ-F	8 WFAN	9 WCBS-F <	9 WCBS-F <	9 WOBM-F <	9 WBBO-F	9 WAXQ-F <	8 WADB <
		10 WBBO-F <	9 WFAN	8 WKTU-F	10 WJLK-F <	10 WRAT-F <	9 WRAT-F <			10 WCBS <
				8 WNEW-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	12+ Ovrnite
1 WBBO-F >	1 WKTU-F <	1 WKTU-F	1 WJLK-F	1 WJLK-F	1 WQHT-F	1 WXRK-F >>	1 WXRK-F >>	1 WXRK-F >>	1 WXRK-F >	1 WOR
2 WHTZ-F	2 WJLK-F	2 WWZY-F	2 WPLJ-F <	2 WWZY-F <	2 WXRK-F >	2 WRAT-F <	2 WNEW-F	2 WRAT-F	2 WKXW-F <	2 WABC
2 WJLK-F	3 WBBO-F	3 WJLK-F	3 WKTU-F <	3 WKXW-F	3 WRAT-F	3 WQHT-F <	3 WYSP-F	2 WFAN <	3 WFAN	3 WOBM-F
4 WXRK-F	3 WWZY-F	4 WPLJ-F >	4 WWZY-F <	3 WOBM-F <	4 WKTU-F	4 WYSP-F	3 WFAN	4 WKXW-F <	4 WNEW-F <	4 WXRK-F
4 WPLJ-F	3 WPLJ-F	5 WHTZ-F	5 WBBO-F	5 WPLJ-F <	4 WYSP-F	4 WNEW-F	5 WHTG-F	5 WAXQ-F	5 WAXQ-F <	4 WKXW-F
6 WQHT-F	6 WHTZ-F >	6 WNEW-F	6 WOBM-F	6 WKTU-F <	4 WAXQ-F	6 WJRZ-F	5 WJRZ-F	5 WNEW-F	6 WRAT-F	6 WCBS-F
	7 WXRK-F >		6 WHTZ-F	7 WLTW-F		7 WFAN	5 WRAT-F	7 WJRZ-F <	6 WCBS-F	
			8 WKXW-F	8 WHTZ-F <		7 WAXQ-F	5 WRAT-F	8 WKXW-F <	8 WWZY-F <	
			9 WLTW-F <	9 WCBS-F <		7 WKTU-F	9 WMGQ-F	9 WWZY-F <	9 WJRZ-F	
			10 WXRK-F			7 WHTG-F		10 WPLJ-F	10 WPLJ-F	

MONMOUTH-OCEAN

Other Rated Stations--Outside Market				Metro Cume		TSA		Format Performance	AM	FM	Total	%	Yr. Ago
				Share	Rating	AQH	Cume						
WAWZ-F	REL	99.1	Zarephath	0.9	3.0	14	280	AC	0 (0)	162 (5)	162 (5)	11.6 %	11.2 %
WBBR	N	1130	New York	0.6	2.9	9	269	AOR/Classic/NR	0 (0)	254 (8)	254 (8)	18.2 %	12.1 %
WBLS-F	B/AC	107.5	New York	0.6	2.7	9	256	Black/Urban	0 (0)	64 (5)	64 (5)	4.6 %	4.5 %
WDHA-F	AOR	105.5	New York	0.4	1.0	6	94	CHR	0 (0)	202 (6)	202 (6)	14.5 %	15.9 %
WEMG-F	SP-TP	104.9	Egg Harbor	0.9	1.8	14	169	Classical	0 (0)	27 (1)	27 (1)	1.9 %	1.8 %
WFPG-F	AC	96.9	Atlantic City	1.1	1.5	17	140	Country	0 (0)	93 (3)	93 (3)	6.7 %	5.5 %
WINS	N	1010	New York	0.7	3.5	11	323	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WIOQ-F	CHR	102.1	Philadelphia	0.4	1.9	6	175	Hispanic	0 (0)	28 (3)	28 (3)	2.0 %	1.0 %
WMCA	REL	570	New York	0.3	0.7	5	70	Jazz	0 (0)	23 (1)	23 (1)	1.6 %	1.9 %
WMGK-F	CL HITS	102.9	Philadelphia	0.3	1.3	5	121	News/Talk	183 (5)	89 (1)	272 (6)	19.5 %	21.4 %
WMGQ-F	AC	98.3	New Brunswick	1.3	1.4	20	130	Oldies	0 (0)	74 (4)	74 (4)	5.3 %	5.0 %
WMMR-F	AOR	93.3	Philadelphia	0.4	1.5	6	142	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WNJO-F	O	94.5	Trenton	0.7	2.1	10	198	Religion/Gospel	5 (1)	14 (1)	19 (2)	1.4 %	1.1 %
WQGL-F	O	98.1	Philadelphia	0.7	3.1	11	293	Soft AC	0 (0)	52 (1)	52 (1)	3.7 %	4.4 %
WPAT-F	SP-C	93.1	Paterson	0.6	1.3	9	119	Sports	51 (1)	0 (0)	51 (1)	3.7 %	4.0 %
WPST-F	CHR	97.5	Trenton	1.0	4.6	15	434	Standards/EZ	76 (2)	0 (0)	76 (2)	5.4 %	11.2 %
WPUR-F	C	107.3	Atlantic City	0.4	2.0	6	184	Totals	315 (9)	1082 (39)	1397 (48)		
WRKS-F	B/AC	98.7	New York	0.6	2.9	9	273						
WSKQ-F	SP-TP	97.9	New York	0.3	1.3	5	118						
WTJM-F	B/O	105.1	New York	1.0	5.7	16	532						
WUSL-F	B	98.9	Philadelphia	0.4	1.1	6	104						
WYSP-F	T/CL AOR	94.1	Philadelphia	1.2	1.9	19	178						
WYXR-F	AC/CHR	104.5	Philadelphia	0.3	1.6	5	149						

Consolidation Report	12+	25-54	Revenue
Nassau	15.9 %	12.1 %	%
WADB-AM, WBBO-FM, WJLK-FM, WOBB-AM, WOBB-FM			
	15.9 %	12.1 %	%

AM Stations

WADB	1310	2.5 kw/1 kw (DA-2)	Standards	Westwd	Katz	Nassau	
WOBB	1160	5 kw/8.9 kw (DA-2)	Standards	Westwd	Katz	Nassau	Lakewood

FM Stations

WBBO	98.5	6 kw @ 328	CHR		Katz	Nassau	Ocean Acres
WHTG	106.3	3.9 kw @ 233	AOR		Allied		Eatontown
WJLK	94.3	3 kw @ 328	AC	Westwd	Katz	Nassau	Asbury Park
WJRZ	100.1	1.6 kw @ 450	AC/CHR	AP, JRN	Christal		Manahawkin
WOBB	92.7	1.4 kw @ 485	AC		Katz	Nassau	Lakewood
WRAT	95.9	4 kw @ 240	AOR		Katz	New Jersey	Pt. Pleasant
WWZY	107.1	2.3 kw @ 371	Country		--	Big City	Long Branch

Notes: Other ranked stations - See New York, or in the Spring 1999 Small Market edition, Trenton, NJ . . . The market's Total and Metro survey areas are the same . . . No revenue data are available

MONTEREY-SALINAS-SANTA CRUZ

Arbitron Rank: 77 Pop (12+): 517,600	Stations: 39 / 24	Last Year's Revenue: \$16,600,000
MSA Rank: 130-Sal.-Mont.; 177-Sta. Cruz	Diaries: 1,709 / 303:1 / 51.3%	Household Income: \$52,224
MSA Pop: 636,000	Sample Target: 1,650	Total Retail Sales: \$5.2 Bil.
DMA: 119	% Below Line: 21.1	#1 Biller: KTOM-F \$2,150,000
Average Persons Rating: 15.8	% Not Listed: 13.3	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 21,587	Clear Channel \$6,100,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KDON-F	60 / 7.3	9.7	10.1	9.4	8.8	9.1	1116 / 21.5	21.3	23.9	66 / 1225	C	KDON-F
2	KTOM-F	48 / 5.9	5.7	5.2	7.0	4.9	5.9	622 / 12.0	10.8	11.4	55 / 765	D	KTOM-F
3	KWAV-F	46 / 5.6	3.7	3.9	4.2	4.2	4.4	602 / 11.6	10.0	10.9	48 / 653	C	KWAV-F
4	KLOK-F	39 / 4.8	2.7	5.0	4.8	4.3	4.3	401 / 7.7	7.7	8.6	39 / 401	C	KLOK-F
4	KGO	39 / 4.8	6.4	8.5	6.2	6.1	6.5	637 / 12.3	18.3	16.0	45 / 710		KGO
6	KBTU-F	37 / 4.5	2.0	1.8	1.8	2.7	2.5	581 / 11.2	4.4	5.3	37 / 602	A	KBTU-F
7	KCDU-FF	31 / 3.8	3.8	3.3	4.3	5.1	3.8	694 / 13.4	12.7	15.8	34 / 779	A	KCDU-FF
7	KBOQ-F	31 / 3.8	3.9	3.5	3.5	4.7	3.7	504 / 9.7	9.8	11.3	31 / 504	B	KBOQ-F
9	KZOL-FF	30 / 3.7	3.3	4.1	2.0	2.2	3.3	472 / 9.1	6.1	5.7	33 / 513	B+	KZOL-FF
10	KOCN-F	29 / 3.5	4.1	4.3	4.0	4.5	4.0	544 / 10.5	11.1	13.1	29 / 557	C	KOCN-F
11	KIDD	28 / 3.4	4.2	2.4	3.3	2.9	3.3	274 / 5.3	5.7	6.8	31 / 320	A	KIDD
12	KRAY-F	26 / 3.2	3.6	3.8	2.6	3.3	3.3	416 / 8.0	7.3	8.0	26 / 430	B*	KRAY-F
12	KPIG-F	26 / 3.2	5.0	4.4	3.8	4.1	4.1	345 / 6.7	9.5	9.2	27 / 360	B	KPIG-F
14	KSEA-F	25 / 3.0	1.0	1.1	1.1	1.6	1.6	286 / 5.5	2.6	2.6	26 / 292		KSEA-F
15	KRQC-F	22 / 2.7	2.7	2.3	3.0	2.4	2.7	470 / 9.1	7.0	7.6	22 / 475	B	KRQC-F
16	KMBY-F	21 / 2.8	2.2	1.7	2.3	2.0	2.2	318 / 6.1	5.6	6.5	23 / 327	A	KMBY-F
17	KTGE	18 / 2.2	0.6	1.9	1.1	2.7	1.5	210 / 4.1	3.5	5.0	18 / 210	B^	KTGE
18	KSCO	16 / 2.0	2.7	2.9	2.1	3.7	2.4	247 / 4.8	7.5	9.4	16 / 255	B	KSCO
18	KCBS	16 / 2.0	1.5	1.8	1.6	1.6	1.7	333 / 6.4	6.5	7.5	20 / 406		KCBS
18	KNBR	16 / 2.0	1.7	2.1	2.1	2.7	2.0	285 / 5.5	6.6	8.1	21 / 315		KNBR

12+ FM Share (Metro): 77.92% (554 of 711) (Spring 98: 72.85%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KDON-F >>>	1 KDON-F	1 KDON-F <	1 KLOK-F	1 KWAV-F <	1 KGO	1 KDON-F	1 KWAV-F <	1 KDON-F	1 KDON-F >	1 KDON-F
2 KCDU-FF	2 KBTU-F <	2 KLOK-F <	1 KWAV-F	2 KTOM-F <	2 KTOM-F <	2 KWAV-F <	2 KTOM-F	2 KTOM-F	2 KBTU-F	2 KTOM-F >
2 KRAY-F	3 KLOK-F	3 KWAV-F <	3 KTOM-F <	3 KLOK-F	3 KWAV-F <	3 KGO <	3 KDON-F	3 KWAV-F <	3 KWAV-F	3 KLOK-F <
4 KBTU-F	4 KWAV-F <	4 KBTU-F <	4 KBTU-F	4 KPIG-F <	4 KBOQ-F <	4 KLOK-F	4 KBTU-F <	4 KLOK-F <	3 KBOQ-F <	4 KZOL-FF <
	5 KZOL-FF	5 KTOM-F	4 KDON-F	5 KBTU-F	5 KIDD	5 KZOL-FF <	5 KGO <	5 KBTU-F	5 KTOM-F <	5 KGO <
	5 KCDU-FF <	6 KCDU-FF	6 KPIG-F <	5 KDON-F	6 KOCN-F <	6 KRQC-F <	6 KCDU-FF	6 KCDU-FF <	6 KGO	6 KIDD
	7 KRAY-F	7 KZOL-FF <	7 KRQC-F	7 KOCN-F <	7 KPIG-F	7 KTOM-F	7 KBOQ-F <	7 KOCN-F <	7 KLOK-F	6 KWAV-F <
	7 KTOM-F	8 KSEA-F	7 KCDU-FF	8 KZOL-FF	8 KLOK-F	8 KBTU-F	8 KLOK-F <	8 KGO <	8 KGO <	8 KBTU-F
	7 KMBY-F <	8 KRQC-F <	9 KOCN-F	8 KCDU-FF	9 KCBS	9 KSEA-F <	9 KIDD <	9 KBOQ-F	8 KPIG-F	8 KPIG-F
	10 KSEA-F		8 KRQC-F				10 KOCN-F	10 KIDD <	8 KBOQ-F <	8 KBOQ-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	12+ Ovrite
1 KDON-F	1 KWAV-F	1 KWAV-F >	1 KWAV-F >	1 KWAV-F >	1 KDON-F	1 KLOK-F <	1 KLOK-F	1 KLOK-F >	1 KLOK-F	1 KGO >>
2 KTOM-F	2 KBTU-F <	2 KBTU-F >	2 KDON-F <	2 KTOM-F	2 KLOK-F	2 KMBY-F	2 KMBY-F	2 KDON-F	2 KPIG-F	2 KPIG-F
2 KBTU-F	3 KDON-F	3 KCDU-FF	3 KBTU-F	2 KBTU-F <	3 KZOL-FF	2 KDON-F	3 KRAY-F	3 KPIG-F <	3 KTOM-F	2 KBTU-F
4 KWAV-F	4 KCDU-FF	3 KDON-F	4 KTOM-F	4 KDON-F	3 KMBY-F	4 KZOL-FF	3 KSEA-F	4 KZOL-FF	4 KRQC-F <	2 KDON-F
4 KCDU-FF >	4 KTOM-F >	5 KZOL-FF	5 KCDU-FF >	5 KBOQ-F	5 KBTU-F	4 KSEA-F	5 KZOL-FF	4 KMBY-F	5 KOCN-F	
6 KRAY-F >	6 KRAY-F	5 KLOK-F	6 KLOK-F	6 KCDU-FF	5 KSEA-F >	6 KRAY-F	5 KRQC-F	4 KSEA-F <	5 KSEA-F	
	6 KZOL-FF	5 KTOM-F	6 KBOQ-F	7 KLOK-F		7 KCDU-FF	5 KDON-F	7 KRQC-F	7 KZOL-FF	
	8 KLOK-F			7 KGO		7 KRQC-F		7 KTOM-F	7 KMBY-F	
				7 KOCN-F		7 KBTU-F		9 KCDU-FF	9 KDON-F	
				7 KZOL-FF				9 KBTU-F	9 KCDU-FF <	

Consolidation Report	12+	25-54	Revenue
Clear Channel	21.1 %	19.7 %	36.7 %
KDON-FM, KOCN-FM, KRQC-FM, KTOM-FM, KTXM-AM			
EXCL	6.0 %	7.2 %	6.6 %
KLOK-FM, KVRG-AM, KVRG-FM			
New Wave	14.0 %	16.2 %	10.3 %
KBTU-FM, KCDU-FM, KHIP-FM, KMBY-FM, KPIG-FM			
Z-Spanish	7.2 %	7.2 %	10.6 %
KCTY-AM, KLXM-FM, KRAY-FM, KTGE-AM, KZSL-FM			
	48.3 %	50.3 %	64.2 %

MONTEREY-SALINAS-SANTA CRUZ

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
KCTY	SP	980	Salinas	0.5	0.8	4	40	AC	0 (0)	86 (5)	86 (5)	12.1 %	11.5 %
KISE-F	CL AOR	103.9	Seaside	0.6	3.1	5	161	AOR/Classic/NR	0 (0)	92 (6)	92 (6)	12.9 %	11.2 %
KKMC	REL	880	King City	0.5	1.3	4	70	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
KLXM-F	SP-C	97.9	Salinas	0.7	2.4	6	123	CHR	0 (0)	97 (2)	97 (2)	13.6 %	10.1 %
KRML	J	1410	Carmel	0.4	0.7	3	37	Classical	0 (0)	31 (1)	31 (1)	4.4 %	5.4 %
KVRG-F	SP-C	107.1	Seaside	1.2	3.4	10	176	Country	0 (0)	51 (2)	51 (2)	7.2 %	5.7 %
KZSL-F	SP-VA	93.9	King City	0.6	2.1	7	115	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
KARA-F	AC	105.7	Santa Clara	0.7	1.9	6	98	Hispanic	31 (4)	155 (9)	186 (13)	26.2 %	21.5 %
KBAY-F	SAC	94.5	Gilroy	1.6	6.3	17	411	Jazz	3 (1)	0 (0)	3 (1)	0.4 %	3.0 %
KBRG-F	SP-C	100.3	San Jose	1.8	3.8	15	216	News/Talk	75 (4)	0 (0)	75 (4)	10.5 %	14.5 %
KEZR-F	AC/CHR	106.5	San Jose	0.5	2.9	4	150	Oldies	0 (0)	29 (1)	29 (1)	4.1 %	7.9 %
KLOK	SP-R	1170	San Jose	0.4	1.5	3	77	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KMPG	SP-R	1520	Hollister	0.7	1.0	7	57	Religion/Gospel	4 (1)	0 (0)	4 (1)	0.6 %	0.6 %
KRTY-F	C	95.3	Los Gatos	0.4	1.3	3	85	Soft AC	0 (0)	13 (1)	13 (1)	1.8 %	1.8 %
KSFO	T	560	San Francisco	0.5	1.4	5	94	Sports	16 (1)	0 (0)	16 (1)	2.3 %	3.0 %
KSJO-F	AOR	92.3	San Jose	1.3	3.3	20	220	Standards/EZ	28 (1)	0 (0)	28 (1)	3.9 %	3.3 %
KUFX-F	CL AOR	98.5	San Jose	0.9	3.0	8	193	Totals	157 (12)	554 (27)	711 (39)		

AM Stations

KIDD	630	1 kw (DA-2)	Standards	Westwd, 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-Regional		\$<20.00	Lotus	Z-Spanish

FM Stations

KBOQ	95.5	1.7 kw @ 630	Classical	\$30.00	Mc-Guild		Carmel
KBTU	101.7	2.4 kw @ 528	Dance CHR	\$<20.00	Mc-Guild	New Wave	Carmel
KCDU	93.5	0.11 kw @ 2296	Modern AC	\$ NA	Mc-Guild	New Wave	Hollister
KDON	102.5	18.5 kw @ 2270	CHR	\$40.00	Clr Chnl	Clear Channel	
KHIP	93.7	0.028 kw @ 1260	See KCDU-F				Felton
KLOK	99.5	30 kw @ 640	Hispanic-Regional	\$<20.00	Caballero	EXCL	Greenfield
KMBY	104.3	6 kw @ 328	AOR	\$<20.00	Mc-Guild	New Wave	Gonzales
KOCN	105.1	1.8 kw @ 600	Oldies	Westwd \$31.00	Clr Chnl	Clear Channel	Pacific Grove
KPIG	107.5	2.85 kw @ 335	Progressive AOR	\$27.00	Mc-Guild	New Wave	Freedom
KRAY	103.5	2.5 kw @ 512	Hispanic-Regional	\$<20.00	Lotus	Z-Spanish	
KRQC	92.7	6.9 kw @ 620	AOR	\$21.00	Christal	Clear Channel	Marina
KSEA	107.9	0.87 @ 1637	Hispanic-Regional	\$ NA	---		Greenfield
KTOM	100.7	1.4 kw @ 2385	Country	ABC \$51.00	Katz	Clear Channel	
KWAV	96.9	18 kw @ 2450	AC	AP \$47.00	D&R	Buckley	

Notes: Other ranked stations -- See San Francisco . . . * KRAY-F revenue level includes KCTY and KLXM-F revenue; + KZOL-F revenue level represents only revenue derived from Monterey-Salinas-Santa Cruz . . . 1/99 KLFA-F changed calls to KZSL-F; remains Hispanic . . . 3/99 KXDC-F changed from Smooth Jazz to Dance CHR (CHR/U) as KBTU-F ("The Beat of the Bay")

MONTGOMERY

Arbitron Rank: 141 Pop (12+): 266,500	Stations: 18 / 16	Last Year's Revenue: \$14,100,000
MSA Rank: 152	Diaries: 1,042 / 258:1 / 48.9%	Household Income: \$37,828
MSA Pop: 326,000	Sample Target: 980	Total Retail Sales: \$3.2 Bil.
DMA: 113	% Below Line: 2.4	#1 Biller: WLWI-F \$3,800,000
Average Persons Rating: 15.5	% Not Listed: 14.3	#1 Billing Portfolio:
Market TSL In Hours: 20.50	Pop per Station: 16,656	Cumulus \$6,890,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	WZHT-F	B	58 / 14.0	13.8	16.0	17.2	712 / 26.7	26.7	28.8	118 / 1368	D	WZHT-F
2	WLWI-F	C	54 / 13.1	13.1	11.7	13.8	692 / 26.0	26.8	23.5	82 / 1088	E	WLWI-F
3	WJWZ-F	B	34 / 8.2	9.0	9.1		499 / 18.7	19.4	17.1	36 / 555	A	WJWZ-F
4	WMCZ-F	B/AC	24 / 5.8	6.3	6.6	6.1	338 / 12.7	12.9	13.8	31 / 367	C	WMCZ-F
4	WHHY-F	CHR	24 / 5.8	3.1	2.3	4.1	432 / 16.2	12.7	8.5	32 / 700	A	WHHY-F
6	WMXS-F	AC	22 / 5.3	5.3	4.3	4.1	398 / 14.9	13.3	14.1	38 / 720	C	WMXS-F
6	WBAM-F	CHR	22 / 5.3	7.5	6.9	7.5	473 / 17.8	18.0	18.6	29 / 720	C	WBAM-F
8	WQLD-F	O	19 / 4.6	4.8	6.9	4.3	320 / 12.0	12.5	16.4	28 / 586	A	WQLD-F
9	WXFX-F	AOR	16 / 3.9	4.4	4.1	5.4	332 / 12.5	12.5	11.7	30 / 491	C	WXFX-F
9	WACV	T	16 / 3.9	4.6	3.0	5.4	254 / 9.5	8.9	7.8	19 / 294	B	WACV
11	WMSP	SPRTS	13 / 3.1	1.7	1.4	1.4	177 / 6.6	6.2	5.4	14 / 207	A	WMSP
12	WXVI	B/G	12 / 2.9	4.4	3.0	2.7	171 / 6.4	6.7	5.3	12 / 180	A	WXVI
13	WNZZ	ST	11 / 2.7	1.7	2.5	2.3	177 / 6.7	4.6	5.7	13 / 202	A	WNZZ

12+ FM Share (Metro): 82.20% (291 of 354) (Spring 98: 85.07%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJWZ-F >	1 WZHT-F >	1 WZHT-F	1 WLWI-F <	1 WLWI-F	1 WLWI-F >	1 WLWI-F	1 WLWI-F	1 WLWI-F	1 WZHT-F >	1 WZHT-F >
2 WZHT-F	2 WJWZ-F <	2 WLWI-F >	2 WZHT-F >	2 WZHT-F >	2 WZHT-F	2 WZHT-F	2 WZHT-F >	2 WZHT-F >	2 WJWZ-F >	2 WLWI-F >
3 WHHY-F >>	3 WLWI-F	3 WMCZ-F	3 WMCZ-F	3 WMCZ-F	3 WQLD-F	3 WMCZ-F	3 WACV <	3 WJWZ-F	3 WLWI-F	3 WJWZ-F >
	4 WHHY-F	4 WJWZ-F <	4 WMXS-F	4 WMXS-F	4 WMCZ-F	4 WJWZ-F <	4 WHHY-F	4 WHHY-F	4 WMXS-F <	4 WMXS-F <
	5 WBAM-F	5 WMXS-F	5 WBAM-F	4 WQLD-F	4 WACV	5 WXFX-F	5 WJWZ-F	5 WBAM-F <	5 WHHY-F	5 WQLD-F <
	6 WMXS-F	5 WBAM-F	5 WXFX-F	6 WBAM-F	6 WMXS-F	6 WMXS-F	6 WMCZ-F <	6 WMCZ-F <	5 WMCZ-F <	6 WBAM-F <
		7 WXFX-F <	7 WHHY-F	6 WXFX-F	7 WXFX-F	6 WBAM-F <	7 WBAM-F	7 WMSP <	7 WBAM-F	7 WHHY-F
		8 WHHY-F	7 WQLD-F	8 WHHY-F	7 WNZZ >	8 WHHY-F	8 WMXS-F	8 WMXS-F		
			7 WJWZ-F >	8 WJWZ-F	9 WMSP	9 WQLD-F <	8 WQLD-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	12+ Ovrnite
1 WZHT-F >>>	1 WZHT-F >>	1 WZHT-F	1 WZHT-F >	1 WZHT-F <	1 WZHT-F	1 WZHT-F	1 WZHT-F	1 WZHT-F	1 WLWI-F	1 WLWI-F <
2 WJWZ-F >	2 WHHY-F	1 WHHY-F	2 WLWI-F <	2 WLWI-F	2 WJWZ-F >>	2 WLWI-F	1 WLWI-F >	1 WLWI-F >	2 WZHT-F	2 WZHT-F >
3 WBAM-F	2 WJWZ-F	1 WMCZ-F	3 WMCZ-F	3 WMCZ-F	3 WBAM-F	3 WJWZ-F >	3 WJWZ-F >	3 WXFX-F	3 WQLD-F	3 WJWZ-F
3 WHHY-F	4 WBAM-F	4 WMXS-F	4 WMXS-F	4 WMXS-F	3 WHHY-F	4 WBAM-F	4 WMXS-F	3 WJWZ-F	4 WXFX-F	3 WHHY-F
3 WLWI-F >>	4 WMCZ-F	4 WBAM-F	5 WBAM-F	5 WBAM-F	3 WXFX-F	5 WMXS-F	4 WBAM-F	5 WBAM-F	5 WMXS-F	5 WMCZ-F
	4 WLWI-F	4 WJWZ-F	6 WHHY-F	6 WQLD-F	3 WLWI-F >>	5 WHHY-F	4 WHHY-F	6 WQLD-F	5 WBAM-F	
	7 WMXS-F >>	4 WLWI-F >	6 WJWZ-F >	7 WXVI		5 WXFX-F	4 WMCZ-F >	6 WMCZ-F	5 WJWZ-F	
				7 WQKS-F		5 WMCZ-F			5 WMCZ-F	
				7 WHHY-F					5 WMSP	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAPZ	G	1250	Wetumpka	1.7	3.2	7	91	WKXN-F	B	95.9	Greenville	1.9	6.4	34	314
WMBY	REL	800	Montgomery	1.0	2.4	4	74	WTGZ-F	AOR-NR	95.9	Tuskegee	0.5	3.3	8	287
WQKS-F	B/AC	96.1	Montgomery	1.9	8.0	8	233								

MONTGOMERY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	24.4 %	27.2 %	30.5 %	AC	0 (0)	22 (1)	22 (1)	6.2 %	8.5 %
WMCZ-FM, WQLD-FM, WZHT-FM				AOR/Classic/NR	0 (0)	18 (2)	18 (2)	5.1 %	5.9 %
Cumulus	33.9 %	35.7 %	48.9 %	Black/Urban	0 (0)	132 (5)	132 (5)	37.3 %	37.9 %
WHYY-AM, WHYY-FM, WLWI-FM, WMSP-AM, WMXS-FM, WNZZ-AM, WAFX-FM				CHR	0 (0)	46 (2)	46 (2)	13.0 %	8.0 %
	58.3 %	62.9 %	79.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	54 (1)	54 (1)	15.3 %	16.3 %
				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 (1)	0 (0)	16 (1)	4.5 %	3.5 %
				Oldies	0 (0)	19 (1)	19 (1)	5.4 %	8.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	23 (3)	0 (0)	23 (3)	6.5 %	6.9 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	13 (1)	0 (0)	13 (1)	3.7 %	1.6 %
				Standards/EZ	11 (1)	0 (0)	11 (1)	3.1 %	2.9 %
				Totals	63 (6)	291 (12)	354 (18)		

AM Stations

Station	Freq	Power	Format	Network	Contract	Advertiser	Agency
WACV	1170	10 kw/1 kw (DA-2)	Talk	CBS	\$<20.00	Christal	WQKS-F
WMSP	740	10 kw/0.173 kw (DA-2)	Sports	Westwd, 1/1	\$<20.00	Katz	Cumulus
WNZZ	950	1 kw/0.044 kw	Standards	CNN	\$ NA	Katz	Cumulus
WXVI	1600	5 kw/1 kw (DA-2)	Black Gospel	ABC, AURN	\$<20.00	Williams	

FM Stations

Station	Freq	Power	Format	Network	Contract	Advertiser	Agency
WBAM	98.9	9.9 kw @ 1096	CHR	ABC	\$21.00	Christal	
WHYY	101.9	100 kw @ 1096	CHR		\$23.00	Eastman	Cumulus
WJWZ	97.9	3 kw @ 328	Black		\$ NA	Christal	Wetumpka
WLWI	92.3	100 kw @ 1096	Country		\$78.00	Katz	Cumulus
WMCZ	97.1	3 kw @ 328	Black AC	ABC	\$21.00	Sentry	AMFM Millbrook
WMXS	103.3	100 kw @ 1096	AC		\$27.00	Katz	Cumulus
WQLD	104.3	13.5 kw @ 1830	Oldies		\$ NA	Sentry	AMFM Luverne
WAFX	95.1	50 kw @ 492	AOR		\$25.00	Eastman	Cumulus Prattville
WZHT	105.7	100 kw @ 1830	Black	ABC	\$49.00	Mc-Guild	AMFM Troy

Notes: WBAM-F and WJWZ-F are LMA'd (by separate owners) to WACV/WQKS-F . . . 4/99 WRWO-F changed from AC to Black AC as WQKS-F ("Kiss 96.1")

NASHVILLE

Arbitron Rank: 44 Pop (12+): 965,700	Stations: 31 / 31	Last Year's Revenue: \$63,200,000
MSA Rank: 48	Diaries: 1,541 / 627:1 / 50.9%	Household Income: \$47,244
MSA Pop: 1,170,000	Sample Target: 1,430	Total Retail Sales: \$12.9 Bil.
DMA: 30	% Below Line: 0.0	#1 Biller: WSIX-F \$13,100,000
Average Persons Rating: 15.9	% Not Listed: 14.0	#1 Billing Portfolio: AMFM \$25,200,000
Market TSL in Hours: 21.00	Pop per Station: 31,152	

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spq 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	WNRQ-F	138 / 9.0	7.8	8.2	7.6	9.5	8.1	1753 / 18.2	18.5	19.6	247 / 3065	E	WNRQ-F
2	WSIX-F	137 / 8.9	8.7	8.1	12.3	10.2	9.5	1860 / 19.3	20.1	22.8	183 / 2573	I	WSIX-F
3	WQKQ-F	119 / 7.7	8.5	9.8	10.2	9.1	9.1	1497 / 15.5	16.1	16.1	125 / 1673	G	WQKQ-F
4	WSM-F	100 / 6.5	6.9	8.5	8.2	7.6	7.5	1636 / 16.9	17.6	16.3	152 / 2541	H	WSM-F
5	WRVW-F	91 / 5.9	6.4	5.7	4.5	4.9	5.6	1808 / 18.7	17.9	18.5	154 / 3014	F	WRVW-F
6	WRMX-F	88 / 5.7	6.3	4.7	6.5	5.1	5.8	1331 / 13.8	15.0	14.6	126 / 2005	E	WRMX-F
7	WJXA-F	83 / 5.4	6.5	5.4	6.0	5.3	5.8	1142 / 11.8	10.6	13.4	128 / 1563	G	WJXA-F
8	WZPC-F	62 / 4.0	1.0	1.3	1.1	1.1	1.9	1173 / 12.1	6.0	3.8	85 / 1712	A	WZPC-F
9	WKDF-F	55 / 3.6	3.9	3.4	4.2	4.0	3.8	1125 / 11.7	12.6	13.2	87 / 1786	F	WKDF-F
10	WWTN-F	49 / 3.2	4.8	4.8	4.1	3.2	4.2	1080 / 11.2	12.5	11.1	83 / 1637	F	WWTN-F
11	WQZQ-F	46 / 3.0	2.7	2.4	2.6	2.8	2.7	1053 / 10.9	10.1	10.8	86 / 2023	B	WQZQ-F
12	WSM	41 / 2.7	2.9	3.7	2.8	3.4	3.0	709 / 7.3	8.2	7.6	66 / 1198	D	WSM
12	WVOL	41 / 2.7	2.2	1.8	1.9	1.0	2.1	336 / 3.5	4.5	3.3	42 / 349	A	WVOL
14	WNPL-F	40 / 2.6	2.7	0.9	0.7	0.8	1.7	594 / 6.2	4.5	3.4	43 / 686		WNPL-F
15	WLAC	39 / 2.5	3.9	4.5	3.4	3.2	3.6	729 / 7.6	11.6	7.7	46 / 897	D	WLAC
16	WGFX-F	38 / 2.5	3.3	3.6	3.6	4.3	3.2	1084 / 11.2	14.1	13.6	46 / 1366	F	WGFX-F
17	WJZC-F	36 / 2.3	1.8	3.3	2.9	3.4	2.6	696 / 7.2	7.7	7.4	48 / 992	C	WJZC-F
18	WRLT-FF	24 / 1.6	1.6	0.9	1.3	0.9	1.3	463 / 4.8	4.1	4.9	26 / 481	C	WRLT-FF
19	WMDB	15 / 1.0	0.7	1.3	1.3	2.6	1.1	170 / 1.8	2.7	2.5	15 / 186		WMDB
19	WAMB	15 / 1.0	0.7	1.0	0.4	1.2	0.8	172 / 1.8	2.5	2.3	16 / 189		WAMB

12+ FM Share (Metro): 86.08% (1138 of 1322) (Spring 98: 85.40%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQKQ-F >>	1 WNRQ-F >	1 WNRQ-F >	1 WNRQ-F >	1 WNRQ-F	1 WSIX-F	1 WSIX-F >	1 WSIX-F <	1 WNRQ-F	1 WQKQ-F >	1 WQKQ-F <
2 WRVW-F <	2 WQKQ-F <	2 WSIX-F <	2 WSIX-F <	2 WSIX-F	2 WRMX-F <	2 WNRQ-F	2 WNRQ-F <	2 WSM-F <	2 WNRQ-F >	2 WNRQ-F
3 WNRQ-F	3 WSIX-F	3 WQKQ-F <	3 WQKQ-F	3 WJXA-F	3 WSM-F	3 WQKQ-F	3 WJXA-F	3 WQKQ-F <	3 WZPC-F	3 WSM-F <
3 WQZQ-F	3 WRVW-F	4 WRVW-F	3 WRVW-F <	4 WRMX-F	4 WJXA-F	4 WRMX-F <	4 WRMX-F <	4 WSIX-F	3 WRVW-F <	4 WSIX-F <
5 WZPC-F	5 WJXA-F	5 WJXA-F	4 WQKQ-F	5 WNRQ-F	5 WSM-F <	5 WSM-F <	5 WSM-F <	5 WRVW-F <	5 WQZQ-F <	5 WRVW-F
6 WSM-F <	6 WSM-F <	6 WSM-F	4 WSM-F <	6 WSM	6 WRVW-F <	6 WRVW-F <	6 WRVW-F	6 WRMX-F <	6 WSM-F	6 WRMX-F
7 WJXA-F <	7 WZPC-F	7 WRMX-F	7 WRVW-F >	7 WQKQ-F <	7 WJXA-F	7 WQKQ-F <	7 WJXA-F	7 WQKQ-F <	7 WJXA-F	7 WSIX-F
8 WKDF-F <	8 WRMX-F	8 WWTN-F <	8 WWTN-F <	8 WWTN-F <	8 WZPC-F	8 WLAC	8 WLAC	8 WWTN-F	7 WJXA-F	8 WVOL
9 WQZQ-F >	9 WWTN-F <	9 WZPC-F	9 WZPC-F	9 WLAC <	9 WSM	9 WKDF-F	9 WKDF-F	8 WZPC-F	9 WNPL-F <	8 WKDF-F <
	10 WKDF-F		10 WNPL-F <	10 WJZC-F <	9 WKDF-F	9 WZPC-F	9 WZPC-F	10 WWTN-F <	10 WQZQ-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	12+ Ovrnite
1 WSIX-F	1 WSIX-F <	1 WRVW-F	1 WSIX-F	1 WSIX-F	1 WNRQ-F >	1 WNRQ-F >>	1 WNRQ-F >>	1 WNRQ-F >>	1 WNRQ-F >>	1 WQKQ-F
2 WQKQ-F <	2 WRVW-F <	2 WQKQ-F	2 WJXA-F	2 WJXA-F	2 WQKQ-F	2 WQKQ-F <	2 WZPC-F	2 WQKQ-F	2 WWTN-F <	2 WNRQ-F
3 WQZQ-F	3 WQKQ-F <	2 WSIX-F	3 WRVW-F <	3 WSM-F <	3 WZPC-F	3 WZPC-F	2 WRVW-F	3 WZPC-F <	3 WQKQ-F <	3 WSIX-F
3 WRVW-F	4 WNRQ-F	2 WNRQ-F	4 WQKQ-F	4 WRVW-F <	3 WSIX-F >	4 WRVW-F	4 WQKQ-F	4 WWTN-F	4 WRMX-F <	4 WRVW-F
5 WNRQ-F	5 WJXA-F	5 WJXA-F	5 WSM-F	5 WQKQ-F	5 WRVW-F >	5 WSIX-F	4 WWTN-F	5 WRVW-F <	5 WSIX-F <	4 WWTN-F
6 WJXA-F	6 WSM-F <	6 WKDF-F	5 WNRQ-F >	5 WRMX-F	6 WWTN-F <	6 WWTN-F <	6 WRLT-FF	6 WSIX-F	6 WRVW-F	4 WSM-F <
	7 WZPC-F	7 WSM-F	7 WRMX-F	7 WNRQ-F	7 WKDF-F <	7 WKDF-F <		7 WKDF-F	6 WZPC-F	
	7 WQZQ-F <		8 WVOL	8 WVOL <	8 WSM-F			7 WSM-F <	8 WSM-F	
			8 WNPL-F	9 WNPL-F				9 WRMX-F	9 WJXA-F <	
			8 WZPC-F <	10 WJZC-F				10 WRLT-FF <	10 WKDF-F	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume		
WANT-AF	C	98.9	Lebanon	0.7	2.2	13	256
WBOZ-FF	G	104.9	Woodbury	0.7	2.0	44	620
WDBL-F	VA	94.3	Springfield	0.3	0.8	6	116
WGNS	N/T	1450	Murfreesboro	0.8	1.4	12	147
WNQM	REL	1300	Nashville	0.8	1.1	14	111
WNSR	SPRTS	560	Brentwood	0.3	1.0	5	92
WYYB-F	VA	93.7	Dickson	0.6	0.8	9	89

NASHVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	28.6 %	29.8 %	39.9 %	AC	0 (0)	0 (0)	0 (0)	0.0 %	1.0 %
WJZC-FM, WLAC-AM, WNRQ-FM, WRVW-FM, WSIX-FM				AOR/Classic/NR	0 (0)	224 (4)	224 (4)	16.9 %	21.7 %
Cromwell	7.0 %	5.8 %	1.9 %	Black/Urban	15 (1)	197 (3)	212 (4)	16.0 %	14.8 %
WQZQ-FM, WZPC-FM				CHR	0 (0)	137 (2)	137 (2)	10.4 %	9.0 %
Dick	6.1 %	6.4 %	13.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WGFX-FM, WKDF-FM				Country	3 (1)	299 (4)	302 (5)	22.8 %	22.0 %
Gaylord	12.4 %	11.8 %	21.4 %	Full Service	41 (1)	0 (0)	41 (1)	3.1 %	4.0 %
WSM-AM, WSM-FM, WWTN-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Midwestern	13.0 %	12.9 %	8.5 %	Jazz	0 (0)	36 (1)	36 (1)	2.7 %	3.9 %
WNPL-FM, WQKQ-FM, WVOL-AM				News/Talk	51 (2)	49 (1)	100 (3)	7.6 %	8.4 %
South Central	11.1 %	13.3 %	12.6 %	Oldies	0 (0)	88 (1)	88 (1)	6.7 %	6.0 %
WJXA-FM, WRMX-FM				Others/Unknown	0 (0)	14 (2)	14 (2)	1.1 %	0.4 %
	78.2 %	80.0 %	97.7 %	Religion/Gospel	54 (2)	11 (2)	65 (4)	4.9 %	1.4 %
				Soft AC	0 (0)	83 (1)	83 (1)	6.3 %	6.1 %
				Sports	5 (1)	0 (0)	5 (1)	0.4 %	0.0 %
				Standards/EZ	15 (1)	0 (0)	15 (1)	1.1 %	1.4 %
				Totals	184 (9)	1138 (21)	1322 (30)		

AM Stations

Station	Power	Frequency	Format	Source	Price	Advertiser	Agency	Location
WAMB	1160	50 kw/1 kw (DA-N)	Standards	Westwd	\$20.00	Roslin		Donelson
WLAC	1510	50 kw (DA-N)	Talk/Religion	CBS	\$45.00	Sentry	AMFM	
WMDB	880	2.5 kw (DA, Days)	Black		\$19.00	—		
WSM	650	50 kw	Country/Full Svc.	ABC	\$48.00	Christal	Gaylord	
WVOL	1470	5 kw/1 kw (DA-2)	Black Gospel	ABC	\$ NA	Allied	Midwestern	Berry Hill

FM Stations

Station	Power	Frequency	Format	Source	Price	Advertiser	Agency	Location
WGFX	104.5	49 kw @ 1312	Black Oldies	Source	\$84.00	Katz	Dick	
WJXA	92.9	100 kw @ 1053	Soft AC	UPI	\$79.00	Eastman	South Central	
WJZC	101.1	47 kw @ 1289	Jazz	Jones	\$47.00	Sentry	AMFM	Russellville, KY
WKDF	103.3	100 kw @ 1233	Country	ABC	\$83.00	Katz	Dick	
WNPL	106.7	1.1 kw @ 774	Black Oldies		\$ NA	Allied	Midwestern	Belle Meade
WNRQ	105.9	100 kw @ 1233	Classic AOR		\$80.00	Sentry	AMFM	
WQKQ	92.1	3 kw @ 463	Black	ABC	\$62.00	Allied	Midwestern	Hendersonville
WQZQ	102.5	100 kw @ 856	Dance CHR	ABC	\$ NA	—	Cromwell	Dickson
WRLG	94.1	3.9 kw @ 236	See WRLT-F					Smyrna
WRLT	100.1	0.2 kw @ 1181	Progressive AOR	AP	\$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	Sentry	AMFM	Lebanon
WSIX	97.9	100 kw @ 1145	Country		\$214.00	Mc-Guild	AMFM	
WSM	95.5	100 kw @ 1286	Country		\$160.00	Christal	Gaylord	
WWTN	99.7	100 kw @ 1296	Talk	ABC	\$33.00	Christal	Gaylord	Manchester
WZPC	102.9	100 kw @ 820	New Rock		\$ NA	—	Cromwell	Shelbyville

Notes: WGFX-F reclassified from Classic Hits to Black Oldies based on market visit, M Street classification and station self-description . . . 4/99 WKDF-F changed from New Rock to Country as "Music City 103.3" . . . 4/99 WZPC-F changed from Country to New Rock (AOR-NR) as "The Buzz" . . . 5/99 WHEW (1380; Franklin) sold for \$208,938

NASSAU-SUFFOLK (Long Island)

Arbitron Rank: 17 Pop (12+): 2,266,100	Stations: 42 / 15	Last Year's Revenue: \$41,900,000
MSA Rank: 16	Diaries: 3,235/ 700:1/ 48.0%	Household Income: \$75,454
MSA Pop: 2,670,000	Sample Target: 3,270	Total Retail Sales: \$30.5 Bil.
DMA: New York (#1)	% Below Line: NA	#1 Biller: WALK-AF \$14,000,000
Average Persons Rating: 16.3	% Not Listed: NA	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 151,073	AMFM (WALK-AF) \$14,000,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1 WALK-F	AC	223 / 6.0	5.3	5.8	5.8	5.5	5.7	2894 / 12.8	12.7	12.7	223 / 2894	I WALK-F
2 WBLI-F	AC/CHR	184 / 5.0	4.2	4.2	5.3	4.3	4.7	3384 / 14.9	13.3	12.6	184 / 3384	G WBLI-F
3 WBAB-FF	AOR	141 / 3.8	3.3	2.8	3.4	3.5	3.3	2319 / 10.2	9.5	10.1	141 / 2319	G WBAB-FF
4 WHLI-AA	ST	97 / 2.6	3.6	2.8	3.1	2.5	3.0	978 / 4.3	3.5	3.8	97 / 978	C WHLI-AA
5 WBZO-F	O	95 / 2.6	3.4	2.7	2.5	2.7	2.8	1961 / 8.7	8.0	8.2	95 / 1961	E WBZO-F
6 WKJY-F	AC	77 / 2.1	2.1	2.8	2.7	2.0	2.4	1395 / 6.2	6.9	5.2	77 / 1395	F WKJY-F
7 WMJC-F	C	57 / 1.5	1.7	1.6	2.0	1.6	1.7	948 / 4.2	3.7	4.3	57 / 948	C WMJC-F
8 WLIR-FF	AOR-NR	51 / 1.4	1.5	1.8	1.5	1.6	1.5	1513 / 6.7	8.2	7.1	51 / 1513	D WLIR-FF
9 WLUX	ST	33 / 0.9	1.5	1.9	1.3	1.2	1.4	570 / 2.5	3.5	2.5	33 / 570	WLUX
10 WXXP-F	CHR/U	32 / 0.9	0.4	0.9	0.4		0.6	583 / 2.6	2.8		32 / 583	WXXP-F
11 WRCN-F	CL HITS	31 / 0.8	0.7	0.7	0.7	1.0	0.7	629 / 2.8	2.5	2.9	31 / 629	C WRCN-F
12 WLNG-F	O	14 / 0.4	0.4		0.4	0.6		170 / 0.7		1.1	14 / 170	WLNG-F

12+ FM Share (Metro): NA

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
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 WBLI-F <
2 WBAB-FF	2 WBAB-FF	1 WBLI-F <	2 WBAB-FF <	2 WBAB-FF <	2 WHLI-AA	2 WBLI-F	2 WBAB-FF <	2 WBLI-F >	2 WALK-F	2 WALK-F >
2 WXXP-F	3 WALK-F >	3 WBAB-FF >	3 WBLI-F >	3 WBLI-F >	3 WBLI-F <	3 WBAB-FF >	3 WBLI-F >	3 WBAB-FF >	3 WBAB-FF	3 WHLI-AA
4 WALK-F	4 WLIR-FF	4 WBZO-F	4 WBZO-F	4 WBZO-F	4 WBZO-F <	4 WBZO-F <	4 WHLI-AA	4 WBZO-F	4 WBZO-F <	3 WBAB-FF
	5 WKJY-F <	5 WKJY-F	5 WKJY-F	5 WKJY-F	5 WBAB-FF		4 WBZO-F <	5 WKJY-F		5 WBZO-F >
	6 WXXP-F	6 WLIR-FF	6 WLIR-FF <	6 WMJC-F <	6 WKJY-F		6 WKJY-F >			
		7 WMJC-F	7 WLIR-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	12+ Ovrnite
1 WBLI-F	1 WBLI-F <	1 WALK-F <	1 WALK-F	1 WALK-F	1 WBLI-F >	1 WBAB-FF	1 WBAB-FF >>	1 WBAB-FF >	1 WBAB-FF >	1 WALK-F
2 WALK-F	2 WALK-F >>	2 WBLI-F >	2 WBLI-F >	2 WBLI-F >	2 WBAB-FF >>	2 WBLI-F >>	2 WBLI-F	2 WBLI-F	2 WALK-F <	2 WBAB-FF
3 WKJY-F	3 WBAB-FF	3 WBAB-FF >	3 WKJY-F	3 WKJY-F	3 WXXP-F	3 WALK-F <	3 WALK-F <	3 WALK-F	3 WBLI-F <	3 WLUX
3 WXXP-F	4 WKJY-F	4 WLIR-FF	4 WBAB-FF <	4 WBZO-F <	4 WALK-F	4 WLIR-FF >	4 WLIR-FF >>	4 WBZO-F	4 WBZO-F >	4 WBLI-F
5 WBZO-F	5 WLIR-FF	4 WKJY-F >	5 WBZO-F >	5 WBAB-FF >				5 WLIR-FF		
5 WLIR-FF	6 WXXP-F	6 WMJC-F	6 WLIR-FF	6 WMJC-F						
5 WBAB-FF >>			6 WMJC-F >							

NASSAU-SUFFOLK (Long Island)

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WABC	T	770	New York	3.6	9.3	132	2097
WAXQ-F	CL AOR	104.3	New York	2.2	6.8	80	1532
WBBR	BIZ	1130	New York	0.5	1.9	17	427
WBLS-F	B/AC	107.5	New York	1.7	5.8	63	1320
WCBS	N	880	New York	4.1	14.8	153	3344
WCBS-F	O	101.1	New York	3.8	11.4	142	2578
WEVD	T	1050	New York	0.3	1.3	12	304
WEZN-F	SAC	99.9	Bridgeport, CT	1.0	4.6	37	1038
WFAN	SPRTS	660	New York	4.2	11.8	157	2665
WHTZ-F	CHR	100.3	Newark, NJ	5.6	19.2	207	4355
WINTZ	N	1010	New York	2.3	11.8	86	2666
WKTU-F	CHR/U	103.5	Lake Success	3.1	13.2	116	2987
WLTW-F	SAC	106.7	New York	3.6	9.8	132	2211
WNEW-F	AOR	102.7	New York	2.0	7.4	75	1678
WOR	T	710	New York	2.8	6.3	102	1419
WPAT-F	SP-C	93.1	Paterson, NJ	0.9	2.3	32	532
WPLJ-F	CHR/AC	95.5	New York	3.0	12.0	110	2717
WPLR-F	AOR	99.1	New Haven, CT	0.5	1.4	17	320
WQCD-F	J	101.9	New York	2.3	7.0	85	1594
WQHT-F	U/CHR	97.1	New York	3.0	9.6	111	2182
WQXR-F	CL	96.3	New York	2.0	5.5	74	1250
WRKS-F	B/AC	98.7	New York	1.5	4.2	55	947
WSKQ-F	SP-TP	97.9	New York	1.1	2.7	40	606
WTJM-F	B/O	105.1	New York	1.9	6.7	71	1517
WXRK-F	T/NR	92.3	New York	5.2	14.0	191	3171
WYNY-F	C	107.1	Briarcliff Manor	0.5	2.4	20	553

Consolidation Report	12+	25-54	Revenue
Barnstable	9.6 %	10.0 %	27.9 %
WBZO-FM, WGSM-AM, WHLI-AM, WKJY-FM, WMJC-FM, WRCN-FM			
Cox	8.8 %	10.8 %	25.1 %
WBAB-FM, WBLI-FM, WHFM-FM			
Jarad	2.3 %	2.6 %	6.7 %
WDRE-FM, WLIR-FM, WXXP-FM			
	20.7 %	23.4 %	59.7 %

AM Stations

WGSM	740	25 kw/0.043 kw (DA-2)	See WHLI				Huntington
WHLI	1100	10 kw (Days, DA)	Standards	\$35.00	D&R	Barnstable	Hempstead
WLUX	540	0.25 kw/0.204 kw	Standards	Jones	\$ NA	—	Islip

FM Stations

WALK	97.5	39 kw @ 554	AC	AMFM	\$228.00	Katz	AMFM	Patchogue
WBAB	102.3	6 kw @ 268	AOR	ABC, Westwd	\$115.00	Katz	Cox Radio	Babylon
WBLI	106.1	48.5 kw @ 499	AC/CHR		\$110.00	Christal	Cox Radio	Patchogue
WBZO	103.1	3 kw @ 285	Oldies		\$57.00	D&R	Barnstable	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	New Rock	ABC	\$60.00	Christal	Jarad	Garden City
WLNG	92.1	5.3 kw @ 350	Oldies	Westwd	\$ NA	—		Sag Harbor
WMJC	94.3	3 kw @ 300	Country		\$ NA	Katz	Barnstable	Smithtown
WRCN	103.9	1.52 kw @ 466	Classic Hits	Westwd	\$46.00	D&R	Barnstable	Riverhead
WXXP	105.3	6 kw @ 292	CHR/Urban		\$ NA	—	Jarad	Calverton-Roanoke

Notes: Nassau-Suffolk is a portion of the New York Arbitron metro area. Only stations home to the Nassau-Suffolk metro survey area are ranked here . . . The Metro and Total survey areas are the same . . . WLIR-FF reclassified from Modern AC (AC-NR) to New Rock (AOR-NR) based on market visit, audience analysis and station self-description . . . 6/99 WNYG (1440; Babylon) sold by Bienvenida to Multicultural; reports say the station will be downgraded to allow WNJR (1430; Newark) to increase its power

NEW HAVEN

Arbitron Rank: 100 Pop (12+): 388,800
MSA Rank: 71 (w/Waterbury)
MSA Pop: 523,000
DMA: 27 (w/Hartford)
Average Persons Rating: 15.9
Market TSL in Hours: 21.25

Stations: 32 / 7
Diaries: 1,267 / 307:1 / 45.9%
Sample Target: 1,210
% Below Line: 54.4
% Not Listed: 18.2
Pop per Station: 55,543

Last Year's Revenue: \$17,500,000
Household Income: \$57,135
Total Retail Sales: \$3.6 Bil.
#1 Biller: WPLR-F \$7,800,000
#1 Billing Portfolio:
Cox (pend.) & Clear Channel \$7,800,000 ea.

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WPLR-F	AOR 44 / 7.1	7.8	8.0	5.4	7.8	646 / 16.6	13.0	15.9	82 / 1373	H	WPLR-F
2	WKCI-F	CHR 40 / 6.5	6.0	8.5	6.9	7.3	878 / 22.6	19.0	23.4	81 / 1863	G	WKCI-F
3	WYBC-F	B/U 38 / 6.1	6.9	6.3	5.3	5.4	448 / 11.5	12.6	10.5	40 / 512	C	WYBC-F
4	WWYZ-F	C 35 / 5.6	5.9	5.4	5.4	5.8	432 / 11.1	11.6	10.7	94 / 1108		WWYZ-F
5	WEZN-F	SAC 32 / 5.2	4.3	4.1	6.4	5.8	559 / 14.4	14.2	13.3	128 / 1918		WEZN-F
6	WEBE-F	AC 28 / 4.5	3.6	4.7	4.3	3.5	424 / 10.9	10.5	10.7	103 / 1486		WEBE-F
6	WFAN	SPRTS 28 / 4.5	4.8	4.1	4.0	4.0	444 / 11.4	13.2	11.6	60 / 1097		WFAN
8	WDRC-F	O 26 / 4.2	3.8	4.2	4.9	5.1	484 / 11.9	11.1	13.2	59 / 1071		WDRC-F
9	WKSS-F	CHR 26 / 4.0	5.2	5.1	4.3	4.6	666 / 17.1	16.2	18.0	71 / 1491		WKSS-F
9	WMRQ-F	AOR-NR 25 / 4.0	3.1	3.4	3.2	2.6	552 / 14.2	11.0	13.4	42 / 1023		WMRQ-F
11	WELI	FS 23 / 3.7	4.1	3.9	5.4	5.8	471 / 12.1	11.8	12.5	29 / 573	C	WELI
12	WQHT-F	U/CHR 22 / 3.5	2.1	2.0	2.7	3.0	305 / 7.8	4.9	5.1	54 / 881		WQHT-F
13	WHCN-F	AOR 19 / 3.1	2.6	1.7	1.9	2.0	367 / 9.4	7.9	7.3	32 / 655		WHCN-F
14	WRCH-F	SAC 17 / 2.7	3.3	2.2	2.4	2.0	228 / 5.8	6.9	6.3	41 / 532		WRCH-F
15	WZMX-F	B/O 15 / 2.4	2.9	2.2	2.6	2.6	328 / 8.4	11.0	10.1	28 / 609		WZMX-F
16	WAVZ	ST 11 / 1.8	3.1	2.4	2.2	3.3	222 / 5.7	5.9	5.8	17 / 296	A	WAVZ
16	WQUN	ST 11 / 1.8	2.2	2.4	1.6	0.7	146 / 3.8	5.3	5.0	12 / 165	A	WQUN
16	WCBS	N 11 / 1.8	2.4	3.2	2.9	2.6	299 / 7.7	9.4	10.8	32 / 834		WCBS

12+ FM Share (Metro): 77.12% (391 of 507) (Spring 98: 71.99%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >>	1 WKCI-F	1 WPLR-F	1 WPLR-F	1 WPLR-F	1 WWYZ-F	1 WPLR-F <	1 WPLR-F >	1 WPLR-F	1 WQHT-F	1 WYBC-F
2 WYBC-F	1 WPLR-F	2 WKCI-F	2 WKCI-F	2 WKCI-F <	2 WEZN-F	2 WKCI-F	2 WEZN-F <	2 WWYZ-F <	1 WYBC-F	2 WKCI-F
2 WQHT-F	3 WYBC-F	3 WYBC-F <	3 WEZN-F	3 WEZN-F	2 WPLR-F	3 WFAN <	3 WKCI-F <	3 WKCI-F <	3 WKCI-F <	2 WWYZ-F
4 WKCI-F	4 WMRQ-F <	4 WEZN-F <	4 WEBE-F <	4 WEBE-F	2 WFAN <	4 WYBC-F <	4 WWYZ-F <	4 WEBE-F <	4 WKSS-F	4 WPLR-F
	5 WQHT-F	5 WMRQ-F <	5 WWYZ-F <	4 WWYZ-F <	5 WELI <	5 WELI	5 WEBE-F <	5 WEZN-F <	5 WMRQ-F <	4 WEZN-F
	6 WKSS-F	6 WEBE-F	6 WYBC-F	6 WYBC-F <	6 WDRC-F	6 WWYZ-F	6 WYBC-F	6 WDRC-F <	6 WWYZ-F <	4 WDRC-F <
	7 WEZN-F	6 WWYZ-F	7 WMRQ-F	7 WDRC-F	6 WEBE-F	7 WEZN-F	7 WDRC-F <	7 WYBC-F <	7 WEZN-F	7 WMRQ-F
	8 WHCN-F	8 WHCN-F <	7 WHCN-F	8 WFAN <	8 WKCI-F	8 WEBE-F	8 WMRQ-F	8 WKSS-F <	7 WHCN-F <	7 WKSS-F <
	8 WWYZ-F	9 WQHT-F	9 WFAN	9 WMRQ-F	8 WRCH-F	9 WKSS-F <	9 WFAN <	9 WFAN <	9 WQHT-F	9 WQHT-F
		10 WKSS-F <	9 WZMX-F <	9 WHCN-F	10 WYBC-F	10 WMRQ-F	10 WELI <	10 WMRQ-F		10 WELI
										10 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	12+ Ovrnite
1 WQHT-F	1 WKCI-F	1 WKCI-F >	1 WKCI-F	1 WKCI-F <	1 WMRQ-F	1 WPLR-F >	1 WPLR-F >	1 WPLR-F >>	1 WPLR-F >>	1 WELI
2 WKCI-F	2 WYBC-F	2 WYBC-F	2 WEZN-F	2 WEZN-F	1 WPLR-F	2 WMRQ-F	2 WMRQ-F	2 WMRQ-F <	2 WFAN <	2 WYBC-F
2 WYBC-F	3 WEZN-F	2 WEZN-F >	2 WEBE-F <	3 WEBE-F	3 WQHT-F	3 WQHT-F	3 WYBC-F	3 WHCN-F <	3 WDRC-F	3 WPLR-F >
4 WKSS-F	3 WQHT-F	4 WEBE-F	4 WYBC-F	4 WYBC-F	3 WHCN-F >	3 WYBC-F	3 WHCN-F	4 WFAN	4 WMRQ-F <	4 WHCN-F
4 WMRQ-F >>	5 WKSS-F	5 WPLR-F	5 WWYZ-F	4 WWYZ-F >	5 WYBC-F	3 WHCN-F >	5 WFAN	5 WKCI-F	5 WHCN-F	5 WCBS
	6 WMRQ-F	5 WWYZ-F	6 WPLR-F	6 WPLR-F	5 WKSS-F	6 WKCI-F	6 WKCI-F	5 WDRC-F	6 WKCI-F	5 WFAN
	6 WEBE-F	7 WMRQ-F	6 WKSS-F	7 WDRC-F	5 WDRC-F	6 WFAN	6 WQHT-F	7 WZMX-F	6 WEZN-F	
		7 WZMX-F	8 WQHT-F	7 WKSS-F	5 WCCC-F		6 WKSS-F >		6 WWYZ-F	
		7 WKSS-F >	9 WMRQ-F >	9 WHCN-F	5 WWYZ-F				6 WZMX-F	
				9 WZMX-F	5 WKCI-F >>				10 WYBC-F >	

Consolidation Report	12+	25-54	Revenue
Clear Channel WAVZ-AM, WELI-AM	7.3 %	2.9 %	44.6 %
	7.3 %	2.9 %	44.6 %

NEW HAVEN

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format	Performance	AM	FM	Total	%	Yr. Ago
WYBC	VA	1340	New Haven	0.3	1.0	2	44	AC		0 (0)	30 (2)	30 (2)	5.9 %	6.3 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		Format	Performance	AM	FM	Total	%	Yr. Ago
WABC	T	770	New York	0.6	3.2	18	373	AOR/Classic/NR		0 (0)	99 (6)	99 (6)	19.5 %	16.6 %
WALK-F	AC	97.5	Patchogue, NY	0.3	2.4	5	217	Black/Urban		0 (0)	78 (4)	78 (4)	15.4 %	11.6 %
WAXQ-F	CL AOR	104.3	New York	0.3	1.0	4	92	CHR		0 (0)	71 (4)	71 (4)	14.0 %	16.8 %
WBLS-F	B	107.5	New York	0.5	0.7	9	153	Classical		0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WCCC-F	AOR	106.9	Hartford	1.1	5.6	18	409	Country		0 (0)	35 (1)	35 (1)	6.9 %	6.3 %
WFIF	REL	1500	Fairfield	1.0	1.7	12	130	Full Service		39 (3)	0 (0)	39 (3)	7.7 %	7.9 %
WICC	FS	600	Bridgeport	1.3	3.9	89	1114	Hispanic		0 (0)	3 (1)	3 (1)	0.6 %	0.4 %
WOR	T	710	New York	0.6	2.2	16	277	Jazz		0 (0)	0 (0)	0 (0)	0.0 %	0.8 %
WRKI-F	AOR	95.1	Brookfield	0.3	2.3	11	373	News/Talk		19 (3)	0 (0)	19 (3)	3.7 %	7.5 %
WSKQ-F	SP-TP	97.9	New York	0.5	1.1	24	270	Oldies		0 (0)	26 (1)	26 (1)	5.1 %	7.5 %
WTIC	FS	1080	Hartford	1.3	4.8	20	400	Others/Unknown		2 (1)	0 (0)	2 (1)	0.4 %	0.0 %
WTIC-F	CHR	96.5	Hartford	0.6	5.2	11	499	Religion/Gospel		6 (1)	0 (0)	6 (1)	1.2 %	0.8 %
WXXP-F	CHR/U	105.3	Calverton, NY	0.3	1.5	4	162	Soft AC		0 (0)	49 (2)	49 (2)	9.7 %	7.3 %
								Sports		28 (1)	0 (0)	28 (1)	5.5 %	4.7 %
								Standards/EZ		22 (2)	0 (0)	22 (2)	4.3 %	5.5 %
Totals										116 (11)	391 (21)	507 (32)		

AM Stations

Station	Power	Frequency	Format	Comments	Rate	Channel	Notes
WAVZ	1300	1 kw (DA-N)	Standards	Westwd	\$<20.00	Cir Chnl	Clear Channel
WELI	960	5 kw (DA-N)	Full Service	CBS, ABC, Westwd	\$44.00	Cir Chnl	Clear Channel
WQUN	1220	1 kw/0.305 kw (DA-2)	Standards	CBS, Jones	\$ NA	---	Hamden

FM Stations

Station	Power	Frequency	Format	Comments	Rate	Channel	Notes
WKCI	101.3	15 kw @ 876	CHR		\$90.00	Mc-Guild	Clear Channel
WPLR	99.1	14 kw @ 951	AOR		\$155.00	Eastman	AMFM
WYBC	94.3	1.7 kw @ 325	Black/Urban	ABC	\$35.00	D&R	

Notes: Other ranked stations -- See Hartford, Bridgeport or New York . . . 8/99 WPLR-F (plus JSA with WYBC-AF and 12 other stations in Atlanta, Jacksonville and Stamford-Norwalk) traded by AMFM to Cox Radio for KFI and KOST-F Los Angeles

NEW ORLEANS

Arbitron Rank: 41 Pop (12+): 1,023,700
MSA Rank: 44
MSA Pop: 1,310,000
DMA: 41
Average Persons Rating: 16.5
Market TSL in Hours: 22.00

Stations: 26 / 25
Diaries: 2,900 / 353:1 / 47.9%
Sample Target: 2,810
% Below Line: 0.5
% Not Listed: 12.4
Pop per Station: 40,948

Last Year's Revenue: \$52,800,000
Household Income: \$36,680
Total Retail Sales: \$12.0 Bil.
#1 Biller: WWL/WSMB \$10,250,000
#1 Billing Portfolio:
 Entercom, pend. \$22,130,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1 WQUE-F	B	247 / 14.6	14.3	13.9	14.2	13.8	14.3	2389 / 23.3	23.8	23.1	297 / 3277	G	WQUE-F
2 WYLD-F	B/AC	160 / 9.5	8.5	7.8	8.9	8.3	8.7	1782 / 17.4	18.1	17.5	180 / 2138	G*	WYLD-F
3 WNOE-F	C	117 / 6.9	6.1	5.6	6.0	5.8	6.2	1580 / 15.4	14.0	13.6	144 / 2143	G	WNOE-F
4 KMEZ-F	B/AC	103 / 6.1	4.5	4.2	3.7	3.9	4.6	1427 / 13.9	9.7	9.9	106 / 1441	C	KMEZ-F
5 WWL	N/T	95 / 5.6	7.4	10.5	7.2	7.5	7.7	1561 / 15.2	24.0	17.4	145 / 2242	I*	WWL
6 WTKL-F	O	83 / 4.9	5.7	5.2	5.2	5.5	5.3	1159 / 11.3	11.7	11.5	107 / 1536	D	WTKL-F
7 KKND-F	AOR-P	79 / 4.7	5.1	5.6	5.9	4.6	5.3	1268 / 12.4	13.7	12.2	95 / 1554	D	KKND-F
8 WYLD	B/G	74 / 4.4	4.4	3.8	3.8	2.9	4.1	786 / 7.7	7.1	7.1	80 / 909	*	WYLD
9 WRNO-F	CL AOR	72 / 4.3	4.4	3.3	3.9	4.2	4.0	1256 / 12.3	12.2	11.2	91 / 1630	D	WRNO-F
10 WLMG-F	SAC	71 / 4.2	4.8	5.9	5.1	5.3	5.0	1194 / 11.7	13.7	13.0	97 / 1635	E	WLMG-F
11 WLTS-F	AC	68 / 4.0	3.2	4.0	3.0	3.9	3.6	1189 / 11.6	12.3	11.4	79 / 1505	E	WLTS-F
12 KUMX-F	CHR	65 / 3.8	4.3	3.9	4.0	4.3	4.0	1488 / 14.5	14.9	15.3	129 / 2869	C	KUMX-F
13 WEZB-F	AC/CHR	62 / 3.7	4.0	3.7	3.6	4.3	3.7	1677 / 16.4	15.6	15.4	73 / 2161	D	WEZB-F
14 WBYU	ST	37 / 2.2	2.0	2.0	2.2	2.3	2.1	433 / 4.2	4.6	4.6	38 / 464	B	WBYU
15 WCKW-F	CL AOR	23 / 1.4	1.5	2.1	4.0	4.0	2.2	679 / 6.6	9.6	11.1	68 / 1473	C	WCKW-F
16 WBOK	B/G	23 / 1.4	1.1	1.4	1.3	1.3	1.3	285 / 2.8	3.1	3.1	23 / 308	A	WBOK

12+ FM Share (Metro): 80.05% (1184 of 1479) (Spring 98: 79.22%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQUE-F >>>	1 WQUE-F >>	1 WQUE-F	1 WYLD-F	1 WYLD-F	1 WYLD-F <	1 WQUE-F	1 WQUE-F	1 WQUE-F >	1 WQUE-F >>	1 WQUE-F >
2 KUMX-F >	2 WYLD-F	2 WYLD-F >	2 WQUE-F >	2 WQUE-F	2 WWL <	2 WYLD-F	2 WYLD-F <	2 WYLD-F	2 WYLD-F >	2 WYLD-F
3 WEZB-F	3 KKND-F >	3 KMEZ-F <	3 KMEZ-F <	3 KMEZ-F	3 WNOE-F <	3 WWL	3 WNOE-F <	3 WNOE-F <	3 KMEZ-F >	3 KMEZ-F
	4 WNOE-F	4 KKND-F <	4 WRNO-F <	4 WNOE-F <	4 WTKL-F	4 WNOE-F <	4 WWL	4 KMEZ-F	4 KUMX-F <	4 WNOE-F
	5 WLTS-F <	5 WNOE-F	5 KKND-F	5 WRNO-F	5 KMEZ-F	5 KKND-F <	5 KMEZ-F <	5 WWL <	5 KKND-F <	5 WYLD
	6 KMEZ-F	6 WRNO-F <	6 WTKL-F <	6 WRNO-F <	6 WLMG-F <	6 WRNO-F	6 WTKL-F <	6 WTKL-F <	6 WNOE-F <	6 WTKL-F
	6 KUMX-F	7 WLTS-F	7 WLTS-F	7 KKND-F <	7 WYLD	7 WTKL-F	7 WLMG-F <	7 WLMG-F <	7 WEZB-F <	7 WEZB-F <
	6 WEZB-F >	8 WEZB-F	8 WTKL-F <	8 WLTS-F	8 WRNO-F	8 WYLD	8 WLTS-F	8 KKND-F	8 WYLD	8 KUMX-F <
		9 KUMX-F <	9 WWL <	9 WWL	9 WQUE-F	8 WLTS-F	9 KKND-F <	8 KUMX-F <		9 WRNO-F <
							10 WRNO-F <	10 WLTS-F <		10 KKND-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	12+ Ovrmt
1 WQUE-F >>>	1 WQUE-F >	1 WYLD-F	1 WQUE-F <	1 WYLD-F >	1 WQUE-F >>>	1 WQUE-F >>	1 WQUE-F	1 WQUE-F >	1 WRNO-F <	1 WQUE-F
2 KUMX-F <	2 WYLD-F >	1 WQUE-F >>	2 WYLD-F >	2 WQUE-F	2 KKND-F >	2 KKND-F	2 KKND-F	2 WYLD-F <	2 WYLD-F <	2 WYLD-F >
3 WNOE-F	3 WLTS-F <	3 WLTS-F	3 WLTS-F	3 WLTS-F <	3 KMEZ-F	3 WYLD-F >	3 WYLD-F >	3 KKND-F	3 WQUE-F	3 WNOE-F
4 WEZB-F	4 KUMX-F	4 KKND-F	4 WNOE-F	4 KMEZ-F <	4 WYLD-F	4 KMEZ-F		3 WRNO-F	4 KMEZ-F <	4 WWL
5 WLTS-F	5 WNOE-F	5 KUMX-F	5 KMEZ-F <	5 WNOE-F <	5 WEZB-F >	5 WRNO-F <		5 KMEZ-F	5 KKND-F <	5 WTKL-F
6 WYLD-F >	6 WEZB-F <	6 WNOE-F	6 WYLD <	6 WYLD		6 WNOE-F <		6 WNOE-F		
	7 KKND-F	7 WEZB-F	7 KUMX-F	7 WLMG-F <				7 WWL		
			8 WEZB-F <	8 WTKL-F				8 WEZB-F <		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KGLA	SP	1540	Gretna	0.5	1.1	9	127	WYNK-F	C	101.5	Baton Rouge	0.5	1.3	42	861
KKNO	REL	750	Gretna	0.7	0.7	11	70								
WADU-F	ST	94.9	Reserve	0.5	1.2	12	181								
WGSO	N	990	New Orleans	0.5	2.2	9	220								
WKSX-F	CL AOR	106.1	Picayune, MS	0.5	2.5	11	344								
WODT	B	1280	New Orleans	0.8	1.8	15	205								
WSMB	T	1350	New Orleans	0.8	3.5	14	397								
WTIX	T	690	New Orleans	0.6	1.9	11	210								
WTIX-F	O	94.3	Galiano	0.5	2.8	12	359								

NEW YORK

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
WBAB-F	AOR	102.3	Babylon	0.6	1.7	144	2544
WBBR	N	1130	New York	0.7	2.7	173	4229
WBZO-F	O	103.1	Bay Shore	0.4	1.5	101	2135
WDHA-F	AOR	105.5	Dover, NJ	0.3	1.2	99	1917
WEVD	T	1050	New York	0.4	1.6	90	2282
WFME-F	REL	94.7	Newark, NJ	0.6	1.6	163	2363
WHLI-AA	ST	1100	Hempstead	0.5	1.0	144	1561
WHUD-F	AC	100.7	Peekskill	0.5	1.2	164	2577
WKJY-F	AC	98.3	Hempstead	0.4	1.2	97	1768
WLIR-F	AOR-NR	92.7	Garden City	0.4	2.0	101	2954
WMCA	REL	570	New York	0.4	1.2	104	1796
WMGQ-F	AC	98.3	New Brunswick, NJ	0.3	0.8	96	1290
WMTR	ST	1250	Morristown, NJ	0.4	0.7	91	1048
WVNY	ST/FS	1160	Oakland, NJ	0.3	0.9	82	1253
WWZY-F	C	107.1	Long Branch, NJ	0.3	0.8	97	1442
WYNY-F	C	107.1	Briarcliff Manor	0.6	1.9	160	2844

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WKXW-F	T	101.5	Trenton, NJ	0.7	2.9	293	6158

Consolidation Report	12+	25-54	Revenue
AMFM	19.1 %	21.3 %	20.4 %
WAXQ-FM, WHTZ-FM, WKTU-FM, WLTW-FM, WTJM-FM			
Big City	0.9 %	2.5 %	%
WWXY-FM, WWYY-FM, WWZY-FM, WYNY-FM			
CBS/Infinity	18.8 %	19.1 %	37.4 %
WCBS-AM, WCBS-FM, WFAN-AM, WINS-AM, WNEW-FM, WXRK-FM			
Emmis	11.6 %	11.1 %	13.6 %
WQCD-FM, WQHT-FM, WRKS-FM			
SBS	8.0 %	9.5 %	6.4 %
WPAT-FM, WSKQ-FM			
	58.4 %	63.5 %	77.8 %

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	753 (5)	753 (5)	3.5 %	5.2 %
AOR/Classic/NR	0 (0)	2129 (8)	2129 (8)	9.8 %	9.0 %
Black/Urban	206 (1)	3752 (4)	3958 (5)	18.3 %	15.6 %
CHR	0 (0)	2991 (3)	2991 (3)	13.8 %	13.7 %
Classical	0 (0)	615 (1)	615 (1)	2.8 %	3.5 %
Country	0 (0)	231 (4)	231 (4)	1.1 %	0.8 %
Full Service	82 (1)	0 (0)	82 (1)	0.4 %	0.0 %
Hispanic	571 (1)	2366 (3)	2937 (4)	13.5 %	14.1 %
Jazz	0 (0)	723 (1)	723 (1)	3.3 %	3.2 %
News/Talk	3400 (6)	188 (1)	3588 (7)	16.5 %	15.5 %
Oldies	0 (0)	1147 (2)	1147 (2)	5.3 %	5.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	99 (1)	159 (1)	258 (2)	1.2 %	1.1 %
Soft AC	0 (0)	1365 (1)	1365 (1)	6.3 %	6.7 %
Sports	685 (1)	0 (0)	685 (1)	3.2 %	3.0 %
Standards/EZ	222 (3)	0 (0)	222 (3)	1.0 %	2.9 %
Totals	5265 (14)	16419 (34)	21684 (48)		

AM Stations

Station	Power	Format	Advertiser	Agency
WABC	770 50 kw	Talk	ABC	\$355.00 ABC
WADO	1280 5 kw (DA-1)	Hispanic News-Talk		\$100.00 Katz Hisp. Hispanic
WCBS	880 50 kw	News	CBS	\$425.00 CBS CBS/Infinity
WEVD	1050 50 kw (DA-2)	Talk	Westwd	\$ NA Groskin
WFAN	660 50 kw	Sports	Westwd, CBS	\$470.00 Infinity CBS/Infinity
WINS	1010 50 kw (DA-2)	News	ABC, CNN	\$445.00 CBS CBS/Infinity
WLIB	1190 10 kw/30 kw (DA-2)	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

NEW YORK

FM Stations

WAXQ	104.3	7.8 kw @ 1223	Classic AOR	AMFM	\$170.00	Katz	AMFM	
WBLS	107.5	4.2 kw @ 1362	Black AC	ABC	\$260.00	Mc-Guild	Inner City	
WCAA	105.9	0.81 kw @ 1223	Hispanic-Tropical		\$ NA	—	Hispanic	Newark, NJ
WCBS	101.1	6.8 kw @ 1325	Oldies	CBS	\$560.00	CBS	CBS/Infinity	
WHTZ	100.3	6 kw @ 1362	CHR		\$314.00	—	AMFM	Newark, NJ
WKTU	103.5	5.4 kw @ 1420	CHR/Urban	Westwd, AMFM	\$400.00	Eastman	AMFM	Lake Success, NY
WLTW	106.7	6 kw @ 1362	Soft AC	AMFM	\$580.00	Katz	AMFM	
WNEW	102.7	7.8 kw @ 1223	AOR	Westwd	\$305.00	CBS	CBS/Infinity	
WPAT	93.1	5.4 kw @ 1420	Hispanic Contemp.		\$125.00	Caballero	SBS	Paterson, NJ
WPLJ	95.5	6.7 kw @ 1335	CHR/AC	ABC	\$435.00	ABC	ABC	
WQCD	101.9	6 kw @ 1362	Jazz		\$358.00	Christal	Emmis	
WQHT	97.1	6.7 kw @ 1339	Urban/CHR		\$390.00	Allied	Emmis	
WQXR	96.3	6 kw @ 1362	Classical	Westwd	\$190.00	Allied	New York Times	
WRKS	98.7	6 kw @ 1362	Black AC	Source, Westwd	\$475.00	D&R	Emmis	
WSKQ	97.9	6 kw @ 1362	Hispanic-Tropical		\$340.00	Caballero	SBS	
WTJM	105.1	6 kw @ 1362	Black Oldies	AMFM	\$320.00	Sentry	AMFM	
WXRK	92.3	6 kw @ 1362	Talk/New Rock	Westwd, Source	\$540.00	Infinity	CBS/Infinity	

Notes: Other ranked stations -- See Nassau-Suffolk (Long Island) ... 4/99 WWVY (107.1; Hampton Bays) changed calls to WWXY-F; continues to simulcast WYNY-F ... 4/99 WNJR (1430; Newark) changed from Ethnic to Standards as WNSW ("Sunny 1430") ... 5/99 WFAS-AF (White Plains) & WZZN-F (Putnam Co., NY) sold by Frank Washington to Aurora Communications for \$20,250,000 ... 6/99 WWTR (1170; Bridgewater, NJ) sold to New Jersey Broadcasters (price NA)

FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

NORFOLK

Arbitron Rank: 36 Pop (12+): 1,225,200	Stations: 28 / 26	Last Year's Revenue: \$45,300,000
MSA Rank: 33	Diaries: 1,705 / 719:1 / 54.9%	Household Income: \$42,139
MSA Pop: 1,570,000	Sample Target: 1,670	Total Retail Sales: \$13.6 Bil.
DMA: 40	% Below Line: 0.7	#1 Biller: WOWI-F \$6,400,000
Average Persons Rating: 15.6	% Not Listed: 13.2	#1 Billing Portfolio: Entercom, pend. \$12,130,000
Market TSL in Hours: 20.50	Pop per Station: 47,123	

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WOWI-F	B	240 / 12.6	14.0	11.5	13.3	13.3	12.8	2875 / 23.5	20.8	22.2	258 / 3170	G	WOWI-F
2	WNOR-AF	AOR	118 / 6.2	5.9	5.2	6.0	4.9	5.8	1689 / 13.8	13.8	13.6	129 / 1906	F	WNOR-AF
3	WAFX-F	CL AOR	103 / 5.4	3.7	4.6	4.9	5.8	4.6	1305 / 10.6	12.6	12.5	132 / 1686	D	WAFX-F
4	WCMS-AF	C	99 / 5.2	5.1	6.5	6.4	6.7	5.8	1519 / 12.4	15.5	14.0	115 / 1810	E	WCMS-AF
4	WGH-F	C	99 / 5.2	5.9	5.4	5.5	6.1	5.5	1487 / 12.1	14.8	13.2	119 / 1802	F	WGH-F
6	WSVY-FF	B/O	97 / 5.1	5.4	5.4	4.6	4.7	5.1	1412 / 11.5		11.0	99 / 1480	C	WSVY-FF
6	WNVZ-F	CHR	97 / 5.1	4.8	4.7	5.8	5.1	5.1	2220 / 18.1	18.0	16.9	106 / 2502	D	WNVZ-F
8	WJCD-F	J	96 / 5.0	5.2	4.8	5.8	4.6	5.2	1257 / 10.3	11.0	10.5	107 / 1368	D	WJCD-F
8	WWDE-F	AC	96 / 5.0	6.7	6.3	5.5	5.7	5.9	1643 / 13.4	15.1	14.0	102 / 1795	E	WWDE-F
10	WPTE-F	AC/CHR	83 / 4.4	5.3	4.6	4.6	5.1	4.7	1667 / 13.6	14.6	14.7	89 / 1838	5	WPTE-F
11	WVKL-F	O	82 / 4.3	3.2	3.9	3.6	3.5	3.7	1500 / 12.2	10.5	10.8	90 / 1709	C	WVKL-F
12	WNIS	N/T	76 / 4.0	4.1	4.3	3.1	3.3	3.9	1066 / 8.7	10.3	9.0	89 / 1202	D	WNIS
13	WXEZ-F	EZ	61 / 3.2	2.7	2.6	3.6	2.4	3.0	867 / 7.1	6.1	5.8	71 / 1022	C	WXEZ-F
14	WROX-F	CHR	54 / 2.8	2.8	2.5	2.4	1.9	2.6	1406 / 11.5	11.7	8.1	64 / 1606	C	WROX-F
15	WFOG-F	SAC	52 / 2.7	4.0	4.5	4.0	4.0	3.8	1070 / 8.7	9.0	10.9	59 / 1210	C	WFOG-F
16	WKOC-F	AOR-P	51 / 2.7	3.4	3.2	2.4	3.0	2.9	1180 / 9.6	11.7	8.3	63 / 1448	C	WKOC-F
17	WPCE	G	47 / 2.5	1.1	1.6	2.6	1.5	1.9	435 / 3.6	3.9	3.8	47 / 443	B	WPCE
18	WGPL	B/G	31 / 1.6	1.1	1.4	0.8	0.6	1.2	422 / 3.4	4.3	2.3	32 / 437	A	WGPL
19	WTAR	T/SPRTS	22 / 1.2	1.3	1.4	1.3	1.5	1.3	459 / 3.7	4.9	5.4	26 / 533	B	WTAR

12+ FM Share (Metro): 86.36% (1431 of 1657) (Spring 98: 89.98%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd									
1	WOWI-F >>	1	WOWI-F >	1	WOWI-F	1	WAFX-F <	1	WOWI-F	1	WOWI-F >>>	1	WOWI-F >>						
2	WROX-F >	2	WNOR-AF >	2	WAFX-F	2	WJCD-F <	2	WNOR-AF >	2	WAFX-F	2	WNVZ-F	2	WCMS-AF <				
3	WNVZ-F >>	3	WNVZ-F <	3	WAFX-F	3	WNOR-AF	3	WSVY-FF <	3	WNIS	3	WCMS-AF	3	WSVY-FF <				
4	WPTE-F	4	WWDE-F	4	WGH-F <	4	WNOR-AF <	4	WVKL-F <	4	WSVY-FF	3	WNOR-AF <	4	WGH-F <				
5	WGH-F <	4	WGH-F <	5	WSVY-FF <	5	WGH-F <	5	WCMS-AF <	5	WAFX-F <	5	WWDE-F <	5	WROX-F	5	WAFX-F <		
6	WWDE-F	6	WPTE-F <	6	WWDE-F <	6	WJCD-F <	6	WNIS	6	WGH-F <	6	WGH-F	6	WNVZ-F	6	WNOR-AF <	6	WGH-F <
7	WNVZ-F	7	WNVZ-F	7	WPTE-F <	7	WWDE-F <	7	WXEZ-F <	7	WCMS-AF <	6	WJCD-F <	6	WJCD-F <	7	WGH-F <	7	WPTE-F
8	WSVY-FF	8	WJCD-F <	8	WVKL-F <	8	WWDE-F	8	WVKL-F	8	WCMS-AF <	8	WWDE-F <	8	WPTE-F <	8	WCMS-AF <	8	WPTE-F <
9	WCMS-AF <	9	WVKL-F <	9	WNVZ-F	8	WGH-F	8	WNVZ-F <	9	WVKL-F <	9	WPTE-F	9	WWDE-F <	9	WPCE <	9	WPCE <
				10	WNVZ-F	9	WPTE-F <	10	WPCE <	10	WNIS	10	WPTE-F <	10	WCMS-AF	10	WNOR-AF <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmt											
1	WOWI-F >>	1	WOWI-F >>	1	WOWI-F >	1	WOWI-F	1	WOWI-F	1	WOWI-F >>										
2	WNVZ-F	2	WNVZ-F <	2	WPTE-F	2	WWDE-F	2	WNOR-AF >>	2	WNOR-AF >>	2	WNOR-AF >	2	WAFX-F	2	WGH-F <				
3	WROX-F	3	WPTE-F <	2	WGH-F <	3	WNVZ-F <	3	WSVY-FF <	3	WPTE-F	3	WGH-F	3	WAFX-F >	3	WNOR-AF >	3	WSVY-FF		
4	WWDE-F	4	WWDE-F <	4	WWDE-F	4	WGH-F	4	WGH-F	4	WNVZ-F	4	WSVY-FF <	4	WSVY-FF <	4	WCMS-AF <	4	WCMS-AF <		
5	WPTE-F	5	WGH-F >	5	WNVZ-F >	5	WPTE-F <	5	WAFX-F	5	WWDE-F	5	WGH-F	5	WPTE-F <	5	WJCD-F	5	WNIS		
6	WCMS-AF	6	WCMS-AF	6	WAFX-F	5	WJCD-F	6	WAFX-F <	6	WSVY-FF <	6	WGH-F	6	WGH-F	6	WGH-F	6	WGH-F		
	6	WROX-F <	6	WJCD-F	7	WCMS-AF <	5	WVKL-F <	7	WNIS	7	WNIS	7	WNIS	7	WNIS	7	WNIS	7	WNIS	
				8	WSVY-FF <	8	WNVZ-F <	8	WNVZ-F <	8	WJCD-F	8	WJCD-F	8	WJCD-F	8	WJCD-F	8	WJCD-F	8	WJCD-F
				9	WVKL-F <	9	WPTE-F <	9	WPTE-F <	9	WCMS-AF	9	WCMS-AF	9	WCMS-AF	9	WCMS-AF	9	WCMS-AF	9	WCMS-AF

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume				
WGH	SPRTS	1310	Newport News	0.9	3.3	20	448
WKGM	REL	940	Smithfield	0.4	0.9	8	120
WMBG	ST	740	Williamsburg	0.4	0.9	7	112
WTJZ	REL	1270	Newport News	0.4	1.6	7	198

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
WMXB-F	AC/CHR	103.7	Richmond	0.4	0.9	32	613
WRVA	FS	1140	Richmond	0.4	0.8	35	595

NORFOLK

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Barnstable WFOG-FM, WGH-AM, WGH-FM	8.8 %	10.7 %	13.8 %	AC	0 (0)	186 (3)	186 (3)	11.2 %	13.1 %
Clear Channel WJCD-FM, WOWI-FM, WSVV-FM, WSVY-FM	22.7 %	23.4 %	20.9 %	AOR/Classic/NR	0 (0)	272 (3)	272 (3)	16.4 %	18.1 %
Entercom, pend. WNVZ-FM, WPTE-FM, WVKL-FM, WWDE-FM	18.8 %	20.5 %	26.8 %	Black/Urban	0 (0)	337 (3)	337 (3)	20.3 %	20.9 %
Saga WAFX-FM, WJOI-AM, WNOR-FM	11.6 %	14.7 %	14.0 %	CHR	0 (0)	151 (2)	151 (2)	9.1 %	5.9 %
Sinclair Communications WKOC-FM, WNIS-AM, WROX-FM, WTAR-AM	10.7 %	8.7 %	12.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Willis WGPL-AM, WPCE-AM	4.1 %	3.1 %	2.1 %	Country	4 (1)	194 (2)	198 (3)	11.9 %	14.8 %
				Full Service	7 (1)	0 (0)	7 (1)	0.4 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	96 (1)	96 (1)	5.8 %	5.3 %
				News/Talk	98 (2)	0 (0)	98 (2)	5.9 %	5.5 %
				Oldies	0 (0)	82 (1)	82 (1)	4.9 %	4.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	93 (4)	0 (0)	93 (4)	5.6 %	2.9 %
				Soft AC	0 (0)	52 (1)	52 (1)	3.1 %	4.7 %
				Sports	17 (1)	0 (0)	17 (1)	1.0 %	0.8 %
				Standards/EZ	7 (1)	61 (1)	68 (2)	4.1 %	3.2 %
				Totals	226 (10)	1431 (17)	1657 (27)		

AM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Yr. Ago
WCMS	1050	5 kw/0.36 kw	Simul. WCMS-F					
WGPL	1350	5 kw (DA-2)	Black Gospel	AURN, Westwd	\$ NA	Allied	Willis	
WJOI	1230	1 kw	Simul. WNOR-F					
WNIS	790	5 kw (DA-1)	News/Talk	Westwd, CBS	\$27.00	Allied	Sinclair Commun.	
WPCE	1400	1 kw	Religion	AURN, Westwd	\$24.00	Mc-Guild	Willis	
WTAR	850	50 kw/25 kw (DA-2)	Talk/Sports	Westwd, 1-On-1	\$53.00	Allied	Sinclair Commun.	

FM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Yr. Ago
WAFX	106.9	100 kw @ 984	Classic AOR	\$61.00	CBS	Saga		
WCMS	100.5	50 kw @ 500	Country	ABC	\$82.00	Allied		
WFOG	92.9	50 kw @ 484	Soft AC	\$58.00	D&R	Barnstable	Suffolk	
WGH	97.3	74 kw @ 400	Country	\$83.00	Eastman	Barnstable		
WJCD	105.3	50 kw @ 500	Jazz/Urban	ABC	\$62.00	Clr Chnl	Clear Channel	
WKOC	93.7	100 kw @ 935	Progressive AOR	\$45.00	Mc-Guild	Sinclair Commun.	Elizabeth City, NC	
WNOR	98.7	46 kw @ 520	AOR	\$98.00	Mc-Guild	Saga		
WNVZ	104.5	50 kw @ 479	CHR	\$49.00	D&R	Entercom, pend.		
WOWI	102.9	50 kw @ 472	Black	AURN	\$103.00	Clr Chnl	Clear Channel	
WPTE	94.9	50 kw @ 500	AC/CHR	\$43.00	D&R	Entercom, pend.		
WROX	96.1	23 kw @ 722	CHR	\$43.00	Mc-Guild	Sinclair Commun.	Cape Charles	
WSVY	92.1	3.7 kw @ 420	Simul. WSVY-F				Moyock, NC	
WSVY	107.7	5.2 kw @ 351	Black Oldies	ABC	\$33.00	Clr Chnl	Clear Channel	Windsor
WVKL	95.7	40 kw @ 880	Oldies	\$54.00	D&R	Entercom, pend.		
WWDE	101.3	50 kw @ 500	AC	\$92.00	D&R	Entercom, pend.		
WXEZ	94.1	40 kw @ 531	Easy Listening	\$29.00	—	Eure	Yorktown	

Notes: Fall 98 cume rating for WSVY-F not available . . . 4/99 WNOR (AM) changed calls to WJOI; continues to simulcast WNOR-F . . . 7/99 WROX-F changed from CHR back to AOR . . . 7/99 Sinclair Broadcast Group sold WNVZ-F, WPTE-F, WVKL-F and WWDE-F to Entercom as part of an \$821,500,000 group transaction (DB Alex. Brown)

NEW ORLEANS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Centennial KMEZ-FM, WBYU-AM, WRNO-FM	12.6 %	14.7 %	10.0 %	AC	0 (0)	130 (2)	130 (2)	8.8 %	9.4 %
Clear Channel KKND-FM, KUMX-FM, WNOE-FM, WODT-AM, WQUE-FM, WYLD-AM, WYLD-FM	44.7 %	42.6 %	39.8 %	AOR/Classic/NR	0 (0)	183 (4)	183 (4)	12.4 %	9.8 %
Entercom, pend. WEZB-FM, WLMG-FM, WLTS-FM, WSMB-AM, WTKL-FM, WWL-AM	23.2 %	24.6 %	41.9 %	Black/Urban	14 (1)	510 (3)	524 (4)	35.4 %	30.6 %
	80.5 %	81.9 %	91.7 %	CHR	0 (0)	65 (1)	65 (1)	4.4 %	4.9 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	125 (2)	125 (2)	8.5 %	7.5 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	9 (1)	0 (0)	9 (1)	0.6 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	127 (4)	0 (0)	127 (4)	8.6 %	12.3 %
				Oldies	0 (0)	92 (2)	92 (2)	6.2 %	11.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	108 (3)	0 (0)	108 (3)	7.3 %	4.7 %
				Soft AC	0 (0)	71 (1)	71 (1)	4.8 %	6.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	37 (1)	8 (1)	45 (2)	3.0 %	3.4 %
				Totals	295 (10)	1184 (16)	1479 (26)		

AM Stations

Station	Freq	Power	Format	Company	Rate	Class	Notes
WBOK	1230	1 kw	Black Gospel	AURN, Westwd	\$23.00	---	Willis
WBYU	1450	1 kw	Standards	ABC	\$30.00	---	Centennial
WWL	870	50 kw (DA-1)	News/Talk	CBS	\$150.00	Allied	Entercom, pend.
WYLD	940	10 kw/0.5 kw (DA-2)	Black Gospel	ABC, AURN	\$19.00	Clr Chnl	Clear Channel

FM Stations

Station	Freq	Power	Format	Company	Rate	Class	Notes
KKND	106.7	100 kw @ 983	Progressive AOR		\$30.00	Clr Chnl	Clear Channel
KMEZ	102.9	4.7 kw @ 604	Black AC	ABC	\$40.00	Allied	Centennial
KUMX	104.1	100 kw @ 1946	CHR	Westwd	\$40.00	Clr Chnl	Clear Channel
WCKW	92.3	100 kw @ 1946	Classic AOR		\$44.00	Christal	Laplace
WEZB	97.1	100 kw @ 984	AC/CHR	ABC, CBS	\$65.00	D&R	Entercom, pend.
WLMG	101.9	100 kw @ 984	Soft AC		\$85.00	D&R	Entercom, pend.
WLTS	105.3	100 kw @ 902	AC	ABC	\$64.00	D&R	Entercom, pend.
WNOE	101.1	100 kw @ 1004	Country	Westwd	\$102.00	Clr Chnl	Clear Channel
WQUE	93.3	100 kw @ 984	Black		\$112.00	Clr Chnl	Clear Channel
WRNO	99.5	100 kw @ 1004	Classic Hits	Source	\$87.00	Mc-Guid	Centennial
WTKL	95.7	100 kw @ 984	Oldies	CBS	\$62.00	Eastman	Entercom, pend.
WYLD	98.5	100 kw @ 902	Black AC	ABC, USA	\$85.00	Clr Chnl	Clear Channel

Notes: * WYLD-F revenue level includes revenue of WYLD; ^ WWL revenue level includes revenue of WSMB . . . 4/99 WADU-F (94.9; Reserve) sold to Styles for \$1,800,000 (Saunders) . . . 7/99 WADU-F changed from Standards to simulcasting Country WYLA-F . . . 7/99 Sinclair Broadcast Group sold WEZB-F, WLMG-F, WSMB and WWL (and the contracts to purchase LMA'd WLTS-F and WTKL-F) as part of an \$821,500,000 group transaction

NEW YORK

Arbitron Rank: 1 Pop (12+): 14,291,500
MSA Rank: 1
MSA Pop: 15,800,000
DMA: 1
Average Persons Rating: 17.6
Market TSL in Hours: 23.25

Stations: 48 / 47
Diaries: 11,674 / 1224:1 / 47.0%
Sample Target: 8,450
% Below Line: 0.7
% Not Listed: 13.6
Pop per Station: 304,074

Last Year's Revenue: \$592,600,000
Household Income: \$57,094
Total Retail Sales: \$140.1 Bil.
#1 Biller: WFAN \$54,000,000
#1 Billing Portfolio: CBS/Infinity \$221,800,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WLTW-F	1365 / 5.4	6.1	5.9	5.5	5.9	5.7	20731 / 14.5	14.8	15.7	1397 / 21470	L	WLTW-F
2	WQHT-F	1355 / 5.4	5.7	5.3	5.8	5.6	5.6	19566 / 13.7	13.6	14.3	1434 / 21195	L	WQHT-F
3	WSKQ-F	1192 / 4.8	4.5	5.2	6.0	5.9	5.1	12865 / 9.0	8.6	9.5	1217 / 13189	K	WSKQ-F
4	WHTZ-F	1142 / 4.6	4.4	4.5	4.6	5.1	4.5	24361 / 17.0	16.6	18.2	1174 / 25360	K	WHTZ-F
5	WKTU-F	1132 / 4.5	4.0	4.0	3.9	4.2	4.1	20368 / 14.3	13.6	14.0	1182 / 21491	L	WKTU-F
6	WCBS-F	1046 / 4.2	3.5	4.7	4.2	4.6	4.1	15653 / 11.0	12.2	11.7	1086 / 16380	L	WCBS-F
7	WXRK-F	957 / 3.8	4.4	3.6	3.7	3.8	3.9	15172 / 10.6	11.3	11.5	1057 / 16839	L	WXRK-F
8	WINS	916 / 3.7	4.1	3.5	3.6	3.2	3.7	22176 / 15.5	14.5	14.5	923 / 22564	L	WINS
9	WBLS-F	907 / 3.6	3.3	3.7	3.3	2.7	3.5	15134 / 10.6	11.1	9.6	919 / 15417	I	WBLS-F
10	WRKS-F	836 / 3.3	3.6	3.8	3.6	4.3	3.6	13584 / 9.5	10.4	10.9	860 / 14145	K	WRKS-F
11	WPAT-F	804 / 3.2	2.9	3.0	3.2	3.2	3.1	9319 / 6.5	5.8	6.3	816 / 19559	I	WPAT-F
12	WABC	786 / 3.1	3.2	3.0	3.3	3.2	3.2	12136 / 8.5	8.5	9.1	912 / 14373	J	WABC
13	WCBS	741 / 3.0	2.9	3.0	2.8	3.0	2.9	16125 / 11.3	12.2	12.3	844 / 18904	L	WCBS
14	WQCD-F	723 / 2.9	2.7	3.1	3.1	2.8	2.9	11577 / 8.1	8.5	8.1	752 / 12038	K	WQCD-F
15	WPLJ-F	717 / 2.9	2.4	2.3	2.9	2.7	2.6	15041 / 10.5	10.0	10.1	772 / 16588	K	WPLJ-F
16	WOR	705 / 2.8	2.6	2.9	2.8	3.2	2.8	9553 / 6.7	7.2	7.2	806 / 10947	K	WOR
17	WFAN	685 / 2.7	2.4	2.8	2.6	2.6	2.6	11996 / 6.4	9.7	8.6	847 / 14844	L	WFAN
18	WTJM-F	654 / 2.6	3.5	1.7	1.6	1.5	2.4	12146 / 8.5	8.0	7.3	665 / 12393	H	WTJM-F
19	WQXR-F	615 / 2.5	2.5	2.8	2.4	3.1	2.5	8717 / 6.1	6.2	6.9	645 / 9208	I	WQXR-F
20	WADO	571 / 2.3	1.8	1.6	1.6	2.4	1.8	4572 / 3.2	2.8	3.3	572 / 4593	G	WADO
21	WAXQ-F	494 / 2.0	1.9	1.7	1.7	1.6	1.8	9383 / 6.6	6.8	7.0	530 / 9997	I	WAXQ-F
22	WCAA-F	370 / 1.5	1.3	1.5	1.7	0.9	1.5	6077 / 4.3	4.4	2.8	372 / 6096	F	WCAA-F
23	WNEW-F	351 / 1.4	1.4	1.5	1.5	1.7	1.4	8670 / 6.1	6.7	6.8	381 / 9434	I	WNEW-F
24	WALK-F	247 / 1.0	1.0	0.9	0.9	0.9	1.0	3360 / 2.4	2.3	2.3	255 / 3674		WALK-F
25	WBLI-F	210 / 0.8	0.7	0.7	0.8	0.7	0.8	3880 / 2.7	2.5	2.3	219 / 4206		WBLI-F
26	WLIB	206 / 0.8	0.8	0.7	0.7	0.9	0.8	2507 / 1.8	1.9	1.8	209 / 2554	F	WLIB

12+ FM Share (Metro): 75.72% (16419 of 21684) (Spring 98: 75.23%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQHT-F	1 WQHT-F	1 WKTU-F <	1 WSKQ-F <	1 WSKQ-F <	1 WLTW-F <	1 WXRK-F	1 WLTW-F >	1 WQHT-F	1 WQHT-F >	1 WQHT-F <
2 WHTZ-F >>	2 WKTU-F	2 WQHT-F <	2 WKTU-F <	2 WLTW-F	2 WCBS-F	2 WINS <	2 WCBS-F	1 WLTW-F	2 WKTU-F <	2 WSKQ-F
3 WKTU-F <	3 WXRK-F <	3 WSKQ-F <	3 WLTW-F	3 WKTU-F	3 WINS	3 WSKQ-F	3 WKTU-F <	3 WKTU-F <	3 WHTZ-F <	3 WHTZ-F
4 WBLS-F	4 WHTZ-F <	4 WLTW-F	4 WXRK-F	4 WCBS-F <	4 WABC	4 WCBS <	4 WQHT-F <	4 WHTZ-F	4 WBLS-F <	3 WKTU-F <
5 WXRK-F	5 WSKQ-F	4 WXRK-F <	5 WPLJ-F <	5 WXRK-F	4 WCBS <	5 WHTZ-F <	5 WABC	5 WCBS-F	5 WLTW-F <	5 WLTW-F <
6 WSKQ-F >	6 WBLS-F	6 WHTZ-F	6 WBLS-F	6 WPLJ-F <	6 WOR <	6 WLTW-F	5 WSKQ-F	6 WSKQ-F <	6 WSKQ-F <	6 WCBS-F <
	7 WPLJ-F <	7 WBLS-F <	6 WRKS-F <	7 WRKS-F <	7 WSKQ-F <	7 WQHT-F <	7 WHTZ-F	7 WABC	7 WRKS-F	7 WPAT-F <
	8 WLTW-F	8 WPLJ-F <	8 WHTZ-F <	8 WBLS-F <	8 WQCD-F <	8 WCBS-F	8 WBLS-F	7 WBLS-F <	8 WABC <	8 WBLS-F <
	9 WRKS-F <	9 WRKS-F	9 WTJM-F <	9 WTJM-F	9 WQXR-F <	8 WOR	8 WPLJ-F <	9 WPLJ-F	9 WPAT-F <	9 WRKS-F
	10 WPAT-F	10 WTJM-F	10 WQHT-F <	9 WQCD-F <	10 WPAT-F	10 WRKS-F	10 WPAT-F <	9 WOR	10 WQCD-F <	10 WINS
		10 WPAT-F <			10 WRKS-F <	10 WADO <		9 WRKS-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	12+ Ovrnite
1 WQHT-F	1 WQHT-F <	1 WKTU-F	1 WKTU-F	1 WLTW-F	1 WQHT-F >>	1 WQHT-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WQHT-F <
2 WHTZ-F	2 WKTU-F <	2 WSKQ-F	1 WLTW-F <	2 WSKQ-F <	2 WXRK-F	2 WXRK-F	2 WQHT-F	2 WQHT-F	2 WSKQ-F	2 WINS <
3 WKTU-F	3 WHTZ-F	3 WPLJ-F	3 WHTZ-F <	3 WKTU-F <	3 WHTZ-F <	3 WKTU-F	3 WKTU-F <	3 WSKQ-F <	3 WFAN <	3 WOR
4 WBLS-F	4 WBLS-F <	3 WHTZ-F <	4 WSKQ-F <	4 WRKS-F	4 WKTU-F >	4 WSKQ-F	4 WSKQ-F >	4 WKTU-F	4 WKTU-F <	4 WBLS-F <
5 WSKQ-F	5 WSKQ-F	5 WBLS-F <	5 WBLS-F <	5 WPLJ-F <	5 WSKQ-F <	5 WHTZ-F	5 WFAN <	5 WFAN <	5 WCBS-F <	5 WABC <
6 WLTW-F	6 WPLJ-F <	6 WQHT-F <	6 WQHT-F <	6 WPAT-F <	6 WBLS-F	6 WBLS-F	6 WPLJ-F <	6 WLTW-F <	6 WLTW-F <	6 WLTW-F <
7 WXRK-F	7 WLTW-F	7 WLTW-F	7 WRKS-F	7 WCBS-F <	7 WLTW-F >	7 WFAN <	7 WBLS-F	7 WHTZ-F <	7 WPLJ-F <	7 WCBS
8 WPAT-F	8 WRKS-F <	7 WRKS-F	8 WPLJ-F	8 WHTZ-F	8 WPLJ-F <	8 WPLJ-F <	8 WNEW-F	8 WPLJ-F <	8 WQHT-F <	8 WQHT-F <
8 WPLJ-F	9 WPAT-F	9 WPAT-F <	9 WPAT-F	8 WPLJ-F <	9 WNEW-F <	9 WNEW-F <	8 WHTZ-F	9 WBLS-F <	9 WTJM-F <	9 WRKS-F
	10 WXRK-F	10 WTJM-F >	10 WTJM-F <	10 WQCD-F <		10 WLTW-F		10 WAXQ-F	10 WQCD-F	10 WAXQ-F <
								10 WNEW-F <	10 WAXQ-F <	

OKLAHOMA CITY

Arbitron Rank: 54 Pop (12+): 853,900
MSA Rank: 57
MSA Pop: 1,040,000
DMA: 45
Average Persons Rating: 15.0
Market TSL in Hours: 20.25

Stations: 20 / 20
Diaries: 2,263 / 377:1 / 48.6%
Sample Target: 2,130
% Below Line: 0.0
% Not Listed: 14.2
Pop per Station: 42,695

Last Year's Revenue: \$41,800,000
Household Income: \$37,881
Total Retail Sales: \$9.9 Bil.
#1 Biller: KXXY-F \$6,700,000
#1 Billing Portfolio:
 Clear Channel \$18,950,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	KJYO-F	CHR	141 / 11.0	11.6	9.9	10.6	11.8	10.8	2361 / 27.7	25.4	26.4	173 / 2972	F	KJYO-F
2	KATT-F	AOR	103 / 8.0	8.4	8.8	9.3	8.8	8.6	1528 / 17.9	16.8	17.5	163 / 2268	F	KATT-F
3	KXXY-F	C	101 / 7.9	7.4	7.6	8.4	9.9	7.8	1410 / 16.5	17.4	18.8	131 / 1847	G	KXXY-F
4	KTST-F	C	90 / 7.0	5.9	5.1	4.6	5.3	5.7	1325 / 15.5	13.8	13.6	118 / 1811	E	KTST-F
5	KTOK	N/T	84 / 6.6	6.3	6.8	6.9	6.7	6.6	1268 / 14.8	14.4	14.8	97 / 1490	E	KTOK
6	KYIS-F	AC-NR	78 / 6.1	5.3	4.3	4.9	5.6	5.1	1470 / 17.2	14.7	17.7	94 / 1853	D	KYIS-F
7	KRXO-F	CL AOR	75 / 5.9	6.8	6.8	7.3	5.7	6.7	1105 / 12.9	14.1	14.7	104 / 1430	E	KRXO-F
7	KMGL-F	AC	75 / 5.9	5.3	7.6	6.0	5.3	6.2	1092 / 12.8	14.8	15.1	86 / 1525	E	KMGL-F
9	KOMA-F	O	69 / 5.4	5.3	5.3	5.9	6.4	5.5	1111 / 13.0	13.8	15.3	80 / 1460	F*	KOMA-F
10	KQSR-F	SAC	50 / 3.9	4.3	5.7	5.4	4.6	4.8	1001 / 11.7	12.9	13.2	61 / 1281	C	KQSR-F
11	KKNG-F	C/O	47 / 3.7	4.6	3.8	3.6	4.5	3.9	632 / 7.4	8.0	7.5	61 / 839	C	KKNG-F
12	KVSP	B	41 / 3.2	2.9	3.7	4.2	3.0	3.5	540 / 6.3	5.9	6.2	41 / 559	B	KVSP
13	KTUZ-F	SP-R	27 / 2.1	1.2		0.6	0.5		236 / 2.8		0.9	29 / 289		KTUZ-F
14	KCYI-F	J	24 / 1.9	2.5	2.7	3.2	2.5	2.6	457 / 5.3	6.2	6.3	24 / 457	C	KCYI-F
15	KEBC	VA	22 / 1.7	1.0	1.0	1.0	1.1	1.2	377 / 4.4	3.6	3.8	22 / 377	A	KEBC

12+ FM Share (Metro): 81.42% (894 of 1098) (Spring 98: 81.83%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KJYO-F >>>	1 KATT-F <	1 KJYO-F	1 KATT-F <	1 KATT-F <	1 KTOK <	1 KXXY-F <	1 KJYO-F	1 KJYO-F	1 KJYO-F >	1 KJYO-F >
2 KATT-F	2 KJYO-F >	1 KATT-F	2 KJYO-F <	2 KJYO-F	2 KXXY-F	2 KJYO-F	2 KXXY-F	2 KATT-F <	2 KATT-F	2 KTST-F <
3 KYIS-F	3 KTST-F	3 KTST-F <	3 KYIS-F <	2 KRXO-F <	3 KOMA-F	3 KATT-F <	2 KTOK	3 KXXY-F	3 KEBC <	3 KATT-F
3 KTST-F	4 KYIS-F	4 KYIS-F <	4 KRXO-F	4 KXXY-F <	4 KRXO-F <	4 KTOK <	4 KATT-F <	4 KTST-F <	4 KMGL-F	4 KXXY-F
	5 KRXO-F	5 KRXO-F	5 KXXY-F <	5 KYIS-F <	5 KMGL-F	5 KYIS-F <	5 KTST-F <	5 KTOK <	5 KTST-F	5 KRXO-F <
	6 KMGL-F	6 KXXY-F	6 KTST-F <	6 KTST-F <	6 KQSR-F <	6 KTST-F	6 KYIS-F <	6 KYIS-F <	6 KRXO-F <	6 KMGL-F <
	7 KXXY-F	7 KMGL-F >	7 KMGL-F	7 KMGL-F <	7 KTST-F <	7 KRXO-F <	7 KMGL-F <	7 KRXO-F <	7 KTOK <	7 KKNG-F <
	8 KOMA-F	8 KOMA-F	8 KOMA-F	8 KOMA-F	8 KKNG-F <	8 KOMA-F <	8 KRXO-F <	8 KOMA-F <	8 KYIS-F	8 KOMA-F <
		9 KQSR-F	9 KQSR-F	9 KQSR-F	9 KJYO-F <	9 KMGL-F >	9 KOMA-F >	9 KMGL-F	9 KXXY-F <	9 KVSP <
					10 KYIS-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	12+ Ovrnite
1 KJYO-F	1 KJYO-F >	1 KJYO-F	1 KJYO-F	1 KJYO-F <	1 KATT-F >	1 KATT-F >>	1 KATT-F >>	1 KATT-F	1 KRXO-F <	1 KEBC <
2 KTST-F >	2 KTST-F	2 KMGL-F <	2 KTST-F <	2 KMGL-F	2 KJYO-F >	2 KRXO-F	2 KRXO-F <	2 KRXO-F >	2 KATT-F >	2 KATT-F
3 KATT-F	3 KYIS-F <	3 KYIS-F	3 KMGL-F	3 KTST-F <	3 KRXO-F	2 KJYO-F	3 KXXY-F	3 KYIS-F <	3 KXXY-F	3 KJYO-F
4 KYIS-F	4 KMGL-F	4 KTST-F	4 KYIS-F	4 KYIS-F <	4 KTST-F >	4 KTST-F	3 KTST-F	4 KJYO-F <	4 KYIS-F	4 KTOK <
5 KXXY-F	4 KATT-F >	4 KATT-F >>	5 KXXY-F	5 KXXY-F	5 KYIS-F <	5 KYIS-F	5 KXXY-F <	5 KXXY-F <	5 KOMA-F <	5 KYIS-F
5 KVSP	6 KXXY-F		6 KATT-F	6 KOMA-F	6 KXXY-F >	6 KJYO-F >	6 KTST-F >	6 KTST-F >	6 KTST-F	5 KRXO-F
	6 KVSP		7 KOMA-F <	7 KQSR-F			7 KOMA-F <	7 KOMA-F <	7 KTOK	
			8 KQSR-F	8 KATT-F			8 KTOK <	8 KJYO-F		

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
KNTL-F	SPRIS	104.9	Bethany	1.1 3.7 15 354
KOMA	O	1520	Oklahoma City	1.3 3.1 18 386
KQCV	REL	800	Oklahoma City	0.9 2.9 16 305
WKY	T	930	Oklahoma City	1.1 4.5 19 522
WWLS	SPRIS	640	Moore	1.2 4.0 22 485

OKLAHOMA CITY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Citadel, pend.	18.3 %	21.1 %	19.0 %	AC	0 (0)	153 (2)	153 (2)	13.9 %	12.3 %
KATT-FM, KCYI-FM, KNTL-FM, KYIS-FM, WWLS-AM				AOR/Classic/NR	0 (0)	178 (2)	178 (2)	16.2 %	16.4 %
Clear Channel	38.1 %	33.7 %	45.3 %	Black/Urban	41 (1)	0 (0)	41 (1)	3.7 %	3.4 %
KEBC-AM, KJYO-FM, KQSR-FM, KTOK-AM, KTST-FM, KXXY-FM				CHR	0 (0)	141 (1)	141 (1)	12.8 %	13.5 %
Renda	18.5 %	22.4 %	28.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KMGL-FM, KOMA-AM, KOMA-FM, KRXO-FM				Country	0 (0)	238 (3)	238 (3)	21.7 %	22.4 %
	74.8 %	77.2 %	92.8 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	27 (1)	27 (1)	2.5 %	0.6 %
				Jazz	0 (0)	24 (1)	24 (1)	2.2 %	2.9 %
				News/Talk	98 (2)	0 (0)	98 (2)	8.9 %	7.7 %
				Oldies	16 (1)	69 (1)	85 (2)	7.7 %	8.7 %
				Others/Unknown	22 (1)	0 (0)	22 (1)	2.0 %	1.2 %
				Religion/Gospel	12 (1)	0 (0)	12 (1)	1.1 %	2.9 %
				Soft AC	0 (0)	50 (1)	50 (1)	4.6 %	5.2 %
				Sports	15 (1)	14 (1)	29 (2)	2.6 %	2.8 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Totals	204 (7)	894 (13)	1098 (20)		

AM Stations

Station	Power	Time	Format	Source	Price	Agency	Advertiser
KEBC	1340	1 kw	Country/Hisp/Black		\$ NA	Banner	Clear Channel
KOMA	1520	50 kw (DA-N)	Oldies	CBS	\$ NA	—	Renda
KTOK	1000	5 kw (DA-2)	News/Talk	ABC	\$67.00	Christal	Clear Channel
KVSP	1140	1 kw (Days)	Black	AURN, ABC, WW1	\$25.00	—	Perry

FM Stations

Station	Power	Time	Format	Source	Price	Agency	Advertiser
KATT	100.5	100 kw @ 1191	AOR	Source	\$71.00	Banner	Citadel, pend.
KCYI	97.7	6 kw @ 315	Jazz		\$37.00	Mc-Guild	Citadel, pend. Edmond
KJYO	102.7	100 kw @ 985	CHR		\$66.00	Christal	Clear Channel
KKNG	93.3	100 kw @ 797	Classic Country		\$ NA	—	Newcastle
KMGL	104.1	100 kw @ 1362	AC		\$79.00	Eastman	Renda
KNTL	104.9	6 kw @ 300	Sports	1-on-1, ESPN, CBS	\$ NA	—	Citadel, pend. Bethany
KOMA	92.5	100 kw @ 984	Oldies	CBS	\$74.00	—	Renda
KQSR	94.7	100 kw @ 1389	Soft AC		\$ NA	Clr Chnl	Clear Channel
KRXO	107.7	100 kw @ 990	Classic AOR		\$82.00	—	Renda
KTST	101.9	100 kw @ 1389	Country		\$40.00	Banner	Clear Channel
KTUZ	105.5	3.3 kw @ 443	Hispanic-Regional	Jones	\$ NA	Lotus	Chickasha
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	Citadel, pend.

Notes: * KOMA-F revenue level includes revenue of KOMA ... 4/99 KBYE (890) sold to Tyler (KTUZ-F) for \$480,000 ... 5/99 KOKC (1490; Guthrie) sold for \$120,000 ... 8/99 Caribou sold KATT-F, KCYI-F, KNTL-F, KYIS-F and WWLS to Citadel for \$60,000,000 (Kalil)

OMAHA

Arbitron Rank: 72 Pop (12+): 541,800	Stations: 19 / 19	Last Year's Revenue: \$35,200,000
MSA Rank: 77	Diaries: 1,712 / 316:1 / 55.0%	Household Income: \$53,229
MSA Pop: 696,000	Sample Target: 1,670	Total Retail Sales: \$7.5 Bil.
DMA: 73	% Below Line: 0.0	#1 Biller: KEZO-F \$4,800,000
Average Persons Rating: 14.4	% Not Listed: 15.7	#1 Billing Portfolio:
Market TSL in Hours: 19.25	Pop per Station: 28,516	Journal Broadcast Group \$14,239,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1 KXKT-F	C	80 / 10.2	9.0	8.3	9.5	9.4	9.3	1011 / 18.7	18.6	19.5	99 / 1327	E KXKT-F
2 KQKQ-F	CHR	73 / 9.3	7.9	7.5	7.4	7.0	8.0	1275 / 23.5	22.6	21.7	98 / 1959	D KQKQ-F
3 KEZO-F	AOR	65 / 8.3	10.5	11.3	11.0	10.1	10.3	906 / 16.7	19.3	16.7	100 / 1446	F KEZO-F
4 KGOR-F	O	61 / 7.8	6.5	6.3	5.6	7.2	6.5	980 / 18.1	17.0	18.6	89 / 1530	D KGOR-F
5 KFAB	FS/T	58 / 7.4	7.4	7.9	8.6	6.6	7.8	920 / 17.0	18.4	17.9	97 / 1630	E KFAB
6 KEFM-F	AC/CHR	54 / 6.9	6.1	4.7	5.6	4.9	5.8	853 / 15.7	14.0	14.7	71 / 1236	E KEFM-F
7 KSRZ-F	CHR/AC	53 / 6.8	6.3	7.4	8.0	7.2	7.1	1160 / 21.4	20.2	20.3	74 / 1739	C KSRZ-F
8 KKAR	N/T	38 / 4.9	5.2	6.7	4.1	4.9	5.2	549 / 10.1	17.7	12.5	44 / 666	D KKAR
9 WOW-F	C	36 / 4.6	6.7	4.8	5.5	5.2	5.4	587 / 10.8	10.9	11.0	61 / 941	F* WOW-F
10 KKCD-F	CL AOR	29 / 3.7	3.8	4.1	3.6	5.9	3.8	562 / 10.4	11.9	13.2	33 / 675	E KKCD-F
11 KESY-F	CHR/U	21 / 2.7	2.2	2.0	2.1	3.0	2.2	524 / 9.7	7.3	8.2	40 / 832	B KESY-F
12 KOTD-F	ST	20 / 2.6	2.0	2.3	2.5	1.3	2.3	305 / 5.6	5.5	4.0	23 / 359	A KOTD-F
13 KZFX-F	CL HITS	19 / 2.4	3.6	2.9	3.1	2.3	3.0	416 / 7.7	12.8	8.0	45 / 979	B KZFX-F
14 KTNP-F	AC/CHR	14 / 1.8	1.4	1.8	1.5	2.2	1.6	526 / 9.7	10.2	11.8	16 / 599	B KTNP-F
15 WOW	C	13 / 1.7	2.2	3.3	2.7	2.6	2.5	250 / 4.6	6.3	11.0	31 / 552	* WOW

12+ FM Share (Metro): 79.67% (525 of 659) (Spring 98: 78.21%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KQKQ-F >>>	1 KEZO-F <	1 KXKT-F <	1 KXKT-F	1 KXKT-F	1 KFAB	1 KXKT-F	1 KXKT-F	1 KQKQ-F <	1 KQKQ-F >	1 KQKQ-F <
2 KSRZ-F >	2 KXKT-F >	2 KEZO-F	2 KEZO-F >	2 KEZO-F <	2 KGOR-F	1 KEZO-F <	2 KGOR-F <	2 KXKT-F	2 KXKT-F <	2 KXKT-F
3 KESY-F	3 KSRZ-F	3 KQKQ-F <	3 KSRZ-F	3 KGOR-F	3 KXKT-F	3 KFAB	3 KKAR	3 KEZO-F <	3 KEZO-F <	3 KGOR-F
3 KXKT-F >>	3 KQKQ-F	4 KSRZ-F	4 KSRZ-F <	4 KEFM-F	4 KEFM-F	4 KEFM-F <	4 KEZO-F <	4 KSRZ-F <	4 KEFM-F	4 KFAB <
	5 KEFM-F	5 KGOR-F <	5 KEFM-F <	5 KSRZ-F	4 KKAR	5 KQKQ-F <	5 KQKQ-F <	5 KGOR-F <	4 KFAB	5 KEZO-F <
	6 KKCD-F	6 KEFM-F >	6 KQKQ-F	6 KQKQ-F	6 WOW-F	6 KGOR-F	6 KSRZ-F <	6 KEFM-F <	6 KGOR-F	6 KSRZ-F <
		7 KKCD-F >	7 KKCO-F >	7 KKCD-F	7 KQKQ-F <	7 KSRZ-F	7 KEFM-F <	7 KFAB	6 KSRZ-F >	7 WOW-F
				8 WOW-F	8 KEZO-F	8 WOW-F	8 KFAB >	8 WOW-F	8 WOW-F <	8 KEFM-F >
					9 KSRZ-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	12+ Ovmite
1 KQKQ-F	1 KXKT-F >	1 KXKT-F >>	1 KXKT-F	1 KXKT-F >	1 KEZO-F	1 KEZO-F >>	1 KEZO-F >>	1 KEZO-F >	1 KEZO-F >	1 KFAB >
2 KSRZ-F >>	2 KSRZ-F <	2 KEFM-F	2 KQKQ-F	2 KEFM-F	2 KQKQ-F >>	2 KXKT-F <	2 KKCD-F	2 KXKT-F	2 KGOR-F	2 KQKQ-F >
3 KEFM-F	3 KQKQ-F	2 KSRZ-F	3 KEFM-F	3 KQKQ-F	3 KXKT-F	3 KQKQ-F <	3 KXKT-F	3 KGOR-F	3 KXKT-F	3 KEFM-F <
3 KXKT-F	4 KEFM-F	4 KEZO-F	3 KSRZ-F	3 KGOR-F <	3 KSRZ-F	4 KSRZ-F	4 KSRZ-F >	3 KKCD-F <	4 KKCD-F	4 WOW-F
5 KEZO-F	5 KEZO-F >	5 KQKQ-F	5 KGOR-F >	5 KSRZ-F >	5 KEFM-F >	5 KKCD-F	5 KGOR-F	5 KSRZ-F	5 KSRZ-F <	4 KGOR-F
5 KESY-F		5 KKCD-F >	6 KEZO-F >	6 KEZO-F		6 KGOR-F		6 KQKQ-F	6 KEFM-F <	
5 KGOR-F >>						7 KEFM-F >		7 KZFX-F <	7 KZFX-F	
								8 KEFM-F	8 KKAR	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KCRO	REL	660	Omaha	0.6	1.1	5 70
KOIL	SPRTS	1180	Bellevue	0.8	3.4	9 255
KOSR	SPRTS	1490	Omaha	1.0	3.4	9 201
KOTD	ST	1020	Plattsmouth	0.8	1.3	13 159

OMAHA

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
AMFM			27.2 %	28.7 %	32.1 %	AC	0	(0)	68	(2)	68	(2)	10.3 %	8.4 %
KFAB-AM, KGOR-FM, KTNP-FM, KXKT-FM						AOR/Classic/NR	0	(0)	94	(2)	94	(2)	14.3 %	18.9 %
Journal Broadcast Group			28.8 %	31.4 %	40.6 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KBBX-AM, KESY-FM, KEZO-FM, KKCD-FM, KOSR-AM, KSRZ-FM, WOW-AM, WOW-FM						CHR	0	(0)	147	(3)	147	(3)	22.3 %	16.8 %
Local			17.4 %	14.3 %	17.1 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KKAR-AM, KOIL-AM, KQKQ-FM, KZFX-FM						Country	13	(1)	116	(2)	129	(3)	19.6 %	20.8 %
			73.4 %	74.4 %	89.8 %	Full Service	58	(1)	0	(0)	58	(1)	8.8 %	7.8 %
						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						News/Talk	38	(1)	0	(0)	38	(1)	5.8 %	5.8 %
						Oldies	0	(0)	80	(2)	80	(2)	12.1 %	11.3 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	5	(1)	0	(0)	5	(1)	0.8 %	0.0 %
						Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	3.6 %
						Sports	14	(2)	0	(0)	14	(2)	2.1 %	2.4 %
						Standards/EZ	6	(1)	20	(1)	26	(2)	3.9 %	3.4 %
						Totals	134	(7)	525	(12)	659	(19)		

AM Stations

Station	Freq	Power	Format	Parent	Revenue	Agency	Group
KFAB	1110	50 kw (DA-N)	Full Service/Talk	CBS	\$72.00	Christal	AMFM
KKAR	1290	5 kw (DA-N)	News/Talk	CNN, Westwd, ABC	\$35.00	Sentry	KOIL/KQKQ-F
WOW	590	5 kw	Country	ABC	\$ NA	Allied	Journal Bcst Gp

FM Stations

Station	Freq	Power	Format	Parent	Revenue	Agency	Group	City
KEFM	96.1	100 kw @1414	AC/CHR		\$57.00	Mc-Guild		
KESY	97.7	100 kw @981	Dance CHR		\$31.00	Eastman	Journal Bcst Gp	Nebraska City
KEZO	92.3	100 kw @1212	AOR		\$70.00	Eastman	Journal Bcst Gp	
KGOR	99.9	115 kw @1230	Oldies	Westwd	\$62.00	Christal	AMFM	
KKCD	105.9	50 kw @479	Classic AOR		\$42.00	Eastman	Journal Bcst Gp	
KOTD	106.9	6 kw @328	Standards	ABC	\$ NA	—	Waitt	Plattsmouth
KQKQ	98.5	100 kw @1175	CHR		\$64.00	Sentry	KKAR/KOIL	Council Bluffs
KSRZ	104.5	100 kw @1086	CHR/AC		\$40.00	Eastman	Journal Bcst Gp	
KTNP	93.3	3.6 kw @427	AC/CHR		\$ NA	Katz	AMFM	Bennington
KXKT	103.7	100 kw @1014	Country		\$63.00	Christal	AMFM	Glenwood, IA
KZFX	101.9	100 kw @1132	Classic Hits		\$30.00	Sentry	KKAR/KQKQ	Lincoln
WOW	94.1	100 kw @1184	Country	ABC	\$91.00	Allied	Journal Bcst Gp	

Notes: * WOW-F revenue level includes WOW revenue . . . 4/99 KEFM-F transitioned from AC to Hot AC (AC/CHR) . . . 5/99 KESY-F changed from Soft AC to Dance CHR (CHR/U) as "Channel 977" . . . 7/99 KESY-F changed calls to KQCH-F . . . 8/99 KTNP-F changed from Hot AC to AOR

ORLANDO

Arbitron Rank: 39 Pop (12+): 1,104,600
MSA Rank: 37
MSA Pop: 1,530,000
DMA: 22 (w/Daytona, Melbourne)
Average Persons Rating: 16.8
Market TSL in Hours: 22.75

Stations: 27 / 23
Diaries: 2,046 / 358:1 / 57.8%
Sample Target: 2,150
% Below Line: 2.6
% Not Listed: 11.1
Pop per Station: 48,026

Last Year's Revenue: \$92,500,000
Household Income: \$43,301
Total Retail Sales: \$16.1 Bil.
#1 Biller: WWKA-F \$10,000,000
#1 Billing Portfolio: AMFM \$31,100,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WWKA-F	C	127 / 7.1	6.5	9.4	7.7	8.2	7.7	1787 / 18.2	16.9	15.2	224 / 3313	I WWKA-F
2	WTKS-F	T	120 / 6.7	7.0	6.0	6.9	6.2	6.7	1510 / 13.7	14.1	15.3	229 / 2813	H WTKS-F
3	WDBO	FS	115 / 6.4	6.3	7.5	6.0	7.6	6.6	1692 / 15.3	16.0	15.7	155 / 2389	G WDBO
4	WOMX-F	AC	108 / 6.0	5.5	5.6	7.0	5.9	6.0	1898 / 17.2	17.1	17.9	173 / 3274	H WOMX-F
5	WSHE-F	O	101 / 5.7	3.6	3.5	4.4	3.3	4.3	1572 / 14.2	13.5	12.3	154 / 2606	F WSHE-F
6	WXXL-F	CHR	100 / 5.6	7.6	7.1	7.3	7.1	6.9	2272 / 20.6	21.1	21.5	148 / 3376	H WXXL-F
7	WMMO-F	AC-AOR	95 / 5.3	5.5	4.6	4.5	3.4	5.0	1498 / 13.6	11.1	9.5	114 / 1907	F WMMO-F
7	WJRR-F	AOR	95 / 5.3	4.4	4.3	4.4	4.5	4.6	1488 / 13.5	11.4	11.8	204 / 3000	F WJRR-F
7	WMGF-F	SAC	95 / 5.3	6.8	5.7	5.5	6.5	5.8	1635 / 14.8	13.7	15.2	195 / 3002	G WMGF-F
10	WJHM-F	B	94 / 5.3	5.9	6.0	6.4	7.6	5.9	1749 / 15.8	13.8	15.7	151 / 2858	G WJHM-F
11	WOCL-F	B/O	86 / 4.8	4.0	5.0	4.4	4.4	4.6	1434 / 13.0	14.7	14.1	129 / 2543	H WOCL-F
12	WLOQ-F	J	74 / 4.1	3.9	4.8	4.0	3.8	4.2	1306 / 11.8	11.6	10.0	87 / 1641	F WLOQ-F
13	WHTQ-F	CL AOR	69 / 3.9	3.6	3.2	4.1	3.1	3.7	1148 / 10.4	9.3	9.6	168 / 2697	E WHTQ-F
14	WCFB-F	B/AC	61 / 3.4	4.3	4.9	3.4	4.3	4.0	876 / 7.9	8.1	9.3	107 / 1534	E WCFB-F
15	WPYO-F	CHR/U	42 / 2.4	1.9	1.0	1.0	1.4	1.6	886 / 8.0	3.1	3.6	45 / 952	B WPYO-F
16	WHOO	ST	40 / 2.2	2.6	2.2	2.7	2.8	2.4	613 / 5.6	5.9	5.8	47 / 772	B WHOO
17	WOKB	B/G	34 / 1.9	1.0	0.6	0.9	1.2	1.1	287 / 2.6	1.7	1.8	34 / 294	WOKB
18	WQTM	SPRTS	22 / 1.2	1.2	1.8	1.2	0.9	1.4	477 / 4.3	5.3	4.1	34 / 754	C WQTM

12+ FM Share (Metro): 82.69% (1314 of 1589) (Spring 98: 80.75%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJHM-F <	1 WJRR-F	1 WTKS-F <	1 WOMX-F	1 WOMX-F <	1 WDBO	1 WTKS-F	1 WDBO	1 WWKA-F <	1 WJHM-F	1 WWKA-F
2 WXXL-F >>	2 WTKS-F	2 WOMX-F	2 WTKS-F <	2 WTKS-F <	2 WWKA-F	2 WDBO <	2 WTKS-F	2 WTKS-F	2 WXXL-F	2 WSHE-F
3 WJRR-F	3 WOMX-F <	3 WJRR-F <	3 WMMO-F <	3 WMMO-F <	3 WSHE-F	3 WWKA-F	3 WMMO-F	3 WJRR-F <	3 WMGF-F	2 WXXL-F <
3 WPYO-F	4 WJHM-F	4 WMMO-F <	4 WWKA-F	4 WWKA-F	4 WMGF-F	3 WOMX-F	3 WWKA-F <	4 WXXL-F <	3 WWKA-F	4 WJHM-F <
5 WWKA-F >>>	5 WXXL-F	5 WWKA-F <	5 WOCL-F <	5 WOCL-F <	5 WLOQ-F <	5 WSHE-F <	5 WOCL-F <	5 WOMX-F <	5 WTKS-F	5 WJRR-F <
	6 WMMO-F	6 WXXL-F <	6 WJRR-F	6 WSHE-F <	6 WMMO-F	6 WMMO-F <	6 WMGF-F <	6 WSHE-F <	5 WDBO	6 WOMX-F
	7 WWKA-F	7 WOCL-F <	7 WHTQ-F <	7 WJRR-F <	6 WTKS-F <	7 WXXL-F	7 WOMX-F <	7 WOCL-F	7 WCFB-F	7 WMGF-F <
	8 WOCL-F <	8 WJHM-F	8 WXXL-F <	8 WHTQ-F	8 WOCL-F <	8 WJHM-F <	8 WSHE-F <	7 WMMO-F <	7 WOMX-F <	8 WLOQ-F
	9 WPYO-F	9 WHTQ-F <	9 WMGF-F <	9 WLOQ-F <	9 WOMX-F	9 WHTQ-F	9 WJRR-F	9 WJHM-F <	9 WJRR-F <	9 WDBO
	9 WHTQ-F <	10 WMGF-F <	10 WLOQ-F <	10 WMGF-F <		9 WMGF-F <	10 WLOQ-F <	10 WMGF-F <	10 WSHE-F	9 WCFB-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	12+ Ovrnite
1 WXXL-F	1 WOMX-F	1 WOMX-F >	1 WOMX-F	1 WOMX-F	1 WJHM-F	1 WJRR-F	1 WJRR-F >	1 WTKS-F <	1 WTKS-F	1 WDBO >
2 WJHM-F >	1 WXXL-F >	2 WOCL-F	2 WXXL-F <	2 WWKA-F <	2 WJRR-F	2 WTKS-F	2 WTKS-F	2 WJRR-F >	2 WJRR-F <	2 WMMO-F
3 WTKS-F >	3 WJHM-F <	2 WMMO-F	3 WWKA-F	3 WOCL-F	3 WTKS-F	3 WJHM-F	3 WOMX-F	3 WHTQ-F <	3 WHTQ-F	3 WJHM-F
4 WJRR-F	4 WTKS-F	4 WXXL-F	4 WOCL-F	4 WMGF-F	4 WPYO-F >	4 WOMX-F	4 WHTQ-F <	4 WMMO-F <	4 WMMO-F	4 WWKA-F
4 WPYO-F	5 WMMO-F <	4 WWKA-F <	5 WMGF-F	4 WMMO-F	5 WXXL-F	5 WHTQ-F <	5 WMMO-F	5 WOMX-F	5 WOMX-F	5 WXXL-F
6 WOMX-F	6 WWKA-F <	6 WMGF-F	5 WMMO-F	6 WSHE-F	6 WPYO-F	6 WJHM-F	6 WJHM-F	6 WSHE-F <	6 WSHE-F <	
7 WCFB-F	7 WOCL-F		7 WTKS-F <	6 WXXL-F	7 WXXL-F	6 WSHE-F	7 WWKA-F	7 WWKA-F	7 WWKA-F	
7 WSHE-F	7 WMGF-F		8 WJHM-F	8 WLOQ-F	7 WMMO-F	8 WWKA-F	8 WLOQ-F	8 WDBO	8 WDBO	
	9 WJRR-F >		9 WCFB-F	9 WTKS-F <			8 WSHE-F	8 WLOQ-F	8 WLOQ-F	
			9 WSHE-F	10 WCFB-F			8 WOCL-F <			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WONQ	SP	1030	Oviedo	0.8	2.0	21 274	WGNE-F	C	98.1	Titusville	0.8	3.6	56 1209
WRLZ	SP-C	1270	Eatonville	0.8	1.1	15 128	WKRO-F	AOR-NR	93.1	Edgewater	0.4	3.4	25 825
WRMQ	SP	1140	Orlando	0.8	0.8	16 97	WPCV-F	C	97.5	Winter Haven	0.8	3.7	100 1558
WTLN	REL	950	Orlando	0.6	2.1	11 256	WSJT-F	J	94.1	Lakeland	0.5	1.1	23 496
WWNZ	N	740	Orlando	0.5	3.0	12 453							

ORLANDO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	21.7 %	21.9 %	33.6 %	AC	0 (0)	108 (1)	108 (1)	6.8 %	6.7 %
WJHM-FM, WOCL-FM, WOMX-FM, WXXL-FM				AOR/Classic/NR	0 (0)	267 (4)	267 (4)	16.8 %	13.2 %
Clear Channel	24.7 %	26.7 %	27.8 %	Black/Urban	0 (0)	241 (3)	241 (3)	15.2 %	13.5 %
WJRR-FM, WMGF-FM, WQTM-AM, WSHE-FM, WTKS-FM, WWNZ-AM				CHR	0 (0)	142 (2)	142 (2)	8.9 %	11.9 %
Cox Radio	30.7 %	30.6 %	31.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WCFB-FM, WDBO-AM, WHOO-AM, WHTQ-FM, WMMO-FM, WPYO-FM, WWKA-FM				Country	0 (0)	157 (3)	157 (3)	9.9 %	11.4 %
	77.1 %	79.2 %	92.8 %	Full Service	115 (1)	0 (0)	115 (1)	7.2 %	8.6 %
				Hispanic	44 (3)	0 (0)	44 (3)	2.8 %	2.3 %
				Jazz	0 (0)	83 (2)	83 (2)	5.2 %	4.3 %
				News/Talk	9 (1)	120 (1)	129 (2)	8.1 %	7.9 %
				Oldies	0 (0)	101 (1)	101 (1)	6.4 %	5.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	45 (2)	0 (0)	45 (2)	2.8 %	2.1 %
				Soft AC	0 (0)	95 (1)	95 (1)	6.0 %	7.4 %
				Sports	22 (1)	0 (0)	22 (1)	1.4 %	1.0 %
				Standards/EZ	40 (1)	0 (0)	40 (1)	2.5 %	3.5 %
				Totals	275 (9)	1314 (18)	1589 (27)		

AM Stations

Station	Power	Frequency	Format	Company	Price	Buyer	Radio	Market
WDBO	580	5 kw (DA-N)	Full Service	ABC, Westwd	\$79.00	Katz	Cox Radio	
WHOO	990	50 kw/5 kw (DA-2)	Standards	ABC, Jones	\$21.00	Christal	Cox Radio	
WOKB	1600	5 kw (DA-2)	Black Gosp./Ethnic		\$ NA	---		Winter Garden
WQTM	540	50 kw (DA-2)	Sports	1-on-1, CBS, ESPN	\$20.00	Clr Chnl	Clear Channel	Pine Hills

FM Stations

Station	Power	Frequency	Format	Company	Price	Buyer	Radio	Market
WCFB	94.5	100 kw @ 1470	Black AC		\$53.00	Katz	Cox Radio	Daytona Beach
WHTQ	96.5	100 kw @ 1598	Classic AOR		\$64.00	Christal	Cox Radio	
WJHM	101.9	28 kw @ 1585	Black		\$95.00	Sentry	AMFM	Daytona Beach
WJRR	101.1	100 kw @ 1598	AOR		\$90.00	Clr Chnl	Clear Channel	Cocoa
WLOQ	103.1	14 kw @ 440	Jazz		\$64.00	Allied		Winter Park
WMGF	107.7	100 kw @ 1585	Soft AC		\$132.00	Clr Chnl	Clear Channel	Mt. Dora
WMMO	98.9	38 kw @ 440	AC-AOR		\$81.00	Christal	Cox Radio	
WOCL	105.9	100 kw @ 1585	Black Oldies		\$144.00	Eastman	AMFM	Deland
WOMX	105.1	100 kw @ 1598	AC	AMFM	\$155.00	Eastman	AMFM	
WPYO	95.3	6 kw @ 315	Dance CHR		\$ NA	Christal	Cox Radio	Apopka
WSHE	100.3	100 kw @ 1188	Oldies		\$54.00	Clr Chnl	Clear Channel	
WTKS	104.1	100 kw @ 1598	Talk	Westwd	\$105.00	Clr Chnl	Clear Channel	Cocoa Beach
WWKA	92.3	100 kw @ 1341	Country		\$160.00	Katz	Cox Radio	
WXXL	106.7	100 kw @ 824	CHR	AMFM	\$110.00	Sentry	AMFM	Leesburg

Notes: 4/99 WOCL-F changed from Oldies to Black (Rhythmic) Oldies as "Jammin' Oldies" ... 4/99 WSHE-F changed from AC/CHR to Oldies as "Oldies 100.3" ... 8/99 WFIV (1080; Kissimmee) sold to Genesis for \$1,800,000

OXNARD-VENTURA

Arbitron Rank: 106 Pop (12+): 379,600	Stations: 46 / 15	Last Year's Revenue: \$10,900,000
MSA Rank: 74	Diaries: 1,157 / 328:1 / 49.2%	Household Income: \$50,126
MSA Pop: 743,000 (Ventura Co.)	Sample Target: 1,120	Total Retail Sales: \$3.6 Bil.
DMA: Los Angeles (#2)	% Below Line: 37.3	#1 Biller: KHAY-F \$2,500,000
Average Persons Rating: 15.8	% Not Listed: 14.2	#1 Billing Portfolio: Bengal/McDonald \$5,650,000
Market TSL in Hours: 21.25	Pop per Station: 25,307	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KXLM-F	58 / 9.7	6.3	3.4	6.2	7.0	493 / 13.0	11.8	10.0	59 / 541	C	KXLM-F
2	KCAQ-F	42 / 7.0	6.1	6.4	5.7	4.8	652 / 17.2	17.3	17.4	61 / 1106	C	KCAQ-F
3	KMLA-F	24 / 4.0	4.0	3.2	3.2	2.2	262 / 6.9	9.3	7.5	25 / 279		KMLA-F
4	KCZN-F	22 / 3.7	2.7	1.2	4.0	2.1	244 / 6.4	6.8	4.2	22 / 256		KCZN-F
4	KKZZ	22 / 3.7	4.8	3.2	4.4	4.3	228 / 6.0	8.5	6.4	22 / 258		KKZZ
6	KBBY-F	21 / 3.5	4.3	4.4	4.7	5.3	453 / 11.9	11.5	11.9	24 / 622	D	KBBY-F
7	KRTH-F	20 / 3.3	4.7	3.9	4.5	3.4	474 / 12.5	13.4	13.3	35 / 1016		KRTH-F
8	KHAY-F	19 / 3.2	7.1	6.1	6.2	6.2	353 / 9.3	13.6	13.1	39 / 800	D	KHAY-F
9	KOCP-F	18 / 3.0	3.4	3.0	3.4	2.6	360 / 9.5	7.5	7.9	28 / 570		KOCP-F
10	KLOS-F	16 / 2.7	3.5	3.0	2.4	2.6	355 / 9.4	10.7	9.3	40 / 763		KLOS-F
10	KVYY-F	16 / 2.7	2.6	3.2	2.5	2.7	397 / 10.5	7.6	10.8	17 / 427		KVYY-F
10	KFI	16 / 2.7	2.9	3.4	3.4	3.4	265 / 7.0	7.6	9.0	34 / 640		KFI
13	KLVE-F	15 / 2.5	1.8	2.2	3.0	3.2	259 / 6.8	6.2	5.9	24 / 344		KLVE-F
13	KRUZ-F	15 / 2.5	3.2	1.9	2.0	1.9	390 / 10.3	11.1	8.4	51 / 988		KRUZ-F
15	KLSX-F	13 / 2.2	1.9	3.0	1.8	1.5	168 / 4.4	6.2	6.8	21 / 301		KLSX-F
16	KKBT-F	12 / 2.0	1.6	1.7	1.8	3.1	299 / 7.9	7.0	8.2	16 / 526		KKBT-F
16	KPWR-F	12 / 2.0	2.4	2.7	3.4	2.9	358 / 9.4	9.4	11.1	25 / 612		KPWR-F
18	KNX	11 / 1.8	2.3	2.5	3.4	2.9	329 / 8.7	9.5	9.8	30 / 856		KNX
18	KVEN	11 / 1.8	3.1	3.2	2.4	3.8	264 / 6.7	8.0	8.9	15 / 314	C	KVEN
20	KKBE-F	10 / 1.7	1.3	1.9	0.5	0.7	204 / 5.4	5.5	4.8	10 / 244		KKBE-F
20	KTWW-F	10 / 1.7	1.8	2.9	1.8	2.1	174 / 4.6	4.3	5.8	16 / 361		KTWW-F
20	KBIG-F	10 / 1.7	1.3	2.5	1.7	1.4	215 / 5.7	6.6	8.2	16 / 523		KBIG-F

12+ FM Share (Metro): 82.26% (422 of 513) (Spring 98: 81.18%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KCAQ-F >>>	1 KXLM-F >	1 KXLM-F >	1 KXLM-F >>	1 KXLM-F >>	1 KXLM-F <	1 KXLM-F >	1 KXLM-F >	1 KXLM-F	1 KCAQ-F	1 KXLM-F >
2 KXLM-F	2 KCAQ-F >	2 KCAQ-F >	2 KCZN-F	2 KCAQ-F <	2 KKZZ >	2 KCAQ-F >	2 KCAQ-F >	2 KCAQ-F	2 KXLM-F	2 KCAQ-F
	3 KMLA-F	3 KMLA-F <	2 KCAQ-F	3 KCZN-F <	3 KHAY-F <	3 KLSX-F <	3 KKZZ <	3 KMLA-F	3 KMLA-F >	3 KMLA-F <
	4 KVYY-F	4 KCZN-F	4 KBBY-F	4 KRTH-F <	4 KOCP-F	4 KLOS-F <	4 KBBY-F	4 KRTH-F <	4 KCZN-F	4 KKZZ
	5 KCZN-F	5 KBBY-F	5 KLOS-F	5 KBBY-F	4 KFI	5 KBBY-F <	5 KFI <	5 KBBY-F <	5 KNX <	5 KCZN-F <
	6 KLSX-F	6 KVYY-F <	5 KOCP-F	5 KLOS-F	4 KRTH-F	6 KFI	6 KCZN-F	6 KOCP-F	6 KBBY-F	6 KRTH-F <
	6 KPWR-F	7 KOCP-F	5 KMLA-F	5 KHAY-F <	7 KCZN-F	6 KCZN-F <	6 KRTH-F <	7 KKZZ	7 KOCP-F	7 KOCP-F
		7 KLOS-F	5 KRTH-F <	8 KOCP-F <	7 KBBY-F	8 KHAY-F <	8 KMLA-F	7 KRTH-F	7 KRTH-F	7 KHAY-F
		7 KRTH-F <	9 KVYY-F <	9 KMLA-F <	9 KVEN	9 KKZZ <	8 KHAY-F <	7 KCZN-F <	9 KVYY-F	9 KVYY-F
		10 KLSX-F		10 KVYY-F <	9 KNX	10 KVTA <	10 KOCP-F	10 KVYY-F	10 KVYY-F	9 KLVE-F <
								10 KHAY-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	12+ Ovrnite
1 KXLM-F >	1 KXLM-F	1 KXLM-F	1 KXLM-F >	1 KXLM-F	1 KCAQ-F >	1 KXLM-F >	1 KXLM-F >>	1 KXLM-F >	1 KXLM-F >>>	1 KCAQ-F
2 KCAQ-F >	2 KCAQ-F >	1 KLOS-F	2 KCAQ-F	2 KBBY-F	2 KPWR-F	2 KCAQ-F	2 KVYY-F	2 KCAQ-F	2 KLSX-F	2 KNX
3 KMLA-F >	3 KLOS-F	1 KCAQ-F	3 KBBY-F <	3 KCAQ-F	2 KMLA-F	3 KVYY-F	3 KLSX-F >	3 KMLA-F	2 KCAQ-F	3 KVEN
4 KCZN-F	3 KCZN-F	4 KBBY-F	4 KCZN-F <	3 KRTH-F	4 KXLM-F >	4 KMLA-F	4 KLSX-F	4 KCAQ-F	4 KVYY-F	
4 KKBT-F >	3 KMLA-F	4 KRUZ-F	5 KMLA-F	3 KCZN-F	5 KLSX-F	5 KLSX-F	5 KMLA-F >	4 KLSX-F	4 KOCP-F	
	6 KBBY-F	4 KCZN-F	6 KLOS-F	3 KLOS-F	5 KLVE-F	6 KPWR-F		4 KVYY-F	4 KRTH-F	
	6 KRUZ-F >	7 KLVE-F	7 KRUZ-F	3 KHAY-F	5 KKBT-F	7 KKBT-F		7 KOCP-F	4 KCZN-F	
		7 KKBE-F	7 KRTH-F	8 KBIG-F	5 KVYY-F >>	7 KLVE-F		8 KRTH-F	8 KMLA-F	
		7 KMLA-F >	7 KBIG-F	8 KRUZ-F		9 KCZN-F				
			7 KLVE-F			9 KROQ-F >				

OXNARD-VENTURA

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KDAR-F	REL	98.3	Oxnard	1.2	3.8	9	226
KOXR	SP	910	Oxnard	1.5	3.0	10	131
KUNX	SP-NT	1590	Ventura	0.5	1.5	6	83
KVTA	T	1520	Port Hueneme	1.3	3.4	11	159

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KABC	T	790	Los Angeles	0.5	2.3	13	254
KCBS-F	CL AOR	93.1	Los Angeles	1.3	6.8	24	568
KCMG-F	B/AC	100.3	Los Angeles	1.5	7.8	14	481
KDB-F	CL	93.7	Santa Barbara	0.8	1.8	19	256
KDIS	KIDS	710	Los Angeles	0.5	1.7	5	198
KIIS-F	CHR	102.7	Los Angeles	0.5	2.7	16	373
KIST-F	O	107.7	Santa Barbara	0.3	1.2	14	237
KJEE-F	AOR-NR	92.9	Montecito	0.3	1.3	20	372
KKGO-F	CL	105.1	Los Angeles	0.7	2.5	10	310
KLAC	ST	570	Los Angeles	0.3	2.0	12	233
KMGQ-F	J	97.5	Santa Barbara	0.7	1.9	21	294
KMLT-F	SAC	92.7	Thousand Oaks	0.5	2.3	32	373
KROQ-F	AOR-NR	106.7	Pasadena	0.8	4.2	18	461
KSBL-F	SAC	101.7	Carpenteria	0.3	1.0	17	299
KSCA-F	SP	101.9	Glendale	1.0	2.5	7	121
KTYD-F	AOR	99.9	Santa Barbara	0.8	5.0	24	593
KXTA	SPRTS	1150	Los Angeles	0.2	0.7	5	108
KYSR-F	AC/CHR	98.7	Los Angeles	0.7	4.2	19	524
XTRA	SPRTS	690	Tijuana, MX	0.3	1.8	3	149

Consolidation Report	12+	25-54	Revenue
Bengal/McDonald	8.5 %	9.5 %	51.8 %
KBBY-FM, KHAY-FM, KVEN-AM			
Gold Coast	16.7 %	12.4 %	12.8 %
KCAQ-FM, KKBE-FM, KKZZ-AM, KOCP-FM, KVTA-AM			
Lazer	9.7 %	11.1 %	17.4 %
KCZN-FM, KXLM-FM			
	34.9 %	33.0 %	82.0 %

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	50 (4)	50 (4)	9.7 %	12.5 %
AOR/Classic/NR	0 (0)	70 (7)	70 (7)	13.6 %	14.1 %
Black/Urban	0 (0)	33 (3)	33 (3)	6.4 %	8.2 %
CHR	0 (0)	45 (2)	45 (2)	8.8 %	9.3 %
Classical	0 (0)	9 (2)	9 (2)	1.8 %	1.7 %
Country	0 (0)	19 (1)	19 (1)	3.7 %	7.2 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	12 (2)	125 (5)	137 (7)	26.7 %	14.3 %
Jazz	0 (0)	14 (2)	14 (2)	2.7 %	3.2 %
News/Talk	49 (5)	13 (1)	62 (6)	12.1 %	15.0 %
Oldies	0 (0)	22 (2)	22 (2)	4.3 %	4.4 %
Others/Unknown	3 (1)	0 (0)	3 (1)	0.6 %	0.0 %
Religion/Gospel	0 (0)	7 (1)	7 (1)	1.4 %	1.9 %
Soft AC	0 (0)	15 (3)	15 (3)	2.9 %	2.7 %
Sports	3 (2)	0 (0)	3 (2)	0.6 %	1.5 %
Standards/EZ	24 (2)	0 (0)	24 (2)	4.7 %	4.0 %
Totals	91 (12)	422 (33)	513 (45)		

AM Stations

KKZZ	1400	1 kw	Standards	Westwd, CNN	\$20.00	Katz	Gold Coast	Sta. Paula
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/Urban		\$38.00	—	Gold Coast	
KCZN	96.7	0.087 kw @ 1500	Hispanic Contemp.		\$ NA	Lotus	Lazer	Santa Paula
KHAY	100.7	39 kw @ 1204	Country		\$54.00	—	Bengal/McDonald	
KKBE	105.5	0.1 kw @ 1358	Soft AC	Westwd	\$ NA	Katz	Gold Coast	Ojai
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	—	Big City	
KXLM	102.9	5.5 kw @ 112	Hispanic Contemp.		\$40.00	Lotus	Lazer	

Notes: Other ranked stations - See Los Angeles or, in the Spring 1999 American Radio Small Market edition, Santa Barbara ... 1/99 KXFS (1590) changed from Hispanic Regional to Hispanic News/Talk as KUNX, LMA'd by Radio Unica ... 2/99 KTRO (1520) changed calls to KVTA; remains Talk

PENSACOLA

Arbitron Rank: 121 Pop (12+): 342,100	Stations: 21 / 10	Last Year's Revenue: \$11,800,000
MSA Rank: 122	Diaries: 1,040 / 329:1 / 44.8%	Household Income: \$34,017
MSA Pop: 414,000	Sample Target: 1,070	Total Retail Sales: \$3.9 Bil.
DMA: 62 (w/Mobile)	% Below Line: 32.5	#1 Biller: WXBM-F \$4,400,000
Average Persons Rating: 14.2	% Not Listed: 15.8	#1 Billing Portfolio:
Market TSL in Hours: 19.00	Pop per Station: 34,210	AMFM \$5,950,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	WXBM-F	C 61 / 12.5	11.9	16.0	16.3	14.2	887 / 25.9	22.9	26.4	90 / 1328	F	WXBM-F
2	WTKX-F	AOR 52 / 10.7	8.3	5.5	9.9	8.5	603 / 17.6	16.5	16.0	84 / 963	C	WTKX-F
3	WMEZ-F	SAC 41 / 8.4	8.3	8.7	8.4	7.4	585 / 17.1	15.4	16.9	52 / 751	C	WMEZ-F
4	WBLX-F	B 39 / 8.0	9.7	12.9	10.1	9.8	591 / 17.3	17.8	19.9	64 / 1017		WBLX-F
5	WABB-F	CHR 38 / 7.8	8.7	6.1	6.6	7.9	758 / 22.2	21.1	17.9	63 / 1222		WABB-F
6	WYCL-F	O 28 / 5.7	4.2	6.3	5.8	8.9	407 / 11.9	11.3	13.3	46 / 659	B	WYCL-F
7	WCOA	FS/T 24 / 4.9	7.0	6.3	6.2	7.6	307 / 9.0	11.0	12.7	24 / 311	C	WCOA
8	WRNE	B/G 19 / 3.9	3.4	3.4	2.2	4.6	169 / 4.9	6.3	4.7	19 / 174	A	WRNE
9	WWRO-F	CL AOR 18 / 3.7	5.0	5.3	7.0	3.7	345 / 10.1	13.7	12.9	35 / 710	C	WWRO-F
10	WYOK-F	B 16 / 3.3	0.6		0.6		311 / 9.1	2.1		21 / 451		WYOK-F
10	WKSJ-F	C 16 / 3.3	1.2	1.6	1.4	1.1	256 / 7.5	4.1	1.6	38 / 721		WKSJ-F
12	WRKH-F	CL AOR 13 / 2.7	3.2	2.6	2.8	1.5	234 / 6.8	7.1	8.2	21 / 382		WRKH-F
13	WMXC-F	AC 11 / 2.3	1.6	3.4	2.0	2.4	271 / 7.9	7.9	9.4	24 / 507		WMXC-F

12+ FM Share (Metro): 87.32% (358 of 410) (Spring 98: 87.42%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBLX-F	1 WTKX-F >>	1 WTKX-F	1 WTKX-F	1 WXBM-F	1 WXBM-F	1 WXBM-F >	1 WTKX-F <	1 WTKX-F <	1 WBLX-F	1 WXBM-F
1 WABB-F >>>	2 WABB-F	2 WXBM-F	1 WXBM-F >	2 WTKX-F	2 WMEZ-F	2 WTKX-F	2 WXBM-F <	2 WXBM-F	2 WTKX-F	2 WBLX-F <
	2 WXBM-F <	3 WBLX-F <	3 WABB-F	3 WMEZ-F	3 WYCL-F	3 WBLX-F <	3 WMEZ-F	3 WABB-F <	3 WXBM-F <	3 WTKX-F
	4 WBLX-F >	4 WABB-F	3 WMEZ-F	4 WABB-F <	4 WCOA	4 WMEZ-F	4 WYCL-F	4 WMEZ-F >	4 WABB-F	4 WABB-F
		5 WMEZ-F	5 WBLX-F	5 WYCL-F <	5 WRNE	5 WABB-F <	5 WCOA <	5 WBLX-F <	5 WMEZ-F >	5 WMEZ-F >
		6 WYCL-F <	6 WWRO-F	6 WBLX-F	6 WTKX-F	6 WCOA <	6 WABB-F	6 WYCL-F <	6 WYOK-F >>	6 WRNE
		7 WWRO-F	6 WYCL-F	7 WWRO-F	6 WBLX-F	7 WYCL-F	7 WWRO-F	7 WCOA	6 WYCL-F	6 WYCL-F
			8 WKSJ-F	8 WRKH-F	8 WRKH-F	8 WRKH-F <	7 WBLX-F <	8 WWRO-F	8 WYOK-F	8 WYOK-F
				9 WKSJ-F	8 WABB-F	9 WRNE	9 WRNE <	9 WYOK-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	12+ Ovrnite
1 WABB-F >	1 WABB-F	1 WXBM-F >	1 WXBM-F	1 WMEZ-F	1 WTKX-F >	1 WTKX-F >>>	1 WTKX-F >>>	1 WTKX-F >>	1 WTKX-F >	1 WXBM-F
2 WTKX-F	1 WXBM-F	2 WABB-F	2 WMEZ-F <	1 WXBM-F >	2 WBLX-F >>	2 WBLX-F	2 WWRO-F	2 WXBM-F <	2 WXBM-F >	2 WABB-F
2 WBLX-F	3 WBLX-F	3 WMEZ-F	3 WABB-F <	3 WYCL-F	3 WCOA	3 WXBM-F	2 WXBM-F	3 WBLX-F	3 WWRO-F	3 WTKX-F
4 WXBM-F >	4 WTKX-F	3 WBLX-F	4 WBLX-F >	4 WBLX-F	3 WABB-F	3 WABB-F	4 WABB-F >	4 WWRO-F	4 WABB-F	3 WBLX-F >
	5 WMEZ-F	5 WYOK-F	5 WYCL-F	4 WABB-F >	3 WYOK-F >>	5 WWRO-F >	5 WKSJ-F	5 WABB-F >	5 WBLX-F	5 WCOA
	6 WYOK-F	5 WZNS-F >	6 WYOK-F	6 WYOK-F	6 WYOK-F	6 WYOK-F		6 WYCL-F	5 WYCL-F	5 WYCL-F
			6 WTKX-F >	6 WMXC-F >				7 WKSJ-F	7 WRKH-F	7 WRKH-F
								7 WKSJ-F	8 WKSJ-F	8 WKSJ-F
								7 WRKH-F	8 WMEZ-F	8 WMEZ-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBSR	O	1450	Pensacola	0.4	1.8	2 61	WKSM-F	AOR	99.5	Ft. Walton Beach	1.4	4.2	38 458
WNVY	B/G	1090	Cantonment	0.8	1.8	4 60	WNCV-F	SAC	100.3	Niceville	0.4	1.9	16 297
WSWL	N	790	Pensacola	0.6	3.3	3 116	WTKE-F	SPRTS	98.1	Andalusia, AL	1.0	2.8	9 185
							WYZB-F	C	105.5	Mary Esther	0.4	1.3	20 344
							WZNS-F	CHR	96.5	Ft. Walton Beach	1.8	9.6	40 776

PENSACOLA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	21.9 %	22.4 %	50.4 %	AC	0 (0)	11 (1)	11 (1)	2.7 %	3.8 %
WMEZ-FM, WTKE-FM, WXBM-FM				AOR/Classic/NR	0 (0)	90 (4)	90 (4)	22.0 %	17.5 %
	21.9 %	22.4 %	50.4 %	Black/Urban	0 (0)	55 (2)	55 (2)	13.4 %	14.6 %
				CHR	0 (0)	47 (2)	47 (2)	11.5 %	9.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	79 (3)	79 (3)	19.3 %	22.2 %
				Full Service	24 (1)	0 (0)	24 (1)	5.9 %	7.2 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	3 (1)	0 (0)	3 (1)	0.7 %	0.7 %
				Oldies	2 (1)	28 (1)	30 (2)	7.3 %	8.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	23 (2)	0 (0)	23 (2)	5.6 %	4.7 %
				Soft AC	0 (0)	43 (2)	43 (2)	10.5 %	11.2 %
				Sports	0 (0)	5 (1)	5 (1)	1.2 %	0.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Totals	52 (5)	358 (16)	410 (21)		

AM Stations

WCOA	1370	5 kw (DA-N)	Full Svc/Talk	Westwd, ABC	\$22.00	Katz	Cumulus, pend.	
WRNE	980	2.5 kw/1 kw (DA-2)	Black Oldies	ABC, AURN	\$<20.00	Roslin		Gulf Breeze

FM Stations

WMEZ	94.1	100 kw @ 1328	Soft AC	Westwd, AMFM	\$38.00	Katz	AMFM	
WTKX	101.5	100 kw @ 1328	AOR		\$22.00	D&R	Clear Channel	
WWRO	100.7	100 kw @ 1555	Classic AOR	ABC	\$40.00	Katz	Cumulus, pend.	
WXBM	102.7	100 kw @ 1328	Country	Westwd, AMFM	\$82.00	Katz	AMFM	Milton
WYCL	107.3	100 kw @ 1407	Oldies		\$21.00	Mc-Guild	Concord, pend.	

Notes: Other ranked stations - See Mobile . . . In the past, we have mistakenly shown WYCL-F as owned by Clear Channel; instead, it is LMA'd to Clear Channel . . . 7/99 WYCL-F sold by Paxson to Concord Media Group for \$2,000,000

PEORIA

Arbitron Rank: 134 Pop (12+): 290,300	Stations: 23 / 16	Last Year's Revenue: \$14,300,000
MSA Rank: 142	Diaries: 1,119 / 259:1 / 57.7%	Household Income: \$44,564
MSA Pop: 351,000	Sample Target: 1,080	Total Retail Sales: \$3.5 Bil.
DMA: 110 (w/Bloomington)	% Below Line: 8.9	#1 Biller: WXCL-F \$2,200,000
Average Persons Rating: 14.0	% Not Listed: 15.3	#1 Billing Portfolio:
Market TSL in Hours: 18.75	Pop per Station: 18,144	JMP Media, pend. \$6,020,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WPBG-F	O 46 / 11.3	10.4	10.0	10.5	10.8	554 / 19.1	21.6	19.9	63 / 859	C	WPBG-F
2	WXCL-F	C 32 / 7.9	12.5	8.2	11.0	12.3	500 / 17.2	20.8	15.4	40 / 583	D	WXCL-F
3	WSWT-F	SAC 30 / 7.4	9.9	9.0	10.0	6.8	433 / 14.9	15.6	15.8	42 / 639	D	WSWT-F
4	WGLO-F	CL AOR 29 / 7.1	8.3	5.7	6.7	4.5	602 / 20.7	23.6	21.2	43 / 911	C	WGLO-F
5	WIXO-F	AOR-NR 28 / 6.9	5.9	6.7	5.7	6.3	587 / 20.2	19.1	17.8	36 / 750	B	WIXO-F
6	WWCT-F	AOR 24 / 5.9	4.3	5.9	6.2	10.3	437 / 15.0	14.1	17.0	46 / 712	C	WWCT-F
7	WFYR-F	C 23 / 5.7	4.8	3.9	6.0	5.0	390 / 13.4	12.0	12.5	26 / 512	B	WFYR-F
8	WTAZ-F	T 21 / 5.2	3.2	5.2	3.6	2.8	334 / 11.5	10.1	11.2	23 / 371	B	WTAZ-F
9	WMBD	FS 19 / 4.7	7.2	5.7	3.6	7.5	350 / 12.3	15.6	12.1	22 / 395	C	WMBD
10	WEEK-F	AC 14 / 3.4	2.1	2.8	1.7	2.3	387 / 13.3	10.2	10.4	17 / 492	A	WEEK-F
11	WIRL	ST/FS 12 / 3.0	1.6	2.6	1.4	1.8	233 / 8.0	7.0	6.7	14 / 271	A	WIRL
11	WBNQ-F	CHR 12 / 3.0	1.6	1.5	2.6	1.3	282 / 9.7	8.3	7.5	42 / 861		WBNQ-F
13	WJPL-F	J 8 / 2.0	2.1	2.3	0.5		134 / 4.6	5.6	4.4	8 / 147	A	WJPL-F
13	WBGE-F	B 8 / 2.0	3.2	3.6	3.6	1.8	140 / 4.8	5.0	5.1	8 / 154	A	WBGE-F

12+ FM Share (Metro): 83.72% (288 of 344) (Spring 98: 80.61%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIXO-F >>>	1 WGLO-F <	1 WPBG-F <	1 WPBG-F	1 WPBG-F >	1 WPBG-F >	1 WPBG-F <	1 WPBG-F	1 WPBG-F >	1 WIXO-F	1 WPBG-F >
2 WEEK-F	2 WIXO-F	2 WGLO-F	2 WGLO-F	2 WGLO-F	2 WXCL-F	2 WGLO-F	2 WSWT-F	2 WSWT-F <	2 WSWT-F <	2 WXCL-F <
2 WBNQ-F >	3 WWCT-F	3 WWCT-F <	3 WFYR-F <	2 WSWT-F	3 WSWT-F	3 WXCL-F	3 WTAZ-F <	3 WIXO-F	3 WPBG-F <	3 WIXO-F
4 WFYR-F	4 WEEK-F	4 WIXO-F <	4 WSWT-F	4 WFYR-F >	4 WMBD <	4 WWCT-F <	4 WXCL-F	3 WXCL-F	4 WEEK-F	4 WGLO-F <
4 WGLO-F >>>	4 WFYR-F	5 WFYR-F	4 WWCT-F	4 WWCT-F	5 WTAZ-F	5 WMBD <	5 WFYR-F	5 WWCT-F <	4 WWCT-F <	5 WSWT-F <
	6 WSWT-F	6 WSWT-F	6 WXCL-F <	6 WXCL-F	6 WFYR-F <	6 WSWT-F	5 WGLO-F <	6 WGLO-F <	6 WMBD <	6 WFYR-F
	6 WPBG-F	7 WXCL-F	7 WIXO-F	7 WIXO-F	7 WGLO-F	7 WFYR-F	7 WIXO-F	7 WFYR-F	7 WXCL-F <	7 WMBD
			8 WTAZ-F >			7 WIXO-F	8 WWCT-F >			7 WWCT-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	12+ Ovrnite
1 WIXO-F	1 WEEK-F	1 WSWT-F	1 WSWT-F	1 WPBG-F	1 WGLO-F	1 WGLO-F	1 WGLO-F	1 WGLO-F	1 WPBG-F	1 WTAZ-F >
2 WEEK-F >	1 WFYR-F	1 WFYR-F >	1 WPBG-F	2 WSWT-F >	1 WIXO-F	2 WWCT-F	2 WWCT-F	2 WWCT-F	2 WGLO-F	2 WPBG-F
3 WBNQ-F	1 WIXO-F	3 WGLO-F	3 WXCL-F	3 WXCL-F	1 WWCT-F >>	3 WIXO-F >>	3 WIXO-F	3 WPBG-F <	3 WWCT-F >	2 WIXO-F
3 WXCL-F >>>	4 WSWT-F	3 WPBG-F	3 WFYR-F >	3 WFYR-F >	4 WEEK-F >>>	4 WPBG-F	4 WPBG-F	4 WIXO-F >	4 WIXO-F	4 WBNQ-F
	4 WGLO-F	3 WXCL-F	5 WIXO-F	5 WGLO-F	4 WEEK-F	4 WFYR-F >	5 WFYR-F	5 WFYR-F	4 WTAZ-F	4 WXCL-F
	4 WBNQ-F	3 WBNQ-F >>	6 WEEK-F	6 WBNQ-F	4 WFYR-F >		5 WTAZ-F >	6 WFYR-F		
	4 WXCL-F >>>		6 WBNQ-F	6 WWCT-F				7 WSWT-F		
			6 WGLO-F >							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WFXF-F	AC	94.3	Chillicothe	1.0	6.1	5	187	WAAG-F	C	94.9	Galesburg, IL	0.7	1.7	21	284
WOAM	SPRTS	1350	Peoria	0.7	3.0	5	111	WBWN-F	C	104.1	Leroy	1.0	2.8	37	542
WPEO	REL	1020	Peoria	1.7	2.2	8	95	WGN	FS/T	720	Chicago	1.2	4.2	20	329
								WIHN-F	AOR	96.7	Normal	0.5	1.2	13	263
								WJBC	FS	1230	Bloomington	0.5	1.6	28	457
								WLS	T	890	Chicago	2.0	5.3	22	356

PEORIA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Cromwell	19.7 %	22.0 %	18.2 %	AC	0 (0)	18 (2)	18 (2)	5.2 %	3.3 %
WFYR-FM, WGLO-FM, WIXO-FM, WVLE-AM				AOR/Classic/NR	0 (0)	83 (4)	83 (4)	24.1 %	23.6 %
JMP, pend.	26.4 %	27.2 %	42.1 %	Black/Urban	0 (0)	8 (1)	8 (1)	2.3 %	4.2 %
WIRL-AM, WMBD-AM, WPBG-FM, WSWT-FM				CHR	0 (0)	12 (1)	12 (1)	3.5 %	1.8 %
Kelly	14.8 %	13.1 %	21.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WFXF-FM, WOAM-AM, WTAZ-FM, WXCL-FM				Country	0 (0)	62 (4)	62 (4)	18.0 %	16.4 %
	60.9 %	62.3 %	81.9 %	Full Service	38 (4)	0 (0)	38 (4)	11.0 %	11.5 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	8 (1)	8 (1)	2.3 %	2.7 %
				News/Talk	8 (1)	21 (1)	29 (2)	8.4 %	8.2 %
				Oldies	0 (0)	46 (1)	46 (1)	13.4 %	11.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	7 (1)	0 (0)	7 (1)	2.0 %	0.6 %
				Soft AC	0 (0)	30 (1)	30 (1)	8.7 %	10.6 %
				Sports	3 (1)	0 (0)	3 (1)	0.9 %	0.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	5.2 %
				Totals	56 (7)	288 (16)	344 (23)		

AM Stations

WIRL	1290	5 kw (DA-2)	Stds./Full Service	ABC, JRN	\$<20.00	Christal	JMP Media, pend.
WMBD	1470	5 kw (DA-2)	Full Service	CBS, ESPN	\$37.00	Katz	JMP Media

FM Stations

WBGE	92.3	6 kw @ 148	Black	ABC	\$<20.00	Allied	
WEEK	98.5	6 kw @ 328	AC	Westwd	\$ NA	Eastman	Cromwell
WFYR	97.3	23.5 kw @ 338	Country		\$<20.00	---	Cromwell
WGLO	95.5	7 kw @ 620	Classic AOR		\$22.00	D&R	Cromwell
WIXO	99.9	1.5 kw @ 584	New Rock		\$ NA	---	Cromwell
WJPL	96.5	4.3 kw @ 377	Jazz	UPI	\$ NA	Allied	
WPBG	93.3	41 kw @ 551	Oldies		\$26.00	Katz	JMP Media
WSWT	106.9	50 kw @ 479	Soft AC		\$43.00	Christal	JMP Media, pend.
WTAZ	102.3	6 kw @ 298	Talk	Talknt, Westwd, ABC	\$<20.00	Mc-Guild	Kelly
WWCT	105.7	33 kw @ 591	AOR		\$52.00	Christal	
WXCL	104.9	3 kw @ 328	Country	Westwd	\$53.00	Mc-Guild	Kelly

Notes: WBNQ-F - See Bloomington . . . 3/99 WMBD/WPBG-F sold by Midwest TV to JMP Media (station management) for \$10,750,000 (Patrick) . . . 4/99 WIRL added Standards (Jones) to its Full Service programming . . . 5/99 WEEK-F changed from AC to CHR as "The Party" (near the end of the survey) . . . 6/99 WFXF-F changed calls to WKSO-F; remains AC . . . 6/99 WTAZ-F changed from Talk to Classic AOR/Howard Stern as WFXF-F (after the end of the survey) . . . 6/99 WWCT-F LMA/ sale to Kelly cancelled; Central Illinois Bcstg. reassumed operation of station . . . 8/99 WIRL and WSWT-F sold by Community Service to JMP Media (price NA)

PHILADELPHIA

Arbitron Rank: 5 Pop (12+): 4,065,900
MSA Rank: 4
MSA Pop: 4,950,000
DMA: 4
Average Persons Rating: 16.9
Market TSL in Hours: 22.00

Stations: 33 / 27
Diaries: 4,708/ 864:1/ 49.3%
Sample Target: 4,630
% Below Line: 4.6
% Not Listed: 13.7
Pop per Station: 150,589

Last Year's Revenue: \$251,900,000
Household Income: \$53,572
Total Retail Sales: \$47.8 Bil.
#1 Biller: KYW \$35,000,000
#1 Billing Portfolio: CBS/Infinity \$101,000,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WBEB-F	AC	478 / 7.0	6.3	5.9	6.2	7.2	6.3	6970 / 17.1	15.4	17.0	527 / 7952	J	WBEB-F
2	WYSP-F	T/CL AOR	414 / 6.0	5.9	5.6	5.4	5.1	5.7	6320 / 15.5	17.0	16.4	582 / 9175	K	WYSP-F
3	KYW	N	405 / 5.9	7.8	6.4	6.4	7.2	6.6	10682 / 26.3	25.6	29.0	444 / 12046	L	KYW
4	WDAS-F	B/AC	381 / 5.5	5.8	5.9	5.8	6.2	5.8	4394 / 10.8	10.7	11.1	442 / 5324	J	WDAS-F
5	WJZ-F	J	368 / 5.4	4.9	4.2	4.1	4.5	4.6	4678 / 11.3	11.1	11.5	447 / 5865	H	WJZ-F
6	WUSL-F	B	319 / 4.6	5.0	5.3	4.7	5.1	4.9	5505 / 13.5	14.6	14.0	424 / 7492	I	WUSL-F
7	WIOQ-F	CHR	318 / 4.6	3.7	4.1	4.0	3.9	4.1	7351 / 18.1	14.8	14.7	409 / 9646	I	WIOQ-F
8	WOGL-F	O	299 / 4.4	4.7	5.5	4.9	4.9	4.9	5854 / 14.4	15.8	14.8	378 / 7549	J	WOGL-F
9	WPEN	ST	276 / 4.0	3.6	4.0	3.3	4.1	3.7	3084 / 7.6	6.9	7.9	286 / 3254	G	WPEN
10	WMGK-F	CL HITS	259 / 3.8	3.2	3.9	4.1	4.1	3.7	4632 / 11.4	11.7	12.3	334 / 6220	I	WMGK-F
11	WXTU-F	C	238 / 3.5	3.4	4.2	4.7	4.3	3.9	3397 / 8.4	9.8	9.4	312 / 4758	H	WXTU-F
12	WMMR-F	AOR	235 / 3.4	3.0	3.6	3.6	3.0	3.4	4613 / 11.3	11.3	11.4	304 / 6326	I	WMMR-F
13	WWDB-F	T	230 / 3.3	4.6	4.4	5.0	4.0	4.3	3656 / 9.0	10.8	9.9	300 / 4883	H	WWDB-F
14	WPLY-F	CHR-NR	216 / 3.1	2.5	2.1	2.3	2.3	2.5	5243 / 12.9	10.9	12.2	262 / 6415	H	WPLY-F
15	WIP	SPRTS	208 / 3.0	3.5	2.9	2.7	2.6	3.0	3802 / 9.4	9.5	8.7	242 / 4622	J	WIP
16	WPHI-F	B	204 / 3.0	3.0	3.3	3.1	3.4	3.1	4388 / 10.8	9.9	10.2	217 / 4821	F	WPHI-F
17	WYXR-F	AC/CHR	185 / 2.7	3.1	3.1	3.1	3.3	3.0	4338 / 10.7	11.9	12.3	228 / 5585	H	WYXR-F
18	WXXM-F	AC-NR	152 / 2.2	2.2	2.1	2.3	2.2	2.2	3963 / 9.7	9.9	10.5	178 / 4781	E	WXXM-F
19	WPST-F	CHR	97 / 1.4	1.3	1.4	1.5	1.3	1.4	3362 / 8.3	7.6	7.4	165 / 5059	J	WPST-F
20	WDAS	B/G	89 / 1.3	1.1	1.2	1.0	1.2	1.1	1212 / 3.0	2.6	3.1	89 / 1225	C	WDAS
21	WPHT	T	76 / 1.1	1.1	1.0	1.3	1.2	1.1	1933 / 4.8	3.7	5.6	93 / 2367	D	WPHT
22	WKXW-F	T	71 / 1.0	1.1	1.3	0.9	0.9	1.1	1355 / 3.3	4.2	3.2	203 / 3747	J	WKXW-F
23	WHAT	B/T	69 / 1.0	1.6	0.8	1.2	1.1	1.1	654 / 1.6	1.7	2.3	69 / 661	B	WHAT

12+ FM Share (Metro): 77.85% (4612 of 5924) (Spring 98: 78.81%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WUSL-F	1 WYSP-F >	1 WYSP-F	1 WYSP-F <	1 WBEB-F <	1 KYW <	1 WYSP-F	1 WBEB-F >	1 WBEB-F	1 WUSL-F <
2	WPHI-F <	2 WUSL-F <	2 WDAS-F <	2 WDAS-F <	2 WDAS-F <	2 WBEB-F <	2 KYW >	2 WJZ-F	2 WJZ-F <	2 WDAS-F >
3	WIOQ-F >	3 WIOQ-F	3 WBEB-F	3 WBEB-F	3 WYSP-F <	3 WJZ-F	3 WBEB-F	3 WYSP-F <	3 WIOQ-F <	3 WIOQ-F
4	WPLY-F >	4 WPLY-F <	4 WIOQ-F	4 WMGK-F <	4 WJZ-F	4 WPEN <	4 WDAS-F	4 WOGL-F	4 WDAS-F	4 WBEB-F <
5	WPST-F	5 WBEB-F <	5 WMGK-F	5 WJZ-F <	5 WMGK-F	5 WDAS-F <	5 WJZ-F <	4 WMGK-F	4 KYW	5 WPHI-F <
		6 WPHI-F <	5 WUSL-F <	6 WMMR-F <	6 WOGL-F <	6 WOGL-F	6 WIP <	6 WDAS-F	4 WUSL-F	6 WJZ-F <
		7 WDAS-F <	7 WMMR-F <	7 WIOQ-F	7 WMMR-F <	7 WWDB-F	7 WPEN <	6 WMMR-F <	7 WYSP-F <	7 WWDB-F <
		8 WMMR-F	8 WJZ-F	8 WOGL-F <	8 WIOQ-F <	8 WXTU-F <	8 WIOQ-F	8 WIOQ-F <	8 WOGL-F <	8 KYW <
		9 WMGK-F <	9 WPLY-F <	9 KYW <	9 KYW	9 WMGK-F <	8 WOGL-F	9 WPEN	9 WMGK-F <	9 WWDB-F <
		10 WYXR-F	10 WOGL-F <			10 WIP	8 WXTU-F	9 WWDB-F	10 WPLY-F <	10 WPHI-F <
							8 WUSL-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WIOQ-F <	1 WIOQ-F	1 WIOQ-F	1 WBEB-F	1 WBEB-F	1 WYSP-F >	1 WYSP-F >>	1 WYSP-F >>	1 WYSP-F >	1 KYW
2	WUSL-F <	2 WBEB-F	2 WBEB-F	2 WDAS-F	2 WDAS-F	2 WUSL-F	2 WUSL-F	2 WMMR-F <	2 WMMR-F	2 WMGK-F <
3	WBEB-F	3 WUSL-F	3 WUSL-F <	3 WIOQ-F	3 WJZ-F	3 WPHI-F >	3 WMMR-F <	3 WMGK-F <	3 WMGK-F	3 WMMR-F <
4	WYSP-F	4 WPLY-F <	4 WDAS-F <	4 WJZ-F	4 WOGL-F <	4 WPLY-F	4 WPHI-F <	4 WIOQ-F	4 WDAS-F <	4 WDAS-F
5	WPLY-F	5 WYSP-F <	5 WPLY-F <	5 WYXR-F <	5 WIOQ-F	5 WMMR-F <	5 WIOQ-F <	4 WIP <	5 WIP <	4 WIP
6	WPHI-F	6 WDAS-F	6 WYXR-F	6 WUSL-F	6 WYXR-F	6 WIOQ-F >	6 WPLY-F	6 WUSL-F	6 WUSL-F	6 WJZ-F
7	WDAS-F <	7 WYXR-F	7 WJZ-F <	7 WYSP-F	7 WMGK-F <		7 WMGK-F <	7 WPLY-F <	7 WIOQ-F	7 WBEB-F <
8	WYXR-F	8 WPHI-F	8 WYSP-F <	7 WOGL-F	8 WXTU-F		8 WIP <	8 WDAS-F <	8 WBEB-F <	8 KYW
		9 WXXM-F <	9 WXXM-F <	7 WPLY-F <	9 KYW <		9 WDAS-F	9 WBEB-F	9 WPHI-F	9 WOGL-F <
		10 WMGK-F	10 WMGK-F <	10 WUSL-F	10 WUSL-F	10 WBEB-F	10 WBEB-F	10 WPHI-F	9 WJZ-F <	10 WIOQ-F
				10 WXXM-F <						

PHILADELPHIA

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WEMG	SP-TP	900	Philadelphia	0.5	1.0	37 394
WFIL	REL	560	Philadelphia	0.5	1.4	33 666
WNAP	B/G	1110	Norristown	0.3	0.8	29 391
WSSJ	SP-C	1310	Camden	0.4	0.5	25 206
WWDB	T	860	Philadelphia	0.4	1.2	30 546
WWJZ	ST	640	Mt. Holly, NJ	0.6	1.2	51 613

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBYN-F	REL	107.5	Boyetown, PA	0.3	0.9	41 770
WJBR-F	AC	99.5	Wilmington, DE	0.6	2.1	122 1966
WLEV-F	AC	100.7	Allentown	0.4	1.1	151 2135
WNJO-F	O	94.5	Trenton, NJ	0.8	2.7	93 1707

Consolidation Report	12+	25-54	Revenue
AMFM	24.1 %	26.5 %	23.5 %
WDAS-AM, WDAS-FM, WIOQ-FM, WJZ-FM, WUSL-FM, WYXR-FM			
Beasley	7.2 %	6.0 %	7.9 %
WTMR-AM, WWDB-AM, WWDB-FM, WXTU-FM			
CBS/Infinity	20.4 %	20.7 %	40.1 %
KYW-AM, WIP-AM, WOGL-FM, WPHT-AM, WYSP-FM			
Greater Media	13.4 %	14.1 %	14.6 %
WMGK-FM, WMMR-FM, WPEN-AM, WXXM-FM			
Mega	0.9 %	1.3 %	%
WEMG-AM, WSSJ-AM			
	66.0 %	68.6 %	86.1 %

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	887 (5)	887 (5)	15.0 %	15.6 %
AOR/Classic/NR	0 (0)	649 (2)	649 (2)	11.0 %	9.7 %
Black/Urban	69 (1)	904 (3)	973 (4)	16.4 %	18.2 %
CHR	0 (0)	631 (3)	631 (3)	10.7 %	8.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	238 (1)	238 (1)	4.0 %	5.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	61 (2)	0 (0)	61 (2)	1.0 %	0.7 %
Jazz	0 (0)	368 (1)	368 (1)	6.2 %	5.2 %
News/Talk	510 (3)	301 (2)	811 (5)	13.7 %	15.4 %
Oldies	0 (0)	613 (3)	613 (3)	10.3 %	11.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	145 (3)	21 (1)	166 (4)	2.8 %	1.4 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	208 (1)	0 (0)	208 (1)	3.5 %	3.0 %
Standards/EZ	319 (2)	0 (0)	319 (2)	5.4 %	5.9 %
Totals	1312 (12)	4612 (21)	5924 (33)		

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Station	Advertiser	Agency
KYW	1060	50 kw (DA-1)	News	CBS, ABC, CNN	\$420.00	CBS	CBS/Infinity	
WDAS	1480	5 kw/1 kw (DA-2)	Black Gospel	AURN, AMFM	\$50.00	Eastman	AMFM	
WHAT	1340	1 kw	Black Talk		\$ NA	—		
WIP	610	5 kw (DA-1)	Sports	Westwd, CBS	\$170.00	Interep	CBS/Infinity	
WPEN	950	5 kw (DA-N)	Standards	Westwd	\$95.00	Mc-Guild	Greater Media	
WPHT	1210	50 kw	Talk	CBS	\$75.00	Interep	CBS/Infinity	

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Station	Advertiser	Agency
WBEB	101.1	14 kw @ 940	AC		\$211.00	Mc-Guild		
WDAS	105.3	16.5 kw @ 873	Black AC	ABC	\$253.00	Eastman	AMFM	
WIOQ	102.1	27 kw @ 670	CHR		\$171.00	Eastman	AMFM	
WJZ	106.1	22.5 kw @ 740	Jazz	AMFM	\$120.00	Christal	AMFM	
WMGK	102.9	8.5 kw @ 1180	Classic Hits		\$180.00	Mc-Guild	Greater Media	
WMMR	93.3	18 kw @ 827	AOR		\$250.00	Mc-Guild	Greater Media	
WOGL	98.1	12.5 kw @ 1000	Oldies	CBS	\$254.00	CBS	CBS/Infinity	
WPHI	103.9	0.34 kw @ 1000	Black		\$75.00	Mc-Guild	Radio One	Jenkintown Media, PA
WPLY	100.3	35 kw @ 600	CHR-New Rock		\$165.00	Allied		
WUSL	98.9	18 kw @ 830	Black	AMFM	\$210.00	Katz	AMFM	
WWDB	96.5	17 kw @ 865	Talk	ABC	\$175.00	D&R	Beasley	
WXTU	92.5	15.5 kw @ 900	Country		\$195.00	D&R	Beasley	
WXXM	95.7	50 kw @ 500	AC-NR		\$ NA	Allied	Greater Media	
WYSP	94.1	16 kw @ 900	Talk/Classic AOR	Source, Westwd	\$390.00	Interep	CBS	
WYXR	104.5	16.5 kw @ 873	AC/CHR		\$185.00	Katz	AMFM	

Notes: WPST-T, WKXW-F - See Trenton, NJ in the Spring 1999 American Radio Small Market edition . . . 5/99 WXXM-F changed from Modern AC (AC-NR) to Black Oldies as "Jammin' Gold 95.7" . . . 6/99 WURD (900) changed from Hispanic Contemporary to Hispanic Tropical as WEMG; WSSJ (1310) changed from Hispanic Tropical to Hispanic Contemporary . . . 8/99 WWJZ (640; Mt. Holly, NJ) sold to ABC (price NA)

PHOENIX

Arbitron Rank: 15 Pop (12+): 2,318,100
MSA Rank: 12
MSA Pop: 2,990,000
DMA: 17
Average Persons Rating: 15.7
Market TSL in Hours: 20.75

Stations: 33 / 32
Diaries: 3,202 / 724:1 / 50.6%
Sample Target: 3,030
% Below Line: 0.4
% Not Listed: 15.1
Pop per Station: 72,441

Last Year's Revenue: \$147,300,000
Household Income: \$39,784
Total Retail Sales: \$29.0 Bil.
#1 Biller: KMLE-F \$13,900,000
#1 Billing Portfolio: AMFM \$56,000,000

12+ Metro	Format	Spring 99		Wln	Fall	Sum	Spg	4-Book	12+ Metro	Fall	Spg	12+ TSA	Revenue	
		1/4	Share	99	98	98	98	Avg	Cume / Rtg.	98	98	AQH / Cume	Level	
1	KNIX-F	C	219 / 6.0	6.0	5.7	6.1	6.4	5.9	3685 / 15.9	15.3	13.8	261 / 4294	I	KNIX-F
2	KTAR	N/T	215 / 5.9	5.2	4.5	5.6	5.6	5.3	3625 / 15.6	14.3	17.1	226 / 3874	I	KTAR
3	KMLE-F	C	201 / 5.5	4.7	5.9	5.3	5.4	5.4	3233 / 13.9	14.9	14.1	230 / 3597	I	KMLE-F
4	KOOL-F	O	200 / 5.5	4.2	4.3	4.0	4.4	4.5	3267 / 14.1	14.0	13.6	213 / 3559	I	KOOL-F
5	KKFR-F	CHR/U	196 / 5.4	5.5	5.7	5.2	5.4	5.4	3115 / 13.4	13.3	13.6	211 / 3354	H	KKFR-F
6	KYOT-F	J	180 / 4.9	3.6	4.1	4.3	3.8	4.2	2458 / 10.6	8.5	8.9	184 / 2540	G	KYOT-F
7	KFYI	T	175 / 4.8	5.6	5.3	5.3	5.1	5.2	2380 / 10.2	11.1	10.8	191 / 2552	H	KFYI
8	KESZ-F	AC	173 / 4.7	5.4	6.7	4.9	4.4	5.4	2912 / 12.6	14.2	11.9	185 / 3037	I	KESZ-F
9	KZZP-F	CHR	169 / 4.4	4.1	4.6	5.7	5.8	4.7	3841 / 16.6	15.9	17.9	165 / 4103	I	KZZP-F
10	KKLT-F	SAC	144 / 3.9	3.9	3.0	3.4	2.9	3.6	2324 / 10.0	9.5	8.5	157 / 2513	G	KKLT-F
11	KUPD-F	AOR	142 / 3.9	5.4	4.4	4.6	4.1	4.6	2136 / 9.2	10.3	9.6	157 / 2345	H	KUPD-F
12	KMXP-F	AC/CHR	136 / 3.7	2.8	3.0	3.2	2.7	3.2	2478 / 10.7	8.3	8.8	143 / 2626	E	KMXP-F
13	KOY	ST	125 / 3.4	4.2	3.6	3.9	4.5	3.8	1414 / 6.1	9.0	9.2	128 / 1569	D	KOY
14	KZON-F	AOR-P	114 / 3.1	3.3	3.6	3.8	3.7	3.5	2623 / 11.3	11.2	11.7	126 / 2823	G	KZON-F
15	KSLX-F	CL AOR	110 / 3.0	2.4	2.5	2.6	2.6	2.6	1855 / 8.0	9.4	7.8	112 / 1953	F	KSLX-F
16	KEDJ-FF	AOR-NR	107 / 2.9	3.0	3.9	4.4	3.2	3.6	2674 / 11.5	12.4	11.6	118 / 2927	F	KEDJ-FF
17	KLNZ-F	SP-R	80 / 2.2	1.6	1.2	1.3	1.4	1.6	932 / 4.0	5.0	5.5	99 / 1096	C	KLNZ-F
18	KDKB-F	AOR	78 / 2.1	2.7	2.1	3.0	3.0	2.5	1701 / 7.3	7.1	8.1	81 / 1803	H	KDKB-F
19	KPTY-F	CHR/U	66 / 1.8	1.9	2.2	1.4	2.1	1.8	2017 / 8.7	9.1	8.4	74 / 2309	D	KPTY-F
20	KHOT-F	SP-R	58 / 1.6	2.2	1.7	1.5	1.7	1.7	922 / 4.0	5.5	4.7	62 / 996	C	KHOT-F
21	KMYL-AF	ST	39 / 1.1	0.8	0.4	0.3	0.4	0.6	506 / 2.2	0.9	1.5	39 / 506		KMYL-AF

12+ FM Share (Metro): 79.23% (2456 of 3100) (Spring 98: 76.52%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKFR-F >>	1 KKFR-F <	1 KMLE-F	1 KMLE-F <	1 KNIX-F <	1 KTAR	1 KTAR	1 KFYI <	1 KNIX-F <	1 KKFR-F >	1 KNIX-F
2 KZZP-F >	2 KUPD-F	2 KNIX-F <	2 KNIX-F <	2 KMLE-F <	2 KOOL-F	2 KNIX-F <	2 KMLE-F <	2 KTAR <	2 KTAR	2 KOOL-F <
3 KPTY-F >	3 KZZP-F <	3 KMXP-F <	3 KMXP-F <	3 KOOL-F <	3 KFYI <	3 KEDJ-FF <	3 KOOL-F <	3 KOOL-F <	3 KUPD-F <	3 KKFR-F <
4 KUPD-F <	4 KZON-F <	4 KKFR-F	4 KESZ-F	4 KESZ-F <	4 KNIX-F	4 KESZ-F <	4 KNIX-F <	4 KKFR-F <	4 KYOT-F	4 KMLE-F
5 KEDJ-FF >	5 KMLE-F <	4 KESZ-F <	5 KOOL-F	5 KMXP-F <	4 KYOT-F	5 KOOL-F	5 KYOT-F <	5 KMLE-F	5 KMLE-F	4 KTAR <
	6 KNIX-F <	6 KUPD-F <	5 KYOT-F	6 KYOT-F	6 KMLE-F <	5 KMLE-F	6 KESZ-F	6 KYOT-F <	5 KZZP-F <	6 KYOT-F <
	7 KMXP-F <	7 KZZP-F <	7 KZON-F	7 KTAR	7 KESZ-F	7 KKFR-F <	7 KKL-T-F	7 KZZP-F <	7 KNIX-F <	7 KZZP-F <
	8 KEDJ-FF	8 KZON-F	7 KSLX-F	7 KFYI <	7 KOY	8 KFYI <	7 KMXP-F <	8 KMXP-F	8 KESZ-F <	8 KOY <
	9 KESZ-F	8 KOOL-F <	7 KZZP-F	9 KSLX-F <	9 KKL-T-F	9 KYOT-F <	9 KKFR-F <	8 KFYI <	9 KFYI	9 KUPD-F
	10 KLNZ-F <	10 KYOT-F <	10 KUPD-F <	10 KZZP-F <	10 KSLX-F <	10 KUPD-F <		10 KESZ-F <	10 KSLX-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	12+ Ovrnite
1 KKFR-F >	1 KZZP-F	1 KZZP-F	1 KMLE-F <	1 KESZ-F	1 KUPD-F	1 KUPD-F >	1 KUPD-F >	1 KUPD-F	1 KNIX-F	1 KTAR
2 KZZP-F	1 KKFR-F	1 KZON-F	2 KESZ-F	2 KMLE-F <	2 KKFR-F >	2 KKFR-F	2 KNIX-F	2 KMXP-F	1 KYOT-F	2 KFYI
3 KMLE-F	3 KZON-F <	3 KESZ-F <	3 KNIX-F <	3 KNIX-F <	3 KEDJ-FF	3 KEDJ-FF	2 KMLE-F <	2 KSLX-F <	1 KSLX-F	3 KNIX-F <
4 KKL-T-F <	4 KESZ-F <	4 KMXP-F	4 KZZP-F <	4 KOOL-F	4 KZON-F >	4 KZON-F	4 KMXP-F <	4 KKFR-F <	1 KFYI	4 KUPD-F <
5 KEDJ-FF	5 KMLE-F <	5 KNIX-F	5 KKL-T-F <	5 KKL-T-F <	5 KPTY-F	4 KMLE-F <	5 KKFR-F <	5 KMLE-F <	1 KTAR <	5 KKFR-F <
5 KPTY-F	6 KMXP-F <	6 KMLE-F	6 KMXP-F <	6 KMXP-F <	6 KZZP-F	6 KNIX-F	6 KEDJ-FF	6 KNIX-F	6 KMXP-F <	6 KSLX-F
5 KHOT-F <	7 KNIX-F	7 KYOT-F	7 KOOL-F <	7 KZZP-F <	7 KSLX-F	7 KMXP-F	7 KZON-F	6 KYOT-F <	7 KUPD-F <	
8 KUPD-F	8 KKL-T-F	7 KKFR-F	8 KKFR-F <	8 KYOT-F <	8 KMLE-F	8 KZZP-F	8 KDKB-F	8 KEDJ-FF <	8 KOOL-F	
8 KESZ-F	9 KHOT-F <	7 KKL-T-F >	9 KZON-F	9 KZON-F >	9 KSLX-F <	8 KZZP-F	9 KDKB-F <	8 KMLE-F <	8 KMLE-F <	
	10 KEDJ-FF <		10 KYOT-F >	10 KTAR <		10 KOKB-F <		10 KZON-F <	10 KOKB-F	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KBZG-FF	O	104.3 Payson	0.8	3.3	35 854
KFNN	T	1510 Mesa	0.4	1.1	13 257
KGME	SPRTS	1360 Glendale	0.8	2.9	30 713
KIDR	SP-VA	740 Phoenix	0.5	1.2	20 292
KMJK-F	B/AC	106.9 Buckeye	0.6	1.9	23 451
KMVP	SPRTS	860 Phoenix	0.5	2.8	17 661
KSUN	SP-C	1400 Phoenix	0.5	1.1	20 264
KVVA-F	SP-C	107.1 Apache Junction	0.5	1.4	19 355

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KAHM-F	EZ	102.1 Prescott		0.4	0.8	33 448

PHOENIX

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	34.3 %	30.9 %	38.0 %	AC	0 (0)	309 (2)	309 (2)	10.0 %	7.1 %
KFYI-AM, KISO-AM, KKFR-FM, KMLE-FM, KOOL-FM, KOY-AM, KYOT-FM, KZON-FM				AOR/Classic/NR	0 (0)	551 (6)	551 (6)	17.8 %	19.7 %
Big City, pend.	2.2 %	11.4 %	3.1 %	Black/Urban	0 (0)	23 (1)	23 (1)	0.7 %	0.0 %
KBZR-FM, KEDJ-FM, KLVA-FM, KMYL-FM				CHR	0 (0)	421 (3)	421 (3)	13.6 %	15.6 %
Clear Channel	18.8 %	22.2 %	25.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KESZ-FM, KMXP-FM, KNIX-FM, KZZP-FM				Country	0 (0)	420 (2)	420 (2)	13.5 %	16.1 %
Hearst-Argyle	10.3 %	9.0 %	13.0 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KKLT-FM, KMVP-AM, KTAR-AM				Hispanic	40 (2)	156 (3)	196 (5)	6.3 %	1.6 %
Hispanic	3.8 %	4.3 %	1.5 %	Jazz	0 (0)	180 (1)	180 (1)	5.8 %	4.5 %
KHOT-FM, KLNZ-FM				News/Talk	403 (3)	0 (0)	403 (3)	13.0 %	13.7 %
Sandusky	9.0 %	11.2 %	15.3 %	Oldies	0 (0)	228 (3)	228 (3)	7.4 %	8.9 %
KDKB-FM, KDUS-AM, KSLX-AM, KSLX-FM, KUPD-FM				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Z-Spanish	0.5 %	0.4 %	0.9 %	Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %
KCDX-FM, KVVA-FM				Soft AC	0 (0)	144 (1)	144 (1)	4.6 %	3.4 %
	78.8 %	89.4 %	97.3 %	Sports	47 (2)	0 (0)	47 (2)	1.5 %	2.1 %
				Standards/EZ	154 (2)	24 (2)	178 (4)	5.7 %	6.5 %
				Totals	644 (9)	2456 (24)	3100 (33)		

AM Stations

Station	Power	Time	Format	Company	Rate	Agency	Advertiser
KFYI	910	5 kw (DA-N)	Talk	CBS, Westwd, AMFM	\$88.00	Sentry	AMFM
KMYL	1190	5 kw/0.25 kw (DA-2)	Standards	Jones	\$ NA	—	Tolleson
KOY	550	5 kw/1 kw	Standards	Westwd, CNN	\$55.00	Sentry	AMFM
KTAR	620	5 kw (DA-N)	News/Talk	ABC	\$174.00	Christal	Hearst-Argyle

FM Stations

Station	Power	Time	Format	Company	Rate	Agency	Advertiser
KDDJ	100.3	90 kw @ 2047	See KEDJ-F				Globe
KDKB	93.3	100 kw @ 1540	AOR		\$141.00	Eastman	Sandusky
KEDJ	106.3	23 kw @ 725	AOR-New Rock		\$84.00	Allied	Big City, pend.
KESZ	99.9	100 kw @ 1702	AC	AP	\$101.00	Katz	Clear Channel
KHOT	105.9	36 kw @ 574	AC/Urban		\$ NA	Allied	Hispanic
KKFR	92.3	100 kw @ 1647	CHR/Urban		\$100.00	D&R	AMFM
KKLT	98.7	100 kw @ 1788	Soft AC		\$114.00	Christal	Hearst-Argyle
KLNZ	103.5	62 kw @ 2428	Hispanic-Regional		\$ NA	Cabellero	Hispanic
KMLE	107.9	100 kw @ 1736	Country		\$214.00	Sentry	AMFM
KMXP	96.9	100 kw @ 1560	AC/CHR		\$77.00	Eastman	Clear Channel
KMYL	105.3	6 kw @ 1364	Simul. KMYL				Big City, pend.
KNIX	102.5	100 kw @ 1620	Country		\$214.00	Katz	Clear Channel
KOOL	94.5	100 kw @ 1655	Oldies		\$145.00	Christal	AMFM
KPTY	103.9	1.4 kw @ 1345	CHR/Urban		\$ NA	Mc-Guild	New Planet
KSLX	100.7	100 kw @ 1840	Classic AOR		\$110.00	Eastman	Sandusky
KUPD	97.9	100 kw @ 1620	AOR		\$160.00	Eastman	Sandusky
KYOT	96.5	100 kw @ 1570	Jazz	AMFM	\$80.00	Sentry	AMFM
KZON	101.5	100 kw @ 1740	Progressive AOR		\$70.00	Sentry	AMFM
KZZP	104.7	100 kw @ 1550	CHR		\$85.00	Eastman	Clear Channel

Notes: 1/99 KHOT-F changed from Black AC to Black Oldies . . . 3/99 KNIX-F sold by Buck Owens to Clear Channel for \$84,000,000 (Blackburn) . . . 3/99 KESZ-F sold by OwensMAC to Clear Channel for \$58,000,000 (Blackburn) . . . 4/99 KHOT-F changed from Black Oldies to Hispanic ("La Nueva"); the Black Oldies format moved to KBZG-F . . . 4/99 KGME sold by New Century to Salem for \$5,000,000 . . . 4/99 KLNZ-F traded by Z-Spanish to Hispanic for KRTX-F Houston . . . 4/99 KCDX-F (CP: 103.1; C1; Florence) sold to Z-Spanish for \$10,000,000 + KZLZ-F Tucson and KZNO-F Nogales . . . 5/99 KDDJ-F and KEDJ-F sold by New Century to Big City for \$22,000,000 (Stevens) . . . 5/99 KMYL-F (105.3; Wickenburg) sold by Interstate to Big City for \$5,700,000 (Stevens) . . . 5/99 KBZR-F (106.5; Arizona City) sold by Brentlinger to Big City for \$4,500,000 (Serafin; Stevens) . . . 5/99 KGME changed from Sports to Religion as KFDJ. This began a domino effect: KOY (550) adopted the KGME calls and format; the KOY calls and format moved to KISO (1230) . . . 5/99 KDDJ-F sold to Educational Media Foundation for KLVA-F (105.5; Casa Grande) + \$5,500,000 . . . 6/99 KFDJ (1360) changed from Religion to Talk as KCTK; the KFDJ calls shifted to 960 (XPXR)

PITTSBURGH

Arbitron Rank: 21 Pop (12+): 2,002,800
MSA Rank: 19
MSA Pop: 2,350,000
DMA: 19
Average Persons Rating: 16.2
Market TSL in Hours: 21.75

Stations: 32 / 29
Diaries: 3,319 / 603:1 / 59.1%
Sample Target: 3,300
% Below Line: 1.6
% Not Listed: 12.7
Pop per Station: 69,062

Last Year's Revenue: \$92,000,000
Household Income: \$41,403
Total Retail Sales: \$23.6 Bil.
#1 Biller: KDKA \$14,500,000
#1 Billing Portfolio: AMFM \$33,850,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fail 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	KDKA	N/T	362 / 11.2	13.7	11.9	12.9	12.9	12.4	4722 / 23.6	24.1	25.9	398 / 5367	I	KDKA
2	WDSY-F	C	269 / 8.3	7.1	8.2	7.4	6.2	7.8	3170 / 15.8	16.2	15.3	320 / 3727	H	WDSY-F
3	WDVE-F	AOR	264 / 8.2	8.3	7.3	9.7	8.4	8.4	3804 / 19.0	17.6	18.5	329 / 4781	I	WDVE-F
4	WBZZ-F	CHR	186 / 5.7	5.9	5.4	5.8	6.2	5.7	4197 / 21.0	20.1	21.4	221 / 5163	H	WBZZ-F
5	WXDX-F	AOR-NR	185 / 5.7	5.1	5.6	5.0	5.0	5.4	2976 / 14.9	14.5	13.6	204 / 3381	F	WXDX-F
5	WWSW-AF	O	185 / 5.7	5.0	4.7	6.2	6.0	5.4	3228 / 16.1	14.7	16.5	213 / 3867	H	WWSW-AF
7	WJAS	ST	159 / 4.9	4.1	6.0	4.9	5.2	5.0	1811 / 9.0	10.2	9.0	160 / 1867	C	WJAS
8	WSHH-F	SAC	143 / 4.4	5.7	5.1	4.7	4.6	5.0	2487 / 12.4	12.5	12.0	153 / 2762	F	WSHH-F
9	WAMO-FF	B	138 / 4.3	4.4	3.6	4.1	4.2	4.1	1933 / 9.7	10.1	9.7	159 / 2258	E*	WAMO-FF
10	WJFF-F	B/O	128 / 4.0	3.5	3.8	3.0	3.9	3.6	1751 / 8.7	9.2	8.4	134 / 1847	E	WJFF-F
11	WLTJ-F	SAC	126 / 3.9	4.1	3.7	4.1	4.5	3.9	2160 / 10.8	10.8	11.9	137 / 2478	E	WLTJ-F
12	WRRK-F	CL AOR	106 / 3.3	3.6	3.2	3.0	3.2	3.3	2245 / 11.2	10.1	9.7	121 / 2606	D	WRRK-F
13	WZPT-F	CL HITS	98 / 3.0	3.1	2.9	3.6	4.5	3.2	2055 / 10.3	11.0	12.5	111 / 2271	D	WZPT-F
14	WPHH-F	AC/CHR	92 / 2.8	2.9	3.5	3.6	3.0	3.2	2500 / 12.5	15.2	11.7	100 / 2756	F	WPHH-F
15	WEAE	SPRTS	52 / 1.6	1.6	2.2	1.3	1.2	1.7	1004 / 5.0	9.2	4.9	53 / 1035	G	WEAE
16	WASP-F	C	50 / 1.5	1.2	1.5	1.5	1.5	1.4	585 / 2.9	3.1	3.2	54 / 694		WASP-F
17	WPTT	T	43 / 1.3	1.3	1.2	0.8	0.8	1.1	856 / 4.3	4.1	2.8	44 / 882		WPTT
18	KQV	N	39 / 1.2	1.1	1.3	1.3	1.0	1.2	872 / 4.4	5.5	4.2	40 / 893	C	KQV
19	WORD-F	REL	34 / 1.0	1.3	0.9	1.1	1.3	1.1	661 / 3.3	3.8	4.2	39 / 839	C^	WORD-F

12+ FM Share (Metro): 73.26% (2071 of 2827) (Spring 98: 73.80%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WBZZ-F	1	1	1	1	1	1	1	1	1
2	WAMO-FF >	2	2	2	2	2	2	2	2	2
3	WXDX-F >	3	3	3	3	3	3	3	3	3
4	WDSY-F >	4	4	4	4	4	4	4	4	4
5	WDSY-F	5	5	5	5	5	5	5	5	5
6	WZPT-F <	6	6	6	6	6	6	6	6	6
7	WRRK-F	7	7	7	7	7	7	7	7	7
8	WRRK-F <	8	8	8	8	8	8	8	8	8
9	KDKA <	9	9	9	9	9	9	9	9	9
10		10	10	10	10	10	10	10	10	10

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WXDX-F	1	1	1	1	1	1	1	1	1
2	WBZZ-F <	2	2	2	2	2	2	2	2	2
3	WAMO-FF >	3	3	3	3	3	3	3	3	3
4	WDSY-F	4	4	4	4	4	4	4	4	4
5	WZPT-F	5	5	5	5	5	5	5	5	5
6	WRRK-F	6	6	6	6	6	6	6	6	6
7	WPHH-F	7	7	7	7	7	7	7	7	7
8	WPHH-F <	8	8	8	8	8	8	8	8	8
9	WZPT-F >	9	9	9	9	9	9	9	9	9
10		10	10	10	10	10	10	10	10	10

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAMO	B/AC	860	Pittsburgh 0.6 1.2 18 238
WBUT	AC	1050	Butler 0.4 1.2 15 281
WBVP	ST	1230	Beaver Falls 0.3 0.9 12 188
WJPA-AF	O	95.3	Washington 0.6 1.5 20 324
WLSW-F	AC/CHR	103.9	Scottsdale 0.4 0.9 13 178
WMBS	FS	590	Uniontown 0.7 1.4 25 301
WPIT	REL	730	Pittsburgh 0.6 1.2 23 331

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHOT-F	CHR	101.1	Youngstown, OH 0.4 1.7 72 1295
WQXK-F	C	105.1	Salem, OH 0.5 1.2 63 896
WRKY-F	C	103.5	Steubenville, OH 0.6 2.0 64 934

PITTSBURGH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	26.4 %	33.4 %	36.8 %	AC	12 (1)	105 (2)	117 (3)	4.1 %	3.4 %
WDVE-FM, WJJJ-FM, WPHH-FM, WWSW-AF, WXDX-FM				AOR/Classic/NR	0 (0)	555 (3)	555 (3)	19.6 %	18.9 %
CBS/Infinity	28.2 %	26.8 %	36.3 %	Black/Urban	18 (1)	266 (3)	284 (4)	10.0 %	5.1 %
KDKA-AM, WBZZ-FM, WDSY-FM, WZPT-FM				CHR	0 (0)	200 (2)	200 (2)	7.1 %	8.1 %
Frischling	7.2 %	8.7 %	6.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WLTJ-FM, WRRK-FM				Country	0 (0)	356 (4)	356 (4)	12.6 %	9.9 %
Renda	10.6 %	6.1 %	6.7 %	Full Service	22 (1)	0 (0)	22 (1)	0.8 %	0.7 %
WJAS-AM, WPTT-AM, WSHH-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sheridan	4.8 %	4.2 %	3.6 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	4.5 %
WAMO-AM, WAMO-FM, WSSZ-FM				News/Talk	444 (3)	0 (0)	444 (3)	15.7 %	16.9 %
	77.2 %	79.2 %	89.9 %	Oldies	18 (2)	286 (3)	304 (5)	10.8 %	12.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	20 (1)	34 (1)	54 (2)	1.9 %	1.9 %
				Soft AC	0 (0)	269 (2)	269 (2)	9.5 %	10.5 %
				Sports	52 (1)	0 (0)	52 (1)	1.8 %	1.3 %
				Standards/EZ	170 (2)	0 (0)	170 (2)	6.0 %	6.0 %
				Totals	756 (12)	2071 (20)	2827 (32)		

AM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total
KDKA	1020	50 kw	News/Talk	WW1, CNN, AP	\$180.00	CBS	CBS/Infinity
KQV	1410	5 kw (DA-2)	News	CBS, CNN, WW1	\$35.00	---	---
WEAE	1250	5 kw (DA-N)	Sports	ABC, Westwd	\$88.00	Interop	ABC
WJAS	1320	5 kw (DA-N)	Standards	CNN, Westwd	\$34.00	Katz	Renda
WPTT	1360	5 kw/1 kw (DA-N)	Talk	ABC	\$ NA	---	Renda
WWSW	970	5 kw (DA-2)	See WWSW-F				McKeesport

FM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total
WAMO	106.7	47 kw @ 518	Black	AURN	\$ 70.00	D&R	Sheridan
WASP	94.9	0.2 kw @ 1240	Country		\$ < 20.00	Dome	Forever, pend.
WBZZ	93.7	41 kw @ 547	CHR		\$155.00	Eastman	CBS/Infinity
WDSY	107.9	50 kw @ 500	Country	Westwd	\$130.00	Eastman	CBS/Infinity
WDVE	102.5	55 kw @ 820	AOR		\$200.00	Christal	AMFM
WJJJ	104.7	20 kw @ 781	Black Oldies	AMFM	\$45.00	D&R	AMFM
WLTJ	92.9	47 kw @ 894	Soft AC		\$58.00	K&P	Frischling
WORD	101.5	48 kw @ 505	Religion	SRN	\$38.00	Salem	Salem
WPHH	96.1	44 kw @ 522	AC/CHR		\$110.00	Sentry	AMFM
WRRK	96.9	45 kw @ 530	Classic AOR		\$53.00	Mc-Guild	Frischling
WSHH	99.7	10.6 kw @ 928	Soft AC		\$80.00	Katz	Renda
WSSZ	107.1	1.6 kw @ 449	Simul. WAMO-F				
WWSW	94.5	50 kw @ 810	Oldies	ABC, AMFM	\$160.00	Sentry	AMFM
WXDX	105.9	72 kw @ 440	AOR-New Rock	Westwd, AMFM	\$ 50.00	Christal	AMFM
WZPT	100.7	17 kw @ 850	Classic Hits		\$59.00	Eastman	CBS/Infinity

Notes: * WAMO-F revenue level includes revenue of WAMO (AM); ^ WORD-F revenue level includes WPIT revenue . . . 2/99 WDRV-F changed from Modern AC to AC/CHR as "Mix 96.1" . . . 3/99 WEAE changed from Sports to ESPN Sports . . . 5/99 WJJJ-F changed from Smooth Jazz to Black Oldies as "Jammin' Oldies" . . . 6/99 WDRV-F changed calls to WPHH-F; remains AC/CHR . . . 7/99 WASP-AF sold by Humes to Forever for \$2,900,000

PORTLAND, ME

Arbitron Rank: 160 Pop (12+): 216,300	Stations: 24 / 21	Last Year's Revenue: \$17,800,000
MSA Rank: 172	Diaries: 914 / 237:1 / 58.6%	Household Income: \$47,201
MSA Pop: 258,000	Sample Target: 870	Total Retail Sales: \$3.2 Bil.
DMA: 80	% Below Line: 2.4	#1 Biller: WBLM-F \$3,200,000
Average Persons Rating: 15.3	% Not Listed: 15.4	#1 Billing Portfolio: Saga \$8,400,000
Market TSL in Hours: 20.25	Pop per Station: 10,300	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WBLM-F	43 / 13.0	6.4	9.8	10.7	9.8	463 / 21.4	21.7	21.9	126 / 1423	E	WBLM-F
2	WPOR-F	33 / 10.0	9.0	8.9	9.1	9.5	427 / 19.7	18.0	20.4	81 / 1080	D	WPOR-F
3	WJBQ-F	32 / 9.7	7.4	9.2	8.4	6.7	539 / 24.9	22.1	24.3	77 / 1338	B	WJBQ-F
4	WGAN	24 / 7.2	9.3	7.9	6.5	8.3	377 / 17.4	17.5	17.1	33 / 555	C	WGAN
4	WCYY-FF	AOR-NR	24 / 7.2	6.7	5.4	7.8	393 / 18.2	19.3	17.2	66 / 932	B	WCYY-FF
6	WMGX-F	AC	21 / 6.3	8.0	8.3	8.4	418 / 19.3	23.2	22.2	38 / 699	D	WMGX-F
7	WYNZ-F	O	16 / 4.8	6.1	6.0	5.2	357 / 16.5	15.1	16.6	35 / 629	B	WYNZ-F
7	WLAM-AF	ST	16 / 4.8	4.8	6.7	5.1	191 / 8.8	8.9	9.0	40 / 426	A	WLAM-AF
7	WHOM-F	SAC	16 / 4.8	6.4	4.4	4.5	326 / 15.1	15.2	12.2	74 / 1198	D	WHOM-F
10	WBQW-F	CL	10 / 3.0	1.6	1.6	1.6	117 / 5.4	8.7	7.2	11 / 139	A	WBQW-F
11	WTHT-F	C	8 / 2.4	2.2	3.5	3.2	148 / 6.9	6.9	8.7	41 / 683	B	WTHT-F
11	WCLZ-F	AOR-P	8 / 2.4	2.6	3.2	2.6	157 / 7.3	9.5	8.1	20 / 385	B	WCLZ-F

12+ FM Share (Metro): 85.71% (240 of 280) (Spring 98: 81.62%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJBQ-F >>>	1 WBLM-F	1 WBLM-F >	1 WBLM-F >	1 WBLM-F >	1 WPOR-F	1 WBLM-F <	1 WBLM-F	1 WBLM-F >	1 WJBQ-F	1 WBLM-F <
2 WCYY-FF >	2 WCYY-FF	2 WJBQ-F <	2 WMGX-F <	2 WPOR-F	2 WGAN	2 WPOR-F	2 WPOR-F	2 WJBQ-F	2 WCYY-FF	2 WJBQ-F
	3 WJBQ-F >	3 WCYY-FF <	3 WJBQ-F <	2 WMGX-F	3 WBLM-F	3 WMGX-F	3 WJBQ-F <	3 WCYY-FF <	3 WBLM-F	3 WPOR-F
	4 WMGX-F	4 WMGX-F	4 WPOR-F	4 WJBQ-F <	4 WLAM-AF	4 WJBQ-F	4 WGAN <	4 WPOR-F	4 WPOR-F	4 WCYY-FF
	5 WPOR-F >	5 WPOR-F	4 WCYY-FF	5 WCYY-FF	5 WYNZ-F <	5 WGAN <	5 WMGX-F	4 WGAN	5 WHOM-F	5 WYNZ-F
		6 WHOM-F	6 WHOM-F	6 WGAN	6 WHOM-F	6 WCYY-FF <	6 WCYY-FF <	6 WMGX-F	6 WBQW-F	6 WGAN
			7 WGAN >	6 WHOM-F >	7 WMGX-F	7 WLAM-AF	7 WHOM-F	7 WYNZ-F	6 WGAN >	7 WLAM-AF
					8 WBQW-F	8 WHOM-F	7 WYNZ-F	8 WHOM-F	7 WYNZ-F	7 WHOM-F
								8 WLAM-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	12+ Ovrnite
1 WJBQ-F >>>	1 WJBQ-F >	1 WMGX-F	1 WJBQ-F >	1 WMGX-F	1 WBLM-F	1 WBLM-F	1 WBLM-F >	1 WBLM-F >	1 WBLM-F >>	1 WGAN >
2 WYNZ-F >	2 WMGX-F >	1 WJBQ-F >	2 WMGX-F <	1 WJBQ-F	1 WCYY-FF >>	2 WCYY-FF >>>	2 WCYY-FF >>	2 WCYY-FF >>	2 WCYY-FF	2 WBLM-F
3 WBLM-F	3 WBLM-F	3 WPOR-F	3 WBLM-F	3 WBLM-F	3 WJBQ-F >>	3 WMGX-F	3 WMGX-F >>	3 WPOR-F	3 WPOR-F	2 WJBQ-F
3 WCYY-FF	3 WPOR-F	4 WBLM-F >	4 WHOM-F	3 WPOR-F		3 WJBQ-F >>		3 WMGX-F	4 WMGX-F	2 WPOR-F
3 WHOM-F >>	5 WCYY-FF		5 WPOR-F	5 WHOM-F >				5 WJBQ-F	5 WGAN >	
	6 WYNZ-F		6 WYNZ-F	6 WGAN				6 WGAN		
	6 WHOM-F >		7 WCYY-FF	7 WYNZ-F						

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
WBCI-F	REL	105.9 Bath	0.9	2.8	8 206
WJAE-AA	SPRTS	1440 Westbrook	1.5	4.4	5 104
WMWX-F	AC/CHR	99.9 Auburn	1.2	8.2	21 531
WRED-F	CHR	95.9 Saco	1.5	10.8	11 417
WZAN	T	970 Portland	1.2	5.2	8 185

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
WBZ	N/T	1030 Boston	0.6	3.7	8 217
WTOS-F	AOR	105.1 Skowhegan	1.2	3.3	33 464
WXGL-F	CL AOR	95.5 Topsham	0.6	2.8	4 130

PORTLAND, ME

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Citadel, pend.	37.1 %	40.2 %	39.2 %	AC	0 (0)	25 (2)	25 (2)	8.9 %	12.1 %
WBLM-FM, WCLZ-FM, WCYI-FM, WCYY-FM, WHOM-FM, WJBQ-FM				AOR/Classical/NR	0 (0)	81 (6)	81 (6)	28.9 %	22.4 %
Lerner	8.4 %	6.7 %	11.0 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WLAM-AM, WLAM-FM, WMWX-FM, WTHT-FM, WZOU-AM				CHR	0 (0)	37 (2)	37 (2)	13.2 %	12.9 %
Saga	28.3 %	28.9 %	47.2 %	Classical	0 (0)	10 (1)	10 (1)	3.6 %	2.9 %
WBAE-AM, WGAN-AM, WMGX-FM, WPOR-FM, WYNZ-FM, WZAN-AM				Country	0 (0)	41 (2)	41 (2)	14.6 %	15.1 %
	73.9 %	75.8 %	97.4 %	Full Service	24 (1)	0 (0)	24 (1)	8.6 %	9.2 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	6 (2)	0 (0)	6 (2)	2.1 %	3.7 %
				Oldies	0 (0)	16 (1)	16 (1)	5.7 %	7.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	3 (1)	3 (1)	1.1 %	0.7 %
				Soft AC	0 (0)	16 (1)	16 (1)	5.7 %	5.1 %
				Sports	5 (2)	0 (0)	5 (2)	1.8 %	1.1 %
				Standards/EZ	5 (1)	11 (1)	16 (2)	5.7 %	7.7 %
				Totals	40 (6)	240 (17)	280 (23)		

AM Stations

WGAN	560	5 kw (DA-2)	Talk/Full Service	CBS, Talknt	\$27.00	Mc-Guild	Saga	
WLAM	870	10 kw/1 kw (DA-2)	Standards	ABC, Westwd	\$<20.00	Allied	Lerner	Gorham
WZAN	970	5 kw (DA-N)	Talk	Westwd, ESPN	\$<20.00	Mc-Guild	Saga	

FM Stations

WBLM	102.9	100 kw @ 1460	Classic AOR	\$66.00	Katz	Citadel, pend.	
WBQW	106.3	3 kw @ 300	Classical	\$17.00	Allied	Mariner	Scarborough
WCLZ	98.9	48 kw @ 400	Progressive AOR	\$<20.00	Katz	Citadel, pend.	Brunswick
WCYI	93.9	27.5 kw @ 640	See WCYY-F				Lewiston
WCYY	94.3	11.5 kw @ 482	New Rock	\$22.00	Katz	Citadel, pend.	Biddeford
WHOM	94.9	50 kw @ 3743	Soft AC	\$50.00	Katz	Citadel, pend.	Mt. Washington
WJBQ	97.9	16 kw @ 889	CHR	\$26.00	Katz	Citadel, pend.	
WLAM	106.7	0.81 kw @ 623	See WLAM				N. Windham
WMGX	93.1	50 kw @ 443	AC	\$54.00	Mc-Guild	Saga	
WMWX	99.9	50 kw @ 493	AC/CHR	\$<20.00	D&R	Lerner	Auburn
WPOR	101.9	50 kw @ 500	Country	ABC \$64.00	Mc-Guild	Saga	
WTHT	107.5	35 kw @ 610	Country	\$20.00	D&R	Lerner	Lewiston
WYNZ	100.9	25 kw @ 328	Oldies	Westwd \$<20.00	Mc-Guild	Saga	Westbrook

Notes: 3/99 WPOR (1490) changed from simulcasting Country WPOR-F to Standards as WBAE ("The Bay") . . . 4/99 Fuller-Jeffrey sold WBLM-F, WCYI-F, WCYY-F, WHOM-F and WJBQ-F to Citadel as part of a \$63,500,000 group transaction . . . 6/99 Fuller-Jeffrey sold WJAE and WJJB to Atlantic Coast Radio (Bob Fuller & J. J. Jeffrey) (price NA) . . . 6/99 WRED-F (95.9; Saco) sold to Atlantic Coast Radio (price NA) . . . 7/99 WLOB-AF (plus five other stations) sold by Carter to Catholic Radio for an estimated \$20,000,000

PORTLAND, OR

Arbitron Rank: 25 Pop (12+): 1,707,900	Stations: 29 / 27	Last Year's Revenue: \$107,500,000
MSA Rank: 27	Diaries: 2,882 / 593:1 / 55.7%	Household Income: \$47,055
MSA Pop: 1,850,000	Sample Target: 2,690	Total Retail Sales: \$22.8 Bil.
DMA: 23	% Below Line: 1.1	#1 Biller: KKCW-F \$11,400,000
Average Persons Rating: 15.1	% Not Listed: 15.7	#1 Billing Portfolio:
Market TSL in Hours: 20.00	Pop per Station: 63,256	Clear Channel \$31,850,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KKRZ-F	205 / 8.0	9.7	9.3	9.5	11.1	9.1	3727 / 21.8	23.7	25.4	222 / 4176	I	KKRZ-F
2	KKCW-F	191 / 7.4	6.3	6.0	6.7	6.9	6.6	2476 / 14.5	13.7	12.6	213 / 2728	I	KKCW-F
3	KXJM-F	151 / 5.9	1.6	1.2	1.1	0.9	2.4	2426 / 14.2	5.5	4.5	180 / 2745	D	KXJM-F
4	KUPL-F	147 / 5.7	5.0	6.4	5.6	5.8	5.7	2151 / 12.6	12.6	13.4	169 / 2563	H	KUPL-F
5	KEX	141 / 5.5	5.1	4.6	4.7	5.0	5.0	2520 / 14.8	11.8	12.7	152 / 2740	G	KEX
6	KGON-F	133 / 5.2	5.1	5.1	5.3	4.8	5.2	2338 / 13.7	14.0	13.2	146 / 2755	I	KGON-F
7	KKSN-F	129 / 5.0	3.9	5.8	6.1	5.8	5.2	2590 / 15.2	15.4	15.0	154 / 3053	H	KKSN-F
8	KUFO-F	122 / 4.7	5.3	4.4	5.1	4.6	4.9	2009 / 11.8	12.9	11.6	156 / 2431	G	KUFO-F
8	KWJJ-F	122 / 4.7	4.9	4.3	3.8	4.8	4.4	2087 / 12.2	11.8	13.3	133 / 2352	G	KWJJ-F
10	KINK-F	100 / 3.9	4.2	3.5	3.3	4.2	3.7	1617 / 8.5	9.2	9.0	106 / 1707	G	KINK-F
11	KKJZ-F	89 / 3.5	2.7	3.2	3.6	3.2	3.2	1368 / 8.0	7.3	7.6	92 / 1521	F	KKJZ-F
12	KXL	87 / 3.4	3.7	3.7	3.6	3.8	3.6	1754 / 10.3	11.0	10.1	94 / 1973	G	KXL
12	KEWS	87 / 3.4	3.8	4.3	4.7	3.3	4.0	1539 / 9.0	9.9	8.2	98 / 1744	D	KEWS
14	KNRK-F	75 / 2.9	4.2	3.8	3.8	3.1	3.7	1739 / 10.2	11.8	10.8	80 / 1884	E	KNRK-F
14	KRSK-F	75 / 2.9	3.4	3.9	4.4	2.7	3.7	1930 / 11.3	14.6	8.4	91 / 2492	E	KRSK-F
16	KBBT-F	63 / 2.4	2.8	2.6	2.7	3.1	2.6	1636 / 9.6	11.7	11.3	70 / 1810	F	KBBT-F
17	KKSN	57 / 2.2	2.1	2.4	2.8	3.2	2.4	795 / 4.7	4.2	4.8	58 / 862	B	KKSN
18	KFXX-AA	32 / 1.2	1.8	1.2	1.4	1.2	1.4	659 / 3.9	4.7	3.8	36 / 740	D	KFXX-AA
19	KPDQ-F	29 / 1.1	0.8	1.4	1.5	2.0	1.2	731 / 4.3	4.3	4.5	36 / 902	D	KPDQ-F
20	KOTK	25 / 1.0	1.6	1.5	1.4	0.9	1.4	611 / 3.6	4.1	2.9	27 / 690	B	KOTK

12+ FM Share (Metro): 76.57% (1660 of 2188) (Spring 98: 76.18%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KXJM-F <	1 KKRZ-F	1 KKRZ-F <	1 KKCW-F <	1 KKCW-F	1 KKCW-F	1 KKCW-F	1 KKCW-F	1 KKRZ-F	1 KKRZ-F	1 KKRZ-F <
2 KKRZ-F >>>	2 KUFO-F	2 KKCW-F <	2 KGON-F	2 KGON-F <	2 KEX	2 KKRZ-F <	2 KKRZ-F	2 KKCW-F	2 KXJM-F	2 KXJM-F <
3 KNRK-F >	2 KXJM-F	3 KGON-F <	3 KKRZ-F <	3 KKRZ-F	3 KKS-F <	3 KEX	3 KUPL-F <	3 KXJM-F	3 KEX	3 KUPL-F <
	4 KGON-F	4 KUFO-F	4 KINK-F <	4 KUPL-F <	4 KUPL-F	4 KGON-F	4 KEWS <	4 KKS-F <	4 KKCW-F <	4 KKCW-F
	5 KNRK-F	5 KUPL-F <	5 KUPL-F <	5 KINK-F <	5 KGON-F <	4 KUPL-F	5 KGON-F <	5 KUPL-F <	5 KWJJ-F <	5 KKS-F <
	5 KUPL-F <	6 KXJM-F <	6 KUFO-F	6 KKS-F <	6 KXL <	6 KUFO-F <	6 KKS-F <	6 KUFO-F	6 KNRK-F	6 KEX <
	7 KKCW-F <	7 KINK-F	7 KKS-F <	7 KUFO-F <	7 KWJJ-F	7 KKS-F <	7 KUFO-F <	6 KGON-F <	7 KUFO-F	7 KWJJ-F <
	8 KWJJ-F	8 KKS-F <	8 KWJJ-F <	8 KWJJ-F	7 KEWS	8 KXJM-F <	8 KWJJ-F <	8 KWJJ-F <	8 KKS-F	8 KGON-F
	9 KRSK-F	9 KWJJ-F <	9 KRSK-F <	9 KEX <	7 KKJZ-F <	9 KWJJ-F <	9 KEX <	9 KEX	8 KKJZ-F <	9 KUFO-F
	9 KBBT-F <	10 KRSK-F	10 KEX <	10 KRSK-F <	10 KINK-F	10 KINK-F <	10 KXJM-F	10 KKJZ-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	12+ Ovrmt
1 KXJM-F	1 KKRZ-F	1 KKRZ-F >	1 KKCW-F	1 KKCW-F >	1 KUFO-F	1 KUFO-F	1 KUFO-F	1 KUFO-F	1 KGON-F	1 KEX <
2 KKRZ-F >>	2 KXJM-F	2 KKCW-F	2 KKRZ-F >	2 KKRZ-F	2 KXJM-F	2 KKRZ-F	1 KGON-F	2 KGON-F	2 KUFO-F	2 KXJM-F <
3 KNRK-F	3 KKCW-F	3 KUPL-F <	3 KUPL-F <	3 KUPL-F	3 KKRZ-F >	3 KGON-F <	3 KKRZ-F	3 KKRZ-F	3 KINK-F <	3 KUPL-F <
3 KKCW-F	4 KBBT-F <	4 KINK-F <	4 KXJM-F	4 KKS-F <	4 KNRK-F	4 KXJM-F >	4 KWJJ-F	4 KINK-F <	4 KKRZ-F <	3 KKRZ-F
3 KUFO-F	5 KUPL-F	5 KBBT-F	5 KKS-F	5 KINK-F	5 KGON-F	5 KNRK-F	5 KINK-F	5 KUPL-F	5 KKCW-F	5 KUFO-F
6 KBBT-F >	6 KRSK-F	5 KRSK-F <	5 KINK-F <	6 KWJJ-F		6 KUPL-F	5 KNRK-F <	6 KXJM-F <	5 KUPL-F <	
	6 KWJJ-F	7 KWJJ-F	7 KRSK-F	6 KGON-F <		6 KUPL-F	7 KRSK-F	7 KRSK-F	7 KKCW-F <	7 KKS-F <
	6 KNRK-F	8 KGON-F	7 KGON-F	8 KRSK-F		8 KINK-F <	7 KUPL-F <	8 KWJJ-F <	8 KEX <	
	9 KINK-F <	9 KXJM-F <	9 KBBT-F <	9 KBBT-F <		9 KRSK-F <	9 KXJM-F	9 KKJZ-F	9 KKJZ-F <	
			10 KWJJ-F				10 KBBT-F		10 KWJJ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KMUZ	SP-R	1230	Gresham	0.5	0.9	12	158	KLOO-F	CLAOR	106.1	Corvallis	0.4	1.1	412	
KPDQ	REL	800	Portland	0.4	1.5	13	286	KRKT-F	C	99.9	Albany	0.7	1.4	576	
KUPL	C/O	970	Portland	0.6	2.1	17	405								
KWBY	SP-C	940	Woodburn	0.7	0.9	18	176								
KWIP	SP-C	880	Dallas	0.4	1.1	13	234								
KYKN	T	1430	Keizer	0.5	1.0	22	273								

PORTLAND, OR

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
CBS/Infinity			20.8 %	24.1 %	28.4 %	AC	0	(0)	329	(3)	329	(3)	15.2 %	12.1 %
KBBT-FM, KINK-FM, KKJZ-FM, KUFO-FM, KUPL-AM, KUPL-FM						AOR/Classic/NR	0	(0)	441	(5)	441	(5)	20.3 %	21.3 %
Clear Channel			24.3 %	23.0 %	29.6 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KEWS-AM, KEX-AM, KKCW-FM, KKRZ-FM						CHR	0	(0)	356	(2)	356	(2)	16.4 %	13.5 %
Entercom			19.5 %	21.2 %	26.5 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KFXX-AM, KGON-FM, KKSJ-AM, KKSJ-FM, KNRK-FM, KRSK-FM, KSLM-AM						Country	16	(1)	287	(3)	303	(4)	14.0 %	13.8 %
			64.6 %	68.3 %	84.5 %	Full Service	141	(1)	0	(0)	141	(1)	6.5 %	6.0 %
						Hispanic	39	(3)	0	(0)	39	(3)	1.8 %	0.5 %
						Jazz	0	(0)	89	(1)	89	(1)	4.1 %	3.9 %
						News/Talk	211	(4)	0	(0)	211	(4)	9.7 %	10.4 %
						Oldies	0	(0)	129	(1)	129	(1)	6.0 %	10.2 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	11	(1)	29	(1)	40	(2)	1.8 %	2.4 %
						Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Sports	33	(2)	0	(0)	33	(2)	1.5 %	1.4 %
						Standards/EZ	57	(1)	0	(0)	57	(1)	2.6 %	4.6 %
						Totals	508	(13)	1660	(16)	2168	(29)		

AM Stations

Station	Power	Frequency	Format	Owner	Advertiser	Agency	Product	City
KEWS	620	5 kw (DA-N)	News/Talk	ABC, AP	\$27.00	Katz	Clear Channel	
KEX	1190	50 kw (DA-N)	Full Service	ABC, ESPN	\$110.00	Katz	Clear Channel	
KFXX	910	5 kw (DA-2)	Sports	ABC, CBS, Westwd	\$35.00	D&R	Entercom	Vancouver, WA
KKSN	1520	50 kw/15 kw (DA-2)	Standards	Westwd	\$34.00	D&R	Entercom	Oregon City
KOTK	1080	50 kw/10 kw (DA-2)	Talk	CNN, Westwd	\$ NA	Sentry	Fisher	
KSLM	1390	5 kw/0.69 kw	Simul. KFXX					Salem
KXL	750	50 kw/20 kw (DA-2)	News/Talk	CBS	\$101.00	Mc-Guild	KXJM-F	

FM Stations

Station	Power	Frequency	Format	Owner	Advertiser	Agency	Product	City
KBBT	107.5	6.3 kw @ 1332	Modern AC		\$50.00	Christal	CBS/Infinity	Banks
KGON	92.3	100 kw @ 1268	Classic AOR		\$140.00	D&R	Entercom	
KINK	101.9	100 kw @ 1674	Progressive AOR		\$117.00	Christal	CBS/Infinity	
KKCW	103.3	100 kw @ 1674	AC		\$148.00	Katz	Clear Channel	Beaverton
KKJZ	106.7	100 kw @ 880	Jazz		\$75.00	Katz	CBS/Infinity	Lake Oswego
KKRZ	100.3	100 kw @ 1434	CHR		\$120.00	Katz	Clear Channel	
KKSJ	97.1	100 kw @ 1268	Oldies	ABC	\$118.00	D&R	Entercom	
KNRK	94.7	3.7 kw @ 850	AOR-New Rock		\$68.00	D&R	Entercom	Camas, WA
KPDQ	93.7	100 kw @ 1268	Religion	SRN	\$23.00	Salem	Salem	
KRSK	105.1	100 kw @ 1840	AC/CHR		\$77.00	D&R	Entercom	Salem
KUFO	101.1	100 kw @ 1640	AOR	Westwd	\$110.00	Christal	CBS/Infinity	
KUPL	98.7	37 kw @ 1443	Country	AP	\$155.00	Katz	CBS/Infinity	
KWJJ	99.5	52 kw @ 1268	Country		\$155.00	Sentry	Fisher	
KXJM	95.5	100 kw @ 990	Dance CHR		\$60.00	Mc-Guild	KXL	

Notes: 3/99 KXL-F changed from Progressive AOR to Dance CHR (CHR/U) as KXJM-F ("Jammin' 95.5")

PORTSMOUTH-DOVER-ROCHESTER

Arbitron Rank: 117 Pop (12+): 356,400	Stations: 44 / 12	Last Year's Revenue: \$14,100,000
MSA Rank: 133	Diaries: 853 / 418:1 / 50.3%	Household Income: \$56,642
MSA Pop: 384,000	Sample Target: 790	Total Retail Sales: \$5.2 Bil.
DMA: Boston (#6)	% Below Line: 55.6	#1 Biller: WHEB-F \$4,400,000
Average Persons Rating: 16.0	% Not Listed: 8.2	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 29,700	AMFM \$8,300,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1 WOKQ-F	C	59 / 10.3	11.5	8.2	8.9	11.8	749 / 21.0	22.4	22.2	87 / 1187	E	WOKQ-F
2 WHEB-F	AOR	51 / 8.9	7.7	8.2	8.6	10.0	672 / 18.8	15.0	18.8	56 / 811	F	WHEB-F
3 WERZ-F	CHR	37 / 6.5	7.7	9.3	6.1	4.3	627 / 17.6	17.5	20.9	38 / 650	D	WERZ-F
4 WZID-F	AC/SAC	27 / 4.7	3.9	5.0	4.0	4.3	314 / 8.8	7.8	9.8	54 / 525		WZID-F
5 WXR-V-F	AOR-P	22 / 3.9	2.7	2.3	2.1	2.9	320 / 9.0	7.2	7.7	30 / 412		WXR-V-F
5 WBZ	N/T	22 / 3.9	5.1	3.0	3.3	2.7	454 / 12.7	14.3	12.1	26 / 589		WBZ
7 WXBB-FF	CL AOR	21 / 3.7	4.8	3.4	3.5	3.6	309 / 8.7	12.1	9.4	27 / 368	B	WXBB-FF
8 WGIR-F	AOR	20 / 3.5	1.7	2.5	2.8	3.0	367 / 10.3	7.6	9.4	46 / 611		WGIR-F
8 WBCN-F	AOR	20 / 3.5	4.3	3.8	4.5	3.4	376 / 10.6	14.9	10.0	24 / 451		WBCN-F

12+ FM Share (Metro): 85.51% (425 of 497) (Spring 98: 83.17%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WERZ-F	1 WHEB-F >>	1 WHEB-F >	1 WHEB-F >	1 WHEB-F	1 WOKQ-F >>	1 WOKQ-F	1 WHEB-F <	1 WOKQ-F	1 WERZ-F <	1 WOKQ-F >
2 WJMN-F >>>	2 WERZ-F >	2 WERZ-F	2 WOKQ-F <	2 WOKQ-F	2 WZID-F	2 WHEB-F >	2 WOKQ-F >	2 WHEB-F	2 WBZ	2 WHEB-F
3 WBCN-F	3 WBCN-F	3 WOKQ-F	3 WERZ-F <	3 WERZ-F <	2 WBZ	3 WBCN-F <	3 WERZ-F <	3 WERZ-F	3 WHEB-F <	3 WERZ-F
3 WXKS-F >>	3 WGIR-F	4 WXR-V-F <	4 WXR-V-F	4 WZID-F	4 WRKO <	4 WERZ-F	4 WZID-F	4 WRKO <	4 WOKQ-F	4 WXR-V-F
	5 WXKS-F	5 WZID-F	5 WGIR-F	4 WXR-V-F	5 WHEB-F	5 WZID-F <	5 WXBB-FF <	5 WZID-F <	4 WJMN-F	5 WBZ <
		5 WGIR-F <	5 WXBB-FF <	6 WXBB-FF	6 WODS-F	6 WBZ	6 WRKO	6 WXBB-FF	6 WBYY-F	6 WODS-F <
		7 WXBB-FF <	7 WZID-F	6 WGIR-F	6 WXR-V-F <		6 WGIR-F			
		8 WBCN-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	12+ Ovrnite
1 WERZ-F	1 WERZ-F >>	1 WERZ-F	1 WERZ-F	1 WZID-F <	1 WHEB-F >>>	1 WHEB-F >>	1 WHEB-F >>	1 WHEB-F >>	1 WHEB-F >	1 WBZ >>
2 WXKS-F	2 WZID-F	2 WHEB-F	2 WZID-F	2 WERZ-F	2 WXKS-F	2 WBCN-F	2 WBCN-F	2 WGIR-F <	2 WGIR-F <	2 WOKQ-F
3 WJMN-F	2 WXKS-F	3 WZID-F	3 WOKQ-F >	3 WOKQ-F >	2 WBCN-F >>	3 WGIR-F >	2 WGIR-F >	3 WBCN-F <	3 WOKQ-F	3 WHEB-F >
3 WBYY-F >	2 WHEB-F	3 WBMX-F	4 WXKS-F	4 WXR-V-F	4 WXBB-FF	4 WKLB-F	4 WXBB-FF <	4 WBCN-F	4 WBCN-F	4 WERZ-F
	5 WBMX-F	5 WXR-V-F	4 WHEB-F	5 WHEB-F >	4 WKLB-F		5 WXR-V-F <	4 WXBB-FF <		
	6 WOKQ-F	5 WXKS-F					6 WOKQ-F >			
		5 WOKQ-F								

Consolidation Report	12+	25-54	Revenue
AMFM	18.6 %	18.8 %	58.9 %
WERZ-FM, WGIN-AM, WGIP-AM, WHEB-FM, WMYF-AM, WQSO-FM, WUBB-FM			
Citadel, pend.	14.0 %	12.2 %	29.4 %
WOKQ-FM, WXBB-FM, WXBP-FM			
	32.6 %	31.0 %	88.3 %

PORTSMOUTH-DOVER-ROCHESTER

Other Rated Stations				Metro Cume Share Rating AQH Cume				TSA AQH Cume				Other Rated Stations--Outside Market				Metro Cume Share Rating AQH Cume			
WBYY-F	SAC	98.7	Somersworth	2.5	6.1	15	244	WAAF-F	AOR-NR	107.3	Worcester	1.6	4.1	10	180				
WGIN-AA	T/N	930	Rochester	0.5	2.6	3	94	WBLM-F	AOR	102.9	Portland, ME	1.2	4.0	34	426				
WMYF	ST	1380	Portsmouth	0.5	1.8	3	65	WBMX-F	AC	98.5	Boston	1.8	5.7	11	228				
WQSO-F	O	96.7	Rochester	1.6	6.7	13	313	WBOQ-F	CL	104.9	Gloucester, MA	1.1	3.1	6	111				
WTSN	T	1270	Dover	1.2	5.5	8	214	WBOS-F	AOR-P	92.9	Brookline, MA	0.5	3.3	3	125				
WUBB-F	C	95.3	York Ctr., ME	0.5	2.0	4	98	WCRB-F	CL	102.5	Waltham, MA	1.2	3.9	8	180				
								WCYY-F	AOR-NR	94.3	Biddeford, ME	0.9	4.4	25	362				
								WEEI	SPRTS	850	Boston	1.9	5.4	14	262				
								WFEA	ST	1370	Manchester	0.7	1.3	5	75				
								WFNX-F	AOR-NR	101.7	Lynn, MA	0.9	1.8	5	65				
								WGIR	N/T	101.1	Manchester	0.7	3.0	7	196				
								WHOB-F	CHR	106.3	Nashua	0.4	2.8	2	106				
								WHOM-F	SAC	94.9	Mt. Washington, NH	2.5	7.8	43	666				
								WJBQ-F	CHR	97.9	Portland, ME	0.4	2.5	11	305				
								WJMN-F	CHR	94.5	Boston	2.3	9.2	16	398				
								WKLB-F	C	99.5	Lowell, MA	2.3	5.0	18	275				
								WMGX-F	AC	93.1	Portland, ME	0.5	1.3	10	167				
								WMJX-F	AC	106.7	Boston	0.9	3.6	12	179				
								WODS-F	O	103.3	Boston	2.6	7.7	15	305				
								WQLL-F	O	96.5	Bedford	0.4	1.3	3	78				
								WQSX-F	AC/CHR	93.7	Lawrence, MA	1.9	6.5	11	244				
								WRKO	T	680	Boston	3.2	8.2	26	374				
								WROR-F	AC	105.7	Frammingham, MA	0.5	2.6	3	119				
								WSJZ-F	J	96.9	Boston	1.1	2.2	7	85				
								WXKS-F	CHR	107.9	Medford, MA	2.6	13.0	19	499				
								WXLO-F	AC	104.5	Fitchburg, MA	0.9	3.7	7	184				
								WZLX-F	CL AOR	100.7	Boston	1.4	5.2	8	217				

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	37 (6)	37 (6)	7.4 %	10.5 %
AOR/Classic/NR	0 (0)	171 (12)	171 (12)	34.4 %	28.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	69 (5)	69 (5)	13.9 %	15.2 %
Classical	0 (0)	13 (2)	13 (2)	2.6 %	2.6 %
Country	0 (0)	75 (3)	75 (3)	15.1 %	11.9 %
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)	6 (1)	6 (1)	1.2 %	0.6 %
News/Talk	54 (6)	0 (0)	54 (6)	10.9 %	11.1 %
Oldies	0 (0)	26 (3)	26 (3)	5.2 %	8.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
Soft AC	0 (0)	28 (2)	28 (2)	5.6 %	5.3 %
Sports	11 (1)	0 (0)	11 (1)	2.2 %	1.6 %
Standards/EZ	7 (2)	0 (0)	7 (2)	1.4 %	3.8 %
Totals	72 (9)	425 (34)	497 (43)		

AM Stations

WTSN	1270	5 kw (DA-2)	Talk	ABC, Talknt, Westwd	\$20.00	—	WBYY-F
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FM Stations

WBYY	98.7	6 kw @ 315	Soft AC		\$ NA	Mc-Guild	WTSN	Somersworth
WERZ	107.1	5.2 kw @ 351	CHR		\$40.00	Sentry	AMFM	Exeter
WHEB	100.3	50 kw @ 459	AOR		\$42.00	Sentry	AMFM	
WOKQ	97.5	50 kw @ 492	Country		\$66.00	Mc-Guild	Citadel, pend.	
WQSO	96.7	3 kw @ 328	Oldies		\$ NA	Sentry	Citadel, pend.	Rochester
WUBB	95.3	1.35 kw @ 682	Country		\$18.00	Sentry	AMFM	York Ctr., ME
WXBB	105.3	2.2 kw @ 371	Classic AOR		\$12.00	Mc-Guild	Citadel, pend.	Kittery
WXRV	92.5	25.1 kw @ 711	Progressive AOR	Westwd, CBS	\$ NA	—		Haverhill, MA

Notes: Other ranked stations -- See Boston or Manchester . . . Past cume ratings for WGIN-AA not available . . . 1/99 WXHT-F changed from AOR-NR to Country as WUBB-F . . . 3/99 WSME/WCDQ-F sold to WFNX-F for \$1,025,000 . . . 4/99 Fuller-Jeffrey sold WOKQ-F, WXBB-F and WXBP-F to Citadel as part of a \$63,500,000 group transaction . . . 6/99 WCDQ-F changed from Classic AOR to simulcasting AOR-NR WFNX-F (101.7; Lynn, MA/Boston) as WPHX-F

PROVIDENCE

Arbitron Rank: 32 Pop (12+): 1,263,700
MSA Rank: 64
MSA Pop: 904,000
DMA: 50
Average Persons Rating: 16.6
Market TSL in Hours: 22.25

Stations: 44 / 24
Diaries: 1,925/ 656:1/ 48.5%
Sample Target: 1,760
% Below Line: 20.0
% Not Listed: 9.9
Pop per Station: 52,654

Last Year's Revenue: \$43,700,000
Household Income: \$45,203
Total Retail Sales: \$13.5 Bil.
#1 Biller: WHJY-F \$6,400,000
#1 Billing Portfolio: Citadel \$15,940,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WWLI-F	155 / 7.4	7.4	8.1	8.7	6.7	7.9	2148 / 17.0	17.0	16.2	162 / 2362	G	WWLI-F
2	WHJY-F	152 / 7.2	6.1	6.6	6.7	7.7	6.7	2083 / 16.5	16.0	16.5	168 / 2471	G	WHJY-F
3	WPRO-F	142 / 6.8	6.8	6.9	6.7	7.3	6.8	2843 / 22.5	19.9	23.3	152 / 3104	G	WPRO-F
4	WWBB-F	127 / 6.0	7.3	6.3	6.2	5.8	6.5	2001 / 15.8	16.2	14.1	133 / 2267	F	WWBB-F
5	WSNE-F	119 / 5.7	4.7	4.7	5.1	5.9	5.0	1975 / 15.6	13.2	15.8	128 / 2225	F	WSNE-F
6	WCTK-F	107 / 5.1	4.8	4.4	5.3	4.8	4.9	1435 / 11.4	10.5	10.3	139 / 1877	D	WCTK-F
7	WWKX-F	102 / 4.9	4.8	5.7	4.3	5.1	4.9	1846 / 15.4	14.8	15.8	105 / 2072	C	WWKX-F
8	WBRU-F	94 / 4.5	4.8	3.9	4.0	3.9	4.3	2048 / 16.2	14.1	13.8	105 / 2443	C	WBRU-F
9	WLKW	89 / 4.2	4.4	3.3	4.7	4.3	4.2	939 / 7.4	6.7	7.4	90 / 982	B	WLKW
9	WPRO	89 / 4.2	4.5	4.0	3.9	5.3	4.2	1403 / 11.1	11.5	12.5	90 / 1483	D	WPRO
11	WWRX-F	81 / 2.9	3.5	3.3	3.3	3.3	3.3	1484 / 11.7	13.1	13.1	89 / 2172	E	WWRX-F
12	WHJJ	58 / 2.8	1.9	2.8	2.6	3.0	2.5	933 / 7.4	8.1	7.9	59 / 955	C	WHJJ
13	WJMN-F	48 / 2.3	2.5	2.8	2.0	2.3	2.4	1321 / 10.4	11.6	10.2	82 / 2050		WJMN-F
14	WFHN-F	41 / 1.9	1.6	2.1	2.1	2.1	1.9	775 / 6.1	5.2	5.8	48 / 928		WFHN-F
15	WPLM-F	40 / 1.9	1.9	0.8	0.9	1.3	1.4	542 / 4.3	2.9	3.1	89 / 1079		WPLM-F
16	WHKK-F	38 / 1.8	1.8	2.6	2.6	3.5	2.2	864 / 6.8	5.4	5.7	39 / 908	B	WHKK-F
17	WAAF-F	37 / 1.8	1.9	1.6	1.5	1.2	1.7	603 / 4.8	4.2	3.2	74 / 1159		WAAF-F
18	WBZ	34 / 1.6	1.2	1.3	1.3	1.7	1.4	770 / 6.1	5.4	5.3	85 / 1780		WBZ
19	WBMX-F	29 / 1.4	2.0	1.7	1.7	1.2	1.7	763 / 6.0	6.3	5.7	65 / 1465		WBMX-F
20	WZLX-F	28 / 1.3	0.6	0.8	1.0	0.6	0.9	337 / 2.7	3.0	2.2	75 / 931		WZLX-F

12+ FM Share (Metro): 79.10% (1499 of 1895) (Spring 98: 76.70%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWKX-F >>	1 WHJY-F	1 WHJY-F	1 WHJY-F	1 WHJY-F <	1 WWLI-F <	1 WHJY-F <	1 WWLI-F	1 WHJY-F	1 WWKX-F	1 WPRO-F <
2 WPRO-F >	2 WPRO-F	2 WPRO-F	2 WPRO-F <	2 WWLI-F <	2 WWBB-F	2 WPRO-F	2 WHJY-F	2 WWLI-F	2 WWLI-F	2 WWLI-F <
3 WJMN-F <	3 WBRU-F <	3 WWLI-F <	3 WSNE-F <	3 WSNE-F <	3 WLKW <	3 WWLI-F <	3 WSNE-F <	3 WPRO-F	3 WPRO-F	3 WWLI-F <
4 WBRU-F >	4 WWKX-F	4 WSNE-F	4 WWLI-F >	4 WPRO-F	4 WPRO	4 WPRO-F <	4 WPRO-F <	4 WWBB-F	4 WBRU-F <	4 WBRU-F
5 WWLI-F	5 WBRU-F	5 WBRU-F <	5 WWBB-F	4 WCTK-F <	5 WSNE-F	5 WSNE-F	5 WLKW	4 WHJJ	5 WSNE-F	5 WHJY-F
6 WSNE-F	6 WWKX-F	6 WWBB-F	6 WWBB-F	6 WCTK-F	6 WSNE-F	6 WWBB-F <	6 WWBB-F <	6 WWKX-F	6 WWBB-F	6 WWBB-F
7 WJMN-F	7 WWBB-F	7 WCTK-F <	7 WBRU-F <	7 WBRU-F <	7 WHJY-F	7 WCTK-F <	7 WCTK-F	7 WCTK-F	7 WCTK-F	7 WHJY-F
7 WAAF-F	8 WWRX-F <	8 WWRX-F	8 WWRX-F	8 WWRX-F	8 WPRO-F <	8 WWRX-F	8 WPRO	8 WSNE-F <	8 WCTK-F	8 WSNE-F
9 WFHN-F <	9 WCTK-F	9 WHKK-F		9 WHJJ >	9 WWKX-F <	9 WWKX-F <	9 WBRU-F <	9 WBRU-F <	9 WPRO	9 WPRO
10 WCTK-F <					10 WLKW	10 WWKX-F	10 WLKW >	10 WJMN-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	12+ Ovrnite
1 WPRO-F <	1 WPRO-F	1 WPRO-F	1 WWLI-F <	1 WWLI-F	1 WHJY-F >	1 WHJY-F >	1 WHJY-F >	1 WHJY-F >>	1 WHJY-F >>	1 WPRO
2 WWKX-F	2 WWLI-F	2 WWLI-F	2 WPRO-F <	2 WSNE-F <	2 WWKX-F <	2 WBRU-F	2 WAAF-F	2 WBRU-F	2 WWBB-F <	2 WBZ <
2 WBRU-F	3 WSNE-F <	3 WSNE-F	3 WPRO-F <	3 WPRO-F >	3 WBRU-F >>	3 WWKX-F	3 WBRU-F <	3 WPRO-F	3 WPRO-F	3 WWLI-F
4 WWLI-F	4 WWKX-F	4 WHJY-F	4 WHJY-F <	4 WWBB-F	4 WJMN-F	4 WAAF-F	4 WPRO-F >	4 WWRX-F <	3 WWRX-F <	4 WCTK-F
5 WHJY-F	4 WHJY-F	5 WWKX-F	5 WBRU-F <	5 WHJY-F <	4 WPRO-F	5 WPRO-F >	5 WHKK-F	5 WWKX-F	5 WSNE-F	5 WWBB-F
6 WJMN-F	6 WBRU-F >	6 WBRU-F	6 WWBB-F <	6 WCTK-F	6 WWRX-F	6 WJMN-F <	5 WZLX-F	6 WAAF-F <	6 WBRU-F	
7 WSNE-F	7 WFHN-F	7 WCTK-F	7 WWKX-F	7 WBRU-F >	7 WAAF-F	7 WWRX-F <	7 WWKX-F	7 WSNE-F	7 WCTK-F <	
7 WFHN-F >	8 WJMN-F	8 WFHN-F	8 WCTK-F <	8 WFHN-F	8 WWLI-F	8 WZLX-F <	7 WBMX-F	8 WZLX-F	8 WWLI-F	
	8 WBMX-F	9 WFHN-F	8 WBMX-F	8 WWKX-F	8 WBCN-F			8 WWLI-F <	8 WAAF-F	
								10 WCTK-F <	10 WZLX-F <	

PROVIDENCE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
WADK	VA	1540	Newport	0.3	0.8	7	99
WARV	REL	1590	Warwick	0.3	1.1	7	140
WBSM	T	1420	New Bedford	1.0	2.0	22	275
WHTB	E	1400	New Bedford	0.5	0.8	10	114
WJFD-F	E	97.3	New Bedford	0.6	1.5	13	193
WPMZ	SP-C	1110	E. Providence	1.0	1.2	21	156
WSAR	T	1480	Fall River	0.4	1.5	9	193
WSKO	SPRTS	790	Providence	0.6	2.5	12	343

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WBCN-F	AOR	104.1	Boston	0.9	3.5	66	1257
WBOS-F	AOR-P	92.9	Brookline, MA	0.5	3.0	28	755
WCIB-F	CL AOR	101.9	Falmouth, MA	1.1	2.4	37	520
WCRB-F	CL	102.5	Waltham, MA	1.2	5.2	40	940
WCTY-F	C	97.7	Norwich, CT	0.5	0.7	47	670
WEEI	SPRTS	850	Boston	1.0	2.6	47	823
WFAN	SPRTS	660	New York	0.5	1.6	23	416
WMJX-F	AC	106.7	Boston	0.7	2.4	49	820
WODS-F	O	103.3	Boston	1.0	3.9	40	1011
WQGN-F	CHR	105.5	Groton, CT	0.4	0.7	39	651
WRKO	T	680	Boston	0.4	2.0	37	666
WROR-F	AC	105.7	Frammingham, MA	0.3	2.2	23	575
WSJZ-F	J	96.9	Boston	0.5	1.6	21	329
WXKS-F	CHR/AC	107.9	Medford, MA	0.7	4.3	59	1313

Consolidation Report	12+	25-54	Revenue
AMFM	15.7 %	17.9 %	29.3 %
WHJJ-AM, WHJY-FM, WSNE-FM			
Back Bay	9.1 %	12.3 %	5.5 %
WAKX-FM, WLKW-AM, WWKX-FM			
Citadel	20.8 %	22.3 %	36.5 %
WHKK-FM, WPRO-AM, WPRO-FM, WSKO-AM, WWLI-FM, WXEX-FM			
Clear Channel	8.9 %	10.1 %	16.6 %
WWBB-FM, WWRX-FM			
<hr/>			
	54.5 %	62.6 %	87.9 %

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	169 (4)	169 (4)	8.9 %	8.7 %
AOR/Classic/NR	0 (0)	438 (9)	438 (9)	23.1 %	23.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	358 (7)	358 (7)	18.9 %	18.6 %
Classical	0 (0)	26 (1)	26 (1)	1.4 %	2.4 %
Country	0 (0)	117 (2)	117 (2)	6.2 %	5.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	21 (1)	0 (0)	21 (1)	1.1 %	1.5 %
Jazz	0 (0)	11 (1)	11 (1)	0.6 %	1.8 %
News/Talk	219 (6)	0 (0)	219 (6)	11.6 %	14.4 %
Oldies	0 (0)	172 (3)	172 (3)	9.1 %	9.0 %
Others/Unknown	17 (2)	13 (1)	30 (3)	1.6 %	0.5 %
Religion/Gospel	7 (1)	0 (0)	7 (1)	0.4 %	0.7 %
Soft AC	0 (0)	195 (2)	195 (2)	10.3 %	7.4 %
Sports	43 (3)	0 (0)	43 (3)	2.3 %	2.0 %
Standards/EZ	89 (1)	0 (0)	89 (1)	4.7 %	4.8 %
Totals	396 (14)	1499 (30)	1895 (44)		

AM Stations

WHJJ	920	5 kw (DA-N)	News/Talk	CBS, Talknt	\$50.00	Katz	AMFM
WLKW	550	1 kw/0.5 kw (DA-N)	Standards	ABC	\$ NA	Allied	Back Bay
WPRO	630	5 kw (DA-N)	Talk/Sports	ABC, SBUSA, 1/1	\$67.00	Mc-Guild	Citadel

FM Stations

WAKX	102.7	1.95 kw @ 226	See WWKX-F				Narragansett Pier
WBRU	95.5	20 kw @ 440	New Rock		\$45.00	D&R	
WCTK	98.1	47 kw @ 510	Country		\$50.00	D&R	Hall
WFHN	107.1	2.4 kw @ 348	CHR		\$ NA	Mc-Guild	Spring
WHJY	94.1	50 kw @ 440	AOR	AMFM	\$114.00	D&R	AMFM
WHKK	100.3	3.9 kw @ 236	Classic Hits		\$ NA	Mc-Guild	Citadel
WPRO	92.3	39 kw @ 551	CHR		\$80.00	Mc-Guild	Citadel
WSNE	93.3	29.8 kw @ 619	AC		\$75.00	D&R	AMFM
WWBB	101.5	13.5 kw @ 950	Oldies		\$79.00	Clr Chnl	Clear Channel
WWKX	106.3	1.15 kw @ 518	CHR	Westwd	\$45.00	Allied	Back Bay
WWLI	105.1	50 kw @ 500	Soft AC		\$85.00	Mc-Guild	Citadel
WWRX	103.7	37 kw @ 568	Classic AOR	Source	\$65.00	Clr Chnl	Clear Channel
WXEX	99.7	2.3 kw @ 535	See WHKK-F				Westerly
							Wakefield

Notes: Other ranked stations - See Boston . . . 3/99 WNRI (1380; Woonsocket) sold for \$850,000 . . . 7/99 WRIB (along with five other stations) sold by Carter to Catholic Radio for an estimated \$20,000,000 . . . 7/99 WADK (1540; Newport) (plus WERI-FM, Block Island, RI) sold by Bear Broadcasting to Astro Tele-Communications for \$1,800,000

PUEBLO

Arbitron Rank: 239 **Pop (12+):** 111,100
MSA Rank: NA
MSA Pop: NA
DMA: Colorado Springs (#94)
Average Persons Rating: 15.7
Market TSL in Hours: 21.25

Stations: 23 / 8
Diaries: 635 / 175:1 / 50.1%
Sample Target: 610
% Below Line: 43.2
% Not Listed: 15.5
Pop per Station: 13,888

Last Year's Revenue: NA
Household Income: \$29,763
Total Retail Sales: \$1.51 Bil.
#1 Biller: NA
#1 Billing Portfolio: NA

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KCCY-F	C	31 / 17.8	15.0	14.7	13.3	18.8	318 / 28.6	27.8	28.7	76 / 1091	KCCY-F
2	KKMG-F	CHR	16 / 9.2	12.7	15.8	13.3	12.7	277 / 24.9	26.7	29.7	101 / 1510	KKMG-F
3	KILO-F	AOR	13 / 7.5	3.5	6.2	4.4	3.3	145 / 13.1	15.2	16.1	62 / 923	KILO-F
3	KDZA-F	O	13 / 7.5	7.5	8.5	10.1	7.2	207 / 18.6	20.6	22.6	23 / 355	KDZA-F
5	KKFM-F	AOR/CL	12 / 6.9	8.7	6.8	9.5	6.1	188 / 17.0	15.2	16.1	68 / 1045	KKFM-F
6	KGHF	ST/FS	9 / 5.2	5.2	5.6	5.7	5.5	126 / 11.4	11.0	10.6	14 / 225	KGHF
7	KCSJ	T	8 / 4.6	4.6	4.5	5.7	5.0	104 / 9.3	12.7	10.1	9 / 141	KCSJ
8	KNKN-F	SP-C	6 / 3.5	2.3	3.4	3.2	4.4	78 / 7.0	5.3	7.7	7 / 112	KNKN-F
9	KVUU-F	AC	5 / 2.9	3.5	2.8	3.2	3.3	131 / 11.8	10.9	10.9	45 / 1046	KVUU-F
9	KSKX-F	J	5 / 2.9	1.2	1.7	1.9	2.2	79 / 7.1	4.6	3.9	25 / 396	KSKX-F
9	KKLI-F	AC	5 / 2.9	3.5	3.4	2.5	1.7	79 / 7.1	9.2	8.9	38 / 652	KKLI-F

12+ FM Share (Metro): 81.63% (120 of 147) (Spring 98: 81.94%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KKMG-F	1 KILO-F	1 KCCY-F >	1 KCCY-F >	1 KCCY-F >>	1 KCCY-F >>	1 KCCY-F >>	1 KCCY-F >	1 KILO-F	1 KCCY-F >
2	KILO-F >>>	1 KCCY-F	2 KKMG-F	2 KKFM-F	2 KDZA-F	2 KDZA-F	2 KDZA-F <	2 KKMG-F <	2 KILO-F	2 KCCY-F
		1 KKMG-F	2 KKFM-F	3 KILO-F	2 KKFM-F	3 KGHF	3 KKMG-F >	3 KDZA-F <	2 KKMG-F >	3 KKFM-F >
		4 KKFM-F >	4 KILO-F	3 KDZA-F	4 KILO-F	4 KCSJ	4 KGHF	4 KKFM-F <	4 KKFM-F <	4 KKLI-F
		5 KVUU-F	5 KDZA-F	3 KKMG-F >>	4 KKMG-F >>	5 KKFM-F	4 KKFM-F	5 KGHF <	5 KDZA-F >	4 KKFM-F
		5 KDZA-F >	6 KVUU-F			6 KSKX-F	4 KCSJ <	6 KILO-F	6 KSKX-F	6 KDZA-F
						6 KNKN-F	7 KILO-F	7 KCSJ >	6 KGHF	7 KVUU-F >
										7 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	12+ Ovrnite
1	KKMG-F >>	1 KCCY-F	1 KCCY-F >>	1 KCCY-F >>	1 KILO-F	1 KILO-F >	1 KILO-F	1 KKFM-F	1 KCCY-F	1 KCSJ
		2 KKMG-F >>	2 KKMG-F >	2 KKMG-F	2 KDZA-F	1 KKMG-F >>	2 KKMG-F	2 KKFM-F >	1 KCCY-F	1 KKFM-F
		3 KILO-F	3 KKLI-F	3 KDZA-F	3 KKMG-F	2 KKFM-F	3 KKMG-F >>	1 KILO-F >	3 KILO-F	3 KVUU-F >>
		3 KVUU-F	3 KKFM-F >>	4 KKFM-F	4 KKLI-F	4 KCCY-F >>>		4 KKMG-F >	4 KDZA-F	
		3 KDZA-F		5 KILO-F	4 KKFM-F >			5 KDZA-F >	5 KKMG-F >>	
		3 KKLI-F		5 KVUU-F						
		3 KKFM-F >>		5 KKLI-F >						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume				
KKPC	N/T	1230	Pueblo	0.6	1.7	1	22
KRMX	SP	690	Pueblo	1.7	3.4	3	46
KYZX-F	CL AOR	104.5	Pueblo West	0.6	2.5	15	212

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
KBIQ-F	REL	102.7	Manitou Springs	1.2	3.3	21	333
KGFT-F	REL	100.7	Pueblo	0.6	2.5	8	231
KHOW	T	630	Denver	1.2	1.9	8	116
KKCS-F	C	101.9	Colorado Springs	1.2	5.4	59	911
KOA	T/FS	850	Denver	2.3	8.1	32	686
KPRZ-F	REL	96.1	Fountain	0.6	1.8	5	110
KRDO-F	SAC	95.1	Colorado Springs	1.2	5.3	23	508
KSPZ-F	O	92.9	Colorado Springs	2.3	6.4	39	694
KXPK-F	AOR-NR	96.5	Evergreen	0.6	1.5	4	88

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	10 (2)	10 (2)	6.8 %	7.1 %
AOR/Classic/NR	0 (0)	27 (4)	27 (4)	18.4 %	14.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	16 (1)	16 (1)	10.9 %	18.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	33 (2)	33 (2)	22.4 %	19.4 %
Full Service	13 (2)	0 (0)	13 (2)	8.8 %	9.0 %
Hispanic	3 (1)	6 (1)	9 (2)	6.1 %	5.8 %
Jazz	0 (0)	5 (1)	5 (1)	3.4 %	1.9 %
News/Talk	11 (3)	0 (0)	11 (3)	7.5 %	7.1 %
Oldies	0 (0)	17 (2)	17 (2)	11.6 %	11.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	4 (3)	4 (3)	2.7 %	3.9 %
Soft AC	0 (0)	2 (1)	2 (1)	1.4 %	1.9 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	27 (6)	120 (17)	147 (23)		

PUEBLO

Consolidation Report	12+	25-54	Revenue
Bahakel KCSJ-AM, KGHF-AM, KYZX-FM	10.4 %	6.1 %	%
McCoy KCCY-FM, KDZA-FM	25.3 %	30.6 %	%
	35.7 %	36.7 %	%

AM Stations

KCSJ	590	1 kw (DA-2)	Talk	CBS, Westwd	Allied	Bahakel
KGHF	1350	5 kw/1 kw (DA-N)	Standards/Full Svc.	Westwd, ABC	Allied	Bahakel

FM Stations

KCCY	96.9	72 kw @ 2280	Country		Christal	McCoy
KDZA	107.9	100 kw @ 240	Oldies	Westwd	Eastman	McCoy
KNKN	107.1	3 kw @ 312	Hispanic-Contemp.		\$ NA —	Metropolitan
KYZX	103.9	1.75 kw @ 2158	Classic AOR	ABC	\$ NA Allied	Bahakel Pueblo West

Notes: Other ranked stations – See Colorado Springs . . . KYZX-F moved from 104.5 to 103.9, changed its transmitter location to the Cheyenne Mtn. Electronics site near Colorado Springs, its facility to 1.75 kw @ 2158' above average terrain and its city of license to Pueblo West. It is now co-owned with KILO-F Colorado Springs

FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

PUERTO RICO

Arbitron Rank: 13 Pop (12+): 3,095,100
MSA Rank: NA
MSA Pop: NA
DMA: NA
Average Persons Rating: 20.3
Market TSL in Hours: 26.75

Stations: 58 / 58
Diaries: 2,553 / 1212:1 / 56.4%
Sample Target: 2,400
% Below Line: 0.0
% Not Listed: 12.7
Pop per Station: 53,364

Last Year's Revenue: NA
Household Income: \$8,895
Total Retail Sales: \$11.7 Bil.
#1 Biller: NA
#1 Billing Portfolio: NA

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Sum 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Network Code	
1	WPRM-F	TP	573 / 9.1	10.0	8.0		7054 / 22.8	25.0	22.1	573 / 7054	9	WPRM-F
2	WKAQ	N/T	351 / 5.6	5.9	5.0		5002 / 16.2	17.6	15.1	351 / 5002		WKAQ
3	WKAQ-F	CHR	339 / 5.4	6.2	5.1		6824 / 22.0	25.3	20.7	339 / 6824	5	WKAQ-F
4	WFID-F	AC	321 / 5.1	3.9	3.8		4511 / 14.6	12.8	11.8	321 / 4511	4	WFID-F
5	WZNT-F	TP	262 / 4.2	4.7	4.7		3979 / 12.9	12.7	13.6	262 / 3979	12	WZNT-F
6	WIAC-F	AC	243 / 3.9	3.8	4.3		4299 / 13.9	15.0	15.2	243 / 4299	10	WIAC-F
7	WMEG-F	CHR	241 / 3.8	4.6	3.7		4381 / 14.2	14.7	12.8	241 / 4381	6	WMEG-F
8	WIOA-F	SAC	193 / 3.1	2.5	2.7		3386 / 10.9	10.8	11.7	193 / 3386	3	WIOA-F
9	WXYX-F	CHR	169 / 2.7	2.8	2.8		4135 / 13.4	14.1	13.4	169 / 4135	8	WXYX-F
10	WCOM-F	CHR	158 / 2.5	2.5	2.9		3984 / 12.9	14.4	13.0	158 / 3984	1	WCOM-F
11	WDOY-F	TP	143 / 2.3	2.6	2.3		2904 / 9.4	10.7	10.0	143 / 2904		WDOY-F
12	WOYE-F	CHR	136 / 2.2	1.4	1.9		2418 / 7.8	6.1	7.5	136 / 2418	1	WOYE-F
13	WORO-F	EZ	135 / 2.1	2.1	3.2		2414 / 7.8	7.4	8.6	135 / 2414		WORO-F
14	WAPA	N/T	133 / 2.1	2.3	1.3		2059 / 6.7	7.0	5.0	133 / 2059	7	WAPA
15	WIAC	VA	105 / 1.7	1.7	1.2		1148 / 3.7	4.8	4.0	105 / 1148		WIAC
16	WUKQ-F	CHR	103 / 1.6	1.8	1.8		1890 / 6.1	7.2	7.2	103 / 1890	5	WUKQ-F
16	WVJP-F	SAC	103 / 1.6	1.2	1.6		1867 / 6.0	5.5	6.2	103 / 1867		WVJP-F
16	WKSA-F	AC	103 / 1.6	0.6			1055 / 3.4	2.7		103 / 1055	10	WKSA-F
19	WCMN-F	CHR	90 / 1.4	1.9	1.2		1496 / 4.8	6.4	5.3	90 / 1496		WCMN-F
20	WIVA-F	TP	88 / 1.4	1.0	2.0		1565 / 5.1	4.2	6.1	88 / 1565	9	WIVA-F
21	WNRT-F	REL	86 / 1.4	1.5	0.9		1399 / 4.5	5.0	3.8	86 / 1399		WNRT-F
21	WCAD-F	AOR-P	86 / 1.4	1.0	1.0		1765 / 5.7	5.4	4.7	86 / 1765		WCAD-F
23	WRIO-F	TP	70 / 1.1	1.1	1.2		1055 / 3.4	3.5	4.8	70 / 1055	9	WRIO-F
24	WPAB	N/T	67 / 1.1	0.9	0.8		974 / 3.1	3.6	2.9	67 / 974		WPAB
24	WZAR-F	TP	67 / 1.1	1.3	1.5		1199 / 3.9	4.2	6.1	67 / 1199		WZAR-F
26	WIOB-F	SAC	66 / 1.1	1.0	1.3		1283 / 4.1	3.7	4.9	66 / 1283	3	WIOB-F
27	WUNO	N/T	63 / 1.0	1.1	0.1		1047 / 3.4	3.9	4.8	63 / 1047		WUNO
28	WIOC-F	SAC	61 / 1.0	1.2	1.5		801 / 2.6	3.7	4.0	61 / 801	3	WIOC-F

12+ FM Share (Metro): 72.50% (2997 of 4134) (Spring 98: NA)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKAQ-F >	1 WPRM-F >	1 WPRM-F >	1 WPRM-F >	1 WPRM-F >	1 WKAQ	1 WPRM-F	1 WFID-F	1 WPRM-F >	1 WKAQ >>	1 WPRM-F <
2 WCOM-F <	2 WKAQ-F	2 WFID-F	2 WFID-F >	2 WFID-F	2 WPRM-F >	2 WKAQ	2 WKAQ-F	2 WKAQ <	2 WDOY-F <	2 WKAQ-F
3 WPRM-F <	2 WMEG-F	3 WKAQ-F	3 WZNT-F <	3 WZNT-F <	3 WFID-F	3 WIAC-F	3 WPRM-F	3 WKAQ-F <	3 WKAQ-F <	3 WZNT-F <
4 WMEG-F	4 WFID-F	4 WZNT-F <	4 WIAC-F <	4 WIAC-F <	4 WZNT-F	4 WFID-F	4 WZNT-F <	4 WFID-F <	4 WMEG-F	4 WMEG-F
5 WOYE-F	5 WIAC-F <	5 WMEG-F	5 WKAQ-F	5 WKAQ-F	5 WIAC-F <	5 WKAQ-F	5 WKAQ <	5 WMEG-F	5 WFID-F <	5 WFID-F <
6 WDOY-F	6 WXYX-F <	6 WIAC-F	6 WIOA-F	6 WKAQ <	6 WAPA	6 WZNT-F	6 WIAC-F	6 WZNT-F	6 WZNT-F <	6 WIOA-F <
7 WXYX-F <	7 WZNT-F	7 WIOA-F <	7 WMEG-F	7 WIOA-F	6 WIOA-F <	7 WXYX-F	7 WXYX-F <	7 WIAC-F	7 WPRM-F	7 WIAC-F <
8 WFID-F <	8 WCOM-F <	8 WXYX-F	8 WKAQ	8 WMEG-F	8 WORO-F	7 WIVA-F	8 WIOA-F	8 WIOA-F	8 WCOM-F	8 WKAQ <
9 WZNT-F	9 WOYE-F <	9 WDOY-F <	9 WXYX-F	9 WORO-F	9 WKAQ-F <	7 WMEG-F <	9 WORO-F <	9 WCOM-F <	8 WIAC-F	9 WORO-F <
	10 WCAD-F	10 WCOM-F	10 WORO-F	9 WXYX-F <	10 WIAC	10 WAPA <	10 WVJP-F <	10 WOYE-F <	10 WAPA <	10 WCOM-F <
	10 WIOA-F <	10 WKAQ	10 WKSA-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	12+ Ovmit
1 WKAQ-F	1 WKAQ-F <	1 WIAC-F	1 WPRM-F	1 WPRM-F	1 WPRM-F >	1 WPRM-F >	1 WPRM-F >	1 WPRM-F >	1 WPRM-F >	1 WKAQ
2 WMEG-F	2 WPRM-F	2 WPRM-F <	2 WFID-F <	2 WFID-F	2 WMEG-F	2 WMEG-F <	2 WZNT-F	2 WZNT-F	2 WZNT-F	2 WPRM-F <
2 WPRM-F >	3 WIAC-F <	3 WFID-F <	3 WKAQ-F	3 WKAQ-F <	3 WKAQ-F	3 WZNT-F	3 WMEG-F	3 WFID-F	3 WFID-F	3 WORO-F
4 WFID-F <	4 WFID-F	4 WKAQ-F	4 WIAC-F	4 WKAQ-F <	4 WOYE-F <	4 WKAQ-F	4 WFID-F <	4 WMEG-F	4 WKAQ	4 WIAC <
5 WCOM-F	5 WMEG-F >	5 WIOA-F	5 WIOA-F	5 WIOA-F >	5 WCOM-F <	4 WXYX-F <	5 WCAD-F	5 WKAQ-F <	5 WIAC-F	5 WIAC-F <
6 WUKQ-F <	6 WIOA-F	6 WMEG-F	6 WMEG-F >	6 WKAQ	6 WXYX-F <	6 WCAD-F <	6 WXYX-F	6 WXYX-F	5 WMEG-F	6 WFID-F <
7 WXYX-F <	7 WXYX-F	7 WXYX-F	7 WXYX-F <	7 WVJP-F	7 WZNT-F	7 WFID-F	7 WKAQ-F <	7 WKAQ-F	7 WKAQ-F	7 WVJP-F <
8 WIAC-F	8 WCOM-F	8 WKSA-F	8 WDOY-F	7 WMEG-F <	8 WDOY-F <	8 WOYE-F	8 WIAC-F	8 WIAC-F	8 WXYX-F <	8 WIOC-F <
8 WOYE-F <	9 WDOY-F	8 WVJP-F <	9 WVJP-F <	9 WZNT-F <	9 WCAD-F	9 WCOM-F	9 WQZ-F	9 WOYE-F <	9 WCAD-F	
10 WDOY-F	9 WUKQ-F			10 WORO-F <	10 WFID-F	10 WDOY-F	9 WRIO-F >	10 WCOM-F <	10 WORO-F <	

PUERTO RICO

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume		Island Network Report	12+	25-54
WABA	SAC	850	0.5	1.8	30	560	Cosmos - 1	5.6 %	3.0 %
WAEL	O	600	0.6	1.6	35	492	WCOM-FM, WOQI-FM, WOYE-FM		
WAEL-F	AC	96.1	0.9	3.4	59	1053	Dimension - 2	0.3 %	0.3 %
WBRQ-F	AC	97.7	0.4	2.1	22	665	WAHQ-FM, WDIN-FM, WVOZ-FM		
WCMN	N/T	1280	0.8	2.3	48	710	Estereotempo - 3	5.2 %	6.5 %
WCTA-F	TP	95.1	0.7	3.1	44	956	WIOA-FM, WIOB-FM, WIOC-FM		
WEGM-F	CHR	92.1	0.6	2.7	40	842	Fidelity - 4	5.6 %	8.1 %
WERR-F	REL	104.1	0.6	3.3	39	1024	WFID-FM, WMIO-FM		
WEXS	CHR	610	0.3	0.8	16	234	KQ-105 - 5	7.0 %	6.2 %
WHOY	VA	1210	0.3	1.0	19	323	WKAQ-FM, WUKQ-FM		
WKFE	TP/T	1550	0.6	0.8	35	236	Mega Estacion - 6	4.4 %	3.7 %
WKJB	N/T	710	0.5	1.0	29	311	WEGM-FM, WMEG-FM		
WKVM	REL	810	0.7	2.7	43	838	Notiradio - 7	2.1 %	1.6 %
WLUZ	ST	1600	0.5	1.8	30	548	WAPA-AM, WISO-AM		
WNEL	ST	1430	0.7	2.3	46	713	Nueva X - 8	2.7 %	2.4 %
WOQI-F	CHR	93.3	0.9	3.0	59	925	WCFL-FM, WXYX-FM		
WORA	N/T	760	0.3	0.8	16	243	Salsoul - 9	11.6 %	14.7 %
WOSO	N/T (E)	1030	0.4	1.1	22	354	WIVA-FM, WPRM-FM, WRIO-FM		
WPPC	REL	1570	0.3	0.6	17	188	Sistema 102 - 10	5.5 %	7.4 %
WQBS	TP/T	870	0.4	1.6	25	483	WIAC-FM, WKSA-FM		
WQZ-F	O	98.3	0.9	1.8	58	561	Super Kadena - 11	0.8 %	0.5 %
WRRH-F	REL-CC	106.1	0.3	1.1	17	327	WORA-AM, WPRP-AM, WSKN-AM		
WSAN-F	EZ	98.9	0.4	1.5	28	460	Zeta - 12	4.9 %	6.5 %
WSKN	N/T	630	0.3	1.6	19	499	WCTA-FM, WZNT-FM		
WTPM-F	REL	92.9	0.4	0.9	22	278			
WVOZ-F	AC	107.7	0.3	1.8	20	556			
WXEW	VA	840	0.3	1.2	20	376			
WYKO	SP	880	0.3	0.6	16	178			
WYQE-F	TP	92.9	0.3	1.0	21	311			
WZNA	ST	1040	0.5	1.4	34	433			
								55.8 %	60.9 %

AM Stations

WAPA	680	10 kw	News/Talk	Notiradio	---	Blanco Pi	San Juan
WIAC	740	10 kw (DA-1)	Variety		---	Bestov	San Juan
WKAQ	580	10 kw (DA-1)	News/Talk	Reloj	---		San Juan
WPAB	550	5 kw	News/Talk	CNN, Reloj	---	AMFM	Ponce
WUNO	1320	5 kw/2.3 kw	News/Talk	Noti-Uno	Caballero	Arso	San Juan

PUERTO RICO

FM Stations

WCAD	105.7	50 kw @ 1099	Progressive AOR		---		San Juan
WCMN	107.3	50 kw @ 1027	CHR	Noti-Uno	---		Arecibo
WCOM	94.7	32 kw @ 1778	CHR	Cosmos	---	AMFM	Bayamon
WDOY	96.5	11.5 kw @ 2795	Tropical		---		Fajardo
WFID	95.7	50 kw @ 942	AC		Caballero	Arso	Rio Piedras
WIAC	102.5	50 kw @ 1138	AC	Sistema 102	---	Bestov	San Juan
WIOA	99.9	50 kw @ 978	Soft AC	Estereotempo	---	AMFM	San Juan
WIOB	97.5	50 kw @ 991	See WIOA-F	Estereotempo	---	AMFM	Mayaguez
WIOC	105.1	50 kw @ -180	See WIOA-F	Estereotempo	---	AMFM	Ponce
WIVA	100.3	22 kw @ 2014	See WPRM-F	Salsoul	Caballero	Arso	Aguadilla
WKAQ	104.7	50 kw @ 1220	CHR	KQ-105	---	El Mundo	San Juan
WKSA	101.5	42 kw @ -26	See WIAC-F	Sistema 102	---	Bestov	Isabela
WMEG	106.9	21.5 kw @ 1949	CHR	Mega	---	SBS	Guayama
WNRT	96.9	50 kw @ 951	Religion	Kadena	---		Manati
WORO	92.5	50 kw @ 1198	Easy Listening		---	WKVM	Corozal
WOYE	94.1	25 kw @ 1959	See WCOM-F	Cosmos	---	AMFM	Mayaguez
WPRM	98.5	25 kw @ 1909	Tropical	Salsoul	Caballero	Arso	San Juan
WRIO	101.1	50 kw @ -46	See WPRM-F	Salsoul	Caballero	Arso	Ponce
WUJQ	99.1	50 kw @ 1972	See WKAQ-F	KQ-105	---	El Mundo	Mayaguez
WVJP	103.3	28 kw @ 1906	Soft AC		---		Caguas
WXYX	100.7	50 kw @ 781	CHR	Nueva X	---	RAAD	Bayamon
WZAR	101.9	14 kw @ 2589	Tropical	Noti-Uno	---	Uno, pend.	Ponce
WZNT	93.7	50 kw @ 259	Tropical	Zeta	---	AMFM	San Juan

Notes: The Metro and Total survey areas are the same . . . Unless specifically noted with an (E), all stations listed program in Spanish . . . 3/99 WEKO (930; Cabo Rojo) and WMIO-F (102.3; Cabo Rojo) sold to Bestov for \$3,650,000 . . . 7/99 WKFE (1550; Yauco), WLEO (1490; Ponce), WLEY (1080; Cayey), WZAR-F (101.9; Ponce) and WZUR (1170; Ponce) sold to Uno Broadcasting for \$10,750,000

RALEIGH-DURHAM

Arbitron Rank: 48 Pop (12+): 917,200
MSA Rank: 55
MSA Pop: 1,090,000
DMA: 29
Average Persons Rating: 14.9
Market TSL in Hours: 20.00

Stations: 33 / 26
Diaries: 2,014 / 455.1 / 51.4%
Sample Target: 2,060
% Below Line: 5.4
% Not Listed: 18.8
Pop per Station: 35,277

Last Year's Revenue: \$66,700,000
Household Income: \$47,906
Total Retail Sales: \$12.8 Bil.
#1 Biller: WDCG-F \$10,200,000
#1 Billing Portfolio: AMFM \$25,170,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WNNL-AF	B/G	116 / 8.5	5.5	5.1	6.2	5.1	6.3	1096 / 11.9	8.6	9.3	139 / 1463	B	WNNL-AF
2	WQOK-F	B	103 / 7.5	7.3	8.1	6.9	10.0	7.5	1507 / 16.4	16.4	18.6	168 / 2576	H	WQOK-F
3	WDCG-F	CHR	87 / 6.4	7.5	8.7	6.3	6.4	7.2	2042 / 22.3	21.4	21.2	140 / 2967	I	WDCG-F
4	WRDU-F	AOR	81 / 5.9	5.2	5.1	4.6	4.6	5.2	1450 / 15.8	14.9	14.1	160 / 2572	F	WRDU-F
5	WPTF	FS/T	77 / 5.6	6.1	5.4	5.7	5.8	5.7	1103 / 12.0	13.8	13.3	106 / 1504	H	WPTF
6	WTRG-F	O	75 / 5.5	5.3	5.0	5.9	5.8	5.4	1396 / 15.2	15.0	16.7	119 / 2269	G	WTRG-F
6	WQDR-F	C	75 / 5.5	6.3	5.7	8.2	5.6	6.4	1357 / 14.8	13.9	14.6	165 / 2680	F	WQDR-F
8	WRAL-F	AC/CHR	73 / 5.3	6.2	5.7	6.8	5.8	6.0	1831 / 20.0	21.6	20.7	141 / 3364	H	WRAL-F
9	WRSN-F	AC	68 / 5.0	4.4	4.5	4.2	4.4	4.5	1177 / 12.8	13.0	12.7	88 / 1646	E	WRSN-F
10	WBBB-F	AOR	64 / 4.7	3.5	4.5	3.5	5.9	4.0	1223 / 13.3	13.5	14.2	95 / 1972	D	WBBB-F
11	WFXC-F	B/AC	39 / 2.8	2.5	2.1	3.0	2.8	2.6	514 / 5.6	5.3	6.9	50 / 686	E*	WFXC-F
12	WWND-F	J	34 / 2.5	2.3	2.3	1.3		2.1	594 / 6.5	4.7		35 / 634	A	WWND-F
13	WJMH-F	B	30 / 2.2	2.4	2.3	2.7	2.9	2.4	580 / 6.3	7.4	8.0	59 / 983		WJMH-F
14	WFXX-F	B/AC	27 / 2.0	2.6	2.1	1.1	2.2	1.9	398 / 4.3	5.5	5.3	71 / 1065	^	WFXX-F
15	WRBZ	T/SPRST	25 / 1.8	1.8	1.3	1.0	1.4	1.5	417 / 4.5	3.2	4.6	26 / 462	B	WRBZ
16	WKXU-F	C	19 / 1.4	1.0	1.4	1.4	1.5	1.3	471 / 5.1	4.8	5.3	41 / 1003	*	WKXU-F
16	WKIX-F	C	19 / 1.4	2.3	2.6	3.0	3.4	2.3	628 / 6.8	9.2	8.6	54 / 1232	F*	WKIX-F

12+ FM Share (Metro): 85.60% (951 of 1111) (Spring 98: 86.94%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQOK-F >>	1 WQOK-F	1 WQOK-F <	1 WNNL-AF	1 WNNL-AF <	1 WNNL-AF	1 WDCG-F <	1 WPTF	1 WNNL-AF <	1 WQOK-F	1 WNNL-AF
2 WDCG-F >	2 WDCG-F	2 WRDU-F <	1 WRDU-F	2 WRDU-F	2 WPTF	2 WRDU-F <	2 WNNL-AF <	2 WQOK-F	2 WNNL-AF >	2 WQOK-F >
3 WJMH-F	3 WBBB-F <	3 WDCG-F <	3 WDCG-F <	3 WRAL-F <	3 WTRG-F	3 WNNL-AF	3 WTRG-F <	3 WRDU-F <	3 WBBB-F <	3 WDCG-F <
4 WBBB-F	4 WRDU-F >	4 WNNL-AF	4 WRAL-F <	4 WTRG-F <	4 WQDR-F <	4 WPTF	4 WRDU-F <	4 WRAL-F <	4 WDCG-F <	4 WTRG-F <
5 WZFX-F	5 WRAL-F	5 WRAL-F <	5 WQOK-F <	5 WDCG-F	5 WRSN-F <	4 WQDR-F <	5 WQOK-F	5 WTRG-F <	5 WJMH-F	5 WQDR-F <
5 WNNL-AF	6 WQDR-F	6 WBBB-F	6 WRSN-F	5 WRSN-F	6 WRAL-F	6 WQOK-F	5 WRSN-F <	6 WDCG-F <	6 WRDU-F <	6 WRAL-F
	6 WNNL-AF	7 WRSN-F <	6 WTRG-F	7 WQOK-F <	6 WRDU-F >	7 WTRG-F <	7 WDCG-F <	7 WBBB-F <	7 WRAL-F	7 WRSN-F <
	8 WRSN-F	8 WTRG-F <	8 WBBB-F <	8 WQDR-F <	8 WFXC-F <	8 WRAL-F <	8 WQDR-F	8 WQDR-F	8 WRSN-F <	8 WBBB-F <
	8 WJMH-F >	9 WQDR-F >	9 WQDR-F	9 WBBB-F	9 WQOK-F <	9 WRSN-F	8 WRAL-F	9 WRSN-F	9 WTRG-F <	9 WPTF
		10 WFXC-F <	10 WFXC-F	10 WPTF	10 WWND-F <	10 WBBB-F >	10 WBBB-F >	10 WPTF	10 WQDR-F <	9 WRDU-F
				10 WFXC-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	12+ Ovrnite
1 WQOK-F >>	1 WQOK-F	1 WDCG-F >	1 WQOK-F <	1 WNNL-AF	1 WQOK-F	1 WRDU-F <	1 WRDU-F	1 WRDU-F >	1 WRDU-F >	1 WNNL-AF <
2 WDCG-F	2 WDCG-F >	2 WNNL-AF	2 WDCG-F <	2 WRAL-F <	1 WDCG-F <	2 WBBB-F	2 WBBB-F >	2 WBBB-F	2 WBBB-F	2 WBBB-F
3 WRAL-F	3 WRAL-F	3 WRAL-F	3 WNNL-AF	3 WRSN-F <	3 WBBB-F	3 WQOK-F	3 WQOK-F	3 WQOK-F	2 WNNL-AF	3 WQOK-F <
4 WBBB-F	4 WNNL-AF <	3 WQOK-F	4 WRAL-F <	4 WDCG-F <	4 WJMH-F	4 WDCG-F >	4 WDCG-F	4 WDCG-F	4 WPTF <	4 WDCG-F
5 WQDR-F	5 WQDR-F <	5 WQDR-F	5 WRSN-F	5 WTRG-F	4 WRDU-F >>	5 WJMH-F	5 WRSN-F	4 WNNL-AF	5 WQOK-F <	5 WPTF
5 WJMH-F	6 WBBB-F	6 WRDU-F	6 WTRG-F	6 WQOK-F <	6 WQDR-F	6 WRAL-F	6 WNNL-AF	6 WQDR-F <	6 WQDR-F	
7 WNNL-AF	7 WRSN-F	7 WRSN-F	7 WQDR-F	7 WQDR-F	6 WRQC-F	6 WRSN-F	6 WRAL-F	7 WPTF <	6 WTRG-F	
	8 WRDU-F	8 WBBB-F	8 WBBB-F <	8 WFXC-F	8 WQDR-F	8 WRBZ	8 WRAL-F	8 WRAL-F	8 WRBZ	
		8 WFXC-F	9 WRDU-F <	10 WPTF	9 WNNL-AF	9 WFXX-F	8 WTRG-F	8 WTRG-F	8 WRAL-F <	
				10 WWND-F		9 WQDR-F	10 WRBZ	10 WRBZ	10 WDCG-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WAUG	B/G	750	New Hope	0.5	0.8	7	77	WKRR-F	AOR	92.3	Asheboro	0.4	2.4	12	387
WCLY	B/G	1550	Raleigh	0.6	0.9	8	78	WMAG-F	AC	99.5	High Point	0.6	2.3	25	541
WDNC	N/T	620	Durham	0.4	2.8	7	284	WNCT-F	O	107.9	Greenville	0.4	1.5	22	361
WETC	SP	540	Wendell-Zebulon	0.5	0.9	8	97	WQMG-F	B/AC	97.1	Greensboro	0.4	1.8	21	437
WHLQ-AF	C	1025	Louisburg	0.7	1.1	11	156	WRQC-F	AOR	103.5	Dunn	0.6	3.3	40	983
WMPM	C	1270	Smithfield	0.9	1.2	22	189	WZFX-F	B	99.1	Whiteville	0.8	3.5	129	1611
WRTP-AA	REL-CC	1000	Gamer	0.4	0.9	5	96								

RALEIGH-DURHAM

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	22.8 %	27.1 %	37.7 %	AC	0 (0)	149 (3)	149 (3)	13.4 %	13.5 %
WDCG-FM, WRDU-FM, WRSN-FM, WTRG-FM				AOR/Classic/NR	0 (0)	159 (4)	159 (4)	14.3 %	14.3 %
Clear Channel	20.8 %	20.8 %	17.0 %	Black/Urban	0 (0)	216 (6)	216 (6)	19.4 %	23.6 %
WDUR-AM, WFXC-FM, WFXK-FM, WNNL-FM, WQOK-FM				CHR	0 (0)	87 (1)	87 (1)	7.8 %	8.0 %
Curtis	19.2 %	16.9 %	27.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WBBB-FM, WCHL-AM, WCLY-AM, WKIX-FM, WKXU-FM, WPTF-AM, WQDR-FM, WRDT-AM				Country	16 (2)	119 (4)	135 (6)	12.2 %	15.8 %
	62.8 %	64.8 %	82.6 %	Full Service	77 (1)	0 (0)	77 (1)	6.9 %	7.2 %
				Hispanic	7 (1)	0 (0)	7 (1)	0.6 %	0.0 %
				Jazz	0 (0)	34 (1)	34 (1)	3.1 %	0.0 %
				News/Talk	31 (2)	0 (0)	31 (2)	2.8 %	2.8 %
				Oldies	0 (0)	80 (2)	80 (2)	7.2 %	7.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	29 (5)	107 (1)	136 (6)	12.2 %	7.5 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Totals	160 (11)	951 (22)	1111 (33)		

AM Stations

Station	Power	Frequency	Format	Company	City
WDUR	1490	1 kw	Simul. WNNL-F		Durham
WPTF	680	50 kw (DA-N)	Full Service/Talk	CBS \$76.00	Mc-Guild Curtis
WRBZ	850	10 kw/5 kw (DA-N)	Talk/Sports	Westwd, ESPN \$ NA	Reg'l. Reps

FM Stations

Station	Power	Frequency	Format	Company	City
WBBB	96.1	100 kw @ 985	AOR	\$ NA	Mc-Guild Curtis
WDCG	105.1	100 kw @ 1040	CHR	AMFM \$125.00	Christal AMFM
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	96.9	100 kw @ 984	Country	\$26.00	Mc-Guild Curtis
WKXU	101.1	100 kw @ 1190	Country	\$ NA	Mc-Guild Curtis
WNNL	103.9	7.9 kw @ 577	Black Gospel	ABC \$ NA	Clr Chnl Clear Channel
WQDR	94.7	100 kw @ 1680	Country	Westwd \$83.00	Mc-Guild Curtis
WQOK	97.5	100 kw @ 981	Black	ABC \$75.00	Clr Chnl Clear Channel
WRAL	101.5	100 kw @ 1821	AC/CHR	\$150.00	Katz Capitol
WRDU	106.1	100 kw @ 1350	AOR	AMFM \$101.00	Allied AMFM
WRSN	93.9	100 kw @ 1270	AC	\$55.00	Allied AMFM
WTRG	100.7	100 kw @ 1968	Oldies	ABC, AMFM \$100.00	Christal AMFM
WWND	102.9	1.7 kw @ 620	Jazz	\$ NA	Mc-Guild

Notes: Combined revenue stations: ^ WFXC-F revenue level includes WFXK-F revenue; * WKIX-F revenue level includes WKXU-F revenue . . . WJMH-F - See Greensboro-Winston Salem . . . WDNC and WWND-F are LMA'd to Curtis

RENO

Arbitron Rank: 127 Pop (12+): 313,700	Stations: 21 / 21	Last Year's Revenue: \$17,800,000
MSA Rank: 156	Diaries: 935 / 336:1 / 49.0%	Household Income: \$47,367
MSA Pop: 319,000	Sample Target: 970	Total Retail Sales: \$4.8 Bil.
DMA: 108	% Below Line: 0.0	#1 Biller: KBUL-F \$3,450,000
Average Persons Rating: 16.5	% Not Listed: 9.9	#1 Billing Portfolio:
Market TSL In Hours: 22.00	Pop per Station: 14,938	Citadel \$7,680,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	KKOH	43 / 8.3	9.2	7.9	12.0	11.1	443 / 14.1	16.6	17.1	64 / 711	D	KKOH
2	KBUL-F	41 / 7.9	10.4	11.2	9.6	11.3	598 / 19.1	21.1	21.6	76 / 994	E	KBUL-F
3	KRNO-F	39 / 7.5	6.0	6.7	5.6	4.5	589 / 18.1	15.0	13.3	53 / 740	C	KRNO-F
3	KDOT-F	39 / 7.5	8.4	5.8	5.8	3.0	447 / 14.2	14.4	13.7	62 / 800	C	KDOT-F
5	KRZQ-F	37 / 7.2	4.2	6.0	4.8	4.7	501 / 16.0	12.5	17.8	46 / 638	B	KRZQ-F
6	KLCA-F	36 / 7.0	5.6	4.6	5.2	4.3	630 / 20.1	16.7	18.1	47 / 839	B	KLCA-F
7	KOZZ-F	32 / 6.2	7.6	5.8	4.8	6.2	386 / 12.3	13.0	11.4	48 / 742	C	KOZZ-F
8	KWNZ-F	31 / 6.0	8.6	6.7	4.2	5.3	562 / 17.9	18.2	17.5	40 / 764	B	KWNZ-F
9	KNEV-F	29 / 5.6	4.4	5.8	6.2	4.7	551 / 17.6	12.2	16.5	43 / 850	C	KNEV-F
10	KODS-F	25 / 4.8	4.0	6.5	4.0	6.4	432 / 13.8	11.8	13.2	33 / 669	C	KODS-F
11	KNHK-F	24 / 4.6	3.0	4.8	3.0	6.8	384 / 11.6	10.0	13.5	50 / 663	C	KNHK-F
12	KSRN-F	21 / 4.1	2.4	2.9	3.4	4.1	253 / 8.1	6.5	6.4	22 / 286	A	KSRN-F
13	KTHX-F	16 / 2.9	3.8	3.1	3.6	3.8	175 / 5.6	6.6	5.9	25 / 291	B	KTHX-F
13	KRNV-F	15 / 2.9	2.8	1.9	2.6	3.0	297 / 9.5	8.4	7.1	16 / 313	A	KRNV-F
15	KPLY	14 / 2.7	1.8	3.5	2.8	1.9	179 / 5.7	5.7	7.4	18 / 215	A	KPLY

12+ FM Share (Metro): 83.91% (391 of 466) (Spring 98: 79.37%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWNZ-F >>	1 KDOT-F	1 KDOT-F <	1 KOZZ-F <	1 KOZZ-F	1 KKOH	1 KRZQ-F	1 KKOH <	1 KDOT-F <	1 KKOH	1 KWNZ-F <
2 KLCA-F	1 KRZQ-F >	2 KRZQ-F <	2 KBUL-F <	1 KBUL-F <	2 KBUL-F	2 KKOH	2 KRNO-F <	2 KBUL-F <	2 KWNZ-F	2 KBUL-F
3 KRZQ-F	3 KLCA-F	3 KLCA-F <	3 KDOT-F	3 KRNO-F	2 KRNO-F	3 KBUL-F <	3 KBUL-F	3 KLCA-F	3 KRZQ-F >	3 KLCA-F <
	4 KWNZ-F >	4 KOZZ-F <	3 KRNO-F	4 KDOT-F <	4 KOZZ-F	4 KDOT-F	4 KDOT-F <	4 KOZZ-F <	4 KRNO-F	4 KRNO-F <
	5 KNEV-F	5 KBUL-F <	5 KRZQ-F	5 KNEV-F <	5 KSRN-F <	5 KRNO-F <	5 KOZZ-F	5 KRNO-F	5 KDOT-F	5 KDOT-F
	6 KBUL-F	6 KRNO-F <	5 KNEV-F <	6 KRZQ-F <	6 KODS-F <	6 KLCA-F <	6 KLCA-F	6 KKOH	5 KLCA-F <	6 KODS-F <
		7 KNEV-F	7 KLCA-F	7 KLCA-F <	7 KNEV-F	7 KOZZ-F	7 KNEV-F <	6 KNEV-F	7 KNEV-F >	7 KNEV-F <
		8 KNHK-F	8 KNHK-F	8 KNHK-F <	8 KNHK-F	8 KNEV-F <	8 KNHK-F	8 KNHK-F	8 KWNZ-F <	8 KRZQ-F <
		8 KWNZ-F >		9 KKOH			9 KODS-F <	9 KNHK-F <		9 KKOH
										9 KOZZ-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	12+ Ovmite
1 KDOT-F	1 KLCA-F	1 KNEV-F	1 KRNO-F <	1 KRNO-F	1 KRZQ-F >	1 KRZQ-F	1 KRZQ-F	1 KDOT-F	1 KDOT-F <	1 KKOH >
1 KLCA-F	2 KWNZ-F	2 KWNZ-F	2 KNEV-F	2 KNEV-F	2 KDOT-F	2 KDOT-F >>	2 KDOT-F >>	1 KRZQ-F >	2 KOZZ-F	2 KWNZ-F
3 KWNZ-F	2 KDOT-F	2 KLCA-F	3 KLCA-F	3 KBUL-F <	3 KWNZ-F	3 KLCA-F	3 KPLY >	3 KOZZ-F	2 KRZQ-F	3 KLCA-F
4 KRZQ-F >	4 KNEV-F	4 KOZZ-F	4 KBUL-F	4 KNHK-F	3 KLCA-F	4 KWNZ-F	4 KBUL-F	4 KBUL-F	4 KBUL-F <	4 KODS-F
	5 KRZQ-F	4 KBUL-F	5 KWNZ-F <	4 KLCA-F <		5 KPLY	4 KLCA-F	4 KLCA-F	5 KKOH	4 KRZQ-F
	6 KBUL-F	4 KDOT-F	6 KOZZ-F	6 KOZZ-F				6 KKOH	6 KLCA-F	
			6 KDOT-F	7 KODS-F				6 KNHK-F	6 KPLY	
								8 KPLY	8 KNHK-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KATG-F	C	93.7	Sun Valley	0.8	2.0	4	61
KCBN	ST	1230	Reno	1.7	4.9	11	203
KHIT	SPRTS	1450	Reno	0.4	1.7	2	90
KHWG-F	C	107.7	Kings Beach, CA	0.6	2.5	6	125
KPTT	T	630	Reno	0.8	2.7	4	86
KXEQ	SP	1340	Reno	0.6	1.9	3	58

RENO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Americom KCBN-AM, KLCA-FM, KODS-FM, KPLY-AM, KRNO-FM, KWNZ-FM	29.7 %	28.2 %	24.7 %		0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Citadel KBUL-FM, KKOH-AM, KNEV-FM, KNHK-FM	26.4 %	28.7 %	43.1 %	AC	0 (0)	104 (3)	104 (3)	22.3 %	18.7 %
Lotus KDOT-FM, KHIT-AM, KOZZ-FM, KPTT-AM	14.9 %	17.7 %	15.6 %	AOR/Classic/NR	0 (0)	123 (4)	123 (4)	26.4 %	22.5 %
Salt KRZQ-FM, KTHX-FM	10.1 %	11.0 %	10.7 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	31 (1)	31 (1)	6.7 %	7.4 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	48 (3)	48 (3)	10.3 %	13.9 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	3 (1)	0 (0)	3 (1)	0.6 %	2.1 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	47 (2)	15 (1)	62 (3)	13.3 %	10.7 %
				Oldies	0 (0)	49 (2)	49 (2)	10.5 %	13.1 %
				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	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	16 (2)	0 (0)	16 (2)	3.4 %	4.8 %
				Standards/EZ	9 (1)	21 (1)	30 (2)	6.4 %	6.7 %
				Totals	75 (6)	391 (15)	466 (21)		

AM Stations

KKOH	780	50 kw (DA-N)	News/Talk	ABC	\$36.00	Mc-Guild	Citadel	
KPLY	1270	5 kw (DA-2)	Sports	CBS, Westwd	\$<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	D&R	Lotus	
KLCA	96.5	4 kw @ 2965	Modern AC	ABC	\$<20.00	Allied	Americom	Sparks
KNEV	95.5	60 kw @ 2270	AC	Westwd	\$24.00	Mc-Guild	Citadel	
KNHK	92.9	45 kw @ 2654	Classic Hits		\$ NA	---	Citadel	
KODS	103.7	6.3 kw @ 2985	Oldies		\$33.00	Allied	Americom	Cameilan Bay, CA
KOZZ	105.7	75 kw @ 2178	Classic AOR	Source	\$45.00	D&R	Lotus	
KRNO	106.9	37 kw @ 2988	AC	ABC	\$29.00	Allied	Americom	
KRNV	101.7	11 kw @ 492	News/Talk	AP, CNN	\$<20.00	Katz		
KRZQ	100.9	6 kw @ 203	AOR-New Rock	Westwd, CBS	\$<20.00	Allied	Salt	Tahoe City
KSRN	92.1	4.1 kw @ 390	Standards	CNN	\$20.00	---		Sparks
KTHX	100.1	0.76 kw @ 2955	Progressive AOR		\$<20.00	Allied	Salt	Incline Village
KWNZ	97.3	87 kw @ 2112	CHR		\$32.00	Allied	Americom	Carson City

Notes: 2/99 KATG-F (93.7; Sun Valley) began operation, programming Country as "Kat Country" . . . 3/99 The KPTT calls and Talk format moved from 1450 to 630 while the KHIT calls and Sports format moved to 1450 . . . 4/99 KQOL (920) sold for \$170,000 . . . 8/99 KHXR-F (94.5) began operation

RICHMOND

Arbitron Rank: 57 Pop (12+): 793,500	Stations: 27 / 24	Last Year's Revenue: \$44,400,000
MSA Rank: 61	Diaries: 1,989 / 399:1 / 51.3%	Household Income: \$47,618
MSA Pop: 950,000	Sample Target: 1,980	Total Retail Sales: \$9.7 Bil.
DMA: 61	% Below Line: 1.6	#1 Biller: WTVR-F \$6,400,000
Average Persons Rating: 15.2	% Not Listed: 12.7	#1 Billing Portfolio:
Market TSL in Hours: 20.00	Pop per Station: 33,062	Clear Channel \$19,350,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WCDX-F	B	113 / 9.4	8.4	8.8	9.5	10.3	9.0	1448 / 18.2	17.9	18.1	128 / 1705	G	WCDX-F
2	WTVR-F	SAC	110 / 9.1	8.7	9.5	9.1	10.3	9.1	1506 / 19.0	19.5	20.8	117 / 1648	G	WTVR-F
3	WRVQ-F	CHR	94 / 7.8	6.7	6.5	6.3	6.7	6.8	1812 / 22.8	19.5	20.5	109 / 2115	F	WRVQ-F
4	WKHK-F	C	89 / 7.4	8.7	8.8	9.4	10.8	8.6	1250 / 15.8	19.3	19.2	104 / 1473	G	WKHK-F
5	WRVA	FS	87 / 7.2	6.7	7.3	8.8	7.9	7.5	1288 / 16.0	16.5	18.4	96 / 1423	F	WRVA
6	WRXL-F	AOR	66 / 5.5	5.4	5.8	3.6	3.3	5.1	1088 / 13.7	12.8	10.0	72 / 1241	E	WRXL-F
7	WKJS-F	B/AC	63 / 5.2	4.6	8.2	5.4	4.8	5.9	850 / 10.7	12.3	10.2	95 / 1183	C	WKJS-F
8	WMXB-F	AC/CHR	60 / 5.0	6.1	4.4	6.0	6.2	5.4	1324 / 16.7	14.9	18.2	73 / 1642	F	WMXB-F
9	WRCL-AF	O	59 / 4.9	5.4	5.4	4.7	4.0	5.1	1027 / 12.9	14.9	11.2	61 / 1103	C	WRCL-AF
9	WKLR-F	CL AOR	59 / 4.9	4.7	4.6	4.7	3.6	4.7	1028 / 13.0	12.5	11.6	72 / 1196	D	WKLR-F
11	WPLZ-F	B/O	48 / 4.0	4.6	4.8	3.6	3.9	4.2	788 / 9.7	11.8	12.2	51 / 806	C	WPLZ-F
12	WSOJ-F	B	38 / 3.2	3.9	3.2	2.6	2.1	3.2	636 / 8.0	7.2	7.0	43 / 713	B	WSOJ-F
13	WJRV-F	C	27 / 2.2	2.1	1.5	3.5	3.6	2.3	519 / 6.5	4.7	9.9	28 / 551	C	WJRV-F
14	WXGI	C	22 / 1.8	2.0	1.5	1.5	0.7	1.7	271 / 3.4	3.3	2.3	23 / 277	A	WXGI
15	WTVR	ST	21 / 1.7	1.7	0.8	1.8	2.1	1.5	302 / 3.8	2.9	4.4	21 / 302	A	WTVR
16	WGCV	B/G	15 / 1.2	1.4	1.2	0.8	0.7	1.2	198 / 2.5	1.9	2.0	15 / 198		WGCV
16	WREJ	B/G	15 / 1.2	1.4	1.2	1.2	1.5	1.3	214 / 2.7	2.4	2.5	15 / 219		WREJ
18	WRNL	SPRTS	13 / 1.1	1.3	1.6	1.7	1.4	1.4	296 / 3.7	4.8	4.5	13 / 304	B	WRNL
19	WFTH	B/G	12 / 1.0	0.7	0.8	1.7	1.2	1.0	205 / 2.6	2.4	1.8	12 / 205		WFTH

12+ FM Share (Metro): 80.91% (852 of 1053) (Spring 98: 80.24%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WRVQ-F	1 WCDX-F	1 WCDX-F	1 WTVR-F <	1 WTVR-F	1 WTVR-F <	1 WRVA	1 WTVR-F >	1 WTVR-F	1 WCDX-F >>	1 WCDX-F >
2 WCDX-F >	2 WRVQ-F	2 WTVR-F <	2 WCDX-F	2 WCDX-F	2 WRVA	2 WTVR-F <	2 WRVA <	2 WCDX-F	2 WRVQ-F <	2 WKHK-F <
3 WSOJ-F <<	3 WRXL-F	3 WRVQ-F	3 WRVQ-F	3 WKHK-F <	3 WKHK-F	3 WCDX-F <	3 WRVQ-F <	3 WRVQ-F <	3 WTVR-F	3 WRVQ-F
4 WRXL-F	4 WMXB-F >	4 WRXL-F	4 WMXB-F <	4 WRVQ-F <	4 WRCL-AF <	4 WRVQ-F <	4 WKHK-F	4 WKHK-F	4 WRVA	4 WTVR-F
	5 WTVR-F	5 WMXB-F <	5 WKHK-F	5 WKJS-F <	5 WKJS-F	5 WKHK-F	5 WRXL-F <	5 WRXL-F <	5 WSOJ-F <	4 WRVA
	5 WKLR-F	6 WKHK-F	5 WRXL-F <	6 WMXB-F <	6 WCDX-F <	6 WKLR-F <	6 WMXB-F <	6 WMXB-F	6 WKJS-F <	6 WPLZ-F <
	7 WSOJ-F	6 WKLR-F	7 WKLR-F <	7 WKLR-F <	7 WKLR-F <	7 WKJS-F	7 WCDX-F	7 WRCL-AF <	7 WRXL-F	7 WKJS-F <
		8 WKJS-F	8 WKJS-F	8 WRXL-F <	8 WPLZ-F <	8 WMXB-F <	8 WRCL-AF	8 WKJS-F	8 WKHK-F	8 WRCL-AF
			9 WPLZ-F <	9 WRCL-AF	9 WRVQ-F	9 WRXL-F	9 WKLR-F <	9 WKLR-F <	8 WPLZ-F	9 WRXL-F <
										10 WKLR-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	12+ Ovmit
1 WCDX-F >	1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WTVR-F >	1 WCDX-F >	1 WRXL-F	1 WRXL-F	1 WRXL-F <	1 WKLR-F <	1 WCDX-F >>
2 WRVQ-F >	2 WRVQ-F	2 WRVQ-F	1 WTVR-F	2 WCDX-F	2 WRXL-F >	1 WCDX-F >	2 WKLR-F	2 WCDX-F	2 WRXL-F	2 WRVA <
3 WMXB-F >	3 WMXB-F	3 WMXB-F	3 WRVQ-F	3 WRVQ-F	3 WKLR-F	3 WKLR-F <	2 WRVQ-F <	3 WKLR-F	3 WKHK-F	3 WRVQ-F
4 WSOJ-F	4 WTVR-F <	4 WTVR-F >	4 WMXB-F >	4 WMXB-F	4 WRVQ-F	4 WRVQ-F	4 WMXB-F	4 WKHK-F	3 WCDX-F	4 WDYL-F <
4 WRXL-F	5 WRXL-F	5 WKJS-F >	5 WKJS-F <	4 WKHK-F	5 WKHK-F	5 WSOJ-F <	4 WCDX-F	5 WRVQ-F	5 WKJS-F	5 WRXL-F
	6 WSOJ-F	6 WKHK-F	6 WKHK-F	4 WKJS-F	5 WSOJ-F	6 WMXB-F	6 WSOJ-F	6 WMXB-F	5 WRVQ-F <	
	6 WPLZ-F	6 WRXL-F	7 WPLZ-F	7 WRCL-AF		7 WKHK-F	6 WTVR-F <	7 WTVR-F	7 WTVR-F	
		6 WPLZ-F >		8 WPLZ-F		7 WTVR-F >	8 WKJS-F	8 WKJS-F	8 WRCL-AF	
								9 WMXB-F	9 WRVA	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WCLM	B/O	1450	Highland Springs	0.7	1.9	8 153	WAFX-F	CLAOR	106.9	Suffolk	0.8	2.0	23 302
WDYL-F	REL	101.1	Chester	0.8	3.2	11 269	WWUZ-F	CL HITS	96.9	Bowling Green	0.3	1.9	6 213
WVNZ-AA	N	990	Richmond	0.3	2.2	4 180	WXEZ-F	SAC	94.1	Yorktown	0.4	1.5	14 249

RICHMOND

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	21.9 %	25.0 %	32.0 %	AC	0 (0)	60 (1)	60 (1)	5.7 %	7.0 %
WKHK-FM, WKLR-FM, WMXB-FM, WRCL-FM				AOR/Classic/NR	0 (0)	135 (3)	135 (3)	12.8 %	8.8 %
Clear Channel	32.4 %	29.7 %	43.6 %	Black/Urban	8 (1)	262 (4)	270 (5)	25.6 %	25.3 %
WRNL-AM, WRVA-AM, WRVQ-FM, WRXL-FM, WTVR-AM, WTVR-FM				CHR	0 (0)	94 (1)	94 (1)	8.9 %	7.5 %
Radio One	26.0 %	26.7 %	22.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WCDX-FM, WDYL-FM, WGCV-AM, WJRV-FM, WKJS-FM, WPLZ-FM, WSOJ-FM				Country	22 (1)	116 (2)	138 (3)	13.1 %	13.1 %
	80.3 %	81.4 %	98.0 %	Full Service	87 (1)	0 (0)	87 (1)	8.3 %	8.9 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	4.0 %
				News/Talk	5 (2)	0 (0)	5 (2)	0.5 %	0.5 %
				Oldies	3 (1)	60 (2)	63 (3)	6.0 %	4.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	42 (3)	10 (1)	52 (4)	4.9 %	4.6 %
				Soft AC	0 (0)	115 (2)	115 (2)	10.9 %	11.6 %
				Sports	13 (1)	0 (0)	13 (1)	1.2 %	1.6 %
				Standards/EZ	21 (1)	0 (0)	21 (1)	2.0 %	2.4 %
				Totals	201 (11)	852 (16)	1053 (27)		

AM Stations

Station	Freq	Pwr	Format	Company	Revenue	Service	Market
WFTH	1590	5 kw/0.019 kw	Black Gospel	AURN	\$ NA	—	
WGCV	1240	1 kw	Black Gospel		\$ NA	Mc-Guild	Radio One Petersburg
WLEE	1320	5 kw (DA, Days)	Simul. WRCL-F				
WREJ	1540	10 kw (Days, DA)	Black Gospel	ABC, AURN	\$ <20.00	Sentry	
WRNL	910	5 kw/1.5 kw (DA-N)	Sports	Westwd, CBS, 1/1	\$21.00	Clr Chnl	Clear Channel
WRVA	1140	50 kw (DA-1)	Full Service	ABC	\$80.00	Mc-Guild	Clear Channel
WTVR	1380	5 kw (DA-2)	Standards	Jones	\$ <20.00	Clr Chnl	Clear Channel
WXGI	950	5 kw/0.057 kw	Country	Westwd	\$ <20.00	—	

FM Stations

Station	Freq	Pwr	Format	Company	Revenue	Service	Market
WCDX	92.1	4.5 kw @ 771	Black		\$95.00	Mc-Guild	Radio One Mechanicsville
WJRV	105.7	2.3 kw @ 531	Country		\$ NA	Mc-Guild	Radio One
WKHK	95.3	17.5 kw @ 394	Country		\$125.00	Mc-Guild	AMFM Colonial Heights
WKJS	104.7	100 kw @ 981	Black AC	ABC	\$ NA	Sentry	Radio One Crewe
WKLR	96.5	50 kw @ 492	Classic AOR		\$45.00	Katz	AMFM Williamsburg
WMXB	103.7	20 kw @ 840	AC/CHR	AP	\$81.00	Mc-Guild	AMFM
WPLZ	99.3	6 kw @ 328	Black Oldies		\$46.00	—	Radio One Petersburg
WRCL	106.5	7.6 kw @ 1234	Oldies		\$ NA	Banner	AMFM
WRVQ	94.5	200 kw @ 350	CHR		\$75.00	Clr Chnl	Clear Channel
WRXL	102.1	20 kw @ 791	AOR		\$73.00	Clr Chnl	Clear Channel
WSOJ	100.3	4.7 kw @ 371	Black	ABC	\$22.00	Sentry	Radio One Petersburg
WTVR	98.1	50 kw @ 840	Soft AC		\$85.00	Clr Chnl	Clear Channel

Notes: 3/99 WDYL-F (92.1; Chrester) sold by Hoffman Media to Radio One for \$4,600,000 (MVP) . . . 3/99 WKJS-F and WSOJ-F sold by WREJ to Radio One for \$12,000,000 (Media Svcs) . . . 3/99 WCDX-F, WGCV, WJRV-F and WPLZ-F sold by Sinclair Communications to Radio One for \$34,000,000 (Star)

RIVERSIDE-SAN BERNARDINO

Arbitron Rank: 29 Pop (12+): 1,406,100
MSA Rank: 11
MSA Pop: 3,110,000
DMA: Los Angeles (#2)
Average Persons Rating: 16.2
Market TSL in Hours: 21.50

Stations: 45 / 13
Diaries: 2,438 / 577:1 / 50.2%
Sample Target: 2,420
% Below Line: 52.7
% Not Listed: 13.5
Pop per Station: 108,162

Last Year's Revenue: \$29,300,000
Household Income: \$39,317
Total Retail Sales: \$12.4 Bil.
#1 Biller: KFRG-FF \$11,100,000
#1 Billing Portfolio: CBS/Infinity \$11,100,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1	KFRG-F	204 / 8.9	9.5	9.9	9.6	11.0	9.5	2520 / 17.9	18.0	20.4	258 / 3484	I
2	KFI	134 / 5.9	7.3	6.6	6.9	6.0	6.7	1848 / 13.1	13.6	13.6	246 / 3083	KFI
2	KGGI-F	134 / 5.9	6.1	7.0	5.9	6.1	6.2	2436 / 17.3	20.0	21.1	191 / 3793	G
4	KOLA-F	118 / 5.2	5.1	4.7	4.6	4.6	4.9	1898 / 13.5	12.0	11.4	150 / 2566	F
5	KKBT-F	102 / 4.5	3.1	3.1	3.4	3.6	3.5	1450 / 10.3	8.7	11.1	118 / 1970	KKBT-F
6	KOST-F	81 / 3.5	2.7	3.1	3.3	2.9	3.2	1482 / 10.5	9.7	10.2	117 / 2064	KOST-F
7	KIIS-F	76 / 3.3	3.3	3.3	3.9	3.0	3.5	1761 / 12.5	13.3	12.0	131 / 2862	KIIS-F
8	KCAL-F	70 / 3.1	2.8	3.2	2.8	2.7	3.0	1278 / 9.1	8.5	7.0	96 / 1686	E
9	KWRP-F	69 / 3.0	3.0	3.2	2.9	3.0	3.0	598 / 4.3	4.9	4.0	74 / 649	C
10	KLOS-F	61 / 2.7	3.5	3.0	2.7	3.2	3.0	1117 / 7.9	8.3	7.7	90 / 1717	KLOS-F
10	KLVE-F	61 / 2.7	1.7	2.8	2.6	2.3	2.4	785 / 5.6	6.0	4.9	71 / 1024	KLVE-F
12	KSSE-F	57 / 2.5	1.8	2.1	2.3	1.8	2.2	977 / 6.9	5.3	5.5	73 / 1275	KSSE-F
13	KSCA-F	54 / 2.4	3.1	3.7	3.7	2.8	3.2	616 / 4.4	5.7	5.4	101 / 1092	KSCA-F
13	KBBS-F	54 / 2.4	2.4	2.0	2.3	1.7	2.3	1137 / 8.1	7.8	6.7	80 / 1598	KBBS-F
15	KCXX-F	47 / 2.1	2.6	2.4	2.5	2.7	2.4	1232 / 8.8	8.7	9.2	80 / 1935	D
15	KLSX-F	47 / 2.1	1.3	1.2	1.3	1.6	1.5	620 / 4.4	3.8	4.3	60 / 923	KLSX-F
17	KTWV-F	43 / 1.9	1.8	2.5	2.6	2.1	2.2	717 / 5.1	5.7	6.1	72 / 1162	KTWV-F
18	KROQ-F	42 / 1.8	1.7	2.5	2.1	1.5	2.0	1080 / 7.7	8.6	6.4	63 / 1466	KROQ-F
19	KPWR-F	41 / 1.8	1.7	2.0	2.0	2.3	1.9	1073 / 7.6	8.1	8.9	65 / 1722	KPWR-F
20	KBIG-F	35 / 1.5	2.2	2.0	1.8	1.8	1.9	868 / 6.2	6.1	6.1	60 / 1274	KBIG-F
20	KNX	35 / 1.5	1.5	2.1	1.6	1.9	1.7	1072 / 7.6	7.2	7.0	63 / 1615	KNX
22	KCMG-F	34 / 1.5	1.3	1.3	1.6	1.3	1.4	744 / 5.3	4.3	5.0	54 / 1183	KCMG-F
22	KRTH-F	34 / 1.5	1.7	1.7	1.8	1.8	1.7	776 / 5.5	6.3	6.1	62 / 1326	KRTH-F
24	KKGO-F	31 / 1.4	1.2	0.8	0.9	0.9	1.1	434 / 3.1	2.6	2.7	33 / 575	KKGO-F
25	KELT-F	28 / 1.2	1.3	0.9	0.8	0.9	1.1	505 / 3.6	2.4	2.9	29 / 573	KELT-F
26	KXSB-F	27 / 1.2	1.1	0.7	1.0	0.5	1.0	373 / 2.7	2.2	1.3	31 / 490	B*

12+ FM Share (Metro): 84.91% (1677 of 1975) (Spring 98: 82.91%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KGGI-F >>	1 KKBT-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 KIIS-F <	2 KGGI-F <	2 KGGI-F <	2 KFI <	2 KOLA-F <	2 KFI	2 KFI	2 KFI >	2 KGGI-F <	2 KFRG-F	2 KGGI-F
3 KKBT-F >	3 KFRG-F >	3 KKBT-F	3 KCAL-F <	3 KFI	3 KOLA-F >	3 KOLA-F	3 KOLA-F	3 KOLA-F	3 KKBT-F	3 KOLA-F
4 KCXX-F	4 KSSE-F <	4 KCAL-F <	4 KGGI-F <	4 KGGI-F <	4 KWRP-F	3 KGGI-F <	4 KGGI-F	4 KKBT-F	4 KOST-F <	4 KKBT-F
4 KPWR-F	5 KCAL-F <	5 KFI <	5 KLOS-F <	5 KOST-F <	5 KOST-F >	5 KKBT-F <	5 KOST-F <	5 KFI	5 KFI	5 KWRP-F <
6 KIIS-F	6 KOLA-F <	6 KKBT-F	6 KCAL-F	6 KLVE-F	6 KLOS-F	6 KLOS-F	6 KKBT-F	6 KIIS-F <	6 KIIS-F <	6 KIIS-F <
7 KCXX-F	7 KLOS-F <	6 KOLA-F <	6 KLOS-F <	6 KLOS-F <	7 KSCA-F <	7 KWRP-F <	7 KOST-F <	7 KOLA-F	7 KOLA-F	7 KFI
7 KROQ-F <	8 KOST-F <	8 KOST-F	8 KKBT-F	8 KGGI-F	8 KIIS-F <	8 KCAL-F <	8 KCAL-F	7 KSSE-F	7 KSSE-F	8 KCAL-F <
9 KLSX-F <	9 KSSE-F <	9 KSCA-F <	9 KCBS-F	8 KTWV-F	9 KOST-F <	9 KLOS-F <	9 KCXX-F <	9 KLVE-F <	9 KOST-F <	9 KOST-F <
10 KPWR-F	10 KIIS-F	10 KCBS-F <	9 KSCA-F <	10 KLVE-F	10 KIIS-F <	10 KWRP-F <	10 KCAL-F <	10 KCAL-F <	10 KSSE-F <	10 KSSE-F <
	10 KSCA-F <			10 KCAL-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	12+ Ovrnite
1 KGGI-F >	1 KFRG-F <	1 KFRG-F >	1 KFRG-F	1 KFRG-F >	1 KKBT-F >	1 KKBT-F >	1 KKBT-F	1 KFRG-F	1 KFRG-F >	1 KFRG-F
2 KFRG-F	2 KGGI-F	2 KGGI-F <	2 KGGI-F >	2 KOLA-F <	2 KGGI-F	2 KCAL-F <	2 KCAL-F	2 KKBT-F	2 KFI	2 KGGI-F
3 KKBT-F	3 KSSE-F <	3 KSSE-F <	3 KIIS-F	3 KGGI-F	3 KROQ-F >	3 KGGI-F <	2 KLSX-F	3 KLOS-F <	2 KLOS-F <	3 KOLA-F <
3 KIIS-F	4 KIIS-F <	4 KIIS-F	4 KOLA-F	4 KFI	4 KCAL-F	4 KLSX-F	4 KFRG-F	4 KCAL-F	4 KOLA-F	4 KFI <
3 KSSE-F	5 KKBT-F >	5 KCBS-F	4 KOST-F	4 KOST-F	5 KROQ-F <	5 KGGI-F <	5 KFI <	5 KLSX-F	5 KLSX-F	5 KTNQ
6 KCXX-F >	6 KCXX-F	5 KFI	4 KSSE-F <	6 KIIS-F	6 KFRG-F	6 KLOS-F <	6 KLOS-F <	6 KLSX-F <	5 KCAL-F	5 KOST-F
	7 KCBS-F <	5 KKBT-F	7 KKBT-F	7 KTWV-F <	7 KLOS-F	7 KXX-F	7 KGGI-F	7 KGGI-F	5 KKBT-F	
		8 KLVE-F	8 KFI	8 KCAL-F <	7 KPWR-F <	8 KROQ-F	8 KOLA-F <	8 KOLA-F <	8 KOST-F <	
		8 KSCA-F	9 KCAL-F	9 KSSE-F	9 KCXX-F	8 KFI	9 KSCA-F <	9 KGGI-F <		
			9 KSCA-F <	9 KSCA-F	9 KSSE-F		10 KCBS-F	10 KCBS-F <		
				9 KCBS-F <						

RIVERSIDE-SAN BERNARDINO

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume		
KATY-F	AC	101.3	Idyllwild	1.0	2.3	25	441
KCAL-AA	SP	1410	Redlands	0.9	1.0	22	155
KDIF	SP-C	1440	Riverside	1.0	1.4	36	226
KXRS-F	SP-C	105.7	Hemet	0.6	1.4	14	250

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
KABC	T	790	Los Angeles	0.9	2.6	27	614
KFWB	N	980	Los Angeles	0.4	2.0	23	704
KKLA	REL	1240	San Bernardino	0.4	1.2	8	172
KLAC	ST	570	Los Angeles	1.0	2.8	44	664
KLAX-F	SP-R	97.9	E. Los Angeles	0.5	1.3	18	333
KLYY-F	AOR-NR	107.1	Arcadia	0.4	2.9	25	691
KPLM-F	C	106.1	Palm Springs	0.4	0.7	11	126
KRTO-F	B/O	98.3	W. Covina	0.7	2.0	24	479
KTNQ	SP-NT	1020	Los Angeles	0.6	1.2	13	175
KWVE-F	REL	107.9	San Clemente	0.4	1.6	19	423
KYSR-F	AC/CHR	98.7	Los Angeles	1.0	4.9	32	1134
KZLA-F	C	93.9	Los Angeles	0.6	3.6	27	698
XTRA	SPRTS	690	Tijuana, MX	0.6	2.3	30	576

Consolidation Report	12+	25-54	Revenue
CBS/Infinity	8.9 %	9.3 %	37.9 %
KFRG-FM, KXFG-FM			
Clear Channel	1.0 %	0.8 %	1.7 %
KCKC-AM, KDIF-AM			
EXCL	0.9 %	1.3 %	2.7 %
KCAL-AM, KSZZ-AM			
SBR	8.3 %	10.0 %	24.6 %
KCAL-FM, KOLA-FM			
	19.1 %	21.4 %	66.9 %

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	161 (4)	161 (4)	8.2 %	7.3 %
AOR/Classic/NR	0 (0)	283 (6)	283 (6)	14.3 %	14.3 %
Black/Urban	0 (0)	192 (4)	192 (4)	9.7 %	9.8 %
CHR	0 (0)	210 (2)	210 (2)	10.6 %	10.3 %
Classical	0 (0)	31 (1)	31 (1)	1.6 %	1.0 %
Country	0 (0)	228 (3)	228 (3)	11.5 %	14.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	56 (4)	223 (6)	279 (10)	14.1 %	12.4 %
Jazz	0 (0)	43 (1)	43 (1)	2.2 %	2.4 %
News/Talk	197 (4)	47 (1)	244 (5)	12.4 %	12.4 %
Oldies	0 (0)	152 (2)	152 (2)	7.7 %	7.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	8 (1)	10 (1)	18 (2)	0.9 %	1.4 %
Soft AC	0 (0)	28 (1)	28 (1)	1.4 %	1.1 %
Sports	14 (1)	0 (0)	14 (1)	0.7 %	1.2 %
Standards/EZ	23 (1)	69 (1)	92 (2)	4.7 %	4.5 %
Totals	298 (11)	1677 (33)	1975 (44)		

AM Stations

KCAL	1410	5 kw/4 kw (DA-N)	Hispanic	\$33.00	Caballero	EXCL	Redlands
KDIF	1440	1 kw	Hispanic-Contemp.	CAR \$ NA	---	Clear Channel	
KSZZ	590	1 kw (DA-2)	See KCAL			EXCL	

FM Stations

KCAL	96.7	1.75 kw @ 376	AOR	\$81.00	D&R	SBR	Redlands
KCXX	103.9	0.19 kw @ 1751	Progressive AOR	\$ NA	Mc-Guild	All-Pro	Lake Arrowhead
KELT	92.7	6 kw @ 328	Soft AC	\$ NA	---	Amaturo	
KFRG	95.1	50 kw @ 490	Country	\$175.00	Allied	CBS/Infinity	
KGGI	99.1	2.5 kw @ 1844	CHR/Urban	\$102.00	Sentry	AMFM	
KOLA	99.9	29.5 kw @ 1663	Oldies	\$85.00	D&R	SBR	
KWRP	96.1	0.25 kw @ 1565	Standards	USA, JRN \$35.00	---		San Jacinto
KXRS	105.7	0.17 kw @ 1023	Hispanic-Contemp.	\$ NA	Lotus	Lazer	Hemet
KXSB	101.7	0.27 kw @ 1414	Simulcasts KXRS-F				Big Bear Lake

Notes: Other ranked stations -- See Los Angeles . . . 3/99 KMSL (1510; Ontario) sold to Astor for \$2,500,000 (Stanfield) . . . 7/99 KMSL changed from Sports to simulcasting Country KIKF-F (94.3; Garden Grove) as KIKA

ROANOKE-LYNCHBURG

Arbitron Rank: 105 Pop (12+): 383,500	Stations: 28 / 22	Last Year's Revenue: \$19,200,000
MSA Rank: 187-Roan.; 197-Lynchbg	Diaries: 925 / 415:1 / 58.4%	Household Income: \$40,436
MSA Pop: 438,000	Sample Target: 850	Total Retail Sales: \$5.6 Bil.
DMA: 68	% Below Line: 5.1	#1 Biller: WYYD-F \$4,000,000
Average Persons Rating: 15.7	% Not Listed: 18.4	#1 Billing Portfolio: AMFM \$12,250,000
Market TSL In Hours: 21.25	Pop per Station: 17,432	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level		
1	WYYD-F	C	62 / 10.3	11.0	11.0	12.2	12.4	742 / 19.3	20.8	22.3	78 / 1030	F	WYYD-F
2	WSLQ-F	AC	55 / 9.1	9.9	8.6	7.2	8.3	606 / 15.8	16.5	16.7	111 / 1487	D	WSLQ-F
3	WROV-F	AOR	42 / 7.0	9.8	8.2	8.7	5.4	619 / 16.2	17.8	19.8	98 / 1549	D	WROV-F
4	WXLK-F	CHR	41 / 6.8	6.7	6.6	6.7	8.3	711 / 18.5	18.1	23.6	111 / 1865	D	WXLK-F
5	WLLL	B/G	33 / 5.5	2.9	2.6	5.6	2.6	132 / 3.4	3.6	3.3	36 / 162	A	WLLL
6	WLQE-AF	ST	31 / 5.1	3.7	6.8	3.3	2.9	267 / 7.0	8.1	7.6	33 / 294	A	WLQE-AF
7	WJJS-F	B	25 / 4.1	3.9	3.9	3.9	4.2	440 / 11.5	16.0	19.0	25 / 453	C*	WJJS-F
8	WJLM-F	C	24 / 4.0	4.0	4.4	4.4	5.1	374 / 9.7	8.3	8.9	26 / 407	B	WJLM-F
9	WRDJ-F	O	20 / 3.3	3.0	3.2	3.8	3.6	295 / 7.7	7.7	7.7	26 / 371	C^	WRDJ-F
10	WFIR	T/N	19 / 3.1	4.2	4.0	4.4	3.4	273 / 7.1	9.8	9.3	24 / 332	C	WFIR
11	WLDJ-F	O	17 / 2.8	3.4	3.2	2.5	2.6	207 / 5.4	5.1	6.3	19 / 281	^	WLDJ-F
12	WPVR-F	CL AOR	16 / 2.7	3.4	5.2	4.8	4.9	335 / 8.7	10.1	11.4	42 / 930	C	WPVR-F
12	WSLC	C/F/S	16 / 2.7	2.2	2.4	2.5	5.2	225 / 5.9	5.8	4.7	17 / 284	A	WSLC
14	WJXX-F	B	14 / 2.3	2.0	3.7	4.4	4.2	252 / 6.6	6.4	10.9	16 / 301	*	WJXX-F
15	WRVX-F	AC	13 / 2.2	2.4	1.5	1.3	1.1	156 / 4.1	5.2	4.5	14 / 187	A	WRVX-F
16	WJMH-F	B	12 / 2.0	1.7	1.8	1.3	1.1	169 / 4.4	5.1	3.8	34 / 513		WJMH-F
17	WLNI-F	T	10 / 1.7	1.0	1.0	1.3	2.0	155 / 4.0	3.5	2.7	11 / 169	A	WLNI-F

12+ FM Share (Metro): 82.35% (406 of 493) (Spring 98: 84.63%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WXLK-F	1 WROV-F <	1 WSLQ-F	1 WSLQ-F <	1 WSLQ-F <	1 WYYD-F >	1 WYYD-F	1 WYYD-F <	1 WYYD-F	1 WXLK-F <	1 WYYD-F >
2 WJJS-F >>	2 WSLQ-F	2 WROV-F	2 WROV-F <	2 WYYD-F <	2 WSLQ-F <	1 WSLQ-F	2 WSLQ-F >	2 WSLQ-F	2 WYYD-F	2 WLLL
3 WJXX-F	3 WXLK-F >	3 WXLK-F <	3 WYYD-F	3 WROV-F	3 WLLL <	3 WROV-F	3 WROV-F	3 WXLK-F	3 WROV-F <	3 WSLQ-F
3 WJMH-F	4 WJJS-F	4 WYYD-F >	4 WXLK-F >	4 WXLK-F	4 WLQE-AF	4 WXLK-F >	3 WXLK-F	4 WLQE-AF <	4 WSLQ-F <	3 WLQE-AF <
3 WROV-F >	4 WYYD-F >	5 WJLM-F <	5 WJLM-F	5 WJLM-F	5 WRDJ-F <	5 WLLL <	5 WLQE-AF	5 WJLM-F <	5 WJJS-F	5 WXLK-F <
	6 WJMH-F	6 WJJS-F	6 WJJS-F	6 WLLL >	6 WJLM-F	6 WFIR <	6 WFIR <	6 WJJS-F <	6 WLQE-AF	6 WROV-F >
	7 WJLM-F	7 WPVR-F	6 WPVR-F	7 WJJS-F	6 WFIR <	6 WSLC	7 WJJS-F <	7 WRDJ-F <	7 WJLM-F	7 WJJS-F
	7 WZZI-F	8 WLLL	8 WLLL <	7 WPVR-F	8 WSLC <	6 WLQE-AF	8 WJLM-F	8 WLDJ-F <	8 WJMH-F	8 WRDJ-F
		8 WRDJ-F		7 WRDJ-F		9 WJJS-F <	8 WLLL	9 WLLL	9 WJXX-F >	8 WLDJ-F <
				7 WFIR <		10 WRDJ-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	12+ Ovmitte
1 WSLQ-F	1 WSLQ-F	1 WSLQ-F	1 WSLQ-F	1 WSLQ-F >	1 WROV-F >	1 WROV-F >>>	1 WROV-F >>>	1 WROV-F >	1 WROV-F	1 WYYD-F
2 WXLK-F >>	2 WXLK-F >>	2 WXLK-F >	2 WXLK-F	2 WXLK-F <	2 WXLK-F	2 WXLK-F	2 WSLQ-F >	2 WYYD-F >	2 WYYD-F >	1 WLQE-AF >
3 WJJS-F	3 WJJS-F	3 WYYD-F	3 WYYD-F	3 WYYD-F	2 WLNI-F >	3 WSLQ-F	3 WXLK-F	3 WSLQ-F <	3 WSLQ-F	3 WJJS-F
3 WJLM-F >	3 WJMH-F	4 WROV-F	4 WJLM-F	4 WLLL	4 WJJS-F	3 WZZI-F	3 WZZI-F >	4 WXLK-F	4 WJLM-F	3 WXLK-F
	3 WYYD-F	4 WJMH-F	5 WJJS-F	5 WJLM-F	4 WZZI-F >>	5 WJJS-F	5 WJXX-F	5 WPVR-F	5 WPVR-F	
	6 WROV-F	6 WJJS-F	6 WROV-F	6 WRVX-F	6 WLNI-F	5 WYYD-F	6 WJLM-F	6 WXLK-F	5 WPVR-F	
	7 WJLM-F	6 WRVX-F >>>	7 WRVX-F	6 WJJS-F	6 WJJS-F	6 WYYD-F >	5 WJJS-F >>	6 WFIR	5 WFIR	
	7 WRVX-F		7 WJMH-F	6 WRDJ-F			6 WJJS-F	8 WLDJ-F	8 WRDJ-F	
				6 WROV-F >			6 WRDJ-F >	8 WRDJ-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WKDE-F	C	105.5	Altavista	0.7	2.0	4 101	WAKG-F	C	103.3	Danville, VA	0.3	1.4	62 638
WRIS	REL	1410	Roanoke	0.5	1.6	3 66	WKJS-F	B/AC	104.7	Crewe, VA	0.7	1.6	20 216
WVGM	SPRTS	1320	Lynchburg	0.8	1.9	5 71	WQMG-F	B/AC	97.1	Greensboro	1.0	2.0	22 281
WWWR	G	910	Roanoke	0.8	1.3	5 49	WQOK-F	B	97.5	S. Boston, VA	0.8	2.8	14 286
WZZI-F	AOR-NR	101.5	Vinton	1.3	5.0	9 203	WXCF-F	C	103.9	Clifton Forge, VA	0.3	1.2	10 189

ROANOKE-LYNCHBURG

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	47.7 %	53.2 %	62.7 %	AC	0 (0)	68 (2)	68 (2)	13.8 %	11.8 %
WFIR-AM, WGMN-AM, WJJS-FM, WJJX-FM, WJLM-FM, WLDJ-FM, WPVR-FM, WRDJ-FM, WROV-FM, WVGM-AM, WYYD-FM				AOR/Classic/NR	0 (0)	66 (3)	66 (3)	13.4 %	16.1 %
Mel Wheeler	18.6 %	17.9 %	28.4 %	Black/Urban	0 (0)	66 (6)	66 (6)	13.4 %	15.4 %
WLYK-FM, WSLC-AM, WSLQ-FM, WXLK-FM				CHR	0 (0)	41 (1)	41 (1)	8.3 %	8.2 %
	66.3 %	71.1 %	91.1 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	94 (5)	94 (5)	19.1 %	20.7 %
				Full Service	16 (1)	0 (0)	16 (1)	3.2 %	2.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	19 (1)	10 (1)	29 (2)	5.9 %	5.9 %
				Oldies	0 (0)	37 (2)	37 (2)	7.5 %	7.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	41 (3)	0 (0)	41 (3)	8.3 %	3.6 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	5 (1)	0 (0)	5 (1)	1.0 %	0.0 %
				Standards/EZ	6 (1)	24 (1)	30 (2)	6.1 %	8.0 %
				Totals	87 (7)	406 (21)	493 (28)		

AM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Station
WFIR	960	5 kw	(DA-N)	Talk/News	CBS, Talknt	\$19.00	Christal AMFM Roanoke
WLL	930	5 kw	(Days)	Black Gospel	ABC, BNN	\$ NA	Allied Lynchburg
WLVA	590	5 kw/1 kw	(DA-2)	Simul. WLQE-F			Lynchburg
WSLC	610	5 kw/1 kw	(DA-2)	Country/Full Svc.	Westwd	\$15.00	Katz Mel Wheeler

FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Station
WJJS	106.1	0.73 kw	@ 909	Black/CHR		\$35.00	Eastman AMFM Vinton
WJJX	101.7	3.4 kw	@ 289	Simul. WJJS-F			Lynchburg
WJLM	93.5	5.8 kw	@ 98	Country	Westwd, ABC	\$<20.00	— AMFM Salem
WLDJ	102.7	22 kw	@ 745	Oldies		\$<20.00	Eastman AMFM Appamattox
WLNI	105.9	6 kw	@ 266	Talk	Westwd	\$ NA	— Gary Burns Lynchburg
WLQE	106.9	0.29 kw	@ 1276	Standards	Westwd, CNN	\$ NA	— Bedford
WPVR	94.9	100 kw	@ 1980	Classic AOR		\$40.00	Christal AMFM
WRDJ	104.9	3.1 kw	@ 925	Simul. WLDJ-F			Roanoke
WROV	96.3	14 kw	@ 2076	AOR	ABC	\$47.00	Christal AMFM Martinsville
WRVX	97.9	0.57 kw	@ 1925	AC	ABC	\$ NA	—
WSLQ	99.1	200 kw	@ 1990	AC		\$42.00	Katz Mel Wheeler
WXLK	92.3	93 kw	@ 2050	CHR	CNN	\$54.00	Katz Mel Wheeler
WYYD	107.9	20.5 kw	@ 1768	Country	ABC	\$84.00	Mc-Guild AMFM Amherst

Notes: WJMH-F -- See Greensboro-Winston Salem . . . * WJJS-F revenue level includes revenue of WJJX-F; ^ WRDJ-F revenue level includes revenue of WLDJ-F . . . As of a recent market visit, WJJS-F/WJJX-F and WLDJ-F/WRDJ-F remained simulcast combos, although they are not so designated in this Arbitron . . . Based on the market visit, we have reclassified WFIR from Full Service to Talk/News . . . 4/99 WRVX-F (97.9; Lynchburg) sold for \$950,000 plus a \$200,000 employment contract for former principal, James Shircliff

ROCHESTER, NY

Arbitron Rank: 50 Pop (12+): 898,800	Stations: 31 / 21	Last Year's Revenue: \$36,900,000
MSA Rank: 52	Diaries: 2,470 / 364:1 / 56.9%	Household Income: \$48,538
MSA Pop: 1,090,000	Sample Target: 2,200	Total Retail Sales: \$10.1 Bil.
DMA: 77	% Below Line: 5.3	#1 Biller: WHAM \$6,000,000
Average Persons Rating: 15.2	% Not Listed: 17.1	#1 Billing Portfolio:
Market TSL in Hours: 20.00	Pop per Station: 42,800	CBS/Infinity \$15,100,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1 WHAM	FS	144 / 10.5	12.8	13.1	10.8	10.0	11.8	2177 / 24.2	28.1	21.5	150 / 2310	G	WHAM
2 WBEE-F	C	116 / 8.5	9.4	12.0	11.3	10.0	10.3	1586 / 17.6	19.7	20.3	125 / 1714	G	WBEE-F
3 WRMM-F	SAC	93 / 6.8	6.5	7.3	7.4	7.5	7.0	1527 / 17.0	18.5	18.2	98 / 1636	F	WRMM-F
4 WDKX-F	B	90 / 6.6	5.8	6.0	6.9	5.7	6.3	892 / 9.9	10.5	10.2	90 / 892	C	WDKX-F
5 WVOR-F	AC	88 / 6.4	5.9	5.2	5.1	7.1	5.7	1478 / 16.4	16.1	15.8	96 / 1582	D	WVOR-F
6 WPXY-F	CHR	77 / 5.6	5.0	4.5	5.2	7.3	5.1	1803 / 20.1	20.3	23.5	79 / 1913	F	WPXY-F
7 WCMF-F	AOR	75 / 5.5	5.6	5.7	5.3	5.5	5.5	1383 / 15.4	15.4	15.0	82 / 1530	G	WCMF-F
8 WBBF-F	O	73 / 5.3	4.8	4.6	5.4	4.7	5.0	1416 / 15.8	14.6	15.5	77 / 1564	C	WBBF-F
9 WNVE-F	AOR-NR	66 / 4.8	5.1	3.9	3.8	5.0	4.4	1321 / 14.7	14.9	15.2	87 / 1682	D	WNVE-F
10 WEZO	ST	47 / 3.4	2.6	2.5	2.7	2.8	2.8	624 / 6.9	5.4	7.0	47 / 637	A	WEZO
11 WZNE-F	AC-NR	37 / 2.7	3.8	3.3	3.7	5.2	3.4	1139 / 12.7	13.3	17.0	38 / 1161	C	WZNE-F
12 WKGS-F	CHR/B	34 / 2.5	0.9	1.3	1.3	1.6	1.5	813 / 9.0	3.9	4.3	34 / 817	B	WKGS-F
13 WQRV-F	CL AOR	31 / 2.3	1.3	2.5	2.3	2.4	2.1	793 / 8.8	8.8	10.0	33 / 839	B	WQRV-F
14 WJZR-F	J	20 / 1.5	1.7	1.4	1.4	1.3	1.5	360 / 4.0	4.3	4.2	20 / 365	A	WJZR-F
15 WHTK	SPRTS	18 / 1.3	1.6	1.5	1.7	1.0	1.5	389 / 4.3	5.2	4.1	18 / 404	A	WHTK
16 WMAX-F	B/O	17 / 1.2	2.7	2.7	2.1	1.6	2.2	484 / 5.4	10.0	6.0	17 / 526		WMAX-F

12+ FM Share (Metro): 79.31% (901 of 1136) (Spring 98: 82.44%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPXY-F >	1 WNVE-F <	1 WVOR-F <	1 WVOR-F <	1 WVOR-F <	1 WHAM >	1 WHAM >	1 WHAM	1 WHAM	1 WHAM <	1 WBEE-F
2 WDKX-F	2 WVOR-F <	2 WCMF-F <	2 WCMF-F <	2 WBEE-F <	2 WBEE-F	2 WBEE-F <	2 WBEE-F	2 WBEE-F	2 WDKX-F	2 WDKX-F
3 WKGS-F >	3 WDKX-F	3 WBEE-F <	3 WBEE-F	3 WCMF-F <	3 WRMM-F <	3 WCMF-F	3 WRMM-F <	3 WRMM-F <	3 WPXY-F	3 WHAM
4 WMAX-F	4 WCMF-F <	4 WDKX-F	4 WHAM	4 WHAM	4 WBBF-F	4 WNVE-F	4 WVOR-F	4 WDKX-F	4 WBEE-F	4 WRMM-F <
4 WNVE-F >>	5 WPXY-F	5 WNVE-F <	5 WDKX-F <	5 WRMM-F	5 WEZO	5 WRMM-F <	5 WBBF-F <	5 WVOR-F <	5 WRMM-F <	5 WVOR-F <
6 WBEE-F	6 WPXY-F <	6 WRMM-F <	6 WBBF-F <	6 WVOR-F <	6 WVOR-F <	6 WCMF-F <	6 WPXY-F <	6 WPXY-F <	6 WNVE-F	6 WPXY-F <
7 WRMM-F	7 WHAM <	7 WBBF-F <	7 WDKX-F	7 WDKX-F <	7 WDKX-F <	7 WPXY-F <	7 WPXY-F <	7 WBBF-F <	6 WVOR-F	7 WBBF-F
8 WZNE-F	8 WRMM-F	8 WNVE-F	8 WPXY-F <	8 WCMF-F	8 WDKX-F <	8 WDKX-F <	8 WDKX-F	8 WCMF-F	8 WKGS-F <	8 WCMF-F <
	9 WBBF-F	8 WPXY-F	9 WNVE-F >	9 WPXY-F >	9 WPXY-F >	9 WBBF-F >	9 WEZO <	9 WNVE-F	9 WBBF-F >	9 WNVE-F
							10 WNVE-F >	10 WEZO <		10 WEZO

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 WDKX-F >	1 WDKX-F	1 WVOR-F	1 WDKX-F	1 WBEE-F <	1 WNVE-F >	1 WNVE-F	1 WCMF-F	1 WCMF-F	1 WCMF-F	1 WHAM >
2 WPXY-F	2 WVOR-F <	2 WBEE-F	1 WVOR-F <	2 WRMM-F	2 WDKX-F	2 WCMF-F	1 WNVE-F	2 WNVE-F	2 WHAM <	2 WDKX-F
3 WRMM-F >	3 WPXY-F	3 WRMM-F	3 WBEE-F <	2 WVOR-F	3 WPXY-F	3 WVOR-F	3 WVOR-F >	3 WVOR-F <	3 WVOR-F	3 WRMM-F
4 WNVE-F	4 WRMM-F <	3 WPXY-F	4 WRMM-F <	4 WDKX-F	4 WBEE-F	4 WDKX-F	4 WZNE-F	4 WHAM <	4 WNVE-F <	4 WBEE-F
4 WKGS-F	5 WBEE-F >	5 WDKX-F >>	5 WPXY-F >	5 WPXY-F <	4 WCMF-F	5 WPXY-F <	5 WDKX-F	5 WBEE-F	5 WBBF-F <	4 WPXY-F >
4 WVOR-F	6 WNVE-F	6 WBBF-F <	6 WBBF-F <	6 WKGS-F	6 WBEE-F <	5 WHTK	6 WDKX-F	6 WBEE-F >	6 WBEE-F >	
	6 WKGS-F	7 WHAM	7 WHAM	7 WQRV-F	6 WQRV-F	7 WZNE-F	7 WPXY-F	7 WBBF-F	7 WDKX-F	
	8 WZNE-F	8 WCMF-F	8 WCMF-F >	6 WVOR-F	8 WHAM	7 WBEE-F	8 WPXY-F <	8 WRMM-F	8 WQRV-F <	
						7 WHAM	9 WQRV-F <	8 WQRV-F <		
							10 WZNE-F			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBTA	SAC	1490	Batavia	0.4	1.0	6 97	WBBS-F	C	104.7	Fulton	0.4	1.0	23 321
WDCZ-F	REL	102.7	Webster	0.7	1.9	11 181	WBEN	FS/T	930	Buffalo	0.6	1.8	9 193
WISY-F	SAC	102.3	Canandaigua	0.4	1.6	7 159	WHTT-F	O	104.1	Buffalo	0.6	1.5	15 213
WWWG	REL	1460	Rochester	0.6	1.3	8 118	WKSE-F	CHR	98.5	Niagara Falls	0.4	1.7	8 243
WZ XV-F	REL	99.7	Palmyra	0.7	2.2	9 218	WLCE-F	AC-NR	92.9	Buffalo	0.4	2.0	9 314
							WMJQ-F	AC/CHR	102.5	Buffalo	0.7	2.7	15 385
							WNUC-F	C	107.7	Wethersfield	0.8	3.0	35 473
							WWHT-F	CHR	107.9	Syracuse	0.6	1.8	21 400
							WYLF	ST	850	Penn Yan	0.4	0.7	15 192
							WYRK-F	C	106.5	Buffalo	0.4	1.5	11 218

ROCHESTER, NY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
CBS/Infinity	20.6 %	23.5 %	40.9 %	AC	0 (0)	140 (4)	140 (4)	12.3 %	15.0 %
WCMF-FM, WPXY-FM, WRMM-FM, WZNE-FM				AOR/Classic/NR	0 (0)	172 (3)	172 (3)	15.1 %	15.6 %
Clear Channel	27.1 %	26.8 %	31.7 %	Black/Urban	0 (0)	107 (2)	107 (2)	9.4 %	6.7 %
WHAM-AM, WHTK-AM, WISY-FM, WKGS-FM, WMAX-FM, WNVE-FM, WVOR-FM				CHR	0 (0)	124 (4)	124 (4)	10.9 %	11.7 %
Entercom	19.5 %	19.6 %	21.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
WBBF-FM, WBEE-FM, WEZO-AM, WQRV-FM				Country	0 (0)	139 (4)	139 (4)	12.2 %	13.7 %
	67.2 %	69.9 %	94.0 %	Full Service	152 (2)	0 (0)	152 (2)	13.4 %	11.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	20 (1)	20 (1)	1.8 %	1.6 %
				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	1.2 %
				Oldies	0 (0)	81 (2)	81 (2)	7.1 %	5.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	8 (1)	19 (2)	27 (3)	2.4 %	2.1 %
				Soft AC	5 (1)	99 (2)	104 (3)	9.2 %	10.9 %
				Sports	18 (1)	0 (0)	18 (1)	1.6 %	0.0 %
				Standards/EZ	52 (2)	0 (0)	52 (2)	4.6 %	3.8 %
				Totals	235 (7)	901 (24)	1136 (31)		

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Comments
WEZO	950	1 kw (DA-2)	Standards	CNN	\$25.00	Katz	Entercom
WHAM	1180	50 kw	Full Service	CBS, Talknt, ABC	\$79.00	Eastman	Clear Channel
WHTK	1280	5 kw (DA-N)	Sports	CNN, ESPN	\$ NA	Eastman	Clear Channel

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Comments
WBBF	98.9	37 kw @ 564	Oldies	Westwd	\$52.00	Katz	Entercom
WBEE	92.5	50 kw @ 500	Country	Westwd	\$92.00	Katz	Entercom
WCMF	96.5	50 kw @ 450	AOR		\$109.00	Christal	CBS/Infinity
WDKX	103.9	0.8 kw @ 540	Black		\$34.00	Allied	
WJZR	105.9	3 kw @ 180	Jazz	AP	\$<20.00	—	
WKGS	106.7	3.5 kw @ 266	Dance CHR		\$ NA	Eastman	Clear Channel Irondequoit
WMAX	107.3	0.65 kw @ 994	Black Oldies		\$<20.00	Eastman	Clear Channel South Bristol
WNVE	95.1	50 kw @ 417	New Rock		\$45.00	Eastman	Clear Channel Honeoye Falls
WPXY	97.9	50 kw @ 400	CHR		\$78.00	Eastman	CBS/Infinity
WQRV	93.3	4 kw @ 390	Classic AOR	Westwd	\$<20.00	Katz	Entercom Avon
WRMM	101.3	27 kw @ 640	Soft AC		\$82.00	Allied	CBS/Infinity
WVOR	100.5	50 kw @ 480	AC		\$46.00	Eastman	Clear Channel
WZNE	94.1	3.1 kw @ 328	Modern AC		\$ NA	—	CBS/Infinity Brighton

Notes: 2/99 WYSY-F changed calls to WKGS-F; continues to simulcast with CHR/B WMAX-F . . . 5/99 WMAX-F changed from simulcasting with CHR/B WKGS-F to Black Oldies . . . 5/99 WNVE-F moved to a new facility, 50 kw @ 417', licensed to Honeoye Falls; WMAX-F also changed to a new facility, 0.65 kw @ 994', licensed to South Bristol . . . 7/99 WMAX-F changed calls to WLCL-F ("Cool 107.3"); WISY-F changed calls to WMAX-F

ROCKFORD

Arbitron Rank: 148	Pop (12+): 251,700	Stations: 26 / 8	Last Year's Revenue: \$12,300,000
MSA Rank: 141		Diaries: 1,015 / 248:1 / 57.7%	Household Income: \$45,970
MSA Pop: 356,000		Sample Target: 960	Total Retail Sales: \$2.8 Bil.
DMA: 134		% Below Line: 25.6	#1 Biller: WXRX-F \$2,850,000
Average Persons Rating: 16.5		% Not Listed: 14.2	#1 Billing Portfolio: Connoisseur \$5,285,000
Market TSL In Hours: 21.75		Pop per Station: 31,462	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	WZOK-F	59 / 14.2	12.9	11.3	13.0	14.5	818 / 32.5	33.8	33.4	95 / 1530	D	WZOK-F
2	WXRX-F	43 / 10.4	11.3	13.9	11.8	14.5	577 / 22.9	20.4	27.0	59 / 798	D	WXRX-F
3	WXXQ-F	40 / 9.6	9.0	7.1	11.8	8.2	464 / 18.4	17.6	16.1	73 / 939	C	WXXQ-F
4	WRWC-F	33 / 8.0	9.5	10.5	9.2	9.2	476 / 18.9	19.1	20.5	46 / 705	C	WRWC-F
5	WKMQ-F	27 / 6.5	6.6	6.0	8.4	9.7	473 / 18.8	16.7	18.9	39 / 789	C	WKMQ-F
5	WGN	27 / 6.5	4.7	5.3	2.9	3.6	384 / 14.4	11.8	12.0	64 / 835		WGN
7	WNTA	18 / 4.3	5.8	5.8	3.5	4.6	216 / 8.6	8.5	8.8	18 / 221	A	WNTA
8	WROK	17 / 4.1	5.0	5.3	5.2	5.1	326 / 12.9	13.9	17.2	19 / 375	B	WROK
9	WQFL-F	13 / 3.1	3.2	2.1	1.7	3.3	174 / 6.9	6.7	5.7	14 / 221	A	WQFL-F
10	WLS	11 / 2.7	2.1	1.8	1.2	2.3	162 / 6.0	4.9	4.8	26 / 344		WLS
10	WJJO-F	11 / 2.7	2.4	2.4	1.2	0.5	206 / 8.2	6.1	6.7	26 / 453		WJJO-F

12+ FM Share (Metro): 78.40% (265 of 338) (Spring 98: 72.67%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZOK-F>>>	1 WZOK-F>	1 WZOK-F	1 WZOK-F<	1 WXRX-F<	1 WXXQ-F<	1 WZOK-F>	1 WZOK-F	1 WZOK-F	1 WZOK-F>>	1 WZOK-F
2 WXRX-F	2 WXRX-F>	2 WXRX-F>	2 WXRX-F>	2 WZOK-F>	2 WGN	2 WXRX-F	2 WXRX-F	2 WXRX-F<	2 WGN<	2 WXXQ-F
2 WKPO-F	3 WXXQ-F	3 WRWC-F	3 WRWC-F	3 WXXQ-F<	3 WRWC-F<	3 WGN<	3 WRWC-F<	3 WXXQ-F>	3 WXRX-F<	3 WXRX-F
2 WJJO-F	4 WRWC-F	4 WXXQ-F	4 WXXQ-F<	4 WRWC-F	4 WKMQ-F<	4 WXXQ-F<	4 WXXQ-F>	4 WRWC-F	4 WRWC-F	4 WGN<
2 WDEK-F>>	5 WJJO-F>	5 WKMQ-F>	5 WKMQ-F>>	5 WKMQ-F>>	5 WXRX-F<	5 WRWC-F<	5 WKMQ-F<	5 WKMQ-F	5 WXXQ-F	5 WKMQ-F
	6 WJJO-F			6 WZOK-F	6 WKMQ-F	6 WROK<	6 WGN	6 WKMQ-F	6 WKMQ-F	6 WRWC-F>>
	7 WQFL-F			7 WNTA	7 WNTA>	7 WNTA>	7 WROK	6 WJJO-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	12+ Ovmit
1 WZOK-F>>>	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 WZOK-F<
2 WRWC-F	2 WRWC-F	2 WRWC-F	2 WRWC-F	2 WRWC-F	2 WXRX-F	2 WZOK-F>>	2 WZOK-F>	2 WZOK-F>>	2 WZOK-F	2 WGN>
2 WXXQ-F>	2 WXXQ-F	2 WXRX-F	3 WXXQ-F	3 WXXQ-F	2 WJJO-F>>	3 WJJO-F>	3 WJJO-F	3 WRWC-F	3 WXXQ-F	3 WXRX-F
4 WXRX-F>>	4 WXRX-F>>	4 WXXQ-F>	4 WXRX-F	3 WKMQ-F>		4 WXXQ-F	4 WXXQ-F>	3 WXXQ-F	4 WKMQ-F	4 WXXQ-F
	5 WKPO-F>	5 WKPO-F>>	4 WKMQ-F>>	5 WXRX-F>		5 WQFL-F	5 WQFL-F	3 WJJO-F	5 WRWC-F	
						5 WRWC-F	5 WRWC-F	6 WKMQ-F>	6 WJJO-F	
						5 WKPO-F>	5 WKPO-F>>	6 WROK	6 WROK	

Other Rated Stations--Outside Market				Metro Cume	TSA	Format Performance		AM	FM	Total	%	Yr. Ago	
Station	City	Pop	Market	Share	Rating	AQH	Cume						
WAIT	ST	850	Crystal Lake	0.7	1.9	10	96	AC	0 (0)	33 (1)	33 (1)	9.8 %	12.4 %
WBBM	N	780	Chicago	1.2	6.1	15	389	AOR/Classic/NR	0 (0)	54 (2)	54 (2)	16.0 %	21.7 %
WCKG-F	T	105.9	Elmwood Park	0.5	2.0	2	63	Black/Urban	0 (0)	5 (2)	5 (2)	1.5 %	0.6 %
WDEK-F	CHR	92.5	De Kalb	1.9	11.1	19	504	CHR	0 (0)	75 (3)	75 (3)	22.2 %	15.8 %
WGCI-F	B	107.5	Chicago	0.7	1.6	5	74	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WIND	SP-NT	560	Chicago	1.0	1.1	4	35	Country	0 (0)	44 (2)	44 (2)	13.0 %	10.2 %
WJVL-F	C	99.9	Janesville, WI	1.0	3.4	46	512	Full Service	44 (2)	0 (0)	44 (2)	13.0 %	12.4 %
WKPO-F	CHR	105.9	Evansville, WI	1.9	4.5	14	289	Hispanic	4 (1)	6 (2)	10 (3)	3.0 %	0.0 %
WLEY-F	SP	107.9	Aurora	0.7	1.3	4	44	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WMAQ	N	670	Chicago	1.0	4.6	9	277	News/Talk	20 (3)	2 (1)	22 (4)	6.5 %	13.0 %
WMVP	SPRTS	1000	Chicago	0.5	1.3	3	54	Oldies	0 (0)	27 (1)	27 (1)	8.0 %	7.1 %
WSJY-F	SAC	107.3	Fl. Atkinson, WI	1.4	5.6	15	298	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WUBT-F	B/O	103.5	Chicago	0.5	1.4	4	71	Religion/Gospel	0 (0)	13 (1)	13 (1)	3.8 %	2.5 %
WZCH-F	SP-R	103.9	Dundee	0.7	1.7	4	54	Soft AC	0 (0)	6 (1)	6 (1)	1.8 %	2.2 %
								Sports	2 (1)	0 (0)	2 (1)	0.6 %	0.0 %
								Standards/EZ	3 (1)	0 (0)	3 (1)	0.9 %	1.9 %
								Totals	73 (8)	265 (16)	338 (24)		

ROCKFORD

Consolidation Report	12+	25-54	Revenue
Connoisseur (pend.) WLUV-FM, WROK-AM, WXXQ-FM, WZOK-FM	27.9 %	28.3 %	43.0 %
Tuned In, pend. WKMQ-FM, WNTA-AM, WRWC-FM, WXRX-FM	29.2 %	35.4 %	54.5 %
	57.1 %	63.7 %	97.5 %

AM Stations

Station	Freq	Power	Format	Owner	Price	Agency	Notes
WNTA	1330	1 kw/0.091 kw (DA-1)	Standards/Talk	ABC, UPI	<\$20.00	Katz	Tuned In
WROK	1440	5 kw/0.27 kw (DA-D)	Full Service	ABC	\$26.00	Allied	Connoisseur

FM Stations

Station	Freq	Power	Format	Owner	Price	Agency	Notes
WKMQ	95.3	1.25 kw @ 512	Oldies		\$30.00	Katz	Tuned In Winnebago
WQFL	100.9	3 kw @ 300	Contemp. Christian	AP	\$ NA	—	
WRWC	103.1	1.2 kw @ 525	AC	Westwd	\$24.00	Mc-Guild	WTJK Rockton
WXRX	104.9	4 kw @ 400	AOR		\$50.00	Katz	Tuned In Belvidere
WXXQ	98.5	50 kw @ 400	Country		\$31.00	Allied	Connoisseur Freeport
WZOK	97.5	50 kw @ 430	CHR	Westwd	\$45.00	Allied	Connoisseur

Notes: Other ranked stations – See Chicago or Madison . . . 6/99 WLUV-F (96.7; Loves Park) sold to Connoisseur (price NA). The sale was immediately "red-flagged" by the FCC . . . 7/99 WRWC-F (plus WKKD-AF Aurora-Chicago) sold by Salter (WTJK) to RadioWorks (Tuned In) for \$8,000,000

FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

SACRAMENTO

Arbitron Rank: 28 Pop (12+): 1,412,500
MSA Rank: 34
MSA Pop: 1,730,000
DMA: 20 (w/Stockton, Modesto)
Average Persons Rating: 15.8
Market TSL in Hours: 21.00

Stations: 30 / 27
Diaries: 3,136 / 450:1 / 50.7%
Sample Target: 2,790
% Below Line: 3.0
% Not Listed: 15.6
Pop per Station: 52,315

Last Year's Revenue: \$81,800,000
Household Income: \$45,424
Total Retail Sales: \$16.0 Bil.
#1 Biller: KFBK \$12,304,000
#1 Billing Portfolio: CBS/Infinity \$30,740,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	KFBK	N/T	181 / 8.1	10.1	10.3	10.0	9.3	9.6	2657 / 18.8	21.0	18.4	241 / 3409	I	KFBK
2	KNCI-F	C	117 / 5.2	4.8	5.8	5.0	6.1	5.2	1652 / 11.7	10.7	10.7	143 / 2188	H	KNCI-F
3	KRXQ-F	AOR	113 / 5.1	4.6	4.0	5.1	4.1	4.7	1608 / 11.4	10.1	11.3	138 / 2126	F	KRXQ-F
3	KSSJ-F	J	113 / 5.1	4.6	4.0	3.7	3.8	4.3	1260 / 8.9	8.7	7.2	128 / 1409	D	KSSJ-F
5	KSFM-F	CHR/U	111 / 5.0	5.6	5.6	6.3	6.8	5.6	2533 / 17.9	18.5	19.7	165 / 3764	G	KSFM-F
6	KSEG-F	CL AOR	107 / 4.8	4.6	4.9	3.8	3.7	4.5	1746 / 12.4	12.5	11.4	136 / 2290	F	KSEG-F
7	KDND-F	CHR	106 / 4.8	4.2	4.4	3.8	4.1	4.3	2327 / 16.5	15.3	11.8	130 / 2964	E	KDND-F
8	KYMX-F	SAC	104 / 4.7	4.0	4.3	4.1	4.5	4.3	1841 / 13.0	12.3	11.9	119 / 2158	F	KYMX-F
9	KBMB-F	CHR/U	102 / 4.6	3.8	3.8	3.7	3.6	4.0	1593 / 11.3	9.7	8.3	106 / 1768	B	KBMB-F
10	KGBY-F	AC	88 / 3.9	3.3	4.0	4.5	4.2	3.9	1482 / 10.5	11.9	11.6	95 / 1664	H	KGBY-F
11	KCTC	ST	86 / 3.9	3.8	4.3	3.5	2.4	3.9	1103 / 7.8	8.2	6.2	104 / 1328	B	KCTC
12	KZZO-F	AC-NR	81 / 3.6	4.3	4.6	6.4	6.5	4.7	1982 / 14.0	16.5	19.9	103 / 2487	H	KZZO-F
12	KHTK	SPRTS	81 / 3.6	3.4	3.2	3.6	2.4	3.5	1240 / 8.8	7.0	5.6	112 / 1649	D	KHTK
14	KHYL-F	B/O	80 / 3.6	4.0	4.0	4.1	4.3	3.9	1664 / 11.8	12.5	13.2	114 / 2283	F	KHYL-F
15	KWOD-F	AOR-NR	69 / 3.1	2.8	3.4	4.3	4.5	3.4	1769 / 12.5	11.9	14.4	90 / 2315	E	KWOD-F
16	KHZZ-F	CHR/U	65 / 2.9	2.2	2.5	1.1	1.5	2.2	907 / 6.4	5.5	3.4	67 / 980	B	KHZZ-F
17	KSTE	T	55 / 2.5	2.5	3.3	3.2	2.2	2.9	1055 / 7.5	8.6	7.5	79 / 1476	D	KSTE
17	KXOA-F	CL HITS	55 / 2.5	3.5	2.4	2.6	2.7	2.7	983 / 7.0	7.1	6.8	60 / 1121	D	KXOA-F

12+ FM Share (Metro): 72.51% (1364 of 1881) (Spring 98: 76.29%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KDND-F	1 KRXQ-F	1 KRXQ-F <	1 KSEG-F <	1 KSEG-F <	1 KFBK >	1 KFBK >>	1 KFBK >	1 KFBK	1 KRXQ-F <
2	KSFM-F >	2 KBMB-F	2 KSEG-F	2 KSSJ-F <	2 KSSJ-F	2 KSSJ-F	2 KNCI-F <	2 KSSJ-F <	2 KNCI-F <	2 KSFM-F <
3	KBMB-F	3 KSFM-F	3 KSFM-F <	3 KNCI-F <	2 KNCI-F <	3 KCTC	3 KSEG-F <	3 KSEG-F	3 KRXQ-F	3 KBMB-F
4	KRXQ-F >>	4 KZZO-F <	4 KSSJ-F	4 KGBY-F <	4 KFBK <	4 KNCI-F <	4 KGBY-F <	3 KYMX-F <	3 KYMX-F <	4 KDND-F
5	KWOD-F >>	5 KDND-F <	4 KBMB-F	5 KZZO-F <	5 KGBY-F <	5 KYMX-F <	5 KSSJ-F <	5 KNCI-F	5 KDND-F <	5 KHTK <
6	KWOD-F <	4 KNCI-F <	6 KYMX-F	6 KYMX-F	6 KSEG-F	6 KSFM-F <	6 KHTK	6 KSFM-F <	6 KHTK	6 KFBK <
7	KHTK <	7 KZZO-F <	6 KRXQ-F <	7 KZZO-F	7 KHYL-F	7 KDND-F <	6 KCTC <	7 KSSJ-F <	7 KWOD-F <	7 KCTC <
8	KNCI-F	8 KGBY-F <	8 KFBK <	7 KRXQ-F	8 KGBY-F <	8 KYMX-F	8 KRXQ-F <	8 KBMB-F	8 KYMX-F <	8 KFBK <
9	KSEG-F <	9 KYMX-F <	9 KHZZ-F <	7 KHYL-F <	9 KSTE	8 KRXQ-F <	9 KGBY-F <	9 KSEG-F <	9 KSEG-F <	9 KSEG-F <
10	KGBY-F <	10 KHTK <	10 KHTK <	10 KHTK <	10 KHTK <	10 KBMB-F <	10 KDND-F <	10 KHTK <	10 KHTK <	10 KZZO-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	12+ Ovmite
1	KSFM-F	1 KZZO-F <	1 KYMX-F <	1 KYMX-F <	1 KRXQ-F >	1 KRXQ-F >	1 KRXQ-F	1 KRXQ-F	1 KSEG-F	1 KFBK
2	KBMB-F	2 KSFM-F	2 KNCI-F	2 KZZO-F <	2 KSSJ-F	2 KBMB-F	2 KHTK	2 KSEG-F	2 KFBK <	2 KBMB-F >
3	KWOD-F	3 KBMB-F <	3 KDND-F	3 KNCI-F <	2 KNCI-F <	2 KSFM-F	3 KHTK	3 KBMB-F	3 KHTK	3 KRXQ-F
3	KDND-F	4 KDND-F <	3 KGBY-F	4 KGBY-F <	4 KGBY-F	4 KWOD-F	4 KSFM-F	4 KSEG-F	4 KBMB-F	3 KRXQ-F >
5	KZZO-F	5 KNCI-F	3 KSFM-F <	5 KSSJ-F <	5 KZZO-F	5 KHTK >	5 KSEG-F	5 KHZZ-F	5 KSFM-F <	5 KSSJ-F <
5	KRXQ-F	6 KGBY-F <	6 KYMX-F	6 KDND-F	6 KDND-F	6 KDND-F	5 KWOD-F	5 KWOD-F	6 KFBK	6 KHYL-F
7	KGBY-F	7 KYMX-F	6 KBMB-F	7 KSFM-F	6 KHZZ-F <	6 KSEG-F >	7 KDND-F <	5 KSFM-F	7 KSSJ-F <	6 KNCI-F <
7	KYMX-F	8 KWOD-F	8 KHZZ-F >	8 KHZZ-F <	8 KHYL-F	8 KHZZ-F	8 KDND-F <	8 KWOD-F	8 KBMB-F	8 KBMB-F
9	KNCI-F	9 KRXQ-F <	9 KBMB-F	9 KSFM-F	9 KSTE	9 KZZO-F	9 KZZO-F	9 KXOA-F	8 KXOA-F	8 KXOA-F
10	KSEG-F >	10 KHZZ-F	10 KSEG-F	10 KFBK <		10 KNCI-F	10 KNCI-F	9 KHYL-F <	10 KSFM-F <	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KFIA	REL	710	Carmichael	0.6	1.9	24	417	KGO	T	810	San Francisco	0.9	2.6	48	1025
KLNA-FF	SP-NT	105.5	Dunnagin	0.5	1.6	12	261	KNBR	SPRTS	680	San Francisco	1.3	4.4	62	1179
KNCO	N/T	830	Grass Valley	0.5	1.4	11	202	KSFO	T	560	San Francisco	0.8	1.6	53	571
KRAK	C/O	1470	Sacramento	0.6	1.9	13	298								
KRCX-F	SP-R	99.9	Marysville	0.7	2.0	25	396								
KRRE-F	SP-C	101.9	Shingle Springs	0.7	2.2	26	497								
KSQR	SP-C	1240	Sacramento	0.4	0.6	10	98								
KZSA-F	SP-C	92.1	Placerville	0.4	1.2	9	180								

SACRAMENTO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	18.1 %	18.3 %	32.1 %	AC	0 (0)	169 (2)	169 (2)	9.0 %	12.9 %
KFBK-AM, KGBY-FM, KHYL-FM, KSTE-AM				AOR/Classic/NR	0 (0)	289 (3)	289 (3)	15.4 %	15.4 %
CBS/Infinity	25.2 %	28.1 %	37.6 %	Black/Urban	0 (0)	80 (1)	80 (1)	4.3 %	1.8 %
KHTK-AM, KNCI-FM, KRAK-AM, KSFM-FM, KXOA-FM, KYMX-FM, KZZO-FM				CHR	0 (0)	384 (4)	384 (4)	20.4 %	12.6 %
Entercom	23.7 %	21.9 %	18.1 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KCTC-AM, KDND-FM, KRXQ-FM, KSEG-FM, KSSJ-FM				Country	13 (1)	117 (1)	130 (2)	6.9 %	10.8 %
EXCL	1.4 %	1.6 %	2.7 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KRCX-FM, KRRE-FM				Hispanic	10 (1)	53 (5)	63 (6)	3.3 %	2.6 %
Z-Spanish	3.8 %	4.9 %	1.3 %	Jazz	0 (0)	113 (1)	113 (1)	6.0 %	4.6 %
KHZZ-FM, KSQR-AM, KZSA-FM				News/Talk	284 (5)	0 (0)	284 (5)	15.1 %	15.1 %
	72.2 %	74.8 %	91.8 %	Oldies	0 (0)	55 (1)	55 (1)	2.9 %	10.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	14 (1)	0 (0)	14 (1)	0.7 %	0.6 %
				Soft AC	0 (0)	104 (1)	104 (1)	5.5 %	5.4 %
				Sports	110 (2)	0 (0)	110 (2)	5.8 %	4.4 %
				Standards/EZ	86 (1)	0 (0)	86 (1)	4.6 %	2.9 %
				Totals	517 (11)	1364 (19)	1881 (30)		

AM Stations

Station	Freq	Pwr	Time	Format	Company	Price	Agency	Advertiser	Location
KCTC	1320	5 kw	DA-2	Standards	Westwd, ABC	\$29.00	D&R	Entercom	
KFBK	1530	50 kw	DA-2	News/Talk	ABC, CNN	\$180.00	Sentry	AMFM	
KHTK	1140	50 kw	DA-2	Sports	CBS, 1-on-1, ESPN	\$30.00	Katz	CBS/Infinity	
KSTE	650	21.4 kw/0.92 kw	DA-2	Talk	ABC, Westwd	\$40.00	Christal	AMFM	Rancho Cordova

FM Stations

Station	Freq	Pwr	Time	Format	Company	Price	Agency	Advertiser	Location
KBMB	103.5	3 kw	@ 295	CHR/Urban	ABC	\$ NA	Allied		
KDND	107.9	50 kw	@ 404	CHR		\$100.00	D&R	Entercom	
KGBY	92.5	50 kw	@ 450	AC	AMFM	\$145.00	Sentry	AMFM	
KHYL	101.1	36.3 kw	@ 577	Black Oldies	AMFM	\$106.00	Sentry	AMFM	Auburn
KHZZ	104.3	2.95 kw	@ 463	Dance CHR	Jones	\$ NA	Allied	Z-Spanish	Davis
KNCI	105.1	50 kw	@ 500	Country	CBS	\$95.00	Katz	CBS/Infinity	
KRXQ	98.5	50 kw	@ 500	AOR		\$85.00	D&R	Entercom	Roseville
KSEG	96.9	50 kw	@ 500	Classic AOR		\$99.00	D&R	Entercom	
KSFM	102.5	50 kw	@ 500	CHR/Urban	ABC	\$147.00	Eastman	CBS/Infinity	Woodland
KSSJ	94.7	25 kw	@ 325	Jazz		\$45.00	D&R	Entercom	Fair Oaks
KWOD	106.5	50 kw	@ 410	AOR-New Rock	CBS, ABC	\$70.00	D&R		
KXOA	93.7	25 kw	@ 328	Classic Hits		\$ NA	Katz	CBS/Infinity	Roseville
KYMX	96.1	50 kw	@ 476	Soft AC		\$76.00	Eastman	CBS/Infinity	
KZZO	100.5	115 kw	@ 328	Modern AC		\$80.00	Eastman	CBS/Infinity	

Notes: 1/99 KOMA (1470) changed calls to KRAK; remains Classic Country . . . 1/99 KRAK-F changed calls to KXOA-F; remains Classic Hits . . . 2/99 KRCX (1110) sold to Freedom Network, Inc. (price NA); changed from simulcasting KRCX-F to Variety; changed calls to KLIB . . . 3/99 KAH1 (950; Auburn) plus CP on 1620 sold to Immaculate Heart Communications for \$475,000 . . . 4/99 KHYL-F changed from Oldies to Black Oldies

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank: 124 Pop (12+): 330,400	Stations: 26 / 17	Last Year's Revenue: \$17,300,000
MSA Rank: 125	Diaries: 959 / 345:1 / 52.9%	Household Income: \$41,456
MSA Pop: 402,000	Sample Target: 950	Total Retail Sales: \$4.3 Bil.
DMA: 64 (w/Flint)	% Below Line: 6.7	#1 Biller: WKCQ-F \$3,100,000
Average Persons Rating: 14.8	% Not Listed: 12.3	#1 Billing Portfolio: Citadel \$8,240,000
Market TSL in Hours: 19.50	Pop per Station: 19,435	

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1	WKCQ-F	65 / 13.3	10.0	12.7	11.1	9.9	11.8	811 / 24.5	25.9	21.9	121 / 1878	E WKCQ-F
2	WSGW	50 / 10.2	10.0	8.8	8.2	8.8	9.3	634 / 19.2	18.7	17.7	62 / 826	C WSGW
3	WHNN-F	48 / 9.8	8.6	9.3	9.2	8.8	9.2	651 / 19.7	21.1	21.1	123 / 1964	D WHNN-F
4	WKQZ-F	46 / 9.4	7.3	8.2	9.0	10.4	8.5	704 / 21.3	19.6	20.4	90 / 1406	D WKQZ-F
5	WIOG-F	31 / 6.3	7.5	7.7	7.9	9.0	7.4	700 / 21.2	21.6	23.7	87 / 1977	D WIOG-F
6	WTCF-F	30 / 6.1	6.5	7.1	8.0	8.1	6.9	701 / 21.2	22.0	22.7	34 / 913	C WTCF-F
7	WGER-F	27 / 5.5	4.8	6.2	5.0	5.7	5.4	417 / 12.8	14.6	13.0	28 / 449	C WGER-F
8	WTLZ-F	21 / 4.3	6.1	4.9	5.0	4.8	5.1	319 / 9.7	10.7	10.1	25 / 445	B WTLZ-F
9	WILZ-FF	20 / 4.1	3.4	2.4	3.1	3.8	3.2	387 / 11.7	8.2	10.3	37 / 608	B WILZ-FF
10	WSAM	18 / 3.7	4.8	4.3	3.8	2.6	4.1	272 / 8.2	10.0	7.8	23 / 351	A WSAM
11	WCEN-F	17 / 3.5	2.9	4.7	4.2	4.8	3.8	333 / 10.1	10.7	9.4	75 / 945	C WCEN-F
12	WEEG-F	13 / 2.7	3.4	3.5	1.7	1.3	2.8	307 / 9.3	10.8	6.4	20 / 429	A WEEG-F

12+ FM Share (Metro): 80.65% (346 of 429) (Spring 98: 81.87%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WTCF-F >>	1 WKQZ-F >	1 WKCQ-F <	1 WKCQ-F	1 WKCQ-F	1 WSGW <	1 WKCQ-F <	1 WKCQ-F	1 WKCQ-F	1 WKCQ-F <	1 WKCQ-F
2 WKQZ-F >	2 WKCQ-F <	2 WKQZ-F >	2 WKQZ-F <	2 WHNN-F	2 WKCQ-F	2 WSGW	2 WSGW	2 WKQZ-F <	2 WKQZ-F	2 WHNN-F
3 WTLZ-F	3 WIOG-F	3 WIOG-F	3 WHNN-F	3 WKQZ-F	3 WHNN-F >	3 WKQZ-F <	3 WHNN-F	3 WHNN-F	3 WTCF-F <	3 WSGW <
4 WTCF-F	3 WHNN-F >	4 WIOG-F	4 WIOG-F	4 WGER-F	4 WHNN-F >	4 WKQZ-F	4 WSGW <	4 WSGW	4 WSGW	4 WKQZ-F <
5 WILZ-FF	5 WILZ-FF	5 WILZ-FF	5 WGER-F	5 WSAM	5 WIOG-F <	5 WIOG-F <	5 WIOG-F	5 WHNN-F	5 WHNN-F	5 WTCF-F
5 WTLZ-F	6 WTCF-F <	6 WGER-F	5 WILZ-FF	6 WKQZ-F	6 WTCF-F	6 WGER-F	6 WGER-F	6 WGER-F	5 WTLZ-F <	6 WIOG-F <
7 WHNN-F	7 WTLZ-F	7 WSGW	7 WSGW >	7 WCEN-F	7 WGER-F <	7 WILZ-FF	7 WTCF-F	7 WTCF-F	7 WGER-F	7 WTLZ-F
	7 WGER-F			7 WIOG-F	8 WILZ-FF	7 WTCF-F <	8 WTLZ-F <	8 WIOG-F >	8 WSAM	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WTCF-F >	1 WIOG-F	1 WKCQ-F	1 WKCQ-F >	1 WKCQ-F >	1 WKQZ-F >>>	1 WKQZ-F >>	1 WKQZ-F >>	1 WKQZ-F >	1 WKQZ-F <	1 WKQZ-F
2 WIOG-F	2 WKCQ-F	2 WIOG-F >>	2 WIOG-F	2 WHNN-F <	2 WIOG-F	2 WKCQ-F >	2 WKCQ-F >	2 WKCQ-F	2 WHNN-F	2 WSGW >
2 WTLZ-F	3 WTCF-F	3 WKQZ-F	3 WTCF-F <	3 WIOG-F >	2 WCEN-F >>	3 WIOG-F	3 WILZ-FF	2 WHNN-F	3 WKCQ-F >	3 WEEG-F
4 WKQZ-F >	4 WKQZ-F	3 WILZ-FF	4 WHNN-F <	4 WGER-F >	4 WTCF-F	4 WTCF-F	4 WILZ-FF	4 WILZ-FF	4 WILZ-FF	3 WKCQ-F
	5 WTLZ-F	5 WTLZ-F	5 WTLZ-F	5 WTCF-F	4 WILZ-FF	4 WHNN-F	5 WSGW	5 WSGW	5 WSGW	5 WIOG-F >
	6 WILZ-FF	6 WKQZ-F	5 WKQZ-F	5 WKQZ-F	4 WHNN-F	4 WIOG-F >	5 WEEG-F	6 WEEG-F	6 WEEG-F	
		6 WGER-F >	5 WTLZ-F				5 WIOG-F	7 WCEN-F	7 WCEN-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WKNX	ST	1250	Frankenmuth	0.4	2.0	3 78	WCRZ-F	AC	107.9	Flint	0.6	1.7	65 947
WMAX	SPRTS	1440	Bay City	1.0	2.5	5 118	WDZZ-F	B	92.7	Flint	0.6	2.7	71 775
WMPX-AF	ST	1490	Midland	0.8	1.9	11 183	WDFD	T	910	Flint	0.4	1.6	19 387
							WJR	FS/T	760	Detroit	0.8	3.3	45 924
							WOWE-F	B	98.9	Vassar	1.2	3.9	26 468
							WSTD-F	AC	96.9	Standish	0.4	1.6	4 108
							WUPS-F	AC	98.5	Houghton Lake	0.6	2.8	20 357
							WWBN-F	AOR	101.5	Tuscola	1.0	4.8	28 698
							WWCK-F	CHR	105.5	Flint	1.0	3.5	75 1413

SAGINAW-BAY CITY-MIDLAND

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Citadel WGER-FM, WILZ-FM, WIOG-FM, WKQZ-FM, WSGW-AM, WYLZ-FM	35.5 %	35.9 %	47.6 %	AC	0 (0)	39 (4)	39 (4)	9.1 %	10.8 %
Liggett WHNN-FM, WTCF-FM	15.9 %	16.4 %	23.1 %	AOR/Classic/NR	0 (0)	84 (5)	84 (5)	19.6 %	13.8 %
	51.4 %	52.3 %	70.7 %	Black/Urban	0 (0)	30 (3)	30 (3)	7.0 %	7.5 %
				CHR	0 (0)	35 (2)	35 (2)	8.2 %	10.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	82 (2)	82 (2)	19.1 %	18.3 %
				Full Service	54 (2)	0 (0)	54 (2)	12.6 %	11.2 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	2 (1)	0 (0)	2 (1)	0.5 %	0.6 %
				Oldies	0 (0)	48 (1)	48 (1)	11.2 %	14.1 %
				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	0 (0)	27 (1)	27 (1)	6.3 %	6.3 %
				Sports	5 (1)	0 (0)	5 (1)	1.2 %	1.0 %
				Standards/EZ	22 (3)	1 (1)	23 (4)	5.4 %	5.5 %
				Totals	83 (7)	346 (19)	429 (26)		

AM Stations

WSAM	1400	1 kw	Standards	ABC, CNN, Westwd	\$<20.00	—	MacDonald
WSGW	790	5 kw/1 kw (DA-2)	Full Service/Talk	CBS, Westwd, AP	\$48.00	Mc-Guild	Citadel

FM Stations

WCEN	94.5	100 kw @ 981	Country	Westwd	\$29.00	Christal	Mt Pleasant
WEEG	97.3	3 kw @ 328	Classic AOR		\$<20.00	—	Midwest Family Essexville
WGER	106.3	2.05 kw @ 380	Soft AC		\$30.00	Katz Citadel	
WHNN	96.1	100 kw @ 1020	Oldies	Westwd, ABC	\$60.00	Eastman Liggett	
WILZ	104.5	2.9 kw @ 413	Classic AOR	ABC	\$<20.00	Mc-Guild Citadel	
WIOG	102.5	86 kw @ 800	AC/CHR	ABC	\$48.00	Mc-Guild Citadel	
WKQC	98.1	50 kw @ 493	Country	ABC	\$66.00	— MacDonald	
WKQZ	93.3	39.2 kw @ 554	AOR	Westwd, ABC	\$40.00	Mc-Guild Citadel	Midland
WTCF	100.5	3 kw @ 328	CHR		\$21.00	Roslin Liggett	Carrollton
WTLZ	107.1	4.9 kw @ 397	Black	ABC	\$10.00	Allied Connoisseur	
WYLZ	100.9	2.6 kw @ 500	Simul. WILZ-F				Pinconning

Notes: 3/99 WMJA-F/WMJK-F changed from Oldies to Classic AOR as WILZ-F/WYLZ-F ("Wheels") . . . 7/99 WTCF-F shifted from CHR to Dance CHR

SAINT LOUIS

Arbitron Rank: 19 Pop (12+): 2,112,400
MSA Rank: 17
MSA Pop: 2,580,000
DMA: 21
Average Persons Rating: 16.7
Market TSL in Hours: 21.45

Stations: 27 / 27
Diaries: 3,430 / 616:1 / 52.8%
Sample Target: 3,340
% Below Line:
% Not Listed: 10.2
Pop per Station: 78,237

Last Year's Revenue: \$117,200,000
Household Income: \$48,212
Total Retail Sales: \$24.5 Bil.
#1 Biller: KMOX \$23,700,000
#1 Billing Portfolio: CBS/Infinity \$45,400,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KMOX	FS/T	461 / 13.1	11.1	11.0	14.1	13.9	12.3	6490 / 30.7	26.5	30.8	509 / 7212	K KMOX
2	KEZK-F	SAC	258 / 7.3	7.1	6.5	7.1	7.0	7.0	3653 / 17.3	16.0	17.2	283 / 4083	I KEZK-F
3	WIL-F	C	250 / 7.1	6.7	6.8	6.9	8.6	6.9	3495 / 16.5	16.8	18.4	284 / 4039	I WIL-F
4	KMJM-F	B/A/C	211 / 6.0	6.2	6.7	6.0	6.6	6.2	2297 / 10.9	12.7	11.9	211 / 2302	H KMJM-F
5	KSLZ-F	CHR	161 / 4.6	5.4	4.3	4.4	3.9	4.7	3346 / 15.8	15.4	14.2	200 / 4060	D KSLZ-F
6	KATZ-F	B	159 / 4.5	3.6	3.7	2.7	2.2	3.6	1952 / 9.2	7.0	6.3	161 / 1992	C KATZ-F
7	WKXX-F	C	158 / 4.5	4.1	3.8	4.3	4.7	4.2	2632 / 12.5	11.0	12.6	176 / 3044	G WKXX-F
7	KLOU-F	O	158 / 4.5	4.3	4.8	4.5	3.9	4.5	2874 / 13.6	14.5	13.4	170 / 3149	G KLOU-F
9	KYKY-F	AC	156 / 4.4	4.2	5.0	4.9	4.9	4.6	2994 / 14.2	14.2	14.3	168 / 3308	I KYKY-F
10	KTRS	T	128 / 3.6	3.8	4.0	3.4	3.0	3.7	1952 / 9.2	11.5	9.1	147 / 2170	E KTRS
11	KIHT-F	CL HITS	118 / 3.3	2.9	2.6	3.0	3.1	3.0	2250 / 10.8	10.4	10.5	125 / 2428	E KIHT-F
12	KPNT-F	AOR-NR	108 / 3.1	2.9	3.3	3.3	3.8	3.1	2430 / 11.5	11.5	12.3	135 / 2955	F KPNT-F
13	KSHE-F	AOR	107 / 3.0	3.2	3.6	4.7	4.7	3.6	2112 / 10.0	11.5	13.3	129 / 2525	H KSHE-F
14	KXOK-F	CL AOR	101 / 2.9	4.2	3.7	2.4	1.9	3.3	1771 / 8.4	9.1	6.7	122 / 1968	C KXOK-F
14	WVRV-F	AOR-P	101 / 2.9	3.0	3.2	2.7	2.4	2.9	2384 / 11.3	10.9	10.8	101 / 2420	F WVRV-F
16	KFUO-F	CL	86 / 2.4	3.3	3.2	2.4	2.8	2.8	1456 / 6.9	8.2	7.8	92 / 1544	C KFUO-F
17	WRTH	ST	84 / 2.4	2.3	2.0	2.5	2.6	2.3	1048 / 5.0	5.2	5.7	85 / 1071	B WRTH
18	KSD-F	AC/CHR	82 / 2.3	2.3	2.7	2.8	2.4	2.5	1923 / 9.1	10.2	10.7	91 / 2049	F KSD-F
19	WXTM-F	AOR-NR	76 / 2.2	2.1	2.9	2.8	2.0	2.5	1680 / 8.0	9.2	12.1	88 / 1822	D WXTM-F
20	KATZ	B/G	73 / 2.1	2.4	2.3	2.1	2.4	2.2	1055 / 5.0	4.3	4.8	73 / 1055	B KATZ

12+ FM Share (Metro): 72.76% (2302 of 3164) (Spring 98: 72.62%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KSLZ-F	1 KMJM-F	1 KMJM-F <	1 KEZK-F <	1 KEZK-F	1 KMOX >>	1 KMOX >>	1 KMOX	1 KMOX	1 KMOX >>	1 KMOX
2 KATZ-F	2 WKXX-F <	2 KEZK-F <	2 KMJM-F <	2 KMOX	2 KEZK-F	2 WIL-F	2 KEZK-F	2 KEZK-F <	2 KMJM-F <	2 WIL-F
3 KMJM-F	3 KSLZ-F <	3 WIL-F <	3 WIL-F <	3 WIL-F	3 WIL-F	3 WIL-F	3 WIL-F	3 WIL-F	3 KATZ-F	3 KMJM-F <
4 KPNT-F >	4 KATZ-F	4 KYKY-F <	4 KMOX	4 KMJM-F	4 KLOU-F <	4 WKXX-F	4 KLOU-F <	4 KMJM-F	4 KSLZ-F	4 KEZK-F <
4 WIL-F <	5 WKXX-F <	5 KYKY-F <	5 WKXX-F	5 KTRS	5 KMJM-F	5 KMJM-F	5 KMJM-F <	4 KSLZ-F <	5 KEZK-F	5 KSLZ-F <
6 KPNT-F	6 KMOX	6 WKXX-F <	5 KYKY-F	6 KMJM-F	6 KYKY-F <	6 KYKY-F	6 KTRS <	6 KTRS <	6 WIL-F <	6 KATZ-F
6 KYKY-F	7 KATZ-F <	7 KIHT-F <	7 KIHT-F	7 KIHT-F	7 WRTH	7 KTRS	7 WKXX-F	7 KYKY-F <	7 KPNT-F	7 KLOU-F
6 KXOK-F <	8 KIHT-F <	8 KSHE-F <	7 KLOU-F <	7 KYKY-F <	8 KSHE-F	8 KIHT-F <	8 KIHT-F <	8 KATZ-F <	8 KTRS <	8 KYKY-F <
9 WVRV-F	9 KSHE-F <	9 KXOK-F	9 KSHE-F <	9 KIHT-F <	8 KLOU-F	9 KSLZ-F	9 KSLZ-F	9 KLOU-F	9 KYKY-F	9 KIHT-F
10 KSLZ-F <	10 KLOU-F	10 KLOU-F	10 KXOK-F	10 KFUO-F	10 KATZ-F <		9 WKXX-F	10 WKXX-F <	9 KATZ <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KSLZ-F	1 KMJM-F	1 KMJM-F	1 KEZK-F	1 KEZK-F	1 KATZ-F	1 KXOK-F	1 KXOK-F	1 KMOX <	1 KMOX	1 KMOX >>>
2 KATZ-F	2 KSLZ-F <	2 WIL-F <	2 KMJM-F <	2 KMJM-F	1 KSLZ-F	2 KPNT-F <	2 KSHE-F	2 KSHE-F	2 KSHE-F	2 KMJM-F <
3 KMJM-F <	3 KYKY-F <	3 WKXX-F	3 KYKY-F	2 WIL-F <	3 WXTM-F <	3 KSHE-F	3 KPNT-F	3 KXOK-F <	3 KXOK-F <	3 KTRS
4 WVRV-F	4 WKXX-F <	3 KYKY-F	4 WIL-F	4 KYKY-F	4 KPNT-F	3 WXTM-F	4 WIL-F	4 KMJM-F <	4 WIL-F <	4 KSLZ-F
5 KPNT-F <	5 WIL-F <	5 KEZK-F	5 KSLZ-F <	5 WKXX-F <	5 KMJM-F	5 KATZ-F <	4 WKXX-F	5 WIL-F <	5 KIHT-F <	5 WIL-F <
6 KEZK-F <	6 KATZ-F	6 KSLZ-F <	6 WKXX-F	6 KMOX <	6 WKXX-F	6 WKXX-F <	4 WXTM-F	6 KIHT-F <	6 KMJM-F <	6 KATZ-F
7 KYKY-F	6 KEZK-F <	7 WVRV-F	7 WVRV-F	7 KLOU-F	6 WIL-F	7 WIL-F	7 WIL-F	7 WKXX-F <	7 WKXX-F <	
	8 WVRV-F >	8 KATZ-F <	8 KATZ-F	8 KIHT-F	8 WVRV-F	8 KMJM-F <	8 WVRV-F	8 KPNT-F	8 KEZK-F	
		9 KSD-F	9 KLOU-F <	8 WVRV-F <	8 KYKY-F	9 WVRV-F	9 KMJM-F	9 KATZ-F <	9 KLOU-F <	
		9 KIHT-F	10 KMOX <	10 KSLZ-F	10 KSHE-F	9 KSLZ-F		10 WXTM-F	10 KPNT-F <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KFAV-F	C	99.9	Warrenton 0.3 1.2 13 279
KFNS	SPRTS	590	Wood River, IL 1.0 4.3 38 946
KWRE	C/O	730	Warrenton 0.5 1.0 19 236
WESL	B/A/C	1490	East St. Louis, IL 0.8 1.7 29 363
WEW	ST	770	Saint Louis 0.4 1.4 15 300
WGNU	T	920	Granite City, IL 0.5 0.8 19 176

SAINT LOUIS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
CBS/Infinity KEZK-FM, KMOX-AM, KYKY-FM	24.8 %	22.4 %	38.7 %	AC	0 (0)	238 (2)	238 (2)	7.5 %	7.6 %
Clear Channel KATZ-AM, KATZ-FM, KLOU-FM, KMJM-FM, KSD-FM, KSLZ-FM	24.0 %	23.1 %	17.5 %	AOR/Classic/NR	0 (0)	493 (5)	493 (5)	15.6 %	14.6 %
Emmis KSHE-FM, WKXX-FM, WXTM-FM	9.7 %	12.6 %	15.0 %	Black/Urban	29 (1)	370 (2)	399 (3)	12.6 %	11.9 %
Emmis, pend. KIHT-FM, KPNT-FM, KXOK-FM, WIL-FM, WRTH-AM, WVRV-FM	24.6 %	27.7 %	22.4 %	CHR	0 (0)	161 (1)	161 (1)	5.1 %	4.3 %
				Classical	0 (0)	86 (1)	86 (1)	2.7 %	3.1 %
				Country	17 (1)	420 (3)	437 (4)	13.8 %	15.8 %
				Full Service	461 (1)	0 (0)	461 (1)	14.6 %	15.5 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	147 (2)	0 (0)	147 (2)	4.6 %	4.0 %
				Oldies	0 (0)	276 (2)	276 (2)	8.7 %	7.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	73 (1)	0 (0)	73 (1)	2.3 %	3.0 %
				Soft AC	0 (0)	258 (1)	258 (1)	8.2 %	7.8 %
				Sports	36 (1)	0 (0)	36 (1)	1.1 %	1.0 %
				Standards/EZ	99 (2)	0 (0)	99 (2)	3.1 %	3.4 %
				Totals	862 (9)	2302 (17)	3164 (26)		

AM Stations

Station	Power	Frequency	Format	Company	Parent	City
KATZ	1600	5 kw (DA-N)	Black Gospel	AURN	\$ NA	Eastman
KMOX	1120	50 kw	Talk/Full Svc.	CBS, CNN, AP	\$300.00	CBS
KTRS	550	5 kw (DA-N)	Talk	ABC	\$32.00	Mc-Guild
WRTH	1430	5 kw (DA-2)	Standards	Westwd	\$36.00	Christal

FM Stations

Station	Power	Frequency	Format	Company	Parent	City
KATZ	100.3	50 kw @ 492	Black		\$36.00	Eastman
KEZK	102.5	100 kw @ 1026	Soft AC	CBS	\$165.00	Katz
KFUO	99.1	100 kw @ 1026	Classical	Westwd	\$56.00	Allied
KIHT	96.3	80 kw @ 1026	Classic Hits		\$73.00	Allied
KLOU	103.3	100 kw @ 920	Oldies	CBS	\$81.00	CBS
KMJM	104.9	7.8 kw @ 575	Black AC		\$150.00	Eastman
KPNT	105.7	100 kw @ 1375	AOR-New Rock		\$88.00	Mc-Guild
KSD	93.7	100 kw @ 860	AC/CHR		\$104.00	Katz
KSHE	94.7	100 kw @ 1026	AOR		\$160.00	D&R
KSLZ	107.7	100 kw @ 1026	CHR		\$ NA	Eastman
KXOK	97.1	100 kw @ 560	Classic AOR	ABC	\$50.00	Allied
KYKY	98.1	90 kw @ 1026	AC	CBS	\$180.00	Katz
WIL	92.3	100 kw @ 984	Country	ABC	\$160.00	Allied
WKXX	106.5	90 kw @ 1026	Country		\$65.00	D&R
WVRV	101.1	44 kw @ 525	Progressive AOR		\$60.00	Mc-Guild
WXTM	104.1	39 kw @ 550	New Rock		\$71.00	D&R

Notes: 4/99 KMJM-F changed from Black to Black AC; KATZ-F changed from Black AC to Black as "The Beat" . . . 4/99 KZMM-F (100.7; Troy, MO) changed from Country to simulcasting Sports KFNS as KFNS-F . . . 5/99 KFNS-F sold to KFNS for \$1,250,000 . . . 6/99 Sinclair Broadcast Group sold these stations (plus KDNL-TV) to Emmis for approximately \$300,000,000: KPNT-F, KXOK-F; WIL-F; WRTH; WVRV-F. However, as divestitures will be necessary, we have kept the two portfolios separate in the Consolidation Report for the time being

SALISBURY-OCEAN CITY

Arbitron Rank: 152 Pop (12+): 238,600	Stations: 32 / 28	Last Year's Revenue: \$12,500,000
MSA Rank: NA	Diaries: 959 / 249:1 / 52.3%	Household Income: \$35,704
MSA Pop: 272,000	Sample Target: 900	Total Retail Sales: \$3.7 Bil.
DMA: 163	% Below Line: 4.8	#1 Biller: WQHQ-F \$1,500,000
Average Persons Rating: 15.6	% Not Listed: 19.3	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 8,521	Cumulus \$4,780,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WOCQ-F	U/CHR	42 / 11.3	12.6	12.2	8.4	6.8	806 / 21.2	24.8	21.0	46 / 572	C	WOCQ-F
2	WWFG-F	C	35 / 9.4	9.3	8.8	9.5	10.9	466 / 19.6	18.0	19.0	39 / 554	C	WWFG-F
3	WQHQ-F	AC	27 / 7.2	6.5	9.1	8.1	9.4	404 / 16.9	14.3	19.8	33 / 496	C	WQHQ-F
4	WICO-FF	C	25 / 6.7	7.0	7.4	6.4	5.2	379 / 15.9	13.4	13.9	26 / 407	C	WICO-FF
5	WZBH-F	AOR	24 / 6.4	7.3	6.5	5.9	5.5	336 / 14.1	15.0	12.6	31 / 476	B	WZBH-F
6	WLWV-FF	O	16 / 4.3	5.3	4.8	6.2	5.5	296 / 12.4	13.4	14.2	18 / 341	B	WLWV-FF
7	WGBG-FF	CL HITS	14 / 3.8	3.6	2.8	5.3	6.5	270 / 11.3			16 / 303		WGBG-FF
8	WOSC-FF	AOR-NR	11 / 2.9	3.9	3.7	3.6	4.4	266 / 11.1	12.3	11.1	12 / 293	B	WOSC-FF
8	WJWL	ST	11 / 2.9	1.4	2.0	0.8	2.1	116 / 4.9	3.2	4.7	11 / 116		WJWL
8	WGMD-F	T	11 / 2.9	3.9	2.6	4.5	2.9	155 / 6.5	7.0	6.6	11 / 155	A	WGMD-F
11	WQJZ-F	J	9 / 2.4	2.0	2.6	2.2	3.6	135 / 5.7	6.1	6.4	9 / 135		WQJZ-F
11	WOLC-F	REL	9 / 2.4	2.2	4.0	4.5	2.9	194 / 6.1	4.9	9.1	10 / 236		WOLC-F
11	WJNE-FF	AC-NR	9 / 2.4	3.0	3.9	2.8	2.3	238 / 10.0			10 / 255		WJNE-FF

12+ FM Share (Metro): 90.70% (273 of 301) (Spring 98: 91.75%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WOCQ-F >>>	1 WOCQ-F	1 WOCQ-F	1 WOCQ-F	1 WWFG-F <	1 WWFG-F >	1 WOCQ-F <	1 WWFG-F	1 WOCQ-F	1 WOCQ-F >>	1 WOCQ-F >
2 WZBH-F	2 WZBH-F >>	2 WZBH-F <	2 WWFG-F <	2 WOCQ-F	2 WICO-FF	2 WWFG-F	2 WICO-FF	2 WWFG-F	2 WWFG-F	2 WWFG-F
2 WOSC-FF >>	3 WWFG-F	3 WWFG-F	3 WZBH-F	2 WQHQ-F	2 WQHQ-F	3 WQHQ-F	3 WOCQ-F <	3 WQHQ-F <	2 WQHQ-F	3 WQHQ-F
	3 WQHQ-F	4 WQHQ-F	3 WQHQ-F	4 WZBH-F	4 WLWV-FF <	4 WICO-FF <	4 WZBH-F <	4 WICO-FF	4 WZBH-F >	4 WICO-FF
	5 WJNE-FF	5 WGBG-FF <	5 WGBG-FF	5 WGBG-FF <	5 WOCQ-F	5 WZBH-F	5 WQHQ-F >	4 WZBH-F >	5 WOSC-FF	5 WZBH-F <
	6 WICO-FF	6 WICO-FF >	6 WICO-FF	6 WICO-FF >	6 WJWL	6 WGBG-FF	6 WLWV-FF	6 WLWV-FF <	6 WLWV-FF	6 WLWV-FF
	7 WGBG-FF	7 WJNE-FF	7 WJNE-FF	7 WJNE-FF	7 WGMD-F	7 WGMD-F >	7 WJWL	7 WGBG-FF	6 WOLC-F	7 WJNE-FF
	7 WOSC-FF	8 WOSC-FF	8 WGMD-F	7 WLWV-FF	7 WJNE-FF	7 WJNE-FF	7 WJNE-FF	7 WJNE-FF	7 WJNE-FF	8 WGBG-FF
			8 WLWV-FF							8 WOSC-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	12+ Ovrnite
1 WOCQ-F >>>	1 WOCQ-F >	1 WOCQ-F	1 WQHQ-F <	1 WQHQ-F	1 WZBH-F >>>	1 WZBH-F >>	1 WZBH-F	1 WZBH-F >	1 WZBH-F	1 WOCQ-F >>>
2 WWFG-F >>>	2 WQHQ-F >	1 WQHQ-F	2 WOCQ-F	2 WWFG-F	2 WOSC-FF	2 WOCQ-F >>	2 WOCQ-F >>	2 WOCQ-F >	2 WOCQ-F	2 WQHQ-F >
	2 WWFG-F >	3 WWFG-F	3 WWFG-F >	3 WOCQ-F >	2 WOCQ-F >>	3 WGBG-FF	3 WGBG-FF >	3 WWFG-F	2 WWFG-F >	3 WZBH-F >>
	4 WJNE-FF	3 WJNE-FF >	4 WICO-FF	4 WGBG-FF	3 WOSC-FF	4 WERQ-F	4 WGBG-FF >	4 WGBG-FF >	4 WGBG-FF >	
	5 WICO-FF >	5 WICO-FF >>	5 WJNE-FF	4 WICO-FF	3 WRDX-F >	4 WOSC-FF	5 WICO-FF	5 WICO-FF	5 WICO-FF	
			6 WGBG-FF	4 WJNE-FF		4 WJNE-FF >	5 WOSC-FF	5 WOSC-FF	5 WQHQ-F	
				7 WLWV-FF			5 WRDX-F			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAFL-F	AC/CHR	97.7	Milford, DE	1.9	3.6	15	298	WCAO	B/G	600	Baltimore	1.3	3.2	6	107
WBVEY-F	C	96.9	Crisfield, MD	0.8	1.7	3	54	WDSF-F	C	92.9	Smyrna, DE	1.1	2.3	38	461
WDMV	B/G	540	Pocomoke City, MD	0.5	1.6	2	49	WERQ-F	CHR	92.3	Baltimore	0.8	1.3	12	161
WICO	T/N	1320	Salisbury	1.9	4.0	7	97	WRDX-F	AOR	94.7	Dover, DE	1.6	3.4	32	356
WKHW-F	O	106.5	Pocomoke City, MD	1.1	1.9	4	46								
WRXS-F	CHR	106.9	Ocean City	0.5	3.8	2	90								
WSBL-F	C/O	97.9	Selbyville, DE	0.8	3.4	3	81								
WTDK-F	O	107.1	Federalburg, MD	0.8	2.5	10	225								
WTGM	SPRTS	960	Salisbury	0.8	3.7	3	100								
WXPZ-F	REL-CC	101.3	Milford, DE	1.6	3.2	18	140								

SALISBURY-OCEAN CITY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Cumulus	23.8 %	25.2 %	38.2 %	AC	0 (0)	43 (4)	43 (4)	14.3 %	17.2 %
WJDY-AM, WLBW-FM, WLWV-FM, WOSC-FM, WQHQ-FM, WSBY-FM, WWFG-FM				AOR/Classic/NR	0 (0)	41 (4)	41 (4)	13.6 %	14.1 %
Delmarva	12.9 %	11.1 %	21.6 %	Black/Urban	0 (0)	42 (1)	42 (1)	14.0 %	14.8 %
WAFL-FM, WICO-AM, WICO-FM, WQJZ-FM, WXJN-FM				CHR	0 (0)	5 (2)	5 (2)	1.7 %	0.0 %
Great Scott	27.8 %	28.7 %	15.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WGBG-FM, WJNE-FM, WJWL-AM, WJYN-FM, WKHW-FM, WOCQ-FM, WRBG-FM, WZBH-FM				Country	0 (0)	70 (6)	70 (6)	23.3 %	22.0 %
	64.5 %	65.0 %	75.4 %	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)	9 (1)	9 (1)	3.0 %	3.1 %
				News/Talk	7 (1)	11 (1)	18 (2)	6.0 %	4.5 %
				Oldies	0 (0)	37 (6)	37 (6)	12.3 %	10.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	7 (2)	15 (2)	22 (4)	7.3 %	7.6 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	3 (1)	0 (0)	3 (1)	1.0 %	1.7 %
				Standards/EZ	11 (1)	0 (0)	11 (1)	3.7 %	4.5 %
				Totals	28 (5)	273 (27)	301 (32)		

AM Stations

WJWL	900	10.5 kw/1.08 kw (DA-2)	Standards	ABC	—	Great Scott	Georgetown, DE
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FM Stations

WGBG	98.5	6 kw @ 322	See WRBG-F				Seaford, DE
WGMD	92.7	3 kw @ 300	Talk	ABC, AP	—		Rehoboth Beach, DE
WICO	94.3	3 kw @ 300	Country		Eastman	Delmarva	
WJNE	95.3	6 kw @ 328	Modern AC		—	Great Scott	Laurel, DE
WJYN	103.5	1.45 kw @ 479	See WJNE-F			Great Scott	Bethany Beach, DE
WLBW	92.1	6 kw @ 308	See WLWV-F			Cumulus	Fenwick Island, DE
WLWV	105.5	2.1 kw @ 390	Oldies		Banner	Cumulus	
WOCQ	103.9	6 kw @ 328	Urban/CHR	ABC, Westwd	Allied	Great Scott	Berlin
WOLC	102.5	50 kw @ 500	Religion	USA	—		Princess Anne
WOSC	95.9	6 kw @ 299	AOR-NR		Katz	Cumulus	Bethany Beach, DE
WQHQ	104.7	33 kw @ 610	AC	Westwd	Banner	Cumulus	
WQJZ	97.1	4.6 kw @ 375	Jazz	Jones	Eastman	Delmarva	Ocean Pines, MD
WRBG	101.7	3 kw @ 300	Classic Hits		—	Great Scott	Ocean View, DE
WSBY	98.9	6 kw @ 328	See WOSC-F		—	Cumulus	
WWFG	99.9	50 kw @ 315	Country	ABC	Mc-Guild	Cumulus	
WXJN	105.9	6 kw @ 341	See WICO-F				Lewes, DE
WZBH	93.5	11 kw @ 485	AOR		—	Great Scott	Georgetown, DE

Notes: Oher ranked stations – See Baltimore or Wilmington, DE . . . Past come ratings for WGBG-F and WJNE-F are not available . . . 6/99 WKHW-F (106.5; Pocomoke City, MD) sold by Choppy Layton to Great Scott for \$700,000

SALT LAKE CITY

Arbitron Rank: 35 Pop (12+): 1,233,500
MSA Rank: 45
MSA Pop: 1,620,000
DMA: 36
Average Persons Rating: 13.7
Market TSL in Hours: 18.25

Stations: 31 / 31
Diaries: 2,384 / 517.1 / 53.3%
Sample Target: 2,350
% Below Line: 0.0
% Not Listed: 10.3
Pop per Station: 39,790

Last Year's Revenue: \$74,400,000
Household Income: \$47,190
Total Retail Sales: \$14.2 Bil.
#1 Biller: KSL \$9,525,000
#1 Billing Portfolio: Simmons \$17,800,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KZHT-F	101 / 6.0	6.4	6.4	6.7	7.1	6.4	2383 / 19.2	21.2	20.8	107 / 2558	D	KZHT-F
2	KSFI-F	97 / 5.8	6.4	8.0	6.4	6.4	6.6	1888 / 16.3	20.2	17.9	111 / 2156	H	KSFI-F
3	KSL	86 / 5.1	5.6	6.5	5.4	6.6	5.7	2082 / 18.7	20.9	18.4	100 / 2425	H	KSL
4	KXRK-F	81 / 4.8	4.9	5.4	5.2	4.3	5.1	1744 / 14.1	14.5	13.4	86 / 1945	E	KXRK-F
5	KUBL-F	79 / 4.7	3.7	4.8	4.8	4.6	4.5	1570 / 12.7	12.9	12.6	86 / 1713	E	KUBL-F
6	KENZ-F	77 / 4.6	4.1	4.7	4.6	3.6	4.5	1522 / 12.3	12.0	11.0	80 / 1604	E	KENZ-F
7	KKAT-F	72 / 4.3	4.1	3.4	4.1	3.4	4.0	1386 / 11.2	11.1	10.4	82 / 1554	D	KKAT-F
8	KODJ-F	69 / 4.1	4.3	4.7	4.9	5.3	4.5	1464 / 11.9	14.6	13.1	75 / 1647	F	KODJ-F
9	KUUU-FF	65 / 3.9	1.0					1250 / 10.1			65 / 1258		KUUU-FF
10	KSOP-AF	63 / 3.7	4.7	3.9	5.0	5.2	4.3	1256 / 10.2	11.0	11.4	78 / 1474	F	KSOP-AF
11	KISN-F	60 / 3.6	3.2	3.6	3.8	3.5	3.5	1611 / 13.1	14.5	14.4	76 / 1932	F	KISN-F
12	KBER-F	58 / 3.4	4.2	4.0	4.0	4.1	3.9	1368 / 11.1	12.1	12.0	66 / 1710	D	KBER-F
13	KNRS	57 / 3.4	2.8	3.3	3.0	2.9	3.1	861 / 7.0	8.8	6.9	59 / 952	C	KNRS
14	KCPX-F	55 / 3.3	1.4	1.6	2.4	2.1	2.2	1015 / 8.2	6.3	6.0	60 / 1136	C	KCPX-F
15	KQMB-F	52 / 3.1	3.7	4.3	3.5	3.2	3.6	1895 / 15.4	16.7	13.3	58 / 2146	C	KQMB-F
16	KURR-F	52 / 3.1	3.6	2.1	3.9	3.6	3.2	867 / 7.0	6.2	7.4	56 / 1001	C	KURR-F
17	KBEE-F	51 / 3.0	3.6	2.7	3.4	2.9	3.2	1501 / 12.2	11.3	13.3	59 / 1690	E	KBEE-F
18	KRSP-F	49 / 2.9	4.4	4.1	3.4	3.8	3.7	1464 / 11.9	12.0	13.0	69 / 1819	F	KRSP-F
19	KOSY-F	48 / 2.9	3.0	2.5	2.8	1.9	2.8	1104 / 8.9	10.7	5.1	52 / 1192		KOSY-F
20	KFNZ	45 / 2.7	2.0	1.9	1.7	5.2	2.1	1297 / 10.5	5.6	15.5	45 / 1352	D	KFNZ
21	KOYL	40 / 2.4	3.1	2.5	3.3	2.7	2.8	712 / 5.8	5.4	6.0	41 / 748	B	KOYL
22	KALL	39 / 2.3	2.2	2.0	2.0	1.8	2.1	812 / 6.6	6.2	5.7	39 / 826	D	KALL
23	KBZN-F	34 / 2.0	2.3	2.1	2.0	1.7	2.1	794 / 6.4	6.1	6.0	38 / 875	C	KBZN-F

12+ FM Share (Metro): 77.17% (1166 of 1511) (Spring 98: 76.00%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZHT-F <	1 KXRK-F	1 KENZ-F <	1 KSFI-F	1 KSFI-F	1 KSL <	1 KSL	1 KSFI-F	1 KZHT-F	1 KUUU-FF <	1 KZHT-F
2 KUUU-FF >>	2 KENZ-F <	2 KSFI-F <	2 KENZ-F	2 KODJ-F <	2 KSFI-F	2 KSFI-F <	2 KNRS	2 KSFI-F <	2 KZHT-F >	2 KSL
3 KXRK-F >	3 KZHT-F	3 KXRK-F <	3 KUBL-F <	3 KENZ-F <	3 KODJ-F	3 KXRK-F	2 KENZ-F	3 KXRK-F <	3 KUUU-FF <	3 KUUU-FF <
4 KBER-F <	4 KBER-F	4 KZHT-F <	4 KCPX-F <	4 KCPX-F <	4 KNRS <	4 KZHT-F <	4 KZHT-F <	4 KUBL-F <	4 KUBL-F <	4 KUBL-F <
5 KQMB-F	5 KURR-F	5 KUBL-F	5 KURR-F <	5 KUBL-F <	5 KSOP-AF <	5 KENZ-F <	5 KUBL-F <	5 KSL <	5 KBER-F	5 KKAT-F
6 KUBL-F <	6 KURR-F	6 KBEE-F <	6 KSL <	6 KCPX-F <	6 KISN-F	6 KISN-F	6 KKAT-F <	6 KXRK-F <	6 KSFI-F <	6 KODJ-F <
7 KQMB-F	7 KISN-F	7 KKAT-F <	7 KKAT-F <	7 KKAT-F <	6 KODJ-F <	6 KODJ-F <	7 KXRK-F <	7 KSOP-AF <	7 KFNZ <	7 KSFI-F <
8 KSFI-F <	6 KKAT-F <	8 KISN-F <	8 KISN-F <	8 KISN-F <	8 KOYL <	8 KURR-F <	8 KODJ-F	8 KKAT-F <	8 KQMB-F	8 KSOP-AF <
9 KKAT-F	9 KBEE-F	9 KZHT-F <	9 KBEE-F <	9 KUBL-F	9 KUBL-F	9 KKAT-F	9 KCPX-F <	9 KUUU-FF <	9 KBEE-F	9 KXRK-F
9 KISN-F <	9 KBER-F <	10 KODJ-F <	10 KURR-F <	10 KFNZ	9 KUBL-F			10 KODJ-F <	9 KALL <	9 KCPX-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	12+ Ovmite
1 KZHT-F >	1 KZHT-F <	1 KENZ-F	1 KSFI-F >	1 KSFI-F >>	1 KXRK-F >	1 KXRK-F >	1 KXRK-F	1 KXRK-F	1 KODJ-F <	1 KXRK-F <
2 KUBL-F	2 KENZ-F >	2 KZHT-F	2 KZHT-F <	2 KENZ-F <	2 KBER-F >	2 KBER-F	2 KURR-F <	2 KURR-F <	2 KURR-F	2 KUUU-FF >
2 KENZ-F	3 KUBL-F <	3 KSFI-F	3 KENZ-F	3 KUBL-F	3 KZHT-F	3 KURR-F <	3 KBER-F	3 KBER-F	3 KCPX-F	3 KBER-F <
4 KQMB-F	4 KSFI-F	4 KISN-F	4 KUBL-F	3 KISN-F <	4 KENZ-F	4 KENZ-F	4 KENZ-F >	4 KENZ-F	4 KENZ-F	4 KSL
5 KXRK-F	5 KQMB-F	5 KKAT-F	5 KISN-F	5 KBEE-F <	5 KUUU-FF	5 KZHT-F	5 KFNZ	5 KRSP-F	4 KSL	4 KUBL-F
5 KUUU-FF	5 KISN-F <	5 KUBL-F	5 KBEE-F <	6 KZHT-F	6 KURR-F	6 KQMB-F	5 KQMB-F	5 KCPX-F <	4 KFNZ <	4 KZHT-F
7 KSFI-F	7 KBEE-F	5 KBEE-F	7 KKAT-F	7 KKAT-F	6 KQMB-F	7 KRSP-F	5 KZHT-F	7 KUBL-F	7 KRSP-F	
8 KBEE-F	7 KKAT-F <	8 KURR-F	8 KOSY-F	7 KODJ-F <	8 KUBL-F	7 KUUU-FF	8 KRSP-F	7 KFNZ	7 KXRK-F <	
8 KKAT-F	9 KXRK-F <	8 KQMB-F	9 KODJ-F	9 KSOP-AF	9 KRSP-F	7 KUBL-F	8 KALL	9 KQMB-F	9 KBER-F	
10 KISN-F	10 KUUU-FF		9 KSOP-AF <	10 KOSY-F	9 KISN-F			10 KZHT-F	9 KNRS <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KLO	ST	1430	Ogden	0.4 1.4 7 210
KRAR-F	AOR	106.9	Brigham City	0.4 1.3 8 191
KSGO	SP-R	1600	Centerville	1.3 1.3 22 162
KSVN	SP	730	Ogden	0.7 1.1 12 131
KTKK	T	630	Sandy	0.7 1.3 11 164
KWLW	C/O	700	N. Salt Lake City	1.3 3.6 33 578

SALT LAKE CITY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Citadel	18.4 %	20.1 %	21.5 %	AC	0 (0)	103 (2)	103 (2)	6.8 %	6.9 %
KBEE-FM, KBER-FM, KCNR-AM, KENZ-FM, KFNZ-AM, KUBL-FM				AOR/Classic/NR	0 (0)	324 (6)	324 (6)	21.4 %	22.6 %
Clear Channel	24.5 %	24.4 %	21.0 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KALL-AM, KKAT-FM, KNRS-AM, KODJ-FM, KURR-FM, KWLW-AM, KZHT-FM				CHR	0 (0)	226 (4)	226 (4)	15.0 %	11.9 %
Simmons	19.0 %	17.6 %	23.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KDYL-AM, KQMB-FM, KRSP-FM, KSFI-FM, KXRK-FM				Country	26 (2)	210 (3)	236 (5)	15.6 %	14.7 %
Trumper	9.8 %	12.3 %	9.1 %	Full Service	86 (1)	0 (0)	86 (1)	5.7 %	7.3 %
KCPX-FM, KISN-FM, KOSY-FM, KRAR-FM				Hispanic	34 (2)	0 (0)	34 (2)	2.3 %	1.2 %
	71.7 %	74.4 %	75.5 %	Jazz	0 (0)	34 (1)	34 (1)	2.3 %	1.9 %
				News/Talk	107 (3)	0 (0)	107 (3)	7.1 %	5.3 %
				Oldies	0 (0)	124 (2)	124 (2)	8.2 %	8.3 %
				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	0 (0)	145 (2)	145 (2)	9.6 %	9.3 %
				Sports	45 (1)	0 (0)	45 (1)	3.0 %	5.8 %
				Standards/EZ	47 (2)	0 (0)	47 (2)	3.1 %	4.7 %
				Totals	345 (11)	1166 (20)	1511 (31)		

AM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Station
KALL	910	5 kw/1 kw (DA-2)		Talk	Westwd, ABC	\$49.00	Eastman Clear Channel
KDYL	1280	10 kw/0.6 kw (DA-2)		Standards	CNN, Westwd	\$27.00	Katz Simmons
KFNZ	1320	5 kw (DA-1)		Sports	1-On-1, CNN, WW1	\$ NA	Mc-Guild Citadel
KNRS	570	5 kw (DA-1)		News/Talk	ABC	\$ NA	Eastman Clear Channel
KSL	1160	50 kw		Full Service	CBS, ESPN, ABC	\$121.00	Sentry Bonneville
KSOP	1370	5 kw/0.5 kw (DA-N)		See KSOP-F			S. Salt Lake City

FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Station
KBEE	98.7	40 kw @ 2933		AC		\$60.00	Mc-Guild Citadel
KBER	101.1	26.3 kw @ 3740		AOR	ABC	\$51.00	Mc-Guild Citadel Ogden
KBZN	97.9	26.3 kw @ 3740		Jazz		\$35.00	Eastman KLO Ogden
KCPX	105.7	7.3 kw @ 3661		Classic Hits		\$40.00	Christal Trumper Centerville
KENZ	107.5	45 kw @ 2850		AOR-New Rock		\$30.00	Allied Citadel Orem
KISN	97.1	30 kw @ 3652		CHR/AC		\$71.00	Christal Trumper
KKAT	101.9	26.3 kw @ 3740		Country		\$86.00	Eastman Clear Channel Ogden
KODJ	94.1	40 kw @ 3063		Oldies		\$65.00	Eastman Clear Channel
KOSY	106.5	7.5 kw @ 2709		Soft AC		\$ NA	Christal Trumper Spanish Fork
KQMB	102.7	47 kw @ 2699		Modern AC		\$<20.00	Katz Simmons Midvale
KRSP	103.5	27.5 kw @ 3630		Classic AOR		\$95.00	Katz Simmons
KSFI	100.3	26.3 kw @ 3740		Soft AC		\$155.00	Katz Simmons
KSOP	104.3	25.1 kw @ 3640		Country		\$78.00	Allied
KTCE	92.3	0.58 kw @ 2162		See KUUU-F			
KUBL	93.3	26.3 kw @ 3740		Country	ABC	\$60.00	Mc-Guild Citadel Payson
KURR	99.5	40 kw @ 2953		AOR		\$36.00	Eastman Clear Channel Bountiful
KUUU	92.1	6.5 kw @ 653		Dance CHR	CNN, Westwd	\$ NA	— Mag Mile Tooele
KXRK	96.3	38 kw @ 2952		AOR-New Rock		\$50.00	Katz Simmons Provo
KZHT	94.9	48 kw @ 2799		CHR		\$34.00	Eastman Clear Channel Provo

Notes: 1/99 KMGR-F (92.1; Tooele) changed from Oldies to Dance CHR (CHR/U) as KUUU-F ("U-92"); KTCE-F (92.3; Payson) changed from AC to simulcasting KUUU-F . . . 3/99 KUMT-F changed calls to KCPX-F; remains Classic Hits . . . 4/99 KOVO changed from simulcasting KDYL to Hispanic (LMA'd by Lobo Broadcasting) . . . 4/99 KRAR-F sold by First National to Trumper for \$300,000

SAN ANTONIO

Arbltron Rank: 32 Pop (12+): 1,336,700
MSA Rank: 35
MSA Pop: 1,550,000
DMA: 37
Average Persons Rating: 16.3
Market TSL in Hours: 21.75

Stations: 34 / 31
Diaries: 2,668 / 501:1 / 45.8%
Sample Target: 2,680
% Below Line: 1.2
% Not Listed: 8.7
Pop per Station: 43,119

Last Year's Revenue: \$73,600,000
Household Income: \$37,163
Total Retail Sales: \$13.8 Bil.
#1 Biller: KXTN-AF \$8,900,000
#1 Billing Portfolio:
Cox Radio \$23,545,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KTFM-F	247 / 11.3	9.4	9.2	10.3	10.0	10.1	3653 / 27.3	24.2	25.4	261 / 3942	H	KTFM-F
2	KXXM-F	166 / 7.6	8.4	7.4	0.7		6.0	2951 / 22.1	18.6		173 / 3166		KXXM-F
3	KISS-F	184 / 7.5	5.8	5.2	6.1	6.2	6.2	2368 / 17.7	15.7	16.8	173 / 2604	G	KISS-F
4	KXTN-F	139 / 6.4	4.7	5.3	5.5	5.2	5.5	1923 / 14.4	13.4	14.6	154 / 2261	H	KXTN-F
5	KZEP-F	137 / 6.3	7.0	7.4	7.4	7.7	7.0	1864 / 13.9	15.7	18.1	142 / 1969	G	KZEP-F
6	KONO-AF	O	119 / 5.5	6.3	5.3	4.9	5.5	2023 / 15.1		15.8	123 / 2130	E	KONO-AF
7	KSMG-F	AC	101 / 4.6	4.3	5.5	7.5	6.5	2028 / 15.2	17.1	20.4	110 / 2258	G	KSMG-F
8	KCYY-F	C	96 / 4.4	4.0	4.0	4.8	4.9	1702 / 12.7	12.6	14.0	104 / 1859	G	KCYY-F
9	WOAI	N/T	86 / 3.9	3.4	2.7	2.5	3.8	1739 / 13.0	10.5	11.4	100 / 2086	F	WOAI
10	KAJA-F	C	85 / 3.9	4.2	5.3	5.1	5.0	1618 / 12.1	13.4	14.3	92 / 1808	G	KAJA-F
11	KTSA	T	81 / 3.7	5.7	4.7	5.9	3.8	1008 / 7.5	10.6	9.0	91 / 1177	F	KTSA
12	KQXT-F	SAC	70 / 3.2	4.2	3.5	4.5	4.7	1139 / 8.5	10.7	12.7	71 / 1185	E	KQXT-F
13	KROM-F	SP	61 / 2.8	4.0	2.7	3.9	4.0	887 / 6.6	6.8	8.3	64 / 966	F	KROM-F
14	KLUP	ST	56 / 2.6	2.1	2.2	2.2	2.4	665 / 5.0	4.9	5.6	59 / 692	B	KLUP
15	KLEY-F	SP-R	55 / 2.5	3.5	3.2	1.9	1.0	927 / 6.9	7.4	4.7	57 / 933	C	KLEY-F
16	KCJZ-F	J	48 / 2.2	2.6	3.1	2.9	2.7	884 / 6.6	7.8	7.6	48 / 916	C	KCJZ-F
17	KSJL-AF	B	45 / 2.1	1.6	2.7	3.4	4.4	469 / 3.5	4.8	8.9	45 / 472	C	KSJL-AF
18	KKYX	C/O	35 / 1.6	1.8	2.0	1.5	2.2	512 / 3.8	4.9	5.6	54 / 753	B	KKYX
19	KEDA	SP	32 / 1.5	0.8	1.9	0.7	0.8	282 / 2.1	2.5	2.0	32 / 294	A	KEDA
20	KSAH	SP-C	23 / 1.1	0.8	0.6	0.8	0.8	237 / 1.8	2.0	2.3	26 / 266	A	KSAH
21	KZDC	SP-NT	21 / 1.0	1.0	0.7	1.0	0.5	265 / 2.0	1.2	1.0	21 / 265		KZDC

12+ FM Share (Metro): 77.49% (1542 of 1990) (Spring 98: 77.09%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KTFM-F >>>	1 KTFM-F	1 KTFM-F	1 KTFM-F <	1 KTFM-F <	1 KONO-AF	1 KTFM-F >	1 KTFM-F	1 KTFM-F	1 KTFM-F >	1 KTFM-F >
2 KXOM-F >	2 KISS-F <	2 KISS-F <	2 KZEP-F <	2 KZEP-F <	2 KXTN-F	2 KISS-F	2 KXOM-F <	2 KISS-F <	2 KXOM-F <	2 KXTN-F <
3 KISS-F >>>	3 KXOM-F	3 KZEP-F <	3 KISS-F <	3 KISS-F	3 WOAI <	3 KXTN-F <	3 KZEP-F <	3 KXOM-F	3 KISS-F	3 KXOM-F
4 KZEP-F >	4 KXOM-F	4 KXOM-F <	4 KXOM-F <	3 KXTN-F <	4 KTSA	4 KZEP-F <	4 KISS-F	4 KZEP-F	4 KXTN-F	4 KISS-F
5 KSMG-F	5 KXTN-F	5 KXTN-F	5 KXTN-F <	5 KXOM-F	5 KCYY-F <	5 KXOM-F	5 KONO-AF <	5 KONO-AF	5 WOAI	5 KZEP-F
6 KXTN-F	6 KSMG-F	6 KSMG-F	6 KSMG-F <	6 KTFM-F	6 KONO-AF	6 KONO-AF	6 KXTN-F	6 KSMG-F	6 KSMG-F <	6 KONO-AF
7 KCYY-F <	7 KONO-AF <	7 KONO-AF	7 KONO-AF	7 KSMG-F	6 KZEP-F	7 WOAI <	7 KTSA	7 KXTN-F <	7 KQXT-F	7 KCYY-F
8 KLEY-F <	8 KAJA-F <	8 KAJA-F	8 KAJA-F	8 KAJA-F <	8 KLUP <	8 KCYY-F <	7 KSMG-F <	8 KCYY-F	8 KONO-AF <	8 KAJA-F
	9 KCYY-F	9 KCYY-F	9 KCYY-F	9 KCYY-F <	9 KAJA-F <	9 KSMG-F	9 KCYY-F	9 KAJA-F	9 KSMG-F >	8 KSMG-F
				10 KQXT-F <	10 KQXT-F		10 KAJA-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KTFM-F	1 KTFM-F	1 KTFM-F	1 KTFM-F	1 KTFM-F	1 KISS-F	1 KISS-F	1 KZEP-F	1 KISS-F	1 KZEP-F	1 KTFM-F >>
2 KXOM-F >	2 KXOM-F >	2 KXOM-F >	2 KXOM-F >	2 KXOM-F	2 KTFM-F >	2 KZEP-F	2 KISS-F	2 KZEP-F	2 KISS-F >	2 KISS-F <
3 KISS-F	3 KSMG-F <	3 KSMG-F >	3 KSMG-F <	3 KSMG-F <	3 KXOM-F >	2 KTFM-F >	3 KTFM-F >	3 KTFM-F >	3 KXTN-F <	3 KXOM-F
4 KXTN-F	4 KISS-F	4 KCYY-F	4 KXTN-F	4 KONO-AF <	4 KZEP-F >	4 KXOM-F >	4 KSMG-F <	4 KXTN-F <	4 KTFM-F <	4 KXTN-F
5 KZEP-F	5 KAJA-F	4 KISS-F	5 KAJA-F	5 KXTN-F <	5 KCYY-F	5 KXTN-F <	5 KXTN-F	5 KXOM-F	5 KONO-AF	5 KONO-AF <
5 KAJA-F	5 KXTN-F	4 KAJA-F	6 KZEP-F <	6 KCYY-F <	6 KTFM-F	6 KSMG-F	5 KXOM-F >	6 KONO-AF	6 KSMG-F <	6 KZEP-F
	7 KZEP-F <		7 KCYY-F	7 KAJA-F <				6 KSMG-F	7 KXOM-F <	
			8 KONO-AF <	8 KQXT-F				8 WOAI	8 WOAI <	
			9 KQXT-F <	9 KZEP-F					9 KTSA	
				10 KROM-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBUC-F	C	98.3 Pleasanton	0.3 1.1 7 157
KCOR	SP	1350 San Antonio	0.8 2.8 18 373
KDRY	REL	1110 Alamo Heights	0.4 1.4 8 198
KENS	N	1160 San Antonio	0.4 2.1 9 296
KRNH-F	C	95.1 Cornfort	0.4 1.0 28 334
KSLR	REL	630 San Antonio	0.7 2.5 17 370
KTKR	SPRTS	760 San Antonio	0.8 2.4 21 374
KWED	C	1580 Seguin	0.6 0.7 14 100

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAMX-F	AC	94.7 Luling	0.3 1.4 19 444
KEYI-F	O	103.5 San Marcos	0.5 1.7 23 478
KROX-F	AOR-NR	101.5 Giddings	0.4 2.1 21 536

SAN ANTONIO

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
Clear Channel			20.7 %	22.1 %	20.8 %	AC	0	(0)	108	(2)	108	(2)	5.4 %	7.9 %
KAJA-FM, KQXT-FM, KSJL-FM, KTKR-AM, KXXM-FM, WOAI-AM						AOR/Classic/NR	0	(0)	310	(3)	310	(3)	15.6 %	16.6 %
Cox Radio			28.4 %	27.4 %	32.0 %	Black/Urban	17	(1)	28	(1)	45	(2)	2.3 %	4.9 %
KCJZ-FM, KCYY-FM, KISS-FM, KKYX-AM, KLUP-AM, KONO-AF, KSMG-FM						CHR	0	(0)	413	(2)	413	(2)	20.8 %	11.2 %
Hispanic			10.0 %	10.8 %	19.5 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KCOR-AM, KROM-FM, KXTN-AM, KXTN-FM						Country	49	(2)	196	(4)	245	(6)	12.3 %	14.1 %
			59.1 %	60.3 %	72.3 %	Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Hispanic	94	(4)	255	(3)	349	(7)	17.5 %	16.8 %
						Jazz	0	(0)	48	(1)	48	(1)	2.4 %	3.0 %
						News/Talk	176	(3)	0	(0)	176	(3)	8.8 %	8.5 %
						Oldies	15	(1)	114	(2)	129	(3)	6.5 %	6.6 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	23	(2)	0	(0)	23	(2)	1.2 %	1.8 %
						Soft AC	0	(0)	70	(1)	70	(1)	3.5 %	5.2 %
						Sports	18	(1)	0	(0)	18	(1)	0.9 %	0.9 %
						Standards/EZ	56	(1)	0	(0)	56	(1)	2.8 %	2.6 %
Totals							448	(15)	1542	(19)	1990	(34)		

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	City
KEDA	1540	5 kw/1 kw (DA-2)	Hispanic	\$ NA	Caballero	Davila	
KKYX	680	50 kw/10 kw (DA-N)	Classic Country	Westwd	\$30.00	Katz	Cox Radio
KLUP	930	5 kw/1 kw (DA-N)	Standards		\$24.00	CBS	Cox Radio
KONO	860	5 kw/0.9 kw (DA-N)	Oldies			Katz	Cox Radio
KSAH	720	10 kw/1 kw (DA-2)	Hispanic Contemp.		\$ NA	Lotus	Universal City
KSJL	810	0.25 kw (DA-2)	Simul. KSJL-F				Somerset
KTSA	550	5 kw (DA-N)	Talk	ABC	\$61.00	Eastman	KTFM-F
KZDC	1250	1 kw (DA-N)	Hisp. News/Talk	Unica	\$ NA	---	Lotus
WOAI	1200	50 kw	News/Talk	CBS, ABC	\$87.00	Clr Chnl	Clear Channel

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	City
KAJA	97.3	100 kw @ 984	Country	\$85.00	Clr Chnl	Clear Channel	
KCJZ	106.7	100 kw @ 1016	Jazz	\$45.00	Katz	Cox Radio	Terrell Hills
KCYY	100.3	100 kw @ 984	Country	\$131.00	Katz	Cox Radio	
KISS	99.5	100 kw @ 1111	AOR	\$110.00	Christal	Cox Radio	
KLEY	94.1	22 kw @ 696	Hispanic	\$34.00	Caballero	SBS	Floresville
KONO	101.1	100 kw @ 1368	Oldies	\$54.00	Katz	Cox Radio	Helotes
KQXT	101.9	100 kw @ 672	Soft AC	\$87.00	Clr Chnl	Clear Channel	
KROM	92.9	100 kw @ 1016	Hispanic	\$39.00	Katz Hisp.	Hispanic	
KSJL	92.5	50 kw @ 492	Urban	ABC	\$35.00	Clr Chnl	Clear Channel
KSMG	105.3	100 kw @ 1250	AC	\$83.00	Christal	Cox Radio	Sequin
KTFM	102.7	100 kw @ 672	CHR/Urban	\$105.00	Christal	KTSA	
KXTN	107.5	100 kw @ 1470	Hispanic-Tejano	\$156.00	Katz Hisp.	Hispanic	
KXXM	96.1	100 kw @ 597	CHR	\$ NA	Clr Chnl	Clear Channel	
KZEP	104.5	100 kw @ 660	Classic AOR	\$71.00	D&R	Lotus	

Notes: Atascosa, Bander, Kendall and Medina counties, TX have been added to the metro survey area, effective with this survey . . . KSJL (AM) is LMA'd to Clear Channel . . . Fall 98 cume rating for KONO-AF not available . . . 5/99 KBUC (1380; Pleasanton) changed from Country to Ethnic as KFNI . . . 7/99 KCJZ-F changed from Smooth Jazz to Black Oldies

SAN DIEGO

Arbitron Rank: 16 Pop (12+): 2,307,700
MSA Rank: 14
MSA Pop: 2,790,000
DMA: 26
Average Persons Rating: 15.5
Market TSL in Hours: 20.75

Stations: 43 / 34
Diaries: 3,364 / 686:1 / 51.7%
Sample Target: 3,270
% Below Line: 5.8
% Not Listed: 9.0
Pop per Station: 67,874

Last Year's Revenue: \$139,900,000
Household Income: \$45,530
Total Retail Sales: \$25.1 Bil.
#1 Biller: KFMB \$15,413,000
#1 Billing Portfolio: Clear Channel \$56,860,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KSON-F	189 / 5.3	5.5	6.2	5.0	5.2	5.5	2818 / 12.2	12.7	11.5	189 / 2818	I*	KSON-F
2	KOGO	177 / 5.0	5.4	4.5	4.2	4.5	4.8	2418 / 10.5	9.6	10.5	177 / 2418	G	KOGO
3	KFMB-F	175 / 4.9	5.1	4.9	6.2	6.3	5.3	3701 / 16.0	16.3	18.2	175 / 3701	I	KFMB-F
4	XTRA-F	173 / 4.8	4.6	4.5	4.0	3.7	4.5	3401 / 14.7	14.0	12.0	173 / 3401	F	XTRA-F
5	KIOZ-F	169 / 4.7	4.1	4.0	3.9	3.1	4.2	2407 / 10.4	10.5	9.9	169 / 2407	H	KIOZ-F
6	KHTS-F	163 / 4.6	4.6	5.2	4.7	3.9	4.8	4191 / 18.2	17.5	15.9	163 / 4191	G	KHTS-F
7	KYXY-F	161 / 4.5	5.6	5.6	6.3	6.8	5.5	2887 / 12.5	14.5	15.7	161 / 2887	I	KYXY-F
8	KFMB	156 / 4.4	2.5	4.4	5.1	4.6	4.1	2717 / 11.8	12.4	11.8	156 / 2717	J	KFMB
9	XHTZ-F	151 / 4.2	5.0	5.0	5.3	4.4	4.9	3111 / 13.5	15.0	13.8	151 / 3111	G	XHTZ-F
10	XHRM-F	149 / 4.2	4.3	2.7	3.1	1.3	3.6	2610 / 11.3	8.6	6.5	149 / 2610	F	XHRM-F
11	KIFM-F	132 / 3.7	3.6	3.8	3.8	4.0	3.7	2087 / 9.0	9.8	9.6	132 / 2087	G	KIFM-F
12	KGB-F	131 / 3.7	4.0	4.4	3.5	4.3	3.9	2531 / 11.0	11.1	11.5	131 / 2531	H	KGB-F
13	KLNV-F	121 / 3.4	3.7	2.5	1.7	2.3	2.8	1554 / 6.7	6.6	11.2	121 / 1554	C^	KLNV-F
14	KPOP	102 / 2.9	3.6	2.5	2.8	3.7	2.9	1255 / 5.4	4.4	6.5	102 / 1255	D	KPOP
15	KMSX-F	100 / 2.8	2.7	1.6		3.2		1928 / 8.4	5.8	9.4	100 / 1928	D	KMSX-F
16	KBZT-F	97 / 2.7	2.7	2.6	3.0	3.1	2.8	2139 / 9.3	9.6	10.4	97 / 2139	G	KBZT-F
17	KJQY-F	97 / 2.7	2.6	2.8	2.3	1.8	2.6	1885 / 8.2	9.6	5.7	97 / 1885	D	KJQY-F
18	KPLN-F	76 / 2.1	1.9	2.6	2.5	2.5	2.3	1505 / 6.5	8.5	7.5	76 / 1505	E	KPLN-F
19	XTRA	66 / 1.8	2.0	2.6	2.5	1.7	2.2	1421 / 6.2	8.3	5.6	66 / 1421	H	XTRA
20	KXST-F	65 / 1.8	1.4	1.3	1.3	1.3	1.5	1089 / 4.6	4.3	4.3	65 / 1089	D	KXST-F
21	KFI	61 / 1.7	1.6	2.1	1.9	2.2	1.8	1153 / 5.0	5.8	6.4	61 / 1153		KFI
22	KLQV-F	52 / 1.5	1.7	1.4	0.6		1.3	875 / 3.8	3.3		52 / 875	^	KLQV-F
23	KFSD-F	49 / 1.4	1.3	1.3	1.7	1.3	1.4	943 / 4.1	4.5	4.3	49 / 943	C	KFSD-F
24	XLTN-F	48 / 1.3	1.1	0.6	1.1	0.9	1.0	827 / 3.6	2.3	2.4	48 / 827	C	XLTN-F
25	KSPA	42 / 1.2	0.8	0.7	1.2	1.0	1.0	413 / 1.8	2.0	1.8	42 / 413		KSPA
26	KNX	39 / 1.1	0.9	1.1	1.0	1.4	1.0	815 / 3.5	4.6	3.9	39 / 815		KNX
27	XBAC	37 / 1.0	0.8	1.3	1.0	1.0	1.0	599 / 2.6	2.4	2.0	37 / 599		XBAC

12+ FM Share (Metro): 75.57% (2459 of 3254) (Spring 98: 72.41%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTS-F >	1 XTRA-F	1 KIOZ-F <	1 KFMB-F	1 KFMB-F <	1 KOGO	1 KIOZ-F	1 KOGO	1 KSON-F	1 XHTZ-F <	1 KSON-F <
2 XHTZ-F >	1 KIOZ-F	2 KFMB-F	2 KSON-F <	2 KSON-F <	2 KFMB <	2 KGB-F	2 KYXY-F <	1 KHTS-F <	2 KHTS-F <	2 KHTS-F
3 XTRA-F >	3 XHTZ-F <	2 XTRA-F	3 KGB-F	3 KYXY-F <	3 KSON-F	3 KFMB-F	3 XTRA-F <	3 XTRA-F	3 KOGO <	3 XHTZ-F
4 KFMB-F	4 KFMB-F <	4 XHRM-F <	3 KIOZ-F <	4 KIFM-F <	4 KIFM-F <	4 KOGO	4 KSON-F <	4 KFMB-F	4 KFMB <	4 XTRA-F
5 KLNv-F	5 KHTS-F <	5 KGB-F <	5 XHRM-F <	5 XHRM-F	5 KYXY-F <	5 KSON-F <	5 KFMB-F <	4 XHTZ-F <	5 XTRA-F >	4 XHRM-F <
	6 XHRM-F	6 KSON-F	6 KYXY-F <	5 KGB-F <	6 KPOP	6 KFMB	6 XHRM-F <	6 KYXY-F	6 KLNv-F <	6 KIFM-F <
	7 KLNv-F <	7 XHTZ-F <	7 XTRA-F <	7 KIOZ-F <	7 KJQY-F <	7 KYXY-F <	7 KIOZ-F <	6 KFMB <	7 XHRM-F	7 KFMB-F
	8 KGB-F <	8 KYXY-F <	8 KIFM-F	8 XTRA-F	8 KFMB-F	8 XTRA-F	8 KIFM-F <	8 KOGO <	7 KYXY-F <	7 KLNv-F <
	9 KMSX-F <	9 KHTS-F	9 KMSX-F	9 KMSX-F <	8 KBZT-F <	9 XHRM-F <	9 KFMB	9 XHRM-F	9 KSON-F <	9 KYXY-F <
	10 KSON-F	10 KIFM-F <	10 KLNv-F	10 KLNv-F <	10 KGB-F	10 XHTZ-F	10 KMSX-F <	10 KIFM-F <	10 KIOZ-F	10 KFMB

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmitte
1 XHTZ-F	1 KFMB-F	1 KFMB-F <	1 KFMB-F	1 KFMB-F <	1 KIOZ-F >	1 KIOZ-F	1 KIOZ-F <	1 KIOZ-F	1 KIOZ-F <	1 KOGO >>
2 KHTS-F	2 KHTS-F <	2 KMSX-F	2 KYXY-F <	2 KYXY-F	2 XHTZ-F <	2 XTRA-F >	2 XTRA-F >	2 XTRA-F <	2 KGB-F	2 KIOZ-F <
3 XTRA-F <	3 XTRA-F	2 XHRM-F	3 KSON-F <	3 KSON-F <	3 XTRA-F	3 XHTZ-F	3 KFMB-F	3 KGB-F	3 XTRA-F	3 XHRM-F <
4 KFMB-F >	3 XHTZ-F <	4 KYXY-F <	4 XHRM-F <	4 XHRM-F	4 XHRM-F <	4 XHRM-F <	4 KLNv-F	4 XHRM-F <	4 KIFM-F	4 KSON-F
5 KMSX-F	5 KMSX-F <	5 KSON-F	5 KMSX-F <	5 KMSX-F <	5 KHTS-F	5 KHTS-F <	4 KGB-F	5 XHTZ-F <	4 KSON-F <	4 KYXY-F <
6 KSON-F	6 XHRM-F	5 XTRA-F <	6 KHTS-F	6 KIFM-F >	6 KGB-F	6 KGB-F <	6 XHRM-F <	6 KSON-F <	6 KFMB-F	6 XHTZ-F <
7 KLNv-F	7 KSON-F <	7 KLNv-F <	7 XHTZ-F <	7 KHTS-F	7 KLNv-F >	7 KFMB-F <	7 XHTZ-F	7 KFMB-F <	7 XTRA <	7 KHTS-F
7 XHRM-F	8 KYXY-F <	8 KHTS-F	8 XTRA-F <	7 KJQY-F <	8 KSON-F	8 KLNv-F >	7 XTRA <	8 KLNv-F <	8 XHRM-F	
9 KGB-F	9 KLNv-F	9 KIOZ-F <	9 KIFM-F	9 KBZT-F <			9 KHTS-F >	9 XTRA <	9 KYXY-F	
		10 KGB-F	10 KLNv-F <	10 KLNv-F <				10 KIFM-F <	9 KFMB	
									9 KOGO <	

SAN DIEGO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KPRZ	REL	1210	San Marcos	0.4	1.8	15	423
KSDO	T	1130	San Diego	0.8	2.8	27	644
KSYF-F	AOR-NR	107.1	Fallbrook	0.4	1.3	13	299
KURS	SP-R	1040	San Diego	0.5	1.1	17	258
XEMO	SP	860	Tijuana	0.4	1.2	16	282
XHFG-F	SP-C	107.3	Tijuana	0.3	0.9	12	219
XHKY-F	SP-R	99.3	Tijuana	0.9	2.4	32	544
XPRS	SP-R	1090	Rosarito	0.6	1.0	21	229
XTIM-F	SP	91.7	Tijuana	0.4	1.5	16	341

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KKBT-F	B	92.3	Los Angeles	0.4	1.7	13	394
KLVE-F	SP-C	107.5	Los Angeles	0.4	0.9	15	206
KPWR-F	U/CHR	105.9	Los Angeles	0.3	1.2	12	268
KWVE-F	REL	107.9	San Clemente	0.4	1.5	14	341
XHTY-F	C	99.7	Tijuana	0.6	1.2	22	270
XKAM	SP	950	Tijuana	0.5	0.8	19	189
XMOR-F	SP-C	98.9	Tijuana	0.3	1.3	12	307

Consolidation Report	12+	25-54	Revenue
AMFM	6.6 %	8.9 %	11.3 %
KPLN-FM, KYXY-FM			
Astor	2.6 %	5.9 %	1.1 %
KCEO-AM, KFSD-FM, KSPA-AM			
Clear Channel	38.0 %	36.6 %	42.5 %
KGB-FM, KHTS-FM, KIOZ-FM, KJQY-FM, KMSX-FM, KOGO-AM, KPOP-AM, KSDO-AM, XHRM-FM, XTRA-AM, XTRA-FM			
Hispanic	4.9 %	5.3 %	0.9 %
KLNV-FM, KLQV-FM			
Jefferson-Pilot	11.7 %	14.6 %	18.9 %
KBZT-FM, KIFM-FM, KSON-AM, KSON-FM			
	63.8 %	71.3 %	74.7 %

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	436 (3)	436 (3)	13.4 %	14.5 %
AOR/Classic/NR	0 (0)	551 (5)	551 (5)	16.9 %	15.7 %
Black/Urban	0 (0)	174 (3)	174 (3)	5.3 %	3.6 %
CHR	0 (0)	314 (2)	314 (2)	9.6 %	11.8 %
Classical	37 (1)	49 (1)	86 (2)	2.6 %	2.5 %
Country	0 (0)	211 (2)	211 (2)	6.5 %	5.8 %
Full Service	156 (1)	0 (0)	156 (1)	4.8 %	5.1 %
Hispanic	73 (4)	308 (8)	381 (12)	11.7 %	6.1 %
Jazz	0 (0)	132 (1)	132 (1)	4.1 %	4.5 %
News/Talk	304 (4)	0 (0)	304 (4)	9.3 %	11.8 %
Oldies	0 (0)	173 (2)	173 (2)	5.3 %	8.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	15 (1)	14 (1)	29 (2)	0.9 %	0.7 %
Soft AC	0 (0)	97 (1)	97 (1)	3.0 %	1.7 %
Sports	66 (1)	0 (0)	66 (1)	2.0 %	1.9 %
Standards/EZ	144 (2)	0 (0)	144 (2)	4.4 %	5.2 %
Totals	795 (14)	2459 (29)	3254 (43)		

AM Stations

Station	Power	Daypart	Format	Advertiser	Agency	Product	Location
KFMB	760	5 kw/50 kw (DA-N)	Full Service/Talk	CBS	\$141.00	Mc-Guild	Midwest TV
KOGO	600	5 kw (DA-1)	News/Talk	CNN, ABC, WW1	\$38.00	Katz	Clear Channel
KPOP	1360	5 kw/1 kw	Standards	Westwd, JRN, CNN	\$44.00	Katz	Clear Channel
KSPA	1450	1 kw	Standards	\$ NA	—	Astor	Escondido
XBAC	540	1 kw	Classical	\$ NA	Mc-Guild	Mt. Wilson (LMA)	Tijuana, MX
XTRA	690	77 kw/50 kw (DA-2)	Sports	CBS, ESPN	\$151.00	Katz	Clr Chnl (LMA)
							Tijuana

SAN DIEGO

FM Stations

KBZT	94.9	22 kw @ 702	Oldies		\$130.00	Banner	Jefferson-Pilot	
KFMB	100.7	30 kw @ 620	AC/CHR		\$94.00	Mc-Guild	Midwest TV	
KFSD	92.1	0.58 kw @ 1024	Classical	Westwd	\$ NA	—	Astor	Escondido
KGB	101.5	50 kw @ 500	Classic AOR		\$110.00	Eastman	Clear Channel	
KHTS	93.3	1.8 kw @ 1886	CHR		\$ NA	Eastman	Clear Channel	El Cajon
KIFM	98.1	28 kw @ 640	Jazz		\$120.00	CBS	Jefferson-Pilot	
KIOZ	105.3	29 kw @ 620	AOR		\$107.00	Eastman	Clear Channel	
KJQY	94.1	100 kw @ 640	Soft AC		\$ 55.00	Eastman	Clear Channel	
KLNV	106.5	50 kw @ 440	Hispanic Regional		\$ NA	Katz Hisp.	Hispanic	
KLQV	102.9	32 kw @ 617	Hispanic-Contemp.		\$ NA	Katz Hisp.	Hispanic	
KMSX	95.7	29 kw @ 640	AC/CHR		\$ NA	Katz	Clear Channel	Carlsbad
KPLN	103.7	36 kw @ 578	Classic Hits	AMFM	\$60.00	Christal	AMFM	
KSON	97.3	50 kw @ 440	Country		\$230.00	Banner	Jefferson-Pilot	
KXST	102.1	14.5 kw @ 817	Progressive AOR		\$77.00	Christal	Compass	Oceanside
KYXY	96.5	41 kw @ 540	AC	AMFM	\$214.00	Christal	AMFM	
XHRM	92.5	50 kw @ 650	Black AC		\$65.00	Katz	Clr Chnl (LMA)	Tijuana
XHTZ	90.3	93 kw @ 840	CHR/Urban		\$125.00	Sentry	XHKY-F/XLTN-F	Tijuana
XLTN	104.5	57 kw @ 721	Hispanic-Contemp.		\$ NA	Katz Hisp.	XHKY-F/XHTZ-F	Tijuana
XTRA	91.1	100 kw @ 791	New Rock		\$130.00	Eastman	Clr Chnl (LMA)	Tijuana

Notes: KFI, KNX – See Los Angeles . . . XHRM-F and XTRA-AF are LMA'd to Clear Channel . . . * KSON-F revenue level includes revenue of KSON; ^ KLVN-F revenue level includes revenue of KLQV-F . . . 5/99 KCBQ (1170) sold by Regent to Concord Media for \$6,000,000 . . . 6/99 XHKY-F changed from Hispanic-Regional to Country as XHCR-F (at end of survey)

SAN FRANCISCO

Arbitron Rank: 4 Pop (12+): 5,665,700
MSA Rank: 28-SF; 20-Oakland
MSA Pop: 5,240,000
DMA: 5
Average Persons Rating: 14.8
Market TSL In Hours: 19.75

Stations: 44 / 42
Diaries: 7,412 / 764:1 / 50.2%
Sample Target: 5,100
% Below Line: 0.8
% Not Listed: 18.3
Pop per Station: 134,898

Last Year's Revenue: \$308,700,000
Household Income: \$59,431
Total Retail Sales: \$65.3 Bil.
#1 Biller: KGO \$36,000,000
#1 Billing Portfolio: AMFM \$80,800,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	KGO	T	558 / 6.7	6.4	7.3	6.5	6.6	6.7	8346 / 14.7	17.4	15.2	637 / 9753	L	KGO
2	KCBS	N/T	354 / 4.2	4.3	4.4	4.6	4.5	4.4	8252 / 14.6	15.1	14.7	408 / 9466	K	KCBS
3	KOIT-AF	SAC	352 / 4.2	4.7	4.9	4.2	4.6	4.5	6740 / 11.9	11.5	12.3	362 / 7046	J	KOIT-AF
4	KYLD-F	U/CHR	334 / 4.0	4.0	3.9	4.4	4.7	4.1	7076 / 12.5	11.7	12.3	344 / 7453	I	KYLD-F
5	KFRC-AF	O	321 / 3.8	3.3	3.2	3.4	3.5	3.4	5237 / 9.2	9.5	9.7	337 / 5601	J	KFRC-AF
6	KDFC-F	CL	284 / 3.4	3.3	3.5	3.0	2.7	3.3	4409 / 7.8	8.4	7.5	289 / 4587	G	KDFC-F
7	KMEL-F	CHR/U	278 / 3.3	3.4	3.6	2.9	3.5	3.3	6176 / 10.9	10.8	10.1	286 / 6508	J	KMEL-F
8	KKSF-F	J	274 / 3.3	3.3	3.6	3.0	2.8	3.3	4298 / 7.6	8.2	7.4	293 / 4441	J	KKSF-F
9	KSFO	T	262 / 3.1	2.6	3.1	3.2	3.1	3.0	2923 / 5.2	5.7	5.4	294 / 3373	H	KSFO
10	KZQZ-F	CHR	250 / 3.0	2.9	2.5	2.5	3.0	2.7	6565 / 11.6	9.2	11.7	252 / 6654	G	KZQZ-F
11	KNBR	SPRTS/FS	247 / 2.9	3.3	2.8	3.8	4.4	3.2	4911 / 8.7	9.2	10.5	326 / 6409	L	KNBR
12	KITS-F	AOR-NR	245 / 2.9	2.9	2.7	3.0	1.9	2.9	5422 / 9.6	9.0	8.0	252 / 5586	H	KITS-F
13	KLLC-F	AC-NR	244 / 2.9	2.7	2.6	2.8	2.4	2.8	5316 / 9.4	9.7	9.9	248 / 5546	I	KLLC-F
14	KIOI-AF	AC/CHR	243 / 2.9	2.9	3.1	3.6	3.9	3.1	5659 / 10.0	9.9	10.0	248 / 5868	J	KIOI-AF
15	KBLX-F	J/U	231 / 2.8	2.9	2.7	2.1	2.6	2.6	3461 / 6.1	5.9	6.7	235 / 3578	I	KBLX-F
16	KFOG-FF	AOR-P	220 / 2.6	2.9	2.7	2.7	2.6	2.7	4872 / 8.2	8.6	8.6	232 / 4833	K	KFOG-FF
17	KSJO-F	AOR	202 / 2.4	2.1	1.7	1.7	1.7	2.0	3128 / 5.5	5.4	4.5	234 / 3489		KSJO-F
18	KISQ-F	B/O	197 / 2.4	3.4	3.4	3.4	2.9	3.1	4399 / 7.8	9.2	9.2	200 / 4538	I	KISQ-F
19	KABL	ST	184 / 2.2	3.1	2.4	3.6	2.8	2.8	2805 / 5.0	5.2	5.3	185 / 2848	D	KABL
20	KSOL-FF	SP-R	170 / 2.0	2.3	1.8	2.0	1.4	2.0	2380 / 4.2	4.0	3.7	205 / 3000	G	KSOL-FF
21	KBRG-F	SP-C	140 / 1.7	1.7	1.6	1.4	1.3	1.6	2109 / 3.7	3.1	3.1	158 / 2400		KBRG-F
22	KSAN-F	CL AOR	129 / 1.5	1.2	1.5	2.0	1.6	1.6	2726 / 4.8	5.3	6.0	130 / 2778	F	KSAN-F
23	KYCY-F	C	117 / 1.4	1.7	1.1	1.8	1.6	1.5	2326 / 4.1	3.9	4.5	120 / 2429	G	KYCY-F
24	KUFX-F	CL AOR	99 / 1.2	1.2	1.0	1.2	0.6	1.1	2263 / 4.0	3.6	2.2	108 / 2494		KUFX-F
25	KLOK	SP-R	98 / 1.2	1.4	1.6	1.2	1.4	1.3	1266 / 2.2	2.6	2.4	107 / 1386		KLOK
25	KRTY-F	C	98 / 1.2	0.7	0.7	0.9	0.8	0.9	1479 / 2.6	2.1	2.1	102 / 1584		KRTY-F
27	KIQI	SP-NT	97 / 1.2	1.0	1.2	0.6	0.6	1.0	1031 / 1.8	2.1	1.4	99 / 1059	C	KIQI
28	KBAY-F	SAC	87 / 1.0	0.8	1.0	0.8	1.1	0.9	1682 / 3.0	3.1	3.4	104 / 2126		KBAY-F
29	KEZR-F	AC/CHR	84 / 1.0	1.0	1.0	1.1	1.0	1.0	2214 / 3.9	3.6	3.7	88 / 2373		KEZR-F
30	KARA-F	O	80 / 1.0	0.8	0.7	0.8	0.8	0.8	1364 / 2.4	2.3	2.5	86 / 1466		KARA-F

12+ FM Share (Metro): 71.09% (4866 of 6845) (Spring 98: 67.92%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KYLD-F >	1 KYLD-F	1 KOIT-AF	1 KOIT-AF <	1 KGO <	1 KGO >	1 KGO	1 KGO >	1 KGO	1 KGO	1 KGO >
2 KZQZ-F <	2 KMEL-F <	1 KLLC-F <	2 KGO <	2 KFRC-AF	2 KCBS	2 KCBS	2 KOIT-AF	2 KOIT-AF	2 KYLD-F	2 KYLD-F <
3 KMEL-F >	3 KLLC-F	3 KYLD-F <	3 KFOG-FF <	2 KOIT-AF	3 KFRC-AF	3 KYLD-F <	3 KFRC-AF	2 KSFO <	3 KMEL-F <	3 KFRC-AF <
4 KITS-F >>>	4 KITS-F <	4 KGO <	4 KLLC-F	4 KFOG-FF	4 KDFC-F <	4 KITS-F	4 KKSF-F <	4 KYLD-F <	4 KZQZ-F	4 KDFC-F
	5 KSJO-F	5 KMEL-F	5 KFRC-AF	4 KKSF-F <	5 KOIT-AF <	5 KOIT-AF <	5 KDFC-F <	5 KMEL-F <	5 KOIT-AF <	4 KOIT-AF
6 KZQZ-F	5 KFOG-FF <	5 KKSF-F <	6 KLLC-F <	6 KSFO <	6 KSFO <	6 KSFO <	6 KCBS <	6 KFRC-AF	6 KITS-F	4 KMEL-F <
7 KOIT-AF <	7 KITS-F <	7 KIOI-AF	7 KIOI-AF <	7 KKSF-F	7 KFRC-AF <	7 KFRC-AF <	7 KIOI-AF <	6 KCBS <	6 KDFC-F <	7 KCBS <
8 KSOL-FF	8 KSJO-F <	8 KSJO-F	8 KBLX-F <	8 KFRC-F	8 KLLC-F <	8 KNBR	8 KZQZ-F <	8 KNBR	8 KKSF-F	8 KKSF-F
9 KIOI-AF <	9 KIOI-AF <	8 KITS-F <	9 KCBS <	8 KNBR	9 KIOI-AF	9 KLLC-F	9 KDFC-F <	8 KCBS <	8 KBLX-F <	8 KBLX-F <
10 KBRG-F <		10 KISQ-F <	10 KISQ-F <	10 KABL <	10 KSJO-F <	9 KSFO	10 KKSF-F <	10 KSFO	10 KZQZ-F <	10 KZQZ-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	12+ Ovrnite
1 KYLD-F >	1 KLLC-F	1 KLLC-F	1 KOIT-AF	1 KOIT-AF	1 KYLD-F	1 KSJO-F <	1 KSJO-F	1 KSJO-F	1 KFOG-FF <	1 KGO >
2 KMEL-F <	1 KYLD-F <	2 KOIT-AF	2 KIOI-AF <	2 KGO <	2 KMEL-F	2 KYLD-F	2 KITS-F	2 KITS-F	2 KSJO-F <	2 KCBS >
3 KZQZ-F	3 KMEL-F	3 KMEL-F	3 KLLC-F	3 KFRC-AF <	3 KSJO-F	3 KITS-F	3 KLLC-F <	3 KFOG-FF	3 KNBR <	3 KSFO <
4 KLLC-F	4 KOIT-AF	4 KIOI-AF	4 KGO	4 KIOI-AF <	4 KITS-F	4 KMEL-F >	4 KYLD-F	3 KYLD-F	4 KGO <	4 KFRC-AF <
5 KSOL-FF	5 KZQZ-F	4 KYLD-F <	4 KZQZ-F <	5 KKSF-F	5 KZQZ-F >>	5 KLLC-F	5 KMEL-F	5 KLLC-F	5 KFRC-AF <	5 KBRG-F
6 KIOI-AF	6 KISQ-F	6 KISQ-F	6 KYLD-F	6 KLLC-F <	6 KZQZ-F	6 KZQZ-F	6 KSOL-FF <	6 KGO	6 KITS-F <	6 KYLD-F <
7 KOIT-AF <	7 KSOL-FF	7 KSOL-FF	6 KFRC-AF <	7 KBLX-F	7 KSOL-FF >	7 KFOG-FF	6 KMEL-F	7 KLLC-F <	7 KLLC-F <	7 KOIT-AF
8 KSOL-F	8 KISQ-F <	7 KZQZ-F <	8 KMEL-F	7 KISQ-F	8 KBRG-F	8 KOIT-AF	6 KNBR	8 KKSF-F <	8 KKSF-F <	5 KBRG-F
8 KBRG-F	9 KBRG-F <	9 KBRG-F <	8 KKSF-F <	9 KFOG-FF	8 KFOG-FF <	9 KISQ-F	9 KISQ-F	9 KCBS <	9 KCBS <	9 KCBS <
		10 KGO <	10 KISQ-F	10 KBLX-F		9 KNBR	9 KZQZ-F <		10 KOIT-AF	

SAN FRANCISCO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
KCNL-F	AOR-P	104.9	Fremont	0.8	3.7	74	2168	AC	12 (1)	614 (4)	626 (5)	9.1 %	9.0 %
KFAX	REL	1100	San Francisco	0.5	1.4	39	819	AOR/Classic/NR	0 (0)	1006 (8)	1006 (8)	14.7 %	10.7 %
KFGY-F	C	92.9	Healdsburg	0.4	0.9	34	575	Black/Urban	0 (0)	531 (2)	531 (2)	7.8 %	9.5 %
KJQL-F	ST	100.7	San Rafael	0.3	0.7	29	417	CHR	0 (0)	560 (3)	560 (3)	8.2 %	8.3 %
KTCT	SPRTS	1050	San Mateo	0.4	1.4	39	922	Classical	0 (0)	284 (1)	284 (1)	4.1 %	3.8 %
KXFX-F	AOR	101.7	Santa Rosa	0.5	1.1	40	647	Country	0 (0)	279 (4)	279 (4)	4.1 %	4.9 %
KZST-F	AC	100.1	Santa Rosa	0.7	1.2	57	722	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
KATM-F	C	103.3	Modesto	0.4	1.1	177	2917
KSFM-F	CHR	102.5	Woodland	0.4	1.3	152	3420

Consolidation Report	12+	25-54	Revenue
ABC	9.8 %	7.2 %	13.8 %
KGO-AM, KMKY-AM, KSFO-AM			
AMFM	18.1 %	25.2 %	26.2 %
KABL-AM, KIOI-FM, KISQ-FM, KKSF-FM, KMEL-FM, KNEW-AM, KYLD-FM			
Bonneville	10.6 %	9.2 %	10.2 %
KDFC-FM, KOIT-AF, KQZQ-FM			
CBS/Infinity	15.2 %	16.1 %	24.3 %
KCBS-AM, KFRC-AF, KITS-FM, KLLC-FM, KYCY-AM, KYCY-FM			
Hispanic	2.0 %	2.2 %	2.1 %
KSOL-FM, KZOL-FM			
Susquehanna	7.0 %	9.2 %	18.8 %
KFFG-FM, KFOG-FM, KNBR-AM, KSAN-FM, KTCT-AM			
	62.7 %	69.1 %	95.4 %

Format Performance	AM	FM	Total	%	Yr. Ago
AC	12 (1)	614 (4)	626 (5)	9.1 %	9.0 %
AOR/Classic/NR	0 (0)	1006 (8)	1006 (8)	14.7 %	10.7 %
Black/Urban	0 (0)	531 (2)	531 (2)	7.8 %	9.5 %
CHR	0 (0)	560 (3)	560 (3)	8.2 %	8.3 %
Classical	0 (0)	284 (1)	284 (1)	4.1 %	3.8 %
Country	0 (0)	279 (4)	279 (4)	4.1 %	4.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	195 (2)	310 (3)	505 (5)	7.4 %	6.6 %
Jazz	0 (0)	505 (2)	505 (2)	7.4 %	6.5 %
News/Talk	1174 (3)	0 (0)	1174 (3)	17.2 %	16.9 %
Oldies	84 (1)	317 (2)	401 (3)	5.9 %	7.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	39 (1)	0 (0)	39 (1)	0.6 %	0.6 %
Soft AC	8 (1)	431 (2)	439 (3)	6.4 %	6.9 %
Sports	283 (2)	0 (0)	283 (2)	4.1 %	5.9 %
Standards/EZ	184 (1)	29 (1)	213 (2)	3.1 %	3.4 %
Totals	1979 (12)	4866 (32)	6845 (44)		

AM Stations

Station	Power	Frequency	Format	AMFM	Price	Agency	AMFM	Agency
KABL	960	5 kw (DA-1)	Standards	AMFM	\$70.00	Sentry	AMFM	Oakland
KCBS	740	50 kw (DA-2)	News/Talk	CBS	\$355.00	CBS	CBS/Infinity	
KFRC	610	5 kw	See KFRC-F					
KGO	810	50 kw (DA-1)	Talk	ABC	\$440.00	ABC	ABC	
KIQI	1010	10 kw/0.5 kw (DA-2)	Hispanic News/Talk	Unica	\$ NA	---	Unica	
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic-Regional		\$74.00	Caballero	EXCL	San Jose
KNBR	680	50 kw	Sports/Full Svc.	ABC	\$335.00	Mc-Guild	Susquehanna	
KNEW	910	5 kw (DA-N)	See KIOI-F					Oakland
KOIT	1260	5 kw/1 kw	See KOIT-F					
KSFO	560	5 kw (DA-N)	Talk	ABC	\$55.00	ABC	ABC	

SAN FRANCISCO

FM Stations

Station	Freq	Power	Format	Revenue	Network	City	Other
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	Katz	Bonneville	
KFFG	97.7	1.6 kw @ 449	See KFOG-F				Los Altos
KFOG	104.5	7.1 kw @ 1506	Progressive AOR	\$240.00	Mc-Guild	Susquehanna	
KFRC	99.7	40 kw @ 1299	Oldies	\$285.00	CBS	CBS	
KIOI	101.3	125 kw @ 1162	AC/CHR	\$300.00	AMFM	Christal	AMFM
KISQ	98.1	100 kw @ 960	Black AC	\$95.00	Eastman	AMFM	
KITS	105.3	15 kw @ 1200	AOR-New Rock	\$205.00	D&R	CBS/Infinity	
KKSF	103.7	7.8 kw @ 1470	Jazz	\$234.00	AMFM	Eastman	AMFM
KLLC	97.3	82 kw @ 1014	Modern AC	\$105.00	CBS	CBS	CBS/Infinity
KMEL	106.1	69 kw @ 1290	CHR/Urban	\$263.00	Christal	AMFM	
KOIT	96.5	33 kw @ 1410	Soft AC	\$275.00	Katz	Bonneville	
KSAN	107.7	8.9 kw @ 1161	Classic AOR	\$145.00	Mc-Guild	Susquehanna	
KSOL	98.9	6 kw @ 1355	Hispanic-Regional	\$67.00	Allied	Hispanic	
KYCY	93.3	50 kw @ 492	Country	\$105.00	Westwd	CBS	CBS/Infinity
KYLD	94.9	30 kw @ 1210	Urban/CHR	\$163.00	AP, AMFM	Katz	AMFM
KZOL	99.1	1.1 kw @ 2608	See KSOL-F				Santa Cruz
KZQZ	95.7	6.9 kw @ 1290	CHR	\$100.00	Sentry	Bonneville	

Notes: Other ranked stations -- See San Jose . . . KSAN-F reclassified from Classic Hits to Classic AOR based on audience analysis and M Street classifications . . .
 2/99 KABL named flagship for Oakland A's baseball, replacing KNEW . . . 2/99 KLDZ-F (104.9; Fremont) changed calls to KCNL-F

FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

SAN JOSE

Arbitron Rank: 27 Pop (12+): 1,427,100
MSA Rank: 27
MSA Pop: 1,720,000
DMA: San Francisco (#5)
Average Persons Rating: 14.2
Market TSL In Hours: 19.00

Stations: 44 / 14
Diaries: 2,636/ 541:1/ 47.3%
Sample Target: 2,620
% Below Line: NA
% Not Listed: NA
Pop per Station: 101,936

Last Year's Revenue: \$43,700,000
Household Income: \$72,383
Total Retail Sales: \$17.7 Bil.
#1 Biller: KSJO-F \$7,200,000
#1 Billing Portfolio: CBS/Infinity \$12,900,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	KSJO-F	AOR	83 / 4.1	3.9	3.1	3.8	3.4	3.7	1178 / 8.3	9.0	9.0	153 / 2367	H	KSJO-F
2	KRTY-F	C	82 / 4.1	2.2	2.9	3.2	3.0	3.1	1195 / 8.4	7.3	7.2	93 / 1503	E	KRTY-F
3	KARA-F	AC	76 / 3.8	3.0	2.7	3.0	2.7	3.1	1102 / 7.7	6.8	7.9	84 / 1375	E	KARA-F
4	KEZR-F	AC/CHR	72 / 3.6	3.8	3.9	3.8	3.7	3.8	1742 / 12.2	11.1	12.0	86 / 2250	G	KEZR-F
5	KBAY-F	SAC	69 / 3.4	3.0	3.6	2.3	3.7	3.1	1251 / 8.8	9.0	9.3	96 / 1990	G	KBAY-F
6	KUFX-F	CL AOR	67 / 3.3	3.3	2.4	2.4	1.7	2.9	1362 / 9.5	7.9	5.0	99 / 2244	F	KUFX-F
7	KBRG-F	SP-C	66 / 3.3	3.4	3.0	2.5	1.8	3.0	921 / 6.5	4.7	4.3	125 / 1806	D	KBRG-F
8	KLOK	SP-R	62 / 3.1	2.7	3.1	2.5	3.3	2.8	747 / 5.2	5.0	4.8	93 / 1216	F	KLOK
9	KCNL-F	AOR-P	41 / 2.0	2.1	2.1	0.8		1.8	1021 / 7.2	4.9		65 / 1856	A	KCNL-F
10	KAZA	SP	31 / 1.5	0.6	1.3	0.8	0.7	1.1	203 / 1.4	2.0	0.9	32 / 229	A	KAZA
11	KLIV	N	15 / 0.7	0.5	0.8	0.7	0.7	0.7	453 / 3.2	3.4	3.4	17 / 500	B	KLIV
12	KVVN	E	13 / 0.6			0.4			212 / 1.5			14 / 246		KVVN
12	KSJX	E	13 / 0.6				0.5		230 / 1.6		1.2	14 / 283		KSJX
14	KZSF	SP-R	8 / 0.4		0.5	0.8	0.7		147 / 1.0	1.1	1.2	23 / 318		KZSF
14	KSQQ-F	E	8 / 0.4						177 / 1.2			10 / 215		KSQQ-F

12+ FM Share (Metro): NA

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KEZR-F	1 KSJO-F	1 KSJO-F	1 KSJO-F <	1 KUFX-F <	1 KARA-F <	1 KSJO-F >	1 KSJO-F	1 KRTY-F	1 KBAY-F	1 KLOK <
1 KSJO-F >	2 KEZR-F	2 KEZR-F <	2 KUFX-F <	2 KSJO-F <	2 KRTY-F	2 KARA-F <	1 KRTY-F	2 KSJO-F <	2 KBRG-F <	2 KARA-F <
3 KRTY-F	3 KBRG-F	3 KUFX-F <	3 KARA-F	3 KARA-F <	3 KUFX-F	3 KRTY-F <	3 KEZR-F	3 KUFX-F	3 KEZR-F	3 KBRG-F <
	4 KRTY-F	4 KRTY-F <	3 KEZR-F	4 KEZR-F <	4 KBAY-F	4 KEZR-F <	3 KARA-F <	3 KEZR-F <	4 KSJO-F	4 KRTY-F <
	4 KLOK <	5 KARA-F <	5 KRTY-F	5 KRTY-F		5 KLOK <	5 KBAY-F	5 KARA-F	5 KARA-F <	5 KUFX-F
	6 KBAY-F	6 KLOK <	6 KLOK <	6 KBAY-F <		6 KBAY-F <	5 KUFX-F <	6 KBAY-F <	6 KRTY-F <	6 KEZR-F
	6 KCNL-F	7 KBAY-F	7 KCNL-F <	7 KLOK		7 KUFX-F	7 KBRG-F	7 KBRG-F		6 KBAY-F
		7 KBRG-F	8 KBRG-F	8 KBRG-F <						
			8 KBAY-F >	9 KCNL-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	12+ Ovrnide
1 KBRG-F	1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KEZR-F <	1 KSJO-F >>	1 KSJO-F >>	1 KSJO-F >	1 KSJO-F >	1 KSJO-F	1 KLOK <
2 KRTY-F	2 KBRG-F	2 KBRG-F	2 KRTY-F <	2 KARA-F	2 KBAY-F >	2 KUFX-F	2 KUFX-F	2 KUFX-F	2 KUFX-F >	2 KBAY-F <
2 KLOK	3 KRTY-F	3 KCNL-F	3 KARA-F <	3 KBAY-F	3 KEZR-F	3 KLOK	3 KLOK <	3 KRTY-F	3 KLOK	3 KBRG-F
4 KBAY-F	4 KBAY-F	4 KRTY-F	4 KBRG-F	3 KRTY-F	3 KRTY-F	4 KEZR-F <	4 KCNL-F	3 KLOK <	3 KRTY-F <	4 KEZR-F
4 KEZR-F >	4 KCNL-F	4 KARA-F >	5 KBAY-F <	5 KBRG-F	5 KBRG-F	5 KCNL-F	5 KEZR-F	5 KEZR-F <	5 KARA-F <	
	6 KLOK <		6 KLOK	6 KUFX-F <		5 KBAY-F <	6 KARA-F	6 KBAY-F	6 KCNL-F	
	7 KARA-F		7 KCNL-F			7 KBRG-F <	6 KBRG-F	6 KARA-F	6 KCNL-F	

SAN JOSE

Other Rated Stations--Outside Market				Metro	Cume	TSA		Consolidation Report			
				Share	Rating	AQH	Cume	12+	25-54	Revenue	
KABL	ST	960	Oakland	1.4	3.0	103	1492	CBS/Infinity	7.0 %	7.6 %	29.5 %
KBLX-F	JU	102.9	Berkeley	1.5	3.5	165	2268	KBAY-FM, KEZR-FM			
KCBS	N/T	740	San Francisco	3.6	12.0	211	4595	Clear Channel	9.4 %	12.4 %	27.3 %
KDFC-F	CL	102.1	San Francisco	2.5	6.9	139	2219	KCNL-FM, KSJO-FM, KUFX-FM			
KDON-F	CHR	102.5	Salinas	0.8	3.6	84	1906	Kieve	8.6 %	9.2 %	18.1 %
KFAX	REL	1100	San Francisco	0.4	1.9	32	533	KARA-FM, KLIV-AM, KRTY-FM			
KFOG-FF	AOR-P	104.5	San Francisco	2.5	7.3	116	2393				
KFRC-AF	O	99.7	San Francisco	2.6	7.0	162	2705				
KGO	T	810	San Francisco	7.5	14.2	338	5119		25.0 %	29.2 %	74.9 %
KIOI-AF	AC/CHR	101.3	San Francisco	2.6	8.5	157	3552				
KIQI	SP	1010	San Francisco	0.7	1.3	44	560				
KISQ-F	B/AC	98.1	San Francisco	1.7	5.0	115	2534				
KITS-F	AOR-NR	105.3	San Francisco	3.5	8.8	159	3170				
KKSF-F	J	103.7	San Francisco	1.5	5.4	136	2269				
KLLC-F	AC-NR	97.3	San Francisco	1.1	4.9	89	2338				
KMEL-F	CHR/U	106.1	San Francisco	1.8	7.7	151	3544				
KNBR	SPRTS/FS	680	San Francisco	2.6	7.2	144	2796				
KOIT-AF	SAC	96.5	San Francisco	2.9	9.5	183	3650				
KSAN-F	CL AOR	107.7	San Mateo	0.6	3.0	74	1476				
KSFO	T	560	San Francisco	2.7	4.1	137	1533				
KSOL-FF	SP	99.1	Santa Cruz	2.5	5.6	147	2126				
KYCY-F	C	93.3	San Francisco	0.4	2.4	55	1201				
KYLD-F	U/CHR	94.9	San Francisco	4.8	12.7	214	4490				
KZQZ-F	CHR	95.7	San Francisco	2.6	10.1	141	3804				

AM Stations

KAZA	1290	5 kw/0.088 kw (DA-2)	Hispanic	\$ NA	Lotus		Gilroy
KLIV	1590	5 kw (DA-N)	News	CNN	\$18.00	Allied	Kieve
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic-Regional	\$74.00	Caballero	EXCL	
KSJX	1500	10 kw/5 kw (DA-2)	Ethnic	\$ NA	---	Multicultural	
KVVN	1430	1 kw/2.5 kw (DA-2)	Ethnic	\$ NA	---	Inner City	Santa Clara
KZSF	1370	5 kw (DA-2)	Hispanic-Regional	\$ NA	---	Z-Spanish	

FM Stations

KARA	105.7	50 kw @ 500	AC	\$78.00	Allied	Kieve	Santa Clara
KBAY	94.5	34 kw @ 587	Soft AC	UPI, AP	\$100.00	Christal	CBS/Infinity
KBRG	100.3	14.5 kw @ 2580	Hispanic Contemp.	\$ NA	Caballero	EXCL	
KEZR	106.5	50 kw @ 430	AC/CHR	\$107.00	Christal	CBS/Infinity	
KRTY	95.3	0.9 kw @ 860	Country	\$89.00	Allied	Kieve	Los Gatos
KSJO	92.3	50 kw @ 466	AOR	\$145.00	Eastman	Clear Channel	
KSQQ	96.1	4.7 kw @ 161	Ethnic	\$ NA	---		Morgan Hill
KUFX	98.5	12.5 kw @ 880	Classic AOR	ABC	\$55.00	Eastman	Clear Channel

Notes: San Jose is a portion of the San Francisco metro survey area. Only stations home to the San Jose market are included in these listings . . . 2/99 KLDZ-F changed calls to KCNL-F . . . 3/99 KZSJ (1120) changed from Hispanic-Regional to Ethnic (Vietnamese), LMA'd by Que Huong, Inc.

SANTA ROSA

Arbitron Rank: 113 Pop (12+): 370,600	Stations: 38 / 13	Last Year's Revenue: \$10,700,000
MSA Rank: 116	Diaries: 1,037 / 357:1 / 55.2%	Household Income: \$49,165
MSA Pop: 444,000	Sample Target: 1,030	Total Retail Sales: \$4.5 Bil.
DMA: San Fran. (#5)	% Below Line: 42.6	#1 Biller: NA
Average Persons Rating: 16.2	% Not Listed: 11.8	#1 Billing Portfolio: NA
Market TSL in Hours: 21.75	Pop per Station: 28,508	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1	KZST-F	55 / 9.1	7.8	6.5	6.8	6.8	655 / 17.7	17.8	15.7	55 / 655	KZST-F
2	KGO	49 / 8.1	7.1	6.7	8.2	7.2	644 / 17.4	17.6	16.3	49 / 644	KGO
3	KXFX-F	35 / 5.8	4.3	6.9	4.8	4.2	572 / 15.4	11.2	14.1	35 / 572	KXFX-F
4	KNBR	26 / 4.3	2.9	5.0	3.6	3.8	438 / 11.8	10.2	12.5	26 / 438	KNBR
5	KFGY-F	25 / 4.2	3.1	4.1	4.3	3.8	400 / 10.8	10.0	11.9	25 / 400	KFGY-F
5	KRPQ-F	25 / 4.2	4.8	3.1	3.9	4.4	368 / 9.9	11.1	9.7	25 / 368	KRPQ-F
7	KMGG-F	23 / 3.8	4.2	3.1	2.1	3.7	482 / 13.0	12.8	11.4	23 / 482	KMGG-F
8	KSRO	22 / 3.7	4.0	2.2	2.5	2.4	359 / 9.7	9.0	8.6	22 / 359	KSRO
9	KCBS	20 / 3.3	5.0	3.4	4.1	4.0	514 / 13.9	14.8	12.9	20 / 514	KCBS
10	KJZY-F	19 / 3.2	4.3	2.8	3.7	3.7	373 / 10.1	9.8	8.1	19 / 373	KJZY-F
11	KSXY-F	18 / 3.0	0.7	1.2	1.4	1.4	284 / 7.7	2.0	4.6	18 / 284	KSXY-F
11	KSFO	18 / 3.0	2.6	3.6	2.1	3.3	258 / 7.0	4.6	5.2	18 / 258	KSFO
11	KABL	18 / 3.0	3.3	5.8	5.7	4.4	274 / 7.4	8.3	10.5	18 / 274	KABL
14	KMHX-F	17 / 2.8	3.6	3.1	3.6		473 / 12.8	13.0	12.0	17 / 473	KMHX-F
15	KDFC-F	16 / 2.7	2.9	1.7	3.2	2.8	193 / 5.2	5.7	5.0	16 / 193	KDFC-F
16	KITS-F	15 / 2.5	1.9	1.7	1.2	2.4	226 / 6.1	5.5	6.5	15 / 226	KITS-F
17	KLLC-F	12 / 2.0	2.6	3.1	3.4	1.9	318 / 8.8	8.3	9.3	12 / 318	KLLC-F
17	KRRS	12 / 2.0	1.4	0.7	1.1	1.6	77 / 2.1	2.7	1.9	12 / 77	KRRS
17	KFRC-AF	12 / 2.0	2.1	2.2	2.0	2.1	282 / 7.8	5.0	7.9	12 / 282	KFRC-AF
17	KSJO-F	12 / 2.0	0.7	0.9	1.4	1.2	143 / 3.8	2.3	2.0	12 / 143	KSJO-F
21	KRSH-F	11 / 1.8	1.7	1.9	2.0	2.3	208 / 5.8	5.8	6.9	11 / 208	KRSH-F
22	KMEL-F	10 / 1.7	2.3	1.7	1.8	2.1	207 / 5.8	8.3	6.0	10 / 207	KMEL-F

12+ FM Share (Metro): 65.47% (347 of 530) (Spring 98: 63.39%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KSXY-F >>	1 KXFX-F <	1 KZST-F	1 KZST-F >	1 KZST-F >	1 KGO	1 KZST-F >	1 KZST-F <	1 KZST-F	1 KGO	1 KGO <
2 KMEL-F	2 KZST-F >	2 KXFX-F >	2 KXFX-F	2 KXFX-F	2 KZST-F >	2 KGO <	2 KGO >	2 KXFX-F <	2 KZST-F >	2 KZST-F >
2 KRPQ-F	3 KFGY-F <	3 KGO	3 KGO	3 KGO	3 KNBR	3 KXFX-F	3 KXFX-F	3 KGO	3 KNBR	3 KJZY-F <
	4 KRPQ-F	3 KFGY-F	4 KFGY-F <	4 KMGG-F	4 KSRO <	4 KSRO <	4 KFGY-F	4 KSFO <	4 KITS-F	4 KMGG-F <
	5 KITS-F	5 KMGG-F	5 KMGG-F <	4 KFGY-F <	5 KCBS <	5 KCBS	5 KNBR <	5 KRPQ-F	5 KSXY-F	5 KXFX-F
	5 KSXY-F	6 KRPQ-F	6 KNBR	6 KNBR	6 KMGG-F <	6 KSFO <	6 KRPQ-F <	6 KNBR <	5 KSRO	5 KRPQ-F
	5 KSJO-F	7 KNBR <	7 KMHX-F	7 KJZY-F	7 KJZY-F	7 KNBR <	7 KMGG-F	7 KFGY-F <	5 KJZY-F <	7 KCBS
	8 KTOB	8 KMHX-F	7 KRPQ-F	7 KRPQ-F <	7 KXFX-F	8 KITS-F <	8 KABL	8 KMGG-F <	8 KCBS	7 KFGY-F
				9 KMHX-F <	7 KABL <	9 KRPQ-F <	9 KDFC-F	9 KSXY-F <	8 KDFC-F	7 KSXY-F <
				10 KSFO	10 KSFO	10 KFGY-F	9 KSRO <	10 KMHX-F	8 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	12+ Ovrnite
1 KRPQ-F	1 KZST-F >>	1 KZST-F >>	1 KZST-F >>	1 KZST-F >>	1 KXFX-F >	1 KXFX-F >	1 KXFX-F	1 KXFX-F >>	1 KXFX-F	1 KGO
1 KZST-F	2 KSXY-F	2 KSXY-F	2 KFGY-F	2 KFGY-F	2 KSJO-F	2 KSJO-F >	2 KFGY-F	2 KZST-F	2 KGO <	2 KCBS
3 KFGY-F >	2 KRPQ-F	3 KMHX-F	3 KRPQ-F	3 KGO	3 KYLD-F	3 KFGY-F	2 KSJO-F	2 KGO	3 KNBR	2 KSRO
4 KYLD-F >>	2 KFGY-F	3 KXFX-F	4 KMGG-F	3 KMGG-F	3 KMEL-F >	3 KITS-F	2 KTOB	4 KNBR <	4 KZST-F	4 KZST-F >
	5 KXFX-F	3 KGO >	4 KMHX-F	5 KJZY-F	5 KITS-F	5 KITS-F	5 KITS-F	5 KSJO-F	5 KMGG-F	5 KXFX-F >>
	5 KMHX-F		6 KGO	6 KMHX-F	5 KZST-F	5 KRPQ-F	5 KRPQ-F	6 KMGG-F	5 KSFO	
	7 KLLC-F		6 KJZY-F	6 KRPQ-F	5 KSXY-F >>	7 KMEL-F	7 KLLC-F >	6 KSFO	7 KFGY-F	
	7 KMGG-F		8 KSXY-F	6 KXFX-F		7 KSXY-F		6 KFGY-F	8 KRRS	
	7 KGO		8 KXFX-F	9 KSXY-F				8 KSJO-F		
	7 KITS-F >			9 KFRC-AF						

SANTA ROSA

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
KGRP-F	SAC	100.9	Calistoga	0.5	2.0	3	75
KTOB	SP-C	1490	Petaluma	1.5	2.4	9	89

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
KFAX	REL	1100	San Francisco	0.3	1.1	2	41
KFOG-F	AOR-P	104.5	San Francisco	1.0	3.9	6	144
KIOI-AF	AC	101.3	San Francisco	0.7	3.3	4	124
KISQ-F	B/O	98.1	San Francisco	1.0	3.3	6	124
KKSF-F	J	103.7	San Francisco	0.5	2.0	3	72
KMKY	KIDS	1310	Oakland	0.3	1.9	2	69
KOIT-F	SAC	96.5	San Francisco	1.2	3.4	7	126
KSAN-F	CL AOR	107.7	San Francisco	1.0	2.6	6	96
KYCY-F	C	93.3	San Francisco	0.3	1.6	2	60
KYLD-F	B/CHR	94.9	San Francisco	1.3	5.6	8	209
KZQZ-F	CHR	95.7	San Francisco	0.3	2.7	2	98

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	87 (4)	87 (4)	16.4 %	16.2 %
AOR/Classic/NR	0 (0)	85 (6)	85 (6)	16.0 %	16.0 %
Black/Urban	0 (0)	14 (2)	14 (2)	2.6 %	2.1 %
CHR	0 (0)	30 (3)	30 (3)	5.7 %	3.3 %
Classical	0 (0)	16 (1)	16 (1)	3.0 %	2.3 %
Country	1 (1)	52 (3)	53 (4)	10.0 %	10.8 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	21 (2)	0 (0)	21 (2)	4.0 %	2.9 %
Jazz	0 (0)	22 (2)	22 (2)	4.2 %	4.2 %
News/Talk	109 (4)	0 (0)	109 (4)	20.6 %	18.3 %
Oldies	4 (1)	31 (2)	35 (3)	6.6 %	8.3 %
Others/Unknown	2 (1)	0 (0)	2 (1)	0.4 %	0.6 %
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.4 %	0.4 %
Soft AC	0 (0)	10 (2)	10 (2)	1.9 %	1.9 %
Sports	26 (1)	0 (0)	26 (1)	4.9 %	5.6 %
Standards/EZ	18 (1)	0 (0)	18 (1)	3.4 %	6.6 %
Totals	183 (12)	347 (25)	530 (37)		

Consolidation Report	12+	25-54	Revenue
Amaturo KFGY-FM, KMGG-FM, KSRO-AM, KXFX-FM	17.5 %	19.1 %	%
Constant KGRP-FM, KRSH-FM, KSXY-FM	5.3 %	5.3 %	%
KRPQ KMHX-FM, KRPQ-FM	7.0 %	6.9 %	%
KZST KJZY-FM, KZST-FM	12.3 %	13.9 %	%
	42.1 %	45.2 %	%

AM Stations

KRRS	1460	1 kw/0.030 kw (DA-1)	Hispanic	\$ NA	Interep	Moon
KSRO	1350	5 kw (DA-N)	News/Talk	Westwd, CNN	\$21.00	Eastman

FM Stations

KFGY	92.9	2.3 kw @ 1948	Country	\$<20.00	Allied	Amaturo	Healdsburg
KJZY	93.7	1.1 kw @ 780	Jazz	ABC	\$<20.00	Mc-Guild	KZST-F
KMGG	97.7	2.05 kw @ 1122	Oldies	Westwd	\$24.00	Allied	Amaturo
KMHX	104.1	0.25 kw @ 1106	Modern AC	\$ NA	---	KRPQ-F	Windsor
KRPQ	104.9	0.34 kw @ 915	Country	\$39.00	Christal	KMHX-F	Rohnert Park
KRSH	98.7	0.34 kw @ 1378	Progressive AOR	\$<20.00	---	Constant	Middletown
KSXY	95.9	0.34 kw @ 394	CHR	\$ NA	---	Constant	Healdsburg
KXFX	101.7	2.2 kw @ 1089	AOR	\$34.00	Allied	Amaturo	
KZST	100.1	6 kw @ 239	AC	ABC	\$65.00	Mc-Guild	KJZY-F

Notes: Other ranked stations -- See San Francisco or San Jose ... The market's Metro and Total survey areas are the same ... Station revenue data are not available ... 2/99 KHBG-F changed from AC to CHR as KSXY-F

SARASOTA-BRADENTON

Arbitron Rank: 79 Pop (12+): 499,000	Stations: 35 / 7	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 843 / 592:1 / 54.1%	Household Income: \$38,399
MSA Pop: NA	Sample Target: 880	Total Retail Sales: \$6.2 Bil.
DMA: Tampa (#15)	% Below Line: 58.8	#1 Biller: NA
Average Persons Rating: 15.9	% Not Listed: 15.5	#1 Billing Portfolio: NA
Market TSL in Hours: 21.00	Pop per Station: 71,286	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level
1	WDDV-F	EZ/ST	78 / 9.9				891 / 17.9			79 / 921	WDDV-F
2	WHPT-F	AOR-P	49 / 6.2	6.8	4.8	4.5	621 / 12.4	14.5	11.9	56 / 740	WHPT-F
2	WFLZ-F	CHR	49 / 6.2	5.9	6.3	7.2	891 / 17.8	18.0	18.8	62 / 1193	WFLZ-F
4	WDUV-F	EZ/ST	46 / 5.8	11.9	14.5	14.4	646 / 13.0	22.4	24.4	57 / 752	WDUV-F
5	WCTQ-F	C	44 / 5.6	6.2	7.8	4.1	664 / 13.3	13.7	13.9	48 / 718	WCTQ-F
6	WSRZ-F	O	42 / 5.3	4.0	5.2	4.5	647 / 13.0	10.3	10.6	45 / 708	WSRZ-F
7	WFLA	T	36 / 4.6	6.4	6.6	6.1	615 / 12.3	12.5	12.8	37 / 651	WFLA
8	WWRM-F	SAC	31 / 3.9	4.6	3.7	4.8	477 / 9.6	9.5	9.4	37 / 582	WWRM-F
9	WXTB-F	AOR	30 / 3.8	2.7	3.2	2.5	357 / 7.2	5.9	6.8	31 / 369	WXTB-F
10	WYNF-F	AOR/CL	28 / 3.5	4.0	4.7	3.8	287 / 5.8	9.5	9.4	39 / 333	WYNF-F
10	WSJT-F	J	28 / 3.5	2.7	3.5	4.1	426 / 8.5	7.8	6.6	41 / 544	WSJT-F
12	WLLD-F	CHR/U	25 / 3.2	2.8	1.9		417 / 8.4	6.6	5.8	25 / 448	WLLD-F
13	WTBT-F	CL AOR	22 / 2.8	0.9	0.9		325 / 6.5	3.0	1.3	26 / 413	WTBT-F
14	WKII	ST	18 / 2.3	4.2	2.8	2.7	200 / 4.0	5.2	3.4	39 / 419	WKII
15	WRBQ-F	C	17 / 2.2	2.5	2.3	2.5	260 / 5.0	5.5	5.7	17 / 250	WRBQ-F

12+ FM Share (Metro): 86.53% (578 of 668) (Spring 98: 79.80%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFLZ-F	1 WFLZ-F	1 WHPT-F <	1 WHPT-F >	1 WHPT-F >	1 WDDV-F >	1 WFLZ-F <	1 WDDV-F	1 WDDV-F	1 WDUV-F	1 WDDV-F >
1 WLLD-F >>>	2 WXTB-F <	2 WFLZ-F >	2 WFLZ-F	2 WFLZ-F	2 WDUV-F	2 WDDV-F	2 WHPT-F	2 WHPT-F	2 WLLD-F	2 WDUV-F
	3 WHPT-F	3 WXTB-F	3 WYNF-F	2 WCTQ-F	3 WSRZ-F	3 WXTB-F	3 WFLA	3 WCTQ-F <	3 WFLZ-F	3 WFLZ-F
	4 WCTQ-F	4 WYNF-F	4 WXTB-F <	4 WYNF-F <	4 WFLA <	4 WHPT-F <	4 WCTQ-F <	4 WFLZ-F	3 WCTQ-F	3 WFLZ-F <
	4 WLLD-F >	5 WCTQ-F	5 WCTQ-F	5 WWRM-F <	5 WHPT-F	5 WSRZ-F	5 WSRZ-F <	5 WDUV-F	5 WDDV-F	5 WCTQ-F
	6 WSSR-F	6 WLLD-F <	6 WSRZ-F	6 WXTB-F <	5 WCTQ-F	6 WFLA <	6 WDUV-F <	6 WSRZ-F <	6 WWRM-F	6 WHPT-F
	7 WYNF-F >	7 WTBT-F	6 WWRM-F	7 WSRZ-F	7 WWRM-F <	7 WCTQ-F	7 WWRM-F	7 WYNF-F	6 WYNF-F	7 WSJT-F <
		8 WSRZ-F	6 WTBT-F	8 WSJT-F	8 WSJT-F >	7 WDUV-F	8 WFLZ-F	7 WLLD-F <	8 WSJT-F	8 WFLA <
		8 WWRM-F	9 WRBQ-F	8 WTBT-F	9 WKII	9 WWRM-F	8 WSJT-F <	9 WWRM-F	8 WXTB-F <	9 WTBT-F
		10 WSSR-F		10 WRBQ-F <	9 WYNF-F <	10 WYNF-F <		10 WSJT-F <	10 WSRZ-F	9 WRBQ-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	12+ Ovrnite
1 WFLZ-F >	1 WFLZ-F	1 WHPT-F	1 WFLZ-F	1 WHPT-F	1 WFLZ-F	1 WXTB-F	1 WXTB-F	1 WHPT-F <	1 WHPT-F	1 WFLA >>
2 WSSR-F >	2 WHPT-F	2 WFLZ-F >	1 WHPT-F >	2 WWRM-F	1 WLLD-F	2 WFLZ-F >	2 WHPT-F	2 WFLZ-F <	2 WYNF-F <	2 WKXY
3 WCTQ-F	3 WSSR-F >	3 WSSR-F	3 WWRM-F	3 WFLZ-F	3 WXTB-F	3 WLLD-F	3 WCTQ-F	3 WXTB-F <	3 WCTQ-F	3 WYNF-F
3 WLLD-F	4 WCTQ-F	4 WCTQ-F	4 WCTQ-F	4 WCTQ-F	4 WQYK-F >>>	3 WHPT-F	4 WYNF-F	4 WYNF-F >	4 WXTB-F	4 WHPT-F
3 WXTB-F >>	4 WXTB-F	4 WRBQ-F	5 WSSR-F	5 WRBQ-F		5 WCTQ-F	4 WFLZ-F >	5 WCTQ-F	5 WFLZ-F	4 WFLZ-F
	6 WLLD-F	4 WXTB-F >	5 WRBQ-F	6 WSJT-F		6 WYNF-F >	6 WTBT-F	5 WTBT-F <	6 WSRZ-F	
	7 WFLA		7 WSRZ-F	6 WSRZ-F				7 WLLD-F	6 WTBT-F >	
	7 WFJO-F		8 WXTB-F	8 WFJO-F				8 WSRZ-F >	8 WSJT-F	
	7 WRBQ-F >		8 WFJO-F	8 WSSR-F						
			10 WLLD-F							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WKXY	T	930	Sarasota 0.9 3.1 7 156
WSPB	T	1450	Sarasota 0.3 2.0 3 115
WWPR	ST	1490	Bradenton 0.4 1.7 3 85

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAKS-F	AC/CHR	100.7	Tampa 1.3 4.4 11 280
WCOF-F	CL HITS	107.3	St. Petersburg 0.5 2.0 4 98
WCVU-F	EZ	104.9	Solana 0.8 2.1 34 311
WDAE	SPRIS	1250	Tampa 0.4 1.3 3 63
WFJO-F	B/O	101.5	St. Petersburg 1.6 5.0 24 415
WGUL-AF	ST	860	Dunedin 1.5 3.6 12 179
WHNZ	N	570	Pinellas Park 0.6 1.9 5 107
WIKX-F	C	92.9	Punta Gorda 0.8 2.1 52 436
WINK-F	AC	96.9	Fort Myers 1.1 3.8 25 450
WQYK-F	C	99.5	St. Petersburg 0.8 2.2 6 127
WRXK-F	AOR	96.1	Bonita Springs 0.5 1.3 11 138
WSSR-F	AC-NR	95.7	Clearwater 1.8 7.3 14 372
WSUN-F	O	97.1	Holiday 0.4 1.4 3 70
WXKB-F	CHR	103.9	Cape Coral 0.6 3.0 15 388
WYUU-F	O	92.5	Safety Harbor 1.1 3.9 9 194
WZTM	SP-TP	820	Largo 0.5 1.2 4 59

SARASOTA-BRADENTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Clear Channel	24.6 %	21.8 %	%	AC	0 (0)	33 (3)	33 (3)	4.9 %	4.8 %
WAMR-AM, WCTQ-FM, WDDV-FM, WSPB-AM, WSRZ-FM, WYNF-FM				AOR/Classic/NR	0 (0)	133 (5)	133 (5)	19.9 %	16.0 %
	24.6 %	21.8 %	%	Black/Urban	0 (0)	13 (1)	13 (1)	1.9 %	1.6 %
				CHR	0 (0)	79 (3)	79 (3)	11.8 %	9.4 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	73 (4)	73 (4)	10.9 %	14.4 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	4 (1)	0 (0)	4 (1)	0.6 %	0.0 %
				Jazz	0 (0)	28 (1)	28 (1)	4.2 %	4.1 %
				News/Talk	50 (4)	0 (0)	50 (4)	7.5 %	11.8 %
				Oldies	0 (0)	58 (4)	58 (4)	8.7 %	7.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
				Soft AC	0 (0)	31 (1)	31 (1)	4.6 %	5.4 %
				Sports	3 (1)	0 (0)	3 (1)	0.4 %	1.2 %
				Standards/EZ	33 (3)	130 (4)	163 (7)	24.4 %	23.1 %
				Totals	90 (9)	578 (26)	668 (35)		

FM Stations

Station	Freq	Power	Format	Value	Company	Channel	Location
WCTQ	106.5	25 kw @ 259	Country	Westwd \$45.00	Eastman	Clear Channel	Sarasota
WDDV	92.1	22 kw @ 328	Standards/EZ List.	Westwd \$ NA	Eastman	Clear Channel	Venice
WSRZ	107.9	45.8 kw @ 515	Oldies	\$47.00	Eastman	Clear Channel	Coral Cove
WYNF	105.9	4.3 kw @ 394	AOR/Classic AOR	\$40.00	Eastman	Clear Channel	Englewood

Notes: Other ranked stations – See Tampa-Saint Petersburg or Fort Myers-Naples . . . 4/99 WCTQ-F moved from 92.1 to 106.5; WSRZ-F moved from 106.3 to 107.9; WYNF-F moved from 107.9 to 105.9; a new station, WDDV-F, assumed WCTQ-F's old facility at 92.1 . . . 7/99 WKXY (930) sold to WGUL, Inc. for \$900,000

SAVANNAH

Arbitron Rank: 153 Pop (12+): 235,600	Stations: 17 / 17	Last Year's Revenue: \$15,000,000
MSA Rank: 163	Diaries: 931 / 253:1 / 46.5%	Household Income: \$36,049
MSA Pop: 290,000	Sample Target: 900	Total Retail Sales: \$2.8 Bil.
DMA: 100	% Below Line: 0.0	#1 Biller: WAEV-F \$1,900,000
Average Persons Rating: 13.4	% Not Listed: 12.5	#1 Billing Portfolio: AMFM \$5,725,000
Market TSL in Hours: 19.25	Pop per Station: 13,859	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WEAS-F	B	54 / 15.6	12.9	12.1	12.6	11.5	562 / 23.9	26.0	24.3	109 / 1380	C	WEAS-F
2	WJCL-F	C	29 / 8.4	5.7	8.5	9.1	9.6	390 / 16.5	15.4	17.2	48 / 858	C	WJCL-F
3	WL VH-F	B/AC	28 / 8.1	9.4	8.5	7.3	8.5	429 / 18.2	17.6	17.1	33 / 577	C	WL VH-F
4	WSOK	B/G	27 / 7.8	11.3	10.4	10.2	10.1	289 / 11.0	16.0	14.5	31 / 275	A	WSOK
5	WAEV-F	AC	22 / 6.4	5.9	7.1	9.6	9.3	458 / 19.5	22.3	21.8	46 / 973	C	WAEV-F
6	WZAT-F	CHR	19 / 5.5	4.8	3.8	3.2	4.0	421 / 17.9	14.9	13.7	38 / 882	B	WZAT-F
7	WYKZ-F	SAC	18 / 5.2	4.8	6.3	5.3	4.0	299 / 12.7	10.3	11.3	36 / 545	B	WYKZ-F
8	WBMQ	T	17 / 4.9	6.2	2.5	3.8	2.4	227 / 9.6	9.1	7.6	30 / 415	B	WBMQ
9	WLOW-F	ST	16 / 4.6	3.8	3.3	4.1	3.7	199 / 8.5	8.2	8.2	41 / 506	A	WLOW-F
10	WSCA-F	C	15 / 4.3	5.7	4.7	5.0	5.1	300 / 12.7	12.9	14.2	46 / 731	C*	WSCA-F
11	WGCO-F	O	12 / 3.5	3.2	4.9	3.8	4.8	265 / 10.8	9.3	12.9	24 / 451	B	WGCO-F
12	WIXV-F	AOR	11 / 3.2	4.0	3.8	2.6	2.4	249 / 10.8	11.9	11.7	24 / 622	B	WIXV-F

12+ FM Share (Metro): 83.11% (251 of 302) (Spring 98: 83.49%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEAS-F >>>	1 WEAS-F >>	1 WEAS-F >	1 WEAS-F >	1 WEAS-F	1 WSOK <	1 WEAS-F	1 WEAS-F	1 WEAS-F >	1 WEAS-F >>>	1 WEAS-F >>
2 WZAT-F >>>	2 WAEV-F	2 WJCL-F	2 WJCL-F	2 WJCL-F	2 WL VH-F	2 WSOK	2 WJCL-F	2 WJCL-F	2 WL VH-F	2 WJCL-F
	2 WJCL-F	3 WAEV-F	3 WAEV-F	3 WL VH-F	3 WJCL-F	3 WL VH-F	3 WBMQ	3 WL VH-F <	3 WZAT-F	2 WSOK <
	4 WZAT-F >>	4 WL VH-F	4 WL VH-F	4 WAEV-F	4 WLOW-F <	4 WJCL-F	4 WL VH-F <	4 WAEV-F	4 WAEV-F	4 WL VH-F
	5 WL VH-F	5 WYKZ-F	5 WYKZ-F	5 WYKZ-F	5 WBMQ <	5 WAEV-F <	5 WYKZ-F <	5 WZAT-F <	5 WSOK	5 WAEV-F
	5 WYKZ-F	5 WSOK	5 WSOK >	5 WSOK >	6 WYKZ-F <	6 WFXH-F	6 WSOK	6 WYKZ-F	6 WJCL-F	6 WZAT-F
	5 WVVV-F	5 WZAT-F	7 WIXV-F	7 WBMQ	7 WEAS-F	7 WZAT-F <	7 WAEV-F	6 WSOK	7 WLOW-F	7 WSCA-F <
	5 WSOK	8 WIXV-F	8 WRHQ-F	7 WSCA-F	8 WSCA-F	8 WYKZ-F <	8 WLOW-F	8 WLOW-F <	8 WSCA-F	8 WLOW-F
	5 WIXV-F			7 WIXV-F	8 WGCO-F	9 WSCA-F		9 WSCA-F	8 WYKZ-F	
				7 WGCO-F		9 WIXV-F <		9 WBMQ		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WEAS-F >>>	1 WEAS-F >>	1 WEAS-F	1 WEAS-F >	1 WL VH-F	1 WEAS-F	1 WEAS-F >>>	1 WEAS-F >>>	1 WEAS-F	1 WEAS-F >	1 WEAS-F
	2 WJCL-F	2 WJCL-F	2 WL VH-F	1 WEAS-F	1 WZAT-F >>	2 WZAT-F	2 WAEV-F	2 WJCL-F	2 WJCL-F >	2 WL VH-F >
	3 WAEV-F	2 WAEV-F	2 WJCL-F	3 WYKZ-F		3 WAEV-F	2 WJCL-F	3 WIXV-F	3 WIXV-F	3 WZAT-F
	4 WYKZ-F	4 WYKZ-F >>	4 WAEV-F	3 WJCL-F		3 WJCL-F	2 WIXV-F	4 WZAT-F	4 WSOK	
	5 WL VH-F		5 WYKZ-F >	5 WAEV-F		3 WIXV-F >		4 WAEV-F	4 WBMQ	
	6 WZAT-F >		6 WSOK >	6 WSOK >				6 WSOK	4 WRHQ-F	
								6 WRHQ-F	4 WAEV-F	
								6 WFXH-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WFXH-F	CL AOR	106.1	Hilton Head	2.6	9.3	21 378
WJLG	B/G	900	Savannah	2.0	4.5	8 164
WRHQ-F	AC	105.3	Richmond Hill	2.6	7.1	9 168
WSIS-F	B/O	103.9	Springfield	0.6	2.2	2 73
WVVV-F	AC	106.9	Bluffton, SC	2.0	7.6	14 400

SAVANNAH

Consolidation Report				Format Performance						
	12+	25-54	Revenue		AM	FM	Total	%	Yr. Ago	
Adventure	12.7 %	11.5 %	14.7 %	AC	0 (0)	38 (3)	38 (3)	12.6 %	11.0 %	
WFXH-FM, WGCO-FM, WGZO-FM, WLOW-FM, WWWV-FM				AOR/Classic/NR	0 (0)	20 (2)	20 (2)	6.6 %	7.3 %	
AMFM	31.8 %	35.1 %	38.2 %	Black/Urban	0 (0)	84 (3)	84 (3)	27.8 %	28.1 %	
WAEV-FM, WCHY-AM, WLVH-FM, WSCA-FM, WSOK-AM, WYKZ-FM				CHR	0 (0)	19 (1)	19 (1)	6.3 %	4.3 %	
Cumulus	40.2 %	40.3 %	36.2 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
WBMQ-AM, WEAS-FM, WIXV-FM, WJCL-FM, WJLG-AM, WSIS-FM, WZAT-FM				Country	0 (0)	44 (2)	44 (2)	14.6 %	14.7 %	
	84.7 %	86.9 %	89.1 %	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 (1)	0 (0)	17 (1)	5.6 %	2.8 %	
				Oldies	0 (0)	12 (1)	12 (1)	4.0 %	6.1 %	
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Religion/Gospel	34 (2)	0 (0)	34 (2)	11.3 %	11.6 %	
				Soft AC	0 (0)	18 (1)	18 (1)	6.0 %	8.3 %	
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	2.1 %	
				Standards/EZ	0 (0)	16 (1)	16 (1)	5.3 %	3.7 %	
				Totals	51 (3)	251 (14)	302 (17)			

AM Stations

WBMQ	630	5 kw (DA-N)	Talk	CBS, Westwd	\$<20.00	Katz	Cumulus
WSOK	1230	1 kw	Black Gospel	AURN, WW1, AMFM	\$17.00	Katz	AMFM

FM Stations

WAEV	97.3	100 kw @ 991	AC	Westwd, AMFM	\$38.00	Katz	AMFM
WEAS	93.1	100 kw @ 981	Black	ABC, Westwd	\$25.00	D&R	Cumulus
WGCO	98.3	100 kw @ 981	Oldies		\$20.00	Eastman	Adventure Midway
WIXV	95.5	100 kw @ 856	AOR		\$30.00	Mc-Guild	Cumulus
WJCL	96.5	100 kw @ 1161	Country	Westwd	\$35.00	—	Cumulus
WLOW	107.9	41 kw @ 538	Standards	Westwd	\$<20.00	D&R	Adventure Bluffton, SC
WLVH	101.1	50 kw @ 476	Black AC	AMFM, ABC	\$29.00	Katz	AMFM Hardeeville, SC
WSCA	94.1	100 kw @ 1320	Country	Westwd, AMFM	\$40.00	Katz	AMFM
WYKZ	98.7	100 kw @ 710	Soft AC	AMFM, Westwd	\$ NA	Eastman	AMFM Beaufort, SC
WZAT	102.1	100 kw @ 1322	CHR		\$20.00	K&P	Cumulus

Notes: * WSCA-F revenue level includes revenue of WCHY (AM) . . . 12/98 WEAS changed from Sports to Black Gospel as WJLG ("The Light") . . . 12/98 WSGF-F changed from Black to Black Oldies as WSIS-F ("Kiss 104") . . . 3/99 WCHY-F changed calls to WSCA-F; remains Country . . . 6/99 WGZO-F changed from simulcasting WGCO-F to CHR as "Z 103.1" . . . 4/99 WSGA (1400) changed calls to WHGM . . . 7/99 WHGM sold by Genesis to Gilliam (price NA)

SEATTLE-TACOMA

Arbitron Rank: 14 Pop (12+): 2,844,400
MSA Rank: 21-Seattle; 79-Tacoma
MSA Pop: 3,450,000
DMA: 12
Average Persons Rating: 14.8
Market TSL In Hours: 19.75

Stations: 29 / 29
Diaries: 3,876 / 734:1 / 52.6%
Sample Target: 3,690
% Below Line: 0.0
% Not Listed: 14.2
Pop per Station: 98,083

Last Year's Revenue: \$178,000,000
Household Income: \$53,046
Total Retail Sales: \$34.1 Bil.
#1 Biller: KIRO \$23,900,000
#1 Billing Portfolio: Entercom \$64,850,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KIRO	279 / 6.6	5.6	4.9	7.5	7.5	6.2	5025 / 17.7	17.3	21.0	297 / 5426	K	KIRO
2	KUBE-F	230 / 5.5	5.5	6.0	6.6	6.2	5.9	4411 / 15.5	16.9	16.8	252 / 4863	I	KUBE-F
3	KMPS-F	212 / 5.0	4.6	5.5	5.2	5.2	5.1	3524 / 12.4	11.4	12.4	232 / 3841	I	KMPS-F
4	KBKS-F	208 / 4.9	4.4	4.9	4.8	3.8	4.7	4854 / 17.1	17.7	15.3	233 / 5268	G	KBKS-F
5	KNDD-F	200 / 4.8	4.4	3.6	4.6	3.2	4.3	4146 / 14.6	12.2	11.7	218 / 4425	H	KNDD-F
6	KVI	189 / 4.5	3.6	4.3	3.6	4.5	4.0	2046 / 7.2	8.2	7.4	198 / 2191	I	KVI
7	KLSY-F	168 / 4.0	3.2	4.7	4.8	4.6	4.2	3168 / 11.1	13.7	11.9	169 / 3311	H	KLSY-F
8	KJR-F	163 / 3.9	2.9	3.4	3.1	2.7	3.3	2535 / 8.9	10.7	9.5	176 / 2855	H	KJR-F
9	KPLZ-F	162 / 3.9	4.1	3.5	4.2	4.2	3.9	3600 / 12.7	12.9	13.9	172 / 3898	I	KPLZ-F
10	KOMO	155 / 3.7	3.3	4.1	3.1	3.2	3.5	2914 / 10.2	14.3	9.8	164 / 3211	G	KOMO
10	KBSG-AF	155 / 3.7	5.1	4.6	5.1	5.8	4.6	3527 / 12.4	14.9	15.8	182 / 3958	I	KBSG-AF
12	KIXI	154 / 3.7	4.0	3.8	4.0	3.7	3.9	1943 / 6.8	7.7	7.7	165 / 2135	D	KIXI
13	KISW-F	148 / 3.5	4.1	3.5	3.6	3.5	3.7	2561 / 9.0	8.4	9.2	173 / 2856	H	KISW-F
14	KRWM-F	147 / 3.5	3.8	3.1	2.8	3.2	3.3	2369 / 8.3	7.3	7.7	149 / 2408	G	KRWM-F
15	KWJZ-F	142 / 3.4	3.3	3.8	3.6	3.8	3.5	2281 / 8.0	8.2	8.0	148 / 2369	G	KWJZ-F
16	KZOK-F	129 / 3.1	2.9	3.4	3.0	3.5	3.1	2629 / 9.2	8.9	9.7	135 / 2743	I	KZOK-F
17	KING-F	127 / 3.0	3.5	3.8	3.8	3.8	3.5	2301 / 8.1	9.8	9.7	140 / 2550	G	KING-F
18	KMTT-F	121 / 2.9	2.8	3.0	2.4	2.3	2.8	2220 / 7.8	7.9	8.1	125 / 2358	H	KMTT-F
19	KYCW-F	103 / 2.4	2.5	2.1	2.3	2.1	2.3	1657 / 5.8	5.1	6.0	128 / 1941	G	KYCW-F
20	KJR	87 / 2.1	3.4	2.1	2.0	2.3	2.4	2042 / 7.2	7.0	8.2	88 / 2123	G	KJR
21	KQBZ-F	84 / 2.0	3.0	2.6	2.7	2.1	2.6	1893 / 6.7	6.8	6.9	95 / 2125	F	KQBZ-F
22	KCMS-F	75 / 1.8	1.8	1.5	1.4	1.6	1.6	1451 / 5.1	4.9	4.5	79 / 1539	G	KCMS-F
23	KNWX	61 / 1.4	1.9	1.6	1.5	1.1	1.6	1658 / 5.8	6.5	5.1	63 / 1718	C	KNWX

12+ FM Share (Metro): 72.81% (2629 of 3611) (Spring 98: 72.31%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KUBE-F	1 KNDD-F <	1 KUBE-F <	1 KISW-F <	1 KMPS-F <	1 KIRO >	1 KIRO	1 KVI <	1 KIRO	1 KIRO	1 KIRO <
2 KBKS-F	2 KUBE-F	2 KNDD-F <	2 KPLZ-F <	2 KJR-F <	2 KVI <	2 KVI <	2 KJR-F <	2 KBKS-F <	2 KNDD-F <	2 KUBE-F <
3 KNDD-F >>>	3 KBKS-F	3 KBKS-F	3 KJR-F <	3 KIRO <	3 KIXI <	3 KUBE-F <	3 KMPS-F	3 KUBE-F <	3 KOMO <	3 KMPS-F <
4 KISW-F <	3 KPLZ-F <	4 KMPS-F <	4 KLSY-F	4 KOMO	4 KMPS-F	3 KIRO <	4 KMPS-F <	4 KUBE-F	4 KNDD-F <	4 KNDD-F <
5 KPLZ-F	5 KISW-F <	5 KLSY-F <	4 KPLZ-F <	5 KMPS-F <	5 KISW-F <	5 KBKS-F <	5 KNDD-F	5 KBKS-F	5 KNDD-F	5 KBKS-F
6 KMPS-F <	6 KMPS-F <	6 KZOK-F <	6 KISW-F <	6 KBSG-AF <	6 KJR-F	6 KRWM-F <	6 KQBZ-F <	6 KLSY-F	6 KLSY-F	6 KIXI
7 KJR-F	7 KLSY-F <	7 KMTT-F <	7 KZOK-F <	7 KWJZ-F <	6 KPLZ-F <	7 KIXI <	7 KLSY-F <	7 KING-F	7 KING-F	7 KING-F <
8 KLSY-F >	8 KJR-F	8 KNDD-F <	8 KMTT-F <	8 KRWM-F	8 KBKS-F <	8 KUBE-F <	8 KPLZ-F <	8 KQBZ-F <	8 KQBZ-F <	8 KBSG-AF
9 KYCW-F	9 KZOK-F <	9 KBKS-F	9 KBSG-AF <	8 KING-F	9 KLSY-F	9 KNDD-F <	9 KISW-F <	9 KPLZ-F	9 KPLZ-F	8 KWJZ-F <
	10 KMTT-F	9 KIRO <	10 KRWM-F	10 KLSY-F <	9 KOMO <	10 KWJZ-F	10 KBSG-AF	10 KRWM-F <	10 KRWM-F <	10 KPLZ-F <
			10 KBKS-F	10 KNDD-F		10 KBKS-AF <	10 KMTT-F <			
			10 KWJZ-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	12+ Ovrnite
1 KUBE-F >	1 KUBE-F <	1 KPLZ-F	1 KPLZ-F <	1 KLSY-F <	1 KUBE-F	1 KNDD-F	1 KISW-F <	1 KISW-F <	1 KIRO	1 KOMO
2 KBKS-F	2 KPLZ-F <	2 KBKS-F	2 KLSY-F	2 KPLZ-F <	2 KNDD-F >	2 KISW-F <	2 KNDD-F >	2 KNDD-F	1 KISW-F <	2 KIRO >
3 KNDD-F <	3 KBKS-F	2 KNDD-F	3 KBKS-F <	3 KRWM-F	3 KBKS-F >	3 KUBE-F >	3 KJR-F	3 KZOK-F <	3 KJR-F	3 KNDD-F <
4 KPLZ-F	4 KNDD-F	4 KLSY-F <	4 KUBE-F	4 KBSG-AF	4 KISW-F >	4 KBKS-F	4 KMPS-F	4 KUBE-F <	3 KZOK-F <	4 KLSY-F
5 KLSY-F	5 KLSY-F	5 KUBE-F	5 KRWM-F <	4 KMPS-F <	5 KJR	5 KJR-F <	5 KBKS-F <	5 KJR-F <	5 KMPS-F	5 KUBE-F <
6 KMPS-F >	6 KMPS-F	6 KISW-F	6 KMPS-F	6 KBKS-F	6 KMPS-F	6 KMPS-F	6 KPLZ-F <	6 KMPS-F <	6 KVI <	6 KQBZ-F
7 KISW-F	6 KMPS-F	7 KJR-F <	6 KWJZ-F	6 KMPS-F	6 KLSY-F	7 KJR <	7 KUBE-F	7 KIRO <	7 KNDD-F <	
7 KJR-F	8 KLSY-F	8 KNDD-F <	8 KJR-F	8 KJR-F	8 KPLZ-F	8 KJR <	8 KJR	8 KJR	8 KJR <	
9 KRWM-F <	8 KYCW-F <	9 KMTT-F <	8 KMTT-F	8 KMTT-F	9 KZOK-F	9 KZOK-F	9 KZOK-F <	8 KBKS-F <	9 KMTT-F	
10 KYCW-F	10 KRWM-F	10 KWJZ-F	10 KIRO <			10 KYCW-F	10 KVI <	10 KYCW-F	10 KYCW-F	
								10 KWJZ-F	10 KWJZ-F	

SEATTLE-TACOMA

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago	
KCIS	REL	630	Edmonds	0.5	1.8	20	553	AC	0 (0)	194 (2)	194 (2)	5.4 %	6.3 %
KGNW	REL	820	Burien	0.4	1.9	18	580	AOR/Classic/NR	0 (0)	598 (4)	598 (4)	16.6 %	14.3 %
KKBY-F	B	104.9	Eatonville	0.8	2.1	32	605	Black/Urban	0 (0)	32 (1)	32 (1)	0.9 %	1.6 %
KXPA	E	1540	Bellevue	0.4	0.7	17	198	CHR	0 (0)	600 (3)	600 (3)	16.6 %	16.5 %
KXXO-F	AC	96.1	Olympia	0.6	1.7	50	712	Classical	0 (0)	127 (1)	127 (1)	3.5 %	4.4 %
Consolidation Report				12+	25-54	Revenue		Country	0 (0)	315 (2)	315 (2)	8.7 %	8.3 %
Ackerley				11.5 %	10.9 %	14.9 %		Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KHHO-AM, KJR-AM, KJR-FM, KUBE-FM								Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CBS/Infinity				15.4 %	17.0 %	19.3 %		Jazz	0 (0)	142 (1)	142 (1)	3.9 %	4.3 %
KBKS-FM, KMPS-FM, KRPM-AM, KYCW-FM, KZOK-FM								News/Talk	684 (4)	84 (1)	768 (5)	21.3 %	21.0 %
Entercom				24.9 %	25.8 %	32.1 %		Oldies	3 (1)	315 (2)	318 (3)	8.8 %	9.7 %
KBSG-AF, KIRO-AM, KISW-FM, KMTT-FM, KNDD-FM, KNWX-AM, KQBZ-FM								Others/Unknown	17 (1)	0 (0)	17 (1)	0.5 %	0.0 %
Fisher				12.1 %	11.3 %	14.6 %		Religion/Gospel	37 (2)	75 (1)	112 (3)	3.1 %	3.1 %
KOMO-AM, KPLZ-FM, KVI-AM								Soft AC	0 (0)	147 (1)	147 (1)	4.1 %	3.7 %
Sandusky				14.6 %	14.1 %	13.1 %		Sports	87 (1)	0 (0)	87 (1)	2.4 %	2.6 %
KIXI-AM, KLSY-FM, KRWM-FM, KSRB-AM, KWJZ-FM								Standards/EZ	154 (1)	0 (0)	154 (1)	4.3 %	4.2 %
				78.5 %	79.1 %	94.0 %		Totals	982 (10)	2629 (19)	3611 (29)		

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	Station
KBSG	1210	27.5 kw/10 kw (DA-2)	Simul. KBSG-F				Auburn
KIRO	710	50 kw (DA-N)	News/Talk	CBS, AP	\$291.00	Katz	Entercom
KIXI	880	50 kw/10 kw (DA-2)	Standards	Westwd	\$50.00	Christal	Sandusky
KJR	950	50 kw (DA-N)	Sports	ESPN, CBS	\$54.00	—	Ackerley
KNWX	770	50 kw/5 kw (DA-2)	News	AP	\$25.00	Katz	Entercom
KOMO	1000	50 kw (DA-N)	Talk	ABC	\$85.00	Sentry	Fisher
KVI	570	5 kw	Talk	ABC	\$117.00	Sentry	Fisher

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	Station
KBKS	106.1	58 kw @ 2343	CHR/AC	\$58.00	Eastman	CBS/Infinity	Tacoma
KBSG	97.3	55 kw @ 2393	Oldies	\$225.00	D&R	Entercom	Tacoma
KCMS	105.3	115 kw @ 722	Contemp. Christian	UPI \$44.00	—	KCIS	Edmonds
KING	98.1	58 kw @ 2343	Classical	\$95.00	Sentry		
KISW	99.9	100 kw @ 1148	AOR	\$138.00	D&R	Entercom	
KJR	95.7	100 kw @ 1180	Classic Hits	\$110.00	Allied	Ackerley	
KLSY	92.5	58 kw @ 2343	AC	AP \$145.00	Christal	Sandusky	Bellevue
KMPS	94.1	58 kw @ 2343	Country	AP \$185.00	Eastman	CBS/Infinity	
KMTT	103.7	58 kw @ 2343	Progressive AOR	\$125.00	D&R	Entercom	Tacoma
KNDD	107.7	100 kw @ 1194	AOR-New Rock	\$140.00	D&R	Entercom	
KPLZ	101.5	100 kw @ 1200	CHR/AC	\$120.00	Sentry	Fisher	
KQBZ	100.7	100 kw @ 736	Talk	AP \$ NA	Katz	Entercom	
KRWM	106.9	100 kw @ 819	Soft AC	\$71.00	Christal	Sandusky	Bremerton
KUBE	93.3	100 kw @ 1290	CHR	\$145.00	Allied	Ackerley	
KWJZ	98.9	100 kw @ 1110	Jazz	\$65.00	Christal	Sandusky	
KYCW	96.5	100 kw @ 1223	Country	\$105.00	Eastman	CBS/Infinity	
KZOK	102.5	100 kw @ 1194	Classic AOR	\$180.00	Eastman	CBS/Infinity	

Notes: 1/99 KRPM (1090) changed from simulcasting CHR KBKS-F to Classic Country . . . 3/99 KWYZ (1230; Everett) sold to Radio Han Kook for \$480,000 . . . 5/99 KIRO-F changed calls to KQBZ-F ("The Buzz"); remains Talk . . . 6/99 KKBY-F (104.9; Eatonville) sold by Joy Communications to Rock-On Radio for \$4,500,000

SHREVEPORT

Arbitron Rank: 129 Pop (12+): 308,800
MSA Rank: 131
MSA Pop: 382,000
DMA: 75
Average Persons Rating: 14.9
Market TSL in Hours: 20.25

Stations: 16 / 15
Diaries: 970 / 318:1 / 45.5%
Sample Target: 940
% Below Line: 2.4
% Not Listed: 10.9
Pop per Station: 20,587

Last Year's Revenue: \$15,000,000
Household Income: \$34,562
Total Retail Sales: \$3.9 Bil.
#1 Biller: KRMD-F \$4,000,000
#1 Billing Portfolio: AMFM \$5,690,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1 KMJJ-F	B	74 / 16.1	13.6	11.6	15.8	13.3	14.3	811 / 26.3	23.8	25.2	103 / 1196	C	KMJJ-F
2 KDKS-F	B	55 / 12.0	10.9	10.6	11.9	10.1	11.3	588 / 19.0	21.0	22.7	57 / 646	C	KDKS-F
3 KRUF-F	CHR	42 / 9.1	8.9	7.4	9.8	10.3	8.8	661 / 21.4	19.7	22.8	80 / 1480	B	KRUF-F
4 KRMD-F	C	37 / 8.1	13.0	7.6	13.3	9.8	10.5	573 / 18.6	19.5	19.5	58 / 940	F	KRMD-F
5 KOKA	G/B	31 / 6.8	5.5	7.0	5.4	3.7	6.2	253 / 8.2	8.6	8.7	32 / 283	A	KOKA
6 KEEL	T	29 / 6.3	4.5	7.2	5.4	4.8	5.9	353 / 11.4	13.2	8.8	35 / 449	B	KEEL
7 KVKI-F	AC	26 / 5.7	6.8	8.2	5.6	9.6	6.6	483 / 15.0	17.5	19.8	31 / 607	D	KVKI-F
8 KRVQ-F	O	24 / 5.2	4.1	1.5				329 / 10.7	3.0		32 / 450		KRVQ-F
9 KITT-F	C	19 / 4.1	3.9	3.4	5.6	5.9	4.3	340 / 11.0	10.9	13.9	32 / 550	C	KITT-F
10 KTUX-F	AOR-NR	15 / 3.3	4.1	4.6	2.3	3.9	3.6	257 / 8.3	8.3	7.5	27 / 530	B	KTUX-F
11 KTAL-F	AOR	14 / 3.0	3.4	3.4	4.0	4.3	3.5	272 / 8.8	9.9	10.6	37 / 595	B	KTAL-F
12 KLKL-F	O	13 / 2.8	2.3	3.8	2.8	4.1	2.9	262 / 8.5	11.5	10.6	14 / 274	B	KLKL-F
13 KYLA-F	C	11 / 2.4	1.8	1.5	1.2	1.4	1.7	111 / 3.6	2.7	3.1	16 / 189		KYLA-F

12+ FM Share (Metro): 82.89% (339 of 409) (Spring 98: 85.75%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMJJ-F >>>	1 KMJJ-F	1 KMJJ-F	1 KMJJ-F <	1 KMJJ-F <	1 KDKS-F <	1 KDKS-F	1 KMJJ-F	1 KMJJ-F >	1 KMJJ-F >	1 KMJJ-F >
2 KRUF-F >	2 KRUF-F	2 KDKS-F	2 KDKS-F	2 KDKS-F >	2 KRMD-F	2 KMJJ-F <	2 KDKS-F <	2 KRUF-F <	2 KDKS-F >	2 KDKS-F >
3 KDKS-F >	2 KDKS-F >>	3 KRUF-F	3 KRUF-F	3 KRUF-F	2 KMJJ-F <	3 KRMD-F	3 KEEL <	3 KDKS-F	3 KRUF-F >	3 KOKA <
	4 KRMD-F	4 KRMD-F	4 KRMD-F	3 KRMD-F	4 KOKA <	4 KRUF-F	4 KRUF-F <	4 KRMD-F <	4 KOKA <	4 KRUF-F <
	4 KTUX-F	5 KVKI-F	5 KVKI-F	5 KVKI-F <	5 KRVQ-F	5 KOKA <	5 KRMD-F	5 KOKA	5 KRMD-F	5 KRMD-F >
	4 KVKI-F	6 KTAL-F	6 KRVQ-F	6 KRVQ-F	5 KEEL >	6 KVKI-F	6 KRVQ-F	6 KRVQ-F <	6 KVKI-F	6 KVKI-F <
		7 KTAL-F	7 KOKA <	7 KOKA <	7 KVKI-F >	6 KEEL	7 KVKI-F	7 KEEL		7 KRVQ-F
			7 KOKA <							7 KEEL

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KMJJ-F >	1 KDKS-F	1 KDKS-F	1 KDKS-F	1 KDKS-F	1 KMJJ-F >	1 KMJJ-F >	1 KRUF-F	1 KMJJ-F >	1 KMJJ-F >	1 KMJJ-F >
2 KRUF-F	1 KMJJ-F	2 KMJJ-F	2 KMJJ-F	2 KMJJ-F	2 KDKS-F	2 KRUF-F	1 KMJJ-F >	2 KDKS-F	2 KRMD-F	2 KDKS-F
2 KDKS-F >>	3 KRUF-F >	3 KRUF-F	3 KRUF-F >	3 KRUF-F <	2 KTUX-F >	3 KDKS-F	3 KDKS-F	3 KRUF-F <	2 KDKS-F	3 KRUF-F >
	4 KVKI-F >	4 KVKI-F >	4 KVKI-F	4 KVKI-F	4 KRUF-F	4 KTUX-F	3 KRMD-F	3 KRMD-F	4 KEEL	
			5 KRMD-F	5 KRMD-F	4 KTAL-F >>	5 KRMD-F	5 KTAL-F	5 KTAL-F	4 KRUF-F	
			6 KOKA	6 KOKA		5 KTAL-F >	5 KEEL >	5 KEEL	6 KRVQ-F	
									7 KTAL-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KASO	ST	1240	Minden	0.4	1.6	2	50
KSYR-F	AC	95.7	Minden	2.0	7.7	10	290
KWKH	T/SPRTS	1130	Shreveport	1.7	6.3	10	283

SHREVEPORT

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM KMJJ-FM, KRMD-AM, KRMD-FM	24.2 %	23.9 %	38.0 %	AC	0 (0)	35 (2)	35 (2)	8.6 %	14.5 %
Clear Channel KEEL-AM, KITT-FM, KRUF-FM, KVKI-FM, KWKH-AM	26.9 %	25.9 %	37.9 %	AOR/Classic/NR	0 (0)	29 (2)	29 (2)	7.1 %	9.7 %
Local - 1 KDKS-FM, KLKL-FM, KOKA-AM	21.6 %	22.3 %	13.7 %	Black/Urban	0 (0)	129 (2)	129 (2)	31.5 %	26.0 %
Local - 2 KASO-AM, KRVQ-FM, KSYR-FM	5.6 %	7.1 %	1.2 %	CHR	0 (0)	42 (1)	42 (1)	10.3 %	11.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	67 (3)	67 (3)	16.4 %	19.6 %
				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	37 (2)	0 (0)	37 (2)	9.0 %	9.4 %
				Oldies	0 (0)	37 (2)	37 (2)	9.0 %	4.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	31 (1)	0 (0)	31 (1)	7.6 %	4.1 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	2 (1)	0 (0)	2 (1)	0.5 %	0.8 %
	78.4 %	79.2 %	90.8 %	Totals	70 (4)	339 (12)	409 (16)		

AM Stations

KEEL	710	50 kw/5 kw (DA-2)	Talk	CNN, TARN	\$24.00	Katz	Clear Channel
KOKA	980	5 kw/0.08 kw	Gospel/Black	AURN, WW1, ABC	\$20.00	Allied	KDKS-F/KLKL-F
KWKH	1130	50 kw (DA-N)	Talk/Sports	Westwd	\$ NA	Katz	Clear Channel

FM Stations

KDKS	103.7	6 kw @ 328	Black	ABC	\$22.00	Allied	KOKA/KLKL-F	Haughton
KITT	93.7	100 kw @ 1010	Country	ABC, CNN, Westwd	\$30.00	D&R	Clear Channel	
KLKL	92.1	6 kw @ 325	Oldies	ABC	\$<20.00	Allied	KOKA/KDKS-F	Benton
KMJJ	99.7	50 kw @ 462	Black	Westwd, ABC	\$36.00	Eastman	AMFM	
KRMD	101.1	100 kw @ 1118	Country		\$68.00	Eastman	AMFM	
KRUF	94.5	100 kw @ 1296	CHR	Westwd	\$ NA	D&R	Clear Channel	
KRVQ	102.1	14 kw @ 440	Oldies		\$ NA	---	KASO/KSYR-F	Blanchard
KSYR	95.7	50 kw @ 469	AC		\$ NA	---	KASO/KRVQ-F	Minden
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	Clear Channel	
KYLA	106.7	50 kw @ 459	Country	ABC	\$ NA	Allied		Homer

Notes: 5/99 FM CP (102.9; Shreveport) sold to AMFM for \$450,000; the sale was immediately flagged by the DoJ over concentration issues

SIOUX FALLS

Arbitron Rank: 210 Pop (12+): 139,700	Stations: 18 / 13	Last Year's Revenue: \$8,900,000
MSA Rank: 229	Diaries: 643 / 217:1 / 62.5%	Household Income: \$49,031
MSA Pop: 161,000	Sample Target: 610	Total Retail Sales: \$2.5 Bil.
DMA: 105	% Below Line: 6.9	#1 Biller: KELO \$1,250,000
Average Persons Rating: 18.7	% Not Listed: 10.7	#1 Billing Portfolio:
Market TSL In Hours: 24.50	Pop per Station: 10,746	Midcontinent \$4,400,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KKLS-F	28 / 10.7	10.4	12.0	3.4	3.2	455 / 32.6	29.4	20.6	59 / 1003	B	KKLS-F
2	KELO-F	25 / 9.6	10.9	10.7	10.8	10.4	291 / 20.8	22.3	28.4	39 / 491	C	KELO-F
3	KTWB-F	22 / 8.4	8.7	7.1	6.5	10.8	222 / 15.9	15.1	13.7	34 / 385	B	KTWB-F
4	KRRO-F	21 / 8.0	6.1	8.9	9.9	10.4	265 / 19.0	17.2	19.7	30 / 410	C	KRRO-F
5	KMXC-F	19 / 7.3	7.8	6.7	15.1	12.6	249 / 17.8	19.4	21.7	23 / 301	C	KMXC-F
5	KIKN-F	19 / 7.3	6.5	5.3	5.6	6.3	206 / 14.7	14.8	13.5	48 / 600	B	KIKN-F
5	KELO	19 / 7.3	5.6	8.0	7.3	5.9	181 / 12.9	11.5	15.8	23 / 259	C	KELO
8	KYBB-F	13 / 5.0	5.2	7.6	6.5	6.8	252 / 18.1	16.9	17.9	22 / 373	B	KYBB-F
9	KXRB	12 / 4.6	5.2	4.9	6.0	6.3	120 / 8.6	7.0	9.4	20 / 248	B	KXRB
9	KSOO	12 / 4.6	4.8	4.5	3.4	4.1	178 / 12.7	15.0	12.2	15 / 267	A	KSOO
11	KWSN	11 / 4.2	4.8	4.5	4.3	1.8	134 / 9.6	14.4	11.2	14 / 189	A	KWSN
12	KISD-F	10 / 3.8	1.7	2.7	1.7	0.5	160 / 10.7	6.7	7.2	33 / 373		KISD-F

12+ FM Share (Metro): 75.11% (175 of 233) (Spring 98: 72.50%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKLS-F >>>	1 KMXC-F <	1 KRRO-F <	1 KELO-F	1 KELO-F <	1 KELO <	1 KELO >	1 KELO-F	1 KKLS-F	1 KKLS-F >	1 KKLS-F >
2 KRRO-F <	2 KMXC-F	1 KMXC-F	1 KMXC-F	2 KMXC-F	2 KELO-F	2 KTWB-F	2 KTWB-F	2 KRRO-F <	2 KRRO-F	2 KTWB-F
3 KKLS-F	3 KELO-F	3 KELO-F	3 KTWB-F	3 KTWB-F	3 KTWB-F <	2 KELO-F <	2 KMXC-F <	3 KELO-F	3 KELO-F	2 KIKN-F
4 KTWB-F	3 KKLS-F	3 KRRO-F	3 KIKN-F	4 KIKN-F	4 KIKN-F	4 KKLS-F	4 KRRO-F <	4 KIKN-F	4 KTWB-F	4 KELO-F <
5 KELO-F >	5 KTWB-F	5 KIKN-F	5 KRRO-F <	5 KSOO	5 KMXC-F <	5 KKLS-F <	5 KTWB-F	5 KMXC-F	5 KRRO-F <	5 KRRO-F <
	6 KIKN-F	5 KKLS-F	6 KKLS-F	5 KXRB <	6 KIKN-F <	6 KELO <	5 KMXC-F	6 KIKN-F	6 KIKN-F	6 KXRB
	6 KYBB-F >	5 KYBB-F >	6 KYBB-F	7 KWSN	7 KYBB-F <	7 KIKN-F <	7 KELO	6 KSOO	6 KSOO	7 KISD-F
				7 KISD-F	8 KRRO-F	8 KWSN >		8 KYBB-F	8 KYBB-F	7 KMXC-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	12+ Ovmite
1 KKLS-F >>	1 KMXC-F	1 KMXC-F >>	1 KELO-F <	1 KELO-F <	1 KRRO-F >>>	1 KRRO-F >>	1 KTWB-F	1 KRRO-F >	1 KRRO-F	1 KKLS-F
2 KKCK-F >>	2 KKLS-F	2 KELO-F >>	2 KKLS-F	2 KMXC-F	2 KKLS-F >>	2 KTWB-F >	1 KRRO-F	2 KTWB-F	2 KTWB-F	2 KWSN >>
	3 KELO-F >>		2 KMXC-F >	3 KIKN-F		3 KKLS-F	3 KMXC-F >	2 KYBB-F	2 KYBB-F	
			4 KIKN-F	4 KTWB-F		3 KMXC-F	4 KIKN-F	4 KMXC-F	4 KIKN-F	
			5 KTWB-F	4 KKLS-F		5 KYBB-F >	4 KKLS-F	5 KKLS-F	4 KMXC-F	
				6 KISD-F			4 KSOB-F		6 KELO-F	
							4 KYBB-F >>		6 KKLS-F	
									6 KSOB-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KLQL-F	C	101.1	Luverne, MN	3.1 6.8 20 311
KSOB-F	CL AOR	95.7	Dell Rapids	2.3 7.1 9 136

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KCLH-F	CL HITS	104.1	Yankton, SD	0.4 2.4 3 107
KIHK-F	C	106.9	Rock Valley, IA	0.4 1.7 5 98
KKCK-F	CHR	99.7	Marshall, MN	0.8 4.1 6 180
WNAX	C/F/S	570	Yankton, SD	1.5 4.7 33 431

SIOUX FALLS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Midcontinent	37.5 %	38.8 %	49.4 %	AC	0 (0)	19 (1)	19 (1)	8.2 %	7.5 %
KELO-AM, KELO-FM, KRRO-FM, KTWB-FM, KWSN-AM				AOR/Classic/NR	0 (0)	40 (3)	40 (3)	17.2 %	18.5 %
Southern Minnesota	39.5 %	39.4 %	47.1 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KIKN-FM, KKLS-FM, KMXC-FM, KSOO-AM, KXRB-AM, KYBB-FM				CHR	0 (0)	30 (2)	30 (2)	12.9 %	14.0 %
	77.0 %	78.2 %	96.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	12 (1)	50 (4)	62 (5)	26.6 %	22.5 %
				Full Service	23 (2)	0 (0)	23 (2)	9.9 %	10.5 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	23 (2)	0 (0)	23 (2)	9.9 %	10.0 %
				Oldies	0 (0)	11 (2)	11 (2)	4.7 %	3.5 %
				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	0 (0)	25 (1)	25 (1)	10.7 %	12.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	1.5 %
				Totals	58 (5)	175 (13)	233 (18)		

AM Stations

Station	Power	Daypart	Format	AP	Rate	Personnel	Market
KELO	1320	5 kw (DA-N)	Full Service	AP	\$26.00	Katz	Midcontinent
KSOO	1140	10 kw/5 kw (DA-N)	Talk/Sports	ABC, Westwd, SBSUS	\$<20.00	Christal	So. Minnesota
KWSN	1230	0.81 kw	Talk/Sports	CBS, Westwd, EPSN	\$<20.00	Katz	Midcontinent
KXRB	1000	10 kw (Days, DA)	Country	Westwd, CNN	\$<20.00	Christal	So. Minnesota

FM Stations

Station	Frequency	Power	Format	AP	Rate	Personnel	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
KISD	98.7	100 kw @ 1014	Oldies		\$ NA	—	Pipestone, MN
KKLS	104.7	100 kw @ 705	CHR	Westwd	\$<20.00	Mc-Guild	So. Minnesota
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	Midcontinent
KYBB	102.7	50 kw @ 200	Classic AOR		\$<20.00	Christal	So. Minnesota Canton

Notes: 4/99 KSFS (1520), plus KCGN-F, Ortonville, MN, transferred to Praise Broadcasting for no consideration

SOUTH BEND

Arbitron Rank: 159 Pop (12+): 216,500
 MSA Rank: 171
 MSA Pop: 262,000
 DMA: 85 (w/Elkhart)
 Average Persons Rating: 14.8
 Market TSL In Hours: 19.75

Stations: 19 / 16
 Diaries: 969 / 223:1 / 52.7%
 Sample Target: 960
 % Below Line: 4.1
 % Not Listed: 13.4
 Pop per Station: 13,531

Last Year's Revenue: \$15,000,000
 Household Income: \$40,839
 Total Retail Sales: \$2.8 Bil.
 #1 Biller: NA
 #1 Billing Portfolio: NA

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WNDV-F	CHR	40 / 12.5	9.6	11.1	5.5	9.2	683 / 31.6	29.0	29.1	115 / 2000	WNDV-F
2	WBYT-F	C	38 / 11.9	13.0	11.5	14.4	14.8	437 / 20.2	23.4	20.9	107 / 1382	WBYT-F
3	WNSN-F	AC	32 / 10.0	8.7	10.5	10.9	9.5	480 / 22.2	22.3	22.6	100 / 1284	WNSN-F
4	WAOR-F	AOR	24 / 7.5	5.9	5.3	8.0	5.0	341 / 15.7	14.3	15.0	56 / 755	WAOR-F
5	WSBT	FS	23 / 7.2	9.6	9.0	8.0	8.0	402 / 18.5	18.6	20.2	37 / 722	WSBT
6	WZOC-F	O	20 / 6.2	5.3	6.8	4.8	5.9	314 / 14.5	11.4	15.5	50 / 963	WZOC-F
6	WRBR-F	AOR	20 / 6.2	6.8	9.3	10.9	8.9	404 / 18.7	18.7	21.4	46 / 930	WRBR-F
8	WHLY	ST	18 / 5.6	5.6	5.3	7.1	6.5	188 / 8.7	10.1	8.5	18 / 221	WHLY
9	WUBU-F	B	18 / 5.0	7.7	6.5	4.8	5.9	194 / 9.0	10.2	10.0	16 / 222	WUBU-F
10	WSMK-F	CHR/B	11 / 3.4	3.7	3.4	1.0	0.9	238 / 11.0	11.9	9.6	19 / 532	WSMK-F

12+ FM Share (Metro): 79.86% (222 of 278) (Spring 98: 80.07%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WNDV-F >>>	1	WNSN-F	1	WNSN-F <	1	WBYT-F	1	WBYT-F <	1	WBYT-F <
2	WRBR-F	2	WBYT-F >	2	WBYT-F	2	WNSN-F <	2	WNSN-F <	2	WNSN-F <
2	WSMK-F >>>	3	WNSN-F <	2	WAOR-F	3	WNSN-F	3	WNSN-F	3	WNSN-F
4	WRBR-F	4	WAOR-F	2	WNSN-F >	4	WAOR-F	4	WAOR-F <	4	WAOR-F <
5	WAOR-F	5	WRBR-F	5	WRBR-F <	5	WZOC-F	5	WZOC-F	5	WZOC-F
6	WUBU-F	6	WUBU-F	6	WUBU-F	6	WAOR-F >	6	WAOR-F	6	WAOR-F
			7	WZOC-F	6	WRBR-F >	7	WZOC-F	7	WHLY	
									7	WRBR-F	
										7	WRBR-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	12+ Ovrite	
1	WNSN-F	1	WNSN-F	1	WNSN-F	1	WNSN-F	1	WNSN-F	1	WNSN-F
1	WBYT-F >>	1	WBYT-F >	1	WBYT-F	2	WBYT-F	1	WAOR-F	1	WAOR-F
3	WNSN-F >>	3	WNSN-F >	1	WNSN-F >	3	WNSN-F	3	WNSN-F	3	WNSN-F
4	WUBU-F	4	WUBU-F >>>	4	WUBU-F >>	4	WUBU-F	3	WRBR-F >	4	WBYT-F >
5	WSMK-F >	5	WZOC-F	5	WZOC-F >>			4	WZOC-F >>	4	WNSN-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago				
WFRN-F	REL-CC	104.7	Elkhart	1.2	5.3	29	614	AC	0 (0)	35 (2)	35 (2)	12.6 %	12.7 %
WGTC-F	REL-CC	102.3	New Carlisle	0.9	3.4	9	176	AOR/Classic/NR	0 (0)	51 (3)	51 (3)	18.3 %	18.2 %
WHME-F	REL	103.9	South Bend	0.6	2.8	8	170	Black/Urban	0 (0)	16 (1)	16 (1)	5.8 %	11.0 %
WHPZ-F	REL-CC	96.9	Bremen	0.6	1.6	16	234	CHR	0 (0)	51 (2)	51 (2)	18.3 %	12.4 %
WJVA	CLAO	1580	South Bend	1.6	4.5	11	114	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WZOW-F	CLAO	97.7	Goshen	2.2	7.3	20	401	Country	5 (1)	38 (1)	43 (2)	15.5 %	12.7 %
Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume	Full Service	AM	FM	Total	%	Yr. Ago				
WGN	FS/T	720	Chicago	1.9	5.5	19	359	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WHFB-F	AC	99.9	Benton Harbor, MI	0.9	3.4	16	276	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WLS	T	890	Chicago	1.2	2.6	17	329	News/Talk	4 (1)	0 (0)	4 (1)	1.4 %	0.7 %
								Oldies	0 (0)	20 (1)	20 (1)	7.2 %	8.2 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	0 (0)	11 (4)	11 (4)	4.0 %	5.5 %
								Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Standards/EZ	18 (1)	0 (0)	18 (1)	6.5 %	6.5 %
								Totals	56 (5)	222 (14)	278 (19)		

Consolidation Report	12+	25-54	Revenue
Federated, pend.	25.6 %	29.1 %	%
WAOR-FM, WBYT-FM, WNIL-AM, WRBR-FM			
	25.6 %	29.1 %	%

SOUTH BEND

AM Stations

WHLY	1620	10 kw/1 kw	Standards	ABC	Unirep	WJVA
WSBT	960	5 kw (DA-2)	Full Service	CBS, Westwd	Katz	Schurz

FM Stations

WAOR	95.3	3.3 kw @ 298	AOR		Eastman	Federated, pend.	Niles
WBYT	100.7	15 kw @ 910	Country		Christal	Federated	Elkhart
WNDV	92.9	12.5 kw @ 879	CHR		Mc-Guild	Artistic	
WNSN	101.5	13 kw @ 970	AC	Westwd	Katz	Schurz	
WRBR	103.9	3 kw @ 328	AOR		Christal	Federated	
WSMK	99.1	3 kw @ 328	Dance CHR		---		Buchanan, MI
WUBU	106.3	3 kw @ 292	Black	ABC, AURN	Allied		
WZOC	94.3	11.5 kw @ 492	Oldies		Katz		Plymouth

Notes: No station revenue estimates are available . . . WSMK-F reclassified from Black to Dance CHR (CHR/B) based on audience analysis and station self-description . . . 1/99 WJVA changed from simulcasting WHLY (1620) to Classic Country (C/O), using ABC's service . . . 6/99 Sale of WAOR-F, WNIL to Federated, long on

FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

SPOKANE

Arbitron Rank: 87 Pop (12+): 427,800	Stations: 22 / 22	Last Year's Revenue: \$17,700,000
MSA Rank: 121	Diaries: 1,498 / 286:1 / 55.8%	Household Income: \$38,307
MSA Pop: 416,000	Sample Target: 1,420	Total Retail Sales: \$5.5 Bil.
DMA: 72	% Below Line: 0.0	#1 Biller: KKZX-F \$2,400,000
Average Persons Rating: 15.5	% Not Listed: 13.2	#1 Billing Portfolio: AMFM \$6,310,000
Market TSL in Hours: 20.75	Pop per Station: 19,445	

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KZZU-F	62 / 9.4	10.2	11.1	9.1	7.8	9.9	983 / 23.0	23.8	23.1	80 / 1284	C	KZZU-F
2	KKZX-F	59 / 8.9	7.8	7.9	9.1	11.3	8.4	797 / 18.6	17.4	20.6	82 / 1089	D	KKZX-F
2	KDRK-F	59 / 8.9	8.5	8.8	8.2	7.0	8.6	745 / 17.4	19.6	15.5	82 / 1034	D	KDRK-F
4	KXLY-F	43 / 6.5	7.3	7.0	6.6	6.4	6.9	624 / 14.6	16.8	14.0	55 / 852	C	KXLY-F
4	KEYF-AF	43 / 6.5	4.9	5.8	7.1	5.6	6.1	686 / 16.0	14.8	18.0	58 / 993	C	KEYF-AF
6	KAQQ	39 / 5.9	4.6	5.2	4.6	4.0	5.1	390 / 9.1	8.9	7.3	49 / 511	A	KAQQ
7	KXLY	34 / 5.1	5.5	5.8	5.8	5.6	5.6	487 / 11.4	14.6	14.9	38 / 570	B	KXLY
7	KGA	34 / 5.1	5.4	5.8	6.0	4.9	5.6	423 / 9.9	11.7	9.9	43 / 556	B*	KGA
9	KHTQ-F	31 / 4.7	4.2	4.3	4.6	3.2	4.4	517 / 12.1	12.6	12.5	40 / 680	B	KHTQ-F
10	KISC-F	30 / 4.5	6.4	5.5	5.0	6.7	5.4	485 / 11.3	12.3	15.4	39 / 651	C	KISC-F
10	KEZE-F	30 / 4.5	0.7			0.6		432 / 10.1		2.1	30 / 481	C	KEZE-F
10	KAEP-F	30 / 4.5	5.2	5.3	6.0	6.2	5.3	630 / 14.7	14.5	17.7	40 / 822	C	KAEP-F
13	KNFR-F	18 / 2.7	4.3	4.9	4.6	5.2	4.1	373 / 8.7	11.9	12.5	26 / 497	C	KNFR-F
14	KCDA-F	14 / 2.1	3.1	2.7	3.0	3.7	2.7	204 / 4.8	6.8	6.3	17 / 239	B	KCDA-F
15	KWHK-F	13 / 2.0	3.4	3.2	3.6	3.2	3.0	230 / 5.4	8.0	8.2	16 / 315	A	KWHK-F

12+ FM Share (Metro): 78.22% (449 of 574) (Spring 98: 78.12%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZZU-F >>>	1 KKZX-F	1 KKZX-F	1 KKZX-F	1 KKZX-F	1 KAQQ	1 KKZX-F	1 KDRK-F <	1 KZZU-F	1 KZZU-F >>	1 KZZU-F <
2 KAEP-F >	2 KDRK-F <	2 KDRK-F	2 KDRK-F	2 KDRK-F	1 KEYF-AF <	2 KDRK-F	2 KKZX-F <	2 KDRK-F <	2 KGA	2 KDRK-F >
	3 KZZU-F <	3 KZZU-F	3 KXLY-F <	3 KXLY-F <	3 KXLY-F	3 KZZU-F	3 KXLY-F <	3 KKZX-F	3 KHTQ-F	3 KKZX-F <
	4 KEZE-F <	4 KXLY-F	4 KEYF-AF	4 KEYF-AF	3 KDRK-F	4 KXLY-F <	4 KEYF-AF <	4 KXLY-F <	3 KEYF-AF	4 KAQQ <
	5 KHTQ-F <	5 KHTQ-F	5 KZZU-F <	5 KZZU-F	5 KKZX-F <	5 KGA <	5 KZZU-F <	5 KEYF-AF	3 KKZX-F <	5 KEYF-AF
	6 KAEP-F >>	5 KEYF-AF	6 KEZE-F	6 KISC-F <	6 KXLY <	6 KXLY <	6 KGA <	6 KAQQ <	6 KDRK-F <	6 KEZE-F
		5 KEZE-F	7 KAEP-F <	7 KEZE-F <	7 KGA	7 KAQQ	7 KAQQ <	7 KHTQ-F <	7 KEZE-F	7 KXLY-F <
		5 KAEP-F	8 KISC-F	8 KAEP-F <	8 KISC-F >	8 KEYF-AF <	8 KXLY	8 KEZE-F	8 KISC-F <	8 KHTQ-F
			8 KHTQ-F >			9 KISC-F <		8 KAEP-F <		9 KISC-F
								10 KISC-F		9 KXLY <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 KZZU-F	1 KZZU-F	1 KZZU-F	1 KZZU-F <	1 KXLY-F	1 KHTQ-F	1 KKZX-F >	1 KKZX-F >	1 KKZX-F >	1 KKZX-F >	1 KZZU-F
2 KEZE-F	2 KDRK-F	2 KDRK-F	2 KXLY-F	2 KEYF-AF	1 KKZX-F	2 KHTQ-F	2 KDRK-F	2 KDRK-F	2 KDRK-F	2 KXLY
3 KHTQ-F	2 KEZE-F >	3 KEZE-F >	3 KDRK-F	2 KZZU-F	3 KAEP-F	3 KDRK-F	3 KHTQ-F	3 KHTQ-F	3 KEYF-AF <	2 KGA
3 KDRK-F	4 KHTQ-F	4 KXLY-F	4 KEZE-F <	4 KDRK-F	3 KZZU-F >>	3 KAEP-F	3 KEZE-F	4 KEYF-AF	4 KHTQ-F	4 KXLY-F
5 KAEP-F >	4 KAEP-F	4 KAEP-F	5 KEYF-AF	5 KISC-F		5 KEZE-F	5 KAEP-F >	4 KAEP-F	4 KGA <	
		6 KHTQ-F	5 KAEP-F	6 KAEP-F		6 KZZU-F >	6 KGA	6 KGA <	6 KEZE-F	
		6 KKZX-F	7 KKZX-F	6 KKZX-F <			6 KJRB	7 KISC-F	7 KISC-F	
			8 KISC-F	8 KEZE-F >				7 KZZU-F	8 KAEP-F	
			8 KHTQ-F >						8 KXLY	
									8 KXLY-F	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KAZZ-F	ST	107.1 Deer Park	0.9	1.9	8 108
KJRB	SPRTS	790 Spokane	1.4	2.9	11 160
KKPL	ST	630 Opportunity	0.8	2.9	5 134
KSBN	T	1230 Spokane	0.5	1.0	3 41
KSPO-F	REL	106.5 Dishman	0.6	1.9	5 90
KTSL-F	REL-CC	101.9 Medical Lake	1.2	3.5	11 185

SPOKANE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM KAQQ-AM, KISC-FM, KKZX-FM, KNFR-FM	22.0 %	23.0 %	35.6 %	AC	0 (0)	60 (2)	60 (2)	10.5 %	7.6 %
Citadel KAEP-FM, KDRK-FM, KEYF-AF, KGA-AM, KJRB-AM, KWHK-FM	28.4 %	31.7 %	32.6 %	AOR/Classic/NR	0 (0)	133 (4)	133 (4)	23.2 %	24.2 %
Morgan Murphy KEZE-FM, KHTQ-FM, KKPL-AM, KVNI-AM, KXLY-AM, KXLY-FM, KZZU-FM	31.0 %	29.0 %	24.7 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	81.3 %	83.7 %	92.9 %	CHR	0 (0)	62 (1)	62 (1)	10.8 %	12.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	91 (3)	91 (3)	15.9 %	18.6 %
				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	71 (3)	0 (0)	71 (3)	12.4 %	13.6 %
				Oldies	1 (1)	42 (1)	43 (2)	7.5 %	6.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	12 (2)	12 (2)	2.1 %	1.3 %
				Soft AC	0 (0)	43 (1)	43 (1)	7.5 %	7.2 %
				Sports	9 (1)	0 (0)	9 (1)	1.6 %	2.0 %
				Standards/EZ	44 (2)	6 (1)	50 (3)	8.7 %	6.7 %
				Totals	125 (7)	449 (15)	574 (22)		

AM Stations

KAQQ	590	5 kw	Standards	Westwd, CNN	\$<20.00	Katz	AMFM	
KEYF	1050	5 kw/0.355 kw	Simul. KEYF-F					Dishman
KGA	1510	50 kw (DA-N)	News/Talk	Westwd	\$20.00	Mc-Guild	Citadel	
KXLY	920	5 kw	News/Talk	ABC	\$22.00	Eastman	Morgan Murphy	

FM Stations

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	American Gen'l.	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	Citadel	Cheney
KEZE	96.9	9.8 kw @ 531	AC/CHR	ABC	\$ NA	Eastman	Morgan Murphy	
KHTQ	94.5	100 kw @ 1883	AOR	ABC	\$<20.00	Eastman	Morgan Murphy	Hayden, ID
KISC	98.1	94 kw @ 2031	AC		\$44.00	Allied	AMFM	
KKZX	98.9	100 kw @ 1614	Classic AOR		\$41.00	Mc-Guild	AMFM	
KNFR	96.1	56 kw @ 2380	Country		\$22.00	Allied	AMFM	Opportunity
KWHK	103.9	5.5 kw @ 303	Classic AOR	ABC	\$<20.00	Mc-Guild	Citadel	
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: * KGA revenue level includes revenue of KJRB . . . 5/99 KNJY-F changed from New Rock (AOR-NR) to Classic AOR as "The Hawk" . . . 5/99 KNJY-F changed calls to KWHK-F

SPRINGFIELD, MA

Arbitron Rank: 80 Pop (12+): 493,800	Stations: 31 / 15	Last Year's Revenue: \$17,800,000
MSA Rank: 89	Diaries: 1,703 / 290:1 / 51.8%	Household Income: \$42,664
MSA Pop: 590,000	Sample Target: 1,670	Total Retail Sales: \$4.4 Bil.
DMA: 104	% Below Line: 30.5	#1 Biller: WAQY-AF \$4,100,000
Average Persons Rating: 15.5	% Not Listed: 16.3	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 32,920	Clear Channel \$4,475,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WMAS-F	64 / 8.4	9.1	10.2	9.4	10.0	9.3	984 / 19.9	21.4	20.1	68 / 1008	D	WMAS-F
2	WAQY-F	60 / 7.8	5.7	8.7	7.6	8.6	7.5	969 / 19.6	17.7	21.1	66 / 1061	F	WAQY-F
3	WPKX-F	58 / 7.6	7.6	7.9	6.9	7.7	7.5	851 / 17.2	14.2	15.9	58 / 851	E	WPKX-F
4	WHYN-F	55 / 7.2	6.4	5.6	6.3	7.3	6.4	805 / 16.3	15.2	17.6	56 / 857	D	WHYN-F
5	WKSS-F	47 / 6.1	5.1	5.2	5.3	5.5	5.4	889 / 18.0	17.1	17.1	47 / 899		WKSS-F
6	WHYN	40 / 5.2	4.7	5.3	6.5	6.2	5.4	706 / 14.3	13.9	15.4	40 / 706	C	WHYN
7	WNNZ	36 / 4.7	3.6	2.2	3.3	3.5	3.5	513 / 10.4	7.9	7.8	36 / 531	B	WNNZ
8	WTIC-F	35 / 4.6	4.3	4.4	4.9	4.6	4.5	784 / 15.9	18.2	19.0	36 / 789		WTIC-F
9	WMAS	28 / 3.7	4.5	4.0	3.6	3.5	3.9	339 / 6.9	6.7	6.6	28 / 339	B	WMAS
10	WAAF-F	25 / 3.3	2.3	2.6	2.7	2.7	2.7	470 / 9.5	7.8	9.1	27 / 515		WAAF-F
11	WDRG-F	21 / 2.7	2.9	3.2	2.7	3.3	2.9	508 / 10.3	9.3	9.5	23 / 529		WDRG-F
12	WHMP-F	20 / 2.6	2.0	2.2	3.2	2.2	2.5	467 / 9.5	10.7	10.5	25 / 516	C	WHMP-F
13	WRCH-F	19 / 2.5	2.0	2.3	3.1	2.6	2.5	335 / 6.8	6.9	6.5	19 / 345		WRCH-F
13	WCCC-F	19 / 2.5	3.3	3.6	2.7	3.5	3.0	442 / 9.0	10.3	10.8	20 / 459		WCCC-F
15	WRNX-F	15 / 2.0	2.9	2.7	2.1	2.1	2.4	312 / 6.3	6.7	6.4	23 / 374	C	WRNX-F
16	WMRQ-F	13 / 1.7	1.5	1.3	2.0	1.5	1.6	361 / 7.3	7.3	8.5	13 / 361		WMRQ-F
17	WHMP	11 / 1.4	1.3	0.6	1.0	1.8	1.1	163 / 3.3	2.3	3.5	11 / 170	B	WHMP

12+ FM Share (Metro): 76.88% (492 of 640) (Spring 98: 77.30%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >>>	1 WAQY-F >	1 WAQY-F	1 WAQY-F <	1 WAQY-F <	1 WHYN-F <	1 WAQY-F <	1 WMAS-F	1 WMAS-F	1 WKSS-F	1 WPKX-F <
2 WAQY-F	2 WMAS-F >	2 WMAS-F >	2 WMAS-F	2 WMAS-F	2 WPKX-F	2 WHYN-F <	2 WHYN-F <	2 WAQY-F <	2 WAQY-F	2 WKSS-F
2 WMRQ-F	3 WKSS-F	3 WPKX-F	3 WPKX-F <	3 WHYN-F <	3 WHYN <	3 WMAS-F <	3 WAQY-F <	3 WPKX-F	2 WHYN	3 WMAS-F
2 WAAF-F >	4 WAAF-F >	3 WKSS-F <	4 WTIC-F	4 WPKX-F	4 WMAS-F <	4 WPKX-F	4 WPKX-F >	4 WNNZ	4 WMAS-F	3 WAQY-F
	5 WTIC-F	5 WTIC-F <	5 WHYN-F	5 WTIC-F >	5 WNNZ	5 WHYN	5 WHYN	4 WKSS-F <	4 WHYN-F	5 WHYN-F
	6 WPKX-F >	6 WHYN-F	6 WKSS-F	6 WKSS-F	6 WAQY-F	6 WNNZ <	5 WKSS-F	6 WHYN-F	6 WPKX-F	6 WTIC-F <
		7 WAAF-F	7 WHYN <	7 WHYN	6 WMAS >	7 WCCC-F	7 WTIC-F <	7 WTIC-F	7 WAAF-F	7 WHYN <
		8 WHMP-F	8 WRNX-F <	8 WRNX-F		8 WTIC-F <	8 WNNZ <	8 WMAS <	7 WTIC-F	8 WDRG-F
		8 WCCC-F <	9 WDRG-F <	8 WDRG-F		9 WKSS-F	9 WMAS	9 WAAF-F	9 WNNZ	9 WMAS
						10 WMAS <				9 WNNZ

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKSS-F	1 WMAS-F	1 WMAS-F >	1 WMAS-F >	1 WMAS-F	1 WAAF-F	1 WAQY-F	1 WAQY-F >	1 WAQY-F >	1 WAQY-F >	1 WHYN >
2 WMAS-F >>	2 WKSS-F	2 WTIC-F	2 WKSS-F <	2 WHYN-F	2 WAQY-F >	2 WAAF-F >	2 WAAF-F	2 WAAF-F	2 WPKX-F	2 WAQY-F
3 WHMP-F	3 WTIC-F	3 WKSS-F	3 WTIC-F <	3 WPKX-F <	3 WKSS-F >	3 WKSS-F	3 WTIC-F	3 WPKX-F <	3 WHYN	2 WNNZ
3 WAQY-F	4 WAQY-F	4 WAQY-F	4 WHYN-F	4 WTIC-F	4 WCCC-F	4 WTIC-F	3 WMAS-F	4 WMAS-F <	4 WMAS-F <	4 WPKX-F
5 WTIC-F	5 WHYN-F	4 WHYN-F	4 WPKX-F <	5 WAQY-F	4 WHMP-F	4 WMAS-F	3 WKSS-F	5 WKSS-F <	5 WTIC-F	5 WMAS-F
5 WHYN-F	6 WPKX-F	4 WPKX-F >>	6 WAQY-F >>	6 WKSS-F	4 WMAS-F >	4 WCCC-F	6 WCCC-F	6 WTIC-F <	5 WHYN-F	6 WAAF-F
5 WPKX-F >	7 WHMP-F >			7 WDRG-F	7 WHMP-F	7 WHMP-F	7 WPKX-F	7 WHYN	7 WAAF-F	
	8 WCCC-F			8 WRNX-F				7 WCCC-F	8 WNNZ	
				9 WRCH-F				9 WHYN-F	8 WKSS-F	
									8 WCCC-F	

Other Rated Stations				Metro Cume				TSA							
				Share	Rating	AQH	Cume	Other Rated Stations—Outside Market							
				Share	Rating	AQH	Cume								
WACE	REL	730	Chicopee	0.4	2.3	3	115	WBZ	NT	1030	Boston	0.5	2.1	8	132
WARE	ST	1250	Ware	0.8	1.8	6	90	WDRG	ST	1360	Hartford	0.4	1.1	3	54
WPVQ-F	C	93.9	Turners Falls	0.8	2.1	29	258	WFAN	SPRTS	660	New York	0.5	1.7	4	85
WSPR	SP-TP	1270	Springfield	0.7	1.4	6	81	WHCN-F	CL AOR	105.9	Hartford	1.2	4.7	9	243
								WRSI-F	AOR-P	95.3	Greenfield	0.5	1.7	7	148
								WSRS-F	AC	96.1	Worcester	1.2	4.0	10	230
								WTIC	FS	1080	Hartford	1.0	3.8	8	187
								WWYZ-F	C	92.5	Waterbury, CT	0.8	3.7	6	182
								WZMX-F	B/O	93.7	Hartford	0.9	3.9	7	190

SPRINGFIELD, MA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	11.6 %	10.6 %	21.7 %	AC	0 (0)	163 (4)	163 (4)	25.5 %	27.0 %
WHMP-AM, WHMP-FM, WPKX-FM				AOR/Classic/NR	0 (0)	165 (8)	165 (8)	25.8 %	25.3 %
Clear Channel	17.1 %	15.8 %	25.5 %	Black/Urban	0 (0)	7 (1)	7 (1)	1.1 %	0.0 %
WHYN-AM, WHYN-FM, WNNZ-AM				CHR	0 (0)	47 (1)	47 (1)	7.3 %	6.6 %
	28.7 %	26.4 %	47.2 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	70 (3)	70 (3)	10.9 %	10.7 %
				Full Service	8 (1)	0 (0)	8 (1)	1.3 %	1.1 %
				Hispanic	5 (1)	0 (0)	5 (1)	0.8 %	1.4 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	91 (4)	0 (0)	91 (4)	14.2 %	14.1 %
				Oldies	0 (0)	21 (1)	21 (1)	3.3 %	4.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	3 (1)	0 (0)	3 (1)	0.5 %	1.1 %
				Soft AC	0 (0)	19 (1)	19 (1)	3.0 %	3.1 %
				Sports	4 (1)	0 (0)	4 (1)	0.6 %	0.0 %
				Standards/EZ	37 (3)	0 (0)	37 (3)	5.8 %	4.9 %
				Totals	148 (11)	492 (19)	640 (30)		

AM Stations

Station	Freq	Pwr	Format	Comments	Rate	Agency	Service	City
WHMP	1400	1 kw	Talk	Westwd, TARN, 1/1	\$14.00	D&R	AMFM	Northampton
WHYN	560	5 kw/1 kw (DA-2)	Talk	ABC, CNN, ESPN	\$39.00	Clr Chnl	Clear Channel	
WMAS	1450	1 kw	Standards	Westwd, Jones	\$25.00	Mc-Guild		
WNNZ	640	50 kw/1 kw (DA-2)	Talk/News	CBS, ABC, Westwd	\$25.00	Katz	Clear Channel	Westfield

FM Stations

Station	Freq	Pwr	Format	Comments	Rate	Agency	Service	City
WAQY	102.1	17 kw @ 780	Classic AOR		\$75.00	Katz	Saga	
WHMP	99.3	6 kw @ 325	New Rock	Jones	\$30.00	Sentry	AMFM	Northampton
WHYN	93.1	8.9 kw @ 1000	AC		\$56.00	Clr Chnl	Clear Channel	
WMAS	94.7	50 kw @ 195	AC		\$50.00	Mc-Guild		
WPKX	97.9	2.2 kw @ 528	Country		\$70.00	D&R	AMFM	Enfield, CT
WRNX	100.9	1.35 kw @ 692	Progressive AOR		\$25.00	Allied		Amherst

Notes: Other ranked stations - See Hartford or Boston . . . 3/99 WEIB-F (106.3; Northampton) began operation as "FM 106.3" . . . 7/99 WARE (1250; Ware) changed from Standards to Oldies . . . 7/99 WARE sold to Mega (price NA) . . . 7/99 WACE (plus five other stations) sold by Carter to Catholic Radio for an estimated \$20,000,000

SPRINGFIELD, MO

Arbitron Rank: 146 Pop (12+): 254,800	Stations: 18 / 18	Last Year's Revenue: \$17,500,000
MSA Rank: 159	Diaries: 726 / 351:1 / 59.1%	Household Income: \$37,171
MSA Pop: 305,000	Sample Target: 680	Total Retail Sales: \$4.5 Bil.
DMA: 79	% Below Line: 0.0	#1 Biller: KTTS-F \$3,600,000
Average Persons Rating: 15.1	% Not Listed: 15.8	#1 Billing Portfolio: Sunburst \$6,780,000
Market TSL In Hours: 20.00	Pop per Station: 14,156	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level		
1	KTTS-F	C	48 / 12.5	14.4	14.9	12.3	12.8	660 / 25.9	20.9	28.6	114 / 1447	E	KTTS-F
2	KHTO-F	CHR	35 / 9.1	7.3	5.4	7.2	6.1	549 / 21.5	20.0	15.7	49 / 778	C	KHTO-F
2	KGBX-F	AC	35 / 9.1	9.8	12.1	10.1	8.0	483 / 19.0	19.5	23.2	56 / 703	E	KGBX-F
4	KGMV-F	C	31 / 8.0	5.2	7.5	6.4	9.0	372 / 14.8	11.8	18.0	43 / 649	C	KGMV-F
5	KTOZ-F	AC-NR	30 / 7.8	5.8	4.4	5.6	5.1	482 / 18.9	16.1	12.4	40 / 827	B	KTOZ-F
6	KWTO	T	18 / 4.7	5.5	4.9	3.5	4.0	259 / 10.2	12.7	11.0	28 / 412	B	KWTO
6	KKLH-F	CL HITS	18 / 4.7	4.0	3.9	2.9	4.8	299 / 11.7	13.3	11.6	33 / 523	B	KKLH-F
8	KTXR-F	SAC	17 / 4.4	5.8	4.4	5.6	4.3	291 / 11.4	13.0	12.6	34 / 565	B	KTXR-F
9	KOSP-F	O	16 / 4.2	5.2	4.6	5.9	5.9	356 / 14.0	14.4	12.0	29 / 565	C	KOSP-F
10	KZRQ-F	AOR	15 / 3.9	4.0	3.1	1.3	2.1	226 / 8.9	8.7	7.2	23 / 347	A	KZRQ-F
10	KXUS-F	AOR/CL	15 / 3.9	3.7	6.7	6.1	6.4	286 / 10.4	10.9	13.4	34 / 583	C	KXUS-F
10	KTTS	C	15 / 3.9	2.8	3.6	4.8	6.1	187 / 8.8	5.0	5.4	17 / 206	C	KTTS
13	KADI-F	REL-CC	10 / 2.6	1.8	1.3	2.4	2.1	227 / 8.9	7.3	3.7	11 / 249		KADI-F

12+ FM Share (Metro): 87.69% (285 of 325) (Spring 98: 89.15%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTO-F >>>	1 KHTO-F <	1 KGBX-F	1 KGBX-F	1 KGBX-F	1 KTTS-F >	1 KTTS-F >	1 KTTS-F <	1 KTTS-F <	1 KHTO-F >	1 KTTS-F
2 KZRQ-F >>	2 KTOZ-F <	1 KTOZ-F <	2 KGMV-F <	2 KTTS-F <	2 KGBX-F >	2 KGBX-F	2 KGBX-F	2 KHTO-F	2 KTXR-F	2 KHTO-F
	3 KGMV-F >	3 KGMV-F <	3 KTOZ-F <	3 KGMV-F	3 KWTO <	3 KGMV-F	3 KGMV-F <	3 KTOZ-F <	2 KTTS-F	3 KGBX-F <
	4 KXUS-F	4 KHTO-F	4 KTTS-F	4 KTOZ-F >	4 KTXR-F	4 KTOZ-F <	4 KWTO <	4 KGMV-F <	4 KTOZ-F	4 KGMV-F
	5 KGBX-F	5 KTTS-F	5 KHTO-F	5 KHTO-F	4 KTTS <	5 KHTO-F <	5 KTOZ-F	5 KGBX-F	5 KXUS-F	4 KTOZ-F
	6 KZRQ-F	6 KKLH-F	5 KKLH-F	5 KKLH-F	6 KOSP-F <	6 KTTS	6 KHTO-F	6 KWTO >	5 KGBX-F	6 KTXR-F
		7 KXUS-F	7 KWTO	7 KWTO <	7 KGMV-F	7 KOSP-F <	7 KKLH-F >	7 KXUS-F	7 KGMV-F	7 KOSP-F
			8 KXUS-F >	8 KOSP-F	8 KKLH-F	8 KKLH-F	8 KZRQ-F <	7 KZRQ-F	7 KZRQ-F >	7 KTTS <
								7 KKLH-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	12+ Ovrnite
1 KHTO-F >>>	1 KHTO-F >	1 KTOZ-F	1 KGBX-F	1 KGBX-F >>	1 KTOZ-F	1 KTOZ-F	1 KGMV-F	1 KTOZ-F <	1 KGMV-F <	1 KTTS-F >
2 KGMV-F	2 KTOZ-F	2 KHTO-F	2 KHTO-F	2 KTTS-F	2 KXUS-F	2 KXUS-F	2 KTOZ-F	2 KGMV-F	2 KTTS-F	2 KGBX-F
3 KGBX-F	3 KGMV-F >	3 KGBX-F	3 KGMV-F	3 KGMV-F	2 KHTO-F	2 KGMV-F	3 KXUS-F	3 KXUS-F <	3 KTOZ-F	3 KHTO-F
3 KTOZ-F >	4 KGBX-F >	3 KGMV-F >	3 KTOZ-F	4 KTOZ-F	2 KZRQ-F >>	2 KHTO-F	3 KTTS-F	4 KTTS-F	4 KWTO	4 KTOZ-F >
	5 KADI-F >	5 KTTS-F >	5 KTTS-F	4 KHTO-F		5 KZRQ-F	5 KLTQ-F	5 KWTO	5 KXUS-F	
			6 KKLH-F	6 KKLH-F			5 KHTO-F >	5 KHTO-F	6 KKLH-F	
								5 KKLH-F	7 KOSP-F	
								8 KZRQ-F	7 KGBX-F	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
KCYO-F	C	92.9	Ozark	0.5 1.9 5 119
KGMV	ST	1400	Springfield	0.8 3.0 3 81
KLTQ-F	C	96.5	Sparta	1.8 7.5 12 419
KTOZ	ST	1060	Springfield	1.0 1.6 4 41
KWTO-F	CL AOR	98.7	Springfield	1.6 6.7 20 309

SPRINGFIELD, MO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Journal Broadcast Group KLTQ-FM, KTTS-AM, KTTS-FM	18.2 %	14.9 %	28.7 %	AC	0 (0)	65 (2)	65 (2)	20.0 %	13.8 %
Local KHTO-FM, KZRQ-FM	13.0 %	8.0 %	6.0 %	AOR/Classic/NR	0 (0)	36 (3)	36 (3)	11.1 %	20.8 %
Meyer KTXR-FM, KWTO-AM, KWTO-FM	10.7 %	9.3 %	14.0 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Mid-West Family KKLH-FM, KOSP-FM	8.9 %	10.8 %	10.6 %	CHR	0 (0)	35 (1)	35 (1)	10.8 %	6.2 %
Sunburst KGBX-FM, KGMV-AM, KGMV-FM, KTOZ-FM, KXUS-FM	29.6 %	36.0 %	38.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	80.4 %	79.0 %	98.0 %	Country	15 (1)	88 (4)	103 (5)	31.7 %	35.8 %
				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	18 (1)	0 (0)	18 (1)	5.5 %	6.2 %
				Oldies	0 (0)	34 (2)	34 (2)	10.5 %	9.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	10 (1)	10 (1)	3.1 %	1.5 %
				Soft AC	0 (0)	17 (1)	17 (1)	5.2 %	5.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	7 (2)	0 (0)	7 (2)	2.2 %	1.2 %
				Totals	40 (4)	285 (14)	325 (18)		

AM Stations

KTTS	1260	5 kw (DA-N)	Country	ABC	\$ NA	Allied	Journal Bcst Gp
KWTO	560	5 kw/4 kw (DA-2)	Talk	ABC	\$<20.00	Mc-Guild	Meyer

FM Stations

KADI	99.5	6 kw @ 328	Contemp. Christian	SRN	\$<20.00	—	Republic
KGBX	105.9	38 kw @ 558	AC		\$51.00	Katz	Sunburst
KGMV	100.5	33 kw @ 600	Country		\$45.00	Katz	Sunburst
KHTO	106.7	25 kw @ 328	CHR		\$<20.00	—	KZRQ-F
KKLH	104.7	35.3 kw @ 581	Classic Hits	AP	\$<20.00	—	Midwest Family
KLTQ	96.5	50 kw @ 492	Country		\$<20.00	—	Journal Bcst Gp
KOSP	105.1	50 kw @ 492	Oldies		\$22.00	—	Midwest Family
KTOZ	95.5	50 kw @ 492	New Rock		\$10.00	Katz	Sunburst
KTTS	94.7	100 kw @ 1102	Country	ABC	\$75.00	Allied	Journal Bcst Gp
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/Classic AOR		\$25.00	Katz	Sunburst
KZRQ	104.1	21.5 kw @ 354	AOR	ABC	\$ NA	—	KHTO-F
							Ash Grove

Notes:

STOCKTON

Arbitron Rank: 85 Pop (12+): 435,300
MSA Rank: 96
MSA Pop: 548,000
DMA: Sacramento (#20)
Average Persons Rating: 14.8
Market TSL in Hours: 20.25

Stations: 41 / 9
Diaries: 892 / 488:1 / 46.0%
Sample Target: 860
% Below Line: 53.3
% Not Listed: 20.8
Pop per Station: 48,367

Last Year's Revenue: \$9,100,000
Household Income: \$40,832
Total Retail Sales: \$4.1 Bil.
#1 Biller: NA
#1 Billing Portfolio: NA

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	KWIN-F	CHR	62 / 9.6	11.4	10.4	7.2	8.6	1059 / 24.3	24.2	23.1	63 / 1084	KWIN-F
2	KATM-F	C	60 / 9.3	10.3	11.3	10.8	11.8	985 / 22.8	19.8	23.3	65 / 1075	KATM-F
3	KOSO-F	AC/CHR	34 / 5.3	4.0	3.8	5.0	4.2	578 / 13.3	12.4	12.0	35 / 594	KOSO-F
3	KHKK-FF	CL AOR	34 / 5.3	5.6	5.6	5.2	4.8	592 / 13.8	15.1	14.8	38 / 660	KHKK-FF
5	KQOD-F	O	30 / 4.6	6.6	6.8	6.0	6.3	670 / 15.4	16.7	18.3	31 / 689	KQOD-F
6	KJOY-F	SAC	26 / 4.0	4.3	1.2	1.6	2.0	484 / 10.7	8.5	2.9	27 / 479	KJOY-F
7	KHOP-F	AOR/CL	20 / 3.1	2.6	3.3	2.4	3.0	298 / 6.9	7.0	7.6	21 / 335	KHOP-F
8	KNBR	SPRTS	18 / 2.8	2.9	4.5	1.9	4.7	299 / 6.9	7.6	8.5	19 / 319	KNBR
9	KCBS	N/T	17 / 2.6	2.6	1.2	2.5	1.8	311 / 7.1	9.2	4.5	18 / 332	KCBS
10	KWOD-F	CHR-NR	15 / 2.3	2.3	1.8	2.0	1.8	280 / 6.4	5.6	6.4	15 / 290	KWOD-F
10	KHTK	SPRTS	15 / 2.3	1.4	2.1	2.2	1.4	187 / 4.3	3.2	4.7	17 / 198	KHTK
12	KSTN-F	SP	14 / 2.2	1.1		1.6	0.6	196 / 4.5	4.6		14 / 196	KSTN-F
12	KFBK	N/T	14 / 2.2	1.5	1.1	1.4	1.4	158 / 3.6	3.2	2.6	17 / 185	KFBK
14	KJAX	T	13 / 2.0	1.9	0.8	0.8	0.8	114 / 2.8	3.4	2.0	13 / 114	KJAX
14	KMIX-F	SP	13 / 2.0	5.6	5.1	4.7	3.3	209 / 4.8	8.9	8.8	13 / 209	KMIX-F
14	KKME-F	B/O	13 / 2.0	0.8	0.5		1.5	189 / 4.3	2.7	3.1	13 / 195	KKME-F
17	KSFM-F	CHR	11 / 1.7	1.7	1.4	1.1	1.2	329 / 7.6	9.0	5.5	12 / 345	KSFM-F

12+ FM Share (Metro): 77.89% (398 of 511) (Spring 98: 78.77%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWIN-F >>>	1 KWIN-F >	1 KWIN-F	1 KATM-F	1 KATM-F	1 KATM-F >	1 KATM-F <	1 KATM-F	1 KATM-F	1 KWIN-F >	1 KWIN-F
2 KOSO-F	2 KOSO-F	2 KATM-F	2 KHKK-FF	2 KHKK-FF	2 KQOD-F	2 KWIN-F >	2 KWIN-F	1 KWIN-F >	2 KOSO-F	2 KATM-F >
2 KSFM-F >	3 KHOP-F	3 KOSO-F	3 KOSO-F <	3 KOSO-F <	3 KHKK-FF <	3 KHKK-FF <	3 KOSO-F <	3 KHKK-FF	3 KATM-F	3 KQOD-F <
	3 KATM-F	3 KHKK-FF >	4 KWIN-F	4 KWIN-F	4 KJOY-F	4 KOSO-F <	4 KHKK-FF <	4 KOSO-F	4 KHOP-F	4 KOSO-F <
	5 KHKK-FF	5 KHOP-F	5 KHOP-F <	5 KJOY-F <	5 KCBS <	5 KQOD-F <	5 KQOD-F <	5 KQOD-F	4 KHKK-FF	5 KHKK-FF
	6 KWOD-F >	6 KJOY-F	6 KJOY-F	6 KHOP-F	6 KNBR	6 KCBS <	6 KJOY-F <	5 KJOY-F <	6 KQOD-F <	6 KJOY-F
		7 KQOD-F <	7 KQOD-F	7 KQOD-F	7 KFBK <	7 KNBR <	7 KHTK >	7 KHOP-F	7 KSFM-F <	7 KSTN-F
		8 KWOD-F <	7 KHTK	8 KNBR	8 KOSO-F	8 KJOY-F	8 KFBK <	8 KCBS	8 KMIX-F	8 KHOP-F <
		9 KHTK	7 KWOD-F <	8 KHTK <	8 KJAX	9 KJAX	9 KHOP-F	9 KNBR	8 KJOY-F	9 KKME-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	12+ Ovrite
1 KWIN-F >	1 KWIN-F	1 KWIN-F	1 KWIN-F	1 KATM-F >	1 KWIN-F >>>	1 KHOP-F	1 KHOP-F >	1 KHOP-F	1 KHOP-F	1 KWIN-F <
2 KOSO-F >>	2 KOSO-F >	2 KATM-F	2 KOSO-F	2 KHKK-FF	2 KHOP-F >	2 KWIN-F >	2 KWOD-F	1 KWIN-F	1 KHKK-FF	2 KHKK-FF
3 KQOD-F	3 KATM-F	2 KHKK-FF	2 KATM-F	3 KOSO-F	3 KMIX-F	3 KATM-F	3 KATM-F	3 KHKK-FF <	3 KATM-F <	3 KATM-F
3 KATM-F	3 KHKK-FF >	2 KOSO-F >	4 KHKK-FF	4 KJOY-F	3 KYLD-F	4 KWOD-F	4 KHTK	4 KATM-F	4 KNBR <	4 KJAX >
5 KJOY-F	5 KJOY-F	5 KJOY-F >>	5 KJOY-F	4 KWIN-F <	3 KHKK-FF >>	5 KHTK	5 KHYL-F	5 KHTK	5 KHTK	5 KJOY-F
5 KHKK-FF >>	5 KQOD-F >		5 KQOD-F >>	6 KQOD-F >>		5 KHKK-FF		6 KNBR	6 KWIN-F	
								6 KOSO-F	6 KOSO-F	

STOCKTON

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KCVR	SP	1570	Lodi	0.5	1.5	3	65
KSTN	B	1420	Stockton	0.5	2.6	3	112
KWG	O	1230	Stockton	0.5	1.9	3	84

Consolidation Report	12+	25-54	Revenue
Silverado	13.6 %	10.1 %	%
KJOY-FM, KWIN-FM			
	13.6 %	10.1 %	%

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KCBC	REL	770	Riverbank	0.8	1.9	5	88
KEJC-F	C/O	93.9	Modesto	0.5	1.4	4	66
KFIV	T	1360	Modesto	0.5	1.9	3	82
KFRC-AF	O	99.7	San Francisco	0.6	2.1	4	95
KGO	T	810	San Francisco	0.9	3.4	6	154
KHYL-F	B/O	101.1	Auburn	1.4	3.7	10	167
KJSN-F	AC	102.3	Modesto	1.2	2.8	8	121
KKIQ-F	AC	101.7	Livermore	0.6	2.8	4	120
KMEL-F	CHRU	106.1	San Francisco	0.5	1.9	3	84
KOIT-F	SAC	96.5	San Francisco	0.5	1.5	3	65
KRVR-F	J	105.5	Copperopolis	1.2	2.7	9	121
KRXQ-F	AOR	98.5	Sacramento	0.8	3.5	8	183
KSFO	T	560	San Francisco	1.2	2.2	12	110
KSTE	T	650	Rancho Cordova	0.6	2.0	5	106
KTDO-F	SP-C	98.9	Columbia	0.5	1.6	3	70
KYLO-F	B	94.9	San Francisco	0.8	3.8	5	164
KZMS-F	SP	97.1	Patterson	1.1	1.9	7	81
KZZO-F	AC-NR	100.5	Sacramento	0.8	5.1	6	230

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	51 (4)	51 (4)	10.0 %	8.9 %
AOR/Classic/NR	0 (0)	59 (4)	59 (4)	11.5 %	12.3 %
Black/Urban	3 (1)	27 (3)	30 (4)	5.9 %	2.2 %
CHR	0 (0)	91 (4)	91 (4)	17.8 %	17.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	63 (2)	63 (2)	12.3 %	16.2 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	3 (1)	37 (4)	40 (5)	7.8 %	11.8 %
Jazz	0 (0)	8 (1)	8 (1)	1.6 %	1.8 %
News/Talk	65 (7)	0 (0)	65 (7)	12.7 %	7.4 %
Oldies	4 (2)	33 (2)	37 (4)	7.2 %	10.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	5 (1)	0 (0)	5 (1)	1.0 %	1.3 %
Soft AC	0 (0)	29 (2)	29 (2)	5.7 %	1.5 %
Sports	33 (2)	0 (0)	33 (2)	6.5 %	8.0 %
Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	1.5 %
Totals	113 (14)	398 (26)	511 (40)		

AM Stations

KJAX	1280	1 kw (DA-N)	Talk	ABC	\$9.00	—	Capstar
KWG	1230	1 kw	Oldies	\$ NA	Katz	KQOD-F	

FM Stations

KJOY	99.3	2.35 kw @ 330	SAC	\$ NA	Christal	Silverado	
KMIX	100.9	6 kw @ 328	Hispanic Contemp.		Katz	Z-Spanish	Tracy
KQOD	100.1	6 kw @ 285	Oldies	\$33.00	Eastman	KWG	
KSTN	107.3	8.1 kw @ 1610	Hispanic	ABC	\$ NA	—	KSTN
KWIN	97.7	3 kw @ 300	CHR	\$38.00	Allied	Silverado	Lodi

Notes: Other ranked stations – See Modesto, Sacramento or San Francisco . . . No station revenue estimates are available . . . 9/99 KWG sold for \$441,227

SYRACUSE

Arbitron Rank: 73 Pop (12+): 541,300	Stations: 29 / 22	Last Year's Revenue: \$28,900,000
MSA Rank: 73	Diaries: 1,733 / 312:1 / 56.8%	Household Income: \$43,885
MSA Pop: 739,000	Sample Target: 1,740	Total Retail Sales: \$5.6 Bil.
DMA: 74	% Below Line: 5.4	#1 Biller: WBBS-F \$4,335,000
Average Persons Rating: 15.8	% Not Listed: 14.0	#1 Billing Portfolio:
Market TSL in Hours: 20.50	Pop per Station: 24,605	Clear Channel, pend. \$14,155,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spq 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	WBBS-F	91 / 10.7	10.1	10.4	9.7	9.3	10.2	1096 / 20.3	19.7	18.5	118 / 1511	F	WBBS-F
2	WNTQ-F	70 / 8.2	7.2	6.2	7.2	7.5	7.2	1416 / 26.2	24.7	26.3	82 / 1793	E	WNTQ-F
3	WSYR	67 / 7.9	8.9	9.9	8.9	7.9	8.9	1049 / 19.4	22.3	18.6	76 / 1195	E	WSYR
4	WWHT-F	58 / 6.8	6.6	6.1	6.7	6.4	6.5	1133 / 20.9	19.8	20.9	82 / 1656	C	WWHT-F
4	WAQX-F	58 / 6.8	7.5	7.0	7.6	7.3	7.2	1015 / 18.8	20.2	20.2	70 / 1234	E	WAQX-F
6	WYYY-F	52 / 6.1	7.1	7.0	5.7	7.6	6.5	960 / 17.7	18.7	20.1	62 / 1197	F	WYYY-F
7	WSEN-F	50 / 5.9	5.5	5.9	5.9	5.2	5.8	895 / 16.5	17.0	16.9	64 / 1118	C	WSEN-F
8	WKRL-FF	45 / 5.3	4.6	5.9	4.3	5.1	5.0	769 / 14.2	15.0	12.1	50 / 853	C	WKRL-FF
9	WLTI-F	41 / 4.8	4.2	5.6	4.6	4.9	4.8	619 / 11.4	13.2	11.5	41 / 634	B	WLTI-F
9	WTKW-FF	41 / 4.8	4.9	5.6	4.6	4.2	5.0	706 / 13.1	13.4	10.6	50 / 823	C	WTKW-FF
11	WRDS-F	26 / 3.0	1.1	1.5	2.3	2.8	2.0	367 / 6.8	4.0	5.4	26 / 398	A	WRDS-F
11	WTLA-AA	26 / 3.0	3.3	2.1	2.0	2.3	2.6	308 / 5.7	4.7	5.6	26 / 313	A	WTLA-AA
13	WFBL	19 / 2.2	2.5	2.6	3.0	2.4	2.6	292 / 5.4	6.6	6.1	20 / 320	A	WFBL
14	WHEN	17 / 2.0	2.5	2.0	2.4	2.1	2.2	304 / 5.6	6.7	6.7	21 / 388	A	WHEN
15	WFRG-F	15 / 1.8	1.8	1.9	2.2	1.7	1.9	265 / 4.9	5.1	4.8	39 / 567		WFRG-F
16	WNSS	10 / 1.2	1.4	1.1	1.0	0.8	1.2	259 / 4.8	5.2	4.4	10 / 274	A	WNSS

12+ FM Share (Metro): 81.06% (595 of 734) (Spring 98: 81.06%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWHT-F >>>	1 WAQX-F	1 WBBS-F <	1 WBBS-F	1 WBBS-F	1 WBBS-F <	1 WSYR <	1 WBBS-F	1 WBBS-F >	1 WWHT-F	1 WBBS-F >
2 WKRL-FF	2 WWHT-F	2 WNTQ-F <	2 WNTQ-F	2 WNTQ-F <	2 WSYR >	2 WBBS-F <	2 WSYR <	2 WNTQ-F <	2 WBBS-F >	2 WNTQ-F <
2 WNTQ-F >	2 WNTQ-F <	3 WAQX-F	3 WAQX-F <	3 WYYY-F	3 WSEN-F	3 WNTQ-F <	3 WNTQ-F <	3 WWHT-F	3 WKRL-FF	3 WWHT-F <
4 WRDS-F >>	4 WKRL-FF	4 WYYY-F	4 WYYY-F	4 WAQX-F <	4 WYYY-F	4 WAQX-F >	4 WYYY-F <	4 WKRL-FF <	4 WSYR <	4 WSEN-F
5 WBBS-F >	4 WWHT-F <	5 WTKW-FF	5 WSEN-F	5 WLTI-F <	5 WYYY-F <	5 WAQX-F	5 WYYY-F <	5 WRDS-F	5 WKRL-FF <	5 WKRL-FF <
6 WTKW-FF	6 WKRL-FF <	6 WSEN-F	6 WTKW-FF	6 WNTQ-F	6 WNTQ-F	6 WSEN-F	6 WLTI-F <	6 WSYR <	6 WSEN-F <	6 WTKW-FF <
6 WYYY-F	7 WTKW-FF	7 WSYR	7 WSYR	7 WTLA-AA <	7 WWHT-F	7 WSEN-F <	7 WAQX-F <	7 WNTQ-F	7 WNTQ-F	7 WAQX-F <
	8 WSEN-F	8 WLTI-F	8 WLTI-F <	8 WTKW-FF	8 WTKW-FF	8 WWHT-F	8 WSEN-F <	8 WTKW-FF	8 WTKW-FF	8 WTKW-FF <
		8 WKRL-FF		9 WFBL		9 WTKW-FF <	9 WLTI-F <			9 WSYR

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WWHT-F >>>	1 WWHT-F <	1 WNTQ-F	1 WNTQ-F	1 WBBS-F	1 WAQX-F	1 WAQX-F	1 WAQX-F >	1 WAQX-F >	1 WAQX-F <	1 WSYR <
2 WNTQ-F >	2 WNTQ-F	2 WBBS-F	2 WBBS-F	2 WNTQ-F	1 WKRL-FF >	2 WKRL-FF >	2 WKRL-FF	2 WTKW-FF	2 WBBS-F <	2 WBBS-F <
3 WKRL-FF	3 WBBS-F >	3 WWHT-F	3 WWHT-F	3 WYYY-F	3 WWHT-F	3 WNTQ-F	3 WTKW-FF	2 WKRL-FF <	3 WTKW-FF	3 WWHT-F
3 WBBS-F	4 WYYY-F	4 WYYY-F	4 WYYY-F >	4 WSEN-F	4 WNTQ-F >	4 WTKW-FF <	3 WNTQ-F	4 WBBS-F	4 WYYY-F	4 WSEN-F
5 WAQX-F	5 WAQX-F	5 WAQX-F	5 WLTI-F	5 WLTI-F	5 WTKW-FF	5 WWHT-F	5 WBBS-F	5 WNTQ-F	5 WSEN-F <	4 WNTQ-F >
5 WRDS-F	6 WKRL-FF	5 WLTI-F >	5 WSEN-F	6 WWHT-F	5 WBBS-F	6 WBBS-F	6 WRDS-F	6 WYYY-F	6 WSYR	
			7 WAQX-F	7 WSYR				7 WWHT-F	6 WKRL-FF <	
								7 WSYR	8 WNTQ-F <	
								7 WSEN-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WHCD-F	J	106.9	Auburn	0.7	2.7	9 246	WII-F	CL AOR	99.9	Cortland	0.5	2.0	20 293
WSCP-F	C	101.7	Pulaski	0.9	2.1	14 150	WKLL-F	AOR-NR	94.9	Bridgeport	0.4	1.1	7 152
WVOA-F	REL	105.1	De Ruyter	0.4	1.0	3 60	WNVE-F	AOR-NR	95.1	Honeoye Falls	0.9	2.3	30 503
							WOUR-F	AOR	96.9	Utica	0.9	2.4	18 304
							WRCK-F	AOR/CL	107.3	Utica	0.7	1.3	11 174
							WSKS-F	CHR	102.5	Rome	0.2	2.7	9 270

SYRACUSE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Clear Channel, pend.	34.2 %	34.5 %	48.9 %	AC	0 (0)	52 (1)	52 (1)	7.1 %	9.3 %
WBBS-FM, WHCD-FM, WHEN-AM, WSYR-AM, WWHT-FM, WYYY-FM				AOR/Classic/NR	0 (0)	173 (10)	173 (10)	23.6 %	22.9 %
Pilot	21.0 %	22.5 %	28.3 %	Black/Urban	0 (0)	26 (1)	26 (1)	3.5 %	3.3 %
WAQX-FM, WLTI-FM, WNSS-AM, WNTQ-FM				CHR	0 (0)	130 (3)	130 (3)	17.7 %	17.1 %
Radio Corp.	13.1 %	12.0 %	9.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WKRH-FM, WKRL-FM, WSGO-AM, WTKV-FM, WTKW-FM, WTLA-AM				Country	0 (0)	114 (3)	114 (3)	15.5 %	14.8 %
	68.3 %	69.0 %	87.1 %	Full Service	67 (1)	0 (0)	67 (1)	9.1 %	9.3 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	6 (1)	6 (1)	0.8 %	1.5 %
				News/Talk	10 (1)	0 (0)	10 (1)	1.4 %	1.7 %
				Oldies	0 (0)	50 (1)	50 (1)	6.8 %	6.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	3 (1)	3 (1)	0.4 %	0.0 %
				Soft AC	0 (0)	41 (1)	41 (1)	5.6 %	5.7 %
				Sports	17 (1)	0 (0)	17 (1)	2.3 %	2.5 %
				Standards/EZ	45 (3)	0 (0)	45 (3)	6.1 %	5.4 %
				Totals	139 (6)	595 (22)	734 (28)		

AM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total	City
WFBL	1050	2.5 kw/0.019 kw (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	Clear Channel	
WNSS	1260	5 kw (DA-N)	News	CBS, AP	\$16.00	D&R	Pilot	
WSGO	1440	1 kw/0.045 kw	Simul. WTLA					Oswego
WSYR	570	5 kw (DA-2)	Full Service	Westwd, ABC, CNN	\$66.00	Katz	Clear Channel	
WTLA	1200	1 kw (DA-N)	Standards	ABC	\$<20.00	Allied	Radio Corp.	N. Syracuse

FM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total	City
WAQX	95.7	25 kw @ 298	AOR	CBS	\$75.00	D&R	Pilot	Manlius
WBBS	104.7	50 kw @ 492	Country		\$54.00	—	Clear Channel	Fulton
WKRH	106.5	5 kw @ 328	Simul. WKRL-F					Minetto
WKRL	100.9	6 kw @ 165	AOR-New Rock	ABC	\$25.00	Allied	Radio Corp.	N. Syracuse
WLTI	105.9	1.25 kw @ 200	Soft AC	CBS	\$ NA	D&R	Pilot	
WNTQ	93.1	97 kw @ 660	CHR		\$75.00	D&R	Pilot	
WRDS	102.1	6 kw @ 220	Black AC	ABC	\$ NA	Roslin		Phoenix
WSEN	92.1	25 kw @ 300	Oldies	CBS, Westwd	\$38.00	Mc-Guild	Buckley	Baldwinsville
WTKV	105.5	1.8 kw @ 417	Simul. 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	Clear Channel	
WYYY	94.5	100 kw @ 650	AC		\$93.00	Katz	Clear Channel	

Notes: WFRG-F -- See Utica-Rome ... 5/99 WOLF-AF changed from Talk to Children's (Radio Disney) ... 8/99 WHCD-F sold by Salt City Radio to Clear Channel for \$2,500,000 + \$500,000 to MagMile Media for its option to purchase the station

TALLAHASSEE

Arbitron Rank: 163 Pop (12+): 213,600	Stations: 17 / 16	Last Year's Revenue: \$11,000,000
MSA Rank: 167	Diaries: 630 / 339:1 / 51.6%	Household Income: \$39,086
MSA Pop: 285,000	Sample Target: 610	Total Retail Sales: \$2.5 Bil.
DMA: 114	% Below Line: 1.0	#1 Biller: WHBX-F \$2,000,000
Average Persons Rating: 14.5	% Not Listed: 22.0	#1 Billing Portfolio:
Market TSL in Hours: 19.25	Pop per Station: 13,350	Cumulus \$4,970,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	WHBX-F	47 / 15.2	17.0	13.8	13.7	14.6	576 / 26.9	23.4	24.3	86 / 985	D	WHBX-F
2	WBZE-F	28 / 9.1	6.6	6.0	9.7	9.9	448 / 21.0	18.1	19.2	43 / 670	C	WBZE-F
3	WGLF-F	26 / 8.4	4.9	5.7	4.7	5.7	391 / 18.3	15.0	15.9	53 / 742	B	WGLF-F
4	WTNT-F	21 / 6.8	7.3	7.8	6.3	5.4	348 / 16.3	17.8	16.8	50 / 818	C	WTNT-F
5	WXSR-F	18 / 5.8	5.9	6.3	5.7	5.7	377 / 17.7	18.7	19.9	22 / 490	B	WXSR-F
6	WWFO-F	15 / 4.9	3.5	4.7	6.3	4.8	247 / 11.6	12.6	12.7	19 / 384	B	WWFO-F
6	WJZT-F	15 / 4.9	7.3	7.8	6.3	6.7	230 / 10.8	13.8	14.7	18 / 311	B	WJZT-F
6	WAIB-F	15 / 4.9	3.5	6.0	7.0	6.4	306 / 14.3	11.9	16.6	20 / 478	B	WAIB-F
9	WHTF-F	14 / 4.5	3.1	3.4	2.3	3.2	306 / 14.3	13.2	15.0	17 / 403	A	WHTF-F
10	WWLD-F	13 / 4.2	3.8	4.4	4.7	8.6	228 / 10.6	17.0	18.9	18 / 289	B	WWLD-F
11	WOKL-F	11 / 3.6	6.2	6.6	4.3	3.8	294 / 13.8	14.8	17.4	22 / 530	B	WOKL-F

12+ FM Share (Metro): 94.61% (228 of 241) (Spring 98: 94.02%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
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 WHBX-F >	1 WHBX-F >>
2 WXSR-F >>	2 WGLF-F <	2 WGLF-F	2 WGLF-F >	2 WGLF-F >	2 WTNT-F <	2 WGLF-F	2 WBZE-F	2 WBZE-F <	2 WBZE-F >	2 WXSR-F
	3 WXSR-F	3 WBZE-F >	3 WBZE-F <	3 WBZE-F <	3 WBZE-F	3 WBZE-F	3 WGLF-F	3 WGLF-F	3 WXSR-F <	2 WBZE-F <
	3 WBZE-F	4 WXSR-F	4 WWFO-F <	4 WWFO-F	4 WJZT-F <	4 WTNT-F >	4 WTNT-F <	4 WTNT-F	4 WHTF-F	4 WTNT-F
	5 WHTF-F >	4 WWFO-F	5 WTNT-F	4 WTNT-F	5 WGLF-F	5 WAIB-F	5 WJZT-F	5 WXSR-F	5 WGLF-F	5 WGLF-F <
	6 WAIB-F >	6 WHTF-F	6 WWLD-F	6 WWLD-F	6 WWFO-F	6 WWFO-F <	6 WWFO-F	6 WHTF-F <	5 WJZT-F	6 WHTF-F
	7 WWFO-F	6 WTNT-F <	6 WAIB-F	6 WAIB-F	7 WWLD-F	7 WJZT-F	6 WAIB-F <	7 WJZT-F <	5 WWLD-F >	7 WAIB-F
		8 WWLD-F	8 WXSR-F	8 WXSR-F	7 WOKL-F	7 WOKL-F	8 WXSR-F	8 WWFO-F	8 WWLD-F	8 WWLD-F
		8 WAIB-F >			9 WAIB-F >	9 WWLD-F <	9 WWLD-F	9 WAIB-F	9 WWFO-F	9 WWFO-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	12+ Ovrnite
1 WHBX-F >	1 WHBX-F >>	1 WHBX-F >	1 WHBX-F >	1 WHBX-F >	1 WXSR-F	1 WHBX-F	1 WGLF-F >>	1 WGLF-F >	1 WGLF-F >	1 WHBX-F >>>
2 WHTF-F	2 WBZE-F	2 WBZE-F	2 WBZE-F >	2 WBZE-F >	1 WHBX-F >	2 WGLF-F	2 WHBX-F >	2 WHBX-F	2 WWFO-F	
3 WBZE-F >	3 WHTF-F >	3 WGLF-F	3 WHTF-F	3 WTNT-F	3 WHTF-F	3 WXSR-F >	3 WNLS	3 WXSR-F	2 WHBX-F >	
4 WXSR-F >>	4 WXSR-F	3 WAIB-F >	3 WAIB-F	3 WAIB-F	3 WBZE-F >>>	4 WBZE-F	3 WXSR-F	3 WWFO-F >	4 WTNT-F	
	4 WGLF-F	5 WXSR-F >>	5 WTNT-F	5 WWLD-F		5 WHTF-F >	3 WWFO-F	5 WBZE-F	5 WWLD-F	
	4 WAIB-F >>		6 WXSR-F	5 WGLF-F			3 WTNT-F >>	6 WWLD-F	6 WXSR-F	
			6 WWLD-F	5 WOKL-F				6 WTNT-F >	6 WBZE-F >	
			6 WGLF-F	8 WJZT-F						
			6 WOKL-F							

Other Rated Stations				Metro Cume	TSA	Other Rated Stations—Outside Market				Metro Cume	TSA				
Station	REL	Pop	City	Share	Rating	AQH	Cume	Station	REL	Pop	City	Share	Rating	AQH	Cume
WAKU-F	REL-CC	94.1	Crawfordville	0.6	2.9	3	74	WGWD-F	C	93.3	Gretna	1.0	3.4	21	211
WFRF	REL	1070	Tallahassee	0.6	2.3	2	49								
WHBT	B/G	1410	Tallahassee	1.3	2.2	5	85								
WNLS	SPRTS	1270	Tallahassee	1.6	4.5	5	96								
WTAL	T	1450	Tallahassee	0.6	2.2	2	52								

TALLAHASSEE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Clear Channel	22.7 %	21.0 %	34.9 %	AC	0 (0)	28 (1)	28 (1)	11.6 %	12.7 %
WJZT-FM, WNLS-AM, WOKL-FM, WTNT-FM, WXSX-FM				AOR/Classic/NR	0 (0)	59 (3)	59 (3)	24.5 %	21.1 %
Cumulus	38.2 %	41.5 %	45.2 %	Black/Urban	0 (0)	47 (1)	47 (1)	19.5 %	17.5 %
WBZE-FM, WGLF-FM, WHBT-AM, WHBX-FM, WWLD-FM				CHR	0 (0)	27 (2)	27 (2)	11.2 %	5.6 %
Mike Schwartz	14.3 %	16.1 %	18.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAIB-FM, WHTF-FM, WWFO-FM				Country	0 (0)	39 (3)	39 (3)	16.2 %	18.7 %
	75.2 %	78.6 %	98.6 %	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)	15 (1)	15 (1)	6.2 %	10.0 %
				News/Talk	2 (1)	0 (0)	2 (1)	0.8 %	1.6 %
				Oldies	0 (0)	11 (1)	11 (1)	4.6 %	8.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	6 (2)	2 (1)	8 (3)	3.3 %	2.8 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	5 (1)	0 (0)	5 (1)	2.1 %	1.6 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Totals	13 (4)	228 (13)	241 (17)		

FM Stations

Station	Freq	Power	Format	Company	AM	FM	Total	Location
WAIB	103.1	50 kw @ 295	Country	Mc-Guild	\$<20.00	Mike Schwartz		
WBZE	98.9	100 kw @ 390	AC	Westwd	\$30.00	Katz	Cumulus	
WGLF	104.1	100 kw @ 1394	AOR	Allied	\$23.00	Cumulus		
WHBX	96.1	37 kw @ 479	Black AC	ABC, Westwd	\$21.00	Katz	Cumulus	
WHTF	104.9	47 kw @ 505	Dance CHR	\$ NA	Mc-Guild	Mike Schwartz	Havana	
WJZT	100.7	11.5 kw @ 489	Jazz	\$<20.00	Christal	Clear Channel	Midway	
WOKL	107.1	61 kw @ 823	Oldies	\$22.00	Chr Chni	Clear Channel	Thomasville, GA	
WTNT	94.9	100 kw @ 840	Country	ABC	\$45.00	Christal	Clear Channel	
WWFO	99.9	50 kw @ 492	Classic AOR	\$<20.00	Mc-Guild	Mike Schwartz	Lafayette	
WWLD	106.1	6 kw @ 328	CHR	\$<20.00	Katz	Cumulus		
WXSX	101.5	50 kw @ 476	New Rock	\$<20.00	Christal	Clear Channel	Quincy	

Notes: 3/99 WFLV-F (104.9; Havana) sold to Capitol City Radio Partners (Mike Schwartz) for \$3,500,000 . . . 5/99 WTAL-F changed from Talk to Black as WVHT-F ("Hot 105.7") . . . 5/99 WFLV-F changed from Hot AC (AC/CHR) to Dance CHR (CHR/B) . . . 6/99 WFLV-F changed calls to WHTF-F ("Hot 104.9")

TAMPA-SAINT PETERSBURG

Arbitron Rank: 22 Pop (12+): 1,976,800
MSA Rank: 22
MSA Pop: 2,290,000
DMA: 14
Average Persons Rating: 16.7
Market TSL in Hours: 22.25

Stations: 32 / 31
Diaries: 3,151 / 627:1 / 50.0%
Sample Target: 3,080
% Below Line: 0.3
% Not Listed: 12.4
Pop per Station: 63,768

Last Year's Revenue: \$106,900,000
Household Income: \$35,596
Total Retail Sales: \$25.9 Bil.
#1 Biller: WQYK-F \$14,360,000
#1 Billing Portfolio:
 Clear Channel \$50,755,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1	WDUV-F	271 / 8.2	8.9	8.5	6.8	6.5	8.1	2782 / 14.1	13.6	12.8	362 / 3931	E
2	WQYK-F	216 / 6.6	6.5	5.6	7.4	7.5	6.5	2783 / 14.1	14.7	13.8	230 / 3079	I
3	WXTB-F	213 / 6.5	5.2	5.6	5.0	4.5	5.6	2665 / 13.5	11.5	11.0	275 / 3398	G
4	WTBT-F	209 / 6.3	4.2	5.2	6.2	5.5	5.5	2457 / 12.4	11.5	11.0	274 / 3396	H
5	WFLA	202 / 6.1	5.9	6.6	6.1	6.6	6.2	2562 / 13.0	12.7	12.5	242 / 3300	H
6	WLLD-F	200 / 6.1	4.9	5.6	5.9	2.1	5.6	2770 / 14.0	13.3	5.7	225 / 3244	B
7	WFLZ-F	195 / 5.9	6.2	6.5	6.4	9.0	6.3	3900 / 19.7	20.1	23.8	306 / 6042	I
8	WRBQ-F	148 / 4.5	4.7	4.2	4.7	4.8	4.5	2080 / 10.5	9.2	9.8	176 / 2548	H
9	WGUL-AF	134 / 4.1	4.8	3.9	3.8	4.8	4.1	1112 / 5.6	6.9	6.9	161 / 1382	C
10	WSSR-F	124 / 3.8	3.9	3.3	3.5	4.5	3.6	2454 / 12.4	11.2	12.6	144 / 2998	H
11	WWRM-F	114 / 3.5	5.2	4.1	5.3	4.3	4.5	2001 / 10.1	11.0	12.4	177 / 2990	H
12	WSJT-F	113 / 3.4	3.5	3.0	4.0	4.0	3.5	1592 / 8.1	7.7	8.7	168 / 2474	F
13	WSUN-F	93 / 2.8	2.7	2.6	2.3	1.3	2.6	1749 / 8.8	8.2	3.1	106 / 2010	F
14	WAKS-F	89 / 2.7	3.2	2.9	4.3	3.2	3.3	1821 / 9.2	8.8	9.9	111 / 2283	G
15	WYUU-F	83 / 2.5	2.3	2.6	3.0	2.9	2.6	1381 / 7.0	8.6	9.4	96 / 1633	E
16	WFJO-F	81 / 2.5	2.9	3.9	1.6	0.9	2.7	1403 / 7.1	8.8	4.4	137 / 2185	B
17	WCOF-F	78 / 2.4	3.1	2.3	3.1	3.6	2.7	1378 / 7.0	8.0	9.9	87 / 1605	F
18	WHPT-F	66 / 2.0	2.0	2.2	2.0	2.0	2.1	1460 / 7.4	7.9	8.7	135 / 2480	E
19	WTMP	43 / 1.3	0.9	1.0	1.0	1.2	1.1	651 / 3.3	2.6	3.4	44 / 678	A
20	WDAE	37 / 1.1	0.7	0.7	0.9	0.7	0.9	561 / 2.8	2.9	2.2	41 / 638	A

12+ FM Share (Metro): 81.08% (2340 of 2886) (Spring 98: 78.07%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WLLD-F >>	1 WXTB-F	1 WXTB-F <	1 WTBT-F	1 WTBT-F	1 WDUV-F	1 WFLZ-F	1 WDUV-F	1 WDUV-F <	1 WLLD-F >
2	WFLZ-F >>	2 WLLD-F	2 WTBT-F	2 WXTB-F	2 WXTB-F	2 WFLA	2 WXTB-F <	2 WFLA	2 WLLD-F <	2 WQYK-F <
3	WXTB-F	3 WFLZ-F	3 WFLZ-F	3 WFLZ-F	3 WFLZ-F <	3 WQYK-F	3 WDUV-F <	3 WQYK-F <	3 WTBT-F <	3 WTBT-F <
4	WSSR-F >	4 WSSR-F	4 WLLD-F	4 WQYK-F <	4 WQYK-F	4 WTBT-F	4 WFLA <	4 WTBT-F <	4 WQYK-F <	4 WFLZ-F <
5	WTBT-F	5 WSSR-F <	5 WSSR-F <	5 WRBQ-F	5 WGUL-AF	5 WQYK-F	5 WXTB-F	5 WXTB-F	5 WXTB-F	5 WDUV-F
6	WQYK-F	6 WQYK-F	6 WRBQ-F	5 WSSR-F	6 WRBQ-F <	6 WTBT-F	6 WLLD-F	6 WFLZ-F	6 WFLZ-F	5 WFLA
6	WWRM-F <	7 WRBQ-F	7 WLLD-F	7 WLLD-F <	7 WSJT-F	7 WRBQ-F	7 WRBQ-F <	6 WRBQ-F	7 WQYK-F	7 WFLA
8	WRBQ-F	8 WAKS-F <	8 WAKS-F <	8 WFLA <	8 WSUN-F <	7 WLLD-F	8 WWRM-F <	8 WSSR-F	8 WRBQ-F	7 WGUL-AF <
9	WAKS-F	9 WWRM-F	9 WHPT-F	9 WAKS-F <	9 WYUU-F <	9 WSSR-F <	9 WGUL-AF	8 WFLA <	9 WGUL-AF	9 WRBQ-F <
		10 WHPT-F <		10 WWRM-F <	10 WFLZ-F <	10 WGUL-AF	9 WFLZ-F	10 WGUL-AF	9 WSJT-F <	10 WSJT-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	12+ Ovrnite
1	WLLD-F	1 WFLZ-F	1 WFLZ-F >	1 WFLZ-F	1 WLLD-F <	1 WXTB-F >>	1 WXTB-F >>>	1 WXTB-F >	1 WXTB-F <	1 WFLA >
2	WSSR-F	1 WLLD-F	2 WLLD-F	2 WSSR-F <	2 WQYK-F <	2 WXTB-F >	2 WTBT-F >	2 WTBT-F >	2 WTBT-F >>	2 WDUV-F <
3	WFLZ-F	3 WSSR-F	2 WSSR-F	3 WQYK-F	3 WTBT-F	3 WFLZ-F >>	3 WFLZ-F <	3 WLLD-F <	3 WFLA <	3 WHNZ
4	WXTB-F	4 WWRM-F	4 WWRM-F	3 WLLD-F <	4 WRBQ-F <	4 WTBT-F	4 WFLZ-F >	4 WFLZ-F	4 WQYK-F	4 WLLD-F <
5	WRBQ-F	5 WQYK-F <	5 WAKS-F	5 WTBT-F	5 WWRM-F <	5 WSSR-F >	5 WSSR-F	5 WQYK-F	4 WFLZ-F	5 WRBQ-F <
6	WQYK-F	6 WXTB-F	6 WQYK-F <	6 WRBQ-F <	6 WSSR-F <	6 WRBQ-F <	6 WRBQ-F	5 WSSR-F <	6 WSSR-F <	6 WTBT-F <
6	WWRM-F >	6 WAKS-F <	7 WTBT-F	7 WWRM-F	7 WAKS-F	7 WQYK-F <	6 WDAE	7 WFLA <	7 WRBQ-F	
		8 WRBQ-F	8 WFJO-F	8 WAKS-F	8 WLLD-F <			8 WRBQ-F <	8 WHPT-F <	
		9 WRBQ-F <	9 WFJO-F <	9 WFJO-F <				9 WHPT-F >	9 WLLD-F <	
		10 WXTB-F <	10 WCOF-F <						10 WYUU-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WAMA	SP-C	1550	Tampa	0.6	1.1	21	255	WPCV-F	C	97.5	Winter Haven	0.3	1.9	98	1452
WHNZ	N/T	570	Pinellas Park	0.6	2.7	24	641								
WQYK	T	1010	Seffner	0.7	3.4	32	855								
WRMD	SP-TP	680	St. Petersburg	0.5	1.4	17	303								
WRXB	B	1590	St. Petersburg Beach	0.5	1.2	20	285								
WSAA	N	620	St. Petersburg	0.5	2.9	22	730								
WSUN	O	910	Plant City	0.4	1.4	19	399								
WMMI	KIDS	1380	St. Petersburg	0.7	2.1	24	448								
WZTM	SP-TP	820	Largo	0.4	1.9	19	449								

TAMPA-SAINT PETERSBURG

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
CBS/Infinity	23.8 %	22.9 %	29.0 %	AC	0 (0)	213 (2)	213 (2)	7.4 %	8.9 %
WLLD-FM, WQYK-AM, WRBQ-FM, WSJT-FM, WYUU-FM				AOR/Classic/NR	0 (0)	488 (3)	488 (3)	16.9 %	13.7 %
Clear Channel	33.0 %	41.6 %	47.5 %	Black/Urban	59 (2)	81 (1)	140 (3)	4.9 %	4.5 %
WAKS-FM, WDAE-AM, WFLA-AM, WFLZ-FM, WHNZ-AM, WSSR-FM, WTBT-FM, WXTB-FM				CHR	0 (0)	395 (2)	395 (2)	13.7 %	12.8 %
Cox Radio	21.8 %	19.5 %	18.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WCOF-FM, WDUV-FM, WFJO-FM, WHPT-FM, WSUN-AM, WSUN-FM, WWRM-FM				Country	0 (0)	375 (3)	375 (3)	13.0 %	14.0 %
Mega	0.4 %	0.5 %	1.4 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WLCC-AM, WMGG-FM, WZTM-AM				Hispanic	52 (3)	0 (0)	52 (3)	1.8 %	2.3 %
	79.0 %	84.5 %	95.9 %	Jazz	0 (0)	113 (1)	113 (1)	3.9 %	4.6 %
				News/Talk	264 (5)	0 (0)	264 (5)	9.1 %	9.2 %
				Oldies	13 (1)	254 (3)	267 (4)	9.3 %	7.5 %
				Others/Unknown	23 (1)	0 (0)	23 (1)	0.8 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	114 (1)	114 (1)	4.0 %	6.0 %
				Sports	37 (1)	0 (0)	37 (1)	1.3 %	2.1 %
				Standards/EZ	98 (1)	307 (2)	405 (3)	14.0 %	14.4 %
				Totals	546 (14)	2340 (18)	2886 (32)		

AM Stations

Call	Freq	Pwr	Time	Format	Agency	Rate	Advertiser	Location
WDAE	1250	5 kw	DA-1	Sports	ESPN	\$ NA	Eastman	Clear Channel
WFLA	970	5 kw	DA-2	Talk	ABC	\$109.00	Eastman	Clear Channel
WGUL	860	2 kw/1.5 kw	DA-2	Standards	UPI, Jones	\$47.00	Allied	Dunedin
WTMP	1150	5 kw/2.5 kw	DA-2	Black	AURN, Westwd	\$29.00	Allied	

FM Stations

Call	Freq	Pwr	Time	Format	Agency	Rate	Advertiser	Location
WAKS	100.7	100 kw	@ 1358	AC/CHR		\$115.00	Eastman	Clear Channel
WCOF	107.3	100 kw	@ 620	Classic Hits		\$75.00	Christal	Cox
WDUV	103.5	100 kw	@ 1358	EZ List./Standards	Westwd	\$70.00	Eastman	Bradenton
WFJO	101.5	100 kw	@ 1358	Black Oldies		\$ NA	Katz	Cox
WFLZ	93.3	100 kw	@ 1358	CHR	ABC	\$165.00	Eastman	Clear Channel
WGUL	106.3	12 kw	@ 469	See WGUL				Beverly Hills
WHPT	102.5	100 kw	@ 1663	Progressive AOR		\$140.00	Katz	Cox
WLLD	98.7	50 kw	@ 489	CHR/Urban		\$ NA	CBS	CBS/Infinity
WQYK	99.5	100 kw	@ 550	Country		\$215.00	CBS	CBS/Infinity
WRBQ	104.7	100 kw	@ 555	Country	ABC	\$118.00	CBS	CBS/Infinity
WSJT	94.1	100 kw	@ 1493	Jazz		\$79.00	CBS	CBS/Infinity
WSSR	95.7	100 kw	@ 606	Modern AC		\$195.00	Cir Chnl	Clear Channel
WSUN	97.1	11.5 kw	@ 735	Oldies	Westwd	\$30.00	Christal	Cox
WTBT	105.5	46 kw	@ 1345	Classic AOR	ABC	\$50.00	Eastman	Holiday
WWRM	94.9	100 kw	@ 1290	Soft AC		\$110.00	Christal	Cox
WXTB	97.9	100 kw	@ 1345	AOR		\$148.00	Eastman	Clear Channel
WYUU	92.5	50 kw	@ 488	Oldies		\$85.00	D&R	CBS/Infinity

Notes: 1/99 WGUL-F moved from 96.1 to 106.3; the 96.1 became Hispanic WBDN-F . . . 1/99 WFNS (910; Plant City) changed calls to WSUN; remains 50's Oldies . . . 4/99 WDUV-F and WTBT-F swapped facilities: the WDUV-F calls and format moved to 105.5; the WTBT-F calls and format moved to 103.5 . . . 4/99 WRBQ (AM) changed from Black AC to Childrens as WWMI . . . 5/99 WZTM changed from Sports to Hispanic ("La Mega"); the Sports format and "Team" station name moved from WZTM to WQYK (1010) . . . 6/99 WBDN changed calls to WLCC ("La Classica"); WZTM changed calls to WMGG ("La Mega") and WBDN-F changed calls to WMGG-F . . . 7/99 WHPT-F changed from Progressive AOR (AOR-P) to Classic AOR . . . 7/99 WCOF-F changed from Classic Hits to AC-AOR (similar to WMMO-F, Orlando)

TERRE HAUTE

Arbitron Rank: 190 Pop (12+): 172,700	Stations: 22 / 18	Last Year's Revenue: \$5,900,000
MSA Rank: 239	Diaries: 585 / 295:1 / 54.0%	Household Income: \$34,076
MSA Pop: 148,000	Sample Target: 610	Total Retail Sales: \$3.1 Bil.
DMA: 139	% Below Line: 2.9	#1 Biller: WTHI-F \$1,500,000
Average Persons Rating: 14	% Not Listed: 19.9	#1 Billing Portfolio:
Market TSL in Hours: 19.00	Pop per Station: 9,594	Emmis \$2,200,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1	WTHI-F	C	49 / 20.4	19.3	21.1	21.7	667 / 38.6	36.2	38.3	67 / 1016	C
2	WMGI-F	CHR	37 / 15.4	13.4	12.3	11.6	494 / 28.6	26.5	25.6	52 / 809	C
3	WZZQ-F	AOR	21 / 8.7	9.6	12.7	11.6	272 / 15.8	20.3	23.2	37 / 524	B
4	WWVR-F	CL AOR	17 / 7.1	12.1	4.4	3.0	323 / 18.7	21.3	8.1	18 / 344	A
5	WSDM-F	O	12 / 5.0	4.6	6.4	7.5	220 / 12.8	13.4	14.1	19 / 296	B
5	WAXI-F	ST	12 / 5.0	3.4	2.0	1.5	136 / 7.9	6.4	4.3	15 / 183	A
7	WACF-F	C	10 / 4.2	3.8	3.2	2.2	178 / 10.3	9.1	8.7	13 / 269	B
8	WLEZ-F	SAC	9 / 3.7	4.6	4.4	6.7	173 / 10.0	9.0	9.0	20 / 284	A
9	WTHC-F	C	5 / 2.1	0.8	2.0	2.2	102 / 5.9	3.0	4.3	5 / 121	B
10	WTHI	T	4 / 1.7	1.7	2.4	2.6	99 / 5.7	5.9	7.6	4 / 105	A

12+ FM Share (Metro): 92.23% (178 of 193) (Spring 98: 94.29%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMGI-F >>	1 WMGI-F	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 WZZQ-F >>>	1 WZZQ-F	2 WMGI-F >	2 WMGI-F >	2 WMGI-F >	2 WMGI-F	2 WMGI-F	2 WMGI-F >	2 WMGI-F >	2 WTHI-F	2 WMGI-F >
	3 WTHI-F >	3 WZZQ-F <	3 WZZQ-F <	3 WZZQ-F	3 WAXI-F <	3 WWVR-F >	3 WZZQ-F	3 WZZQ-F	3 WZZQ-F >>	3 WZZQ-F >
	4 WWVR-F >>	4 WWVR-F >>	4 WWVR-F >	3 WWVR-F	4 WSDM-F	4 WZZQ-F	4 WSDM-F	4 WWVR-F	4 WWVR-F	4 WWVR-F <
			5 WSDM-F	5 WSDM-F >	5 WWVR-F	5 WSDM-F	5 WAXI-F	5 WSDM-F <	5 WSDM-F	5 WAXI-F
					6 WACF-F	5 WAXI-F	5 WWVR-F	6 WAXI-F	5 WACF-F	5 WACF-F
						5 WACF-F	7 WLEZ-F			
							7 WACF-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	12+ Ovrmt
1 WMGI-F >>	1 WMGI-F >>	1 WMGI-F >	1 WTHI-F	1 WTHI-F	1 WWVR-F	1 WZZQ-F >	1 WZZQ-F >>>	1 WTHI-F	1 WTHI-F	1 WTHI-F >
2 WZZQ-F	2 WTHI-F	2 WTHI-F	1 WMGI-F >>	2 WMGI-F >>	1 WTHI-F	2 WWVR-F	2 WWVR-F	2 WWVR-F <	2 WWVR-F	2 WMGI-F >>
2 WTHI-F >>	3 WZZQ-F >>	3 WZZQ-F	3 WZZQ-F >	3 WSDM-F	1 WMGI-F >	2 WTHI-F >	2 WTHI-F >>>	3 WZZQ-F	3 WZZQ-F	3 WWVR-F
	4 WACF-F	4 WACF-F >>	4 WWVR-F	4 WACF-F		4 WMGI-F >>>		3 WMGI-F >>>	3 WMGI-F >	
	4 WTHC-F >>		4 WSDM-F	4 WZZQ-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago
WBOW	T	640	Terre Haute	0.8	3.9	2 67	AC	0 (0)	3 (3)	3 (3)	1.6 %	6.2 %
WCBH-F	AC/CHR	104.3	Casey, IL	0.4	2.2	6 214	AOR/Classic/NR	0 (0)	38 (2)	38 (2)	19.7 %	21.4 %
WJSH-AA	G	1300	Terre Haute	0.8	2.7	2 46	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WMMC-F	AC	105.9	Marshall, IL	0.4	2.4	1 55	CHR	0 (0)	37 (1)	37 (1)	19.2 %	14.8 %
WPRS	O	1440	Paris, IL	1.2	2.5	3 48	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WQTY-F	ST	95.3	Linton, IN	0.4	2.1	7 126	Country	0 (0)	66 (4)	66 (4)	34.2 %	35.7 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	Full Service	2 (1)	0 (0)	2 (1)	1.0 %	0.0 %
WDNL-F	AC	102.1	Danville, IL	0.4	1.8	3 72	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WIAI-F	C	99.1	Danville, IL	0.8	1.6	3 74	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WIBC	FS/T	1070	Indianapolis	0.8	2.6	8 151	News/Talk	8 (3)	0 (0)	8 (3)	4.1 %	4.3 %
WLS	T	890	Chicago	0.8	1.8	4 110	Oldies	3 (1)	12 (1)	15 (2)	7.8 %	9.5 %
							Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Religion/Gospel	2 (2)	0 (0)	2 (2)	1.0 %	0.5 %
							Soft AC	0 (0)	9 (1)	9 (1)	4.7 %	0.0 %
							Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Standards/EZ	0 (0)	13 (2)	13 (2)	6.7 %	7.6 %
Totals								15 (7)	178 (14)	193 (21)		

TERRE HAUTE

Consolidation Report	12+	25-54	Revenue
Bright Tower, pend. WMGI-FM, WTHC-FM	17.5 %	17.0 %	16.9 %
Contemporary Media WBOW-AM, WZZQ-AM, WZZQ-FM	9.5 %	9.6 %	13.7 %
Crossroads WAXI-FM, WJSH-AM, WSDM-AM, WSDM-FM	10.8 %	7.4 %	13.1 %
Emmis WTHI-AM, WTHI-FM, WWVR-FM	29.2 %	31.1 %	37.3 %
	67.0 %	65.1 %	81.0 %

AM Stations

WTHI	1480	5 kw/1 kw (DA-2)	Talk	ABC	Katz	Emmis
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FM Stations

WACF	98.5	50 kw @ 500	Country	Westwd	---	WPRS	Paris, IL
WAXI	104.9	1.2 kw @ 440	Standards	ABC	Regional	Crossroads	Rockville
WLEZ	102.7	28 kw @ 659	EZ Listening	CNN	Roslin	Bomar	
WMGI	100.7	50 kw @ 500	CHR		Unirep	WTHC-F, pend.	
WSDM	97.7	3 kw @ 300	Oldies	ABC	Roslin	Crossroads	Brazil
WTHC	95.9	4.1 kw @ 397	Country		---	WMGI-F, pend.	Seelyville, IN
WTHI	99.9	50 kw @ 490	Country	ABC	Katz	Emmis	
WWVR	105.5	3.3 kw @ 875	Classic AOR		Katz	Emmis	W. Terre Haute
WZZQ	107.5	27.5 kw @ 670	AOR	ABC, Westwd	Allied	Contemporary	

Notes: 4/99 WBTO/WQTY-F (Linton, IN) sold (price NA) . . . 6/99 WTHC-F sold to Bright Tower Communications (WMGI-F) for \$665,000

FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

TOLEDO

Arbitron Rank: 78 Pop (12+): 499,200
MSA Rank: 87
MSA Pop: 607,000
DMA: 66
Average Persons Rating: 16.0
Market TSL in Hours: 21.25

Stations: 27 / 20
Diaries: 1,971 / 253:1 / 51.9%
Sample Target: 1,910
% Below Line: 6.9
% Not Listed: 11.8
Pop per Station: 24,960

Last Year's Revenue: \$27,200,000
Household Income: \$42,866
Total Retail Sales: \$6.9 Bil.
#1 Biller: WTOD/WKKO-F \$6,500,000
#1 Billing Portfolio:
 Cumulus, pend. \$13,590,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1	WKKO-F	105 / 13.2	13.7	13.0	13.5	12.4	13.3	1176 / 23.6	24.3	23.0	140 / 1873	G* WKKO-F
2	WVKS-F	77 / 9.7	11.1	9.2	11.6	9.6	10.4	1324 / 28.5	27.7	25.6	131 / 2409	F WVKS-F
3	WRVF-F	69 / 8.6	7.2	9.1	7.5	8.7	8.1	904 / 18.1	19.1	18.7	98 / 1511	E WRVF-F
4	WSPD	59 / 7.4	6.8	6.3	5.1	5.6	6.4	737 / 14.8	14.8	14.2	72 / 976	C WSPD
5	WWWM-F	57 / 7.1	5.2	6.2	6.3	6.5	6.2	829 / 16.6	16.2	16.1	69 / 1014	E WWWM-F
6	WIOT-F	48 / 5.8	5.5	6.6	5.9	6.1	5.9	826 / 16.6	15.6	17.7	111 / 1680	E WIOT-F
7	WXKR-F	44 / 5.5	4.8	3.8	4.1	4.1	4.6	671 / 13.4	10.6	12.6	73 / 1051	B WXKR-F
7	WRQN-F	44 / 5.5	5.3	5.5	5.2	6.2	5.4	746 / 15.0	15.0	14.6	58 / 1047	C WRQN-F
9	WJUC-F	40 / 5.0	4.5	4.3	4.4	3.8	4.6	484 / 9.7	8.3	8.8	41 / 504	B WJUC-F
10	WIMX-F	24 / 3.0	2.4	1.8	2.3	2.2	2.4	316 / 6.3	4.6	5.2	27 / 336	A WIMX-F
10	WBUZ-F	24 / 3.0	2.9	3.0	2.8	3.4	2.9	552 / 11.1	8.7	11.7	35 / 740	B WBUZ-F
12	WJR	23 / 2.9	2.0	2.8	2.5	2.7	2.5	455 / 9.1	8.8	9.5	70 / 1112	WJR
13	WCWA	21 / 2.6	3.2	2.8	2.9	2.6	2.9	266 / 5.3	7.2	6.4	23 / 326	A WCWA
14	CIMX-F	13 / 1.6	1.3	1.6	1.3	1.5	1.5	298 / 6.0	6.7	6.1	27 / 634	CIMX-F
15	WTWR-F	12 / 1.5	1.7	1.6	1.3	1.7	1.5	445 / 8.9	8.3	8.9	24 / 772	WTWR-F

12+ FM Share (Metro): 82.95% (584 of 704) (Spring 98: 83.36%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WVKS-F >>	1 WKKO-F <	1 WKKO-F	1 WKKO-F >	1 WKKO-F >	1 WKKO-F	1 WKKO-F	1 WKKO-F	1 WKKO-F <	1 WKKO-F
2	WJUC-F	2 WIOT-F <	2 WVKS-F	2 WRVF-F <	2 WSPD	2 WVKS-F >	2 WRVF-F <	2 WVKS-F <	2 WKKO-F <	2 WVKS-F >
3	WBUZ-F	3 WKKO-F	3 WWWM-F <	2 WWWM-F <	2 WRVF-F >	3 WSPD	3 WSPD	3 WRVF-F	3 WJUC-F	3 WWWM-F <
3	CIMX-F	4 WWWM-F	4 WRVF-F <	4 WRVF-F <	4 WVKS-F	4 WRQN-F	3 WRVF-F	4 WWWM-F <	4 WIOT-F	4 WJUC-F <
3	WTWR-F >	5 WRVF-F	5 WIOT-F <	5 WXKR-F	5 WWWM-F	5 WIOT-F <	5 WVKS-F	5 WSPD <	4 WWWM-F <	5 WRVF-F
		6 WJUC-F	6 WXKR-F >	6 WIOT-F	6 WRQN-F <	6 WXKR-F	6 WWWM-F	6 WRQN-F	6 WXKR-F	6 WSPD
		7 WXKR-F <	7 WJUC-F	7 WRQN-F	7 WIOT-F	7 WVKS-F <	6 WRQN-F <	7 WXKR-F <	6 WJUC-F <	6 WRVF-F
		8 WBUZ-F >	8 WRQN-F	8 WSPD <	8 WSPD	8 WJR <	8 WXKR-F	8 WIOT-F	8 WJR	8 WRQN-F
									8 WXKR-F <	9 WSPD

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WVKS-F >	1 WVKS-F	1 WKKO-F <	1 WKKO-F	1 WIOT-F >	1 WIOT-F >	1 WIOT-F	1 WIOT-F	1 WKKO-F <	1 WSPD >
2	WWWM-F >	2 WWWM-F <	2 WVKS-F	2 WRVF-F	2 WVKS-F >	2 WVKS-F	2 WVKS-F	2 WXKR-F <	2 WXKR-F	2 WVKS-F <
3	WKKO-F	3 WKKO-F	2 WKKO-F	3 WWWM-F <	3 WBUZ-F	3 WKKO-F	3 WKKO-F >	3 WKKO-F <	3 WIOT-F	3 WKKO-F >
3	WJUC-F >	4 WRVF-F	4 WRVF-F	4 WRVF-F >	4 WVKS-F >	3 WKKO-F	4 WBUZ-F	4 WSPD	4 WVKS-F	4 WSPD
5	WRVF-F	5 WJUC-F	5 WIOT-F	5 WJUC-F >	5 WRQN-F	5 WRVF-F	5 WXKR-F	4 WBUZ-F	5 WWWM-F	4 WVKS-F
5	WBUZ-F	6 WIOT-F	5 WJUC-F >	6 WIMX-F	6 WIMX-F	5 WJUC-F	5 WWWM-F	4 WRVF-F	6 WRVF-F <	4 WWWM-F <
5	CIMX-F	7 WXKR-F	6 WXKR-F	6 WJUC-F	5 WXKR-F	7 WRVF-F	4 WWWM-F	7 WRQN-F	7 WRQN-F	7 WRQN-F
					5 WWWM-F >		4 WXKR-F >	7 WSPD	8 WRVF-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WDMN	REL	1520	Toledo	0.5	1.2	4 62	CIDR-F	AOR-P	93.9	Windsor, ON	0.4	2.2	5 202
WFOB	T	1430	Fostoria	0.4	1.2	5 140	WCKY-F	C	103.7	Tiffin	0.4	1.8	27 418
WIMJ-F	O	107.7	N. Baltimore	0.4	0.9	14 277	WJLB-F	B	97.9	Detroit	0.9	3.3	9 239
WJZE-F	AOR	97.3	Oak Harbor	0.4	2.0	8 198	WQTE-F	C	95.3	Adrian	0.4	1.4	25 337
WLQR	SPRTS	1470	Toledo	0.6	2.8	8 168	WVMV-F	J	98.7	Detroit	0.4	1.4	6 124
WMTR-F	CL HITS	96.1	Archbold	0.5	1.8	7 134							
WTOD	C	1560	Toledo	0.6	2.5	5 151							

TOLEDO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Clear Channel	34.1 %	31.2 %	45.3 %	AC	0 (0)	126 (2)	126 (2)	17.9 %	18.1 %
WCWA-AM, WIOT-FM, WRVF-FM, WSPD-AM, WVKF-FM				AOR/Classic/NR	0 (0)	133 (6)	133 (6)	18.9 %	20.8 %
Cumulus, pend.	37.1 %	42.9 %	50.0 %	Black/Urban	0 (0)	71 (3)	71 (3)	10.1 %	7.9 %
WBUZ-FM, WKKO-FM, WLQR-AM, WRQN-FM, WTOD-AM, WTWR-FM, WWWW-FM, WXKR-FM				CHR	0 (0)	89 (2)	89 (2)	12.6 %	13.1 %
	71.2 %	74.1 %	95.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	5 (1)	111 (3)	116 (4)	16.5 %	16.6 %
				Full Service	82 (2)	0 (0)	82 (2)	11.6 %	9.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	3 (1)	3 (1)	0.4 %	0.0 %
				News/Talk	3 (1)	0 (0)	3 (1)	0.4 %	0.6 %
				Oldies	0 (0)	51 (3)	51 (3)	7.2 %	7.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	4 (1)	0 (0)	4 (1)	0.6 %	0.9 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	5 (1)	0 (0)	5 (1)	0.7 %	0.9 %
				Standards/EZ	21 (1)	0 (0)	21 (1)	3.0 %	4.2 %
				Totals	120 (7)	584 (20)	704 (27)		

AM Stations

WCWA	1230	1 kw	Standards	CBS	\$<20.00	Eastman	Clear Channel
WSPD	1370	5 kw (DA-N)	Full Service	ABC	\$38.00	Mc-Guild	Clear Channel

FM Stations

WBUZ	106.5	3 kw @ 328	AOR		\$20.00	Allied	Cumulus	Delta
WIMX	95.7	3.5 kw @ 433	Black AC		\$20.00	Katz		Gibsonburg
WIOT	104.7	50 kw @ 540	AOR	Source	\$61.00	Eastman	Clear Channel	
WJUC	107.3	3 kw @ 328	Black		\$ NA	Allied		Swanton
WKKO	99.9	50 kw @ 500	Country	ABC	\$94.00	Katz	Cumulus	
WRQN	93.5	4.1 kw @ 397	Oldies	ABC	\$30.00	Katz	Cumulus	Bowling Green
WRVF	101.5	19 kw @ 807	AC		\$54.00	Mc-Guild	Clear Channel	
WTWR	98.3	1.4 kw @ 466	CHR	AP	\$ NA	Katz	Cumulus	Monroe
WVKF	92.5	50 kw @ 480	CHR		\$67.00	Mc-Guild	Clear Channel	
WWWV	105.5	4.3 kw @ 390	AC		\$52.00	D&R	Cumulus	Sylvania
WXKR	94.5	30 kw @ 630	Classic AOR		\$29.00	D&R	Cumulus	Port Clinton

Notes: * WKKO-F revenue level includes revenue of WTOD . . . Other ranked stations -- See Detroit . . . 3/99 WHMQ-F (107.7; North Baltimore) changed to Oldies as WIMJ-F ("Magic 107.7")

TOPEKA

Arbitron Rank: 180 Pop (12+): 181,700	Stations: 30 / 12	Last Year's Revenue: \$8,500,000
MSA Rank: 224	Diaries: 858 / 212:1 / 60.1%	Household Income: \$40,696
MSA Pop: 166,000	Sample Target: 860	Total Retail Sales: \$2.0 Bil.
DMA: 140	% Below Line: 25.4	#1 Biller: WIBW-F \$2,000,000
Average Persons Rating: 16.0	% Not Listed: 10.3	#1 Billing Portfolio: Morris (WIBW-AF) \$2,800,000
Market TSL in Hours: 21.75	Pop per Station: 15,142	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level	
1	WIBW-F	48 / 16.5	22.1	18.8	18.9	14.9	477 / 26.2	29.5	26.4	69 / 798	D	WIBW-F
2	KMAJ-F	40 / 13.7	9.2	11.7	12.4	11.2	427 / 23.5	19.7	19.5	58 / 590	C	KMAJ-F
3	KWIC-F	17 / 5.8	4.4	3.1	3.1	4.7	218 / 12.0	12.1	12.0	18 / 227	A	KWIC-F
3	KTPK-F	17 / 5.8	4.4	4.7	7.6	8.1	243 / 13.4	11.5	13.0	31 / 438	C	KTPK-F
3	KLZR-F	17 / 5.8	6.0	5.1	6.5	5.1	288 / 15.9	15.6	14.0	40 / 709	B	KLZR-F
6	KDVF-F	16 / 5.5	5.2	8.6	4.5	8.5	281 / 15.5	13.0	16.7	26 / 544	B	KDVF-F
7	KQTP-F	15 / 5.2	4.4	4.3	4.1	4.7	278 / 15.3	12.7	10.4	19 / 354	B	KQTP-F
8	WIBW	14 / 4.8	5.2	4.3	5.8	7.1	183 / 10.1	16.1	9.5	25 / 365	C	WIBW
9	KPRS-F	10 / 3.4	4.8	4.3	2.4	1.4	110 / 6.1	8.4	7.3	13 / 183		KPRS-F
10	KMAJ	9 / 3.1	2.0	2.0	3.1	2.7	137 / 7.5	6.1	5.2	9 / 150	A	KMAJ
11	KQRC-F	8 / 2.7	2.8	3.5	2.8	2.4	124 / 6.9	6.6	7.2	14 / 305		KQRC-F
11	KMXV-F	8 / 2.7	3.2	2.0	2.1	0.7	202 / 11.1	10.8	9.8	17 / 459		KMXV-F
13	KTOP	6 / 2.1	3.2	3.5	4.1	2.7	107 / 5.9	6.8	8.8	6 / 120	A	KTOP

12+ FM Share (Metro): 85.44% (223 of 261) (Spring 98: 86.67%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KLZR-F >	1 KWIC-F <	1 WIBW-F	1 WIBW-F	1 WIBW-F	1 WIBW-F	1 WIBW-F	1 KMAJ-F	1 WIBW-F	1 WIBW-F >	1 WIBW-F
2 KMXV-F >	2 KLZR-F	2 KMAJ-F >	2 KMAJ-F >>	2 KMAJ-F >>	2 KMAJ-F >>	2 KMAJ-F >	2 WIBW-F >>	2 KMAJ-F >>	2 KMAJ-F	2 KMAJ-F
3 WIBW-F	2 WIBW-F	3 KWIC-F <	3 KDVF-F	3 KWIC-F <	3 KTPK-F <	3 WIBW	3 KWIC-F	3 KLZR-F <	2 KLZR-F	3 KLZR-F <
3 KMAJ-F	4 KMAJ-F	4 KDVF-F	3 KWIC-F >	4 KDVF-F	4 KQTP-F <	4 KTPK-F <	4 KDVF-F <	4 KWIC-F <	2 KPRS-F	4 KQTP-F
3 KPRS-F	5 KDVF-F >	5 KLZR-F >	5 KLZR-F	5 KQTP-F	5 WIBW >	5 KWIC-F	5 KMAJ	5 KQTP-F <	5 KMXV-F	5 KTPK-F
3 KCHZ-F >>	6 KQRC-F	6 KQTP-F	6 KQTP-F	6 KLZR-F	6 KDVF-F	6 KDVF-F <	5 KQTP-F	6 KTPK-F	6 WIBW	5 KDVF-F <
	6 KQRC-F	6 KQRC-F	6 KTPK-F	6 KTPK-F	6 KMAJ	7 KLZR-F	5 KTPK-F	7 KDVF-F	7 KTPK-F	7 KPRS-F
						8 KQTP-F		8 KMXV-F <	7 KQTP-F	8 KWIC-F
									7 KDVF-F	8 KMXV-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	12+ Ovrnite
1 KWIC-F	1 KWIC-F	1 KMAJ-F >	1 WIBW-F <	1 WIBW-F	1 KLZR-F >>>	1 KLZR-F	1 WIBW-F	1 WIBW-F	1 WIBW-F	1 KPRS-F
1 KLZR-F >>	1 KMAJ-F	2 WIBW-F	2 KMAJ-F >	1 KMAJ-F >>		2 KDVF-F	2 KDVF-F	2 KMAJ-F	2 KMAJ-F	2 KLZR-F
	3 WIBW-F	2 KWIC-F >>	3 KWIC-F >	3 KWIC-F >		2 KWIC-F	2 KWIC-F >>	3 KDVF-F	3 KDVF-F >	2 KMAJ-F
	4 KLZR-F	4 KLZR-F >>	4 KLZR-F	4 KTPK-F		2 WIBW-F	4 KMAJ	4 KLZR-F	4 KWIC-F	2 WIBW-F >
	5 KDVF-F >		5 KDVF-F	5 KQTP-F		5 KQRC-F >>	4 KQRC-F	5 KQRC-F	5 KQTP-F	
							4 KLZR-F >>	5 KWIC-F	5 KQRC-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KANS-F	O	92.9	Osage City	0.3	1.5	8	127	KBEQ-F	C	104.3	Kansas City	0.3	1.7	10	134
KCVT-F	REL	92.5	Silver Lake	0.7	2.3	2	66	KCFX-F	CL AOR	101.1	Harrisonville, MO	0.7	3.3	6	196
KMKF-F	AOR	101.5	Manhattan	0.7	4.0	18	346	KCHZ-F	CHR	95.7	Ottawa, KS	1.7	5.9	13	361
								KCIY-F	J	106.5	Liberty, MO	0.3	1.6	1	61
								KCMO	T	710	Kansas City	1.0	2.5	7	124
								KCMO-F	O	94.9	Kansas City	1.4	5.0	9	258
								KJCK-F	CHR	94.5	Junction City, KS	0.3	1.7	23	430
								KMBZ	N/T	980	Kansas City	0.7	2.7	6	123
								KNZA-F	C	103.9	Hiawatha, KS	0.7	1.5	12	115
								KSRC-F	AC	102.1	Kansas City	0.3	1.2	5	109
								KUDL-F	SAC	98.1	Kansas City	0.3	1.3	5	133
								KXTR-F	CL	96.5	Kansas City	1.0	3.5	7	148
								KYYF-F	CL AOR	99.7	Kansas City	0.3	2.7	5	168
								WDAF	C/FS	610	Kansas City	1.4	3.7	16	189

TOPEKA

Consolidation Report				Format Performance	AM	FM	Total	%	Yr. Ago
Cumulus, pend.	35.4 %	40.9 %	43.7 %	AC	0 (0)	58 (3)	58 (3)	22.2 %	21.3 %
KDVV-FM, KMAJ-AM, KMAJ-FM, KQTP-FM, KTOP-AM, KWIC-FM				AOR/Classic/NR	0 (0)	46 (6)	46 (6)	17.6 %	22.2 %
	35.4 %	40.9 %	43.7 %	Black/Urban	0 (0)	10 (1)	10 (1)	3.8 %	4.9 %
				CHR	0 (0)	14 (3)	14 (3)	5.4 %	2.7 %
				Classical	0 (0)	3 (1)	3 (1)	1.1 %	0.4 %
				Country	0 (0)	68 (4)	68 (4)	26.1 %	28.0 %
				Full Service	18 (2)	0 (0)	18 (2)	6.9 %	6.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	1 (1)	1 (1)	0.4 %	0.4 %
				News/Talk	14 (3)	0 (0)	14 (3)	5.4 %	2.7 %
				Oldies	0 (0)	20 (3)	20 (3)	7.7 %	5.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	2 (1)	2 (1)	0.8 %	0.9 %
				Soft AC	0 (0)	1 (1)	1 (1)	0.4 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	6 (1)	0 (0)	6 (1)	2.3 %	4.0 %
				Totals	38 (6)	223 (24)	261 (30)		

AM Stations

KMAJ	1440	5 kw/1 kw (DA-2)	Talk/Sports	Westwd, ESPN, 1/1	\$<20.00	Allied	Cumulus
KTOP	1490	1 kw	Standards	Westwd	\$<20.00	Banner	Cumulus
WIBW	580	5 kw (DA-N)	Full Svc./Talk	CBS, UBN	\$24.00	Katz	Morris

FM Stations

KDVV	100.3	100 kw @ 260	Classic AOR	Westwd	\$22.00	Banner	Cumulus	
KLZR	105.9	100 kw @ 594	New Rock	AP	\$<20.00	—	Zimmer	Lawrence
KMAJ	10.7	100 kw @ 1214	AC	Westwd	\$38.00	Allied	Cumulus	
KQTP	102.9	50 kw @ 320	Oldies	Westwd, CNN	\$<20.00	D&R	Cumulus, pend.	St. Marys
KTPK	106.9	100 kw @ 1210	Country		\$29.00	Allied		
KWIC	99.3	6 kw @ 292	AC/CHR	ABC	\$<20.00	D&R	Cumulus, pend.	
WIBW	97.3	100 kw @ 1220	Country	ABC, Jones	\$30.00	Katz	Morris	

Notes: Other ranked stations -- See Kansas City . . . 7/99 KQTP-F/KWIC-F sold by Joerg Klebe to Cumulus for \$3,000,000 (McCoy); the sale has been "red-flagged" by the FCC for possible revenue concentration issues

TUCSON

Arbitron Rank: 61 Pop (12+): 669,800	Stations: 28 / 24	Last Year's Revenue: \$34,600,000
MSA Rank: 70	Diaries: 1,787 / 375:1 / 52.9%	Household Income: \$33,575
MSA Pop: 811,000	Sample Target: 1,760	Total Retail Sales: \$7.3 Bil.
DMA: 78	% Below Line: 3.4	#1 Biller: KIIM-F \$6,430,000
Average Persons Rating: 16.1	% Not Listed: 13.1	#1 Billing Portfolio: AMFM \$9,240,000
Market TSL in Hours: 21.50	Pop per Station: 27,908	

12+ Metro	Format	Spring 99		Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
		1/4 Share	Share											
1	KIIM-F	C	126 / 11.7	9.8	13.2	9.3	12.0	11.0	1494 / 22.3	23.5	23.9	137 / 1655	G	KIIM-F
2	KRQQ-F	CHR	100 / 9.3	8.5	8.5	9.2	8.3	8.9	1675 / 25.0	25.7	26.0	129 / 2104	F	KRQQ-F
3	KLPX-F	AOR	65 / 6.0	6.0	6.4	5.4	6.3	6.0	921 / 13.7	14.8	13.4	73 / 987	E	KLPX-F
4	KMXZ-F	AC	62 / 5.8	7.3	7.6	8.8	8.6	7.4	1054 / 15.7	18.6	19.8	67 / 1175	G	KMXZ-F
5	KOHT-F	CHR/U	60 / 5.6	5.2	6.1	6.2	5.6	5.8	874 / 13.0	14.5	13.8	60 / 889	B	KOHT-F
6	KHYT-F	CL HITS	59 / 5.5	3.8	5.3	4.8	4.8	4.8	914 / 13.6	14.5	15.5	65 / 1046	D	KHYT-F
7	KNST	T/N	57 / 5.2	5.9	4.8	5.1	5.3	5.2	832 / 12.4	13.0	12.8	63 / 931	D	KNST
8	KGMG-F	B/O	46 / 4.4	1.6	1.9	2.2	1.0	2.5	548 / 8.2	6.1	2.0	48 / 600		KGMG-F
9	KFMA-F	AOR-NR	46 / 4.3	3.9	3.3	3.6	3.7	3.8	892 / 13.3	11.6	10.6	48 / 948	C	KFMA-F
10	KWFM-F	O	43 / 4.0	4.8	4.5	4.4	4.9	4.4	997 / 14.9	14.2	14.9	49 / 1091	C	KWFM-F
11	KZPT-F	AC/CHR	42 / 3.9	4.0	4.3	5.8	4.8	4.5	966 / 14.4	16.3	15.7	45 / 1025	C	KZPT-F
12	KOAZ-F	J	29 / 2.7	3.5	3.6	3.3	1.7	3.3	523 / 7.8	8.8	5.3	33 / 604	A	KOAZ-F
13	KQTL	SP	26 / 2.4	1.5	2.3	1.0	1.3	1.8	196 / 2.9	2.6	2.5	26 / 196		KQTL
14	KCEE	ST	22 / 2.0	3.5	2.0	2.6	3.2	2.5	422 / 6.3	5.2	7.5	23 / 449	A	KCEE
15	KZLZ-F	SP-C	18 / 1.7	2.6	1.4	1.5	2.8	1.8	228 / 3.4	3.3	5.0	21 / 267	B	KZLZ-F
16	KXEW	SP-TJ	16 / 1.5	1.8	2.4	1.7	1.1	1.8	177 / 2.6	4.6	3.3	16 / 177	A	KXEW
16	KCUB	C	16 / 1.5	1.2	0.9	2.0	1.1	1.4	220 / 3.3	2.6	3.8	16 / 232	A	KCUB
18	KSAZ	ST	14 / 1.3	1.3	1.2	1.3	1.0	1.3	204 / 3.0	2.8	2.6	21 / 281		KSAZ
19	KTZR	SP-R	13 / 1.2	3.0	1.1	1.2	2.1	1.6	160 / 2.4	2.5	3.5	13 / 160		KTZR
20	KTUC	ST	12 / 1.1	1.1	0.9	0.7	1.4	0.9	239 / 3.6	3.1	5.0	12 / 243		KTUC
20	KGMS-F	REL	12 / 1.1	0.4	0.5	0.6	0.6	0.6	233 / 3.5	2.3	2.9	13 / 258		KGMS-F
22	KGTV	ST	11 / 1.0	1.5	2.3	1.7	1.7	1.6	157 / 2.3	2.8	2.6	13 / 174	A	KGTV

12+ FM Share (Metro): 77.67% (727 of 936) (Spring 98: 74.51%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
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 KRQQ-F <	1 KIIM-F
2 KOHT-F >>	2 KIIM-F	2 KRQQ-F	2 KLPX-F <	2 KNST	2 KRQQ-F >	2 KRQQ-F <	2 KRQQ-F <	2 KRQQ-F	2 KOHT-F	2 KRQQ-F
3 KFMA-F >>	3 KLPX-F <	3 KLPX-F	3 KHYT-F <	3 KHYT-F	3 KMXZ-F <	3 KNST	3 KNST	3 KLPX-F	3 KIIM-F	3 KOHT-F >
4 KOHT-F <	4 KHYT-F	4 KHYT-F	4 KRQQ-F	4 KMXZ-F <	4 KHYT-F <	4 KMXZ-F	4 KHYT-F	4 KMXZ-F <	4 KFMA-F <	4 KGMG-F
5 KFMA-F	5 KMXZ-F <	5 KMXZ-F <	5 KRQQ-F	5 KRQQ-F <	5 KWFM-F	5 KLPX-F <	4 KLPX-F <	5 KHYT-F <	5 KLPX-F	4 KLPX-F <
6 KZPT-F	6 KOHT-F <	6 KOHT-F <	6 KGMG-F	6 KGMG-F	6 KGMG-F <	6 KHYT-F <	6 KMXZ-F	6 KOHT-F	6 KHYT-F <	6 KWFM-F <
7 KMXZ-F <	7 KFMA-F	7 KZPT-F <	7 KWFM-F	7 KLPX-F <	7 KWFM-F	7 KLPX-F <	7 KWFM-F	7 KGMG-F	7 KZPT-F <	7 KMXZ-F <
8 KHYT-F >	7 KZPT-F	8 KFMA-F	8 KNST	8 KNST	8 KOAZ-F	8 KGMG-F <	8 KFMA-F <	8 KFMA-F <	8 KNST	8 KMXZ-F <
	9 KGMG-F	8 KWFM-F <	8 KZPT-F <	9 KRQQ-F	9 KFMA-F	9 KOHT-F <	9 KOHT-F <	9 KGMG-F	8 KZPT-F	9 KZPT-F <
			10 KFMA-F	9 KCEE >	9 KOHT-F	10 KZPT-F	9 KWFM-F	10 KZPT-F	10 KGMG-F >	10 KFMA-F
						10 KWFM-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	12+ Ovrnite
1 KRQQ-F	1 KRQQ-F <	1 KIIM-F	1 KIIM-F <	1 KIIM-F	1 KOHT-F	1 KLPX-F <	1 KLPX-F	1 KLPX-F	1 KIIM-F <	1 KIIM-F >
2 KOHT-F	2 KIIM-F	2 KRQQ-F	2 KRQQ-F >	2 KMXZ-F	1 KRQQ-F	2 KRQQ-F <	2 KIIM-F	2 KIIM-F	2 KLPX-F	2 KMXZ-F
3 KIIM-F >>	3 KOHT-F >	3 KLPX-F	3 KMXZ-F	3 KRQQ-F	3 KFMA-F	3 KFMA-F	3 KFMA-F <	3 KHYT-F	3 KHYT-F >	3 KRQQ-F
4 KFMA-F	4 KMXZ-F <	3 KMXZ-F	4 KOHT-F <	4 KGMG-F <	4 KZPT-F	4 KIIM-F	4 KRQQ-F >	3 KRQQ-F <	4 KNST <	4 KNST <
5 KZPT-F	5 KZPT-F	5 KOHT-F	5 KGMG-F	5 KHYT-F <	5 KLPX-F >>	5 KZPT-F <	5 KHYT-F	5 KFMA-F	5 KFMA-F <	5 KFMA-F <
	6 KLPX-F	5 KZPT-F	5 KHYT-F	6 KWFM-F		6 KOHT-F	6 KZPT-F	6 KZPT-F	6 KGMG-F	6 KGMG-F
	6 KQTL	5 KQTL	7 KZPT-F	7 KZPT-F				7 KOHT-F <	6 KRQQ-F <	6 KRQQ-F <
	8 KFMA-F	8 KHYT-F	7 KWFM-F	7 KLPX-F				8 KNST <	8 KMXZ-F	8 KMXZ-F
	8 KHYT-F	9 KLPX-F <	9 KLPX-F <	9 KOAZ-F <				9 KGMG-F	9 KZPT-F	9 KZPT-F
	10 KGMG-F >								9 KWFM-F	9 KWFM-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KFFN	SPRTS	1490	Tucson	0.8	3.6	9 252	KDDJ-F	AOR-NR	100.3	Globe	0.5	2.3	10 303
KJLL	T	1330	South Tucson	0.6	2.0	8 155	KNIX-F	C	102.5	Phoenix	0.5	1.1	22 431
KTKT	N	990	Tucson	0.6	3.5	7 251	KYOT-F	J	95.5	Phoenix	0.7	2.9	12 248

TUCSON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	20.5 %	16.7 %	26.7 %	AC	0 (0)	104 (2)	104 (2)	11.1 %	15.1 %
KCEE-AM, KNST-AM, KRQQ-FM, KWFM-FM				AOR/Classic/NR	0 (0)	116 (3)	116 (3)	12.4 %	11.2 %
Journal Broadcast Group	14.9 %	18.3 %	21.6 %	Black/Urban	0 (0)	47 (1)	47 (1)	5.0 %	0.0 %
KFFN-AM, KGMG-FM, KMXZ-FM, KZPT-FM				CHR	0 (0)	160 (2)	160 (2)	17.1 %	15.7 %
Local	8.3 %	5.6 %	3.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KOHT-FM, KTZR-AM, KXEW-AM				Country	16 (1)	131 (2)	147 (3)	15.7 %	15.6 %
Lotus	10.9 %	13.7 %	13.7 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KFMA-FM, KLPX-FM, KTKT-AM				Hispanic	55 (3)	18 (1)	73 (4)	7.8 %	8.2 %
Slone	22.5 %	24.7 %	25.8 %	Jazz	0 (0)	37 (2)	37 (2)	4.0 %	3.3 %
KCUB-AM, KHYT-FM, KIIM-FM, KOAZ-FM, KTUC-AM				News/Talk	70 (3)	0 (0)	70 (3)	7.5 %	7.3 %
	77.2 %	79.0 %	91.4 %	Oldies	0 (0)	102 (2)	102 (2)	10.9 %	10.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	12 (1)	12 (1)	1.3 %	2.5 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	9 (1)	0 (0)	9 (1)	1.0 %	1.8 %
				Standards/EZ	59 (4)	0 (0)	59 (4)	6.3 %	8.3 %
				Totals	209 (12)	727 (16)	936 (28)		

AM Stations

Station	Power	Time	Format	Daypart	Revenue	AM	FM	Market
KCEE	940	1 kw/0.25 kw (DA-2)	Standards	Westwd	\$20.00	Sentry	AMFM	
KCUB	1290	1 kw	Country	ABC	\$22.00	Katz	Slone	
KGVI	1080	1 kw (Days)	Standards	ABC	\$20.00	---	---	Green Valley
KNST	790	5 kw/0.5 kw (DA-1)	News/Talk	ABC, Westwd, ESPN	\$46.00	Sentry	AMFM	
KQTL	1210	10 kw/1 kw (DA-2)	Hispanic		\$ NA	Caballero	---	Sahuarita
KSAZ	580	5 kw/0.32 kw (DA-N)	Standards	ABC	\$ NA	---	---	Marana
KTUC	1400	0.757 kw	Standards	AP	\$<20.00	---	Slone	
KTZR	1450	1 kw	Hispanic Regional		\$<20.00	Lotus	KXEW/KOHT-F	
KXEW	1600	1 kw (DA-N)	Tejano		\$<20.00	Lotus	KTZR/KOHT-F	

FM Stations

Station	Power	Time	Format	Daypart	Revenue	AM	FM	Market
KFMA	92.1	50 kw @ 492	AOR-New Rock		\$23.00	Christal	Lotus	Green Valley
KGMG	106.3	0.44 kw @ 4472	Black Oldies		\$ NA	Eastman	Journal Bcst Gp	Oracle
KGMS	97.1	0.33 kw @ 2418	Contemp. Christian		\$ NA	---	KVOI	Green Valley
KHYT	107.5	15 kw @ 3527	Classic Hits		\$44.00	Katz	Slone	
KIIM	99.5	93 kw @ 2036	Country		\$105.00	Katz	Slone	
KLPX	96.1	100 kw @ 1952	AOR		\$56.00	Christal	Lotus	
KMXZ	94.9	100 kw @ 1952	AC		\$85.00	Eastman	Journal Bcst Gp	
KOAZ	97.5	6 kw @ 154	Jazz			Katz	Slone	Oro Valley
KOHT	98.3	6 kw @ 184	Bilingual Dance CHR		\$30.00	Lotus	KTZR/KXEW	Marana
KRQQ	93.7	94 kw @ 2032	CHR		\$57.00	Sentry	AMFM	
KWFM	92.9	93 kw @ 2036	Oldies	ABC, Westwd	\$51.00	Sentry	AMFM	
KZLZ	105.3	50 kw @ 492	Hispanic Contemp.		\$ NA	Katz Hisp.	---	Kearney
KZPT	104.1	3 kw @ 102	Hot AC (AC/CHR)		\$45.00	Eastman	Journal Bcst Gp	

Notes: 4/99 KZLZ-F (and KZNO-F Nogales + \$10,000,000) traded by Z-Spanish to Desert West Air for KCDX-F (CP: 103.1; Class C1; Florence, AZ)

TULSA

Arbitron Rank: 63 Pop (12+): 681,200	Stations: 23 / 23	Last Year's Revenue: \$36,800,000
MSA Rank: 72	Diaries: 1,299 / 509:1 / 52.4%	Household Income: \$38,476
MSA Pop: 771,000	Sample Target: 1,290	Total Retail Sales: \$7.8 Bil.
DMA: 59	% Below Line: 0.0	#1 Biller: KWEN-F \$5,100,000
Average Persons Rating: 15.3	% Not Listed: 10.2	#1 Billing Portfolio:
Market TSL In Hours: 20.50	Pop per Station: 28,748	Cox Radio \$15,305,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	KRMG	FS	97 / 9.8	9.6	10.4	9.1	9.3	9.7	1382 / 20.9	21.2	19.2	119 / 1730	F	KRMG
2	KWEN-F	C	81 / 8.0	8.6	7.3	8.4	9.8	8.1	1140 / 17.2	20.8	22.8	101 / 1703	G	KWEN-F
3	KHTT-F	CHR	74 / 7.3	6.0	7.9	8.7	8.6	7.5	1374 / 20.8	23.7	21.4	111 / 2146	D	KHTT-F
4	KMOD-F	AOR	63 / 6.2	6.8	9.3	8.1	8.3	7.6	922 / 13.9	15.9	15.6	97 / 1368	F	KMOD-F
5	KJSR-F	CL HITS	57 / 5.8	5.2	6.7	6.0	4.5	5.9	1028 / 15.5	19.1	14.4	87 / 1573	D	KJSR-F
6	KVOO-F	C	53 / 5.2	4.7	4.0	5.0	4.2	4.7	743 / 11.2	9.9	11.2	79 / 1066	E*	KVOO-F
7	KMYZ-F	AOR-NR	51 / 5.0	3.8	5.5	5.4	5.2	4.9	962 / 14.5	13.7	13.4	77 / 1431	D	KMYZ-F
8	KQLL-F	O	50 / 4.9	6.6	4.5	6.0	4.6	5.5	792 / 12.0	14.4	13.2	80 / 1270	C	KQLL-F
9	KXOJ-F	REL-CC	49 / 4.8	4.7	2.8	3.8	4.1	4.0	605 / 9.2	6.8	9.2	52 / 703	A	KXOJ-F
9	KRTQ-F	AOR-NR	49 / 4.8	4.3	1.1	0.4	0.5	2.7	736 / 11.1	2.8	1.5	64 / 936	K	KRTQ-F
11	KRAV-F	AC	48 / 4.7	4.7	4.4	5.0	4.5	4.7	806 / 12.2	14.1	14.3	68 / 1208	D	KRAV-F
12	KBEZ-F	SAC	39 / 3.9	5.1	5.1	4.2	4.8	4.6	758 / 11.5	12.4	12.6	60 / 1080	E	KBEZ-F
13	KJMM-F	B	38 / 3.8	5.2	5.2	4.4	3.6	4.6	479 / 7.2	8.5	6.0	47 / 609	B	KJMM-F
14	KVOO	C	35 / 3.5	2.1	3.9	4.0	3.1	3.4	473 / 7.2	7.1	7.8	62 / 820	*	KVOO
15	KCFM-F	CL	29 / 2.9	2.8	1.9	2.2	2.5	2.4	450 / 6.8	7.1	6.0	35 / 569	B	KCFM-F
16	KCKI-F	C	24 / 2.4	3.2	2.4	2.6	4.5	2.6	496 / 7.5	9.1	11.0	32 / 689	C	KCKI-F
17	KOAS-F	SAC	17 / 1.7	1.3	1.8	2.1	3.3	1.7	349 / 5.3	4.6	6.4	18 / 402	A	KOAS-F
18	KMRX-F	AOR-P	14 / 1.4	0.7	1.1	1.4	1.3	1.2	319 / 4.8	4.9	4.5	14 / 325	B	KMRX-F
19	KGTO	ST	13 / 1.3	2.1	2.4	1.8	1.7	1.9	221 / 3.3	3.6	3.2	14 / 256	A	KGTO
20	KQLL	SPRTS	10 / 1.0	0.6	1.1	0.6	0.5	0.8	188 / 2.8	5.3	1.2	13 / 242	A	KQLL

12+ FM Share (Metro): 81.41% (740 of 909) (Spring 98: 82.59%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTT-F	1 KHTT-F <	1 KMOD-F	1 KMOD-F	1 KMOD-F <	1 KRMG >	1 KRMG >	1 KRMG	1 KHTT-F <	1 KHTT-F >	1 KHTT-F <
2 KMYZ-F >>	2 KRTQ-F	2 KHTT-F <	2 KJSR-F <	2 KWEN-F <	2 KWEN-F	2 KMOD-F <	2 KWEN-F	2 KRMG <	2 KMYZ-F	2 KWEN-F
3 KJMM-F >	3 KMOD-F <	3 KWEN-F <	3 KWEN-F <	3 KRMG <	3 KVOO-F <	3 KWEN-F	3 KJSR-F	3 KWEN-F	3 KWEN-F	3 KRMG <
4 KWEN-F	4 KMYZ-F <	4 KJSR-F	3 KXOJ-F	4 KJSR-F	4 KQLL-F	4 KHTT-F <	4 KMOD-F	4 KRTQ-F <	3 KJMM-F	4 KMOD-F <
4 KRTQ-F	5 KRAV-F	5 KRTQ-F	5 KRMG <	5 KXOJ-F <	5 KJSR-F <	5 KVOO-F	5 KRAV-F	5 KJSR-F	5 KRTQ-F	5 KVOO-F
6 KJSR-F <	5 KXOJ-F <	6 KRTQ-F <	6 KQLL-F	6 KQLL-F	6 KVOO	6 KXOJ-F <	5 KQLL-F	5 KMYZ-F	6 KRMG <	6 KRTQ-F <
7 KJMM-F <	7 KRAV-F	7 KRAV-F	7 KRAV-F <	7 KRAV-F <	6 KMOD-F <	7 KJSR-F <	7 KHTT-F <	7 KQLL-F	7 KVOO-F	7 KVOO
8 KWEN-F	8 KRMG	7 KQLL-F <	8 KVOO-F	8 KVOO-F	8 KXOJ-F	8 KRAV-F <	8 KRTQ-F <	7 KRAV-F <	8 KXOJ-F <	7 KXOJ-F <
	9 KMYZ-F <	9 KVOO-F <	8 KRTQ-F			9 KMYZ-F <	9 KXOJ-F	9 KXOJ-F	9 KJSR-F <	9 KJSR-F <
						10 KVOO <	9 KVOO-F <	9 KMOD-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	12+ Ovrite
1 KHTT-F	1 KHTT-F	1 KRAV-F	1 KHTT-F <	1 KRAV-F	1 KMYZ-F	1 KRTQ-F <	1 KRTQ-F <	1 KMOD-F	1 KMOD-F <	1 KHTT-F
2 KJMM-F >	2 KRAV-F	2 KHTT-F	2 KRAV-F <	1 KXOJ-F <	1 KHTT-F >>	2 KMOD-F >	2 KMOD-F >>	2 KRMG <	2 KRMG	2 KRMG <
3 KRTQ-F	3 KJMM-F	3 KJSR-F	3 KWEN-F	3 KWEN-F	3 KRTQ-F	3 KMYZ-F <	3 KRMG	3 KRTQ-F <	3 KWEN-F	3 KMYZ-F
4 KWEN-F	4 KWEN-F	4 KXOJ-F	4 KXOJ-F	4 KHTT-F	3 KRAV-F	4 KHTT-F	3 KJSR-F	4 KJSR-F	3 KJSR-F <	4 KVOO-F
4 KMYZ-F	4 KRTQ-F	5 KWEN-F	5 KJSR-F <	4 KQLL-F <	5 KJMM-F	5 KJSR-F	5 KMYZ-F	5 KMYZ-F	5 KRTQ-F	
6 KRAV-F	6 KMYZ-F	6 KMYZ-F	6 KMOD-F	6 KJSR-F	5 KMOD-F >	6 KRMG	5 KMRX-F	5 KWEN-F	6 KQLL-F <	
7 KBEZ-F >>	7 KJSR-F	6 KRTQ-F	7 KJMM-F <	6 KMOD-F		6 KMRX-F		7 KVOO-F <	7 KVOO-F	
		8 KMOD-F	8 KRTQ-F	8 KRMG				8 KHTT-F <	8 KXOJ-F	
			8 KQLL-F	8 KBEZ-F <				9 KQLL-F <	9 KMYZ-F <	
			8 KBEZ-F							

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KCFO	REL	970 Tulsa	0.9	3.4	10 246
KREK-F	C	104.9 Bristow	0.4	0.7	5 74
KTFX	B/G	1340 Sand Springs	0.5	1.2	5 79

TULSA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Clear Channel	15.2 %	20.2 %	19.9 %	AC	0 (0)	48 (1)	48 (1)	5.3 %	6.4 %
KAKC-AM, KMOD-FM, KMRX-FM, KOAS-FM, KQLL-AM, KQLL-FM				AOR/Classic/NR	0 (0)	177 (4)	177 (4)	19.5 %	14.9 %
Cox Radio	34.0 %	35.7 %	41.6 %	Black/Urban	0 (0)	38 (1)	38 (1)	4.2 %	4.0 %
KGTO-AM, KJSR-FM, KRAV-FM, KRMG-AM, KRTQ-FM, KWEN-FM				CHR	0 (0)	74 (1)	74 (1)	8.1 %	9.4 %
Journal Broadcast Group	11.1 %	9.3 %	13.2 %	Classical	0 (0)	29 (1)	29 (1)	3.2 %	2.8 %
KCKI-FM, KVOO-AM, KVOO-FM				Country	35 (1)	162 (4)	197 (5)	21.7 %	24.9 %
Renda	11.2 %	9.2 %	14.3 %	Full Service	97 (1)	0 (0)	97 (1)	10.7 %	10.2 %
KBEZ-FM, KHHT-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Shamrock	7.9 %	5.0 %	7.3 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	3.7 %
KCFM-FM, KMYZ-FM				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	79.4 %	79.4 %	96.3 %	Oldies	0 (0)	107 (2)	107 (2)	11.8 %	10.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	14 (2)	49 (1)	63 (3)	6.9 %	5.4 %
				Soft AC	0 (0)	56 (2)	56 (2)	6.2 %	5.3 %
				Sports	10 (1)	0 (0)	10 (1)	1.1 %	1.0 %
				Standards/EZ	13 (1)	0 (0)	13 (1)	1.4 %	1.9 %
				Totals	169 (6)	740 (17)	909 (23)		

AM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total
KGTO	1050	1 kw/0.022 kw	Standards	CNN, Westwd	\$<20.00	Allied	Cox Radio
KQLL	1430	5 kw (DA-N)	Sports	WW1, ABC, CBS	\$ NA	Cir Chnl	Clear Channel
KRMG	740	50 kw/25 kw (DA-2)	Full Service	ABC, CNN	\$72.00	Christal	Cox Radio
KVOO	1170	50 kw (DA-N)	Country	ABC	\$ NA	D&R	Journal Bcst Gp

FM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total
KBEZ	92.9	100 kw @ 1318	Soft AC		\$62.00	Eastman	Renda
KCFM	94.1	18 kw @ 817	Classical		\$<20.00	Allied	Shamrock
KCKI	99.5	100 kw @ 981	Country		\$28.00	D&R	Journal Bcst Gp
KHHT	106.9	100 kw @ 1010	CHR		\$40.00	Eastman	Renda
KJMM	105.3	3.4 kw @ 879	Black	AURN, ABC, WW1	\$<20.00	Interep	Perry
KJSR	103.3	100 kw @ 1280	Classic Hits		\$49.00	Katz	Cox Radio
KMOD	97.5	100 kw @ 1327	AOR		\$70.00	Cir Chnl	Clear Channel
KMRX	101.5	6.2 kw @ 656	AOR-Progressive		\$ NA	---	Clear Channel
KMYZ	104.5	70 kw @ 1130	AOR-New Rock		\$53.00	Allied	Shamrock
KOAS	92.1	27 kw @ 656	Soft AC		\$35.00	---	Clear Channel
KQLL	106.1	100 kw @ 1322	Oldies		\$42.00	Cir Chnl	Clear Channel
KRAV	96.5	100 kw @ 1327	AC		\$35.00	Allied	Cox Radio
KRTQ	102.3	50 kw @ 492	New Rock		\$ NA	Christal	Cox Radio
KVOO	98.5	100 kw @ 1226	Country	ABC	\$70.00	D&R	Journal Bcst Gp
KWEN	95.5	100 kw @ 1327	Country		\$104.00	Katz	Cox Radio
KXOJ	100.9	5 kw @ 360	Contemp. Christian		\$ NA	Salem	Sapulpa

Notes: * KVOO-F revenue level includes revenue of KVOO . . . 3/99 KOAS-F changed from Jazz to Soft AC just before the beginning of the Spring survey

UTICA-ROME

Arbitron Rank: 150 Pop (12+): 241,400	Stations: 32 / 20	Last Year's Revenue: \$9,800,000
MSA Rank: 181	Diaries: 695 / 347:1 / 54.9%	Household Income: \$36,651
MSA Pop: 288,000	Sample Target: 730	Total Retail Sales: \$2.6 Bil.
DMA: 166	% Below Line: 11.0	#1 Biller: WLZW-F \$2,125,000
Average Persons Rating: 15	% Not Listed: 8.5	#1 Billing Portfolio: Regent, pend. \$5,225,000
Market TSL in Hours: 20.00	Pop per Station: 12,070	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WFRG-F	C	58 / 16.0	17.4	16.2	14.4	15.9	631 / 26.2	27.5	28.1	70 / 793	D	WFRG-F
2	WLZW-F	AC	36 / 9.9	10.5	11.8	12.9	13.1	516 / 21.4	21.6	23.9	37 / 542	D	WLZW-F
3	WIBX	T/N	33 / 9.1	6.9	6.6	5.0	8.1	424 / 17.6	16.4	16.5	34 / 442	B	WIBX
4	WRCK-F	AOR/CL	28 / 7.7	3.4	4.4	5.5	4.0	445 / 18.4	12.1	13.8	35 / 506	B	WRCK-F
5	WOUR-F	AOR	23 / 6.3	7.1	6.9	8.2	5.7	428 / 17.7	17.7	15.2	26 / 520	B	WOUR-F
6	WSKS-F	CHR	22 / 6.1	6.3	5.6	6.7	6.4	439 / 18.2	21.1	19.2	24 / 544	B	WSKS-F
7	WKLL-F	AOR	18 / 5.0	5.8	6.1	6.0	6.2	317 / 13.1	15.4	16.1	23 / 395	B	WKLL-F
8	WODZ-F	O	17 / 4.7	5.8	3.9	3.2	3.8	350 / 14.5	12.2	13.8	20 / 413	A	WODZ-F
9	WTLB	ST	14 / 3.9	4.5	3.7	3.2	2.6	197 / 8.2	8.7	7.3	14 / 205	A	WTLB
10	WOWB-F	CHR	12 / 3.3	2.1	3.4	2.2	2.1	221 / 9.2	7.0	8.8	12 / 244	A*	WOWB-F
11	WRFM-F	SAC	9 / 2.5	3.7	1.7	3.2	1.9	177 / 7.3	9.2	5.3	11 / 192	A	WRFM-F

12+ FM Share (Metro): 80.42% (267 of 332) (Spring 98: 83.56%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WSKS-F	1 WFRG-F >	1 WFRG-F >	1 WFRG-F	1 WFRG-F	1 WFRG-F	1 WFRG-F >	1 WRCK-F >	1 WFRG-F	1 WFRG-F	1 WFRG-F >>
2 WKLL-F >>	2 WRCK-F	2 WLZW-F <	2 WLZW-F	2 WLZW-F <	2 WIBX	2 WRCK-F <	2 WLZW-F <	2 WLZW-F	2 WIBX	2 WLZW-F
	2 WOUR-F <	3 WRCK-F <	3 WRCK-F	3 WRCK-F	3 WLZW-F >	3 WLZW-F <	3 WIBX >	3 WOUR-F	3 WKLL-F	2 WIBX <
	4 WKLL-F	4 WOUR-F >	4 WOUR-F >	4 WOUR-F >	4 WRCK-F <	4 WIBX >	4 WOUR-F	4 WRCK-F	4 WOWB-F	4 WSKS-F
	4 WSKS-F	5 WSKS-F <	5 WSKS-F	5 WODZ-F	5 WODZ-F	5 WSKS-F	5 WRCK-F	5 WKLL-F	4 WSKS-F <	5 WRCK-F
	6 WOWB-F	6 WKLL-F >	6 WODZ-F	5 WSKS-F	6 WTLB	6 WODZ-F <	6 WODZ-F	5 WSKS-F	6 WLZW-F	6 WODZ-F
	6 WLZW-F >>>	6 WKLL-F >	6 WKLL-F >	7 WKLL-F	7 WOUR-F	7 WOUR-F	7 WSKS-F <	7 WIBX	7 WOUR-F	6 WKLL-F
						8 WTLB	8 WTLB <	8 WODZ-F <	8 WRCK-F	6 WOUR-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	12+ Ovmite
1 WFRG-F	1 WFRG-F >	1 WFRG-F >>	1 WFRG-F	1 WFRG-F	1 WFRG-F >	1 WOUR-F	1 WRCK-F	1 WRCK-F	1 WRCK-F	1 WFRG-F >>
1 WSKS-F >>>	2 WSKS-F >	2 WLZW-F	2 WLZW-F >	1 WLZW-F >>	2 WKLL-F >	2 WFRG-F	1 WOUR-F >	2 WFRG-F <	2 WOUR-F <	2 WIBX >
	3 WLZW-F	2 WSKS-F >>	3 WSKS-F >	3 WSKS-F >	3 WOUR-F	2 WKLL-F	3 WKLL-F	3 WOUR-F	3 WFRG-F >	3 WRCK-F
	4 WOWB-F	4 WRCK-F	4 WOUR-F	4 WODZ-F	3 WOWB-F >	2 WRCK-F >	4 WLZW-F	4 WKLL-F	4 WLZW-F	3 WOWB-F
	5 WRCK-F	4 WOWB-F	5 WRCK-F	4 WOUR-F		5 WOWB-F	4 WSKS-F >	5 WLZW-F >	5 WIBX	
	5 WKLL-F >	4 WKLL-F >	5 WODZ-F	4 WRCK-F >		6 WLZW-F		6 WIBX	5 WODZ-F	
						6 WSKS-F		7 WKLL-F		

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago
WBRV	C	900 Boonville	0.6	1.2	6 62	AC	0 (1)	40 (3)	40 (4)	12.0 %	16.2 %
WBRV-F	C	101.3 Boonville	0.3	0.9	4 73	AOR/Classic/NR	0 (0)	81 (6)	81 (6)	24.4 %	23.6 %
WBUG-F	C	101.1 Fort Plain	0.6	1.6	8 74	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WLFH	C	1230 Little Falls	1.1	2.8	4 69	CHR	0 (0)	46 (5)	46 (5)	13.9 %	13.7 %
WRNY-AA	ST	1350 Rome	0.8	2.8	3 72	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WVVC-F	REL-CC	100.7 Utica	1.1	4.3	5 115	Country	6 (2)	64 (4)	70 (6)	21.1 %	22.2 %
WXUR-F	O	92.7 Herkimer	1.7	6.2	6 162	Full Service	7 (2)	0 (0)	7 (2)	2.1 %	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	33 (1)	0 (0)	33 (1)	9.9 %	7.4 %
						Oldies	0 (0)	23 (2)	23 (2)	6.9 %	5.8 %
						Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Religion/Gospel	0 (0)	4 (1)	4 (1)	1.2 %	1.9 %
						Soft AC	0 (0)	9 (1)	9 (1)	2.7 %	1.9 %
						Sports	2 (1)	0 (0)	2 (1)	0.6 %	0.0 %
						Standards/EZ	17 (3)	0 (0)	17 (3)	5.1 %	4.9 %
						Totals	65 (10)	267 (22)	332 (32)		

UTICA-ROME

Consolidation Report	12+	25-54	Revenue
Clear Channel	15.7 %	16.5 %	24.1 %
WADR-AM, WOUR-FM, WRFM-FM, WRNY-AM, WSKS-FM, WUTQ-AM			
Local	4.4 %	3.5 %	4.4 %
WLFH-AM, WOWB-FM, WOWZ-FM			
Radio Corp.	16.6 %	17.1 %	15.1 %
WKLL-FM, WRCK-FM, WTLB-AM			
Regent, pend.	39.7 %	37.2 %	53.3 %
WFRG-FM, WIBX-AM, WLZW-FM, WODZ-FM, WRUN-AM			
	76.4 %	74.3 %	96.9 %

AM Stations

Station	Freq	Power	Format	Company	Revenue	Owner	Parent
WIBX	950	5 kw (DA-1)	Talk/News	CBS, Westwd, ABC	\$21.00	Katz	Regent, pend.
WTLB	1310	5 kw/0.5 kw (DA-2)	Standards	ABC	\$<20.00	Allied	Radio Corp.

FM Stations

Station	Freq	Power	Format	Company	Revenue	Owner	Parent
WFRG	104.3	100 kw @ 495	Country		\$37.00	Katz	Forever
WKLL	94.9	34 kw @ 567	AOR		\$<20.00	Allied	Radio Corp. Frankfort
WLZW	98.7	25 kw @ 659	AC		\$39.00	Katz	Regent, pend.
WODZ	97.9	7.4 kw @ 604	Oldies	ABC	\$20.00	Katz	Regent, pend.
WOUR	96.9	19.5 kw @ 790	AOR	Westwood, AMFM	\$28.00	---	Clear Channel
WOWB	105.5	2.3 kw @ 528	CHR		\$<20.00	Roslin	Little Falls
WOWZ	97.9	1.5 kw @ 670	Simul. WOWB-F				Whitesboro
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	Clr Chnl	Clear Channel
WSKS	102.5	27 kw @ 650	CHR	CNN	\$<20.00	Clr Chnl	Clear Channel Rome

Notes: * WOWB-FF revenue level also includes revenue of WLFH . . . 8/99 Forever sold WFRG-F, WIBX, WLZW-F, WODZ-F and WRUN (plus stations in Watertown) to Regent for \$44,000,000 plus 100,000 shares of Regent convertible preferred stock

FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

VISALIA-TULARE-HANFORD

Arbitron Rank: 109 Pop (12+): 375,600
MSA Rank: NA
MSA Pop: NA
DMA: Fresno (#56)
Average Persons Rating: 15.5
Market TSL in Hours: 21.00

Stations: 31 / 10
Diaries: 1,140 / 329:1 / 48.3%
Sample Target: 1,170
% Below Line: 59.7
% Not Listed: 16.5
Pop per Station: 37,560

Last Year's Revenue: NA
Household Income: \$32,436
Total Retail Sales: \$3.0 Bil.
#1 Biller: NA
#1 Billing Portfolio: NA

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level
1	KMJ	N/T	38 / 6.5	5.5	5.1	6.6	382 / 10.2	9.8	10.7	38 / 382	KMJ
2	KJUG-F	C	37 / 6.4	5.9	5.6	5.7	482 / 12.8	11.3	12.0	37 / 482	KJUG-F
3	KFRR-F	AOR-NR	36 / 6.2	5.5	5.2	5.5	631 / 16.8	13.3	14.0	36 / 631	KFRR-F
4	KSOF-F	SAC	34 / 5.8	7.1	7.1	5.5	541 / 14.4	13.8	15.7	34 / 541	KFRR-F
5	KFSO-F	O	33 / 5.7	4.3	5.6	6.0	641 / 14.4	10.3	13.4	33 / 541	KFSO-F
6	KBOS-F	CHR	31 / 5.3	5.0	7.8	9.8	686 / 18.3	16.9	24.9	31 / 686	KBOS-F
7	KSEQ-F	CHR	27 / 4.6	4.6	5.4	3.6	687 / 18.3	15.8	17.8	27 / 687	KSEQ-F
7	KMGV-F	B/O	27 / 4.6	0.3	1.2	0.3	372 / 9.9	7.4	3.7	27 / 372	KMGV-F
9	KRZR-F	AOR	24 / 4.1	2.3	4.1	2.2	333 / 8.9	5.8	8.0	24 / 333	KRZR-F
10	KSKS-F	C	20 / 3.4	4.3	3.7	5.0	371 / 9.9	9.8	10.8	20 / 371	KSKS-F
10	KZPO-F	ST	20 / 3.4	3.2	1.9		287 / 7.1	6.1	4.8	20 / 267	KZPO-F
10	KIOO-F	CL AOR	20 / 3.4	3.7	3.6	3.3	247 / 6.6	7.0	6.7	20 / 247	KIOO-F
13	KOQO-F	SP-R	18 / 3.1	4.1	5.1	2.9	217 / 5.8	8.5	10.4	18 / 217	KOQO-F
13	KMPH-F	N/T	18 / 3.1	0.9	1.9	2.2	326 / 8.7	4.6	7.0	18 / 326	KMPH-F
13	KALZ-F	AC-NR	18 / 3.1	1.6	1.5	0.5	383 / 10.2	6.9	5.6	18 / 383	KALZ-F
16	KFRE	T	14 / 2.4	1.8	1.4	1.0	188 / 5.0	5.8	3.7	14 / 188	KFRE

12+ FM Share (Metro): 85.36% (414 of 485) (Spring 98: 87.42%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KSEQ-F >	1 KFRR-F	1 KSOF-F <	1 KSOF-F	1 KSOF-F <	1 KMJ >	1 KMJ	1 KMJ <	1 KFRR-F <	1 KBOS-F >	1 KJUG-F <
2 KBOS-F >	2 KBOS-F	2 KFRR-F	2 KMGV-F <	2 KFSO-F	2 KSOF-F	2 KFRR-F <	2 KSOF-F <	2 KJUG-F	2 KFRR-F	2 KBOS-F <
3 KFRR-F >>>	3 KOQO-F	3 KJUG-F	3 KJUG-F	3 KJUG-F	2 KFSO-F <	3 KJUG-F <	3 KFSO-F <	3 KFSO-F <	3 KSEQ-F >	3 KSEQ-F
	3 KJUG-F	3 KMGV-F <	3 KRZR-F	4 KMGV-F <	4 KJUG-F <	4 KSOF-F	4 KJUG-F	4 KSOF-F <	4 KFRE	4 KFRR-F
	3 KRZR-F	5 KRZR-F	3 KFRR-F <	5 KFRR-F	5 KZPO-F	5 KFSO-F <	5 KMGV-F <	5 KBOS-F <	4 KJUG-F <	4 KMGV-F <
	6 KMGV-F <	6 KIOO-F	6 KFSO-F <	5 KRZR-F	6 KMPH-F	6 KSKS-F <	6 KFRR-F	6 KSEQ-F <	6 KRZR-F	6 KFSO-F <
	7 KALZ-F	6 KFSO-F	7 KIOO-F	7 KMJ <	7 KMGV-F	7 KRZR-F <	6 KRZR-F	7 KALZ-F <	6 KFSO-F	7 KMJ
	7 KSEQ-F	6 KBOS-F	8 KALZ-F <	8 KIOO-F	7 KFRE	8 KSEQ-F	8 KIOO-F <	8 KMJ <	8 KSOF-F	8 KZPO-F
		9 KALZ-F	9 KOQO-F	9 KALZ-F <	9 KSKS-F	8 KBOS-F	9 KZPO-F	9 KMGV-F	8 KMGV-F	8 KSKS-F
		9 KOQO-F	9 KMJ <	10 KOQO-F <	10 KIOO-F		10 KBOS-F <	10 KRZR-F		10 KIOO-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	12+ Ovrmt
1 KBOS-F >	1 KJUG-F	1 KMGV-F >	1 KSOF-F >	1 KSOF-F >	1 KBOS-F	1 KFRR-F >	1 KFRR-F	1 KFRR-F	1 KRZR-F <	1 KFRR-F <
2 KFRR-F >	1 KMGV-F	2 KSEQ-F	2 KJUG-F	2 KJUG-F	2 KFRR-F >	2 KBOS-F	2 KRZR-F	2 KRZR-F	2 KFRR-F	2 KBOS-F
	1 KBOS-F	2 KALZ-F	3 KBOS-F	3 KFSO-F	3 KIOO-F	3 KOQO-F	3 KOQO-F	3 KIOO-F	2 KFSO-F	3 KRZR-F
	4 KSEQ-F	2 KSOF-F	3 KMGV-F	4 KMGV-F	3 KSEQ-F	3 KRZR-F	4 KJUG-F	4 KMGV-F <	4 KMGV-F	4 KJUG-F
	4 KFRR-F	2 KJUG-F	3 KALZ-F	5 KSEQ-F	3 KOQO-F	5 KIOO-F	5 KIOO-F	5 KBOS-F	5 KJUG-F	
	4 KSOF-F		6 KSEQ-F	5 KALZ-F	6 KFSO-F	6 KJUG-F	5 KBOS-F	5 KJUG-F	5 KJUG-F	
	4 KALZ-F >		6 KFSO-F	7 KSKS-F	6 KRZR-F	7 KMGV-F	7 KFSO-F	5 KFSO-F <	5 KMJ	
			8 KSKS-F	7 KMJ	6 KMGV-F >>	7 KSEQ-F	7 KSOF-F	8 KOQO-F	8 KSOF-F	
			8 KFRR-F			7 KSOF-F	7 KSKS-F >	9 KSOF-F <	9 KOQO-F	
			10 KIOO-F							

Other Rated Stations			Metro Cume	TSA	Other Rated Stations--Outside Market			Metro Cume	TSA						
Share	Rating	AQH Cume	Share	Rating	Share	Rating	AQH Cume	Share	Rating						
KCRZ-F	O	104.9	Tipton	0.7	3.2	4	119	KISV-F	CHR	94.1	Bakersfield	0.7	3.9	4	145
KGEN-F	SP-R	94.5	Hanford	0.5	2.6	3	99	KJFX-F	CL AOR	95.7	Fresno	1.2	5.0	7	188
KJUG	C/O	1270	Tulare	1.4	4.0	8	150	KLBN-F	SP-R	105.1	Auberry	0.3	1.1	2	40
KMQA-F	SP-R	100.5	E. Porterville	1.4	4.9	8	183	KNBR	SPRTS/FS	680	San Francisco	0.3	1.3	2	47
KSLK-F	J	96.1	Visalia	0.9	3.1	5	117	KRDU	REL	1130	Dinuba	0.5	1.8	3	69
KTIP	T	1450	Porterville	1.2	3.3	7	123	KRNC-F	SP-C	105.9	Fresno	1.5	3.0	9	111
								KUZZ-AM	C	107.9	Bakersfield	0.5	3.1	3	117
								KVSR-F	AC-NR	101.1	Fresno	1.2	6.4	7	242

VISALIA-TULARE-HANFORD

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Buckley	8.1 %	7.3 %	%	AC	0 (0)	25 (2)	25 (2)	5.2 %	3.8 %
KIOO-FM, KSEQ-FM				AOR/Classic/NR	0 (0)	87 (4)	87 (4)	17.9 %	17.8 %
	8.1 %	7.3 %	%	Black/Urban	0 (0)	27 (1)	27 (1)	5.6 %	0.0 %
				CHR	0 (0)	62 (3)	62 (3)	12.8 %	17.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	9 (2)	59 (3)	68 (5)	14.0 %	15.7 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	40 (5)	40 (5)	8.2 %	11.3 %
				Jazz	0 (0)	5 (1)	5 (1)	1.0 %	1.3 %
				News/Talk	59 (3)	18 (1)	77 (4)	15.9 %	11.5 %
				Oldies	0 (0)	37 (2)	37 (2)	7.6 %	9.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	3 (1)	0 (0)	3 (1)	0.6 %	0.0 %
				Soft AC	0 (0)	34 (1)	34 (1)	7.0 %	8.8 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
				Standards/EZ	0 (0)	20 (1)	20 (1)	4.1 %	2.3 %
				Totals	71 (6)	414 (24)	485 (30)		

FM Stations

Station	Freq	Power	Format	City	AM	FM	City
KIOO	99.7	24 kw @ 689	Classic AOR	Westwld	D&R	Buckley	Porterville
KJUG	106.7	1.2 kw @ 2550	Country		Western		
KSEQ	97.1	17 kw @ 777	CHR		D&R	Buckley	
KZPO	103.3	0.28 kw @ 2624	Standards		--		Lindsay

Notes: Other ranked stations -- See Fresno . . . The market's metro and total survey areas are the same . . . No revenue data are available . . . KCRZ-F is LMA'd to KJUG-AF . . . 5/99 KOJJ-F changed calls to KMQA-F; remains Hispanic

WASHINGTON, DC

Arbitron Rank: 9 Pop (12+): 3,600,900	Stations: 36 / 30	Last Year's Revenue: \$257,600,000
MSA Rank: 5	Diaries: 4,337 / 830:1 / 48.4%	Household Income: \$67,856
MSA Pop: 4,670,000	Sample Target: 4,030	Total Retail Sales: \$43.9 Bil.
DMA: 8	% Below Line: 2.9	#1 Biller: WJFK-F \$23,270,000
Average Persons Rating: 15.6	% Not Listed: 16.5	#1 Billing Portfolio: AMFM \$76,080,000
Market TSL in Hours: 20.50	Pop per Station: 120,030	

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WHUR-F	B/AC	332 / 5.9	6.2	5.6	5.6	6.1	5.8	4511 / 12.5	12.4	13.4	377 / 5164	G	WHUR-F
2	WPGC-F	B/CHR	311 / 5.5	6.2	5.6	6.3	6.1	5.9	5930 / 16.5	18.2	15.9	361 / 7123	K	WPGC-F
3	WKYS-F	B	281 / 5.0	5.8	5.4	5.3	5.2	5.4	5294 / 14.7	14.9	13.9	329 / 6292	I	WKYS-F
4	WBIG-F	C	264 / 4.7	4.2	4.4	4.5	3.7	4.4	4851 / 13.5	13.6	13.9	308 / 5770	J	WBIG-F
5	WMZQ-F	O	257 / 4.6	3.9	4.5	4.2	5.5	4.3	4098 / 11.4	12.0	11.9	302 / 4962	J	WMZQ-F
6	WGAY-F	B/O	255 / 4.5	4.1	3.2	3.2	3.4	3.8	4480 / 12.4	10.8	10.0	277 / 5036	H	WGAY-F
7	WJFK-F	T	249 / 4.4	4.0	3.5	4.1	3.9	4.0	3280 / 9.1	10.6	8.7	298 / 3973	K	WJFK-F
8	WRQX-F	AC/CHR	246 / 4.4	4.3	5.1	4.3	4.0	4.5	4954 / 13.8	15.0	13.4	289 / 5822	J	WRQX-F
9	WMAL	FS/T	244 / 4.3	4.0	4.2	4.6	3.6	4.3	3639 / 10.1	9.9	9.8	261 / 4102	I	WMAL
10	WWDC-F	AOR	216 / 3.8	3.7	3.5	3.3	3.3	3.6	4963 / 13.8	13.7	13.1	261 / 6471	H	WWDC-F
11	WGMS-F	CL	208 / 3.7	3.6	3.6	4.5	3.9	3.8	3229 / 9.0	9.2	9.3	225 / 3581	I	WGMS-F
12	WASH-F	AC	203 / 3.6	3.6	4.7	4.0	4.2	4.0	3998 / 11.1	13.0	12.6	221 / 4416	J	WASH-F
13	WMMJ-F	B/AC	199 / 3.5	4.4	5.0	3.7	4.1	4.2	3289 / 9.1	9.7	9.0	203 / 3397	H	WMMJ-F
14	WTOP-AF	N	196 / 3.5	3.7	3.2	3.5	3.7	3.5	5312 / 14.8	13.9	13.9	235 / 6332	J	WTOP-AF
15	WJZW-F	J	183 / 3.2	3.0	4.1	4.0	3.4	3.6	3632 / 10.1	9.2	9.6	205 / 3950	H	WJZW-F
16	WWZZ-F	CHR	172 / 3.1	3.4	2.7	3.6	3.7	3.2	4878 / 13.5	12.0	14.1	212 / 5881	H	WWZZ-F
17	WHFS-F	AOR-NR	127 / 2.3	1.9	2.3	2.3	2.5	2.2	4055 / 11.3	10.1	11.4	200 / 5568	I	WHFS-F
18	WARW-F	CL AOR	121 / 2.1	2.3	2.2	2.6	2.8	2.3	3017 / 8.4	9.2	10.0	156 / 3767	H	WARW-F
19	WTEM	SPRSTS	67 / 1.2	1.7	1.3	1.1	1.4	1.3	1536 / 4.3	5.3	5.0	72 / 1697	F	WTEM
20	WAVA-F	REL	59 / 1.0	1.3	1.0	1.2	1.0	1.1	1208 / 3.4	3.6	3.7	76 / 1492		WAVA-F
21	WPGC	B/G	54 / 1.0	1.4	1.5	1.3	1.0	1.3	866 / 2.4	2.9	3.1	57 / 922	C	WPGC
21	WFRE-F	C	54 / 1.0	0.9	0.9	1.0	0.7	0.9	868 / 2.4	2.2	2.0	87 / 1358		WFRE-F

12+ FM Share (Metro): 84.29% (3964 of 4703) (Spring 98: 84.76%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPGC-F <	1 WPGC-F <	1 WHUR-F <	1 WHUR-F <	1 WHUR-F <	1 WHUR-F <	1 WHUR-F <	1 WGAY-F	1 WJFK-F	1 WPGC-F	1 WHUR-F
2 WKYS-F	2 WKYS-F	2 WPGC-F <	2 WRQX-F <	2 WRQX-F <	2 WMAL	2 WJFK-F <	1 WMAL <	2 WPGC-F	2 WKYS-F <	2 WPGC-F
3 WWZZ-F <	3 WJFK-F	3 WRQX-F	3 WJFK-F	3 WJFK-F <	2 WBIG-F	3 WKYS-F <	3 WHUR-F <	3 WKYS-F	3 WHUR-F	3 WKYS-F <
4 WWDC-F >>	4 WWDC-F	3 WJFK-F <	4 WGAY-F <	4 WBIG-F <	4 WGAY-F <	4 WMAL <	4 WBIG-F <	3 WGAY-F	4 WASH-F	4 WBIG-F <
5 WRQX-F <	5 WKYS-F	5 WMZQ-F <	5 WMZQ-F <	5 WGAY-F	5 WGMS-F <	5 WRQX-F <	5 WMZQ-F <	3 WBIG-F <	5 WWDC-F <	5 WJZW-F <
6 WWZZ-F <	6 WMZQ-F	6 WPGC-F	6 WPGC-F	6 WMZQ-F	6 WMZQ-F	6 WTOP-AF <	6 WPGC-F <	6 WMZQ-F <	6 WMMJ-F <	6 WGAY-F <
7 WHUR-F	6 WGAY-F <	7 WBIG-F <	7 WPGC-F	7 WTOP-AF	7 WMZQ-F <	7 WRQX-F	7 WHUR-F <	7 WRQX-F	7 WHUR-F <	7 WGMS-F
8 WHFS-F <	8 WWDC-F <	8 WASH-F	8 WMMJ-F <	8 WJZW-F	8 WBIG-F	8 WJFK-F <	8 WWDC-F <	7 WJFK-F	7 WMZQ-F <	7 WMZQ-F <
9 WMZQ-F <	9 WASH-F <	8 WKYS-F <	9 WASH-F <	9 WMMJ-F <	8 WPGC-F	9 WWDC-F <	9 WRQX-F	9 WRQX-F	9 WJZW-F	9 WMMJ-F <
10 WASH-F	10 WBIG-F	10 WKYS-F <	10 WKYS-F <	10 WRQX-F	10 WGAY-F <	10 WASH-F <	9 WMAL	9 WGAY-F	10 WWDC-F <	10 WWDC-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	12+ Ovrnite
1 WKYS-F	1 WKYS-F <	1 WRQX-F	1 WHUR-F <	1 WHUR-F <	1 WKYS-F <	1 WJFK-F	1 WJFK-F >	1 WJFK-F >	1 WJFK-F >	1 WKYS-F <
2 WPGC-F	2 WPGC-F	2 WPGC-F <	2 WRQX-F	2 WRQX-F	2 WPGC-F	2 WPGC-F <	2 WWDC-F <	2 WPGC-F <	2 WHUR-F <	2 WHUR-F <
3 WWZZ-F >	3 WRQX-F	3 WKYS-F	3 WPGC-F <	3 WGAY-F <	3 WWDC-F <	3 WWDC-F <	3 WPGC-F	3 WWDC-F <	3 WBIG-F <	3 WPGC-F <
4 WHUR-F	4 WHUR-F	4 WHUR-F	4 WKYS-F <	4 WMZQ-F <	4 WWZZ-F	4 WKYS-F	4 WMZQ-F <	4 WKYS-F <	4 WMZQ-F <	4 WMMJ-F
5 WWDC-F	5 WWZZ-F	5 WGAY-F	5 WGAY-F <	5 WBIG-F <	5 WJFK-F <	5 WWZZ-F	5 WKYS-F <	5 WHUR-F	5 WTOP-AF <	5 WTOP-AF <
6 WASH-F <	6 WWDC-F <	6 WJFK-F <	6 WMZQ-F <	6 WASH-F	6 WHFS-F >	5 WHFS-F	6 WHFS-F	6 WMZQ-F <	6 WGAY-F <	6 WMAL <
7 WHFS-F	7 WGAY-F <	7 WMZQ-F <	7 WASH-F	6 WPGC-F	7 WASH-F	7 WMZQ-F	7 WHUR-F	7 WARW-F <	7 WPGC-F <	7 WMZQ-F
8 WRQX-F	8 WASH-F <	8 WWDC-F <	8 WBIG-F	6 WMMJ-F	8 WARW-F	8 WASH-F	7 WWZZ-F <	8 WGAY-F <	8 WWDC-F	8 WWDC-F
9 WFRE-F	9 WMZQ-F	9 WASH-F	8 WMMJ-F	9 WKYS-F <	9 WRQX-F	9 WARW-F <	9 WARW-F <	9 WRQX-F <	9 WARW-F <	9 WARW-F <
9 WMZQ-F	10 WMMJ-F	10 WWZZ-F <	10 WWZZ-F <	10 WJZW-F	10 WHUR-F <					

Other Rated Stations					Other Rated Stations--Outside Market										
			Metro Share	TSA Rating	Cume			Metro Share	TSA Rating	Cume					
WGAY	ST	1260	Washington	0.9	2.0	50	744	WBQB-F	AC	101.5	Fredericksburg, VA	0.3	1.6	38	1039
WKDL	SP-NT	1050	Silver Spring, MD	0.5	0.8	28	298	WFLS-F	C	93.3	Fredericksburg, VA	0.6	2.3	82	1339
WOL	B/T	1450	Washington	0.7	1.2	40	465	WINC-F	AC/CHR	92.5	Winchester, VA	0.4	2.2	80	1859
WWRC	T	570	Bethesda, MD	0.6	1.5	35	583	WIYY-F	AOR	97.9	Baltimore	0.8	2.8	138	2235
WWVZ-F	CHR	103.9	Frederick, MD	0.2	0.7	20	379	WWMD-F	EZ	104.7	Hagerstown, MD	0.4	1.1	46	724
WYCB	B/G	1340	Washington	0.9	1.9	50	691	WXVY-F	CHR	102.7	Baltimore	0.3	3.2	60	2162
WZHF	SP-C	1390	Arlington, VA	0.5	0.7	29	271								

WASHINGTON, DC

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
ABC	11.9 %	12.2 %	14.7 %	AC	0 (0)	490 (4)	490 (4)	10.4 %	10.1 %
WJZW-FM, WMAL-AM, WRQX-FM				AOR/Classic/NR	0 (0)	511 (4)	511 (4)	10.9 %	11.0 %
AMFM	23.9 %	25.2 %	29.5 %	Black/Urban	40 (1)	1378 (5)	1418 (6)	30.2 %	26.7 %
WASH-FM, WBIG-FM, WGAY-AM, WGAY-FM, WMZQ-FM, WTEM-AM, WWDC-FM, WWRC-AM				CHR	0 (0)	204 (3)	204 (3)	4.3 %	5.3 %
Bonneville	10.5 %	8.0 %	14.3 %	Classical	0 (0)	208 (1)	208 (1)	4.4 %	4.6 %
WGMS-FM, WTOP-AF, WWWZ-FM, WWZZ-FM				Country	0 (0)	347 (3)	347 (3)	7.4 %	8.4 %
CBS/Infinity	15.3 %	16.2 %	25.1 %	Full Service	244 (1)	0 (0)	244 (1)	5.2 %	4.3 %
WARW-FM, WHFS-FM, WJFK-FM, WPGC-AM, WPGC-FM				Hispanic	56 (2)	0 (0)	56 (2)	1.2 %	1.2 %
Mega	1.0 %	1.1 %	%	Jazz	0 (0)	183 (1)	183 (1)	3.9 %	4.1 %
WBZS-AM, WINX-AM, WKDL-AM, WKDV-AM, WZHF-AM				News/Talk	179 (2)	299 (2)	478 (4)	10.2 %	9.4 %
Radio One	10.1 %	9.2 %	10.2 %	Oldies	0 (0)	264 (1)	264 (1)	5.6 %	4.4 %
WKYS-FM, WMMJ-FM, WOL-AM, WYCB-AM				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	72.7 %	71.9 %	93.8 %	Religion/Gospel	104 (2)	59 (1)	163 (3)	3.5 %	3.5 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	4.0 %
				Sports	67 (1)	0 (0)	67 (1)	1.4 %	1.6 %
				Standards/EZ	49 (1)	21 (1)	70 (2)	1.5 %	1.4 %
				Totals	739 (10)	3964 (26)	4703 (36)		

AM Stations

Station	Power	Time	Format	Company	Revenue	AM	FM	Location
WMAL	630	5 kw (DA-2)	Full Service/Talk	ABC	\$180.00	ABC	ABC	
WPGC	1580	50 kw/0.27 kw (DA-2)	Black Gospel		\$ NA	Infinity	CBS/Infinity	Morningside, MD
WTEM	980	50 kw/5 kw (DA-2)	Sports	CBS, 1-on-1, ESPN	\$65.00	Eastman	AMFM	
WTOP	1500	50 kw (DA-2)	News	CBS, AP	\$195.00	Katz	Bonneville	

FM Stations

Station	Power	Time	Format	Company	Revenue	AM	FM	Location
WARW	94.7	21 kw @ 771	Classic AOR		\$114.00	CBS	CBS/Infinity	Bethesda, MD
WASH	97.1	26 kw @ 686	AC	AMFM	\$220.00	Banner	AMFM	
WAVA	105.1	50 kw @ 500	Religion	Westwd, SRN	\$70.00	Salem	Salem	
WBIG	100.3	36 kw @ 574	Oldies		\$184.00	Eastman	AMFM	
WFRE	99.9	9 kw @ 1110	Country		\$ NA	—	AMFM	Frederick, MD
WGAY	99.5	22 kw @ 751	Black Oldies	AMFM	\$105.00	Interop	AMFM	
WGMS	103.5	44 kw @ 518	Classical	Westwd	\$195.00	Katz	Bonneville	
WHFS	99.1	50 kw @ 460	AOR - New Rock		\$180.00	CBS	CBS/Infinity	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	CBS/Infinity	Manassas, VA
WJZW	105.9	28 kw @ 648	Jazz	ABC	\$183.00	ABC	ABC	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	AMFM	\$320.00	Christal	AMFM	
WPGC	95.5	50 kw @ 500	Black/CHR		\$340.00	Interop	CBS/Infinity	Morningside, MD
WRQX	107.3	34 kw @ 604	AC/CHR	ABC	\$280.00	ABC	ABC	
WTOP	107.7	29 kw @ 646	See WTOP					Warrenton, VA
WWDC	101.1	22.5 kw @ 760	AOR		\$185.00	Christal	AMFM	
WWZZ	104.1	22 kw @ 764	CHR		\$135.00	Sentry	Bonneville	Waldorf, MD

Notes: 3/99 WBZS (730) and WZHF (1390) sold by Douglas to Mega for \$11,000,000 . . . 3/99 WKDL (1050) changed from Hispanic Contemp to Hispanic News/Talk; WZHF changed from brokered Talk to Hispanic Contemp . . . 4/99 WGAY-F changed from Soft AC to Black Oldies as "Jammin' Oldies 99.5" . . . 4/99 WWDC (AM) changed calls to WGAY; remains Standards . . . 7/99 WGAY-F changed calls to WJMO-F

WATERLOO-CEDAR FALLS

Arbitron Rank: 228	Pop (12+): 120,000	Stations: 22 / 11	Last Year's Revenue: \$6,600,000
MSA Rank: 279		Diaries: 872 / 138:1 / 58.4%	Household Income: \$41,163
MSA Pop: 121,000		Sample Target: 860	Total Retail Sales: \$1.63 Bil.
DMA: 88 (w/Cedar Rapids & Dubuque)		% Below Line: 17.2	#1 Biller: KKCV-F \$1,500,000
Average Persons Rating: 13.7		% Not Listed: 14.0	#1 Billing Portfolio:
Market TSL in Hours: 18.75		Pop per Station: 10,909	Connoisseur \$3,275,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level
1 KKCV-F	C	20 / 12.2	14.3	15.7	16.3	16.3	291 / 24.2	25.4	31.6	32 / 431	C KKCV-F
2 KOEL-F	C	19 / 11.6	8.7	8.1	12.2	8.4	247 / 20.6	20.7	20.2	50 / 682	C KOEL-F
2 KFMW-F	AOR	19 / 11.6	12.4	9.8	9.3	12.4	288 / 22.3	22.7	22.7	52 / 656	C KFMW-F
4 KOKZ-F	O	14 / 8.5	9.9	9.8	11.7	12.9	220 / 18.3	16.9	21.4	27 / 460	C KOKZ-F
5 KCVM-F	CHR/AC	12 / 7.3	7.4	9.8	6.4		185 / 15.4	19.1	19.5	14 / 222	B KCVM-F
5 KCRR-F	AOR/CL	12 / 7.3	6.2	8.1	5.8	7.9	222 / 18.5	18.5	17.2	20 / 308	B KCRR-F
7 KWLO	ST	9 / 5.5	5.6	6.0	4.7	5.1	117 / 9.7	10.0	11.4	14 / 187	A KWLO
8 WHO	FS	7 / 4.3	3.7	3.3	2.9	2.8	117 / 9.8	8.6	9.0	23 / 413	WHO
9 WMT	FS	6 / 3.7	3.1	3.3	2.9	3.9	100 / 8.3	7.5	9.7	40 / 526	WMT
9 KZIA-F	CHR	6 / 3.7	2.5	0.5		0.6	126 / 10.5	10.5	2.2	30 / 523	KZIA-F

12+ FM Share (Metro): 80.14% (113 of 141) (Spring 98: 79.22%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZIA-F	1 KFMW-F	1 KFMW-F <	1 KFMW-F	1 KKCV-F >	1 KOEL-F	1 KKCV-F	1 KFMW-F	1 KKCV-F	1 KFMW-F >	1 KOEL-F <
1 KFMW-F >>	2 KKCV-F >	2 KKCV-F	1 KKCV-F <	2 KCRR-F	2 KOKZ-F	2 KOEL-F	1 KKCV-F	2 KFMW-F	2 KOEL-F	2 KFMW-F
3 KCRR-F	3 KCRR-F	3 KCRR-F	2 KFMW-F	3 KKCV-F	3 KFMW-F	3 KOEL-F	2 KOEL-F	2 KOEL-F	3 KKCV-F >	3 KKCV-F
3 KCVM-F	4 KCVM-F	4 KOEL-F	2 KOEL-F	4 KWLO	4 KCRR-F <	4 KOKZ-F	4 KOKZ-F	4 KOKZ-F	4 KCRR-F	4 KOKZ-F
5 KOEL-F	4 KOEL-F	4 KOEL-F	2 KOKZ-F	5 KCRR-F	5 KOKZ-F	5 KCVM-F <	5 KCRR-F <	5 KCRR-F <	4 WHO	5 KCVM-F
	4 KOKZ-F >>	6 KCVM-F >>	6 KCVM-F >>>	6 WMT	6 KCVM-F >	6 KCRR-F	6 KCVM-F	4 KZIA-F	6 WMT	6 WMT
				6 WHO	7 KWLO	7 KWLO	7 KWLO	4 KOKZ-F >>	7 KWLO	7 KWLO
				6 KCVM-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	12+ Ovrnite
1 KCVM-F	1 KKCV-F >	1 KCVM-F	1 KCVM-F	1 KCVM-F	1 KFMW-F >	1 KFMW-F >>	1 KFMW-F >>	1 KFMW-F >	1 KFMW-F	1 KOEL-F
1 KFMW-F	2 KCVM-F	1 KKCV-F >	1 KKCV-F >	2 KKCV-F	2 KKCV-F >>	2 KKCV-F	2 KCRR-F >	2 KCRR-F	2 KOEL-F	2 KWLO
1 KKCV-F >>	2 KFMW-F >>	3 KFMW-F	3 KFMW-F	2 KOKZ-F >	3 KCRR-F >	3 KCRR-F >	3 KKCV-F	2 KOEL-F	2 KFMW-F	2 KFMW-F
	4 KCRR-F	3 KOEL-F >>	3 KOKZ-F	4 KOEL-F	4 KOEL-F	3 KOEL-F >	4 KOEL-F	4 KOEL-F	4 KKCV-F	4 KKCV-F
	4 KOEL-F >>	5 KOEL-F	5 KCRR-F	5 KFMW-F >	4 KOKZ-F >>	5 KOKZ-F >	5 KOKZ-F >	4 KOKZ-F >	4 KOKZ-F >	4 KOKZ-F >

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format	Performance	AM	FM	Total	%	Yr. Ago
KCNZ	T	1250	Cedar Falls	0.6	1.5	0 18	AC	0 (0)	7 (4)	7 (4)	5.0 %	4.5 %	
KDNZ	T	1650	Cedar Falls	0.6	0.5	1 6	AOR/Classic/NR	0 (0)	32 (3)	32 (3)	22.7 %	22.1 %	
KWAY-F	AC	99.3	Waverly	1.8	4.7	3 66	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
KXEL	T	1540	Waterloo	1.8	7.0	7 140	CHR	0 (0)	19 (3)	19 (3)	13.5 %	12.3 %	
							Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
							Country	0 (0)	41 (4)	41 (4)	29.1 %	29.2 %	
							Full Service	13 (2)	0 (0)	13 (2)	9.2 %	7.8 %	
							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 (4)	0 (0)	6 (4)	4.3 %	5.2 %	
							Oldies	0 (0)	14 (1)	14 (1)	9.9 %	11.7 %	
							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	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
							Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
							Standards/EZ	9 (1)	0 (0)	9 (1)	6.4 %	7.1 %	
Totals								28	(7)	113 (15)	141 (22)		

WATERLOO-CEDAR FALLS

Consolidation Report	12+	25-54	Revenue
Bahakel KFMW-FM, KOKZ-FM, KWLO-AM, KXEL-AM	27.4 %	26.8 %	40.8 %
Connoisseur KCRR-FM, KKCVM-FM, KOEL-AM, KOEL-FM	31.7 %	36.0 %	49.6 %
Local KCNZ-AM, KCVM-FM, KDNZ-AM	8.5 %	10.3 %	7.6 %
	67.6 %	73.1 %	98.0 %

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
KCVM	96.1	6 kw @ 328	CHR/AC		\$ NA	---	KCNZ/KDNZ	Hudson
KFMW	107.9	100 kw @ 1804	AOR	Westwd	\$30.00	Katz	Bahakel	
KKCVM	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	

Notes: Other ranked stations – See Cedar Rapids or Des Moines

WEST PALM BEACH

Arbitron Rank: 51 **Pop (12+):** 896,300
MSA Rank: 59
MSA Pop: 1,040,000
DMA: 45
Average Persons Rating: 15.7
Market TSL in Hours: 20.75

Stations: 43 / 22
Diaries: 2,144 / 418:1 / 54.6%
Sample Target: 2,130
% Below Line: 30.7
% Not Listed: 11.6
Pop per Station: 40,741

Last Year's Revenue: \$43,500,000
Household Income: \$46,560
Total Retail Sales: \$13.0 Bil.
#1 Biller: WEAT-F \$8,500,000
#1 Billing Portfolio: CBS/Infinity \$18,660,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WEAT-F	130 / 9.2	10.9	7.4	7.3	8.6	8.7	1655 / 18.5	14.7	18.0	172 / 2502	H	WEAT-F
2	WIRK-F	80 / 5.7	5.5	6.6	5.5	6.5	5.8	1044 / 11.6	12.9	12.0	109 / 1454	G	WIRK-F
3	WJBW-F	76 / 5.4	6.0	5.7	6.4	5.9	5.9	1088 / 12.1	11.1	11.1	112 / 1492	C	WJBW-F
4	WRMF-F	71 / 5.0	4.9	6.1	6.4	7.0	5.6	1068 / 11.9	13.0	15.8	93 / 1773	H	WRMF-F
5	WJNO	66 / 4.7	3.4	4.6	4.9	3.5	4.4	948 / 10.6	12.5	9.4	96 / 1543	F	WJNO
6	WEDR-F	58 / 4.1	4.1	6.2	4.9	3.7	4.8	877 / 9.8	11.8	9.9	186 / 2825	F	WEDR-F
7	WLDI-F	48 / 3.4	3.5	2.5	1.8	1.6	2.8	1098 / 12.3	11.0	6.4	97 / 1865	B	WLDI-F
8	WPBZ-F	44 / 3.1	2.8	3.1	3.4	3.5	3.1	782 / 8.7	8.4	10.1	69 / 1247	E	WPBZ-F
9	WTMI-F	42 / 3.0	2.3	2.4	1.9	2.8	2.4	622 / 6.9	5.9	6.1	148 / 2074	F	WTMI-F
10	WKGR-F	39 / 2.8	3.1	3.6	3.4	2.6	3.2	868 / 9.7	9.0	8.1	67 / 1489	D	WKGR-F
11	WDBF	35 / 2.5	3.3	2.2	3.4	2.1	2.8	518 / 5.8	4.9	4.5	39 / 590	A	WDBF
12	WMBX-F	32 / 2.3	2.1	2.1	3.3	3.5	2.4	784 / 8.7	9.3	11.5	57 / 1363	B	WMBX-F
12	WBG-G	32 / 2.3	2.0	2.4	2.4	2.6	2.3	601 / 6.7	6.5	7.5	143 / 2403	F	WBG-G
14	WOLL-F	31 / 2.2	2.0	2.4	2.3	2.2	2.2	530 / 5.9	7.9	6.6	50 / 830	C	WOLL-F
15	WLVE-F	29 / 2.1	2.1	1.9	2.6	1.6	2.2	459 / 5.1	5.2	5.3	162 / 2129	F	WLVE-F
16	WHQT-F	28 / 2.0	2.2	2.1	2.2	1.6	2.1	535 / 6.0	6.3	4.9	123 / 2031	F	WHQT-F
16	WBZT	28 / 2.0	1.5	2.4	2.8	2.2	2.2	442 / 4.9	5.6	6.0	29 / 480	B	WBZT
18	WRLX-F	27 / 1.9	2.1	2.0	2.2	3.8	2.1	466 / 5.2	6.3	8.5	29 / 555	C	WRLX-F

12+ FM Share (Metro): 78.73% (981 of 1246) (Spring 98: 83.37%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEDR-F	1 WRMF-F	1 WEAT-F	1 WEAT-F	1 WEAT-F >	1 WEAT-F >	1 WEAT-F >	1 WEAT-F >	1 WEAT-F >	1 WEDR-F	1 WEAT-F <
2 WLDI-F >	1 WIRK-F <	2 WRMF-F <	2 WRMF-F <	2 WRMF-F <	2 WJBW-F	2 WJNO	2 WRMF-F <	2 WRMF-F <	2 WEAT-F	2 WJBW-F
3 WPOW-F >>	3 WPBZ-F	3 WIRK-F >	3 WIRK-F >	3 WIRK-F >	3 WJNO	3 WIRK-F <	3 WJBW-F <	3 WIRK-F <	3 WLDI-F	3 WIRK-F
4 WPBZ-F	4 WEDR-F <	4 WPBZ-F	4 WKGR-F	4 WKGR-F	4 WIRK-F	4 WBG-G	4 WIRK-F	4 WJBW-F	4 WPOW-F	4 WEDR-F
	5 WEAT-F	4 WEDR-F <	5 WBG-G <	5 WBG-G <	5 WTMI-F <	5 WRMF-F	5 WJNO	5 WEDR-F <	4 WIRK-F <	5 WLDI-F <
	6 WLDI-F	6 WKGR-F <	6 WMBX-F	6 WMBX-F	6 WRMF-F	6 WJBW-F	6 WZZR-F <	6 WJNO <	6 WJBW-F	6 WTMI-F
	7 WBG-G	7 WLDI-F <	6 WPBZ-F	6 WPBZ-F	7 WDBF	7 WEDR-F <	7 WBZT <	7 WLDI-F	7 WJNO <	6 WRMF-F
	8 WPOW-F	8 WBG-G	8 WEDR-F <	8 WEDR-F		8 WKGR-F <	8 WTMI-F <	8 WPBZ-F <	8 WRMF-F	8 WPBZ-F <
	9 WMBX-F <	8 WMBX-F	9 WZZR-F <	9 WZZR-F <		9 WPBZ-F <	9 WPBZ-F <	9 WKGR-F <	8 WOLL-F	9 WJNO <
		10 WZZR-F <	10 WLDI-F	10 WLDI-F <		10 WHQT-F <		10 WOLL-F	8 WPBZ-F <	10 WDBF

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmt
1 WLDI-F	1 WRMF-F	1 WRMF-F	1 WEAT-F	1 WEAT-F	1 WPBZ-F	1 WPBZ-F >	1 WPBZ-F <	1 WEAT-F <	1 WEAT-F	1 WJNO >
2 WEDR-F >>	2 WEAT-F	2 WEAT-F	2 WRMF-F >	2 WRMF-F >	2 WEDR-F >	2 WIRK-F	2 WIRK-F	2 WPBZ-F <	2 WIRK-F	2 WIRK-F <
3 WPOW-F	2 WIRK-F	2 WIRK-F >	3 WIRK-F >	3 WIRK-F >	3 WPOW-F >	3 WBG-G	3 WBG-G >	3 WIRK-F	3 WKGR-F <	3 WEAT-F
4 WHQT-F	2 WLDI-F <	4 WEDR-F	4 WEDR-F <	4 WEDR-F	4 WZZR-F >	4 WZTA-F	4 WRMF-F	4 WBG-G <	4 WBG-G	3 WPOW-F
4 WRMF-F	5 WEDR-F >	5 WMBX-F	5 WLDI-F	5 WMBX-F	5 WLDI-F	5 WEDR-F	5 WZTA-F	5 WKGR-F <	5 WPBZ-F	5 WBZT
4 WIRK-F >	6 WPOW-F	5 WPBZ-F	6 WMBX-F	6 WKGR-F	5 WZTA-F	5 WRMF-F	5 WEAT-F	6 WZZR-F	5 WZZR-F <	
	7 WHQT-F	7 WPOW-F	7 WKGR-F	6 WLDI-F <	5 WZZR-F >>	5 WZZR-F	5 WKGR-F	7 WRMF-F	7 WRMF-F	
	8 WMBX-F	7 WLDI-F	7 WHQT-F	8 WHQT-F		8 WKGR-F	5 WZZR-F	8 WQAM <	8 WQAM	
	8 WPBZ-F	7 WHQT-F		9 WSWN		8 WEAT-F		9 WEDR-F <	9 WMBX-F	
				10 WOLL-F					10 WLDI-F	

Consolidation Report	12+	25-54	Revenue
CBS/Infinity WEAT-FM, WIRK-FM, WMBX-FM, WPBZ-FM	20.3 %	25.7 %	42.9 %
Clear Channel WBZT-AM, WJNO-AM, WKGR-FM, WLDI-FM, WOLL-FM, WWLV-FM	16.8 %	15.4 %	22.9 %
James Crystal WDJA-AM, WJNA-AM, WRLX-FM, WRMF-FM	8.7 %	10.0 %	24.1 %
WDBF WDBE-AM, WDBF-AM, WJBW-FM	7.9 %	0.7 %	3.4 %
	53.7 %	51.8 %	93.3 %

WEST PALM BEACH

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume		Format	Performance	AM	FM	Total	%	Yr. Ago			
WAFC	SP-R	590	Clewiston	0.6	1.0	14	175	AC	0	(0)	110	(3)	110	(3)	8.8 %	12.9 %
WDJA	N	850	West Palm Beach	0.4	1.8	7	213	AOR/Classic/NR	0	(0)	169	(6)	169	(6)	13.6 %	14.4 %
WJNA	ST	1230	West Palm Beach	1.5	3.8	87	1166	Black/Urban	31	(2)	113	(3)	144	(5)	11.6 %	8.5 %
WLVS	SP-C	1380	Lake Worth	0.4	0.7	5	68	CHR	0	(0)	90	(3)	90	(3)	7.2 %	4.6 %
WPBR	T	1340	Palm Beach	0.5	1.4	7	125	Classical	0	(0)	42	(1)	42	(1)	3.4 %	3.1 %
WPOM	B	1600	Riviera Beach	0.9	2.2	13	198	Country	0	(0)	105	(2)	105	(2)	8.4 %	10.4 %
WSBR	T	740	Boca Raton	0.5	2.3	14	408	Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WSWN	B	900	Belle Glade	1.3	2.1	27	314	Hispanic	23	(3)	40	(3)	63	(6)	5.1 %	3.6 %
WWLV-F	J	94.3	Riviera Beach	1.7	4.5	28	494	Jazz	0	(0)	53	(2)	53	(2)	4.3 %	1.8 %

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume		
WAMR-F	SP	107.5	Miami	1.6	3.1	38	670
WAQI	SP-VA	710	Miami	0.7	0.6	23	141
WFLC-F	AC	97.3	Miami	0.5	2.6	77	1785
WHYI-F	CHR/AC	100.7	Fort Lauderdale	1.1	6.5	129	2948
WINZ	T	940	Miami	0.5	1.7	78	1215
WIOD	N/T	610	Miami	0.9	3.3	66	1688
WKIS-F	C	99.9	Boca Raton	1.8	4.3	147	2278
WLYF-F	SAC	101.5	Miami	0.7	2.7	154	2242
WMXJ-F	O	102.7	Pompano Beach	0.9	5.0	98	2274
WPLL-F	AOR-P	103.5	Fort Lauderdale	0.8	3.2	53	1487
WPOW-F	CHR	96.5	Miami	1.8	8.9	114	2970
WQAM	SPRTS	560	Miami	1.6	3.7	104	1568
WRMA-F	SP	106.7	Fort Lauderdale	0.9	2.8	38	625
WRTO-F	SP	98.3	Goulds	0.4	2.2	22	539
WZTA-F	AOR	94.9	Miami Beach	1.2	4.6	106	2029
WZZR-F	AOR	92.7	Stuart	1.8	4.1	47	700

News/Talk	132	(7)	0	(0)	132	(7)	10.6 %	8.5 %
Oldies	0	(0)	43	(2)	43	(2)	3.5 %	4.5 %
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	0	(0)	140	(2)	140	(2)	11.2 %	15.8 %
Sports	23	(1)	0	(0)	23	(1)	1.8 %	1.5 %
Standards/EZ	56	(2)	76	(1)	132	(3)	10.6 %	10.3 %
Totals	265	(15)	981	(28)	1246	(43)		

AM Stations

WBZT	1290	5 kw (DA-N)	Talk	ABC	\$34.00	Clr Chnl	Clear Channel	
WDBF	1420	5 kw/0.5 kw (DA-2)	Standards	CBS	\$ NA	—	WJBW-FM	Delray Beach
WJNO	1040	10 kw/1 kw (DA-2)	News/Talk	CBS	\$73.00	Allied	Clear Channel	Boynton Beach

FM Stations

WEAT	104.3	100 kw @ 1273	AC/Soft AC		\$110.00	Katz	CBS/Infinity	
WIRK	107.9	100 kw @ 340	Country		\$115.00	Katz	CBS/Infinity	
WJBW	99.5	6 kw @ 308	Standards		\$25.00	Roslin	WDBF	Jupiter
WKGR	98.7	100 kw @ 1380	Classic AOR		\$75.00	Clr Chnl	Clear Channel	Ft. Pierce
WLDI	95.5	100 kw @ 982	CHR	ABC, Westwd	\$39.00	Clr Chnl	Clear Channel	Ft. Pierce
WMBX	102.3	25 kw @ 328	AC/CHR		\$ NA	Christal	CBS/Infinity	Jensen Beach
WOLL	105.5	19 kw @ 807	Oldies		\$38.00	Clr Chnl	Clear Channel	Hobe Sound
WPBZ	103.1	50 kw @ 482	AOR-New Rock	ABC	\$50.00	Christal	CBS/Infinity	Indiantown
WRLX	92.1	7 kw @ 499	Black Oldies		\$48.00	Allied	James Crystal	
WRMF	97.9	100 kw @ 1350	AC		\$135.00	Allied	James Crystal	

Notes: Other ranked stations -- See Miami-Fort Lauderdale . . . 3/99 WPOM sold to Hibernia for \$1,200,000 (Hadden) . . . 4/99 WJBW (1000) changed from Standards/Full Service to simulcasting new sister station, Standards WDBF as WDBE . . . 4/99 WRLX-F changed from Soft AC to Black Oldies as "92-X" . . . 6/99 WPOM (1600) changed from Black to Children's as WMNE ("Minnie")

WHEELING

Arbitron Rank: 220 **Pop (12+):** 130,100
MSA Rank: 235
MSA Pop: 152,000
DMA: 138 (w/Steubenville)
Average Persons Rating: 13.5
Market TSL in Hours: 18.50

Stations: 17 / 11
Diaries: 638 / 204:1 / 59.5%
Sample Target: 640
% Below Line: 9.1
% Not Listed: 12.5
Pop per Station: 11,827

Last Year's Revenue: \$7,500,000
Household Income: \$30,829
Total Retail Sales: \$1.4 Bil.
#1 Biller: WOVK-F \$1,750,000
#1 Billing Portfolio: AMFM \$5,470,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level	
1	WOVK-F	31 / 17.7	16.7	20.6	18.7	15.7	402 / 30.9	30.3	32.9	45 / 639	C	WOVK-F
2	WOMP-F	27 / 15.4	10.4	11.1	13.0	12.5	446 / 34.3	28.7	30.2	51 / 820	C	WOMP-F
3	WKWK-F	14 / 8.0	8.6	11.6	9.1	9.9	240 / 18.4	19.5	18.5	18 / 344	C	WKWK-F
4	WEGW-F	12 / 8.8	8.6	11.1	8.5	9.9	213 / 16.3	17.2	17.7	29 / 472	B	WEGW-F
5	WOMP	11 / 8.3	6.3	5.8	4.5	7.8	155 / 11.9	11.3	11.7	11 / 168		WOMP
5	WBBD	11 / 8.3	4.0	4.8	6.2	5.7	95 / 7.3	10.3	9.5	12 / 101	A	WBBD
7	WZNW-F	10 / 5.7	8.1	4.2	4.5	4.2	275 / 21.1	16.3	19.2	13 / 375	B	WZNW-F
7	WWVA	10 / 5.7	6.9	6.3	6.2	6.8	229 / 17.6	19.8	16.0	21 / 424	C	WWVA
9	WRKY-F	9 / 5.1	4.0	4.8	5.1	4.2	153 / 11.8	12.5	11.4	47 / 563		WRKY-F
9	WEEL-F	9 / 5.1	4.0	5.3	5.1	7.3	143 / 11.0	12.7	11.7	9 / 161	A	WEEL-F

12+ FM Share (Metro): 78.57% (121 of 154) (Spring 98: 81.50%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WOMP-F >>>	1 WOMP-F	1 WOMP-F	1 WOVK-F	1 WOVK-F	1 WOVK-F >>	1 WOVK-F	1 WOVK-F >	1 WOVK-F	1 WOMP-F >	1 WOVK-F
2 WZNW-F >>	2 WOVK-F	2 WOVK-F >	1 WOMP-F >	2 WOMP-F >	2 WOMP-F	2 WOMP-F >	2 WOMP-F >	2 WOMP-F >	2 WOVK-F	2 WOMP-F >
3 WEGW-F >	3 WEGW-F <	3 WKWK-F	3 WKWK-F	2 WBBD	3 WOMP	3 WKWK-F	3 WKWK-F	3 WKWK-F	3 WKWK-F >	3 WEGW-F
4 WKWK-F	4 WKWK-F	4 WEGW-F >	4 WEGW-F	4 WKWK-F	4 WWVA	4 WEEL-F	4 WZNW-F <	4 WZNW-F	4 WBBD	4 WBBD
4 WZNW-F >>	5 WZNW-F	5 WRKY-F	5 WZNW-F	4 WOMP	5 WEGW-F	4 WOMP	5 WRKY-F <	4 WBBD	5 WKWK-F	5 WKWK-F
		5 WZNW-F		4 WWVA	6 WKWK-F	6 WEGW-F	6 WWVA <	6 WBBD	6 WRKY-F	6 WRKY-F
								6 WWVA <	6 WZNW-F	6 WZNW-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	12+ Ovmitte
1 WOVK-F	1 WOMP-F	1 WOMP-F	1 WOVK-F	1 WOVK-F	1 WOMP-F >	1 WOMP-F	1 WOVK-F	1 WOMP-F	1 WOVK-F	1 WOMP-F >
1 WEGW-F	2 WOVK-F >	2 WOVK-F >	1 WOMP-F >	2 WOMP-F >	2 WEGW-F >>	2 WEGW-F	1 WEGW-F >>	2 WEGW-F	2 WEGW-F	2 WOVK-F >
1 WZNW-F	3 WKWK-F >	3 WKWK-F >>	3 WKWK-F >	3 WKWK-F >>		3 WOVK-F >		3 WOVK-F >>	2 WOMP-F >>	3 WKWK-F >>
1 WKWK-F	4 WEGW-F		4 WRKY-F	4 WRKY-F		4 WZNW-F >>		4 WKWK-F	4 WKWK-F	
1 WOMP-F >>	4 WZNW-F >>		4 WZNW-F	4 WEEL-F				4 WZNW-F >	4 WWVA	
				4 WZNW-F >					4 WZNW-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBNV-F SAC 93.5 Barnesville, OH	1.1	3.4	4 74
WRKP-F REL-CC 96.5 Moundsville	0.6	2.3	2 46

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KDKA N/T 1020 Pittsburgh	0.6	1.9	3 136
WAMO-F B 106.7 Beaver Falls	0.6	1.9	4 92
WCDK-F O 106.3 Cadiz, OH	1.1	2.7	6 98
WDVE-F AOR 102.5 Pittsburgh	1.1	4.1	9 219
WXDX-F AOR-NR 105.9 Pittsburgh	0.6	2.6	7 127

Consolidation Report	12+	25-54	Revenue
AMFM	50.2 %	51.2 %	72.9 %
WBBD-AM, WEGW-FM, WKWK-FM, WOVK-FM, WWVA-AM, WZNW-FM			
Liberty Media, pend.	26.8 %	25.6 %	20.7 %
WOMP-AM, WOMP-FM, WRKY-FM			
	77.0 %	76.8 %	93.6 %

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	24 (2)	24 (2)	15.6 %	17.3 %
AOR/Classic/NR	0 (0)	15 (3)	15 (3)	9.7 %	15.0 %
Black/Urban	0 (0)	1 (1)	1 (1)	0.6 %	0.0 %
CHR	0 (0)	27 (1)	27 (1)	17.5 %	12.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	40 (2)	40 (2)	26.0 %	27.7 %
Full Service	10 (1)	0 (0)	10 (1)	6.5 %	6.9 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	12 (2)	0 (0)	12 (2)	7.8 %	6.4 %
Oldies	0 (0)	11 (2)	11 (2)	7.1 %	7.5 %
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	0 (0)	2 (1)	2 (1)	1.3 %	1.2 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	11 (1)	0 (0)	11 (1)	7.1 %	5.2 %
Totals	33 (4)	121 (13)	154 (17)		

WHEELING

AM Stations

WBBD	1400	1 kw	Standards	ABC	\$ NA	Mc-Guild	AMFM	
WOMP	1290	1 kw/0.033 kw	Talk	ABC, CBS, Westwd	\$<20.00	Regional	Liberty, pend.	Bellaire, OH
WWVA	1170	50 kw (DA-N)	Full Service/Talk	Westwd, ABC	\$24.00	Sentry	AMFM	

FM Stations

WEEL	95.7	1.7 kw @ 627	Oldies	ABC, AMFM	\$<20.00	—	Adventure	Shadyside
WEGW	107.5	10.5 kw @ 883	AOR/Classic AOR		\$17.00	Christal	AMFM	
WKWK	97.3	50 kw @ 420	AC	Westwd, ABC	\$23.00	Christal	AMFM	
WOMP	100.5	48 kw @ 500	CHR		\$25.00	Regional	Liberty, pend.	Bellaire, OH
WOVK	98.7	50 kw @ 390	Country	AMFM	\$35.00	Sentry	AMFM	
WZNW	105.5	13.5 kw @ 312	AC/CHR		\$<20.00	Sentry	Capstar	Bethelam

Notes: WEEL-F is LMA'd to AMFM . . . 6/99 WOMP-AF/WRKY-F (plus WSTV 1340; Steubenville, OH) sold by Associated to Liberty Media as part of Liberty's \$2.8 Billion purchase of Associated's parent

FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

WICHITA

Arbitron Rank: 89 Pop (12+): 426,800	Stations: 22 / 21	Last Year's Revenue: \$24,600,000
MSA Rank: 102	Diaries: 1,008 / 423:1 / 55.8%	Household Income: \$44,909
MSA Pop: 497,000	Sample Target: 1,010	Total Retail Sales: \$5.1 Bil.
DMA: 65	% Below Line: 0.5	#1 Billing: KFDI-AF \$5,400,000
Average Persons Rating: 15.0	% Not Listed: 10.9	#1 Billing Portfolio:
Market TSL in Hours: 19.75	Pop per Station: 20,324	AMFM \$10,300,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	KFDI-F	C	74 / 11.5	8.2	8.6	7.1	8.3	8.9	1131 / 26.5	18.0	21.7	92 / 1367	G*	KFDI-F
2	KKRD-F	CHR	60 / 9.4	9.4	7.7	8.9	10.0	8.8	1048 / 24.6	22.5	25.9	79 / 1385	D	KKRD-F
3	KZSN-F	C	49 / 7.6	6.9	8.1	8.4	8.8	7.8	772 / 18.1	18.3	17.7	59 / 1029	E	KZSN-F
4	KRBB-F	AC	41 / 6.4	7.1	5.8	6.8	7.6	6.5	612 / 14.3	15.4	17.1	56 / 825	D	KRBB-F
5	KICT-F	AOR	40 / 6.2	6.3	6.6	7.2	5.5	6.6	660 / 15.5	15.9	13.9	51 / 908	C	KICT-F
6	KDGS-F	B	37 / 5.8	5.3	5.2	5.7	5.0	5.5	500 / 11.7	12.0	10.7	40 / 570	B	KDGS-F
7	KRZZ-F	AOR/CL	36 / 5.6	6.0	4.9	6.3	7.4	5.7	628 / 14.7	15.4	15.8	44 / 794	D	KRZZ-F
8	KEYN-F	O	34 / 5.3	5.2	5.2	5.6	4.7	5.3	551 / 12.9	12.3	14.5	43 / 675	C	KEYN-F
9	KFDI	C/F/S	29 / 4.5	7.3	5.2	5.7	6.4	5.7	370 / 8.7	8.2	10.2	40 / 544	*	KFDI
9	KLLS-F	CL HITS	29 / 4.5	3.4	5.1	4.4	3.9	4.4	413 / 9.7	14.0	10.9	31 / 486	C	KLLS-F
11	KOEZ-F	EZ	25 / 3.9	4.4	4.0	3.5	2.7	4.0	317 / 7.4	7.9	6.7	35 / 484	B	KOEZ-F
12	KTLI-F	REL-CC	20 / 3.1	3.4	4.0	3.5	4.8	3.5	334 / 7.8	9.5	8.1	23 / 422	B	KTLI-F
13	KFH	T	18 / 2.8	3.2	4.8	3.9	4.2	3.7	404 / 9.5	10.3	9.6	24 / 488	A	KFH
13	KWSJ-F	J	18 / 2.8	3.2	2.6	2.1	2.4	2.7	324 / 7.6	7.2	7.4	19 / 352	A	KWSJ-F
15	KNSS	N/T	16 / 2.5	3.5	4.3	3.2	2.6	3.4	349 / 8.2	10.7	9.3	18 / 418	C	KNSS
16	KYQQ-F	C	13 / 2.0	2.1	2.6	2.9	2.0	2.4	264 / 6.2	8.3	5.9	23 / 401	B	KYQQ-F
17	KAYY-F	AC/CHR	10 / 1.6	1.9	0.9	1.2	1.1	1.4	257 / 6.0	5.6	5.8	12 / 301		KAYY-F

12+ FM Share (Metro): 86.16% (492 of 571) (Spring 98: 83.59%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKRD-F	1 KKRD-F	1 KKRD-F	1 KFDI-F <	1 KFDI-F	1 KFDI-F >>	1 KFDI-F	1 KFDI-F	1 KFDI-F <	1 KFDI-F	1 KFDI-F
2 KDGS-F	2 KICT-F <	2 KZSN-F <	2 KKRD-F	2 KKRD-F <	2 KFDI <	2 KZSN-F <	2 KKRD-F <	2 KKRD-F	2 KKRD-F <	2 KKRD-F
3 KICT-F >>>	3 KZSN-F	3 KFDI-F <	3 KZSN-F <	3 KZSN-F <	3 KEYN-F	3 KKRD-F	3 KZSN-F <	3 KICT-F <	3 KICT-F	3 KZSN-F
4 KDGS-F	4 KRBB-F	4 KRBB-F <	4 KRBB-F	4 KRBB-F	4 KZSN-F	4 KRZZ-F	4 KRBB-F	4 KZSN-F	4 KDGS-F	3 KICT-F <
4 KRBB-F	5 KRZZ-F	5 KRZZ-F <	5 KRZZ-F <	5 KEYN-F <	4 KOEZ-F <	4 KRBB-F	5 KRZZ-F	5 KDGS-F <	5 KRBB-F >	5 KDGS-F
6 KRZZ-F	6 KICT-F	6 KEYN-F	6 KEYN-F	6 KRZZ-F <	6 KRBB-F	6 KFDI <	6 KLLS-F <	6 KEYN-F <	6 KEYN-F	6 KFDI
	7 KLLS-F	6 KLLS-F <	7 KLLS-F <	7 KLLS-F <	7 KRZZ-F	7 KEYN-F	7 KEYN-F	7 KRZZ-F	7 KRZZ-F	7 KZSN-F <
	8 KEYN-F <	8 KICT-F >	8 KICT-F >	8 KICT-F >	8 KWSJ-F <	8 KDGS-F	8 KICT-F <	7 KRBB-F	8 KOEZ-F <	8 KEYN-F
					9 KLLS-F <		9 KDGS-F	9 KLLS-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	12+ Ovrnite
1 KKRD-F >	1 KKRD-F >	1 KKRD-F	1 KKRD-F	1 KFDI-F <	1 KRZZ-F	1 KICT-F	1 KICT-F	1 KICT-F	1 KFDI-F	1 KFDI-F
2 KDGS-F >>	2 KZSN-F <	2 KZSN-F >	2 KZSN-F	2 KRBB-F	1 KICT-F >	2 KKRD-F <	2 KKRD-F >	1 KRZZ-F	1 KRZZ-F <	2 KKRD-F
3 KICT-F	3 KDGS-F	3 KRBB-F	2 KRBB-F <	3 KZSN-F <	3 KZSN-F	3 KRZZ-F	3 KFDI-F	3 KKRD-F	3 KICT-F <	3 KFDI
3 KLLS-F	4 KRBB-F	4 KDGS-F	4 KFDI-F <	4 KKRD-F	4 KRBB-F >	4 KZSN-F	4 KLLS-F	3 KZSN-F	4 KKRD-F <	4 KDGS-F
3 KRBB-F	5 KFDI-F	4 KFDI-F >	5 KDGS-F	5 KEYN-F	5 KFDI-F	4 KRZZ-F	4 KRZZ-F	3 KFDI-F	5 KZSN-F <	
3 KZSN-F >	6 KLLS-F	6 KLLS-F	6 KLLS-F <	6 KDGS-F <	5 KRBB-F	4 KZSN-F	6 KLLS-F	6 KLLS-F	6 KEYN-F <	
	6 KTLI-F	7 KEYN-F	7 KEYN-F	7 KLLS-F			6 KRBB-F	7 KLLS-F	7 KLLS-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KANR-F	N	92.7	Belle Plaine	0.5	1.8	6	118	KHUT-F	C	102.9	Hutchinson	0.5	1.7	29	359
KMYR	ST	1410	Wichita	0.8	1.5	5	67								
KQAM	SPRTS	1480	Wichita	1.1	2.5	7	117								
KSGL	REL	900	Wichita	0.6	1.1	4	54								

WICHITA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
AMFM	29.0 %	33.8 %	41.9 %	AC	0 (0)	51 (2)	51 (2)	8.9 %	9.6 %
KKRD-FM, KRBB-FM, KRZZ-FM, KZSN-FM				AOR/Classic/NR	0 (0)	76 (2)	76 (2)	13.3 %	14.4 %
In Trust	14.5 %	17.3 %	14.7 %	Black/Urban	0 (0)	37 (1)	37 (1)	6.5 %	5.6 %
KEYN-FM, KFH-AM, KNSS-AM, KQAM-AM, KWSJ-FM				CHR	0 (0)	60 (1)	60 (1)	10.5 %	11.2 %
Journal Broadcast Group	28.7 %	27.1 %	37.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KFDI-AM, KFDI-FM, KICT-FM, KLLS-FM, KYQQ-FM				Country	0 (0)	139 (4)	139 (4)	24.3 %	22.0 %
Local	7.4 %	6.2 %	2.7 %	Full Service	29 (1)	0 (0)	29 (1)	5.1 %	7.1 %
KAYY-FM, KDGS-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	79.6 %	84.4 %	96.6 %	Jazz	0 (0)	18 (1)	18 (1)	3.2 %	2.7 %
				News/Talk	34 (2)	3 (1)	37 (3)	6.5 %	7.6 %
				Oldies	0 (0)	63 (2)	63 (2)	11.0 %	9.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	4 (1)	20 (1)	24 (2)	4.2 %	5.9 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	7 (1)	0 (0)	7 (1)	1.2 %	1.2 %
				Standards/EZ	5 (1)	25 (1)	30 (2)	5.3 %	3.0 %
				Totals	79 (6)	492 (16)	571 (22)		

AM Stations

Station	Freq	Power	Format	Network	Revenue	Ownership	Notes
KFDI	1070	10 kw/1 kw (DA-N)	Country/Full Svc.	ABC	\$45.00	Allied	Journal Bcst Gp
KFH	1330	5 kw (DA-N)	Talk	CBS, Westwd, ABC	\$<20.00	Katz	Trust
KNSS	1240	1 kw	News/Talk	Westwd, CNN, CBS	\$27.00	D&R	Trust

FM Stations

Station	Freq	Power	Format	Network	Revenue	Ownership	Notes
KAYY	98.7	50 kw @ 492	AC/CHR	ABC	\$ 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	Trust
KFDI	101.3	100 kw @ 1140	Country	ABC	\$58.00	Allied	Journal Bcst Gp
KICT	95.1	100 kw @ 897	AOR	ABC	\$38.00	Allied	Journal Bcst Gp
KKRD	107.3	100 kw @ 860	CHR		\$45.00	D&R	AMFM
KLLS	104.5	46 kw @ 515	Classic Hits	Westwd	\$<20.00	—	Journal Bcst Gp Augusta
KOEZ	92.3	100 kw @ 640	Soft AC	Westwd	\$24.00	—	Newton
KRBB	97.9	100 kw @ 993	AC		\$42.00	Christal	AMFM
KRZZ	96.3	50 kw @ 492	AOR/Classic Rock		\$40.00	D&R	AMFM Derby
KTLI	99.1	100 kw @ 515	Contemp. Christian		\$<20.00	—	El Dorado
KWSJ	105.3	100 kw @ 993	Jazz		\$ NA	Katz	Trust Hayesville
KYQQ	106.5	100 kw @ 1280	Country	ABC	\$20.00	—	Journal Bcst Gp Arkansas City
KZSN	102.1	100 kw @ 1032	Country		\$60.00	Katz	AMFM Hutchinson

Notes: * KFDI-F revenue level includes revenue of KFDI . . . KAYY-F is LMA'd to Journal Broadcast Group . . . 7/99 KOEZ-F sold to Kansas Radio Assets I, LLC for \$1,500,000 . . . 8/99 KLLS-F changed from Classic Hits to Classic AOR as "The Fox"

WILKES BARRE-SCRANTON

Arbitron Rank: 64 Pop (12+): 632,600	Stations: 42 / 31	Last Year's Revenue: \$25,800,000
MSA Rank: 84	Diaries: 1,321 / 479:1 / 57.5%	Household Income: \$37,285
MSA Pop: 615,000	Sample Target: 1,270	Total Retail Sales: \$7.1 Bil.
DMA: 51	% Below Line: 9.3	#1 Biller: WKRZ-FF \$5,700,000
Average Persons Rating: 16.6	% Not Listed: 11.1	#1 Billing Portfolio:
Market TSL in Hours: 22.00	Pop per Station: 20,406	Entercom, pend. \$9,950,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spq 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level		
1	WKRZ-FF	CHR	125 / 11.9	12.2	11.0	11.8	13.3	11.7	2146 / 33.9	30.5	33.8	152 / 2621	G	WKRZ-FF
2	WMGS-F	AC	96 / 9.2	8.2	8.9	6.8	8.4	8.3	1192 / 18.8	16.3	19.0	109 / 1381	E	WMGS-F
3	WGGY-FF	C	91 / 8.7	6.9	8.9	8.8	10.5	8.3	1056 / 16.7	20.6	21.7	118 / 1472	E	WGGY-FF
4	WXBE-FF	AOR	69 / 6.6	6.3	5.5	5.8	4.4	6.0	952 / 15.1	14.7	13.1	92 / 1378	C	WXBE-FF
5	WEZX-F	CL AOR	66 / 6.3	6.6	7.9	7.2	6.0	7.0	938 / 14.8	16.5	14.3	72 / 1053	D	WEZX-F
6	WBHT-FF	CHR	49 / 4.7	4.1	3.8	5.8	4.8	4.6	1080 / 17.1	14.9	18.2	62 / 1270	B	WBHT-FF
7	WNAK	ST/FS	45 / 4.3	4.4	3.6	3.6	5.4	4.0	256 / 4.0	5.5	5.3	45 / 256	B	WNAK
8	WEJL	ST/FS	40 / 3.8	4.6	3.5	2.6	2.6	3.6	466 / 7.4	9.3	8.7	40 / 482	A*	WEJL
9	WILK-AA	T	39 / 3.7	4.0	3.8	6.0	3.5	4.4	535 / 8.5	10.5	7.9	45 / 624	B	WILK-AA
10	WQFM-F	O	34 / 3.2	4.0	3.1	3.4	2.7	3.4	564 / 8.9	8.2	8.4	35 / 576	B	WQFM-F
11	WARM-AA	FS	27 / 2.6	2.0	2.5	2.3	2.6	2.3	536 / 8.5	7.6	7.4	29 / 584	B	WARM-AA
12	WCTD-F	C	26 / 2.5	1.4	1.5	1.5	0.9	1.7	311 / 4.9	4.9	3.6	26 / 316	B*	WCTD-F
13	WHLM-F	AC/CHR	22 / 2.1	1.7	1.5	1.4	1.4	1.7	271 / 4.3	4.8	4.7	29 / 427	B	WHLM-F
14	WSBG-F	CHR	20 / 1.9	2.3	2.8	1.8	1.8	2.2	338 / 5.3	7.1	6.4	21 / 371	A	WSBG-F
15	WODE-F	O	19 / 1.8	1.4	1.0	1.2	1.5	1.4	353 / 5.6	3.4	4.6	29 / 583		WODE-F
16	WSHG-FF	SAC	16 / 1.5	1.9	2.3	2.0	1.7	1.9	396 / 6.3	8.2	7.6	18 / 449	A	WSHG-FF
17	WZZO-F	AOR	15 / 1.4	1.9	1.3	1.5	0.9	1.5	197 / 3.1	4.1	2.8	25 / 358		WZZO-F
18	WBAX	ST/FS	13 / 1.2	2.0	0.8	1.9	1.3	1.5	277 / 4.4	3.6	4.6	13 / 277	*	WBAX
19	WKAB-F	O	11 / 1.1	1.1	0.8	1.2	1.3	1.0	207 / 3.3	3.1	3.3	14 / 246		WKAB-F
20	WWYY-F	C	10 / 1.0	0.8	0.4	0.6		0.7	136 / 2.2	1.7		10 / 138		WWYY-F
20	WWDL-F	SAC	10 / 1.0	1.1	0.4	0.7	0.6	0.8	212 / 3.3	1.8	1.8	10 / 215		WWDL-F

12+ FM Share (Metro): 79.16% (737 of 931) (Spring 98: 76.58%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKRZ-FF >>	1 WXBE-FF <	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF	1 WMGS-F	1 WKRZ-FF	1 WKRZ-FF <	1 WKRZ-FF >	1 WKRZ-FF >	1 WKRZ-FF
2 WBHT-FF >>	2 WKRZ-FF	2 WXBE-FF <	2 WMGS-F <	2 WMGS-F <	2 WGGY-FF <	2 WMGS-F	2 WMGS-F	2 WMGS-F <	2 WXBE-FF <	2 WGGY-FF >
3 WXBE-FF >	3 WEZX-F	3 WMGS-F <	3 WGGY-FF <	3 WGGY-FF <	3 WKRZ-FF	3 WXBE-FF <	3 WGGY-FF >	3 WGGY-FF	3 WBHT-FF	3 WEZX-F
4 WGGY-FF <	4 WEZX-F <	4 WEZX-F <	4 WEZX-F <	4 WEZX-F	4 WNAK	4 WGGY-FF >	4 WEZX-F	4 WEZX-F	4 WEZX-F	4 WNAK <
5 WBHT-FF >>	5 WGGY-FF >	5 WXBE-FF >>	5 WXBE-FF >>	5 WEJL <	5 WEJL <	5 WEZX-F	5 WXBE-FF	5 WBHT-FF	4 WMGS-F <	5 WMGS-F <
	6 WBHT-FF >	6 WBHT-FF	6 WBHT-FF	6 WILK-AA	6 WEJL >	6 WEJL	6 WILK-AA	6 WILK-AA	6 WGGY-FF >	6 WXBE-FF
		7 WQFM-F	6 WQFM-F	7 WEZX-F <	7 WILK-AA	6 WILK-AA	7 WQFM-F <	7 WILK-AA	7 WILK-AA	7 WBHT-FF >
		7 WHLM-F	8 WHLM-F <	8 WQFM-F <	8 WBHT-FF	8 WQFM-F	8 WEJL	8 WQFM-F <	8 WQFM-F <	8 WQFM-F <
				9 WARM-AA	9 WARM-AA	9 WBHT-FF <	9 WARM-AA	9 WCTD-F <	9 WARM-AA	9 WEJL
					10 WQFM-F	10 WNAK	10 WNAK	10 WODE-F	10 WCTD-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	12+ Ovmit
1 WKRZ-FF	1 WKRZ-FF >	1 WKRZ-FF >	1 WKRZ-FF	1 WMGS-F <	1 WXBE-FF <	1 WXBE-FF >	1 WXBE-FF >	1 WXBE-FF	1 WXBE-FF <	1 WKRZ-FF <
2 WBHT-FF >	2 WBHT-FF	2 WGGY-FF >	2 WMGS-F	2 WKRZ-FF	2 WKRZ-FF	2 WEZX-F	2 WEZX-F >>	2 WKRZ-FF <	2 WEZX-F	2 WGGY-FF >>
3 WXBE-FF	2 WGGY-FF	3 WBHT-FF	3 WGGY-FF	3 WGGY-FF >	3 WEZX-F >	3 WKRZ-FF >	3 WZZO-F	3 WEZX-F	2 WKRZ-FF	3 WMGS-F
4 WGGY-FF	4 WXBE-FF	3 WXBE-FF	4 WBHT-FF	4 WEZX-F	4 WBHT-FF	4 WKQV-F	3 WKRZ-FF	4 WGGY-FF	4 WGGY-FF	4 WXBE-FF
4 WMGS-F	5 WMGS-F <	5 WEZX-F	4 WEZX-F	5 WBHT-FF	5 WGGY-FF	5 WZZO-F	5 WGGY-FF >	5 WMGS-F >	5 WMGS-F >	5 WBHT-FF
	6 WEZX-F >>	5 WMGS-F	6 WXBE-FF >	6 WXBE-FF	5 WMGS-F >	6 WGGY-FF		6 WBHT-FF <	6 WQFM-F	
				7 WODE-F				7 WHLM-F	7 WHLM-F <	
				7 WSBG-F				7 WZZO-F	8 WZZO-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WCTP-F	C	94.3	Carbondale	0.8 2.2 19 290
WHCY-F	C	106.3	Blairstown, NJ	0.6 1.5 8 114
WICK	O	1400	Scranton	0.6 2.8 6 188
WKQV	SPRTS	1550	Pittston	0.6 1.2 6 77
WPPO	ST	840	Stroudsburg	0.7 1.1 7 67

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WABC	T	770	New York	0.6 1.5 17 213
WAEB-F	CHR	104.1	Allentown	0.7 2.4 30 392
WCTO-F	C	96.1	Easton	0.9 2.1 22 357
WFAN	SPRTS	660	New York	0.4 0.8 11 95
WILQ-F	C	105.1	Williamsport	0.8 1.9 26 301
WLEV-F	AC	100.7	Allentown	0.8 2.5 12 255
WNNJ-F	CL HITS	103.7	Newton, NJ	0.5 1.7 14 257
WYSP-F	T/CL AOR	94.1	Philadelphia	0.6 1.3 7 134

WILKES BARRE-SCRANTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Citadel	33.2 %	32.9 %	27.8 %	AC	0 (0)	126 (3)	126 (3)	13.5 %	11.8 %
WARM-AM, WAZL-AM, WBHT-FM, WCTD-FM, WCTP-FM, WEMR-AM, WEMR-FM, WKJN-AM, WKQV-AM, WKQV-FM, WMGS-FM, WXBE-FM				AOR/Classic/NR	0 (0)	156 (5)	156 (5)	16.8 %	13.1 %
Entercom, pend.	26.0 %	26.5 %	38.6 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
WGBI-AM, WGGI-FM, WGGY-FM, WILK-AM, WILT-AM, WKRF-FM, WKRZ-FM, WSHG-FM, WWFH-FM				CHR	0 (0)	201 (6)	201 (6)	21.6 %	24.2 %
Local	1.7 %	0.8 %	%	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WICK-AM, WWDL-FM, WYCK-AM				Country	0 (0)	159 (8)	159 (8)	17.1 %	16.9 %
Shamrock	14.5 %	14.7 %	14.3 %	Full Service	125 (5)	0 (0)	125 (5)	13.4 %	13.8 %
WBAX-AM, WEJL-AM, WEZX-FM, WQFM-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	75.3 %	74.9 %	80.7 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	45 (3)	0 (0)	45 (3)	4.8 %	6.8 %
				Oldies	7 (2)	69 (4)	76 (6)	8.2 %	7.3 %
				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	0 (0)	26 (3)	26 (3)	2.8 %	2.8 %
				Sports	10 (2)	0 (0)	10 (2)	1.1 %	0.0 %
				Standards/EZ	7 (1)	0 (0)	7 (1)	0.8 %	2.8 %
				Totals	194 (13)	737 (29)	931 (42)		

AM Stations

Station	Power	Time	Format	Daypart	Rate	Agency	Advertiser	Location
WARM	590	5 kw (DA-2)	Full Service	Westwd	\$30.00	Mc-Guild	Citadel	
WBAX	1240	1 kw	Simul. WEJL					Wilkes Barre
WEJL	630	0.5 kw/0.032 kw	Standards/Full Svc.	ABC, Westwd	\$<20.00	Eastman	Shamrock	Scranton
WGBI	910	1 kw/0.5 kw	See WILK					Scranton
WILK	980	5 kw/1 kw (DA-N)	Talk/News	CBS, ABC	\$27.00	D&R	Entercom, pend.	Wilkes Barre
WKJN	1440	5 kw/0.037 kw	Simul. WARM					Carbondale
WNAK	730	1 kw/0.012 kw	Standards/Full Svc.	Westwd	\$24.00	Lotus		Nanticoke

FM Stations

Station	Power	Time	Format	Daypart	Rate	Agency	Advertiser	Location
WBHT	97.1	0.5 kw @ 1102	CHR		\$27.00	Eastman	Citadel	Mountaintop
WCTD	93.7	1.5 kw @ 697	Simul. WCTP-F					Dallas
WCTP	94.3	1.1 kw @ 771	Country		\$<20.00	Mc-Guild	Citadel	Carbondale
WEMR	107.7	0.235 kw @ 1161	Simul. WBHT-F					Tunkhannock
WEZX	106.9	1.45 kw @ 617	Classic AOR	ABC, Westwd	\$44.00	Allied	Shamrock	
WGGI	95.9	6 kw @ 328	Simul. WGGY-F					Benton
WGGY	101.3	7 kw @ 1110	Country		\$59.00	Katz	Entercom, pend.	
WHLM	106.5	36 kw @ 579	AC/CHR	Westwd	\$17.00	—	WJMW	Bloomsburg
WKAB	103.5	4.1 kw @ 387	Oldies	Jones	\$ NA	Mc-Guild		Berwick
WKQV	95.7	0.3 kw @ 1010	Simul. WXBE-F					Otyphant
WKRF	107.9	0.84 kw @ 876	Simul. WKRZ-F					Tobyhanna
WKRZ	98.5	8.7 kw @ 1172	CHR		\$100.00	D&R	Entercom, pend.	
WMGS	92.9	5.3 kw @ 1383	AC		\$60.00	Eastman	Citadel	
WQFM	92.1	0.76 kw @ 663	Oldies		\$<20.00	Eastman	Shamrock	Nanticoke
WSBG	93.5	0.55 kw @ 764	CHR	AP	\$<20.00	Market 4	Multicultural	Stroudsburg
WSHG	102.3	3 kw @ 72	Soft AC	Jones	\$<20.00	D&R	Entercom, pend.	Pittston
WWDL	104.9	0.27 kw @ 1093	Soft AC	ABC	\$12.00	Roslin	WICK/WYCK	
WWFH	103.1	1.4 kw @ 679	Simul. WSHG-F					Freeland
WXBE	97.9	26 kw @ 672	AOR	Westwd	\$26.00	Mc-Guild	Citadel	Hazleton

Notes: * WEJL revenue level includes WBAX revenue; ^ WCTD-F revenue level includes WCTP-F revenue . . . Other ranked stations -- See Allentown-Bethlehem . . . Our research indicates WBAX still simulcasts WEJL, and WCTD-F and WCTP-F are a simulcast combo, even though Arbitron did not present them as such . . . 4/99 WZMT-F changed calls to WXBE-F . . . 6/99 WKQV-F changed calls to WXAR-F . . . 7/99 WKQV (1550) changed from Sports to Standards . . . 7/99 Sinclair Broadcast Group sold WGBI, WGGI-F, WGGY-F, WILK, WILT, WKRF-F, WKRZ-F, WSHG-F and WWFH-F to Entercom as part of an \$821,500,000 group transaction (DB Alex. Brown)

WILMINGTON, DE

Arbitron Rank: 75 Pop (12+): 526,500
MSA Rank: 92
MSA Pop: 564,000
DMA: Philadelphia (#4)
Average Persons Rating: 16.0
Market TSL in Hours: 21.00

Stations: 39 / 10
Diaries: 1,274 / 413:1 / 46.9%
Sample Target: 1,330
% Below Line: 51.3
% Not Listed: 12.8
Pop per Station: 52,650

Last Year's Revenue: \$19,500,000
Household Income: \$54,456
Total Retail Sales: \$6.0 Bil.
#1 Biller: WSTW-F \$5,700,000
#1 Billing Portfolio: Delmarva \$9,500,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WSTW-F	CHR/AC	83 / 9.8	8.5	9.2	9.5	7.3	1158 / 22.0	20.4	21.2	85 / 1206	G	WSTW-F
2	WJBR-F	AC	66 / 7.8	9.4	11.2	8.3	10.7	975 / 18.5	20.4	22.6	79 / 1082	G	WJBR-F
3	WUSL-F	B	45 / 5.3	5.5	5.1	7.1	5.7	688 / 13.1	14.5	12.9	45 / 733		WUSL-F
4	WDAS-F	B/AC	36 / 4.3	7.1	4.1	3.1	4.3	468 / 8.9	9.6	8.3	37 / 489		WDAS-F
5	WYSP-F	T/CL AOR	35 / 4.1	4.4	4.5	5.3	6.6	649 / 12.3	15.3	14.7	39 / 722		WYSP-F
5	WJZ-F	J	35 / 4.1	2.7	2.9	3.2	3.3	456 / 8.7	8.3	8.8	35 / 461		WJZ-F
7	WIOQ-F	CHR	31 / 3.7	2.1	2.1	2.4	2.4	702 / 13.3	11.3	10.4	31 / 768		WIOQ-F
8	WPLY-F	CHR-NR	28 / 3.3	2.8	2.8	2.8	3.4	658 / 12.5	13.5	13.5	29 / 680		WPLY-F
9	WXTU-F	C	27 / 3.2	2.7	3.4	3.1	2.9	463 / 8.8	8.1	8.7	27 / 491		WXTU-F
10	WXCX-F	C	26 / 3.1	3.0	3.0	3.6	3.0	352 / 6.7	7.1	7.1	26 / 352	C	WXCX-F
10	WILM	N/T	26 / 3.1	2.7	2.7	3.4	3.7	445 / 8.5	8.0	9.6	26 / 445	C	WILM
10	WRDX-F	AOR	26 / 3.1	3.6	3.3	4.5	5.1	526 / 10.0	10.7	12.0	50 / 773	D	WRDX-F
13	WMGK-F	CL HITS	22 / 2.6	2.2	2.4	2.3	2.4	498 / 9.5	8.0	9.6	23 / 540		WMGK-F
13	WOGL-F	O	22 / 2.6	3.0	2.8	3.4	3.5	507 / 9.6	10.9	10.7	23 / 525		WOGL-F
13	WJBR	ST	22 / 2.6	2.7	2.3	3.6	1.9	271 / 5.2	5.2	4.8	23 / 303	B	WJBR
16	WMMR-F	AOR	21 / 2.5	1.7	1.7	1.9	3.3	448 / 8.5	8.4	9.2	21 / 463		WMMR-F
16	WWDB-F	T	21 / 2.5	3.3	3.4	2.9	3.5	367 / 7.0	8.5	7.6	22 / 378		WWDB-F
18	WDEL	FS	19 / 2.2	2.7	2.4	3.1	3.3	395 / 7.5	9.0	8.9	19 / 403	D	WDEL
19	WDSD-F	C	17 / 2.0	1.9	1.2	1.9		257 / 4.9	5.8	4.8	48 / 621		WDSD-F
20	WJKS-F	CHR/B	15 / 1.8	1.9	1.6	0.4		453 / 8.6	8.8	5.2	22 / 607		WJKS-F

12+ FM Share (Metro): 86.02% (634 of 737) (Spring 98: 85.48%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WUSL-F >	1 WSTW-F	1 WSTW-F >	1 WSTW-F >	1 WSTW-F	1 WJBR-F	1 WSTW-F	1 WSTW-F >	1 WSTW-F	1 WUSL-F	1 WJBR-F
2 WIOQ-F	2 WUSL-F	2 WJBR-F <	2 WJBR-F	2 WJBR-F >	2 WSTW-F	2 WYSP-F	2 WJBR-F >	2 WJBR-F	2 WJBR-F	2 WSTW-F
2 WPLY-F	3 WPLY-F	3 WUSL-F	3 WYSP-F	3 WYSP-F <	3 WJZ-F	3 WJBR-F >	3 WUSL-F	3 WUSL-F	3 WJZ-F <	3 WJZ-F <
4 WJBR-F	4 WYSP-F >	4 WYSP-F	4 WDAS-F	4 WDAS-F	4 WILM <	4 WILM	4 WWDB-F <	4 WJZ-F	4 WDAS-F <	4 WUSL-F <
4 WSTW-F	5 WIOQ-F <	5 WDAS-F <	5 WUSL-F	5 WUSL-F <	5 WDAS-F <	5 WDAS-F <	5 WJZ-F <	5 WDAS-F	5 WSTW-F <	5 WXTU-F <
6 WJKS-F >	6 WDAS-F	6 WIOQ-F <	6 WMGK-F	6 WMGK-F	6 WJBR	6 WUSL-F	6 WYSP-F	5 WPLY-F <	6 WOGL-F <	6 WDAS-F
	7 WJBR-F	7 WPLY-F <	7 WMMR-F <	7 WMMR-F <	7 WOGL-F	7 WDEL	6 WDAS-F <	7 WIOQ-F	7 WIOQ-F >	6 WPLY-F
	7 WRDX-F	8 WRDX-F	8 WIOQ-F	8 WJZ-F <	7 WXTU-F <	8 WXCX-F <	8 WIOQ-F <	8 WRDX-F	8 WPLY-F <	8 WXCX-F <
	9 WXCX-F	9 WMGK-F <	8 WRDX-F	9 WIOQ-F <	9 WWDB-F <	9 WXTU-F <	9 WXCX-F <	9 WMGK-F <	9 WJKS-F	9 WIOQ-F
		10 WMMR-F	10 WXCX-F	10 WXCX-F	10 WDEL <	10 WRDX-F		10 WXTU-F <		9 WMGK-F
				10 WRDX-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	12+ Ovmit
1 WSTW-F >>	1 WSTW-F >>	1 WSTW-F >>	1 WSTW-F	1 WSTW-F <	1 WUSL-F	1 WUSL-F <	1 WYSP-F >	1 WSTW-F <	1 WYSP-F	1 WILM >
2 WIOQ-F	2 WUSL-F	2 WJBR-F	2 WJBR-F >>	2 WJBR-F >>	2 WPLY-F >>	2 WPLY-F	2 WSTW-F	2 WYSP-F	2 WSTW-F >	2 WJBR-F
2 WUSL-F >	3 WIOQ-F	2 WUSL-F	3 WUSL-F <	3 WDAS-F	3 WSTW-F >	3 WYSP-F <	3 WPLY-F	3 WUSL-F	3 WMMR-F <	3 WUSL-F
4 WPLY-F	4 WJBR-F	2 WDAS-F	4 WIOQ-F <	4 WUSL-F	4 WIOQ-F	4 WSTW-F >>	3 WUSL-F	4 WPLY-F <	4 WDAS-F	3 WOGL-F
4 WRDX-F	5 WDAS-F	5 WYSP-F	5 WDAS-F >	5 WJZ-F	4 WRDX-F >	5 WDAS-F	5 WDAS-F	5 WRDX-F <	4 WMGK-F <	5 WYSP-F
4 WXTU-F >	6 WPLY-F	5 WDSD-F	6 WJZ-F	6 WOGL-F		5 WMMR-F	5 WMMR-F	6 WDAS-F	6 WRDX-F <	5 WDAS-F
	7 WYXR-F	5 WIOQ-F	7 WOGL-F	7 WIOQ-F		5 WRDX-F	7 WIP	6 WMMR-F	7 WUSL-F <	5 WSTW-F
	7 WRDX-F	5 WYF-F >	7 WXCX-F	8 WXCX-F		8 WXCX-F	7 WXCX-F	8 WMGK-F	8 WIP	
	7 WXTU-F		7 WXTU-F	8 WMGK-F			7 WRDX-F	9 WIOQ-F <	9 WIOQ-F	
	7 WXCX-F		7 WBEB-F	8 WBEB-F				10 WIP	9 WXCX-F	

Consolidation Report	12+	25-54	Revenue
AMFM WDSD-FM, WJBR-AM, WRDX-FM	7.7 %	5.6 %	13.8 %
Delmarva WDEL-AM, WSTW-FM, WXCX-FM	12.1 %	13.0 %	48.7 %
	19.8 %	18.6 %	62.5 %

WILMINGTON, DE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
WNRK	O	1260	Newark	0.5	1.0	4	55	AC	0 (0)	102 (5)	102 (5)	13.8 %	17.3 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume							
KYW	N	1060	Philadelphia	1.2	6.8	11	375	AOR/Classic/NR	0 (0)	89 (4)	89 (4)	12.1 %	12.0 %
WBEB-F	AC	101.1	Philadelphia	1.3	5.4	11	310	Black/Urban	0 (0)	86 (3)	86 (3)	11.7 %	12.2 %
WDAC-F	REL	94.5	Lancaster	0.4	1.5	3	77	CHR	0 (0)	160 (5)	160 (5)	21.7 %	18.3 %
WIP	SPRTS	610	Philadelphia	1.5	5.5	13	289	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WIYY-F	AOR	97.9	Baltimore	0.8	3.5	7	185	Country	0 (0)	70 (3)	70 (3)	9.5 %	9.3 %
WKXW-F	T	101.5	Trenton, NJ	0.5	2.0	4	104	Full Service	23 (2)	0 (0)	23 (2)	3.1 %	4.4 %
WLIF-F	SAC	101.9	Baltimore	0.4	1.1	4	65	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WOCT-F	CL HITS	104.3	Baltimore	0.7	1.7	6	112	Jazz	0 (0)	35 (1)	35 (1)	4.7 %	3.3 %
WPEN	ST/FS	950	Philadelphia	0.5	1.6	5	106	News/Talk	41 (3)	25 (2)	66 (5)	9.0 %	8.7 %
WPHI-F	B	103.9	Jenkintown, PA	0.6	4.1	5	214	Oldies	4 (1)	57 (4)	61 (5)	8.3 %	7.5 %
WPHT	T	1210	Philadelphia	0.6	2.0	5	103	Others/Unknown	0 (0)	4 (1)	4 (1)	0.5 %	0.8 %
WQSR-F	O	105.7	Catonsville, MD	0.8	1.8	9	130	Religion/Gospel	0 (0)	3 (1)	3 (1)	0.4 %	0.4 %
WSNJ-F	VA	107.7	Bridgeton, NJ	0.5	1.1	4	77	Soft AC	0 (0)	3 (1)	3 (1)	0.4 %	0.7 %
WWMX-F	AC	106.5	Baltimore	0.5	1.8	4	95	Sports	13 (1)	0 (0)	13 (1)	1.8 %	2.1 %
WXXM-F	AC-NR	95.7	Philadelphia	1.4	5.6	12	301	Standards/EZ	22 (1)	0 (0)	22 (1)	3.0 %	3.0 %
WXYV-F	CHR	102.7	Baltimore	0.4	1.4	4	108						
WYXR-F	AC/CHR	104.5	Philadelphia	1.1	5.1	9	293						
Totals									103 (8)	634 (30)	737 (38)		

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/0.032 kw	Standards	AP, Westwd	\$<20.00	Katz	AMFM

FM Stations

WDSD	92.9	1.7 kw @ 377	Country	\$ NA	Katz	AMFM	Smyrna
WJBR	99.5	50 kw @ 500	AC	AP, Westwd	\$122.00	D&R	F. Washington
WJKS	101.7	3 kw @ 300	CHR/Black	ABC	\$ NA	Mc-Guild	Canton, NJ
WRDX	94.7	50 kw @ 360	AOR	\$45.00	Katz	AMFM	Dover
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 . . . 6/99 WSER (1550; Elkton, MD) sold by First Philadelphia Properties to World Revivals, Inc. (price NA)

WILMINGTON, NC

Arbitron Rank: 177 Pop (12+): 187,000	Stations: 23 / 12	Last Year's Revenue: \$10,200,000
MSA Rank: 191	Diaries: 579 / 323:1 / 48.9%	Household Income: \$36,687
MSA Pop: 220,000	Sample Target: 610	Total Retail Sales: \$3.0 Bil.
DMA: 155	% Below Line: 20.5	#1 Biller: WGNI-F \$2,300,000
Average Persons Rating: 14.1	% Not Listed: 12.2	#1 Billing Portfolio:
Market TSL in Hours: 18.75	Pop per Station: 15,583	Cape Fear \$4,000,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WKXB-F	B/O	30 / 11.4	4.9	4.7	4.4	6.7	413 / 22.1	14.2	13.3	41 / 556	B	WKXB-F
2	WMNX-F	B	27 / 10.2	11.7	7.8	8.3	13.0	353 / 18.9	19.3	20.3	40 / 543	C	WMNX-F
3	WSFM-F	AOR	24 / 9.1	9.0	7.8	6.8	6.3	418 / 22.4	18.7	18.9	27 / 476	C	WSFM-F
4	WWQQ-F	C	23 / 8.7	7.5	10.1	6.4	6.3	271 / 14.5	14.8	17.4	28 / 294	C	WWQQ-F
5	WGNI-F	AC	22 / 8.3	12.0	11.3	7.5	11.1	327 / 17.5	24.8	23.8	29 / 439	D	WGNI-F
6	WRQR-F	AOR	16 / 6.1	7.5	5.4	8.7	6.7	262 / 14.0	16.1	14.1	17 / 285	B	WRQR-F
6	WKOQ-F	O	16 / 6.1	3.8	6.2	6.8	4.0	186 / 9.9	13.0	16.4	22 / 262	B	WKOQ-F
8	WAAV-F	B/AC	9 / 3.4	4.5	4.3	3.2	1.6	117 / 6.2	7.9	9.7	10 / 140	A	WAAV-F
9	WJYR-F	EZ	8 / 3.0	1.5	1.2	1.2	3.2	85 / 4.6	3.4	2.8	9 / 115	A	WJYR-F
9	WAAV	T	8 / 3.0	4.5	4.3	4.8	4.3	139 / 7.4	9.7	9.7	10 / 169	A	WAAV

12+ FM Share (Metro): 94.37% (218 of 231) (Spring 98: 90.70%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMNX-F >>>	1 WSFM-F	1 WKXB-F <	1 WKXB-F	1 WKXB-F	1 WKXB-F	1 WWQQ-F	1 WKXB-F	1 WKXB-F	1 WMNX-F	1 WMNX-F <
2 WSFM-F	2 WMNX-F	2 WSFM-F	2 WSFM-F	2 WWQQ-F <	2 WWQQ-F	1 WRQR-F <	2 WSFM-F	2 WMNX-F <	2 WKXB-F >	2 WKXB-F
2 WGNI-F >>	3 WGNI-F	3 WMNX-F	2 WRQR-F <	3 WRQR-F	3 WKOQ-F >	3 WGNI-F <	3 WGNI-F <	3 WSFM-F <	3 WWQQ-F	3 WWQQ-F
	4 WKXB-F	4 WGNI-F <	4 WGNI-F <	3 WSFM-F <	4 WGNI-F	4 WSFM-F <	4 WWQQ-F <	4 WWQQ-F <	4 WGNI-F	3 WSFM-F
	5 WRQR-F >	5 WRQR-F <	5 WWQQ-F <	5 WGNI-F <	4 WRQR-F	5 WMNX-F	5 WMNX-F	5 WGNI-F >	5 WSFM-F	5 WGNI-F <
		6 WMNX-F	6 WKOQ-F	6 WKOQ-F	6 WAAV	5 WKXB-F >	6 WRQR-F	6 WRQR-F	6 WKOQ-F	6 WKOQ-F >
		7 WKOQ-F	7 WMNX-F	7 WMNX-F	7 WJYR-F	7 WKOQ-F >	7 WKOQ-F	7 WKOQ-F >	7 WZFX-F	7 WRQR-F
						8 WAAV-F <	8 WAAV	8 WAAV-F	8 WAAV-F	8 WCCA-F
							9 WJYR-F <	8 WMFD		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WSFM-F	1 WGNI-F	1 WGNI-F >>	1 WKXB-F	1 WKXB-F	1 WMNX-F	1 WSFM-F	1 WSFM-F	1 WSFM-F	1 WRQR-F	1 WMNX-F
1 WMNX-F >	2 WSFM-F	2 WSFM-F	2 WGNI-F	2 WGNI-F <	2 WSFM-F >	2 WMNX-F	1 WRQR-F >	1 WRQR-F	2 WSFM-F	2 WSFM-F >
3 WGNI-F	3 WKXB-F	3 WKXB-F >	3 WSFM-F	3 WWQQ-F >	3 WZFX-F >>	3 WRQR-F >>	3 WMNX-F >	3 WMNX-F >	2 WKXB-F	
3 WKXB-F	4 WMNX-F >	4 WAAV-F	4 WWQQ-F	4 WSFM-F >		4 WKXB-F	4 WKXB-F >>	4 WKXB-F	2 WKOQ-F	
3 WWQQ-F >>	5 WWQQ-F >	4 WMNX-F >>	5 WMNX-F	5 WMNX-F				5 WKOQ-F	5 WMNX-F	
			6 WAAV-F	5 WAAV-F				6 WWQQ-F	6 WWQQ-F	
				5 WKOQ-F >						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format	Performance	AM	FM	Total	%	Yr. Ago
WCCA-F	C/O	106.3	Shalotte	1.9	5.1	7	119	AC	0 (0)	22 (1)	22 (1)	9.5 %	13.5 %
WLGX-F	B/O	106.7	Carolina Beach	2.3	3.5	7	78	AOR/Classic/NR	0 (0)	52 (5)	52 (5)	22.5 %	18.5 %
WLTT-F	SAC	103.7	Shalotte	0.8	2.5	2	46	Black/Urban	0 (0)	77 (5)	77 (5)	33.3 %	20.0 %
WMFD	T	630	Wilmington	1.9	7.4	6	171	CHR	0 (0)	4 (2)	4 (2)	1.7 %	3.7 %
								Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Country	0 (0)	29 (3)	29 (3)	12.6 %	18.1 %
								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	13 (2)	0 (0)	13 (2)	5.6 %	1.9 %
								Oldies	0 (0)	16 (1)	16 (1)	6.9 %	10.2 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	0 (0)	2 (1)	2 (1)	0.9 %	0.9 %
								Soft AC	0 (0)	2 (1)	2 (1)	0.9 %	0.9 %
								Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Standards/EZ	0 (0)	14 (2)	14 (2)	6.1 %	2.8 %
								Totals	13 (2)	218 (21)	231 (23)		

WILMINGTON, NC

Consolidation Report	12+	25-54	Revenue
Cape Fear	18.5 %	15.7 %	39.2 %
WGNI-FM, WMNX-FM			
Cumulus	15.9 %	18.7 %	23.6 %
WAAV-FM, WQSL-FM, WWQQ-FM, WXQR-FM			
Ocean, pend.	10.3 %	13.8 %	7.4 %
WAHH-AM, WLGX-FM, WMFD-AM, WRQR-FM			
Sea-Comm	20.5 %	23.2 %	18.5 %
WKXB-FM, WFSM-FM			
	65.2 %	71.4 %	88.7 %

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	Black AC	ABC	Eastman	Cumulus	Leland
WGNI	102.7	100 kw @ 981	AC		\$42.00	Katz	Cape Fear
WKXB	99.9	100 kw @ 518	Black Oldies		\$<20.00	Mc-Guild	Sea-Comm Burgaw
WMNX	97.3	100 kw @ 561	Black	ABC	\$34.00	Banner	Cape Fear
WRQR	104.5	4.5 kw @ 377	AOR		\$<20.00	Allied	Ocean
WFSM	107.5	32 kw @ 594	AOR		\$28.00	Mc-Guild	Sea-Comm Southport
WWQQ	101.3	40 kw @ 545	Country	ABC	\$27.00	Banner	Cumulus

Notes: Other ranked stations -- See Greenville-New Bern-Jacksonville or, in the Small Market Edition, Myrtle Beach, SC . . . 2/99 WCCA-F changed from Oldies to Classic Country as "Bubba 106" . . . 3/99 WKXB-F changed from Country to Black (Rhythmic) Oldies . . . 7/99 WLGX-F (106.7; Carolina Beach) sold to Ocean Broadcasting for \$480,000 (Patrick)

FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
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 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

WORCESTER

Arbitron Rank: 112 Pop (12+): 373,200
MSA Rank: 75
MSA Pop: 435,000
DMA: Boston (#6)
Average Persons Rating: 15.8
Market TSL In Hours: 20.75

Stations: 35 / 8
Diaries: 1,087 / 343:1 / 47.3%
Sample Target: 1,150
% Below Line: 49.0
% Not Listed: 12.6
Pop per Station: 46,650

Last Year's Revenue: \$13,100,000
Household Income: \$50,273
Total Retail Sales: \$4.3 Bil.
#1 Biller: WSRS-F \$5,100,000
#1 Billing Portfolio: AMFM \$7,100,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WSRS-F	SAC	82 / 13.9	15.8	14.0	13.8	11.1	955 / 25.6	29.9	26.5	112 / 1396	H	WSRS-F
2	WXLO-F	AC	50 / 8.5	8.5	9.0	7.9	8.0	753 / 20.2	21.8	21.4	80 / 1195	F	WXLO-F
3	WTAG	FS/T	45 / 7.6	6.9	8.8	9.1	7.9	694 / 18.6	18.2	18.2	51 / 829	D	WTAG
4	WAAF-F	AOR-NR	43 / 7.3	7.2	9.0	7.7	8.9	591 / 15.8	17.6	17.3	85 / 1193		WAAF-F
5	WWFX-F	CL AOR	30 / 5.1	3.5	2.0	3.2	3.4	380 / 10.2	7.6	5.0	32 / 439	C	WWFX-F
6	WJMN-F	CHR	27 / 4.6	5.9	5.2	6.2	5.0	542 / 14.5	16.8	16.4	39 / 933		WJMN-F
7	WKLB-F	C	24 / 4.1	3.7	3.4	3.0	4.2	316 / 8.5	8.3	7.1	66 / 640		WKLB-F
8	WBMX-F	AC	21 / 3.6	3.4	3.3	2.9	2.0	440 / 11.8	13.9	13.1	31 / 694		WBMX-F
9	WCRB-F	CL	19 / 3.2	4.3	4.1	4.5	3.7	319 / 8.5	9.0	9.5	26 / 480		WCRB-F
10	WBZ	N/T	18 / 3.1	2.7	2.6	2.4	3.0	476 / 12.7	11.7	10.0	33 / 729		WBZ
11	WZLX-F	CL AOR	17 / 2.9	3.5	3.6	4.2	5.9	381 / 10.2	9.0	10.8	33 / 598		WZLX-F
12	WODS-F	O	16 / 2.7	2.2	2.9	3.0	3.5	415 / 11.1	9.2	8.2	38 / 754		WODS-F
13	WXKS-F	CHR	14 / 2.4	2.1	2.6	2.5	2.3	460 / 12.3	11.4	11.6	33 / 807		WXKS-F
13	WBCN-F	AOR	14 / 2.4	3.2	2.6	2.7	3.3	356 / 9.6	11.4	9.7	27 / 597		WBCN-F

12+ FM Share (Metro): 81.91% (421 of 514) (Spring 98: 81.65%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMN-F	1 WAAF-F <	1 WXLO-F <	1 WSRS-F <	1 WSRS-F	1 WSRS-F >	1 WSRS-F >	1 WSRS-F	1 WSRS-F >	1 WSRS-F >	1 WSRS-F >
2 WAAF-F >	2 WXLO-F >>	2 WSRS-F	2 WXLO-F >	2 WXLO-F >	2 WTAG >>	2 WTAG <	2 WXLO-F	2 WXLO-F	2 WAAF-F	2 WXLO-F
3 WXKS-F	3 WSRS-F	3 WAAF-F	3 WWFX-F	3 WWFX-F	3 WXLO-F <	3 WXLO-F	3 WAAF-F <	3 WTAG <	2 WJMN-F	3 WAAF-F
3 WSRS-F	3 WJMN-F	4 WWFX-F >	4 WAAF-F	4 WAAF-F <	4 WWFX-F	4 WAAF-F >	4 WTAG <	4 WAAF-F	4 WTAG	3 WTAG
5 WBMX-F >>>	5 WWFX-F	5 WJMN-F	5 WZLX-F <	5 WZLX-F	5 WCRB-F <	5 WBCN-F <	5 WWFX-F	5 WWFX-F	5 WBZ	5 WKLB-F <
6 WBMX-F	6 WBMX-F	6 WBMX-F	6 WBMX-F	6 WBMX-F	6 WBZ	6 WBMX-F <	6 WKLB-F	6 WJMN-F	6 WXLO-F	6 WWFX-F
7 WXKS-F	7 WZLX-F	6 WKLB-F <	6 WTAG	6 WTAG	6 WKLB-F	7 WJMN-F <	7 WCRB-F	7 WBMX-F	7 WWFX-F >	6 WJMN-F <
7 WBCN-F	7 WKLB-F <	8 WTAG	8 WKLB-F	8 WKLB-F	8 WODS-F	8 WWFX-F <	7 WJMN-F <	7 WKLB-F	8 WXKS-F	8 WCRB-F
	9 WBCN-F <	9 WBCN-F	9 WODS-F <	9 WODS-F <	9 WBZ	9 WBZ	9 WODS-F <	9 WZLX-F	8 WBMX-F	9 WXKS-F <
	10 WTAG	9 WJMN-F			10 WCRB-F <	10 WZLX-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	12+ Ovrite
1 WAAF-F	1 WXLO-F >	1 WXLO-F	1 WSRS-F >	1 WSRS-F >>	1 WAAF-F >>>	1 WAAF-F >	1 WAAF-F	1 WAAF-F	1 WXLO-F	1 WSRS-F
2 WXLO-F	2 WSRS-F	2 WSRS-F >	2 WXLO-F >>	2 WXLO-F >	2 WWFX-F	2 WXLO-F	2 WXLO-F >>	2 WWFX-F <	2 WWFX-F	2 WBZ >
2 WJMN-F >	3 WAAF-F	3 WBMX-F >	3 WBMX-F	3 WBMX-F	3 WJMN-F >	3 WWFX-F >	3 WBCN-F	3 WXLO-F >>	3 WAAF-F	3 WAAF-F
4 WXKS-F >	4 WJMN-F	4 WXKS-F	4 WJMN-F	4 WKLB-F	4 WXLO-F >>	4 WJMN-F	3 WWFX-F	4 WSRS-F	4 WZLX-F <	4 WTAG
5 WSRS-F	5 WXKS-F	4 WKLB-F >	5 WAAF-F	5 WODS-F		4 WBCN-F	5 WEEI	4 WZLX-F	5 WSRS-F	
5 WBCN-F	5 WBMX-F >	6 WBCN-F	6 WKLB-F	6 WTAG		6 WKLB-F	5 WZLX-F	6 WBCN-F	6 WTAG	
5 WWFX-F >>	7 WBCN-F	6 WZLX-F	7 WXKS-F	7 WWFX-F		6 WZLX-F	5 WKLB-F	7 WJMN-F	6 WBCN-F	
	8 WWFX-F	6 WJMN-F >	8 WWFX-F	7 WBOS-F		6 WBMX-F		8 WTAG	8 WORC-F	
	8 WKLB-F >	8 WODS-F	8 WODS-F	7 WJMN-F				9 WORC-F	8 WKLB-F	

Consolidation Report	12+	25-54	Revenue
Deer River, pend. WORC-FM, WXLO-FM	9.9 %	14.4 %	30.5 %
	9.9 %	14.4 %	30.5 %

WORCESTER

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
WORC	T	1310	Worcester	0.3	1.2	2	44	AC	0 (0)	86 (6)	86 (6)	16.7 %	16.7 %
WORC-F	CL AOR	98.9	Webster	1.4	4.6	10	244	AOR/Classic/NR	0 (0)	128 (9)	128 (9)	24.9 %	21.8 %
WVNE	REL	760	Leicester	0.7	1.8	13	142	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WWTM	SPRTS	1440	Worcester	0.8	3.4	6	142	CHR	0 (0)	45 (4)	45 (4)	8.8 %	9.4 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		Classical	0 (0)	19 (1)	19 (1)	3.7 %	4.6 %
WBOS-F	AOR-P	92.9	Brookline	1.5	6.3	14	331	Country	0 (0)	26 (2)	26 (2)	5.1 %	6.1 %
WBRU-F	AOR-NR	95.5	Providence	0.5	2.8	8	229	Full Service	45 (1)	0 (0)	45 (1)	8.8 %	9.9 %
WCTK-F	C	98.1	New Bedford, MA	0.3	1.9	5	119	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WEEI	SPRTS	850	Boston	1.4	4.2	13	257	Jazz	0 (0)	8 (1)	8 (1)	1.6 %	0.9 %
WESO	ST	970	Southbridge	0.7	1.1	6	87	News/Talk	27 (3)	0 (0)	27 (3)	5.3 %	5.7 %
WGIR-F	AOR	101.1	Manchester, NH	0.3	2.1	6	189	Oldies	0 (0)	24 (2)	24 (2)	4.7 %	5.9 %
WMJX-F	AC	106.7	Boston	0.8	4.5	9	273	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WPRO-F	CHR	92.3	Providence	0.3	3.0	7	262	Religion/Gospel	4 (1)	0 (0)	4 (1)	0.8 %	0.7 %
WQXS-F	AC/CHR	93.7	Lawrence	0.5	2.7	12	187	Soft AC	0 (0)	85 (2)	85 (2)	16.5 %	16.3 %
WRKO	T	680	Boston	1.2	4.4	11	219	Sports	13 (2)	0 (0)	13 (2)	2.5 %	0.9 %
WROR-F	AC	105.7	Frammingham	0.8	3.2	7	150	Standards/EZ	4 (1)	0 (0)	4 (1)	0.8 %	1.1 %
WSJZ-F	J	96.9	Boston	1.4	4.1	15	292	Totals	93 (8)	421 (27)	514 (35)		
WSNE-F	AC	93.3	Taunton, MA	0.3	1.7	3	120						
WWBB-F	O	101.5	Providence	1.4	3.5	10	272						
WWKX-F	CHR	106.3	Woonsocket, RI	0.3	1.5	2	75						
WWLI-F	SAC	105.1	Providence	0.5	1.5	5	111						
WXRV-F	AOR-NR	92.5	Haverhill	0.3	1.5	4	107						

AM Stations

WTAG	580	5 kw (DA-2)	Full Service/Talk	CBS, AMFM	\$48.00	Sentry	AMFM
WWTM	1440	5 kw (DA-2)	Sports	ABC, Westwd	\$<20.00	Christal	Entercom

FM Stations

WSRS	96.1	16.5 kw @ 863	Soft AC	AMFM	\$94.00	Sentry	AMFM
WWFX	100.1	2.1 kw @ 397	Country		\$32.00	—	Southbridge
WXLO	104.5	37 kw @ 564	AC	AP	\$86.00	Mc-Guild	Deer River Fitchburg

Notes: Other ranked stations -- See Boston . . . 3/99 WQVR-F sold by John Neuhoﬀ to WBA Broadcasting for \$3,300,000 . . . 3/99 WQVR-F changed from Country to Classic AOR as WWFX-F ("The Fox") . . . 3/99 WNEB (1230; Worcester) sold for \$133,350 . . . 4/99 WORC-F sold by WORC to Deer River for \$3,500,000

YORK

Arbitron Rank: 103 Pop (12+): 387,700
MSA Rank: 134
MSA Pop: 376,000
DMA: 46 (w/Harris., Lanc.)
Average Persons Rating: 15.9
Market TSL in Hours: 21.50

Stations: 39 / 10
Diaries: 1,469/ 264:1/ 63.3%
Sample Target: 1,380
% Below Line: 47.3
% Not Listed: 10.7
Pop per Station: 38,770

Last Year's Revenue: \$17,200,000
Household Income: \$46,064
Total Retail Sales: \$4.3 Bil.
#1 Biller: WARM-F \$5,400,000
#1 Billing Portfolio: Susquehanna \$8,500,000

12+ Metro	Format	Spring 99 1/4 Share	Win 99	Fall 98	Sum 98	Spg 98	4-Book Avg	12+ Metro Cume / Rtg.	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WARM-F	AC	53 / 8.6	9.0	10.4	10.4	10.4	9.6	703 / 18.1	17.6	21.8	95 / 1469	G	WARM-F
2	WSOX-F	O	52 / 8.4	7.9	7.7	2.6	6.7	6.7	665 / 17.2	14.4		112 / 1572	A	WSOX-F
3	WGTY-F	C	50 / 8.1	6.9	8.6	7.7	8.9	7.8	602 / 15.5	15.6	18.1	55 / 728	E	WGTY-F
4	WYCR-F	CHR	49 / 7.9	8.5	8.4	7.1	7.4	8.0	884 / 22.8	22.9	23.1	69 / 1659	C	WYCR-F
5	WQXA-F	AOR	41 / 6.6	6.0	5.5	7.4	7.9	6.4	621 / 16.0	17.3	19.0	127 / 1971	C	WQXA-F
6	WRKZ-F	C	36 / 5.8	5.8	6.2	5.5	5.4	5.8	535 / 13.8	13.6	13.6	114 / 1559		WRKZ-F
7	WTPA-F	AOR	25 / 4.0	2.5	3.2	3.1	2.4	3.2	430 / 11.1	11.8	9.7	72 / 1259		WTPA-F
8	WROZ-F	SAC	22 / 3.6	2.8	3.8	5.1	4.5	3.8	371 / 9.6	11.5	15.2	75 / 1421		WROZ-F
9	WLAN-F	CHR	21 / 3.4	2.4	2.4	2.6	2.1	2.7	451 / 11.6	9.3	10.0	99 / 2082		WLAN-F
9	WEGK-F	CL AOR	21 / 3.4	2.4	2.9	2.4	3.5	2.8	419 / 10.8	10.6	11.4	50 / 1181	C	WEGK-F
11	WHP	FS	20 / 3.2	2.8	1.7	2.9	2.6	2.7	309 / 8.0	5.2	7.9	106 / 1378		WHP
12	WRVV-F	AC-AOR	17 / 2.7	2.5	2.6	1.9	2.7	2.4	326 / 8.4	8.0	9.5	117 / 1606		WRVV-F
13	WSBA	FS	16 / 2.6	4.6	4.3	4.2	5.0	3.9	380 / 9.8	12.8	12.9	19 / 501	E	WSBA
14	WWMD-F	EZ	14 / 2.3	2.5	3.2	2.6	2.6	2.6	214 / 5.5	5.1	6.2	15 / 258		WWMD-F
15	WIYY-F	AOR	11 / 1.8	1.3	1.2	1.6	1.5	1.5	177 / 4.6	3.5	0.0	11 / 194		WIYY-F

12+ FM Share (Metro): 88.04% (486 of 552) (Spring 98: 84.43%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WYCR-F >>>	1 WQXA-F >	1 WQXA-F <	1 WARM-F <	1 WSOX-F	1 WSOX-F <	1 WGTY-F <	1 WARM-F <	1 WARM-F <	1 WYCR-F >	1 WSOX-F <
2 WLAN-F	2 WYCR-F	2 WARM-F	2 WSOX-F	2 WARM-F	2 WGTY-F <	2 WQXA-F <	2 WSOX-F	2 WSOX-F <	2 WQXA-F	2 WYCR-F <
2 WQXA-F >	3 WTPA-F	3 WSOX-F	3 WQXA-F	3 WGTY-F <	3 WARM-F >	3 WARM-F	3 WGTY-F	3 WYCR-F <	3 WRKZ-F <	3 WGTY-F
	4 WLAN-F	3 WYCR-F	4 WYCR-F <	4 WQXA-F <	4 WRKZ-F	4 WSOX-F	4 WQXA-F <	4 WGTY-F	4 WARM-F	4 WARM-F
	4 WARM-F	5 WGTY-F <	5 WGTY-F	5 WYCR-F	5 WROZ-F <	5 WYCR-F	5 WYCR-F	5 WRKZ-F	5 WGTY-F	5 WRKZ-F
	6 WRKZ-F <	6 WTPA-F	6 WTPA-F	6 WTPA-F <	6 WYCR-F	6 WRKZ-F >	6 WRKZ-F	5 WQXA-F	5 WSOX-F	6 WQXA-F
	7 WGTY-F	7 WRKZ-F	7 WRVV-F	7 WRKZ-F	6 WHP <	7 WTPA-F <	7 WROZ-F <	7 WTPA-F	5 WTPA-F <	7 WEGK-F
	8 WEGK-F	8 WEGK-F	7 WRKZ-F	8 WRVV-F <	8 WSBA <	8 WSBA <	8 WHP <	8 WHP <	8 WEGK-F	7 WLAN-F <
	9 WSOX-F	9 WLAN-F	9 WEGK-F	9 WEGK-F	9 WWMD-F	9 WLAN-F <	9 WTPA-F	9 WEGK-F <	9 WTPA-F <	9 WTPA-F <
		9 WRVV-F	10 WROZ-F	9 WROZ-F	10 WRVV-F	10 WROZ-F <	10 WEGK-F <			10 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	12+ Ovrmite
1 WYCR-F >	1 WYCR-F >	1 WYCR-F	1 WARM-F	1 WARM-F	1 WQXA-F >>	1 WQXA-F >>	1 WQXA-F >>	1 WQXA-F >	1 WSOX-F	1 WYCR-F <
2 WRKZ-F	2 WQXA-F	2 WQXA-F	2 WYCR-F	2 WSOX-F	2 WEGK-F	2 WTPA-F	2 WTPA-F >	2 WSOX-F	2 WQXA-F >	2 WRKZ-F
2 WLAN-F >	2 WARM-F	2 WARM-F >	3 WGTY-F <	3 WGTY-F	2 WTPA-F	3 WEGK-F	3 WRKZ-F	3 WTPA-F	3 WTPA-F <	3 WGTY-F
4 WGTY-F	4 WLAN-F	4 WGTY-F	4 WSOX-F	4 WYCR-F <	4 WYCR-F	4 WRKZ-F	3 WSOX-F	4 WEGK-F	4 WGTY-F <	4 WQXA-F
4 WQXA-F	5 WRKZ-F	4 WLAN-F	5 WROZ-F	5 WROZ-F >	4 WLAN-F	4 WYCR-F	4 WYCR-F	4 WYCR-F	5 WARM-F <	5 WEGK-F
4 WARM-F	5 WGTY-F	4 WTPA-F >	6 WRKZ-F	6 WQXA-F	4 WARM-F >	4 WLAN-F		6 WRKZ-F	6 WRKZ-F	
4 WROZ-F >>	7 WROZ-F		7 WQXA-F	6 WRVV-F	7 WRKZ-F >	7 WSOX-F		6 WARM-F <	6 WYCR-F <	
	7 WTPA-F >>		8 WLAN-F	6 WRKZ-F >	7 WARM-F			8 WGTY-F	8 WEGK-F	
			9 WRVV-F >							

YORK

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
WGET	T	1320	Gettysburg	0.6	2.1	4	80
WHVR	ST	1280	Hanover	1.1	2.9	7	114
WOYK	SPRTS	1350	York	0.3	2.1	3	112
WQXA	ST	1250	York	0.8	2.7	5	105

Consolidation Report	12+	25-54	Revenue
Citadel WQXA-AM, WQXA-FM, WRKZ-FM	13.2 %	12.6 %	11.2 %
Hall (semi-duop) WEGK-FM, WROZ-FM	7.0 %	8.2 %	7.6 %
	20.2 %	20.8 %	18.8 %

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WBAL	N/T	1090	Baltimore	1.3	3.3	12	180
WDAC-F	REL	94.5	Lancaster	1.0	3.1	50	900
WERQ-F	B/CHR	92.3	Baltimore	0.6	2.2	5	111
WFRE-F	C	99.9	Frederick, MD	0.5	2.3	4	111
WGRX-F	C	100.7	Westminster, MD	0.5	3.6	4	159
WHFS-F	AOR-NR	99.1	Annapolis, MD	0.6	1.4	4	76
WHYL	ST	960	Carlisle	0.6	1.7	17	302
WIOV-F	C	105.1	Ephrata	1.5	3.6	55	862
WKYS-F	B	93.9	Washington, DC	0.3	1.1	2	45
WLIF-F	SAC	101.9	Baltimore	0.5	1.5	3	63
WNNK-F	CHR	104.1	Harrisburg	1.3	5.6	92	1638
WOCT-F	CL HITS	104.3	Baltimore	0.6	1.4	6	78
WPOC-F	C	93.1	Baltimore	0.8	2.4	5	112
WQSR-F	O	105.7	Catonsville, MD	0.3	1.4	3	60
WRBS-F	REL	95.1	Baltimore	0.3	0.7	2	27
WRBT-F	C	94.9	Harrisburg	1.3	3.6	66	971
WWKL-F	O	99.3	Harrisburg	1.0	4.8	51	945
WWMX-F	AC/CHR	106.5	Baltimore	0.3	1.9	2	82
WXCY-F	C	103.7	Baltimore	0.5	1.2	7	80

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	55 (2)	55 (2)	10.0 %	14.7 %
AOR/Classic/NR	0 (0)	119 (6)	119 (6)	21.6 %	17.9 %
Black/Urban	0 (0)	6 (2)	6 (2)	1.1 %	0.3 %
CHR	0 (0)	78 (3)	78 (3)	14.1 %	12.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	117 (8)	117 (8)	21.2 %	23.9 %
Full Service	36 (2)	0 (0)	36 (2)	6.5 %	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	12 (2)	0 (0)	12 (2)	2.2 %	2.2 %
Oldies	0 (1)	64 (4)	64 (5)	11.6 %	4.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	8 (2)	8 (2)	1.4 %	2.2 %
Soft AC	0 (0)	25 (2)	25 (2)	4.5 %	5.6 %
Sports	2 (1)	0 (0)	2 (1)	0.4 %	0.0 %
Standards/EZ	16 (3)	14 (1)	30 (4)	5.4 %	7.1 %
Totals	66 (9)	486 (30)	552 (39)		

AM Stations

WSBA	910	5 kw/1 kw (DA-2)	Full Service	1-On-1	\$52.00	Eastman	Susquehanna
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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	WGET Gettysburg
WQXA	105.7	25 kw @ 705	AOR	\$27.00	Mc-Guild	Citadel
WSOX	96.1	50 kw @ 500	Oldies		Mc-Guild	Red Lion
WYCR	98.5	10.5 kw @ 928	CHR	\$40.00	Allied	WHVR Hanover

Notes: Other ranked stations -- See Harrisburg or Lancaster, or, in the Spring 1999 American Radio Small Market edition, Hagerstown-Waynesboro-Chambersburg . . . Although WQXA-F now claims Harrisburg as its home market, we estimate that most of the station's 1998 revenue came from York -- thus, we leave it home to York . . . WSOX-F is LMA'd to Brill (WIOV-F, Ephrata) . . . 4/99 WOYK (1350) changed from Country to Sports

YOUNGSTOWN

Arbitron Rank: 92 Pop (12+): 402,600	Stations: 31 / 19	Last Year's Revenue: \$18,700,000
MSA Rank: 88	Diaries: 1,345 / 299:1 / 54.2%	Household Income: \$37,050
MSA Pop: 591,000	Sample Target: 1,320	Total Retail Sales: \$5.0 Bil.
DMA: 97	% Below Line: 12.5	#1 Biller: WHOT-F \$3,400,000
Average Persons Rating: 17.8	% Not Listed: 9.1	#1 Billing Portfolio: Connoisseur \$9,845,000
Market TSL In Hours: 23.25	Pop per Station: 21,189	

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Fall 98	Spg 98	12+ TSA AQH / Cume	Revenue Level		
1	WQXK-F	C	80 / 11.2	12.2	13.9	11.8	14.4	859 / 21.3	24.8	26.6	118 / 1433	E	WQXK-F
2	WKBN	N/T	65 / 9.1	9.6	8.8	10.1	9.3	670 / 16.6	18.9	17.1	84 / 963	C	WKBN
2	WHOT-F	CHR	65 / 9.1	9.8	10.6	8.9	11.4	1116 / 27.7	27.9	28.5	116 / 1834	E	WHOT-F
4	WBBG-F	O	57 / 8.0	7.2	6.9	7.6	6.8	716 / 17.8	17.6	19.0	76 / 1073	C	WBBG-F
5	WYFM-F	CL AOR	52 / 7.3	7.3	8.4	8.2	7.6	713 / 17.7	16.0	18.2	95 / 1156	E	WYFM-F
6	WNCD-F	AOR	48 / 6.4	5.6	8.1	6.5	5.7	694 / 17.2	14.8	19.0	49 / 799	C	WNCD-F
7	WKBN-F	AC	44 / 6.1	7.6	7.2	6.1	7.7	643 / 16.0	16.9	17.3	53 / 922	C	WKBN-F
8	WBTJ-F	CHR/B	28 / 3.9	3.0	4.2	4.0	4.7	646 / 16.0	11.4	8.5	40 / 991	B	WBTJ-F
9	WNIO	ST	24 / 3.4	3.7	2.3	4.7	2.6	173 / 4.3	5.1	3.5	24 / 177	A	WNIO
10	WAMO-F	B	21 / 2.9	4.0	3.2	1.8	4.0	337 / 8.4	9.0	7.8	35 / 449		WAMO-F
10	WSOM	ST	21 / 2.9	2.2	2.5	1.9	2.6	254 / 6.3	7.3	5.6	26 / 326	A	WSOM
12	WRTK	ST	18 / 2.2	0.6	1.3	1.5	1.1	318 / 7.9	3.5	6.7	17 / 348	A	WRTK
13	WENZ-F	B	15 / 2.1	1.7	1.9	1.9	2.1	271 / 6.7	7.5	7.7	16 / 295		WENZ-F
14	WRBP	B/AC	12 / 1.7	1.6	0.6	0.4	0.4	205 / 5.1	4.7	2.1	12 / 209		WRBP
14	WTNX-F	AC-NR	12 / 1.7	2.3	2.3	2.8	2.3	242 / 6.0	7.8	4.7	14 / 349	A	WTNX-F
16	WGFT	B/G	11 / 1.5	1.0	1.2	1.2		53 / 1.3	1.6	1.6	11 / 53	A	WGFT
17	WICT-F	C	10 / 1.4	1.4	0.9	2.2	1.1	236 / 5.9	7.4	5.4	26 / 558	A	WICT-F
17	WMJI-F	O	10 / 1.4	0.7	0.4	1.0	0.4	139 / 3.5	2.7	2.8	11 / 158		WMJI-F

12+ FM Share (Metro): 74.19% (483 of 651) (Spring 98: 79.42%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHOT-F >>	1 WHOT-F	1 WYFM-F <	1 WYFM-F <	1 WQXK-F <	1 WKBN <	1 WKBN	1 WQXK-F	1 WQXK-F	1 WHOT-F	1 WQXK-F
2 WBTJ-F >>	2 WNCD-F	2 WHOT-F <	2 WQXK-F	2 WYFM-F <	2 WQXK-F	2 WQXK-F	2 WKBN <	2 WHOT-F <	2 WQXK-F	2 WHOT-F
3 WAMO-F	3 WYFM-F	3 WQXK-F <	3 WHOT-F <	3 WBBG-F <	3 WBBG-F >	3 WHOT-F	3 WBBG-F	3 WKBN <	3 WRTK	3 WBBG-F <
	4 WQXK-F <	4 WNCD-F >	4 WNCD-F	4 WHOT-F <	4 WYFM-F <	4 WYFM-F <	4 WHOT-F	4 WNCD-F <	4 WKBN-F	4 WYFM-F <
	5 WBTJ-F >	5 WKBN-F <	5 WBBG-F <	5 WNCD-F	5 WKBN-F	5 WNCD-F <	5 WKBN-F <	5 WBBG-F <	4 WYFM-F <	5 WKBN <
	6 WKBN-F	6 WBBG-F >	6 WKBN-F >>	6 WKBN-F >	6 WNIO <	6 WBBG-F	6 WYFM-F	6 WYFM-F	6 WBTJ-F <	6 WNCD-F <
		7 WBTJ-F	7 WAMO-F	7 WAMO-F <	7 WHOT-F <	7 WKBN-F >>	7 WNCD-F >	7 WKBN-F	7 WNCD-F <	7 WKBN-F
		8 WAMO-F		8 WKBN	8 WSOM <	8 WSOM	8 WSOM	8 WBTJ-F	8 WBBG-F <	8 WBTJ-F
				9 WNCD-F					9 WAMO-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	12+ Ovrmt
1 WBTJ-F	1 WHOT-F	1 WHOT-F	1 WHOT-F	1 WHOT-F	1 WNCD-F >	1 WNCD-F	1 WNCD-F	1 WNCD-F	1 WYFM-F	1 WHOT-F
1 WHOT-F >>	2 WQXK-F	2 WQXK-F	2 WQXK-F	1 WQXK-F <	2 WBTJ-F	2 WYFM-F	2 WYFM-F	1 WYFM-F >	2 WNCD-F	2 WKBN
3 WENZ-F	3 WBTJ-F	3 WKBN-F	3 WKBN-F <	3 WBBG-F	2 WHOT-F	3 WHOT-F >	3 WHOT-F	3 WQXK-F	3 WQXK-F	3 WQXK-F
3 WQXK-F >	4 WKBN-F	4 WYFM-F	4 WYFM-F	4 WKBN-F	4 WYFM-F >	4 WBTJ-F	4 WQXK-F >>	4 WHOT-F	4 WBBG-F >	4 WBBG-F
	5 WYFM-F	5 WBBG-F	5 WBBG-F	5 WYFM-F >	5 WQXK-F	5 WAMO-F	5 WBBG-F	5 WBBG-F	5 WHOT-F	5 WBTJ-F
	6 WNCD-F	6 WBTJ-F	6 WGFT	6 WGFT	6 WAMO-F >	6 WTNX-F	6 WKBN-F	6 WKBN-F	6 WKBN	
		6 WNCD-F	7 WNCD-F >			5 WBTJ-F >	6 WBTJ-F	7 WKBN-F	7 WKBN-F	
								8 WAMO-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WASN	N/T	1330	Campbell	0.6	1.2	5	55	WDVE-F	AOR	102.5	Pittsburgh	0.4	1.0	21	327
WBBW	SPRTS	1240	Youngstown	0.4	2.4	4	100	WHK-F	REL	98.1	Canton	0.8	3.7	7	218
WLLF-F	J	96.7	Mercer, PA	1.0	2.7	13	215	WMMS-F	AOR	100.7	Cleveland	1.1	2.7	8	119
WPIC	ST	790	Sharon, PA	0.6	2.3	14	316	WMVX-F	AC/CHR	106.5	Cleveland	0.6	2.4	4	109
								WNCX-F	CL AOR	98.5	Cleveland	1.0	2.6	7	126
								WNIR-F	T	100.1	Kent	0.6	1.0	4	50
								WTAM	N/T	1100	Cleveland	1.1	4.4	10	228
								WZKL-F	O	92.5	Alliance	0.6	2.7	7	203

YOUNGSTOWN

Consolidation Report			12+	25-54	Revenue	Format Performance					
						AM	FM	Total	%	Yr. Ago	
Clear Channel, pend.			28.9 %	22.2 %	32.2 %	AC	0 (0)	60 (3)	60 (3)	9.2 %	0.0 %
WBTJ-FM, WKBN-AM, WKBN-FM, WNCD-FM, WNIO-AM						AOR/Classic/NR	0 (0)	116 (5)	116 (5)	17.8 %	22.2 %
Connoisseur			31.5 %	33.1 %	52.6 %	Black/Urban	12 (1)	36 (2)	48 (3)	7.4 %	8.2 %
WBBW-AM, WHOT-FM, WPIC-AM, WQXK-FM, WSOM-AM, WYFM-FM						CHR	0 (0)	93 (2)	93 (2)	14.3 %	11.7 %
GOCOM			13.3 %	14.6 %	12.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WBBG-FM, WICT-FM, WPAO-AM, WRTK-AM, WTNX-FM						Country	0 (0)	90 (2)	90 (2)	13.8 %	16.4 %
			73.7 %	69.9 %	97.3 %	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)	7 (1)	7 (1)	1.1 %	0.5 %
						News/Talk	77 (3)	4 (1)	81 (4)	12.4 %	13.3 %
						Oldies	0 (0)	71 (3)	71 (3)	10.9 %	8.8 %
						Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Religion/Gospel	11 (1)	6 (1)	17 (2)	2.6 %	1.8 %
						Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Sports	3 (1)	0 (0)	3 (1)	0.5 %	0.5 %
						Standards/EZ	65 (4)	0 (0)	65 (4)	10.0 %	8.5 %
						Totals	168 (10)	483 (20)	651 (30)		

AM Stations

Call	Freq	Power	Time	Format	Station	City
WGFT	1500	0.5 kw	(Days, DA)	Black Gospel	\$ NA	Youngstown
WKBN	570	5 kw	(DA-N)	News/Talk	CBS, ABC \$50.00	Clear Channel
WNIO	1540	0.5 kw	(Days)	Standards	ABC \$<20.00	Eastman
WRBP	1440	5 kw	(DA-2)	Black AC	Westwd, CBS \$<20.00	Regional
WRTK	1390	9.5 kw/5 kw	(DA-N)	Standards	Jones, CNN \$<20.00	Sentry
WSOM	600	1 kw	(Days, DA)	Standards	Westwd \$<20.00	Banner
						GOCOM
						Connoisseur
						Salem

FM Stations

Call	Freq	Power	Time	Format	Station	City
WBBG	93.3	50 kw	@ 279	Oldies	\$49.00	Sentry
WBTJ	101.9	3 kw	@ 328	CHR/Black	\$<20.00	Katz
WHOT	101.1	25 kw	@ 695	CHR	\$55.00	Christal
WICT	95.1	19 kw	@ 804	Country	\$<20.00	Sentry
WKBN	98.9	4.5 kw	@ 1371	AC	ABC, CBS \$42.00	Katz
WNCD	106.1	3 kw	@ 328	AOR	\$35.00	Eastman
WQXK	105.1	88 kw	@ 430	Country	\$70.00	Banner
WTNX	95.9	3 kw	@ 328	Modern AC	\$<20.00	Sentry
WYFM	102.9	44 kw	@ 459	Classic AOR	ABC \$30.00	Eastman
						GOCOM
						Clear Chnl, pend.
						Connoisseur
						GOCOM
						Clear Channel
						Jacor
						Connoisseur
						Salem
						Sharpville, PA
						Sharon

Notes: Other ranked stations -- See Cleveland or Pittsburgh . . . 4/99 WBZY (1200; New Castle, PA) sold to Clear Channel for \$800,000. WBZY combines with WKST-AF to form a satellite market duopoly in New Castle (adjacent to the Youngstown metro) . . . 8/99 Clear Channel's purchase of WBTJ-F has been flagged for possible undue concentration of revenue

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- Conversion (or "power") ratio

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- % Male, % Female
- Turnover Ratio
- % Exclusive Cume
- % 12-24, % 25-54, % 55+
- Highest cume-sharing station
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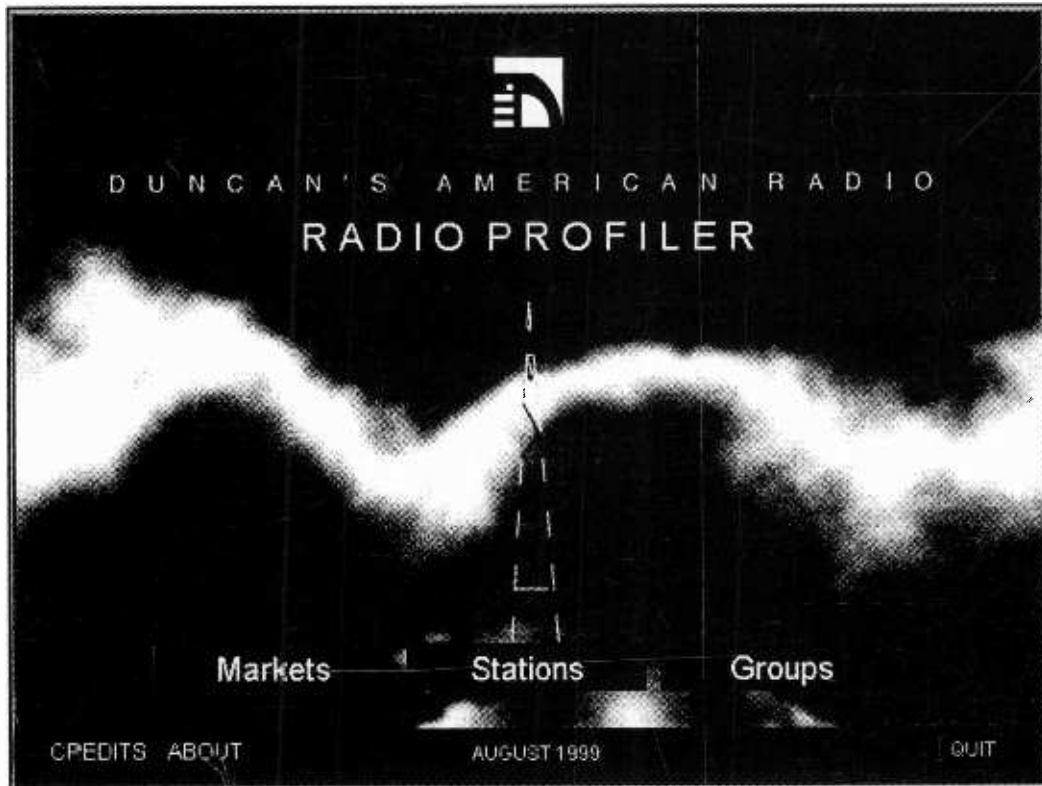
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