

AMERICAN RADIO  
TENTH  
ANNIVERSARY ISSUE

1976

1986



a

Prose and Statistical History

James H. Duncan, Jr.



**AMERICAN RADIO**  
**TENTH ANNIVERSARY ISSUE**

**1976 - 1986**

**A Prose and Statistical History**

**James H. Duncan, Jr.**  
**November 1986**

This is the special Tenth Anniversary Issue of American Radio. I am proud to make it available to you because your tremendous support of my American Radio series made this book possible and practical. I thank you for that support.

I urge you to make any comments, suggestions, criticisms or corrections you have concerning this book. In 1990 or 1991, I will be updating this edition and I want to make that issue even better than this. There is always room for improvement and those improvements are often inspired by your comments and suggestions. I can be reached at the following address:

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Duncan's American Radio, Inc.  
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Kalamazoo, MI 49003  
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Please carefully read the definitions pages - particularly those at the beginning of Section C. If you do not, I guarantee that you will misunderstand something, or, at the least, you will not derive full benefit from the data offered. However, if you still have questions, please feel free to call me at any time. I figure that my call back to you is part of the price you pay for the book. Also, I always enjoy talking radio with my subscribers.

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Subscribers may quote the Tenth Anniversary Issue of American Radio for sales and advertising purposes. However, you must be an Arbitron subscriber if any of their data is involved. I also request that you notify me. I always give my permission, but I like to make certain that my work is being properly quoted. The phrase "American Radio: Tenth Anniversary Issue by James Duncan, Jr." must always be used.

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

THIS SPECIAL ISSUE IS DEDICATED TO:

Colleen

Christine

Janet

Erica

Rebecca

AND IN MEMORY OF:

John Bayliss

Sheldon Summerlin

Don Dalton

William Walker

Martin Fischbein

Abe Voron

Dave Scribner

Lee Michaels

Cecil Cloney

Dorman Duncan

Dick Shaheen

## CHARTER SUBSCRIBERS TO AMERICAN RADIO

While I was preparing for this special edition of American Radio, I decided to review my subscriber list from my very first edition. I picked out those people and companies that took a chance and purchased not only that first edition but have never missed an edition in the past ten years.

A very special thank you to these charter subscribers:

John Booth II  
WVIC  
WMUS - Tim Achterhoff  
WKFR - Dave Hicks  
Cox Broadcasting  
Gary Stevens  
Jim McKenna  
RAB  
Park Broadcasting  
Holt Corporation  
TM  
Westinghouse  
Crisler  
NBC  
Nationwide  
Malrite  
Midwest TV - Jack Everette  
WALT - Ed Holladay  
RKO Radio  
J. N. Wells Co.  
Taft - Carl Wagner  
Greater Media - Julian Brown  
KalaMusic - Stephen Trivers  
Dick Janssen  
Hugh Barr

Fritz Frederick  
Dick RaKovan  
Kepper Tupper  
Ron Cutler  
Chapman Assoc.  
Bill McCormick  
Clear Channel - John Barger  
Blackburn  
Torbet  
Peter Moore  
EZ Communications  
Drake - Chenault  
Katz Radio  
Paul Kagan  
Major Market Radio  
Blair Radio  
Norm Fischer  
Jay Williams  
NPR  
Dick Ferguson  
John Tenaglia  
NewSystems  
John Dille III  
Dick Foreman  
Dick Geismar  
Bill McClenaghan



Jim Duncan with his daughters Rebecca (L) and Erica

#### ABOUT JIM DUNCAN

James H. Duncan, Jr. is President and sole owner of Duncan's American Radio, Inc., publisher of American Radio, Duncan's Radio Market Guide, and other books about the radio industry.

Duncan, 39, is based in Kalamazoo, Michigan, and plans during 1987 to open a second office in Santa Fe, New Mexico. Duncan attended Kalamazoo College and graduated from Western Michigan University in 1974. He majored in History and English. He served in the U.S. army during the Viet Nam conflict and was stationed in Viet Nam and Thailand with the Defense Communications Agency. Later, he served as an aide to General John David Lewis.

Duncan worked as an account executive with WQLR in Kalamazoo and then joined Gilmore Advertising in Kalamazoo and eventually became Vice President and Media Director. He began publishing American Radio in 1976 and in 1982 began working full time on his radio publications.

Beside numerous civic leadership positions, Duncan serves on the Board of Directors of Emmis Broadcasting as a Special Consultant to the Board of Directors of Stoner Broadcasting and as a board member of the John Bayliss Scholarship Fund.

Duncan is the father of two daughters, Erica (12) and Rebecca (5).

His hobbies include collecting art from the Southwest, reading about anything, sports of all types, traveling anywhere within 250 miles of the Four Corners area, meteorology, and driving while listening to the radio.

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



**SECTION A**

**NATIONAL TABLES**

**AND**

**COMMENTARY BY JIM DUNCAN**

## INTRODUCTION

I am so very proud and pleased to present the American Radio - Tenth Anniversary Issue to you, my subscribers and my friends in the radio industry.

On one hand, it is hard for me to believe that I have been doing this for ten years. It seems like such a short time ago that I was preparing the first edition of American Radio. Back in 1976, I compiled the first issue with no subscribers and no revenue at all. I was just praying that I would break even and that is basically what happened. I sold a grand total of 203 copies.

On the other hand, it seems as if I have been doing American Radio for all my life. It especially seems that way now that I issue six editions per year.

My goal for American Radio was to be the first publication to provide the radio industry with a complete portrait of the radio medium as of a specific point in time. My goal for this "Tenth Anniversary Issue" is to offer a moving picture of the radio medium between 1976 and 1986. I want this book to serve as a history of radio for those years.

As you might imagine, I have become a student of this industry. Unfortunately, it is difficult to be a student of radio because the available data is sketchy and incomplete. I have often wondered what was going on in radio back in the early sixties or fifties or even earlier. What were the ratings? Who were the leading stations? Which station programmed which format? Which stations were the leading billers? The answers to these questions and many others simply are not available today.

I hope that this book will fill that information void. I think it does. Students of radio twenty years from now should be able to use this book to educate themselves about radio during this ten year period. They will be able to learn what was happening at the local level and at the national level.

I challenge them and you to open this book to any market and to study it carefully. Look at the various tables and ask yourself why those changes took place. Do the changes reflect national trends? Do the changes compare with what has happened in your market? Finally, what does this historical information tell you about current events in radio and, more importantly, about future events?

I worried a bit that my subtitle, "A Prose and Statistical History" might be a bit pretentious. However, I do now feel the title is appropriate. The statistics are there for both the nation as a whole and the individual markets also.

Thanks to about fifty friends the "prose" part is accurate also. I am so fortunate that these radio experts have contributed their knowledge and experiences to this book. The articles are excellent. I must confess that it really feels good to publish a book that is over 50% prose. Even I get a bit tired of just publishing numbers.

It has been my privilege to be a part of the radio industry for ten years. I love the industry, the people in it, and the product they produce. Thank you for your support of my work.

J.H.D.  
November, 1986

## THE STORY OF AMERICAN RADIO

So far, I have broken some traditions in the special edition of American Radio. Never before have I published a picture of myself - or any other picture for that matter. Also, I have never published my own biography prior to the one you can find in this issue.

Now that I have grown accustomed to breaking traditions, I might as well break one more. On the pages that follow, you will find a brief history of my work and my company. For those of you that care, I hope you enjoy it. For those of you who do not care, it is too late to do anything about it--your check has already cleared the bank.

### THE PAST

After graduating from college in 1974, I accepted my first job with WQLR in Kalamazoo. I was hired by owner Stephen Trivers to be a local sales person. To say I learned the radio business the hard way is an understatement because my sales list had a grand total of \$12.00 per week of active business on it when I took it over. One account which bought one spot per week.

It took me a while, but I managed to build the list up to a decent size. My family and I nearly starved, but it was a good experience for me. I received a good view of the radio business from the bottom. Also, I gained great respect for the people with the most difficult job in the radio business: the street pounder, the local salesman.

I view my year as a radio salesman in the same manner that I view my years in the Army. I am glad I went through it, but I would never want to do it again.

I was fortunate to have Stephen Trivers as my first boss. Steve taught me a great deal about radio - both at the local level and nationally. Steve was active with the National Association of FM Broadcasters (NAFMB) and also, with Bill Wertz, owned KalaMusic, a syndicator of beautiful music programming.

As a syndicator, KalaMusic needed to subscribe to all of the Arbitron reports. During the summer of 1975 as the Spring Arbitrons came in, I took them home each night to study them. I did this for my own edification. I wanted to learn what was going on in radio in other markets around the nation. I had looked for a source of this data but was told that none was available.

As I reviewed the Arbitrons, I wrote out in longhand a very simple ranking of the top ten stations in each market. I used notebook paper and put the "completed" pages into a spiral notebook. When the rating books were all released, I finished my project and presented it to my boss, Steve Trivers.

Steve took the notebook to a NAFMB convention in Atlanta in September, 1975. He put it on a coffee table in his hospitality suite and, to everyone's surprise, about a half dozen people saw the notebook and asked if they could have copies of it.

When Steve returned from Atlanta, he told me about this and I made copies and mailed them out. The only person I can remember from this first group of customers was Fritz Frederick of Mid America Media.



After sending out the copies and billing these customers about \$30.00 for postage and copying charges, it finally dawned on me that there just might be a market for a publication such as this. I decided to give it a shot.

The first thing I needed was Arbitron's permission to use their data. Bill McClenaghan was the head of Arbitron Radio in 1975, so I called him and told him what I was proposing. Bill listened attentively and then politely told me "No way."

Arbitron's refusal took place in October, 1975. There seemed to be no other options available to me so I gave up on the idea and went on to other things. I accepted a job as an account executive with Gilmore Advertising, an agency owned by group radio owner Jim Gilmore, Jr.

In January, 1976, I received a phone call just prior to my departure from WQLR radio. The call was from Bill McClenaghan at Arbitron. Bill said that he had rethought my proposal and decided he would give me permission to go ahead with it.

I was stunned! I could not believe my ears. I could not figure out why Bill had changed his mind. Then several days later, I heard the news that Bill had resigned as the head of Arbitron radio.

Now Bill has never confirmed this (and I have never asked him about it) but I believe Bill in his last few days at Arbitron decided that he would "give the kid a chance." Whether this is true or not, I may never know; but I like to think it is. No matter. I have been and always will be most grateful to McClenaghan. He made my life's work possible.

In June of 1976, I began work on my first edition of American Radio. I had no subscribers and no money, but I wanted to try at least one edition. My financing in those days was really an early version of a Leveraged Buy Out. I hoped I could pay for that first edition with revenue which came in after the book was published. In effect, I was borrowing money from my printer.

In July, I sent out 500 mailers and sat back and hoped for the best. It was agony waiting to see if anyone would respond. Finally a few orders dribbled in. A few of them even had a check enclosed so I was able to boost my credibility with my printer.

I have always had a special place in my heart for those first subscribers. They took a chance on me and I have always been grateful. That is why elsewhere in this special edition, you will find a list of my charter subscribers. I have always thought of them as smart, aggressive broadcasters with great vision!

In all I managed to sell 203 copies of that first edition which was just about enough to pay the printer and the postage. It was also enough to make me decide to print a Fall edition.

My first edition was sold for \$29.00 per copy. By today's standards, the book seems rather simplistic. In this section you can see a sample page from my Spring '76 edition and a page from my most recent edition (Spring '86). I think you can see how many changes and additions I have made. I have tried to add at least one more piece of data or one new feature in each new edition of American Radio. I think that keeps the book fresh, lively, and a bit unpredictable.

SAMPLE PAGE FROM FIRST EDITION  
OF AMERICAN RADIO (SPRING 1976)

Radio Market # 34  
Revenue Rank # 42  
Income Rank # 18

APR 15.5  
Revenue: \$5,596,885  
Income : \$1,178,723

ROCHESTER

<u>12+ METRO (1/4/SHARE)</u>		<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WHAM	234/19.4	1. WHAM	260	1. WHAM	226	1. WHAM	3599
2. WEZO-FM	220/18.2	2. WEZO-FM	243	2. WEZO-FM	215	2. WEZO-FM	2835
3. WBBF	84/ 7.0	3. WHFM-FM	88	3. WNYR	76	3. WBBF	2163
4. WHFM-FM	81/ 6.7	4. WNYR	86	4. WHFM-FM	63	4. WAXC	1894
5. WNYR	79/ 6.5	WBBF	86	5. WPXY-FM	59	5. WHFM-FM	1380
6. WAXC	73/ 6.0	6. WAXC	73	6. WCMF-FM	57	6. WNYR	1147
7. WCMF-FM	62/ 5.1	7. WPXY-FM	66	7. WAXC	56	7. WKBW	1043
8. WPXY-FM	60/ 5.0	8. WCMF-FM	65	8. WROC	49	8. WPXY-FM	1036
9. WROC	52/ 4.3	9. WROC	52	9. WBBF	44	9. WROC	985
10. WDKX-FM	42/ 3.5	10. WKBW	48	10. WDKX-FM	31	10. WCMF-FM	761

12+ FM SHARE (METRO): 47.70% (530 of 1111)  
12+ FM SHARE (TSA) : 47.27% (605 of 1280)

18+ FM SHARE (METRO): 49.48% (479 of 968)  
18+ FM SHARE (TSA) : 48.09% (540 of 1123)

<u>TEENS</u>		<u>18-34</u>		<u>18-49</u>		<u>35-64</u>		<u>AM DRIVE</u>	
1. WBBF	40	1. WHFM-FM	56	1. WEZO-FM	116	1. WHAM	145	1. WHAM	567
2. WHFM-FM	18	2. WCMF-FM	55	2. WHAM	108	2. WEZO-FM	136	2. WEZO-FM	207
3. WAXC	17	3. WAXC	45	3. WHFM-FM	58	3. WNYR	52	3. WBBF	96
4. WDKX-FM	11	4. WEZO-FM	44	4. WCMF-FM	57	4. WPXY-FM	32	4. WAXC	91
5. WHAM	8	5. WBBF	42	5. WAXC	51	5. WROC	21	5. WROC	81

FM STATIONS

WCMF-FM, 96.5, 20 KW @ 293, PROG ROCK , \$27.00  
 WDKX-FM, 103.9, 8 KW @ 536, BLACK , \$12.50  
 WEZO-FM, 101.3, 50 KW @ 365, BTFL MUS (Bonneville) , \$35.00, Malrite  
 WHFM-FM, 98.9, 50 KW @ 340, ROCK , \$13.00, Rust  
 WPXY-FM, 97.9, 50 KW @ 400, BTFL MUS (Schulke) <sup>??</sup> , \$16.00, Rust Craft

AM STATIONS

WAXC, 1460, CONTEMP , \$25.00  
 WBBF, 950, CONTEMP , \$40.00, LIN  
 WHAM, 1180, MOR , \$68.00, Rust  
 WNYR, 680, COUNTRY , \$30.00, Malrite  
 WROC, 1280, CONTEMP , \$16.50, Rust Craft

(FM-100)  
 WFLC FM D-C Country

ROCHESTER

Arbitron Rank/Pop (12+): 41/837,700

MSA Rank/Pop: 46/998,500

ADI # 71

Average Person Ratings: 15.7

Market TSL: 20.9 hours

Stations: 16/14  
Diaries: 1261/664:1/51.7%  
Sample Target: 1130  
% Below Line: 1.8  
% Not Listed: 11.8

1985 Revenue: \$ 19,200,000  
HH Inc.: \$ 32,969  
Retail \$: 6.0 Bil  
Pop per Station: 59,836  
#1 Biller: WVOR-F \$ 4,700,000

12+ METRO	1/4/SHARE	FAL 85	SPG 85	FAL 84	SPG 84	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. WCMF-F	206/15.6	11.7	11.2	8.8	11.6	18.0	1. WCMF-F	236/2627	1. WVOR-F	2575/30.7	26.0	28.6
2. WVOR-F	186/14.1	11.4	13.6	13.5	13.5	9.8	2. WVOR-F	200/2850	2. WPXY-F	2310/27.6	27.4	27.8
3. WPXY-F	139/10.5	12.0	12.5	8.4	7.7	11.9	3. WPXY-F	149/2545	3. WCMF-F	2230/26.6	23.4	20.1
4. WEZO-F	117/ 8.9	11.4	11.1	12.5	12.9	7.3	4. WHAM	126/1935	4. WEZO-F	1869/22.3	24.5	21.7
5. WHAM	104/ 7.9	9.1	6.4	9.2	9.1	5.3	5. WEZO-F	125/2013	5. WHAM	1653/19.7	20.4	16.5
6. WYLF-F	102/ 7.7	4.9	6.4	5.2	6.7	5.1	6. WYLF-F	119/1083	6. WMJQ-F	1611/19.2	23.6	24.0
7. WZKC-F	79/ 6.0	5.3	2.5	2.3	2.4	4.0	7. WZKC-F	100/1188	7. WZKC-F	983/11.7	12.6	7.9
8. WMJQ-F	67/ 5.1	6.9	7.7	8.2	8.1	5.7	8. WMJQ-F	79/1761	8. WYLF-F	907/10.8	9.9	9.7
9. WDKX-F	56/ 4.2	5.6	2.9	2.3	2.5	11.6	9. WDKX-F	60/ 755	9. WDKX-F	731/ 8.7	8.6	8.3
10. WNYR	40/ 3.0	3.1	3.6	4.5	4.3	3.8	10. WNYR	46/ 670	10. WNYR	589/ 7.0	7.2	9.3
11. WBBF	22/ 1.7	3.6	5.5	5.3	4.6	1.4	11. WBEN-F	43/ 501	11. WBBF	567/ 6.8	11.4	10.9
12.							12. WBBF	22/ 574	12. WPXY	305/ 3.6	3.2	3.9

12+ FM SHARE (METRO): 83.51% (972 of 1164) (SPG 85: 80.25%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPZY-F	1. WCMF-F>	1. WCMF-F	1. WVOR-F	1. WVOR-F	1. WVOR-F	1. WVOR-F	1. WVOR-F	1. WCMF-F	1. WCMF-F>	1. WCMF-F
2. WCMF-F>	2. WVOR-F	2. WVOR-F>	2. WCMF-F>	2. WCMF-F>	2. WEZO-F	2. WCMF-F	2. WCMF-F	2. WVOR-F	2. WPXY-F	2. WPXY-F
3. WDKX-F	3. WPXY-F	3. WPXY-F	3. WEZO-F	3. WEZO-F	3. WYLF-F	3. WPXY-F+	3. WEZO-F	3. WPXY-F+	3. WVOR-F	3. WVOR-F
4. WMJQ-F	4. WMJQ-F	4. WEZO-F	WPXY-F	4. WZKC-F	4. WHAM	4. WHAM	4. WYLF-F	4. WEZO-F	4. WEZO-F	4. WEZO-F
5.	5. WDKX-F	5. WZKC-F	5. WZKC-F	5. WPXY-F	5. WZKC-F	5. WEZO-F	5. WHAM	5. WZKC-F	5. WMJQ-F	5. WYLF-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WCMF-F	1. WCMF-F	1. WCMF-F	1. WVOR-F	1. WVOR-F>		1. WCMF-F>	1. WCMF-F>	1. WCMF-F>	1. WCMF-F	1. WCMF-F
WPXY-F	2. WPXY-F	2. WVOR-F	2. WCMF-F	2. WEZO-F		2. WVOR-F	2. WVOR-F	2. WVOR-F>	2. WVOR-F>	2. WVOR-F>
3. WVOR-F	WVOR-F	3. WPXY-F	3. WPXY-F	3. WCMF-F		3. WPXY-F	3. WPXY-F	3. WPXY-F	3. WPXY-F	3. WZKC-F
4. WDKX-F	4. WMJQ-F	4. WMJQ-F	4. WEZO-F	4. WPXY-F		4. WMJQ-F	4. WZKC-F	4. WZKC-F	4. WZKC-F	4. WHAM
WMJQ-F	5. WDKX-F	5. WDKX-F	5. WMJQ-F	5. WZKC-F		5.	WZKC-F	5.	5. WEZO-F	5. WEZO-F

FORMATS	AM	FM	TOTAL	%	SPG 85	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	9 (1)	220 (3)	229 (4)	19.7	24.6	WGVA 1240 Geneva .5/1.1
AOR		206 (1)	206 (1)	17.7	12.8	WPXY 1280 Rochester .7/3.6
AC/OLDIES/SOFT ROCK	22 (1)	303 (2)	325 (3)	27.9	16.3	WWWG 1460 Rochester .8/2.8
MOR/VARIETY	110 (2)		110 (2)	9.5	7.7	
COUNTRY	40 (1)	79 (1)	119 (2)	10.2	8.6	CFMX-F 103.1 Cobourg, ON .5/1.3
BLACK/URBAN		56 (1)	56 (1)	4.8	3.3	WBEN-F 102.5 Buffalo 1.1/1.7
BTFL MUSIC/EZ					12.6	
NEWS/TALK					6.1	
NOSTALGIA		102 (1)	102 (1)	8.8	6.2	
RELIGION/GOSPEL	10 (1)		10 (1)	0.9	0.6	
SPANISH						
CLASSICAL						
UNKNOWN/OTHERS		7 (1)	7 (1)	0.6	0	

RADIO STATIONS 1164 (16)

WBBF, 950, 1 KW (DA-2)	, OLDIES	US 2,NBC-T,\$ 42.00* (Eastman)	LIN	Harold Deutsch
WHAM, 1180, 50 KW	, MOR	CBS,\$ 72.00* (Mc-Guild)		Jack Murphy
WNYR, 990, 5 KW/2.5 KW (DA-2)	, COUNTRY	ABC-I,\$ 35.00 (Katz)	Grace	Cindy Weiner
WPXY, 1280, 5 KW (DA-N)	, CHR	,\$ NA (MMR)	Pyramid	Bill Cusack
WWWG, 1460, 5 KW (DA-N)	, RELIGION	,\$ 15.00 (---)		Sue Bahner
WCMF-F, 96.5, 50 KW @ 457, AOR		,\$ 80.00 (CBS)	Stoner	Peter Coughlin
WDKX-F, 103.9, 800 KW @ 540, BLACK		NBN,\$ 38.00* (Weiss)		
WEZO-F, 101.3, 27 KW @ 637, SOFT AC		ABC-E,\$ 70.00* (Katz)	Grace	Cindy Weiner
WMJQ-F, 92.5, 50 KW @ 500, CHR		ABC-C,\$ 60.00* (Eastman)	LIN	Harold Deutsch
WPXY-F, 97.9, 50 KW @ 456, CHR		,\$ 81.00* (MMR)	Pyramid	Bill Cusack
WVOR-F, 100.5, 50 KW @ 490, AC		,\$ 90.00* (Mc-Guild)		Jack Murphy
WYLF-F, 95.1, 11 KW @ 993, NOSTALGIA		,\$ 43.00* (Market 4)	(BRISTOL CENTER)	Larry Leibowitz
WZKC-F, 98.9, 50 KW @ 340, CLASSIC AOR		,\$ 50.00 (Torbet)	First Valley	Jim Meltzer

MISCELLANEOUS COMMENTS WZKC changes calls to WKLX and format from Country to Classic Hits (July)... WZKC sold by Saga to First Valley for \$3,700,000... WEZO-F changes from BTFL to Soft AC...



For the next five years, I continued to publish Spring and Fall editions of American Radio while working during the day as Vice President and Media Director of Gilmore Advertising. Slowly but steadily, my circulation increased and in late 1981, I was able to resign my "day job" and pursue my radio publications on a full time basis.

During that five year period, I had worked on American Radio at night and on weekends. I was not the only one to put in late hours. My former wife, Jan, typed each edition, into the 1980's, at night and on weekends. During the days, she taught in an elementary school. Without Jan's help, American Radio would never have been published.

It was also during the early years that I had my only major battle with Arbitron. In 1978, I was vacationing in Colorado when a lawyer from Control Data, Arbitron's parent company, found me and called. He told me that some stations were using my publications on the street and that they were not Arbitron subscribers. He went on to say that Arbitron would no longer allow me to use their data. Once again, I thought I was out of business.

Once word of this got out, many of my subscribers wrote and called Arbitron in support of American Radio. By the end of 1978, Arbitron and I reached a compromise and we have not had any major problems since. In the compromise, I agreed not to publish any exact numbers for specific demos and dayparts. I would only publish exact numbers for Monday-Sunday, 6 a.m.-midnight, 12+. For the demos and dayparts, I can rank the stations; but I cannot publish any numbers.

In January, 1982, I established a formal corporate structure and put out my shingle as Duncan's American Radio, Inc. I set up my office in my basement and started dreaming up new publications. The first was the "Winter Supplement" to American Radio which was published in April, 1982. In December, 1982, I published Radio in the United States: 1976-1982 which was a book quite similar to this special edition. Radio in the United States was also designed to present a statistical history of commercial radio.

1983 was a landmark year for my company. In that year, I published my first edition of Duncan's Radio Market Guide. The need for market financial information was an obvious one once the FCC stopped providing such data. The "Market Guide" provided revenue data and the first issue received a warm response. That first edition sold over 1000 copies and it has grown rapidly since then.

In 1984, I added a "Small Market Edition" to American Radio. Prior to that, I had briefly treated the Condensed Markets and stuck them in the back of the regular Spring edition of American Radio. In the "Small Market" edition, I tripled my coverage space for the Condensed Markets and added space for the Birch small markets.

In 1986, I began publishing a "Summer Supplement" to American Radio. This was in response to Arbitron's quarterly measurement of the 75 largest markets.

#### THE PRESENT

As of this writing (November, 1986), I must say I am quite pleased at the status of my company. I have sold nearly 50,000 books in the last ten years and in 1986 alone almost 10,000 books will be sold. I now publish six editions annually.

From what I am told the publications are well respected and my subscriber surveys tell me that people feel they get more than their money's worth out of the books. I know it is hard to believe, but the biggest complaint I get from subscribers is that they feel my publications are too inexpensive. They say that they worry that I won't make enough money and that I'll try something more lucrative.

I have had a few competitors, but they have never presented any problems nor have they harmed my sales so I have ignored them. I have never felt any complacency, however. Each edition is a challenge and each is fun to do (well, the "Summer Supplement" might be an exception.)

I remain a one-man shop although the company is reaching the size where I have got to begin either farming out more work or hiring some help. That is a problem I have to come to grips with in the very short term. Computerizing my operation might help with this; but I have, so far, been able to resist computers. I enjoy processing the data by hand and I believe you learn more when you do it that way.

My biggest problem with my publications have always been typos and other stupid little mistakes. I do my best to eliminate both, but I will probably never be able to make my books 100% "clean." The time constraints are simply too great. However, I think the last few books have looked quite good and future editions will look even better.

My books have never been very fancy. This special edition is probably as elegant as I can make it. I just do not believe that my subscribers would want to pay extra money for an ornate cover and an expensive binder. The books are functional and utilitarian and that is just how I want them to be.

In the last two years, I have accepted board positions with two fine group radio operators, Stoner and Emmis. A few of my subscribers raised their eyebrows a bit over this. I must also confess to some hesitation on my part. Before I accepted the positions, I had to make certain that I would not and could not allow any bias or undue influence to creep into my publications. I thought long and hard about this and decided to accept the positions. I think it was a good decision. I enjoy my relationship with both Stoner and Emmis and I feel I have also maintained the independence and integrity of my books.

It was important for me to get out from behind my desk and gain experience in the "real world." I think this experience and knowledge I am gaining will be reflected in future editions of my books.

#### THE FUTURE

I think you will see some new publications from my company in the next few years. I would love to do a college textbook for radio students. I would also like to do an American Radio for the year 1970 and 1960. I think those would be very valuable historical documents. If I can find the data, I am sure I will do it.

In 1987, I will be publishing an important study concerning the relationship between audience shares, revenue shares, and formats. I have many other ideas for new studies and publications.

I probably will not do American Radio forever. Instead, I will either sell it off or hire others to do it for me. This might happen next year or in the next decade. I have received quite a few inquiries as to whether or not I would be interested in selling. If I do sell American Radio, it would only occur if I could oversee the editing and publishing of the book. I could never let go of it completely.

I would definitely like to become more active in the industry trade associations, especially the NAB and RAB. However, those associations make it rather difficult for an associate member to be very active.

Whatever I end up doing, I must say that this has been a wonderful ten years for me. I am a lucky man because I am doing something I love to do. I love the radio industry and I am most fortunate to be a part of such a great business. Your support and friendship has meant so very much. Thank you.



## AMERICAN RADIO 1976 - 1986: A REVIEW

It is somewhat of a challenge to compress the important events of a decade into a six or seven page essay. However, I would like to share with you some of my thoughts about what has happened to radio since I began publishing American Radio in 1976. Most of the events I discuss are covered in greater detail in Section B by my guest authors.

Being an unrepressed and unrepentant list maker and ranker, I offer you what I believe are the 13 most important events or trends in commercial radio in the last ten years. They are in an inverse order of importance.

### 13. REP CONGLOMERATES

In 1976, there were over 25 major national reps and they were owned by 22 different companies. In 1986, there are only 14 major reps and they are owned by just 6 companies.

The rep conglomerates have been a good thing for the surviving reps, but have they been a good thing for radio? I do not think so. There is less competition between reps. There are fewer people knocking on agency doors selling radio. The reps spend too much time selling their unwired networks at cheap prices (of course, you station managers allow them to do this.)

As I write this in late 1986, we are suffering through a year in which we will be lucky to see a two or three percent increase in national sales. There are many factors contributing to this, but I feel that the rep conglomerate is one of those factors.

Will the situation change? I doubt it because the economics are not there for an independent rep to start up a new company.

### 12. NAB/NRBA ASSOCIATION/CONFEDERATION/UNIFICATION (choose one)

The National Radio Broadcasters Association has been a good thing for radio. It was feisty, spunky, and aggressive. While the NRBA did tilt at a few windmills, it accomplished a great deal for its members and for radio as a whole.

The NRBA's most important accomplishment was to wake up the NAB. The NAB was "television-heavy" and had undeserved its radio constituency. By the mid 1980's, the NAB was awake and the need for two separate major trade associations had diminished.

I believe that the NAB/NRBA association/confederation/unification is a positive event for radio. We now have cooperation rather than competition. The duplication of efforts has been eliminated. Radio can now expect a stronger and a more united voice in Washington. Also, we should now enjoy better overall service to member stations.

The next step is for the RAB, SRA, and others to join the confederation. I hope that happens soon.

#### 11. INCREASED USE OF SYNDICATORS AND CONSULTANTS

Programming consultants  
Programming syndicators  
Research consultants  
Personnel consultants  
Sales consultants  
Promotion consultants  
Financial consultants  
. . . and so on

I wonder how many stations out there can honestly say they have not used any kind of consultant in the last five years. Not many I'll wager particularly in the top 100 markets. Radio consulting has definitely been a growth industry. There must be at least 400 of them out there. Have they accomplished anything besides keeping the radio trade publications in business? (Those that have to accept advertising that is.)

My response is yes. Ten years ago it was somewhat embarrassing for a station to contract a consultant. Most managers and owners did not want to admit to it. By 1986, the radio business had become so complex and so competitive that the stations needed all the help they could get and they admitted to that fact.

It seems that everyone wants to be your friend and consultant. In his article in Section B, Bill Burton advocates that the radio rep become a "Total Rep" and offer client stations a package of services and consultations (see B-118). Some of the program syndicators will offer a similar service.

The selection of the proper consultants is the difficult chore. It is akin to hunting porcupines. First you throw a washtub over the porcupine. That gives you time to think about what to do next.

#### 10. CHANGE IN THE OWNERSHIP GUARD

We are in the midst of a revolution in the major group radio operators. There is definitely a changing of the guard as Jeff Smulyan points out in his article in Section B. Many of the older groups are taking profits and getting out of radio. Some of their departures were hurried a bit by the tremendous increase in station prices and by tax law changes, but out they went. Metromedia, LIN, Affiliated, Group One, Doubleday, Josephson, Oppenheimer, Mid America, and Great Trails were just some of the companies to exit the radio industry in 1986. A number of other major groups will dissolve in the future because of takeovers, mergers, and other special situations. Other companies have exited radio because they discovered (to their shock, horror, and chagrin) that radio is a very management-intensive business.

Let us look at the top twenty groups in the years 1977 and 1986 and see what changes have occurred. This ranking is based on 12+ weekly cume:

## LEADING GROUPS - 1977

1. ABC
2. CBS
3. RKO
4. Westinghouse
5. Capital Cities
6. Metromedia
7. NBC
8. Bonneville
9. Cox
10. Storer (sold off radio properties)
11. LIN (got out of radio)
12. SJR (got out of radio)
13. Southern (got out of radio)
14. Sonderling (sold most of its properties)
15. Bartell (got out of radio)
16. Plough (got out of radio)
17. Taft
18. GE (out of radio until 1986)
19. Greater Media
20. Golden West (sold many stations)

## LEADING GROUPS - 1986

1. Capital Cities/ABC (merger, may have to sell some stations)
2. CBS (takeover problems)
3. Westinghouse (may merge with NBC)
4. RKO (will sell off all stations)
5. Gannett
6. NBC (GE takeover, may merge with Westinghouse)
7. Metropolitan (New company)
8. Malrite (relatively young company)
9. Emmis (New company)
10. Infinity (new group owner)
11. Bonneville
12. Cox
13. Taft
14. Viacom
15. Greater Media
16. EZ
17. Park
18. Nationwide
19. Tribune
20. Susquehanna

Almost one half of 1977's top twenty groups have either left radio or greatly reduced their radio holdings by 1986. The ten leading groups in 1986 are either relatively young companies or older companies in various stages of transition. It is reasonable to expect that by 1988 only two or perhaps three of the 1977 top ten will have survived to finish in 1988's top ten. That represents quite a turnover.

What is very satisfying to me is that for every "old group" leaving the radio industry, there are plenty of young groups anxious to get in. Groups such as Emmis, Infinity, Metropolitan, Saga, Heritage, Jacor, Legacy, New Cities, Sconnix, and even George Duncan (no he's not my Father), and many others.

I believe we are seeing a regeneration. The powers that be are in decline and the "war babies" (those 45 and younger) are ascending. This new blood will gradually take over leadership positions in the industry.

## 9. NETWORK EXPANSION

Are you wondering what happened to your national business during 1986? Is it flat or even down? There are many factors causing this situation (see #13). One important factor is the huge growth in network radio over the last decade.

In 1976, there were only seven networks of consequence which includes ABC's four different services. By 1986, there were at least twenty; I have lost track. These networks have offered stations a wide variety of excellent programming choices. They have also allowed stations the option of a wall-to-wall programming service (i.e. Transtar and Satellite Music Network). This is the up side for stations.

The downside is that a tremendous amount of national network inventory has been made available to advertisers. And this inventory is cheap - much cheaper than spot. There is no doubt that network is helping to erode spot radio. In Bob Bruton's article on page B-164, he goes so far as to say "national spot radio will virtually cease to exist." I am worried that he just might be right.

#### 8. RADIO IS STILL ACCESSIBLE TO THE ENTREPRENEUR/SMALL BUSINESSMAN

Radio remains the only major advertising/communications medium in which the so-called "little guy" can still play.

Despite significant price increases (which see) there are still stations which can be purchased for about the same price as an expensive house - say \$200,000 or so. They are not as easy to find, but they are there.

Horatio Alger stories and empire building stories are abundant. Many examples can be found in this book. Several come to my mind. Bernie Mann purchased his Raleigh stations in the late 1970's for around \$4 million and recently sold them to Metroplex for \$18 million. Sconnix Broadcasting was formed in the late 1970's when three friends from Dartmouth got together. Now they own stations in Boston, Miami, and Kansas City.

In 1971, Jeff Smulyan of Emmis Broadcasting did not have the proverbial two nickels. In a little over four years, Emmis has purchased stations in Indianapolis, Minneapolis, St. Louis, Los Angeles, Washington, and New York. The company is valued in the hundreds of millions and ranks number 15 on the Inc. 500.

There are many other similar stories proving it still can be done, even today! New blood is always coming into our industry keeping radio fresh and alive. This is one of the reasons the radio industry is so fascinating.

#### 7. THE SAME OLD BITCHES PREVAIL: RATE CUTTING AND THE LACK OF PROFESSIONAL SALESMANSHIP

Some time when you have nothing else to do, go back to your library, closet, or wherever you pile up old issues of the radio trade press. Pick an issue from the mid or late 1970's. I will bet you lunch that somewhere in that issue you will find someone pointing out or complaining about radio's rate cutting and/or the glaring lack of professional salesmanship in radio.

Now pick up a recent issue and I'll bet you read the same thing. It's an instant replay year after year. Unfortunately, we will be hearing and reading about poor selling practices and rate cutting for the rest of our careers. I am afraid it is one element of the radio industry that will never change.

I try not to be a pessimist. I keep in mind Oscar Wilde's statement that a pessimist is one who, when he has the choice of two evils, chooses both. However, this is one area where there is little to be optimistic about.

There are many reasons causing the problem.

- Poor sales training (or none)
- Huge amounts of inventory, poor inventory management
- Tremendous amounts of competition
- Poor pricing policies
- Turnover of sales people
- Lack of respect for radio
- Lack of pride

I suspect that almost everyone in the radio industry - even those complaining about these problems - has at one time or the other been guilty of cutting rates. Renoir said, "In this world there is one awful reality, and that is that everyone has his reasons." Everyone guilty of rate cutting and "radio competitor bashing" has his or her reasons I guess.

What scares me the most is that I do not see how much can be done about it. Like everything else in our economic system, radio rates find their own level at a point of equilibrium. This point of equilibrium is caused by a number of economic influences and pressures. Rate cutting and poor salesmanship are one of those pressures. Unfortunately, they may be as ingrained and as permanent to our business as supply and demand.

I am not advocating a surrender. Instead, I suggest a new realism. I would like to see more action and less talk - if that is possible.

One final word to those station managers and owners who have called me and tried to get me to cut the rates on my books (yes, it has happened quite a few times): I am sorry I slammed the phone down before I could tell you to ---- off!

I managed to survive telling both potential clients and established clients that I do not cut my rates. Maybe you would too.

## 6. ARBITRON'S CONTINUING DOMINANCE OF RADIO RATINGS

Arbitron, the company radio people all love to hate, still rules its field. It put away Pulse as a competitor in the late 70's. Arbitron then enjoyed a 100% monopoly of the radio ratings until Birch came along in the early 1980's.

Birch has made some inroads and, with additional capital available, should become a stronger competitor. However, Arbitron still controls at least 80% of the radio ratings business and I feel it will remain the leader at least into the 1990's.

## 5. RADIO IS A SURVIVER

(Radio is) "a raft which will never sink, but on which one's feet will always be uncomfortably wet."

- - - My apologies to  
Ralph Waldo Emerson

No matter what is thrown at it, radio endures, radio adapts, and radio survives. When television came along, many thought that radio had had it. Not so because radio adapted and thrived. When I first came into the business in 1975, many were claiming that CB radio would harm commercial radio. What a joke that was.

In the last decade, radio has met the challenge of "New Tech" - cable, M-TV, satellite audio, and all the rest.

There are some who constantly predict radio's demise. I do not. The medium is alive and well and it will continue that way for decades.

Perhaps the greatest challenge to radio is radio. In #7 we discussed this. Add to those internal problems the growing number of radio stations. There are over 8,600 commercial stations now. It is likely that 1,500 to 2,000 additional stations will be licensed by 1993. The 80-90 policy and the likely expansion of the AM band will make radio, already the most competitive advertising medium, even more competitive.

One possible result of this is that more and more AM stations will go off the air and their licenses will be turned back to the FCC. Late in 1986, a respected group owner, Jefferson Pilot, let WBIG in Greensboro go silent. Others will follow as the competition increases and as AM becomes even less viable.

#### 4. THERE HAS NOT BEEN A MAJOR NEW FORMAT

##### DEVELOPED IN THE LAST DECADE

In the late 1950's and early 1960's, Top 40 (today's CHR) was developed. In the 1960's, beautiful music was born. In the late 1960's and early 1970's AOR began to grow. In the 1970's, news and news/talk began to develop.

These formats have survived into the 1980's and in 1986, they accounted for over 45% of all radio listening.

So far, the 1980's (actually, you can take it back to the mid 70's) has not seen a major new format.

There has been no formatic revolution. Instead, we have witnessed some evolutionary changes:

- Adult contemporary branched off from CHR
- Urban has been a subset of Black
- Classic rock is a variation of AOR

Nostalgia is probably the purest new format, but it accounts for less than 4% of all listening.

The result of all this is a certain "sameness" in sound. I feel that some envy and boredom may be developing in our listening audience. I have seen formal research which has backed this up.



There has to be some revolutionary format out there someplace. Some programmers expect it will be a combination of Jazz, light urban, New Music, and classic AOR. I will let my personal tastes overwhelm me for a moment and say I hope they are right.

### 3. FCC DEREGULATION

Erwin Krasnow's article on Page B-210 discusses this area in detail, but let me add a few thoughts.

The FCC has made life easier for radio broadcasters. There are fewer regulations, fewer forms to fill out, less interference in programming, and less restrictive ownership limitations. Compared to 1976, the 1986 radio industry is already largely deregulated. All in all, there is a much more stable environment for radio broadcasters.

The future looks pretty good. Even if 1988 sees a Democrat elected as president, the FCC will probably continue its policy of gradual deregulation into the 1990's. The reasons supporting this view are the makeup of the commission, the mood of the country as a whole, and it is very difficult to reregulate.

### 2. INCREASED STATION TRADING AND STATION PRICES

The incredible increase in the number of radio stations sold and the prices paid for these stations is well documented elsewhere in this book. It has been nothing short of amazing.

The reason for the price explosion is really quite simple. It follows the classic inflation scenario right out of Economics 101. There has been tons of new money chasing a relatively fixed amount of stations. Too many dollars chasing too few goods and the result in increasing prices or inflation.

The reasons causing all this money to come into radio is a bit more complex. First of all the FCC's deregulation efforts have created a more stable environment for radio broadcasters. Secondly, the elimination of the three-year holding rule and increasing 7-7-7 to 12-12-12 have made the radio business more attractive and flexible both to short term investors and to long term operators.

Thirdly, there seems to be a constant and steady flow of new people wanting to get into the radio business. This flow more than makes up for people who want to take profits and get out. Finally, there seems to be almost unlimited sources of financing.

The last point is very important. The new sources of money include:

- Conventional banking. In 1978, I had a total of 14 banks as subscribers. In 1986, I had over 100. Banks from every part of the country and of all sizes have been climbing over each other trying to lend to radio investors.
- Wall Street has discovered radio. Investment bankers have made the biggest radio deals possible.
- Other sources ranging from equity financing to blind pools.

All of this has opened the door to a new type of radio investor: the commodity trader. This breed is generally not interested in operating stations. Instead, he holds the stations for a very short term and then sells as soon as a hefty profit can be realized. I personally prefer those groups which are operators and in radio for the long term. I think they lend stability to the industry. However, there is nothing illegal about the traders and some of them are very smart and have made an awful lot of money.

Some of the older groups have taken advantage of all these factors and have sold out (see #10). However, for every "old" company getting out, there are other "new" companies hungry to get in. This "getting in" process has been facilitated by the new sources of money - made available by investment bankers such as Morgan Stanley, First Boston, Goldman Sachs, and others. These bankers have made it easier for group managers to become group owners. I am referring to people such as Carl Brazzell, Gary Edens, Ed Christian, Dick Ferguson, and others.

The questions everyone is asking is whether prices can continue to grow at this pace. I am usually wrong on these matters, but I think it is fair to say that prices can not keep growing at the rate they did in 1985 and 1986. At the beginning of 1985, FM radio stations were obviously greatly under valued. At the end of 1986, I feel that stations are close to fair value. I would not want prices to increase at 20% per year in 1987 and 1988. The market would be getting way ahead of itself and there would surely be a "bust" somewhere down the line.

If inflation remains low, I would prefer that prices grow as the radio industry grows. A good range would be six to ten percent per year. At this growth rate, the marketplace would be stable and orderly. Past financing deals would probably work out and new financing deals would be based on new realities. Those new realities include slower economic growth, low inflation, and, hopefully, stable interest rates.

Finally, we must ask if there is any great likelihood of a depression in station prices. My first thought is that AM prices have been in a depression for years. However, I do not believe that overall radio station prices have fallen since the Great Depression. I do not believe that station prices will rapidly fall unless one or more of the following occur:

- A. The national economy enters a serious and deep recession.
- B. A sharp and lengthy increase in interest rates.
- C. Several major defaults of recent deals.

#### 1. FM'S INCREASE IN AUDIENCE, SHARE, AND REVENUE

##### AM'S CORRESPONDING LOSS IN BOTH

Did you ever have any doubt that this would be the most important event in the last ten years. I didn't. All of the other events and trends paled in significance when compared.

In 1976, FM had a 39% audience share and an estimated 20% share of total radio revenue. In 1986, the FM audience share is 69% and estimated revenue share of 71%. For the first time, the revenue share is more than the audience share.

FM's growth rate is slowing, but it is still growing. By 1990, FM's audience share should be around 75%.

AM will continue to suffer and no matter what is done, AM's situation will not improve. AM Stereo has been a disaster. Simulcasting which helped spur FM's growth in the early 1970's will now only hurt AM listening. Finally, the FCC still gets a kick out of making new radio stations. If the AM band is expanded from 1,600 to 1,800, it will not increase the amount of AM listening--only the amount of silent AM stations.

Those AM stations which have the best chance to survive are (1) those that have established a full service identity and manage to keep it; (2) all news and talk stations; "minority" formats which FM is reluctant to program because of limited revenue potential. These formats include gospel, religion, Black, Spanish, and nostalgia.

LEADING STATIONS OF THE DECADE: 12+ 1/4 HOUR AVERAGE\*

Spring 76	WABC	New York	2523	Spring 81	WBLS-F	New York	1871
Fall 76	WABC	New York	2095	Fall 81	WOR	New York	1668
Spring 77	WABC	New York	2205	Spring 82	WOR	New York	1729
Fall 77	WABC	New York	2259	Fall 82	WOR	New York	1453
Spring 78	WABC	New York	NA	Spring 83	WOR	New York	1463
Fall 78	WKTU-F	New York	2802	Fall 83	WHTZ-F	New York	1603
Spring 79	WKTU-F	New York	1928	Spring 84	WHTZ-F	New York	1996
Fall 79	WOR	New York	1813	Fall 84	WHTZ-F	New York	1707
Spring 80	WBLS-F	New York	2033	Spring 85	WHTZ-F	New York	1755
Fall 80	WKTU-F	New York	2028	Fall 85	WPLJ-F	New York	1685
				Spring 86	WHTZ-F	New York	1915

SPRING 76

FALL 76

SPRING 77

FALL 77

1. WABC	New York	2523	1. WABC	New York	2095	1. WABC	New York	2205	1. WABC	New York	2259
2. WOR	New York	2053	2. WOR	New York	1869	2. WOR	New York	1816	2. WOR	New York	1896
3. WLS	Chicago	1856	3. WGN	Chicago	1488	3. WLS	Chicago	1577	3. WBLS-F	New York	1696
4. WGN	Chicago	1643	4. WCBS	New York	1479	4. WGN	Chicago	1485	4. WCBS	New York	1484
5. WCBS	New York	1318	5. WLS	Chicago	1367	5. WCBS	New York	1442	5. WLS	Chicago	1440
6. WJR	Detroit	1284	6. WINS	New York	1294	6. WBLS-F	New York	1389	6. WGN	Chicago	1243
7. WRFM-F	New York	1256	7. WBLS-F	New York	1229	7. WJR	Detroit	1250	7. WINS	New York	1213
8. WBLS-F	New York	1185	8. WJR	Detroit	1125	8. WINS	New York	1187	8. WJR	Detroit	1028
9. KDKA	Pittsburgh	1157	WRFM-F	New York	1125	9. KDKA	Pittsburgh	1096	9. WCCO	Minneapolis	1009
10. WMAQ	Chicago	1092	10. WCCO	Minneapolis	1123	10. WCCO	Minneapolis	1094	10. WMAQ	Chicago	NA

SPRING 78

FALL 78

SPRING 79

FALL 79

1. WABC	New York	NA	1. WKTU-F	New York	2802	1. WKTU-F	New York	1928	1. WOR	New York	1813
2. WOR	New York	NA	2. WABC	New York	2002	2. WOR	New York	1906	2. WBLS-F	New York	1775
3. WBLS-F	New York	NA	3. WOR	New York	1742	3. WABC	New York	1629	3. WKTU-F	New York	1691
4. WGN	Chicago	NA	4. WCBS	New York	1535	4. WBLS-F	New York	1611	4. WCBS	New York	1524
5. WJR	Detroit	NA	5. WINS	New York	1273	5. WGN	Chicago	1508	5. WGN	Chicago	1378
6. WCBS	New York	NA	6. WGN	Chicago	1228	6. WCBS	New York	1442	6. WABC	New York	1309
7. WINS	New York	NA	7. WRFM-F	New York	1203	7. WLS	Chicago	1370	7. WRFM-F	New York	1185
8. WLS	Chicago	NA	8. WMAQ	Chicago	1164	8. KABC	Los Angeles	1225	8. WINS	New York	1112
9. WRFM-F	New York	NA	9. WJR	Detroit	1117	9. WRFM-F	New York	1197	9. WLS	Chicago	1100
10. KABC	Los Angeles	NA	10. WLS	Chicago	1091	10. WCCO	Minneapolis	1191	10. WNBC	New York	1029

SPRING 80

FALL 80

SPRING 81

FALL 81

1. WBLS-F	New York	2033	1. WKTU-F	New York	2028	1. WBLS-F	New York	1871	1. WOR	New York	1668
2. WKTU-F	New York	1676	2. WBLS-F	New York	1717	2. WOR	New York	1655	2. WKTU-F	New York	1469
3. WCBS	New York	1510	3. WOR	New York	1695	3. WKTU-F	New York	1616	3. WBLS-F	New York	1455
4. WGN	Chicago	1490	4. WNBC	New York	1396	4. WNBC	New York	1537	4. WNBC	New York	1388
5. WOR	New York	1440	5. WCBS	New York	1333	5. WCBS	New York	1356	5. WRKS-F	New York	1364
6. WABC	New York	1321	6. WGN	Chicago	1236	6. WABC	New York	1313	6. WINS	New York	1343
7. WNBC	New York	1281	7. WINS	New York	1218	7. KABC	Los Angeles	1305	7. WGN	Chicago	1192
8. WINS	New York	1219	8. WRFM-F	New York	1045	8. WRFM-F	New York	1279	8. WCBS	New York	1190
9. WLS	Chicago	1178	9. WMAQ	Chicago	1039	9. WGN	Chicago	1254	9. WPLJ-F	New York	1183
10. WRFM-F	New York	1176	10. WLS	Chicago	986	10. WPLJ-F	New York	1170	10. KABC	Los Angeles	1177

SPRING 82

FALL 82

SPRING 83

FALL 83

1. WOR	New York	1729	1. WOR	New York	1453	1. WOR	New York	1463	1. WHTZ-F	New York	1603
2. WKTU-F	New York	1674	2. WBLS-F	New York	1428	2. WBLS-F	New York	1427	2. WOR	New York	1463
3. WRKS-F	New York	1622	3. WGN	Chicago	1380	3. WGN	Chicago	1339	3. WGN	Chicago	1346
4. WBLS-F	New York	1434	4. WCBS	New York	1324	4. WKTU-F	New York	1318	4. KIIS-F	Los Angeles	1335
5. WCBS	New York	1357	5. WINS	New York	1320	5. WRFM-F	New York	1316	5. WRKS-F	New York	1301
6. WYNY-F	New York	1296	6. WYNY-F	New York	1289	6. WCBS	New York	1293	6. WINS	New York	1188
7. WPLJ-F	New York	1277	7. WNBC	New York	1251	7. WINS	New York	1282	7. WCBS	New York	1126
8. WNBC	New York	1253	8. WRKS-F	New York	1178	8. KABC	Los Angeles	1234	8. WPLJ-F	New York	1007
9. WGN	Chicago	1205	9. WPLJ-F	New York	1143	9. WYNY-F	New York	1233	9. WRFM-F	New York	971
10. WINS	New York	1177	10. WRFM-F	New York	1119	10. WRKS-F	New York	1227	10. WYNY-F	New York	970

SPRING 84

FALL 84

SPRING 85

FALL 85

1. WHTZ-F	New York	1996	1. WHTZ-F	New York	1707	1. WHTZ-F	New York	1755	1. WPLJ-F	New York	1685
2. KIIS-F	Los Angeles	1704	2. WOR	New York	1583	2. WRKS-F	New York	1626	2. WHTZ-F	New York	1541
3. WRKS-F	New York	1411	3. KIIS-F	Los Angeles	1537	3. KIIS-F	Los Angeles	1625	3. WRKS-F	New York	1536
4. WGN	Chicago	1367	4. WRKS-F	New York	1535	4. WOR	New York	1522	4. WOR	New York	1534
5. KABC	Los Angeles	1275	5. WGN	Chicago	1436	5. WPLJ-F	New York	1512	5. KIIS-F	Los Angeles	1437
6. WINS	New York	1253	6. WINS	New York	1395	6. WGN	Chicago	1501	6. WBLS-F	New York	1284
7. WPLJ-F	New York	1244	7. WPLJ-F	New York	1243	7. WNEW-F	New York	1278	7. WLTV-F	New York	1226
8. WOR	New York	1241	8. WCBS	New York	1221	8. WINS	New York	1235	8. WINS	New York	1211
9. WCBS	New York	1112	9. WNEW-F	New York	1164	9. WCBS	New York	1111	9. WGN	Chicago	1174
10. WJR	Detroit	1104	10. WBLS-F	New York	1076	10. WPAT-F	New York	1075	10. WNEW-F	New York	1123

SPRING 86

1. WHTZ-F	New York	1915	6. WINS	New York	1279
2. WRKS-F	New York	1730	7. WPAT-F	New York	1225
3. WPLJ-F	New York	1669	8. WLTV-F	New York	1204
4. WGN	Chicago	1609	9. KABC	Los Angeles	1200
5. WOR	New York	1364	10. WBLS-F	New York	1188

\* Based on 12+, 1/4 HR AVG, TSA, Mon-Sun, 6A-MID

LEADING STATIONS OF THE DECADE: 12+ METRO-SHARE\*

Spring 76	WJBC	Bloomington, IL	39.1
Spring 77	WJBC	Bloomington, IL	45.7
Spring 78	WJBC	Bloomington, IL	44.6
Spring 79	WWNC	Asheville, NC	44.0
Spring 80	WWNC	Asheville, NC	39.2
Spring 81	WWNC	Asheville, NC	39.3
Spring 82	WJBC	Bloomington, IL	40.8
Spring 83	WJBC	Bloomington, IL	36.5
Spring 84	WWNC	Asheville	35.7
Spring 85	KTRS-F	Casper	36.2
Spring 86	KTRS-F	Casper	36.4

SPRING 76

1.	WJBC	Bloomington	39.1
2.	WWNC	Asheville	35.5
3.	KWWL	Waterloo	34.8
4.	KGBT	McAllen, TX	33.0
5.	KEIN	Great Falls	31.7
6.	KYJC	Medford	30.8
7.	WBBQ-F+	Augusta, GA	28.5
8.	WCCO	Minn-SP	27.7
	KVOL	Lafayette,LA	27.7
10.	KFAB	Omaha	27.6

SPRING 77

1.	WJBC	Bloomington	45.7
2.	WWNC	Asheville	41.5
3.	KWWL	Waterloo	36.5
4.	WIKY-F+	Evansville	36.4
5.	KGBT	McAllen	31.9
6.	WMT	Cedar Rapids	30.0
7.	WHHY	Montgomery	29.1
8.	KYJC	Medford	28.9
9.	KMON	Great Falls	28.6
10.	KOOK	Billings	28.0

SPRING 78

1.	WJBC	Bloomington	44.6
2.	WWNC	Asheville	38.4
3.	KWWL	Waterloo	32.5
4.	KGBT	McAllen	32.2
5.	KFGO	Fargo	28.5
6.	KTDY-F	Lafayette,LA	27.7
7.	WMT	Cedar Rapids	27.4
8.	WQSM-F	Fayette, NC	26.9
9.	WCCO	Minn-SP	26.0
10.	WTIC	Hartford	25.7

SPRING 79

1.	WWNC	Asheville	44.0
2.	WJBC	Bloomington	40.3
3.	KGBT	McAllen	38.7
4.	KVOC	Casper	34.9
5.	KWWL	Waterloo	33.3
6.	WCCO	Minn-SP	30.4
7.	KATI	Casper	30.2
8.	WMT	Cedar Rapids	29.3
9.	WTIC	Hartford	28.4
10.	KQDI	Great Falls	27.6

SPRING 80

1.	WWNC	Asheville	39.2
2.	WJBC	Bloomington	37.0
3.	KGBT	McAllen	35.1
4.	KLUR-F	Wichita Falls	32.1
5.	KYYA-F	Billings	30.2
6.	KTWO	Casper	29.7
	KATI	Casper	29.7
8.	KVOL	Lafayette	29.0
9.	KWWL	Waterloo	27.6
10.	WBBQ-F	Augusta	27.2
	KFAB	Omaha	27.2

SPRING 81

1.	WWNC	Asheville	39.3
2.	WJBC	Bloomington	39.1
3.	KGBT	McAllen	33.2
4.	WFBG	Altoona	30.7
5.	WMT	Cedar Rapids	30.3
6.	KWLO	Waterloo	29.3
7.	WIVK-F	Evansville	28.0
8.	WQSM-F	Fayette, NC	25.8
9.	KUTI	Yakima	25.2
10.	WKEE-F	Huntington	24.3

SPRING 82

1.	WJBC	Bloomington	40.8
2.	WWNC	Asheville	38.5
3.	WVA	Wheeling	29.6
4.	KGBT	McAllen	29.1
5.	WFBG	Altoona	27.3
6.	KTRS-F	Casper	27.2
7.	WCCK-F	Erie	25.8
8.	WOWO	Fort Wayne	25.0
	WMT	Cedar Rapids	25.0
	KVOC	Casper	25.0

SPRING 83

1.	WJBC	Bloomington,IL	36.5
2.	WWNC	Asheville	35.3
3.	WXLK-F	Roanoke	29.1
4.	KVOC	Casper	29.0
5.	KIOK-F	Richland, WA	27.1
6.	KWTO-F	Springfield,MO	26.6
7.	WCCK-F	Erie	26.4
8.	KTRS-F	Casper	26.2
9.	KFMW-F	Waterloo	25.1
10.	WFBG	Altoona	25.0

SPRING 84

1.	WWNC	Asheville	35.7
2.	WJBC	Bloomington,IL	34.7
3.	WXLK-F	Roanoke	32.0
4.	KTRS-F	Casper	31.5
5.	KWTO	Springfield,MO	30.4
6.	KGHL	Billings	27.9
7.	KIOK-F	Richland,WA	27.1
8.	WNDU-F	South Bend	26.4
9.	WBBQ-F	Augusta, GA	25.7
10.	WIKY-F	Evansville	25.6

SPRING 85

1.	KTRS-F	Casper	36.2
2.	WXLK-F	Roanoke	34.9
3.	WWNC	Asheville	33.0
4.	WIKY-F	Evansville	31.4
5.	KFMW-F	Waterloo	29.8
6.	WKSF-F	Asheville	27.8
7.	WFBG	Altoona	26.3
8.	WMEE-F	Fort Wayne	26.2
9.	KWTO-F	Springfield,MO	25.8
10.	WZYP-F	Huntsville	25.0

SPRING 86

1.	KTRS-F	Casper	36.4
2.	WJBC	Bloomington,IL	36.2
3.	WWNC	Asheville	35.7
4.	KGHL	Billings	31.4
5.	WAAL-F	Binghamton	27.7
6.	WTCR-F	Huntington	27.4
7.	WIVK-F	Knoxville	26.7
8.	KRLB-F	Lubbock	26.5
9.	WIKY-F	Evansville	25.7
10.	WOMP-F	Wheeling	25.4
	WTHI-F	Terre Haute	25.4

\* Based on 12+ Metro Share, Mon-Sun, 6A-Mid

LEADING STATIONS OF THE DECADE: 12+ CUME RATING\*

Fall 77	KFAB	Omaha	54.3
Spring 78	WJBC	Bloomington, IL	NA
Fall 78	WOWO	Fort Wayne	54.5
Spring 79	KWWL	Waterloo	68.7
Fall 79	WOWO	Fort Wayne	62.5
Spring 80	WOWO	Fort Wayne	61.9
Fall 80	WJBC	Bloomington	62.0
Spring 81	WWNC	Asheville	62.0
Fall 81	WJBC	Bloomington	57.6
Spring 82	WJBC	Bloomington	63.5
Fall 82	WJBC	Bloomington	56.3
Spring 83	WWNC	Asheville	61.0
Fall 83	WJBC	Bloomington	54.1
Spring 84	WWNC	Asheville	56.1
Fall 84	WJBC	Bloomington	57.5
Spring 85	WXLK-F	Roanoke	51.9
Fall 85	KFAB	Omaha	48.7
Spring 86	KTRS-F	Casper	52.0

FALL 77

SPRING 78

FALL 78

SPRING 79

1. KFAB	Omaha	54.3	1. WJBC	Bloomington	NA	1. WOWO	Fort Wayne	54.5	1. KWWL	Waterloo	68.7
2. WOWO	Fort Wayne	52.5	2. KWWL	Waterloo	NA	2. KFAB	Omaha	53.0	2. WJBC	Bloomington	66.5
3. WCCO	Minn-SP	51.7	3. WROK	Rockford	NA	3. WCCO	Minn-SP	52.6	3. WWNC	Asheville	58.3
4. KDKA	Pittsburgh	50.2	4. WOWO	Fort Wayne	NA	4. WTIC	Hartford	51.5	4. WOWO	Fort Wayne	57.7
5. WTIC	Hartford	49.3	5. WWNC	Asheville	NA	5. KDKA	Pittsburgh	47.1	5. WROK	Rockford	56.1
6. WKBW	Buffalo	46.7	6. KDKA	Pittsburgh	NA	6. WKEE-F+	Huntington	46.4	6. WCCO	Minn-SP	56.0
7. WBT	Charlotte	44.6	7. WGEE	Green Bay	NA	7. KENI	Anchorage	43.5	7. WTIC	Hartford	53.0
8. KMOX	St. Louis	44.5	8. WICC	Bridgeport	NA	8. WKBW	Buffalo	43.4	8. KDKA	Pittsburgh	52.9
9. KKUA	Honolulu	44.3	9. WHYN	Spring, MA	NA	9. WVLK	Lexington	43.2	9. WICC	Bridgeport	50.0
10. WRVA	Richmond	43.5	10. KOOK	Billings	NA	10. WBT	Charlotte	42.7	10. WFPG	Altoona	49.6

FALL 79

SPRING 80

FALL 80

SPRING 81

1. WOWO	Fort Wayne	62.5	1. WOWO	Fort Wayne	61.9	1. WJBC	Bloomington	62.0	1. WWNC	Asheville	62.0
2. KFAB	Omaha	59.2	2. WJBC	Bloomington	61.2	2. KFAB	Omaha	54.9	2. WJBC	Bloomington	59.1
3. KDKA	Pittsburgh	51.6	3. KWWL	Waterloo	58.4	3. WOWO	Fort Wayne	52.3	3. KWLO	Waterloo	56.4
4. WTIC	Hartford	49.1	4. WWNC	Asheville	57.5	4. WCCO	Minn-SP	48.8	4. WOWO	Fort Wayne	54.7
5. WCCO	Minn-SP	45.5	5. KDKA	Pittsburgh	52.9	5. WTIC	Hartford	48.6	5. KDKA	Pittsburgh	51.0
6. KMOX	St. Louis	42.9	6. WFBG	Altoona	50.3	6. KDKA	Pittsburgh	48.4	6. WFBG	Altoona	50.3
7. KGMB	Honolulu	42.9	7. KVOL	Lafayette, LA	49.7	7. WHBC	Canton	44.6	7. WICC	Bridgeport	47.9
8. WELI	New Haven	42.3	8. WROK	Rockford	48.8	8. KGBT	McAllen	43.1	8. WIXX-F	Green Bay	45.6
9. WGY	Schenectady	40.3	9. WTIC	Hartford	47.0	9. KMOX	St. Louis	42.7	9. WMT	Cedar Rapids	45.5
WVLK	Lexington	40.3	10. WWSA	Wheeling	46.5	10. WKEE-F+	Huntington	42.0	10. WTIC	Hartford	45.1

FALL 81

SPRING 82

FALL 82

SPRING 83

1. WJBC	Bloomington	57.6	1. WJBC	Bloomington	63.5	1. WJBC	Bloomington	56.3	1. WWNC	Asheville	61.0
2. KFAB	Omaha	49.8	2. WWNC	Asheville	57.3	2. KFAB	Omaha	52.2	2. WJBC	Bloomington	56.0
3. WOWO	Fort Wayne	46.6	3. WFBG	Altoona	54.6	3. WKEE-F	Huntington	46.7	3. WFBG	Altoona	53.5
4. WCCO	Minn-SP	45.8	4. WOWO	Fort Wayne	54.1	4. WOWO	Fort Wayne	46.1	4. WCCK-F	Erie	48.9
5. WTIC	Hartford	42.8	5. WNDU-F	South Bend	48.8	5. WTIC	Hartford	44.6	5. WOWO	Fort Wayne	47.1
6. KDKA	Pittsburgh	42.2	6. KWLO	Waterloo	48.3	6. WXLK-F	Roanoke	43.1	6. KWTO-F	Springfield,MO	46.0
7. KMOX	St. Louis	40.7	7. WTIC	Hartford	47.1	7. KDKA	Pittsburgh	43.1	7. WBBQ-F	Augusta	45.8
8. WHBC	Canton	40.2	8. WWSA	Wheeling	46.9	8. KMOX	St. Louis	42.6	8. WBNQ-F	Bloomington	45.3
9. WBNQ-F	Bloomington	40.0	9. WROK	Rockford	46.5	9. WBNQ-F	Bloomington	41.2	9. WNDU-F	South Bend	45.1
10. WKEE-F	Huntington	38.6	10. WCCK	Erie	46.3	10. WCCO	Minneapolis	40.6	10. WICC	Bridgeport	44.5

FALL 83

SPRING 84

FALL 84

SPRING 85

1. WJBC	Bloomington	54.1	1. WWNC	Asheville	56.1	1. WJBC	Bloomington	57.5	1. WXLK-F	Roanoke	51.9
2. KFAB	Omaha	52.7	2. WJBC	Bloomington	54.8	2. WXLK-F	Roanoke	50.4	2. KTRS-F	Casper	48.7
3. WXLK-F	Roanoke	47.2	3. WFBG	Altoona	51.9	3. KFAB	Omaha	46.1	3. WFBG	Altoona	48.2
4. WOWO	Fort Wayne	47.0	4. WBBQ-F	Augusta	49.8	4. WICC	Bridgeport	44.5	4. WWNC	Asheville	46.3
5. WICC	Bridgeport	44.9	5. WXLK-F	Roanoke	48.8	5. WCCO	Minneapolis	42.8	5. WBBQ-F	Augusta	46.2
6. WCCO	Minneapolis	44.4	6. WNDU-F	South Bend	46.6	6. WBNQ-F	Bloomington	41.4	6. WMEE-F	Fort Wayne	44.9
7. WBNQ-F	Bloomington	42.6	7. KWTO-F	Springfield,MO	46.4	7. KMOX	St. Louis	39.9	7. WIXX-F	Green Bay	44.8
8. WTIC	Hartford	42.3	8. KTRS-F	Casper	46.1	8. WMEE-F	Fort Wayne	38.7	8. KFMW-F	Waterloo	44.6
9. KMOX	St. Louis	40.4	9. WCCK-F	Erie	45.5	9. WOWO	Fort Wayne	38.5	9. KWTO-F	Springfield,MO	43.5
10. WFMF-F	Baton Rouge	39.6	10. WICC	Bridgeport	45.1	10. KIIK-F	Daven, RI	38.1	10. WCCK-F	Erie	43.2

FALL 85

SPRING 86

1. KFAB	Omaha	48.7	1. KTRS-F	Casper	52.0
2. WXLK-F	Roanoke	45.7	2. WWNC	Asheville	48.9
3. WIOG-F	Saginaw	45.6	3. WJBC	Bloomington	47.3
4. KMOX	St. Louis	43.1	4. WIXX-F	Green Bay	45.8
5. WICC	Bridgeport	41.2	5. WZOK-F	Rockford	45.7
6. WIVK-F	Knoxville	41.0	6. WIOG-F	Saginaw	45.6
7. WMEE-F	Fort Wayne	39.9	7. WBNQ-F	Bloomington	45.6
8. WKSJ-F	Mobile	39.7	8. WBBQ-F	Augusta	45.2
9. KRLB-F	Lubbock	38.9	9. KRLB-F	Lubbock	44.2
10. WCCO	Minneapolis	37.1	10. WMEE-F	Fort Wayne	44.2

\* Based on 12+ Cume Rating, Metro, 6A-Mid, Mon-Sun. Remember that not every market surveyed in the Spring is surveyed in the Fall.



LEADING STATIONS OF THE DECADE: 12+ TSA CUME\*

Spring 76	WABC	New York	48809
Fall 76	WABC	New York	44762
Spring 77	WABC	New York	42807
Fall 77	WABC	New York	44995
Spring 78	WABC	New York	38665
Fall 78	WABC	New York	38037
Spring 79	WABC	New York	33728
Fall 79	WABC	New York	31920
Spring 80	WABC	New York	30192
Fall 80	WNBC	New York	28338
Spring 81	WNBC	New York	29529
Fall 81	WNBC	New York	28300
Spring 82	WNBC	New York	26735
Fall 82	WCBS	New York	26221
Spring 83	WINS	New York	26307
Fall 83	WINS	New York	25389
Spring 84	WHTZ-F	New York	28902
Fall 84	WHTZ-F	New York	27038
Spring 85	WHTZ-F	New York	26511
Fall 85	WPLJ-F	New York	27294
Spring 86	WPLJ-F	New York	29017

RADIO ADVERTISING SALES: 1970 - 1986

	<u>TOTAL RADIO SALES</u>	<u>NETWORK</u>	<u>NATIONAL SPOT</u>	<u>LOCAL</u>
1986	6522 (5.5)	383 (16.1)	1230 (2.5)	4909 (5.5)
1985	6181 (11.3)	330 (14.2)	1200 (8.3)	4651 (12.0)
1984	5482 (12.5)	289 (12.0)	1101 (11.2)	4092 (12.9)
1983	4872 (16.5)	258 (27.0)	990 (11.6)	3624 (17.0)
1982	4181 (7.5)	203 (11.5)	887 (7.0)	3091 (7.4)
1981	3889 (10.9)	182 (15.9)	829 (12.9)	2878 (10.0)
1980	3508 (10.6)	157 (13.6)	734 (15.3)	2616 (9.2)
1979	3172 (9.0)	139 (9.6)	637 (7.6)	2397 (9.3)
1978	2911 (15.9)	126 (7.0)	592 (13.6)	2193 (12.1)
1977	2513 (12.9)	118 (28.1)	521 (5.4)	1873 (14.3)
1976	2226 (17.6)	92 (26.8)	495 (18.8)	1639 (16.8)
1975	1892 (5.1)	72 (20.0)	416 (7.5)	1403 (7.9)
1974	1800	60	387	1300
1970	1260	49	355	853

NOTES: Figures are in millions. Year-to-year percentage increases are shown in parenthesis. 1970 through 1980 estimates are based on FCC data. Data after 1980 are estimates made by Jim Duncan based on a variety of sources.

AVERAGE PERSON RATING (APR) - RADIO'S AVERAGE LISTENING LEVELS

MEAN FOR ALL RATED MARKETS

Spring	1986	17.10%
Spring	1985	17.32
Spring	1984	17.39
Spring	1983	17.50
Spring	1982	17.33
Spring	1981	16.04
April/May	1980	15.42
April/May	1979	15.62
April/May	1978	15.42
April/May	1977	15.29
April/May	1976	15.40
April/May	1975	15.74

MARKETS WITH HIGHEST AND LOWEST APR'S

<u>HIGHEST</u>			<u>LOWEST</u>		
1986	Miami	19.8%	1986	Wichita, Huntington, Steuban	14.7%
1985	Miami	19.9	1985	Huntsville	14.5
1984	McAllen-Brown	20.7	1984	Medford	13.4
1983	Miami	20.3	1983	Medford	13.1
1982	NE PA	20.3	1982	Waterloo	14.1
1981	Utica	20.0	1981	Lynchburg	12.2
1980	McAllen-Brown	19.5	1980	Waco	11.9
1979	NE PA	19.9	1979	Huntsville	12.1
1978	Bridgeport	19.1	1978	Great Falls	12.5
1977	Hartford	18.8	1977	Memphis	12.0
1976	NE PA	19.2	1976	Beaumont	12.9

NOTE: The Average Person Rating (APR) shows the average percentage of the 12+ population which is using radio (Mon-Sun, 6 a.m. - Midnight). Note the sharp increase in the mean APR in 1982. This increase corresponded with changes in Arbitron's methodology - specifically Expanded Sample Frame and Differential Survey Treatment.

NATIONAL FM SHARES

TOTAL FM SHARE (METRO)

SPRING	1986	68.791%
SPRING	1985	66.549
SPRING	1984	64.290
SPRING	1983	62.291
SPRING	1982	58.870
SPRING	1981	57.353
APR/MAY	1980	54.254
APR/MAY	1979	50.887
APR/MAY	1978	47.638
APR/MAY	1977	44.428
APR/MAY	1976	40.886

FM GROWTH RATE

SPRING 85 to Spring 86	3.369%
SPRING 84 to Spring 85	3.514
SPRING 83 to Spring 84	3.201
SPRING 82 to Spring 83	5.811
SPRING 81 to Spring 82	2.645
APR/MAY 80 to APR/MAY 81	5.712
APR/MAY 79 to APR/MAY 80	6.617
APR/MAY 78 to APR/MAY 79	6.820
APR/MAY 77 to APR/MAY 78	8.663
APR/MAY 76 to APR/MAY 77	7.225

MARKETS WITH HIGHEST AND LOWEST FM SHARES (METRO)

<u>HIGHEST</u>			<u>LOWEST</u>		
1986	Greenville, NC	89.97%	1986	Billings	45.45%
1985	Lancaster	89.75	1985	Altoona	41.46
1984	Greenville, NC	86.90	1984	Asheville	35.25
1983	Lancaster	85.07	1983	Asheville	30.24
1982	Lancaster	84.11	1982	Asheville	27.06
1981	Greenville, NC	85.61	1981	Honolulu	26.10
1980	Lansing	79.41	1980	Casper	12.33
1979	Greenville, NC	78.00	1979	Casper	9.68
1978	Melbourne-Cocoa	71.75	1978	McAllen-Brownsville	19.55
1977	Melbourne-Cocoa	70.43	1977	Great Falls	17.65
1976	West Palm Beach	60.83	1976	McAllen-Brownsville	13.25

NOTES: "Total FM Share" calculated by adding up all 1/4 Hour Listening in each and every standard Arbitron market. That figure is then divided into the total for all listed FM stations. Data based on 12+, Broadcast Week.

The "FM Growth Rate" shows the percentage increase in national FM share for each year since 1976. Data is also based on 12+, Broadcast Week.

RADIO REPS AND THEIR LEADING STATIONS - 1977 THROUGH 1986

These tables attempt to show the relative strength of the major national radio representatives by the ratings success of the stations they carry on their lists.

Table #1 shows the number of high ranking stations each rep carried in the 175 or so regular Arbitron markets. "High ranking" varies by market. In a very small market (150+) only one station would be credited to a rep. In a large market, as many as seven stations would be credited. Selection was generally based on 12+, Metro, 1/4 Hour Average, Broadcast Week, TSA and Cume results were also considered.

Table #2 uses roughly the same methodology with two important exceptions. First, only one station per market was credited to its rep's total. Secondly, while ratings were an important factor; I also was strongly influenced by who I estimated to be the highest biller in each market. This was especially true after 1983. From 1984 on, I had access to reliable data as to which stations generated the greatest revenue.

BOTH TABLES COVER THE SPRING SWEEPS ONLY.

I realize the limitations of a ranking such as this. It penalizes reps which have small lists. It does not represent reps which have most of their stations in unrated markets. The ranking also does not cover some stations which are very strong and attract a large amount of national dollars (especially true in larger markets).

What this ranking does accomplish is it indicates which rep firms have the longest and strongest lists.

TABLE # 1: REPS AND THEIR NUMBER OF HIGH RANKING STATIONS

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>
Katz	75	74	77	82	82	82	78	84	88	90
McGavren-Guild	73	66	63	65	69	69	84	71	63	71
Eastman	64	58	63	67	69	57	53	60	59	50
Blair	59	63	52	60	61	67	68	65	58	52
Torbet	49	58	61	70	64	56	55	50	35	33
Christal	24	30	29	36	43	40	49	42	54	56
Masla	19	13	16	17	14	16	14	12	11	10
Selcom/Select	13	22	28	22	27	34	37	36	35	31
Major Market	12	10	10	17	23	19	18	18	24	27
Group W/RAR	10	8	11	9	11	7	9	8	9	--
Howard	10	13	9	7	11	23	--	--	--	--
CBS Spot	13	16	15	12	10	12	10	12	17	16
CBS FM	--	--	--	--	--	7	8	9	--	--
RKO/Republic	--	10	9	NA	6	8	14	8	10	13
Hillier, Newmark	--	--	--	--	--	14	30	40	34	34
Buckley	24	16	29	18	17	--	--	--	--	--
HR Stone	16	17	15	24	17	--	--	--	--	--
Pro	11	12	8	8	--	--	--	--	--	--
ABC	9	--	--	--	--	--	--	--	--	--
Weiss & Powell	--	--	--	--	--	--	4	7	11	5
Roslin	--	--	--	--	--	--	--	4	4	--
Durpetti	--	--	--	--	--	--	--	--	--	7

NOTE: For Table # 1 a minimum of four stations were required.

TABLE # 2: REPS AND THEIR "NUMBER ONE" STATIONS

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>
Katz	27	25	29	33	34	36	35	40	38	47
Blair	16	23	17	20	22	24	29	25	22	17
McGavren-Guild	22	20	22	16	23	24	21	21	19	23
Eastman	22	22	24	23	21	20	21	24	24	24
Torbet	17	23	25	24	22	17	17	17	12	13
Christal	9	6	7	9	11	12	12	13	18	18
Selcom/Select	4	6	3	10	7	9	6	9	9	4
Hillier, Newmark	--	--	--	--	--	6	13	11	12	9
Masla	7	5	8	8	6	5	3	2	2	--
CBS Spot	--	4	3	3	3	3	4	4	5	4
Group W/RAR	--	--	5	4	3	2	3	3	2	--
Howard	--	--	--	2	3	2	--	--	--	--
Buckley	9	8	7	6	7	--	--	--	--	--
HR Stone	5	6	4	5	4	--	--	--	--	--
Pro	--	4	4	5	2	--	--	--	--	--
Major Market	--	--	--	2	4	--	2	2	--	2
RKO/Republic	--	--	--	--	--	--	2	--	--	2
Roslin	--	--	--	--	--	--	--	3	2	--
Weiss & Powell	--	--	--	--	--	--	--	--	2	3

NOTE: For Table # 2 a minimum of two stations were required A-23

THE NATION'S LEADING RADIO STATION GROUPS

In 1977, I began ranking the nation's radio groups. On the following pages are the results of each year's rankings. The groups are listed in two ways on two tables:

- A. TSA Cume
- B. Quarter Hour Average

In order to be listed in these rankings, a group had to have a minimum of five stations in regular Arbitron markets. At least five stations had to show up in the Arbitron. Simulcasted stations count as one station.

The numbers listed in this section are derived from the Spring sweep of the years 1977 - 1986. The first listings of each table are in a rough alphabetical order. Following these stations is a listing of stations which made their initial appearance on the list after the year 1982.

TABLE A: LEADING GROUPS (TSA CUME) This table simply reflects the total cume (12+, TSA, Broadcast Week) for each group. I simply added up the cume for each group-owned station in each rated market. The figures are in hundreds and to be included a group had to be among the top 50 groups nationwide in each given year.

TABLE B: LEADING GROUPS (1/4 HOUR AVERAGE) This table gives the broadcast coverage because any group which had five or more stations in rated markets is included. I should qualify that a bit and say that any group I knew about is included. Some groups do a fine job in avoiding publicity about themselves. However, I think I have managed to discover most of them. The figures are the result of adding up the 1/4 HR Averages (12+, TSA, Broadcast Week) for each station in each group. The figures are in hundreds.

TABLE A: LEADING RADIO GROUPS (TSA CUME)

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>
ABC	160751	162038	143808	135094	142744	137809	139612	130084	127833	---
Affiliated	---	---	---	13944	12610	---	13972	---	---	---
Bonneville	51628	53446	52244	47770	52452	50721	57473	55016	52985	51045
Booth	11993	13907	12805	---	12514	15407	16297	18000	19006	21551
Buckley	10254	---	---	---	---	---	---	---	---	---
Capitol (Goodman)	---	---	---	---	---	14373	15782	15325	14828	16126
CBS	136624	132695	129788	130902	125212	134954	147572	137005	156215	150721
Capital Cities (ABC)	82592	87571	79632	74896	76943	79441	80133	74544	77415	156751
Cox	50408	52609	53150	50404	50990	55097	48371	47797	47367	48363
Charter	28965	22799	15597	19705	17522	17274	---	---	---	---
Century	20403	24174	25561	26735	33063	30486	24402	---	---	17555
Doubleday	14739	12594	---	15799	24044	31781	43291	44039	54692	---
Entercom	---	---	11721	12422	---	---	14988	16188	15421	16032
Fairbanks	22222	23752	23278	18599	19354	19340	---	---	---	---
Federated	10218	10858	---	---	---	---	---	---	---	---
First Media	---	---	---	15470	17455	25439	25601	27727	31209	25625
Globe	17343	---	---	---	---	---	---	---	---	---
Group One	14681	14295	15626	17062	18289	17241	18102	15296	14103	12913
Gulf	13490	14287	10271	---	---	24635	24128	23518	---	---
Great Trails	12121	12572	11939	13983	13680	14336	---	---	---	---
GE	26112	25755	25199	25784	24974	22999	---	---	---	---
Gannett	20850	42286	40323	41983	42727	53939	56591	66200	69335	73031
Guy Gannett	11975	11857	13366	---	14051	15474	15553	---	13881	14013
Gaylord	10473	11748	---	---	---	---	---	---	---	---
Greater Media	25555	24941	26257	30868	37075	46114	39788	36860	44776	37118
Golden West	24775	29119	27674	26371	29752	28652	26871	17685	17505	---
Harte - Hanks	29427	23894	26970	26558	25690	24656	24778	---	---	---
Hearst	22050	23884	24506	20057	24934	22479	20334	18599	16741	15384
HefTel (H&W)	---	---	14429	21712	21721	16064	15711	18509	24797	24303
Hubbard	---	---	---	12561	---	---	---	---	---	---
Infinity	---	---	---	---	---	44715	44405	52145	47337	53067
Insilco	10391	11477	15296	12578	---	---	---	---	---	---
Inner City	---	---	29519	34971	36724	39064	35203	29968	33403	23859
Jefferson - Pilot	16737	18871	19667	21963	23001	23538	25210	23269	25345	24330
Katz (New City)	---	---	---	---	---	21797	18979	21550	25362	23087
Kaye - Smith	14970	14935	14815	14990	NA	---	---	---	12971	---
King	13237	20905	22678	21371	19740	18397	14863	15041	---	14129
LIN	31110	30731	27593	25180	26950	26951	28752	28216	27614	26569
Metroplex	---	---	---	---	12703	15200	---	15234	16500	19817
Meredith	17618	18419	17913	17087	16189	15489	---	---	---	---
Mid America	13770	13752	13483	13939	14185	---	---	---	---	---
Metromedia	75346	78834	84869	81839	90081	85400	77722	75476	77045	66429
Multimedia	21099	21871	20471	19139	18523	17514	17213	15130	---	---
Malrite	18813	20337	19866	21301	23811	25193	34102	54482	50871	65792
NBC	65209	67803	71991	81486	92127	89575	92984	82247	76039	68887
Nationwide	24108	24094	22221	19179	17209	22088	22729	17216	28764	33237
NBN (Unity)	---	---	---	---	---	14788	---	13103	---	---
Outlet	---	15264	16924	21718	22561	22477	24255	21978	19657	---
Plough	27377	27056	25378	36764	29472	36984	32522	---	---	---
Park	12785	13639	14838	12897	12913	---	14096	---	---	34054

TABLE A, Con't.

RKO	108363	107070	94039	80689	79038	89078	84822	79143	82457	80293
Rust	13898	15572	16292	15994	15246	---	---	---	---	---
Storer	31860	37781	28944	---	---	---	---	---	---	---
SJR	29870	30258	49261	45768	41840	---	---	---	---	---
Sonderling	29331	32872	31092	---	---	---	---	---	---	---
Storz	23882	23447	21113	21460	20938	18968	16695	---	---	---
Susquehanna	19205	18360	16974	19420	19025	21709	22465	25931	25884	28919
Sudbrink	18026	---	---	---	---	---	---	---	---	---
Shamrock (Disney)	17165	17430	19210	18218	17087	16633	16729	20196	23933	28183
Swanson	14774	16187	15085	13627	16100	---	---	---	---	---
Scripps - Howard	---	---	---	---	12601	15164	16132	14376	13262	NA
Sandusky	---	---	---	---	---	15416	19629	16953	16638	20007
Tribune Co.	---	40842	35153	33258	33949	31908	39545	37500	35063	32985
Taft	27233	33418	39093	40603	40948	41027	38127	36172	44966	44183
Viacom	---	---	---	25663	20698	31939	31389	28253	32617	38844
United	11222	15117	14635	16192	14117	19261	14227	16550	17979	18326
Westinghouse	98863	101658	95867	102250	103525	98479	96325	84860	87115	88661

GROUPS NEW TO THE RANKING SINCE 1982

							<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>
Blair	---	---	---	---	---	---	31370	26313	27397	25807
EZ	---	---	---	---	---	---	17045	16298	22369	34108
Amaturo	---	---	---	---	---	---	15139	---	---	---
DKM	---	---	---	---	---	---	---	22300	15697	18257
BENI	---	---	---	---	---	---	---	15259	---	---
Clear Channel	---	---	---	---	---	---	---	---	15394	21021
Edens	---	---	---	---	---	---	---	---	14704	14953
Emmis	---	---	---	---	---	---	---	---	---	57818
Beasley	---	---	---	---	---	---	---	---	---	16372
Josephson/Saga	---	---	---	---	---	---	14783	13883	15205	---
Stoner	---	---	---	---	---	---	---	13998	15435	17873
Western Cities	---	---	---	---	---	---	---	13103	---	---
Price	---	---	---	---	---	---	---	---	21889	28863
Pyramid	---	---	---	---	---	---	---	---	20938	20521
Summit	---	---	---	---	---	---	---	---	16595	---
Jacor	---	---	---	---	---	---	---	---	13834	26205
Legacy	---	---	---	---	---	---	---	---	---	25299
Keymarket	---	---	---	---	---	---	---	---	---	15222

TABLE B: LEADING RADIO GROUPS (1/4 HOUR AVERAGE)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986
ABC	8775	8790	8098	7879	8214	8063	8436	7778	7713	---
Associated	373	516	592	583	580	685	634	712	---	---
American	---	256	---	---	---	---	---	---	---	---
Affiliated	---	---	729	941	853	885	984	884	896	---
Amaturo	---	---	---	---	---	1132	---	---	---	---
Abell	---	---	---	---	---	329	419	451	---	---
Bonneville	3832	4069	3816	3534	3802	3847	4419	4043	3723	3344
Booth	813	891	749	836	858	1041	1092	1278	1499	1501
Buckley	453	---	---	367	540	490	596	553	469	518
Beck-Ross	428	---	---	535	710	684	747	741	---	---
Bluegrass	398	373	569	539	595	677	758	542	539	524
Bahakel	200	276	235	220	248	353	327	313	345	461
BENI/New System	---	296	276	558	483	1027	833	1254	---	905
Beasley	---	173	286	323	303	511	574	767	941	1341
Broadcast Assoc.	---	---	145	245	259	264	---	---	---	---
Buck	---	---	---	140	207	222	---	---	---	219
Bloomington	---	---	---	---	---	572	526	630	535	722
CBS	7624	7134	7310	7474	7100	7699	8177	7903	9225	8501
Capital Cities (ABC)	5385	5656	5419	4881	5180	5575	5286	5163	5573	9813
Cox	3242	3332	3495	3439	3393	3364	3074	2901	3139	3039
Charter	1792	1318	705	907	851	1098	---	---	---	---
Century	1400	1715	1748	1837	2222	1724	1645	---	---	1102
Columbia Pictures	---	475	390	351	372	---	---	---	---	---
Capitol (Johnson)	---	254	233	337	427	446	573	502	665	783
Capitol (Goodman)	---	---	---	552	703	1132	1032	1044	1063	1232
Clear Channel	---	---	---	390	380	596	648	579	1036	1632
Crawford	---	---	---	---	310	381	395	431	391	315
Community Pacific	---	---	---	---	---	304	285	334	126	198
Doubleday	753	664	---	832	1415	1923	2385	2388	2725	---
Des Moines Register	---	---	368	465	550	705	---	---	---	---
Davis & Weaver	---	---	---	269	278	293	299	469	406	351
EZ	507	518	556	648	667	846	1262	1112	1530	2438
Entercom	---	522	745	829	808	737	1056	1087	1070	1018
Eastman	---	---	---	---	284	230	---	---	---	---
Fairbanks	1274	1549	1496	1220	1337	1253	759	766	---	---
Federated	728	754	733	625	758	703	916	926	972	898
First Media	---	---	---	1058	1120	1598	1636	1666	1864	1797
Forward	---	---	---	---	172	220	255	214	244	---
Greater Media	1718	1580	1685	2061	2375	3053	2609	2525	2915	2494
Golden West	1382	1523	1463	1571	1694	1594	1543	1270	1120	---
Globe	1158	---	---	---	---	---	NA	NA	NA	NA
Gannett	1042	2418	2294	2510	2594	3649	3782	4858	4718	4525
Group One	1002	898	1146	1250	1159	1260	1232	1140	1051	1028
Guy Gannett	789	833	887	727	895	938	928	962	884	933
Gulf	721	799	767	563	705	1762	1697	1630	---	---
Great Empire	---	380	542	565	641	629	815	772	676	626
Great Trails	565	660	603	808	857	901	707	767	754	730
GE	1623	1690	1654	1691	1628	1558	---	---	---	---
Gaylord	469	499	382	---	---	---	---	---	---	---
Harte Hanks	1908	1701	1870	1729	1837	1712	1701	2100	---	---
Hearst	1325	1462	1573	1663	1571	1480	1260	1197	1069	985
Hubbard	576	518	536	705	747	801	835	831	840	---
Hatch	---	190	182	204	241	223	314	329	331	---
Heftel (H&W)	---	---	1046	1588	1461	993	1069	1269	1735	1897
Hicks	---	---	---	---	---	290	412	357	585	575
Harris	---	---	---	---	---	226	190	214	172	---
Insilco	717	745	998	847	685	752	537	562	---	---
Inner City	---	---	2384	2828	2902	2618	2421	1602	2206	1894
Infinity	---	---	---	---	---	3391	3129	3631	2992	3660
Jefferson - Pilot	992	1050	1062	1302	1444	1534	1677	1553	1758	1849
Josephson/Saga	---	---	---	---	---	813	924	898	948	717
Jaco	---	---	---	---	---	197	---	---	---	---
Kaye/Smith	894	861	924	993	616	599	507	604	637	---
King	695	974	1043	1021	945	977	766	875	807	824
Keymarket	---	---	---	---	---	663	499	946	772	1248
Katz (New City)	---	---	---	---	---	1673	1384	1735	2136	1962
LIN	1695	1700	1569	1659	1491	1768	2004	1961	2081	1793
Lotus	352	546	546	450	666	632	867	861	871	828
Liggett	---	---	---	---	456	672	635	---	---	---
Metromedia	4599	4729	5637	5200	5564	5577	4858	5219	5761	4854
Malrite	1312	1410	1328	1436	1718	1737	2371	3758	3462	4416
Multimedia	1312	1328	1306	1338	1134	1193	1233	1176	807	900
Meridith	994	1103	1006	977	997	1048	---	---	---	---
Mid America	877	866	882	918	979	991	752	711	656	---



Table 8, Con't.

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>
Midcontinent	380	---	---	---	---	---	---	---	---	---
McKenna	361	418	340	362	---	329	402	451	444	---
McClatchy	289	257	295	298	378	---	---	---	---	---
Midwest Family	268	295	244	302	331	311	276	281	256	280
Mooney	---	348	369	---	---	435	422	---	---	---
Mission	---	270	---	---	---	---	---	---	---	---
Metroplex	---	---	---	706	1034	1041	---	1105	1221	1391
McCormick	---	---	---	699	---	781	---	---	---	---
Manship	---	---	---	---	328	383	447	436	305	306
Mortenson	---	---	---	---	114	---	90	141	192	---
NBC	3148	3108	3541	4565	5117	4963	5221	4710	4265	3702
Nationwide	1421	1411	1351	1405	1196	1450	1575	1221	1962	2373
Newhouse	251	266	276	386	551	---	---	---	---	---
NBN (Unity)	---	---	---	---	---	1268	929	982	931	830
Outlet	---	826	897	1125	1293	1322	1378	1220	971	---
Plough	1464	1758	1662	1981	2088	2721	2414	---	---	---
Park	775	822	905	810	805	890	1036	888	765	2561
John Price	---	---	---	---	---	180	377	639	847	793
Peoria Journal Star/Compass	---	---	---	215	234	249	284	236	253	---
Palmer	---	---	---	---	---	561	614	576	646	---
RKO	5572	5986	5295	4402	4609	5823	5146	5051	5574	5594
Rust	747	906	941	1053	1004	676	736	---	---	---
Rounsaville	660	691	503	---	---	---	---	---	---	---
Rollins	504	524	541	453	377	409	360	467	448	333
Regional	474	544	---	413	402	444	420	348	464	376
Rivers	---	---	---	---	---	488	467	440	414	408
SJR	2046	2167	3824	3733	3490	---	---	---	---	---
Storer	1883	2367	1923	---	---	---	---	---	---	---
Sonderling	1726	2226	1866	---	---	---	---	---	---	---
Susquehanna	1540	1346	1288	1329	1633	1692	1862	2044	1952	2140
Sudbrink	1205	---	347	384	687	619	741	---	---	---
Swanson	982	1048	1029	1010	1179	793	---	---	789	518
Storz	954	1163	1021	1168	1291	1185	912	---	---	---
Shamrock (Disney)	870	883	1081	982	1052	1025	1073	1415	1672	1966
Stoner	490	457	506	548	620	742	945	1213	1334	1633
Summit	483	470	610	699	811	950	983	1081	1296	1025
Salem	---	---	---	---	113	186	---	---	---	---
Stauffer	377	389	424	391	447	458	349	345	375	424
Sterling (SR0)	255	311	402	315	337	662	591	558	---	274
Sunbelt	---	---	327	296	404	449	375	317	---	---
Sandusky	---	---	325	---	606	952	1213	1028	1113	1288
Stuart	---	---	278	302	368	380	400	410	386	---
Scripps - Howard	---	---	---	561	849	1071	1182	1066	999	754
SBI	---	---	---	358	324	---	---	---	---	---
Security	---	---	---	---	412	---	---	---	---	---
Taft	1861	2090	2633	2615	2843	2819	2678	2693	3385	3257
Tribune Co	---	2388	2205	2213	2121	1966	2721	2496	2370	2555
Tichenor	---	766	560	553	578	489	554	568	505	1044
United	693	997	1170	971	979	1243	948	1112	1261	1285
Viacom	---	---	---	1674	1251	2173	2067	1885	2310	2901
Westinghouse	5271	5171	5203	5890	5978	6093	6086	5396	5345	5666
Western Cities	---	---	275	475	583	651	669	876	---	---
Walton	---	---	---	---	113	164	219	141	142	115
Wilkes-Schwartz	---	---	---	---	240	290	---	467	424	306
<u>GROUPS NEW TO RANKING SINCE 1982</u>										
	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>
Blair	---	---	---	---	---	---	2082	1840	1861	1862
Amaturo	---	---	---	---	---	---	1340	---	---	---
Sky	---	---	---	---	---	---	780	847	541	---
Benns	---	---	---	---	---	---	403	---	376	348
Surrey	---	---	---	---	---	---	443	457	---	---
Pacific-Northwest	---	---	---	---	---	---	237	225	---	---
Woodward	---	---	---	---	---	---	232	199	---	---
DKM	---	---	---	---	---	---	---	1622	1188	1558
Brown	---	---	---	---	---	---	---	736	780	777
CRB	---	---	---	---	---	---	---	507	381	362
Henry	---	---	---	---	---	---	---	491	453	563
Oppenheimer	---	---	---	---	---	---	---	444	450	591
Sconnix	---	---	---	---	---	---	---	423	533	671
Fuller - Jeffrey	---	---	---	---	---	---	---	311	306	330

Groups New to Ranking Since 1982, Con't.

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>
Ives	---	---	---	---	---	---	---	270	---	---
Brill	---	---	---	---	---	---	---	213	250	253
Home News	---	---	---	---	---	---	---	146	155	232
Price	---	---	---	---	---	---	---	781	1204	1696
Shamrock - Lynett	---	---	---	---	---	---	---	639	643	684
Rex	---	---	---	---	---	---	---	338	---	---
Parker	---	---	---	---	---	---	---	305	355	423
Knight	---	---	---	---	---	---	---	271	312	279
Swaggert	---	---	---	---	---	---	---	107	---	---
Universal	---	---	---	---	---	---	---	79	121	---
Edens	---	---	---	---	---	---	---	---	1125	1215
Pyramid	---	---	---	---	---	---	---	---	1455	1415
Jacor	---	---	---	---	---	---	---	---	1003	1948
Adams	---	---	---	---	---	---	---	---	904	840
Kaneb	---	---	---	---	---	---	---	---	882	873
JAG	---	---	---	---	---	---	---	---	791	1112
Republic	---	---	---	---	---	---	---	---	662	---
Duffy	---	---	---	---	---	---	---	---	611	798
Eastern	---	---	---	---	---	---	---	---	584	716
Grace	---	---	---	---	---	---	---	---	530	---
Willis	---	---	---	---	---	---	---	---	489	---
Ninninger	---	---	---	---	---	---	---	---	334	353
Statewide	---	---	---	---	---	---	---	---	329	464
Constant	---	---	---	---	---	---	---	---	177	218
Elf	---	---	---	---	---	---	---	---	222	---
Olympic	---	---	---	---	---	---	---	---	---	591
Sterling	---	---	---	---	---	---	---	---	---	549
Surrey	---	---	---	---	---	---	---	---	---	502
Midwest Comm.	---	---	---	---	---	---	---	---	---	431
Willis	---	---	---	---	---	---	---	---	---	421
Colonial	---	---	---	---	---	---	---	---	---	413
All Pro	---	---	---	---	---	---	---	---	---	407
Hall	---	---	---	---	---	---	---	---	---	332
REBS	---	---	---	---	---	---	---	---	---	313
Woolfson	---	---	---	---	---	---	---	---	---	183
Resort	---	---	---	---	---	---	---	---	---	147
Emmis	---	---	---	---	---	---	---	---	---	3614
Dick	---	---	---	---	---	---	---	---	---	840
WIN	---	---	---	---	---	---	---	---	---	823



FORMAT COMMENTS AND AUDIENCE BREAKDOWNS

This section examines the audience composition of each format and/or format groups along with a commentary by Jim Duncan.

The headings above each table are defined as follows:

- Nat % - The percentage of all radio listening (in the standard Arbitron markets) which is devoted to that particular format. It is based on AQH, 12+, Broadcast Week, Metro.
- STATIONS - The number of stations which were using the format. Again the universe is all standard Arbitron markets.
- TSL - Time Spent Listening. The number of hours per week the average listener spends with a station programming a particular format. The sample base is a group of successful stations using each format. The number of stations in the sample base varies from over 100 for CHR to around 15 or so for Classical. The Broadcast Week is used for this calculation and for all of the calculations which follow.
- T/O RATIO - Turnover Ratio. It is calculated by dividing the weekly cume by the quarter hour average.
- % EXCL - The percentage of a station's cume audience which listens only to that station during a given week.

The other figures (% 18-34, 18-49, etc.) are the percentage of a station's total audience which lies in various demographics.

Remember that all the figures from TSL to the right are calculated by breaking down the audiences of over 600 stations in each sweep. Then a mean is computed for stations in the same format group. All data is from the Spring sweep.

CHR/TOP 40/CONTEMPORARY

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RADIO</u>	<u>% EXCL</u>	<u>%TEENS</u>	<u>%18-34</u>	<u>%18-49</u>	<u>%50+</u>	<u>%M</u>	<u>%F</u>
1978	---	---	7.9	17.1	9.4	27.6	53.0	65.1	7.3	---	---
1979	---	---	7.5	16.9	8.5	26.2	53.6	67.0	6.8	44.1	55.9
1980	---	---	7.3	17.2	8.9	24.9	56.0	69.1	6.0	43.9	56.1
1981	---	---	8.0	15.9	9.5	24.2	58.3	70.9	4.9	44.1	55.9
1982	---	---	8.4	15.0	9.3	23.6	58.0	71.3	5.1	42.5	57.5
1983	---	---	8.4	15.1	9.1	23.5	63.3	71.8	4.7	43.8	56.2
1984	16.9	370	8.5	14.5	9.8	25.5	56.4	69.6	4.9	44.9	55.1
1985	17.7	373	8.8	14.4	10.2	25.2	56.6	70.9	3.9	43.7	56.3
1986	15.0	340	8.6	14.6	11.2	25.3	55.2	70.0	4.7	42.6	57.4

CHR/TOP 40 is perhaps one of radio's most cyclical formats. As of this writing (November 1986) the format appears to have crested after three years of strong growth.

In the late 70's and early 80's this format was experiencing some serious problems. Many CHR stations had abandoned the format to join the chase after the new hot demos - 25 to 54. Most of them softened their format to AC, believing that CHR could not successfully be expanded beyond its 12-24 base into the desired 25 to 54 demo. They felt that AC was the best way to reach 25 to 54.

By 1982 many industry observers felt that CHR/TOP 40 was in a great deal of trouble. They were right, the format was in trouble but it was really a self-fulfilling prophecy. So many stations converted to AC or other formats that there was a huge audience segment that was being underserved. This segment just wants to hear the hits and only the hits. Mike Joseph realized this and went back to the basics of the format and called it "Hot Hits" on WCAU-FM in Philadelphia. This led to a regeneration of the format in major markets. Stations such as KIIS (Los Angeles), KKBQ (Houston), and WHTZ (New York) and others led the way.

It is interesting to note that those CHR/TOP 40 cycles are largely a large market phenomenon. In many smaller and medium markets the programmers have been either too unsophisticated or too smart to stay away from top 40 basics.

CHR/TOP 40 may show some decline during the rest of the 1980's. However, you can be assured that the format will bounce back. A large segment will always want to hear the hits.

(SEE MIKE JOSEPH'S ARTICLE ON PAGE B-49)

ADR/PROGRESSIVE/CLASSIC AOR

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RADIO</u>	<u>% EXCL</u>	<u>%TEENS</u>	<u>%18-34</u>	<u>%18-49</u>	<u>%50+</u>	<u>%M</u>	<u>%F</u>
1978	---	---	8.9	14.2	7.7	20.9	73.0	77.4	1.7	---	---
1979	---	---	9.0	14.0	7.5	22.9	72.1	75.6	1.5	61.1	38.9
1980	---	---	9.2	13.7	9.7	23.7	71.5	75.1	1.2	65.6	34.4
1981	---	---	9.4	13.5	9.7	26.2	69.0	72.1	1.2	65.6	34.4
1982	---	---	9.4	13.5	9.3	26.3	68.5	72.3	1.4	64.0	36.0
1983	---	---	9.0	14.0	8.4	25.3	68.3	73.1	1.6	65.8	34.2
1984	10.8	202	9.6	13.1	9.7	19.5	72.9	78.6	1.9	65.6	34.3
1985	10.7	179	9.8	12.9	9.9	14.1	76.1	83.7	2.2	67.7	32.3
1986	14.1	220	9.1	13.7	11.1	10.7	76.9	86.7	2.6	67.0	33.0

The table above shows clearly what has happened to this format. The teens have come and gone, older demos and increasing audience shares. This format is the hottest of them all in 1986.

AOR has definitely evolved as much as any other format. It has blown off the teens it gathered between 1978 and 1982 when their CHR station forgot about them and went AC. AOR has expanded its older demos to the point where 87% of its audience is 18-49 compared with only 72% in 1982. The format even doubled its 50+ audience although the total percentage is still small.

I suppose we could call it the "graying of AOR." Although the "Classic AOR" brought a lot of aging war babies (35-44) all back to the format, even the standard AOR stations have successfully expanded their demos upward.

AOR has gradually become a more "saleable" format even though some prejudices against the format remain.

Look for more "offshoots" of AOR to be successful in the late 1980's.

(SEE THE BURKHART, ABRAMS ARTICLE ON PAGE B-58).

ADULT CONTEMPORARY/OLDIES/SOFT ROCK

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RADIO</u>	<u>% EXCL</u>	<u>%TEENS</u>	<u>%18-34</u>	<u>%18-49</u>	<u>%50+</u>	<u>%M</u>	<u>%F</u>
1978	---	---	7.2	18.4	3.7	7.0	75.0	86.1	6.9	---	---
1979	---	---	8.2	15.4	4.8	7.1	73.5	87.4	5.5	42.7	57.3
1980	---	---	7.6	16.5	7.0	5.4	60.5	83.3	11.3	42.1	57.9
1981	---	---	7.6	16.6	6.1	5.2	63.4	83.6	11.2	41.5	58.5
1982	---	---	8.2	15.1	6.3	5.1	60.4	83.6	12.3	42.1	57.9
1983	11.7	319	8.0	15.7	6.2	4.4	61.2	86.3	9.3	41.2	58.8
1984	13.6	420	8.1	15.6	6.8	3.9	59.9	86.9	9.2	41.2	58.8
1985	15.9	470	8.5	14.8	7.4	3.8	54.5	86.5	9.7	41.1	58.9
1986	16.2	525	8.8	14.3	8.1	3.4	53.4	85.4	11.2	41.5	58.5

This is certainly radio's most complex format group. The first thing you can do to simplify it is to throw out the traditional MOR/Full Service stations. They simply do not belong in this group. Take a close look at the contrasting demos and I think you will agree.

In 1982 I offered the following definition of a true adult contemporary station. For the most part, I think these parameters hold true today:

1. Softer contemporary hits and oldies
2. Moderate to strong news and information
3. Personalities
4. Less than 10% teens
5. More than 10% 50+
6. 55 to 65% female

A relatively new form of AC, the "Soft AC" or Transtar or WLTW/WLAK type station may not generally adhere to points 2 and 3.

AC continues to grow as a format although much of the growth since 1984 has been in the "Soft AC" area.

(SEE E. ALVIN DAVIS' ARTICLE ON PAGE B-68)

MOR/VARIETY

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RADIO</u>	<u>% EXCL</u>	<u>%TEENS</u>	<u>%18-34</u>	<u>%18-49</u>	<u>%50+</u>	<u>%M</u>	<u>%F</u>
1978	---	---	8.6	15.2	10.8	3.3	24.1	50.2	46.5	---	---
1979	---	---	8.3	15.1	10.0	2.8	24.1	49.4	47.8	43.4	56.6
1980	---	---	8.3	15.2	11.5	2.2	19.3	45.2	52.6	43.6	56.4
1981	---	---	8.3	15.1	10.9	2.2	20.3	46.0	51.8	44.1	55.9
1982	---	---	8.9	14.2	10.7	1.7	16.3	41.6	56.7	43.0	57.0
1983	7.6	299	8.7	14.4	10.5	1.5	19.1	44.1	54.4	42.9	57.1
1984	7.3	262	9.4	13.6	11.7	1.2	16.7	41.4	57.4	42.9	57.1
1985	7.0	249	9.6	13.2	12.4	1.0	14.9	39.5	59.5	42.5	57.5
1986	6.6	246	9.6	13.1	12.4	1.1	14.6	40.0	58.9	44.2	55.8

My analysis of this format in 1982 still stands. Then I said, "MOR/Full Service still survives as a format. Yes, it is aging and yes there are fewer survivors in the format. However, most of those still surviving are fairly strong and profitable."

I feel that as with Beautiful Music there is room for one Full Service/MOR in most markets. However, the successful stations in this format are already in place. They are what I call "heritage" stations -- stations such as WGN, WJR, WCCO and others. A heritage station has years of service and tradition behind it. It has established itself as the source for news, information, sports and (usually) personality. It is highly unlikely that another station could usurp this position. It would take too much time and too much money.

A Full Service/MOR station with an established position should survive despite a shrinking and older audience. It survives largely because it retains the respect of the powers that be in the community -- society, government and advertising. Those MOR stations which maintain that image will survive and prosper. Those that lose that image will never regain it and might as well shop for another format.

(SEE ARTICLES BY DAN FABIAN AND RANDY MICHAELS ON B-62 and B-66)

BEAUTIFUL MUSIC/EZ LISTENING

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RADIO</u>	<u>% EXCL</u>	<u>%TEENS</u>	<u>%18-34</u>	<u>%18-49</u>	<u>%50+</u>	<u>%M</u>	<u>%F</u>
1978	16.7	352	10.8	12.1	8.7	1.1	19.4	47.7	51.1	---	---
1979	16.1	349	10.2	12.3	8.8	0.9	17.0	45.7	53.4	39.7	60.3
1980	15.6	345	10.1	12.5	9.9	1.0	17.0	43.7	55.3	41.3	58.8
1981	14.6	324	10.3	12.2	9.9	0.9	15.6	42.4	56.7	40.0	60.0
1982	11.8	274	10.6	11.9	9.9	0.7	14.7	39.9	59.4	40.0	60.0
1983	11.3	220	11.0	11.4	11.1	0.8	14.9	39.2	60.0	40.2	59.8
1984	11.0	207	11.4	11.0	12.7	0.6	9.7	36.3	63.0	40.1	59.9
1985	10.1	194	11.8	10.7	13.7	0.7	11.2	35.3	64.0	39.0	61.0
1986	8.9	179	11.7	10.7	14.4	0.6	10.5	33.1	66.3	39.0	61.0

BTFL/EZ is this decade's most troubled format. Stations programming the format and the total audience have fallen more than 50% in the last decade. The 50+ audience component has increased from 51% to over 66% since 1978.

BTFL/EZ has been clobbered by a variety of problems. Changes in Arbitron's methodology, Expanded Sample Frame and particularly Differential Survey Treatment, have contributed to the format's decline in share. The Nostalgia format has taken a couple of share points from the older end of the format's spectrum. Soft AC's (Transtar 41, Evergreen, etc.) have already eroded away some younger shares and will probably continue to gain more shares.

There were internal factors which have contributed to the format's decline. Beautiful Music syndicators and stations were very slow to use sophisticated research for the format. They thus lost touch with their listeners. It was not until the early to mid eighties that Beautiful Music made general use of research and then made changes in response to the research. It may have been too little and too late.

The question now is how much further the format will fall? BTFL/EZ's share of audience has declined for at least ten consecutive years. I still believe there is room for one BTFL/EZ station in most markets. The format remains a difficult sell but one well-managed station in each market should be able to survive.

Even if there is no formatic competition, many BTFL/EZ stations have left the format. Their feeling is that, at best, BTFL/EZ will offer only a medium return on investment. In another format they might hit it big. More and more BTFL/EZ stations seem willing to take that chance.

(SEE THE ARTICLE BY STEPHEN TRIVERS ON PAGE B-86)

COUNTRY

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RADIO</u>	<u>% EXCL</u>	<u>%TEENS</u>	<u>%18-34</u>	<u>%18-49</u>	<u>%50+</u>	<u>%M</u>	<u>%F</u>
1978	9.3	442	10.1	13.1	15.6	3.6	27.4	61.1	35.3	---	---
1979	9.6	434	9.9	12.7	13.7	3.0	30.3	60.9	36.1	48.9	51.1
1980	10.3	460	9.8	12.8	15.6	3.5	30.1	63.6	32.9	49.2	50.8
1981	12.1	476	9.7	13.0	15.0	4.2	30.7	62.5	33.3	49.5	50.5
1982	12.6	552	10.1	12.4	14.3	4.2	31.8	64.4	31.4	47.9	52.1
1983	12.6	545	10.0	12.5	13.9	3.9	32.2	65.9	30.2	49.3	50.7
1984	11.8	533	10.7	11.8	15.0	3.1	31.9	65.6	31.3	49.6	50.4
1985	11.2	501	10.8	11.8	15.9	2.4	30.3	64.4	33.2	48.8	51.2
1986	10.9	474	11.1	11.3	18.0	3.1	34.6	65.4	31.5	50.3	49.7

The Country format showed excellent growth for most of the last decade. In 1984 that growth turned into a decline which has continued through 1986. However, I do not believe the decline is a serious one and I look for it to stabilize by 1988. I feel the format got ahead of itself in the early eighties during the "Urban Cowboy" days. Some of the "Trendies" probably tried the format for awhile and then went back to their prior listening patterns.

(SEE ARTICLE BY TOM CASSETTY AND GREGG LINDAHL ON PAGE B-72)

NEWS/TALK

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RADIO</u>	<u>% EXCL</u>	<u>%TEENS</u>	<u>%18-34</u>	<u>%18-49</u>	<u>%50+</u>	<u>%M</u>	<u>%F</u>
1978	8.8	78	7.4	17.7	8.1	1.4	13.0	34.1	64.5	---	---
1979	9.7	86	8.0	15.8	7.9	1.2	13.3	33.1	55.7	46.8	53.2
1980	9.7	94	7.5	16.8	9.2	1.0	13.8	34.7	64.3	50.3	49.7
1981	9.1	88	7.8	16.3	8.1	0.9	13.0	31.9	67.2	47.8	52.2
1982	9.4	100	8.1	15.6	8.0	0.7	12.0	31.5	67.8	47.1	52.9
1983	9.3	119	8.1	15.6	8.6	0.7	12.2	30.9	68.4	46.9	53.1
1984	8.6	124	8.4	15.0	8.5	0.5	15.6	30.3	69.2	47.2	52.8
1985	8.8	126	8.3	15.2	8.6	0.8	11.2	31.2	68.0	47.2	52.8
1986	8.7	120	8.1	15.2	8.8	0.8	12.6	31.6	67.6	47.5	52.5

The News/Talk format has been a bit of a disappointment. I think many of us expected for more growth from the format. The number of stations using News/Talk has grown but total audience share has remained flat.

While some stations have converted to news or news/talk formats, the number has been relatively small -- probably because of the expense involved. Instead stations in other formats, particularly on the AM band, have converted blocks of their programming to talk segments instead of converting totally. Thus the amount of news/talk on radio has increased more than the "pure play" News/Talk stations have.

One additional thought. The fact that the total audience share for News/Talk stations has remained steady is really quite commendable since almost all of that listening has been on the AM band. With AM's share dropping so dramatically, it is noteworthy that News/Talk has managed to hold steady.

(SEE ARTICLE BY JOHNNY ANDREWS ON PAGE B-89)



BLACK/URBAN

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RADIO</u>	<u>% EXCL</u>	<u>%TEENS</u>	<u>%18-34</u>	<u>%18-49</u>	<u>%50+</u>	<u>%M</u>	<u>%F</u>
1978	8.6	153	11.2	12.0	16.8	25.7	48.9	63.8	10.5	---	---
1979	9.8	218	9.3	13.5	18.9	24.3	51.5	65.5	10.2	41.3	58.7
1980	9.8	179	9.8	12.8	16.5	21.3	53.4	68.3	11.9	43.7	56.3
1981	9.1	176	10.0	12.6	20.5	21.4	54.1	69.6	10.0	43.2	56.8
1982	11.7	244	11.3	11.1	10.8	19.1	55.9	71.6	9.3	43.7	56.3
1983	10.5	195	11.0	11.5	9.8	18.0	56.6	72.9	9.9	44.3	55.7
1984	10.1	201	11.0	11.4	10.5	18.1	54.7	71.8	10.1	44.8	55.2
1985	8.5	205	11.3	11.2	11.1	18.7	56.1	73.4	7.9	46.3	53.7
1986	9.7	219	11.7	10.7	12.3	18.5	55.8	73.5	8.0	45.0	55.0

This format is composed of three primary segments. The first is the "pure Black" stations which are usually owned by Blacks and program exclusively to the Black population. WAOK, WLIB, WBL and others would fit into this group. The second segment is the Black/Urban stations which aim to attract a significant amount of Whites and/or Hispanics to the format. WRKS, WGCI, WJLB and KKDA are examples. Finally, a relatively new segment: the Urban CHR's such as KPWR, WHQT, WUSL and others. For these stations Black audiences may hold a plurality of listenership but not a majority. The majority is held by Whites and Hispanics. This is the fastest growing segment of Black/Urban radio.

Black/Urban has benefited from changes in Arbitron's methodology. Just compare the 1981 and 1982 figures and you will see what I mean. In 1982, DST was implemented.

(SEE ARTICLES BY DON KELLY AND AMOS BROWN ON PAGES B-76 and B-79)

RELIGION/GOSPEL

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RADIO</u>	<u>% EXCL</u>	<u>%TEENS</u>	<u>%18-34</u>	<u>%18-49</u>	<u>%50+</u>	<u>%M</u>	<u>%F</u>
1978	1.2	143	11.3	12.8	10.4	3.2	23.8	46.1	50.7	---	---
1979	1.1	143	9.9	12.7	9.7	1.7	17.5	45.2	53.1	29.8	70.2
1980	1.2	167	8.1	15.5	10.5	4.2	27.7	56.9	38.9	31.8	68.2
1981	1.2	183	8.1	15.6	10.2	4.4	30.9	48.9	46.7	31.9	68.1
1982	1.4	199	8.9	14.2	9.6	2.2	22.8	42.9	54.9	33.4	66.6
1983	1.6	201	9.3	13.5	10.5	2.7	26.0	52.7	44.6	33.2	66.8
1984	1.8	220	10.0	12.5	10.4	2.1	25.8	54.2	43.7	36.4	63.6
1985	2.0	227	8.5	14.9	8.8	2.7	29.3	55.0	42.3	36.3	63.7
1986	1.8	213	8.9	14.2	10.0	3.4	29.0	57.7	38.9	30.9	69.1

This format has shown good growth during the last few years. Most of the growth came from Gospel stations (which were helped by UST) and from Contemporary Christian stations.

SPANISH

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RADIO</u>	<u>% EXCL</u>	<u>%TEENS</u>	<u>%18-34</u>	<u>%18-49</u>	<u>%50+</u>	<u>%M</u>	<u>%F</u>
1978	1.7	45	16.6	8.1	26.5	6.2	33.0	61.7	32.1	---	---
1979	2.2	51	18.2	6.9	25.0	4.2	35.8	63.8	32.0	34.9	65.1
1980	2.0	59	13.5	9.3	28.3	3.1	33.3	62.8	34.1	35.48	64.6
1981	2.1	68	14.3	8.8	24.0	4.5	28.9	57.1	38.4	35.3	64.7
1982	2.3	56	15.6	8.2	24.1	2.5	32.6	60.1	37.4	39.4	61.6
1983	2.3	71	14.5	8.8	14.7	3.4	36.3	63.3	33.3	42.6	57.4
1984	2.6	69	12.4	10.1	14.2	4.8	37.3	63.3	31.9	37.7	62.3
1985	2.3	64	13.8	9.1	13.8	3.3	36.8	63.5	33.2	39.8	60.2
1986	2.7	76	12.2	10.3	16.1	3.9	33.1	65.9	30.2	38.0	62.0

The Spanish (or Hispanic) formats have shown a slow and rather unsteady growth. This puzzles me a bit because the Hispanic population is growing at a more rapid pace. It may be that large numbers of Hispanic listeners have been attracted to English stations -- particularly the Urban and Urban/CHR formats.

(SEE HERB LEVIN'S ARTICLE ON PAGE B-99)

CLASSICAL

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RADIO</u>	<u>% EXCL</u>	<u>%TEENS</u>	<u>%18-34</u>	<u>%18-49</u>	<u>%50+</u>	<u>%M</u>	<u>%F</u>
1978	1.4	41	7.3	17.6	4.9	0.7	29.5	60.2	39.1	---	---
1979	1.2	40	7.5	16.7	6.7	1.5	29.9	60.5	38.0	49.1	50.9
1980	1.3	35	7.3	17.2	6.0	1.2	29.7	56.4	42.4	54.4	45.6
1981	1.3	35	7.5	16.9	6.0	1.1	28.4	59.2	39.7	53.3	46.7
1982	1.3	35	7.6	16.5	5.6	0.8	25.6	58.9	40.3	47.7	52.3
1983	1.4	36	7.9	15.9	6.1	0.9	22.2	51.3	47.8	49.6	50.4
1984	1.2	36	7.7	16.4	5.0	0.9	22.1	55.7	43.4	55.7	44.3
1985	1.4	38	7.7	16.2	6.8	0.9	20.3	48.6	50.5	50.6	49.4
1986	1.3	37	7.6	16.7	6.3	0.8	17.3	45.9	53.3	52.5	47.5

The commercial Classical format has remained relatively level in both the number of stations and audience levels. These figures do not account for non-commercial Classical stations. It is my opinion that these stations with improved research and programming have increased their audiences and have thus increased the total pool listening to classical radio. I think the commercial stations have done well to hold their own.

(SEE BOB CONRAD'S ARTICLE ON PAGE B-102. ALSO SEE AN ARTICLE BY TOM CHURCH ON B-145.)

NOSTALGIA

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RADIO</u>	<u>% EXCL</u>	<u>%TEENS</u>	<u>%18-34</u>	<u>%18-49</u>	<u>%50+</u>	<u>%M</u>	<u>%F</u>
1978	.2	12	---	---	---	---	---	---	---	---	---
1979	.2	9	---	---	---	---	---	---	---	---	---
1980	.6	28	---	---	---	---	---	---	---	---	---
1981	2.0	72	9.5	13.2	8.4	0.8	8.2	28.5	70.7	45.7	54.3
1982	3.6	143	10.6	11.9	9.1	0.3	6.1	25.7	74.0	43.9	56.1
1983	4.6	173	10.6	11.8	11.0	0.4	6.2	23.8	75.8	45.4	54.6
1984	4.1	162	11.3	11.1	11.6	0.3	4.1	18.5	82.2	43.1	56.9
1985	4.0	167	10.9	11.6	12.8	0.4	5.2	17.7	81.9	44.7	55.3
1986	3.7	157	11.9	10.6	14.1	0.2	3.3	13.4	86.6	46.0	54.0

From a pure audience growth point of view, this format is definitely the greatest success story of the past decade. Nostalgia is also most likely the closest thing to a totally "new" format we have seen in over ten years. Yet Nostalgia has numerous critics who say the audience is too old, shares are too small or there is little room for growth.

I feel the format has been a success. It has salvaged many a broken down AM. It has made many stations at least viable once again. At least they have managed to get into the time buyer's office and make a pitch.

(SEE JIM WEST'S ARTICLE ON PAGE B-93)

**SECTION B**

**RADIO PEOPLE PUT  
THE DECADE IN PERSPECTIVE**



## INTRODUCTION

I think this section is just wonderful. There are almost fifty wonderful articles about all aspects of radio in the United States. Some of the essays are witty, some are deadly serious. Some deal wonderfully with the history of radio, some with the here and now, and some with the future. A couple of articles are a bit self-serving, but all of them are valuable and relevant.

I learned a great deal from these articles and I think you will also. So relax, build a fire in the fireplace, turn on the radio, sit back and enjoy.

## BUYING, SELLING AND FINANCING RADIO STATIONS

The first ten articles deal with station acquisition and financing. Sections addressing formats, sales and management, audience research, programming and miscellaneous follow.

Jeff Smulyan leads off with a discussion about building a major market radio group. Jeff emphasizes the types of managerial and financial skills needed to accomplish this.

Next, Paul Kagan says publicly held radio companies are just beginning their growth in value.

Jeff Epstein offers his thoughts on radio's move to Wall Street. Some might call it Wall Street's move to radio.

Ed Christian walks us through a Leveraged Buy Out. Ed should know, he just did it when he purchased Josephson Communications.

Chesley Maddox describes why commercial bankers have become so enthusiastic about the radio industry and the interdependence between the radio and banking communities.

Barry Dickstein addresses the financial source and structures for radio deals and how an investment banker can be an intermediary between the station buyer and the hundreds of financial strategies available.

Susan Harrison is next with a discussion of radio pricing and appraisals.

The Americom fellows (Gammon, Gammon and Culp) offer some thoughts on station selling strategies and what to look for in a broker.

Paul Fiddick examines the radio industry from the perspective of a public company. Paul has served as the president of the radio division of two public companies, Multimedia and Heritage.

Finally, Walter Threadgill look at ownership opportunities for minorities and at ways in which to finance those opportunities.

## BUILDING A MAJOR MARKET RADIO GROUP

By Jeff Smulyan  
President, Emmis Broadcasting

The opportunities for building a major market radio group within the next five years should be greater than at any time in the history of our medium. I am firmly convinced that the past decade was only a prelude to an increasing entrepreneurial bent in American radio ownership. The older, more mature, multi-media companies are faced with bigger divisions than radio (usually TV, cable, publishing, or all three) and bigger problems than radio, (usually surviving a hostile takeover.) If radio isn't the first division jettisoned, it's near the top of the list. Not only is the relatively small size of radio the reason for the major corporation's desire to divest, but more important is that radio is much more managerially intensive than competing media. To a big company, management intensity equals headaches. To the new radio entrepreneur, it can mean opportunity. With multiple competitors, multiple formats and multiple monthly ratings, radio is an industry that begs for the flexibility and hands-on care of an entrepreneurial company. The bureaucratic, multi-layered, multi-division company should be no match for a group of firmly committed radio addicts who respond immediately to the most subtle shifts in market tastes.

The financial marketplace understands this management intensity requirement for radio and is willing to raise substantial sums for emerging companies that can demonstrate an ability to achieve success in today's faster moving climate. A major group can be built, sometimes very quickly. The market sizes or the number of stations in a group are not nearly as important as the management's level of sophistication in mastering various facets of the industry.

Our own company has grown dramatically by purchasing underperforming stations, building cash flows rather quickly and then leveraging new acquisitions on the basis of the newly created cash flows.

There is, however, a caveat to this growth opportunity. The changing marketplace will expose any weakness a company has in any area quickly and dramatically. In any highly leveraged project, mistakes and miscalculations are magnified.

To build any company in radio today, you must develop a proficiency in each area of the business. In the past, when a few AM stations dominated almost every market, success was usually achieved by signal strength alone. The growth of FM led to technical parity for many more stations, all with an equal opportunity to prevail. This parity led to more competition in facets of the business that had not previously been studied...programming, marketing, research, engineering and sales. In each area the competitive zeal to gain an advantage led to innovation...as it usually does. The result has been an industry far more sophisticated (and by definition management intensive) than our peers within the fifth estate. How many times have we heard radio programmers or sales people bemoan the lack of sophistication of our television counterparts. I have probably been told fifty times that almost every TV station in America could learn marketing techniques from the average radio broadcaster.

But our sophistication in sales, research, programming, engineering and marketing has led us to a far more complex industry than was in place twenty five years ago. In order to grow, a company has got to have a diverse pool of talented individuals capable of executing corporate strategy. Without finding, developing and keeping good people, I would submit that it is impossible to build any company in the next few years, especially one in

radio. To me, the ability to find, develop and keep good people is simple. Merely give them a stake in their company's ownership and a stake in their company's strategy. This "twin ownership" satisfies the entrepreneurial attitude that we want in all of our employees. We are convinced that when individuals have a stake in the outcome they will be more interested in the process. We believe that ownership must include stock ownership and ownership of the company's strategy as well as a complete understanding of the company's guiding philosophy. The emerging company recognizes that it must get the respect and commitment of its employees. Loyalty and commitment are a two way street. We have found that by hiring managers who are totally committed to their work, we have a better chance of translating our philosophy to our people. We have also found that when our people are treated with compassion, their bonds to the process grow immeasurably. With a committed group of people, we are able to engage in competition on the many fronts that are now required.

Perhaps there is one more item that needs to be addressed about building a new group in today's environment. That is how these new groups relate to their predecessors. Many have speculated about broadcasters now merely being the "tools of Wall Street". Almost every new company (including our own) has engaged investment bankers to secure financing for acquisitions or leveraged buyouts. As a broadcaster who remembers when the term "broadcast cashflow" was as foreign to the banking community as "international trade surplus" would be today, I can testify that this focus on our industry by the denizens of Wall Street can be both frightening and fascinating. However, when analyzed, all the bankers have done is recognize what has really been the underlying value of our industry...and then have lent to



that value. The "private value" that we broadcasters always attached to our stations is now being reflected in public markets. It is merely Wall Street's way of vindicating what we have been doing for over sixty years.

With money available many broadcasters have cashed out; others have taken on debt to acquire on an unprecedented scale; still others have borrowed to acquire their own companies from their parent corporations (the leveraged buyout); others have repurchased their own stock to fend off hostile takeovers. The result has been an industry which has "leveraged up" i.e., taken on a greater percentage of debt to equity than was previously considered practical. Wall Street has been willing to find this money because it is a believer that we as an industry can and will pay it back. While more leverage means more risk, it also should make us better operators. We have always had a saying that "a lot of debt to service makes you minimize your mistakes". Put another way, with a large debt load, "you'll either be good or be gone." I am certain that this addition of newly discovered funds will make broadcasters more efficient than in the past --- they have to be.

However, efficiency doesn't mean the creation of an industry unresponsive to community needs and interest. Any broadcaster who has been in this business more than three days knows that you don't survive without knowing your listeners in your community and responding to them. The trend toward copious amounts of research is all a part of finding out what is important to our communities and then serving them. That intimacy with our markets will never change no matter who puts the money into our companies.

Finally, it should be noted that Wall Street is not merely funding a group of Barbary Pirates of Bolshevik Terrorists to launch an invasion on radio.

It is raising money for career broadcasters who have been committed to this industry for years. People like Carl Brazell, Milton Maltz, Gary Edens, Marty Greenberg, Carl Hirsch, Mel Karmazin, Norman Wain, Art Kellar, and Jim Arcara are not exactly novices when it comes to American Radio. All may have benefited by Wall Street's focus on us, but obviously none has learned about radio on Wall Street. They learned it over many years on Main Street.

The emerging broadcast company has the ability to be as successful, committed and involved as its predecessors. The rules have changed and the degree of intensity may have been heightened, but the only result that matters is still the same...service to our listeners.

HAPPY 10TH ANNIVERSARY, AMERICAN RADIO

or

RADIO STOCKS/EQUITIES

By Paul Kagan  
Paul Kagan Associates

HAPPY 10TH ANNIVERSARY, AMERICAN RADIO...

Publicly held radio stocks have yet to reach puberty. That may sound strange for a business that's 66 years old. But it's true. The renaissance of radio in the 1980's has yet to be translated into a vibrant, valuable list of public stocks. But they're working on it.

While the Wall Street spotlight has focused on TV stations and cable TV systems in recent years, radio properties have been quietly rising on the ladder of desirable alternative investments. And each rung higher moves radio station values into territory once belonging exclusively to the TV business.

Remember when WHN in New York was a "big" station sale at \$14 million? And when you just hated to have to ante up \$2 million for an FM in Dallas? That was about nine years ago and you cried all the way to the bank.

In the late 1970's, the investment community paid little attention to media stocks in general and radio-based companies in particular. In a world in which people were still preoccupied with inflation and oil crises, radio station equities were too small in size and too limited in growth (so Wall Street thought) to have any cache.

The biggest problem was that media stocks were trading at 50% discounts from their private market value. That meant that if a radio company wanted to go

public, it might be faced with selling stock at 3.5-to-4x cash flow! Even if an underwriter could be found, no self-respecting group radio owner would want to get involved.

That made radio investment banking strictly a private affair. And the paucity of lenders made it even more private. It was tough doing deals in those days.

Then the climate changed. Like a glacier melting backward, the investment community began to warm up to media companies, lifting cash flow multiples, making mergers and creating new public entities.

There were a lot of reasons for the trend, but these were the key ones for radio (in order of importance):

1. Substantially lower interest rates, the most powerful force behind any rise in cash flow multiples.
2. Recognition of the industry by commercial loan departments of banks. The history book will show an incredible difference in funding between the 1970's and 1980's because of the presence of banks.
3. Government deregulation, permitting a more rapid turnaround in station ownership and lifting the limits on the number of radio stations that can be owned by one company. The new rules attracted wagonloads of new entrepreneurs in a 1980's version of an old land rush.
4. The radio industry's continued development of management talent, creating new formats, operating with new efficiencies. With revenues and operating profits comparing well with those of TV and cable, radio won new friends in the investment community.

5. Availability of sophisticated money chasing whatever high yields were left in a low-interest rate atmosphere. Call them junk bonds or subordinated debt, these new funds are providing radio station owners with a needed layer of intermediate capital to finance acquisitions.
6. The existence of a viable public equity window. As we write this on September 14 that window has temporarily closed with a record single-day market crash (September 11). But during the 18 months it has been open we have glimpsed radio's Wall Street awakening.

Despite the fact that the media have been rocked by megamergers the past two years--and a dozen names we used to know are no longer on our public stock list--there are more names on the list than ever before. That's due in great part to the public debut of no fewer than nine companies dependent entirely, or in great part, on radio station ownership:

- |                 |                           |
|-----------------|---------------------------|
| * Clear Channel | * Malrite                 |
| * Faircom       | * Price Comm.             |
| * Holder Comm.  | * Satellite Music Network |
| * Infinity      | * Westwood One            |
| * Jacor         |                           |

No one has called them blue chips yet because they're all relatively new to Wall Street. But some of them have had some fancy capitalizations. Westwood One, for example, skyrocketed from \$6 1/2 per share to a high of \$37 1/4. And Satellite Music Network ran from \$1 to \$13! Not a bad performance for an industry no one thought would have any friends on Wall Street.

Perhaps the most significant record for a radio stock was the one turned in by Jacor during the past year. The Cincinnati-based group owner did something no

other media stock could accomplish--it attained a public valuation level above its private market value. It proved that investors are willing to pay for a company's future equity, in the belief the company will make acquisitions with the use of heavy, but prudent, leverage.

The ability of these stocks to complete public offerings and to perform well in the marketplace indicates that radio is here to stay as a potent public market force. It was once, of course, before TV came along. But the larger, more glamorous TV companies eclipsed radio's place in the public stock sun.

Radio groups can hardly be the largest media companies, but with some stations now carrying inherent private market values in excess of \$100 million, it's time to recognize that publicly held radio companies can, and will, run with some of the biggest and the best.

With FCC rules permitting increased ownership of stations, we expect to see more mergers and acquisitions, new groups formed and more public offerings. After 66 years, and just reaching puberty, radio's greatest growth in values still lies ahead.

## SOME THOUGHTS ON RADIO'S MOVE TO WALL STREET

By Jeff Epstein  
Vice President, First Boston

### ON INVESTMENT BANKING:

If you've got valuable broadcasting assets and no cash, you're the perfect investment banking client. Wall Street lives by creating liquidity. When you're buying or selling stations, raising funds for acquisitions or recapitalizations, or renegotiating existing loans, you're playing on the investment banker's home field. When you begin to measure these transactions in the tens of millions of dollars, you know it's time to have a Wall Street professional on your side of the table.

### ON RADIO MANAGEMENT:

Great businesses can breed lazy managers. Radio is a great business, but the competition is fierce. The radio entrepreneurs of the 1980's have accumulated stunning wealth in a few short years by taking advantage of more than a few sleepy competitors.

More than a dozen of these New Age radio managements have emerged. Often founded by young men who grew up in radio and left larger companies, these groups have built station portfolios with asset values exceeding \$100 million, through a deft formula of expert format selection, promotion, advertising sales, cost controls, and financial leverage.

Bankers know that radio is management-intensive, and there's nothing as bankable as a management group with a great track record.

### ON TRUST:

An investment banker at his best is like your family lawyer - an adviser, a confidant, an insider. He's someone whose judgment you respect. He's

experienced in the radio business, in related businesses, and in finance. He looks out for your interests. You trust him.

If you don't have an investment banker like this, get one.

#### ON HIRING AN INVESTMENT BANKER:

Investment bankers hate "beauty contests", but they're the best way to hire a banker if you don't already have one. Ask around, and pick out two or three of the best bankers in the business and ask them to stop in. Tell them about your situation and about the transaction you're contemplating. Give them some numbers, and invite them to do a little homework. Ask them what they'd charge, and what value they would add for their fee.

Investment banks can have awesome power. They measure daily transaction volumes in the billions of dollars. But the resources are only valuable if the individual banker who represents you can harness the power of the firm on your behalf. The best banker for you is not always the guy with the fanciest title, it's the guy who knows what to do and how to get it done. And you'll certainly want a firm with a lot of bench depth, since the best bankers are team players, and you'll want to use the full resources of the team.

#### ON PERFECT MARKETS:

When you sell a stock, there are thousands of potential buyers. When you sell a house, there may be hundreds. When you sell a radio station, there may be a few dozen.

Selling your station used to be a hit-or-miss affair. Maybe you did it quietly. Maybe you found the perfect buyer on the first try. Maybe it didn't sell for six months. Maybe you left a little money on the table.



The evidence is now overwhelming: Investment bankers maximize value. Investment bankers have helped to level the playing field, improving the flow of information, and sharply reducing the availability of acquisition bargains.

It is clear that sellers should always - without exception - talk to an investment banker before selling, and should almost always hire one.

Buyers are more likely to rely on investment bankers for establishing financial credibility in the eyes of the seller, as well as advising on acquisition financing. Of course, both buyers and sellers frequently like to stay in touch with several investment bankers and brokers to keep their fingers on the pulse of the market.

#### ON RADIO STATION PRICES:

They're clearly higher than they were, and probably lower than they're going to be. The question isn't so much price, as pace. You may continue to make a lot of money in radio, but your rate of appreciation is likely to slow considerably from its recent pace.

Two pricing segments are of particular interest: turnarounds and market leaders. Dozens of broadcasters have made tens of millions of dollars by acquiring a weak station with a good signal and successfully turning it around. Now, however, the high entry price for most markets virtually requires that a turnaround succeed. The best managers will still be able to find opportunities and capitalize on them, but the failure rate is likely to rise and the average financial returns are likely to fall.

For market leaders, the key question involves the stability of the franchise. TV buyers will pay high multiples for market leaders, but in radio these

prices are still largely theoretical, since few large market leaders have recently been sold. What will a buyer pay for a market leader, where continued share gains are unlikely and the downside risks have precipitous financial implications? And if cash flow is \$8 million or more, how many buyers will surface with the resources for a \$75 million or \$100 million single market radio acquisition?

We are likely to learn more about both these segments in the continuing months.

#### ON GOING PUBLIC:

Going public is not fun. It's expensive, time consuming, nerve-wracking, and unpredictable.

The managers who thrive at public companies are public people. They like giving speeches, meeting investors, talking to the press, establishing an image. But they may not have much time for their first love - running radio stations.

So why go public? Because if you do it right, you could end up with the rarest of all commodities: other people's money.

#### ON SOURCES OF FUNDS:

Think of a continuum connecting Low Risk and High Reward. Along that continuum you'll find three groups of investors.

At the Low Risk end are the senior lenders: bank and insurance companies. They want security. They'll lend five or six times cash flow at prime plus a little. They want to get their money back even if the sky falls in.

Toward the High Reward side of the spectrum are the equity players, the professional money managers who specialize in leveraged buyouts and other investments where they can see a way to make a 30% annual return and cash out in three to five years.

In the middle are the junk bond buyers, private and public. Private placement buyers look for 12 to 14% rates plus an equity kicker to bring their total return close to 20%, and plan on holding their investments for several years. Public junk bond buyers may not require the equity kicker, but they do need an active secondary trading market supported by a large investment bank. They like to have complete liquidity, buying or selling bonds on a daily basis.

Off the charts are the unsuspecting retail investors. The same people who gamble at Las Vegas when the odds are against them also buy stocks and limited partnership interests. Sometimes they strike it rich, but on average their returns for a given level of risk are much lower than the professional equity player's. Often, these investors will buy on the basis of a persuasive "story" rather than on a thorough understanding of potential financial returns. If you can find some of this cheap money, you're in luck, and if some of it belongs to your relatives, so much the better.

#### ON THE FUTURE OF RADIO ON WALL STREET:

Radio station groups have become a big business, and there's no turning back. The values are staggering, with acquisitions and financings topping a billion dollars each year. Over time, radio broadcasters will rely on investment bankers for what Wall Street has always done best: helping empire builders to build their empires, and then, when the time is right, helping them to cash in their chips.

## OWNERSHIP OPPORTUNITIES THROUGH L.B.O's

By Ed Christian  
Saga Communications

If you run your own station or your own company, and you have the feeling that it could be brought to market, if you move quickly, you can probably use an LBO to buy it yourself. Very simplistically, a leveraged buy out uses the assets of the company as collateral for debt. This concept has opened the door for a new group of entrepreneurs, and enabled me to buy my own company.

To begin, sit down with the owner or President of the company and discuss it. Sell him on the advantages of selling to your new company. First, it is a clean party transaction with no middle representative. Second, it is quiet and quick. There won't be tower kickers coming into the market and disturbing the staff. Once it is announced, the transition period will be smooth. Reach an agreement where the owner/company will allow you an exclusive period of time in which to arrange your financing. Frankly, two months is not unreasonable.

When you discuss value, remember the old maxim ... "The owner will want more than the buyer will be willing to pay." However, when you are having your initial discussions with the owners, do not pin yourself down on price. Once you have selected your financial adviser, that's his job. You probably can look at your boss and say honestly, "I'm not a banker, broker, or an appraiser. I understand what you are asking for in terms of price. What I will need is time to assess the situation, seek professional guidance, and find a way to reach an agreement with you. I believe that I have the wherewithal to do this transaction, but what I need is an exclusive period of time to put the deal

together." Please remember that you really need this exclusive period of time. With the gold rush fever that is currently sweeping the industry, if word leaks that your company is available, you can probably kiss goodbye your opportunity. There are a lot of people with deeper pockets who would covet your own properties.

Your next step is to find an investment adviser. There are several alternatives. You can secure the services of an investment banker who works exclusively with radio/TV, go directly to a broadcast oriented venture capital firm, or you can go to a broadcast oriented banker and ask for help.

Once you have found your investment banker or venture partner, you can begin to dissect your deal. Remember, at this time, they will also be dissecting you to see if you are the person whom they want to represent or place equity in your deal. They will want to inspect your own operating track record. Candidly, you will find difficulty pulling your deal off if you don't run a bottom line profit oriented station with yearly increases. Two introspective questions to ask yourself are, "What do I bring to the party?", and "Am I bankable?"

In this day and age, if you have a respectable record, you could well be courted by a number of venture firms and investment bankers. Frazier, Gross and Kadlec, the appraisal firm, has a directory listing banks that do broadcast loans, venture capital firms, and investment bankers. Make the calls.

Don't rush into your decision. This is the most critical part of your deal, because your venture partner will be with you for years. If you go the investment banker route, his track record and contacts are key to the success of your deal. Check them out. Ask for references of current clients. Take a

week in discussion with your finalists, then make a list of what each one offers you. Make the decision based both on your best deal and the one with whom you feel most comfortable.

Once you have reached this point, you and your adviser/partner can meet with your owners. This will probably be one of the most difficult meetings that you will ever have. No longer is it "US" -- it is "THEM." I'll give you one spectacular piece of advice shared with me by Barry Dickstein of the investment banking firm of Hartstone & Dickstein -- keep yourself out of the negotiation process. Be in the meeting, but let your adviser/partners handle it. As Barry Dickstein says, "Each word that you say will cost you \$10,000.00"

By the time that you are at the meeting, you will have already prepared a five year pro forma/plan for your advisers/partners to review. Make sure that your projections are real, because you will have to live with them. Cash flow projections will also help your advisers structure the deal. They can project your financing needs. Again, be reasonable and rational. Any mistakes here can be costly. No pie in the sky, no quintupling of cash flow in year two. An honest assessment at this time can make or break your deal several years out.

Once price and terms have been agreed upon, the next step is selecting your bank. I recommend using a money center bank(s) and one with expertise in broadcast loans. Avoid the first time broadcast bankers. If something does go wrong, you will want one who can work with you and your problems, rather than one who panics because you are the only broadcast loan in their portfolio. Again, in today's current marketplace, shop for banks. Review their communications staff, understand their pricing, and check with some current customers.

Some banks are very aggressive, but their loan documents can place you in default before you begin.

Plan before you start thinking about an LBO. Learn MONEY and how it works.

If you are a great operator, you won't have a problem doing the deal, but you need to learn about financing. Otherwise, you will talk about grid card/cumes/quarter hour maintenance, etc. to your banker and they will talk to you about LIBOR, revolving term notes, leasehold mortgages, Junior Collateral Security, etc. Most broadcast bankers have taken the time to learn our language. Spend the time before you begin your project and learn theirs. Not only will you be able to evaluate your deal with a much better perspective, but the compatibility and commonality will be substantially increased.

Most venture deals/bank deals are on a five year plan. If you do your homework, these can be five fantastic years, and prepare you for the next five or fifteen. If you ran a profitable company in the past, you can do it in the future. Be bold. At any moment that you doubt the deal, just ask yourself where you would be today if you had this opportunity five years ago. Maybe the enormous run up in broadcast values is just about over, but broadcast values have never gone down in the last thirty years. There is a certain type of entrepreneurial spirit that is willing to lay it all down and make certain sacrifices during the formative years. In the 1950's, the late Eric Hatch wrote an article for the "Saturday Evening Post" about his experience of buying a radio station in Bristol, Connecticut. The article was entitled "I Bet My Shirt on Thin Air." Today, if he wrote a similar article, it could be titled "I Bet My Company on Myself."

## COMMERCIAL BANKING'S IMPACT ON AMERICAN RADIO

By Chesley Maddox  
AmeriTrust, Cleveland

In the 1980's radio station owners and operators have increasingly relied on bank debt and other external financing sources. This reliance has noticeably altered the relationship between owners and financing sources and highlighted the importance of the role played by financial intermediaries in the American radio industry. Traditionally, the medium and smaller size broadcasting companies had relatively little access to both financial institutions and the capital markets. Although broadcasters have always had a few banks they could look to for senior debt financing, it was not until a converted Wall Street gave broadcasting its nod of approval that we financial types began to openly proclaim the joys of being broadcast lenders. Due in part to the repeal of the "rule of sevens", and the increased availability of financial resources, station owners now find themselves growing through acquisitions financed primarily by external sources.

Previously banks were unfamiliar with lending five hundred to one thousand percent of fixed assets. The concept that our loans were being repaid through clever packaging and marketing of air was not an easy concept to explain to our loan review committees. It was only as group broadcasters, previously highly fractionalized, became more sophisticated, that we lenders began to accept on a large scale that it was more appropriate to analyze the industry using other yardsticks than traditional methods of lending. Accordingly, the few banks which lent to the industry created a variety of revenue, cashflow and market valuation ratios. The acceptance of new lending criteria did not mean that these lenders ignored fixed asset coverage and debt to equity ratios. In general, many of these banks looked to finance the more established



broadcasters who had good cash flow as well as equity dollars on their balance sheets. Thus, instead of fixed asset coverage and debt to equity ratios, we began to look at a variety of revenue and cash flow oriented formulas.

Historically, a crowding out effect was caused as the relatively small number of communication lenders found themselves satisfying their portfolio growth needs by lending to the more established, and in many cases publicly traded broadcasting companies. This phenomenon forced most of the newer or less well known companies to rely a great deal on seller financing, limited partnership vehicles, finance companies and venture capital firms. Many of these companies also opted for a no growth strategy due to the lack of financial resources. The influx of the large number of financial institutions in the 1980's has allowed many of these medium and smaller size companies accessibility to senior debt financing.

In the past it might have been aggressive for a financial institution to lend five times cash flow even to one of the larger, more established companies, as the overall value of the company, as indicated by its stock price, reflected a discounted multiple of cash flow value. For example, a publicly traded broadcasting company with cash flow of ten million dollars might have a private market value, based on cash flow, of eighty to one hundred million dollars. The stock price, however, may easily reflect a public market value of fifty to sixty million dollars based on net income potential or earnings per share. Consequently, to lend five times cash flow (i.e. fifty million dollars) meant that a bank financed eighty-five to ninety percent of the company's public market "value". Given the fluctuations in stock prices, many banks, even those few with experience in the industry might be somewhat uneasy at lending such a "full" amount relative to the company's "value". Clearly, the stock

price of publicly traded broadcasting companies in the past, and to a lesser extent still today, trades at a substantial discount relative to its private market value.

As the impact of the Wall Street investment banking community hit in the mid 80's, many of the traditional borrowers of bank funds were swept away to the public markets. Financial institutions in general found themselves scrambling to counter the large debt runoff, for example, when the two large communication leveraged buy-outs of 1984, Metromedia and Harte-Hanks repaid substantially all of their bank debt by issuing debt in the capital markets, many banks realized that lending to companies with so many alternative financing vehicles did not contribute to permanent increases in their portfolios. Thus, we turned with greater attentiveness to the medium size companies.

The medium and smaller size broadcasters who had outgrown their traditional sources of financing, eagerly welcomed banks, and recently have begun leveraging themselves to a higher degree than previously possible. They have gone from relatively little senior bank debt, i.e. two to three times cash flow as a group to almost double that number, four to five times cash flow as a group. As the purpose of this increased bank debt has been mostly finance acquisitions, refinance existing short term seller paper and stock repurchases, the overall risks associated with lending to these types of companies has not increased.

The flow of funds from the capital markets and financial institutions and to an even greater extent, the cost of funds has played an important part in fueling the prices for stations. In the past, many broadcasters looked at the purchase price for a radio station using a variation of discounted present value analysis, assuming a certain rate of return. This rate of return

encompassed relatively high floating rate bank debt. Presently, given the availability of funds many broadcasters can now borrow, on a senior debt basis, fifty percent or more of the purchase price, at a fairly low blended interest rate. This use of debt (leverage) allows them to improve their rate of return, due to a lower initial equity investment. This means that the use of leverage may allow radio station acquisitions, even those purchased at a slightly higher multiple to still be a relatively good investment.

Given the aforementioned increased availability of senior debt, the question of broadcasters being able to meet their new debt service requirements is asked. Certainly, it is incumbent upon broadcasters to use their new access to lower cost funds prudently or the spigot will be turned off. This is an industry with a track record for few defaults, and it is critical, for both lenders and broadcasters, that this record be maintained.

A legitimate concern among the financial community is that the prices paid for properties today, combined with relatively low inflation and thus lower revenue growth, is lowering the rate of return on many investments. If this is compounded by escalating interest rates without immediate rapid growth in radio advertising expenditures, the increase in cash flow needed to offset increased debt service may not be forthcoming. A major component impacting debt service, interest rates are almost as uncontrollable as they are unpredictable. If an acquisition seemed reasonable based on an assumed cost of funds it may be wise to fix a large portion of the debt at or below the assumed cost. Thus, when the cost of floating rate debt fluctuates, the proposed minimum rate of return on an acquisition will not be negatively impacted by an uncontrollable cost of funds.

Assuming the market continues to demand radio advertising, the industry should be able to propel itself forward and maintain its real growth rates. Though, according to some, the radio industry has reached maturity, there appears to be much more evidence to support the thought that this dynamic industry is still evolving. If that is the case, we as lenders, must watch the fundamentals and continue to rely on our contacts to keep us current. In a similar light, broadcasters must learn to use their bankers as a source of information on the ever changing role of financial intermediaries. The relationship between banking and broadcasting is and will continue to be interdependent. If both lenders and borrowers proceed cautiously with this symbiosis, then the packaging of air in paper will continue to be profitable.

## EQUITY/VENTURE FINANCING

By Barry Dickstein  
Hartstone & Dickstein

It seems that merely a decade ago, radio broadcasting was virtually a "closed club" that generated little interest from those outside of the industry. Especially in the area of finance, bankers and other money people simply did not understand our industry or choose to focus on it. The result was that only the nation's most prominent, well-capitalized broadcasters had any access to outside capital. Further, such capital was limited to short-term working capital loans for daily operations, and modest amounts of bank financing for acquisitions. For radio broadcasters, the early 1970's was a period during which broadcasters and lenders simply did not communicate.

However, for the radio broadcasting industry, the past decade has marked the age of financial liberation. From all corners of the country - from L.A. to the Big Apple and from Bean Town to Motown - our bankers and other financiers have come out of the closet. One by one, the lenders of the early 1970's who did not understand whether we were transmitting or receiving have flocked to our industry. Since the mid-1970's, the nation's money people have discovered our industry, learned about it, became experts in our needs and issues, and realized that there is no business like show business. Through indepth industry studies, they began to focus especially on the extremely prominent stabilizing factors inherent to broadcasting that would especially appeal to their appetites for solid, good yielding financing packages. Such factors included:

1. Benign Federal regulation that insures an orderly oligopoly among franchised players competing under fair, known rules.

2. Severe technological and regulatory restrictions against significant new competition.
3. Enduring technology that has withstood decades of challenges from new and potentially competing technologies without significant obsolescence.
4. A large, orderly marketplace for station trading with a readily verifiable comparable sales data base.
5. An industry featuring steady, yet dramatic, uninterrupted growth of revenues over a fifty year period.
6. Dramatic increases in station values.

Further, for those who chose to study the industry, they also discovered that this most attractive financial market was virtually devoid of lenders.

Accordingly, much like the discovery of gold at Sutter's Mill in 1849, the rush was on!! Over the past half-dozen years, the bankers, investment bankers, mezzanine lenders, venture capitalists, tax shelterers, pools and blind pools, white knights, and leveraged buyout boys have climbed over each other to get to the broadcasters. And while the National Radio Broadcasters Association Convention of 1976 held in San Francisco could have housed its financial contingent in a phone booth, at the 1986 NAB, broadcasters often sought refuge from hordes of marketing financiers.

While during the late 1970's, the financiers went to school for broadcasting, during the 1980's, broadcasters are learning high finance. Radio broadcasters are learning that there is an unlimited amount of capital available to them, ranging from traditional seller note and banking packages, to highly sophisticated tax-oriented and market-driven vehicles affording unbelievable degrees of financial leverage and flexibility. These financing options allow each broadcaster to step forward and select a game plan for future growth by betting

on his own future performance. In this regard, in today's financial supermarket, top station operators heretofore constrained by limited financial resources can link up with money partners with whom they will share future equity growth.

The task has therefore become one of finding the right financial structure and source for each situation. As there are literally hundreds of different financing combinations available, each having dramatic differences as to the end financial result to the operator, one must sort through the myriad of complex alternatives. For most radio broadcasters, the task of evaluating zero coupon bonds, warrants, limited partnerships, rate swaps, etc. is unpalatable. Therefore, they may either delegate the job to an in-house financial expert hired for this purpose, or seek professional outside help. As the business of corporate finance is transactional by nature, and therefore not on-going, many broadcasters are reluctant to hire expensive, in-house experts. And while broadcasters have often found their lawyers and accountants helpful, increasingly they have turned to professional investment bankers to help chart their growth course and structure the appropriate overall capital package.

Presently, today's radio broadcaster realizes that his future, and the future of his industry, rests on the twin pillars of sound operations and creative finance. And just as no sound broadcasting company could hope to realize its potential without strong operators, equally important are financial experts able to chart out and execute aggressive growth plans. Further, for many, the business of radio broadcasting has become big business. Skyrocketing station values and the relaxed ownership rules have taken the industry out of the mom-and-pop area to the major leagues. The need to compete with first

rate, large, corporate operators further stresses the need to couple professional operating management with financial staying power.

As we look forward to the next 10 years of radio broadcasting, we do so with heightened enthusiasm as we realize that radio broadcasters will continue to be bombarded by eager financiers with a plethora of increasingly sophisticated, ever-changing capital options. And if the next few years continue the recent pattern, each new alternative will only serve to increase the operator's ability to prudently accelerate growth and accumulate wealth. That is, each capital alternative seems to provide knowledgeable operators with new combinations that link broadcasters to money, with the result being an ever-increasing "bang for the buck".

In summary, during the past decade, we have seen the nation's financiers discover our industry, court our broadcasters, and cement a series of operator/financier partnerships that have dramatically accelerated corporate growth and personal wealth. The need for broadcasters and lenders to communicate with one another, coupled with the increasingly sophisticated matrix of financing alternatives, has given rise to the role of investment banker as an expert intermediary. And as the functions of high finance become as integral to broadcasting as programming, tomorrow's broadcast team will most often consist of an operating broadcaster, a money source, and an investment banker - a team poised to evaluate and act on rapid change. For, whether on the operating side or finance side, the hallmark of the coming decade will be change. And while there will unfortunately be those broadcasters who will fall victim to change, there will most surely be those broadcast/finance teams that will eagerly embrace change eagerly, realizing that the handmaiden of change is boundless opportunity.



## RADIO PRICES CLIMB THE CHARTS

By Susan Harrison  
Harrison Associates

The fundamental approaches to valuing radio properties have not changed significantly over the past ten years, nor are they likely to change significantly in the future. Thus, it is likely that the industry will continue to rely on appraisals which synthesize such factors as national economic trends (such as inflation, stock market activity and interest rates); industry factors, whether economic regulatory or legislative; local market considerations, like the diversity of the employment base, demographic composition and number and type of competing media; and station-level factors including the quality of the technical facilities, format niche and operating cost structure. What has changed over the decade since 1976, and what is likely to change by 1996, is the nature of the specific information that is used, which reflects the dynamic and vital radio marketplace.

The radio market has seen dramatic growth over the last ten years. In 1976, 413 radio stations changed hands, for an average price of \$437,440, and a total outlay of about \$180 million. By contrast, more than 1,500 properties were traded in 1985, at an average price of almost \$1 million, and a total expenditure of \$1.4 billion. The period began with the largest AM/FM combo sale in history, when Joseph Allbritton sold WMAL AM and FM in Washington, DC, to ABC for \$16 million. Of course, we don't know yet how the decade will end, but thus far we've seen record-setting sales of \$44 million for KJOI (FM) in Los Angeles; \$49 million for WPAT AM/FM, New York; and \$20 million for WADO (AM) -- the highest price ever paid for a stand-alone AM.

This astonishing growth period was enormously fluid, with sudden shifts in sale prices and hyper-inflation of multiples. Regionalism became a very important consideration in this period. The rapid population and economic growth in the sunbelt was recognized by the broadcast industry as early as 1976, and buyers were willing, and often anxious, to pay premium prices for sunbelt properties into the early 1980's. However, by 1981-1982, some of the bloom was fading from the sunbelt, and increased attention was paid to the quality of the properties offered in these markets. The decade also showed a drop in value for many properties in the northern rust-belt and some southern industrial regions, given the economic reversals seen there in the early 1980's. However, by 1983-1984, buyers were returning to market-by-market and station-by-station analyses to reveal more precise and accurate values.

Perhaps the most significant development in the last ten years was the role reversal of AM and FM stations. The increased attractiveness of FM stations began to be noted by 1977. During the next two years the contest was uncertain, but by 1979 the 1980's were declared the decade of FM. In 1980 a tremendous price escalation resulted in an almost 2 to 1 price difference of FM over AM stations. Prices for combos were lower than for stand-alone FMs in 1980, but in subsequent years the prices of stand-alone stations dropped somewhat from their 1980 peak, while the average AM/FM combo went for over \$2 million in 1984.

Other factors also impacted radio appraisals. Several changes in FCC and other Federal regulations -- tax benefits for sales to minority owners; a decrease in the capital gains tax rate; and the dropping of the three-year trafficking rule -- all tended to increase station turnover. Additionally,

the FCC fueled the buying fever with the relaxation of ownership limits in 1984. However, the most direct cause of the increased volume of trading at the end of the decade was the drop in the prime interest rate in 1983. This changed the predominant pattern of station financing, which had depended heavily on seller-financing, while interest rates were high. In part, because of the lower rates, and a recognition of cash flow-based lending, many more banks (and Wall Street) discovered the broadcast industry and became major and aggressive sources of funding.

All the factors mentioned above are likely to affect radio appraisals in the next decade. While a leveling-off in station prices has been anticipated for several years, the relative scarcity of available properties is likely to keep prices at high levels, barring further slowdowns or a dramatic reversal of the nation's economy. On the other hand, major economic reverses have occurred in key portions of the sunbelt due to the recent decline in world oil prices. These conditions are not expected to improve significantly in the foreseeable future. Other regional differences are likely to accompany the growth or decline of local economies in the next ten years. No change in the supremacy of FM is anticipated, and increased competition from new media should not be significant in the ten-year period.

The most important development in broadcast sales and appraisals is already underway, with increased concern for accuracy and precision not only in station valuations but, particularly, for defensible allocations of the purchase price to specific assets and asset classes. This is a direct result of the increased sophistication of the industry's "players," who place a high premium on reliability and predictability. The old "rules of thumb" based on multiples are no longer sufficient to assess a station's value. Instead, a comprehensive

analysis of a station's past and projected performance, and local and national market conditions is required. Over the next decade, this approach should substantially benefit the radio industry as a whole, since it will support more realistic pricing and expectations of station performance.

## THE HISTORY AND FUTURE OF SELLING RADIO STATIONS

By Tom Gammon  
Dan Gammon  
Craig Culp

Without going into a full review of radio transaction history over the past ten years and the part brokers have played in it, let it suffice to say that ten years ago only a handful of radio brokerage companies existed and their service, by today's standards, was in its infancy. As a result of the dollar volume of radio transactions growing from \$181 million in 1976 to over \$2,225,000,000 in the first nine months of 1986 (\$2.8 billion estimated for calendar 1986 year), all aspects of radio station trading have undergone numerous changes. Among the most noteworthy of these changes are:

- The drastic increase in the number of brokerage firms handling radio stations.
- An increase in the professionalism of the brokers (due mostly to the competition).
- The development of a new breed of radio broker that is both financially sophisticated and professional in their market strategies as applied to radio station trading.
- The rapid appearance of Wall Street investment bankers assisting with radio transactions over \$50 million and the recent involvement of financially sophisticated, financially trained buyers (Bob Price, Frank Osborn and Joel Fairman, as examples).
- Finally, the gradual disintegration of the "good ole boy" network, which in effect, acted as a communication loop between owner, broker, and inside buyer.

The changes briefly outlined above have forever altered the face of radio station brokerage for the better. Many of the nation's large and established brokerage companies have felt the impact from the in-roads made by new, competitive firms that have taken brokerage into new arenas of professionalism and sophistication in the marketing of multi-million dollar radio properties. Specifically, this "new breed" of radio station brokerage company differs

from its more conservative, established, "old school" counterpart by focusing on obtaining top prices for radio stations through the use of sophisticated marketing techniques and equally advanced financing vehicles, many pioneered by Wall Street.

This evolution from traditional, conservative methods to more sophisticated marketing and financing techniques has occurred over the past ten years for three important reasons.

1. For the first time in this industry's long history, equity and bank money has flowed aggressively into radio transactions, allowing owners to further leverage their existing properties to make new acquisitions. Inexpensive, available financing is perhaps the most important aspect of this tremendous change in radio station trading volume. Cash flow lending is becoming preferable to asset based loans to lending institutions because of the recent decline in heavy industry in America. A repercussion of this dramatic increase in available money has been an equally dramatic escalation in station prices and trading.
2. Because prices have continued to escalate (primarily for FM radio stations), the amount of debt these more valuable properties can support has brought larger and more sophisticated senior lenders, mezzanine lenders, and venture capital/equity funds into the radio industry. Very few radio stations over a few million dollars would be bought if the properties were not able to attract a lender's money. Although this may sound painfully obvious, understanding this basic premise is necessary to grasping the effect readily available financing has recently had on station trading. Today you can purchase a \$30 million radio group, at ten times cash flow, for approximately seven-and-a-half times cash flow in senior and mezzanine debt (debt of \$22,500,000), and equity of

approximately \$8.5 million to \$9 million, for a 3 to 1 debt to equity ratio. Imagine making this same acquisition without the ability to attract senior and mezzanine financing (mezzanine is a term used for all financing between senior debt and pure equity). This same acquisition would not only become difficult but impossible for the vast majority of radio broadcasters today. Ten years ago, most radio stations outside the Top 25 markets were acquired by going into your favorite hometown or regional bank and pleading and cajoling for a loan officer to make a "cash flow" loan. The increase in station values has clearly brought less expensive and more creative financing to radio.

3. The third point that has fueled this increased trading is the more relaxed environment that has existed since Mr. Ferris began the deregulation process in the late 1970's. The greatest benefits have been gained by the repeal of the three-year holding rule, which didn't allow a lender the freedom to get his money out when he felt an investment was going sour, and the increase in the number of stations one entity could hold from 7-7-7 to 12-12-12. This deregulation has been a positive change for both sellers and investor.

#### How Americom sees Radio Station Marketing in the Future

If we begin by assuming there is general agreement that the function of a broker/marketer is to get the top price for a given radio station, we can then evaluate the methods being used by some of the industry's newer brokers. For purposes of discussion, and to see how the future of radio station selling may look, it may be of interest to look at your own strategic approach to radio station marketing. We believe that methods outlined below that offer a choice of three selling strategies represent the future of successful radio

station marketing, provided obtaining maximum selling price is the primary objective. The three strategies we have found most effective are as follows:

1. Confidential Brokerage. The goal with this method is to contact less than five specifically targeted, highly qualified buyers. Through this approach we can greatly reduce the exposure within the industry that the station receives and still produce a market offer for the owner.
2. Auction Blocking. Originated on Wall Street, this marketing technique involves wide spread exposure of the property's availability, financial performance and detailed operating information. The benefit lies in maximizing the station's exposure to the largest number of potential buyers, thereby seeking to produce the highest possible offer from the auction's winner.
3. Negotiated Bid. This marketing strategy is a hybrid of the two strategies outlined above. Here, the station's availability is given wide exposure in the industry's trade press but the financial statements and other sensitive operating information is kept confidential by being given to only the most qualified buyers wishing to proceed with an offer in a previously determined price range. This method has produced excellent results for clients with attractive properties too small (under \$50 million) to use a Wall Street investment banker.

We believe that those owners equipped with a carefully thought out and executed radio station selling or marketing strategy will have positioned themselves to receive premium prices for their properties. Owners who do not utilize these advanced marketing strategies will risk leaving hundreds of thousands of dollars, and possibly millions, on the table when selling their radio properties.



What you should expect when you choose a broker to represent you

To many station owners, it must appear as if radio brokers seek large compensation for little service. The question then becomes should you use a broker at all? Because there are no licenses required for this profession, there are many not-so-qualified people claiming to be experts at radio station brokering and marketing while offering little in the way of helpful and productive service. Let us then look at the role of a broker and the services a buyer or seller should expect from the broker they choose to use.

- The best broker will be in your corner. For a seller, he will focus on obtaining the top price for the station utilizing the most appropriate marketing method (as described earlier). His compensation will be a reflection of his ability to do this (for example, when applicable, some brokers offer incentive based fees that are very low until the last few dollars of a station price where they escalate to a much greater percentage of those last dollars received). For a buyer, the broker will negotiate the smartest deal possible with the understanding that the interests of the seller must be given strong consideration or the channels for future acquisitions by the buyer may be closed.
- The broker should always be completely familiar with the financial capabilities of the buyer so that he does not misrepresent the buyer and endanger a deal. The broker should also be able to provide assurances to the seller that a buyer's financial capabilities are in order and, in some cases, be able to arrange the proper financing a buyer would need to complete a transaction.
- A professional will be able to assist the seller or buyer in the entire process as an advisor or counselor on matters such as what

standard provisions should be included in a definitive contract, should a non-compete or seller paper be offered or accepted and why, etc. A special note should be made here: perhaps the most important service a broker should provide to either a buyer or a seller is the ability to determine an accurate market value for a property and describe how it is derived.

- Your broker should be able to act as a guide to help determine what marketing strategy would be most effective to properly represent your station or station group and thereby maximize its value without directly compromising your other considerations (i.e., confidentiality).
- He should be able to design counterproposals tailored for specific offers and determine what strategy should be used for negotiating difficult or sticky contract points.
- Finally, a professional broker will be able to act as a lightning rod for potentially destructive tension and frustration that can develop during heated negotiations. In simplest terms, he should be able to keep his head while those around him are losing theirs.

A top professional at marketing radio stations should be able to provide all of these services to the clients he represents. Of course, there is always the option to sell without the benefit of a broker. Given the right set of circumstances, selling directly can be an excellent method of transferring a radio station. Experience has shown that when an owner has been through many radio transactions and is familiar with the standard contract provisions of a transaction and the handful of appropriately qualified buyers for his property, a successful transaction can be effected without the assistance of a broker. The one nagging question that can sometimes haunt an owner who has sold his station directly, is whether or not he could have gotten 5 or 10 percent more

for his property if he had employed the marketing and negotiating skills of a professional broker.

When you consider the benefits a top professional radio broker provides - i.e., specialization in your type of radio station, station financing, station valuation negotiating experience, and the ability to get a top price -- it appears they can offer a value clearly outweighing their compensation. However, it may be true that this equation of value to services rendered does not occur in the majority of cases. What then is the key to getting a professional broker who will go the extra mile for you and will truly earn his compensation? It lies in the single most important step in selling, and in buying a radio station today -- researching and selecting the right broker. No single person has a greater impact on both the price obtained and the success of a radio station transaction than the broker selected to market an individual's radio station or radio group.

By looking at your experiences or those of your friends who have been involved with a broker or brokers, determine which of those brokers have the positive characteristics we have outlined above. From a position of dollars earned or dollars saved, the time you take for this evaluation may prove to be the most valuable thing you have done since you bought the radio station you are now considering selling.

The process of selling a radio station and the entire radio brokerage business has undergone significant change in the past ten years. In the preceding synopsis, we have attempted to outline the scope of that evolution and to

describe various methods and options that should establish new frontiers in the next ten years of station trading. One thing we are pleased to note has not changed, radio continues to be a business made up of good people. At Americom, we are proud to be a part of this great industry of ours and look forward to participating in another ten years of exciting growth and change.

## RADIO AND THE PUBLIC COMPANY

By Paul Fiddick  
President, Heritage Radio

It is appropriate at this particular time to write about the decade past and the one ahead from the perspective of the public company -- appropriate because the environment of the public company has fundamentally changed in less than the past two years.

First, let's define a public company. As opposed to private ownership, a public company is one in which the public can acquire a portion of the ownership through the process of purchasing shares of stock. The stockholders collectively are the actual and sole "owners" of the company although typically no one individual owns a majority interest. A board of directors is chosen to represent the interest of the shareholders and it, in turn, hires professional management to run the company.

It stands to reason that a company's value will not normally change appreciably from day to day. While this may be a basic economic truth, it is not the case for the public company whose "value" changes with the trading price of its shares. This price is based on forces very often apart from the performance of the company and quite beyond its control. For instance, a change in the prime interest rate, a political crisis, or the relative attractiveness of stocks to other financial investments will cause the market and any individual issue to fluctuate.

A company with, say, ten million shares out at a price of \$50 may be said to be worth \$500 million. However, if in one week 100,000 shares (only 1% of the total) trade at \$47, a total of less than \$5 million worth of trading will cause that company's value to fall \$30 million. Is the company actually worth

\$30 million less than the week before? In the eyes of its investor/owners, yes, and theirs is the only opinion that matters.

For most of the twentieth century, that which has driven the price movement of stock is the growth in year to year quarterly earnings (profit after taxes). A company's stock price is expressed as a multiple of its annual earnings -- its price-to-earnings, or P/E ratio. Assuming this ratio was constant, stock prices rose proportionately with profits, which made perfect sense. The P/E ratio itself could be manipulated somewhat by managing the company's performance over time. Generally speaking, if a company could demonstrate consistent growth quarter-to-quarter for several years, the market would reward that firm with a higher P/E multiple.

This environment created certain patterns of corporate behavior. First and foremost, it discouraged large-scale borrowing because the interest on the debt "diluted" earnings, and thus reduced the stock price and shareholder value. It also fostered the quirky practice of "managing" profits on a quarter-to-quarter basis to give the appearance of continuous growth. There is the temptation to cut expenses when results are off to preserve profit, but spend liberally when results are good. If this seems backwards to you, it is. The system promotes short-term thinking.

Also, the volatility inherent to our competitive industry made radio station ownership less attractive to the public company. Radio stations could not be counted on for steady year-to-year growth. Instead, they tended to move in fits and starts. About the only way radio made sense was in a group which, like a portfolio of stock, diversified the risk and evened out the results. Most public communications companies were in radio in a big way, or they got out.

But something snapped on Wall Street, roughly coinciding with the beginning of Ronald Reagan's second term in 1985. There has been a fundamental shift away from earnings orientation to asset orientation in the stock market. The investment community now favors a company not for its earnings performance, but for how well it leverages itself to enhance shareholder value, either through the acquisition of additional properties, or the repurchase of stock. Some of the top-performing broadcast stocks are currently reporting negative earnings.

Radio acquisition and ownership makes a great deal more sense to public companies in this new order of things. The result is a renewed interest in radio from established companies (a good example is Heritage Communications, my new employer) and the emergence of new radio-only public companies such as Infinity and Jacor.

Radio, as we know, has always been an entrepreneurial business, whose big rewards came in the equity growth of stations. The new public orientation to asset value, if not a temporary phenomenon of low interest rates, will mean a significant capital source for radio acquisitions and long overdue appreciation for the economics of radio station ownership.

## THE MINORITY RADIO INVESTOR'S ABILITY TO FINANCE ACQUISITIONS

By Walter Threadgill  
Minority Broadcast Investment Corp.

At present more than 8,600 commercial radio stations are in operation throughout the United States. This total is represented by 4,800 AM stations and 3,800 FM stations. In 1985 approximately 200 stations commenced operations, and 600 construction permits have been granted in 1986 by the Federal Communications Commission.

In May 1978, the FCC issued a Statement of Policy on Minority Ownership of Broadcasting Facilities <sup>1/</sup> in which it observed that there was a "dirth of minority ownership in the broadcast industry". <sup>2/</sup> Over the past decade the number of minority owned radio facilities has increased from approximately 45 in 1975 to 203 in 1985. Moreover, during this period government, private industry and creative minority entrepreneurs have labored long and tediously for paths to increase minority ownership. The Federal Communications Commission, through past policies, has convened various advisory committees to access this dirth of ownership. Further, the Commission's tax certificate and distress sale policies have, inter alia, favorably impacted minority ownership. Storer Communications, Inc. funded Minority Broadcast Investment Corporation in August 1979 and Broadcap was funded in 1978 through the National Association of Broadcasters with contributions from its members.

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1/ 68 FCC 20 979 (1978) "Policy Statement"

2/ The FCC classifies minorities as Blacks, Hispanics, Indians, Alaska Natives, Asians, and Pacific Islanders.



Both Minority Broadcast Investment Corporation and Broadcast Capital Fund specialize in minority broadcast financing and are licensed by the Small Business Administration to operate as Minority Enterprise Small Business Investment Companies (MESBICS).<sup>3/</sup> Syncom Capital Corporation, a non-industry sponsored MESBIC and the first to specialize in minority broadcast financing, began operation in 1977. It is instructive that given these efforts only 2.4% of all radio stations throughout the nation are now owned by minorities.

In its final report in May, 1982, the Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications to the Federal Communications Commission observed, "Since 1978 when the Commission adapted tax certificates and distress sale policies, there has been a growing realization that although progress has been made, financing has remained the single greatest obstacle in preventing further gains." As of June 1, 1986, the combined private capital of the three specialized communications MESBICS<sup>4/</sup> was approximately \$5,250,000. Assuming maximum leverage afforded to MESBICS of \$4 per \$1 of private capital, the theoretical aggregate of funds to be deployed by specialized minority lenders would only approach \$21,000,000. By comparison WLAC AM/FM in Nashville, Tennessee, the 47th ranked ARB market recently sold for \$19,900,000.<sup>5/</sup>

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<sup>3/</sup> MESBICS formerly known as Minority Enterprise Small Business Investment Companies now are Section 301(D) SBICs, chartered by Sec. 301(d) of the Small Business Investment Act. MESBICS provide assistance to small businesses which are at least 50% owned and managed by social or economically disadvantaged groups.

<sup>4/</sup> Other Sec 301(d) Small Business Investment Companies that have been active in providing assistance to minority broadcast investors include: Alliance Enterprise Corporation; Fulcrum Venture Capital; Equico Capital Corporation; Minority Enterprise Capital Corporation and MCA New Ventures.

<sup>5/</sup> Broadcast Stats, Paul Kagan Associates

The ability to obtain capital, either debt or equity, still remains one of the minority investor's greatest barriers in 1986. Further, the impact of deregulation has churned the radio station marketplace to higher asking cash flow multiples in a classic demand push model. As a result of this price escalation, the minority investor's ability to acquire major market stations at attractive cash flow multiples is virtually non-existent. Conversely, those investors who regulate themselves to lower price bargain facilities must enter into "turnaround" situations as initial points of entry into the marketplace. Turnarounds, however, require intense management and expanded capital to simultaneously rebuild audience share as well as cash flow and is clearly a risky business. Thus, the environment faced by today's minority investor runs the spectrum from runaway price escalation in major markets on one hand to cherry picking for value in a terrain filled with landmines on the other. Clearly, not an exciting or encouraging prospect but yet terminal.

Minority investors in the future must again bring together the coalitions of the past. Simultaneously, they must follow the examples of an industry that is in a period of flux and change. For its part, the government, through the FCC, must be encouraged to promulgate policy that favorably impacts the public interest. Minority ownership is in the public interest. The double-edged sword of deregulation must be used to benefit the tenants of diversity found within the Communications Act. Corporate mergers and acquisitions create spin offs and these regulatory divestitures coupled with tax certificates and corporate seller financing could create new pools of funds and stations for minority acquisitions. Private industry, through the financial community, must be encouraged to explore more fully the concept of pooling investment commitments for minority buyers. The use of a pool would minimize the risk

to any one investor who participates. Further, a pool concept could be utilized to create a secondary market for seller paper currently too small to attract major financing.

In future attempts to finance bigger and better deals minority investors must become increasingly innovative. Where a seller is unprepared to extend financing to a first time buyer he/she must be prepared to enter into "management contracts" to ensure the seller an additional degree of comfort. Where a transaction size is above the contemplated equity range the investor must look toward participating out part of the acquisition through joint ventures with strong financial partners, maintaining minority control through astute corporate legal architecture. Finally, the minority investor must emulate trends within the industry as a whole. In part, this can be accomplished by acquiring properties that, for the most part, are already profitable on a cash flow basis and gain further insulation by purchasing conservative types of properties. Once acquired, raise rates, reduce staff and be prepared to spend aggressively on a promotion and technical facility.

The hallmark for financing minority acquisitions in the future will be innovation. This creativity, in large part, will be reflective of the investor's ability to quickly recognize value, emulate the larger marketplace as it cuts costs and increases cash flow margins as well as recognize subtle beneficial shifts in the regulatory climate. With this in mind, the experiences of the past can be utilized as the springboard to the future. Enterprising investors must continue to undertake to acquire the biggest and best facilities in the marketplace if the next decade is to record greater minority ownership.

## THE FORMATS

The next fourteen deal with the major format groups. The only format missing is religion. The person who agreed to write about religion was unable to complete his article in time

Perhaps the leading CHR/Top 40 programmer of our era, Mike Joseph, leads off this section with a fascinating history of that format. I found Mike's theory of "recycling" to be particularly interesting.

Next is an essay about AOR by the Burkhart, Abrams, Douglas, Elliot consortium. Besides a brief history of AOR, they make a pitch for the "New Music" offshoot - an AOR variation I hope is tried by broadcasters.

Dan Fabian contributes a delightfully written essay on Talk/Full Service radio.

Randy Michaels follows with an analysis of MOR/Full Service radio - a format I still have great faith in.

E. Alvin Davis examines the wide and complex spectrum of the Adult Contemporary format.

Tom Cassetty and Gregg Lindahl write about the country format. I might note that since they wrote the article, WIRE in Indianapolis has changed back to country and WSKS in Cincinnati has converted to country. Things change quickly in radio.

Next up is Don Kelly who tells us about one of today's hotter formats, Urban radio.

Amos Brown contributes a thorough and thoughtful analysis of Black radio.

Stephen Trivers, my first boss, tells us about Beautiful Music/EZ Listening. Of particular interest are the programming concepts which were "invented" by BTFL/EZ stations and then adapted to other formats.

Johnny Andrews discusses the components of a successful News and News/Talk station and speculates about the viability of the format on FM.

Jim West offers a historical and even a sociological perspective when he looks at the Nostalgia format. Jim's article is really a mini-history of radio programming since the 1930's.

Herb Levin sheds light on the diversity of Spanish radio. It is much more complex than I ever thought.

Bob Conrad examines the Classical format and how it has become a commercial success in many markets.

Finally, Bill Sims, the owner and programmer of one of my favorite stations, makes a strong pitch for his format. There is no broad, generalized term for his format so you have to read the article to figure out what it is.

## CHR RADIO

By Mike Joseph  
Mike Joseph and Associates

CHR has the longest history of any current or any radio format ever. Rock music came out of late forties and early fifties race or rhythm and blues black music. Since black artists were not being played on white radio stations, it took white disc jockies on popular music stations to play covers of black hits performed by white artists. The first real white rock tune was "Sh-boom" by the Crew Cuts in 1954. It initiated strong rock triplets in a rock arrangement sung by a white group.

The first rock song to become a mass media hit was Bill Haley's "Rock Around The Clock" in 1955. It came out of the "Blackboard Jungle" sound track and entered the mainstream of American music, serving as a catalyst for a new American musical art form and combined the forces of records, radio, movies and TV to kick off rock and roll into every American's home and consciousness.

Simultaneously, Top Forty as a format was starting in 1954, 1955 and 1956.

Led by Todd Storz and Gordon McLendon, it began at their respective stations, Storz' KOWH, Omaha, WHB, Kansas City and WTIK, New Orleans and McLendon's KLIF, Dallas and KILT, in Houston. My first Top 40 was WTAC in Flint in 1956. My role model at the time was Bill Stewart, national program director of both Stortz and McLendon.

While moving into my WABC office in its 1960 Top 40 turnaround, taking the office over from the dean of American disc jockies, Martin Block, and another one of my idols, an interesting statement was made. Knowing of my Top 40 history and previous successes, Block said "What's that about Top 40 being a new format. I have been playing the Top 30 since 1935." True! Top 40 was

the most popular music and Martin Block did a Top 30 Countdown every Saturday morning, first on WNEW, then WABC. And WNEW was the popular music station of New York City since 1935, before WINS, WMCA and WMGM went Top 40 in the late 50's. And every record played was a hit, even the great big band records, those of Glenn Miller, Tommy Dorsey and Benny Goodman, the vocals of Frank Sinatra, Peggy Lee, Dick Haymes, Jo Stafford, Perry Como, Doris Day and Bing Crosby. So on all the great independent popular music stations of America, CHR or Top 40 has been around since the beginning of recorded music on radio, even going back to Gene Austin's "My Blue Heaven" in 1927, Rudy Vallee in the 30's, Bing Crosby in the 20's, 30's, 40's and 50's, Frank Sinatra and Perry Como in the 40's, 50's and Eddie Fisher and Andy Williams in the 50's. These are the vocalists. The hundreds of big bands had hit after hit after hit, still played today on "Music of your Life" stations and played now because they were the hits of the 30's, 40's and 50's and their audience today were teens then. There will always be CHR, because there will always be popular music, there will always be the best selling artists, records and hits. Listen to the great classical composers and in their symphonies, concertos, overtures, suites, rhapsodies and dances, you will hear the folk tunes or the most played and sang melodies of that particular era. Composers "stole" or "borrowed" from one another because they incorporated the hit social songs of their lifetime.

Today's CHR format, starting with Storz and McLendon in the middle 50's, took off overnight with the demise of the basic network and affiliate stations whose audience and programming went to television and the original independent music stations got stuck in a big band, MOR and personality time warp. CHR must always be current.

Original Top 40 incorporated the basics, was exciting, disciplined and well structured, well produced and well promoted, strong in personality, fast, tight and fulfilled and only playing the hits in a very fast rotation.

Every 5 years or so Top 40 stations over the last 30 years have a habit of blowing it. There are a few exceptions, but sooner or later they all succumb, making room for a new entry and even dynasty for 10, 15 and 20 years.

In my 30 year Top 40 career, I have entered this re-cycling period in 1963-1966, 1969-1972, 1975-1978, 1981-1986. Meaning I came in at the end of a downturn and kicked off into an up-cycle.

Let's use the last ten or fifteen years as an example.

The original Top 40 stations, 1954-1966 were all currents and no gold. After all, if they were to play gold, they'd be playing as currents Elvis Presley, Jerry Lee Lewis and Little Richard and sequed into the gold of Bing Crosby, Patti Page, Tommy Dorsey and Glenn Miller - a deadly mix for a youth audience!

In 1972 Top 40 had become 50 to 90% gold, laid back, talky and cliched, and was still an AM format. Underground, psychedelic and progressive rock had taken over the FM band and in the pop culture. My first FM all-currents Top 40 and prototype for "Hot Hits" was Malrite's WZUU in Milwaukee, featuring 29 records in a two hour rotation, and a traditional Top 40 sound. It was counter-programmed against AM stations that were succumbing to the same disease that has ruined so many Top 40 stations, blowing off the teen base and wanting strictly 25 to 54 demos and more adult business from every other adult format, talking more, adding clutter, more personality, getting more commercial. The sound becomes boring and bland. Out go jingles, all

irritations. Most great legendary AM Top 40 stations such WABC, New York, WFIL, Philadelphia, KHJ, Los Angeles lost it around 1980, either because of the aforementioned changes, or by changing their sound either to AC or disco in reaction to an FM upstart. The remainder of the powerhouse AM greats, WLS, Chicago, CKLW, Detroit and KFRC, San Francisco were to lose ratings and change sound for similar reasons, helped by the on-rush of HOT HITS stations in their respective markets in the early eighties.

HOT HITS, though originating in Syracuse in 1979, hit the top ten markets in 1981, 1982 and 1983 and did for the FM band in the early 80's what original Top 40 did for AM in the mid 50's. It was the catalyst, and provided the resurgence of traditional Top 40, now CHR. It was the role model for today's CHR. HOT HITS is strictly contemporary show biz, a fast, tight, fun sound, concentrating on basics, modern elements and techniques, strong personality, contests, promotion, an up-tempo, exciting, energetic delivery and presentation and playing the most popular 10, 20 and 30 hits in a fast rotation, plenty of repetition, 100% currents. No gold. Audience involvement and communication. The demos are primary 12 thru 34 and done right, 12 thru 54. Very mass appeal, giving listeners all the entertainment they want and need from radio. A total 24 hour flow and consistency, and personalities growing and developing through the sound, picking up higher ratings and demos with longevity.

As HOT HITS succeeded more and more in market after market, more CHR derivatives ensued and as in the late 50's and early 60's, five years after original Top 40 hit, there were as many as four CHR's in the major markets and definite saturation in 1985. Medium markets had as many as 3 CHR's and small markets,



2. A Top 40 glut developed, and there is now a leveling off. The "survival of the fittest" theory holds fast, the strong survive and the weak switch format. The true Top 40's are stronger than ever. In the spring 1986 ARB, of the 20 original HOT HITS licensed and consulted stations, 80%, or 16 out of the 20, rose in 12+ share.

These are true CHR's, carrying on in the tradition of the original great Top 40's of the 50's, 60's and 70's, only today on FM. How do we keep these CHR's just as strong going into the next decade and not falling into the same traps as before?

The competition is much stronger today. There are more FM stations, more other formats crossing over into CHR. The traditional AOR, AC and Urban stations and formats are playing more CHR product, although the nostalgia craze of the last 6 to 9 months is creating 'classic hit' and 'classic rock' stations and adding more gold to AOR, AC and even Urban. The move to more 25 to 54 and less teens is their reason for more gold. The more reason for CHR to stay more contemporary and play more hits. Why play more gold when other formats are saturating more rock, more AC, more black gold, which all were played as hits on CHR's in the first place?

Another competition is MTV and so many other music video channels and shows. As the months and years go by, their ratings are going down, down, down, and whole channels and music video shows going off the air. Could it be they are building up a bigger inventory of gold videos and are burning out from cable, TV and radio cross-over?

Then there's the build-up of gold libraries personally through individual video cassettes, played on VCR's and audio tapes and audio cassettes played

on auto and home units. Talk about multi-media cross-over and gold burn-out! The original "Hit Parade" on radio, then TV, since the 30's was 100% contemporary. So was original Top 40 from the mid 50's to the mid 60's. So was the original HOT HITS. Hold on to the strong foundation of the true basics, elements and techniques!

There are many hybrids today, hybrid AOR, hybrid Urban, Hybrid AC. Hybrids to a particular format are dangerous, since sooner or later a particular type of music is out of style, locally, nationally. Why attach yourself to a specific kind of music, when tastes and trends change, not only in music, but in fashions, movies, TV? Play the hits, no matter what type of music. Do not be anti-teen, anti-female, anti-black, anti-rock, anti-ballad. A Top 10 hit has to be mass appeal. On my HOT HITS stations, 90% of the top 20 is mass appeal, selling ages 12 thru 54. That is the whole family. The trick is through day-parting, programming to the right audience, the target demo, the right time of day or night, weekend, holiday or vacation. Who is available when? Teens do not listen to Barbra Streisand, Neil Diamond or Anne Murray. 25-54 women, housewives and career girls, do not listen to heavy metal groups or punk rock. Blacks do not listen to strictly heavy metal white rock.

Cross-over black and romantic hit ballads are heard by everyone, age and race, 12 thru 54. It's important to remember for the next 10 years not to be anti-ballad. Romance, love, marriage are back. Not to be anti-black. The white population is more and more into black music, especially black cross-over, while both the black and hispanic population combined relate to urban music, and are the majority populations in nine of the top 10 markets, and more and more immigrants are arriving from the third world nations and less from the

white western nations. Let's not be anti-female. They are the majority, control the sets and have 65% of the buying power. They love ballads and CHR. Don't be anti-rock. It is America's most popular music and has been around for 30 years, and has never died. Just day-part it right. Most important of all, don't blow off your teens and young adults. In the past and even now, there is a campaign to upgrade demos and wipe out the teens. Radio is the only business I know that doesn't want teens. TV, movies, sports, fashions, automobiles, soft drinks, publishing, fast food restaurants, all embrace teens gladly. TV networks and all other businesses cater to adults when they are available and teens when they are present. There will always be teens and young adults, and there will always be popular music.

It was the teens that made Rudy Vallee, Bing Crosby, Frank Sinatra, Glenn Miller, Tommy Dorsey and Benny Goodman, Eddie Fisher, Elvis Presley, Chuck Berry, Motown and the Beatles. All major multi-media artists develop in the record store. So does CHR. Teens made all these artists, and teens grow up into adults. They stay around an entire lifetime. Recycle teens at night, while building your adult demos daytime.

In the long run, CHR stations need personality, community involvement, and tradition. At the same time, keep the consistency going and the image of being the station that plays the most popular music, whatever kind of music or artist is popular. Just play the HOT HITS, excite, contest, promote, entertain, inform, and be consistent. Stick to the basics, in elements, techniques and formatics. Every art form has its basic structure and disciplines. CHR has the variety that no other format has. Whatever the hits are, play them. Don't fall for fads! Look what happened when Top 40 went hard rock, adult contemporary, disco, all gold or LP cuts! Stay mass appeal. And

develop personality. All long term CHR's have them. There has to be something besides the music. Don't become sterile. CHR listeners come from all age groups, backgrounds and professions. CHR will still be here - 10 years from now.

DON'T... stagnate, loosen up, over-talk, add features, more news, talk shows, sports shows, eliminate irritants, de-emphasize hits, add more recurrents and gold, change your hit image, become laid-back, do something different.

DON'T DO... bad research, listen to your station all the time, think about burn-out, destroy teens. They are radio's future.

DO... counter-program, monitor your competition, communicate with and inform all ages 12 thru 54, male and female, all races, nationalities, incomes and professions, survey schools, colleges, factories, offices, malls, record stores, project, be energetic, fresh, excited, unpredictable, topical, emphasize personality, sincerity, charisma, warmth, good voices, develop street sense and use street language. Create, originate, motivate, don't imitate! Stick to the basics!

Do it right! CHR will be there 10 years, 20 years, 30 years from now... and forever!



## THE AOR FORMAT

By Burkhart/Abrams/Douglas/Elliot

The roots of album oriented rock can be traced back to 1964 and 1965 when the Liverpool invasion sparked fragmentation among rock listeners, particularly middle and upper teen males. For the first time, this audience was showing a clear preference for artists like the Kinks, Rolling Stones, Yardbirds, and Animals, while simultaneously rejecting many of the traditional Top 40 records. It wasn't called progressive rock or AOR back then, but something was clearly happening. By 1966 and 1967 we saw groups like The Birds, Bob Dylan, and even the Electric Prunes maintaining the momentum that started with the British invasion. The movement continued to grow as bands like Cream and Jimi Hendrix broke out, and by 1969 we had a full fledged musical revolution. Time Magazine was doing 10 page spreads on "The Psychedelic Sound," and the music fueled new ideas and significant social and cultural changes.

The AOR format was built out of a need to reach the middle ground. There was Top 40 on the right and underground progressive rock on the left, with a giant audience of vulnerable Top 40 listeners sitting in the middle: people who listened to a Top 40 station but liked every third record. When the Rolling Stones or Buffalo Springfield came on it was great, but then they'd have to put up with a Gary Puckett and Herb Alpert record to get back to one of their favorites. Progressive stations were just too strange. If the nighttime disc jockey liked Country rock, well... that's all you heard. So the concept of AOR was built to reach the vulnerable Top 40 listener using principles of Top 40 such as familiarity, but the key was in changing the familiarity factor from song title to artist. For example, with a group like the Moody Blues, a Top 40 station would play their two or three hits, but an AOR station would play

15 or 20 cuts by that band. The result was familiarity because of the band's unique sound but also depth. The key was to be as commercial as possible without losing the progressive identity and to deliver progressive rock music in a structured and disciplined style.

Throughout the early and mid 70's AOR stations were popping up throughout America with tremendous success. The early true progressive stations started to fade away, doomed by their own lack of discipline. The late 70's, however, proved to be a time for AOR stations to re-group. Many of the early AOR heavyweights got rich, bored, and stopped making great music. Bands like Blood, Sweat & Tears started to play Las Vegas. Some of the hard core heavy metal was alienating the older end of AOR's natural audience; the new thing from England, which had always been AOR's saving grace, was "Kill Your Parents" by the Sniveling Snots (punk rock), and John Travolta had a number one record spear-heading the disco movement. But the main fear in the late 70's was that census data started leaking out, indicating there would be no teenagers left on earth within five years. So began the great 25-34 scare. In the late 70's most AOR stations realized the importance of continuing to reach the natural audience... the audience that they grew up with. AOR was not going to be a static 12-24 format forever but instead one that grows with that initial core of people from the 60's. The musical problems ironed themselves out with refurbished bands and new approaches to "progressive rock music." The most significant development was the fact that AOR stations addressed themselves to the concept of evolving with their audience and in a way positioning themselves as the middle of the road stations of the future. Back in the early 70's, AOR reached teens; in the late 70's it was 18-24, and now in the middle and late 80's AOR's natural audience is 25+. The key premises of AOR remain the same:

- 1) Playing familiar artists but with depth. Instead of one Genesis cut which might be the hit, an AOR station will play that hit plus several other cuts.
- 2) Realizing that what is generally perceived as AOR music has an extremely wide demographic span and relying on the importance of playing only the AOR perceived music that is in sync with the target demographics, i.e., eliminating pre-teen heavy metal and focusing on 25+ oriented based bands. There are still AOR stations that try to mix more mature and sophisticated AOR music with the teen based metal, but most of those stations are finding it fruitless.
- 3) Special programming... whether it's a Psychedelic Psupper at 6:00 or a weekend of album sides, AOR stations have always and will continue to use special music oriented programming as an image enhancing vehicle.
- 4) The balancing of a high profile personality, usually in the morning, with a more music approach during other dayparts gives AOR radio a combination of fun and no-nonsense music delivery.
- 5) The balance of science and emotion where most ideas begin creatively and emotionally, using science and research to confirm one's emotions. This keeps the format fresh yet realistic and practical.

The future of AOR looks extremely bright in that its music is the music of a generation. AOR stations will become the WGN's of the future. Bruce Springsteen will be the new Frank Sinatra. We can also expect offshoots to the traditional AOR approach. One being an all hard rock format aimed at teens who are alienated by AOR's more adult approach as well as a format of New Age



music, which in effect is the new Beautiful Music. In the late 60's, someone in their 30's could punch up a Beautiful Music station and hear the 101 Strings doing "Guantanamera." But now in the 80's there is a person who needs a button on their dial for atmospheric and somewhat relaxing music but finds the traditional Beautiful Music stations out of sync with their tastes and A/C stations out of sync with their music orientations, whereas New Age music is a direct evolution of many AOR music principles. In many respects, New Age music is reminiscent of early progressive rock in that much of the music is selling extremely well without airplay. Once a format delivers the music, the movement should grow considerably.

But the bottom line is that AOR in its present form has grasped a generation. As long as the format stays fresh and innovative, listenership will remain loyal and intact.

TALK/FULL SERVICE RADIO

By Dan Fabian  
WGN, Chicago

From time to time, these truths have been self-evident.

Dinosaurs rule.

Bathing causes plague.

The planet is flat.

The Nehru Look will last forever.

Rock 'n Roll will not.

We're out of oil.

Chicago teams never win the Big One's.

AM Radio is dead.

From time to time is the operative phrase. In the truth and wisdom business, available information matters almost as much as whose interpretation of same the local army endorses. Fact is: facts change. Absolute realities become retroactive oopsies every day. We learn.

Take AM's imminent demise as a budding case in point. Consensus of those who think MTV discovered Paul McCartney notwithstanding, the obit is as premature today as FM's was before the rise and fall of polyester. Thanks primarily to those listeners who actually seem to be as interested in each other and the world and such as in the audio range capabilities of most androgynous megastars, it will survive. Probably even prosper. All of which, believe it or not, is reasonably germane. To date, the particular kind of radio these strange people prefer - "Talk & Full Service" for lack of adequate categorical buzzwords - has been virtually an exclusive AM proposition. That, too, will change.

But I am getting ahead of myself. The assignment was to assay the format's evolution over twenty past, present, and future years. No tougher than comprehensive analysis of every water cooler/loading dock/boardroom/breakfast nook conversation anyone has ever had, planned to have, or thought better of having, I suppose. Besides, the drill's first half is a gimme. If you are reading this, you know the history as well as I do.

AM has obviously been on a roller coaster of spectacular plunges and long, hard climbs since the mid-70's. On the day Jim Duncan hung his shingle, the band was still riding pretty high. Then, predictably, some things happened. Costs soared. Arbitron implemented a string of methodological, ah, improvements. Baby Boomers bulged through a couple of demos and re-defined the rules of the game. FM exploded. Fainthearts tried to cut their losses with formulaic turnkey fads. Listeners noticed and went away. As a result, successful AM's are now the exceptions. More often than not, they are also those essentially information and people oriented old line bombers that have: resisted the urge to cut and run; taken maximum advantage of the positives; and, become Electronic Mirrors for the communities they serve.

No typo. There have been positives. Really. Networks and syndicators, for example, provided high quality, low cost fringe daypart alternatives to scratchy 45's and the local car dealer's favorite golf stories. Athletes, politicians, economists and assorted other entertainers offered endless grist. Guest/topic/pithy/not-so-pithy anecdote referral services and technical advancements sprang in every direction. The latter - stereo equipment, satellite facilities, computerized information retrieval banks, talent-producer communications terminals, sophisticated phone systems and the like - have, both in quality and content, benefitted this format more than any other. Most important, several people got

smarter. Heck, even PR types occasionally came in handy. (Well, okay, that one is a bit of a stretch, but you get the idea.) Suffice it to say, the tools are there for those willing to gulp hard enough to use them.

Might just be a lesson buried in there somewhere. Continued viability in the face of increasingly negative odds implies more than casual appeal. Since the Boomers aren't likely to get a whole lot younger in the next decade, potentially broadening appeal. Sufficient to make "Talk & Full Service" the format of the nineties? Not a chance. Done well, the mix is talent-intensive (translation: expensive), tricky to execute, and by no means universal.

Qualitative research consistently identifies three basic types of radio listeners. Slightly more than half of the available audience tunes in for music of one kind or another. They tend to be heavy listeners and to skew young. Give or take another quarter (also heavy users) listen for companionship and/or information. The remainder don't want much of anything on an ongoing basis. But, when they want it, they want it now! At first glance, wall-to-wall tunes are where it's at. On second..? Add 'em up. How many stations in your market compete for the fat half of the pie? How many for the rest?

Doesn't take an Enquirer class prognosticator to figure it all out. The FCC and technology and advertiser acumen and the calendar will narrow radio's gaps in the next decade. If Boomers follow traditional psychographic patterns - admittedly a big if - they will eventually want more from the box and earmuffs than noise. Achievers on both sides of the dial will adjust accordingly. Those who are succeeding at two-way radio now, will do so then. They will not, however, belong to quite so exclusive a club. Newsies and Talkers and Shouters and hybrids of every description will jump the wagon. More than a few of them, gasp, will be of the FM persuasion.

Book it. FM will be in the Talk & Full Service business long before New York decides to throw its next parade of big sailboats. Not an easy trick to pull off non-verbally. No problem. They might not realize it, and certainly won't admit it, but today's shock jock specialists in the poopoo-cahcah school of cutting-edge broadcast relevance are already making the move. What they say and how they say it are irrelevant. They are talking, growing up with their listeners, and doing the format a tall, albeit probably unintentional, favor in the process. Their daily excesses teach new generations that such revolutionary programming concepts as conversation and information do not necessarily cause cancer. This bodes well.

The punchline is pretty basic. What has happened to the format in the last ten years is precisely what has happened to everything else. Change. What comes next, with a couple of exceptions, is anyone's guess. Therein lies the fun.

## MOR/FULL SERVICE RADIO

By Randy Michaels  
WLW, Cincinnati

The term "MOR" or "Middle-of-The-Road" dates from the 60's when kids listened to top-40, adults listened to MOR, and everyone listened to AM. MOR stations typically featured personalities, news, weather and sports, but MOR referred specifically to the music, which was popular but not rock.

Today's "MOR" station, as defined by Duncan, superficially resembles its 60's ancestor. It still offers personalities, service, and adult music, and most significantly, it's still found on AM. MOR doesn't refer so much to music as it does to a full service AM which still includes music as a significant part of its programming.

It's no secret that winning on AM radio is becoming increasingly difficult. Any format which relies on music as its primary attraction will do better on FM than AM if it's available with similar quality on both bands. This includes country, oldies and nostalgia. To be successful on AM, one must have a music product not available on FM, or non music programming which is so unique and compelling that listeners will find it and stay with it no matter what band it is on. Recognizing that music does better on FM, many AM stations have adopted all news and talk formats. MOR stations can provide the services of news/talk stations, but by using music they can become more accessible to broader and younger demographics. The use of music adds variety, and allows a broader range of interesting personality content and humor.

While music may be a significant reason that listeners tune an MOR station, it cannot be overemphasized that music is not the primary attraction. Winning full service stations attract their cume with unique, compelling programming.

Top personalities, outstanding service, play-by-play sports, events that cause listeners to find them and listen regardless of the band they're on.

Many of the successful stations classified as MOR by Duncan carefully choose music compatible with their primarily 35+ audience. This tends to give an older demographic skew. Others successfully use music which, if tested, would show appeal to an audience significantly younger than the medium age of the listening audience. These stations use the little music they play to signal the younger demos that they are OK to listen to. The theory is that while the upper end demos may not love Springsteen, Steve Winwood, and Madonna, they are exposed to popular music everywhere. A 50 year old is more likely to tolerate Huey Lewis than a 30 year old is to tolerate Patti Page or Frankie Laine! A typical strategy is to play only a current song only if it is listed on both the A/C and CHR charts. Some of these stations show surprisingly competitive young demographics, often without significant loss of the 50+ and in the face of all-music FM competition. These stations use music to help overcome the most common impression about AM radio...that it is dull, boring and hopelessly out of date.

One thing common to all successful MOR/full service stations is a superior signal. It is imperative that a station have full market coverage to afford the strong personalities and features required to win. Its a sad fact that with higher interference levels, poor receiver quality, and larger metros, most AM's don't have the signal to compete.

These inferior signals will have to find gorilla positions to succeed. For the good AM signals, compelling, full service programming so good that people will listen regardless of the band is the key to success into the 90's and beyond.

## THE ADULT CONTEMPORARY FORMAT

By E. Alvin Davis  
E. Alvin Davis and Associates

Every format category has its own individual strengths and weaknesses, but a strong case could be made that the Adult Contemporary format has more strengths and fewer weaknesses than any other. A/C is radio's most efficient format at delivering prime demographics. Unlike some other formats that have a significant degree of waste audience that isn't particularly attractive to advertisers (either because it is too young or too old), Adult Contemporary is virtually 100% prime demos. The core audience of an A/C station is the highly desirable 25-34 year-olds. FM A/C stations will generally skew strongly on both sides of 25-34, delivering substantial 18-34 and 25-54 numbers.

A/C, as a format, fares well in most markets. Not only is it successful in smaller and/or less-competitive markets, but it also does extremely well in larger, highly-fragmented environments. In a highly competitive A/C market such as Detroit, with six FM A/C's among the more than thirty signals making the book, four A/C's are in the top ten with 25-54 adults. No other format can claim such competitive elasticity. A/C is a radio operator's dream format. It is easy to sell. Advertisers love it. It can even be sold very effectively "on the come" without ratings, provided it's programmed correctly. Since the demos correspond to the age of many agency buyers, they can easily justify turning their personal enthusiasm into a rationalized professional buying decision. A/C's are also capable of building audiences at an alarming rate, especially on the FM band. There are numerous examples of virtual overnight rating successes where well-programmed and marketed A/C's have been successfully introduced to receptive and appreciative audiences in markets across the country.



The evolution of the Adult Contemporary format over the last ten years parallels that of radio during the same period. The word most descriptive of this evolution is fragmentation. Just as the radio audience has fragmented to a greater array of formats, A/C itself has fragmented into various derivations. Today we have vibrant A/C, older-demo A/C, male A/C, female A/C, personality A/C, musicintensive A/C, contemporary-skewed A/C, and oldies-intensive A/C.

In addition, Adult Contemporary as a format classification is taking a broader perspective. The "traditional" A/C format is being fragmented by newer formats that play contemporary music for Adults, but do so in a vastly different manner. Today, we have A/C-leaning CHR, softer AOR, Classic Rock, Classic Oldies, Black Adult A/C, and Contemporary-leaning Beautiful Music. All of this fragmentation has created new, unique programming niches and opportunities.

Even the traditional Adult Contemporary station is undergoing transition. The most obvious aspect of change is the evolution of the A/C musical product. Many of today's successful A/C's are less reliant on what were once the traditional core A/C artists, such as Kenny Rogers, Barbra Streisand, Barry Manilow, Air Supply, Neil Diamond, etc. These artists still have value, even to more contemporary oriented A/C's, but their greatest strength is now to the older-demo A/C stations. For the 35-44 audience, they are still core artists.

For the more contemporary A/C's, a new crop of stars have established themselves. Lionel Richie, Phil Collins, Hall & Oates, Billy Joel, and Whitney Houston are some of the artists who more appropriately define the vibrant A/C station of 1986.

With 25-34 adults as the generic target for many A/C's, the infusion of more rock-oriented music has been natural evolutionary process. The overall tempo

and vibrancy of today's A/C has kicked up a few notches over the last decade. In 1976, how many people would have imagined rock acts such as Loverboy, Tina Turner, Berlin, Michael Jackson, Heart, and Bruce Springsteen, making important contributions to A/C playlists?

Aside from the music, the other major area undergoing transition is the A/C presentation. While still in its early stages, we expect to see more FM A/C's become less music-intensive and begin to focus more on delivery of personality and information services. The prototypes for what we refer to as "vibrant A/C" are stations like KVIL-FM/Dallas, KSTP-FM/Minneapolis and WWNK-FM/Cincinnati. These stations offer high profile personality (even in dayparts other than AM drive), expanded information services and extensive on-air promotion. These are not background listening environments.

This type of station requires a major commitment of corporate resources, principally in the area of personnel. Certainly they are talent oriented, requiring on-air performers of a greater magnitude than before, but, they are also management-intensive, and require strong day-to-day leadership from general managers and program directors. But, despite the difficulty of such an objective, we expect it will be worth the price. Our guess is that these stations will become tomorrow's market dominant stations (with market dominance being redefined for a more competitive, fragmented environment). Look for these type stations to achieve a "share of mind" prominence, not unlike such legendary stations as WCCO-AM/Minneapolis, KMOX-AM/St. Louis, KDKA-AM/Pittsburgh and WTIC-AM/Hartford.

Adult Contemporary radio isn't stagnant. The new strains and changes are exciting. Narrowcasting and precision targeting continues to be the wave of the future. The infusion of entertainment and substance are compliments to

the music-intensive and "environmental" A/C's of yesterday. The A/C spectrum is alive with growth and expansion. The future looks bright. We're thrilled to be a part of it.

## THE COUNTRY MUSIC FORMAT

By Tom Cassetty  
Gregg Lindahl  
WSM AM/FM - Nashville

10-4 Good Buddy. Can you believe we embraced the CB craze? The country music listener drove a pick up truck armed with a citizens band radio and gun rack, or so the world thought. We only had ourselves as country broadcasters to blame for this stereotype. In 1976, no less than four different songs about CB's and trucks made it into the top 15 of Radio And Records, (a country chart based solely on airplay). Red Sovine's number one song about a CB conversation between a trucker and a little crippled boy led the way.

For much of the last half of the 70's, country broadcasters had to work hard to legitimize the format to advertisers. Overcoming the stereotype became a mission! Only when many major market top 40 rock pioneer AM radio stations switched to country and began to employ solid marketing and modern programming techniques did the format begin to make headway in this area. Exposure of country music on the radio in a way the media buyers found digestable in many of the major media centers was a major event in the growth of the format. While traditional stations continued to succeed in the south and west in the areas of the country where country and western had a loyal base, the "western" was coming off the label and country was proving itself to be a winner with radio stations like WHN in New York City, WMAQ in Chicago, WDGY in Minneapolis/St. Paul, WHK in Cleveland and WDAF in Kansas City.

Undoubtedly, the movie Urban Cowboy made the biggest impact on the formats growth and popularity over the last ten years. The Urban Cowboy "craze" had an immediate impact on country music and brought about an impact on nationwide fashion. Just as the music was suddenly popular to a new

audience, country-style fashions, such as cowboy hats and anything made of denim, grew in popularity. With Urban Cowboy came a wave of optimism that country could really be a mainstream format. During this time, many country radio stations first became number one overall in their respective markets. Now it was OK for the youngest of demos to admit to liking country music and they emulated the lifestyle portrayed in the movie. Urban Cowboy brought new revenue and a new rash of competitors to the format. FM stations that were long time homes of Top 40 or AOR in markets like Denver, Houston and Oklahoma City switched to country in the belief that the market could support more than one country station.

As country music proliferated on FM, some of the frontrunner AM country stations who made the switch from rock to country as a solution to the erosion of their rock listeners to FM found themselves in the same predicament. The advent of the "continuous country" FM challenged many radio stations to re-examine presentation and music inventory. Controversial as it once may have been, the use of cross-over material and old rock began to be as important to sustaining audience levels in many markets as the Urban Cowboy phenomenon had been to attract new audience.

According to the Country Music Associations national market structure study released this summer, fifty percent of all consumers rate a "strong like" for country music. Forty percent of all those who stated a preference for country music listening said they now listen more often. This certainly bodes well for the format. The study identified areas for growth including the "Image and Identity of Country Music and the Music itself."

The music is most certainly changing. Of the 78 different artists who produced a Radio And Records top 15 in 1976, only 16 were able to produce a repeat nine years later in the 1985 chart. Multiple hit makers of 1976 who were absent in 1985 include among others: Bill Anderson, Narvel Felts, Freddy Fender, Mel Tillis, Loretta Lynn and Sonny James. Multiple hit producers of 1985 who were not even on the charts in 1976 include among others: Alabama, Lee Greenwood, Kenny Rogers, The Oak Ridge Boys, Ricky Skaggs and George Strait.

Eighteen fewer artists were able to obtain top 15 records in 1985 than in 1986 reflective of tighter and more competitive music policies at many stations. This difference also indicates that country has made a transition from an artist driven format to a song based format, as indicated by this fall's CMA nominees, Randy Travis, Reba McEntire, The Judds and George Strait. For many years, country music fans were loyal to the artists who made the music. Today, they are loyal to the song. This turnover is an exciting change as it will certainly mean that artists will have to sharpen themselves and their material in order to stay viable. As in rock, fame will not be measured in annual terms. The exceptions will be the legends of the future. Fortunately, this shift has not come at the expense of losing core listeners. The variety of the format remains intact as it broadens its appeal.

Today, country radio is largely homogenized. Market differences have become blurred. In cities like Cincinnati, Washington, D.C. and Indianapolis, once served by two or more country stations, only one station remains. This sameness among country stations presents an opportunity for innovators in the next ten years. A country radio station, targeted at 18-34 demos will be a viable format extension.

The influence of television and in particular, the growth of the Nashville Network cable channel has the potential to have profound impact in a positive way on country radio over the next ten years. The market leading broadcasters will acknowledge this television influence with their audience and advertisers.

The owners and general managers of country radio stations, in the next ten years, will be concerned with developing new strategies to fend off adult contemporaries as they begin to use more current country music in an attempt to remain "mainstream." Country radio has long been accused of incorporating innovations of other formats long after the fact. Because country radio has worked so hard to overcome the issue of "acceptance" of its format, it is sharper today in many areas than the radio community as a whole. In marketing, promoting, sales, and audience research, country radio stations are beginning to set the pace for the next ten years today!

## THE URBAN CONTEMPORARY FORMAT

By Don Kelly  
Don Kelly & Associates

As our industry celebrates the Tenth Anniversary of American Radio, the Urban Contemporary format is attracting considerable attention. The format's conquest of legendary stations in Los Angeles, Miami and Dallas during the past year alone has gained the respect of the radio industry.

Born of a "Latin Disco" beat and a "Black" rhythm in the late seventies, this format remains the most misunderstood in radio's repertoire. Because it doesn't fit into any of the sterotypical "cubbyholes" that most of us in radio are comfortable with, this schizophrenic format has been dismissed as "ethnic" or "black" by competing stations and some in the advertising industry. No doubt in some cases this is the result of lingering racism; in my opinion, in most cases, it is simply a fear of the unknown. I welcome the opportunity to shed new light on this exciting format for the readers of this special issue.

The term "Urban" is used to indicate the geographic area within which an Urban Contemporary station has decided to wage its war for ratings. The population residing in the "Urban Core," the city and the close-in suburbs, is the "Target Audience" for stations using this approach. In effect, the station is a reflection of the city and this determines the make-up of its audience. Two or three major groups comprise what is called the "Urban Life Group." In most cities, a simple black and white coalition will provide a universe large enough for a station to score impressive audience shares. In several major cities, the coalition is made up of hispanics, blacks and whites and in a few places, it's a hispanic and white mix that reflects the



urban population. The percentages that each of these groups contribute to the station's cume and quarter hour are determined by the population mix in the "core city," many of which are well over fifty percent ethnic. The competitive lay of the land, Arbitron methodology, market history and sales considerations are also factors.

Although a true Urban Contemporary station may have as little as thirty percent non-ethnic audience on average, the majority of the advertising attracted to these stations is general market business. The demographic profile is very similar to that of a CHR format with large teen to thirty-four shares and like most mature CHRs, these stations can develop Top Five twenty-five to fifty-four shares in a few years. In my opinion, one of the most profound changes that has taken place over the past several years is the acceptance of the format among advertisers, especially retailers. Urban audiences are made-up of "active" listeners that ring cash registers.

With major broadcasters such as Emmis, Lin, DKM, EZ, NBC and RKO becoming involved with this format, the stories of fifty cents on the dollar profit centers and million dollar plus months have become a reality. In addition to the improvements these companies have introduced in the sales arena, the financial support that they have given to the format has had tremendous impact. Better salaries and facilities, money for research, marketing and promotion have dramatically improved the product we offer.

The dramatic changes in the make-up of the population of our country between the 1970 and 1980 census, especially in larger cities, pointed radio in a new direction. Those that have learned from this experience and are students of the latest census projections look toward 1990 with confidence knowing that

there will be more Arbitron HDBAs (High Density Black Areas) and HDHAs (High Density Hispanic Areas), making the Urban Coalition approach to programming truly mass appeal in many markets.

The Urban Contemporary Coalition format has gained a great deal of momentum in just over six years and into the next decade, the statistics point to even larger shares. No matter what format you manage, program or sell, it will pay to get to know more about this format. It is important to point out that the Urban format differs greatly from the traditional Black format and I urge you to read the Black Radio article in this issue to gain an understanding of the differences.

## BLACK RADIO - ADAPTING TO A CHANGING RADIO WORLD

By Amos Brown  
WTLC, Indianapolis

The First Decade of Jim Duncan's American Radio chronology of the ebbs and flows of radio listening in America, recorded significant changes such as the decline of AM, the growth of FM, the development of 25-54 as THE only demographic, the death of teen appeal, ratings methodology changes, the growth of the sunbelt and deregulation. These changes affected all formats. But as you'll read in this essay, the changes affecting Black Radio during the past ten years have been somewhat different.

Ever since rhythm and blues, blues and "race records" were first heard on radio after World War II, Blacks were attracted to those radio stations playing "their" music. Those stations were the forerunners of today's Black Radio. Black Radio first flourished in the South, then as the 60's began, Black Radio spread North, serving the Black communities in major Northern cities and towns. Most of these radio stations were AM, but in Kansas City, New York, Indianapolis, Washington, Chicago, Jackson, Philadelphia, Pittsburgh, Dallas and New York, FM Black Radio stations were launched.

When American Radio was born, nearly all the leading Black Radio stations were AM Radio stations. The "Magic" formats of Houston and St. Louis, the "V" formats of Atlanta and Baltimore and the FM progressive Black formats had yet to be born. Back then, radio stations with majority Black audiences were called Black Radio stations.

Today, that's changed. What's my definition of a Black Station?

It's a radio station with a MAJORITY of its audience Black.

If that station must call itself URBAN to garner advertising dollars from advertisers who still don't believe that Black listeners buy products, goods and services, then call yourself Urban. Being a pragmatic person, if calling a Black station "Music of Your Life" would help me get my fair share of dollars - I'd do it!

The reason for these gyrations of nomenclature is advertising revenue, or in many cases the lack of revenue Black stations receive because of the racial make up of their audience. This has directly affected the growth and development of Black Radio.

#### SHIFT FROM FM'S TO AM'S

The biggest change in American radio in 10 years was the growth of FM and the decline of AM. In Spring 1975 the majority of the leading Black radio stations in America were AM. This past Spring, nine out of the top 37 Black stations in share and four out of the top 46 Black stations in average quarter hour audience were AM. This is in line with the changes other radio formats have shown in the past 10 years.

But there's been a disturbing trend in several markets in recent years, where seemingly succesful Black FM formats were SHIFTED TO AM. There's no logical reason for these against the grain moves except a feeling that more dollars could be generated with general market FM formats than with a Black FM.

It happened first in Columbus, Ohio, when WVKO(FM) which had strong potential in the market, was converted into AC WSNY(FM) with the Black format remaining on WVKO(AM). Next was Dayton, Ohio, whose Black community was serviced by powerhouse WDAO(FM). After a station sale, the powerful Black FM format was abruptly moved to an AM, in favor of an AC format on the FM.

This past Spring, we saw the phenomenon of a Black FM changing format leaving the market without a Black FM service. In Jacksonville, Florida, a metro that's 23% Black, WJAX(FM) which had been the first Black FM service in the market changed calls and format to CHR, leaving the market's Black community served by just two AM radio stations. (Hopefully, this market hole has been filled when you read this article).

In fact, similar to what Beautiful Music has experienced these past ten years, Black Radio is evolving into a format with just one dominate station in every market. With the exception of markets like New York, Chicago, Washington, Cleveland, in nearly all other markets there's just one dominant Black radio station (or Urban), with perhaps a lesser FM and AM properties.

#### BLACK RADIO - THE AUDIENCE IS THERE. THE DOLLARS AREN'T

These shifts and the evolution to one dominant station per market is a result of lack of revenue. Why? Well, building business for Black Radio stations has always been an uphill battle. Advertisers, bringing their own economic prejudices and ignorances into play, have, in many cases, kept Black radio from achieving economic parity with other formats. Just look at the Black Radio market leaders from the Spring 86 American Radio. In nine markets, (Columbia, SC; Columbus, GA; Fayetteville, Jackson, MS; New Orleans, Raleigh, Savannah, Shreveport and Tallahassee), Black stations were the market leader, with sizable shares and strong demographic strength. Yet, in terms of revenue, according to Duncan's Radio Market Guide, NONE of these stations is the revenue leader. In fact, it is probable, that these stations may rank as low as fifth in revenue, in spite of their large salable audiences.

It is the effort to overcome the "format bias" Black Radio faces daily that has been our biggest challenge these past 10 years. Now, don't get me wrong, there are a lot of sales success stories at Black stations nationwide. But, overall as an industry, efforts by Black radio owners (both Black and White), managers and groups like NAB, RAB and NABOB to focus attention on this problem and work with advertisers and agencies have been uncoordinated, unfocused and unrewarding to date. A coordinated, together effort is needed, not just nationally, but regionally and locally, too.

#### RESEARCH CHANGES - BETTER, BUT NOT THE BEST

In terms of how Black people's radio listening habits are measured, the past 10 years has seen a radical change. The death of Pulse (which many in Black Radio felt knew how to measure our format) brought on the growth of Arbitron. Their change from the old Telephone Retrieval to the Differential Survey Treatment (DST) did cause quarter hours and cumes for Black Radio to climb, at the expense of a loss of exclusive cume dominance. The addition of Birch Radio in the measurement arena has been a mixed blessing. Black stations show well, in some cases in Birch, but Birch has a hard time generating sufficient Black sample bases.

However, black radio listening will NEVER be accurate or complete, until Arbitron and Birch radically INCREASE Black sample sizes. Just use common sense. Is 610 black diaries really enough to project the listening of 2.4 million Blacks in New York; or 515 diaries for 1.2 million Blacks in Chicago; or 99 diaries for 93,000 Blacks in Buffalo; or 75 diaries for 151,000 Blacks in Pittsburgh? It isn't! The answer is simple. Our industry must challenge Arbitron, Birch and any other firms to make as their goal that Black sample MUST be large enough to accurately measure Black listening. The Black sample

must be as large as if the total population would be measured. Only then, will our format achieve audience size and stability, in all demos, as other general market formats.

#### BLACK RADIO PROGRAMMING - CHANGES DURING THE DECADE

Black Radio has always been a "full service" radio format. Not only did Black stations play music that appealed to a wide age spectrum of Black listeners, but they provided news and information on events and activities in the Black community, and spotlighted the spiritual side of that community in religious programming and Black gospel music. This entertainment, information, spirit and service is what made Black Radio important to its audiences. And today, it is that tradition that really separates the "Urban" format from the "Black" format. Stations that provide service like WHUR(FM), Washington; KJLH(FM), Los Angeles; WYLD(FM), New Orleans; WTLC(FM), Indianapolis; and WJMI(FM), Jackson, are continuing that tradition of Black Radio.

Black music has also changed in the past decade to where it is a challenge and problem for Black Radio. The combination of Motown, Memphis, Blues, Ballads and Funk attracted not just 12 to 24's but large numbers of persons 25+. But now the new wave of Black music - Rap music - has polarized Black audiences.

Ask any Black Radio programmer about Rap Music and you will start an argument. Ask listeners about Rap and you'll get sharply diverse opinions. Those under 25 love it, those over 25 hate it. In some cases, Black stations have found that playing "rap" causes older listeners to leave the radio station, without a corresponding pickup of youths.

One goal of many Black stations has been to increase their older Black (and White) listeners. Some Black AM stations tried to create special formats for

older listeners, targeted over 30's with Motown, blues, jazz and ballads, but none have been successful enough to become the dominant Black station in a market. One older format for Blacks that has met with some success are those that focus on gospel music like WYCB(AM), Washington; WWRL(AM), New York; WBGR(AM), Baltimore. Others are finding good Sunday numbers playing Black gospel, instead of "wall to wall" churches. Others are finding that incorporating jazz into a music mix is also helping to attract older Blacks. These trends are helping to attract older Blacks BACK to Black Radio and away from MOR and beautiful music stations.

#### HOW ABOUT THE NEXT TEN YEARS?

As long as there are Black communities - there will be Black Radio. We may change our name to attract business, but there will always be owners and managers who realize that service to Black listeners is financially and morally satisfying.

To generate our proper share of revenue, serious efforts must be made by Black Radio ownership and management to get together with advertisers and ad agencies to educate them to the economic wealth that exists in Black communities. So that when evaluating radio stations with majority Black audiences, advertisers will look at us the same way they look at all other radio properties - can this station attract enough people, at a reasonable cost, who will buy my product.

Arbitron and Birch must be challenged to INCREASE their sample sizes to accurately capture and record Black radio listening with a minimum error rate.

Programmers and managers must remember that Black Radio was founded on a base of service and entertainment to a community and a people. We should continue to encourage the Black music community to give us product that will broaden our appeal to as many ages and races as we can.



What has kept and will keep Black Radio alive and strong is that basic rule of good radio - serve your audience - meet their entertainment and information needs - and you will build an audience - sales - profits.

Thanks to Jim Duncan for allowing me the opportunity to share my thoughts on Black Radio with you. And in keeping with Jim's spirit of feedback with his subscribers, I invite your comments - pro, con or noncommittal.

## THE EZ LISTENING FORMAT

By Stephen Trivers  
Fairfield Broadcasting/KalaMusic

The past ten years have been exciting and dynamic years for programmers, syndicators, and stations involved in the Easy Listening Format. Ten years ago the music consisted of mostly standard instrumentals with vocals either performed by choral groups, or a small group of crooners like Vic Damone, Andy Williams, and Perry Como.

Today, as much as 50% of the music in some dayparts on some stations is vocal, the instrumentals are often versions of recent and current chart songs, and the range of artists being heard include such current popular favorites as Lionel Richie, Anne Murray, Air Supply, George Winston, and the like.

Stations in the Easy Listening Format have over the past 10 years greatly expanded their promotions, their personalities, and added news features and special events. Indeed, some stations - for example KODA in Houston, are even presenting play by play sports. In short, Easy Listening has kept up with the times, and more important has kept up with its audience. And the acceptance of the Easy Listening Format both by listeners and advertisers is at an all time high. The Average Share and more important Average Revenue per Easy Listening Station is higher than it's ever been.

If anything - those of us in the Easy Listening business had been victims of our own success. For the techniques that the Easy Listening Format taught the radio industry are now found in almost every other music based format.

1. Sweeping songs 3, 4, 5 in a row.
2. Limiting and clustering commercials.

3. Controlling and eliminating needless chatter and other intrusions. Now in almost every market there are Country Stations, Adult Contemporary Stations, even AOR Stations that are following these formatic guidelines.

We were victims of our own success perhaps in another way as well. In the early and mid 70's when our format was the first, and in many markets the only commercially viable format on FM, several second rate Johnny-come-lately, copy-cat operators began doing Easy Listening...or at least Easy Listening as they thought they understood it. When they became inevitably unsuccessful in this format they left it with great ceremony, a flurry of press releases, and went on to louse up other formats like Disco, Urban Cowboy, or Adult Contemporary... whatever happened to be trendily acceptable at the time. As a result of the shakeout the Easy Listening operators today, are the strongest and best practitioners of this format...operators who are committed to the format, and who know what they are doing - both on the air and on the street.

If anyone doubts the total viability of well programmed, well sold, and well managed Easy Listening Stations...just look at the prices that have been paid for WPAT - New York, KJOI - Los Angeles, and WLIF - Baltimore. All of these stations were sold at fabulous prices and all of them based on pure cash flow multiples.

While it is hard indeed to forecast the next 10 years with any pinpoint accuracy, I would submit that a few general truths appear to be fairly evident.

1. In every market there will be room for one Easy Listening Station.

Advertisers are demanding a quality audience. Listeners will seek out, find, and stay intensely loyal to Easy Listening Stations.

2. Primarily will be programmed by syndicators. However, depending on market needs and station needs, will need to create different blends from the very conservative to the rather aggressive.
  
3. Stations will continue to expand their promotions, information features, and service, according to the needs of their market. But they will retain the unique and distinctive character of the format. As a result the stations will continue to become more attractive to advertisers, indeed, even easier to sell...and will continue to be pleasantly profitable to operate.

## ALL NEWS AND NEWS/TALK RADIO

By Johnny Andrews  
Formerly VP/GM, KTAR/KKLT, Phoenix  
Now VP/GM of KLQT, Austin

In the beginning, there was news. When radio station KDKA in Pittsburgh, Pennsylvania made its first commercial radio broadcast on November 2, 1920, it broke the silence of the airwaves with news about election returns. Over the years since that day, radio has faithfully provided its listeners with a steady flow of world, national and local events.

Radio was born a medium trying to be all things to all listeners--a potpourri of music, comedy, drama and news. But the advent of television, a visual medium thought to be better suited for the likes of The Lone Ranger and Amos and Andy, soon stole the drama and comedy from radio airwaves. The course of radio history shifted, as radio searched for a new identity by trying to provide what TV could not. It survived by evolving into fragmented, specialized formats of music and information. Top 40, country music, beautiful music, rock music and a host of other radio formats were born. Along with them came the listener option of non-stop news and talk. Over the years, two distinct directions in news radio have developed: all news and news/talk.

All-news is just what the name implies; a continuous flow of information composed of local, national and international headlines, economic and business reports, stock market information, commentary, weather and traffic information, sports and features, all programmed round the clock. All-news winners include stations like KYW in Philadelphia, WINS and WCBS in New York, WBBM in Chicago and KFWB and KNX in Los Angeles.

In contrast, news/talk radio tends to be lighter and slightly more entertainment oriented in its approach. News/talk mixes drive-time blocks of news, weather, traffic, sports and business information with local call-in and network talk shows in the midday, evening and all-night time periods. Big winners at the news/talk approach include KGO in San Francisco, KABC in Los Angeles, KMOX in St. Louis, KIRO in Seattle, and KTAR in Phoenix, to name just a few.

All of these successful news radio competitors are AM facilities that have survived the ravages of FM penetration over the years by shifting into the non-stop news format or by mixing news with interesting, entertaining and useful talk. Although stations which successfully shun music formats number only a relative handful, they are an important programming option not to be underestimated if well executed in the right radio environment. Those who have won at news radio, have won big in terms of ratings and revenues. What factors make the essential difference in determining the success of this format? There are six important ingredients that contribute to the success of the format:

(1) MARKET SIZE: An indispensable component of making the news radio format work is market size. It's no coincidence that the big winners at radio news are stations in big metro areas. There is a direct connection between the size of the market and the ability of the market to provide a steady flow of news and information important and interesting enough to attract a large following. News radio stations must have a large cumulative audience to support their average quarter hour audience. Only the top twenty markets can deliver large enough audience numbers. Although most news radio success stories are a big city phenomenon, some small and medium market stations have

made the format work by choosing the news/talk approach. News/talk is more affordable because it takes fewer people to provide a quality product. Smaller market stations can mix local programming with satellite feeds and network news and talk shows.

(2) REVENUE: Market size goes hand in hand with revenue because only big markets can furnish the revenue to pay the bill for news radio programming. It's an expensive format that needs sophisticated equipment to make it work -- satellite technology, computers and remote equipment are a few of the tools needed to be effective.

(3) TALENT: Major market money also buys good talent. Attracting the right on-air mix of authoritative voices, experienced reporters and provocative talk show hosts that will draw the sophisticated, upscale listener with the critical ear is a must.

(4) SIGNAL COVERAGE: Almost as important as market size and what it can provide is signal coverage. A station must be heard over the entire metro area and beyond in order to deliver those necessary cumulative shares. Only a strong signal can deliver the essential audience numbers.

(5) SPORTS IMAGE: Another indispensable key to winning in this format is capturing the image of sports leader. The lucrative rights to broadcast professional and college sports is an important part of the formula. KIRO, for example, has positioned itself as the "sports authority" in the Seattle market by cornering all the available sports contracts.

(6) WEATHER AND TRAFFIC: Providing weather and traffic information that's a cut above competitors is the final important component. It's not unusual for

news radio stations to have a staff meteorologist as well as their own helicopter or airplane to scout out local traffic information during driving-time.

When well executed, all of these elements combine to build a community image for a news radio station. Because stations are in the information business already, they can respond to significant events more quickly and completely than their token news/music competitors. This also enhances the community image as the "information leader."

Although successful news radio stations use a well established formula, the programming methods are by no means engraved in stone. The format continues to evolve. The next important milestone will be when news radio programmers successfully capture the "baby boom" generation. "Baby boomers" are currently engaged in a love affair with the FM side of the dial, but are also beginning to outgrow music formats. Although a few attempts have been made to make news viable on FM radio signals, most have failed due to poor execution and under-financing. It is only a matter of time before some enterprising major group owner finds the formula that lures FM "baby boomers" from music to talk and news. The success formula will probably be news/talk and look for it to include more lifestyle oriented subject matter. It remains to be seen what other unique information innovations will develop to make news/talk work on the FM band. Whoever comes up with the right FM formula will not only change the course of future radio programming, but will also strike it rich in tomorrow's radio industry.



## THE BIRTH OF NOSTALGIA RADIO

By Jim West  
Jim West Company

Nostalgia Radio - as the industry insists on calling it - is one of a select few formats that is really new. Rock & Roll was new, News Radio and News/Talk was new, but the rest are permutations of a former life - if you will - and are versions of formats that have changed and evolved to fit the growing sophistication of electronics, musical academic evolution, and the Great American cultists who perpetuate changing fads in our society.

The roots of this music are firmly entrenched in the three B's - Bach, Beethoven, and Brahms, and throughout the 1920's, 30's, and 40's the Pop music songs based on these "legitimate" musical academics were being recorded, danced to, and listened to on that new marvelous invention called Radio. From the early days of KDKA in Pittsburgh, radio caught on as the principle electronic means of communication and entertainment.

Before World War II, a generation of Americans grew up dancing to the greats of the Big Band era. The roots of this totally American music evolved from the Black culture of the plantations and evolved from the basic blues into Dixieland music and its various versions (New Orleans, Kansas City, Chicago).

The late twenties and thirties brought the ensemble sound of larger orchestras and was legitimized by the Paul Whiteman Orchestra. From that group and the Ben Pollock Band came many of the future leaders of the Big Band Explosion. In parallel with these mostly white bands were excellent black orchestras defining individual styles of creativity (Duke Ellington, Count Basie, Jimmie

Lunceford) in the face of the worst kinds of segregation. In those days, it was tough enough to be a musician, but to be a Black traveling musician was rougher. However, in spite of all the obstacles, Radio brought this unique American music to our populace and it did become popular!!!

Remote broadcasts from major hotels and nightclubs were nightly affairs and thousands of bands followed the intineracy of the road-playing all kinds of clubs, hotels, and arenas where the crowds could dance the night away.

NBC and CBS had networks of stations all across the country serving the daily fare of Breakfast Clubs in the early morning to a full menu of Soap Operas all day long, and the wonderful dramas and comedy shows that filled the early evening hours. The coup'de'grace, of course, were the remote broadcasts from the Meadowbrook in New Jersey to the Aragon in Chicago to the Palladium in Los Angeles, and a hundred places in between. Some leading orchestras were on weekly radio shows and Americans shopped in record stores and purchased millions of singles and finally albums of their favorite artists.

T.V. was just evolving and its threat to the life and limb of Radio was not yet apparent. World War II exploded in 1940 and 1941, and the bands and entertainers followed our troupes and entertained at military camps and canteens all over America. Some - like Glen Miller - even enlisted and went abroad in official service musical units.

The end of the war brought dramatic changes in American society. The "call to arms" had forced families whose roots had been planted, to be unceremoniously up-rooted. The sedentary society that America had known became mobile, and the growing sophistication of mass transportation allowed America the chance to move around rapidly. Americans began to make choices about where

they wanted to live, and this post war dash to find new roots changed the life-styles of virtually everyone.

Education, assisted by the G.I. bill, exploded and new technology in science and industry took hold. Fast growing in this reshaped society, was a box that transmitted pictures, called the television.

Overnight, T.V. became a sensation. Milton Berle, Sid Caesar, Jack Benny, Bob Hope, Lucille Ball & Desi Arnaz, plus thousands more were affecting what we did and how we thought and where we spent our entertainment dollar.

This boom called television almost ruined radio. The network system of feeding programs fell into disfavor, and the children of the middle and late fifties began to reject the music of their parents. The traditional academics of the previous generation were cast aside as the guitar (tuned in fourths) replaced the piano (based on the cycle of fifths) as the center-piece for the "new music" that kids wrote, sang, and recorded.

Records, of course, were the mainstay products for most radio stations and their product sources were the record companies (Decca, RCA, Columbia, Capitol, etc...). These product lines of creativity - recording, manufacturing, and distributing were well-organized and profitable - but then the earth opened up as the musical earthquake erupted. The sounds of the guitar began to drown out the piano, and the kids with their "garage-masters" sold them to the record companies, and BOOM!!! Over-night the sales of the traditional pop music fell away as radio, in deep trouble because of television, needed a transfusion to save its life. And out of these cataclysmic events evolved a new kind of radio called Top 40. The kids simply wanted to hear "their music" over and over again, and new hits forced their way into the homes and

hearts of this new generation of Americans who wanted and got their own thing. The English wave legitimized the movement, but for the previous generation of Americans whose lives had been nurtured and influenced by our "truly American music" were dis-enfranchised by the new. The record companies stopped producing the albums of the great artists like Sinatra, Bennett, Como, and the rest. The whole manufacturing and delivery process had to be rebuilt to feed the new wave sweeping the land.

There's no doubt that the injection of this new culture saved radio at that time, but it also swept away all the vestiges of the previous music, and left millions of Americans with no place to listen. Most of them turned off the radio. Many gravitated to the "beautiful music" cover songs that served as a soporific substitute. Beautiful music stations proliferated because of this phenomenon, and news formats caught some of the overflow as well.

The Rock & Roll era opened the door for personalities in radio, and the new generation of D.J. was born. Top 40 stations were two and three deep in all major markets, and the battle of independent radio was on. The earliest leaders, of course, were Todd Storz and Gordon McLendon and Bill Stewart and their influence not only raised a new kind of radio, but helped develop a whole new field of opportunity for announcers, production people, salesmen, and sales managers which has continued now through two and almost three generations. The early pioneers are now the owners and operators of the major groups, and some are retired. But each generation has left a continuing legacy for the next, and all of the techniques have been improved upon, as has the technology. With that evolution of technology has come the phenomenon of FM radio, and the AM dial - once the ultimate arbitrator - is fighting for its very life.

Out of the significant development of FM broadcasting came the crying need for programming principally on the AM dial; something that would speak to AM listeners.

In the late 70's, Al Ham developed a format that soon found favor on AM stations and appealed directly to the vast number of people - over 40-years-old - whose music had been literally taken away in the 50's and 60's.

The research that surfaced about this lost generation opened the gates for this new format called "nostalgia." Al Ham's "Music of Your Life" led the vanguard, but other programming companies quickly adjusted to this opportunity, and out of this need for the "old music" came new opportunities for programming this brand new type of format.

The significant thing about Mr. Ham's contribution was that his roots were not in radio; they were in pop music and the A & R side of record production. He developed a format based on his conception of what the public wanted, not what radio needed. And it worked - as thousands of men and women called, wrote letters, and turned the radio back on - extending their thanks to the new operators for returning their original music to radio.

It showed radio people that the audience doesn't forget the songs that it grew up with. It underlined the reality that this music had been the "soundtrack" of their lives, and they wanted it replayed over and over and over again.

The realization of the audience's need for nostalgia is being realized with the growing awareness that the next generation will want to deal with its own nostalgia.

It won't be exactly the same though - because never before and never since - has an entire generation of Americans had their music taken away from them for over 20 years. It's a phenomenon that may never be duplicated again.

The format was new, but unfortunately the mind-set of the younger radio people has been in constant conflict with this format, either denying its existence, or sentencing it to failure long before its time.

One has only to look and study to realize that the older Americans can afford what they want. They do have most of the discretionary income, and in spite of our broadcasting youth, and advertising agency resistance, there exists the real need to serve this generation of listeners and the opportunity to make money doing it.

As McLendon said years ago - "all you need is a signal to compete!"

## A LOOK AT SPANISH RADIO

By Herb Levin  
WSUA, Miami

Before we can begin to understand what is happening today in Spanish language radio, it is important to understand something about the market it serves - and what is taking place inside the U.S. Hispanic Community.

The Market - The U.S. Spanish language origin population is now estimated\* to be 18.9 million persons. This population is concentrated in five geographic areas: Southern California, New York City, the Southwest border states of Texas, Arizona, and New Mexico, South Florida, and the Chicago A.D.I. The Hispanic market is fast growing; 3.3% per year\*\*. The reasons for this dramatic growth are two fold; first, there is a significantly higher birth rate among Hispanics, along with more new family formations, and second as the social and economic situation in Mexico and Central America continues to worsen America will be an ever more attractive magnet for millions of people to the South. Thus, in-migration, both legal and otherwise, will continue to increase the total number of Spanish speaking persons in the U.S.

The U.S. Hispanic market can be categorized into several distinct communities. The largest, the Mexican, then next in size, Puerto Rican, Cuban, Dominican, Colombian, Central American (El Salvador, Guatemala and Nicaragua) with smaller populations of Venezuelan, Argentinians, and Spaniards. The important thing to note - these people are all from different countries. Of equal significance is that each of these groups tend to concentrate in distinct population centers, where they continue, to a large extent, to maintain

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\* Strategy Research Corp. - Sept. 1986.

\*\* Ibid S.R.C. '86.

elements of their native culture. While all speak Spanish, it is vital to understand that in accent, idiom, culture, food and music they are very different. And well they should be, after all, they came from different countries. This is not to say that there are not some things in common, there are. However, the differences are a significant issue for marketers and programmers alike to consider when planning on how to approach this diverse market.

It use to be that when you couldn't make it doing anything else, you went "ethnic". Well, those days are long gone; no longer a collection of poor facilities with less than committed ownership, Spanish Radio today is a healthy and vibrant business. In the ten year period '75 to '85, the number of full time Spanish language stations has grown from 68 to 170 and estimated gross sales from \$40 million in '75 to \$130 million in '85. Today's owners and operators are committed professionals who are experimenting with new formats and becoming more and more creative in marketing their product. It is a misnomer to categorize what's happening today in Spanish language radio under one label - "Spanish Radio". We have entered the age of format specialization. We are segmenting our market just like our colleagues in English language Radio. Spanish Radio is not monolithic; it is diverse, creative, and increasingly competitive. In all the major Hispanic markets new stations have come into Spanish, forcing the old line leadership to become more alert, to compete - while the newcomers innovate and develop their very own segmentation techniques. There are News/Talk Spanish stations - Top Hits Spanish stations, Spanish easy listening, bi-lingual Eng/Span. music, Spanish C.H.R., and within music, there is rancho, norteno, salsa, cumbia, ballads, etc., music as diverse as the composition of the population the stations serve.



And even though the major rating services have great difficulty in accurately measuring Spanish speaking audience in many markets Spanish language stations, of one format or other, are found among the market leaders. In the last decade, more and more of America's top national advertisers have "discovered" the Hispanic market and the tremendous sales power of the radio stations that serve it. Many of these marketers have created a separate "Spanish Market Budget", and have retained the services of a Hispanic advertising agency to professionally approach this special market segment. And we can look for more to do so in the future.

Locally, a growing number of advertisers are recognizing the value of the Spanish speaking market and the need to use Spanish language radio stations to carry their message. With the increase in the number of stations, and the diversity of formats, so has the sale of Spanish radio advertising time become more sophisticated. Reach and frequency, cost per unit, audience composition, have become familiar terms. Spanish language radio stations are attracting both a growing audience and an increasing number of advertisers. As this process evolves, stations become more successful and thus more valuable. Witness recent sales in both L.A. -- KTNQ/KLVE \$40 million and N.Y. -- WADO \$20 million.

There is good reason to believe this trend will remain in force for the foreseeable future. Continued in-migration of large numbers of persons who speak only Spanish, rising incomes within the U.S. Hispanic market, increasing demand for advertising time from local and national advertisers coupled with the growing number of quality Spanish radio operators points to a healthy future for Spanish language radio in the U.S.

A WARM BREEZE IS BLOWING

(COMMERCIAL CLASSICAL RADIO)

By Bob Conrad  
WCLV, Cleveland

In August of 1982, at the 18th annual conference of the Concert Music Broadcasters Association at Lenox, Massachusetts, one of my last official acts as the outgoing president was to give a "State-of-the-Industry" address. At that time, I said that sometimes in the morning when the sun is shining, the weather is warm and the birds are singing, that you have a feeling of excitement and expectation that great things were going to happen during the day. I said that I felt the same way about concert music radio, that the industry was entering a time when great things were going to happen.

Three years later, we are now at about 11:00 in the morning, and great things have happened and are going to continue to happen. For many years, the concert music format was in a holding pattern. There was a steep decline in the number of stations programming classical music in the late 60's and early 70's. A shake-out occurred as the popularity of FM increased, and many operators decided that there was more money to be made in wallpaper music and bubblegum rock. Thus with the exception of three cities, only one commercial classical radio station remained in some twenty markets, mostly in the top 25. The status quo remained until the fall of 1981 when KCMA, Tulsa, the first new commercial classical station to go on the air in nearly a decade, debuted. Since then, there's been a boomlet of new stations or stations switching formats. Add Tampa; St. Louis; Portland, Oregon; Monterey, Bakersfield, and Modesto, California; and Harrisburg, Pennsylvania, to the classical market list. But wait a minute! Monterey (MSA 139)? Bakersfield (MSA 100)?

Modesto (MSA 147)? Harrisburg (MSA 85)? After all, common wisdom is that commercial classical stations can't make it in markets under 25, and that classical music is an exclusive FM format. But KHYV, a 1 KW AM in Modesto is proving otherwise. In my 1982 speech, I said that we all knew that FM had become the dominant audio medium with the shoe now on the AM foot, and therefore, AM operators would begin investigating new formats such as concert music since there can be only so many news/talk and big band stations on the AM dial. And so the spirit of experimentation that brought about the success of FM has now started to make itself felt on AM. AM owners and operators, thanks to the freedom of format given to them by the WNCN case, are able to take a chance on classical music. And why not classical music on AM? AM stereo is a fact of life, and classical music can do for AM stereo what classical music did for the consumer acceptance of the compact disc. In addition, one of radio's largest audiences is not in the home, but in the car, on the beach, in the park, listening to car radios or small portables in conditions where super high fidelity is not possible or even needed. And who would have thought that an AM station that was once one of the top AOR stations in Portland, Oregon, would have found wealth and happiness with concert music? Ask KKSJ, whose inroads into the Portland market helped to inspire the owners of KRCK (FM) (now KYTE) to switch from rock to Bach, making Portland (MSA 41) the fourth city in the U.S. to have two commercial classical stations.

And then there's KBOQ, a Class A FM in Salinas-Monterey, with an AQH of 4.7 and a cume of 10.1 and ranking eighth in a field of 17 stations. And what are these new classical broadcasters finding? A format that does not live or die by the ratings, a stable format not readily affected by economic downturns because it delivers an audience that has the most enviable demographics of any

format: well-educated professionals with high incomes, less affected by recessions and highly benefited by economic upturns. Concert music radio is a format that delivers for the bottom line year after year, without waste, effectively, efficiently. Economically, the 80's have been good to concert music radio. An informal survey of some two dozen stations in the format shows a continued upward growth of billings with annual increases ranging from 5% to 50% and with equivalent increases in national billings. For while concert music stations continue to prove their point with local advertisers, a goodly number of blue ribbon national clients are finding that concert music radio is a wise investment. Program sponsors (that's right, programs!) include Texaco, Beatrice Foods, Paine-Webber, Exxon, Cigna, Standard Oil, Lincoln, Amoco, and AT&T. Recent spot buys have included IBM, American Airlines, Subaru, United Air Lines, Apple Computers, Scandinavian Air Lines, Businessland, Northwest Orient, GTE, Discovery Card, American Express, Beaulieu Wines and Martini and Rossi.

And the new classical operators have found a format almost void of the creeping fungus of barter. Several years ago, the majority of concert music stations sanitized the format of barter deals and turned a number of accounts that they had been carrying for free into cash customers.

Since 1982, the satellite has come to commercial classical radio with the installation of downlinks at key stations by Concert Music Satellite System, a division of the Concert Music Broadcast Sales rep firm, and the advent of the Concert Music Consortium, a partnership of three major program syndicators, WCRB, Boston; WCLV, Cleveland; and WFMT, Chicago. CMC has leased two 24 hour-a-day dedicated channels on NPR's Weststar 4, establishing a wired network of some 250 commercial and non-commercial classical stations. The system is used

to distribute nearly 100 hours a week of syndicated product including concerts by eight major orchestras, the Lyric and Canadian Operas, Karl Haas's Adventures in Good Music, Carnegie Hall Tonight, Music in America, two BBC series and a clutch of other shows. And WFMT recently debuted its Beethoven Satellite Network, a completely programmed 24 hour-a-day satellite delivered classical music service.

Yes, there have been some downside aspects. Both Houston and Phoenix lost their long standing concert music stations when the owners opted for more popular formats in order to hype the value of their properties on today's volatile market for stations. However, other stations in both markets have leaped in to take up the format banner.

The inflated station prices in major markets resulting from the FCC's 12-12-12 rule and the revocation of the anti-trafficking regulations is causing waves in the classical music industry just as it is in other parts of the broadcasting business. Many of the pioneer classical stations were begun and developed in the 50's and 60's by broadcasters who wanted to program classical music and were willing to make the necessary sacrifices to keep their stations alive. They were and are a unique part of the radio business in that there was a sense of altruism mixed in with the desire to make a living. The phrase was "We don't broadcast programs in order to present commercials; we present commercials in order to broadcast programs." They stuck it out because this was the type of radio in which they wanted to be involved, and because it offered the opportunity to bring to the listeners a product of quality, one of which they could be proud, and one that genuinely contributed to the quality of life in their communities. But suddenly, after so many lean years, it has become apparent that these somewhat altruistically operated

stations can be, and, in many cases, are as profitable and as valuable, if not more valuable, than stations of other more popular formats. Many of these original owners and operators are now nearing the age of retirement and beginning to think about what to do with their properties and how the community treasures they've established can be preserved. However, the unrealistically high prices that are being offered by the commodity brokers are putting pressure on these pioneers to take the money and run, with the resulting debt service assumed by the new owners dooming the classical format.

Those who do continue and those who have the courage and foresight to enter the format will find rewards, monetarily and spiritually. But they should not lose sight of how the format got to where it is; that the success of the format is a direct result of the public service that classical music stations perform for their communities and an outcome of the fierce loyalty that public service has engendered in the audience. These broadcasters must not lose sight of the conviction that quality radio will out and of concert music radio's traditional and unique concern for the artistic integrity of the program material.

It is late morning, and in spite of a few clouds on the horizon, the sun is shining and there's a soft warm breeze blowing. There's excitement in the air, and a great day in the concert music radio business continues. Won't you join us?

## COMMERCIAL STATIONS AND JAZZ AND "NEW" MUSIC

By Bill Sims  
KLSK, Santa Fe

Radio has a "copy-cat" image. Too many of us apparently believe the road to success is simply to duplicate what other stations are doing, even to the extent of sounding like one or two others right in our own market. Truly creative use of the medium seems to be left to "public" stations or a few dreamers.

Maybe it's the high prices now paid for good facilities. Relaxation of the trafficking rule has led to quick turnover of many properties, all seeking ways to meet their considerable debt service. They go for the numbers, even if those very ratings are fraught with inconsistencies and inaccuracies.

Busy professionals don't fill-out diaries. They are left uncounted, but they still listen and buy. Mostly they listen to their own records, tapes, and CD's. Most believe radio isn't worth listening to. In many places, it's not. At least, for them. All they seem to hear is one form of Contemporary or another. They can only "choose" from three or four CHR's, A/C's, maybe a Country, or even an Easy Listening. If they're in a city, they might have a Classical, but probably not a Jazz station.

And what if their taste goes beyond just one form of music? Is there a truly "eclectic" station that will offer the affluent adult something different? Something that reflects his or her BROAD range of musical preferences found in their personal record collection? Probably not.

Unless they're "lucky" enough to live in one of a very few places. Santa Fe/Albuquerque is one of those.

Either due to the uniqueness of the market or the stupidity of the owners, KLSK has offered such an eclectic fare since it went on the air three years ago. 100,000 watts covers over 600,000 people in America's 62nd ADI. So do almost 40 other stations. Some might say such a format would only come from a day-time AM or a Class A FM. Others might think it's only possible because we built the station and maintain a relatively low debt service. Maybe so, but it works.

Those who subscribe to ratings tell us we don't do too badly, especially 25-49. More male than female. AND we hear our BEST daypart is NIGHTS! Imagine, adults listening to the radio at NIGHT. They might do so elsewhere, too, if someone would only serve them.

While Santa Fe/Albuquerque IS somewhat unusual (more Ph.D's, more ethnic groups, more "art and culture" than most places), we believe what we have done CAN be done elsewhere. But not everywhere. We'd love to try our Light Jazz/Popular Classical/New Age/And Other Stuff format in Santa Barbara, Portland, or Boulder. Maybe in Tucson or Austin. We know variations of it are already being done in LA and San Francisco and Woodstock. Surely, there are many others where it would work. First, some owner would have to stop chasing numbers and serve a specific definable "qualitative" audience segment.

Is it worth it? Hard to say. We did 2/3 million our first year, 3/4 the second. We're shooting for a full mil the third. The number 1 station does three. But they SPEND a lot more. We're paying the bills, enjoying a good life, and having fun. AND we gets lots of solid high praise.

We did it by sticking to a concept in spite of predictions "it won't work." We kept in local, even to the extent of hiring ONLY local people. They have



a far better feel for WHERE they are than folks brought in from somewhere else. (Why oh why do so many of us think the answers to our prayers always come from out-of-town?)

We continue to keep our ear to the phone and to our sponsors and to those we seek to serve. They will CERTAINLY tell you what they think. They're THINKERS, after all.

Thinkers are not entirely classical listeners or just jazz buffs. They have wide taste in food, clothes, cars, homes, and music. KLSK does its best to provide the latter, even way out here in New Mexico.

We would LOVE to share our experiences with others in hopes of broadening the offerings of American Radio.

## SALES AND MANAGEMENT

The section contains four articles which generally deal with radio sales and management.

Just as Dr. Pepper was the most misunderstood soft drink, I think it is fair to say that the Radio Advertising Agency is our most misunderstood trade association. Danny Flamberg discusses the RAB and its role in radio.

Bill "Be Fabulous" Burton of Eastman Radio lives up to his name with a very interesting examination of the radio rep business. I found Bill's "Total Rep" concept to be of particular interest.

Next my lovely and talented friend, Christine Woodward, surveys the status of women in radio management and offers her opinions about the future of women in same.

Finally, Ken Greenwood and Jim Taszarek team up to author an analysis of the value of sales training at any radio station.

THE RADIO ADVERTISING BUREAU: NOW AND THEN\*

By Daniel Flamberg  
Senior Vice President  
Radio Advertising Bureau

The basic mission of the Radio Advertising Bureau (RAB) is to develop dollars and develop people. Both are critical to radio's future. But almost everyone in radio has their own idea about how to accomplish these tasks and how to allocate RAB's finite resources. Too often, questions about the emphasis and allocation of effort has obscured the importance, the accomplishments and the necessity of the 33 year-old organization that serves as radio's sales and marketing arm.

RAB exists because it has to exist. Unfortunately today's RAB is often calling for internal unity, price integrity and increased professionalism; the same agenda that yesterday's RAB pleaded for. Without a way to market our medium, above and beyond the internal fray, radio could easily become a tertiary, throw-away medium. RAB is our first line of offense and our last ditch defense in the battle to achieve a greater share of all advertising expenditures of radio.

To represent radio, as a commercial medium, to a variety of attendant publics, RAB has focused its energies on advocacy/representation, breakthrough research and sales training.

Working as an advocate for radio among clients and agencies, the RAB has established credible relationships with hundreds of large-scale national and

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\* These are the personal opinions of the author and do not represent the official policy or position of the RAB.

regional clients and has produced 19 annual workshops to promote the effectiveness of radio ads in conjunction with the Association of National Advertisers. RAB is the only voice that regularly appears on hundreds of business platforms. RAB's senior media and creative directors advisory councils in New York, Chicago, Los Angeles and Detroit bring radio marketers in direct face-to-face contact with their opposite members in advertising agencies and client firms.

In 1979, RAB pioneered the concept of a national multi-media advertising campaign on behalf of radio. The pro-radio campaign, now in its 7th year, has consistently attracted the attention of client decision-makers and agencies while winning numerous awards for creativity and effectiveness. Print ads combined with RAB's pro-radio spots give radio a presence in the marketplace it wouldn't otherwise have.

The Radio Advertising Bureau created the industry's first retail department. Beginning in 1958 with the "Higbee Department Store Challenge" and continuing to today when senior officials of the RAB serve on the Board of Directors of the Retail Advertising Conference and the National Retail Merchants Association, RAB works directly with merchants across the country to influence advertising decisions and expand the role of radio in retail marketing with department and chain stores in every part of the nation.

In co-operative advertising, the RAB has been radio's database and advocate. When national advertisers were skeptical about radio's ability to prove itself, RAB joined with the ANA to create the ANA/RAB Tearsheet, which set formats, standards and procedures to calm suspicious advertisers and restore large amounts of co-operative advertising to radio. Since then the RAB continues

to set the pace as the leading source of information about radio co-op which is now available in printed and electronic formats.

The Radio Advertising Bureau has been the dominant catalyst for change and the primary pioneer in radio research and measurement. The 1964 ARMS I Study essentially set up the methodology which evolved into Arbitron Ratings. The 1974 ARMS II study conducted in New York and Los Angeles was one of the first, single-source media measurement studies.

In 1966, RAB undertook the first in-depth radio reach and frequency study. Major new discoveries about radio's reach and frequency let radio marketers offer clients and agencies scheduling alternatives based on time periods, demographics and budgets which broke through existing objections and increased radio use by national and major regional advertisers.

The 1982 Bruskin study, "Target Marketing and the Media", commissioned by RAB, was the first large-scale analysis of time spent with media. Broken out by demographic cells and product use categories, the data gave radio salespeople valuable, new selling information. The 1986 follow-up study promises to push the time spent with media concept to new frontiers because it was structured to address many of the current trends in marketing and advertising.

RAB's GOALS Committee is the only effective force pressing for new ways to measure and apply research data to promote radio sales. For 17 years, GOALS has served as a watch-dog on the measurement firms and as a champion of new research methodology and techniques.

Since its inception, RAB has been the radio industry's premiere source of professional training and sales tools. RAB offers the only professional certification program for radio salespeople (CRMC) and the only senior management

training for radio sales managers at The Wharton School. The RAB Managing Sales Conference, begun in 1981, is widely considered the only hands-on, practical, broadcaster-to-broadcaster educational experience available to radio general managers and sales managers.

In some ways, the Radio Advertising Bureau is a lightning rod for the hopes, dreams, anxieties and frustrations of radio sales and marketing professionals because it's the most consistently visible radio presence on the national scene. While many people may argue with the Bureau's short-term tactics, few can argue with its essential purpose and mission.

RAB is in the business of seeing the forest, not the trees. This necessarily means that some good ideas will be left undone or deferred. It's a trade-off that every organization operating on a budget faces to provide the greatest service to the greatest number. In the same vein, RAB can only act in concert with stations, groups, networks, city associations, state associations and others. No one wants RAB to sell their inventory for them, so RAB must address the broader issues with a broad brush to help all segments of the industry accomplish sales and marketing goals.

Unfortunately, RAB has been a prophet without honor in its own land. RAB presidents and RAB programs regularly attract attention, awareness, controversy, argument, support and press coverage. But too many times support, as evidenced by the number of dues paying member stations, has been less than desired.

The thirty-three year history of the Radio Advertising Bureau is filled with important marketing achievements. As the value of a share point of all advertising increases dramatically each year and the value of radio licenses increases

with each transaction, someone has to look beyond today's bottom line, or next month's interest payment. That someone must be an RAB that enjoys broad support, active participation and regular input from all radio broadcasters.

The rep of the future may well be referred to as "THE TOTAL REP" - being the central source for not only selling but many other services such as:

- (1) Sales and sales management training
- (2) Marketing Research support
- (3) Direct sales responsibility
- (4) Programming
- (5) Station identification packages
- (6) Advertising and promotional services
- (7) Financial planning/accounting systems
- (8) National communication capabilities
- (9) Syndication

...and many other new services that have not even been conceived in our current market place.

Instead of having to go to many different outside sources, a radio station would only need to turn to its rep - One stop shopping. Each aspect of the TOTAL REP would enhance the values of the marketing segments. Therefore, the future rep could be a total partner with the radio station. The synergism would continue to grow with added new services. Obviously, all services and departments tied together could dramatically improve everyone's bottom line.

In addition to the above, the time could well be right for the resurgence of boutique rep firms similar to Metromedia and Westinghouse of the past.

What makes today and the future more exciting for a radio rep is the enormous opportunity in front of us. Radio's heyday is not behind us but ahead of us. There are so many challenges in this day and age for advertisers to get their message across that they are going to have to rely more and more on the target medium R-A-D-I-O. The other medias all have their own challenges: TV with



competition from cable, VCR's, zapping, zipping and the constant clutter problem that will accelerate with the 15 second commercial. Newspapers continue to experience declining circulation and spiraling costs. Magazines, with the latest count being 10,809, have their own special selling problems in front of them.

Radio, with its unique ability to target in on the affluent, difficult-to-reach buyers, has a greater opportunity than ever before. Radio is the only personal medium that can sell all the way to the point of purchase - reaching the busy people on the move - who may well be the best prospects for just about everything in this day and age. Radio is the mobile medium. Personally, I like to think of the automobile as a "Radio on 4 wheels".

To summarize, I see the future of the national rep business as a seller's dream and there will always be an enormous market place for those who can sell. In my opinion, it's inevitable that agencies, advertisers and major stations will be interconnected with the computer. This will mean instant orders and instant clearances.

At first blush, that thought may frighten many in our business, but on the contrary, it will offer the opportunity for more professional selling. The top stations will become more cognizant than ever before that their dollar destiny may be in the hands of a computer operator a thousand miles away. Therefore, they will want the very best professionals on the scene communicating their definable differences.

As we switch from an industrial society to an information society, we are also switching from the buyer's market to a seller's market - and sales people, particularly top-notch professional sales people, are going to be at a premium

because of the dramatic change in the population skew. For the outstanding professional product mover - radio sales professional product mover - the sky's the limit. Many, many things will change but selling - creative selling - will remain the highest paid profession in the universe.

Radio - past, present and in the future - has been and will always be an exciting medium to sell with unlimited opportunities.

## WOMEN IN RADIO MANAGEMENT

By Chris Woodward  
Vice President  
Emmis Broadcasting

The Time: Winter, 1977...The Place: Grand Rapids, Michigan...The Seminar: Radio Sales Staffs of the 80's - What will they be like?...The answer: Mostly female (were they kidding?), many divorced (it is on the rise, we were told) with children (that keeps them hungry enough to make those extra calls.)

The predominantly male audience could not believe their ears. In their work environment at that time, there was the occasional "token" female. But a whole staff of them in the 80's? To the men, the concept seemed overwhelming. To me, it spoke of the endless opportunities that lay ahead for women in the broadcasting business.

In 1977, there were very few women in radio sales, let alone management. Women graduating from colleges around the country were just beginning to consider careers other than the traditional teacher, nurse or homemaker. For some women, their interviews ended abruptly with "but a woman can't sell!" Others were greeted with a doubtful "well, I'll give you a chance. I've never tried a woman in sales!" Those women lucky enough to interview with that avant-garde General Manager and get the chance to climb up on the first rung of the radio ladder to success began to blaze the trails that today are a great deal clearer to travel.

While some general managers hired women based on their own intuition, others were forced to hire women to make the "numbers" work out on their annual 395 employment forms. In the late 70's, women and blacks were a targeted "must

hire" group. And while this hiring pressure met with some resentment, it too contributed to getting more women into the broadcasting industry on the ground floor. Trade organizations such as American Women in Radio and Television saw their membership growing and new chapters starting where there were previously no women in the business to support them. The organization offered support through peer group networking (which men had had for years and women were just beginning), additional training programs and job banks.

And, as the radio business is one based on "paying ones dues", the advancement process had begun. As more and more women entered the radio business, there was increasing proof in numbers that women offered great talent in many areas... sales, on-air, programming, news and promotion. Women were gaining the essential experience needed to even be considered for a promotion, and with each new available position appeared more and more women with the necessary credentials to do the job!

Radio has been and still is, a "man's" world when it comes to management. One can thumb through the latest copy of American Radio and see there are still markets with no female general managers and others with only one or two. But it is only a matter of numbers, experience and a little more time before we see these statistics changing. The process is slow, but steady, as can be seen through the 1985 FCC EEO figures:

TOTAL FEMALE % IN OFFICIALS AND MANAGERS CATEGORY\*

1980	24.8%
1981	26.7%
1982	27.4%
1983	28.2%
1984	29.1%
1985	29.7%

While 30% is certainly not as impressive a figure as it could be I do feel that number will continue upward and that the future is excellent for women in broadcast management for several reasons:

1. Female Role Models - Many of the pioneers who started the climb to the top of the ladder are now holding top management positions. Finally, entry level women can find a female mentor who can teach them the ins and outs, rights and wrongs and how to move ahead more quickly!
2. Networking - When it comes to moving up, the radio business, like others, is often based on "who you know". This networking process has helped advance

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\* Occupations requiring administrative personnel who set broad policies, exercise over-all responsibilities for execution of these policies and direct individual departments or special phases of a firm's operations. In broadcasting, these include: Presidents and other corporate officers, general managers, station managers, controllers, chief accountants, general counsels, chief engineers, facilities managers, sales managers, business managers, promotion directors, research directors, personnel managers, news directors, operations managers, production managers.

men for years. As more and more women get into the business, they are developing a stronger, larger and better network than they have ever had. As this network grows, so will its benefits in helping women secure positions.

3. Management Skills - In addition to learning from female role models and from experience on the job, I see more good training programs targeted especially for women in management. The problems a female manager faces are sometimes different from those of the traditional male manager. With programs aimed at addressing these differences, women are armed with more knowledge and are becoming increasingly better managers.
4. Flexibility - In an era of women marrying later, the predominance of divorce and the commitment to growth of both parties in a two career marriage, women are displaying more flexibility than ever when it comes to relocation. Often, bettering one's self career-wise means a move to a bigger or better market. In the past, this sacrifice was too large a price to pay. I see that pressure easing, opening up new avenues for career advancement.

While many women I have spoken with have had to endure a tough road to their management position, I was blessed with good mentors, fair managers and great opportunities along the way. I see more of these types of situations all of the time. It is true that the percentage of female managers is not yet to 50%, but it will be with time. There are more women in the broadcasting workforce every day, gaining more experience, to fill more top positions. With hard work, tenacity and a positive vision for the future, more and more women will continue to be awarded those positions they so richly deserve.

## SALES TRAINING AND CONSULTANCY... THE FUTURE

By Ken Greenwood  
and  
Jim Taszarek  
Greenwood Performance Systems

We love discovering the oddities about radio compared to other industries that depend on people for their success. Does it seem strange to you that somebody that's going to flip hamburgers at McDonalds goes through a week of intensive videotape and workbook training? Have any idea of the training a person gets who sweeps up cigarette butts at Disney World? Again, weeks of intensive history, philosophy, and "how to give directions and exactly how to give them." Then there's IBM. Their salespeople spend their entire first year in training. Then even though you've been with them for 20 years, you still have to go to two weeks of school every year. The difference is, IBM's in the business of making customers. However, it seems radio is in the business of making sales. There's the big difference. The IBM's of the world have been focused on making long term, service-oriented relationships with customers, expanding the base of each customer.

How did radio wind up in the "let's make a sale today" business, and what's the future.

Let's look at the past.

### PROGRAMMING CONSULTANTS

The first outside "consultants" were those in programming. One of the value-added services of Blair Radio in the 70's was the appearance of Dave Klemm in the market to do a "diagnosis" of the sound. It was a frank, blunt report on Dave's findings comparing your station with other successful stations. At the same time, Mike Joseph came on the scene. He came from a wide, varied

background of programming, and was mostly a developer of new formats. When yours was sick, he could invent a new one and turn ratings around. His successes and innovations are legendary today. This was the beginning of the new "technology" in programming. Since the Todd Storz, Gordon McClendon innovations, programming has made giant strides asking the radio listener (the end user) "What do you want to hear... Tell us... We'll give it to you."

Then researchers appeared on the scene to add discipline and scientific methods to this process. It's hard to remember that both Jon Coleman and Bill Moyes struggled as their businesses started 6-10 years ago. The researcher who could tell you if your slogan was working, or how your morning team was perceived verses the competitors, is now standard operating procedures of scores of stations. Now many stations wouldn't dream of innovating in the marketplace without the backing of good, solid research.

Then a new wave or programming consultants took the research and showed how to execute this information to turn into either increased or extremely narrow, well defined loyal audiences.

#### A NEW "TECHNOLOGY" IN SALES?

Since we learned to sell in the 40's and 50's our economy has changed dramatically. The factories are going away, or are completely gone. Satellite dishes can take the most sophisticated, well executed format into the smallest market in America. Listeners and advertisers have become extremely more sophisticated. Also, there's been a virtual explosion of new competition for radio. Start with more radio stations, then look at the additional new UHF stations, as well as the myriad of cable networks that are selling time locally. Also, consider the impact of Arbitron in the last 20 years. Anyone who's been involved in radio sales for less than 15 years can't remember what



life was like before Arbitron. It changed radio from being sold for its value, to a finite numerical commodity, sold to a purchasing agent (the media buyer). Then, with competition for Homes-Using-Radio and Time-Spent-Listening, the relative share of each radio station declines. Result: increasing frustration on the part of managers in trying to increase billings. Radio's continually increasing billing each year is not the result of our excellence. It's the result of more stations, more networks, more syndicators/networks, and more people on the streets selling radio than ever before. Yet our relative share of the advertising dollar stays the same.

Like the program consultants and researchers, radio sales trainers and developers have a perception problem. The end user, a general manager or sales manager asks, "What's it really worth." "How much additional revenue will sales training actually bring to the table." Operators seldom ask "How much billing can these people prevent me from losing."

We know of major market stations that have an annual training budget of \$2,500 when that same amount is spent to buy a couple billboards per month. Can you compute the value and results of two billboards?

#### THREE TYPES OF SALES HELP

We predict that sales training and development is the next new wave of outside help that will be generally used by a general manager and sales manager. There are basically three types:

- 1) The Sales Trainer. They basically answer the question "here's how to sell." Sales trainers give the basic rudiments of how to make calls, present the station, answer objections, and close the sale.

- 2) The next level are Sales Trainers/Consultants. These companies do the basic job of trainers, as well as offering help in such areas as compensation systems, account list assignment, and rate card design.
- 3) Sales Developers. For years there was only one, a consummate, one-of-a-kind professional, and original. Kevin Sweeney. We believe this veritable genius had the foresight 20 years ago to know we'd be in a numbers constriction today. He's the one who said, "Sell the value!" Sweeney remains the master of value added selling projects such as the Food Fair and client overseas-trips.

#### OUTSIDERS OR BROADCASTERS?

The answer depends on your competitive status. Radio is a unique, complicated business. If a sales staff has only to be educated in the basic rudiments of selling, outside help is fine. However, if you need any more than this we recommend going to a broadcast based firm. The more steeped in broadcasting the firm, the better, as the complexity and sophistication of your situation increases.

#### THE NEW WAVE... MANAGEMENT CONSULTING

We in the radio business have run our radio stations with one hand tied behind our back. Only a very few of us are schooled in accounting, budgeting, forecasting, personnel administration, and business law by the time one reaches the general managers position. The reason it's tough, we come to the table untrained. We're predicting that outside help in plain ol' basic management training and development is an answer to make the general manager's job a lot easier and more fun than it's been in the last 10 years.

P.S.: If you decide not to use outside help, we recommend two essential components for successful sales. First, buy the book Mega-rates from the NAB. Second, join and stay active in The Radio Advertising Bureau and their activities. Don't miss the Management Sales Conference and get your people CRMC certified.

## AUDIENCE RESEARCH

This section contains five articles regarding the subject we all love and hate, live by and die by: radio ratings.

Sam Sotiriou, research director of DFS Dorland leads off with a discussion of local radio research. Included in Sam's article are some of the reasons radio is left out of a media campaign. It is rather difficult to see these reasons down on paper.

Rhody Boseley of Arbitron contributes one of my favorite article titles and then reviews how Arbitron has done to make their radio research more reliable and timely.

Bill McClenaghan of ABC (and former head of Arbitron) offers a rather surprising review of RADAR as the best audience research available.

Not many commercial broadcasters know about Tom Church but they should. Tom has changed the way many non-commercial stations use audience research data.

Finally, Tom Birch, founder and Chairman of Arbitron's first strong competitor in a decade, states his case for his product.

LOCAL MARKET RADIO RESEARCH - PAST/PRESENT/FUTURE

By Sam Sotiriou  
SVP/Media Research Director  
Dancer Fitzgerald Sample

When an agency buyer and station rep agree on the cost of a radio spot they are implicitly agreeing that the audience reported for that spot accurately reflects the number of prospective consumers that will be reached.

As Director of Media Research one of my responsibilities is to evaluate the validity of the syndicated radio research used at DFS/Dorland. Over the years I have made a number of observations on syndicated radio research that I would like to share with your subscribers.

No service is perfect. Complete confidence in the accuracy of reported data would be merited only if:

- \* The entire probability sample selected was surveyed.
- \* All respondents knew the correct answers to survey questions.
- \* All answers given by respondents were truthful.
- \* Data tabulation was free from error.

In actual practice, no service can come close to these ideal conditions. In general, however, if a service uses a reasonably large sample, employs established methods of data retrieval, tabulates survey results with a minimum of error and presents the data objectively, a reasonable degree of confidence can be placed in the audience data reported.

Shortly after I entered the business as a media research analyst in 1973, the big issue was deciding whether Arbitron's diary was a better tool for collecting radio listening vs. Pulse's aided recall method. Pulse's procedure required interviewers to show respondents a roster of radio stations within

the market as a memory aid. The industry decided that Arbitron's diary based service measured radio listening more accurately than Pulse's recall methodology. DFS subscribed to Arbitron that year; in 1978, Arbitron's only competition (Pulse), went out of business.

In the years that followed, Arbitron was the only organization measuring local market radio on a regular basis. Arbitron worked slowly to improve their service (no service is perfect). They expanded sample sizes, measured more markets with greater frequency and replaced monthly surveys with quarterly ones in all markets. In addition, Arbitron introduced a form of random digit dialing to include non-listed telephone homes into the sample. This procedure, called Expanded Sample Frame (ESF), represented a major improvement in Arbitron's methodology. These non-listed homes (which also included new numbers) accounted for about 40 percent of all households in some major areas.

Why should we be concerned about including these homes in our radio samples?

A number of tests conducted by Arbitron showed that non-listed homes are younger, more ethnic and spend more time listening to the radio than listed households. By including non-listed telephone households in the diary samples, Arbitron can better estimate a station's true audience.

While Arbitron is a better service today than it was 10 years ago, there continues to be room for improvement. Cooperation rates (the number of diaries returned as a percentage of all diaries mailed) are at an all time low. Low cooperation rates can affect the reliability of the data. This is especially true when people who cooperate in a survey have different listening habits than those who refuse to cooperate. Arbitron's printed reports provide audience data by age and sex only. While reporting audiences by age and sex

may have been adequate 10 years ago, I strongly believe that demographics including income and educational breaks are long overdue for this medium. Another weakness in radio research is the limited number of local audience reports issued during the year. Arbitron currently measures 77 local radio markets, once a year, in the spring. This limited amount of audience data in 127 markets negatively impacts both the buyer and the client. The buyer has limited information to estimate the audience each spot purchased will deliver, the client has no way of holding the buyer accountable for meeting GRP objectives within a meaningful time frame. While Arbitron has made many improvements, there continues to be many opportunities for additional improvement.

Have the limitations in radio research limited the use of the medium as an advertising vehicle among the major agencies?

The decision not to include radio in a media plan has never to my knowledge been made because of the limitations in audience research. The lack of inter-media qualitative research, has however, limited the use of radio. On an unadjusted efficiency basis, radio is often a better buy than television, however, in an attempt to make radio impressions equivalent to television impressions in terms of impact, the media planner applies a qualitative factor to radio. This factor which is often based on judgment reflects the belief that a television impression with sight, sound and color is more impactful than a radio impression. Radio impressions are often significantly devalued, making radio a difficult medium to justify from an adjusted efficiency point of view.

The media planner must often exclude radio from a media plan for creative considerations as well. While there have been many great advertising campaigns

on radio such as the Blue Nun and Molsen campaigns, the creative people at many agencies often find it difficult to transfer the creative message from the primary medium (television) to radio without sacrificing the impact of the message.

The outlook for improved radio audience research could not be brighter. Arbitron is beginning to feel competitive pressure for the first time in almost ten years as Birch Radio finally begins to convert agencies and advertisers to their telephone recall methodology. Competition is healthy for the industry, it forces the services to improve their product while holding costs down. No service is perfect or ever will be. The next few years, however, should give the radio industry better and more complete audience data.

TEN YEARS OF RADIO AUDIENCE MEASUREMENT: SAME QUESTION, BETTER ANSWERS

By Rhody Bosley  
Vice President, Arbitron Ratings

Ask a teenager why he listens to radio and he'll tell you, "for the hits."  
Ask a commuter why he listens to radio and he'll say, "for the best route."  
Or, ask those at home during the day, and they'll say, "for the company."  
But ask a broadcaster about radio and he'll say, "it sells." Ask the same  
question ten years ago, and the answer would be the same.

However, radio's selling points have grown over the past ten years. Where  
once there were 8,976 stations, now there are 10,002. Where once the AM band  
dominated audience shares, now the FM band leads. Advertisers now spend about  
6.5 billion dollars each year in the medium and the figure is growing steadily.  
At the same time radio has grown more competitive, so have broadcasters. They  
demand more from audience research than ever before.

Answering the call have been many audience research companies. Arbitron started  
measuring radio audiences in 1964 with just one market. Now Arbitron measures  
259 markets, 77 of them continuously, 182 one or two times a year. Audits  
and Survey's TRAC-7 and Burke International Corporations started services in  
the late seventies that lasted only a couple of years. They competed with RAM,  
Mediatrend, and Birch Radio. Pulse signed off in 1978 after having dominated  
radio ratings in the 1950's. Birch Radio bought Mediatrend and, at this writ-  
ing, is the sole survivor to compete with Arbitron. If we look at how research  
companies responded to the last ten years, we may be able to surmise the role  
of research in the next ten years.



Speed of delivery, frequency, reliability, flexibility--these will be the issues any research company describing radio audiences will have to address if they are to prosper in the evolving radio marketplace.

Radio changes fast. One week there will be two CHR stations in the market, the next there will be two more. Broadcasters can't wait six months to find out how they're doing. It used to take 180 days for Arbitron to deliver the Spring reports and as late as 1980 it took 106 days. Today, with new production procedures and faster computers, Arbitron delivers all markets within 40 days.

Radio changes fast. One or two short surveys each year didn't give broadcasters enough information to manage their business. One broadcaster recently lamented, "It used to be that my career of an anticipated 31 years was going to be made up of 62 Arbitron reports for 4 weeks each. Now I have 124 reports of 12 weeks each." Continuous measurement in 77 top radio markets arrived in 1986, just five years after the sweep period was extended from 4 to 12 weeks.

To find out how good a number was took a lot of pain and extensive calculations. Prior to 1981, many will remember going to the back of the Arbitron books, laying a ruler across the page, reading a long list of directions a few items at a time, all in an effort to determine the reliability of a particular audience estimate (the trivia answer is--Nomograph.) In 1979 Arbitron published a report entitled, "Replication II." Based on that study, simplified, easy-to-use replication tables were placed in each report. The result. A simplified way to gauge the reliability of any Arbitron estimate.

Survey techniques which gave us reliable audience estimates ten years ago often weren't enough for the changing composition of the station audience.

The radio broadcaster was asked to stretch his vocabulary to a whole group of new terms added to the lexicon of radio research over the last decade. DST (Differential Survey Treatment) was instituted as a second method to improve the proportionality of blacks (1982) and Hispanics (1983) in the radio audience sample. These techniques replaced the mixed methodology of telephone retrieval for blacks and personal placement and retrieval for Hispanics. Expanded sample frame (ESF) solved the concern of broadcasters that those with unlisted telephone numbers were not being reached.

The radio audience was once described well in terms of 12 plus shares. Stations now need the flexibility to describe their target audience in terms of narrow demographic cells. Stations now attempt to differentiate their stations from others in the marketplace by age/sex demos and other custom measures. Arbitron made all its listening information available to broadcasters on AID (Arbitron Information on Demand) in the late 1970's. AID answers the radio broadcaster's special information needs: audience estimates county by county, reach and frequency analyses, duplication analyses, custom dayparts, sports analysis, and audience estimates by lifestyle. AID's programmer's package, uses raw diary mentions to show the program director tune in and tune out by hour and by day, plus ten other reports to help evaluate the nature of their station's listening behavior.

To seek guidance from radio broadcasters in this quickly evolving world of radio, Arbitron created the Radio Advisory Council. This group of 12 broadcasters elected by Arbitron subscribers contributed substantially to a period of many service enhancements. Some of these changes they requested and lobbied to obtain. Others they fought hard to keep from the marketplace. Their advice and counsel changed the shape of Arbitron and its services.

No review of audience research would be complete without reminiscing for all those stations that come to "beautiful downtown Laurel". Over the years, the diary review rooms have increased from 6 to 11 and their appearance improved; unfortunately, area restaurants have improved in quantity, but not quality.

Radio over the last ten years has changed. But some things never change. When the "book" arrives, broadcasters warily slit open the envelope. If the numbers are good, the rejoicing begins and the sales staff touts the triumph. If Arbitron "screwed up", (the numbers are down), stations prepare excuses, make changes, or scour the book for--"we must be number one somewhere."

Who will prosper over the next ten years will depend on which service provides better information for broadcasters to answer the same question they've been asking since radio first signed on. "How do I sell it for more?"

## RADAR: THE BEST THERE IS IN RADIO AUDIENCE MEASUREMENT

By Bill McClenaghan  
Vice President  
ABC Radio Network

It may come as a surprise to many to learn that the best broadcast research available to advertisers is found not in television but in network radio. The name of network radio's rating service is RADAR an acronym for "Radio's All Dimension Audience Research." Even television's household meter, in theory a perfect way of measuring television tune-in, pales in comparison to RADAR in terms of the quality of the executed research.

While the ultimate objective of RADAR is measuring and reporting listening to radio networks, the first step in a RADAR survey is a national survey of all radio listening. This includes listening to all reported stations irrespective of whether or not they are affiliated with a network. While Arbitron Radio and Birch Radio measure local market listening, RADAR measures national listening behavior.

What makes RADAR all the more remarkable is that it started out as research by "committee". The research experts from ABC, CBS, Mutual and NBC got together in 1966 to develop a better way of measuring radio, and therefore, radio network audiences. The committee produced a research design that was superior to any broadcast research in use at that time and in 1972, turned over responsibility for all RADAR surveys to Statistical Research, Inc. (SRI) of Westfield, New Jersey.

Having personally worked on both the development research and then the management of Arbitron's radio rating service, I initially was skeptical that another radio research company "could be that good" when I came to the ABC

Radio Network in 1977. I soon found out why and almost ten years later, nothing has changed. RADAR's basic methodology to measure radio is superior to any kind of syndicated radio research available today.

There are many reasons why Statistical Research excels at what they do.

Random-Digit Dialing: The sample frame includes persons twelve and older in all telephone households. Every household is selected using a computerized random-digit dialing procedure pioneered by Gale Metzger and Dr. Gerald Glasser, the two principals who own and manage SRI.

The advantage of SRI's RDD system is that all households are selected using the same selection procedures. Differential surveys procedures based on race or the percentage of listed phone households are unnecessary.

One Respondent Per Household: Once a household is selected, only one person from within the household is randomly selected for the interview.

Selecting only one person per household has two advantages over the sampling method used for the diary technique. In the first instance, it reduces the possibility of "yea-saying" in reporting listening that can occur when several people in the same household are filling out a personal diary. Secondly, it provides wider sample dispersion. For example, if the average number of persons twelve and older in households is 2.5, and the objective sample size is 1,000, one theoretically would have to place diaries in only 400 households ( $2.5 \times 400 = 1,000$  persons). However, with the RADAR technique, interviewing would take place in 1,000 different households. Greater sample dispersion not only increases sample representativeness but also reduces the standard error of the reported estimates.

Telephone Recall Interview: RADAR uses a telephone recall interview to measure radio listening. However, is it not the "yesterday" recall technique. Recall is from the time of the prior call to the time of the present one. Calls are made over eight days resulting in coverage of the full 24-hour day for a period of seven days. (Note: It must be pointed out here that while Birch Radio also uses a telephone to measure listening, their procedures do not always parallel those of RADAR's. For example, Birch interviews do not cover seven days of listening: the interview is a "yesterday" recall interview; household and respondent sample selection are different.)

Control of the Interview: All interviewing is conducted from SRI's Westfield, New Jersey headquarters. Centralized interviewing is extremely important because it means SRI can maintain rigid supervision over what interviewers say and, equally important, how they say it. This reduces the likelihood of response biases that might occur due to departure from the questionnaire or due to different interviewing styles.

With RADAR, the research company controls the interview. In diary methodology (e.g., Nielson Station Index, Arbitron Television and Arbitron Radio), the diary is the interviewer. There is not much you can do after you mail a diary except hope: (1) people can read, (2) they are intelligent enough to follow instructions and (3) they will do what is asked of them and then return the diary.

On-Line Call Letter Verification: In the 1970's, RADAR was the first broadcast measurement company to use on-line computer editing procedures. Interviewers can verify the legality of station call letters in a market while they are talking to respondents. If an unknown station is mentioned, the interviewer can probe for additional information to identify the station

mentioned. Station slogans are maintained on file to assist in assigning listening to the correct station.

Response Rate: RADAR's average response rate over the last ten years is 72%. Put another way, in an average survey 72 out of every 100 persons selected for interviewing end up in the tabulated sample. Companies employing diary methodology for both radio and television generally have less than a 50% response rate and it has been known to fall below 30% in some markets.

The advantage of the telephone over the diary is that the interviewer knows when designated respondents are about to become non-responders and can do something about it. In diary research, non-response involving failure to return a diary is not known until the mail bags hit the front step.

Network Audiences: After RADAR has completed their national survey, radio networks provide clearance information covering 24-hours a day for seven days for every station affiliate. This information is then matched against the station listening on file. The only way a radio network can receive credit for listening is if the station actually carried the commercial. Therefore, the network version of RADAR which is used by buyers and sellers alike, is based on audiences to cleared commercials. If the commercial did not clear, the network does not get credit for that station's audience for the quarter-hour involved.

By way of comparison, local market rating services provide estimates of audiences "associated with" stations. If RADAR were to do the same for radio network, it would be the sum of audiences for all stations "associated with" the network irrespective of commercial clearances.

Arbitron actually produces such a report titled "Nationwide Network Audience Estimates." Based on the measurement of all ADI's in the Spring sweep, the report shows the total audiences of stations "associated with" various companies such as radio networks and unwired networks. This report does not reflect clearances nor is it based on a "national" sample design.

Why is RADAR Better Research?: How can Statistical Research consistently achieve high response rates while other methodologies are sometimes 20 percentage points or more lower? One reason is that RADAR devotes its entire effort to producing only two quality surveys a year. Syndicated radio and television research firms are saddled with the goal of measuring the largest number of markets in the shortest amount of time as well as measuring all markets simultaneously. This is "factory" research. While they certainly follow numerous quality control procedures at various points in the execution of their surveys, they cannot pay attention to details in the same way possible when only one survey at a time is being executed.

Local market research firms take pride in delivering their survey "sweeps" in the shortest possible time. Advertising agencies unwittingly have been at the root of this urgency because "report delivery," the elapsed time between the receipt of the first report and the last one, is one of the criteria on which rating companies are evaluated. I say "unwittingly" because no agency researcher I know of would accept faster delivery at the expense of a lowering of research quality. It is just assumed research quality remains unaffected by faster delivery of all reports. It may not be true.

In my opinion, syndicated radio research companies would do a better job if they approached the survey of each market as if it was the "only" market



being surveyed. To buyers and sellers of radio time in Austin, Texas or Kalamazoo, Michigan, their survey "is" the most important radio survey being done. Rating companies may not always see it this way. Call them sometime and ask to speak to the person in charge of measuring your market.

Why No RADAR for Local Market Measurement?: The RADAR-type technique for measuring national listening is adaptable to measuring local market listening, if not by SRI, then by someone else. If RADAR indeed is the best, and most researchers familiar with the service agree that it is, why not explore the RADAR methodology for application in local markets? Why is the Radio Measurement Task Force, a sub-committee of the National Association of Broadcasters, offering grants to companies in hopes that someone will find a better way of measuring radio than currently provided? A better way already exists. Why not try it?

I have been told the answer and am uncomfortable with it. "A RADAR-type survey costs too much?" "Be practical, radio stations cannot afford that kind of research." There are few acceptable trade-offs when it comes to research quality. Good research costs money. It is expensive to not only try but to have considerable success in doing things right.

The RADAR procedure already has acceptance by advertisers and agencies. If cost is the only reason for ignoring this as a possible "better way" to measure radio, on a local market basis, then let us agree that top quality, expensive research is not something the radio industry can afford...and let's get on with it. Above all, let's stop looking for a better way of measuring radio. It costs too much anyway.

The bottom line is that radio networks, advertisers and agencies who subscribe to RADAR enjoy the best radio research that money can buy. We would not have it any other way!

## NON-COMMERCIAL RADIO AND AUDIENCE RESEARCH

By Tom Church  
Radio Research Consortium

Non-commercial radio stations have been using audience listening estimates, primarily Arbitron data, for nearly 15 years. The first purchase of Arbitron listening estimates was in 1973 by the Corporation of Public Broadcasting (CPB). CPB is a non-federal corporation established by Congress in the '60s to help fund, assist and otherwise foster public broadcasting in the US.

The first purchase of listening data was fairly crude--nothing more than a hand-tab by Arbitron of the weekly AQH and Cume audience for approximately 175 non-commercial radio stations who at that time qualified for federal funding and CPB assistance. Each of the stations received data based on their own primary signal area, and CPB included the total weekly audience estimates in their annual report to Congress. Until the first purchase in '73 there were no estimates because of Arbitron's policy not to include non-commercial stations in their local market reports.

The Arbitron listening estimates being purchased by CPB and non-commercial stations have been expanded substantially since 1973, and the use of these data has become more sophisticated. Today about 300 non-commercial stations subscribe to Arbitron data for their market. The data are used primarily for programming, designing on-air membership appeals, and seeking corporate underwriting. National Public Radio (NPR) and CPB each year purchase the Arbitron spring raw diary data for a sample of NPR stations. These diary data are crunched in-house at NPR (by their research wizard David Giovannoni) and provide national projections for NPR programs and other programming with substantial station carriage.

I have been involved in the purchase and production of these data for 12 years--first at Arbitron, then CPB and now the RRC. I have always worked in the field of radio audience measurement and am admittedly a ratings fan. I'll let someone else address the validity of the data and simply say that over time I have found listening estimates to be a source of useful information--even when the numbers are small.

Generally the non-commercial audience is small by commercial standards. Audience size varies widely by market and station. There are some markets where the demographics, visibility of the station and professional on-air sound contribute to a sizable audience, but for the most part the numbers are pretty small--possibly the price for trying to serve too many different audience needs. The problem of small numbers is exaggerated by the fact that the non-commercial station listeners are not that loyal, as measured by the average time spent listening. Early on we learned by looking at the Arbitron diary data that the average non-commercial listener uses more radio, and more stations during an average week than is typical of all radio listeners. Non-commercial station listeners are generally heavy radio users who spend a majority of their radio listening time with commercial stations.

Small numbers tend to bounce around more than larger ratings so the focus for non-commercial stations has been away from the numbers themselves and more on what the Arbitron data tells about total radio listening and station tune-in patterns. Arbitron reports total radio listening for the metro area of each market. The Arbitron metro totals essentially show who's listening to radio and when. This is critical information for every radio station since total radio listening dictates the potential audience that is available at any time.

Radio listening is usually part of one's lifestyle and I believe stations can do very little to change the way in which radio is used. So programming with some knowledge of how people listen to radio is important for any radio broadcaster.

Besides learning what there is to know about radio use in each market, non-commercial stations find a good deal of utility in the data by looking at applications of their own listening estimates. By applications I mean going beyond the numbers and looking at the listening behavior that is represented by the Arbitron estimates. This can be done by fairly simple calculations that provide the following kinds of knowledge--how each time period contributes to the total audience, weekday/weekend audience flow and exclusivity, audience composition and time spent listening. The raw Arbitron diary data can provide even more information about station usage such as listening occasions and duration, and the differences between heavy, moderate and light station users.

Most non-commercial radio stations define their program service by some form of "Mission Statement." But no matter what the specifics may be, no mission can be achieved if there are no listeners. Because non-commercial stations define success in more esoteric terms than profit, they may have an even greater need for audience research than commercial radio does. The ratings provide an objective means of determining who is using (or not using) the service that a radio station provides. Beyond just the numbers that basic audience research provides, non-commercial stations use the ratings for making decisions about effective programming strategies with a two-fold purpose in mind. The primary purpose is to provide the best service possible to the audience; secondarily, most non-commercial stations are aware that providing better service also means improvements in listener support of the station. Both purposes should result in "better radio" on the non-commercial band, something that is good not only for the individual station but for all the radio.

AUDIENCE MEASUREMENT IN TRANSITION; FROM 1966 TO 1986

By Tom Birch  
Birch Research

This year will be remembered as the year that the radio and TV industries began updating their respective scorecards after 20 years of dormancy.

Ratings service choices by broadcasters are simple. If the service is being demanded by agencies, or if the service shows the stations in a positive light, a subscription is possible.

Agencies have a different criteria. For an agency to switch ratings services, the challenger must prove to be demonstrably better than the incumbent in many different ways.

Agencies have switched radio ratings services in the past. They switched from Nielsen to Pulse in the early 60's. Pulse to Arbitron in the early 70's.

And in the mid-80's, they're switching from Arbitron to Birch.

The Diary is Obsolete

In 1966, when the American Research Bureau (ARB) first introduced the seven day self-administered diary technique, things were different.

There were approximately 5,500 stations, of which nearly 70% were AM. With only a handful of truly dominant radio stations in each market, measuring listening was relatively easy.

People were more likely to cooperate in survey research in 1966.

Working women comprised 25% of the workforce in 1966 versus 41% today. Home video didn't exist in 1966. It's everywhere in 1986.

In 1966, radio diary response rates approached 60%. They're under 40% today. Since 1966, a few things have happened that affect the radio medium and how it is measured.

The average family size has dwindled, as more and more adults opt to live alone. Black and Hispanic populations have soared in the major cities.

The mobility rate has increased as more and more people move to new cities. Suburbs have experienced explosive growth with corresponding effects on commuting times and location of radio listening.

Functional illiteracy, the inability of an individual to use reading, writing and computational skills in everyday life situations, has soared to approximately 20% of Adult Americans, including over half of the Black and Hispanic populations.

Most importantly, FM has changed the face of radio. In 1966, AM accounted for more than 85% of all reported listening. Today, AM's down to 33%... and dropping.

Competition in radio has become fierce. In markets such as New York, Los Angeles and San Francisco, upwards of 100 stations have competitive signals available for public consumption. It is common to see as many as 7 to 10 stations clustered within a tenth of ratings point in a target demographic such as 25-54.

Just about everything has changed. Technology. Laws. The population. The way people work, play, interact and use media.

Ironically, the only thing that hasn't changed is the way the radio and TV media were measured and reported.

## BUT HOLD ONTO YOUR HATS

Change in measurement of the electronic media is now upon us.

In the space of one year, 1985-86, the audience measurement industry is now catching up on 20 years of slumber.

At the heart of this catch-up is a critical review of the diary as an adequate measurement technique for capturing viewing and listening. Researchers cite:

1. Inability of diary to gain cooperation of majority of respondents.

Radio diary response rates have declined from nearly 60% in 1966 to a national average of approximately 39% in 1985. And in major markets such as New York and Los Angeles, Arbitron response rates have dropped below 30% - where only one out of four people selected for sampling end up providing usable results.

2. Inability of diary to measure minority listening.

The Coalition for Literacy estimates that 44% of all Black Adults 18+ are functionally illiterate - and by definition, unable to participate in a diary study which requires reading, writing and computational skills.

3. Inability of diary to accurately track listening and viewing within today's highly fragmented radio and TV environments.

Both Arbitron-TV and Nielsen have rapidly expanded the number of television markets measured with electronic meters. Both companies are racing to introduce People Meters; it is highly likely that the current Nielsen National Television Index will be utilizing a People Meter methodology as 1987 begins.



4. Inability of diary to provide timely feedback.

Diaries are cumbersome. Households have to be contacted for advance permission for sampling. Diaries must be mailed and households recontacted for verification of receipt.

Following seven days of self-administered diarykeeping, trust is once again placed in the U.S. Mail that the diaries will come back on time...if at all.

The extensive editing is required to "clean" the diaries for manual key-entry into the computers. It's not uncommon to see illegible diary entries. Diaries kept in crayon. Or diaries filled out for an entire household by one conscientious individual.

CBS Vice President/Research David Poltrack believes the diary is "obsolete" as a measurement instrument for television.

Alan Golden, VP/Media Research Director of Kenyon and Eckhardt in 1985, went one step further by pronouncing the dairy "dead" as a methodology for radio.

The meter appears to be the answer to television's measurement challenges.

#### TELEPHONE IS THE ANSWER FOR RADIO

Use of Telephone Recall provides some hefty advantages:

1. Significantly lower non-response.

Because responders listen differently than non-responders, it is vital that response rates be high. When response rates are low, the ratings may be unprojectable to the total population.

Birch Radio telephone response rates average about 61% nationally versus diary service response rates of about 39%.

And the major markets, where the margin for error should be lowest, the response rate gap between Birch and the diary service is actually the greatest. In New York and Los Angeles, Birch Radio response rates are often double diary service response rates.

2. Telephone can measure minorities.

The Coalition for Literacy estimates that 44% of Black adults and 56% of Hispanic adults are functionally illiterate. Functional illiterates, systematically excluded from diary measurements, can participate in telephone interviews.

3. Telephone interviewing can more accurately track listening in competitive markets.

Because all respondents are being interviewed, Birch is controlling the process...not the respondent. So all respondents use the same amount of recall. In the case of a Birch interview, recall of actual time spent listening is limited to yesterday.

Thanks to recency of recall and the probing nature of the interview process, listening can be recalled and reported with greater clarity than is possible with a diary.

After all, recall used in filling out a diary can vary from one hour to one week.

4. The phone is clean and reliable.

Birch conducts all interviewing in a controlled environment. Working from one of three Birch WATS interviewing centers, up to three attempts are made to reach each sampled household. Another three attempts may be made to reach the preselected respondent.

The interview takes no longer than 15 minutes. If there are questions, the interviewer generally clears them up with the respondent before hanging up.

There is no chance of the data being lost in the mail, respondents filling out the forms incorrectly or illegibly or losing important information because the respondent didn't read the instructions.

Using the telephone, respondents can be reached quickly. Data can be collected in a dependable, uniform fashion from all respondents. And finished results can go directly into tabulation following minimal editing.

5. Qualitative and Product Usage data can be collected at the same time as the listening information.

Research studies have shown that diary response rates drop precipitously when additional questions or measurement of additional media are added to the diaries.

The problem of sequence bias - the potential for people to look over the entire diary or questionnaire and be influenced by the size or contents of the document - doesn't exist in telephone studies.

When you consider the facts, it's not hard to see why agency researchers are increasingly choosing telephone over diary.

#### A NEW REALITY FOR RADIO

Some concepts have been proposed that may hold promise, but many critical technological hurdles remain. And the costs of these new concepts must come down dramatically in order to be viable for radio.

So for now and into the foreseeable future, telephone will increasingly be relied upon as the methodology of choice.

And we see Birch Radio continuing its role as the industry's innovator in audience measurement while dramatically widening its sphere of influence.

Birch Radio crystallized the evolution of radio measurement from "ratings" to "dimensions."

Birch Radio introduced the industry to the concept of continuous year-round measurement through its Monthly Trend Reports.

Birch Radio was the first ratings service to introduce microcomputerized analysis and sales material generation for stations.

We believe the changes that we have brought to radio audience measurement equate to improvements in the valuation and use of the medium by advertisers.

#### ON THE HORIZON

The future looks exciting. By the time American Radio publishes its 20th anniversary issue, we expect that

... Qualitative and product usage data will become critical considerations in media selection and buying.

Radio, TV, newspaper and a myriad of product use and purchase information will be collected simultaneously;

... Microcomputers will become nearly universal;

... The diary will no longer be used in the measurement of radio and television.

## PROGRAMMING

This section offers eight articles which are, in general, related to radio programming. In the first article, Bill Sanders, one of the reasons I love New Mexico, contributes a delightful and somewhat nostalgic look at the world of syndication and program consultation.

Next up is Bob Bruton with a discussion of satellite programming systems along with a rather controversial prediction that because of these systems, national spot radio will virtually cease to exist.

Peter McLane next examines the role of the corporate program director and why a Group PD is an important element of corporate management.

John Lund offers his thoughts about the proper use of a research consultant. John also reviews music and perceptual research and the serious problems confronting those providing telephone research.

Randy Bongarten then offers a frank analysis of the radio network situation.

Ed Shane discusses radio news and how it is changing rapidly and drastically. Jim Hood then addresses these changes from the point of view of the national wire services.

Finally, Steve Meuche with a forthright and enlightening article about non-commercial/NPR stations and their relationship with commercial radio.

## THE WORLD AS I SEE IT

By Bill Sanders  
President  
Wagon Train Communications

Hold it!

Let's restore enough pages to the calendar to make it read 1960! Now then...

The mumbling rumbling on the rock 'n roll road is about this overgrown, customized bus tooling from town to town, state by state, giving out music! Telling time and doing promo's and stuff; tearing down egos and building up...to the future.

His name is Paul Schaefer and his newly pieced together technological mystery, "automation", is parked down on the corner puffing out tape recorded things and enticing GM's and owners down to see and hear his musical miracle.

Meanwhile, to put things in context of the times in the land of live sock hops: I'm a PD doing mornings on WDXG (how about "Dynamic Dixby"?) in Chattanooga, TN.; Bill Drake, who founded "boss" radio, is still Phil Yarbrough and in Waycross, GA; Kent Burkhardt is in New Orleans "stacking wax on King Rocker WNOE. Paul Drew, guru to a generation of PD's, is in Atlanta at WGST about to publish his southern music hype sheet and move to WAKE and subsequently join Bill Drake. Buzzy Bennett, a major innovator of the 70's is dancin' on the Buddy Deane TV show in Baltimore, and among the founding fathers of top forty; Frank Ward is somewhere doing something; Art Wander is living it up in NYC and WABC is still a basic ABC affiliate. Dick Biondi, king of the late niters in the 60's, is (no, not WLS) hitbound in Buffalo at WKBW and out west, KFNB, with PD Chuck Blore, is the hottest thing in radio.

Bill Randle, now a professor at Western Reserve University, owns WERE afternoons and Cleveland with a 60's market share in a thing called a hopper. (The Granddaddy of all ratings services! And present group owner Frank Stisser was the 29 year old wonder-boy President). Norm Prescott, now producer of all those Saturday morning cartoon extravaganzas, is at WBZ doing afternoons and not even thinking about his future venture into Hercules movies. (Although he may have been worried about Boston Rocker Joe Smith, long since President of Warner Brothers Records). The heaviest of today's hottest, hippest, wealthiest talent are thumping their car seat bottoms to the Ames Brothers, The Miracles, The McGuires and Booney (not Debby, darlings). And 'Lil Jim Duncan is dreaming of the day there will be an Arbitron and he can become the generic name for American Radio information, the only generic I expect to ever know.

Into that rock 'n roll era of live jocks and flag-pole sitting promotions stepped 'ole Paul Schaefer. He just peddled this automatic music thing that was gonna take my job away.

And he did and it didn't. Just like the computer didn't do bad things to people, automation didn't. Instead it helped spawn the success of a thing called, (ready?), FM!! Because a guy named Drake and a President of RKO named Johnston determined the right kind of music on a Schaefer automation system, aptly named "Hit Parade", could be properly programmed to a mass audience. Funny thing, we all laughed at the idea. Even Bill and Bruce. Then they took it to the bank. And FM? Well, largely because of them and a very few others, FM just VAVAVAVOOMED!

And automation gained credibility beyond the engineering fraternity.



A little before or a little later, just can't remember which, Tom Merriman heard about WDOK in Cleveland making beautiful music noise and numbers, (till then only KABL had successfully programmed beautiful anything on radio and heard it happen). He signed to represent "DOK and was a syndicator overnight, and TM was born. CBS' "Young Sound", introduced on their O&O FM's, wasn't happening. And Schulke was yet to come and make easy listening really work.

Meanwhile, in Canoga Park, CA., Bill Drake and Gene Chenault had formats galore. None of which replaced anyone worthy of their job.

Suddenly everybody wanted one and automation voomed a little more. Why? Sure, economy was one reason. Results was the other and more substantial one. With the success of automation and syndication came the expanded consultancies of most companies today. I don't know for sure but would bet others who do what we do would agree that almost 80% of our clients today use us for music and quality and programming control. The tape is simply the delivery system; automation the equipment available and in use.

At Wagontrain Communication alone, we have more than 600 stations. More than 125 rated markets. Of those, more than 52 of "The Programming Consultant" and 75 "Drake-Chenault" clients are rated number one, two, or three in their target demos. Not many consultants can say as much.

Yet, twenty-two years and sixteen formats into providing competitive excellence in markets of every size and dimension we are still politely referred to as "damn tape merchants" by everyone save our clients, the vast majority of whom have been around for more than five years.

In the next two decades, as the past two, we will experience constantly changing and improving technology. The essential difference being provided by the

rapidity of development. Hardware, different as Paul Schaefer's bus provided 26 years ago. Formats as different and diverse as today's from yesterday's. And likely, a radio station, complete with transmitter, studio, turntables, playbacks, and everything else you need to get it on the air, that will fit on a desk top, with a record library you can carry in your coat pocket!

For you who came a callin' at the Programming Consultants Inc. suite in New Orleans this past convention, there was real amazement at the advances we have made in the uses of 8MM videotape music and system controls. For you who missed out, it will not be long before you see, touch, and enjoy this absolutely unique programming system.

Today's technology, folks, would enable you to choose from a Chinese menu:

Column "A" gives you the music, pre-programmed by the day, hour, month, or even year and you never have to touch it. When updates are due, we feed them to you via modem.

Column "B" gives you the music which you are able to program any way you choose, using of course and naturally, our licensed software.

Column "C" gives you the choice of "A" and "B" plus the ability to interject your own locally inserted music updates and other materials.

Column "D" might let you install the equipment, plug in the telephone and go home while we do all the programming, including the live portions, from right here.

In other words, we're doing Schaefer with white side walls, circa 1990 and let you control it, as you wish, or you let us control it.

For less than wholesale!

In all likelihood, such a facility will be on the air by the end of 1986!

And, digitally, no less!

The things we could do today are beyond my ability to describe. Digital this and that and other stuff. Laser whatever and DSRS (still don't know what the heck that means). But the guys who do know tell us we can get it for you for so much less than you have ever paid for other such technological and programming and consulting services that we are certain our industry will soon offer all or some of these new "things" to an ever acquisitive broadcast community.

Jim Duncan, in asking that I join the others in these pages whom he has chosen to contribute asked me specifically why we had invested so many bucks in syndication. The answer is pretty simple for us at "Drake-Chenault" and at "The Programming Consultants." With more than 75% of our clients live or live assist, with our record of success in ratings and results and the surging growth in the consultation aspect of these companies we are in the position, if we elect to do so, to lead our industry into a future filled with some of the most exciting things we've ever experienced. So we put up the money to acquire the technology and expertise and ingenuity that built the two largest broadcast consultation-syndication firms in the nation. And not a moment too soon.

Had he asked me about our biggest problem I might have answered like 'ole (remember) Pogo. WE are the problem. We have yet to convince you that what we really are is consultants who happen to supply you with music on tape. Or is it on cassette, or cart, or video tape, or hard or soft disc?

We can correct our problem over time, so...

Jim, boot up your software, take off your green eye shade, dial in some digitized music, listen to your locally originated and produced digital station that dominates the ratings and ask me again in another ten years.

THE SKY IS NOT THE LIMIT

(The Future of Satellite)

By Bob Bruton  
Vice President  
Satellite Music Network

What seems like just five short years ago, there was only one Satellite delivered network and only two full time affiliates. Since that time, there are now two full time networks offering a combined total of eleven different formats plus an announced full time religious network and a full time jazz network. Today, one in every seven radio stations in America is programmed via Satellite. All major news networks now deliver their programming via Satellite. Even some of the "program networks" are beginning to supply some of their programming by Satellite. What the future holds for Satellite, as they say, "is anybody's guess" but as a pioneer Satellite Radio Broadcaster for five years and watching it develop from one man's idea to an industry that has revolutionized broadcasting, here's where I think we will be ten short years from now.

By 1996, one in every three radio stations in America will be programmed via Satellite in a significant number of dayparts. Personality networks will evolve that will allow a station to select one or more personalities from multiple offerings of high powered names that would be interwoven with local personalities to create a distinctive format for a station in a given market. These personalities will be offered by different networks that will allow you to pick and choose from among the best across the nation to give you your own stable of highly priced "jocks" at a nominal cost. These personalities will become highly sought after and will be wooed back and forth among the networks and local stations.

Eventually, every format will find its way to Satellite, including heavy ethnic and composite splinter formats. Audio tracks from popular soap operas on television will find their place as well as audience participation game shows. The game show, initially may be audio tracks from TV or ripoffs of currently popular "general knowledge" games. In time, these too will develop their own "games" and stars. Game shows will have telephone contestants from opposite ends of the country competing in the same show for fun and prizes.

As Satellite transmission becomes more and more simple, other formats could evolve, if they contain one key factor. They must be saleable on the national level to advertisers. No matter how good the program idea, without national sales revenues to support it and off set the production costs, the idea will never be successful. Network affiliate fees can only defray some of the costs associated with the start up of these networks. As the program ideas become more and more sophisticated (translate complicated), those production costs will drive the cost of delivery "sky high" (no pun intended). Those costs cannot totally be off set with affiliate fees...hence the need for advertiser support.

National spot radio will virtually cease to exist, unwired networks will find it harder to sustain themselves simply because it will be easier for the time buyer and agency to buy Satellite Networks and know their spots are being cleared as promised by the network rather than having to rely on the fallability of the COP and the built in frailties of local station scheduling.

Satellite networks, because of the ease of communication with local affiliates, will become more than just a "program supplier". They will take an active part in the sales management and training of the local affiliate. Eventually, Satellite networks will become the focal point of information for the local

station. They will offer not only sales training, but engineering and clerical training and instruction as well. These areas will be seen as well as heard, as the video communications aspects begin to take shape. At certain times of the day or week, stations will have live two-way communication not only with the network but other affiliates as well.

Satellite signals will one day be encoded with data that will enable rating services to give almost continuous daily performance readouts of how a station is reaching it's target audience and with what efficiency. Good news to both programmers and advertisers.

The formats of American radio will one day be worldwide in listenership not only in English-speaking countries but foreign countries as well. Formats will be developed that would allow the local foreign station to take advantage of the American knowhow in formatics and music and still maintain the localism necessary for success. For once the sky is not the limit...it's just the beginning.

## THE GROUP PROGRAM DIRECTOR

By Peter McLane  
Stoner Broadcasting

The first program director that supervised more than one station in the same format began in the 50's. The format was Top 40. The broadcast groups were so successful their names became adjectives modifying the format. The Storz, McLendon, Plough, Bartell, Crowell Collier, and Drake format. The difficulty of selecting the right music, finding talent, and developing novel promotions made the conservation of manpower a necessity. Group owners created central control to insure equal sharing of ideas within the group. The important aspect of control was the group or national program director. Great broadcast men like Bill Stewart, Ken Dowe, Chuck Blore, and Bill Drake.

Early group programmers removed subjective tastes in radio and replaced them with objective appraisal of items the public actually desired to hear. Their results were expressed in different philosophies for different groups but objectivity was at the core in each case. Two other factors emerged in the late 50's and early 60's; Programming was placed ahead of sales and management was involved in program development.

Stations by the late 60's were local market based. In the mid 70's they were local market based supported by research from outside consultants. Consultants were self-employed programmers in business for themselves. Some were ex-group programmers. Consultants were also from perceptive research firms. Music syndicators became consultants. There are now more consultants than group program directors but we are gaining on them. The group program director provides an objective viewpoint to the management team at the station. He or she is a resource to the President, managers and program directors for talent,



budget, monitoring, marketing, promotions, ideas, and consultant-syndication negotiation. Strategic format changes, monitoring and evaluation of markets are other functions. Coordination of data from stations issued in written report form to the president. The group program director is an advisory position. The main responsibility of the local program director are his/her ratings. The group program director co-shares the responsibility as each station fits into the group. We encourage developing air and program talent to seek opportunities that broaden your outlook. Don't be placed in a format "box." We seek self-motivated programmers who are responsible for their own actions. We look for character, integrity, and attitude. The group program director must see how all these personalities relate to the strength of the broadcast group.

It is show BUSINESS. Understanding sales and units are part of the plan. The most entertaining show in town with no tickets sold will soon close.

The rapidly expanding broadcast group tests your efficiency. Constant recruitment of better program directors is paramount. Maintain good communication for promotion from within. Re-recruit to the company. Programming a variety of formats keeps you flexible. You must enjoy working with people, the rest of the station is just equipment. All programmers must be curious, it's important to keep asking..."What if?"

Group programmers are viewed as a danger because one person's thoughts affect many markets. Not true. In actuality the programming-sales-management team has autonomy to fit the station to the marketplace. It's impossible to program a local station from long distance. All the nuance is gone. Group programming makes business sense. Better to trust the store to someone who owns stock, helps create it's success and people.

There are a few disadvantages to group programming:

1. Aircraft (ETA-Estimated Town of Arrival)
2. Hotels (Who makes those little bars of soap?)
3. Schedule Changes (I missed our anniversary again?)

Group program directors will be even more important in the late 80's. Increasing the number of stations owned and relaxation of the "trafficking" law will create instant groups. Those new owners will need some instant knowledge. Fragmentation, proliferation, and competition means broadcast owners may have more than one group program director.

In programming there is no "finish" line.

THE ROLE OF THE RESEARCH CONSULTANT...

THE RELATIONSHIP TO STATIONS,  
CHANGES IN THE LAST TEN YEARS,  
AND PREDICTIONS FOR THE FUTURE.

By John Lund  
The Lund Consultants

Upon opening the first Disneyland in Anaheim, California, Walt Disney was asked why a company that was known for cartoons and children's programs would undertake the design and operation of an amusement park. "Find out what people want," Disney replied, "and give it to them!"

Long before Arbitron and Birch, American radio stations were rated first by Hooper and later by Pulse. Stations seeking better "Hoopers" or Pulse share conducted their own research to better understand programming attractions and rating opportunities. Music research began over thirty years ago as Gordon McLendon in Dallas and Todd Storz in Minneapolis independently observed that some records received more plays on a cafe's jukebox while some songs were rarely played. Thus, the "Jukebox Radio" top 50 format was born, followed by record store sales research and tabulating requests.

Today, radio stations utilize several distinct research methodologies, the personal interview, the telephone interview, and the mail survey. The personal interview is used for focus group and auditorium style music research while the telephone interview is used for perceptual research as well as call-out testing. Mail surveys can test perceptions and music or artist attractions, too.

Perceptual research has grown since the days of Hooper and Pulse enabling radio stations to determine the programming voids in their market, the assets

and deficiencies of their format and station, the strengths and weaknesses of their competition, and strategies for growth in cume and time spent listening.

Customarily, perceptual research involved a telephone interview with hundreds of persons in the station's target demographic. This sample of the population can replicate the opinions of the market and, ideally, the feeling of those surveyed by Arbitron and Birch. Many radio stations today are investing in perceptual research to improve ratings and their bottom line.

One research consultant advertises, "Would you spend \$15,000 to make \$200,000?" The reasoning is that in a market with \$20 million in radio revenue, each rating share is worth \$200,000. If the station share improves with good perceptual research by just one share, it would be worth \$200,000 to the client station. Perceptual research can be especially helpful when selling a station. If the property's gross improves by \$200,000, its value when sold will have increased by half a million dollars!

Music research has matured from counting jukebox plays to telephone call-out and auditorium style music testing. A six-second highly recognizable portion (or "hook") of a familiar song, played over the phone or in an auditorium setting, is voted on by a sample of the station's audience. The result will reflect what a cross section of the station's target wants to hear. Playing the most familiar and best liked music will result in longer time spent listening. With better TSL, the cume can remain the same but quarter hour shares will increase. A station with 75,000 weekly cume and AVQ share of 8.0, for instance, could expand TSL by just 16 minutes a day resulting in 10.2 share. Music research is the most popular way to generate greater time spent listening among music stations.

Since research can help establish a station format and identity, build its cume and time spent listening, and can help an aggressive station defend its market position as well as strengthen its offense, it has become a toll of the wise and successful station in most every market, large or small.

Interpreting the research, whether it be perceptual, music, sales, advertising, or strategic, has led to the importance of the research consultant. This strategist surveys more than statistics and provides interpretations and suggestions beyond the numbers, adding real value to the research.

Today, the most successful radio stations utilize outside research companies or research consultancies that specialize in conducting and improving station perceptions, ratings, music, sales, and most important, profitability. The future will see research consultancies growing and more stations will utilize on outside specialist to assist in staff training, strategic planning, marketing, sales development, format design, staff critiquing and improvement, advertising testing, and improving revenues and profits. The research consultant of the future will be able to offer full service with consultation, research, sales direction, and bottom line help to the client station on a market exclusivity basis.

#### NEW DIRECTIONS

The telephone retrieval methodology of perceptual and music research will go through some challenging changes in the years ahead. There will be less dependency on the telephone due to the new phone solicitation laws being drafted in Florida and other states. The use of a "listing line" in the phone book provides legal notice that the person listed does not want to receive phone solicitation; this practice will deter call-out research and all random digit dialing. Automatic dialers are currently outlawed in several

states which puts an end to computer pitches. Hundreds of focus groups conducted by research fielding firms across the country are being poisoned by attendance of regular focus "groupees" who attend several groups per month.

As telephone call out becomes more extinct in the years ahead, and people become more skeptical of talking to strangers on the phone due to solicitations and crime, the face-to-face research will become more popular. Although personal interview research is more costly, its reliability will prove a trend toward more focus group discussions. This research will be conducted in shopping mall meeting rooms ("mall intercept"), and other places where people congregate. Sports information, for instance, can be best researched at ball games and health clubs. As focus group research grows in popularity, printed questionnaires will be administered in person rather than over the phone. We will see more one-on-one small groups for research honed in to focus on specific information. We will see auditorium style research done less in hotel meeting rooms in the evening and more done in the daytime and Saturday and in a walk-in atmosphere (like shopping mall meeting rooms) to achieve better attendance and more accurate results.

As competition for ratings and dollars grows, the future will also mandate exacting research and better interpretation. There will be less use of university research since the interpretation is most important to the client station. Interpretation of programming research will be done by a professional radio person trained in both programming and research. Likewise, sales research will be done by someone experienced in both sales and research. Stations with limited cash realize that research done with active listeners (contest winners) via telephone or return cards is better than no research and useful information will be provided.

There will be several new revelations for the research consultant in the years ahead. There will be a growing discontent with "off the shelf" studies from research mills utilizing similar questionnaires, sampling, results, and offering similar boilerplate conclusions and recommendations. We will see a growing demand for detailed results, solid conclusions and very specific recommendations with regard to programming, sales and marketing. In addition, stations will use custom research to keep in touch with their listeners as well as their clients.

The role of the research consultant will take six definite new tracks in the decade ahead:

- (1) The research consultant will work with the station to ascertain present and prospective listeners to affect programming for increased cume and time spent listening.
- (2) He will work with the station to research customers of advertised products and services for the station to sell or provide prospects and clients.
- (3) The research consultant will work for the station to research advertiser and client prospects to improve his sales people, and learn what the clients want from the station.
- (4) He will work with the station to increase ratings, sales and profits through hands-on consultation aided by research.
- (5) He will work with the station to increase the value so the property can be sold at a higher price. Immediate improvement of ratings, retail sales, cashflow will be the direction.
- (6) He will work for the prospective buyer or investment banker to find efficient or under-developed properties and research the market, audience, advertisers, staff, and management of prospective stations. The research consultant of the future will begin the project with research and carry the project through to recommendations and implementation.

## HOW THE NETWORKS HAVE EVOLVED OVER THE LAST DECADE

By Randy Bongarten  
President, NBC Radio

The last ten years have been ones of tremendous growth and change for the radio network business. The changes have been primarily reflective of the developments which have taken place in the radio industry as a whole: the development of FM; segmentation of audiences; the emphasis on marketing as a key to reaching audiences; and technological innovation.

A decade ago, the network industry consisted of a limited number of entrants. ABC, CBS, NBC and Mutual were the only major factors. In this pre-satellite era, there was a tremendous "barrier to entry" into the business caused by the enormous cost of establishing a distribution system, which at that time could only be done through telephone lines. I refer to this pre-1980 era as "distribution system".

During this time, network programming consisted primarily of news and news-related offerings. Most networks operated only one service, and that was aimed at the general market. ABC was alone in understanding the nature of things to come. Back in 1968, ABC had established the four network concept, realizing that the future of radio was in providing different services to different audiences. That insight has formed the basis for ABC's leadership in the network business that exists today. ABC created the Information, Entertainment, Contemporary and FM network services. Three of the four, then, were created for AM stations, reflecting the nature of radio listening then, but providing a harbinger of things to come.

For some reason, most likely because of other corporate priorities and the low profitability of network radio, the other major networks did not respond



to this challenge by ABC. Only a shortlived offering in 1974 by NBC, NIS, punctuated a decade of status-quo in the network industry.

As the end of the 70's approached, dramatic shifts were taking place in radio listening patterns. By then, FM audiences were making significant impact. And the network business was poorly positioned to service those new stations. NBC was the first to recognize the opportunity in positioning to specific FM audiences, and in late 1979 introduced The Source, a network service targeted for rock FM stations.

But this was just the beginning of the most dynamic change in network radio since the rise of television. For in the next two years, the whole nature of networking was to change. This can be attributed to the satellite distribution system. No longer would stations be dependent upon telephone lines provided by the network to obtain access to network programming. Satellite dishes owned by stations (and, in some cases, provided by networks), would open up a whole new world of access to programming for stations, and opportunities for fledgling networks.

Between 1979 and 1982, the number of network services more than doubled: in addition to NBC's creation of The Source, CBS created a youth oriented network, RadioRadio, and ABC created two FM oriented networks, Direction and Rock.

Perhaps even more significantly, new companies entered the network industry: RK0 with two networks, each compatible with both AM and FM. Plus, for the first time, 24 hour long-form programming, which had previously been the province of the syndicators, became available on satellite network through such companies as Transtar and Satellite Music Networks. Satellites also allowed for the development of ad-hoc networks on an economic and regular

basis. Companies such as United Stations and Westwood One used this capability to create large and profitable entities primarily devoted to creating and distributing weekly and special event programming to customized networks.

With radio stations being able to utilize network services on an as needed or ad hoc basis, many radio stations today utilize multiple networks, picking from among the multitude of programs each one offers. Today then, the network business is "product and marketing driven", as opposed to "distribution driven".

What makes the difference between a successful and unsuccessful network today is less how it is distributed than whether or not it has programs that stations want and need.

All of this growth in the number of networks has been accompanied by significant revenue growth. Over the last ten years, network revenues have grown at a compound annual rate of more than 15%. Even so, network revenues, at \$330 million in 1985, remain at only 5% of all radio revenue, a percentage which has held generally constant over the last decade. This is because networks have not been able to obtain significant price increases; almost all of the revenue growth has been caused by the additional inventory created by new network services.

The inability of networks to command price growth relates only in part to the dramatic increment of network inventory. It is caused more, I believe, by the limited number of network advertisers. In order for revenue growth to continue, networks will have to find a way to attract new clients.

To accomplish the goal, networks will have to deal once and for all with the credibility issue: where and how do the commercials run on the individual

stations. Networks have been working on this diligently over the last few years, and stations have come more sensitized to the problem. Resolving this issue is a key to enhanced confidence in network (and all) radio, and significant progress will help develop a larger pool of advertisers, increased demand, and, ultimately higher prices.

Station compensation is another major issue. Space does not permit a thorough analysis of what has happened to network compensation of stations. Suffice it to say that over the last several years, these costs have grown at a much faster rate than audience delivery and network pricing. This, obviously, is a trend which cannot continue in a business whose, overall, profits are marginal at best.

Summarizing then, the future success of network radio will rest upon three elements:

- \* Addressing the credibility issue and attracting new clients.
- \* Gaining control of compensation costs.
- \* Finally, and most importantly, providing important and useful programming which radio stations cannot do themselves.

If networks can do these three things, I believe the future utility of network radio for stations and clients alike, will remain irreplaceable.

## RADIO NEWS

By Ed Shane  
Shane Media Services

In 1972 a Chicago newspaper analyzed the news commitments in radio license renewals in the city that year. The conclusion: if the trend toward lower news commitment continued, there'd be no news on the air in Chicago in the year 1990.

Since we're three years from the target date, it's safe to assume that the paper was not correct. However, Chicago radio--like radio in every city--presents substantially less news today than in 1972. The idea of a large news staff at every radio station is as yellowed as the newspaper with the prediction.

What had happened to news on radio? A lot. And most of it during the last ten years. Satellite technology has opened new channels for new networks, allowing traditional networks to multiply their services. Proliferation of networks allows easy access to world events, by-passing local news staffs.

The most far-reaching change came from the FCC, when they sent content decisions back to the marketplace. Instead of regulating how much news to broadcast, the FCC allowed broadcasters to decide. Shrewd managers used the ruling to reduce newstime, cut staff and slash budgets. That left radio news on all-news stations, clustered into morning shows on music stations, and in overnight shows where networks provide the updates.

While radio news changed, so did the appeal of television news. During the last few years, major studies (Roper for the Television Information Office, Magid for the Radio Television News Directors' Association) have shown TV

on the rise as "the most credible news source," to use Roper language. Radio is strong only in morning drive (Bruskin for Radio Advertising Bureau). TV's new technology came just as radio was closing down its local news operations. Mini-cams, camcorders, ultralight microwave equipment and satellite links like Conus give TV the flexibility and immediacy that used to belong only to radio.

Radio's claim has always been "we can go anywhere; we're flexible; we're immediate." In the past, radio broke the news and offered running updates throughout the day. TV showed the pictures that same evening. The next morning's paper had details. The weekly magazines explained it all.

Not any more. In the age of satellites and digital delivery, television does it big--and fast. TV's staples are the scheduled events: Presidential inaugurations, royal weddings, the Olympics (with cameras on motorcycles alongside runners and bicyclists), the Liberty Weekend (with cameras everywhere!).

Even though TV was caught unawares by the Challenger tragedy, it was TV's firmest claim to news power. There was no warning, no information and only 74 seconds of tape to show over and over. Yet the anchors unified national grief; something radio was just not prepared to do. Radio's function as a headline service was underscored: "This has happened," was about as much as radio could offer in terms of real news. Radio headlines drove people to television.

Radio shone in an all new way, providing electronic group therapy for grieving listeners who wanted to share their feelings. Even music stations opened their phone lines so listeners could talk with caring, sensitive personalities.

They transcended "news" and resonated a deep, sympathetic chord. Radio went beyond the facts of Challenger to startled, stunned feelings. By doing so, radio wrote a new definition of "news," by presenting news as a shared experience.

The new definition has been developing for several years now, driven by technological change and by changes in the use of all media. Listeners we interview define the word "news" as "Subjects I want to know about in a short amount of time." Probing, we find those subjects include sports scores, weather, concert ticket locations, even time checks. In some cases we've studied, the public's definition of news contained few of the stories that radio, TV and newspapers were headlining on the day of the interview.

After major flooding in one of our markets, we studied listeners to a rock station not known for its news coverage. We found the station's listeners didn't care for "news" about how much damage had been done. They did, however, want updates on weather and driving conditions, and the station provided them so well that very few in our sample felt it necessary to tune to another station. When the flooding was over, the station reduced its news coverage.

Listeners in another city differentiated between "the station with the news" and "the station with the goings-on." Both stations were music stations that did credible "news" in the traditional sense, but participants in the study preferred "going-on." What was the difference? The station with the "goings-on" delivered its information in less formal language. It met the needs of its listeners by using what a respondent called a "let's just discuss it" attitude.

We've even found commercials to be an important part of a station's news content. Special sales or new merchandise is the most talked about event in some smaller communities. When people talk about a station promotion or community event, that's news, regardless of the name we give it on the log.

Earlier I mentioned time checks as "news." It happened some years back in a predominantly Hispanic community where I have interviewing listeners. A popular morning man delivered time digitally ("Seven-twenty-two"), in analog fashion ("Twenty-two minutes past seven") and also in Spanish. Participants in the study heard the Spanish time checks and called them "news." They really opened my eyes. I re-examined data from other studies we had conducted among English-language respondents. Sure enough, time checks had been considered "news" in English, too. I had overlooked the responses because of a fixed notion of the word "news." (No more!)

Accommodating what people are talking about drastically changes the way news stories are chosen and delivered. Radio already does that to some extent by promoting a "special announcement" coming to the morning show, then releasing details of a major concert tour. It's done when a sports reporter adds a special insight on last night's game or streetside gossip about a key player.

The challenge for the future will come in deciding when not to do news, for instance, when nothing is happening. Innovative stations will abandon scheduled news in favor of presenting news only when events capture people's imaginations. (There are stations that abandon news after 9:00 AM, but that's not what I'm talking about.) I envision news when it happens, but not until it happens.

That means the news staff must be extremely well versed in what people are thinking, and flexible enough to react fast. There is no room for mistakes, because to read the public wrong is to lose credibility. When hard news breaks it will receive a live report and as many live updates as necessary until it's no longer a breaking story. When the story is over, the focus will move to a new, breaking story. Certain copy will be given to the jock staff for mentions over record intros. Some will be done by a newscaster.

Radio (and television, too) will be only part of future news delivery, a diminishing part at that. CNN's Headline News Network already issues a daily challenge to both media, using state of the art video in a fast-paced "radio" format. CNN is a broadbased service compared to delivery systems on the horizon. SCA, private communications channels, personal computers, audio and video tapes will be the next challenge to the old definition of news.

Doctors have a daily news and information source, delivered in 40 markets on FM SCA's. Called Physicians' Radio Network, it broadcasts news, interviews, and commentary in medical language. Stock quotations are available to investors who have special SCA receivers; so are news broadcasts in a variety of languages in cities where ethnic populations are too small to support commercial stations. New uses for SCA will be the broadcast equivalent of highly-targeted specialty magazines.

Hundreds of sources, including wire services, newspapers and magazines are available on databases that feed desktop computers. Some database information comes faster than traditional delivery. For instance, a database with the Wall Street Journal can provide information to a PC user faster than the Journal itself can. The UPI copy that's available on the Source database is



what the broadcast wire is rewritten from. A subscriber to the Source can scoop a radio station with a typical broadcast wire by several minutes.

Video offers instruction and entertainment, at the same time blocking television's and cable's delivery of news. The VCR user can work out with Jane Fonda or take meganotes from John Naisbitt, expanding media time, but decreasing time available to broadcast sources like radio.

Audio books hold another threat to radio: listening and learning can be done in time that used to be devoted to radio. The audio cassette medium was originally used by religious and self-help organizations. Today, the books-on-tape market is exploding among traditional publishers. Tomorrow, it'll be a medium for full-fledged, yet tightly-targeted, information delivery.

We're entering the age of "consumer as editor." By mixing and matching sources, consumers access only the information they want or need. They achieve complete independence from biased or unnecessary information. If they want, they can shelter themselves from any current information at all.

Like any other media image, the definition of radio news is in the mind of the consumer. Owners who spend research dollars on music testing, commercial recall, and perceptions of station image must allocate dollars to study news. Not whose news is "best," but what topics are compelling or "newsworthy" to the audience.

To complete in the electronic news environment, radio must constantly answer the questions, "What are people talking about?" and "What's going on?" Otherwise, we'll look back from the mid-90's to credit that Chicago newspaper with being 100% right about the extinction of radio news.

## RADIO AND THE WIRE SERVICES

By James Hood  
Deputy Director  
AP Broadcast Services

The wire service business is getting to be like the liquor business.

Americans are drinking less and lighter. Same is true of news. They don't seem to want as much of it, especially the hard stuff.

Not long ago, every house had at least a Scotch bottle lurking somewhere and every radio station had at least one wire machine clacking away in a closet. Many had more.

The question wasn't whether to have a wire service, it was which one to have, AP or UPI. The services competed fiercely to cover the big stories faster and better, to run sports scores sooner, to round up all the livestock prices and to cram in as much state and regional news as the old slow-speed circuits would stand.

Most stations used at least some news from each of the major categories. They did a five-minute newscast each hour and most did even longer newscasts a few times a day.

Remember the 15-minute noon news?

Suddenly, a couple of things happened. Tastes changed and technology leapt ahead. Instead of the constant clamor for more news sooner, there arose a cry of "Enough!"

FM had risen to dominance partly on the power of its superior fidelity and partly on the promise of more music, less talk -- "talk" meaning commercials, news and everything else that's not music. Soon was spawned the notion that there should be not only less news but also "lighter" news aimed at specific target audiences -- Yuppie news, young urban male news, 18-to-34-female news, etc.

The five-minute hourly newscast went the way of the slide rule. And the noon news? It became as common as the sun dial.

Meanwhile, television was steadily stealing radio's most prized attribute: immediacy. ENG equipment, helicopters and Ku-band satellite trucks let TV do what radio people always said TV couldn't do -- report live from the scene. Not that radio put up much of a fight; by 1984, few radio stations sent reporters racing to the scene of braking news. Many had no reporters to send.

AP's response to all this? We have had to adapt to an environment that's changed more in ten years than it did in the previous 40.

Instead of there being just one AP wire for broadcasters, there are now several -- everything from a simple old slow-speed circuit with a little bit of everything to our high-speed APTV and NewsPower 1200 wires.

The most outstanding thing about the new wires? They can be made to provide less news, even though they run faster.

APTV runs at an effective speed of 2400 words per minute, 36 times faster than old radio wire. More important it's selectable; stations can code out the types of news they don't want. On a slightly smaller scale is NewsPower 1200, a 1200-word-per-minute wire for radio. It also lets stations customize the types of news they receive.

Not long ago, stations complained bitterly that we didn't provide enough farm coverage -- or didn't cover their corner of the state adequately. The more frequent complaint now is that the machine runs too much, filling up the station with news they don't want.

Then there's our radio network. It started out as an "audio service," providing actualities that stations could use in their locally-produced newscasts. It's evolved into AP Network News, a high-profile, full-service radio network with three newscasts per hour, sportscasts, lifestyle features and several hours of public affairs shows each week. As stations have shrunk their local news departments, they've come to rely more on their networks and news services for programming. We've had to oblige.

Not only are stations looking to the nets and wires for more programming and more format-specific services, they're also increasingly looking to us to cover their communities.

Not long ago, a juicy murder, big fire or politician's speech would make our phones ring as local newsmen called us with the story. Today, there are fewer and fewer local newsmen on the streets, which is making it difficult for the wires and networks to cover the big stories when they occur outside the big cities where we all have offices.

The effect of all this turmoil? If you ask me, it's forced everyone in the wire service and radio network business to be much more creative and inventive in meeting broadcasters' needs. We have had to become much more attuned to programming and sales considerations.

It's made us better broadcasters. As radio grows into the 1990's, new formats will evolve and it's my guess they'll include more news and informations, carefully tailored to the demographic and psychographic group each format is targeting. For years, all of us in radio have taken the front-page approach to news. We've used the same stories in every format, whether they fit or not. Our future lies in telling each group of listeners what they want and need to know.

It's an interesting challenge and one I'm sure radio can handle.

THE NATIONAL PUBLIC RADIO AFFILIATE

By Steve Meuche  
WKAR AM/FM  
East Lansing, MI

Actually, you have to go back to the 1960's to see where we've come from. Then, there weren't very many "educational" radio stations which had the power to reach large coverage areas. Almost all of them were licensed to universities. Some had been around for years -- Wisconsin claims to be the first -- and WKAR has existed in one form or another since 1922.

We were the purveyors of what was right for America. Never mind that nobody wanted to listen to the stuff. We thought people "watched" their radios and that we had to have a lot of variety so we could serve everybody. Most of the programs were pretty academic and were circulated among stations through a tape network. The standard format was 13, weekly programs which were 29 or 59 minutes long. There obviously was no logic to this. Who plans their radio listening based on calendar quarter? Essentially, we were broadcasting, during our prime time, the programs commercial stations used to run at 4 a.m. on Sunday.

National Public Radio (NPR) freed us from the tapes and a real, live network was born in 1970. Our numbers were growing. But, we persisted in broadcasting programs instead of formats. I don't think commercial radio people paid much attention to us and rightfully so. We certainly didn't affect their ratings much.

The worst thing we ever did was to describe ourselves as "alternative" radio. Alternative to what? A couple people told us once that they only listened to us, never to commercial stations. So, we assumed there were thousands of

radios which were never tuned above 92MHz. A few others even said they didn't own TV sets. Then, we really knew we were on to something. We won lots of awards, so it must have been good. But, in retrospect, awards don't mean too much if nobody hears the award-winning program. We were doing radio art. Some of my friends still insist on the "alternative" thing even though they know our classical music listeners are just as likely to buy rock and roll records as anyone else and that we share audience with virtually every commercial radio format in existence.

The second worst thing? We didn't like to call ourselves "educational radio", so somebody invented the term "public radio". Please let me know if you can figure out what it means? Can you imagine what a random survey of people would reveal about the term public radio? A colleague suggests that a trip to an appliance store and a request to the selection of public radios could be a sobering experience. Why can't we just be radio?

There is one thing that is a lot different about us. People pay us money -- lots of money -- to listen. Seems pretty impressive to me that even 10% of our listeners will contribute. Since our first on-air fundraising campaign eleven years ago we have increased our income from listeners by 1000%. One third of our operating budget is listener contributions. So, we're in the fundraising business. We don't call them salespeople, but have another silly expression - "development directors". Just a few years ago, these jobs didn't exist. Now I have a development staff and budget that's enough to run a small station. Some commercial radio people think we are a threat because of our "enhanced underwriting" credits that we sell to some of their clients. Don't panic. First, the whole thing was vastly overblown when a few public TV stations got real aggressive about these things. Us radio folks remain

pretty conservative and we know that big companies don't view what we have to offer as advertising anyway. Whenever an agency becomes involved, it seems to be the kiss of death because we can't deliver a "commercial" message. But, there are some clever investments to be made by those who realize that we have an audience whose affluence is unmatched by any other electronic medium.

But, there's still little to be concerned about. Just last week another station manager told me a public radio program he had auditioned was "too commercial" for his station. If we're still worried about those kinds of things, you have nothing to fear.

One of our gurus, Tom Church, tells his perspective of this thing elsewhere in this publication. Tom is the one who got us interested in trying to double our national audience in five years. Even then, with all of our more than 300 stations, we would have an AQH of only one million. Ten years ago, with half as many stations, we had a national AQH of 144,000.

Back when Jim Duncan published his first book, many of us had cleaned-up our schedules and were concentrating on providing a format-oriented service for the most part. Still, there were some stations in the top five markets which were doing things like instructional material for school kids during the day. We have this lofty goal of doubling our audience and we imagine that the future is ours because today's 30-year-old is certainly going to burn out on rock and discover classical music. But, generally, that's not where our growth has come from. Our big three, "Morning Edition", "All Things Considered" and a program on Saturday nights by a guy named Keillor contribute huge audiences to public radio. And, we haven't been able to create anything like these shows in several years.



I think we will double our national audience. Virtually every one of us knows what needs to be done, but there is a certain caution that exists when you don't have to work for the bottom line. The real thing we have to fear, and the commercial classical stations certainly must know this, is that there is a limit to our audience appeal because of the nature of the programming. For us, that also translates to a limit in our fundraising capability. We actually have the ability, in a few short years, to become a mature format. And, we aren't likely to switch to something as crassly commercial as country music since that's not consistent with our mission -- whatever that may be. And, we'll never have commercials because they simply don't work for us.

So, here we are -- providing a pretty good program service to a few million influential people and, hopefully, getting better all the time. We don't think of ourselves as radio missionairies anymore ("If we don't air, nobody else will."). We just want a little piece of the action.

## MISCELLANEOUS

I hate to call this section "miscellaneous." Somehow that seems degrading and the articles are too darn good for that. However, they just don't fit in any other categories.

John Dille III provides a thoughtful and encouraging analysis of the "new" NAB after its merger with the NRBA.

The last NRBA president, Bernie Mann, lists what he feels were the most important accomplishments of the association over the last decade.

Next, Michael Wirth of the University of Denver opines how today's college students are being better prepared for careers in radio. As a liberal arts student, I found particularly interesting his thoughts on a "skills focused experience to a liberal arts focused experience."

Roger Turner discusses where cable TV is a threat to commercial radio or an opportunity. Roger is particularly well suited for this article since he was president of Colony Cable, a large MSO, prior to his return to radio at WLTF in Cleveland.

Finally, holding down the anchor position, the Joyce Carol Oates of legal writing, the prolific Erwin Krasnow. Erwin's contribution is a delight and his poetry, while not threatening to Whitman or Jeffers, ends this wonderful section with a smile.

## THE NAB AND RADIO

By John Dille III  
President, Federated Media

"To every man there comes in his lifetime that special moment when he is figuratively tapped on the shoulder and offered the chance to do a very special thing, unique to him and fitted to his talent; what a tragedy if that moment finds him unprepared and unqualified for the work which would be his finest hour." Stirring words spoken by Winston Churchill at a time when his country needed to hear them.

And so it is with the National Association of Broadcasters and its unification with the National Radio Broadcasters Association.

NAB radio has within its grasp at once the greatest promise and the greatest burden in recent memory...the unification of NAB radio and the NRBA. It brings with it exciting reason for the Dynamism and innovation.

Citing old Winnie may be slightly more dramatic than the case warrants but it does make the point. NAB has the chance. I know NAB has the ability and I believe it has the will. Here's why:

One, at the foundation of the agreements is a formal affirmation of independence from television; two, an assemblage of first-class candlepower on the board; three, realigned and much improved staff; four, an introspection driven by pride and contrasting forces now under one roof; five, a new ability and, critical, a fresh desire to communicate with the membership, the industry and the consuming public.

What the NRBA deal really represents to NAB is chance to reexamine its own beliefs -- to reaffirm the faith over 4500 radio members have had in the

association over the years and to look at some of the ideas of the NRBA. Some were unrealistic in the view of some maybe, but they were at least new ideas. And other ideas were excellent, and lastly, together, to reinvigorate the belief in the vitality of radio.

Let's review the points:

- 1) Independence -- critical to the agreement, but equally important to NAB radio broadcasters is an agreement between radio and television that allows either party at any time on a case by case basis to part ways for the pursuit of their own best interests. This had existed in unwritten form. The value came in the review caused by the unification talks.
- 2) Candlepower -- in all candor. I'm impressed with some of the talent I see assembled in the new organization. I can't believe that the skills present won't be able to handle most any problem that presents itself. Moreover, those same people can also turn their attention to creating positive things for the industry.
- 3) Staff -- President Eddie Fritts took a year or so to assess the organization before reorganizing the staff and the structure. The result is the most streamlined and efficient team seen at NAB in years. Good people in the right places.
- 4) Introspection -- the combining of NAB and NRBA into a single board has provided an interesting contrast in cultures. It has also given the opportunity for both groups to reassess their own views in light of close contact with those with contrasting views. The result has been, in my opinion, a healthy opportunity for discussion and blending

of beliefs. This is a significant achievement and should provide a solid platform for future actions.

- 5) Communication - Lastly and maybe most important, the unification has further crystalized the need for better communication of the association's activities with the membership and the public. This is an item that has been smouldering for some time, but the unification just pushed to the fore. Most of what is heralded as new is not really new but is for the first time being presented in a more public way. The desire is there and that is refreshing.

Elsewhere in this 10th anniversary issue of Jim Duncan's great book you will find discussions of just some of the opportunities and threats facing the industry. As far as the NAB is concerned there is no greater opportunity than the one afforded by the unification with the National Radio Broadcasters Association. Not so much for the activities of the NRBA, but for the "process" it has caused.

What follows are some reflections on the strengths and weaknesses of the outfit. It all begins with the membership of over 4500 stations. An all-time high NAB activities have been endorsed by this dues paying membership through all the years. And it provides a sturdy platform from which to operate.

At the foundation of the NAB is the belief that radio and television are stronger for being together for lobbying purposes, so long as individual needs are met. This is a critical basic belief.

NAB's greatest strength lies in its lobbying power. Made stronger by the combined forces of both radio and television, NAB has beefed up its activities on Capitol Hill to meet the growing number of attacks on broadcasters. And

at the insistence of radio board members a much better "grassroots" lobbying effort has been developed.

The unification now brings a "one voice" advantage to the radio broadcasting efforts on the Hill or the FCC. Now for the first time in years we are recognized as the firm voice of the industry in Congress and at the commission.

The comparatively quiet times of the Fowler Commission, setting aside the marketplace concept and looking only at the threats to the license, can pass. And probably will as administrations and social pressures ebb and flow. Regulators, would-be regulators and academics are far more akin to one another than are regulators to industry types. The result must be clear that there are those now on the outside who would quickly rush forward to alter freedoms as we now know them. The NAB is the single defense against these forces. This is not news, but we cannot fail to continue to maintain our systems.

Broadcasting is a remarkably high profile but fairly small business along side other lobby forces in Washington. Congress, as any veteran knows, will look for any excuse not to make a decision. And the divided elements of the radio industry proved counterproductive. That is now behind us.

Another strength of the organization is its Department of Science and Technology. Perhaps a dull subject to the sales and programming types in the industry, but it has been a vital tool to NAB. Little known and underrated this department is the sole entity working on improved AM transmission design as well as better AM receivers. Without it no progress would be made, none.

The amps and ohms guys are not limited to an improvement only. Much work has been done to create new developments in the areas of FM and TV as well. But

they also were firm defenses against encroachment by others. They absolutely saved us in the 9 hz battle, for example.

If NAB has a weakness in it dealing with the environment it must be its inability over the years to communicate adequately its own activities to the membership as well as the industry and the public. This area is much improved but has a long way to go. Frankly, it was this inability that in some small part contributed to the fuel the fires of the early NRBA enthusiasts.

In final observation. The work of NAB is a process as much as it is any act. Like writing it is not just typing words on a paper, it is the thinking, observing, discussing and analyzing the precede that activity that are important. NAB is a process of melding the diversity that provides the glorious color of our business.

I think the process in its current phase of unification has a spectacular opportunity to make significant contributions to the industry. At the 20th anniversary of Jim Duncan's American Radio we'll see.

Thank you, Jim, for the chance to chronicle a view of NAB radio and thanks also for providing the industry with your statistical chronical of the history of American radio.

## TEN YEARS IN RADIO

Accomplishments of the National Radio  
Broadcasters Association, 1976-1986

By Bernie Mann  
Mann Media

Looking back over the past 10 years, the radio industry has undergone tremendous change from the early days of NRBA.

Yet, in reviewing the goals and accomplishments of what was once the National Association of FM Broadcasters, many issues and challenges still remain for the radio industry -- and for the Radio Department of the National Association of Broadcasters, which unified with NRBA earlier this year for the good of the industry.

What has the National Radio Broadcasters Association achieved in its 10-year fight for radio? Well, look at the radio industry now, compare it to 1976, and there is a lot for past NRBA members, volunteers and officers to be proud of.

Look at the recent series of AM town meetings with the FCC. Look at the current financial clout radio holds on Wall Street. Look at the current unification of the NAB and NRBA. Look at your public files, your engineering regulations, your freedom of format, your top-notch sales team.

Would you have imagined any of these freedoms, this rapport with the FCC, this decreased paperwork, in the days of Charlie Ferris and re-regulation?

Perhaps not. But there's still plenty of work for us ahead. The deregulation NRBA battled for over 10 years has not come to full fruition. Radio still has not attained its rightful share of the national advertising pie. And AM radio needs our continued support to maintain its health in the 21st century.



After reflecting on where we must go, here's where we've been in the 10 years of NRBA's existence:

1976 -- The Bicentennial year and the first full year of operation for the new National Radio Broadcasters Association. Lead by dynamic broadcaster Jim Gabbert and Executive Vice President Abe Voron, the NRBA board pushes for more involvement in FCC actions -- "suggesting alternatives rather than simply opposing FCC regulation."

Gabbert serves as Vice Chairman of the National AM Stereo Radio Committee, recommending the establishment of an AM stereo standard. NRBA fights for the radio all-channel bill, meaningful deregulation of radio, pre-sunrise authority for daytimers and freedom of format.

An interesting goal is set by the NRBA Board in March -- maintain its current "Volunteer, grass roots character" in the midst of the association's growth and increased presence on Capitol Hill.

As in 1985, the NRBA board considered radio sales training of utmost import, thereby holding a successful string of "Radio Sales Days" for broadcasters around the country.

1977 -- NRBA moves from its New York offices to DeSales Street in Washington - to be where the action is and to better serve its growing membership.

Bans and porn rock haunt us -- 1977 brings the threatened "saccharine ad ban," which we lambasted on lack of sufficient medical data and as a breach of the First Amendment. X-rated lyrics also draws the media's ire.

1978 -- The first Ferris year, NRBA continues its efforts to rewrite the Communications Act, revamp EEO requirements and revise employment reports to the benefit of broadcasters and the public alike.

NRBA as a member service organization grows with the times -- members received promotional ideas, station profiles, and the benefits of attending a practical 1978 convention.

NRBA openly discusses deregulation with the House, yet all that results is talk of experimental "deregulation" without the real thing. NRBA finally said, "Enough is enough, we're mad as hell," and planned for the Broadcasters Rally Against Regulation.

1979 -- NRBA works with NAB and state associations, to make the deregulation rally a success -- 400 broadcasters attend. Senator Lionel Van Deerlin introduces the Communications Act of 1979, supported by NRBA except for its spectrum fee. Alas, the Senate bill and others fall short of what radio needed.

On the membership front, NRBA starts its Promotion Contest, conducts a small market survey to demonstrate that deregulation -- not regulation -- is badly needed. While the FCC ponders its possibilities, NRBA pushes for radio-only deregulation after House defeats.

1980 -- Sis Kaplan succeeds Gabbert as president and carries out a campaign against re-regulation, which "only creates more confusion, less certainty and weakens license stability. The time is long past for accepting politically safe gestures," she notes of the FCC and other industry groups.

Kaplan spends many hours testifying for NRBA on behalf of the radio industry -- against financial disclosure, opposing "pay for play" performance royalties,

urging an AM stereo standard, and asking the FCC to form a joint government-industry committee to establish a plan for "orderly change" for the radio industry.

In the midst of the 80-90 possibilities, a Senate compromise bill on deregulation, a Magnavox AM stereo decision (later denounced) and a convention which draws 4,500 broadcasters, NRBA's Kaplan urges her colleagues to overcome apathy and meet change head-on. Meanwhile, NRBA gains 400 new members.

1981 -- Starting out with a bang, the FCC adopts NRBA's ascertainment proposals, Sen. Harrison Schmidt introduces the Radio Deregulation Act of 1981 -- a "giant step for radio," Kaplan notes of the bill which would limit petitions to deny and revoke, EEO revisions and AM/FM ownership.

While the Senate approves radio deregulation in June, Rep. Tim Wirth continues to be a thorn in our side. And as she will later do in 1985, Kaplan testifies on behalf of NRBA -- another 400 strong -- against the Fairness Doctrine.

1982 -- "Let the marketplace decide" about AM stereo, the FCC says as we predicted. Radio deregulation passes the total Senate, but the House is not as welcoming...and the bill dies in December.

We reiterate our opposition to spectrum fees and placate rumors of an NRBA-NAB merger. NRBA Certificates of Merit begin to recognize the outstanding community service efforts of our members.

1983 -- Senator Goldwater introduces more deregulation, yet we predict defeat in Wirth territory. NRBA member services grow with the addition of three newsletters -- one recognizing the potential of SCA, which we supported at the FCC. NRBA's SCA survey tracks mounting interest in the technology.

Washington is another world with Reagan in charge -- the President accepts an award from the outgoing president Kaplan...then I take the NRBA helm with tough footsteps to follow.

1984 -- Unity in the radio industry becomes an NRBA priority -- first in working toward a joint Radio Convention, combining our practical workshops and the NAB's programming conference, then with joint lobbying when Sen. Packwood meets with Kaplan and NAB's Eddie Fritts.

NRBA moves its offices closer to the FCC on M Street -- and FCC Chairman Fowler moves closer to the hearts of the broadcasters with sweeping deregulation. NRBA's new Radio Information Line keeps broadcasters up-to-snuff of the sweeping changes affecting them.

1985 -- NRBA revives its past Radio Sales Days with Radio Sales Universities for entry-level salespeople, filling an urgent industry need. Reducing skyrocketing music licensing fees becomes a top priority in our support of the All-Industry Radio Music License Committee.

Perhaps one of the biggest accomplishments that NRBA, NAB, and other radio organizations can claim is in quelling -- at least for now -- the proposed beer and wine advertising ban which threatened our Freedom of Advertising and First Amendment rights. An NRBA-conducted survey showed that broadcasters are indeed responsible in fighting, not promoting, alcohol abuse in their programming, promotion and public affairs efforts.

1986 -- NRBA holds the last of its FCC AM Town Meetings, rallying for broadcasters' and the FCC's support of AM radio. We stay out of the porn rock fray, knowing that to be a media fling, but oppose Arbitron's autonomous

decision to measure 75 markets continuously -- a financial burden on many smaller markets.

Finally, NRBA comes to full circle and agrees to unite with the NAB Radio Department for the good of the radio industry. Our reasons for being separate are no longer as valid as our reasons to unite -- NAB has committed itself to radio for the long run, much to the credit of NRBA's 10 years of grass roots, volunteer efforts.

No longer a thorn in NAB's side, NRBA has evolved into a force to be reckoned with. And if you can't beat 'em, join 'em.

## UNIVERSITY LEVEL RADIO EDUCATION

By Dr. Michael Wirth, Chairman  
Department of Mass Communications  
University of Denver

Ten years ago when students expressed an interest in pursuing a university level broadcasting degree with an emphasis on radio, it was a virtual certainty that they were primarily interested in pursuing a career as a disc jockey, as an audio production person, or as a newsperson. As a consequence, university radio education tended to focus primarily on skills courses designed to develop the technical skills students needed to obtain employment at radio stations as disc jockies, newspersons, and/or audio production persons.

Today's approach to university level radio education tends to be broader. Traditional skills courses (i.e., audio production, broadcast journalism, etc.) of course continue to be part of a well rounded undergraduate radio curriculum, however, a number of universities have greatly expanded their offerings in this area to include courses focused on: programming, promotion, sales, management, audience research/ratings, marketing, law/policy, media effects, media criticism, economics, and computer science.

Broadening the undergraduate radio curriculum represents a significant shift in educational philosophy. Specifically, universities which have done so recognize the importance of taking a liberal arts approach to radio education. From the student's perspective, this shift in and expansion of offerings has both advantages and disadvantages.

The major disadvantage of broadening the radio curriculum is that students, wishing to enter the radio industry will be "less prepared" for their first job. This is because their education has been broader and therefore less

specialized resulting in a graduate who is less polished with respect to various technical skills required of entry level radio employees. One obvious way to combat this problem, which many universities utilize, is to encourage students to pursue radio station internships as part of their undergraduate curriculum. Internships provide students with an invaluable extension of their classroom experience and expose them to the radio business on a first hand basis.

The benefits associated with utilizing a liberal arts approach to radio education are realized by students in the long run. Although they may have less in the way of traditional broadcast technical skills, they are better prepared to deal with the problems facing an ever changing radio industry. Students with an undergraduate degree in radio broadcasting may require more than on the job training with respect to "how to" skills than was true in the past; however, they should be: better thinkers, more creative and more analytical as a result of having had a broader educational experience.

In addition to a shift towards a more liberal arts oriented radio curriculum, it is also obvious that universities have greatly expanded their course offerings focused on the business side of broadcasting. This increased emphasis reflects the fact that the number of performance/production jobs available in the radio industry is quite limited and that, with few exceptions, performance/production positions tend to pay rather poorly. In spite of these realities, many students continue to be interested in pursuing careers on the performance/production side of the radio industry because of the perceived glamour connected with this portion of the business.

Over the next decade, university level education will continue to change. Specifically, I expect to see continued movement toward changing the

undergraduate curriculum from a skills focused experience to a more liberal arts oriented experience. Additionally, the computer will become an increasingly important radio educational tool. The ever increasing data requirements of the radio industry combined with an increasingly complex media world necessitates that tomorrow's graduate be more computer literate than today's. There will also be an increased interest in and emphasis on marketing and research courses in university radio curricula. The increased importance and quantity of radio research will require tomorrow's radio professional to be more critical of the research information utilized in decision making. Increased research literacy can only come through increased university emphasis on research training. Likewise, additional training in marketing will take on increased importance because the media work facing tomorrow's radio professional will be much more complex and because the amount of research information for making marketing decisions will be much larger.

The next decade promises to be a very challenging one. One of the few givens is that the radio industry will continue to be very dynamic. Hopefully, the education provided to tomorrow's university educated radio professionals will adequately prepare them for the long run challenges with which they'll be faced.



## CABLE AS A COMPETITOR TO RADIO

By Roger Turner  
WLTF/WRMR in Cleveland

Stop for just one minute and imagine that the FCC had just given you special permission to run not two, but four broadcast facilities in your market. The possibilities run through your mind, and you quickly decide on four formats:

- 1 - All News
- 2 - All Sports
- 3 - Rock Music
- 4 - General Entertainment

You've got all the demos covered...it's the opportunity of a lifetime...and it's not radio - it's television. This is not a fantasy, chances are it's happening in your market. It's "what's happening" right now, quietly in Cable Television.

Is it a threat to radio - or is it an opportunity? Obviously it can be either, depending upon your action or your inaction.

As a longtime member of the broadcasting profession and as one who spent five years in the cable industry before making a decision to return to broadcasting management, let me share some facts with you about the cable television "advertising" business. First, it is a business. It is well financed. It has the support of its industry leaders - many of whom were or continue to be top notch broadcast officials. It has its own R.A.B., they call it the C.A.B., and it's run by a most capable fellow by the name of Bob Alter. If the name sounds familiar, it should. He used to be a senior R.A.B. executive.

Most cable sales efforts operate in systems of 10,000 or more subscribers and these guys know and understand the meaning of Metro, TSA and ADI's. They are quickly tying entire Metro's or ADI's together, calling it an interconnect, and they are choosing professional management to run their operations. In some cases, interconnects can offer several hundred thousand homes with one buy, one copy of a commercial, and one bill. Sound familiar?

And, they're offering TV "at the cost of radio." It's an attractive offer to a radio user who can't afford the high cost of a TV Spot. And speaking of spots - you're not prepared to believe the quality they can produce for next to nothing in cost - often for under \$250.00.

The four formats I mentioned earlier are really CNN, ESPN, MTV and USA Cable Networks. Cable operators generally have two minutes per hour on each of these four networks - or a total of eight minutes each hour to sell. Certainly that's a limited number, and the situation is further compounded when one recognizes that often all the avails in one network hour occur in one stop-set. That can present major problems in keeping clients of the same category separated, etc. If one considers 4PM to Midnight as the best time to reach the available cable network audience, then it's easy to compute that an operator has 128 thirty second units in his "real" inventory. With that in hand, you can quickly compute a revenue potential, add in the expense, and you can see the making of a real business. Agreed, that there is no program cost involved, but in many cases there is an obligation to pay the franchising authority a percentage of gross revenues, generally in the 5% range.

What does all this mean to you as a radio operator? I might suggest you investigate the potential in your market, and that you might wish to approach your local operator with a "joint venture." That's a word that cable operators

understand, and they recognize that a broadcast professional could get the most out of the business. If you choose to ignore the potential of cable advertising - your radio competitor might not.

If you choose not to get involved in cable advertising, I suggest you carefully review opportunities on cable to promote your station - and this can often be achieved on an exclusive basis.

Either way, cable TV is now, and will be, a part of the broadcast business. Whether or not it's a competitor is entirely up to you.

1976 - 1986, A TURBULENT DECADE FOR COMMUNICATIONS LAWYERS

or

RADIO LAWYERING AND OTHER OXYMORONS

By Erwin Krasnow, Esquire  
Verner, Liipfert, et. al.

Nineteen seventy six was a good year for French wine...and communications lawyers representing radio stations. It was obvious from the paperwork generated by the FCC that communications lawyers were garnering handsome fees. Over 2,750 pages (and lots of trees) were needed just to reprint those portions of the FCC's rules which applied to broadcasters. Every three years anxious radio station owners filed renewal applications the size of big city telephone directories.

By the end of the decade, the FCC won two not-so-coveted prizes: one from the Small Business Administration for the agency with the largest number of application forms and the other by the General Accounting Office for generating the most time-consuming paperwork. There were so many applications, reports and regulations that one wag observed that the going price for radio stations was seven times lawyers' fees.

Beginning in the early 80's, the situation at the FCC turned into a lawyer's nightmare. Up until then, the FCC was aptly characterized by Mark Fowler, an ex-radio disc jockey, as "the last of the New Deal dinosaurs" --- what he must have visualized was a creature with a head too small for its body, a body too big for its environment, and a tail that just goes on and on. By contrast, the FCC of 1986 has the body of a Jane Fonda. To get to its trim institutional figure, the FCC -- in 1981 -- shed such excess baggage as formal ascertainment, program logkeeping requirements, commercial time limits and

nonentertainment programming guidelines. Thanks to Senator Bob Packwood, Congress amended the Communications Act to provide that radio broadcasters needed to file for renewal every seven years. And the FCC pared down the renewal application form to the size of a postcard. In just two fiscal years (1981 and 1982), the FCC reduced its paperwork requirements by nearly 65 percent, making it the single most successful agency in the federal government in eliminating unnecessary paperwork.

While this tale of a trim and lean FCC will bring pleasure to red-blooded radio broadcasters, all this talk of deregulation has given Excedrin headaches to communications lawyers. The following poem, entitled "Deregulation: A Lawyer's Lament," will give you some insight into the state of mind of my brothers in the law:

As Packwood and Fowler go forward  
With deregulation en masse,  
Nobody's thought of the lawyers  
Who subsist on the present morass.

When arcane comparative hearings  
Have been paying the partnership's bills  
It will not be an easy conversion  
To torts and divorces and wills.

Plain language rules will be all that are left  
No "wherefores" and "hereins" and such  
Treasured old forms will be thrown on the fire  
And for lunch we'll be forced to go Dutch.  
So pity your struggling lawyer  
Who has served at your side for so long

And write to your Congressman promptly

To tell him that "deregulation" is wrong.

The beauty of "deregulation" is largely in the eyes of the beholder. The irony is that in 1976, radio broadcasters complained about too much regulation and in 1986, whined about too little regulation! To be fair, we have to acknowledge that the old approaches have been less than satisfactory:

Reregulation under Chairman Wiley pioneered the beginning of less paperwork and reduced government involvement but came at a time when even the word "deregulation" waved a red flag in the direction of Capitol Hill.

Deregulation under Chairman Ferris was actually "deregulation with strings attached," namely, fewer regulations as the guid pro quo for restructuring the broadcasting industry by means of stricter multiple ownership restrictions and the encouragement of new services without proper concern for their interference potential.

Unregulation, under Chairman Fowler, comes close but still misses in achieving a form of regulation which retains the Communication Act's emphasis on localism and the FCC's role as the traffic cop of the airwaves.

As we look to the next decade, I suggest that the FCC develop a philosophy of ABC-deregulation, which would emphasize a return to the basics of government regulation. Under ABC-deregulation, unlike unregulation, the FCC would establish technical standards for AM stereo...would continue to be the arbiter of requests for call signs that might confuse the public...would reject proposals for further technical deregulation which undermine the integrity of spectrum usage...and would establish clear comparative renewal standards.

Under ABC-deregulation, the FCC would take actions to ensure that its allocations and licensing decisions are made in accordance with the agency's statutory mandate to provide local broadcast service. Thus, for example, the FCC would use lotteries or random selection techniques only as a last resort and reinstate its suburban community policy, the Berwick Doctrine and the de facto reallocations policy.

Dear reader, allow me to end this article with a poem which in one fell swoop summarizes reregulation, deregulation, unregulation and ABC-deregulation:

It's quite hard to know what to call it  
The movement that now has begun  
Depending on who is the Chairman  
It's rereg or dereg or un.

Under Dick Wiley's reregulation  
He deep-sixed some obsolete rules  
But the time wasn't right for much action  
And raised eyebrows are powerful tools.

Charlie Ferris urged deregulation  
But the price was considerable pain  
He'd not get involved in the content  
Of the one station you could retain.

And now we have unregulation  
The marketplace, lord over all  
Even technical standards are suspect  
And you're licensed by ping-pong ball.

The key is to strike a good balance  
Since both chaos and fiat are bad  
So the marketplace really can function  
And be free of political fad.

Call it ABC-Deregulation  
A sensible, basic regime  
Keep the basic and scrap the rest  
Give the market a full head of steam.



## **SECTION C**

### **INDIVIDUAL MARKET HISTORIES**

### HIGHEST BILLING STATIONS

This section shows what I believe are the highest billing stations in each market. I have only researched these figures for the last two years. However, in most cases I believe my estimates are fairly accurate. The dollar amounts are gross cash sales.

### RECORD AUDIENCE LEVELS

This table shows the stations with:

1. The highest 12+ Metro Share since 1975
2. The highest Metro 1/4 hour average since 1975 (figures in 100's)
3. The highest TSA 1/4 hour average since 1975 (figures in 100's)
4. The highest TSA Cume since 1976 (figures in 100's)
5. The highest Metro Cume Rating since 1977

Based on Spring and Fall books only. All figures are 12+, Broadcast Week.

### #1 STATIONS, 12+ METRO SHARE

Here can be found the stations which have led their markets in 12+ Metro Share (12+, Broadcast Week). If there is a tie this symbol (T) will appear after the rating period date. Only the Spring and Fall books are included.

### FINANCIAL DATA

This table offers a brief financial history of each market. It is divided into two sections. 1976 through 1980 is based on FCC data. The figures are net dollars. The first line is net revenue for all stations in the market. Line two is the total income for the market. Lines three and four are the "per capita" figures. Revenue and income were divided by the total population of the market. The resulting figures helped to make inter-market comparisons possible. The bottom line is the markets' profit margin.

After 1980 the FCC got out of the financial reporting business. I have gathered my own financial data and provided it to the industry. My estimates are shown for the years 1981 through 1985.

### MAJOR STATION SALES

This is probably the table which I enjoy the most. This table shows most of the station sales all the way back to and including 1970. It is fascinating to see ebb and flow of prices and owners in each market.

It is unrealistic to think that I have every single sale listed. I am sure I have missed a few. If you see any I have missed I would appreciate a call.

Each listing includes the following:

1. The year that the sale was announced.
2. The Call Letters involved. To reduce confusion I used the call letters as of September, 1986.
3. The owners are listed if a group owner was involved or under certain other circumstances
4. The sale price as of the time the sale is announced. Any last minute price changes may not be included.

Usually when a group of stations is sold there is no public allocation of the sales price of a particular station. In the 1970's, I did not attempt to allocate individual station prices. Thus there is not a sales price listed for these transactions. In the 1980's, I did usually attempt to compute an individual station price.

I did not include deals between partners, estate transactions, corporate reorganizations and the like. For the purposes of this section they lack meaning and importance. In some cases I did include partial sales. The percentage exchanged is listed.

### STATION NOTES

This section shows major format and call letter changes. It also shows other factors which influenced the market. Only stations listed in the 12+ Metro Share table are included. As you may have guessed this table was an absolute bear to produce. I do not pretend or warrant that this list is complete or exact but I do think most major changes are included.

## EXPLANATIONS AND CLARIFICATIONS

Each individual market history contains the following tables.

1. 12+ Metro Share
2. 12+ Cume Rating
3. Various (APR, FM Share, etc.)
4. Format Shares
5. Highest Billing Stations
6. Record Audience Levels
7. #1 Stations, 12+ Metro Share
8. Financial Data
9. Major Station Sales
10. Station Notes

### 12+ METRO SHARE

This table shows the 12+ Metro Share (Monday - Sunday, 6AM - MID, 12+) for most stations in the market since 1976 and in some cases since 1975. The 1975 and 1986 figures are always from the Spring ratings period only. The 1976 through 1985 figures are two book averages (using the Spring and Fall book) if the market is rated at least twice per year. If a market is surveyed only once per year then the Spring share is listed. Immediately below the table you will find a notation telling you how many rating books were used in calculating the table's figures.

Some of the data for the years 1975 through 1978 is a bit sketchy. A blank space does not necessarily mean the station did not show up in the book - most likely it did. My information for those years was not as complete as it was for the later years. If the share for a particular station is blank you can be certain that its share is lower than that of any station whose share is listed. If a station's share does not appear after 1979 you can usually assume that the station did not show up in the rating book.

You will probably notice that every single station in the market is not listed. Most, but not all, are included. However, some stations with very small shares are deleted. These deletions are primarily because of time and space limitations. Some stations have become strong in the ratings after years of poor ratings. These stations are usually picked up as they became an important factor in their market.

The station's format (as of September, 1986) appears in parenthesis just to the right of the call letters. The format codes are as follows:

M	-	Middle of the Road, Variety
R	-	CHR, Top 40, Contemporary
A	-	Album Oriented Rock, Classic AOR, Progressive
C	-	Country
AC	-	Adult Contemporary, Soft Rock
E	-	Beautiful Music, Easy Listening
O	-	Oldies, Classic Hits, Gold
NT	-	News, Talk, News/Talk
B	-	Black, Urban
J	-	Jazz
BB	-	Nostalgia, Big Band
CL	-	Classical
SP	-	Spanish
G	-	Religion, Gospel
?	-	Unknown, Other, Indescribable

Call letters and formats are those used by the stations as of September 1986.

### 12+ CUME RATING

This table shows the Cume Rating (12+, Metro, Broadcast Week) for most stations in each market. This figure is from the Spring sweep only. It covers the years 1979 through 1986. Some of this data is also a bit sketchy so the same explanation found in the "12+ Metro Share" table applies.

### VARIOUS

The table directly below "12+ Metro Share" shows the following:

1. APR. The Average Person Rating shows the percentage of the 12+ population which is using radio during the Broadcast Week.
2. FM Share. The percentage of all commercial radio listening which is devoted to FM stations.
3. Stations. The total number of stations (above and below the line) which showed up in the Arbitron book.
4. Diaries. The number of in-tab diaries (metro) used by Arbitron for the rating book.

THE ABOVE ARE DERIVED FROM THE SPRING BOOK ONLY.

### FORMAT SHARES

This table shows the percentage of all radio listening (12+, Metro, 1/4 Hour Average, Broadcast Week) which is devoted to stations programming a particular format. You will see that this particular table becomes a bit more sophisticated as the years go by. In 1983, AC and MOR were split off into separate categories. In 1984, AOR was also split off.

AKRON

	SPG	<u>12+ METRO SHARE</u>										SPG	<u>12+ CUME RATINGS</u>									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WAKR (M)	15.7	16.2	18.2	15.0	14.4	14.3	10.7	11.2	10.2		10.8	10.9	8.9	WAKR	33.1	35.0	29.0	27.0	25.3	26.2
WONE-F (A)	8.6	6.6	6.8	6.7	5.9	6.7	6.5	4.6	4.9	5.5	6.6	6.3	WONE-F	---	11.8	12.7	8.3	10.1	8.8	10.5	12.6	
WSLR (C)	9.9	8.2	8.1	6.7	7.6	5.7	7.0	6.3	5.7	5.4	4.5	2.9	WSLR	17.5	13.6	14.9	14.1	14.8	10.9	9.2	7.4	
WKDD-F (R)	---	---	---	3.9	3.6	4.4	2.2	10.1	10.0	10.5	8.7	9.0	WKDD-F	---	---	---	21.2	22.2	24.6	24.2	24.1	
WCUE (BB)	6.6	5.7	4.3	2.9	1.4	1.3	3.1	2.8	1.8	1.5	1.1	---	WCUE	---	---	---	5.9	5.8	6.4	4.6	---	
WHLO (G)	3.1	---	---	2.4	3.8	2.5	1.9	2.8	1.4	1.4	.3	.9	WNIR-F	---	---	---	---	8.0	8.0	9.5	11.5	
WNIR-F (NT)	---	---	---	---	---	---	---	3.3	4.4	4.8	5.9	6.1	WHLO	---	---	---	5.1	5.7	5.1	2.4	2.6	
WMMS-F (A)	6.1	7.2	6.3	11.2	10.9	12.4	12.6	12.3	13.0	11.3	9.9	12.3	WMMS-F	22.1	21.5	23.6	23.3	23.5	25.3	23.6	24.7	
WGAR (C)	7.9	8.0	8.5	8.0	6.5	4.4	4.6	4.7	4.0	1.4	1.2	.8	WGAR	19.2	15.9	15.0	15.6	12.6	7.3	6.0	3.3	
WMJI-F (AC)	---	4.3	3.7	6.1	4.8	3.8	4.8	4.4	5.0	5.3	3.9	4.9	WMJI-F	17.4	---	11.4	13.6	12.1	12.7	11.4	15.5	
WDBN-F (E)	7.8	6.6	---	4.2	4.7	4.3	3.0	4.3	3.3	3.3	4.8	4.7	WDBN-F	9.0	10.2	6.9	7.5	5.6	---	9.4	7.4	
WDOK-F (E)	---	---	---	1.6	2.0	3.6	3.6	3.1	3.0	2.4	3.0	2.9	WDOK-F	---	---	---	7.5	NA	5.3	5.8	7.1	
WGCL-F (R)	3.3	4.2	---	2.1	4.1	6.0	7.1	5.5	5.7	4.7	3.5	3.2	WGCL-F	11.2	14.5	19.1	17.7	15.0	17.2	14.5	14.3	
WWWE (NT)	3.3	3.6	4.2	4.1	1.7	2.3	2.1	2.4	1.9	1.6	2.6	3.5	WWWE	7.4	10.2	9.0	9.0	8.0	5.8	2.7	10.2	
WQAL-F (E)	---	3.7	3.8	2.5	3.1	2.6	2.3	2.1	2.1	1.7	2.9	2.8	WQAL-F	---	---	---	6.5	4.4	5.0	6.2	5.5	
WLTF-F (AC)	---	---	4.7	5.0	5.0	4.9	4.9	3.7	2.6	3.7	4.4	4.5	WLTF-F	13.4	12.5	13.7	10.3	10.8	11.8	12.7	12.3	
WDMT-F (B)	---	---	---	1.0	1.4	3.3	2.6	1.3	1.3	.8	1.5	1.3	WDMT-F	---	---	---	4.8	4.9	3.2	5.0	3.6	
WZAK-F (B)	---	---	---	---	---	---	---	1.0	2.9	2.8	3.3	2.3	WZAK-F	---	---	---	---	5.2	5.5	5.7	4.5	
WGAR-F (C)	---	---	---	---	---	---	---	3.2	2.6	3.4	3.7	4.2	WGAR-F	---	---	---	---	7.8	9.0	6.6	8.4	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	15.9	14.7	14.3	15.3	15.7	15.8	16.3	15.4	17.0	17.3	17.0	16.9	1984	WKDD-F	\$2,400,000
FM Share (%)	46.91	44.03	43.50	54.68	52.54	59.97	64.81	66.50	70.59	73.44	73.22	78.58	1985	WKDD-F	\$2,700,000
Stations			23	25	27	23	29	27	28	27	29	27			
Diaries						855	908	1061	848	1113	968	1080			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>	
CHR/AOR/CONTEMP	36	42	42	35	40	34	33	CHR 17	16	14	WAKR (22.5, S77)	
MOR/AC	31	22	19	26	20	21	MOR 10	AOR 16	19	23	WAKR (176, S77)	
COUNTRY	9	9	13	9	11	17	AC 14	16	12	11	WGAR (291, S75)	
BTFL/EZ	20	19	17	20	16	17	20	13	10	11	WGAR (2698, F77)	
NEWS/TALK	2	3	4	3	2	---	12	15	13	13	WAKR (37.3, F77)	
BLACK/URBAN	---	---	---	3	4	3	1	6	4	11		
NOSTALGIA	---	---	---	---	4	5	5	3	3	1		
SPANISH	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	1	---	1	1	1	1	---	---	2	2		
CLASSICAL	---	---	1	---	2	1	1	---	1	1		

#1 STATIONS, 12+ METRO SHARE

WAKR	S75, S76, F76, S77, F77, S78, F78, S79, F79, S80, F80, S85, F85
WMMS-F	S81, F81, S82, F82, S83, F84, S84
WKDD-F	F84, S86

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	4.5	5.8	6.7	7.2	7.5	8.7	8.8	9.3	9.9	10.5
Income (millions)	.8	.9	1.1	.6	.5					
Nat Rev (millions)	1.2	1.7	1.8	1.6	1.7					
Rev Per Cap (\$)	---	8.68	10.23	10.92	11.36	12.80	13.30	13.50	14.29	16.23
Inc Per Cap (\$)	---	1.42	1.64	.99	.76					
Profit Margin	18.7	16.3	16.0	9.0	6.7					

STATION NOTES

(Major call letter and format changes)

WKDD-F	- WCUE until 76
	AOR until 78
WCUE	- Contemp until about 80
WHLO	- Contemp until 77 then Talk until about 80

OTHER STATIONS SEE CLEVELAND

MAJOR STATION SALES

1981	WKDD-F	Sold to Welcome Radio	\$3,000,000
1981	WCUE		1,000,000
1984	WSLR/WKDD-F	From Welcome to Al Kaneb	8,900,000
1984	WHLO		600,000
1986	WAKR/WONE-F	From Group One to DKM	NA

ALBANY - SCHENECTADY - TROY

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WGY (M)	16.4	16.7	16.0	16.2	18.1	18.2	16.1	15.0	13.0	10.9	11.3	9.6	WGY	39.3	40.8	38.6	35.8	33.4	29.1	31.2	26.9
WROW (M)	14.5	12.7	13.3	12.8	12.0	10.0	9.8	8.4	7.9	5.9	3.7	3.9	WROW	25.0	25.0	21.7	21.7	17.0	16.2	11.7	11.9
WGFM-F (R)	9.7	10.0	9.1	6.8	5.0	4.0	4.4	4.5	5.5	8.6	8.5	9.4	WGFM-F	18.4	18.5	12.2	14.3	17.8	22.7	23.5	26.1
WTRY (AC)	9.0	9.4	10.2	9.5	8.9	7.6	8.6	6.1	5.0	4.0	3.4	3.6	WTRY	28.8	26.7	26.4	22.6	21.6	17.9	14.6	10.6
WROW-F (E)	5.1	4.8	6.9	5.9	3.8	8.5	7.2	6.9	6.8	5.8	9.1	8.4	WROW-F	9.2	15.3	15.5	15.9	13.9	15.8	14.6	15.0
WWOM-F (AC)	8.1	2.7	2.4	2.2	2.3	3.5	4.8	4.2	4.8	6.5	6.1	7.5	WWOM-F	---	---	11.6	13.0	13.1	14.9	13.1	16.5
WPTR (C)	5.2	7.0	5.8	6.6	5.2	4.0	3.2	4.0	5.4	3.9	3.1	3.9	WPTR	22.2	18.6	12.5	12.3	12.2	9.8	9.1	9.4
WQBK (NT)	3.5	6.3	4.6	6.3	7.8	6.1	6.9	5.3	6.2	7.5	7.5	6.6	WQBK	---	---	8.5	8.4	10.9	12.1	11.2	10.5
WPYX-F (A)	---	3.7	2.7	5.3	5.0	5.7	10.3	11.2	12.7	12.2	9.7	9.6	WPYX-F	8.8	12.5	18.4	21.8	23.5	22.9	21.6	23.7
WFLY-F (R)	---	2.6	3.2	5.2	7.6	8.7	6.4	7.9	6.7	5.8	5.7	7.7	WFLY-F	18.9	24.2	18.4	17.5	21.6	17.2	20.9	22.7
WQBK-F (A)	---	---	3.1	2.6	3.9	3.6	2.3	4.0	3.0	3.4	4.7	4.3	WQBK-F	9.1	10.5	7.4	8.7	10.0	8.5	10.9	11.1
WGNA-F (C)	---	---	2.7	2.4	3.3	4.5	4.6	4.8	3.5	5.0	4.5	4.2	WGNA-F	5.2	8.9	8.7	7.6	7.7	9.8	10.1	9.7
WWCN (NT)	2.8	4.2	4.2	2.1	1.6	1.2	2.3	1.2	.9	.9	1.6	1.3	WWCN	---	---	---	5.5	3.5	2.5	4.6	2.8
WABY (BB)	---	---	---	---	---	---	---	1.6	3.4	2.8	3.2	3.6	WABY	---	---	---	---	6.6	7.3	NA	6.0

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.0	15.7	15.8	16.0	14.8	16.7	17.1	17.7	17.5	17.5	17.6	17.6	1984	WGY	\$3,000,000
FM Share (%)	31.95	30.68	37.77	35.94	33.60	44.13	47.06	49.49	49.11	56.53	58.37	59.86	1985	WGY	\$3,300,000
Stations			23	20	22	19	23	24	22	22	20	24			
Diaries						944	1003	1180	990	1075	1297	1125			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	36	34	38	33	39	33	38	CHR 17	17	19	Highest Metro 1/4 HR AVG:	WGY	(19.6, S80)
MOR/AC	36	19	22	24	24	25	MOR 27	AOR 17	17	16	Highest TSA 1/4 HR AVG:	WGY	(216, S80)
COUNTRY	7	7	6	6	8	11	AC 5	20	22	18	Highest TSA Cume:	WGY	(349, S80)
BTFL/EZ	13	30	24	26	20	23	10	12	11	12	Highest Metro Cume Rating:	WGY	(4484, F78)
NEWS/TALK	8	7	8	6	7	6	9	8	11	11			
BLACK/URBAN	--	--	--	--	--	--	6	7	9	9	#1 STATIONS, 12+ METRO SHARE		
NOSTALGIA	--	--	--	--	--	1	4	3	4	5	WPYX	F84	
SPANISH	--	--	--	--	--	--	--	--	--	--	WGY	All other rating books	
RELIGION/GOSPEL	1	3	1	--	2	1	1	1	1	--	STATION NOTES		
CLASSICAL	--	--	--	--	--	--	--	--	--	--	(Major call letter and format changes)		

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	7.0	7.7	8.4	8.8	9.9	11.9	12.7	13.4	14.0	15.2
Income (millions)	.2	.8	.5	.8	.4					
Nat Rev (millions)	1.6	1.8	2.2	2.2	2.7					
Rev per Cap (\$)	---	9.69	10.65	11.23	12.42	13.93	14.82	15.55	16.20	17.49
Inc Per Cap (\$)	---	.99	.62	1.05	.44					
Profit Margin	2.8	10.3	5.8	9.3	3.5					

- WPYX-F - WSH until 80
- BTFL until 80
- WWOM-F - BTFL until 76
- WTRY - CHR gradually converting to AC by 1983
- WWCN - WOKO until 83
- Country until 83

MAJOR STATION SALES

1970	WABY	Sold to CCA Electronics	\$ 400,000
1971	WFLY-F	Sold by Troy Record	150,000
1973	WTRY/WPYX-F	From Kops/Monahan to Scott	1,900,000
1974	WWWD		375,000
1975	WFLY-F	Sold to Rust	360,000
1976	WWWD		169,000
1977	WABY	Sold to Broadcast Management	275,000
1978	WWCN	Sold by Welcome Radio	785,000
1980	WWOM-F	Sold to Liberty	800,000
1981	WWCN		575,000
1982	WABY	Sold by Broadcast Management	550,000
1983	WPTR/WFLY-F	From Rust to Dyson	4,000,000
1983	WGY/WGFM-F	From GE to Sky/Foster	NA
1983	WROW A/F	From Capital Cities to JAG	3,200,000
1984	WQBK A/F		1,300,000
1984	WWCN		1,150,000
1985	WGY/WGFM-F	Sold to Israel, et. al.	11,000,000
1986	WTRY, WPYX-F	Sold to Merv Griffin	15,000,000
1986	WGNA-F		4,500,000

ALBUQUERQUE

		12+ METRO SHARE										12+ CUME RATINGS										
		SPG										SPG										
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
KOB	(M)	9.7	12.9	13.3	14.9	11.5	9.1	8.7	8.8	10.6	10.0	13.4	13.4	KOB	29.8	28.9	24.6	22.5	30.4	24.8	29.0	26.7
KOB-F	(AC)	14.4	10.8	11.6	8.6	5.4	4.4	6.7	9.5	13.3	15.2	14.4	13.6	KOB-F	13.4	10.1	11.4	18.9	29.2	29.1	27.6	27.6
KQUE	(O)	18.4	9.9	9.7	7.6	4.4	5.1	5.0	3.9	3.9	2.9	2.4	3.0	KQUE	13.9	13.8	17.4	13.8	15.7	12.7	10.4	8.9
KAMX	(R)	4.6	6.7	4.7	4.0	3.9	3.9	3.6	2.7	1.5	.3	.1	---	KAMX	9.7	---	---	9.5	8.5	---	1.6	---
KRKE	(C)	9.9	9.1	10.6	9.4	4.9	2.9	3.1	3.5	2.5	1.9	1.1	.4	KRKE	20.7	13.9	9.9	10.7	9.6	8.0	5.9	3.2
KRST-F	(C)	4.8	8.9	8.0	8.7	7.1	5.0	8.8	7.5	7.4	7.5	7.0	7.0	KRST-F	13.0	13.1	16.0	16.1	16.8	17.4	14.1	14.8
KKJY-F	(E)	---	6.3	5.0	3.1	8.5	14.0	11.3	9.4	8.2	7.0	6.2	5.8	KKJY-F	13.6	19.5	19.8	16.0	19.1	15.1	14.6	14.2
KRZY	(C)	9.1	6.4	8.7	7.9	7.7	6.4	4.9	4.9	3.4	4.5	3.5	3.0	KRZY	20.2	17.0	13.3	11.1	10.3	9.1	8.7	8.4
KABQ	(S)	---	6.9	6.4	7.2	6.8	5.2	5.0	4.1	2.3	2.0	2.1	1.7	KABQ	---	---	---	7.6	6.2	4.8	4.9	4.8
KZIA	(NT)	---	3.6	4.3	2.8	6.9	4.6	5.0	3.8	4.1	3.4	3.5	1.6	KZIA	---	---	---	6.8	5.9	5.1	5.0	3.6
KRKE-F	(A)	---	---	---	5.4	3.5	5.2	9.3	9.3	8.3	5.5	3.9	4.1	KRKE-F	13.9	11.1	16.8	16.9	20.7	18.2	12.9	11.5
KFMG-F	(A)	---	---	---	---	7.0	9.0	7.8	6.5	8.7	8.3	9.1	7.4	KFMG-F	---	20.4	20.5	19.9	24.0	23.7	20.0	17.1
KMGA-F	(AC)	4.2	---	4.5	8.2	5.4	5.6	6.2	4.4	4.4	4.6	2.3	2.9	KMGA-F	16.0	13.5	21.1	10.5	14.2	16.1	9.5	8.4
KHFM-F	(CL)	---	---	---	2.6	1.7	3.6	2.3	4.4	3.2	3.8	2.6	3.0	KHFM-F	---	---	---	7.5	7.4	6.6	6.9	7.2
KNMQ-F	(R)	---	---	---	---	---	---	---	---	1.8	9.9	9.5	7.3	KNMQ-F	---	---	---	---	---	19.7	19.7	20.5
KDEF	(BB)	---	---	---	---	---	---	.8	4.5	4.3	---	3.4	3.8	KDEF	---	---	---	---	---	---	6.5	7.2
KXKS	(S)	---	---	---	---	---	---	---	1.2	.6	1.0	3.1	1.9	KXKS	---	---	---	---	2.4	2.1	3.2	2.7
KIVA-F	(R)	---	---	---	---	---	---	---	---	---	---	3.6	2.6	KIVA-F	---	---	---	---	---	---	9.8	10.9
KLSK-F	(CL/J)	---	---	---	---	---	---	---	---	---	1.4	1.9	2.4	KLSK-F	---	---	---	---	---	4.7	5.8	6.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.9	16.9	17.8	14.5	15.8	16.3	16.0	17.1	17.4	17.4	18.1	17.9	1984	KOB	\$2,300,000
FM Share (%)	30.28	33.12	32.58	33.99	39.78	49.90	56.04	56.40	62.86	69.83	65.79	65.65	1985	KOB	\$2,900,000
Stations			16	17	17	18	19	18	18	20	19	24			
Diaries						541	748	839	984	892	767	847			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:			Highest Metro Cume Rating:			
CHR/AOR/CONTEMP	39	40	32	38	38	27	29	CHR	15	12	14	KQEO (18.4, S75)			KOB (126, S85)		
MOR/AC	14	16	18	18	18	24	MOR	12	8	15	15	KOB (151, F84)			KOB (2335, F77)		
COUNTRY	12	14	12	12	16	19	15	AOR	17	15	13	KOB (2335, F77)			KOB (37.3, F77)		
BTFL/EZ	19	15	9	14	15	11	10		25	24	22						
NEWS/TALK	4	2	8	6	5	4	3		13	12	12						
BLACK/URBAN	--	--	--	--	--	--	--		9	6	6						
NOSTALGIA	--	--	--	--	--	5	4		4	4	6						
SPANISH	9	12	12	5	7	5	4		5	1	6						
RELIGION/GOSPEL	3	2	2	3	3	2	1		2	1	1						
CLASSICAL	1	--	2	3	3	4	4		4	4	6						

#1 STATIONS, 12+ METRO SHARE

KQEO	S75
KOB	S76, F76, S77, F77, S78, F78, S79
	F79, F85
KKJY-F	S80, F80, S81, F81, S82
KOB-F	F82, S83, F83, S84, F84, S85, S86

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	4.6	4.2	6.0	7.2	8.1	9.8	10.7	12.0	13.2	14.9
Income (millions)	-.14	-.33	-.13	-.4	-1.7					
Nat Rev (millions)	1.0	1.0	1.4	2.0	2.6					
Rev Per Cap (\$)	---	10.43	14.35	17.05	17.13	22.32	23.94	26.31	28.39	31.43
Inc Per Cap (\$)	---	-.82	-.32	-.99	-3.63					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

KKJY-F	-	KPAR-F	until 79
KMGA-F	-	KMYR-F	until 78
	-	KZZX-F	until 85
KRKE-F	-	KRKE-F	until 80
	-	KWXL-F	until 85
KAMX	-	Spanish	until 79
KQEO	-	CHR	until 80
KRST-F	-	AOR	until 80
KRKE	-	CHR	until 80
	-	Country	until 84
KOB-F	-	BTFL	until 79

MAJOR STATION SALES

1973	KDEF/KRKE-F	Sold by Doubleday to Media Horizons	\$ NA
1973	KRKE	Sold to Gaylord	720,000
1974	KMGA-F		150,000
1974	KKIM	Sold to Christian Enterprises	225,000
1976	KRKE-F	From Media Horizons to Gaylord	150,000
1977	KMGA-F	Bought by Sunbelt	425,000
1978	KXKS, KKJY-F	From Sun World to Broadcast Assoc.	585,000
1978	KAMX, KFMG-F	Sold by Korngold	415,000
1978	KQEO	From Swanson to Sunbelt	1,000,000
1979	KDEF		540,000
1979	KKIM	Sold by Christian Enterprises	600,000
1980	KRKE, KRKE-F	From Gaylord to Peoria Journal Star	5,000,000
1981	KKIM		165,000 + debt
1983	KKJY-F	From Broadcast Assoc. to Dunn	NA
1985	KKJY-F	Sold by Dunn	3,200,000
1985	KQEO	From Sunbelt to Penn	2,400,000 (E)
1985	KAMX/KFMG-F (C)	Sold to Coastal	2,125,000
1986	KRKE A/F	Sold by Compass	3,150,000
1986	KOB A/F	From Hubbard to Price Comm.	16,500,000

ALLENTOWN - BETHLEHEM - EASTON

	12+ METRO SHARE											12+ CUME RATINGS									
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86	
WLEV-F (AC)	7.3	11.0	10.6	9.5	8.5	9.7	12.7	11.6	9.6	10.6	9.1	11.1	WLEV-F	19.0	22.5	28.1	28.1	28.3	26.4	21.6	23.4
WZZO-F (A)	---	---	---	---	10.5	8.3	9.8	9.6	10.7	10.3	11.9	11.5	WZZO-F	16.5	17.2	21.8	21.8	23.8	26.0	26.7	24.7
WAEB-F (AC)	7.0	1.9	4.2	12.9	9.9	9.9	9.2	10.7	10.1	7.9	6.2	5.6	WAEB-F	17.1	16.5	18.7	19.1	19.2	14.4	13.6	14.3
WQQQ-F (R)	6.2	11.7	10.7	8.2	10.1	11.5	8.9	8.9	6.6	9.0	9.8	9.9	WQQQ-F	19.1	23.4	18.3	20.5	13.7	18.1	23.8	24.4
WAEB (AC)	9.1	7.9	8.0	12.6	8.2	9.5	7.9	7.6	6.7	5.5	5.6	5.8	WAEB	27.1	27.6	26.0	22.3	20.2	18.9	15.9	15.9
WFMZ-F (E)	5.2	5.7	7.7	5.3	4.4	9.3	8.3	7.7	13.8	14.1	13.2	12.1	WFMZ-F	9.2	14.5	15.3	15.1	22.5	21.5	19.8	19.7
WEST (BB)	4.8	8.5	5.9	4.6	6.5	5.0	3.4	5.6	7.2	5.1	5.2	4.5	WEST	12.3	---	---	8.0	6.6	8.7	8.0	7.5
WEEX (C)	7.2	5.1	7.0	4.3	3.7	3.9	2.8	3.3	2.2	1.6	2.8	1.5	WEEX	12.6	---	---	10.4	NA	NA	5.7	5.5
WKAP (BB)	8.2	6.2	8.6	7.3	4.4	3.3	2.8	5.6	4.9	6.1	5.5	5.1	WKAP	15.7	10.8	11.1	13.0	13.6	11.3	11.5	9.2
WXXW (C)	4.4	2.8	3.2	1.6	1.9	1.5	3.6	4.7	3.6	3.5	3.0	2.0	WXXW	---	---	13.1	14.7	11.7	10.1	8.1	4.9
WHOL (G)	3.9	4.8	4.0	---	1.2	1.6	.6	.5	.3	.4	.6	---	WHOL	---	---	---	---	---	.8	2.0	---

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1979

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	19.4	16.7	18.5	17.1	17.7	16.9	18.4	17.7	18.1	18.1	17.6	18.5	1984 WLEV-F \$1,900,000
FM Share (%)	44.91	42.53	45.22	50.37	52.52	59.75	65.45	65.08	68.98	67.68	67.14	70.64	1985 WLEV-F \$2,000,000
Stations			23	22	18	23	35	32	33	31	35	36	
Diaries						604	1011	1013	1052	1027	1042	1046	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WFMZ-F (14.9, S83)
CHR/AOR/CONTEMP	51	52	51	39	41	41	29	CHR	9	12	12	Highest Metro 1/4 HR AVG: WFMZ-F (148, S83)
MOR/AC	11	5	12	8	14	17	MOR	AOR	16	17	18	Highest TSA 1/4 HR AVG: WFMZ-F (188, S83)
COUNTRY	6	17	14	15	12	11	AC		6	1	2	Highest TSA Cume: WLEV-F (1923, S83)
BTFL/EZ	28	18	18	24	21	20			22	24	28	Highest Metro Cume Rating: WLEV-F (28.3,F81,S83)
NEWS/TALK	5	5	5	7	6	4			11	10	7	
BLACK/URBAN	--	--	--	--	--	--			5	4	5	
NOSTALGIA	--	--	--	5	4	6			1	--	2	
SPANISH	--	--	--	--	--	--			13	14	13	
RELIGION/GOSPEL	--	2	--	1	1	1			--	--	--	
CLASSICAL	--	--	--	--	--	--			2	1	2	
									1	--	1	

#1 STATIONS, 12+ METRO SHARE

- WAEB S75
- WQQQ-F S76, S77, S80
- WXXW-F S78, F80 (T)
- WLEV-F S79, S81, F81, S82, F83
- WFMZ-F F80 (T), S83, S84, F84, S85, F85, S86
- WZZO-F F79

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	4.4	4.7	5.4	6.2	7.1	8.7	10.1	11.5	13.1	14.2
Income (millions)	.7	.7	.9	1.1	1.0					
Nat Rev (millions)	.4	.4	.5	.6	1.1					
Rev Per Cap (\$)	---	7.48	8.65	9.82	11.01	13.55	15.61	17.67	20.05	21.52
Inc Per Cap (\$)	---	.57	.81	1.00	1.67					
Profit Margin	15.5	15.4	16.6	17.6	14.5					

STATION NOTES

(Major call letter and format changes)

- WXXW-F - BTFL/MOR until 1977
- WEST - MOR until 79
- WEEX - CHR until 79
- WKAP - CHR to AC about 79 or so  
AC to Nost in 82
- WLEV-F - CHR to AC in 84
- WXXW - Contemp until about 79  
WSAN until 84  
MOR until 84
- WHOL - Country to religion in 83
- WAEB - CHR to AC in 82

MAJOR STATION SALES

1973	WEST/WLEV-F	Sold to Sound Communications	\$ 760,000
1981	WXXW		1,500,000
1982	WAEB, WAEB-F	From Rust to CRB	5,500,000
1982	WKAP	Sold by Gulf	650,000
1983	WHOL		450,000
1984	WEEX, WQQQ-F	Sold to Northeast	3,000,000
1985	WHOL		500,000
1986	WEST, WLEV-F	From Sound to Eastern	5,700,000

ALTOONA

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WFBG (AC)	16.1	17.5	16.0	18.7	22.2	27.0	30.7	27.3	25.0	23.6	26.3	18.4	WFBG	49.6	50.3	50.3	54.6	53.5	51.9	48.2	42.6
WFBG-F (E)	12.8	7.9	9.8	15.1	18.6	8.8	12.3	13.9	10.6	14.9	15.6	17.7	WFBG-F	31.0	23.9	23.6	29.8	20.5	27.6	27.7	26.6
WVAM (C)	21.1	21.5	20.2	12.0	20.4	17.0	16.0	13.9	18.9	11.8	14.5	12.1	WVAM	37.9	29.6	29.8	26.8	31.1	25.0	26.2	25.1
WRTA (M)	20.6	22.0	17.8	18.1	10.8	14.5	14.1	12.4	10.6	9.2	8.9	10.3	WRTA	33.9	35.6	32.6	32.5	30.0	28.6	23.6	20.0
WPRR-F (R)	---	---	13.5	14.5	9.6	8.8	7.4	7.2	8.9	10.8	8.9	10.9	WPRR-F	25.1	20.3	22.2	21.3	24.3	26.1	21.7	19.9
WKMC (BB)	13.3	10.7	7.4	8.4	6.0	7.5	4.3	3.6	7.8	7.7	3.9	4.0	WKMC	12.1	11.2	10.6	10.7	14.2	9.2	11.2	8.5
WHPA-F (AC)	---	---	---	---	2.4	5.0	3.1	3.1	2.8	4.6	7.8	11.5	WHPA-F	---	---	---	9.3	8.3	12.5	21.5	21.3
WBXQ-F (R)	---	---	---	---	---	---	---	3.6	3.3	5.1	2.2	3.4	WBXQ-F	---	---	---	8.5	10.7	10.4	9.7	9.9

BASED ON MARKET RATED IN SPRING ONLY

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.5	15.5	14.4	15.0	15.0	14.1	14.2	16.9	15.7	17.1	15.7	15.3	1984	WFBG	NA
FM Share (%)	19.26	16.25	29.03	38.36	36.81	30.73	29.94	36.41	32.54	42.16	41.46	50.94	1985	WFBG	\$900,000
Stations			11	12	12	15	15	17	15	14	11	11			
Diaries						507	589	633	529	657	666	543			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	38	33	37	39	44	45	41	CHR	30	12	16	WFBG (30.7, S81)	
MOR/AC	19	19	11	16	15	17	MOR	12	1	1	Highest Metro 1/4 HR AVG:	WFBG (53, S82)	
COUNTRY	23	27	26	28	22	19	AC	4	5	37	34	Highest TSA 1/4 HR AVG:	WFBG (90, S86)
BTFL/EZ	13	20	23	16	19	21		14	18	15		Highest TSA Cume:	WFBG (991, S81)
NEWS/TALK	--	--	--	--	--	--		17	17	19		Highest Metro Cume Rating:	WFBG (54.6, S82)
BLACK/URBAN	--	--	--	--	--	--		--	--	--			
NOSTALGIA	--	--	--	--	--	--	8	8	4	4			
SPANISH	--	--	--	--	--	--		--	--	--			
RELIGION/GOSPEL	3	1	--	1	1	3	2	2	1	--			
CLASSICAL	--	--	--	--	--	--	--	--	--	--			

#1 STATIONS, 12+ METRO SHARE

WVAM	S75, S77
WRTA	S76
WFBG	All other rating periods

STATION NOTES

(Major call letter and format changes)

WVAM	-	Contemp until 80
WPRR-F	-	WVAM-F until 81
		Country until 79
WFBG	-	Rock to AC (gradual)
WKMC	-	Country to Nostalgia in 82
WHPA-F	-	BTFL to AC in 83

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.7	1.9	2.4	2.2	2.8	3.0	3.2	3.3	3.4	3.6
Income (millions)	.11	.18	.10	.12	-.36					
Nat Rev (millions)	.27	.31	.36	.31	.36					
Rev Per Cap (\$)	---	14.74	18.44	16.01	20.27	22.06	23.52	24.09	24.96	26.47
Inc Per Cap (\$)	---	1.37	.79	.85	-2.62					
Profit Margin	6.1	9.3	4.3	5.3	---					

\* FM's reporting separately not included

MAJOR STATION SALES

1980	WVAM, WPRR-F	\$913,000
1983	WRTA (78%)	909,000
1986	WVAM, WPRR-F	850,000



AMARILLO

12+ METRO SHARE

12+ CUME RATINGS

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
KIXZ (C)	14.4	15.6	10.5	5.6	15.2	19.8	21.6	12.9	10.5	8.0	7.5	6.8	KIXZ	36.4	31.1	33.5	28.5	23.0	18.4	15.1	13.8
KDJW (C)	17.6	16.2	18.0	13.3	8.4	10.9	5.3	8.7	8.0	7.2	5.0	3.8	KDJW	24.2	23.4	15.1	17.1	17.1	16.4	13.6	10.9
KPUR (R)	19.7	17.3	15.1	12.2	18.8	9.9	8.8	7.5	5.5	9.6	5.0	3.8	KPUR	37.5	26.3	25.4	27.9	19.9	18.0	21.4	12.0
KGNC (M)	15.4	18.4	12.2	12.2	10.5	11.4	5.3	6.6	6.8	5.2	5.8	3.8	KGNC	19.9	21.7	20.2	17.3	19.3	16.9	15.3	9.9
KQIZ (?)	3.2	2.2	2.9	2.8	2.6	1.5	3.1	3.7	3.4	---	---	---	KQIZ	9.4	5.6	---	7.5	---	---	---	---
KGNC-F (E)	13.3	17.3	12.8	16.7	13.6	12.9	13.2	10.0	11.8	12.8	11.6	12.8	KGNC-F	24.1	23.6	23.1	21.1	26.2	23.7	21.9	19.1
KBUY-F (C)	3.2	1.7	1.2	3.3	3.7	6.9	6.2	11.2	8.0	8.4	6.6	7.1	KBUY-F	10.9	15.0	14.0	20.5	19.9	19.8	15.9	17.7
KAKS-F (R)	---	---	---	---	---	---	6.2	6.6	6.8	6.8	4.6	2.6	KAKS-F	---	---	18.9	15.1	17.4	17.1	14.0	7.4
KQIZ-F (R/A)	---	---	14.5	18.3	10.5	10.4	7.9	10.4	16.0	15.6	19.9	10.5	KQIZ-F	23.2	22.8	23.5	22.9	29.5	27.5	34.3	24.5
KZIP (S)	4.3	3.4	4.1	6.7	1.0	1.0	.4	2.1	1.7	1.2	.8	.4	KZIP	4.6	---	---	2.7	2.4	NA	2.0	1.9
KZZQ-F (AC)	---	1.1	2.9	1.1	2.6	1.0	.4	.8	2.5	4.4	2.5	5.3	KZZQ-F	---	---	---	6.1	8.2	11.7	9.2	11.4
KMML-F (C)	---	---	---	---	5.8	9.4	10.1	10.0	9.7	8.8	7.9	11.7	KMML-F	11.7	13.5	13.1	15.7	20.4	18.7	15.8	19.9
KLSF-F (R)	---	---	---	---	---	---	---	---	---	---	12.0	13.2	KLSF-F	---	---	---	---	---	---	20.8	26.8
KAKS-F (O)	---	---	---	---	---	---	---	2.1	1.7	3.6	1.7	5.6									

BASED ON MARKETS RATED IN SPRING ONLY

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	15.0	14.6	13.7	13.7	14.3	14.9	15.9	16.4	15.9	16.3	15.1	16.6	1984	NA
FM Share (%)	20.83	21.56	33.33	42.77	38.55	42.27	48.58	52.91	59.36	62.01	71.69	73.66	1985	NA
Stations			10	10	12	12	14	13	13	13	13	14		
Diaries						541	489	748	610	636	623	631		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	43	39	41	39	42	37	31	CHR 28	41	35	KIXZ (21.6, S81)	
MOR/AC	16	16	15	13	9	12	MOR 7	AOR --	--	5	KIXZ (49, S81)	
COUNTRY	25	25	26	33	30	35	29	6	6	4	KQIZ-F (83, S85)	
BTFL/EZ	14	18	15	13	14	11	13	11	7	10	KIXZ (1120, S79)	
NEWS/TALK	---	---	---	---	---	---	---	14	13	14	KPUR (37.5, S79)	
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---		
NOSTALGIA	---	---	---	---	3	4	4	---	---	---		
SPANISH	---	---	---	---	---	---	2	1	1	1		
RELIGION/GOSPEL	3	1	3	1	2	1	3	5	3	---		
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

#1 STATIONS, 12+ METRO SHARE

KPUR	S75, S79
KGNC	S76
KDJW	S77
KQIZ-F	S78, S84, S83, S85
KIXZ	S80, S81, S82
KLSF-F	S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.3	3.1	3.7	4.0	4.4	5.0	5.5	5.9	6.4	6.6
Income (millions)	.21	.29	.23	-.32	-.37					
Nat Rev (millions)	.44	.50	.63	.66	.66					
Rev Per Cap (\$)	---	18.98	22.47	23.36	24.40	29.06	30.39	30.89	33.16	33.67
Inc Per Cap (\$)	---	1.80	1.40	-1.89	-2.08					
Profit Margin	9.2	9.5	6.3	---	---					

STATION NOTES

(Major call letter and format changes)

KQIZ	- MOR until 80 Nost until 86
KZIP	- Country until 80 AC until 83
KIXZ	- Contemp until 79
KBUY-F	- KD JW-F until 77
KHBQ-F	- CHR until 84
KMML-F	- KYTX-F until 83

MAJOR STATION SALES

1977	KZIP, KMML-F	Sold by Pinkston	\$ 275,000 (?)
1979	KZIP, KMML-F	Sold to Wiskes-Abaris	2,327,000 (?)
1979	KIXZ	From Sammons to Mel Tillis	550,000
1983	KZIP		270,000
1985	KWAS-F	From Good News to Woods	1,150,000
1985	KIXZ, KMML-F	From Mel Tillis to Haines	3,500,000
1985	KPUR		600,000

ANCHORAGE

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		KFQD (AC)	16.2	14.2	19.6	18.1	16.9	19.6	18.6	15.7	11.2		11.1	10.2	11.9	KFQD	31.0	39.5	33.1	32.9	25.6	24.0
KENI (R)	31.3	9.2	13.2	20.2	16.6	12.6	8.8	13.0	8.7	8.0	5.1	4.2	KENI	38.3	36.2	30.1	32.1	26.0	22.3	15.3	14.1	
KHAR (E)	19.2	16.9	14.8	13.2	13.8	12.2	12.3	11.0	8.5	8.7	7.3	6.8	KHAR	24.2	23.4	23.3	19.1	18.6	16.9	13.9	11.3	
KRKN-F (A)	2.5	1.2	1.9	1.3	2.8	3.3	7.9	6.7	4.3	1.6	2.5	3.5	KRKN-F	7.8	---	12.4	16.4	8.7	NA	4.9	6.3	
KGOT-F (R)	---	6.7	6.9	9.4	12.2	5.5	9.3	8.2	11.4	13.9	14.2	17.1	KGOT-F	20.7	10.6	17.7	21.1	24.1	31.4	30.6	32.2	
KKLV-F (AC)	---	10.2	8.8	9.2	7.7	12.4	9.5	6.5	5.3	7.1	5.0	6.1	KKLV-F	16.5	27.4	26.1	20.2	14.4	16.2	13.5	15.7	
KNIK-F (E)	2.5	4.9	5.2	4.8	4.2	7.2	7.8	7.6	7.3	7.3	7.0	4.8	KNIK-F	9.9	10.2	13.0	13.3	13.6	11.5	12.4	8.9	
KYAK (C)	19.7	14.1	12.3	8.7	6.7	7.0	7.0	9.0	10.5	9.7	10.1	9.4	KYAK	14.7	13.0	14.0	16.8	17.5	18.5	15.3	15.1	
KKGR-F (R)	---	---	---	4	3.8	2.9	5.1	3.8	6.0	4.0	8.8	8.1	KKGR-F	---	8.0	---	12.3	10.7	8.8	14.4	13.4	
KBYR (M)	6.1	5.4	5.5	4.8	4.9	5.7	4.2	1.9	1.8	1.6	2.0	1.9	KBYR	16.9	18.4	14.4	10.0	6.7	7.7	6.3	5.0	
KASH A/F (C)	---	14.7	9.5	8.3	5.2	5.7	4.0	1.1	1.8	.6	3.1	5.8	KASH A/F	10.3	10.5	11.8	10.8	8.1	---	7.7	12.6	
KWHL-F (A)	---	---	---	---	---	---	---	19.1	15.3	16.2	13.0	12.3	KWHL-F	---	---	---	---	22.8	26.1	21.1	22.9	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.9	18.2	15.7	16.3	14.7	15.9	15.6	16.0	15.7	16.9	16.7	16.2	1984	KFQD	\$1,300,000
FM Share (%)	20.36	22.94	25.95	20.35	31.79	31.31	37.31	41.94	55.95	55.14	57.78	62.64	1985	KFQD	\$1,500,000
Stations			10	10	11	11	11	12	13	12	13	14			
Diaries						706	437	752	690	612	593	667			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	40	44	48	60	61	48	44	CHR 24	22	19	Highest Metro 1/4 HR AVG:	KFQD	(31.3, S75)
MOR/AC	22	26	21	5	5	20	MOR --	AOR 21	24	26	Highest TSA 1/4 HR AVG:	KFQD	(67, S81)
COUNTRY	10	10	7	7	12	11	AC 19	24	20	26	Highest TSA Cume:	KFQD	(729, S80)
BTFL/EZ	26	20	18	21	19	21	20	17	15	16	Highest Metro Cume Rating:	KENI	(43.5, F78)
NEWS/TALK	--	--	--	--	--	--	16	15	16	13			
BLACK/URBAN	--	--	--	--	--	--	--	--	--	--			
NOSTALGIA	--	--	--	--	--	--	--	--	--	--			
SPANISH	--	--	--	--	--	--	--	--	--	--			
RELIGION/GOSPEL	--	--	3	4	2	--	--	--	--	--			
CLASSICAL	--	--	--	--	--	--	--	--	--	--			

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	4.4	3.9	4.8	5.4	4.2	5.4	6.1	6.9	7.9	9.0
Income (millions)	.25	.08	-.32	-.46	-.90					
Nat Rev (millions)	.4	.54	.76	.85	.7					
Rev Per Cap (\$)	---	21.76	25.96	30.16	23.23	26.47	28.91	31.65	34.35	37.04
Inc Per Cap (\$)	---	.45	-1.73	-2.54	-4.99					
Profit Margin	5.7	2.1	---	---	---					

\* FM's reporting separately not included

MAJOR STATION SALES

1978	KYAK, KGOT-F	approx.	\$1,800,000
1978	KASH		310,000
1981	KASH		531,000
1981	KENI		712,000
1982	KASH	Sold to Community Pacific (financial distress)	1,107,000
1982	KKGR-F		775,000
1982	KYAK, KGOT-F	From Prime Time to Bingham	NA
1984	KENI		2,150,000
1985	KYAK, KGOT-F	From Bingham to Olympic	NA
1986	KRKN-F	Sold to Ingstad/Holland	650,000

#1 STATIONS, 12+ METRO SHARE

KENI	S75, F78, S79
KHAR	S76, S77
KANC	F76
KFQD	F77, S78, F79, S80, S81, F80, F81, S82
KWHL-F	F82, S83, F83, S84, F85, F84
KGOT-F	S85, S86

STATION NOTES

(Major call letter and format changes)

KASH	-	KANC until 82
		KTNX until 85
		CHR until 80
KKGR-F	-	KHVN until 81
		KBCN until 83
		KCMG until 85
		Religion until 81
		AC until 83
		Country until 85
KRKN-F	-	KJZZ until 80
		Jazz until 80
KNIK-F	-	Contemp until 77

APPLETON - OSHKOSH

12+ METRO SHARE

12+ CUME RATINGS

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WHBY (M)	11.5	9.7	12.7	10.6	11.9	10.2	10.2	9.7	11.0	8.3	7.8	5.8	WHBY	24.2	23.5	22.1	21.2	23.2	20.9	16.1	14.7
WNAM (AC)	17.2	12.7	13.6	13.6	12.8	12.3	9.9	8.9	7.9	6.2	6.5	4.8	WNAM	39.5	36.1	33.9	29.1	24.7	17.9	19.3	12.4
WYNE (C)	7.6	6.6	4.4	4.9	2.5	5.1	4.7	6.4	6.6	8.4	8.2	7.2	WYNE	---	---	---	14.8	12.7	14.8	15.8	11.1
WOSH (C)	9.1	7.7	9.8	8.4	7.8	9.6	9.4	8.5	5.6	4.5	3.6	3.4	WOSH	---	16.2	18.8	15.3	15.2	13.2	10.5	10.3
WAPL-F (A)	6.2	5.8	---	1.4	6.7	5.9	9.1	9.4	11.3	11.5	12.2	14.9	WAPL-F	---	13.6	17.4	19.7	25.9	22.5	28.2	27.5
WKAU-F+ (R)	9.3	11.9	10.6	10.6	8.9	7.0	7.3	6.6	7.5	6.7	7.1	6.7	WKAU-F+	25.1	22.4	23.6	20.5	28.3	25.8	25.3	17.5
WMGV-F (AC)	3.2	5.2	3.8	6.5	7.2	4.0	5.7	5.0	4.9	4.9	4.8	3.4	WMGV-F	16.5	---	19.6	17.4	20.7	15.8	16.8	12.0
WROE-F (E)	7.9	12.4	11.5	11.9	8.9	10.2	9.6	9.1	10.4	10.1	7.9	8.4	WROE-F	20.1	21.7	20.6	19.0	21.4	17.1	17.5	16.0
WAHC-F (R)	---	2.2	2.4	4.1	2.8	1.3	1.8	2.1	2.5	5.8	4.0	4.1	WAHC-F	---	---	---	8.2	3.5	17.4	14.7	13.2
WGEE (C)	4.2	4.1	3.8	1.9	4.7	2.9	3.9	4.5	2.8	3.8	5.0	5.3	WGEE	14.0	10.3	13.4	9.8	7.0	---	10.5	9.9
WIXX-F (R)	2.7	3.6	7.1	9.5	8.1	8.6	9.4	9.4	8.0	8.4	9.2	8.2	WIXX-F	25.1	26.5	24.6	26.0	27.1	26.4	28.7	26.3

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1981

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	18.4	15.7	14.5	15.5	15.1	15.3	16.1	16.9	17.6	17.2	16.8	16.9	1984	WHBY	\$820,000
FM Share (%)	28.57	37.27	35.74	45.00	46.55	45.35	49.86	48.66	55.05	56.27	56.14	59.95	1985	WHBY and WAPL-F	\$950,000
Stations			18	21	22	23	22	22	24	23	21	23			
Diaries						519	716	666	734	694	642	783			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:			
CHR/AOR/CONTEMP	45	51	51	44	49	47	37	CHR	25	24	21	WNAM	(17.2, S75)	
MOR/AC	21	19	19	14	11	17	MOR	18	12	10	9	WAPL-F	(62, S86)	
COUNTRY	17	15	15	15	21	22	AC	7	14	14	10	WIXX-F	(134, S86)	
BTFL/EZ	15	14	13	17	15	14		18	19	20	23	WIXX-F	(2049, S86)	
NEWS/TALK	---	---	---	---	---	---		16	12	12	13	WNAM	(39.5, S79)	
BLACK/URBAN	---	---	---	---	---	---		---	1	1	---	#1 STATIONS, 12+ METRO SHARE		
NOSTALGIA	---	---	---	4	3	---		2	6	3	7	WNAM	S75, S76, S77, S78, S79, S80	
SPANISH	---	---	---	---	---	---		---	---	---	---	WROE-F	S81, F83	
RELIGION/GOSPEL	1	1	1	1	1	1		2	---	---	---	WHBY	F81, F82	
CLASSICAL	---	---	---	---	---	---		---	2	1	2	WIXX-F	S82	
	---	---	---	---	---	---		---	---	---	---	WAPL-F	S83, S84, F84, S85, F85, S86	

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.7	2.6	3.4	3.8	3.9	4.5	5.0	5.7	6.0	6.5
Income (millions)	-.04	.02	.14	-.12	-.17					
Nat Rev (millions)	.10	.18	.33	.30	.35					
Rev Per Cap (\$)	---	8.80	11.49	12.90	13.22	15.25	17.06	19.26	20.14	21.74
Inc Per Cap (\$)	---	.06	.49	-.40	-.59					
Profit Margin	---	0.6	4.3	---	---					

STATION NOTES

(Major call letter and format changes)

- WYNE - Contemp until about 80
- WOSH - WOSH until 76
- WYTL until 84
- WMGV-F - WOSH-F until 84
- CHR until 83
- WAHC-F - WMKC-F until 81
- AOR to CHR about 83
- WNAM - Converted to AC in 82

OTHER STATIONS SEE GREEN BAY

MAJOR STATION SALES

1971	WNAM		\$ 800,000
1975	WHBY	From Norbertine Fathers to Woodward	655,000
1975	WROE-F	Sold by Norbertine Fathers	245,000
1976	WRJQ, WAPL-F		462,000
1977	WYNE		347,000
1978	WRJQ, WAPL-F	Sold to Woodward	610,000
1978	WRJQ	Sold by Woodward	138,000
1986	WRJQ/WROE-F	Sold to Tom Bookey	2,115,000
1986	WKAU-F	From Forward to WinCom	1,000,000
1986	WKAU	Sold by Forward	500,000

ASHEVILLE

	SPG	12+ METRO SHARE											SPG	12+ CUME RATINGS							
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85
WWNC (C)	43.1	35.5	41.5	38.4	44.0	39.2	39.3	38.5	35.3	35.7	33.0	35.7	WWNC	58.3	57.5	62.0	57.3	61.0	56.1	46.3	48.9
WISE (AC)	16.8	18.0	21.0	15.2	14.0	18.6	17.0	18.9	13.6	13.6	3.0	2.5	WISE	34.6	35.6	34.1	35.5	32.6	30.0	10.6	7.3
WKSF-F (R)	11.7	16.1	10.3	14.6	12.5	14.7	13.8	12.3	12.1	9.1	27.8	22.5	WKSF-F	21.8	23.2	24.9	22.0	25.9	22.5	38.3	36.4
WSKY (M)	4.6	3.8	2.7	3.0	1.0	3.9	4.5	4.9	4.4	3.8	1.7	.8	WSKY	16.2	15.5	20.0	16.5	21.1	14.3	12.1	9.6
WRAQ (M)	6.6	3.8	2.2	5.1	6.5	2.5	2.2	1.2	5.1	2.8	4.3	1.6	WRAQ	18.1	11.2	8.9	4.8	12.4	9.3	7.6	7.4
WMIT-F (G)	2.0	2.8	.9	---	1.0	1.5	.9	1.2	.7	2.4	2.2	1.2	WMIT-F	4.1	4.4	5.0	5.8	3.9	---	---	4.7
WFBC-F (AC)	2.5	2.4	5.8	7.1	4.0	3.4	5.8	5.7	7.4	6.3	3.9	4.5	WFBC-F	---	---	---	15.2	21.8	18.8	10.2	10.5
WESC-F (C)	---	---	---	---	---	---	---	.8	1.1	4.9	6.1	6.1	WESC-F	---	---	---	6.7	3.6	11.8	12.1	15.6

BASED ON MARKET RATED IN SPRING ONLY

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.4	15.6	16.0	13.8	13.9	14.1	14.8	15.8	17.7	18.5	14.8	15.6	1984	WWNC	\$2,000,000
FM Share (%)	20.00	26.94	20.79	28.25	24.30	23.37	28.23	27.06	30.24	35.25	50.00	49.76	1985	WWNC	\$2,100,000
Stations			11	10	11	11	14	13	18	18	12	13			
Diaries									596	564	559	513			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	30	31	21	25	25	31	25	18	32	26	Highest Metro 1/4 HR AVG:	WWNC	(44.0, S79)
MOR/AC	3	--	7	7	7	7	13	5	--	4	Highest Metro 1/4 HR AVG:	WWNC	(102, S84)
COUNTRY	52	51	54	47	48	46	44	7	7	3	Highest TSA 1/4 HR AVG:	WKSF-F	(124, S86)
BTFL/EZ	11	16	14	16	16	14	15	7	8	8	Highest TSA Cume:	WKSF-F	(1435, S86)
NEWS/TALK	--	--	--	--	--	--	--	7	8	8	Highest Metro Cume Rating:	WWNC	(62.0, S81)
BLACK/URBAN	--	--	--	--	--	--	--	7	8	8	#1 STATIONS, 12+ METRO SHARE		
NOSTALGIA	--	--	--	--	--	--	--	--	--	--	WWNC	All rating periods	
SPANISH	--	--	--	--	--	--	--	--	--	--	STATION NOTES		
RELIGION/GOSPEL	4	2	3	5	3	2	2	4	3	4	(Major call letter and format changes)		
CLASSICAL	--	--	--	--	--	--	--	--	--	--	WRAQ	- WKKE until 78	
												- CHR to AC by 81	
												- Country to AC in 79	
												- CHR to AC in 85	
												- WLOS-F until 84	
												- WRLX-F until 85	
												- BTFL until 85	

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.6	1.8	2.4	2.3	2.7	2.9	3.1	3.3	3.5	3.9
Income (millions)	-.03	.13	.26	.24	.40					
Nat Rev (millions)	.19	.17	.22	.21	.22					
Rev Per Cap (\$)	---	10.43	13.52	12.75	14.76	17.68	18.79	19.88	20.96	23.08
Inc Per Cap (\$)	---	1.02	1.25	1.14	1.24					
Profit Margin	---	7.5	11.1	10.3	14.8					

MAJOR STATION SALES

1970	WISE		\$ 500,000
1984	WKSF-F	Sold by Wometco	1,750,000
1986	WISE, WKSF-F	Sold to Polacek	6,300,000

ATLANTA

	SPG	12+ METRO SHARE											SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85	86
		WSB (M)	21.0	20.0	17.1	14.9	13.5	11.2	10.4	8.3	8.2	7.0		6.5	5.7	WSB	27.0	23.6	17.9	22.9	26.7	19.9
WSB-F (AC)	4.5	4.7	4.6	6.5	6.1	5.6	4.1	5.0	5.3	4.2	5.4	5.3	WSB-F	16.9	10.8	9.9	15.6	16.2	14.7	16.2	14.3	
WPCH-F (E)	9.3	8.8	7.3	6.8	6.1	7.0	5.7	7.2	8.0	8.0	7.0	9.2	WPCH-F	12.6	15.9	12.0	15.1	17.1	15.3	13.7	18.0	
WQXI (O)	7.6	5.5	5.2	4.1	3.4	2.5	1.9	1.9	2.1	1.2	1.5	1.1	WQXI	15.3	10.9	---	7.8	7.2	5.6	4.5	3.2	
WQXI-F (R)	5.5	4.4	6.8	7.0	9.9	9.4	8.8	8.2	8.8	9.5	9.1	9.1	WQXI-F	20.0	17.9	19.7	21.7	22.5	24.3	24.0	21.7	
WZGC-F (R)	6.6	8.0	11.6	12.2	11.2	10.4	11.6	9.9	9.9	9.9	11.0	6.1	WZGC-F	27.3	23.5	22.0	26.7	26.4	26.2	29.6	19.7	
WKLS-F (A)	5.7	5.2	6.2	6.8	8.0	7.7	9.7	7.1	6.7	6.8	7.7	9.2	WKLS-F	15.1	13.7	17.8	15.4	16.9	16.2	15.5	17.8	
WPLO (C)	4.4	4.6	5.9	5.0	5.1	4.8	6.0	3.9	2.9	2.3	1.9	1.2	WPLO	13.3	13.5	11.3	11.0	9.8	7.7	4.7	3.4	
WAOK (B)	7.5	7.3	5.8	3.8	3.5	3.7	2.6	3.8	3.8	3.8	2.6	4.1	WAOK	9.3	---	---	11.4	10.2	10.9	6.3	8.9	
WCNN (NT)	4.2	5.5	5.6	4.3	3.1	3.2	2.4	2.6	1.0	1.8	1.4	.9	WCNN	---	---	---	9.3	4.6	9.2	6.0	3.8	
WVEE-F (B)	---	2.1	2.9	5.8	6.8	10.0	9.6	10.6	10.5	8.8	10.0	8.6	WVEE-F	12.2	16.6	14.9	18.4	17.1	18.2	19.4	17.5	
WGST (NT)	---	3.4	3.0	3.3	4.6	4.4	4.7	3.4	3.6	3.1	2.8	1.7	WGST	10.9	9.6	11.3	12.3	10.5	9.5	9.2	6.5	
WARM-F (R)	---	3.4	2.6	3.3	4.1	5.5	7.2	4.5	4.0	4.8	2.9	3.9	WARM-F	---	10.1	11.5	10.4	8.5	12.5	9.6	12.6	
WKHX-F (C)	---	---	---	2.3	2.6	2.9	4.4	8.6	9.5	8.4	7.8	5.3	WKHX-F	7.7	8.3	8.7	16.0	19.0	19.9	18.1	14.3	
WYAY-F (C)	---	---	---	---	---	---	---	---	---	1.8	4.1	6.1	WYAY-F	---	---	---	---	1.7	2.7	7.9	12.9	
WFOX-F (AC)	---	---	---	---	---	---	---	---	---	3.3	3.9	5.6	WFOX-F	---	---	---	---	---	---	10.8	12.2	
WEKS-F (B)	---	---	---	---	---	---	---	.5	1.6	1.4	1.8	2.4	WEKS-F	---	---	---	---	2.6	3.7	4.1	5.6	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.3	14.5	14.2	15.2	14.7	15.0	14.4	18.1	17.4	18.3	17.6	18.2	1984	WQXI A/F	NA
FM Share (%)	40.67	40.14	45.69	51.15	56.09	63.00	65.05	64.81	70.76	68.13	78.58	79.84	1985	WQXI A/F	\$12,600,000
Stations			23	25	23	23	21	24	24	26	22	26			
Diaries						1572	1606	2107	1761	1925	1576	1682			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	34	34	35	32	35	26	31	CHR 20	24	11	Highest Metro 1/4 HR AVG:	WSB	(21.0, S75)
MOR/AC	26	18	21	18	19	22	MOR 10	AOR 8	7	10	Highest TSA 1/4 HR AVG:	WSB	(445, S77)
COUNTRY	9	9	9	9	11	13	AC 10	12	15	24	Highest TSA Cume:	WZGC-F	(524, S85)
BTFLEZ	14	16	12	12	11	8	15	14	16	14	Highest Metro Cume Rating:	WSB	(7475, S77)
NEWS/TALK	6	7	8	8	8	8	9	6	5	3			
BLACK/URBAN	9	11	12	18	13	20	16	18	17	19	#1 STATIONS, 12+ METRO SHARE		
NOSTALGIA	1	1	---	---	1	1	1	2	2	---	WSB	S75, S76, S77, F77, S78, F78, F79, S79, S80	
SPANISH	---	---	---	---	---	---	---	---	---	---	WPCH-F	S85	
RELIGION/GOSPEL	1	3	2	---	1	1	3	4	1	1	WQXI-F	F80	
CLASSICAL	1	1	1	2	1	1	---	1	---	1	WKLS-F	S81	
											WZGC-F	F81, F82, F84, S85, F85	
											WVEE-F	S82, S83, F83	
											WKHX-F	S84	

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	21.0	24.4	28.0	33.3	36.4	46.4	51.5	58.9	67.0	75.4
Income (millions)	4.1	5.3	7.3	9.2	9.9					
Nat Rev (millions)	4.1	4.2	5.7	8.7	9.6					
Rev Per Cap (\$)	---	12.85	14.87	17.46	17.38	22.97	24.52	25.39	28.03	30.90
Inc Per Cap (\$)	---	2.81	3.85	4.83	4.71					
Profit Margin	19.4	21.9	25.9	27.7	27.1					

STATION NOTES

(Major call letter and format changes)

WKHX-F - WBIE until 82  
 WSB-F - BTFLEZ until 82  
 WQXI - CHR changing to AC by 1982  
 WGST - Contemp until 77  
 WARM-F - BTFLEZ until 78  
 WLTA-F until 83  
 WRMM until 85  
 WCNN - WRNG until 82

MAJOR STATION SALES

1970 WFOX-F (Gainesville)		\$ 125,000
1970 WYZE		500,000
1970 WKLS-F	Sold to SJR	750,000
1974 WQXI A/F	Sold by Combined Comm. to Jefferson-Pilot	NA
1974 WARM-F	Sold to Susquehanna	2,550,000
1974 WAOK	Sold to BENI	2,866,000
1974 WGST	Sold to Meredith	5,000,000
1975 WKLS	Sold to Sudbrink	600,000
1976 WGKA	Sold by GCC	250,000
1976 WZGC-F	From GCC to First Media	3,500,000
1976 WYZE	Sold to Buck	400,000
1978 WKLS	From Sudbrink to SJR	750,000
1981 WIGO	From Emil Mogul to Brunson	800,000
1981 WKHX-F (Marietta)	Sold to Capital Cities	7,500,000
1982 WRNG		1,900,000
1982 WFOX-F	Sold to Shamrock	3,085,000
1984 WEKS (Marietta)	Sold to Williams	747,000
1984 WPLO/WVEE-F	From Plough to DKM	18,400,000 (E)
1985 WGST/WPCH-F	From Meredith to Jacor	20,000,000
1985 WPLO	From OKM to Capital Cities	4,000,000
1985 WAOK	From BENI to DKM	4,000,000
1985 WKLS A/F	From Gulf to Taft	16,800,000 (E)
1985 WEKS A/F	From Williams to Transcom	5,000,000
1986 WYAY-F (Gainesville)	From Katz to New City	10,000,000
1986 WFOM (Marietta)		538,000

ATLANTIC CITY

	<u>12+ METRO SHARE</u>											<u>12+ CUME RATINGS</u>									
	SPG											SPG									
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WFGP-F (E)	---	---	---	---	19.6	16.2	15.4	12.3	16.3	10.6	11.1	12.0	WFGP-F	30.9	26.2	23.9	23.3	24.9	17.8	19.2	15.8
WAYV-F (R)	---	---	---	---	3.0	12.0	8.9	9.0	10.2	10.9	15.0	13.6	WAYV-F	---	18.1	18.7	23.0	23.5	24.5	27.2	27.3
WUSS (B)	---	---	---	---	5.2	2.1	4.5	7.6	7.8	6.3	4.1	5.6	WUSS	11.2	---	11.1	14.5	13.9	10.6	11.4	10.2
WIIN (NT)	---	---	---	---	10.0	10.0	6.5	6.3	2.4	4.6	3.8	2.0	WIIN	19.9	18.6	14.5	17.6	11.9	16.5	11.9	7.8
WMGM-F (R)	---	---	---	---	11.3	11.2	6.9	6.0	6.4	6.0	6.7	6.0	WMGM-F	24.0	22.4	17.9	21.4	21.8	16.9	18.0	16.3
WOND (M)	---	---	---	---	7.8	5.4	6.1	6.0	5.1	3.2	3.5	3.7	WOND	21.1	18.1	16.3	20.2	19.1	15.8	11.5	9.0
WMID (BB)	---	---	---	---	7.4	2.1	4.9	4.0	3.1	8.8	11.8	10.0	WMID	19.0	12.4	16.9	16.0	11.4	18.0	19.2	15.7
WSLT-F (AC)	---	---	---	---	3.9	1.7	3.3	3.7	3.1	1.1	3.2	1.3	WSLT-F	8.4	5.8	6.4	6.7	7.6	5.4	---	6.2
WLQE-F (AC)	---	---	---	---	4.8	2.5	2.8	3.3	2.4	3.2	4.5	2.3	WLQE-F	13.1	---	---	12.2	10.9	13.2	11.2	11.1
WMMR-F (A)	---	---	---	---	3.0	9.5	7.3	6.0	7.5	6.7	9.6	10.3	WMMR-F	7.1	12.9	13.2	14.6	16.7	15.6	18.5	18.5
WRDR-F (BB)	---	---	---	---	---	---	3.0	2.4	4.6	1.9	5.0	5.0	WRDR-F	---	---	---	---	7.8	---	6.4	8.0

BASED ON ONE RATING BOOK PER YEAR BEGINNING IN 1979

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>	
APR (%)					14.6	15.3	15.5	18.3	17.6	16.7	18.1	16.9	1984	NA
FM Share (%)					56.94	68.18	68.00	62.19	72.28	68.34	70.93	75.28	1985	WFGP-F \$2,000,000
Stations					22	21	25	28	27	28	25	22		
Diaries						630	583	652	554	568	619	592		

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>	
CHR/AOR/CONTEMP		27	42	31	34		37	CHR 25	26	18	Highest Metro 1/4 HR AVG:	WFGP-F (19.6, S79)
MOR/AC		31	23	33	32	MOR 13	AC 2	AOR 9	11	19	Highest Metro 1/4 HR AVG:	WFGP-F (48, S83)
COUNTRY		--	--	2	5	3	1	5	6	5	Highest TSA 1/4 HR AVG:	WFGP-F (54, S83)
BTFL/EZ		29	25	24	20	25	19	14	15	15	Highest TSA Cume:	WFGP-F (567, S79)
NEWS/TALK		6	8	5	7	6	9	7	2	2	Highest Metro Cume Rating:	WFGP-F (30.9, S79)
BLACK/URBAN		7	1	1	2	14	13	9	12	12		
NOSTALGIA		--	--	--	--	--	10	15	11	11		
SPANISH		--	--	--	--	--	--	--	--	--		
RELIGION/GOSPEL		--	--	--	--	--	--	--	--	--		
CLASSICAL		--	1	2	--	1	1	--	--	--		

#1 STATIONS, 12+ METRO SHARE

WAYV-F S84, S85, S86  
WFGP-F S79, S80, S81, S82, S83

STATION NOTES

(Major call letter and format changes)

- WUSS - Urban until 80  
AC for a while then  
to Black
- WIIN - MOR until 84  
Talk until 86
- WMID - MOR until 84
- WSLT-F - BTFL until 83
- WLQE-F - WGRF-F until 83  
CHR until 83

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.9	2.1	2.4	2.9		3.6	4.1	4.8	5.7	6.5
Income (millions)	.06	.001	.58	.18						
Nat Rev (millions)	.18	.23	.28	.36						
Rev Per Cap (\$)	10.27	11.15	12.58	14.91		12.46	13.85	15.95	18.81	21.17
Inc Per Cap (\$)	.30	.01	.30	.91						
Profit Margin	2.9	0.06	2.4	6.0						

MAJOR STATION SALES

1974	WAYV-F	\$ 279,000
1974	WUSS	250,000
1980	WIBG, WSLT-F	650,000
1982	WMID/WGRF-F	1,000,000
1983	WIIN/WFGP-F	2,500,000
1986	WIIN/WFGP-F	Sold to Hartstone/Dickstein 5,000,000
1986	WIBG, WSLT-F	1,163,000
1986	WAYV-F	Sold to Forrest 7,000,000

AUGUSTA, GA

		12+ METRO SHARE											12+ CUME RATINGS									
		SPG		76	77	78	79	80	81	82	83	84	85	SPG								
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WBBQ (R)	(R)	---	---	---	11.5	9.1	6.8	3.7	6.1	3.4	3.5	2.3	1.0	WBBQ	28.0	22.7	15.5	21.3	13.9	16.2	9.7	6.4
WBBQ-F (R)	(R)	19.3	28.5	27.2	15.8	23.1	27.2	23.6	20.7	21.7	25.7	21.6	21.6	WBBQ-F	40.0	44.4	44.5	43.6	45.8	49.8	46.2	45.2
WRDW (B)	(B)	13.4	14.6	9.4	6.4	6.0	8.3	11.3	10.2	9.4	12.5	3.1	2.9	WRDW	16.0	18.4	20.3	21.4	19.5	22.2	10.6	10.0
WTHB (O)	(O)	9.2	6.4	7.8	6.2	8.0	10.4	7.6	9.4	4.6	4.4	2.3	1.5	WTHB	12.5	16.8	14.5	17.4	11.4	12.5	3.6	3.2
WGUS-F (C)	(C)	4.5	1.9	3.3	---	6.9	5.0	13.1	9.2	14.5	5.8	7.0	8.0	WGUS-F	10.9	13.1	18.4	20.0	21.8	16.5	13.5	17.4
WFXA-F (B)	(B)	3.7	3.6	6.9	11.0	5.8	7.7	10.5	7.8	7.6	6.6	13.5	12.8	WFXA-F	20.2	19.8	27.9	23.8	25.0	22.6	26.2	23.0
WGAC (M)	(M)	14.1	13.3	8.6	8.0	7.4	5.9	3.9	6.4	5.8	4.1	6.5	5.2	WGAC	16.8	15.3	12.1	15.5	13.5	11.8	13.3	10.8
WNEZ-F (E)	(E)	---	4.4	5.6	3.8	5.5	4.1	6.3	5.5	7.2	8.5	6.8	5.4	WNEZ-F	10.6	9.1	11.0	7.6	12.2	13.0	12.7	10.7
WZNY-F (AC)	(AC)	17.5	5.0	7.5	4.3	5.5	4.1	4.2	5.5	5.0	5.0	6.5	12.4	WZNY-F	14.3	11.4	11.1	14.7	16.2	14.0	17.1	28.9
WGUS (C)	(C)	5.2	4.1	3.3	7.2	2.2	5.3	3.4	3.3	3.4	1.5	.9	1.1	WGUS	---	---	---	8.1	---	---	2.9	4.4
WCKJ (AC)	(AC)	2.9	3.3	7.2	7.2	9.3	2.1	3.1	---	---	---	1.1	.4	WCKJ	11.8	---	---	---	---	---	2.7	2.5
WKZK (G)	(G)	---	---	---	---	---	---	---	---	6.8	8.7	8.3	2.3	WKZK	---	---	---	---	8.3	10.6	10.4	6.1
WMTZ-F (C)	(C)	---	---	---	---	---	---	---	---	---	4.4	4.5	2.7	WMTZ-F	---	---	---	---	---	---	9.5	6.2

BASED ON ONE RATING BOOK PER YEAR  
WBBQ simulcasted with WBBQ-F until late 1977

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.6	16.7	15.9	16.2	15.8	14.6	14.6	17.8	17.8	18.2	18.4	17.0	1984	WBBQ A/F	\$2,800,000
FM Share (%)	28.21	32.25	42.27	41.18	50.88	53.75	64.11	57.81	63.03	63.16	72.65	83.08	1985	WBBQ A/F	\$3,200,000
Stations			17	18	14			18	15	17	18	19			
Diaries						539	747	650	784	666	684	741			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986		
CHR/AOR/CONTEMP	44	47	47	51	45	35	40	CHR	36	27	25	Highest Metro Share: WBBQ-F+ (28.5, S76)
MOR/AC	17	18	18	6	8	10	MOR	---	---	---	3	Highest Metro 1/4 HR AVG: WBBQ-F+ (133, S84)
COUNTRY	4	9	13	13	20	15	AC	9	7	11	14	Highest TSA 1/4 HR AVG: WBBQ-F+ (195, S84)
BTFL/EZ	10	5	6	4	6	6		19	14	18	16	Highest TSA Cume: WBBQ-F+ (1907, S77)
NEWS/TALK	---	---	---	---	---	---	---	8	9	8	7	Highest Metro Cume Rating: WBBQ-F (49.8, S84)
BLACK/URBAN	18	15	15	20	20	23	17	---	---	---	---	
NOSTALGIA	---	---	---	---	---	7	6	---	---	---	---	
SPANISH	---	---	---	---	---	---	---	---	---	---	---	
RELIGION/GOSPEL	6	7	---	2	---	4	2	11	10	4		
CLASSICAL	---	---	---	---	---	---	---	---	---	---	---	

#1 STATIONS, 12+ METRO SHARE

WBBQ-F All rating books

STATION NOTES

(Major call letter and format changes)

- WZNY-F - WAUG-F until 80
- WYMX-F until 83
- AOR until 84
- WTHB - Black until 85
- WGUS-F - BTFL until 78
- WGAC - MOR until 81-82
- Nost until 84
- WFXA-F - WZZW until 85
- Contemp until 85

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.6	2.3	3.3	3.0	3.7	4.3	4.7	5.0	5.7	6.4
Income (millions)	-.20	-.12	.16	.01	.09					
Nat Rev (millions)	.37	.51	.78	.56	.71					
Rev Per Cap (\$)	---	8.01	11.22	9.81	11.13	12.72	13.66	13.66	15.32	16.89
Inc Per Cap (\$)	---	-.40	.54	.03	.27					
Profit Margin	---	---	4.8	0.3	2.4					

MAJOR STATION SALES

1973	WGAC	Sold to Beasley	\$ 375,000
1984	WHGI/WYMX-F		1,840,000
1984	WTHB/WFXA-F	Sold to Southern States	1,500,000
1985	WHGI/WFMG-F	Sold to Don Alt	2,820,000
1985	WGUS A/F	Sold to Woolfson	2,000,000
1986	WTHB/WFXA-F	From Woodfin to Davis	2,411,000 (E)

AUSTIN

	SPG	12+ METRO SHARE											SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85	86
		KVET (C)	17.8	14.2	19.7	13.9	13.5	11.7	9.6	6.6	6.1	4.8		4.1	3.0	KVET	28.9	22.2	21.5	16.0	15.9	11.6
KASE-F (C)	15.2	16.8	14.8	14.7	15.3	12.1	11.4	13.3	16.2	15.1	13.6	16.2	KASE-F	21.7	20.1	20.8	24.6	26.8	22.9	22.6	26.3	
KHFI-F (R)	3.9	5.7	8.7	7.3	7.9	14.7	16.8	13.4	14.6	13.7	16.8	14.2	KHFI-F	17.7	32.0	32.1	29.6	32.2	29.5	34.7	31.4	
KLBJ (NT)	11.6	8.5	7.3	6.0	5.6	4.8	5.4	5.4	5.2	4.9	6.0	4.7	KLBJ	18.7	17.7	15.1	15.1	15.2	15.0	14.6	11.7	
KLBJ-F (A)	6.4	9.8	6.1	11.7	10.0	7.3	10.5	11.9	10.3	11.2	12.6	12.1	KLBJ-F	19.4	13.1	22.0	26.8	25.2	26.7	24.7	22.8	
KOKE-F (AC)	4.9	2.4	2.8	6.5	7.7	9.0	8.5	6.0	3.2	5.4	6.7	8.2	KOKE-F	15.7	17.1	25.3	16.0	8.4	14.6	15.4	21.5	
KNOW (O)	15.2	13.7	8.7	10.0	5.6	2.0	2.7	6.5	4.5	4.8	1.9	.7	KNOW	21.5	9.8	11.2	11.7	10.8	11.1	7.0	3.5	
KEYI-F (AC)	4.7	4.4	8.5	10.3	6.7	6.3	5.3	7.3	6.5	9.6	6.9	9.7	KEYI-F	16.7	16.7	14.6	17.4	14.7	22.1	19.9	25.6	
KPEZ-F (E)	---	---	---	---	1.8	2.9	4.3	6.0	6.4	5.3	5.2	5.7	KPEZ-F	---	8.6	---	5.2	10.4	10.5	10.1	10.2	
KOKE (AC)	3.0	2.6	---	1.3	1.5	2.8	2.0	2.4	4.4	2.4	2.6	NA	KOKE	---	---	7.4	4.8	---	---	---	NA	

BASED ON AVERAGE OF SPRING AND FALL BOOKS OF 1978

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.9	14.2	14.8	15.2	16.6	14.4	17.4	17.5	17.6	17.1	17.1	16.3	1984	KASE-F	\$4,700,000
FM Share (%)	38.58	46.49	47.20	61.90	54.30	64.92	65.09	68.67	66.58	71.31	78.48	82.67	1985	KASE-F	\$5,600,000
Stations			12	12	16	17	19	18	19	20	18	21			
Diaries						483	894	888	797	775	1055	1085			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	40	49	34	34	35	35	33	CHR 14	23	19	KVET (19.7, S77)		
MOR/AC	4	5	--	12	13	15	MOR 7	AOR 18	17	15	Highest Metro 1/4 HR AVG: KHFI-F (169, S85)		
COUNTRY	27	25	29	32	32	35	30	22	23	23	Highest TSA 1/4 HR AVG: KASE-F (205, F85)		
BTFL/EZ	26	18	22	12	12	--	6	6	5	7	Highest TSA Cume: KASE-F (2081, S86)		
NEWS/TALK	--	2	2	2	1	2	8	7	8	7	Highest Metro Cume Rating: KHFI-F (34.7, S85)		
BLACK/URBAN	--	--	9	--	--	7	6	--	--	--			
NOSTALGIA	--	--	--	--	--	--	3	--	--	--	#1 STATIONS, 12+ METRO SHARE		
SPANISH	--	--	2	5	4	5	6	4	2	1	KVET S75, S77, S78, S79		
RELIGION/GOSPEL	3	1	3	4	2	1	2	1	2	1	KASE-F S76, F78, F79, F80, F82, S83, F83, F84, F85, S86		
CLASSICAL	--	--	--	--	--	--	--	--	--	--	KHFI-F S80, S81, F81, S82, S85		
											KLBJ-F S84		

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	4.3	5.2	6.3	6.8	8.1	10.8	13.1	15.8	21.0	27.6
Income (millions)	.54	.9	1.4	1.2	1.1					
Nat Rev (millions)	.68	.8	1.2	1.3	1.4					
Rev Per Cap (\$)	---	10.94	12.29	13.42	14.34	17.79	20.99	24.65	31.96	40.35
Inc Per Cap (\$)	---	1.94	2.77	2.45	1.93					
Profit Margin	15.9	17.7	22.6	18.3	13.5					

STATION NOTES

(Major call letter and format changes)

- KEYI-F - KRMH until 77  
KCSW until 82  
Contemp until 79
- KASE-F - BTFL until 80
- KNOW - Contemp until about 80  
AC until 82  
Black until 85
- KLBJ - MOR until 83
- KOKE - KOKE until 83  
KMMM until 85  
Country until 83  
Spanish until 85
- KOKE-F - Country until 85
- KPEZ-F - KMXX until 82  
Spanish until 82

MAJOR STATION SALES

1976	KEYI-F	From Hicks to Mayes	\$ 526,000
1977	KIXL		310,000
1980	KHFI-F	Sold by LIN	1,500,000
1981	KNOW, KEYI-F	From Mayes to Hicks	3,000,000
1982	KPEZ-F	Sold to Clear Channel	1,600,000
1986	KOKE	Sold to Jim Ray	1,500,000
1986	KOKE-F	Sold to Keymarket	15,000,000
1986	KIXL, KHFI-F	From Oppenheimer to Encore	NA
1986	KLBJ A/F	Sold to Chase	27,500,000



BAKERSFIELD

	12+ METRO SHARE													12+ CUME RATINGS							
	SPG		76	77	78	79	80	81	82	83	84	85	86								
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
KUZZ (C)	16.2	17.0	13.6	17.1	12.8	16.3	16.0	13.3	11.6	11.8	12.3	13.5	KUZZ	21.9	23.7	28.5	22.8	20.7	20.3	21.4	22.8
KKXX-F (R)	---	---	11.2	4.9	13.2	12.4	10.6	12.7	12.0	14.0	14.7	15.1	KKXX-F	23.7	23.1	22.2	26.7	26.9	30.3	29.2	31.4
KERN (M)	17.2	18.5	14.3	13.4	9.9	9.3	5.7	5.6	4.3	2.1	2.9	3.1	KERN	25.9	21.8	20.6	12.4	12.1	6.3	8.6	6.8
KWAC (S)	4.4	2.4	---	2.0	5.9	4.0	8.1	6.4	6.2	7.0	8.1	3.7	KWAC	7.2	---	6.1	7.1	8.2	10.7	8.4	6.8
KGFM-F (E)	2.9	2.2	3.1	3.9	7.0	7.1	6.1	6.0	8.0	9.2	8.0	10.3	KGFM-F	13.3	10.4	13.0	11.7	14.4	15.4	12.5	14.0
KGEO (O)	7.0	3.7	4.5	5.9	4.2	3.4	3.5	7.1	5.7	4.4	3.5	5.0	KGEO	9.8	10.8	8.8	16.7	14.4	8.9	10.7	9.5
KAFY (C)	14.5	10.4	11.7	8.7	4.4	4.5	4.0	2.3	3.2	3.5	2.2	2.9	KAFY	15.5	16.4	13.7	9.3	10.5	10.5	7.9	4.9
KPMC (M)	5.1	3.1	2.1	2.6	3.3	2.0	2.4	2.3	2.0	1.8	2.1	2.0	KPMC	12.5	6.6	10.2	6.8	6.3	6.1	6.7	4.7
KQXR-F (R)	---	7.5	10.0	8.9	8.8	5.0	4.0	3.6	6.8	8.2	6.2	8.5	KQXR-F	13.1	6.3	9.6	6.5	13.9	21.3	19.6	19.6
KXEM (S)	---	---	---	---	---	1.2	3.8	3.4	2.1	1.6	1.5	1.0	KXEM	---	---	---	3.2	---	2.1	1.9	1.3
KLLY-F (AC)	---	---	---	---	---	---	---	---	---	---	2.6	2.6	KLLY-F	---	---	---	---	---	---	5.7	7.5
KIWI-F (CL)	---	---	---	---	---	---	---	---	---	---	1.5	1.5	KIWI-F	---	---	---	---	---	---	---	4.2

BASED ON AVERAGE OF SPRING AND FALL BOOKS BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	14.8	16.4	15.1	17.0	15.7	13.6	17.0	17.2	16.4	16.7	16.2	16.7	1984 KKXX-F \$1,600,000
FM Share (%)	22.06	26.70	29.65	27.03	38.20	38.70	35.35	37.72	38.10	54.72	51.50	57.45	1985 KKXX-F \$1,700,000
Stations			22	22	26	31	34	34	31	30	30	31	
Diaries						619	573	881	709	779	879	813	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	KERN (18.5, S76)
CHR/AOR/CONTEMP	44	36	38	43	36	28	32	CHR 23	28	29	Highest Metro 1/4 HR AVG:	KUZZ (99, S81)
MOR/AC	19	22	13	11	10	17	MOR --	AOR 14	5	8	Highest TSA 1/4 HR AVG:	KUZZ (99, S81)
COUNTRY	22	21	20	22	24	21	AC 8	5	8	8	Highest TSA Cume:	KAFY (1192, S76)
BTFL/EZ	3	15	21	14	11	8	8	8	12	15	Highest Metro Cume Rating:	KKXX-F (31.4, S86)
NEWS/TALK	8	--	1	1	4	2	24	19	20	20		
BLACK/URBAN	--	--	--	--	--	--	9	13	10	12		
NOSTALGIA	--	--	--	--	--	7	2	1	--	1		
SPANISH	--	3	7	6	9	11	7	5	2	2		
RELIGION/GOSPEL	2	2	1	3	2	2	7	9	11	5		
CLASSICAL	--	--	--	--	--	--	4	3	1	2		

#1 STATIONS, 12+ METRO SHARE

KERN S75, S76, S77  
 KUZZ S78, S80, F80, F81, S82, F82, F83  
 KKXX-F S79, S83, S84, F84, S85, F85, S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.35	3.94	4.94	5.44	5.04	6.5	7.4	8.5	9.5	10.5
Income (millions)	.12	.04	.15	.23	-.14					
Nat Rev (millions)	.74	.83	1.24	1.37	1.43					
Rev Per Cap (\$)	---	10.65	13.80	14.47	12.14	15.01	16.70	18.81	20.61	22.29
Inc Per Cap (\$)	---	.11	.42	.61	-.34					
Profit Margin	3.6	1.0	3.1	4.2	---					

\* FM's alone and FM's reported separately are not included

MAJOR STATION SALES

1970	KGEO/KGFM-F	\$ 530,000
1975	KAFY	Sold by Robert Eastman 776,000
1975	KERN	450,000
1976	KUZZ	From Epperson-Atsinger to Buck Owens 483,000
1978	KPMC	Sold to Dan Speare 601,000
1980	KGEO, KGFM-F	Sold to Cleveland Outdoor 1,500,000
1984	KUZZ	Sold to Buck Owens 650,000 + KAFY
1986	KLLY-F	Sold to Buckley 1,300,000

STATION NOTES

(Major call letter and format changes)

- KGEO - KGEE until 79  
 KGAM until 81  
 News/Talk in 78  
 BTFL until 80
- KQXR-F - KLYD-F until 82  
 Simulcast until 80  
 MOR until ?
- KUZZ - Simulcast until 77 when  
 FM broke off as KKXX-F
- KERN - Rock until 82  
 Nostalgia until 84
- KGFM-F - Contemp until 76  
 Country until 78
- KAFY - Contemp until 82

KUZZ and KAFY swapped frequencies in 1985

BALTIMORE

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WBAL (M)	17.8	15.6	14.7	13.7	10.7	12.3	11.1	10.1	8.5		8.1	8.1	6.9	WBAL	24.6	28.0	22.0	21.9	19.6	19.2
WCBM (AC)	8.8	9.6	9.5	7.6	7.4	5.5	6.0	2.4	3.1	3.5	2.0	1.4	WCBM	20.5	16.5	15.8	11.8	8.9	10.2	8.7	---	
WCAO (C)	7.9	7.9	6.6	5.6	5.2	4.0	3.3	3.0	3.5	3.9	3.7	3.3	WCAO	18.9	16.0	14.3	10.7	12.6	10.8	8.4	9.1	
WFBR (M)	5.2	5.0	3.9	4.2	5.9	5.1	4.8	4.5	4.7	4.8	4.3	4.6	WFBR	22.5	20.5	18.9	17.3	17.9	19.2	14.1	14.2	
WWIN (B)	6.1	4.9	4.0	4.6	5.2	4.1	3.5	4.6	4.0	2.8	2.6	2.1	WWIN	10.8	---	8.7	11.8	12.3	7.9	10.7	8.6	
WWIN-F (B)	---	---	---	---	---	---	---	.5	2.5	3.9	3.2	2.8	WWIN-F	---	---	---	---	3.6	7.9	8.6	8.5	
WITH (N)	---	---	---	1.9	2.3	1.3	2.9	3.9	4.5	3.8	2.8	2.6	WITH	---	---	---	9.0	9.6	9.0	NA	5.6	
WLIF-F (E)	11.5	10.2	9.9	7.9	8.7	8.2	8.2	5.3	7.0	9.3	9.3	10.2	WLIF-F	17.1	16.3	16.2	13.1	14.5	17.8	18.8		
WPOC-F (C)	---	3.3	4.9	4.4	5.2	6.2	6.2	7.4	6.1	6.0	5.5	6.6	WPOC-F	10.5	12.0	11.1	14.3	14.3	14.1	11.7	12.3	
WYST-F (AC)	3.9	4.3	5.1	3.7	2.1	2.4	1.8	3.4	3.5	3.8	3.3	2.8	WYST-F	7.2	10.0	8.3	10.2	9.1	10.8	9.9	9.0	
WIYY-F (A)	---	2.6	4.1	5.6	7.7	8.8	9.0	7.1	6.7	7.5	6.3	6.4	WIYY-F	18.0	14.8	16.7	16.9	17.1	17.7	17.3	14.9	
WXYV-F (B)	---	---	2.5	5.4	6.1	6.9	6.8	8.3	7.0	5.8	6.1	7.7	WXYV-F	12.4	13.8	14.7	17.3	16.9	12.5	14.4	16.1	
WMKR-F (R)	3.5	3.8	3.7	4.5	3.6	4.2	4.4	3.4	2.6	3.8	4.4	3.6	WMKR-F	7.5	8.7	9.7	9.8	NA	13.8	15.1	12.8	
WBSB-F (R)	3.4	2.2	---	.6	2.2	3.0	5.4	5.6	7.3	6.0	7.1	7.3	WBSB-F	---	7.9	13.9	15.0	20.4	22.8	20.5	20.2	
WYST (O)	3.8	3.7	3.3	1.4	1.7	2.1	1.2	2.2	.7	.7	1.1	.6	WYST	---	---	---	6.2	2.5	1.8	1.9	2.1	
WQSR-F (AC)	---	3.5	2.9	2.9	3.0	1.5	.8	1.1	1.8	1.2	2.4	2.9	WQSR-F	12.5	7.7	---	5.5	7.7	7.2	7.0	8.6	
WBGR (G)	---	---	---	---	---	---	---	.6	.4	2.3	3.2	2.9	WBGR	---	---	---	---	2.0	NA	NA	3.7	
WEBB (B)	---	---	---	---	---	---	---	2.7	3.7	2.2	2.5	2.3	WEBB	---	---	---	6.8	8.0	5.5	6.7	6.4	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.0	15.8	16.5	16.1	16.5	17.3	17.5	19.7	19.5	20.1	19.4	19.3	1984	WBAL	\$5,750,000
FM Share (%)	33.64	37.04	44.52	47.10	51.86	54.50	59.02	58.78	61.00	62.32	63.88	68.92	1985	WBSB-F	\$6,000,000
Stations			41	36	29	32	34	34	36	35	35	32			
Diaries						1410	1612	1994	1707	1821	2121	1695			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share: WBAL (17.8, S75)	
CHR/AOR/CONTEMP	34	32	25	28	28	21	24	CHR 16	15	14	Highest Metro 1/4 HR AVG: WBAL (486, S75)	
MOR/AC	27	32	28	29	25	27	MOR 10	AOR 11	12	12	Highest TSA 1/4 HR AVG: WBAL (518, S75)	
COUNTRY	8	5	8	7	8	8	12	9	15	6	Highest TSA Cume: WBAL (6293, S76)	
BTFL/EZ	19	17	15	15	15	11	11	12	9	11	Highest Metro Cume Rating: WBAL (28.0, S80)	
NEWS/TALK	1	2	1	2	2	2	4	4	--	9	#1 STATIONS, 12+ METRO SHARE	
BLACK/URBAN	10	10	19	17	16	22	20	15	17	19	WXYV-F S83	
NOSTALGIA	--	--	3	2	4	5	5	5	3	3	WLIF-F S84, F84, S85, F85, S86	
SPANISH	--	--	--	--	--	--	--	--	--	--	WBAL All other rating periods	
RELIGION/GOSPEL	1	2	1	1	2	2	2	5	5	5		
CLASSICAL	--	--	--	--	--	--	--	--	--	--		

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	19.8	21.5	24.9	25.6	26.8	33.0	36.0	39.2	42.0	46.6
Income (millions)	4.1	4.6	6.3	5.2	4.4					
Nat Rev (millions)	4.6	5.0	6.6	7.0	7.5					
Rev Per Cap (\$)	---	9.95	11.49	11.86	12.28	14.80	16.00	17.35	18.50	20.44
Inc Per Cap (\$)	---	2.14	2.91	2.41	2.03					
Profit Margin	21.0	21.5	25.4	20.4	16.5					

MAJOR STATION SALES

1970	WTOW/WLIF-F	Sold to Sudbrink	\$ 825,000
1974	WPOC-F	Sold to Nationwide	975,000
1976	WBGR		650,000
1976	WWIN-F		690,000
1977	WLIF-F	From Sudbrink to Cox	3,900,000
1979	WEBB	From James Brown to Brunson	430,000
1980	WITH, WBSB-F	From Reeves to Scripps-Howard	3,900,000
1980	WITH	From Scripps-Howard to BENI	750,000
1980	WBGR	Sold to Mortenson	700,000
1981	WGRX-F, WTRR (Westminster)	Sold to Shamrock Communications	1,742,000
1984	WCAO, WXYV-F	From Plough to DKM	11,250,000
1984	WLIF-F	From Cox to American	5,750,000
1984	WITH	Sold by BENI	1,700,000
1985	WMKR-F	From Abell to S & F	4,500,000
1986	WCBM	From Metromedia to Resort	2,500,000
1986	WLIF-F	From American to JAG	25,000,000
1986	WMKR-F	From S & F to Capitol (Goodman)	NA

STATION NOTES

(Major call letter and format changes)

WCBM	- AC until 82
	News/Talk until 85
WITH	- MOR changing to BTFL in 76
	Most in 80/81
WYST-F	- WLPL until 81
	AOR until 81
WIYY-F	- WBAL-F until 77
	News until 77
WBAL	- Reclassified as News/Talk in 1985
WBSB-F	- WDJQ-F until 78
	WITH-F until 80
WMKR-F	- WMAR-F until 78
	WRLX-F until 83
	BTFL until 83
WCAO	- AC until 83
WWIN-F	- WBKZ until 83
WQSR-F	- WKTK-F until 82
	Contemp until 82
WYST	- WSID until 83
	Black until 83

BATON ROUGE

	<u>12+ METRO SHARE</u>											<u>12+ CUME RATINGS</u>										
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86		
WFMF-F (R)	5.7	4.3	5.5	10.3	14.9	19.4	17.8	17.7	21.8	18.1	11.7	10.1	WFMF-F	30.9	33.2	30.6	34.4	39.8	36.3	29.5	28.1	
WXOK (B)	15.9	17.9	17.8	13.5	16.7	10.6	12.2	12.3	10.0	8.2	9.0	10.4	WXOK	20.8	21.5	17.4	24.4	18.8	20.3	20.1	19.7	
WYNK (C)	4.1	6.7	5.3	6.4	5.2	3.2	4.9	2.8	2.2	2.3	1.3	.9	WYNK	13.7	11.2	10.4	8.1	6.6	5.8	4.5	2.5	
WYNK-F (C)	5.0	6.5	6.4	10.3	12.8	12.8	13.7	13.4	14.0	10.7	10.0	9.4	WYNK-F	25.1	25.0	23.8	25.1	24.7	23.0	18.4	21.9	
WXAM (BB)	15.1	14.2	12.3	9.8	8.3	9.1	5.9	6.5	3.8	1.6	2.9	2.8	WXAM	23.7	23.3	20.5	19.5	15.5	7.9	6.8	3.8	
WTKL (B)	---	---	---	1.8	---	2.3	5.4	8.9	6.1	6.4	8.5	4.1	WTKL	---	---	10.3	14.0	11.3	9.7	14.6	8.9	
WGGZ-F (R)	6.6	6.0	8.5	4.8	4.8	6.4	6.5	6.5	7.5	6.2	10.4	11.8	WGGZ-F	13.4	17.7	15.9	23.0	24.6	19.5	25.1	29.1	
WJBO (NT)	7.2	5.2	7.4	7.8	9.5	7.7	4.7	3.8	3.8	4.3	3.4	5.3	WJBO	23.2	22.0	16.3	15.9	14.5	8.9	10.6	11.7	
WLUX (G)	---	3.0	1.7	4.5	.4	1.5	1.2	3.6	2.6	3.5	1.7	2.4	WLUX	---	---	---	4.5	---	---	NA	3.2	
WQXY-F (AC)	10.9	13.1	13.4	11.6	10.7	11.4	10.6	7.8	10.0	9.0	5.0	5.8	WQXY-F	18.1	18.9	19.1	18.1	20.7	23.9	14.2	15.7	
WKJN-F (C)	---	---	---	---	---	---	---	---	---	5.2	10.6	8.9	WKJN-F	---	---	---	---	---	---	18.0	17.4	
WIBR (E)	12.9	12.7	8.1	9.2	7.0	5.6	4.7	3.1	3.9	2.5	1.9	1.1	WIBR	24.2	19.8	12.8	9.1	12.4	6.6	6.8	5.9	
KQXL-F (B)	---	---	---	---	---	---	---	---	2.4	7.0	7.7	6.6	KQXL-F	---	---	---	---	---	---	12.5	14.6	13.1

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1978

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>	
APR (%)	14.9	14.2	14.0	13.7	15.2	16.7	17.9	17.2	17.2	16.4	17.5	16.8	1984	WFMF-F \$3,150,000
FM Share (%)	34.97	31.77	35.89	35.04	47.69	57.19	53.85	50.92	61.28	66.72	66.43	67.16	1985	WFMF-F \$2,900,000
Stations			15	17	13	14	14	16	15	16	19	22		
Diaries						548	448	1023	667	836	950	NA		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>	
CHR/AOR/CONTEMP	37	35	35	43	35	33	29	CHR 22	25	25	WFMF-F (22.1, S84)	
MOR/AC	9	10	13	10	6	5	MOR 2	AOR --	--	--	WFMF-F (157, S84)	
COUNTRY	19	21	22	23	27	24	13	22	4	10	WFMF-F (245, S84)	
BTFL/EZ	14	14	11	12	12	10	13	--	2	3	WFMF-F (2783, S84)	
NEWS/TALK	--	--	--	--	--	--	--	1	5	7	WFMF-F (39.8, S84)	
BLACK/URBAN	19	15	17	10	18	25	18	22	31	26	<u>#1 STATIONS, 12+ METRO SHARE</u>	
NOSTALGIA	--	--	--	--	--	--	--	--	4	3	WXOK S75, S76, S77, S78, F79	
SPANISH	--	--	--	--	--	--	--	--	--	--	WFMF-F F78, S79, S80, F80, S81, F81, S82	
RELIGION/GOSPEL	2	6	1	2	2	3	3	5	4	4	F83, S84, F84, F82, S83, S85	
CLASSICAL	--	--	--	--	--	--	--	--	--	--	WGGZ-F F85, S86	

FINANCIAL DATA

	<u>FCC Data</u> Net Dollars					<u>Duncan Estimates</u> Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue(-millions)	3.81	4.44	5.60	5.46	6.74	8.8	10.1	12.0	14.1	15.9
Income (millions)	.62	.76	1.12	1.01	.88					
Nat Rev (millions)	.36	.45	.91	.62	1.17					
Rev Per Cap (\$)	---	10.30	12.56	11.99	13.18	18.18	19.64	22.06	25.63	28.39
Inc Per Cap (\$)	---	1.76	2.50	2.22	1.71					
Profit Margin	16.2	17.1	19.9	18.5	13.0					

STATION NOTES

(Major call letter and format changes)

WIBR	-	CHR until 80
		Country until 84
WXAM	-	WLCS until 84
		CHR until 84
WGGZ-F	-	WAFB until 84
		AC until 84
WJBO	-	AC until 84
WQXY-F	-	EZ until 84

MAJOR STATION SALES

1972	WXOK	Sold to Security	\$ 485,000
1972	WQXY-F	Sold to Air Waves	175,000
1973	WIBR		approx. 550,000
1981	WXOK	Sold by Security	2,850,000
1983	WXAM/WQXY-F	Sold to Oppenheimer	3,100,000
1984	WYNK A/F	Sold to Hicks	8,000,000
1985	WKJN-F (Hammond)	From Keymarket to Sterling Comm.	NA
1985	WIBR		450,000
1986	WTKL		600,000
1986	WXAM, WQXY-F	From Oppenheimer to Encore	NA
1986	WYNK A/F	From Hicks to Narragansett	NA

BEAUMONT - PORT ARTHUR

	12+ METRO SHARE											12+ CUME RATINGS									
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86	
KAYD-F (C)	---	4.1	5.4	4.0	4.0	7.4	8.6	9.7	8.6	6.9	5.7	4.9	KAYD-F	12.2	11.7	17.3	21.9	16.4	16.1	14.8	11.6
KLVI (C)	7.8	3.8	8.2	9.4	9.6	11.2	8.0	10.3	8.9	5.8	7.6	6.2	KLVI	23.2	23.0	23.4	20.5	21.3	14.4	18.9	15.5
KWIC-F (R)	3.8	10.1	14.9	11.4	7.3	3.4	6.4	3.1	1.8	8.1	7.7	7.0	KWIC-F	18.2	12.3	16.0	15.7	9.6	18.1	17.0	15.1
KIOC-F (AC)	---	---	7.2	6.3	4.7	5.0	8.2	7.4	4.7	5.6	4.6	4.9	KIOC-F	13.0	14.9	19.3	20.5	12.2	15.7	15.1	13.6
KYKR-F (C)	9.6	6.6	9.2	8.1	7.8	12.8	11.3	11.0	9.0	11.8	12.6	11.7	KYKR-F	15.3	21.8	22.9	19.9	20.3	20.9	23.9	22.2
KZZB-F (R)	3.5	---	---	13.1	10.5	6.6	4.9	8.9	12.4	11.6	12.6	10.4	KZZB-F	12.4	11.2	---	14.9	21.0	23.5	26.7	22.4
KALO (B)	---	4.4	---	2.6	3.3	2.3	2.0	1.4	---	.7	1.4	2.1	KALO	---	---	---	7.7	---	---	5.7	6.3
KKMY-F (AC)	---	---	---	5.7	3.4	6.5	5.8	6.2	4.8	1.9	4.7	7.4	KKMY-F	---	11.2	10.4	9.9	10.5	4.5	8.4	13.9
KQXY-F (E)	2.8	---	4.9	7.2	7.7	9.8	9.5	6.2	9.8	7.9	7.4	9.6	KQXY-F	13.9	16.0	15.1	12.5	16.5	14.7	15.9	15.8
KHYS-F (B)	---	---	---	.7	4.3	3.9	6.5	10.8	13.9	19.1	13.5	11.9	KHYS-F	8.7	12.1	11.6	17.0	17.8	20.2	16.9	16.3
KIEZ (AC)	14.0	12.3	11.3	10.6	6.8	3.8	2.8	---	1.3	.5	---	---	KOLE	---	---	---	6.6	5.6	3.5	---	4.0
KOLE (AC)	12.8	8.5	9.5	3.1	3.5	4.2	2.0	1.4	1.0	.7	.4	1.1	KAYC	---	---	---	4.5	5.4	3.6	2.8	3.2
KAYC (C)	8.3	11.8	4.4	3.4	2.6	2.3	.9	1.6	1.2	.8	1.0	1.7	KGIC	12.9	10.8	11.0	12.2	11.5	---	3.2	2.1
KGIC (O)	15.3	12.6	6.2	7.0	7.4	4.0	7.4	5.7	3.1	.9	.9	.4	KTRH	11.5	---	10.5	11.4	12.6	8.5	8.2	10.3
KTRH (NT)	4.5	6.3	3.1	5.6	4.5	5.2	4.6	5.4	5.8	4.3	4.9	4.2									

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1978

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	14.8	12.9	13.8	14.0	16.5	13.2	14.4	16.1	16.7	16.4	16.4	16.2	1984	KYKR-F \$1,155,000
FM Share (%)	24.62	26.91	46.39	42.01	50.87	58.99	60.98	67.57	67.28	83.33	80.47	78.19	1985	KYKR-F \$1,200,000
Stations			15	16	18	17	17	18	21	19	20	21		
Diaries						595	736	727	690	807	731	752		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	27	31	36	30	28	18	18	CHR 10	22	19	KHYS-F (22.3, S84)	
MOR/AC	13	2	2	8	8	16	MOR 1	AOR 10	2	9	Highest Metro 1/4 HR AVG: KHYS-F (117, S84)	
COUNTRY	27	33	32	31	34	35	34	30	35	26	Highest TSA 1/4 HR AVG: KHYS-F (148, S84)	
BTFL/EZ	10	9	6	12	12	6	9	9	8	11	Highest TSA Cume: KZZB-F (1224, F85)	
NEWS/TALK	3	8	9	8	4	6	7	4	4	5	Highest Metro Cume Rating: KLVI (31.8, F80)	
BLACK/URBAN	12	18	12	12	14	18	19	26	18	17		
NOSTALGIA	--	--	--	--	--	--	--	--	--	2		
SPANISH	--	--	--	--	--	--	--	--	--	--		
RELIGION/GOSPEL	--	--	--	--	--	--	4	3	4	5		
CLASSICAL	--	--	--	--	--	--	--	--	--	--		

#1 STATIONS, 12+ METRO SHARE

- KALO S75, S76
- KWIC-F S77
- KJET S78
- KZZB-F F78, S79, F79
- KYKR-F S80, F81, S82, S85
- KLVI F80
- KQXY-F S81
- KAYD-F S82
- KHYS-F F83, S84, S86, F84, F85, S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.40	3.93	3.94	3.62	5.67	6.6	6.9	7.3	7.7	8.2
Income (millions)	-.07	-.37	-1.01	-.94	-1.14					
Nat Rev (millions)	.29	.45	.70	.62	1.16					
Rev Per Cap (\$)	---	11.36	10.91	9.95	14.87	17.19	17.65	18.34	19.40	20.35
Inc Per Cap (\$)	---	-1.06	-2.79	-2.59	-2.29					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

- KQXY-F - KBPO-F until 76
- KZZB-F - KTRM-F until 78
- KALO-F until 80
- KYKR-F - Simulcast until 79
- KTXC - KPAC until 81
- MOR until 78
- TALK until 80
- KOLE - Rock gradually changing to AC
- KKMY-F - KZOM until 84
- AOR until 84
- KIEZ - KJET until ?
- Black until ?
- KTRM - KTRM until 80
- Country until 80
- KALO until 83
- Black until 83
- KALO - KPAC until 81
- MOR until 78
- Talk until 80
- KTXC until 84
- Oldies until 84

MAJOR STATION SALES

1972	KOLE		\$ 190,000
1974	KGIC, KZZB-F		800,000
1976	KQXY-F	Sold to Air Waves	295,000
1977	KOGT		568,000
1977	KOLE		600,000
1977	KALO, KHYS-F	Sold to Clear Channel	550,000
1978	KKMY-F		350,000
1978	KGIC, KZZB-F	Sold to Security	1,200,000
1979	KLVI	Sold to Hicks	2,000,000
1979	KYKR-F	From Jimmie Joynt to Hicks	850,000
1981	KIEZ, KWIC-F		2,000,000
1982	KGIC, KZZB-F (67%)		1,000,000
1982	KOLE, KKMY-F	From North Star to Gulf Center	1,325,000
1983	KAYC/KAYD-F	Sold to Long/Pride	2,100,000
1983	KQXY-F	Sold to Oppenheimer	1,900,000 (E)
1984	KGIC/KZZB-F	Sold to First Omni	1,850,000
1985	KGIC/KZZB-F		1,550,000
1986	KAYC/KAYD-F	(never completed)	1,500,000
1986	KLVI/KYKR-F	From Hicks to Narragansett	NA

BILLINGS

12+ METRO SHARE

12+ CUME RATINGS

	SPG	<u>12+ METRO SHARE</u>										SPG	<u>12+ CUME RATINGS</u>								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
KGHL (C)	10.8	8.7	8.8	12.3	9.8	7.0	16.3	14.2	23.6	27.9	24.0	31.4	KGHL	28.0	22.3	32.0	28.1	40.6	37.8	36.2	40.9
KYYA-F (R)	14.4	14.2	15.2	19.3	19.7	30.2	19.5	13.5	16.8	14.3	20.1	16.6	KYYA-F	35.8	36.5	31.8	27.3	33.7	30.2	37.1	35.5
KBIT (C)	26.1	26.0	28.0	22.8	25.8	23.3	15.4	14.2	9.3	7.8	9.5	5.3	KBIT	49.0	43.0	41.0	33.9	34.3	28.3	24.7	14.2
KZLS-F (R)	8.1	11.8	8.8	11.4	12.1	5.4	4.9	12.8	10.6	11.0	12.3	10.1	KZLS-F	17.7	10.5	7.9	21.8	23.7	23.6	26.8	24.6
KOOK-F (AC)	---	---	---	---	---	7.0	10.6	11.3	8.7	6.5	5.6	3.6	KOOK-F	---	14.4	16.0	18.7	19.4	15.5	13.2	11.4
KUUS (E)	19.8	18.9	18.4	14.9	9.8	8.5	11.4	9.2	---	---	7.3	9.5	KUUS	21.6	22.1	24.4	20.2	14.0	---	13.5	17.0
KOYN (C)	13.5	13.4	12.8	7.0	9.8	9.3	8.1	7.1	3.7	2.6	---	---	KOYN	13.0	13.6	12.1	10.9	8.7	6.1	---	---
KIDX-F (AC)	---	---	---	---	8.3	6.2	8.1	7.1	12.4	17.5	11.7	11.2	KIDX-F	13.4	13.6	15.4	14.3	25.6	30.2	24.6	27.3
KURL (G)	2.7	3.9	3.2	4.4	1.5	1.6	4.9	5.0	5.0	4.5	4.5	3.6	KURL	9.3	6.2	7.1	9.8	7.2	7.2	7.2	7.4

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	15.2	16.2	15.4	13.5	15.5	14.9	13.9	15.5	17.2	16.4	18.4	17.0	1984	KGHL	\$1,000,000
FM Share (%)	22.58	26.83	25.21	36.36	41.40	49.61	43.44	47.01	50.98	53.15	52.35	45.45	1985	KGHL	\$1,000,000
Stations			7	8	8	9	9	10	9	9	8	8			
Diaries						563	504	609	584	541	610	607			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986			
CHR/AOR/CONTEMP	45	44	47	54	44	43	39	CHR 27	34	29	Highest Metro Share: KGHL (31.4, S86)		
MOR/AC	9	13	10	7	16	8	MOR 4	AOR --	--	--	Highest Metro 1/4 HR AVG: KGHL (53, S86)		
COUNTRY	33	27	29	24	20	25	AC 13	27	22	16	Highest TSA 1/4 HR AVG: KGHL (93, S86)		
BTFL/EZ	9	12	13	13	16	12	30	38	31	40	Highest TSA Cume: KGHL (772, S83)		
NEWS/TALK	--	--	--	--	--	--	9	--	8	10	Highest Metro Cume Rating: KGHL (40.9, S86)		
BLACK/URBAN	--	--	--	--	--	--	--	--	--	--			
NOSTALGIA	--	--	--	--	--	10	--	--	--	--			
SPANISH	--	--	--	--	--	--	--	--	--	--			
RELIGION/GOSPEL	3	5	2	2	5	5	5	5	5	4			
CLASSICAL	--	--	--	--	--	--	--	--	--	--			

#1 STATIONS, 12+ METRO SHARE

KOOK S75, S76, S77, S78, S79, S82 (T)  
 KYYA-F S80, S81  
 KGHL S82 (T), S83, S84, S85, S86

STATION NOTES

(Major call letter and format changes)

- KYYA-F - KOYN-F until 78
- KZLS-F - KURL-F until 80
- KKOZ-F until 82
- BTFL until 81
- KIDX-F - KBMS-F until 79
- KGHL - MOR until 81
- KOYN - Country until 81
- Nost until 85
- KUUS - KBMY until 83
- Country until 83
- KBIT - KOOK until 85
- Contemp until 85
- KOOK-F - KOOK until 84
- KBIT until 86
- BTFL until 84
- Country until 86

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.65	1.92	2.36	2.78	3.01	3.4	3.6	4.0	4.5	4.9
Income (millions)	.02	.04	-.10	-.07	-.11					
Nat Rev (millions)	.18	.24	.31	.35	.38					
Rev Per Cap (\$)	---	18.55	22.87	25.80	27.45	31.19	31.58	33.90	37.50	39.84
Inc Per Cap (\$)	---	.39	-.99	-.64	-.99					
Profit Margin	0.9	2.1	---	---	---					

\* FM's alone and FM's reported separately are not included

MAJOR STATION SALES

1971	KUUS		\$ 210,000
1972	KBIT	Sold to Mattco	365,000
1974	KIDX-F	Sold to Hatch	NA
1975	KUUS	Sold to Peoria Journal Star	425,000
1978	KOYN	Sold by Meyer	425,000
1978	KBIT	From Mattco to Matthias	400,000
1985	KGHL/KIDX-F	Sold to Sunrise	3,000,000

BINGHAMTON

	SPG	12+ METRO SHARE											SPG	12+ CUME RATING							
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85
WNBF (M)	20.3	12.7	19.3	19.0	17.6	10.6	15.6	13.8	15.1	14.2	15.5	13.7	WNBF	39.5	31.2	27.1	30.5	30.7	30.3	29.6	27.9
WHWK-F (C)	12.3	13.0	19.3	16.1	19.6	17.4	14.2	12.5	9.2	10.4	7.9	11.6	WHWK-F	27.5	27.6	26.3	24.4	22.4	16.9	14.6	18.6
WMRV-F (AC)	7.7	11.4	8.8	7.6	8.1	11.4	16.4	16.4	18.3	18.2	14.4	12.2	WMRV-F	23.6	24.8	31.2	30.5	33.2	35.0	31.4	29.6
WAAL-F (R)	6.7	12.7	12.6	13.9	14.5	12.4	11.5	12.2	13.5	12.2	24.6	27.7	WAAL-F	32.1	27.4	22.4	28.2	25.7	24.6	39.5	37.2
WENE (C)	12.5	10.1	7.7	4.2	3.3	7.5	4.2	8.6	6.2	8.7	6.2	4.5	WENE	17.7	25.0	17.8	20.7	17.2	15.9	15.6	13.0
WRSG (O)	8.3	11.9	6.7	11.3	8.9	6.2	10.3	8.6	5.4	3.7	2.6	---	WRSG	17.5	19.6	22.9	19.7	14.5	10.7	9.6	8.6
WQWT-F (AC)	5.4	2.6	4.6	2.5	3.3	8.0	7.1	5.2	2.7	4.0	2.9	---	WQWT-F	9.0	16.6	15.3	15.0	11.0	10.5	10.1	5.1
WINR (BB)	7.2	7.0	6.4	7.4	4.3	4.9	4.9	3.6	7.3	9.7	9.4	9.2	WINR	19.2	17.3	19.8	16.0	15.3	15.6	14.1	14.5

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	16.0	15.7	15.7	14.0	15.5	15.3	16.4	15.4	14.7	15.8	15.1	14.8	1984	NA
FM Share (%)	36.69	45.96	50.73	47.44	55.09	62.43	59.56	57.78	57.27	56.61	60.94	62.30	1985	WAAL-F or WNBF \$1,200,000
Stations			13	13	10		15	15	12	16	14	14		
Diaries						538	785	653	793	822	808	788		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	41	41	41	47	48	43	46	28	33	32	CHR	WAAL-F (27.7, S86)
MOR/AC	30	27	25	22	24	23	MOR	15	19	17	AOR	Highest Metro 1/4 HR AVG: WAAL-F (93, S86)
COUNTRY	8	13	11	10	12	20	14	6	21	23		Highest TSA 1/4 HR AVG: WAAL-F (145, S86)
BTFL/EZ	22	18	23	19	16	14	11	1	---	---		Highest TSA Come: WAAL-F (1455, S86)
NEWS/TALK	---	---	---	---	---	---	---	---	---	---		Highest Metro Cume Rating: WAAL-F (39.5, S85)
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---		
NOSTALGIA	---	---	---	---	---	---	9	11	11	10		
SPANISH	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	---	---	---	---	---	---	---	---	---	---		
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

#1 STATIONS, 12+ METRO SHARE

WNBF	S75, S77 (T), S78
WQYT-F	S76, S77 (T), S79, S80
WMRV-F	S81, S82, S83, S84
WAAL-F	S85, S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.01	1.83	2.69	3.24	3.59	4.3	4.5	4.8	5.1	5.5
Income (millions)	-.15	-.02	-.03	.22	.25					
Nat Rev (millions)	.12	.27	.42	.50	.47					
Rev Per Cap (\$)	---	5.97	8.89	10.73	11.97	16.04	16.85	17.91	19.03	20.45
Inc Per Cap (\$)	---	-.08	-.08	.72	.83					
Profit Margin	---	---	---	6.7	6.9					

STATION NOTES

(Major call letter and format changes)

WQWT-F	- WEBO until 79
	WWWT until 86
	CHR until 86
WENE	- CHR until 80
	AC until 81
WHWK-F	- WQYT until 84
	BTFL until 84
WRSG	- WKOP until 86
WINR	- Contemp until 83

\* FM's alone and FM's reported separately are not included

MAJOR STATION SALES

1971	WINR	Sold by Gannett	\$307,000
1973	WRSG/WAAL-F		595,000
1975	WAAL-F	Sold to Regional	247,000
1975	WINR		450,000
1977	WRSG	(?)	110,000
1981	WRSG	Bought by Regional	720,000

BIRMINGHAM

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WAGG (G)	18.0	4.8	5.2	6.9	5.6	3.6	3.6	3.7	4.7		6.7	4.6	3.3	WAGG	---	---	---	---	9.4	9.1
WENN-F (B)	---	---	2.6	6.1	8.6	11.8	8.1	13.0	10.4	11.8	11.1	13.1	WENN-F	14.4	19.6	14.8	20.4	19.6	18.1	20.3	20.6	
WKXX-F (R)	5.5	3.8	5.9	10.4	12.0	11.1	11.4	10.7	9.9	12.2	7.2	8.3	WKXX-F	18.0	21.6	23.3	26.6	28.2	30.7	24.9	21.7	
WZZK-F (C)	4.0	4.8	3.6	4.2	3.9	6.6	15.7	15.4	12.4	11.7	13.5	15.2	WZZK-F	9.2	11.9	23.5	30.9	28.4	23.4	26.6	28.0	
WATV (B)	---	11.0	12.2	6.2	4.8	5.4	4.7	7.5	7.0	6.2	4.9	6.2	WATV	---	---	---	---	11.5	9.7	---	11.5	
WMJJ-F (AC)	6.8	5.9	5.3	3.5	6.7	4.8	5.3	5.4	6.2	7.6	10.1	11.9	WMJJ-F	14.8	11.1	---	15.3	21.6	15.8	22.8	22.1	
WZZK (C)	7.1	10.2	10.1	8.8	8.4	8.3	6.2	4.4	3.4	5.6	2.6	NA	WZZK	27.4	23.5	21.5	18.8	16.2	11.0	8.2	---	
WAPI (BB)	7.3	6.0	5.0	2.7	3.1	2.9	4.3	2.5	2.3	2.1	4.0	5.0	WAPI	---	---	10.3	---	8.0	9.7	8.2	10.6	
WAPI-F (A/R)	---	---	1.8	3.4	4.2	6.2	5.1	5.9	8.3	8.3	13.0	11.3	WAPI-F	11.0	13.1	9.7	14.6	16.9	17.9	25.8	24.6	
WJLD (B)	6.7	5.2	3.9	6.0	5.0	3.5	4.1	4.5	4.3	2.2	4.4	3.0	WJLD	13.3	---	---	12.8	11.8	7.5	10.7	9.0	
WVOK (C)	4.1	4.2	4.6	4.5	4.1	5.5	5.2	4.4	3.4	4.8	4.1	2.0	WVOK	11.9	12.7	13.4	9.0	8.3	12.4	12.6	8.8	
WAYE (G)	---	4.8	7.3	2.8	1.0	1.1	1.8	2.1	2.6	1.3	---	---	WAYE	---	---	---	---	1.6	2.4	---	---	
WCRT (G)	---	4.3	---	1.4	2.2	1.5	1.7	2.4	3.5	1.3	.8	.3	WCRT	---	---	---	---	NA	3.2	1.6	1.6	
WLTB-F (AC)	---	---	4.1	4.2	5.8	5.5	3.8	2.9	2.5	2.5	3.9	2.7	WLTB-F	9.9	10.8	10.1	9.7	10.4	6.1	10.0	9.0	
WYDE (O)	11.0	8.6	5.4	7.2	5.3	3.4	3.5	2.1	2.1	2.0	.6	.4	WYDE	13.0	13.6	12.5	---	7.7	7.0	2.5	2.7	
WERC (NT)	10.5	10.9	9.2	8.8	6.5	5.0	4.4	3.3	4.1	3.2	3.4	4.4	WERC	20.8	17.2	17.1	---	10.5	8.6	8.0	10.8	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	15.1	14.8	16.3	15.3	13.6	15.4	17.3	17.1	19.3	18.8	19.4	17.7	1984	WZZK-F \$4,000,000
FM Share (%)	28.20	26.21	28.63	36.00	45.23	52.38	55.35	59.58	60.30	61.97	68.86	70.50	1985	WZZK-F \$4,200,000
Stations			23	22	21	23	22	22	22	21	20	21		
Diaries						805	1044	1338	967	1197	1134	1109		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	31	37	35	31	30	21	19	15	11	11	Highest Metro 1/4 HR AVG:	WENN (18.0, S75)
MOR/AC	11	7	4	6	4	9	MOR 2	---	---	---	Highest TSA 1/4 HR AVG:	WZZK-F+ (205, S86)
COUNTRY	14	17	16	17	26	24	AC 12	10	16	16	Highest TSA Cume:	WZZK-F (362, F84)
BTFL/EZ	5	8	14	10	9	6	23	20	25	19	Highest Metro Cume Rating:	WERC (33.5, F77)
NEWS/TALK	---	---	---	---	---	---	4	3	3	5		
BLACK/JURBAN	34	19	20	24	20	28	2	3	2	24		
NOSTALGIA	---	---	---	---	2	3	6	8	2	5		
SPANISH	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	2	12	10	11	7	6	8	12	9	6		
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	8.01	8.68	10.93	11.31	12.23	15.0	16.4	17.1	17.8	19.9
Income (millions)	1.12	.98	1.56	.68	-.36					
Nat Rev (millions)	1.96	1.78	2.18	2.56	2.90					
Rev Per Cap (\$)	---	10.71	13.40	13.65	14.22	16.69	18.10	18.77	19.43	21.63
Inc Per Cap (\$)	---	1.20	1.92	.82	-.42					
Profit Margin	14.1	11.2	14.3	6.0	---					

\* FM's reporting separately not included

MAJOR STATION SALES

1971	WAGG, WENN-F		\$ 804,000
1972	WYDE	Sold to Columbia Pictures	NA
1972	WERC, WKXX-F	Sold by Taft to Mooney	2,050,000
1972	WATV		250,000
1976	WAGG, WENN-F		650,000
1979	WVOK	Sold to Mack Sanders	1,100,000
1980	WZZK-F	Sold to Park Cities	2,500,000
1981	WZZK-F	From Park Cities to Katz	NA
1981	WYDE	Sold by Columbia Pictures	1,500,000
1982	WAPI A/F	Sold by Newhouse	4,000,000
1982	WCRT, WMJJ-F	Sold to Capitol (Johnson)	3,381,000
1983	WCRT	Sold by Capitol	238,000
1984	WERC/WKXX-F	(sale eventually cancelled)	6,000,000
1984	WYDE	Sold to Gore	750,000
1984	WZZK	From Harte-Hanks to Edens	NA
1984	WVOK/WLTB-F	From Sanders to ELF	4,700,000 (E)
1985	WZZK	From Edens to Katz	750,000
1985	WAYE	From Good News to Woods	450,000
1985	WJLD		453,000
1986	WYDE	From Sudbrink to American General	740,000
1986	WVOK/WLTB-F	From ELF to REBS	6,000,000 (E)
1986	WZZK A/F	From Katz to New City	9,500,000 (E)

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#1 STATIONS, 12+ METRO SHARE

WENN	S75
WATV	S76, S77, F77
WERC	F76
WKXX-F	S78, F78, F79, F80 (T), S84
WSGN	S79
WENN-F	S80, F80 (T)
WZZK-F	S81, F81, S82, F82, S83, F84, S85, F85, S86

STATION NOTES

(Major call letter and format changes)

WKXX-F	-	WERC-F until 77
WLTB-F	-	WVOK-F until 79
		WRKK-F until 84
		WQUS-F until 85
		Contemp until 84
		Country until 85
WZZK	-	WSGN until 85
		CHR to AC gradually
		Nostalgia in 1984
WAPI-F	-	Contemp until 77
		BTFL until 81
WVOK	-	Contemp until 77
WCRT	-	MOR until 81
		Nostalgia until 83
WERC	-	Contemp until 82
WAPI	-	AC until 83
WAGG	-	WENN until 83
WYDE	-	Country until 83
WAYE	-	WBUL until 83
WMJJ-F	-	WQEZ until 83
		BTFL until 83

BLOOMINGTON, IL

	SPG	12+ METRO SHARE											SPG	12+ CUME RATINGS							
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85
WJBC (M)	42.7	39.1	45.7	44.6	40.3	37.2	39.9	38.5	35.3	36.4	30.3	36.2	WJBC	66.5	61.2	59.1	63.5	56.0	54.8	46.7	47.3
WBNQ-F (R)	11.2	11.8	17.9	15.7	23.3	17.5	17.1	17.6	20.2	19.2	23.6	24.9	WBNQ-F	44.4	38.5	38.8	40.2	45.3	40.3	37.7	45.6
WIHN-F (AC)	4.2	3.1	9.3	6.0	3.4	5.2	4.7	4.6	4.7	5.7	3.9	4.5	WIHN-F	14.0	---	---	11.6	10.7	13.8	10.6	12.2
WTWN-F (C)	---	---	---	---	---	7.7	8.7	6.0	7.3	3.5	2.2	---	WMLA-F	---	15.1	15.3	17.9	18.0	14.7	6.2	8.6
WMLA (C)	---	---	---	---	---	---	---	.6	.6	4.5	2.8	.6	WMLA	---	---	---	3.8	---	7.5	6.5	
WLS (R)	12.6	11.2	7.9	9.6	8.5	6.3	6.0	6.4	5.3	4.0	5.6	3.4	WLS	30.1	27.7	24.8	26.6	25.2	23.2	15.6	15.3
WMAQ (C)	2.1	10.6	3.6	5.4	7.4	5.7	5.4	4.6	4.1	2.0	4.5	1.1	WMAQ	17.8	20.1	14.1	12.6	9.9	10.2	10.9	4.6
WGN (M)	4.2	3.1	2.1	1.8	---	1.5	4.0	1.2	.9	2.9	3.4	2.3	WGN	---	7.8	8.4	9.6	12.0	7.8	11.2	10.7
WBBM (NT)	1.4	.6	.7	---	1.1	1.2	.7	.6	.6	.6	---	---	WBBM	6.9	5.0	4.6	5.7	---	4.8	---	---
WWCT-F (A)	---	.6	1.4	4.8	4.0	6.9	5.4	6.3	4.7	4.0	3.9	5.6	WWCT-F	7.4	9.7	7.8	11.6	8.7	13.5	5.8	12.7
WKZW-F (R)	---	---	---	1.8	2.3	1.8	2.1	2.7	3.8	4.6	7.3	2.8	WKZW-F	8.8	7.3	7.2	13.9	15.4	15.9	20.3	18.3
WSWT-F (E)	5.6	3.1	---	2.4	1.1	1.5	1.3	2.5	2.3	2.6	1.7	2.3	WSWT-F	7.7	6.2	6.4	6.5	5.3	5.7	NA	7.7

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980  
CONDENSED MARKET IN 1985

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.9	16.1	14.2	16.1	16.7	17.1	15.4	17.1	16.3	16.6	NA	16.8	1984	WJBC	NA
FM Share (%)	21.19	21.83	31.30	32.91	36.80	41.18	41.78	41.98	50.63	47.06	NA	50.00	1985	WJBC	\$2,000,000
Stations			12	12	11	14	11	16	13	14	NA	11			
Diaries						656	510	655	561	601	NA	627			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	30	35	41	35	32	35	41	CHR	34	NA	36	WJBC (45.7, S77)
MOR/AC	52	49	44	41	45	46	MOR	40	42	NA	44	WJBC (71, S79, S82)
COUNTRY	6	6	8	17	14	11	AC	5	7	NA	5	WJBC (87, S82, S86)
BTFL/EZ	10	10	5	7	7	6	12	8	8	NA	6	WJBC (829, S80)
NEWS/TALK	1	--	1	1	1	1	2	2	2	NA	3	Highest Metro Cume Rating: WJBC (66.5, S79)
BLACK/URBAN	--	--	--	--	--	--	--	1	1	NA	--	
NOSTALGIA	--	--	--	--	--	--	--	--	--	NA	--	
SPANISH	--	--	--	--	--	--	--	--	--	NA	--	
RELIGION/GOSPEL	--	--	--	--	--	--	--	2	2	NA	--	
CLASSICAL	--	--	--	--	--	--	--	--	--	NA	--	

#1 STATIONS, 12+ METRO SHARE

WJBC All rating periods

STATION NOTES

(Major call letter and format changes)

WIHN-F - CHR until 77  
BTFL until 81  
WTWN-F - WMLA until 84

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	---	---	2.21	2.49	2.61	3.0	3.2	3.5	3.7	3.9
Income (millions)	---	---	.41	.55	.38					
Nat Rev (millions)	---	---	.25	.24	.28					
Rev Per Cap (\$)	---	---	18.14	20.44	21.58	25.00	26.23	28.23	29.60	30.95
Inc Per Cap (\$)	---	---	3.39	4.50	3.15					
Profit Margin	---	---	18.7	22.0	14.6					

MAJOR STATION SALES

1982	WMLA	\$207,000
1983	WIHN-F	700,000
1984	WMLA	376,000



BOISE

		<u>12+ METRO SHARE</u>											<u>12+ CUME RATINGS</u>									
		SPG											SPG									
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
KBOI	(M)	11.4	11.0	13.2	9.5	11.2	16.5	13.1	12.4	10.4	10.7	8.8	8.0	KBOI	24.9	28.7	34.7	28.0	29.2	23.6	20.3	20.9
KFXD	(BB)	16.8	20.0	18.3	18.6	10.8	9.4	5.5	5.4	4.6	4.0	1.1	2.3	KFXD	30.6	25.7	24.5	20.4	17.2	11.9	7.7	8.1
KFXD-F	(R)	3.4	4.5	4.3	4.3	6.8	7.1	8.0	6.2	7.4	10.5	7.7	6.9	KFXD-F	15.5	16.9	16.4	15.2	18.2	21.3	18.1	18.3
KIYS-F	(R)	14.1	14.8	5.8	5.1	8.0	3.7	11.0	11.8	6.8	3.1	9.3	9.2	KIYS-F	15.7	8.7	18.2	20.3	15.7	11.7	20.6	19.5
KIDO	(BB)	4.7	7.1	.8	1.6	3.6	7.1	7.0	8.7	7.4	7.1	7.2	5.7	KIDO	16.1	17.9	18.4	18.2	17.8	13.2	13.3	12.4
KLTB-F	(AC)	---	---	---	---	---	10.9	8.3	11.0	9.0	9.6	2.7	6.9	KLTB-F	---	11.4	14.0	17.5	18.8	14.6	NA	11.9
KQFC-F	(C)	---	3.2	1.9	6.3	11.2	10.1	10.1	7.6	6.3	8.5	5.3	1.7	KQFC-F	18.2	20.9	17.5	16.6	17.3	17.3	12.5	5.9
KGEM	(C)	14.1	10.3	12.8	16.6	10.8	8.2	11.0	6.8	7.6	8.8	5.9	6.6	KGEM	24.0	17.4	20.4	18.3	16.7	18.3	13.4	14.0
KBXL-F	(E)	12.1	9.0	11.7	9.1	12.0	9.4	7.3	4.5	4.9	6.2	5.6	6.6	KBXL-F	18.6	16.3	11.1	13.9	11.8	10.1	11.4	11.4
KSPD	(G)	4.0	3.2	5.1	---	.4	.4	---	.6	1.4	.6	1.9	.6	KSPD	---	---	---	2.3	2.2	2.8	4.4	2.3
KKIC	(C)	---	3.9	1.9	4.7	.8	1.5	---	1.4	.8	.6	---	---	KKIC	4.7	---	---	4.3	2.7	2.5	---	---
KFML-F	(AC)	---	---	10.1	4.7	8.8	4.9	2.4	2.0	4.9	4.8	4.8	2.3	KFML-F	18.7	11.4	---	6.6	---	10.6	10.5	8.3
KJOT-F	(C)	---	---	---	---	3.6	3.4	6.4	4.5	3.5	2.0	3.2	12.4	KJOT-F	---	---	12.3	9.2	7.8	6.7	9.0	15.4
KIZN-F	(C)	---	---	---	---	---	---	---	6.8	12.5	7.9	9.0	6.9	KIZN-F	---	---	---	12.0	20.7	17.8	15.8	15.4
KCIX-F	(AC)	---	---	---	---	---	---	---	---	---	---	16.0	13.5	KCIX-F	---	---	---	---	---	---	21.8	21.5
KNPA	(R)	---	---	---	---	---	---	---	---	---	5.6	1.6	---	KNPA	---	---	---	---	---	12.2	8.2	---

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	15.3	14.3	14.4	14.0	13.4	14.0	15.6	16.4	16.3	15.6	16.5	15.1	1984	KBOI	\$ 850,000
FM Share (%)	30.83	33.79	35.08	33.04	54.08	52.55	54.58	57.10	61.95	57.19	69.05	71.96	1985	KBOI	\$1,100,000
Stations			14	15	16	18	13	17	18	18	18	17			
Diaries						628	526	615	662	620	634	612			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>		<u>Highest Metro 1/4 HR AVG:</u>		<u>Highest TSA 1/4 HR AVG:</u>		<u>Highest TSA Cume:</u>		<u>Highest Metro Cume Rating:</u>		
CHR/AOR/CONTEMP	43	40	41	38	38	36	32	CHR	20	20	17	KFXD	(20.0, S76)	KCIX-F	(60, S85)	KBOI	(71, S82)	KFXD	(1029, S78)	KBOI	(34.7, S81)
MOR/AC	19	14	14	18	14	14	MOR	10	11	10	10										
COUNTRY	15	24	16	22	26	19	27	AOR	--	--	13										
BTFL/EZ	14	17	25	20	19	13	12		11	27	27										
NEWS/TALK	5	2	--	--	--	--	--		1	1	1										
BLACK/URBAN	--	--	--	--	--	--	--		--	--	--										
NOSTALGIA	--	--	--	--	--	9	8		8	8	6										
SPANISH	--	--	--	--	--	--	--		--	--	--										
RELIGION/GOSPEL	4	4	3	1	3	4	2		3	4	1										
CLASSICAL	--	--	--	--	--	--	--		--	--	--										

#1 STATIONS, 12+ METRO SHARE

- KFXD S75, S76, S77, S78
- KBXL-F S79
- KBOI S80, S81, S82, S84
- KIZN-F S83
- KCIX-F S85, S86

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.54	1.29	2.03	2.06	2.60	3.8	4.6	5.2	5.8	6.3
Income (millions)	-.13	-.32	-.29	-.13	-.66					
Nat Rev (millions)	.26	.26	.30	.41	.55					
Rev Per Cap (\$)	---	8.28	12.66	12.17	14.25	21.84	25.14	27.23	29.74	31.66
Inc Per Cap (\$)	---	-2.04	-1.81	-.77	-3.62					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

- KSPD - News until about 78
- KKRC - KBRJ until 81
- KFML-F - KUUZ-F until 82
- 
- 
- KBNY-F until 86
- KIDO - Contemp until 81
- KIYS-F - KBBK until 85
- KLTB-F - KIDQ-F until 85
- AOR until 85

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1972	KATN, KIYS-F	\$ 222,000
1974	KBOI A/F	850,000
1976	KIDO	Sold to Dale Moore 384,000
1978	KKIC	175,000
1979	KIDO, KLTB-F	Sold to Sundance 815,000
1982	KFML-F	Sold by Larson 630,000
1983	KFXD A/F	Sold to Communication Properties 400,000
1986	KFXD A/F	Sold by Communication Properties 1,200,000
1986	KNPA (Nampa)	170,000

BOSTON

		12+ METRO SHARE											12+ CUME RATINGS									
		SPG 75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WBZ	(M)	10.3	9.4	9.9	8.4	8.4	8.6	7.5	8.5	8.7	7.8	8.5	9.2	WBZ	26.7	27.8	23.7	23.7	23.6	19.1	19.2	19.6
WHDH	(M)	10.8	8.7	10.5	11.4	11.2	10.5	8.6	8.7	7.6	7.9	7.0	6.9	WHDH	24.6	25.1	22.8	22.4	22.0	18.8	18.2	15.8
WZOU-F	(R)	---	4.0	4.3	5.2	4.8	6.6	10.2	6.2	4.1	2.2	3.0	2.4	WZOU-F	10.8	10.6	22.5	18.8	15.0	9.5	12.4	9.7
WEEI	(NT)	9.5	9.3	8.5	7.2	6.8	7.6	6.8	6.0	4.8	4.9	4.7	3.9	WEEI	16.6	21.5	20.8	17.5	16.0	15.8	14.6	13.2
WHTT-F	(R)	3.0	2.5	3.0	3.7	3.7	3.8	3.9	3.5	7.0	6.1	4.2	2.8	WHTT-F	8.9	10.1	11.5	10.7	19.8	19.9	17.6	12.1
WXKS-F	(R)	---	2.8	2.8	3.0	5.5	4.4	6.6	8.0	6.9	7.3	6.2	6.7	WXKS-F	12.0	9.8	13.5	16.3	16.4	19.0	17.5	17.3
WXKS	(BB)	---	---	---	.6	---	3.1	3.5	3.1	3.0	2.3	1.9	1.7	WXKS	---	---	---	5.0	4.8	4.4	3.8	3.3
WBCN-F	(A)	3.7	3.2	3.0	3.2	4.9	5.2	4.9	5.2	7.3	8.7	8.1	7.7	WBCN-F	9.9	12.2	12.7	13.3	16.2	17.5	17.7	16.8
WJIB-F	(E)	11.3	9.8	8.4	7.8	9.2	6.9	5.8	4.7	4.7	4.4	5.4	5.3	WJIB-F	16.6	17.2	14.4	11.7	12.3	11.7	12.7	11.4
WRKO	(NT)	8.5	10.1	7.2	7.7	5.0	3.2	3.0	3.7	3.9	4.8	6.0	6.0	WRKO	21.6	16.7	14.7	11.4	10.9	11.3	15.8	14.2
WROR-F	(AC)	2.9	3.1	3.5	3.2	3.3	4.2	5.4	4.0	3.9	3.9	4.0	3.3	WROR-F	10.4	11.8	14.5	14.1	14.5	13.8	13.8	12.8
WVBF-F	(AC)	5.1	6.0	5.3	6.3	6.1	4.7	3.9	3.4	3.3	3.9	3.1	2.9	WVBF-F	16.5	15.2	13.0	12.7	10.6	11.1	9.9	7.8
WMRE	(BB)	---	2.1	4.0	4.5	4.3	3.0	2.4	1.5	1.7	1.1	.9	.3	WMRE	14.1	10.4	8.1	8.1	3.7	3.9	2.2	1.8
WZLX-F	(A)	---	---	---	.4	2.8	2.3	2.5	2.6	3.5	3.6	2.1	4.1	WZLX-F	6.9	7.1	7.3	7.3	8.8	7.4	6.0	9.4
WMJX-F	(AC)	2.3	1.1	1.5	.8	.6	.6	.6	4.9	4.0	3.4	2.7	3.0	WMJX-F	---	---	---	16.0	12.6	12.4	10.8	9.2
WSSH-F	(AC)	---	2.6	3.2	2.2	2.7	2.0	2.2	2.6	3.3	2.7	3.3	4.7	WSSH-F	---	5.1	---	5.9	7.2	6.8	8.5	10.7
WBOS-F	(C)	---	---	---	2.0	1.3	.9	1.1	1.2	.9	1.9	2.7	2.8	WBOS-F	---	---	---	5.8	5.7	3.4	6.0	6.9
WCRB-F	(CL)	---	---	1.4	1.4	1.7	1.1	1.4	1.7	1.4	1.2	1.2	1.2	WCRB-F	---	---	5.2	5.6	6.3	4.0	4.2	4.3
WCGY-F	(O)	---	---	1.9	1.6	.8	.7	.8	1.3	1.1	1.3	1.0	.9	WCGY-F	---	---	---	3.0	3.6	4.0	3.9	3.6
WILD	(B)	---	1.0	2.8	1.8	.7	1.0	1.4	2.2	1.6	1.8	2.1	2.0	WILD	---	---	---	3.2	3.5	3.7	NA	4.0
WMEX	(O)	---	1.7	---	.3	1.2	1.1	.7	.7	.5	.5	1.2	1.2	WMEX	---	---	---	3.0	2.6	2.2	4.2	2.7
WAAF-F	(A)	---	---	---	---	1.4	2.0	1.5	1.5	.9	2.3	3.0	2.2	WAAF-F	3.3	5.1	5.8	6.2	4.6	6.9	8.2	7.0

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.7	16.7	16.2	16.7	17.3	17.3	18.6	19.4	19.0	19.5	18.9	18.6	1984	WBZ	\$10,700,000
FM Share (%)	42.07	43.27	43.05	45.58	52.92	48.32	56.70	57.63	56.38	61.00	60.55	61.81	1985	WBCN-F	\$13,500,000
Stations			31	30	31	33	32	37	36	35	33	29			
Diaries						1602	2263	2383	1974	2173	2279	2478			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/ADR/CONTEMP	34	39	35	33	36	28	33	16	19	14	CHR	WHDH (11.5, S78)
MOR/AC	27	28	23	27	30	38	23	13	16	18	AOR	WCOZ-F (596, S81)
COUNTRY	2	--	--	1	--	1	1	3	4	3		Highest TSA 1/4 HR AVG: WCOZ-F (923, S81)
BTFL/EZ	17	15	17	14	12	9	8	10	6	6		Highest TSA Cume: WBZ (14489, F76)
NEWS/TALK	15	13	12	13	10	13	9	11	13	11		Highest Metro Cume Rating: WHDH (30.1, F78)
BLACK/JRBAN	2	2	NA	NA	2	4	3	2	2	2		
NOSTALGIA	1	1	--	3	4	3	6	5	4	4		
SPANISH	--	--	--	--	--	--	--	--	--	--		
RELIGION/GOSPEL	--	1	2	2	2	2	2	1	1	2		
CLASSICAL	2	2	2	1	2	2	2	1	1	1		

#1 STATIONS, 12+ METRO SHARE

- WJIB-F S75
- WRKO S76
- WHDH F76, F77, S78, F78, S79, F79, S80, F80, S82, F84
- WBZ S77, S83, F85, S86
- WCOZ-F S81, F81
- WXKS-F F82, F83
- WBCN-F S84, S85

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	31.90	34.40	38.60	42.76	52.04	65.9	70.0	74.4	80.4	88.6
Income (millions)	3.26	4.45	4.19	1.63	.68					
Nat Rev (millions)	10.70	11.12	15.35	16.05	18.89					
Rev Per Cap (\$)	---	8.72	9.85	10.95	14.23	17.91	19.18	20.38	21.85	24.08
Inc Per Cap (\$)	---	2.82	3.92	4.11	5.17					
Profit Margin	10.3	12.9	10.9	3.8	1.3					

STATION NOTES

(Major call letter and format changes)

- WMJX-F - WBZ-F until 81
- WMRE - WMEX until 78
- MOR until 76
- WITS until 82
- News/Talk until 81
- WRKO - CHR until 81
- AC until 82
- WSSH-F - BTFL until 81
- WXKS - WWEL until 79
- WXKS-F - WWEL-F until 79
- WMEX - WCOP until 78
- WACQ until 79
- WHUE until 81
- WSNY until 82
- WHUE until 85
- BTFL until 83
- News until 85
- WBOS-F - AOR until 83
- WZLX-F - WHUE-F until 85
- WKKT during 85 until 86
- BTFL until 85
- WVBF-F - Changed to AC in 82
- WHTT-F - WEEI-F until 83
- AC until 83
- WZOU-F - WCOZ-F until 84
- AOR until 84

MAJOR STATION SALES

1970	WKOX/WVBF-F	Sold to Fairbanks	\$ 1,500,000
1973	WJIB-F	From Kaiser to GE	3,600,000
1973	WEZE	To McCormick	2,415,000
1973	WHDH, WZOU-F	Sold to Blair	10,000,000
1974	WCAS (Cambridge)	Sold by Kaiser	225,000
1977	WROL	Sold by ASI	1,200,000
1977	WEZE	Sold by McCormick	2,415,000
1978	WMRE	From Richmond to Mariner	3,320,000
1979	WXKS A/F	Sold to Heftel	4,250,000
1979	WMEX, WZLX-F	From Plough to GCC	3,550,000
1980	WILD	Sold by Sheridan	1,000,000
1981	WMJX-F	From Westinghouse to Greater Media	5,000,000
1982	WXKS A/F	Sold by Heftel to Pyramid	15,000,000
1983	WJIB-F	From GE to NBC	6,500,000
1983	WEEI	Sold by CBS	7,500,000
1984	WMEX, WZLX-F	From GCC to Tanger	4,590,000
1984	WMEX	From Tanger to Greater Media	2,348,000
1984	WBOS-F	Sold to Scornix	6,750,000
1984	WZLX-F	From Tanger to First Media	10,500,000
1986	WSSH-F	Sold to Noble	19,500,000

BRIDGEPORT

	<u>12+ METRO SHARE</u>												<u>12+ CUME RATINGS</u>								
	SPG						SPG														
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WEZN-F (E)	13.0	15.4	15.1	15.8	13.7	15.5	16.0	17.2	17.8	15.6	15.8	16.5	WEZN-F	26.8	29.4	26.5	30.3	32.9	28.7	28.4	27.3
WICC (M)	13.0	14.4	12.6	17.0	16.7	15.0	14.8	14.3	18.4	16.7	16.6	16.3	WICC	50.0	46.0	47.9	41.9	44.5	45.1	36.8	35.7
WJBX (M)	10.7	8.8	7.3	7.4	8.6	7.8	7.5	6.2	4.6	4.0	---	2.1	WJBX	22.7	20.1	18.8	14.8	15.0	11.2	---	3.5
WRKI-F (R)	---	---	---	2.1	2.4	2.3	3.5	4.1	3.0	2.1	3.5	2.4	WRKI-F	9.6	10.2	8.5	12.2	12.3	8.3	9.3	9.1
WDJZ (BB)	---	---	3.1	8.0	6.4	5.7	4.8	3.0	2.1	2.8	2.8	1.0	WDJZ	---	---	---	7.9	4.7	NA	NA	2.9
WEBE-F (AC)	---	---	---	---	---	---	---	---	---	2.9	2.5	3.4	WEBE-F	---	---	---	---	4.8	6.1	8.1	14.7
WPLR-F (A)	2.3	8.5	11.2	6.8	7.2	6.6	4.8	3.7	4.3	6.1	6.1	7.0	WPLR-F	22.5	14.5	14.4	14.0	14.7	16.5	15.0	18.7
WKCI-F (R)	3.0	5.9	5.1	1.0	3.0	5.5	5.2	6.6	6.6	9.6	10.3	9.8	WKCI-F	---	---	15.8	18.7	19.1	22.2	27.8	27.3
WNBC (AC)	8.4	5.6	4.9	7.8	7.9	8.3	7.3	5.8	4.8	5.5	3.9	3.4	WNBC	25.7	32.2	26.0	22.1	21.5	17.4	16.6	12.2
WCBS (NT)	3.8	4.0	5.8	2.2	4.1	5.5	3.9	3.3	3.8	2.6	3.6	4.2	WCBS	17.5	18.0	15.4	15.2	13.4	10.5	11.9	13.4
WABC (NT)	5.0	4.5	3.1	2.5	1.6	.7	1.0	1.3	1.1	.8	1.1	1.5	WABC	10.3	8.6	9.3	7.7	5.8	5.0	5.5	6.9
WRKS-F (B)	---	---	---	---	---	---	---	2.2	2.7	2.5	4.3	4.0	WRKS-F	---	---	---	---	6.5	NA	7.7	7.8
WBLS-F (B)	---	---	---	---	---	---	---	2.1	2.2	1.3	2.1	---	WBLS-F	---	---	---	---	6.4	5.1	4.1	---
WOR (NT)	---	3.0	2.9	2.8	2.4	2.1	2.1	2.0	1.3	1.5	1.7	1.2	WOR	---	---	---	5.7	4.7	5.2	NA	3.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	18.3	17.9	16.7	19.1	17.7	17.2	18.6	19.1	19.4	18.8	18.3	18.1	1984	WEZN-F	\$3,600,000
FM Share (%)	33.68	43.70	46.03	34.75	37.09	40.64	44.96	49.28	52.86	56.39	61.19	62.38	1985	WEZN-F	\$3,800,000
Stations			30	23	29		29	32	35	38	41	36			
Diaries						750	650	862	862	795	915	713			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986			
CHR/AOR/CONTEMP	38	31	26	30	29	28	28	CHR 17	22	19	Highest Metro Share: WICC (19.6, F85)		
MOR/AC	22	28	32	29	33	28	MOR 8	AOR 12	6	12	Highest Metro 1/4 HR AVG: WICC (129, F85)		
COUNTRY	5	3	3	2	3	2	AC 22	7	16	19	Highest TSA 1/4 HR AVG: WEZN-F (198, S83)		
BTFL/EZ	22	19	20	19	18	19	5	23	12	15	Highest TSA Cume: WNBC (2243, S80)		
NEWS/TALK	11	8	10	10	8	10	21	7	16	19	Highest Metro Cume Rating: WICC (50.0, S79)		
BLACK/URBAN	1	2	1	3	3	6	7	9	11	10			
NOSTALGIA	--	9	7	7	6	5	6	7	7	4			
SPANISH	--	--	--	--	--	--	4	3	5	2			
RELIGION/GOSPEL	--	--	--	--	--	--	--	--	1	--			
CLASSICAL	--	1	1	2	1	1	--	1	1	--			

#1 STATIONS, 12+ METRO SHARE

WEZN-F S75, S76, S77, S80, S81, F81, S82, F82, S83, S85, S86  
WICC S75, S78, S79, F80, F83, S84, F84, F85

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.48	1.59	2.96	3.60	3.69	4.8	5.4	6.4	7.1	7.4
Income (millions)	.02	.08	.35	.18	.24					
Net Rev (millions)	.27	.27	.42	.70	.81					
Rev Per Cap (\$)	---	3.89	6.95	8.75	8.94	11.74	13.17	15.57	17.23	17.92
Inc Per Cap (\$)	---	.21	.86	.43	.58					
Profit Margin	1.4	5.4	12.4	4.9	6.4					

STATION NOTES

(Major call letter and format changes)

WICC - Contemp until 80  
WRKI-F - AOR until 84

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1981	WEZN-F	From Park Cities to Katz	\$ NA
1983	WEBE-F (Westport)		2,000,000
1985	WJBX		545,000
1986	WEZN-F	From Katz to New City	10,500,000 (E)

BUFFALO

	SPG	<u>12+ METRO SHARE</u>										SPG	<u>12+ CUME RATINGS</u>									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WBEN (M)	19.0	16.8	13.8	13.2	13.8	13.3	13.3	10.2	10.4		10.0	11.5	6.6	WBEN	30.0	27.5	29.4	26.5	24.0	25.7
WBEN-F (R)	4.7	4.7	5.1	6.7	8.0	8.5	8.0	7.0	5.8	4.2	4.7	5.6	WBEN-F	22.4	24.8	22.3	24.6	21.9	20.7	19.5	21.4	
WKWB (AC)	11.6	12.1	14.4	14.7	12.0	9.7	9.1	7.5	6.2	5.7	5.8	4.3	WKWB	37.5	31.0	30.6	30.4	24.9	19.4	17.1	14.6	
WGR (M)	11.4	12.9	11.0	10.7	10.8	9.3	7.3	7.7	6.6	4.7	4.6	5.4	WGR	29.0	29.3	25.8	23.0	24.7	15.6	16.6	16.8	
WRLT-F (AC)	5.1	3.9	4.5	4.8	4.5	6.4	8.7	6.6	4.3	5.5	2.4	3.8	WRLT-F	13.7	13.8	15.3	17.1	15.0	16.3	7.3	11.6	
WJYE-F (E)	15.4	13.4	13.9	13.4	15.3	13.7	13.6	12.6	12.4	10.1	10.1	10.0	WJYE-F	24.6	26.0	26.0	23.4	23.9	22.8	20.2	19.0	
WYRK-F (C)	4.9	4.8	3.6	5.0	4.0	4.3	2.7	6.1	6.7	7.3	6.5	7.3	WYRK-F	7.8	9.7	6.9	10.5	13.6	13.8	12.6	12.1	
WBLK-F (B)	2.7	3.2	3.2	3.7	4.7	5.7	5.6	6.6	5.5	5.7	4.8	6.1	WBLK-F	6.4	11.0	9.1	9.9	9.4	9.7	10.7	10.0	
WECK (BB)	---	---	---	---	.6	.9	3.4	4.7	6.6	7.7	5.9	5.7	WECK	---	---	---	9.9	11.2	12.7	11.7	9.1	
WPHD-F (A)	3.6	3.1	4.7	3.7	3.7	4.6	5.4	3.8	5.6	5.5	6.4	6.4	WPHD-F	10.8	14.4	---	11.0	19.7	20.2	19.2	19.1	
WNYS-F (R)	---	2.2	---	1.9	1.6	1.8	2.0	3.5	3.7	6.5	5.7	4.8	WNYS-F	---	---	5.8	5.0	15.7	18.8	18.8	14.4	
WKSE-F (B/R)	---	---	---	---	.9	1.4	2.8	2.6	2.9	2.1	4.4	3.8	WKSE-F	---	---	---	9.2	8.5	7.3	14.7	12.9	
WBUF-F (AC)	---	2.1	2.8	1.4	1.9	1.5	1.9	2.3	5.9	6.2	7.0	10.8	WBUF-F	4.7	5.6	7.9	4.8	10.0	14.5	15.8	20.1	
CILQ-F (A)	---	---	---	---	---	---	---	---	---	---	2.4	3.0	CILQ-F	---	---	---	---	---	---	5.8	6.6	
WYSL (R)	---	3.7	3.0	2.2	1.3	2.4	1.3	1.6	2.5	3.7	1.8	1.3	WYSL	7.5	9.6	5.8	5.0	11.1	13.9	9.6	5.5	

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	16.4	16.3	15.2	15.3	15.9	15.9	16.6	17.6	18.2	17.0	17.3	17.6	1984	WBEN	\$3,700,000
FM Share (%)	40.01	42.73	47.55	45.39	48.65	55.28	57.23	56.87	59.02	62.20	63.10	71.01	1985	WBEN	\$3,900,000
Stations			20	21	21	24	22	23	22	21	26	23			
Diaries						1554	1269	1421	1273	1572	1287	1356			

<u>FORMAT SHARES (%)</u>	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>		
CHR/AOR/CONTEMP	39	39	38	38	37	35	28	CHR 17	21	14	WBEN (19.0, S75)		
MOR/AC	28	28	27	27	27	28	MOR 21	AOR 16	10	12	WBEN (310, S75)		
COUNTRY	7	6	6	4	4	7	AC 13	14	17	21	WBEN (338, S76)		
BTFL/EZ	21	20	22	21	21	14	8	9	7	8	WBEN (6149, F77)		
NEWS/TALK	---	---	---	---	---	---	---	---	---	---	WBEN (46.7, F77)		
BLACK/URBAN	4	6	6	8	8	10	8	5	7	12			
NOSTALGIA	---	---	---	---	2	5	7	8	8	7			
SPANISH	---	---	---	---	---	---	---	---	---	---			
RELIGION/GOSPEL	---	2	1	---	1	1	1	2	1	1			
CLASSICAL	---	---	---	---	---	---	---	---	---	---			

#1 STATIONS, 12+ METRO SHARE

WBEN	S75, S76, F76, F78, F80, F81, F84, F85
WKWB	F77, S78
WJYE-F	S79, F79, S80, S81, S82, F82, S83, F83, S84, S85
WBUF-F	S86

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	11.46	12.84	14.08	15.67	16.13	20.8	21.4	21.8	22.4	23.6
Income (millions)	1.70	2.32	2.67	2.32	2.00					
Nat Rev (millions)	2.50	2.65	4.34	4.23	4.71					
Rev Per Cap (\$)	---	9.77	10.86	12.13	13.16	16.91	17.54	18.02	18.51	19.67
Inc Per Cap (\$)	---	1.77	2.06	1.80	1.63					
Profit Margin	14.8	18.1	18.9	14.8	12.4					

STATION NOTES

(Major call letter and format changes)

WKWB	- WKWB until 86
	CHR changed to AC by 82
WRLT-F	- WGRQ until 85
	WGR-F until 86
	AOR until 85
WNYS-F	- WWOL until 79
	WWOR until 81
	Country until 80
	WACJ until 82
	AC until 82
WPHD-F	- WYSL-F until 77
WYRK-F	- WADV-F until 81
	BTFL until 81
WJYE-F	- WBNY until 79
WBUF-F	- WBUF until 80
	WFXZ until 81
	AOR until 81
WKSE-F	- WZIR until 84
	WRXT until 85
	AOR until 85

MAJOR STATION SALES

(Stations traded prior to 1980 are not available)

1981	WYRK-F	Sold to Stoner	\$1,600,000
1984	WGR, WGRQ-F	(cancelled)	5,500,000
1984	WBEN A/F		4,424,000
1984	WUFO (Amherst)	Sold by Sheridan	400,000
1984	WNYS A/F	From Associated to Pyramid	4,100,000 (E)
1985	WKWB	From Cap Cities to Price	2,000,000
1985	WJYE-F	Sold by McCormick	3,850,000
1986	WKSE-F	From Porter to Price	2,850,000
1986	WBYR-F	Sold to Burbach	NA

CANTON

	SPG	<u>12+ METRO SHARE</u>											SPG	<u>12+ CUME RATINGS</u>								
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85	86
		WHBC (M)	24.8	21.6	23.9	18.4	23.0	20.3	16.7	16.0	16.7	15.2		18.5	14.5	WHBC	46.2	41.7	37.0	35.6	31.2	29.2
WHBC-F (E)	8.9	10.5	9.2	12.8	7.8	11.4	13.1	13.0	13.6	13.6	12.5	14.1	WHBC-F	19.2	21.0	22.5	25.7	22.3	19.7	21.1	24.0	
WDJQ-F (R)	2.8	1.7	3.4	2.6	2.7	5.0	8.9	7.7	7.3	7.9	7.6	7.4	WDJQ-F	---	10.2	20.6	18.1	19.6	16.6	18.8	18.3	
WRQK-F (A/R)	---	6.3	4.2	3.8	9.9	9.0	6.4	5.4	8.3	9.4	6.5	9.5	WRQK-F	25.3	20.4	21.2	17.0	12.4	21.1	15.6	17.2	
WTOF (G)	---	4.6	5.0	6.2	2.7	3.1	1.9	2.2	.6	---	1.5	---	WTOF	---	---	---	4.4	2.6	---	---	---	
WINW (B)	6.7	8.4	2.7	2.6	2.3	1.0	1.0	.9	.3	.9	.8	---	WINW	---	---	---	1.8	1.1	2.5	---	---	
WMMS-F (A)	3.4	4.6	3.2	5.2	7.2	9.4	6.8	10.3	6.4	7.6	4.5	2.9	WMMS-F	15.5	16.0	14.4	19.5	18.6	17.1	13.5	10.6	
WGAR (C)	13.7	11.1	11.3	9.4	7.8	5.8	4.8	4.2	4.1	1.7	1.3	.3	WGAR	29.4	19.6	19.4	16.5	16.1	8.1	4.4	1.9	
WSLR (C)	3.4	2.5	4.4	2.6	3.9	4.0	4.8	3.9	2.7	3.0	2.5	2.2	WSLR	---	---	12.2	7.6	6.1	8.0	3.8	4.6	
WQXK-F (C)	---	---	---	---	---	3.7	2.9	4.0	6.0	5.3	5.6	4.5	WQXK-F	---	---	---	---	NA	9.8	12.3	11.1	
WKDD-F (R)	---	---	---	---	---	.6	.9	5.0	5.1	5.0	6.7	7.7	WKDD-F	---	---	---	12.5	14.7	13.5	19.7	19.3	
WMJI-F (AC)	---	---	---	---	---	---	---	1.7	2.1	3.3	3.4	3.3	WMJI-F	---	---	---	---	4.3	7.8	7.3	9.6	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	16.3	16.3	14.5	14.8	15.5	16.2	15.6	16.5	17.0	15.7	16.1	17.3	1984	WHBC	\$2,100,000
FM Share (%)	29.03	34.34	34.70	39.15	43.37	50.91	56.29	62.86	64.55	71.25	72.91	74.24	1985	WHBC	\$2,300,000
Stations			21	25	25	25	30	30	31	27	26	28			
Diaries						716	706	871	819	729	758	844			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986			
CHR/AOR/CONTEMP	32	42	42	33	30	35	34	CHR 15	18	21	Highest Metro Share: WHBC (24.8, S75)		
							AOR 22	15	16	Highest Metro 1/4 HR AVG: WHBC (120, S75)			
MOR/AC	31	25	29	33	27	28	MOR 8	8	5	5	Highest TSA 1/4 HR AVG: WHBC (122, S75)		
							AC 14	12	15	10	Highest TSA Cume: WHBC (1684, S76)		
COUNTRY	12	10	8	11	14	12	14	12	15	10	Highest Metro Cume Rating: WHBC (46.2, S79)		
BTFL/EZ	19	20	13	19	22	20	18	17	18	18			
NEWS/TALK	4	2	4	3	1	---	---	---	2	5			
BLACK/URBAN	---	---	---	---	3	1	3	3	4	4			
NOSTALGIA	---	---	---	---	---	2	3	---	3	---			
SPANISH	---	---	---	---	---	---	---	---	---	---			
RELIGION/GOSPEL	2	1	1	---	2	2	---	1	2	---			
CLASSICAL	---	---	---	---	---	---	---	---	---	---			

#1 STATIONS, 12+ METRO SHARE

WHBC All rating periods

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.97	3.31	4.49	4.71	4.83	5.5	5.7	5.9	6.3	6.7
Income (millions)	.50	.60	.76	.78	.16					
Nat Rev (millions)	.43	.64	.97	.95	1.10					
Rev Per Cap (\$)	---	8.27	11.06	11.61	11.89	13.55	14.04	14.53	15.44	16.42
Inc Per Cap (\$)	---	1.49	1.87	1.92	.38					
Profit Margin	16.8	18.0	16.9	16.6	3.2					

STATION NOTES

(Major call letter and format changes)

- WDJQ-F - WFAH until 80  
CHR until 77  
BTFL until about 79 (?)
- WINW - Contemp until ?  
Nostalgia until 83 (?)
- WRQK-F - WHLO-F until 79  
WOOS until 85  
BTFL until 78  
Soft Rock until 79
- WTOF - WNYN until 85  
Country until 85

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1974	WINW	Sold by Susquehanna	\$ 460,000
1977	WRQK-F		465,000
1982	WRCW		450,000
1982	WTOF		575,000
1984	WTOF	Sold to Mortenson	223,000
1985	WINW, WRQK-F		2,500,000

CASPER

	SPG	12+ METRO SHARE											SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85	86
		KATI (R)	---	---	---	---	30.2	29.7	34.4	7.6	2.8	4.6		7.8	4.5	KATI	45.9	46.3	---	27.9	19.5	14.0
KTWO (M)	---	---	---	---	23.8	29.7	24.4	20.7	12.9	19.2	17.8	12.7	KTWO	36.8	44.8	---	38.9	41.5	39.9	30.8	33.2	
KVOC (C)	---	---	---	---	34.9	27.0	25.6	25.0	29.0	14.6	19.0	21.8	KVOC	41.8	40.3	---	40.8	42.6	32.6	31.5	33.2	
KGRQ-F (A)	---	---	---	---	9.5	8.1	11.1	10.9	15.9	13.8	10.3	9.1	KGRQ-F	17.4	16.2	---	23.1	23.6	24.0	18.5	18.5	
KTRS-F (R)	---	---	---	---	---	---	---	27.2	26.2	31.5	36.2	36.4	KTRS-F	---	---	---	40.6	39.9	46.1	48.7	52.0	
KQLT-F (E)	---	---	---	---	---	---	---	---	---	11.5	12.1	8.2	KQLT-F	---	---	---	---	22.7	22.5	16.6	---	
KUYO (G)	---	---	---	---	---	---	---	---	---	---	1.8	---	KUYO	---	---	---	---	---	---	4.4	---	
KTKL-F (G)	---	---	---	---	---	---	---	---	---	---	.9	---	KTKL-F	---	---	---	---	---	---	4.9	---	

ONE BOOK PER YEAR SINCE 1979

(In 1981 not enough diaries were returned for a full rating book. Thus a Condensed book was issued.)

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	---	---	---	---	12.7	13.8	15.2	15.2	16.9	19.8	18.2	17.9	1984	KTWO	\$1,000,000
FM Share (%)	---	---	---	---	9.68	12.33	11.63	44.94	46.46	59.70	59.65	57.14	1985	KTWO	\$ 875,000
Stations					4	6	---	8	6	6	6	8			
Diaries						563	194	684	553	530	615	585			

FORMAT SHARES (%)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	--	--	40	43	--	52	46	CHR 33	45	38	Highest Metro 1/4 HR AVG:	KTRS-F (36.4, S86)
MOR/AC	--	--	24	30	--	21	MOR 19	AOR 15	11	10	Highest TSA 1/4 HR AVG:	KTRS-F (42, S85)
COUNTRY	--	--	36	27	--	26	AC 3	--	--	5	Highest TSA Cume:	KTRS-F (74, S86)
BTFLEZ	--	--	--	--	--	1	31	20	19	23	Highest Metro Cume Rating:	KTRS-F (601, S86)
NEWS/TALK	--	--	--	--	--	--	1	12	12	9		
BLACK/URBAN	--	--	--	--	--	--	--	--	--	--	#1 STATIONS, 12+ METRO SHARE	
NOSTALGIA	--	--	--	--	--	--	--	--	--	--	KVOC	S79, S83
SPANISH	--	--	--	--	--	--	--	--	--	--	KTWO	S80 (T)
RELIGION/GOSPEL	--	--	--	--	--	--	--	--	--	3	KATI	S80 (T), S81
CLASSICAL	--	--	--	--	--	--	--	--	--	--	KTRS-F	S82, S84, S85, S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	---	1.62	2.48	---	2.96	3.3	3.4	3.3	3.2	3.2
Income (millions)	---	.37	.56	---	.51					
Nat Rev (millions)	---	.32	.30	---	.29					
Rev Per Cap (\$)	---	26.41	37.92	---	39.21	44.00	43.59	41.25	42.11	42.11
Inc Per Cap (\$)	---	6.10	8.58	---	6.73					
Profit Margin	---	23.1	22.6	---	17.1					

STATION NOTES

(Major call letter and format changes)

KGRQ-F - KAWY until 85  
CHR until 85

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1981	KATI, KGRQ-F	Sold to Stuart	\$1,550,000
1983	KATI, KGRQ-F	Sold by Stuart	1,375,000
1985	KATI, KGRQ-F		1,200,000
1986	KTRS-F		1,350,000 (E)

CEDAR RAPIDS

12+ METRO SHARE

12+ CUME RATINGS

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WMT (M)	33.5	25.1	30.0	27.4	29.3	26.5	30.3	25.0	23.1	22.5	18.9	20.1	WMT	45.5	46.1	45.5	41.6	36.9	37.5	31.4	30.8
WMT-F (AC)	12.3	10.8	9.4	8.4	10.6	9.7	10.9	9.1	8.9	10.7	13.3	11.2	WMT-F	18.5	---	22.5	21.0	21.6	24.0	27.0	22.9
KCDR (BB)	18.9	14.3	12.2	13.7	10.6	6.6	6.8	3.2	6.5	8.2	3.0	4.9	KCDR	28.6	---	23.0	13.6	13.0	12.9	7.9	10.9
KQCR-F (R)	1.9	10.8	11.3	9.5	13.8	10.7	17.2	18.6	10.1	17.2	15.9	11.6	KQCR-F	29.1	22.7	35.1	34.9	34.3	37.2	35.9	28.3
KHAK (C)	2.8	---	---	---	---	8.2	1.8	1.8	5.3	4.1	4.5	2.2	KHAK	---	---	---	9.2	11.8	9.0	12.1	6.7
KHAK-F (C)	1.9	11.8	14.6	13.7	13.3	8.2	5.4	11.4	11.3	12.7	15.5	14.7	KHAK-F	22.0	---	15.7	22.3	21.1	22.6	28.0	23.9
KCRG (O)	14.2	14.3	16.0	15.3	12.8	13.3	10.0	10.9	9.7	6.1	3.0	5.4	KCRG	41.0	38.5	39.3	33.8	33.1	26.0	14.7	16.4
KKRQ-F (R)	---	---	---	---	---	---	---	.9	7.3	8.6	11.4	6.3	KKRQ-F	---	---	---	---	15.6	19.4	28.3	17.8
KRNA-F (A)	2.8	---	---	---	---	7.7	9.5	8.6	4.9	1.6	4.9	10.3	KRNA-F	---	16.4	20.2	22.1	16.5	10.0	15.1	17.4
WHO (NT)	---	.5	---	1.1	.5	.5	.9	1.4	.8	.4	.4	.4	WHO	4.0	5.3	5.8	5.1	3.8	3.5	3.0	3.1

ONE RATING BOOK PER YEAR  
KHAK A/F - Simulcasted 1976-1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.5	15.2	16.0	13.7	13.5	14.1	15.8	15.8	17.5	17.3	18.8	15.9	1984	WMT	\$2,100,000
FM Share (%)	22.73	30.27	29.70	27.84	35.26	42.02	48.61	54.63	50.44	55.60	65.98	64.93	1985	WMT	\$2,200,000
Stations			9	12	9	14	13	12	14	12	13	12			
Diaries						589	599	616	737	591	604	696			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	42	42	41	42	40	30	26	CHR 20	30	26	WMT (33.5, S75)		
MOR/AC	32	30	32	28	32	39	MOR 25	AOR 9	5	12	WMT (70, S75)		
COUNTRY	15	17	16	18	14	18	19	24	21	21	WMT (192, S81)		
BTFL/EZ	11	11	12	10	13	11	---	18	14	18	WMT (1975, S79)		
NEWS/TALK	---	---	1	1	1	1	1	1	---	1	WMT (46.1, S80)		
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---			
NOSTALGIA	---	---	---	---	---	---	7	9	7	5			
SPANISH	---	---	---	---	---	---	---	---	---	---			
RELIGION/GOSPEL	---	---	---	2	1	1	1	2	---	---			
CLASSICAL	---	---	---	---	---	---	---	---	---	---			

#1 STATIONS, 12+ METRO SHARE

WMT All rating periods

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.38	3.90	4.26	4.84	5.11	5.8	5.9	6.1	6.2	6.6
Income (millions)	.37	.42	.37	.70	.74					
Nat Rev (millions)	.63	.80	.88	1.21	1.34					
Rev Per Cap (\$)	---	22.83	25.26	28.97	29.91	33.92	34.50	35.67	36.26	38.60
Inc Per Cap (\$)	---	2.49	2.18	4.20	4.31					
Profit Margin	11.0	22.4	8.6	14.5	14.3					

STATION NOTES

(Major call letter and format changes)

- KCDR - KLWW until 80  
Contemp until 80  
Country until 83
- KCRG - From Contemp to AC/Oldies
- WMT-F - BTFL until 82

MAJOR STATION SALES

1971	KHAK A/F	Sold to Communication Properties	\$ 200,000
1978	KHAK A/F	From Communication Properties to Stoner	675,000
1980	KCDR	From Black Hawk to Cowle	760,000
1984	KCDR		300,000
1985	KQCR-F	Sold to Dave Small	1,900,000
1986	WMT A/F	Sold by Cosmos	8,000,000

CHARLESTON, SC

	SPG	12+ METRO SHARE										12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86
WTMA (AC)	21.1	13.0	12.1	12.5	10.0	7.4	4.6	4.7	4.2	4.4	2.1	2.1	WTMA	30.2	28.0	16.6	19.4	18.9	15.7	9.6	7.4
WPAL (B)	17.2	11.1	13.6	11.5	11.8	10.0	8.1	13.3	10.5	6.8	8.6	9.3	WPAL	18.9	16.2	16.1	20.0	20.2	14.2	16.1	13.6
WWWZ-F (B)	6.0	3.5	5.3	5.6	2.2	2.0	9.5	13.7	12.4	12.8	11.8	9.0	WWWZ-F	8.2	8.3	16.1	26.0	21.7	22.8	20.8	16.4
WEZL-F (C)	4.9	6.0	7.7	8.1	5.5	10.4	11.0	12.8	13.5	13.4	11.1	10.9	WEZL-F	13.9	17.3	20.1	24.7	28.4	22.5	22.1	20.5
WXTC-F (AC)	8.2	9.1	10.1	13.6	13.8	14.3	10.3	10.7	11.3	9.6	8.8	7.5	WXTC-F	25.1	23.3	15.1	19.8	---	19.8	25.2	18.9
WSSX-F (R)	4.7	21.6	13.6	16.5	10.4	9.7	14.1	10.6	9.7	15.0	13.9	11.3	WSSX-F	21.6	18.6	19.9	23.8	27.8	28.4	34.8	28.3
WCSC (AC)	4.5	4.1	6.5	4.2	13.4	9.5	10.9	7.1	5.0	4.8	2.5	2.1	WCSC	31.3	27.8	26.4	24.1	16.3	15.1	7.6	5.8
WXLY-F (C)	8.8	4.5	8.3	11.3	12.8	7.4	5.2	5.1	4.9	3.4	5.1	4.7	WXLY-F	24.0	21.7	14.0	18.5	18.7	13.6	11.3	11.0
WKNL (NT)	4.9	4.1	2.6	3.3	3.1	3.4	1.8	.9	1.5	1.7	1.4	3.1	WKNL	---	---	---	2.4	2.1	---	5.4	5.4
WQIZ (G)	---	5.8	5.5	---	.4	4.6	8.4	5.6	4.8	5.2	3.4	1.8	WQIZ	---	3.4	9.1	6.0	---	7.4	---	4.3
WKQB-F (A)	---	---	---	---	5.3	8.3	5.2	3.2	3.5	5.9	5.3	6.0	WKQB-F	12.3	21.5	11.1	12.8	12.5	13.6	14.8	15.7
WAVF-F (AC)	---	---	---	---	---	---	---	---	---	---	4.9	6.0	WAVF-F	---	---	---	---	---	---	13.1	16.7
WDXZ-F (E)	---	---	---	---	---	---	---	---	---	---	3.3	6.2	WDXZ-F	---	---	---	---	---	---	5.4	8.5
WMCJ (B)	---	---	---	---	---	---	---	---	.8	5.5	2.6	4.6	WMCJ	---	---	---	.3	---	---	---	4.9
WFXR-F (A)	---	---	---	---	---	---	---	---	---	---	.8	3.2	WFXR-F	---	---	---	---	---	---	1.7	8.3

BASED ON AVERAGE OF SPRING AND FALL BOOKS BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.0	17.5	16.8	17.2	16.0	16.5	15.6	18.7	18.9	18.4	18.2	17.0	1984	WEZL-F	\$1,450,000
FM Share (%)	37.43	49.48	48.51	58.55	54.82	55.02	58.10	60.81	65.64	68.77	75.31	74.32	1985	WSSX-F	\$1,700,000
Stations			12	13	16	15	15	16	17	19	21	20			
Diaries						585	663	925	785	750	724	884			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	38	35	42	42	27	27	28	CHR 25	18	19	WTMA (21.2, S75)		
MOR/AC	8	7	6	4	18	8	MOR --	AOR 4	5	4	Highest Metro 1/4 HR AVG: WPXI-F (111, S76)		
COUNTRY	8	13	7	12	13	14	17	1	2	3	Highest TSA 1/4 HR AVG: WPXI-F (149, S76)		
BTFL/EZ	11	14	15	14	12	13	12	5	7		Highest TSA Cume: WSSX-F (1367, S85)		
NEWS/TALK	---	---	---	---	---	---	1	2	1	3	Highest Metro Cume Rating: WSSX-F (34.8, S85)		
BLACK/URBAN	35	31	30	20	29	37	33	33	27	29	#1 STATIONS, 12+ METRO SHARE		
NOSTALGIA	---	---	---	---	---	---	3	3	1	---	WTMA	S75	
SPANISH	---	---	---	---	---	---	---	---	---	---	WSSX-F	S76, S77 (T), S78, S81, F81, S84, F84, S85, S86	
RELIGION/GOSPEL	---	---	---	4	2	2	---	---	4	2	WPAL	S77 (T)	
CLASSICAL	---	---	---	---	---	---	---	---	---	---	WXTC-F	S79, S80, F80	
											WWWZ-F	S82, F83, F85	
											WEZL-F	F82, S83	

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.44	3.53	4.25	4.57	4.78	5.5	6.1	6.9	8.6	9.8
Income (millions)	.11	.16	.18	.09	-1.28					
Nat Rev (millions)	.28	.36	.64	.65	.57					
Rev Per Cap (\$)	---	8.98	10.74	11.55	10.74	12.82	13.47	14.56	16.70	19.88
Inc Per Cap (\$)	---	.39	.45	.24	-2.87					
Profit Margin	3.6	4.4	4.2	2.0	---					

MAJOR STATION SALES

1971	WHVN	Sold by Cowan, Liebowitz, Latman	\$ 210,000
1974	WEZL-F	(Approved by FCC but not consummated)	363,000
1974	WTMA/WSSX	Sold by Turner	503,000
1975	WEZL-F		275,000
1979	WQIZ, WKQB-F		1,000,000
1979	WTMA, WSSX-F	Sold to Scconnix	2,600,000
1981	WLNB	Sold to Ed Little	500,000
1984	WEZL-F	Sold to John Price	3,900,000
1984	WXLY-F	Sold to Bahakel	2,840,000
1984	WMCJ (Moncks Corner)		450,000
1985	WTMA/WSSX-F	From Scconnix to Faircom	6,400,000
1985	WMXQ-F (Moncks Corner)		190,000
1985	WLNB A/F (Goose Creek)		515,000
1986	WFXR-F (Ravenal)	Sold to Sunshine	350,000
1986	WKNL, WDXZ-F	Sold to Caravelle	2,825,000
1986	WWWZ-F	Sold to JAG	2,500,000
1986	WFXR-F (Ravenal)	From Sunshine to Glover	2,000,000

STATION NOTES

(Major call letter and format changes)

WSSX-F	-	WPXI until 81
		Black until 81
		AOR until 84
WKQB-F	-	WQIZ until 80
		Black until 80
		WDWQ until 83
WXTC-F	-	BTFL until 84
WKNL	-	WQSN until 81
		WKXZ until 82
		Country until 79
		Nostalgia until 80
WCSC	-	Contemp until 82
WXLY-F	-	WKTM until 84
		AOR or CHR until 84
WMCJ	-	WBEN until 84



CHARLESTON, WV

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WCHS (M)	18.4	14.1	16.7	12.3	12.2	12.1	7.0	8.1	6.0		7.6	10.1	5.9	WCHS	30.6	30.1	25.9	26.0	24.2	23.4
WCAW (C)	16.5	17.6	17.4	17.8	16.3	13.0	17.1	13.8	8.6	10.4	7.4	12.1	WCAW	31.2	23.3	29.8	29.5	20.8	18.1	15.2	22.2	
WQBE (AC)	17.8	17.6	20.8	16.3	12.2	11.5	8.5	6.8	3.6	1.3	3.9	1.9	WQBE	30.5	30.6	25.3	24.3	15.1	7.5	8.7	5.7	
WVAF-F (R)	3.8	3.2	5.8	8.6	15.3	20.4	22.0	19.3	18.8	14.9	15.5	12.3	WVAF-F	22.3	31.8	33.7	40.7	37.9	28.9	30.1	24.6	
WQBE-F (C)	2.5	2.9	3.8	3.4	8.1	8.3	7.6	14.8	15.9	12.0	12.2	16.1	WQBE-F	15.7	12.6	15.9	25.2	25.4	21.6	21.2	24.2	
WKLC-F (A)	4.1	5.1	4.1	3.1	1.9	7.4	9.8	11.7	11.7	15.1	8.9	8.6	WKLC-F	6.6	13.4	17.0	23.7	20.9	26.3	19.2	18.9	
WBES-F (E)	6.3	5.1	3.1	6.7	6.3	5.0	7.3	6.0	9.4	10.7	9.5	9.1	WBES-F	9.1	12.6	14.7	12.2	14.5	14.7	14.8	13.3	
WTIP (BB)	13.0	17.9	13.6	9.5	5.3	6.8	5.8	7.3	4.2	3.1	4.2	1.6	WTIP	10.9	11.5	10.4	13.7	10.3	6.9	6.5	4.3	
WVSR-F (R)	---	---	---	4.9	9.1	5.0	3.4	---	8.1	12.0	13.4	15.0	WVSR-F	10.2	11.1	---	---	18.9	24.0	26.8	29.7	
WKAZ (AC)	---	---	---	---	---	---	---	---	---	2.3	2.1	4.3	WKAZ	---	---	---	---	---	6.2	---	6.8	

ONE RATING BOOK PER YEAR

WTIP/WVSR-F simulcasted in 1978-1977 and 1982

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.4	15.0	13.9	15.0	15.2	15.5	15.1	17.1	16.9	16.9	15.1	16.7	1984	WVAF-F	\$1,300,000
FM Share (%)	20.78	23.05	22.58	29.43	45.30	50.79	55.95	60.44	69.53	69.15	67.19	71.26	1985	WVAF-F	\$1,500,000
Stations			14	16	11	12	13	14	13	14	15	15			
Diaries						513	612	783	505	575	732	802			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	40	36	43	44	42	40	41	CHR 29	32	17	Highest Metro 1/4 HR AVG:	WVAF-F (22.0, S81)
MOR/AC	18	14	14	14	10	12	MOR 10	AOR 16	10	9	Highest Metro 1/4 HR AVG:	WVAF-F (74, S82)
COUNTRY	23	25	21	23	26	30	AC 4	8	11	6	Highest TSA 1/4 HR AVG:	WQBE-F (132, S83)
BTFL/EZ	19	22	23	18	19	14	4	4	7	18	Highest TSA Cume:	WVAF-F (1553, S82)
NEWS/TALK	---	---	---	---	---	---	---	---	---	---	Highest Metro Cume Rating:	WVAF-F (40.7, S82)
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---		
NOSTALGIA	---	---	---	---	---	---	4	3	4	2		
SPANISH	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	3	2	---	1	3	3	4	5	5	4		
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

#1 STATIONS, 12+ METRO SHARE

- WCHS S75
- WTIP+ S76
- WKAZ S77
- WCAW S78, S79
- WVAF-F S80, S81, S82, S83, S85
- WKLC-F S84
- WQBE-F S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.13	3.07	3.59	4.08	4.68	5.4	5.7	6.3	6.9	7.6
Income (millions)	.46	.26	.64	.63	.44					
Nat Rev (millions)	.72	.70	.86	.84	1.27					
Rev Per Cap (\$)	---	12.03	13.85	15.23	17.21	20.22	21.27	23.50	25.65	28.25
Inc Per Cap (\$)	---	1.03	2.46	2.34	1.61					
Profit Margin	14.7	8.6	17.8	15.4	9.3					

STATION NOTES

(Major call letter and format changes)

- WVAF-F - Changed to CHR in 77
- WQBE-F - CHR until 80
- WKLC-F - Country until 80
- WTIP - BTFL until 82
- WVSR-F - WTIO until 83
- BTFL until 83
- WQBE - WKAZ until 84
- Contemp to AC

MAJOR STATION SALES

1980	WKAZ, WKLC-F (St. Albans)	\$ 287,000
1982	WTIP, WVSR-F	Sold to Beasley 1,425,000
1986	WTIP, WVSR-F	Sold by Beasley 3,250,000
1986	WCHS, WBES-F	Sold by Heritage NA

CHARLOTTE

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WBT (AC)	15.4	20.4	24.3	19.5	17.5	15.8	13.0	12.1	11.2		10.5	8.3	7.2	WBT	39.1	35.2	33.7	28.0	27.8	19.6
WBCY-F (R)	8.9	8.2	8.4	7.6	7.7	7.8	9.1	9.1	9.7	8.3	7.4	5.1	WBCY-F	17.9	14.6	21.6	23.3	25.0	21.0	20.9	15.0	
WAES (R)	17.6	13.7	16.0	15.0	10.8	9.1	7.3	3.8	1.5	.7	.5	.8	WAES	33.5	26.7	24.9	21.0	9.2	4.6	3.2	2.1	
WROQ-F (R)	7.4	7.6	8.3	8.9	9.0	9.9	8.7	9.6	8.3	7.5	9.1	9.0	WROQ-F	17.3	19.5	19.3	21.7	17.0	15.9	21.3	20.6	
WSOC (C)	5.7	6.0	6.2	5.8	4.1	5.0	3.6	3.8	3.1	1.5	1.2	.6	WSOC	13.7	14.6	13.9	9.8	8.9	6.0	5.5	2.6	
WSOC-F (C)	3.5	5.7	5.2	8.5	13.5	11.8	16.3	13.3	15.9	16.6	12.9	12.4	WSOC-F	23.9	20.8	22.3	25.8	27.0	27.3	25.2	22.3	
WEZC-F (AC)	6.3	5.8	5.2	9.7	8.5	9.4	8.9	9.7	7.1	6.4	8.7	9.2	WEZC-F	14.5	15.4	13.8	16.0	17.8	14.5	16.7	18.1	
WGIV (B)	9.5	10.4	7.6	6.5	5.5	5.4	5.6	5.2	3.3	2.1	1.5	1.6	WGIV	12.5	12.0	10.3	13.0	9.7	6.8	4.6	3.7	
WPEG-F (B)	---	---	1.0	1.4	5.1	6.8	7.9	9.9	10.2	10.9	12.8	10.7	WPEG-F	11.3	11.9	14.6	15.5	17.1	15.3	18.2	16.7	
WAME (G)	4.6	3.6	4.4	2.9	2.3	2.3	1.0	2.2	1.0	.8	.5	.6	WAME	6.6	---	---	3.3	3.3	1.6	1.8	2.2	
WZXI-F (E)	---	---	---	1.4	1.8	3.0	3.4	2.9	8.2	5.1	5.8	4.7	WZXI-F	---	6.9	8.9	9.9	16.2	8.4	10.7	8.9	
WLVK-F (C)	---	---	---	---	---	---	---	3.7	3.3	3.3	7.0	9.1	WLVK-F	---	---	---	10.8	10.1	11.4	12.4	14.7	
WRFX-F (A)	---	---	---	---	---	---	---	---	2.7	5.9	4.3	5.5	WRFX-F	---	---	---	---	---	12.7	12.5	11.2	
WQCC (B)	---	---	---	---	---	---	1.5	3.3	4.1	2.0	1.6	.7	WQCC	---	---	---	---	---	---	---	1.9	
WXRC-F (A)	---	---	---	---	---	---	---	---	---	---	2.2	2.2	WXRC-F	---	---	---	---	---	---	---	5.5	

BASED ON AVERAGE OF SPRING AND FALL RATING BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	13.8	14.2	13.6	14.0	14.6	14.9	15.1	16.9	18.3	16.8	16.5	16.7	1984	WSOC A/F	NA
FM Share (%)	29.73	33.06	29.21	36.04	48.82	49.08	55.96	58.67	67.17	71.19	75.53	84.48	1985	WSOC A/F	\$6,100,000
Stations			18	16	18	19	21	22	20	30	27	27			
Diaries						859	853	1118	922	1320	1260	1164			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	25	34	35	29	33	27	21	14	24	16	Highest Metro 1/4 HR AVG:	WBT	(24.9, F77)
MOR/AC	30	24	19	21	20	22	15	8	11	9	Highest TSA Cume:	WBT	(5172, F77)
COUNTRY	12	14	19	15	19	19	12	13	18	19	Highest Metro Cume Rating:	WBT	(44.6, F77)
BTFL/EZ	14	14	11	10	10	9	20	25	19	27			
NEWS/TALK	9	7	4	7	5	---	8	4	6	1			
BLACK/URBAN	11	7	7	14	13	16	2	1	---	---			
NOSTALGIA	---	---	---	---	---	4	3	2	1	---			
SPANISH	---	---	---	---	---	---	---	---	---	---			
RELIGION/GOSPEL	---	---	---	---	---	---	7	4	3	2			
CLASSICAL	---	---	---	---	---	---	---	---	---	---			

#1 STATIONS, 12+ METRO SHARE

WBT All books S75-F80, F82 (T)  
 WSOC-F S81, F81, S82, F82 (T), S83, F83, S84, F84, F85, S86  
 WPEG-F S85

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	8.47	10.12	11.72	13.39	14.25	16.5	17.6	18.7	21.2	23.7
Income (millions)	.47	1.07	1.45	1.95	1.65					
Nat Rev (millions)	1.85	2.26	2.95	3.53	3.95					
Rev Per Cap (\$)	---	16.71	19.36	21.75	21.89	16.84	17.43	18.33	20.58	22.79
Inc Per Cap (\$)	---	1.76	2.40	3.17	2.53					
Profit Margin	5.6	10.6	12.4	14.6	11.5					

STATION NOTES

(Major call letter and format changes)

- WAES - WAYS until 84  
 WROQ until 86  
 Oldies until 82  
 News/Talk 84
- WBCY-F - WBT-F until 78  
 BTFL until 78
- WPEG-F - CHR until 80
- WAME - Country until 79
- WSOC - MOR until 76  
 News until 81  
 Nostalgia until 85
- WEZC-F - BTFL until 82
- WZXI-F - AC until 83
- WLVK-F - WLKV until 84  
 AC until 84

MAJOR STATION SALES

1973	WROQ-F	Sold to Sis	\$ 310,000
1972	WEZC-F	Sold to EZ	200,000
1974	WGIV	From Tracy to BENI	1,012,000
1974	WHVN		475,000
1981	WGIV	Sold by BENI	1,750,000
1982	WDRV/WLKV-F (Statesville)	Sold to Capitol (Goodman)	1,750,000
1983	WQCC		400,000
1983	WHVN		410,000
1984	WGIV	Sold to Altaway	600,000
1984	WORV/WLKV-F	From Capitol (Goodman) to Capitol (Johnson)	4,000,000
1985	WGIV	From Altaway to Founders	550,000 (E)
1985	WRKB/WRFX-F (Kannapolis)	From Downs to Metroplex	6,000,000
1986	WGIV	From Founders to Suburban	NA
1986	WGSP	Sold to Willis	380,000
1986	WAES, WROQ-F	Sold to CRB	13,000,000
1986	WGIV, WPEG-F	From Suburban to Sky	16,000,000
1986	WZXI-F (Gastonia)	Sold to Beasley	6,100,000

CHATTANOOGA

12+ METRO SHARE

12+ CUME RATINGS

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
WDEF (M)	17.3	18.4	16.0	14.2	16.5	15.7	11.0	10.6	9.3	8.1	6.5	3.7	WDEF	30.3	31.0	24.1	24.9	21.4	16.9	11.4	10.2	
WDEF-F (E)	7.5	8.7	9.9	9.9	11.4	12.0	10.8	9.6	11.5	10.1	9.1	8.7	WDEF-F	21.7	23.9	20.8	22.9	24.8	22.0	19.6	17.6	
WDOD (C)	11.2	10.0	10.2	11.0	9.0	11.4	7.6	5.7	2.1	5.5	2.8	4.4	WDOD	20.4	20.0	19.0	14.5	16.3	15.8	7.0	7.5	
WDOD-F (C)	3.3	4.4	4.1	3.9	4.6	1.6	8.1	11.6	13.9	8.9	6.8	9.0	WDOD-F	12.1	8.1	14.5	21.9	33.7	20.3	16.9	17.2	
WGOW (AC)	12.2	7.5	6.3	5.8	6.4	4.9	5.1	4.5	4.8	4.0	3.2	3.2	WGOW	20.9	19.3	17.7	15.7	13.6	13.4	9.5	8.3	
WSKZ-F (R)	7.1	8.0	8.6	9.2	15.1	15.0	14.5	13.7	13.7	15.9	19.5	19.6	WSKZ-F	20.8	23.0	23.6	27.1	28.8	27.4	34.3	32.7	
WNOO (B)	11.4	6.9	7.4	7.2	7.5	7.0	2.8	6.7	5.1	6.9	2.9	2.2	WNOO	11.4	12.9	7.1	10.6	9.6	13.9	6.2	3.8	
WFLI (G)	8.1	11.3	13.6	13.6	7.6	8.5	7.9	4.6	2.0	1.5	1.1	.5	WFLI	29.1	23.4	22.1	15.3	7.6	5.3	4.1	3.0	
WJTT-F (B)	---	4.2	---	.4	.9	5.3	11.4	10.5	9.1	11.8	7.6	4.5	WJTT-F	---	---	---	14.2	15.1	14.5	17.7	15.9	11.6
WDXB (C)	4.5	2.6	3.3	1.5	2.1	2.6	1.3	1.3	2.1	2.2	1.4	.5	WDXB	---	8.8	---	3.6	6.3	7.0	---	3.7	
WUSY-F (C)	---	---	---	---	---	---	---	4.4	7.5	11.7	15.9	16.7	WUSY-F	---	---	---	8.9	15.6	21.3	24.8	24.5	
WOWE-F (A)	---	---	---	---	---	---	---	2.8	3.1	2.4	3.0	3.3	WOWE-F	---	---	---	---	6.9	6.7	8.0	6.7	

BASED ON AVERAGE OF SPRING AND FALL BOOKS  
WFLI and WJTT-F were delisted from the Fall 1981 Arbitron

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.0	16.1	12.6	15.3	15.2	13.5	13.9	17.4	17.1	17.3	16.9	16.4	1984	WSKZ-F	\$1,800,000
FM Share (%)	24.81	28.95	23.06	29.96	30.75	35.84	51.01	59.25	66.27	65.07	70.26	74.93	1985	WGOW/WSKZ	\$2,600,000
Stations			14	16	14	14	17	16	16	16	22	20			
Diaries						547	724	980	720	731	1078	803			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:			Highest Metro 1/4 HR AVG:			Highest TSA 1/4 HR AVG:			Highest TSA Cume:			Highest Metro Cume Rating:			
CHR/AOR/CONTEMP	33	32	32	30	23	30	23	CHR	15	22	23	WSKZ-F (19.9, S85)			WSKZ-F (159, S85)			WSKZ-F (228, S86)			WSKZ-F (2,388, F85)			WSKZ-F (34.3, S85)		
MOR/AC	18	23	28	17	16	13	MOR	14	9	10	8	WSKZ-F (159, S85)			WSKZ-F (228, S86)			WSKZ-F (2,388, F85)			WSKZ-F (34.3, S85)					
COUNTRY	14	17	11	19	29	25	27	AOR	3	4	5	WSKZ-F (159, S85)			WSKZ-F (228, S86)			WSKZ-F (2,388, F85)			WSKZ-F (34.3, S85)					
BTFL/EZ	17	17	15	17	12	10	13	AC	6	5	4	WSKZ-F (159, S85)			WSKZ-F (228, S86)			WSKZ-F (2,388, F85)			WSKZ-F (34.3, S85)					
NEWS/TALK	---	---	---	---	---	---	---		5	4	4	WSKZ-F (159, S85)			WSKZ-F (228, S86)			WSKZ-F (2,388, F85)			WSKZ-F (34.3, S85)					
BLACK/URBAN	8	8	8	13	15	20	15		2	---	---	WSKZ-F (159, S85)			WSKZ-F (228, S86)			WSKZ-F (2,388, F85)			WSKZ-F (34.3, S85)					
NOSTALGIA	---	---	---	---	---	---	1		2	---	---	WSKZ-F (159, S85)			WSKZ-F (228, S86)			WSKZ-F (2,388, F85)			WSKZ-F (34.3, S85)					
SPANISH	---	---	---	---	---	---	---		---	---	---	WSKZ-F (159, S85)			WSKZ-F (228, S86)			WSKZ-F (2,388, F85)			WSKZ-F (34.3, S85)					
RELIGION/GOSPEL	7	3	4	3	3	1	2		2	1	1	WSKZ-F (159, S85)			WSKZ-F (228, S86)			WSKZ-F (2,388, F85)			WSKZ-F (34.3, S85)					
CLASSICAL	---	---	---	---	---	---	---		---	---	---	WSKZ-F (159, S85)			WSKZ-F (228, S86)			WSKZ-F (2,388, F85)			WSKZ-F (34.3, S85)					

#1 STATIONS, 12+ METRO SHARE

WDEF-F	S75, S76, F76, F77, F78, S79, F80, S81 (T), S78
WFLI	S78
WSKZ-F	F79, S80, S81 (T), F81, S82, F83, S84, F84, S85, F85, S86
WDOD-F	F82, S83

FINANCIAL DATA

FCC Data Net Dollars

Duncan Estimates Gross Dollars

	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.81	3.73	4.65	4.36	5.19	6.1	6.6	7.3	8.2	9.1
Income (millions)	.57	.34	-.03	-.08	.27					
Nat Rev (millions)	.51	.49	.49	.62	.93					
Rev Per Cap (\$)	---	9.41	11.60	10.68	11.89	14.38	15.38	16.97	18.89	20.92
Inc Per Cap (\$)	---	.86	-.08	-.20	.62					
Profit Margin	14.9	9.41	---	---	5.2					

STATION NOTES

(Major call letter and format changes)

WFLI	- CHR until 81-82 Country until 83
WUSY-F	- WQLS until 83 Contemp until 83
WGOW	- CHR changing to AC by 82
WJTT-F	- WSIM until 80 CHR until 80
WSKZ-F	- WYNQ-F until 78 BTFL until 78

MAJOR STATION SALES

1974	WMOC	Sold by Dick	\$ 500,000
1978	WDXB		500,000
1980	WMOC		550,000
1983	WNOO		300,000
1984	WZRA (?)		550,000
1986	WRIP, WOWE-F (Rossville)		1,150,000
1986	WJTT-F (Red Bank)	Sold by Benno	1,000,000

CHICAGO

		12+ METRO SHARE												12+ CUME RATINGS									
		SPG												SPG									
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86		
WGN (M)	(M)	14.5	12.8	11.0	11.8	10.8	10.3	9.6	8.7	9.2	9.3	8.8	11.4	WGN	25.9	22.6	20.0	19.8	19.7	20.8	23.2	22.9	
WLS (R)	(R)	8.3	8.9	8.5	6.8	7.1	6.1	4.9	4.3	4.0	3.4	3.5	2.4	WLS	25.3	21.0	18.6	17.7	17.1	14.2	11.9	10.8	
WBBM (NT)	(NT)	7.0	7.4	7.5	6.7	6.5	6.2	6.6	4.9	5.3	4.7	4.7	5.7	WBBM	19.4	18.5	19.4	15.1	17.7	15.9	17.1	18.8	
WMAQ (C)	(C)	5.4	4.8	5.0	5.6	4.6	4.9	4.7	3.4	3.5	3.5	3.0	2.6	WMAQ	15.9	13.6	13.9	12.8	12.0	12.1	12.5	10.1	
WIND (S)	(S)	5.5	4.0	4.0	3.4	4.5	4.6	4.3	4.3	4.3	2.8	3.0	.3	WIND	10.7	9.7	8.4	10.0	10.3	7.2	8.2	1.3	
WLOO-F (E)	(E)	4.4	6.4	6.8	7.5	7.6	6.8	6.6	5.5	5.4	5.5	5.9	5.5	WLOO-F	13.0	12.6	12.3	10.8	11.5	10.8	11.8	12.0	
WCLR-F (AC)	(AC)	3.3	3.2	3.0	3.9	3.3	3.1	3.4	3.9	3.7	4.0	3.1	3.6	WCLR-F	8.1	7.8	10.1	11.2	11.5	12.6	9.8	10.9	
WLAK-F (AC)	(AC)	5.5	5.6	5.2	4.5	4.9	4.6	3.5	3.6	3.1	3.2	3.5	3.9	WLAK-F	10.2	10.6	7.9	10.2	6.7	10.1	10.7	11.2	
WGCI-F (B)	(B)	---	1.9	2.8	1.7	2.3	4.8	5.5	6.0	4.9	6.1	5.4	7.2	WGCI-F	4.9	7.2	9.0	13.8	11.6	13.4	13.0	15.2	
WBMX-F (B)	(B)	---	2.0	3.1	4.6	4.3	3.2	2.4	4.9	4.6	4.7	5.9	5.3	WBMX-F	10.0	8.4	8.1	12.8	12.1	12.9	14.0	14.1	
WYDZ-F (R)	(R)	---	3.5	2.6	1.9	2.0	1.8	3.9	3.8	3.4	2.9	2.4	2.0	WYDZ-F	6.6	6.2	13.0	14.9	13.7	13.4	12.4	8.4	
WLUP-F (A)	(A)	---	---	1.7	2.8	5.1	3.9	3.7	3.6	2.9	3.3	3.9	4.6	WLUP-F	11.3	11.4	10.4	11.4	9.9	10.8	11.3	13.1	
WBBM-F (R)	(R)	---	2.7	2.3	2.2	2.1	2.4	2.6	3.4	4.8	4.4	4.1	3.2	WBBM-F	9.1	8.6	8.2	10.5	16.7	18.3	15.8	15.0	
WKQX-F (R)	(R)	---	---	3.4	2.4	2.1	3.2	3.5	2.9	2.9	4.0	3.4	3.3	WKQX-F	6.2	9.8	10.4	10.0	11.5	14.3	13.1	12.6	
WFYR-F (AC)	(AC)	---	2.5	3.1	3.5	3.0	3.2	3.0	2.8	2.9	2.6	3.2	3.1	WFYR-F	8.2	8.5	8.1	9.7	9.7	9.8	12.0	10.8	
WRXR-F (AC)	(AC)	---	3.6	3.5	2.7	1.8	2.8	3.5	2.2	3.1	3.1	1.7	1.2	WRXR-F	6.4	7.6	10.1	10.2	10.1	11.3	8.2	6.1	
WGCI (B)	(B)	3.3	3.3	3.0	4.1	3.0	1.6	1.4	2.0	1.2	1.1	.9	.6	WGCI	8.6	6.3	---	7.1	---	---	2.8	2.8	
WJJD (BB)	(BB)	---	2.0	2.1	2.4	1.7	1.2	1.0	3.6	3.1	3.2	3.4	2.9	WJJD	4.6	---	---	---	8.0	8.5	7.4	6.8	6.4
WJPC (B)	(B)	---	---	---	1.2	2.0	2.0	2.8	3.1	2.0	1.3	1.1	.5	WJPC	---	---	6.8	9.5	7.3	5.3	4.5	2.7	
WJMK-F (O)	(O)	---	---	1.8	1.3	1.3	2.1	3.2	2.4	1.7	2.3	3.2	3.0	WJMK-F	---	6.0	7.1	6.6	5.2	5.1	9.7	8.8	
WUSN-F (C)	(C)	---	---	---	2.1	2.5	2.7	1.8	1.9	2.4	3.0	2.9	2.9	WUSN-F	9.1	9.2	---	4.6	6.0	7.4	7.2	6.7	
WCZE (AC)	(AC)	5.1	3.8	---	1.4	2.1	1.8	2.8	1.7	2.0	1.9	1.9	.8	WCZE	---	4.5	5.4	4.3	5.6	5.3	4.3	3.3	
WXRT-F (A)	(A)	---	---	---	1.8	1.8	1.6	1.5	2.0	3.1	2.5	2.9	3.1	WXRT-F	---	---	---	4.8	6.8	6.8	7.8	8.0	
WFMT-F (CL)	(CL)	---	1.8	1.7	1.9	1.7	1.9	2.1	1.6	1.6	1.7	1.4	1.7	WFMT-F	---	---	---	3.5	4.8	4.8	4.1	5.1	
WCFL (G)	(G)	4.6	3.4	3.3	1.8	.7	.6	1.4	1.1	1.1	.8	.8	.6	WCFL	5.5	---	6.4	5.1	4.9	4.0	3.2	2.7	
WOJO-F (SP)	(SP)	---	---	---	---	---	---	---	1.3	2.7	1.9	1.9	1.3	WOJO-F	---	---	---	---	---	---	---	2.8	
WCKG-F (A)	(A)	---	---	---	---	---	---	---	.7	.8	1.3	1.8	2.2	WCKG-F	---	---	---	---	3.1	3.5	5.4	7.0	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.4	16.6	16.8	16.3	16.9	16.9	16.1	18.5	19.0	18.8	19.0	18.2	1984 WGN	\$23,000,000	
FM Share (%)	34.30	38.94	48.72	50.02	49.70	54.56	54.65	57.12	59.52	63.80	63.34	66.57	1985 WGN	\$32,000,000	
Stations			31	29	34	34	30	34	33	32	36	34			
Diaries							---	3217	3170	3283	3144	3146			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:				
CHR/AOR/CONTEMP	34	29	27	25	23	20	27	18	15	12	CHR	18	15	12	WGN (14.5, S75)
MOR/AC	19	26	17	19	23	20	MOR AC	11	10	11	AOR	10	9	12	Highest Metro 1/4 HR AVG: WGN (1366, S75)
COUNTRY	8	9	9	10	10	8	8	9	6	6		12	16	16	Highest TSA 1/4 HR AVG: WLS (2523, S76)
BTFL/EZ	18	14	15	15	16	11	8	6	7	6		6	7	6	Highest Metro Cume Rating: WLS (27.9, F77)
NEWS/TALK	8	8	12	12	12	10	10	8	8	6		6	8	6	
BLACK/URBAN	12	12	15	14	13	21	17	16	15	17		17	17	17	
NOSTALGIA	---	---	---	---	---	4	6	5	6	3		3			
SPANISH	---	---	1	2	1	2	3	2	2	2.4		2.4			
RELIGION/GOSPEL	---	---	---	---	---	---	---	2	2	1.1		1.1			
CLASSICAL	2	2	2	3	3	2	3	3	2	3.2		3.2			

#1 STATIONS, 12+ METRO SHARE

WGN All rating periods

STATION NOTES

(Major call letter and format changes)

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	66.6	76.9	87.6	95.1	104.4	118.4	130.8	137.6	150.9	169.0
Income (millions)	9.6	13.3	15.0	7.2	2.5					
Nat Rev (millions)	18.1	18.3	29.0	28.8	33.1					
Rev Per Cap (\$)	---	10.99	12.48	13.48	14.65	14.87	16.41	17.26	18.84	21.07
Inc Per Cap (\$)	---	1.91	2.13	1.02	.32					
Profit Margin	14.4	17.3	17.1	7.6	2.4					

MAJOR STATION SALES

1970 WFMT-F	Donated by WGN to Chi. Ed. TV Assoc.	\$ 1,600,000
1970 WCLR-F	Sold to Bonneville	174,000
1970 WGCI	Sold to Gillett	9,000,000
1973 WUSN-F	From Zenith to GCC	1,000,000
1973 WFYR-F	Sold to RKO	2,400,000
1973 WRXR-F	Sold to Metromedia	2,750,000
1973 WJPC	Sold to Johnson Publishing	1,800,000
1974 WGCI, WGCI-F	From McLendon To Globe	3,550,000
1978 WGCI, WGCI-F	From Globe to combined Communications	NA
1978 WLAK-F	From Sudbrink to Storer	4,520,000
1979 WLUP-F	Sold to Heftel	5,250,000
1982 WUSN-F	From GCC to First Media	9,200,000
1982 WLAK-F	From Storer to Viacom	8,000,000
1982 WRXR-F	From Metromedia to Doubleday	9,500,000
1983 WCKG-F	Sold to Cox	9,000,000
1983 WCFL	From Mutual to Statewide	8,000,000
1984 WJJD, WJMK-F	From Plough to Infinity	14,000,000
1985 WIND	From Westinghouse to Tichenor	6,900,000
1985 WRXR-F	Sold by Doubleday	12,500,000
1985 WYEN-F (Des Plaines)		8,000,000
1986 WOJO-F	Sold to Tichenor	14,000,000

WYDZ-F	-	WDAI until 80
CHR	-	until 79
	-	Disco until late 80
WLS-F	-	until 86
WRXR-F	-	WDHF-F until 77
	-	WMET until 86
	-	AOR until 85
WBBM-F	-	Soft rock until 82
WUSN-F	-	WEFM-F until 81
	-	BTFL (?) until 77
	-	CHR until 81
WIND	-	MOR/AC until 78
	-	Talk until 86
WJJD	-	Country until 82
WCZE	-	WAIT until 85
	-	BTFL until 83
	-	Nostalgia until 86
WCFL	-	BTFL until 78
	-	MOR until 80
	-	Talk in 80-81
	-	MOR until 84
WLAK-F	-	BTFL until 83
WCKG-F	-	WXFM until 83
	-	WAGO until 85
	-	CHR until 85
WJMK-F	-	WJEZ until 84
	-	Country until 84
WGCI	-	WVON until 83

CINCINNATI

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WLW (M)	18.5	16.9	14.7	14.1	12.8	11.5	9.6	8.0	6.5	7.7	9.1	10.7	WLW	41.1	35.7	29.8	27.2	22.1	26.2	26.6	25.8
WKRC (AC)	9.4	7.5	7.8	9.3	9.0	9.2	8.5	8.4	6.8	9.5	8.2	6.8	WKRC	22.8	23.5	23.4	21.3	17.7	21.9	19.4	17.7
WKRQ-F (R)	6.4	10.6	8.6	11.5	12.0	10.6	9.0	8.1	8.5	9.8	11.0	9.0	WKRQ-F	26.9	25.2	23.4	23.0	24.4	24.9	26.4	23.4
WCKY (NT)	11.1	11.4	9.7	11.5	11.0	7.2	7.2	5.9	6.4	5.9	6.4	5.0	WCKY	17.5	14.5	13.6	11.6	13.1	11.4	11.2	11.1
WWEZ-F (E)	10.5	8.5	8.9	7.2	7.4	8.0	9.4	7.5	8.2	6.1	10.0	8.8	WWEZ-F	13.6	14.7	16.2	15.0	16.4	14.6	16.1	17.5
WRRM-F (AC)	3.4	4.8	4.7	4.2	5.0	3.3	6.7	6.7	6.4	7.7	6.4	3.9	WRRM-F	---	---	12.8	14.8	16.0	18.7	17.2	12.7
WEBN-F (A)	4.5	8.6	8.6	7.8	7.2	9.2	10.7	9.7	8.0	8.4	7.8	11.1	WEBN-F	11.6	20.0	18.6	21.4	21.7	18.9	18.4	19.6
WCIN (B)	4.2	3.2	4.0	4.8	3.0	4.5	4.2	4.0	3.2	2.9	2.5	2.5	WCIN	---	---	---	10.2	6.3	6.9	4.4	6.3
WWNK (AC)	13.1	9.3	8.7	4.5	3.1	3.3	2.8	2.2	2.1	1.8	1.3	1.1	WWNK	9.7	12.0	---	8.5	9.0	5.8	4.6	4.1
WWNK-F (AC)	3.5	2.7	2.3	4.0	5.2	4.5	2.0	2.6	3.6	4.5	2.7	3.3	WWNK-F	12.5	12.6	---	6.4	9.5	10.6	7.7	9.2
WUBE-F (C)	---	2.6	5.0	4.1	5.3	5.8	5.1	6.5	6.2	4.8	6.0	9.2	WUBE-F	8.1	9.0	---	10.9	13.6	10.8	10.0	16.6
WDJO (D)	---	2.6	2.4	2.1	1.8	1.7	3.4	5.1	3.5	3.6	1.8	2.0	WDJO	---	---	---	11.2	7.9	5.4	4.9	3.9
WBLZ-F (B)	---	---	---	1.3	2.4	6	2.3	4.5	4.7	5.5	6.5	6.5	WBLZ-F	9.1	---	---	9.6	11.0	11.6	12.9	12.0
WSKS-F (A)	---	---	1.9	1.6	2.7	2.7	2.0	2.3	3.1	3.8	2.9	3.8	WSKS-F	---	7.9	9.5	8.7	7.6	11.5	8.8	11.7
WLLT-F (AC)	---	---	---	1.6	1.6	2.4	4.0	4.2	6.1	5.0	4.7	3.1	WLLT-F	---	---	10.8	11.7	16.2	16.4	13.5	11.6

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.0	16.1	14.9	15.9	15.6	14.2	14.7	17.4	16.6	17.7	16.8	16.2	1984	WKRC	NA
FM Share (%)	32.93	41.22	44.32	43.93	51.46	53.33	56.46	57.87	66.24	65.14	64.26	68.38	1985	WKRC	\$6,200,000
Stations			20	20	22	20	22	23	24	23	23	21			
Diaries						1400	1308	1356	1492	1541	1479	1543			

FORMAT SHARES (%)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:				
CHR/AOR/CONTEMP	30	32	28	31	37	27	23	11	13	10	WLW (18.5, S75)				
MOR/AC	37	41	38	34	31	27	15	20	22	19	Highest Metro 1/4 HR AVG: WLW (317, S76)				
COUNTRY	9	9	11	13	11	12	14	12	10	10	Highest TSA 1/4 HR AVG: WLW (566, S75)				
BTFL/EZ	16	12	15	13	13	10	12	9	11	10	Highest TSA Cume: WLW (9333, S76)				
NEWS/TALK	---	---	---	---	---	5	7	6	6	6	Highest Metro Cume Rating: WLW (41.1, S79)				
BLACK/URBAN	6	6	6	7	6	10	8	10	10	10	#1 STATIONS, 12+ METRO SHARE				
NOSTALGIA	---	---	---	---	---	6	5	---	---	---	WLW S75, S76, F76, S77 F77 S78 S79, S80, S81, S82				
SPANISH	---	---	---	---	---	---	---	---	---	---	WKRQ-F F78, F79, F80, S83 (T), F83, S84, S85, F85				
RELIGION/GOSPEL	2	---	1	---	1	1	1	1	1	2	WEBN-F F81, F82, S83 (T), S86				
CLASSICAL	---	---	---	---	---	---	---	---	---	---	WKRC F84				

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	16.07	18.48	20.48	21.62	23.24	28.4	29.4	30.8	33.3	38.5
Income (millions)	1.60	2.30	3.18	2.41	-1.37					
Nat Rev (millions)	3.29	3.00	4.59	4.81	5.81					
Rev Per Cap (\$)	---	13.58	14.97	15.60	16.55	17.21	17.71	18.33	19.82	22.92
Inc Per Cap (\$)	---	1.69	2.32	1.74	-.98					
Profit Margin	13.3	12.4	15.5	11.2	---					

STATION NOTES

(Major call letter and format changes)

WRRM-F	-	WLQA until 81
		BTFL until 80
WDJO	-	WUBE until 81
		Country until 81
		WMLX until 85
		Nostalgia until 85
WSKS-F	-	WLWS until 80
WBLZ-F	-	WOKV-F until 80
WCKY	-	MOR until 81
WWNK	-	CHR until 77
		Country until 85
		WSAI until 85
WWNK-F	-	CHR until 77
		AC until 78
		AOR until 81
		Country until 85
		WSAI-F until 83
		WKXF until 85
WLLT	-	WYYS until 82
		Contemp until 82

MAJOR STATION SALES

1971 WRXY-F (Milford)	Sold to Ted Hepburn et al	\$ 100,000
1972 WRRM-F	Sold to Susquehanna	390,000
1976 WCKY	From Post-Newsweek to Federated	3,600,000
1976 WLW	Sold by AVCO	8,500,000
1976 WWNK A/F	From Combined to Affiliated	6,300,000
1977 WWEZ-F	From Sudbrink to Federated	2,000,000
1977 WSKS-F	Sold to owners of WLW	650,000
1977 WCIN	Sold to BENI	1,800,000
1979 WLW, WSKS-F	Sold to Mariner	17,000,000
1980 WLLT-F	From Broadcast Management to Heftel	1,300,000
1980 WDJO, WUBE-F	From Kaye-Smith to Plough	3,900,000
1982 WWNK A/F	From Affiliated to Booth	5,200,000
1982 WKIN	Sold by BENI	2,250,000
1983 WLW, WSKS-F	From Mariner to Republic	10,514,000
1984 WDJO, WUBE-F	From Plough to DKM	8,800,000 (E)
1984 WRXY-F	Sold by Perry	850,000
1985 WCIN	Sold for Liabilities	
1985 WLLT-F	From Heftel to WOLT (never completed)	6,000,000 (E)
1986 WEBN-F	From Wood to Jacoc	12,300,000
1986 WLW, WSKS-F	From Republic to Jacoc	21,500,000 (E)
1986 WLLT-F	From H & W to Hoker	6,000,000
1986 WDJO, WUBEF	From DKM to American	9,800,000
1986 WSKS-F	From Jacor to Reams	4,300,000 (E)
1986 WBLZ-F (Hamilton)	From NEW System to Schwartz	NA
1986 WSAI-F (Erlanger)	From Mortenson to Inter Urban	2,000,000

CLEVELAND

		12+ METRO SHARE											12+ CUME RATINGS									
		SPG	75	76	77	78	79	80	81	82	83	84	85	SPG	79	80	81	82	83	84	85	86
WMMS-F	(A)	5.3	8.1	9.2	8.4	7.8	8.8	9.8	8.3	9.2	10.7	12.8	13.2	WMMS-F	16.1	16.3	21.5	19.2	19.5	21.5	22.2	27.1
WHK	(O)	6.1	6.7	9.8	8.0	8.1	7.8	7.2	5.0	3.7	2.1	2.3	1.9	WHK	15.3	12.8	12.7	10.3	11.0	6.4	8.4	5.8
WDOK-F	(E)	11.0	8.6	7.4	8.9	8.9	8.7	8.1	7.8	7.3	8.1	7.9	6.5	WDOK-F	15.8	17.7	17.2	14.8	16.8	16.3	15.6	13.3
WQAL-F	(E)	11.1	7.9	7.9	10.1	9.8	9.9	7.3	7.0	6.9	6.9	8.0	7.1	WQAL-F	18.8	17.7	15.4	14.6	15.8	14.6	15.1	13.4
WGCL-F	(R)	7.5	5.6	4.6	3.7	7.1	6.3	6.0	6.1	7.7	6.3	5.6	5.4	WGCL-F	19.7	19.2	18.7	19.0	21.1	20.6	20.3	19.9
WLTF-F	(AC)	---	---	3.4	3.4	2.4	5.6	6.2	6.3	4.4	6.3	6.3	6.7	WLTF-F	10.2	13.3	14.5	16.2	14.1	17.4	17.9	16.9
WDMT-F	(B)	---	---	2.2	2.5	2.5	4.9	3.9	5.6	4.6	4.2	4.3	4.8	WDMT-F	---	9.5	7.0	11.8	12.2	11.9	10.7	10.9
WGAR	(C)	8.2	6.9	6.5	6.0	6.6	5.0	4.9	3.7	3.4	2.6	1.2	.8	WGAR	20.2	14.0	14.3	13.8	12.2	9.6	5.4	3.9
WWWE	(NT)	7.5	7.1	5.0	6.7	4.9	4.4	4.5	3.9	3.3	2.8	4.3	4.9	WWWE	16.5	14.3	17.5	14.5	15.5	13.1	11.7	14.7
WBBG	(BB)	---	---	---	2.0	1.8	2.0	1.9	5.9	6.8	6.0	6.0	4.5	WBBG	---	---	---	11.2	13.5	11.4	11.3	8.1
WMJI-F	(AC)	---	3.4	5.5	5.1	4.0	2.5	3.6	6.5	6.2	6.1	6.4	7.0	WMJI-F	13.7	8.5	12.3	13.5	18.6	16.0	17.0	17.5
WERE	(NT)	6.5	5.7	6.3	5.4	5.6	7.3	6.0	4.7	4.1	4.1	4.0	3.8	WERE	15.9	16.3	14.7	12.7	13.0	12.3	11.2	10.1
WRMR	(AC)	6.3	5.2	4.4	3.3	4.2	5.0	4.0	2.4	3.4	3.8	2.8	1.9	WRMR	10.8	8.5	8.1	6.6	8.3	9.9	8.2	3.6
WGAR-F	(C)	---	5.1	4.8	4.6	3.7	3.2	3.5	3.1	4.5	4.0	3.6	4.0	WGAR-F	8.5	---	6.9	7.3	10.1	8.4	9.1	8.9
WABQ	(G/B)	---	---	---	.8	1.6	1.5	1.4	2.8	2.4	2.5	2.1	1.4	WABQ	---	---	---	4.5	4.5	3.0	2.9	2.8
WZAK-F	(B)	---	---	---	1.3	1.4	1.0	2.6	3.6	4.9	6.5	5.6	4.8	WZAK-F	---	---	7.2	7.3	9.5	12.5	12.6	11.3
WJMO	(B)	5.8	4.5	4.0	6.6	5.6	2.6	2.6	2.5	2.0	2.0	1.4	2.0	WJMO	10.0	---	---	9.6	8.0	5.9	5.2	5.4
WCLV-F	(CL)	---	---	---	1.9	2.4	2.2	2.6	2.6	2.7	2.0	1.7	1.3	WCLV-F	---	---	---	5.6	6.8	5.4	5.4	3.6
WRQC-F	(R)	---	3.5	---	1.2	1.8	2.6	3.8	2.5	1.4	2.2	2.3	2.1	WRQC-F	---	9.5	12.3	11.0	5.4	9.8	10.7	9.4

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.5	15.0	16.0	15.3	14.9	15.5	16.2	17.2	17.8	17.8	18.4	17.1	1984	WMMS-F	NA
FM Share (%)	44.78	50.18	51.64	58.30	56.39	60.30	63.06	64.44	65.86	71.17	74.30	74.23	1985	WMMS-F	\$6,000,000
Stations			25	23	25	23	24	24	27	26	24	26			
Diaries						1308	1623	1556	1784	1791	1721	1723			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:				
CHR/AOR/CONTEMP	38	33	35	31	32	25	20	CHR	10	11	10	WMMS-F (14.5, F85)			
MOR/AC	12	11	12	17	16	15	MOR	1	4	1	3	WMMS-F (401, S86)			
COUNTRY	12	7	9	11	12	13	AC	15	18	18	17	WMMS-F (638, F85)			
BTFL/EZ	23	27	24	21	19	18		14	5	6	5	WMMS-F (7436, S86)			
NEWS/TALK	8	6	8	8	7	5		8	9	11	10	Highest Metro Cume Rating: WMMS-F (27.1, S86)			
BLACK/URBAN	6	9	8	9	10	16		15	16	13	13	#1 STATIONS, 12+ METRO SHARE			
NOSTALGIA	--	--	--	--	1	6		7	6	6	6	WQAL-F S75, S78, S79, S80, F80			
SPANISH	--	--	--	--	--	--		--	--	--	--	WMMS-F S76, F77, S81, F81, S82 - All periods since 1982			
RELIGION/GOSPEL	--	--	--	--	1	1		1	1	2	2	WDOK-F F76, F79			
CLASSICAL	1	2	3	3	2	3		3	2	1	1	WHK S77, F78			

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	21.78	23.97	26.66	30.72	30.47	34.8	36.0	37.1	38.3	43.0
Income (millions)	2.47	2.40	3.42	3.12	2.15					
Nat Rev (millions)	5.17	4.48	7.18	7.69	8.60					
Rev Per Cap (\$)	---	12.40	13.86	15.96	16.29	18.61	19.57	20.27	20.59	23.24
Inc Per Cap (\$)	---	1.24	1.78	1.62	1.15					
Profit Margin	11.3	10.0	12.8	10.2	7.1					

STATION NOTES

(Major call letter and format changes)

WLTF-F	-	CHR until 80
		WZZP until 84
WDMT-F	-	Contemp until 80
WWWE	-	MOR until 81
		Country until 83
		MOR until 85
WBBG	-	Changed to Nostalgia in 81
WMJI-F	-	CHR until 80
		WWMM until 82
		Rock until 82
WGAR-F	-	WKSW until 84
		BTFL until 77
WHK	-	Country until 84
WGAR	-	AC until 85
WRQC-F	-	WLYT until 82
WRMR	-	WJW until 85
		MOR until 85

MAJOR STATION SALES

1970	WGCL-F	Sold by ASI to Alexander Tanger	\$ 525,000
1971	WQAL-F	From Storer to SJR	700,000
1971	WBBG, WDOK-F	From Metroplex to Globetrotter	14,500,000
1972	WWWE, WMJI-F	Sold by NBC	5,500,000
1972	WHK, WMMS-F	From Metromedia to Malrite	3,500,000
1975	WDMT-F	Sold to Beasley	800,000
1976	WERE	Sold by ASI	3,100,000
1976	WGCL-F	Sold by GCC	2,500,000
1977	WRMR	Sold by Storer	2,500,000
1977	WWWE	Sold to Combined Communications	8,700,000
1978	WBBG	From Globe to Embrescia	1,550,000
1978	WUUK-F	From Globe to Combined Communications	NA
1980	WABQ	Sold by Booth	600,000
1981	WBBG, WMJI-F	Sold by Embrescia	6,200,000
1984	WQAL-F	From Gulf to WIN	5,100,000
1984	WBBG, WMJI-F	From Robinson to Jacor	13,500,000
1985	WWWE, WDOK-F	From Gannett to Modell	9,500,000
1985	WRMR	From Modell to Booth	2,100,000
1986	WERE, WGCL-F	Sold to Metropolis	10,700,000

COLORADO SPRINGS

	12+ METRO SHARE													12+ CUME RATINGS							
	SPG		76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86
	75																				
KILO-F (A)	---	9.9	4.7	3.2	10.6	10.3	12.6	11.5	11.5	12.6	12.4	14.7	KILO-F	13.8	19.2	23.6	28.3	20.5	21.7	17.8	25.3
KSPZ-F (AC)	3.7	13.1	7.0	8.4	10.4	13.8	13.0	11.9	11.9	7.5	6.3	9.2	KSPZ-F	26.0	23.0	30.3	27.0	25.3	20.5	16.7	22.1
KVOR (NT)	10.7	10.4	10.6	8.1	9.0	7.4	6.1	6.1	5.6	5.6	5.9		KVOR	22.1	19.8	19.9	17.5	14.1	18.4	13.5	17.0
KRDO (O)	3.7	5.7	5.7	5.4	4.0	4.3	3.7	3.4	2.9	2.7	2.1	1.2	KRDO	12.0	13.9	16.9	13.8	---	10.7	10.5	7.4
KRDO-F (E)	12.6	13.8	13.0	11.1	9.9	10.0	8.6	9.5	9.5	12.1	10.8	10.6	KRDO-F	17.0	19.8	18.1	14.9	16.2	20.2	17.1	21.9
KKFM-F (R)	6.1	10.1	4.9	5.7	4.4	2.3	6.4	10.8	10.8	9.9	5.3	4.5	KKFM-F	11.2	---	13.8	23.5	25.1	26.4	19.7	12.7
KKCS (C)	21.1	9.4	13.7	11.9	12.0	8.9	6.1	2.4	2.3	2.7	2.5	.8	KKCS	40.2	29.2	24.3	20.8	15.7	9.1	8.4	3.9
KKCS-F (C)	3.8	2.7	---	1.9	.4	4.0	5.1	9.5	9.5	10.3	9.7	9.6	KKCS-F	---	---	---	12.9	19.3	18.1	16.2	12.8
KIKX-F (R)	9.6	7.7	6.5	13.7	10.0	4.0	2.8	4.1	4.1	3.8	11.0	10.8	KIKX-F	31.6	14.9	14.7	17.0	9.9	7.7	25.0	24.2
KSSS (C)	7.5	6.2	7.8	11.1	7.7	7.8	9.2	7.0	7.0	6.5	6.9	3.7	KSSS	16.1	14.8	21.7	14.1	15.6	11.7	9.5	7.7
KPIK (G)	6.7	---	6.5	---	2.1	.4	.5	.8	.8	.8	.6	---	KPIK	---	---	---	2.0	2.0	3.1	1.9	---
KVUU-F (AC)	---	---	---	---	4.1	4.6	4.6	2.8	2.8	6.3	9.9	11.6	KVUU-F	---	8.7	---	7.9	8.2	14.3	21.8	24.1
KOA (NT)	---	---	---	---	---	---	3.7	3.6	3.6	4.0	3.6	2.5	KOA	---	---	---	12.0	12.1	11.8	9.3	6.9
KCMN (BB)	---	---	---	---	---	---	2.4	3.4	3.4	4.7	3.6	3.9	KCMN	---	---	---	---	---	---	---	5.4

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1979

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	16.3	16.8	16.4	16.1	17.3	16.3	17.6	17.5	19.1	17.0	18.3	17.7	1984 KILO-F \$1,350,000
FM Share (%)	44.57	51.46	40.00	43.94	47.73	52.84	56.82	71.29	69.95	66.98	69.73	79.18	1985 KILO-F \$1,700,000
Stations			19	21	18		19	20	20	16	20	18	16
Diaries						586	535	841	802	649	737	692	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	KYSN (21.1, S75)
CHR/AOR/CONTEMP	41	47	55	47	44	49	41	CHR 15	21	17	Highest Metro 1/4 HR AVG:	KILO-F (88, S82)
MOR/AC	17	19	18	14	14	9	MOR 4	AOR 13	12	16	Highest TSA 1/4 HR AVG:	KILO-F (114, S82, S86)
COUNTRY	21	17	10	14	18	17	AC NA	1	4	2	Highest TSA Cume:	KILO-F (1076, S82)
BTFL/EZ	14	12	12	17	16	12	23	19	22	23	Highest Metro Cume Rating:	KYSN (40.2, S79)
NEWS/TALK	6	5	4	5	6	11	14	18	15	16		
BLACK/URBAN	--	--	--	--	--	--	11	12	10	9		
NOSTALGIA	--	--	--	--	--	1	4	6	6	4		
SPANISH	--	--	--	--	--	--	--	--	--	--		
RELIGION/GOSPEL	1	1	1	1	2	1	2	3	1	--		
CLASSICAL	--	--	--	1	1	1	2	--	--	1		

#1 STATIONS, 12+ METRO SHARE

KYSN S75, S77, S79  
 KRDO-F S76, S80 (T)  
 KIKX-F S78, S85  
 KSPZ-F S80 (T), F80, S81, S83  
 KILO-F F79, F81, S81, F82, F83, S84, F84, F85, S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.94	2.75	3.22	3.48	4.76	5.5	5.7	6.4	7.6	9.2
Income (millions)	-.21	-.25	-.16	-.31	-1.48					
Nat Rev (millions)	.49	.39	.56	.57	.74					
Rev Per Cap (\$)	---	9.49	11.12	11.75	14.39	17.08	17.22	18.93	22.02	26.06
Inc Per Cap (\$)	---	-.87	-.56	-1.03	-4.47					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

KILO-F - KPIK-F until 78  
 Country until 78  
 KKCS - KRYT until ?  
 KXXV until 78  
 KRDO - News until 78  
 KKHT until 86  
 Oldies until 86  
 KKCS-F - KRYT-F until ?  
 KSPZ-F - KVOR-F until 76  
 KVOR - MOR until 81  
 KPIK - Country until 79  
 KRDO - News until 78  
 KVUU-F - KYNR until 83  
 BTFL until 83  
 KIKX-F - Simulcast 76-81  
 KIIQ until 84

MAJOR STATION SALES

1970 KIKS A/F (Manitou Spgs)		\$ 205,000
1974 KIKS A/F		200,000
1975 KSSS	From Ridder to Peoria Journal Star	380,000
1978 KPIK		350,000
1978 KILO-F		302,000
1979 KVOR, KSPZ-F	Sold to Sunbelt	1,790,000
1979 KKCS A/F		765,000
1979 KIKS A/F	Sold to Wiskes-Abaris	1,818,000
1982 KKCS-F	Sold to Walton	1,020,000
1982 KKCS	Sold to Walton	1,300,000
1983 KCMN	Sold by Center Group	147,500
1984 KILO-F	Sold to Bahakel	3,600,000
1984 KPIK		375,000
1985 KVOR, KSPZ-F	From Sunbelt to Penn	3,000,000 (E)
1985 KKFM-F	Sold to Citadel	3,000,000

COLUMBIA, SC

	<u>12+ METRO SHARE</u>												<u>12+ CUME RATINGS</u>								
	SPG		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85
WNOK-F (R)	3.6	6.1	12.1	14.7	12.7	18.6	20.5	16.4	10.9	13.0	11.3	12.2	27.9	31.1	33.3	37.6	36.1	27.9	31.6	27.9	27.9
WNOK (R)	3.6	---	---	1.0	2.6	.8	.9	1.7	.9	1.7	.3	.5	12.3	---	---	8.9	5.1	3.7	3.3	2.5	2.5
WCOS-F (C)	12.5	9.6	9.8	10.9	11.8	14.2	17.5	15.1	17.8	21.1	18.2	14.2	20.6	24.1	29.2	30.6	28.0	29.7	30.4	26.9	26.9
WCOS (C)	11.2	7.2	4.9	7.4	5.4	2.4	1.8	1.1	1.7	1.0	1.2	.9	---	14.7	7.3	7.5	6.4	4.7	6.4	3.5	3.5
WIS (M)	21.9	13.5	11.9	12.9	14.5	12.8	12.2	9.7	7.5	7.8	5.9	5.5	31.0	32.5	28.5	21.2	23.5	16.6	17.2	13.9	13.9
WOIC (B)	18.2	17.6	5.8	11.3	10.6	12.7	9.5	12.6	9.9	6.6	5.0	6.2	19.2	25.5	19.6	21.3	23.3	14.2	10.9	15.5	15.5
WVDM-F (B)	---	3.7	---	7.8	6.3	7.2	7.6	9.4	8.3	9.9	10.8	14.3	15.6	16.3	17.1	21.5	18.3	18.1	17.3	23.3	23.3
WCEZ-F (E)	7.7	9.6	11.4	8.1	10.0	7.3	6.8	6.8	6.1	6.4	5.6	5.9	16.7	9.8	10.7	13.3	12.3	12.5	9.8	11.6	11.6
WZLD-F (AC)	8.2	11.3	8.9	5.3	5.9	7.1	8.4	9.5	10.6	8.3	7.7	4.0	16.2	15.2	19.2	23.7	25.8	20.9	19.8	16.5	16.5
WTGH (G)	4.6	7.2	6.1	3.4	2.7	2.6	1.5	2.6	2.2	1.7	2.5	3.3	---	---	---	6.2	4.6	---	3.7	5.4	5.4
WSCQ-F (AC)	---	.7	6.5	5.2	7.4	6.0	4.6	3.7	4.8	5.7	6.1	3.7	14.0	12.9	9.3	12.3	13.7	16.4	14.7	9.7	9.7
WTCB-F (AC)	---	---	---	---	---	---	.9	1.3	1.6	.6	5.5	5.9	---	---	---	3.3	6.3	4.8	6.4	15.7	15.7
WMMC-F (R)	---	---	---	---	---	---	---	4.2	6.1	5.4	5.0	8.7	---	---	---	15.7	16.8	14.3	19.4	19.4	19.4
WWGO-F (O)	---	---	---	---	---	---	---	---	---	---	4.6	3.2	---	---	---	---	---	---	11.2	9.3	9.3

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1978

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	16.2	16.0	14.2	15.1	15.0	15.0	14.5	18.6	19.1	17.8	17.1	17.8	1984	WCOS-F \$2,600,000
FM Share (%)	34.48	43.54	59.19	59.59	62.91	62.64	72.30	68.44	69.95	78.87	83.89	80.30	1985	WNOK-F \$2,800,000
Stations			15	16	15	13	13	15	16	15	16	17		
Diaries						653	794	978	802	794	792	949		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	41	33	27	30	36	32	27	CHR 22	17	15	Highest Metro 1/4 HR AVG:	WIS (21.9, S75)
MOR/AC	23	17	23	18	18	13	MOR 8	AOR --	9	4	Highest TSA 1/4 HR AVG:	WCOS-F (138, F84)
COUNTRY		7	14	17	18	17	AC 4	7	6	6	Highest TSA Cume:	WNOK-F (2014, F84)
BTFL/EZ	12	9	12	7	6	8	21	8	18	14	Highest Metro Cume Rating:	WIS (40.1, F79)
NEWS/TALK	---	---	---	---	---	---	7	8	4	7		
BLACK/URBAN	11	23	21	24	16	25	26	26	20	32	<u>#1 STATIONS, 12+ METRO SHARE</u>	
NOSTALGIA	---	---	---	---	---	3	3	---	---	---	WIS S75, F78, S79, F79	
SPANISH	---	---	---	---	---	---	---	---	---	---	WOIC S76	
RELIGION/GOSPEL	7	5	1	3	2	3	3	3	4	5	WNOK-F S77, S78, S80, F80, S81, F81, S82	
CLASSICAL	---	---	---	---	---	---	---	---	---	---	WVDM-F S86	
											WCOS-F F82, S83, F83, S84, F84, S85, F85	

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.77	4.20	5.20	5.65	6.53	7.6	8.0	8.7	9.4	10.3
Income (millions)	.43	.35	.86	.44	.46					
Nat Rev (millions)	.70	.77	1.12	1.09	1.41					
Rev Per Cap (\$)	---	10.83	13.46	14.53	15.42	18.40	18.87	20.00	21.36	23.04
Inc Per Cap (\$)	---	.91	2.23	1.13	1.10					
Profit Margin	11.5	8.4	16.6	7.8	7.1					

STATION NOTES

(Major call letter and format changes)

- WCOS-F - CHR until 77
- WNOK-F - MOR (?) until 77
- WTGH - WLFF until 85
- Nostalgia until 84
- WCEZ-F - WXRY until 83
- WTCB-F - WIGL until 85
- Country until 85
- WNOK - WNOK until 79
- WXAP until 80
- Contemporary until 79
- Disco until 81

MAJOR STATION SALES

1972	WOIC					\$ 650,000
1978	WNOK A/F					1,066,000
1979	WTGH					314,000
1981	WTGH			Sold to Liggett		290,000
1981	WZLD-F			Sold to Liggett		1,000,000
1982	WDIX, WTCB-F (Orangeburg)			Sold to Confer-Rothfuss		1,250,000
1983	WTGH			Sold by Liggett		335,000
1984	WZLD-F			From Liggett to Fidelity		1,500,000
1986	WOIC			Sold to Burkhart/Phillips		750,000
1986	WMMC-F			Sold to Burkhart/Phillips		1,300,000
1986	WWGO-F (St. Charles)					1,200,000
1986	WIS			Sold by Cosmos		2,000,000
1986	WCEZ-F					2,000,000



COLUMBUS, GA

12+ METRO SHARE

12+ CUME RATINGS

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
WEIZ (AC)	23.7	15.1	15.7	14.6	12.1	8.9	12.5	8.8	6.2	4.8	2.8	.7	WEIZ	33.8	25.1	28.3	19.4	16.8	14.0	8.2	5.2	
WOKS (B)	12.9	18.7	18.8	10.1	11.4	15.6	18.2	16.2	13.8	12.6	11.9	8.6	WOKS	22.5	23.0	24.1	30.7	24.7	21.7	21.7	19.1	
WFXE-F (B)	5.8	6.0	5.6	8.1	12.5	9.9	15.0	19.7	18.5	22.8	15.9	21.3	WFXE-F	21.6	19.3	23.7	42.6	30.2	31.4	25.2	33.1	
WCGQ-F (R)	9.4	17.1	16.7	21.1	14.3	21.3	11.9	14.5	17.4	18.0	18.1	18.3	WCGQ-F	29.7	31.1	23.1	28.1	28.0	32.0	33.4	31.0	
WEIZ-F (AC)	5.8	7.5	8.7	12.1	9.6	11.3	11.9	10.3	10.9	6.8	10.6	7.3	WEIZ-F	18.6	18.3	15.7	24.3	24.3	17.8	22.2	19.6	
WPNX (C)	11.2	9.9	9.1	7.7	12.1	11.3	11.0	8.8	7.6	5.8	6.6	5.6	WPNX	21.8	20.9	18.1	16.5	13.2	10.7	11.8	9.4	
WNKS-F (R)	5.8	4.4	4.2	7.7	12.9	11.3	8.8	7.7	11.2	11.6	10.6	9.0	WNKS-F	25.4	24.9	22.1	19.2	24.4	20.3	26.8	20.4	
WRCG (BB)	8.5	7.9	4.5	2.4	4.6	2.5	3.8	2.6	6.2	6.5	9.4	7.0	WRCG	12.8	9.6	12.6	9.5	12.7	13.9	13.3	11.9	
WEAM (G)	4.9	4.4	4.9	2.0	---	.4	1.6	1.7	1.8	.7	1.6	.7	WEAM	---	---	6.4	5.4	---	---	2.8	1.7	
WHYD (G)	6.7	3.6	4.9	7.7	3.2	2.5	4.1	1.1	2.1	.7	.9	1.3	WHYD	9.2	6.3	8.6	4.6	---	2.3	4.1	2.5	
WSTH-F (C)	---	---	---	---	---	---	---	---	---	---	---	6.0	WSTH-F	---	---	---	---	---	---	---	---	9.6

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	12.8	14.5	16.3	13.5	15.3	15.2	16.3	17.8	17.4	15.0	16.5	15.3	1984	WCGQ-F	\$1,300,000
FM Share (%)	26.37	37.24	40.07	51.48	54.14	57.97	48.25	57.27	60.18	66.91	64.43	73.48	1985	WCGQ-F	\$1,500,000
Stations			11	12	10	11	10	13	13	12	13	16			
Diaries						657	599	720	804	647	547	611			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	44	46	46	33	34	16	18	19	31	29	CHR	WDAK (23.7, S75)
MOR/AC	5	13	---	9	---	---	MOR	---	---	---	AOR	Highest Metro 1/4 HR AVG: WFXE-F (69, S82)
COUNTRY	14	8	13	14	28	28	11	12	14	9		Highest TSA 1/4 HR AVG: WCGQ-F (125, S84)
BTFL/EZ	13	13	10	12	12	11	---	---	---	1		Highest TSA Cume: WCGQ-F (1464, S85)
NEWS/TALK	---	---	---	---	---	---	---	---	---	---		Highest Metro Cume Rating: WFXE-F (42.6, S82)
BLACK/URBAN	23	11	27	29	34	40	34	38	30	38		
NOSTALGIA	---	---	---	---	---	3	6	9	13	8		
SPANISH	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	---	8	3	3	6	3	4	2	3	3		
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

#1 STATIONS, 12+ METRO SHARE

WDAK	S75
WOKS	S76, S77, S81
WCGQ-F	S78, S79, S80, S85
WFXE-F	S82, S83, S84, S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.09	2.34	2.68	3.17	3.51	4.2	4.5	5.1	5.6	6.2
Income (millions)	-.21	-.42	-.40	-.36	-.64					
Nat Rev (millions)	.42	.38	.60	.69	.65					
Rev Per Cap (\$)	---	10.10	11.74	13.38	14.58	17.80	18.99	21.52	23.24	25.73
Inc Per Cap (\$)	---	-1.82	-1.75	-1.54	-2.67					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

WFXE-F	-	WWRH until 78
		Contemporary until 78
WNKS-F	-	WRBL until 79
		WVOC until 85
		BTFL until 79
		Contemporary until 81
		Country until 84
WRCG	-	WRBL until 77
		MOR until 79
		Country until 81
WEIZ	-	Contemporary until 81
		WDAK until 85
		Oldies until 86
WEIZ-F	-	BTFL until 82
WEAM	-	WCLS until 82
		WIZY until 85

MAJOR STATION SALES

1971	WOKS		\$ 507,000
1974	WOKS	To Associated FM	595,000
1978	WNKS-F	Sold to Bluegrass	452,000
1979	WFXE-F	Sold to Associated FM	475,000
1982	WOKS, WFXE-F	Sold by Associated FM	2,300,000
1983	WNKS-F	From Bluegrass to Coleman	2,000,000
1984	WPNX		300,000
1986	WNKS-F	Sold by Coleman	3,250,000
1986	WOKS, WFXE-F	From Woodfin to Davis	3,750,000 (E)

COLUMBUS, OH

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WTVN (M)	11.9	13.8	15.2	12.2	13.1	11.2	10.2	10.3	9.8		9.6	10.3	6.2	WTVN	29.7	25.9	21.9	26.5	21.0	21.8
WLVQ-F (A)	5.2	5.1	4.9	6.7	10.3	13.3	14.3	1.8	12.6	13.8	13.4	13.4	WLVQ-F	16.8	21.1	26.1	23.2	23.7	23.6	23.8	21.9	
WCOL (NT)	13.7	10.2	9.3	7.5	5.4	6.0	7.6	6.1	4.5	3.0	1.0	1.7	WCOL	22.5	22.7	16.5	14.1	11.0	10.3	4.4	6.0	
WXGT-F (R)	4.5	6.8	5.0	7.5	7.7	8.7	10.9	9.8	9.0	9.7	10.8	8.0	WXGT-F	19.7	22.5	24.0	27.7	23.0	26.6	26.0	21.3	
WNCI-F (R)	6.8	11.5	12.9	12.4	12.0	11.4	9.3	7.3	7.4	5.9	5.1	9.4	WNCI-F	30.2	27.5	24.6	24.8	25.4	19.8	19.1	24.7	
WBNS (M)	9.0	8.6	7.5	7.8	7.6	6.0	6.3	6.3	4.5	3.0	2.7	2.1	WBNS	22.3	20.8	21.0	18.9	14.2	10.2	9.1	7.3	
WBNS-F (E)	11.1	10.3	14.0	13.2	12.4	9.9	7.3	7.2	10.7	10.5	11.2	9.3	WBNS-F	25.4	21.1	16.7	17.0	17.6	17.7	18.7	18.4	
WMNI (C)	8.1	5.3	5.6	5.5	6.6	6.6	6.5	5.8	3.4	3.7	3.5	3.4	WMNI	14.1	14.3	13.7	11.8	8.5	9.5	8.3	6.1	
WRMZ-F (C)	---	---	1.8	1.6	2.4	2.8	3.0	2.4	4.5	5.1	4.1	4.0	WRMZ-F	8.6	---	---	7.7	9.8	11.1	7.4	9.0	
WVCO (B)	3.0	4.3	3.5	2.5	2.4	3.5	2.7	6.8	8.4	4.9	3.0	4.6	WVCO	---	7.3	---	8.2	10.1	10.7	6.7	9.6	
WSNY-F (AC)	---	2.6	2.9	3.7	2.7	2.6	4.1	7.7	7.7	8.0	10.2	11.9	WSNY-F	---	8.1	---	11.6	20.5	19.9	22.5	24.4	
WHOK-F (C)	---	1.3	2.4	2.4	3.1	3.3	4.2	3.7	2.8	3.4	3.3	3.1	WHOK-F	6.1	5.1	7.3	6.4	7.5	7.5	7.5	5.5	
WCKX-F (B)	---	---	---	---	---	---	---	.3	.8	1.3	2.7	.9	WCKX-F	---	---	---	---	---	---	4.4	3.8	
WZZT-F (B)	---	---	---	---	---	---	---	---	---	2.1	2.3	1.9	WZZT-F	---	---	---	---	---	---	7.7	6.0	
WRFD (G)	---	---	---	---	---	---	.6	1.2	1.3	1.6	1.9	1.1	WRFD	---	---	---	---	---	---	---	3.8	
WBBY-F (J)	---	---	---	---	---	---	1.2	1.7	2.0	1.8	1.6	2.1	WBBY-F	---	---	---	---	5.4	5.1	4.7	4.8	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station			
APR (%)	13.8	14.9	14.0	15.2	15.1	15.4	15.7	16.2	16.7	16.8	16.1	15.9	1984	WTVN	\$4,400,000	
FM Share (%)	36.30	46.05	49.87	54.06	57.69	59.16	63.67	60.26	63.42	66.45	72.96	74.19	1985	WTVN	\$5,000,000	
Stations			19	18	17	17	18	18	21	18	22	22				
Diaries							1668	1102	1475	1250	1355	1479	1247			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	34	37	39	43	40	34	33	CHR 11	18	19	Highest Metro 1/4 HR AVG:	WTVN	(16.4, F77)
MOR/AC	33	27	27	22	18	21	MOR 18	AOR 14	13	15	Highest TSA 1/4 HR AVG:	WLVQ-F	(254, F85)
COUNTRY	11	10	10	11	13	10	AC 8	15	16	14	Highest TSA Cume:	WTVN	(5027, F76)
BTFL/EZ	15	17	14	15	12	12	12	16	15	12	Highest Metro Cume Rating:	WTVN	(38.5, F77)
NEWS/TALK	--	--	--	--	--	--	11	12	14	10			
BLACK/URBAN	7	7	10	8	8	13	--	--	1	2			
NOSTALGIA	--	--	--	--	9	10	4	--	--	--			
SPANISH	--	--	--	--	--	--	--	--	--	--			
RELIGION/GOSPEL	--	--	--	--	--	--	2	2	3	1			
CLASSICAL	--	--	--	--	--	--	--	--	--	--			

#1 STATIONS, 12+ METRO SHARE

WCOL	S75
WTVN	S76, F76, S77, F77, F78, F79, F81
WBNS-F	S78
WNCI-F	S79
WLVQ-F	S80, F80, S81, S82, F82, S83, F83, S84, F84, F85, S86
WBNS-F	S85

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	11.84	13.25	15.02	17.04	18.43	22.7	24.1	25.7	28.4	31.2
Income (millions)	2.73	3.59	4.43	5.35	5.61					
Nat Rev (millions)	2.81	2.72	3.83	4.21	4.53					
Rev Per Cap (\$)	---	12.13	13.67	15.36	16.66	18.61	19.13	20.40	22.19	24.19
Inc Per Cap (\$)	---	3.28	4.03	4.83	5.07					
Profit Margin	23.0	27.1	29.5	31.4	30.4					

STATION NOTES

(Major call letter and format changes)

WCOL	- CHR until 79 AC until 80 Nostalgia until 84 AC until 85 News/Talk until 86
WRMZ-F	- WMNI until 77 MOR until 78 Disco during 79 BTFL until 83
WSNY-F	- WKCO-F until 82 Black until 82
WXGT-F	- WCOL until 78 AOR until 78
WLVQ-F	- WTVN-F until 77 BTFL until 77

MAJOR STATION SALES

1972	WLOH, WHOK-F (Lancaster)	\$ 525,000
1974	WRFD	Sold by Nationwide 750,000
1981	WRFD	Sold to Epperson 1,800,000
1982	WVCO, WSNY-F	Sold to Marvin Josephson 3,000,000
1986	WVCO, WSNY-F	From Josephson to Saga 19,500,000

CORPUS CHRISTI

12+ METRO SHARE

12+ CUME RATINGS

	SPG	<u>12+ METRO SHARE</u>										SPG	<u>12+ CUME RATINGS</u>								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
KEYS (AC)	11.8	14.5	8.2	16.7	14.7	16.8	9.2	7.0	5.2	5.0	3.5	4.3	KEYS	35.9	37.6	23.0	20.3	19.4	14.5	9.2	10.5
KUNO (S)	12.3	13.1	13.7	14.1	10.9	12.5	10.0	9.4	11.1	9.8	12.8	9.9	KUNO	12.4	17.9	16.8	12.0	14.4	18.5	16.7	16.3
KCCT (S)	8.7	12.0	14.2	7.6	6.5	7.2	8.3	9.1	10.2	10.0	7.2	5.2	KCCT	11.8	12.0	10.8	12.4	16.7	17.7	16.5	11.2
KDAE (C)	4.3	6.6	6.3	4.7	4.1	4.3	3.5	2.7	1.6	1.3	1.4	2.1	KDAE	11.6	---	---	10.0	5.4	1.7	3.3	4.2
KRYS (C)	8.9	12.3	18.7	8.6	8.5	7.7	5.6	2.5	4.3	2.0	2.7	.7	KRYS	25.2	24.0	18.9	11.8	13.7	12.2	9.5	5.4
KOUL-F (C)	---	3.6	3.4	4.2	8.5	8.8	11.3	10.4	11.5	9.2	6.7	9.1	KOUL-F	14.9	13.9	18.2	18.2	25.9	19.4	14.2	18.3
KNCN-F (A)	---	---	1.3	8.4	9.1	7.4	7.7	12.5	11.4	11.3	11.0	9.3	KNCN-F	16.1	14.0	14.1	18.7	27.0	23.1	21.3	19.8
KZFM-F (R)	---	7.4	5.5	7.6	13.5	11.4	15.3	7.8	5.8	15.2	16.9	18.8	KZFM-F	27.3	24.2	25.6	23.6	20.6	31.7	33.2	34.8
KIOU-F (E)	6.8	7.4	10.3	12.5	12.6	8.2	9.5	10.3	10.8	9.6	7.6	8.4	KIOU-F	16.2	15.3	14.0	13.7	19.7	13.6	13.7	16.7
KITE-F (R)	---	---	---	---	---	.5	2.6	6.7	10.0	6.4	6.5	4.9	KITE-F	---	---	---	9.7	19.6	18.5	18.8	15.5
KSTE-F (?)	---	---	---	---	---	2.9	2.9	2.9	1.8	2.4	2.3	4.3	KSTE-F	---	---	---	10.8	6.7	9.5	2.2	11.3
KTSA (AC)	10.4	5.2	5.0	---	.6	1.1	1.8	1.0	1.7	.4	.6	---	KTSA	7.7	7.6	7.2	4.7	5.5	4.1	2.6	---
KSIX (?)	---	3.3	3.2	2.3	1.5	4.0	1.8	3.1	2.7	1.6	1.0	1.9	KSIX	---	9.8	---	6.7	---	---	3.7	4.7
KRYS-F (C)	---	---	---	---	---	---	---	---	3.5	5.8	8.6	8.0	KRYS-F	---	---	---	---	8.2	10.6	17.9	15.9

BASED ON AVERAGE OF SPRING AND FALL BOOKS BEGINNING IN 1981

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>	
APR (%)	18.3	15.3	15.9	15.9	14.3	15.8	15.1	15.4	17.4	18.9	18.1	18.8	1984	NA
FM Share (%)	20.83	20.42	22.65	37.06	46.48	41.92	54.25	54.81	64.68	64.42	66.32	71.72	1985	KZFM-F \$2,000,000
Stations			17	15	15	18	19	21	19	20	21	18		
Diaries						684	651	774	678	725	744	686		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>	
CHR/AOR/CONTEMP	41	39	48	49	40	43	38	CHR	20	24	26	KZFM-F (18.8, S86)
MOR/AC	--	9	3	4	3	--	MOR	AOR	12	11	10	KZFM-F (101, S86)
COUNTRY	14	12	17	16	23	22	21	23	21	23		Highest TSA 1/4 HR AVG: KZFM-F (111, S86)
BTFL/EZ	11	13	13	9	16	9	13	10	9	9		Highest Metro Cume Rating: KEYS (37.6, S80)
NEWS/TALK	2	2	2	1	1	1	1	--	1	1		
BLACK/URBAN	--	--	--	--	--	--	--	--	--	--		
NOSTALGIA	--	--	--	--	--	--	--	--	--	--		
SPANISH	29	23	18	21	17	21	19	23	24	19		
RELIGION/GOSPEL	--	--	--	--	1	1	2	--	1	1		
CLASSICAL	--	--	--	--	--	--	--	--	--	--		

#1 STATIONS, 12+ METRO SHARE

KUNO	S75, F83
KEYS	S76, S78, S79, S80
KRYS	S77
KOUL-F	S81, S82, S83
KZFM-F	F81, S84, F84, S85, F85, S86
KNCN-F	F82

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.20	3.41	4.18	3.89	5.10	5.8	6.1	6.3	6.6	7.2
Income (millions)	.27	-.04	.25	.18	.42					
Nat Rev (millions)	.90	1.09	1.34	1.33	1.72					
Rev Per Cap (\$)	---	11.11	13.68	12.09	15.28	18.07	18.21	18.26	18.44	19.73
Inc Per Cap (\$)	---	-.14	.83	.55	1.26					
Profit Margin	8.6	---	6.1	4.6	8.2					

STATION NOTES

(Major call letter and format changes)

KITE-F	- BTFL until 81
KEYS	- CHR Changing to AC by 1983
KDAE	- KIKN until 84
KRYS	- AC until 85
KNCN-F	- AOR in 82
KSTE-F	- KEXX until 85

MAJOR STATION SALES

1974	KCCT	\$ 300,000
1983	KDAE	310,000
1986	KITE-F (Portland)	From Phillips/Whitlock to Dave King 1,000,000
1986	KRYS A/F	1,600,000

DALLAS - FT. WORTH

Table with columns for station call letters and ownership, SPG (1975-1986), 12+ METRO SHARE (1975-1986), and 12+ CUME RATINGS (1979-1986). Stations listed include WBAP, KRLO, KVIL-F, KSCS-F, KZEW-F, KOLZ-F, KTXQ-F, KKDA-F, KEGL-F, KMEZ-F, KPLX-F, KMGC-F, KRQX, KQZY-F, KZPS-F, KLUV-F, KSSA, KLIF, KMEZ, KTKS-F, KESS-F, WRR-F, and KLTY-F.

BASED ON AVERAGE OF SPRING AND FALL BOOKS

Table showing percentages for APR, FM Share, Stations, and Diaries from 1975 to 1986. Includes a note for Highest Billing Station: 1984 KVIL-F \$18,500,000 and 1985 KVIL-F \$22,000,000.

FORMAT SHARES (%)

Table showing format shares for CHR/AOR/CONTEMP, MOR/AC, COUNTRY, BTF/EZ, NEWS/TALK, BLACK/URBAN, NOSTALGIA, SPANISH, RELIGION/GOSPEL, and CLASSICAL from 1977 to 1986. Includes Highest Metro Share and Highest Metro Cume Rating.

FINANCIAL DATA

Table showing financial data for Revenue, Income, Nat Rev, Rev Per Cap, Inc Per Cap, and Profit Margin from 1976 to 1980. Includes sources: FCC Data Net Dollars and Duncan Estimates Gross Dollars.

MAJOR STATION SALES

Table detailing major station sales transactions with dates, station call letters, and sale prices from 1970 to 1986.

#1 STATIONS, 12+ METRO SHARE

- WBAP \$75, \$76, \$77, \$77, \$78, \$79
KVIL-F \$76, \$78, \$79, \$80, \$82, \$83, \$84, \$84, \$85, \$86
KSCS-F \$80, \$81, \$81, \$82

STATION NOTES

- (Major call letter and format changes)
KLUV - KNUS until 81
KLUV until 84
KTXQ-F - KFWD until 78
KMEZ-F - KTLA until 76
KEGL-F - KFJZ until 81
KPLX-F - BTF until 80
KRQX - WFAA until 83
MOR until 76
News/Talk until 83
KLIF - CHR until 79
AC until 81
Country until 85
KSSA - KFJZ until 83
Nostalgia until 83
KRLO - MOR until 78
KOLZ-F - KNOK until 85
KQZY-F - KOAX until 84
BTF until 84
KZPS-F - KAFM until 86
CHR until 86
KMEZ - KRQX until 82
Country until 82
KTKS-F - KTKX until 84
Country until 82
AC until 85
KLTY-F - KJIM-F until 85
Religion until 86

DAVENPORT - ROCK ISLAND - MOLINE

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WOC (NT)	12.6	12.9	12.7	10.5	9.2	8.9	10.6	10.3	8.3		8.7	8.3	8.2	WOC	22.6	22.6	20.3	21.6	20.9	17.6
KKZX (R)	14.3	13.2	15.7	12.0	12.7	13.1	13.9	8.0	5.8	3.9	2.3	2.9	KKZX	34.5	29.1	35.5	28.0	22.4	18.0	9.9	6.2	
WHBF (C)	9.0	12.3	11.8	14.8	17.3	15.9	13.9	10.3	11.2	7.8	7.0	5.9	WHBF	30.8	33.6	30.5	28.2	21.0	18.4	15.9	13.2	
WMRZ (O)	10.0	8.7	7.6	10.8	6.3	7.2	4.4	4.9	3.9	4.5	3.8	5.2	WMRZ	25.6	22.2	---	15.1	12.4	11.0	10.2	12.7	
WXLP-F (A)	---	2.9	---	2.6	6.3	6.5	11.2	13.2	12.8	11.1	9.8	12.3	WXLP-F	12.1	11.6	17.1	23.9	25.9	25.5	21.8	27.9	
KIHK-F (R)	11.4	10.0	13.1	14.6	11.4	9.8	10.1	11.0	14.7	16.9	21.8	23.2	KIHK-F	26.8	22.9	26.3	23.7	36.7	35.2	28.0	40.4	
KRVR-F (E)	12.9	10.9	12.4	8.9	10.3	9.9	7.5	7.9	9.3	9.5	10.3	6.9	KRVR-F	16.8	18.7	17.6	15.1	17.6	19.2	17.3	13.6	
WHBF-F (AC)	---	4.5	1.6	3.3	1.8	5.4	5.5	6.7	7.6	6.8	4.7	5.6	WHBF-F	---	12.5	16.3	18.9	22.7	20.0	17.1	15.3	
WLLR-F (C)	---	1.3	2.1	---	2.0	4.8	4.6	7.8	9.0	11.3	13.2	13.4	WLLR-F	---	---	---	13.2	17.9	24.4	23.1	22.3	
KTSS (AC)	3.8	2.9	3.0	2.9	1.3	.7	.9	2.2	1.6	2.7	.4	2.3	KTSS	---	---	---	3.5	3.5	---	---	2.7	

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	14.9	15.6	14.6	13.7	14.9	14.0	12.9	16.8	17.3	16.4	17.1	15.1	1984	KIHK-F	\$1,600,000
FM Share (%)	28.79	33.17	34.17	34.28	36.08	37.09	40.00	47.71	59.53	64.01	69.87	71.04	1985	KIHK-F	\$1,700,000
Stations			17	16	18	16	16	19	17	17	18	17			
Diaries						797	678	852	665	796	813	814			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	38	34	37	40	46	45	41	CHR 24	28	25	KIKK-F (23.2, S86)	
MOR/AC	29	30	22	10	9	10	MOR 4	AOR 12	13	17	KIIK-F (115, S85)	
COUNTRY	18	23	26	28	22	21	12	14	12	12	KIIK-F (210, F85)	
BTFL/EZ	14	11	13	10	10	9	21	23	23	22	KIIK-F (2369, S86)	
NEWS/TALK	1	2	2	12	12	13	10	9	9	9	Highest Metro Cume Rating: KIIK-F (40.4, S86)	
BLACK/URBAN	---	---	---	---	---	---	---	---	---	3		
NOSTALGIA	---	---	---	---	1	3	2	---	---	3	#1 STATIONS, 12+ METRO SHARE	
SPANISH	---	---	---	---	---	---	---	---	---	---	KSTT S75, S76, S77, F81	
RELIGION/GOSPEL	---	---	---	---	---	---	---	---	---	---	WHBF S78, S79, S80, F80, S81	
CLASSICAL	---	---	---	---	---	---	---	---	---	---	WXLP-F S82, F83	
											KIIK-F F82, S83, - All other periods since 1984	

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	4.11	4.44	5.07	5.41	5.78	6.5	6.6	6.6	6.8	7.2
Income (millions)	.08	.22	.51	.09	-.04					
Nat Rev (millions)	.70	.70	1.26	1.19	1.42					
Rev Per Cap (\$)	---	11.82	13.49	14.39	14.96	16.80	16.97	16.92	17.53	18.56
Inc Per Cap (\$)	---	.57	1.37	.23	-.10					
Profit Margin	1.9	4.8	10.2	1.6	---					

STATION NOTES

(Major call letter and format changes)

- WXLP-F - WHTT until 78  
Contemporary until 78
- WLLR-F - WEMO until 78  
MOR until 78  
WZZC until 83
- WOC - MOR until 80
- KTSS - KWNT until 82  
KXRK until 85  
Nostalgia until 85  
AC until 86
- KKZX - KSTT until 84  
Contemporary until 86
- WMRZ - WQUA until 83

MAJOR STATION SALES

1973	KRVR-F	Sold to Mid America	\$ 200,000
1975	WXLP-F	Sold by Lee	350,000
1978	WLLR-F		400,000
1979	KKZX, WXLP-F	Sold to Guy Gannett	2,300,000
1982	WLLR-F	Sold to Sconnix	1,080,000
1984	WMRZ	From Mid America to Sconnix	400,000
1985	KXRK (?)		350,000
1986	WOC, KIIK-F	Sold by Palmer	NA
1986	KRVR-F	From Mid America to WIN	1,600,000 (E)

DAYTON

	12+ METRO SHARE												12+ CUME RATINGS								
	SPG		76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86
WHIO (M)	17.1	15.6	15.7	15.8	15.7	12.3	12.2	10.9	9.5	8.9	9.5	7.8	WHIO	35.2	29.1	28.3	24.0	22.2	23.0	23.4	19.0
WHIO-F (E)	15.7	12.7	13.5	17.5	15.4	16.0	17.4	15.2	11.7	15.2	15.5	13.8	WHIO-F	27.1	28.2	29.3	29.5	20.4	24.9	26.0	22.4
WTUE-F (A)	7.4	6.3	7.1	10.0	10.1	10.7	9.9	13.9	12.5	12.6	9.3	7.8	WTUE-F	18.9	22.7	20.4	24.6	24.0	22.0	18.6	16.2
WING (AC)	9.4	12.1	11.0	11.5	8.8	8.2	8.5	6.5	5.5	4.8	3.9	2.3	WING	29.8	20.5	26.1	19.8	19.1	16.4	12.2	8.5
WWSN-F (AC)	6.0	6.5	7.0	7.1	5.4	8.2	8.6	6.3	5.8	6.5	4.8	6.8	WWSN-F	11.4	12.7	11.4	13.3	12.0	11.8	8.4	13.7
WONE (C)	8.4	9.8	11.1	8.3	8.2	9.5	7.0	6.7	7.3	6.9	7.0	5.6	WONE	19.0	18.9	17.2	14.2	16.0	15.6	13.6	10.5
WDAO (B)	5.3	8.6	8.7	7.1	5.9	5.9	4.0	5.3	4.6	3.9	3.2	4.1	WDAO	8.5	---	---	7.3	---	---	NA	7.1
WYMJ-F (AC)	---	---	---	---	6.7	6.7	8.3	5.3	4.9	4.3	5.2	5.4	WYMJ-F	14.3	15.4	21.3	18.3	15.6	11.0	13.6	12.6
WGTZ-F (R)	---	---	---	---	.3	.2	2.2	4.2	5.6	6.2	11.3	9.9	WGTZ-F	---	---	---	8.9	8.5	13.3	22.0	22.0
WVUD-F (AC)	8.3	7.0	4.3	2.8	4.6	5.2	3.7	3.4	4.9	3.8	2.7	1.7	WVUD-F	8.0	16.5	11.2	13.3	15.3	10.9	11.1	7.6
WBZI-F (C)	---	---	---	---	---	---	---	1.2	2.2	2.2	2.4	2.4	WBZI-F	---	---	---	---	5.7	4.7	5.7	4.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.6	14.7	15.1	13.9	15.4	17.0	15.6	17.0	16.8	16.2	16.5	16.2	1984	WHIO	\$2,600,000
FM Share (%)	42.53	40.57	39.56	43.39	53.82	59.96	63.27	66.42	63.03	66.76	67.29	69.29	1985	WHIO	\$3,150,000
Stations			18	20	19	20	20	23	23	24	23	23			
Diaries						835	1070	1067	1140	1168	1272	1238			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	26	27	37	29	30	31	26	CHR	13	16	11	WHIO-F (19.6, S81)
MOR/AC	25	27	21	24	27	22	MOR	15	14	15	15	Highest Metro 1/4 HR AVG: WHIO-F (208, S81)
COUNTRY	12	9	10	10	9	12	AC	9	13	17	20	Highest TSA 1/4 HR AVG: WHIO-F (317, S81)
BTFL/EZ	18	22	19	21	22	17		10	11	12	11	Highest TSA Cume: WLW (3710, S76)
NEWS/TALK	10	7	5	6	3	6		12	16	18	17	Highest Metro Cume Rating: WING (36.7, F78)
BLACK/URBAN	9	8	7	8	8	12		7	9	7	10	
NOSTALGIA	---	---	---	---	---	---	7		---	---	---	
SPANISH	---	---	---	---	---	---	---		---	---	---	
RELIGION/GOSPEL	---	---	---	2	1	1	3		1	1	3	
CLASSICAL	---	---	---	---	---	---	---		---	---	---	

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	8.14	9.06	10.91	11.57	11.79	14.2	14.7	15.0	15.8	16.8
Income (millions)	2.03	1.82	2.94	2.79	2.30					
Nat Rev (millions)	1.14	.97	1.91	2.01	2.27					
Rev Per Cap (\$)	---	10.94	13.17	13.90	14.28	15.32	15.87	16.20	17.04	18.20
Inc Per Cap (\$)	---	2.20	3.55	3.35	2.78					
Profit Margin	24.9	20.1	26.9	24.1	19.5					

MAJOR STATION SALES

1974	WGTZ-F	Sold to Great Trails	\$ 125,000
1984	WDAO, WWSN-F	Sold to Stoner	4,000,000
1986	WING, WGTZ-F	From Great Trails to Williams	NA
1986	WONE, WTUE-F	From Group One to DKM	NA

#1 STATIONS, 12+ METRO SHARE

WHIO	S75, S76, S78, S79, F79 (T)
WHIO-F	F76, F77, F78, F79 (T), S81, F81, S82, F82, F83, S84, S85, F84, F85, S86
WTUE-F	S83

STATION NOTES

(Major call letter and format changes)

- WING - Gradual change from CHR to AC by 1982
- WWSN-F - WDAO until 85  
Black until 85
- WDAO - WAVI until 85  
Talk until 85
- WYMJ-F - WDJX until 83  
CHR until 83
- WGTZ-F - WJAI until 84  
Country until 84

DAYTONA BEACH

	12+ METRO SHARE											12+ CUME RATINGS										
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86		
WORZ-F (AC)	---	---	4.0	4.9	6.5	13.6	16.0	12.6	8.4	9.4	6.9	1.8	WORZ-F	11.8	21.4	28.0	26.6	22.6	19.8	14.7	7.5	
WWLV-F (E)	---	---	9.8	16.9	16.4	17.4	15.2	14.0	17.7	16.2	16.4	17.8	WWLV-F	23.7	25.1	26.8	23.7	26.0	28.2	27.9	24.1	
WOCL-F (C)	---	---	8.3	6.7	7.0	11.2	10.9	11.4	9.8	9.7	7.4	2.0	WOCL-F	11.5	18.1	20.5	21.9	18.2	18.4	13.9	8.1	
WROD (BB)	---	---	5.4	5.2	5.7	3.5	5.0	9.6	11.2	10.8	8.5	8.4	WROD	14.8	10.5	12.6	14.4	16.7	15.8	12.5	14.0	
WNDB (M)	---	---	7.6	10.9	7.4	7.2	6.1	4.3	3.9	3.5	3.9	4.8	WNDB	22.3	14.5	15.4	12.4	10.3	8.2	8.1	10.3	
WSBB (E/BB)	---	---	5.8	4.9	9.9	6.2	4.3	3.4	4.3	1.9	2.1	1.4	WSBB	11.8	12.4	12.1	10.9	13.1	5.0	6.2	4.3	
WMFJ (G)	---	---	5.8	7.5	3.8	2.2	2.4	2.1	1.4	1.7	.9	1.2	WMFJ	16.5	---	7.7	4.9	5.4	4.0	---	3.1	
WZIP (O)	---	---	5.8	4.5	3.7	3.1	3.1	.9	1.8	1.0	1.4	---	WZIP	---	---	---	3.3	3.0	2.8	2.0	---	
WELE (C)	---	---	6.2	3.4	3.8	1.6	2.7	1.3	1.5	1.6	.5	.8	WELE	12.7	7.4	8.1	4.9	6.3	6.1	3.3	3.1	
WWKA-F (C)	---	---	12.7	14.6	11.3	13.2	10.7	8.6	7.7	7.6	6.4	11.4	WWKA-F	16.5	19.6	17.0	18.6	15.6	15.3	16.4	17.3	
WDIZ-F (A)	---	---	9.4	7.5	8.6	6.4	10.1	11.0	8.4	10.5	12.0	8.2	WDIZ-F	19.0	12.7	18.5	19.2	17.8	17.8	15.9	14.9	
WBJW-F (R)	---	---	---	---	---	---	1.3	1.4	4.6	4.5	7.6	7.2	WBJW-F	---	---	---	3.4	16.1	11.9	16.3	17.2	
WJYO-F (AC)	---	---	---	---	---	---	1.5	2.7	3.6	4.5	3.0	1.8	WJYO-F	---	---	---	---	8.8	7.8	7.6	5.5	
WNFI-F (R)	---	---	---	---	---	---	---	5.9	3.9	5.7	6.0	5.8	WNFI-F	---	---	---	---	10.6	16.9	15.6	18.1	
WSTF-F (AC)	---	---	---	---	---	---	---	---	---	---	4.8	5.2	WSTF-F	---	---	---	---	---	---	---	13.6	
WSSP-F (E)	---	---	---	---	---	---	---	---	---	---	2.5	5.8	WSSP-F	---	---	---	---	---	---	---	3.2	11.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1979

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)			15.2	14.2	16.2	14.3	15.9	18.1	17.7	17.5	16.2	18.1	1984	WELE-F \$1,100,000
FM Share (%)			54.41	57.54	57.69	68.22	72.29	68.29	69.95	77.27	81.59	79.73	1985	NA
Stations			19	20	20	21	20	21	17	20	18	20		
Diaries							595	617	521	573	670	747		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	32	27	32	26	31	33	28	CHR 20	18	16	WWLV-F (19.0, S80)	
MOR/AC	22	23	27	15	15	11	MOR 7	AOR 13	13	9	Highest Metro 1/4 HR AVG: WWLV-F (89, S86)	
COUNTRY	19	15	11	15	16	14	AC 5	4	6	6	Highest TSA 1/4 HR AVG: WWLV-F (101, S86)	
BTFL/EZ	27	35	31	42	35	29	21	23	19	17	Highest TSA Cume: WWLV-F (790, S85)	
NEWS/TALK	---	---	---	---	---	---	---	1	1	1	Highest Metro Cume Rating: WWLV-F (28.3, F83)	
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---		
NOSTALGIA	---	---	---	---	---	11	13	12	7	10	#1 STATIONS, 12+ METRO SHARE	
SPANISH	---	---	---	---	---	---	---	---	---	---	WDVO-F S77	
RELIGION/GOSPEL	---	---	---	1	3	2	2	1	---	1	WWLV-F S78, S79, F79, S80, F80, F82, All rating periods since 1982	
CLASSICAL	---	---	---	---	---	---	---	---	---	---	WDOQ-F S81, F81, S82	

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.29	1.79	2.38	2.90	3.43	4.0	4.4	4.8	5.3	5.6
Income (millions)	.002	-.26	-.19	-.40	-.35					
Nat Rev (millions)	.33	.30	.65	.58	.91					
Rev Per Cap (\$)	---	8.07	10.72	12.71	12.51	14.18	15.12	16.05	17.32	17.78
Inc Per Cap (\$)	---	-1.18	-.87	-1.75	-1.27					
Profit Margin	.1	---	---	---	---					

\* Independent FM's and FM's reported separately are not included

STATION NOTES

(Major call letter and format changes)

WORZ-F	-	WQXQ until 80
		WDOQ until 84
		WCFI until 86
WZIP	-	CHR until 84
		WELE until 81
		Country until 82
		Oldies until 84
WROD	-	MOR until 81
WSBB	-	MOR Until 80
		Nostalgia until about 84
WMFJ	-	Contemporary until 80

MAJOR STATION SALES

1975	WZIP, WOCL-F	\$ 400,000
1976	WNDB, WWLV-F	Sold to Broadcast Management 700,000
1978	WXQV	270,000
1980	WORZ-F	Sold to Patten 1,150,000
1981	WOCL-F	Sold to Elyria-Lorain 1,850,000
1981	WROD	700,000
1981	WORZ-F	From Patten to Abell 3,000,000
1983	WNDB, WWLV-F	Sold by Broadcast Management 2,500,000
1983	WROD	925,000
1984	WMFJ (De Land)	425,000
1984	WORZ-F	From Abell to S & F 5,000,000
1985	WZIP	335,000
1985	WORZ-F	From S & F to Home News (never closed) 6,500,000
1985	WORZ-F	From S & F to Duffy 7,500,000
1985	WOCL-F	Sold to American Media 7,500,000
1985	WNFI-F (Palatka)	8,500,000

DENVER

	12+ METRO SHARE											12+ CUME RATINGS									
	SPG		76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86
	75	86																			
KOA (NT)	7.6	9.0	8.6	9.5	8.2	7.2	7.8	6.1	6.7	6.2	5.8	5.7	KOA	20.9	17.8	19.6	17.3	17.4	16.8	14.9	16.6
KOAQ-F (AC)	4.7	3.9	3.0	2.9	3.0	4.4	5.9	4.9	5.0	5.5	3.8	3.7	KOAQ-F	14.3	12.0	16.8	15.3	18.7	17.0	15.0	13.4
KHOW (M)	8.7	11.2	7.5	8.8	8.8	8.0	4.8	4.7	4.4	4.2	4.1	3.6	KHOW	22.3	18.3	16.2	14.2	13.1	12.1	10.1	9.2
KOSI-F (E)	5.9	5.3	5.6	5.2	6.8	6.2	6.3	8.7	9.2	9.8	10.6	9.6	KOSI-F	16.8	14.5	14.6	16.2	19.7	18.2	20.5	18.3
KBPI-F (A)	6.0	4.0	8.4	6.7	4.8	8.8	8.5	6.4	5.9	4.3	7.5	6.7	KBPI-F	13.8	20.9	24.0	22.3	20.8	17.1	20.8	17.6
KLZ (C)	5.5	3.3	2.6	3.0	4.7	5.7	4.7	4.2	3.8	3.8	2.4	2.7	KLZ	10.8	13.6	13.0	14.4	12.9	10.4	7.7	6.0
KAZY-F (A)	4.7	---	3.4	4.5	6.7	4.7	5.6	6.1	4.8	4.3	4.8	4.1	KAZY-F	12.7	14.7	15.0	18.8	18.9	13.1	11.9	10.4
KIMN (R)	---	5.8	4.2	6.9	6.7	6.6	5.2	5.0	4.8	5.6	3.4	3.3	KIMN	22.7	22.4	20.6	19.1	18.8	17.0	12.8	10.3
KEZW (BB)	6.2	4.3	5.2	3.4	2.8	3.2	5.2	4.0	4.4	3.5	3.1	4.5	KEZW	12.3	10.1	11.9	9.7	9.5	6.9	7.5	8.0
KMJI-F (AC)	8.5	7.0	8.3	7.8	7.2	6.7	5.1	5.1	4.4	5.0	6.8	7.0	KMJI-F	15.7	16.9	14.7	11.3	14.9	13.7	15.1	17.7
KRXY-F (R)	---	---	---	2.3	3.2	5.0	4.3	5.3	4.1	4.0	5.3	3.9	KRXY-F	---	10.3	10.7	14.6	14.2	11.4	16.2	14.1
KPKE-F (R)	---	7.6	4.8	2.8	1.8	---	3.9	4.9	4.8	7.6	4.7	6.7	KPKE-F	---	---	7.6	12.9	10.3	19.9	15.1	15.0
KYGO-F (C)	---	3.4	---	2.7	3.1	3.2	5.5	4.2	6.0	4.6	4.0	4.6	KYGO-F	11.6	10.4	11.6	10.3	14.2	11.0	10.5	11.6
KVOD-F (CL)	---	3.2	3.7	3.7	3.7	4.3	3.6	3.6	4.1	3.2	3.8	3.6	KVOD-F	---	---	8.7	7.9	9.3	7.4	10.0	7.3
KRXY (R)	5.1	4.2	3.3	3.0	2.3	2.9	1.3	1.8	1.1	1.6	1.3	1.3	KRXY	---	---	---	3.4	3.6	3.2	2.7	2.0
KBRQ (C)	5.0	4.2	5.2	4.2	4.7	1.9	1.5	1.4	1.8	1.1	1.0	1.0	KBRQ	14.3	---	---	4.6	3.8	---	2.7	1.6
KBRQ-F (C)	---	---	---	1.1	2.0	2.3	1.7	1.6	1.9	1.6	1.2	1.0	KBRQ-F	---	---	---	4.6	5.3	5.4	5.0	3.7
KNUS (NT)	---	3.0	3.6	2.7	1.7	1.2	1.3	1.8	2.2	3.1	3.5	3.6	KNUS	---	---	---	3.2	6.2	8.2	7.8	7.9
KDKO (B)	---	1.6	2.1	1.5	1.7	2.3	2.3	1.2	2.2	2.6	2.2	2.2	KDKO	---	---	---	4.9	2.7	4.7	4.6	4.2
KRZN (O)	---	---	---	1.7	2.1	1.8	1.3	2.6	2.3	2.3	1.8	2.1	KRZN	---	---	---	7.8	8.1	5.8	4.7	6.4
KUEN (NT)	---	---	---	1.7	1.8	2.1	1.7	2.0	1.5	1.5	1.4	1.9	KDEN	---	---	7.0	5.9	5.8	4.9	4.3	3.7
KBCO-F (A)	---	---	---	---	---	---	3.3	3.7	4.5	4.3	5.7	6.9	KBCO-F	---	---	---	---	9.4	10.0	12.9	13.6

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.1	16.7	15.6	15.9	16.4	16.9	17.8	17.8	17.7	17.6	18.0	17.2	1984	KOA	NA
FM Share (%)	39.13	39.89	43.52	46.33	46.81	50.34	56.58	58.97	60.70	58.51	65.95	65.63	1985	KOA	\$7,400,000
Stations			28	28	28	29	28	28	29	33	29	28			
Diaries						1476	NA	1905	1769	1763	1903	1970			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/ADR/CONTEMP	34	38	33	41	36	35	33	CHR	20	20	16	KHOW (12.7, S76)
MOR/AC	20	23	20	9	12	15	MOR	AOR	16	21	22	KOSI (29.4, S85)
COUNTRY	10	6	8	11	14	13	12		7	6	5	KOA (35.5, F78)
BTFLEZ	23	18	21	19	12	9	14		11	9	14	KOA (5613, F78)
NEWS/TALK	6	5	5	12	12	13	10		11	11	11	KOA (31.2, F78)
BLACK/URBAN	2	5	10	4	5	3	2		4	3	2	
NOSTALGIA	---	---	---	---	6	5	7		3	3	5	
SPANISH	2	---	---	1	---	---	---		---	---	---	
RELIGION/GOSPEL	2	1	1	1	1	1	1		1	1	1	
CLASSICAL	3	5	3	4	4	4	4		3	4	4	

#1 STATIONS, 12+ METRO SHARE

KHOW S75, S76, S78, S79  
 KOA S76, F78, F79, F81  
 KOSI-F S82 and all periods since 82  
 KLIR-F S77  
 KBPI-F F77, S80 F80, S81

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	19.31	22.03	23.35	25.30	32.18	41.1	44.0	49.1	55.0	58.4
Income (millions)	2.18	3.53	3.17	1.66	1.68					
Nat Rev (millions)	4.13	4.76	6.43	6.76	9.12					
Rev Per Cap (\$)	---	14.78	15.26	16.33	19.15	24.32	25.43	27.58	30.22	30.90
Inc Per Cap (\$)	---	2.37	2.07	1.07	.99					
Profit Margin	11.3	16.0	13.6	6.6	5.1					

STATION NOTES

(Major call letter and format changes)

KEZW - KOSI until 81  
 BTFLEZ until 81  
 KPKE-F - KXKX-F until 79  
 KHOW until 81  
 CHR or AC until 81  
 AOR until 83  
 KYGO-F - KIMN until 79  
 Contemporary until 80  
 KRXY - KLAB until 84  
 Country until 81  
 Nostalgia until 83  
 Country until 84  
 KBRQ - KTLK until 81  
 Contemporary until 79  
 Disco until 81  
 KMJI-F - KLIR until 84  
 BTFLEZ until 82  
 KNUS - KERE until 82  
 Country until 80  
 KBRQ-F - KADK-F until 82  
 KAZY-F - KLZ-F until 77  
 KRXY-F - KPPL-F until 84  
 AC until 84  
 KRZN - Talk until 81  
 KWBZ until 82

MAJOR STATION SALES

1971 KIMN \$ NA  
 1971 KBPI-F 175,000  
 1971 KDEN 581,000  
 1791 KNUS Sold by Mullin to Mission 1,500,000  
 1971 KLZ, KAZY-F Sold by Time-Life to Group One 2,750,000  
 1974 KIMN Sold by Combined Comm to Jeff-Pilot NA  
 1974 KYGO-F Sold to Jefferson-Pilot 454,000  
 1975 KPPL 200,000  
 1976 KRXY A/F Sold to McCoy 2,500,000  
 1978 KBRQ-F Sold to Welcome Radio 900,000  
 1979 KRXY A/F From McCoy to Des Moines Register NA  
 1979 KBPI-F Sold to Sandusky Newspapers 5,700,000  
 1779 KDKO Sold to Sterling 1,100,000  
 1979 KWBZ (55%) 927,000  
 1981 KBRQ, KBRQ-F From Welcome Radio to Great Empire 4,900,000  
 1981 KOSI-F From Armstrong to Westinghouse 7,500,000  
 1981 KMJI-F Sold to Duffy 5,000,000  
 1981 KHOW From Doubleday to Metromedia 15,000,000  
 1981 KNUS From Mission to Johnson 2,500,000  
 1982 KRZN Sold to Earvin Johnson 1,000,000  
 1982 KRXY A/F From DM Register to Malrite 7,000,000  
 1983 KOA, KBRQ-F From FCC to Radio 29,000,000



DES MOINES

	SPG	12+ METRO SHARE											SPG	12+ CUME RATINGS							
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85
WHO (NT)	18.7	13.7	15.4	15.1	15.8	16.0	13.4	12.8	12.8	11.1	12.8	8.2	WHO	32.8	33.9	25.9	29.1	30.6	24.3	23.0	19.6
KLYF-F (AC)	12.7	13.9	15.0	12.2	12.1	12.9	9.8	11.2	8.6	9.7	6.9	5.4	KLYF-F	25.5	22.1	20.9	20.5	18.3	21.1	18.8	14.7
KSO (C)	11.5	11.0	13.9	12.8	14.1	12.5	15.0	14.7	13.8	12.9	12.6	9.7	KSO	23.9	25.0	27.7	28.4	24.8	21.7	21.2	18.5
KGGO-F (A/R)	6.7	7.7	7.4	7.2	6.9	10.0	11.4	11.6	11.2	16.9	17.6	18.2	KGGO-F	13.3	19.7	19.5	23.6	21.2	30.5	30.2	29.1
KIOA (AC)	17.5	12.6	9.7	10.3	11.2	7.6	7.6	6.6	6.1	4.8	5.0	4.5	KIOA	29.9	28.4	24.7	24.4	19.3	17.5	14.7	11.9
KKXI-F (C)	2.7	3.7	6.1	7.9	8.7	9.0	6.4	8.2	7.6	4.7	2.3	2.0	KKXI-F	19.3	18.5	17.2	20.6	22.5	18.8	5.1	5.3
KRNT (M)	10.7	13.1	12.7	13.9	11.3	12.5	11.4	10.2	10.2	6.7	5.4	5.2	KRNT	26.9	24.7	26.4	25.7	23.5	20.2	13.4	14.2
KRNQ-F (R)	2.7	7.3	5.2	6.8	8.6	10.7	9.7	10.2	9.1	7.6	15.7	20.1	KRNQ-F	17.3	20.8	22.0	23.1	26.9	21.5	32.9	36.8
KJJY-F (C)	---	---	---	1.9	.9	1.3	4.4	5.8	6.7	5.4	3.4	5.8	KJJY-F	---	---	---	14.6	15.6	15.0	9.9	13.3
KMRY (BB)	5.5	4.8	5.0	4.9	.8	.4	1.0	.5	4.4	6.6	4.4	6.0	KMRY	---	---	---	4.1	---	10.8	8.7	9.8
KFMD-F (AC)	---	---	---	---	---	---	---	---	---	---	---	2.6	KFMD-F	---	---	---	---	---	---	---	8.1

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.4	13.7	14.0	13.1	14.4	13.7	14.9	15.5	16.5	15.7	16.6	17.0	1984	WHO	\$3,000,000
FM Share (%)	26.69	39.16	39.89	40.75	39.27	44.82	48.60	51.56	47.90	51.32	54.66	62.32	1985	WHO	\$3,500,000
Stations			12	12	13	12	14	13	13	13	13	14			
Diaries						790	706	729	732	721	841	766			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	37	40	35	36	40	39	29	CHR 13	18	22	KRNQ-F (20.1, S86)		
MOR/AC	18	18	13	14	17	13	MOR 14	AOR 19	20	20	KRNQ-F (108, S86)		
COUNTRY	12	11	18	15	18	23	AC 8	7	6	6	Highest TSA 1/4 HR AVG: WHO (356, S75)		
BTFL/EZ	15	16	15	15	12	11	23	19	16	14	Highest TSA Cume: WHO (4601, S77)		
NEWS/TALK	16	15	16	18	11	13	9	22	21	19	Highest Metro Cume Rating: KRNQ-F (36.8, S86)		
BLACK/URBAN	---	---	---	---	---	---	15	10	14	9	#1 STATIONS, 12+ METRO SHARE		
NOSTALGIA	---	---	---	---	---	---	---	7	5	7	WHO S75, S77, F78, F79, S80, F80, F81, F82		
SPANISH	---	---	---	---	---	---	---	---	---	---	KLYF-F S76 (T), F76		
RELIGION/GOSPEL	2	1	3	1	3	1	3	3	2	1	KRNT S76 (T), S78		
CLASSICAL	---	---	---	---	---	---	---	---	---	---	KSO F77, S79, S81, S82, S83, F83		
											KGGO-F S84, F84, S85, F85		
											KRNQ-F S86		

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	5.73	6.19	7.18	7.67	8.19	9.8	10.3	10.7	11.4	11.8
Income (millions)	.39	.47	.71	.81	1.12					
Nat Rev (millions)	1.94	1.18	1.70	2.00	2.19					
Rev Per Cap (\$)	---	18.38	21.26	22.68	23.99	26.42	27.32	28.08	30.00	30.89
Inc Per Cap (\$)	---	1.40	2.10	2.40	3.27					
Profit Margin	6.9	7.6	9.9	10.6	13.6					

STATION NOTES

(Major call letter and format changes)

- KKXI-F - KIOA until 76  
KMGK until 86  
CHR until 84
- KEZT-F - KLFM until 81
- KLYF-F - BTFL until 83
- KMRY - KCBC until 84  
MOR until 84
- KGGO-F - From CHR to  
Hybrid CHR/AOR  
around 80
- KIOA - Gradual change to AC  
by 1982

MAJOR STATION SALES

1971	KGGO-F	Bought by Stoner	\$ 110,000
1972	KKXI-F	Sold to Mid America	225,000
1974	KRNT, KRNQ-F	From Cowles to Stauffer	1,150,000
1975	KMRY	Sold to Black Hawk	600,000
1980	KMRY	Sold by Black Hawk	500,000
1981	KJJY-F (Ankeny)	Sold to Fuller-Jeffrey	402,000
1982	KIOA, KKXI-F	From Mid America to Midwest	2,500,000
1986	KMRY	From Enoch to Fuller-Jeffrey	300,000

DETROIT

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
WJR (M)	15.4	14.8	13.4	15.3	11.7	10.3	10.4	10.1	9.2	11.0	9.7	9.9	WJR	34.3	28.2	27.9	27.9	23.1	29.1	27.4	24.5	
WWJ (NT)	7.6	6.3	6.2	4.7	5.4	5.8	5.1	5.7	5.6	5.2	5.6	6.3	WWJ	17.6	14.5	16.4	18.0	16.4	14.7	14.8	16.2	
WXYT (NT)	5.2	5.3	4.7	4.1	4.9	3.1	5.1	5.6	4.7	5.0	3.3	3.5	WXYT	12.8	9.2	10.9	11.9	11.4	10.5	9.5	8.3	
CKLW (BB)	5.6	6.1	5.3	4.6	5.0	4.1	3.3	2.6	2.0	1.0	5.3	5.0	CKLW	22.7	17.7	16.0	11.8	9.8	6.1	11.0	10.1	
WCXI (C)	---	---	---	.9	4.1	5.3	3.1	2.7	2.3	2.5	1.6	1.0	WCXI	---	8.5	9.0	8.2	6.3	5.6	4.6	3.4	
WRIF-F (A)	5.6	6.3	7.1	6.2	5.5	6.1	5.1	5.9	5.7	5.5	5.5	5.3	WRIF-F	17.4	18.7	16.0	22.8	19.0	17.2	16.4	16.0	
WLLZ-F (A)	---	---	---	.5	.5	7.9	7.5	5.2	5.4	4.3	4.0	4.1	WLLZ-F	---	---	19.6	19.3	16.1	15.9	15.1	13.9	
WNIC-F (AC)	---	2.2	4.1	4.7	3.4	4.9	4.6	5.0	4.6	4.4	4.2	3.8	WNIC-F	12.0	14.6	15.2	18.3	16.5	15.2	16.0	13.7	
WWWW-F (C)	---	1.9	4.0	3.8	5.3	2.5	4.6	4.0	3.6	2.6	3.4	3.5	WWWW-F	16.4	13.5	10.2	10.7	8.4	7.4	9.4	9.0	
WJLB-F (B)	4.4	3.3	3.8	4.4	3.4	2.8	2.7	4.3	4.9	5.9	6.6	7.9	WJLB-F	11.6	8.0	9.3	12.3	13.0	15.2	14.8	15.0	
WMJC-F (AC)	4.0	3.9	4.4	3.0	5.3	5.3	3.9	3.8	4.8	3.3	2.0	2.2	WMJC-F	14.7	14.8	13.4	12.7	12.6	11.8	9.1	8.6	
WHYT-F (R)	---	4.0	5.7	5.0	4.2	4.6	4.7	4.4	4.2	4.3	5.5	5.0	WHYT-F	11.7	13.3	12.4	11.8	20.1	18.3	20.7	19.6	
WGPR-F (B)	---	---	---	2.1	1.5	2.0	3.1	3.4	1.4	1.2	2.5	1.8	WGPR-F	---	7.5	7.8	10.1	5.8	4.7	6.5	6.0	
WDTX-F (R/AC)	---	3.0	3.0	4.4	3.6	3.2	3.8	3.1	2.7	2.2	1.9	2.8	WDTX-F	13.2	12.6	15.8	16.0	13.8	6.7	8.2	11.4	
WCZY-F (R)	---	---	---	3.6	3.6	4.8	3.7	3.0	3.2	4.2	5.7	5.8	WCZY-F	8.7	13.4	10.2	8.6	11.3	14.6	18.6	18.9	
WNMT-F (C)	---	---	---	1.0	2.9	2.7	2.7	2.5	2.1	2.2	1.9	1.6	WNMT-F	---	9.2	8.7	9.3	5.9	6.4	5.1	4.9	
WJOI-F (E)	5.9	4.9	4.3	4.4	3.4	3.2	3.1	4.7	7.2	9.1	6.2	5.4	WJOI-F	8.7	10.2	8.9	9.1	13.9	15.4	13.8	12.3	
WKSG-F (O)	---	---	---	1.4	2.7	3.1	2.2	1.4	1.5	2.8	3.1	---	WKSG-F	---	---	8.7	8.8	5.1	4.9	8.6	8.1	
WJZZ-F (J)	---	2.2	2.0	2.8	3.2	2.9	2.3	2.1	2.1	2.5	2.5	2.3	WJZZ-F	---	7.1	---	7.3	6.1	6.6	6.5	6.7	
WOMC-F (AC)	---	4.4	3.3	4.9	4.4	4.2	3.2	2.9	3.3	4.0	3.5	3.6	WOMC-F	9.3	10.1	8.1	7.6	9.7	11.8	11.6	11.8	
WCZY (R)	4.3	4.0	3.7	2.5	1.9	.4	.2	.4	.7	.5	.4	---	WCZY	---	---	---	1.2	1.2	---	1.6	---	
WCHB (B)	---	2.4	---	2.0	1.5	1.7	1.7	.9	1.7	1.6	1.4	1.1	WCHB	---	6.3	---	5.2	3.1	3.8	3.7	3.1	
WQBH (B)	---	---	---	---	---	---	---	.5	.9	.9	.9	.8	WQBH	---	---	---	---	2.8	2.8	3.4	2.9	
WHNO (O)	---	---	---	---	---	---	---	1.3	1.2	1.3	1.3	1.1	WHNO	---	---	---	---	3.9	3.4	3.0	2.8	
WLT1-F (AC)	4.6	5.4	4.9	4.0	3.2	4.1	2.9	4.1	5.8	4.1	2.4	2.5	WLT1-F	11.2	13.9	13.1	9.7	13.5	12.7	6.6	7.3	
WQRS-F (CL)	---	---	---	---	---	---	---	1.3	1.6	1.7	1.7	1.1	WQRS-F	---	---	---	---	4.4	5.6	4.1	3.7	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.9	16.5	16.8	17.1	17.1	17.5	17.2	18.7	18.7	19.4	19.4	18.9	1984	WJR	\$14,000,000
FM Share (%)	42.05	49.22	50.62	54.18	55.53	61.49	67.19	66.76	71.23	67.89	67.35	68.92	1985	WJR	\$15,300,000
Stations			30	29	31	29	28	31	30	30	31	28			
Diaries						1768	2370	2352	2609	2709	2456	2632			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	41	37	40	35	33	24	21	CHR	9	12	15	WJR (16.9, S78)
MOR/AC	20	24	14	22	23	29	MOR	11	11	11	WJR (910, S75)	
COUNTRY	4	7	7	6	9	8	8	8	8	5	WJR (1284, S75)	
BTFL/EZ	13	12	12	15	12	7	7	9	7	6	WJR (1952, S78)	
NEWS/TALK	9	5	11	8	10	12	11	11	9	11	WJR (34.3, S79)	
BLACK/URBAN	11	12	14	12	11	15	18	19	15	13		
NOSTALGIA	---	---	---	---	---	2	2	1	6	5		
SPANISH	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	1	1	1	---	1	2	2	2	1	1		
CLASSICAL	1	1	1	1	2	1	2	2	1	1		

#1 STATIONS, 12+ METRO SHARE

WJR All rating periods

STATION NOTES

(Major call letter and format changes)

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	34.88	40.57	46.52	47.43	52.71	60.7	61.7	66.2	74.9	82.0
Income (millions)	6.99	7.41	9.10	1.04	-1.66					
Nat Rev (millions)	8.44	8.83	14.85	14.19	16.19					
Rev Per Cap (\$)	---	9.25	10.70	10.65	12.13	13.11	13.35	14.36	16.18	17.75
Inc Per Cap (\$)	---	1.69	2.09	.24	-.38					
Profit Margin	20.1	18.3	19.6	2.2	---					

- CKLW - Gradual change from CHR to AC by 1982. Changed to Nostalgia in 84
- WXYT - Change from CHR to AC by 78 News/Talk in 1978
- WXYZ until 84
- WWWW-F - AOR until 81
- WCXI - WCAR until 79 News until 77
- WCZY - WDEE until 79 WCZY until 81 WLQV until 85 Country until 79 MOR until 81 Religion until 84
- WLLZ-F - WBFQ-F until 80
- WJOI-F - WJF-F until 82
- WMJC-F - WHNE until 76
- WCZY-F - BTFL until 81 AC until 84
- WLT1-F - WDRQ until 85 Urban until 85
- WHYT-F - WJR-F until 82 BTFL until 82
- WCXI-F - WTWR-F until 82 AC until 82
- WKSG-F - WLBS until 84 Urban until 84
- WOTX-F - WABX until 84 WCLS until 85 AOR until 84 AC until 85

MAJOR STATION SALES

1971	WLT1-F	Sold to Storer to Bartell	\$ 725,000
1972	WOMC-F	Sold to Metromedia	1,506,000
1973	WWWW-F	From McLendon to Starr	750,000
1973	WHNO	Sold to Greater Media	2,300,000
1973	WMJC-F	Bought by Greater Media	650,000
1974	WNIC A/F	Sold to State Mutual Life	3,130,000
1977	WCXI/WNMT-F	Sold to Golden West	4,000,000
1977	WNIC A/F	From State Mutual Life to Marvin Josephson	3,850,000
1977	WPON		1,020,000
1978	WCZY-F	Sold to Combined Communications	2,000,000
1978	WCZY	From Globe to Combined Communications	NA
1979	WQRS-F	Sold to Outlet	2,000,000
1980	WLLZ-F	Sold to Doubleday	8,250,000
1982	WHTI-F	From Charter to Amaturio	5,000,000
1982	WOTX-F	From Century to Liggett	6,000,000
1984	WXYT	From ABC to Fritz	3,000,000
1985	WNIC A/F	From Josephson to Price	19,000,000
1985	WDTX-F	From Liggett to Metropolis	5,540,000
1985	WQRS-F	From Outlet to Tanger	5,075,000
1985	WRIF-F	Sold by Cap Cities/ABC	14,000,000
1985	WLLZ-F	From Doubleday to Legacy	9,000,000
1985	WLT1-F	From Amaturio to Keymarket	NA
1985	WWJ, WJOI-F	Sold by Detroit News	38,510,000
1986	WOMC-F	From Metromedia to Metropolitan	16,000,000 (E)
1986	WNMT-F	From Golden West to Fritz	7,700,000 (E)
1986	WCXI	From Golden West to Shamrock	2,600,000 (E)

DULUTH - SUPERIOR

	SPG	12+ METRO SHARE											SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85	86
		KDAL (M)	22.2	19.2	20.2	14.2	18.6	18.5	12.2	12.5	6.0	8.9		15.4	12.5	KDAL	31.1	32.6	28.4	25.2	17.3	23.0
WDSM (C)	10.6	5.3	4.0	7.0	6.2	8.2	14.1	10.8	6.8	5.0	6.6	5.4	WDSM	19.5	21.3	28.7	26.2	16.7	15.4	16.5	13.0	
WEBC (AC)	20.9	15.7	10.8	12.2	11.3	7.7	6.8	8.4	6.5	6.9	4.7	4.6	WEBC	38.1	31.9	28.6	27.6	23.0	28.6	21.2	19.0	
WTBX-F (AC)	---	6.8	12.3	14.9	12.9	12.4	17.0	13.1	8.8	3.0	3.4	5.7	WTBX-F	18.2	18.3	23.6	21.7	14.9	9.2	---	12.6	
WAKX-F (R)	14.4	14.5	16.6	13.7	14.1	10.3	6.8	7.9	8.0	6.4	8.1	5.4	WAKX-F	36.0	30.4	21.6	25.5	27.9	19.3	20.9	16.1	
WAVC-F (C)	5.0	7.6	7.1	13.4	8.1	7.9	6.8	5.4	8.0	8.2	8.8	12.0	WAVC-F	16.2	15.9	15.6	11.2	13.6	15.1	19.0	19.8	
KQDS-F (A)	4.3	5.1	4.0	5.7	3.0	2.9	5.1	7.6	8.3	7.2	8.5	8.7	KQDS-F	7.0	8.0	11.7	19.9	19.6	16.5	19.8	21.7	
WEVE-F (AC)	4.5	4.6	5.0	3.5	6.8	9.7	8.0	4.2	5.6	6.4	3.8	---	WEVE-F	17.2	19.1	19.5	16.0	16.9	17.1	15.5	10.6	
WGGR (AC)	5.0	5.1	5.3	4.0	6.5	4.7	3.0	1.7	---	1.5	2.4	1.1	WGGR	9.3	9.0	---	5.8	---	4.7	4.5	4.1	
WHLB (M)	3.0	3.1	4.6	3.0	1.6	2.1	1.9	2.5	4.5	2.7	2.1	2.4	WHLB	6.8	---	---	7.2	9.1	8.0	5.3	6.1	
KZIO-F (R)	---	---	---	---	---	7.9	7.8	7.1	8.3	9.4	10.0	9.5	KZIO-F	---	15.1	18.5	17.8	22.0	24.8	25.3	20.9	
KXTP (BB)	---	---	---	---	---	2.6	1.9	7.1	7.8	7.2	6.9	5.7	KXTP	---	---	10.6	10.2	9.7	11.6	9.9	10.2	
KBXT (O)	---	---	---	---	---	---	---	---	---	6.2	2.6	---	KBXT	---	---	---	---	---	7.6	4.3	---	
WKKQ (C)	---	---	---	---	---	---	---	---	5.9	8.9	7.5	8.7	WKKQ	---	---	---	---	---	14.7	12.5	13.7	
KDAL-F (AC)	---	---	---	---	---	---	---	---	---	---	---	4.6	KDAL-F	---	---	---	---	---	---	---	11.6	

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	19.2	18.1	18.5	18.8	16.8	17.0	18.4	18.1	17.9	18.0	19.1	17.1	1984	KDAL	\$755,000
FM Share (%)	14.33	21.88	23.34	27.56	32.25	36.84	45.34	42.06	50.81	44.12	45.76	53.25	1985	KDAL	\$850,000
Stations			18	14	16	18	17	18	19	20	19	18			
Diaries						499	551	708	655	602	628	718			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share: KDAL (22.2, S75)		
CHR/AOR/CONTEMP	29	27	28	30	32	33	29	CHR 17	13	17	Highest Metro 1/4 HR AVG: KDAL (86, S75)		
MOR/AC	33	22	37	37	26	23	MOR 12	AOR 8	9	10	Highest TSA 1/4 HR AVG: WKKQ-F+ (108, S81)		
COUNTRY	28	29	24	23	33	27	AC 14	16	20	17	Highest TSA Cume: WEBC (1540, S76)		
BTFL/EZ	7	14	9	8	7	6	36	24	24	19	Highest Metro Cume Rating: WEBC (38.1, S79)		
NEWS/TALK	---	---	---	---	---	---	---	1	---	---			
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---			
NOSTALGIA	---	---	---	---	---	---	8	8	8	6	#1 STATIONS, 12+ METRO SHARE		
SPANISH	---	---	---	---	---	---	---	---	---	---	KDAL	S75, S76, S77, S79, S80, S85, S86	
RELIGION/GOSPEL	3	2	1	1	2	4	1	1	1	2	WKKQ	S78, S81, S82, S83	
CLASSICAL	---	---	---	---	---	---	---	---	---	---	KZIO-F	S84	

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.54	3.04	3.90	3.07	4.89	5.0	5.1	5.2	5.4	5.6
Income (millions)	.11	.34	.31	.25	.12					
Nat Rev (millions)	.37	.40	.41	.38	.46					
Rev Per Cap (\$)	---	11.39	14.69	11.91	18.29	18.90	19.32	19.70	20.77	21.62
Inc Per Cap (\$)	---	1.29	1.18	.98	.46					
Profit Margin	4.5	11.3	8.0	8.2	2.4					

STATION NOTES

(Major call letter and format changes)

- KQDS-F - KAOH until 80  
Country until 80
- KXTP - WAKX until 82  
Contemporary until 82
- WEBC - Gradual change from  
CHR to AC by 82
- WTBX-F - WKKQ until 84  
Country until 84
- WAVC-F - WGGR until 82
- WGGR - WMFG until 83 (?)

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1970	KBXT		\$ 90,000
1970	KXTP		100,000
1975	WDSM	Sold to Robert Ridder	419,000
1976	WEBC	From Park to Midwest	538,000
1981	KDAL	Sold by Tribune Co	1,900,000
1981	KBXT	Sold to Chuck Borchard	200,000
1982	WAVC-F	Sold to Midwest Radio	375,000
1984	WDSM, KZIO-F	Sold by Ridder	1,300,000
1984	WEBC, WAVC-F	From Midwest to Brill	2,000,000
1986	WKKQ, WTBX-F (Hibbing)	Sold to D.E. Wright	1,100,000
1986	KBXT		111,000

EL PASO

	SPG	12+ METRO SHARE												SPG	12+ CUME RATINGS							
		75	76	77	78	79	80	81	82	83	84	85	86		79	80	81	82	83	84	85	86
KAMA (SP)	16.5	14.0	15.5	14.8	10.3	6.2	6.9	7.6	7.4	8.3	5.6	5.4	KAMA	15.8	---	---	11.6	10.8	13.6	8.9	12.5	
KAMZ-F (R)	---	---	4.7	2.0	2.7	1.5	1.2	5.4	10.1	13.4	11.8	9.8	KAMZ-F	---	---	---	10.0	22.9	28.2	31.8	27.3	
KLAQ-F (A)	---	---	---	.8	7.2	3.6	14.3	11.6	11.6	10.9	12.5	12.4	KLAQ-F	13.8	8.7	20.1	18.1	20.9	22.8	25.2	24.1	
KHEY (C)	10.7	10.7	11.8	8.0	9.2	8.9	6.3	8.1	7.2	5.3	4.6	4.9	KHEY	18.1	17.0	15.9	16.6	19.1	14.5	12.2	10.5	
KHEY-F (C)	---	4.8	7.0	9.8	8.7	7.4	5.8	7.7	8.4	9.5	7.3	6.4	KHEY-F	14.9	12.3	11.9	16.8	20.9	21.2	18.1	15.8	
KLOZ-F (C)	---	2.7	2.1	3.1	3.9	9.9	8.0	4.7	4.5	4.2	2.7	.8	KLOZ-F	---	17.2	17.0	13.0	13.7	11.2	8.8	4.0	
KALY (S)	---	---	---	---	3.2	6.1	7.3	3.8	2.2	.5	.8	1.0	KALY	---	13.5	11.9	8.9	9.9	2.1	5.0	4.6	
KLTO-F (R)	---	.6	1.7	3.3	5.8	7.4	4.7	4.5	8.7	7.9	4.2	4.9	KLTO-F	13.7	15.5	14.8	14.2	24.6	21.8	21.3	15.9	
KROD (O)	2.8	4.8	---	3.4	3.4	1.7	5.6	3.8	4.3	4.0	4.6	3.8	KROD	---	---	15.8	14.9	15.4	14.0	10.3	12.1	
KEZB-F (R)	5.1	1.4	3.5	10.6	4.2	2.7	2.2	3.5	3.6	4.3	11.1	17.8	KEZB-F	13.0	---	---	7.8	10.2	19.5	29.7	39.0	
KELP (G)	9.2	8.0	7.6	5.3	8.7	5.5	2.9	2.7	1.8	1.7	1.5	.8	KELP	24.3	21.4	11.2	6.8	2.6	3.4	2.8	1.8	
KFIM-F (R)	---	---	---	4.1	4.8	5.2	3.4	4.9	4.1	3.4	4.1	3.0	KFIM-F	9.9	9.8	12.5	11.1	14.0	17.9	14.0	10.2	
KTSM (NT)	---	3.9	4.7	2.2	3.0	4.6	4.3	3.8	3.5	3.4	3.2	3.5	KTSM	---	11.0	---	6.8	10.5	9.0	7.0	6.6	
KTSM-F (E)	3.6	4.1	6.7	---	1.7	2.6	4.5	3.8	5.8	9.7	7.2	6.7	KTSM-F	---	---	---	8.6	11.5	15.3	14.7	15.1	
XROK (SP)	11.8	11.5	7.0	6.6	.8	7.1	2.9	2.8	1.8	2.0	2.5	1.9	XROK	8.6	---	---	7.9	5.9	5.9	5.5	6.7	
KBNA-F (SP)	10.3	14.3	9.8	11.1	9.8	7.7	6.9	8.9	3.9	3.0	2.5	3.5	KBNA-F	22.4	22.3	17.4	25.9	15.1	11.6	6.6	7.3	
KDXX (SP)	---	---	---	---	---	---	---	---	1.1	.9	.8	2.0	KDXX	---	---	---	7.6	6.5	4.5	5.5		

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	18.0	16.2	14.9	17.5	15.4	14.1	16.2	16.4	18.4	19.0	18.8	18.3	1984 KHEY-F \$2,000,000
FM Share (%)	19.73	33.64	38.46	44.55	50.51	52.36	53.89	56.18	67.14	67.92	73.27	71.82	1985 KAMZ-F \$2,000,000
Stations			16	19	20	18	23	24	23	20	22	22	
Diaries						513	794	798	1170	848	955	862	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	KAMA+ (20.2, S77)
CHR/AJR/CONTEMP	44	43	38	45	44	35	41	CHR 28	36	36	Highest Metro 1/4 HR AVG:	WEZB-F (141, S86)
MOR/AC	2	7	10	2	3	16	MOR 1	AOR 12	15	13	Highest TSA 1/4 HR AVG:	KEZB-F (166, S86)
COUNTRY	13	10	10	21	24	22	AC 10	9	7	7	Highest TSA Cume:	KEZB-F (1891, S86)
BTFL/EZ	10	11	11	11	NA	12	23	22	15	13	Highest Metro Cume Rating:	KEZB-F (39.0, S86)
NEWS/TALK	7	2	4	4	4	11	8	9	9	7		
BLACK/URBAN	---	---	6	---	---	1	---	---	---	---		
NOSTALGIA	---	---	---	---	3	4	---	---	3	2		
SPANISH	23	26	20	18	16	17	11	15	12	18		
RELIGION/GOSPEL	---	---	---	---	---	---	2	2	1	---		
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

#1 STATIONS, 12+ METRO SHARE

KAMA	S75, F76, S77, S78, F77, F78, S79
XROK	S76
KINT-F	F79
KHEY	S80
KLOZ-F	F80
KLAQ-F	S81, F81, S82, F82, S83, F83, S85
KHEY-F	S84
KAMZ-F	F84
KEZB-F	F85, S86

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	1976*	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.32	3.79	3.82	4.89	5.38	7.5	8.7	9.4	10.0	11.0
Income (millions)	-.10	-.64	-.54	-1.15	-1.49					
Nat Rev (millions)	1.35	1.21	1.61	1.90	2.20					
Rev Per Cap (\$)	---	8.56	8.51	10.69	10.76	14.61	16.63	17.64	18.59	20.04
Inc Per Cap (\$)	---	-1.45	-1.18	-2.52	-2.99					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

KAMZ-F	- KAMA until 82
KHEY-F	- KEZB-F until 81
	BTFL until 81
KALY	- MOR until 79
	off air in 84
	KSET until 85
KLTO-F	- KSET until 86
	Contemp until 81
	Black until 82
KROD	- AC until 80
	CHR until 82
KEZB-F	- KPAS until 81
	AOR until 81
	BTFL until 83
KELP	- Contemp/AC until 80
	Black until 83
XROK	- CHR until 79
KBNA-F	- KINT until 82
	KYSR until 85
	AC until 85

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1973	KROD	Sold by Doubleday to Media Horizons	\$ NA
1974	KELP, KBNA-F		500,000
1975	KEZB, KLOZ-F		355,000
1976	KROD, KLAQ-F	Sold by Media Horizons	450,000
1977	KDXX	Sold to Clear Channel	650,000
1978	KALY, KLTO-F	From Sun World to Broadcast Associates	765,000
1978	KROD, KLAQ-F	Sold to Rex	930,000
1979	KEZB, KLOZ-F	Sold to Henson	875,000
1981	KELP		101,000
1982	KAMA, KAMZ-F	Sold to Thrash	2,790,000
1982	KBNA-F	Sold to Tom Hoyt	1,900,000
1982	KDXX	From Clear Channel to Hoyt	650,000
1983	KEZB-F		1,200,000
1983	KALY, KLTO-F		NA
1983	KEZB	Sold by Henson	350,000
1984	KELP		590,000
1984	KROD, KLAQ-F	Sold by Rex	2,525,000
1984	KLOZ-F	From Henson to Sherman	1,500,000
1984	KALY		795,000
1985	KLTO-F	Sold to Jim Ray	1,750,000
1985	KDXX, KBNA-F	From Greenfield to Tichenor	1,300,000
1986	KLOZ-F	Sold by Sherman	1,250,000
1986	KFIM-F		1,000,000
1986	KAMA, KAMZ-F	Sold to Holder	7,000,000 (E)

ERIE

	<u>12+ METRO SHARE</u>												<u>12+ CUME RATINGS</u>								
	SPG												SPG								
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WJET (AC)	16.6	19.2	16.6	14.8	13.3	15.5	19.8	14.9	13.1	8.3	12.4	8.0	WJET	40.7	40.1	38.6	37.2	31.8	29.3	28.0	23.6
WCCK-F (R)	15.6	16.3	20.6	20.3	23.2	23.3	23.4	25.8	26.4	23.3	23.2	20.8	WCCK-F	41.1	40.4	41.6	46.3	48.9	45.5	43.2	43.5
WXKC-F (AC)	21.3	18.6	22.1	23.5	19.2	16.8	16.3	13.4	10.4	8.0	5.7	17.5	WXKC-F	32.7	26.6	29.2	24.5	21.5	18.7	16.5	32.2
WRIE (M)	14.3	15.0	15.3	12.8	15.2	12.7	10.9	9.0	7.6	7.2	5.7	---	WRIE	34.4	33.5	27.4	26.8	22.6	20.3	16.6	---
WLKK (C)	6.3	5.2	8.0	7.8	10.8	10.6	9.8	8.5	7.6	7.2	7.3	2.6	WLKK	23.7	19.3	19.5	16.2	15.4	14.5	12.3	8.6
WSEG-F (A)	3.3	2.6	2.8	4.9	5.7	5.0	3.0	2.8	8.4	9.4	7.5	8.2	WSEG-F	7.7	9.9	8.1	7.6	21.9	28.3	26.1	24.2
WEYZ (BB)	5.0	8.1	1.5	2.6	1.3	1.6	---	9.8	7.4	11.0	11.1	14.7	WEYZ	7.2	8.1	---	17.1	14.4	16.2	19.6	18.4
WREO-F (E)	---	---	---	---	---	.6	2.1	.5	.5	10.2	8.4	7.5	WREO-F	---	---	---	4.2	2.2	10.9	13.1	12.4
WZPR-F (C)	---	---	---	---	---	.9	2.1	.5	2.7	2.1	1.9	5.4	WZPR-F	---	---	---	7.6	5.9	5.6	6.2	9.4

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	14.3	14.0	14.6	15.6	14.1	14.7	14.8	16.9	15.7	16.0	15.7	16.5	1984 WCCK-F \$1,550,000
FM Share (%)	46.03	42.17	53.00	54.86	53.42	52.23	53.95	50.89	57.37	60.79	56.01	70.14	1985 WCCK-F \$1,800,000
Stations			13	13	12	12	12	10	13	11	11	12	
Diaries						709	549	747	600	640	601	661	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WCCK-F (26.4, S83)
CHR/AOR/CONTEMP	45	47	46	49	48	50	40	CHR	26	27	24	Highest Metro 1/4 HR AVG: WCCK-F (100, S82)
MOR/AC	17	16	19	19	13	11	MOR	11	9	7	1	Highest TSA 1/4 HR AVG: WCCK-F (128, S82)
COUNTRY	4	10	14	13	14	12	AC	15	19	23	29	Highest TSA Cume: WCCK-F (1583, S83)
BTFL/EZ	25	25	21	19	20	16		13	11	11	9	Highest Metro Cume Rating: WCCK-F (48.9, S83)
NEWS/TALK	9	--	--	--	--	--		13	12	10	11	
BLACK/URBAN	--	--	--	--	--	--		--	--	--	--	
NOSTALGIA	--	--	--	--	--	11	9	13	14	17		
SPANISH	--	--	--	--	--	--	--	--	--	--		
RELIGION/GOSPEL	--	--	1	--	1	--	--	--	--	--	1	
CLASSICAL	--	--	--	--	--	--	--	--	--	--		

#1 STATIONS, 12+ METRO SHARE

- WLVU-F S75, S77, S78
- WJET S76
- WCCK-F S79, S80, S81, S82, S83, S84, S85, S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.06	2.45	2.63	2.53	3.12	3.6	3.8	4.0	4.3	4.9
Income (millions)	-.07	.06	-.06	.07	-.20					
Nat Rev (millions)	.43	.42	.44	.31	.55					
Rev Per Cap (\$)	---	9.07	9.72	9.21	11.05	13.14	13.52	14.04	15.03	16.03
Inc Per Cap (\$)	---	.22	-.22	.24	-.72					
Profit Margin	---	2.4	---	2.6	---					

STATION NOTES

(Major call letter and format changes)

- WLKK - WWYN until 78  
News/Talk until 78
- WSEG-F - WMDI-F until 81  
CHR until 81
- WEYZ - WWGO until 80  
Country until 77  
Soft rock until 79  
AC until 82
- WHYP - Simulcast 75-82
- WXKC - WLVU until 85  
BTFL until 84
- WJET - Gradual change from  
CHR to AC by 83

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1983	WLKK/WXKC-F	From Goldman to Penn (never completed)	\$1,500,000
1984	WRIE		490,000
1984	WLKK/WXKC-F		1,575,000
1985	WSEG-F (McKean)		850,000
1986	WRIE		355,000

EUGENE - SPRINGFIELD

	12+ METRO SHARE											12+ CUME RATINGS									
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86	
KUGN (M)	18.2	19.7	18.1	14.4	10.5	14.4	11.1	11.7	10.3	10.8	9.4	10.6	KUGN	26.4	32.1	26.4	26.8	24.9	26.1	22.7	23.5
KUGN-F (C)	4.2	3.9	2.8	4.3	2.8	4.6	7.5	8.8	11.2	10.0	11.3	9.8	KUGN-F	10.2	12.8	13.4	16.3	22.8	21.2	20.5	17.1
KEED (C)	5.4	3.4	2.3	4.9	4.0	2.4	1.0	3.8	3.2	2.1	4.5	4.8	KEED	14.7	8.2	6.6	10.9	11.6	9.3	11.8	9.2
KSND-F (R)	---	3.0	4.5	8.5	8.0	10.0	13.2	12.2	8.7	8.9	10.2	14.3	KSND-F	22.9	21.4	25.8	24.7	19.4	21.6	21.8	24.6
KZEL-F (A)	8.3	5.7	5.6	3.9	10.1	10.7	9.1	14.0	15.1	14.4	11.8	10.1	KZEL-F	14.8	17.4	17.6	26.4	28.9	26.1	20.9	18.6
KPNW (M)	12.5	13.6	13.4	10.0	9.6	9.6	7.4	6.4	4.9	6.1	7.4	4.2	KPNW	21.9	22.7	19.1	18.1	17.0	16.2	17.5	12.0
KPNW-F (E)	11.2	7.0	10.6	12.4	13.6	13.6	13.9	10.3	12.2	10.4	10.8	11.5	KPNW-F	20.4	18.7	23.4	18.6	22.2	18.8	16.6	21.5
KZAM (A)	4.8	.9	4.2	7.3	7.8	1.0	6.1	5.1	3.8	---	---	---	KQDQ	14.7	---	---	8.1	6.7	6.3	---	---
KRXX (O)	11.5	10.9	8.0	9.8	7.1	9.4	7.9	6.0	6.0	4.7	1.0	1.7	KRXX	13.5	16.9	17.0	14.4	11.8	9.3	4.2	4.1
KORE (G)	---	2.1	2.5	3.0	2.5	2.6	3.6	2.9	3.9	1.8	1.3	1.1	KORE	---	4.9	8.2	5.9	---	4.6	3.8	2.8
KQAK (BB)	10.2	15.5	15.0	10.3	8.5	6.1	4.2	2.2	1.2	1.9	2.2	2.8	KQAK	27.1	21.2	15.0	10.8	7.4	6.1	6.8	6.3
KDUK-F (AC)	---	---	---	---	---	---	---	---	1.4	7.1	9.2	7.3	KDUK-F	---	---	---	---	---	16.0	17.5	14.3
KZAM-F (A)	---	---	---	---	---	---	---	---	---	4.3	3.0	2.0	KZAM-F	---	---	---	---	---	---	6.8	5.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	16.5	14.4	14.1	13.4	14.1	14.5	16.0	16.6	17.1	16.9	16.0	16.1	1984 KUGN-F \$ NA
FM Share (%)	30.80	20.88	23.94	31.45	37.74	45.29	53.14	53.80	61.36	62.64	69.77	69.21	1985 KUGN-F \$2,450,000
Stations			13	13	13		12	15	14	15	14	17	
Diaries						733	589	679	563	742	747	834	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	KUGN (22.4, S76)
CHR/AOR/CONTEMP	NA	30	40	34	30	33	30	CHR 10	14	17	Highest Metro 1/4 HR AVG:	KZEL-F (71, S83)
MOR/AC	15	32	35	30	20	27	MOR 19	AOR 17	20	15	Highest TSA 1/4 HR AVG:	KZEL-F (83, S83)
COUNTRY	10	16	6	17	17	17	AC 4	11	12	22	Highest TSA Cume:	KPNW (1097, S77)
BTFL/EZ	12	15	15	15	16	10	20	21	20	18	Highest Metro Cume Rating:	KUGN (43.1, F77)
NEWS/TALK	---	---	---	---	---	---	16	12	12	1		
BLACK/URBAN	---	---	---	---	---	---	1	---	---	---		
NOSTALGIA	---	---	---	---	---	---	4	4	---	3		
SPANISH	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	5	7	4	3	9	6	7	4	3	3		
CLASSICAL	---	---	---	---	7	7	---	---	---	---		

#1 STATIONS, 12+ METRO SHARE

KUGN	S75, S76, F76, F77, S78, F78, S80, F82
KBDF	S77
KPNW-F	S79, F79, S81
KSND-F	F81, S86
KZEL-F	S82, S83, F83, S84, F84, S85
KUGN-F	F85

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.06	3.53	4.73	4.18	5.01	5.6	5.7	5.7	6.0	6.3
Income (millions)	-.15	-.14	-.02	-.74	-.74					
Nat Rev (millions)	.77	.78	1.39	1.32	1.53					
Rev Per Cap (\$)	---	13.88	18.56	15.79	17.54	21.05	21.26	21.03	22.30	23.60
Inc Per Cap (\$)	---	-.56	-.07	-2.77	-2.60					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

KZAM	- KATR until 81
	KQDQ until 86
	Talk/BTFL until 78
	Country until 79
	MOR until 81
	Nost until 86
KQAK	- CHR until 80
	KBDF until 83
	KYKN until 85
	Old/AC until 82
	News/Talk until 84
KSND-F	- BTFL until 77
KUGN-F	- KFMY until 78
	CHR until 80
KEED	- KASH until 85
	Oldies until 85

MAJOR STATION SALES

1971 KZAM		\$ 225,000
1971 KEED	Sold to Sterling	160,000
1973 KUGN	Sold to Obie	500,000
1973 KQAK	Sold to Mattco	225,000
1975 KSND-F	Sold to Sterling	88,000
1975 KEED		200,000
1976 KORE		151,000
1977 KZAM		135,000
1978 KQAK	Sold by Mattco	700,000
1978 KUGN-F		325,000
1979 KEED	Sold to Community Pacific	1,131,000
1979 KORE		160,000
1983 KZAM	Sold by Empire	270,000
1983 KQAK		350,000
1983 KZEL-F		1,050,000
1984 KORE		177,500
1985 KEED/KSND-F	From Sterling to Comm Service	1,400,000
1985 KZEL-F	Sold to Pappas	2,273,000
1986 KBMC-F		950,000

EVANSVILLE

	SPG	12+ METRO SHARE											SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85	86	
WIKY-F (M/E)	---	25.7	36.4	25.6	19.9	26.3	20.1	20.8	23.9	25.6	31.4	25.7	---	28.7	33.8	27.0	29.5	36.8	28.7	39.1	33.9		
WGBF (AC)	---	24.1	26.1	24.0	22.8	21.3	17.6	16.7	8.7	8.1	4.7	5.0	---	42.9	42.7	42.3	35.4	26.3	18.5	17.3	12.1		
WKDQ-F (R)	---	9.7	7.2	9.9	15.3	7.7	17.3	15.9	9.6	9.4	8.5	8.3	---	28.5	22.6	33.0	35.7	29.8	25.5	25.6	24.1		
WROZ (C)	---	12.2	8.3	11.0	10.4	9.6	9.5	8.5	13.5	8.8	4.2	9.6	---	22.9	18.5	18.9	19.5	23.2	14.2	16.5	17.2		
WVHI (G)	---	6.6	.8	4.2	2.0	3.7	5.4	6.8	1.1	2.0	2.4	---	---	8.5	12.3	16.1	13.9	4.0	---	5.7	---		
WBKR-F (C)	---	1.7	1.7	2.3	4.0	3.2	5.1	4.8	6.5	2.0	2.9	5.5	---	8.4	6.8	10.5	10.0	11.8	6.2	6.9	9.8		
WSTO-F (R)	---	1.7	1.7	1.6	4.0	2.7	1.4	1.7	9.8	14.2	13.1	20.7	---	5.8	5.5	4.2	6.6	24.2	27.0	32.8	37.1		
WSON (BB)	---	4.7	3.1	3.4	5.8	1.9	3.3	3.1	3.0	.7	1.8	1.5	---	6.1	---	7.6	7.1	---	4.0	3.2	2.3		
WYNG-F (C)	---	.6	1.7	2.1	1.2	3.2	.5	1.2	5.4	11.4	17.6	11.8	---	---	---	---	4.6	14.3	17.4	21.9	21.5		
WGBF-F (R)	---	---	---	.5	.6	3.5	5.7	3.9	4.1	5.3	4.2	2.8	---	---	7.1	10.7	9.6	12.1	13.7	15.9	11.5		

ONE BOOK PER YEAR IN THIS MARKET

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	---	15.2	15.3	16.3	14.6	15.5	14.5	15.9	17.5	17.3	19.0	16.8	1984	WIKY-F	\$2,260,000
FM Share (%)	---	36.34	46.99	47.34	50.93	52.27	57.51	59.52	70.42	77.42	84.71	81.30	1985	WIKY-F	\$2,400,000
Stations			14	15	13	13	16	15	14	15	11	12			
Diaries						554	701	696	639	659	664	740			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	36	42	46	40	43	45	30	CHR 30	28	34	WIKY-F+ (36.4, S77)	
MOR/AC	46	36	25	31	26	39	MOR 26	AOR 3	--	--	Highest Metro 1/4 HR AVG: WIKY-F (141, S85)	
COUNTRY	14	18	22	20	26	15	AC 16	30	35	28	Highest TSA 1/4 HR AVG: WSTO-F (212, S86)	
BTFL/EZ	2	4	6	--	2	--	28	9	5	5	Highest TSA Cume: WSTO-F (2163, S86)	
NEWS/TALK	--	--	--	--	--	--	--	1	--	--	Highest Metro Cume Rating: WGBF (42.9, S79)	
BLACK/URBAN	--	--	--	--	--	--	--	--	--	--		
NOSTALGIA	--	--	--	--	--	--	--	--	2	2		
SPANISH	--	--	--	--	--	--	--	--	--	--		
RELIGION/GOSPEL	2	2	1	3	1	1	--	--	3	1		
CLASSICAL	--	--	--	--	--	--	--	--	--	--		

#1 STATIONS, 12+ METRO SHARE

WGBF S79  
WIKY-F All other periods

STATION NOTES

(Major call letter and format changes)

- WGBF - AC by 1982
- WSTO-F - BTFL until 82
- WVHI - WJPS until 80
- WKKR until 83
- MOR until 80
- Country until 83
- WSON - AC or Oldies until 84
- WGBF-F - WHKC until 86
- WYNG-F - WVHI-F until 82
- Religion until 82

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.34	3.24	4.83	5.26	5.47	6.3	6.5	6.9	7.7	8.4
Income (millions)	.29	.11	.50	.53	.18					
Nat Rev (millions)	.28	.29	.47	.47	.61					
Rev Per Cap (\$)	---	11.16	16.24	17.40	17.47	22.42	23.05	24.38	27.11	29.47
Inc Per Cap (\$)	---	.38	1.67	1.74	.56					
Profit Margin	8.3	3.4	10.3	10.0	3.2					

\* Independent FM's and FM's reporting separately are not included

MAJOR STATION SALES

1975	WGBF	Sold to Bloomington	\$ 750,000
1979	WSON, WKDQ-F (84%)		1,344,000
1979	WGBF-F	Sold to Vern Nolte	250,000
1981	WROZ	From Fuqua to South Central	1,000,000
1984	WVJS/WSTO-F (Owensboro)		3,000,000
1984	WSON/WKDQ-F (Henderson)	Sold to Nininger	2,625,000
1985	WGBF, WSBF-F	Sold by Vern Nolte	1,250,000

FARGO

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
KFGO (C)	22.7	24.9	25.6	28.5	22.4	22.8	21.1	15.5	21.7	19.3	17.7	15.3	KFGO	38.0	34.2	36.2	30.4	36.0	30.6	30.5	24.7
KQWB (AC)	15.3	11.2	7.7	9.1	15.3	16.8	17.3	12.9	8.3	7.3	6.1	6.0	KQWB	34.5	35.3	37.4	34.8	27.5	19.8	16.1	15.2
KQWB-F (A)	8.5	8.3	11.5	12.1	11.7	15.2	15.1	23.2	17.1	13.8	12.1	13.5	WQWB-F	25.7	32.7	29.9	43.1	32.4	27.7	25.4	25.0
WDAY (C)	17.6	18.3	21.8	17.6	15.8	10.3	11.4	8.8	7.4	11.0	11.1	11.6	WDAY	35.2	30.5	28.6	23.1	22.9	22.9	24.2	25.9
WDAY-F (R)	8.0	6.5	8.3	8.5	10.2	13.6	8.6	9.3	17.1	10.1	12.6	14.9	WDAY-F	19.0	21.0	18.6	16.6	39.6	27.5	32.5	32.0
KVOX (BB)	13.6	18.3	14.7	13.3	10.2	6.5	7.6	6.7	3.7	5.0	4.0	2.3	KVOX	34.3	24.3	24.7	24.6	16.8	11.1	12.6	8.7
KVOX-F (C)	5.7	3.0	3.0	3.6	3.1	7.6	10.8	11.9	13.4	9.6	13.1	11.6	KVOX-F	11.0	15.8	15.9	22.7	24.1	21.1	25.3	21.9
KFGO-F (E)	---	---	---	---	---	---	---	---	---	4.1	6.1	5.1	KFGO-F	---	---	---	---	---	13.4	14.5	12.6
KLTA-F (AC)	---	---	---	---	---	---	---	---	---	5.5	3.5	9.8	KLTA-F	---	---	---	---	---	11.4	15.4	15.6

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.1	14.8	14.6	14.7	17.5	16.1	16.0	16.6	18.1	18.0	16.1	17.5	1984	KFGO	NA
FM Share (%)	24.11	19.35	25.34	25.64	27.68	39.18	37.43	50.87	54.59	51.30	54.91	60.82	1985	KFGO	\$1,600,000
Stations			7	8	8	7	8	8	8	10	11	9			
Diaries						618	528	520	684	608	627	577			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:			
CHR/AOR/CONTEMP	39	40	41	42	36	42	49	18	15	17	KFGO (28.5, S78)			
								AOR	16	14	15	KFGO (47, S83)		
MOR/AC	25	19	18	15	8	8	MOR	---	---	---	KFGO (143, S83)			
							AC	4	13	18	KFGO (1471, S79)			
COUNTRY	27	32	30	33	47	41	47	48	49	45	KQWB-F (43.1, S82)			
BTFL/EZ	9	9	11	11	9	10	---	---	---	6				
NEWS/TALK	---	---	---	---	---	---	---	---	---	---				
BLACK/URBAN	---	---	---	---	---	---	---	6	5	---				
NOSTALGIA	---	---	---	---	---	---	---	---	---	---	KQWB-F S82			
SPANISH	---	---	---	---	---	---	---	---	---	---	KFGO All other rating periods			
RELIGION/GOSPEL	---	---	---	---	---	---	---	---	---	---				
CLASSICAL	---	---	---	---	---	---	---	---	---	---				

#1 STATIONS, 12+ METRO SHARE

KQWB-F S82  
KFGO All other rating periods

STATION NOTES

(Major call letter and format changes)

- KVOX - Gradual shift to AC by 82  
Began nostalgia in 84  
Country in 86
- WDAY-F - BTFL until 83
- KQWB - Shift to AC by 84
- KVOX-F - KIDA until 78  
MOR until 78  
Contemp until 79
- KQWB-F - KWIM until 76

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.90	3.21	3.69	4.26	4.87	5.4	5.7	6.0	6.6	6.3
Income (millions)	.35	.33	.16	.007	-.05					
Nat Rev (millions)	.47	.50	.62	.73	.86					
Rev Per Cap (\$)	---	23.82	27.08	31.02	34.83	38.30	39.86	41.38	45.21	42.86
Inc Per Cap (\$)	---	2.44	1.19	.05	-.33					
Profit Margin	12.1	10.2	4.4	0.2	---					

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1974	KVOX A/F		\$ 325,000
1978	KVOX A/F	Sold To Forward	1,085,000
1984	KQWB A/F	From Midwest to Brill	5,000,000
1986	KFGO-F	Sold to Comm. Properties	1,200,000



FAYETTEVILLE, NC

	SPG	12+ METRO SHARE											SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85	86
		WQSM-F (R)	---	---	---	26.9	20.3	23.2	25.8	19.9	19.0	16.4		23.1	12.7	WQSM-F	42.5	43.4	45.8	43.3	41.8	38.1
WIDU (B)	---	---	---	9.2	13.4	14.6	5.5	14.6	3.2	5.0	5.7	5.7	WIDU	21.6	19.8	12.5	21.8	---	10.4	8.6	9.1	
WFNC (C)	---	---	---	9.2	8.4	10.1	10.5	11.4	12.3	10.0	9.3	6.9	WFNC	20.3	18.9	20.6	24.8	24.3	18.9	18.9	16.2	
WFLB (AC)	---	---	---	13.1	12.3	10.1	8.0	9.0	3.2	5.0	5.7	2.1	WFLB	34.8	30.0	21.4	28.3	15.2	11.0	8.0	3.8	
WRZK (A)	---	---	---	1.8	1.5	.7	8.4	7.7	4.0	.6	1.2	1.2	WRZK	---	---	13.4	19.0	---	3.1	3.7	2.0	
WFAI (BB)	---	---	---	8.8	8.8	10.1	8.4	5.1	6.2	6.1	3.0	2.1	WFAI	23.9	19.1	19.2	15.4	---	13.3	9.4	5.6	
WSTS-F (G)	---	---	---	2.1	2.3	2.6	2.5	2.9	1.1	2.8	1.2	2.1	WSTS-F	6.8	6.9	6.8	8.0	5.6	6.1	5.5	7.2	
WRAL-F (AC)	---	---	---	11.7	4.2	7.9	9.5	7.4	8.6	7.2	9.9	8.4	WRAL-F	15.0	22.2	21.5	22.3	23.7	23.0	22.9	18.1	
WQDR-F (C)	---	---	---	1.8	16.1	9.0	13.1	9.8	10.7	6.4	6.6	3.3	WQDR-F	21.1	17.4	22.3	17.2	20.8	16.0	14.3	9.8	
WYLT-F (AC)	---	---	---	8.1	3.4	4.1	3.3	2.4	3.5	.8	1.8	2.4	WYLT-F	8.7	6.5	7.9	7.1	9.7	4.9	6.4	5.1	
WDCG-F (R)	---	---	---	---	---	---	---	---	2.7	8.3	5.1	3.6	WDCG-F	---	---	---	---	10.6	20.9	16.6	9.3	
WDKS-F (B)	---	---	---	---	---	---	---	---	2.1	15.8	20.6	16.2	WDKS-F	---	---	---	5.5	27.5	26.5	24.5	29.6	
WKML-F (C)	---	---	---	---	---	---	---	---	---	---	---	10.8	WKML-F	---	---	---	---	---	---	---	15.4	

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	---	---	---	14.8	14.1	14.6	14.5	19.4	18.1	17.5	15.9	15.7	1984 WQSM-F \$1,450,000
FM Share (%)	---	---	---	53.96	52.02	51.76	57.41	47.86	68.33	70.00	75.58	79.93	1985 WQSM-F \$1,800,000
Stations			---	11	12	13	11	12	13	14	15	16	
Diaries						618	498	757	738	618	757	612	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WQSM-F (26.9, S78)	
CHR/AOR/CONTEMP	--	59	57	53	59	50	45	CHR	27	34	21	Highest Metro 1/4 HR AVG:	WQSM-F (77, S85)
MOR/AC	--	1	1	--	--	1	MOR	AOR	8	3	5	Highest TSA 1/4 HR AVG:	WQSM-F (137, S81)
COUNTRY	--	19	18	22	20	19	15		2	3	2	Highest TSA Cume:	WQSM-F (1942, S81)
BTFLEZ	--	9	7	6	4	3	--		14	13	12	Highest Metro Cume Rating:	WQSM-F (45.8, S81)
NEWS/TALK	--	--	--	--	--	--	--		19	18	23		
BLACK/URBAN	--	10	14	15	14	24	25		--	1	--	#1 STATIONS, 12+ METRO SHARE	
NOSTALGIA	--	--	--	--	--	--	7		--	3	2	WIDO-F	S84
SPANISH	--	--	--	--	--	--	--		--	--	--	WDKS-F	S86
RELIGION/GOSPEL	--	2	2	3	3	3	1		--	1	2	WQSM-F	All others rating periods since 1979
CLASSICAL	--	--	--	--	--	--	--		--	--	--		

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.88	2.07	2.48	2.60	2.88	3.2	3.5	4.0	4.5	5.0
Income (millions)	.005	.14	.24	.31	.15					
Nat Rev (millions)	.28	.39	.47	.63	.67					
Rev Per Cap (\$)	---	8.72	10.48	10.58	11.40	12.80	13.67	15.33	17.11	18.87
Inc Per Cap (\$)	---	.58	1.03	1.26	.58					
Profit Margin	0.3	6.7	9.8	12.0	5.0					

STATION NOTES

(Major call letter and format changes)

- WRZK - WFBS until 84  
Black until 84
- WFLB - AC by 83
- WFAI - Nost until 85

\* Independent FM's and FM's reporting separately are not included

MAJOR STATION SALES

1974	WFLB		\$ 910,000
1977	WFLB		850,000 (?)
1981	WFLB	Sold to Ted Gray	1,150,000
1984	WFLB	Sold by Gray	900,000
1985	WIDO-F (Dunn)		1,200,000
1986	WFLB	Sold to Resort	959,000

FLINT

	<u>12+ METRO SHARE</u>											<u>12+ CUME RATINGS</u>									
	SPG											SPG									
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WWCK-F (A)	6.3	5.1	7.3	12.5	10.5	12.1	12.9	12.3	12.4	15.0	12.1	12.6	WWCK-F	17.4	23.3	23.8	26.2	25.7	28.9	26.9	24.8
WTRX (AC)	5.9	7.5	6.7	7.3	6.2	6.8	7.1	9.0	8.1	7.2	7.1	7.2	WTRX	18.2	18.6	19.4	22.7	21.3	20.3	21.0	19.0
WFDF (M)	13.3	10.7	12.6	9.6	8.2	6.6	6.1	5.5	4.2	1.3	3.0	1.7	WFDF	25.3	22.2	19.1	18.0	16.4	14.0	11.5	8.8
WKMF (C)	7.8	10.1	7.5	10.6	8.3	5.9	6.0	4.8	3.6	5.0	5.0	4.9	WKMF	12.9	---	---	10.2	10.6	10.7	11.2	11.2
WCRZ-F (AC)	11.5	9.9	9.6	9.6	9.0	9.7	8.8	7.6	6.6	11.5	17.7	19.4	WCRZ-F	16.2	14.1	18.5	14.9	15.3	13.2	31.1	35.4
WDZZ-F (B)	---	---	---	---	---	12.2	11.1	10.6	13.0	13.3	12.6	14.5	WDZZ-F	---	---	---	17.0	19.4	17.8	18.8	22.0
WTAC (C)	8.1	8.8	6.0	5.4	7.2	3.8	3.8	3.6	4.4	3.2	3.2	3.3	WTAC	22.4	15.9	15.6	11.2	10.1	9.1	10.6	10.0
WFLT (BB)	6.0	9.9	6.7	4.9	6.7	2.5	3.7	4.0	1.7	1.5	1.3	---	WFLT	---	---	---	4.8	3.9	2.9	1.6	---
WJR (M)	8.7	8.8	10.1	10.1	8.3	7.4	6.8	6.1	8.6	7.3	7.3	8.0	WJR	25.6	19.4	18.0	16.0	18.4	22.3	19.2	17.7
WFMK-F (AC)	---	.4	1.3	4.2	4.5	5.8	6.2	5.6	4.2	2.5	1.1	.3	WFMK-F	---	14.5	---	14.9	14.3	13.4	5.0	3.1
WGER-F (E)	---	---	---	---	---	---	3.6	4.2	3.5	3.2	6.5	5.9	WGER-F	---	---	---	10.2	7.1	6.3	10.6	11.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	17.1	16.5	14.7	16.7	14.6	15.3	16.9	18.1	17.8	17.2	17.1	16.2	1984 WWCK-F \$2,000,000	
FM Share (%)	30.49	28.78	37.55	43.53	41.59	56.29	57.82	60.88	62.61	67.85	66.19	70.04	1985 WCRZ-F \$2,800,000	
Stations			21	20	19		23	23	26	24	26	23	22	
Diaries							892	758	809	1028	793	967	971	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WCRZ-F (19.9, F85)
CHR/AOR/CONTEMP	25	27	38	33	29	28	29	CHR 3	3	4	Highest Metro 1/4 HR AVG:	WWCK-F (129, S84)
MOR/AC	37	32	21	29	26	27	MOR 16	AOR 23	15	14	Highest TSA 1/4 HR AVG:	WWCK-F (167, S84)
COUNTRY	9	5	11	10	14	14	AC 9	20	28	31	Highest TSA Cume:	WTAC (1919, S77)
BTFL/EZ	16	15	16	13	16	11	13	11	13	10	Highest Metro Cume Rating:	WCRZ-F (35.4, S86)
NEWS/TALK	--	1	1	1	1	1	12	10	8	7		
BLACK/URBAN	11	9	11	15	12	15	--	1	1	1		
NOSTALGIA	--	--	--	--	2	4	18	17	19	20		
SPANISH	--	--	--	--	--	--	2	1	1	1		
RELIGION/GOSPEL	--	1	2	1	1	--	--	--	--	--		
CLASSICAL	--	--	--	--	--	--	--	--	--	--		

#1 STATIONS, 12+ METRO SHARE

WFDF	S75, S76, S77
WWCK-F	S78, S79, F80, F81, S82, F83, S84
WDZZ-F	S80, F82, S83
WGMZ-F	S81
WCRZ-F	F84, S85, F85, S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	4.40	4.72	6.26	6.40	5.94	6.0	6.2	6.6	7.2	7.7
Income (millions)	.40	.98	1.27	1.12	.42					
Nat Rev (millions)	1.07	.90	1.32	1.37	1.56					
Rev Per Cap (\$)	---	9.15	11.92	12.19	11.34	13.67	14.16	15.07	16.40	17.54
Inc Per Cap (\$)	---	1.90	2.41	2.14	.80					
Profit Margin	9.0	20.8	20.3	17.6	7.0					

STATION NOTES

(Major call letter and format changes)

WCRZ-F	- WGMZ until 84
	BTFL until 84
WTAC	- CHR until 81
WFLT	- WAMM until 81
	Black until 81

MAJOR STATION SALES

1981	WWCK-F		\$ 365,000
1973	WTRX	Sold to Mid America	875,000
1974	WFDF		704,000 (?)
1975	WWCK-F	Sold to Reams	638,000
1983	WDZZ-F (72%)		500,000
1984	WKMF, WCRZ-F	Sold by Beck-Ross	NA
1984	WTRX	Sold by Mid America	1,550,000
1985	WFDF		700,000
1986	WTAC		400,000
1986	WKMF, WCRZ-F	Sold to Faircom	7,500,000

FORT WAYNE

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WOWO (M)	20.1	24.7	22.5	25.6	25.6	21.9	21.2	22.2	18.7		15.9	12.4	13.4	WOWO	57.7	61.9	54.7	54.1	47.1	45.0
WQHK (C)	18.0	14.8	15.4	15.4	9.8	9.6	13.8	13.4	10.6	10.7	9.3	9.0	WQHK	35.5	19.7	26.4	25.5	21.1	22.7	19.8	17.9	
WMEE-F (R)	21.9	19.6	20.0	18.8	15.5	14.5	14.9	13.5	16.7	22.2	25.3	23.0	WMEE-F	27.5	30.2	34.2	32.2	37.6	40.9	44.9	44.2	
WEZV-F (E)	1.1	1.3	1.9	1.4	8.8	14.5	12.3	11.9	10.8	10.1	10.2	9.2	WEZV-F	---	28.9	21.1	19.9	21.9	17.5	18.2	16.1	
WAJI-F (AC)	11.4	12.5	12.9	12.7	10.4	9.7	8.7	8.7	8.4	8.9	10.2	11.9	WAJI-F	30.6	27.6	26.3	24.8	23.6	17.0	18.7	23.5	
WEZR (BB)	7.1	5.8	5.5	6.0	3.3	4.0	2.2	3.1	5.5	4.9	2.0	.6	WEZR	14.3	---	---	8.4	10.8	8.8	7.8	4.0	
WXKE-F (A)	---	1.0	2.7	7.5	8.1	10.3	9.0	8.4	12.1	9.5	8.2	9.8	WXKE-F	15.7	14.4	16.6	13.5	22.4	19.5	18.1	17.8	
WGL (NT)	5.0	4.6	3.2	2.5	3.4	1.9	1.4	.6	1.1	2.2	3.2	4.6	WGL	9.8	---	9.2	4.1	5.1	7.3	7.5	11.8	
WBTU-F (C)	---	---	---	---	---	---	---	.4	---	1.8	3.7	4.4	WBTU-F	---	---	---	---	---	---	6.5	11.1	
WIOE-F (AC)	---	---	---	---	---	---	---	---	.6	---	2.3	1.9	WIOE-F	---	---	---	2.6	---	---	8.7	8.2	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.3	15.3	14.5	14.5	15.9	16.2	16.2	16.5	17.1	18.1	17.9	16.6	1984	WOWO	\$3,000,000
FM Share (%)	39.28	40.00	40.85	41.63	45.08	55.31	50.78	48.80	58.14	54.18	68.85	68.31	1985	WMEE-F	\$2,700,000
Stations			15	19	17	14	14	13	15	16	14	16			
Diaries						695	668	802	672	810	748	753			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	33	29	38	37	35	32	42	CHR 24	34	29	Highest Metro 1/4 HR AVG:	WOWO	(26.7, F79)
MOR/AC	30	38	33	32	30	3.4	MOR 20	AOR 10	9	11	Highest TSA 1/4 HR AVG:	WMEE-F	(135, S85)
COUNTRY	10	7	7	13	18	19	AC 3	24	14	16	Highest TSA Cume:	WOWO	(5654, F76)
BTFL/EZ	25	23	20	18	17	14	13	8	9	14	Highest Metro Cume Rating:	WOWO	(62.5, F79)
NEWS/TALK	---	---	---	---	---	---	---	---	2	5			
BLACK/URBAN	---	2	---	---	---	1	---	---	---	---			
NOSTALGIA	---	---	---	---	---	---	7	6	5	2			
SPANISH	---	---	---	---	---	---	---	---	---	---			
RELIGION/GOSPEL	---	1	---	---	1	---	1	1	---	---			
CLASSICAL	---	---	---	---	---	---	---	---	---	---			

#1 STATIONS, 12+ METRO SHARE

WOWO All periods F75 - F83  
 WMEE-F S75, S84 - S86

STATION NOTES

(Major call letter and format changes)

- WZRQ-F - WKSX until 85
- BTFL until 82
- AC until 85
- WXKE-F - MOR until 78
- WEZR - WLYV until 82
- WAFX until 85
- Country until 80
- Oldies until 82
- WAJI-F - WPTH until 82
- WFWQ until 85
- WGL - MOR until 84 (?)
- WIOE-F - CHR until 86
- WQHK - WMEE until 79
- CHR until 79
- WMEE-F - WMEF until 79
- BTFL until 79
- WEZV-F - WCMX until 79
- Black or Unknown until 79

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	4.82	5.68	6.32	6.42	6.83	7.2	7.3	7.4	7.7	8.1
Income (millions)	.46	.91	.96	.61	.04					
Nat Rev (millions)	.96	1.08	1.33	1.14	1.48					
Rev Per Cap (\$)	---	15.21	16.90	16.88	17.67	19.67	20.56	20.85	21.63	22.75
Inc Per Cap (\$)	---	2.43	2.60	1.61	.09					
Profit Margin	9.5	16.0	15.2	9.6	0.5					

MAJOR STATION SALES

1975	WEZR	Sold to Jack Nicklaus	\$ 778,000
1976	WFCV, WEZV-F		630,000
1979	WEZV-F	Sold to Fairfield	600,000
1980	WFCV	Sold to Bott	289,000
1982	WOWO	From Westinghouse to Price	6,000,000
1982	WXKE-F	Sold to Bob Taylor	1,000,000
1984	WZRQ-F (Columbia City)		489,000
1985	WIOE-F (Huntington)	Sold to Price Comm	250,000
1985	WEZR	Sold to Fairfield	350,000
1986	WZRQ-F		750,000

FRESNO

	12+ METRO SHARE												12+ CUME RATINGS							
	SPG						SPG													
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86
KYNO (BB)	14.4	13.5	14.3	10.1	5.7	4.0	2.2	---	2.0	3.2	2.5	2.8	---	18.9	13.6	10.8	7.4	10.3	7.6	6.0
KYNO-F (R)	3.9	8.4	7.9	5.5	6.5	8.0	10.4	12.3	9.2	9.6	9.6	9.2	24.7	20.3	20.9	23.8	25.1	28.0	28.1	25.0
KMJ (NT)	8.3	9.6	9.4	9.6	8.7	8.6	8.8	10.8	8.5	8.8	9.1	6.6	21.0	19.5	22.1	18.5	17.9	19.0	17.5	15.6
KFYE-F (AC)	6.3	5.3	7.0	11.7	7.4	8.4	8.4	7.8	6.2	5.3	4.7	5.2	20.9	19.0	19.2	20.8	19.9	14.4	15.1	12.3
KKNU-F (AC)	13.5	13.9	8.6	10.0	11.2	9.6	10.5	8.4	6.6	6.2	4.4	4.5	20.2	16.2	17.7	13.9	13.7	12.8	10.3	10.2
KKDJ-F (A)	---	---	---	---	---	5.0	4.2	5.2	10.9	10.6	8.3	7.3	---	---	11.9	11.3	17.6	19.2	16.2	13.8
KFIG-F (AC)	7.4	4.4	4.8	3.1	5.2	5.3	4.9	5.9	5.6	4.8	4.8	3.6	15.9	---	13.7	12.3	15.8	11.8	13.6	12.5
KMAK (NT)	9.0	10.6	6.1	6.4	8.0	6.4	5.1	5.2	4.7	3.1	2.0	1.4	14.5	16.4	---	10.1	8.9	6.9	8.0	5.3
KGST (S)	3.9	4.8	3.8	2.9	4.0	3.6	4.8	4.3	3.9	4.2	5.6	5.5	---	---	---	7.5	7.9	6.1	7.0	9.7
KFRE (C)	9.0	8.3	7.0	2.0	5.3	4.2	2.6	3.9	2.5	2.8	1.9	2.0	15.2	12.9	8.9	12.8	10.2	8.7	7.1	4.7
KFRE-F (C)	---	---	---	1.3	1.4	2.8	2.6	2.7	3.0	.9	1.9	2.3	---	---	---	8.4	8.5	4.6	4.2	6.2
KFIG (AC)	---	2.7	4.6	3.0	4.8	3.6	4.0	3.9	2.1	1.9	1.0	.7	13.3	---	---	10.5	8.7	6.2	4.7	4.3
KMGX-F (R)	---	---	3.0	7.6	8.0	4.1	2.4	1.6	5.9	5.9	5.7	6.9	17.1	14.8	9.6	6.6	18.3	18.5	14.7	18.5
KBOS-F (R)	---	---	---	.9	5.2	2.9	4.1	4.4	3.4	4.9	5.7	5.1	7.4	7.7	8.5	12.3	13.4	18.7	17.9	15.7
KXEX (S)	2.9	---	4.7	4.8	3.8	5.8	4.3	2.1	3.6	3.1	4.0	2.8	---	---	---	4.9	---	---	7.0	7.0
KOJY-F (E)	---	---	---	---	---	---	---	---	1.3	1.5	6.1	4.6	---	---	---	---	4.7	3.7	8.9	9.0
KNAX-F (C)	---	---	---	---	---	---	---	---	.8	2.4	4.0	4.5	6.0	---	---	---	4.6	6.9	7.0	11.2
KFSO-F (O)	---	---	---	---	---	---	---	---	---	---	---	2.8	---	---	---	---	---	---	---	8.7

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	16.2	14.6	15.5	15.2	15.8	15.3	17.9	16.4	17.7	19.8	16.9	17.6	1984 NA
FM Share (%)	36.57	35.80	39.03	40.75	50.60	53.48	57.58	56.20	65.56	59.53	68.19	67.50	1985 KFYE-F \$3,100,000
Stations			22	23	23	25	28	27	21	26	24	25	
Diaries						840	779	1005	770	870	1001	879	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	KYNO (16.3, S77)
CHR/AOR/CONTEMP	43	37	39	45	42	35	38	CHR 18	26	24	Highest Metro 1/4 HR AVG:	KYNO (93, S77)
MOR/AC	21	21	17	16	NA	16	MOR 3	AOR 18	10	8	Highest TSA 1/4 HR AVG:	KFYE-F (237, F81)
COUNTRY	12	12	16	17	--	10	AC 16	---	---	---	Highest TSA Cume:	KFYE-F (2596, F81)
BTFL/EZ	13	16	15	13	10	12	12	11	22	20	Highest Metro Cume Rating:	KYNO (28.2, F78)
NEWS/TALK	1	4	1	1	16	11	9	10	5	5		
BLACK/URBAN	--	--	--	--	11	--	--	11	9	10		
NOSTALGIA	--	--	--	--	--	4	2	4	--	8		
SPANISH	6	9	7	8	10	7	9	8	10	11		
RELIGION/GOSPEL	1	1	--	--	1	5	1	3	5	2		
CLASSICAL	--	--	--	--	--	--	--	--	--	--		

#1 STATIONS, 12+ METRO SHARE

- KYNO S75, S76, S77, F77
- KKNU-F F76, S79, F79, S80, F80, S81
- KFYE-F S78
- KIOY-F F78
- KYNO-F F81, S82
- KKDJ-F S83, F83, S84, F84
- KYNO-F S85, S86
- KMJ F85

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	5.96	6.94	8.25	7.07	8.82	11.3	12.2	13.5	14.9	16.6
Income (millions)	.12	.18	.75	.15	-.01					
Nat Rev (millions)	1.55	1.64	2.78	2.52	3.45					
Rev Per Cap (\$)	---	14.90	17.18	14.47	16.60	21.16	21.98	23.85	26.15	28.62
Inc Per Cap (\$)	---	.40	1.55	.31	.02					
Profit Margin	2.1	2.6	9.0	2.2	---					

STATION NOTES

(Major call letter and format changes)

- KYNO-F - KPHD until 76
- Country until 76
- KYNO - CHR until 81
- Oldies or Nost.
- KMJ - MOR until 80
- KFRE-F - BTFL until ?
- KFRY until 86
- KFYE-F - Became AC around 82
- KKNU-F - BTFL until 85
- KMAK - Country until 85
- KFRE - MOR until 83
- KFIG - KARM until 84
- Country until 80
- Oldies until 84
- KOJY - KLTA until 83
- KMGX - KIOY until 82

MAJOR STATION SALES

1971	KKNU-F					\$ 126,000
1971	KFYE-F	From Capital Cities				105,000
1971	KMAK	Sold by ASI				800,000
1973	KKNU-F	Sold to East West FM				202,000
1975	KFRE-F					290,000
1975	KFIG					450,000
1976	KFIG-F	Sold to Kadota				525,000
1976		Sold to Sunbelt				2,716,000
1980	KBOS-F (Tulare)					1,100,000
1980	KFIG	Sold to Davis/Weaver				1,500,000
1980	KFIG-F	From Kadota to Davis/Weaver				1,500,000
1981	KMGX-F (Hanford)	Sold by Gary Wilson				2,000,000
1982	KTED-F (Fowler)	Sold by Atsinger				700,000
1984	KYNO A/F	Sold to Brown				2,700,000
1984	KKNU-F					2,650,000
1984	KFYE-F	From Sunbelt to Affiliated				6,700,000
1985	KGST	Sold to Sotus				1,764,000
1985	KFRE, KFYE-F					4,500,000
1986	KMGX-F (Hanford)	Sold to ABS (never completed)				4,220,000
1986	KFYE-F	From Affiliated to EZ				9,700,000
1986	KMAK, KBOS-F	Sold to Sheftel				6,000,000
1986	KNGS, KLTK-F (Hanford)	From Sunrise to Liggett				2,800,000
1986	KMGX-F	Sold to Olympic				2,888,000

GRAND RAPIDS

	SPG	<u>12+ METRO SHARE</u>										SPG	<u>12+ CUME RATINGS</u>									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WOOD-F (E)	12.2	12.0	14.6	17.8	14.1	14.0	12.8	12.7	10.2		10.1	8.4	10.3	WOOD-F	28.2	30.7	26.1	29.9	22.6	20.8
WOOD (M)	14.9	18.1	13.4	14.8	11.7	13.1	8.3	10.1	11.4	10.0	7.5	8.6	WOOD	31.3	27.8	23.3	26.2	24.9	22.8	16.5	19.0	
WGRD-F (R)	14.3	13.6	16.6	14.1	9.7	7.5	7.4	7.6	6.4	8.7	10.2	5.2	WGRD-F	32.5	23.1	26.8	22.7	24.2	24.4	27.4	18.5	
WCUZ (C)	11.1	6.2	5.8	6.4	6.7	4.8	4.8	4.0	4.2	5.2	5.7	5.0	WCUZ	19.0	14.6	---	14.7	14.0	18.1	20.3	13.8	
WCUZ-F (C)	---	---	4.1	3.9	4.1	4.8	9.3	9.5	13.0	10.0	10.3	7.9	WCUZ-F	13.2	10.8	15.9	18.1	25.5	19.2	19.6	17.2	
WLAV-F (A)	4.0	7.0	5.8	7.0	9.1	11.2	13.7	13.3	11.9	10.9	10.1	11.0	WLAV-F	18.1	18.8	23.6	24.5	26.1	20.1	21.0	21.2	
WJFM-F (R)	1.9	1.9	2.2	1.1	5.2	6.1	5.8	6.4	6.0	2.3	2.4	2.4	WJFM-F	9.4	13.8	16.8	15.1	16.0	13.6	10.6	10.5	
WLHT-F (AC)	4.9	5.8	6.8	7.2	5.1	7.2	5.4	6.2	8.2	7.7	7.6	6.4	WLHT-F	---	14.5	14.5	14.2	22.8	17.2	20.7	16.9	
WKTH (O)	---	---	---	---	---	1.7	3.9	3.6	1.6	1.8	1.0	1.9	WKTH	---	---	---	6.5	3.5	---	2.6	4.3	
WFUR-F (G/E)	2.9	3.2	4.0	3.5	5.0	3.3	4.5	3.5	3.3	2.4	3.2	3.5	WFUR-F	---	---	---	11.6	10.6	8.5	8.2	8.5	
WMUS-F (C)	---	---	---	---	---	---	---	.9	1.8	4.0	6.0	5.4	WMUS-F	---	---	---	8.2	2.3	7.5	8.8	8.9	
WLAV (O)	3.4	3.1	3.3	1.4	1.9	2.3	2.2	1.7	1.9	1.4	1.3	1.0	WLAV	---	---	---	---	5.4	5.4	5.8	4.6	
WKLQ-F (R)	---	---	---	---	---	---	---	1.3	1.2	3.5	3.3	9.2	WKLQ-F	---	---	---	---	4.6	9.5	13.4	20.4	
WKWM (B)	---	---	---	---	---	---	---	1.8	2.1	1.8	1.6	1.2	WKWM	---	---	---	---	---	---	1.7	1.4	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	18.5	15.8	14.2	15.7	15.8	15.1	17.4	16.2	15.9	16.6	16.2	16.5	1984	WOOD A/F	\$3,800,000
FM Share (%)	45.87	51.46	59.30	61.39	68.19	66.36	68.94	70.68	74.10	68.66	74.28	76.29	1985	WOOD A/F	\$4,300,000
Stations			27	25	26	27	28	26	25	32	27	25			
Diaries						771	835	833	845	1000	908	1063			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>		
CHR/AOR/CONTEMP	37	44	43	38	32	30	32	CHR 15	19	18	Highest Metro 1/4 HR AVG:	WOOD-F	(20.1, F78)
MOR/AC	18	18	16	22	22	21	MOR 15	AOR 14	12	13	Highest TSA 1/4 HR AVG:	WOOD-F	(142, F78)
COUNTRY	13	11	14	12	17	15	AC 7	15	12	14	Highest TSA Cume:	WGRD-F+	(247, F78)
BTFL/EZ	27	24	23	24	21	24	21	23	29	22	Highest Metro Cume Rating:	WGRD-F+	(4003, F77)
NEWS/TALK	2	1	2	2	5	4	16	11	12	12			
BLACK/URBAN	--	--	--	--	--	2	2	2	1	1			
NOSTALGIA	--	--	--	--	--	3	2	--	--	--			
SPANISH	--	--	--	--	--	--	--	--	--	--			
RELIGION/GOSPEL	4	2	2	2	3	1	3	3	6	5			
CLASSICAL	--	--	--	--	--	--	--	--	--	--			

#1 STATIONS, 12+ METRO SHARE

WOOD	S75, S76, F76
WOOD-F	S77, F78, S79, F79, S80, F84
WGRD-F	F77, S78, S85
WLAV-F	F80, S81, F81, S82, F82, S83, S84, F85, S86
WCUZ-F	F83

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	6.24	7.42	8.68	9.54	10.55	12.1	13.0	14.0	15.4	17.0
Income (millions)	.72	.86	.87	.81	.53					
Nat Rev (millions)	.78	.84	1.53	1.51	1.88					
Rev Per Cap (\$)	---	12.86	14.98	16.13	17.30	19.90	21.31	22.76	24.72	27.07
Inc Per Cap (\$)	---	1.48	1.51	1.37	.88					
Profit Margin	11.6	11.5	10.1	8.5	5.1					

STATION NOTES

(Major call letter and format changes)

WLAV	- WLAV until 80 Contemp until 80 News/Talk until 83
WTWN	until 83
WLHT-F	- WZZM until 77 WZZR until 84 CHR until 84
WCUZ-F	- WMLW until 78 WFFX until 80 Soft Rock until 78 AOR until 80
WJFM-F	- AC until 84 CHR until 86

MAJOR STATION SALES

1970	WMAX		\$ 110,000
1971	WOOD A/F	From Time-Life to WOOD Inc	2,100,000
1973	WCUZ	From Fetzer to Federated	515,000
1977	WCUZ-F	Sold to Federated	500,000
1977	WLHT-F	Sold to Jim Morse	450,000
1980	WLHT-F	From Jim Morse to Liggett	1,380,000
1981	WYGR (Wyoming)		233,000
1981	WMAX	Sold to Epperson-Atsinger	475,000
1983	WLAV, WLAV-F	Sold to Adams	6,250,000
1983	WKLQ-F (Holland)	Sold to Bloomington	1,500,000
1984	WOOD A/F	Sold to Grace	9,000,000
1986	Wood A/F	From Grace to Surrey	19,250,000

GREEN BAY

	SPG	<u>12+ METRO SHARE</u>										SPG	<u>12+ CUME RATINGS</u>									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
WGEE (C)	20.2	20.4	18.6	16.5	22.5	22.7	18.1	23.4	17.9	19.1	15.9	14.3	WGEE	35.7	39.7	38.7	38.4	34.3	31.5	25.6	24.6	
WIXX-F (R)	6.1	4.7	16.2	23.9	18.6	21.3	20.4	17.4	17.1	19.5	23.8	22.7	WIXX-F	43.7	43.5	45.6	40.8	40.3	45.0	44.8	45.8	
WDUZ (M)	21.2	17.5	19.0	19.7	13.9	14.7	10.4	10.6	9.9	10.2	5.6	8.0	WDUZ	45.1	40.3	39.8	31.4	28.7	26.8	22.3	19.9	
WDUZ-F (E)	12.1	11.8	16.2	14.4	18.2	13.8	13.1	14.2	15.9	14.6	13.1	13.9	WDUZ-F	32.8	28.2	26.1	24.3	28.1	24.3	23.7	21.1	
WNFL (AC)	12.1	11.8	9.5	9.6	10.0	12.0	13.1	9.6	14.7	8.5	9.1	10.8	WNFL	30.7	33.7	32.7	29.6	31.4	25.5	23.6	23.6	
WAUN-F (BB)	---	---	2.9	2.7	1.7	.9	3.2	.9	1.2	1.6	1.6	.8	WAUN-F	4.1	4.2	4.4	2.9	2.9	3.6	3.8	2.8	
WAPL-F (A)	---	---	---	2.1	3.9	4.4	6.8	7.8	6.7	6.5	10.3	10.4	WAPL-F	---	---	---	19.2	18.6	16.5	19.9	24.8	
WKAU-F (R)	12.7	16.1	9.5	5.3	3.5	3.6	3.7	7.4	6.4	11.0	8.8	4.4	WKAU-F	15.1	12.1	17.0	20.8	20.1	23.6	25.4	20.5	
WJLW-F (C)	---	---	---	---	---	---	---	---	---	---	5.6	6.8	WJLW-F	---	---	---	---	---	---	---	11.7	13.8

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	16.1	15.7	15.5	13.4	16.2	15.6	15.5	15.2	17.2	16.7	17.0	16.8	1984	WIXX-F	\$1,800,000
FM Share (%)	26.28	24.34	40.59	45.60	45.45	44.65	50.00	46.60	51.48	56.90	64.02	64.07	1985	WIXX-F	\$2,000,000
Stations			12	13	12	11	12	12	14	13	12	12			
Diaries						521	501	617	510	634	608	595			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986		
CHR/AOR/CONTEMP	NA	34	29	33	34	35	33	CHR 32	34	29	Highest Metro Share: WIXX-F (23.9, S78)	
MOR/AC	NA	31	26	28	27	21	MOR 11	AOR 7	11	11	Highest Metro 1/4 HR AVG: WIXX-F (60, S85)	
COUNTRY	20	17	24	24	22	28	AC 16	9	10	12	Highest TSA 1/4 HR AVG: WIXX-F (183, S84)	
BTFL/EZ	17	15	19	15	14	15	21	23	23	23	Highest TSA Cume: WIXX-F (2377, S84)	
NEWS/TALK	---	---	---	---	---	---	---	---	---	---	Highest Metro Cume Rating: WIXX-F (45.8, S86)	
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---		
NOSTALGIA	3	3	2	1	4	1	1	2	2	1	#1 STATIONS, 12+ METRO SHARE	
SPANISH	---	---	---	---	---	---	---	---	---	---	WDUZ S75, S77	
RELIGION/GOSPEL	---	---	---	---	---	---	1	---	---	---	WGEE S76, S79, S80, S82, S83	
CLASSICAL	---	---	---	---	---	---	---	---	---	---	WIXX-F S78, S81, S84, S85, S86	

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.74	2.02	2.78	2.97	3.65	4.3	5.0	5.3	5.9	6.6
Income (millions)	.02	.13	.21	.11	.31					
Nat Rev (millions)	.35	.46	.63	.49	.72					
Rev Per Cap (\$)	---	11.29	15.31	16.31	20.51	24.02	27.77	29.28	32.42	36.07
Inc Per Cap (\$)	---	.71	1.16	.58	1.72					
Profit Margin	1.1	6.2	7.6	3.6	8.4					

STATION NOTES  
(Major call letter and format changes)

- WIXX-F - WBAY-F until 76
- WGEE - WBAY until 76
- WDUZ - CHR until about 79

\* Independent FM's and FM's reporting separately are not included

MAJOR STATION SALES

1973	WNFL	Sold to Communications Properties	\$ 312,500
1975	WGEE, WIXX-F	Sold by Norbertine Fathers	1,000,000
1986	WNFL	From Comm. Prop. to Win Com	1,800,000

GREENSBORO - WINSTON SALEM

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WTQR-F (C)	---	---	---	---	11.6	11.9	16.2	15.3	16.4		15.3	18.0	17.4	WTQR-F	17.6	25.4	28.0	26.2	28.8	27.4
WSJS (M)	---	---	---	---	8.7	8.0	7.1	5.5	6.3	6.7	6.7	6.9	WSJS	20.6	20.5	15.3	15.0	16.4	12.2	12.9	13.2	
WSEZ-F (R)	---	---	---	---	5.7	5.3	8.8	8.4	6.1	6.6	3.9	2.3	WSEZ-F	11.6	13.6	17.2	21.1	19.1	17.2	16.3	7.3	
WKZL-F (R)	---	---	---	---	7.9	9.9	8.2	7.7	5.0	7.4	10.3	5.5	WKZL-F	16.5	19.4	17.2	16.4	14.1	14.7	21.8	17.3	
WQMG-F (B)	---	---	---	---	4.6	5.7	6.1	8.3	8.9	9.4	6.2	6.2	WQMG-F	7.4	9.8	9.9	10.9	14.0	12.3	12.0	9.4	
WOJY-F (AC)	---	---	---	---	8.5	8.8	9.0	7.9	6.8	7.6	7.5	7.0	WOJY-F	19.2	18.0	17.4	16.1	16.6	17.2	14.7	16.7	
WAAA (B)	---	---	---	---	5.3	4.3	3.0	3.9	3.4	2.2	2.6	1.6	WAAA	7.9	---	---	7.8	5.8	5.4	7.0	4.4	
WMFR (BB)	---	---	---	---	2.5	2.3	1.9	2.2	2.1	2.5	2.6	.7	WMFR	---	---	---	5.5	4.7	5.2	4.3	2.7	
WKSI-F (R)	---	---	---	---	5.5	7.2	6.6	6.7	4.8	3.2	3.6	5.9	WKSI-F	15.3	14.9	16.5	18.8	16.4	10.5	8.1	17.8	
WEAL (B)	---	---	---	---	4.1	1.4	2.1	2.5	3.4	1.8	2.5	2.5	WEAL	---	---	---	5.2	7.1	4.6	---	3.2	
WPET (G)	---	---	---	---	3.3	1.3	.4	2.3	1.4	1.2	.6	.7	WPET	---	---	---	2.5	3.5	2.3	1.1	1.8	
WBIG (BB)	---	---	---	---	3.1	3.7	3.5	2.8	2.9	2.1	1.6	1.9	WBIG	7.8	11.0	9.5	8.1	7.1	5.7	3.5	5.4	
WAIR (B)	---	---	---	---	2.9	2.5	3.0	2.7	2.7	3.2	1.5	.8	WAIR	8.6	---	---	5.5	6.3	6.5	4.3	3.0	
WHPE-F (G)	---	---	---	---	2.1	3.2	1.3	1.4	2.1	1.7	1.5	1.0	WHPE-F	---	---	---	3.4	3.7	2.5	3.1	3.0	
WKLM-F (E)	---	---	---	---	---	---	---	---	---	---	1.5	1.2	WKLM-F	---	---	---	---	---	---	2.3	3.8	
WMAG-F (AC)	---	---	---	---	---	---	---	.8	5.4	8.1	8.4	6.1	WMAG-F	---	---	---	2.8	9.2	20.5	19.2	17.4	
WKRR-F (A)	---	---	---	---	---	---	---	---	---	---	---	7.8	WKRR-F	---	---	---	---	---	---	---	12.4	

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

Note: Prior to 1979 Greensboro and Winston-Salem had separate rating books. This report includes only data from the combined markets.

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	---	---	---	---	15.3	14.3	15.5	18.1	18.8	17.9	17.4	18.2	1984 WTQR-F \$3,500,000
FM Share (%)	---	---	---	---	56.51	65.12	68.91	68.87	68.55	72.39	75.00	76.82	1985 WTQR-F \$4,200,000
Stations					29	29	35	35	32	31	33	34	
Diaries						1176	1151	1214	887	1135	1248	1368	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WTQR-F (19.1, F85)	
CHR/AOR/CONTEMP	--	--	36	37	27	31	21	CHR	14	22	13	Highest Metro 1/4 HR AVG:	WTQR-F (243, F85)
MOR/AC	--	--	20	21	19	13	MOR	5	5	8	10	Highest TSA 1/4 HR AVG:	WTQR-F (404, S84)
COUNTRY	--	--	14	16	22	22	AC	6	11	19	19	Highest TSA Cume:	WTQR-F (4333, F85)
BTFL/EZ	--	--	10	12	11	9		23	22	23	25	Highest Metro Cume Rating:	WTQR-F (32.3, F85)
NEWS/TALK	--	--						8	9	1	1		
BLACK/URBAN	--	--	10	8	15	17		6	5	--	--	#1 STATIONS, 12+ METRO SHARE	
NOSTALGIA	--	--		2	1	3		21	18	17	16	WTQR-F All rating periods since 79	
SPANISH	--	--						4	3	4	3		
RELIGION/GOSPEL	--	--	7	5	4	6		--	--	--	--		
CLASSICAL	--	--						6	6	6	5		

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	7.67	8.77	9.67	9.87	12.19	13.4	14.4	15.3	16.4	18.0
Income (millions)	.72	1.09	1.13	.70	-.68					
Nat Rev (millions)	1.01	.96	1.28	1.50	2.03					
Rev Per Cap (\$)	---	11.13	12.17	12.42	14.42	15.67	16.36	17.27	18.39	20.00
Inc Per Cap (\$)	---	1.39	1.42	.88	-.81					
Profit Margin	9.3	12.5	11.7	7.1	---					

STATION NOTES

(Major call letter and format changes)

- WBIG - AC until 82
- WMAG-F - WMFR until 84  
AC as of 84
- WMFR - MOR until 84
- WOJY-F - WGLD until 85  
BTFL until 85
- WKZL-F - AOR until 84

MAJOR STATION SALES

1972	WAAA, WKZL-F	\$ 483,000
1973	WKSI-F	315,000
1973	WTOB	Sold by Southern to Woods
1974	WHPE A/F	approx. 500,000
1975	WGLD, WOJY-F	Sold to Mann Media 400,000
1976	WSMX	Sold by Epperson 565,000
1979	WKSI-F	3,475,000
1979	WAAA	1,040,000
1981	WKZL-F	Sold to Nationwide 5,000,000
1982	WMFR, WMAG-F	Sold to Voyager 2,300,000
1984	WPET, WKSI-F	7,600,000
1986	WAIR A/F	Sold to Monte Lang 6,000,000

GREENVILLE - NEW BERN - WASHINGTON

	12+ METRO SHARE											12+ CUME RATINGS										
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86		
WDLX-F (R)	---	---	---	13.8	10.6	10.0	11.7	12.2	9.7	12.8	8.6	7.9	WDLX-F	26.1	24.1	22.7	28.5	30.2	26.2	21.2	21.2	
WQDW-F (B)	---	---	---	11.4	14.5	13.8	18.6	15.8	19.0	18.2	16.5	10.1	WQDW-F	19.5	16.2	21.2	19.6	25.2	24.4	27.3	18.9	
WSFL-F (R)	---	---	---	8.6	13.1	13.5	8.2	10.3	13.9	12.3	5.9	7.3	WSFL-F	27.1	28.2	21.3	26.7	28.5	26.6	19.0	19.1	
WAZZ-F (C)	---	---	---	5.2	4.2	9.0	10.1	9.3	10.2	8.3	6.9	7.6	WAZZ-F	11.3	15.0	15.8	18.8	19.4	19.9	16.2	14.1	
WNCT-F (C)	---	---	---	6.6	7.8	5.2	8.8	8.2	8.6	8.8	8.1	10.3	WNCT-F	14.3	10.7	14.0	13.1	16.3	15.3	15.2	15.1	
WRNS-F (C)	---	---	---	7.6	6.4	8.7	3.5	6.8	5.8	3.5	6.6	10.9	WRNS-F	13.4	9.4	---	10.0	8.9	8.0	10.6	15.4	
WELS (C)	---	---	---	2.8	3.2	6.2	2.2	2.7	3.0	3.7	4.2	1.9	WELS	---	---	---	5.8	---	5.2	8.6	3.2	
WFTC (AC)	---	---	---	3.4	2.8	6.2	2.8	2.4	1.2	.5	.7	.3	WFTC	---	11.1	---	6.5	5.5	3.6	3.3	1.3	
WRQR-F (R)	---	---	---	---	2.1	---	3.5	2.4	1.9	2.4	.7	1.9	WRQR-F	---	---	---	8.9	9.2	6.7	6.6	5.5	3.2
WKTC-F (C)	---	---	---	2.8	3.9	.7	1.6	1.4	2.6	1.6	1.7	.5	WKTC-F	7.7	3.6	4.9	4.6	7.3	6.6	4.8	1.5	
WRAL-F (AC)	---	---	---	.7	3.5	4.2	3.8	4.1	1.9	5.1	10.6	2.4	WRAL-F	7.4	11.9	13.5	10.3	7.8	12.5	17.8	---	
WRDU-F (B)	---	---	---	---	---	---	---	---	---	---	5.9	3.9	WRDU-F	---	---	---	---	---	---	9.2	7.1	
WZYC-F (A)	---	---	---	---	---	---	---	---	---	1.3	2.2	7.7	WZYC-F	---	---	---	---	---	4.0	4.9	13.8	

ONE RATING BOOK PER YEAR BEGINNING IN 1978

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	---	---	---	13.1	12.9	13.0	13.7	15.9	17.8	15.6	16.9	16.0	1984	NA
FM Share (%)	---	---	---	67.42	78.00	77.48	85.61	83.73	82.72	86.90	88.12	89.97	1985	NA
Stations			---	21	24	19	22	26	22	22	22	32		
Diaries						528	738	810	730	770	657	1063		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	--	48	44	45	33	36	29	CHR 34	19	19	Highest Metro 1/4 HR AVG:	WQDW-F (19.0, S83)
MOR/AC	--	5	3	2	5	4	MOR 4	AOR 2	9	18	Highest TSA 1/4 HR AVG:	WRAL-F (137, S84)
COUNTRY	--	20	20	28	24	26	AC 1	6	13	5	Highest TSA Cume:	WITN-F (1784, S83)
BTFL/EZ	--	9	9	6	11	10	10	10	---	11	Highest Metro Cume Rating:	WITN-F (30.2, S83)
NEWS/TALK	--	---	---	---	---	---	---	---	---	---		
BLACK/URBAN	--	15	20	20	23	19	22	22	20	15		
NOSTALGIA	--	---	---	---	---	---	---	---	---	1		
SPANISH	--	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	--	---	---	---	5	4	2	3	4	1		
CLASSICAL	--	---	---	---	---	---	---	---	---	---		

#1 STATIONS, 12+ METRO SHARE

- WITN-F S78
- WQDW-F S79, S80, S81, S82, S83, S84, S85
- WRNS-F S86

FINANCIAL DATA

FCC Data  
Net Dollars

Duncan Estimates  
Gross Dollars

1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
------	------	------	------	------	------	------	------	------	------

Revenue (millions)  
Income (millions)  
Nat Rev (millions)  
Rev Per Cap (\$)  
Inc Per Cap (\$)  
Profit Margin

FINANCIAL DATA NOT AVAILABLE FOR THIS MARKET

STATION NOTES

(Major call letter and format changes)

- WAZZ-F - WRBK until 80  
CHR until 80
- WFTC - Contemp/AC until 82  
Country until 84 (?)
- WDLX-F - WITN until 85

Other stations - See Raleigh

MAJOR STATION SALES

1974	WBZQ		\$ 132,000
1980	WRNB, WAZZ-F	Sold by Ted Gray to Interstate	790,000
1986	WAZZ-F	Sold by Interstate	1,500,000
1986	WWMG, WSFL-F	Sold to Caravelle	2,225,000
1986	WISP, WQDW-F	Sold by Caravelle	1,600,000



GREENVILLE - SPARTANBURG, SC

12+ METRO SHARE

12+ CUME RATINGS

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WFBC (M)	11.3	12.5	11.6	8.6	6.2	4.9	3.9	4.1	2.4	4.0	3.1	2.9	WFBC	17.7	17.4	15.4	13.4	9.5	10.4	8.7	7.9
WFBC-F (AC)	16.8	12.8	17.8	13.7	14.7	12.1	10.2	10.0	10.3	12.8	11.0	19.4	WFBC-F	28.6	24.5	25.1	23.8	25.7	29.9	24.4	32.1
WESC-F (C)	2.2	2.7	3.4	4.6	8.0	12.1	12.5	13.2	12.1	12.2	13.6	10.3	WESC-F	14.7	16.9	21.4	23.7	24.3	25.6	23.6	21.8
WHYZ (B)	9.6	7.7	7.4	4.1	6.3	8.6	7.6	12.6	8.6	6.3	8.9	7.2	WHYZ	---	---	---	11.3	10.6	9.0	10.9	9.1
WSPA (M)	6.1	6.5	5.2	8.2	4.7	4.4	5.3	3.5	2.5	2.8	2.8	1.9	WSPA	14.5	12.7	12.4	11.3	9.9	6.5	8.4	5.5
WSPA-F (E)	4.6	4.1	13.7	11.7	9.9	10.2	9.2	8.9	8.5	8.8	8.1	7.0	WSPA-F	18.3	19.3	16.9	17.4	18.6	16.2	18.7	14.3
WASC (B)	---	---	4.3	---	4.4	2.8	3.6	4.9	4.7	4.4	4.2	3.5	WASC	---	---	---	5.0	5.5	6.1	5.1	4.7
WORD (AC)	13.7	13.7	9.8	9.9	8.9	4.0	4.4	2.2	3.3	3.5	2.6	3.9	WORD	20.3	13.1	13.5	9.5	9.4	10.4	6.9	8.1
WESC (C)	8.3	7.7	8.1	4.7	5.0	4.1	4.5	2.8	3.6	3.8	2.5	1.3	WESC	11.8	11.9	10.0	11.8	11.4	8.6	5.9	4.7
WGSL (G)	8.6	10.2	7.0	9.8	6.2	5.6	4.2	1.3	1.5	.5	.2	1.2	WGSL	18.1	16.4	---	8.1	---	---	1.1	2.2
WCKN-F (R)	---	---	---	---	2.7	1.4	2.7	5.2	7.3	5.2	6.4	6.3	WCKN-F	---	---	7.6	11.7	18.1	17.4	18.3	19.2
WKDY (C)	2.2	---	---	---	1.0	2.2	1.3	1.7	.7	1.0	.3	.7	WKDY	---	---	---	5.2	3.2	3.0	2.0	2.1
WSSL-F (C)	---	---	---	5.3	6.2	5.4	3.9	5.9	9.5	9.0	7.7	10.2	WSSL-F	16.0	10.2	11.0	9.2	20.3	19.2	15.9	19.7
WANS-F (R)	---	---	---	---	2.3	8.0	10.3	8.6	8.8	10.5	8.1	5.7	WANS-F	5.6	15.2	21.0	20.5	20.3	23.3	25.1	21.7
WKSF-F (R)	---	---	---	---	---	---	---	1.4	1.4	1.9	5.0	3.4	WKSF-F	---	---	---	3.9	4.3	4.5	12.3	11.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.7	16.8	16.5	17.1	15.7	15.8	15.7	17.3	17.9	17.9	18.2	17.0	1984	WFBC-F	\$3,500,000
FM Share (%)	31.82	27.47	38.95	41.88	51.05	55.73	57.31	56.31	67.06	69.93	68.87	74.71	1985	WFBC-F	\$4,500,000
Stations			18	19	24	22	23	25	26	26	23	21			
Diaries						598	962	880	880	1060	1148	1007			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	37	38	38	36	36	29	32	CHR	16	24	19	WFBC-F (19.4, S86)
MOR/AC	18	24	18	16	14	8	MOR	5	3	6	5	WFBC-F (167, S86)
COUNTRY	14	13	18	21	22	25	AC	19	14	28		WFBC-F (310, S76)
BTFL/EZ	15	15	13	14	12	11		32	27	25		WFBC-F (3522, S77)
NEWS/TALK	---	---	---	---	---	---		2	---	---	---	Highest Metro Cume Rating:
BLACK/URBAN	12	8	11	13	11	18		13	16	12		WFBC-F (32.1, S86)
NOSTALGIA	---	---	---	---	2	4		1	---	---	---	
SPANISH	---	---	---	---	---	---		3	2	4	2	
RELIGION/GOSPEL	---	---	---	---	---	---		---	---	---	---	
CLASSICAL	---	---	---	---	---	---		---	---	---	---	

#1 STATIONS, 12+ METRO SHARE

- WFBC-F S75, S77, S78, S79, S80, F84, S86
- WORD S76
- WESC-F S80, S81 (T), F81, S82, F82, S83, S84, S85, F85
- WANS-F S81 (T)
- WHYZ F82

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	5.9	6.4	7.6	7.9	8.7	10.0	10.7	11.4	14.4	16.3
Income (millions)	.9	.9	1.1	1.0	1.2					
Nat Rev (millions)	1.0	1.2	1.2	1.4	1.6					
Rev Per Cap (\$)	---	11.69	13.78	14.25	14.87	17.15	18.07	19.03	23.80	26.63
Inc Per Cap (\$)	---	1.63	1.92	2.51	1.98					
Profit Margin	14.6	14.0	13.9	12.6	13.3					

STATION NOTES

(Major call letter and format changes)

- WGSL - WQOK until 82
- WGVL until 84
- WSSL until 85
- Country until 85
- Contemp until 82
- Nost. until 84
- Country until 85
- WSSL-F - WGVL until 81
- WFBC-F - From Contemp to AC by 83
- WCKN-F - WAIM until 82

MAJOR STATION SALES

1970	WHYZ		\$ 300,000
1971	WKDY	Sold to Capitol (Johnson)	160,000
1971	WORD		253,000
1975	WORD	Sold to Brooks	1,800,000
1981	WSSL-F	Sold to Keymarket	2,500,000
1982	WHYZ		455,000
1982	WGSL	Sold to Keymarket	750,000
1983	WKDY	Sold by Capitol (Johnson)	600,000
1983	WAIM, WCKN-F (Anderson)		2,400,000
1985	WGSL, WSSL-F	From Keymarket to Sterling Comm	NA

HARRISBURG

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WHP (M)	20.3	17.6	17.5	15.5	18.8	17.0	16.1	12.0	10.9		10.3	7.6	5.9	WHP	39.6	34.8	32.6	28.4	24.0	23.7
WHP-F (E)	7.1	12.0	11.5	12.8	14.1	13.3	12.4	10.5	12.5	10.5	10.9	10.1	WHP-F	26.1	26.1	23.3	20.8	23.0	22.0	19.0	19.5	
WKBO (AC)	14.7	17.2	17.0	13.9	9.9	5.5	7.0	5.5	7.0	7.0	3.2	2.7	WKBO	24.7	20.3	23.8	16.3	16.9	16.9	12.0	7.6	
WQXA-F (R)	---	4.8	3.6	3.7	5.6	5.8	4.9	6.4	6.5	5.3	5.5	4.7	WQXA-F	15.3	15.1	13.2	15.5	15.8	12.6	13.4	15.1	
WSFM-F (AC)	4.3	2.1	6.4	11.3	8.8	5.3	5.2	7.5	6.3	8.9	5.7	4.4	WSFM-F	21.0	13.8	15.7	14.3	17.1	15.5	13.7	11.6	
WNNK-F (R)	---	---	1.4	4.1	4.0	5.1	10.6	11.6	10.8	12.4	17.0	14.0	WNNK-F	12.1	---	20.1	20.2	20.9	22.4	34.6	28.5	
WCMB (AC)	7.2	8.8	6.9	2.5	3.5	3.0	4.9	4.9	3.6	4.4	3.0	3.4	WCMB	---	---	17.7	11.4	9.7	10.6	7.6	7.4	
WHYL A/F (C)	8.2	9.5	7.3	5.7	6.9	7.6	6.0	6.8	7.4	4.7	3.4	4.9	WHYL A/F	---	---	---	14.1	12.0	10.7	7.8	9.7	
WTPA-F (A)	---	---	---	1.9	2.8	3.0	3.2	1.8	1.8	2.1	2.8	4.1	WTPA-F	---	---	---	9.1	---	5.9	8.3	11.4	
WHGB (BB)	7.2	3.4	5.0	3.7	1.2	2.7	1.9	3.2	3.1	4.3	3.4	3.4	WHGB	---	---	---	9.2	14.0	8.1	8.1	6.9	
WRKZ-F (C)	---	---	---	---	---	6.7	8.9	8.2	7.7	8.0	8.9	7.5	WRKZ-F	---	10.4	15.0	16.0	13.8	15.0	13.5	15.0	
WHTF-F (A)	---	---	---	---	---	---	---	1.6	1.9	3.5	3.5	3.8	WHTF-F	---	---	---	---	3.1	11.1	9.3	7.2	

BASED ON AVERAGE OF SPRING AND FALL BOOKS BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	18.5	14.8	16.2	16.5	15.5	18.5	18.2	17.2	17.1	17.9	17.2	17.4	1984	WHP	\$1,400,000
FM Share (%)	31.24	35.88	38.14	52.20	56.14	54.72	58.81	62.25	62.02	65.56	74.14	73.66	1985	WNNK-F	\$1,900,000
Stations			21	22	22	21	22	25	23	22	23	31			
Diaries						601	732	1013	874	813	834	1130			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	34	45	39	36	29	26	28	CHR 12	33	25	WHP (20.3, S75)		
MOR/AC	35	21	26	27	28	33	MOR 15	AOR 14	5	9	Highest Metro 1/4 HR AVG: WNNK-F (134, F85)		
COUNTRY	10	8	5	8	19	22	AC 20	15	15	14	Highest TSA 1/4 HR AVG: WRKZ-F (228, S84)		
BTFL/EZ	17	18	19	24	19	16	21	20	13	16	Highest TSA Cume: WRKZ-F (2246, F85)		
NEWS/TALK	--	--	--	--	--	--	16	21	12	15	Highest Metro Cume Rating: WHP (39.5, S79)		
BLACK/URBAN	--	--	--	--	--	--	--	13	16	15			
NOSTALGIA	--	--	--	--	2	2	--	--	--	--			
SPANISH	--	--	--	--	--	--	1	5	4	4			
RELIGION/GOSPEL	2	1	2	1	1	1	--	--	--	--			
CLASSICAL	--	--	--	--	--	--	--	2	1	3			

#1 STATIONS, 12+ METRO SHARE

WNNK-F F82, S84, F84, S85, F85, S85  
 WHP-F S83, F83  
 WHP All other rating periods

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.35	4.07	4.77	5.16	5.57	6.4	6.8	7.5	8.1	8.8
Income (millions)	.44	.80	.82	.66	.08					
Nat Rev (millions)	.88	.93	1.04	1.06	1.38					
Rev Per Cap (\$)	---	9.35	10.97	11.88	12.33	11.35	11.97	13.09	14.06	15.17
Inc Per Cap (\$)	---	1.83	1.88	1.52	.19					
Profit Margin	13.0	19.6	17.1	12.8	1.5					

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1971	WKBO	Sold by Steinman	\$ 500,000
1982	WNNK-F	From Newhouse to Foster	1,250,000
1984	WNNK-F	From Sky to Keymarket	3,600,000

STATION NOTES

(Major call letter and format changes)

- WHYL A/F - Simulcast in 82
- WKBO - CHR gradually changing to AC by 1982
- WSFM-F - CHR until about 80
- WCMB - Contemp until 78 MOR/AC until 81 Country until 84
- WHGB - WFEC until 84 Contemp until 84
- WNNK-F - WTPA until 85 AOR until 85
- WTPA-F - WQVE until 82 WKCD until 85 Contemp until 85

HARTFORD

	SPG	12+ METRO SHARE											SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85	86
		WTIC (M)	29.5	28.5	25.1	24.3	26.6	23.6	23.6	21.5	20.4	19.0		19.2	19.2	WTIC	53.0	47.0	45.1	47.1	41.8	39.5
WTIC-F (R)	2.8	3.5	3.9	6.5	5.2	7.1	5.9	9.0	12.0	12.8	15.4	15.3	WTIC-F	21.5	18.2	19.6	22.8	29.2	33.5	35.7	35.2	
WRCQ (BB)	4.2	4.8	5.7	4.1	3.8	3.3	1.9	4.4	4.1	4.7	4.1	3.0	WRCQ	---	---	---	9.1	NA	10.0	8.7	7.0	
WRCH-F (E)	8.9	8.4	9.8	8.2	8.8	10.4	7.0	7.0	10.1	8.6	11.7	9.6	WRCH-F	18.6	19.1	18.3	15.0	22.8	15.8	20.3	21.2	
WHCN-F (A)	2.9	2.2	2.7	3.1	3.9	4.7	6.4	6.1	5.8	6.3	6.0	4.7	WHCN-F	11.0	13.8	15.8	18.0	17.3	17.2	19.5	13.9	
WPOP (NT)	4.7	2.9	4.5	4.2	4.0	5.0	3.7	4.4	3.2	4.3	3.7	2.6	WPOP	---	---	---	14.4	NA	14.1	11.1	11.1	
WIOF-F (AC)	---	---	---	1.8	2.2	4.0	3.9	3.5	3.8	5.0	5.1	4.2	WIOF-F	---	---	---	11.5	13.9	13.3	13.4	14.5	
WKSS-F (R)	7.6	7.4	6.2	7.3	6.8	5.7	6.9	5.2	5.0	3.5	4.2	4.8	WKSS-F	18.0	11.8	13.4	11.4	13.7	12.2	14.3	17.2	
WKND (B)	2.6	3.0	2.7	3.5	2.7	2.3	4.1	2.7	2.4	1.5	.8	---	WKND	---	---	---	6.3	---	---	2.1	---	
WCCC-F (A)	---	2.9	4.0	3.6	3.5	3.9	4.3	5.5	4.3	4.3	3.2	4.9	WCCC-F	11.8	15.9	13.5	16.8	16.6	13.9	14.4	11.8	
WDRC (AC)	8.9	9.2	8.6	8.6	5.2	4.3	3.9	3.2	3.0	2.9	2.6	4.2	WDRC	---	---	---	13.0	NA	10.8	7.8	9.2	
WDRC-F (AC)	4.8	5.5	3.0	3.6	2.9	3.6	4.7	3.7	4.2	5.1	4.2	3.1	WDRC-F	11.0	12.8	16.4	14.4	17.4	19.3	15.2	12.4	
WWYZ-F (AC)	---	2.2	1.9	5.3	4.2	3.3	3.9	3.9	3.0	2.6	1.9	2.2	WWYZ-F	9.1	---	10.9	11.7	NA	9.5	7.9	7.2	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.0	17.9	18.8	17.3	17.6	17.3	18.0	18.6	18.9	18.3	18.4	19.1	1984	WTIC	\$5,000,000
FM Share (%)	37.12	42.37	42.27	46.22	48.42	54.44	52.75	53.26	60.90	57.41	61.14	62.07	1985	WTIC	\$6,000,000
Stations			22	20	22	22	25	27	25	27	23	22			
Diaries						904	1073	1479	1315	1189	1266	1239			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	39	47	41	40	41	40	36	CHR 19	23	24	WTIC (30.3, F76)		
MOR/AC	29	29	34	31	27	33	MOR 23	AOR 15	13	16	WTIC (345, F76)		
COUNTRY	3	--	--	2	1	2	AC 11	12	13	17	WTIC (679, S79)		
BTFL/EZ	21	16	16	18	20	14	2	14	14	11	WTIC (7690, F78)		
NEWS/TALK	3	4	5	5	4	6	18	6	5	4	WTIC (53.0, S79)		
BLACK/URBAN	3	4	3	3	6	4	3	2	1	2			
NOSTALGIA	--	--	--	--	--	--	4	5	5	4	#1 STATIONS, 12+ METRO SHARE		
SPANISH	--	--	--	--	--	--	--	--	--	--	WTIC All rating periods		
RELIGION/GOSPEL	--	--	--	--	--	--	--	--	--	--			
CLASSICAL	--	--	--	--	--	--	--	--	--	--			

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	7.61	7.49	9.41	10.83	11.58	18.7	20.7	22.5	25.5	27.5
Income (millions)	.31	.10	.35	.25	1.03					
Nat Rev (millions)	2.66	2.45	2.94	3.53	4.25					
Rev Per Cap (\$)	---	11.77	14.79	17.03	18.20	17.98	19.71	21.43	24.06	25.94
Inc Per Cap (\$)	---	.16	.56	.39	1.63					
Profit Margin	4.1	1.3	3.8	2.3	8.9					

STATION NOTES

(Major call letter and format changes)

- WTIC-F - Classical/BTFL until 77
- WRCQ - Contemp until late 70's AC until 82
- WKSS-F - BTFL until 84
- WDRC - Contemp until about 82
- WDRC-F - Contemp until about 84

MAJOR STATION SALES

1970	WCCC A/F		\$ 325,000
1971	WKSS-F		427,000
1973	WPOP	Sold to Merv Griffin	2,750,000
1974	WTIC A/F	Sold by Travelers Corp	6,000,000
1974	WHCN-F	Sold to Beck-Ross	569,000
1977	WKSS-F	Sold to Insilco	1,700,000
1980	WKSS-F	From Insilco to Howard Tanger	2,200,000
1981	WKND	Sold to John Cattlett	500,000
1984	WKSS-F		3,400,000
1984	WMLB		425,000
1986	WLVH-F	Sold to Sage	4,500,000

HONOLULU

	12+ METRO SHARE											12+ CUME RATINGS										
	SPG		76	77	78	79	80	81	82	83	84	85	SPG	86	79	80	81	82	83	84	85	86
	75	76																				
KSSK (M)	17.6	14.8	14.3	13.2	13.5	17.2	11.0	9.1	14.1	11.9	15.3	14.2	KSSK	30.2	38.8	29.4	27.1	22.4	22.9	28.9	27.0	
KULA-F (AC)	---	---	2.9	4.4	4.4	2.9	5.4	6.6	11.5	12.9	12.7	7.1	KULA-F	17.5	---	12.4	17.0	18.4	29.4	30.0	22.5	
KLHT (?)	6.4	---	---	1.4	6.9	5.1	4.7	2.9	.7	.4	.4	.5	KLHT	16.2	---	11.3	8.9	4.3	1.2	1.7	1.8	
KPOI-F (A)	6.4	7.0	3.9	4.2	2.2	4.9	11.4	7.6	9.1	10.4	8.6	7.0	KPOI-F	---	13.1	21.3	15.8	17.2	20.2	21.5	15.5	
KIKI (AC)	---	5.0	3.8	5.6	8.3	12.0	10.7	8.8	5.7	6.5	3.7	2.5	KIKI	14.6	24.5	28.5	27.2	25.7	22.0	14.3	8.6	
KCCN (-)	3.5	6.5	6.5	5.1	4.5	5.4	4.7	6.6	5.2	4.7	4.8	5.1	KCCN	16.0	14.1	10.3	15.9	11.3	11.2	12.0	10.3	
KQMQ-F (R)	8.2	5.4	3.6	2.9	4.0	2.7	2.6	8.4	7.9	10.0	11.1	9.8	KQMQ-F	---	---	---	18.9	22.6	23.6	24.7	26.0	
KUMU (E)	4.3	3.3	3.9	3.6	4.6	2.7	2.1	3.0	2.3	2.2	1.6	1.9	KUMU	---	---	---	8.8	7.9	6.4	4.0	5.8	
KUMU-F (E)	5.3	5.6	4.3	5.8	7.1	7.5	5.0	8.2	7.5	6.5	8.1	9.6	KUMU-F	15.8	13.8	11.4	14.6	15.0	12.0	15.1	16.1	
KKUA (AC)	14.9	14.3	19.0	11.0	7.2	8.5	9.7	7.0	6.3	4.2	4.7	3.5	KKUA	26.1	21.9	29.8	25.0	17.9	15.7	14.0	10.0	
KHVH (NT)	---	5.7	4.1	5.8	6.1	4.9	6.5	4.7	4.6	3.8	4.0	4.5	KHVH	18.8	15.0	19.9	14.6	15.8	11.9	12.2	13.4	
KMAI-F (R)	---	---	---	---	2.0	1.2	1.2	5.2	4.8	3.6	2.4	8.0	KMAI-F	---	14.7	---	10.7	12.1	7.2	7.6	21.7	
KGU (NT)	---	4.1	6.3	7.4	5.1	3.2	3.5	3.2	2.3	4.0	3.3	3.8	KGU	15.6	11.3	---	5.9	7.6	6.8	9.9	8.4	
KORL (BB)	7.4	10.3	10.9	12.9	7.7	6.1	3.4	3.2	3.4	3.3	3.8	1.0	KORL	27.6	21.9	---	7.5	6.9	8.4	7.4	4.1	
KDEO (C)	---	---	---	---	.4	.7	5.4	4.1	3.7	3.3	3.0	3.9	KDEO	---	---	12.1	9.5	9.1	8.1	6.1	7.2	
KRTR-F (AC)	---	---	---	---	---	2.9	---	---	1.6	3.8	4.7	4.5	KRTR-F	---	---	---	---	3.9	5.0	17.3	12.7	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	15.6	15.8	16.0	15.3	15.3	17.4	17.2	17.9	16.7	16.9	17.3	16.1	1984	NA
FM Share (%)	21.38	19.67	18.03	20.89	24.17	26.65	26.10	37.45	44.04	47.27	49.23	49.76	1985	KSSK \$3,500,000
Stations			21	19	21	20	22	22	24	22	21	22		
Diaries						712	893	1364	1018	1034	1159	1174		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	40	47	42	44	41	40	33	CHR 33	12	19	KKUA (19.6, S77)	
MOR/AC	25	20	17	27	24	11	MOR 20	AOR 10	10	8	Highest Metro 1/4 HR AVG: KSSK (209, F83)	
COUNTRY	2	2	--	--	5	4	4	8	29	19	Highest TSA 1/4 HR AVG: NA	
BTFL/EZ	15	14	14	15	8	11	9	9	9	12	Highest TSA Cume: KKUA (2919, F77)	
NEWS/TALK	8	6	6	5	8	9	8	9	7	9	Highest Metro Cume Rating: KKUA (44.3, F77)	
BLACK/URBAN	--	--	--	--	--	--	2	--	--	--	#1 STATIONS, 12+ METRO SHARE	
NOSTALGIA	--	--	--	--	3	3	4	5	4	1	KKUA F76, S77, F77	
SPANISH	--	--	--	--	--	--	--	--	--	--	KORL S78	
RELIGION/GOSPEL	1	2	1	1	1	1	1	1	1	2	KIKI S81	
CLASSICAL	1	2	1	--	1	--	--	--	--	--	KQMQ-F F82, S83	
ETHNIC	10	5	10	8	9	11	8	8	7	11	KULA-F S84	
											KSSK All other rating books	

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	6.75	7.59	8.62	9.54	10.39	12.2	12.9	13.9	15.0	16.1
Income (millions)	-1.23	-1.30	-1.54	-1.30	-2.14					
Nat Rev (millions)	.92	.73	.94	1.03	1.20					
Rev Per Cap (\$)	---	10.28	11.65	13.06	13.21	15.60	16.23	17.25	18.31	19.42
Inc Per Cap (\$)	---	-1.76	-2.08	-1.77	-2.73					
Profit Margin	---	---	---	---	---					

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1970	KKUA		\$ 405,000
1971	KUMU-F		130,000
1973	KHVH		400,000
1975	KDEO, KULA-F	From Golden Pacific to Withers	500,000
1976	KQMQ-F		490,000
1976	KIKI	Sold to Pacific FM	350,000
1976	KORL	Sold to O'Day	360,000
1978	KQMQ-F		150,000
1978	KLHT, KPOI-F	Sold to Sudbrink	655,000
1979	KGU	From Copley to Larry Wilson	650,000
1979	KKUA, KQMQ-F	Sold to LA Coke	2,200,000
1979	KULA-F	From Withers to Heftel	682,000
1980	KIKI, KMAI-F	From Jim Gabbert to John Parker	1,200,000
1980	KWAI		1,100,000
1981	KDEO		529,000
1982	KCCN		633,000
1982	KKUA, KQMQ-F	From Beatrice Foods to Kadota	1,350,000
1983	KWAI		1,200,000
1984	KORL		790,000
1985	KIFH	Donated by Sudbrink	NA
1985	KCCN	From Lee Optical to Glascock	696,000
1985	KPOI-F	Sold by Sudbrink	2,800,000
1985	KKUA/KQMQ-F	Sold by Kadota	1,900,000

STATION NOTES

(Major call letter and format changes)

KSSK	-	KGMB until 80
KPOI-F	-	KHSS until 79
		BTFL until 79
		KDUK until 83
KIKI	-	CHR changing to AC by 1985
KQMQ-F	-	AOR until about 83
		Brief swing with Disco in 84
		CHR after 84
KMAI-F	-	KPIG until 80
KGU	-	MOR until 82
KORL	-	CHR until 80
KKUA	-	Contemp until 82
KULA-F	-	Contemp until about 83
KRTR-F	-	KJYE until 82
		KSHO until 84
KLHT	-	KPOI until 83
		KIFH until 86

HOUSTON

	SPG	12+ METRO SHARE												SPG	12+ CUME RATINGS							
		75	76	77	78	79	80	81	82	83	84	85	86		79	80	81	82	83	84	85	86
KPRC (NT)	7.9	4.6	5.4	5.1	6.6	6.2	5.4	4.3	4.3	3.4	3.5	3.4	KPRC	15.3	17.1	13.2	12.0	10.1	9.1	9.5	9.3	
KTRH (NT)	7.1	7.2	7.3	7.9	6.5	4.7	5.9	5.1	4.3	4.0	5.1	5.8	KTRH	14.9	11.8	15.0	13.0	11.8	11.0	15.0	16.3	
KMJQ-F (B)	---	---	7.8	12.0	9.9	8.0	10.5	8.5	6.7	9.3	9.6	8.0	KMJQ-F	16.2	10.7	17.1	17.8	15.0	15.9	16.9	14.7	
KIKK (C)	---	---	---	1.2	1.7	1.3	1.2	1.0	1.0	1.0	1.8	1.0	KIKK	---	5.0	---	3.4	4.1	3.1	2.1	2.5	
KIKK-F (C)	---	5.8	7.7	4.3	6.0	9.6	6.8	7.7	7.4	7.0	6.8	7.4	KIKK-F	12.7	16.8	15.2	18.5	18.1	15.4	15.7	15.5	
KILT (C)	9.4	6.9	6.8	6.1	4.2	3.5	2.4	2.7	2.5	1.8	1.4	1.4	KILT	17.3	12.9	9.5	9.0	8.0	6.2	4.3	6.6	
KILT-F (C)	---	4.6	5.5	4.1	3.5	3.8	7.7	6.5	6.5	4.5	4.6	5.7	KILT-F	11.5	11.7	16.2	16.7	16.7	12.8	11.5	13.6	
KRBE (O)	7.4	5.3	6.4	4.5	4.0	3.3	2.7	1.5	.9	.6	1.0	.7	KRBE	8.8	8.1	10.2	7.1	5.1	3.5	3.1	2.1	
KRBE-F (R)	7.7	6.3	7.9	9.3	5.6	5.5	5.9	5.4	4.5	3.7	4.6	5.1	KRBE-F	20.3	15.0	15.1	15.7	16.1	12.7	17.6	16.6	
KLTR-F (AC)	---	3.4	3.4	3.1	5.1	7.2	5.8	6.8	4.5	4.8	6.0	4.4	KLTR-F	9.9	16.7	12.4	14.3	12.5	9.3	17.2	13.9	
KLQL-F (A)	---	3.3	3.1	2.2	4.5	4.8	6.6	6.7	4.9	5.3	4.5	3.8	KLQL-F	9.8	10.7	10.0	15.7	14.1	17.0	14.2	12.4	
KFMK-F (AC)	---	---	---	1.7	2.0	2.7	4.9	6.3	5.6	4.3	5.0	6.6	KFMK-F	---	7.3	9.7	15.0	13.4	11.7	12.8	12.9	
KODA-F (E)	4.3	3.1	3.5	3.4	4.8	5.5	4.5	7.1	7.9	6.8	6.2	6.2	KODA-F	6.8	11.9	12.2	12.5	15.9	16.3	13.6	13.9	
KKBQ (R)	4.3	2.9	3.0	3.1	2.7	2.8	1.8	3.3	2.3	1.6	.9	.5	KKBQ	10.8	9.5	7.2	5.8	9.5	7.3	5.1	2.7	
KKBQ-F (R)	---	9.0	8.4	9.0	7.8	6.1	5.2	3.5	6.5	10.0	8.4	8.3	KKBQ-F	16.0	15.5	12.2	9.2	16.5	25.4	22.0	21.7	
KSRR-F (A)	---	3.4	2.4	3.5	3.9	3.8	2.4	3.8	6.5	6.4	5.0	4.8	KSRR-F	12.3	15.9	7.4	12.6	15.9	18.3	14.8	14.2	
KQUE-F (BB)	3.2	4.1	3.3	3.9	4.3	2.7	3.2	3.1	4.6	4.0	4.7	4.6	KQUE-F	6.4	6.1	---	5.9	8.9	7.9	9.2	8.5	
KJYY-F (AC)	---	---	---	1.7	1.3	1.8	1.6	1.6	1.9	1.7	1.6	2.7	KJYY-F	---	---	---	4.5	5.3	4.4	4.9	8.1	
KXYZ (S)	3.2	4.3	---	1.7	.9	.9	.4	1.7	1.3	1.6	1.1	1.0	KXYZ	---	---	---	3.6	---	---	1.8	2.5	
KYOK (B)	8.2	5.2	3.2	1.3	1.4	.9	.9	1.0	.7	2.6	1.9	1.4	KYOK	---	---	---	3.8	3.8	6.6	5.5	4.7	
KEYH (S)	---	---	---	1.1	3.2	2.8	1.9	1.5	1.7	.7	.7	---	KEYH	---	---	---	2.3	---	1.6	1.2	1.5	
KLAT (S)	---	---	---	---	---	---	---	2.0	1.3	1.1	1.4	1.1	KLAT	---	---	---	---	3.1	---	---	3.0	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.7	16.2	14.4	15.6	16.9	16.4	16.5	17.7	19.2	18.9	18.6	18.1	1984	KIKK-F	\$13,500,000
FM Share (%)	40.26	49.56	56.36	60.68	60.36	65.10	70.56	73.38	74.20	76.89	78.02	79.14	1985	KIKK-F	\$14,800,000
Stations			28	27	26	27	28	28	29	29	30	30			
Diaries						2116	2271	2048	2195	2034	2104	2348			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:			
CHR/AOR/CONTEMP	40	31	25	30	21	17	22	CHR	14	16	16	KMJQ-F (13.2, F85)		
MOR/AC	6	9	8	3	9	11	MOR	---	---	---	Highest Metro 1/4 HR AVG: KMJQ-F (562, F85)			
COUNTRY	17	13	11	16	23	22	AC	14	15	14	16	Highest TSA 1/4 HR AVG: KMJQ-F (614, S84)		
BTFL/EZ	14	13	13	12	12	9		19	15	15	17	Highest TSA Cume: KMJQ-F (7247, S84)		
NEWS/TALK	15	16	17	12	11	10		9	7	10	10	Highest Metro Cume Rating: KMJQ-F (25.4, S84)		
BLACK/URBAN	5	15	19	18	15	19		14	14	14	11			
NOSTALGIA	---	---	---	---	---	4	6	4	6	5		#1 STATIONS, 12+ METRO SHARE		
SPANISH	1	---	6	6	5	6	6	5	4	4		KPRC	S75	
RELIGION/GOSPEL	2	2	1	2	2	2	2	2	2	3		KYND-F	S76, F76, S77	
CLASSICAL	1	1	1	2	1	2	2	1	2	1		KRBE-F	F77	
												KRLY-F	S80	
												KODA-F	S83	
												KKBQ-F	F83, S84, S86	
												KMJQ-F	All other rating periods	

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	26.77	30.96	36.82	42.43	51.15	70.4	80.1	93.0	110.3	115.8
Income (millions)	5.72	7.04	9.91	10.85	11.17					
Nat Rev (millions)	5.40	5.87	9.99	11.36	15.56					
Rev Per Cap (\$)	---	12.10	13.92	15.37	16.74	21.93	23.98	26.65	30.72	31.55
Inc Per Cap (\$)	---	2.75	3.75	3.93	3.65					
Profit Margin	21.3	22.7	26.9	25.6	21.8					

STATION NOTES

(Major call letter and format changes)

KSRR-F	-	KAUM-F until 80
KILT A/F	-	CHR until 81
		Used KXAS calls briefly during 84
KRBE	-	KENR until 83
		Country until 82
KRBE-F	-	CHR until 82
		AC until 84
KLTR-F	-	KRLY until 84
		Black until 84
KXYZ	-	Contemp until about 79
KQUE-F	-	Reclassified as Nostalgia in 82
KKBQ	-	KULF until 82
		AC until 82
KKBQ-F	-	KYND until 82
		BTFL until 82

MAJOR STATION SALES

1970	KRBE-F	Sold to Alexander Tanger	\$ 500,000
1971	KLTR-F		460,000
1973	KIKK A/F	To Sonderling	2,900,000
1975	KRBE-F	From GCC to Lake Huron	2,500,000
1976	KCOH		1,100,000
1979	KXYZ	From ABC to Slater	1,800,000
1979	KFMK-F	Sold to First Media	4,500,000
1979	KLAT		1,100,000
1980	KODA-F	Sold to Westinhouse	5,700,000
1982	KYOK	From Starr to Willie Davis	1,500,000
1983	KXYZ	Sold to Infinity	2,300,000
1984	KKBQ A/F	From Harte-Hanks to Gannett	35,000,000
1985	KLTR-F	From Gulf to Taft	31,000,000 (E)
1985	KGOL-F (Lake Jackson)	Sold to Frankhouser	8,750,000
1985	KSSR-F	From ABC/Cap Cities to Malrite	32,500,000
1985	KMJQ-F	From Amature to Keymarket	NA
1986	KGOL-F	From Frankhouser to Shamrock	13,000,000
1986	KLEF-F (Seabrook)		3,700,000
1986	KRBE A/F	From Lake Huron to Susquehanna	25,000,000

HUNTINGTON

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WKEE-F (R)	13.2	24.4	24.5	23.9	21.7	19.4	24.3	24.0	23.7	17.5	16.7	17.7	WKEE-F	39.0	32.8	39.2	43.7	42.1	42.4	36.3	35.0
WKEE (O)	10.7	---	---	---	---	7.2	9.5	10.2	4.2	2.5	3.9	3.9	WKEE	---	19.6	16.6	15.4	12.0	12.2	8.9	8.8
WTCR (C)	11.5	16.5	14.9	12.5	15.4	13.0	10.5	10.9	9.8	3.6	3.3	3.6	WTCR	21.3	23.7	22.0	22.4	25.5	9.6	7.5	9.5
WTCR-F (C)	10.2	9.8	9.9	11.0	11.4	12.0	10.4	8.6	12.2	17.8	20.5	27.4	WTCR-F	19.2	17.2	15.6	18.0	16.7	31.9	32.6	36.1
WGNT (M)	19.2	15.5	15.4	14.8	16.6	11.4	12.1	8.3	10.7	11.9	8.5	5.3	WGNT	31.6	28.3	29.1	27.3	27.2	24.8	19.8	12.6
WAMX-F (A)	---	6.8	11.0	12.1	10.9	12.9	8.1	6.5	10.1	15.1	18.4	11.9	WAMX-F	28.4	20.6	21.6	22.4	21.3	25.9	32.4	27.0
WEMM-F (G)	4.9	3.5	4.3	4.4	3.5	3.8	6.6	6.2	6.0	4.6	5.4	4.9	WEMM-F	11.8	9.0	11.2	12.7	11.1	12.5	12.5	11.2
WIRO (M)	4.7	4.6	2.1	3.2	3.4	3.1	2.1	2.7	.9	2.4	.8	1.0	WIRO	15.6	---	8.5	9.6	5.0	10.0	4.8	3.9
WMLV-F (E)	---	---	---	1.1	2.0	.7	.9	1.0	1.3	1.0	.8	2.9	WMLV-F	---	---	---	5.1	5.4	6.2	3.7	3.7
WPAY-F (G/C)	---	---	---	---	---	---	---	1.5	2.5	2.0	1.9	2.3	WPAY-F	---	---	5.0	---	7.5	8.7	7.9	6.3
WAEZ-F (C)	---	---	---	---	---	---	3.3	2.0	.9	3.9	3.6	---	WAEZ-F	---	---	---	---	---	3.9	6.1	5.8
WKLC-F (A)	---	---	---	---	1.4	3.1	3.0	1.2	4.4	5.2	4.4	---	WKLC-F	---	---	---	5.0	5.5	7.5	9.4	9.6

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	16.0	16.0	17.5	18.1	15.6	13.9	15.8	16.8	15.8	14.9	15.0	14.7	1984	WKEE A/F \$1,650,000
FM Share (%)	36.21	41.21	43.08	49.75	49.39	52.52	59.22	58.72	64.71	69.65	78.50	83.24	1985	WKEE A/F \$1,600,000
Stations			13	13	17	15	16	17	19	22	18	17		
Diaries						639	637	789	609	730	845	908		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	38	39	36	40	37	35	39	CHR	22	19	19	WKEE-F+ (27.5, S76)
MOR/AC	21	19	24	17	35	12	MOR	14	6	18	Highest Metro 1/4 HR AVG:	WTCR-F (113, S86)
COUNTRY	25	20	25	24	21	35	AC	9	2	7	Highest TSA 1/4 HR AVG:	WKEE-F (193, S82)
BTFL/EZ	11	13	12	13	10	9	1	--	25	5	Highest TSA Cume:	WKEE-F (2216, F82)
NEWS/TALK	--	--	--	--	--	--	--	--	--	--	Highest Metro Cume Rating:	WKEE-F (46.7, F82)
BLACK/URBAN	--	--	--	--	--	--	--	--	--	--		
NOSTALGIA	--	--	--	--	--	2	3	--	--	--		
SPANISH	--	--	--	--	--	--	--	--	--	--		
RELIGION/GOSPEL	5	9	4	6	8	7	8	7	8	8		
CLASSICAL	--	--	--	--	--	--	--	--	--	--		

#1 STATIONS, 12+ METRO SHARE

- WGNT S85
- WAMX-F F84
- WTCR-F F85, S86
- WKEE-F All other rating periods

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.54	2.96	3.59	4.17	4.86	5.1	5.2	5.3	5.5	6.0
Income (millions)	1.10	.40	.61	.69	.54					
Nat Rev (millions)	.95	.26	.93	1.03	.72					
Rev Per Cap (\$)	---	10.12	12.07	13.74	15.45	15.36	15.52	15.59	16.13	17.54
Inc Per Cap (\$)	---	1.37	2.05	2.27	1.72					
Profit Margin	---	13.5	17.0	16.5	11.1					

STATION NOTES

(Major call letter and format changes)

- WKEE - WKEE until 80  
WHTN until 83  
Contemp until 81  
Country until 84
- WGNT - MOR until 83  
Country until 85
- WMLV-F - WITO until 85  
Country until 85

MAJOR STATION SALES

1970	WGNT	Sold by Cap Cities to Stoner	\$ 900,000
1971	WTCR/WTCR-F	Sold to Greater Media	NA
1979	WKEE, WKEE-F	From Reeves to Capitol (WRAL)	1,900,000
1979	WCMI (Ashland)		250,000
1981	WTCR/WTCR-F	From Greater Media to CRB	2,500,000
1982	WAMX-F	Sold to Stoner	1,750,000
1985	WIRO, WMLV-F (Ironton)		520,000
1985	WKQI-F (Catlettsburg)		385,000

HUNTSVILLE

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WBHP (C)	10.6	11.3	13.5	12.7	11.9	14.5	10.6	13.0	13.0	9.5	22.5	20.6	WBHP	23.1	27.0	22.1	24.4	23.7	19.0	31.4	30.4
WZYP-F (R)	---	---	---	---	9.8	9.6	13.6	14.6	13.5	18.5	25.0	23.0	WZYP-F	19.2	21.7	29.8	29.4	33.1	32.8	38.4	40.6
WEUP (B)	4.7	5.8	6.6	3.6	4.2	4.6	8.7	8.9	7.0	6.1	8.8	9.1	WEUP	10.7	10.0	11.5	13.2	11.5	12.8	18.1	14.5
WAAY (R)	10.8	13.5	15.0	15.2	15.8	13.6	10.0	7.8	5.2	4.1	7.5	2.8	WAAY	33.8	33.9	25.3	24.8	20.3	15.7	23.7	16.1
WRSA-F (E)	5.6	6.3	7.2	7.9	5.6	3.7	8.7	6.2	8.7	9.7	10.0	8.7	WRSA-F	8.8	9.8	14.0	12.7	14.8	18.5	15.5	20.1
WAHR-F (AC)	4.2	4.7	4.0	3.0	4.6	9.3	10.3	5.3	6.7	6.6	8.3	8.0	WAHR-F	9.8	18.3	19.1	19.6	21.7	17.6	17.1	17.8
WAVU (G)	3.3	3.6	2.6	---	4.2	3.4	4.3	3.4	---	---	---	---	WAVU	---	---	---	4.9	4.2	---	---	---
WFIX (AC)	4.7	4.7	3.5	3.3	6.0	3.7	2.4	3.2	1.1	.7	1.3	1.0	WFIX	12.9	13.7	11.3	10.6	7.2	5.2	7.6	5.9
WTWX-F (C)	---	4.4	2.6	4.8	1.8	3.1	4.3	3.2	2.7	1.9	---	---	WTWX-F	---	7.4	7.4	6.1	7.4	3.4	---	---
WQEN-F (R)	---	2.2	5.5	8.2	7.7	6.2	5.4	3.2	4.3	5.1	.8	.7	WQEN-F	10.0	10.9	10.9	8.5	9.6	11.4	3.1	2.9
WDKT (B)	4.2	7.2	6.9	6.4	3.5	2.2	1.1	2.7	---	---	---	1.0	WDKT	---	---	---	5.9	6.4	5.8	---	3.9
WTAK (O)	15.8	9.4	8.9	7.3	3.4	3.5	2.2	1.8	3.1	2.7	2.9	6.6	WTAK	---	8.9	---	6.0	---	---	9.4	10.4
WNDA-F (G)	---	---	---	---	---	---	---	---	.9	2.4	2.9	2.1	WNDA-F	---	---	---	---	4.8	7.7	7.4	7.0
WAPI-F (A)	---	---	---	---	---	---	---	2.5	2.2	2.7	1.7	.3	WAPI-F	---	---	---	---	4.2	6.8	---	2.6

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	16.1	15.6	15.0	14.0	12.1	13.3	14.5	17.2	17.2	15.7	14.5	16.5	1984	NA
FM Share (%)	22.43	27.80	27.42	32.38	38.74	40.64	53.18	45.96	51.22	59.40	53.98	52.92	1985	WZYP and WBHP \$1,250,000
Stations			18	19	20	19	22	23	25	23	13	16		
Diaries						523	697	717	676	721	640	653		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	40	45	49	50	47	38	37	CHR 32	35	27	Highest Metro 1/4 HR AVG:	WZYP-F (25.0, S85)
MOR/AC	7	5	2	8	3	4	MOR 4	AOR 3	2	--	Highest Metro 1/4 HR AVG:	WZYP-F (76, S84)
COUNTRY	27	34	29	32	26	32	AC 6	11	13	9	Highest TSA 1/4 HR AVG:	WZYP-F (133, S84)
BTFL/EZ	8	8	13	4	9	7	35	27	24	27	Highest TSA Cume:	WZYP-F (1542, S84)
NEWS/TALK	---	---	---	---	---	---	10	11	11	10	Highest Metro Cume Rating:	WZYP-F (40.6, S86)
BLACK/URBAN	7	4	5	5	9	12	8	7	12	20	#1 STATIONS, 12+ METRO SHARE	
NOSTALGIA	---	---	---	---	---	---	---	---	---	1	WTAK	S75
SPANISH	---	---	---	---	---	---	---	---	---	---	WAAY	S76, S77, S78, S79
RELIGION/GOSPEL	3	4	---	1	1	4	2	8	3	2	WBHP	S80
CLASSICAL	---	---	---	---	---	---	---	---	---	---	WZYP	S81, S82, S83, S84, S85, S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.45	2.70	2.99	3.48	3.78	4.4	4.9	5.5	6.2	6.8
Income (millions)	.09	.16	.20	.26	.005					
Nat Rev (millions)	.23	.28	.40	.37	.47					
Rev Per Cap (\$)	---	9.25	10.11	11.49	12.08	15.77	17.07	18.46	20.46	22.22
Inc Per Cap (\$)	---	.55	.68	.85	.02					
Profit Margin	3.5	5.9	6.7	7.4	.1					

STATION NOTES

(Major call letter and format changes)

Major change in MSA in 1985.  
Two counties were deleted.

- WAHR-F - Contemp until 84
- WTAK - WVOV until 82
- Contemp until 80
- MOR until 82
- WAVU - Country until 83

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1974	WTAK	\$630,000
1981	WTAK	700,000

INDIANAPOLIS

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WIBC (M)	14.4	13.8	15.5	18.7	16.7	15.7	14.6	12.7	15.1	16.1	15.1	18.6	WIBC	32.8	30.3	33.3	33.3	32.4	32.3	28.6	29.5
WEAG-F (A/R)	7.4	8.5	10.5	9.3	8.5	8.5	8.8	5.5	4.8	4.8	4.5	4.6	WEAG-F	19.1	18.1	19.5	16.4	15.4	16.4	17.0	15.5
WXTZ-F (E)	9.0	11.8	13.7	13.7	13.6	11.4	12.0	10.4	9.2	8.7	9.7	8.6	WXTZ-F	21.2	21.1	21.8	21.1	17.6	17.3	18.4	18.5
WNDE (O)	5.1	7.2	6.9	6.9	5.7	5.2	2.8	1.8	2.5	2.6	2.1	1.9	WNDE	18.6	17.8	13.7	7.7	8.8	8.6	7.5	5.7
WFBQ-F (A)	---	4.9	4.5	6.3	9.3	7.1	10.8	7.4	9.5	10.5	15.0	13.3	WFBQ-F	15.6	13.8	17.7	18.3	18.4	19.8	25.1	25.3
WIRE (C)	15.1	12.6	10.9	8.3	10.7	9.1	9.0	8.7	7.1	5.4	3.8	1.6	WIRE	21.4	18.5	18.2	17.2	14.5	13.4	12.0	6.9
WFMS-F (C)	---	2.8	6.1	7.2	7.8	8.2	8.7	10.2	7.6	7.8	9.1	9.8	WFMS-F	12.9	15.5	16.4	15.3	17.1	14.2	14.6	18.1
WTUX (BB)	12.0	7.0	5.8	5.1	4.2	2.4	2.0	2.8	2.8	3.1	4.5	3.9	WTUX	17.4	12.6	7.5	10.6	6.9	6.7	6.9	7.1
WENS-F (AC)	---	---	---	---	.4	.2	3.8	9.3	6.8	7.3	6.1	8.0	WENS-F	---	---	---	20.2	18.6	17.2	17.3	18.8
WTLC-F (B)	7.8	9.4	8.9	7.7	9.3	9.3	9.5	10.1	8.7	7.4	8.2	9.0	WTLC-F	12.2	12.7	14.3	15.3	14.5	9.2	12.2	12.9
WZPL-F (R)	---	---	---	.5	2.7	8.6	5.4	7.4	12.1	13.1	9.0	7.1	WZPL-F	---	23.5	18.9	19.9	22.6	32.7	23.0	21.5
WTPI-F (AC)	---	---	---	---	---	---	---	---	---	1.3	3.0	3.1	WTPI-F	---	---	---	---	---	---	5.9	6.8
WGRT (G)	3.3	4.0	4.2	3.7	2.6	3.3	2.8	2.4	1.3	1.4	1.2	1.2	WGRT	6.4	---	---	5.0	2.6	3.4	NA	1.6
WXLW (G)	5.0	3.8	3.5	2.7	1.5	1.7	.3	.4	---	---	.5	.4	WXLW	4.4	---	---	2.3	1.7	---	---	1.9
WNTS (G)	---	3.0	---	1.4	---	.4	.6	.5	.7	.7	.5	---	WNTS	---	---	---	2.9	2.3	2.1	1.6	---

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.8	15.0	15.4	15.2	15.1	15.5	16.8	18.0	17.6	17.4	17.4	17.3	1984	WIBC	\$7,500,000
FM Share (%)	35.08	43.15	47.08	49.93	51.89	58.14	64.60	64.96	66.95	66.50	68.60	70.14	1985	WIBC	\$8,000,000
Stations			17	19	19	21	21	21	22	21	19	18			
Diaries						1740	1542	1505	1793	1654	1620	1828			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986				
CHR/AOR/CONTEMP	31	28	30	33	28	22	26	CHR	21	14	8	Highest Metro Share: WIBC (19.4, F78)		
MOR/AC	21	23	21	18	23	27	MOR	17	19	16	21	Highest Metro 1/4 HR AVG: WIBC (316, S86)		
COUNTRY	18	18	20	18	19	19	AC	11	10	12	16	Highest TSA 1/4 HR AVG: WFBQ-F (483, S85)		
BTFL/EZ	18	18	18	17	17	15		17	15	14	11	Highest TSA Cume: WFBQ-F (5099, F85)		
NEWS/TALK	--	--	--	--	--	4		10	7	10	9	Highest Metro Cume Rating: WIBC (34.7, F78)		
BLACK/URBAN	10	9	10	10	10	12	12	7	9	10		#1 STATIONS, 12+ METRO SHARE		
NOSTALGIA	--	--	--	--	--	--	5	5	5	4		WIRE S75		
SPANISH	--	--	--	--	--	--	--	--	--	--		WFBQ-F S85		
RELIGION/GOSPEL	2	3	1	2	2	2	3	3	3	3		WFMS-F F82		
CLASSICAL	--	--	--	--	--	--	--	--	--	--		WIBC All other rating periods		

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	13.61	16.21	18.42	19.81	21.62	25.0	27.0	29.3	33.0	38.0
Income (millions)	2.45	3.36	4.03	2.23	1.92					
Nat Rev (millions)	2.89	3.18	4.65	5.06	5.55					
Rev Per Cap (\$)	---	14.17	15.99	17.00	18.37	21.19	22.88	25.08	27.73	31.67
Inc Per Cap (\$)	---	2.94	3.50	1.92	1.63					
Profit Margin	18.0	20.7	21.9	11.3	8.9					

STATION NOTES

(Major call letter and format changes)

WZPL-F	-	WSMJ-F until 79
		WIKS-F until 83
		Briefly tried Disco around 81-82
WENS-F	-	WSVL-F until 81
WNDE	-	CHR until 80-81
		AC until changing to Oldies in 82
WFBQ-F	-	CHR until 78
WTUX	-	Contemp changing to AC until 81 when it went News/Talk
		WMLF in 82
		Nostalgia in 82
		Became WTUX in 1986
WEAG-F	-	CHR until 83
		Back to CHR in 84
		Became WEAG in 86 and AOR/CHR
WIRE	-	Changed to AC in 85
		Back to Country in late 86
WGRT	-	WATI until 85
		EZ until 83
		Nostalgia until 85

MAJOR STATION SALES

1971	WXLW		\$ 489,000
1972	WXTZ-F	Sold by Rollins to Mid America	500,000
1973	WTLC-F	Sold to Frank Lloyd	369,000
1972	WNDE, WFBQ-F	Sold by Time-Life to Rahall	3,050,000
1972	WFMS-F	Sold to Susquehanna	605,000
1974	WNTS	Sold to Sam Smulyan	488,000
1974	WXLW		715,000
1978	WZPL-F	From Paul Braden to Heftel	1,300,000
1981	WTUX	Sold to Communicom	1,300,000
1981	WTLC-F	Sold to BENI	3,732,000
1981	WTUX	Sold to Embrescia	1,300,000
1981	WENS-F (Shelbyville)	Sold to Emmis	1,200,000
1983	WIBC/WEAG-F	From Fairbanks to Blair	21,000,000 (E)
1984	WTUX	From Embrescia to New Systems	875,000
1984	WGRT	From Tarzian to Universal	300,000
1985	WNDE/WFBQ-F	From Gulf to Taft	10,600,000 (E)
1985	WZPL-F	From Heftel to Yde, et. al.	11,000,000
1985	WFBM (Noblesville)		780,000
1986	WIRE/WXTZ-F	From Mid America to WIN	12,750,000 (E)
1986	WTUX/WTLC-F	From New Systems to Schwartz	NA
1986	WZPL-F	From Yde to Booth	13,000,000
1986	WTPI-F		8,500,000



JACKSON, MS

		12+ METRO SHARE										12+ CUME RATINGS										
		SPG										SPG										
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WSLI	(NT)	16.0	15.1	11.6	14.9	16.7	15.3	11.0	7.9	9.1	5.8	5.1	5.1	WSLI	30.5	30.7	23.5	24.0	24.5	16.3	13.5	12.3
WJMI-F	(B)	11.4	10.0	16.0	14.0	11.1	20.2	18.4	14.9	12.9	14.6	17.1	16.7	WJMI-F	17.4	26.3	24.3	28.0	27.2	26.1	29.3	26.8
WJDX	(M)	11.1	17.4	18.8	18.1	16.1	10.0	8.2	7.3	6.2	3.6	3.8	2.5	WJDX	37.1	25.3	24.8	25.2	23.8	13.2	12.4	12.4
WMSI-F	(C)	8.0	7.4	8.8	12.9	9.6	8.1	10.2	14.6	11.3	13.1	14.2	13.3	WMSI-F	18.9	16.6	20.9	25.3	22.3	23.4	25.4	24.4
WLIN-F	(E)	12.8	11.7	12.5	11.4	13.0	14.6	12.4	7.7	7.6	8.4	8.6	6.7	WLIN-F	18.0	19.9	20.5	19.0	15.9	17.5	18.1	15.3
WKKI	(B)	6.3	4.0	3.4	1.8	9.3	6.2	5.9	13.0	15.3	12.0	8.0	7.4	WKKI	16.2	17.4	16.2	26.4	25.8	24.2	19.4	20.2
WTYX-F	(R)	7.7	9.4	4.7	5.3	6.2	8.1	8.8	13.4	12.1	7.9	15.5	11.6	WTYX-F	15.6	18.8	19.2	24.0	23.9	22.0	27.7	24.8
WOKJ	(B)	12.0	8.0	9.7	8.5	5.6	4.4	3.7	6.9	9.7	2.2	1.8	3.7	WOKJ	16.2	13.7	10.7	20.7	17.5	12.2	10.3	10.7
WJXN	(G)	3.1	2.0	---	1.5	---	2.8	4.5	2.3	1.0	1.2	.5	.5	WJXN	---	---	8.8	5.9	7.0	4.2	2.4	3.0
WZRZ	(BB)	3.7	5.4	2.2	3.2	.9	2.8	8.2	1.5	---	---	.5	1.0	WZRZ	---	---	13.5	6.2	---	---	1.7	2.5
WOAD	(G/B)	---	.9	5.6	2.9	3.4	4.0	3.7	1.0	1.2	11.5	10.0	9.6	WOAD	7.7	---	---	5.1	5.3	17.4	14.7	17.2
WYYN-F	(AC)	---	---	.9	1.5	.9	.6	---	1.5	.8	5.8	2.0	5.4	WYYN-F	4.3	2.2	---	7.9	4.9	12.9	8.2	12.6
WEQZ-F	(A)	---	---	---	---	---	---	---	.8	4.0	2.7	2.9	1.7	WEQZ-F	---	---	---	---	2.8	---	8.4	5.1
WQMVF	(R)	---	---	---	---	---	---	---	---	.4	4.3	2.4	2.9	WQMVF	---	---	---	---	2.8	14.3	11.6	9.9

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	15.8	15.8	13.8	14.3	13.5	13.1	13.9	18.1	18.4	18.7	17.5	18.6	1984 WMSI-F NA
FM Share (%)	43.01	43.11	44.94	46.67	44.00	53.65	50.87	55.99	51.54	59.96	66.79	66.67	1985 WMSI-F \$2,300,000
Stations			14	12	11	13	12	15	16	16	16	17	
Diaries						525	582	773	744	848	721	762	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	Highest Metro 1/4 HR AVG:	Highest TSA 1/4 HR AVG:	Highest TSA Cume:	Highest Metro Cume Rating:
CHR/AOR/CONTEMP	30	36	35	27	31	22	23	CHR 13	13	19	16	WJMI-F (20.2, S80)	WJMI-F (99, S86)	WMSI-F (218, S84)	WMSI-F (2000, S84)
MOR/AC	12	17	18	16	11	8	MOR 9	AOR 3	6	6	3	WJMI-F (99, S86)	WMSI-F (218, S84)	WMSI-F (2000, S84)	WJDX (37.1, S79)
COUNTRY	7	4	4	8	15	19	14	3	10	2	8				
BTFL/EZ	13	12	14	15	13	8	8	14	14	15	14				
NEWS/TALK	---	---	---	---	---	---	---	9	9	9	7				
BLACK/URBAN	31	29	28	31	29	37	39	5	5	6					
NOSTALGIA	---	---	---	---	---	2	2	---	---	1					
SPANISH	---	---	---	---	---	---	---	---	---	---					
RELIGION/GOSPEL	4	2	1	4	5	3	2	13	11	11					
CLASSICAL	---	---	---	---	---	---	---	---	---	---					

#1 STATIONS, 12+ METRO SHARE

WSLI \$75, S79  
 WJDX \$76, S77, S78  
 WJMI-F \$80, S81, S82, S84, S85, S86  
 WKKI \$83

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.73	4.24	4.94	5.51	5.52	6.6	7.3	8.0	8.7	9.7
Income (millions)	.13	.15	.46	.58	.05					
Nat Rev (millions)	.40	.55	.63	.76	.81					
Rev Per Cap (\$)	---	14.08	16.20	17.21	16.74	17.93	19.36	20.36	22.25	24.43
Inc Per Cap (\$)	---	1.84	2.08	2.38	2.46					
Profit Margin	3.4	3.6	9.2	10.5	0.9					

STATION NOTES

(Major call letter and format changes)

WMSI-F - WZZQ-F until 82  
 CHR until 81  
 WKKI - WRBC until 79  
 News until 78  
 MOR until about 80  
 WTYX-F - WKKI until 79  
 Black until about 79  
 WZRZ - WWUN until 78  
 WYIG until 80  
 WCCL until 85  
 Contemp until 78  
 AC/Oldies until 86  
 WJDX - Contemp until 85  
 WOAD - WJQS until 84  
 Country until 84  
 WSLI - MOR until 85  
 WYYN-F - WJFX until 81  
 WLY until 84  
 Country until 84

MAJOR STATION SALES

1973 WJMI-F \$ 141,000  
 1978 WKKI 581,000  
 1979 WZRZ 567,000  
 1981 WJDX, WMSI-F Sold to Keymarket 4,437,000  
 1983 WSLI, WYYN-F Sold to Osborn & Reynolds 2,750,000  
 1983 WOAD 250,000  
 1984 WKKE 348,000  
 1985 WJDX, WMSI-F From Keymarket to Sterling Comm NA  
 1986 WZRZ Sold to Lewis 200,000  
 1986 WOKJ, WJMI-F From Roden to Holt 455,000  
 1986 WOAD

JACKSONVILLE

Table with columns for station call letters, ratings (SPG and 12+ METRO SHARE), and 12+ CUME RATINGS. Includes stations like WLCS-F, WAIV-F, WQIK-F, etc.

BASED ON AVERAGE OF SPRING AND FALL BOOKS

Table showing APR (%), FM Share (%), Stations, and Diaries for years 1975-1986, with a column for Highest Billing Station.

FORMAT SHARES (%)

Table showing format shares for various categories like CHR/AOR/CONTEMP, MOR/AC, COUNTRY, etc., with highest metro share and cum rating information.

FINANCIAL DATA

Table with columns for FCC Data (Net Dollars) and Duncan Estimates (Gross Dollars) for years 1976-1985, listing Revenue, Income, Nat Rev, etc.

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

Table listing major station sales from 1970 to 1986, including station call letters and sale amounts.

STATION NOTES

Table of station notes detailing major call letter and format changes for various stations like WAIV-F, WOKV, WCRJ-F, etc.

(NOTE: I have missed a lot of call & format changes for this city.)

JOHNSON CITY - KINGSPORT - BRISTOL

		<u>12+ METRO SHARE</u>										<u>12+ CUME RATINGS</u>									
		SPG										SPG									
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86
WQUT-F (R)	---	6.0	8.2	6.7	7.9	10.3	9.5	18.8	18.2	23.6	23.3	19.1	WQUT-F	15.7	21.6	18.5	32.5	31.4	41.4	38.3	33.9
WXBQ-F (C)	---	2.3	---	5.0	3.6	13.0	13.6	15.0	20.4	20.7	19.5	18.9	WXBQ-F	---	18.2	23.2	24.2	31.8	34.5	29.9	29.7
WTFM-F (E)	---	4.3	5.4	5.4	10.1	7.6	8.0	11.4	8.3	9.1	8.3	13.4	WTFM-F	20.8	19.2	16.0	15.1	16.6	15.3	12.6	24.3
WKPT (M)	---	4.3	3.5	3.9	3.8	2.3	3.0	1.7	1.4	1.4	.9	3.0	WKPT	11.5	12.6	10.2	7.5	6.2	4.8	3.2	8.2
WJCW (C)	---	8.2	8.2	12.5	9.3	10.5	12.2	8.3	9.3	9.2	9.3	5.6	WJCW	20.7	22.2	19.6	19.6	19.8	15.2	16.6	13.6
WFHG (AC)	---	7.4	9.8	9.8	8.7	6.4	6.4	4.6	3.3	3.1	1.6	.7	WFHG	19.6	19.8	17.4	14.7	10.7	10.5	6.3	4.1
WKIN (C)	---	10.7	7.2	7.3	9.3	6.1	4.1	2.3	2.9	2.1	1.6	2.3	WKIN	15.6	15.6	12.0	9.7	6.0	6.5	4.7	4.8
WGOC (C)	---	3.1	3.5	3.9	.8	2.9	3.5	2.3	3.2	---	1.4	1.0	WGOC	---	---	---	6.4	---	---	---	3.0
WETB (R)	---	2.9	4.4	4.4	5.0	6.9	5.2	3.1	2.3	1.4	.8	1.0	WETB	15.0	13.9	15.0	12.2	8.2	4.8	4.0	3.9
WJSO (M)	---	6.8	7.0	7.7	7.7	5.0	4.4	1.0	1.1	1.0	1.7	---	WJSO	16.9	---	10.3	7.6	4.6	4.4	---	---
WZAP (G)	---	4.5	11.4	3.9	5.0	3.4	2.8	2.0	2.0	2.4	2.3	2.3	WZAP	7.9	8.7	7.3	3.5	4.5	5.3	4.8	3.5
WZXY-F (A)	---	---	---	---	---	---	1.9	3.7	4.1	2.1	3.2	5.4	WZXY-F	---	---	---	7.8	---	7.2	9.2	10.0
WIKQ-F (AC)	---	---	---	---	---	---	1.9	---	.5	1.5	1.9	1.6	WIKQ-F	---	---	---	---	1.8	2.4	4.0	3.8
WUSJ-F (C)	---	---	---	---	---	---	---	1.9	1.9	1.7	1.4	3.1	WUSJ-F	---	---	---	3.7	6.7	3.4	5.5	7.2

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>			
APR (%)	---	15.0	13.1	15.2	14.7	15.2	15.6	15.8	15.9	16.2	15.7	15.3	1984	WQUT-F	NA	
FM Share (%)	---	20.56	23.21	23.83	34.17	38.10	39.66	59.10	60.87	69.44	67.20	72.83	1985	WQUT-F	\$1,700,000	
Stations			22	28	25	25	25	27	26	30	26					
Diaries						691	714	838	821	819	916	855				

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>	
CHR/AOR/CONTEMP	40	48	42	40	30	34	32	CHR	32	31	23	WQUT-F (25.2, S84)
MOR/AC	10	9	6	8	18	13	MOR	7	4	4	1	WQUT-F (154, S84)
COUNTRY	42	33	42	40	37	38	AC	6	1	5	18	Highest TSA 1/4 HR AVG: WQUT-F (218, S84)
BTFL/EZ	6	6	11	9	10	11	41	42	39	40		Highest TSA Cume: WQUT-F (2369, S84)
NEWS/TALK	---	---	---	---	---	---	10	10	7	3		Highest Metro Cume Rating: WQUT-F (41.4, S84)
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---		
NOSTALGIA	---	---	---	---	---	---	---	1	1	3		
SPANISH	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	1	1	---	4	5	5	4	6	8	5		
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

#1 STATIONS, 12+ METRO SHARE

- WKIN S76
- WZAP S77
- WJCW S78, F81 (T)
- WKPT-F S79
- WXBQ-F S80, S81, F80, F81 (T), S83, F83
- WQUT-F S82, F82, S84, F84, S85, F85, S86

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.35	3.63	4.66	4.66	6.23	6.5	6.9	7.6	8.1	8.7
Income (millions)	.20	-.06	-.001	-.07	.26					
Nat Rev (millions)	.27	.49	.64	.59	1.02					
Rev Per Cap (\$)	---	8.76	11.10	11.12	14.03	14.94	15.68	17.12	18.12	19.33
Inc Per Cap (\$)	---	-.15	-.003	-.16	.59					
Profit Margin	6.0	1.8	---	---	4.2					

STATION NOTES

(Major call letter and format changes)

- WXBQ-F - WFHG-F until 79
- WFHG - Contemp bordering on AC by 1983
- WKIN - CHR until 81
- WZAP - Country until about 82
- WJSO - Contemp until about 83
- WGOC - Religion until 85
- Country until 86
- WTFM-F - WKPT until 82
- BTFL until 85

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1972	WOPI	\$ 142,000
1977	WZAP	approx. 340,000
1981	WJCW, WQUT-F	Sold to Bloomington 3,400,000
1984	WETB	325,000
1985	WUSJ A/F (Elizabethtown)	780,000
1986	WETB	350,000

JOHNSTOWN, PA

	12+ METRO SHARE											12+ CUME RATINGS									
	SPG												SPG								
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WJAC (C)	---	---	---	---	---	14.8	11.6	9.6	10.6	10.1	9.2	9.8	WJAC	---	33.0	28.0	21.0	23.0	20.4	21.3	21.6
WKYE-F (AC)	---	---	---	---	---	9.7	11.0	9.3	7.9	10.4	14.4	12.9	WKYE-F	---	26.0	24.8	19.7	19.0	23.1	29.6	26.4
WJNL (M)	---	---	---	---	---	5.3	7.5	7.6	6.1	6.1	6.5	3.4	WJNL	---	18.2	19.4	17.0	18.3	16.9	14.4	10.9
WJNL-F (AC)	---	---	---	---	---	6.1	8.0	8.8	7.1	7.6	5.5	3.6	WJNL-F	---	18.3	24.3	23.6	23.4	26.1	18.8	16.5
WBXQ-F (R)	---	---	---	---	---	---	---	7.3	4.8	5.3	9.7	5.4	WBXQ-F	---	---	---	12.9	11.8	12.9	14.3	11.9
WCRO (R)	---	---	---	---	---	10.3	8.0	6.1	6.6	5.3	6.3	3.9	WCRO	---	25.8	21.5	20.5	19.7	16.6	17.5	14.3
WBEM (M)	---	---	---	---	---	4.2	6.6	5.8	2.9	1.5	1.6	3.4	WBEM	---	---	---	8.6	8.2	5.4	4.1	6.7
WIYQ-F (C)	---	---	---	---	---	6.7	5.2	2.0	2.6	4.0	2.1	.8	WIYQ-F	---	16.2	---	6.7	10.4	---	7.3	4.1
WGLU-F (A)	---	---	---	---	---	---	5.2	5.3	4.5	4.8	4.7	2.6	WGLU-F	---	---	15.0	14.3	15.4	15.9	14.1	14.7
WVSC (C)	---	---	---	---	---	6.1	6.9	4.8	3.4	4.8	2.1	6.2	WVSC	---	13.6	14.7	8.5	5.9	---	5.0	8.1
WNCC (M)	---	---	---	---	---	2.5	3.6	2.8	2.9	1.3	2.4	4.1	WNCC	---	---	---	7.1	4.5	4.5	6.7	8.0
WWZE-F (BB)	---	---	---	---	---	---	---	2.8	2.4	3.8	2.6	4.1	WWZE-F	---	---	---	---	6.2	---	---	7.2
WDVE-F (A)	---	---	---	---	---	7.8	3.3	5.8	4.8	7.1	8.1	7.0	WDVE-F	---	13.7	11.9	10.5	11.7	14.9	15.3	14.8
WVSC-F (AC)	---	---	---	---	---	---	---	---	---	---	---	4.7	WVSC-F	---	---	---	---	---	8.0	8.3	9.3

ONE RATING BOOK PER YEAR IN THIS MARKET AS OF 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	---	---	---	---	---	15.9	16.4	17.9	17.1	17.9	17.3	17.6	1984 WJAC \$710,000
FM Share (%)	---	---	---	---	---	48.05	50.73	56.20	54.49	61.48	63.19	62.43	1985 NA
Stations						25	23	29	27	28	27	28	
Diaries						599	641	646	707	673	680	618	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WJAC (14.8, S80)
CHR/AOR/CONTEMP	--	--	--	37	35	42	32	CHR 16	20	13	Highest Metro 1/4 HR AVG:	WKYE-F (55, S85)
MOR/AC	--	--	--	20	15	12	MOR 11	AOR 14	14	10	Highest TSA 1/4 HR AVG:	WKYE-F (76, S85)
COUNTRY	--	--	--	31	35	29	AC 13	9	17	13	Highest TSA Cume:	WKYE-F (91.9, S85)
BTFL/EZ	--	--	--	11	13	14	30	24	26	29	Highest Metro Cume Rating:	WJAC (33.0, S80)
NEWS/TALK	--	--	--	--	--	--	9	27	16	21		
BLACK/URBAN	--	--	--	--	--	--	6	6	2	5		
NOSTALGIA	--	--	--	--	--	3	5	5	3	5		
SPANISH	--	--	--	--	--	--	--	--	--	--		
RELIGION/GOSPEL	--	--	--	--	--	--	--	--	--	--		
CLASSICAL	--	--	--	--	--	--	--	--	--	--		

#1 STATIONS, 12+ METRO SHARE

WJAC S80, S81, S82, S83  
WKYE-F S84, S85, S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	---	---	2.14	2.46	2.60	3.0	3.3	3.7	4.1	4.3
Income (millions)	---	---	.11	.10	.09					
Nat Rev (millions)	---	---	.19	.24	.25					
Rev Per Cap (\$)	---	---	8.02	8.99	9.85	11.28	12.45	13.96	15.53	16.29
Inc Per Cap (\$)	---	---	.42	.37	.36					
Profit Margin	---	---	5.2	4.1	3.6					

STATION NOTES

(Major call letter and format changes)

WKYE-F - WJAC until 84  
BTFL until 84  
WBEM - WWRB until 85

MAJOR STATION SALES

1980	WGLU-F	\$115,000
1984	WCRO	210,000
1985	WGLU-F	400,000

**KALAMAZOO**

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WKZO (M)	22.1	15.4	16.1	15.5	13.6	16.1	11.9	12.9	11.6	12.9	13.6	13.4	WKZO	34.1	39.9	30.6	34.1	29.7	30.5	35.3	33.0
WKMI (AC)	18.9	19.7	15.8	15.4	10.8	9.5	8.0	6.6	6.7	7.8	7.6	4.2	WKMI	36.9	34.4	26.9	20.5	21.6	17.0	19.6	14.0
WQLR-F (E)	9.6	9.8	8.7	10.2	9.2	7.8	9.6	9.8	9.6	8.6	11.4	8.5	WQLR-F	22.4	18.0	18.8	15.9	20.1	14.4	21.0	15.5
WKFR-F (R)	---	---	---	7.4	8.5	11.6	12.8	10.3	13.6	15.8	13.6	14.8	WKFR-F	20.8	23.5	24.2	28.2	29.5	29.6	33.9	29.7
WNWN-F (C)	---	---	---	---	2.3	4.1	6.0	6.5	8.3	11.1	10.8	11.0	WNWN-F	---	---	13.4	14.3	17.4	14.3	16.5	23.5
WHEZ (BB)	5.5	4.3	8.4	3.7	3.9	2.1	2.8	1.2	.7	.8	1.2	3.2	WHEZ	---	---	---	3.8	4.1	1.5	---	3.9
WQSN (C)	7.6	9.8	4.8	1.8	1.1	.6	---	---	---	1.1	.4	2.1	WQSN	---	---	---	2.6	---	---	2.5	3.1
WKPR (G)	2.3	3.1	2.4	.9	2.9	2.0	3.1	1.4	2.0	1.3	2.1	.7	WKPR	---	---	---	3.4	5.2	3.0	6.6	2.4
WOOD-F (E)	8.7	7.7	6.6	7.1	8.5	6.4	6.7	5.4	4.7	5.7	5.7	4.6	WOOD-F	16.5	15.2	15.7	13.9	13.7	13.4	14.5	10.7
WJFM-F (AC)	2.0	---	---	2.2	2.1	4.5	5.8	6.0	4.3	3.4	8.0	10.2	WJFM-F	6.7	11.3	15.4	14.1	13.7	13.2	19.4	23.1
WLAV-F (A)	---	---	---	3.4	4.8	5.7	6.1	6.9	5.1	4.3	3.5	5.7	WLAV-F	7.2	11.6	12.5	14.3	13.6	11.1	8.2	11.7
WGRD-F (R)	---	---	8.1	10.0	8.1	7.7	6.0	5.9	5.5	5.5	5.7	3.5	WGRD-F	24.3	21.6	22.1	18.8	14.7	15.8	19.4	13.9
WJXQ-F (A)	---	---	---	---	---	---	2.2	2.2	5.7	3.9	3.3	.7	WJXQ-F	---	---	---	---	8.8	9.8	8.8	4.4

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1978

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.6	15.2	15.3	15.1	14.6	15.2	16.8	16.0	17.0	16.1	15.1	15.8	1984	WKFR-F	\$1,600,000
FM Share (%)	27.86	22.14	30.99	42.71	49.02	53.57	62.90	61.42	69.27	69.28	69.83	73.12	1985	WKFR-F	\$1,700,000
Stations			18	20	17	20	17	22	22	20	18	19			
Diaries						573	592	665	617	664	715	628			

**FORMAT SHARES (%)**

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986		
CHR/AOR/CONTEMP	39	48	44	52	39	41	43	26	33	25	Highest Metro Share:	WKZO (22.1, S75)
MOR/AC	21	24	21	19	25	28	MOR 18	10	7	7	Highest Metro 1/4 HR AVG:	WKZO (73, S75)
COUNTRY	16	5	9	11	11	12	AC 6	13	9	19	Highest TSA 1/4 HR AVG:	WKZO (94, S75)
BTFLEZ	19	19	23	15	20	15	14	17	11	15	Highest TSA Cume:	WKZO (1208, S80)
NEWS/TALK	2	2	1	1	--	2	16	15	18	15	Highest Metro Cume Rating:	WKZO (39.9, S80)
BLACK/URBAN	--	--	--	--	--	--	--	--	--	--		
NOSTALGIA	--	--	--	--	1	1	--	--	--	4	#1 STATIONS, 12+ METRO SHARE	
SPANISH	--	--	--	--	--	--	--	--	--	--	WKZO	S75, S77, F78, S79, S80, F80, F81, S82, S83
RELIGION/GOSPEL	4	2	3	2	4	2	3	2	4	1	WKMI	S76, S78
CLASSICAL	--	--	--	--	--	--	--	--	--	--	WKFR-F	S81, F83, S84, F84, S85, S86
											WNWN-F	F85
											WQLR-F	F82

**FINANCIAL DATA**

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.33	2.61	3.11	3.05	2.93	3.6	4.1	4.6	5.3	6.0
Income (millions)	.42	.49	.35	.03	.27					
Nat Rev (millions)	.39	.30	.52	.44	.42					
Rev Per Cap (\$)	---	9.68	11.54	11.80	10.35	17.06	19.34	21.70	24.65	27.90
Inc Per Cap (\$)	---	1.80	1.30	.11	.94					
Profit Margin	18.1	18.6	11.3	1.0	9.1					

\* Independent FM's and FM's reported separately are not included

**MAJOR STATION SALES**

1972	WQLR-F	Sold to Fairfield	\$ 150,000
1976	WHEZ		220,000
1979	WQSN		\$ 407,000
1985	WQSN	Sold to Fairfield	175,000
1985	WHEZ		100,000
1985	WKNR/WKFR-F (Battle Creek)	Sold to Hicks	3,250,000
1985	WKMI	Sold to Hicks	1,050,000

**STATION NOTES**

(Major call letter and format changes)

- WQSN - WYYY until 82  
WKLZ until 84  
CHR until 81  
AC until 83  
News during 83  
Country from 84 on
  - WHEZ - WBUK until 85  
Country until 80  
Oldies until 83  
Off air until 84
  - WKMI - CHR evolving to AC by 83
- Other stations - See Chicago and Grand Rapids

KANSAS CITY

	12+ METRO SHARE												12+ CUME RATINGS									
	SPG		76	77	78	79	80	81	82	83	84	85	SPG	86	79	80	81	82	83	84	85	86
	75	86																				
WDAF (C)	6.5	5.9	9.2	9.6	10.4	11.7	13.7	11.4	10.8	9.6	10.9	8.5	WDAF	20.4	24.4	23.5	25.9	22.4	17.2	21.0	17.6	
KYYS-F (A)	5.6	8.2	6.8	9.1	11.5	10.3	8.5	7.4	7.4	5.9	6.4	8.6	KYYS-F	18.2	20.9	20.3	19.1	15.2	14.9	17.1	17.9	
KMBZ (NT)	13.1	12.0	15.1	15.0	12.9	9.8	7.2	7.7	3.9	4.8	4.4	9.7	KMBZ	29.6	23.8	22.1	21.0	11.6	12.4	11.6	20.2	
KCMO (NT)	9.6	9.4	10.2	9.6	9.4	7.5	8.5	6.3	7.6	7.9	7.3	4.9	KCMO	19.6	18.1	17.4	15.9	23.4	18.7	19.6	12.7	
KBKZ-F (C)	5.5	5.3	5.4	7.8	7.9	6.9	6.3	5.0	4.3	3.9	3.3	3.5	KBKZ-F	13.6	14.4	13.5	9.9	13.6	9.2	8.5	11.9	
KBEQ-F (R)	8.7	8.8	7.4	8.8	7.2	5.7	6.7	8.8	8.2	7.6	7.1	7.5	KBEQ-F	18.0	15.0	16.5	20.4	22.8	23.8	23.1	20.0	
WHB (AC)	10.3	6.8	6.5	6.3	5.4	8.9	9.3	5.7	4.3	4.1	3.7	2.9	WHB	17.7	20.3	23.6	20.8	16.8	12.3	12.0	9.3	
KPRT (G)	---	---	---	1.0	1.9	1.5	1.8	2.8	1.9	1.8	.9	.5	KPRT	---	---	---	4.1	3.9	3.7	3.2	2.0	
KPRS-F (B)	7.0	6.5	6.5	5.3	5.1	6.5	7.5	7.5	6.0	4.7	5.4	3.5	KPRS-F	9.2	---	9.9	9.5	8.7	9.4	10.6	7.5	
KUDL-F (AC)	---	---	2.2	2.9	3.4	6.7	6.8	5.5	5.6	6.3	6.2	6.0	KUDL-F	8.2	---	16.5	18.0	16.0	17.5	15.1	16.2	
KFKF-F (C)	4.0	5.4	4.2	3.6	3.6	3.4	4.6	5.3	6.1	6.5	5.6	7.9	KFKF-F	8.6	9.7	10.0	13.1	14.7	14.9	13.2	15.0	
KJLA (BB)	---	2.7	---	1.3	3.5	3.0	2.4	4.1	4.7	4.0	3.7	2.2	KJLA	10.7	10.8	---	8.2	8.2	9.5	8.1	5.2	
KMBR-F (E)	NA	NA	NA	9.6	9.4	7.5	8.5	5.8	6.0	8.6	8.1	7.8	KMBR-F	---	17.2	17.0	14.0	12.6	16.3	16.3	15.1	
KLSI-F (AC)	---	---	---	---	---	---	---	2.9	7.4	6.7	5.6	6.0	KLSI-F	---	---	---	1.3	16.5	12.4	14.2	13.2	
KZZC-F (R)	---	---	---	---	---	---	---	.6	2.5	3.0	4.1	3.4	KZZC-F	---	---	---	---	10.4	10.1	14.9	10.4	
KCFX-F (A)	---	---	---	---	---	---	---	---	---	1.4	2.4	5.9	KCFX-F	---	---	---	---	---	6.9	7.2	11.4	
KKCI-F (A)	---	---	---	---	---	---	1.6	2.8	4.7	2.9	2.1	.7	KKCI-F	---	---	---	3.9	11.8	10.3	8.1	2.3	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.4	14.6	15.2	15.5	15.2	15.7	16.0	17.4	17.1	17.0	17.5	15.1	1984	WDAF	NA
FM Share (%)	44.35	48.83	45.17	49.27	51.34	52.35	54.46	55.12	59.72	64.89	63.49	66.05	1985	WDAF	\$6,000,000
Stations			22	20	22	20	22	21	25	25	26	22			
Diaries						1546	1256	1435	1377	1343	1676	1423			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:			
CHR/AOR/CONTEMP	24	30	28	38	35	21	29	15	12	12	KMBZ (18.6, S78)			
MOR/AC	29	28	25	16	9	15	5	10	12	15	KMBZ (294, S77)			
COUNTRY	18	15	15	20	20	27	12	18	17	17	WDAF (591, S81)			
BTFL/EZ	17	17	18	16	9	15	19	20	21	17	WDAF (7025, S81)			
NEWS/TALK	3	--	--	--	7	8	10	14	12	15	KCMO (29.9, F78)			
BLACK/URBAN	8	7	11	9	10	11	8	5	6	9				
NOSTALGIA	--	--	--	--	--	4	5	5	4	2	KMBZ S75, S76, F76, S77, F77, S78, F78, S79, S86			
SPANISH	--	--	--	--	--	--	--	--	--	--	KYYS-F F79			
RELIGION/GOSPEL	1	1	2	1	1	2	2	2	4	3	WDAF S80, F80, S81, F81, S82, F82, S83, F83, F84, S85, F85			
CLASSICAL	1	1	1	1	1	1	1	2	2	1	KMBR-F S84			

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	13.44	12.96	17.57	19.05	20.56	26.7	28.9	31.3	34.1	37.1
Income (millions)	1.00	1.01	2.69	2.28	.14					
Nat Rev (millions)	2.78	2.50	4.87	5.48	6.53					
Rev Per Cap (\$)	---	9.98	13.54	14.28	15.40	18.54	19.93	21.44	23.20	25.07
Inc Per Cap (\$)	---	.77	2.07	1.71	.11					
Profit Margin	7.5	7.8	15.3	12.0	0.7					

MAJOR STATION SALES

1970	KBEA, KBEQ-F		\$ 750,000
1972	KBEA, KBEQ-F	Sold to Wodlinger	950,000
1975	KJLA		750,000
1976	KXTR-F		400,000
1977	KBEQ-F	From Wodlinger to Mariner	5,100,000
1978	KCNW	From Starr to Universal	336,000
1978	KJLA		850,000
1981	KFKF, KFKF-F	From Kay-Smith to Allbritton	2,700,000
1982	KLSI-F	From Swaggart to Sandusky Newsp	3,100,000
1982	KCXL, KKCI-F	From Southwest to Golden East	2,350,000
1982	KCL0, KZZC-F (Leavenworth)	From Anderson to Wodlinger	1,700,000
1982	KBEQ-F	From Mariner to Capitol (Goodman)	5,250,000
1983	KFKF A/F	From Allbritton to Sconnix	4,000,000
1984	KCMO, KBKC-F	From Fairbanks to Summit	11,200,000
1985	WHB	From Storz to Shamrock	3,500,000
1985	KKCI-F (Liberty)	Sold to Transcom	4,200,000

STATION NOTES

(Major call letter and format changes)

KMBZ	- MOR until 81
	Country until 82
	MOR until 84
KJLA	- KAYQ until 79
	Country until about 79
	Contemp until 81
KFKF-F	- KCKN-F until 80
KBKC-F	- KCEZ until 84
	KCMO until 85
	BTFL until 83
	Country until 85
KKCI-F	- KKCI until 85
	AOR until 85
	Black until 86
	KCMG until 86
	AC beginning in late 85

KNOXVILLE

		12+ METRO SHARE												12+ CUME RATINGS								
SPG		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WIVK-F	(C)	14.2	15.8	11.8	14.6	18.8	20.1	23.5	20.1	20.0	20.6	24.2	26.7	WIVK-F	27.4	31.5	37.8	36.1	38.0	31.2	39.1	38.4
WIVK	(C)	10.7	10.4	11.8	11.1	9.6	9.4	8.0	6.7	5.0	3.9	4.3	3.6	WIVK	19.0	22.1	19.1	15.1	13.1	8.1	10.0	10.3
WEZK-F	(E)	10.2	15.7	14.3	16.1	17.4	18.3	16.0	13.4	13.3	15.3	14.0	12.7	WEZK-F	25.3	27.2	25.7	25.1	22.9	23.3	22.0	20.4
WIMZ-F	(A/R)	3.0	4.3	7.5	4.8	5.4	6.6	9.2	10.6	10.9	17.2	16.1	13.3	WIMZ-F	14.6	13.7	16.1	20.2	21.4	29.5	34.9	28.0
WOKI-F	(R)	9.5	6.8	4.9	5.5	6.7	9.5	8.2	11.6	10.7	8.8	7.9	8.2	WOKI-F	18.6	21.3	22.8	25.7	24.6	24.0	22.4	20.9
WRJZ	(G)	8.2	6.0	18.1	16.1	12.4	9.4	6.1	6.0	5.2	1.9	1.6	2.7	WRJZ	34.3	27.4	23.0	17.3	16.3	6.1	5.4	5.9
WMYU-F	(AC)	---	---	---	---	---	---	6.8	9.7	9.1	7.5	7.9	9.9	WMYU-F	---	---	5.2	21.4	20.4	19.2	19.4	26.8
WNOX	(C)	11.6	14.2	9.7	11.3	12.0	7.8	5.9	3.4	5.2	5.4	3.0	2.4	WNOX	39.3	26.0	23.1	17.9	15.2	14.2	10.7	8.7
WIMZ	(R)	5.1	4.9	3.8	2.7	1.5	1.7	2.9	1.4	.8	1.0	.3	.2	WIMZ	9.0	5.9	8.2	5.6	4.7	6.1	3.2	2.4
WKGN	(NT)	7.0	2.3	2.6	2.6	1.0	.8	.8	2.1	1.8	1.3	1.8	4.1	WKGN	4.9	5.0	6.6	5.5	6.6	4.8	4.7	4.9
WGAP	(C)	---	3.4	2.6	2.4	3.2	2.3	2.9	1.8	1.7	1.5	1.4	.9	WGAP	7.0	7.0	---	4.4	5.9	4.5	3.6	2.9
WBMK	(B)	---	---	---	---	1.4	1.4	1.1	2.2	4.2	2.8	1.8	1.0	WBMK	---	---	---	3.9	---	2.4	2.1	2.7
WNKX-F	(C)	---	---	---	---	1.6	2.1	1.1	2.6	2.0	1.4	1.5		WNKX-F	---	---	---	---	5.3	---	3.7	3.7

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1979

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	16.6	14.8	15.9	15.5	15.4	15.3	17.4	17.6	18.1	16.2	17.9	17.5	1984 WIVK-F NA
FM Share (%)	40.30	46.63	41.53	45.19	49.08	59.09	66.92	70.64	70.55	81.24	78.98	79.48	1985 WIVK-F \$3,700,000
Stations			19	16	16		18	17	17	15	21	19	
Diaries						858	695	872	809	825	1150	1000	

FORMAT SHARES (%)	1977 1978 1979 1980 1981 1982 1983 1984 1985 1986												Highest Metro Share:	
	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	WIVK-F (28.0, S81)	WIVK-F (235, S86)		
CHR/AOR/CONTEMP	37	39	35	34	34	29	23	CHR 12	9	9			Highest Metro 1/4 HR AVG:	WIVK-F (409, F85)
MOR/AC	7	4	2	4	--	11	MOR 1	AOR 21	19	15			Highest TSA 1/4 HR AVG:	WIVK-F (3884, F85)
COUNTRY	36	37	40	36	42	37	41	10	7	12			Highest Metro Cume Rating:	WIVK-F (41.0, F85)
BTFL/EZ	15	17	20	21	17	15	13	34	39	41			#1 STATIONS, 12+ METRO SHARE	
NEWS/TALK	--	--	--	--	--	--	--	18	17	15			WRJZ	S77, S78 (T)
BLACK/URBAN	2	--	2	2	1	3	5	10	7	12			WEZK-F	S78 (T), S79, S80
NOSTALGIA	--	--	--	--	3	2	--	2	1	1			WIVK-F	All other rating periods
SPANISH	--	--	--	--	--	--	--	2	3	3			STATION NOTES	
RELIGION/GOSPEL	1	1	--	1	2	2	2	3	3	8			(Major call letter and format changes)	
CLASSICAL	--	--	--	--	--	--	--	--	--	--			WIMZ	- WBIR until 80

FINANCIAL DATA	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	4.50	4.98	6.28	6.04	7.41	8.4	8.8	9.4	9.9	11.0
Income (millions)	.16	.27	.29	.23	-.10					
Nat Rev (millions)	.83	1.16	1.15	1.27	1.47					
Rev Per Cap (\$)	---	11.04	13.92	13.02	15.19	14.56	15.07	15.99	16.75	18.48
Inc Per Cap (\$)	---	.60	.65	.50	-.21					
Profit Margin	3.5	5.4	4.6	3.8	---					

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1971	WRJZ	From Nationwide to Hall	\$ 700,000
1975	WKGN	Sold Mooney	600,000
1976	WITA		290,000
1976	WRJZ	Sold to Basic Media	800,000
1978	WKGN		718,000
1979	WBMK		150,000
1979	WIMZ, WIMZ-F	From Multimedia to Stoner	NA
1980	WITA		410,000
1981	WKGN		300,000
1982	WNOX	From Scripps-Howard to Mack Sanders	1,200,000
1983	WITA		675,000
1984	WKGN		475,000
1984	WRJZ		905,000
1984	WSEV, WMYU-F	(cancelled)	2,700,000
1984	WNOX, WNKX-F	From Sanders to ELF	2,100,000
1985	WSEV, WMYU-F	Sold to Republic	3,400,000
1986	WNOX, WNKX-F	From ELF to REBS	3,000,000
1986	WMYU-F	From Republic to Jacor	5,200,000
1986	WBMK		215,000
1986	WRJZ	Sold by Salem	300,000 plus liabilities

LAFAYETTE, LA

		12+ METRO SHARE											12+ CUME RATINGS										
		SPG 75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86		
KVOL	(O)	33.1	27.7	23.2	16.9	23.6	29.0	21.3	7.2	6.1	2.8	2.6	2.5	KVOL	42.4	49.7	32.2	24.6	22.3	10.8	11.9	8.9	
KXKW	(C)	16.6	12.9	9.3	11.4	12.1	11.3	13.3	13.4	10.0	8.3	6.6	7.5	KXKW	18.5	27.4	19.3	22.8	18.6	18.6	14.8	14.7	
KSMB-F	(R)	12.7	9.7	6.6	10.8	14.6	12.9	16.0	13.4	12.7	10.4	17.4	23.2	KSMB-F	22.5	21.2	19.7	25.1	24.7	23.5	36.2	37.4	
KTDY-F	(R)	5.7	12.3	26.5	27.7	19.7	9.1	13.3	14.4	15.3	17.0	10.2	6.3	KTDY-F	36.1	21.2	23.2	29.3	33.6	32.7	30.4	20.5	
KPEL	(NT)	7.6	8.4	9.3	12.0	8.9	8.6	9.3	4.6	4.4	3.8	3.9	1.3	KPEL	18.4	21.0	15.9	15.1	---	12.3	10.9	6.9	
KDEA-F	(E)	1.3	5.8	7.9	6.0	3.2	5.4	4.0	4.6	5.2	5.2	5.2	5.6	KDEA-F	11.4	10.6	9.2	10.8	11.1	11.6	10.2	11.1	
KJCB	(B)	---	---	---	---	---	---	---	16.5	16.6	11.4	16.1	8.2	KJCB	---	---	---	14.8	17.8	16.8	23.6	17.2	
KMDL-F	(C)	---	---	---	---	---	---	---	5.7	7.4	5.5	3.9	4.1	KMDL-F	---	---	---	11.4	20.4	14.6	10.4	10.6	
KTIZ-F	(B)	---	---	---	---	---	---	2.0	3.6	1.7	6.6	5.2	3.8	KTIZ-F	---	---	---	4.6	5.9	6.6	14.5	12.1	7.5
KROF	(B)	10.8	9.0	6.0	6.6	7.0	8.6	.7	.5	1.3	7.3	7.9	6.0	KROF	19.5	27.0	3.7	5.0	3.0	11.7	12.7	8.1	
KASC-F	(C)	---	---	---	---	---	---	7.3	1.5	4.8	3.5	3.6	.9	KASC-F	---	---	12.2	6.5	10.7	---	6.8	6.6	
WGGZ-F	(R)	2.5	3.2	1.7	---	3.8	1.6	2.7	2.1	4.8	4.8	4.3	3.8	WGGZ-F	12.7	4.7	6.3	12.5	15.7	19.2	15.3	13.5	
KFXZ-F	(B)	---	---	---	---	---	---	---	---	---	---	---	9.7	KFXZ-F	---	---	---	---	---	---	---	18.2	

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.6	16.0	16.6	16.2	14.9	17.1	12.7	15.8	17.6	17.0	17.3	18.1	1984	KT DY-F	\$1,700,000
FM Share (%)	29.17	40.00	48.53	48.68	50.34	40.85	51.09	50.00	58.88	63.16	58.33	71.48	1985	KSMB-F	NA
Stations			10	7	10	12	11	16	16	17	16	16			
Diaries						424	618	728	537	630	641	503			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	43	39	46	31	38	35	44	CHR 20	35	35	KVOL (33.1, S75)	
MOR/AC	10	13	9	10	10	7	MOR 5	AOR --	--	--	Highest Metro 1/4 HR AVG: KSMB-F (74, S86)	
COUNTRY	11	13	20	23	23	24	25	20	16	16	Highest TSA 1/4 HR AVG: KSMB-F (168, S86)	
BTFL/EZ	9	7	3	7	4	6	6	6	6	6	Highest TSA Cume: KSMB-F (1585, S86)	
NEWS/TALK	---	---	---	---	---	---	---	---	4	4	Highest Metro Cume Rating: KVOL (49.7, S80)	
BLACK/URBAN	27	28	20	29	21	29	20	27	32	32	#1 STATIONS, 12+ METRO SHARE	
NOSTALGIA	---	---	---	---	---	---	---	---	---	---	KVOL S75, S76, S79, S80, S81	
SPANISH	---	---	---	---	---	---	---	---	---	---	KT DY-F S77, S78, S84	
RELIGION/GOSPEL	---	---	1	1	2	---	1	2	2	2	KJCB S82, S83	
CLASSICAL	---	---	---	---	---	---	---	---	---	---	KSMB-F S85, S86	

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.05	1.54	2.04	2.48	3.84	4.6	5.3	5.7	6.5	7.4
Income (millions)	.14	.29	.33	.42	.65					
Nat Rev (millions)	.24	.33	.37	.62	.84					
Rev Per Cap (\$)	---	11.36	14.77	16.88	24.68	23.47	25.98	26.63	30.23	33.48
Inc Per Cap (\$)	---	2.18	2.36	2.87	4.18					
Profit Margin	13.6	19.2	16.0	17.0	16.9					

STATION NOTES

(Major call letter and format changes)

- KT DY-F - KPEL-F until 76
- KROF - Simulcast with KASC until 81
- CHR changing to AC by 82
- Became Black around 84
- KASC-F - KROF-F until 81
- CHR until 81
- KPEL - MOR until 1984

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1974	KDEA-F	\$ 123,000
1976	KPEL, KT DY-F	1,025,000



LAKELAND

	12+ METRO SHARE													12+ CUME RATINGS							
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86	
WPCV-F (C)	6.4	7.5	8.0	8.5	8.6	8.6	12.8	12.9	13.7	12.8	13.4	12.4	17.5	13.4	20.9	25.1	25.2	22.7	22.8	21.6	
WVFM-F (E)	12.5	13.4	15.4	11.8	12.4	12.8	9.6	9.9	13.5	11.2	13.2	12.2	18.2	15.4	15.1	17.2	18.7	18.4	17.8	16.5	
WWAB (B)	7.1	7.8	3.0	4.9	3.2	3.9	1.2	7.9	5.1	5.9	5.9	2.9	---	---	---	8.7	---	8.1	7.7	5.5	
WGTO (C)	4.1	2.0	3.3	10.4	8.9	9.4	12.8	7.2	5.1	5.0	4.0	2.9	13.6	---	---	6.4	14.2	10.6	8.9	7.3	
WONN (BB)	---	5.3	5.2	6.0	5.7	3.9	4.3	2.5	2.4	1.6	3.2	2.7	16.2	10.9	12.0	7.2	8.0	5.9	7.6	7.4	
WRBQ-F (R)	8.8	9.5	11.5	14.8	12.1	6.5	8.2	10.6	8.8	9.4	8.4	10.5	27.1	20.5	20.3	22.0	22.8	23.9	22.0	23.0	
WPDS-F (AC)	4.1	5.9	7.1	4.7	6.3	3.9	4.6	2.3	4.9	6.4	5.0	5.0	12.1	9.2	9.7	7.2	7.9	8.7	11.0	11.5	
WYNF-F (A)	---	---	---	---	---	4.9	6.3	7.9	9.8	7.5	7.4	8.0	---	10.4	15.3	16.2	15.2	15.7	14.0	15.9	
WQYK-F (C)	---	---	---	---	.6	2.3	1.2	3.8	3.5	2.3	2.7	1.2	---	---	6.0	9.1	8.9	6.2	---	5.4	
WSUN (C)	3.7	5.6	5.8	2.7	2.0	2.3	2.9	2.9	2.4	.5	2.1	.4	9.3	6.9	9.2	7.8	8.2	5.2	4.6	3.3	
WJYO-F (AC)	---	---	3.0	2.2	8.3	7.0	1.2	1.6	2.2	2.5	2.3	.4	11.4	10.8	---	3.5	6.7	---	5.7	2.1	
WTMP (B)	---	---	---	---	1.4	---	7.2	3.4	2.5	1.8	1.7	---	---	---	---	8.9	---	5.2	4.6	---	
WHLY-F (R)	---	---	---	---	---	---	---	---	1.6	5.2	6.9	6.4	---	---	---	---	5.7	11.7	11.2	14.2	

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	14.6	16.7	16.3	15.7	14.9	16.4	15.3	15.8	17.6	18.9	15.8	16.9	1984	NA
FM Share (%)	43.98	47.32	58.04	55.35	64.10	68.44	59.65	64.48	74.83	78.85	77.31	85.48	1985	WPCV and WVFM \$1,600,000
Stations			24	23	22	18	22	28	23	21	20	24		
Diaries						505	560	828	597	620	737	725		

FORMAT SHARES (%)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	27	30	23	33	21	29	27	CHR 21	21	23	WVFM-F (15.4, S77)	
MOR/AC	14	13	8	7	10	2	MOR 4	AOR 10	9	13	Highest Metro 1/4 HR AVG: WPCV-F (63, S84)	
COUNTRY	24	29	27	29	37	32	37	27	28	23	Highest TSA 1/4 HR AVG: WVFM-F (90, S85)	
BTFL/EZ	31	22	26	26	21	17	16	15	17	16	Highest TSA Cume: WPCV-F (927, S83)	
NEWS/TALK	---	---	---	---	---	---	---	---	---	---	Highest Metro Cume Rating: WRBQ-F (27.1, S79)	
BLACK/URBAN	4	6	14	5	10	13	9	9	9	4		
NOSTALGIA	---	---	---	---	---	5	4	2	6	4		
SPANISH	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	---	---	---	---	1	1	---	---	---	---		
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

#1 STATIONS, 12+ METRO SHARE

WVFM-F	S75, S76, S77, S79
WRBQ-F	S78
WGTO	S81 (T)
WPCV-F	S81 (T), S82, S83, S84, S85, S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.60	1.61	2.84	3.05	3.30	3.9	4.4	4.8	5.3	5.5
Income (millions)	-.29	-.39	-.43	-.53	-.48					
Nat Rev (millions)	.31	.31	.52	.50	.46					
Rev Per Cap (\$)	---	5.49	10.11	9.78	9.76	12.38	12.98	13.68	14.84	15.10
Inc Per Cap (\$)	---	-1.33	-1.52	-1.71	-1.42					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

WONN - MOR until about 80

Other stations - see Tampa & Orlando

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1971	WONN	Sold to Joe Garagiola	\$ 627,600
1973	WWAB		230,000
1973	WPCV-F (Winter Haven)	Sold to Joe Garagiola	225,000
1977	WONN, WPCV-F	Sold by Joe Garagiola	1,100,000
1979	WLKF		690,000
1981	WONN, WPCV-F	Sold to Hall	2,000,000
1983	WVFM-F	Sold to Root	3,100,000
1984	WLKF	From Kelly to Root	470,000
1984	WSIR		466,000
1986	WGTO	Sold by Hubbard	1,535,000

## LANCASTER

	12+ METRO SHARE											12+ CUME RATINGS								
	SPG											SPG								
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86
WLAN-F (R)	5.4	4.4	2.9	3.8	3.6	9.6	15.9	13.3	9.9	11.0	12.9	11.8	---	16.2	28.7	32.8	30.9	29.1	28.6	28.2
WLAN (M)	11.3	7.2	7.9	7.8	5.9	3.8	3.5	3.1	2.0	1.2	1.3	2.3	18.6	21.4	19.6	12.5	9.9	9.7	4.5	5.2
WNCE-F (E)	7.1	9.3	6.2	5.0	8.3	10.4	9.1	14.1	12.1	12.5	15.9	14.2	14.9	21.9	16.3	23.2	21.9	23.2	23.5	23.8
WIOV-F (C)	12.1	9.3	14.8	11.4	14.9	7.7	8.8	6.1	12.5	10.8	8.2	9.3	20.5	15.8	11.2	16.3	21.7	20.2	14.4	18.4
WDAC-F (G)	5.2	2.1	5.0	5.5	5.4	6.8	5.3	6.7	5.2	6.0	6.7	6.6	12.2	13.5	---	14.0	12.3	10.4	13.7	14.0
WGSA (M)	5.2	4.9	6.0	4.0	4.5	3.0	3.0	3.4	2.2	2.8	1.5	.5	9.7	---	---	5.3	4.5	---	3.9	2.7
WLPA (BB)	7.1	8.2	5.7	5.0	2.5	2.1	1.7	2.3	2.5	1.8	1.8	1.6	12.6	---	---	7.0	8.2	8.7	4.9	6.5
WSBA (M)	6.7	5.7	6.2	3.8	7.2	5.1	4.3	3.0	3.3	3.6	2.3	2.3	19.1	13.5	10.7	11.0	9.4	8.5	5.3	8.5
WSBA-F (AC)	7.4	9.3	8.9	8.3	6.5	8.3	6.7	6.5	8.9	7.1	9.0	6.8	13.4	15.3	14.6	14.4	14.4	14.9	17.3	20.8
WQXA-F (R)	3.9	7.7	10.5	8.3	11.0	8.9	4.3	5.4	2.9	3.2	2.7	2.5	25.4	22.1	14.1	16.5	13.2	13.1	11.3	10.0
WRKZ-F (C)	---	---	---	.5	1.9	6.1	8.4	8.0	8.4	11.1	8.7	9.3	---	---	13.0	17.8	16.7	16.8	17.7	12.8
WHTF-F (A)	---	---	---	---	---	---	---	2.2	1.3	3.5	3.7	6.6	---	---	---	---	3.0	9.1	5.3	10.3

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.9	14.1	15.0	14.9	15.6	15.2	15.0	17.2	17.6	17.7	18.0	17.4	1984	WLAN-F	\$1,300,000
FM Share (%)	56.65	58.89	66.76	68.23	70.80	76.92	79.21	84.11	85.07	86.19	89.75	88.60	1985	WLAN-F	\$1,400,000
Stations			23	26	20	21	28	29	28	25	26	24			
Diaries						561	655	743	683	678	805	755			

## FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	32	32	32	41	43	33	28	CHR	26	26	20	WNCZ-F (16.4, F85)
								AOR	6	3	11	Highest Metro 1/4 HR AVG: WNCZ-F (92, F85)
MOR/AC	22	19	21	14	13	18	10	8	6	7		Highest TSA 1/4 HR AVG: WRKZ-F (181, F84)
							9	9	12	9		Highest TSA Cume: WQXA-F (1959, F83)
COUNTRY	17	14	18	13	16	16	25	26	19	22		Highest Metro Cume Rating: WLAN-F (32.8, S82)
BTFL/EZ	22	23	20	25	19	25	13	16	19	17		
NEWS/TALK	2	3	1	3	2	1	2	1	---	2		
BLACK/URBAN	---	---	---	---	---	---	1	---	1	---		
NOSTALGIA	---	---	---	---	---	---	3	3	2	2		
SPANISH	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	6	8	7	9	7	7	7	6	10	9		
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

## #1 STATIONS, 12+ METRO SHARE

WIOV-F S75, S76 (T), S77, S78, S79, S83, S84  
 WSBA-F S76 (T)  
 WNCZ-F S76 (T), S80, F82, F83, S85, F85, S86  
 WLAN-F F80, S81, F81, S82  
 WRKZ-F F84

## FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.50	1.58	2.61	2.66	3.16	3.5	4.8	4.2	4.6	4.9
Income (millions)	.14	.12	.19	.28	-.29					
Nat Rev (millions)	.38	.32	.54	.82	.89					
Rev Per Cap (\$)	---	4.50	7.36	7.50	8.56	9.62	10.24	11.14	12.01	12.66
Inc Per Cap (\$)	---	.35	.54	.80	-.78					
Profit Margin	8.8	7.7	7.4	10.6	---					

## STATION NOTES

(Major call letter and format changes)

WNCZ-F - WGAL-F until 81  
 WLPA - WGAL until 77  
 WDDL until 79  
 MOR until 82  
 WLAN-F - BTFL until 79  
 WLAN - Contemp evolving to AC by 82 and MOR by 85

\* Independent FM's and FM's reported separately are not included

## MAJOR STATION SALES

1976	WLPA, WNCZ-F	From Steinman to Hall	\$ 850,000
1979	WDAC-F		696,000
1984	WGSA, WIOV-F	Sold to Brill	2,000,000
1984	WGSA	Sold by Brill	250,000

LANSING

	12+ METRO SHARE												12+ CUME RATINGS											
	SPG			75	76	77	78	79	80	81	82	83	84	85	SPG		79	80	81	82	83	84	85	86
WFMK-F (AC)	6.9	10.2	5.4	12.1	11.8	14.6	11.6	13.2	11.3	8.3	8.5	6.8				WFMK-F	26.3	32.6	24.9	28.1	28.7	22.2	21.6	17.2
WITL (C)	---	---	6.3	3.1	3.2	3.2	1.7	2.5	1.9	.9	1.7	.9				WITL	8.8	9.0	---	7.4	5.4	4.2	4.3	4.8
WITL-F (C)	14.1	14.9	7.1	9.5	9.7	10.7	12.0	11.4	10.9	9.7	9.7	12.1				WITL-F	18.7	20.6	22.0	22.3	19.1	19.4	19.3	21.2
WILS (AC)	8.9	6.3	7.0	5.5	5.2	2.7	3.1	2.5	1.1	.9	.9	.5				WILS	17.9	13.0	---	10.2	7.8	4.5	4.1	3.0
WILS-F (AC)	1.9	3.0	6.8	8.7	9.5	12.8	7.4	6.9	7.8	4.5	4.7	3.2				WILS-F	22.8	21.3	16.1	18.8	17.1	12.8	14.2	10.9
WVIC-F (R)	15.2	16.1	18.0	13.8	13.3	13.4	5.8	7.5	13.1	18.0	19.7	16.0				WVIC-F	32.0	29.6	22.0	21.5	29.6	38.3	36.7	34.5
WVIC (R)	---	---	---	---	---	---	3.3	3.3	2.6	1.5	1.0	.2				WVIC	---	---	7.8	6.7	---	4.3	4.1	2.2
WJIM (O)	5.8	7.7	8.2	5.3	4.0	3.8	3.0	2.1	2.0	2.3	1.9	1.2				WJIM	14.3	13.5	11.1	9.1	10.4	6.8	6.9	4.8
WJIM-F (E)	4.4	3.5	4.5	4.4	6.6	8.9	7.1	7.0	6.6	6.4	7.2	5.4				WJIM-F	9.5	15.4	14.4	13.8	12.6	10.6	11.9	13.0
WJXQ-F (A)	---	---	---	---	---	---	10.6	11.0	7.2	10.2	7.5	6.3				WJXQ-F	---	---	20.8	26.2	19.3	22.7	20.3	18.6
WMMQ-F (A)	---	---	---	---	---	---	---	.7	2.0	2.4	6.3	9.0				WMMQ-F	---	---	---	---	---	10.6	11.7	19.0
WIBM-F (O)	---	---	---	---	---	---	---	.3	1.4	2.7	4.0	5.4				WIBM-F	---	---	---	---	2.0	6.4	8.4	15.1
WXLA (B)	---	---	---	---	---	---	---	---	.6	1.7	3.2	3.7				WXLA	---	---	---	---	---	1.6	---	3.4
WJR (M)	10.5	10.2	8.4	7.6	7.3	6.4	7.6	8.4	5.7	7.1	5.4	6.1				WJR	19.6	15.9	16.8	18.2	13.2	16.2	---	14.7
WOOD-F (E)	6.1	8.5	5.7	6.3	4.0	4.4	4.1	2.7	2.7	2.1	1.6	.7				WOOD-F	8.5	9.4	---	6.7	7.7	5.9	4.0	2.9
WLNZ-F (A)	---	---	---	---	---	---	---	---	1.3	3.0	1.1	7.5				WLNZ-F	---	---	---	---	4.4	---	1.3	14.7

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1978

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station			
APR (%)	18.8	14.5	16.0	16.5	15.2	16.9	15.8	17.9	15.7	17.0	17.3	17.4	1984	WVIC-F	\$1,950,000	
FM Share (%)	49.23	57.88	55.94	68.26	70.55	79.41	76.71	75.04	84.35	82.09	84.98	88.60	1985	WVIC-F	\$2,400,000	
Stations			20	18	19		19	25	23	23	27	22	24			
Diaries						576	776	930	921	946	827	755				

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	48	50	55	44	44	48	34	CHR 23	25	20	WVIC-F (20.5, S85)	
MOR/AC	24	18	17	16	18	19	MOR 10	AOR 14	19	11	Highest Metro 1/4 HR AVG: WVIC-F (126, S84)	
COUNTRY	16	16	17	17	20	19	AC 22	19	25	9	Highest TSA 1/4 HR AVG: WVIC-F (166, S85)	
BTFL/EZ	13	16	12	13	14	9	18	21	14	22	Highest TSA Cume: WFMK-F (1820, F82)	
NEWS/TALK	--	--	--	--	--	--	--	1	--	2	Highest Metro Cume Rating: WVIC-F (38.3, S84)	
BLACK/URBAN	--	--	--	--	--	--	--	--	2	--		
NOSTALGIA	--	--	--	--	--	5	4	1	--	2	#1 STATIONS, 12+ METRO SHARE	
SPANISH	--	--	--	--	--	--	--	--	--	--	WVIC-F S75, S76, S77, S78, F78, S79, and all other periods	
RELIGION/GOSPEL	--	--	--	--	--	--	--	2	1	9	WFMK-F F79, F80, F81, F82, S83	
CLASSICAL	--	--	--	--	--	--	--	--	--	--	WILS-F S80	
											WITL-F S81	
											WJXQ-F S82	

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.00	2.65	4.89	5.13	4.48	6.2	7.0	8.4	9.4	10.5
Income (millions)	.50	.55	.90	.97	.64					
Nat Rev (millions)	.61	.56	.83	.79	.82					
Rev Per Cap (\$)	---	NM	10.62	10.99	9.43	14.97	16.75	19.95	22.11	24.65
Inc Per Cap (\$)	---	NM	1.95	2.07	1.36					
Profit Margin	16.5	20.8	18.4	18.8	14.4					

STATION NOTES

(Major call letter and format changes)

- WVIC - WVIC until 81  
CHR until 80  
Black until 81  
Simulcast with WVIC-F until 80  
WVGO until 84  
Nostalgia until 84
- WILS-F - AOR until 84
- WMMQ-F - AC until 85

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1970	WFMK-F	Sold to Liggett	\$ 170,000
1974	WVIC, WVIC-F	Sold to Jim Morse	450,000
1981	WVIC, WVIC-F		2,000,000
1983	WILS A/F	Sold to Sentry	1,400,000
1984	WKHM/WJXQ-F (Jackson)		2,965,000
1985	WXCM/WIBM-F (Jackson)	From Casciani to Van Wagner	3,150,000
1985	WJIM A/F		1,800,000
1985	WJXQ-F	Sold to Jack Alix	3,200,000
1986	WILS A/F	From Sentry to North Star	1,620,000 (E)

LAS VEGAS

	12+ METRO SHARE											12+ CUME RATINGS									
	SPG					SPG						SPG									
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
KLUC-F (R)	7.0	9.6	13.6	10.4	8.8	11.2	10.7	13.2	10.8	12.2	11.3	9.9	KLUC-F	25.1	20.3	22.7	26.5	27.9	27.1	27.8	25.0
KENO (AC)	18.3	16.7	12.2	13.4	8.4	4.8	3.6	2.4	2.9	3.9	3.0	1.5	KENO	25.5	16.3	14.9	9.4	9.2	11.1	8.9	5.1
KOMP-F (A)	2.7	---	2.6	8.5	6.6	3.3	8.4	10.9	12.0	9.9	10.5	7.5	KOMP-F	16.1	---	15.2	19.4	19.4	19.4	20.9	16.9
KORK (BB)	9.1	6.4	7.0	5.9	6.7	4.9	2.9	3.1	5.8	5.8	5.2	5.4	KORK	16.4	16.9	---	9.1	11.8	9.2	11.8	9.9
KYRK-F (R)	13.3	13.0	12.6	11.3	10.9	10.4	8.9	7.1	5.3	2.5	2.3	4.4	KYRK-F	19.6	16.5	16.0	14.2	11.3	10.6	7.6	14.2
KVEG (C)	8.8	6.3	4.6	2.3	7.0	10.3	8.4	7.6	4.7	4.4	2.4	---	KVEG	16.6	15.8	18.1	16.5	12.5	11.1	7.9	---
KFMS-F (C)	6.5	11.3	10.6	6.3	6.1	8.1	3.8	6.6	8.1	9.2	9.0	10.1	KFMS-F	17.2	13.9	---	13.5	14.1	13.6	16.7	20.4
KXTZ-F (E)	---	2.8	6.6	3.8	9.2	7.9	8.6	6.9	9.7	10.6	13.5	13.2	KXTZ-F	---	16.6	15.6	12.0	18.6	15.2	20.1	19.2
KUDO-F (AC)	---	---	---	---	---	2.8	6.6	6.3	4.3	3.5	4.6	1.0	KUDO-F	---	---	13.4	13.7	11.8	9.7	18.1	8.9
KEZD (E)	---	3.0	---	1.2	5.0	5.5	4.4	6.0	3.9	2.3	1.5	.4	KEZD	---	12.4	13.4	17.4	13.4	9.7	3.8	1.8
KRAM (C)	15.0	8.3	11.4	9.5	6.3	5.0	4.8	5.5	4.5	3.5	2.2	1.7	KRAM	15.3	---	---	14.0	10.0	7.9	5.9	5.8
KMJJ (O)	---	---	---	5.9	7.3	7.3	5.7	4.9	3.2	2.6	1.9	1.5	KMJJ	18.4	20.3	16.2	15.1	15.1	9.4	8.4	6.0
KDWN (NT)	2.4	8.4	6.0	5.2	6.3	6.3	5.5	5.4	5.3	4.4	4.2	3.7	KDWN	15.3	10.5	13.5	10.6	14.3	11.9	10.2	9.4
KREL (G)	4.7	4.0	---	3.0	.5	1.3	2.0	1.8	.7	.7	.7	---	KREL	---	---	---	4.9	3.1	1.7	1.2	---
KNUU (NT)	---	---	---	4.0	4.7	3.9	2.9	2.4	3.1	2.0	2.5	1.9	KNUU	---	---	---	5.7	---	6.4	6.8	6.9
KKLZ-F (A)	---	---	---	---	---	---	---	---	---	3.1	2.4	9.0	KKLZ-F	---	---	---	---	---	9.7	11.0	16.1
KMZQ-F (AC)	---	---	---	---	---	---	---	---	2.4	3.6	6.4	7.6	KMZQ-F	---	---	---	---	---	6.9	14.9	15.7
KYYX-F (C)	---	---	---	---	---	---	---	---	---	---	2.3	2.2	KYYX-F	---	---	---	---	---	---	---	5.7
KRRI-F (O)	---	---	---	---	---	---	---	1.6	.6	1.5	3.0	---	KRRI-F	---	---	---	---	3.1	2.2	2.0	7.0

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station			
APR (%)	14.2	15.6	14.7	15.2	15.6	15.2	16.9	17.2	17.7	17.8	17.1	17.4	1984	KLUC-F	NA	
FM Share (%)	30.26	38.85	41.93	48.40	43.68	44.70	49.32	55.0	62.59	64.18	72.13	78.60	1985	KLUC-F	\$2,000,000	
Stations				14	14	14	15	15	15	16	19	18	18			
Diaries							616	689	1057	604	796	1045	826			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	52	47	39	33	35	34	32	CHR 22	19	12	Highest Metro 1/4 HR AVG:	KXTZ-F	(106, S86)
MOR/AC	16	14	15	25	16	20	MOR 6	AOR 11	13	20	Highest TSA 1/4 HR AVG:	KXTZ-F	(117, S85)
COUNTRY	11	15	16	16	19	23	11	15	21	17	Highest TSA Cume:	KLUC-F	(1264, S85)
BTFL/EZ	18	19	21	21	19	16	23	21	13	17	Highest Metro Cume Rating:	KLUC-F	(33.4, F77)
NEWS/TALK	--	3	5	5	3	4	5	7	8	7	#1 STATIONS, 12+ METRO SHARE		
BLACK/URBAN	4	2	4	--	7	3	--	--	--	5	KENO	S75, F76, S78, F78	
NOSTALGIA	--	--	--	--	--	--	5	7	6	6	KORK-F	S76, F77, S79, F79, S80	
SPANISH	--	--	--	--	--	--	--	--	--	--	KLUC-F	S77, F80, S81, F81, S82, F83, S84	
RELIGION/GOSPEL	--	--	--	--	--	--	--	1	1	--	KOMP-F	S83, F83	
CLASSICAL	--	--	--	--	--	--	--	--	--	--	KXTZ-F	F84, S85, F85, S86	

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	5.00	5.35	7.14	7.57	8.23	10.4	11.5	13.0	14.3	15.7
Income (millions)	.56	.24	.79	.68	.33					
Nat Rev (millions)	.51	.62	1.34	2.20	2.04					
Rev Per Cap (\$)	---	14.03	18.67	18.90	NA	21.71	23.23	24.75	26.48	28.14
Inc Per Cap (\$)	---	.63	2.06	1.70	NA					
Profit Margin	11.2	4.5	11.1	9.0	4.0					

STATION NOTES

(Major call letter and format changes)

- KOMP-F - KVEG-F until 76
- KTRI-F until 77
- KENO-F until 82
- KFMS - KBMI until 78
- News until 77
- Contemp until 78
- KVEG until 85
- KMJJ - KLUC until 78
- KNUU - CHR changing to AC by 82
- KVEG until 78
- Contemp until 78
- KEZD - KLAV until 84
- MOR until 79
- Disco until 80
- Contemp until 84
- KFMS-F - Rock or AOR until 80
- KENO - CHR changing to AC by 82
- KREL - KVOV until 84
- ? prior to 82
- Black until 84
- KORK - MOR until 82
- KYRK-F - KORK until 83
- KEER until 84
- BTFL until 83
- ?? until 85
- KKLZ-F - KITT until 85
- CHR until 85

MAJOR STATION SALES

1970	KMJJ, KLUC-F	Sold to Western Cities	\$ 625,000
1971	KEZD		450,000
1971	KFMS, KOMP-F		417,000
1973	KREL		200,000
1974	KFMS-F	Sold to Broadcast Associates	561,000
1976	KREL		400,000
1977	KOMP-F	Sold to Lotus	549,000
1977	KRAM		1,000,000
1984	KXTZ-F		1,800,000
1984	KMZQ-F (Henderson)		1,350,000
1984	KMJJ/KLUC-F	From Western Cities to Nationwide	7,000,000
1985	KMZQ-F		1,500,000
1985	KYYX-F	Sold to Sterling	1,500,000
1985	KRAM, KKLZ-F	Sold to Medina	2,500,000
1986	KUDO-F		2,300,000
1986	KORK, KYRK-F	From Donrey to Anchor	3,250,000

LEXINGTON

12+ METRO SHARE

12+ CUME RATINGS

	<u>SPG</u>												<u>SPG</u>								
	75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85	86
WLAP-F (R)	6.3	8.8	14.6	14.2	11.4	17.4	18.4	17.3	14.0	12.8	14.8	14.0	WLAP-F	26.7	26.2	39.6	38.1	35.9	30.4	31.0	32.2
WLAP (AC)	14.3	15.3	12.3	15.7	10.4	8.0	6.1	5.9	4.9	6.0	4.7	4.2	WLAP	38.0	29.3	23.4	17.9	19.8	16.4	14.9	13.2
WVLK (M)	24.9	15.0	19.8	17.1	15.8	17.8	13.3	13.7	11.3	9.3	11.0	9.3	WVLK	40.4	42.3	37.2	34.8	32.0	22.3	23.7	21.0
WVLK-F (C)	8.0	12.1	10.9	11.5	13.8	13.6	9.0	11.9	16.8	16.7	17.0	16.5	WVLK-F	23.9	25.4	20.0	19.0	31.1	32.3	30.4	30.4
WKQQ-F (A)	9.4	5.9	9.7	10.7	17.2	14.7	19.7	15.4	13.5	12.7	11.6	14.4	WKQQ-F	25.3	27.7	29.7	26.0	25.9	23.6	24.3	25.1
WRMA-F (AC)	7.7	9.8	10.3	8.0	9.9	6.5	5.7	3.2	2.1	1.9	3.0	1.4	WRMA-F	15.2	12.2	13.2	13.6	---	4.3	8.0	5.8
WBBE (BB)	---	---	---	---	---	---	---	1.8	5.0	3.5	2.6	3.0	WBBE	---	---	---	---	---	---	---	4.3
WLXG (O)	4.0	6.5	5.7	5.6	6.0	7.7	8.9	8.8	5.6	5.4	3.1	4.4	WLXG	19.2	17.6	16.2	19.1	17.0	12.3	7.7	10.2
WJMM-F (G)	---	---	---	1.0	.9	1.3	2.1	1.8	1.4	2.2	1.9	1.9	WJMM-F	---	---	4.4	6.4	4.1	5.5	6.8	5.3
WNVL (C)	6.3	5.4	3.2	2.8	3.3	2.0	2.8	1.7	.5	.7	1.8	.3	WNVL	---	4.0	3.5	4.3	4.6	---	---	3.5
WKY (NT)	---	5.1	---	1.6	.6	.5	1.6	1.4	.7	1.4	---	---	WKY	---	---	---	3.6	---	---	---	---
WFMI-F (R)	---	---	---	---	---	.4	.9	1.9	6.9	9.0	8.3	8.4	WFMI-F	---	2.5	---	3.8	14.9	19.7	18.2	20.9
WCOZ-F (E)	---	---	---	1.9	2.1	.5	.9	3.8	6.2	7.0	6.5	6.0	WCOZ-F	---	---	---	4.7	11.8	10.3	11.6	10.6
WAKY (O)	3.7	2.8	1.7	1.7	.6	---	---	.5	.8	.9	.5	---	WAKY	4.2	---	---	2.8	3.4	2.0	1.9	---
WHAS (M)	3.1	3.7	3.7	2.8	1.8	1.6	2.3	1.3	1.4	1.1	1.2	2.8	WHAS	8.8	6.0	10.4	5.6	5.9	6.5	6.2	7.4

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1978

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	15.8	15.3	14.6	15.1	15.1	15.6	16.3	15.4	16.1	15.2	14.8	15.7	1984 WVLK-F \$2,000,000
FM Share (%)	28.37	32.92	41.37	41.34	52.11	51.86	60.55	55.76	65.51	68.75	74.44	71.28	1985 WVLK-F \$2,150,000
Stations			16	16	16	15	14	17	15	16	15	14	
Diaries						552	588	748	612	733	682	757	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WVLK (24.9, S75)
CHR/AOR/CONTEMP	40	48	41	32	46	37	39	CHR 25	25	26	Highest Metro 1/4 HR AVG:	WLAP-F (91, S81)
MOR/AC	34	30	30	36	26	29	MOR 8	AOR 13	14	17	Highest TSA 1/4 HR AVG:	WVLK-F (236, S83)
COUNTRY	14	8	14	19	18	20	AC 15	9	13	19	Highest TSA Cume:	WVLK-F (2515, S85)
BTFLEZ	11	12	14	13	10	12	27	10	10	7	Highest Metro Cume Rating:	WVLK (43.2, F78)
NEWS/TALK	---	---	---	---	---	---	6	29	23	19		
BLACK/URBAN	---	---	---	---	---	---	6	6	9	7		
NOSTALGIA	---	---	---	---	---	---	6	---	---	---		
SPANISH	---	---	---	---	---	---	6	4	4	4		
RELIGION/GOSPEL	1	---	1	1	1	2	1	2	2	2		
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

#1 STATIONS, 12+ METRO SHARE

WVLK	S75, S77, F78, S80
WLAP	S76, S78
WKQQ-F	S79, F79, F81
WLAP-F	F80, S81, S82, F82, S83
WVLK-F	F83, S84, F84, S85, F85, S86

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.41	3.98	5.01	5.14	5.90	7.0	7.5	8.0	8.8	9.5
Income (millions)	.39	.67	1.00	1.03	.90					
Nat Rev (millions)	.62	.25	.47	.64	.91					
Rev Per Cap (\$)	---	13.21	16.64	16.94	18.21	22.22	23.15	24.32	26.75	28.70
Inc Per Cap (\$)	---	2.21	3.32	3.38	2.77					
Profit Margin	11.5	16.7	19.9	19.9	15.2					

STATION NOTES

(Major call letter and format changes)

WLAP	- Changed from Contemp to MOR/AC by 82
WLXG	- WBLG until 79
	WTKC until 86
	Country until 86
WFMI-F	- WKDJ until 81
	Became CHR in 83
WCOZ-F	- WBGR-F until 81
	MOR until 81
	WNCW until 85
WKY-F	- MOR until about 83
WVLK-F	- BTFLEZ until 82
WRMA-F	- WAXU until 85
	Country until 85

MAJOR STATION SALES

1973	WJMM-F	Sold to Mortenson	\$ 60,000
1974	WLXG		226,000
1976	WILP, WCOZ-F (Paris)		250,000
1979	WLXG		800,000
1981	WILP, WCOZ-F		275,000
1983	WLAP A/F		3,750,000 (E)
1984	WCOZ-F	From Fairfield to Martin	700,000
1985	WLXG		881,000
1986	WBBE, WRMA-F (Georgetown)	Sold to Audubon	1,300,000
1986	WLAP A/F	Sold to Jeff Trumper	7,900,000 (E)

LINCOLN

	12+ METRO SHARE												12+ CUME RATINGS								
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86	
KFOR (M)	17.4	---	17.5	18.2	17.6	14.9	14.9	12.5	11.8	8.9	12.9	8.3	KFOR	37.5	30.7	32.9	27.9	25.3	25.1	26.7	23.7
KFRX-F (R)	2.6	---	5.5	5.8	6.5	7.0	7.2	12.5	9.1	16.5	19.5	17.4	KFRX-F	16.9	16.6	23.2	30.2	27.5	34.1	37.1	33.1
KLMS (AC)	14.8	---	14.5	13.5	9.8	11.2	4.4	5.9	6.6	7.2	6.6	6.2	KLMS	30.0	23.3	17.7	19.6	17.1	16.1	15.0	16.4
KFMQ-F (A/R)	15.2	---	16.0	14.6	20.0	11.6	16.9	11.8	10.5	12.0	12.9	13.4	KFMQ-F	30.1	24.0	25.0	24.6	25.0	22.0	25.6	25.9
KLIN (M)	9.3	---	5.5	3.6	6.1	7.4	7.2	5.9	7.3	7.9	5.9	5.4	KLIN	19.8	19.3	18.4	18.2	20.7	18.5	12.1	19.0
KLIN-F (E)	7.0	---	8.5	8.8	12.2	9.1	14.1	12.5	9.4	12.0	7.3	11.6	KLIN-F	17.3	15.1	23.5	19.6	20.4	21.4	13.9	19.6
KHAT (C)	5.6	---	6.5	5.8	5.7	9.9	2.8	4.7	4.5	1.4	.3	1.1	KHAT	12.3	14.3	---	8.0	---	5.8	3.7	3.1
KHAT-F (AC)	---	---	---	---	1.2	5.4	7.2	7.8	11.5	5.2	8.0	9.1	KHAT-F	---	---	17.2	16.5	21.3	14.1	17.5	15.4
KZKX-F (C)	---	---	---	---	---	---	2.0	3.9	6.3	5.2	7.0	7.6	KZKX-F	---	---	---	8.8	13.9	9.8	12.5	11.8
KJUS-F (AC)	---	---	---	---	---	---	---	2.7	3.8	3.4	2.1	1.1	KJUS-F	---	---	---	---	8.1	11.3	6.3	4.3
KFAB (M)	8.9	---	10.0	4.7	6.5	5.8	7.6	5.5	6.6	4.5	4.2	2.5	KFAB	19.1	19.2	18.9	16.7	19.0	15.6	13.5	12.2
WOW (C)	5.9	---	5.0	6.9	3.7	5.8	3.6	2.0	2.1	.3	---	1.1	WOW	18.6	22.6	16.7	15.8	13.5	5.7	---	6.8
KGOR-F (AC)	2.6	---	4.5	5.8	2.4	2.0	1.6	1.2	.7	2.1	1.0	.4	KGOR-F	9.0	9.0	---	7.7	6.0	6.3	5.5	5.6
KEZO-F (A)	---	---	---	---	.8	2.9	2.4	3.5	1.7	2.1	4.5	4.3	KEZO-F	---	---	9.3	9.3	9.9	8.0	10.3	14.4

ONE RATING BOOK PER YEAR  
MARKET WAS NOT SURVEYED IN 1976

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	18.4	---	12.9	17.1	15.5	15.3	15.2	15.4	17.0	17.0	16.6	15.8	1984	KFOR \$1,075,000
FM Share (%)	33.77	---	38.66	42.64	46.72	41.22	56.54	60.42	57.10	65.40	67.67	72.91	1985	KFOR \$1,200,000
Stations			13	14	14	14	17	17	17	16	14	18		
Diaries							568	538	630	505	538	634	592	

FORMAT SHARES (%)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	41	44	48	49	42	40	24	CHR 19	21	20	Highest Metro 1/4 HR AVG:	KFMQ-F (20.0, S79)
MOR/AC	34	28	33	30	36	34	MOR 28	AOR 16	19	20	Highest TSA 1/4 HR AVG:	KFRX-F (56, S85)
COUNTRY	9	9	6	11	7	13	AC 20	24	25	18	Highest TSA Cume:	KFAB (938, S84)
BTFL/EZ	16	16	13	10	15	13	18	17	19	19	Highest Metro Cume Rating:	KFOR (37.5, S79)
NEWS/TALK	---	---	---	---	---	---	10	13	8	13	#1 STATIONS, 12+ METRO SHARE	
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---	KFOR	S75, S77, S78, S80, S82 (T), S83
NOSTALGIA	---	---	---	---	---	---	---	---	---	---	KFMQ-F	S79, S81
SPANISH	---	---	---	---	---	---	---	---	---	---	KFRX-F	S82 (T), S84, S85, S86
RELIGION/GOSPEL	---	---	---	---	---	---	---	---	---	---	KLIN-F	S82 (T)
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

FINANCIAL DATA	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.24	3.87	4.50	4.27	5.28	5.8	6.1	6.1	6.3	6.5
Income (millions)	.25	.41	.66	.47	.46					
Nat Rev (millions)	.59	.25	.45	.32	.55					
Rev Per Cap (\$)	---	20.70	23.76	22.68	26.91	29.90	30.65	30.20	30.73	31.40
Inc Per Cap (\$)	---	2.19	3.49	2.51	2.33					
Profit Margin	7.6	10.6	14.7	11.1	8.6					

STATION NOTES  
(Major call letter and format changes)

KFRX-F	-	KFOR-F until 79
		BTFL until 82
		CHR until 81
KLMS	-	CHR shifting to AC by 82
KZKX-F	-	KSRD-F until 84

MAJOR STATION SALES

1971	KLIN A/F		\$ 800,000
1973	KFRX-F	Sold to Stuart	175,000
1974	KLMS	Sold to Woodward	900,000
1979	KJUS-F		100,000
1979	KFMQ-F	Sold to Woodward	1,800,000
1983	KJUS-F	Sold to Sam Sherwood	500,000
1984	KHAT A/F	(never completed)	1,388,000
1985	KXXS (?)	Sold to Celltech	665,000
1985	KFOR, KFRX-F	From Stuart to DKM	?
1986	KHAT A/F	Sold to TM	1,025,000

LITTLE ROCK

	12+ METRO SHARE											12+ CUME RATINGS									
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86	
KSSN-F (C)	3.9	.5	2.3	2.1	12.8	16.0	19.9	16.0	12.4	13.9	15.9	17.7	KSSN-F	13.8	25.9	28.6	29.2	25.6	25.2	23.2	29.6
KOKY (B)	7.8	7.5	11.5	3.9	13.1	10.0	12.1	11.9	8.2	5.1	4.7	6.3	KOKY	15.5	16.8	15.5	19.0	17.2	12.9	10.7	11.5
KKYK-F (R)	11.7	6.1	5.8	11.8	6.6	8.0	9.2	12.6	13.6	15.2	15.6	11.7	KKYK-F	25.8	18.3	20.4	25.1	32.1	33.6	38.4	29.8
KEZQ-F (E)	---	---	---	---	8.5	9.0	10.4	8.2	8.5	9.1	10.4	10.4	KEZQ-F	14.6	16.0	12.8	15.4	16.8	14.5	15.8	18.8
KARN (NT)	6.9	6.3	7.5	8.7	7.9	9.7	6.7	9.4	6.5	6.9	8.4	7.5	KARN	19.9	18.5	15.6	15.0	17.1	16.5	16.8	15.4
KHLT-F (AC)	14.4	11.8	11.0	8.5	6.9	7.8	5.4	5.5	5.9	3.7	4.9	5.3	KHLT-F	13.3	18.4	14.3	18.0	16.3	10.4	10.2	14.8
KLRA (C)	14.0	12.5	13.8	10.7	10.8	10.7	7.6	5.7	6.4	3.4	4.5	4.0	KLRA	20.8	22.4	18.0	14.6	16.0	10.1	9.5	7.5
KZOU-F (R)	5.7	16.6	22.0	17.4	14.3	11.7	6.7	7.6	6.6	6.6	6.0	10.3	KZOU-F	29.0	26.9	18.7	18.5	21.6	18.4	22.1	20.0
KMJX-F (A)	---	---	---	---	---	2.5	6.5	6.9	7.2	10.5	8.4	8.7	KMJX-F	---	---	9.2	12.6	13.1	16.3	19.0	14.4
KAAY (G)	8.2	8.8	10.3	13.3	8.0	6.8	5.5	4.9	4.8	3.0	1.5	1.0	KAAY	26.4	23.5	21.7	15.9	14.4	9.9	9.7	4.4
KBOX (M)	6.2	8.2	5.8	3.7	2.8	2.1	2.6	1.4	1.4	1.2	1.2	1.2	KBOX	---	---	---	---	4.9	4.5	3.7	4.6
KITA (G)	8.0	9.1	2.5	9.8	1.1	1.3	1.0	1.5	1.8	2.0	2.2	1.0	KITA	---	---	---	---	5.5	4.2	6.7	3.8
KWTD-F (B)	---	---	---	---	---	---	---	---	4.7	6.6	4.6	3.2	KWTD-F	---	---	---	---	---	9.0	9.2	7.2

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1979

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	15.8	15.3	13.3	14.9	13.8	13.8	13.8	16.0	17.4	16.7	16.4	16.6	1984 KSSN-F \$2,850,000
FM Share (%)	38.95	37.79	43.08	43.78	53.16	56.39	60.48	57.32	60.77	66.42	70.35	76.40	1985 KSSN-F \$3,100,000
Stations			16	16	14		14	13	16	17	19	16	
Diaries						699	716	835	768	763	885	950	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	40	47	43	37	36	23	32	CHR	17	19	13	KLAZ-F (22.0, S77)
MOR/AC	1	--	--	9	NA	11	MOR	AOR	12	10	10	KSSN-F (22.0, S81)
COUNTRY	24	22	27	32	36	27	28		20	20	25	Highest Metro 1/4 HR AVG: KSSN-F (121, S86)
BTFL/EZ	19	18	18	7	8	10	9		9	9	11	Highest TSA 1/4 HR AVG: KSSN-F (274, S85)
NEWS/TALK	1	--	--	--	6	8	6		9	9	8	Highest TSA Cume: KSSN-F (3122, S83)
BLACK/URBAN	14	10	11	10	14	16	11		19	19	23	Highest Metro Cume Rating: KKYK-F (38.4, S85)
NOSTALGIA	--	--	--	--	--	4	4		6	4	--	#1 STATIONS, 12+ METRO SHARE
SPANISH	--	--	--	--	--	--	--		--	--	--	KLPQ-F S75
RELIGION/GOSPEL	--	2	1	3	1	2	3		5	7	3	KLAZ-F S76, S77, S78, S79
CLASSICAL	--	--	--	--	--	--	--		--	--	--	KOKY F79
												KSSN S80, F80, S81, F81, S82, S83, F84, F85, S86
												KKYK-F F82, F83, S84, S85

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	NA	6.1	6.4	6.4	7.3	9.0	9.7	10.6	12.4	13.3
Income (millions)	NA	.4	.02	-.2	-.5					
Nat Rev (millions)	NA	.8	1.3	1.6	2.1					
Rev Per Cap (\$)	NA	16.13	16.99	16.58	18.07	18.32	19.60	21.24	24.70	26.09
Inc Per Cap (\$)	NA	1.02	.06	-.59	-1.28					
Profit Margin	NA	6.3	0.3	---	---					

STATION NOTES

(Major call letter and format changes)

KSSN-F	-	KMYO until 79
KITA	-	KOKY until 79
		Black until 78
KZOU-F	-	KLAZ until 86
		CHR/Black until 86
KEZQ-F	-	KGMR until 79
		Country until 79
KOKY	-	KALO until 78
		KLAZ until 79
		KOKY until 83
		KLAZ until 86
KAAY	-	Gradual change from Contemp to AC by 1982
		Became Religion in 85
KHLT-F	-	BTFL until 79
		AOR until 80
		KEZQ until 79
		KLPQ until 85
		Contemp until 82
		Country until 85
KBOX	-	KXLR until 83
		Country until 83

MAJOR STATION SALES

1975 KAUL				\$ 150,000
1975 KAAY	From LIN to Multimedia (see group sales)			
1975 KZOU-F	Sold to Ron Curtis		388,000	
1976 KOKY	From Mann to Ron Curtis		300,000	
1976 KHLT-F	From Mann to Multimedia		850,000	
1976 KSSN-F			325,000	
1978 KEZQ-F	Sold to Security		818,000	
1978 KOKY			390,000	
1979 KSSN-F	Sold to Firstcom		782,000	
1981 KLRA	Sold to Signal		2,300,000	
1982 KIEL, KEZQ-F	From Security to Understein		1,500,000	
1983 KAAY, KHLT-F	From Multimedia to Signal (cancelled)		4,250,000	
1983 KBOX			500,000	
1984 KITA			675,000	
1984 KIEL			250,000	
1985 KAAY, KHLT-F	From Multimedia to Sudbrink		3,750,000	
1985 KHLT-F	From Sudbrink to Signal		2,750,000	
1985 KSSN-F	From Firstcom to New Barnstable		6,250,000 (E)	
1985 KOKY, KZOU-F	Sold to Oppenheimer		3,375,000	
1986 KOKY, KZOU-F	From Oppenheimer to Encore		NA	

LOS ANGELES

		12+ METRO SHARE										12+ CUME RATINGS											
		SPG												SPG									
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86		
KABC	(NT)	8.5	7.5	6.8	7.6	7.5	7.0	8.3	6.2	6.4	6.8	6.2	7.0	KABC	18.6	14.2	19.2	15.6	18.2	16.3	14.9	15.4	
KLOS-F	(A)	4.1	3.8	3.2	2.6	2.4	2.6	4.2	3.8	3.9	3.8	4.2	3.4	KLOS-F	8.4	8.2	11.9	11.7	12.8	11.7	10.2	10.7	
KBIG-F	(E)	6.3	6.2	6.6	6.3	5.8	5.4	5.3	5.1	5.6	4.6	4.6	4.3	KBIG-F	11.7	11.1	13.0	11.2	12.7	9.8	10.3	9.7	
KLAC	(C)	---	3.0	3.0	3.3	3.6	4.0	2.8	2.3	1.8	1.8	1.5	1.2	KLAC	6.9	10.4	8.5	6.7	7.1	6.4	5.5	4.8	
KMET-F	(A)	---	2.7	2.8	4.3	5.8	4.3	4.6	3.9	3.5	3.3	2.9	2.2	KMET-F	11.7	12.4	13.7	11.1	11.0	10.8	10.8	8.0	
KNX	(NT)	4.9	4.6	4.4	4.4	4.1	4.5	3.5	3.6	3.4	3.4	3.1	3.1	KNX	14.3	14.9	12.5	11.7	11.6	10.1	11.6	11.2	
KNX-F	(AC)	---	3.5	3.4	2.9	2.5	3.0	2.7	2.4	1.4	2.7	2.6	1.8	KNX-F	6.4	7.9	7.5	6.8	5.7	10.1	10.0	7.6	
KFI	(AC)	3.5	3.0	3.0	2.7	2.7	3.1	2.4	2.4	1.9	1.5	1.6	1.6	KFI	8.8	10.4	10.6	8.6	8.0	6.1	5.5	5.9	
KOST-F	(AC)	---	2.7	2.3	2.9	2.6	2.6	2.6	2.4	2.7	3.6	3.6	4.2	KOST-F	6.1	7.1	6.6	6.4	8.6	9.3	10.6	12.0	
KFWB	(NT)	3.6	4.0	3.7	4.4	3.9	4.6	4.1	3.9	3.5	3.1	3.6	3.7	KFWB	15.6	15.2	15.3	14.3	13.9	11.6	12.6	13.5	
KJOI-F	(E)	4.6	4.9	4.9	5.1	4.5	4.6	3.8	3.7	4.3	4.9	4.5	5.2	KJOI-F	10.4	9.9	8.8	8.7	10.0	9.3	9.0	9.9	
KRTH	(AC)	5.5	5.4	3.9	3.2	2.3	1.8	1.9	1.4	.7	.7	.7	.7	KRTH	9.0	8.9	6.7	5.5	3.9	2.8	3.8	2.8	
KRTH-F	(O/AC)	---	2.1	3.0	2.8	3.6	3.4	3.1	2.9	2.8	2.7	2.9	3.5	KRTH-F	11.1	10.5	9.9	10.8	10.7	9.7	9.2	11.4	
KMPC	(BB)	4.3	3.9	3.7	3.3	3.3	2.7	2.3	2.6	2.8	3.0	3.5	3.0	KMPC	12.0	9.2	8.8	9.1	9.6	7.9	9.4	7.9	
KRLA	(O)	---	3.1	2.5	2.5	3.6	4.0	3.3	1.8	1.8	1.8	2.2	1.2	KRLA	9.0	9.7	10.0	7.7	6.8	5.4	7.4	5.2	
KIIS-F	(R)	---	1.4	2.8	2.1	2.5	3.3	2.6	4.2	7.1	9.4	8.5	5.9	KIIS-F	6.9	10.7	10.1	12.8	17.3	23.1	23.9	20.1	
KIIS	(R)	---	---	---	1.0	.8	.2	.5	2.3	2.9	2.2	.7	.4	KIIS	---	---	---	5.5	5.6	5.4	3.7	2.5	
KIQQ-F	(AC)	---	2.5	2.2	1.8	1.7	2.5	2.6	3.5	2.7	2.2	2.0	2.9	KIQQ-F	6.7	7.0	9.6	10.9	10.6	11.1	8.0	8.1	
KTNQ	(S)	---	---	2.1	2.3	2.0	1.7	2.2	2.1	2.0	2.1	2.0	2.7	KTNQ	9.4	---	---	3.7	---	4.1	4.2	5.3	
KDAY	(B)	4.3	3.2	2.6	2.3	2.5	2.0	1.4	1.3	1.2	1.7	2.1	1.1	KDAY	---	---	---	4.6	3.9	4.8	5.9	3.5	
KGfJ	(B)	---	---	---	.6	.9	.9	1.9	2.0	1.3	.7	.7	.5	KGfJ	---	---	---	5.3	4.7	2.8	3.6	1.9	
KJLH-F	(B)	---	---	---	---	---	---	---	1.3	1.9	2.2	2.2	1.4	KJLH-F	---	---	---	---	---	6.1	5.7	5.9	
KBZT-F	(AC)	---	---	---	1.3	1.6	2.6	3.0	3.2	2.2	1.8	2.1	1.2	KBZT-F	---	6.4	8.7	11.2	7.7	6.3	7.0	4.7	
KZLA-F	(C)	---	---	1.8	1.6	1.8	1.6	2.1	2.1	2.0	2.1	2.4	2.5	KZLA-F	---	---	---	4.8	5.7	6.1	5.9	5.0	
KUTE-F	(B)	---	---	1.1	2.6	2.9	1.9	1.9	1.7	2.0	1.5	1.6	1.2	KUTE-F	7.4	6.4	---	7.2	6.9	5.3	5.1	4.5	
KROQ-F	(A)	---	---	---	---	.9	1.7	2.1	3.8	3.5	2.3	3.5	3.8	KROQ-F	---	---	---	7.9	11.3	6.5	8.5	10.0	
KSKQ	(S)	---	2.0	---	.7	.7	.2	.3	.4	.3	.4	1.4	1.0	KSKQ	---	---	---	1.6	1.4	1.2	2.8	2.6	
KWKW	(S)	---	1.0	1.4	1.4	1.2	1.0	1.8	1.5	1.9	1.6	1.5	1.7	KWKW	---	---	---	2.6	---	---	---	2.9	
XTRA	(O)	---	---	---	1.1	1.1	1.0	2.0	1.7	1.2	.7	---	---	XTRA	3.0	2.7	6.8	5.8	6.1	4.6	---	---	
KFAC-F	(CL)	---	---	---	1.6	1.2	1.1	.9	.9	1.2	1.0	1.3	1.1	KFAC-F	---	---	---	4.2	4.5	3.8	4.0	4.4	
KPWR-F	(B)	---	---	---	1.3	1.2	1.4	NA	1.3	1.8	2.1	2.1	6.0	KPWR-F	---	---	7.7	6.3	5.2	7.7	7.0	16.1	
KLVE-F	(S)	---	---	---	1.7	1.5	.7	1.1	1.4	1.3	1.9	1.5	3.4	KLVE-F	---	---	---	3.0	4.0	---	4.1	5.8	
KALI	(S)	---	---	---	1.0	.8	1.8	1.8	1.6	1.8	1.6	1.0	.9	KALI	---	---	---	3.1	---	---	3.2	2.5	
KKGO-F	(J)	---	---	---	---	---	---	---	1.3	1.4	1.3	1.4	1.3	KKGO-F	---	---	---	---	4.1	3.7	3.8	4.1	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	17.6	16.1	16.4	16.1	17.2	16.3	17.2	17.8	18.3	18.4	18.3	18.5	1984 KIIS A/F \$29,100,000
FM Share (%)	37.91	41.54	46.60	45.93	48.88	51.63	54.50	56.91	58.50	60.74	62.38	65.53	1985 KIIS A/F \$34,000,000
Stations			46	44	44		47	49	46	43	47	43	
Diaries						3954	3925	3838	3530	3836	4520	3762	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	KIIS-F (9.7, S84)	
CHR/AOR/CONTEMP	32	34	33	30	31	27	26	CHR 18	17	9	Highest Metro 1/4 HR AVG:	KIIS-F (1463, S84)	
MOR/AC	9	9	6	9	4	14	MOR --	AOR 10	11	12	Highest TSA 1/4 HR AVG:	KIIS-F (1704, S84)	
COUNTRY	5	4	4	5	7	7	5	2	--	--	Highest TSA Cume:	KIIS-F (23319, F84)	
BTFLEZ	22	17	15	16	14	12	13	15	17	18	Highest Metro Cume Rating:	KIIS-F (24.3, F85)	
NEWS/TALK	17	19	18	17	20	18	15	5	4	4	#1 STATIONS, 12+ METRO SHARE		
BLACK/URBAN	7	8	13	13	13	10	9	10	11	10	KIIS-F	F83, S84, F84, S85, F85, S86	
NOSTALGIA	--	--	--	1	1	3	6	8	8	11	KBIG-F	F77, F79	
SPANISH	5	4	7	5	6	7	7	1	2	1	KABC	All other rating periods	
RELIGION/GOSPEL	--	2	--	2	2	1	2	1	2	1			
CLASSICAL	2	3	2	1	2	1	2	1	1	2			

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars					
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	
Revenue (millions)	82.7	97.3	112.1	116.7	147.2	174.2	190.7	205.6	224.7	247.2	
Income (millions)	16.5	19.2	29.8	28.3	38.6						
Nat Rev (millions)	29.4	30.0	47.3	52.0	66.8						
Rev Per Cap (\$)	---	---	14.12	16.04	16.46	19.45	18.01	19.36	20.68	21.20	22.89
Inc Per Cap (\$)	---	2.79	4.27	3.99	5.10						
Profit Margin	20.0	19.8	26.6	24.2	26.2						



MAJOR STATION SALES

1971	KIIS-F	From Robert Short to Pacific & Southern	\$ 850,000
1972	KUTE-F		1,000,000
1973	KFI	Sold to Cox	15,100,000
1973	KROQ-F		1,350,000
1975	KIIS	Sold to Combined Communications	5,200,000
1975	KLVE-F	Sold by Pacific Southwest Airlines	2,000,000
1976	KOST-F	From McLendon to Cox	2,200,000
1976	KJOI-F	From Able to LA Coke	3,900,000
1978	KIQQ-F	From Drake-Chenault to Outlet	4,500,000
1979	KGfJ, KUTE-F	From Tracy to Inner City	5,376,000
1979	KJLH-F	Sold to Stevie Wonder	2,200,000
1979	KTNQ	Sold by Storer	8,000,000
1979	KBZT-F	From Storer to Greater Media	4,000,000
1980	KBRT	Sold by Bonneville	4,300,000
1981	KNAC-F (Long Beach)		2,000,000
1983	KRLA (40%)		4,680,000
1983	KPWR-F	From Century to Emmis	12,500,000
1984	KRLA	Sold to Greater Media	9,500,000
1984	KLAC	From Metromedia to Cap Cities	11,000,000
1984	KSKQ	Sold by Cap Cities	5,000,000
1984	KJOI-F	Sold to Noble	18,500,000
1985	KTNQ/KLVE-F	Sold to H & W	40,000,000
1985	KLAC/KZLA-F	From Cap Cities to Malrite	43,000,000
1985	KUTE-F	From Inner City to Golden West	20,000,000
1985	KJOI-F	From Noble to Legacy	44,000,000
1986	KMET-F	From Metromedia to Metropolitan	60,000,000 (E)
1986	KROQ-F	Sold to Infinity	45,000,000
1986	KFAC A/F		34,000,000
1986	KGfJ	Sold by Inner City	4,500,000
1986	KGER (Long Beach)	Sold to Salem	3,600,000

STATION NOTES

(Major call letter and format changes)

KGfJ	-	KKTT until 77
KIIS	-	KIIS until 81
		contemp until 79
		Religion until 81
		Nost until 84
		KPRZ until 84
KZLA-F	-	KPOL-F until 78
		BTFL until 79
		Soft AOR until 80
KSKQ	-	KPOL until 79
		Changed to Country about 80
		KZLA until 84
		Country until 84
KRTH	-	CHR until 80
		Country until 82
		CHR until 85
		KHJ until 85
KMPC	-	MOR until 80
		Talk until 82
		Changed to Nost in 1982
KNX-F	-	KNX until 83
		KKHR until 86
		AC until 83
		CHR until 86
KOST-F	-	BTFL until 83
KRLA	-	Contemp until 82
KIQQ-F	-	CHR until 85
KBZT-F	-	KHTZ until 85
KPWR-F	-	KWST until 82
		KMGG until 86
		AOR until 82
		AC until 86

LOUISVILLE

	SPG	12+ METRO SHARE														12+ CUME RATINGS							
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86		
WAKY (E)	15.1	10.5	9.1	9.8	6.9	9.7	5.6	6.4	4.4	3.2	2.9	2.3	WAKY	27.0	23.6	17.9	22.9	16.6	11.0	10.5	7.9		
WAVG (M)	14.0	11.6	11.0	10.7	11.1	7.3	7.7	7.7	6.0	6.0	6.2	3.5	WAVG	28.6	21.8	20.4	21.2	20.2	15.7	13.4	11.9		
WHAS (M)	11.7	12.0	10.1	10.2	10.8	8.4	9.1	9.2	9.2	10.5	13.9	17.6	WHAS	29.2	25.6	24.6	28.7	26.3	28.9	28.4	33.5		
WLOU (B)	6.9	4.6	6.6	7.3	5.7	7.6	7.1	9.6	12.3	9.6	6.7	3.8	WLOU	9.1	10.4	10.2	11.9	11.1	12.1	11.2	8.5		
WLLV (G)	6.7	7.9	6.7	7.2	6.5	5.5	3.5	2.5	1.4	.6	2.2	1.1	WLLV	11.7	15.1	11.9	7.8	4.6	2.7	---	2.3		
WVEZ-F (AC)	5.8	7.7	8.2	7.1	9.6	10.3	9.9	9.0	8.6	8.4	6.7	8.8	WVEZ-F	11.3	17.8	16.7	14.6	17.6	16.1	12.7	17.3		
WLRS-F (R)	4.6	10.8	11.4	11.5	11.9	7.1	5.6	5.4	4.4	8.6	10.5	5.6	WLRS-F	22.6	15.6	16.3	16.8	16.0	20.3	27.1	20.0		
WQMF-F (A)	7.7	7.5	9.6	10.0	6.6	3.8	6.9	7.9	9.1	10.4	8.6	6.6	WQMF-F	21.7	12.7	14.7	18.5	19.9	22.5	18.7	16.6		
WDJX-F (R)	---	4.3	---	5.0	6.8	9.2	7.8	5.5	5.8	5.8	5.0	6.7	WDJX-F	8.5	20.2	18.3	21.0	18.3	14.7	16.7	16.5		
WAMZ-F (C)	---	---	5.1	5.4	6.3	10.3	9.3	10.4	12.0	10.9	12.7	15.7	WAMZ-F	12.4	15.4	17.4	16.8	20.5	18.7	21.1	24.7		
WCII (C)	11.7	10.0	7.5	6.8	5.9	4.6	7.6	6.6	5.5	5.4	4.3	2.4	WCII	21.1	16.7	16.7	16.3	14.3	14.4	9.4	9.7		
WRKA-F (AC)	---	---	---	---	---	3.4	8.0	8.7	6.3	4.6	7.0	9.2	WRKA-F	---	---	13.6	20.5	19.9	12.4	16.6	18.9		
WJYL-F (B)	---	---	---	---	---	---	---	1.2	2.5	5.4	4.3	4.6	WJYL-F	---	---	---	---	6.9	16.3	9.3	9.1		
WXVW (BB)	---	---	---	---	---	---	---	1.9	2.7	2.2	1.7	3.1	WXVW	---	---	---	---	---	5.4	4.4	4.7		

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.9	16.2	14.7	14.5	14.1	14.6	13.7	16.4	17.7	16.7	16.1	16.3	1984	WHAS	\$3,800,000
FM Share (%)	23.54	33.54	42.61	41.72	42.76	46.31	52.64	48.97	51.39	57.29	58.17	62.11	1985	WHAS	\$4,200,000
Stations			15	16	17	17	17	18	18	19	17	18			
Diaries						1559	1135	1236	1377	1295	1245	1134			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	41	38	41	30	29	31	19	CHR 13	13	13	Highest Metro 1/4 HR AVG:	WHAS	(17.6, S86)
MOR/AC	23	24	27	28	24	26	MOR 17	AOR 11	9	7	Highest TSA 1/4 HR AVG:	WHAS	(228, S86)
COUNTRY	13	13	13	18	20	17	AC 14	16	19	22	Highest TSA Cume:	WHAS	(4609, S86)
BTFL/EZ	12	15	10	12	11	9	20	18	22	20	Highest Metro Cume Rating:	WHAS	(33.5, S86)
NEWS/TALK	---	---	---	---	---	---	9	10	6	---			
BLACK/URBAN	8	8	7	10	7	12	---	---	---	---	<u>#1 STATIONS, 12+ METRO SHARE</u>		
NOSTALGIA	---	---	---	---	6	5	14	11	14	10	WRKA-F S82		
SPANISH	---	---	---	---	---	---	3	2	2	3	WAKY S75		
RELIGION/GOSPEL	1	1	2	3	3	1	---	---	---	---	WAVG S76, S77, S78, S79		
CLASSICAL	---	---	---	---	---	---	4	3	3	3	WVEZ-F F79, S80, F81		
	---	---	---	---	---	---	---	---	---	---	WAMZ-F F82, F83, F84, S85		
							---	---	---	---	WHAS F85, S86		
											WLOU S83, S84		

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars					STATION NOTES (Major call letter and format changes)
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	
Revenue (millions)	8.8	10.1	11.2	12.0	11.6	14.0	14.3	15.1	16.3	17.9	WAKY - Contemp until 79 evolving to AC and Oldies in 82
Income (millions)	.4	.7	.9	.4	-1.1						WDJX-F - WCSN until 79 BTFL until 79 Contemp until 83 WKJJ until 85 AC until 85
Nat Rev (millions)	2.0	1.9	2.7	2.9	2.8	14.57	14.82	15.62	16.82	18.43	WLRS-F - AOR until 84 WJYL-F - AC until 83 WLLV - WINN until 84 Country until 84 (Nost during 81)
Rev Per Cap (\$)	---	11.34	12.66	13.45	12.69						WAVG - WAVE until 81 WQMF-F - WQHI until 81 Contemp until 81
Inc Per Cap (\$)	---	.74	1.07	.42	-1.25						WCII - WKLO until 79 WKJJ until 80 Contemp until 80
Profit Margin	4.5	6.6	8.4	3.1	---						

MAJOR STATION SALES

1970	WRKA-F		\$ 151,500
1973	WRKA-F		275,000
1972	WLOU	From Rounsaville to Summers	850,000
1973	WQMF-F		NA
1975	WAKY	From LIN to Metromedia (see group sales)	
1976	WRKA-F	Sold to Summers	300,000
1979	WLLV	Sold to Bluegrass	1,000,000
1979	WRKA-F	From Summers to Capitol (Johnson)	1,000,000
1979	WVEZ-F	From Stoner to Multimedia	1,500,000
1981	WQMF-F	Sold to Frank Wood	2,175,000
1981	WAVE	From Orion to Henson	2,750,000
1981	WXVW	Sold by Henson	600,000
1982	WLOU	From Summers to Johnson Products	1,600,000
1982	WLLV		775,000
1983	WAKY, WVEZ-F	From Multimedia to Capitol (Johnson) (cancelled)	3,600,000
1983	WAKY, WRKA-F	Sold by Capitol (cancelled)	2,500,000
1983	WJYL-F	Sold to Sheridan (cancelled)	630,000
1984	WLLV		300,000
1984	WJYL-F	Sold to Interurban	630,000
1985	WAKY/WVEZ-F	From Multimedia to Federal	3,150,000
1986	WQMF-F	From Wood to John Otting	5,000,000
1986	WHAS, WAMZ-F	From Bingham to Clear Channel	20,100,000
1986	WCII, WDJX-F	From Great Trails to Williams	NA

LUBBOCK

	12+ METRO SHARE														12+ CUME RATINGS							
	SPG		76	77	78	79	80	81	82	83	84	85	SPG		79	80	81	82	83	84	85	86
KLLL-F (C)	14.4	18.4	9.9	5.9	12.5	10.1	20.1	16.9	16.6	15.5	16.9	17.4		KLLL-F	19.6	18.0	34.6	30.7	33.1	28.0	24.8	28.4
KFMX-F (A)	5.3	6.6	7.3	7.8	6.3	7.0	12.3	10.1	14.7	11.0	16.2	8.5		KFMX-F	16.7	19.5	20.7	25.5	27.8	24.2	24.5	16.1
KSEL (AC)	16.5	15.4	9.4	15.7	11.4	10.6	8.1	8.4	4.7	2.5	2.1	2.7		KSEL	29.9	25.1	22.1	23.8	17.7	11.8	9.9	8.9
KSEL-F (AC)	4.1	7.5	2.6	10.6	10.0	15.4	12.5	7.7	10.9	10.2	6.1	7.6		KSEL-F	26.6	28.0	27.0	26.5	28.8	31.4	22.9	18.7
KTEZ-F (E)	5.8	13.6	9.9	11.8	12.9	12.8	10.5	9.2	9.1	8.9	8.8	5.2		KTEZ-F	16.0	21.5	17.7	16.9	15.2	14.7	15.4	13.9
KEND (C)	3.7	2.2	13.7	10.6	11.4	7.0	5.3	4.3	4.6	3.6	3.5	3.0		KEND	23.0	15.9	14.9	15.5	12.4	7.6	6.9	10.9
KFYO (C)	10.7	10.5	11.2	9.4	6.3	7.0	7.0	5.8	6.5	7.1	5.4	7.0		KFYO	16.4	18.1	18.1	13.1	16.0	13.7	11.5	14.5
KLFB (S)	5.3	3.5	4.7	3.1	5.2	2.6	4.1	5.3	4.6	3.9	2.5	3.7		KLFB	---	---	---	6.9	5.4	7.0	---	5.9
KTLK (NT)	8.2	---	6.0	3.9	7.4	2.2	4.7	3.6	2.3	1.6	1.9	1.8		KTLK	13.8	8.8	14.3	10.2	7.4	3.2	---	3.7
KFMX (R)	15.6	13.6	11.6	8.6	4.4	4.8	2.1	2.1	2.5	1.0	.5	---		KFMX	20.5	16.2	10.6	7.2	5.1	7.1	4.7	---
KZZI-F (A)	---	---	---	---	---	---	---	8.9	7.2	6.1	4.2	8.2		KZZI-F	---	---	---	15.7	17.3	14.2	11.8	20.2
KRLB (R)	---	---	---	---	3.3	5.7	2.5	2.7	1.8	1.7	1.7	.3		KRLB	6.3	10.1	7.6	5.9	5.4	4.6	2.5	2.8
KRLB-F (R)	---	2.6	6.9	3.1	2.2	3.5	1.8	7.8	7.0	15.6	22.1	26.5		KRLB-F	---	---	---	8.7	19.7	29.0	41.5	44.2

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1981

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	16.0	14.4	14.2	15.3	16.0	13.7	14.9	16.6	15.8	16.8	17.1	17.7	1984	KLLL-F \$1,400,000
FM Share (%)	34.67	41.94	38.29	42.56	47.45	55.61	59.43	63.37	73.23	75.96	80.94	79.22	1985	KLLL-F \$1,500,000
Stations			12	13	13	13	12	15	14	15	13	14		
Diaries						454	622	604	631	583	512	638		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	37	45	34	42	38	32	43	19	29	29	CHR	KRLB-F (26.5, S86)
MOR/AC	12	10	10	6	4	4	2	13	14	18	AOR	Highest Metro 1/4 HR AVG: KRLB-F (87, S86)
COUNTRY	36	25	33	29	38	32	36	23	31	29		Highest TSA 1/4 HR AVG: KRLB-F (127, S86)
BTFLEZ	10	12	14	14	9	9	10	8	9	6		Highest TSA Cume: KRLB-F (1186, S86)
NEWS/TALK	---	---	---	---	---	---	---	2	---	---		Highest Metro Cume Rating: KRLB-F (44.2, S86)
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---		
NOSTALGIA	---	---	---	---	---	6	5	2	---	---		
SPANISH	5	7	8	7	3	5	5	5	3	7		
RELIGION/GOSPEL	---	1	1	2	2	1	---	4	2	1		
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

#1 STATIONS, 12+ METRO SHARE

KSEL	S75, S78
KEND	S77
KTEZ-F	S79
KSEL-F	S80
KLLL-F	S76, S81, F81, S82, F82, F83, S84
KFMX-F	S83
KRLB-F	F84, S85, F85, S86

FINANCIAL DATA

	FCC Data Net Dollars					Ouncan Estimates Gross Dollars				
	1976*	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.85	3.85	4.33	4.38	4.13	4.6	5.0	5.4	5.7	6.0
Income (millions)	.10	.36	.31	-.13	-.21					
Nat Rev (millions)	.37	.42	.64	.65	.68					
Rev Per Cap (\$)	---	18.05	20.91	19.89	18.94	21.00	22.32	23.58	25.33	26.32
Inc Per Cap (\$)	---	1.68	1.52	-.59	-.97					
Profit Margin	3.7	9.3	7.3	---	---					

STATION NOTES

(Major call letter and format changes)

KTLK	-	KLLL until 82
	-	Country until 82
	-	Talk until 85
KSEL A/F	-	Contemp until 83
KFMX	-	KLBK until 81
	-	CHR until 81
	-	KKAM until 83
	-	KBBL until 84
	-	Nost until 84
KFYO-F	-	KRUX until 84
KRLB	-	Nost until about 83
KRLB-F	-	KWGO until about 81
	-	Contemp until 78
	-	Spanish until 81
	-	AC until 84
KEND	-	News until 77
KFYO	-	MOR until 80

\* FM's reported separately and independent FM's are not included

MAJOR STATION SALES

1975	KSEL A/F	To Harris	\$ 943,000
1975	KEND		438,000
1977	KRLB-F		60,000
1978	KTLK, KLLL-F	Sold to Thrash	1,490,000
1979	KFYO	Sold to Seaton	1,300,000
1980	KFMX, KFMX-F	Sold to Southern Minnesota	1,750,000
1981	KRLB-F		380,000
1982	KEND	Sold to Thrash	1,015,000
1983	KTEZ-F	Sold to Lotus	1,050,000
1984	KZII-F	From Rex to Seaton	844,000
1985	KRLB A/F		1,450,000
1985	KSEL A/F	From Harris to Moran	1,350,000
1986	KEND, KLLL-F	Sold to Holder	3,500,000 (E)

LYNCHBURG

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WJJS-F (B)	---	---	---	21.9	23.6	22.2	13.8	13.8	15.4	15.9	17.5	---	WJJS-F	21.6	22.9	19.8	17.9	19.9	20.0	21.1	---
WGOL-F (R)	---	---	---	5.7	11.2	5.3	10.1	9.7	11.0	7.3	4.5	---	WGOL-F	21.7	13.4	17.1	17.8	23.0	20.7	15.9	---
WLVA (M)	---	---	---	22.4	18.6	16.4	9.4	7.4	4.7	4.8	2.6	---	WLVA	41.2	36.3	28.2	19.4	19.8	14.6	9.8	---
WWOD (C)	---	---	---	7.3	13.0	9.4	8.2	6.7	2.7	2.2	2.2	---	WWOD	16.2	13.0	10.8	9.7	8.6	5.4	---	
WLLL (BB)	---	---	---	6.8	4.3	2.3	1.9	4.7	6.4	4.8	1.9	---	WLLL	12.3	11.4	9.2	9.2	11.3	8.9	6.6	---
WBRG (G)	---	---	---	4.7	3.7	.6	2.5	2.0	.7	.6	1.5	---	WBRG	10.7	7.2	---	5.1	3.3	3.4	3.2	---
WKZZ-F (R)	---	---	---	4.2	1.2	1.8	1.9	1.0	2.7	7.6	9.7	---	WKZZ-F	---	---	---	4.2	8.3	17.7	20.0	---
WCNV-F (C)	---	---	---	---	---	---	4.4	10.4	11.0	12.7	12.0	---	WCNV-F	---	---	9.8	13.7	21.4	18.6	19.7	---
WBLT (M)	---	---	---	---	---	---	---	3.4	2.7	1.3	2.2	---	WBLT	---	---	---	---	---	4.4	6.0	---
WPVR-F (E)	---	---	---	8.3	6.8	11.1	14.5	9.7	10.7	10.5	10.8	---	WPVR-F	14.2	19.5	19.3	19.0	17.0	18.2	17.1	---
WXLK-F (R)	---	---	---	1.6	4.3	11.7	12.6	13.4	9.4	12.4	15.3	---	WXLK-F	7.6	20.6	25.8	24.0	24.6	27.7	25.3	---
WSLQ-F (AC)	---	---	---	7.8	5.0	6.4	3.1	4.0	4.0	2.5	5.6	---	WSLQ-F	13.0	12.8	10.5	10.3	11.4	7.8	13.2	---

ONE RATING BOOK PER YEAR BEGINNING IN 1978  
 ROANOKE AND LYNCHBURG BOOKS COMBINED IN 1986

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	---	---	---	15.4	12.8	13.5	12.2	17.8	17.7	18.5	15.8	---	1984	\$
FM Share (%)	---	---	---	53.04	55.63	65.04	69.66	71.99	76.67	80.65	85.25	---	1985	\$
Stations			---	15	12	15	16	21	18	17	22	---		
Diaries						571	536	665	658	662	690	---		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	--	29	23	25	28	30	27	CHR 31	32	--	WJJS-F (23.6, S79)	
MOR/AC	--	24	20	23	13	9	MOR 8	7	7	--	Highest Metro 1/4 HR AVG: WJJS-F (50, S84)	
COUNTRY	--	20	19	17	24	26	AC 3	3	7	--	Highest TSA 1/4 HR AVG: WJJS-F (57, S85)	
BTFL/EZ	--	12	13	12	16	11	23	19	20	--	Highest TSA Cume: WLVA (641, S78)	
NEWS/TALK	--	---	---	---	---	---	12	12	12	--	Highest Metro Cume Rating: WLVA (41.2, S79)	
BLACK/URBAN	--	10	25	23	15	15	17	18	19	--	#1 STATIONS, 12+ METRO SHARE	
NOSTALGIA	--	---	---	---	---	5	7	5	2	--	WLVA S78	
SPANISH	--	---	---	---	---	---	---	---	---	--	WJJS-F S79, S80, S82, S83, S84, S85	
RELIGION/GOSPEL	--	4	---	1	3	1	4	1	2	--	WPVR-F S81	
CLASSICAL	--	---	---	---	---	---	---	---	---	--		

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.27	1.47	1.86	2.21	2.20	2.6	2.8	2.9	3.2	3.4
Income (millions)	-.08	-.18	-.16	-.20	-.49					
Nat Rev (millions)	.17	.13	.33	.25	.54					
Rev Per Cap (\$)	---	9.82	12.30	14.27	14.06	18.18	19.44	20.14	22.07	23.29
Inc Per Cap (\$)	---	-1.22	-1.03	-1.29	-3.11					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

- WKZZ-F - WWOD-F until 80
- WCNV-F - Simulcast with WAMV in 82
- WJJS-F - CHR in 78
- WGOL-F - Country in 78
- WLLL - Contemp until about 81
- WBRG - Country until about 82

Other stations - See Roanoke

\* Independent FM's and FM's reporting separately are not included

MACON

	SPG	<u>12+ METRO SHARE</u>											SPG	<u>12+ CUME RATINGS</u>								
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85	86
		WMAZ (M)	22.2	17.6	14.9	18.6	13.2	15.2	10.7	9.6	10.1	8.3		9.1	7.6	WMAZ	32.1	28.0	26.0	27.5	23.2	20.5
WAYS-F (R)	9.3	16.8	14.9	17.5	16.9	20.1	16.4	16.0	17.0	19.0	18.0	18.8	WAYS-F	37.4	36.4	35.0	36.7	42.7	35.7	38.0	40.4	
WDEN-F (C)	13.1	11.4	8.1	9.5	8.8	12.3	11.4	14.0	15.9	12.7	12.6	11.5	WDEN-F	15.8	18.2	18.7	24.5	23.8	21.7	20.4	19.7	
WIBB (B)	14.1	17.9	12.3	8.4	8.8	5.6	10.0	12.4	12.8	12.5	9.9	8.6	WIBB	17.6	13.1	16.8	21.4	18.5	18.9	18.2	15.0	
WDDO (B)	---	1.8	17.2	6.0	14.6	4.8	13.9	9.4	6.4	6.5	5.9	5.2	WDDO	20.7	15.2	22.4	20.4	18.1	15.1	16.0	13.6	
WPGA-F (B)	.7	---	---	.7	---	6.3	2.5	11.3	6.7	13.8	13.4	12.3	WPGA-F	---	11.0	9.6	19.5	12.6	22.7	23.2	18.5	
WRBN-F (R)	6.3	3.6	2.6	3.5	5.8	4.5	4.3	3.9	2.8	2.6	4.3	3.7	WRBN-F	12.5	12.8	---	10.6	7.7	9.2	8.1	9.1	
WPEZ-F (AC)	11.9	8.6	6.8	9.1	8.1	11.9	14.6	9.1	9.5	7.0	8.1	10.2	WPEZ-F	13.8	17.9	22.6	17.2	22.0	14.5	14.8	21.3	
WNEX (R)	7.0	6.5	6.5	5.6	5.1	3.0	3.9	1.4	1.7	---	---	---	WNEX	18.8	10.9	11.6	---	7.8	---	---	---	
WQBZ-F (R)	---	---	---	---	---	---	---	2.4	3.4	2.6	3.2	1.3	WQBZ-F	---	---	---	5.9	9.4	8.9	10.1	6.6	

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	14.7	14.4	15.8	14.9	15.3	13.5	13.7	17.3	16.9	18.1	16.6	16.9	1984 WAYS-F \$1,300,000
FM Share (%)	33.03	43.08	38.49	50.37	47.23	61.00	55.51	63.37	63.50	66.76	69.79	71.35	1985 WAYS-F \$1,500,000
Stations			14	15	12	16	15	15	17	16	15	18	
Diaries						534	600	722	609	660	701	585	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WMAZ (22.2, S75)
CHR/AOR/CONTEMP	30	34	32	38	29	26	28	CHR 26	28	22	Highest Metro 1/4 HR AVG:	WMAZ-F (73, S84)
MOR/AC	17	20	14	16	11	12	MOR 11	AOR 1	2	5	Highest TSA 1/4 HR AVG:	WAYS-F (142, S86)
COUNTRY	13	15	11	15	13	15	18	8	10	8	Highest TSA Cume:	WMAZ-F (1869, S83)
BTFL/EZ	7	11	9	12	16	10	1	5	1	4	Highest Metro Cume Rating:	WMAZ-F (42.7, S83)
NEWS/TALK	---	---	---	---	---	---	---	---	---	---		
BLACK/URBAN	33	20	28	NM	28	35	28	35	32	30		
NOSTALGIA	---	---	---	---	---	1	3	1	---	2		
SPANISH	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	---	---	6	7	3	2	2	2	4	6		
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

#1 STATIONS, 12+ METRO SHARE

WMAZ	S75, S78
WIBB	S76
WDDO	S77
WMAZ-F/WAYS-F	All other rating periods

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	NM	NM	3.0	2.8	3.4	4.0	4.7	5.1	5.7	6.1
Income (millions)	NM	NM	.22	.24	.04					
Nat Rev (millions)	.43	.38	.64	.49	.78					
Rev Per Cap (\$)	NM	NM	12.10	10.89	13.20	15.50	17.80	18.68	20.65	21.94
Inc Per Cap (\$)	NM	NM	.89	.90	.15					
Profit Margin	NM	NM	7.4	8.3	1.1					

STATION NOTES

(Major call letter and format changes)

WAYS-F	-	WMAZ until 85
WPEZ-F	-	WCRY until 81
		BTFL until 82
WDDO	-	WCRY until 77
WPGA-F	-	MOR until approx. 80

MAJOR STATION SALES

1972	WPTC, WDEN-F	\$ 325,000
1973	WBML	632,000
1977	WBML	350,000
1979	WBML	315,000
1980	WPTC- WDEN-F	1,027,000

MADISON

												12+ METRO SHARE							12+ CUME RATINGS												
												SPG					SPG														
												75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86
WIBA (M)	15.4	10.9	16.3	11.2	12.7	10.3	11.7	8.9	9.0	9.3	9.7	9.2	WIBA	27.4	21.3	29.4	26.2	22.5	23.3	19.6	24.8										
WIBA-F (A)	4.3	6.4	5.2	7.3	7.4	3.5	10.6	11.1	9.7	10.7	10.4	13.8	WIBA-F	12.9	10.9	26.4	35.1	31.0	30.8	29.1	31.0										
WTSO (C)	10.6	16.4	17.5	12.6	18.0	15.5	13.0	10.0	11.7	10.3	9.1	7.5	WTSO	28.3	24.5	26.8	20.2	24.2	15.4	19.0	16.0										
WZEE-F (R)	5.9	10.9	11.4	13.6	7.4	9.3	10.1	9.8	9.1	11.2	12.5	15.5	WZEE-F	21.7	28.2	26.2	31.5	29.3	33.4	34.3	36.0										
WTDY (M)	14.1	12.6	11.6	8.4	10.4	8.0	6.6	3.5	3.0	2.7	3.3	5.2	WTDY	31.5	27.2	23.9	20.2	17.2	11.7	11.7	13.6										
WMGN-F (AC)	6.9	8.1	6.2	6.3	4.6	10.3	7.7	7.6	5.7	7.9	8.9	6.9	WMGN-F	18.4	25.4	26.6	22.9	22.3	19.2	24.7	19.0										
WILV-F (AC)	9.3	4.8	3.5	5.2	6.7	9.0	8.0	7.2	4.1	3.3	2.2	3.1	WILV-F	16.6	15.9	16.5	16.7	16.2	9.3	7.8	9.1										
WMAD-F (AC)	3.7	2.1	1.5	8.4	8.1	10.3	5.8	5.6	3.9	2.0	3.6	2.7	WMAD-F	20.2	21.0	16.4	15.9	12.8	12.2	13.9	13.2										
WWQM-F (C)	11.2	3.6	4.0	3.5	3.2	4.3	5.3	5.9	7.0	6.4	6.8	5.7	WWQM-F	---	15.9	---	16.7	16.4	14.7	15.6	13.3										
WHIT (O)	---	4.0	5.7	1.9	3.9	.8	---	4.3	4.3	5.1	2.7	2.9	WHIT	---	---	---	2.0	10.0	6.4	5.1	5.1										
WMAD (BB)	---	---	---	---	---	---	---	8.3	6.5	4.1	3.7	2.9	WMAD	---	---	---	11.3	9.0	7.6	5.4	4.7										
WSJY-F (E)	---	---	---	---	---	---	---	1.0	4.8	4.1	4.9	2.7	WSJY-F	---	---	---	3.9	8.0	8.0	9.0	6.4										

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.8	16.6	15.6	15.9	16.4	14.6	16.5	17.7	17.2	18.0	16.0	16.7	1984	WTSO	\$1,900,000
FM Share (%)	43.93	42.66	39.06	56.75	44.44	58.00	61.52	59.18	56.86	61.94	63.66	61.87	1985	WTSO	\$2,000,000
Stations			17	16	16	15	15	14	15	17	14	18			
Diaries						742	677	663	745	725	674	640			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WTSO (18.0, S79)
CHR/AOR/CONTEMP	40	50	47	40	39	42	29	CHR 16	17	19	Highest Metro 1/4 HR AVG:	WTSO (78, S79)
MOR/AC	20	22	22	25	24	16	MOR 15	AOR 15	13	17	Highest TSA 1/4 HR AVG:	WZEE-F (143, S86)
COUNTRY	25	15	21	19	25	20	AC 20	25	22	16	Highest TSA Cume:	WZEE-F (2015, S86)
BTFL/EZ	13	9	9	13	13	9	24	17	21	17.2	Highest Metro Cume Rating:	WZEE-F (36.0, S86)
NEWS/TALK	1	2	1	1	--	--	6	6	6	7.1		
BLACK/URBAN	--	--	--	--	--	--	1	--	--	1		
NOSTALGIA	--	--	--	--	--	12	6	8	4	4	#1 STATIONS, 12+ METRO SHARE	
SPANISH	--	--	--	--	--	--	--	--	--	--	WIBA S75, F81	
RELIGION/GOSPEL	2	2	1	2	--	--	--	--	--	--	WTSO S76, S77, S79, S80, S81, F82, S83, F83, F84	
CLASSICAL	--	--	--	--	--	--	--	--	--	--	WZEE-F S78, S84, S85, F85, S86	
											WIBA-F S82	

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.46	4.72	5.71	5.91	6.27	7.5	8.2	8.9	9.5	10.6
Income (millions)	.70	1.22	1.34	1.22	.86					
Nat Rev (millions)	.60	.66	.98	.78	1.06					
Rev Per Cap (\$)	---	14.94	17.83	18.41	19.10	22.87	24.62	26.65	28.36	31.45
Inc Per Cap (\$)	---	3.87	4.12	3.74	2.63					
Profit Margin	20.3	25.9	23.4	20.6	13.8					

STATION NOTES

(Major call letter and format changes)

- WTDY - WISM until 85  
Contemp until 85
- WMGN-F - WISM until 84  
Contemp evolving to AC by 82
- WHIT - WWQM until 82  
Contemp until 80  
Country until 83
- WMAD - WERU until 85
- WMAD-F - AOR until 84
- WWQM-F - WMAD-F until 78  
Country until 78  
CHR until 81
- WILV-F - WLVE until 83  
WNL until 85  
BTFL until 83  
AC until 85

MAJOR STATION SALES

1974	WZEE-F	Sold to MidContinent	\$ 275,000
1978	WIBA A/F	From Capital Times to Des Moines Register	2,150,000
1981	WMAD-F		1,275,000
1985	WMAD A/F		2,400,000
1985	WIBA A/F	Sold to Price Comm.	5,800,000
1985	WILV-F (Baraboo)		1,900,000

MANCHESTER, NH

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WZID-F (E)	10.5	8.4	13.7	9.7	8.7	10.1	11.1	14.8	15.5	13.3	14.5	15.0	WZID-F	19.2	18.1	22.8	19.4	24.5	20.7	22.4	22.9
WGIR (NT)	19.8	18.9	10.0	15.9	16.8	10.6	12.4	9.1	7.0	6.6	6.1	WGIR	34.6	28.3	30.3	32.1	24.4	20.5	19.1	18.7	
WGIR-F (A/R)	---	---	4.2	3.4	4.0	5.0	4.0	14.0	18.1	15.9	11.0	12.1	WGIR-F	14.8	16.3	15.7	35.1	40.2	34.7	30.2	31.0
WKBR (BB)	15.8	15.7	14.7	11.1	11.0	9.0	10.2	9.1	5.2	4.0	3.1	3.6	WKBR	25.5	24.6	25.7	22.9	21.5	12.4	7.5	10.3
WFEA (AC)	11.1	8.9	11.1	10.6	11.0	14.1	11.6	8.2	7.7	4.9	4.4	5.3	WFEA	32.7	29.0	29.3	24.8	22.8	15.7	14.4	12.2
WOKQ-F (C)	---	---	---	1.4	4.0	3.0	5.8	2.5	4.8	3.1	5.3	5.7	WOKQ-F	---	8.9	11.3	9.2	14.0	11.0	11.4	11.6
WCGY-F (AC)	4.1	5.2	6.3	5.8	6.9	3.5	1.3	.8	1.8	2.2	2.2	2.4	WCGY-F	17.1	12.0	---	4.1	6.1	4.7	4.7	6.1
WBZ (M)	2.9	3.7	5.3	4.3	3.5	3.0	3.1	4.1	3.0	4.0	2.6	1.6	WBZ	12.1	15.8	15.0	12.7	12.4	12.4	9.1	7.0
WRKO (NT)	6.4	6.3	6.8	1.9	3.5	1.5	1.3	1.2	1.8	.9	2.6	2.8	WRKO	13.7	11.3	---	5.4	6.3	5.6	4.8	9.6
WJIB-F (E)	5.3	2.1	1.6	3.9	1.7	1.0	4.0	---	.7	.9	.4	.8	WJIB-F	---	---	---	---	5.6	4.4	4.9	4.5
WSSH-F (AC)	2.3	4.7	5.3	1.9	2.3	5.0	2.7	3.7	6.3	7.5	6.1	10.1	WSSH-F	7.0	11.7	---	9.7	14.0	16.3	14.6	21.4
WVBF-F (AC)	2.3	2.1	1.6	4.3	2.9	5.5	3.1	2.9	1.1	---	.4	.4	WVBF-F	---	---	9.2	6.3	3.9	---	1.6	3.3
WZOU-F (R)	---	3.2	3.2	5.3	5.8	3.5	7.6	7.0	3.0	1.8	6.1	2.8	WZOU-F	10.3	---	18.8	19.7	12.0	6.4	14.0	11.6
WBCN-F (A)	---	---	---	---	2.9	2.5	2.7	2.9	4.1	4.4	4.8	4.5	WBCN-F	---	---	---	7.3	8.9	---	10.2	11.5
WROR-F (AC)	3.5	3.7	2.6	3.9	2.9	3.5	3.1	1.2	1.1	2.7	2.6	2.4	WROR-F	---	---	9.3	7.3	9.4	10.6	9.6	10.7
WAAF-F (A)	---	---	---	---	---	---	---	2.1	1.8	1.8	4.4	---	WAAF-F	---	---	---	---	6.4	5.9	8.4	5.9
WHTT-F (R)	---	---	---	---	---	---	---	1.2	4.4	7.1	3.5	2.8	WHTT-F	---	---	---	---	13.6	17.6	12.4	11.6

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	15.3	16.2	15.9	16.8	14.0	15.0	16.3	17.3	18.7	16.2	16.4	17.2	1984	WGIR-F \$1,500,000
FM Share (%)	47.83	46.20	49.44	52.55	49.68	58.82	58.17	61.47	70.54	76.26	79.72	78.32	1985	WGIR-F \$1,900,000
Stations			20	21	19		24	22	26	23	25	26	26	
Diaries						519	565	534	711	731	629	592		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	57	43	45	50	40	42	35	CHR 10	13	11	WGIR+ (19.8, S75)	
MOR/AC	16	33	34	24	32	36	MOR 16	AOR 26	22	20	Highest Metro 1/4 HR AVG: WGIR-F (49 S83)	
COUNTRY	1	3	5	3	6	3	5	26	24	27	Highest TSA 1/4 HR AVG: WGIR-F (105, S83)	
BTFL/EZ	24	20	15	21	20	17	18	17	18	18	Highest TSA Cume: WGIR-F (1297, S83)	
NEWS/TALK	--	1	--	1	--	2	2	1	10	10	Highest Metro Cume Rating: WGIR-F (40.2, S83)	
BLACK/URBAN	--	--	--	--	--	--	--	--	--	--		
NOSTALGIA	--	--	--	--	--	--	3	--	3	4		
SPANISH	--	--	--	--	--	--	--	--	--	--		
RELIGION/GOSPEL	--	--	--	--	--	--	--	--	1	--		
CLASSICAL	--	--	--	--	--	--	--	--	--	--		

#1 STATIONS, 12+ METRO SHARE

- WGIR S75, S76, S78, S79, S81
- WKBR S81
- WFEA S80
- WZID-F S82, S85, S86
- WGIR-F S83, S84

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
	Revenue (millions)	1.36	1.89	2.54	2.45	3.30	4.0	4.5	5.0	5.9
Income (millions)	.07	.003	.07	-.08	-.18					
Nat Rev (millions)	.25	.37	.44	.49	.67					
Rev Per Cap (\$)	---	12.25	16.14	15.21	20.08	18.52	20.55	22.42	26.46	29.78
Inc Per Cap (\$)	---	.02	.43	-.47	-1.11					
Profit Margin	5.4	0.2	2.7	---	---					

STATION NOTES

(Major call letter and format changes)

- WGIR A/F - Simulcast in 75-76
- WKBR - Changed from CHR to AC by 82
- AC until 83
- WGIR-F - Soft rock until 80
- WFEA - Contemp to AC by 83

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1976	WFEA	Sold to Ocean Coast	\$ 500,000
1979	WKBR		1,931,000
1984	WZID-F	Sold to Sunshine	2,750,000
1986	WFEA	Sold by Ocean Coast to Sunshine	1,450,000

McALLEN - BROWNSVILLE

		<u>12+ METRO SHARE</u>											<u>12+ CUME RATINGS</u>									
		SPG											SPG									
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
KGBT	(S)	29.7	33.0	31.9	32.2	38.7	34.8	28.4	26.6	22.8	21.0	19.0	19.5	KGBT	45.8	37.8	37.0	28.8	33.5	32.3	31.5	29.8
KRGV	(R)	14.5	19.3	21.5	16.1	8.7	7.1	6.9	10.8	10.2	11.5	6.9	8.7	KRGV	25.5	17.7	16.1	20.9	28.1	32.1	23.6	21.7
KRIO	(R)	12.9	19.2	9.8	16.5	8.7	9.4	6.4	5.8	3.0	1.9	2.2	2.9	KRIO	31.6	26.2	18.4	14.0	14.0	10.2	10.6	10.2
KBFM-F	(R)	3.3	4.2	5.5	3.3	11.3	15.4	15.2	12.7	9.8	11.2	14.3	11.7	KBFM-F	22.7	25.8	25.9	24.9	31.4	32.1	37.0	31.0
KIWW-F	(S)	---	---	3.1	1.7	3.9	3.5	4.5	11.1	11.7	11.4	7.9	7.6	KIWW-F	---	5.0	4.4	20.2	24.3	23.5	20.8	19.0
KVLY-F	(E)	5.9	1.1	1.8	2.1	1.1	1.2	2.3	2.3	4.2	4.6	4.7	6.1	KVLY-F	---	---	3.3	4.3	---	7.8	8.1	11.5
KELT-F	(AC)	4.3	2.3	3.8	3.5	5.0	4.7	7.1	5.8	4.8	6.6	9.9	6.3	KELT-F	9.2	9.3	15.3	11.8	14.6	10.2	21.6	15.6
KRIX-F	(A)	---	---	---	4.6	3.0	3.5	1.9	4.9	9.1	6.5	6.3	4.8	KRIX-F	7.4	11.1	4.8	9.1	22.1	15.6	17.9	13.3
KBOR	(BB)	---	---	---	---	2.0	3.5	5.7	2.5	.9	1.8	2.5	2.1	KBOR	6.5	9.2	11.2	7.7	6.4	4.3	5.6	5.5
KQXX-F	(S)	2.7	---	---	---	1.1	1.2	1.6	2.3	4.2	4.4	5.9	6.3	KQXX-F	---	---	---	3.3	9.3	11.3	10.7	13.7
KIRT	(S)	5.9	2.9	4.0	4.0	1.7	2.3	1.1	1.3	1.1	2.2	3.2	3.6	KIRT	4.2	---	---	3.4	---	---	5.4	7.1
KTXF-F	(C)	---	3.3	2.0	2.1	3.1	3.0	2.4	2.4	2.7	4.0	5.6	6.4	KTXF-F	9.7	5.8	---	4.5	7.2	10.5	10.8	12.5
KURV	(NT)	1.4	1.3	---	---	1.5	1.5	2.2	1.0	1.5	1.5	1.6	---	KURV	---	---	---	---	2.8	4.4	3.6	---

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	18.2	18.1	14.5	15.5	16.8	19.5	17.6	18.0	18.6	20.7	18.3	19.7	1984	KGBT	\$1,875,000
FM Share (%)	20.61	13.25	19.42	19.55	31.30	39.02	34.99	44.50	52.42	53.11	58.08	56.58	1985	KGBT	\$1,950,000
Stations			15	14	14	15	16	15	19	19	18	20			
Diaries						479	906	649	1012	887	773	920			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>		
CHR/AOR/CONTEMP	40	44	37	38	41	41	32	CHR 32	26	23	KGBT (38.7, S79)		
								AOR 5	7	5	KGBT (228, F81)		
MOR/AC	1	--	--	--	1	--	MOR 1	2	--	--	KGBT (242, F81)		
							AC 4	2	12	10	KBFM-F (1775, S85)		
COUNTRY	7	7	7	6	12	8	12	9	7	8	KGBT (45.8, S79)		
BTFL/EZ	4	5	5	5	5	4	7	4	4	7			
NEWS/TALK	1	2	2	3	1	--	2	2	2	2			
BLACK/URBAN	--	--	--	--	--	--	--	--	--	--			
NOSTALGIA	--	--	--	--	--	--	--	--	2	2			
SPANISH	43	41	48	48	41	48	43	44	41	42			
RELIGION/GOSPEL	--	--	--	--	--	--	--	--	--	--			
CLASSICAL	--	--	--	--	--	--	--	--	--	--			

#1 STATIONS, 12+ METRO SHARE

KGBT - All rating periods

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.97	2.09	2.08	4.33	5.56	7.0	7.8	8.5	10.0	10.6
Income (millions)	-.08	-.18	-.11	.15	-.20					
Nat Rev (millions)	.26	.18	.27	1.17	1.51					
Rev Per Cap (\$)	---	8.18	8.54	10.17	10.68	14.93	14.72	14.88	17.18	17.94
Inc Per Cap (\$)	---	-.72	-.46	.36	-.36					
Profit Margin	---	---	---	3.5	---					

STATION NOTES

(Major call letter and format changes)

- KURV - ? until about 83
- KELT-F - Country until 84
- KRIX-F - CHR until 82
- KBOR - Contemp until 84
- KTXF-F - KDUV-F until 83
- BTFL until 83
- KVLY-F - KESI until 80
- KIWW - KMBS until 78

Data prior to 1979 is for McAllen only

MAJOR STATION SALES

1970	KIRT		\$ 225,000
1975	KRIO		900,000
1977	KIWW-F		200,000
1977	KBOR		325,000
1978	KBFM-F		375,000
1979	KVLY-F	Sold to Tippie	478,000
1982	KRIX-F		800,000
1983	KTXF-F		1,019,000
1985	KBOR		325,000
1986	KTXF-F	(never completed)	1,650,000
1986	KRIO	Donated by Tippie	
1986	KBFM-F	From Oppenheimer to Encore	NA
1986	KRIX-F		900,000



MELBOURNE - TITUSVILLE - COCOA

	12+ METRO SHARE												12+ CUME RATINGS								
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86	
WSTF-F (AC)	7.3	9.6	21.8	18.6	25.8	20.1	15.7	18.4	10.4	8.9	8.4	9.7	WSTF-F	40.7	33.3	35.0	35.3	28.6	24.9	25.9	28.3
WYRL-F (C)	4.7	7.8	4.2	6.0	2.7	6.5	5.6	10.3	4.1	3.8	2.0	1.9	WYRL-F	---	10.7	12.4	13.6	8.2	6.0	5.0	4.4
WSSP-F (E)	---	5.1	---	---	1.0	---	3.1	8.9	10.7	4.9	6.7	16.2	WSSP-F	---	---	10.8	14.0	17.2	14.7	11.7	23.9
WMEL (AC)	8.3	6.5	4.9	5.0	6.5	3.9	9.0	4.7	5.6	6.5	3.7	3.4	WMEL	15.2	15.1	16.1	12.5	16.0	13.1	12.0	9.1
WEZY-F (E)	13.3	6.5	9.5	6.6	5.8	6.5	4.5	4.5	10.9	13.8	9.4	3.0	WEZY-F	11.6	11.0	8.8	9.4	17.1	18.9	17.7	7.3
WVTI-F (AC)	5.7	5.5	3.9	4.0	5.2	7.2	4.2	4.2	4.4	2.7	1.4	3.4	WVTI-F	7.7	8.0	---	8.7	10.4	7.2	4.9	10.4
WAMT (C)	---	8.6	8.1	4.7	2.4	3.6	2.5	3.9	6.5	3.3	1.2	.9	WAMT	14.4	13.6	9.3	10.2	12.6	8.6	3.7	2.1
WMMB (BB)	4.7	5.1	5.3	---	1.7	.7	3.9	2.2	1.5	2.2	4.9	4.3	WMMB	7.4	---	9.1	7.5	7.0	5.8	7.1	6.6
WCKS (B)	6.3	2.7	2.1	5.0	1.4	1.1	1.1	1.1	.7	4.5	.6	---	WCKS	---	8.0	---	4.3	4.5	7.0	3.2	---
WRKT (C)	9.3	4.4	3.9	---	.7	---	---	2.0	3.4	2.0	2.4	1.3	WRKT	---	---	---	7.8	7.6	---	6.7	3.7
WTAI (NT)	7.0	8.6	---	---	1.7	3.9	1.7	.6	.5	1.1	2.9	1.7	WTAI	---	---	---	2.1	3.1	2.0	---	2.7
WEZY (E)	---	---	---	4.3	4.5	3.6	2.2	.8	.2	.7	1.2	.6	WEZY	8.6	7.3	---	2.2	2.9	2.8	3.7	2.3
WSCF-F (R)	---	---	---	---	---	---	---	.8	---	1.3	1.4	1.9	WSCF-F	---	---	---	---	---	3.6	3.7	3.1
WDIZ-F (A)	4.7	5.1	5.3	9.6	11.3	10.0	18.5	12.8	7.0	9.1	9.4	8.6	WDIZ-F	14.8	17.1	26.6	23.3	15.8	18.5	16.1	16.9
WBJW-F (R)	---	---	---	---	---	---	---	.6	8.7	11.1	13.7	16.2	WBJW-F	---	---	---	2.9	20.3	27.7	29.6	31.5
WKKA-F (C)	---	12.3	13.0	12.3	11.3	14.3	11.8	6.7	8.5	12.5	9.0	8.0	WKKA-F	17.1	22.2	17.5	12.9	16.5	18.4	20.0	15.0

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	15.0	14.2	13.9	14.8	14.4	13.2	15.4	15.0	16.7	17.8	18.5	15.8	1984	WCKS-F \$1,300,000
FM Share (%)	52.99	62.22	70.43	71.75	76.10	77.02	75.39	80.92	78.07	76.57	79.19	85.68	1985	NA
Stations			17	17	20	17	19	22	22	19	23	18		
Diaries						507	538	641	604	544	730	639		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	38	47	47	40	45	40	33	CHR	14	19	20	WCKS-F (25.8, S79)	
MOR/AC	26	12	13	10	20	10	MOR	3	9	5	5	WCKS-F (75, S79)	
COUNTRY	8	7	13	19	12	27	31	AOR	10	12	11	WBJW-F (75, S86)	
BTFL/EZ	28	34	28	32	24	17	18	AC	7	15	14	20	WSSP-F (75, S86)
NEWS/TALK	---	---	---	---	---	---	1		9	5	5	Highest TSA 1/4 HR AVG:	WBJW-F (76, S86)
BLACK/URBAN	---	---	---	---	---	---	---		15	14	20	WSSP-F (76, S86)	
NOSTALGIA	---	---	---	---	---	4	7		26	26	16	Highest TSA Cume:	WBJW-F (939, S86)
SPANISH	---	---	---	---	---	---	---		16	14	19	Highest Metro Cume Rating:	WCKS-F (40.7, S79)
RELIGION/GOSPEL	---	---	---	---	---	2	1		1	3	2		
CLASSICAL	---	---	---	---	---	---	---		5	1	---		

#1 STATIONS, 12+ METRO SHARE

- WEZY-F S75, S83, S84
- WDBO-F S76
- WCKS-F S77, S78, S79, S80, S82
- WDIZ-F S81
- WBJW-F S85, S86 (T)
- WSSP-F S86 (T)

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.56	1.40	2.31	2.11	2.65	3.3	3.6	4.0	4.4	4.8
Income (millions)	-.23	-.27	-.30	-.16	-.31					
Nat Rev (millions)	.23	.26	.63	.68	.57					
Rev Per Cap (\$)	---	---	9.78	8.18	9.39	11.46	11.96	12.94	13.33	14.04
Inc Per Cap (\$)	---	---	-1.26	-.60	-1.08					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

- WAMT - WRMF until 80  
MOR until 82  
Nost until 85
- WVTI-F - WTAI-F until 79  
Contemp until 79  
BTFL until 84
- WSSP-F - BTFL until 78  
Contemp until 81  
WRKT until 85  
Country until 85
- WMMB - BTFL until 77  
MOR until 82
- WEZY-F - Contemp until 77
- WSTF-F - WCKS until 86  
CHR until 84
- WTAI - Country until about 83
- WJZX - WKKO until 83  
MOR until 83
- WEZY - WCWR until 83  
Country until 83

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1970	WEZY A/F	Sold by Gannet	\$ 350,000
1971	WSTF-F	Sold by Norman Knight	220,000
1974	WMEL	To Elyria-Lorain	600,000
1975	WCKS		340,000
1977	WAMT, WSCF-F	Sold by Fairbanks	575,000
1977	WRKT, WSSP-F	To Bob Taylor	600,000
1979	WMMB, WYRL-F	From Gordon Sherman to Miller	695,000
1979	WAMT, WSSP-F	Sold to Regional	790,000
1980	WTAI, WVTI-F		131,000
1981	WRKT, WSSP-F	From Bob Taylor to Guy Gannett	1,300,000
1983	WAMT, WSCF-F	From Regional to Ogden	900,000
1983	WTAI, WVTI-F		846,000
1985	WSTF-F	Sold to Capitol (Goodmon)	3,500,000
1985	WAMT, WSCF-F		1,000,000
1986	WMMB, WYRL-F		2,200,000

MEMPHIS

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WMC (C)	11.3	12.4	10.4	12.5	11.4	10.3	9.9	8.1	7.4		7.5	8.1	6.5	WMC	24.9	21.6	20.5	17.3	18.6	15.8
WMC-F (R)	11.0	7.6	4.9	6.7	10.3	8.4	9.7	9.9	10.0	9.9	11.7	9.2	WMC-F	23.7	20.9	22.6	24.8	25.5	28.8	27.7	25.9	
WHBQ (O)	9.8	11.3	13.0	11.5	7.2	4.3	4.1	2.1	2.7	3.4	3.3	3.4	WHBQ	26.6	14.7	14.4	10.4	8.6	11.4	10.2	8.1	
WRVR (AC)	15.7	7.6	5.6	4.6	5.1	3.9	5.5	3.1	2.6	3.4	1.3	.8	WRVR	11.8	10.7	11.0	10.4	6.9	12.5	7.7	3.0	
WHRK-F (B)	---	1.8	4.8	6.3	8.2	11.9	13.2	9.4	9.5	9.9	14.2	15.6	WHRK-F	16.9	19.6	17.4	20.7	21.1	25.2	27.8	27.6	
WDIA (B)	12.1	16.8	13.0	9.3	7.7	7.3	6.5	8.7	8.6	8.3	7.2	6.6	WDIA	23.3	19.9	14.7	23.8	22.6	22.1	23.6	16.0	
WRVR-F (AC)	3.3	4.4	5.6	5.0	5.7	5.5	6.6	7.9	8.3	8.3	7.7	8.3	WRVR-F	15.0	13.0	16.1	17.7	19.4	17.6	20.2	18.5	
WGKX-F (C)	8.5	10.3	10.9	10.4	10.7	11.3	11.0	8.0	8.5	7.4	8.3	7.8	WGKX-F	17.9	18.8	15.7	18.0	15.9	15.6	13.5	15.2	
WLOK (B)	5.2	6.3	8.8	6.7	7.2	5.7	5.1	5.8	6.2	6.5	6.1	6.1	WLOK	16.7	16.6	13.2	18.0	16.5	17.2	16.5	12.6	
WEGR-F (A)	---	1.8	3.8	7.0	8.1	11.8	10.1	8.9	10.1	7.9	7.2	8.3	WEGR-F	11.0	14.4	14.3	19.1	18.7	22.3	17.6	16.8	
WREC (BB)	6.2	5.6	5.1	6.4	3.9	4.4	3.3	5.3	4.9	4.3	3.3	4.8	WREC	12.5	12.4	10.1	10.6	12.4	11.3	11.1	9.9	
WEZI-F (E)	---	---	---	2.2	2.2	4.3	4.7	3.7	4.4	5.6	6.1	5.2	WEZI-F	---	---	---	9.2	8.7	11.9	10.9	10.9	
KWAM (G)	3.6	3.5	2.7	2.7	3.1	2.2	1.4	3.8	2.5	2.7	1.3	1.8	KWAM	---	---	---	5.6	---	6.0	5.0	4.1	
KRNB-F (B)	---	---	---	1.5	2.3	1.7	1.6	9.7	6.7	6.7	6.8	6.1	KRNB-F	5.3	---	---	19.1	16.8	19.2	21.2	17.5	
WLVS (AC)	---	3.0	2.0	2.4	3.0	2.5	1.7	---	1.4	1.0	.6	.4	WLVS	---	---	---	2.3	2.9	---	2.1	1.5	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	14.3	15.7	12.0	13.8	15.1	13.7	12.6	16.9	16.4	17.5	16.8	16.3	1984	WMC-F	NA
FM Share (%)	27.94	26.86	34.58	37.75	45.92	56.18	56.73	60.10	62.14	55.75	62.73	65.33	1985	WMC-F	\$4,300,000
Stations			16	16	18	15	17	19	18	17	18	20			
Diaries						857	1082	1229	1369	1005	1042	1227			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:			Highest Metro 1/4 HR AVG:			Highest TSA 1/4 HR AVG:			Highest Metro Cume Rating:		
CHR/AOR/CONTEMP	39	31	34	30	29	22	23	CHR 11	12	10	WDIA (17.1, S76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	
MOR/AC	5	8	4	5	8	12	MOR 1	1	--	1	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)		
COUNTRY	14	21	20	14	25	15	AC 9	7	10	10	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)		
BTFL/EZ	12	9	11	11	11	8	11	17	17	15	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)		
NEWS/TALK	3	2	3	3	2	2	4	5	4	4	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)		
BLACK/URBAN	25	25	24	29	21	32	34	36	36	37	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)		
NOSTALGIA	--	--	--	--	--	--	6	5	4	5	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)		
SPANISH	--	--	--	--	--	--	--	--	--	--	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)		
RELIGION/GOSPEL	3	4	4	5	4	6	4	4	3	3	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)		
CLASSICAL	--	--	--	--	--	--	--	--	--	--	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)	WMC-F (285, S84)	WHBQ (5316, F76)	WHRK-F (191, S86)		

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	8.61	10.32	11.82	13.33	13.09	16.2	17.1	18.3	19.1	20.6
Income (millions)	1.04	1.17	1.05	1.36	.01					
Nat Rev (millions)	2.64	2.59	3.35	3.93	4.70					
Rev Per Cap (\$)	---	11.66	13.20	14.86	14.09	17.74	18.59	19.76	20.60	22.17
Inc Per Cap (\$)	---	1.32	1.17	1.52	.11					
Profit Margin	12.1	11.3	8.9	10.2	0.8					

MAJOR STATION SALES

1972	WGKX-F	Sold by RKO to Southern	\$ 450,000
1974	WREC, WEGR-F	From Cowles to Summit	3,100,000
1977	WLOK	From Starr to Gilliam	725,000
1977	WMQM		550,000
1983	WGKX-F	From Harte-Hanks to Firstcom	3,200,000
1984	WRVR, WHRK-F	From Plough to DKM	4,000,000 (E)
1985	WRVR	From Adams to Viacom	1,500,000
1985	WDIA	From BENI to Adams	2,500,000
1985	WGKX-F	From Firstcom to New Barnstable	7,250,000 (E)
1986	WMSO (Collierville)	Sold to Bott	600,000

STATION NOTES

(Major call letter and format changes)

- WHRK-F - WMPC-F until 77  
Classical (?) until 77
- WRVR-F - WQUD-F until ?
- WHBQ - CHR changing to AC  
and then oldies in 81  
Began News/Talk in 83
- WEGR-F - WZXR until 86  
BTFL until 76  
Country until 77
- WREC - MOR until 82
- KRNB-F - KWAM until 82
- WEZI - WLVS until 85  
Country until 83
- WGKX-F - WEZI until 83  
BTFL until 83
- WRVR - WMPS until 83  
WKDJ until 85  
Country until 83  
Black until 85
- WLVS - WWEE until 85  
Talk until 85

MIAMI - FT. LAUDERDALE

12+ METRO SHARE

12+ CUME RATINGS

		SPG										SPG										
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WLYF-F	(E)	4.8	6.3	4.3	4.2	5.0	2.8	3.0	6.4	7.8	7.7	7.8	8.6	WLYF-F	11.7	6.8	8.1	14.6	14.9	14.9	16.3	15.3
WRHC	(S)	---	.8	2.3	3.3	5.8	10.1	11.8	5.1	3.5	3.0	3.0	2.2	WRHC	---	---	---	5.5	5.5	4.8	4.3	4.1
WHYI-F	(R)	6.2	6.4	6.6	7.5	5.8	7.0	5.7	6.4	7.7	8.9	6.2	5.3	WHYI-F	20.0	17.7	17.8	20.2	23.6	25.1	22.3	18.1
WINZ	(NT)	---	4.3	4.8	4.4	4.5	4.5	4.1	4.7	3.4	3.5	3.5	3.6	WINZ	13.5	11.4	11.4	16.6	13.4	11.6	10.6	10.4
WINZ-F	(R)	---	2.9	3.6	3.2	3.3	2.7	6.7	5.1	6.4	7.1	4.4	2.7	WINZ-F	---	7.8	18.6	18.1	20.9	23.0	19.1	12.4
WNWS	(NT)	---	---	---	1.2	2.1	4.3	5.4	5.1	4.2	3.4	3.6	4.0	WNWS	3.6	9.9	9.1	11.7	10.5	9.3	9.4	9.1
WQBA	(S)	14.5	15.1	15.2	11.8	9.9	6.7	7.0	5.4	6.5	6.0	5.7	5.6	WQBA	13.1	10.9	11.1	7.4	10.0	10.7	8.2	8.2
WQBA-F	(S)	---	---	---	---	3.0	3.1	2.4	2.0	3.2	2.4	2.3	2.2	WQBA-F	---	---	---	5.7	7.0	8.4	6.4	5.7
WHQT-F	(U/R)	---	4.8	3.4	6.6	4.3	5.0	3.5	4.5	2.8	2.1	3.9	4.9	WHQT-F	10.4	8.7	---	10.4	8.8	6.7	10.9	10.8
WSHE-F	(A)	3.6	---	---	1.3	1.6	2.1	2.9	4.0	3.2	3.4	6.0	5.9	WSHE-F	---	6.2	6.4	10.9	10.1	8.7	12.8	11.5
WEDR-F	(B)	---	3.6	3.9	3.9	5.0	4.9	5.9	4.3	3.9	4.2	3.9	3.7	WEDR-F	---	---	---	7.4	7.7	6.2	7.9	7.8
WAXY-F	(AC)	---	---	---	1.3	2.3	2.3	2.2	3.4	3.3	3.6	3.5	3.9	WAXY-F	8.3	8.0	7.3	11.0	11.6	11.1	11.7	11.9
WAIA-F	(AC)	---	---	---	2.0	2.6	3.0	1.9	3.2	3.3	3.5	2.5	2.2	WAIA-F	6.6	7.5	6.5	9.7	10.5	11.6	9.3	7.7
WCMQ	(S)	5.5	3.2	6.5	6.7	6.1	2.8	4.5	2.0	1.5	1.4	2.6	1.7	WCMQ	---	---	---	3.2	2.7	2.4	3.4	3.1
WCMQ-F	(S)	5.7	4.5	6.3	4.3	6.7	4.4	5.9	4.4	3.8	3.2	3.0	3.9	WCMQ-F	---	---	---	5.6	6.9	6.3	4.9	6.8
WIOD	(NT)	6.0	3.8	3.2	3.5	3.5	3.0	3.1	3.0	4.1	3.5	3.4	3.6	WIOD	6.9	11.2	8.1	11.0	11.4	9.3	10.4	9.9
WQAM	(C)	5.4	5.0	3.5	3.7	1.9	3.4	2.4	1.7	1.7	1.4	1.2	.9	WQAM	9.5	10.9	9.5	5.9	5.6	4.7	2.8	3.2
WAQI	(S)	---	3.8	---	1.8	1.9	1.6	1.9	1.1	1.1	1.3	1.8	3.2	WAQI	8.0	5.9	7.9	5.7	6.7	6.4	7.3	6.1
WSUA	(S)	3.8	---	---	2.7	2.3	2.4	3.1	.8	1.8	1.5	1.4	1.3	WSUA	---	---	---	2.5	4.2	3.9	3.2	3.2
WVCG	(G)	5.7	4.1	3.4	3.6	3.3	2.3	2.5	1.0	.8	---	.4	.3	WVCG	---	---	---	3.9	5.2	---	1.0	1.4
WOCN	(S)	---	---	2.0	3.2	2.3	3.1	1.5	1.6	1.4	2.5	2.3	.8	WOCN	---	---	---	3.7	---	3.8	4.8	2.2
WTMI-F	(CL)	---	---	---	2.6	1.8	2.6	1.7	1.6	1.7	2.2	2.4	2.1	WTMI-F	---	---	---	4.5	4.7	4.9	6.5	6.6
WJQY-F	(AC)	---	---	---	2.0	.3	.7	1.2	3.1	3.8	4.4	4.1	4.5	WJQY-F	10.3	---	---	6.5	7.7	7.3	9.6	9.1
WLVE-F	(AC)	---	---	---	1.8	2.7	3.7	2.3	2.7	2.8	2.6	3.1	1.8	WLVE-F	7.4	9.3	7.5	7.1	9.8	9.3	10.8	7.7
WMXJ-F	(AC)	---	---	---	.7	.6	.9	1.0	2.0	1.5	1.8	1.6	2.1	WMXJ-F	---	---	4.0	8.7	7.1	8.4	4.9	6.7
WKAT	(BB)	---	3.0	4.2	3.2	2.7	1.7	1.5	.8	1.0	1.7	1.4	2.2	WKAT	---	---	---	3.3	3.4	4.3	3.8	5.6
WLQY	(?)	---	---	---	---	---	---	.4	2.3	1.2	1.9	.8	---	WLQY	---	---	---	4.5	3.1	3.9	---	---
WKQS-F	(C)	---	---	---	.9	1.7	1.2	.9	2.8	3.4	2.7	3.3	3.3	WKQS-F	4.3	3.8	2.8	8.0	8.1	7.2	7.2	8.6
WPOW-F	(B)	---	---	---	---	---	---	---	---	---	---	2.0	2.3	WPOW-F	---	---	---	---	---	---	---	9.7

BASED ON AVERAGE OF SPRING AND FALL BOOKS

MIAMI AND FT. LAUDERDALE BOOKS WERE CONSOLIDATED IN ONE REPORT IN 1982. FIGURES AFTER 1981 REFLECT THAT CONSOLIDATION

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station			
APR (%)	17.9	16.8	17.7	18.3	18.7	16.7	18.7	20.2	20.3	20.0	19.9	19.8	1984	WQBA	\$8,550,000	
FM Share (%)	38.43	44.34	44.33	49.40	51.86	52.80	48.51	57.60	61.29	61.34	62.32	64.59	1985	WHYI-F	\$8,700,000	
Stations			29	28	28			29	28	33	33	35	34			
Diaries						1434	1407	2579	2783	2731	2510	2595				

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:			Highest Metro Cume Rating:			
CHR/AOR/CONTEMP	33	28	23	25	22	21	19	CHR	17	15	11	WQBA (17.7, S77)			WHYI-F (475, F84)		
MOR/AC	9	8	6	8	8	16	MOR	5	5	2	--	WHYI-F (612, F84)			WHYI-F (8423, F84)		
COUNTRY	3	3	3	4	3	4	AC	12	13	14	16	Highest Metro Cume Rating: WHYI-F (27.5, F84)					
BTFL/EZ	12	16	15	14	12	12		5	5	4	4						
NEWS/TALK	9	6	14	10	11	10		12	9	9	10						
BLACK/URBAN	6	6	9	7	6	8		13	12	13	12						
NOSTALGIA	--	--	--	--	2	4		6	12	13	12	#1 STATIONS, 12+ METRO SHARE			(Since 1982)		
SPANISH	25	30	28	31	36	22		6	5	3	4	WHYI-F F82, S83, F83			WLYF-F S84, F84, S85, F85, S86		
RELIGION/GOSPEL	1	--	--	--	--	1		1	--	2	2						
CLASSICAL	2	2	2	2	2	2		1	2	3	2						

NOTE: MIAMI COMBINED WITH FORT LAUDERDALE FROM 1982 ON

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	18.6	20.96	22.89	24.67	46.69	59.6	65.8	71.6	77.9	83.5
Income (millions)	-.28	.66	.64	.09	.24					
Nat Rev (millions)	5.19	4.84	6.53	7.45	12.74					
Rev Per Cap (\$)	---	13.85	15.18	16.70	16.84	23.46	23.75	24.78	26.86	28.31
Inc Per Cap (\$)	---	.44	.42	.06	.09					
Profit Margin	---	3.2	2.8	0.3	0.5					

NOTE: MIAMI COMBINED WITH FORT LAUDERDALE FROM 1980 ON

MAJOR STATION SALES

1970	WLYF-F	Sold to Sudbrink	\$ 300,000
1971	WMJX-F	Sold by Storer to Bartell	500,000
1971	WTMI-F	Sold to SJR	175,000
1973	WAXY-F	Sold to RKO	465,000
1973	WHYI-F	Sold to Heftel	1,000,000
1973	WINZ	Sold to Guy Gannett	2,570,000
1973	WINZ-F	From Ed Winton to Guy Gannett	1,400,000
1973	WRHC	Sold by Sudbrink	725,000
1974	WCMQ-F		345,000
1975	WNWS	From Rounsaville to Sudbrink	1,300,000
1976	WOCN	Sold by Winton	900,000
1978	WHYI-F	From Heftel to Metroplex	approx. 3,800,000
1978	WLYF-F	From Sudbrink to Storer	5,830,000
1978	WRBD, WMXJ-F		1,900,000
1979	WVCG, WHQT-F	Sold to Insilco	4,850,000
1979	WTMI-F	From SJR to Tanger	960,000
1979	WSUA	From Mission to Metroplex	1,740,000
1979	WQBA-F	From Mission to Susquehanna	2,000,000
1979	WKAT		1,000,000
1979	WAQI, WLYF-F	From Storer to Jefferson-Pilot	12,500,000
1979	WSRF, WSHE-F	From Van Patrick to TK	5,000,000
1982	WSUA	From Metroplex to Levin	2,200,000
1983	WHQT-F	From Insilco to EZ	3,600,000
1983	WVCG	From Insilco to Statewide	1,500,000
1983	WJQY-F		4,350,000
1983	WFTL		1,520,000
1984	WTMI-F		2,150,000
1984	WNWS	From Sudbrink to Rockoff	5,900,000
1984	WOCN		2,190,000
1984	WLVE-F	Sold to Gilmore	10,500,000
1984	WRBD, WMXJ-F	Sold to Scconnix	7,050,000
1985	WQAM	From Storz to Sunshine Wireless	2,850,000
1985	WLQY	Sold by Sunshine Wireless	1,500,000
1985	WNWS	Sold to Jefferson-Pilot	4,000,000
1985	WAQI	Sold by Jefferson-Pilot	3,400,000
1985	WPOW-F	Sold to Beasley	10,600,000
1986	WRBD		1,800,000
1986	WTHM-F (Goulds)		2,400,000
1986	WCMQ A/F	From Dolgoff to Alarcon	15,000,000
1986	WKAT		2,000,000

STATION NOTES

(Major call letter and format changes)

WKQS-F	-	BTFI until 81
WVCG	-	BTFI until 81
		Oldies until about 83
WQAM	-	CHR until 80
WINZ-F	-	Soft Rock until 77
		AOR until 81
WSUA	-	WWOK until 80
		Country until 81
		Spanish until 82
		Black until 83
		WHTT until 83
WHQT-F	-	WYOR until 83
		WEZI until 85
		BTFI until 83
		AC until 85
WIOD	-	MOR until 82
WAQI	-	WGBS until 85
		MOR until 82
		Talk until 85
WJQY-F	-	WWJF until 84
WLVE-F	-	WWL until 83
WMXJ-F	-	WCKO until 85
		AOR until 85
		CHR in 85, then AC
WLQY	-	Nost until 85

MILWAUKEE

		12+ METRO SHARE										12+ CUME RATINGS										
		SPG											SPG									
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WTMJ	(M)	16.5	16.2	15.3	17.8	15.6	13.7	10.3	8.3	12.6	13.4	11.0	14.6	WTMJ	37.4	36.9	25.5	22.2	31.5	29.6	28.0	30.7
WISN	(M/AC)	8.5	7.9	12.2	9.3	10.7	10.8	9.1	8.3	4.5	4.4	4.3	2.7	WISN	32.0	27.5	33.2	24.6	18.0	15.4	11.9	10.1
WEZW-F	(E)	11.3	10.0	7.7	8.7	11.4	11.9	9.9	7.7	8.0	8.7	8.4	8.9	WEZW-F	20.5	20.6	23.2	14.7	16.5	15.3	16.4	18.4
WOKY	(BB)	10.8	9.0	9.3	7.5	6.9	3.2	3.4	6.7	6.5	6.5	7.3	7.7	WOKY	24.8	18.4	16.6	16.8	14.7	12.7	12.8	14.4
WBGK-F	(A)	4.6	7.0	8.7	6.7	6.1	4.4	6.0	5.0	3.2	2.8	3.2	.8	WBGK-F	23.1	16.3	18.2	17.8	14.2	13.8	14.5	3.9
WGTI-F	(R)	4.2	3.5	3.1	3.0	2.9	2.9	3.7	4.4	6.7	6.4	7.9	9.4	WGTI-F	9.9	14.1	15.3	14.2	21.3	22.1	22.4	23.8
WLTQ-F	(AC)	3.1	4.7	3.8	6.5	7.6	6.6	6.1	4.9	2.5	1.3	3.0	3.3	WLTQ-F	18.7	16.8	17.9	19.5	13.6	8.2	6.3	8.6
WKLH-F	(A)	2.9	3.1	2.6	3.4	2.6	4.0	2.6	1.2	2.2	3.0	3.0	7.0	WKLH-F	---	---	---	5.7	8.3	9.5	10.3	15.7
WBCS	(C)	4.4	2.4	---	1.4	1.8	2.3	2.0	1.2	.7	.7	.6	.4	WBCS	---	---	---	5.2	3.0	3.0	3.8	2.2
WBCS-F	(C)	---	4.3	4.6	5.7	6.6	8.5	8.8	6.4	4.9	4.1	3.6	3.4	WBCS-F	12.6	15.4	17.8	17.7	12.6	12.0	10.1	7.4
WEMP	(O)	6.7	3.8	4.7	4.0	1.8	1.0	1.9	1.2	1.3	2.9	3.2	2.3	WEMP	---	---	---	5.4	5.9	9.2	9.2	8.4
WQFM-F	(A)	---	5.4	4.6	2.5	4.0	4.0	5.8	6.0	7.4	7.9	8.3	6.7	WQFM-F	10.8	10.7	14.1	17.2	16.0	13.8	15.6	14.5
WMYX-F	(AC)	---	---	2.0	3.4	1.0	1.4	3.7	4.7	4.1	5.1	4.0	3.7	WMYX-F	---	---	---	11.5	12.8	14.6	12.3	10.9
WLUM-F	(B)	---	---	---	---	1.7	3.0	3.3	5.5	5.5	5.4	6.0	4.7	WLUM-F	---	---	---	8.9	8.9	14.1	13.3	12.0
WMIL-F	(C)	---	---	---	---	---	---	---	3.1	4.8	5.4	4.4	4.5	WMIL-F	---	---	---	7.0	11.3	11.1	12.4	11.5
WNOV	(B)	---	---	---	---	---	---	.7	1.6	2.9	2.8	2.4	3.0	WNOV	---	---	---	---	---	---	---	4.8
WRKR-F	(R)	---	---	---	---	---	---	2.3	2.5	2.0	1.3	1.5	2.3	WRKR-F	---	---	---	9.3	8.0	7.6	8.3	11.4

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	17.8	16.4	16.9	15.8	16.5	17.0	17.1	18.0	17.1	17.5	17.4	17.6	1984 WTMJ NA
FM Share (%)	35.79	43.97	41.17	45.65	49.38	54.82	58.61	58.71	58.03	57.45	61.08	61.03	1985 WTMJ \$6,000,000
Stations			32	30	27	31	29	31	33	30	30	26	
Diaries						1488	1374	1552	1371	1646	1541	1601	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WTMJ	(18.2, S78)
CHR/AOR/CONTEMP	30	31	31	26	32	21	24	CHR 14	16	13	Highest Metro 1/4 HR AVG:	WTMJ	(343, S76)
MOR/AC	32	32	31	33	29	35	MOR 21	AOR 8	9	16	Highest TSA 1/4 HR AVG:	WTMJ	(407, S79)
COUNTRY	10	13	11	13	12	14	AC 10	23	20	22	Highest TSA Cume:	WTMJ	(6059, S79)
BTFL/EZ	15	13	15	16	16	9	12	12	15	11	Highest Metro Cume Rating:	WTMJ	(37.4, S79)
NEWS/TALK	4	2	2	2	3	2	10	9	10	10			
BLACK/URBAN	7	4	5	5	4	9	2	1	1	--	#1 STATIONS, 12+ METRO SHARE		
NOSTALGIA	--	--	--	--	--	7	9	7	7	8	WEZW-F	S81, F82	
SPANISH	--	--	--	--	--	--	--	--	--	--	WBCS-F	S82	
RELIGION/GOSPEL	--	1	1	1	1	1	1	--	--	--	WTMJ	All other rating periods	
CLASSICAL	--	--	--	--	--	--	2	2	2	1			

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	13.2	14.7	18.3	18.1	22.9	24.1	25.0	26.6	29.1	31.9
Income (millions)	.02	1.6	3.1	2.3	2.4					
Nat Rev (millions)	2.7	2.9	4.2	3.9	5.2					
Rev Per Cap (\$)	---	9.74	12.98	12.75	16.38	17.21	17.86	19.14	20.94	22.95
Inc Per Cap (\$)	---	1.05	2.22	1.64	1.71					
Profit Margin		.02	10.8	17.1	12.9	10.5				

STATION NOTES

(Major call letter and format changes)

- WLTQ-F - WISN until 78  
WLTX until 84  
WBTT until 85  
BTFL until 78  
AOR until 84  
CHR until 85
- WBGK-F - WZUU until 86  
CHR until 82  
AC until 86
- WQFM-F - CHR until 79
- WEMP - Country until 81  
MOR until 83
- WOKY - Contemp until 82
- WMYX-F - WNUW until 81  
BTFL until 81
- WKLH-F - WFMR until 82  
WGMF until 86  
Classical until 82  
AC until 86
- WBCS - Many, many changes

MAJOR STATION SALES

1971	WEZW-F	Sold to Sudbrink	\$ 170,000
1973	WKLH-F		350,000
1973	WQFM-F	Sold to Shamrock Development	401,500
1975	WMIL-F	Sold by Zonderson	450,000
1978	WMIL-F	Sold to Darrell Peters	325,000
1978	WAWA, WLUM-F	From McKenna to Willie Davis	1,500,000
1978	WEZW-F	From Sudbrink to Multimedia	3,000,000
1981	WEMP, WMYX-F	From Arthur Wirtz to LIN	3,300,000
1982	WKLH-F	Sold to Embrescia	2,000,000
1983	WKLH-F	From Embrescia to Josephson	3,200,000
1983	WOKY/WMIL-F	From Surrey to Sundance	4,750,000
1983	WFMR-F (Menom. Falls)		2,000,000
1985	WOMN, WBGK-F	From Malrite to Amos	4,900,000
1985	WRKR-F (Racine)	Sold to Sterling Rec.	2,050,000
1986	WKLH-F	From Josephson to Saga	4,500,000
1986	WBCS A/F	From Great Trails to Williams	3,800,000
1986	WEMP, WMYX-F	From LIN to Heritage	6,300,000
1986	WBCS A/F	From Williams to Taft	3,800,000

MINNEAPOLIS - ST. PAUL

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WCCO (M)	31.7	29.3	28.4	27.3	26.4	23.5	21.6	20.3	20.8	20.3	20.5	17.9	WCCO	56.0	45.6	41.2	38.9	40.4	37.7	41.6	36.2
WLTE-F (AC)	---	5.9	5.6	7.0	5.4	4.4	4.1	4.1	4.6	3.8	3.8	2.7	WLTE-F	18.9	13.8	13.6	15.0	11.9	11.3	11.3	10.0
KDWB (R)	7.4	7.8	8.8	9.3	4.3	3.4	2.2	1.8	1.5	1.2	1.0	1.3	KDWB	26.0	15.8	15.0	12.0	10.1	7.1	5.3	6.2
KDWB-F (R)	---	---	---	---	2.9	4.3	6.5	5.5	5.4	5.2	6.3	6.2	KDWB-F	---	12.6	17.3	17.1	16.9	19.3	21.7	21.3
KSTP (NT)	6.5	6.0	5.7	4.5	3.8	3.9	3.4	3.6	4.0	3.6	3.4	3.7	KSTP	14.9	21.3	16.2	10.8	12.5	13.0	9.1	10.6
KSTP-F (AC)	3.1	4.3	4.6	4.6	8.3	9.8	13.6	12.3	10.6	10.6	10.2	9.5	KSTP-F	14.8	22.7	26.3	27.4	26.4	24.4	23.5	21.6
WDGY (C)	3.1	4.0	3.9	4.4	6.2	6.2	6.8	7.0	4.6	3.9	3.3	2.5	WDGY	14.6	17.9	16.8	16.5	13.1	10.6	10.5	7.8
KQRS-F+ (A)	---	4.8	6.9	7.8	9.0	7.5	6.6	5.2	5.4	6.4	8.1	9.9	KQRS-F+	16.3	20.7	18.3	17.4	19.2	16.9	18.2	21.7
WLOL-F (R)	---	1.5	2.3	1.5	1.9	5.4	4.3	9.9	9.5	9.9	9.0	7.8	WLOL-F	8.0	12.6	16.8	23.8	25.5	27.7	25.7	23.3
KLBB (NT)	2.7	2.1	---	1.5	.8	.7	.4	1.2	1.6	1.5	1.6	2.6	KLBB	---	---	---	2.2	---	---	3.3	4.9
KEYE-F (C)	6.3	5.6	5.3	6.9	6.5	5.2	5.1	4.5	6.6	6.2	5.7	6.8	KEYE-F	13.9	12.5	13.5	9.9	15.7	13.2	13.1	14.6
KMFY (M)	---	---	1.9	1.9	1.9	1.6	1.3	1.0	---	.4	.5	.5	KMFY	8.8	---	---	4.3	3.5	---	1.9	1.7
WAYL-F (E)	5.7	6.3	5.2	4.8	5.4	4.7	4.5	3.9	7.3	7.2	7.0	5.0	WAYL-F	15.3	11.2	12.1	8.8	15.0	15.0	13.9	10.9
KJJO-F (O)	---	2.2	2.7	2.3	1.5	1.4	1.5	1.9	1.8	2.5	2.8	3.9	KJJO-F	5.4	---	---	6.6	5.1	6.7	6.5	11.6
KJJO (O)	3.8	2.3	2.4	2.4	1.0	1.2	1.0	.9	.4	---	.4	.3	KJJO	---	---	---	4.0	2.3	---	---	1.5
KTCZ-F (A)	2.9	---	---	1.5	1.3	1.7	2.2	1.1	.7	2.8	3.5	3.8	KTCZ-F	---	---	---	3.5	2.7	5.8	9.7	8.6
WWTC (O)	---	---	---	1.8	1.6	3.7	2.9	2.2	1.3	---	.3	---	WWTC	---	10.0	9.4	7.0	5.4	4.6	1.7	---
KMGK-F (AC)	---	---	---	---	---	---	---	1.7	1.5	.8	2.1	2.0	KMGK-F	---	---	---	4.8	5.8	4.1	6.3	6.5

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.7	16.3	15.8	15.9	15.9	17.0	16.4	17.5	17.7	NA	17.8	17.2	1984	WCCO	\$15,000,000
FM Share (%)	31.80	35.85	37.66	43.41	42.36	46.96	54.25	55.03	59.51	61.27	63.69	66.42	1985	WCCO	\$16,200,000
Stations			21	20	21	23	21	21	22	20	19	18			
Diaries						1442	1870	1631	1969	1814	1803	1946			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	35	40	39	37	40	26	31	CHR 20	19	18	Highest Metro 1/4 HR AVG:	WCCO	(31.7, S75)
MOR/AC	37	35	39	39	32	48	MOR 25	AOR 10	13	21	Highest TSA 1/4 HR AVG:	WCCO	(1191, S79)
COUNTRY	10	7	10	10	12	14	15	11	9	11	Highest TSA Cume:	WCCO	(14005, S79)
BTFLEZ	16	16	13	10	13	8	8	8	8	6	Highest Metro Cume Rating:	WCCO	(56.0, S79)
NEWS/TALK	1	2	---	---	---	---	4	4	3	4	<u>#1 STATIONS, 12+ METRO SHARE</u>		
BLACK/URBAN	---	---	---	---	---	---	---	1	1	---	WCCO - All rating periods		
NOSTALGIA	1	---	---	3	3	1	---	3	2	3	STATION NOTES		
SPANISH	---	---	---	---	---	---	---	---	---	---	(Major call letter and format changes)		
RELIGION/GOSPEL	---	---	---	---	---	---	---	---	---	---	KQRS A/F - Simulcasted all rating periods		
CLASSICAL	---	---	---	---	---	---	---	---	---	---	KDWB-F - Simulcasted with AM: 76-78		

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	20.85	21.61	27.31	30.89	34.31	42.6	45.1	48.8	54.9	58.3
Income (millions)	4.52	5.44	7.90	8.45	8.24					
Nat Rev (millions)	5.13	5.29	6.04	6.54	7.72					
Rev Per Cap (\$)	---	10.55	13.36	14.83	16.08	20.29	21.17	22.18	24.51	25.91
Inc Per Cap (\$)	---	2.65	3.86	4.06	3.86					
Profit Margin	24.7	25.2	28.9	27.4	24.0					

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1972 KDWB	Sold to Doubleday	\$ 3,250,000
1976 KDWB-F	From Fairchild to Doubleday	850,000
1976 KMFY	From Fairchild to Entercom	660,000
1978 WWTC	Sold by Buckley	600,000
1978 WLOL A/F	From Midcontinent to Liggett	1,550,000
1980 WLOL (WRRD)	Sold by Liggett to Minnesota Public Radio	975,000
1982 WLOL-F	From Liggett to Emmis	6,000,000
1983 KMGK-F	Sold to Sunbelt	3,800,000
1983 KTCJ, KTCZ-F	Sold to Parker	3,400,000
1984 WDGY	From Storz to Malrite	3,500,000
1984 KLBB	Sold by Malrite	500,000
1985 KDWB A/F	From Doubleday to Legacy	9,000,000
1986 KQRS A/F	From McKenna to Cap Cities	10,500,000

WLTE-F	-	Contemp until 83
KSTP	-	Contemp to AC by 82
WDGY	-	Contemp until 78
KJJO-F	-	KFMX until 81
	-	KRSI until late 81
	-	Nost 80-81
	-	Country until 83
WLLOL-F	-	Soft rock until 81
KMFY	-	KY00 until 77
	-	WAYL until 82
	-	KKSS until 84
	-	Contemp until 77
KLBB	-	KEYE until 82
	-	MOR until 81
WWTC	-	MOR until 83
	-	Oldies until 85
	-	Black during 85
	-	Talk during 85
KEYE-F	-	BTFLE until 82
KTCZ-F	-	KTCR until 84
	-	Country until 84
KMGW-F	-	KTWN until 84
	-	KGBB until late 84
	-	Jazz until 83
KJJO	-	KRSI until 86
	-	Nostalgia until 83
	-	Country until 85

MOBILE

		12+ METRO SHARE													12+ CUME RATINGS							
		SPG																				
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WKSJ-F	(C)	---	5.1	5.4	7.4	9.8	17.8	21.6	18.0	21.3	17.5	19.1	23.7	WKSJ-F	18.6	22.3	31.9	33.7	40.7	33.0	27.7	38.3
WKSJ	(G)	---	---	---	.9	1.4	2.8	1.5	2.6	1.5	.9	1.3	.8	WKSJ	---	---	---	7.5	---	3.5	4.4	3.1
WKRK-F	(R)	5.2	5.9	4.1	19.6	15.0	15.3	12.2	11.4	8.8	6.5	6.4	2.3	WKRK-F	32.1	33.6	29.3	32.2	30.1	28.2	23.4	12.8
WKRK	(NT)	6.8	8.0	7.2	6.9	8.7	10.3	7.3	6.2	6.5	5.4	5.5	5.8	WKRK	17.7	18.0	14.7	14.4	15.7	11.2	13.0	9.6
WBLX-F	(B)	13.0	16.6	10.4	7.2	9.4	8.7	10.8	18.2	17.3	16.5	12.9	17.0	WBLX-F	20.9	19.4	21.2	23.2	25.4	26.1	22.1	25.9
WGOK	(B)	4.9	6.5	4.1	5.0	6.4	8.7	6.9	10.1	8.6	9.4	11.1	9.7	WGOK	11.5	11.8	13.6	17.5	13.7	14.5	15.4	17.0
WABB-F	(R/A)	9.7	10.9	14.6	10.4	13.5	12.4	14.2	9.9	7.6	13.6	15.1	14.3	WABB-F	22.7	29.9	31.1	27.4	26.2	32.6	32.9	29.7
WABB	(O)	17.3	11.4	15.7	8.2	5.1	3.8	2.6	1.5	1.7	1.7	1.5	.8	WABB	20.4	14.9	11.2	9.4	8.0	6.6	5.5	4.8
WLPR-F	(E)	7.0	7.6	4.8	8.9	9.1	6.2	6.5	5.0	7.6	5.7	4.8	5.2	WLPR-F	15.9	12.7	12.0	11.5	12.6	9.3	11.1	11.1
WMML	(C)	9.1	6.3	8.7	9.3	6.8	1.5	3.1	3.6	3.9	2.0	1.8	2.3	WMML	18.7	10.2	---	12.2	---	6.3	5.1	5.5
WBHY	(AC)	7.2	5.1	7.8	4.4	2.9	2.5	2.0	1.0	1.2	1.0	---	---	WBHY	10.6	---	---	3.6	---	---	---	---
WDLT-F	(AC)	---	---	---	---	---	---	1.7	2.2	2.4	5.2	3.9	2.7	WDLT-F	---	---	---	7.1	8.5	10.0	12.3	7.9
WIZD-F	(AC)	---	---	---	---	---	---	---	---	---	---	2.3	4.2	WIZD-F	---	---	---	---	---	---	4.1	10.2
WZEW-F	(A)	---	---	---	---	---	---	---	.9	1.9	1.3	1.8	2.7	WZEW-F	---	---	---	---	6.7	4.7	---	6.2
WMOB	(G)	---	---	---	---	---	---	---	---	1.9	2.7	3.9	.7	WMOB	---	---	---	---	---	4.9	4.8	2.9

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.5	15.2	14.1	15.0	15.0	13.8	15.0	19.0	17.6	20.1	18.6	19.6	1984	WKSJ-F	NA
FM Share (%)	36.49	51.83	46.49	55.39	62.47	67.48	74.43	71.32	73.79	71.37	NA	77.73	1985	WKSJ-F	\$3,400,000
Stations			18	15	15	15	14	19	19	22	17	18			
Diaries						622	768	676	794	866	841	769			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	38	40	31	38	34	24	20	CHR 22	26	16	Highest Metro 1/4 HR AVG:	WKSJ-F	(24.0, S83)
MOR/AC	18	10	11	13	10	6	MOR 9	AOR 1	2	3	Highest TSA 1/4 HR AVG:	WKSJ-F	(180, F85)
COUNTRY	18	26	25	23	30	24	AC 2	7	2	--	Highest TSA Cume:	WABB-F	(216, S85)
BTFL/EZ	5	8	11	7	7	9	31	7	9	10	Highest Metro Cume Rating:	WABB-F	(2392, F84)
NEWS/TALK	--	--	--	--	--	--	7	5	7	6		WKSJ-F	(39.7, F85)
BLACK/URBAN	22	13	18	16	18	30	--	--	5	6			
NOSTALGIA	--	--	--	--	--	5	29	28	25	29			
SPANISH	--	--	--	--	--	--	--	--	--	--			
RELIGION/GOSPEL	--	4	3	2	1	1	--	3	6	3			
CLASSICAL	--	--	--	--	--	--	1	--	--	--			

#1 STATIONS, 12+ METRO SHARE

WABB	S75, S77
WBLX-F	S76, F82
WABB-F	F79, S85
WKRK-F	S78, F78, S79, S80
WKSJ-F	F80, S81, F81, S83, F83, S84, F84, F85, S86

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.49	3.85	4.87	4.96	5.62	6.8	7.5	8.2	9.0	9.8
Income (millions)	.22	.16	-.28	-.13	.13					
Nat Rev (millions)	.92	.79	1.24	.84	1.40					
Rev Per Cap (\$)	---	9.12	11.21	11.06	12.40	14.85	16.27	17.60	19.19	20.63
Inc Per Cap (\$)	---	.37	-.65	-.29	.29					
Profit Margin	6.2	4.0	---	---	2.3					

STATION NOTES

(Major call letter and format changes)

WABB	-	Contemp until 81
		Nost until about 82
WKSJ	-	WKSJ until 82
		WLFF until 83
		Country until 82 (?)
		Nost until 82
		Country until 85
WKRK	-	MOR until 85
WMML	-	WUNI until 84
WBHY	-	WMOB until 82
		MOR until 82
		WWAX until 85
		Oldies/AC until 86
WDLT-F	-	WJQY-F until 84
		BTFL until 82
		Country until 85

MAJOR STATION SALES

1970	WLPR-F		\$ 96,500
1970	WKSJ, WKSJ-F	To Capitol (Johnson)	237,500
1971	WMOB		100,000
1973	WABB A/F		600,000
1975	WBHY		288,000
1976	WMML	Sold to Kirk	760,000
1977	WGOK		200,000
1979	WBHY + 41% of WLPR-F		675,000
1983	WMML	From Kirk to Tillis	500,000
1983	WDLT-F (Chicasaw)	Sold to Muniz	923,000
1984	WMOB		350,000
1984	WBHY + 42% of WLPR-F		1,600,000
1984	WZEW-F	Sold by Oppenheimer	675,000
1985	WLPR-F		1,364,000
1986	WDLT-F (Chicasaw)	From Muniz to Bowab	1,200,000
1986	WLPR-F	Sold to TM	2,550,000

MODESTO

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
KFIV (AC)	12.7	10.8	20.3	13.8	10.0	5.1	2.2	2.7	3.0	1.2	.8	.7	KFIV	24.2	18.0	---	12.1	---	5.0	4.3	3.3
KTRB (C)	7.0	6.9	6.1	6.7	10.0	8.0	6.3	7.7	6.3	5.8	5.7	3.9	KTRB	16.9	15.2	15.9	16.4	14.9	12.2	12.6	11.0
KHOP-F (R)	---	---	---	---	2.1	6.9	8.2	7.9	8.4	9.1	6.5	3.9	KHOP-F	---	16.8	19.0	22.7	20.4	22.5	19.4	17.3
KOSO-F (R)	4.8	3.9	4.9	5.2	2.5	6.2	9.4	10.7	12.5	11.8	9.0	9.2	KOSO-F	---	11.1	14.6	24.2	25.7	28.8	22.5	20.8
KBEE-F (E)	6.1	6.5	5.7	6.3	7.1	10.5	12.6	11.5	10.5	12.5	10.4	12.6	KBEE-F	---	---	---	16.8	19.1	20.3	17.2	18.0
KHYV (CL)	6.1	5.2	4.1	---	2.5	1.4	2.6	1.8	1.9	1.1	3.0	1.7	KHYV	---	---	---	8.7	6.4	3.4	---	4.8
KMIX-F (C)	---	---	---	3.0	7.5	4.3	3.2	5.7	7.1	8.0	8.9	8.2	KMIX-F	15.4	15.4	---	11.4	11.6	12.8	15.2	14.7
KFIV-F (R)	---	1.3	6.5	8.9	7.5	7.2	6.7	7.5	10.8	10.5	9.1	8.0	KFIV-F	18.9	17.0	17.4	18.4	19.4	20.2	21.5	20.4
KYES (O)	7.9	6.9	4.5	---	2.9	5.8	5.1	3.0	2.0	1.9	1.2	---	KYES	10.2	13.1	8.8	8.3	4.7	4.0	5.0	---
KMYT-F (E)	---	1.7	2.4	4.1	2.5	5.8	4.4	3.2	2.1	2.3	1.6	.7	KMYT-F	5.4	---	---	4.7	6.9	4.2	4.5	1.9
KDJK-F (A)	---	---	---	---	---	---	---	---	---	---	11.3	8.7	KDJK-F	---	---	---	---	---	---	13.9	16.3
KFRC (R)	6.1	7.4	5.3	3.3	4.3	2.2	1.6	2.1	2.2	1.0	1.2	---	KFRC	---	---	6.2	9.2	7.8	7.3	5.1	---
KRAK (C)	8.3	10.0	7.7	5.9	5.0	3.3	4.2	3.5	2.9	4.9	4.7	5.6	KRAK	13.2	---	9.6	8.2	10.3	10.7	9.4	10.1
KNBR (M)	---	7.4	4.9	6.7	8.2	5.8	4.9	3.7	4.0	4.7	3.8	6.0	KNBR	19.3	12.7	14.4	13.1	11.0	11.6	10.2	11.2
KCBS (NT)	4.4	7.4	4.1	5.6	3.6	6.9	5.0	4.0	4.5	5.6	4.4	4.6	KCBS	---	15.3	13.6	12.5	11.5	10.7	8.6	12.5
KLOC (S)	---	---	---	---	---	---	---	1.5	1.6	1.0	1.2	7.0	KLOC	---	---	---	---	4.2	3.9	3.3	6.9

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1981

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	14.7	13.6	14.0	14.2	14.1	13.6	15.4	15.4	16.5	17.2	16.9	16.6	1984 KOSO-F \$1,350,000
FM Share (%)	24.57	23.76	28.24	41.95	44.19	54.47	58.94	64.04	67.63	66.14	74.79	66.20	1985 NA
Stations			18	21	25		21	19	25	20	23	20	19
Diaries						575	491	737	574	549	715	728	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	KFIV (20.3, S77)
CHR/AOR/CONTEMP	38	40	45	39	40	44	38	CHR 30	31	16	Highest Metro 1/4 HR AVG:	KBEE-F (53, F81)
MOR/AC	10	13	14	7	5	8	MOR 6	AOR 11	13	10		KOSO-F (53, S84)
COUNTRY	23	21	22	19	21	22	AC 5	7	6	7	Highest TSA 1/4 HR AVG:	KBEE-F (119, S86)
BTFL/EZ	15	18	13	21	21	15	25	4	4	11	Highest TSA Cume:	KHOP-F (1531, F83)
NEWS/TALK	5	6	4	8	6	7	17	19	24	23	Highest Metro Cume Rating:	KOSO-F (28.8, S84)
BLACK/URBAN	--	--	--	--	--	--	16	16	13	15	#1 STATIONS, 12+ METRO SHARE	
NOSTALGIA	--	--	--	--	--	--	5	8	4	5	KFIV S75, S76, S77, S78, S79 (T)	
SPANISH	7	3	--	1	4	1	--	1	--	--	KTRB S79 (T)	
RELIGION/GOSPEL	--	2	3	5	--	3	2	1	2	9	KBEE-F S80, S81, F81, F82, S83, F84, F85, S86	
CLASSICAL	--	--	--	--	--	--	--	2	2	2	KOSO-F S82, F83, S84	
								--	--	--	KDJK-F S85	

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.14	2.56	3.20	2.87	3.2	4.3	5.3	5.8	6.7	7.5
Income (millions)	-.001	.17	.10	-.08	-.11					
Nat Rev (millions)	.66	.76	1.19	.84	NA					
Rev Per Cap (\$)	---	10.47	12.52	10.58	NA	15.69	18.66	19.80	22.33	24.27
Inc Per Cap (\$)	---	.71	.41	-.30	-.41					
Profit Margin	---	6.8	3.3	---	---					

STATION NOTES

(Major call letter and format changes)

- KFIV-F - KITA until 78
- Spanish until 78
- KHYV - KBEE until 83
- Contemp until 78
- MOR/AC until 85
- KMIX-F - Contemp until about 80
- KFIV - KFIV until 84
- KZUN until 85
- Contemp until 84
- Country until 85
- KYES - KCEY until 86
- Country until 83

MAJOR STATION SALES

1974	KTRB, KHOP-F		\$ 675,000
1978	KOSO-F (Patterson)		325,000
1979	KYES, KMIX-F (Turlock)	Sold to Behan	1,375,000
1979	KOSO-F		450,000
1982	KFIV A/F	Sold to Community Pacific	NA
1982	KHYV, KBEE-F	From McClatchy to John Price	NA
1983	KYES, KMIX-F	Sold by Behan	1,800,000
1985	KYES, KMIX-F		3,375,000
1986	KHOP-F	Sold to Fuller-Jeffrey	6,000,000



MONTGOMERY

	SPG	12+ METRO SHARE											SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85	86
		WHHY (AC)	24.8	17.7	29.1	21.7	17.9	18.5	19.6	8.1	7.9	5.3		4.3	2.8	WHHY	36.0	38.9	35.1	22.3	23.5	18.9
WHHY-F (R)	2.9	4.7	7.2	11.1	20.3	13.7	12.3	10.7	13.2	16.7	18.0	13.1	WHHY-F	31.9	31.9	25.6	25.4	37.8	41.8	39.0	34.5	
WXVI (B)	16.1	17.0	14.0	5.9	5.2	9.6	7.9	13.5	9.6	8.0	11.0	8.8	WXVI	13.3	18.5	14.8	23.1	18.9	18.3	22.0	17.3	
WLWI (C)	9.5	14.3	10.1	9.6	7.9	6.1	4.6	4.0	3.1	2.3	1.7	3.5	WLWI	11.7	12.3	10.7	9.2	8.0	6.3	6.8	5.2	
WBAM-F (R/AC)	8.7	5.3	9.0	---	4.5	6.4	8.4	5.3	5.5	7.1	9.6	12.8	WBAM-F	9.6	17.2	15.8	17.6	21.6	21.7	22.4	26.2	
WLWI-F (C)	4.0	7.7	3.6	10.2	9.6	17.6	18.0	23.5	24.8	18.5	18.7	19.1	WLWI-F	16.9	30.1	27.5	34.0	34.6	31.9	31.0	28.7	
WREZ-F (E)	5.8	4.7	7.9	7.1	10.3	7.0	9.3	8.4	5.8	8.5	5.5	7.3	WREZ-F	17.2	13.8	16.3	15.2	11.6	15.5	15.1	13.9	
WQIM-F (B)	---	---	---	1.9	7.6	6.7	6.8	12.1	10.8	12.1	11.8	11.6	WQIM-F	15.3	17.8	13.7	23.2	23.8	23.4	20.4	20.4	
WACV (BB)	8.0	7.7	6.5	5.0	3.8	4.5	4.4	3.0	5.3	3.7	1.9	1.8	WACV	10.5	12.6	12.4	11.2	12.2	10.0	---	4.7	
WMGY (G)	4.0	1.3	4.3	6.2	2.1	2.2	.8	1.9	---	.7	1.4	.5	WMGY	---	---	---	4.8	---	3.4	3.1	3.5	
WLSQ (R/A)	7.3	5.3	.7	6.5	3.4	1.9	1.1	1.9	1.2	1.6	1.4	2.5	WLSQ	---	---	---	4.4	4.5	5.3	4.0	3.4	
WRJM-F (AC)	---	---	---	---	---	---	---	---	.7	---	3.8	---	WRJM-F	---	---	---	---	---	---	10.0	10.5	
WZTN (G)	---	---	---	---	---	---	---	---	1.7	5.9	4.1	3.3	WZTN	---	---	---	---	---	7.3	5.7	5.9	

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	15.0	15.4	13.6	15.8	13.9	15.3	16.5	19.1	18.0	18.6	17.7	16.7	1984	NA
FM Share (%)	17.33	21.98	25.28	32.45	56.50	53.31	57.10	64.66	67.29	69.02	72.24	74.44	1985	NA
Stations			13	14	11	13	15	12	13	15	13	15		
Diaries						750	522	710	760	766	690	888		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	40	44	45	42	43	NA	22	CHR 25	34	29	WHHY (29.1, S77)	
MOR/AC	11	7	4	6	1	12	MOR --	AOR 3	2	3	Highest Metro 1/4 HR AVG: WLWI-F (103, S83)	
COUNTRY	11	22	24	25	24	30	AC 11	6	4	10	Highest TSA 1/4 HR AVG: WLWI-F (177, S82)	
BTFL/EZ	18	8	11	7	10	9	6	9	6	8	Highest TSA Cume: WHHY-F (1689, S85)	
NEWS/TALK	---	---	---	---	---	---	---	---	---	2	Highest Metro Cume Rating: WHHY-F (41.8, S84)	
BLACK/URBAN	17	11	14	18	16	28	23	22	24	24		
NOSTALGIA	---	---	---	---	5	---	6	4	2	---	#1 STATIONS, 12+ METRO SHARE	
SPANISH	---	---	---	---	---	---	---	---	---	---	WHHY S75, S76, S77, S78, S80, S81	
RELIGION/GOSPEL	5	7	2	2	1	2	---	7	6	4	WHHY-F S79	
CLASSICAL	---	---	---	---	---	---	---	---	---	---	WLWI-F S82, S83, S84, S85, S86	

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.28	2.71	3.86	4.25	4.26	5.0	5.4	5.9	6.4	7.0
Income (millions)	.02	.90	-.05	-.20	-.06					
Nat Rev (millions)	.24	.37	.45	.62	.84					
Rev Per Cap (\$)	---	10.45	14.67	15.65	15.22	18.31	19.22	20.56	21.99	23.80
Inc Per Cap (\$)	---	.36	-.19	-.75	-.20					
Profit Margin	1.1	3.5	---	---	---					

STATION NOTES

(Major call letter and format changes)

- WHHY - Contemp evolving to AC by 82
- WACV - WCOV until 85
- WLSQ - WRMA until 78
- WBAM-F - WFMI-F until 79
- WREZ-F - BTFL until 78
- WMGZ until 77
- WLWI-F - Country until 77
- WKLH until 78
- MOR or Contemp until 78

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1973	WCOV-F	\$150,000
1975	WREZ-F	279,000
1975	WXVI	Sold to Brothers
1977	WLSQ, WREZ-F	655,000
1978	WLWI-F	500,000
1980	WXVI	400,000
1984	WACV	125,000
1985	WBAM	Sold to Colonial
1985	WACV	Sold to Good News
1985	WACV	From Good News to Woods
1985	WXVI	From Attaway to Founders

NASHVILLE

		12+ METRO SHARE												12+ CUME RATINGS								
		SPG												SPG								
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WSM	(C)	11.8	8.5	9.1	9.3	9.2	8.2	6.4	6.4	5.1	6.7	5.8	4.1	WSM	20.5	23.6	18.9	20.7	19.2	15.4	16.8	12.2
WSM-F	(C)	4.7	6.1	6.4	4.5	7.0	6.3	7.7	5.2	10.6	10.2	12.6	12.4	WSM-F	14.7	12.8	17.1	13.9	17.4	17.6	19.4	21.8
WLAC	(NT)	11.1	9.9	12.7	11.9	8.7	5.3	5.9	6.3	4.7	3.3	3.1	2.0	WLAC	27.5	11.9	13.5	12.3	12.7	9.6	8.5	5.6
WLAC-F	(AC)	6.4	6.4	5.6	3.6	4.4	5.4	2.5	3.1	5.5	8.4	12.8	8.4	WLAC-F	8.9	11.9	---	7.7	13.3	20.6	24.6	18.0
WSIX	(C)	4.9	---	3.1	2.9	4.3	3.8	4.4	2.9	2.6	1.8	1.6	.6	WSIX	11.4	12.2	11.9	10.1	9.5	6.7	4.6	3.3
WSIX-F	(C)	10.3	10.7	7.5	9.6	7.8	10.5	9.4	9.6	7.1	6.8	8.0	4.8	WSIX-F	16.5	17.9	17.8	17.5	16.8	15.7	14.8	12.4
WKX-F	(R)	---	---	---	3.6	6.5	7.2	10.6	9.5	8.8	5.6	4.2	3.3	WKX-F	13.6	17.0	19.0	25.8	22.1	19.8	13.1	12.9
WZEE-F	(E)	---	4.2	5.2	6.9	11.4	10.7	9.4	9.8	9.4	9.6	8.1	11.4	WZEE-F	16.0	15.5	14.2	16.3	14.0	14.7	12.8	16.5
WVOL	(B)	---	5.9	10.2	8.8	5.5	9.8	7.3	7.8	4.8	4.9	4.7	2.8	WVOL	---	---	12.4	13.5	11.5	12.3	9.4	7.7
WKDA	(O)	---	5.0	3.5	3.2	2.5	2.5	1.3	1.2	1.2	1.8	1.5	1.5	WKDA	---	---	---	4.1	5.1	2.8	4.1	3.4
WKDF-F	(A)	6.0	6.7	8.0	9.4	6.6	6.3	12.3	12.6	12.3	9.9	9.7	12.3	WKDF-F	11.9	12.7	21.3	23.7	24.3	21.9	18.1	21.0
WNQM	(G)	10.3	7.5	4.9	4.7	4.8	2.1	1.7	1.6	.5	---	---	---	WNQM	---	---	---	9.6	3.6	---	---	---
WQK-F	(B)	6.5	5.2	6.7	6.3	3.9	4.7	3.8	2.5	5.6	7.7	6.6	9.3	WQK-F	15.2	14.2	13.7	9.4	11.6	13.8	13.1	13.6
WAMB	(BB)	---	4.8	---	2.7	4.4	2.3	3.0	2.3	2.4	2.4	1.1	1.7	WAMB	---	---	---	5.1	3.3	3.3	4.1	5.3
WYHY-F	(R)	---	---	---	---	---	---	1.6	4.1	5.0	2.7	5.3	9.7	WYHY-F	---	---	---	5.4	14.5	9.8	16.5	20.4
WTMG-F	(AC)	---	---	---	---	---	---	---	2.1	.7	5.9	4.2	3.0	WTMG-F	---	---	---	---	4.1	15.8	16.5	8.0
WLRQ-F	(AC)	---	---	---	---	---	---	---	---	.9	.8	1.7	1.8	WLRQ-F	---	---	---	---	8.0	2.0	4.6	5.9

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	13.4	15.0	14.0	14.1	14.6	15.0	15.2	16.5	17.1	17.2	17.1	16.2	1984 WSM A/F \$5,100,000
FM Share (%)	41.90	42.49	45.77	46.42	56.24	53.71	62.08	62.58	70.76	72.55	76.90	85.17	1985 WSM A/F \$6,000,000
Stations			20	24	19	22	23	23	26	23	24	20	
Diaries						928	995	1136	959	1114	1080	1103	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WLAC (14.5, S77)
CHR/AOR/CONTEMP	48	44	46	38	30	33	27	CHR	14	16	14	WSM-F (165, F85)
MOR/AC	11	12	12	6	17	14	MOR	1	1	---	Highest Metro 1/4 HR AVG:	WSM-F (334, S85)
COUNTRY	17	18	15	29	23	23	AC	12	13	15	Highest TSA 1/4 HR AVG:	WMB (3804, F77)
BTFLEZ	10	10	12	11	11	10	12	13	15	16	Highest Metro Cume Rating:	WLAC (32.6, F77)
NEWS/TALK	---	---	---	---	6	6	32	28	30	25		
BLACK/URBAN	10	13	10	13	9	10	9	10	9	13		
NOSTALGIA	3	2	4	2	3	3	6	4	4	2		
SPANISH	---	---	---	---	---	---	11	17	14	14		
RELIGION/GOSPEL	1	1	1	1	2	1	11	17	14	14		
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

#1 STATIONS, 12+ METRO SHARE

WSM	S75
WSIX-F	S76
WLAC	F76, S77, S78, F78
WVOL	F77, S80
WZEE-F	S79, F79, F80
WKX-F	F81
WKDF-F	S81, S82, F82, S83, S84
WSM-F	F83, F84, F85, S86
WLAC-F	S85

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	9.49	10.18	12.17	13.27	14.63	17.6	18.9	20.6	22.3	24.1
Income (millions)	.50	.17	-.53	-.50	-1.14					
Nat Rev (millions)	2.37	2.31	3.04	3.77	4.73					
Rev Per Cap (\$)	---	13.11	15.35	16.56	16.71	20.68	21.60	23.17	24.77	26.45
Inc Per Cap (\$)	---	.22	-.67	-.62	-1.30					
Profit Margin	5.3	1.7	---	---	---					

STATION NOTES

(Major call letter and format changes)

WLAC-F	-	WLAC until 78
		WKQB until 81
		WJYN until 83
		BTFLEZ until 78
		AOR until 81
WSM-F	-	AC until 83
WLAC	-	Contemp until 81
WSM	-	Partly MOR until 79
WKDF-F	-	WKDA-F until 77
WQK-F	-	WBQ until 81
		WMAK until 84
		Contemp until 82
WKX-F	-	WHIN-F until around 78
WKDA	-	Contemp until about 83
WSIX	-	MOR until 82
WNQM	-	WMAK until about 83
		Contemp until about 83
WTMG-F	-	WZKS until 85
		CHR until 85
WYHY-F	-	WUSW until 82
		Country until 82

MAJOR STATION SALES

1970	WLRQ	From Calvin Young to Martin Field	\$ 900,000
1976	WKDA, WKDF-F	Sold to Dick	1,200,000
1977	WQK-F	Sold to Mooney	approx. 400,000
1977	WLAC, WLAC-F	Sold to Billboard	2,400,000
1977	WLRQ	Sold to Mack Sanders	750,000
1979	WVGM	Sold to Rounsaville	266,000
1980	WVOL	Sold by Rounsaville	1,300,000
1980	WLAC, WLAC-F	From Billboard to Sudbrink	5,300,000
1983	WSIX A/F	From GE to Sky/Foster	NA
1983	WHQM	Sold to Mooney	700,000
1984	WKX-F		6,500,000
1984	WYHY-F		3,300,000 (E)
1984	WLRQ A/F (Franklin)	From Sanders to ELF	3,200,000 (E)
1985	WYHY-F	From Sungroup to Republic	4,100,000 (E)
1985	WTMG-F (Murfreesboro)	Sold to Transcom	3,800,000
1985	WLAC A/F	From Sudbrink to Price Comm.	20,000,000
1986	WLRQ A/F	From ELF to REBs	4,500,000
1986	WKX-F (Gallatin)	Sold to Capitol (Johnson)	6,600,000
1986	WYHY-F	From Republic to Jacor	7,300,000 (E)
1986	WSIX A/F	From Sky to Reams	8,125,000
1986	WVGM		406,000

NASSAU - SUFFOLK

	SPG	12+ METRO SHARE										12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86
WBLI-F (R)	---	4.3	5.0	6.1	4.2	4.7	4.9	5.8	6.1	5.7	5.9	5.7	WBLI-F	11.7	11.4	12.6	12.8	15.3	14.2	13.2	13.5
WHLI (BB)	---	1.1	2.0	1.2	1.5	3.8	3.3	3.9	3.4	3.6	3.0	3.1	WHLI	4.3	6.4	5.4	6.0	6.1	6.1	6.1	5.2
WBAB-F (B)	---	1.1	1.1	1.5	1.5	2.3	2.6	3.4	3.3	3.6	5.0	4.6	WBAB-F	4.4	6.9	10.4	12.1	11.3	9.9	15.3	12.1
WQHT-F (B)	3.9	2.6	2.9	2.5	2.1	2.5	2.7	3.4	4.5	2.6	2.0	2.2	WQHT-F	7.1	6.8	6.7	6.8	15.0	12.1	11.2	9.4
WALK-F+ (AC)	---	1.7	1.9	3.6	3.3	2.6	2.8	3.3	4.2	5.0	5.0	5.5	WALK-F+	5.7	5.9	6.4	6.3	8.4	10.2	10.1	11.6
WKJY-F (E)	---	1.5	2.0	1.2	1.8	1.7	2.0	1.6	2.1	1.8	1.7	2.2	WKJY-F	---	4.3	3.6	4.1	4.5	2.9	3.5	4.4
WGSM (M)	---	2.5	1.9	2.6	2.0	1.4	1.7	1.5	1.8	1.7	2.6	1.6	WGSM	4.3	---	3.2	4.5	3.9	2.8	3.6	2.8
WCTO-F (E)	4.0	4.0	4.3	3.3	3.2	3.1	2.8	1.9	1.7	2.8	2.1	1.7	WCTO-F	8.5	6.4	5.8	5.4	5.1	4.5	4.8	3.6
WLIR-F (A)	---	1.0	2.3	2.5	3.4	1.8	1.8	1.6	2.1	1.6	1.6	2.0	WLIR-F	8.3	7.6	7.6	6.1	6.9	5.2	6.6	4.8
WGBB (M)	---	1.5	1.2	1.3	1.4	1.1	.7	.9	.7	.8	1.1	.7	WGBB	5.2	3.7	---	3.3	3.3	2.8	4.1	2.9
WRCN-F (A)	---	---	.7	1.2	1.9	1.1	1.2	.8	.8	1.0	.9	1.1	WRCN-F	5.1	3.6	3.2	3.0	3.1	2.6	4.0	4.1

ONLY STATIONS HOME TO NASSAU-SUFFOLK ARE INCLUDED  
 BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	17.9	17.3	17.4	16.3	17.6	17.2	17.8	18.0	17.9	18.5	19.4	18.6	1984	NA
FM Share (%)	---	---	---	---	---	---	---	---	---	---	---	---	1985	NA
Stations														
Diaries						1686	1235	1353	1229	1232	1217	1401		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	Highest Metro 1/4 HR AVG:	Highest TSA 1/4 HR AVG:	Highest TSA Cume:	Highest Metro Cume Rating:
CHR/AOR/CONTEMP							CHR				WBLI-F (7.4, S84)	WBLI-F (306, S84)	Same as Metro	WBLI-F (3455, F85)	WBLI-F (15.3, S83)
MOR/AC							MOR				WBAB-F (15.3, S85)				

COUNTRY  
 BTF/EZ  
 NEWS/TALK  
 BLACK/URBAN  
 NOSTALGIA  
 SPANISH  
 RELIGION/GOSPEL  
 CLASSICAL

FORMAT SHARES NOT AVAILABLE

#1 STATIONS, 12+ METRO SHARE

WALK-F+ F84, F85  
 WBLI-F All other rating periods

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	9.64	8.42	9.77	12.84	15.46					
Income (millions)	.67	1.08	1.20	1.30	1.44					
Nat Rev (millions)					5.08					
Rev Per Cap (\$)										
Inc Per Cap (\$)										
Profit Margin										

ALL OTHER FINANCIAL DATA NOT AVAILABLE

STATION NOTES

(Major call letter and format changes)

- WALK A/F - Simulcasted all rating periods EZ/MOR to AC by 84
- WKJY-F - WIOK-F until 80
- WHLI - Contemp until 80

MAJOR STATION SALES

1978	WGLI (Babylon)	From Beck-Ross to Israel	\$ 575,000
1979	WBAB-F (Babylon)	Sold to Franz Allina	950,000
1979	WKJY-F, WHLI (Hempstead)	Sold to Robert Williams	1,418,000
1981	WYFA (Patchogue)		620,000
1981	WALK A/F (Patchogue)	From Horizons of American	3,805,000
1981	WGBB	From Susquehanna to Franz Allina	1,005,000
1982	WLNA, WHUD-F (Peekskill)		4,200,000
1984	WHLI, WKJY-F	From Willaims to New Barnstable	5,275,000
1985	WSBH-F	Sold to Faircom	2,150,000
1986	WGBB, WBAB-F	Sold to Noble	13,000,000
1986	WGSM, WCTO-F	From Greater Media to Williams	9,000,000

NEW HAVEN

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WELI (M)	19.7	22.0	18.4	19.2	19.2	19.3	16.5	14.7	14.3		13.8	11.9	10.7	WELI	31.3	38.9	34.2	32.7	33.6	30.7
WAVZ (BB)	10.3	9.6	8.7	8.9	6.1	6.3	6.7	7.4	7.0	7.3	5.8	5.2	WAVZ	22.6	---	---	14.8	14.6	14.3	12.4	10.1	
WNHC (B)	3.0	3.0	1.9	1.7	1.3	1.9	6.0	7.1	5.6	4.9	5.2	4.6	WNHC	---	---	---	11.7	11.0	11.1	---	8.9	
WKCI-F (R)	7.9	8.2	9.1	9.0	8.0	10.9	10.1	9.1	10.0	12.1	11.4	12.6	WKCI-F	14.1	22.5	22.7	23.3	25.5	28.6	29.8	31.6	
WPLR-F (B)	6.2	7.9	8.7	7.6	8.4	8.6	6.4	6.6	6.8	6.4	6.6	6.6	WPLR-F	19.9	16.1	14.3	17.4	18.6	18.9	18.5	19.4	
WEZN-F (E)	---	2.8	3.0	2.7	4.7	5.8	5.2	5.7	7.4	5.8	6.6	4.2	WEZN-F	8.8	10.8	11.4	12.4	13.4	13.1	13.2	11.1	
WNBC (AC)	3.9	2.6	5.0	4.4	5.3	6.0	6.9	3.3	4.5	3.5	3.0	2.6	WNBC	14.6	21.8	21.8	15.1	12.7	13.5	13.5	8.9	
WCBS (NT)	6.0	4.3	4.9	3.1	3.1	4.5	4.8	4.8	3.9	4.2	3.3	4.0	WCBS	10.8	17.1	17.7	16.5	15.1	14.3	11.0	13.0	
WTIC (M)	3.8	3.2	2.7	2.8	3.6	2.0	2.1	2.1	2.0	2.8	2.8	2.6	WTIC	9.6	7.3	9.5	8.1	5.1	6.4	---	7.6	
WKSS-F (R)	4.9	5.5	5.0	4.3	5.2	2.7	4.4	3.8	2.7	2.8	3.8	4.1	WKSS-F	8.8	8.7	---	7.4	8.4	6.0	11.3	12.5	
WDRC-F (AC)	6.4	6.6	4.0	2.6	4.2	2.4	3.4	2.8	3.1	4.1	2.6	3.1	WDRC-F	14.6	9.6	10.2	10.3	13.8	16.1	12.0	10.0	
WHCN-F (A)	---	---	---	.7	1.9	2.9	4.4	4.3	3.9	3.8	2.4	5.2	WHCN-F	---	---	9.9	12.5	11.0	11.1	15.2	10.5	
WWYZ-F (AC)	---	2.6	6.0	5.5	5.1	4.5	3.6	4.5	3.6	2.5	3.2	3.1	WWYZ-F	---	11.1	10.2	11.1	---	9.6	8.9	8.6	
WRCH-F (E)	---	---	---	---	---	---	---	1.9	2.8	2.2	3.2	2.9	WRCH-F	---	---	---	---	6.8	4.7	7.4	7.3	
WIOF-F (AC)	---	---	---	---	---	---	---	1.0	1.7	2.6	2.9	3.3	WIOF-F	---	---	---	---	4.9	6.8	9.9	10.8	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.8	16.5	15.6	15.5	17.0	15.9	16.3	18.1	17.5	17.7	18.4	18.4	1984	WELI	\$3,300,000
FM Share (%)	37.04	44.13	46.80	42.55	46.01	49.53	48.26	49.25	53.44	51.49	63.29	59.56	1985	WKCI-F	\$3,900,000
Stations			26	26	29	28	22	28	26	34	28	30			
Diaries						785	657	987	793	826	852	921			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:			
CHR/AOR/CONTEMP	37	42	46	44	42	32	22	CHR	21	20	21	Highest Metro 1/4 HR AVG:	WELI	(24.1, F76)
MOR/AC	29	26	27	26	23	28	MOR	18	20	16	17	Highest TSA 1/4 HR AVG:	WPLR-F	(223, S77)
COUNTRY	3	2	3	1	1	4	AC	17	5	15	16	Highest TSA Cume:	WKCI-F	(2984, S85)
BTFL/EZ	23	21	14	12	11	12		3	3	1	2	Highest Metro Cume Rating:	WELI	(42.3, F79)
NEWS/TALK	8	6	7	10	8	8		7	7	4	8			
BLACK/URBAN	1	2	1	2	10	10	13		8	9	7	#1 STATIONS, 12+ METRO SHARE		
NOSTALGIA	--	--	--	5	5	7	8		9	6	6	WKCI-F	F84, S85, S86	
SPANISH	--	--	--	--	--	--	--		--	--	--	WELI	All other rating periods	
RELIGION/GOSPEL	--	--	--	--	--	--	--		--	--	--			
CLASSICAL	--	--	--	--	--	--	1		--	--	--			

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976*	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.95	4.62	5.08	5.61	6.16	7.4	8.0	9.0	10.4	11.2
Income (millions)	.04	.15	.28	-.11	.03					
Nat Rev (millions)	.70	.63	1.06	1.15	1.50					
Rev Per Cap (\$)	---	11.05	12.16	13.44	14.74	17.20	18.56	20.83	24.02	25.80
Inc Per Cap (\$)	---	.37	.67	-.26	.06					
Profit Margin	1.5	3.3	5.5	---	0.4					

STATION NOTES

(Major call letter and format changes)

WAVZ - Contemp until 79  
 WKCI-F - BTFL until 79  
 WNHC - Contemp until 81

Other stations - See New York, Bridgeport or Hartford

\* Independent FM's and FM's reporting separately are not included

MAJOR STATION SALES

1971	WNHC	Sold by Capital Cities	\$ 850,000
1971	WPLR-F	From Capital Cities to Bob Herpe	125,000
1971	WELI	Sold to Insilco	2,250,000
1977	WPLR-F	From Herpe to General Communicorp (also Herpe)	1,018,000
1979	WNHC		650,000
1982	WAVZ, WKCI-F	Sold to Eastern	6,000,000
1983	WNNR/WPLR-F	Sold to Southern Starr	NA
1984	WELI	From Insilco to Clear Channel	4,900,000 (E)
1986	WNNR		600,000
1986	WAVZ, WKCI-F	From Eastern to Noble	30,500,000

NEW ORLEANS

	<u>12+ METRO SHARE</u>												<u>12+ CUME RATINGS</u>									
	SPG												SPG									
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86		
WTIX (AC)	9.9	6.1	7.6	9.1	7.8	7.7	6.4	5.8	3.7	3.4	3.0	2.8	WTIX	23.7	23.5	17.4	17.0	16.2	11.2	10.6	8.2	
WSMB (NT)	10.2	10.4	8.2	8.7	7.3	6.1	3.9	3.2	4.1	3.4	4.2	3.4	WSMB	12.0	12.2	---	9.2	8.4	6.9	6.9	5.5	
WWL (NT)	8.0	6.6	5.7	5.7	5.9	4.7	4.4	4.7	4.5	5.2	5.9	5.9	WWL	14.6	13.9	12.0	16.1	14.9	14.8	15.3	15.3	
WAJY-F (AC)	---	---	---	3.3	3.7	3.1	5.8	5.6	6.0	5.6	4.9	4.9	WAJY-F	8.5	---	13.3	11.7	15.9	14.3	11.8	12.2	
WEZB-F (R)	---	5.2	---	3.4	3.6	10.5	10.9	8.6	10.9	11.4	11.5	9.9	WEZB-F	---	18.3	21.0	23.4	26.4	30.7	30.5	27.2	
WMKJ (B)	---	7.2	6.6	5.5	5.6	5.4	4.1	3.8	2.1	.8	.4	2.3	WMKJ	12.6	12.3	8.3	10.3	9.8	---	3.4	3.3	
WQUE-F (R)	---	4.5	7.7	8.0	7.2	4.8	5.7	4.6	4.4	6.6	7.5	5.6	WQUE-F	18.1	14.0	14.8	15.5	17.0	21.9	24.4	19.9	
WNOE (C)	7.5	6.9	7.3	5.6	5.6	2.7	2.4	2.8	3.6	3.1	2.8	2.3	WNOE	18.0	13.0	8.4	9.1	8.3	7.9	7.7	5.1	
WNOE-F (C)	4.9	6.7	5.5	6.0	4.8	7.1	7.6	7.2	5.5	5.8	4.5	5.3	WNOE-F	14.0	13.6	15.0	14.6	13.1	13.3	11.0	11.1	
WYLD (B)	6.8	4.7	5.6	4.6	4.6	3.3	1.8	3.7	2.6	2.1	3.1	2.9	WYLD	10.3	---	---	9.9	10.7	7.3	9.0	9.0	
WYLD-F (B)	---	---	3.2	3.3	3.7	6.9	6.2	9.7	13.7	15.9	15.8	14.5	WYLD-F	---	12.9	10.2	13.6	20.2	22.6	22.3	21.7	
WBYU-F (E)	8.7	8.5	7.2	7.2	11.6	8.3	7.6	6.5	7.0	7.0	6.1	7.7	WBYU-F	17.3	17.3	13.3	13.0	14.5	13.8	13.2	14.4	
WLTS-F (AC)	4.9	5.1	2.9	4.1	3.7	4.5	9.5	11.4	8.0	6.3	6.1	6.7	WLTS-F	8.1	8.4	12.9	21.7	20.7	13.6	12.9	14.5	
WRNO-F (A)	---	5.5	6.0	6.3	5.9	5.7	7.7	8.3	7.7	6.5	6.2	4.9	WRNO-F	14.4	12.2	14.3	17.8	18.4	17.7	15.8	15.0	
WBOOK (B)	5.2	---	---	3.8	2.6	2.9	1.8	3.1	4.5	5.5	5.8	4.3	WBOOK	---	---	---	9.8	12.5	9.5	10.0	8.3	
WSHO (G)	4.7	---	4.7	5.2	4.6	4.7	2.6	1.6	1.1	.6	1.0	.8	WSHO	---	---	---	2.9	2.5	---	2.1	2.0	
WWIW (BB)	---	---	---	---	---	---	---	1.7	2.2	1.6	1.9	2.2	WWIW	---	---	---	---	5.5	4.2	4.5	4.8	
WYAT (O)	---	---	---	---	---	---	2.3	3.7	2.3	1.3	1.3	1.3	WYAT	---	---	---	---	5.2	4.6	2.7	3.1	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	15.6	14.9	14.3	14.0	12.6	14.2	15.5	19.6	19.0	18.1	17.7	18.7	1984	WEZB-F	NA
FM Share (%)	32.49	40.05	42.24	41.04	47.47	49.68	62.90	62.05	67.94	63.98	68.30	68.74	1985	WEZB-F	\$5,800,000
Stations			20	20	19	20	20	19	19	18	19	20			
Diaries						2137	1321	1491	1557	1770	1607	1610			

<u>FORMAT SHARES (%)</u>	<u>1977 1978 1979 1980 1981 1982 1983 1984 1985 1986</u>													
	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:			
CHR/AOR/CONTEMP	36	38	38	38	41	31	19	CHR	20	23	17	Highest Metro 1/4 HR AVG:	WYLD-F (16.8, S85)	
MOR/AC	17	17	13	13	10	19	MOR	AOR	8	7	8	Highest TSA 1/4 HR AVG:	WYLD-F (329, F84)	
COUNTRY	11	11	11	7	9	10	AC		7	15	17	Highest TSA Cume:	WEZB-F (384, F84)	
BTFL/EZ	16	13	16	12	15	6			9	8	9	Highest Metro Cume Rating:	WEZB-F (4276, F84)	
NEWS/TALK	---	---	---	6	3	5			9	8	10			
BLACK/URBAN	20	19	19	21	15	24			31	28	26			
NOSTALGIA	---	2	3	2	6	5			3	2	2			
SPANISH	---	---	---	---	---	---			---	---	---			
RELIGION/GOSPEL	1	1	---	1	1	1			1	1	1			
CLASSICAL	---	---	---	---	---	---			---	---	---			

#1 STATIONS, 12+ METRO SHARE

WSMB	S75, S76, F76, S77, S78
WTIX	F77, F78
WBYU-F	S79, F79
WEZB-F	S80, F80, S81, F81
WAIL-F	S82
WYLD-F	F82, S83, F83, S84, F84, S85, F85, S86

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	9.75	11.86	14.06	15.29	17.33	21.6	23.5	26.0	30.8	32.0
Income (millions)	.43	1.45	1.98	1.47	.36					
Nat Rev (millions)	2.51	2.59	3.39	3.86	4.58					
Rev Per Cap (\$)	---	10.47	12.21	13.22	14.35	18.15	19.42	19.55	22.99	23.53
Inc Per Cap (\$)	---	1.28	1.72	1.27	.30					
Profit Margin	4.5	12.2	14.1	9.6	2.1					

STATION NOTES

(Major call letter and format changes)

WTIX	- Contemp changing to AC by 82
WSMB	- MOR until 83
WWL	- Variety until 83
WNOE	- Contemp until 81
WNOE-F	- Contemp until 81
WSHO	- Country until 81
	- Nost until 82
WYLD-F	- Contemp until 82
WLTS-F	- WXEL until 80
	- WAIL until 84
	- Urban until 84
WEZB-F	- BTFL until 80
WMKJ	- WGSO until 83
	- WQUE until 86
	- AC/News until 79
	- News/Talk until 83
	- CHR until 86
WQUE-F	- From CHR to AC by 82
	- AC until 84

MAJOR STATION SALES

1970	WBYU-F	To Texas Star (now Swanson)	\$ 133,000
1971	WEZB-F	To EZ	300,000
1971	WYAT		350,000
1972	WYLD-F		281,000
1972	WMKJ, WQUE-F	Sold to Covenant (Insilco)	1,500,000
1973	WLTS-F	Sold to Security	355,000
1975	WYLD		970,000
1975	WYLD-F		335,000
1977	WWIW		260,000
1979	WWIW		550,000
1979	WSHO	Sold to Swanson	1,500,000
1980	WYLD A/F		2,250,000
1982	WYAT, WLTS-F	From Security to Muniz	2,316,000
1982	WSHO	Sold by Swanson	920,000
1983	WBOOK	Sold by Shamrock (Disney)	450,000
1984	WTIX	From Storz to Price	2,900,000
1984	WMKJ, WQUE-F	From Insilco to Clear Channel	6,800,000 (E)
1985	WBYU-F	From Swanson to Stoner	7,000,000

NEW YORK

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WOR (NT)	6.8	7.8	7.1	6.8	6.8	5.7	6.1	5.6	5.2		4.7	5.1	4.5	WOR	15.8	13.3	13.9	13.8	12.6	11.4
WRKS-F (B)	---	3.1	2.9	3.0	2.1	1.5	3.6	5.2	4.7	5.2	5.5	6.2	WRKS-F	9.8	7.0	6.2	14.2	12.9	12.4	12.1	13.3	
WABC (NT)	6.6	8.5	8.3	7.6	5.3	4.1	3.9	2.6	2.6	2.5	2.7	2.6	WABC	21.3	18.2	18.2	14.1	12.2	11.3	10.9	11.2	
WPLJ-F (R)	3.5	3.9	4.1	3.7	3.4	3.8	4.5	4.4	3.8	4.4	5.6	5.9	WPLJ-F	11.3	10.7	11.5	12.3	13.6	16.3	17.4	19.7	
WNBC (AC)	---	1.9	2.7	2.8	3.0	4.4	4.6	3.9	3.1	3.0	2.8	2.0	WNBC	13.1	16.4	16.8	15.7	14.1	12.1	10.5	7.9	
WHTZ-F (R)	---	---	---	---	---	---	---	9	3.6	6.6	5.8	6.9	WHTZ-F	---	---	---	2.8	3.2	20.7	17.6	20.1	
WYNY-F (AC)	---	---	---	1.1	2.1	2.8	4.0	4.9	4.1	2.5	2.2	2.0	WYNY-F	5.4	7.0	12.1	14.1	14.1	11.4	9.3	9.2	
WINS (NT)	4.5	5.0	5.1	5.3	4.5	4.9	5.0	4.8	4.7	4.7	4.4	4.6	WINS	18.8	18.2	17.2	17.5	19.1	17.7	17.0	18.4	
WNSR-F (AC)	5.4	4.9	3.6	5.0	4.7	4.5	4.7	4.3	4.3	3.5	3.1	1.9	WNSR-F	9.5	9.2	9.0	8.1	10.0	8.2	7.4	6.5	
WCBS (NT)	5.9	5.2	5.5	5.5	5.2	5.2	4.5	4.7	4.1	3.8	4.0	3.3	WCBS	17.6	16.7	16.1	17.0	16.9	14.0	13.7	15.0	
WCBS-F (O)	3.3	3.2	3.4	3.1	3.0	2.9	2.5	2.8	2.9	3.3	3.1	3.6	WCBS-F	9.8	9.6	8.0	10.2	10.8	10.5	10.2	10.8	
WNEW (BB)	3.4	3.0	3.1	2.6	2.7	2.9	3.4	3.3	2.9	3.1	2.9	2.7	WNEW	9.2	7.5	9.3	7.2	7.0	7.4	6.7	6.2	
WNEW-F (A)	---	2.0	2.2	1.9	2.8	2.6	2.6	2.5	2.2	3.5	4.2	3.9	WNEW-F	7.5	6.8	8.0	8.0	7.1	8.6	11.3	10.2	
WBLS-F (B)	---	5.3	6.6	5.5	6.8	7.6	6.7	5.4	4.3	3.2	4.0	4.3	WBLS-F	12.1	15.1	14.1	12.7	13.0	9.6	9.2	11.0	
WXRK-F (A)	---	---	1.2	6.4	7.2	7.5	6.3	5.2	4.2	3.1	1.6	3.1	WXRK-F	16.4	14.7	15.6	16.5	14.3	12.8	9.6	9.0	
WPAT (E)	3.6	3.0	3.3	2.7	2.5	2.5	2.4	2.4	1.8	1.6	1.4	1.6	WPAT	7.4	7.0	7.6	6.3	6.8	5.1	4.7	4.7	
WPAT-F (E)	---	2.8	3.0	2.6	3.5	3.7	3.7	3.6	3.6	3.3	3.5	4.3	WPAT-F	7.8	8.9	8.6	9.4	10.4	9.5	8.2	9.8	
WHN (C)	---	3.3	3.4	3.1	2.9	2.6	2.3	2.4	2.2	2.7	2.7	3.0	WHN	8.9	7.5	7.0	7.3	8.8	9.0	9.5	9.5	
WMCA (NT)	4.3	3.3	3.2	2.9	3.1	2.7	2.2	2.0	1.8	1.5	1.0	.9	WMCA	8.4	7.6	7.9	7.6	5.9	4.5	3.3	3.5	
WJIT (S)	---	1.5	2.1	2.5	2.0	1.7	2.1	2.2	1.3	1.0	.5	.4	WJIT	---	---	---	3.0	---	---	1.5	1.3	
WADO (S)	---	3.0	2.7	1.8	2.4	1.9	2.1	2.3	2.7	2.4	1.7	1.8	WADO	---	---	---	3.5	3.4	3.8	---	3.0	
WNCN-F (CL)	---	---	---	.8	.9	.8	1.0	1.2	1.2	1.0	1.2	1.2	WNCN-F	---	---	---	3.4	4.0	3.5	3.6	4.0	
WQXR-F (CL)	---	2.3	1.8	1.7	1.5	1.6	1.3	1.6	1.8	1.2	1.7	1.7	WQXR-F	5.2	---	4.8	5.0	5.8	4.5	4.6	5.5	
WLTW-F (AC)	---	---	---	1.3	1.1	1.1	1.3	1.8	2.0	2.7	3.8	4.2	WLTW-F	---	---	---	5.8	6.1	7.1	8.1	11.0	
WPIX-F (AC)	---	---	---	1.1	1.2	1.6	1.5	1.7	3.5	2.0	2.0	2.0	WPIX-F	---	6.0	8.3	6.9	11.8	10.4	6.7	6.5	
WQHT-F (B)	---	---	1.2	2.0	1.8	1.8	1.6	2.3	3.0	2.4	1.7	1.6	WQHT-F	5.1	5.0	---	4.6	10.3	10.1	9.0	7.5	
WSKQ (S)	---	---	---	---	---	---	.5	.5	.8	2.0	1.3	1.0	WSKQ	---	---	---	---	---	---	1.6	2.3	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station			
APR (%)	18.1	17.3	17.0	17.3	18.1	18.0	18.4	19.8	19.5	19.9	19.6	19.6	1984	WCBS	\$17,500,000	
FM Share (%)	40.29	43.34	43.25	46.72	51.22	52.51	53.46	55.17	59.17	58.73	60.90	63.15	1985	WINS	\$21,500,000	
Stations			45	41	43		48	43	47	45	43	52	41			
Diaries						6904	5154	5975	5705	5935	7054	5838				

FORMAT SHARES (%)	1977 1978 1979 1980 1981 1982 1983 1984 1985 1986										Highest Metro Share:			
	CHR/AOR/CONTEMP	29	30	30	29	24	17	20	CHR	17	18	17	Highest Metro 1/4 HR AVG: WKTU-F (11.3, F78)	
MOR/AC	8	7	4	4	9	10	MOR	2	1	1	--	Highest Metro 1/4 HR AVG: WKTU-F (2784, F78)		
COUNTRY	4	3	3	3	4	5	5	AOR	8	7	10	Highest TSA 1/4 HR AVG: WKTU-F (2802, F78)		
BTFL/EZ	17	16	15	16	15	13	14		1	1	--	Highest TSA Cume: WABC (48809, S76)		
NEWS/TALK	23	23	22	20	19	20	21		12	16	19	Highest Metro Cume Rating: WABC (27.8, F77)		
BLACK/URBAN	9	12	18	20	17	20	18		3	4	3			
NOSTALGIA	--	--	--	4	5	4	4		4	4	4			
SPANISH	5	4	5	4	4	5	4		7	4	5			
RELIGION/GOSPEL	--	--	--	--	--	--	1		1	1	2			
CLASSICAL	2	3	2	3	3	3	3		2	3	3			

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	88.1	96.6	112.8	114.2	131.4	161.1	174.1	189.2	207.0	226.5
Income (millions)	14.1	16.3	22.2	13.6	19.4					
Nat Rev (millions)	33.5	23.9	36.6	33.4	34.0					
Rev Per Cap (\$)	---	10.21	12.16	12.55	14.63	10.81	11.76	12.70	13.80	15.10
Inc Per Cap (\$)	---	1.72	2.40	1.49	2.16					
Profit Margin	16.0	16.8	19.7	11.9	14.7					

\* NOTE: The New York MSA was redefined in the 1980's. That is the reason for the revenue per capita figures.

MAJOR STATION SALES

1972	WLIB	Sold to Inner City	\$ 1,700,000
1973	WNCN-F	Sold to Starr	2,090,000
1974	WBLS-F	Sold to Inner City	1,350,000
1975	WJIT, WXRK-F	Sold to SJR	4,000,000
1976	WNCN-F	From Starr to GAF	2,200,000
1978	WWDJ (Hackensack)	From Combined Commun to Communicom	4,000,000
1978	WHTZ-F (Newark)		3,540,000
1978	WADO	Sold by Charter	6,500,000
1980	WHN	From Storer to Mutual	14,000,000
1981	WEVD	Sold to Epperson	1,100,000
1981	WJIT, WXRK-F	From SJR to Infinity (see group sales)	
1982	WQHT-F	Sold to Doubleday	8,700,000
1982	WWRL	From Viacom to NBN	1,500,000
1983	WHTZ-F	Sold to Malrite	8,500,000
1983	WSKQ		3,200,000
1984	WHN	From Mutual to Doubleday	13,000,000
1985	WPAT A/F	From Cap Cities to Park	49,000,000
1986	WHN	From Doubleday to Emmis	15,000,000
1986	WQHT-F	From Doubleday to Emmis	21,000,000
1986	WADO	Sold to Tichenor	20,000,000
1986	WNEW	From Metromedia to Metropolitan	18,000,000
1986	WNEW-F	From Metromedia to Metropolitan	52,000,000
1986	WMCA	From Straus to Federal	10,300,000

#1 STATIONS, 12+ METRO SHARE

WOR	S75, F81
WABC	S76, F76, S77, F77, F78
WKTU-F	F78, S79, F80, S82
WBLS-F	F79, S80, S81, F82, S83
WHTZ-F	F83, S84, F84, S85, S86
WPLJ-F	F85

STATION NOTES

(Major call letter and format changes)

WRKS-F	- WXLO-F until 81 Various forms of Contemp until about 79
WQHT-F	- WTFM until 82 AC/Soft until 82 WAPP until 86 AOR until 84 CHR until 86
WPIX-F	- Contemp changing to AC by 83
WPLJ-F	- AOR until 83
WNBC	- Contemp to AC by 83
WABC	- CHR until 82
WLTW-F	- WRVR until 80 Jazz until 80 WKHK until 84 Country until 84
WXRK-F	- Soft Rock until 78 WKTU until 85 Urban/Disco until 84 CHR until 85
WNSR-F	- WRFM until 86 BTFL until 86
WSKQ	- WVNJ until 83
WHTZ-F	- WVNJ-F until 83

NORFOLK

	SPG 75	12+ METRO SHARE								SPG 86	12+ CUME RATINGS									
		76	77	78	79	80	81	82	83		84	85	79	80	81	82	83	84	85	86
WCMS-F (C)	6.7	9.1	8.4	5.9	9.3	8.1	9.3	9.8	10.6	8.5	8.0	9.1	13.7	14.8	17.9	18.9	17.4	16.4	15.0	15.4
WNOR (O)	---	3.6	---	1.4	1.5	2.0	2.0	3.9	1.8	1.2	.9	.5	8.8	---	---	11.4	7.3	3.9	3.9	3.2
WNOR-F (A)	4.1	7.8	7.1	8.5	7.5	6.9	7.4	8.3	9.1	9.2	10.4	11.4	19.1	16.5	15.2	21.3	19.2	19.6	16.8	21.6
WFOG-F (E)	5.8	7.2	7.6	8.7	6.5	8.4	8.3	9.6	10.2	10.6	10.2	7.9	14.1	16.8	12.4	15.7	19.8	17.6	18.5	13.7
WMYK-F (B)	---	3.8	4.1	5.5	7.0	8.6	10.1	6.9	4.5	6.0	5.9	5.1	15.6	17.4	20.3	20.4	15.6	18.8	17.5	14.8
WTAR (M)	9.3	9.1	9.8	8.2	7.7	6.4	6.4	5.2	4.4	5.0	4.4	5.1	24.1	18.2	14.7	14.3	12.6	12.1	12.8	13.3
WLTY-F (AC)	6.3	6.4	6.6	5.8	7.1	4.1	6.2	7.6	7.7	6.5	7.9	6.2	14.8	9.5	9.1	16.9	15.9	14.3	16.3	15.9
WOWI-F (B)	---	3.5	6.1	7.9	6.5	8.3	5.6	7.1	7.4	6.2	7.4	10.2	13.8	14.2	14.4	17.3	15.7	14.3	19.6	19.2
WPCE (G)	---	3.3	5.4	3.4	4.1	3.4	4.8	4.8	3.1	3.3	4.3	3.0	---	---	---	8.1	8.1	7.9	8.6	5.5
WGH (C)	7.3	6.9	7.9	6.7	5.7	6.3	5.7	4.2	1.8	1.7	.7	---	20.1	19.9	17.7	14.6	9.5	5.1	2.4	---
WRAP (B)	11.0	7.2	6.0	6.5	6.0	5.2	4.9	3.9	4.8	3.5	4.0	4.4	14.6	13.7	13.6	14.4	12.9	12.4	11.3	12.2
WVDE-F (AC)	---	---	---	3.4	3.4	5.6	4.8	3.6	4.3	4.7	5.7	5.1	7.3	12.4	13.5	9.9	11.2	11.9	13.3	12.7
WNIS (NT)	---	---	---	2.2	1.2	2.8	3.0	2.9	3.1	2.7	2.2	3.2	---	---	---	7.4	7.8	6.6	4.8	6.5
WRSR-F (R)	---	---	---	2.0	3.0	2.9	2.0	1.9	2.3	2.9	4.7	5.2	---	---	---	6.5	5.4	7.7	12.7	14.6
WVZ-F (R)	5.2	6.3	5.6	5.9	4.7	3.9	3.9	3.2	6.1	8.3	6.2	7.4	14.6	11.4	14.5	8.5	15.8	21.2	17.5	21.3
WXRI-F (G)	---	---	---	---	---	---	3.4	1.9	2.0	2.4	2.8	1.3	---	---	---	---	4.0	4.0	4.9	4.6
WNRN-F (E)	---	---	---	---	---	---	---	---	---	.7	1.8	1.6	---	---	---	---	---	---	---	3.6

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	14.8	14.7	14.8	16.1	14.8	16.8	16.9	18.0	18.8	17.8	18.1	17.1	1984 WCMS A/F \$2,900,000
FM Share (%)	44.97	55.32	56.42	57.03	62.39	63.61	64.35	63.64	71.58	77.26	80.28	79.19	1985 WCMS A/F \$3,500,000
Stations			26	26	24	26	26	26	26	23	24	24	
Diaries						969	138D	1642	1326	1452	1510	1301	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WNOR-F (11.8, F85)
CHR/AOR/CONTEMP	36	34	35	41	34	35	24	CHR 14	13	14	Highest Metro 1/4 HR AVG:	WNOR-F (11.7, F85)
MOR/AC	12	10	14	8	15	9	MOR 4	AOR 14	10	12	Highest TSA 1/4 HR AVG:	WCMS-F (241, F82)
COUNTRY	13	14	12	13	14	14	AC 15	6	5	6	Highest TSA Cume:	WGH (2627, S77)
BTFL/EZ	19	17	17	15	13	10	16	14	16	13	Highest Metro Cume Rating:	WNOR-F (29.8, F85)
NEWS/TALK	---	---	1	3	3	3	16	12	12	12		
BLACK/URBAN	18	21	18	14	17	23	13	12	13	11		
NOSTALGIA	---	---	---	---	---	1	3	3	2	3		
SPANISH	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	1	2	1	5	3	2	2	4	8	5		
CLASSICAL	1	3	3	3	2	2	3	---	---	---		

#1 STATIONS, 12+ METRO SHARE

- WRAP S75, F76 (T)
- WCMS-F S76, F79, F81, S82, F82, F83
- WNOR-F F76 (T), F85, S86
- WOWI-F S78, F80
- WFOG-F F78, S80, S83, S84, F84, S85
- WTAR S77, F77, S79
- WMYK-F S81

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	7.70	8.85	11.07	11.21	12.92	17.1	19.4	21.5	24.0	26.5
Income (millions)	.32	.61	1.21	-.19	-.77					
Nat Rev (millions)	1.83	2.06	2.88	3.17	3.21					
Rev Per Cap (\$)	---	7.67	9.60	9.50	10.87	14.25	16.03	17.48	19.05	20.87
Inc Per Cap (\$)	---	.53	1.05	-.16	-.65					
Profit Margin	4.2	6.9	10.9	---	---					

STATION NOTES

(Major call letter and format changes)

- WLTY-F - WTAR-F until 76
- WKEZ-F until 81
- BTFL until 81
- WNIS - WKLX until ??
- WHNE until 79
- Format unknown until 79
- WNOR - Contemp until 81
- Black until 84
- WGH - Contemp changing to AC by 82
- WGH until 83
- WNSY until 84
- Oldies until 84
- Country until 86
- WMYK-F - AOR until 84
- WVZ-F - WQRK until 82
- WVDE-F - Contemp changing to AC by 83
- WRSR-F - WGH until 83
- WNSY until 85
- Classical until 83
- AC until 85

MAJOR STATION SALES

1970 WNOR A/F						\$ 160,000
1970 WNIS		Sold to Rust				645,000
1971 WPCE		Sold by Spiedel				315,000
1974 WLPN, WFOG-F						1,400,000
1975 WOWI-F						765,000
1975 WTJZ, WVZ-F						700,000
1977 WNIS		Sold by Rust to Sinclair				350,000
1979 WLPN, WFOG-F		Sold to McCormick				2,400,000
1981 WNOR A/F		Sold to Marvin Josephson				2,600,000
1982 WTJZ, WVZ-F		Sold to Abell				3,000,000
1983 WGH, WRSR-F						3,200,000
1984 WTID-F (Suffolk)		Sold to Sinclair (never completed)				1,995,000
1984 WTJZ, WVZ-F		From Abell to S & F				3,500,000
1985 WLPN, WFOG-F		From McCormick to JAG				9,250,000
1985 WGH, WRSR-F		Sold to Susquehanna				3,200,000
1985 WTID-F		Sold to Southern Starr				3,600,000
1986 WLPN		Sold by JAG				600,000
1986 WTID-F		From Southern Starr to Downs				4,150,000
1986 WNOR A/F		From Josephson to Saga				10,000,000
1986 WVDE-F		Sold to Edens				7,500,000
1986 WVZ-F		From S & F to Capitol (Goodman)				NA
1986 WKEZ-F (Yorktown)		Sold to Eure				2,000,000
1986 WPEX (Hampton)						485,000
1986 WCPK, WNRN-F		Sold to Coleman				4,150,000



OKLAHOMA CITY

12+ METRO SHARE

12+ CUME RATINGS

	SPG 75	12+ METRO SHARE										SPG 86	12+ CUME RATINGS								
		76	77	78	79	80	81	82	83	84	85		79	80	81	82	83	84	85	86	
KTOK (NT)	14.8	16.1	15.4	15.1	16.1	12.7	11.2	11.5	11.9	11.5	8.5	7.0	KTOK	27.4	21.3	22.2	19.2	19.5	18.8	16.3	15.8
KOMA (BB)	7.5	8.2	8.2	6.7	6.2	5.2	8.5	8.3	6.2	3.7	2.3	4.2	KOMA	23.2	18.4	21.0	21.2	16.5	11.5	9.2	9.2
WKY (C)	14.2	14.6	10.5	10.0	7.1	5.9	5.0	5.1	3.6	2.4	3.6	4.6	WKY	32.6	19.6	16.5	16.3	12.5	8.9	10.0	11.2
KEBC-F (C)	6.3	7.1	7.6	9.0	11.1	11.6	12.3	12.3	7.6	8.4	6.3	8.1	KEBC-F	16.3	19.3	21.9	23.5	18.7	16.9	15.2	13.9
KKNG-F (E)	11.4	8.8	9.9	9.7	10.6	13.3	10.3	7.8	10.2	11.0	11.1	7.7	KKNG-F	17.8	21.4	18.5	11.7	17.4	17.7	17.5	15.9
KJYO-F (R)	2.4	2.7	6.6	4.9	5.0	4.4	2.8	1.9	8.5	8.1	7.6	7.1	KJYO-F	16.2	16.4	8.1	6.1	19.5	19.7	22.1	20.5
KZBS-F (AC)	---	---	---	1.6	1.0	1.8	3.8	4.9	7.5	8.9	11.6	7.3	KZBS-F	---	---	10.3	14.5	14.8	17.5	23.8	17.3
KLTE-F (AC)	---	6.4	6.1	4.1	3.9	6.1	4.5	5.2	4.6	5.3	4.9	5.6	KLTE-F	8.9	14.1	14.1	11.4	13.2	12.4	11.9	16.4
KMGL-F (AC)	6.2	5.0	5.1	9.5	9.3	8.8	8.2	6.0	4.7	6.2	6.9	5.0	KMGL-F	22.8	18.3	21.2	17.0	17.4	18.3	20.4	18.3
KKLR-F (AC)	4.1	---	---	.7	1.2	2.8	3.8	NA	2.1	1.3	1.3	2.0	KKLR-F	---	---	---	12.3	6.8	---	---	5.1
KXXY-F (C)	8.3	4.5	3.3	1.8	5.0	7.6	7.1	5.8	7.7	9.5	10.3	12.1	KXXY-F	7.3	14.0	15.1	13.0	11.5	18.6	18.0	19.4
KIMY-F (AC)	---	---	.9	1.8	3.0	3.3	3.6	3.7	2.1	1.9	2.4	3.5	KIMY-F	---	---	---	5.7	3.0	4.8	4.2	12.2
KATT-F (A)	---	8.3	12.6	9.8	7.0	5.5	6.4	11.7	13.3	10.4	10.6	12.8	KATT-F	16.8	10.8	12.8	19.0	20.6	19.0	19.8	22.3
KXXY (C)	---	---	1.5	3.3	1.9	1.0	1.9	1.2	.9	1.1	.9	1.0	KXXY	7.2	---	---	4.0	3.6	2.9	3.4	4.0
KJIL-F (G)	---	---	---	---	---	---	---	1.8	2.7	2.1	2.1	1.5	KJIL-F	---	---	---	4.7	6.4	6.1	4.6	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	15.6	14.9	14.3	14.8	15.6	15.3	15.5	15.6	15.9	16.4	16.6	16.2	1984 KTOK NA
FM Share (%)	46.77	45.81	53.09	56.69	62.33	69.98	70.13	70.15	73.26	77.50	81.92	77.97	1985 KXXY A/F \$4,700,000
Stations			21	21	21	19	21	18	19	18	20	20	
Diaries						916	971	1026	1005	985	1399	1257	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	KTOK (18.4, F78)
CHR/AOR/CONTEMP	50	50	43	36	30	28	30	CHR 15	17	13	Highest Metro 1/4 HR AVG:	KTOK (179, F78)
MOR/AC	20	14	15	13	11	13	MOR AC 16	16	20	21	Highest TSA 1/4 HR AVG:	WKY (260, S76)
COUNTRY	11	15	15	18	29	33	28	28	25	28	Highest TSA Cume:	WKY (4829, S76)
BTFL/EZ	16	15	15	14	15	6	11	10	11	8	Highest Metro Cume Rating:	WKY (37.3, F78)
NEWS/TALK	--	--	--	12	11	11	12	12	9	8		
BLACK/URBAN	2	4	10	4	3	4	2	3	2	1		
NOSTALGIA	--	--	--	--	--	2	--	--	--	5		
SPANISH	--	--	--	--	--	--	--	--	--	--		
RELIGION/GOSPEL	--	--	--	--	--	--	2	4	4	2		
CLASSICAL	--	--	--	--	--	--	--	--	--	--		

#1 STATIONS, 12+ METRO SHARE

KTOK	S75, S76, F76, S77, F77, F78, S79, F80, S84
KATT-F+	S78, F82, S83, F83, S86
KKNG-F	S80, F84, F85
KEBC-F	S81, F81, S82
KZBS-F	S85

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	7.86	9.03	11.38	12.10	15.02	17.4	19.6	22.0	24.6	26.9
Income (millions)	.44	-.01	.66	-.82	-1.69					
Nat Rev (millions)	1.70	2.09	2.48	2.69	2.52					
Rev Per Cap (\$)	---	11.59	14.56	15.04	17.54	18.71	20.28	22.77	25.31	27.45
Inc Per Cap (\$)	---	---	.85	-1.02	-1.97					
Profit Margin	5.6	---	5.8	---	---					

STATION NOTES

(Major call letter and format changes)

KJYO-F	- KAFG until 77 KZUE until 81 Contemp until 81 AC until 83
KTOK	- MOR until about 80
KOMA	- Contemp until about 80 Country until 85
WKY	- CHR changing to AC by 82 Began Country in 84
KZBS-F	- KFJL until about 77 KTLS until 80 KLNK until 83 Black until about 79 (?) CHR until 83
KOMJ-F	- KOFM until 86 CHR until 86
KLTE-F	- KFNB until 79 BTFL until 79
KKLR-F	- KWHP until 80 Contemp until about 79
KATT-F	- KJAK until 77 Country until 77
KXXY-F	- AOR until 82
KIMY-F	- KAEZ until 85 Black until 85
KXXY	- KOCY until 82 KXXY until 85 KCNN until late 85 MOR until 77 Country until 81 News until 83 Country in 83-84 News in 85

MAJOR STATION SALES

1970	KPRW, KATT-F	\$ 750,000
1972	KKNG-F	Sold to Swanson 188,000
1973	KTOK	Sold to Insilco 2,450,000
1973	KJYO-F	Sold to Insilco 350,000
1976	KQCV	Sold to Bott 284,000
1978	KPRW, KATT-F	Sold to John Tyler 866,000
1979	KXXY, KXXY-F	Sold to Summit 1,900,000
1979	KLTE-F	970,000
1980	KZBS-F	Sold to Sunbelt 1,350,000
1982	KPRW, KATT-F	From John Tyler to Surrey 3,650,000
1982	KZBS-F	Sold by Sunbelt 3,456,000
1984	KLTE-F	Sold to Wheeler 3,000,000
1984	KOMA	From Storz to Price Comm. 2,900,000
1984	KTOK, KJYO-F	From Insilco to Clear Channel 12,800,000 (E)
1985	KIMY-F	Sold to Price Comm. 3,300,000
1986	KEBC-F	Sold to Van Wagner 4,000,000

OMAHA

	12+ METRO SHARE											12+ CUME RATINGS									
	SPG											SPG									
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
KFAB (M)	24.5	27.3	26.3	28.6	29.5	27.6	24.3	23.3	25.7	24.5	23.5	21.6	KFAB	42.8	45.8	44.5	42.0	42.4	37.6	36.6	36.4
KGOR-F (AC)	8.8	10.5	7.5	9.1	11.8	7.7	7.3	7.3	7.6	8.3	8.7	7.5	KGOR-F	27.2	23.6	20.9	18.4	20.5	24.0	23.2	22.4
WOW (C)	15.2	20.3	15.2	13.1	11.0	9.6	7.7	6.9	6.0	5.1	3.7	6.7	WOW	38.4	32.9	26.2	26.5	19.2	14.9	10.2	16.0
KEZO-F (A)	9.7	9.8	10.0	8.6	5.8	10.9	13.1	11.6	11.0	13.2	12.2	14.9	KEZO-F	16.3	19.7	21.2	24.4	20.7	26.0	21.9	22.7
KOIL (AC)	9.6	4.0	7.9	8.8	7.6	5.2	5.7	4.9	4.9	5.5	3.1	4.1	KOIL	26.5	20.6	24.5	17.1	18.6	15.6	13.2	11.0
KQKQ-F (R)	2.9	5.8	7.6	6.3	5.0	8.1	10.1	13.4	15.7	15.0	14.1	12.8	KQKQ-F	14.8	16.4	26.8	30.0	37.1	34.2	31.9	29.9
KESY-F (E)	3.1	3.6	3.2	1.7	8.6	9.2	8.9	7.8	6.1	5.6	7.7	7.2	KESY-F	15.5	16.0	15.0	15.1	14.6	13.2	13.3	15.0
KESY (E)	5.2	---	---	---	1.3	.4	2.3	3.4	2.6	.9	1.1	.6	KESY	---	---	---	5.8	---	3.8	2.1	1.1
KEDS (O)	7.6	5.0	5.2	5.5	5.5	4.7	4.6	3.8	2.9	1.2	3.1	2.3	KEDS	13.3	11.7	9.7	10.4	8.3	4.3	7.4	6.9
WOW-F (C)	---	2.3	1.0	2.8	1.0	3.6	4.5	4.4	4.0	5.5	5.1	5.9	WOW-F	---	8.2	10.4	11.1	7.6	10.1	9.4	12.1
KEFM-F (AC)	---	---	---	---	---	---	---	---	1.0	3.2	6.6	4.7	KEFM-F	---	---	---	---	---	3.7	15.1	15.9

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.2	15.9	16.5	15.3	15.2	15.8	14.7	18.2	16.5	17.5	18.0	16.7	1984	KFAB	NA
FM Share (%)	30.05	32.33	36.23	39.72	38.96	44.76	46.12	50.39	51.94	60.44	64.23	59.71	1985	KFAB	\$5,700,000
Stations			17	16	13	15	13	15	16	17	17	15			
Diaries						804	905	860	858	912	1188	967			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	46	48	48	47	39	39	42	CHR 28	28	22	Highest Metro 1/4 HR AVG:	KFAB	(34.1, F79)
MOR/AC	25	30	28	31	36	33	MOR 27	AOR 13	14	16	Highest TSA 1/4 HR AVG:	WOW	(561, F76)
COUNTRY	10	7	12	9	13	11	AC 5	6	14	12	Highest Metro Cume Rating:	KFAB	(59.2, F79)
BTFLEZ	13	15	12	12	10	9	14	16	9	15			
NEWS/TALK	5	--	--	1	--	--	6	8	8	8			
BLACK/URBAN	--	--	--	--	2	2	--	4	2	2			
NOSTALGIA	--	--	--	--	--	4	4	1	2	--			
SPANISH	--	--	--	--	--	--	--	--	--	--			
RELIGION/GOSPEL	--	--	--	--	1	2	2	1	1	2			
CLASSICAL	--	--	--	--	--	--	--	--	--	--			

#1 STATIONS, 12+ METRO SHARE

KFAB-F All rating periods

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	5.15	5.41	7.65	8.48	8.14	10.7	11.6	12.5	13.7	15.0
Income (millions)	1.18	1.02	1.11	.56	1.00					
Nat Rev (millions)	1.84	1.96	2.12	1.81	2.23					
Rev Per Cap (\$)	---	9.18	13.06	14.36	14.16	18.01	19.43	20.83	22.50	24.35
Inc Per Cap (\$)	---	1.73	1.89	.96	1.73					
Profit Margin	23.0	18.9	14.5	7.8	12.2					

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1970	KEDS	Sold to Harrison Fuerst (Welcome Radio)	\$ 400,000
1973	KESY, KESY-F	Sold to Mack Sanders	532,000
1977	KEDS	From Welcome Radio to Great Empires	700,000
1978	KESY, KESY-F	Sold by Mack Sanders	1,200,000
1979	KCRO	Sold to Smulyans	435,000
1979	WOW-F	Sold to Great Empire	1,050,000
1982	KESY, KESY-F		3,000,000
1983	KEDS	From Great Empire to Albimar	500,000
1983	KEZO-F	From Meredith to Albimar	3,400,000
1983	WOW	From Meredith to Great Empire	1,900,000
1984	KESY-F		2,200,000
1984	KESY		650,000
1986	KESY A/F	Sold to Sun Group	6,250,000
1986	KFAB, KGOR-F	From May to Henry	22,000,000

STATION NOTES

(Major call letter and format changes)

WOW	-	Rock changing to AC by 82
		Country beginning in 83
KEZO-F	-	BTFLE until 78
KESY-F	-	K000-F until 79
		Country until about 78
KOIL	-	Contemp changing to AC by 82
KESY	-	K000 until 79
		KESY until 80
		K000 until 84
		KROM until 86
		Country until 79
		BTFLE (?) until 81
		Nost until 86
KEDS	-	KLNG until 77
		News until 77
		KYNN until 85
		Country until 85
WOW-F	-	KYNN-F until 83

ORLANDO

12+ METRO SHARE

12+ CUME RATINGS

		12+ METRO SHARE											12+ CUME RATINGS									
		SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86	
WWKA-F	(C)	11.9	12.6	10.0	13.4	12.3	11.8	9.5	10.5	10.5	11.5	9.1	10.2	WWKA-F	26.1	19.3	17.4	20.2	21.3	17.4	19.9	20.2
WDBO	(M)	16.6	13.0	10.9	8.9	8.9	9.1	7.9	5.6	5.7	7.3	7.3	7.2	WDBO	21.6	20.8	17.0	15.4	13.2	14.5	18.9	16.6
WMMA	(AC)	9.1	8.9	8.2	7.4	7.1	7.6	9.8	8.2	5.9	4.1	2.1	.4	WMMA	---	14.2	20.7	17.8	12.6	9.1	6.6	3.1
WHOO-F	(C)	8.4	6.5	8.7	9.2	8.9	9.2	9.2	7.9	6.4	4.5	3.4	5.1	WHOO-F	17.7	16.4	15.0	19.6	15.0	10.6	12.2	11.8
WDIZ-F	(A)	---	4.4	4.1	6.8	6.8	6.8	11.7	11.1	7.5	9.4	8.8	8.1	WDIZ-F	16.6	16.9	19.1	20.4	15.0	16.7	19.1	15.3
WBJW-F	(R)	7.1	13.9	13.8	13.7	9.0	12.0	9.4	10.2	11.6	9.4	8.1	6.6	WBJW-F	26.5	19.6	22.0	29.6	30.9	28.0	27.5	23.2
WHLY-F	(R)	---	.7	4.1	3.6	6.7	7.0	7.0	6.4	4.6	9.7	10.5	10.6	WHLY-F	12.7	14.5	12.7	21.0	13.1	25.8	28.6	22.7
WKIS	(NT)	5.2	5.7	8.6	7.1	6.3	7.4	6.1	5.9	4.3	5.6	5.1	4.0	WKIS	16.3	20.5	15.0	15.4	10.8	11.9	14.0	9.4
WJYO-F	(AC)	5.5	4.2	4.7	3.8	7.3	4.8	6.5	5.0	8.9	11.7	10.9	6.7	WJYO-F	12.1	12.5	10.2	10.7	19.8	19.9	22.3	15.7
WBJW	(R)	11.4	8.4	7.4	5.8	4.7	4.0	2.8	2.2	6.6	.3	.7	.6	WBJW	19.5	14.9	---	11.8	11.2	9.5	3.2	3.1
WORL	(B)	3.9	2.9	5.2	5.4	5.4	4.2	4.1	5.8	5.8	5.2	4.3	4.6	WORL	---	---	---	9.9	10.3	10.8	9.5	7.1
WOKB	(B)	3.6	6.2	4.4	3.2	1.5	1.5	1.0	3.4	3.3	1.6	2.4	1.9	WOKB	---	---	---	7.6	7.1	6.5	8.4	4.7
WLOQ-F	(AC/J)	---	---	---	---	---	---	3.0	2.6	2.8	2.8	2.5	1.0	WLOQ-F	---	---	---	---	7.9	7.9	7.2	4.4
WSSP-F	(E)	---	---	---	---	---	---	---	---	---	---	8.1	9.5	WSSP-F	---	---	---	---	---	---	6.3	17.2
WSTF-F	(AC)	---	---	---	---	---	---	---	---	---	---	8.7	9.9	WSTF-F	---	---	---	---	---	---	---	20.4
WOCL-F	(C)	---	---	---	---	---	---	---	---	---	.3	.3	1.9	WOCL-F	---	---	---	---	---	---	---	7.0

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.9	15.4	16.1	15.2	15.5	14.0	15.2	19.1	19.5	17.5	18.1	18.5	1984	WWKA-F	NA
FM Share (%)	42.53	48.30	47.02	56.40	57.87	61.04	60.17	62.88	63.42	68.69	73.39	78.51	1985	WJYO-F	\$5,500,000
Stations			20	19	22	20	20	25	24	22	22	23			
Diaries						670	861	NA	780	963	1020	1141			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:			Highest Billing Station			
CHR/AOR/CONTEMP	35	37	35	29	25	30	23	CHR AOR	24	22	19	23	24	22	19	WDBO	(16.6, S75)
MOR/AC	20	17	16	28	16	17	MOR AC	6	6	8	8	17	14	18	22	WSSP-F	(166, F85)
COUNTRY	11	12	12	11	19	23	26	19	22	17			12	12	9	WWKA-F	(322, S86)
BTFL/EZ	19	26	25	24	25	12	1	2	3	11			12	9		WBJW-F	(3632, F85)
NEWS/TALK	---	---	---	---	7	7	4	5	6	4			14	18	22	WBJW-F+	(31.9, F82)
BLACK/URBAN	12	9	9	6	6	9	10	9	7	7			6	8	8		
NOSTALGIA	---	---	---	---	---	---	8	6	---	---			19	22	17		
SPANISH	---	---	---	---	---	---	---	---	---	---			2	3	11		
RELIGION/GOSPEL	1	---	2	1	2	2	1	2	2	1			2	2	1		
CLASSICAL	---	---	---	---	---	---	---	---	---	---			---	---	---		

#1 STATIONS, 12+ METRO SHARE

WDBO	S75, S76
WBJW-F	F76, S77, S78 (T), F78, F80, F82, S83, F83
WDBO-F	S78 (T), S79, F79, S80, S82
WHOO	S81
WDIZ-F	F81, S84
WWKA-F	F84
WJYO-F	S85
WSSP-F	F85
WHLY-F	S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
	Revenue (millions)	6.39	7.15	8.49	8.48	9.87	13.9	17.1	21.2	25.1
Income (millions)	-.59	.004	.85	.60	.43					
Nat Rev (millions)	1.24	1.20	1.89	1.81	2.36					
Rev Per Cap (\$)	---	11.54	13.78	13.52	13.31	18.53	21.24	25.63	29.99	36.32
Inc Per Cap (\$)	---	.01	1.38	.96	.58					
Profit Margin	---	0.1	10.0	7.1	4.3					

STATION NOTES

(Major call letter and format changes)

WJYO-F	-	WORJ-F until 81
		AOR until 81
WHOO-F	-	Rock until 79
WDIZ-F	-	Rock until 79
		Rock changing to AOR
WKIS	-	Became primarily Talk about 81
WBJW	-	Contemp becoming AC by 82
		WLOF until 83
		WCOT until 84
		Nostalgia until 84
WMMA	-	WHOO until 85
		Country until 85
WWKA-F	-	WDBO until 82
		BTFL until 82

MAJOR STATION SALES

1971	WKIS	Sold by Storer to Susquehanna	\$ 1,475,000
1971	WDIZ-F	Sold by Storer to Shamrock	120,000
1971	WAJL	Sold to Rounsaville	1,075,000
1972	WBJW, WLOQ-F	Sold by John Rutledge to Home Security Life	2,600,000
1973	WBJW-F	Sold to Rounsaville	500,000
1977	WBJW	From Home Security to Rounsaville	NA
1977	WLOQ-F	Sold by Home Security Life	NA
1979	WOKB		600,000
1979	WHLY-F	Sold to General Communicorp	1,410,000
1982	WDBO, WWKA-F	From Outlet to Katz	9,500,000
1982	WBJW, WBJW-F	From Rounsaville to Nationwide	7,000,000
1983	WHLY-F	Sold to Southern Starr	NA
1984	WORL, WJYO-F	From Sudbrink to Metroplex	7,000,000
1986	WDBO	From Katz to New City	2,800,000 (E)
1986	WWKA-F	From Katz to New City	10,000,000 (E)
1986	WOKB (Winter Haven)		850,000

OXNARD - VENTURA

	12+ METRO SHARE											12+ CUME RATINGS									
	SPG											SPG									
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
KCAQ-F (R)	---	---	---	---	---	---	---	4.0	7.0	11.0	9.4	6.8	KCAQ-F	---	---	---	---	---	22.7	23.9	18.4
KBBY-F (AC)	---	---	---	---	---	---	---	6.6	4.7	4.2	6.7	7.2	KBBY-F	---	---	---	---	---	13.6	15.3	16.3
KMYX-F (B)	---	---	---	---	---	---	---	1.6	1.6	6.4	6.5	4.5	KMYX-F	---	---	---	---	---	9.2	10.8	11.1
KOXR (S)	---	---	---	---	---	---	---	5.0	6.7	5.5	6.5	4.2	KOXR	---	---	---	---	---	9.5	9.8	9.2
KHAY-F (C)	---	---	---	---	---	---	---	6.0	6.9	6.0	5.9	7.3	KHAY-F	---	---	---	---	---	13.0	12.3	14.6
KRUZ-F (E)	---	---	---	---	---	---	---	---	4.0	3.3	5.3	5.2	KRUZ-F	---	---	---	---	---	6.4	10.0	9.1
KTRO (S)	---	---	---	---	---	---	---	---	2.6	1.3	5.1	4.4	KTRO	---	---	---	---	---	4.6	---	9.2
KVEN (NT)	---	---	---	---	---	---	---	---	---	1.8	2.9	3.8	KVEN	---	---	---	---	---	5.2	8.5	9.4
KOGO (BB)	---	---	---	---	---	---	---	---	---	2.2	1.8	1.9	KOGO	---	---	---	---	---	6.0	3.7	5.1
KKBZ-F (R)	---	---	---	---	---	---	---	---	---	2.9	1.8	---	KKBZ-F	---	---	---	---	---	8.6	6.4	---
KDAR-F (G)	---	---	---	---	---	---	---	---	---	2.2	1.4	2.8	KDAR-F	---	---	---	---	---	6.4	5.7	4.3
KLQS-F (A)	---	---	---	---	---	---	---	---	2.3	3.3	4.5	4.2	KLQS-F	---	---	---	---	---	10.8	10.0	11.4
KMET-F (A)	---	---	---	---	---	---	---	9.0	3.3	3.5	4.1	3.3	KMET-F	---	---	---	---	---	9.8	11.8	10.1
KBIG-F (E)	---	---	---	---	---	---	---	3.6	4.6	4.0	3.5	3.8	KBIG-F	---	---	---	---	---	---	---	9.3
KFI (AC)	---	---	---	---	---	---	---	---	---	---	2.0	.7	KFI	---	---	---	---	---	7.7	7.5	4.2
KIIS-F (R)	---	---	---	---	---	---	---	3.0	3.5	5.1	2.1	3.1	KIIS-F	---	---	---	---	---	10.6	11.0	8.4
KNX-F (AC)	---	---	---	---	---	---	---	4.6	1.4	3.8	3.3	1.6	KNX-F	---	---	---	---	---	---	11.5	7.8
KNX (NT)	---	---	---	---	---	---	---	3.2	3.5	3.8	2.2	3.5	KNX	---	---	---	---	---	10.6	8.6	11.5

ONE RATING BOOK PER YEAR  
CONDENSED MARKET UNTIL 1984

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	---	---	---	---	---	---	---	---	---	14.7	16.2	18.2	1984 NA
FM Share (%)	---	---	---	---	---	---	---	---	---	71.46	69.73	71.37	1985 KCAQ-F \$1,250,000
Stations										35	36	37	
Diaries										875	936	744	

FORMAT SHARES (%)	1977 1978 1979 1980 1981 1982						1983	1984 1985 1986			Highest Metro Share: KCAQ-F (11.0, S84)	
	1977	1978	1979	1980	1981	1982		1984	1985	1986	Highest Metro 1/4 HR AVG: KCAQ-F (50, S84)	Highest TSA 1/4 HR AVG: KCAQ-F (76, S85)
CHR/AOR/CUNTEMP	--	--	--	--	--	--	CHR	27	19	13	Highest TSA Cume: KCAQ-F (1192, S85)	Highest Metro Cume Rating: KCAQ-F (23.9, S85)
MOR/AC	--	--	--	--	--	--	MOR	--	--	--		
COUNTRY	--	--	--	--	--	--	AC	9	18	18		
BTFL/EZ	--	--	--	--	--	--		10	7	8		
NEWS/TALK	--	--	--	--	--	--		8	10	11		
BLACK/URBAN	--	--	--	--	--	--		8	6	12		
NOSTALGIA	--	--	--	--	--	--		9	8	6		
SPANISH	--	--	--	--	--	--		3	4	4		
RELIGION/GOSPEL	--	--	--	--	--	--		7	13	12		
CLASSICAL	--	--	--	--	--	--		2	3	3		
	--	--	--	--	--	--		1	1	--		

#1 STATIONS, 12+ METRO SHARE

KCAQ-F S84, S85  
KHAY-F S86

STATION NOTES

(Major call letter and format changes)

- KMYX-F - KOVA until 84
- KAAP - KKBZ until 84
- KOGO - KBBQ until 85
- Country until 85
- KTRO - KACY until 85
- AC until 85

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	---	---	---	---	---	---	---	---	5.0	6.0
Income (millions)	---	---	---	---	---					
Nat Rev (millions)	---	---	---	---	---					
Rev Per Cap (\$)	---	---	---	---	---	---	---	---	8.38	9.84
Inc Per Cap (\$)	---	---	---	---	---					
Profit Margin	---	---	---	---	---					

MAJOR STATION SALES

1986 KOGO, KBBY-F	\$3,000,000
1986 KTRO, KCAQ-F (70%)	5,000,000

PENSACOLA

12+ METRO SHARE

12+ CUME RATINGS

	SPG	12+ METRO SHARE										SPG
		75	76	77	78	79	80	81	82	83	84	
WCOA (BB)	17.6	12.6	12.1	9.3	10.1	9.8	7.2	8.7	7.7	6.6	8.0	7.7
WJLQ-F (R)	8.7	15.2	15.3	15.7	14.1	9.8	12.3	10.4	11.3	13.4	8.2	6.3
WMEZ-F (E)	10.9	12.3	11.2	13.7	11.2	11.0	8.0	8.7	8.8	10.9	11.5	10.2
WTKX-F (A)	9.5	4.7	4.6	13.1	3.7	11.5	8.0	12.0	5.6	6.8	5.8	5.8
WCHZ (?)	6.1	11.3	10.4	2.6	12.3	15.2	12.6	10.4	14.9	15.4	15.2	1.0
WBOP (B)	7.3	5.8	6.9	4.9	3.5	3.4	3.1	2.7	.5	.9	.8	3.3
WBSR (AC)	8.9	14.7	14.4	10.2	9.3	5.3	2.8	2.9	5.0	2.3	.6	---
WPFA (G)	5.9	2.1	3.5	1.7	4.3	---	---	2.4	.7	.9	2.3	---
WOWW-F (C)	---	---	3.2	2.3	5.1	10.4	13.1	10.2	15.6	12.0	12.1	8.6
WXBM-F (C)	4.2	5.5	4.6	5.2	8.0	7.0	8.0	8.7	6.8	6.1	3.3	10.4
WIZD-F (AC)	---	---	---	---	---	---	---	---	---	---	5.3	15.9
WKRQ-F (R)	3.9	1.6	2.0	11.0	10.1	8.4	7.5	5.1	5.4	3.4	2.1	---
WBLX-F (B)	---	---	---	---	---	2.8	5.4	4.7	7.0	5.9	6.8	7.1
WABB-F (R/A)	---	3.1	4.0	2.9	---	---	2.6	4.2	2.7	7.7	9.5	10.6

	79	80	81	82	83	84	85	86
WCOA	23.4	20.3	17.6	17.2	17.9	17.0	18.0	16.2
WJLQ-F	32.9	24.6	28.3	31.0	27.8	31.6	22.8	21.6
WMEZ-F	17.6	20.4	15.5	22.9	19.9	22.0	21.9	19.9
WTKX-F	17.5	20.7	18.1	23.3	16.9	20.3	15.9	15.9
WCHZ	12.3	15.3	13.9	12.6	15.7	13.8	13.7	3.4
WBOP	8.1	8.7	---	6.7	3.4	3.6	2.7	8.7
WBSR	24.3	18.3	10.5	14.2	12.5	7.7	3.2	---
WPFA	---	---	---	4.2	3.6	2.9	3.6	---
WOWW-F	8.1	14.9	24.0	23.5	26.2	25.5	22.1	20.9
WXBM-F	17.1	13.6	17.7	16.4	17.1	14.3	NA	19.8
WIZD-F	---	---	---	---	---	---	17.9	29.8
WKRQ-F	23.2	22.2	21.0	19.2	16.0	15.6	11.8	8.1
WBLX-F	---	---	---	8.8	10.7	10.2	11.8	14.4
WABB-F	---	---	8.9	13.1	12.0	22.1	24.8	24.1

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	16.6	16.7	15.6	15.5	16.5	15.6	16.8	18.5	17	17.6	19.0	17.9	1984 WOWW-F \$1,600,000
FM Share (%)	43.36	45.89	44.86	67.07	55.84	63.82	67.74	69.06	67.31	70.53	69.16	83.83	1985 WOWW-F \$2,100,000
Stations			16	14	12	12	14	14	14	14	16	14	
Diaries						569	717	676	556	591	727	585	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WCOA (17.6, S75)
CHR/AOR/CONTEMP	40	42	45	37	35	37	27	CHR 26	21	19	Highest Metro 1/4 HR AVG:	WIZD-F (76, S86)
MOR/AC	14	12	11	10	8	--	MOR --	AOR 7	6	6	Highest TSA 1/4 HR AVG:	WIZD-F (99, S86)
COUNTRY	18	13	17	22	29	26	24	2	6	18	Highest TSA Cume:	WIZD-F (1183, S86)
BTFLEZ	12	14	12	12	8	9	9	2	6	18	Highest Metro Cume Rating:	WJLQ-F (32.9, S79)
NEWS/TALK	---	---	---	---	---	---	---	---	---	---		
BLACK/URBAN	11	17	13	19	19	16	23	23	24	13		
NOSTALGIA	--	--	--	--	--	9	8	7	9	9	#1 STATIONS, 12+ METRO SHARE	WCOA S75
SPANISH	---	---	---	---	---	---	---	---	---	---	WJLQ-F	S76, S77, S78, S79
RELIGION/GOSPEL	2	2	2	1	2	2	3	3	4	1	WBSR	S80, S84, S85
CLASSICAL	---	---	---	---	---	---	---	---	---	---	WOWW-F	S81, S83
											WTKX-F	S82
											WIZD-F	S86

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.90	3.45	3.54	3.59	4.35	5.0	5.4	5.7	6.4	7.1
Income (millions)	.32	.34	.48	-.04	-.58					
Nat Rev (millions)	.20	.16	.33	.39	.50					
Rev Per Cap (\$)	---	11.95	12.63	11.59	14.49	16.51	17.59	18.33	20.00	21.78
Inc Per Cap (\$)	---	1.18	1.69	-.13	-1.92					
Profit Margin	11.0	9.9	13.4	---	---					

STATION NOTES

(Major call letter and format changes)

WTKX-F - WBOP-F until 79  
Black until 79

WCOA - MOR until 82

WOWW-F - WAJB until 80  
AC until 80

WPFA - Country until about 83

WBSR - WNVY until 86

WBSR - Contemp becoming AC by 83

Other stations - See Mobile

MAJOR STATION SALES

1971 WPFA	\$ 398,000
1974 WCOA, WJLQ-F	1,900,000
1979 WBSR	990,000
1980 WOWW-F	1,400,000
1981 WPFA	350,000
1983 WBSR	600,000
1984 WXBM-F (Milton)	2,500,000
1984 WBOP	250,000
1985 WBOP	250,000
1985 WBSR	Sold to WMEZ-F 330,000
1986 WCHZ	325,000
1986 WBOP, WTKX-F	From Roden to Holt NA
1986 WCOA, WJLQ-F	Sold by Summit 5,500,000

PEORIA

	12+ METRO SHARE												12+ CUME RATINGS								
	SPG		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85
WIRL (AC)	10.5	16.6	14.4	12.7	10.7	7.3	8.8	7.7	5.5	6.6	7.3	8.5	WIRL	24.2	25.6	27.1	24.7	20.3	19.5	18.4	21.0
WSWT-F (E)	15.3	12.5	12.2	15.0	14.5	16.1	15.1	10.8	12.8	12.8	11.7	12.6	WSWT-F	27.1	26.1	23.2	21.4	23.3	22.5	20.0	21.7
WMBD (M)	15.1	12.3	18.1	11.0	13.5	15.0	13.5	11.7	11.7	11.1	9.5	7.5	WMBD	29.1	30.1	29.8	26.0	28.4	21.6	21.8	20.0
WKZW-F (R)	6.7	6.6	5.0	14.5	15.5	14.0	11.3	15.2	14.7	16.8	17.0	16.2	WKZW-F	25.1	26.8	27.6	29.6	33.7	35.4	36.8	36.0
WXCL (C)	12.3	15.2	16.9	9.1	10.9	10.1	12.4	12.6	11.4	10.5	9.1	6.9	WXCL	16.9	25.0	23.7	25.3	23.7	19.1	16.6	14.7
WKQA-F (AC)	---	1.6	.9	3.4	2.2	4.5	5.1	4.3	4.9	3.3	3.6	2.8	WKQA-F	---	---	---	14.2	15.4	14.3	8.6	9.1
WWCT-F (A)	5.1	3.4	5.4	9.1	8.9	7.2	9.5	11.2	8.3	8.9	14.5	18.1	WWCT-F	14.1	14.1	17.0	20.6	17.0	17.0	22.6	24.2
WPEO (G)	3.0	4.1	1.6	---	1.7	2.1	1.7	2.6	2.4	1.5	2.0	1.8	WPEO	---	---	---	5.2	5.1	---	3.8	3.6
WGLO-F (AC)	5.1	9.1	8.5	5.6	2.2	5.1	5.7	4.6	3.5	4.0	3.9	3.7	WGLO-F	---	---	---	8.8	6.9	7.1	---	10.0
WTRX-F (C)	---	---	---	---	---	---	---	2.0	3.9	5.2	4.4	4.1	WTRX-F	---	---	---	---	9.0	11.0	8.4	9.5
WGN (M)	2.3	4.3	1.8	3.2	2.7	1.5	1.0	2.0	2.2	2.3	1.8	2.2	WGN	---	---	---	6.0	6.7	6.7	9.6	8.3
WLS (R)	8.4	5.7	5.0	4.2	3.0	2.5	2.4	2.5	2.6	2.4	2.3	1.0	WLS	11.2	11.6	13.6	12.9	13.0	12.8	9.3	7.6

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1979

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	16.0	15.3	15.4	14.1	13.7	14.0	15.1	15.4	15.4	18.1	16.2	16.3	1984 WKZW-F \$1,300,000
FM Share (%)	34.01	29.23	30.31	46.91	52.31	50.12	51.42	52.03	56.36	56.75	60.13	65.57	1985 WKZW-F \$1,300,000
Stations			16	17	16		17	19	19	18	19	19	
Diaries						697	711	708	857	731	828	831	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WKZW-F (18.2, S85)
CHR/AOR/CONTEMP	47	43	41	38	33	37	35	23	24	20	Highest Metro 1/4 HR AVG:	WKZW-F (93, S84)
MOR/AC	18	17	17	19	29	27	18	8	14	20	Highest TSA 1/4 HR AVG:	WKZW-F (128, S84)
COUNTRY	20	16	15	19	16	16	18	13	11	16	Highest TSA Cume:	WKZW-F (1620, F85)
BTFL/EZ	13	22	21	20	21	16	18	18	18	14	Highest Metro Cume Rating:	WKZW-F (36.8, S85)
NEWS/TALK	1	1	1	1	1	2	1	1	1	1		
BLACK/URBAN	--	--	--	--	--	--	1	--	--	1	#1 STATIONS, 12+ METRO SHARE	
NOSTALGIA	--	--	--	--	--	--	--	--	--	--	WSWT-F	S75, S78, F80, S81, F81
SPANISH	--	--	--	--	--	--	--	--	--	--	WIRL	S76
RELIGION/GOSPEL	2	2	2	3	1	4	2	3	2	2	WMBD	S77
CLASSICAL	--	--	--	--	--	--	--	--	--	--	WKZW-F	S79, F79, S80, S82, F82, S83, F83, S84, F84, S85
											WWCT-F	F85, S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.43	3.81	4.48	4.79	5.25	6.4	6.6	6.7	7.0	6.7
Income (millions)	.27	.31	.30	.10	.09					
Nat Rev (millions)	.81	.94	1.18	1.19	1.51					
Rev Per Cap (\$)	---	10.43	12.28	13.11	14.24	17.39	17.88	18.06	18.91	18.11
Inc Per Cap (\$)	---	2.57	3.23	3.26	4.10					
Profit Margin	7.8	8.1	6.6	2.2	1.7					

STATION NOTES

(Major call letter and format changes)

- WIRL - Gradual shift from CHR to AC by 82
- WKZW-F - WMBD-F until 78
- WKQA-F - WZRO-F until 80
- Country until 80
- Contemp until 83
- WGLO-F - WSIV until 79
- BTFL until 85

MAJOR STATION SALES

1972	WSWT-F	Sold to Mid America	\$ 325,000
1980	WXCL, WKQA-F	Sold to Manship	1,750,000
1985	WVEL, WGLO-F	Sold to Cromwell	675,000
1986	WIRL, WSWT-F	From Mid American to WIN	3,400,000 (E)
1986	WXCL, WKQA-F	From Manship to Kelly	1,400,000

PHILADELPHIA

	SPG	12+ METRO SHARE											SPG	12+ CUME RATINGS							
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85
KYW (NT)	9.8	9.8	9.4	9.2	11.1	11.5	10.8	8.8	7.9	7.1	6.8	6.8	KYW	32.9	33.3	35.0	31.1	27.8	28.7	26.3	26.7
WMGK-F (AC)	---	4.4	3.7	3.2	3.2	7.4	7.9	7.8	6.2	5.6	5.3	4.9	WMGK-F	8.7	13.7	20.0	18.7	18.8	16.5	14.7	14.0
WPEN (BB)	---	2.6	2.7	2.5	1.9	3.3	4.1	4.3	5.4	4.7	4.9	4.5	WPEN	8.3	7.4	9.5	10.3	13.1	10.2	9.5	9.6
WCAU (NT)	10.6	7.1	4.9	5.0	4.7	4.3	3.2	4.6	4.7	5.0	4.0	4.7	WCAU	15.2	13.6	11.7	17.7	16.0	17.8	15.1	15.5
WCAU-F (R)	2.8	2.1	4.0	3.2	3.4	3.2	4.7	6.2	5.4	5.9	5.0	4.4	WCAU-F	11.2	9.6	9.9	22.0	20.8	21.4	19.2	17.8
WTRK-F (R)	10.4	8.7	7.0	7.3	7.1	5.9	5.4	2.9	2.0	2.6	2.5	1.5	WTRK-F	15.4	12.2	12.4	10.4	5.9	10.9	8.6	7.5
WEAZ-F (E)	5.7	6.1	5.7	5.0	5.7	5.5	5.9	6.5	7.5	7.9	7.2	8.1	WEAZ-F	15.0	13.0	13.7	12.8	16.8	16.4	16.1	16.9
WIP (M)	10.8	9.8	9.0	8.6	6.6	6.6	5.7	5.1	3.8	3.5	3.6	3.2	WIP	16.4	16.1	14.6	14.1	11.5	8.1	10.0	7.7
WMMR-F (A)	3.1	2.2	2.7	2.2	6.5	5.3	5.7	4.8	4.7	5.7	9.3	10.9	WMMR-F	14.5	14.5	14.6	16.0	14.9	15.5	18.7	22.7
WFIL (O)	8.0	7.6	5.4	4.7	4.5	3.9	2.4	3.0	2.4	1.9	1.9	1.8	WFIL	14.5	12.6	12.0	8.9	8.7	7.3	7.4	7.1
WUSL-F (B)	---	1.7	3.9	3.5	3.6	3.5	3.0	3.7	6.2	6.5	7.2	6.9	WUSL-F	---	7.3	6.1	7.9	13.7	14.9	16.1	15.6
WDAS-F (B)	---	3.4	4.4	6.4	7.1	5.4	6.1	6.2	6.2	5.4	4.8	4.0	WDAS-F	11.2	10.7	11.9	13.6	11.3	13.0	12.2	10.9
WDAS (B)	---	2.0	---	2.1	2.0	1.9	1.6	1.7	1.9	1.4	1.2	1.0	WDAS	---	6.7	---	6.7	5.9	5.3	---	4.2
WIOQ-F (A)	---	---	2.0	3.6	2.2	3.2	4.0	4.3	4.8	4.1	3.6	2.6	WIOQ-F	8.0	8.8	9.9	12.7	13.1	12.0	10.7	10.7
WXTU-F (C)	---	3.7	3.9	3.7	3.2	2.6	3.5	1.6	.5	3.2	3.3	3.8	WXTU-F	11.1	9.0	11.9	7.6	3.3	5.1	6.1	7.6
WYSP-F (A)	3.4	4.6	5.2	4.2	4.2	4.2	3.4	4.3	4.1	3.5	3.0	3.6	WYSP-F	11.6	11.9	10.8	13.5	13.6	13.3	11.6	12.8
WSNI-F (AC)	---	---	1.6	3.0	2.5	3.0	2.5	2.6	3.0	3.3	4.1	4.7	WSNI-F	---	7.8	6.8	9.4	10.7	10.1	11.2	11.5
WHAT (B)	---	---	---	1.8	1.2	1.1	1.3	1.9	1.4	1.7	1.2	1.2	WHAT	---	---	---	6.0	4.9	5.6	4.2	3.0
WWDB-F (NT)	---	3.0	2.5	3.3	3.5	4.0	4.6	4.7	4.6	4.5	3.8	4.0	WWDB-F	---	7.6	8.1	10.9	9.5	9.0	7.6	9.3
WFLN-F (CL)	---	2.2	2.5	2.4	2.1	2.3	1.8	2.0	1.9	1.7	1.7	1.8	WFLN-F	---	5.5	5.5	6.6	6.2	5.9	5.0	5.9
WZZD (G)	2.9	3.3	2.8	2.4	2.3	1.0	.4	.5	.6	.7	.6	.5	WZZD	7.9	6.2	---	1.8	2.3	2.2	1.8	1.5
WKSZ-F (AC)	---	---	---	---	---	---	---	.4	3.1	2.8	3.3	3.4	WKSZ-F	---	---	---	---	7.0	7.2	7.6	10.2

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.2	17.2	17.3	16.4	17.2	17.4	16.8	20.0	19.6	20.3	19.7	19.5	1984	KYW	NA
FM Share (%)	47.36	46.58	53.87	53.74	59.67	60.13	64.42	64.50	65.54	69.43	72.43	72.86	1985	KYW	\$15,200,000
Stations			29	27	30	28	29	28	33	30	26	27			
Diaries						1968	2579	2752	2575	2855	2667	2789			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:				
CHR/AOR/CONTEMP	39	41	34	25	28	24	25	CHR	10	10	7	KYW (12.3, S81)			
MOR/AC	13	10	13	23	15	19	MOR	5	4	4	4	Highest Metro 1/4 HR AVG: WMMR-F (854, S86)			
COUNTRY	2	3	4	--	1	6	3	3	4	4		Highest TSA 1/4 HR AVG: WMMR-F (1142, S86)			
BTFLEZ	19	19	18	13	14	10	9	10	10	10		Highest TSA Cume: KYW (16304, S80)			
NEWS/TALK	20	21	21	21	22	20	19	2D	16	18		Highest Metro Cume Rating: KYW (35.0, S81)			
BLACK/URBAN	4	4	7	13	14	13	17	17	17	14	#1 STATIONS, 12+ METRO SHARE				
NOSTALGIA	--	--	--	3	4	5	7	5	5	5	WIP S75, S76, F77, F78				
SPANISH	--	--	--	--	--	--	--	--	--	--	KYW F76, S77, S78, S79, F79, S80, F80, S81, F81, S82, F82, S83, S84				
RELIGION/GOSPEL	1	--	--	--	--	1	1	1	1	1	WEAZ-F F83, F84				
CLASSICAL	3	3	3	3	2	2	2	2	2	2	WMMR-F S85, F85, S86				

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	35.21	40.88	44.02	45.35	53.21	67.2	73.1	80.0	86.3	95.5
Income (millions)	4.33	5.79	5.67	4.69	6.13					
Nat Rev (millions)	12.21	12.38	15.99	16.14	19.18					
Rev Per Cap (\$)	---	8.52	9.21	9.55	11.32	14.30	15.45	16.88	18.09	19.98
Inc Per Cap (\$)	---	1.21	1.19	.99	1.30					
Profit Margin	12.3	14.2	12.9	10.3	11.5					

STATION NOTES

(Major call letter and format changes)

- WZZD - WIBG until 77  
Contemp changing to AC until 81
- WUSL-F - WPBS until 77  
BTFLEZ until about 79  
AC until late 81  
Country until 82
- WEAZ-F - WDR until 86
- WPEN - Oldies/AC until about 79
- WFIL - Contemp changing to AC until 81  
Country until 83
- WSNI-F - Country 77-79
- WXTU-F - Contemp until about 83
- WTRK-F - WSH until 84  
WZGO until 86  
BTFLEZ until 82

MAJOR STATION SALES

1970 WXTU-F	Sold to GCC	\$ 790,000
1970 WTRK-F	From Abe Voron to United Artists	950,000
1971 WFIL	From Capital Cities to LIN	11,500,000
1971 WUSL-F	From Capital Cities to John Richer	1,000,000
1971 WYSP-F	From Storer to SJR	700,000
1974 WMGK-F, WPEN	Sold to Greater Media	4,300,000
1976 WZZD	From Buckley to Fairbanks	2,950,000
1976 WUSL-F	From Phila Bulletin to LIN	1,400,000
1977 WTRK-F	From United Artists to Cox	4,250,000
1979 WIOQ-F	Sold to Outlet	6,425,000
1981 WZZD	From Fairbanks to Communicom	4,025,000
1981 WYSP-F	From SJR to Infinity	NA
1983 WXTU-F	From GCC to Beasley	6,000,000
1983 WWOB-F	Sold to Pyramid (cancelled)	7,350,000
1984 WHAT		750,000
1984 WPGR, WSNI-F	From Associated to Pyramid	12,300,000 (E)
1985 WFLN-AM		875,000
1985 WHAT		625,000
1985 WWDB-F	Sold to New Systems	6,000,000
1986 WIP	From Metromedia to Metropolitan	6,000,000
1986 WMMR-F	From Metromedia to Metropolitan	52,000,000
1986 WTEL	Sold to Beasley	2,400,000
1986 WWDB-F	From New System to Schwartz	NA

PHOENIX

	SPG	12+ METRO SHARE											SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85	86
KNIX-F (C)	4.7	7.9	5.6	5.0	8.6	9.2	7.6	7.2	7.5	7.2	9.7	9.7	KNIX-F	10.3	20.2	17.6	18.2	16.7	15.0	16.0	21.2	
KOY (M)	8.6	7.8	8.5	7.9	7.5	8.3	6.0	5.3	5.0	4.6	4.2	3.9	KOY	19.4	19.9	18.7	16.1	14.2	14.0	11.2	10.1	
KQYT-F (E)	6.7	11.0	9.8	10.7	10.9	7.7	6.8	7.6	7.0	8.0	6.5	6.1	KQYT-F	20.2	13.9	14.8	17.9	14.1	16.1	13.4	12.5	
KTAR (NT)	6.4	6.3	6.2	7.0	8.1	7.4	8.7	9.5	8.1	9.8	9.3	8.3	KTAR	25.7	19.6	19.2	17.8	21.4	19.9	19.5	19.0	
KKLT-F (AC)	4.8	5.8	4.0	3.9	4.3	2.9	3.2	4.7	6.7	5.7	5.5	4.9	KKLT-F	11.5	6.6	8.3	14.1	17.1	17.4	16.5	13.6	
KDKB-F (A)	---	6.4	5.4	8.2	5.9	6.3	7.5	7.2	7.6	5.8	3.7	3.2	KDKB-F	16.3	11.9	13.9	19.8	23.6	19.7	13.5	12.4	
KUPD-F (A)	---	9.6	10.4	6.1	5.2	4.7	4.8	5.7	6.6	6.3	9.4	7.5	KUPD-F	19.1	11.4	14.2	15.9	19.9	14.9	17.6	16.7	
KUKQ (B)	---	---	---	2.8	2.9	2.2	3.8	4.5	4.1	2.6	2.5	3.0	KUKQ	10.3	6.4	8.5	6.4	6.4	6.1	5.9	5.5	
KMEO-F (E)	7.5	8.3	8.9	6.5	7.6	7.8	8.4	7.3	6.5	5.9	6.3	7.0	KMEO-F	15.2	13.7	17.6	16.9	15.8	12.7	11.6	15.0	
KFYI (NT)	6.0	6.7	5.4	4.2	3.8	3.7	2.3	2.5	2.7	1.5	.8	1.8	KFYI	8.4	11.3	6.5	7.0	7.7	6.2	5.3	5.1	
KKFR-F (AC)	---	---	.7	2.6	3.7	.8	2.0	3.4	4.4	2.8	1.5	2.1	KKFR-F	7.6	---	---	7.0	9.1	10.1	7.7	7.9	
KZZP-F (R)	---	---	---	1.4	2.5	3.4	6.1	4.3	3.9	5.8	6.9	11.6	KZZP-F	---	9.4	16.8	14.1	13.0	19.6	20.2	23.3	
KSLX-F (R)	---	---	---	4.1	4.4	6.7	5.7	3.4	5.2	4.9	4.4	3.5	KSLX-F	15.7	16.3	16.7	14.3	15.8	18.7	17.8	7.8	
KOOL-F (O)	---	4.2	4.1	3.2	4.5	4.4	4.2	3.3	4.1	4.4	4.9	3.8	KOOL-F	10.1	10.2	10.3	10.3	13.7	13.3	10.4	11.5	
KOOL (BB)	7.1	6.4	5.4	4.9	4.0	2.3	2.4	1.5	1.6	1.1	1.8	1.0	KOOL	11.3	7.9	8.0	5.4	5.0	4.2	---	3.8	
KLFF (BB)	---	---	---	2.6	2.4	1.8	2.8	2.7	2.9	2.8	2.8	2.6	KLFF	10.6	7.6	---	6.2	6.4	5.7	---	5.1	
KFLR (G)	9.3	4.4	5.0	2.3	1.1	.6	.6	1.2	.8	1.1	.5	.5	KFLR	---	---	---	2.3	2.2	2.3	1.8	1.7	
KVVA (S)	6.0	---	2.0	4.6	2.1	1.6	1.8	2.0	.7	1.7	1.1	1.5	KVVA	---	---	---	1.9	1.9	2.3	1.2	2.0	
KLZI-F (AC)	---	---	---	---	---	---	---	1.1	1.2	3.7	4.0	3.4	KLZI-F	---	---	---	---	2.0	10.0	13.6	11.4	
KAMJ-F (AC)	---	---	---	---	---	---	---	2.0	1.9	2.6	2.4	2.2	KAMJ-F	---	---	---	---	4.3	9.8	6.7	5.8	
KSTM-F (A)	---	---	---	---	---	---	---	2.0	1.9	2.1	2.3	1.6	KSTM-F	---	---	---	---	4.4	---	5.7	4.9	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.2	16.0	15.0	16.0	16.5	16.7	17.6	17.5	18.7	18.6	17.9	17.6	1984	KTAR	\$6,400,000
FM Share (%)	36.75	48.80	45.29	51.52	59.96	56.32	58.67	63.68	68.07	68.89	71.44	71.42	1985	KTAR	\$7,200,000
Stations			27	27	28	26	28	29	30	27	28	29			
Diaries						1585	1297	1401	1538	1385	1558	1486			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:			Highest Metro Cume Rating:		
CHR/AOR/CONTEMP	39	38	38	36	31	31	30	CHR 12	15	13	KNIX-F+ (12.1, S80)			KUPD-F+ (25.8, F77)		
MOR/AC	15	14	12	12	11	11	MOR 5	AOR 16	15	17	KZZP-F (302, S86)			KNIX-F (357, F85)		
COUNTRY	11	10	9	18	16	16	15	6	4	4	KNIX-F (3838, S86)					
BTFL/EZ	21	19	21	18	18	19	15	14	16	17						
NEWS/TALK	6	7	10	9	10	9	8	15	14	15						
BLACK/URBAN	---	1	4	---	2	4	4	10	10	11						
NOSTALGIA	---	---	---	1	4	4	3	3	2	4						
SPANISH	6	7	3	4	4	3	3	2	2	2						
RELIGION/GOSPEL	1	3	---	1	2	1	2	2	2	2						
CLASSICAL	1	1	2	2	2	2	2	2	2	---						

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	11.67	13.88	15.85	20.43	24.51	32.4	37.4	42.8	51.9	55.2
Income (millions)	.15	1.02	1.10	1.60	.44					
Nat Rev (millions)	3.64	4.35	6.03	6.78	8.27					
Rev Per Cap (\$)	---	10.59	12.11	15.21	15.32	21.04	23.38	25.48	29.83	30.84
Inc Per Cap (\$)	---	.78	.84	1.19	.28					
Profit Margin	1.3	7.4	7.0	7.9	1.8					



MAJOR STATION SALES

1971	KFLR	Sold to Doubleday	\$ 1,000,000	
1971	KNTS, KDKB-F	Sold to Eric Havenstein	195,000	
1973	KQYT-F	To Harte Hanks	1,213,000	
1972	KMEO A/F		400,000	
1972	KRUX (?)	Sold to Lotus	approx. 800,000	
1972	KPHO (?)	Sold by Meredith	1,651,000	
1972	KPHX		217,000	
1974	KPHX		175,000	
1975	KUKQ, KUPD-F		393,000	
1976	KMEO A/F	Sold by Media Horizons	1,500,000	
1976	KZZP, KZZP-F	Sold by Number One	1,200,000	
1977	KFYI	Sold to ITC	1,550,000	
1978	KOPA A/F	From Sun World to First Media	1,000,000	
1978	KKFR-F	Sold to ITC	950,000	
1978	KFLR	From Doubleday to Family Life	700,000	
1978	KNTS, KDKB-F	Sold to Sandusky Newspapers	4,000,000	
1979	KTAR, KKLT-F	From Gannett to Pulitzer	2,000,000	(KSD in St
1979	KVVA	Sold by Tichenor	575,000	Loui
1980	KZZP A/F	Sold to Western Cities	2,500,000	
1980	KPHX		650,000	
1980	KMEO A/F	Sold to Scripps-Howard	4,000,000	
1981	KFYI, KKFR-F	From ITC to Wolpin	6,250,000	
1982	KOOL	From Stauffer to Chauncey	2,000,000	
1983	KLZI-F	Sold to Transcom	3,980,000	
1984	KNTS	Sold by Sandusky	200,000	
1984	KSUN (?)		470,000	
1984	KOY, KQYT-F	From Harte-Hanks to Edens	12,000,000 (E)	
1984	KZZP A/F	From Western Cities to Nationwide	10,800,000 (E)	
1985	KMEO A/F	From Scripps-Howard to Westinghouse	11,500,000	
1986	KFLR	From Family Life to Affiliated	650,000 (E)	
1986	KFLR, KAMJ-F	From Affiliated to EZ	12,300,000	
1986	KSUN, KLZI-F	From Transcom to Duffy	15,000,000	
1986	KOOL A/F	Sold to Adams	15,000,000	

#1 STATIONS, 12+ METRO SHARE

KFLR	S75
KQYT-F	S76, F77, S78, F78, S79, F79
KUPD-F+	F76, S77, F85 (T)
KNIX-F	S80, F80, F85(T)
KTAR	S81, S82, F82, F83, S84, F84, S85
KDKB-F	F81, S83
KZZP-F	S86

STATION NOTES

(Major call letter and format changes)

KUPD-F	-	CHR to AOR by 82
KKLT-F	-	KBBC until 82
		Contemp to AC by 82
KUKQ	-	KUPD until 78
		KKKQ until 81
		Oldies until 81
KZZP-F	-	KBUZ until about 77
		KIOG until 80
KSLX-F	-	KDOT until 78
		KOPA until 86
		CHR until 86
KOOL	-	KOOL until 79
		KARZ until 83
		AC to Nost by 84
KLFF	-	KRUX until 81
		News until 76
		Contemp until about 80
KFLR	-	KRIZ until 78
		CHR until about 78
KKFR-F	-	KXTC until 81
		Urban until 80
		KJJJ until 85
		Country until 85
KVVA	-	KIFN until 82
KFYI	-	KJJJ until 85
		Country until 85
KAMJ-F	-	KHEP until 85
		KONC until 86
		Classical until 86

PITTSBURGH

	12+ METRO SHARE														12+ CUME RATINGS							
	SPG														SPG							
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86		
KDKA (M)	25.5	24.2	24.9	23.2	22.8	23.8	21.1	19.3	16.5	15.2	13.5	15.3	KDKA	52.9	52.9	51.0	44.7	43.0	39.2	34.8	35.3	
WLTJ-F (AC)	---	1.6	---	.7	2.6	3.1	3.4	4.6	5.2	3.4	3.1	3.3	WLTJ-F	---	9.7	10.8	11.5	11.3	10.6	9.0	8.4	
WTAE (AC)	6.1	7.0	5.9	6.4	5.9	6.6	7.4	6.1	6.8	5.0	4.0	3.3	WTAE	18.2	18.0	19.9	18.8	16.5	16.0	12.9	12.3	
WDVE-F (A)	5.3	6.3	6.5	6.2	7.6	5.9	7.0	6.3	7.5	7.9	8.3	7.2	WDVE-F	15.9	14.9	16.6	18.6	16.9	17.6	17.2	17.5	
KQV (NT)	---	2.3	2.4	3.4	4.1	4.3	3.4	4.2	2.9	2.5	2.3	3.1	KQV	13.5	13.7	11.0	12.4	11.1	8.4	7.3	8.5	
WSHH-F (E)	6.7	6.9	8.4	7.7	7.8	7.3	6.2	5.3	5.1	7.1	8.6	9.8	WSHH-F	18.4	15.2	15.6	15.3	13.0	11.7	16.9	16.5	
WBZZ-F (R)	4.6	4.2	4.6	5.7	3.9	2.9	2.8	5.9	6.7	8.1	9.5	8.0	WBZZ-F	10.3	9.1	7.8	17.1	20.2	20.1	24.8	21.6	
WHTX-F (AC)	---	1.9	4.6	5.6	6.1	6.0	5.4	4.0	4.9	5.8	4.5	4.4	WHTX-F	20.0	17.7	20.2	17.9	18.4	18.8	16.6	15.1	
WAMO-F (B)	---	3.1	2.2	3.0	5.1	4.2	5.5	6.8	5.5	4.8	5.7	6.8	WAMO-F	8.9	11.6	10.7	11.0	12.3	12.9	11.1	10.8	
WEPP (C)	3.0	5.6	4.3	2.1	3.4	3.9	4.5	2.5	2.0	1.6	2.2	1.7	WEPP	---	9.0	7.9	7.0	4.9	4.0	4.0	4.5	
WDSY-F (C)	---	---	---	2.3	2.4	3.3	2.4	2.6	3.1	3.3	2.8	2.2	WDSY-F	---	---	6.0	5.7	6.6	8.0	6.2	6.4	
WYDD-F (A)	---	1.9	2.5	2.2	1.8	1.6	3.1	2.8	1.8	2.0	2.7	2.3	WYDD-F	---	5.9	7.4	11.9	7.1	9.3	8.8	9.5	
WWSW-F (AC)	4.4	5.4	5.4	4.9	3.4	3.0	4.4	4.1	5.4	5.1	5.2	4.9	WWSW-F	15.6	12.3	14.0	14.1	17.1	14.3	13.8	13.8	
WJAS (BB)	8.3	5.4	4.3	4.3	2.7	2.4	3.6	4.5	4.7	3.9	3.8	3.4	WJAS	14.4	11.5	---	10.1	10.5	8.5	7.6	7.7	
WMYG-F (AC)	---	.8	2.6	2.6	4.1	3.2	2.7	3.3	3.7	4.0	2.6	3.7	WMYG-F	10.4	10.5	10.1	5.4	13.7	14.5	8.8	9.8	
WTKN (NT)	7.4	6.4	6.2	4.3	3.1	2.9	1.8	1.6	3.1	3.7	3.6	4.2	WTKN	11.5	9.5	8.2	9.4	8.9	8.0	8.2	8.6	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.9	18.0	16.5	16.8	17.5	17.4	18.8	18.9	18.5	18.6	18.7	19.1	1984	KDKA	NA
FM Share (%)	30.96	35.64	42.40	44.22	49.84	47.60	50.43	52.47	58.13	60.89	61.87	61.63	1985	KDKA	\$12,000,000
Stations			32	30	28	30	31	34	30	27	34	32			
Diaries						1692	1706	1706	1765	1385	2113	1934			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	33	33	30	25	29	27	22	CHR 15	15	10	KDKA (27.0, S77)		
MOR/AC	37	33	33	40	38	33	MOR 20	AOR 11	12	12	KDKA (906, S76)		
COUNTRY	6	7	10	8	10	9	7	23	23	23	KDKA (1151, S76)		
BTFLEZ	17	15	15	15	12	12	11	12	14	18	KDKA (14765, S77)		
NEWS/TALK	2	3	5	5	4	7	7	7	5	8	KDKA (52.9, S79)		
BLACK/URBAN	3	4	5	5	6	7	7	7	6	8			
NOSTALGIA	1	1	--	1	1	5	7	6	5	4			
SPANISH	--	--	--	--	--	--	--	--	--	--			
RELIGION/GOSPEL	2	1	1	1	2	1	2	1	2	2			
CLASSICAL	--	--	--	--	--	--	--	--	--	--			

#1 STATIONS, 12+ METRO SHARE

KDKA All rating periods

STATION NOTES

(Major call letter and format changes)

- WMYG-F - WLOA until 78
- WFFM until 82
- WHYW until 86
- WHTX-F - WTAE until 77
- WXXK until 83
- CHR until about 85
- WTKN - WWSW until 82
- MOR until 82
- WAMO - WAMO until 77
- WYJZ until about 81
- WLTJ-F - KDKA-F until 79
- ? Format until 79
- WPNT until 86
- WBZZ-F - WJOI-F until 81
- BTFLE until 81
- WWSW-F - WPEZ-F until 80
- Contemp until 80
- WJAS - WKTQ until 81
- Contemp until 81
- WDSY-F - WEEP-F until 78
- Simulcast with WEEP until 78

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	20.14	21.46	24.31	25.51	27.49	33.8	36.1	38.3	39.1	42.0
Income (millions)	2.22	2.04	1.79	.89	.11					
Nat Rev (millions)	6.39	6.76	8.53	8.76	9.75					
Rev Per Cap (\$)	---	9.42	10.69	11.29	12.26	14.76	16.12	17.56	17.94	19.35
Inc Per Cap (\$)	---	.89	.79	.39	.05					
Profit Margin	11.1	9.5	7.3	3.5	0.4					

MAJOR STATION SALES

1973	WJAS, WSHH-F	From NBC to Heftel	\$1,800,000
1974	KQV, WDVE-F	From ABC to Taft	3,500,000
1977	WJAS	From Heftel to Nationwide	1,240,000
1977	WSHH-F	From Heftel to Nationwide	2,000,000
1977	WBZZ-F	Sold to EZ	1,000,000
1977	WEPP, WDSY-F	From Myron Jones to Entercom	925,000
1981	WJAS	From Nationwide to BENI	1,500,000
1982	KQV	Sold by Taft	2,000,000
1983	WSHH-F	Sold by Nationwide	2,700,000
1984	WPIT A/F	From Associated to Pyramid	7,200,000 (E)
1985	WJAS	Sold by BENI (never completed)	700,000
1985	WBVP, WWKS-F (Beaver Falls)		1,800,000

PORTLAND, ME

12+ METRO SHARE

12+ CUME RATINGS

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WPOR-F (C)	17.4	16.3	17.0	5.5	10.1	6.7	15.7	13.5	10.5	15.5	16.1	13.7	WPOR-F	16.0	16.9	21.5	21.8	21.4	23.8	23.8	23.2
WPOR (C)	---	---	---	6.6	8.2	8.3	3.8	3.6	2.8	3.7	.9	.4	WPOR	16.1	---	---	12.7	8.0	11.6	5.2	4.6
WJBQ-F (R)	13.6	12.4	15.1	17.3	11.9	10.3	9.1	12.7	9.0	7.4	7.0	4.2	WJBQ-F	25.2	21.5	19.6	25.0	24.8	18.1	19.5	10.7
WGAN (M)	15.7	14.6	15.8	19.2	17.5	11.9	13.3	10.5	9.3	10.5	7.3	6.3	WGAN	38.8	32.3	35.0	32.8	25.3	22.3	22.7	15.0
WGAN-F (R)	12.3	12.4	10.8	11.1	8.6	13.4	8.7	10.5	6.8	5.1	7.3	7.7	WGAN-F	20.7	25.8	20.1	21.2	20.9	13.7	18.4	19.2
WBLM-F (A)	3.8	8.4	4.2	5.2	3.7	10.3	9.8	12.7	13.6	13.2	14.6	11.6	WBLM-F	11.5	16.9	19.2	24.6	24.9	24.3	27.5	22.9
WYNZ (BB)	8.5	7.1	8.9	4.4	2.6	3.6	10.1	6.5	10.8	8.4	7.6	6.3	WYNZ	---	15.9	22.5	15.0	19.2	15.3	14.6	12.0
WYNZ-F (AC)	---	1.8	2.7	.7	6.3	8.7	6.6	3.3	6.5	4.4	5.4	8.1	WYNZ-F	---	---	21.0	10.3	16.5	14.6	16.5	16.9
WMGX-F (AC)	---	---	4.6	4.1	7.8	7.1	3.8	6.2	6.5	5.4	5.1	7.7	WMGX-F	---	---	---	14.1	15.3	14.7	13.6	14.4
WHOM-F (E)	6.4	5.8	4.6	6.3	4.5	4.7	2.4	1.1	1.5	2.0	5.7	6.3	WHOM-F	11.0	10.0	8.0	5.8	5.4	5.3	11.1	11.3
WLOB (?)	11.0	7.5	6.2	---	.4	3.6	1.0	1.1	1.2	.7	.6	1.4	WLOB	---	---	---	3.5	5.6	1.9	3.1	2.8
WIGY-F (R)	---	---	4.6	4.1	6.7	4.0	3.8	1.8	2.8	5.7	2.8	2.8	WIGY-F	13.5	12.3	9.8	10.6	11.3	16.4	14.6	9.3
WKZS-F (AC)	---	---	---	---	---	---	---	---	2.2	3.0	3.8	6.3	WKZS-F	---	---	---	---	5.1	9.4	13.7	15.2
WCLZ-F (AC)	---	---	---	---	---	---	---	2.2	3.4	4.7	2.8	2.8	WCLZ-F	---	---	---	---	8.0	9.9	8.7	5.3
WBZ (M)	2.1	3.1	2.7	5.5	2.2	2.8	2.8	3.3	2.8	1.0	1.6	2.1	WBZ	8.7	7.2	13.3	7.4	7.4	6.9	6.4	5.6

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.2	13.8	15.5	16.0	15.7	14.8	15.9	15.1	17.3	15.9	16.9	15.0	1984	WPOR A/F	\$1,500,000
FM Share (%)	44.67	49.30	51.02	54.23	61.07	68.60	63.64	70.31	66.77	71.94	79.51	80.54	1985	WPOR A/F	\$1,800,000
Stations			15	19	19	18	18	19	20	18	18	18			
Diaries						556	523	650	560	533	545	567			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share: WGAN (19.2, S78)		
CHR/AOR/CONTEMP	35	33	37	43	32	36	33	CHR 14	19	20	Highest Metro 1/4 HR AVG: WPOR-F (51, S85)		
MOR/AC	20	32	24	19	21	21	MOR 13	AOR 15	17	17	Highest TSA 1/4 HR AVG: WPOR-F (140, S85)		
COUNTRY	19	16	23	19	22	21	AC 11	12	10	9	Highest TSA Cume: WBLM-F (1546, S83)		
BTFL/EZ	16	18	13	19	12	13	14	21	19	21	Highest Metro Cume Rating: WGAN (38.8, S79)		
NEWS/TALK	9	--	1	--	1	1	11	8	6	7			
BLACK/URBAN	--	--	--	--	--	--	2	--	1	--	#1 STATIONS, 12+ METRO SHARE		
NOSTALGIA	--	--	--	--	11	7	--	--	--	--	WPOR-F S75, S76, S77, S81, S82, S84, S85, S86		
SPANISH	--	--	--	--	--	--	--	--	--	--	WGAN S78, S79		
RELIGION/GOSPEL	--	--	--	--	--	--	--	--	--	--	WGAN-F S80		
CLASSICAL	1	1	1	1	--	1	1	--	1	--	WBLM-F S83		

FINANCIAL DATA\*

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.59	2.40	2.84	3.25	3.62	4.9	5.4	6.0	6.6	6.7
Income (millions)	-.11	-.01	.12	-.28	-.22					
Nat Rev (millions)	.37	.46	.68	.66	.92					
Rev Per Cap (\$)	---	13.04	15.45	17.33	19.14	22.27	24.43	27.03	29.46	33.78
Inc Per Cap (\$)	---	-.04	.67	-1.52	-1.18					
Profit Margin	---	---	4.3	---	---					

STATION NOTES

(Major call letter and format changes)

WYNZ	-	WCSH until 81
		News until 78
		MOR until 81
WYNZ-F	-	WRQN-F until 78
		WLOB-F until 81
		Soft Rock until 79
		AOR until 81
WHOM-F	-	WMTQ-F until 76
WPOR A/F	-	Simulcast 75-77
WLBQ, WMER	-	Simulcast 75-81
WLOB	-	Rock moving towards AC

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1971	WPOR A/F	From Hindreth to Ocean Coast	\$ 240,000
1972	WMER (Westbrook)	To John Bride	182,000
1976	WLOB	Sold by Adams-Russell	600,000
1978	WLOB, WYNZ-F		800,000
1980	WYNZ-F	Sold to Eastman	474,000
1982	WHOM-F (Mt. Washington)		3,500,000
1983	WYNZ A/F	From Eastman to Buckley	1,125,000
1983	WGAN A/F	Sold by Guy Gannett	3,100,000
1984	WJTO, WIGY-F (Bath)	Sold by Porter	1,900,000
1984	WLOB		203,000
1986	WMER, WJBQ-F	From Bride to Porter	2,240,000

PORTLAND, OR

	12+ METRO SHARE											12+ CUME RATINGS									
	SPS	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86
KGON-F (A)	---	3.4	5.2	5.2	8.1	9.1	10.3	11.2	4.8	4.4	6.3	7.1	KGON-F	11.1	14.8	17.7	22.0	11.4	12.4	15.5	15.1
KSGO (D)	6.4	3.4	3.9	4.3	3.5	4.3	4.1	4.5	3.2	2.9	1.7	2.0	KSGO	11.7	11.6	12.3	12.7	12.2	5.8	6.8	6.3
KEX (M)	7.8	9.7	7.7	6.8	7.3	8.3	7.8	5.8	5.7	4.9	7.2	5.8	KEX	17.0	18.5	17.4	17.0	15.4	12.2	19.8	15.2
KGW (AC)	9.8	13.2	12.7	13.4	12.5	10.1	9.1	6.5	7.3	6.4	8.2	7.4	KGW	34.2	30.9	26.0	24.2	24.7	20.7	23.9	21.0
KXL (NT)	6.5	8.0	6.5	6.0	6.3	5.0	4.0	3.8	3.4	4.0	6.8	6.4	KXL	12.8	10.5	11.3	9.3	8.6	9.8	11.5	13.3
KXL-F (E)	---	5.0	4.0	5.4	5.0	7.4	6.2	5.6	5.4	8.4	7.9	9.1	KXL-F	9.8	14.1	13.5	9.7	10.9	13.7	11.6	13.1
KINK-F (A)	---	4.3	3.7	3.9	4.9	4.5	6.9	6.7	6.1	6.4	6.4	6.3	KINK-F	11.0	9.1	11.7	13.1	15.0	12.5	12.2	12.4
KUPL (C)	---	---	2.5	4.5	2.4	3.1	3.2	3.7	5.1	1.0	6	1.3	KUPL	---	---	---	9.8	---	3.7	2.6	3.5
KUPL-F (C)	5.9	7.3	5.9	4.7	7.0	6.9	7.1	7.2	7.9	3.7	4.4	5.0	KUPL-F	12.7	13.0	16.3	13.9	14.5	8.3	7.6	11.1
KKLI-F (C)	6.2	7.0	8.5	4.0	5.5	2.3	4.1	6.1	6.9	4.3	3.3	4.2	KKLI-F	16.8	---	---	17.3	17.9	12.1	9.0	9.3
KWJJ (C)	6.5	7.2	8.5	8.3	6.4	5.4	5.4	4.7	4.3	4.5	2.7	3.7	KWJJ	15.8	15.2	13.7	13.5	11.2	11.8	8.7	8.6
KWJJ-F (C)	---	2.5	3.9	3.8	3.5	2.5	2.7	3.4	5.7	3.5	2.1	3.8	KWJJ-F	9.5	---	---	6.9	8.6	8.2	5.1	8.8
KYTE-F (CL)	---	---	---	3.2	2.8	2.7	4.1	4.2	7.4	4.5	2.3	2.9	KYTE-F	---	8.5	12.2	12.9	15.5	11.3	7.2	8.9
KYTE (BB)	4.5	4.2	6.4	6.5	3.9	5.2	4.0	3.2	2.1	5.9	4.7	4.5	KYTE	16.4	11.0	11.0	10.0	7.3	7.8	8.0	8.3
KKSN (CL)	5.9	4.2	---	---	1.3	1.1	1.6	3.0	3.0	1.8	1.2	---	KKSN	---	---	---	5.5	7.8	---	---	3.8
KKEY (NT)	---	3.0	3.1	3.7	4.4	3.5	3.3	2.6	1.7	2.6	1.6	.8	KKEY	---	---	---	3.3	3.1	---	2.4	1.5
KMJK-F (R)	---	---	1.2	2.7	4.2	5.3	3.2	2.9	6.4	8.5	6.2	4.7	KMJK-F	---	12.2	9.9	6.8	13.4	20.1	16.6	14.6
KKRZ-F (R)	---	---	---	.7	1.5	2.1	3.0	2.7	2.2	5.1	9.4	7.7	KKRZ-F	---	---	---	5.4	8.2	10.6	19.7	19.3
KKCW-F (AC)	---	---	---	---	---	---	---	---	---	5.0	5.3	4.4	KKCW-F	---	---	---	---	---	11.1	10.1	11.6

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.2	15.3	14.8	14.7	14.2	15.3	15.5	16.3	15.6	15.3	16.0	16.2	1984	KGW	\$4,200,000
FM Share (%)	32.72	34.79	36.56	36.78	44.68	46.62	49.48	55.85	59.31	61.24	57.82	62.60	1985	KGW	\$4,900,000
Stations			23	26	24	26	25	26	24	27	25	24			
Diaries						1325	1291	1352	1337	1354	1340	1533			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	39	45	45	40	40	41	38	CHR	15	19	15	KGW	(15.2, S77)
MOR/AC	26	16	14	13	12	13	MOR	7	4	9	6	KGON-F	(230, S82)
COUNTRY	10	10	12	14	14	14	AC	11	19	21	20	KGW	(306, S77)
BTFLEZ	12	20	19	22	18	13	12	16	11	15	15	KGW	(5034, F76)
NEWS/TALK	8	7	8	9	13	11	10	7	7	8	8	KGW	(38.1, F78)
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---	---		
NOSTALGIA	1	---	---	---	---	4	5	8	5	5	5		
SPANISH	---	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	3	3	1	2	2	2	2	2	3	3	3		
CLASSICAL	3	---	---	---	---	---	3	2	5	4	4		

#1 STATIONS, 12+ METRO SHARE

KGW	S75, S76, F76, S77, F77, S78, F78, S79, F79, S80, S85
KGON-F	F80, S81, F81, S82, F82
KRCK-F	S83
KUPL-F	F83
KMJK-F	S84
KXL-F	F84, S86
KKRZ-F	S85

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	11.53	13.22	17.03	16.10	21.90	25.9	27.5	29.2	30.2	32.8
Income (millions)	1.36	.91	1.70	1.73	.47					
Nat Rev (millions)	3.92	4.39	6.45	6.56	8.49					
Rev Per Cap (\$)	---	11.72	14.86	13.81	17.08	20.89	21.48	21.95	22.37	24.12
Inc Per Cap (\$)	---	.81	1.48	1.49	.37					
Profit Margin	11.8	6.9	10.0	10.8	2.2					

STATION NOTES

(Major call letter and format changes)

KGW	- Contemp to AC by 83
KUPL	- BTFLEZ until 81
	- Nost until 84
KUPL-F	- BTFLEZ until 84
KWJJ-F	- BTFLEZ until 80
	- KJIB until 85
KYTE-F	- KYTE-F until 79
	- Contemp to AC by 82
	- KLLB until 83
	- AOR beginning in 83
	- KRCK until 85
KYTE	- KOIN until 78
	- MOR until 77
	- Contemp until 79
	- Country until about 84
KKRZ-F	- KQFM until 83
	- AOR/Rock until about 81
	- Oldies until 83
KXL	- BTFLEZ/MOR until 81
KEX	- AC until about 80
KKSN	- KISN until about 79
	- Contemp to AC/MOR by 82
	- Begins Classical in 83
KKLI-F	- KPAM until 80
	- KCNR until 85
	- Contemp to AC by 83
KSGO	- KYXI until 83
	- News/Talk until 83
KMJK-F	- AC until 82

MAJOR STATION SALES

1971	KSGO		\$ NA
1971	KYTE A/F	To Newhouse	NA
1973	KWJJ	Sold to Park	2,500,000
1973	KSGO	Sold to McCoy	1,500,000
1973	KUPL A/F		1,050,000
1973	KGON-F	From Cascade to McCoy	400,000
1974	KWJJ-F	Sold to Park	250,000
1977	KYTE A/F	From Newhouse to Gaylord	1,500,000
1978	KKRZ-F	Sold to Golden West	590,000
1978	KVAN (Vancouver)	Sold to Capps	730,000
1979	KMJK-F	Sold to Harte-Hanks	1,300,000
1979	KSGO, KGON-F	From McCoy to Des Moines Register	NA
1979	KVAN	Sold to Patten	980,000
1981	KCNR, KCNR-F	Sold to Bob Duffy	3,500,000
1982	KYTE A/F	From Gaylord to Henry	4,500,000
1983	KMGK-F	Sold by Harte-Hanks	2,500,000
1983	KEX, KQFM-F	From Golden West to Taft	8,000,000
1985	KKCW-F	Sold to Fairwest	5,000,000
1985	KSGO, KGON-F	Sold to Ackerly	6,000,000
1985	KCNR-F	Sold by Duffy	7,000,000
1985	KMJK (Lake Oswego)	Sold to Ives	1,600,000
1985	KCNR-A	Sold by Duffy (cancelled)	600,000
1986	KRDR (Gresham)	Sold by Comm. Pacific	600,000
1986	KPDQ A/F	Sold to Salem	6,500,000
1986	KCNR-AM		425,000

PORTSMOUTH - DOVER, NH

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WOKQ-F (C)	---	---	---	---	---	---	---	---	---		---	14.2	11.7	16.0	WOKQ-F	---	---	---	---	---
WHEB-F (A)	---	---	---	---	---	---	---	---	---	---	4.9	10.1	9.1	WHEB-F	---	---	---	---	---	17.7	18.2	20.3
WERZ-F (R)	---	---	---	---	---	---	---	---	---	---	11.3	8.2	6.5	WERZ-F	---	---	---	---	---	23.6	20.9	17.9
WTSN (AC)	---	---	---	---	---	---	---	---	---	---	3.0	4.9	2.6	WTSN	---	---	---	---	---	9.9	11.0	86
WHEB (M)	---	---	---	---	---	---	---	---	---	---	1.2	3.5	2.0	WHEB	---	---	---	---	---	4.4	---	2.6
WCYT-F (?)	---	---	---	---	---	---	---	---	---	---	1.0	1.4	.6	WCYT-F	---	---	---	---	---	2.8	3.0	4.4
WWNH (M)	---	---	---	---	---	---	---	---	---	---	1.8	1.0	.8	WWNH	---	---	---	---	---	5.7	4.1	2.9
WBZ (M)	---	---	---	---	---	---	---	---	---	---	7.3	6.0	5.5	WBZ	---	---	---	---	---	18.4	15.9	13.4
WSSH-F (AC)	---	---	---	---	---	---	---	---	---	---	5.3	5.3	9.9	WSSH-F	---	---	---	---	---	12.4	13.2	20.5
WBCN-F (A)	---	---	---	---	---	---	---	---	---	---	3.8	5.1	5.3	WBCN-F	---	---	---	---	---	9.9	10.7	12.0
WHOM-F (E)	---	---	---	---	---	---	---	---	---	---	3.8	3.7	4.0	WHOM-F	---	---	---	---	---	7.8	9.0	8.6
WZID-F (E)	---	---	---	---	---	---	---	---	---	---	2.6	3.7	2.6	WZID-F	---	---	---	---	---	6.5	3.7	6.4
WGIR-F (A)	---	---	---	---	---	---	---	---	---	---	4.3	3.3	2.2	WGIR-F	---	---	---	---	---	10.4	8.6	7.6

ONE RATING BOOK PER YEAR BEGINNING IN 1984

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	---	---	---	---	---	---	---	---	---	17.7	16.9	16.8	1984	NA
FM Share (%)	---	---	---	---	---	---	---	---	---	80.22	74.77	81.31	1985	WOKQ-F \$2,100,000
Stations										30	30	33		
Diaries										767	891	807		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	--	--	--	--	--	--	CHR	18	16	14	WOKQ-F (16.0, S86)	
MOR/AC	--	--	--	--	--	--	AOR	15	22	20	Highest Metro 1/4 HR AVG: WOKQ-F (79, S86)	
COUNTRY	--	--	--	--	--	--	MOR	11	13	12	Highest TSA 1/4 HR AVG: WOKQ-F (82, S86)	
BTFL/EZ	--	--	--	--	--	--	AC	22	21	21	Highest TSA Cume: WOKQ-F (873, S86)	
NEWS/TALK	--	--	--	--	--	--		17	14	20	Highest Metro Cume Rating: WOKQ-F (26.3, S86)	
BLACK/URBAN	--	--	--	--	--	--		10	9	9		
NOSTALGIA	--	--	--	--	--	--		4	4	5		
SPANISH	--	--	--	--	--	--		2	--	--		
RELIGION/GOSPEL	--	--	--	--	--	--		--	--	--		
CLASSICAL	--	--	--	--	--	--		1	--	--		

#1 STATIONS, 12+ METRO SHARE

WOKQ-F All rating periods since 1984

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	---	---	---	---	---	---	---	---	6.5	7.4
Income (millions)	---	---	---	---	---					
Nat Rev (millions)	---	---	---	---	---					
Rev Per Cap (\$)	---	---	---	---	---	---	---	---	21.45	24.10
Inc Per Cap (\$)	---	---	---	---	---					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes) (Since 1984)

- WXXZ - Changed to WCYT in 86
- WBBX - Changed calls to WAVI in 85

MAJOR STATION SALES

(Since 1984)

1985	WBBX		\$ 450,000
1986	WMYF, WERZ-F	From Porter to Justice	5,000,000

PROVIDENCE

	<u>12+ METRO SHARE</u>											<u>12+ CUME RATINGS</u>									
	SPG											SPG									
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WLKW-F (E)	16.0	19.6	17.0	10.7	11.3	11.8	11.0	11.7	12.2	11.6	12.6	10.1	WLKW-F	18.6	23.0	20.9	21.2	25.2	20.2	23.2	18.9
WLKW (BB)	---	---	---	3.4	2.5	3.5	4.9	3.9	4.3	3.0	1.8	.8	WLKW	---	---	---	8.0	---	5.5	4.7	2.6
WPRO (AC)	10.8	11.3	10.7	11.1	8.8	7.1	8.5	7.3	6.3	5.6	7.2	5.3	WPRO	31.2	23.7	27.4	26.2	21.4	20.0	20.3	18.2
WPRO-F (R)	8.0	8.7	6.1	7.4	8.5	7.7	9.6	9.3	9.4	9.8	10.5	10.9	WPRO-F	24.1	23.1	30.2	30.6	31.2	27.9	29.8	27.4
WEAN (BB)	4.7	6.2	4.2	5.7	5.2	5.6	4.8	5.3	3.4	3.4	2.1	3.8	WEAN	17.3	16.8	17.8	13.1	10.7	10.5	8.8	7.0
WVLI-F (AC)	2.5	4.5	5.9	6.5	7.2	8.6	6.0	5.5	3.8	3.1	5.2	7.4	WVLI-F	23.1	26.1	22.5	21.6	14.3	10.2	12.2	15.2
WHJJ (NT)	5.7	6.5	5.7	4.8	4.9	3.7	3.8	4.1	5.2	6.1	6.7	6.6	WHJJ	21.1	17.9	16.0	14.7	11.0	12.5	13.7	12.2
WHJY-F (A)	8.2	6.4	6.3	5.3	5.8	5.4	6.3	9.7	7.9	9.9	9.5	8.7	WHJY-F	11.9	11.9	9.8	21.3	23.3	19.4	21.0	21.5
WHIM (C)	---	---	---	4.1	3.3	3.3	3.0	3.6	3.3	1.9	1.5	.7	WHIM	---	---	---	5.9	5.5	3.9	---	2.4
WSNE-F (AC)	---	---	---	.7	.5	.7	3.4	3.9	4.1	5.4	3.6	2.6	WSNE-F	---	---	---	10.4	13.5	14.7	12.9	10.7
WBRU-F (A)	---	2.9	2.2	2.2	2.5	2.0	1.3	2.0	2.9	3.3	3.6	4.2	WBRU-F	---	---	---	5.4	12.8	10.1	9.8	12.4
WBSM (NT)	---	---	3.2	2.3	3.0	3.5	2.6	3.5	2.3	2.5	2.4	1.2	WBSM	---	---	---	5.7	---	---	---	2.6
WRCP (O)	9.0	7.4	4.3	1.9	1.2	.2	.7	.4	---	---	---	---	WRCP	---	---	---	1.0	---	---	---	---
WICE (ETH)	7.6	4.7	2.6	1.3	1.6	2.6	1.5	1.0	1.8	1.2	.6	1.3	WICE	---	---	---	4.5	4.8	4.7	2.6	3.9
WMYS-F (AC)	---	---	---	---	---	---	2.1	2.2	4.0	3.2	3.1	3.0	WMYS-F	---	---	---	7.4	9.1	6.3	8.0	7.9
WERI-F (R)	---	---	---	---	---	---	---	---	.5	3.2	3.4	4.2	WERI-F	---	---	---	---	1.5	7.3	9.3	12.0

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	18.8	17.7	17.6	18.2	17.9	18.4	18.7	19.6	19.1	19.7	19.4	19.4	1984	WPRO-F NA
FM Share (%)	41.04	45.61	44.16	47.83	50.79	58.0	55.89	58.82	62.48	62.92	66.02	70.83	1985	WPRO-F \$3,600,000
Stations			44	38	42		42	39	41	36	38	39		
Diaries						1504	1607	1734	1267	1562	1509	1461		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	42	40	40	36	37	39	39	CHR	19	20	20	WLKW-F+ (20.8, F76)
MOR/AC	20	23	20	24	29	27	MOR	7	6	4	4	Highest Metro 1/4 HR AVG: WLKW-F+ (367, S77)
COUNTRY	5	5	6	5	3	4	AC	13	20	22	23	Highest TSA 1/4 HR AVG: WLKW-F+ (370, S77)
BTFL/EZ	21	23	23	22	17	13		4	4	3	3	Highest TSA Cume: WPRO (4519, F76)
NEWS/TALK	8	9	8	7	7	11		16	14	12	12	Highest Metro Cume Rating: WPRO (34.5, F78)
BLACK/URBAN	--	--	2	3	--	--	--	--	--	--	--	
NOSTALGIA	--	--	1	1	6	5	7	6	5	4	4	
SPANISH	--	--	--	--	--	--	--	--	--	--	--	
RELIGION/GOSPEL	1	--	1	--	1	1	--	--	--	--	--	
CLASSICAL	--	--	1	1	1	1	--	1	--	1	1	

#1 STATIONS, 12+ METRO SHARE

WPRO S78  
WPRO-F S81, S84, S86  
WLKW-F All other rating periods

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	7.17	7.53	8.66	8.97	9.75	12.4	13.7	15.0	17.7	19.5
Income (millions)	.26	.21	.41	-.12	.47					
Net Rev (millions)	2.21	2.06	2.94	3.44	3.83					
Rev Per Cap (\$)	---	8.94	10.17	9.95	10.69	14.27	15.71	17.16	20.14	22.13
Inc Per Cap (\$)	---	.25	.48	-.13	.52					
Profit Margin	3.7	2.8	4.7	---	4.8					

STATION NOTES

(Major call letter and format changes)

- WEAN - News/Talk until 85
- WPRO - Contemp changing to AC by 1982
- WLKW - BTFL until 80  
Simulcast 75-77
- WSNE-F - WRML until 81
- WHJJ - WJAR until 80  
MOR until 82
- WBRU-F - Contemp until 82
- WHJY-F - WHIM until 78  
BTFL until 81  
Simulcast 75-77
- WVLI-F - WPJB until 85  
Contemp until 83
- WICE - WGNG until 85  
Contemp changing to AC about 79
- WRCP - WICE until ??  
AC/MOR until 79  
Country until 80

MAJOR STATION SALES

1971	WHJJ, WHJY-F	From Culligan to John Franks	\$ 450,000
1973	WLKW A/F	From GCC to McCormick	1,000,000
1973	WRCP	Sold by Susquehanna	1,000,000
1978	WRCP		940,000
1982	WLKW A/F	From McCormick to JAG	4,900,000
1983	WHJJ, WHJY-F	From Franks to Federal	8,850,000
1983	WSNE-F (Taunton)	Sold by Outlet	3,600,000
1985	WWAZ, WVLI-F	From Prov. Journal to Eastern	5,000,000
1985	WICE		1,000,000
1986	WSNE-F	From Wilks-Schwartz to Beck-Ross	7,500,000
1986	WRIB		379,000
1986	WRCP		1,350,000

PUEBLO

	12+ METRO SHARE											12+ CUME RATINGS												
	SPG		75	76	77	78	79	80	81	82	83	84	85	86	SPG		79	80	81	82	83	84	85	86
	75	76												79	80	81	82	83	84	85	86			
KIDN (C)	---	---	11.1	12.4	13.7	13.7	13.6	10.9	12.7	11.3	7.3	6.3			KIDN	26.0	24.0	26.1	23.7	23.7	21.3	15.3	16.8	
KCCY-F (C)	---	---	7.2	2.1	4.8	5.2	12.3	12.1	15.1	23.8	20.2	13.0			KCCY-F	13.2	11.7	21.6	21.8	27.8	31.7	31.7	26.0	
KCSJ (NT)	---	---	11.1	9.7	10.1	8.5	10.5	9.7	9.6	6.9	8.8	8.3			KCSJ	22.7	17.9	21.8	23.3	22.7	17.5	20.5	18.4	
KZLO-F (R)	---	---	4.6	5.5	1.8	6.5	7.4	6.7	4.2	1.9	2.6	3.1			KZLO-F	11.2	14.8	13.5	15.0	17.3	9.4	10.8	12.7	
KVUU-F (AC)	---	---	11.8	9.0	3.0	4.6	4.9	3.6	2.4	1.9	5.7	3.6			KVUU-F	---	---	---	7.1	6.8	7.8	---	14.2	
KDZA (AC)	---	---	22.9	24.8	18.5	15.7	8.6	6.1	7.2	3.1	3.1	6.3			KDZA	40.3	35.1	28.0	26.1	21.3	16.3	15.6	19.4	
KRMX (S)	---	---	7.8	8.3	7.7	2.6	4.3	2.4	1.8	2.5	1.6	3.1			KRMX	---	---	---	3.0	4.0	---	4.2	5.1	
KKMG-F (R)	---	---	2.6	2.1	4.8	4.6	1.2	2.4	2.4	5.0	6.2	6.3			KKMG-F	14.9	12.3	---	8.8	10.4	13.2	13.4	17.0	
KAYK (BB)	---	---	---	---	---	---	---	---	---	2.5	2.6	7.3			KAYK	---	---	---	---	---	---	---	3.4	7.6
KFEL (G)	---	---	---	---	---	---	---	4.2	1.8	5.0	2.6	3.1			KFEL	---	---	---	---	5.9	---	4.7	5.0	
KILO-F (A)	---	---	---	1.4	8.3	11.8	9.3	10.9	12.7	11.3	11.4	9.4			KILO-F	---	15.4	16.8	21.5	23.4	21.4	21.8	18.1	
KKFM-F (R)	---	---	2.0	3.4	2.4	.7	2.5	4.8	8.4	9.4	3.6	3.1			KKFM-F	9.6	---	---	17.3	21.0	21.9	14.3	7.9	
KIKX-F (R)	---	---	3.3	3.4	.6	.7	1.9	4.2	1.8	---	5.7	3.6			KIKX-F	---	4.1	5.8	9.6	5.5	---	14.6	14.2	
KSPZ-F (AC)	---	---	.7	4.1	3.6	4.6	4.9	4.2	4.2	1.3	2.6	3.1			KSPZ-F	9.6	---	13.3	12.8	15.8	8.7	9.8	8.6	
KRDO-F (E)	---	---	6.5	6.9	7.1	3.9	6.8	5.5	5.4	8.8	6.7	8.9			KRDO-F	12.5	10.4	8.6	11.4	12.1	15.3	14.2	14.6	

ONE RATING PER YEAR BEGINNING IN 1977

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	---	---	14.8	13.7	16.2	15.0	15.5	15.7	15.8	15.3	18.5	18.8	1984 KCCY-F \$ 850,000
FM Share (%)	---	---	34.69	33.33	38.36	43.92	55.70	61.18	63.13	66.45	70.00	61.45	1985 KCCY-F \$1,000,000
Stations			17	16	16	16	17	16	16	17	17	18	
Diaries						449	575	521	1014	677	645	678	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	Highest Metro 1/4 HR AVG:	Highest TSA 1/4 HR AVG:	Highest TSA Cume:	Highest Metro Cume Rating:
CHR/AOR/CONTEMP	37	45	47	39	28	40	33	CHR 15	19	17	KDZA (24.8, S78)	KCCY-F (39, S85)	KCCY-F (45, S84)	KDZA (592, S77)	KDZA (40.3, S79)
MOR/AC	17	12	13	16	18	13	MOR 10	AOR 12	12	10					
COUNTRY	25	23	17	24	29	26	29	8	8	12					
BTFL/EZ	10	12	11	9	12	10	8	9	7	10					
NEWS/TALK	1	---	---	3	3	3	3	8	12	11					
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---					
NOSTALGIA	---	---	---	---	---	---	---	3	3	8					
SPANISH	8	9	8	3	8	5	6	3	2	3					
RELIGION/GOSPEL	3	1	4	6	1	5	2	5	3	3					
CLASSICAL	---	---	---	---	---	---	---	---	---	---					

#1 STATIONS, 12+ METRO SHARE

KDZA S77, S78, S79, S80  
 KIDN S81  
 KCCY-F S82, S83, S84, S85, S86

STATION NOTES

(Major call letter and format changes)

KCCY-F - KDJQ until 79  
 Contemp until 79  
 KRMX - KAPI until 82  
 KKMFG-F - KVMN until 79  
 KPLV until 81  
 BTFL until about 78  
 Contemp until 81  
 KRQY until 83  
 AC until 83 (?)  
 KDZA - CHR to AC by 83  
 KCSJ - MOR until about 83  
 KVUU-F - KPUB until 79  
 Country until 79  
 BTFL until about 83  
 KYNR until about 83

Other stations - See Colorado Springs

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.37	1.38	1.35	1.31	1.92	2.4	2.6	2.9	3.2	3.5
Income (millions)	-.34	-.31	-.33	-.40	-.57					
Nat Rev (millions)	.13	.26	.25	.17	.23					
Rev Per Cap (\$)	---	10.79	10.99	10.14	14.95	19.20	20.63	22.83	25.60	28.00
Inc Per Cap (\$)	---	-2.41	-2.68	-3.10	-4.47					
Profit Margin	---	---	---	---	---					

MAJOR STATION SALES

1975	KDZA, KZLO-F	\$ 410,000
1976	KIDN	285,000
1978	KKMG-F	225,000
1978	KCSJ	250,000
1979	KCCY-F	Sold to Fuller-Jeffrey 250,000
1979	KFEL	200,000
1979	KIDN	Sold to Scribner 780,000
1980	KKMG-F	415,000
1982	KPUB (?)	215,000
1982	KIDN	NA
1983	KCSJ	700,000
1985	KUSN-F	262,000
1985	KCCY-F	Sold by Fuller-Jeffrey 2,100,000
1985	KDZA, KZLO-F	Sold to Surrey 2,000,000
1985	KAYK	195,000

RALEIGH - DURHAM

	12+ METRO SHARE											12+ CUME RATINGS									
	SPG											SPG									
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WRAL-F (AC)	6.6	9.5	12.6	11.8	12.5	12.9	15.0	13.2	9.4	10.3	11.5	9.9	WRAL-F	27.0	26.5	32.5	34.5	27.1	24.0	27.9	23.2
WPTF (M)	21.2	19.4	19.2	16.5	14.9	14.5	13.1	13.1	13.7	7.2	8.6	7.7	WPTF	30.7	32.5	28.4	25.3	26.4	21.0	17.4	17.6
WQDR-F (C)	10.4	8.8	8.0	9.0	9.6	10.2	8.1	8.1	8.8	7.8	4.9	7.1	WQDR-F	19.4	19.5	18.7	22.1	20.2	20.7	12.2	13.1
WKIX (C)	8.8	9.0	9.7	9.0	8.0	7.0	4.8	7.0	4.3	4.3	1.6	1.8	WKIX	25.6	21.1	20.3	17.7	13.8	11.4	6.2	4.8
WYLT-F (AC)	10.2	10.3	8.6	9.0	9.4	8.0	10.9	8.5	7.7	4.9	4.6	5.5	WYLT-F	22.2	18.1	18.1	16.3	21.3	18.1	12.0	13.8
WDNC (BB)	7.3	7.9	6.9	4.6	3.6	3.4	2.5	3.2	2.5	5.2	3.4	4.0	WDNC	12.1	12.3	8.3	11.0	8.6	11.2	9.3	8.1
WDCG-F (R)	---	2.1	2.0	4.0	7.1	4.0	2.8	7.3	11.5	12.1	6.8	8.4	WDCG-F	18.4	14.2	8.9	17.0	24.4	29.4	22.0	19.8
WSRC (B)	5.7	5.9	4.5	6.9	3.6	7.0	5.9	3.1	2.1	2.7	.8	.7	WSRC	---	11.1	9.0	8.6	5.2	7.6	2.1	2.8
WLLE (B)	5.2	4.8	5.2	5.9	6.8	8.3	4.8	6.2	4.2	3.4	4.3	3.3	WLLE	11.7	---	11.0	12.2	9.0	7.1	8.7	5.6
WTKI (C)	3.1	2.9	1.9	3.9	3.0	3.1	2.7	1.6	2.2	1.5	.9	.9	WTKI	7.5	---	---	5.4	---	3.2	2.6	2.3
WDUR (B)	---	---	.5	.5	3.8	6.5	6.8	5.6	5.0	4.6	3.2	2.7	WDUR	---	10.3	10.6	9.4	10.5	10.3	6.8	6.2
WFXC-F (B)	---	---	---	---	---	---	---	---	1.0	3.9	9.7	10.2	WFXC-F	---	---	---	---	---	2.2	14.7	16.3
WRDU-F (A)	---	---	---	---	---	---	---	---	---	6.7	7.3	6.9	WRDU-F	---	---	---	---	---	---	14.1	14.9
WZZU-F (R)	---	---	---	---	---	---	---	---	---	3.8	5.1	6.5	WZZU-F	---	---	---	---	---	---	15.1	18.4

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.7	14.2	14.5	14.9	14.5	16.0	16.2	17.6	18.7	17.3	18.7	17.1	1984	WRAL-F	\$3,625,000
FM Share (%)	33.20	38.32	33.70	40.18	44.55	42.93	46.33	46.94	57.41	59.77	62.91	71.50	1985	WRAL-F	\$4,200,000
Stations			17	16	15	17	20	18	16	18	25	23			
Diaries						756	982	844	722	912	912	1003			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	47	48	47	41	34	35	39	CHR 17	14	18	Highest Metro 1/4 HR AVG:	WPTF	(21.2, S75)
MOR/AC	22	20	20	22	16	19	MOR 19	AOR 13	7	10	Highest TSA 1/4 HR AVG:	WRAL-F	(436, F81)
COUNTRY	9	9	6	6	13	14	AC 11	9	8	10	Highest TSA Cume:	WRAL-F	(5502, S82)
BTFL/EZ	9	9	10	11	12	10	13	18	20	20	Highest Metro Cume Rating:	WPTF	(35.3, F78)
NEWS/TALK	---	---	---	---	---	---	3	3	1	1			
BLACK/URBAN	12	14	16	19	24	20	16	20	32	22			
NOSTALGIA	---	---	---	---	---	---	---	7	4	5			
SPANISH	---	---	---	---	---	---	---	---	---	---			
RELIGION/GOSPEL	1	---	1	1	1	1	---	1	1	---			
CLASSICAL	---	---	---	---	1	1	---	---	---	---			

#1 STATIONS, 12+ METRO SHARE

WPTF	S75, S76, F76, S77, F77, F78, S79, F79, S80, F80, F81, F82, S83, F83, F85
WRAL-F	S81, S82, F84, S85
WDCG-F	S84
WFXC-F	S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	6.61	7.40	8.33	7.88	11.29	13.8	15.0	16.4	18.0	20.1
Income (millions)	.84	.81	.87	.54	1.22					
Nat Rev (millions)	1.08	1.21	1.94	1.96	2.82					
Rev Per Cap (\$)	---	15.02	16.68	15.47	20.61	24.91	25.00	26.84	29.17	32.11
Inc Per Cap (\$)	---	1.65	1.75	1.06	2.23					
Profit Margin	12.7	11.0	10.5	6.9	10.8					

STATION NOTES

(Major call letter and format changes)

WKIX	- Contemp until 81
WDCG-F	- Country until 78
WRAL-F	- From Contemp to AC by 82
WQDR-F	- AOR until 85
WYLT-F	- WYYD until 85
	- BTFL until 85
WDNC	- MOR until 83

MAJOR STATION SALES

1974	WYNA		\$ 292,000
1976	WDUR	Sold by Woods	600,000
1978	WKIX, WYLT-F	From Southern to Mann Media	3,200,000
1979	WYNA		300,000
1984	WFXC-F		710,000
1985	WDUR, WFXC-F		2,800,000
1986	WPJL		600,000
1986	WKIX, WYLT-F	From Mann to Metroplex	10,500,000



READING

	SPG	<u>12+ METRO SHARE</u>										SPG	<u>12+ CUME RATINGS</u>									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WEEU (M)	20.3	14.6	16.9	16.5	15.8	15.0	15.2	12.4	11.4		10.8	10.8	---	WEEU	33.9	33.1	35.0	30.3	31.2	24.9
WHUM (C)	10.3	13.2	10.2	13.6	14.5	8.7	11.1	9.1	6.7	6.5	5.2	---	WHUM	26.4	19.8	25.7	23.9	19.3	16.4	16.3	---	
WRAW (BB)	12.4	9.1	11.7	10.9	5.3	6.7	5.1	11.1	9.0	6.4	7.2	---	WRAW	19.9	18.5	20.9	21.2	18.7	13.1	13.7	---	
WRFY-F (R)	7.9	8.9	7.9	7.1	7.3	11.6	10.1	12.7	15.2	18.0	17.6	---	WRFY-F	15.7	22.9	24.3	22.3	31.1	33.6	33.8	---	
WFIL (O)	7.0	6.4	5.5	6.0	4.1	1.8	1.7	1.2	1.8	1.6	1.3	---	WFIL	14.7	10.9	9.4	7.6	6.0	6.5	6.0	---	
KYW (NT)	4.2	3.2	5.2	3.8	6.2	4.5	2.9	3.0	3.0	3.3	3.1	---	KYW	20.4	19.0	15.1	15.9	16.0	12.2	11.3	---	
WTRK-F (R)	5.4	3.9	3.3	2.2	5.3	6.7	4.4	1.5	.6	1.2	1.0	---	WTRK-F	10.5	12.4	9.4	6.8	4.3	3.9	4.6	---	
WXTU-F (C)	4.4	8.9	5.7	7.4	4.5	5.4	8.0	5.6	1.4	2.0	2.2	---	WXTU-F	18.5	15.0	17.7	19.3	6.1	5.3	4.4	---	
WYSP-F (A)	1.4	3.2	5.0	4.5	4.1	6.0	5.8	7.1	7.2	7.4	7.0	---	WYSP-F	11.2	13.5	15.5	15.0	14.9	14.4	10.4	---	
WIOV-F (C)	4.7	2.7	5.2	---	1.5	2.2	1.2	1.7	3.5	4.3	3.3	---	WIOV-F	---	---	---	4.1	8.7	8.2	7.5	---	
WEAZ-F (E)	---	---	1.9	.7	4.1	2.9	3.7	3.8	4.5	3.9	5.3	---	WEAZ-F	9.8	---	---	7.5	10.1	9.2	10.2	---	
WMMR-F (A)	---	---	---	---	---	2.0	3.4	4.4	3.2	3.9	4.5	---	WMMR-F	---	---	---	9.5	8.4	9.5	10.7	---	

ONE RATING BOOK PER YEAR UNTIL 1981  
 1981-1985: BASED ON AVERAGE OF SPRING AND FALL BOOKS  
 1986 - BECAME A CONDENSED MARKET

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	18.0	17.1	16.3	17.1	17.9	17.4	17.4	18.1	17.7	18.4	19.4	---	1984	\$
FM Share (%)	34.73	41.40	41.47	37.23	45.67	55.30	64.50	58.05	62.81	65.60	68.13	---	1985	\$
Stations			22	24	27	25	30	32	30	32	34	---		
Diaries						636	606	824	610	761	692	---		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WEEU (20.3, S75)
CHR/AOR/CONTEMP	35	38	38	41	33	36	34	CHR 27	24	--	Highest Metro 1/4 HR AVG:	WRFY-F (96, S85)
MOR/AC	31	21	19	22	NA	18	MOR 13	AOR 12	13	--	Highest TSA 1/4 HR AVG:	Same as Metro
COUNTRY	6	21	22	17	14	22	AC 6	14	14	--	Highest TSA Cume:	WEEU (1007, S76)
BTFL/EZ	19	12	12	12	12	10	18	7	9	--	Highest Metro Cume Rating:	WRFY-F (35.6, F84)
NEWS/TALK	6	4	7	6	6	4	18	14	10	--		
BLACK/URBAN	--	--	--	1	1	1	10	5	7	--		
NOSTALGIA	--	--	--	--	--	8	7	1	1	--		
SPANISH	--	--	--	--	--	--	11	5	7	--		
RELIGION/GOSPEL	3	3	1	1	1	1	1	2	4	--		
CLASSICAL	--	1	--	--	1	1	1	1	1	--		

#1 STATIONS, 12+ METRO SHARE

WHUM F81  
 WRAW F82  
 WRFY-F S83, F83, S84, F84, S85, F85  
 WEEU Other rating periods

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.44	1.54	2.67	2.91	3.08	3.4	3.6	3.9	4.1	4.4
Income (millions)	.18	.09	.29	.16	-.08					
Nat Rev (millions)	.26	.32	.22	.21	.29					
Rev Per Cap (\$)	---	5.08	8.69	9.35	9.76	10.76	11.25	12.11	12.73	13.58
Inc Per Cap (\$)	---	.28	.95	.50	-.24					
Profit Margin	12.9	5.6	11.0	5.4	---					

STATION NOTES

(Major call letter and format changes)

WRAW - Contemp until 82  
 WHUM - MOR until 78

Other stations - See Philadelphia

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1970	WHUM		\$ 280,000
1976	WRAW	Sold by Rust	850,000
1977	WHUM	Sold to Confer-Rothfuss	712,000
1981	WHUM	From Confer-Rothfuss to Brill	1,900,000
1983	WRAW		650,000

RENO

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
KOH (NT)	9.6	13.4	10.4	9.3	9.3	9.3	9.6	9.4	7.4	5.8	7.8	8.5	KOH	19.2	23.0	21.5	19.5	17.6	13.3	14.6	17.3
KCBN (AC)	20.2	14.4	17.2	14.0	8.8	11.9	9.6	7.7	6.4	5.8	2.6	1.8	KCBN	28.2	29.9	25.8	21.5	21.4	18.0	9.5	8.8
KOLO (C)	11.2	12.9	14.6	13.1	8.8	10.6	6.8	6.8	6.0	7.1	5.7	8.5	KOLO	25.1	26.7	20.4	19.6	11.9	16.7	13.6	14.9
KONE (C)	5.1	8.0	3.6	7.5	9.8	11.5	10.0	7.1	6.4	3.8	2.3	1.8	KONE	20.1	20.0	17.6	17.6	12.8	9.5	7.8	5.2
KROW (C)	7.9	6.5	7.8	3.3	2.4	3.1	2.1	4.2	5.8	4.6	3.2	3.9	KROW	7.2	8.8	8.5	18.2	17.8	12.1	10.3	7.7
KBET (M)	5.6	4.0	3.6	4.2	5.4	5.3	3.6	2.3	3.3	3.1	1.9	1.5	KBET	17.2	14.2	---	9.4	13.2	6.8	8.7	4.1
KWNZ-F (R)	---	9.5	9.4	8.9	7.8	3.1	3.2	4.2	4.9	2.3	10.0	10.6	KWNZ-F	20.7	14.0	8.5	11.0	9.6	6.5	20.6	23.5
KSRN-F (M/BB)	6.7	4.0	5.2	13.6	17.1	14.1	10.4	11.6	7.2	8.7	8.5	6.1	KSRN-F	20.9	19.8	16.2	16.5	12.5	8.6	10.6	10.5
KRNO-F (AC)	6.7	9.0	7.8	13.1	6.3	14.5	12.1	9.0	12.8	10.1	9.3	9.7	KRNO-F	15.3	23.4	22.5	20.0	27.9	21.5	21.9	19.4
KNEV-F (E)	---	---	1.0	.9	2.4	1.3	7.1	8.1	7.1	6.8	7.7	4.2	KNEV-F	---	---	12.7	13.9	12.6	9.5	13.2	10.8
KOZZ-F (A)	7.3	6.0	7.3	6.1	10.7	7.9	13.6	16.1	15.0	14.1	12.5	13.0	KOZZ-F	20.1	14.8	23.0	28.3	28.7	28.9	24.4	23.0
KHTX-F (R)	---	---	---	---	---	---	---	---	3.4	10.3	7.0	7.6	KHTX-F	---	---	---	---	2.6	22.6	18.6	17.7
KNSS-F (C)	---	---	---	---	---	---	---	---	---	---	3.5	3.3	KNSS-F	---	---	---	---	---	---	5.3	6.7
KROI-F (AC)	---	---	---	---	---	---	---	---	1.9	3.4	3.1	6.4	KROI-F	---	---	---	---	---	12.5	11.5	13.3
KPLY (M)	---	---	---	---	---	---	---	3.9	5.5	3.8	2.4	3.3	KPLY	---	---	---	---	---	11.2	7.7	7.0

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1983

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	15.7	16.9	15.1	16.3	15.2	15.8	16.8	17.7	17.4	18.0	19.4	17.6	1984	KONE/KOZZ \$1,500,000
FM Share (%)	27.74	31.32	35.29	44.61	49.73	42.66	51.37	54.09	55.25	58.82	70.82	66.23	1985	KONE/KOZZ \$1,800,000
Stations			12	12	12	12	13	13	14	16	17	17		
Diaries						367	812	683	593	561	661	553		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		KCBN (20.2, S75)
CHR/AOR/CONTEMP	39	46	38	43	39	31	25	CHR 17	20	20	Highest Metro 1/4 HR AVG:		Several tied with 51
MOR/AC	32	24	20	21	NA	22	MOR 3	AOR 13	13	14	Highest TSA 1/4 HR AVG:		KOZZ-F (91, F83)
COUNTRY	8	12	17	17	19	15	AC 30	14	16	7	Highest TSA Cume:		KOZZ-F (977, F83)
BTFLEZ	9	15	22	16	19	22	13	27	18	19	Highest Metro Cume Rating:		KOZZ-F (30.1, F82)
NEWS/TALK	12	--	--	--	11	10	16	6	10	5	#1 STATIONS, 12+ METRO SHARE		
BLACK/URBAN	--	--	--	--	--	--	8	6	8	9	KCBN S75, S76, S77, S78		
NOSTALGIA	--	--	--	--	--	--	5	--	--	--	KSRN-F S79		
SPANISH	--	--	--	--	--	--	--	--	--	--	KRNO-F S80, S83		
RELIGION/GOSPEL	--	--	--	--	--	--	--	--	--	--	KOZZ-F S81, S82, F82, F83, S84, F84, S85, F85, S86		
CLASSICAL	--	3	3	3	2	--	--	--	--	--			

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.04	2.44	3.19	4.52	4.34	5.6	6.7	7.8	9.1	9.9
Income (millions)	-.24	.13	.58	.53	.18					
Nat Rev (millions)	.29	.34	.62	.93	1.07					
Rev Per Cap (\$)	---	14.85	18.47	22.10	21.05	27.72	32.37	36.62	42.33	45.20
Inc Per Cap (\$)	---	.82	3.37	2.59	.87					
Profit Margin	---	5.5	18.2	11.7	4.1					

STATION NOTES

(Major call letter and format changes)

- KOZZ-F - KGLR-F until 79
- KOH - All news until 78  
News mixed with MOR until 81
- KWNZ-F - KKBC until 84  
Contemp until 81  
Country until 84
- KRNO-F - Contemp changing to AC by 82
- KROW - KCRL until 82  
Classical/BTFLE until 82  
AC until 84
- KCBN - CHR until about 85
- KOLO - MOR until 84
- KBET - Country until 82
- KPLY - KROI until 84  
KORY until about 85

MAJOR STATION SALES

1971	KCBN		\$ 149,000
1975	KOZZ-F		160,000
1980	KNEV-F	Sold to McClatchy	700,000
1981	KROW		2,000,000
1982	KCBN, KRNO-F	Sold to Roth	3,775,000
1982	KPTL, KWNZ-F (Carson City)	Sold to Woodward	2,050,000
1982	KOH, KNEV-F	From McClatchy to John Price	NA
1982	KOH	Sold by John Price	950,000
1984	KPTL, KWNZ-F	From Woodward to Constant	2,100,000
1985	KSRN A/F	Sold to Olympic	2,110,000
1986	KNSS-F	Sold to TM	2,500,000

RICHMOND

	SPG	<u>12+ METRO SHARE</u>										SPG	<u>12+ CUME RATINGS</u>									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WRVA (M)	24.5	18.8	22.1	19.3	19.1	20.2	18.7	17.2	16.4		13.7	13.1	13.9	WRVA	39.2	41.4	40.9	38.6	37.5	33.4
WRVQ-F (R)	8.7	13.2	16.4	17.9	16.8	12.0	13.3	12.2	9.9	15.0	14.4	10.8	WRVQ-F	34.9	28.6	30.3	32.8	27.3	31.1	31.3	27.8	
WLEE (BB)	11.5	9.2	8.3	7.4	4.5	5.4	4.3	6.1	6.5	6.2	3.2	1.6	WLEE	17.4	17.5	15.5	11.8	12.5	11.4	8.2	4.9	
WEZS-F (AC)	11.7	10.3	9.4	7.6	9.0	7.1	6.2	8.9	11.8	10.2	10.7	9.5	WEZS-F	17.5	16.0	13.2	14.3	26.3	23.2	22.9	21.1	
WRNL (C)	3.4	5.5	2.4	4.4	4.9	3.5	8.1	6.6	5.7	4.9	3.3	2.1	WRNL	15.2	14.6	19.4	17.2	17.6	10.5	10.0	7.2	
WRXL-F (A)	3.4	5.7	5.3	6.7	6.3	9.4	9.2	7.7	7.4	8.8	9.7	10.5	WRXL-F	16.7	14.1	17.1	17.5	19.6	16.5	20.1	17.4	
WTVR (C)	3.5	3.6	---	1.6	2.1	1.1	1.2	1.0	.4	.4	---	---	WTVR	---	---	---	5.2	---	3.3	---	---	
WTVR-F (C)	---	3.5	3.2	5.3	5.7	4.9	4.3	6.5	8.5	8.0	7.1	5.6	WTVR-F	15.4	11.1	11.7	13.3	18.4	14.0	16.2	14.9	
WFTH (B)	6.0	4.3	3.6	1.1	1.5	3.2	1.6	1.9	2.7	2.3	3.2	2.0	WFTH	---	---	---	5.6	5.7	5.3	5.8	4.0	
WENZ (B)	5.5	5.8	4.3	6.4	6.0	4.2	2.2	2.4	.4	---	.6	.8	WENZ	11.9	11.8	---	12.6	3.9	---	3.2	3.3	
WANT (B)	4.8	4.1	6.6	4.8	4.4	7.2	6.7	6.9	4.6	3.8	2.3	2.9	WANT	8.7	12.5	11.0	15.5	12.1	12.0	6.7	8.1	
WXGI (C)	---	4.0	4.1	5.2	4.7	3.1	4.9	2.5	2.1	1.3	.8	.9	WXGI	8.4	8.4	---	5.1	5.1	---	3.0	2.5	
WRJY (E)	---	2.8	3.4	3.6	2.5	2.6	1.4	.5	1.3	1.0	1.6	---	WRJY	---	---	---	2.4	4.1	2.5	3.3	---	
WPLZ-F (B)	---	---	---	---	.3	.5	7.6	9.0	9.4	9.9	12.8	13.8	WPLZ-F	---	---	13.7	15.8	17.7	17.8	19.7	19.5	
WZZR-F (R)	---	---	---	---	---	---	---	---	---	---	2.7	5.4	WZZR-F	---	---	---	---	---	---	---	16.1	
WQSF-F (E)	---	---	---	---	---	---	---	.4	2.2	7.4	2.3	4.5	WQSF-F	---	---	---	---	7.6	14.1	8.3	10.3	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	15.7	14.0	13.9	14.3	15.6	15.2	16.3	17.9	18.2	18.0	18.0	17.1	1984	WRVA	NA
FM Share (%)	28.40	38.06	37.26	40.41	48.22	38.45	47.58	46.53	53.02	61.72	67.32	69.49	1985	WRVA	\$4,000,000
Stations			19	18	19	20	20	22	18	17	20	20			
Diaries						816	887	1306	1214	1076	1246	1113			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>		
CHR/AOR/CONTEMP	35	38	33	33	26	24	20	CHR 25	18	18	Highest Metro 1/4 HR AVG:	WRVA	(24.8, S77)
MOR/AC	27	26	24	25	28	22	MOR 20	AOR 9	11	12	Highest TSA 1/4 HR AVG:	WRVQ-F	(200, S85)
COUNTRY	7	11	10	8	16	18	AC 17	16	12	15	Highest TSA Cume:	WRVA	(265, S79)
BTFL/EZ	15	14	21	14	12	7	--	11	13	10	Highest Metro Cume Rating:	WRVA	(3116, S81)
NEWS/TALK	2	---	---	---	---	---	--	1	2	5			
BLACK/URBAN	11	11	10	18	17	22	17	14	24	22	<u>#1 STATIONS, 12+ METRO SHARE</u>		
NOSTALGIA	---	---	---	---	2	7	6	6	5	2	WRVQ-F	S84, F84, S85	
SPANISH	---	---	---	---	---	---	---	---	---	---	WRVA	All other rating periods	
RELIGION/GOSPEL	2	1	2	1	---	1	3	4	1	4			
CLASSICAL	---	---	---	---	---	---	---	---	---	---			

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	7.52	7.95	8.66	NM	10.39	13.3	14.7	16.3	18.0	20.0
Income (millions)	1.13	1.26	1.19	NM	.79					
Nat Rev (millions)	1.62	1.51	2.40	NM	2.81					
Rev Per Cap (\$)	---	13.18	14.10	NM	16.07	17.36	18.92	20.69	22.50	24.75
Inc Per Cap (\$)	---	2.09	1.94	NM	1.22					
Profit Margin	15.0	15.9	13.7	NM	7.6					

MAJOR STATION SALES

1970	WKIE		\$ 200,000
1971	WRNL, WRXL-F	From Media General to Rust	1,000,000
1972	WFTH		200,000
1977	WKIE		300,000
1977	WPVA, WKHK-F (Petersburg)		550,000
1981	WRNL, WRXL-F	From Rust to Capitol (WRAL)	4,000,000
1983	WLEE	From Nationwide to Gilcom	950,000
1984	WANT	Sold to Sinclair	900,000
1984	WXGI		250,000
1984	WRVA, WRVQ-F	From Harte-Hanks to Edens	14,700,000 (E)
1985	WANT	From Sinclair to Robinson	900,000
1985	WMGB, WQSF-F (Williamsburg)	Sold to Understein	2,000,000
1985	WRJY		400,000
1986	WSSV, WPLZ-F	From Eure to Mahone	6,500,000
1986	WRFK-F	Sold to Lucci	4,100,000

STATION NOTES

(Major call letter and format changes)

- WLEE - Contemp changing to AC by 80
- WEZS-F - Nost as of 82
- WTVR - BTFL until 82
- WTVR - Country until ??
- WTVR-F - Nost until 83 (??)
- WTVR-F - BTFL until 82
- WRJY - WEET until 84
- WRNL - Country until about 84
- WRNL - News until 78
- WRNL - AC until 81
- WFTH - Contemp until about 80
- WFTH - WGOE until 82
- WRNL - MOR until 82 (?)

RIVERSIDE - SAN BERNARDINO

	12+ METRO SHARE												12+ CUME RATINGS								
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86	
KCKC (C)	---	---	---	---	---	4.0	3.0	2.9	3.4	2.5	2.0	2.8	KCKC	---	7.9	---	7.1	---	---	4.0	5.1
KOLA-F (A)	---	---	---	---	---	3.5	3.9	3.7	2.8	2.3	3.1	1.7	KOLA-F	---	9.3	11.0	11.7	10.4	10.1	9.8	7.7
KGGI-F (R)	---	---	---	---	---	5.9	3.3	3.7	4.2	5.3	7.9	7.1	KGGI-F	---	13.4	10.7	10.9	11.3	13.9	17.6	17.0
KDUO-F (E)	---	---	---	---	---	5.3	6.1	5.3	6.4	6.3	7.7	7.9	KDUO-F	---	12.0	11.1	10.1	10.0	10.6	11.9	12.3
KCAL-F (A)	---	---	---	---	---	2.8	2.8	2.7	3.1	2.4	1.4	2.0	KCAL-F	---	---	---	6.6	7.5	7.2	5.3	6.0
KFXM (BB)	---	---	---	---	---	3.2	2.8	2.0	1.7	1.8	3.3	3.7	KFXM	---	11.0	11.2	8.9	6.6	6.7	7.2	6.3
KMEN (O)	---	---	---	---	---	1.1	1.7	2.7	1.4	1.0	.8	1.3	KMEN	---	---	---	5.5	4.9	4.3	3.9	5.2
KQLH-F (AC)	---	---	---	---	---	.6	.8	2.6	2.8	2.9	2.1	3.2	KQLH-F	---	---	---	---	9.3	6.0	6.5	6.5
KABC (NT)	---	---	---	---	---	2.7	3.5	2.9	3.5	3.1	1.7	2.2	KABC	---	---	8.9	7.9	7.8	7.6	4.7	5.8
KRTH-F (O)	---	---	---	---	---	3.5	4.3	2.3	3.2	2.8	4.0	5.0	KRTH-F	---	---	9.5	9.5	9.2	7.9	10.3	12.4
KFI (AC)	---	---	---	---	---	7.9	5.7	6.4	5.7	4.5	4.4	5.1	KFI	---	23.9	18.5	18.5	17.3	16.5	15.2	14.4
KMET-F (A)	---	---	---	---	---	6.8	3.7	4.4	4.3	3.3	3.0	2.2	KMET-F	---	11.8	10.2	11.1	10.4	9.5	8.1	7.4
KBIG-F (E)	---	---	---	---	---	4.7	5.7	4.3	3.9	4.8	4.6	4.2	KBIG-F	---	10.8	14.5	9.6	10.7	11.3	10.0	8.7
KNX (NT)	---	---	---	---	---	3.9	4.0	3.3	3.3	3.7	3.5	2.4	KNX	---	12.2	10.9	8.9	10.3	9.8	11.3	8.9
KOST-F (AC)	---	---	---	---	---	3.6	3.6	2.9	2.3	3.5	3.1	3.5	KOST-F	---	8.0	---	---	7.7	7.1	7.9	8.0
KLAC (C)	---	---	---	---	---	4.8	3.2	2.1	2.8	1.4	1.3	1.1	KLAC	---	---	---	5.5	7.3	4.2	2.9	3.3
KIIS-F (R)	---	---	---	---	---	1.8	2.5	4.1	6.6	9.1	7.3	4.9	KIIS-F	---	---	---	10.3	13.6	18.8	19.5	14.1
KLOS-F (A)	---	---	---	---	---	---	---	2.5	3.8	3.3	3.8	4.5	KLOS-F	---	---	---	7.8	10.2	10.1	9.6	9.1

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	---	---	---	---	---	17.1	16.4	18.0	18.3	19.4	16.6	17.8	1984 KGGI-F NA
FM Share (%)	---	---	---	---	---	56.96	55.00	58.85	60.31	62.04	68.48	68.55	1985 KMEN/KGGI-F \$2,700,000
Stations						33	39	45	43	43	42	38	
Diaries						783	1120	1667	1108	1119	1349	1490	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	KIIS-F (9.5, F84)
CHR/AOR/CONTEMP	--	--	--	46	33	29	31	CHR 20	22	15	Highest Metro 1/4 HR AVG:	KIIS-F (190, F84)
MOR/AC	--	--	--	6	11	20	MOR 1	AOR 13	15	14	Highest TSA 1/4 HR AVG:	KIIS-F (211, S85)
COUNTRY	--	--	--	11	15	12	AC 20	19	20	24	Highest TSA Cume:	KFI (2715, S80)
BTFL/EZ	--	--	--	22	22	18	13	10	8	9	Highest Metro Cume Rating:	KFI (23.9, S80)
NEWS/TALK	--	--	--	10	11	10	16	12	14	15		
BLACK/URBAN	--	--	--	3	5	3	10	10	7	6		
NOSTALGIA	--	--	--	--	--	3	3	4	6	6		
SPANISH	--	--	--	2	1	2	3	4	5	3		
RELIGION/GOSPEL	--	--	--	--	2	2	1	1	1	1		
CLASSICAL	--	--	--	--	1	1	1	1	1	1		

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	---	---	7.95	9.36	NM	11.2	12.3	14.1	16.2	18.0
Income (millions)	---	---	.002	.22	NM					
Nat Rev (millions)	---	---	1.77	1.73	NM					
Rev Per Cap (\$)	---	---	5.60	6.58	NM	7.47	7.54	7.94	8.85	9.47
Inc Per Cap (\$)	---	---	.02	.16	NM					
Profit Margin	---	---	0.02	2.4	NM					

STATION NOTES

(Major call letter and format changes)

KFXM - Contemp until about 85  
 KMEN - AC until about 84

MAJOR STATION SALES

1970	KDIG	Sold by Doubleday	\$ 750,000
1973	KMEN		525,000
1976	KNTF-F, KSON		595,000
1978	KPRO	Sold by Dick Clark	780,000
1979	KGGI-F		575,000
1981	KCKC		1,375,000
1981	KNSE		1,300,000
1982	KDIG, KBON-F		2,700,000
1983	KCKC		2,421,000
1983	KNTF-F		1,100,000
1984	KMEN, KGGI-F		5,000,000
1984	KFXM, KDUO-F	Sold to Henry	5,000,000
1986	KPRO		710,000
1986	KDIG, KBON-F		2,300,000
1986	KCAL-F	Sold to Tim Sullivan	4,000,000

ROANOKE

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WXLK-F (R)	10.3	10.4	14.3	12.2	10.4	15.3	19.2	22.6	27.7		32.2	31.5	---	WXLK-F	19.8	29.3	35.4	39.4	43.7	48.8
WFIR (M)	10.3	8.6	7.9	13.9	12.2	12.8	10.1	7.7	8.8	7.5	6.8	---	WFIR	33.2	28.7	26.6	30.2	20.6	20.4	18.7	---	
WPVR-F (E)	5.7	8.9	7.9	9.2	10.1	14.6	19.1	15.0	16.8	13.6	15.6	---	WPVR-F	15.2	23.3	27.9	23.0	22.3	22.3	25.1	---	
WROV (AC)	18.3	26.4	18.4	18.6	20.1	11.7	13.7	12.2	6.6	7.1	4.5	---	WROV	40.5	30.6	32.8	30.7	25.8	24.1	19.8	---	
WSLC (C)	29.0	19.0	19.5	19.7	13.2	16.8	15.3	12.2	9.8	13.6	8.3	---	WSLC	32.4	25.5	22.9	25.8	23.2	22.1	18.6	---	
WSLQ-F (AC)	8.0	8.2	14.7	11.5	10.1	6.2	7.9	7.3	5.7	5.0	8.8	---	WSLQ-F	24.1	11.0	13.1	13.5	15.6	14.7	19.9	---	
WTOY (B)	7.3	6.3	6.4	8.5	11.1	7.3	4.1	8.5	8.7	7.3	6.4	---	WTOY	9.8	9.8	9.4	11.7	12.5	13.5	11.3	---	
WKBA (G)	3.1	1.1	1.5	.7	1.0	1.1	.6	2.1	1.9	1.3	.8	---	WKBA	---	5.3	---	3.6	4.4	4.1	4.4	---	
WJLM-F (C)	---	---	---	.3	.7	1.8	2.9	5.0	5.9	5.1	6.6	---	WJLM-F	3.4	6.9	6.5	12.0	15.3	12.0	13.1	---	
WRIS (G)	1.5	3.7	1.1	1.4	3.5	2.2	1.1	1.1	1.0	1.0	1.0	---	WRIS	6.5	5.9	4.4	4.1	4.4	3.6	2.4	---	

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1981  
 ROANOKE AND LYNCHBURG BOOKS COMBINED AS OF 1986  
 ONLY DATA THROUGH 1985 IS PROVIDED

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	15.5	15.1	14.9	15.6	15.4	14.3	14.6	16.4	18.1	16.0	16.4	---	1984 WXLK-F \$2,200,000
FM Share (%)	26.73	29.60	38.74	34.39	32.49	40.47	53.93	51.64	60.37	59.23	72.16	---	1985 WXLK-F \$2,800,000
Stations			10	11	11	11	10	11	11	11	14	---	
Diaries						566	515	558	615	599	727	---	

FORMAT SHARES (%)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WXLK-F (34.9, S85)
CHR/AOR/CONTEMP	38	31	31	35	31	30	34	CHR 35	38	--	Highest Metro 1/4 HR AVG:	WXLK-F (109, S85)
MOR/AC	10	16	16	20	24	23	MOR 8	AOR --	--	--	Highest TSA 1/4 HR AVG:	WXLK-F (328, F82)
COUNTRY	22	21	14	20	17	19	AC 8	15	15	--	Highest TSA Cume:	WXLK-F (3500, F84)
BTFL/EZ	23	22	25	16	21	15	19	21	15	--	Highest Metro Cume Rating:	WXLK-F (51.9, S85)
NEWS/TALK	--	--	--	--	--	--	15	14	16	--		
BLACK/URBAN	7	9	12	8	6	11	10	6	7	--		
NOSTALGIA	--	--	--	--	--	--	--	--	--	--		
SPANISH	--	--	--	--	--	--	--	--	--	--		
RELIGION/GOSPEL	--	1	1	1	2	3	3	2	1	--		
CLASSICAL	--	--	--	--	--	--	--	--	--	--		

#1 STATIONS, 12+ METRO SHARE

- WSLC S75, S77, S78, S80
- WROV S76, S79
- WXLK-F S81, S82 and all after
- WPVR-F F81

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
	Revenue (millions)	2.66	2.68	3.24	4.00	3.95	4.7	5.1	5.5	5.9
Income (millions)	.58	.44	.56	.72	.48					
Nat Rev (millions)	.66	.54	.73	.83	.90					
Rev Per Cap (\$)	---	12.48	15.26	18.55	17.26	21.76	23.18	24.66	26.34	28.00
Inc Per Cap (\$)	---	2.04	2.63	3.34	2.09					
Profit Margin	21.8	16.3	17.2	18.0	12.1					

STATION NOTES

(Major call letter and format changes)

- WSLQ-F - AOR until 83
- WROV - Contemp changing to AC by 82
- WRIS - MOR until 81
- WXLK-F - WLRG-F until 80
- BTFL until 80

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1972 WXLK-F		\$125,000
1976 WSLC, WSLQ-F	Sold by Bass to Mel Wheeler	NA
1977 WFIR	From Beaverkettle to Jim Gibbons	840,000
1979 WTOY		180,000
1985 WSAY (Salem)	Sold to Willis	325,00
1986 WTOY		200,000

ROCHESTER

	SPG	12+ METRO SHARE											SPG	12+ CUME RATINGS							
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85
WHAM (M)	20.7	18.5	16.2	13.0	14.7	11.5	8.6	9.6	8.6	9.2	7.8	7.9	WHAM	37.1	34.3	26.7	26.8	26.8	21.9	16.5	19.7
WZKC-F (C)	6.4	7.1	4.4	5.7	6.2	5.3	4.4	5.5	4.3	2.4	3.9	6.0	WZKC-F	18.5	16.8	14.4	16.2	17.6	10.8	7.9	11.7
WNYR (C)	9.5	5.2	5.2	5.2	3.5	5.1	5.5	6.4	5.1	4.4	3.4	3.0	WNYR	---	10.9	14.0	15.0	10.6	11.2	9.3	7.0
WEZO-F (E)	19.2	19.0	16.7	17.0	19.7	15.1	17.4	13.6	14.0	12.7	11.3	8.9	WEZO-F	29.9	26.9	29.3	25.2	26.5	23.4	21.7	22.3
WBBF (O)	9.7	9.1	11.8	10.9	6.9	7.9	5.6	4.8	5.3	5.0	4.6	1.7	WBBF	26.4	24.6	23.8	16.6	14.2	11.9	10.9	6.8
WMJQ-F (R)	---	---	3.4	7.4	11.7	7.4	8.2	7.7	6.3	8.2	7.3	5.1	WMJQ-F	20.9	15.8	18.1	20.0	19.5	22.2	24.0	19.2
WCMF-F (A)	3.8	4.4	6.0	2.7	3.1	5.8	6.8	10.4	10.0	10.2	11.5	15.6	WCMF-F	8.9	12.0	14.7	22.1	23.0	22.0	20.1	26.6
WVOR-F (AC)	---	2.2	2.9	5.5	8.7	8.3	8.4	9.8	11.0	14.1	12.5	14.1	WVOR-F	16.0	14.9	19.6	20.7	22.0	26.3	28.6	30.7
WPXY (R)	3.8	3.9	2.6	3.3	4.3	4.3	4.7	5.3	2.9	1.2	.9	.7	WPXY	12.6	10.9	---	11.8	8.0	6.6	3.9	3.6
WPXY-F (R)	4.7	4.7	5.1	4.2	2.1	4.9	4.8	4.9	7.5	8.1	12.3	10.5	WPXY-F	9.7	13.8	12.2	10.4	21.0	24.0	27.8	27.6
WDKX-F (B)	---	2.8	1.0	3.4	1.9	3.9	4.7	2.8	3.7	2.4	4.3	4.2	WDKX-F	---	---	---	5.9	8.2	6.6	8.3	8.7
WYLF-F (BB)	---	---	---	---	---	---	---	1.7	5.1	6.0	5.7	7.7	WYLF-F	---	---	---	1.7	6.9	11.7	9.7	10.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	15.0	15.5	15.8	15.6	15.2	15.5	16.4	15.8	16.6	18.5	17.5	15.7	1984 WVOR-F \$3,900,000
FM Share (%)	41.21	47.70	49.47	53.28	58.89	62.09	62.90	65.90	70.44	76.52	80.25	83.51	1985 WVOR-F \$4,700,000
Stations			26	22	22	22	24	19	21	19	20	16	
Diaries						937	1087	1168	1139	1503	1299	1261	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WEZO-F (22.6, F79)
CHR/AOR/CONTEMP	38	40	44	40	33	31	32	CHR 23	25	20	Highest Metro 1/4 HR AVG:	WEZO-F (272, F79)
MOR/AC	24	21	20	27	29	30	MOR 16	AOR 14	13	18	Highest TSA 1/4 HR AVG:	WEZO-F (285, F79)
COUNTRY	7	8	6	7	8	11	AC --	11	8	10	Highest TSA Cume:	WHAM (3599, S76)
BTFL/EZ	25	25	22	16	20	15	9	15	13	--	Highest Metro Cume Rating:	WHAM (38.1, F79)
NEWS/TALK	3	4	5	5	--	--	15	5	6	--		
BLACK/URBAN	2	1	3	5	5	4	2	5	6	--		
NOSTALGIA	--	--	--	--	4	7	5	3	3	5		
SPANISH	--	--	--	--	--	--	9	8	6	9		
RELIGION/GOSPEL	1	1	--	1	--	1	8	1	1	1		
CLASSICAL	--	--	--	--	--	--	6	--	--	--		

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	7.29	8.22	9.06	9.71	11.21	13.8	14.7	15.7	17.4	19.2
Income (millions)	1.17	1.31	1.67	1.32	.79					
Nat Rev (millions)	1.72	1.70	2.36	2.19	2.85					
Rev Per Cap (\$)	---	8.43	9.33	9.98	11.53	14.00	14.86	15.76	17.43	19.22
Inc Per Cap (\$)	---	1.35	1.73	1.36	.81					
Profit Margin	16.1	15.9	18.5	13.6	7.0					

MAJOR STATION SALES

1971	WHEC	Sold by Gannett	\$1,500,000
1979	WCMF-F	Sold by Sconnix	1,300,000
1983	WCMF-F	From Sconnix to Stoner	5,100,000
1984	WNYR, WEZO-F	From Malrite to Grace	7,360,000
1984	WPXY A/F	From Associated to Pyramid	5,900,000 (E)
1985	WHAM, WZKC-F	From Rust to Lincoln	7,300,000
1985	WZKC-F	From Lincoln to Josephson	2,050,000
1985	WYLF-F		2,100,000
1986	WZKC-F	From Saga to First Valley	3,700,000
1986	WNYR, WEZO-F	From Grace to Israel	9,000,000
1986	WBBF, WMJQ-F	From LIN to Heritage	7,300,000

#1 STATIONS, 12+ METRO SHARE

WCMF-F	S86
WVOR-F	S84, F84, S85
WPXY-F	F85
WHAM	S75, S76, S77 (T), S80
WEZO-F	F76, S77 (T), F77, S78, F78, S79, F79, F80, S81, F81, S82, F82, S83, F84

STATION NOTES

(Major call letter and format changes)

WPXY-F	- BTFL until 79 AC until 83
WPXY	- WROC until 79 AC until 77 News until 81 WPXN until 83 Nost until 83
WBBF	- Contemp changing to AC by 82 AC until 83 News/Talk until 85
WZKC-F	- WHFM until 85 Contemp until 85
WMJQ-F	- AOR until 83

ROCKFORD

	12+ METRO SHARE											12+ CUME RATINGS									
	SPG											SPG									
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WROK (AC)	23.5	24.5	23.6	25.1	24.3	17.6	16.9	19.4	16.5	17.1	16.8	13.6	WROK	56.1	48.8	42.0	46.5	42.5	34.9	34.6	31.8
WZOK-F (R)	12.1	12.9	8.6	5.8	13.2	7.5	11.8	18.0	20.7	20.3	21.8	24.6	WZOK-F	23.6	18.9	29.6	34.5	40.6	38.3	40.3	45.7
WRWC-F (AC)	5.4	3.8	4.1	8.7	8.0	11.0	15.1	10.4	9.2	8.3	5.6	6.1	WRWC-F	16.3	16.9	21.6	18.3	16.2	16.2	13.2	11.5
WKMQ-F (AC)	2.5	5.1	11.0	4.8	7.1	7.8	11.5	9.6	6.7	7.5	6.1	2.9	WKMQ-F	14.5	16.7	21.8	19.5	17.8	20.8	17.4	10.4
WXTA (BB)	8.6	6.0	5.8	7.4	6.8	4.4	1.8	1.7	1.7	1.9	2.4	2.3	WXTA	---	---	---	4.5	3.1	3.6	4.1	2.8
WYBR-F (R)	---	---	3.8	4.5	4.0	6.0	6.2	2.5	5.0	4.8	6.9	5.5	WYBR-F	11.3	13.1	15.5	8.6	---	13.4	17.5	17.9
WKKN (C)	---	---	4.5	6.4	2.8	5.6	4.1	3.4	4.5	4.0	3.5	5.5	WKKN	---	---	---	6.4	---	6.9	---	7.5
WSJY-F (E)	---	---	---	---	---	---	---	---	.8	1.1	2.7	3.8	WSJY-F	---	---	---	1.8	2.5	3.4	6.9	8.1
WJVL-F (C)	---	---	---	---	---	---	---	---	.8	1.3	2.7	2.0	WJVL-F	---	---	---	---	3.3	4.4	---	5.3
WGN (M)	10.2	7.2	9.2	7.7	9.2	9.4	5.6	8.4	5.9	5.9	8.8	8.7	WGN	20.3	19.3	20.3	17.0	14.1	16.0	18.7	18.6
WBBM (NT)	4.1	3.1	3.1	2.9	3.4	4.1	3.0	2.5	3.1	3.2	1.1	2.9	WBBM	11.1	14.1	13.8	9.4	11.3	10.1	7.6	9.6
WLS (R)	7.9	10.4	5.8	7.4	5.2	3.4	4.1	4.2	4.5	3.5	3.2	2.9	WLS	20.4	20.3	18.7	18.5	16.6	16.3	12.7	10.8
WMAQ (C)	8.6	10.7	7.9	6.4	7.4	10.7	8.9	7.6	5.3	6.4	4.3	2.9	WMAQ	17.8	21.5	22.9	17.8	15.9	17.1	12.3	10.9

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	15.5	15.0	13.6	14.2	14.9	14.6	14.9	15.5	15.6	16.3	16.3	15.1	1984 WROK \$1,800,000	
FM Share (%)	24.90	24.30	31.94	31.01	35.64	38.33	50.97	48.48	51.19	53.43	55.04	56.96	1985 WROK \$2,100,000	
Stations			13	15	13		16	14	15	22	21	20	19	
Diaries							632	505	657	777	637	568	768	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WROK (25.1, S78)
CHR/AOR/CONTEMP	45	47	54	45	37	37	36	CHR 27	27	39	Highest Metro 1/4 HR AVG:	WZOK-F (85, S86)
MOR/AC	21	21	22	15	27	32	MOR 25	AOR 9	8	--	Highest TSA 1/4 HR AVG:	WZOK-F (159, S86)
COUNTRY	14	16	11	17	14	12	AC 5	6	10	10	Highest TSA Cume:	WZOK-F (1900, S86)
BTFL/EZ	16	9	9	14	17	12	13	23	32	25	Highest Metro Cume Rating:	WROK (56.1, S79)
NEWS/TALK	3	3	4	5	4	3	11	13	11	11		
BLACK/URBAN	--	--	--	--	--	--	11	10	4	6		
NOSTALGIA	--	--	--	--	--	--	4	4	2	3		
SPANISH	--	--	--	--	--	--	1	1	--	--		
RELIGION/GOSPEL	2	3	1	3	1	3	3	3	3	3		
CLASSICAL	--	--	--	--	--	--	2	3	1	3		

#1 STATIONS, 12+ METRO SHARE

WROK All rating periods

STATION NOTES

(Major call letter and format changes)

- WROK - Contemp changing to AC by 82
- WYBR-F - MOR until 79
- WZOK-F - BTFL until 78
- WRWC-F - BTFL until 85
- WYFE-F - AOR until 85
- WXTA - WRRR until 82
- MOR until 82

Other stations - See Chicago

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.10	3.30	3.66	4.43	4.45	4.8	4.9	5.2	5.6	6.1
Income (millions)	-.05	.20	.19	.54	.28					
Nat Rev (millions)	.23	.28	.42	.50	.64					
Rev Per Cap (\$)	---	12.35	13.73	16.46	15.84	17.81	18.77	19.22	19.86	21.63
Inc Per Cap (\$)	---	.77	.70	2.00	.99					
Profit Margin	---	6.2	5.1	12.2	6.2					

MAJOR STATION SALES

1971 WXTA	Sold by Mid America	\$ 275,000
1972 WYFE-F	Sold to Midwest Family	125,000
1976 WXTA	Sold to Miller	500,000
1980 WXTA	From Miller to Sentry	875,000
1980 WQFL-F		590,000
1982 WYBR-F	Sold to Sentry	1,110,000
1986 WXTA, WYBR-F	From Sentry to North Star	1,200,000 (E)

SACRAMENTO

		12+ METRO SHARE											12+ CUME RATINGS									
		SPG		76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86
		75	76																			
KRAK (C)	7.2	7.8	8.0	8.3	6.6	7.7	8.3	5.2	6.5	5.3	4.2	4.2	KRAK	14.2	14.5	16.4	14.3	14.6	12.8	10.5	9.0	
KRAK-F (C)	11.4	10.4	13.9	11.7	10.2	9.0	7.3	5.7	7.5	3.3	4.1	7.5	KRAK-F	19.0	20.4	12.0	11.5	16.5	7.8	9.1	14.7	
KGNR (BB)	11.8	9.6	7.1	7.8	7.2	6.4	5.7	4.4	4.6	4.3	3.0	2.8	KGNR	18.3	17.3	14.0	14.3	13.0	12.2	9.6	7.6	
KCTC-F (E)	7.2	7.2	6.8	6.7	5.1	5.0	4.7	6.6	6.6	8.8	8.7	9.8	KCTC-F	11.3	---	---	11.0	14.9	18.5	18.0	16.7	
KZAP-F (A)	---	4.7	4.1	2.7	8.1	13.4	12.6	11.1	7.4	7.9	8.7	7.5	KZAP-F	14.8	20.2	22.7	25.5	19.8	18.9	18.6	16.9	
KXOA (BB)	5.1	4.8	---	1.8	1.1	1.3	1.6	4.6	3.6	4.0	4.4	2.9	KXOA	---	---	---	8.7	7.7	7.6	7.7	5.9	
KXOA-F (AC)	8.1	5.1	6.7	7.8	6.7	5.5	6.0	10.1	8.3	8.1	8.4	7.8	KXOA-F	16.3	14.8	13.6	21.9	18.5	19.0	19.5	16.5	
KFBK (NT)	---	4.8	4.9	5.2	5.3	4.8	3.8	4.3	4.2	5.6	6.2	5.7	KFBK	13.5	13.1	12.4	12.2	13.3	13.6	12.8	13.7	
KAER-F (C)	---	---	---	1.5	1.6	3.2	2.9	4.4	6.6	6.1	3.9	2.0	KAER-F	---	---	---	7.7	12.3	11.9	10.0	8.1	
KSAC (M)	7.7	6.6	6.1	7.3	5.2	3.2	1.4	1.2	1.8	1.1	1.1	1.5	KSAC	21.7	17.6	---	5.9	4.1	2.7	4.4	2.0	
KROY-F (R)	---	3.1	5.7	5.4	4.9	3.0	3.8	4.2	4.7	3.2	2.2	1.2	KROY-F	21.7	---	13.1	11.0	15.8	15.3	6.6	7.2	
KSMJ (AC)	5.2	4.8	4.8	4.4	4.7	3.2	2.6	1.6	1.5	1.4	1.6	1.5	KSMJ	---	---	---	6.5	6.1	4.3	2.7	3.8	
KWOD-F (R)	---	---	---	2.6	3.0	3.4	3.1	2.9	5.1	4.0	7.4	6.4	KWOD-F	---	---	---	9.9	15.8	12.0	18.5	18.4	
KSFM-F (R)	5.0	5.7	3.9	4.5	3.5	5.7	7.9	5.0	5.9	8.4	10.5	12.5	KSFM-F	---	17.1	19.2	17.1	16.2	21.3	25.6	26.3	
KHYL-F (AC)	---	---	1.2	1.9	4.3	5.0	4.2	3.2	3.2	4.1	3.9	3.3	KHYL-F	---	12.1	---	9.9	10.7	11.7	11.3	10.3	
KDJQ-F (A)	---	---	---	---	---	1.5	3.5	3.2	3.5	3.2	2.4	2.1	KDJQ-F	---	---	---	---	9.7	10.1	11.9	7.2	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	16.9	14.7	16.3	15.2	15.2	16.1	16.1	16.1	17.7	18.7	18.0	18.1	1984 KXOA-F NA
FM Share (%)	44.37	40.83	49.03	50.47	53.42	61.06	62.56	64.00	64.16	64.39	70.06	70.33	1985 KXOA-F \$6,000,000
Stations			25	22	25	23	26	26	25	28	26	24	
Diaries						988	1129	1052	1302	1108	1389	1340	

FORMAT SHARES (%)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	KXOA-F (15.1, S78)
CHR/AOR/CONTEMP	35	35	44	48	40	31	32	18	22	24	Highest Metro 1/4 HR AVG:	KSFM-F (241, S86)
MOR/AC	26	28	22	11	15	24	3	10	3	2	Highest TSA 1/4 HR AVG:	KZAP-F (305, S82)
COUNTRY	10	7	7	8	10	8	14	19	14	15	Highest TSA Cume:	KFRC (3764, F77)
BTFL/EZ	16	16	11	20	18	13	16	9	10	12	Highest Metro Cume Rating:	KXOA-F (26.4, F82)
NEWS/TALK	9	8	9	8	8	12	13	10	9	9		
BLACK/URBAN	--	2	2	1	4	4	--	--	--	--	#1 STATIONS, 12+ METRO SHARE	
NOSTALGIA	--	--	--	--	--	6	6	4	9	7	KGNR S75	
SPANISH	--	1	1	3	2	--	--	--	--	1	KEWT-F S76, F76, S77, F77, S78, F78, S79, F79, S83	
RELIGION/GOSPEL	3	1	2	1	2	2	2	3	3	2	KZAP-F S80, F80, S81, F81, S82	
CLASSICAL	2	2	2	--	--	--	--	--	--	--	KXOA-F F82, F83	
											KCTC-F S84, F84	
											KSFM-F S85, F85, S86	

FINANCIAL DATA	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	8.63	9.61	9.23	14.03	16.16	23.3	25.2	27.3	32.2	37.0
Income (millions)	1.31	1.40	1.29	1.32	.80					
Nat Rev (millions)	2.84	2.70	3.91	6.90	8.40					
Rev Per Cap (\$)	---	10.42	9.72	14.42	15.43	20.09	21.18	22.38	25.97	29.13
Inc Per Cap (\$)	---	1.52	1.35	1.36	.76					
Profit Margin	15.1	14.5	13.9	9.4	4.9					

MAJOR STATION SALES

1971 KXOA	approx. \$	800,000
1971 KSFM-F	Sold to Pacific Southwest Airlines	183,000
1973 KZAP-F		200,000
1975 KROY-F	From Pacific Southwest Airlines to ASI	700,000
1978 KGNR, KCTC-F	From Kelley to Tribune Co	5,600,000
1978 KSAC	From ASI to Jonsson	1,650,000
1978 KROY-F	From ASI to Jonsson	1,100,000
1978 KZAP-F	Sold to Western Cities	1,400,000
1978 KRAK, KRAK-F	From Hercules to Affiliated	NA
1983 KRCX, KDJQ-F	Sold to Fuller-Jeffrey	3,500,000
1984 KSMJ, KSFM-F	Sold to Duffy	10,000,000
1984 KZAP-F	From Western Cities to Nationwide	9,600,000
1985 KROY-F	Sold to Commonwealth	9,000,000 (E)
1986 KRAK A/F	From Affiliated to EZ	15,200,000
1986 KAH/KHYL-F (Auburn)	Sold to Parker	8,000,000

STATION NOTES  
(Major call letter and format changes)

KGNR	- KCRA until 78 MOR/Talk beginning about 79
KXOA	- KNDE until 78 Contemp until 79 Format until 82 unknown
KCTC-F	- MOR until about 78
KAER-F	- Classical until about 79
KROY-F	- BTFL until 82 KROI until 79 KROY until 84 KSAC until 85 Contemp until 84
KRAK-F	- KEWT until 84 KSKK until 85 BTFL until 84
KSMJ	- KGMS until 85 MOR until 85
KDJQ-F	- KPOP until 86 CHR until 86



SAGINAW - BAY CITY - MIDLAND

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WSGW (M)	11.9	13.1	15.7	21.5	15.0	14.5	16.7	16.9	15.9	14.5	11.7	11.7	WSGW	29.2	27.4	30.7	32.4	30.0	32.2	22.2	24.1
WIOG-F (R)	---	4.0	4.2	4.6	2.5	13.1	11.3	12.4	14.5	15.1	23.0	23.5	WIOG-F	---	26.9	29.2	31.4	37.4	36.6	41.4	45.6
WGER-F (E)	15.7	11.7	9.1	19.2	17.5	11.6	12.7	13.6	10.5	10.8	10.4	9.0	WGER-F	27.3	22.2	23.0	21.4	18.4	20.6	19.1	20.7
WSAM (O)	10.9	9.5	14.3	8.8	8.2	4.0	4.0	6.2	4.0	2.7	2.5	1.5	WSAM	27.6	20.5	17.2	21.3	16.8	12.2	8.2	7.1
WKQC-F (C)	6.5	7.3	7.3	8.1	11.1	15.3	13.5	12.4	18.5	12.0	14.3	9.2	WKQC-F	20.8	27.5	26.6	24.4	26.6	23.5	25.3	20.8
WWWS-F (B)	2.4	4.7	2.1	1.2	10.7	10.5	10.2	11.9	9.4	7.8	2.9	6.0	WWWS-F	---	---	---	15.9	13.8	14.7	6.8	7.5
WHNN-F (AC)	13.7	18.2	12.2	9.6	12.1	12.4	14.2	9.0	8.0	11.0	9.6	10.9	WHNN-F	23.6	20.2	27.1	24.4	23.7	25.3	26.1	23.7
WKNX (?)	7.8	4.7	12.9	4.6	7.5	2.9	3.3	1.4	.9	1.5	.8	.8	WKNX	19.6	9.7	14.0	7.3	5.1	4.5	3.0	3.2
WXOX (C)	5.8	5.1	4.2	3.5	1.1	2.2	1.8	.3	1.7	1.4	1.5	2.2	WXOX	8.6	7.1	6.5	3.8	3.6	3.9	4.0	5.1
WWRM-F (C)	---	---	---	---	---	---	---	---	---	5.4	5.1	1.0	WWRM-F	---	---	---	---	---	8.3	17.4	3.1
WJR (M)	7.5	2.9	3.8	6.2	3.9	1.5	2.5	1.1	1.7	2.2	2.0	1.8	WJR	9.9	6.7	6.8	7.5	7.5	6.9	7.5	5.9
WWCK-F (A)	---	---	2.4	---	.4	1.1	.7	6.5	5.4	4.9	2.8	1.5	WWCK-F	---	---	---	11.7	12.1	14.8	7.2	5.5
WKQZ-F (A)	---	---	---	---	---	---	---	---	---	.5	.5	8.2	WKQZ-F	---	---	---	---	---	---	2.4	16.5

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1984

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.7	15.2	15.8	14.5	15.5	15.1	15.1	19.3	19.1	19.2	18.6	17.9	1984	WHNN-F \$1,400,000	
FM Share (%)	39.91	50.60	40.98	46.72	59.39	69.92	68.73	70.62	73.29	71.91	75.61	79.41	1985	WHNN-F \$1,700,000	
Stations	16			16	15	16	15	16	14	14	18	16			
Diaries							553	642	686	611	624	831	810		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	32	29	35	37	29	29	31	CHR 18	27	26	WIOG-F (26.6, F85)	
MOR/AC	36	36	21	19	26	29	MOR 19	AOR 8	3	11	Highest Metro 1/4 HR AVG: WIOG-F (159, F85)	
COUNTRY	12	14	13	20	20	14	22	22	16	17	Highest TSA 1/4 HR AVG: WGER-F (195, F84)	
BTFL/EZ	15	21	19	13	15	15	12	11	11	10	Highest TSA Cume: WHNN-F (2150, S84)	
NEWS/TALK	---	---	---	---	---	---	---	---	---	---	Highest Metro Cume Rating: WIOG-F (45.6, S86)	
BLACK/URBAN	5	1	12	11	11	13	11	14	3	8	#1 STATIONS, 12+ METRO SHARE	
NOSTALGIA	---	---	---	---	---	---	---	---	2	---	WGER-F S75, S79	
SPANISH	---	---	---	---	---	---	---	---	---	---	WHNN-F S76	
RELIGION/GOSPEL	---	---	---	---	---	---	---	---	---	---	WSGW S77, S78, S81, S82, S84	
CLASSICAL	---	---	---	---	---	---	---	---	---	---	WKQC-F S80, S83	
											WIOG-F F84, S85, F85, S86	

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.60	1.27	2.23	2.09	2.20	6.3	6.4	6.7	7.3	8.0
Income (millions)	-.06	-.12	.13	.07	.21					
Nat Rev (millions)	.17	.19	.35	.26	.29					
Rev Per Cap (\$)	---	5.56	9.74	9.09	9.60	15.29	15.46	16.14	17.55	19.23
Inc Per Cap (\$)	---	-.55	.56	.32	.90					
Profit Margin	---	---	5.7	3.5	9.3					

STATION NOTES

(Major call letter and format changes)

- WSAM - Contemp changing to AC/Oldies by 82
- WIOG-F - BTFL until 78  
AOR until 80
- WHNN-F - Contemp until 80  
AOR until 81  
CHR until about 84

\* Independent FM's and FM's reported separately are not included REVENUE PRIOR TO 1981 INCLUDED SAGINAW STATIONS ONLY

Other stations - See Detroit or Flint

MAJOR STATION SALES

1973	WBCM, WHNN-F	Sold to Liggett	\$ 516,000
1974	WWWS-F		150,000
1977	WWWS-F		210,000
1978	WKNX	Sold by Lake Huron	600,000
1985	WKQZ-F (Midland)		340,000
1986	WGER-F	Sold to Booth	4,600,000
1986	WIOG-F	From Booth to Fitzgerald	2,550,000

ST. LOUIS

	SPG 75	12+ METRO SHARE										SPG 86	12+ CUME RATINGS									
		76	77	78	79	80	81	82	83	84	85		79	80	81	82	83	84	85	86		
KMOX (NT)	25.2	26.3	25.0	23.6	25.5	22.5	22.7	22.3	20.8	20.4	21.2	22.4	KMOX	45.9	43.2	40.5	38.6	41.6	39.8	38.3	41.8	
KHTR-F (R)	---	2.4	3.6	4.2	3.4	3.6	2.9	5.2	9.5	6.4	4.4	4.1	KHTR-F	10.8	11.8	11.0	12.9	28.0	22.2	18.4	14.5	
WIL (C)	5.8	6.5	5.0	5.7	3.8	3.4	2.7	2.5	1.3	1.7	.9	.5	WIL	11.5	10.4	9.5	7.1	4.4	6.4	4.1	2.9	
WIL-F (C)	---	2.8	4.3	5.5	5.0	7.2	5.8	6.6	6.3	6.3	6.5	4.8	WIL-F	11.4	13.6	13.6	16.6	14.2	15.0	14.0	10.7	
KEZK-F (E)	3.6	4.2	5.1	6.5	7.2	6.8	6.3	5.8	7.6	5.8	6.0	6.5	KEZK-F	13.1	14.9	12.2	13.2	15.9	14.4	14.5	13.8	
KUSA (C)	11.5	8.0	7.5	6.4	3.1	2.4	4.5	3.8	4.0	3.9	4.0	3.3	KUSA	15.6	15.0	12.6	13.3	11.2	10.9	9.8	8.2	
KSD-F (AC)	5.1	4.3	3.8	2.4	1.2	3.4	4.9	5.8	5.6	5.3	5.3	3.7	KSD-F	---	---	11.3	14.1	14.9	14.5	13.1	10.4	
KGLD (O)	---	---	---	---	---	1.8	2.2	1.1	---	1.5	1.5	1.5	KGLD	22.1	9.0	10.7	7.2	---	5.3	5.5	5.7	
KWK-F (R)	---	---	---	.6	7.8	6.3	7.2	6.1	6.3	5.1	4.2	3.4	KWK-F	---	18.7	13.4	17.3	15.8	16.7	16.9	12.6	
KYKY-F (AC)	6.1	8.4	8.2	7.5	4.9	5.7	4.7	4.1	3.0	3.5	3.3	4.8	KYKY-F	18.1	17.2	15.7	14.0	9.9	10.9	10.4	12.8	
KMJM-F (B)	---	1.7	3.5	4.1	3.3	4.3	6.4	5.8	6.9	6.9	6.0	5.5	KMJM-F	8.1	7.7	13.3	14.3	13.0	12.0	12.3	10.7	
KXOK (NT)	5.3	5.9	4.4	5.4	5.9	5.0	4.1	3.1	1.9	2.2	1.5	1.6	KXOK	17.1	16.0	13.8	12.7	9.0	5.4	---	6.1	
WRTH (BB)	5.2	4.1	4.2	4.3	3.9	5.0	3.9	3.9	4.6	4.3	4.0	3.1	WRTH	12.2	13.1	12.1	9.5	10.9	10.2	8.8	6.9	
KATZ (B)	---	4.7	3.4	2.7	2.7	2.0	1.4	2.3	1.8	1.9	1.7	2.1	KATZ	8.4	5.2	---	7.3	5.9	5.7	5.1	5.4	
WZEN-F (B)	---	---	---	---	.5	1.0	1.8	3.1	2.1	1.6	1.4	1.7	WZEN-F	---	---	---	6.0	6.0	---	5.1	5.4	
KSHE-F (A)	4.3	5.2	6.7	7.7	7.2	6.4	7.2	5.1	6.3	9.6	12.7	12.0	KSHE-F	14.7	15.0	15.6	13.4	14.2	15.6	22.6	22.9	
KADI-F (AC)	4.1	3.4	3.0	3.0	1.7	2.0	2.2	2.3	2.2	1.8	2.0	1.3	KADI-F	8.9	9.2	8.5	10.5	7.5	8.1	7.7	6.8	
WMRY-F (A)	---	---	---	---	---	---	---	---	.5	.6	.7	1.1	3.5	WMRY-F	---	---	---	---	2.3	3.0	3.8	7.3
KLTH-F (AC)	---	---	---	---	---	---	---	---	.7	1.1	1.5	1.0	2.3	KLTH-F	---	---	---	---	3.0	3.8	3.1	5.6
WKKX-F (C)	---	---	---	---	---	---	---	---	---	---	1.0	1.8	WKKX-F	---	---	---	---	---	---	---	4.9	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.8	15.6	16.3	16.2	16.3	16.5	17.2	18.4	19.2	17.6	19.1	17.5	1984	KMOX	\$17,000,000
FM Share (%)	31.09	34.25	40.00	42.41	40.63	47.71	50.02	53.19	59.04	58.76	60.32	60.62	1985	KMOX	\$18,000,000
Stations			26	21	25	25	25	28	27	26	27	26			
Diaries						1484	1727	2076	1872	1850	1841	2011			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	23	32	35	33	28	21	25	15	13	8	KMOX (26.5, \$79)		
								8	14	16	Highest Metro 1/4 HR AVG: KMOX (841, \$79)		
MOR/AC	13	9	5	5	10	14	12	14	12	14	Highest TSA 1/4 HR AVG: KMOX (985, \$79)		
								6	6	7	Highest TSA Cume: KMOX (10894, \$79)		
COUNTRY	13	11	10	10	12	15	12	14	12	11	Highest Metro Cume Rating: KMOX (45.9, \$79)		
BTFL/EZ	14	12	12	14	11	7	7	6	6	7			
NEWS/TALK	26	28	28	26	25	22	22	23	23	25			
BLACK/URBAN	10	8	9	11	11	14	13	12	11	11			
NOSTALGIA	---	---	---	---	1	5	6	6	5	4			
SPANISH	---	---	---	---	---	---	---	---	---	---			
RELIGION/GOSPEL	1	---	---	1	---	2	2	3	2	2			
CLASSICAL	---	---	---	---	---	---	1	1	1	1			

#1 STATIONS, 12+ METRO SHARE

KMOX All rating periods

STATION NOTES

(Major call letter and format changes)

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	23.16	26.36	29.28	29.07	32.92	40.0	42.5	44.1	46.0	49.5
Income (millions)	3.11	4.49	5.94	4.65	.60					
Nat Rev (millions)	6.90	7.76	9.78	9.52	10.24					
Rev Per Cap (\$)	---	11.26	12.79	12.35	13.97	16.95	17.86	18.45	19.17	20.63
Inc Per Cap (\$)	---	1.92	2.60	1.98	.25					
Profit Margin	13.4	17.0	20.3	16.0	1.8					

- KSD-F - KCFM until 80  
BTFL until 78  
Contemp until 80
- KMJM-F - KKSS until 81
- KUSA - MOR until 79  
News until 81  
KSD until 84
- WRTH - BTFL until 82
- KXOK - Contemp changing to AC by 82  
Talk by 83
- KHTR-F - KMOX-F until 83  
AC until 83
- KYKY-F - KSLQ until 82  
Contemp until 82
- KGLD - KWK until 84  
Contemp until 84
- KWK-F - WGNN until 79  
WVWK until 81  
AOR until 84

MAJOR STATION SALES

1970	KMJM-F		\$ 207,000
1972	KYKY-F	Sold to Bartell	650,000
1973	KEZK-F	Sold to Heftel	1,100,000
1977	WRTH	Sold by AVCO to King	NA
1978	KEZK-F	From Heftel to Metroplex	approx. 2,300,000
1979	KWK-F	Sold to Doubleday	2,000,000
1979	KSD-F	Sold to Gannett	2,000,000 + KTAR, KKLTV in Phoenix
1979	KIRL (St. Charles)	Sold by Contemporary Media	642,000
1981	KATZ, WZEN-F	Sold to Unity (NBN)	2,695,000
1982	KSIV	Sold to Bott	900,000
1982	WRTH	From King to Adams	1,800,000
1982	KEZK-F	From Metroplex to Adams	5,000,000
1983	KSHE-F	From Century to Emmis	7,500,000
1983	KGLD, KWK-F	From Doubleday to Robinson	4,500,000
1984	KYKY-F	From Surrey to EZ	4,000,000
1984	WESL	Sold to Willis	700,000
1985	KXOK	Sold by Storz	2,000,000
1986	KMJM-F	From Amaturo to Keymarket	NA
1986	KGLD, KWK-F	Sold to Chase	6,900,000
1986	WIL A/F	From LIN to Heritage	9,400,000
1986	KLTH-F (Florissant)		3,500,000

SALINAS - SEASIDE - MONTEREY

		12+ METRO SHARE												12+ CUME RATINGS								
		SPG												SPG								
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
KDON	(O)	14.5	11.8	6.4	5.4	3.3	2.9	1.5	1.2	1.5	2.7	4.0	1.5	KDON	18.0	---	---	7.3	6.4	8.1	10.2	4.7
KDON-F	(R)	4.4	3.2	9.6	13.8	16.9	9.9	14.4	8.8	8.4	10.0	11.3	10.1	KDON-F	32.3	21.0	34.8	22.4	26.6	27.0	29.3	27.9
KIDD	(R)	---	4.6	6.1	2.5	6.1	9.9	9.0	7.8	5.5	1.8	1.5	.4	KIDD	16.2	28.4	30.6	22.9	23.3	10.9	7.7	5.5
KWST-F	(C)	5.6	2.0	2.3	5.1	3.5	4.8	3.0	2.8	3.0	1.8	1.8	.9	KWST-F	---	8.2	---	8.4	7.4	6.7	6.3	3.4
KTOM-F	(C)	8.0	8.3	11.3	5.4	7.7	7.7	6.2	8.3	4.5	4.4	3.3	5.8	KTOM-F	15.8	13.2	12.3	14.2	12.2	10.0	7.2	9.7
KWAV-F	(AC)	---	4.3	6.7	6.5	4.7	6.5	4.8	5.9	7.3	8.5	7.1	9.4	KWAV-F	13.0	13.9	15.2	16.4	18.9	22.2	19.7	22.7
KTOM	(C)	5.9	6.3	10.1	11.3	8.7	4.7	6.5	6.5	8.2	6.3	3.6	4.1	KTOM	17.1	10.9	---	13.6	15.3	10.7	8.5	7.7
KCTY	(S)	6.5	1.7	5.2	4.5	5.9	7.6	5.3	5.2	7.1	3.8	3.7	1.9	KCTY	---	---	---	7.6	---	---	---	5.5
KMBY-F	(A)	---	---	---	---	2.5	1.8	4.2	3.1	1.8	3.2	3.6	5.6	KMBY-F	---	---	---	10.0	5.9	---	6.1	9.9
KRAY-F	(S)	---	---	---	---	3.0	.9	2.2	1.9	2.3	4.1	3.3	3.2	KRAY-F	---	---	---	4.6	4.0	---	---	6.6
KNRY	(O)	5.0	8.0	3.8	3.7	.8	.7	.5	1.3	2.1	1.7	2.2	1.3	KNRY	---	---	---	3.1	5.4	5.5	5.1	4.9
KXES	(S)	---	---	---	---	---	---	---	---	---	---	3.0	.9	KXES	---	---	---	---	---	---	2.9	1.6
KBOQ-F	(CL)	---	---	---	---	---	---	---	3.0	2.9	2.9	3.2	4.7	KBOQ-F	---	---	---	---	---	6.1	8.3	10.1
KLFA-F	(S)	---	---	---	---	---	---	---	1.9	2.9	4.0	1.9	2.8	KLFA-F	---	---	---	---	3.4	2.7	---	3.8
KGO	(NT)	6.5	9.8	5.8	6.5	9.9	10.7	8.1	7.6	7.3	6.2	7.4	5.2	KGO	19.2	19.1	15.6	16.0	15.9	13.7	14.7	13.2
KCBS	(NT)	5.3	9.2	3.8	3.1	3.0	3.7	4.8	2.9	3.0	3.0	3.6	2.1	KCBS	6.9	11.0	11.2	9.8	8.6	9.3	9.2	6.3
KBAY-F	(E)	---	---	---	---	---	---	3.3	3.0	3.9	6.6	5.6	5.8	KBAY-F	---	---	---	6.6	8.0	11.1	9.4	11.3
KWSS-F	(R)	---	---	---	---	---	---	---	2.5	7.2	8.8	9.8	12.2	KWSS-F	---	---	---	7.4	16.6	25.7	25.7	27.1

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1979

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	17.1	16.3	15.4	14.6	16.8	16.1	16.4	16.6	18.1	18.3	17.1	17.2	1984 KWAV-F \$1,450,000
FM Share (%)	32.71	28.09	43.85	48.07	54.00	51.99	58.96	56.36	55.64	63.13	66.93	72.49	1985 KDON A/F \$1,700,000
Stations			21	23	20	21	27	30	28	25	26	26	
Diaries						439	779	711	729	692	701	712	

FORMAT SHARES (%)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	KDON-F (17.8, F79)
CHR/AOR/CONTEMP	29	35	32	34	44	38	31	CHR 22	30	28	Highest Metro 1/4 HR AVG:	KDON-F (72, F79)
MOR/AC	15	13	10	9	9	9	MOR 2	AOR 8	5	7	Highest TSA 1/4 HR AVG:	KGO (105, F83)
COUNTRY	14	16	16	11	12	11	11	4	2	4	Highest TSA Cume:	KWSS-F (1434, S86)
BTFLEZ	23	18	20	24	12	12	16	13	10	13	Highest Metro Cume Rating:	KDON-F (34.8, S81)
NEWS/TALK	10	11	15	14	12	11	11	12	16	12		
BLACK/URBAN	3	2	3	2	3	4	1	8	5	8		
NOSTALGIA	--	--	--	--	--	--	1	12	12	9		
SPANISH	6	5	3	7	8	8	13	1	1	1		
RELIGION/GOSPEL	--	--	--	--	--	--	--	5	5	2		
CLASSICAL	--	--	1	--	1	3	4	13	18	11		

#1 STATIONS, 12+ METRO SHARE

KDON	S75, S76
KWYT-F	S77
KDON-F	S78, S79, F79, S80, F81, S82, F82, F84, S85, F85
KGO	F80
KTOM	S83
KWSS-F	F83, S86
KWAV-F	S84

FINANCIAL DATA

FCC Data  
Net Dollars

Duncan Estimates  
Gross Dollars

	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.47	2.54	3.28	3.59	5.15	5.5	6.1	7.0	7.8	8.7
Income (millions)	-.13	-.05	-.16	-.24	-.41					
Nat Rev (millions)	.46	.43	.93	1.06	2.11					
Rev Per Cap (\$)	---	9.11	11.73	12.88	17.30	17.80	19.24	21.74	24.00	26.05
Inc Per Cap (\$)	---	-.19	-.58	-.86	-1.38					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

KMBY-F	- KOKQ until 81 AC until 83 (?)
KWAV-F	- BTFLEZ until 80 Contemp until about 83
KIDD	- MOR until 79
KNRY	- KMBY until 79 KESE until 82 Contemp until about 83
KRAY-F	- Contemp until 83
KDON-F	- KSBW until 76 KBEZ until 77
KDON	- Contemp until 80 Country until about 83 Nostalgia until ?
KTOM-F	- KWYT until 84 BTFLEZ until 84
KWST-F	- KLRB until 83 Contemp until 83 AOR until 85

Other station - See San Jose and San Francisco

MAJOR STATION SALES

1972 KIDD	Sold to Walton	\$ 553,000
1973 KTOM		400,000
1973 KDON		450,000
1975 KWAV-F		450,000
1975 KCTY, KRAY-F		605,000
1977 KWST-F		370,000
1977 KMBY-F		225,000
1977 KTOM-F		400,000
1980 KWAV-F	Sold to Buckley	700,000
1981 KRML		500,000
1981 KMBY-F		500,000
1981 KESE		650,000
1981 KWST-F	Bought by Walton	550,000
1982 KTOM, KTOM-F	Sold to Community Pacific	NA
1982 KDON A/F	Sold to Grace	3,300,000
1985 KBOQ-F	Sold to Compass	2,100,000
1985 KMBY-F		1,100,000
1986 KXES		400,000
1986 KDON A/F	From Grace to Henry	5,000,000

SALT LAKE CITY

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
KSL (M)	9.0	9.4	10.4	10.3	9.9	9.8	10.8	11.1	11.4	8.9	8.8	11.0	KSL	26.2	23.4	28.0	24.4	28.9	23.4	23.4	25.8
KSFI-F (E)	9.0	7.5	8.7	7.6	7.7	7.5	9.1	10.5	11.4	10.7	10.5	9.1	KSFI-F	14.7	14.0	21.4	22.8	21.9	19.4	20.8	21.2
KBUG (O)	12.1	12.1	11.0	9.1	7.7	7.0	5.7	3.2	3.0	3.3	3.7	2.2	KBUG	25.8	20.6	19.8	13.3	11.2	10.3	9.6	7.4
KCPX-F (A)	---	4.3	4.2	7.7	8.0	7.4	6.7	7.0	4.9	6.8	7.9	6.5	KCPX-F	15.7	16.7	13.3	15.8	15.5	19.1	21.0	19.5
KLUB (BB)	11.0	10.0	8.1	9.1	8.3	7.3	7.2	5.0	4.3	5.0	2.7	2.9	KLUB	20.8	16.0	15.8	12.1	10.1	10.7	9.9	6.8
KISN-F (R)	4.4	5.1	4.7	5.0	3.8	3.2	4.2	4.2	5.0	3.7	3.9	4.0	KISN-F	8.7	---	12.5	13.4	13.7	10.7	12.4	14.4
KRSP (R)	4.7	3.7	4.1	2.8	3.0	2.3	2.1	3.7	2.6	2.3	1.1	1.1	KRSP	10.6	12.5	---	14.2	12.0	11.3	5.2	4.7
KRSP-F (A)	4.6	10.5	8.0	6.1	5.3	4.9	4.9	6.4	9.1	8.0	9.7	7.5	KRSP-F	14.7	16.0	14.0	15.5	21.6	20.0	17.7	18.6
KALL (AC)	5.2	6.4	6.1	5.7	7.4	6.1	7.0	4.4	4.9	4.9	4.2	3.9	KALL	9.5	11.4	---	10.9	13.8	13.1	12.5	10.0
KSOP (C)	---	---	2.0	4.3	2.5	1.6	2.0	2.0	2.0	1.5	1.3	1.0	KSOP	---	---	---	6.8	7.1	4.1	4.0	3.6
KSOP-F (C)	5.0	10.9	6.9	5.0	4.6	6.3	6.5	8.6	6.3	4.9	3.5	4.6	KSOP-F	12.8	10.4	13.4	12.3	12.1	11.1	8.8	10.5
KFMY-F (R)	---	---	---	1.2	2.1	1.8	4.0	4.2	2.9	2.6	1.5	.9	KFMY-F	---	---	11.5	15.7	10.5	11.6	9.1	6.9
KRPN (O)	---	4.3	4.2	4.8	3.5	4.0	4.0	2.6	2.5	1.1	.9	.6	KRPN	8.9	12.0	8.9	7.0	---	4.5	.9	1.6
KDAB-F (R)	---	---	---	.5	1.3	4.0	3.9	4.3	2.9	2.9	2.4	2.2	KDAB-F	---	10.8	13.1	9.6	11.5	13.2	9.2	7.3
KMGR-F (AC)	---	---	---	---	---	---	---	---	1.0	.4	1.7	2.3	KMGR-F	---	---	---	---	---	2.3	1.9	5.5
KLCY-F (AC)	---	---	---	---	---	---	2.8	3.4	5.7	6.0	6.2	4.0	KLCY-F	---	---	---	10.9	13.1	13.2	15.0	12.1
KKAT-F (C)	---	---	---	---	---	---	---	---	.8	3.8	3.7	7.4	KKAT-F	---	---	---	---	---	8.7	8.5	13.1
KZAN-F (C)	---	---	---	---	---	---	---	2.7	4.5	3.1	3.1	2.3	KZAN-F	---	---	---	---	9.8	8.2	---	6.6
KLTQ-F (AC)	---	---	---	---	---	---	---	.7	.5	2.6	3.9	2.3	KLTQ-F	---	---	---	---	3.5	4.2	12.7	8.8
KLRZ-F (R)	---	---	---	---	---	---	---	3.2	2.6	2.0	2.2	1.3	KLRZ-F	---	---	---	---	10.5	7.5	8.8	5.2
KUTR (AC)	---	---	---	---	---	---	---	1.2	.6	.4	.6	3.5	KUTR	---	---	---	---	2.3	1.9	1.4	6.0
KDYL (BB)	---	---	---	---	---	---	---	2.3	1.4	1.4	1.3	2.9	KDYL	---	---	---	---	6.6	5.5	7.3	5.9
KCGL-F (A)	---	---	---	---	---	---	---	.9	1.5	1.8	1.9	2.6	KCGL-F	---	---	---	---	2.3	3.4	4.8	7.3

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.0	15.1	14.4	14.8	14.4	15.1	15.2	15.1	16.5	16.9	16.9	16.8	1984	KSL	\$4,000,000
FM Share (%)	34.88	38.58	41.96	42.09	43.15	48.05	49.29	60.10	60.67	64.49	67.77	64.23	1985	KSL	\$4,700,000
Stations			20	22	25	23	27	25	26	31	30	30			
Diaries						874	1162	1273	987	1048	1047	1094			

FORMAT SHARES (%)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		KCPX	(13.4, S76)	
CHR/AOR/CONTEMP	31	36	38	40	38	36	38	CHR	21	22	14	Highest Metro 1/4 HR AVG:	KSL	(154, F82)	
MOR/AC	25	18	18	19	19	22	MOR	14	15	8	13	Highest TSA 1/4 HR AVG:	KSL	(240, F82)	
COUNTRY	16	16	14	17	20	17	16	AC	11	13	22	23	Highest TSA Cume:	KSL	(4005, F83)
BTFL/EZ	23	24	24	17	18	18	16						Highest Metro Cume Rating:	KSL	(30.3, F82)
NEWS/TALK	4	5	6	6	3	2	5		4	4	2				
BLACK/URBAN	---	---	---	---	---	---	---		---	---	---				
NOSTALGIA	---	---	---	1	2	2	1		5	4	6				
SPANISH	---	---	---	---	---	---	---		---	---	---				
RELIGION/GOSPEL	---	---	---	---	1	1	---		1	2	---				
CLASSICAL	1	1	1	---	---	1	1		2	---	---				

#1 STATIONS, 12+ METRO SHARE

KCPX	S75, S76, F77, S78
KLUB	F76, S79
KSL	S77, F78, F79, S80 (T), F80, S81, F81, F82, S83, S86
KCPX-F	S80 (T)
KSFI-F	S82, F83, S84, F84, S85, F85

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	7.80	9.25	12.11	13.66	15.50	19.3	20.1	21.8	24.4	27.5
Income (millions)	.94	.88	1.85	1.67	.94					
Nat Rev (millions)	1.71	2.00	2.46	3.08	4.07					
Rev Per Cap (\$)	---	11.28	14.43	15.80	15.85	20.38	20.39	21.58	23.69	25.94
Inc Per Cap (\$)	---	1.08	2.20	1.93	.96					
Profit Margin	12.1	9.6	15.2	12.2	6.1					

STATION NOTES

(Major call letter and format changes)

KSFI-F	- KSL until 78
KISN-F	- KLUB until 78
	- BTFL until 81
	- AC until 84
KALL-F	- BTFL until about 77
KFMY-F	- KFMC until about 77
	- KAYK until 81
KLUB	- BTFL until 83
KBUG	- KCPX until 83
	- Contemp until 83

MAJOR STATION SALES

1970	KLO (Ogden)	Sold by Heftel	\$ 300,000
1976	KFMY-F (Provo)	Sold to First Media	615,000
1979	KUTR, KLTQ-F		600,000
1982	KBUG, KCPX-F	From Columbia Pic. to John Price	2,950,000
1984	KUTR, KLTQ-F	Sold to Sunrise	2,085,000
1985	KMGR-F (Urem)	Sold to Transcom	1,500,000
1985	KDAB-F (Ogden)	Sold to Albimar	2,200,000
1985	KLUB, KISN-F		4,750,000 (E)
1985	KKAT-F	Sold to Brown	2,900,000
1985	KLRZ-F (Provo)		1,600,000
1986	KMGR (Murray)	Sold to Transcom	500,000

SAN ANTONIO

	12+ METRO SHARE												12+ CUME RATINGS								
	SPG 75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
KTSA (AC)	20.5	18.8	16.2	13.7	9.8	9.9	9.8	6.9	6.2	5.5	3.7	2.7	KTSA	32.7	26.6	28.9	22.1	24.4	18.2	15.6	10.7
KTFM-F (R)	---	4.0	8.5	7.1	7.4	7.9	9.6	8.2	7.7	8.9	9.5	9.9	KTFM-F	20.8	18.4	19.9	19.7	19.1	24.5	24.8	23.5
KISS-F (A)	---	---	---	2.7	4.5	4.6	7.0	11.7	6.0	6.7	6.9	8.5	KISS-F	8.0	9.1	9.1	19.0	18.8	15.0	16.6	15.9
KKYX (C)	9.2	7.4	7.6	7.9	6.8	6.5	7.3	6.2	5.8	6.8	4.8	3.2	KKYX	12.7	15.7	15.1	15.1	17.0	14.4	11.3	8.1
WOAI (NT)	4.0	4.7	6.7	4.8	6.6	5.5	5.9	5.3	6.2	4.8	5.2	3.8	WOAI	15.6	14.8	14.7	12.6	14.6	12.6	12.8	11.4
KAJA-F (C)	---	---	2.3	3.1	2.9	3.6	4.0	6.8	7.3	6.8	5.6	5.4	KAJA-F	---	---	---	11.4	16.6	14.3	14.4	13.7
KCOR (S)	12.8	14.8	12.0	11.9	8.7	8.0	8.7	5.8	7.2	5.8	6.0	5.8	KCOR	11.7	10.9	11.4	8.6	10.8	10.6	8.0	10.8
KQXT-F (E)	8.3	10.5	7.5	9.0	7.4	8.0	8.4	6.4	9.1	8.5	9.2	8.9	KQXT-F	14.9	16.3	14.1	13.2	17.8	15.8	17.3	15.6
KONO (AC)	4.0	5.0	2.4	3.7	5.3	5.7	4.8	4.5	4.3	2.9	4.3	5.2	KONO	15.0	12.5	15.2	11.7	12.7	10.0	10.1	13.4
KITY-F (R)	---	---	2.5	3.6	6.9	5.6	5.0	4.8	4.0	5.0	4.0	5.1	KITY-F	14.5	17.3	16.7	13.2	15.4	17.4	15.1	15.5
KBUC (C)	---	6.2	2.5	3.3	3.1	2.7	3.3	2.1	1.1	1.7	1.7	---	KBUC	---	---	8.5	4.0	4.7	4.0	3.4	---
KBUC-F (C)	3.1	---	4.5	5.2	5.1	6.0	4.2	4.4	4.5	5.2	4.4	6.1	KBUC-F	10.1	12.6	---	9.5	12.2	9.9	11.5	12.4
KAPE (B)	3.2	1.3	4.0	2.4	2.9	2.2	1.6	1.6	2.0	2.5	2.2	1.9	KAPE	---	---	---	2.7	3.6	---	3.4	3.1
KEDA (S)	4.3	4.6	3.3	4.5	4.4	4.4	3.7	3.6	2.3	2.6	3.8	4.3	KEDA	---	---	---	7.1	5.0	6.8	---	7.6
KZEP-F (A)	---	---	---	.9	2.2	3.0	.9	2.0	8.1	7.0	3.2	2.7	KZEP-F	---	---	---	3.3	17.5	17.1	14.3	8.0
KRNN (NT)	4.7	---	---	1.9	2.9	4.0	2.6	3.5	.4	.9	1.8	2.0	KRNN	6.6	7.9	10.4	8.2	2.6	4.0	---	4.4
KXET (S)	---	3.4	3.4	2.7	1.9	2.2	1.6	1.2	1.8	.7	.7	2.4	KXET	---	---	---	3.4	3.8	2.1	.3	5.2
KLLS-F (AC)	---	---	2.5	4.8	4.1	2.7	2.5	5.0	5.4	5.8	3.9	2.3	KLLS-F	14.2	10.2	10.1	12.7	15.2	14.3	13.4	9.4
KSAQ-F (AC)	---	---	---	---	---	---	---	1.8	1.4	2.4	3.3	3.1	KSAQ-F	---	---	---	---	4.8	7.7	10.2	11.6
KSMG-F (AC)	---	---	---	---	---	---	---	.8	.4	.5	5.0	4.7	KSMG-F	---	---	---	---	1.0	1.5	12.4	13.1
KESI-F (AC)	---	---	---	---	---	---	---	1.1	1.5	.9	2.1	3.2	KESI-F	---	---	---	---	4.1	3.9	5.5	8.6

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	17.9	17.6	17.3	17.3	18.0	16.6	15.5	17.1	18.9	18.1	19.3	19.1	1984 WOAI \$4,600,000
FM Share (%)	26.74	28.14	33.58	38.80	44.44	45.11	42.97	51.98	58.59	60.00	60.01	61.15	1985 WOAI \$5,200,000
Stations			25	23	25	25	25	25	26	26	25	26	
Diaries						1410	1240	1375	1226	1339	1255	1362	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	KTSA (20.5, S75)
CHR/ADR/CONTEMP	34	33	42	38	39	38	27	18	17	21	Highest Metro 1/4 HR AVG:	KTSA (264, S76)
MOR/AC	8	6	1	5	5	6	17	1	1	1	Highest TSA 1/4 HR AVG:	KTSA (481, S77)
COUNTRY	14	17	17	19	20	20	21	16	25	19	Highest TSA Cume:	KTSA (6355, S77)
BTFL/EZ	12	13	12	9	9	7	11	9	9	9	Highest Metro Cume Rating:	KTSA (37.2, F77)
NEWS/TALK	6	5	6	6	6	6	8	5	5	6		
BLACK/URBAN	5	3	4	5	2	2	3	3	2	2		
NOSTALGIA	---	---	---	---	---	4	1	2	1	2		
SPANISH	20	19	18	17	17	15	10	9	10	14		
RELIGION/GOSPEL	1	2	---	---	---	---	4	1	2	1		
CLASSICAL	1	1	---	1	1	3	---	---	---	---		

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	10.49	12.57	15.39	17.39	17.39	24.3	28.7	32.6	38.0	44.8
Income (millions)	1.39	1.97	3.46	2.80	3.18					
Nat Rev (millions)	2.72	3.21	4.66	5.40	5.46					
Rev Per Cap (\$)	---	12.38	15.09	16.38	15.93	22.50	26.09	27.86	31.93	36.72
Inc Per Cap (\$)	---	3.16	3.39	2.63	2.88					
Profit Margin	13.2	15.7	22.4	16.1	18.1					

STATION NOTES

(Major call letter and format changes)

- KTSA - Contemp to AC by about 83
- WOAI - MOR until 76
- KAJA-F - KEEZ until 77
- Contemp until 77
- WOAI-F until 81
- BTFL until 80
- AC until 81
- KXZL-F - KEXL until about 77
- Contemp until about 77
- KVAR until 83
- Spanish until 83
- KLLS-F - KZZY until 81
- Contemp until 81
- KRNN - KITE until 76
- BTFL/MOR until about 78
- Country until 82
- KCCW until 83
- KLLS until 85
- AC until 85
- KXET - KUKA until 83
- KVAR until 84
- KSAQ-F - KMFM until 82
- KSLR until 84
- Began AC in 84
- CHR beginning in 85
- KSMG-F - KWED until 84

MAJOR STATION SALES

1974 KLLS-F		\$ 600,000
1975 WOAI	From AVCO to Clear Channel	1,500,000
1975 KAJA-F	Sold to Clear Channel	349,000
1975 KCOR, KQXT-F	Sold to Tichenor	2,400,000
1977 KLLS-F	Sold to SBI	625,000
1978 KSAQ-F	Sold to Epperson-Atsinger	318,000
1978 KRNN	From Doubleday to SBI	750,000
1978 KZEP-F	From Doubleday to Lotus	750,000
1980 KSLR, KISS-F	Sold to Capitol (WRAL)	4,650,000
1982 KAPE, KESI-F		3,000,000
1982 KXET	From Epperson to Lotus	875,000
1983 KSAQ-F		4,100,000
1984 KQXT-F	From Tichenor to Westinghouse	7,000,000
1984 KSMG-F (Sequin)	Sold to American Media	4,200,000
1984 KLLS-F	From SBI to Swanson	8,000,000
1985 KONO, KITY-F	Sold to Duffy	11,000,000
1986 KBUC A/F	Sold to TK	11,800,000
1986 KISS-F	From Capitol to Noble	13,350,000
1986 KRNN	Sold to Noble	2,000,000

SAN DIEGO

		12+ METRO SHARE											12+ CUME RATINGS										
	SPG	75	76	77	78	79	80	81	82	83	84	85	86										
												79	80	81	82	83	84	85	86				
KGB-F (A)	5.8	7.4	6.6	6.0	5.1	6.2	7.5	8.1	6.4	8.3	8.2	6.6	KGB-F	12.0	12.3	15.4	19.9	15.8	14.9	16.2	13.9		
KPQP (BB)	5.1	5.0	4.5	2.8	2.2	4.4	2.7	1.3	2.3	3.7	4.0	3.5	KPQP	11.0	14.3	12.7	6.6	4.8	6.9	7.2	7.3		
KJQY-F (E)	---	---	2.8	4.3	6.9	8.9	8.5	9.1	8.7	8.2	8.6	8.2	KJQY-F	12.0	13.1	15.3	15.5	16.3	13.9	15.4	15.1		
KFMB (M)	5.2	5.5	3.8	4.0	5.9	5.6	4.8	6.0	6.4	7.6	7.8	9.0	KFMB	23.5	18.8	18.1	19.9	21.1	21.9	23.3	21.1		
KFMB-F (R)	---	6.2	7.1	6.0	4.7	4.7	4.2	3.4	5.2	4.8	6.9	6.8	KFMB-F	18.8	15.4	14.5	13.2	18.1	14.5	19.0	20.7		
KLZZ (AC)	10.1	6.4	7.1	5.3	2.7	3.3	3.0	3.9	2.1	1.9	1.2	.5	KLZZ	9.2	11.1	8.8	12.2	9.1	7.8	4.6	3.1		
KLZZ-F (AC)	5.3	3.3	4.0	5.6	4.9	5.7	4.8	4.8	3.8	3.2	3.8	2.3	KLZZ-F	11.6	13.6	13.3	12.5	14.4	7.9	9.4	7.6		
KSDO (NT)	4.7	4.4	5.3	5.4	4.8	5.1	5.7	4.6	4.3	4.6	5.8	7.0	KSDO	13.3	13.9	14.2	12.6	10.2	10.6	12.4	13.7		
KSDO-F (R)	4.5	6.1	5.4	4.8	4.9	4.3	3.4	2.9	3.6	6.1	5.1	4.8	KSDO-F	11.0	7.8	7.4	8.1	9.8	17.7	16.7	14.7		
KCBQ (C)	10.0	8.9	5.6	5.1	2.7	2.3	3.7	2.7	2.5	2.2	1.4	1.6	KCBQ	13.0	10.9	10.2	7.6	8.0	5.8	5.1	5.2		
KCBQ-F (C)	---	---	---	---	3.3	2.9	1.4	2.6	2.2	2.3	2.4	2.8	KCBQ-F	9.4	7.6	---	6.2	7.3	---	4.7	6.5		
KSON (C)	4.5	3.7	4.5	3.3	3.4	3.1	2.6	2.6	2.0	1.2	.9	1.3	KSON	---	8.1	7.6	7.5	6.0	4.4	4.1	4.7		
KSON-F (C)	---	---	1.5	2.2	2.3	2.1	2.7	3.0	2.6	2.7	3.7	3.9	KSON-F	---	---	6.2	7.8	7.5	6.9	7.4	10.0		
XTRA (O)	6.1	6.9	5.8	4.9	4.6	4.1	3.4	3.5	3.5	2.8	2.8	2.9	XTRA	12.5	11.0	15.7	14.6	15.6	13.4	8.2	8.2		
XTRA-F (A)	---	---	---	2.5	4.6	5.0	5.0	4.2	5.4	4.5	5.3	6.6	XTRA-F	---	10.3	13.5	17.0	15.6	12.1	14.1	14.3		
KFSD-F (CL)	---	3.1	3.3	3.0	3.1	3.0	3.9	3.9	3.9	2.6	3.1	2.4	KFSD-F	---	---	7.2	9.6	7.1	5.5	6.3	6.7		
KYXY-F (AC)	---	4.5	3.5	2.6	3.5	3.0	2.5	4.0	4.6	3.6	2.4	3.1	KYXY-F	---	7.6	6.1	10.6	12.4	8.0	7.2	9.1		
KVSD (BB)	---	---	---	---	.4	.4	2.9	3.9	2.8	1.7	1.5	.4	KVSD	---	---	---	4.6	---	---	---	1.4		
XHRM-F (B)	---	---	---	1.0	.8	.4	3.6	4.9	3.4	4.8	4.3	4.9	XHRM-F	---	---	---	7.2	6.3	11.1	9.3	9.7		
KMJC (G)	---	---	6.3	4.2	3.9	1.7	.3	.6	.3	.4	.4	---	KMJC	14.2	8.6	---	2.2	1.6	---	1.2	---		
KIFM-F (J)	---	---	4.2	4.7	4.3	4.0	3.1	2.9	2.6	3.2	3.4	3.1	KIFM-F	9.8	9.2	7.3	7.5	8.4	7.3	9.3	7.9		
KWLT-F (AC)	---	---	---	3.9	3.3	2.5	3.3	3.3	4.2	2.7	2.2	3.1	KWLT-F	---	7.2	6.1	8.8	10.6	9.0	8.8	8.3		
XHIT-F (A)	---	---	---	---	---	---	---	---	---	1.6	2.2	1.4	XHIT-F	---	---	---	---	---	5.6	6.5	5.0		

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.3	15.9	16.1	16.2	17.3	16.0	16.2	17.9	17.9	17.3	17.8	16.4	1984	KFMB-F	NA
FM Share (%)	33.31	42.70	43.48	49.19	56.65	57.05	61.59	64.63	64.86	66.06	68.04	68.07	1985	KFMB	\$9,000,000
Stations			31	30	29	31	35	30	32	31	32	29			
Diaries						1664	1411	1488	1569	1560	1951	2072			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986		
CHR/AOR/CONTEMP	37	49	45	41	41	27	33	CHR 14	15	13	Highest Metro Share:	KOGO (10.1, S77)
							AOR 15	17	17		Highest Metro 1/4 HR AVG:	KFMB (286, S85)
MOR/AC	20	12	12	18	15	27	MOR 11	8	10	10	Highest TSA 1/4 HR AVG:	Same as Metro
							AC 14	16	20	19	Highest TSA Cume:	KFMB (4080, S85)
COUNTRY	7	7	7	7	10	12	10	9	7	11	Highest Metro Cume Rating:	KFMB (23.5, S79)
BTFL/EZ	23	19	20	18	16	11	9	9	8	9		
NEWS/TALK	9	10	9	9	9	9	9	9	8	10	#1 STATIONS, 12+ METRO SHARE	
BLACK/URBAN	--	--	5	3	1	4	3	6	4	5	KOGO	S75, S77, S78
NOSTALGIA	--	--	--	--	4	3	5	10	6	4	KCBQ	S76, F76
SPANISH	--	--	--	--	--	--	1	--	--	--	KFMB-F	F77
RELIGION/GOSPEL	1	1	--	--	1	2	1	2	1	1	KSDO	F78
CLASSICAL	3	2	3	3	4	5	3	3	4	3	KFMB	S79, S85, S86
											KJQY-F	F79, S80, F80, S81, F82, S83,
												F83, S84, F85
											KGB-F	F81, S82, F84

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	14.57	15.89	21.37	22.81	25.64	35.6	40.8	45.1	51.7	57.4
Income (millions)	.72	1.68	3.14	2.19	-2.21					
Nat Rev (millions)	4.95	4.61	8.35	7.61	9.58					
Rev Per Cap (\$)	---	9.40	12.31	12.65	13.17	18.74	20.92	22.11	24.74	26.70
Inc Per Cap (\$)	---	.99	1.81	1.21	-1.14					
Profit Margin	5.0	10.6	14.7	9.6	---					

MAJOR STATION SALES

1971 KLZZ	From Time-Life to Retlaw	\$ 2,900,000
1974 KFSD-F	Sold by Time-Life to Lotus	275,000
1975 KJQY-F		750,000
1975 KSDO-F	From Pacific Southwest to Combined Commu	850,000
1976 KCBQ-F		408,000
1976 KSDO	Sold to Combined Communications	1,576,000
1977 KMJC		700,000
1978 KYXY-F		1,250,000
1978 KWLT-F		1,465,000
1979 KLZZ	From Retlaw to SBI	7,000,000
1980 KJQY-F	From Heftel to Westinghouse	6,400,000
1981 KCBQ-F	From Mel Wheeler to Charter	5,250,000
1982 KWLT-F	Sold to Alta	6,300,000
1983 KCBQ A/F	From Charter to Infinity	8,500,000
1984 KSON A/F	Sold to Jefferson-Pilot	7,700,000
1985 KMLV (Vista)		2,000,000
1985 KWLT-F	From Alta to Sandusky	10,500,000
1986 KCBQ A/F	From Infinity to Eric/Chandler	12,200,000
1986 KLZZ A/F	From SBI to Edens	14,000,000

STATION NOTES

(Major call letter and format changes)

KJQY-F	-	KDZN until 79
KPQP	-	KGB until 82
		CHR until 82
		KCNN until 83
		News until 83
KCBQ-F	-	KITT until 81
		Urban or Rock until 81
KGB-F	-	CHR until 79
KCBQ	-	Contemp changing to AC about 79 and then Country in 80
XTRA	-	BTFL until 80
		CHR until 85
KSDO-F	-	BTFL until 81
		KEZL until 82
		AC until 82
KYXY-F	-	BTFL until 79
KIFM-F	-	AC until about 84
KWLT-F	-	KBZT until 85
KLZZ-F	-	KPRI until 84
		AOR until 84
KLZZ	-	KOGO until 85
		MOR until 83
		News/Talk until 85

SAN FRANCISCO

	SPG	12+ METRO SHARE													SPG	12+ CUME RATINGS							
		75	76	77	78	79	80	81	82	83	84	85	86	79		80	81	82	83	84	85	86	
KGO (NT)	9.1	8.2	8.5	8.0	9.1	9.2	8.9	8.5	8.7	8.9	8.6	7.2	KGO	18.2	17.7	18.2	18.1	18.5	18.3	18.0	17.1		
KLOK-F (AC)	---	2.9	3.2	3.6	3.0	3.2	2.1	1.0	1.2	2.1	2.1	2.4	KLOK-F	9.7	9.7	9.5	5.5	5.3	6.4	7.2	8.7		
KFRC (R)	6.7	7.3	6.5	7.7	5.4	4.8	5.1	4.0	3.6	3.1	1.8	1.6	KFRC	19.4	16.2	18.8	16.0	17.2	13.8	9.7	6.9		
KSFO (BB)	7.4	6.3	5.6	5.1	3.7	3.2	4.0	3.0	3.1	2.7	2.0	2.1	KSFO	9.6	9.0	13.9	10.7	9.4	8.9	7.3	6.8		
KCBS (NT)	8.4	7.6	6.8	6.3	5.6	6.3	5.8	5.8	6.0	4.8	5.7	6.8	KCBS	15.9	16.7	16.3	15.1	16.5	12.6	15.0	16.6		
KRQR-F (A)	---	---	---	2.8	.9	1.4	1.3	3.0	2.2	2.5	2.3	2.1	KRQR-F	---	6.3	---	10.2	7.7	7.3	5.8	5.1		
KNBR (M)	3.4	4.1	4.0	2.9	4.2	3.9	3.8	3.2	2.7	3.5	2.9	4.9	KNBR	16.8	13.6	14.2	11.8	12.2	12.0	10.8	13.3		
KYUU-F (AC)	---	---	---	1.6	3.6	3.3	3.3	2.9	3.0	3.5	3.6	2.9	KYUU-F	8.2	9.9	10.6	9.3	11.3	10.6	11.1	11.1		
KMEL-F (R)	---	---	---	2.1	2.4	2.2	2.9	4.4	3.5	2.0	1.8	2.9	3.0	KMEL-F	---	7.3	10.7	11.4	9.4	6.7	11.0	10.9	
KSOL-F (B)	---	1.3	3.1	3.3	4.0	4.7	5.7	4.3	3.9	4.6	4.5	4.4	KSOL-F	8.1	9.0	8.8	10.0	7.4	11.4	10.3	10.6		
KIOI-F (AC)	---	3.6	2.8	4.0	3.5	2.7	3.0	2.9	3.2	2.8	3.4	2.5	KIOI-F	11.2	9.3	9.7	10.0	10.6	10.9	10.6	9.8		
KFOG-F (A)	4.1	5.6	4.4	4.2	3.8	4.1	2.7	2.1	1.4	2.4	2.5	2.8	KFOG-F	9.5	10.5	6.8	7.8	4.2	4.8	6.8	7.2		
KABL (E)	3.9	4.5	4.0	3.9	3.2	2.9	2.5	2.5	2.7	2.7	2.6	2.0	KABL	10.7	8.6	7.6	7.4	8.6	6.7	6.1	4.6		
KABL-F (E)	---	2.6	2.7	2.4	2.8	2.9	3.2	2.5	3.3	3.0	3.6	3.7	KABL-F	7.5	7.8	8.1	7.2	8.7	7.1	7.8	8.2		
KNEW (C)	3.6	3.3	3.1	2.3	2.6	3.0	3.0	2.9	2.8	2.6	2.6	2.0	KNEW	7.2	7.7	8.6	8.0	6.9	6.0	6.4	5.2		
KSAN-F (C)	3.5	2.5	2.4	1.9	1.8	1.8	2.1	2.7	3.9	2.5	3.6	2.8	KSAN-F	---	6.6	6.6	6.7	9.4	7.9	7.9	7.0		
KOIT-F (AC)	---	1.7	3.7	3.1	3.4	2.3	2.2	3.0	2.7	2.9	2.7	2.7	KOIT-F	8.7	---	6.3	6.6	7.1	6.9	6.6	8.3		
KDIA (B)	---	2.6	2.6	3.1	3.3	2.4	1.8	3.0	2.3	2.6	7	2.8	KDIA	8.1	8.2	---	7.6	7.2	---	---	2.9		
KBLX-F (B)	---	---	---	1.2	1.0	2.2	2.6	2.7	2.7	2.4	2.9	2.9	KBLX-F	---	---	---	6.3	7.8	6.4	6.7	6.9		
KOIT (AC)	---	---	---	2.2	2.3	1.7	1.5	2.0	1.5	5	5	3	KOIT	9.4	8.3	---	6.2	5.6	2.6	2.8	1.8		
KYA-F (O)	---	---	---	1.7	2.2	1.5	1.4	1.7	1.0	1.4	1.2	1.6	KYA-F	8.5	7.9	---	6.0	3.6	3.9	3.0	5.0		
KKHI-F+ (CL)	---	---	---	1.9	1.9	1.6	1.6	1.8	1.8	1.7	2.1	1.7	1.8	KKHI-F+	---	---	---	5.3	5.9	5.4	5.8	5.2	
KITS-F (R)	---	---	---	---	---	---	---	---	0.6	2.1	2.2	2.4	1.9	KITS-F	---	---	---	5	6.6	9.7	9.8	8.7	
KKCY-F (U/A)	---	---	---	---	---	---	---	---	1.5	1.9	1.6	1.4	1.3	KKCY-F	---	---	---	---	4.8	4.8	5.5	2.8	
KJAZ-F (J)	---	---	---	---	---	---	---	---	9	1.0	1.3	1.1	1.9	KJAZ-F	---	---	---	---	---	2.9	3.0	3.2	
KDFC-F+ (CL)	---	---	---	1.8	2.2	1.6	1.6	2.0	1.6	2.1	1.6	1.5	1.4	KDFC-F	---	---	---	5.9	5.0	---	4.0	4.9	4.6
KBAY-F (E)	2.9	2.9	2.3	1.9	1.8	1.8	2.1	1.9	2.1	2.5	2.4	2.3	KBAY-F	5.1	---	---	4.3	5.0	5.3	4.8	4.6		
KWSS-F (R)	---	---	---	---	---	---	---	---	8	1.1	1.9	1.9	1.8	KWSS-F	---	---	---	---	3.2	5.2	5.3	6.3	
KLOK (AC)	---	2.6	2.5	2.1	1.8	1.7	1.8	1.7	1.3	1.2	1.2	1.9	KLOK	6.6	5.5	---	5.7	5.5	---	4.6	3.9		
KOME-F (A)	---	---	---	---	8	2.0	2.2	2.3	1.7	1.2	1.9	1.5	1.6	KOME-F	---	---	---	6.3	6.1	5.6	5.4	4.8	4.9
KSJO-F (A)	---	---	---	---	1.0	1.3	1.0	1.2	2.9	1.7	1.3	1.0	1.1	KSJO-F	---	---	---	---	6.8	6.7	4.5	3.6	3.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	16.4	16.1	15.4	16.8	16.4	16.5	17.1	17.6	17.8	17.9	17.2	17.1	1984 KGO \$16,000,000
FM Share (%)	32.93	37.59	42.11	42.07	48.22	51.16	53.71	53.42	52.66	56.57	61.38	60.62	1985 KGO \$17,500,000
Stations			44	45	47	45	47	47	47	48	52	49	
Diaries						4190	3443	3987	3298	3678	4303	3934	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	KGO (9.4, S81)
CHR/AOR/CONTEMP	30	34	28	28	26	28	21	CHR 14	11	14	Highest Metro 1/4 HR AVG:	KGO (732, F84)
MOR/AC	16	14	15	17	17	14	MOR 4	AOR 12	11	9	Highest TSA 1/4 HR AVG:	KGO (907, S84)
COUNTRY	6	4	5	5	8	8	AC 14	4	5	7	Highest TSA Cume:	KGO (14225, S76)
BTFL/EZ	19	17	17	16	13	13	10	8	8	7	Highest Metro Cume Rating:	KFRC (22.8, F78)
NEWS/TALK	16	15	16	16	16	15	13	13	15	10		
BLACK/URBAN	7	8	12	11	12	13	16	14	15	16	#1 STATIONS, 12+ METRO SHARE	
NOSTALGIA	1	1	2	2	1	3	10	13	10	9	KFRC S76, S78	
SPANISH	---	2	2	1	2	2	5	5	3	4	KCBS F76	
RELIGION/GOSPEL	1	1	1	1	1	1	4	1	2	2	KGO All other rating periods	
CLASSICAL	4	4	3	3	4	4	1	1	1	1		

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	41.81	50.35	59.16	65.35	71.01	93.6	102.5	115.3	132.1	142.0
Income (millions)	2.09	4.66	6.98	3.69	.78					
Nat Rev (millions)	18.03	17.79	24.17	25.31	28.18					
Rev Per Cap (\$)	---	15.90	18.52	20.40	21.63	24.25	26.28	28.97	30.50	32.27
Inc Per Cap (\$)	---	1.47	2.19	1.15	.24					
Profit Margin	5.0	9.3	11.8	5.6	1.1					

MAJOR STATION SALES

1970	KRE/KBLX-F	Sold to Horizons	\$ 1,427,000
1972	KABL A/F	From McLendon to Starr	10,800,000
1974	KIQI-F	Sold to Jim Gabbert	1,180,000
1974	KFOG-F	Sold by Kaise to GE	1,600,000
1976	KOIT-F	From SF Chronicle to Bonneville	2,850,000
1977	KMEL-F	From RKO to Century	1,500,000
1977	KOIT, KYA-F	From AVCO to King	NA
1980	KNEW	From Metromedia to Malrite	5,000,000
1981	KSAN-F	From Metromedia to Malrite	7,000,000
1982	KKCY-F	Sold by Gene Chenault	5,500,000
1983	KIOI-F	From Charter to Price Comm.	12,400,000
1983	KSFO	From Golden West to King	7,000,000
1983	KFOG-F	From GE to Susquehanna	4,750,000
1983	KLOK-F	From ABC to Davis/Weaver	5,300,000 (E)
1983	KOIT	From King to Bonneville	3,500,000
1984	KDIA	Sold by BENI	3,475,000
1984	KFAX	Sold to Salem	6,000,000
1985	KKCY-F	Sold to Olympic	7,000,000

STATION NOTES

(Major call letter and format changes)

KLOK-F	-	KSFX until 82
	-	Rock or AOR until 82
	-	KGO-F until 84
	-	News/Talk until 84 (?)
KRQR-F	-	KCBS-F until 82
	-	Oldies/Contemp until 82
KSFO	-	MOR until 83
KMEL-F	-	KFRC until 77
	-	AOR until 84
KFOG-F	-	BTFL until 83
KOIT-F	-	BTFL until 85
KDIA	-	KDIA until 84
	-	KFYI until 85
	-	Black until 83
	-	News/Talk until 84
KYA-F	-	AOR until 80
	-	KYA-F until 81
	-	KLHT until 84
KBLX-F	-	KRE until 79
KSAN-F	-	AOR until 80

Other stations - See San Jose

SAN JOSE

		<u>12+ METRO SHARE</u>										<u>12+ CUME RATINGS</u>										
		<u>SPG</u>										<u>SPG</u>										
		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	
KOME-F	(A)	8.7	6.4	3.8	2.8	5.6	5.2	6.2	4.8	3.5	4.8	4.2	4.0	KOME-F	13.2	13.1	15.1	15.0	12.6	13.7	11.7	11.1
KSJO-F	(A)	---	2.8	4.0	2.5	3.9	2.4	3.5	8.4	5.3	3.9	2.8	3.3	KSJO-F	7.8	7.5	9.4	18.1	18.4	12.9	9.9	10.0
KEZR-F	(AC)	---	2.2	2.5	3.5	4.5	4.6	5.1	5.0	4.1	2.5	2.3	2.6	KEZR-F	9.3	10.9	7.9	11.2	13.0	9.1	11.2	9.8
KBAY-F	(E)	7.9	8.9	6.7	6.6	5.1	5.3	6.6	5.9	5.5	6.7	6.1	6.1	KBAY-F	11.9	12.4	13.3	12.2	11.8	13.4	12.5	10.7
KEEN	(C)	---	2.7	2.9	2.4	2.8	4.0	3.0	2.6	3.3	2.8	2.4	2.2	KEEN	6.4	7.5	7.9	7.4	6.4	6.9	5.7	4.8
KLOK	(AC)	5.4	5.8	6.0	5.1	5.0	4.9	5.0	4.8	3.4	2.8	3.3	3.0	KLOK	15.6	13.6	14.7	14.7	11.4	10.2	9.8	10.3
KLIV	(BB)	4.8	4.4	4.3	3.8	3.1	2.2	2.3	2.9	2.9	3.4	2.3	1.9	KLIV	13.4	9.6	7.8	2.5	6.6	7.8	6.3	5.8
KDFC-F+	(CL)	---	---	1.9	2.5	1.9	1.5	2.2	2.2	1.8	1.6	1.2	1.3	KDFC-F+	---	5.7	5.1	5.6	4.2	4.1	4.4	3.9
KARA-F	(AC)	4.3	3.3	4.1	3.1	3.7	3.9	3.1	2.5	3.1	3.4	3.7	2.6	KARA-F	8.2	10.1	7.6	7.7	9.6	9.2	10.8	10.7
KWSS-F	(R)	---	---	2.2	1.7	2.2	1.6	1.6	1.8	4.3	6.3	5.3	5.9	KWSS-F	4.9	5.3	5.7	5.5	11.5	18.0	14.9	19.3
KLZE-F	(E)	---	---	---	---	---	---	1.4	---	---	1.4	2.9	3.2	KLZE-F	---	---	---	---	3.9	6.1	6.6	5.9
KNTA	(S)	---	---	---	---	---	---	---	1.7	1.5	2.4	2.0	1.3	KNTA	---	---	---	---	3.7	2.3	2.6	3.7
KATD-F	(R)	---	---	---	---	---	---	---	---	---	---	1.9	1.8	KATD-F	---	---	---	---	---	---	---	8.1

BASED ON AVERAGE OF SPRING AND FALL BOOKS  
ONLY STATIONS HOME TO SAN JOSE METRO ARE INCLUDED

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>Highest Billing Station</u>
APR (%)	16.6	15.6	14.6	16.1	15.3	15.8	16.9	17.0	17.0	17.2	16.2	16.0	1984 KBAY-F \$3,900,000
FM Share (%)	---	---	---	---	---	---	---	---	---	---	---	---	1985 KBAY-F \$4,300,000
Stations						44	42	42	42	42	43	42	
Diaries						1463	1336	1236	1159	1314	1489	1148	

FORMAT SHARES (%)

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>Highest Metro Share:</u>	<u>Highest Metro 1/4 HR AVG:</u>	<u>Highest TSA 1/4 HR AVG:</u>	<u>Highest TSA Cume:</u>	<u>Highest Metro Cume Rating:</u>
CHR/AOR/CONTEMP											KBAY-F (9.8, S76)	KSJO-F (160, F82)	KBAY-F (160, S84)	KBAY-F (270, S84)	KLIV (20.3, F77)
MOR/AC													KWSS-F (3819, S86)		
COUNTRY															
BTFL/EZ															
NEWS/TALK															
BLACK/URBAN															
NOSTALGIA															
SPANISH															
RELIGION/GOSPEL															
CLASSICAL															

FORMAT SHARES NOT AVAILABLE

#1 STATIONS, 12+ METRO SHARE

KOME-F	S75, F79, S81
KBAY-F	S76, F76, S77, F77, S78, F78, F80, F81, F83, S84, F84, S85, F85, S86
KLOK	S79, S80
KSJO-F	S82, F82, S83

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>
Revenue (millions)	8.16	10.38	13.22	15.40	16.86	18.0	19.8	22.0	23.4	24.5
Income (millions)	.65	1.48	.26	1.90	1.27					
Nat Rev (millions)	1.32	1.58	2.98	3.41	4.75					
Rev Per Cap (\$)	---	8.48	10.60	12.22	12.65	13.85	14.89	16.06	16.96	17.63
Inc Per Cap (\$)	---	1.21	.21	1.51	.95					
Profit Margin	8.1	14.2	1.9	12.3	7.5					

STATION NOTES

(Major call letter and format changes)

KLIV	-	Contemp until 81
KARA-F	-	Contemp until 82
KWSS-F	-	KFAT until 83
		Country until 83
KLZE-F	-	KPEN until 83
		Contemp until 83

MAJOR STATION SALES

1971	KEZR-F	Sold to PSA	\$ 330,000
1973	KOME-F	Sold to Infinity	461,500
1973	KLZE-F		250,000
1974	KSJO-F	Sold to Sterling	769,000
1976	KEZR-F	From PSA to Alta	600,000
1978	KHTT	Sold to Sterling	1,375,000
1980	KWSS-F (Gilroy)		2,500,000
1983	KTIM A/F (San Rafael)		1,400,000
1984	KLZE-F		2,500,000
1984	KWSS-F	From Western Cities to Nationwide	8,600,000
1985	KHTT, KSJO-F	From Sterling to Narragansett	8,250,000
1986	KLZE-F	Sold to Parker	4,300,000
1986	KBRG-F		2,875,000



SARASOTA - BRADENTON

	12+ METRO SHARE											12+ CUME RATINGS										
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86		
WDUV-F (E)	---	---	---	---	13.3	13.9	15.3	13.4	16.6	21.6	17.9	23.4	WDUV-F	28.7	27.7	24.6	22.0	27.2	30.3	28.8	31.4	
WAMR (BB)	---	---	---	---	7.5	3.8	6.6	4.7	4.4	4.9	6.2	3.8	WAMR	12.6	---	---	9.4	7.5	8.6	9.4	8.4	
WRAV-F (AC)	---	---	---	---	---	4.6	5.4	4.5	3.9	2.6	.9	.6	WRAV-F	---	11.1	9.3	10.6	10.7	---	3.9	3.8	
WAVE-F (AC)	---	---	---	---	10.9	3.5	1.8	4.5	6.9	7.2	4.1	3.0	WAVE-F	16.1	8.7	---	10.1	14.1	10.8	11.4	8.0	
WML0-F (AC)	---	---	---	---	1.9	3.8	2.0	3.2	5.0	.7	2.4	1.3	WML0-F	---	11.1	---	9.3	12.4	4.2	7.1	5.4	
WTRL (C)	---	---	---	---	3.1	1.8	.8	.3	---	---	.9	1.1	WTRL	---	---	---	3.5	---	---	2.5	2.9	
WKXY (R)	---	---	---	---	2.4	1.5	1.6	1.7	.8	.8	1.3	.9	WKXY	9.0	---	8.8	8.2	5.0	4.4	4.0	4.1	
WINK-F (R)	---	---	---	---	---	---	1.2	2.5	.3	1.1	2.1	2.8	WINK-F	---	---	---	3.8	3.7	---	5.5	6.7	
WSPB (BB)	---	---	---	---	3.6	2.6	3.6	1.5	3.0	2.6	1.3	1.6	WSPB	11.5	---	8.6	5.6	8.9	---	3.9	5.1	
WQSA (NT)	---	---	---	---	6.3	2.4	2.6	1.7	2.0	.8	2.7	1.1	WQSA	12.8	---	---	6.9	5.0	2.9	---	3.3	
WYNF-F (A)	---	---	---	---	1.4	5.5	2.6	7.7	10.1	6.2	7.9	7.3	WYNF-F	---	13.6	9.1	14.7	16.5	10.8	14.5	12.2	
WWBA-F (E)	---	---	---	---	1.7	8.2	6.4	4.7	5.2	5.6	5.4	3.9	WWBA-F	---	14.1	10.7	10.1	9.5	12.1	11.2	9.5	
WSUN (C)	---	---	---	---	4.8	7.1	7.4	9.7	5.9	7.2	10.3	7.8	WSUN	18.7	18.1	15.2	19.4	11.0	14.3	15.9	15.1	
WRBQ-F (R)	---	---	---	---	---	---	---	---	3.0	3.1	2.5	6.6	WRBQ-F	---	---	---	---	5.1	8.4	6.8	6.8	14.8
WUSA-F (AC)	---	---	---	---	6.3	4.2	3.8	4.0	1.2	1.3	1.9	3.1	WUSA-F	---	---	---	8.2	4.7	3.3	4.8	6.2	
WPDS-F (AC)	---	---	---	---	3.6	2.4	4.2	3.7	3.4	.7	.6	1.3	WPDS-F	9.2	9.4	8.7	7.9	---	3.1	5.1	5.9	
WKRL (A)	---	---	---	---	---	8.6	10.4	8.3	2.2	4.7	5.4	2.3	WKRL	---	8.6	10.4	8.3	10.1	13.3	13.8	8.5	
WWZZ (BB)	---	---	---	---	---	---	4.2	2.3	5.4	3.6	1.9	4.8	WWZZ	---	---	---	---	---	---	2.8	6.1	

ONE RATING BOOK PER YEAR BEGINNING IN 1979

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	---	---	---	---	15.3	16.6	15.7	18.0	17.3	17.1	NA	16.8	1984 WDUV-F \$1,400,000
FM Share (%)	---	---	---	---	55.64	62.22	58.66	63.99	67.46	66.54	61.19	66.03	1985 WDUV-F \$1,600,000
Stations					25	23	27	28	26	26	29	29	
Diaries					478	563	946	611	637	816	713		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WDUV-F (23.4, S86)
CHR/AOR/CONTEMP	--	--	28	26	21	19	19	CHR AOR	12	12	11	Highest Metro 1/4 HR AVG: WDUV-F (150, S86)
MOR/AC	--	--	21	8	8	13	MOR AC	7	6	4	2	Highest TSA 1/4 HR AVG: WDUV-F (151, S86)
COUNTRY	--	--	13	20	20	24	18	13	15	12	Highest TSA Cume: WDUV-F (1197, S86)	
BTFLEZ	--	--	29	36	33	28	24	33	26	31	Highest Metro Cume Rating: WDUV-F (31.4, S86)	
NEWS/TALK	--	--	7	4	5	4	4	3	5	4		
BLACK/URBAN	--	--	2	1	1	2	--	--	1	--		
NOSTALGIA	--	--	--	4	12	11	13	13	14	14		
SPANISH	--	--	--	--	--	--	--	--	--	--		
RELIGION/GOSPEL	--	--	1	--	--	--	--	--	--	--		
CLASSICAL	--	--	--	--	--	--	--	--	--	--		

#1 STATIONS, 12+ METRO SHARE

WDUV-F All rating periods

STATION NOTES

(Major call letter and format changes)

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	---	1.94	1.73	1.80	2.61	3.1	3.5	4.0	4.5	5.0
Income (millions)	---	-.08	-.08	-.37	-.46					
Nat Rev (millions)	---	.50	.14	.22	.34					
Rev Per Cap (\$)	---	11.26	9.32	8.60	12.12	7.54	7.97	8.60	9.34	10.04
Inc Per Cap (\$)	---	-.45	-.41	-1.76	-2.13					
Profit Margin	---	---	---	---	---					

- WAVE-F - WQSR until 80  
AOR until 81  
WSRZ until 84
- WTRL - MOR until about 81
- WSPB - MOR until about 81
- WRAV-F - WAMR-F until 84  
MOR until 80
- Country until 84
- WML0 - WSPB-F until 82

\* Independent FM's and FM's reported separately are not included  
Major change in size of metro beginning in 1981

MAJOR STATION SALES

1972	WSPB, WML0-F	Sold to Walter Weeks	\$ 600,000
1973	WQSA, WHVE-F		162,000
1973	WWZZ		274,000
1978	WTRL		358,000
1979	WHVE-F	Sold to Cosmos	1,900,000
1980	WWZZ		375,000
1983	WQSA		548,000
1984	WAMR, WRAV-F		1,850,000
1984	WOFN (?)		475,000
1984	WWZZ		600,000
1986	WML0-F	Sold to Wilkes-Schwartz	2,800,000
1986	WHVE-F	Sold to Susquehanna	7,000,000

SAVANNAH

	SPG	12+ METRO SHARE											SPG	12+ CUME RATINGS								
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85	86
		WWSA (M)	9.4	6.9	3.4	3.3	5.7	5.2	4.0	2.7	3.7	2.5		3.5	1.9	WWSA	16.1	12.6	12.3	9.4	10.6	9.6
WCHY-F (C)	---	5.8	6.7	6.3	2.7	9.8	14.0	14.4	13.2	16.4	12.4	11.4	WCHY-F	9.1	14.9	22.8	24.9	20.9	25.8	22.3	20.1	
WWJD (G)	5.1	4.6	9.7	5.9	13.9	9.8	2.3	3.3	2.6	4.0	2.3	1.9	WWJD	17.5	15.2	7.5	8.0	---	5.4	5.1	4.5	
WEAS-F (B)	5.1	6.6	10.5	15.5	7.1	11.9	17.7	16.3	16.3	17.2	17.0	17.3	WEAS-F	10.5	19.4	25.6	27.5	27.9	24.5	26.7	26.0	
WBMQ (AC)	8.3	6.2	3.4	5.9	4.7	1.4	1.0	2.7	1.7	.3	.6	.3	WBMQ	17.1	---	---	9.3	7.3	3.4	2.3	3.2	
WIXV-F (R)	9.4	9.7	5.5	8.5	12.5	9.1	8.0	6.8	8.9	10.8	7.2	13.0	WIXV-F	25.5	22.7	24.6	22.6	27.8	25.3	21.8	23.7	
WSGA (BB)	14.6	14.3	17.2	11.1	12.5	7.3	5.4	2.7	3.2	3.5	3.5	3.5	WSGA	27.6	19.6	18.7	14.3	11.0	10.0	5.7	6.9	
WZAT-F (R)	7.1	7.3	13.4	10.7	9.5	10.1	9.7	9.8	9.5	8.9	11.2	15.2	WZAT-F	24.4	25.4	27.4	31.2	31.6	30.5	33.2	34.0	
WSOK (B)	15.4	12.7	8.4	9.2	9.1	11.9	13.4	13.3	11.7	12.1	15.0	9.8	WSOK	19.6	20.2	20.0	25.6	24.8	24.0	25.1	26.4	
WAEV-F (AC)	---	2.3	2.9	6.3	3.7	2.8	6.4	6.8	10.3	7.0	9.2	8.6	WAEV-F	---	9.3	14.6	15.0	20.5	19.7	23.0	18.8	
WJCL-F (E)	4.7	9.7	9.2	10.7	12.5	10.1	8.4	11.4	8.6	6.7	6.9	7.3	WJCL-F	17.7	20.4	19.0	21.3	20.1	14.8	17.6	15.8	
WWAM (C)	6.7	5.8	4.6	---	3.7	2.8	3.3	1.4	.3	1.1	.6	---	WWAM	---	---	---	6.3	3.5	3.0	2.8	---	
WYKZ-F (AC)	---	---	---	---	---	---	---	---	---	---	2.0	3.3	WYKZ-F	---	---	---	---	---	---	4.4	9.0	

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	15.3	15.8	14.6	15.8	17.0	16.1	16.4	19.4	18.1	19.2	17.8	18.7	1984 WCHY \$1,200,000
FM Share (%)	29.33	43.50	50.89	59.09	58.97	58.95	68.31	71.92	73.29	72.57	71.87	81.56	1985 WCHY + WAEV \$1,300,000
Stations			12	13	13	15	14	15	15	15	16	13	
Diaries						567	580	747	642	609	611	533	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WEAS-F (17.7, S81)
CHR/AOR/CONTEMP	38	36	39	31	31	25	31	CHR 21	22	16	Highest Metro 1/4 HR AVG:	WEAS-F (64, S86)
MOR/AC	18	19	13	16	16	15	MOR 8	AOR --	--	14	Highest TSA 1/4 HR AVG:	WCHY-F (173, S82)
COUNTRY	5	11	7	17	20	18	14	5	5	2	Highest TSA Cume:	WZAT-F (1560, S82)
BTFL/EZ	13	11	13	13	9	14	10	7	10	12	Highest Metro Cume Rating:	WZAT-F (34.0, S86)
NEWS/TALK	--	--	--	--	--	--	--	1	--	--		
BLACK/URBAN	30	25	17	24	33	31	20	31	34	29	#1 STATIONS, 12+ METRO SHARE	
NOSTALGIA	--	--	--	--	--	--	3	4	4	4	WSOK	S75, S80 (T)
SPANISH	--	--	--	--	--	--	--	--	--	--	WSGA	S76, S77
RELIGION/GOSPEL	--	6	14	10	3	3	3	5	4	4	WEAS-F	S78, S80 (T), S81, S82, S83, S84, S85, S86
CLASSICAL	--	--	--	--	--	--	--	--	--	--	WEAS	S79

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.07	2.37	2.73	2.10	3.35	4.0	4.5	5.3	5.9	6.5
Income (millions)	-.13	-.27	-.18	-.10	-.49					
Nat Rev (millions)	.29	.28	.41	.25	.58					
Rev Per Cap (\$)	---	11.13	12.30	9.04	14.22	18.10	19.56	21.59	25.65	28.02
Inc Per Cap (\$)	---	-1.27	-.82	-.45	-2.09					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

- WWSA - WTOC until 80
- WCHY-F - WTOC-F until 80
- MOR until 78
- WBMQ - WSAV until 77
- WKBX until 84
- MOR until about 83
- Country until 84
- WIXV-F - WSGF until 84
- WWJD - WEAS until 84
- WWAM - WQQT until 82
- WQCN until 83
- WSGA - Contemp until 82
- WAEV-F - WXLN until 81
- Became AC by 82

MAJOR STATION SALES

1971	WSOK		\$ 400,000
1974	WSGA		628,000
1975	WWAM		300,000
1977	WBMQ	Sold to Beasley	575,000
1977	WAEV-F		380,000
1979	WWSA, WCHY-F	From American Family to Bluegrass	1,250,000
1980	WAEV-F		735,000
1983	WBMQ, WIXV-F	From Beasley to Burbach	2,000,000
1984	WSOK		375,000

SEATTLE - TACOMA

	12+ METRO SHARE												12+ CUME RATINGS									
	SPG												SPG									
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86		
KIRO (NT)	7.5	8.0	8.5	8.7	10.6	9.8	8.8	10.9	8.8	9.3	10.6	10.7	KIRO	29.1	26.7	23.9	28.7	23.5	22.6	24.9	25.8	
KSEA-F (E)	5.2	5.3	6.3	7.3	6.8	5.4	5.7	5.3	5.7	4.7	5.2	4.7	KSEA-F	11.2	11.7	9.4	11.2	11.3	11.4	10.0	8.9	
KJR (AC)	8.3	8.2	7.2	6.9	6.5	5.1	3.8	3.0	3.1	3.2	2.2	1.5	KJR	20.7	17.6	16.4	13.9	15.3	10.1	9.2	6.7	
KISW-F (A)	---	4.1	3.2	3.2	4.4	6.5	8.3	6.9	5.5	5.1	6.2	7.5	KISW-F	9.6	12.7	13.8	14.6	12.4	11.4	12.6	15.4	
KOMO (M)	9.1	12.0	10.5	10.3	8.1	8.1	6.5	6.9	5.5	7.5	7.1	5.8	KOMO	16.7	19.3	17.2	16.5	14.3	17.8	16.4	15.8	
KVI (O)	8.5	8.6	7.6	8.0	5.0	3.2	4.0	3.9	2.7	3.3	2.0	3.5	KVI	16.1	11.9	12.9	13.1	10.6	9.8	8.2	7.6	
KPLZ-F (R)	---	3.8	3.3	4.1	3.6	4.3	3.2	2.8	2.4	4.6	3.9	4.0	KPLZ-F	12.1	9.7	7.6	7.7	8.1	11.6	10.9	12.9	
KING (NT)	6.5	7.4	6.0	6.0	3.2	3.5	3.4	2.0	2.0	1.7	1.7	2.2	KING	16.9	15.4	14.0	9.5	8.0	7.0	6.4	7.4	
KING-F (CL)	---	2.7	---	2.3	2.6	2.3	3.5	3.3	3.9	3.0	3.7	3.0	KING-F	6.4	---	---	7.1	8.7	7.9	8.2	8.6	
KZOK-F (A)	3.4	2.3	5.9	3.8	5.1	3.3	3.2	5.8	4.7	2.9	2.3	2.3	KZOK-F	12.3	11.9	8.9	13.6	11.4	9.8	8.6	9.0	
KMPS (C)	---	---	---	1.6	2.4	2.7	2.8	2.2	2.5	1.7	2.6	1.9	KMPS	6.4	---	6.9	5.8	7.3	6.2	5.1	4.2	
KMPS-F (C)	---	2.6	3.1	1.9	3.1	2.8	2.7	3.4	4.3	3.1	4.3	5.1	KMPS-F	---	---	---	6.6	9.3	10.0	8.2	9.5	
KIXI (BB)	---	3.0	2.6	---	1.6	3.0	3.2	2.7	4.8	4.6	4.3	4.6	KIXI	---	---	---	4.4	8.3	10.0	8.2	8.8	
KLTX-F (AC)	5.5	2.5	3.0	3.6	3.3	2.7	3.3	2.0	2.3	1.7	1.2	1.2	KLTX-F	6.9	7.1	9.1	5.8	6.3	---	5.4	5.3	
KGNW (G)	3.6	2.7	---	1.5	1.4	1.6	1.0	.8	.8	.5	.5	.5	KGNW	---	---	---	2.7	2.9	1.9	1.5	1.6	
KTAC (AC)	3.6	3.0	2.9	3.0	3.0	2.1	1.3	1.0	1.0	.9	.5	.4	KTAC	8.9	7.6	---	4.3	3.8	3.5	2.2	2.0	
KNBQ-F (R)	---	---	.5	2.0	1.6	2.8	3.5	3.1	3.9	3.6	3.6	2.7	KNBQ-F	---	---	8.9	8.3	10.9	12.5	11.8	8.5	
KUBE-F (R)	---	---	---	---	---	---	3.6	4.5	5.7	7.0	7.2	5.0	KUBE-F	---	---	---	10.7	12.1	15.9	19.5	14.5	
KCIS (G)	---	---	---	1.9	1.6	1.2	1.4	2.1	1.0	.9	1.1	1.1	KCIS	---	---	---	3.3	2.9	2.2	3.1	3.3	
KCMS-F (G)	---	2.5	---	1.7	1.3	1.7	1.9	1.7	2.2	2.3	1.6	1.7	KCMS-F	---	---	---	5.4	4.8	6.4	4.8	4.4	
KEZX-F (A)	---	---	2.2	3.4	3.9	3.6	2.3	1.8	2.2	2.7	2.1	3.4	KEZX-F	6.5	7.9	---	4.8	5.6	6.5	5.2	7.4	
KRPM-F (C)	---	---	---	.5	.6	.7	2.0	3.2	2.5	3.0	3.1	2.9	KRPM-F	---	---	---	4.7	5.5	6.4	6.1	5.1	
KLSY-F (AC)	---	---	2.4	2.5	2.9	4.1	3.3	3.4	3.7	4.3	4.3	3.4	KLSY-F	---	7.4	7.6	7.7	8.9	10.8	9.3	9.4	
KQKT-F (AC)	---	---	1.3	3.6	4.2	4.0	3.5	2.3	1.7	1.1	1.4	1.1	KQKT-F	9.9	10.7	11.9	7.6	6.3	5.1	3.8	3.9	
KBRD-F (E)	---	---	---	1.3	2.1	3.0	2.7	3.8	6.2	6.4	5.1	5.0	KBRD-F	---	8.3	5.8	7.1	10.6	11.2	9.6	9.6	
KMGI-F (AC)	---	---	---	---	---	---	---	---	---	---	2.8	3.2	KMGI-F	---	---	---	---	---	---	---	5.9	8.6
KHIT-F (R)	---	---	---	---	---	---	---	---	---	.5	1.0	1.6	KHIT-F	---	---	---	---	---	---	---	3.5	5.6

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.9	15.4	15.4	14.4	15.3	15.6	15.5	16.3	16.3	16.3	16.7	17.1	1984	KIRO	\$13,500,000
FM Share (%)	35.08	31.18	38.98	41.50	46.61	51.77	52.41	53.18	29.91	58.59	63.12	61.78	1985	KIRO	\$14,000,000
Stations			31	32	32	30	34	33	32	29	30	32			
Diaries						1877	1663	1515	1520	1733	1781	1768			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share: KOMO (12.2, S76)					
CHR/AOR/CONTEMP	36	38	41	40	40	33	37	CHR AOR	17	18	15	Highest Metro 1/4 HR AVG: KIRO (345, S86)				
MOR/AC	18	19	13	16	16	15	MOR AC	6	8	6	7	Highest TSA 1/4 HR AVG: KIRO (437, F84)				
COUNTRY	6	7	10	8	8	12	12	11	12	11		Highest TSA Cume: KIRO (6546, F85)				
BTFLEZ	23	17	16	14	11	8	13	12	11	10		Highest Metro Cume Rating: KIRO (29.1, S79)				
NEWS/TALK	8	8	12	11	15	16	15	10	13	14	#1 STATIONS, 12+ METRO SHARE					
BLACK/URBAN	2	3	--	--	--	2	1	2	1	2	KOMO	S75, S76, F76, S77, F77, S78, F78				
NOSTALGIA	--	--	--	3	3	2	5	5	4	5	KIRO	S79, F79, S80, F80, F81, S82, F82, S83, F83, S84, F84, S85, F85, S86				
SPANISH	--	--	--	--	--	--	--	--	--	--	KISW-F	S81				
RELIGION/GOSPEL	2	3	4	4	4	5	3	4	3	4						
CLASSICAL	3	4	5	3	3	5	4	4	4	3						

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
	Revenue (millions)	20.49	24.51	29.45	35.83	39.49	50.2	55.0	60.1	66.5
Income (millions)	2.56	2.55	4.90	5.94	3.84					
Nat Rev (millions)	5.99	6.55	8.70	9.73	12.58					
Rev Per Cap (\$)	---	13.35	15.91	18.75	18.47	24.25	25.70	27.44	29.95	31.70
Inc Per Cap (\$)	---	1.39	2.65	3.11	1.79					
Profit Margin	12.5	10.4	16.6	16.6	9.7					

MAJOR STATION SALES

1970	KJET	Sold to Davis/Weaver	\$ 550,000
1971	KIXI, KLTX-F		1,800,000
1973	KTAC/KBRD-F	Sold to Entercom	1,500,000
1973	KQKT-F		200,000
1973	KJET, KZOK-F	Sold to Sterling	525,000
1975	KJET	Sold to Sterling	600,000
1975	KMPX A/F	From Buckley to Hercules	950,000
1975	KEZX-F	Sold to Park	515,000
1975	KXA		328,000
1976	KRKO (Everett)		850,000
1976	KPLZ-F	Sold to Golden West	590,000
1977	KQKT-F	Sold to O'Day	575,000
1977	KMO (Tacoma)		600,000
1978	KLSY A/F	Sold to Sandusky Newspapers	1,620,000
1978	KMPS A/F	From Hercules to Affiliated	NA
1979	KGNW		2,600,000
1980	KJR	From Kaye-Smith to Metromedia	10,000,000
1980	KXA	Sold to O'Day	1,140,000
1981	KUBE-F	From George Wilson to First Media	3,400,000
1982	KTNT (Tacoma)	Sold by Tacoma Tribune	522,500
1982	KGNW	From Obie to Simpson	1,909,000
1983	KMGI-F	Sold to Sunbelt	4,000,000
1983	KXA, KQKT-F		5,500,000
1984	KJR	From Metromedia to Ackerly	5,800,000
1984	KRPM-F (Tacoma)	Sold to Olympic	4,000,000
1984	KGNW	Sold to Salem	2,450,000
1984	KQKT-F	Sold to Behan	5,500,000
1985	KIXI, KLTX-F		8,000,000
1985	KXA	Sold to Olympic	2,200,000
1986	KNBQ-F	Sold to Viacom	6,500,000
1986	KISW-F	From Kaye-Smith to Nationwide	12,950,000
1986	KHIT-F (Bremerton)	Sold to Gannett	6,500,000
1986	KMPS A/F	From Affiliated to EZ	18,200,000
1986	KQKT-F	From Behan to Shamrock	7,500,000
1986	KGNW	From Salem to Park	1,645,000
1986	KQIN	From All Pro to Salem	2,770,000

STATION NOTES

(Major call letter and format changes)

KPLZ-F	-	KVI-F until 79
KVI	-	MOR until 80
		News/Talk until 83
KJR	-	Became AC about 82
KING	-	Contemp until about 81
		AC until 82
KIXI	-	MOR until 80
KEZX-F	-	BTFL until 82
		AC until about 83
KRPM-F	-	KLAY-F until 80
KUBE-F	-	KBLE until 81
KMPS-F	-	KEUT until 78
		BTFL until 78
KLTX-F	-	BTFL until 78
		KIXI until 85
KTAC	-	Became AC by 83
KCIS	-	KGDN until 84
KCMS-F	-	KBIQ until 84
KGNW	-	KAYO until 84 (?)
		Contemp until 84 (?)
KLSY-F	-	KZAM until 83
		AOR until 83
KQKT-F	-	KYYX until 84
		KKMI until 85
		AC until 85

SHREVEPORT

12+ METRO SHARE

12+ CUME RATINGS

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
KOKA (B)	20.7	24.6	21.7	19.0	14.8	16.9	14.5	14.6	10.3	10.6	6.7	6.6	KOKA	23.0	23.6	23.2	25.0	22.6	23.2	22.3	15.7	
KEEL (AC)	18.0	19.7	19.5	16.1	13.0	13.8	9.1	7.4	8.1	6.9	4.6	6.2	KEEL	31.5	33.3	27.2	26.2	20.3	18.2	17.6	14.5	
KWKH (C)	14.6	8.5	6.7	11.5	15.3	13.7	11.7	7.7	7.3	6.8	4.0	5.0	KWKH	28.2	30.3	25.4	19.9	16.4	19.1	12.6	11.6	
KITT-F (AC)	7.1	8.5	3.4	4.8	3.8	7.8	8.0	8.3	9.7	13.0	4.5	3.9	KITT-F	9.2	11.0	15.4	16.4	16.3	20.8	16.5	15.4	
KRMD (C)	7.3	6.1	12.1	6.7	8.9	6.1	6.0	3.2	3.2	2.3	1.5	1.0	KRMD	20.4	14.3	---	9.7	---	6.9	4.7	1.0	
KRMD-F (C)	4.1	3.2	2.7	8.5	5.1	10.3	10.3	10.1	9.9	9.1	5.8	8.3	KRMD-F	12.5	19.1	25.8	18.9	20.6	20.2	11.6	17.8	
KCIJ (G/B)	4.6	7.3	6.5	8.3	8.7	8.2	7.8	10.3	8.8	10.1	13.7	13.2	KCIJ	12.2	13.2	10.9	12.8	13.5	13.1	16.9	12.2	
KVKI-F (AC)	8.3	3.2	2.2	1.8	2.5	1.1	1.1	2.0	5.8	7.4	13.4	11.6	KVKI-F	7.7	5.4	3.3	5.1	7.8	14.0	21.5	25.9	
KDKS-F (B)	---	---	---	---	---	---	---	9.0	9.6	11.7	10.8	11.3	14.7	KDKS-F	---	---	11.0	17.3	20.8	20.1	20.0	23.3
KWKH-F (C)	4.9	5.6	7.6	7.3	8.9	6.1	7.8	6.1	5.8	4.9	3.9	1.9	KWKH-F	18.5	17.6	17.5	15.8	16.8	19.1	11.2	7.3	
KCOZ-F (E)	---	3.2	7.4	9.4	12.7	10.5	9.6	11.7	11.0	10.6	9.2	6.6	KCOZ-F	16.8	15.7	16.9	21.3	17.1	16.9	16.0	16.0	
KTAL-F (A)	---	---	---	---	---	---	---	1.5	.7	.5	4.0	6.0	KTAL-F	---	---	---	4.2	4.7	1.6	7.3	9.9	
KTUX-F (R)	---	---	---	---	---	---	---	---	---	---	11.3	9.9	KTUX-F	---	---	---	---	---	---	---	21.6	25.0

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	15.2	14.9	16.1	15.5	13.6	15.1	13.8	18.6	16.7	16.6	18.5	17.8	1984	NA
FM Share (%)	27.16	22.37	25.35	33.25	33.77	33.77	45.85	53.28	55.89	61.02	61.28	65.00	1985	KRMD A/F \$2,500,000
Stations			16	12	12	12	14	15	16	14	15	15		
Diaries						602	688	751	702	765	644	713		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		Highest Metro 1/4 HR AVG:		Highest TSA 1/4 HR AVG:		Highest TSA Cume:		Highest Metro Cume Rating:		
CHR/AJR/CONTEMP	28	29	26	29	33	26	17	CHR	11	14	10	KOKA	(24.6, S76)	KOKA	(101, S76)	KEEL	(173, S77)	KEEL	(2636, S76)	KEEL	(33.3, S80)
MOR/AC	9	1	3	1	1	---	MOR	1	---	---											
COUNTRY	16	28	30	35	28	24	22	AOR	12	4	6										
BTFL/EZ	11	10	13	10	11	12	12		1	---	---										
NEWS/TALK	---	---	---	---	---	---	---		10	15	17										
BLACK/URBAN	22	20	15	16	16	24	26		22	21	16										
NOSTALGIA	---	---	---	---	---	---	---		12	11	10										
SPANISH	---	---	---	---	---	---	---		---	---	---										
RELIGION/GOSPEL	9	11	11	8	9	13	12		---	---	---										
CLASSICAL	---	---	---	---	---	---	---		2	---	2										

#1 STATIONS, 12+ METRO SHARE

KOKA	S75, S76, S77, S78, F80, S81, S82, F82, F83
KWKH	S79, S80
KRMD-F	F81
KOKS-F	S83, S86
KMBQ-F	S84, F84
KCIJ	S85
KVKI-F	F85

FINANCIAL DATA

FCC Data  
Net Dollars

Duncan Estimates  
Gross Dollars

	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	4.2	4.5	5.6	6.4	6.7	8.6	10.1	11.1	12.4	14.0
Income (millions)	.24	-.43	-.03	.7	.44					
Nat Rev (millions)	1.1	1.1	1.1	1.4	1.4					
Rev Per Cap (\$)	---	12.46	15.64	17.81	17.58	24.86	28.86	31.36	34.73	38.67
Inc Per Cap (\$)	---	-1.19	-.07	1.92	1.15					
Profit Margin	5.8	---	---	10.8	6.6					

STATION NOTES

(Major call letter and format changes)

KITT-F	- BTFL until 78 AOR until 84 CHR until 86 KMBQ until 86
KVKI-F	- KEPT until 83 BTFL until 76 Religion until 83
KEEL	- Contemp changing to AC by 82
KWKH-F	- KROK until 84 CHR until 84

MAJOR STATION SALES

1972 KOKA		\$ 775,000
1972 KRMD A/F		425,000
1975 KJOE		185,000
1975 KEEL, KMBQ-F	From LIN to Multimedia	NA
1975 KEPT, KVKI-F		350,000
1977 KWKH, KROK-F	Sold to Great Empire	2,360,000
1977 KFLO		210,000
1982 KRMD A/F (50%)	Sold to Jim Phillips	1,350,000
1983 KVKI-F		1,850,000
1984 KJOE		275,000
1984 KCIJ		700,000
1985 KOKA		1,150,000
1985 KRMD A/F	Sold to AMCOM	5,000,000
1986 KOKA, KVKI-F	Sold to Penn (cancelled)	6,500,000
1986 KOKA, KVKI-F	Sold to Encore	6,500,000

SIoux FALLS

	<u>12+ METRO SHARE</u>											<u>12+ CUME RATINGS</u>									
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86	
KKRC-F (R)	4.0	5.2	1.8	.9	4.5	8.6	7.5	16.7	17.1	17.8	18.9	12.5	KKRC-F	8.5	13.5	14.8	26.3	31.2	38.4	31.8	26.2
KYKC (C)	17.9	6.7	11.4	14.5	13.6	12.9	10.9	11.1	10.1	6.6	6.5	8.3	KYKC	34.8	34.6	34.3	23.6	19.5	15.4	15.1	14.6
KS00 (M)	23.6	21.6	21.1	24.8	22.7	17.2	19.7	16.0	13.9	15.8	13.4	13.0	KS00	38.5	38.4	40.1	31.3	29.8	28.0	21.5	24.6
KPAT-F (AC)	1.6	9.7	8.8	6.0	8.3	9.5	10.2	6.3	9.5	8.6	9.5	11.5	KPAT-F	21.7	22.8	27.1	18.0	21.9	23.1	22.0	24.6
KELO (R)	22.8	26.1	18.4	17.9	12.1	13.8	12.2	11.1	8.2	7.2	7.0	7.3	KELO	32.2	34.7	37.1	31.6	31.1	26.1	25.3	15.7
KELO-F (E)	4.9	4.5	7.9	13.7	10.6	12.1	11.6	8.3	13.3	15.1	8.5	10.9	KELO-F	18.0	18.8	19.9	19.3	25.1	26.2	21.4	17.7
KIOV-F (C)	1.6	5.2	5.3	5.1	6.1	6.9	8.2	9.7	9.5	9.9	8.5	15.6	KIOV-F	13.7	11.2	17.7	19.0	18.9	16.1	18.3	27.2
KXRB (C)	12.2	10.4	15.8	11.1	12.1	4.3	10.2	9.7	10.8	9.9	7.5	9.4	KXRB	23.9	14.2	20.5	18.3	17.2	14.8	14.2	13.4
WNAX (C)	.8	.7	.9	---	1.5	2.6	2.0	---	1.9	.7	7.0	3.1	WNAX	8.6	9.9	9.7	---	7.7	6.2	13.1	11.0

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>	
APR (%)	16.2	16.7	14.1	14.0	15.6	13.4	16.2	15.8	16.9	15.9	16.9	15.7	1984	NA
FM Share (%)	12.63	23.97	25.96	27.27	31.97	42.16	40.15	44.70	51.32	56.12	52.49	55.25	1985	NA
Stations			9	8	10	9	10	9	10	9	12	14		
Diaries						503	545	538	561	635	596	720		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986		
CHR/AOR/CONTEMP	42	42	42	51	44	30	36	CHR 19	21	25	Highest Metro Share: KELO (26.1, S76)	
MOR/AC	25	26	25	20	22	24	MOR 15	AOR --	--	--	Highest Metro 1/4 HR AVG: KKRC-F (38, S85)	
COUNTRY	24	17	21	16	22	33	AC 2	17	16	14	Highest TSA 1/4 HR AVG: WNAX (90, S75)	
BTFLEZ	9	15	12	14	12	9	34	30	36	40	Highest TSA Cume: WNAX (1122, S83)	
NEWS/TALK	--	--	--	--	--	--	14	17	9	12	Highest Metro Cume Rating: KS00 (38.5, S79)	
BLACK/URBAN	--	--	--	--	--	--	--	--	--	--	<u>#1 STATIONS, 12+ METRO SHARE</u>	
NOSTALGIA	--	--	--	--	--	--	--	--	--	--	KS00 S75, S77, S78, S79, S80, S81	
SPANISH	--	--	--	--	--	--	--	--	--	--	KELO S76	
RELIGION/GOSPEL	--	--	--	--	--	--	--	--	--	1	KKRC-F S82, S83, S84, S85	
CLASSICAL	--	--	--	--	--	--	--	--	--	--	KIOV-F S86	

FINANCIAL DATA

	<u>FCC Data</u> Net Dollars					<u>Duncan Estimates</u> Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.62	1.78	2.44	3.06	3.28	3.8	4.1	4.7	5.1	5.6
Income (millions)	.13	.10	.32	.34	.28					
Nat Rev (millions)	.42	.48	.54	.67	.59					
Rev Per Cap (\$)	---	17.19	23.33	29.10	29.27	33.63	35.34	39.38	42.50	45.90
Inc Per Cap (\$)	---	.93	3.02	3.19	2.48					
Profit Margin	8.2	5.4	12.9	11.0	8.4					

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1972	KYKC	Sold by Starr	\$ 700,000
1972	KS00, KPAT-F		526,000
1978	KYKC	Sold to Tom Ingstad	550,000
1979	KXRB, KIOV-F	Sold to Southern Minnesota	810,000
1981	KJIA		175,000
1985	KYKC, KKRC-F	From Ingstad to Vaughn	3,100,000 (E)

STATION NOTES

(Major call letter and format changes)

KKRC-F	-	KCHF-F until 78
		KLYX-F until 81
		KKRZ-F until 82
		MOR until 78
		Contemp until 80
		AOR until 82
		Simulcast with KRSS 75-77
KJIA	-	KCHF until 78
		KLYX until 80
		MOR until 81
		KRSS until 84 (?)
KYKC	-	KISD until 79
		KKRC until 82
KPAT-F	-	Rock changing to AC by 82

SOUTH BEND

12+ METRO SHARE

12+ CUME RATINGS

	12+ METRO SHARE											12+ CUME RATINGS								
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86
WSBT (M)	14.6	13.7	18.0	18.6	19.0	15.4	11.8	16.0	12.1	15.2	11.5	14.7	39.2	24.8	32.5	32.1	29.3	24.5	26.9	27.7
WNSN-F (AC)	4.7	11.7	8.8	10.3	8.8	8.4	9.0	5.1	4.1	3.0	6.6	11.6	20.6	16.1	20.3	12.0	9.8	7.6	15.7	22.0
WNDU (C)	8.3	6.7	5.4	5.5	4.0	3.0	5.2	5.3	9.6	6.9	9.0	8.6	17.6	---	---	18.1	20.2	18.0	17.8	16.6
WNDU-F (R)	10.5	8.8	10.1	8.0	8.0	17.8	23.5	24.4	22.7	26.4	20.7	18.7	25.4	35.0	41.1	48.8	45.1	46.6	40.7	41.3
WYEZ-F (E)	10.2	11.4	8.5	7.0	5.8	7.5	6.6	8.6	14.7	11.3	9.2	13.5	15.7	14.9	16.8	17.0	25.2	19.8	19.6	22.1
WZZP-F (R)	11.6	9.9	17.4	19.1	26.1	14.8	10.0	7.4	9.0	4.7	12.1	8.0	41.6	32.6	28.1	21.7	18.8	11.0	23.1	20.0
WAMJ (NT)	---	2.6	6.3	5.0	2.5	3.2	3.3	1.8	2.1	.8	3.7	.3	---	---	---	4.5	4.9	3.9	7.7	5.2
WAOR-F (A)	---	---	---	---	1.0	3.0	2.4	4.8	6.2	8.5	7.2	9.5	---	9.1	---	10.0	12.1	15.5	15.6	16.8
WFRN-F (G)	---	---	---	---	---	---	---	1.0	1.8	2.8	2.3	1.2	---	---	---	3.4	5.6	---	---	4.5
WLS (R)	10.5	9.9	8.2	5.8	5.5	3.0	3.8	3.0	3.1	2.2	1.4	2.1	25.9	16.2	16.6	15.7	15.9	13.2	9.3	7.5
WGN (M)	3.3	3.8	---	2.0	.8	3.8	.9	3.3	2.3	2.2	3.4	1.8	8.4	9.6	6.2	8.1	7.0	9.5	11.0	10.6
WMAQ (C)	---	2.9	3.5	3.8	2.8	4.0	3.3	4.1	3.1	2.2	.6	.9	13.3	11.0	10.6	11.9	10.5	8.0	5.2	3.2
WBBM (NT)	---	---	---	---	1.3	2.2	2.6	1.0	.8	---	.9	1.5	4.3	7.6	9.2	5.4	5.8	6.4	5.4	5.9

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	16.1	15.0	14.2	17.4	17.6	16.2	18.3	16.9	16.6	15.7	17.7	16.6	1984 WNDU-F \$1,600,000
FM Share (%)	44.68	49.17	51.02	52.69	58.70	60.06	61.66	60.33	64.21	66.37	67.48	66.56	1985 WNDU-F \$1,700,000
Stations			13	16	17								
Diaries						672	606	688	615	620	651	772	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	Highest Metro 1/4 HR AVG:	Highest TSA 1/4 HR AVG:	Highest TSA Cume:	Highest Metro Cume Rating:
CHR/AOR/CONTEMP	44	43	44	43	43	44	34	CHR 31	37	31	WNDU-F (26.4, S84)	WRBR-F (104, S79)	WNDU-F (239, S81)	WNDU-F (2849, S82)	WNDU-F (48.8, S82)
MOR/AC	23	25	28	28	18	13	MOR 3	AOR 10	8	10					
COUNTRY	11	9	9	8	13	10	AC 16	4	4	18					
BTFL/EZ	19	19	16	17	17	9	13	8	7	12					
NEWS/TALK	1	1	1	2	3	1	16	11	9	10					
BLACK/URBAN	---	---	---	---	---	---	1	12	10	14					
NOSTALGIA	---	---	---	---	---	17	1	2	5	2					
SPANISH	---	---	---	---	---	---	13	2	3	2					
RELIGION/GOSPEL	3	1	1	1	1	1	16	5	3	2					
CLASSICAL	---	---	---	---	---	---	13	---	---	---					

#1 STATIONS, 12+ METRO SHARE

WSBT S75, S76, S77  
 WRBR-F S78, S79  
 WNDU-F S80, S81, S82, S83, S84, S85, S86

STATION NOTES

(Major call letter and format changes)

- WZZP-F - WRBR until 82  
 WXMJ until 85  
 CHR until 82  
 AC until 84-85
- WNSN-F - WSBT until 76  
 WWJY until 82  
 BTFL until 82  
 WTHQ until 84
- WSBT - MOR except 82-83
- WNDU - Contemp until 79  
 AC until 81
- WAMJ - WJVA until 82  
 Country until 82

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.01	2.28	2.75	3.40	3.48	4.2	4.4	4.7	5.1	5.4
Income (millions)	-.04	-.07	.27	.47	.34					
Nat Rev (millions)	.14	.15	.47	.46	.53					
Rev Per Cap (\$)	---	8.33	9.84	12.03	12.41	17.65	18.49	19.83	21.43	22.78
Inc Per Cap (\$)	---	-.25	.96	1.67	1.22					
Profit Margin	---	---	9.7	13.9	9.8					

MAJOR STATION SALES

1978	WAMJ	Sold by Booth	\$263,000
1981	WAMJ		275,000
1983	WAMJ		129,000

SPOKANE

	12+ METRO SHARE												12+ CUME RATINGS								
	SPG						SPG														
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
KJRB (AC)	13.7	13.1	16.3	15.0	16.0	12.8	12.1	7.7	5.2	4.0	2.8	2.5	KJRB	38.6	30.8	30.0	24.8	20.1	14.4	10.0	6.4
KEZE-F (A)	10.8	11.3	11.6	7.6	9.6	8.8	6.3	10.6	6.0	9.2	9.8	10.0	KEZE-F	---	16.4	---	18.2	13.6	18.2	17.3	16.8
KLSN (M)	8.8	8.3	7.1	8.6	8.8	8.2	7.4	7.2	5.7	4.9	5.5	4.7	KLSN	23.1	20.8	18.9	15.4	18.6	12.0	13.0	9.3
KISC-F (R)	5.1	7.8	8.6	9.8	9.4	9.2	10.4	6.6	9.1	6.8	4.0	4.7	KISC-F	24.0	24.6	25.3	19.3	23.2	22.3	17.2	13.1
KGA (C)	8.5	13.0	11.5	10.2	8.0	7.1	6.0	7.9	6.0	7.9	5.7	6.0	KGA	19.8	18.8	17.8	18.1	16.5	16.1	13.6	12.4
KDRK-F (C)	6.0	6.4	3.5	3.6	3.6	4.3	4.1	9.6	8.3	11.9	12.5	11.1	KDRK-F	---	9.8	11.6	15.6	14.9	18.3	17.7	17.6
KZZU (R)	17.1	8.9	7.8	6.8	4.9	4.1	3.8	2.4	1.2	1.7	1.0	---	KZZU	17.3	15.3	---	11.1	7.4	6.3	6.5	---
KZZU-F (R)	---	4.6	4.0	8.4	10.7	9.6	11.3	5.0	7.1	9.0	14.9	20.0	KZZU-F	18.9	17.8	22.8	15.2	21.0	15.8	30.0	33.4
KRSS (G)	7.4	5.2	6.7	4.6	3.8	6.5	7.9	5.5	1.8	---	1.0	1.0	KRSS	11.8	---	18.9	13.9	---	---	---	2.8
KXLY (NT)	6.6	3.6	3.5	3.8	3.3	3.7	2.6	3.2	4.0	5.6	5.3	6.2	KXLY	13.9	---	10.5	10.9	11.2	13.1	12.9	13.3
KXLY-F (E)	---	6.8	7.2	5.4	7.1	9.0	10.9	12.4	18.0	12.1	17.4	10.8	KXLY-F	14.1	16.2	18.3	22.8	21.3	19.9	23.0	19.1
KKPL-F (AC)	---	---	1.4	5.7	5.7	4.3	5.3	10.5	11.1	9.4	6.3	3.8	KKPL-F	13.4	8.6	11.7	19.7	31.2	19.1	21.8	14.1
KXXR (BB)	---	---	---	1.4	.9	4.0	4.6	3.9	3.7	2.3	2.0	---	KXXR	---	---	---	5.7	5.0	5.8	4.6	---
KQSP-F (AC)	---	---	---	---	---	---	---	---	.5	.9	1.9	2.7	KQSP-F	---	---	---	---	2.6	---	3.6	7.3
KEYF (BB)	---	---	---	---	---	---	---	---	---	---	---	3.7	KEYF	---	---	---	---	---	---	---	4.9

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	14.7	15.3	14.6	15.1	15.5	15.2	15.8	17.4	17.6	17.0	17.2	17.1	1984	KGA	\$1,100,000
FM Share (%)	26.43	34.66	34.88	41.83	46.37	51.17	51.16	61.75	64.45	64.94	74.77	70.66	1985	KDRK-F	\$1,600,000
Stations			16	16	15	15	14	15	16	16	15	17			
Diaries						688	686	638	645	807	899	738			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	38	47	45	37	41	34	30	CHR 15	22	27	KZZU-F+ (20.0, S86)		
MOR/AC	15	11	13	12	10	12	MOR 10	AOR 16	12	11	KZZU-F+ (120, S86)		
COUNTRY	11	14	21	15	19	31	16	11	7	7	KXLY-F (155, F85)		
BTFL/EZ	26	19	18	20	17	13	19	14	18	12	KZZU-F (1713, F85)		
NEWS/TALK	9	4	4	7	10	6	5	---	5	7	Highest Metro Cume Rating: KJRB (38.6, S79)		
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---			
NOSTALGIA	---	---	---	4	4	3	4	4	2	4			
SPANISH	---	---	---	---	---	---	---	---	---	---			
RELIGION/GOSPEL	1	1	---	1	---	1	1	1	---	1			
CLASSICAL	---	---	---	---	---	---	---	---	---	---			

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.65	4.08	5.28	5.06	6.12	7.3	7.7	8.2	8.7	9.3
Income (millions)	NA	-.08	.49	-.06	-.23					
Nat Rev (millions)	1.03	1.15	1.38	1.37	1.79					
Rev Per Cap (\$)	---	12.81	16.73	15.50	17.41	20.91	21.93	23.16	24.58	26.12
Inc Per Cap (\$)	---	-.25	1.55	-.17	-.66					
Profit Margin	---	---	9.3	---	---					

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1970	KGA		\$1,040,000
1978	KRSS		350,000
1979	KDRK-F		567,000
1981	KGA, KDRK-F	Sold to Community Pacific	3,600,000
1981	KRSS		400,000
1981	KZUN, KKPL-F		1,250,000
1984	KGA, KDRK-F	Sold to John Price	5,750,000
1984	KZZU A/F	From King to Olympic	1,200,000
1984	KUDY, KQSP-F	From Cascade to Medina	1,309,000
1985	KKPL A/F (89%)		4,000,000
1985	KRSS		400,000
1986	KLSN, KISC-F	Sold to Home News	1,550,000

#1 STATIONS, 12+ METRO SHARE

KREM	S75
KJRB	S76, S77, F77, S78, F78, S79, F79, S80, F80, S81 (T)
KGA	F76
KREM-F	S81 (T)
KXLY-F	F81, F82, S83, F83, S84, S85
KEZE-F	S82
KZZU-F	F84, S86

STATION NOTES

(Major call letter and format changes)

KJRB	-	Contemp to AC by 84
KKPL-F	-	KZUN until 82
		Country until 82
KLSN	-	KHQ until 85
KISC-F	-	KHQ-F until 85
KZZU	-	Contemp to AC by 82
		KREM until 84
		KLHT until 85
		Nostalgia until 84
		AC until 85
KEZE-F	-	BTFL until 81
KDRK-F	-	KXXR until 79
		BTFL until 79
KZZU-F	-	KREM until 84
		AOR until 84
KXLY	-	MOR until about 85
KQSP-F	-	KICN until 85
		Religion until 85
KRSS	-	KSPD until 86 (?)
		Various formats
		Also off air at times



SPRINGFIELD, MA

12+ METRO SHARE

12+ CUME RATINGS

	SPG											SPG									
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WHYN (AC)	17.8	23.0	18.5	21.7	12.6	11.2	10.6	8.7	8.9	8.0	6.8	7.4	WHYN	42.2	35.4	31.2	29.8	29.8	25.1	19.6	21.5
WHFM-F (AC)	12.4	17.1	15.1	14.5	16.5	13.9	13.2	11.6	12.6	9.2	7.8	5.8	WHFM-F	30.7	30.3	25.4	24.2	32.2	24.6	23.4	17.1
WMAS (BB)	4.5	---	1.8	1.0	6.6	9.6	8.9	7.3	8.9	10.0	9.3	8.1	WMAS	14.9	18.9	18.2	12.8	15.9	16.4	13.8	13.0
WMAS-F (AC)	---	3.4	---	2.0	2.6	9.1	9.5	9.9	9.0	9.2	9.4	9.8	WMAS-F	---	16.4	24.2	23.4	23.9	22.5	21.5	19.7
WAQY-F (A)	5.9	7.3	6.9	5.3	7.3	7.4	5.1	8.0	8.9	8.8	7.2	8.2	WAQY-F	23.0	25.5	20.7	21.1	24.6	28.6	24.5	20.5
WSPR (M)	8.9	3.9	4.6	4.3	5.8	3.8	3.2	3.4	2.4	1.4	.9	.6	WSPR	19.0	12.6	11.9	13.6	8.4	7.8	5.4	4.5
WREB (NT)	3.9	4.3	2.6	3.9	4.0	2.9	2.5	3.0	3.5	2.7	1.7	2.5	WREB	---	---	---	6.2	---	---	---	4.2
WACE (G)	5.7	4.4	5.4	---	1.1	1.4	.7	1.5	1.3	1.0	1.9	.7	WACE	---	---	---	3.7	5.5	3.2	4.4	3.1
WHMP (M)	3.7	4.6	4.7	3.0	3.4	2.6	2.9	3.3	1.9	2.2	2.3	2.7	WHMP	---	---	---	5.8	4.8	---	5.8	6.2
WHMP-F (R)	---	---	---	3.7	1.7	1.7	2.2	2.6	2.0	2.0	2.9	1.4	WHMP-F	8.5	---	---	6.2	5.9	---	---	6.2
WKSS-F (R)	---	3.6	3.1	3.9	1.6	1.3	1.4	1.2	2.7	1.5	1.2	1.1	WKSS-F	---	---	---	3.6	4.2	5.7	7.3	7.0
WRCH-F (E)	---	2.7	3.1	3.3	2.6	3.8	3.0	4.2	5.0	6.4	8.8	7.5	WRCH-F	8.5	9.0	---	7.8	9.6	11.6	15.5	15.3
WCCC-F (A)	---	1.3	8.6	5.3	5.9	7.9	6.0	3.6	3.1	2.9	4.4	3.2	WCCC-F	18.3	16.6	16.9	13.1	13.1	14.5	13.8	9.6
WTIC (M)	7.7	4.7	4.5	6.0	3.0	3.9	3.6	3.6	3.9	2.7	3.7	3.0	WTIC	18.6	11.2	13.5	12.6	14.3	9.0	8.9	8.1
WTIC-F (R)	---	---	---	---	---	---	2.1	3.4	4.4	8.0	8.6	11.6	WTIC-F	---	---	---	12.5	15.1	19.2	25.5	27.5
WIXY (C)	---	---	---	---	---	---	---	2.7	3.1	3.4	1.5	1.8	WIXY	---	---	---	---	6.6	---	5.0	5.3

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	17.3	16.5	18.3	16.6	17.9	16.6	17.6	17.9	19.8	19.2	19.1	17.3	1984	NA
FM Share (%)	34.44	46.22	50.00	46.92	48.76	55.37	58.79	57.43	57.61	60.05	69.01	65.50	1985	NA
Stations			28	24	25	26	25	28	28	26	27	28		
Diaries						743	888	1003	852	915	964	940		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		Highest Metro 1/4 HR AVG:		Highest TSA 1/4 HR AVG:		Highest TSA Cume:		Highest Metro Cume Rating:	
CHR/AOR/CONTEMP	48	45	37	38	37	24	21	CHR 11	16	17	WHYN (23.0, S76)		WHYN (168, S77)		WTIC (435, S77)		WTIC (4846, S77)		WHYN (42.2, S79)	
MOR/AC	16	22	28	23	25	39	MOR 12	AOR 18	20	16	WHYN (23.0, S76)		WHYN (168, S77)		WTIC (435, S77)		WTIC (4846, S77)		WHYN (42.2, S79)	
COUNTRY	1	3	4	2	2	4	3	9	8	10	WHYN (23.0, S76)		WHYN (168, S77)		WTIC (435, S77)		WTIC (4846, S77)		WHYN (42.2, S79)	
BTFL/EZ	27	24	21	22	21	19	39	30	30	31	WHYN (23.0, S76)		WHYN (168, S77)		WTIC (435, S77)		WTIC (4846, S77)		WHYN (42.2, S79)	
NEWS/TALK	3	7	7	3	4	4	5	---	---	4	WHYN (23.0, S76)		WHYN (168, S77)		WTIC (435, S77)		WTIC (4846, S77)		WHYN (42.2, S79)	
BLACK/URBAN	---	---	3	---	---	2	---	---	---	---	WHYN (23.0, S76)		WHYN (168, S77)		WTIC (435, S77)		WTIC (4846, S77)		WHYN (42.2, S79)	
NOSTALGIA	---	---	---	11	12	7	10	12	10	10	WHYN (23.0, S76)		WHYN (168, S77)		WTIC (435, S77)		WTIC (4846, S77)		WHYN (42.2, S79)	
SPANISH	---	---	---	---	---	---	---	---	---	---	WHYN (23.0, S76)		WHYN (168, S77)		WTIC (435, S77)		WTIC (4846, S77)		WHYN (42.2, S79)	
RELIGION/GOSPEL	---	---	---	1	1	1	2	1	1	1	WHYN (23.0, S76)		WHYN (168, S77)		WTIC (435, S77)		WTIC (4846, S77)		WHYN (42.2, S79)	
CLASSICAL	---	---	---	---	---	---	---	---	---	---	WHYN (23.0, S76)		WHYN (168, S77)		WTIC (435, S77)		WTIC (4846, S77)		WHYN (42.2, S79)	

#1 STATIONS, 12+ METRO SHARE

WHYN	S75, S76, S77, S78
WHYN-F	S79, S80, F80, S81, F81, S82, F82, S83, F83
WMAS	S84
WMAS-F	F84, F85
WTIC-F	S85, S86

FINANCIAL DATA

FCC Data  
Net Dollars

Duncan Estimates  
Gross Dollars

	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.02	2.92	5.11	5.54	6.00	7.2	7.6	8.2	9.1	9.8
Income (millions)	-.30	-.73	-.16	.14	-.28					
Nat Rev (millions)	.93	.71	1.49	1.38	1.77					
Rev Per Cap (\$)	---	---	9.58	10.38	11.36	12.37	13.06	14.11	15.60	16.81
Inc Per Cap (\$)	---	---	-.30	.26	-.52					
Profit Margin	---	---	---	2.4	---					

STATION NOTES

(Major call letter and format changes)

WHYN	- Rock gradually changing to AC
WMAS	- Nostalgia beginning in 79 Format prior to 79 unknown
WMAS-F	- MOR until 78
WACE	- Contemp until about 78
WHFM-F	- WHYN-F until 85 BTFL until 82

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1974	WMAS A/F		\$ 410,000
1977	WSPR		459,000
1978	WMAS A/F		550,000
1979	WQXQ		375,000
1981	WHYN A/F	From Guy Gannett to Affiliated	5,100,000
1985	WHYN A/F	From Affiliated to R & R	7,800,000
1986	WSPR		650,000
1986	WREB (Holyoke)		640,000

SPRINGFIELD, MO

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		KWTO (C)	14.7	---	---	---	13.8	16.3	10.1	12.3	10.4		10.1	8.6	10.0	KWTO	30.6	30.5	28.5	31.4	28.1	22.6
KWTO-F (R)	14.2	---	---	---	20.6	22.4	23.0	22.5	26.6	30.4	25.8	23.1	KWTO-F	37.8	39.1	41.1	41.3	46.0	46.4	43.5	40.9	
KTTS (C)	15.5	---	---	---	10.7	9.3	10.1	7.0	9.8	10.5	7.9	7.5	KTTS	24.1	23.3	24.7	16.6	25.6	21.1	18.6	16.6	
KTTS-F (C)	23.3	---	---	---	22.1	13.8	17.1	21.1	21.9	23.2	17.5	18.5	KTTS-F	28.8	26.0	28.4	33.0	33.8	32.6	31.8	31.9	
KGBX (M/AC)	7.8	---	---	---	5.1	6.9	7.0	13.3	6.7	6.5	4.6	3.6	KGBX	15.5	22.6	20.0	29.2	23.7	18.3	12.0	11.4	
KTXR-F (E)	5.2	---	---	---	11.1	11.8	9.8	10.2	6.7	7.2	7.9	10.0	KTXR-F	20.8	23.4	20.9	21.5	19.1	16.1	16.0	21.9	
KICK (O)	8.6	---	---	---	6.3	4.1	2.9	1.8	1.3	2.9	1.0	2.5	KICK	21.4	21.8	15.8	7.4	6.6	4.3	3.4	7.4	
KLSM (BB)	3.4	---	---	---	2.8	2.4	5.9	3.9	4.0	1.1	1.0	1.4	KLSM	11.0	9.0	6.4	6.3	6.2	4.4	4.7	3.5	
KXUS-F (AC)	1.3	---	---	---	1.6	1.2	2.1	2.1	1.7	1.4	9.9	10.3	KXUS-F	5.4	5.4	11.3	7.2	6.0	5.0	20.4	23.2	
KORX-F (A)	---	---	---	---	2.8	6.1	5.9	1.8	3.0	2.9	1.7	.7	KORX-F	5.4	8.6	9.3	5.2	6.6	6.1	4.0	3.7	
KLFJ (G)	---	---	---	---	---	---	---	.7	5.1	1.8	3.6	2.5	KLFJ	---	---	---	3.8	6.3	4.9	6.0	5.6	
KTOZ-F (AC)	---	---	---	---	---	---	---	---	---	---	1.0	2.1	KTOZ-F	---	---	---	---	---	---	4.5	6.7	

ONE RATING BOOK PER YEAR  
NO RATINGS BETWEEN 1976 AND 1978

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	16.3	---	---	---	15.9	14.5	16.4	16.1	16.2	15.0	NA	14.9	1984	KTTS A/F \$2,600,000
FM Share (%)	43.71	---	---	---	60.00	57.38	60.36	59.64	61.59	66.42	70.44	70.27	1985	KTTS A/F \$3,000,000
Stations					11	11	11	11	11	11	12	12		
Diaries					611	529	635	575	607	585	558			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	--	--	31	38	30	25	30	CHR 31	30	25	Highest Metro 1/4 HR AVG:	KWTO-F (30.4, S84)
MOR/AC	--	--	5	7	10	16	MOR 12	AOR 3	2	1	Highest TSA 1/4 HR AVG:	KWTO-F (84, S84)
COUNTRY	--	--	48	41	39	42	43	7	5	4	Highest TSA Cume:	KWTO-F (173, S84)
BTFLE/EZ	--	--	11	12	10	11	7	3	12	16	Highest Metro Cume Rating:	KWTO-F (1890, S81)
NEWS/TALK	--	--	3	---	---	---	---	---	---	---		
BLACK/URBAN	--	--	3	---	---	---	---	---	---	---		
NOSTALGIA	--	--	---	---	6	4	4	1	1	---	#1 STATIONS, 12+ METRO SHARE	
SPANISH	--	--	---	---	---	---	---	---	---	---	KTTS-F	S75, S79
RELIGION/GOSPEL	--	--	2	3	4	2	7	3	4	4	KWTO-F	S80, S81, S82, S83, S84, S85, S86
CLASSICAL	--	--	---	---	---	---	---	---	---	---		

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	---	3.52	4.03	4.51	4.71	5.5	5.9	6.6	7.3	7.4
Income (millions)	---	.28	.47	.36	.45					
Nat Rev (millions)	---	.31	.50	.64	.75					
Rev Per Cap (\$)	---	17.78	19.43	21.14	22.12	26.19	27.57	30.84	32.74	32.74
Inc Per Cap (\$)	---	1.41	2.27	1.70	2.11					
Profit Margin	---	7.9	11.7	8.0	9.5					

STATION NOTES

(Major call letter and format changes)

- KICK - Contemp changing to AC by 82
- KXUS-F - KWFC until 85  
Religion until 85
- KORX-F - KRFG-F until 85
- KLSM - KBUG until 82  
Disco in 79  
News/Talk in 80  
Nostalgia until 85

MAJOR STATION SALES

1972	KTTS A/F	Sold to Great Empire	\$ 350,000
1974	KGBX	Sold to Stauffer	500,000
1974	KWTO A/F	Sold to Stuart	1,250,000
1981	KLSM		180,000
1982	KGBX	Sold by Stauffer	875,000
1984	KXUS-F		925,000
1985	KWTO-F	From Stuart to DKM	NA
1986	KGBX		776,000

STEUBENVILLE

		<u>12+ METRO SHARE</u>											<u>12+ CUME RATINGS</u>										
		SPG		76	77	78	79	80	81	82	83	84	85	SPG	86	79	80	81	82	83	84	85	86
		75	86																				
WSTV (M)	---	---	---	---	13.3	11.4	9.9	14.9	9.8	9.4	9.5	12.0	WSTV	31.0	26.1	25.6	25.4	23.9	19.9	17.9	19.3		
WRKY-F (R)	---	---	---	---	8.9	13.0	13.5	16.3	15.1	13.7	11.4	9.9	WRKY-F	23.2	33.3	36.0	38.2	36.1	34.8	30.0	26.5		
WEIR (M)	---	---	---	---	8.4	8.8	5.7	5.1	4.0	3.3	3.8	3.7	WEIR	32.9	26.0	22.1	23.6	16.2	15.9	15.8	10.0		
WELA-F (C)	---	---	---	---	1.5	4.1	2.6	5.6	4.4	6.1	4.8	5.8	WELA-F	---	9.1	9.1	4.5	11.3	11.7	10.0	10.2		
WLIT (M)	---	---	---	---	3.0	1.0	1.0	.5	2.7	2.8	1.4	1.0	WLIT	8.0	---	---	4.7	9.3	8.8	4.4	4.4		
WKWK-F (R)	---	---	---	---	1.5	2.6	2.6	4.7	5.3	4.2	6.2	1.6	WKWK-F	7.5	7.6	12.1	15.0	13.0	14.1	13.0	12.0		
WAMO-F (B)	---	---	---	---	2.5	2.1	4.2	3.7	4.0	3.8	2.9	1.6	WAMO-F	---	---	---	8.2	---	---	6.8	6.9		
WDVE-F (A)	---	---	---	---	5.4	3.1	6.8	8.8	8.4	9.0	8.1	11.5	WDVE-F	13.4	9.2	16.0	7.5	17.4	18.9	15.9	17.5		
KDKA (M)	---	---	---	---	6.9	7.3	10.4	6.0	8.0	4.7	3.8	5.8	KDKA	23.0	18.1	21.4	17.1	21.9	14.0	12.9	13.6		
WWVA (C)	---	---	---	---	17.2	13.0	12.0	11.2	11.1	7.5	10.0	7.9	WWVA	30.6	26.4	25.4	23.7	24.1	21.1	21.8	17.5		
WBZZ-F (R)	---	---	---	---	---	---	---	2.3	4.0	3.8	9.0	5.8	WBZZ-F	---	---	---	8.4	10.0	10.5	18.4	13.9		
WSHH-F (E)	---	---	---	---	---	---	---	1.9	2.7	3.3	6.2	6.8	WSHH-F	---	---	---	---	6.8	---	---	9.6		
WWSW-F (AC)	---	---	---	---	---	6.2	2.6	3.3	3.6	3.3	4.8	4.7	WWSW-F	---	---	---	---	9.1	---	---	10.8		
WOMP-F (R)	---	---	---	---	---	---	---	1.4	1.3	2.4	3.3	5.2	WOMP-F	---	---	---	7.6	10.2	10.2	13.2	13.9		

ONE RATING BOOK PER YEAR BEGINNING IN 1979

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>	
APR (%)	---	---	---	---	15.2	14.2	14.2	15.9	16.3	15.8	15.9	14.7	1984	WRKY/WSTV \$ 980,000
FM Share (%)	---	---	---	---	38.80	50.29	55.00	59.22	60.37	62.81	75.63	72.88	1985	WRKY/WSTV \$1,050,000
Stations					20	21	24	23	21	24	21	19		
Diaries						551	488	753	617	581	605	640		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>	
CHR/AOR/CONTEMP	--	--	37	42	35	37	37	CHR	23	26	23	WWVA (17.2, S79)
MOR/AC	--	--	32	25	32	31	MOR	10	9	12	12	WWVA (35, S79)
COUNTRY	--	--	19	19	17	19	AC	12	11	24	11	WRKY-F (35, S82)
BTFL/EZ	--	--	9	13	12	7		17	17	18	17	Same as Metro
NEWS/TALK	--	--	--	--	--	--		9	7	7	2	Highest TSA 1/4 HR AVG:
BLACK/URBAN	--	--	3	2	4	4		2	2	--	2	Highest TSA Cume:
NOSTALGIA	--	--	--	--	--	--		2	12	12	6	Highest Metro Cume Rating:
SPANISH	--	--	--	--	--	--						WRKY-F (38.2, S82)
RELIGION/GOSPEL	--	--	--	--	1	1			1	1	--	
CLASSICAL	--	--	--	--	--	--			--	--	--	

#1 STATIONS, 12+ METRO SHARE

WWVA S79, S80 (T)  
 WRKY-F S80 (T), S81, S82, S83, S84, S85  
 WSTV S86

STATION NOTES

(Major call letter and format changes)

WEIR - Contemp changing to MOR by 82  
 WLIT - MOR until around 81

Other stations - See Wheeling or Pittsburgh

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	---	1.06	1.20	1.34	1.42	1.6	1.6	1.7	1.8	1.9
Income (millions)	---	.13	.16	.19	-.03					
Nat Rev (millions)	---	.30	.34	.34	.31					
Rev Per Cap (\$)	---	6.47	7.43	8.21	8.71	10.12	10.12	10.76	11.54	12.17
Inc Per Cap (\$)	---	.76	1.01	1.15	-.21					
Profit Margin	---	11.8	13.6	14.0	---					

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1977	WLIT	Sold to Ken Johnson (Capitol)	\$188,000
1984	WEIR (Weirton)	Sold by Gilcom	750,000

STOCKTON

	12+ METRO SHARE												12+ CUME RATINGS								
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86	
KJAX-F (E)	9.8	10.4	13.6	11.0	12.3	10.2	8.8	9.8	8.5	7.9	7.6	5.2	KJAX-F	14.7	14.9	15.1	14.5	13.7	11.8	13.4	10.2
KJOY (R)	11.4	11.0	5.3	12.5	7.8	7.6	5.7	5.5	3.1	3.8	2.2	2.8	KJOY	30.3	22.9	17.4	16.0	15.1	12.6	11.5	11.2
KSTN (R)	10.3	8.3	8.0	4.8	5.3	4.1	4.0	5.1	6.5	4.3	4.2	7.1	KSTN	20.1	17.5	15.1	16.9	18.2	14.4	11.0	16.7
KSTN-F (S)	---	---	---	---	2.8	4.6	6.6	5.6	3.9	3.5	3.2	3.5	KSTN-F	---	---	---	11.0	6.3	7.6	---	7.8
KWG (O)	3.3	3.7	2.4	3.3	2.5	2.7	1.4	1.7	3.5	1.8	4.0	3.9	KWG	7.6	---	---	6.3	5.6	8.4	---	9.1
KYBB-F (AC)	---	---	---	---	---	---	---	1.5	1.4	3.0	3.1	3.7	KYBB-F	---	---	---	---	6.0	8.1	7.9	9.1
KWIN-F (R)	---	1.3	2.1	4.5	5.6	2.5	4.2	4.0	3.9	4.0	4.4	4.7	KWIN-F	10.8	7.3	12.9	10.4	13.1	9.3	13.4	15.9
KFMR-F (C)	---	---	---	---	---	.9	3.0	4.3	6.6	5.8	3.5	6.5	KFMR-F	---	---	---	---	12.6	10.2	8.8	14.0
KRAK (C)	7.3	11.8	12.2	8.9	10.4	11.8	10.9	9.3	7.6	8.2	10.6	9.0	KRAK	19.0	20.2	20.8	18.3	18.3	13.7	13.9	17.1
KZAP-F (A)	---	---	---	---	---	2.0	3.4	5.4	3.7	4.7	2.2	1.7	KZAP-F	---	---	7.8	10.9	---	---	6.3	5.4
KHOP-F (R)	---	---	---	3.6	4.5	8.2	6.7	5.3	8.6	7.3	7.1	5.0	KHOP-F	10.5	17.8	18.7	15.6	18.7	20.2	21.1	16.4
KBEE-F (E)	---	---	---	---	---	---	---	---	---	4.9	5.1	6.5	KBEE-F	---	---	---	---	---	4.3	---	10.1
KCBS (NT)	7.3	8.3	5.9	6.3	8.1	5.7	5.6	5.9	5.6	4.7	5.2	4.5	KCBS	12.1	17.0	12.2	12.3	14.2	10.9	10.6	12.2
KNBR (M)	7.9	6.7	9.8	5.4	5.6	7.1	6.3	5.4	5.8	4.5	4.8	6.2	KNBR	19.4	15.1	12.3	16.6	13.8	12.8	12.8	12.3
KFRC (R)	8.2	8.3	10.7	10.4	6.7	2.3	2.5	2.3	2.0	1.4	.9	.6	KFRC	21.5	12.4	11.6	11.5	12.2	7.8	6.1	4.5
KGO (NT)	3.8	2.9	---	---	1.7	3.4	3.4	2.2	2.1	3.2	1.8	2.4	KGO	---	---	---	5.7	6.0	---	5.5	5.0

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	15.5	15.0	13.4	13.3	14.2	14.1	14.9	17.1	16.9	16.2	16.2	16.3	1984	NA
FM Share (%)	28.67	24.06	28.90	32.56	39.93	40.31	53.39	55.04	53.86	58.00	59.83	56.34	1985	NA
Stations			25	23	20	25	25	33	30	32	34	30		
Diaries						544	649	804	592	602	869	798		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	38	39	40	38	39	35	36	CHR 27	27	24	KJAX-F (13.6, S77)	
MOR/AC	14	10	10	11	6	9	MOR 10	AOR 12	5	5	KRAK (13.6, S80)	
COUNTRY	14	12	13	18	22	19	AC 2	7	11	14	KRAK (60, F85)	
BTFL/EZ	18	21	17	16	11	13	20	17	16	19	Highest Metro 1/4 HR AVG: KRAK (60, F85)	
NEWS/TALK	10	10	13	13	11	9	13	12	16	14	Highest TSA 1/4 HR AVG: Same as Metro	
BLACK/URBAN	--	--	--	1	2	5	12	10	9	9	Highest TSA Cume: KJOY (804, S76)	
NOSTALGIA	3	4	3	--	--	--	2	3	2	--	Highest Metro Cume Rating: KJOY (30.3, S79)	
SPANISH	1	2	4	5	9	8	6	5	5	5	#1 STATIONS, 12+ METRO SHARE	
RELIGION/GOSPEL	1	2	--	--	--	2	--	--	--	--	KJOY S75, S78	
CLASSICAL	--	--	--	--	--	--	1	--	--	--	KRAK S76, S80, S81, F81, S84, S85, F85, S86	
											KJAX-F S77, S79, F80, S82, F82, S83, F84	
											KHOP-F F83	

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.72	1.19	1.91	2.71	3.00	3.8	4.3	4.8	5.3	5.8
Income (millions)	.20	.14	.22	.57	.34					
Nat Rev (millions)	.27	.31	.53	.55	.69					
Rev Per Cap (\$)	NM	NM	6.05	8.58	8.40	10.33	11.35	12.44	13.49	14.39
Inc Per Cap (\$)	NM	NM	.68	1.79	.96					
Profit Margin	11.8	11.9	11.3	20.9	11.4					

STATION NOTES

(Major call letter and format changes)  
 KWG - Country until 82  
 Other stations - See Modesto, Sacramento or San Francisco

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1973	KWG		\$ 227,000
1980	KWG		1,000,000
1983	KWG, KYBB-F	Sold to Home News	1,218,000

SYRACUSE

	SPG	<u>12+ METRO SHARE</u>											SPG	<u>12+ CUME RATINGS</u>								
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85	86
		WSYR (M)	17.5	16.1	17.9	16.1	16.1	15.1	13.8	14.2	11.0	11.0		13.4	12.3	WSYR	31.6	33.6	32.9	31.3	27.8	23.4
WYYY-F (AC)	---	1.2	2.1	3.1	3.7	9.2	13.0	12.3	12.4	15.1	16.1	16.6	WYYY-F	11.2	20.2	27.6	27.3	26.9	31.8	30.9	33.0	
WHEN (AC)	14.5	14.6	15.4	12.1	10.8	10.8	10.4	11.5	9.1	7.9	5.4	5.3	WHEN	38.9	30.8	30.2	32.1	24.9	25.0	18.2	18.2	
WRRB-F (C)	---	---	---	2.2	1.6	2.1	2.2	4.0	6.0	5.2	5.7	6.4	WRRB-F	---	---	---	9.9	11.4	10.6	10.7	12.2	
WNDR (O)	8.9	4.8	7.4	5.0	6.2	5.1	5.1	2.8	1.8	2.1	2.4	1.6	WNDR	17.4	13.8	15.2	9.0	8.4	6.3	5.7	5.9	
WNTQ-F (R)	---	4.7	7.6	8.1	7.1	6.1	4.4	4.8	2.3	8.6	9.0	11.3	WNTQ-F	12.7	13.2	9.0	11.0	9.8	18.4	21.7	24.8	
WAQX (A)	9.2	8.9	6.8	6.9	5.5	4.6	2.3	1.8	1.6	.9	**	---	WAQX	20.9	12.6	13.7	5.7	5.5	4.3	---	---	
WKFM-F (A)	3.9	6.2	7.4	7.3	5.1	4.8	6.0	6.4	6.5	5.7	4.0	5.5	WKFM-F	18.0	12.3	13.7	14.3	17.9	15.5	13.1	12.4	
WFBL (BB)	6.5	4.7	6.7	5.4	5.0	3.1	7.6	6.9	10.4	6.4	4.6	5.2	WFBL	15.8	15.2	17.9	12.6	17.4	11.9	13.0	9.4	
WEZG-F (E)	9.2	8.6	5.1	6.3	6.3	5.9	3.9	6.4	3.8	6.0	6.6	6.1	WEZG-F	15.0	---	---	9.6	13.5	10.4	11.8	12.7	
WSEN-F+ (C)	6.5	6.5	6.4	6.1	5.9	7.9	7.2	5.1	5.0	4.4	2.8	4.6	WSEN-F+	12.6	14.5	15.3	12.3	9.9	10.6	8.8	11.2	
WAQX-F (A)	---	---	---	3.0	6.0	5.6	5.0	5.3	9.5	10.7	10.6	7.6	WAQX-F	---	15.2	15.2	13.9	21.3	22.1	20.9	19.2	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

\*\* Simulcasted with WAQX-FM

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>	
APR (%)	15.8	14.5	15.5	15.4	16.0	15.4	16.1	16.3	17.4	16.8	17.2	15.8	1984	NA
FM Share (%)	25.60	34.74	33.85	36.76	42.28	48.28	48.79	51.32	55.74	66.34	63.51	68.43	1985	WYYY-F \$2,800,000
Stations			20	23	24	22	27	24	25	25	27	20		
Diaries						799	932	965	951	973	1182	1143		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>	
CHR/AOR/CONTEMP	54	35	33	34	34	26	26	CHR	17	15	14	WSYR (18.5, F77)
MJR/AC	19	38	34	37	35	42	MOR	15	14	17	14	Highest Metro 1/4 HR AVG: WYYY-F (159, F85)
COUNTRY	7	7	9	8	10	16	AC	27	25	27	28	Highest TSA 1/4 HR AVG: WSYR (209, S77)
BTFL/EZ	19	17	17	17	10	7	4	13	10	15	7	Highest TSA Cume: WHEN (3376, F77)
NEWS/TALK	---	---	---	---	---	---	---	6	8	7	---	Highest Metro Cume Rating: WHEN (39.9, F77)
BLACK/URBAN	---	---	3	1	---	---	---	---	---	---	---	#1 STATIONS, 12+ METRO SHARE
NOSTALGIA	---	---	---	---	9	9	12	7	8	6	---	WSYR-F F81, S83
SPANISH	---	---	---	---	---	---	---	---	---	---	---	WYYY-F F83, S84, F84, S85, F85, S86
RELIGION/GOSPEL	---	2	2	3	2	1	2	1	2	1	---	WSYR All other periods prior to 1983
CLASSICAL	1	1	---	---	---	---	---	---	---	---	---	

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	5.73	6.22	6.50	7.02	7.31	8.8	9.3	9.7	10.5	11.3
Income (millions)	-.26	.06	.18	-.21	-.41					
Nat Rev (millions)	1.32	1.36	1.57	1.57	2.12					
Rev Per Cap (\$)	---	9.47	10.04	10.75	11.36	13.50	14.22	14.89	15.93	17.02
Inc Per Cap (\$)	---	.09	.28	-.33	-.64					
Profit Margin	---	1.0	2.8	---	---					

MAJOR STATION SALES

1971 WRRB-F		\$ 79,000
1974 WSEN A/F (Baldwinsville)		348,000
1975 WNTQ-F		360,000
1976 WSYR	From Meredith to Park	2,000,000
1980 WNDR, WNTQ-F	Sold to McGavren Guild	1,872,000
1980 WSEN A/F	Sold to Buckley	700,000
1981 WAQX	Sold by Deer River	700,000
1981 WURS, WEZG-F	Sold to Sky	1,200,000
1982 WSYR, WYYY-F	From Newhouse to Katz	5,100,000
1983 WKFM-F (Fulton)		NA
1985 WEZG A/F	From Sky to Lorenz	1,350,000
1986 WSYR	From Katz to New City	4,500,000 (E)
1986 WYYY-F	From Katz to New City	7,200,000 (E)
1986 WNDR, WNTQ-F	Sold to Osborn	6,500,000

STATION NOTES

(Major call letter and format changes)

WRRB-F	-	WONO until 81 Classical until 79 BTFL until 81
WURS	-	WSOQ until 81 MOR until about 80 WEZG until 85
WYYY-F	-	WSYR until 83 Soft Rock until 80 AOR until 83
WHEN	-	Contemp becoming AC by 82
WNDR	-	Contemp becoming AC/Oldies by 82
WNTQ-F	-	BTFL until 82 AC until 84
WFBL	-	Contemp until 80
WAQX	-	WOLF until 84 Contemp until 81 Country until ?
WKFM-F	-	CHR until 83

TALLAHASSEE

	SPG	12+ METRO SHARE														SPG	12+ CUME RATINGS							
		75	76	77	78	79	80	81	82	83	84	85	86	79	80		81	82	83	84	85	86		
WANM (B)	13.4	15.3	19.2	14.2	14.6	20.5	16.5	21.3	20.2	18.8	19.9	19.9	18.2	21.7	17.6	21.0	20.9	19.5	20.3	21.7				
WGLF-F (R)	19.7	16.6	21.0	22.8	10.5	14.0	16.5	11.9	13.7	18.4	13.9	9.6	30.3	34.1	32.3	40.5	40.1	40.7	40.7	34.3				
WBGM-F (AC)	14.0	13.4	14.4	8.6	25.1	17.5	7.8	12.3	7.2	9.6	10.5	14.0	43.0	37.9	28.6	37.9	28.4	27.8	26.9	32.0				
WTAL (BB)	10.8	11.5	7.2	3.7	4.1	4.1	4.4	3.4	4.6	4.6	2.6	3.7	16.7	14.7	9.1	11.0	10.0	8.2	8.5	6.0				
WTNT (M)	10.8	12.7	12.0	14.2	8.2	8.2	9.7	7.5	7.6	4.2	5.2	4.0	21.4	20.4	21.1	18.1	19.7	14.4	15.5	14.2				
WTHZ-F (R)	---	---	3.0	7.4	8.2	7.0	16.0	10.8	8.7	5.4	7.9	9.6	14.0	17.9	21.3	21.0	21.7	17.8	25.1	29.5				
WTNT-F (C)	7.0	8.3	3.6	5.6	13.5	11.7	6.8	7.1	3.4	8.0	6.4	5.5	17.2	15.7	12.8	15.8	9.0	19.7	14.7	17.5				
WKQE (G)	4.5	4.5	4.2	6.2	.6	.6	1.5	2.2	1.5	---	6.7	3.7	7.7	---	4.8	5.0	5.8	---	9.7	7.3				
WCVC (G)	3.2	4.5	2.4	3.1	1.8	---	1.0	1.5	1.5	1.1	1.9	.7	4.4	---	---	4.8	5.4	3.0	6.7	3.4				
WPAP-F (C)	1.3	3.2	3.0	2.5	2.9	5.3	8.3	5.2	2.3	1.5	---	1.1	9.5	11.2	15.8	12.9	8.2	8.0	---	---				
WMNX-F (C)	---	---	---	---	---	---	---	---	10.3	12.6	5.2	10.7	---	---	---	---	17.3	24.3	12.9	18.2				
WHFL-F (E)	---	---	---	---	---	---	---	---	---	---	3.4	4.8	---	---	---	---	---	---	7.0	7.6				
WWSD-F (B)	---	---	---	---	---	---	---	---	3.0	3.8	2.6	---	---	---	---	---	8.7	10.5	8.5	9.4				

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.1	14.1	14.8	13.5	13.9	14.1	15.5	19.1	18.1	17.6	17.8	17.9	1984	WGLF-F	\$850,000
FM Share (%)	50.42	46.85	50.66	53.79	67.32	62.99	63.04	57.89	58.48	67.53	57.83	64.34	1985	WGLF-F	\$875,000
Stations			11	11	10	11	11	13	14	12	12	14			
Diaries						548	463	740	587	550	529	724			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:			
CHR/AOR/CONTEMP	36	45	54	48	46	42	35	CHR 21	16	11	WBGM-F (25.1, S79)			
MOR/AC	3	--	1	--	2	3	MOR --	AOR 6	9	11	Highest Metro 1/4 HR AVG: WANM (57, S82)			
COUNTRY	17	19	12	16	20	15	31	5	6	--	Highest TSA 1/4 HR AVG: WTNT-F (80, S86)			
BTFL/EZ	20	16	15	13	8	8	--	11	12	16	Highest TSA Cume: WGLF-F (984, S85)			
NEWS/TALK	--	--	--	--	--	--	--	2	11	12	16	Highest Metro Cume Rating: WBGM-F (43.0, S79)		
BLACK/URBAN	22	17	16	23	19	27	25	29	14	19	#1 STATIONS, 12+ METRO SHARE			
NOSTALGIA	--	--	--	--	5	4	5	5	3	4	WGLF-F S75, S76, S77, S78, S81 (T)			
SPANISH	--	--	--	--	--	--	--	--	--	--	WBGM-F S79			
RELIGION/GOSPEL	--	3	2	--	1	2	2	1	10	1	WANM S80, S81 (T), S82, S83, S84, S85, S86			
CLASSICAL	--	--	--	--	--	--	--	--	--	--				

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.53	.95	1.58	2.18	2.72	3.3	3.5	3.9	4.4	4.8
Income (millions)	-.38	-.56	-.35	-.44	.03					
Nat Rev (millions)	.17	.28	.43	.57	.73					
Rev Per Cap (\$)	---	---	10.81	13.36	16.20	20.12	18.91	19.02	21.15	22.54
Inc Per Cap (\$)	---	---	-2.36	-2.67	.20					
Profit Margin	---	---	---	---	1.2					

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1974	WTNT A/F	Sold to Walter-Weeks	\$ 775,000
1976	WTAL		659,000
1976	WKQE, WBGM-F	Sold to Forward	650,000
1979	WTNT A/F	From Walter-Weeks to Tom Ingstad	1,100,000
1979	WTHZ-F		500,000
1983	WTHZ-F	From Negrin to Kelly	1,470,000
1983	WKQE, WBGM-F	From Forward to Statewide	1,575,000
1983	WMNX-F		950,000
1985	WMNX-F	Sold to HVS	1,250,000
1985	WCVC		500,000
1985	WTHZ-F	From Kelly to Dolgoff	1,150,000
1985	WKQE, WBGM-F	From Statewide to Woolfson	2,340,000

STATION NOTES

(Major call letter and format changes)

WTNT-F	-	WOMA until 78
		Country until 77
		BTFL until 82
		WDSN until 84
WKQE	-	WONS until 80
		MOR until 84
WCVC	-	WMEN until 77
		News until 77
WBGM-F	-	BTFL until 79
		Contemp until 84
WTAL	-	Contemp until 81
WTHZ-F	-	Contemp or Black until about 78
		WOVD until 85
WTNT	-	Country until 84

TAMPA - ST. PETERSBURG

	SPG 75	12+ METRO SHARE										SPG 86	12+ CUME RATINGS									
		76	77	78	79	80	81	82	83	84	85		79	80	81	82	83	84	85	86		
WSUN (C)	10.8	10.6	7.9	8.5	5.9	6.7	7.1	6.7	5.1	5.7	5.6	3.6	WSUN	17.4	16.7	16.8	17.3	13.4	14.2	12.0	8.5	
WKRL-F (A/O)	5.0	5.1	4.4	5.6	7.4	5.7	5.9	3.6	4.1	5.0	4.9	5.0	WKRL-F	12.9	12.9	12.9	11.6	11.5	15.6	14.9	11.1	
WDAE (BB)	5.0	5.2	5.5	4.0	4.8	3.9	3.5	5.9	6.3	5.1	5.4	4.7	WDAE	13.7	10.7	8.2	12.6	13.0	10.1	9.4	8.9	
WYNF-F (A)	---	4.2	6.9	5.1	3.7	3.2	4.3	4.6	5.9	7.1	6.5	5.2	WYNF-F	11.6	10.9	8.8	11.1	13.4	13.6	12.3	12.0	
WFLA (NT)	4.5	4.0	4.7	6.4	5.4	5.6	4.6	4.2	3.5	3.7	3.4	4.1	WFLA	18.3	16.1	14.5	15.4	12.1	10.7	9.0	10.9	
WPDS-F (AC)	---	6.1	5.9	6.6	7.1	6.1	5.4	3.4	3.3	2.4	2.2	3.9	WPDS-F	13.9	11.6	12.3	10.0	7.1	6.8	5.5	10.3	
WLFF (BB)	6.5	6.5	4.8	6.8	4.7	4.3	1.7	1.9	2.7	2.0	1.4	1.0	WLFF	11.8	8.1	---	4.5	3.3	4.4	---	2.3	
WMBA-F (E)	6.9	7.5	9.1	9.8	11.0	10.7	9.5	11.0	14.3	13.4	13.1	10.6	WMBA-F	19.8	17.6	18.6	17.2	19.4	21.0	22.4	17.9	
WQYK-F (C)	---	3.3	4.4	7.0	8.0	8.9	9.8	6.7	7.7	7.6	8.5	---	WQYK-F	15.5	10.6	15.7	16.7	13.2	15.7	12.9	14.5	
WRBQ (R)	6.7	6.3	6.1	6.9	3.8	2.9	1.9	1.7	1.6	1.5	1.0	.9	WRBQ	14.4	14.5	8.9	8.0	7.3	6.3	4.2	3.0	
WRBQ-F (R)	10.4	9.8	6.8	6.4	6.7	6.0	9.3	11.1	12.2	11.2	12.3	14.8	WRBQ-F	16.7	16.5	17.8	22.3	26.8	26.0	26.6	28.5	
WUSA-F (AC)	---	3.8	6.9	6.7	7.5	7.4	7.5	6.1	4.7	6.0	7.3	5.7	WUSA-F	13.3	12.2	16.1	13.8	10.7	13.3	15.8	13.5	
WTMP (B)	5.3	3.4	4.2	3.1	3.8	2.2	3.4	6.2	3.7	3.6	2.2	2.5	WTMP	---	---	---	---	6.8	7.2	5.8	7.0	5.4
WNLT-F (AC)	---	---	---	1.5	3.6	5.9	5.3	5.5	3.4	3.4	3.2	3.6	WNLT-F	8.5	10.2	12.7	14.0	10.8	9.3	8.6	9.1	
WPLP (NT)	---	---	---	.6	2.1	3.1	2.6	3.0	3.2	3.2	3.0	2.7	WPLP	---	---	---	6.7	6.4	7.0	6.6	6.1	4.7
WGUL-F (BB)	---	---	---	---	---	---	---	.5	1.2	2.0	3.4	3.9	WGUL-F	---	---	---	---	---	5.1	6.0	4.4	---
WAVE-F (AC)	4.4	5.0	---	1.9	2.5	2.5	2.4	2.2	1.7	1.8	1.2	1.3	WAVE-F	5.7	4.9	5.8	4.8	4.6	4.3	4.2	4.5	
WDUV-F (E)	---	---	---	---	---	---	---	1.0	1.7	1.9	1.9	2.2	WDUV-F	---	---	---	3.4	4.3	4.8	6.0	6.3	---
WXCR-F (CL)	---	---	---	---	---	---	---	---	---	.7	.9	1.2	WXCR-F	---	---	---	---	---	---	3.5	3.2	---

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	16.4	16.4	17.1	16.9	17.4	16.3	18.4	17.7	18.4	18.7	18.8	18.5	1984 WRBQ A/F \$ 8,400,000
FM Share (%)	44.34	53.91	53.19	50.38	58.51	61.11	66.40	63.12	65.30	69.78	71.45	73.79	1985 WRBQ A/F \$10,300,000
Stations			27	29	25	26	24	24	24	23	22	27	
Diaries						1490	1372	1418	1467	1461	1617	1677	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WNBA-F (14.8, F83)
CHR/AOR/CONTEMP	32	29	24	23	29	28	30	CHR	22	21	18	WRBQ-F (14.8, S86)
MOR/AC	14	11	13	12	10	8	MOR	4	4	4	1	WRBQ-F (451, S86)
COUNTRY	12	16	16	15	18	20	18	15	14	14		WRBQ-F (560, S86)
BTFL/EZ	36	35	36	33	30	23	18	18	18	14		WRBQ-F (6094, S86)
NEWS/TALK	---	---	1	4	3	4	4	4	3	8		
BLACK/URBAN	5	6	8	10	5	7	6	4	4	4		
NOSTALGIA	---	---	---	2	2	9	12	12	13	11		
SPANISH	---	2	1	1	2	---	---	---	---	---		
RELIGION/GOSPEL	2	1	---	1	1	---	1	---	---	1		
CLASSICAL	---	---	---	---	---	---	---	---	1	1		

#1 STATIONS, 12+ METRO SHARE

WSUN	S75, S76, F76, S78
WNBA-F	S77, F78, S79, F79, S80, F80, S81
	S82, S83, F83, S84, F84, S85
WJYW-F	F77
WRBQ-F	F81, F82, F85, S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	10.39	11.86	13.85	15.62	19.55	26.2	30.1	35.0	40.6	44.8
Income (millions)	1.19	1.21	1.67	.61	.34					
Nat Rev (millions)	2.50	2.54	4.18	4.40	6.03					
Rev Per Cap (\$)	---	8.10	9.51	10.85	11.84	16.38	18.24	19.55	22.07	23.96
Inc Per Cap (\$)	---	.83	1.15	.39	.21					
Profit Margin	11.5	10.2	12.1	3.6	1.8					

STATION NOTES

(Major call letter and format changes)

WKRL-F	-	BTFL until 77
		WQXM until 83
		WZNE until 86
		AOR until 83
		CHR until 86
WFLA	-	MOR until about 85
WPDS-F	-	WFLA until 83
		WQJC until 84
		WFLA until 85
		BTFL until 83
		Country until 85
WYNF-F	-	WLCY until 77
		CHR until 81
WLFF	-	WNBA until 81
		WLFL until 82
		BTFL until 81
		MOR until 82
WRBQ	-	WLCY until 81
		WNSI until 82
		Contemp to AC by 81
		News/Talk until 82
WPLP	-	WFSO until 79
		Format until 79 unknown
WDAE	-	AC until 81
WGUL	-	WPSO until ?
WUSA-F	-	WAVV until 77
		WJYW until 82
		WQYK until 86
		BTFL until 82
WNLT-F	-	WQYK until 80
		WCKX until 82
		WGGG until 85
		Contemp until 83

MAJOR STATION SALES

1972	WTMP					\$	536,000	
1973	WRBQ-F	Bought by Harte-Hanks					500,000	
1973	WSUN	Sold to Plough					2,303,000	
1974	WAZE (Clearwater)						350,000	
1975	WKRL-F	Sold to Plough					1,250,000	
1976	WTAN, WNLT-F	Sold to BENI					850,000	
1977	WQYK-F	From Rowland to Lake Huron					989,000	
1978	WRBQ	From Rahall to Harte-Hanks					4,500,000	
1978	WYNF-F	From Rahall to Taft					2,000,000	
1978	WPLP						675,000	
1979	WDAE	From Rounsaville to Taft					5,500,000	
1980	WUSA-F	From Rounsaville to Gannett					4,000,000	
1980	WTAN	Sold to BENI					575,000	
1980	WNLT-F	From BENI to Metroplex					4,000,000	
1981	WNBA-F	Sold to Metromedia					7,000,000	
1982	WFLA, WPOS-F	From Media General to Blair					14,000,000	
1983	WQYK, WLVU-F (Holiday)						1,275,000	
1984	WPLP	Sold to Guy Gannett					850,000	
1984	WSUN	From Plough to Taft					7,500,000	
1984	WRBQ A/F	From Harte-Hanks to Edens					13,400,000 (E)	
1984	WDAE	From Taft to Gannett					5,700,000	
1985	WTAN						570,000	
1985	WSUN, WYNF-F	From Gulf to Taft to CBS					22,000,000 (E)	
1985	WKRL-F	From DKM to Sandusky					10,000,000	
1985	WHBO	Sold to Metroplex					1,400,000	
1985	WGUL-F						1,350,000	
1986	WLVU-F	Sold to Times Publ					1,700,000	
1986	WYOU						750,000	
1986	WGUL	Sold to Marrocci					450,000	
1986	WNBA-F	From Metromedia to Metropolitan					20,000,000 (E)	
1986	WQYK-F	From Lake Huron to Susquehanna					27,000,000	

TERRE HAUTE

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WTHI (BB)	17.0	18.7	19.8	18.9	17.0	18.7	9.6	6.0	9.3		8.2	11.7	6.6	WTHI	28.4	31.7	28.3	18.3	18.1	16.4
WTHI-F (C)	10.4	15.0	9.9	13.1	15.6	15.3	15.5	17.0	19.5	21.4	24.2	25.4	WTHI-F	26.5	25.0	31.0	28.5	32.2	33.5	37.5	36.9	
WBOW (M)	17.0	15.0	16.3	21.4	14.6	12.9	6.8	11.9	9.3	7.7	4.8	4.4	WBOW	34.7	29.3	23.4	27.3	30.8	20.2	13.5	12.4	
WZZQ-F (A/R)	7.9	6.5	5.4	4.4	2.4	4.3	9.6	9.2	7.6	12.7	17.2	16.5	WZZQ-F	7.4	12.5	17.5	13.5	14.3	21.7	24.3	28.3	
WVTS-F (AC)	10.0	9.3	6.9	8.7	6.6	10.0	13.1	11.0	19.5	11.8	9.5	7.0	WVTS-F	17.0	20.8	29.9	26.9	33.0	28.5	23.4	20.6	
WPFR (AC)	9.5	7.5	9.9	4.9	2.4	2.9	2.8	6.4	4.2	3.4	---	---	WPFR	9.7	8.2	---	11.5	9.3	6.0	---	---	
WSDM (G)	12.4	8.9	7.9	8.3	4.7	1.9	---	.5	---	---	---	---	WSDM	---	---	---	4.3	3.8	---	---	---	
WSDM-F (AC)	---	---	---	---	---	3.3	12.4	5.5	---	---	---	5.9	WSDM-F	13.5	8.3	23.1	15.0	6.3	---	---	10.2	
WPFR-F (R)	.8	1.9	7.9	4.9	16.5	18.2	10.0	18.8	13.6	20.9	11.0	12.9	WPFR-F	25.0	30.2	21.8	28.6	30.9	36.5	28.3	27.2	
WACF-F (C)	---	---	---	---	---	---	---	.5	.4	1.4	3.3	4.0	WACF-F	---	---	---	---	2.9	4.6	10.8	11.3	
WLS (R)	1.7	4.2	3.0	3.9	2.4	1.4	2.0	1.8	.8	.5	.7	.4	WLS	7.8	6.4	6.8	5.4	5.3	3.7	5.9	2.1	

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.0	14.8	14.2	14.5	14.7	14.3	16.8	14.6	15.9	14.8	15.2	15.4	1984	WTHI-F	\$770,000
FM Share (%)	41.33	42.11	39.46	45.26	55.38	57.22	70.67	69.50	69.63	78.33	73.20	80.31	1985	WTHI-F	\$800,000
Stations			15	14	16		13	18	16	15	15	17	18		
Diaries						522	513	583	595	635	581	659			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	37	47	46	53	42	41	38	CHR 36	32	15	Highest Metro 1/4 HR AVG:	WTHI-F (25.4, S86)	
MOR/AC	17	6	4	3	12	28	MOR 13	AOR 14	--	18	Highest TSA 1/4 HR AVG:	WTHI-F (69, S86)	
COUNTRY	34	31	31	26	26	32	AC --	19	10	9	Highest TSA Cume:	WTHI-F (105, S86)	
BTFLEZ	11	14	17	17	17	--	32	26	33	36	Highest Metro Cume Rating:	WTHI-F (1080, S86)	
NEWS/TALK	--	--	--	--	--	--	1	3	1	--			
BLACK/URBAN	--	--	--	--	--	--	--	--	--	--	#1 STATIONS, 12+ METRO SHARE		
NOSTALGIA	--	--	--	--	--	--	10	--	13	7	WTHI	S75 (T), S76, S77, S79, S80	
SPANISH	--	--	--	--	--	--	--	--	--	--	WBOW	S75 (T), S78	
RELIGION/GOSPEL	1	1	3	1	1	--	1	3	1	2	WTHI-F	S81, S84, S85, S86	
CLASSICAL	--	--	--	--	--	--	--	--	--	--	WPFR-F	S82	
											WVTS-F	S83	

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.62	1.54	1.88	2.24	2.35	2.7	3.0	3.2	3.4	3.6
Income (millions)	-.25	-.09	-.16	-.26	-.11					
Nat Rev (millions)	.16	.17	.32	.37	.41					
Rev Per Cap (\$)	---	9.00	10.88	12.84	13.25	20.15*	22.39	23.70	25.37	26.87
Inc Per Cap (\$)	---	-.55	-.90	-1.48	-.64					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

WTHI - Country until 82  
MOR until 83

WTHI-F - BTFLEZ until 82

WVTS-F - Contemp to AC by 85

WZZQ-F - Contemp until 78  
AOR until 80  
Country until 84

WSDM - WWCM until ?

WPFR - WAAC until 83  
MOR until 83

\* Major change in definition of Metro

MAJOR STATION SALES

1970	WBOW, WZZQ-F	From J. W. O'Conner to Eastern	\$600,000
1973	WVTS-F		250,000
1976	WVTS-F		450,000
1978	WPFR-F	Sold to Bud Walters	250,000
1982	WBOW, WZZQ-F	From Quincy Newspapers to Michael Rice	750,000
1982	WPFR-F	From Bud Walters to Oak Ridge Boys	577,500
1982	WPFR	Sold to Oak Ridge Boys	200,000
1985	WVTS-F		750,000



TOLEDO

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WSPD (M)	16.6	12.9	13.4	12.1	10.8	10.6	11.1	10.5	9.1		9.6	9.4	11.7	WSPD	28.2	25.3	26.3	25.1	23.8	20.9
WIOT-F (A)	5.3	6.2	6.7	9.7	18.2	15.0	13.0	10.7	11.3	10.2	10.1	6.7	WIOT-F	27.2	26.0	25.1	28.5	25.9	23.4	21.3	19.7	
WCWA (BB)	6.6	6.8	6.7	5.1	4.0	1.8	2.8	4.9	4.3	4.4	3.9	2.9	WCWA	11.8	8.7	10.8	11.0	9.9	9.7	9.7	8.0	
WMHE-F (R)	4.0	5.2	5.5	3.5	5.4	8.6	10.6	9.4	7.4	7.8	12.6	14.8	WMHE-F	10.3	19.4	24.6	23.8	20.1	16.2	27.2	31.6	
WLQR-F (E)	6.9	8.1	10.7	15.5	15.2	13.4	13.0	12.3	8.7	11.6	10.8	9.8	WLQR-F	25.1	22.8	21.1	21.5	17.6	22.3	21.0	18.3	
WTOD (C)	6.1	10.2	9.6	10.6	7.5	8.1	8.1	5.3	5.6	4.0	5.0	3.7	WTOD	13.1	13.5	13.2	8.3	8.1	7.7	8.6	7.6	
WKKO-F (C)	---	---	---	1.6	1.6	3.3	4.5	7.9	8.6	7.9	6.8	9.6	WKKO-F	---	---	---	14.6	15.9	16.1	14.5	15.4	
WOHO (AC)	7.1	6.2	7.4	7.2	5.9	8.2	4.4	3.9	4.3	2.0	1.8	1.4	WOHO	22.9	21.6	17.2	16.9	12.9	9.3	7.7	5.7	
WWWM-F (AC)	6.9	7.0	6.7	5.9	4.3	5.3	3.1	4.5	6.5	6.3	5.5	5.8	WWWM-F	15.5	17.1	9.3	14.0	17.4	14.8	14.2	15.1	
WRQN-F (R)	---	---	---	---	---	---	---	---	4.4	8.0	5.7	9.0	WRQN-F	---	---	---	---	---	18.8	17.2	20.9	
WVOI (B)	---	---	---	---	---	---	---	2.0	2.3	3.1	3.8	3.2	WVOI	---	---	---	---	2.5	4.2	7.9	8.1	
WJR (M)	5.7	7.0	7.2	7.7	6.1	5.8	7.5	6.0	5.5	5.8	4.4	5.0	WJR	20.1	15.4	18.3	16.5	13.2	16.1	13.5	13.4	
CKLW (BB)	14.6	10.1	6.7	5.3	3.5	2.7	2.5	3.4	1.9	1.1	2.8	2.2	CKLW	20.0	11.6	11.3	12.9	11.0	6.7	4.6	5.3	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	17.0	16.0	15.8	16.7	16.4	17.4	16.2	17.5	17.1	17.7	16.5	16.9	1984	WSPD	\$1,700,000
FM Share (%)	32.09	39.28	37.67	42.42	50.27	57.02	55.49	60.49	60.54	62.32	63.52	66.27	1985	WSPD	\$2,300,000
Stations			21	17	22	19	22	25	24	26	23	17			
Diaries						709	1125	1003	1168	1192	1265	1031			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	41	44	44	48	36	34	31	CHR	19	22	27	WIOT-F (19.7, F79)
MOR/AC	27	23	26	21	31	29	MOR	AOR	13	13	8	WIOT-F (217, F79)
COUNTRY	11	15	9	12	13	18	19	16	15	16	WIOT-F (264, F79)	
BTFL/EZ	18	17	18	13	15	12	11	12	12	11	CKLW (3538, S76)	
NEWS/TALK	---	---	---	---	---	---	1	---	---	---	WMHE-F (31.6, S86)	
BLACK/URBAN	3	2	1	5	---	3	1	4	6	5		
NOSTALGIA	---	---	---	---	---	4	6	5	6	6		
SPANISH	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	---	---	---	---	---	---	---	1	1	---		
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

#1 STATIONS, 12+ METRO SHARE

WSPD	S75, S76, F76, S77
WLQR-F	F77, S78, F78, F80, F81, S84, F84
WIOT-F	S79, F79, S80, S81, S82, F82, S83, F83
WMHE-F	S85, F85, S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	6.79	7.43	9.03	8.89	9.28	10.5	10.9	11.7	12.1	13.0
Income (millions)	-.13	.87	1.58	.72	.49					
Nat Rev (millions)	1.69	.83	1.50	1.71	1.61					
Rev Per Cap (\$)	---	9.43	11.56	11.38	11.66	17.10*	17.69	18.96	19.58	21.04
Inc Per Cap (\$)	---	1.11	2.02	.92	.61					
Profit Margin	---	11.7	17.5	8.0	5.3					

STATION NOTES

(Major call letter and format changes)

WCWA	- AC until 81
WKKO-F	- WKLR until 86 Black until 81
WOHO	- Contemp changing to AC by 82
WWWM-F	- WXEZ until 82 BTFL until 77

\* Change in definition of Metro

MAJOR STATION SALES

1971	WLQR-F	Sold by Storer to Susquehanna	\$ 275,000
1972	WWWM-F		125,000
1973	WVOI	Sold by Herb Weber	580,000
1976	WVOI	Sold to Harold Gore	350,000
1979	WSPD	From Storer to WOOD, Inc.	3,300,000
1983	WLQR-F	Sold by Susquehanna	3,350,000
1985	WMHE-F	Sold to Osborn	6,300,000
1986	WSPD, WLQR-F	Sold to Commonwealth	15,000,000
1986	WVOI		600,000

TOPEKA

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WIBW (M)	16.5	12.5	16.8	13.6	16.6	9.2	9.2	14.1	6.5		8.1	7.5	10.4	WIBW	35.6	22.6	23.8	25.8	21.0	20.3
WIBW-F (R)	8.6	11.3	13.6	9.9	6.1	3.1	7.1	8.1	3.8	12.2	10.1	12.6	WIBW-F	20.2	15.1	18.8	24.4	19.3	26.1	29.6	26.1	
KSKX (C)	17.3	15.4	15.9	15.7	9.6	7.0	9.2	8.5	8.0	7.0	6.0	5.9	KSKX	29.4	25.8	22.7	19.7	17.3	14.2	13.4	11.0	
KMAJ-F (AC)	12.5	12.1	16.4	11.6	12.2	13.6	11.7	10.3	9.9	5.9	7.0	7.4	KMAJ-F	23.8	22.5	20.1	19.9	17.7	16.5	14.1	13.6	
KTOP (BB)	8.2	6.7	4.5	4.5	3.9	10.1	6.3	2.6	6.1	7.7	9.5	7.8	KTOP	---	17.3	---	13.4	12.8	14.4	16.0	11.5	
KDVV-F (R)	4.3	4.2	3.2	1.2	13.1	12.7	13.3	10.7	13.0	12.5	11.1	6.7	KDVV-F	26.3	29.1	30.1	27.7	26.9	26.8	27.5	16.3	
WREN (O)	10.2	11.7	9.1	9.9	7.4	7.9	5.8	5.6	7.3	7.7	7.5	5.2	WREN	26.1	20.7	22.2	20.5	17.7	18.4	22.1	12.7	
KTPK-F (C)	9.0	12.9	7.7	12.0	10.5	13.6	16.3	14.1	17.2	8.1	12.6	13.3	KTPK-F	20.8	22.7	22.9	25.8	26.9	16.0	23.9	20.7	
WDAF (C)	---	.4	3.2	5.0	4.8	5.7	4.6	4.3	1.9	4.4	1.5	4.1	WDAF	11.9	14.5	14.0	10.3	11.6	11.8	5.3	8.2	
KCMO (NT)	1.6	1.3	3.2	1.2	1.3	---	1.7	.9	.8	3.0	2.0	1.1	KCMO	6.5	---	---	4.4	5.4	6.3	7.6	3.5	
KYYS-F (A)	2.7	2.1	3.2	5.4	7.0	6.6	4.2	5.6	5.3	7.0	9.5	5.6	KYYS-F	13.1	12.4	13.3	13.5	12.0	13.8	16.3	13.3	

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.6	15.6	14.7	16.3	15.1	14.4	15.6	15.2	16.8	17.2	15.3	15.3	1984	WIBW	\$1,000,000
FM Share (%)	40.48	47.11	46.63	44.50	47.89	56.87	59.09	60.28	65.27	57.20	62.43	59.31	1985	WIBW	\$1,150,000
Stations			11	11	12	12	14	17	18	17	14	17			
Diaries						487	580	546	552	641	551	710			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:		
CHR/AOR/CONTEMP	36	34	43	34	29	29	31	CHR 28	27	25	Highest Metro 1/4 HR AVG:	KSKX	(17.3, S75)
MOR/AC	13	12	9	29	24	36	MOR 22	AOR 12	11	7	Highest TSA 1/4 HR AVG:	KTPK-F	(45, S83)
COUNTRY	16	24	16	21	33	29	AC 12	17	16	18	Highest TSA Cume:	WIBW	(109, S77)
BTFL/EZ	17	13	13	15	13	3	30	22	22	27	Highest Metro Cume Rating:	WDAF	(109, S77)
NEWS/TALK	18	15	18	--	2	1	4	1	3	2		WIBW	(1407, S78)
BLACK/URBAN	--	--	--	--	--	--	1	3	2	1		WIBW	(35.6, S79)
NOSTALGIA	--	--	--	--	--	--	1	--	1	--	#1 STATIONS, 12+ METRO SHARE		
SPANISH	--	--	--	--	--	--	--	--	11	9	KSKX	S75, S76, S78	
RELIGION/GOSPEL	--	--	--	--	--	--	--	--	--	--	WIBW	S77, S79, S82 (T)	
CLASSICAL	--	--	--	--	--	--	--	--	--	--	KMAJ-F	S80 (T)	
											KTPK-F	S80 (T), S81, S82 (T), S83, S85, S86	
											KDVV-F	S84	

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.60	3.05	3.49	3.76	3.74	4.4	4.7	4.8	4.9	5.1
Income (millions)	.88	.33	.19	.07	-.14					
Nat Rev (millions)	.57	.59	.79	.81	.80					
Rev Per Cap (\$)	---	16.15	18.28	19.84	20.12	28.39*	30.13	30.77	30.82	31.88
Inc Per Cap (\$)	---	1.74	1.00	.35	-.77					
Profit Margin	34.0	10.8	5.5	1.8	---					

\* Reflects major change in size of Metro

STATION NOTES

(Major call letter and format changes)

- KSKX - KEWI until 81  
Contemp until 81
- KTOP - Contemp until 77  
Country until 79  
Oldies until 83
- WREN - MOR until 83
- WMAJ-F - KSWT until 82  
BTFL until 82
- KDVV-F - KTPK-F until 79  
Country until about 79

MAJOR STATION SALES

1982	WREN	\$1,075,000
1985	WREN	1,250,000

TUCSON

	12+ METRO SHARE											12+ CUME RATINGS									
	SPG 75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
KCUB (C)	6.3	13.0	9.9	10.6	8.4	12.7	11.5	10.3	11.1	8.3	4.3	5.4	KCUB	15.4	23.9	18.6	17.0	20.9	15.2	10.5	11.9
KJYK-F (E)	6.7	6.2	7.0	10.0	7.7	10.0	11.6	10.5	10.8	11.2	11.3	9.7	KJYK-F	11.1	15.2	17.8	19.4	18.2	19.9	19.6	17.5
KAIR (O)	9.5	8.4	8.5	6.7	8.0	6.4	7.1	4.7	5.8	3.4	5.1	2.4	KAIR	13.2	16.2	16.9	12.3	12.3	11.2	14.4	8.3
KTKT (R)	10.1	11.5	11.7	11.8	9.7	7.1	5.1	4.5	3.9	3.5	2.6	3.6	KTKT	32.0	21.8	17.6	17.2	16.1	13.5	11.8	10.4
KLPX-F (A)	---	4.1	5.7	4.4	6.0	5.3	7.4	7.1	7.6	6.9	9.2	10.5	KLPX-F	11.5	17.1	14.5	16.8	18.8	15.9	19.6	19.7
KXEW (S)	---	4.9	5.4	4.4	1.7	4.3	5.4	6.7	5.1	5.5	3.8	2.4	KXEW	---	---	---	8.1	7.5	6.8	5.3	4.0
KWFM-F (AC)	8.2	7.1	8.0	5.4	10.6	9.0	6.1	10.4	9.9	6.4	6.9	6.1	KWFM-F	16.9	14.0	9.5	19.8	24.6	20.1	19.1	16.7
KCEE (AC)	8.2	7.6	5.9	4.4	5.0	5.8	5.9	5.8	5.6	6.8	4.8	2.6	KCEE	10.5	8.4	12.6	13.2	15.8	11.7	13.3	10.6
KTUC (NT)	4.7	4.2	4.7	4.3	4.9	4.9	4.3	3.0	2.9	1.8	1.8	1.5	KTUC	---	13.0	13.9	10.1	7.5	7.1	4.1	5.4
KIKX (C)	13.8	5.3	2.9	4.2	4.5	1.7	1.4	.7	---	---	---	---	KIKX	11.1	7.4	---	4.1	---	---	---	---
KNST (NT)	6.5	6.3	4.8	5.8	4.8	2.9	2.2	2.7	2.8	3.5	3.3	4.0	KNST	17.4	14.2	---	8.1	8.7	10.6	8.7	12.0
KRQQ-F (R)	---	---	9.5	11.4	6.9	7.6	7.1	6.4	9.4	12.9	10.3	11.2	KRQQ-F	23.8	18.1	16.4	18.6	26.8	28.6	27.2	24.6
KHYT (R)	3.9	---	1.4	.6	6.6	6.5	5.5	5.4	5.2	5.4	4.5	2.6	KHYT	---	11.2	---	10.4	16.2	13.9	13.3	8.8
KIIM-F (C)	---	---	---	---	.8	---	4.3	3.3	2.4	5.2	8.3	9.2	KIIM-F	---	---	11.1	8.9	7.0	13.1	13.9	16.7
KFLT (G)	---	---	---	.8	2.6	2.9	2.0	1.9	1.9	2.5	1.3	1.9	KFLT	---	---	---	5.5	4.4	5.0	3.0	4.2
KGVY (BB)	---	---	---	---	---	---	2.1	5.2	4.3	4.8	6.0	4.4	KGVY	---	---	---	7.6	5.2	6.2	6.8	5.6
KVOI (G)	---	---	---	---	---	---	---	2.2	1.6	1.8	1.0	1.7	KVOI	---	---	---	---	3.1	3.3	3.6	3.3
KEZG-F (E)	---	---	---	---	---	---	---	---	.5	.7	1.4	.8	KEZG-F	---	---	---	---	---	1.8	---	1.9
KUPD-F (A)	---	---	---	---	---	---	---	---	---	---	5.0	5.8	KUPD-F	---	---	---	---	---	---	---	8.4
KQTL (S)	---	---	---	---	---	---	---	---	---	---	1.7	3.9	KQTL	---	---	---	---	---	---	---	3.9

BASED ON AVERAGE OF SPRING AND FALL BOOKS  
KIKX at 580 is now silent

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	15.4	14.5	14.8	15.3	15.2	16.5	15.1	16.0	17.4	16.4	17.3	17.0	1984	KCUB	\$1,750,000
FM Share (%)	21.19	17.31	24.20	37.24	36.65	35.65	44.31	44.96	46.26	50.67	57.77	59.67	1985	KRQQ-F	\$2,000,000
Stations			15	17	16	17	18	17	18	17	19	22			
Diaries						498	777	1012	1079	886	930	1049			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986
CHR/AOR/CONTEMP	26	41	43	36	38	40	34	CHR 26	24	16
MOR/AC	14	4	5	4	9	12	MOR 8	AOR 16	10	18
COUNTRY	16	15	13	16	19	14	15	16	13	17
BTFLEZ	25	29	25	19	23	14	11	13	15	12
NEWS/TALK	6	5	6	5	5	6	8	6	3	6
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---
NOSTALGIA	---	---	---	---	---	5	6	4	6	5
SPANISH	12	7	4	9	6	9	5	7	5	7
RELIGION/GOSPEL	---	---	---	---	---	---	4	4	3	4
CLASSICAL	---	---	---	---	---	---	---	---	---	---

Highest Metro Share: KCUB (14.8, S76)  
Highest Metro 1/4 HR AVG: KRQQ-F (116, S85)  
Highest TSA 1/4 HR AVG: KRQQ-F (127, S84)  
Highest TSA Cume: KTKT (1591, S79)  
Highest Metro Cume Rating: KTKT (32.0, S79)

#1 STATIONS, 12+ METRO SHARE

KIKX S75  
KCUB S76, S80, F80 (T), F81, F82, F83  
KTKT F76, S77, F77, S78  
KRQQ-F F78, S84, F84 (T), S85, S86  
KWFM-F S79  
KAIR F79  
KJYK-F F80 (T), S81, S82, S83, F84 (T), F85

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	4.06	4.77	5.08	6.62	7.81	9.4	10.1	11.6	12.6	14.0
Income (millions)	.03	.22	.44	.29	-.43					
Nat Rev (millions)	1.28	1.50	2.11	2.58	2.98					
Rev Per Cap (\$)	---	10.14	10.85	13.91	13.89	17.28	17.88	19.66	20.93	22.73
Inc Per Cap (\$)	---	.46	.94	.61	-.77					
Profit Margin	0.1	4.6	8.7	4.4	---					

STATION NOTES

(Major call letter and format changes)

KJYK-F - KAIR until 78  
KAIR - BTFLEZ until 81  
KIKX - Off air in 82  
KHYT - Format until 79 unknown  
Urban or Contemp from then  
KLPX-F - KCEE until 79  
KTKT until 81  
BTFLEZ until 79  
KNST - KHOS until 77  
KMGX until 81  
Country until 77  
Contemp/AC until 82  
KWFM-F - AOR until 85  
KFLT - Contemp until about 83  
KIIM-F - KNDE until 84

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1972 KTKT	Sold to Lotus	approx. \$	500,000
1973 KNST	Sold to Western Cities		805,000
1972 KJYK-F	Sold to Number One		108,000
1976 KTUC, KIIM-F	Sold to Ray Kandel	approx.	300,000
1977 KRQQ-F	Sold to Western Cities		550,000
1977 KFLT	From Gene Autrey to Family Life		500,000
1978 KAIR, KJYK-F			1,600,000
1979 KLPX-F	From Strauss to Lotus		1,600,000
1980 KCEE	From Strauss to Behan		1,400,000
1981 KWFM-F	From Korngold to Sandusky Newspapers		2,000,000
1981 KEVT	Sold by Korngold		1,007,000
1981 KXEW			1,325,000
1983 WVOI			990,000
1983 KIIM-F	From Kandel to Stone		893,000
1983 KWFM-F	From Sandusky to Behan		4,200,000
1984 KAIR, KJYK-F	From Surrey to Citadel		5,500,000
1984 KNST, KRQQ-F	From Western Cities to Nationwide		7,500,000 (E)
1986 KCEE, KWFM-F	From Behan to American Media		10,000,000

TULSA

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		KVOO (C)	17.5	17.4	17.7	18.7	16.5	19.1	16.3	14.0	11.9		13.9	12.1	11.0	KVOO	29.1	31.8	29.7	26.4	28.0	24.3
KRMG (M)	18.4	19.4	19.2	17.6	19.2	18.5	15.0	11.7	10.0	8.8	10.4	8.5	KRMG	34.5	32.2	31.4	27.7	21.9	22.9	19.9	21.3	
KWEN-F (C)	10.5	16.1	11.4	5.4	8.1	5.8	10.2	11.4	11.1	10.8	11.5	11.8	KWEN-F	17.5	14.5	18.7	21.2	21.6	20.3	18.1	21.1	
KRAV-F (AC)	7.4	5.8	10.4	10.2	10.0	9.5	12.1	11.3	10.6	10.3	8.0	7.4	KRAV-F	21.8	22.4	24.6	27.0	28.6	23.7	19.1	18.9	
KBEZ-F (E)	4.5	2.7	6.6	12.0	11.5	10.8	9.9	9.8	8.1	10.1	10.2	10.4	KBEZ-F	17.2	16.7	19.7	16.9	16.1	16.1	17.7	20.3	
KBBJ (O)	2.6	1.9	1.8	.7	1.4	1.8	1.6	5.0	2.8	2.5	1.0	---	KBBJ	---	---	---	9.5	---	---	3.9	2.1	
KMOD-F (A)	6.2	5.4	7.7	7.8	7.4	12.7	8.5	11.1	9.6	7.8	8.8	8.3	KMOD-F	10.3	13.6	17.0	21.4	19.7	16.0	18.6	17.4	
KTFX-F (C)	1.8	2.2	1.7	4.2	4.1	4.0	4.7	4.7	5.7	3.7	6.0	5.5	KTFX-F	6.0	7.9	10.8	9.8	13.6	9.1	12.3	13.0	
KCFO (G)	11.9	8.1	7.0	5.5	1.9	1.1	1.3	.8	2.3	1.3	2.1	1.1	KCFO	10.4	6.2	---	3.2	6.0	3.4	4.3	3.6	
KCFO-F (G)	---	---	---	.6	1.6	2.7	3.4	3.9	4.0	4.1	3.2	3.4	KCFO-F	---	6.5	7.0	9.1	8.8	8.4	8.3	8.2	
KGTO (O)	---	1.8	2.2	1.5	1.2	.6	4.2	2.4	2.3	4.1	4.0	2.2	KGTO	---	---	---	5.8	5.0	6.2	5.2	3.9	
KAYI-F (R)	---	---	---	---	---	---	---	6.5	7.8	8.4	11.2	10.3	KAYI-F	---	---	---	---	18.4	16.2	21.2	22.2	
KCMA-F (CL)	---	---	---	---	---	---	---	1.6	.9	2.2	.7	1.0	KCMA-F	---	---	---	---	2.2	6.6	10.6	2.4	
KVLT (AC)	---	---	---	---	---	---	---	2.0	3.2	1.8	.8	.3	KVLT	---	---	---	---	10.9	7.9	4.9	2.6	
KVLT-F (AC)	---	---	---	---	---	---	---	.5	.9	.9	3.0	1.1	KVLT-F	---	---	---	---	---	1.7	2.3	3.5	
KQMJ-F (AC)	---	---	---	---	---	---	---	---	---	---	---	3.5	KQMJ-F	---	---	---	---	---	---	---	7.0	
KMYZ-F (A)	---	---	---	---	---	---	---	---	---	---	1.5	3.2	KMYZ-F	---	---	---	---	---	---	2.7	8.8	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	14.7	15.3	15.6	14.3	13.9	14.5	15.7	16.7	18.4	16.7	16.4	16.4	1984	KRAV-F	\$2,800,000
FM Share (%)	34.14	33.54	38.76	42.14	49.39	51.41	53.90	59.52	64.29	63.17	66.63	72.07	1985	KRAV-F	\$3,300,000
Stations			14	13	19	15	17	17	19	18	19	19			
Diaries						736	682	915	1117	912	970	1167			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:			Highest Metro Cume Rating:		
CHR/AOR/CONTEMP	37	44	39	37	31	28	20	CHR	12	15	11	KRMG	(21.3, F76)	KRMG	(157, F80)	
MOR/AC	22	18	22	19	25	16	MOR	AOR	8	9	12	KVOO	(296, F83)	KRMG	(3397, F82)	
COUNTRY	20	24	19	26	28	36	29	33	33	31	KRMG	(39.2, F77)				
BTFL/EZ	18	12	14	12	12	10	9	11	10	11						
NEWS/TALK	--	--	1	2	--	--	--	--	--	--						
BLACK/URBAN	1	--	--	--	--	--	--	2	2	2						
NOSTALGIA	--	--	--	--	--	5	4	3	--	--						
SPANISH	--	--	--	--	--	--	--	--	--	--						
RELIGION/GOSPEL	2	3	3	4	5	5	6	6	6	5						
CLASSICAL	--	--	--	--	--	--	--	1	1	1						

#1 STATIONS, 12+ METRO SHARE

KVOO	S76, F77 (T), S78, S80, S81, F81, S82, F82, S84, F84, S85, F85
KRMG	S75, F76, S77, F77 (T), F78, S79, F79, F80
KRAV-F	S83
KWEN-F	F83, S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	4.67	7.16	7.98	9.06	10.74	13.8	14.8	16.2	19.5	20.2
Income (millions)	.17	.48	.57	.53	.07					
Nat Rev (millions)	.77	1.15	1.14	1.56	1.47					
Rev Per Cap (\$)	---	11.75	12.98	14.13	15.07	20.63	20.87	22.07	26.42	26.79
Inc Per Cap (\$)	---	.79	.93	.82	.10					
Profit Margin	3.6	6.8	7.1	5.8	0.6					

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1973	KBBJ	Sold to Clear Channel	\$ 665,000
1973	KMOD-F	Sold to Clear Channel	85,000
1976	KCFO-F	Sold to Epperson	477,000
1977	KWEN-F	From Swanson to Ron Curtis	500,000
1977	KTFX-F		375,000
1979	KVLT	From Sammons to Signal	1,650,000
1980	KBEZ-F	From Carl Mark to Mid America	3,000,000
1980	KCFO	From Carl Mark to Epperson	1,107,000
1981	KWEN-F	From Ron Curtis to Katz	3,050,000
1982	KCMA-F		650,000
1985	KQMJ-F (Henrietta)	Sold to Swanson	2,400,000
1985	KVLT-F (Owasso)	Sold to Federated	NA
1986	KWEN-F	From Katz to New City	6,100,000 (E)
1986	KBEZ-F	From Mid America to WIN	4,900,000 (E)
1986	KAYI-F	From Hicks to Narragansett	NA

STATION NOTES

(Major call letter and format changes)

KBEZ-F	- KAKC until 77 Contemp until 77
KTFX-F	- KKUL until 78 Urban until 78
KWEN-F	- BTFL until 78 Contemp until 81
KRAV-F	- Contemp to AC by 82
KCFO	- KAKC until 84 CHR until 81 AC until about 82
KBBJ	- KXXO until 80 KMOD until 82 Contemp until 78 News/Talk until 81
KGTO	- KFMJ until 81 KRAV until 82 Religion until about 80 Contemp until 81 ? until 82
KVLT	- KELI until 85
KCMA	- KELI-F until 86

UTICA - ROME

		12+ METRO SHARE										12+ CUME RATINGS										
		SPG												SPG								
		75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WIBX (M)		14.1	17.5	11.9	16.5	16.1	10.7	13.8	14.0	14.5	16.3	13.1	10.1	WIBX	31.6	27.5	29.7	28.8	30.6	30.0	26.4	22.7
WNYZ-F (R)		7.3	11.1	10.9	10.0	14.8	12.7	10.6	8.9	13.0	10.7	9.3	10.3	WNYZ-F	23.7	25.7	23.5	20.4	25.8	17.6	19.8	23.3
WOUR-F (A)		8.0	5.8	4.1	8.2	8.2	9.5	10.4	10.4	6.9	8.3	10.1	10.6	WOUR-F	16.8	16.9	21.3	21.7	20.6	17.7	21.2	18.5
WTLB (AC)		15.9	12.2	12.1	8.7	8.6	5.9	6.1	6.3	4.8	5.4	4.0	1.7	WTLB	28.9	25.6	23.0	21.1	22.7	20.4	14.7	9.5
WRCK-F (R)		3.0	---	2.4	2.4	7.3	7.5	9.5	9.4	9.3	10.3	9.5	5.2	WRCK-F	17.2	21.8	25.0	27.7	26.6	27.0	27.4	17.4
WRUN (M)		11.8	9.1	12.8	12.3	9.7	6.8	7.4	7.2	7.4	3.3	4.6	3.0	WRUN	30.4	26.8	29.1	22.4	28.4	15.5	14.6	11.6
WKGW-F (R)		7.3	7.0	9.9	9.3	6.7	9.3	6.3	5.3	7.1	8.9	8.8	5.2	WKGW-F	16.7	18.9	18.6	19.6	21.2	22.7	21.8	16.8
WADR (C)		6.2	5.4	6.5	4.5	6.7	4.3	4.7	6.1	1.7	3.3	2.7	2.6	WADR	12.4	---	---	9.3	5.2	6.8	6.2	4.9
WUTQ (BB)		3.2	6.0	3.6	1.1	2.6	3.9	3.8	4.7	5.0	2.7	1.7	3.5	WUTQ	---	---	---	7.4	6.3	6.1	4.9	6.1
WLFH (C)		---	3.5	3.4	4.1	1.1	1.6	1.5	2.7	1.5	2.5	1.5	3.4	WLFH	---	---	---	6.1	4.0	---	5.0	7.3
WUUU-F (AC)		---	---	---	---	---	---	---	---	5.0	2.7	5.7	4.5	WUUU-F	---	---	---	---	3.2	8.9	16.3	13.3
WYUT-F (BB)		---	---	---	---	---	---	---	2.5	3.0	1.8	4.6	6.7	WYUT-F	---	---	---	---	---	4.7	7.8	11.5
WKAL-F (E)		---	---	---	---	---	---	---	1.3	2.2	2.0	3.6	2.2	WKAL-F	---	---	---	---	5.5	4.5	---	6.5
WRRB-F (C)		---	---	---	---	---	---	---	2.7	2.7	2.5	1.5	7.5	WRRB-F	---	---	---	5.2	8.1	8.9	8.8	11.2

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station	
APR (%)	16.6	17.7	14.9	16.9	17.3	16.7	20.0	18.0	17.6	17.0	17.7	17.2	1984	NA
FM Share (%)	28.61	29.76	35.16	40.18	41.90	54.75	49.29	48.77	55.76	56.59	62.81	64.90	1985	WIBX \$1,200,000
Stations			21	22	21	22	25	26	24	23	23	27		
Diaries						442	745	720	564	752	640	698		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	43	43	44	45	40	31	18	CHR	13	22	18	WIBX (17.5, S76)
MOR/AC	27	31	31	26	30	36	MOR	AOR	10	11	13	Highest Metro 1/4 HR AVG: WIBX (85, S76)
COUNTRY	10	7	7	10	10	17	15	13	12	15		Highest TSA 1/4 HR AVG: WIBX (89, S76)
BTFL/EZ	18	18	18	18	13	11	17	14	10	2		Highest TSA Cume: WTLB (1202, S76)
NEWS/TALK	---	---	---	---	---	---	---	1	1	---		Highest Metro Cume Rating: WIBX (31.6, S79)
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---		
NOSTALGIA	---	---	---	---	6	4	4	9	9	13		
SPANISH	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	---	---	---	---	1	1	---	---	---	---		
CLASSICAL	---	---	---	---	---	---	---	---	---	---		

#1 STATIONS, 12+ METRO SHARE

WTLB	S75
WIBX	S76, S78, S79, S81, S82, S83, S84, S85
WRUN	S77
WIBQ-F	S80
WOUR-F	S86

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	2.19	2.33	2.87	3.56	3.76	4.2	4.4	4.8	5.2	5.7
Income (millions)	-.24	-.19	-.08	-.34	-.40					
Nat Rev (millions)	.34	.28	.48	.47	.49					
Rev Per Cap (\$)	---	7.18	8.89	10.93	11.87	12.96	13.70	15.00	16.10	17.65
Inc Per Cap (\$)	---	-.58	-.25	-1.04	-1.25					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

WUTQ	-	WBVM until 80 AC until 80 Country until 85
WNYZ-F	-	WIBQ until 85 BTFL until 85
WRCK-F	-	WTLB until 81 BTFL (?) until about 78
WKGW-F	-	WRUN until 76 BTFL until 77
WTLB	-	Contemp to AC by 82
WRUN	-	Contemp to AC by 82

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1970	WRUN A/F	From Rome Sentinel to Woods	\$ 535,000
1971	WTLB		400,000
1974	WUTQ		255,000
1974	WRCK-F		160,000
1978	WRUN, WKGW-F	From Woods to Deer River	1,000,000
1978	WUTQ	Sold to Bankfeldt	286,000
1979	WIBX, WNYZ-F	Sold to Eastman	1,500,000
1980	WKAL A/F (Rome)	Sold to Wooster Printing	540,000
1984	WRUN, WKGW-F	Sold to Altdoerffer	1,420,000
1985	WIBX, WNYZ-F	Sold to REBS	3,145,000
1986	WUTQ, WOUR-F	Sold to Devlin & Ferrari	1,500,000

WACO

	SPG	<u>12+ METRO SHARE</u>											SPG	<u>12+ CUME RATINGS</u>								
		75	76	77	78	79	80	81	82	83	84	85		86	79	80	81	82	83	84	85	86
		WACO (C)	17.8	14.9	12.7	13.3	9.3	19.1	20.2	19.8	11.4	10.2		8.3	8.0	WACO	29.7	37.1	37.3	33.1	24.9	21.6
KH00-F (AC)	11.0	6.7	16.6	12.8	10.3	6.8	11.3	14.9	11.0	16.7	11.0	11.5	KH00-F	20.2	15.9	20.6	32.6	24.5	31.5	30.2	26.4	
KWTX (M)	13.6	14.9	10.5	11.7	11.9	9.9	12.7	12.2	12.3	4.2	3.5	5.0	KWTX	30.6	23.4	27.6	25.2	22.0	16.3	10.1	13.6	
KWTX-F (R)	11.5	13.3	16.0	16.5	14.9	11.7	13.6	12.6	7.3	6.5	12.6	10.7	KWTX-F	25.6	18.2	26.2	21.8	22.0	20.6	29.9	27.7	
KNFO-F (C)	1.6	1.0	1.7	1.6	13.9	11.7	8.5	8.1	10.5	17.1	12.6	11.5	KNFO-F	25.3	25.7	23.1	18.0	25.4	23.3	21.1	19.3	
KRZI (BB?)	12.6	11.8	12.2	12.2	7.2	8.0	2.3	2.7	1.8	.9	2.4	1.5	KRZI	25.4	21.6	13.8	10.4	9.8	6.6	11.3	4.8	
KBBW (G)	8.4	9.2	5.0	4.3	4.6	4.9	1.4	1.4	3.2	1.4	2.4	1.1	KBBW	---	11.8	7.0	7.6	7.1	5.2	5.5	4.7	
KJNE-F (C)	---	---	---	---	---	---	---	.9	---	2.3	17.7	17.2	KJNE-F	---	---	---	---	---	9.2	24.4	23.0	
KLMT-F (B)	---	---	---	---	---	---	---	---	1.8	3.2	1.2	6.5	KLMT-F	---	---	---	---	5.3	---	5.7	10.9	
WBAP (C)	7.3	8.7	12.2	10.1	12.4	10.5	10.8	5.0	5.9	8.3	3.5	2.3	WBAP	25.1	19.1	21.5	14.3	12.8	16.9	10.4	9.7	
KRLD (NT)	2.1	4.1	3.3	1.6	2.1	1.2	1.4	3.6	3.7	1.4	2.8	2.3	KRLD	9.8	10.4	8.9	10.2	10.5	8.0	8.9	7.0	
KKDA-F (B)	---	---	---	---	---	---	---	2.3	3.7	2.3	1.2	5.3	KKDA-F	---	---	---	---	2.2	4.4	4.4	9.2	

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	15.6	15.1	14.0	14.1	14.7	11.9	14.8	15.1	14.8	14.3	16.3	16.7	1984	KNFO-F	\$1,050,000
FM Share (%)	30.67	25.44	38.37	35.50	46.59	39.21	40.10	47.89	52.58	67.33	72.57	74.15	1985	WACO/KH00	\$1,600,000
Stations			14	14	14	17	13	19	19	19	17	17			
Diaries						632	407	854	501	581	581	549			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>		
CHR/AOR/CONTEMP	31	30	36	31	27	31	25	CHR 26	21	14	Highest Metro 1/4 HR AVG:	WACO	(20.2, S81)
MOR/AC	15	15	13	12	14	1	MOR --	AOR 5	2	2	Highest TSA 1/4 HR AVG:	KJNE-F	(45, S86)
COUNTRY	37	31	30	39	37	41	AC 9	12	14	21	Highest TSA Cume:	KIXS-F+	(103, S79)
BTFL/EZ	17	18	17	13	15	16	49	45	47	43	Highest Metro Cume Rating:	WBAP	(1050, S78)
NEWS/TALK	1	3	3	3	4	6	2	3	3	3		WACO	(37.3, S81)
BLACK/URBAN	--	1	--	3	--	5	5	6	3	16			
NOSTALGIA	--	--	--	--	--	--	--	1	--	--			
SPANISH	--	--	--	--	--	--	--	--	--	--			
RELIGION/GOSPEL	--	--	--	--	3	1	4	2	3	1			
CLASSICAL	--	--	--	--	--	--	--	--	--	--			

#1 STATIONS, 12+ METRO SHARE

WACO	S75, S76 (T), S80, S81, S82
KWTX	S76 (T), S83
KH00-F	S77
KWTX-F	S78, S79
KNFO-F	S84
KJNE-F	S85, S86

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.69	1.56	1.40	2.18	2.48	3.0	3.3	3.7	4.4	5.0
Income (millions)	-.03	-.16	-.18	-.19	-.29					
Nat Rev (millions)	.33	.49	.19	.42	.63					
Rev Per Cap (\$)	---	9.66	8.55	12.61	14.13	18.29	18.54	20.11	23.66	26.46
Inc Per Cap (\$)	---	-.97	-1.10	-1.12	-1.63					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

KIXS-F+	is in Killeen
KNFO-F	- KEFC until 78 Contemp until 82
KWTX	- MOR until 81 Country until 85
KRZI	- Country until about 81
KWTX-F	- BTFL until 82 AC until 85
KBBW	- KKIK until 82 Country until 82

MAJOR STATION SALES

1970	WACO, KH00-F	To Tichenor	\$ 825,000
1974	KNFO-F		135,000
1977	KNFO-F		160,000
1977	KRZI		390,000
1978	WACO, KH00-F	Sold by Tichenor	1,500,000
1982	WACO, KH00-F	Sold to Harris	2,668,000
1983	KRZI		450,000
1985	KBBW		600,000
1986	KRZI		340,000
1986	KNFO-F	Sold by Borders	2,840,000
1986	KJNE-F (Hillsboro)		3,200,000

WASHINGTON, DC

		12+ METRO SHARE											12+ CUME RATINGS									
		SPG 75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WMAL	(M)	12.1	12.0	12.2	10.4	10.6	10.6	9.6	8.2	7.6	8.5	6.8	6.8	WMAL	23.1	21.0	21.7	19.1	17.4	16.0	15.8	14.1
WRQX-F	(R)	3.3	2.3	2.1	3.5	3.5	7.6	5.2	5.0	7.0	5.5	5.0	3.5	WRQX-F	9.0	20.5	16.3	16.6	21.5	20.6	17.5	13.8
WRRC	(BB)	5.8	2.8	2.9	3.3	3.1	4.8	3.9	4.0	4.3	2.4	2.3	3.1	WRRC	8.8	10.2	9.1	11.6	9.8	7.1	7.2	6.5
WKYS-F	(B)	---	4.0	4.7	2.8	2.8	6.6	7.1	8.9	10.3	8.1	7.1	7.6	WKYS-F	10.6	13.9	15.5	19.7	20.5	19.2	15.3	15.1
WGAY-F	(E)	5.8	8.8	7.2	6.3	7.2	6.9	7.5	7.5	7.6	8.1	8.5	7.3	WGAY-F	15.9	21.4	15.2	17.0	14.5	16.1	18.5	14.8
WCLY-F+	(AC)	5.3	9.3	9.4	9.9	9.4	8.1	6.3	4.5	3.5	3.7	3.6	2.7	WCLY-F	25.3	19.5	18.4	17.9	14.8	13.1	11.5	8.1
WHUR-F	(B)	---	2.6	3.7	5.0	5.4	4.3	5.4	7.2	5.8	6.9	7.1	6.1	WHUR-F	11.8	11.2	13.1	17.5	15.4	17.2	14.9	15.0
WWDC-F	(A)	---	4.9	5.6	4.1	4.3	2.9	5.6	3.7	3.3	5.0	6.7	4.4	WWDC-F	14.2	11.0	15.3	16.5	14.1	14.8	16.1	12.9
WLTT-F	(AC)	4.6	5.5	4.6	4.8	4.4	6.0	4.0	4.4	4.5	4.6	4.0	3.8	WLTT-F	9.8	8.0	9.3	11.7	14.2	14.5	12.8	12.0
WASH-F	(AC)	4.0	4.2	4.2	6.1	6.1	5.6	4.8	3.7	3.6	2.5	2.9	1.7	WASH-F	13.9	13.1	11.2	11.9	10.6	10.3	11.1	6.6
WTOP	(NT)	5.9	4.9	3.6	3.4	4.1	3.9	3.6	3.5	3.6	3.9	4.2	4.3	WTOP	15.0	14.7	10.4	14.4	14.0	14.8	13.0	15.8
WAVA-F	(R)	---	2.4	---	1.4	2.8	4.0	3.9	4.1	3.8	5.0	4.4	4.7	WAVA-F	9.0	10.3	11.5	12.4	11.8	18.9	16.8	13.5
WGMS-F+	(CL)	---	2.9	4.0	3.1	3.0	2.9	3.6	3.2	3.4	3.3	2.9	3.1	WGMS-F	8.8	9.3	9.0	9.9	9.5	8.4	8.7	8.4
WMZQ-F	(C)	3.8	2.3	2.7	3.5	3.1	3.2	3.7	3.2	3.8	4.0	4.1	6.8	WMZQ-F	7.5	7.9	7.4	7.9	9.9	10.4	10.6	12.3
WCXR-F	(A/O)	---	1.1	2.4	.9	1.3	---	2.9	4.0	3.2	2.9	2.5	5.3	WCXR-F	---	---	7.8	8.2	9.6	9.1	6.9	13.1
WOL	(B)	6.3	3.3	2.6	2.1	2.8	1.2	1.1	.8	1.3	1.1	.9	.9	WOL	---	---	---	3.0	4.7	4.4	2.3	3.3
WDJY-F	(B)	---	---	4.9	6.4	6.5	3.8	3.6	3.9	2.8	2.8	3.3	3.9	WDJY-F	12.8	12.5	10.9	14.2	11.9	10.4	11.2	10.5
WUST	(G)	---	2.8	---	1.3	1.3	1.2	.7	.8	.9	.8	.6	.4	WUST	---	---	---	2.3	2.0	1.6	.9	1.5
WTKS-F	(AC)	---	1.8	2.3	1.7	1.4	1.3	1.1	1.3	1.2	.8	1.4	1.5	WTKS-F	---	---	---	4.1	3.9	2.3	3.7	4.3
WXTR-F	(O)	---	---	---	---	.5	.6	.3	1.7	1.8	2.3	2.4	1.6	WXTR-F	---	---	---	5.7	5.5	9.0	6.9	6.3
WBMW-F	(R)	---	2.6	2.3	2.4	1.8	1.5	2.8	1.7	1.9	1.6	1.9	2.3	WBMW-F	---	---	5.3	5.5	5.6	5.5	7.2	10.3

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	16.6	16.0	16.3	16.8	17.0	16.0	15.5	18.7	19.2	18.4	18.4	18.0	1984	WMAL	\$12,500,000
FM Share (%)	46.27	51.45	58.70	63.54	66.87	68.00	72.82	74.32	74.42	75.47	77.82	78.38	1985	WMAL	\$14,000,000
Stations			33	34	33	32	29	34	30	32	34	33			
Diaries						1985	1911	2217	2075	2212	2487	2304			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	32	34	31	29	29	21	21	15	14	13	CHR	WMAL (12.6, F77)
MOR/AC	16	11	13	17	19	19	8	8	8	9	AOR	WKYS-F (522, S83)
COUNTRY	6	9	7	7	9	8	9	8	9	8	AC	WPGC-F+ (587, F78)
BTFL/EZ	17	17	16	13	12	11	11	10	10	9		Highest TSA Cume:
NEWS/TALK	10	7	7	9	8	9	9	9	5	6		WMAL (8012, F79)
BLACK/URBAN	14	16	19	17	16	25	23	22	18	21		Highest Metro Cume Rating:
NOSTALGIA	---	---	---	1	1	1	1	1	4	4		WMAL (28.1, F79)
SPANISH	---	---	---	---	---	---	---	---	---	---		
RELIGION/GOSPEL	1	2	3	5	2	2	3	4	3	2		
CLASSICAL	4	4	3	3	3	3	4	4	4	4		

#1 STATIONS, 12+ METRO SHARE

WKYS-F	S82, F83, F82, S83, S84, S86
WMAL	S75, S76, F76, S77, F77, S78, F78 (T), F79, S80, F80, S81, F81, F84
WPGC-F+	F78 (T), S79
WGAY-F	S85
WHUR-F	F85

FINANCIAL DATA

	FCC Data Net Dollars					Ouncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	36.69	40.33	45.60	51.28	56.60	70.2	78.5	83.9	96.5	110.0
Income (millions)	5.49	4.33	6.69	7.18	4.27					
Net Rev (millions)	8.97	10.13	12.45	14.89	17.86					
Rev Per Cap (\$)	---	13.13	14.82	16.81	18.37	22.61	24.45	24.97	28.13	31.70
Inc Per Cap (\$)	---	1.41	2.18	2.35	1.39					
Profit Margin	15.0	10.7	14.7	14.0	7.5					

STATION NOTES

(Major call letter and format changes)

WRQX-F	- WMAL-F until 78
WLTT-F	- WJMD until 82
	BTFL until 81
WAVA-F	- News/Talk until about 77
	Soft Rock until 79
	AOR until 83
WWDC-F	- Contemp until 77
WASH-F	- AC until 84
	CHR until 85
WBMW-F	- WEZR until 85
	BTFL until 83
	AC until 85
WDJY-F	- WOOL until 84
WTKS-F	- WHFS until 83
	AOR until 83
	BTFL until 85
WCLY-F	- WPGC-F until 85
	Contemp until 83
WRRC	- WRC until 84
	News/Talk until 84
WCXR-F	- WXRA until 80
	WKXX until 82
	WPKX until 85
	Country until 85
WMZQ-F	- WMDD until 77
	Contemp until 77

MAJOR STATION SALES

1970	WUST, WLTT-F	From Diener to SJR	\$ 941,000
1971	WNTR, WGAY-F	Sold to Greater Media	NA
1973	WXTR A/F		400,000
1974	WPGC, WCLY-F	Sold to First Media	5,800,000
1975	WWDC A/F	Sold by AVCO	2,800,000
1976	WMAL, WRQX-F	From Allbritton to ABC	16,000,000
1977	WAVA-F	Sold to Understein et. al.	2,600,000
1977	WABS	Sold to Tornberg et. al.	765,000
1980	WOL	Sold by Sonderling (distress sale)	950,000
1980	WCXR A/F	Sold to Metroplex	4,000,000
1981	WXTR A/F (La Plata)	Sold to Dalton	2,000,000
1981	WUST	Sold by SJR	1,500,000
1981	WAVA-F	From Understein to Doubleday	8,000,000
1982	WYCB		1,375,000
1983	WTKS-F	Sold to Outlet	2,100,000
1983	WMZQ (Arlington)		1,000,000
1983	WRRC	Sold by NBC	3,500,000
1984	WNTR	Sold by Greater Media	950,000
1985	WDCT	Sold to Universal	750,000
1985	WLTT-F	From Gulf to Taft to CBS	33,000,000 (E)
1986	WNTR		775,000
1986	WAVA-F	From Doubleday to Emmis	17,000,000
1986	WASH-F	From Metromedia to Metropolitan	17,000,000 (E)
1986	WBMW-F	From EZ to Infinity	13,000,000
1986	WXTR-F (La Plata)		14,500,000

WATERLOO - CEDAR FALLS

	SPG	<u>12+ METRO SHARE</u>										SPG	<u>12+ CUME RATINGS</u>									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		KWLO (AC/M)	37.3	34.8	36.5	32.5	33.3	27.6	29.3	20.0	14.7		14.7	12.0	9.0	KWLO	68.7	58.4	56.4	48.3	40.6	42.1
KFMW-F (R)	9.8	11.0	16.1	13.4	13.6	11.0	10.2	8.8	25.1	23.9	29.8	25.2	KFMW-F	22.9	14.6	20.1	16.6	40.1	41.7	44.6	40.3	
KXEL (C)	15.0	14.6	12.4	15.3	15.4	13.1	9.0	11.3	7.9	7.1	5.8	4.3	KXEL	30.3	27.6	24.9	24.6	23.0	16.8	13.8	10.8	
KOKZ-F (R)	.7	4.3	6.6	9.6	11.1	14.5	13.8	17.5	7.9	8.6	12.0	13.8	KOKZ-F	30.5	---	32.9	34.7	25.4	24.9	25.5	34.3	
KCFI (C)	9.2	9.8	5.1	6.4	6.2	4.1	2.4	8.8	7.3	9.6	4.3	5.2	KCFI	17.9	15.8	12.8	19.3	19.0	19.8	12.9	12.6	
KWOF (?)	7.8	7.3	3.6	3.8	3.7	4.8	6.6	5.6	11.0	5.6	---	1.9	KWOF	19.7	11.0	10.6	10.0	9.9	8.9	---	2.2	
KOEL-F (C)	2.0	.6	2.9	1.9	1.2	2.8	4.2	3.8	3.1	5.1	7.7	7.1	KOEL-F	5.9	6.8	9.5	6.9	10.1	10.4	14.4	14.8	
KWAY-F (E)	---	---	---	---	---	---	---	---	---	2.0	2.9	4.8	KWAY-F	---	---	---	---	6.6	7.7	8.1	9.0	
WHO (NT)	3.3	1.2	2.2	2.5	2.5	4.1	3.0	3.1	2.6	3.0	1.9	1.9	WHO	8.5	10.5	10.9	8.1	12.2	8.2	8.4	7.6	
WMT (M)	3.9	4.3	8.0	4.5	1.2	4.8	3.6	1.9	2.6	4.6	4.3	2.9	WMT	11.8	13.1	8.7	8.4	10.7	10.2	9.6	7.3	

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	14.7	15.2	12.8	14.0	14.4	12.8	14.8	14.1	16.6	17.1	15.4	15.6	1984	KWLO	\$875,000
FM Share (%)	17.07	18.62	27.10	28.67	29.93	35.61	38.36	41.30	46.99	48.54	63.48	64.97	1985	KFMW-F	\$900,000
Stations			10	10	10	11	13	13	13	14	13	15			
Diaries						621	506	631	524	560	600	643			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>		
CHR/AOR/CONTEMP	55	59	61	51	54	26	39	CHR 40	49	46	Highest Metro 1/4 HR AVG:	KWLO	(37.3, S75)
MOR/AC	9	5	3	15	7	25	MOR 3	AOR --	2	1	Highest TSA 1/4 HR AVG:	KFMW-F	(62, S85)
COUNTRY	16	19	18	17	16	28	AC 19	5	6	18	Highest TSA Cume:	KWLO	(1310, S76)
BTFL/EZ	17	15	15	12	12	10	21	18	15	3	Highest Metro Cume Rating:	KWLO	(68.7, S79)
NEWS/TALK	2	3	3	5	3	4	1	25	23	22			
BLACK/URBAN	---	---	---	---	---	---	3	4	2	2			
NOSTALGIA	---	---	---	---	8	7	13	6	---	---			
SPANISH	---	---	---	---	---	---	---	---	---	---			
RELIGION/GOSPEL	---	---	---	---	---	---	---	---	---	---			
CLASSICAL	---	---	---	---	---	---	---	---	---	---			

#1 STATIONS, 12+ METRO SHARE

KFMW-F S83, S84, S85, S86  
KWLO All other rating periods

STATION NOTES

(Major call letter and format changes)

- KWLO - KWLO until 81  
Contemp to AC by 82
- KCFI - AC until 82
- KCNB-F - KXEL until 80
- KFMW-F - BTFL until 82
- KWOF - Contemp changing to  
AC by 80  
Began Nostalgia in 81  
KLEU until 85  
KQI until 86

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.95	2.15	2.56	2.69	1.92	2.8	3.1	3.3	3.5	3.7
Income (millions)	.26	.34	.50	.20	.12					
Nat Rev (millions)	.59	.67	.53	.63	.37					
Rev Per Cap (\$)	---	15.67	18.23	18.84	13.88	18.06	18.90	20.12	21.34	22.56
Inc Per Cap (\$)	---	5.20	3.56	1.43	.90					
Profit Margin	13.5	16.0	19.5	7.6	6.4					

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1973	KCFI		\$ 305,000
1978	KWOF		335,000
1986	KWLO, KFMW-F	From Forward to Park	4,100,000



WEST PALM BEACH

	SPG	<u>12+ METRO SHARE</u>										SPG	<u>12+ CUME RATINGS</u>									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WEAT-F (E)	18.7	17.5	12.9	17.8	17.3	13.4	14.0	12.8	13.7		13.4	11.7	11.6	WEAT-F	28.9	29.1	25.2	25.0	25.4	25.2
WEAT (E)	6.8	4.8	4.5	3.1	3.6	2.2	2.2	1.7	1.8	.6	1.1	1.2	WEAT	11.9	9.6	---	7.7	6.1	3.7	3.2	4.3	
WJNO (NT)	---	4.2	5.9	3.0	3.0	3.5	4.3	5.2	5.3	6.4	7.4	6.3	WJNO	9.8	12.1	13.9	14.0	10.9	14.2	16.3	13.6	
WRMF-F (AC)	7.0	6.0	5.8	6.8	4.4	7.0	8.6	8.0	10.7	8.6	10.9	14.8	WRMF-F	12.0	15.2	19.6	17.9	21.7	18.3	19.8	24.1	
WPOM (B)	4.2	3.0	2.3	3.4	5.1	4.2	6.9	5.8	4.9	4.0	2.9	4.1	WPOM	---	---	---	8.4	8.3	6.1	7.7	6.0	
WIRK (C)	5.6	5.8	8.1	4.8	2.0	3.0	1.9	1.7	1.0	.6	.3	.5	WIRK	---	9.5	8.5	6.8	4.7	2.2	2.1	2.4	
WIRK-F (C)	---	6.6	5.7	10.4	11.1	12.2	7.1	10.9	7.6	6.8	4.9	4.1	WIRK-F	17.3	18.1	13.6	18.5	13.4	13.9	8.9	8.3	
WNJY-F (BB)	---	2.5	4.2	5.2	4.1	4.5	3.7	3.9	5.2	7.4	7.3	7.3	WNJY-F	9.0	---	---	9.0	7.3	12.9	12.4	13.5	
WKGR-F (A)	---	---	---	---	---	2.2	5.9	3.9	3.1	2.7	2.5	2.7	WKGR-F	---	---	12.7	11.5	14.7	8.6	4.6	8.8	
WPBR (NT)	---	3.8	2.8	5.2	5.4	5.3	4.1	3.5	2.7	2.5	2.2	2.2	WPBR	11.1	10.9	7.7	7.7	7.1	6.2	6.3	6.1	
WSHE-F (A)	3.5	6.9	3.0	2.7	2.0	2.5	2.8	2.3	3.0	1.8	4.7	5.7	WSHE-F	---	---	---	8.4	9.9	6.0	8.9	11.4	
WHYI-F (R)	5.2	4.1	5.2	5.6	5.2	5.2	4.4	4.8	7.3	12.4	8.4	5.6	WHYI-F	12.9	12.2	10.3	13.2	18.1	24.0	20.0	17.6	
WLYF-F (E)	4.2	2.8	3.7	3.1	3.8	2.1	3.2	3.4	1.8	2.3	2.8	2.2	WLYF-F	8.7	---	---	7.1	7.6	7.6	7.1	6.6	
WIOD (NT)	---	---	---	---	---	---	1.7	1.7	1.8	1.5	2.4	1.7	WIOD	---	---	---	---	4.6	3.6	5.0	4.4	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	---	14.5	14.9	17.2	15.3	15.3	16.6	18.7	19.0	18.9	17.2	18.0	1984	WRMF-F	\$2,900,000
FM Share (%)	---	62.83	65.35	67.18	62.85	62.85	69.52	68.27	71.66	73.09	74.47	75.24	1985	WJNO/WRMF	\$4,100,000
Stations			25	24	26	26	31	35	33	33	32	34			
Diaries						462	782	1173	772	791	977	1126			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>		
CHR/AOR/CONTEMP	40	30	25	24	18	15	21	CHR 16	14	7	Highest Metro 1/4 HR AVG:	WEAT-F (18.7, S75)	
MOR/AC	3	9	9	10	21	17	MOR --	AOR 8	7	9	Highest TSA 1/4 HR AVG:	WRMF-F (171, S86)	
COUNTRY	10	13	13	15	11	18	AC 18	11	19	25	Highest TSA Cume:	WRMF-F (214, S86)	
BTFL/EZ	35	33	30	28	29	24	10	11	7	7	Highest Metro Cume Rating:	WRMF-F (1944, S86)	
NEWS/TALK	4	6	11	12	10	11	18	17	18	17		WEAT-F (29.6, F79)	
BLACK/URBAN	7	7	11	9	9	11	16	15	14	13			
NOSTALGIA	--	1	2	2	2	4	8	5	8	8			
SPANISH	--	--	--	--	--	--	9	13	11	10			
RELIGION/GOSPEL	2	1	--	1	1	--	--	--	--	--			
CLASSICAL	--	--	--	--	--	--	--	--	2	1			

#1 STATIONS, 12+ METRO SHARE

WIRK-F F80  
 WRMF-F F85, S86  
 WEAT-F All other rating periods

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.55	4.45	5.52	6.43	7.62	9.7	10.6	11.7	13.1	15.2
Income (millions)	-.87	-.44	-.22	-.71	-.60					
Nat Rev (millions)	.43	.67	1.23	1.05	1.13					
Rev Per Cap (\$)	---	8.87	10.84	12.65	12.52	15.62	15.94	17.03	18.47	20.77
Inc Per Cap (\$)	---	-.88	-.44	-1.39	-.99					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

WPOM - News until 1977  
 WIRK - Contemp changing to AC by 81  
 WIRK until 83  
 AC until 83  
 WPCK until 85  
 WKGR-F - WIZD until 84  
 WNJY-F - BTFL until 82  
 WGMW until 79  
 WRMF-F - WJNO until 80  
 Contemp changing to AC by 80  
 WEAT - WEAT until 84  
 WCGY until 85  
 Country until 82  
 News until 84  
 MOR until 85

MAJOR STATION SALES

1971	WRMF-F	From Norman Knight to Walter-Weeks	\$ 250,000
1974	WEAT A/F	Sold to Curt Gowdy	1,500,000
1979	WJNO, WRMF-F	From Walter-Weeks to Fairbanks	3,300,000
1979	WNJY-F	Sold to Patten	995,000
1979	WPBR		300,000
1981	WPOM		1,003,000
1982	WNJY-F	From Patten to Lappin	1,615,000
1983	WIRK A/F	Sold to Price Comm.	7,000,000
1984	WIXI		650,000
1985	WPOM		1,600,000
1985	WPBR	Sold to Portness (never completed)	1,550,000
1986	WEAT A/F	Sold by Gowdy	13,000,000

WHEELING

	<u>12+ METRO SHARE</u>												<u>12+ CUME RATINGS</u>									
	SPG		75	76	77	78	79	80	81	82	83	84	85	SPG	79	80	81	82	83	84	85	86
	75	86																				
WWVA (C)	---	22.7	20.1	24.7	25.0	27.1	22.6	29.6	20.8	17.5	14.5	13.6	WWVA	44.9	46.5	42.5	46.9	41.8	38.1	33.1	30.3	
WOVK-F (C)	---	---	---	4.8	2.6	3.1	5.1	9.5	9.2	6.7	10.0	12.1	WOVK-F	---	---	12.0	19.7	21.4	16.6	20.1	24.0	
WKWK (BB)	---	20.2	15.1	10.8	12.3	10.7	8.2	6.6	13.5	9.3	12.0	6.4	WKWK	31.2	29.2	27.8	22.7	22.7	18.7	17.3	12.6	
WKWK-F (AC)	---	7.3	9.6	2.6	4.8	8.4	6.6	11.5	8.5	9.7	7.2	8.0	WKWK-F	15.6	21.9	21.1	28.7	28.2	25.8	20.0	19.3	
WOMP (NT)	---	9.9	10.5	14.3	11.8	12.0	8.9	7.0	4.6	8.2	7.2	4.5	WOMP	18.7	19.8	17.4	12.3	11.7	14.2	12.0	10.4	
WOMP-F (R)	---	4.7	12.6	8.7	10.5	7.6	13.2	7.0	15.4	22.0	23.3	25.4	WOMP-F	24.1	19.8	27.8	19.8	30.0	39.1	38.0	38.7	
WZMM-F (R)	---	13.7	10.0	10.0	13.6	9.8	16.3	15.2	11.9	6.7	8.0	3.4	WZMM-F	21.2	19.6	24.0	25.0	20.3	14.5	18.6	11.6	
WUNI (M)	---	2.6	7.1	7.4	3.5	6.2	5.1	1.2	3.1	3.0	2.8	2.7	WUNI	---	17.2	---	2.9	---	---	3.5	5.3	
WEIF (C)	---	2.6	3.3	1.3	1.8	.4	2.3	.4	.8	.4	1.2	.8	WEIF	---	---	---	2.6	2.9	1.9	1.9	1.6	
WHLX-F (BB)	---	---	---	---	---	---	---	---	---	---	---	7.2	WHLX-F	---	---	---	---	---	---	---	11.1	
KDKA (M)	---	---	2.5	3.0	3.1	3.1	2.3	2.1	1.5	1.9	1.2	1.5	KDKA	7.1	12.9	9.1	8.8	8.1	7.1	6.1	7.1	
WDVE-F (A)	---	3.0	1.7	---	.4	.9	1.9	1.2	1.9	2.6	2.8	1.4	WDVE-F	3.4	---	5.3	5.6	5.2	8.1	7.5	7.8	

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	---	15.3	15.6	14.9	14.8	14.6	16.4	15.6	16.6	17.2	16.2	17.3	1984	WWVA	\$2,400,000
FM Share (%)	---	37.02	39.11	33.02	38.50	36.62	47.74	50.43	52.87	56.63	58.19	68.55	1985	WWVA/WOVK	\$3,000,000
Stations			12	14	15	17	14	13	14	14	14	15			
Diaries						743	584	562	651	677	714	700			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>		
CHR/AOR/CONTEMP	36	49	34	34	39	28	32	CHR 27	35	27	Highest Metro 1/4 HR AVG:	WWVA	(29.6, S82)
MOR/AC	21	11	20	10	8	14	MOR 2	AOR 3	3	4	Highest TSA 1/4 HR AVG:	WWVA	(155, S79)
COUNTRY	21	28	28	29	24	32	AC 10	18	8	18	Highest TSA Cume:	WWVA	(2006, S78)
BTFL/EZ	21	11	18	14	18	20	23	27	28	28	Highest Metro Cume Rating:	WWVA	(46.9, S82)
NEWS/TALK	--	--	--	13	10	7	5	9	8	5			
BLACK/URBAN	--	--	--	--	--	--	--	--	--	--			
NOSTALGIA	--	--	--	--	--	--	14	10	13	15			
SPANISH	--	--	--	--	--	--	--	--	--	--			
RELIGION/GOSPEL	--	--	--	--	--	--	--	--	--	--			
CLASSICAL	--	--	--	--	--	--	--	--	--	--			

#1 STATIONS, 12+ METRO SHARE

WOMP-F S84, S85, S86  
 WWVA All other rating periods

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.33	3.39	3.90	4.04	4.22	4.8	5.0	5.3	5.7	6.1
Income (millions)	1.03	.90	.93	1.12	1.03					
Nat Rev (millions)	.88	.99	1.04	1.24	1.14					
Rev Per Cap (\$)	---	18.37	21.43	21.77	22.65	26.09	27.32	28.96	31.15	33.52
Inc Per Cap (\$)	---	4.90	5.10	6.02	5.53					
Profit Margin	31.1	26.7	23.8	27.6	24.4					

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1972	WWVA, WOVK-F	Sold to Columbia Pictures	\$ NA
1975	WKWK A/F	Sold to Community Service	650,000
1980	WZMM-F		640,000
1982	WWVA, WOVK-F	From Columbia Pic. to John Price	8,800,000
1984	WOMP A/F		1,350,000 (E)
1984	WUNI, WZMM-F		1,319,000
1986	WOMP A/F	From First Valley to Justice	4,500,000
1986	KSAQ-F	Sold to Inner City	6,700,000

STATION NOTES

(Major call letter and format changes)

- WZMM-F - WANJ until 85  
BTFL until 83
- WOVK-F - WCPI until 84  
Country until 78  
AOR until 80  
AC until 84
- WOMP - MOR until 80
- WEIF - Contemp until 78
- WUNI - WNEU until 83  
WANR until 85  
AC until 84  
BTFL until 85
- WKWK - Contemp until 82

WICHITA

	<u>12+ METRO SHARE</u>											<u>12+ CUME RATINGS</u>									
	SPG 75	76	77	78	79	80	81	82	83	84	85	SPG 86	79	80	81	82	83	84	85	86	
KEYN-F (R)	11.1	13.8	16.7	15.0	9.3	10.6	15.0	15.6	15.8	13.5	8.6	6.7	KEYN-F	22.6	27.4	32.3	33.1	33.1	27.2	26.1	22.5
KQAM (O)	---	4.4	1.4	3.3	3.5	3.2	5.2	4.8	4.2	4.7	4.9	4.4	KQAM	12.6	15.1	11.5	14.5	11.3	10.3	10.7	9.4
KFH (C)	11.1	8.8	10.3	9.2	14.4	11.6	12.6	9.7	8.6	7.5	7.2	6.0	KFH	25.5	25.4	27.9	22.8	18.4	14.9	18.1	13.8
KLZS-F (AC)	8.7	9.6	10.3	10.6	10.5	10.4	8.6	7.9	5.4	6.0	5.0	3.5	KLZS-F	15.8	17.3	13.6	16.6	11.7	14.8	10.8	7.5
KFDI (C)	16.1	12.1	15.0	13.5	12.5	11.9	10.9	8.3	11.0	8.8	10.2	6.9	KFDI	21.7	22.4	23.2	20.8	22.1	18.6	18.7	13.9
KFDI-F (C)	4.1	4.0	4.1	4.7	3.4	8.4	5.4	7.6	10.5	11.6	13.3	10.4	KFDI-F	15.3	16.2	14.8	20.0	20.9	25.4	25.9	19.2
KKRD-F (R)	6.8	7.2	4.4	6.0	7.1	8.3	6.5	7.3	5.7	9.4	11.8	15.8	KKRD-F	15.7	14.4	16.0	12.8	12.5	23.6	25.6	25.7
KRZZ (AC)	9.8	9.7	12.0	10.3	11.1	8.2	6.7	10.6	8.5	4.4	3.6	.2	KRZZ	21.9	20.9	21.4	20.1	18.6	12.7	8.9	3.3
KICT-F (A)	---	1.7	3.0	5.1	10.3	11.7	8.4	9.2	9.1	10.8	9.1	6.9	KICT-F	19.0	13.1	15.8	18.9	15.1	18.0	17.8	12.7
KLEO (BB)	18.3	16.5	13.3	12.0	7.7	4.5	4.0	.7	2.4	4.4	4.9	6.9	KLEO	18.8	14.5	13.7	---	8.7	9.9	8.9	10.4
KRZZ-F (AC)	---	---	---	.8	1.5	3.5	5.3	3.9	3.0	1.8	*	2.1	KRZZ-F	---	---	---	11.7	8.6	5.8	5.2	5.5
KSGL (G)	2.6	3.6	1.7	2.2	1.6	1.2	1.5	1.9	1.5	1.3	1.0	2.9	KSGL	---	---	---	4.3	4.3	2.7	3.2	6.1
KOEZ-F (E)	---	---	---	---	---	---	1.8	4.3	5.5	6.7	6.9	6.0	KOEZ-F	---	---	---	3.0	10.6	10.4	13.3	12.1
KXLK-F (AC)	---	---	---	---	---	---	---	---	---	---	5.1	5.6	KXLK-F	---	---	---	---	---	---	---	12.0
KBUZ-F (B)	---	---	---	---	---	---	---	.8	.8	2.4	3.5	1.9	KBUZ-F	---	---	---	---	2.6	7.3	8.0	6.3
KZSN-F (C)	---	---	---	---	---	---	---	---	---	---	1.0	7.3	KZSN-F	---	---	---	---	3.7	---	7.0	15.1

BASED ON AVERAGE OF SPRING AND FALL BOOKS  
\* Simulcasted with KRZZ in 85

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	15.9	15.5	14.8	15.7	15.4	15.6	17.1	17.2	16.8	16.6	16.2	14.7	1984	KFDI	\$2,600,000
FM Share (%)	35.93	35.55	41.11	44.47	46.01	57.08	57.81	62.43	61.60	68.32	68.80	70.34	1985	KFDI A/F	\$5,400,000
Stations			13	15	14	16	18	15	16	15	16	17			
Diaries						675	651	757	940	792	704	737			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>	
CHR/AOR/CONTEMP	28	32	36	32	30	29	31	30	26	24	Highest Metro 1/4 HR AVG:	KEYN-F (18.5, S83)
MOR/AC	14	22	20	18	18	14	MOR --	12	11	7	Highest TSA 1/4 HR AVG:	KFDI (131, S77)
COUNTRY	26	23	31	34	36	31	AC 15	16	11	17	Highest TSA Cume:	KWKN (1892, F77)
BTFL/EZ	28	20	11	15	13	12	5	6	6	6	Highest Metro Cume Rating:	KLEO (40.8, F77)
NEWS/TALK	3	--	--	--	--	--	--	--	2	--		
BLACK/URBAN	--	--	--	--	--	--	--	--	3	2		
NOSTALGIA	--	--	--	--	--	11	10	6	5	7		
SPANISH	--	--	--	--	--	--	--	--	--	--		
RELIGION/GOSPEL	1	2	2	2	3	3	2	1	1	4		
CLASSICAL	--	--	--	--	--	--	--	--	--	--		

#1 STATIONS, 12+ METRO SHARE

KWKN	S75, S76, F76
KFDI	S77, S78, S80 (T), F85
KEYN-F	F77, F78, S81, F81, S82, F82, S83 F83, S84
KAKZ	S79
KFH	F79
KBRA-F	S80 (T)
KICT-F	F80
KFDI-F	F84, S85
KKRD-F	S86

FINANCIAL DATA

	<u>FCC Data</u> Net Dollars					<u>Duncan Estimates</u> Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	6.62	7.12	8.39	8.83	9.69	11.1	12.0	12.8	14.1	15.2
Income (millions)	.69	.83	1.37	.79	-.55					
Nat Rev (millions)	.53	.60	.98	.89	.76					
Rev Per Cap (\$)	---	18.19	21.14	22.08	23.38	27.13	28.99	30.12	32.94	35.27
Inc Per Cap (\$)	---	2.11	3.44	1.97	-1.32					
Profit Margin	10.4	11.6	16.3	8.9	---					

STATION NOTES

(Major call letter and format changes)

KKRD-F	- KARD-F until 81 BTFL until 79 AC until 84
KLZS-F	- KBRA until 84 BTFL until 82
KRZZ	- KAKE until 81 MOR/AC until 81 KAKZ until 85 Nostalgia until 85 News/Talk in 85
KRZZ-F	- KDRB until 80 KGCS until 82 KYMGM in 83 KAKZ in 83 and until 85 Country until 83 (?)
KLEO	- KLEO until 80 KWKN until 82 CHR until 80 AC until 82 Country until 84 (?) AC until 85
KFH	- MOR until 78
KICT-F	- Country until 78
KSGL	- KBUL until about 80 Country until about 78
KQAM	- KWBB until 78 KEYN until 80 News until about 78 Contemp until 80

MAJOR STATION SALES

1971	KFDI-F	Sold to Great Empire	\$ 120,000
1971	KQAM		425,000
1977	KQAM		600,000
1977	KSGL		395,000
1978	KFRM (Salina), KICT-F	From Mack Sanders to Peoria Journal	4,000,000
1980	KRZZ		2,300,000
1980	KQAM, KEYN-F	Sold to Charley Pride & Jim Long	3,500,000
1982	KLEO	Sold by Swanson	450,000
1982	KRZZ-F	Sold by Swanson	750,000
1985	KRZZ A/F		?
1985	KQAM, KEYN-F	From Long-Pride to Roth (cancelled)	8,000,000
1985	KLEO, KZSN-F	Sold to Jerry Atchley	3,300,000
1986	KFH, KLZS-F		5,000,000

WILKES BARRE - SCRANTON

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
WARM (M)	16.9	17.4	13.5	15.7	11.2	11.6	9.4	9.8	9.1	8.1	7.8	7.4	WARM	32.2	37.2	27.7	31.7	26.7	21.7	21.0	21.9	
WEJL (BB)	5.9	12.0	5.3	5.6	6.2	4.3	4.1	3.4	7.0	5.6	5.8	6.1	WEJL	11.4	11.8	9.7	12.5	11.6	9.2	9.0	8.2	
WEZX-F (A)	3.4	2.4	3.4	4.5	4.7	6.7	8.1	7.2	6.3	7.0	6.9	6.3	WEZX-F	12.7	13.7	14.5	15.5	14.7	15.0	13.8	12.6	
WNAK (BB)	9.2	7.2	11.8	12.8	7.7	9.5	9.2	9.0	8.6	8.5	7.4	7.8	WNAK	15.3	14.8	11.6	14.1	11.0	8.9	9.1	10.4	
WILK (R)	7.0	6.5	6.2	4.3	6.1	4.9	4.8	5.3	3.6	3.9	3.1	2.4	WILK	20.7	19.0	19.6	18.7	15.5	13.8	12.4	9.3	
WICK (E)	3.2	2.5	3.3	1.6	3.9	2.3	3.2	3.4	2.9	1.9	2.2	2.8	WICK	---	---	---	5.9	7.7	---	4.6	5.1	
WBAX (BB)	5.7	3.9	2.9	6.0	3.8	2.6	2.7	2.9	2.5	1.9	2.2	1.8	WBAX	11.5	---	---	8.2	7.7	5.3	5.5	5.6	
WMGS-F (AC)	---	4.0	4.5	3.9	5.2	3.9	3.9	3.5	3.8	3.7	4.0	4.4	WMGS-F	11.3	10.9	9.6	10.6	9.7	9.0	10.5	11.4	
WKRZ-F (R)	---	---	---	---	---	5.3	9.9	10.0	11.5	9.4	10.0	10.7	WKRZ-F	---	---	25.2	29.6	28.6	27.3	26.3	27.1	
WGBI-F (AC)	---	1.5	7.3	8.3	7.7	8.9	6.5	6.0	6.0	6.4	6.6	5.5	WGBI-F	19.6	21.4	19.3	15.7	17.7	16.9	20.0	17.0	
WGBI (C)	5.1	5.3	---	---	3.6	2.9	3.0	1.9	1.9	1.9	2.0	1.3	WGBI	10.0	11.9	9.7	8.1	7.7	5.8	6.4	5.4	
WVWL-F (AC)	3.7	---	---	---	3.0	2.4	1.6	1.7	1.7	1.7	1.3	.5	WVWL-F	---	8.4	---	5.6	6.2	4.4	5.6	3.2	
WAZL (M)	4.0	3.4	3.3	2.2	4.2	1.4	1.8	2.1	1.5	1.6	.5	1.0	WAZL	---	---	---	6.5	5.5	5.0	2.2	3.1	
WKRZ (O)	---	5.5	6.7	5.0	5.9	7.6	1.9	1.5	.9	.6	.5	.7	WKRZ	15.5	19.0	---	6.7	3.2	4.1	2.2	3.1	
WWSH-F (E)	---	.7	3.8	3.9	4.7	4.0	2.9	3.2	3.7	3.5	4.5	3.7	WWSH-F	---	---	6.7	7.0	8.9	7.2	7.7	7.7	
WARD (NT)	---	---	---	---	---	1.3	2.6	3.1	5.7	4.5	3.5	2.1	WARD	---	---	---	6.0	9.4	6.3	---	4.8	
WTLQ-F (R)	---	---	---	---	---	---	---	---	.6	5.3	4.7	4.8	WTLQ-F	---	---	---	---	---	15.3	13.8	16.0	
WHLM-F+ (R)	---	---	---	---	---	---	---	.6	.5	3.5	2.7	4.5	WHLM-F+	---	---	---	---	---	---	7.9	7.8	

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	19.1	19.2	18.4	18.8	19.9	18.6	18.7	20.3	20.0	18.5	19.3	18.9	1984	WKRZ A/F	\$1,850,000
FM Share (%)	27.19	20.76	35.88	34.55	39.46	44.17	48.48	45.82	46.53	52.42	54.18	57.71	1985	WKRZ A/F	\$2,100,000
Stations			26	30	33	30	34	34	32	34	37	37			
Diaries						741	950	1026	1088	1093	1093	1137			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:			
CHR/AOR/CONTEMP	45	44	44	34	40	39	34	CHR	19	24	26	WARM	(17.4, S76)	
MOR/AC	27	25	24	38	34	26	MOR	16	13	11	16	WARM	(180, S76)	
COUNTRY	4	10	9	10	8	7	9	7	9	7	7	WARM	(194, S76)	
BTFLEZ	11	9	16	14	14	11	12	12	9	9	9	WARM	(2942, S78)	
NEWS/TALK	11	6	7	6	1	4	8	6	4	3	3	WARM	(37.2, S80)	
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---	---	#1 STATIONS, 12+ METRO SHARE		
NOSTALGIA	---	---	---	---	3	12	16	17	16	17	17	WARM	S75, S76, S77, S78, S79, S80, F80	
SPANISH	---	---	---	---	---	---	---	---	---	---	---	WKRZ-F	S81, S82, S83, F83, S84, S85, F85, S86	
RELIGION/GOSPEL	---	---	---	---	---	---	---	---	---	---	---	WNAK	F81, F82, F84	
CLASSICAL	---	---	---	---	---	---	---	---	---	---	---			

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	5.34	5.66	6.54	6.74	7.45	8.6	9.3	10.2	11.6	12.0
Income (millions)	.09	.08	.23	.02	-.31					
Nat Rev (millions)	.93	.97	1.15	.92	1.12					
Rev Per Cap (\$)	---	8.91	10.40	10.72	11.59	11.76	12.65	13.82	15.74	16.24
Inc Per Cap (\$)	---	.12	.37	.03	-.49					
Profit Margin	1.8	1.3	3.6	0.3	---					

STATION NOTES

- (Major call letter and format changes)
- WNAK - MOR until 80 when it became closer to full time Nostalgia
  - WAZL - Contemp changing to AC/MOR by 82
  - WBAX - Contemp until 78 Country until about 83
  - WKRZ A/F - WBRE A/F until 80 Simulcast until 81 AM - News until 80 Nost until 85
  - WWSH-F - WVCD until 85
  - WGBI-F - Contemp to AC by 83
  - WEJL - MOR until 82
  - WMGS-F - WYZZ until 85 BTFLE until 85

MAJOR STATION SALES

1971	WBAX	Sold to Merv Griffin	\$ 657,000
1978	WICK		305,000
1979	WSCR (?)		390,000
1980	WKRZ, WKRZ-F	Sold to Wilkes-Schwartz	850,000
1984	WKRZ A/F	Sold by Wilkes-Schwartz	5,000,000
1985	WMGS-F	Sold to Susquehanna	2,000,000
1985	WKRZ A/F	Sold to Osborn	7,600,000

WILMINGTON, DE

	SPG	<u>12+ METRO SHARE</u>										SPG	<u>12+ CUME RATINGS</u>									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WSTW-F (R)	---	2.4	4.4	1.5	13.9	12.4	12.6	9.6	9.6		9.2	9.9	9.3	WSTW-F	28.4	28.5	28.3	25.6	24.9	23.9
WDEL (M)	17.6	12.7	16.5	15.7	10.0	8.9	9.2	10.2	8.8	8.0	7.3	8.1	WDEL	25.8	20.5	24.8	23.5	17.5	18.7	16.2	19.0	
WAMS (C)	9.3	9.7	6.0	6.3	4.8	3.1	2.1	2.9	4.5	4.8	3.3	2.3	WAMS	17.7	12.6	---	9.1	10.0	9.2	---	4.6	
WILM (NT)	3.9	3.8	3.8	3.0	4.4	5.3	3.6	3.9	3.0	2.9	3.7	3.6	WILM	15.1	12.8	15.2	12.9	10.3	8.9	12.0	9.1	
WJBR-F (AC)	9.7	8.2	9.9	8.0	10.9	9.7	10.2	10.8	8.7	7.7	6.7	8.6	WJBR-F	18.0	20.3	16.7	20.6	17.0	14.5	14.5	17.1	
WNRK (M)	2.6	2.5	---	---	1.4	2.2	1.1	1.8	1.6	.5	.9	.8	WNRK	6.3	---	---	5.2	---	---	1.8	1.7	
WDSD-F (C)	---	---	---	---	---	---	---	2.1	3.9	3.4	2.6	3.4	WDSD-F	---	---	---	5.2	7.2	---	5.4	5.5	
WYSP-F (A)	---	1.8	3.1	4.1	1.4	4.8	3.8	4.8	4.3	3.8	3.4	4.1	WYSP-F	---	11.5	12.7	15.6	14.4	15.3	12.3	12.2	
WMMR-F (A)	---	---	1.7	1.5	5.2	3.4	8.2	8.9	7.4	9.3	10.7	10.0	WMMR-F	11.0	10.5	18.5	22.6	20.4	21.6	22.8	25.8	
WUSL-F (B)	---	---	---	---	---	2.2	3.4	3.8	4.1	6.2	6.5	3.7	WUSL-F	---	---	---	9.9	8.3	12.4	11.2	9.1	
WEAZ-F (E)	---	---	---	---	---	---	---	1.7	2.3	2.4	3.7	6.2	WEAZ-F	---	---	---	6.0	6.0	---	8.0	12.5	
WMGK-F (AC)	---	2.1	4.2	4.3	5.3	4.4	4.4	4.1	3.4	3.1	3.7	2.3	WMGK-F	---	10.5	11.4	11.6	10.7	9.8	12.7	6.6	
WIP (M)	3.9	4.1	2.3	4.4	2.0	2.1	2.3	1.2	1.4	.9	1.1	.4	WIP	---	---	9.8	6.0	5.0	2.6	4.1	3.0	
WCAU (NT)	5.7	---	---	4.1	2.0	2.4	1.3	.7	1.8	1.5	1.8	1.3	WCAU	---	---	---	4.5	6.8	5.8	8.6	5.1	
WCAU-F (R)	3.6	1.5	3.6	---	1.8	1.4	3.9	4.3	4.5	4.3	4.6	3.4	WCAU-F	---	---	13.5	16.2	15.9	17.2	16.6	14.0	
WKSZ-F (AC)	---	---	---	---	---	---	---	.4	3.4	3.4	3.7	3.7	WKSZ-F	---	---	---	---	7.1	7.6	9.9	10.9	
WDAS-F (B)	---	---	---	---	---	2.3	2.6	3.4	3.0	2.4	2.8	.9	WDAS-F	---	---	---	---	5.1	---	5.0	3.3	

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>		
APR (%)	18.2	18.7	16.1	16.6	16.9	16.0	16.4	18.5	18.1	18.6	17.9	17.6	1984	WSTW-F	\$2,400,000
FM Share (%)	37.15	41.70	56.20	57.31	64.98	65.87	72.89	70.38	72.87	74.33	75.55	76.64	1985	WSTW-F	\$2,700,000
Stations			28	33	27	31	33	32	31	32	32	29			
Diaries						519	787	1202	935	900	927	911			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986			
CHR/AOR/CONTEMP	42	38	44	33	36	35	35	CHR 16	17	17	Highest Metro Share: WDEL (17.6, S75)		
MOR/AC	25	26	16	27	25	22	MOR 13	AOR 17	18	18	Highest Metro 1/4 HR AVG: WDEL (125, S75)		
COUNTRY	6	4	5	5	6	10	AC 10	9	10	18	Highest TSA 1/4 HR AVG: WSTW-F (135, S81)		
BTFL/EZ	15	18	19	20	16	18	11	11	13	7	Highest TSA Cume: WSTW-F (1688, S81)		
NEWS/TALK	9	9	11	11	9	7	9	7	12	10	Highest Metro Cume Rating: WSTW-F (28.5, S80)		
BLACK/URBAN	--	1	2	3	6	4	7	10	9	5			
NOSTALGIA	--	--	--	--	1	2	3	3	3	2			
SPANISH	--	--	--	--	--	--	--	--	--	--			
RELIGION/GOSPEL	1	--	--	--	1	--	--	--	--	1			
CLASSICAL	3	3	2	1	1	2	1	2	1	2			

#1 STATIONS, 12+ METRO SHARE

WDEL-F	S75, S76, S77, S78
WSTW-F	S79, S80, F80, S81, F81, S83, F83, F84, F85
WJBR-F	S82, F82
WMMR-F	S84, S85, S86

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.41	3.52	3.94	4.56	4.94	5.7	6.2	6.7	7.5	8.1
Income (millions)	.83	.77	.95	1.09	.95					
Nat Rev (millions)	.37	.32	.33	.34	.40					
Rev Per Cap (\$)	---	6.73	7.53	8.71	9.34	10.82	11.72	12.64	13.99	15.06
Inc Per Cap (\$)	---	1.47	1.82	2.09	1.79					
Profit Margin	24.4	21.8	24.2	24.0	19.2					

STATION NOTES

(Major call letter and format changes)

WSTW-F	- BTFL until 78
WAMS	- Contemp until 81
WJBR-F	- BTFL until 85

Other stations - See Philadelphia

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1976	WJBR		\$ 500,000
1985	WJBR A/F	Sold to CRB	4,300,000

WILMINGTON, NC

	SPG	12+ METRO SHARE										SPG	12+ CUME RATINGS									
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85	86
		WWIL (B)	---	---	---	---	17.1	14.7	11.7	16.7	14.6		13.0	8.4	8.2	WWIL	19.2	17.3	14.7	20.9	19.3	20.3
WHSL-F (A/R)	---	---	---	---	14.6	16.2	15.6	14.0	15.7	16.8	15.3	8.7	WHSL-F	30.2	29.1	28.9	24.9	29.4	27.8	27.9	20.9	
WBMS (B)	---	---	---	---	6.3	2.9	2.6	9.7	7.3	2.9	10.9	3.1	WBMS	21.1	14.7	16.6	19.1	12.2	6.8	15.5	10.6	
WGNI-F (AC)	---	---	---	---	18.4	10.3	17.5	12.4	18.0	9.1	19.8	16.4	WGNI-F	20.8	19.6	24.8	32.1	35.7	27.7	35.1	32.2	
WWQQ-F (C)	---	---	---	---	10.8	8.8	11.0	12.4	12.4	13.5	7.9	12.3	WWQQ-F	16.8	15.1	21.2	20.1	20.3	20.9	15.0	19.2	
WAAV (BB)	---	---	---	---	9.5	8.1	7.8	6.5	5.6	5.3	3.5	5.6	WAAV	19.5	18.3	15.3	13.6	10.2	8.9	12.2	10.9	
WMFD (AC)	---	---	---	---	7.6	13.2	7.1	4.3	2.2	3.8	1.5	2.1	WMFD	22.7	25.3	23.6	17.8	13.3	14.5	9.5	9.1	
WDZD-F (C)	---	---	---	---	2.5	2.2	5.2	1.6	3.4	4.3	1.5	4.6	WDZD-F	6.0	5.0	7.1	4.9	7.1	6.0	5.7	5.2	
WJYW-F (E)	---	---	---	---	5.1	8.8	9.1	2.7	---	10.6	6.9	8.2	WJYW-F	10.2	17.0	13.2	8.5	---	18.2	12.9	13.6	
WVBS-F (R)	---	---	---	---	3.8	5.1	2.6	11.8	7.3	8.2	12.9	17.9	WVBS-F	8.2	10.8	9.4	30.8	23.3	22.9	28.3	37.2	

ONE RATING BOOK PER YEAR BEGINNING IN 1979

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station		
APR (%)	---	---	---	---	14.6	12.3	13.5	15.8	14.6	16.7	15.9	15.0	1984	WGNI-F	\$550,000
FM Share (%)	---	---	---	---	57.61	52.63	66.21	59.30	63.35	72.34	71.43	78.74	1985	WHSL-F	\$650,000
Stations					10	10	12	11	11	12	11	12			
Diaries						540	599	767	687	564	547	756			

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	
CHR/AOR/CONTEMP	--	--	27	31	28	41	46	CHR 22	31	21	Highest Metro 1/4 HR AVG:	WGNI-F (19.8, S85)
MOR/AC	--	--	8	15	10	5	MOR 3	AOR 19	--	10	Highest TSA 1/4 HR AVG:	WGNI-F (40, S85)
COUNTRY	--	--	24	21	28	22	24	5	22	21	Highest TSA Cume:	WVBS-F (46, S86)
BTFL/EZ	--	--	19	11	19	3	--	12	8	10	Highest Metro Cume Rating:	WVBS-F (668, S86)
NEWS/TALK	--	--	--	--	--	--	--	--	--	--		
BLACK/URBAN	--	--	18	16	12	18	16	18	21	13	#1 STATIONS, 12+ METRO SHARE	
NOSTALGIA	--	--	--	--	--	11	8	--	4	6	WGNI-F	S79, S81, S83, S85
SPANISH	--	--	--	--	--	--	--	--	--	--	WHSL-F	S80, S84
RELIGION/GOSPEL	--	--	4	6	3	1	4	--	--	--	WWIL	S82
CLASSICAL	--	--	--	--	--	--	--	--	--	--	WVBS-F	S86

FINANCIAL DATA

	FCC Data					Duncan Estimates				
	Net Dollars					Gross Dollars				
	1976	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	---	.99	1.44	1.87	2.11	2.4	2.5	2.6	2.8	3.1
Income (millions)	---	-.003	-.07	-.36	-.29					
Nat Rev (millions)	---	.18	.25	.25	.27					
Rev Per Cap (\$)	---	7.28	10.75	13.27	14.69	22.22	22.72	23.21	24.13	26.50
Inc Per Cap (\$)	---	-.02	-.50	-2.57	-2.03					
Profit Margin	---	---	---	---	---					

STATION NOTES

(Major call letter and format changes)

- WGNI-F - WAAV until 82
- BTFL until 82
- WVBS-F - WPJC until 82
- Religion until 82
- WJYW-F - WLCF until 82
- Contemp until 82
- WBMS - WGNI until 82
- Contemp until 82
- WAAV until 84
- Nost until 84
- WAAV - WKLM until 84
- Country until about 84

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1976	WWIL, WHSL-F		\$ 380,000
1979	WMFD, WWQQ-F	Sold to Village	445,000
1981	WAAV, WGNI-F	Sold to Cape Fear	1,425,000
1983	WMFD	Sold by Village	500,000
1984	WHSL-F	Sold by Jefferson-Pilot	1,000,000
1984	WWIL	Sold by Jefferson-Pilot	\$ 450,000
1984	WAAV	(never completed)	200,000
1984	WBMS	Sold to Brunson	230,000
1985	WWQQ-F	Sold to Woolfson	1,275,000

WORCESTER

12+ METRO SHARE

12+ CUME RATINGS

	SPG													12+ CUME RATINGS							
	75	76	77	78	79	80	81	82	83	84	85	86	79	80	81	82	83	84	85	86	
WSRS-F (E)	13.6	19.7	21.9	12.7	15.4	17.5	15.3	15.1	14.1	13.4	12.4	13.3	WSRS-F	32.0	29.7	26.4	29.2	26.2	26.2	21.9	21.6
WAAF-F (A)	7.2	6.2	7.6	10.3	13.7	12.5	12.2	11.3	9.5	12.6	13.6	11.5	WAAF-F	26.3	24.9	26.1	25.7	25.9	27.8	28.4	25.7
WFTQ (AC)	6.8	5.6	5.9	7.7	7.8	5.9	5.8	4.9	7.4	5.3	5.8	3.6	WFTQ	21.1	20.1	20.3	16.9	18.7	17.8	18.1	12.0
WTAG (M)	16.2	15.6	18.9	18.4	15.9	14.1	11.0	11.6	11.3	9.6	10.1	10.5	WTAG	40.5	34.6	30.8	33.6	27.3	24.4	22.9	22.9
WNEB (BB)	4.0	5.4	4.9	4.3	4.4	2.6	5.6	5.6	5.0	4.5	4.4	4.9	WNEB	15.8	---	---	14.3	10.2	11.6	8.8	9.1
WORC (C)	10.2	7.3	5.9	3.2	2.2	3.8	3.1	3.1	3.3	2.5	3.4	3.8	WORC	---	12.3	---	11.9	10.0	10.2	9.6	10.2
WROR-F (AC)	4.8	1.9	3.2	4.5	2.4	5.7	6.1	6.3	4.7	6.3	5.1	3.6	WROR-F	---	11.5	14.8	12.7	11.8	16.4	15.0	13.6
WBZ (M)	6.0	5.8	7.0	5.6	5.7	7.3	6.0	5.4	4.7	6.3	4.8	6.9	WBZ	15.7	21.7	17.1	16.9	16.3	15.4	14.0	14.8
WBCN-F (A)	---	---	---	---	---	---	2.0	2.9	3.4	3.0	4.3	3.9	WBCN-F	---	---	---	---	7.8	7.3	10.6	8.2
WHTT-F (R)	2.8	.6	1.4	4.1	3.3	3.6	3.7	4.7	6.9	6.3	4.3	3.3	WHTT-F	8.9	9.8	9.2	10.2	17.8	19.8	16.1	11.2
WZOU-F (R)	---	---	---	---	2.0	3.0	4.7	3.1	2.6	1.3	3.6	2.5	WZOU-F	---	---	12.8	11.1	11.8	6.6	10.5	9.9
WXLO-F (AC)	---	---	---	---	---	---	---	---	.5	2.8	3.1	3.1	WXLO-F	---	---	---	---	1.6	6.0	10.0	11.7

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Billing Station
APR (%)	17.5	16.0	17.1	16.7	16.8	15.7	18.0	17.6	18.4	19.5	18.4	18.0	1984 WAAF-F \$2,900,000
FM Share (%)	43.25	48.51	49.90	53.67	55.67	58.30	61.32	61.21	63.20	65.98	67.07	65.49	1985 WAAF-F \$3,500,000
Stations			22	22	25	24	23	24	30	29	31	27	
Diaries						677	721	754	796	749	786	694	

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	Highest Metro Share:	WSRS-F (21.9, S77)	
CHR/AOR/CONTEMP	30	44	43	39	35	31	34	CHR	13	11	8	Highest Metro 1/4 HR AVG:	WSRS-F (122, S77)
MOR/AC	28	29	32	35	32	38	MOR	AOR	18	21	21	Highest TSA 1/4 HR AVG:	WAAF-F (173, S85)
COUNTRY	9	5	--	3	3	2	2	18	18	19	Highest TSA Cume:	WAAF-F (1941, S86)	
BTFL/EZ	27	22	21	21	22	21	18	24	22	19	Highest Metro Cume Rating:	WTAG (40.5, S77)	
NEWS/TALK	6	--	--	--	--	--	1	18	24	19			
BLACK/URBAN	--	--	--	--	--	--	1	2	4	6	7		
NOSTALGIA	--	--	2	--	6	7	5	1	1	2			
SPANISH	--	--	--	--	--	--	--	5	5	5			
RELIGION/GOSPEL	--	--	--	--	--	--	--	5	5	5			
CLASSICAL	--	1	--	1	1	1	1	1	1	1			

#1 STATIONS, 12+ METRO SHARE

WTAG S80, S79, S78, S75, S83 (T)  
 WSRS-F S76, S77, F80, S81, F81, S82, F82, S83 (T), F83, F84, S86  
 WAAF-F S84, S85, F85

FINANCIAL DATA

	FCC Data Net Dollars					Duncan Estimates Gross Dollars				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	1.32	1.48	3.58	4.06	4.87	6.0	6.7	7.4	8.2	9.1
Income (millions)	-.15	-.42	-.11	.28	.28					
Nat Rev (millions)	.40	.36	.95	1.03	1.19					
Rev Per Cap (\$)	---	---	9.42	10.70	12.87	15.08	16.75	18.45	20.35	22.52
Inc Per Cap (\$)	---	---	-.30	.74	.73					
Profit Margin	---	---	---	6.9	5.7					

\* Independent FM's and FM's reporting separately are not included

STATION NOTES

(Major call letter and format changes)

WORC - Contemp until 79  
 Nost until 80  
 AC/MOR until 84  
 WNEB - Country until 79  
 MOR until about 81  
 WFTQ - WAAB until 77  
 WNCR until 78  
 News until 77  
 News/BTFL until 78  
 Rock changing to AC by 81

Other stations - See Boston

MAJOR STATION SALES

1971	WFTQ, WAAF-F	\$ 800,000
1976	WFTQ, WAAF-F	Sold to Park Cities 1,465,000
1977	WNEB	360,000
1981	WFTQ, WAAF-F	From Park Cities to Katz NA
1984	WORC	641,000
1986	WFTQ, WAAF-F	From Katz to New City 10,100,000 (E)
1986	WNEB	850,000

YORK

	SPG	<u>12+ METRO SHARE</u>										SPG	<u>12+ CUME RATINGS</u>								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WSBA (M)	15.2	11.2	14.8	11.0	14.3	11.9	10.9	12.8	8.9	12.3	9.6	7.3	WSBA	35.4	30.6	29.8	26.7	21.6	27.6	20.9	18.6
WSBA-F (AC)	14.5	14.1	16.1	13.1	10.7	9.5	7.5	7.5	6.6	9.2	9.0	7.3	WSBA-F	21.9	17.6	15.5	15.6	17.5	20.7	18.2	17.4
WYCR-F (A/R)	9.2	10.3	13.5	12.5	5.2	9.4	8.4	9.1	7.1	4.8	6.1	3.9	WYCR-F	16.5	22.2	22.8	26.5	24.4	17.6	18.3	12.5
WQXA-F (R)	5.4	7.2	5.9	7.4	12.5	9.7	11.1	10.2	9.8	7.4	10.3	12.0	WQXA-F	26.8	23.1	29.4	25.2	31.2	20.8	23.3	26.3
WOBG (D)	7.2	9.6	9.6	5.7	11.6	6.7	7.6	4.7	5.1	4.3	1.9	1.2	WOBG	---	---	---	6.4	9.1	8.2	4.9	5.0
WHVR (M)	4.5	3.3	3.7	4.2	2.0	4.3	2.7	2.1	2.3	5.0	1.9	2.4	WHVR	---	---	---	11.8	7.6	8.0	5.7	6.4
WOYK (BB)	4.0	7.4	7.2	6.1	3.9	2.0	1.8	1.8	1.6	1.6	2.6	4.7	WOYK	---	---	---	11.2	5.5	8.6	7.6	8.2
WHTF-F (A)	2.5	---	2.4	3.0	4.5	2.5	3.2	1.6	4.1	5.9	5.8	6.3	WHTF-F	---	7.9	---	6.8	5.3	18.8	10.2	12.2
WRKZ-F (C)	---	---	---	---	---	4.7	9.6	10.2	10.8	10.7	11.7	12.0	WRKZ-F	---	9.5	18.1	16.8	18.6	23.0	20.5	19.5
WNCE-F (E)	5.8	3.1	3.7	2.3	5.2	6.5	5.8	6.0	9.7	7.9	8.9	6.3	WNCE-F	11.9	13.2	11.2	12.8	15.9	14.1	16.9	14.2
WNNK-F (R)	---	---	---	---	1.1	1.0	4.8	6.2	7.6	5.3	2.9	3.0	WNNK-F	---	---	8.2	12.4	16.0	13.2	10.5	9.2

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>			
APR (%)	16.8	14.9	16.1	16.3	14.9	17.0	17.4	17.4	19.1	19.1	18.1	17.7	1984	WSBA	\$2,400,000	
FM Share (%)	55.43	54.84	56.85	61.73	58.55	65.24	65.52	68.52	77.62	71.59	67.13	78.96	1985	WSBA-F	\$2,500,000	
Stations			23	24	22		27	28	29	29	30	23	33			
Diaries						504	826	689	754	760	943	952				

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>	
CHR/AOR/CONTEMP	31	33	33	38	30	32	35	CHR 17	25	19	Highest Metro 1/4 HR AVG:	WSBA-F (16.1, S77)
MOR/AC	24	22	23	23	20	27	MOR 14	AOR 12	11	11	Highest TSA 1/4 HR AVG:	WSBA (86, S84)
COUNTRY	15	18	19	12	27	19	AC 8	20	14	14	Highest TSA Cume:	WRKZ-F (228, S84)
BTFL/EZ	27	24	22	25	19	17	23	22	17	22	Highest Metro Cume Rating:	WQXA-F (2413, S83)
NEWS/TALK	--	--	--	--	--	--	15	12	13	12		WSBA (35.4, S79)
BLACK/URBAN	--	--	--	--	--	--	1	1	2	1		
NOSTALGIA	--	--	--	--	2	3	2	--	3	5		
SPANISH	--	--	--	--	--	--	--	--	--	--		
RELIGION/GOSPEL	1	1	1	3	1	2	1	2	2	1		
CLASSICAL	--	--	--	--	--	--	--	--	--	--		

#1 STATIONS, 12+ METRO SHARE

WSBA S75, S79, S80, F80, F81, S82, F82, S84, F84  
 WSBA-F S76, S77, S78, S85  
 WQXA-F S81, S83, S86 (T)  
 WRKZ-F F83, F85, S86 (T)

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.34	3.46	4.68	5.95	6.34	7.3	7.8	8.5	9.1	9.8
Income (millions)	.60	.67	.96	1.39	1.22					
Nat Rev (millions)	.38	.47	.51	.66	.79					
Rev Per Cap (\$)	---	9.68	12.94	16.45	16.29	19.26	19.95	21.36	22.86	24.44
Inc Per Cap (\$)	---	1.86	2.65	3.86	3.12					
Profit Margin	18.1	19.3	20.5	23.4	19.2					

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1981	WOYK		\$ 664,000
1983	WHTF-F		525,000
1983	WOBG, WQXA-F	Sold by Rust	4,000,000

STATION NOTES

(Major call letter and format changes)

WOYK - WZIX until 81  
 Contemp changing to AC by 81  
 Nost beginning in 84  
 WHTF-F - WRHY until 83  
 AOR until about 79  
 Nost until 83  
 CHR until 85  
 WSBA-F - BTFL until 83  
 WOBG - WNOW until about 85  
 Country until 85

Other stations - See Harrisburg or Lancaster



YOUNGSTOWN

12+ METRO SHARE

12+ CUME RATINGS

	SPG	<u>12+ METRO SHARE</u>										SPG	<u>12+ CUME RATINGS</u>								
		75	76	77	78	79	80	81	82	83	84		85	86	79	80	81	82	83	84	85
WKBN (M)	11.4	11.8	7.7	11.0	9.9	9.4	7.9	7.8	7.8	7.4	11.5	10.7	WKBN	22.7	25.9	26.6	24.4	20.8	17.3	24.7	22.5
WKBN-F (E)	12.5	11.1	16.3	13.8	15.0	13.9	11.1	11.9	11.4	10.8	10.9	10.3	WKBN-F	26.9	27.7	25.5	22.7	22.6	22.9	21.3	24.1
WBBW (NT)	15.5	11.8	16.4	11.7	14.8	13.3	12.6	11.1	11.1	9.8	8.0	7.1	WBBW	23.9	25.2	17.6	21.2	21.3	18.7	15.2	16.6
WHOT (R)	10.6	8.6	7.7	11.4	10.3	10.0	8.2	6.5	6.5	4.4	3.5	2.5	WHOT	32.2	28.6	24.3	25.9	24.5	13.7	10.2	10.1
WHOT-F (R)	3.3	4.3	5.4	5.0	4.9	6.6	9.1	7.6	7.6	14.6	16.7	18.8	WHOT-F	14.9	16.4	20.4	22.7	19.3	28.7	36.0	38.1
WQXK-F (C)	---	---	---	---	.9	4.0	6.1	9.1	9.1	10.1	7.5	6.4	WQXK-F	---	---	12.3	15.0	14.3	17.8	14.9	12.1
WFMJ (BB)	8.4	7.3	4.7	2.6	4.5	4.9	5.1	6.4	6.4	5.8	4.1	4.4	WFMJ	14.4	13.3	13.4	15.3	16.0	16.1	11.3	11.8
WRRO (M)	3.5	4.9	3.9	3.8	3.0	2.2	3.1	2.6	2.6	2.6	2.4	1.0	WRRO	9.2	---	---	10.6	8.1	7.8	8.6	5.4
WNIO (C)	7.6	5.9	5.3	3.7	3.5	2.4	3.4	2.2	2.2	1.6	.9	2.2	WNIO	---	---	---	6.0	4.0	4.2	4.1	2.8
WYFM-F (AC)	10.6	10.7	10.1	10.7	10.6	10.1	8.5	9.9	9.9	7.0	6.1	8.1	WYFM-F	28.4	26.2	31.0	26.3	28.4	24.3	21.6	21.6
WMMS-F (A)	---	1.4	2.3	2.6	2.6	3.0	3.1	3.7	3.7	3.4	3.7	4.3	WMMS-F	---	8.0	11.6	8.2	7.8	10.2	9.2	9.6
WDMT-F (B)	---	---	---	---	---	---	---	3.1	3.1	3.5	4.8	2.9	WDMT-F	---	---	---	6.5	8.1	6.6	9.9	6.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1979

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Billing Station</u>	
APR (%)	17.4	15.9	14.8	15.5	14.9	15.5	17.4	18.3	18.1	17.6	18.1	17.9	1984	WHOT A/F \$2,200,000
FM Share (%)	33.45	34.84	42.62	39.34	46.48	48.48	53.05	52.13	56.97	64.80	67.13	66.62	1985	WHOT A/F \$2,500,000
Stations			23	22	22	23	25	21	25	22	23	26		
Diaries						667	858	954	884	908	943	930		

FORMAT SHARES (%)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	<u>Highest Metro Share:</u>		
CHR/AOR/CONTEMP	35	42	43	38	37	33	34	CHR 29	24	26	Highest Metro Share: WHOT-F (18.8, S86)		
MOR/AC	13	22	16	23	21	23	MOR 20	AOR 5	8	8	Highest Metro 1/4 HR AVG: WHOT-F (144, S86)		
COUNTRY		7	6	4	5	11	14	AC 3	6	12	12	Highest TSA 1/4 HR AVG: WHOT-F (219, S86)	
BTFL/EZ	18	15	18	17	14	12	13	13	14	10	10	Highest TSA Cume: WHOT-F (2706, S85)	
NEWS/TALK	19	14	17	16	12	13	12	13	9	10		Highest Metro Cume Rating: WHOT-F (38.1, S86)	
BLACK/URBAN	1	--	1	1	4	5	4	3	5	3		<u>#1 STATIONS, 12+ METRO SHARE</u>	
NOSTALGIA	.2	1	--	--	--	--	--	--	6	5	WBBW S75, S76 (T), S77, F79, F80 (T), F81, S82, F82, S83		
SPANISH	--	--	--	--	--	--	--	--	--	--	WKBN S76 (T)		
RELIGION/GOSPEL	--	--	1	--	1	--	1	1	1	1	WKBN-F S78, S79, S80, F80 (T), S81, F83		
CLASSICAL	--	--	--	--	--	--	--	--	--	--	WHOT-F S84, F84, S85, F85, S86		

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>				
	<u>Net Dollars</u>					<u>Gross Dollars</u>				
	1976*	1977*	1978	1979	1980	1981	1982	1983	1984	1985
Revenue (millions)	3.12	3.70	4.54	4.84	4.79	5.5	6.0	6.7	7.6	8.4
Income (millions)	.13	.35	.27	.18	.06					
Nat Rev (millions)	.65	.76	.95	.91	1.10					
Rev Per Cap (\$)	---	NM	8.47	8.89	9.01	10.09	11.26	12.86	14.64	16.31
Inc Per Cap (\$)	---	NM	.51	.33	.12					
Profit Margin	4.4	9.4	6.0	3.7	1.3					

STATION NOTES

(Major call letter and format changes)

- WRRO - WHHH until 81
- WFMJ - Contemp changing to AC/MOR by 82
- Began Nost around 84
- WYFM-F - CHR until 85
- WHOT-F - WHOT until 78
- CHR until 78
- AOR until 84
- WMMS - See Cleveland

\* Independent FM's and FM's reported separately are not included

MAJOR STATION SALES

1986 WSOM, WOKX-F (Salem) From Rust to Lincoln \$2,800,000