

# AMERICAN RADIO

spring 1978  
report

james duncan

AMERICAN RADIO  
111  
SPRING 1978 REPORT

Compiled and edited by:

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GILMORE ADVERTISING  
KALAMAZOO, MICHIGAN  
(616) 381-4262

August 1978

## INTRODUCTION

This is the fifth edition of American Radio. For a while I thought that American Radio would cease in existence. Arbitron had told me that I could not continue using their data. However, in April Arbitron informed me that I could continue American Radio if certain modifications were made. I have to feel that one of the reasons Arbitron changed their position was the many letters and phone calls my subscribers made to Arbitron requesting that American Radio be allowed to continue. My sincere thanks to those of you who helped me out.

Working on this edition of American Radio has been frustrating because I am no longer able to include all the data I would like to. However, I think the end product is of equal, if not more, value to my subscribers. I have added an incredible amount of new data-much of it has never been assembled before.

Many subscribers have asked me how long it takes for me to put together an issue of American Radio. I kept track this time and it took nearly 600 hours-all between June 9 and Aug 14. That equals about 63 hours per week. Of course I also worked my regular 40 hours or more at Gilmore Advertising.

Your comments and suggestions are always solicited. I am especially interested in your reactions to the changes made in this edition.

JAMES DUNCAN, JR  
MEDIA DIRECTOR  
GILMORE ADVERTISING  
200 MICHIGAN BLDG  
KALAMAZOO, MI 49007 (616-381-4262)

Please make certain you read the definitions pages at the front of Section II. This can help you digest and understand all the information given in the Individual Market Reports.

J.H.D.  
August, 1978

IMPORTANT NOTICE: This edition of American Radio would have been ready for delivery by August 5. However, the Seattle and New Orleans reports were seriously delayed. I did not receive them until August 20. In order to make the reports as timely as possible I completed several rankings without the Seattle and New Orleans data. Those rankings include the 500 leading stations, the leading FM stations, the leading cume stations and the leading stations in teens, 18-34, 18-49, 25-49, 35-64 and TSA-AM Drive. The New Orleans and Seattle stations can be found at the end of each of those tables. All other tables and rankings include the Seattle and New Orleans stations in the proper position.

Subscribers may quote American Radio for sales and advertising purposes. However, you must be an Arbitron subscriber if any of their data is involved. Secondly, I should be notified-I always give permission but I like to make certain my work is being properly quoted. The title American Radio must always be cited.

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Short passages may be quoted by reviewers.

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Abb  
9/10/78

SECTION I  
NATIONAL RANKINGS  
AND  
RATINGS ANALYSIS

10/10/78

10/10/78

AMERICA'S 500 MOST LISTENED TO RADIO STATIONS\*

	<u>Station</u>	<u>Market</u>	<u>Format</u>	<u>Owner</u>	<u>A/M 77 Rank</u>
1.	WABC	New York	Rock	ABC	1
2.	WOR	New York	Talk	RKO	2
3.	WBLS-FM	New York	Black	.	6
4.	WGN	Chicago	MOR	WGN Cont	4
5.	WJR	Detroit	MOR	Cap. Cities	7
6.	WCBS	New York	News	CBS	5
7.	WINS	New York	News	Westinghouse	8
8.	WLS	Chicago	Rock	ABC	3
9.	WRFM-FM	New York	BTFL	Bonneville	13 (T)
10.	KABC	Los Angeles	Talk	ABC	13 (T)
11.	WCCO	Minn-St. Paul	MOR		10
12.	KDKA	Pittsburgh	MOR	Westinghouse	9
13.	WPLJ-FM	New York	Rock	ABC	11
14.	WMAQ	Chicago	Country	NBC	12
15.	WNBC	New York	Rock	NBC	32
16.	KBIG-FM	Los Angeles	BTFL	Bonneville	22
17.	KMOX	St. Louis	News/Talk	CBS	21
18.	WXLO-FM	New York	Rock	RKO	28
19.	WBAP	Ft. Worth	Country	Cap Cities	16
20.	WMCA	New York	Talk		17
21.	KYW	Philadelphia	News	Westinghouse	20
22.	WBBM	Chicago	News	CBS	19
23.	WLOO-FM	Chicago	BTFL	Century	25
24.	WNEW	New York	MOR	Metromedia	18
25.	WHN	New York	Country	Storer	15
26.	KNX	Los Angeles	News	CBS	26
27.	KFRC	San Francisco	Rock	RKO	39 (T)
28.	WCBS-FM	New York	Rock	CBS	23
29.	KGO	San Francisco	News/Talk	ABC	35
30.	WBZ	Boston	MOR/Talk	Westinghouse	24
31.	WWSH-FM	Philadelphia	BTFL	Cox	37
32.	WPAT-FM	New York	BTFL	Cap Cities	31
33.	WIP	Philadelphia	MOR	Metromedia	36
34.	WHDH	Boston	MOR	Blair	38
35.	WPAT	New York	BTFL	Cap Cities	27
36.	KJOI-FM	Los Angeles	BTFL	LA Coke	29
37.	WTIC	Hartford	MOR		33
38.	CKLW	Detroit	Rock		30
39.	KMET-FM	Los Angeles	AOR	Metromedia	65
40.	WLW	Cincinnati	MOR		44
41.	WJIB-FM	Boston	BTFL	GE	47
42.	KFWB	Los Angeles	News	Westinghouse	72 (T)
43.	WLAK-FM	Chicago	BTFL	Storer	49
44.	WRKO	Boston	Rock	RKO	43
45.	KFI	Los Angeles	MOR/AC	Cox	50
46.	WNEW-FM	New York	AOR	Metromedia	39 (T)
47.	KCBS	San Francisco	News	CBS	45
48.	WRIF-FM	Detroit	Rock	ABC	51
49.	WVON	Chicago	Black	Combined	144
50.	WJIT	New York	Spanish	SJR	76

\* 1/4 HR AVG, Mon-Sun, 6AM-MID, TSA. If a station shows in other markets those listeners are included providing the survey areas do not overlap.

<u>Station</u>	<u>Market</u>	<u>Format</u>	<u>Owner</u>	<u>A/M 77 Rank</u>
51. KSFO	San Francisco	MOR	Gold West	75
52. WPGC-FM+	Wash, DC	Rock	First Media	58
53. WFIL	Philadelphia	Contemp/AC	LIN	46
54. WBAL	Baltimore	MOR	Hearst	57
55. KMPC	Los Angeles	MOR	Gold West	41
56. KLOS-FM	Los Angeles	Rock	ABC	70 (T)
57. WBMX-FM	Chicago	Black	Sonderling	100 (T)
58. WDAS-FM	Philadelphia	AOR		119
59. WQXR-FM+	New York	Classical	NY Times	86
60. WTMJ	Milwaukee	MOR		72
61. WMAL	Washington	MOR	ABC	52
WTFM-FM	New York	BTFL		84
63. KHJ	Los Angeles	Rock	RKO	42
64. WVNJ-FM	New York	BTFL		63
65. WVBF-FM	Boston	Rock	Fairbanks	106
WSB	Atlanta	MOR	Cox	48
67. WIND	Chicago	MOR/AC	Westinghouse	60
68. WMMS-FM	Cleveland	AOR	Malrite	127
69. KMJQ-FM	Houston	Black/Disco	Amaturo	149
70. WCLR-FM	Chicago	MOR	Bonneville	87
71. WJR-FM	Detroit	BTFL	Cap Cities	85
72. WCAU	Philadelphia	News	CBS	69
73. KRTH-FM	Los Angeles	Oldies/Rock	RKO	82 (T)
74. WRVR-FM	New York	Jazz	Sonderling	217 (T)
75. WDAF	Kansas City	Country	Taft	120 (T)
76. KVIL-FM+	Dallas	Contemp/AC	Fairbanks	110
77. WYSP-FM	Philadelphia	AOR	SJR	53
78. KLAC	Los Angeles	Country	Metromedia	61
79. WPIX-FM	New York	AOR	WGN Cont	77
80. KNX-FM	Los Angeles	Soft Rock	CBS	55
81. WCOZ-FM	Boston	Rock	Blair	94
82. WZGC-FM	Atlanta	Rock	First Media	95
83. WFYR-FM	Chicago	Oldies/Rock	RKO	136
84. WHYI-FM	Miami	Rock	Metroplex	92
85. WOW	Omaha	Rock	Meredith	59
86. WDVR-FM	Philadelphia	BTFL		78
87. WIFJ-FM	Philadelphia	Rock	GCC	64
88. KOST-FM	Los Angeles	BTFL	Cox	68
89. WLYF-FM	Miami	BTFL	Storer	134
90. KTSA	San Antonio	Rock		54
91. WWRL	New York	Black	Sonderling	91
WMET-FM	Chicago	Rock	Metromedia	96
93. KDWB+	Minneapolis	Rock	Doubleday	98
94. WEEI	Boston	News	CBS	56
95. WOWO	Fort Wayne	MOR/AC	Westinghouse	99
96. WQAL-FM	Cleveland	BTFL	SJR	165
97. WADO	New York	Spanish	Charter	34
98. KRBE-FM	Houston	Rock	GCC	201
99. KTRH	Houston	News/Talk		137 (T)
100. WSHH-FM	Pittsburgh	BTFL	Nationwide	111

<u>Station</u>	<u>Market</u>	<u>Format</u>	<u>Owner</u>	<u>A/M 77 Rank</u>
51. KSFO	San Francisco	MOR	Gold West	75
52. WPGC-FM+	Wash, DC	Rock	First Media	58
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54. WBAL	Baltimore	MOR	Hearst	57
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56. KLOS-FM	Los Angeles	Rock	ABC	70 (T)
57. WBMX-FM	Chicago	Black	Sonderling	100 (T)
58. WDAS-FM	Philadelphia	AOR		119
59. WQXR-FM+	New York	Classical	NY Times	86
60. WTMJ	Milwaukee	MOR		72
61. WMAL	Washington	MOR	ABC	52
WTFM-FM	New York	BTFL		84
63. KHJ	Los Angeles	Rock	RKO	42
64. WVNJ-FM	New York	BTFL		63
65. WVBF-FM	Boston	Rock	Fairbanks	106
WSB	Atlanta	MOR	Cox	48
67. WIND	Chicago	MOR/AC	Westinghouse	60
68. WMSM-FM	Cleveland	AOR	Malrite	127
69. KMJQ-FM	Houston	Black/Disco	Amaturo	149
70. WCLR-FM	Chicago	MOR	Bonneville	87
71. WJR-FM	Detroit	BTFL	Cap Cities	85
72. WCAU	Philadelphia	News	CBS	69
73. KRTH-FM	Los Angeles	Oldies/Rock	RKO	82 (T)
74. WRVR-FM	New York	Jazz	Sonderling	217 (T)
75. WDAF	Kansas City	Country	Taft	120 (T)
76. KVIL-FM+	Dallas	Contemp/AC	Fairbanks	110
77. WYSP-FM	Philadelphia	AOR	SJR	53
78. KLAC	Los Angeles	Country	Metromedia	61
79. WPIX-FM	New York	AOR	WGN Cont	77
80. KNX-FM	Los Angeles	Soft Rock	CBS	55
81. WCOZ-FM	Boston	Rock	Blair	94
82. WZGC-FM	Atlanta	Rock	First Media	95
83. WFYR-FM	Chicago	Oldies/Rock	RKO	136
84. WHYI-FM	Miami	Rock	Metroplex	92
85. WOW	Omaha	Rock	Meredith	59
86. WDVR-FM	Philadelphia	BTFL		78
87. WIFL-FM	Philadelphia	Rock	GCC	64
88. KOST-FM	Los Angeles	BTFL	Cox	68
89. WLYF-FM	Miami	BTFL	Storer	134
90. KTSA	San Antonio	Rock		54
91. WWRL	New York	Black	Sonderling	91
WMET-FM	Chicago	Rock	Metromedia	96
93. KDWB+	Minneapolis	Rock	Doubleday	98
94. WEEI	Boston	News	CBS	56
95. WOWO	Fort Wayne	MOR/AC	Westinghouse	99
96. WQAL-FM	Cleveland	BTFL	SJR	165
97. WADO	New York	Spanish	Charter	34
98. KRBE-FM	Houston	Rock	GCC	201
99. KTRH	Houston	News/Talk		137 (T)
100. WSHH-FM	Pittsburgh	BTFL	Nationwide	111

101. KFAB	Omaha	151. KWST-FM	Los Angeles	201. WHAM	Rochester
WDVE-FM	Pittsburgh	152. KEZK-FM	St. Louis	202. WHIO-FM	Dayton
103. KUTE-FM	Los Angeles	WGY	Schenectady	WHK	Cleveland
104. KMBZ	Kansas City	154. WGR	Buffalo	204. WBNS-FM	Columbus
KFOG-FM	San Francisco	KFJZ-FM	Dallas-FW	KOAX-FM	Dallas
106. KNBR	San Francisco	156. WRVQ-FM	Richmond	206. KQYT-FM	Phoenix
107. WBT	Charlotte	KCMO	Kansas City	KRLD	Dallas
108. WKBW	Buffalo	158. WIOQ-FM	Philadelphia	WJOI-FM	Pittsburgh
109. KTNQ	Los Angeles	KQRS-FM+	Minneapolis	WDBO-FM	Orlando
110. WWJ	Detroit	KSD	St. Louis	210. KIQQ-FM	Los Angeles
111. KIIS-FM	Los Angeles	161. KABL	San Francisco	211. WLKW-FM	Providence
112. WIBC	Indianapolis	162. KPOL-FM	Los Angeles	WMJC-FM	Detroit
WASH-FM	Washington	WCCO-FM	Minneapolis	213. WABX-FM	Detroit
114. WDAI-FM	Chicago	164. KOIT-FM	San Francisco	214. KIKK-FM	Houston
WKTU-FM	New York	WCAU-FM	Philadelphia	215. KEWT-FM	Sacramento
116. WOMC-FM	Detroit	WKQX-FM	Chicago	216. WMZQ-FM	Washington
117. WNCN-FM	New York	167. WUSL-FM	Philadelphia	217. WWBA-FM	Tamp-SP
118. WLUP-FM	Chicago	WSNI-FM	Philadelphia	WFLA-FM	Tamp-SP
119. KSHE-FM	St. Louis	WRAL-FM	Raleigh	219. WJEZ-FM	Chicago
WWJ-FM	Detroit	170. KUPD-FM	Phoenix	220. WCFL	Chicago
121. KRLA	Los Angeles	171. KGW	Portland	WPEN	Philadel
WWWE	Cleveland	172. WXYZ	Detroit	WYOR-FM	Miami
123. WGAR	Cleveland	KOA	Denver	WTVN	Columbus
WITS	Boston	174. KSCS-FM	Fort Worth	224. WMC	Memphis
125. KIOI-FM	San Francisco	WDRQ-FM	Detroit	KPRC	Houston
126. WNCI-FM	Columbus	176. WMGK-FM	Philadelphia	226. WHIO	Dayton
127. WPEZ-FM	Pittsburgh	177. WGRD-FM+	Grand Rapids	227. WWWM-FM	Cleveland
128. XTRA	Los Angeles	178. WBNY-FM	Buffalo	228. WCAO	Baltimore
WNIC-FM	Detroit	WPRO	Providence	229. WTIC-FM	Hartford
KYND-FM	Houston	180. KSFX-FM	San Francisco	230. WVNJ	New York
131. WCBM	Baltimore	WBLI-FM	New York	WKY	Okla City
132. WROR-FM	Boston	WJJD	Chicago	232. WAAF-FM	Worcester
133. WYNY-FM	New York	183. WISN	Milwaukee	KEEY-FM	Minneap
134. WDEE	Detroit	184. WEZN-FM	Bridgeport	234. WSOC-FM	Charlotte
135. WEEI-FM	Boston	WHUR-FM	Washington	KYYS-FM	Kans City
136. WZZD	Philadelphia	186. WJLB	Detroit	236. WWDC-FM	Washington
137. WOOK-FM	Washington	KXOK	St. Louis	237. WLIB	New York
KSLQ-FM	St. Louis	188. WKSS-FM	Hartford	WAYS	Charlotte
139. WSUN	Tampa-SP	189. KVOO	Tulsa	239. WFBC-FM	Green,SC
140. WEZO-FM	Rochester	190. WBEN	Buffalo	WARM	Scranton
141. WDOK-FM	Cleveland	KHOW	Denver	WJYW-FM	Tamp-SP
WXKX-FM	Pittsburgh	WXTZ-FM	Indianapolis	KMBR-FM	Kans City
143. WHO	Des Moines	KWKW	Los Angeles	243. WIL	St. Louis
144. WLIF-FM	Baltimore	194. WHUD-FM	New York	KKDA-FM	Dall-FW
WKRQ-FM	Cincinnati	195. WTAE	Pittsburgh	WWDB-FM	Philadel
146. WGAY-FM	Washington	WCKY	Cincinnati	246. WKLS-FM	Atlanta
147. WQBA	Miami	197. KKYX	San Antonio	WWYZ-FM	Waterbury
WHBQ	Memphis	198. WWWW-FM	Detroit	WHYN	Springfld
149. KDAY	Los Angeles	199. WJMD-FM	Washington	KFYE-FM	Fresno
150. KILT	Houston	KDLA	Oakland	250. WBBM-FM	Chicago



	WKTZ-FM	Jacksonville		WCHB	Detroit		KQXT-FM	San Antonio
	WHB	Kansas City	302.	KSOL-FM	San Francisco		WIOD	Miami
	WBEN-FM	Buffalo		WROW	Albany	353.	WSAI	Cincinnati
254.	KIMN	Denver	304.	WBCN-FM	Boston		WZUU-FM	Milwaukee
255.	KKYK-FM	Little Rock		WZZP-FM	Cleveland	355.	KSL	Salt Lake
256.	WKRC	Cincinnati	306.	WKTQ	Pittsburgh		KLIF	Dallas
	WHAS	Louisville		WPRO-FM	Providence		KWJJ	Portland
	WEPP+	Pittsburgh		WRCH-FM	Hartford		WPJB-FM	Providence
259.	WRVA	Richmond		WPLR-FM	New Haven		WJBR-FM	Wilmington
	KBEQ-FM	Kansas City	310.	KZEW-FM	Dallas-FW		WXRT-FM	Chicago
	WRBQ-FM	Tampa		WCGY-FM	Boston	361.	WBCS-FM+	Milwaukee
262.	WROQ-FM	Charlotte		WTOP	Washington		WLPX-FM	Milwaukee
263.	WOOD-FM	Grand Rapids	313.	WRQX-FM	Washington		WAIA-FM	Miami
	WLCY	Tampa		WLQR-FM	Toledo		KSTP-FM	Minneapolis
	KOGO	San Diego	315.	WGCL-FM	Cleveland		WDIA	Memphis
266.	WWVA	Wheeling	316.	WPOC-FM	Baltimore		KGOR-FM	Omaha
	WSRS-FM	Worcester		WAKY	Louisville	367.	KLAZ-FM	Little Rock
268.	WPTF	Raleigh		KCOR	San Antonio		WWEZ-FM	Cincinnati
	WKEE-FM+	Huntington		KSTP	Minneapolis		WINZ-FM	Miami
270.	WINZ	Miami	320.	KFAC	Los Angeles		WICC	Bridgeport
	WEZW-FM	Milwaukee		KGB-FM	San Diego	371.	KALI	Los Angeles
	WDGY	Minneapolis	322.	WSB-FM	Atlanta		WJZZ-FM	Detroit
	KABL-FM	San Francisco	323.	KRAK	Sacramento		WIRE	Indianapolis
	WGPR-FM	Detroit		WSLQ-FM	Roanoke		WAVE	Louisville
275.	WIL-FM	St. Louis		WJMI-FM	Jackson	375.	WMPS	Memphis
276.	WPCH-FM	Atlanta		WKRQ-FM	Mobile		WSM	Nashville
	WMT	Cedar Rapids	327.	KFMB-FM	San Diego		WYYD-FM	Raleigh
	WHEN	Syracuse	328.	WLAC	Nashville	378.	WNAK	NE PA
	WEZI-FM	Memphis		WQHI-FM	Louisville		KYTE	Portland
280.	KDFC-FM	San Francisco		KLVE-FM	Los Angeles		WGBS	Miami
	WOWI-FM	Norfolk	331.	WFBQ-FM	Indianapolis		KGBS-FM	Los Angeles
282.	WBJW-FM	Orlando		WQAM	Miami	382.	WDAS-FM	Philadelphia
	WCMQ	Miami	333.	WIVY-FM	Jacksonville		WWEL-FM	Boston
284.	KBAY-FM	San Jose		KNEW	Oakland		KQUE-FM	Houston
	WOKY	Milwaukee		KYA	San Francisco		WFMS-FM	Indianapolis
286.	WFLN-FM	Philadelphia		WEBN-FM	Cincinnati		WSYR	Syracuse
	WQXI-FM	Atlanta	337.	WGCI-FM	Chicago		KCEZ-FM	Kans City
	KMEZ-FM	Dallas		WTOD	Toledo		WAPE	Jacksonville
289.	WJMO	Cleveland		WGMS-FM+	Washington	389.	KOSI-FM	Denver
	KATT-FM+	Okla City		WXYV-FM	Baltimore		KFDI	Wichita
	WMJX-FM	Miami		WNDE	Indianapolis		WKBN-FM	Youngstown
	KLOK	San Jose		WEAT-FM	West Palm Bch		WXKW-FM	Allentown
293.	KPOL	Los Angeles		WFAA	Dallas	393.	WRC	Washington
	WFMT-FM+	Chicago		WOKI-FM	Knoxville		WWSW	Pittsburgh
	KOMA	Okla City	345.	KOY	Phoenix	395.	WFLA	Tampa-SP
	WNAP-FM	Indianapolis		WEZK-FM	Knoxville		WSPA-FM	Green,SC
	KGBT	Harlingen	347.	WWBA	Tampa-SP		KXL	Portland
298.	KBPI-FM	Denver		WIVK-FM	Knoxville		WMAR-FM	Baltimore
	KMEL-FM	San Francisco		KLIR-FM	Denver	399.	KSAN-FM	San Fran
	WSSH-FM	Boston	350.	WEFM-FM	Chicago		WMEF-FM	Fort Wayne

401.	WBT-FM	Charlotte	KORL	Honolulu	WCTO	New York
	WTAR	Norfolk	WVEE-FM	Atlanta	WMMR-FM	Philadelphia
	WCMS-FM	Norfolk	WRTH	St. Louis	WHJY-FM	Providence
404.	WEAN	Providence	WHYN-FM	Springfield	WPIK	Washington
	WWIN	Baltimore	440. WKZL-FM	Winston-Salem	475. WHP	Harrisburg
	KILT-FM	Houston	KTFM-FM	San Antonio	WDIZ-FM	Orlando
407.	KFAC-FM	Los Angeles	WQXM-FM	Tampa-SP	WQXI	Atlanta
	KPRI-FM	San Diego	KKUA	Honolulu	WCCC-FM	Hartford
	KAZY-FM	Denver	WALK-FM	New York	479. KENR	Houston
	KMOX-FM	St. Louis	WAMO-FM	Pittsburgh	WFBR	Baltimore
	WAYL-FM	Minneapolis	WERE	Cleveland	WMAZ-FM	Macon
	WTRY	Troy	447. WING	Dayton	487. WRJZ	Knoxville
413.	KDKB-FM	Phoenix	448. WGLO-FM	Miami	KGMB	Honolulu
	WKXX-FM	Birmingham	WOAI	San Antonio	WGFM-FM	Schenec
	KAUM-FM	Houston	WHP-FM	Harrisburg	WSHE-FM	Miami
	WAIT	Chicago	KAAY	Little Rock	486. KIIS	Los Angeles
	WDRC	Hartford	452. KCBQ	San Diego	WJAR	Providence
418.	WELI	New Haven	WKSU-FM	Cleveland	KYUU-FM	San Francisco
	WONE	Dayton	KBOX	Dallas	WSBA-FM	York
	WBNS	Columbus	455. WIOT-FM	Toledo	WNOX	Knoxville
	WYNF-FM	Tampa	WTLC-FM	Indianapolis	491. KSDO	San Diego
	WBBF	Rochester	WVCG	Miami	KBCA-FM	Los Angeles
	KTAR	Phoenix	KULF	Houston	KRLY-FM	Houston
	WGER-FM	Saginaw	KTOK	Okla City	KKNG-FM	Okla City
425.	WSPD	Toledo	WSIX-FM	Nashville	495. WGLD-FM	Wins-Salem
	WPLO	Atlanta	WIGY-FM	Portland,ME	WGBF	Evansville
	WAXY-FM	Miami	WAKR	Akron	WRAP	Norfolk
	KOFM-FM	Okla City	463. KTDY-FM	Lafayette	498. WTAG	Worcester
	KRMG	Tulsa	WYFM-FM	Youngstown	WAEB	Allentown
	KIOA	Des Moines	KBEZ-FM	Tulsa	KEX	Portland
431.	WIXX-FM	Green Bay	KKHI-FM+	San Francisco	WNOR-FM	Norfolk
	WFLY	Chattanooga	467. WTQR-FM	Wins-Salem	WRBR-FM	South Bend
	KEEL	Shreveport	WJDX	Jackson	WQSM-FM	Fayetteville
	WITN-FM	Green, NC	469. WWDM-FM	Columbia,SC		
	WGH	Norfolk	WIYY-FM	Baltimore		

THE FOLLOWING NEW ORLEANS AND SEATTLE STATIONS QUALIFIED FOR THIS RANKING:

WTIX	New Orleans	174	KOMO	Seattle	158
WWL	New Orleans	447	KSEA-FM	Seattle	219
WQUE-FM	New Orleans	446 (T)	KVI	Seattle	228
WNOE	New Orleans	446 (T)	KING	Seattle	256
WSMB	New Orleans	446 (T)	KIRO	Seattle	266
			KJR	Seattle	289
			KZOK-FM	Seattle	401
			KVI-FM	Seattle	475

AMERICA'S LEADING STATIONS-TEENS

1. WABC	New York	WABX-FM	Detroit
2. WBLS-FM	New York	52. WHYI-FM	Miami
3. WPLJ-FM	New York	KTSA	San Antonio
4. WXLO-FM	New York	54. WHYI-FM	Ft. Lauderdale
5. WLS	Chicago	WYSP-FM	Philadelphia
6. KFRC	San Francisco	WCHB	Detroit
7. WMET-FM	Chicago	57. KUTE-FM	Los Angeles
8. WPGC-FM+	Washington	KFI	Los Angeles
9. KTNQ	Los Angeles	KEZY	Anaheim
10. WRIF-FM	Detroit	WKQX-FM	Chicago
11. WNBC	New York	61. WNEW-FM	New York
12. WVBF-FM	Boston	WPRO-FM	Providence
13. KHJ	Los Angeles	63. KSOL-FM	San Francisco
14. KDWB+	Minneapolis	WNCI-FM	Columbus
15. WVON	Chicago	65. WIVY-FM	Jacksonville
16. KMLJQ-FM	Houston	WYNF-FM	Tampa
17. KFJZ-FM	Dallas-FW	WKXX-FM	Birmingham
18. KMET-FM	Los Angeles	KORL	Honolulu
19. WZGC-FM	Atlanta	69. WMMS-FM	Cleveland
20. WRKO	Boston	KKDA-FM	Dallas
KRBE-FM	Houston	71. WZUU-FM	Milwaukee
22. WLUP-FM	Chicago	72. KILT	Houston
23. WBMX-FM	Chicago	WZZP-FM	Cleveland
KDAY	Los Angeles	74. WWWW-FM	Detroit
25. WFIL-FM	Philadelphia	75. WDV-FM	Pittsburgh
26. WWRL	New York	76. WWKR	Detroit
27. WDAS-FM	Philadelphia	CKLW	Detroit
28. WDRQ-FM	Detroit	WPEZ-FM	Pittsburgh
29. KLOS-FM	Los Angeles	KBPI-FM	Denver
30. WOOK-FM	Washington	WRVQ-FM	Richmond
31. KSLQ-FM	St. Louis	81. WKTQ	Pittsburgh
32. WDAI-FM	Chicago	KRLA	Los Angeles
33. WKRQ-FM	Cincinnati	83. KSFX-FM	San Francisco
34. WKBW	Buffalo	KGW	Portland
WPIX-FM	New York	WNDE	Indianapolis
36. WEFM-FM	Chicago	WQXI-FM	Atlanta
WXXK-FM	Pittsburgh	87. WJMO	Cleveland
38. KDIA	Oakland	KSHE-FM	St. Louis
WZZD	Philadelphia	89. WBBF	Rochester
40. WPJB-FM	Providence	WLPL-FM	Baltimore
41. KIQQ-FM	Los Angeles	WNIC-FM	Detroit
KIIS-FM	Los Angeles	92. WCOZ-FM	Boston
KXOK	St. Louis	WWDC-FM	Washington
44. KBEQ-FM	Kansas City	KYYS-FM	Kansas City
45. KVA	San Francisco	WLCY	Tampa
WFIL	Philadelphia	96. WGRD-FM+	Grand Rapids
47. KWST-FM	Los Angeles	WGH	Norfolk
KUPD-FM	Phoenix	KTFM-FM	San Antonio
49. KFMB-FM	San Diego	99. WBLI-FM	New York
50. WJLB	Detroit	KIIS	Los Angeles
		KTLK	Denver
		KALL-FM	Salt Lake City

AMERICA'S LEADING STATIONS (18-34)\*

1. WBLS-FM	New York	52. KSFY-FM	Boston
2. WABC	New York	53. WASH-FM	San Francisco
3. WPLJ-FM	New York	54. WRFM-FM	Washington
4. WXLO-FM	New York	55. WPGC-FM+	New York
5. WCBS-FM	New York	56. WEEI-FM	Washington
6. WNBC	New York	57. KRBE-FM	Boston
7. WNEW-FM	New York	WFIL	Houston
8. WLS	Chicago	WMGK-FM	Philadelphia
9. KMET-FM	Los Angeles	60. WWWW-FM	Philadelphia
10. KFRC	San Francisco		Detroit
11. WBMX-FM	Chicago	WMMS-FM	Cleveland
12. WRIF-FM	Detroit	62. WKQX-FM	Chicago
13. KVIL-FM+	Dallas	63. KMOX	St. Louis
14. WRVR-FM	New York	64. KIIS-FM	Los Angeles
15. WFYR-FM	Chicago	KBIG-FM	Los Angeles
16. WPIX-FM	New York	66. WBBM-FM	Chicago
17. KNX-FM	Los Angeles	67. WMET-FM	Chicago
18. KLOS-FM	Los Angeles	68. WOOK-FM	Washington
19. KRTH-FM	Los Angeles	WABX-FM	Detroit
20. KHJ	Los Angeles	70. KSLQ-FM	St. Louis
21. WKTU-FM	New York	71. WWRL	New York
22. KUTE-FM	Los Angeles	72. WMJC-FM	Detroit
23. WCOZ-FM	Boston	WCAU-FM	Philadelphia
24. WDAS-FM	Philadelphia	74. KWST-FM	Los Angeles
25. WCLR-FM	Chicago	75. CKLW	Detroit
26. WYSP-FM	Philadelphia	WMAQ	Chicago
KJLQ-FM	Houston	WCBM	Baltimore
28. WINS	New York	78. WTAE	Pittsburgh
29. WRKO	Boston	WXRT-FM	Chicago
30. KQRS-FM+	Miami-St. Paul	80. WLOO-FM	Chicago
31. KSHE-FM	St. Louis	KIQQ-FM	Los Angeles
32. WYNY-FM	New York	82. WDVE-FM	Pittsburgh
33. WNIC-FM	Detroit	WXYV-FM	Baltimore
34. KIOI-FM	San Francisco	84. WZGC-FM	Atlanta
35. WJIT	New York	85. KPRI-FM	San Diego
36. KPOL-FM	Los Angeles	KSD	St. Louis
37. KRLA	Los Angeles	87. WKLS-FM	Atlanta
38. WLUP-FM	Chicago	KGB-FM	San Diego
39. WIND	Chicago	89. WNCN-FM	New York
WVON	Chicago	KMEL-FM	San Francisco
41. WNEW	New York	91. WROR-FM	Boston
42. WGN	Chicago	92. KZEW-FM	Dallas-FW
43. KABC	Los Angeles	WWDC-FM	Washington
WCBS	New York	KDAY	Los Angeles
45. WDAI-FM	Chicago	WBLI-FM	New York
WIOQ-FM	Philadelphia	WOR	New York
47. WCCO-FM	Minn-St. Paul	97. WLAK-FM	Chicago
WHN	New York	WJR	Detroit
49. WHUR-FM	New York	WOMC-FM	Detroit
WVBF-FM	Boston	100. WXYZ	Detroit

\*Based on 18-34, Metro, Mon-Sun, 6AM-12 Mid, Adults

AMERICA'S LEADING STATIONS (18-49)\*

1. WBLS-FM	New York	51. WMAQ	Chicago
2. WABC	New York	52. WBBM	Chicago
3. WCBS-FM	New York	53. WCOZ-FM	Boston
4. WPLJ-FM	New York	54. WMAL	Washington
5. WGN	Chicago	55. WADO	New York
6. WXLO-FM	New York	56. KMPC	Los Angeles
7. WINS	New York	57. KSFO	San Francisco
8. WCBS	New York	58. WBZ	Boston
9. WRFM-FM	New York	59. WNIC-FM	Detroit
10. WLS	Chicago	WYSP-FM	Philadelphia
11. WJR	Detroit	61. KPOL-FM	Los Angeles
12. WNEW-FM	New York	62. WYNY-FM	New York
13. KBIG-FM	Los Angeles	WOMC-FM	Detroit
14. KABC	Los Angeles	64. WASH-FM	Washington
15. WNEW	New York	65. KIOI-FM	Los Angeles
16. WHN	New York	66. KRLA	Los Angeles
17. KMOX	St. Louis	67. WTFM-FM	New York
18. WOR	New York	68. WJIB-FM	Boston
19. WLOO-FM	Chicago	69. KFI	Los Angeles
20. KFRC	San Francisco	70. WBAP	Ft. Worth
WRVR-FM	New York	KQRS-FM	Minneapolis
22. KDKA	Pittsburgh	WPGC-FM+	Washington
23. WHDH	Boston	KSHE-FM	St. Louis
WBMX-FM	Chicago	74. WPAT	New York
25. WFYR-FM	Chicago	75. WCBM	Baltimore
26. WCLR-FM	Chicago	76. WHUR-FM	New York
KVIL-FM+	Dallas	77. WVNJ-FM	New York
28. WCCO	Minneapolis	78. WMGK-FM	Philadelphia
29. KMET-FM	Los Angeles	KFWB	Los Angeles
30. WVON	Chicago	WSB	Atlanta
31. WIP	Philadelphia	81. WVBF-FM	Boston
32. WRIF-FM	Detroit	WCCO-FM	Minneapolis
33. WDAS-FM	Philadelphia	83. KSFX-FM	San Francisco
34. KNX-FM	Los Angeles	KNX	Los Angeles
35. WJIT	Detroit	WMCA	New York
36. WRKO	Boston	86. WMJC-FM	Detroit
37. KHJ	Los Angeles	KRBE-FM	Houston
38. KMJQ-FM	Houston	WNCN-FM	New York
39. WPIX-FM	New York	89. WLUP-FM	Chicago
40. KRTH-FM	Los Angeles	90. WUSL-FM	Philadelphia
41. KJOI-FM	Los Angeles	KNBR	San Francisco
42. WFIL	Philadelphia	92. WDAI-FM	Chicago
43. WPAT-FM	New York	93. WWRL	New York
44. WLAK-FM	Chicago	94. WEEI-FM	Boston
45. KYW	Philadelphia	WOOK-FM	Washington
46. WWSH-FM	Philadelphia		
47. KUTE-FM	Los Angeles		
48. WIND	Chicago		
49. WKIU-FM	New York		
50. KLOS-FM	Los Angeles		

AMERICA'S LEADING STATIONS (25-49)\*

1. WABC	New York	51. KFWB	Los Angeles
2. WBLS-FM	New York	52. WPLJ-FM	New York
3. WGN	Chicago	WNCN-FM	New York
4. WCBS	New York	54. WCBM	Baltimore
WCBS-FM	New York	KNX	Los Angeles
6. WINS	New York	56. KRTH-FM	Los Angeles
7. WRFM-FM	New York	57. WSB	Atlanta
8. WJR	Detroit	WMCA	New York
9. KABC	Los Angeles	59. KNBR	San Francisco
10. WOR	New York	60. WBAP	Fort Worth
11. KMOX	St. Louis	WASH-FM	Washington
12. WHN	New York	62. KFI	Los Angeles
13. WLS	Chicago	63. KLAC	Los Angeles
14. KBIG-FM	Los Angeles	64. WVNJ-FM	New York
WNEW	New York	WYNY-FM	New York
16. WLOO-FM	Chicago	KGO	San Francisco
17. WNBC	New York		
18. KDKA	Pittsburgh		
19. WRVR-FM	New York		
20. WCCO	Minneapolis		
21. WHDH	Boston		
22. WXLO-FM	New York		
23. WIP	Philadelphia		
24. WCLR-FM	Chicago		
25. WWSH-FM	Philadelphia		
WLAJ-FM	Chicago		
27. WJIT	New York		
KYW	Philadelphia		
KYW	Philadelphia		
29. KJOI-FM	Los Angeles		
30. WADO	New York		
31. WBBM	Chicago		
32. WPAT-FM	New York		
33. WMAL	Washington		
34. WVON	Chicago		
35. KMPC	Los Angeles		
36. KVIL-FM+	Dallas		
37. WIND	Chicago		
38. WMAQ	Chicago		
39. WBZ	Boston		
40. KSFO	San Francisco		
41. WJIB-FM	Boston		
42. WPAT	New York		
43. KFRC	San Francisco		
44. WFIL	Philadelphia		
45. WNEW-FM	New York		
46. WTFM-FM	New York		
KNX-FM	Los Angeles		
48. WBMX-FM	Chicago		
49. WFYR-FM	Chicago		
WOMC-FM	Detroit		

AMERICA'S LEADING GROUPS (35-64)

1. WOR	New York	KOST-FM	Los Angeles
2. WGN	Chicago	52. WDEE	Detroit
3. WCBS	New York	53. WBAP	Fort Worth
4. WRFM-FM	New York	54. WSB	Atlanta
5. WINS	New York	55. WADO	New York
6. WJR	Detroit	56. WLS	Chicago
7. WABC	New York	57. WQBA	Miami
8. WLOO-FM	Chicago	58. KABL	San Francisco
9. KBIG-FM	Los Angeles	59. WQAL-FM	Cleveland
10. KABC	Los Angeles	60. WTIC	Hartford
11. WNEW	New York	61. KOIT-FM	San Francisco
12. WPAT-FM	New York	62. WVON	Chicago
13. KDKA	Pittsburgh	63. WTMJ	Milwaukee
14. KMOX	St. Louis	WGAY-FM	Washington
15. WMCA	New York	65. KMBZ	Kansas City
16. WPAT	New York	66. WCLR-FM	Chicago
17. WCCO	Minneapolis	WOMC-FM	Detroit
18. KJOI-FM	Los Angeles	68. WNBC	New York
19. WHN	New York	69. WBNY-FM	Buffalo
WIP	Philadelphia	70. WDOK-FM	Cleveland
21. KYW	Philadelphia	71. WEZO-FM	Rochester
22. WLAK-FM	Chicago	WLW	Cincinnati
23. WWSH-FM	Philadelphia	73. WIND	Chicago
24. WBBM	Chicago	74. WLKW-FM	Providence
25. WMAL	Washington	75. WWJ	Detroit
26. WJIB-FM	Boston	WFIL	Philadelphia
27. KGO	San Francisco	77. WJEZ-FM	Chicago
28. WHDH	Boston	78. WJOI-FM	Pittsburgh
29. KNX	Los Angeles	79. WIBC	Indianapolis
30. KFWB	Los Angeles	WCKY	Cincinnati
31. KSFO	San Francisco	KTRH	Houston
32. WBZ	Boston	WEEI	Boston
33. WVNJ-FM	New York	83. WNCN-FM	New York
34. WMAQ	Chicago	84. WVNJ	New York
35. WCBM	Baltimore	WJMD-FM	Washington
36. KMPC	Los Angeles	KEZK-FM	St. Louis
37. WTFM-FM	New York	87. KOAX-FM	Dallas
38. WQXR-FM+	New York	88. WIL	St. Louis
39. WBLS-FM	New York	89. WUSL-FM	Philadelphia
40. WJR-FM	Detroit	WLIF-FM	Baltimore
41. WWJ-FM	Detroit	91. WLYF-FM	Miami
42. WJIT	New York	92. KFI	Los Angeles
43. KCBS	San Francisco	WJJD	Chicago
44. KFOG-FM	San Francisco	94. KPRC	Houston
KLAC	Los Angeles	95. WSNI-FM	Philadelphia
46. WCAU	Philadelphia	96. WBNS-FM	Columbus
WDVR-FM	Philadelphia	97. WCFL	Chicago
WCBS-FM	New York	98. KQYT-FM	Phoenix
49. KYND-FM	Houston	99. KEEY-FM	Minneapolis
50. WSHH-FM	Pittsburgh	100. KABL-FM	San Francisco

KOMO Seattle #68  
KSEA-FM Seattle #92

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\* Based on 35064 Adults, Mon-Sun, 6AM-MID, Metro, AVG 1/4 HRS

AMERICA'S LEADING STATIONS-12+ TSA AMD

1. WGN	Chicago	51. CKLW	Detroit
2. WOR	New York	52. KFAB	Omaha
3. WABC	New York	53. WTMJ	Milwaukee
4. WCBS	New York	54. KTRH	Houston
5. WINS	New York	55. KNBR	San Francisco
6. WBLS-FM	New York	56. KVIL-FM+	Dallas
7. WJR	Detroit	57. KMET-FM	Los Angeles
8. WCCO	Minneapolis	58. WPAT	New York
9. KDKA	Pittsburgh	59. WDAF	Kansas City
10. WLS	Chicago	60. WPAT-FM	New York
11. KYW	Philadelphia	61. WIBC	Indianapolis
12. KMOX	St. Louis	62. WOW	Omaha
13. KABC	Los Angeles	KHJ	Los Angeles
14. WBZ	Boston	64. WKBW	Buffalo
15. WTIC	Hartford	65. WRKO	Boston
16. KNX	Los Angeles	66. KJOI-FM	Los Angeles
17. WMCA	New York	67. KRLD	Dallas
18. WRFM-FM	New York	68. WADO	New York
19. WBBM	Chicago	69. WRIF-FM	Detroit
20. WNEW	New York	70. WWRL	New York
21. WNBC	New York	71. WJIB-FM	Boston
22. WMAQ	Chicago	72. KLOS-FM	Los Angeles
23. WBAP	Fort Worth	73. WNEW-FM	New York
24. WIP	Philadelphia	74. KLAC	Los Angeles
25. KFWB	Los Angeles	75. WOW	Omaha
26. KFRC	San Francisco	76. WPGC-FM+	Washington
27. KCBS	San Francisco	77. WPRO	Providence
28. KFI	Los Angeles	78. WWJ	Detroit
29. KGO	San Francisco	79. WGY	Schenectady
30. WMAL	Washington	80. KOA	Denver
31. KBIG-FM	Los Angeles	81. WBEN	Buffalo
32. WHDH	Boston	82. WDAS-FM	Philadelphia
33. WPLJ-FM	New York	83. WQXR-FM+	New York
34. WHN	New York	84. KNX-FM	Los Angeles
35. WCAU	Philadelphia	85. WFYR-FM	Chicago
36. WSB	Atlanta	86. KMBZ	Kansas City
37. WXLO-FM	New York	87. KHOW	Denver
38. KMPC	Los Angeles	88. WYSP-FM	Philadelphia
39. WLOO-FM	Chicago	89. WLAK-FM	Chicago
40. WEEI	Boston	KRTH-FM	Los Angeles
41. WBAL	Baltimore	91. WHK	Cleveland
42. WCBS-FM	New York	WCBM	Baltimore
43. WVON	Chicago	93. WXYZ	Detroit
44. WJIT	New York	94. WBMX-FM	Chicago
45. WOWO	Fort Wayne	WHBQ	Memphis
46. WFIL	Philadelphia	96. WGAR	Cleveland
47. WIND	Chicago	97. KSD	St. Louis
48. WLW	Cincinnati	98. KILT	Houston
49. KSFO	San Francisco	99. WARM	Scranton
50. WWSH-FM	Philadelphia	100. WRVA	Richmond

KOMO      Seattle      #98



AMERICA'S LEADING STATIONS-12+ TSA CUME\*

1. WABC	New York	38665	51. KTNQ	Los Angeles	8039
2. WLS	Chicago	29430	52. WMET-FM	Chicago	7991
3. WCBS	New York	26605	53. KRTH-FM	Los Angeles	7981
4. WINS	New York	25009	54. WCAU	Philadelphia	7688
5. WGN	Chicago	24058	55. WTIC	Hartford	7686
6. WOR	New York	23875	56. WPIX-FM	New York	7605
7. WNBC	New York	21465	57. WJIB-FM	Boston	7350
8. WJR	Detroit	19527	58. KNX-FM	Los Angeles	7305
9. WMAQ	Chicago	18719	59. WQXR-FM+	New York	7206
10. WBLS-FM	New York	16251	60. WNEW-FM	New York	7178
11. WPLJ-FM	New York	15961	61. KIIS-FM	Los Angeles	7082
12. WXLO-FM	New York	15906	62. WLAK-FM	Chicago	7020
13. KNX	Los Angeles	15179	63. WPGC-FM+	Washington,DC	7015
14. WBBM	Chicago	14892	64. WFII-FM	Philadelphia	6725
15. KABC	Los Angeles	14781	65. WXYZ	Detroit	6639
16. KYW	Philadelphia	14440	66. KRLA	Los Angeles	6585
17. KDKA	Pittsburgh	14386	67. WVON	Chicago	6563
18. CKLW	Detroit	13978	68. KDWB+	Minneapolis	6552
19. KFRC	San Francisco	13286	69. WMAL	Washington	6500
20. KBIG-FM	Los Angeles	12862	70. WVBF-FM	Boston	6471
21. KFWB	Los Angeles	12761	71. WSB	Atlanta	6405
22. WCCO	Minneapolis	12567	72. WGAR	Cleveland	6354
23. WBZ	Boston	12361	73. KLAC	Los Angeles	6343
24. KFI	Los Angeles	12355	74. WJR-FM	Detroit	6291
25. WCBS-FM	New York	12134	75. WWJ	Detroit	6197
26. WMCA	New York	12051	76. WBAL	Baltimore	6171
27. WBAP	Fort Worth	11544	77. WDAI-FM	Chicago	6159
28. WRFM-FM	New York	11204	78. WOW	Omaha	6146
29. WHN	New York	10805	79. WZZD	Philadelphia	6116
30. KHJ	Los Angeles	10747	80. WYSP-FM	Philadelphia	6041
31. WFIL	Philadelphia	10710	81. WCLR-FM	Chicago	6017
32. WIND	Chicago	10620	82. WEEI	Boston	5988
33. WRKO	Boston	10570	83. WFYR-FM	Chicago	5967
34. KMOX	St. Louis	10539	84. WYNY-FM	New York	5899
35. WNEW	New York	10304	85. KOST-FM	Los Angeles	5741
36. WPAT	New York	10161	86. WKTU-FM	New York	5728
37. WHDH	Boston	9360	87. WWWE	Cleveland	5726
38. WIP	Philadelphia	9294	88. WBMX-FM	Chicago	5717
39. WLW	Cincinnati	9207	89. XTRA	Los Angeles	5700
40. WPAT-FM	New York	8975	90. WVNJ-FM	New York	5696
41. KMET-FM	Los Angeles	8684	91. KSD	St. Louis	5676
42. WLOO-FM	Chicago	8581	92. WITS	Boston	5668
43. KLOS-FM	Los Angeles	8516	93. KNBR	San Francisco	5665
44. KGO	San Francisco	8512	94. WTMJ	Milwaukee	5653
45. KJOI-FM	Los Angeles	8504	95. WDAF	Kansas City	5601
46. WWSH-FM	Philadelphia	8494	96. KTSA	San Antonio	5573
47. KMPC	Los Angeles	8411	97. WPEZ-FM	Pittsburgh	5520
48. KCBS	San Francisco	8236	98. WOWO	Fort Wayne	5477
49. KSFO	San Francisco	8061	99. KXOK	St. Louis	5372
50. WRIF-FM	Detroit	8051	100. WDRQ-FM	Detroit	5368

101.	KRLD	Dallas	5337	151.	WASH-FM	Washington	4271
102.	WNIC-FM	Detroit	5299	152.	WCAO	Baltimore	4251
103.	WMMS-FM	Cleveland	5298	153.	KSLQ-FM	St. Louis	4229
104.	WTFM-FM	New York	5260	154.	KFAB	Omaha	4228
105.	KILT	Houston	5215	155.	WVNJ	New York	4215
106.	WBBM-FM	Chicago	5185	156.	WJLB	Detroit	4197
107.	WXKX-FM	Pittsburgh	5175	157.	WOMC-FM	Detroit	4189
108.	WZGC-FM	Atlanta	5138	158.	WKRQ-FM	Cincinnati	4165
109.	WKQX-FM	Chicago	5084	159.	WOKY	Milwaukee	4164
110.	WKBW	Buffalo	5072	160.	WISN	Milwaukee	4132
111.	WDVR-FM	Philadelphia	5056	161.	WSHH-FM	Pittsburgh	4108
112.	WHYI-FM	Miami	5049	162.	WKTQ	Pittsburgh	4093
113.	WCFL	Chicago	5015	163.	KPOL	Los Angeles	4090
114.	WHBQ	Memphis	4978	164.	WIBC	Indianapolis	4068
115.	KCMO	Kansas City	4970	165.	KFOG-FM	San Francisco	4065
116.	WCAU-FM	Philadelphia	4950	166.	WHO	Des Moines	4027
117.	KIOI-FM	San Francisco	4899	167.	KLIF	Dallas	4025
118.	KIQQ-FM	Los Angeles	4828	168.	WNCN-FM	New York	3996
119.	WCOZ-FM	Boston	4826	169.	WTAE	Pittsburgh	3993
120.	WBT	Charlotte	4825	170.	KTRH	Houston	3979
121.	WGR	Buffalo	4805	171.	WSAI	Cincinnati	3978
122.	WWJ-FM	Detroit	4800	172.	WGCL-FM	Cleveland	3976
123.	KSTP	Minn-SP	4794		KYTE	Portland	3976
124.	KABL	San Francisco	4773	174.	WMJC-FM	Detroit	3963
125.	WROR-FM	Boston	4733	175.	WTIC-FM	Hartford	3947
126.	KGW	Portland	4704	176.	KIMN	Denver	3915
127.	WLUP-FM	Chicago	4699	177.	WTOP	Washington	3908
128.	WRVR-FM	New York	4655	178.	KMBZ	Kansas City	3907
129.	WWWW-FM	Detroit	4617	179.	WOOK-FM	Washington	3898
	WDAS-FM	Philadelphia	4617	180.	WMGK-FM	Philadelphia	3894
131.	KSFX-FM	San Francisco	4592	181.	WGY	Schenectady	3880
132.	WEEI-FM	Boston	4541	182.	WJIT	New York	3875
133.	WWRL	New York	4527	183.	WCBM	Baltimore	3836
134.	KYA	San Francisco	4506	184.	KSHE-FM	St. Louis	3810
135.	WPEN	Philadelphia	4492	185.	KFJZ-FM	Dallas	3803
136.	WABX-FM	Detroit	4486	186.	WHAS	Louisville	3801
137.	WPRO	Providence	4482	187.	WDGY	Minneapolis	3785
138.	KPOL-FM	Los Angeles	4480	188.	WHB	Kansas City	3773
139.	KDAY	Los Angeles	4469	189.	WBEN	Buffalo	3728
140.	WIOQ-FM	Philadelphia	4460	190.	WQAL-FM	Cleveland	3670
141.	KRBE-FM	Houston	4439	191.	WAKY	Louisville	3662
142.	WDVE-FM	Pittsburgh	4432	192.	WTVN	Columbus	3650
143.	KVIL-FM+	Dallas	4399	193.	WWDC-FM	Washington	3641
144.	WNCI-FM	Columbus	4386	194.	WDEE	Detroit	3640
145.	KOA	Denver	4343	195.	WWWM-FM	Cleveland	3597
146.	KUTE-FM	Los Angeles	4302	196.	KLOK	San Jose	3594
147.	WCCO-FM	Minneapolis	4292	197.	WEFM-FM	Chicago	3583
148.	WKY	Oklahoma City	4291	198.	WHAM	Rochester	3555
149.	KWST-FM	Los Angeles	4285	199.	KYND-FM	Houston	3551
150.	KIIS	Los Angeles	4275	200.	WGRD-FM+	Grand Rapids	3537

201.	WCGY-FM	Boston	3528	251.	KEZK-FM	St. Louis	2966
202.	WZZP-FM	Cleveland	3523	252.	KSOL-FM	San Francisco	2964
203.	WBEN-FM	Buffalo	3518	253.	KIOA	Des Moines	2960
204.	KOIT-FM	San Francisco	3516	254.	WGCI-FM	Chicago	2956
205.	WBCN-FM	Boston	3497	255.	WLAC	Nashville	2945
206.	WLYF-FM	Miami	3473	256.	WARM	Scranton	2942
207.	KSCS-FM	Fort Worth	3469	257.	KNEW	Oakland	2940
208.	WGAY-FM	Washington	3459	258.	KQRS-FM+	Minneapolis	2937
209.	WMMR-FM	Philadelphia	3442	259.	WQXI-FM	Atlanta	2925
210.	WSM	Nashville	3423	260.	WBNY-FM	Buffalo	2907
211.	WJJD	Chicago	3412	261.	KBEQ-FM	Kansas City	2897
212.	WUSL-FM	Philadelphia	3410	262.	WMJX-FM	Miami	2893
213.	KHOW	Denver	3384	263.	WFLA	Tampa-SP	2887
214.	WRAL-FM	Raleigh	3371	264.	WRVQ-FM	Richmond	2854
215.	KMJQ-FM	Houston	3357	265.	WDRC	Hartford	2846
216.	WHIO	Dayton	3343	266.	WSB-FM	Atlanta	2842
217.	WSUN	Tampa-SP	3340	267.	WEZO-FM	Rochester	2839
218.	WLIF-FM	Baltimore	3335	268.	WBZ-FM	Boston	2836
219.	KFAC-FM	Los Angeles	3322	269.	WRVA	Richmond	2826
220.	WNDE	Indianapolis	3317	270.	KBAY-FM	San Francisco	2824
	WDOK-FM	Cleveland	3317	271.	WCOL	Columbus	2823
222.	WWSW	Pittsburgh	3277	272.	WKLS-FM	Atlanta	2822
223.	KFAC	Los Angeles	3268	273.	WHIO-FM	Dayton	2818
224.	WRQX-FM	Washington	3263	274.	WJMD-FM	Washington	2811
225.	KEZY	Anaheim	3262	275.	KKYX	San Antonio	2794
226.	KOMA	Okla City	3251	276.	WEED+	Pittsburgh	2785
227.	KOGO	San Diego	3241	277.	WFBC-FM	Greenville,SC	2784
228.	WLCY	Tampa	3226	278.	WGBS	Miami	2781
229.	WKRC	Cincinnati	3167	279.	WTRY	Troy	2778
230.	KPRC	Houston	3159	280.	WBNS-FM	Columbus	2773
231.	WHUR-FM	Washington	3158	281.	WWDB-FM	Philadelphia	2760
232.	WAYS	Charlotte	3156	282.	WMPS	Memphis	2755
233.	WZUU-FM	Milwaukee	3152	283.	WRBQ-FM	Tampa	2751
234.	WHEN	Syracuse	3126	284.	WBBF	Rochester	2748
235.	WHK	Cleveland	3113	285.	KFMB-FM	San Diego	2747
236.	WJEZ-FM	Chicago	3108		WJAR	Providence	2747
237.	WHYN	Springfield	3063	287.	WFMT-FM+	Chicago	2742
238.	WGMS-FM+	Washington	3062		KOAX-FM	Dallas-FW	2742
239.	WFAA	Dallas	3060	289.	WCAR	Detroit	2739
240.	WQXI	Atlanta	3051	290.	KOY	Phoenix	2738
241.	WQAM	Miami	3039	291.	KILT-FM	Houston	2720
242.	KABL-FM	San Francisco	3016	292.	KZEW-FM	Dallas-FW	2714
243.	KMEL-FM	San Francisco	3012	293.	KSAN-FM	San Francisco	2709
244.	WADO	New York	3009	294.	WNAP-FM	Indianapolis	2698
245.	WKSS-FM	Hartford	2996	295.	WLKW-FM	Providence	2697
246.	WPRO-FM	Providence	2984	296.	KCBQ	San Diego	2695
	KDIA	Oakland	2984	297.	KVOO	Tulsa	2692
248.	WING	Dayton	2981	298.	WSNI-FM	Philadelphia	2686
249.	WRC	Washington	2980	299.	WDAS	Philadelphia	2684
250.	WBLI-FM	New York	2979	300.	KDFC-FM+	San Francisco	2683

301.	KYYS-FM	Kansas City	2675
302.	WKYS-FM	Washington	2671
	WJOI-FM	Pittsburgh	2671
304.	WJZZ-FM	Detroit	2667
305.	WAAF-FM	Worcester	2659
306.	WPCH-FM	Atlanta	2653
307.	WFBR	Baltimore	2652
308.	KEEY-FM	Minneapolis	2634
309.	WPJB-FM	Providence	2612
310.	KRAK	Sacramento	2608
311.	WQHI-FM	Louisville	2603
312.	WCKY	Cincinnati	2600
313.	KUPD-FM	Phoenix	2597
314.	WFLN-FM	Philadelphia	2582
	KSL	Salt Lake City	2582
316.	WMZQ-FM	Washington	2570
317.	WCHB	Detroit	2568
318.	WLPX-FM	Milwaukee	2553
319.	KIKK-FM	Houston	2547
320.	WPTF	Raleigh	2534
321.	WBJW-FM	Orlando	2527
322.	KKUA	Honolulu	2502

\*Based on 12+ TSA Cume, Mon-Sun, 6AM-MID

THE FOLLOWING SEATTLE AND NEW ORLEANS STATIONS QUALIFY FOR THIS LIST:

KOMO	Seattle	4647	#129
KING	Seattle	4298	#146
WTIX	New Orleans	4227	#155
KJR	Seattle	3823	#184
KIRO	Seattle	3370	#215
KVI	Seattle	3284	#221
KVI-FM	Seattle	2635	#307
WNOE	New Orleans	2594	#314

AMERICA'S LEADING FM STATIONS\*

<u>Station</u>	<u>Market</u>	<u>Format (Syndicator)</u>	<u>Owner</u>
1. WBLS	New York	BLACK/DISCO	
2. WRFM	New York	BTFL MUS (Bonneville)	Bonneville
3. WPLJ	New York	ROCK	ABC
4. KBIG	Los Angeles	BTFL MUS (Bonneville)	Bonneville
5. WXLO	New York	ROCK	RKO
6. WLOO	Chicago	BTFL MUS (FM-100)	Century
7. WCBS	New York	CONTEMP	CBS
8. WWSH	Philadelphia	BTFL MUS (Schulke)	Cox
9. WPAT	New York	BTFL MUS	Capital Cities
10. KJOI	Los Angeles	BTFL MUS (Schulke)	LA Coke
11. KMET	Los Angeles	AOR	Metromedia
12. WJIB	Boston	BTFL MUS (Schulke)	GE
13. WLAK	Chicago	BTFL MUS (Schulke)	Storer
14. WNEW	New York	AOR	Metromedia
15. WRIF	Detroit	ROCK	ABC
16. WPGC+	Washington	ROCK	First Media
17. KLOS	Los Angeles	ROCK	ABC
18. WBMX	Chicago	BLACK	Sonderling
19. WDAS	Philadelphia	AOR	
20. WQXR+	New York	CLASSICAL	New York Times
21. WTFM	New York	BTFL MUS	
22. WVNU	New York	BTFL MUS	
23. WVBF	Boston	ROCK	Fairbanks
24. WMMS	Cleveland	AOR	Malrite
25. KMJQ	Houston	DISCO/BLACK	Amaturo
26. WCLR	Chicago	MOR (Bonneville)	Bonneville
27. WJR	Detroit	BTFL MUS (Bonneville)	Capital Cities
28. KRTH	Los Angeles	OLDIES/ROCK	RKO
29. WRVR	New York	JAZZ	Sonderling
30. KVIL+	Dallas	CONTEMP/MOR	Fairbanks
31. WYSP	Philadelphia	AOR (Burk-Abrams)	SJR
32. WPIX	New York	ROCK	WGN Cont
33. KNX	Los Angeles	SOFT ROCK	CBS
34. WCOZ	Boston	ROCK	John Blair
35. WZGC	Atlanta	ROCK	First Media
36. WFYR	Chicago	OLDIES/ROCK	RKO
37. WHYI	Miami	ROCK	Metroplex
38. WDVR	Philadelphia	BTFL MUS	
39. WIFI	Philadelphia	ROCK	GCC
40. KOST	Los Angeles	BTFL MUS (FM-100)	Cox
41. WLYF	Miami	BTFL MUS (Schulke)	Storer
42. WMET	Chicago	ROCK	Metromedia
43. WQAL	Cleveland	BTFL MUS (Bonneville)	SJR
44. KRBE	Houston	ROCK	GCC
45. WSHH	Pittsburgh	BTFL MUS (Schulke)	Nationwide
46. WDVE	Pittsburgh	AOR (Burk-Abrams)	Taft
47. KUTE	Los Angeles	BLACK/DISCO	
48. KFOG	San Francisco	BTFL MUS (Schulke)	GE
49. KIIS	Los Angeles	ROCK	Combined Comm
50. WASH	Washington	ROCK	Metromedia

<u>Station</u>	<u>Market</u>	<u>Format (Syndicator)</u>	<u>Owner</u>
51. WKTU	New York	SOFT AOR (Burk-Abrams)	SJR
WDAI	Chicago	ROCK	ABC
53. WOMC	Detroit	MOR/SOFT ROCK/BTFL MUS	Metromedia
54. WNCN	New York	CLASSICAL	GAF
55. WLUP	Chicago	AOR	
56. WWJ	Detroit	BTFL MUS (FM-100)	Detroit News
KSHE	St. Louis	AOR	Century
58. KIOI	San Francisco	SOFT ROCK	Pacific FM
59. WNCI	Columbus	ROCK	Nationwide
60. WPEZ	Pittsburgh	ROCK	
61. KYND	Houston	BTFL MUS (Schulke)	Harte-Hanks
WNIC	Detroit	EASY ROCK	
63. WROR	Boston	OLDIES/ROCK	RKO
64. WYNY	New York	SOFT ROCK	NBC
65. WEEI	Boston	SOFT ROCK	CBS
66. WOOK	Washington	BLACK	United
KSLQ	St. Louis	ROCK	Charter
68. WEZO	Rochester	BTFL MUS (Bonneville)	Malrite
69. WXXK	Pittsburgh	ROCK	Taft
WDOK	Cleveland	BTFL MUS (Churchill)	Combined Comm
71. WLIF	Baltimore	BTFL MUS (Schulke)	Cox
72. WKRQ	Chicago	AOR	NBC
73. WGAY	Washington	BTFL MUS	Greater Media
74. KWST	Los Angeles	AOR	Century
75. KEZK	St. Louis	BTFL MUS (Schulke)	Metroplex
76. KFJZ	Dallas-FW	ROCK	Swanson
77. WRVQ	Richmond	ROCK	Harte-Hanks
78. KQRS+	Minneapolis	AOR	McKenna
WIOQ	Philadelphia	ROCK	
80. KPOL	Los Angeles	SOFT AOR (Burk-Abrams)	Capital Cities
WCAU	Philadelphia	DISCO/JAZZ	CBS
WCCO	Minneapolis	ROCK	
83. KOIT	San Francisco	BTFL MUS (Bonneville)	Bonneville
84. WKQX	Chicago	AOR	NBC
85. WUSL	Philadelphia	BTFL MUS (FM-100)	LIN
WSNI	Philadelphia	COUNTRY (FM-100)	Rust Craft
87. KUPD	Phoenix	ROCK	
88. KSCS	Ft. Worth	COUNTRY	Capital Cities
WDRQ	Detroit	ROCK	Charter
90. WMGK	Philadelphia	SOFT ROCK	Greater Media
91. WGRD+	Grand Rapids	ROCK	Regional
92. WBNY	Buffalo	BTFL MUS (Schulke)	McCormick
93. KSFY	San Francisco	AOR	ABC
WBLI	New York	OLDIES/MOR	Beck-Ross
95. WEZN	Bridgeport	BTFL MUS (TM)	
WHUR	Washington		Howard Univ
97. WKSS	Hartford	BTFL MUS (Schulke)	Insilco
98. WXTZ	Indianapolis	BTFL MUS (Schulke)	Mid America
99. WHUD	New York	BTFL MUS	
100. WWWW	Detroit	AOR (Burk-Abrams)	Starr

RADIO STATIONS WITH CUME RATINGS EXCEEDING 33%\*

1. WJBC	Bloomington	51. WMEE	Fort Wayne	101. WKAZ	Charles, WV
2. KWWL	Waterloo	52. WMAZ	Macon	102. KYSN	Colorado Spgs
3. WROK	Rockford	53. WNAM	Appleton	103. WFLB	Fayetteville
4. WOWO	Fort Wayne	KFXD	Boise	WRUN	Utica
5. WWNC	Asheville	55. WFLY	Chattanooga	WTMA	Charles, SC
6. KDKA	Pittsburgh	WOW	Omaha	106. WSB	Atlanta
7. WGEE	Green Bay	57. WIRL	Peoria	107. WSBA	York
8. WICC	Bridgeport	58. WRVA	Richmond	108. KRIO	McAllen
9. WHYN	Springfield	WVAM	Altoona	WJLQ-FM	Pensacola
10. KOOK	Billings	60. WTAG	Worcester	WLVU-FM	Erie
11. WLVA	Lynchburg	61. KENI	Anchorage	111. WKZO	Kalamazoo
12. WCCO	Minneapolis	WGIR	Manchester	WMAZ-FM	Macon
13. KELO	Sioux Falls	WGY	Schenectady	113. KEEL	Shreveport
14. WTIC	Hartford	64. KQDI	Great Falls	114. WBBQ-AM	Augusta
15. KYJC	Medford	KVOL	Lafayette	115. KTRN	Wichita Falls
16. WFBG	Altoona	66. WELI	New Haven	116. WKRG-FM	Mobile
17. WSJS	Wins-Sal	WKBW	Buffalo	WBBQ-FM	Augusta
18. WMT	Cedar Rapids	68. KLMS	Lincoln	118. WISE	Asheville
19. WGAN	Portland	69. WBNQ-FM	Bloomington	119. KFOR	Lincoln
20. KDZA	Pueblo	70. WHEN	Springfield	120. WRIE	Erie
21. WARM	Scranton	71. WAYS	Charlotte	KOB	Albuquerque
22. WQSM-FM	Fayetteville	KFGO	Fargo	122. WGRD-FM	Kalamazoo
23. KTDY-FM	Lafayette	73. WHAM	Rochester	123. KUGN	Eugene
WGBF	Evansville	74. WJET	Erie	124. WAAY	Huntsville
25. KMOX	St. Louis	WHP	Harrisburg	KCBN	Reno
26. WWVA	Wheeling	76. WRTA	Altoona	KYYA-FM	Billings
27. WKMI	Kalamazoo	WRBR-FM	South Bend	127. KSTT	Daven-RI-Mo
28. WHHY	Montgomery	WRJZ	Knoxville	WISM	Madison
29. WROV	Roanoke	79. KMON	Great Falls	129. WTRY	Troy
30. WLW	Cincinnati	WCKK-FM	Erie	WFEA	Manchester
31. WBT	Charlotte	81. KEWI	Topeka	131. KDAL	Duluth
32. KCRG	Cedar Rapids	KEYS	Corpus Christi	WNOX	Knoxville
33. WLAP	Lexington	KTSA	San Antonio	133. KMYX	Yakima
34. KFAB	Omaha	84. WCKS-FM	Cocoa	134. KISD	Sioux Falls
35. WJOX	Jackson	85. WSGS	Saginaw	WSAM	Saginaw
36. WIXX-FM	Green Bay	WTHI	Terre Haute	WIBC	Indianapolis
37. WDAK	Columbus	87. WIBX	Utica	137. KOLO	Reno
KNIN	Wichita Falls	WING	Dayton	138. KLEO	Wichita
39. WEBC	Duluth	WAKR	Akron	WHBF	Daven-RI-Mo
40. KSOO	Sioux Falls	90. KJRB	Spokane	140. KDON-FM	Salinas
41. KVOX	Fargo	WJR	Detroit	141. WKBO	Harrisburg
42. WNBF	Binghamton	92. WKY	Okla City		
43. WHIO	Dayton	93. WPRO	Providence		
WBOW	Terre Haute	94. WEEU	Reading		
KGBT	Harlingen	95. KKUA	Honolulu		
46. WGLF-FM	Tallahassee	WFIR	Roanoke		
WVLK	Lexington	97. WTLB	Utica		
48. WHBC	Canton	98. WTMJ	Milwaukee		
49. WDAY	Fargo	WGNT	Huntington		
50. WSBT	South Bend	KPUR	Amarillo		

\*Based on 12+ Metro,  
Broadcast Week

Simulcast Qualifiers:

WGRD-FM+	Grand Rapids
WKEE-FM+	Huntington
WAKX-FM+	Duluth
WVIC-FM+	Lansing
KBOY+	Medford

AMERICA'S LEADING STATIONS-12+ METRO SHARE\*

1. WJBC	Bloomington	44.6	WHYN	Springfield	21.7
2. WWNC	Asheville	38.4	32. WSGW	Saginaw	21.5
3. KWWL	Waterloo	32.5	33. WBOW	Terre Haute	21.4
4. KGBT	McAllen-Brown	32.2	34. WBT	Charlotte	21.2
5. KFGO	Fargo	28.5	35. WCGQ-FM	Columbus, GA	21.1
6. KTDY-FM	Lafayette	27.7	36. WMEF-FM	Fort Wayne	20.8
7. WMT	Cedar Rapids	27.4	WKRQ-FM	Mobile	20.8
8. WQSM-FM	Fayetteville	26.9	38. KQDI	Great Falls	20.7
9. WCCO	Minneapolis	26.0	39. WSJS	Winston-Salem	20.5
10. WTIC	Hartford	25.7	40. WCCK-FM	Erie	20.3
11. WIKY-FM	Evansville	25.6	41. KVOO	Tulsa	20.1
12. KMOX	St. Louis	25.3	42. WELI	New Haven	19.9
KMON	Great Falls	25.3	43. WSLC	Roanoke	19.7
14. WRAK	Rockford	25.1	WDUZ	Green Bay	19.7
WOWO	Fort Wayne	25.1	45. KYYA-FM	Billings	19.3
16. KDZA	Pueblo	24.8	WRVQ-FM	Richmond	19.3
KSOO	Sioux Falls	24.8	WHIO	Dayton	19.3
18. WWVA	Charleston	24.7	48. WGAN	Portland	19.2
19. KDKA	Pittsburgh	24.5	WGER-FM	Saginaw	19.2
20. KFAB	Omaha	24.2	50. WRBR-FM	South Bend	19.1
			KFQD	Anchorage	19.1
21. WGBF	Evansville	24.0			
22. WIXX-FM	Green Bay	23.9			
23. WLWU-FM	Erie	23.5			
24. KLUR-FM	Wichita Falls	23.3			
25. WGLF-FM	Tallahassee	22.8			
KOOK	Billings	22.8			
27. WLVA	Lynchburg	22.4			
28. WJJS-FM	Lynchburg	21.9			
29. KYJC	Medford	21.8			
30. WHHY	Montgomery	21.7			

\*Based on 1/4 HR Metro Share, 12+, Broadcast Week

Simulcast Qualifiers:

WKEE-FM+	Huntington	23.8
KBOY+	Medford	21.0



FM  
AMERICA'S LEADING STATIONS-12+ METRO SHARE\*

1. KTDY	Lafayette	27.7	31. WEZN	Bridgeport	15.8
2. WQSM	Fayetteville	26.9	WBBQ	Augusta	15.8
3. WIKY	Evansville	25.6	WLAP	Lexington	15.8
4. WIXX	Green Bay	23.9	34. WJLQ	Pensacola	15.7
5. WLVU	Erie	23.5	WBNQ	Bloomington	15.7
6. KLUR	Wichita Falls	23.3	36. WEAS	Savannah	15.5
7. WGLF	Tallahassee	22.8	37. WBNS	Columbus	15.3
8. WJJS	Lynchburg	21.9	38. WFBG	Altoona	15.1
9. WCBQ	Columbus, GA	21.1	KEWT	Sacramento	15.1
10. WMEF	Fort Wayne	20.8	WLYF	Fort Lauderdale	15.1
WKRK	Mobile	20.8	41. WIVY	Jacksonville	14.9
12. WCKK	Erie	20.3	42. KASE	Austin	14.8
13. WRVQ	Richmond	19.3	WBJW	Orlando	14.8
KYYA	Billings	19.3	WDBO	Orlando	14.8
15. WGER	Saginaw	19.2	WRBQ	Lakeland	14.8
16. WRBR	South Bend	19.1	46. WGLD	Winston-Salem	14.7
17. WEAT	West Palm Beach	18.6	47. KFMQ	Lincoln	14.6
WCKS	Mel-Titus-Cocoa	18.6	WIVK	Knoxville	14.6
WEZO	Rochester	18.6	WLOS	Asheville	14.6
20. KQIZ	Amarillo	18.3	KIIK	Daven-RI-Mo	14.6
21. WMAZ	Macon	17.5			
22. KLAZ	Little Rock	17.4			
23. WWLV	Daytona Beach	16.9			
24. KFFM	Yakima	16.7			
KGNC	Amarillo	16.7			
26. WPXI	Charleston, SC	16.5			
KWTX	Waco	16.5			
28. WEZK	Knoxville	16.1			
WHIO	Dayton	16.1			
WQYT	Binghampton	16.1			

\*Based on 1/4 HR Metro Share, 12+, Broadcast Week

Simulcast Qualifiers:

WKEE-FM+	Huntington	23.8
WJBQ-FM+	Portland	17.3
WGRD-FM+	Grand Rapids	15.8

NATIONAL FM SHARES\*

METRO

APR/MAY 78	47.638%	(8,565,600 of 18,025,100)
OCT/NOV 77	46.501%	(6,561,700 of 14,110,900)
APR/MAY 77	44.428%	(7,745,900 of 17,434,700)
OCT/NOV 76	43.818%	(6,079,600 of 13,874,800)
APR/MAY 76	40.886%	(6,882,900 of 16,834,200)

METRO FM GROWTH RATE

A/M 76 - A/M 77	7.225%
A/M 77 - A/M 78	8.663%

ADI (Top 50 ADI'S)

APR/MAY 78	48.69%	(8,257,800 of 16,961,300)
OCT/NOV 77	47.82%	(7,474,700 of 15,631,600)
APR/MAY 77	45.83%	(7,669,900 of 16,736,400)
OCT/NOV 76	43.78%	(7,096,200 of 16,208,900)
APR/MAY 76	42.01%	(6,853,400 of 16,312,900)
APR/MAY 75	38.91%	(6,229,800 of 16,009,800)

ADI FM GROWTH RATE

A/M 75 - A/M 76	7.967%
A/M 76 - A/M 77	9.093%
A/M 77 - A/M 78	6.241%

\*Based on MSA or ADI; 1/4 HR AVG, 12+, Broadcast Week. Remember that not all of the APR/MAY markets are resurveyed in OCT/NOV.

ADI RANKINGS-FM SHARE OF AUDIENCE\*

<u>AM 78 Rank</u>	<u>MARKET</u>	<u>A/M 78</u>	<u>A/M 77</u>	<u>A/M 76</u>	<u>A/M 75</u>
1.	Washington	63.84	60.19	55.41	47.73
2.	Orlando	61.09	53.45	51.53	44.50
3.	Houston	59.69	55.38	49.42	40.42
4.	Norfolk	59.50	56.51	55.42	44.38
5.	Harris-Lanc-York	59.40	49.95	47.85	43.62
6.	Dallas-Fort Worth	56.89	52.44	47.84	37.94
7.	Atlanta	56.08	50.96	45.35	45.62
8.	Grand Rapids/Kala	55.28	50.26	43.52	38.09
9.	Philadelphia	55.26	54.74	46.28	43.74
10.	Miami	53.64	51.31	47.91	45.93
11.	Detroit	53.62	50.32	46.16	41.12
12.	Tampa-St. Pete	53.60	53.69	54.42	40.65
13.	Cleveland	53.08	46.52	45.41	40.01
14.	Columbus	52.60	49.24	44.79	31.63
15.	Nashville	52.33	41.25	42.64	33.96
16.	Green-Spart-Ashe	51.29	46.17	40.70	38.77
17.	Boston	50.74	46.62	47.53	44.98
18.	Indianapolis	50.61	47.65	46.41	33.54
19.	Phoenix	50.27	44.34	45.71	34.17
20.	Charlotte	49.79	43.03	41.02	40.50
21.	Hartford-New Haven	49.35	45.58	44.85	41.60
22.	San Diego	49.19	43.48	42.70	33.31
23.	Chicago	48.10	47.41	37.92	33.48
24.	Baltimore	47.87	43.91	37.57	33.27
25.	Providence	47.37	44.20	41.71	39.82
26.	Kansas City	47.22	41.73	46.05	42.38
27.	Charles-Hunting	47.21	41.06	31.52	28.62
28.	Los Angeles	47.13	47.22	43.03	39.37
29.	New York	46.96	44.16	43.21	40.63
30.	Milwaukee	46.16	39.73	41.21	36.28
31.	Pittsburgh	45.39	42.35	37.04	31.56
32.	Denver	45.29	41.93	37.75	38.31
33.	Cincinnati	44.30	45.45	41.71	32.72
34.	Oklahoma City	44.16	42.64	36.91	35.78
35.	San Francisco	43.82	43.29	37.87	34.63
36.	St. Louis	43.73	38.87	34.37	32.52
37.	Seattle	43.26	38.15	31.44	32.98
38.	Buffalo	43.23	43.95	40.53	38.99
39.	New Orleans	42.35	45.05	41.44	37.34
40.	Sacramento	42.11	42.28	34.91	34.38
41.	Dayton	41.76	44.02	35.54	42.89
42.	Louisville	41.21	41.49	31.03	22.04
43.	Salt Lake City	39.07	-----	34.10	-----
44.	Minneapolis	39.05	33.61	31.85	27.80
45.	Birmingham	38.57	34.43	-----	-----
46.	Memphis	37.67	34.36	27.45	27.70
47.	Portland	36.26	33.89	32.78	32.14
48.	NE PENN	34.94	33.64	25.79	31.76
49.	Albany-Schen-Troy	34.90	34.08	31.85	34.31
50.	San Antonio	33.57	28.52	27.02	22.24
TOP 50 ADI'S - FM SHARE		48.69	45.83	42.01	38.91

\*Based on 12+ ADI, 1/4 HR AVG, Broadcast Week

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENERSHIP\*

HIGHEST

LOWEST

1. Melbourne-Titus-Cocoa	71.75%	1. McAllen-Brownsville	19.55%
2. Lansing	68.26	2. Anchorage	20.35
3. Lancaster	68.23	3. Medford	20.57
4. Greenville, NC	67.42	4. Honolulu	20.89
5. West Palm Beach	67.18	5. JC-Kings-Bris	23.83
6. Pensacola	67.07	6. Fargo	25.64
7. Washington	63.54	7. Bakersfield	27.03
8. Austin	61.90	8. Sioux Falls	27.27
9. York	61.73	9. Duluth	27.56
10. Grand Rapids	61.39	10. Cedar Rapids	27.84
11. Ft. Lauderdale	61.20	11. Asheville	28.25
12. Houston	60.68	12. Waterloo	28.67
13. Dallas-Fort Worth	60.63	13. Charleston, WV	29.43
14. Columbia, SC	59.59	14. Chattanooga	29.96
15. Savannah	59.09	15. Great Falls	30.12
16. Charleston, SC	58.55	16. Rockford	31.01
17. Cleveland	58.30	17. Eugene-Spring	31.45
18. Daytona Beach	57.54	18. Huntsville	32.38
19. Wilmington	57.31	19. Montgomery	32.45
20. Norfolk	57.03	20. Stockton	32.56
21. Madison	56.75	21. Bloomington	32.91
22. Oklahoma City	56.69	22. Wheeling	33.02
23. Orlando	56.40	23. Boise	33.04
24. Mobile	55.39		
25. Lakeland	55.35		

\*Table shows FM's share of total radio listening, 12+ Metro, 1/4 HR AVG, Broadcast Week.

NOTE: In Apr/May 77 there were 27 markets with a FM percentage over 50%. This year there were 48.

Among the markets making the greatest increases were:

	<u>1977</u>	<u>1978</u>
Modesto	28.24	41.95
Austin	47.20	61.90
Corpus Christi	22.65	37.06
Madison	39.06	56.75
Peoria	30.31	46.91

MARKETS WITH HIGHEST AND LOWEST APR'S\*

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Bridgeport	19.1	1. Great Falls	12.5
2. Ft. Lauderdale	18.9	2. Greenville, NC	13.1
3. NE PA	18.8	Des Moines	13.1
Duluth	18.8	4. Stockton	13.3
5. Miami	18.3	5. Eugene-Springfield	13.4
6. Providence	18.2	Green Bay	13.4
7. Huntington	18.1	7. Billings	13.5
8. New Bedford	17.7	Columbus, GA	13.5
9. El Paso	17.5	Tallahassee	13.5
10. South Bend	17.4	10. Baton Rouge	13.7
11. Hartford	17.3	Pueblo	13.7
San Antonio	17.3	Cedar Rapids	13.7
13. Charleston, SC	17.2	Amarillo	13.7
West Palm Beach	17.2	Daven-Rock Is-Moline	13.7

Mean APR for all rated markets:

A/M 78	15.42
A/M 77	15.29
A/M 76	15.40
A/M 75	15.74

\* Based on the Average Persons Rating, Mon-Sun, 6 AM-Midnight, MSA, 12+

The APR shows the average percentage of the 12+ population which is using radio. The figure is very roughly comparable to television Households Using Television (HUT) rating.

STATION FORMATS AND FORMAT LISTENERSHIP\*

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	2,399,000 (355)	4,006,500 (483)	6,405,500 (838)	35.91
MOR	2,780,000 (383)	222,400 (71)	3,002,400 (454)	16.83
BTFL MUSIC	280,000 (49)	2,701,500 (303)	2,981,500 (352)	16.71
COUNTRY	1,164,000 (309)	489,600 (133)	1,653,600 (442)	9.27
NEWS/INFO/TALK	1,540,900 (76)	20,000 (2)	1,560,900 (78)	8.75
BLACK	616,500 (95)	615,300 (48)	1,231,800 (143)	6.90
SPANISH	294,300 (40)	14,800 (5)	309,100 (45)	1.73
CLASSICAL	51,000 (11)	198,200 (30)	249,200 (41)	1.40
RELIGION	147,300 (92)	66,400 (51)	213,700 (143)	1.20
JAZZ	1,000 (1)	76,500 (9)	77,500 (10)	0.43
UNKNOWN	27,300 (28)	27,200 (28)	54,500 (56)	0.31
VARIETY	49,200 (29)	2,400 (4)	51,600 (33)	0.29
BIG BAND	15,600 (8)	10,600 (4)	26,200 (12)	0.15
ETHNIC	5,800 (3)	16,400 (3)	22,200 (6)	0.12
	<u>9,371,900 (1479)</u>	<u>8,467,800 (1174)</u>	<u>17,839,700 (2653)</u>	

PERCENTAGE ON AM AND FM BAND LISTENING TO SELECTED FORMATS

	<u>AM</u>	<u>FM</u>	<u>COMBINED</u>	<u>A/M 77%</u>
ROCK/CONTEMP	25.60	47.31	35.91	34.80
MOR	29.66	2.63	16.83	17.32
BTFL MUSIC	2.99	31.90	16.71	17.66
COUNTRY	12.42	5.78	9.27	9.32
NEWS/INFO/TALK	16.44	0.24	8.75	9.26
BLACK	6.58	7.27	6.90	6.33
SPANISH	3.14	0.17	1.73	1.88
CLASSICAL	0.54	2.34	1.40	1.31
RELIGION	1.57	0.78	1.20	0.89
JAZZ	0.01	0.90	0.43	0.31
UNKNOWN	0.29	0.32	0.31	0.37
VARIETY	0.52	0.03	0.29	0.12
BIG BAND	0.17	0.13	0.15	0.12
ETHNIC	0.06	0.19	0.12	0.28

BEST AND WORST MARKETS FOR VARIOUS FORMATS

ROCK/CONTEMP (National Average: 35.91%)

<u>HIGHEST %</u>		<u>LOWEST %</u>	
1. Lafayette	67.8	1. Winston-Salem	25.9
2. Lexington	64.0	2. Greensboro	26.5
3. Fayetteville	58.9	3. Dayton	27.1
4. Waterloo	58.7	4. Flint	27.3
5. Great Falls	56.6	Duluth	27.3
6. Allen-Beth-Easton	52.2	6. Daytona Beach	27.4
7. Appleton-Oshkosh	51.2	7. Indianapolis	28.0
8. Lansing	50.3	8. Miami	28.1
9. Madison	50.1	9. Chicago	28.5
10. Oklahoma City	49.8	10. Saginaw	28.7
11. Austin	49.2	11. Tampa-St. Pete	29.3
12. San Diego	49.1	Ft. Lauderdale	29.3
Wheeling	49.1	13. Shreveport	29.4
14. Kalamazoo	48.3	14. Waco	29.6
15. Omaha	48.1	Lakeland	29.6

BEAUTIFUL MUSIC (National Average: 16.71%)

<u>HIGHEST %</u>		<u>LOWEST %</u>	
1. Tampa-St. Pete	34.7	1. McAllen-Brownsville	4.5
2. Daytona Beach	34.5	2. Augusta	5.4
3. Melbourne-Titus-Cocoa	33.5	3. John City-Kings-Brist	6.1
4. West Palm Beach	32.7	4. Lafayette	6.6
5. Cleveland	31.1	5. Birmingham	7.5
6. Albany-Sch-Troy	30.2	Mobile	7.5
7. Tucson	29.4	7. Montgomery	7.7
8. Evansville	29.2	8. Huntsville	8.2
9. Ft. Lauderdale	28.8	9. Columbia, SC	8.6
10. Orlando	25.5	10. Fayetteville	8.7
11. Erie	25.4	11. Raleigh	8.8
12. Rochester	25.2	12. NE PA	9.0
13. York	24.2	Fargo	9.0
14. Grand Rapids	24.0	Greenville, NC	9.0
		15. Madison	9.1

NOTE: Format information for this section came from the 1978 Broadcasting Yearbook and/or the June or July 1978 edition of SRDS. Often the station format descriptions are cryptic, at best. Sometimes I had to refer to the demographics of a station's audience before I could estimate the format. I had the most difficulty in determining whether an "adult contemporary" station should be labeled as "MOR" or "contemporary". Usually they were MOR.

In some markets you will notice extremely low figures for a particular format. For instance in Little Rock I show a MOR percentage of 0.0. In this market the format may be programmed on certain stations at certain times. However, there are not any stations which are using the format for the majority of their broadcast hours.

MOR (National Average: 16.83%)

<u>Highest %</u>		<u>Lowest %</u>	
1. Bloomington	49.4	1. McAllen-Brownsville	0.0
2. Cincinnati	40.8	2. Little Rock	0.0
3. Syracuse	38.3	3. Tallahassee	0.0
4. Fort Wayne	37.8	4. Asheville	0.0
5. Saginaw	35.7	5. Fayetteville	1.1
6. Minneapolis-St. Paul	34.6	6. Shreveport	1.4
7. Manchester	33.2	7. Beaumont	2.2
8. Pittsburgh	32.9	8. Tucson	3.5
		9. Mobile	3.9
		10. Knoxville	3.9
		11. Greenville, NC	4.9
		Waterloo	4.9
		13. Huntsville	5.0
		14. Austin	5.4
		Dallas-FW	5.4

COUNTRY (National Average: 9.27%)

<u>Highest %</u>		<u>Lowest %</u>	
1. Asheville	51.4	1. Hartford	0.0
2. Knoxville	36.5	Boston	0.0
3. Wichita Falls	35.4	3. New Haven	1.9
4. Huntsville	34.2	4. Springfield	2.5
5. John City-Kings-Bris	33.4	5. Bridgeport	2.7
6. Beaumont	32.8	6. Philadelphia	2.8
7. Fargo	32.1	7. New York	2.9
8. Waco	31.4	8. Miami	3.0
9. Terre Haute	31.1	9. Manchester	3.1
10. Duluth	29.1	10. Ft. Lauderdale	3.5
11. Lakeland	28.9	11. Jackson, MS	3.6
12. Wheeling	28.3	12. San Francisco	3.7
13. Shreveport	27.8	13. Los Angeles	3.9
14. Billings	27.3	Wilmington	3.9
15. Altoona	27.0	15. New Bedford	4.2



NEWS/INFO/TALK  
(National Ave: 8.75%)

1. St. Louis	27.5
2. New York	23.2
3. Philadelphia	20.6
4. Los Angeles	19.1
5. Houston	16.0
6. Topeka	15.1
7. San Francisco	14.8
8. Youngstown	13.9
9. Boston	12.8
10. Salinas	11.0
11. Stockton	10.0

BLACK  
(National Ave: 6.90%)

1. Charleston, SC	30.8
2. Jackson	28.8
3. Savannah	25.4
4. Memphis	24.7
5. Columbia, SC	23.0
6. Shreveport	19.9
7. Macon	19.8
8. Birmingham	19.4
9. Tallahassee	17.2
10. Norfolk	17.1
11. Pensacola	16.5
12. Winston-Salem	16.2
13. Houston	15.2
14. Augusta	15.0
Greenville, NC	15.0

SPANISH  
(National Ave: 1.73%)

1. Mc-Allen-Browns	40.7
2. Miami	29.8
3. El Paso	25.8
4. Corpus Christi	22.6
5. San Antonio	19.3
6. Albuquerque	12.2
7. Fresno	8.8
8. Pueblo	8.7
9. Phoenix	7.4
10. Tucson	6.9
11. Lubbock	6.6
12. Salinas	5.2
13. Los Angeles	4.1
14. New York	3.8

RELIGION (National Ave: 1.20%)

1. Birmingham	12.4
2. Shreveport	10.5
3. Huntington	8.6
4. Columbus, GA	8.0
5. Lancaster	7.8
6. Montgomery	6.6
7. Eugene-Spring	6.5
Augusta	6.5
9. Norfolk	6.1
Savannah	6.1
11. Baton Rouge	5.8
12. Columbia, SC	5.2
13. Billings	4.5
14. Lynchburg	4.4
15. Oklahoma City	4.3

CLASSICAL (National Ave: 1.40%)

1. Denver	4.7
2. San Francisco	4.4
3. Milwaukee	3.8
4. Washington	3.7
5. Reno	3.4
6. New York	3.1
7. Wilmington	3.0
8. Philadelphia	2.6
9. Los Angeles	2.5
Sacramento	2.5
Norfolk	2.5
12. San Diego	2.4
Cleveland	2.4
Honolulu	2.4
15. Chicago	2.1

Add to BLACK listing: New Orleans 16.0

Add to CLASSICAL listing: Seattle 3.7

Add to RELIGION listing: Seattle 3.0

RADIO MARKET COST PER THOUSANDS

This table shows the CPM's of all Arbitron markets rated in April/May. The "audience" column shows the delivery of one spot on each of the five most highly rated stations in the market. It is based on 12+ TSA, 1/4 HR AVG, Mon-Sun, 6 AM-MID. Only stations home to the Metro are considered.

The "cost" column shows the total cost involved in buying one spot on each of these same highly rated stations. The rate is based on an 18 spots per week schedule (60") spread equally from 6 AM-Mid. The "weekly cost" column shows the cost of a one week, 18 spot flight using the five leading TSA stations.

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 77 CPM)</u>
Akron	385	\$128.75	\$2317.50	\$3.34	(3.93)
Albany-Schen-Troy	793	216.75	3901.50	2.73	(2.46)
Albuquerque	345	101.50	1827.00	2.94	(2.38)
Allen-Beth-Easton	507	98.67	1776.06	1.95	(1.88)
Altoona	164	44.25	796.50	2.70	(2.58)
Amarillo	203	62.25	1120.50	3.07	(3.11)
Anaheim	176	129.85	2337.30	7.38	(5.93)
Anchorage	200	96.13	1730.34	4.81	(6.76)
Appleton-Oshkosh	270	63.50	1143.00	2.35	(2.03)
Asheville	202	56.25	1012.50	2.78	(2.28)
Atlanta	1327	427.50	7695.00	3.22	(2.76)
Augusta	256	63.00	1134.00	2.46	(2.63)
Austin	370	90.25	1624.50	2.44	(2.44)
Bakersfield	274	66.30	1193.40	2.42	(2.59)
Baltimore	1360	302.50	5445.00	2.22	(1.88)
Baton Rouge	409	76.00	1368.00	1.86	(1.80)
Beaumont	276	50.76	913.68	1.84	(2.35)
Billings	119	40.29	725.22	3.39	(2.75)
Binghamton	301	81.00	1458.00	2.69	(2.12)
Birmingham	497	160.50	2889.00	3.23	(2.08)
Bloomington	119	64.50	1161.00	5.42	(4.04)
Boise	207	43.75	787.50	2.11	(1.74)
Boston	2768	607.62	10,937.16	2.20	(1.78)
Bridgeport	439	104.25	1876.50	2.38	(2.84)
Buffalo	1232	296.72	5340.96	2.41	(2.30)
Burling-Plattsburgh	246	49.55	891.90	2.01	(1.97)
Canton	263	77.69	1398.42	2.95	(2.58)
Cedar Rapids	336	88.75	1597.50	2.64	(2.57)
Charleston, SC	376	93.88	1689.54	2.50	(2.70)
Charleston, WV	323	102.25	1840.50	3.17	(3.59)
Charlotte	1030	254.25	4414.50	2.47	(2.75)
Chattanooga	385	87.75	1579.50	2.28	(2.52)
Chicago	6516	948.12	17,066.16	1.46	(1.28)
Cincinnati	1389	321.25	5782.50	2.31	(1.94)
Cleveland	1588	343.50	6183.00	2.16	(2.43)
Colorado Springs	263	50.33	905.94	1.91	(1.90)
Columbia, SC	430	108.75	1957.50	2.53	(2.55)
Columbia, GA	239	50.82	914.76	2.13	(2.22)
Columbus, OH	965	272.25	4900.50	2.82	(2.88)
Corpus Christi	299	71.83	1292.94	2.40	(2.26)
Dallas-Ft. Worth	1961	370.30	6665.40	1.89	(1.99)
Daven-Rock Is-Moline	360	142.45	2564.10	3.97	(3.41)
Dayton	761	243.25	4378.50	3.20	(2.64)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 77 CPM)</u>
Daytona Beach	126	\$ 49.50	\$ 891.00	\$3.93	(3.95)
Denver	991	314.00	5652.00	3.17	(3.26)
Des Moines	665	179.53	3231.54	2.70	(2.18)
Detroit	3247	531.38	9572.40	1.64	(1.59)
Duluth	343	74.43	1339.74	2.17	(2.04)
El Paso	377	84.75	1525.50	2.25	(2.86)
Erie	278	79.25	1426.50	2.85	(2.63)
Eugene-Springfield	207	69.50	1251.00	3.36	(2.10)
Evansville	341	113.10	2035.80	3.32	(2.53)
Fargo	219	94.00	1692.00	4.29	(3.57)
Fayetteville	234	46.25	832.50	1.98	(----)
Flint	334	118.50	2133.00	3.55	(3.39)
Ft. Lauderdale	849	242.87	4371.66	2.86	(2.43)
Fort Wayne	703	166.50	2997.00	2.37	(2.20)
Fresno	523	126.05	2268.90	2.41	(2.27)
Grand Rapids	712	173.61	3124.98	2.44	(2.42)
Great Falls	117	38.82	698.76	3.32	(2.50)
Green Bay	304	74.50	1341.00	2.45	(2.67)
Greensboro	352	114.00	2052.00	3.24	(3.12)
Greenville, NC	285	34.50	621.00	1.21	(----)
Greenville, SC	580	141.75	2551.50	2.44	(1.75)
Harrisburg	378	115.25	2074.50	3.05	(2.52)
Hartford	1373	294.75	5305.50	2.15	(1.78)
Honolulu	507	96.00	1728.00	1.89	(1.65)
Houston	1189	355.50	6399.00	2.99	(1.87)
Huntington	424	97.75	1763.10	2.31	(2.21)
Huntsville	236	61.51	1107.18	2.61	(2.14)
Indianapolis	1019	287.00	5166.00	2.82	(2.65)
Jackson	522	88.88	1599.84	1.70	(1.92)
Jacksonville	615	159.50	2871.00	2.59	(2.92)
John City-King-Bristol	250	49.00	882.00	1.96	(1.99)
Kalamazoo	215	91.05	1638.90	4.23	(3.97)
Kansas City	1354	245.00	4410.00	1.81	(1.61)
Knoxville	699	104.00	1872.00	1.42	(1.58)
Lafayette	315	45.93	826.74	1.46	(.90)
Lakeland	195	52.38	942.84	2.69	(2.51)
Lancaster	164	74.25	1336.50	4.53	(2.91)
Lansing	335	72.85	1311.30	2.17	(2.24)
Las Vegas	253	66.00	1188.00	2.61	(2.67)
Lexington	373	64.75	1165.50	1.74	(1.57)
Lincoln	182	78.30	1409.40	4.30	(4.93)
Little Rock	646	111.80	2012.40	1.73	(2.15)
Los Angeles	3938	661.26	11,902.68	1.68	(1.48)
Louisville	765	192.00	3456.00	2.51	(2.44)
Lubbock	256	49.50	891.00	1.93	(2.57)
Lynchburg	142	44.21	795.78	3.11	(----)
Macon	308	57.25	1030.50	1.86	(1.74)
Madison	311	83.06	1495.08	2.67	(2.28)
Manchester	153	70.50	1269.00	4.61	(4.69)
McAllen-Brownsville	392	75.15	1352.70	1.92	(2.01)
Medford	164	37.04	666.72	2.26	(2.39)
Melbourne-Titus-Cocoa	124	43.90	790.20	3.54	(3.50)
Memphis	943	296.76	5341.68	3.15	(3.23)
Miami	1358	291.00	5238.00	2.14	(2.15)
Milwaukee	1179	258.00	4644.00	2.19	(1.89)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 77 CPM)</u>
Minneapolis-St. Paul	2096	\$362.25	\$6520.50	\$1.73	(1.51)
Mobile	402	92.46	1664.28	2.30	(2.66)
Modesto	127	61.21	1101.78	4.82	(3.41)
Montgomery	349	61.80	1112.40	1.77	(1.90)
Nashville	634	191.76	3451.68	3.02	(2.71)
Nassau-Suffolk	645	154.25	2776.50	2.39	(2.59)
New Bedford	172	52.24	940.32	3.04	(----)
New Haven	439	190.26	3424.68	4.33	(2.74)
New Orleans	753	247.25	4450.50	3.28	(3.00)
New York	8756	960.63	17,291.34	1.10	(.88)
Norfolk	696	149.75	2695.50	2.15	(1.96)
NE PENN	569	92.00	1656.00	1.62	(2.06)
Oklahoma City	784	173.50	3123.00	2.21	(2.43)
Omaha	1007	200.50	3609.00	1.99	(1.55)
Orlando	732	170.25	3064.50	2.33	(1.86)
Pensacola	247	68.75	1237.50	2.78	(3.21)
Peoria	294	92.50	1665.00	3.15	(3.28)
Philadelphia	3000	518.47	9332.46	1.73	(1.67)
Phoenix	752	184.60	3322.80	2.45	(2.29)
Pittsburgh	2210	322.00	5796.00	1.48	(1.37)
Portland, Maine	454	101.00	1818.00	2.23	(3.27)
Portland, Oregon	793	224.88	4047.84	2.84	(2.03)
Providence	988	182.25	3280.50	1.85	(2.00)
Pueblo	113	43.45	782.10	3.85	(3.25)
Raleigh	757	185.00	3330.00	2.44	(2.27)
Reading	228	75.85	1365.30	3.33	(3.64)
Reno	200	38.10	685.80	1.91	(2.49)
Richmond	638	216.25	3892.50	3.39	(2.87)
Roanoke	423	101.71	1830.78	2.40	(2.07)
Rochester	784	251.00	4518.00	3.20	(2.83)
Rockford	196	89.50	1611.00	4.57	(4.07)
Sacramento	658	219.70	3954.60	3.34	(2.58)
Saginaw	397	75.50	1359.00	1.90	(1.78)
St. Louis	1991	374.00	6732.00	1.88	(1.99)
Salinas-Seaside	178	40.00	720.00	2.25	(1.92)
Salt Lake City	572	152.63	2747.34	2.67	(2.04)
San Antonio	1010	220.25	3964.50	2.18	(1.84)
San Diego	845	289.50	5211.00	3.43	(2.06)
San Francisco	2669	558.13	10,046.34	2.09	(1.95)
San Jose	586	187.25	3370.50	3.20	(2.60)
Savannah	225	72.19	1299.42	3.21	(3.33)
Seattle	1042	243.00	4194.00	2.33	(2.38)
Shreveport	458	97.00	1746.00	2.12	(1.88)
Sioux Falls	217	63.63	1145.34	2.93	(2.86)
South Bend	378	68.55	1233.90	1.81	(1.94)
Spokane	311	106.25	1912.50	3.42	(3.15)
Springfield, Mass	451	105.63	1901.34	2.34	(2.00)
Stockton	121	61.00	1098.00	5.04	(5.44)
Syracuse	598	173.05	3114.90	2.89	(2.59)
Tallahassee	167	41.90	754.20	2.51	(2.39)
Tampa	1079	250.38	4506.84	2.32	(1.68)
Terre Haute	177	66.00	1188.00	3.73	(3.75)
Toledo	646	155.95	2807.10	2.41	(1.97)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 77 CPM)</u>
Topeka	325	\$ 90.09	\$1621.62	\$2.77	(2.57)
Tucson	347	75.63	1361.34	2.18	(2.53)
Tulsa	648	127.50	2295.00	1.97	(1.88)
Utica	313	117.00	2106.00	3.74	(3.32)
Waco	208	59.68	1074.24	2.87	(2.32)
Washington	1851	500.13	9002.34	2.70	(2.55)
Waterloo	224	66.28	1193.04	2.96	(2.95)
West Palm Beach	381	94.25	1696.50	2.47	(3.82)
Wheeling	306	78.00	1404.00	2.55	(2.94)
Wichita	458	109.45	1970.10	2.39	(2.23)
Wichita Falls	192	63.30	1139.40	3.30	(3.37)
Wilmington	251	85.60	1540.80	3.41	(1.97)
Winston-Salem	442	121.00	2178.00	2.74	(2.83)
Worcester	405	110.25	1984.50	2.72	(2.26)
Yakima	156	36.40	655.20	2.33	(2.11)
York	455	88.50	1593.00	1.95	(1.93)
Youngstown	545	122.00	2196.00	2.24	(2.16)
TOTALS	11,651,400	\$ 26,209.65	AVG	2.25	(2.08)

MOST EXPENSIVE MARKETS

1. Anaheim*	\$7.38
2. Bloomington	5.42
3. Stockton	5.04
4. Modesto	4.82
5. Anchorage	4.81
6. Manchester	4.61
7. Rockford	4.57
8. Lancaster	4.53
9. New Haven	4.33
10. Lincoln	4.30
11. Fargo	4.29
12. Kalamazoo	4.23
13. Daven-Rock-Mo	3.97
14. Daytona Beach	3.93
15. Pueblo	3.85

\* Orange County only

LEAST EXPENSIVE MARKETS

1. New York	\$1.10
2. Greenville, NC	1.21
3. Knoxville	1.42
4. Chicago	1.46
Lafayette	1.46
6. Pittsburgh	1.48
7. NE PA	1.62
8. Detroit	1.64
9. Los Angeles	1.68
10. Jackson, MS	1.70
11. Little Rock	1.73
Minneapolis-St	1.73
Philadelphia	1.73
14. Lexington	1.74
15. Montgomery	1.77

APR/MAY AVG CPM (168 Markets): \$2.25 (This represents an 8.17% increase over Apr/May 77)  
 APR/MAY TOTAL AUDIENCE<sup>1</sup>: 11,651,400  
 APR/MAY TOTAL COST: \$26,209.65  
 APR/MAY WEEKLY SCHEDULE COST<sup>2</sup>: \$471,773.70

OCT/NOV 77 AVG CPM (74 Markets): \$2.12  
 APR/MAY 77 AVG CPM (164 Markets): \$2.08

<sup>1</sup>One spot on each of the five leading stations (TSA)

<sup>2</sup>Cost for 18 spots on the five leading stations in each market (TSA)

PER CAPITA ANALYSIS OF REVENUE AND PROFITABILITY

The following tables take a different approach to the analysis of a radio market's revenue and profitability. The analysis is made on a per capita basis.

Table # 1 examines total revenue per capita. The total revenue for the market is divided by the metro population. The revenue figures for this table (and the other two tables) were extracted from the FCC Financial data for 1976. Where available the revenue from independent FM's are added to the figures for AM and AM/FM combinations. By combining these figures we can provide a more accurate picture of a market's financial position.\*

Table # 2 considers the profitability of the rated markets. The methodology is the same as in Table #1. Table # 3 examines the amount of national/regional business which placed in the market.

These tables include the 25 highest and lowest markets in each category. The figures for the other markets can be found in the Individual Market Reports.

\* Why the FCC doesn't put all the financial data in one group is something I can't understand.

<u>HIGHEST</u>	<u>TABLE # 1: TOTAL REVENUE PER CAPITA</u>	<u>LOWEST</u>	
1. Anchorage	\$31.50	1. Worcester	\$4.15
2. Fargo	25.90	2. Bridgeport	4.18
3. Cedar Rapids	24.39	3. Binghamton	4.26
4. Wheeling	21.50	4. Greenville, NC	4.33
5. Wichita	20.97	5. Providence	5.13
6. Des Moines	20.94	6. Lancaster	5.32
7. Lincoln	20.21	7. Reading	5.49
8. Billings	19.52	8. Springfield	6.01
9. Sioux Falls	19.40	9. McAllen-Brownsville	6.36
10. Great Falls	18.96	10. New York	6.45
11. Greensboro	18.87	11. Stockton	6.85
12. Amarillo	17.89	12. Lakeland	6.86
13. Topeka	17.52	13. Youngstown	6.88
14. Las Vegas	17.38	14. Melbourne	7.67
15. Waterloo-Cedar Falls	17.36	15. Wilmington	7.80
16. Charlotte	17.13	16. Utica	8.01
17. Lubbock	17.04	17. Lansing	8.12
18. Denver	16.16	18. New Haven	8.19
19. Raleigh	16.09	19. Allen-Beth	8.24
20. Fort Wayne	15.96	20. Akron	8.28
21. Fresno	15.93	21. Norfolk	8.31
22. Altoona	15.81	22. Tampa	8.37
23. Jackson	15.60	23. Jacksonville	8.41
24. Reno	15.49	24. West Palm Beach	8.53
25. Shreveport	15.05	25. Boise	8.56

Table # 2: PROFIT PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Wheeling	\$6.68	1. Pueblo	\$-3.20
2. Topeka	5.96	2. Tallahassee	-3.14
3. Fargo	3.14	3. West Palm	-2.09
4. Columbus, Ohio	3.06	Honolulu	-2.09
Roanoke	3.06	5. Reno	-1.84
6. Dayton	2.96	6. Terre Haute	-1.78
7. Minneapolis	2.70	7. Lakeland	-1.25
Atlanta	2.70	8. Orlando	-1.16
9. Houston	2.69	9. Columbus, GA	-1.15
10. Cedar Rapids	2.67	10. Melbourne	-1.12
11. Indianapolis	2.61	11. Colorado Springs	- .89
Madison	2.61	Utica	- .89
13. Omaha	2.55	13. Augusta	- .85
14. Waterloo-Cedar Falls	2.34	14. Boise	- .74
15. Baltimore	2.32	15. Eugene-Springfield	- .70
16. Los Angeles	2.27	16. Portland, Me	- .67
17. Richmond	2.25	17. Lynchburg	- .63
18. Washington, DC	2.21	18. Binghamton	- .60
19. Wichita	2.18	Springfield	- .60
20. Charleston, WVA	2.12	20. Salinas	- .54
21. York	2.08	21. Syracuse	- .50
22. Raleigh	2.04	22. Worcester	- .48
23. Detroit	1.95	23. Albuquerque	- .42
Las Vegas	1.95	24. Saginaw	- .31
25. Greenville, SC	1.93	Erie	- .31

TABLE # 3: NATIONAL/REGIONAL REVENUE PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Des Moines	\$7.10	1. Appleton	\$.40
2. Wheeling	5.70	2. Binghamton	.48
3. Waterloo-Cedar Falls	5.26	3. South Bend	.62
4. Sioux Falls	5.07	4. Bridgeport	.76
5. Cedar Rapids	4.54	5. Allen-Beth-Easton	.79
6. San Francisco	4.36	6. John City-Kings-Bris	.80
7. Portland, Ore	4.23	7. Wilmington	.84
8. Fargo	4.18	McAllen-Brownsville	.84
9. Fresno	4.15	9. Pensacola	.89
10. Miami	4.10	10. Saginaw	.95
Spokane	4.10	Huntington	.95
12. El Paso	4.08	12. Charleston, SC	.98
13. Los Angeles	4.05	Huntsville	.98
14. Omaha	3.97	Reading	.98
15. Shreveport	3.92	15. Rockford	1.03
16. Hartford	3.88	16. West Palm Beach	1.04
17. Seattle	3.83	Baton Rouge	1.04
18. Topeka	3.82	18. Stockton	1.06
19. Sacramento	3.80	19. Melbourne	1.11
20. Corpus Christi	3.75	20. Greenville, SC	1.12
21. Charlotte	3.74	21. Terre Haute	1.13
22. Nashville	3.73	22. Evansville	1.18
23. Memphis	3.72	23. Montgomery	1.20
24. Eugene-Spr	3.69	24. Utica	1.23
25. Lincoln	3.66	25. Pueblo	1.27

## INDIVIDUAL STATION AUDIENCE BREAKDOWNS

With this edition of American Radio we introduce this new section. In this section the audience composition of over 500 stations are examined. The following information is included for each station.

TIME SPENT LISTENING (TSL): This figure shows the amount of time which an average listener spends listening to a give station. The total is given in hours instead of 1/4 hours. Hourly totals are easier to quickly comprehend.

This figure is derived by the following calculation: Average 1/4 HR audience times 504 (the number of quarter hours in the Broadcast Week). The resulting figure is divided by the weekly Metro Cume. This figure is divided by 4 to come up with a figure in hours.

TURN OVER RATIO: T/O RATIO: This figure roughly indicates the number of groups of people which contribute to the station's average audience. It is calculated by taking the Metro Cume (12+, Broadcast Week) and dividing it by the Metro 1/4 HR AVG.

PER CENT EXCLUSIVE CUME (% EXCL CUME): This fascinating figure indicates the loyalty of your audience. It is calculated by dividing the exclusive cume (12+, Metro, Broadcast Week) by the Metro Cume (12+, Metro, Broadcast Week).

PER CENT TEENS, 18-34, 18-49, 50+; This is simply the percentage of a station's total audience (12+, Metro, Broadcast Week) which lies in these demographic breaks.

This table should be of great interest to all programmers. Comparisons can be made with successful stations from all over the nation. For further applications of these tables see Arbitron's booklet "Research Guidelines for Programming Decision Makers". The booklet is available at no charge from any Arbitron office.

With nearly 550 stations in this section I think a fairly reliable mean average can be calculated. So below are the means for each category and each format. Also included is the number of stations sampled.

<u>FORMAT</u>	<u># OF STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUME</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>%50+</u>
ROCK/CONTEMP	126	7.9	17.1	9.4	27.6	53.0	65.1	7.3
AOR	39	8.9	14.2	7.7	20.9	73.0	77.4	1.7
SOFT ROCK	16	7.2	18.4	3.7	7.0	75.0	86.1	6.9
BTFL MUSIC	93	10.8	12.1	8.7	1.1	19.4	47.7	51.1
MOR	91	8.6	15.2	10.8	3.3	24.1	50.2	46.5
COUNTRY	62	10.1	13.1	15.6	3.6	27.4	61.1	35.3
NEWS/TALK	35	7.4	17.7	8.1	1.4	13.0	34.1	64.5
BLACK	36	11.2	12.0	16.8	25.7	48.9	63.8	10.5
RELIGION	17	11.3	12.8	10.4	3.2	23.8	46.1	50.7
SPANISH	12	16.6	8.1	26.5	6.2	33.0	61.7	32.1
CLASSICAL	14	7.3	17.6	4.9	.7	29.5	60.2	39.1



TOP 40/ROCK/CONTEMP

NATIONAL MEAN:		7.9	17.1	9.4	27.6	53.0	65.1	7.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
WABC	NY	6.5	19.5	8.2	24	43	62	14
WNBC	NY	4.9	25.9	1.6	21	55	71	8
WXLO	NY	6.0	21.1	2.5	31	56	66	3
KHJ	LA	5.1	24.6	5.8	33	55	63	4
KIIS	LA	5.6	22.6	3.9	27	57	70	3
WLS	Chi	5.6	22.7	6.2	30	45	63	7
WMET	Chi	5.3	23.6	5.6	51	41	47	2
WFIL	Phil	5.9	21.3	9.1	17	40	68	15
WRKO	Bos	7.2	17.6	9.5	28	49	64	8
WVBF	Bos	8.1	15.7	8.0	43	49	57	0
CKLW	Det	4.1	30.9	3.1	21	55	71	8
WRIF	Det	7.9	16.0	4.6	35	58	64	1
WHYN	Spr	9.0	14.1	14.9	14	51	67	19
WPRO	Pro	6.9	18.1	7.7	11	42	66	23
WROK	Rock	7.4	17.0	14.7	24	31	53	23
KFMB-F	SD	7.3	17.3	11.1	39	46	55	6
WPGC	Wash	8.5	14.8	9.2	45	40	53	2
WCAO	Bal	5.9	21.2	6.4	21	51	68	11
WXKX	Pitt	6.9	18.2	6.9	36	43	59	5
WGAR	Cleve	6.1	20.6	8.6	13	60	76	11
KFRC	SF	7.4	17.0	9.4	31	45	57	12
KSFX	SF	6.6	19.0	4.3	19	67	78	3
KFIV	Mod	7.7	16.3	12.0	32	51	65	3
KVIL+	D-FW	11.2	11.2	13.9	9	72	85	6
KFJZ-F	D-FW	8.4	15.0	5.6	61	35	37	2
KILT-A	Hou	5.9	21.3	6.0	24	47	62	14
KRBE	Hou	9.1	13.8	8.8	39	49	60	1
KDWB+	M-SP	6.6	19.0	14.0	50	41	49	1
WCCO-F	M-SP	8.2	15.4	4.9	5	76	88	7
KXOK	ST L	5.6	22.3	3.6	44	34	47	9
KSLQ	ST L	8.0	15.8	7.0	34	56	64	2
WHYI	Mia	8.2	15.4	10.0	34	42	62	4
WQAM	Mia	7.0	17.9	10.1	18	56	65	17
KGW	Port	6.6	19.2	9.9	29	45	61	10
WNAP	Ind	8.7	14.5	5.6	23	67	73	4
WNDE	Ind	6.0	21.0	9.8	45	46	53	2
WOKY	Mil	5.4	23.3	7.6	26	38	57	17
WNCI	Col	8.2	15.4	10.6	30	60	69	1
WCOL	Col	5.1	24.9	6.9	19	63	73	8
WZGC	Atl	8.9	14.1	13.7	43	43	54	3
WQXI-F	Atl	7.8	16.2	8.7	28	66	71	1
WKRQ	Cin	8.4	15.0	9.3	39	52	59	2
WSAI	Cin	4.9	25.7	3.5	29	53	65	6
WING	Day	5.5	22.8	12.4	32	41	64	4
WKBW	Buff	8.3	15.3	12.1	27	35	52	21
KIMN	Den	5.3	23.8	3.4	27	50	49	24
KBEQ	KC	8.0	15.7	10.1	47	43	50	3
WHB	KC	6.7	18.7	6.8	17	55	70	13
WAKY	Lou	6.1	20.8	9.4	20	60	71	9
WKLO	Lou	5.6	22.7	6.8	28	40	59	13

TOP 40/ROCK/CONTEMP

NATIONAL MEAN:		7.9	17.1	9.4	27.6	53.0	65.1	7.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
WQHI	Lou	7.2	17.4	5.1	25	60	74	1
WKT	Okla City	5.3	23.8	6.9	16	53	68	16
KOMA	Okla City	5.3	23.9	5.7	23	55	67	10
WHBQ	Mem	6.8	18.6	12.1	24	55	66	10
WLAC	Nash	7.4	17.0	9.6	29	52	61	10
WTRY	Troy	6.3	20.0	6.2	31	46	58	11
WGFM	Sch	5.9	21.4	2.4	34	55	64	2
WRBQ	Tampa	7.7	16.4	7.2	19	65	78	3
WLCY	Tampa	7.3	17.3	9.1	27	55	65	8
WBJW	Orl	8.6	14.6	12.0	25	64	74	1
WDIZ	Orl	10.1	12.5	5.1	18	78	82	0
WGRD+	G.R.	9.2	13.7	12.5	36	48	60	4
WKMI	Kala	7.4	16.9	9.9	17	64	76	7
WCKS	Cocoa	9.3	13.5	11.5	38	48	61	2
WSGN	Birm	6.3	20.1	11.0	19	45	67	14
WKXX	Birm	10.2	12.4	11.7	50	37	45	5
WGH	Norf	6.6	19.0	8.8	34	49	61	5
WARM	Scran	8.2	15.3	7.3	9	23	45	46
WKEE+	Hunti	13.5	9.3	11.9	14	64	78	8
KCPX	SLC	6.4	19.6	6.9	41	49	58	1
WOW	Omaha	6.6	19.1	7.9	17	56	72	11
KGOR	Omaha	7.6	16.7	6.3	29	63	71	0
WBBF	Roch	6.1	20.6	11.6	34	39	54	12
WFBC	Green,SC	10.8	11.7	11.9	8	68	87	5
WORD	Green,SC	10.4	12.1	20.1	24	55	63	3
KORL	Hono	8.2	15.3	6.3	43	43	56	1
KKUA	Hono	6.4	19.6	7.5	34	55	65	1
KIOA	D.M.	5.4	23.3	8.1	22	62	73	5
WRVQ	Rich	10.8	11.7	13.6	35	48	62	3
WRUN	Utica	7.3	17.3	7.5	26	33	60	14
WRJZ	Knox	8.4	15.0	15.0	29	54	64	7
WNOX	Knox	6.5	19.3	4.6	30	44	55	15
WEBC	Dul	6.8	18.5	8.1	22	63	71	7
WPTH	FW	7.1	17.8	5.9	23	58	71	6
WRAL	Ral	9.6	13.1	9.3	6	74	88	6
KLEO	Wich	7.4	17.0	10.3	31	52	66	3
KEEL	Shrev	8.9	14.2	16.9	27	49	61	12
WKRG-F	Mobile	11.2	11.3	13.5	26	63	68	6
KLAZ-F	LR	11.1	11.4	7.6	26	63	70	4
KAAY	LR	7.7	16.4	4.4	10	70	79	11
KJRB	Spok	9.0	14.0	13.8	33	48	58	9
WRBR	S. Bend	11.2	11.2	11.1	28	62	68	4
KRKE-A	Albuq	6.7	18.7	5.4	39	43	55	6
WNOK-F	Col, SC	8.6	14.6	11.4	19	72	81	0
WFLY	Chat	8.3	15.3	8.6	31	54	67	2
WHHY-A	Mont	9.8	12.8	15.8	21	43	61	18
WGBF	Evans	11.0	11.4	21.6	33	51	60	7
WVIC-F+	Lans	8.1	15.5	7.6	28	64	71	1
WIXX	G Bay	9.5	13.2	6.0	33	58	64	3
WTMA	Char, SC	7.5	16.8	10.4	29	49	62	9

TOP 40/ROCK/CONTEMP

NATIONAL MEAN:		7.9	17.1	9.4	27.6	53.0	65.1	7.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>%18-49</u>	<u>% 50+</u>
KFXD	Boise	8.2	15.3	12.7	38	57	62	0
KEWI	Topeka	8.7	14.5	12.2	32	68	68	0
WLAP-A	Lex	8.0	15.8	8.5	13	62	74	13
WLAP-F	Lex	9.5	13.3	4.4	20	67	75	5
WVLK-A	Lex	7.3	17.4	9.6	8	44	68	24
WMAZ-F	Macon	9.3	13.6	15.7	26	52	66	8
WCGQ	Col, GA	11.1	11.3	19.5	29	67	71	0
WBBQ-F	Aug, GA	9.2	13.7	14.7	25	58	73	2
WCCK	Erie	10.7	11.8	14.1	33	54	60	7
KTDY	Lafay	12.7	9.9	13.2	28	59	70	2
KJWL	Wat'loo	8.5	14.9	15.3	20	45	61	19
KFYE	Fresno	9.6	12.7	7.4	32	61	68	0
WROV	Roanoke	8.5	14.9	10.9	24	55	64	12
KTKT	Tucson	8.2	15.3	10.8	32	51	60	8
KRQQ	Tucson	8.0	15.8	11.1	39	41	56	5
WJLQ	Pensa	8.6	14.6	7.1	28	65	72	0
WJDX	Jack	7.7	16.4	14.8	11	56	77	12
WAYS	Charlot	8.4	14.9	11.6	26	53	69	5
WIVY-F	Jack,FL	9.5	13.3	11.4	41	54	57	2
KLUC-F	LV	9.1	13.9	8.9	22	64	76	2
KYJC	Medford	8.3	15.1	15.3	16	56	72	12
WQSM-F	Fayet	11.3	11.1	16.7	21	66	76	3
WTIX	NO	7.1	17.8	9.5	31	45	61	8
WQUE	NO	7.9	15.9	8.2	25	53	72	3
KING	Sea	5.4	23.4	7.8	27	56	67	6
KJR	Sea	5.7	22.1	7.0	28	55	68	4
KVI-FM	Sea	5.8	21.6	3.7	32	56	65	3

AOR

NATIONAL MEAN:		8.9	14.2	7.7	20.9	73.0	77.4	1.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
WNEW-F	NY	8.1	15.5	5.0	11	77	83	6
WPLJ	NY	7.2	17.5	5.3	36	59	62	2
KMET	LA	7.9	20.8	5.0	29	67	69	2
KLOS	LA	6.1	16.0	4.6	27	69	72	1
WLUP	Chi	8.0	15.7	6.5	37	61	63	0
WYSP	Phil	7.7	16.3	5.3	20	75	80	0
WCOZ	Bos	10.2	12.4	5.4	15	78	84	1
WAAF	Worces	11.1	11.4	12.3	24	69	71	5
WNNW	Det	6.3	20.1	3.8	23	70	76	1
WTOT	Tol	7.2	15.1	10.4	21	71	77	2
KPRI	SD	11.6	10.8	9.0	7	90	93	0
WDC	Wash	6.8	18.4	3.4	26	70	74	0
WYYY	Bal	8.7	14.5	6.2	18	76	78	4
WDVE	Pitt	8.0	15.8	5.3	27	68	71	2
WMS	Cleve	9.7	13.0	13.9	24	67	75	1

		<u>AOR</u>						
NATIONAL MEAN:		8.9	14.2	7.7	20.9	73.0	77.4	1.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
KMEL	SF	7.0	17.9	5.9	24	73	75	1
KSAN	SF	6.4	19.8	3.0	6	77	92	2
KZEW	D-FW	7.5	16.8	4.6	13	85	87	0
KRLY	Hou	7.9	16.0	6.6	14	80	86	0
KQRS-F+	M-SP	10.8	11.6	13.7	16	83	84	0
KSHE	St L	9.6	13.1	7.9	18	77	80	2
WFBQ	Ind	7.7	16.5	7.0	18	79	82	0
WLPX	Mil	6.8	18.5	3.1	30	65	66	4
WKLS	Atl	9.1	13.8	10.0	14	78	86	0
KLBJ	Aust	13.9	9.0	12.1	3	90	93	4
KBPI	Den	9.8	12.9	3.7	29	66	69	2
KYYS	KC	9.4	13.4	6.3	31	66	69	0
WLRS	Lou	8.9	14.2	7.6	35	60	64	1
KTFM	SA	8.4	15.0	10.4	37	54	58	5
KATT+	OK C	13.5	9.3	18.3	6	93	93	1
WZXR	Mem	9.2	13.8	3.6	19	67	80	1
WQXM	Tamp	10.7	11.8	18.3	20	72	75	5
WRXL	Rich	7.7	16.5	9.0	18	75	82	0
WQDR	Ral	9.3	13.6	12.8	15	77	83	2
WWCK	Flint	9.9	12.8	9.7	29	65	71	0
WROQ	Charlot	9.6	13.2	1.9	18	78	81	1
KDKB-F	Phoenix	11.4	11.0	7.2	18	75	78	4
KZOK-F	Sea	6.8	18.5	3.0	17	78	83	0

		<u>SOFT ROCK</u>						
NATIONAL MEAN:		7.2	18.4	3.7	7.0	75.0	86.1	6.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
WKTU	NY	5.4	23.4	1.0	7	81	86	7
WYNY	NY	5.0	25.1	2.6	12	72	84	4
KNX-F	LA	6.4	19.7	5.1	2	76	91	7
KPOL-F	LA	7.1	17.7	1.4	4	73	90	6
WBBM-F	Chi	4.8	26.2	2.1	7.9	78	86	6
WMGK	Phil	8.2	15.3	6.3	4.9	72	91	5
WNIC	Det	7.0	18.1	0.8	15.7	68	81	3
WMJC	Det	7.1	17.7	2.3	3.5	66	89	7
KIFM	SD	9.0	14.0	3.8	0	86	95	5
KIOI	SF	7.3	17.1	5.3	14.6	68	80	5
KMOX-F	St L	7.2	17.6	3.6	2.5	47	69	28
KUDL	KC	6.8	18.5	2.5	2.4	95	98	0
WMLW	GR	5.6	22.5	3.2	7.7	81	88	4
WMJQ	Roch	11.8	10.6	6.3	11.1	86	89	0
WFMK	Lans	10.2	12.3	3.7	10.6	82	88	1
WVTS	T Haute	6.7	17.9	9.6	5.5	72	72	23

MOR/ADULT CONTEMP

NATIONAL MEAN:		8.6	15.2	10.8	3.3	24.1	50.2	46.5
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18 -49</u>	<u>% 50+</u>
WNEW	NY	8.4	15.0	6.6	1.5	23	54	45
WTIC	Hart	11.1	11.3	11.7	2.6	15	42	55
WELI	N. Haven	10.1	12.5	14.9	0.9	15	32	67
KMPC	LA	6.9	18.2	4.6	4.3	21	58	38
WGN	Chi	9.5	13.3	9.3	1.8	12	40	58
WCLR	Chi	8.6	14.7	3.2	1.5	53	76	22
WIP	Phil	9.0	14.0	9.0	4.6	17	48	47
WBZ	Bos	6.9	18.3	9.5	3.0	20	52	45
WHDH	Bos	9.1	13.9	8.1	2.5	28	54	43
WJR	Det	9.9	12.7	9.4	1.8	11	40	58
WOMC	Det	9.2	13.7	1.3	2.7	39	75	22
WSPD	Tol	8.6	14.6	12.8	1.6	6	24	74
WDEL	Wilm	10.7	11.7	17.0	1.8	24	54	34
WJBC	Bloom	12.9	9.7	17.9	4.1	32	50	46
KOGO	SD	7.2	17.5	4.0	3.8	26	58	38
WMAL	Wash	8.6	14.6	8.7	1.2	16	55	44
WBAL	Bal	9.4	13.4	14.2	3.9	9	32	65
WCBM	Bal	9.4	13.5	11.2	6.1	49	74	20
KDKA	Pitt	9.6	13.1	10.4	2.6	13	39	59
WWWE	Cleve	6.9	18.2	8.5	7.5	29	60	33
WAKR	Akr	7.2	17.4	15.0	2.6	14	46	51
WHBC	Canton	8.5	14.8	11.9	3.3	16	39	58
KNBR	SF	6.8	18.5	4.3	4.8	48	78	17
KSFO	SF	7.7	16.3	7.6	5.3	24	50	45
KRLD	D-FW	5.4	23.3	6.1	1.8	24	52	46
KULF	Hou	6.6	19.0	5.5	4.4	50	83	13
WCCO	M-SP	10.8	11.7	15.2	2.3	16	43	55
KSTP-F	M-SP	7.8	16.1	2.5	2.7	64	85	12
KEX	Port	6.9	18.1	7.0	10.1	21	46	44
KXL	Port	9.8	12.9	11.8	1.1	12	40	59
KPNW	Eug	7.3	17.2	12.0	3.6	46	75	21
WIBC	Ind	10.3	12.2	18.5	3.9	33	62	34
WISN	Mil	7.3	17.3	8.4	2	47	62	36
WTMJ	Mil	9.9	12.7	10.1	3	17	40	57
WTVN	Col	8.0	15.7	10.6	2	28	59	39
WSB	Atl	8.7	14.5	11.7	2	27	50	48
WLW	Cin	7.8	16.2	8.7	2	29	51	47
WCKY	Cin	12.3	10.2	10.4	1	5	20	79
WHIO	Day	8.1	15.6	11.3	3	21	46	51
WBEN	Buff	8.5	14.9	11.8	2	8	29	69
WGR	Buff	6.6	19.1	9.5	9	44	70	21
KHOW	Den	8.5	14.7	10.5	5	35	78	17
KOA	Den	6.3	19.9	6.0	3	14	47	50
KMBZ	KC	11.2	11.3	16.5	3	21	45	52
KCMO	KC	6.8	18.7	7.9	11	54	74	15
WAVE	Lou	8.3	15.1	8.6	2	15	36	62
WHAS	Lou	5.8	21.7	9.7	3	32	57	40
KTOK	OK C	9.4	13.4	11.3	1	16	50	49
WSM	Nash	6.1	20.6	13.2	1	25	51	48
WGY	Sch	8.4	15.1	11.5	4	29	52	44

MOR/ADULT CONTEMP

NATIONAL MEAN:		8.6	15.2	10.8	3.3	24.1	50.2	46.5
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
WFLA	Tampa	6.7	18.8	8.1	3	20	46	51
WOOD	GR	9.0	14.0	5.1	1	17	42	57
WKZO	Kala	8.8	14.4	12.6	5	13	36	59
WTAR	Norf	7.8	16.2	10.2	2	20	50	48
WNAK	NE PA	17.5	7.2	14.9	0	11	32	68
WHP	Harr	8.6	14.7	19.5	0	7	30	70
WSBA	York	6.3	19.9	9.8	4	37	62	34
KSL	SLC	6.9	18.2	11.0	1	24	60	39
KFAB	Omaha	10.9	11.5	19.4	2	16	41	57
WHAM	Roch	8.0	15.7	11.1	2	19	35	63
KRMG	Tulsa	9.4	13.4	15.5	2	25	56	42
WHEN	Syr	6.9	18.1	9.6	9	52	70	21
WSYR	Syr	10.1	12.4	14.4	2	5	19	79
WFBC	Green,SC	7.5	16.9	7.2	8	34	55	37
WSPA	Green,SC	9.4	13.4	9.4	3	11	34	63
KGMB	Hono	7.7	16.4	11.9	2	23	61	37
KRNT	DM	7.7	16.3	14.8	2	19	47	51
WRVA	Rich	8.7	14.5	18.3	4	15	38	48
WIBX	Utica	9.5	13.3	9.6	1	13	38	61
WOWO	FW	7.9	15.9	11.2	6	35	59	35
WPTF	Ral	9.5	13.2	16.6	0	14	37	63
KFH	Wich	9.1	13.8	8.6	0	2	24	76
WSBT	S. Bend	10.2	12.4	8.1	1	23	43	56
WFDF	Flint	7.1	17.9	9.0	14	20	44	42
WSGW	Saginaw	10.6	11.9	12.9	2	16	41	57
KOB	Albuq	7.8	16.1	14.6	6	38	68	26
WIS	Col,SC	7.2	17.4	10.1	0	18	43	57
WKBN	Young	7.2	17.6	10.4	1	22	61	38
WDEF	Chat	8.9	14.1	17.3	3	11	26	71
WNBF	Bing	8.0	15.7	10.4	4	25	54	42
KFOR	Omaha	11.2	11.2	17.1	2	20	42	56
WSJS	W-S	8.7	14.5	10.5	3	32	58	39
WMAZ-A	Macon	8.7	14.5	11.4	4	30	49	47
WMT	Ced Rap	10.2	12.4	18.4	2	12	35	63
KMJ	Fresno	8.5	14.9	10.0	3	10	38	59
WBT	Charlot	8.7	14.5	14.2	14	45	74	12
KOY	Phoenix	7.4	17.0	9.8	6	50	84	10
WSMB	NO	13.5	9.3	23.9	1	8	24	68
KOMO	Sea	6.9	18.2	9.3	1	25	54	46
KVI	Sea	8.0	15.7	7.3	4	41	73	23

BTFL MUS

NATIONAL MEAN:		10.8	12.1	8.7	1.1	19.4	47.7	51.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
WRFM	NY	12.3	10.2	6.2	1.7	12	38	60
WPAT-F	NY	8.1	15.6	3.3	.7	12	41	58
WEZN	Bridge	13.5	9.3	5.1	1.9	19	48	50
KBIG	LA	9.3	13.6	5.8	0.5	18	52	47
KJOI	LA	9.1	13.9	5.6	1.0	18	45	54
KOST	LA	7.4	16.7	1.6	0.3	19	49	51
WLOO	Chi	11.4	11.0	7.7	.8	16	47	52
WLAK	Chi	9.7	13.1	2.6	1.0	22	48	51
WWSH	Phil	9.8	12.9	5.0	3.2	20	47	50
WDVR	Phil	9.1	13.8	6.2	1.5	15	41	57
WJIB	Bos	9.6	13.1	6.2	0.5	14	48	51
WJR	Det	8.2	15.3	5.7	0.8	9	39	60
WWJ	Det	8.2	16.1	4.1	0.4	6	38	62
WLQR	Tol	11.4	11.0	13.2	2.6	27	56	41
WLKW	Pro	10.2	12.3	5.2	0.5	16	39	60
WSWT	Peo	10.1	12.4	7.9	1.6	28	51	47
WGAY-F	Wash	9.5	13.3	6.5	0.4	20	53	46
WJMD	Wash	10.4	12.2	6.7	0.5	20	54	45
WLIF	Bal	9.8	12.8	8.7	0.4	21	41	58
WMAR	Bal	10.9	11.6	10.2	1.5	26	47	51
WSHH	Pitt	10.1	12.5	4.5	0.4	10	37	62
WJOI	Pitt	11.0	11.4	4.7	1.6	20	57	42
WQAL	Cleve	12.1	10.4	11.2	1.4	28	57	42
WDOK	Cleve	10.0	12.6	9.3	0.9	16	41	58
KABL-A	SF	6.7	18.8	6.2	0	10	44	56
KOIT	SF	9.0	14.0	6.5	0.4	18	49	50
KFOG	SF	9.8	12.9	9.4	0.2	10	34	66
KEWT	Sac	13.8	9.1	10.3	0.6	13	47	52
KOAX	D-FW	10.8	11.7	9.1	1.9	15	49	49
KMEZ	D-FW	9.6	13.1	6.2	2.5	23	50	47
KYND	Hou	10.2	12.4	9.2	0.4	20	49	51
WAYL-F	M-SP	8.3	15.2	3.0	1.7	32	65	33
KEEY-F	M-SP	10.0	12.6	6.4	1.0	33	67	32
WRTH	ST L	6.9	18.2	11.7	0	10	30	70
KEZK	ST L	10.9	11.5	7.7	0	28	52	48
WLYF	FT L	13.5	8.3	5.4	0.9	10	34	65
WYOR	Mia	17.4	7.2	16.5	0	13	30	70
WEAT	WPB	15.9	7.9	16.7	0.8	19	34	65
WXTZ	Ind	13.1	9.6	11.8	1.5	21	44	54
WEZW	Mil	9.8	12.9	6.1	1.4	28	41	57
WBNS	Col	11.1	11.4	11.5	1.0	22	43	56
WSB	Atl	8.1	15.6	6.8	0.7	16	48	36
WPCH	Atl	8.4	15.0	6.2	0.0	22	52	48
WWEZ	Cin	8.2	15.3	6.6	2.1	17	52	46
WHIO	Day	9.4	13.5	5.1	1.3	24	36	43
WBNY	Buf	10.4	12.1	7.3	0.9	14	44	55
KLIR	Den	9.4	13.5	4.7	0.7	32	61	38
KOSI-F	Den	8.1	15.5	4.1	0.9	22	64	35
KCEZ	KC	12.2	10.3	8.1	0.0	19	45	55
KMBR	KC	10.7	11.8	9.4	1.4	23	57	41

BTFM MUS

NATIONAL MEAN:		10.8	12.1	8.7	1.1	19.4	47.7	51.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
WVEZ	Lou	12.6	10.0	8.8	1.1	18	59	40
KQXT	SA	13.3	9.5	10.7	0	17	42	58
KKNG	OK C	10.4	12.1	14.6	0	17	49	51
WEZI	Mem	10.3	12.2	14.0	1.1	17	46	53
WROW-A	Albuq	9.0	13.9	11.8	0	4	29	71
WBWA-F	Tampa	13.4	9.4	18.2	.5	3	19	78
WFLA-F	Tampa	11.5	10.9	11.1	.7	7	26	73
WJYW	Tampa	12.8	9.8	15.4	1.4	7	21	77
WDBO	Orl	12.7	9.9	18.8	0	17	38	62
WOOD-F	GR	10.5	12.1	6.8	2.7	29	44	54
WQLR	Kala	8.4	15.1	2.9	0	32	65	35
WFOG	Norf	8.4	14.9	11.1	3.1	26	58	39
WHP-F	Harr	10.0	12.5	4.0	1.3	12	41	58
WSBA-F	York	11.4	11.0	6.3	1.6	19	58	40
WHEZ	Hunti	14.8	8.5	11.0	1.9	19	60	38
KSFI	SLC	9.2	13.7	4.2	2.7	31	67	30
WEZO	Roch	11.6	10.8	11.5	0.9	18	52	47
WSPA	Green,SC	12.7	9.9	3.9	1.1	25	44	55
KLYF	DM	9.8	12.9	6.5	0	24	57	43
WEZS	Rich	9.5	13.3	15.3	1.8	20	47	51
WEZK	Knox	13.6	9.2	11.3	1.1	29	55	44
WGGR	Dul	17.2	7.3	12.9	3.7	20	48	48
WMEF	FW	12.8	9.8	14.5	2.2	13	45	53
WYYD	Ral	8.9	14.2	6.5	0	31	73	27
WGER	Sag	12.9	9.8	9.2	2.0	22	54	44
KOB-F	Albuq	8.1	15.6	10.7	0	16	44	56
WKBN-F	Young	10.3	12.2	4.1	1.0	12	45	54
WIKY-F	Evans	16.2	7.8	16.8	0	20	47	53
WXTC	Char,SC	13.0	9.7	12.2	4.2	31	65	31
WQYT	Bing	11.9	10.6	10.6	0	19	42	58
WGLD	W-S	12.7	9.9	6.8	3.6	21	45	51
WLWU	Erie	13.0	9.7	13.1	1.2	20	41	58
WPVR	Roan	10.4	12.1	7.0	0	33	59	41
KJYK	Tucson	16.7	7.6	10.7	0	29	47	53
WMEZ	Pensa	10.9	11.6	9.0	0	40	77	23
WBT-F	Charlot	8.1	15.5	11.1	1.9	19	48	50
WKTZ-F	Jack,FL	12.1	10.4	20.4	4.1	20	49	47
KQYT	Phoenix	12.0	10.5	13.1	1.6	17	42	56
KMEO-F	Phoenix	9.6	13.1	3.1	0	15	38	62
WBYU	NO	8.7	14.4	8.7	1.1	31	53	46
KSEA	Sea	10.1	12.5	5.4	0.6	27	51	48



NEWS/TALK/INFO

NATIONAL MEAN:		7.4	17.7	8.1	1.4	13.0	34.1	64.5
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
WCBS	NY	6.7	18.9	9.4	1.6	13	36	62
WOR	NY	9.2	13.7	8.6	.9	7	22	77
WINS	NY	6.2	20.4	7.3	2.9	16	36	61
WMCA	NY	7.8	17.3	3.6	1.5	7	24	74
KABC	LA	9.6	13.2	6.2	1.3	16	39	60
KFWB	LA	5.4	23.3	7.7	.8	15	36	63
KNX	LA	5.8	21.8	6.7	2.1	11	35	63
WBBM	Chi	6.9	18.3	7.3	1.6	16	37	61
KYW	Phil	7.1	17.7	10.1	2.4	13	37	61
WCAU	Phil	6.8	18.4	5.7	.6	15	36	63
WEEI	Bos	7.4	17.0	7.1	1.0	11	24	75
WWJ	Det	6.4	19.6	4.4	1.0	5	19	80
KSDO	SD	8.3	15.1	10.5	.9	17	32	67
WRC	Wash	5.9	21.3	3.4	0	13	33	67
WTOP	Wash	5.4	23.3	7.9	3.3	21	38	59
WERE	Cleve	6.6	19.1	5.3	1.6	7	31	67
KGO	SF	9.8	12.9	8.0	.2	13	33	67
KCBS	SF	7.4	16.9	8.2	.7	12	30	69
WFAA	D-FW	6.3	20.1	5.9	1.8	15	43	55
KTRH	Hou	10.6	11.9	13.6	1.1	13	29	70
KPRC	Hou	8.5	14.8	9.5	1.5	13	38	60
KMOX	ST L	11.6	10.8	14.0	2.5	18	47	50
WINZ	Miami	6.3	19.9	5.5	0	12	27	73
WGST	Atl	5.1	24.7	2.3	1.8	28	51	47
KDEN	Den	6.0	20.9	9.9	0	9	37	63
WOAI	SA	8.6	16.6	6.3	1.4	16	43	56
WROC	Roch	7.4	17.1	1.3	4.8	19	29	67
KHVH	Hono	7.5	16.9	14.5	1.8	9	51	47
WHO	DM	8.2	15.4	5.5	0	10	33	67
WBBW	Young	11.2	11.2	9.9	1.2	4	30	69
WIBW	Topeka	6.2	14.8	13.3	0	12	21	79
WSOC-A	Charlot	5.5	22.9	14.3	0	14	36	64
KTAR	Phoenix	6.8	18.5	15.4	2.5	10	33	65
KIRO	Sea	7.1	17.8	9.3	1.9	18	35	63

COUNTRY

NATIONAL MEAN:		10.1	13.1	15.6	3.6	27.4	61.1	35.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
WHN	NY	7.9	15.9	5.6	2.9	25	60	37
KLAC	LA	7.5	16.9	10.1	1.7	17	54	44
WMAQ	Chi	5.6	22.5	5.4	1.8	27	50	48
WJEZ	Chi	9.2	13.6	4.1	1.0	20	47	52
WXXW-F	A-B-E	12.7	9.9	15.1	.8	16	59	40
WDEE	Det	9.7	13.0	14.9	2.3	19	56	42
WTOD	Tol	17.9	7.0	13.1	0	22	61	39
WTSO	Mad	11.8	10.7	9.0	0	19	48	52
WMZQ	Wash	10.1	12.5	8.5	10.4	49	75	15
WPOC	Bal	8.5	14.9	13.4	1.9	22	64	34

		<u>COUNTRY</u>						
NATIONAL MEAN:		10.1	13.1	15.6	3.6	27.4	61.1	35.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
WHK	Cleve	9.3	13.6	10.1	.6	14	42	57
KNEW	SF	6.8	18.6	8.8	3.3	35	61	36
WBAP	D-FW	8.6	14.6	13.5	3.6	24	51	46
KBOX	D-FW	8.4	15.0	12.7	4.0	29	63	33
KSCS	D-FW	9.4	13.4	10.0	8.6	43	71	20
KIKK-F	Hou	10.1	12.5	10.4	9.0	48	76	15
KENR	Hou	7.1	17.7	16.4	11.0	41	65	24
WIL-A	ST L	10.3	12.3	16.1	4.0	15	51	45
WIRK-F	WPB	11.7	10.7	11.3	12.0	31	69	19
KWJJ	Port	8.4	14.9	11.0	2.0	26	62	36
WFMS	Ind	11.7	10.8	17.2	2.4	48	82	16
WIRE	Ind	9.0	14.0	20.8	1.6	24	59	39
WBCS+	Mil	9.2	13.7	13.5	1.5	31	65	34
WPLO	Atl	7.7	16.3	14.3	.8	27	60	39
KVE	Austin	11.0	11.4	19.0	5.1	23	57	37
WUBE-F	Cin	10.8	11.7	20.2	2.2	28	80	18
WONE	Dayton	7.1	17.9	12.0	2.7	23	59	38
WDAF	KC	8.7	14.6	15.2	4.1	39	67	29
WINN	Lou	7.5	16.9	9.7	1.7	27	72	26
KKYX	SA	8.7	14.4	14.8	2.2	45	76	22
KEBC	OK C	11.0	11.5	15.1	8.0	29	62	30
WMC	Mem	10.5	11.9	22.2	4.0	26	63	33
WSIX-F	Nash	12.9	9.8	14.6	3.0	11	40	57
WSUN	Tampa	10.4	12.1	20.8	2.0	10	24	74
WOOO	Orl	7.6	16.6	12.1	6.0	21	49	45
WYDE	Birm	8.3	15.2	9.4	1.0	16	45	54
WCMS-F	Norf	12.1	10.4	13.4	1.0	27	66	33
WCAW	Char,WV	11.7	10.8	15.9	5.0	24	62	33
KVOO	Tulsa	12.0	11.1	30.0	4.0	28	55	41
WESC-F	Green,SC	8.2	15.4	8.7	3.0	31	77	20
WWNC	Ashe	12.1	10.4	30.3	1.0	11	43	56
KSO	DM	8.6	14.7	21.9	3.0	29	58	39
WIVK-F	Knox	11.1	11.4	15.5	5.0	35	66	29
KFDI	Wich	10.5	12.0	21.7	5.0	15	48	47
KWKH	Shrev	8.9	14.1	21.7	0	20	46	54
WKSJ-F	Mob	13.1	9.6	13.4	4.0	44	62	34
WKMF	Flint	10.5	12.0	19.5	5.0	17	61	34
WCOS-F	Col,SC	10.4	12.2	15.2	7.0	30	59	34
WDOD-A	Chat	8.6	14.7	14.3	3.0	38	69	28
WWVA	Wheel	10.5	12.0	16.7	2.0	16	44	54
KFGO	Fargo	14.0	9.0	22.4	2.0	17	49	49
KLUR	W. Fall	14.8	8.5	17.3	3.0	45	75	32
WSLC	Roan	12.0	10.5	22.3	2.0	17	52	46
KSSS	Col Spg	12.0	10.5	24.1	2.0	54	85	13
KCUB	Tucson	9.8	12.9	23.7	2.0	31	75	23
WSOC-F	Charlot	9.5	13.3	12.9	2.0	38	78	20
KNIX-F+	Phoenix	9.5	13.3	13.8	14.0	26	56	30
KRAM	LV	10.8	11.7	32.6	2.0	25	68	30
WTHI-A	T. Haute	9.3	13.5	20.1	5.0	28	44	51

BLACK

NATIONAL MEAN:		11.2	12.0	16.8	25.7	48.9	63.8	10.5
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
WBLS-F	NY	13.5	9.3	18.9	19	69	79	2
WWRL	NY	8.5	14.8	12.2	30	40	53	17
KDAY	LA	7.1	17.7	10.0	41	47	56	3
KUTE	LA	9.5	13.3	10.6	18	70	79	3
WVON	Chi	9.5	13.2	15.9	27	36	59	14
WBMX	Chi	9.6	13.1	13.7	24	61	73	3
WJLB	Det	7.2	17.5	4.8	26	34	53	21
WHUR	Wash	9.6	13.2	5.8	3	72	87	10
WOOK	Wash	9.1	13.8	9.4	32	52	66	2
WWIN	Bal	9.3	13.5	13.6	22	47	67	11
WJMO	Cleveland	12.9	9.8	10.2	25	37	57	18
KSOL	SF	7.3	17.3	9.0	32	52	65	3
KDIA	SF	9.6	13.1	17.6	32	37	55	13
KKDA-F	D-FW	10.4	12.2	14.6	27	58	69	5
KMJQ	Hou	15.9	7.9	32.4	32	52	65	3
KKSS	ST L	10.6	11.9	11.5	16	63	80	4
WTLC	Ind	13.6	9.3	39.1	23	44	61	16
WAOK	Atl	6.4	20.0	10.7	18	36	63	19
WCIN	Cin	11.8	10.7	18.4	31	36	58	11
WDIA	Mem	8.6	14.7	18.9	23	36	51	26
WVOL	Nash	16.0	7.9	34.9	18	50	64	18
WTMP	Tampa	12.5	10.1	11.6	19	49	61	20
WORL	Orl	12.4	10.2	8.6	30	44	62	8
WATV	Birm	14.1	9.0	16.4	15	37	69	16
WRAP	Norf	10.9	12.0	6.0	20	64	74	6
WOWI	Norf	10.5	11.6	8.5	29	50	62	9
KOKA	Shrev	13.4	9.4	32.6	23	48	64	13
WOIC	Col,SC	10.9	11.6	22.0	19	44	63	18
WPXI	Char,SC	12.7	9.9	18.3	28	52	60	12
WBOP	Pensa	18.6	6.8	22.6	40	42	49	1
WJMI	Jack	12.2	10.3	15.4	33	58	67	0
WGIV	Charlot	7.3	17.3	20.3	24	43	62	14
WPDQ	Jack,FL	13.3	9.5	22.2	32	40	56	12
WXOK	Bat R	12.2	10.4	28.1	17	50	55	27
WEAS-F	Savan	14.2	8.9	21.7	21	62	69	10
WYLD	NO	6.8	18.5	16.0	30	40	52	18

RELIGION/GOSPEL

NATIONAL MEAN:		11.3	12.8	10.4	3.2	23.8	46.1	50.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
KGER	LA	13.1	9.6	14.9	7.9	28	53	39
WRYT	Bos	7.4	17.0	7.3	0	20	59	41
WRBS	Bal	11.5	11.0	2.9	3.0	3	51	46
KFAX	SF	9.3	13.5	4.8	0	7	9	91
KFMK	Hou	5.9	21.5	8.8	0	52	68	32
KPDQ	Port	6.2	20.3	7.5	0	38	43	57
WBRI	Ind	8.8	14.3	11.6	0	4	8	92
KDRY	SA	17.5	7.2	12.6	0	81	86	14
KWAM	Mem	7.5	16.8	10.2	4.0	17	42	54
WENN	Birm	12.5	10.1	15.4	17.0	34	49	34

RELIGION/GOSPEL

NATIONAL MEAN:		11.3	12.8	10.4	3.2	23.8	46.1	50.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
WENN	Birm	12.5	10.1	15.4	17	34	49	34
WPCE	Norf	9.4	13.4	14.2	5	29	60	35
WDAC	Lanc	8.6	14.6	14.0	4	13	65	31
WEMM	Hunti	8.7	14.4	10.0	0	13	52	48
KCIJ	Shrev	11.9	10.6	15.4	8	17	42	50
WMGY	Mont	24.5	5.2	20.4	0	5	5	95
WAUG	Aug	10.5	11.9	6.5	5	33	50	45
KHEP	Phoenix	18.8	6.7	9.6	0	10	42	58

CLASSICAL

NATIONAL MEAN:		7.3	17.6	4.9	.7	29.5	60.2	39.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
WQXR-F	NY	6.5	19.4	5.2	0	15	38	62
WNCN	NY	7.9	15.9	4.6	0	43	66	34
KFAC-A	LA	6.4	19.8	4.7	0	16	53	47
WFMT	Chi	7.8	16.2	7.3	0	25	45	55
WFLN-F	Phil	8.6	14.7	3.0	0	28	55	45
WCRB	Bos	7.7	16.3	0	0	28	63	37
WGMS	Wash	6.4	19.8	7.8	2.8	23	53	44
WCLV	Cleve	6.1	20.6	5.5	0	30	63	37
KDFC+	SF	5.9	21.3	5.5	3.0	34	70	27
KKHI+	SF	7.0	18.0	3.4	0	23	57	43
WFMR	Mil	8.3	15.1	2.0	0	27	69	31
KVOD	Den	9.0	14.1	4.1	0	51	73	27
WGH-F	Norf	7.4	17.1	10.5	2.9	40	77	20
KING-F	Sea	7.2	17.5	4.2	2.6	45	66	32

SPANISH

NATIONAL MEAN:		16.6	8.1	26.5	6.2	33.0	61.7	32.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL CUMES</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>
WADO	NY	12.1	10.4	32.0	3.1	27	69	28
WJIT	NY	14.8	8.5	20.9	4.7	37	56	39
KWKW	LA	13.6	9.2	34.8	2.2	45	66	32
KOFY	SF	14.9	8.4	3.0	15.9	50	75	9
WQBA	Miami	18.1	6.9	38.1	.4	7	37	63
WCMQ	Miami	27.1	4.6	18.2	4.5	42	73	22
KUNO	CC	14.8	8.5	34.2	3.7	19	48	48
KCOR	SA	17.7	7.1	37.7	6.3	20	50	44
KAMA	EP	17.6	7.2	15.1	4.2	38	68	28
KABQ	Albuq	10.3	12.3	10.0	7.4	41	78	15
KGBT	McA-B	15.2	8.3	40.7	11.0	24	53	36
KIFN	Phoenix	23.3	5.4	34.4	11.2	46	67	22

## THE NATION'S LEADING STATION GROUPS

These tables indicate which are the most important group owners in the United States. The first table ranks the groups according to a formula I devised in 1976. There are also tables which rank the groups according to cume listeners and total quarter hour figures.\*

IMPORTANT NOTE: To qualify for these tables a group must have at least five stations in rated markets. A simulcasted facility counts as only one station.

EXPLANATION OF FORMULA: There are three areas of information which a group can be judged upon. These are (1) total audience for a groups stations (2) the size and importance of the markets in which the group's stations are located and (3) the station's relative strength in its market, i.e., its rank.

Using the above data I developed a formula which ranked the groups. This formula worked as follows: The total audience (12+, TSA, 1/4 HR AVG, Broadcast Week) of all of a group's stations is divided by the number of figures in the group. The resulting figure is the STATION AVERAGE. The next step is to find an average market size for the stations in the group. This MARKET AVERAGE (based on SRDS rank) is then divided into the STATION AVERAGE. This figure is then divided by the RANKING AVERAGE, the average rank of all the stations in the group (12+, TSA, 1/4 HR).

The resulting figure is the STATION INDEX. The STATION INDEX is multiplied by the number of stations in the group with the end result being the most important figure, the GROUP INDEX.

Stations which fail to show in a market are not calculated in the formula. Neither are some suburban stations. Simulcasted facilities count as one station. Groups which have stations in these categories are noted. To be sure there are some problems with this formula. It tends to bias small groups which have moderately successful stations in large markets (Century, for example). However, the formula is fun to work on and it's fun to study. If you think about it I think you will agree that it is quite accurate.

\*Based on TSA, 12+, Mon-Sun, 6AM-MID.

AMERICA'S LEADING GROUPS (DUNCAN'S FORMULA)

RANK	(1977 RANK)	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
1.	(1)	ABC	8790	14	627.9	5.3	7.2	16.454	230.356
2.	(2)	CBS	7134	14	509.6	5.0	9.2	11.078	155.092
3.	(3)	Metromedia	4729	13	363.8	5.3	10.3	6.664	86.632
4.	(4)	RKO	5986	11	544.2	9.2	7.6	7.783	85.613
5.	(5)	NBC	3108	8	388.5	4.5	13.6	6.348	50.784
6.	(6)	Westinghouse	5171	9	574.6	16.6	6.3	5.490	49.410
7.	(7)	Capital Cities	5656	13	435.1	19.3	7.5	3.006	39.078
8.	(8)	Bonneville	4069	12	339.1	15.2	10.5	2.125	25.500
9.	(13)	Century	1715	5	343.0	5.8	12.0	4.928	24.640
10.	(10)	Cox	3332	12	277.7	27.0	5.3	1.941	23.292
11.	(17)	Fairbanks*	1549	5	309.8	17.2	4.2	4.288	21.440
12.	(16)	Hearst	1462	6	243.7	16.3	4.8	3.115	18.690
13.	(14)	Taft	2090	10	209.0	26.2	4.7	1.698	16.980
14.	(30)	Combined CC	2418	12	201.5	12.5	11.7	1.378	16.536
15.	(12)	LIN	1700	8	212.5	16.5	6.5	1.981	15.848
16.	(22)	Storer	2367	7	338.1	14.6	11.4	2.031	14.217
17.	(11)	SJR	2167	10	216.7	10.7	14.3	1.416	14.160
18.	(25)	Sonderling*	2226	10	222.6	13.5	12.4	1.330	13.297
19.	(19)	Harte-Hanks	1701	9	189.0	36.4	3.6	1.442	12.978
20.	(9)	Charter	1318	6	219.7	13.5	8.2	1.985	11.910
21.	(24)	GE	1690	8	211.3	33.1	5.1	1.251	10.008
22.	(18)	Nationwide	1411	7	201.6	25.4	5.7	1.392	9.744
23.	(27)	Plough*	1758	11	159.8	18.9	9.6	.881	9.691
24.	(21)	Malrite*	1410	8	176.3	23.2	6.8	1.118	8.944
25.	(26)	Storz	1163	6	193.8	27.3	5.0	1.420	8.520

\*Fairbanks - 1 simulcast, 1 suburban

\* Malrite - 1 suburban

\* Plough - 1 no-show

\* Sonderling- 1 no-show

RANK	(1977 RANK)	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
26.	(15)	Golden West	1523	8	190.4	16.5	11.6	.995	7.960
27.	(37)	United*	997	7	142.4	11.4	14.1	.886	6.202
28.	(--)	WGN Cont	2388	6	398.0	52.5	7.8	.972	5.832
29.	(32)	Meredith	1103	6	183.8	38.7	5.8	.819	4.914
30.	(28)	Jeff-Pilot	1050	7	150.0	38.0	6.3	.627	4.389
31.	(34)	Group One	898	8	112.3	31.5	7.5	.475	3.800
32.	(38)	Swanson	1048	8	131.0	50.1	5.6	.467	3.736
33.	(31)	Rahall	799	6	133.2	31.2	7.0	.610	3.660
34.	(36)	Multimedia	1328	13	102.2	99.1	3.8	.271	3.523
35.	(29)	Susquehanna	1346	12	112.2	54.2	7.3	.284	3.408
36.	(35)	Greater Media*	1580	11	143.6	25.9	18.2	.305	3.355
37.	(41)	Insilco	745	6	124.2	44.3	5.5	.510	3.060
38.	(--)	Great Trails*	660	6	110.0	37.2	6.2	.477	2.862
39.	(39)	Kaye-Smith	861	9	95.7	37.3	8.3	.309	2.781
40.	(40)	Starr	883	8	110.4	25.6	12.9	.334	2.672
41.	(42)	Guy Gannett	833	6	138.8	81.3	4.2	.407	2.442
42.	(--)	Outlet	826	5	165.2	36.6	9.4	.480	2.400
43.	(--)	Entercom*	522	6	87.0	16.0	14.5	.375	2.250
44.	(45)	Rounsaville	691	7	98.7	47.1	6.6	.318	2.226
45.	(--)	Rust	906	10	90.6	65.4	6.3	.220	2.200
46.	(43)	Mid America	866	9	96.2	85.8	4.6	.244	2.196
47.	(--)	King	974	9	108.2	40.7	11.4	.233	2.097
48.	(33)	Doubleday	664	5	132.8	27.4	11.6	.418	2.090
49.	(44)	Federated	754	7	107.7	75.7	5.4	.263	1.841
50.	(--)	Regional*	544	5	108.8	79.0	4.0	.344	1.720

\*Entercom - 1 simulcast, 1 no-show  
 \*Great Trails - 1 simulcast  
 \*Greater Media - 1 simulcast  
 \*Regional - 1 simulcast  
 \*United - 3 no-shows

AMERICA'S LEADING GROUPS-1/4 HOUR AVERAGES

<u>RANK</u>	<u>1977 RANK</u>	<u>GROUP</u>	<u># OF STATIONS</u>	<u>TOTAL</u>	<u>AVERAGE PER STATION</u>
1.	(1)	ABC	14	8790	627.9
2.	(2)	CBS	14	7134	509.6
3.	(3)	RKO	11	5986	544.2
4.	(4)	Capital Cities	13	5656	435.1
5.	(5)	Westinghouse	9	5171	574.6
6.	(6)	Metromedia	13	4729	363.8
7.	(7)	Bonneville	12	4069	339.1
8.	(8)	Cox	12	3332	277.7
9.	(9)	NBC	8	3108	388.5
10.	(30)	Combined CC	12	2418	201.5
11.	(--)	WGN Cont	6	2388	398.0
12.	(12)	Storer	7	2367	338.1
13.	(15)	Sonderling	10	2226	222.6
14.	(10)	SJR	10	2167	216.7
15.	(13)	Taft	10	2090	209.0
16.	(20)	Plough	11	1758	159.8
17.	(22)	Century	5	1715	343.0
18.	(11)	Harte-Hanks	9	1701	189.0
19.	(17)	LIN	8	1700	212.5
20.	(18)	GE	8	1690	211.3
21.	(16)	Greater Media	11	1580	143.6
22.	(27)	Fairbanks	5	1549	309.8
23.	(23)	Golden West	8	1523	190.4
24.	(24)	Hearst	6	1462	243.7
25.	(21)	Nationwide	7	1411	201.6
26.	(25)	Malrite	8	1410	176.3
27.	(19)	Susquehanna	12	1346	112.4
28.	(25)	Multimedia	13	1328	102.2
29.	(14)	Charter	6	1318	219.7
30.	(35)	Storz	6	1163	193.8
31.	(32)	Meredith	6	1103	183.8
32.	(33)	Jefferson-Pilot	7	1050	150.0
33.	(34)	Swanson	8	1048	131.0
34.	(48)	United	7	997	142.4
35.	(47)	King	9	974	108.2
36.	(43)	Rust	10	906	90.6
37.	(31)	Group One	8	898	112.3
38.	(39)	Booth	9	891	99.0
39.	(38)	Starr	8	883	110.4
40.	(37)	Mid-America	9	866	96.2



<u>RANK</u>	<u>1977 RANK</u>	<u>GROUP</u>	<u># OF STATIONS</u>	<u>TOTAL</u>	<u>AVERAGE PER STATION</u>
41.	(36)	Kaye-Smith	9	861	95.7
42.	(40)	Guy Gannett	6	833	138.8
43.	(--)	Outlet	5	826	165.2
44.	(41)	Park	13	822	63.2
45.	(45)	Rahall	6	799	133.2
46.	(--)	Tichenor	9	766	85.1
47.	(44)	Federated	7	754	107.7
48.	(46)	Insilco (Covenant)	6	745	124.2
49.	(49)	Rounsaville	7	691	98.7
50.	(42)	Doubleday	5	664	132.8
51.	(51)	Great Trails	6	660	110.0
52.	(65)	Lotus	7	546	78.0
53.	(56)	Regional	5	544	108.8
54.	(53)	Rollins	5	524	104.8
55.	(--)	Entercom	6	522	87.0
56.	(50)	Hubbard	5	518	103.8
57.	(52)	EZ	5	518	103.6
58.	(63)	Rust Craft,	8	516	64.5
59.	(57)	Gaylord	5	499	99.8
60.	(--)	Columbia Pic Ind	5	475	95.0
61.	(55)	Summit	6	470	78.3
62.	(54)	Stoner	6	457	76.2
63.	(64)	McKenna	7	418	59.7
64.	(62)	Stauffer	6	389	64.8
65.	(--)	Wichita Great Emp	5	380	76.0
66.	(60)	Bluegrass	5	373	74.6
67.	(--)	Mooney	5	348	69.6
68.	(68)	Sterling	6	311	51.8
69.	(--)	Broadcast Ent Net	5	296	59.2
70.	(67)	Midwest Family	8	295	36.9
71.	(70)	Bahakel	7	276	39.4
72.	(--)	Mission	5	270	54.0
73.	(69)	Newhouse	5	266	53.2
74.	(66)	McClatchy	7	257	36.7
75.	(--)	American	5	256	51.4
76.	(--)	Capitol	5	254	50.8
77.	(--)	Hatch	5	190	38.0
78.	(--)	Beasley	6	173	28.8

AMERICA'S LEADING STATIONS-WEEKLY 12+ CUME

<u>RANK</u>	<u>1977 Rank</u>	<u>GROUP</u>	<u>TOTAL CUME</u>	<u>AVG PER STATION</u>
1.	(1)	ABC	16,203,800	1,157,410
2.	(2)	CBS	13,269,500	947,820
3.	(3)	RKO	10,707,000	973,360
4.	(4)	Westinghouse	10,165,800	1,129,530
5.	(5)	Capital Cities	8,757,100	673,620
6.	(6)	Metromedia	7,883,400	606,400
7.	(7)	NBC	6,780,300	847,500
8.	(8)	Bonneville	5,344,600	445,380
9.	(9)	Cox	5,260,900	438,410
10.	(26)	Combined CC	4,228,600	352,380
11.	(--)	WGN Continental	4,084,200	680,700
12.	(10)	Storer	3,778,100	539,730
13.	(17)	Taft	3,341,800	334,180
14.	(14)	Sonderling	3,287,200	328,720
15.	(11)	LIN	3,073,100	384,140
16.	(12)	SJR	3,025,800	302,580
17.	(20)	Golden West	2,911,900	363,990
18.	(16)	Plough	2,705,600	245,960
19.	(18)	GE	2,575,500	321,940
20.	(19)	Greater Media	2,494,100	226,740
21.	(27)	Century	2,417,400	483,480
22.	(21)	Nationwide	2,409,400	344,200
23.	(13)	Harte-Hanks	2,389,400	265,490
24.	(24)	Hearst	2,388,400	398,070
25.	(23)	Fairbanks	2,375,200	475,040
26.	(22)	Storz	2,344,700	390,780
27.	(15)	Charter	2,279,900	379,980
28.	(25)	Multimedia	2,187,100	168,240
29.	(41)	King	2,090,500	232,280
30.	(29)	Malrite	2,033,700	254,210
31.	(34)	Jefferson-Pilot	1,887,100	269,590
32.	(31)	Meredith	1,841,900	306,980
33.	(28)	Susquehanna	1,836,000	153,000
34.	(33)	Starr	1,743,000	217,880
35.	(36)	Swanson	1,618,700	202,340
36.	(39)	Rust	1,557,200	155,720
37.	(--)	Outlet	1,526,400	305,280
38.	(46)	United	1,511,700	215,960
39.	(35)	Kaye-Smith	1,493,500	165,940
40.	(38)	Group One	1,429,500	178,690
41.	(40)	Rahall	1,428,700	238,120
42.	(44)	Booth	1,390,700	154,520
43.	(39)	Mid America	1,375,200	152,800
44.	(42)	Park	1,363,400	104,880
45.	(37)	Doubleday	1,259,400	251,880
46.	(43)	Great Trails	1,257,200	209,530
47.	(45)	Guy Gannett	1,185,700	197,620
48.	(47)	Gaylord	1,174,800	234,960
49.	(48)	Insilco	1,147,700	191,280
50.	(50)	Federated	1,085,800	155,110

MAJOR RADIO GROUPS:

ABC	TSA CUME	TSA RANK	Market #	FORMAT	BLUEGRASS	TSA CUME	TSA RANK	Market #	FORMAT
WABC	44136	1	1	Rock	WHOO	1057	6	64	Country
WPLJ-F	17918	7	1	"	WHOO-F	1183	4	64	BTFL
WIS	29430	2	2	"	WINN	1060	11	42	Country
WDAL-FM	6159	13	2	"	WVIK	1684	3	120	Contemp
KGO	8512	2	7	News/Talk	WVIK-F	947	4	120	BTFL
KSFJ-F	4592	10	7	Rock	<u>BONNEVILLE</u>				
KABC	14781	1	3	News/Talk	KBRT	1514	41	3	Rel/Insp
KLOS-F	8516	9	3	Rock	KBRT	1514	41	3	Rel/Insp
WXYZ	6639	10	5	Contemp	KBIG-F	12862	2	3	BTFL
WRIF-F	8051	3	5	Rock	KOIT-F	3516	9	7	"
KXYZ	1306	20	11	MOR/AC	WCLR-F	6017	10	2	MOR
KAUM-F	2235	10	11	Rock	KMBZ	3907	2	29	"
WMAL	6500	2	8	MOR	KMBR-F	2201	5	29	BTFL
WRQX-F	3263	11	8	Rock	WRPM-F	13154	6	1	"
<u>AMERICAN</u>									
KCSJ	322	3	231	MOR	KSI	2582	1	46	MOR
KCSJ-F	104	12	231	BTFL	KIRO	3370	5	21	NEWS
KEYN	525	11	97	Rock	KSEA-F	2400	2	21	BTFL
KEYN-F	1211	3	97	"	KAFM-F	1175	16	10	?
KOFM-F	2144	4	53	"	KAAM	748	27	10	MOR
<u>BAHAKEL</u>									
KXEL	759	3	212	Country	WRBR-F	1492	1	134	AOR
KXEL-F	631	4	212	Rock	WJLB	4197	12	5	Black
WDOD	987	3	96	Country	WMZK-F	1197	25	5	Ethnic
WDOD-F	803	5	96	"	WSGW	1091	3	158	MOR
WKIN	615	6	93	Rock	WIOG-F	409	9	158	AOR
WWOD	271	6	204	Country	WTOJ	1134	2	51	Country
WWOD-F	150	8	204	Religion	WTKR-F	114	11	51	Black
<u>BEASLEY</u>									
WMOO	216	11	91	Religion	WABQ	790	18	17	"
WBLX-F	644	6	91	Black/Cont	WZZP-F	3523	9	17	Rock
WGAC	616	4	130	MOR	<u>BROADCAST ENTERPRISES NETWORK</u>				
WKBX-F	516	10	165	"	WTAN	390	19	24	BTFL
WSGF-F	495	6	165	Rock	WOKF-F	892	16	24	Contemp
WFAI	526	7	153	Country	WAOK	1710	11	18	Black
					WGIV	839	9	66	"
					WCIN	1048	11	26	"

\* Group must have five stations in rated markets. Simulcast facilities count as one station. TSA Rank is based on 1/4 HR AVG, 12+, Broadcast Week. Market rank is SRDS rank.

CAPITAL CITIES	TSA CUME	TSA RANK	Market #	Format	CBS (Con't)	TSA CUME	TSA RANK	Market #	FORMAT
KPOL Los Angeles	4090	25	3	MOR	WEEI Boston	5988	7	6	News
KPOL-F " "	4480	22	3	Soft Rock	WEEI-F " "	4541	10	6	Soft Rock
WJR Detroit	19527	1	5	MOR	KCBS San Fran	8236	3	7	News
WJR-F " "	6291	4	5	BTFI	KCBS-F " "	1766	24	7	Contemp
WPRO Providence	4298	1	44	Contemp	<u>COLUMBIA PICTURES INDUSTRIES</u>				
WPRO-F " "	2845	2	44	Rock	WYDE Birmingham	1358	5	47	Country
WKBW Buffalo	5072	1	27	"	KCPX Salt Lake City	2219	4	46	Rock
WPAT New York	12287	15	1	BTFI	" " "	1356	5	46	AOR
WPAT-F " "	10031	14	1	"	KCPX-F " "	2006	1	175	Country
WBAP Ft. Worth	11544	1	10	Country	WVVA Wheeling	448	8	175	AOR
WVVA-F " "	3469	4	10	"	WCPI-F " "				
WROW Albany	2291	2	49	BTFI	<u>COMBINED COMMUNICATIONS</u>				
WROW-F " "	1346	5	49	"	KTAR Phoenix	2431	4	28	News
<u>CAPITOL</u>					KBBC-F " "	1460	8	28	Rock
WKSJ Mobile	174	13	91	Country	KIIS Los Angeles	4275	32	3	"
WKSJ-F " "	800	2	91	"	KIIS-F " "	7082	17	3	"
WKDY Spartanburg	246	15	52	"	KSDO San Diego	1766	6	20	News
WCAW Charleston, WV	1215	1	146	"	KEZL-F " "	1378	9	20	BTFI
WVAF-F " "	434	6	146	AOR/Rel	WWWE Cleveland	5726	3	17	MOR/talk
<u>CENTURY</u>					WDOK-F " "	3317	5	17	BTFI
WLOO-F Chicago	8581	5	2	BTFI	WDEE Detroit	3640	9	5	Country
KSHE-F St. Louis	3810	2	12	AOR	WCZY-FM " "	1692	20	5	BTFI
WABX-F Detroit	4486	15	5	AOR	WVON Chicago	6563	7	2	Black
KWST-F Los Angeles	4285	21	3	"	WGCI-F " "	2956	21	2	"
KMEL-F San Fran	3012	17	7	"	<u>COVENANT (INSILCO)</u>				
<u>CBS</u>					WKSS-F Hartford	2996	2	37	BTFI
WCBS New York	28955	4	1	News	WELI New Haven	1846	1	55	MOR
WCBS-F " "	15048	13	1	Rock	WGSO New Orleans				
KNX Los Angeles	15179	3	3	News	WQUE-F " "				
KNX-F " "	7305	13	3	Soft Rock	KTOK Okla City	1832	5	53	MOR
WBBM Chicago	14892	4	2	News	KZUE-F Okla City	1282	9	53	Rock
WBBM-F " "	5185	19	2	Soft Rock					
KMOX St. Louis	10539	1	12	News/Talk					
KMOX-F " "	2423	10	12	Soft Rock					
WCAU Philadelphia	7688	6	4	News					
WCAU-F " "	4950	12	4	Cont/Disco					

<u>DWJBL/DAY</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>Market #</u>	<u>Format</u>	<u>EZ (Cont)</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>Market #</u>	<u>Format</u>
KHOW Denver	3384	2	23	MOR/AC	WJ01-F Pittsburgh	2671	7	13	BTFI.
KXXK-F "	1490	18	23	Rock	WEZR-F Washington	1412	16	8	"
KDWB+ Minn-SP	6552	2	15	"	WEZS Richmond	1065	3	68	"
KRIZ Phoenix	1084	12	28	"	<u>FAIRBANKS</u>				
KITE San Antonio	753	17	38	MOR	WTBC Indianapolis	4068	1	38	MOR
KITE-F "	415	19	38	"	WNAP-F "	2698	3	33	Rock
<u>COX</u>					WVBF-F Boston	6471	5	6	"
WSB Atlanta	6405	1	18	MOR	KVIL A/F Dallas	4399	2	10	Contemp/MOR
WSB-F "	2842	6	18	BTFI.	WZZD Philadelphia	6116	10	4	Rock
WLIF-F Baltimore	3335	3	14	"	<u>FEDERATED</u>				
WSOC Charlotte	1389	7	66	News	WYEZ South Bend	936	6	134	BTFI.
WSOC-F "	2073	2	66	Country	WMEE Fort Wayne	1622	4	101	Rock
WHIO Dayton	3343	2	45	MOR	WMEF-F "	1560	2	101	BTFI.
WHIO-F "	2818	1	45	"	WCUZ Grand Rapids	1091	7	71	Country
KFI Los Angeles	12355	7	3	MOR/AC	WMLW-F "	818	9	71	Soft Rock
KOST-F "	5741	14	3	BTFI.	WCKY Cincinnati	2600	3	26	MOR
WIOD Miami	2372	9	21	MOR	WWEZ-F "	2231	7	26	BTFI.
WALA-F "	1442	10	21	"	<u>GUY GANNETT</u>				
WWSH-F Philadelphia	8494	2	4	BTFI.	WINZ Miami	3198	5	21	News
<u>CHARTER</u>					WINZ-F "	1867	11	21	AOR
WDRQ-F Detroit	5368	11	5	Rock	WGAN Portland, M	1294	4	156	MOR
WMJX-F Miami	2893	7	21	"	WGAN-F "	1263	2	156	BTFI.
WOKY Milwaukee	4164	4	22	"	WHYN Springfield	2806	1	67	Rock
KSLQ-F St. Louis	4229	3	12	"	WHYN-F "	1429	2	67	BTFI.
KCBQ "	2695	5	20	"	<u>GAYLORD</u>				
WADO New York	3450	19	1	Spanish	KRKE Albuquerque	1552	2	94	Contemp
<u>ENTERCOM</u>					KRKE-F "	533	9	94	Rock
WAYL Minn-SP	1375	11	15	BTFI.	WKY Okla City	4291	1	53	Contemp
WAYL-F "	2005	9	15	"	KYTE Portland	3976	3	35	Rock
KLEF-F Houston	658	24	11	Classical	KYTE-F "	1396	12	35	Contemp
WEOP A/F Pittsburgh	2785	8	13	Country	<u>ENTERCOM</u>				
KTAC Tacoma/Sea	1434	13	21	Rock	KRKE Albuquerque	1552	2	94	Contemp
KBRD-F Tacoma/Sea	513	22	21	Btfl	KRKE-F "	533	9	94	Rock
<u>EZ</u>					WKY Okla City	4291	1	53	Contemp
WEZB-F New Orleans	628	14	34	BTFI.	KYTE Portland	3976	3	35	Rock
WEZC-F Charlotte	1076	6	66	"	KYTE-F "	1396	12	35	Contemp

GENERAL ELECTRIC	TSA CUME	TSA RANK	Market #	Format	GROUP ONE	TSA CUME	TSA RANK	Market #	Format
KFOG-F San Fran	4065	5	7	BTFI	KLS Denver	1724	11	23	MOR
KOA Denver	4343	1	23	MOR	KAZY-F "	1677	7	23	AOR
KOAQ-F "	1557	12	23	Rock	WAKR Akron	2353	2	58	MOR
WJJB-F Boston	7350	3	6	BTFI	WAEZ-F "	821	9	58	BTFI
WGY Schenectady	3880	1	49	MOR	WONE Dayton	2053	5	35	Country
WGFN-F "	2481	4	49	Rock	WTUE-F "	1338	6	35	Rock
WSIX Nashville	711	12	54	MOR	KBOX Dallas-FW	1927	12	10	Country
WSIX-F "	1368	3	54	Country	KMEZ-F "	2402	8	10	BTFI

GOLDEN WEST

KMPC Los Angeles	8411	8	3	MOR	KOY Phoenix	2738	2	28	MOR/AC
KSFO San Fran	8061	4	7	"	KQYT-F "	2343	1	28	BTFI
KVI Seattle	3284	3	21	"	WGSN Birmingham	2278	3	47	Contemp
KVI-F "	2635	8	21	Rock	WRBQ-F Tampa	2751	5	24	Rock
KEX Portland	2273	5	35	MOR	WEZI-F Memphis	2085	3	43	BTFI
KQFM-F "	537	18	35	Contemp	KULF Houston	2468	11	11	MOR
WCAR Detroit	2739	23	5	MOR	KYND-F "	3551	4	11	BTFI
WCAR-F "	1179	24	5	Country	WRVA Richmond	2826	2	68	MOR
					WRVQ-F "	2854	1	68	Rock

GREAT TRAILS

WKLO Louisville	2280	7	42	Rock	HAATCH				
WCSN-F "	845	9	42	BTFI	KGEM Boise	797	1	200	Country
WCOL Columbus, 0	2823	6	36	Rock	KGHL Billings	474	2	264	MOR
WXGT-F "	1550	5	36	"	KBMS-F "	90	8	264	Country
WING Dayton	2981	4	45	"	KALL Salt Lake City	1061	11	46	MOR
WBCS A/F Milwaukee	2093	6	22	Country	KALL-F "	828	13	46	Contemp

GREATER MEDIA

WGAY Washington	1316	18	8	BTFI	WBAL Baltimore	6171	1	14	MOR
WGAY-F "	3459	5	8	"	WIVY-F "	1860	9	14	AOR
WMJC-F Detroit	3963	14	5	Soft Rock	WISN Milwaukee	4132	2	22	MOR
WIHD "	1792	19	5	Oldies	WLPX-F "	2553	6	22	AOR
WMGK Philadelphia	3894	15	4	Soft Rock	WTAE Pittsburgh	3993	6	13	Contemp
WPEN "	4492	16	4	MOR/AC	WXKX-F "	5175	5	13	Rock
WHEZ-F Huntington	551	3	124	BTFI					
WTCR "	729	4	124	Country					
WGSM NY/Long IS	1324	39	1	MOR					
WCTO-F "	1587	33	1	BTFI					
WCTC "	1834	34	1	MOR					

HARTE-HANKS (formerly Southern)

KOY Phoenix	2738	2	28	MOR/AC
KQYT-F "	2343	1	28	BTFI
WGSN Birmingham	2278	3	47	Contemp
WRBQ-F Tampa	2751	5	24	Rock
WEZI-F Memphis	2085	3	43	BTFI
KULF Houston	2468	11	11	MOR
KYND-F "	3551	4	11	BTFI
WRVA Richmond	2826	2	68	MOR
WRVQ-F "	2854	1	68	Rock

HUBBARD	TSA CUME	TSA RANK	Market #	Format	LIN (Cont.)	TSA CUME	TSA RANK	Market #	Format
WGTO	370	2	125	Country	WIL-F	2448	8	12	Country
KS'P	4794	7	15	Rock	WBBF	2748	3	39	Rock
KS'P-F	2324	8	15	MOR	WMJQ-F	916	4	39	Soft AOR
KOB	1925	1	94	"	WFIL	10710	4	4	Contemp
KOB-F	1001	3	94	BTFI	WUSL-F	3410	13	4	BTFI
<u>JEFFERSON-PILOT</u>									
KIMN	3915	3	23	Rock	KILT	5215	4	11	Rock
KIMN-F	1334	12	23	"	KIIT-F	2720	9	11	"
WQXI	3051	9	18	"	<u>LOTUS</u>				
WQXI-F	2925	5	18	"	KRUX	1013	15	28	Rock
WBT	4825	1	66	MOR/AC	KTKT	1571	1	83	"
WBT-F	2024	5	66	BTFI	KWKW	2195	23	3	Spanish
WBIG	797	9	52	MOR	KFSD-F	910	16	20	Classical
<u>KAYE-SMITH</u>									
KCKN	812	13	29	Country	KENO-F	941	1	100	Rock
KCKN-F	1050	10	29	"	KONE	484	5	100	AOR
WUDE	902	16	26	"	<u>MALRITE</u>				
WUDE-F	1606	9	26	"	WHK	3113	6	17	Country
KXL	1744	4	35	MOR	WMMS-F	5298	1	17	AOR
KXL-F	1570	6	35	BTFI	WZUU	1188	18	22	Rock
KJR	3823	6	21	Rock	WZUU-F	3152	5	22	"
KISW-F	1991	10	21	Rock	WNYR	1071	4	39	Country
WJRB	1437	1	114	Rock	WEZO-F	2839	1	39	BTFI
<u>KING</u>									
KYA	4506	18	7	Rock	KEEY	1042	14	15	MOR
KYA-F	1774	26	7	AOR	KEEY-F	2634	5	15	BTFI
WRTH	2406	11	12	BTFI	<u>McCLATCHY</u>				
KGW	4704	1	35	Contemp	KMJ	1460	3	84	MOR
KINK-F	1247	10	35	AOR	KMJ-F	235	21	84	Classical
KREM	713	9	114	Rock	KBEE	253	18	150	Rock
KREM-F	431	8	114	AOR	KBEE-F	234	2	150	BTFI
KING	4298	4	21	Rock	KFBK	1602	8	41	News
KING-F	826	16	21	Classical	KFBK-F	585	16	41	Classical
<u>LIN</u>									
WIL	2564	7	12	Country	KOH	294	6	195	MOR/News

McKENNA	TSA CUME	TSA RANK	Market #	Format	MIDWEST FAMILY	TSA CUME	TSA RANK	Market #	Format
KQKS A/F	2937	3	15	AOR	WKKN Rockford	264	8	138	Country
WCMB	397	13	89	MOR	WYFE-F "	377	9	138	AOR
WSFN-F	975	4	89	Rock	WITL Lansing	566	9	85	Country
WAWA	458	19	22	Black	WITL-F "	827	4	85	"
WAWA-F	407	23	22	"	WISM Madison	1022	4	115	Contemp
WWQM	203	12	115	Rock	WISM-F "	651	7	115	MOR (?)
WWQM-F	317	11	115	Contemp	WYTL Oshkosh	642	5	126	Country
					WOSH-F "	608	10	126	"

MEREDITH

WGST	1574	15	18	News	<u>MISSION</u>				
WPCB-F	2653	4	18	BTFI.	KERE Denver	1400	8	23	Country
WON	6146	1	69	Rock	WVOK+ Miami	1335	20	21	"
KEZO-F	1466	4	69	MOR/BTFI.	WAME Charlotte	515	10	66	"
KCMO	4970	3	29	MOR/Contemp	KONO San Antonio	955	14	38	MOR
KCEZ-FM	1610	8	29	BTFI.	KITY-F "				

METROMEDIA

KLAC	6343	12	3	Country	WERC Birmingham	1748	4	47	Rock
KMET-F	8684	5	3	Rock	WKXX-F "	1867	1	47	"
WNEW	11727	11	1	MOR	WBSR Pensacola	650	6	131	"
WNEW-F	8071	16	1	AOR	WDYQ-F Nashville	895	8	54	"
KNBW	2940	18	7	Country	WMAK "	849	10	54	"
KSAN-F	2709	20	7	AOR					

MULTIMEDIA

WCBM	3846	2	14	MOR	WVNC Asheville	1095	1	186	Country
WOMC-F	4189	6	5	Soft/BTFI./MOR	WFBC Greenville, SC	1299	7	73	MOR
WIP	9294	3	4	MOR	WFBC-F "	2784	1	73	Rock
WMMR-F	3442	20	2	Rock	WBIR Knoxville	532	8	86	MOR
WMET-F	7991	12	2	AOR	WBIR-F "	1426	7	86	Country
WASH-F	4271	3	8	MOR/News	KAAY Little Rock	2491	3	102	Rock
KRLD	5337	6	10		KEZQ-F "	985	5	102	BTFI.

MID AMERICA

KRVR-F	782	4	103	BTFI.	WAKY Louisville	3662	2	42	Rock
WQUA	864	8	103	Cont./MOR	KEEL Shreveport	2134	1	106	"
WIRL	1287	3	104	Contemp	KMBQ-F "	405	9	106	AOR
WSWT-F	989	1	104	BTFI.	WMAZ Macon	1075	2	152	MOR
WIRE	2265	6	33	Country	WMAZ-F "	1577	1	152	Rock
WXTZ-F	2480	2	33	BTFI.	WEZW-F Milwaukee	2406	3	22	BTFI.
KIOA	2960	2	111	Contemp					
KMCK-F	1218	6	111	Rock					
WTRX	907	9	76	Cont./MOR					



NATIONWIDE	TSA CUME	TSA RANK	Market #	Format	PARK (Con'l)	TSA CUME	TSA RANK	Market #	Format
WPOC-F	2106	6	14	Country	WNCT-F Greenville, NC	473	5	160	BTFI
WGAR	6354	4	17	Contemp/MOR	KWJJ Portland	2336	2	35	Country
WKSW-F	1790	12	17	BTFI	KJIB-F "	694	11	35	BTFI
WNCI-F	4386	1	36	Rock	WDEF Chatanooga	1129	2	96	MOR
WKQT	4093	10	13	News	WDEF-F "	597	6	96	BTFI
WSHI-F	4108	2	13	BTFI	WTVR Richmond	360	15	68	BTFI
WLEE	1257	5	68	Rock	WTVR-F "	709	8	68	"
					KEZX-F Seattle	1076	11	21	"
<u>NEW HOUSE</u>									
WSYR	2016	2	59	MOR	RAHALL/GULF LIFE				
WSYR-F	467	15	59	Soft Rock	WLCY Tampa	3226	6	24	MOR
WTPA-F	324	9	89	?	WYNF-F "	2233	9	24	Rock
WAPI	1192	15	47	MOR	WUDE Indianapolis	3317	5	33	"
WAPI-F	915	16	47	BTFI	WFBO-F "	2498	4	33	AOR
					WKAP Allentown	1273	5	63	Contemp
					KPWD-F Ft. Worth	1740	13	10	AOR
<u>NBC</u>									
WNBC	23792	8	1	Rock	PLOUGH				
WYNY-F	7000	27	1	Soft Rock	WPLO Atlanta	2405	7	18	Country
WRC	2980	13	8	News	WVEE-F "	1715	8	18	Disco
WKYS-F	2571	15	8	Rock/Disco	WCAO Baltimore	4251	4	14	Rock
WMAQ	18719	3	2	Country	WXV-F "	2009	5	14	Disco/Rock
WKQX-F	5084	15	2	AOR	WTK-F Boston	969	25	6	AOR
KNBR	5665	6	7	MOR	WJJD Chicago	3412	16	2	Country
KYUU-F	1992	22	7	Rock	WJEZ-F "	3108	17	2	"
					WMP'S Memphis	2755	5	43	"
<u>OUTLET</u>									
WJAR	2747	7	44	MOR	WHRK-F "	1392	8	43	Disco/Rock
WDBO	1597	5	64	"	WSUN Tampa	3340	1	24	Country
WDBO-F	2184	1	64	BTFI	WQXM-F "	1700	10	24	AOR
WTOP	3908	10	8	News	<u>REGIONAL</u>				
KIQQ-F	4828	24	3	Rock	WGRD A/F Grand Rapids	3537	1	71	Rock
					WAAL-F Binghamton	898	3	117	"
					WPIC Youngstown	655	6	74	MOR
					WYFM-F "	1969	2	74	Rock
					WOLF Syracuse	1091	8	59	"
					Greenville, NC	211	18	160	BTFI

<u>RKO</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>Market #</u>	<u>Format</u>	<u>RUST</u> <u>CRAFT</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>Market #</u>	<u>Format</u>
WOR	25833	3	1	Talk	WSOL Tampa	150	20	24	Spanish
WXLO-F	17926	9	1	Rock	WWOL Buffalo	561	12	27	Country
WKKO	10570	4	6	"	WWOL-F "	618	12	27	"
WROR-F	4733	9	6	Oldies/Rock	WROC Rochester	777	11	39	News
WGMS A/F	3062	12	8	Classical	WPXV-F "	976	7	39	BTFL
WAXY-F	1987	13	21	Oldies/Rock	WPIT Pittsburgh	749	31	13	Religion
WFYR-F	5967	11	2	Contemp	WPIT-F "	630	27	13	?
WHBQ	4978	1	43	Rock	WSNI-F Philadelphia	2686	13	4	Country
KFRC	13286	1	7	"					
KHJ	10747	10	3	"	<u>SJR</u>				
KRTH-F	7981	11	3	Oldies/Rock	KRLY-F Houston,	1886	13	11	AOR
					WKLS-F Atlanta	2822	3	18	"
<u>ROLLINS</u>					WKLS "	217	25	18	?
KDAY	4469	20	3	Black	WQAL-F Cleveland	3670	2	17	BTFL
WAMS	985	3	75	Contemp	WTMI-F Miami	944	23	21	Classical
WRAP	1530	5	50	Black	WKTU-F New York	6863	25	1	Soft AOR
WCHS	1191	3	146	MOR	WYSP-F Philadelphia	6041	7	4	AOR
WBES-F	331	5	146	BTFL	WUST Washington	829	21	8	Religion
					WJMD-F "	2811	7	8	BTFL
<u>ROUNSAVILLE</u>					<u>SONDERLING</u>				
WSNY	556	9	50	MOR	KDIA Oakland/SF	2984	11	7	Black
WVAI-F	788	6	50	AOR	WOL Washington	2346	19	8	"
WLOF	1369	8	64	Rock	WMZQ-F "	2570	8	8	Country
WBJW-F	2527	2	64	"	WBMX-F Chicago	5717	8	2	Black
WVOL	855	4	54	Black	WWRM New York	5011	23	1	"
WDAE	1257	13	24	MOR	WRVR-F "	6264	21	1	Jazz
WJYW-F	1961	4	24	BTFL	WDIA Memphis	2477	4	43	Black
<u>RUST</u>					WQUD-F "	1794	7	43	Contemp
WPTR	2478	7	49	Rock	KIKK Houston	1162	17	11	Country
WHAM	3555	2	39	MOR	KIKK-F "	2547	6	11	"
WHFM-F	1382	6	39	Contemp					
WFLV-F	1307	10	49	Rock					
WAFB	1686	2	63	Contemp					
WXKW-F	1169	1	63	Country					
WNOW	375	14	107	"					
WQXA-F	1821	5	107	Rock					
WRNL	840	10	69	MOR					
WRXL-F	959	6	69	AOR					

STARR	TSA CUME	TSA RANK	Market #	Format	STORER (Con'l)	TSA CUME	TSA RANK	Market #	Format
KXJK	567	8	102	Country	WIN	12269	12	1	Country
KABL	4773	8	7	BTFI	KGBS-F	2206	29	3	"
KABL-F	3016	12	7	"	KTNQ	8039	16	3	Rock
KODL-F	891	11	29	Soft Rock	STORZ				
WBOK	988	13	34	Black	WQAM	3039	8	21	Rock
KMGC-F	997	20	10	Soft Rock	WHB	3773	6	29	"
WHRW-F	4617	13	5	AOR	WDGY	3785	6	15	"
KVOK	1581	18	11	Black	WTIX	4227	1	34	"
					KOMA	3251	3	53	Rock
					KXOK	5372	6	12	"
<u>STAUFFER</u>									
KIRN	1224	5	111	MOR	SUMMIT				
KRNO-F	848	8	111	Rock	WCOA	577	5	131	MOR
WIBW	1407	1	177	News/MOR	WJLQ-F	1005	2	131	Rock
WIBW-F	1242	2	177	Rock	WSJS	1541	4	112	MOR
KGNC	739	1	198	MOR	WTQR-F	1918	2	112	Country
KGNC-F	430	4	198	BTFI	WREC	1614	10	43	MOR
					WZXR-F	1291	9	43	AOR
<u>STERLING</u>									
KSJO-F	1368	5	32	AOR	SUSQUEHANNA				
KXRX	618	12	32	News	WQBA	1825	3	21	Spanish
KZOK	1053	20	21	AOR	WKIS	1234	6	64	MOR
KZOK-F	1983	7	21	"	WLTA-F	1441	13	18	BTFI
KASH	241	10	114	Rock	WFMS-F	1712	7	33	Country
KSND-F	610	5	114	"	WHLO	788	12	58	News/Talk
					WLQA-F	1334	12	26	BTFI
<u>STONER</u>									
KSO	1177	4	111	Country	WLQR-F	2084	1	51	"
KGGO-F	871	7	111	Rock	WARM	2942	1	61	Contemp
WVEZ-F	1053	5	42	BTFI	WSBA	1727	8	107	MOR
WNBF	1129	2	117	MOR	WSBA-F	1457	3	107	BTFI
WQYT-F	937	1	117	BTFI	KPLX-F	1389	15	10	"
WGNT	931	4	124	MOR	WHLQ-F	427	7	95	Soft Rock
<u>STORER</u>									
WLAK-F	7020	6	2	BTFI					
WLYF-F	3473	2	21	"					
WCBS	2781	12	21	MOR					
WSPD	1993	3	51	"					

SWANSON	TSA CUME	TSA RANK	Market #	Format	WESTINGHOUSE	TSA CUME	TSA RANK	Market #	Format
KLEO	1496	2	97	Rock	WIND Chicago	10620	9	2	MOR/Contemp
WBYU-F	1540	5	34	BTFL	WOMO Ft. Wayne	5477	1	101	"
KQEO	1008	7	94	Rock	WBZ Boston	12361	1	6	MOR/Talk
KKNG-F	1535	6	53	BTFL	WBZ-F "	2836	17	6	Contemp
KRMG	2142	2	65	MOR	WINS New York	27328	5	1	News
KFJZ	1869	18	10	Rock	KDKA Pittsburgh	14386	1	13	MOR/Talk
KFJZ-F	3803	3	10	"	KDKA-F "	1449	16	13	?
KKVX	2794	2	38	Country	KYW Philadelphia	14440	1	4	News
					KFWB Los Angeles	12761	6	3	"
<u>TAFT</u>					<u>WGN CONTINENTAL (Tribune Co.)</u>				
WDAF	5601	1	29	Country	WGN Chicago	24058	1	2	MOR
KYYS-F	2675	4	29	AOR	WICC Bridgeport	1995	2	89	Rock
WGR	4805	2	27	MOR/AC	WPIX-F New York	10662	22	1	"
WGRQ-F	1390	6	27	AOR	KDAL Duluth	860	5	141	MOR
WKRC	3167	4	26	MOR/AC	KCRA Sacramento	1975	4	41	"
WKRQ-F	4165	2	26	Rock	KCTC-F "	1292	13	41	"
WTVN	3650	3	36	MOR/AC					
WLWQ-F	1392	9	36	AOR	<u>WICHITA GREAT EMPIRE</u>				
KQV	2141	13	13	News	KFDI Wichita	1595	1	97	Country
WDVE-F	4432	3	13	AOR	KFDI-F "	502	8	97	"
					KWKH Shreveport	1531	2	106	"
<u>TICHENOR</u>					KROK-F "	844	6	106	Rock
KIFN	497	7	28	Spanish	KYNN Omaha	565	8	69	Country
WGMA	717	24	40	Country					
KUNO	527	3	118	Spanish					
KGBT	1408	1	116	"					
KELT-F	237	6	116	Country					
KCOR	1176	3	38	Spanish					
KQXT-F	1510	4	38	BTFL					
WACO	779	4	193	Contemp					
KH00-F	376	6	193	Country					
<u>UNITED</u>									
W00K-F	3898	4	8	Black					
WSID	1047	13	14	"					
WLPL-F	2024	12	14	Rock					
WJMO	1702	8	17	Black					
WLYT-F	1087	18	17	Rock					
KALI	2395	28	3	Spanish					
KSOL-F	2964	16	7	Black					

## RADIO REPS AND THEIR LEADING GROUPS

This section attempts to rank the radio representatives by the ratings success of the stations they carry on their lists. For each time a rep firm had a leading station in a market it received one point. The number of stations/reps listed in each market depended upon the market size. For markets one through ten up to seven stations/reps were listed; in 100+ markets only two stations/reps were listed.

The first table shows the number of stations a rep firm has which are among the leading facilities in its market. The second table shows the number of stations which the rep services which clearly rank number one in the ratings of its market.

I realize the limitations to a ranking like this. It penalizes reps which have small lists such as Christal, RKO and others. It also doesn't cover reps which have the majority of their stations in unrated markets. It also ignores some stations which are very strong and very profitable (especially true in larger markets).

What this list does accomplish is it indicates which rep firms have, to use a bridge term, the longest and the strongest lists.

TABLE #1: REPS AND #1 STATIONS, MARKETS 1-50

1. Blair	10
2. Katz	6
3. Christal	5
4. Eastman	4
CBS Spot/FM	4
6. Torbet-Lasker	3
McGavren-Guild	3

TABLE #2: REPS AND LEADING STATIONS, MARKETS 1-50

1. Katz	37
2. Blair	35
3. McGavren-Guild	24
4. Eastman	23
5. Christal	21
6. Torbet-Lasker	20
7. CBS Spot/FM	16
8. RKO	10
Major Market	10
10. Radio Ad Reps	8
11. Howard	7
12. Metro	6
HR Stone	6

TABLE #3: REPS AND THEIR NUMBER OF HIGH RANKING STATIONS

	(7) <u>1-10</u>	(6) <u>11-20</u>	(5) <u>21-50</u>	(4) <u>51-75</u>	(3) <u>76-100</u>	(2) <u>101-150</u>	(1) <u>150+</u>	<u>TOTAL</u>
1. Katz	6	9	22	11	8	12	8	74
2. Mc-Guild	5	5	14	8	15	14	5	66
3. Blair	9	4	22	14	6	5	3	63
4. Torbet-Lasker	4	3	13	6	11	15	6	58
Eastman	3	7	13	15	7	10	3	58
6. Christal	5	5	11	6	3	--	-	30
7. Selcom	1	-	2	4	6	7	2	22
8. H/R Stone	1	1	4	4	2	2	3	17
9. Buckley	2	-	2	4	2	5	1	16
CBS Spot/FM	8	5	3	1	-	-	-	16
11. Masla	1	1	2	1	3	4	1	13
Howard	1	1	5	1	1	2	2	13
13. Pro-Meeker	1	-	-	-	4	4	3	12
14. RKO	4	2	4	-	-	-	-	10
MMR	1	1	8	-	-	-	-	10
16. RAR	4	3	1	-	-	-	-	8

NOTE 1: Figures across the top of the tables are market rankings. The figures in parenthesis are the maximum number of stations selected in that market size.

NOTE 2: Generally based on 12+ Metro, 1/4 HR AVG, Broadcast Week. In a few cases TSA and Cume results (or other factors) were considered.

TABLE #4: REPS AND THEIR NUMBER ONE STATIONS\*

	<u>1-10</u>	<u>11-20</u>	<u>21-50</u>	<u>51-75</u>	<u>76-100</u>	<u>101-150</u>	<u>150+</u>	<u>TOTAL</u>
1. Katz	2	-	4	3	5	2	9	25
2. Torbet-Lasker	-	-	3	2	4	7	7	23
Blair	2	1	7	5	1	4	3	23
4. Eastman	1	-	3	6	2	7	3	22
5. McGav-Guild	1	1	1	-	3	9	5	20
6. Buckley	1	-	-	1	2	3	1	8
7. Christal	-	1	4	1	-	-	-	6
H/R Stone	-	1	-	1	1	-	3	6
Selcom	-	-	-	-	1	3	2	6
10. Masla	-	-	-	-	2	2	1	5
11. CBS Spot/FM	-	2	2	-	-	-	-	4
Pro-Meeker	-	-	-	1	-	-	3	4

\*Generally based on 12+ Metro leader. In some cases TSA or TSA Cume was used. Some of the decisions were purely subjective on my part.

MUSIC SYNDICATORS AND CONSULTANTS

This table gives an indication as to how well the leading music programmers are doing. The figures are based on 12+ Metro, 1/4 HR AVG, Broadcast week. All figures are in hundreds.

Most of the syndicators cooperated and sent me their entire client lists. Many thanks to TM, Bonneville, FM 100, Burkhart-Abrams, KalaMusic, Radio Arts, Greater Media and Century 21 for their help.

<u>SYNDICATOR</u>	<u>BTFL MUS</u>	<u>MOR</u>	<u>ROCK</u>	<u>SOFT ROCK</u>	<u>COUNTRY</u>	<u>TOTAL</u>	<u>AVG*</u>
Schulke	8526 (61)					8526 (61)	140
Bonneville	6259 (49)	810 (9)		87 (6)		7156 (64)	112
TM	2494 (48)		1472 (29)	416 (14)	225 (10)	4607 (101)	46
Burk-Abr			3910 (36)	524 (2)		4434 (38)	117
FM-100	3668 (47)	107 (2)			489 (4)	4264 (53)	80
KalaMusic	560 (12)					560 (12)	47
Radio Arts		496 (14)			20 (2)	516 (16)	32
Greater Media				471 (4)		471 (4)	118
Century 21**	440 (9)	20 (1)				460 (10)	46

\* This column shows average listeners per station.

\*\* Century 21 total listeners is an estimate.

( ) = number of stations using the syndicator.

NOTE: I did not receive a station list from Drake-Chenault. I estimate that they program about 60 stations with some 2000 listeners.

STATIONS WHICH APPEAR IN MULTIPLE ARB REPORTS

WLS	12	<u>Chicago</u> , Rockford, Davenport, Bloomington, Peoria, Indianapolis ADI, Milwaukee ADI, Nashville ADI, Grand Rapids, Kalamazoo, South Bend, Terre Haute
WMAQ	11	<u>Chicago</u> , Rockford, Davenport, Bloomington, Peoria, Indianapolis ADI, Milwaukee, Grand Rapids, Kalamazoo, South Bend, Appleton
WGN	11	<u>Chicago</u> , Rockford, Davenport, Bloomington, Peoria, Milwaukee, Kalamazoo, South Bend, Appleton, Madison, Cedar Rapids
KGO	9	<u>San Francisco</u> , Sacramento, Stockton, Salinas, Portland, Yakima, Fresno, Medford, Seattle
WJR	9	<u>Detroit</u> , Toledo, Cleveland, Columbus, Grand Rapids ADI, Fort Wayne, Flint, Saginaw, Lansing
WABC	8	<u>New York</u> , Bridgeport, New Haven, Philadelphia ADI, Allentown, Providence ADI, Albany ADI, NE PA
WBBM	7	<u>Chicago</u> , Rockford, Davenport, Peoria, Milwaukee, South Bend, Kalamazoo
WIFI-FM	7	<u>Philadelphia</u> , Reading, Allentown, Wilmington, NE PA, Harrisburg, Lancaster
WBZ	7	<u>Boston</u> , Worcester, Portland, Manchester, Springfield, New Britain, Providence ADI
KYW	7	<u>Philadelphia</u> , Reading, Allentown, Wilmington, NE PA, Harrisburg, Lancaster
CKLW	6	<u>Detroit</u> , Toledo, Cleveland, Dayton, Fort Wayne, Erie
WLW	6	<u>Cincinnati</u> , Indianapolis, Lexington, Columbus, Fort Wayne, Charleston (WV) ADI
WRKO	6	<u>Boston</u> , Worcester, Portland, Manchester, Providence ADI, New Britain
WAAF-FM	6	<u>Worcester</u> , Boston, Manchester, New Britain, Providence ADI, Springfield
WTIC	6	<u>Hartford</u> , New Haven, Bridgeport, Springfield, Providence ADI, Albany ADI
KCBS	6	<u>San Francisco</u> , Stockton, Sacramento, Modesto, Salinas, Fresno

SPECIAL MENTION:

KOMA (Oklahoma City) which shows in the Salt Lake City and Phoenix books.

KFI (Los Angeles) which qualifies for the Salt Lake City book.

Stations picking up greatest amount of listeners outside of their own market:

1. WOR	4500	6. KOMA	1800	
2. WJR	2700	7. WLW	1600	
	KGO	2700*	KCBS	1600
4. WWVA	2200	9. WBZ	1500	
5. WTIC	1900			

\*Excluding Seattle (Seattle adds 1700 listeners to KGO's total.)



SECTION II  
INDIVIDUAL MARKET REPORTS

## DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

The best way to explain the Individual Market Reports is to take one station and go through the report step by step. I will use WBT and the Charlotte market.

SRDS Market # 66; ADI # 33  
FCC Revenue Rank # 39  
FCC Income Rank # 108  
APR 14.0  
Metro Pop: 494,200  
National Rev: \$1,849,065

Charlotte is the 66th largest market in the nation. The SRDS rankings generally coincide with the government's Standard Metropolitan Statistical Area (SMSA). The ADI is, of course, Arbitron's TV market designation. The ADI's are listed only if there is a radio ADI section. In April/May the top 50 ADI's have an ADI radio section.

The FCC Revenue and Income ranks are based upon the 1976 FCC financial reports. 1976 is the latest data available. The rankings are based upon the income and revenue figures for AM stations and AM/FM stations which report to the FCC in combination. There are a total of 318 radio markets for which the FCC reports financial data. The "break-even" point for Income is rank # 241. All markets below that rank are operating at a loss.

The APR is the Average Persons Rating. For some reason very little mention is made of this figure. However, I feel it is perhaps the most important figure in the entire rating book. The APR indicates the percentage of the 12+ Metro population which is using radio from 6AM-Midnight, Mon-Sun. The APR is a figure which is comparable to television's HUT (Households Using Television) figures. Remember the big fuss made in 1977 when HUT levels for TV were down? Well, the mean APR for all rated markets has declined consistently since 1975. Preliminary figures indicate that the mean APR will be up slightly this year.

The metro population is taken from Arbitron's "1978 Market Survey Schedule and Populations Rankings". National Revenue is the total National/Regional dollars being placed in the market during 1976.

Revenue : \$6,717,773  
Income : \$ 163,257  
FM Rev : \$1,747,631  
FM Inc : \$ 310,307  
Comb Rev : \$8,465,404  
Comb Inc : \$ 473,564

Charlotte's revenue and income figures are based upon the financial data reported to the FCC by AM stations and AM/FM combinations which report together. FM revenue and income includes Independent FM's and FM's which report separately from their co-owned AM's. By adding these figures together we come up with a Combined Revenue and Combined Income figure. This figure gives the best picture of a market's financial condition.

Unfortunately I was not able to follow this procedure in some of the smaller markets since the FCC withheld the financial data for FM's to protect the station's confidentiality. All financial data is based upon the 1976 data-the latest available.

ARB Market # 59  
Rev Rank # 36  
Inc Rank # 57  
Rev per Capita \$17.13  
Inc per Capita \$ .96  
Nat Rev per Capita \$ 3.74

Charlotte ranks # 59 of the 168 markets which ARB surveyed in April/May 1978. The revenue and income ranks are based on the combined income and revenue for each market in which combined figures are available. These rankings are among the 168 ARB rated markets.

The per capita figures also use the combined figures for revenue and income. The methodology involves dividing the revenue, income and national revenue figures by the metro population. The resulting figures can give us a different view of how profitable a market is. We can also compare markets which differ greatly in size.

<u>12+ METRO SHARE</u>			<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
<u>O/N 77</u>	<u>A/M 77</u>			
1. WBT	21.2	24.9	23.6	1. WBT 4825

All of the calculations in this section are based on the broadcast week (Mon-Sun, 6 AM-12 Mid). WBT has a 21.2% share of audience in April/May 78. The station had a 24.9 in O/N 77 and a 23.6 in A/M 77. WBT leads the market in 12+ TSA 1/4 hour averages. WBT is also the leader in TSA Cume with an average of 482,500 listeners weekly (for five minutes or more).

If a station is simulcasting, this symbol (+) will appear next to the call letters everywhere in the book. Whether I labeled the simulcasting stations as AM or FM depended upon which received the greatest amount of listenership.

12+ FM SHARE (METRO): 36.04% (231 of 641) (A/M 77: 29.21%)

These figures show how well FM radio is doing in the market-at least as far as listenership levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6AM-12 Mid quarter hour numbers of all listed stations and divided it into the total numbers for only the FM stations. There is, of course, listenership to stations which do not qualify for a listing in the ARB report for the market. However, this amount is usually very small and it should not significantly affect the percentages.

The six columns directly below the FM percentages show the leaders in Teens, 18-34, 18-49, 25-49 and 35-64 years old adults. These rankings are based upon the Metro and the Broadcast Week. The last column is for 12+ TSA morning drive, Mon-Fri.

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	132 (2)	86 (2)	218 (4)	34.0

This table is based on the Broadcast Week, 1/4 HR AVG, 12+ Metro. The table includes every format in the market and every station listed in the Metro. In Charlotte an average of 13,200 people are listening to the two AM stations programming rock or contemporary music. 8,600 people are listening to the FM rockers. 34.0% of the radio listening in Charlotte is to rock/contemp stations.

CHARLOTTE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WBT	1. WBT	1. WBT

For those markets with an ADI section the above tables are provided. The ADI rankings are based on Mon-Sun, 6AM-12 Mid. The ADI FM Share figures are calculated in the same manner as the Metro and TSA FM Shares.

The Exclusive Cume rankings show the stations which have the greatest number of listeners who listen exclusively to that station during an entire week. This is based upon the Metro survey area.

AM STATIONS

WBT , 1110, 50 KW , MOR/CONTEMP ABC-E, \$111.00 (Blair) Jeff-Pilot

WBT's frequency is 1110. They have a 50,000 watt power authorization. WBT broadcasts with 50 KW at all times. WBT's format lies somewhere between MOR and Contemporary (see below). Their network affiliation is with the ABC-Entertainment Network. The average spot on the station will cost the advertiser \$110.00. WBT's national representative is Blair. WBT is owned by a group owner -in this case it is Jefferson-Pilot.

The spot rate is based upon an 18 spot-per-week schedule with equal distribution among the dayparts. TAP plans were used if the spots could be evenly distributed.

In many cases the rate listed for the station will not even appear on the station's rate card. This is because I calculated an average rate.

Some stations have a rate break at 20 spots per week instead of 18. In these cases I adjusted the rate to an 18 per week basis.

One of the most difficult problems I faced was trying to figure out the formats of many stations. WBT is a good example. The station does not fit comfortably into either the MOR or ROCK/CONTEMP categories. In these cases I listed both formats.

Most of the so-called "adult contemporary" stations are listed as MOR. In WBT's case perhaps it is a true adult contemporary station since almost 75% of its audience is 18-49. Several other MOR stations have similar demographics. These include KOY (Phoenix), KOB (Albuquerque), WHEN (Syracuse), KCMO (Kansas City) and others.

#### FM STATIONS

WBT-FM, 107.9, 100 KW @ 980, BTFL MUS (Bonne) , \$45.00 (Blair) Jefferson-Pilot

The FM description differs from AM only in that the height above average terrain (HAAT) is given. WBT-FM's HAAT is 980 feet.

WBT-FM uses a music syndicator-in this case the syndicator service is Bonneville. Some organizations provide complete programming consultancy service. These organizations do not provide tapes but they still, in effect, program the station. Burkhart-Abrams is one such consultant. In certain cases (most of the EZ stations) KalaMusic is another.

Most of the major syndicators sent me complete lists of the stations they program. Others (Schulke) would not cooperate but I found out most of their stations anyway. My thanks to TM, Bonneville, Radio Arts, FM-100, KalaMusic and Burkhart-Abrams for their complete cooperation.

AKRON

SRDS Market # 58  
 FCC Revenue Rank # 63  
 FCC Income Rank # 35  
 APR 15.3  
 Metro Pop: 544,700  
 National Rev: \$1,207,261

Revenue : \$4,510,335  
 Income : \$ 843,598  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 53  
 Rev Rank # 66  
 Inc Rank # 39  
 Rev per Capita \$8.28  
 Inc per Capita \$1.55  
 Nat Rev per Capita \$2.22

<u>12+ METRO SHARE</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
	O/N 77	A/M 77			
1. WAKR	13.9	13.8	22.5	1. WMMS-FM	1. WGAR 2463
2. WMMS-FM	11.8	9.0	3.6	2. WAKR	2. WAKR 2353
3. WSLR	7.2	9.9	6.4	3. WGAR	3. WMMS-FM 1857
WWWM-FM	7.2	4.1	3.3	4. WHBC	4. WWWE 1593
5. WAEZ-FM	6.7	4.2	8.3	5. WWWM-FM	5. WHBC 1517
6. WGAR	6.5	7.9	9.0	6. WDBN-FM	6. WWWM-FM 1209
7. WZZP-FM	4.7	5.8	3.5	7. WWWE	7. WSLR 1163
8. WWWE	4.6	2.7	4.2	8. WSLR	8. WZZP-FM 1008
9. WDBN-FM	3.8	3.7	5.8	9. WAEZ-FM	9. WDBN-FM 853
10. WKDD-FM	3.4	2.9	2.4	10. WZZP-FM	10. WAEZ-FM 821

12+ FM SHARE (METRO): 54.68% (409 of 748) (A/M 77: 43.50%)  
 12+ FM SHARE (TSA) : 49.79% (585 of 1175) (A/M 77: 45.54%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WZZP-FM	1. WMMS-FM	1. WMMS-FM	1. WAKR	1. WAKR	1. WAKR
2. WMMS-FM	2. WWWM-FM	2. WAKR	2. WSLR	2. WSLR	2. WHBC
3. WWWM-FM	3. WGAR	3. WWWM-FM	3. WGAR	3. WAEZ-FM	3. WGAR
4. WGAR	4. WKDD-FM	4. WSLR	4. WAEZ-FM	4. WDBN-FM	4. WMMS-FM
5. WCUE					

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	73 (2)	241 (5)	314 (7)	42.0
MOR	165 (5)		165 (5)	22.1
BTFL MUSIC		138 (5)	138 (5)	18.5
COUNTRY	70 (2)		70 (2)	9.4
NEWS/INFO/TALK	22 (1)		22 (1)	2.9
UNKNOWN	9 (1)	20 (1)	29 (2)	3.9
ETHNIC		4 (1)	4 (1)	0.5
CLASSICAL		3 (1)	3 (1)	0.4
RELIGION		3 (1)	3 (1)	0.4
			<u>748 (25)</u>	

RADIO STATIONS

WAKR, 1590, 5 KW	, MOR/AC	, \$42.00	(Buckley)	Group One
WSLR, 1350, 5 KW	, COUNTRY	ABC-E, \$37.50	(Katz)	Welcome Radio
WCUE, 1150, 1 KW/250 W,	CONTEMP	, \$39.75	(HR Stone)	
WAEZ-FM, 97.5, 50 KW @ 500,	BTFL MUS	, \$33.25	(Buckley)	Group One
WKDD-FM, 96.5, 50 KW @ 450,	SOFT CONTEMP	, \$39.75	(HR Stone)	
WDBN-FM, 94.9, 118 KW @ 310,	BTFL MUS	, \$22.50	(Market 4)	(MEDINA)

TV STATION

WAKR Akron 23 ABC, Group One

NEWSPAPER

Akron Beacon Journal E 169,123

ALBANY-SCHENECTADY-TROY

SRDS Market # 49; ADI # 41  
 FCC Revenue Rank # 46  
 FCC Income Rank # 80  
 APR 16.0  
 Metro Pop: 667,200  
 National Rev: \$1,605,809

Revenue : \$5,971,286  
 Income : \$ 277,534  
 FM Rev : \$1,017,313  
 FM Inc : \$ -96,225  
 Comb Rev : \$6,988,599  
 Comb Inc : \$ 192,450

ARB Market # 44  
 Rev Rank # 48  
 Inc Rank # 87  
 Rev per Capita \$10.48  
 Inc per Capita \$ .29  
 Nat Rev per Capita \$ 2.41

12+ METRO SHARE O/N 77 A/M 77

1. WGY	16.1	17.7	14.3
2. WROW	12.5	14.3	12.3
3. WTRY	10.6	10.8	9.6
4. WROW-FM	7.5	6.1	7.6
5. WGFM-FM	6.9	9.5	8.8
6. WPTR	6.0	5.1	6.4
7. WSHH-FM	5.4	3.2	2.4
WQBK	5.4	3.1	2.2
9. WFLY-FM	4.2	2.8	3.6
10. WOKO	3.2	3.4	5.0

12+ TSA 1/4

1. WGY
2. WROW
3. WTRY
4. WGFM-FM
5. WROW-FM
6. WGNA-FM
7. WPTR
8. WSHH-FM
9. WQBK
10. WFLY-FM

12+ TSA CUME

1. WGY	3880
2. WTRY	2778
3. WGFM-FM	2481
4. WPTR	2478
5. WROW	2291
6. WROW-FM	1346
7. WFLY-FM	1307
8. WSHH-FM	1114
9. WGNA-FM	898
10. WOKO	836

12+ FM SHARE (METRO): 35.94% (354 of 985) (A/M 77: 37.77%)  
 12+ FM SHARE (TSA) : 39.63% (535 of 1350) (A/M 77: 43.76%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WTRY	1. WTRY	1. WGY	1. WGY	1. WROW	1. WGY
2. WGFM-FM	2. WGY	2. WTRY	2. WROW	2. WGY	2. WROW
3. WPTR	3. WGFM-FM	3. WGFM-FM	WTRY	3. WROW-FM	3. WTRY
4. WFLY-FM	4. WPTR	4. WPTR	4. WROW-FM	4. WSHH-FM	4. WGNA-FM
	5. WFLY-FM	5. WROW	5. WSHH-FM	5. WQBK	5. WGFM-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	177 (2)	160 (4)	337 (6)	34.2
MOR	188 (3)		188 (3)	19.1
BTFL MUSIC	133 (1)	164 (4)	297 (5)	30.2
NEWS/INFO/TALK	67 (2)		67 (2)	6.8
COUNTRY	34 (1)	30 (1)	64 (2)	6.5
RELIGION	26 (1)		26 (1)	2.6
VARIETY	6 (1)		6 (1)	0.6
			<u>985 (20)</u>	

ALBANY-SCHENECTADY-TROY ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WGY	1. WGY	1. WGY
2. WROW	2. WTRY	2. WROW
3. WTRY	3. WPTR	3. WTRY
4. WROW-FM	4. WGFM-FM	4. WSHH-FM
WGFM-FM	5. WROW	5. WROW-FM
6. WGNA-FM	6. WROW-FM	6. WOKO
7. WPTR	7. WFLY-FM	7. WPTR
8. WSHH-FM	8. WSHH-FM	8. WGFM-FM
9. WQBK	9. WOKO	9. WFLY-FM
10. WFLY-FM	10. WGNA-FM	10. WWOM-FM
11. WOKO	11. WQBK	
12. WMNB	12. WWOM-FM	
13. WBEC	13. WBEC	
14. WUPE-FM+	14. WMNB	
15. WHAZ	15. WUPE-FM+	

ADI FM SHARE: 34.90% (521 of 1493) (A/M 77: 34.08%)

AM STATIONS

WGY, 810, 50 KW	, MOR	NBC, \$87.50	(Christal)	General Electric
WOKO, 1460, 5 KW	, COUNTRY	ABC-I, \$24.50	(Katz)	Welcome
WPTR, 1540, 50 KW	, ROCK	ABC-C, \$29.00	(Tor-Lask)	Rust
WQBK, 1300, 5 KW (Days)	TALK	ABC-E, \$14.00	(Roslin)	
WHAZ, 1330, 1 KW (Days)	RELIGION	, \$ 9.00	(Pro-Meek)	Camp
WROW, 590, 5 KW/1 KW	, BTFL MUS/MOR	CBS, \$42.25	(Blair)	Capital Cities
WTRY, 980, 5 KW	, ROCK	MBS, \$37.50	(Mc-Guild)	Great Scott
WMNB, 1230, 1 KW/250 W	, MOR	, \$ 8.00	(Kirby)	(NORTH ADAMS)
WBEC, 1420, 1 KW	, CONTEMP	ABC-C, \$13.50	(-----)	(PITTSFIELD, MASS)

FM STATIONS

WFLY-FM, 92.3, 13 KW @ 850,	CONTEMP	, \$11.00	(Tor-Lask)	Rust
WGFM-FM, 99.5, 10 KW @ 930,	ROCK (TM)	, \$50.00	(Christal)	General Electric
WGNA-FM, 107.7, 9 KW @ 980,	COUNTRY	, \$14.50	(Pro-Meek)	Camp
WSHH-FM, 106.5, 50 KW @ 910,	BTFL MUS (Schulke),	\$22.00	(Mc-Guild)	Great Scott
WROW-FM, 95.5, 9 KW @ 950,	BTFL MUS (Bonne)	, \$29.00	(Blair)	Capital Cities
WWOM-FM, 100.9, 3 KW @ 360,	SOFT ROCK (Bonne)	, \$13.50	(----)	
WUPE-FM+, 95.9, 710W @ 560,	ROCK	, \$10.93	(Roslin)	(PITTSFIELD)

TV STATIONS

WAST	Albany,	13	ABC, Sonderling
WRGB	Schenectady	6	NBC, General Electric
WTEN	Albany	10	CBS, Poole

NEWSPAPERS

Albany Times - Union, News	ME	141,475, Hearst
Schenectady Gazette	M	64,944
Troy Times Record	E	46,016, Horvitz

ALBUQUERQUE

SRDS Market # 94  
 FCC Revenue Rank # 66  
 FCC Income Rank # 229  
 APR 14.5  
 Metro Pop: 330,000  
 National Rev: \$1,012,753

Revenue : \$4,289,597  
 Income : \$ 14,433  
 FM Rev : \$ 293,856  
 FM Inc : \$ -151,912  
 Comb Rev : \$4,583,453  
 Comb Inc : \$ -137,479

ARB Market # 84  
 Rev Rank # 65  
 Inc Rank # 141  
 Rev per Capita \$13.89  
 Inc per Capita \$ -.42  
 Nat Rev per Capita \$ 3.07

12+ METRO SHARE	O/N 77	A/M 77
1. KOB	14.9	14.2
2. KQEO	9.6	8.1
KRZY	9.6	8.5
4. KRKE	9.2	9.3
5. KOB-FM	9.0	11.9
6. KRST-FM	8.2	8.0
7. KZZX-FM	6.5	4.5
8. KABQ	5.6	8.0
9. KAMX	4.8	6.2
10. KRKE-FM	4.6	2.2

12+ TSA 1/4
1. KOB
2. KRKE
3. KOB-FM
4. KZZX-FM
5. KRZY
6. KRST-FM
7. KQEO
8. KABQ
9. KRKE-FM
10. KUFF

12+ TSA CUME
1. KOB 1925
2. KRKE 1552
3. KQEO 1008
4. KOB-FM 1001
5. KZZX-FM 912
6. KRST-FM 771
7. KRZY 704
8. KUFF 554
9. KRKE-FM 533
10. KABQ 418

12+ FM SHARE (METRO): 33.99% (156 of 459) (A/M 77: 31.62%)  
 12+ FM SHARE (TSA) : 35.65% (221 of 620) (A/M 77: 28.99%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KQEO	1. KRST	1. KOB	1. KOB	1. KOB	1. KOB
2. KRKE	2. KOB	2. KRST-FM	2. KRZY	2. KOB-FM	2. KRKE
3. KRST-FM	3. KZZX-FM	3. KRZY	3. KABQ	3. KRZY	3. KRZY
KZZX-FM	4. KRKE	4. KRKE	KOB-FM	4. KAMX	4. KZZX-FM

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	90 (2)	92 (3)	182 (5)	39.7
BTFL MUSIC	5 (1)	62 (2)	67 (3)	14.6
SPANISH	56 (3)		56 (3)	12.2
MOR	71 (1)		71 (1)	15.5
COUNTRY	63 (2)		63 (2)	13.7
RELIGION	10 (1)		10 (1)	2.2
NEWS/INFO/TALK	8 (1)		8 (1)	1.7
CLASSICAL		2 (1)	2 (1)	0.4

459 (17)

AM STATIONS

KABQ, 1350, 5 KW/500 W , SPANISH , \$10.00 (Caballers)  
 KAMX, 1520, 1 KW (Days), SPANISH , \$ 9.00 (Sav-Gates)  
 KOB , 770, 50 KW , MOR NBC, \$26.50 (Mc-Guild) Hubbard  
 KQEO, 920, 1 KW/500 W , ROCK , \$20.00 (Christal) Swanson  
 KRKE, 610, 5 KW , CONTEMP , \$25.50 (Katz) Gaylord  
 KRZY, 1450, 1 KW , COUNTRY CBS, \$20.00 (Tor-Lask)  
 KUFF, 1150, 5 KW/500 W , COUNTRY ABC-E, \$16.00 (Blair)

FM STATIONS

KOB-FM , 93.3, 21.5 KW @ 4150, BTFL MUS (Schulke) , \$18.00 (Mc-Guild) Hubbard  
 KRKE-FM, 94.1, 22.5 KW @ 4130, ROCK , \$14.00 (Katz) Gaylord  
 KRST-FM, 92.3, 22 KW @ 5000, AOR , \$22.75 (Tor-Lask)  
 KZZX-FM, 99.5, 22.4 KW @ 4134, ROCK , \$14.50 (Selcom)

TV STATIONS

KGGM Albuquerque 13 CBS, Harriscope  
 KMXN Albuquerque 23 IND  
 KOAT Albuquerque 7 ABC, Pulitzer  
 KOB Albuquerque 4 NBC, Hubbard

NEWSPAPER Albuquerque Journal,  
 Tribune ME 114,007, Scripps-How



ALLENTOWN-BETH-EASTON

SRDS Market #63  
 FCC Income Rank #81  
 FCC Income Rank #42  
 APR 17.1  
 Metro Pop 533,600  
 National Rev: \$420,964

Revenue : \$3,452,624  
 Income : \$ 599,368  
 FM Rev : \$ 944,965  
 FM Inc: : \$ 81,960  
 Comb Rev : \$4,397,589  
 Comb Inc : \$ 681,328

ARB Market # 54  
 Rev Rank # 70  
 Inc Rank # 47  
 Rev per Capita \$8.24  
 Inc per Capita \$1.28  
 Nat Rev per Capita \$ .79

12+ METRO SHARE	A/M 77	A/M 76
1. WKKW-FM	12.9	4.2
2. WAEB	12.6	8.0
3. WLEV-FM	9.5	10.6
4. WQQQ-FM	8.2	10.7
5. WKAP	7.3	8.6
6. WFMZ-FM	5.3	7.7
7. WEST	4.6	5.9
8. WEEEX	4.3	7.0
9. KYW	3.9	2.2
10. WIFI-FM	2.4	.9

12 + TSA
1. WKKW-FM
2. WAEB
3. WLEV-FM
4. WQQQ-FM
5. WKAP
6. WFMZ-FM
7. KYW
8. WEST
9. WEEEX
10. WIFI-FM

12+ TSA CUME
1. WAEB 1686
2. WLEV-FM 1506
3. WKAP 1273
4. WKKW-FM 1169
5. WQQQ-FM 1158
6. WABC 943
7. KYW 936
8. WEEEX 860
9. WFMZ-FM 836
10. WFIL 576

12+ FM SHARE (METRO): 50.37% (404 of 802) (A/M 77: 45.22%)  
 12+ FM SHARE (TSA) : 51.39% (481 of 936) (A/M 77: 44.34%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WAEB	1. WAEB	1. WAEB	1. WKKW-FM	1. WKKW-FM	1. WAEB
2. WKAP	2. WLEV-FM	2. WLEV-FM	2. WAEB	2. WQQQ-FM	2. WKKW-FM
3. WEEEX	3. WKAP	3. WKKW-FM	3. WLEV-FM	3. WFMZ-FM	3. WLEV-FM
4. WIFI-FM	4. WKKW-FM	4. WKAP	4. WEEEX	WAEB	4. WKAP

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	287 (9)	132 (4)	419 (13)	52.2
BTFL MUS		140 (3)	140 (3)	17.5
COUNTRY	21 (1)	118 (1)	139 (2)	17.3
MOR	42 (1)		42 (1)	5.2
NEWS/INFO/TALK	36 (1)		36 (1)	4.5
RELIGION		14 (1)	14 (1)	1.8
UNKNOWN	12 (1)		12 (1)	1.5
			802 (22)	

AM STATIONS

WAEB, 790, 1 KW	CONTEMP	\$29.50	(Eastman)	Rust
WEEEX, 1230, 1 KW/250 W	CONTEMP	ABC-C, \$10.25	(Mc-Guild)	
WEST, 1400, 1 KW/250 W	MOR	CBS, \$15.50	(Katz)	Sound Communi
WKAP, 1320, 5 KW/1 KW	CONTEMP	ABC-I, \$18.00	(Tor-Lask)	Rahall

FM STATIONS

WFMZ-FM, 100.7, 13 KW @ 870	BTFL MUS (TM)	\$12.50	(P/W)	
WLEV-FM, 96.1, 50 KW @ 500	CONTEMP (Drake-Chen)	\$28.00	(Katz)	Sound Communi
WQQQ-FM, 99.9, 50 KW @ 456	BTFL MUS (Bonne)	\$13.50	(Mc-Guild)	
WKKW-FM, 104.1, 50 KW @ 500	COUNTRY	\$ 9.67	(Eastman)	Rust

FOR OTHER STATIONS SEE PHILADELPHIA AND NEW YORK

TV STATIONS

WFMZ	Allentown	69	IND	<u>NEWSPAPERS</u>	
				Allentown Call Chronicle	ME 124,341
				Bethlehem Globe-Times	E 36,451
				Easton Express	E 52,405

ALTOONA

SRDS Market # 218  
 FCC Revenue Rank # 148  
 FCC Income Rank # 144  
 APR 15.0  
 Metro Pop: 110,600  
 National Rev: \$273,102

Revenue : \$1,749,023  
 Income : \$ 106,153  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 161  
 Rev Rank # 135  
 Inc Rank # 103  
 Rev per Capita \$15.81  
 Inc per Capita \$ .96  
 Nat Rev per Capita \$ 2.47

12+ METRO SHARE A/M 77 A/M 76

1. WFBG	18.7	16.0	17.5
2. WRTA	18.1	17.8	22.0
3. WFBG-FM	15.1	9.8	7.9
4. WVAM-FM	14.5	13.5	---
5. WVAM	12.0	20.2	21.5
6. WKMC	8.4	7.4	10.7
7. WJAC-FM	3.6	1.8	1.7
8. WIYQ-FM	1.8	---	2.8
9. WGMR-FM	1.2	1.2	.6
WTRN	1.2	3.1	2.3

12+ TSA 1/4

1. WFBG
2. WKMC
3. WFBG-FM
4. WRTA
5. WVAM-FM
6. WGMR-FM
7. WVAM
8. WJAC-FM
9. WIYQ-FM
10. WTRN

12+ TSA CUME

1. WFBG	808
2. WYAM	582
3. WFBG-FM	522
4. WRTA	414
WJAC-FM	414
6. WVAM-FM	378
7. WIYQ-FM	356
8. WGMR-FM	336
9. WKMC	259
10. WTRN	114

12+ FM SHARE (METRO): 38.36% (61 of 159) (A/M 77: 29.03%)  
 12+ FM SHARE (TSA) : 49.24% (129 of 262) (A/M 77: 42.86%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WFBG	1. WFBG	1. WFBG	1. WFBG	1. WVAM-FM	1. WFBG
2. WVAM	2. WFBG-FM WVAM	2. WVAM	2. WRTA	2. WRTA	2. WRTA
		3. WRTA	3. WVAM	3. WFBG-FM	3. WGMR-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	53 (3)		53 (3)	33.3
COUNTRY	14 (1)	29 (3)	43 (4)	27.0
MOR	30 (1)		30 (1)	18.9
BTFL MUSIC		31 (2)	31 (2)	19.5
RELIGION	1 (1)	1 (1)	2 (2)	1.3
			159 (12)	

AM STATIONS

WFBG, 1290, 5 KW/1 KW , CONTEMP	ABC-C, \$14.75 (Blair)	
WKMC, 1370, 1 KW (Days), COUNTRY/MOR	NBC , \$ 6.50 (---)	(ROAR SPRING)
WRTA, 1240, 1 KW/250 W , MOR	ABC-I, \$10.50 (Pro-Meek)	
WTRN, 1340, 1 KW/250 W , ROCK	MBS , \$ 2.93 (Dome)	(TYRONE)
WVAM, 1430, 5 KW/1 KW , CONTEMP	MBS , \$15.00 (Mc-Guild)	

FM STATIONS

WFBG-FM, 98.1, 30 KW @ 1021, BTFL MUS	CBS, \$11.00 (Blair)	
WGMR-FM, 101.1, 7.6 KW @ 1062, COUNTRY	, \$ 3.39 (Masla)	(TYRONE)
WVAM-FM, 100.1, 360 W @ -345 , COUNTRY	, \$ 8.00 (Mc-Guild)	
WIYQ-FM, 99.1, 50 KW @ 500, COUNTRY	, \$ 7.50 (P/W)	(EBENSBURG)
WJAC-FM, 95.5, 57 KW @ 1060, BTFL MUS	, \$ 8.00 (Tor-Lask)	(JOHNSTOWN)

TV STATIONS

WOPC	Altoona	38	ABC
WTAJ	Altoona	10	CBS, Gateway
WJAC	Johnstown	6	NBC, Johnstown Tribune
WJNL	Johnstown	19	CBS/ABC, <del>ABC</del>

NEWSPAPERS

Johnstown Tribune-Democrat	M	60,662
Altoona Mirror	E	35,452

AMARILLO

SRDS Market # 198  
 FCC Revenue Rank # 118  
 FCC Income Rank # 100  
 APR 13.7  
 Metro Pop: 131,000  
 National Rev: \$441,460

Revenue : \$2,127,200  
 Income : \$ 180,906  
 FM Rev : \$ 216,358  
 FM Inc : \$ 33,630  
 Comb Rev : \$2,343,558  
 Comb Inc : \$ 214,536

ARB Market # 153  
 Rev Rank # 118  
 Inc Rank # 84  
 Rev per Capita \$17.89  
 Inc per Capita \$ 1.64  
 Nat Rev per Capita \$ 3.37

12+ METRO SHARE A/M 77 A/M 76

1. KQIZ-FM	18.3	14.5	---
2. KGNC-FM	16.7	12.8	17.3
3. KDJW	13.3	18.0	16.2
4. KGNC	12.2	12.2	18.4
KPUR	12.2	15.1	17.3
6. KZIP	6.7	4.1	3.4
7. KIXZ	5.6	10.5	15.6
8. KBUY-FM	3.3	1.2	---
9. KQIZ	2.8	2.9	2.2
10. KVAS-FM	1.1	2.9	1.1

12+ TSA 1/4

1. KGNC
2. KQIZ-FM
3. KDJW
4. KGNC-FM
KPUR
6. KIXZ
7. KZIP
8. KBUY-FM
9. KQIZ
10. KVAS-FM

12+ TSA CUME

1. KGNC	739
2. KPUR	674
3. KDJW	531
4. KQIZ-FM	518
5. KIXZ	465
6. KGNC-FM	430
7. KBUY	178
8. KZIP	142
9. KQIZ	135
10. KVAS-FM	107

12+ FM SHARE (METRO): 42.77% (71 of 166) (A/M 77: 33.33%)  
 12+ FM SHARE (TSA) : 34.50% (89 of 258) (A/M 77: 26.52%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KPUR	1. KQIZ-FM	1. KQIZ-FM	1. KGNC-FM	1. KGNC-FM	1. KGNC
2. KQIZ-FM	2. KDJW	2. KGNC-FM	2. KDJW	2. KDJW	2. KQIZ-FM+
	3. KPUR	KDJW	KQIZ-FM	3. KGNC	3. KPUR

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	32 (2)	33 (1)	65 (3)	39.2
COUNTRY	36 (2)	6 (1)	42 (3)	25.3
MOR	27 (2)		27 (2)	16.3
BTFL MUSIC		30 (1)	30 (1)	18.1
RELIGION		2 (1)	2 (1)	1.2
			<u>166 (10)</u>	

AM STATIONS

KDJW, 1010, 5 KW/500 W	, COUNTRY	ABC-I, \$17.00	(HR Stone)	Walton
KGNC, 710, 10 KW	, MOR	CBS, \$20.00	(Katz)	Stauffer
KIXZ, 940, 5 KW/1 KW	, CONTEMP	, \$12.00	(Buckley)	
KPUR, 1440, 5 KW/1 KW	, ROCK	, \$10.00	(Mc-Guild)	
KQIZ, 1360, 500 W (Days)	, MOR	MBS, \$ 7.50	(Sav-Gates)	
KZIP, 1310, 1 KW (Days)	, COUNTRY	ABC-E, \$ 6.50	(Smith)	

FM STATIONS

KBUY-FM, 94.1, 54 KW @ 640,	COUNTRY (?)	, \$ 6.00	(HR Stone)	Walton
KGNC-FM, 97.9, 45 KW @ 1285,	BTFL MUS (TM)	, \$13.00	(Katz)	Stauffer
KQIZ-FM, 93.1, 71 KW @ 160,	ROCK	, \$10.25	(Sav-Gates)	
KVAS-FM, 101.9, 100 KW @ 729,	RELIGION/MOR	, \$ ?	(-----)	

TV STATIONS

KAMR	Amarillo	4	NBC
KFDA	Amarillo	10	CBS
KVII	Amarillo	7	ABC

NEWSPAPERS

Amarillo Globe-Times, News ME 77,052

ANAHEIM (ORANGE COUNTY)

Population: 1,454,800

APR 16.1

ALL OTHER INFORMATION NOT AVAILABLE

NOTE: ANAHEIM (ORANGE COUNTY) IS A PORTION OF THE LOS ANGELES METRO.  
FOR THIS MARKET REPORT ONLY THOSE STATIONS HOME TO ORANGE  
COUNTY ARE LISTED. THERE IS NO TSA.

<u>12+ METRO SHARE</u>	<u>O/N 77</u>	<u>A/M 77</u>	<u>12+ METRO CUME</u>		
1. KEZY 2.9	4.2	2.1	1. KEZY	2045	
2. KWIZ 1.6	3.2	1.5	2. KWIZ	1320	
3. KEZY-FM 1.1	.6	.8	3. KEZY-FM	744	
KYMS-FM 1.1	.9	1.2	4. KWIZ-FM	557	
5. KOCM-FM .9	.4	.7	5. KYMS-FM	388	
6. KORJ-FM .6	---	---	6. KOCM-FM	312	
7. KWIZ-FM .6	1.3	1.2	7. KORJ-FM	285	
<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KEZY	1. KEZY-FM	1. KWIZ	1. KWIZ	1. KWIZ	1. KEZY
2. KWIZ	2. KYMS-FM	2. KEZY	2. KEZY	2. KOCM-FM	2. KWIZ

RADIO STATIONS

KWIZ, 1480, 5 KW/1 KW, MOR	, \$35.50	(HR Stone)
KEZY, 1190, 5 KW/1 KW, CONTEMP	, \$54.25	(Market 4)
KEZY-FM, 95.9, 2.5 KW @ 330, CONTEMP	, \$27.25	(Market 4)
KORJ-FM, 94.3, 3 KW @ 245, CONTEMP	, \$16.00	(-----)
KWIZ-FM, 96.7, 3 KW @ 175, CONTEMP	, \$15.12	(HR Stone)
KYMS-FM, 106.3, 3 KW @ 130, RELIGION	, \$ 9.00	(-----)
KOCM-FM, 103.1, 2 KW @ 300, MOR	, \$ ??	(-----)

ANCHORAGE

SRDS Market # 178  
 FCC Revenue Rank # 78  
 FCC Income Rank # 77  
 APR 16.3  
 Metro Pop: 140,700  
 National Rev: \$396,449

Revenue : \$3,807,906  
 Income : \$ 286,185  
 FM Rev : \$ 614,509  
 FM Inc : \$ -33,775  
 Comb Rev : \$4,422,415  
 Comb Inc : \$ 252,410

ARB Market # 148  
 Rev Rank # 70  
 Inc Rank # 80  
 Rev per Capita \$31.50  
 Inc per Capita \$ 1.79  
 Nat Rev per Capita \$ 2.82

12+ METRO SHARE	O/N 77	A/M 77
1. KFQD	19.1	23.9
2. KENI	17.8	17.3
3. KHAR	15.7	11.0
4. KANC	10.0	5.1
5. KYAK	9.6	14.5
6. KKLV-FM	8.7	8.6
7. KGOT-FM	6.5	6.3
8. KBYR	6.1	5.1
9. KNIK-FM	3.9	3.5
10. KJZZ-FM	.9	1.6

12+ TSA 1/4
1. KFQD
2. KENI
3. KHAR
4. KYAK
5. KANC
6. KKLV-FM
7. KGOT-FM
8. KBYR
9. KNIK-FM
10. KJZZ-FM

12+ TSA CUME
1. KENI 649
2. KFQD 592
3. KHAR 425
4. KANC 419
5. KYAK 337
6. KBYR 245
7. KKLV-FM 226
8. KGOT-FM 192
9. KNIK-FM 100
10. KJZZ-FM 56

12+ FM SHARE (METRO): 20.35% (46 of 226) (A/M 77: 25.95%)  
 12+ FM SHARE (TSA) : 18.25% (48 of 263) (A/M 77: 23.15%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KENI	1. KFQD	1. KFQD	1. KFQD	1. KHAR	1. KFQD
2. KANC	2. KENI	2. KENI	2. KHAR	2. KFQD	2. KHAR
3. KFQD	3. KANC	3. KHAR	3. KYAK	KYAK	3. KENI

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	64 (2)	35 (2)	99 (4)	43.8
BTFM MUSIC	36 (1)	9 (1)	45 (2)	19.9
MOR	58 (2)		58 (2)	25.7
COUNTRY	22 (1)		22 (1)	9.7
JAZZ		2 (1)	2 (1)	0.9
			226 (10)	

AM STATIONS

KANC, 1080, 10 KW	, ROCK	NBC	, \$16.88	(Radio Time)	
KBYR, 700, 1 KW/500 W	, MOR	CBS	, \$11.00	(Masla)	Northern TV
KENI, 550, 5 KW	, ROCK	ABC-C, ABC-I,	\$15.50	(Howard)	Midnight Sun
KFQD, 750, 50 KW/10 KW	, MOR		, \$20.50	(Mc-Guild)	
KHAR, 750, 5 KW	, BTFM MUS (TM)		, \$19.75	(Sav-Gates)	
KYAK, 650, 50 KW/25 KW	, COUNTRY	MBS,	\$23.50	(HR Stone)	Big Country

FM STATIONS

KNIK-FM, 105.5, 3 KW @ 265	, BTFM MUS		, \$ 7.50	(Masla)	Northern TV
KGOT-FM, 101.3, 26 KW @ 400	, ROCK	MBS,	\$11.00	(HR Stone)	Big Country
KJZZ-FM, 102.1, 3.5 KW @ 75	, JAZZ		, \$ ? ?	(-----)	
KKLV-FM, 103.9, 2.8 KW @ 54	, SOFT ROCK (TM)		, \$12.50	(Sav-Gates)	

TV STATIONS

KENI	Anchorage	2	NBC, Midnight Sun
KIMO	Anchorage	13	ABC
KTVA	Anchorage	11	CBS

NEWSPAPERS

Anchorage News	M	14,172
Anchorage Times	E	46,698

APPLETON-OSHKOSH

SRDS Market # 126  
 FCC Revenue Rank # 127  
 FCC Income Rank # 180  
 APR 15.5  
 Metro Pop: 238,200  
 National Rev: \$95,871

Revenue : \$2,250,952  
 Income : \$ 58,339  
 FM Rev : \$ 447,370  
 FM Inc : \$ -95,875  
 Comb Rev : \$2,698,322  
 Comb Inc : \$ -37,536

ARB Market # 114  
 Rev Rank # 110  
 Inc Rank # 127  
 Rev per Capita \$11.33  
 Inc per Capita \$ -.16  
 Nat Rev per Capita \$ .40

<u>12+ METRO SHARE</u>			<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WNAM	13.6	13.6	12.7		1. WIXX-FM	1. WIXX-FM 1804
2. WROE-FM	11.9	11.5	12.4		2. WKAU+	2. WNAM 1277
3. WKAU-FM+10.6	10.6	11.9			3. WNAM	3. WKAU+ 1085
WHBY	10.6	12.7	9.7		4. WROE-FM	4. WDUZ 930
5. WIXX-FM	9.5	7.1	3.6		5. WYTL	5. WGEE 875
6. WYTL	8.4	9.8	7.7		WGEE	6. WROE-FM 817
7. WOSH-FM	6.5	3.8	5.2		7. WDUZ	7. WYTL 642
8. WYNE	4.9	4.4	6.6		WDUZ-FM	8. WOSH-FM 608
9. WMKC-FM	4.1	2.4	2.2		9. WHBY	9. WDUZ-FM 532
10. WGEE	1.9	3.8	4.1		10. WOSH-FM	10. WHBY 478

12+ FM SHARE (METRO): 45.00% (153 of 340) (A/M 77: 35.74%)  
 12+ FM SHARE (TSA) : 45.40% (296 of 652) (A/M 77: 46.50%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WNAM	1. WNAM	1. WNAM	1. WYTL	1. WROE	1. WIXX-FM
2. WIXX-FM	2. WKAU-FM+	2. WKAU-FM+	2. WNAM	2. WHBY	2. WGEE
WKAU-FM+	3. WIXX-FM	3. WROE-FM	3. WROE	3. WYTL	3. WHBY

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	86 (4)	88 (4)	174 (8)	51.2
MOR	51 (4)	15 (1)	66 (5)	19.4
COUNTRY	50 (5)		50 (5)	14.7
BTFL MUSIC		47 (2)	47 (2)	13.8
UNKNOWN		3 (1)	3 (1)	0.9
			<u>340 (21)</u>	

AM STATIONS

WHBY, 1230, 1 KW , MOR MBS , \$12.75 (---) Dubuque Telegraph-Herald  
 WNAM, 1280, 5 KW/1 KW , CONTEMP ABC-I, \$14.50 (Masla) Cummings  
 WYNE, 1150, 1 KW , CONTEMP ABC-C, \$ 7.25 (Lotus)  
 WYTL, 1490, 1 KW/250 W, COUNTRY NBC , \$11.25 (HR Stone) Midwest Family

FM STATIONS

WKAU-FM+, 104.9, 3 KW @ 238, ROCK , \$15.00 (Pro-Meek) Forward  
 WMKC-FM , 96.7, 3 KW @ 295, MOR ABC-F, \$ 5.50 (-----)  
 WOSH-FM, 103.9, 2.4 KW @ 330, CONTEMP , \$ 8.50 (HR Stone) Midwest Family  
 WROE-FM, 94.3, 3 KW @ 320, BTFL MUS (Schulke) , \$10.00 (----)

FOR OTHER STATIONS SEE GREEN BAY

FOR TV AND NEWSPAPER INFO SEE GREEN BAY

ASHEVILLE

SRDS Market # 186  
 FCC Revenue Rank # 155  
 FCC Income Rank # 257  
 APR 13.8  
 Metro Pop: 144,000  
 National Rev: \$193,261

Revenue : \$1,640,404  
 Income : \$ -28,866  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 146  
 Rev Rank # 140  
 Inc Rank # 125  
 Rev per Capita \$11.39  
 Inc per Capita \$ -.20  
 Nat Rev per Capita \$ 1.34

12+ METRO SHARE A/M 77 A/M 76

1. WWNC	38.4	41.5	35.5
2. WISE	15.2	21.0	18.0
3. WLOS-FM	14.6	10.3	16.1
4. WFBC-FM	7.1	5.8	2.4
5. WRAQ	5.1	2.2	3.8
6. WSKY	3.0	2.7	3.8
7. WKIT-FM	2.5	1.8	3.3
8. WFGW	1.5	2.7	5.2
9. WBIR-FM	1.0	---	---
WMMH	1.0	.9	.5

12+ TSA 1/4

1. WWNC
2. WLOS-FM
3. WISE
4. WFBC-FM
5. WKIT-FM
6. WRAQ
7. WSKY
8. WFGW
9. WBIR-FM
WMMH

12+ TSA CUME

1. WWNC	1095
2. WISE	656
3. WLOS-FM	495
4. WFBC-FM	445
5. WRAQ	329
6. WKIT-FM	283
7. WSKY	246
8. WFGW	132
9. WMMH	56
10. WBIR-FM	34

12+ FM SHARE (METRO): 28.25% (50 of 177) (A/M 77: 20.79%)  
 12+ FM SHARE (TSA) : 40.64% (102 of 251) (A/M 77: 33.70%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WISE	1. WISE	1. WWNC	1. WWNC	1. WWNC	1. WWNC
2. WRAQ	2. WFBC-FM	2. WISE	2. WISE	2. WLOS-FM	2. WISE
WFBC-FM	3. WWNC	3. WLOS-FM	3. WLOS-FM	3. WISE	3. WKIT-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	84 (3)	7 (2)	91 (5)	51.4
ROCK/CONTEMP	40 (2)	14 (1)	54 (3)	30.5
BTFL MUS		29 (1)	29 (1)	16.4
RELIGION	3 (1)		3 (1)	1.7
			<u>177 (10)</u>	

AM STATIONS

WFGW, 1010, 50 KW (Days), RELIGION , \$ 4.00 (----)  
 WISE, 1310, 5 KW/1 KW , ROCK ABC-C, \$14.50 (Mc-Guild)  
 WMMH, 1460, 500 W (Days), COUNTRY/GOSPEL , \$ 2.00 (----) (MARSHALL)  
 WRAQ, 1380, 5 KW/1 KW , CONTEMP/MOR CBS , \$ 8.00 (Jones)  
 WSKY, 1230, 1 KW/250 W , COUNTRY , \$ 8.00 (----)  
 WWNC, 570, 5 KW , COUNTRY NBC , \$18.75 (Katz) Multimedia

FM STATIONS

WLOS-FM, 99.9, 53 KW @ 2624, BTFL MUS (Bonne) ABC-E, \$9.00 (Buckley) Wometco  
 WKIT-FM, 102.5, 100 KW @ 332, COUNTRY (Drake-Chen) ABC-F, \$6.00 (Southern) (HENDERSONVILLE)

WFBC-FM - See Greenville, SC

WBIR-FM - See Knoxville, TE

FOR NEWSPAPER, TV AND ADI INFORMATION SEE GREENVILLE, SC

ATLANTA

SRDS Market # 18; ADI # 16  
 FCC Revenue Rank # 16  
 FCC Income Rank # 13  
 APR 15.2  
 Metro Pop: 1,506,700  
 National Rev: \$4,129,473

Revenue : \$16,240,619  
 Income : \$ 2,823,858  
 FM Rev : \$ 4,753,642  
 FM Inc : \$ 1,242,049  
 Comb Rev : \$20,994,261  
 Comb Inc : \$ 4,065,907

ARB Market # 18  
 Rev Rank # 13  
 Inc Rank # 10  
 Rev per Capita \$13.93  
 Inc per Capita \$ 2.70  
 Nat Rev per Capita \$ 2.74

12+ METRO SHARE O/N 77 A/M 77

1. WSB	16.3	13.3	20.9
2. WZGC-FM	12.3	10.7	12.4
3. WQXI-FM	7.0	7.3	6.3
4. WKLS-FM	6.7	6.6	5.7
5. WPCH-FM	6.3	7.8	6.8
6. WSB-FM	6.2	4.8	4.3
7. WPLO	5.4	6.7	5.1
8. WQXI	5.1	4.4	5.9
9. WVEE-FM	4.6	3.9	1.8
10. WRNG	4.4	5.8	5.3
11. WAOK	3.7	5.4	6.1
12. WGST	2.5	3.1	2.8

12+ TSA 1/4

1. WSB
2. WZGC-FM
3. WKLS-FM
4. WPCH-FM
5. WQXI-FM
6. WSB-FM
7. WPLO
8. WVEE-FM
9. WQXI
10. WRNG
11. WAOK
12. WBIE-FM

12+ TSA CUME

1. WSB	6405
2. WZGC-FM	5138
3. WQXI	3051
4. WQXI-FM	2925
5. WSB-FM	2842
6. WKLS-FM	2822
7. WPCH-FM	2653
8. WPLO	2405
9. WRNG	1747
10. WVEE-FM	1715
11. WAOK	1710
12. WLTA-FM	1441

12+ FM SHARE (METRO): 51.15% (1087 of 2125) (A/M 77: 45.69%)  
 12+ FM SHARE (TSA) : 55.31% (1364 of 2466) (A/M 77: 49.92%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WZGC-FM	1. WZGC-FM	1. WSB	1. WSB	1. WSB	1. WSB
2. WQXI-FM	2. WKLS-FM	2. WZGC-FM	2. WZGC-FM	2. WPCH-FM	2. WQXI-FM+
3. WKLS-FM	3. WQXI-FM	3. WKLS-FM	3. WPCH-FM	3. WSB-FM	3. WZGC-FM
4. WVEE-FM	4. WSB	4. WQXI-FM	4. WQXI-FM	4. WRNG	4. WPLO
5. WQXI	5. WQXI	5. WQXI	WPLO	5. WPLO	5. WPCH-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	132 (3)	593 (3)	725 (6)	34.1
BTFM MUSIC		337 (3)	337 (3)	15.9
MOR	372 (1)		372 (1)	17.5
BLACK	124 (2)	104 (1)	228 (3)	10.7
COUNTRY	147 (3)	52 (2)	199 (5)	9.4
NEWS/INFO/TALK	158 (2)		158 (2)	7.4
RELIGION	64 (3)		64 (3)	3.0
JAZZ	10 (1)		10 (1)	0.5
OTHER (Nostalgia)	31 (1)		31 (1)	1.5
			<u>2125 (25)</u>	



ATLANTA ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WSB	1. WSB	1. WSB
2. WZGC-FM	2. WZGC-FM	2. WZGC-FM
3. WKLS-FM	3. WQXI	3. WPLO
4. WPCH-FM	4. WQXI-FM	4. WVEE-FM
5. WQXI-FM	5. WKLS-FM	5. WQXI
6. WSB-FM	6. WSB-FM	6. WKLS-FM
7. WPLO	7. WPCH-FM	7. WAOK
WVEE-FM	8. WPLO	8. WQXI-FM
9. WQXI	9. WRNG	9. WSB-FM
10. WRNG	10. WVEE-FM	10. WPCH-FM
11. WAOK	11. WAOK	
12. WLTA-FM	12. WGST	
WBIE-FM	13. WBIE-FM	
14. WNGC-FM	14. WIGO	
15. WGST	15. WNGC-FM	

ADI FM SHARE: 56.08% (1578 of 2814) (A/M 77: 50.96%)

AM STATIONS

WAOK, 1380, 5 KW	, BLACK	NBN	, \$42.00 (??)	Broadcast Ent Net
WGST, 920, 5 KW/1 KW	, NEWS	ABC-E,	\$66.50 (Katz)	Meredith
WIGO, 1340, 1 KW/250 W	, BLACK	ABC-C,	\$26.00 (Howard)	
WPLO, 590, 5 KW	, COUNTRY	ABC-I,	\$66.50 (Mc-Guild)	Plough
WQXI, 790, 5 KW/1 KW	, ROCK		, \$75.00 (RAR)	Jeff-Pilot
WRNG, 680, 25 KW (Days)	, NEWS/TALK	CBS	, \$41.00 (MMR)	
WSB, 750, 50 KW	, MOR	NBC	, \$125.00 (Christal)	Cox

FM STATIONS

WBIE-FM, 101.5, 100 KW @ 900,	COUNTRY	, \$15.25	(Pro/Meeker)	
WNGC-FM, 95.5, 100 KW @ 605,	COUNTRY	, \$ 5.90	(Southern)	Clarke (ATHENS)
WKLS-FM, 96.1, 100 KW @ 950,	AOR (Burk-Abr)	, \$56.00	(Masla)	SJR
WLTA-FM, 99.7, 100 KW @ 1000,	BTFL MUSIC	, \$41.25	(Eastman)	Susquehanna
WPCH-FM, 94.9, 100 KW @ 890,	BTFL MUS (Schulke)	, \$66.50	(Katz)	Meredith
WQXI-FM, 94.1, 100 KW @ 410,	ROCK	, \$75.00	(RAR)	Jeff-Pilot
WSB-FM, 98.5, 100 KW @ 740,	BTFL MUS (FM-100)	, \$35.50	(Christal)	Cox
WVEE-FM, 103.3, 100 KW @ 450,	DISCO	ABC-F, \$34.00	(Mc-Guild)	Plough
WZGC-FM, 92.9, 100 KW @ 590,	ROCK	, \$105.00	(Tor-Lask)	First Media

TV STATIONS

WAGA	Atlanta	5	CBS, Storer	WSB	Atlanta	2	NBC, Cox
WANX	Atlanta	46	IND, Christian	WTCG	Atlanta	17	IND, Ted Turner
WATL	Atlanta	36	IND	WXIA	Atlanta	11	ABC, Comb Comm

NEWSPAPER

Atlanta Constitution, Journal ME 431,957, Cox

AUGUSTA

SRDS Market # 130  
 FCC Revenue Rank # 109  
 FCC Income Rank # 305  
 APR 16.2  
 Metro Pop: 229,700  
 National Rev: \$374,164

Revenue : \$2,636,535  
 Income : \$ -195,304  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 120  
 Rev Rank # 112  
 Inc Rank # 146  
 Rev per Capita \$11.48  
 Inc per Capita \$ -.85  
 Nat Rev per Capita \$ 1.63

12+ METRO SHARE	A/M 77	A/M 76
1. WBBQ-FM	15.8	15.0
2. WBBQ	11.5	12.2
3. WZZW-FM	11.0	6.9
4. WGAC	8.0	8.6
5. WGUS	7.2	3.3
WBJA	7.2	7.2
WBIA	7.2	3.3
7. WRDW	6.4	9.4
8. WTHB	6.2	7.8
9. WAUG	4.8	4.7
10. WAUG-FM	4.3	7.5

12+ TSA 1/4
1. WBBQ-FM
2. WBBQ
3. WZZW-FM
4. WGAC
5. WBJA
WGUS
WTHB
8. WRDW
9. WAUG-FM
10. WAUG

12+ TSA CUME	
1. WBBQ-FM	1386
2. WBBQ	885
3. WGAC	616
4. WZZW-FM	488
5. WRDW	414
6. WBJA	377
7. WTHB	340
8. WAUG-FM	314
9. WAUG	239
10. WGUS	230

12+ FM SHARE (METRO): 41.18% (147 of 354) (A/M 77: 42.27%)  
 12+ FM SHARE (TSA) : 47.28% (200 of 423) (A/M 77: 51.13%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WBBQ-FM	1. WBBQ-FM	1. WBBQ-FM	1. WBBQ-FM	1. WGAC	1. WBBQ-FM+
2. WBBQ	2. WZZW-FM	2. WZZW-FM	2. WGUS	2. WBJA	2. WGAC
3. WTHB	3. WBBQ	3. WBBQ	3. WBBQ	3. WGUS	3. WBJA

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	50 (2)	116 (3)	166 (5)	46.9
BLACK	47 (2)	6 (1)	53 (3)	15.0
MOR	62 (3)	1 (1)	63 (4)	17.8
COUNTRY	30 (2)		30 (2)	8.5
RELIGION	18 (1)	5 (1)	23 (2)	6.5
BTFM MUSIC		19 (2)	19 (2)	5.4
			354 (18)	

AM STATIONS

WAUG, 1050, 5 KW (Days), RELIGION	ABC-I, \$14.00	(Masla)
WBBQ, 1340, 1 KW/250 W, ROCK	ABC-C, \$25.65	(Eastman)
WBJA, 1230, 1 KW/250 W, MOR	NBC, \$12.00	(Sav-Gates)
WGAC, 580, 5 KW/1 KW, MOR	CBS, \$17.50	(Katz) Beasley
WGUS, 1380, 1 KW (Days), COUNTRY	, \$ 9.00	(Sav-Gates)
WRDW, 1480, 5 KW, BLACK	MBN, \$ 7.50	(Pro-Meek)
WTHB, 1550, 5 KW (Days), BLACK	NBN,ABC-E, \$ 8.00	(Bolton)

FM STATIONS

WAUG-FM, 105.7, 50 KW @ 83, CONTEMP	ABC-I, \$14.00	(Masla)
WBBQ-FM, 104.3, 100 KW @ 550, ROCK	ABC-C, \$25.65	(Eastman)
WZZW-FM, 103.1, 3 KW @ 300, CONTEMP	, \$ 8.00	(Bolton)

TV STATIONS

WATU	Augusta	26	NBC
WJBF	Augusta	6	ABC, Fuqua
WRDW	Augusta	12	CBS, Rust Craft

NEWSPAPER

Augusta Chronicle, Herald ME 73,153

AUSTIN

SRDS Market # 80  
 FCC Revenue Rank # 76  
 FCC Income Rank # 41  
 APR 15.2  
 Metro Pop: 341,300  
 National Rev: \$682,806

Revenue : \$3,863,240  
 Income : \$ 638,335  
 FM Rev : \$ 437,632  
 FM Inc : \$ -102,415  
 Comb Rev : \$4,300,872  
 Comb Inc : \$ 535,920

ARB Market # 81  
 Rev Rank # 71  
 Inc Rank # 53  
 Rev per Capita \$12.60  
 Inc per Capita \$ 1.57  
 Nat Rev per Capita \$ 2.00

12+ METRO SHARE A/M 77 A/M 76

1. KVET	15.2	19.7	14.2
2. KASE-FM	14.8	14.8	16.8
3. KLBJ-FM	13.9	6.1	9.8
4. KCSW-FM	9.2	8.5	4.4
5. KNOW	8.5	8.7	13.7
KHFI-FM	8.5	8.7	5.7
7. KOKE-FM	6.2	2.8	2.4
8. KLBJ	4.6	7.3	8.5
9. KTSA	1.7	2.4	2.8
10. WOAI	1.5	3.7	.9

12+ TSA 1/4

1. KVET
2. KASE-FM
3. KLBJ-FM
4. KCSW-FM
5. KHFI-FM
KNOW
7. KLBJ
8. KOKE-FM
9. KTSA
10. WOAI

12+ TSA CUME

1. KVET	1239
2. KASE-FM	915
3. KNOW	890
4. KHFI-FM	811
5. KLBJ-FM	762
6. KLBJ	736
7. KCSW-FM	711
8. KTSA	692
9. KOKE-FM	603
10. WOAI	255

12+ FM SHARE (METRO): 61.90% (273 of 441) (A/M 77: 47.20%)  
 12+ FM SHARE (TSA) : 56.47% (301 of 533) (A/M 77: 46.02%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49,</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KHFI-FM	1. KLBJ-FM	1. KLBJ-FM	1. KVET	1. KVET	1. KVET
2. KNOW	2. KCSW-FM	2. KVET	2. KASE-FM	2. KASE-FM	2. KASE-FM
3. KVET	3. KNOW	3. KCSW-FM	3. KOKE-FM	3. KOKE-FM	KNOW
	4. KHFI-FM	4. KASE-FM	4. KLBJ-FM	4. KLBJ	4. KCSW-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	53 (2)	164 (3)	217 (5)	49.2
COUNTRY	80 (2)	32 (1)	112 (3)	25.4
BTFL MUSIC		77 (1)	77 (1)	17.5
MOR	24 (1)		24 (1)	5.4
RELIGION	3 (1)		3 (1)	0.7
NEWS/INFO/TALK	8 (1)		8 (1)	1.8
			441 (12)	

AM STATIONS

KLBJ, 590, 5 KW.1 KW, MOR/NEWS CBS, MBS, \$12.50 (Tor-Lask) Lyndon Johnson.  
 KNOW, 1490, 1 KW, ROCK, \$19.60 (Mc-Guild) Wendell Mayes  
 KVET, 1300, 5 KW/1 KW, COUNTRY, \$30.25 (Katz)

FM STATIONS

KASE-FM, 100.7, 98 KW @ 510, BTFL MUS (TM), \$17.00 (Katz)  
 KCSW-FM, 103.7, 97 KW @ 580, CONTEMP, \$13.50 (Mc-Guild) Wendell Mayes  
 KHFI-FM, 98.3, 1.3 KW @ 418, CONTEMP, \$16.75 (Selcom) Kingstip  
 KLBJ-FM, 93.7, 100 KW @ 1057, AOR, \$12.50 (Tor-Lask) Lyndon Johnson  
 KOKE-FM, 95.5, 10 KW @ 265, COUNTRY, \$ 8.00 (----)  
 KTSA-~~AM~~, WOAI-~~AM~~ - See San Antonio

TV STATIONS

KTBC Austin 7 CBS, Times-Mirror  
 KTVV Austin 36 NBC, Kingstip  
 KVUE Austin 24 ABC

NEWSPAPERS

Austin American-Statesman ME 113,443  
 Austin Citizen E 8,538

BAKERSFIELD

SRDS Market # 105  
 FCC Revenue Rank # 98  
 FCC Income Rank # 134  
 APR 17.0  
 Metro Pop: 289,900  
 National Rev: \$743,361

Revenue : \$3,352,990  
 Income : \$ 121,312  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 97  
 Rev Rank # 90  
 Inc Rank # 98  
 Rev per Capita \$11.57  
 Inc per Capita \$ .42  
 Nat Rev per Capita \$ 2.56

<u>12+ METRO SHARE A/M 77 A/M 76</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. KUZZ	17.1	13.6	9.7	1. KUZZ	1. KAFY 978
2. KERN	13.4	14.3	18.5	2. KERN	2. KERN 836
3. KLYD-FM+	8.9	10.0	7.5	3. KAFY	3. KUZZ 825
4. KAFY	8.7	11.7	10.4	4. KLYD-FM+	4. KFRE 769
5. KGEE	5.9	4.5	3.7	5. KFRE	5. KKXX-FM 417
6. KKXX-FM	4.9	11.2	---	6. KGEE	6. KLYD-FM+397
7. KGFM-FM	3.9	3.1	2.2	7. KKXX-FM	7. KGEE 372
8. KPMC	2.6	2.1	3.1	8. KGFM-FM	8. KFI 239
KLOS-FM	2.6	1.9	2.4	9. KPMC	9. KPMC 195
10. KFI	2.2	.5	.9	KLOS FM	10. KLOS FM 192

12+ FM SHARE (METRO): 27.03% (110 of 407) (A/M 77: 29.65%)  
 12+ FM SHARE (TSA) : 24.68% (114 of 462) (A/M 77: 25.22%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KERN	1. KERN	1. KUZZ	1. KUZZ	1. KUZZ	1. KUZZ
2. KAFY	2. KUZZ	2. KERN	2. KLYD-FM+	2. KLYD-FM+	2. KERN
3. KUZZ	3. KKXX-FM	3. KLYD-FM+	3. KERN	3. KGEE	3. KAFY

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	109 (2)	37 (2)	146 (4)	35.9
COUNTRY	84 (1)	3 (1)	87 (3)	21.4
MOR	58 (6)	31 (1)	89 (7)	21.9
BTFM MUSIC	29 (1)	32 (3)	61 (4)	15.0
SPANISH	10 (1)		10 (1)	2.5
RELIGION	1 (1)	7 (1)	8 (2)	2.0
VARIETY	6 (2)		6 (2)	1.5
			407 (22)	

AM STATIONS

KAFY, 550, 1 KW , ROCK , \$20.00 (Mc-Guild)  
 KERN, 1410, 1 KW , ROCK ABC-C, \$14.25 (Katz)  
 KGEE, 1230, 1 KW/250 W, BTFM MUS (TM) NBC, \$ 9.00 (Buckley)  
 KPMC, 1560, 10 KW , MOR CBS, MBS, \$ 5.00 (-----)  
 KUZZ, 970, 1 KW , COUNTRY , \$16.25 (Tor-Lask) Buck Owens

FM STATIONS

KGFM-FM, 101.5, 4.8 KW @ 1280, BTFM MUS (TM) , \$ 8.00 (Buckley)  
 KKXX-FM, 107.9, 5.5 KW @ 1340, ROCK ABC-F, \$12.25 (Tor-Lask)  
 KLYD-FM+, 94.1, 4.5 KW @ 1310, MOR (Radio Arts) ABC-E, \$ 6.80 (Selcom)

KFRE - See Fresno KFI, KLOS-FM - See Los Angeles

TV STATIONS

KBAK Bakersfield 29 ABC, Harriscope  
 KERO Bakersfield 23 NBC, McGraw-Hill  
 KJTV Bakersfield 17 CBS

NEWSPAPER

Bakersfield Californian E 60,574

BALTIMORE

SRDS Market # 14; ADI # 19  
 FCC Revenue Rank # 15  
 FCC Income Rank # 7  
 APR 16.1  
 Metro Pop: 1,789,600  
 National Revenue: \$4,622,374

Revenue : \$16,426,926  
 Income : \$ 4,241,980  
 FM Revenue: \$ 3,339,182  
 FM Income : \$ -93,764  
 Comb Rev ; \$19,766,108  
 Comb Inc : \$ 4,148,216

ARB Market # 14  
 Rev Rank # 17  
 Inc Rank # 9  
 Rev per Capita \$11.05  
 Inc per Capita \$ 2.32  
 Nat Rev per Capita \$ 2.58

12+ METRO SHARE	O/N 77	A/M 77
1. WBAL	15.2	14.0
2. WCBM	9.0	9.5
3. WLIF-FM	8.2	10.2
4. WCAO	6.2	7.0
5. WXYV-FM	5.3	4.3
6. WWIN	4.7	3.5
7. WMAR-FM	4.6	3.5
8. WIYY-FM	4.2	4.7
9. WFBR	4.2	3.3
10. WBKZ-FM	3.8	1.8
11. WPOC-FM	3.7	4.7
12. WLPL-FM	3.5	5.2

12+ TSA 1/4
1. WBAL
2. WCBM
3. WLIF-FM
4. WCAO
5. WXYV-FM
6. WPOC-FM
7. WMAR-FM
8. WWIN
9. WIYY-FM
10. WFBR
11. WBKZ-FM
12. WLPL-FM

12+ TSA CUME
1. WBAL 6171
2. WCAO 4251
3. WCBM 3836
4. WLIF-FM 3335
5. WFBR 2652
6. WPOC-FM 2106
7. WLPL-FM 2024
8. WXYV-FM 2009
9. WIYY-FM 1860
10. WWIN 1825
11. WTKT-FM 1663
12. WMAR 1578

12+ FM SHARE (METRO): 47.10% (1266 of 2688) (A/M 77: 44.52%)  
 12+ FM SHARE (TSA) : 48.89% (1437 of 2939) (A/M 77: 50.68%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WLPL-FM	1. WCBM	1. WCBM	1. WCBM	1. WBAL	1. WBAL
2. WCAO	2. WXYV-FM	2. WBAL	2. WBAL	2. WLIF-FM	2. WCBM
3. WWIN	3. WCAO	3. WXYV-FM	3. WFBR	3. WCBM	3. WCAO
4. WIYY-FM	4. WIYY-FM	4. WCAO	4. WLIF-FM	4. WMAR-FM	4. WFBR
5. WBAL	5. WBKZ-FM	5. WLIF-FM	5. WCAO	5. WPOC-FM	5. WLIF-FM

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	213 (3)	646 (9)	859 (12)	31.9
MOR	842 (4)	18 (1)	860 (5)	32.0
BTFL MUSIC	34 (1)	433 (5)	467 (6)	17.4
BLACK	235 (3)	19 (2)	254 (5)	9.5
COUNTRY	35 (2)	107 (1)	142 (3)	5.3
RELIGION	13 (1)	37 (1)	50 (2)	1.9
NEWS/INFO/TALK	44 (1)		44 (1)	1.6
CLASSICAL	6 (1)	6 (1)	12 (2)	0.5

2688 (36)

BALTIMORE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WBAL	1. WBAL	1. WBAL
2. WCBM	2. WCAO	2. WCBM
3. WLIF-FM	3. WCBM	3. WLIF-FM
4. WCAO	4. WLIF-FM	4. WXYV-FM
5. WXYV-FM	5. WFBR	5. WWIN
6. WPOC-FM	6. WLPL-FM	6. WCAO
7. WMAR-FM	7. WPOC-FM	7. WPOC-FM
8. WWIN	8. WXYV-FM	8. WBKZ-FM
9. WIYY-FM	9. WIYY-FM	9. WMAR-FM
10. WFBR	10. WWIN	10. WIYY-FM
11. WBKZ-FM	11. WKTK-FM	
12. WLPL-FM	12. WMAR-FM	
13. WSID	13. WBKZ-FM	
14. WKTK-FM	14. WITH	
15. WTOP	15. WTOP	

ADI FM SHARE: 47.87% (1384 of 2891) (A/M 77: 43.91%)

AM STATIONS

WBAL, 1090, 50 KW	, MOR	NBC	, \$ 68.00	(Blair)	Hearst
WCAO, 600, 5 KW	, ROCK	ABC-C,	\$ 70.00	(Mc-Guild)	Plough
WCBM, 680, 10 KW/5 KW	, MOR	ABC-E,	\$ 79.50	(Metro)	Metromedia
WFBR, 1300, 5 KW	, MOR/AC	ABC-I,	\$ 62.00	(MMR)	
WITH, 1230, 1 KW/250 W	, BTFL MUS (TM)	MBS, CBS	, \$ 25.90	(-----)	
WSID, 1010, 1 KW (DAYS)	, BLACK		, \$ 25.00	(Howard)	United
WWIN, 1400, 1 KW	, BLACK	NBN	, \$ 34.00	(Howard)	

FM STATIONS

WBKZ-FM, 95.9, 5 KW @ 400	, SOFT CONTEMP		, \$22.00	(MMR)	
WIYY-FM, 97.9, 50 KW @ 946	, AOR (Burk-Abr)		, \$30.00	(Blair)	Hearst
WKTK-FM, 105.7, 50 KW @ 245	, ROCK	ABC-F,	\$36.00	(Buckley)	
WLIF-FM, 101.9, 14 KW @ 961	, BTFL MUS (Schulke)		, \$75.00	(Christal)	Cox
WLPL-FM, 92.3, 20 KW @ 400	, ROCK		, \$34.00	(UBC)	United
WMAR-FM, 106.5, 50 KW @ 620	, BTFL MUS (FM-100)		, \$20.00	(Katz)	Abell
WPOC-FM, 93.1, 50 KW @ 870	, COUNTRY		, \$40.25	(Eastman)	Nationwide
WXYV-FM, 102.7, 50 KW @ 400	, DISCO/ROCK		, \$70.00	(Mc-Guild)	Plough

TV STATIONS

WBAL	Baltimore	11	NBC, Hearst
WBFF	Baltimore	45	IND
WJZ	Baltimore	13	ABC, Westinghouse
WMAR	Baltimore	2	CBS, Abell

NEWSPAPERS

Baltimore News American	E	169,332, Hearst
Baltimore Sun	ME	347,110, Abell

BATON ROUGE

SRDS Market # 90  
 FCC Revenue Rank # 93  
 FCC Income Rank # 61  
 APR 13.7  
 Metro Pop: 341,900  
 National Rev: \$356,470

Revenue : \$3,029,616  
 Income : \$ 415,090  
 FM Rev : \$ 778,550  
 FM Inc : \$ 201,171  
 Comb Rev : \$3,808,166  
 Comb Inc : \$ 616,261

ARB Market # 79  
 Rev Rank # 77  
 Inc Rank # 48  
 Rev per Capita \$11.14  
 Inc per Capita \$ 1.80  
 Nat Rev per Capita \$ 1.04

<u>12+ METRO SHARE</u>	<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WXOK 14.1	17.8	17.9	1. WYNK-FM	1. WAFB 1332
2. WQXY-FM 13.0	13.4	13.1	2. WXOK	2. WIBR 1177
3. WIBR 9.8	8.1	12.7	3. WQXY-FM	3. WQXY-FM 1153
4. WLCS 9.4	12.3	14.2	4. WAFB-FM	4. WLCS 1138
5. WJBO 8.5	7.4	5.2	5. WJBO	5. WJBO 1119
6. WYNK-FM 7.9	6.4	6.5	WLCS	6. WXOK 1043
7. WYNK 7.5	5.3	6.7	7. WIBR	7. WYNK-FM 1014
8. WAFB-FM 6.2	8.5	6.0	8. WWL	8. WFMF-FM 692
9. WFMF-FM 6.0	5.5	4.3	9. WYNK	9. WWL 606
10. WLUX 5.5	1.7	3.0	10. WFMF-FM	10. WYNK 528

12+ FM SHARE (METRO): 35.04% (157 of 448) (A/M 77: 35.89%)  
 12+ FM SHARE (TSA) : 40.81% (291 of 713) (A/M 77: 40.20%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WLCS	1. WXOK	1. WXOK	1. WQXY-FM	1. WQXY-FM	1. WYNK-FM
2. WXOK	2. WIBR	2. WQXY-FM	2. WYNK	2. WYNK	2. WJBO
3. WIBR	3. WAFB	3. WIBR	3. WYNK-FM	3. WXOK	3. WXOK
	4. WFMF-FM	4. WYNK	4. WJBO	4. WJBO	4. WQXY-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	98 (4)	57 (2)	155 (6)	34.6
COUNTRY	59 (4)	37 (1)	96 (5)	21.4
BLACK	66 (1)		66 (1)	14.7
BTFM MUSIC		61 (1)	61 (1)	13.6
MOR	42 (2)		42 (2)	9.8
RELIGION	26 (1)		26 (1)	5.8
			448 (17)	

AM STATIONS

WIBR, 1300, 1 KW , ROCK , \$15.50 (HR Stone)  
 WJBO, 1150, 5 KW , MOR MBS,NBC, \$14.50 (Tor-Lask) Manship  
 WLCS, 910, 1 KW , ROCK , \$19.50 (Mc-Guild)  
 WLUX, 1550, 5 KW (Days), RELIGION , \$ 7.00 (-----) Swaggert  
 WXOK, 1460, 5 KW/1 KW , BLACK MBN , \$14.00 (Selcom)  
 WYNK, 1380, 5 KW (Days), COUNTRY ABC-E, \$17.50 (Masla)

FM STATIONS

WAFB-FM, 98.1, 100 KW @ 1550, ROCK , \$15.00 (Pro-Meek)  
 WFMF-FM, 102.5, 100 KW @ 475, ROCK ABC-F, \$10.25 (Tor-Lask) Manship  
 WQXY-FM, 100.7, 100 KW @ 750, BTFM MUS (Schulke), \$19.50 (Mc-Guild)  
 WYNK-FM, 101.5, 100 KW @ 403, COUNTRY , \$17.50 (Masla)

TV STATIONS

WAFB Baton Rouge 9 CBS  
 WBRZ Baton Rouge 2 ABC, Manship  
 WRBT Baton Rouge 33 NBC

NEWSPAPER

Baton Rouge State-Times, Advocate ME 108,707, Manship

BEAUMONT-PORT ARTHUR-ORANGE

SRDS Market # 110  
 FCC Revenue Rank # 91  
 FCC Income Rank # 215  
 APR 14.0  
 Metro Pop: 291,200  
 National Rev: \$477,188

Revenue : \$3,188,389  
 Income : \$ 21,683  
 FM Rev : \$ 207,267  
 FM Inc : \$ -92,684  
 Comb Rev : \$3,395,656  
 Comb Inc : \$ -71,001

ARB Market # 95  
 Rev Rank # 87  
 Inc Rank # 132  
 Rev per Capita \$11.66  
 Inc per Capita \$ -.24  
 Nat Rev per Capita \$ 1.64

<u>12+ METRO SHARE</u>	<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. KJET	15.9	11.3	12.3	1. KLVI 1015
2. KWIC-FM	11.0	14.9	10.1	2. KWIC-FM 832
3. KLVI	8.3	8.2	3.8	3. KIOC-FM 674
KQXY-FM	8.3	4.9	---	4. KYKR-FM 586
5. KTRM	7.6	6.2	12.6	5. KTRM 547
6. KIOC-FM	6.8	7.2	---	6. KAYC 539
7. KYKR-FM	6.6	6.4	5.5	7. KJET 521
8. KTRH	5.4	3.1	6.3	8. KOLE 490
9. KAYC	3.9	4.4	11.8	9. KTRH 482
10. KAYD-FM	3.2	5.4	4.1	10. KQXY-FM 424

12+ FM SHARE (METRO): 42.01% (155 of 369) (A/M 77: 46.39%)  
 12+ FM SHARE (TSA) : 42.26% (202 of 478) (A/M 77: 46.92%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KWIC-FM	1. KWIC-FM	1. KJET	1. KQXY-FM	1. KQXY-FM	1. KLVI
2. KAYD-FM	2. KJET	2. KWIC-FM	2. KJET	2. KJET	2. KYKR-FM+
3. KJET	3. KIOC-FM	3. KIOC-FM	KLVI	3. KLVI	3. KWIC-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	86 (4)	35 (2)	121 (6)	32.8
ROCK/CONTEMP	27 (2)	86 (3)	113 (5)	30.6
BLACK	65 (1)		65 (1)	17.6
BTFL MUSIC		34 (1)	34 (1)	9.2
NEWS/INFO/TALK	28 (2)		28 (2)	7.6
MOR	8 (1)		8 (1)	2.2
			<u>369 (16)</u>	

AM STATIONS

KAYC, 1450, 1 KW/250 W, ROCK , \$16.75 (HR Stone) Texas Coast  
 KJET, 1380, 1 KW (Days), BLACK MBN,NBN, \$15.80 (Eastman)  
 KLVI, 560, 5 KW , COUNTRY , \$12.13 (HR Stone)  
 KOLE, 1340, 1 KW/250 W, CONTEMP ABC-C, \$ 9.00 (Miller)  
 KTRM, 990, 1 KW , COUNTRY ABC-I, \$10.63 (Tor-Lask)

FM STATIONS

KAYD-FM, 97.5, 50 KW @ 320, ROCK , \$16.75 (HR Stone) Texas Coast  
 KIOC-FM, 106.1, 100 KW @ 1060, CONTEMP , \$11.20 (Selcom)  
 KQXY-FM, 94.1, 100 KW @ 645, BTFL MUS (Schulke) NBC, \$11.00 (-----)  
 KWIC-FM, 107.7, 100 KW @ 389, ROCK ABC-F, \$15.80 (Eastman)  
 KYKR-FM, 93.3, 100 KW @ 500, COUNTRY , \$ 7.68 (Masla)

FOR KTRH SEE HOUSTON

TV STATIONS

KBMT Beaumont 12 ABC  
 KFDM Beaumont 6 CBS, Belo  
 KJAC Port Arthur 4 NBC, Clay

NEWSPAPERS Beaumont Enterprise, Journal ME 76,138  
 Orange Leader E 11,129 Port Arthur News E 26,797, Cox



BILLINGS

SRDS Market # 264  
 FCC Revenue Rank # 154  
 FCC Income Rank # 227  
 APR 13.5  
 Metro Pop: 84,700  
 National Rev: \$187,520

Revenue : \$1,652,919  
 Income : \$ 15,563  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 166  
 Rev Rank # 139  
 Inc Rank # 119  
 Rev per Capita \$19.52  
 Inc per Capita \$ .18  
 Nat Rev per Capita \$ 2.21

12+ METRO SHARE A/M 77 A/M 76

1. KOOK	22.8	28.0	26.0
2. KYYA-FM	19.3	15.2	14.2
3. KBMY	14.9	18.4	18.9
4. KGHL	12.3	8.8	8.7
5. KURL-FM	11.4	8.8	11.8
6. KOYN	7.0	12.8	13.4
7. KBMS-FM	4.4	---	---
KURL	4.4	3.2	3.9

12+ TSA 1/4

1. KOOK
2. KGHL
3. KYYA-FM
4. KOYN
5. KBMY
6. KURL-FM
7. KURL
8. KBMS-FM

12+ TSA CUME

1. KOOK	560
2. KGHL	474
3. KYYA-FM	313
4. KBMY	265
5. KOYN	242
6. KURL-FM	154
7. KURL	106
8. KBMS-FM	90

12+ FM SHARE (METRO): 36.36% (40 of 110) (A/M 77: 25.21%)  
 12+ FM SHARE (TSA) : 27.80% (40 of 144) (A/M 77: 20.51%)

TEENS

18 - 34

18 - 49

25 - 49

35 - 64

12+ TSA AMD

1. KOOK	1. KYYA-FM	1. KYYA-FM	1. KBMY	1. KBMY	1. KGHL
2. KYYA-FM	2. KOOK	2. KOOK	KOOK	2. KGHL	2. KOOK
	3. KBMY	3. KBMY	3. KYYA-FM	3. KURL-FM	3. KOYN

FORMATS

AM

FM

TOTAL

%

ROCK/CONTEMP	26 (1)	22 (1)	48 (2)	43.6
COUNTRY	25 (2)	5 (1)	30 (3)	27.3
MOR	14 (1)		14 (1)	12.7
BTFL MUSIC		13 (1)	13 (1)	11.8
RELIGION	5 (1)		5 (1)	4.5

110 (8)

AM STATIONS

KBMY, 1240, 1 KW/250 W , COUNTRY , \$ 7.25 (-----)  
 KGHL, 790, 5 KW , MOR NBC, \$ 8.25 (Eastman) Hatch  
 KOOK, 970, 5 KW , ROCK CBS, \$10.04 (Tor-Lask)  
 KOYN, 910, 1 KW (Days) , COUNTRY ABC-E, \$ 8.00 (P/W)  
 KURL, 730, 500 W (Days), RELIGION/MOR , \$ 2.85 (Market 4) Christian Ent

FM STATIONS

KBMS-FM, 98.5, 51 KW @ 402, COUNTRY (TM) , \$ 4.20 (Eastman) Hatch  
 KURL-FM, 97.1, 17.5 KW @ 30, BTFL MUSIC (TM) , \$ 4.75 (Market 4) Christian Ent  
 KYYA-FM, 93.3, 26.5 KW @ -64, ROCK (Century 21) ABC-C, \$ 6.75 (Pro-Meeker) Meyer

TV STATIONS

KTVQ Billings 2 CBS, NBC, Garryowen  
 KULR Billings 8 ABC, NBC, CBS, Harriscope

NEWSPAPER

Billings Gazette M 58,666, Lee

BINGHAMPTON

SRDS Market # 117  
 FCC Revenue Rank # 212  
 FCC Income Rank # 300  
 APR 14.0  
 Metro Pop: 251,400  
 National Rev: \$119,700

Revenue : \$1,071,161  
 Income : \$ -150,110  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 107  
 Rev Rank # 159  
 Inc Rank # 143  
 Rev per Capita \$4.26  
 Inc per Capita \$-.60  
 Nat Rev per Capita \$ .48

<u>12+ METRO SHARE</u>				<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WNBC	19.0	19.3	12.7			1. WQYT-FM	1129
2. WQYT-FM	16.1	19.3	13.0			2. WNBC	937
3. WAAL-FM	13.9	12.6	12.7			3. WAAL-FM	898
4. WKOP	11.3	6.7	11.9			4. WINR	750
5. WMRV-FM	7.6	8.8	11.4			5. WMRV-FM	670
6. WINR	7.4	6.4	7.0			6. WKOP	616
7. WENE	4.2	7.7	10.1			7. WENE	510
8. WEBO-FM	2.5	3.1	1.3			8. WATS	217
9. WGBI-FM	1.7	1.0	---			9. WARM	146
10. WEBO	1.4	1.5	1.3			10. WEBO	134

12+ FM SHARE (METRO): 47.44% (148 of 312) (A/M 77: 50.73%)  
 12+ FM SHARE (TSA) : 48.34% (189 of 391) (A/M 77: 52.86%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WAAL-FM	1. WAAL-FM	1. WNBC	1. WNBC	1. WNBC	1. WNBC
2. WINR	2. WMRV-FM	2. WAAL-FM	2. WKOP	2. WQYT-FM	2. WAAL-FM
WMRV-FM	3. WNBC	3. WQYT-FM	WQYT-FM	3. WKOP	3. WQYT-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	46 (3)	82 (3)	128 (6)	41.0
MOR	75 (3)	9 (1)	84 (4)	26.9
BTFL MUSIC		57 (1)	57 (1)	18.3
COUNTRY	40 (1)		40 (1)	12.8
VARIETY	3 (1)		3 (1)	1.0

312 (13)

AM STATIONS

WATS, 960, 1 KW (Days), MOR	ABC-E, \$ 5.50 (Walton)	(SAYRE, PA)
WEBO, 1330, 1 KW (Days), MOR	MBS, \$ 5.50 (Market 4)	(OWEGO)
WENE, 1430, 5 KW, CONTEMP	ABC-C, \$15.50 (Masla)	
WINR, 680, 1 KW/500 W, ROCK	ABC-I, \$14.25 (Schutz)	
WKOP, 1360, 5 KW/500 W, COUNTRY	CBS, \$13.00 (Pro-Meek)	
WNBF, 1290, 5 KW, MOR	NBC, \$19.25 (Blair)	Stoner

FM STATIONS

WAAL-FM, 99.1, 7.1 KW @ 1090, ROCK	ABC-F, \$25.00 (Mc-Guild)	Regional
WEBO-FM, 101.7, 1.1 KW @ 450, MOR	MBS, \$ 5.50 (Market 4)	(OWEGO)
WMRV-FM, 105.7, 35 KW @ 570, CONTEMP	ABC-E, \$15.50 (Masla)	
WQYT-FM, 98.1, 10 KW @ 950, BTFL MUS (Schulke)	, \$19.25 (Blair)	Stoner

TV STATIONS

WBJA Binghamton	34	ABC, Empire
WBNG Binghamton	12	CBS, Bergen Evening Record
WICZ Binghamton	40	NBC

NEWSPAPER

Binghamton Press, Sun-Bulletin ME 99,623, Gannett

BIRMINGHAM

SRDS Market # 47; ADI # 48  
 FCC Revenue Rank # 31  
 FCC Income Rank # 27  
 APR 15.3  
 Metro Pop: 665,900  
 National Rev: \$1,959,698

Revenue : \$8,013,010  
 Income : \$1,121,930  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 45  
 Rev Rank # 38  
 Inc Rank # 31  
 Rev per Capita \$12.03  
 Inc per Capita \$ 1.69  
 Nat Rev per Capita \$ 2.94

12+ METRO SHARE O/N 77 A/M 77

1. WKXX-FM	10.3	5.6	6.1
2. WSGN	9.5	11.0	9.2
3. WERC	8.5	11.1	7.2
4. WENN	7.5	4.7	5.6
5. WJLD	7.3	3.9	3.8
WYDE	7.3	5.0	5.8
7. WATV	7.0	12.9	11.4
8. WVOK-FM	4.8	3.0	5.2
9. WZZK-FM	4.2	3.8	3.3
10. WQEZ-FM	3.9	5.7	4.8
11. WAPI	3.7	5.3	4.6
12. WAPI-FM	3.0	1.3	2.2

12+ TSA 1/4

1. WKXX-FM	
2. WQEN-FM	
3. WSGN	
4. WERC	
5. WYDE	
6. WENN	
7. WVOK	
8. WATV	
9. WJLD	
10. WENN-FM	
11. WVOK-FM	
WZZK-FM	

12+ TSA CUME

1. WSGN	2278
2. WKXX-FM	1867
3. WERC	1748
4. WYDE	1358
5. WQEN-FM	1242
6. WVOK	1197
7. WAPI	1192
8. WZZK-FM	982
9. WVOK-FM	941
10. WAPI-FM	915
11. WENN-FM	905
12. WJLD	901

12+ FM SHARE (METRO): 36.00% (342 of 950) (A/M 77: 28.63%)  
 12+ FM SHARE (TSA) : 45.38% (584 of 1287) (A/M 77: 39.82%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKXX-FM	1. WSGN	1. WSGN	1. WSGN	1. WYDE	1. WSGN
2. WERC	WERC	2. WERC	2. WERC	2. WATV	2. WERC
WSGN	3. WVOK-FM	3. WATV	3. WATV	3. WQEZ-FM	3. WJLD
4. WENN	4. WKXX-FM	4. WKXX-FM	4. WYDE	4. WSGN	4. WKXX-FM
5. WJLD	5. WJLD	5. WVOK-FM	5. WJLD	5. WJLD	5. WYDE

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	184 (2)	164 (3)	348 (5)	36.6
BLACK	157 (3)	27 (1)	184 (4)	19.4
COUNTRY	114 (3)	43 (1)	157 (4)	16.5
MOR	59 (2)	7 (1)	66 (3)	6.9
BTFL MUSIC		71 (2)	71 (2)	7.5
RELIGION/GOSPEL	88 (2)	30 (1)	118 (3)	12.4
UNKNOWN	6 (1)		6 (1)	0.6
			<u>950 (22)</u>	

BIRMINGHAM ADI

12+ ADI 1/4

- 1. WKXX-FM
- 2. WSGN
- 3. WERC
- 4. WYDE
- 5. WENN
- WQEN-FM
- 7. WJLD
- 8. WATV
- 9. WVOK
- 10. WVOK-FM
- WZZK-FM
- 12. WAAX
- 13. WQEZ-FM
- 14. WDJC-FM
- 15. WAPI

12+ ADI CUME

- 1. WSGN
- 2. WKXX-FM
- 3. WERC
- 4. WYDE
- 5. WAPI
- 6. WVOK
- 7. WZZK-FM
- 8. WQEN-FM
- 9. WJLD
- 10. WAPI-FM
- 11. WENN
- 12. WVOK-FM
- 13. WQEZ-FM
- 14. WATV
- 15. WENN-FM

MSA EXCL CUME (12+)

- 1. WSGN
- 2. WERC
- 3. WKXX-FM
- 4. WENN
- 5. WYDE
- 6. WATV
- 7. WVOK-FM
- 8. WAPI
- 9. WQEZ-FM
- 10. WZZK-FM

ADI FM SHARE: 38.57% (530 of 1374) (A/M 77: 34.43%)

AM STATIONS

WAPI, 1070, 50 KW/5 KW	, MOR (Radio Arts)	NBC	, \$23.25	(Christal)	Newhouse
WATV, 900, 1 KW (Days)	, BLACK		, \$16.00	(Tor-Lask)	
WENN, 1320, 5 KW (Days)	, RELIGION/GOSPEL	NBN	, \$23.00	(Howard)	
WERC, 960, 5 KW	, CONTEMP		, \$48.50	(McGuild)	Mooney
WJLD, 1400, 1 KW/250 W	, BLACK	MBN,ABC-C,	\$15.60	(HR Stone)	
WSGN, 610, 5 KW/1 KW	, CONTEMP		, \$40.50	(Eastman)	Harte-Hanks
WVOK, 690, 50 KW (Days)	, COUNTRY	ABC-E,	\$23.00	(Buckley)	
WYDE, 850, 50 KW/1 KW	, COUNTRY	ABC-I,	\$38.50	(Katz)	Columbia Pic
WAAX, 570, 5 KW/500 W	, COUNTRY	ABC-E,	\$ 9.00	(Pro-Meek)	(GADSDEN)

FM STATIONS

WAPI-FM, 94.5, 100 KW @ 982,	BTFL MUS		, \$15.00	(Christal)	Newhouse
WDJC-FM, 93.7, 100 KW @ 550,	RELIGION		, \$ 7.00	(-----)	Crawford
WENN-FM, 107.7, 100 KW @ 640,	DISCO/BLACK	NBN	, \$23.00	(Howard)	
WKXX-FM, 106.9, 100 KW @ 1114,	ROCK		, \$48.50	(McGuild)	Mooney
WQEZ-FM, 96.5, 100 KW @ 890,	BTFL MUS (TM)		, \$25.00	(Blair)	
WVOK-FM, 99.5, 100 KW @ 952,	AOR		, \$17.00	(Buckley)	
WZZK-FM, 104.7, 100 KW @ 640,	COUNTRY (TM)	ABC-F,	\$18.00	(HR Stone)	
WQEN-FM, 103.7, 100 KW @ 1110,	ROCK		, \$13.00	(Pro-Meek)	(GADSDEN)

TV STATIONS

WAPI	Birmingham	13	NBC, Newhouse
WBMG	Birmingham	42	CBS, Park
WBRC	Birmingham	6	ABC, Taft

NEWSPAPER

Birmingham News, Post-Herald ME 242,184, Newhouse

BLOOMINGTON

SRDS Market # 245

APR 16.1

Metro Pop: 103,400

ALL OTHER INFO NOT AVAILABLE

<u>12+ METRO SHARE</u>				<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WJBC	44.6	45.7	39.1			1. WJBC	802
2. WBNQ-FM	15.7	17.9	11.8			2. WBNQ-FM	463
3. WLS	9.6	7.9	11.2			3. WLS	432
4. WIHN-FM	6.0	9.3	3.1			4. WMAQ	209
5. WMAQ	5.4	3.6	10.6			5. WGN	194
6. WWCT-FM	4.8	1.4	.6			6. WIHN-FM	163
7. WSWT-FM	2.4	---	---			7. WKZW-FM	155
8. WKZW-FM	1.8	---	---			8. WIHN-FM	153
WIRL	1.8	---	---			9. WSWT-FM	139
WGN	1.8	2.1	3.1			10. WWCT-FM	100

12+ FM SHARE (METRO): 32.91% (52 of 158) (A/M 77: 31.30%)

12+ FM SHARE (TSA) : 35.90% (70 of 195) (A/M 77: 30.82%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WBNQ-FM	1. WJBC	1. WJBC	1. WJBC	1. WJBC	1. WJBC
2. WLS	2. WBNQ-FM	2. WBNQ-FM	2. WMAQ	2. WIHN-FM	2. WBNQ-FM
3. WJBC	3. WLS	3. WLS	3. WBNQ-FM	WMAQ	3. WLS

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	78 (3)		78 (3)	49.4
ROCK/CONTEMP	19 (2)	37 (3)	56 (5)	35.4
BTFL MUSIC		15 (3)	15 (3)	9.5
COUNTRY	9 (1)		9 (1)	5.7
			<u>158 (12)</u>	

RADIO STATIONS

WJBC, 1230, 1 KW/250 W, MOR	ABC-I, \$25.50	(Mc-Guild)
WIHN-FM, 96.7, 3 KW @ 300, BTFL MUS (TM)	, \$11.50	(Walton)
WBNQ-FM, 101.5, 50 KW @ 460, CONTEMP	, \$15.50	(Mc-Guild)

FOR OTHER STATIONS SEE PEORIA AND CHICAGO

NEWSPAPER

Bloomington Pantagraph AD 51,786

BOISE

SRDS Market # 200  
 FCC Revenue Rank # 165  
 FCC Income Rank # 296  
 APR 14.0  
 Metro Pop: 180,300  
 National Rev: \$255,425

Revenue : \$1,543,626  
 Income : \$ -133,433  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 138  
 Rev Rank # 148  
 Inc Rank # 139  
 Rev per Capita \$8.56  
 Inc per Capita \$-.74  
 Nat Rev per Capita \$1.42

12+ METRO SHARE	A/M 77	A/M 76
1. KFXD	18.6	18.3
2. KGEM	16.6	12.8
3. KBOI	9.5	13.2
4. KBXL-FM	9.1	11.7
5. KBOI-FM	6.3	1.9
6. KBBK-FM	5.1	5.8
7. KBRJ	4.7	1.9
KUUZ-FM	4.7	10.1
9. KFXD-FM	4.3	4.3
10. KBGN	3.6	3.5

12+ TSA 1/4
1. KGEM
2. KFXD
3. KBOI
4. KBXL-FM
5. KBOI-FM
6. KBBK-FM
7. KFXD-FM
KUUZ-FM
9. KBRJ
10. KBGN

12+ TSA CUME
1. KFXD 1029
2. KGEM 797
3. KBOI 654
4. KBBK-FM 396
5. KFXD-FM 379
6. KUUZ-FM 345
7. KBXL-FM 323
8. KBOI-FM 319
9. KBRJ 211
10. KIDO 189

12+ FM SHARE (METRO) : 33.04% (75 of 227) (A/M 77: 35.08%)  
 12+ FM SHARE (TSA) : 33.30% (101 of 303) (A/M 77: 34.10%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KFXD	1. KFXD	1. KFXD	1. KGEM	1. KGEM	1. KGEM
2. KBBK-FM	2. KGEM-FM	2. KGEM	2. KBOI	2. KBXL-FM	2. KFXD
KUUZ-FM	3. KFXD-FM	3. KBOI	3. KFXD	3. KBOI	3. KBOI

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	54 (3)	36 (3)	90 (6)	39.6
MOR	31 (3)		31 (3)	13.7
COUNTRY	54 (2)		54 (2)	23.8
BTFL MUSIC		39 (2)	39 (2)	17.2
RELIGION	9 (1)		9 (1)	4.0
NEWS/INFO/TALK	4 (1)		4 (1)	1.8
			227 (15)	

AM STATIONS

KBGN, 910, 1 KW (Days), RELIGION , \$ 4.50  
 KBOI, 670, 50 KW/25 KW, MOR/AC NBC , \$10.25 (Katz) Pacific Northwest  
 KBRJ, 950, 5 KW (Days), COUNTRY , \$ 4.00 (Masla)  
 KFXD, 580, 5 KW , ROCK , \$ 7.50 (Tor-Lask)  
 KGEM, 1140, 10 KW , COUNTRY ABC-I, \$ 8.25 (Eastman) Hatch  
 KIDO, 630, 5 KW , CONTEMP ABC-C, \$ 8.25 (Pro-Meek) Western

FM STATIONS

KBBK-FM, 92.3, 44 KW @ 2500, ROCK , \$ 7.00 (Masla)  
 KBOI-FM, 97.9, 47 KW @ 2510, BTFL MUS (Bonne) , \$ 8.50 (Katz) Pacific Northwest  
 KBXL-FM, 94.1, 25 KW @ 2500, BTFL MUS (TM) , \$10.75 (Market 4)  
 KFXD-FM, 94.9, 46 KW @ 2520, MOR/CONTEMP , \$ 6.00 (Tor-Lask)  
 KUUZ-FM, 96.9, 44 KW @ 2520, ROCK , \$ 6.00 (-----)

TV STATIONS

KBCI Boise 2 CBS  
 KIVI Nampa 6 ABC  
 KTVB Boise 7 NBC

NEWSPAPER

Boise Idaho Statesman M 53,678, Gannett

BOSTON

SRDS Market # 6; ADI # 5  
 FCC Revenue Rank # 8  
 FCC Income Rank # 15  
 APR 16.7  
 Metro Pop 2,952,500  
 National Rev: \$10,701,489

Revenue : \$24,956,588  
 Income : \$ 2,648,505  
 FM Rev : \$ 6,944,441  
 FM Inc : \$ 609,532  
 Comb. Rev : \$31,901,029  
 Comb. Inc : \$ 3,258,037

ARB Market #7  
 Rev Rank #8  
 Inc Rank #12  
 Rev per Capita \$10.81  
 Inc per Capita \$ 1.10  
 Nat Rev per Capita \$ 3.63

<u>12+ METRO SHARE</u>				<u>12+ TSA</u>		<u>12+ TSA CUME</u>	
		<u>O/N 77</u>	<u>A/M 77</u>				
1. WHDH	11.5	10.6	10.4	1. WBZ		1. WBZ	12361
2. WBZ	8.7	9.1	10.6	2. WHDH		2. WRKO	10570
3. WJIB-FM	8.7	8.4	8.4	3. WJIB-FM		3. WHDH	9360
4. WRKO	8.6	6.8	7.6	4. WRKO		4. WJIB-FM	7350
5. WVBF-FM	6.5	5.7	4.9	5. WVBF-FM		5. WVBF-FM	6471
6. WEEI	6.1	7.6	9.3	6. WCOZ-FM		6. WEEI	5988
7. WCOZ-FM	5.5	4.7	3.9	7. WEEI		7. WITS	5668
8. WITS	5.5	4.0	3.9	8. WITS		8. WCOZ-FM	4826
9. WEEI-FM	3.9	3.3	2.7	9. WROR-FM		9. WROR-FM	4733
10. WROR-FM	3.4	3.3	3.7	10. WEEI-FM		10. WEEI-FM	4541
11. WWEL-FM	2.3	3.1	2.6	11. WAAF-FM		11. WCGY-FM	3528
12. WBCN-FM	2.2	2.6	3.3	12. WSRS-FM		12. WBCN-FM	3497
13. WSSH-FM	2.0	3.3	3.1	13. WSSH-FM		13. WBZ-FM	2836
14. WCGY-FM	1.7	1.8	1.9	14. WBCN-FM		14. WAAF-FM	2659
15. WCRB-FM	1.5	1.4	1.4	15. WCGY-FM		15. WWEL-FM	2455

12+ FM SHARE (METRO): 45.58% (2038 of 4471) (A/M 77: 43.05%)  
 12+ FM SHARE (TSA) : 52.02% (3137 of 6027) (A/M 77: 48.13%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WVBF-FM	1. WCOZ-FM	1. WHDH	1. WHDH	1. WJIB-FM	1. WBZ
2. WRKO	2. WRKO	2. WRKO	2. WBZ	2. WHDH	2. WHDH
3. WCOZ-FM	3. WVBF-FM	3. WCOZ-FM	3. WJIB-FM	3. WBZ	3. WEEI
4. WCGY-FM	WHDH	4. WBZ	4. WRKO	4. WEEI	4. WRKO
5. WBCN-FM	5. WEEI-FM	5. WJIB-FM	5. WEEI-FM	5. WITS	5. WJIB-FM
6. WBZ-FM	6. WROR-FM	6. WVBF-FM	6. WROR-FM	6. WRKO	6. WVBF-FM
7. WAAF-FM	7. WBZ	7. WEEI-FM	7. WCOZ-FM	7. WSSH-FM	7. WCOZ-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	458 (2)	1287 (10)	1745 (12)	39.0
MOR	1230 (8)		1230 (8)	27.5
BTFL MUS		676 (4)	676 (4)	15.1
NEWS/INFO/TALK	572 (2)		572 (2)	12.8
BLACK	71 (1)		71 (1)	1.6
CLASSICAL		76 (1)	76 (1)	1.7
BIG BAND	48 (1)		48 (1)	1.1
RELIGION	54 (1)		54 (1)	1.2
			<u>4471 (30)</u>	

BOSTON ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUMES (12+)</u>
1. WHDH	1. WBZ	1. WBZ
2. WBZ	2. WRKO	2. WRKO
3. WJIB-FM	3. WHDH	3. WHDH
4. WRKO	4. WJIB-FM	4. WVBF-FM
5. WVBF-FM	5. WVBF-FM	5. WEEI
6. WCOZ-FM	6. WEEI	6. WJIB-FM
7. WEEI	7. WLTS	7. WITS
8. WITS	8. WCOZ-FM	8. WCOZ-FM
9. WEEI-FM	9. WROR-FM	9. WEEI-FM
10. WROR-FM	10. WEEI-FM	10. WWEL-FM
11. WSRS-FM	11. WCGY-FM	
12. WSSH-FM	12. WBCN-FM	
13. WCGY-FM	13. WBZ-FM	
14. WBCN-FM	14. WWEL-FM	
15. WAAF-FM	15. WSSH-FM	

ADI FM SHARE: 50.74% (3233 of 6372) (A/M 77: 46.62%)

AM STATIONS

WBZ , 1030, 50 KW	, MOR/TALK	, \$140.00	(RAR)	Westinghouse
WEEI, 590, 5 KW	, NEWS	CBS , \$100.00	(CBS Spot)	CBS
WHDH, 850, 50 KW	, MOR	ABC-E, \$153.75	(Blair)	John Blair
WITS, 1510, 50 KW/5 KW	, TALK	NBC , \$ 41.25	(Katz)	
WRKO, 680, 50 KW	, ROCK	ABC-C, \$133.75	(RKO)	RKO

FM STATIONS

WBCN-FM, 104.1, 50 KW @ 742, AOR		, \$ 70.50	(Katz)	
WCGY-FM, 93.7, 50 KW @ 402, ROCK (TM)	MBS	, \$ 24.00	(Masla)	Curt Gowdy
WCOZ-FM, 94.5, 6.7 KW @ 1140, ROCK		, \$105.00	(Blair)	John Blair
WCRB-FM, 102.5, 11 KW @ 920, CLASSICAL		, \$ 35.00	(----)	
WEEI-FM, 103.3, 50 KW @ 940, SOFT ROCK		, \$ 58.50	(CBS FM)	CBS
WJIB-FM, 96.9, 8.7 KW @ 1010, BTFL MUS (Schulke)		, \$104.37	(Christal)	GE
WROR-FM, 98.5, 5.8 KW @ 1191, ROCK/OLDDIES	ABC-F,	\$ 70.37	(RKO)	RKO
WSSH-FM, 99.5, 40 KW @ 550, BTFL MUS (FM-100)		, \$ 25.60	(HR Stone)	
WVBF-FM, 105.7, 11 KW @ 954, ROCK		, \$ 75.75	(Mc-Guild)	Fairbanks
WWEL-FM, 107.9, 21 KW @ 710, BTFL MUS (Bonne)		, \$ 31.00	(Selcom)	

WAAF-FM, WSRS-FM - See Worcester

TV STATIONS

WBZ	Boston	4	NBC,Westinghouse
WCVB	Boston	5	ABC
WLVI,	Cambridge	56	IND,Field
WNAC	Boston	7	CBS,RKO
WSBK	Boston	38	IND,Storer
WXNE	Boston	25	IND,Christian
WSMW	Worcester	27	IND

NEWSPAPERS

Boston Globe	ME	467,920, Affiliated
Boston Herald-American	M	297,622, Hearst



BRIDGEPORT

SRDS Market # 89  
 FCC Revenue Rank #169  
 FCC Income Rank #219  
 APR 19.1  
 Metro Pop 353,800  
 National Rev : \$269,184

Revenue : \$1,477,061  
 Income : \$ 20,121  
 FM Revenue: \$ NA  
 FM Income : \$ NA  
 Comb Rev : \$ NA  
 Comb Inc : \$ NA

ARB Market # 78  
 Rev Rank # 151  
 Inc Rank # 117  
 Rev per Capita \$4.18  
 Inc per Capita \$ .06  
 Nat Rev per Capita\$ .76

12+ METRO SHARE	A/M 77	A/M 76
1. WICC	17.0	12.6
2. WEZN-FM	15.8	15.1
3. WDJZ	8.0	3.1
4. WNBC	7.8	4.9
5. WNAB	7.4	7.3
6. WPLR-FM	6.8	11.2
7. WOR	2.8	2.9
8. WABC	2.5	3.1
9. WHN	2.4	2.7
10. WCBS	2.2	5.8

12+ TSA
1. WEZN-FM
2. WICC
3. WNBC
4. WDJZ
WRKI-FM
6. WNAB
7. WPLR-FM
WOR
9. WCBS
10. WABC

12+ TSA CUME
1. WICC 1995
2. WNBC 1986
3. WEZN-FM 1542
4. WCBS 1291
5. WABC 1232
6. WRKI-FM 901
7. WNAB 747
8. WOR 683
9. WPLR-FM 682
10. WHN 670

12+ FM SHARE (METRO): 34.75% (204 of 587) (A/M 77: 46.03%)  
 12+ FM SHARE (TSA) : 37.08% (343 of 925) (A/M 77: 47.60%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WNBC	1. WICC	1. WICC	1. WICC	1. WEZN-FM	1. WICC
2. WPLR-FM	2. WPLR-FM	2. WEZN-FM	2. WEZN-FM	2. WICC	2. WEZN-FM
3. WRKI-FM	3. WEZN-FM	3. WPLR-FM	3. WNAB	3. WDJZ	3. WNBC
WICC	4. WNBC	4. WNAB	4. WNBC	4. WNAB	4. WCBS

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	191 (4)	80 (5)	271 (9)	46.2
BTFL MUS		114 (2)	114 (2)	19.4
MOR	74 (4)		74 (4)	12.6
NEWS/INFO/TALK	44 (4)		44 (4)	7.5
NOSTALGIA/VARIETY	54 (1)		54 (1)	9.2
COUNTRY	16 (1)		16 (1)	2.7
CLASSICAL	4 (1)		4 (1)	0.7
BLACK		10 (1)	10 (1)	1.7
			587 (23)	

RADIO STATIONS

WDJZ , 1530 5 KW	NOSTALGIA	ABC-E , \$16.50	(Pro-Meek)
WICC , 600, 1 KW/500 W	CONTEMP	, \$20.50	(Masla), WGN cont
WNAB , 1450, 1 KW/250 W	MOR/TALK	MBS,ABC-I, \$19.25	(P/W)
WEZN-FM, 99.9, 25 KW @ 680	BTFL MUS (TM)	, \$29.00	(Mc-Guild)
WRKI-FM, 95.1, 50 KW @ 500	ROCK	, \$19.00	(Roslin) (DANBURY)

NEWSPAPER

Bridgeport Post Telegram ME 90,982

BUFFALO

SRDS Market # 27; ADI # 28  
 FCC Revenue Rank # 29  
 FCC Income Rank # 28  
 APR 15.3  
 Metro Pop: 1,089,200  
 National Rev: \$2,501,282

Revenue : \$8,293,503  
 Income : \$1,057,054  
 FM Rev : \$3,162,140  
 FM Inc : \$ 641,637  
 Comb Rev : \$11,455,643  
 Comb Inc : \$1,698,691

ARB Market # 27  
 Rev Rank # 28  
 Inc Rank # 23  
 Rev per Capita \$10.52  
 Inc per Capita \$ 1.56  
 Nat Rev per Capita \$ 2.30

12+ METRO SHARE	O/N 77	A/M 77
1. WKBW	16.5	14.7
2. WBNY-FM	12.9	13.4
3. WBEN	12.5	13.0
4. WGR	11.2	11.9
5. WBEN-FM	5.7	5.6
6. WGRQ-FM	4.5	4.7
7. WADV-FM	4.4	2.7
8. WBLK-FM	4.2	3.4
9. WPHD-FM	3.4	3.6
10. WYSL	2.4	3.1
11. WWOL	2.3	3.4
12. WBUF-FM	1.7	2.2

12+ TSA 1/4
1. WKBW
2. WGR
3. WBNY-FM
4. WBEN
5. WBEN-FM
6. WGRQ-FM
7. WADV-FM
8. WBLK-FM
9. WPHD-FM
10. WBUF-FM
11. WHAM
12. WWOL-FM

12+ TSA CUME
1. WKBW 5072
2. WGR 4805
3. WBEN 3728
4. WBEN-FM 3518
5. WBNY-FM 2907
6. WPHD-FM 1485
7. WGRQ-FM 1390
8. WYSL-FM 1271
9. WHAM 1125
10. WADV-FM 939
11. WBLK-FM 824
12. WBUF-FM 669

12+ FM SHARE (METRO): 45.39% (689 of 1518) (A/M 77: 47.55%)  
 12+ FM SHARE (TSA) : 46.14% (878 of 1903) (A/M 77: 47.36%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WKBW	1. WKBW	1. WKBW	1. WGR	1. WBNY-FM	1. WKBW
2. WBEN-FM	2. WGR	2. WGR	2. WKBW*	2. WBEN	2. WBEN
3. WGRQ-FM	3. WGRQ-FM	3. WBNY-FM	3. WBNY-FM	3. WKBW	3. WGR
4. WGR	4. WBEN-FM	4. WBEN	4. WBEN	4. WGR	4. WBEN-FM
WBLK-FM	5. WBLK-FM	5. WBEN-FM	5. WBEN-FM	5. WADV-FM	5. WHAM

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP MOR	330 (3)	255 (4)	585 (7)	38.5
BTFL MUSIC	422 (4)	309 (3)	422 (4)	27.8
COUNTRY	55 (2)	26 (1)	309 (3)	20.4
BLACK	15 (1)	70 (1)	91 (3)	6.0
RELIGION		29 (2)	85 (2)	5.6
			29 (2)	1.9
			1518 (21)	

BUFFALO ADI

12+ ADI 1/4

- 1. WKBW
- 2. WGR
- 3. WBNY-FM
- 4. WBEN
- 5. WBEN-FM
- 6. WGRQ-FM
- 7. WADV-FM
- 8. WBLK-FM
- 9. WPHD-FM
- 10. WBUF-FM
- 11. WWOL
- WWOL-FM
- 13. WYSL
- 14. WJTN
- 15. WEZO-FM

12+ ADI CUME

- 1. WKBW
- 2. WGR
- 3. WBEN
- 4. WBEN-FM
- 5. WBNY-FM
- 6. WPHD-FM
- 7. WGRQ-FM
- 8. WYSL
- 9. WADV-FM
- 10. WBLK-FM
- 11. WBUF-FM
- 12. WWOL-FM
- 13. WHAM
- 14. WWOL
- 15. WJTN

MSA EXCL CUME (12+)

- 1. WKBW
- 2. WBEN
- 3. WGR
- 4. WBLK-FM
- 5. WBNY-FM
- 6. WGRQ-FM
- 7. WBEN-FM
- 8. WADV-FM
- 9. WYSL
- 10. WBIV-FM

ADI FM SHARE: 43.23% (914 of 2114) (A/M 77: 43.95%)

AM STATIONS

WBEN, 930, 5 KW	, MOR	NBC	, \$60.75	(MMR)	
WGR, 550, 5 KW	, MOR	ABC-E,	\$78.75	(Katz)	Taft
WKBW, 1520, 50 KW	, CONTEMP		, \$66.00	(Blair)	Capital Cities
WWOL, 1120, 1 KW (Days),	COUNTRY	MBS	, \$17.25	(HR Stone)	Rust Craft
WYSL, 1400, 1 KW/250 W	, ROCK	ABC-C,	\$27.00	(Masla)	
WJTN, 1240, 500W/250 W	, MOR	ABC-E,	\$ 9.80	(Masla)	Goldman (JAMESTOWN)

WHAM, WEZO-FM - See Rochester

FM STATIONS

WADV-FM, 106.5,	30 KW @ 400,	BTFL MUS	, \$18.00	(Sav-Gates)	
WBEN-FM, 102.5,	110 KW @ 1800,	ROCK (TM)	, \$36.00	(MMR)	
WBLK-FM, 93.7,	50 KW @ 380,	BLACK	NBN, \$19.00	(Pro-Meek)	
WBNY-FM, 96.1,	50 KW @ 480,	BTFL MUS (Schulke)	, \$55.22	(Tor-Lask)	McCormick
WBUF-FM, 92.9,	91 KW @ 580,	AOR	, \$20.00	(Roslin)	
WGRQ-FM, 96.6,	13 KW @ 890,	AOR (Burk-Abr)	, \$35.50	(Katz)	Taft
WPHD-FM, 103.3,	49 KW @ 423,	CONTEMP	ABC-C, \$27.00	(Masla)	
WWOL-FM, 104.1,	50 KW @ 250,	COUNTRY	, \$17.25	(HR Stone)	Rust Craft
WBIV-FM, 107.7,	32 KW @ 480,	RELIGION	, \$ 5.10	(-----)	(WETHERSFIELD)

TV STATIONS

WGR	Buffalo	2	NBC, Taft
WIVB	Buffalo	4	CBS
WKBW	Buffalo	7	ABC, Capital Cities
WUTV	Buffalo	29	IND

NEWSPAPERS

Buffalo Courier, Express	M	125,414
Buffalo News	E	277,542
Niagara Falls Gazette	E	32,338, Gannett

BURLINGTON-PLATTSBURGH

APR 15.7

ALL OTHER INFO IS NOT AVAILABLE

12+ METRO SHARE A/M 77

1. WKDR	9.2	8.4
2. WVMT	7.1	5.3
3. WQCR-FM	6.7	6.5
4. WEZF-FM	5.5	9.2
5. CKBY-FM	5.1	---
6. WDEV	4.4	3.2
7. WNHV-FM+4.0		3.4
8. WWSR	3.8	.5
9. CKGM	3.7	4.6
WIRY	3.7	2.2

12+ TSA 1/4

1. WKDR
2. WVMT
3. WQCR-FM
4. WEZF-FM
5. WDEV
6. WNHV-FM+ CKBY
8. WECM-FM+
9. WIRY CKGM

12+ TSA CUME

1. WVMT	795
2. WQCR-FM	742
3. WDEV	580
4. WEZF-FM	573
5. CKGM	480
6. WKDR	469
7. WIRY	427
8. WNHV-FM+346	
9. WECM-FM+329	
10. WDOT	318

12+ FM SHARE (METRO): 40.20% (242 of 602) (A/M 77: 36.19%)  
 12+ FM SHARE (TSA) : 41.17% (268 of 651) (A/M 77: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>25 - 49</u>	<u>12+ TSA AMD</u>
1. WQCR-FM	1. WQCR-FM	1. WKDR	1. WKDR	1. WKDY	1. WVMT
2. CKGM	2. WKDR	2. WQCR-FM	2. CKBY-FM	2. CKBY-FM	2. WDEV
3. WKDR	3. WVMT	CKBY-FM	3. WVMT	3. WVMT	3. WIRY

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	136 (10)	24 (2)	160 (12)	21.6
ROCK/CONTEMP	87 (6)	117 (7)	204 (13)	33.9
COUNTRY	67 (1)	46 (2)	113 (3)	18.8
BTFL MUSIC	28 (1)	55 (3)	83 (4)	13.8
VARIETY	42 (3)		42 (3)	7.0
			<u>602 (35)</u>	

AM STATIONS

WDEV, 550, 5 KW/1 KW , MOR	, \$ 8.00 (Devney)	(WATERBURY)
WIRY, 1340, 1 KW/250 W , CONTEMP	, \$11.30 (Masla)	(PLATTSBURGH)
WKDR, 1070, 5 KW (Days), COUNTRY	ABC-C, \$ 8.50 (Pro-Meek)	(PLATTSBURGH)
WVMT, 620, 5 KW , MOR	NBC , \$10.80 (Tor-Lask) Goldman	(BUR)
WWSR, 1420, 1 KW (Days), BTFL/MOR	, \$ 7.10 (Pro-Meek)	(ST. ALBANS)
CKGM, 980, 10 KW , CONTEMP	, \$ ? ? ? ? ? ? ?	(MONTREAL)
WDOT, 1400, 1 KW , CONTEMP	ABC-C, \$11.00 (Schutz)	(BURLINGTON)

FM STATIONS

WEZF-FM, 92.9, 36 KW @ 2703, BTFL MUS (TM)	, \$13.00 (Buckley)	(BURLINGTON)
WNHV-FM+, 95.3, 3 KW @ 245, MOR/BTF	, \$ 6.50 (QUEEN)	(WHITE RIV JUNCT)
WQCR-FM, 98.9, 33 KW @ 310, ROCK (TM)	, \$ 9.25 (Pro-Meek)	(BURLINGTON)
CKBY-FM, 105.7, 74 KW @ 1077, COUNTRY	, ? ? ? ? ? ? ?	(OTTAWA)
WECM-FM+, 106.1, 9 KW @ 990, CONTEMP	, \$ 7.00 (Pro-Meek)	(CLAREMONT, NH)

TV STATIONS

WPTZ	Plattsburgh	5	NBC, Rollins
WEZF	Burlington	22	ABC
WCAX	Burlington	3	CBS

NEWSPAPERS

Plattsburgh Press-Republican	M	19,982, Ottaway
Burlington Free Press	M	47,600, Gannett

CANTON

SRDS Market # 95  
 FCC Revenue Rank # 96  
 FCC Income Rank # 51  
 APR 14.8  
 Metro Pop: 337,000  
 National Rev: \$432,441

Revenue : \$2,971,252  
 Income : \$ 499,772  
 FM Rev : \$ NA  
 FM Inc : \$ NA  
 Comb Rev : \$ NA  
 Comb Inc : \$ NA

ARB Market # 82  
 Rev Rank # 104  
 Inc Rank # 56  
 Rev per Capita \$8.82  
 Inc per Capita \$1.48  
 Nat Rev per Capita \$1.28

12+ METRO SHARE A/M 77 A/M 76

1. WHBC	18.4	23.9	21.6
2. WHBC-FM	12.8	9.2	10.5
3. WGAR	9.4	11.3	11.1
4. WQIO	7.0	5.3	---
5. WNYN	6.2	5.0	4.6
6. WMMS-FM	5.2	3.2	4.8
7. WHLQ-FM	3.8	4.2	6.3
8. WFAH-FM	2.6	3.4	1.7
WINW	2.6	2.7	8.4
WWWM-FM	2.6	.6	---

12+ TSA 1/4

1. WHBC	
2. WHBC-FM	
3. WGAR	
4. WQIO	
5. WNYN	
6. WMMS-FM	
7. WHLQ-FM	
8. WWWE	
9. WINW	
WFAH-FM	

12+ TSA CUME

1. WHBC	1426
2. WGAR	1173
3. WHBC-FM	862
4. WQIO	618
5. WMMS-FM	480
6. WHLQ-FM	427
7. WWWE	383
8. WINW	366
9. WNYN	360
10. WSLR	302

12+ FM SHARE (METRO): 39.15% (175 of 447) (A/M 77: 34.70%)  
 12+ FM SHARE (TSA) : 39.60% (196 of 495) (A/M 77: 32.74%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WGAR	1. WGAR	1. WHBC	1. WHBC	1. WHBC	1. WHBC
2. WQIO	2. WQIO	2. WGAR	2. WHBC-FM	2. WHBC-FM	2. WHBC-FM
3. WMMS-FM	3. WMMS-FM	3. WHBC-FM	3. WGAR	3. WNYN	3. WGAR

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	107 (4)	79 (7)	186 (11)	41.6
MOR	112 (4)		112 (4)	25.1
BTFM MUSIC		93 (6)	93 (6)	20.1
COUNTRY	44 (2)		44 (2)	9.8
NEWS/INFO/TALK	9 (1)		9 (1)	2.0
RELIGION		3 (1)	3 (1)	0.7
			<u>447 (25)</u>	

AM STATIONS

WHBC, 1480, 5 KW	, MOR	ABC-E, \$30.06	(Tor-Lask)	Beaverkettle
WINW, 1520, 1 KW (Days)	, CONTEMP	ABC-C, \$12.00	(Howard)	
WNYN, 900, 500W (Days)	, COUNTRY	, \$ 8.00	(Sav-Gates)	
WQIO, 1060, 5 KW (Days)	, ROCK	, \$14.00	(Pro-Meek)	

FM STATIONS

WFAH-FM, 92.5, 27 KW @ 140,	BTFM MUS	, \$ 6.50	(-----)	(ALLIANCE)
WHBC-FM, 94.1, 44 KW @ 361,	BTFM MUS (Bonne)	, \$12.63	(Tor-Lask)	Beaverkettle
WHLQ-FM, 106.9, 28 KW @ 340,	SOFT ROCK (TM)	, \$13.00	(???)	Susquehanna

TV STATION

WJAN Canton 17 IND

NEWSPAPER

Canton Repository E 69,508, Thomson

CEDAR RAPIDS

SRDS Market # 188  
 FCC Revenue Rank # 98  
 FCC Income Rank # 73  
 APR 13.7  
 Metro Pop: 138,600  
 National Rev: \$629,695

Revenue : \$2,952,410  
 Income : \$ 311,142  
 FM Rev : \$ 427,968  
 FM Inc : \$ 59,147  
 Comb Rev : \$3,380,378  
 Comb Inc : \$ 370,289

ARB Market # 150  
 Rev Rank # 88  
 Inc Rank # 69  
 Rev per Capita \$24.39  
 Inc per Capita \$ 2.67  
 Nat Rev per Capita \$ 4.54

<u>12+ METRO SHARE</u>			<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WMT	27.4	30.0		25.1	1. WMT	1895
2. KCRG	15.3	16.0		14.3	2. KCRG	1288
3. KLWW	13.7	12.2		14.3	3. KHAK+	668
	KHAK+	13.7	14.6	11.8	4. KQCR-FM	568
5. KQCR-FM	9.5	11.3		10.8	5. KLWW	546
6. WMT-FM	8.4	9.4		10.8	6. WHO	418
7. KFMW-FM	1.6	.9		---	7. KFMW-FM	415
8. KXEL	1.1	.5		2.5	8. KXEL	389
	WHO	1.1	---	.5	9. WMT-FM	282
10. WGN	.5	---		---	10. KWMT	151

12+ FM SHARE (METRO): 27.84% (49 of 176) (A/M 77: 29.70%)  
 12+ FM SHARE (TSA) : 27.71% (120 of 433) (A/M 77: 30.50%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KLWW	1. KQCR-FM	1. KHAK+	1. KHAK+	1. WMT	1. WMT
KCRG	2. KHAK+	2. KCRG	2. WMT	2. KHAK+	2. KCRG
	KCRG	WMT	3. KCRG	3. WMT-FM	3. WHO

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	55 (2)	18 (1)	73 (3)	41.5
MOR	53 (2)		53 (2)	30.1
COUNTRY	17 (3)	12 (1)	29 (4)	16.5
BTFL MUSIC		19 (2)	19 (2)	10.8
NEWS/INFO/TALK	2 (1)		2 (1)	1.1
			176 (12)	

AM STATIONS

KCRG, 1600, 5 KW , CONTEMP ABC-C, \$19.00 (Tor-Lask) Ced Rpd Gazette  
 KHAK+, 1360, 1 KW (Days), COUNTRY MBS , \$ 9.50 (Buckley) Comm Properties  
 KLWW, 1450, 1 KW/250 W , ROCK , \$15.75 (Eastman) Blackhawk  
 WMT , 600, 5 KW , MOR CBS , \$31.50 (Katz) Orion  
 KWMT, 540, 5 KW (Days), COUNTRY ABC-C, \$27.25 (Buckley) (FT DODGE)  
 KXEL, KFMW - See Waterloo WGN - See Chicago WHO - See Des Moines

FM STATIONS

KQCR-FM, 102.9, 100 KW @ 350, ROCK , \$13.00 (Howard)  
 WMT-FM , 96.5, 50 KW @ 540, BTFL MUS (Schulke) , \$12.50 (Katz) Orion

TV STATIONS

KCRG Cedar Rapids 9 ABC, Cedar Rapids Gazette  
 KWVL Waterloo 7 NBC, Blackhawk  
 WMT Cedar Rapids 2 CBS, Orion

NEWSPAPERS

Cedar Rapids Gazette E 68,036  
 Waterloo Courier E 52,314

CHARLESTON, SC

SRDS Market # 98  
 FCC Revenue Rank # 116  
 FCC Income Rank # 177  
 APR 17.2  
 Metro Pop: 303,300  
 National Rev: \$278,352

Revenue : \$2,439,943  
 Income : \$ 62,208  
 FM Rev : \$ 637,593  
 FM Inc : \$ 45,674  
 Comb Rev : \$2,439,943  
 Comb Inc : \$ 107,882

ARB Market # 93  
 Rev Rank # 103  
 Inc Rank # 102  
 Rev per Capita \$10.15  
 Inc per Capita \$ .36  
 Nat Rev per Capita \$ .98

12+ METRO SHARE	A/M 77	A/M 76
1. WPXI-FM	16.5	13.6
2. WXTC-FM	13.6	10.1
3. WTMA	12.5	12.1
4. WPAL	11.5	13.6
5. WKTM-FM	11.3	8.3
6. WEZL-FM	8.1	7.7
7. WWWZ-FM	5.6	5.3
8. WNCG	4.2	4.5
WCSC	4.2	6.5
10. WQSN	3.3	2.6

12+ TSA 1/4
1. WPXI-FM
2. WXTC-FM
3. WTMA
4. WPAL
5. WKTM-FM
6. WEZL-FM
7. WQIZ
WWWZ-FM
9. WCSC
10. WNCG

12+ TSA CUME
1. WTMA 1165
2. WPXI-FM 1164
3. WXTC-FM 865
4. WKTM-FM 791
5. WPAL 682
6. WCSC 650
7. WEZL-FM 437
8. WQIZ 396
9. WWWZ-FM 351
10. WQSN 327

12+ FM SHARE (METRO): 58.55% (291 of 497) (A/M 77: 48.51%)  
 12+ FM SHARE (TSA) : 58.70% (334 of 569) (A/M 77: 52.12%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WPXI-FM	1. WKTM-FM	1. WPXI-FM	1. WXTC-FM	1. WXTC-FM	1. WPXI-FM
2. WTMA	2. WPXI-FM	2. WKTM-FM	2. WEZL-FM	2. WEZL-FM	2. WXTC-FM
3. WPAL	3. WTMA	3. WXTC-FM	3. WTMA	3. WNCG	3. WKTM-FM
4. WKTM-FM	4. WPAL	4. WTMA	4. WPXI-FM	4. WTMA	WTMA

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	87 (2)	88 (2)	175 (4)	35.2
BLACK	67 (2)	86 (1)	153 (3)	30.8
BTFL MUSIC		71 (1)	71 (1)	14.3
COUNTRY	17 (1)	46 (2)	63 (3)	12.7
MOR	35 (2)		35 (2)	7.0
			497 (13)	

AM STATIONS

WCSC, 1390, 5 KW, CONTEMP, \$21.50 (Mc-Guild)  
 WNCG, 910, 500 W (Days), MOR (Bonne), ABC-I, \$ 4.75 (Selcom)  
 WPAL, 730, 1 KW (Days), BLACK, NBN, \$21.00 (Howard) Brothers  
 WQIZ, 810, 5 KW (Days), BLACK, \$ 6.00 (-----) (ST. GEORGE)  
 WQSN, 1450, 1 KW/250 W, COUNTRY, CBS, \$17.00 (-----)  
 WTMA, 1250, 5 KW/1 KW, CONTEMP, MBS, \$23.50 (Eastman)

FM STATIONS

WEZL-FM, 103.5, 25 KW @ 280, COUNTRY, NBC, \$16.75 (Pro-Meek)  
 WKTM-FM, 102.5, 50 KW @ 220, ROCK, ABC-C, \$17.88 (Selcom)  
 WPXI-FM, 95.1, 100 KW @ 432, BLACK, MBS, \$23.50 (Eastman)  
 WWWZ-FM, 93.5, 3 KW @ 330, AOR, ABC-F, \$18.00 (Howard) Brothers  
 WXTC-FM, 96.9, 100 KW @ 782, BTFL MUS (TM), \$21.50 (Mc-Guild)

TV STATIONS

WCBD Charleston 2 ABC, State  
 WCIV Charleston 4 NBC, Evening Star  
 WCSC Charleston 5 CBS

NEWSPAPER

Charleston Post, News and Courier ME 102,293

CHARLESTON, W VA

SRDS Market # 146; ADI # 43  
 FCC Revenue Rank # 101  
 FCC Income Rank # 56  
 APR 15.0  
 Metro Pop: 216,800  
 National Rev: \$717,262

Revenue : \$2,884,055  
 Income : \$ 450,052  
 FM Rev : \$ 242,471  
 FM Inc : \$ 8,766  
 Comb Rev : \$3,126,526  
 Comb Inc : \$ 458,818

ARB Market # 127  
 Rev Rank # 98  
 Inc Rank # 59  
 Rev per Capita \$14.42  
 Inc per Capita \$ 2.12  
 Nat Rev per Capita \$ 3.31

<u>12+ METRO SHARE A/M 77 A/M 76</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WCAW	17.8	17.4	17.6	1. WCAW	1. WCAW 1215
2. WKAZ	16.3	20.8	17.6	2. WKAZ	2. WCHS 1191
3. WCHS	12.3	16.7	14.1	3. WCHS	3. WKAZ 1081
4. WTIP	9.5	10.2	13.1	4. WQBE-FM	4. WQBE-FM 652
5. WVAF-FM	8.6	5.8	3.2	5. WBES-FM	5. WKEE-FM+ 571
6. WBES-FM	6.7	3.1	5.1	6. WVAF-FM	6. WVAF-FM 434
7. WTIO-FM	4.9	3.4	4.8	7. WKEE-FM+	7. WTIP 366
8. WQBE-FM	3.4	3.8	2.9	8. WTIP	8. WXIT 357
9. WKLC	3.1	4.4	1.9	9. WTIO-FM	9. WBES-FM 331
WKLC-FM	3.1	4.1	5.1	10. WMON	10. WTIO-FM 243

12+ FM SHARE (METRO): 29.43 (93 of 316) (A/M 77: 22.58%)  
 12+ FM SHARE (TSA) : 34.05% (174 of 511). (A/M 77: 29.98%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKAZ	1. WKAZ	1. WKAZ	1. WCAW	1. WCAW	1. WCAW
2. WXIT	2. WVAF-FM	2. WCAW	2. WKAZ	2. WTIP	2. WCHS
3. WVAF-FM	3. WCAW	3. WVAF-FM	3. WCHS	3. WCHS	3. WKAZ

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	72 (2)	43 (3)	115 (5)	36.4
BTFM MUSIC	31 (1)	38 (2)	69 (3)	21.8
COUNTRY	68 (2)	10 (1)	78 (3)	24.7
MOR	45 (2)		45 (2)	14.2
RELIGION	4 (1)	2 (1)	6 (2)	1.9
UNKNOWN	3 (1)		3 (1)	0.9
			<u>316 (16)</u>	



CHARLESTON-HUNTINGTON ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WKEE-FM+	1. WKEE-FM+	1. WKAZ
2. WCAW	2. WCAW	2. WCAW
3. WAMX-FM	3. WCHZ	3. WCHS
4. WKAZ	4. WAMX-FM	4. WTIP
5. WHEZ-FM	5. WKAZ	5. WVAF-FM
6. WTCR	6. WGNT	6. WXIT
7. WGNT	7. WTCR	7. WQBE-FM
WXIL-FM	8. WQBE-FM	
9. WCHS	9. WXIL-FM	
10. WVOW-FM+	10. WEMM-FM	
WQBE-FM	11. WHEZ-FM	
12. WVAF-FM	12. WPAY-FM	
13. WEMM-FM	13. WVOW-FM	
14. WSIP-FM+	14. WVAF-FM	
15. WTIP	15. WSIP-FM	

ADI FM SHARE: 47.21% (659 of 1396) (A/M 77: 41.06%)

AM STATIONS

WCAW, 680, 50 KW/250 W , COUNTRY	, \$33.00 (Eastman)	Capitol
WCHS, 580, 5 KW , MOR	CBS , \$32.25 (Blair)	Rollins
WKAZ, 950, 5 KW/1 KW , ROCK	ABC-C, \$26.00 (Mc-Guild)	Nininger
WKLC, 1300, 1 KW (Days) , COUNTRY/REL	, \$ 5.00 (Dome)	(ST. ALBANS)
WTIP, 1240, 1 KW/250 W , BTFL MUS (FM-100) NBC,	\$ 7.00 (Masla)	
WXIT, 1490, 1 KW , CONTEMP	ABC-I, \$14.00 (Pro-Meek)	
WMON, 1340, 1 KW/250 W , ? ? ?	NBC, \$ 2.60 (-----)	(MONTGOMERY)

FM STATIONS

WBES-FM , 96.1, 50 KW @ 830, BTFL MUS (Bonne)	, \$15.25 (Blair)	Rollins
WKLC-FM , 105.1, 50 KW @ 500, COUNTRY	, \$ 5.00 (Dome)	(ST ALBANS)
WQBE-FM , 97.5, 9 KW @ 237, ROCK	, \$ 7.00 (Mc-Guild)	Nininger
WTIO-FM, 102.7, 50 KW @ 540, BTFL MUS (FM-100)	, \$ 4.00 (Masla)	
WVAF-FM , 99.9, 50 KW @ 497, AOR/RELIGION	, \$15.00 (Eastman)	Capitol
WVOW-FM+, 101.9, 15 KW @ 830, MOR	, \$ 3.50 (----)	(LOGAN)
WSIP-FM+, 98.9, 64 KW @ 580, MOR	CBS, \$ 3.75 (Regional)	(PAINTSVILLE)
WXIL-FM , 95.1, 50 KW @ 500, ROCK	, \$14.00 (Pro-Meek)	(PARKERSBURG)

FOR OTHER STATIONS SEE HUNTINGTON

TV STATIONS

WCHS	Charleston	8	CBS, Rollins
WOWK	Huntington	13	ABC, Gateway
WSAZ	Huntington	3	NBC, Lee

NEWSPAPERS

Charleston Gazette, Mail	ME	113,197, Clay
Huntington Herald-Dispatch	ME	58,630, Gannett

CHARLOTTE\*

SRDS Market # 66; ADI # 33  
 FCC Revenue Rank # 39  
 FCC Income Rank # 108  
 APR 14.0  
 Metro Pop: 494,200  
 National Rev: \$1,849,065

Revenue : \$6,717,773  
 Income : \$ 163,257  
 FM Rev : \$1,747,631  
 FM Inc : \$ 310,307  
 Comb Rev : \$8,465,404  
 Comb Inc : \$ 473,564

ARB Market # 59  
 Rev Rank # 36  
 Inc Rank # 57  
 Rev per Capita \$17.13  
 Inc per Capita \$ .96  
 Nat Rev per Capita \$ 3.74

<u>12+ METRO SHARE O/N 77 A/M 77</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WBT	21.2	24.9	23.6	1. WBT	4825
2. WAYS	18.0	17.1	14.8	2. WSOC-FM	3156
3. WROQ-FM	10.5	9.5	7.1	3. WAYS	2469
4. WBT-FM	7.8	9.1	7.6	4. WROQ-FM	2073
5. WSOC-FM	7.2	4.7	5.7	5. WBT-FM	2024
6. WSOC	6.3	4.4	7.7	6. WSOC	1389
7. WGIV	6.1	5.1	10.0	7. WEZC-FM	1076
8. WEZC-FM	5.1	4.7	5.7	8. WPEG-FM	1046
9. WAME	2.7	5.4	3.3	9. WGIV	839
10. WPEG-FM	1.9	1.1	.8	10. WAME	515

12+ FM SHARE (METRO): 36.04% (231 of 641) (A/M 77: 29.21%)  
 12+ FM SHARE (TSA) : 49.81% (656 of 1317) (A/M 77: 41.63%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WAYS	1. WBT	1. WBT	1. WBT	1. WBT	1. WBT
2. WBT	WAYS	2. WAYS	2. WAYS	2. WBT-FM	2. WAYS
3. WROQ-FM	3. WROQ-FM	3. WROQ-FM	3. WSOC-FM	3. WEZC-FM	3. WSOC-FM
4. WGIV	4. WSOC-FM	4. WSOC-FM	4. WROQ-FM	4. WSOC-FM	4. WROQ-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	132 (2)	86 (2)	218 (4)	34.0
MOR	147 (1)	6 (1)	153 (2)	23.9
COUNTRY	40 (4)	50 (1)	90 (5)	14.0
BTFL MUSIC		89 (2)	89 (2)	13.9
BLACK	42 (1)		42 (1)	6.6
NEWS/INFO/TALK	44 (1)		44 (1)	6.9
RELIGION	5 (1)		5 (1)	0.8
			641 (16)	

\* NOTE: Caution should be used in using the estimates for WAYS Radio. According to Arbitron the station ran a contest which potentially could have caused a distortive effect upon the audience estimates.

CHARLOTTE ADI

12+ ADI 1/4

12+ ADI CUME

MSA EXCL CUME (12+)

1. WBT
2. WAYS
3. WSOC-FM
4. WROQ-FM
5. WBT-FM
6. WEZC-FM
7. WSOC  
WHKY
9. WPEG-FM
10. WGIV
11. WSPF
12. WXRC-FM
13. WFMX-FM
14. WOOO-FM
15. WQXX-FM

1. WBT
2. WAYS
3. WROQ-FM
4. WBT-FM
5. WSOC-FM
6. WSOC
7. WPEG-FM
8. WEZC-FM
9. WGIV
10. WHKY
11. WAME
12. WFMX-FM
13. WHKY-FM
14. WXRC-FM
15. WCPL-FM

1. WBT
2. WAYS
3. WGIV
4. WSOC
5. WBT-FM
6. WSOC-FM
7. WEZC-FM
8. WAME
9. WROQ-FM

ADI FM SHARE: 49.79% (819 of 1645) (A/M 77: 43.02%)

AM STATIONS

WAME, 1480, 5 KW	, COUNTRY	, \$32.25	(HR Stone)	Mission
WBT, 1110, 50 KW	, MOR/CONTEMP	ABC-E, \$111.00	(Blair)	Jeff-Pilot
WGIV, 1600, 1 KW/500 W	, BLACK	, \$24.00	(Selcom)	Bdcst Ent Net
WSOC, 930, 5 KW/1 KW	, NEWS	CBS,MBS,NBC, \$20.25	(Christal)	Cox
WHKY, 1290, 5 KW	, ROCK	ABC-E, \$ 4.25	(Crane)	(HICKORY)
WAYS, 610, 5 KW/1 KW	, ROCK	, \$63.75	(Eastman)	Sis
WSPF, 1000, 1 KW (Days)	, ROCK	, \$ 6.25	(Carpenter)	(HICKORY)

FM STATIONS

WBT-FM, 107.9, 100 KW @ 980,	BTFL MUS (Bonne)	, \$45.00	(Blair)	Jeff-Pilot
WEZC-FM, 104.7, 100 KW @ 1240,	BTFL MUS (KalaMusic)	, \$24.75	(Tor-Lask)	EZ
WSOC-FM, 103.7, 100 KW @ 1040,	COUNTRY (TM)	ABC-I, \$27.00	(Christal)	Cox
WPEG-FM, 97.9, 20 KW @ 390,	ROCK	, \$ 9.00	(Southern)	(CONCORD)
WROQ-FM, 95.1, 100 KW @ 574,	AOR (Burk-Abr)	, \$42.50	(Eastman)	Sis
WXRC-FM, 95.7, 27 KW @ 350,	COUNTRY	ABC-I, \$ 5.50	(Southern)	(HICKORY)
WFMX-FM, 105.7, 100 KW @ 350,	COUNTRY/RELIGION	, \$ 4.00	(Southern)	(STATESVILLE)
WOOO-FM, 96.9, 3.6 KW @ 340,	ROCK/BLACK	ABC-C, \$ 4.40	(Smith)	(STATESVILLE)
WQXX-FM, 92.1, 3 KW @ 145,	COUNTRY	NBC, \$ 4.50	(---)	(MORGANTOWN)
WCPL-FM, 102.3, 3 KW @ 278,	VARIETY	, \$ 3.00	(Southern)	(PAGELAND,SC)

TV STATIONS

WBTV	Charlotte	3	CBS, Jefferson-Pilot
WCCB	Charlotte	18	ABC, Bahakel
WRET	Charlotte	36	IND, Ted Turner
WSOC	Charlotte	9	NBC, Cox
WHKY	Hickory	14	IND

NEWSPAPERS

Charlotte Observer, News	ME	227,250, Knight-Ridder
Gastonia Gazette	E	32,120, Freedom

CHATTANOOGA

SRDS Market # 96  
 FCC Revenue Rank # 77  
 FCC Income Rank # 44  
 APR 15.3  
 Metro Pop: 324,200  
 National Rev: \$507,192

Revenue : \$3,812,879  
 Income : \$ 565,930  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 86  
 Rev Rank # 76  
 Inc Rank # 51  
 Rev per Capita \$11.76  
 Inc per Capita \$ 1.75  
 Nat Rev per Capita \$ 1.56

<u>12+ METRO SHARE</u>				<u>O/N 77</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WFLI	17.0	11.8	15.5			1. WFLI	2104
2. WDEF	14.9	15.6	16.3			2. WDEF	1129
3. WDOD	11.7	9.9	10.5			3. WDOD	987
4. WYNQ-FM	8.5	11.4	5.8			4. WGOW	910
5. WZDQ-FM	7.7	4.5	---			5. WDOD-FM	803
6. WDEF-FM	7.3	10.5	9.3			6. WYNQ-FM	794
7. WNOO	7.1	7.5	7.3			7. WDEF-FM	597
8. WGOW	4.4	5.1	7.5			8. WZDQ-FM	489
9. WDOD-FM	3.2	4.9	3.3			9. WNOO	359
10. WLFA	3.0	3.0	3.0			10. WDXB	214

12+ FM SHARE (METRO): 29.96% (136 of 454) (A/M 77: 35.04%)  
 12+ FM SHARE (TSA) : 34.95% (216 of 618) (A/M 77: 35.55%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WFLI	1. WFLI	1. WFLI	1. WDOD	1. WDEF	1. WDEF+
2. WZDQ-FM	2. WZDQ-FM	2. WDOD	2. WFLI	2. WDOD	2. WFLI+
3. WNOO	3. WDOD	3. WZDQ-FM	3. WDEF	3. WYNQ-FM	3. WDOD-FM
4. WGOW	4. WYNQ-FM	4. WYNQ-FM	4. WYNQ-FM	4. WDEF-FM	4. WDOD

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	106 (2)	38 (1)	144 (3)	31.7
MOR	98 (3)	4 (1)	102 (4)	22.5
BTFL MUSIC		78 (2)	78 (2)	17.2
COUNTRY	60 (2)	16 (1)	76 (3)	16.7
BLACK	35 (1)		35 (1)	7.7
RELIGION	12 (2)		12 (2)	2.6
UNKNOWN	7 (1)		7 (1)	1.5
			454 (16)	

AM STATIONS

WDEF, 1370, 5 KW , MOR CBS , \$22.50 (Eastman) Park  
 WDOD, 1310, 5 KW , COUNTRY ABC-E, \$17.55 (Tor-Lask) Bahakel  
 WDXB, 1490, 1 KW/250 W , MOR/BTFL NBC , \$10.13 (Media Sales S)  
 WFLI, 1070, 50 KW/1 KW , ROCK ABC-C, \$19.00 (Buckley)  
 WGOW, 1150, 5 KW/1 KW , CONTEMP MBS , \$19.25 (Katz)  
 WLFA, 1590, 5 KW (Days), MOR , \$ 4.75 (-----) (LAFAYETTE, GA)  
 WNOO, 1260, 5 KW (Days), BLACK MBN , \$ 9.15 (Lazar)

FM STATIONS

WDEF-FM, 92.3, 100 KW @ 895, BTFL MUS (FM-100) , \$22.50 (Eastman) Park  
 WDOD-FM, 96.5, 19 KW @ 1010, COUNTRY , \$11.00 (Tor-Lask) Bahakel  
 WYNQ-FM, 106.5, 100 KW @ 1076, BTFL MUS (Schulke) , \$19.25 (Katz)  
 WZDQ-FM, 102.3, 3 KW @ 285, ROCK , \$ ? ? (-----) (SODDY-DAISY)

TV STATIONS

WDEF Chattanooga 12 CBS, Park  
 WRCB Chattanooga 3 NBC, Rust Craft  
 WRIP Chattanooga 61 IND  
 WTVC Chattanooga 9 ABC

NEWSPAPERS Chattanooga News-Free Press E 63,833 Chattanooga Times M 53,185

CHICAGO

SRDS Market # 2; ADI # 3  
 FCC Revenue Rank # 3  
 FCC Income Rank # 3  
 APR 16.3  
 Metro Pop: 6,219,200  
 National Revenue: \$18,085,378

Revenue : \$51,059,272  
 Income : \$ 9,735,825  
 FM Rev : \$15,493,810  
 FM Inc : \$ -159,158  
 Comb Rev : \$66,553,082  
 Comb Inc : \$ 9,576,667

ARB Market # 3  
 Rev Rank # 3  
 Inc Rank # 3  
 Rev per Capita \$10.70  
 Inc per Capita \$ 1.54  
 Nat Rev per Capita \$ 2.91

12+ METRO SHARE	O/N 77	A/M 77
1. WGN	13.5	10.7
2. WLOO-FM	7.6	6.7
3. WLS	7.2	8.7
4. WBBM	6.3	7.4
5. WLAK-FM	5.1	5.9
6. WVON	4.8	3.4
7. WMAQ	4.7	4.7
8. WBMX-FM	4.2	3.3
9. WCLR-FM	3.9	2.4
10. WIND	3.8	3.8
11. WFYR-FM	3.4	3.7
12. WMET-FM	3.3	3.9
13. WLUP-FM	2.8	2.7
14. WDAI-FM	2.5	2.2
15. WKQX-FM	2.2	2.6
16. WJEZ-FM	1.9	1.7
WJJD	1.9	2.4
18. WBBM-FM	1.8	2.3
19. WCFL	1.7	3.4
20. WFMT-FM+	1.6	2.0

12+ TSA
1. WGN
2. WLS
3. WMAQ
4. WBBM
5. WLOO-FM
6. WLAK-FM
7. WVON
8. WBMX-FM
9. WIND
10. WCLR-FM
11. WFYR-FM
12. WMET-FM
13. WDAI-FM
14. WLUP-FM
15. WKQX-FM
16. WJJD
17. WJEZ-FM
18. WCFL
19. WBBM-FM
20. WFMT-FM+

12+ TSA CUME
1. WLS 29430
2. WGN 24058
3. WMAQ 18719
4. WBBM 14892
5. WIND 10620
6. WLOO-FM 8581
7. WMET-FM 7991
8. WLAK-FM 7020
9. WVON 6563
10. WDAI-FM 6159
11. WCLR-FM 6017
12. WFYR-FM 5967
13. WBMX-FM 5717
14. WBBM-FM 5185
15. WKQX-FM 5084
16. WCFL 5015
17. WLUP-FM 4699
18. WEFM-FM 3583
19. WJJD 3412
20. WJEZ-FM 3108

12+ FM SHARE (METRO): 50.02% (4648 of 9292) (A/M 77: 48.72%)  
 12+ FM SHARE (TSA) : 43.66% (4867 of 11148) (A/M 77: 41.28%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WLS	1. WLS	1. WGN	1. WGN	1. WGN	1. WGN
2. WMET-FM	2. WBMX-FM	2. WLS	2. WLS	2. WLOO-FM	2. WLS
3. WVON	3. WFYR-FM	3. WLOO-FM	3. WLOO-FM	3. WLAK-FM	3. WBBM
4. WLUP-FM	4. WCLR-FM	4. WBMX-FM	4. WCLR-FM	4. WBBM	4. WMAQ
5. WBMX-FM	5. WLUP-FM	5. WFYR-FM	5. WLAK-FM	5. WMAQ	5. WLOO-FM
6. WDAI-FM	6. WIND	6. WCLR-FM	6. WBBM	6. WLS	6. WVON
7. WEFM-FM	WVON	7. WVON	7. WVON	7. WVON	7. WIND

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	732 (1)	1919 (8)	2651 (9)	28.5
MOR	1925 (3)	457 (2)	2382 (5)	25.6
3TFL MUSIC		1315 (3)	1315 (3)	14.2
NEWS/INFO/TALK	749 (2)		749 (2)	8.1
BLACK	564 (2)	574 (2)	1138 (4)	12.3
COUNTRY	667 (2)	193 (1)	860 (3)	9.3
CLASSICAL	7 (1)	190 (2)	197 (3)	2.1
			9292 (29)	

CHICAGO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUMES (12+)</u>
1. WGN	1. WGN	1. WGN
2. WLS	2. WLS	2. WLS
3. WLOO-FM	3. WBBM	WVON
4. WBBM	4. WMAQ	4. WBBM
5. WMAQ	5. WIND	5. WBMX-FM
6. WIAK-FM	6. WLOO-FM	6. WLOO-FM
7. WVON	7. WMET-FM	7. WMAQ
8. WBMX-FM	8. WIAK-FM	8. WMET-FM
9. WCLR-FM	9. WVON	9. WIND
10. WIND	10. WDAI-FM	10. WFYR-FM
11. WFYR-FM	11. WCLR-FM	
12. WMET-FM	12. WFYR-FM	
13. WDAI-FM	13. WBMX-FM	
14. WLUP-FM	14. WKQX-FM	
15. WKQX-FM	15. WBBM-FM	

ADI FM SHARE: 48.10% (4784 of 9947) (A/M 77: 47.41%)

AM STATIONS

WBBM, 780, 50 KW, NEWS	CBS , \$165.62	(CBS Spot)	CBS
WCFL, 1000, 50 KW, MOR (Radio Arts)	MBS, \$ 81.25	(MMR)	MBS
WGN , 720, 50 KW, MOR	, \$173.25	(Buckley)	WGN Continental
WIND, 560, 5 KW, MOR/AC	ABC-E, \$ 77.50	(RAR)	Westinghouse
WJJD, 1160, 50 KW, COUNTRY	ABC-I, \$ 45.75	(Masla)	Plough
WLS , 890, 50 KW, ROCK	ABC-C, \$197.50	(Blair)	ABC
WMAQ, 670, 50 KW, COUNTRY	NBC , \$133.75	(Eastman)	NBC
WVON, 1390, 5 KW, BLACK	MBN , \$ 83.00	(Pro-Meek)	Comb. Commun.

FM STATIONS

WBBM-FM, 96.3, 6.2 KW @ 1174, SOFT ROCK	, \$46.00	(CBS-FM)	CBS
WBMX-FM, 102.7, 6 KW @ 1170, BLACK	, \$69.00	(Howard)	Sonderling
WCLR-FM, 101.9, 3 KW @ 1500, MOR (Bonne)	, \$76.50	(Tor-Lask)	Bonne
WDAI-FM, 94.7, 6.2 KW @ 1170, ROCK	ABC-F, \$103.25	(Katz)	ABC
WEFM-FM, 99.5, 6 KW @ 1170, ROCK	, \$52.00	(Masla)	GCC
WFMT-FM+, 98.7, 16 KW @ 1167, CLASSICAL	, \$61.75	(CMBS)	
WFYR-FM, 103.5, 3 KW @ 1552, CONTEMP	, \$64.38	(RKO)	RKO
WJEZ-FM, 104.3, 14 KW @ 820, COUNTRY (FM-100)	, \$45.75	(Masla)	Plough
WKQX-FM, 101.1, 6 KW @ 1170, AOR	, \$88.75	(Eastman)	NBC
WIAK-FM, 93.9, 6.2 KW @ 1530, BTFL MUS (Schulke)	, \$80.00	(Katz)	Storer
WLOO-FM, 100.3, 6.2 KW @ 1167, BTFL MUS (FM-100)	, \$115.00	(Mc-Guild)	Century
WLUP-FM, 97.9, 6 KW @ 1170, AOR	, \$62.00	(Roslin)	
WMET-FM, 95.5, 6 KW @ 1170, ROCK	, \$74.00	(Metro)	Metromedia

TV STATIONS

WBBM	Chicago	2	CBS,CBS	WLS	Chicago	7	ABC,ABC
WCIU	Chicago	26	IND	WMAQ	Chicago	5	NBC,NBC
WFLD	Chicago	32	IND,Field	WSNS	Chicago	44	IND,Harriscope
WGN	Chicago	9	IND,WGN Cont.				

NEWSPAPERS

Chicago Tribune	AD	752,861, WGN Continental (Chicago Tribune Co.)
Chicago Sun-Times	M	581,553, Field

CINCINNATI

SRDS Market # 26; ADI # 25  
 FCC Revenue Rank # 20  
 FCC Income Rank # 20  
 APR 15.9  
 Metro Pop: 1,127,400  
 National Rev: \$3,288,874

Revenue : \$11,904,907  
 Income : \$ 1,601,155  
 FM Rev : \$ 4,168,644  
 FM Inc : \$ 536,317  
 Comb Rev : \$16,073,551  
 Comb Inc : \$ 2,137,472

ARB Market # 26  
 Rev Rank # 20  
 Inc Rank # 20  
 Rev per Capita \$14.26  
 Inc per Capita \$ 1.90  
 Nat Rev per Capita \$ 2.92

12+ METRO SHARE O/N 77 A/M 77

1. WLW	16.8	12.0	17.3
2. WCKY	11.5	9.8	9.6
3. WKRQ-FM	10.8	7.9	9.2
4. WKRC	9.0	8.1	7.4
5. WEBN-FM	8.3	8.7	8.5
6. WSAI	6.0	9.2	8.1
7. WCIN	5.4	4.2	3.8
8. WWEZ-FM	5.3	9.3	8.4
9. WUBE-FM	5.0	5.7	4.3
10. WLQA-FM	4.1	4.7	4.6
11. WSAI-FM	2.9	2.2	2.4
12. WUBE	1.6	1.8	2.9

12+ TSA 1/4

1. WLW
2. WKRQ-FM
3. WCKY
4. WKRC
5. WEBN-FM
6. WSAI
7. WWEZ-FM
8. WONE
9. WUBE-FM
10. WDAO-FM
11. WCIN
12. WLQA-FM

12+ TSA CUME

1. WLW	9207
2. WKRQ-FM	4165
3. WSAI	3978
4. WKRC	3167
5. WCKY	2600
6. WWEZ-FM	2231
7. WONE	2210
8. WEBN-FM	2150
9. WSAI-FM	1606
WUBE-FM	1606
11. WLQA-FM	1334
12. WDAO-FM	1318

12+ FM SHARE (METRO): 43.93% (731 of 1664) (A/M 77: 44.32%)  
 12+ FM SHARE (TSA) : 42.77% (1064 of 2488) (A/M 77: 48.05%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKRQ-FM	1. WEBN-FM	1. WLW	1. WLW	1. WLW	1. WLW
2. WSAI	2. WKRQ-FM	2. WEBN-FM	2. WKRQ-FM	2. WCKY	2. WCKY
3. WCIN	3. WLW	3. WKRQ-FM	3. WUBE-FM	3. WKRC	3. WKRC
4. WEBN-FM	4. WSAI	4. WUBE-FM	4. WKRC	4. WWEZ-FM	4. WKRQ-FM
	5. WSAI-FM	5. WSAI	5. WWEZ-FM	5. WUBE-FM	5. WONE

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	678 (4)		678 (4)	40.8
ROCK/CONTEMP	107 (1)	422 (4)	529 (5)	31.8
BTFM MUSIC		198 (4)	198 (4)	11.9
COUNTRY	40 (2)	101 (2)	141 (4)	8.5
BLACK	97 (1)	10 (1)	107 (2)	6.4
VARIETY	11 (1)		11 (1)	0.7
			<u>1664 (20)</u>	

CINCINNATI ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WLW	1. WLW	1. WLW
2. WKRQ-FM	2. WKRQ	2. WKRQ-FM
3. WCKY	3. WSAI	3. WCKY
4. WKRC	4. WKRC	4. WKRC
5. WEBN-FM	5. WCKY	5. WUBE-FM
6. WSAI	6. WEBN-FM	6. WCIN
7. WWEZ-FM	7. WWEZ-FM	7. WEBN-FM
8. WUBE-FM	8. WSAI-FM	8. WSAI
9. WCIN	9. WUBE-FM	9. WWEZ-FM
10. WLQA-FM	10. WLQA-FM	10. WLQA-FM
11. WSAI-FM	11. WCIN	
12. WLWS-FM	12. WMOH	
WMOH	13. WUBE	
14. WUBE	14. WLVV-FM	
15. WLVV-FM	15. WLWS-FM	

ADI FM SHARE: 44.30% (980 of 2212) (A/M 77: 45.45%)

AM STATIONS

WCIN, 1480, 5 KW/500 W, BLACK	NBN , \$31.75	(Selcom)	Bdcst Ent Net
WCKY, 1530, 50 KW , MOR	CBS , \$57.50	(Eastman)	Federated
WKRC, 550, 5 KW/1 KW , MOR/AC	ABC-E, \$44.00	(Katz)	Taft
WLW , 700, 50 KW , MOR	NBC , \$98.75	(CBS Spot)	
WSAI, 1360, 5 KW , ROCK	ABC-C, \$53.34	(Blair)	Affiliated
WUBE, 1230, 1 KW/250 W, COUNTRY	, \$31.24	(Mc-Guild)	Kaye-Smith
WMOH, 1450, 1 KW/250 W, CONTEMP	ABC-C, \$14.25	(HR Stone)	(HAMILTON)

FM STATIONS

WEBN-FM, 102.7, 31 KW @ 610, ROCK	, \$55.00	(Tor-Lask)	
WKRQ-FM, 101.9, 25 KW @ 660, ROCK	, \$66.00	(Katz)	Taft
WLQA-FM, 98.5, 50 KW @ 810, BTFL MUS	, \$34.25	(HR Stone)	Susquehanna
WLVV-FM, 94.9, 50 KW @ 500, BTFL MUS (TM)	, \$18.75	(P/W) BMC	(FAIRFIELD)
WLWS-FM, 96.5, 50 KW @ 280, MOR	ABC-F, \$21.50	(CBS Spot)	(HAMILTON)
WSAI-FM, 94.1, 34 KW @ 550, CONTEMP	, \$14.00	(Blair)	Affiliated
WUBE-FM, 105.1, 11 KW @ 920, COUNTRY	, \$31.24	(Mc-Guild)	Kaye-Smith
WWEZ-FM, 92.5, 11 KW @ 905, BTFL MUS (Schulke)	, \$47.50	(Eastman)	Federated

TV STATIONS

WCPO	Cincinnati	9	CBS, Scripps-Howard
WKRC	Cincinnati	12	ABC, Taft
WLWT	Cincinnati	5	NBC, Multimedia
WXIX	Newport, KY	19	IND, Metromedia

NEWSPAPERS

Cincinnati Post	E	190,303, Scripps-Howard
Cincinnati Enquirer	M	190,407, Combined Communications



CLEVELAND

SRDS Market # 17; ADI # 9  
 FCC Revenue Rank # 18  
 FCC Income Rank # 18  
 APR 15.3  
 Metro Pop: 1,612,000  
 National Rev: \$5,169,243

Revenue : \$15,464,516  
 Income : \$ 1,953,155  
 FM Rev : \$ 6,318,373  
 FM Inc : \$ 511,914  
 Comb. Rev : \$21,782,889  
 Comb Inc : \$ 2,465,069

ARB Market # 16  
 Rev Rank # 12  
 Inc Rank # 16  
 Rev per Capita \$13.51  
 Inc per Capita \$ 1.53  
 Nat Rev per Capita \$ 3.21

12+ METRO SHARE O/N 77 A/M 77

1. WQAL-FM	11.4	8.3	7.5
2. WDOK-FM	9.3	6.8	7.9
3. WMMS-FM	8.8	10.6	7.5
4. WWWE	7.6	4.4	5.5
5. WJMO	7.0	4.3	3.6
6. WHK	6.6	8.7	10.8
7. WGAR	6.5	7.3	5.6
8. WERE	5.1	5.4	7.1
9. WWWM-FM	4.4	5.0	6.0
10. WKSW-FM	4.4	5.2	4.4
11. WZZP-FM	3.7	3.0	3.8
12. WGCL-FM	3.4	4.7	4.5

12+ TSA 1/4

1. WMMS-FM
2. WQAL-FM
3. WWWE
4. WGAR
5. WDOK-FM
6. WHK
7. WWWM-FM
8. WJMO
9. WZZP-FM
10. WGCL-FM
11. WERE
12. WKSW-FM

12+ TSA CUME

1. WGAR	6354
2. WWWE	5726
3. WMMS-FM	5298
4. WGCL-FM	3976
5. WQAL-FM	3670
6. WWWM-FM	3597
7. WZZP-FM	3523
8. WDOK-FM	3317
9. WHK	3113
10. WERE	2493
11. CKLW	2118
12. WKSW-FM	1790

12+ FM SHARE (METRO): 58.30% (1345 of 2307) (A/M 77: 51.64%)  
 12+ FM SHARE (TSA) : 59.98% (2056 of 3428) (A/M 77: 52.57%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WMMS-FM	1. WMMS-FM	1. WMMS-FM	1. WQAL-FM	1. WQAL-FM	1. WHK
2. WZZP-FM	2. WGAR	2. WQAL-FM	2. WWWE	2. WDOK-FM	2. WGAR
3. WJMO	3. WQAL-FM	3. WGAR	3. WGAR	3. WHK	3. WMMS-FM
4. WWWM-FM	4. WWWM-FM	4. WWWE	4. WDOK-FM	4. WWWE	4. WQAL-FM
5. WGCL-FM	5. WJMO	5. WJMO	5. WMMS-FM	5. WERE	5. WDOK-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP*	217 (3)	553 (6)	770 (9)	33.4
BTFL MUS		717 (5)	717 (5)	31.1
MOR	254 (3)		254 (3)	11.0
COUNTRY	163 (1)		163 (1)	7.1
BLACK	201 (2)		201 (2)	8.7
NEWS/INFO/TALK	127 (1)		127 (1)	5.5
CLASSICAL		56 (1)	56 (1)	2.4
ETHNIC		19 (1)	19 (1)	0.8

\*NOTE: For the purposes of this table I classified WGAR as a contemporary station. 2307 (23)

CLEVELAND ADI

12+ ADI 1/4

- 1. WMMS-FM
- 2. WQAL-FM
- 3. WWWE
- 4. WGAR
- 5. WDOK-FM
  
- 6. WHK
- 7. WWWM-FM
- 8. WJMO
- 9. WZZP-FM
- 10. WGCL-FM
  
- 11. WERE
- 12. WAKR
- 13. WKSW-FM
- 14. CKLW
- 15. WCLV-FM

12+ ADI CUME

- 1. WGAR
- 2. WWWE
- 3. WMMS-FM
- 4. WGCL-FM
- 5. WQAL-FM
  
- 6. WZZP-FM
- 7. WWWM-FM
- 8. WDOK-FM
- 9. WHK
- 10. WERE
  
- 11. WAKR
- 12. CKLW
- 13. WKSW-FM
- 14. WJMO
- 15. WHBC

MSA EXCL CUME (12+)

- 1. WJMO
- 2. WDOK-FM
- 3. WHK
- 4. WMMS-FM
- 5. WGAR
  
- 6. WQAL-FM
- 7. WWWE
- 8. WERE
- WGCL-FM
- 10. WWWM-FM

ADI FM SHARE: 53.08% (2317 of 4365) (A/M 77: 46.52%)

AM STATIONS

WERE, 1300, 5 KW	, NEWS	MBS, ABC-I, \$34.00	(RKO)	
WGAR, 1220, 50 KW	, CONTEMP/MOR	ABC-E, \$75.00	(Blair)	Nationwide
WHK, 1420, 5 KW	, COUNTRY	, \$65.00	(Katz)	Malrite
WJMO, 1490, 1 KW/250 W	, BLACK	NBN, \$40.75	(UBC)	United
WJW, 850, 10 KW/5 KW	, MOR	CBS, \$30.55	(MMR)	
WWWE, 1100, 50 KW	, MOR/TALK	NBC, \$78.25	(Eastman)	Combined CC

FM STATIONS

WCLV-FM, 95.5, 27 KW @ 640	, CLASSICAL	, \$26.00	(CMBS)	
WDOK-FM, 102.1, 50 KW @ 370	, BTFL MUS	, \$58.50	(Eastman)	Combined CC
WGCL-FM, 98.5, 40 KW @ 600	, ROCK	ABC-F, \$37.00	(RKO)	
WKSW-FM, 99.5, 50 KW @ 500	, BTFL MUS (Schulke)	, \$26.00	(Blair)	Nationwide
WMMS-FM, 100.7, 32 KW @ 600	, AOR	, \$84.50	(Katz)	Malrite
WQAL-FM, 104.1, 7 KW @ 1080	, BTFL MUS (Bonne)	, \$62.00	(Mc-Guild)	SJR
WWWM-FM, 105.7, 28 KW @ 900	, ROCK	, \$48.50	(Selcom)	
WZZP-FM, 106.5, 50 KW @ 575	, ROCK	, \$50.00	(HR Stone)	Booth

FOR OTHER STATIONS SEE AKRON AND DETROIT.

TV STATIONS

WEWS	Cleveland	5	ABC, Scripps-Howard
WJKW	Cleveland	8	CBS, Storer
WKYC	Cleveland	3	NBC, NBC
WUAB	Lorain	43	IND, Gaylord

NEWS PAPERS

Cleveland Plain Dealer	M	379,169
Cleveland Press	E	321,357, Scripps-Howard

COLORADO SPRINGS

SRDS Market # 129  
 FCC Revenue Rank # 119  
 FCC Income Rank # 311  
 APR 16.1  
 Metro Pop: 231,100  
 National Rev: \$492,836

Revenue : \$2,345,747  
 Income : \$ -255,089  
 FM Rev : \$ 596,828  
 FM Inc : \$ 49,131  
 Comb Rev : \$2,942,575  
 Comb Inc : \$ -205,958

ARB Market # 119  
 Rev Rank # 106  
 Inc Rank # 147  
 Rev per Capita \$12.73  
 Inc per Capita \$ -.89  
 Nat Rev per Capita \$ 2.13

12+ METRO SHARE A/M 77 A/M 76

1. KIIQ-FM+	13.7	6.5	7.7
2. KYSN	11.9	13.7	9.4
3. KSSS	11.1	7.8	6.2
KRDO-FM	11.1	13.0	13.8
5. KSPZ-FM	8.4	7.0	13.1
6. KVOR	8.1	10.6	10.4
7. KKFM-FM	5.7	4.9	10.1
8. KRDO	5.4	5.7	5.7
9. KOA	4.6	3.4	2.0
10. KILO-FM	3.2	4.7	5.2

12+ TSA 1/4

1. KIIQ-FM+
2. KRDO-FM
3. KSPZ-FM
4. KYSN
5. KSSS
6. KKFM-FM
KVOR
8. KOA
9. KPUB-FM+
10. KILO-FM

12+ TSA CUME

1. KIIQ-FM+	911
2. KYSN	833
3. KRDO	789
4. KSPZ-FM	719
5. KOA	520
6. KVOR	519
7. KRDO	507
8. KKFM-FM	487
9. KSSS	452
10. KILO-FM	328

12+ FM SHARE (METRO): 43.94% (156 of 355) (A/M 77: 40.00%)  
 12+ FM SHARE (TSA) : 50.85% (239 of 470) (A/M 77: 45.87%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KYSN	1. KIIQ-FM+	1. KIIQ-FM+	1. KSSS	1. KRDO-FM	1. KIIQ-FM+
2. KSPZ-FM	2. KYSN	2. KSSS	KRDO-FM	2. KVOR	2. KYSN
3. KIIQ-FM+	3. KSSS	3. KRDO-FM	3. KIIQ-FM+	3. KSSS	3. KRDO-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	68 (3)	100 (5)	168 (8)	47.3
COUNTRY	53 (3)	6 (1)	59 (4)	16.6
MOR	78 (6)	7 (1)	85 (7)	23.9
BTFL MUSIC		41 (1)	41 (1)	11.5
RELIGION		2 (1)	2 (1)	0.6
			<u>355 (21)</u>	

AM STATIONS

KPIK, 1580, 5 KW (Days), COUNTRY	ABC-C, \$10.50	(Eastman)	
KRDO, 1240, 1 KW/250 W, MOR	MBS, \$ 8.10	(Tor-Lask)	
KSSS, 740, 1 KW/250 W, COUNTRY	NBC, \$ 9.25	(Pro-Meek)	Peoria Journal Star
KVOR, 1300, 5 KW/1 KW, MOR	CBS, \$ 8.31	(Masla)	
KYSN, 1460, 1 KW/500 W, ROCK	, \$11.06	(Mc-Guild)	

FM STATIONS

KIIQ-FM+, 102.7, 51 KW @ 2080, ROCK	ABC-I, \$11.60	(Selcom)
KILO-FM, 93.9, 83 KW @ 2110, AOR	, \$ 8.75	(-----)
KKFM-FM, 96.5, 23 KW @ 2300, ROCK	, \$ 9.94	(Bunchez)
KRDO-FM, 95.1, 96 KW @ 2010, BTFL MUS (Schulke)	, \$10.45	(Tor-Lask)
KSPZ-FM, 92.9, 25 KW @ 2130, ROCK ( <i>Century 21</i> )	, \$ 7.97	(Masla)

KOA - See Denver

KPUB - See Pueblo

TV STATIONS

KKTU	Colorado Springs	11	CBS
KOAA	Pueblo	5	NBC, Charleston (SC) Evening Post
KRDO	Colorado Springs	13	ABC

NEWSPAPERS

Pueblo Chieftain, Star-Journal	ME	51,609	
Colorado Springs Gazette Telegraph	AD	65,696	Colorado Springs Sun M 24,367

COLUMBIA, SC

SRDS Market # 99  
 FCC Revenue Rank # 89  
 FCC Income Rank # 50  
 APR 15.1  
 Metro Pop: 310,400  
 National Rev: \$700,902

Revenue : \$3,271,404  
 Income : \$ 500,627  
 FM Rev : \$ 498,446  
 FM Inc : \$ -66,418  
 Comb Rev : \$3,769,850  
 Comb Inc : \$ 434,209

ARB Market # 89  
 Rev Rank # 78  
 Inc Rank # 62  
 Rev per Capita \$12.15  
 Inc per Capita \$ 1.40  
 Nat Rev per Capita \$ 2.26

<u>12+ METRO SHARE</u>			<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WNOK-FM	14.5	12.1	6.1	1. WWDM-FM	1. WNOK-FM	1341
2. WOIC	13.6	5.8	17.6	2. WNOK-FM	2. WWDM-FM	1241
3. WIS	10.4	11.9	13.5	3. WCOS-FM	3. WIS	1134
4. WCOS-FM	9.8	9.8	9.6	4. WOIC	4. WCOS-FM	906
5. WXYR-FM	8.1	11.4	9.6	5. WIS	5. WOIC	861
WWDM-FM	8.1	4.7	3.7	6. WXYR-FM	6. WCOS	777
7. WZLD-FM	6.2	8.9	11.3	7. WZLD-FM	7. WZLD-FM	556
8. WCOS	5.5	4.9	7.2	8. WSCQ-FM	8. WNOK	509
9. WSCQ-FM	5.5	6.5	.7	9. WCOS	9. WSCQ-FM	469
10. WQXL	2.6	6.1	4.3	10. WBBQ-FM	10. WXYR-FM	440

12+ FM SHARE (METRO): 59.59% (264 of 443) (A/M 77: 59.15%)  
 12+ FM SHARE (TSA) : 68.50% (448 of 654) (A/M 77: 65.76%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WNOK-FM	1. WNOK-FM	1. WNOK-FM	1. WOIC	1. WCOS-FM	1. WWDM-FM
2. WOIC	2. WOIC	2. WOIC	2. WCOS-FM	WIS	2. WCOS-FM
WWDM-FM	3. WZLD-FM	3. WCOS-FM	3. WZLD-FM	3. WXYR-FM	3. WIS
4. WCOS	4. WWDM-FM	WZLD-FM	4. WIS	4. WOIC	4. WNOK-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	39 (3)	105 (4)	144 (7)	32.5
MOR	49 (1)	26 (1)	75 (2)	16.9
COUNTRY	15 (1)	46 (1)	61 (2)	13.8
BLACK	64 (1)	38 (1)	102 (2)	23.0
BTFL MUSIC		38 (1)	38 (1)	8.6
RELIGION	12 (1)	11 (1)	23 (2)	5.2
			443 (16)	

AM STATIONS

WCOS, 1400, 1 KW/250 W , CONTEMP , \$20.00 (HR Stone)  
 WIS , 560, 5 KW , MOR NBC , \$37.75 (Mc-Guild) Cosmos  
 WNOK, 1230, 1 KW/250 W , CONTEMP CBS , \$ 7.50 (Tor-Lask)  
 WOIC, 1320, 5 KW/1 KW , BLACK NBN , \$19.50 (Eastman)  
 WQXL, 1470, 5 KW (Days), RELIGION ABC-E, \$ 9.00 (-----)

FM STATIONS

WCOS-FM, 97.9, 10 KW @ 450, COUNTRY ABC-I, \$16.50 (HR Stone)  
 WNOK-FM, 104.7, 100 KW @ 450, ROCK (Century 21) ABC-C, \$22.00 (Tor-Lask)  
 WSCQ-FM, 100.1, 2.4 KW @ 330, MOR/CONTEMP , \$15.00 (Southern)  
 WXYR-FM, 93.5, 3 KW @ 380, BTFL MUS (Bonne) , \$13.00 (Howard)  
 WZLD-FM, 96.7, 3 KW @ 300, CONTEMP (Drake-Chen) ABC-F, \$18.25 (Selcom)  
 WWDM-FM, 101.3, 100 KW @ 629, BLACK , \$13.00 (Howard)

WBBQ - See Augusta

TV STATIONS

WIS Columbia 10 NBC, Cosmos  
 WNOK Columbia 19 CBS  
 WOLO Columbia 25 ABC, Bahakel

NEWSPAPER Columbia State, Record ME 136,517

COLUMBUS, GA

SRDS Market # 159  
 FCC Revenue Rank # 161  
 FCC Income Rank # 302  
 APR 13.5  
 Metro Pop: 182,500  
 National Rev: \$416,049

Revenue : \$1,576,943  
 Income : \$ -167,354  
 FM Rev : \$ 510,501  
 FM Inc : \$ -41,649  
 Comb Rev : \$2,087,444  
 Comb Inc : \$ -209,003

ARB Market # 137  
 Rev Rank # 126  
 Inc Rank # 148  
 Rev per Capita \$11.44  
 Inc per Capita \$-1.15  
 Nat Rev per Capita \$ 2.28

12+ METRO SHARE	A/M 77	A/M 76
1. WCGQ-FM	21.1	16.7
2. WDAK	14.6	15.7
3. WEIZ-FM	12.1	8.7
4. WOKS	10.1	18.8
5. WFXE-FM	8.1	5.6
6. WHYD	7.7	4.9
WPNX	7.7	9.1
WRBL-FM	7.7	4.2
9. WRCG	2.4	4.5
10. WCLS	2.0	4.9

12+ TSA 1/4
1. WCGQ-FM
2. WDAK
3. WEIZ-FM
4. WRBL-FM
5. WOKS
6. WPNX
7. WFXE-FM
8. WHYD
9. WFDR
10. WFDR-FM

12+ TSA CUME
1. WCGQ-FM 1184
2. WDAK 1091
3. WRBL-FM 604
4. WOKS 431
5. WEIZ-FM 429
6. WPNX 394
7. WFXE-FM 362
8. WRCG 270
9. WHYD 237
10. WFDR-FM 200

12+ FM SHARE (METRO): 51.48% (122 of 237) (A/M 77: 40.07%)  
 12+ FM SHARE (TSA) : 56.93% (193 of 339) (A/M 77: 50.00%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WCGQ-FM	1. WCGQ-FM	1. WCGQ-FM	1. WEIZ-FM	1. WEIZ-FM	1. WCGQ-FM
2. WDAK	2. WFXE-FM	2. WEIZ-FM	2. WCGQ-FM	2. WPNX	2. WDAK
3. WFXE-FM	WDAK	3. WDAK	3. WDAK	3. WDAK	3. WRBL-FM

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	36 (1)	72 (2)	108 (3)	45.6
BLACK	25 (1)	1 (1)	26 (2)	11.0
MOR	11 (2)	19 (1)	30 (3)	12.7
COUNTRY	19 (1)		19 (1)	8.0
BTFL MUSIC		30 (1)	30 (1)	12.7
RELIGION	19 (1)		19 (1)	8.0
UNKNOWN	5 (1)		5 (1)	2.1
			237 (12)	

AM STATIONS

WCLS, 1580, 1 KW , MOR , \$ 6.00 (Carpenter)  
 WDAK, 540, 5 KW/500 W , CONTEMP , \$11.29 (Eastman)  
 WHYD, 1270, 5 KW (Days), RELIGION , \$ 8.00 (----) CLW  
 WOKS, 1340, 1 KW/250 W , BLACK MBN,NBN, \$15.00 (Howard)  
 WPNX, 1460, 5 KW/1 KW , COUNTRY NBC, \$ 7.80 (P/W)  
 WRCG, 1420, 5 KW , MOR CBS, \$ 7.50 (Selcom) McClure

FM STATIONS

WEIZ-FM, 100.1, 3 KW @ 300, BTFL MUS (TM) , \$11.29 (Eastman)  
 WFXE-FM, 104.9, 3 KW @ 165, DISCO ABC-F, \$ 8.38 (P/W)  
 WRBL-FM, 102.9, 100 KW @ 1520, BTFL/MOR (?) , \$ 7.00 (Jones) Woodruff  
 WCGQ-FM, 107.3, 100 KW @ 550, ROCK , \$12.69 (Selcom) McClure

WFDR - See Macon

TV STATIONS

WRBL Columbus 3 CBS, Woodruff  
 WTVM Columbus 9 ABC, Fuqua  
 WYEA Columbus 38 NBC

NEWSPAPER

Columbus Ledger, Enquirer ME 65,889, Knight-Ridder

COLUMBUS, OHIO

SRDS Market # 36; ADI # 32  
 FCC Revenue Rank # 26  
 FCC Income Rank # 16  
 APR 15.2  
 Metro Pop: 890,500  
 National Rev: #2,813,921

Revenue : \$9,725,040  
 Income : \$2,379,378  
 FM Rev : \$2,117,420  
 FM Inc : \$ 347,409  
 Comb Rev : \$11,842,460  
 Comb Inc : \$2,726,787

ARB Market # 35  
 Rev Rank # 25  
 Inc Rank # 14  
 Rev per Capita \$13.33  
 Inc per Capita \$ 3.06  
 Nat Rev per Capita \$ 3.16

12+ METRO SHARE O/N 77 A/M 77

1. WBNS-FM	15.3	14.7	13.3
2. WNCI-FM	13.3	12.7	13.0
3. WTVN	10.2	16.4	14.0
4. WBNS	9.1	7.9	7.0
5. WCOL	7.7	10.3	8.2
6. WXGT-FM	7.2	4.5	7.8
7. WMNI	5.9	5.1	6.1
8. WLVQ-FM	4.6	5.4	4.4
9. WVKO	3.6	3.3	3.6
10. WHOK-FM	2.7	1.3	2.8
11. WVKO-FM	2.4	2.8	3.0
12. WRFD	2.4	1.3	1.9

12+ TSA 1/4

1. WNCI-FM	
2. WBNS-FM	
3. WTVN	
4. WBNS	
5. WXGT-FM	
6. WCOL	
7. WMNI	
8. WLW	
9. WLVQ-FM	
10. WHOK-FM	
11. WVKO	
12. WRFD	

12+ TSA CUME

1. WNCI-FM	4386
2. WTVN	3650
3. WCOL	2823
4. WBNS-FM	2773
5. WBNS	2454
6. WLW	1942
7. WMNI	1599
8. WXGT-FM	1550
9. WLVQ-FM	1392
10. WRFD	888
11. WHOK-FM	817
12. WRMZ-FM	793

12+ FM SHARE (METRO): 54.06% (666 of 1232) (A/M 77: 49.87%)  
 12+ FM SHARE (TSA) : 53.37% (864 of 1619) (A/M 77: 48.59%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WNCI-FM	1. WNCI-FM	1. WNCI-FM	1. WBNS-FM	1. WBNS-FM	1. WTVN
2. WXGT-FM	2. WCOL	2. WBNS-FM	2. WTVN	2. WTVN	2. WNCI-FM
3. WCOL	3. WXGT-FM	3. WTVN	3. WNCI-FM	3. WBNS	3. WBNS-FM
4. WLVQ-FM	4. WBNS	4. WBNS	4. WBNS	4. WMNI	4. WBNS
5. WVKO	5. WLVQ-FM	5. WCOL	5. WMNI	5. WNCI-FM	5. WMNI

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>Z</u>
ROCK/CONTEMP	104 (1)	354 (4)	458 (5)	37.2
MOR	333 (6)		333 (6)	27.0
BTFL MUSIC		208 (1)	208 (1)	16.9
BLACK	49 (1)	33 (1)	82 (2)	6.7
UNKNOWN		34 (2)	34 (2)	2.8
COUNTRY	80 (1)	37 (1)	117 (2)	9.5
			<u>1232 (18)</u>	

COLUMBUS ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUMES (12+)</u>
1. WNCI-FM	1. WNCI-FM	1. WNCI-FM
2. WBNS-FM	2. WTVN	2. WBNS-FM
3. WTVN	3. WCOL	3. WTVN
4. WBNS	4. WBNS-FM	4. WMNI
5. WXGT-FM	5. WBNS	5. WCOL
6. WCOL	6. WLW	6. WBNS
7. WMNI	7. WXGT-FM	7. WLWQ-FM
8. WLWQ-FM	8. WMNI	8. WXGT-FM
9. WLW	9. WLWQ-FM	9. WHOK-FM
10. WHOK-FM	10. WRFD	10. WHOK
11. WCLT	11. WHOK-FM	
12. WVKO	12. WRMZ-FM	
13. WRFD	13. WVKO	
14. WMRN	14. WVKO-FM	
15. WVKO-FM	15. WMRN	

ADI FM SHARE: 52.60% (952 of 1810) (A/M 77: 49.24%)

AM STATIONS

WBNS, 1460, 5 KW.1 KW , MOR	ABC-I, \$57.75	(Blair)	Columbus Dispatch
WCOL, 1230, 1 KW/250 W , ROCK	, \$63.00	(Eastman)	Great Trails
WMNI, 920, 1 KW/500 W , COUNTRY	, \$52.50	(Mc-Guild)	
WRFD, 880, 5 KW (Days), MOR/FARM	CBS , \$17.00	(Buckley)	Buckeye
WTVN, 610, 5 KW , MOR	ABC-E, \$77.75	(Katz)	Taft
WVKO, 1580, 1 KW (Days), BLACK	MBN,NBN , \$19.00	(Howard)	
WHOK, 1320, 1 KW (Days), MOR	, \$ 9.50	(-----)	(LANCASTER)
WMRN, 1490, 1 KW/250 W , MOR	, \$10.79	(-----)	(MARION)
WCLT, 1430, 500 W (DAYS),MOR	MBS , \$ 6.87	(Pro-Meek)	(NEWARK)

FM STATIONS

WBNS-FM, 97.1, 26 KW @ 660, BTFL MUS (Schulke)	, \$57.75	(Blair)	Colum DIS
WLWQ-FM, 96.3, 40 KW @ 570, AOR (Burk-Abr)	, \$28.00	(Katz)	Taft
WNCI-FM, 97.9, 186 KW @ 570, ROCK	ABC-C, \$57.50	(RKO)	Nationwide
WRMZ-FM, 99.7, 50 KW @ 542, ??	, \$20.00	(Mc-Guild)	
WVKO-FM, 94.7, 52 KW @ 220, BLACK	, \$10.00	(Howard)	
WXGT-FM, 92.3, 50 KW @ 311, ROCK	, \$60.00	(Eastman)	Great Trails
WHOK-FM, 95.5, 50 KW @ 225, COUNTRY	, \$10.00	(----)	(LANCASTER)

TV STATIONS

WBNS	Columbus	10	CBS, Columbus Dispatch
WCMH	Columbus	4	NBC, Outlet
WTVN	Columbus	6	ABC, Taft

NEWSPAPER

Columbus Dispatch, Citizen-Journal ME 308,051

CORPUS CHRISTI

SRDS Market # 118  
 FCC Revenue Rank # 111  
 FCC Income Rank # 76  
 APR 15.9  
 Metro Pop: 241,100  
 National Rev: \$903,874

Revenue : \$2,555,015  
 Income : \$ 287,950  
 FM Rev : \$ 647,280  
 FM Inc : \$ -14,229  
 Comb Rev : \$3,202,295  
 Comb Inc : \$ 273,721

ARB Market # 110  
 Rev Rank # 97  
 Inc Rank # 75  
 Rev per Capita \$13.28  
 Inc per Capita \$ 1.14  
 Nat Rev per Capita \$ 3.75

<u>12+ METRO SHARE</u>				<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. KEYS	16.7	8.2	14.5			1. KIOU-FM	1. KEYS 1139
2. KUNO	14.1	13.7	13.1			2. KEYS	2. KRYS 935
3. KIOU-FM	12.5	10.3	7.4			3. KUNO	3. KTSA 633
4. KRYS	8.6	18.7	12.3			4. KRYS	4. KIOU-FM 587
5. KNCN-FM	8.4	1.3	---			5. KCCT	5. KUNO 527
6. KZFM-FM	7.6	5.5	7.4			6. KZFM-FM	KZFM-FM 527
KCCT	7.6	14.2	12.0			7. KTSA	7. KCCT 498
8. KIKN	4.7	6.3	6.6			8. KNCN-FM	8. KIKN 346
9. KOUL-FM	4.2	3.4	3.6			9. KIKN	9. KOUL-FM 323
10. KROB+	2.9	2.2	3.9			10. KOUL-FM	10. KSIX 303

12+ FM SHARE (METRO): 37.06% (136 of 367) (A/M 77: 22.65%)  
 12+ FM SHARE (TSA) : 36.16% (179 of 495) (A/M 77: 21.91%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KEYS	1. KEYS	1. KEYS	1. KIOU-FM	1. KUNO	1. KUNO
2. KZFM-FM	2. KNCN-FM	2. KNCN-FM	2. KUNO	2. KIOU-FM	2. KEYS
3. KRYS	3. KZFM-FM	3. KUNO	3. KEYS	3. KRYS	3. KIOU-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	73 (2)	69 (3)	142 (5)	38.7
SPANISH	83 (2)		83 (2)	22.6
COUNTRY	26 (2)	19 (2)	45 (4)	12.3
BTFL MUS		48 (1)	48 (1)	13.1
MOR	33 (1)		33 (1)	9.0
UNKNOWN	9 (1)		9 (1)	2.5
NEWS/INFO/TALK	7 (1)		7 (1)	1.9
			367 (15)	

AM STATIONS

KCCT , 1150, 1 KW (Days), SPANISH , \$16.33 (Selcom)  
 KEYS , 1440, 1 KW , ROCK , \$14.00 (Eastman)  
 KIKN , 1590, 1 KW/500 W , COUNTRY ABC-E, \$13.00 (Tor-Lask)  
 KRYS , 1360, 1 KW , MOR/CONTEMP ABC-I, \$13.50 (Masla) Sigmor  
 KSIX , 1230, 1 KW/250 W , ? ? ? CBS , \$ 7.00 (-----)  
 KUNO , 1400, 1 KW , SPANISH , \$15.00 (Katz) Tichenor  
 KROB+, 1510, 500 W , COUNTRY , \$ 6.00 (-----)

KTSA - See San Antonio

FM STATIONS

KIOU-FM, 96.5, 100 KW @ 875, BTFL MUS (Bonne) , \$13.00 (Pro-Meek)  
 KNCN-FM, 101.3, 100 KW @ 400, AOR , \$ 7.50 (-----)  
 KOUL-FM, 103.3, 100 KW @ 310, COUNTRY (TM) , \$ 7.50 (-----)  
 KZFM-FM, 95.5, 41 KW @ 320, ROCK , \$ 9.00 (Buckley)

TV STATIONS

KIII	Corpus Christi	3	ABC	KRIS	Corpus Christi	6	NBC
KZTV	Corpus Christi	10	CBS	KORO	Corpus Christi	28	IND

NEWSPAPER Corpus Christi Caller, Times ME 88,526, Harte Hanks



DALLAS-FT. WORTH

SRDS Market # 10; ADI # 11  
 FCC Revenue Rank # 9  
 FCC Income Rank # 12  
 APR 15.8  
 Metro Pop: 2,140,500  
 National Rev: \$7,690,547

Revenue : \$21,115,420  
 Income : \$ 2,877,416  
 FM Rev : \$ 5,772,256  
 FM Inc : \$ 459,505  
 Comb Rev : \$26,887,676  
 Comb Inc : \$ 3,336,921

ARB Market # 10  
 Rev Rank # 9  
 Inc Rank # 11  
 Rev per Capita \$12.56  
 Inc per Capita \$ 1.56  
 Nat Rev per Capita \$ 3.59

12+ METRO SHARE	O/N 77	A/M 77
1. WBAP	11.6	8.9
2. KVIL-FM+10.5	6.9	9.2
3. KSCS-FM	6.5	6.3
4. KFJZ-FM	6.2	5.1
5. KOAX-FM	6.1	6.1
6. KKDA-FM	5.7	5.7
7. KRLD	4.8	7.7
8. KMEZ-FM	4.8	5.4
9. KZEW-FM	4.0	3.1
10. KBOX	3.7	3.9
11. KLIF	3.2	4.5
WFAA	3.2	2.7
13. KNOK-FM	2.9	2.2
14. KFWD-FM	2.8	2.7
KPLX-FM	2.8	2.6

12+ TSA 1/4
1. WBAP
2. KVIL-FM+
3. KFJZ-FM
4. KSCS-FM
5. KOAX-FM
6. KRLD
7. KKDA-FM
8. KMEZ-FM
9. KZEW-FM
10. WFAA
11. KLIF
12. KBOX
13. KFWD-FM
14. KNOK-FM
15. KPLX-FM

12+ TSA CUME
1. WBAP 11544
2. KRLD 5337
3. KVIL-FM+ 4399
4. KLIF 4025
5. KFJZ-FM 3803
6. KSCS-FM 3469
7. WFAA 3060
8. KOAX-FM 2742
9. KZEW-FM 2714
10. KMEZ-FM 2402
11. KKDA-FM 2372
12. KNUS-FM 2161
13. KBOX 1927
14. KFJZ 1869
15. KFWD-FM 1740

12+ FM SHARE (METRO): 60.63% (1953 of 3221) (A/M 77: 56.49%)  
 12+ FM SHARE (TSA) : 52.82% (2133 of 4038) (A/M 77: 48.18%)

TEENS	18 - 34	18 - 49	25 - 49	35 -64	12+ TSA AMD
1. KFJZ-FM	1. KVIL-FM+	1. KVIL-FM+	1. KVIL-FM+	1. WBAP	1. WBAP
2. KKDA-FM	2. KZEW-FM	2. WBAP	2. WBAP	2. KOAX-FM	2. KVIL-FM+
3. KVIL-FM+	3. KKDA-FM	3. KSCS-FM	3. KSCS-FM	3. KMEZ-FM	3. KRLD
4. KLIF	4. KSCS-FM	4. KKDA-FM	4. KOAX-FM	KSCS-FM	4. KFJZ-FM
KSCS-FM	WBAP	5. KZEW-FM	5. KRLD	5. KRLD	5. KSCS-FM
6. KNUS-FM	6. KFWD-FM	6. KOAX-FM	6. KMEZ-FM	6. KVIL-FM+	6. WFAA
7. KZEW-FM	7. KFJZ-FM	7. KRLD	7. KBOX	7. KBOX	7. KBOX

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	223 (3)	949 (7)	1172 (10)	36.4
COUNTRY	579 (4)	221 (1)	800 (5)	24.8
BTFL MUSIC		464 (3)	464 (3)	14.4
BLACK	91 (2)	290 (2)	381 (4)	11.8
MOR	175 (2)		175 (2)	5.4
NEWS/INFO/TALK	131 (2)		131 (2)	4.1
RELIGION	69 (2)		69 (2)	2.1
CLASSICAL		29 (1)	29 (1)	0.9
			<u>3221 (29)</u>	

DALLAS-FT. WORTH ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>DALLAS MSA</u>	<u>FT. WORTH MSA</u>
1. WBAP	1. WBAP	1. WBAP	1. KVIL-FM+ 11.4	1. WBAP 18.2
2. KVIL-FM+	2. KRLD	2. KVIL-FM+	2. KKDA-FM 8.5	2. KVIL-FM+ 8.8
3. KFJZ-FM	3. KVIL-FM+	3. KKDA-FM	3. WBAP 8.1	3. KSCS-FM 8.1
4. KSCS-FM	4. KFJZ-FM	4. KSCS-FM	4. KOAX-FM 6.5	4. KFJZ-FM 7.1
5. KOAX-FM	5. KLIF	5. KBOX	5. KRLD 6.1	5. KOAX-FM 5.5
6. KKDA-FM	6. KSCS-FM	6. KRLD	6. KMEZ-FM 5.8	KPLX-FM 5.5
7. KRLD	7. KOAX-FM	7. KOAX-FM	7. KSCS-FM 5.8	7. KFJZ 4.8
8. KMEZ-FM	8. KZEW-FM	8. KLIF	8. KFJZ-FM 5.7	8. KZEW-FM 4.3
9. KZEW-FM	9. WFAA	9. KFJZ-FM	9. KBOX 5.3	9. KNOK 4.1
10. KLIF	10. KMEZ-FM	10. KPLX-FM	10. KLIF 4.0	10. WFAA 3.8
11. WFAA	11. KKDA-FM		11. KZEW-FM 3.7	11. KNOK-FM 3.6
12. KBOX	12. KNUS-FM		12. KNUS-FM 3.3	12. KMEZ-FM 3.1
13. KFWD-FM	13. KBOX		13. WFAA 3.0	13. KFWD-FM 2.9
14. KNOK-FM	14. KFJZ-FM		14. KFWD-FM 2.8	14. KRLD 2.6
KPLX-FM	15. KFWD-FM		15. KNOK-FM 2.6	15. KXOL 2.3

ADI FM SHARE: 56.89% (2121 of 3728) (A/M 77: 52.44%)  
 DALLAS MSA FM SHARE: 64.98% FT. WORTH MSA FM SHARE: 54.51%

AM STATIONS

KBOX, 1480, 5 KW/1 KW, COUNTRY	, \$ 70.00	(Mc-Guild)	Group One
KLIF, 1190, 50 KW/10 KW, CONTEMP	ABC-E, \$ 52.50	(RKO)	Fairchild
KRLD, 1080, 50 KW, MOR/NEWS	ABC-I, \$111.25	(Metro)	Metromedia
WBAP, 820, 50 KW, COUNTRY	NBC, \$122.50	(Eastman)	Cap Cities
WFAA, 570, 5 KW, NEWS/TALK	CBS,MBS, \$ 43.00	(Katz)	Belo
KFJZ, 1270, 5 KW, CONTEMP	, \$ 72.80	(Christal)	Swanson
KNOK, 970, 1 KW (Days), BLACK	, \$ 29.00	(Howard)	
KXOL, 1360, 5 KW/1 KW, COUNTRY	, \$ 16.75	(-----)	Signor

FM STATIONS

KFJZ-FM, 97.1, 100 KW @ 1302, ROCK	, \$72.80	(Christal)	Swanson
KFWD-FM, 102.1, 100 KW @ 1420, AOR	, \$52.50	(CBS FM)	Gulf Life/ Rahall
KKDA-FM, 104.5, 100 KW @ 390, BLACK	, \$49.94	(HR Stone)	
KMEZ-FM, 100.3, 89 KW @ 1280, BTFL MUS (Bonne)	, \$64.75	(Mc-Guild)	Group One
KNOK-FM, 107.5, 100 KW @ 445, BLACK	, \$33.50	(Howard)	
KNUS-FM, 98.7, 100 KW @ 519, ROCK	, \$50.75	(MMR)	McLendon
KOAX-FM, 105.3, 100 KW @ 1560, BTFL MUS (Schulke)	, \$57.50	(Buckley)	Metroplex
KPLX-FM, 99.5, 100 KW @ 1680, BTFL MUS	, \$42.00	(Masla)	Susquehanna
KVIL-FM+, 103.7, 100 KW @ 1570, CONTEMP/MOR	ABC-C, \$105.00	(Blair)	Fairbanks
KZEW-FM, 97.9, 100 KW @ 1680, AOR	, \$82.50	(Katz)	Belo
KSCS-FM, 96.3, 99 KW @ 1680, COUNTRY	, \$75.00	(Eastman)	Cap Cities

TV STATIONS

KDFW Dallas 4	CBS, Times-Mirror	KTVT Ft. Worth 11	IND, Gaylord
KXTX Dallas 39	IND, Christian Bdcst Net	KXAS Ft. Worth 5	NBC, LIN
WFAA Dallas 8	ABC, Belo		

NEWSPAPERS

Dallas News	M	277,466, Belo
Dallas Times Herald	E	239,514
Ft. Worth Star-Telegram	ME	220,666, Capital Cities

DAVENPORT-MOLINE-ROCK ISLAND

SRDS Market # 103  
 FCC Revenue Rank # 90  
 FCC Income Rank # 143  
 APR 13.7  
 Metro Pop: 306,000  
 National Rev: \$704,292

Revenue : \$3,215,711  
 Income : \$ 108,217  
 FM Rev : \$ 893,164  
 FM Inc : \$ -29,139  
 Comb Rev : \$4,108,875  
 Comb Inc : \$ 79,038

ARB Market # 92  
 Rev Rank # 73  
 Inc Rank # 107  
 Rev per Capita \$13.43  
 Inc per Capita \$ .26  
 Nat. Rev per Capita \$ 2.30

12+ METRO SHARE	A/M 77	A/M 76
1. WHBF	14.8	11.8
2. KLIK-FM	14.6	13.1
3. KSTT	12.0	15.7
4. WQUA	10.8	7.6
5. WOC	10.5	12.7
6. KRVR-FM	8.9	12.4
7. WHBF-FM	3.3	1.6
WGN	3.3	2.5
9. KWNT	2.9	3.0
10. WKEI	2.2	1.2

12+ TSA 1/4
1. KLIK-FM
2. WHBF
3. WMAQ
4. KRVR-FM
5. KSTT
WLS
7. WOC
8. WQUA
9. WGN
10. WHBF-FM

12+ TSA CUME
1. KLIK-FM 1795
2. WLS 1353
3. WHBF 1267
4. KSTT 1177
5. WOC 880
6. WQUA 864
7. WMAQ 851
8. KRVR-FM 782
9. WGN 667
10. WHBF-FM 520

12+ FM SHARE (METRO): 34.28% (133 of 388) (A/M 77: 34.17%)  
 12+ FM SHARE (TSA) : 37.39% (246 of 658) (A/M 77: 31.03%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KLIK-FM	1. KLIK-FM	1. KLIK-FM	1. WQUA	1. WHBF	1. WHBF
2. KSTT	2. KSTT	2. KSTT	2. WHBF	2. WOC	2. KLIK-FM
3. WQUA	3. WQUA	WQUA	KLIK-FM	3. KRVR-FM	3. WMAQ
					4. WOC

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	101 (3)	75 (2)	176 (5)	45.4
MOR	67 (3)	6 (1)	73 (4)	18.8
COUNTRY	79 (3)	11 (1)	90 (4)	23.2
BTFL MUSIC		41 (2)	41 (2)	10.6
NEWS/INFO/TALK	8 (1)		8 (1)	2.1
			388 (16)	

AM STATIONS

KSTT, 1170, 1 KW , ROCK ABC-C, \$20.50 (Katz)  
 KWNT, 1580, 500 W (DAYS), COUNTRY ABC-I, \$ 7.50 (Walton)  
 WHBF, 1270, 5 KW , COUNTRY CBS , \$17.75 (Buckley)  
 WOC , 1420, 5 KW , MOR NBC , \$29.00 (Blair) Palmer  
 WQUA, 1230, 1 KW/250 W , MOR/CONTEMP , \$39.20 (Eastman) Mid America  
 WKEI, 1450, 500W/250 W , MOR ABC-I, \$ 5.80 (----) (KEWANEE)

FM STATIONS

KLIK-FM, 103.7, 100 KW @ 800, ROCK , \$36.00 (Blair)  
 KRVR-FM, 106.5, 60 KW @ 190, BTFL MUS (Schulke) , \$39.20 (Eastman) Mid America  
 WHBF-FM, 98.9, 39 KW @ 900, SOFT ROCK (TM) , \$13.00 (Buckley)

TV STATIONS

WHBF Rock Island 4 CBS  
 WQAD Moline 8 ABC  
 WOC Davenport 6 NBC, Palmer

NEWSPAPERS

Davenport Quad City Times AD 61,591, Lee  
 Moline Dispatch, Rock Island Argus E 59,817

DAYTON

SRDS Market # 45; ADI # 49  
 FCC Revenue Rank # 42  
 FCC Income Rank # 22  
 APR 13.9  
 Metro Pop: 683,500  
 National Rev: \$1,135,801

Revenue : \$6,186,089  
 Income : \$1,471,725  
 FM Rev : \$1,954,197  
 FM Inc : \$ 554,399  
 Comb Rev : \$8,140,286  
 Comb Inc : \$2,026,124

ARB Market # 43  
 Rev Rank # 37  
 Inc Rank # 22  
 Rev per Capita \$11.91  
 Inc per Capita \$ 2.96  
 Nat Rev per Capita \$ 1.66

12+ METRO SHARE	O/N 77	A/M 77
1. WHIO	19.3	16.9
2. WHIO-FM	16.1	10.9
3. WING	11.7	10.3
4. WONE	7.8	11.1
5. WDAO-FM	7.6	7.9
6. WTUE-FM	6.4	6.7
WAVI	6.4	8.9
8. WLW	4.6	4.1
9. WVUD-FM	2.4	3.5
10. NPTW-FM	1.7	2.4

12+ TSA 1/4
1. WHIO-FM
2. WHIO
3. WLW
4. WING
5. WONE
6. WTUE-FM
7. WDAO-FM
8. WAVI
9. WKRQ-FM
10. WIZE

12+ TSA CUME
1. WHIO 3343
2. WLW 3321
3. WING 2981
4. WHIO-FM 2818
5. WONE 2053
6. WTUE-FM 1338
7. WSAI 1138
8. WVUD-FM 1032
9. WKRQ-FM 1030
10. WDAO-FM 982

12+ FM SHARE (METRO): 43.39% (381 of 878) (A/M 77: 39.56%)  
 12+ FM SHARE (TSA) : 43.12% (636 of 1475) (A/M 77: 41.16%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WING	1. WTUE-FM	1. WHIO-FM	1. WHIO-FM	1. WHIO	1. WHIO
2. WDAO-FM	2. WING	2. WHIO	2. WHIO	2. WHIO-FM	2. WLW
3. WTUE-FM	3. WHIO	3. WING	3. WING	3. WONE	3. WHIO-FM
4. WKRQ-FM	WDAO-FM	4. WDAO-FM	4. WONE	4. WAVI	4. WING
5. WHIO	5. WHIO-FM	5. WTUE-FM	5. WDAO-FM	5. WING	5. WONE

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	125 (3)	113 (5)	238 (8)	27.1
MOR	237 (4)		237 (4)	27.0
BTFL MUSIC		191 (4)	191 (4)	21.8
COUNTRY	74 (1)	5 (1)	79 (2)	9.0
NEWS/INFO/TALK	61 (1)		61 (1)	7.0
BLACK		72 (1)	72 (1)	8.2
			878 (20)	

DAYTON ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>12+ MSA EXCL CUME</u>
1. WHIO-FM	1. WHIO	1. WHIO
2. WHIO	2. WING	2. WING
3. WING	3. WHIO-FM	3. WDAO-FM
4. WONE	4. WONE	4. WONE
WLW	5. WLW	5. WHIO-FM
6. WTUE-FM	6. WTUE-FM	6. WTUE-FM
7. WDAO-FM	7. WDAO-FM	7. WPTW
8. WAVI	8. WVUD-FM	8. WKRQ-FM
9. WIZE	9. WIZE	9. WIZE
10. WKBV	10. WAVI	10. WLW
11. WVUD-FM	11. WSAI	
12. WBLY	12. WBLY-FM	
WNCI-FM	13. CKLW	
14. WBLY-FM	14. WPTW-FM	
15. WPTW-FM	15. WKRQ-FM	

ADI FM SHARE: 41.76% (560 of 1341) (A/M 77: 44.02%)

AM STATIONS

WAVI, 1210, 250 W (Days), TALK	ABC-E, \$34.00	(Howard)	
WHIO, 1290, 5 KW , MOR	CBS , \$57.00	(Christal)	Cox
WING, 1410, 5 KW , ROCK	, \$40.75	(Eastman)	Great Trails
WONE, 980, 5 KW , COUNTRY	ABC-I, \$61.50	(Mc-Guild)	Group One
WIZE, 1340, 1 KW/250 W , CONTEMP	ABC-C, \$13.00	(Eastman)	Great Tr (SPRINGF)
WKBV, 1490, 1 KW/250 W , MOR/TALK	ABC-I, \$12.63	(Pro-Meek)	Central (RICHMOND)
WBLY, 1600, 1 KW (Days), MOR	MBS , \$14.75	(Regional)	(SPRINGF)
WPTW, 1570, 250 W (Days), MOR (Radio Arts)	, \$ 5.12	(Regional)	(PIQUA)

FOR OTHER STATIONS SEE CINCINNATI

FM STATIONS

WDAO-FM, 107.7, 50 KW @ 420, BLACK	MBN,NBN,ABC-C, \$32.63	(Howard)	
WHIO-FM, 99.1, 50 KW @ 1060, BTFL MUS (Bonne)	, \$45.00	(Christal)	Cox
WTUE-FM, 104.7, 50 KW @ 370, CONTEMP	, \$36.50	(Mc-Guild)	Gr One
WVUD-FM, 99.9, 50 KW @ 500, ROCK	ABC-F, \$24.00	(Buckley)	Un of Dayton
WBLY-FM, 102.9, 50 KW @ 193, CONTEMP	, \$ 6.50,	(Regional)	(SPRINGF)
WPTW-FM, 95.7, 50 KW @ 164, BTFL MUS	, \$ 5.12	(Regional)	(PIQUA)

TV STATIONS

WDTN	Dayton	2	NBC, Grinnell College
WHIO	Dayton	7	CBS, Cox
WKEF	Dayton	22	ABC

NEWSPAPERS

Dayton News	E	148,657	
Dayton Journal & Herald	M	100,952	
Springfield Sun, News	ME	46,446	
		<u>296,055</u>	Cox

DAYTONA BEACH

SRDS Market # 157  
 FCC Revenue Rank # 123  
 FCC Income Rank # 241  
 APR 14.2  
 Metro Pop: 188,400  
 National Rev: \$326,214

Revenue: \$2,291,620  
 Income : \$ 1,887  
 FM Rev: NA  
 FM Inc : NA  
 Comb Rev: NA  
 Comb Inc: NA

ARB Market # 136  
 Rev Rank # 121  
 Inc. Rank # 122  
 Rev per Capita \$12.16  
 Inc per Capita \$ .01  
 Nat Rev per Capita \$ 1.73

12+ METRO SHARE A/M 77

1. WWLV-FM	16.9	9.8
2. WDBO-FM	14.6	12.7
3. WNDB	10.9	7.6
4. WMFJ	7.5	5.8
WDIZ-FM	7.5	9.4
6. WELE-FM	6.7	8.3
7. WROD	5.2	5.4
8. WQXQ-FM	4.9	4.0
WSBB	4.9	5.8
10. WELE	4.5	5.8

DAYTONA BEACH  
 MSA AND TSA  
 ARE THE SAME.

12+ TSA CUME

1. WWLV-FM	481
2. WNDB	401
3. WMFJ	384
4. WROD	352
5. WDBO-FM	334
6. WDIZ-FM	309
7. WDAT	306
8. WELE-FM	224
9. WSBB	201
10. WQXQ-FM	197

12+ FM SHARE (METRO): 57.54% (145 of 252) (A/M 77: 54.41%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WMFJ	1. WDIZ-FM	1. WDIZ-FM	1. WNDB	1. WWLV-FM	1. WNDB
2. WDIZ-FM	2. WQXQ-FM	2. WNDB	2. WWLV-FM	2. WDBO-FM	2. WWLV-FM
3. WDAT	3. WROD	WQXQ-FM	3. WELE	3. WNDB	3. WDBO-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	31 (4)	38 (4)	69 (8)	27.4
BTFL MUSIC		87 (3)	87 (3)	34.5
MOR	59 (4)		59 (4)	23.4
COUNTRY	19 (4)	18 (1)	<u>37 (5)</u>	14.7
			252 (20)	

AM STATIONS

WELE, 1590, 1 KW (Days), COUNTRY	MBS , \$16.15	(Roslin)	
WDAT, 1380, 5 KW/2.5 KW, CONTEMP/MOR	NBC , \$12.50	(Masla)	
WMFJ, 1450, 1 KW/250 W , ROCK	ABC-C, \$10.75	(Pro-Meek)	Walter-Weeks
WNDB, 1150, 1 KW , MOR	CBS , \$15.40	(HR Stone)	Bdcst Manage Corp
WROD, 1340, 1 KW/250 W , MOR	ABC-E, \$ 7.00	(Carpenter)	Elyria Lorain
WSBB, 1230, 1 KW , MOR	MBS , \$ 3.00	(-----)	(NEW SMYRNA BEACH)

FM STATIONS

WELE-FM, 105.9, 70 KW @ 302, COUNTRY	MBS, \$19.00	(Roslin)	
WQXQ-FM, 101.9, 25 KW @ 161, ROCK	, \$ 9.00	(Pro-Meek)	Walter-Weeks
WWLV-FM, 94.5, 54 KW @ 360, BTFL MUS (TM)	, \$15.40	(HR Stone)	Bdcst Mng Corp

FOR OTHER STATIONS, TV STATIONS, ADI INFO AND NEWSPAPERS SEE ORLANDO

DENVER

SRDS Market # 23; ADI # 21  
 FCC Revenue Rank # 14  
 FCC Income Rank # 17  
 APR 15.9  
 Metro Pop: 1,195,200  
 National Rev: \$4,129,095

Revenue : \$16,470,489  
 Income : \$ 2,035,277  
 FM Rev : \$ 2,842,930  
 FM Inc : \$ 144,099  
 Comb Rev : \$19,313,419  
 Comb Inc : \$ 2,179,376

ARB Market # 23  
 Rev Rank # 18  
 Inc Rank # 18  
 Rev per Capita \$16.16  
 Inc per Capita \$ 1.82  
 Nat Rev per Capita \$ 3.46

12+ METRO SHARE O/N 77 A/M 77

1. KHOW	9.5	7.3	7.7
2. KBPI-FM	8.7	10.0	6.8
3. KOA	7.7	9.8	7.4
4. KLIR-FM	7.6	6.7	9.9
5. KOSI-FM	5.7	4.7	6.4
6. KIMN	5.6	3.9	4.5
7. KAZY-FM	5.1	3.1	3.4
8. KTLK	4.3	4.8	5.6
9. KVOD-FM	3.9	4.5	2.9
10. KOSI	3.5	5.0	5.4
11. KIMN-FM	3.2	3.0	2.8
KDKO	3.2	1.7	1.4

12+ TSA 1/4

1. KOA
2. KHOW
3. KIMN
4. KBPI-FM
5. KLIR-FM
6. KOSI-FM
7. KAZY-FM
8. KERE
9. KTLK
10. KVOD-FM
11. KLZ
12. KIMN-FM

12+ TSA CUME

1. KOA	4343
2. KIMN	3915
3. KHOW	3384
4. KTLK	2306
5. KBPI-FM	2167
6. KLIR-FM	2108
7. KOSI-FM	2068
8. KLZ	1724
9. KAZY-FM	1677
10. KOAQ-FM	1557
11. KXXK-FM	1490
12. KOSI	1432

12+ FM SHARE (METRO): 46.33% (827 of 1785) (A/M 77: 43.52%)  
 12+ FM SHARE (TSA) : 42.38% (942 of 2223) (A/M 77: 40.18%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KBPI-FM	1. KBPI-FM	1. KHOW	1. KHOW	1. KHOW	1. KOA
2. KTLK	2. KAZY-FM	2. KBPI-FM	2. KLIR-FM	2. KOA	2. KHOW
3. KIMN	3. KHOW	3. KLIR-FM	3. KOSI-FM	3. KLIR-FM	3. KIMN
4. KXXK-FM	4. KIMN	4. KAZY-FM	4. KOA	4. KOSI-FM	4. KLIR-FM
5. KDKO	5. KIMN-FM	5. KOA	5. KVOD-FM	5. KOSI	5. KBPI-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	217 (3)	452 (6)	669 (9)	37.5
MOR	402 (6)	10 (1)	412 (7)	23.1
BTFL MUSIC	67 (1)	253 (2)	320 (3)	17.9
COUNTRY	104 (2)		104 (2)	5.8
NEWS/INFO/TALK	96 (2)		96 (2)	5.4
CLASSICAL		83 (2)	83 (2)	4.7
BLACK	61 (1)		61 (1)	3.4
JAZZ		29 (1)	29 (1)	1.6
RELIGION	11 (1)		11 (1)	0.6
			<u>1785 (28)</u>	

DENVER ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. KHOW	1. KOA	1. KHOW
2. KOA	2. KIMN	2. KERE
3. KBPI-FM	3. KHOW	3. KOA
4. KIMN	4. KTLK	4. KLAK
5. KLIR-FM	5. KBPI-FM	5. KDKO
6. KOSI-FM	6. KLIR-FM	6. KDEN
7. KAZY-FM	7. KOSI-FM	7. KTLK
8. KTLK	8. KAZY-FM	8. KOSI
9. KVOD-FM	9. KOAQ-FM	9. KLIR-FM
10. KERE	10. KXXK-FM	10. KIMN
11. KOSI	11. KLZ	
12. KIMN-FM	12. KOSI	
13. KDKO	13. KIMN-FM	
14. KDEN	14. KERE	
KOAQ-FM	15. KDEN	

ADI FM SHARE: 45.29% (1005 of 2219) (A/M 77: 41.93%)

AM STATIONS

KDEN, 1340, 1 KW/250 W, NEWS	NBC, ABC-I, \$16.25	(Sav-Gates)	
KDKO, 1510, 5 KW/1 KW, BLACK/DISCO	MBN, \$24.00	(Howard)	
KERE, 710, 5 KW, COUNTRY	MBS, \$33.25	(HR Stone)	Mission
KHOW, 630, 5 KW, MOR/CONTEMP	, \$95.00	(RAR)	Doubleday
KIMN, 950, 5 KW, ROCK	, \$52.00	(Blair)	Jeff-Pilot
KLZ, 560, 5 KW, MOR	ABC-E, \$53.25	(Mc-Guild)	Group One
KLAK, 1600, 5 KW, COUNTRY	, \$38.00	(Eastman)	McCoy
KOA, 850, 50 KW, MOR	CBS, \$72.25	(Katz)	GE
KOSI, 1430, 5 KW, BTFL MUS	, \$23.50	(Tor-Lask)	Armstrong
KTLK, 1280, 5 KW, ROCK	ABC-C, \$41.00	(Masla)	Welcome

FM STATIONS

KAZY-FM, 106.7, 94 KW @ 960, AOR (Burk-Abr)	, \$27.25	(Mc-Guild)	Group One
KBPI-FM, 105.9, 100 KW @ 200, AOR	, \$53.75	(RKO)	<del>Group One</del>
KIMN-FM, 98.5, 50 KW @ 720, ROCK	, \$22.00	(Blair)	Jeff-Pilot
KLIR-FM, 100.3, 100 KW @ 500, BTFL MUS (Schulke)	, \$41.00	(Selcom)	
KOAQ-FM, 103.5, 100 KW @ 1061, ROCK (TM)	, \$25.00	(Katz)	GE
KOSI-FM, 101.1, 100 KW @ 780, BTFL MUS (Bonne)	, \$23.50	(Tor-Lask)	Armstrong
KVOD-FM, 99.5, 100 KW @ 380, CLASSICAL	, \$25.00	(CMBS)	
KXXK-FM, 95.7, 100 KW @ 725, ROCK	, \$45.00	(RAR)	Doubleday

TV STATIONS

KBTV	Denver	9	ABC, Combined Communications
KMGH	Denver	7	CBS, McGraw-Hill
KOA	Denver	4	NBC, General Electric
KWGN	Denver	2	IND, The Tribune Co.

NEWSPAPERS

Denver Post	E	258,808
Rocky Mountain News	M	251,909, Scripps-Howard



DES MOINES

SRDS Market # 111  
 FCC Revenue Rank # 52  
 FCC Income Rank # 70  
 APR 13.1  
 Metro Pop: 273,800  
 National Rev: \$1,944,259

Revenue : \$5,167,738  
 Income : \$ 331,555  
 FM Rev : \$ 565,792  
 FM Inc : \$ 63,044  
 Comb Rev : \$5,733,530  
 Comb Inc : \$ 394,599

ARB Market # 102  
 Rev Rank # 57  
 Inc Rank # 66  
 Rev per Capita \$20.94  
 Inc per Capita \$ 1.44  
 Nat Rev per Capita \$ 7.10

<u>12+ METRO SHARE</u>		<u>0/N 77</u>	<u>A/M 77</u>
1. KRNT	14.8	10.5	14.9
2. WHO	14.5	15.0	15.7
3. KLYF-FM	13.6	15.8	14.1
4. KSO	10.6	16.6	11.2
5. KIOA	10.3	9.2	10.1
6. KMGK-FM	7.5	5.8	6.4
7. KRNQ-FM	7.0	5.5	4.8
KCBC	7.0	4.7	5.3
9. KGGO-FM	6.4	5.8	9.0
10. KLFM-FM	2.2	1.3	1.9

<u>12+ TSA 1/4</u>	
1. WHO	
2. KIOA	
3. KLYF-FM	
4. KSO	
5. KRNT	
6. KMGK-FM	
7. KGGO-FM	
8. KRNQ-FM	
9. KCBC	
10. KLFM-FM	

<u>12+ TSA CUME</u>	
1. WHO	4027
2. KIOA	2960
3. KLYF-FM	1374
4. KRNT	1224
5. KMGK-FM	1218
6. KSO	1177
7. KGGO-FM	871
8. KRNQ-FM	848
9. KCBC	395
10. KLFM-FM	282

12+ FM SHARE (METRO): 40.75% (141 of 346) (A/M 77: 39.89%)  
 12+ FM SHARE (TSA) : 32.41% (281 of 867) (A/M 77: 30.55%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KMGK-FM	1. KIOA	1. KLYF-FM	1. KLYF-FM	1. KRNT	1. WHO
2. KGGO-FM	2. KRNQ-FM	2. KIOA	2. KRNT	2. WHO	2. KIOA
3. KIOA	KCBC	3. KRNT	3. KSO	KLYF-FM	3. KRNT
	4. KMGK-FM	4. KRNQ-FM	4. KIOA	4. KSO	4. KSO

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	62 (2)	75 (3)	137 (5)	39.6
COUNTRY	38 (1)		38 (1)	11.0
BTFL MUSIC		56 (2)	56 (2)	16.2
MOR	53 (1)	8 (1)	61 (2)	17.6
VARIETY	52 (1)		52 (1)	15.0
RELIGION		2 (1)	2 (1)	0.6
			<u>346 (12)</u>	

AM STATIONS

KCBC, 1390, 1 KW , AOR (Burk-Abr) ABC-C, \$14.00 (Pro-Meek) Minn-Iowa TV  
 KIOA, 940, 10 KW/5 KW, CONTEMP , \$39.83 (Eastman) Mid-America  
 KRNT, 1550, 5 KW , MOR CBS , \$25.75 (Katz) Stauffer  
 KSO , 1460, 5 KW , COUNTRY ABC-I, \$34.20 (Tor-Lask) Stoner  
 WHO , 1040, 50 KW , VARIETY/TALK/COUNTRY NBC, \$60.75 (Blair) Palmer

FM STATIONS

KGGO-FM, 94.9, 100 KW @ 300, ROCK , \$21.87 (Tor-Lask) Stoner  
 KMGK-FM, 93.3, 100 KW @ 420, ROCK , \$22.13 (Eastman) Mid-America  
 KLYF-FM, 100.3, 100 KW @ 1700, BTFL MUS (Schulke), \$19.00 (Blair) Palmer  
 KRNQ-FM, 102.5, 100 KW @ 514, ROCK (TM) , \$16.50 (Katz) Stauffer  
 KLFM-FM, 104.1, 100 KW @ 465, MOR (?) ABC-F, \$12.50 (----) (AMES)

TV STATIONS

KCCI Des Moines 8 CBS, Cowles WHO Des Moines 13 NBC, Palmer  
 WOI Ames 5 ABC, Iowa State KVFD Fort Dodge 50 NBC, PBS

NEWSPAPER

Des Moines Register, Tribune ME 315,526

DETROIT

SRDS Market # 5; ADI # 7  
 FCC Revenue Rank # 7  
 FCC Income Rank # 4  
 APR 17.1  
 Metro Pop: 3,593,600  
 National Rev: \$8,443,551

Revenue : \$24,965,903  
 Income : \$ 4,680,918  
 FM Rev : \$ 9,915,263  
 FM Inc : \$ 2,310,218  
 Comb Rev : \$34,881,166  
 Comb Inc : \$ 6,991,136

ARB Market # 6  
 Rev Rank # 7  
 Inc Rank # 4  
 Rev per Capita \$9.71  
 Inc per Capita \$1.95  
 Nat Rev per Capita \$2.35

12+ METRO SHARE	O/N 77	A/M 77
1. WJR	16.9	12.7
2. WRIF-FM	7.2	6.8
3. WJR-FM	5.8	5.8
4. WOMC-FM	4.7	3.3
5. WWJ	4.7	6.3
6. WWJ-FM	4.5	4.6
7. WNIC-FM	4.4	4.9
8. WDEE	4.2	4.2
9. WXYZ	3.9	3.8
10. WJLB	3.8	3.5
11. CKLW	3.7	5.8
12. WDRQ-FM	3.7	3.9
13. WWWW-FM	3.4	5.0
14. WMJC-FM	3.3	4.5
WABX-FM	3.3	3.3

12+ TSA 1/4
1. WJR
2. CKLW
3. WRIF-FM
4. WJR-FM
5. WWJ
6. WOMC-FM
7. WWJ-FM
8. WNIC-FM
9. WDEE
10. WXYZ
11. WDRQ-FM
12. WJLB
13. WWWW-FM
14. WMJC-FM
15. WABX-FM

12+ TSA CUME
1. WJR 19527
2. CKLW 13978
3. WRIF-FM 8051
4. WXYZ 6639
5. WJR-FM 6291
6. WWJ 6197
7. WDRQ-FM 5368
8. WNIC-FM 5299
9. WWJ-FM 4800
10. WWWW-FM 4617
11. WABX-FM 4486
12. WJLB 4197
13. WOMC-FM 4189
14. WMJC-FM 3963
15. WDEE 3640

12+ FM SHARE (METRO): 54.18% (3163 of 5838) (A/M 77: 50.62%)  
 12+ FM SHARE (TSA) : 49.17% (3401 of 6917) (A/M 77: 45.71%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WRIF-FM	1. WRIF-FM	1. WJR	1. WJR	1. WJR	1. WJR
2. WDRQ-FM	2. WNIC-FM	2. WRIF-FM	2. WOMC-FM	2. WJR-FM	2. CKLW
3. WJLB	3. WWWW-FM	3. WNIC-FM	3. WXYZ	3. WWJ-FM	3. WRIF-FM
WABX-FM	4. WABX-FM	4. WOMC-FM	4. WMJC-FM	4. WDEE	4. WWJ
5. WCHB	5. WMJC-FM	5. WMJC-FM	5. WDEE	5. WOMC-FM	5. WXYZ
6. WWWW-FM	6. CKLW	6. WXYZ	6. WJR-FM	6. WWJ	6. WJR-FM
7. CKLW	7. WJR	7. CKLW	7. WNIC-FM	7. WXYZ	7. WDEE

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	613 (4)	1557 (6)	2170 (10)	37.2
MOR	1103 (2)	316 (2)	1419 (4)	24.3
BTFL MUSIC		708 (3)	708 (3)	12.1
BLACK	407 (2)	181 (1)	588 (3)	10.1
NEWS/INFO/TALK	291 (1)		291 (1)	5.0
COUNTRY	261 (1)	124 (2)	385 (3)	6.6
JAZZ		142 (1)	142 (1)	2.4
RELIGION		44 (2)	44 (2)	0.8
CLASSICAL		44 (1)	44 (1)	0.8
ETHNIC		47 (1)	47 (1)	0.8
			5838 (29)	

DETROIT ADI

12+ ADI 1/4

1. WJR
2. WRIF-FM
3. WJR-FM
4. WWJ
5. WOMC-FM
6. WWJ-FM
7. WNIC-FM
8. WDEE
9. CKLW
10. WDRQ-FM
11. WXYZ
12. WJLB
13. WWWW-FM
14. WMJC-FM
15. WABX-FM

12+ ADI CUME

1. WJR
2. CKLW
3. WRIF-FM
4. WXYZ
5. WWJ
6. WJR-FM
7. WDRQ-FM
8. WNIC-FM
9. WWJ-FM
10. WWWW-FM
11. WABX-FM
12. WJLB
13. WOMC-FM
14. WMJC-FM
15. WDEE

MSA EXCL CUMES (12+)

1. WJR
2. WDEE
3. WRIF-FM
4. WJR-FM
5. WXYZ
6. WWJ
7. CKLW
8. WCHB
9. WJLB
10. WDRQ

ADI FM SHARE: 53.62% (3314 of 6181) (A/M 77: 50.32%)

AM STATIONS

CKLW, 800, 50 KW	, ROCK	, \$129.38	(RKO)	
WCHB, 1440, 1 KW	, BLACK	NBN, \$ 48.50	(Howard)	
WDEE, 1500, 50 KW/5 KW	, COUNTRY	ABC-I, \$ 66.25	(Christal)	Comb. Communi
WJR, 760, 50 KW	, MOR	NBC, \$176.25	(Katz)	Capital Cities
WJLB, 1400, 1 KW/250 W	, BLACK	, \$ 62.50	(HR Stone)	Booth
WWJ, 950, 5 KW	, NEWS	CBS, \$ 70.00	(CBS Spot)	Detroit News
WXYZ, 1270, 5 KW	, CONTEMP	ABC-C, \$ 83.75	(Blair)	ABC

FM STATIONS

WABX-FM, 99.5, 6.5 KW @ 870, AOR		, \$62.50	(Selcom)	Century
WDRQ-FM, 93.1, 20 KW @ 500, ROCK		, \$55.00	(Tor-Lask)	Charter
WGPR-FM, 107.5, 50 KW @ 388, BLACK	MBN	, \$38.00	(Lazar)	
WJR-FM, 96.3, 50 KW @ 480, BTFL MUS (Bonne)		, \$59.00	(Katz)	Capital Cities
WMJC-FM, 94.7, 10 KW @ 950, SOFT ROCK		, \$73.86	(Eastman)	Greater Media
WNIC-FM, 100.3, 50 KW @ 400, SOFT ROCK		, \$61.41	(Mc-Guild)	
WOMC-FM, 104.3, 190 KW @ 416, SOFT ROCK/MOR/BTFL		, \$73.50	(Metro)	Metromedia
WRIF-FM, 101.1, 27 KW @ 880, ROCK	ABC-F,	\$96.75	(Blair)	ABC
WWJ-FM, 97.1, 12 KW @ 892, BTFL MUS (FM-100)		, \$37.50	(CBS Spot)	Detroit News
WWWW-FM, 106.7, 61 KW @ 508, AOR (Burk-Abr)		, \$58.50	(Buckley)	Starr

TV STATIONS

CBET	Windsor	9	CBC, CBC	WDIV	Detroit	4	NBC, Post-News
WGPR	Detroit	62	IND	WXON	Detroit	20	IND
WJBK	Detroit	2	CBS, Storer	WXYZ	Detroit	7	ABC, ABC
WKBD	Detroit	50	IND, Field				

NEWSPAPERS

Detroit Free Press	M	620,961, Knight-Ridder
Detroit News	E	629,217

DULUTH

SRDS Market # 141  
 FCC Revenue Rank # 112  
 FCC Income Rank # 139  
 APR 18.8  
 Metro Pop: 214,100  
 National Rev: \$373,988

Revenue : \$2,543,087  
 Income : \$ 113,333  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 128  
 Rev Rank # 114  
 Inc Rank # 100  
 Rev per Capita \$11.88  
 Inc per Capita \$ .53  
 Nat Rev per Capita \$ 1.75

<u>12+ METRO SHARE</u>			<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WKKQ	14.9	12.3		6.8	1. WKKQ	1. WEBC 1235
2. KDAL	14.2	20.2		19.2	2. WEBC	2. WAKX-FM+1090
3. WAKX-FM+	13.7	16.6		14.5	WAKX-FM+	3. KDAL 860
4. WGGR-FM	13.4	7.1		7.6	4. WGGR-FM	4. WDSM 714
5. WEBC	12.2	10.8		15.7	5. KDAL	5. WKKQ 563
6. WDSM	7.0	4.0		5.3	6. WDSM	6. WGGR-FM 536
7. KAOH-FM+	5.7	4.0		5.1	7. KAOH-FM+	7. KAOH-FM+ 310
8. WMFG+	4.0	5.3		5.1	8. WMFG+	8. WMFG+ 234
9. WEVE	3.5	5.0		4.6	9. WEVE	9. WHLB 229
10. WHLB	3.0	3.8		2.8	10. WHLB	10. WWJC 163

12+ FM SHARE (METRO): 27.56% (105 of 381) (A/M 77: 23.34%)  
 12+ FM SHARE (TSA) : 28.94% (136 of 470) (A/M 77: 24.80%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WAKX-FM+	1. WAKX-FM+	1. WAKX-FM+	1. WKKQ	1. WKKQ	1. KDAL
2. WEBC	2. WEBC	2. WKKQ	2. WGGR-FM	2. WGGR-FM	2. WEBC
	3. WKKQ	3. WEBC	3. WAKX-FM+	3. KDAL	3. WAKX-FM+

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	95 (3)	16 (1)	111 (4)	29.1
ROCK/CONTEMP	69 (2)	35 (1)	104 (3)	27.3
MOR	85 (3)		85 (3)	22.3
BTFL MUSIC		54 (1)	54 (1)	14.2
VARIETY	21 (2)		21 (2)	5.5
RELIGION	6 (1)		6 (1)	1.6
			<u>381 (14)</u>	

AM STATIONS

KDAL, 610, 5 KW	, MOR	CBS	, \$17.00	(Buckley)	WGN Continental
WDSM, 710, 5 KW	, COUNTRY	NBC	, \$12.25	(Tor-Lask)	
WEBC, 560, 5 KW	, ROCK	ABC-C,	\$19.00	(Katz)	Midwest Radio
WHLB, 1400, 1 KW/250 W,	MOR		\$ 5.40	(Bolles)	(VIRGINIA)
WEVE, 1400, 1 KW/250 W,	VARIETY	MBS	, \$ 5.25	(-----)	(EVELETH)
WKKQ, 1060, 5 KW	, COUNTRY		, \$11.00	(Market 4)	(HIBBING)
WMFG+, 1240, 1 KW/250 W,	MOR	ABC-I,	\$ 4.50	(Bolles)	(HIBBING)

FM STATIONS

KAOH-FM+, 94.9, 26 KW @ 400,	COUNTRY	MBS	, \$ 7.90	(Mas la)
WAKX-FM+, 98.9, 100 KW @ 600,	ROCK	ABC-I,	\$12.43	(Howard)
WGGR-FM , 105.1, 100 KW @ 749,	BTFL MUS		, \$15.00	(Evans)

TV STATIONS

KBJR	Superior	6	NBC
KDAL	Duluth	3	CBS, WGN Continental (sold subject to FCC approval)
WDIG	Duluth	10	ABC, Harcourt Brace Jovanovich

NEWSPAPERS Superior Telegram, Press ME 22,497, Morgan Murphy  
 Duluth Herald, News-Tribune ME 73,468, Knight Ridder

EL PASO

SRDS Market # 88  
 FCC Revenue Rank # 88  
 FCC Income Rank # 288  
 APR 17.5  
 Metro Pop: 330,400  
 National Rev: \$1,348,326

Revenue : \$3,318,800  
 Income : \$ -98,116  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 83  
 Rev Rank # 95  
 Inc Rank # 135  
 Rev per Capita \$10.05  
 Inc per Capita \$ -.30  
 Nat Rev per Capita \$ 4.08

12+ METRO SHARE	O/N 77	A/M 77
1. KAMA	16.5	14.9
2. KINT-FM	10.4	8.1
KPAS-FM	10.4	4.8
4. KEZB-FM	10.2	6.6
5. XROK	8.7	7.4
6. KHEY	7.3	12.8
7. KELP	4.5	7.2
8. KAMA-FM	4.3	5.2
9. KR0D	4.2	.6
10. KTSM-FM	3.6	6.8

12+ TSA 1/4
1. KAMA
2. XROK
3. KINT-FM
4. KEZB-FM
5. KPAS-FM
6. KHEY
7. KTSM-FM
8. KELP
9. KAMA-FM
KROD

12+ TSA CUME
1. XROK 1504
2. KINT-FM 1048
3. KTSM-FM 799
4. KELP 746
5. KAMA 711
6. KEZB-FM 659
7. KHEY 658
8. KPAS-FM 563
9. KAMA-FM 382
10. KINT 368

12+ FM SHARE (METRO): 44.55% (237 of 532) (A/M 77: 38.46%)  
 12+ FM SHARE (TSA) : 45.53% (280 of 615) (A/M 77: 37.91%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. XROK	1. KPAS-FM	1. KAMA	1. KAMA	1. KAMA	1. KAMA+
2. KINT-FM	2. KINT-FM	2. KPAS-FM	2. KHEY	2. KHEY	2. KHEY
3. KELP	3. KAMA	3. KINT-FM	3. KEZB-FM	3. KEZB-FM	3. XROK
	4. XROK	4. KEZB-FM	4. KPAS-FM	4. KAMA-FM	4. KINT-FM+

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	85 (3)	141 (3)	226 (6)	42.5
SPANISH	112 (4)	25 (1)	137 (5)	25.8
COUNTRY	42 (1)	12 (1)	54 (2)	10.2
BTFM MUSIC		59 (1)	59 (1)	11.1
MOR	36 (2)		36 (2)	6.8
NEWS/INFO/TALK	9 (1)		9 (1)	1.7
UNKNOWN	11 (2)		11 (2)	2.1
			532 (19)	

AM STATIONS

KAMA, 1060, 10 KW (Days), SPANISH , \$28.75 (Eastman)  
 KELP, 920, 1 KW/500 W , CONTEMP , \$12.50 (Buckley) Clear Channel  
 KHEY, 690, 10 KW , COUNTRY ABC-I, \$30.25 (Katz)  
 KR0D, 600, 5 KW , MOR/CONTEMP CBS, \$11.00 (Masla) Mel Wheeler  
 XROK, 800, 150 KW , ROCK , \$12.00 (Mc-Guild)

FM STATIONS

KAMA-FM, 93.1, 30 KW @ 1080, SPANISH , \$20.00 (Eastman)  
 KEZB-FM, 96.3, 100 KW @ 1388, BTFM MUS (TM) , \$16.50 (Katz)  
 KINT-FM, 97.5, 60 KW @ 1080, ROCK , \$13.50 (Selcom)  
 KPAS-FM, 93.9, 100 KW @ 980, AOR , \$14.00 (HR Stone)  
 KTSM-FM, 99.9, 100 KW @ 1820, ROCK , \$ 7.50 (Pro-Meek)

TV STATIONS

KDBC El Paso 4 CBS, Charleston (SC) News  
 KTSM El Paso 9 NBC  
 KVIA El Paso 13 ABC, Marsh Media

NEWSPAPERS El Paso Herald-Post E 35,860, Scripps-Howard  
 El Paso Times M 53,668, Gannett

ERIE

SRDS Market # 133  
 FCC Revenue Rank # 131  
 FCC Income Rank # 275  
 APR 15.6  
 Metro Pop: 221,000  
 National Rev: \$426,077

Revenue : \$2,059,978  
 Income : \$ -67,766  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 125  
 Rev Rank # 128  
 Inc Rank # 131  
 Rev per Capita \$9.32  
 Inc per Capita \$-.31  
 Nat Rev per Capita \$1.93

<u>12+ METRO SHARE</u>			<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WLWU-FM	23.5	22.1	22.1	18.6	1. WLWU-FM	1. WCCK-FM 949
2. WCCK-FM	20.3	20.6	20.6	16.3	2. WCCK-FM	2. WJET 833
3. WJET	14.8	16.6	16.6	19.2	3. WJET	3. WLWU-FM 786
4. WRIE	12.8	15.3	15.3	15.0	4. WRIE	4. WRIE 766
5. WLKK	7.8	8.0	8.0	5.2	5. WLKK	5. WLKK 457
6. WMDI-FM	4.9	2.8	2.8	2.6	6. WMDI-FM	6. WMDI-FM 241
7. WWGO	2.6	1.5	1.5	8.1	7. WWGO	7. WWGO 205
8. WVCB	2.0	.6	.6	---	8. WVCB	8. CKLW 107
9. WCTL-FM	1.5	---	---	---	9. WCTL-FM	9. WCTL-FM 101
10. CKLW	.9	---	---	1.6	10. CKLW	10. WHYP+ 68

12+ FM SHARE (METRO): 54.86% (175 of 319) (A/M 77: 53.00%)  
 12+ FM SHARE (TSA) : 55.83% (182 of 326) (A/M 77: 55.69%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WCCK-FM	1. WCCK-FM	1. WCCK-FM	1. WLWU-FM	1. WLWU-FM	1. WCCK-FM+
2. WJET	2. WRIE	2. WLWU-FM	2. WCCK-FM	2. WJET	2. WJET
	3. WJET	3. WRIE	WRIE	3. WLKK	3. WRIE

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	63 (3)	87 (2)	150 (5)	47.0
BTFL MUSIC		81 (1)	81 (1)	25.4
MOR	51 (2)		51 (2)	16.0
COUNTRY	30 (3)	2 (1)	32 (4)	10.0
VARIETY		5 (1)	5 (1)	1.6
			<u>319 (13)</u>	

AM FORMATS

WHYP+, 1530, 1 KW (Days), COUNTRY , \$ 5.00 (----) (NORTH EAST)  
 WJET , 1400, 1 KW/250 W , ROCK , \$20.00 (Eastman) Myron Jones  
 WLKK , 1260, 5 KW , COUNTRY CBS , \$15.00 (Tor-Lask) Goldman  
 WRIE , 1330, 5 KW , CONTEMP/MOR ABC-E, \$18.75 (Mc-Guild)  
 WVCB , 1370, 1 KW/500 W , MOR , \$ 5.00 (-----) (CORRY)  
 WWGO , 1450, 1 KW/250 W , SOFT ROCK (TM) , \$15.50 (Katz)

CKLW - See Detroit

FM STATIONS

WCTL-FM, 106.3, 3 KW @ 300, VARIETY , \$ ? ? (Robertson) (UNION CITY)  
 WLWU-FM, 99.9, 9.7 KW @ 400, BTFL MUS (Schulke) , \$22.50 (Tor-Lask) Goldman  
 WMDI-FM, 102.3, 3 KW @ 401, AOR , \$ 4.75 (Smith) (McKEAN)  
 WCCK-FM, 103.7, 50 KW @ 1154, ROCK ABC-C, \$15.50 (Katz)

TV STATIONS

WICU Erie 12 NBC  
 WJET Erie 24 ABC, Myron Jones  
 WSEE Erie 35 CBS

NEWSPAPER

Erie Times, News ME 76,262

EUGENE-SPRINGFIELD

SRDS Market # 114  
 FCC Revenue Rank # 114  
 FCC Income Rank # 290  
 APR 13.4  
 Metro Pop: 209,500  
 National Rev: \$773,190

Revenue : \$2,460,510  
 Income : \$ -111,227  
 FM Rev : \$ 596,496  
 FM Inc : \$ -36,095  
 Comb Rev : \$3,057,006  
 Comb Inc : \$ -147,322

ARB Market # 129  
 Rev Rank # 100  
 Inc Rank # 142  
 Rev per Capita \$14.59  
 Inc per Capita \$ -.70  
 Nat Rev per Capita \$ 3.69

12+ METRO SHARE	O/N 77	A/M 77
1. KUGN	16.8	18.7
2. KPNW-FM	13.2	10.7
3. KBDF	10.0	11.8
KPNW	10.0	13.5
5. KEED	9.6	7.3
6. KSND-FM	9.3	5.9
7. KATR	4.6	4.5
KORE	4.6	1.4
9. KASH	3.2	2.1
KZEL-FM	3.2	5.9

12+ TSA 1/4	12+ TSA CUME
1. KPNW	845
2. KUGN	756
3. KPNW-FM	610
4. KBDF	596
5. KSND-FM	591
6. KEED	389
7. KORE	347
KATR	241
9. KZEL-FM	180
10. KASH	168

12+ FM SHARE (METRO): 31.45% (78 of 248) (A/M 77: 23.94%)  
 12+ FM SHARE (TSA) : 31.85% (93 of 292) (A/M 77: 23.70%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KBDF	1. KSND-FM	1. KUGN	1. KUGN	1. KUGN	1. KUGN
2. KSND-FM	2. KUGN	2. KPNW	2. KPNW-FM	2. KPNW-FM	2. KPNW
3. KASH	KBDF	3. KPNW-FM	3. KPNW	3. KEED	3. KPNW-FM

FORMATS

	AM	FM	TOTAL	Z
MOR	80 (3)		80 (3)	32.3
ROCK/CONTEMP	37 (2)	38 (3)	75 (5)	30.2
BIFL MUS		37 (1)	37 (1)	14.9
COUNTRY	40 (2)		40 (2)	16.1
RELIGION	13 (1)	3 (1)	16 (2)	6.5
			248 (13)	

AM STATIONS

KASH, 1600, .5 KW/1 KW	CONTEMP	MBS	\$ 8.00	(Howard)	Sterling
KATR, 1320, 1 KW (Days)	COUNTRY	ABC-I,	\$ 8.75	(Pro-Meek)	
KBDF, 1280, 5 KW/1 KW	ROCK		\$10.00	(HR Stone)	
KEED, 1450, 1 KW	COUNTRY	ABC-E,	\$10.50	(Tor-Lask)	
KORE, 1050, 1 KW (Days)	RELIGION		\$ 5.00	(----)	
KPNW, 1120, 50 KW	MOR	NBC	\$18.50	(Katz)	
KUGN, 590, 5 KW/1 KW	MOR	CBS	\$20.00	(Selcom)	

FM STATIONS

KFMY-FM, 97.9, 3.5 KW @ 780,	ROCK	ABC-C,	\$ 9.00	(Potter)	
KPNW-FM, 99.1, 100 KW @ 1485,	BIFL MUS (Bonne)		\$10.00	(Katz)	
KSND-FM, 93.1, 27 KW @ 1800,	ROCK (TM)		\$14.00	(Howard)	Sterling
KZEL-FM, 96.1, 100 KW @ 872,	AOR		\$15.75	(Masla)	

TV STATIONS

KEZI	Eugene	9	ABC
KVAL	Eugene	13	NBC

NEWSPAPERS

Eugene Register-Guard E 56,691

EVANSVILLE

SRDS Market # 127  
 FCC Revenue Rank # 103  
 FCC Income Rank # 96  
 APR 16.3  
 Metro Pop: 235,500  
 National Rev: \$278,088

Revenue : \$2,850,249  
 Income : \$ 190,909  
 FM Rev : \$ 493,431  
 FM Inc : \$ 96,318  
 Comb Rev : \$3,343,680  
 Comb Inc : \$ 287,227

ARB Market # 116  
 Rev Rank # 92  
 Inc Rank # 74  
 Rev per Capita \$14.20  
 Inc per Capita \$ 1.22  
 Nat Rev per Capita \$ 1.18

12+ METRO SHARE	A/M 77	A/M 76
1. WIKY-FM	25.6	27.5
2. WGBF	24.0	26.1
3. WROZ	11.0	8.3
4. WKDQ-FM	9.9	7.2
5. WIKY	5.0	8.9
6. WJPS	4.2	.8
7. WSON	3.4	3.1
8. WBKR-FM	2.3	1.7
9. WVHI-FM	2.1	1.7
10. WRAY+	1.8	4.2

12+ TSA 1/4
1. WGBF
2. WIKY-FM
3. WKDQ-FM
4. WBKR-FM
5. WROZ
6. WSTO-FM
7. WIKY
8. WJPS
9. WSON
10. WRAY+

12+ TSA CUME	
1. WGBF	1581
2. WIKY-FM	941
3. WKDQ-FM	797
4. WROZ	566
5. WBKR-FM	561
6. WSTO-FM	401
7. WJPS	349
8. WIKY	342
9. WRAY+	275
10. WSON	201

12+ FM SHARE (METRO): 47.34% (169 of 357) (A/M 77: 46.99%)  
 12+ FM SHARE (TSA) : 53.53% (258 of 482) (A/M 77: 52.59%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WGBF	1. WGBF	1. WGBF	1. WIKY-FM	1. WIKY-FM	1. WIKY-FM
2. WKDQ-FM	2. WKDQ-FM	2. WIKY-FM	2. WGBF	2. WROZ	2. WGBF
	3. WIKY-FM	3. WKDQ-FM	3. WROZ	3. WGBF	3. WROZ

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	111 (2)	38 (1)	149 (3)	41.9
BTFL MUSIC		104 (2)	104 (2)	29.2
COUNTRY	55 (2)	9 (1)	64 (3)	18.0
MOR	19 (2)	5 (2)	24 (4)	6.7
RELIGION		8 (1)	8 (1)	2.3
UNKNOWN	3 (1)	4 (1)	7 (2)	2.0
			356 (15)	

AM STATIONS

WGBF, 1280, 5 KW/1 KW , ROCK , \$35.50 (Mc-Guild)  
 WIKY, 820, 250 W (Days),SOFT ROCK (TM) , \$18.00 (Selcom) South Central  
 WJPS, 1330, 5 KW/1 KW , MOR/TALK ABC-E, \$23.50 (Eastman)  
 WRAY, 1250, 1 KW (Days), ? ? ? MBS , \$10.25 (Devney)  
 WROZ, 1400, 1 KW/250 W , COUNTRY ABC-I, \$18.00 (Masla) Fuqua  
 WSON, 860, 500 W (Days),COUNTRY CBS , \$ 5.00 (Regional)

FM STATIONS

WIKY-FM, 104.1, 50 KW @ 480, BTFL MUS/MOR (FM-100) , \$27.00 (Selcom) South Central  
 WKDQ-FM, 99.5, 50 KW @ 506, CONTEMP , \$14.60 (Regional)  
 WVHI-FM, 105.3, 50 KW @ 320, RELIGION , \$ 4.40 (----)  
 WBKR-FM, 92.5, 77 KW @ 427, COUNTRY , \$10.50 (Pro-Meek) (OWENSBORO)  
 WSTO-FM, 96.1,100 KW @ 370, BTFL MUS (TM) ABC-F, \$10.50 (Masla) (OWENSBORO)

TV STATIONS

WEHT Evansville 25 CBS, Gilmore  
 WFIE Evansville 14 NBC, Orion  
 WTVW Evansville 7 ABC, Fuqua

NEWSPAPER

Evansville Courier, Press

ME 108,988, Scripps-Howard



FARGO

SRDS Market # 220  
 FCC Revenue Rank # 100  
 FCC Income Rank # 67  
 APR 14.7  
 Metro Pop: 112,000  
 National Rev: \$468,575

Revenue : \$2,900,810  
 Income : \$ 351,317  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 159  
 Rev Rank # 107  
 Inc Rank # 70  
 Rev per Capita \$25.90  
 Inc per Capita \$ 3.14  
 Nat Rev per Capita \$ 4.18

<u>12+ METRO SHARE</u>	<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. KFGO	28.5	25.6	24.9	1. KFGO 1032
2. WDAY	17.6	21.8	18.3	2. WDAY 903
3. KVOX	13.3	14.7	18.3	3. KVOX 714
4. KQWB-FM	12.1	11.5	8.3	4. KQWB 689
5. KQWB	9.1	7.7	11.2	5. KQWB-FM 445
6. WDAY-FM	8.5	8.3	6.5	6. KSJB 379
7. KVOX-FM	3.6	3.8	3.0	7. WDAY-FM 338
8. KSJB	1.8	---	1.2	8. KVOX-FM 185

12+ FM SHARE (METRO): 25.64% (40 of 156) (A/M 77: 25.34%)  
 12+ FM SHARE (TSA) : 20.07% (54 of 269) (A/M 77: 19.45%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KVOX	1. KQWB-FM	1. KFGO	1. KFGO	1. KFGO	1. KFGO
2. KQWB	2. WDAY	2. KQWB-FM	2. WDAY	2. WDAY	2. WDAY
3. KQWB-FM	3. KVOX	WDAY	3. WDAY-FM	3. WDAY-FM	

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	37 (2)	26 (2)	63 (4)	40.4
COUNTRY	50 (2)		50 (2)	32.1
MOR	29 (1)		29 (1)	18.6
BTFL MUSIC		14 (1)	14 (1)	9.0
			156 (8)	

AM STATIONS

KFGO, 790, 5 KW , COUNTRY CBS , \$32.25 (Buckley) Communications Properties  
 KQWB, 1550, 5 KW , ROCK , \$14.00 (Tor-Lask) Midwest Radio  
 KVOX, 1280, 1 KW/500 W, ROCK ABC-C, \$ 9.50 (Masla)  
 WDAY, 970, 5 KW , MOR NBC,MBS , \$32.75 (Mc-Guild)  
 KSJB, 600, 5 KW , COUNTRY ABC-E, \$10.75 (TOR-Lask) (JAMESTOWN)

FM STATIONS

KQWB-FM, 98.7, 100 KW @ 465, CONTEMP , \$11.00 (Tor-Lask) Midwest Radio  
 KVOX-FM, 99.9, 27 KW @ 170, CONTEMP ABC-F, \$ 3.50 (Masla)  
 WDAY-FM, 93.7, 40 KW @ 1050, BTFL MUS MBS , \$12.00 (Mc-Guild)

TV STATIONS

KTHI Fargo 11 ABC, Morgan Murphy  
 KXJB Valley City 4 CBS  
 WDAY Fargo 6 NBC

NEWSPAPERS

Fargo Forum AD 58,917  
 Grand Forks Herald E 35,361, Knight-Ridder

FAYETTEVILLE

SRDS Market # 153  
 FCC Revenue Rank # 140  
 FCC Income Rank # 236  
 APR 14.8  
 Metro Pop: 189,200  
 National Rev: \$279,463

Revenue : \$1,884,578  
 Income : \$ 5,259  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 134  
 Rev Rank # 134  
 Inc Rank # 120  
 Rev per Capita \$9.96  
 Inc per Capita \$ .03  
 Nat Rev per Capita \$1.48

12+ METRO SHARE

- 1. WQSM-FM 26.9
- 2. WFLB 13.1
- 3. WRAL-FM 11.7
- 4. WFNC 9.2
- WIDU 9.2
- 6. WFAI 8.8
- 7. WYYD-FM 8.1
- 8. WSTS-FM 2.1
- 9. WFBS 1.8
- WQDR-FM 1.8

THIS IS THE  
 FIST SURVEY  
 FOR THIS MARKET

12+ TSA 1/4

- 1. WQSM-FM
- 2. WRAL-FM
- 3. WFLB
- 4. WYYD-FM
- 5. WFNC
- 6. WIDU
- 7. WFAI
- 8. WSTS-FM
- 9. WPTF
- 10. WQDR-FM

12+ TSA CUME

- 1. WQSM-FM 1351
- 2. WRAL-FM 725
- 3. WFLB 686
- 4. WFNC 570
- 5. WFAI 526
- 6. WYYD-FM 381
- 7. WIDU 329
- 8. WSTS-FM 324
- 9. WPTF 319
- 10. WQDR-FM 253

12+ FM SHARE (METR): 53.96% (143 of 265) (A/M 77: NA)  
 12+ FM SHARE (TSA) : 60.88% (235 of 386) (A/M 77: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WQSM-FM	1. WQSM-FM	1. WQSM-FM	1. WQSM-FM	1. WFNC	1. WQSM-FM
2. WFLB	2. WRAL-FM	2. WRAL-FM	WRAL-FM	2. WQSM-FM	2. WRAL-FM
3. WIDU	3. WFLB	3. WFLB	3. WFNC	WYYD-FM	3. WFAI

<u>FORMATS</u>	<u>AM.</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	42 (2)	114 (3)	156 (5)	58.9
COUNTRY	51 (2)		51 (2)	19.2
BLACK	26 (1)		26 (1)	9.8
BTFL MUSIC		23 (1)	23 (1)	8.7
RELIGION		6 (1)	6 (1)	2.3
MOR	3 (1)		3 (1)	1.1
			265 (11)	

AM STATIONS

WFAI, 1230, 1 KW/250 W, COUNTRY ABC-E, \$ 8.37 (Tor-Lask) Beasley  
 WFBS, 1450, 1 KW/250 W, CONTEMP , \$ 3.75 (Southern)  
 WFLB, 1490, 1 KW/250 W, ROCK ABC-C, \$13.50 (Masla)  
 WFNC, 940, 50 KW/1 KW ,COUNTRY CBS , \$ 8.38 (Sav-Gates)  
 WIDU, 1600, 1 KW (Days),BLACK MBS,MBN, \$ 5.00 (Ochs)

FM STATIONS

WQSM-FM, 98.1, 100 KW @ 500, ROCK (TM) , \$11.00 (Sav-Gates)  
 WSTS-FM, 96.5, 100 KW @ 650, RELIGION , \$ 6.00 (----) (STATESVILLE)

FOR ALL OTHER STATIONS SEE RALEIGH

FOR TV STATIONS SEE RALEIGH

NEWSPAPER

Fayetteville Times, Observer ME 61,922

FLINT

SRDS Market # 76  
 FCC Revenue Rank # 80  
 FCC Income Rank # 104  
 APR 16.7  
 Metro Pop: 416,800  
 National Rev: \$1,071,161

Revenue : \$3,546,040  
 Income : \$ 168,720  
 FM Rev : \$ 853,978  
 FM Inc : \$ 226,579  
 Comb Rev : \$4,400,018  
 Comb Inc : \$ 395,299

ARB Market # 67  
 Rev Rank # 69  
 Inc Rank # 65  
 Rev per Capita \$10.56  
 Inc per Capita \$ .95  
 Nat Rev per Capita \$ 2.57

<u>12+ METRO SHARE</u>				<u>A/M 77</u>		<u>A/M 76</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME</u>	
1.	WWCK-FM	12.5	7.3	7.3	5.1	1.	WGER-FM	1611	1.	WJR	1611
2.	WKMF	10.6	7.5	10.1	10.1	2.	WJR	1534	2.	WTAC	1534
3.	WJR	10.1	10.1	8.8	8.8	3.	WWCK-FM	1517	3.	WGER-FM	1517
4.	WFDF	9.6	12.6	10.7	10.7	4.	WHNN-FM	1400	4.	WHNN-FM	1400
	WGMZ-FM	9.6	9.6	9.9	9.9	5.	WGMZ-FM	1364	5.	WFDF	1364
6.	WTRX	7.3	6.7	7.5	7.5	6.	WKMF	1047	6.	WWCK-FM	1047
7.	WTAC	5.4	6.0	8.8	8.8	7.	WFDF	920	7.	WKCF-FM	920
8.	WAMM	4.9	6.7	9.9	9.9	8.	WKCQ-FM	907	8.	WTRX	907
9.	WFMK-FM	4.2	1.3	.4	.4	9.	WTAC	856	9.	WKMF	856
10.	WGER-FM	3.6	5.2	.7	.7		WTRX	780	10.	WGMZ-FM	780

12+ FM SHARE (METRO): 43.53% (242 of 556) (A/M 77: 37.55%)  
 12+ FM SHARE (TSA) : 55.02% (482 of 876) (A/M 77: 45.61%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WWCK-FM	1. WWCK-FM	1. WWCK-FM	1. WKMF	1. WKMF	1. WGER-FM
2. WTAC	2. WTRX	2. WKMF	2. WJR	2. WFDF	WJR
3. WTRX	3. WFMK-FM	3. WGMZ-FM	3. WTRX	3. WJR	3. WFDF
WFDF	WGMZ-FM	4. WJR	4. WGMZ-FM	4. WGMZ-FM	4. WKMF

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	34 (2)	118 (5)	152 (7)	27.3
MOR	176 (4)		176 (4)	31.7
BTFL MUSIC		81 (2)	81 (2)	14.6
COUNTRY	65 (1)	16 (1)	81 (2)	14.6
BLACK	30 (1)	19 (1)	49 (2)	8.8
RELIGION	5 (1)		5 (1)	0.9
NEWS/INFO/TALK	4 (1)		4 (1)	0.7
UNKNOWN		8 (1)	8 (1)	1.4
			556 (20)	

AM STATIONS

WAMM, 1420, 500 W (Days), BLACK NBN , \$21.83 (Sav-Gates)  
 WFDF, 910, 5 KW/1 KW , MOR CBS , \$32.00 (Blair)  
 WKMF, 1470, 5 KW/1 KW , COUNTRY ABC-E, \$25.00 (Masla) Beck-Ross  
 WTAC, 600, 1 KW/500 W , ROCK ABC-C, \$27.50 (Mc-Guild) Fuqua  
 WTRX, 1330, 5 KW/1 KW , CONTEMP/MOR ABC-I, \$18.50 (Eastman) Mid America

FM STATIONS

WGMZ-FM, 107.9, 50 KW @ 370, BTFL MUS (Bonne) , \$21.00 (Masla) Beck-Ross  
 WWCK-FM, 105.5, 3 KW @ 364, AOR ABC-F, \$22.00 (Tor-Lask) Reams

WFMK - See Lansing WJR - See Detroit  
 FOR ALL OTHER STATIONS SEE SAGINAW

TV STATIONS

WEVI Saginaw 25 CBS, Rust Craft  
 WJRT Flint 12 ABC, Poole  
 WNEM Bay City 5 NBC, Meredith

NEWSPAPERS

Flint Journal E 104,535, Newhouse Bay City Times E 41,050, Newhouse  
 Saginaw News E 54,757, Newhouse

FT. LAUDERDALE

SRDS Market # 40  
 FCC Revenue Rank # 72  
 FCC Income Rank # 217  
 APR 18.9  
 Metro Pop: 788,000  
 National Rev: \$1,107,232

Revenue : \$3,999,033  
 Income : \$ 21,579  
 FM Rev : \$3,065,141  
 FM Inc : \$ -200,792  
 Comb Rev : \$7,064,174  
 Comb Inc : \$ -179,213

ARB Market # 37  
 Rev Rank # 47  
 Inc Rank # 145  
 Rev per Capita \$8.97  
 Inc per Capita \$-.23  
 Nat Rev per Capita \$1.41

12+ METRO SHARE O/N 77 A/M 77

1. WLYF-FM	15.1	12.3	11.5
2. WHYI-FM	9.9	7.8	10.3
3. WFTL	7.6	9.1	8.4
4. WINZ	6.1	6.1	5.0
5. WGLO-FM	5.8	7.0	7.3
6. WAIA-FM	5.4	5.2	5.0
7. WSHE-FM	4.6	4.0	6.4
8. WIOD	4.3	6.0	3.6
9. WRBD	4.2	2.1	4.0
WAXY-FM	4.2	4.7	3.7

12+ TSA 1/4

1. WHYI-FM
2. WLYF-FM
3. WYOR-FM
4. WINZ
5. WMJX-FM
6. WAIA-FM
7. WINZ-FM
8. WIOD
9. WEAT-FM
10. WQAM

12+ TSA CUME

1. WHYI-FM	4960
2. WLYF-FM	3432
3. WINZ	3172
4. WMJX-FM	2814
5. WQAM	2717
6. WGBS	2464
7. WIOD	2310
8. WAXY-FM	1969
9. WSHE-FM	1868
10. WYOR-FM	1824

12+ FM SHARE (METRO): 61.20% (866 of 1415) (A/M 77: 62.13%)  
 12+ FM SHARE (TSA) : 53.57% (1726 of 3222) (A/M 77: 62.03%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WHYI-FM	1. WHYI-FM	1. WHYI-FM	1. WLYF-FM	1. WLYF-FM	1. WHYI-FM
2. WSHE-FM	2. WSHE-FM	2. WLYF-FM	2. WHYI-FM	2. WFTL	2. WINZ
3. WINZ-FM	3. WAIA-FM	3. WAIA-FM	3. WAXY-FM	3. WGLO-FM	3. WLYF-FM
4. WMJX-FM	WAXY-FM	4. WAXY-FM	4. WAIA-FM	4. WAIA-FM	4. WIOD
WRBD	5. WRBD	5. WSHE-FM	5. WFTL	5. WIOD	5. WYOR-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
BTFL MUSIC	28 (1)	379 (5)	407 (6)	28.8
ROCK/CONTEMP	47 (2)	367 (6)	414 (8)	29.3
MOR	243 (4)	81 (1)	324 (5)	22.9
NEWS/INFO/TALK	112 (3)		112 (3)	7.9
BLACK	62 (1)	19 (1)	81 (2)	5.7
COUNTRY	47 (2)	2 (1)	49 (3)	3.5
CLASSICAL		18 (1)	18 (1)	1.3
UNKNOWN	10 (1)		10 (1)	0.7
			1415 (29)	

RADIO STATIONS

WFTL, 1400, 1 KW/250 W, MOR , \$31.00 (HR Stone) Amaturio  
 WRBD, 1470, 5 KW (Days), BLACK ABC-C, \$33.00 (Howard)  
 WGLO-FM, 106.7, 100 KW @ 980, BTFL MUS , \$21.50 (HR Stone) Amaturio

FOR OTHER STATIONS SEE MIAMI  
 FOR WEAT-FM SEE WEST PALM BEACH  
 FOR NEWSPAPERS AND TV STATIONS SEE MIAMI

FT. WAYNE

SRDS Market # 101  
 FCC Revenue Rank # 73  
 FCC Income Rank # 63  
 APR 14.5  
 Metro Pop: 302,200  
 National Rev: \$959,507

Revenue : \$3,989,102  
 Income : \$ 383,787  
 FM Rev : \$ 832,820  
 FM Inc : \$ 75,940  
 Comb Rev : \$4,821,922  
 Comb Inc : \$ 459,727

ARB Market # 94  
 Rev Rank # 63  
 Inc Rank # 58  
 Rev per Capita \$15.96  
 Inc per Capita \$ 1.52  
 Nat Rev per Capita \$ 3.18

<u>12+ METRO SHARE</u>			<u>O/N 77</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME</u>	
1. WOWO	25.1	23.5		21.4	1. WOWO		1. WOWO	5477
2. WMEF-FM	20.8	21.0		18.9	2. WMEF-FM		2. WPTH-FM	1948
3. WMEE	15.3	15.6		15.2	3. WPTH-FM		3. WMEE	1622
4. WPTH-FM	11.0	11.3		14.5	4. WMEE		4. WMEF-FM	1560
5. WLYV	6.6	4.1		6.8	5. CKLW		5. CKLW	1511
6. WXKE-FM	3.7	3.4		1.9	6. WLW		6. WLW	988
7. WGL	3.4	3.4		3.0	7. WLYV		7. WLYV	543
8. WCMX-FM	1.8	1.6		2.1	8. WAWK-FM+		8. WJR	519
9. WADM-FM+	1.4	1.2		.9	9. WJR		9. WGL	449
10. WFWR	1.1	1.1		4.7	10. WXKE-FM		10. WXKE-FM	337

12+ FM SHARE (METRO): 41.63% (174 of 418) (A/M 77: 40.85%)  
 12+ FM SHARE (TSA) : 33.65% (323 of 960) (A/M 77: 28.57%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WMEE	1. WOWO	1. WOWO	1. WOWO	1. WMEF-FM	1. WOWO
2. WPTH-FM	2. WMEE	2. WMEE	2. WMEF-FM	2. WOWO	2. WMEF-FM
3. WOWO	3. WPTH-FM	3. WMEF-FM	3. WMEE	3. WMEE	3. WMEE
	4. WXKE-FM	4. WPTH-FM	4. WPTH-FM	4. WGL	4. WPTH-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	137 (6)	21 (3)	158 (9)	37.8
ROCK/CONTEMP	71 (2)	51 (2)	122 (4)	29.2
BTFM MUSIC		94 (2)	94 (2)	22.5
COUNTRY	31 (2)		31 (2)	7.4
BLACK		8 (1)	8 (1)	1.9
RELIGION	5 (1)		5 (1)	1.2
			<u>418 (19)</u>	

AM STATIONS

WGL , 1250, 1 KW , MOR CBS , \$ 7.00 (Sav-Gates) News-Sentinel  
 WFWR, 1090, 1 KW (Days), RELIGION/BTF ABC-I, \$ 7.00 (Devney)  
 WLYV, 1450, 1 KW/250 W , COUNTRY , \$23.00 (Mc-Guild)  
 WMEE, 1380, 5 KW , ROCK , \$35.75 (Eastman) Federated  
 WOWO, 1190, 50 KW , MOR/AC , \$53.50 (RAR) Westinghouse

FM STATIONS

WADM-FM+, 92.7, 3 KW @ 140, MOR MBS, \$ 4.25 (Regional) (DECATUR)  
 WCMX-FM , 101.7, 3 KW @ 300, BLACK , \$ 7.00 (Devney)  
 WMEF-FM , 97.3, 48 KW @ 480, BTFM MUS (Bonnie) , \$43.75 (Eastman) Federated  
 WPTH-FM , 95.1, 44 KW @ 680, ROCK (TM) , \$32.00 (HR Stone) Sarkes Tarzian  
 WXKE-FM , 103.9, 3 KW @ 250, MOR , \$10.00 (----)  
 WAWK-FM+, 93.3, 27 KW @ 300, MOR , \$ 4.50 (----) (KENDALVILLE)

TV STATIONS

WANE Ft. Wayne 15 CBS, Corinthian WFFT Ft. Wayne 55 IND  
 WKJG Ft. Wayne 33 NBC, The Tony Hulman Family  
 WPTA Ft. Wayne 21 ABC, Combined Communications

NEWSPAPER Fort Wayne Journal-Gazette, News-Sentinel ME 134,683

FRESNO

SRDS Market # 84  
 FCC Revenue Rank # 62  
 FCC Income Rank # 103  
 APR 15.2  
 Metro Pop: 374,100  
 National Rev: \$1,553,287

Revenue : \$4,565,265  
 Income : \$ 171,671  
 FM Rev : \$1,392,666  
 FM Inc : \$ -47,892  
 Comb Rev : \$5,957,931  
 Comb Inc : \$ 123,779

ARB Market # 74  
 Rev Rank # 55  
 Inc Rank # 97  
 Rev per Capita \$15.93  
 Inc per Capita \$ .33  
 Nat Rev per Capita \$ 4.15

NOTE: KFRE figures are not included in this market report because Arbitron issued a supplementary report for the station. For details on KFRE see the last few pages of this book.

<u>12+ METRO SHARE</u>	<u>O/N 77</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. KFYE-FM 13.2	10.0	3.9	1. KFYE-FM	1. KFYE-FM 1961
2. KMJ 10.2	8.5	10.2	2. KMJ	2. KMJ 1460
3. KKNU-FM 10.0	8.2	8.9	3. KKNU-FM	3. KYNO 1265
4. KYNO 9.7	12.3	16.3	4. KYNO	4. KKNU-FM 930
5. KXEX 6.9	6.1	3.3	5. KXEX	5. KYNO-FM 576
6. KMAK 6.3	6.8	5.3	6. KMAK	6. KMAK 570
7. KYNO-FM 5.5	7.6	8.1	7. KYNO-FM	7. KBOS-FM 554
8. KARM 3.0	4.8	4.4	8. KNKS	8. KNKS 517
9. KFIG-FM 3.0	3.9	5.6	9. KBOS-FM	9. KARM 483
10. KRDU 2.8	1.8	.4	10. KRDU	10. KIOY-FM 448

12+ FM SHARE (METRO): 40.75% (218 of 535) (A/M 77: 39.03%)  
 12+ FM SHARE (TSA) : 45.76% (415 of 907) (A/M 77: 40.51%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KFYE-FM	1. KFYE-FM	1. KFYE-FM	1. KKNU-FM	1. KKNU-FM	1. KMJ
2. KYNO	2. KYNO	2. KYNO	2. KFYE-FM	2. KMJ	2. KFYE-FM
3. KXEX	3. KYNO-FM	3. KKNU-FM	KMAK	3. KMAK	3. KKNU-FM
	4. KFIG-FM	4. KYNO-FM	KYNO	4. KRDU	4. KYNO

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	55 (1)	143 (5)	198 (6)	37.0
MOR	111 (3)		111 (3)	20.8
BTFM MUSIC	9 (1)	74 (3)	83 (4)	15.5
COUNTRY	62 (3)		62 (3)	11.6
SPANISH	47 (2)		47 (2)	8.8
NEWS/INFO/TALK	19 (2)		19 (2)	3.6
CLASSICAL		6 (1)	6 (1)	1.1
RELIGION	5 (1)		5 (1)	0.9
BLACK	4 (1)		4 (1)	0.7

535 (23)

AM STATIONS

KARM, 1430, 5 KW	, COUNTRY	, \$17.55	(Buckley)
KMAK, 1340, 1 KW/250 W	, COUNTRY	ABC-E, \$19.50	(Blair)
KMJ, 580, 5 KW	, MOR	NBC, \$24.25	(Katz) McClatchy
KXEX, 1550, 500 W (Days)	, SPANISH	, \$10.97	(Caballers)
KFRE, 940, 50 KW	, MOR	ABC-I, \$30.50	(Mc-Guild)
KYNO, 1300, 5 KW/1 KW	, ROCK	, \$36.90	(Eastman)
KNKS, 620, 1 KW	, COUNTRY	ABC-E, \$15.00	(Pro-Meek) (LANFORD)
KRDU, 1130, 1 KW	, MOR/RELIGION	, \$ 4.25	(-----) (DINUBA)

FM STATIONS

KFIG-FM, 101.1, 50 KW @ 352	, SOFT ROCK	ABC-F, \$23.00	(Buckley)
KFYE-FM, 93.7, 68 KW @ 1950	, ROCK	, \$14.40	(Selcom)
KKNU-FM, 102.7, 50 KW @ 500	, BTFM MUS (Schulke)	, \$20.00	(Tor-Lask)
KYNO-FM, 95.5, 50 KW @ 318	, AOR	, \$20.50	(Eastman)
KBOS-FM, 94.9, 850W @ 2550	, ROCK	, \$ 6.00	(Sav-Gates) (TULARE)
KIOY-FM, 103.7, 50 KW @ 500	, CONTEMP	MBS, \$13.00	(HR Stone) (HANFORD)

GRAND RAPIDS

SRDS Market # 71; ADI # 38  
 FCC Revenue Rank # 58  
 FCC Income Rank # 47  
 APR 15.7  
 Metro Pop: 460,400  
 National Rev: \$781,100

Revenue : \$4,804,774  
 Income : \$ 546,566  
 FM Rev : \$1,436,891  
 FM Inc : \$ 176,388  
 Comb Rev : \$6,241,666  
 Comb Inc : \$ 722,954

ARB Market # 63  
 Rev Rank # 54  
 Inc Rank # 43  
 Rev per Capita \$13.58  
 Inc per Capita \$ 1.57  
 Nat Rev per Capita \$ 1.70

12+ METRO SHARE O/N 77 A/M 77

12+ TSA 1/4

12+ TSA CUME

1. WGRD-FM+	15.8	19.4	13.7
2. WOOD-FM	15.5	13.4	15.8
3. WOOD	12.8	13.7	13.1
4. WLAV-FM	8.6	6.7	4.8
5. WZZR-FM	7.6	6.7	6.9
6. WCUZ	7.5	4.6	7.0
7. WMLW-FM	3.6	4.0	4.1
8. WFUR-FM	3.2	3.8	4.2
WLAV	3.2	2.9	3.7
10. WPLB-FM	2.1	2.7	2.0

1. WGRD-FM+
2. WOOD-FM
3. WLAV-FM
4. WOOD
5. WZZR-FM
6. WQLR-FM
7. WCUZ
8. WPLB-FM
9. WMLW-FM
WLAV

1. WGRD-FM+	3537
2. WOOD-FM	2495
3. WZZR-FM	1553
4. WOOD	1544
5. WLAV-FM	1311
6. WCUZ	1091
7. WLAV	900
8. WQLR-FM	851
9. WMLW	818
10. WPLB-FM	667

12+ FM SHARE (METRO): 61.39% (415 of 676) (A/M 77: 59.30%)  
 12+ FM SHARE (TSA) : 70.52% (823 of 1167) (A/M 77: 66.33%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WGRD-FM+	1. WGRD-FM+	1. WGRD-FM+	1. WOOD-FM	1. WOOD-FM	1. WGRD-FM+
2. WZZR-FM	2. WLAV-FM	2. WOOD-FM	2. WOOD	2. WOOD	2. WOOD-FM
3. WLAV-FM	3. WOOD-FM	3. WLAV-FM	3. WGRD-FM+	3. WCUZ	3. WOOD
	4. WZZR-FM	4. WOOD	4. WCUZ	4. WGRD-FM+	4. WLAV-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	73 (4)	223 (4)	296 (8)	43.8
BTFM MUSIC		162 (6)	162 (6)	24.0
MOR	121 (5)		121 (5)	17.9
COUNTRY	58 (2)	19 (2)	77 (4)	11.4
RELIGION		11 (1)	11 (1)	1.6
NEWS/INFO/TALK	9 (1)		9 (1)	1.3
			<u>676 (25)</u>	

GRAND RAPIDS-KALAMAZOO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WGRD-FM+	1. WGRD-FM+	1. WGRD-FM+
2. WOOD-FM	2. WOOD-FM	2. WZZR-FM
3. WLAV-FM	3. WZZR-FM	3. WOOD-FM
4. WOOD	4. WOOD	4. WLAV-FM
5. WKZO	5. WKZO	5. WOOD
6. WZZR-FM	6. WLAV-FM	6. WCUZ
7. WQLR-FM	7. WKMI	7. WHTC-FM
8. WCUZ	8. WCUZ	8. WFUR
9. WKMI	9. WQLR-FM	9. WLAV
10. WBCK	10. WLAV	10. WMLW-FM
11. WPLB-FM	11. WMLW-FM	
12. WKNR	12. WPLB-FM	
13. WTRU	13. WTRU	
14. WKFR-FM	14. WLS	
15. WLAV	15. WKFR-FM	

ADI FM SHARE: 55.28% (926 of 1675) (A/M 77: 50.26%)

AM STATIONS

WCUZ, 1230, 1 KW/250 W	, COUNTRY	ABC-I, \$27.00	(Eastman)	Federated
WLAV, 1340, 1 KW/250 W	, CONTEMP	ABC-C, \$29.00	(Mc-Guild)	
WOOD, 1300, 5 KW	, MOR	NBC , \$36.00	(Katz)	
WFUR, 1570, 1 KW (Days)	, MOR/RELIGION	, \$ 7.00	(----)	Kuiper
WTRU, 1600, 5 KW	, CONTEMP	NBC , \$ 8.75	(Mc-Guild)	Regional (MUSKEGON)
WBCK, 930, 5 KW/1 KW	, MOR	NBC , \$12.39	(Masla)	(BATTLE CREEK)
WKNR, 1400, 1 KW/250 W	, ROCK (Drake-Chen)	ABC-C, \$11.00	(Pro-Meek)	(BATTLE CREEK)

FM STATIONS

WGRD-FM+, 97.9, 30 KW @ 590, ROCK	, \$50.00	(Tor-Lask)	Regional
WLAV-FM, 96.9, 50 KW @ 500, AOR	ABC-F, \$34.00	(Mc-Guild)	
WMLW-FM, 101.3, 50 KW @ 420, SOFT ROCK (TM)	, \$14.00	(Eastman)	Federated
WOOD-FM, 105.7, 265 KW @ 811, BTFL MUS (Schulke)	, \$39.00	(Katz)	
WZZR-FM, 95.7, 50 KW @ 175, ROCK	, \$14.61	(Selcom)	
WPLB-FM, 107.3, 50 KW @ 358, COUNTRY	, \$ 7.06	(-----)	(GREENVILLE)
WHTC-FM, 96.1, 41 KW @ 295, BTFL MUS	, \$ 4.00	(Corlett)	(HOLLAND)

FOR OTHER STATIONS SEE KALAMAZOO

TV STATIONS

WKZO	Kalamazoo	3	CBS, Fetzer
WOTV	Grand Rapids	8	NBC, Time-Life
WUHQ	Battle Creek	41	ABC
WZZM	Grand Rapids	13	ABC, Wometco

NEWSPAPERS

Grand Rapids Press	E	125,545, Newhouse
Kalamazoo Gazette	E	58,180, Newhouse
Muskegon Chronicle	E	45,296, Newhouse
Battle Creek Enquirer	E	34,941, Gannett



GREAT FALLS

SRDS Market # 290  
 FCC Revenue Rank # 182  
 FCC Income Rank # 200  
 APR 12.5  
 Metro Pop: 69,500  
 National Rev: \$168,235

Revenue : \$1,317,582  
 Income : \$ 34,093  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 168  
 Rev Rank # 155  
 Inc Rank # 113  
 Rev per Capita \$18.96  
 Inc per Capita \$ .49  
 Nat Rev per Capita \$ 2.42

12+ METRO SHARE A/M 77 A/M 76

1. KMON	25.3	28.6	24.0
2. KQDI	20.7	23.1	17.6
3. KEIN	14.9	17.6	31.7
4. KOOZ-FM	12.6	3.3	1.0
5. KNUW-FM	10.3	8.8	10.6
6. KAAK-FM	5.7	4.4	7.7
KARR	5.7	7.7	7.7

12+ TSA 1/4

1. KMON
2. KEIN
3. KQDI
4. KNUW-FM
5. KOOZ-FM
6. KARR
7. KAAK-FM

12+ TSA CUME

1. KMON	567
2. KEIN	354
3. KQDI	318
4. KNUW-FM	201
5. KOOZ-FM	159
6. KARR	113
7. KAAK-FM	91

12+ FM SHARE (METRO): 30.12% (25 of 83) (A/M 77: 17.65%)  
 12+ FM SHARE (TSA) : 21.88% (28 of 128) (A/M 77: 13.48%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KQDI	1. KEIN	1. KMON	1. KMON	1. KMON	1. KMON
	2. KNUW-FM	2. KEIN	2. KNUW-FM	2. KOOZ-FM	2. KEIN
	3. KQDI	3. KQDI	KEIN	3. KARR	3. KQDI

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	31 (2)	16 (2)	47 (4)	56.6
COUNTRY	22 (1)		22 (1)	26.5
BTFM MUSIC		9 (1)	9 (1)	10.8
MOR	5 (1)		5 (1)	6.0
			<u>83 (7)</u>	

AM STATIONS

KEIN, 1310, 5 KW/1 KW , CONTEMP	NBC , \$ 9.63 (Pro-Meek)	Meyer
KMON, 560, 5 KW , COUNTRY	ABC-I, \$ 9.55 (Eastman)	
KARR, 1400, 1 KW/250 W, MOR/RELIGION	CBS , \$ 5.00 (Market 4)	Christian Ent
KQDI, 1450, 1 KW/250 W, ROCK	, \$ 9.44 (Masla)	

FM STATIONS

KOOZ-FM, 106.3, 750 W @ 300, ROCK (TM)	, \$5.60 (Masla)
KNUW-FM, 94.5, 36 KW @ 486, BTFM MUS (TM)	, \$4.60 (Eastman)
KAAK-FM, 98.9, 25 KW @ 45, ROCK/AOR	ABC-F, \$7.10 (Sand-Glenn)

TV STATIONS

KFBB	Great Falls	ABC,CBS,NBC
KRTV	Great Falls	NBC,CBS, Garryowen

NEWSPAPER

Great Falls Tribune      M      40,683

GREEN BAY

SRDS Market # 184  
 FCC Revenue Rank # 149  
 FCC Income Rank # 218  
 APR 13.4  
 Metro Pop: 140,200  
 National Rev: \$353,773

Revenue : \$1,743,275  
 Income : \$ 20,195  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 149  
 Rev Rank # 136  
 Inc Rank # 116  
 Rev per Capita \$12.43  
 Inc per Capita \$ .14  
 Nat Rev per Capita \$ 2.52

<u>12+ METRO SHARE</u>	<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WIXX-FM 23.9	16.2	4.7	1. WIXX-FM	1. WIXX-FM 1850
2. WDUZ 19.7	19.0	17.5	2. WDUZ-FM	2. WKAU+ 999
3. WGEE 16.5	18.6	20.4	3. WKAU+	3. WDUZ 967
4. WDUZ-FM 14.4	16.2	11.8	4. WGEE	4. WGEE 886
5. WNFL 9.6	9.5	11.8	5. WDUZ	5. WDUZ-FM 690
6. WKAU+ 5.3	9.5	16.1	6. WNFL	6. WNAM 623
7. WAUN-FM 2.7	2.9	---	7. WNAM	7. WNFL 448
8. WAPL-FM 2.1	---	---	8. WLST-FM	8. WTMJ 272
9. WNAM 1.1	1.4	3.3	WAUN-FM	9. WLST-FM 243
10. WISN .5	---	---	10. WTMJ	10. WAUN-FM 211

12+ FM SHARE (METRO): 45.60% (83 of 182) (A/M 77: 40.58%)  
 12+ FM SHARE (TSA) : 56.02% (242 of 432) (A/M 77: 49.88%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WIXX-FM	1. WIXX-FM	1. WIXX-FM	1. WIXX-FM	1. WGEE	1. WIXX-FM
2. WDUZ	2. WDUZ	2. WDUZ	2. WDUZ	2. WDUZ-FM	2. WGEE
	3. WKAU+	3. WDUZ-FM	3. WDUZ-FM	3. WDUZ	3. WDUZ

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	11 (2)	51 (4)	62 (6)	34.1
COUNTRY	31 (1)		31 (1)	17.0
MOR	57 (4)		57 (4)	31.3
BTFL MUSIC		27 (1)	27 (1)	14.8
BIG BAND/VARIETY		5 (1)	5 (1)	2.7
			182 (13)	

AM STATIONS

WDUZ, 1400, 1 KW/250 W, MOR ABC-C, \$17.00 (HR Stone)  
 WGEE, 1360, 5 KW, COUNTRY CBS, \$18.50 (Blair)  
 WNFL, 1440, 5 KW/500 W, MOR NBC, \$ 8.75 (Buckley) Communi Properties

FM STATIONS

WDUZ-FM, 98.5, 100 KW @ 1254, BTFL MUS (FM-100), \$17.00 (HR Stone)  
 WIXX-FM, 101.1, 100 KW @ 1828, ROCK (TM) ABC-F, \$28.00 (Blair)  
 WAUN-FM, 92.7, 3 KW @ 300, BIG BAND, POLKAS, \$ 3.75 (-----) (KEWAUNEE)  
 WLST-FM, 95.1, 100 KW @ 420, CONTEMP (Drake-Chen), \$ 5.00 (-----) (MARINETTE)

WTMJ, WISN - See Milwaukee FOR OTHER STATIONS SEE APPLETON

TV STATIONS

WBAY Green Bay 2 CBS, Nationwide  
 WFRV Green Bay 5 NBC, Orion  
 WLUK Green Bay 11 ABC, Post Corp

NEWSPAPERS

Green Bay News-Chronicle M 12,010 Green Bay Press-Gazette E 55,328  
 Appleton Post-Crescent E 48,433, Post Corp  
 Oshkosh Northwestern E 30,261

GREENSBORO

SRDS Market # 52 (With Winston-Salem)

FCC Revenue Rank # 45 Revenue : \$6,050,717  
 FCC Income Rank # 67 Income : \$ 448,733  
 APR 14.5 FM Rev : \$1,623,836  
 Metro Pop: 406,700 FM Inc : \$ 268,865  
 National Rev: \$1,012,871 Comb Rev : \$7,674,553  
 Comb Inc : \$ 717,598

ARB Market # 70  
 Rev Rank # 42  
 Inc Rank # 44  
 Rev per Capita \$18.87  
 Inc per Capita \$ 1.76  
 Nat Rev per Capita \$ 2.49

12+ METRO SHARE	A/M 77	A/M 76	12+ TSA 1/4	12+ TSA CUME
1. WRQK-FM 10.2	7.8	7.3	1. WKZL-FM	1. WTQR-FM 1918
2. WGLD-FM 8.5	9.3	4.7	2. WTQR-FM	2. WGLD 1602
3. WEAL 8.0	8.6	10.5	3. WGLD-FM	3. WSJS 1541
WCOG 8.0	8.3	10.7	4. WSJS	4. WKZL-FM 1461
5. WBIG 7.8	8.9	10.5	5. WRQK-FM	5. WRQK-FM 1341
WKZL-FM 7.8	1.8	3.1	6. WAAA	6. WCOG 1076
7. WTQR-FM 5.6	10.2	5.1	7. WEAL	7. WBIG 797
8. WQMG-FM 4.3	4.7	2.4	8. WCOG	8. WQMG-FM 631
9. WMFR 3.2	2.6	4.2	9. WBIG	9. WEAL 557
10. WMFR-FM 3.1	2.4	1.3	10. WQMG-FM	10. WAAA 528
12+ FM SHARE (METRO): 52.94%			(288 of 544) (A/M 77: 48.25%)	
12+ FM SHARE (TSA) : 59.27%			(604 of 1019) (A/M 77: 51.20%)	

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WKZL-FM	1. WRQK-FM	1. WRQK-FM	1. WTQR-FM	1. WGLD-FM	1. WSJS
2. WRQK-FM	2. WKZL-FM	2. WEAL	2. WGLD-FM	2. WBIG	2. WKZL-FM
3. WCOG	3. WEAL	3. WCOG	3. WRQK-FM	3. WTQR-FM	3. WTQR-FM
	4. WCOG	WKZL-FM	4. WEAL	4. WMFR	4. WGLD-FM

FORMATS	AM	FM	TOTAL	%
COUNTRY	14 (1)	110 (4)	124 (5)	22.8
ROCK/CONTEMP	62 (3)	82 (4)	144 (7)	26.5
MOR	111 (6)		111 (6)	20.4
BTFL MUSIC		79 (4)	79 (4)	14.5
BLACK	57 (2)		57 (2)	10.5
VARIETY	6 (1)	4 (1)	10 (2)	1.8
RELIGION		13 (1)	13 (1)	2.4
UNKNOWN	6 (1)		6 (1)	1.1
			544 (28)	

AM STATIONS

WBIG, 1740, 5 KW , MOR/AC CBS, \$30.00 (Tor-Lask) Jeff-Pilot  
 WCOG, 1320, 5 KW/1 KW , CONTEMP ABC-C, \$20.50 (HR Stone) Thoms  
 WEAL, 1510, 1 KW (Days), BLACK MBN, \$13.00 (Howard)  
 WMFR, 1230, 1 KW/250 W , MOR ABC-E, \$ 8.00 (Devney)

FM STATIONS

WGLD-FM, 100.3, 100 KW @ 400, BTFL MUS (Bonne) , \$25.50 (Blair) Mann Media  
 WMFR-FM, 99.5, 10 KW @ 350, BTFL MUS ABC-F, \$ 8.00 (Devney)  
 WQMG-FM, 97.1, 20 KW @ 555, ROCK/BLACK , \$ 8.00 (Lazar)  
 WRQK-FM, 98.7, 100 KW @ 380, COUNTRY MBS , \$25.00 (Eastman)

FOR OTHER STATIONS SEE WINSTON-SALEM

TV STATIONS

WFMV Greensboro 2 CBS, Harte-Hanks  
 WGHP High Point 8 ABC  
 WXII Winston-Salem 12 NBC, Multimedia

NEWSPAPERS

Winston-Salem Journal, Sentinel ME 112,564, Media General  
 High Point Enterprise E 30,163, Landmark Greensboro News, Record ME 109,845

GREENVILLE-NEW BERN\*

SRDS Market # NA	Revenue : \$525,282	ARB Market # 123
FCC Revenue Rank # 306	Income : \$-36,899	Rev Rank # 161
FCC Income Rank # 261	FM Rev : NA	Inc Rank # 112
APR 13.1	FM Inc : NA	Rev per Capita \$2.36
Metro Pop: 222,200	Comb Rev : NA	Inc per Capita \$-.17
National Rev: \$125,720	Comb Inc : NA	Nat Rev per Capita \$ .57

\* Financial data covers Greenville only.

12+ METRO SHARE

1. WITN-FM 13.8
2. WQDW-FM 11.4
3. WSFL-FM 8.6
4. WRNS-FM 7.6
5. WHIT 7.2
6. WNCT-FM 6.6
7. WRBK-FM 5.2
8. WDOW 4.8
9. WBIC 3.4
- WFTC 3.4

This is the first  
time this market  
has been surveyed.

12+ TSA 1/4

1. WITN-FM
2. WSFL-FM
3. WQDW-FM
4. WKTC-FM
5. WRBK-FM
- WNCT-FM
7. WRNS-FM
8. WOKN-FM
9. WHIT
10. WRAL-FM

12+ TSA CUME

1. WITN-FM 1649
2. WSFL-FM 996
3. WRBK-FM 608
4. WNCT-FM 473
5. WOKN-FM 446
6. WQDW-FM 395
7. WKTC-FM 339
8. WRNS-FM 337
9. WRAL-FM 319
10. WHIT 295

12+ FM SHARE (METRO): 67.42% (180 of 267) (A/M 77: NA)  
 12+ FM SHARE (TSA) : 79.20% (396 of 500) (A/M 77: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WSFL-FM	1. WITN-FM	1. WITN-FM	1. WQDW-FM	1. WRNS-FM	1. WITN-FM
2. WQDW-FM	2. WQDW-FM	2. WQDW-FM	2. WITN-FM	2. WNCT-FM	2. WSFL-FM
WRBK-FM	3. WSFL-FM	3. WSFL-FM	3. WNCT-FM	3. WQDW-FM	3. WRNS-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	36 (3)	91 (5)	127 (8)	47.6
COUNTRY	24 (4)	30 (2)	54 (6)	20.2
BLACK		40 (2)	40 (2)	15.0
BTFL MUSIC	5 (1)	19 (1)	24 (2)	9.0
MOR	13 (2)		13 (2)	4.9
VARIETY	9 (1)		9 (1)	3.4
			<u>267 (21)</u>	

AM STATIONS

WBIC, 1380, 5 KW (Days), COUNTRY , \$5.25 (ochs) (NEW BERN)  
 WFTC, 960, 5 KW/1 KW , MOR ABC-E, \$6.00 (TN) (KINSTON)  
 WHIT, 1450, 1 KW/250 W , CONTEMP , \$4.00 (----) (NEW BERN)

FM STATIONS

WITN-FM, 93.3, 100 KW @ 1300, ROCK (TM) ABC-F, \$11.00 (Katz) (WASH.)  
 WNCT-FM, 107.7, 100 KW @ 550, BTFL MUS (FM-100) CBS, \$10.00 (Eastman) Park  
 WQDW-FM, 97.7, 3 KW @ 228, BLACK NBN, \$ 4.25 (Southern) (KINSTON)  
 WRBK-FM, 101.9, 100 KW @ 580, ROCK , \$ 5.95 (Southern) (NEW BERN)  
 WRNS-FM, 95.1, 100 KW @ 265, COUNTRY , \$ 6.00 (TN) (KINSTON)  
 WSFL-FM, 106.5, 100 KW @ 727, ROCK MBS, \$ 5.25 (Ochs) (BRIDGETON)  
 WKTC-FM, 104.3, 100 KW @ 285, COUNTRY , \$ 4.00 (----) (TARBORO)  
 WOKN-FM, 102.3, 3 KW @ 275, BLACK NBN, \$ 5.50 (Howard) (GOLDSBORO)

WRAL-FM - See Raleigh

TV STATIONS

WCTI New Bern 12 ABC, Malrite  
 WITN Washington 7 NBC  
 WNCT Greenville 9 CBS, Park

Greenville Reflector E 13,869  
 Washington News E 9,228

NEWSPAPERS New Bern Sun Journal E 14,185

GREENVILLE-SPARTANBURG, SC

SRDS Market # 73; ADI # 37  
 FCC Revenue Rank # 48  
 FCC Income Rank # 34  
 APR 17.1  
 Metro Pop: 444,100  
 National Rev: \$975,383

Revenue : \$5,865,707  
 Income : \$ 855,222  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 65  
 Rev Rank # 56  
 Inc Rank # 38  
 Rev per Capita \$13.21  
 Inc per Capita \$ 1.93  
 Nat Rev per Capita \$ 2.20

12+ METRO SHARE A/M 77 A/M 76

12+ TSA 1/4

12+ TSA CUME

1. WFBC-FM	13.7	17.8	12.8
2. WSPA-FM	11.7	13.7	4.1
3. WORD	9.9	9.8	13.7
4. WQOK	9.8	7.0	10.2
5. WFBC	8.6	11.6	12.5
6. WSPA	8.2	5.2	6.5
7. WGXL-FM	5.3	---	---
8. WESC	4.7	8.1	7.7
9. WESC-FM	4.6	3.4	2.7
10. WHYZ	4.1	7.4	7.7

1. WFBC-FM	
2. WSPA-FM	
3. WORD	
4. WQOK	
5. WGXL-FM	
6. WESC-FM	
7. WFBC	
8. WSPA	
9. WANS-FM	
10. WHYZ	

1. WFBC-FM	2784
2. WSPA-FM	1568
3. WFBC	1299
4. WORD	1224
5. WGXL-FM	1170
6. WQOK	1030
7. WESC-FM	975
8. WSPA	934
9. WANS-FM	848
10. WESC	774

12+ FM SHARE (METRO): 41.88% (294 of 702) (A/M 77: 38.95%)  
 12+ FM SHARE (TSA) : 56.47% (633 of 1121) (A/M 77: 49.31%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WQOK	1. WFBC-FM	1. WFBC-FM	1. WFBC-FM	1. WSPA-FM	1. WFBC-FM+
2. WORD	2. WORD	2. WQOK	2. WSPA-FM	2. WSPA	2. WGXL-FM
3. WFBC-FM	3. WQOK	3. WORD	3. WORD	3. WFBC	3. WESC-FM+
4. WFBC	4. WHYZ	4. WSPA-FM	4. WESC	4. WGXL-FM	4. WSPA-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	149 (2)	118 (3)	267 (5)	38.0
MOR	127 (2)	40 (1)	167 (3)	23.8
BTFL MUSIC	5 (1)	101 (3)	106 (4)	15.1
COUNTRY	53 (2)	35 (1)	88 (3)	12.5
BLACK	53 (2)		53 (2)	7.5
RELIGION	7 (1)		7 (1)	1.0
VARIETY	14 (1)		14 (1)	2.0
			<u>702 (19)</u>	

GREENVILLE-SPARTANBURG-ASHEVILLE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WFBC-FM	1. WFBC-FM	1. WORD
2. WSPA-FM	2. WSPA-FM	2. WQOK
3. WWNC	3. WFBC	3. WFBC-FM
4. WORD	4. WORD	4. WSPA
5. WGXL-FM	5. WGXL-FM	5. WFBC
6. WQOK	6. WWNC	6. WGXL-FM
7. WESC-FM	7. WQOK	7. WHYZ
8. WFBC	8. WESC-FM	8. WESC-FM
9. WANS-FM	9. WSPA	9. WESC
10. WSPA	10. WANS-FM	10. WSPA-FM
11. WESC	11. WLOS-FM	
12. WLOS-FM	12. WESC	
13. WHYZ	13. WISE	
14. WFOX-FM	14. WFOX-FM	
15. WNGC-FM	15. WRQO-FM	

ADI FM SHARE: 51.29% (854 of 1665) (A/M 77: 46.17%)

AM STATIONS

WESC, 660, 10 KW (Days), COUNTRY	ABC-E, \$16.00	(Buckley)	
WFBC, 1330, 5 KW, MOR	NBC, \$35.75	(Katz)	Multimedia
WHYZ, 1070, 50 KW (Days), BLACK	NBN, \$14.00	(-----)	
WORD, 910, 5 KW/1 KW, ROCK		\$20.00	(Eastman)
WQOK, 1440, 5 KW, ROCK	ABC-C, \$23.50	(HR Stone)	
WSPA, 950, 5 KW, MOR	CBS, \$31.00	(Mc-Guild)	Spartan

FM STATIONS

WFBC-FM, 93.7, 100 KW @ 1840, CONTEMP (Drake-Chen)		\$35.75	(Katz)	Multimedia
WSPA-FM, 98.9, 100 KW @ 1910, BIFL MUS (FM-100)		\$31.00	(Mc-Guild)	Spartan
WGXL-FM, 100.5, 100 KW @ 760, MOR	ABC-I, \$31.50		(Tor-Lask)	(LAURENS)
WESC-FM, 92.5, 100 KW @ 630, COUNTRY	ABC-E, \$16.00		(Buckley)	
WANS-FM, 107.3, 100 KW @ 260, CONTEMP		\$ 5.00	(Carpenter)	(ANDERSON)
WFOX-FM, 97.1, 100 KW @ 540, ROCK		\$ 6.00	(----)	(GAINESVILLE)
WNGC-FM, 95.5, 100 KW @ 605, COUNTRY		\$ 7.00	(Southern)	Clarke (ATHENS, GA)

TV STATIONS

WFBC	Greenville	4	NBC, Multimedia
WGGS	Greenville	16	IND
WLOS	Asheville	13	ABC, Wometco
WSPA	Spartanburg	7	CBS, Spartan
WANC	Asheville	21	IND, Thoms

NEWSPAPERS

Anderson Independent, Mail	ME	50,908, Harte-Hanks
Greenville News, Peidmont	ME	107,493, Multimedia
Spartanburg Herald, Journal	ME	49,294
Asheville Citizen, Times	ME	66,098, Multimedia

HARRISBURG

SRDS Market # 89; ADI # 50  
 FCC Revenue Rank # 85  
 FCC Income Rank # 58  
 APR 16.5  
 Metro Pop: 359,500  
 National Rev: \$882,413

Revenue : \$3,345,409  
 Income : \$ 435,443  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 77  
 Rev Rank # 91  
 Inc Rank # 61  
 Rev per Capita \$9.31  
 Inc per Capita \$1.21  
 Nat Rev per Capita \$2.46

12+ METRO SHARE	A/M 77	A/M 76
1. WHP	15.5	17.5
2. WKBO	13.9	17.0
3. WHP-FM	12.8	11.5
4. WSFM-FM	11.3	6.4
5. WRHY-FM	4.4	.9
6. WTPA-FM	4.1	1.4
7. WFEC	3.7	5.0
WQXA-FM	3.7	3.6
9. WSBA-FM	3.2	3.6
10. WHYL	3.0	3.5

12+ TSA 1/4
1. WHP-FM
2. WHP
3. WKBO
4. WSFM-FM
5. WQXA-FM
6. WRHY-FM
7. WLBR
8. WFEC
9. WTPA-FM
WYCR-FM

12+ TSA CUME
1. WHP 1462
2. WKBO 1219
3. WHP-FM 1160
4. WSFM-FM 975
5. WQXA-FM 673
6. WLBR 571
7. WYCR-FM 438
8. WCMB 397
9. WFEC 380
10. WRHY-FM 367

12+ FM SHARE (METRO): 52.20% (285 of 546) (A/M 77: 38.14%)  
 12+ FM SHARE (TSA): 53.48% (346 of 647) (A/M 77: 52.78%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WKBO	1. WKBO	1. WKBO	1. WKBO	1. WHP	1. WHP
2. WSFM-FM	2. WSFM-FM	2. WSFM-FM	2. WHP	2. WHP-FM	2. WKBO
3. WQXA-FM	3. WRHY-FM	3. WHP-FM	WHP-FM	3. WKBO	3. WHP-FM
4. WYCR-FM	4. WQXA-FM	4. WHP	4. WSFM-FM	4. WFEC	4. WSFM-FM

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP MOR	114 (3)	131 (4)	245 (7)	44.9
BTFM MUSIC	112 (4)	97 (3)	112 (4)	20.5
COUNTRY	22 (1)	22 (2)	44 (3)	8.1
UNKNOWN		29 (2)	29 (2)	5.3
VARIETY	11 (1)		11 (1)	2.0
RELIGION		6 (1)	6 (1)	1.1
NEWS/INFO/TALK	2 (1)		2 (1)	0.4
			546 (22)	

HARRISBURG-LANCASTER-YORK ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WHP-FM	1. WHP	1. WHP
2. WHP	2. WQXA-FM	2. WKBO
3. WSBA-FM	3. WSBA	3. WSFM-FM
4. WQXA-FM	4. WHP-FM	4. WHP-FM
5. WYCR-FM	5. WYCR-FM	5. WFEC
6. WKBO	6. WSBA-FM	6. WCMB
7. WSFM-FM	7. WKBO	7. WQXA-FM
8. WIOV-FM	8. WSFM-FM	8. WTPA-FM
WSBA	9. WIOV-FM	
10. WRHY-FM	10. WNCE-FM	
11. WNCE-FM	11. WLAN	
12. WDAC-FM	12. WZIX	
13. WUFM-FM	13. WRHY-FM	
14. WLAN	14. WLBR	
15. WFEC	15. WDAC	

ADI FM SHARE: 59.40% (894 of 1505) (A/M 77: 49.65%)

AM STATIONS

WCMB, 1460, 5 KW , MOR	ABC-I, \$26.50 (Buckley)	McKenna
WFEC, 1400, 1 KW/250 W , COUNTRY	ABC-E, \$19.50 (Mc-Guild)	Great Scott
WHP , 580, 5 KW , MOR	CBS , \$38.00 (Katz)	
WKBO, 1230, 1 KW/250 W , ROCK	, \$38.75 (Blair)	
WHYL, 960, 5 KW (Days), ROCK	, \$ 7.50 (Pro-Meek)	
WLBR, 1270, 5 KW/1 KW , MOR	ABC-I, \$10.77 (Masla)	(LEBANON)

FM STATIONS

WHP-FM , 97.3, 50 KW @ 840, BTFL MUS (TM)	, \$38.00 (Katz)	
WSFM-FM, 99.3, 3 KW @ 150, ROCK (TM)	ABC-F, \$26.50 (Buckley)	McKenna
WTPA-FM, 104.1, 10 KW @ 670, ? ? ?	, \$ 7.00 (-----)	Newhouse
WUFM-FM, 100.1, 3 KW @ 270, CONTEMP	, \$ 9.15 (Masla)	(LEBANON)

FOR OTHER STATIONS SEE YORK AND LANCASTER

TV STATIONS

WHP	Harrisburg	21	CBS
WTPA	Harrisburg	27	ABC, Newhouse
WGAL	Lancaster	8	NBC, Steirman
WLYH	Lancaster	15	CBS, Gateway
WSBA	York	43	CBS, Susquehanna

NEWSPAPERS

Harrisburg News, Patriot	ME	113,427, Newhouse
Lancaster New Era, et al	ME	98,862, Steirman
York Dispatch	E	48,046
York Record	M	34,436



HARTFORD

SRDS Market # 37; ADI # 22  
 FCC Revenue Rank # 40  
 FCC Income Rank # 71  
 APR 17.3  
 Metro Pop: 686,200  
 National Rev: \$2,663,965

Revenue : \$6,691,678  
 Income : \$ 315,410  
 FM Rev : \$ 913,974  
 FM Inc : \$ -10,116  
 Comb Rev : \$7,605,652  
 Comb Inc : \$ 305,294

ARB Market # 42  
 Rev Rank # 43  
 Inc Rank # 73  
 Rev per Capita \$11.08  
 Inc per Capita \$ .45  
 Nat Rev per Capita \$ 3.88

12+ METRO SHARE	O/N 77	A/M 77
1. WTIC	25.7	24.5
2. WDRC	9.5	8.3
3. WRCH-FM	7.9	10.1
4. WTIC-FM	7.3	4.8
5. WKSS-FM	6.6	6.2
6. WWYZ-FM	6.0	4.8
7. WRCQ	4.6	4.6
8. WCCC-FM	4.2	3.0
9. WPOP	4.0	6.0
10. WKND	3.4	2.7

12+ TSA 1/4
1. WTIC
2. WKSS-FM
3. WTIC-FM
4. WWYZ-FM
WHYN
6. WRCH-FM
7. WDRC
8. WHYN-FM
9. WCCC-FM
10. WHCN-FM

12+ TSA CUME
1. WTIC 7686
2. WTIC-FM 3947
3. WHYN 3063
4. WKSS-FM 2996
5. WDRC 2846
6. WDRC-FM 2314
7. WRCH-FM 2262
8. WWYZ-FM 2066
9. WNBC 1872
10. WRCQ 1717

12+ FM SHARE (METRO): 46.22% (507 of 1097) (A/M 77: 42.27%)  
 12+ FM SHARE (TSA) : 54.49% (1444 of 2650) (A/M 77: 55.69%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WTIC-FM	1. WDRC	1. WTIC	1. WTIC	1. WTIC	1. WTIC
2. WDRC	2. WTIC	2. WDRC	2. WDRC	2. WKSS-FM	2. WHYN
3. WHCN-FM	WWYZ-FM	3. WWYZ-FM	3. WKSS-FM	3. WRCH-FM	3. WDRC
4. WAQY-FM	4. WCCC-FM	4. WKSS-FM	4. WWYZ-FM	4. WDRC	4. WTIC-FM
5. WTIC	5. WRCQ	WCCC-FM	5. WRCH-FM	5. WPOP	5. WKSS-FM

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	184 (5)	328 (8)	512 (13)	46.7
MOR	319 (2)		319 (2)	29.1
BTFL MUS		179 (3)	179 (3)	16.3
NEWS/INFO/TALK	47 (1)		47 (1)	4.3
BLACK	40 (1)		40 (1)	3.7
			1097 (20)	

HARTFORD-NEW HAVEN ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WTIC	1. WTIC	1. WTIC
2. WWYZ-FM	2. WTIC-FM	2. WDRC
3. WKSS-FM	3. WDRC	3. WTIC-FM
4. WTIC-FM	4. WKSS-FM	4. WKSS-FM
5. WELI	5. WDRC-FM	WAQY-FM
WDRC	6. WELI	6. WHCN-FM
7. WRCH-FM	7. WWYZ-FM	7. WPOP
8. WKCI-FM	8. WRCH-FM	8. WWYZ-FM
9. WPLR-FM	9. WRCQ	9. WCCC-FM
10. WRCQ	10. WPOP	10. WRCQ
11. WCCC-FM	11. WPLR-FM	
12. WHCN-FM	12. WNBC	
13. WDRC-FM	13. WHCN-FM	
14. WPOP	14. WKCI-FM	
15. WAVZ	15. WAVZ	

ADI FM SHARE: 49.35% (1251 of 2535) (A/M 77: 45.48%)

AM STATIONS

WDRC, 1360, 5 KW	, ROCK	, \$51.00	(Buckley)	Buckley
WKND, 1480, 500 W (Days)	, BLACK	NBN, \$15.00	(-----)	
WPOP, 1410, 5 KW	, NEWS	CBS, \$26.75	(Tor-Lask)	Merv Griffin
WRCQ, 910, 5 KW	, ROCK	, \$40.25	(Eastman)	
WTIC, 1080, 50 KW	, MOR	NBC, \$141.25	(Katz)	

FM STATIONS

WCCC-FM, 106.9, 50 KW @ 720, AOR	ABC-C, \$31.00	(Selcom)	
WDRC-FM, 102.9, 18 KW @ 800, CONTEMP	, \$51.00	(Buckley)	Buckley
WHCN-FM, 105.9, 19 KW @ 740, AOR (Abrams)	ABC-F, \$28.50	(Mc-Guild)	Beck-Ross
WKSS-FM, 95.7, 15 KW @ 820, BTFL MUS (SRP)	, \$36.00	(Blair)	Covenant
WRCH-FM, 100.5, 20 KW @ 720, BTFL MUS (FM-100)	, \$61.50	(Eastman)	
WTIC-FM, 96.5, 15 KW @ 810, ROCK	, \$45.00	(Katz)	
WWYZ-FM, 92.5, 50 KW @ 740, SOFT ROCK	, \$26.00	(CBS-FM)	(WATERBURY)

FOR OTHER STATIONS SEE NEW HAVEN, SPRINGFIELD OR NEW YORK.

TV STATIONS

WATR	Waterbury	20	NBC
WFSB	Hartford	3	CBS, New York
WHNB	Hartford	30	NBC
WHCT	Hartford	18	IND, Viacom
WTNH	New Haven	8	ABC, Capital Cities

NEWSPAPERS

Hartford Courant	M	212,621	
New Haven Register, Journal Courier	ME	134,416	
Waterbury Republican, American	ME	72,113	
New Britain Herald	E	35,665	

HONOLULU

SRDS Market # 56  
 FCC Revenue Rank # 38  
 FCC Income Rank # 318  
 APR 15.3  
 Metro Pop: 589,600  
 National Rev: \$919,456

Revenue : \$6,748,292  
 Income : \$-1,232,088  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 51  
 Rev Rank # 50  
 Inc Rank # 161  
 Rev per Capita \$11.45  
 Inc per Capita \$-2.09  
 Nat Rev per Capita \$ 1.56

12+ METRO SHARE	O/N 77	A/M 77
1. KORL	13.6	13.2
2. KGMB	12.3	12.8
3. KKUA	12.2	18.4
4. KGU	7.5	7.8
5. KHVH	6.1	4.1
6. KIKI	5.2	4.6
7. KUMU-FM	5.1	3.3
8. KULA-FM	4.8	2.4
9. KHSS-FM	4.7	3.2
10. KUMU	3.7	4.5

12+ TSA 1/4
1. KORL
2. KKUA
3. KGMB
4. KGU
5. KIKI
6. KHVH
7. KUMU-FM
8. KULA-FM
9. KHSS-FM
10. KQM-Q-FM

12+ TSA CUME
1. KKUA 2502
2. KORL 2007
3. KGMB 1973
4. KIKI 1167
5. KHVH 954
6. KGU 947
7. KHSS-FM 767
8. KULA 717
9. KUMU 696
10. KCCN 678

12+ FM SHARE (METRO): 20.89% (184 of 881) (A/M 77: 18.03%)  
 12+ FM SHARE (TSA) : 19.83% (188 of 948) (A/M 77: 17.70%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KORL	1. KKUA	1. KKUA	1. KGMB	1. KGMB	1. KGMB
2. KKUA	2. KORL	2. KORL	2. KGU	2. KHVH	2. KORL
	3. KGU	3. KGMB	3. KKUA	3. KUMU-FM	3. KKUA
	4. KULA	4. KGU	4. KORL	4. KGU	4. KGU

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	336 (5)	75 (2)	411 (7)	46.7
MOR	179 (2)		179 (2)	20.3
BTFL MUSIC	33 (1)	88 (2)	121 (3)	13.7
NEWS/INFO/TALK	55 (1)		55 (1)	6.2
ETHNIC	44 (2)		44 (2)	5.0
VARIETY	22 (1)		22 (1)	2.5
RELIGION	14 (1)		14 (1)	1.6
CLASSICAL		21 (1)	21 (1)	2.4
COUNTRY	14 (1)		14 (1)	1.6
			881 (19)	

AM STATIONS

KCCN, 1420, 5 KW, HAWAIIAN MUSIC , \$ 9.25 (----)  
 KGMB, 590, 5 KW, MOR , \$26.50 (Eastman) Heftel  
 KGU , 760, 10 KW, MOR , \$15.00 (Selcom) Heftel  
 KHVH, 990, 5 KW, NEWS CBS-NBC, \$15.50 (-----)  
 KIKI, 830, 10 KW, ROCK , \$15.00 (Masla) Pacific FM  
 KKUA, 690, 10 KW, ROCK , \$17.50 (HR Stone)  
 KORL, 650, 10 KW, ROCK , \$22.00 (----) O'Day  
 KUMU, 1500, 5 KW, BTFL MUS (FM-100) , \$16.43 (Tor-Lask)

FM STATIONS

KHSS-FM, 97.5, 100 KW @ 484, BTFL MUS (Schulke) , \$17.50 (Blair)  
 KQM-Q-FM, 93.1, 100 KW @ 480, CONTEMP , \$ 7.00 (HR Stone)  
 KULA-FM, 92.3, 100 KW @ 1635, ROCK (TM) MBS, \$ 7.00 (Pro-Meek) Withers  
 KUMU-FM, 94.7, 60 KW @ 140, BTFL MUS (FM-100) , \$16.43 (Tor-Lask)

TV STATIONS

KGMB Honolulu 9 CBS, Lee  
 KHON Honolulu 2 NBC, McCoy  
 KIKU Honolulu 13 IND, United  
 KTTV Honolulu 4 ABC, Starr

NEWSPAPER Honolulu Advertiser,  
 Star-Bulletin ME 195,197, Gannett

HOUSTON

SRDS Market # 11; ADI # 13  
 FCC Revenue Rank # 10  
 FCC Income Rank # 6  
 APR 15.6  
 Metro Pop: 2,123,900  
 National Rev: \$5,403,665

Revenue : \$19,906,794  
 Income : \$ 4,476,960  
 FM Rev : \$ 6,867,432  
 FM Inc : \$ 1,239,543  
 Comb Rev : \$26,774,226  
 Comb Inc : \$ 5,716,503

ARB Market # 11  
 Rev Rank # 10  
 Inc Rank # 5  
 Rev per Capita \$12.61  
 Inc per Capita \$ 2.69  
 Nat Rev per Capita \$ 2.54

12+ METRO SHARE	O/N 77	A/M 77
1. KMJQ-FM	12.1	7.0
2. KRBE-FM	9.0	9.2
3. KYND-FM	8.5	7.8
4. KTRH	8.3	6.9
5. KILT	6.3	7.8
6. KPRC	6.1	5.0
7. KIKK-FM	5.6	5.1
8. KILT-FM	4.0	6.1
9. KAUM-FM	4.0	3.1
10. KQUE-FM	3.7	3.5
11. KENR	3.6	6.2
12. KRLY-FM	3.5	1.4

12+ TSA 1/4
1. KMJQ-FM
2. KRBE-FM
3. KTRH
4. KYND-FM
5. KILT
6. KIKK-FM
7. KPRC
8. KQUE-FM
9. KILT-FM
10. KAUM-FM
11. KULF
12. KENR

12+ TSA CUME
1. KILT 5215
2. KRBE-FM 4439
3. KTRH 3979
4. KYND-FM 3551
5. KMJQ-FM 3357
6. KPRC 3159
7. KILT-FM 2720
8. KIKK-FM 2547
9. KULF 2468
10. KAUM-FM 2235
11. KENR 2125
12. KRLY-FM 1886

12+ FM SHARE (METRO): 60.68%  
 12+ FM SHARE (TSA) : 59.46%

(1915 of 3156)  
 (2024 of 3404)

(A/M 77: 56.36%)  
 (A/M 77: 55.95%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KMJQ-FM	1. KMJQ-FM	1. KMJQ-FM	1. KMJQ-FM	1. KYND-FM	1. KTRH
2. KRBE-FM	2. KRBE-FM	2. KRBE-FM	2. KYND-FM	2. KTRH	2. KILT
3. KILT	3. KILT-FM	3. KIKK-FM	3. KIKK-FM	3. KPRC	3. KRBE-FM
4. KAUM-FM	4. KILT	4. KYND-FM	4. KULF	4. KQUE-FM	4. KYND-FM
5. KILT-FM	5. KRLY-FM	5. KILT	5. KILT	5. KIKK-FM	5. KMJQ-FM
6. KIKK-FM	6. KIKK-FM	6. KILT-FM	6. KRBE-FM	6. KODA-FM	6. KPRC

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	209 (1)	770 (6)	979 (7)	31.0
COUNTRY	238 (3)	185 (1)	423 (4)	13.4
NEWS/INFO/TALK	504 (3)		504 (3)	16.0
BTFL MUSIC	43 (1)	365 (2)	408 (3)	12.9
BLACK	80 (2)	401 (1)	481 (3)	15.2
MOR	153 (2)	124 (1)	277 (3)	8.8
RELIGION		46 (2)	46 (2)	1.5
ETHNIC	14 (1)		14 (1)	0.4
CLASSICAL		24 (1)	24 (1)	0.8
			<u>3156 (27)</u>	

HOUSTON ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. KMJQ-FM	1. KILT	1. KMJQ-FM
2. KRBE-FM	2. KRBE-FM	2. KTRH
3. KTRH	3. KYND-FM	3. KRBE-FM
4. KYND-FM	4. KTRH	4. KENR
5. KILT	5. KMJQ-FM	5. KYND-FM
6. KIKK-FM	6. KPRC	6. KPRC
7. KPRC	7. KILT-FM	7. KILT
8. KQUE-FM	8. KIKK-FM	8. KIKK-FM
9. KILT-FM	9. KULF	9. KNUZ
10. KAUM-FM	10. KAUM-FM	10. KQUE-FM
11. KULF	11. KENR	
12. KENR	12. KRLY-FM	
13. KRLY-FM	13. KODA-FM	
14. KODA-FM	14. KYOK	
15. KLOL-FM	15. KNUZ	

ADI FM SHARE: 59.69% (2005 of 3359) (A/M 77: 55.38%)

AM STATIONS

KENR, 1070, 10 KW/5 KW, COUNTRY	, \$70.00	(Katz)	Lake Huron
KILT, 610, 5 KW, ROCK	, \$73.50	(Blair)	LIN
KNUZ, 1230, 1 KW/250 W, COUNTRY	ABC-I, \$40.00	(Mc-Guild)	Texas Coast
KPRC, 950, 5 KW, NEWS/MOR	NBC, \$68.75	(CBS Spot)	Houston Post
KTRH, 740, 50 KW, NEWS/TALK	CBS,MBS, \$64.50	(Christal)	
KULF, 790, 5 KW, MOR	, \$53.12	(Eastman)	Harte-Hanks
KYOK, 1590, 5 KW, BLACK	NBN, \$34.00	(Buckley)	Starr

FM STATIONS

KAUM-FM, 96.5, 100 KW @ 580, ROCK	ABC-F, \$51.25	(RKO)	ABC
KIKK-FM, 95.7, 50 KW @ 995, COUNTRY	, \$55.00	(Tor-Lask)	Sonderling
KILT-FM, 100.3, 100 KW @ 790, ROCK	, \$66.50	(Blair)	LIN
KLOL-FM, 101.1, 100 KW @ 790, AOR	, \$57.50	(Christal)	
KMJQ-FM, 102.1, 100 KW @ 790, BLACK/DISCO	, \$61.25	(HR Stone)	Amaturo
KODA-FM, 99.1, 100 KW @ 790, BTFL MUS (Bonne)	MBS, \$33.50	(Selcom)	
KQUE-FM, 102.9, 280 KW @ 700, MOR	, \$40.00	(Mc-Guild)	Texas Coast
KRBE-FM, 104.1, 100 KW @ 790, ROCK	, \$71.25	(Katz)	GCC
KRLY-FM, 93.7, 100 KW @ 790, AOR (Burk-Abr)	, \$55.00	(CBS FM)	SJR
KYND-FM, 92.5, 97 KW @ 790, BTFL MUS (Schulke)	, \$85.00	(Eastman)	Harte-Hanks

TV STATIONS

KRIV	Houston	26	IND, Metromedia
KHOU	Houston	11	CBS, Corinthian
KHTV	Houston	39	IND, Gaylord
KPRC	Houston	2	NBC, Houston Post
KTRK	Houston	13	ABC, Capital Cities

NEWSPAPERS

Houston Chronicle	E	317,324
Houston Post	M	293,979

HUNTINGTON

SRDS Market # 124; ADI # 43  
 FCC Revenue Rank # 136  
 FCC Income Rank # 122  
 APR 18.1  
 Metro Pop: 240,800  
 National Rev: \$227,592

Revenue : \$1,938,150  
 Income : \$ 134,070  
 FM Rev : \$ 602,040  
 FM Inc : \$ 130,021  
 Comb Rev : \$2,540,190  
 Comb Inc : \$ 264,091

ARB Market # 111  
 Rev Rank # 115  
 Inc Rank # 78  
 Rev per Capita \$10.55  
 Inc per Capita \$ 1.10  
 Nat Rev per Capita \$ .95

<u>12+ METRO SHARE</u>			<u>O/N 77</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WKEE-FM+	23.8	26.6	22.4	1. WKEE-FM+	1995	
2. WGNT	13.5	13.2	17.6	2. WAMX-FM	1002	
3. WHEZ-FM	11.9	9.5	10.2	3. WHEZ-FM	931	
4. WAMX-FM	11.2	12.3	9.7	4. WGNT	729	
WTCR	11.2	15.4	14.3	WTCR	570	
6. WEMM-FM	5.3	4.2	4.3	6. WEMM-FM	551	
7. WWHY	3.2	3.6	5.9	7. WPAY-FM	479	
8. WNST	3.0	1.7	---	8. WNST	362	
9. WIRO	2.7	2.0	2.1	9. WIRO	331	
10. WPAY-FM	2.5	.8	.7	10. WPAY	259	

12+ FM SHARE (METRO): 49.75% (196 Of 394) (A/M 77: 43.08%)  
 12+ FM SHARE (TSA) : 53.16% (294 of 553) (A/M 77: 53.21%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WAMX-FM	1. WKEE-FM+	1. WKEE-FM+	1. WKEE-FM+	1. WHEZ-FM	1. WKEE-FM+
2. WKEE-FM+	2. WTCR	2. WTCR	2. WTCR	2. WGNT	2. WGNT
	3. WAMX-FM	3. WHEZ-FM	3. WHEZ-FM	3. WTCR	3. WAMX-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	46 (1)	107 (2)	153 (3)	38.8
COUNTRY	76 (3)	3 (1)	79 (4)	20.1
MOR	76 (3)		76 (3)	19.3
BTFM MUSIC		52 (1)	52 (1)	13.2
RELIGION		34 (2)	34 (2)	8.6
			394 (13)	

AM STATIONS

WGNT, 930, 5 KW/1 KW , MOR NBC , \$23.00 (Tor-Lask) Stoner  
 WIRO, 1230, 1 KW/250 W, MOR MBS , \$ 5.50 (Regional)  
 WNST, 1600, 5 KW (Days) COUNTRY , \$ 5.00 (-----) (MILTON)  
 WTCR, 1420, 5 KW (Days) COUNTRY ABC-I, \$18.33 (Katz) Greater Media  
 WWHY, 1470, 5 KW (Days) COUNTRY , \$10.00 (-----)  
 WPAY, 1400, 1 KW/250 W, COUNTRY CBS , \$ 7.50 (-----) Braden (PORTSMOUTH)

FM STATIONS

WAMX-FM, 93.7, 50 KW @ 405, ROCK ABC-E, \$14.75 (Tor-Lask)  
 WEMM-FM, 107.9, 50 KW @ 500, RELIGION , \$ 6.00 (-----) Christian  
 WHEZ-FM, 103.3, 50 KW @ 490, BTFM MUS (KalaMusic) , \$18.33 (Katz) Greater Media  
 WKEE-FM+, 100.5, 53 KW @ 556, ROCK ABC-C, \$35.00 (Mc-Guild) Reeves Telecom  
 WPAY-FM, 104.1, 93 KW @ 610, RELIGION/COUNTRY , \$ 7.50 (-----) Braden (PORTSMOUTH)

FOR ADI, TV AND NEWSPAPER INFO SEE CHARLESTON

HUNTSVILLE

SRDS Market # 128  
 FCC Revenue Rank # 115  
 FCC Income Rank # 159  
 APR 14.0  
 Metro Pop: 235,900  
 National Rev: \$232,078

Revenue : \$2,449,213  
 Income : \$ 85,644  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 115  
 Rev Rank # 117  
 Inc Rank # 106  
 Rev per Capita \$10.38  
 Inc per Capita \$ .36  
 Nat Rev per Capita \$ .98

<u>12+ METRO SHARE</u>			<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WAAY	15.2	15.0	13.5	1. WQEN-FM	1. WAAY	903
2. WBHP	12.7	13.5	11.3	2. WAAY	2. WQEN-FM	730
3. WQEN-FM	8.2	5.5	2.2	3. WBHP	3. WBHP	609
4. WVOV	7.3	8.9	9.4	4. WRSA-FM	4. WVOV	604
5. WRSA-FM	7.0	7.2	6.3	5. WVOV	5. WRSA-FM	505
6. WJMW	6.4	6.9	7.2	6. WJMW	6. WFIX	290
7. WTWX-FM	4.8	2.6	4.4	7. WTWX-FM	7. WJMW	262
8. WEUP	3.6	6.6	5.8	8. WEUP	8. WNDA-FM	253
9. WFIX	3.3	3.5	4.7	9. WNDA-FM	9. WQLT-FM	239
10. WNDA-FM	3.0	2.9	3.3	10. WQLT-FM	10. WTWX-FM	222

12+ FM SHARE (METRO): 32.38% (91 of 281) (A/M 77: 27.42%)  
 12+ FM SHARE (TSA) : 45.50% (172 of 378) (A/M 77: 34.86%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WAAY	1. WAAY	1. WAAY	1. WAAY	1. WBHP	1. WAAY
2. WQEN-FM	2. WVOV	2. WBHP	2. WBHP	2. WRSA-FM	2. WQEN-FM
3. WVOV	3. WQEN-FM	3. WQEN-FM	3. WRSA-FM	3. WAAY	3. WBHP

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	84 (4)	42 (4)	126 (8)	44.8
COUNTRY	80 (5)	16 (1)	96 (6)	34.2
BTFL MUSIC		23 (1)	23 (1)	8.2
MOR	14 (2)		14 (2)	5.0
BLACK	12 (1)		12 (1)	4.3
RELIGION		10 (1)	10 (1)	3.6
			<u>281 (19)</u>	

AM STATIONS

WAAY, 1550, 5 KW/500 W , ROCK , \$16.00 (Tor-Lask)  
 WBHP, 1230, 1 KW , COUNTRY ABC-I, \$13.00 (Pro-Meek)  
 WEUP, 1600, 5 KW/500 W , BLACK MBN , \$10.00 (----)  
 WFIX, 1450, 1 KW/250 W , MOR CBS , \$14.00 (Smith)  
 WJMW, 730, 1 KW (Days), COUNTRY MBS , \$ 4.25 (Midsouth) (ATHENS)  
 WVOV, 1000, 10 KW (Days), CONTEMP , \$11.90 (Devney)

FM STATIONS

WNDA-FM, 95.1, 50 KW @ 110, RELIGION/ET AL , \$ 4.75 (-----)  
 WTWX-FM, 95.9, 3 KW @ 300, COUNTRY ABC-F, \$ 3.45 (-----) (GUNTERSVILLE)  
 WQEN-FM, 103.7, 100 KW @ 1110, CONTEMP , \$12.75 (Market 4) (GADSDEN)  
 WRSA-FM, 96.9, 100 KW @ 830, BTFL MUS , \$ 7.86 (Bolton) (DECATUR)

TV STATIONS

WAAY Huntsville 31 NBC WYUR Huntsville ABC  
 WHNT Huntsville 19 CBS

NEWSPAPERS

Huntsville News M 14,236 Huntsville Times E 51,077, Newhouse  
 Decatur Daily E 23,148

INDIANAPOLIS

SRDS Market # 33; ADI # 20  
 FCC Revenue Rank # 25  
 FCC Income Rank # 21  
 APR 15.2  
 Metro Pop: 938,100  
 National Rev: \$2,885,518

Revenue : \$9,976,778  
 Income : \$1,587,623  
 FM Rev : \$3,634,531  
 FM Inc : \$ 864,920  
 Comb Rev : \$13,611,309  
 Comb Inc : \$2,452,543

ARB Market # 31  
 Rev Rank # 22  
 Inc Rank # 17  
 Rev per Capita \$14.51  
 Inc per Capita \$ 2.61  
 Nat Rev per Capita \$ 3.08

12+ METRO SHARE O/N 77 A/M 77

1. WIBC	18.0	15.8	15.1
2. WXTZ-FM	13.7	15.0	12.3
3. WNAP-FM	9.3	9.3	11.6
4. WIRE	9.0	10.2	11.6
5. WFMS-FM	8.8	7.0	5.2
6. WTLC-FM	8.2	8.6	9.1
7. WNDE	7.0	7.4	6.3
8. WFBQ-FM	6.0	3.9	5.0
9. WIFE	4.8	5.1	6.5
10. WATI	3.6	3.8	4.5
11. WXLW	2.5	3.0	4.0
12. WBRI	1.7	1.2	1.1

12+ TSA 1/4

1. WIBC	
2. WXTZ-FM	
3. WNAP-FM	
4. WFBQ-FM	
5. WNDE	
6. WIRE	
7. WFMS-FM	
8. WTLC-FM	
9. WIFE	
10. WATI	
11. WLHN-FM	
12. WLW	

12+ TSA CUME

1. WIBC	4068
2. WNDE	3317
3. WNAP-FM	2698
4. WFBQ-FM	2498
5. WXTZ-FM	2480
6. WIRE	2265
7. WIFE	2119
8. WFMS-FM	1712
9. WTLC-FM	1263
10. WLW	941
11. WATI	874
12. WLHN-FM	798

12+ FM SHARE (METRO): 49.93% (688 of 1378) (A/M 77: 47.08%)  
 12+ FM SHARE (TSA) : 51.63% (921 of 1784) (A/M 77: 51.30%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WNDE	1. WNAP-FM	1. WIBC	1. WIBC	1. WIBC	1. WIBC
2. WNAP-FM	2. WIBC	2. WFMS-FM	2. WXTZ-FM	2. WXTZ-FM	2. WXTZ-FM
3. WTLC-FM	3. WFBQ-FM	3. WNAP-FM	3. WFMS-FM	3. WIRE	3. WIRE
4. WIFE	4. WFMS-FM	4. WXTZ-FM	4. WIRE	4. WFMS-FM	4. WFMS-FM
5. WFBQ-FM	5. WTLC-FM	5. WIRE	5. WNAP-FM	5. WTLC-FM	5. WNAP-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	169 (2)	217 (2)	386 (4)	28.0
MOR	302 (3)	9 (1)	311 (4)	22.6
BTFL MUSIC	51 (1)	195 (1)	246 (2)	17.9
COUNTRY	128 (1)	125 (1)	253 (2)	18.4
BLACK		117 (1)	117 (1)	8.5
RELIGION	35 (2)		35 (2)	2.5
UNKNOWN	5 (2)	25 (2)	30 (4)	2.2
			<u>1378 (19)</u>	



INDIANAPOLIS ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WIBC	1. WIBC	1. WIBC
2. WXTZ-FM	2. WNDE	2. WTLC-FM
3. WNAP-FM	3. WNAP-FM	3. WIRE
4. WFBQ-FM	4. WFBQ-FM	4. WFMS-FM
5. WNDE	5. WXTZ-FM	5. WXTZ-FM
6. WIRE	6. WIRE	6. WNDE
7. WFMS-FM	7. WIFE	7. WIFE
8. WTLC-FM	8. WFMS-FM	8. WNAP-FM
9. WIFE	9. WTLC-FM	9. WFBQ-FM
10. WLHN-FM	10. WLS	10. WCBK-FM+
11. WATI	11. WOWO	
12. WLBC-FM	12. WLW	
WWKI-FM	13. WATI	
WZWZ-FM	14. WLBC-FM	
15. WXLW	15. WLHN-FM	

ADI FM SHARE: 50.61% (1197 of 2365) (A/M 77: 47.65%)

AM STATIONS

WATI, 810, 250 W (Days), BTFL MUS (FM-100)	, \$14.00	(Masla)	Sarkes-Tarzian
WBRI, 1500, 5 KW (Days), RELIGION	, \$ 7.00	(---)	
WIBC, 1070, 50 KW/10 KW, MOR	, \$74.00	(Blair)	Fairbanks
WIFE, 1310, 5 KW/1 KW, ROCK	, \$31.00	(Buckley)	
WIRE, 1430, 5 KW, COUNTRY	MBS,ABC-E, \$63.00	(Eastman)	Mid America
WNDE, 1260, 5 KW, ROCK	ABC-C, \$82.50	(Katz)	Rahall/Gulf Life
WXLW, 950, 5 KW (Days), MOR (Radio Arts)	CBS, \$24.00	(Dore/Walton)	
WOWO - See Ft. Wayne	WLS - See Chicago	WLW - See Cincinnati	

FM STATIONS

WFBQ-FM, 94.7, 52 KW @ 850, AOR (Burk-Abr)	, \$82.50	(Katz)	Rahall/Gulf Life
WFMS-FM, 95.5, 50 KW @ 500, COUNTRY	NBC, \$63.75	(Tor-Lask)	Susquehanna
WNAP-FM, 93.1, 30 KW @ 358, ROCK	, \$47.50	(Blair)	Fairbanks
WTLC-FM, 105.7, 50 KW @ 445, BLACK	NBN, \$27.50	(HR Stone)	
WXTZ-FM, 103.3, 13 KW @ 860, BTFL MUS (Schulke)	, \$60.00	(Eastman)	Mid America
WLHN-FM, 97.9, 50 KW @ 534, MOR	, \$16.88	(Pro-Meek)	Eastern (ANDERSONVILLE)
WCBK-FM+, 102.3, 3 KW @ 300, ? ?	, \$ 6.75	(---)	(MARTINSVILLE)
WLBC-FM, 100.5, 50 KW @ 505, ROCK	, \$ 7.75	(Pro-Meek)	(MINCIE)
WWKI-FM, 100.5, 20 KW @ 480, COUNTRY	MBS, \$10,00	(---)	(KOKOMO)
WZWZ-FM, 93.5, 3 KW @ 185, CONTEMP	ABC-I, \$10.75	(Tor-Lask)	Booth (KOKOMO)

TV STATIONS

WHMB	Indianapolis	40	Lester Sumrall Evangelistic Assoc.
WISH	Indianapolis	8	CBS, Corinthian
WRTV	Indianapolis	6	NBC, McGraw-Hill
WTHR	Indianapolis	13	ABC, Columbus Dispatch
WTTV	Bloomington	4	IND, Sarkes-Tarzian

NEWSPAPER

Indianapolis Star, News ME 376,149

JACKSON, MS

SRDS Market # 121  
 FCC Revenue Rank # 102  
 FCC Income Rank # 124  
 APR 14.3  
 Metro Pop: 238,800  
 National Rev: \$401,346

Revenue : \$2,853,374  
 Income : \$ 132,549  
 FM Rev : \$ 871,827  
 FM Inc : \$ -6,104  
 Comb Rev : \$3,725,201  
 Comb Inc : \$ 126,445

ARB Market # 113  
 Rev Rank # 79  
 Inc Rank # 96  
 Rev per Capita \$15.60  
 Inc per Capita \$ .53  
 Nat Rev per Capita \$ 1.68

12+ METRO SHARE	A/M 77	A/M 76
1. WJDX	18.1	18.8
2. WSLI	14.9	11.6
3. WJMI-FM	14.0	16.0
4. WZZQ-FM	12.9	8.8
5. WLIN-FM	11.4	12.5
6. WOKJ	8.5	9.7
7. WKXI-FM	5.3	4.7
8. WYIG	3.2	2.2
9. WJQS	2.9	5.6
10. WRBC	1.8	3.4

12+ TSA 1/4
1. WJMI-FM
2. WJDX
3. WZZQ-FM
4. WLIN-FM
5. WSLI
6. WOKJ
7. WKXI-FM
8. WJFR-FM
9. WJQS
10. WYIG

12+ TSA CUME
1. WJDX 1913
2. WJMI-FM 1407
3. WZZQ-FM 1201
4. WSLI 1019
5. WLIN-FM 898
6. WKXI-FM 670
7. WOKJ 642
8. WYIG 299
9. WJFR-FM 256
10. WRBC 250

12+ FM SHARE (METRO): 46.67% (154 of 330) (A/M 77: 44.94%)  
 12+ FM SHARE (TSA) : 59.78% (385 of 644) (A/M 77: 54.27%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WJMI-FM	1. WJDX	1. WJDX	1. WJDX	1. WSLI	1. WJDX
2. WZZQ-FM	2. WJMI-FM	2. WJMI-FM	2. WLIN-FM	2. WLIN-FM	2. WJMI-FM
3. WJDX	WZZQ-FM	3. WZZQ-FM	3. WSLI	3. WJDX	3. WSLI

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	73 (2)	44 (1)	117 (3)	35.5
BLACK	29 (1)	66 (2)	95 (3)	28.8
MOR	57 (2)		57 (2)	17.3
BTFM MUSIC		39 (1)	39 (1)	11.8
COUNTRY	12 (2)		12 (2)	3.6
RELIGION	5 (1)		5 (1)	1.5
UNKNOWN		5 (1)	5 (1)	1.5
			330 (13)	

AM STATIONS

WJDX, 620, 5 KW/1 KW, CONTEMP NBC, \$27.20 (Eastman)  
 WJQS, 1400, 1 KW/250 W, COUNTRY CBS, \$ 6.00 (Midsouth)  
 WOKJ, 1550, 50 KW/10 KW, BLACK, \$18.00 (Howard)  
 WRBC, 1300, 5 KW/1 KW, MOR (Radio Arts) ABC-I, \$ 9.00 (-----)  
 WSLI, 930, 5 KW, MOR ABC-E, \$18.88 (Katz) Capitol Bdcst CO  
 WYIG, 1590, 5 KW/1 KW, ROCK ABC-C, \$11.00 (Tor-Lask) New South

FM STATIONS

WJMI-FM, 99.7, 100 KW @ 1060, BLACK/ROCK ABC-F, \$18.00 (Howard)  
 WKXI-FM, 94.7, 68 KW @ 430, BLACK NBN, \$13.50 (Pro-Meek)  
 WLIN-FM, 95.5, 100 KW @ 1069, BTFM MUS (Schulke), \$20.00 (Mc-Guild)  
 WZZQ-FM, 102.9, 100 KW @ 1800, ROCK, \$17.00 (Eastman)  
 WJFR-FM, 96.3, 80 KW @ 1450, ? ? , \$ 4.25 (Katz) Cap. Bdcst. Co

TV STATIONS

WAPT Jackson 16 ABC, American Public Life Ins Co  
 WJTV Jackson 12 CBS, Capitol  
 WLBT Jackson 3 NBC

NEWSPAPER Jackson Clarion-Ledger, News ME 100,083

JACKSONVILLE

SRDS Market # 57	Revenue : \$4,966,218	ARB Market # 50
FCC Revenue Rank # 56	Income : \$ 3,938	Rev Rank # 62
FCC Income Rank # 237	FM Rev : NA	Inc Rank # 121
APR 14.9	FM Inc : NA	Rev per Capita \$8.41
Metro Pop: 590,600	Comb Rev : NA	Inc per Capita \$ .01
National Rev: \$1,420,465	Comb Inc : NA	Nat Rev per Capita \$2.41

NOTE: The estimates for WAPE were published in a special supplement. For details concerning WAPE see the last few pages in this book.

<u>12+ METRO SHARE</u>	<u>O/N 77</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WIVY-FM 14.7	10.3	10.4	1. WKTZ-FM	1. WIVY-FM 2153
2. WKTZ-FM 13.9	13.9	13.2	2. WIVY-FM	2. WKTZ-FM 1736
3. WPDQ 10.9	11.3	10.1	3. WPDQ	3. WQIK-FM 1116
4. WVOJ 8.3	8.4	5.0	4. WQIK-FM	4. WVOJ 1025
5. WQIK-FM 7.4	8.5	4.1	5. WVOJ	5. WPDQ 921
6. WAIV-FM 5.7	4.0	8.0	6. WAIV-FM	6. WAIV-FM 788
7. WEXI 3.1	.6	.5	7. WEXI	7. WSNY 556
8. WJAX 2.8	3.9	7.8	WJAX	8. WJAX 536
WSNY 2.8	3.9	4.1	9. WSNY	9. WERD 410
10. WERD 2.2	3.4	1.9	10. WERD	10. WJAX-FM 304

12+ FM SHARE (METRO): 47.31% (395 of 835) (A/M 77: 41.03%)  
 12+ FM SHARE (TSA) : 50.79% (513 of 1010) (A/M 77: 41.59%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WIVY-FM	1. WIVY-FM	1. WIVY-FM	1. WKTZ-FM	1. WKTZ-FM	1. WKTZ-FM
2. WPDQ	2. WAIV-FM	2. WKTZ-FM	2. WVOJ	2. WVOJ	2. WIVY-FM
3. WAIV-FM	3. WPDQ	3. WPDQ	3. WQIK-FM	3. WQIK-FM	3. WQIK-FM
	4. WQIK-FM	4. WQIK-FM	4. WIVY-FM	4. WPDQ	4. WVOJ

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	120 (2)	190 (3)	310 (5)	37.1
BTFM MUSIC	28 (2)	140 (2)	168 (4)	20.1
COUNTRY	87 (2)	65 (1)	152 (3)	18.2
BLACK	115 (2)		115 (2)	13.8
MOR	60 (3)		60 (3)	7.2
RELIGION	30 (4)		30 (4)	3.6
			835 (21)	

AM STATIONS

WERD, 1400, 1 KW/250 W, BLACK	MBN, \$12.00 (Pro-Meek)
WEXI, 1280, 5 KW (Days), CONTEMP	, \$11.00 (Sav-Gates)
WAPE, 690, 50 KW/10 KW, ROCK	, \$49.50 (Eastman) Sis
WJAX, 930, 5 KW, MOR	CBS, \$28.75 (HR Stone) City of Jacksonville
WPDQ, 1460, 5 KW, BLACK	, \$23.00 (Howard)
WSNY, 600, 5 KW, MOR	ABC-I, \$31.50 (Katz) Rounsaville
WVOJ, 1320, 5 KW, COUNTRY	NBC, \$30.75 (Blair)

FM STATIONS

WAIV-FM, 96.9, 100 KW @ 250, AOR	, \$31.50 (Katz)	Rounsaville
WIVY-FM, 102.9, 60 KW @ 635, ROCK	, \$32.00 (Tor-Lask)	
WKTZ-FM, 96.1, 100 KW @ 1000, BTFM MUS (Schulke)	, \$50.00 (Buckley)	Jones College
WQIK-FM, 99.1, 90 KW @ 620, COUNTRY	MBS,ABC-E, \$23.75 (Mc-Guild)	

TV STATIONS

WJKS Jacksonville 17	ABC, Rust Craft	WJXT Jacksonville 4	CBS, Post-News
WTLV Jacksonville 12	NBC, Harte-Hanks		

NEWSPAPER Florida Times-Union, Journal ME 199,129

JOHNSON CITY-KINGSPORT-BRISTOL

SRDS Market # 93  
 FCC Revenue Rank # 83  
 FCC Income Rank # 95  
 APR 15.2  
 Metro Pop: 341,900  
 National Rev: \$273,905

Revenue : \$3,354,741  
 Income : \$ 201,853  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 79  
 Rev Rank # 89  
 Inc Rank # 86  
 Rev per Capita \$9.81  
 Inc per Capita \$ .59  
 Nat Rev per Capita \$ .80

12+ METRO SHARE	A/M 77	A/M 76
1. WJCW	12.5	8.2
2. WFHG	9.8	7.0
3. WJSO	7.7	7.0
4. WKIN	7.3	7.2
5. WQUT-FM	6.7	8.2
6. WKPT-FM	5.4	5.4
7. WFHG-FM	5.0	2.8
8. WZAP	3.9	11.4
WKPT	3.9	3.5
WGOC	3.9	3.5

12+ TSA 1/4
1. WJCW
2. WFHG
3. WJSO
4. WZAP
WQUT-FM
6. WKIN
7. WKPT-FM
8. WFHG-FM
9. WETB
10. WKPT

12+ TSA CUME
1. WFHG 979
2. WJCW 806
3. WQUT-FM 651
4. WKIN 615
5. WJSO 600
6. WKPT-FM 593
7. WKPT 550
8. WZAP 484
9. WFHG-FM 481
10. WBIR-FM 432

12+ FM SHARE (METRO): 23.83% (117 of 491) (A/M 77: 23.21%)  
 12+ FM SHARE (TSA) : 26.94% (156 of 579) (A/M 77: 26.55%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WFHG	1. WJSO	1. WJCW	1. WJCW	1. WJCW	1. WJCW
2. WJSO	2. WKIN	2. WFHG	2. WFHG	2. WKPT-FM	2. WFHG
3. WETB	3. WQUT-FM	WJSO	3. WFHG-FM	3. WFHG	3. WJSO
4. WQUT-FM	4. WFHG	4. WKIN	4. WGOC	4. WZAP	4. WZAP

FORMATS	AM	FM	TOTAL	%
COUNTRY	150 (8)	14 (1)	164 (9)	33.4
ROCK/CONTEMP	168 (7)	66 (4)	234 (11)	47.7
MOR	45 (3)		45 (3)	9.2
BTFM MUSIC		30 (2)	30 (2)	6.1
RELIGION		5 (1)	5 (1)	1.0
VARIETY	11 (1)		11 (1)	2.2
UNKNOWN		2 (1)	2 (1)	0.4
491 (28)				

AM STATIONS

WETB, 790, 1 KW (Days), CONTEMP	MBS, \$ 4.00 (Midsouth)
WFHG, 980, 5 KW/1 KW, ROCK	ABC-C, \$ 8.00 (Mc-Guild) Nininger
WGOC, 1090, 1 KW (Days), COUNTRY	, \$ 4.50 (-----)
WJCW, 910, 5 KW/1 KW, COUNTRY	CBS, \$15.05 (HR Stone)
WJSO, 1590, 5 KW (Days), ROCK	, \$ 6.50 (Pro-Meek)
WKIN, 1320, 5 KW (Days), ROCK	, \$15.00 (Tor-Lask) Bahakel
WKPT, 1400, 1 KW/250 W, MOR	ABC-E, \$ 7.00 (Roslin)
WZAP, 690, 10 KW (Days), COUNTRY	MBS, \$13.00 (Market 4)

FM STATIONS

WFHG-FM, 96.9, 10 KW @ 2210, ROCK	ABC-I, \$ 4.00 (Mc-Guild) Nininger
WKPT-FM, 98.5, 100 KW @ 1260, BTFM MUS (Peters)	ABC-F, \$ 5.00 (Roslin)
WQUT-FM, 101.5, 100 KW @ 1500, AOR	, \$15.05 (HR Stone)

TV STATIONS

WJHL Johnson City 11 CBS, Park	WKPT Kingsport 19 ABC
WCYB Bristol 5 NBC	

NEWSPAPERS

Bristol Herald-Courier M 28,641	Bristol Virginia-Tennessean E 9,903
Johnson City Press-Chronicle ME 26,282	Kingsport News M 2,200
Kingsport Times, News ME 40,311	

KALAMAZOO

SRDS Market # 136  
 FCC Revenue Rank # 120  
 FCC Income Rank # 60  
 APR 15.1  
 Metro Pop: 222,700  
 National Rev: \$389,856

Revenue : \$2,325,808  
 Income : \$ 421,609  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 122  
 Rev Rank # 119  
 Inc Rank # 64  
 Rev per Capita \$10.44  
 Inc per Capita \$ 1.89  
 Nat Rev per Capita \$ 1.75

12+ METRO SHARE	A/M 77	A/M 76
1. WKMI	17.2	15.8
2. WKZO	16.3	16.1
3. WGRD-FM+13.4	8.1	---
4. WQLR-FM	10.1	8.7
5. WOOD-FM	5.6	6.6
6. WKFR-FM	5.3	1.2
7. WBUK	3.0	8.4
8. WYYY	2.7	4.8
9. WGN	1.8	---
WLS	1.8	2.4

12+ TSA 1/4
1. WKZO
2. WGRD-FM+
3. WKMI
4. WQLR-FM
5. WOOD-FM
6. WKFR-FM
7. WLS
8. WBUK
WAOP
10. WYYY

12+ TSA CUME
1. WKZO 1116
2. WKMI 1113
3. WGRD-FM+1075
4. WQLR-FM 657
5. WOOD-FM 451
6. WLS 374
7. WKFR-FM 356
8. WYYY 309
9. WMAQ 190
10. WAOP 176

12+ FM SHARE (METRO): 42.71% (123 of 288) (A/M 77: 30.99%)  
 12+ FM SHARE (TSA) : 46.13% (179 of 388) (A/M 77: 41.91%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WGRD-FM+	1. WKMI	1. WKMI	1. WKMI	1. WKZO	1. WKZO
2. WKMI	2. WGRD-FM+	2. WGRD-FM+	2. WKZO	2. WQLR-FM	2. WKMI
	3. WKFR-FM	3. WQLR-FM	3. WGRD-FM+	3. WOOD-FM	3. WGRD-FM+

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	76 (4)	63 (3)	139 (7)	48.3
MOR	65 (4)	4 (1)	69 (5)	24.0
BTFL MUSIC		56 (3)	56 (3)	19.4
COUNTRY	14 (3)		14 (3)	4.9
NEWS/INFO/TALK	5 (1)		5 (1)	1.7
RELIGION	5 (1)		5 (1)	1.7
			288 (20)	

AM STATIONS

WKMI, 1360, 5 KW/1 KW, ROCK ABC-C, \$26.50 (Mc-Guild)  
 WKZO, 590, 5 KW, MOR CBS, \$27.25 (Buckley) Fetzer  
 WBUK, 1560, 1 KW (Days), COUNTRY ABC-E, \$10.80 (Pro-Meek)  
 WYYY, 1470, 500 W (Days), CONTEMP MBS, \$12.00 (-----)  
 WAOP, 980, 1 KW (Days), COUNTRY ABC-I, \$ 5.53 (Mich Spot) (OTSEGO)

FM STATIONS

WQLR-FM, 106.5, 33 KW @ 600, BTFL MUS (KalaMusic), \$18.75 (Masla)  
 WKFR-FM, 103.3, 31 KW @ 370, CONTEMP (Drake-Chen), \$ 7.75 (Pro-Meek) (BATTLE CREEK)

For WOOD-FM, WGRD-FM - See Grand Rapids  
 For WLS, WGN, WMAQ - See Chicago  
 For Television, Newspaper and ADI info - See Grand Rapids

KANSAS CITY

SRDS Market # 29; ADI # 27  
 FCC Revenue Rank # 27  
 FCC Income Rank # 86  
 APR 15.5  
 Metro Pop: 1,056,100  
 National Rev: \$2,779,397

Revenue : \$9,168,706  
 Income : \$ 251,170  
 FM Rev : \$4,266,701  
 FM Inc : \$ 749,955  
 Comb Rev : \$13,435,407  
 Comb Inc : \$1,001,125

ARB Market # 28  
 Rev Rank # 23  
 Inc Rank # 35  
 Rev per Capita \$12.72  
 Inc per Capita \$ .95  
 Nat Rev per Capita \$ 2.63

12+ METRO SHARE O/N 77 A/M 77

1. KMBZ	18.6	11.9	18.3
2. KMBR-FM	9.1	9.2	11.1
3. WDAF	9.0	11.1	7.3
4. KBEQ-FM	8.6	8.1	6.7
5. KYYS-FM	8.4	6.9	6.6
6. KCMO	7.9	7.3	9.0
7. WHB	7.6	7.8	5.2
8. KCEZ-FM	7.2	5.8	4.9
9. KPRS-FM	5.6	6.8	6.2
10. KCKN-FM	3.5	5.1	3.2
11. KUDL-FM	2.5	2.2	2.2
12. KWKI-FM	1.6	1.5	1.7

12+ TSA 1/4

1. WDAF
2. KMBZ
3. KCMO
4. KYYS-FM
5. KMBR-FM
6. WHB
7. KBEQ-FM
8. KCEZ-FM
9. KPRS-FM
10. KCKN-FM
11. KUDL-FM
12. KWKI-FM

12+ TSA CUME

1. WDAF	5601
2. KCMO	4970
3. KMBZ	3907
4. WHB	3773
5. KBEQ-FM	2897
6. KYYS-FM	2675
7. KMBR-FM	2201
8. KCEZ-FM	1610
9. KCKN-FM	1050
10. KPRS-FM	1011
11. KUDL-FM	891
12. KCKN	812

12+ FM SHARE (METRO): 49.27% (776 of 1575) (A/M 77: 45.17%)  
 12+ FM SHARE (TSA) : 40.86% (921 of 2254) (A/M 77: 40.15%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA ADI</u>
1. KBEQ-FM	1. KYYS-FM	1. KMBZ	1. KMBZ	1. KMBZ	1. WDAF
2. KYYS-FM	2. KCMO	2. WDAF	2. WDAF	2. KMBR-FM	2. KMBZ
3. KPRS-FM	3. WHB	3. KCMO	3. KCMO	3. WDAF	3. KCMO
4. WHB	4. KMBZ	KYYS-FM	KMBR-FM	4. KCEZ-FM	4. WHB
5. KCMO	5. KBEQ-FM	5. WHB	5. WHB	5. KCMO	5. KMBR-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>Z</u>
ROCK/CONTEMP MOR	124 (1)	345 (4)	469 (5)	29.8
COUNTRY	441 (3)	57 (1)	441 (3)	28.0
BTFL MUSIC	182 (3)	266 (2)	239 (4)	15.2
BLACK	16 (1)	91 (1)	266 (2)	16.9
CLASSICAL		17 (1)	107 (2)	6.8
RELIGION	15 (1)		17 (1)	1.1
VARIETY	6 (1)		15 (1)	1.0
UNKNOWN	15 (1)		6 (1)	0.4
			<u>15 (1)</u>	1.0

1575 (20)

KANSAS CITY ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. KMBZ	1. KMBZ	1. KMBZ
2. WDAF	2. WDAF	2. WDAF
3. KMBR-FM	3. KCMO	3. KPRS-FM
KBEQ-FM	4. WHB	4. KBEQ-FM
5. KYYS-FM	5. KBEQ-FM	5. KCMO
6. KCMO	6. KYYS-FM	6. WHB
7. WHB	7. KMBR-FM	7. KMBR-FM
8. KCEZ-FM	8. KCEZ-FM	8. KYYS-FM
9. KPRS-FM	9. KCKN-FM	9. KCEZ-FM
10. KCKN-FM	10. KPRS-FM	10. KCKN
11. KUDL-FM	11. KUDL-FM	
12. WIBW	12. KCKN	
13. KCKN	13. KWKI-FM	
KWKI-FM	14. KCNW	
15. KXTR-FM	15. KXTR-FM	

ADI FM SHARE: 47.22% (976 of 2067) (A/M 77: 41.73%)

AM STATIONS

KCKN, 1340, 1 KW/250 W, COUNTRY	, \$33.15	(Mc-Guild)	Kaye-Smith
KCMO, 810, 50 KW/10 KW, MOR/AC	ABC-E, \$40.00	(MMR)	Meredith
KCNW, 1380, 5 KW/500 W, ? ? ?	, \$20.00	(Buckley)	
KMBZ, 980, 5 KW, MOR	CBS, \$57.50	(Tor-Lask)	Bonneville
WDAF, 610, 5 KW, COUNTRY	ABC-I, \$73.75	(Katz)	Taft
WHB, 710, 10 KW/5 KW, ROCK	, \$51.50	(Blair)	Storz
WIBW - See Topeka			

FM STATIONS

KBEQ-FM, 104.3, 50 KW @ 953, ROCK	, \$60.50	(RKO)	Mariner
KCEZ-FM, 94.9, 100 KW @ 1057, BTFL MUS (Schulke)	, \$34.50	(Selcom)	Meredith
KCKN-FM, 94.1, 100 KW @ 465, COUNTRY	, \$33.15	(Mc-Guild)	Kaye-Smith
KMBR-FM, 99.7, 100 KW @ 950, BTFL MUS (Bonne)	, \$39.25	(Tor-Lask)	Bonneville
KPRS-FM, 103.3, 100 KW @ 450, BLACK/ROCK MBN	, \$30.00	(Howard)	
KUDL-FM, 98.1, 100 KW @ 250, SOFT ROCK (TM)ABC-E	, \$19.00	(Buckley)	Starr
KWKI-FM, 93.3, 100 KW @ 290, AOR	, \$13.00	(Roslin)	Communi Fund
KXTR-FM, 96.5, 90 KW @ 670, CLASSICAL	, \$14.00	(-----)	
KYYS-FM, 102.1, 100 KW @ 940, AOR (Burk-Abr)	, \$43.50	(Katz)	Taft

TV STATIONS

KBMA	Kansas City	41	IND, Scripps-Howard
KCMO	Kansas City	5	CBS, Meredith
KMBC	Kansas City	9	ABC, Metromedia
WDAF	Kansas City	4	NBC, Taft

NEWSPAPER

Kansas City Star, Times	ME	624,581	Capital Cities
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KNOXVILLE

SRDS Market # 86  
 FCC Revenue Rank # 64  
 FCC Income Rank # 109  
 APR 15.5  
 Metro Pop: 377,000  
 National Rev: \$826,390

Revenue : \$4,502,056  
 Income : \$ 159,753  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 73  
 Rev Rank # 68  
 Inc Rank # 90  
 Rev per Capita \$11.94  
 Inc per Capita \$ .42  
 Nat Rev per Capita \$ 2.19

<u>12+ METRO SHARE</u>				<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1.	WRJZ	16.1	18.1	6.0	1.	WOKI-FM	2287
	WEZK-FM	16.1	14.3	15.7	2.	WEZK-FM	2255
3.	WIVK-FM	14.6	11.8	15.8	3.	WIVK-FM	2020
4.	WNOX	11.3	9.7	14.2	4.	WRJZ	1695
5.	WIVK	11.1	11.8	10.4	5.	WEZK-FM	1538
6.	WOKI-FM	5.5	4.7	6.8	6.	WBIR-FM	1426
7.	WBIR-FM	4.8	7.5	4.3	7.	WIVK	1305
8.	WBIR	2.7	3.8	4.9	8.	WBIR	532
9.	WKGK	2.6	2.6	2.3	9.	WOKI	327
10.	WGAP	2.4	2.6	3.4	10.	WKGK	277

12+ FM SHARE (METRO): 45.19% (244 of 540) (A/M 77: 41.53%)  
 12+ FM SHARE (TSA) : 57.16% (539 of 943) (A/M 77: 49.55%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WRJZ	1. WRJZ	1. WRJZ	1. WIVK-FM	1. WEZK-FM	1. WIVK-FM+
2. WNOX	2. WIVK-FM	2. WIVK-FM	2. WEZK-FM	2. WIVK-FM	2. WRJZ
3. WOKI-FM	3. WNOX	3. WEZK-FM	3. WRJZ	3. WIVK	3. WEZK-FM
	4. WEZK-FM	4. WNOX	4. WIVK	4. WBIR-FM	4. WOKI-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	176 (4)	32 (1)	208 (5)	38.5
COUNTRY	84 (3)	113 (2)	197 (5)	36.5
BTFL MUSIC		94 (1)	94 (1)	17.4
MOR	16 (1)	5 (1)	21 (2)	3.9
VARIETY	8 (1)		8 (1)	1.5
RELIGION	6 (1)		6 (1)	1.1
UNKNOWN	6 (1)		6 (1)	1.1
			540 (16)	

AM STATIONS

WBIR, 1240, 1 KW/250 W , MOR (Bonne) CBS , \$12.50 (Katz) Multimedia  
 WGAP, 1400, 1 KW/250 W , COUNTRY , \$ 5.00 (Midsouth) (MARYVILLE)  
 WIVK, 850, 50 KW (Days), COUNTRY ABC-E, \$22.50 (Tor-Lask)  
 WKGK, 1340, 1 KW/250 W , AOR (Burk-Abr) , \$11.00 (-----)  
 WNOX, 990, 10 KW , CONTEMP , \$24.75 (Blair) Scripps-Howard  
 WRJZ, 620, 5 KW , ROCK , \$27.50 (Mc-Guild)

FM STATIONS

WBIR-FM, 103.5, 100 KW @ 1800, COUNTRY CBS , \$12.50 (Katz) Multimedia  
 WEZK-FM, 97.5, 100 KW @ 1250, BTFL MUS (FM-100) , \$14.50 (Selcom) South Central  
 WIVK-FM, 107.7, 100 KW @ 1970, COUNTRY ABC-E, \$15.00 (Tor-Lask)  
 WOKI-FM, 100.3, 100 KW @ 2000, ROCK MBS , \$17.25 (Eastman) (OAK RIDGE)

TV STATIONS

WATE Knoxville 6 NBC, Nationwide  
 WBIR Knoxville 10 CBS, Multimedia  
 WTVK Knoxville 26 ABC, South Central

NEWSPAPER

Knoxville Journal, News-Sentinel ME 163,346



LAFAYETTE

SRDS Market # 219  
 FCC Revenue Rank # 218  
 FCC Income Rank # 117  
 APR 16.2  
 Metro Pop: 102,200  
 National Rev: \$236,263

Revenue : \$1,051,856  
 Income : \$ 143,437  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 164  
 Rev Rank # 160  
 Inc Rank # 92  
 Rev per Capita \$10.29  
 Inc per Capita \$ 1.40  
 Nat Rev per Capita \$ 2.31

12+ METRO SHARE	A/M 77	A/M 76
1. KTDY-FM	27.7	26.5
2. KVOL	16.9	23.2
3. KPFL	12.0	9.3
4. KXKW	11.4	9.3
5. KSMB-FM	10.8	6.6
6. KROF+	6.6	6.0
7. KDEA-FM	6.0	7.9

12+ TSA 1/4
1. KTDY-FM
2. KROF+
3. KVOL
4. KXKW
5. KSMB-FM
6. KDEA-FM
7. KPFL

12+ TSA CUME	
1. KTDY-FM	1308
2. KVOL	1025
3. KROF+	928
4. KXKW	520
5. KSMB-FM	368
6. KDEA-FM	338
7. KPFL	284

12+ FM SHARE (METRO): 48.68% (74 of 152) (A/M 77: 48.53%)  
 12+ FM SHARE (TSA) : 55.04% (202 of 367) (A/M 77: 51.23%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KTDY-FM	1. KTDY-FM	1. KTDY-FM	1. KTDY-FM	1. KXKW	1. KTDY-FM
2. KVOL	2. KVOL	2. KVOL	2. KVOL	2. KVOL	2. KROF+
	KSMB-FM	3. KSMB-FM	3. KXKW	KPFL	3. KVOL

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	39 (2)	64 (2)	103 (4)	67.8
MOR	20 (1)		20 (1)	13.2
COUNTRY	19 (1)		19 (1)	12.5
BTFL MUSIC		10 (1)	10 (1)	6.6
			152 (7)	

AM STATIONS

KPFL, 1420, 1 KW/500 W , MOR (Radio Arts) ABC-I, \$8.00 (HR Stone)  
 KVOL, 1330, 5 KW/1 KW , ROCK NBC , \$9.58 (Pro-Meek) Kirk  
 KXKW, 1520, 10 KW/500 W, COUNTRY MBS , \$6.55 (Tor-Lask)  
 KROF+, 960, 1 KW (Days), CONTEMP/MOR , \$3.80 (-----) (ABBEVILLE)

FM STATIONS

KSMB-FM, 94.5, 30 KW @ 400, AOR (Burk-Abr) , \$ 9.00 (Carpenter)  
 KTDY-FM, 99.9, 100 KW @ 500, ROCK (Century 21) , \$17.00 (HR Stone)  
 KDEA-FM, 99.1, 50 KW @ 441, BTFL MUS (Kala-Music) , \$ 5.60 (Carpenter) (NEW IBERIA)

TV STATIONS

KATC Lafayette 3 ABC  
 KLFY Lafayette 10 CBS

NEWSPAPERS

Lafayette Advertiser E 29,197, Thomson  
 New Iberia Iberian E 13,640

LAKELAND

SRDS Market # 125  
 FCC Revenue Rank # 158  
 FCC Income Rank # 312  
 APR 15.7  
 Metro Pop: 232,700  
 National Rev: \$312,786

Revenue : \$1,595,307  
 Income : \$ -290,194  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 118  
 Rev Rank # 144  
 Inc Rank # 155  
 Rev per Capita \$6.86  
 Inc per Capita \$-1.25  
 Nat Rev per Capita \$1.34

12+ METRO SHARE	A/M 77	A/M 76
1. WRBQ-FM	14.8	11.5
2. WVFM-FM	11.8	15.4
3. WGTO	10.4	3.3
4. WPCV-FM	8.5	8.0
5. WONN	6.0	5.2
6. WQPD	5.5	5.8
7. WWAB	4.9	3.0
8. WFLA-FM	4.7	7.1
9. WSUN	2.7	5.8
WBJW-FM	2.7	2.5

12+ TSA 1/4
1. WRBQ-FM
2. WGTO
WVFM-FM
4. WPCV-FM
5. WFLA-FM
6. WDBO-FM
7. WONN
8. WQPD
9. WBJW-FM
10. WWAB

12+ TSA CUME
1. WRBQ-FM 743
2. WVFM-FM 516
3. WPCV-FM 464
4. WQPD 388
5. WGTO 370
6. WONN 344
7. WBJW-FM 328
8. WSUN 321
9. WFLA-FM 293
10. WSIR 266

12+ FM SHARE (METRO): 55.35% (176 of 318) (A/M 77: 58.04%)  
 12+ FM SHARE (TSA) : 60.15%, (243 of 404) (A/M 77: 58.38%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WRBQ-FM	1. WRBQ-FM	1. WRBQ-FM	1. WRBQ-FM	1. WVFM-FM	1. WVFM-FM
2. WQPD	2. WGTO	2. WGTO	2. WPCV-FM	2. WGTO	2. WPCV-FM
3. WBJW-FM	3. WPCV-FM	3. WPCV-FM	3. WVFM-FM	3. WPCV-FM	3. WRBQ-FM

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC		70 (5)	70 (5)	22.0
ROCK/CONTEMP	22 (2)	72 (3)	94 (5)	29.6
COUNTRY	58 (4)	34 (2)	92 (6)	28.9
MOR	41 (5)		41 (5)	12.9
BLACK	18 (1)		18 (1)	5.7
UNKNOWN	3 (1)		3 (1)	0.9
			318 (23)	

AM STATIONS

WGTO, 540, 50 KW (Days), COUNTRY , \$ 9.00 (Masla) Hubbard  
 WONN, 1230, 1 KW/250 W , MOR NBC , \$11.00 (Pro-Meek)  
 WQPD, 1430, 5 KW/1 KW , CONTEMP ABC-C, \$ 9.00 (-----)  
 WWAB, 1330, 1 KW (Days) , BLACK MBN , \$ 5.65 (-----)  
 WSIR, 1490, 1 KW/250 W , MOR/TALK ABC-I, \$ 9.00 (Southern)

FM STATIONS

WVFM-FM, 94.1, 100 KW @ 390, BTFL MUS (Bonne) , \$14.63 (Tor-Lask)  
 WPCV-FM, 97.5, 100 KW @ 499, COUNTRY ABC-E, \$ 8.75 (Pro-Meek)

FOR OTHER STATIONS SEE TAMPA AND ORLANDO

NEWSPAPER

Lakeland Ledger E 36,248

LANCASTER

SRDS Market # 109  
 FCC Revenue Rank # 168  
 FCC Income Rank # 119  
 APR 14.9  
 Metro Pop: 282,400  
 National Rev: \$376,493

Revenue : \$1,502,733  
 Income : \$ 137,347  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 100  
 Rev Rank # 150  
 Inc Rank # 93  
 Rev per Capita \$5.32  
 Inc per Capita \$ .47  
 Nat Rev per Capita \$1.33

<u>12+ METRO SHARE</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
	<u>A/M 77</u>	<u>A/M 76</u>			
1. WIOV-FM	11.4	14.8	9.3	1. WIOV-FM	1. WLAN 788
2. WSBA-FM	8.3	8.9	9.3	2. WQXA-FM	2. WQXA-FM 712
WQXA-FM	8.3	10.5	7.7	3. WSBA-FM	3. WIOV-FM 595
4. WLAN	7.8	7.9	7.2	4. WLAN	4. WYCR-FM 587
5. WDAC-FM	5.5	5.0	2.1	5. WUFM-FM	5. WSBA-FM 576
6. WDDL	5.0	5.7	8.2	6. WYCR-FM	6. WDDL 547
WNCE-FM	5.0	6.2	9.3	7. WGSA	7. WNCE-FM 514
WYCR-FM	5.0	4.8	3.4	8. WDAC-FM	8. WSBA 505
9. WGSA	4.0	6.0	4.9	WHP-FM	9. WUFM-FM 435
10. WSBA	3.8	6.2	5.7	10. WNCE-FM	10. WDAC-FM 397

12+ FM SHARE (METRO): 68.23% (262 of 384) (A/M 77: 66.76%)  
 12+ FM SHARE (TSA) : 68.69% (340 of 495) (A/M 77: 69.82%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WYCR-FM	1. WQXA-FM	1. WQXA-FM	1. WSBA-FM	1. WIOV-FM	1. WIOV-FM
2. WLAN	2. WLAN	2. WIOV-FM	2. WIOV-FM	2. WSBA-FM	2. WDAC-FM
WQXA-FM	3. WIOV-FM	3. WSBA-FM	3. WNCE-FM	3. WDAC-FM	3. WLAN

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	41 (3)	81 (5)	122 (8)	31.8
BTFL MUSIC		87 (6)	87 (6)	22.7
MOR	65 (5)	8 (1)	73 (6)	19.0
COUNTRY	6 (1)	48 (1)	54 (2)	14.1
RELIGION		30 (2)	30 (2)	7.8
NEWS/INFO/TALK	11 (1)		11 (1)	2.9
UNKNOWN		7 (1)	7 (1)	1.8
			<u>384 (26)</u>	

AM STATIONS

WDDL, 1490, 1 KW/250 W , MOR/AC , \$22.50 (Mc-Guild) Hall  
 WGSA, 1310, 5 KW (Days), MOR (Radio Arts)ABC-E, \$12.00 (Selcom)  
 WLAN, 1390, 5 KW , ROCK ABC-C, \$15.00 (Masla)

FM STATIONS

WDAC-FM, 94.5, 50 KW @ 500, RELIGION , \$ 8.00 (----) Crawford  
 WIOV-FM, 105.1, 50 KW @ 500, COUNTRY , \$16.75 (Selcom) (EPHRATA)  
 WLAN-FM, 96.9, 50 KW @ 76, BTFL MUS , \$ 8.00 (Masla)  
 WNCE-FM, 101.3, 50 KW @ 1293, BTFL MUS , \$22.50 (Mc-Guild) Hall  
 WUFM-FM, 100.1, 3 KW @ 270, CONTEMP , \$ 9.15 (Masla) (LEBANON)

FOR OTHER STATIONS SEE YORK AND HARRISBURG

FOR ADI, TV AND NEWSPAPER INFO SEE HARRISBURG

LANSING

SRDS Market # 85  
 FCC Revenue Rank # 95  
 FCC Income Rank # 52  
 APR 16.5  
 Metro Pop: 369,900  
 National Rev: \$606,463

Revenue : \$3,004,105  
 Income : \$ 497,155  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 75  
 Rev Rank # 102  
 Inc Rank # 55  
 Rev per Capita \$8.12  
 Inc per Capita \$1.34  
 Nat Rev per Capita \$1.64

12+ METRO SHARE	A/M 77	A/M 76
1. WVIC-FM+	14.1	18.0
2. WFMK-FM	14.0	5.4
3. WITL-FM	10.3	7.1
4. WJR	7.9	8.4
5. WOOD-FM	7.6	5.7
6. WILS-FM	6.9	6.8
7. WILS	5.7	7.0
8. WJIM	5.4	8.2
9. WJIM-FM	4.4	4.5
10. WITL	3.0	6.3

12+ TSA 1/4
1. WFMK-FM
2. WJR
3. WVIC-FM+
4. WITL-FM
5. WOOD-FM
6. WILS-FM
7. WJIM
WILS
9. WITL
10. WKHM

12+ TSA CUME	
1. WVIC-FM+	1535
2. WJR	1439
3. WFMK-FM	1287
4. WILS	959
5. WITL-FM	827
6. WILS-FM	777
7. WJIM	738
8. WOOD-FM	677
9. WJIM-FM	587
10. WITL	566

12+ FM SHARE (METRO): 68.26% (357 of 523) (A/M 77: 55.94%)  
 12+ FM SHARE (TSA) : 60.83% (424 of 697) (A/M 77: 54.11%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WVIC-FM+	1. WFMK-FM	1. WFMK-FM	1. WITL-FM	1. WITL-FM	1. WJR
2. WFMK-FM	2. WVIC-FM+	2. WVIC-FM+	2. WFMK-FM	2. WOOD-FM	2. WITL-FM
3. WILS-FM	3. WILS-FM	3. WILS-FM	WVIC-FM+	3. WJR	3. WVIC-FM+
WILS	4. WJIM	4. WITL-FM	4. WJIM	4. WJIM-FM	4. WFMK-FM

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	56 (2)	207 (5)	263 (7)	50.3
MOR	92 (4)		92 (4)	17.6
COUNTRY	18 (1)	68 (2)	86 (3)	16.4
BTFL MUSIC		82 (4)	82 (4)	15.7
			523 (18)	

AM STATIONS

WILS, 1320, 5 KW/1 KW , CONTEMP , \$15.32 (Tor-Lask)  
 WITL, 1010, 500 W (Days), COUNTRY , \$12.80 (Mc-Guild) Midwest Family  
 WJIM, 1240, 1 KW/250 W , MOR NBC, \$12.00 (Pro-Meek) Gross  
 WKHM, 970, 1 KW , MOR CBS, \$10.00 (Pro-Meek) Patten (JACKSON)  
 WJR - See Detroit

FM STATIONS

WFMK-FM, 99.1, 110 KW @ 600, EASY ROCK ABC-I, \$14.00 (Selcom) Liggett  
 WILS-FM, 101.7, 3 KW @ 180, AOR (Burk-Abr) , \$13.85 (Tor-Lask)  
 WITL-FM, 100.7, 55 KW @ 378, COUNTRY , \$14.70 (Mc-Guild) Midwest Family  
 WJIM-FM, 97.5, 28 KW @ 440, BTFL MUS (TM) , \$ 7.50 (Pro-Meek) Gross  
 WVIC-FM+, 94.9, 20 KW @ 263, ROCK ABC-C, \$18.30 (Buckley)

WOOD-FM - See Grand Rapids

TV STATIONS

WJIM Lansing 6 CBS, Gross  
 WILX Jackson 10 NBC

NEWSPAPER

Lansing State Journal E 71,135, Gannett  
 Jackson Citizen Patriot E 37,588, Newhouse

LAS VEGAS

SRDS Market # 100  
 FCC Revenue Rank # 70  
 FCC Income Rank # 64  
 APR 15.2  
 Metro Pop: 287,900  
 National Rev: \$514,124

Revenue : \$4,122,777  
 Income : \$ 382,322  
 FM Rev : \$ 879,499  
 FM Inc : \$ 179,967  
 Comb Rev : \$5,002,276  
 Comb Inc.: \$ 562,289

ARB Market # 99  
 Rev Rank # 61  
 Inc Rank # 51  
 Rev per Capita \$17.38  
 Inc per Capita \$ 1.95  
 Nat Rev per Capita \$ 1.79

<u>12+ METRO SHARE</u>	<u>O/N 77</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. KENO 13.2	11.3	13.0	1. KENO	1. KENO 941
2. KRAM 12.8	12.4	10.3	2. KRAM	2. KLUC-FM 695
3. KLUC-FM 11.4	9.6	8.0	3. KLUC-FM	3. KRAM 656
4. KORK-FM 10.7	14.3	10.8	4. KORK-FM	4. KFMS-FM 544
5. KENO-FM 9.6	5.2	---	5. KENO-FM	5. KORK 503
6. KXTZ-FM 6.8	6.3	6.8	6. KXTZ-FM	6. KENO-FM 484
7. KFMS-FM 6.4	9.4	11.8	7. KFMS-FM	7. KORK-FM 473
KORK 6.4	7.5	6.5	KORK	8. KDWN 459
9. KDWN 5.5	4.9	7.0	9. KDWN	9. KLUC 335
10. KLUC 3.4	4.2	5.3	10. KLUC	10. KXTZ-FM 270

12+ FM SHARE (METRO): 48.40% (197 of 407) (A/M 77: 41.93%)  
 12+ FM SHARE (TSA) : 48.28% (197 of 408) (A/M 77: 41.93%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1 KENO	1. KLUC-FM	1. KLUC-FM	1. KRAM	1. KRAM	1. KRAM
2. KLUC-FM	2. KENO-FM	KENO	2. KENO	2. KORK-FM	2. KLUC-FM+
3. KENO-FM	3. KENO	KRAM	3. KLUC-FM	3. KORK	3. KORK
	4. KFMS-FM	4. KENO-FM	4. KXTZ-FM	4. KXTZ-FM	4. KENO

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	73 (2)	120 (3)	193 (5)	47.4
BTFL MUSIC		77 (2)	77 (2)	18.9
COUNTRY	60 (2)		60 (2)	14.7
MOR	57 (3)		57 (3)	14.0
NEWS/INFO/TALK	11 (1)		11 (1)	2.7
BLACK	9 (1)		9 (1)	2.2
			<u>407 (14)</u>	

AM STATIONS

KDWN, 720, 50 KW/10 KW , MOR , \$11.25 (Eastman)  
 KENO, 1460, 5 KW/1 KW , ROCK ABC-C, \$16.00 (Lotus) Lotus  
 KLUC, 1140, 10 KW (Days), ROCK , \$ 4.00 (Selcom)  
 KORK, 920, 5 KW/500 W , MOR NBC , \$13.00 (Mc-Guild) Donrey  
 KRAM, 1340, 1 KW/250 W , COUNTRY ABC-E, \$13.00 (Tor-Lask)

FM STATIONS

KENO-FM, 92.3, 27 KW @ 179, AOR ABC-F, \$13.00 (Lotus) Lotus  
 KFMS-FM, 101.9, 20 KW @ 41, ROCK , \$14.20 (Katz)  
 KLUC-FM, 98.5, 6 KW @ 250, ROCK , \$12.00 (Selcom)  
 KORK-FM, 97.1, 44 KW @ 195, BTFL MUS (Schulke) , \$15.00 (Mc-Guild) Donrey  
 KXTZ-FM, 94.1, 41 KW @ 100, BTFL MUS (TM) , \$ 9.50 (Groskin)

TV STATIONS

KLAS Las Vegas 8 CBS, Hughes  
 KORK Las Vegas 3 NBC, Donrey  
 KSHO Las Vegas 13 ABC  
 KVVU Henderson 5 IND

NEWSPAPERS Las Vegas Review Journal E 69,611, Donrey  
 Las Vegas Sun M 43,064

LEXINGTON

SRDS Market # 120  
 FCC Revenue Rank # 106  
 FCC Income Rank # 81  
 APR 15.1  
 Metro Pop: 250,700  
 National Rev: \$617,404

Revenue : \$2,694,336  
 Income : \$ 274,860  
 FM Rev : \$ 714,598  
 FM Inc : \$ 117,220  
 Comb Rev : \$3,408,934  
 Comb Inc : \$ 392,080

ARB Market # 108  
 Rev Rank # 85  
 Inc Rank # 67  
 Rev per Capita \$13.60  
 Inc per Capita \$ 1.56  
 Nat Rev per Capita \$ 2.46

<u>12+ METRO SHARE</u>			<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WLAP	17.9	12.3	15.3		1. WLAP-FM	1. WVLK 1684
2. WLAP-FM	15.8	14.6	8.8		2. WLAP	2. WLAP 1640
3. WVLK	15.6	19.8	15.0		3. WVLK	3. WLAP-FM 1306
4. WVLK-FM	11.6	10.9	12.1		4. WVLK-FM	4. WVLK-FM 947
5. WKQQ-FM	8.2	9.7	5.9		5. WKQQ-FM	5. WHAS 942
6. WBLG	7.4	5.7	6.5		6. WHAS	6. WAKY 685
7. WAXU+	5.8	10.3	9.8		7. WAXU+	7. WKQQ-FM 678
8. WAKY	2.9	1.7	2.8		8. WBLG	8. WBLG 555
WHAS	2.9	3.7	3.7		9. WAKY	9. WAXU+ 514
10. WNVL	2.1	3.2	5.4		10. WLW	10. WLW 406

12+ FM SHARE (METRO): 41.34% (148 of 358) (A/M 77: 41.37%)  
 12+ FM SHARE (TSA) : 40.44% (222 of 549) (A/M 77: 39.62%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WLAP-FM	1. WLAP	1. WLAP	1. WVLK	1. WVLK-FM	1. WVLK
2. WLAP	2. WLAP-FM	2. WLAP-FM	2. WLAP	2. WVLK	2. WLAP
3. WVLK	3. WKQQ-FM	3. WVLK	3. WVLK-FM	3. WAXU+	3. WHAS

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	138 (3)	91 (2)	229 (5)	64.0
MOR	48 (5)	1 (1)	49 (6)	13.7
COUNTRY	24 (2)	6 (1)	30 (3)	8.4
BTFL MUSIC		44 (1)	44 (1)	12.3
UNKNOWN		6 (1)	6 (1)	1.7
			358 (16)	

AM STATIONS

WAXU+, 1580, 10 KW (Days), COUNTRY MBS , \$ 9.00 (Sav-Gates)  
 WBLG, 1300, 1 KW , MOR NBC , \$ 8.00 (Pro-Meek)  
 WLAP, 630, 5 KW/1 KW , CONTEMP CBS , \$15.00 (Mc-Guild) Illinois Brdcst  
 WNVL, 1250, 500 W (Days) , COUNTRY/TALK , \$ 6.75 (Regional) (NICHOLASVILLE)  
 WVLK, 590, 5 KW/1 KW , CONTEMP ABC-I, \$16.75 (Tor-Lask) Bluegrass

FM STATIONS

WKQQ-FM, 98.1, 50 KW @ 551, AOR , \$13.00 (Pro-Meek)  
 WLAP-FM, 94.5, 50 KW @ 280, ROCK (TM) , \$11.00 (Mc-Guild) Illinois Bdcst  
 WVLK-FM, 92.9, 100 KW @ 854, BTFL MUS (FM-100) , \$14.50 (Tor-Lask) Bluegrass  
 WAKY, WHAS - See Louisville WLW - See Cincinnati

TV STATIONS

WKYT Lexington 27 CBS, Bluegrass  
 WLEX Lexington 18, NBC, Gay-Bell  
 WTVQ Lexington 62 ABC, Starr

NEWSPAPER

Lexington Herald, Leader 95,863, Knight-Ridder

LINCOLN

SRDS Market # 169  
 FCC Revenue Rank # 108  
 FCC Income Rank # 90  
 APR 17.1  
 Metro Pop: 160,500  
 National Rev: \$587,480

Revenue : \$2,656,333  
 Income : \$ 240,384  
 FM Rev : \$ 587,480  
 FM Inc : \$ 6,080  
 Comb Rev : \$3,243,813  
 Comb Inc : \$ 246,464

ARB Market # 143  
 Rev Rank # 96  
 Inc Rank # 79  
 Rev per Capita \$20.21  
 Inc per Capita \$ 1.54  
 Nat Rev per Capita \$ 3.66

12+ METRO SHARE	A/M 77	A/M 76
1. KFOR	18.2	17.5
2. KFMQ-FM	14.6	16.0
3. KLMS	13.5	14.5
4. KLIN-FM	8.8	8.5
5. WOW	6.9	5.0
6. KECK	5.8	6.5
KFOR-FM	5.8	5.5
KGOR-FM	5.8	4.5
9. KFAB	4.7	10.0
10. KLIN	3.6	5.5

12+ TSA 1/4
1. KFOR
2. KFMQ-FM
3. KLMS
4. KFAB
5. WOW
6. KLIN-FM
7. KGOR-FM
8. KFOR-FM
KECK
10. KLIN

12+ TSA CUME
1. KLMS 695
2. WOW 679
3. KFOR 595
4. KFAB 498
5. KFMQ-FM 452
6. KGOR-FM 386
7. KLIN-FM 326
8. KFOR-FM 310
9. KLIN 267
10. KECK 232

12+ FM SHARE (METRO): 42.64% (110 of 258) (A/M 77: 38.66%)  
 12+ FM SHARE (TSA): 40.75% (130 of 319) (A/M 77: 30.90%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KLMS	1. KFMQ-FM	1. KFMQ-FM	1. KFOR	1. KFOR	1. KFOR
2. KFMQ-FM	2. KLMS	2. KLMS	2. KLMS	2. KLIN-FM	2. KFAB
3. KGOR-FM	3. WOW	3. KFOR	3. KLIN-FM	3. KECK	3. KLMS

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	58 (3)	56 (2)	114 (5)	44.2
MOR	73 (3)		73 (3)	28.3
BTFL MUSIC		40 (2)	40 (2)	15.5
COUNTRY	17 (2)	6 (1)	23 (3)	8.9
RELIGION		8 (1)	8 (1)	3.1
			258 (14)	

AM STATIONS

KECK, 1530, 5 KW (Days), COUNTRY , \$12.80 (Sav-Gates)  
 KFOR, 1240, 1 KW/250 W , MOR ABC-I, \$22.00 (Mc-Guild) Stuart  
 KLIN, 1400, 1 KW/250 W , MOR MBS,CBS, \$12.70 (-----)  
 KLMS, 1480, 1 KW , CONTEMP , \$15.00 (Pro-Meek)

FM STATIONS

KFMQ-FM, 101.9, 100 KW @ 275, ROCK , \$14.00 (-----)  
 KFOR-FM, 102.7, 100 KW @ 500, BTFL MUS (FM-100) ABC-F, \$ 7.50 (Mc-Guild) Stuart  
 KLIN-FM, 107.3, 100 KW @ 300, BTFL MUS (Bonne) , \$19.80 (-----)

TV STATIONS

KOLN Lincoln 10 CBS, Fetzer  
 KHAS Hastings 5 NBC  
 KHGI Kearney 13 ABC

NEWSPAPER

Lincoln Star, Journal ME 75,113, Lee

LITTLE ROCK

SRDS Market # 102  
 FCC Revenue Rank # 75  
 FCC Income Rank # 48  
 APR 14.9  
 Metro Pop: 308,700  
 National Rev: \$798,729

Revenue : \$3,863,683  
 Income : \$ 544,260  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 91  
 Rev Rank # 75  
 Inc Rank # 52  
 Rev per Capita \$12.52  
 Inc per Capita \$ 1.76  
 Nat Rev per Capita \$ 2.59

12+ METRO SHARE	A/M 77	A/M 76
1. KLAZ-FM	17.4	22.0
2. KAAZ	13.3	10.3
3. KKYK-FM	11.8	5.8
4. KLRA	10.7	13.8
5. KOKY	9.8	2.5
6. KARN	8.7	7.5
7. KEZQ-FM	8.5	11.0
8. KLAZ	3.9	11.5
9. KXLR	3.7	5.8
10. KGMR-FM	3.1	2.3

12+ TSA 1/4
1. KKYK-FM
2. KLAZ-FM
3. KAAZ
4. KLRA
5. KEZQ-FM
6. KOKY
7. KARN
8. KXLR
9. KGMR-FM
10. KLAZ

12+ TSA CUME
1. KAAZ 2491
2. KKYK-FM 2289
3. KLAZ-FM 1836
4. KLRA 1258
5. KEZQ-FM 985
6. KARN 767
7. KLAZ 735
8. KXLR 567
9. KOKY 485
10. KGMR-FM 402

12+ FM SHARE (METRO): 43.78% (197 of 450) (A/M 77: 43.08%)  
 12+ FM SHARE (TSA) : 52.38% (452 of 863) (A/M 77: 50.40%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KLAZ-FM	1. KLAZ-FM	1. KLAZ-FM	1. KLAZ-FM	1. KEZQ-FM	1. KKYK-FM
2. KKYK-FM	2. KAAZ	2. KAAZ	2. KAAZ	KLRA	2. KLRA
3. KOKY	3. KKYK-FM	3. KKYK-FM	3. KKYK-FM	3. KARN	3. KAAZ
4. KAAZ	4. KOKY	4. KOKY	4. KEZQ-FM	4. KAAZ	4. KLAZ-FM+

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	79 (2)	134 (2)	213 (4)	47.3
COUNTRY	75 (4)	24 (2)	99 (6)	22.0
BTFM MUSIC	40 (1)	39 (1)	79 (2)	17.6
BLACK	45 (1)		45 (1)	10.0
RELIGION	10 (2)		10 (2)	2.2
UNKNOWN	4 (1)		4 (1)	0.9
			450 (16)	

AM STATIONS

KAAZ, 1090, 50 KW , ROCK ABC-C, \$27.75 (Katz) Multimedia  
 KARN, 920, 5 KW , BTFM MUS (TM) NBC, \$17.75 (Blair)  
 KLAZ, 1250, 1 KW/500 W , CONTEMP/R&B , \$29.30 (Tor-Lask) Ron Curtis  
 KLRA, 1010, 10 KW/5 KW , COUNTRY CBS, \$18.50 (Buckley)  
 KOKY, 1440, 5 KW (Days), BLACK MBN, \$13.50 (Howard)  
 KXLR, 1150, 5 KW/1 KW , COUNTRY ABC-E, MBS, \$12.50 (Selcom) Starr

FM STATIONS

KEZQ-FM, 94.1, 60 KW @ 770, BTFM MUS (Bonne) , \$17.25 (Katz) Multimedia  
 KGMR-FM, 100.3, 25 KW @ 195, COUNTRY , \$ 6.00 (Miller) (JACKSONVILLE)  
 KKYK-FM, 103.7, 100 KW @ 1510, ROCK , \$24.25 (Blair)  
 KLAZ-FM, 98.5, 100 KW @ 880, ROCK , \$29.30 (Tor-Lask) Ron Curtis

TV STATIONS

KARK Little Rock 4 NBC, Combined Communications  
 KATV Little Rock 7 ABC, Leake  
 KTHV Little Rock 11 CBS, Arkansas Democrat

NEWSPAPERS

Little Rock Arkansas Democrat E 56,417  
 Little Rock Arkansas Gazette M 123,823



LOS ANGELES

SRDS Market # 3; ADI # 2  
 FCC Revenue Rank # 2  
 FCC Income Rank # 1  
 APR 16.1  
 Metro Pop: 7,268,800  
 National Revenue: \$29,401,795

Revenue : \$64,255,157  
 Income : \$12,174,359  
 FM Rev : \$18,403,828  
 FM Inc : \$ 4,295,020  
 Comb. Rev : \$82,658,985  
 Comb. Inc : \$16,469,379

ARB Market # 2  
 Rev Rank # 2  
 Inc Rank # 1  
 Rev per Capita \$11.37  
 Inc per Capita \$ 2.27  
 Nat Rev per Capita \$4.05

12+ METRO SHARE	O/N 77	A/M 77
1. KABC	8.6	5.8
2. KBIG-FM	6.6	6.8
3. KJOI-FM	4.9	4.4
4. KNX	4.5	4.0
5. KFVB	4.5	3.9
6. KHJ	3.6	3.5
KMET-FM	3.6	2.8
8. KPFC	3.4	3.5
9. KLOS-FM	2.8	3.6
10. KFI	2.7	3.1
11. KUTE-FM	2.6	1.1
12. KNX-FM	2.6	4.0
13. KLAC	2.6	2.9
14. KRTH-FM	2.5	3.4
15. KOST-FM	2.5	1.7
16. KRLA	2.4	2.5
17. KTNQ	2.4	2.1
18. KDAY	2.1	2.6
19. KPOL-FM	2.1	2.0
KIIS-FM	2.1	2.7

12+ TSA 1/4
1. KABC
2. KBIG-FM
3. KNX
4. KJOI-FM
5. KMET-FM
6. KFVB
7. KFI
8. KPFC
9. KLOS-FM
10. KHJ
11. KRTH-FM
12. KLAC
13. KNX-FM
14. KOST-FM
15. KUTE-FM
16. KTNQ
17. KIIS-FM
18. KRLA
19. XTRA
20. KDAY

12+ TSA CUME
1. KNX 15179
2. KABC 14781
3. KBIG-FM 12862
4. KFVB 12761
5. KFI 12355
6. KHJ 10747
7. KMET-FM 8684
8. KLOS-FM 8516
9. KJOI-FM 8504
10. KPFC 8411
11. KTNQ 8039
12. KRTH-FM 7981
13. KNX-FM 7305
14. KIIS-FM 7082
15. KRLA 6585
16. KLAC 6343
17. KOST-FM 5741
18. XTRA 5700
19. KIQQ-FM 4828
20. KPOL-FM 4480

12+ FM SHARE (METRO): 45.93% (4963 of 10805) (A/M 77: 46.60%)

12+ FM SHARE (TSA) : 46.19% (5825 of 12611) (A/M 77: 46.77%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KTNQ	1. KMET-FM	1. KBIG-FM	1. KABC	1. KBIG-FM	1. KABC
2. KHJ	2. KNX-FM	2. KABC	2. KBIG-FM	2. KABC	2. KNX
3. KMET-FM	3. KRTH-FM	3. KMET-FM	3. KJOI-FM	3. KJOI-FM	3. KFVB
4. KDAY	4. KHJ	4. KNX-FM	4. KPFC	4. KNX	4. KFI
5. KLOS-FM	5. KLOS-FM	5. KHJ	5. KNX-FM	5. KFVB	5. KBIG-FM
6. KIIS-FM	6. KUTE-FM	6. KRTH-FM	6. KFVB	6. KPFC	6. KLOS-FM
KIQQ-FM	7. KPOL-FM	7. KJOI-FM	7. KNX	7. KLAC	7. KLAC

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	1171 (5)	2502 (11)	3673 (16)	34.0
BTFL MUSIC	129 (1)	1752 (4)	1881 (5)	17.4
NEWS/INFO/TALK	2060 (3)		2060 (3)	19.1
MOR	992 (5)		992 (5)	9.2
BLACK	347 (2)	383 (2)	730 (4)	6.8
COUNTRY	300 (1)	126 (1)	426 (2)	3.9
SPANISH	445 (3)		445 (3)	4.1
CLASSICAL	161 (1)	109 (1)	270 (2)	2.5
JAZZ		91 (1)	91 (1)	.8
RELIGION	205 (2)		205 (2)	1.9
UNKNOWN	77 (1)		77 (1)	.7

10805 (44)

LOS ANGELES ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUMES (12+)</u>
1. KABC	1. KABC	1. KFWB
2. KBIG-FM	2. KNX	2. KABC
3. KNX	3. KFWB	3. KNX
4. KJOI-FM	4. KBIG-FM	4. KWKW
5. KMET-FM	5. KFI	5. KALI
6. KFWB	6. KHJ	6. KBIG-FM
7. KFI	7. KJOI-FM	7. KHJ
8. KMPC	8. KMET-FM	8. KLAC
9. KLOS-FM	9. KMPC	9. KTNQ
10. KHJ	10. KLOS-FM	10. KJOI-FM
11. KRTH-FM	11. KTNQ	
12. KLAC	12. KRTH-FM	
13. KNX-FM	13. KIIS-FM	
14. KOST-FM	14. KNX-FM	
15. KUTE-FM	15. KRLA	

ADI FM SHARE: 47.21% (5683 of 12058) (A/M 77: 47.22%)

AM STATIONS

KABC, 790, 5 KW	, NEWS/TALK	ABC-I, \$166.25	(Katz)	ABC
KALI, 1430, 5 KW	, SPANISH	, \$ 42.50	(UBC)	United
KDAY, 1580, 50 KW	, BLACK	NBN, \$ 67.13	(Howard)	Rollins
KFI, 640, 50 KW	, MOR/CONTEMP	ABC-E, \$106.22	(Christal)	Cox
KFWB, 980, 5 KW	, NEWS	, \$121.88	(RAR)	Westinghouse
KHJ, 930, 5 KW	, ROCK	, \$145.00	(RKO)	RKO
KLAC, 570, 5 KW	, COUNTRY	, \$ 98.00	(Metro)	Metromedia
KMPC, 710, 50 KW/10 KW	, MOR	, \$107.22	(MMR)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS, \$120.63	(CBS Spot)	CBS
KRLA, 1110, 50 KW/10 KW	, ROCK	, \$ 81.00	(P/W)	
KTNQ, 1020, 50 KW	, ROCK	, \$ 74.00	(----)	Storer
XTRA, 690, 50 KW	, BTFL MUS	, \$ 46.00	(Buckley)	(TUJUANA)
KWKW, 1300, 5 KW/ 1 KW	, SPANISH	, \$ 39.00	(P/W)	Lotus

FM STATIONS

KBIG-FM, 104.3, 105 KW @ 5800, BTFL MUS (Bonne)	, \$154.38	(Tor-Lask)	Bonne
KIIS-FM, 102.7, 8.3 KW @ 2790, ROCK	ABC-C, \$124.38	(Eastman)	Combined
KIQQ-FM, 100.3, 58 KW @ 1180, ROCK	, \$ 65.00	(Masla)	Outlet
KJOI-FM, 98.7, 75 KW @ 1833, BTFL MUS (Schulke)	, \$110.00	(Selcom)	LA Coke
KLOS-FM, 95.5, 68 KW @ 2920, AOR	ABC-F, \$102.25	(Katz)	ABC
KMET-FM, 94.7, 58 KW @ 2835, AOR	, \$110.00	(Metro)	Metromed,
KNX-FM, 93.1, 54 KW @ 2870, SOFT ROCK	, \$ 85.00	(CBS-FM)	CBS
KOST-FM, 103.5, 13 KW @ 3100, BTFL MUS (FM-100)	, \$ 89.78	(Christal)	Cox
KPOL-FM, 93.9, 49 KW @ 2000, SOFT ROCK (Burk-Abr)	, \$ 88.50	(Blair)	Cap. Cit.
KRTH-FM, 101.1, 59 KW @ 5858, CONTEMP/OLDIES	, \$101.25	(RKO)	RKO
KUTE-FM, 101.9, 690 W @ 2860, BLACK/DISCO	, \$ 52.00	(HR Stone)	

TV STATIONS

KABC LA 7	ABC,ABC	KMEX LA 34	IND,Spanish Int
KBSA Guasti 46	IND	KNBC LA 4	NBC,NBC
KBSC Corona 52	IND	KNXT LA 2	CBS,CBS
KCOP LA 13	IND,Chris-Craft	KTLA LA 5	IND, Golden West
KHJ LA 9	IND,RKO	KTTV LA 11	IND,Metromedia
KLXA LA 40	IND	KWHY LA 22	IND

NEWSPAPERS

Los Angeles Times	M	984,233, Times-Mirror
Los Angeles Herald-Examiner	E	330,604, Hearst
Santa Ana Register	ME	205,957, Freedom
Long Island Ind & Press Reg	ME	144,325, Knight-Ridder

LOUISVILLE

SRDS Market # 42; ADI # 45  
 FCC Revenue Rank # 34  
 FCC Income Rank # 39  
 APR 14.5  
 Metro Pop: 728,100  
 National Rev: \$1,965,103

Revenue : \$7,378,185  
 Income : \$ 758,031  
 FM Rev : \$1,426,910  
 FM Inc : \$ -366,623  
 Comb Rev : \$8,805,095  
 Comb Inc : \$ 391,408

ARB Market # 40  
 Rev Rank # 33  
 Inc Rank # 68  
 Rev per Capita \$12.09  
 Inc per Capita \$ .54  
 Nat Rev per Capita \$ 2.70

12+ METRO SHARE	O/N 77	A/M 77
1. WAVE	13.0	12.0
2. WAKY	10.2	8.9
3. WHAS	9.5	9.9
4. WLRS-FM	9.2	11.0
5. WQHI-FM	9.0	11.3
6. WVEZ-FM	8.5	8.0
7. WKLO	8.1	7.1
8. WLOU	6.2	7.5
9. WCSN-FM	5.9	3.7
10. WINN	5.7	5.4
11. WAMZ-FM	4.9	4.5
12. WTMT	2.1	2.3

12+ TSA 1/4
1. WHAS
2. WAKY
3. WQHI-FM
4. WAVE
5. WVEZ-FM
6. WLRS-FM
7. WKLO
8. WAMZ-FM
9. WCSN-FM
10. WLOU
11. WINN
12. WTMT

12+ TSA CUME
1. WHAS 3801
2. WAKY 3662
3. WQHI-FM 2603
4. WAVE 2422
5. WKLO 2280
6. WLRS-FM 1488
7. WAMZ-FM 1413
8. WINN 1060
9. WVEZ-FM 1053
10. WCSN-FM 845
11. WLOU 726
12. WTMT 534

12+ FM SHARE (METRO): 41.72% (428 of 1026) (A/M 77: 42.61%)  
 12+ FM SHARE (TSA) : 41.88% (565 of 1349) (A/M 77: 40.67%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WLRS-FM	1. WAKY	1. WAKY	1. WAKY	1. WAVE	1. WHAS
2. WKLO	2. WLRS-FM	2. WQHI-FM	2. WVEZ-FM	2. WVEZ-FM	2. WAKY
WQHI-FM	3. WQHI-FM	3. WLRS-FM	3. WHAS	3. WHAS	3. WAVE
4. WAKY	4. WKLO	4. WHAS	4. WAVE	4. WINN	4. WKLO
5. WLOU	5. WHAS	5. WVEZ-FM	5. WINN	5. WCSN-FM	5. WQHI-FM

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	194 (2)	192 (2)	386 (4)	37.6
MOR	242 (3)		242 (3)	23.6
COUNTRY	82 (2)	52 (1)	134 (3)	13.1
BTFL MUSIC		152 (2)	152 (2)	14.8
BLACK	66 (1)	17 (1)	83 (2)	8.1
RELIGION	14 (1)		14 (1)	1.4
UNKNOWN		15 (1)	15 (1)	1.5
			<u>1026 (16)</u>	

LOUISVILLE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WHAS	1. WHAS	1. WHAS
2. WAKY	2. WAKY	2. WAKY
3. WQHI-FM	3. WQHI-FM	3. WAVE
4. WAVE	4. WAVE	4. WKLO
5. WVEZ-FM	5. WKLO	5. WLRS-FM
6. WLRS-FM	6. WLRS-FM	6. WINN
7. WKLO	7. WAMZ-FM	7. WLOU
8. WAMZ-FM	8. WINN	8. WQHI-FM
9. WLOU	9. WVEZ-FM	9. WVEZ-FM
10. WCSN-FM	10. WCSN-FM	10. WCSN-FM
11. WINN	11. WLOU	
12. WTMT	12. WTMT	
13. WIEL	13. WSTM-FM	
14. WSTM-FM	14. WFIA	
15. WTCO	15. WFIA-FM	
ADI FM SHARE: 41.21%	(593 of 1439)	(A/M 77: 41.49%)

AM STATIONS

WAKY, 790, 5 KW/1 KW , ROCK	, \$53.00	(Blair)	Multimedia
WAVE, 970, 5 KW , MOR/AC	NBC , \$32.75	(Katz)	Orion
WFIA, 900, 1 KW (Days), RELIGION	, \$ 6.40	(-----)	
WHAS, 840, 50 KW , MOR	CBS , \$44.75	(MMR)	
WINN, 1240, 1 KW/250 W , COUNTRY	ABC-E, \$34.00	(Tor-Lask)	Bluegrass
WKLO, 1080, 10 KW/1 KW , ROCK	ABC-C, \$32.40	(Eastman)	Great Trails
WTMT, 620, 500 W (Days), COUNTRY	, \$15.00	(Masla)	
WIEL, 1400, 1 KW , MOR	ABC-C, \$ 6.00	(Regional)	(ELIZABETHTOWN)
WTCO, 1450, 1 KW/250 W , ? ? ?	, \$ 3.00	(Regional)	(CAMPBELLSVILLE)
WLOU, 1350, 5 KW (Days), BLACK	NBN , \$27.50	(Howard)	

FM STATIONS

WAMZ-FM, 97.5, 100 KW @ 505, COUNTRY	MBS, \$17.25	(MMR)	
WCSN-FM, 99.7, 20 KW @ 720, BTFL MUS (Bonne)	, \$10.00	(Eastman)	Great Trails
WFIA-FM, 103.9, 1 KW @ 490, ? ? ?	, \$ 6.00	(---)	
WLRS-FM, 102.3, 3 KW @ 300, AOR (Burk-Abr)	, \$34.00	(Christal)	Kentucky Tech
WQHI-FM, 95.7, 34 KW @ 580, ROCK (TM)	, \$43.00	(Mc-Guild)	
WSTM-FM, 103.1, 3 KW @ 186, DISCO/JAZZ	, \$15.50	(Howard)	
WVEZ-FM, 106.9, 24.5 KW @ 670, BTFL MUS (Schulke)	, \$18.50	(Tor-Lask)	Storer

TV STATIONS

WAVE	Louisville	3	NBC, Orion
WDRB	Louisville	41	IND, Minneapolis Star
WHAS	Louisville	11	CBS
WLKY	Louisville	32	ABC, Combined Communications

NEWSPAPER

Louisville Courier-Journal, Times      ME      370,003

LUBBOCK

SRDS Market # 164  
 FCC Revenue Rank # 99  
 FCC Income Rank # 145  
 APR 15.3  
 Metro Pop: 167,100  
 National Rev: \$366,178

Revenue : \$2,847,140  
 Income : \$ 105,421  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 142  
 Rev Rank # 109  
 Inc Rank # 104  
 Rev per Capita \$17.04  
 Inc per Capita \$ .63  
 Nat Rev per Capita \$ 2.19

<u>12+ METRO SHARE</u>			<u>A/M 77</u>		<u>A/M 76</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME</u>	
1. KSEL	15.7	9.4	15.4	1. KSEL	1052					
2. KTEZ-FM	11.8	9.9	13.6	2. KSEL-FM	747					
3. KSEL-FM	10.6	2.6	7.5	3. KTEZ-FM	621					
KEND	10.6	13.7	2.2	4. KLLL-FM	564					
5. KFYO	9.4	11.2	10.5	5. KFYO	513					
6. KLBK	8.6	11.6	13.6	6. KEND	491					
7. KLBK-FM	7.8	7.3	6.6	7. KLBK	459					
8. KLLL-FM	5.9	9.9	9.6	8. KLBK-FM	365					
9. KLLL	3.9	6.0	8.8	9. KDAV	307					
10. KWGO-FM	3.1	6.9	2.6	10. KLLL	247					

12+ FM SHARE (METRO): 42.56% (103 of 242) (A/M 77: 38.29%)  
 12+ FM SHARE (TSA) : 46.72% (185 of 396) (A/M 77: 40.46%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KSEL	1. KLBK-FM	1. KSEL	1. KTEZ-FM	1. KTEZ-FM	1. KSEL
2. KSEL-FM	2. KSEL	2. KLBK-FM	2. KEND	2. KFYO	2. KFYO
3. KLBK	3. KSEL-FM	KEND	3. KSEL	KEND	3. KLLL-FM+

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	45 (3)	15 (1)	60 (4)	24.8
ROCK/CONTEMP	62 (2)	47 (2)	109 (4)	45.0
BTFL MUSIC		30 (1)	30 (1)	12.4
MOR	24 (1)		24 (1)	10.0
SPANISH	8 (1)	8 (1)	16 (2)	6.6
RELIGION		3 (1)	3 (1)	1.2
			<u>242 (13)</u>	

AM STATIONS

KDAV, 580, 500 W (Days), COUNTRY, \$ 8.33 (Pro-Meek) Pinkston  
 KEND, 1590, 1 KW, COUNTRY, \$ 9.00 (Howard)  
 KFYO, 790, 5 KW/1 KW, MOR, CBS, \$14.00 (Buckley)  
 KLBK, 1340, 1 KW/250 W, CONTEMP, ABC-C, \$16.50 (Selcom) Grayson  
 KLLL, 1460, 1 KW (Days), COUNTRY, NBC, \$ 8.00 (Eastman)  
 KSEL, 950, 5 KW/500 W, ROCK, \$10.00 (Mc-Guild)

FM STATIONS

KLBK-FM, 94.5, 100 KW @ 680, SOFT ROCK, \$ 6.00 (Selcom) Grayson  
 KLLL-FM, 96.3, 100 KW @ 580, COUNTRY, NBC, \$10.00 (Eastman)  
 KSEL-FM, 93.7, 100 KW @ 736, ROCK (TM), \$10.00 (Mc-Guild)  
 KTEZ-FM, 101.1, 59 KW @ 862, BTFL MUS, \$13.50 (Tor-Lask)  
 KWGO-FM, 99.5, 44 KW @ 630, SPANISH, ABC-F, \$ 5.00 (Miller)

TV STATIONS

KCBD Lubbock 11 NBC, Columbus (SC) State-Record  
 KLBK Lubbock 13 CBS, Grayson  
 KMCC Lubbock 28 ABC

NEWSPAPER

Lubbock Avalanche-Journal

ME 71,275

LYNCHBURG

SRDS Market # 204  
 FCC Revenue Rank # 188  
 FCC Income Rank # 281  
 APR 15.4  
 Metro Pop: 124,200  
 National Rev: \$170,936

Revenue : \$1,266,606  
 Income : \$ -78,693  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 155  
 Rev Rank # 157  
 Inc Rank # 134  
 Rev per Capita \$10.20  
 Inc per Capita \$ -.63  
 Nat Rev per Capita \$ 1.38

12+ METRO SHARE

1. WLVA 22.4
2. WJJS-FM 21.9
3. WPVR-FM 8.3
4. WSLQ-FM 7.8
5. WWOD 7.3
6. WLLL 6.8
7. WGOL-FM 5.7
8. WBRG 4.7
9. WWOD-FM 4.2
10. WLRG-FM 1.6

12+ TSA 1/4

1. WJJS-FM
2. WLVA
3. WSLQ-FM
4. WPVR-FM
5. WLLL
6. WGOL-FM
7. WWOD
8. WWOD-FM
9. WBRG
10. WLRG-FM

12+ TSA CUME

1. WLVA 641
2. WSLQ-FM 532
3. WJJS-FM 362
4. WLLL 336
5. WWOD 271
6. WPVR-FM 252
7. WGOL-FM 229
8. WWOD-FM 150
9. WBRG 147
10. WLRG-FM 96

THIS IS THE  
 FIRST REGULAR  
 REPORT FOR  
 LYNCHBURG

12+ FM SHARE (METRO): 53.04% (96 of 181) (A/M 77: NA)  
 12+ FM SHARE (TSA) : 58.51% (141 of 241) (A/M 77: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WJJS-FM	1. WLVA	1. WLVA	1. WLVA	1. WLVA	1. WLVA
2. WLVA	2. WJJS-FM	2. WJJS-FM	2. WJJS-FM	2. WJJS-FM	2. WJJS-FM
WSLQ-FM	3. WSLQ-FM	3. WSLQ-FM	3. WWOD	3. WPVR-FM	3. WSLQ-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	13 (1)	57 (2)	70 (3)	38.7
MOR	43 (1)		43 (1)	23.8
BTFL MUSIC	2 (1)	20 (3)	22 (4)	12.2
COUNTRY	26 (4)	11 (1)	37 (5)	20.4
RELIGION		8 (1)	8 (1)	4.4
VARIETY	1 (1)		1 (1)	0.6
			181 (15)	

AM STATIONS

WBRG, 1050, 1 KW (Days), COUNTRY ABC-C, \$ 6.50 (Sav-Gates)  
 WLLL, 930, 5 KW (Days), CONTEMP NBC, \$ 7.53 (Pro-Meek)  
 WLVA, 590, 1 KW, MOR ABC-I, \$11.05 (Pro-Meek)  
 WWOD, 1390, 5 KW/1 KW, COUNTRY MBS, \$11.63 (Walton) Bahakel

FM STATIONS

WGOL-FM, 98.3, 3 KW @ 248, COUNTRY NBC, \$ 8.00 (Pro-Meek)  
 WJJS-FM, 101.7, 3 KW @ 290, ROCK ABC-E, \$ 6.00 (Dore)  
 WWOD-FM, 100.1, 3 KW @ 155, RELIGION, \$11.63 (Walton) Bahakel

FOR ALL OTHER STATIONS SEE ROANOKE  
 FOR TV STATIONS AND NEWSPAPERS SEE ROANOKE

MACON

SRDS Market # 152  
 FCC Revenue Rank # 124  
 FCC Income Rank # 174  
 APR 14.9  
 Metro Pop: 191,300  
 National Rev: \$429,790

Revenue : \$2,309,410  
 Income : \$ 65,690  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 132  
 Rev Rank # 120  
 Inc Rank # 109  
 Rev per Capita \$12.07  
 Inc per Capita \$ .34  
 Nat Rev per Capita \$ 2.25

12+ METRO SHARE	A/M 77	A/M 76
1. WMAZ	18.6	14.9
2. WMAZ-FM	17.5	14.9
3. WDEN-FM	9.5	6.8
4. WCRY-FM	9.1	6.8
5. WIBB	8.4	12.3
6. WDDO	6.0	17.2
7. WNEX	5.6	6.5
8. WFDR-FM	4.2	1.3
9. WQCK	3.5	1.3
WRBN-FM	3.5	2.6

12+ TSA 1/4
1. WMAZ-FM
2. WMAZ
3. WDEN-FM
4. WCRY-FM
5. WIBB
6. WFDR-FM
7. WDDO
8. WNEX
9. WKLS-FM
10. WDEN

12+ TSA CUME
1. WMAZ-FM 1577
2. WMAZ 1075
3. WDEN-FM 630
4. WCRY-FM 513
5. WIBB 396
6. WNEX 361
7. WDDO 347
8. WFDR-FM 332
9. WDEN 220
10. WRBN-FM 209

12+ FM SHARE (METRO): 50.37% (135 of 268) (A/M 77: 38.49%)  
 12+ FM SHARE (TSA) : 64.15% (272 of 424) (A/M 77: 51.85%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WMAZ-FM	1. WMAZ-FM	1. WMAZ-FM	1. WMAZ	1. WMAZ	1. WMAZ
2. WDDO	2. WMAZ	2. WMAZ	2. WMAZ-FM	2. WCRY-FM	2. WMAZ-FM
WFDR-FM	3. WDEN-FM	3. WDEN-FM	3. WDEN-FM	3. WDEN-FM	3. WDEN-FM

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	26 (2)	65 (3)	91 (5)	34.0
MOR	53 (1)		53 (1)	19.8
COUNTRY	13 (2)	27 (1)	40 (3)	14.9
BLACK	41 (2)	12 (1)	53 (3)	19.8
BTFL MUS		29 (2)	29 (2)	10.8
UNKNOWN		2 (1)	2 (1)	0.7
			268 (15)	

AM STATIONS

WDDO, 900, 250 W (Days), BLACK MBS,NBN, \$13.30 (HR Stone)  
 WDEN, 1500, 1 KW (Days), COUNTRY , \$ 8.20 (Tor-Lask)  
 WIBB, 1280, 5 KW (Days), BLACK MBN, \$ 9.00 (Pro-Meek)  
 WMAZ, 940, 50 KW/10 KW, MOR CBS, \$18.73 (Katz) Multimedia  
 WNEX, 1400, 1 KW/250 W , ROCK ABC-C, \$10.25 (Media S)  
 WQCK, 1600, 1 KW (Days), CONTEMP , \$ 6.00 (-----) (WARN-ROBINS)

FM STATIONS

WCRY-FM, 107.9, 100 KW @ 700, BTFL MUS (TM) , \$13.30 (HR Stone)  
 WDEN-FM, 105.3, 50 KW @ 300, COUNTRY , \$ 8.20 (Tor-Lask)  
 WMAZ-FM, 99.1, 100 KW @ 662, ROCK (Drake-Chen) , \$18.73 (Katz) Multimedia  
 WRBN-FM, 101.7, 3 KW @ 205, CONTEMP , \$ 5.00 (-----) (WARN-ROBINS)  
 WFDR-FM, 93.3, 61 KW @ 488, BLACK NBN,MBN, \$24.00 (Carpenter) (MANCHESTER)

WKLS - See Atlanta

TV STATIONS

WCWB Macon 41 NBC  
 WMAZ Macon 13 CBS,ABC, Multimedia

NEWSPAPER Macon News, Telegraph ME 75,690, Knight-Ridder

MADISON

SRDS Market # 115  
 FCC Revenue Rank # 105  
 FCC Income Rank # 49  
 APR 15.9  
 Metro Pop: 268,800  
 National Rev: \$595,383

Revenue : \$2,724,876  
 Income : \$ 539,905  
 FM Rev : \$ 731,782  
 FM Inc : \$ 161,205  
 Comb Rev: \$3,456,658  
 Comb Inc: \$ 701,110

ARB Market # 104  
 Rev Rank # 83  
 Inc Rank # 45  
 Rev per Capita \$12.86  
 Inc per Capita \$ 2.61  
 Nat Rev per Capita \$ 2.22

<u>12+ METRO SHARE</u>			<u>A/M 77</u>			<u>A/M 76</u>			<u>12+ TSA 1/4</u>			<u>12+ TSA CUME</u>		
1.	WZEE-FM	13.6	11.4	10.9	1.	WZEE-FM		1.	WZEE-FM	1211	2.	WTSO	1022	
2.	WTSO	12.6	17.5	16.4	2.	WTSO		2.	WISM	1015	3.	WIBA	835	
3.	WIBA	11.2	16.3	10.9	3.	WIBA		3.	WTSO	651	4.	WIBA	617	
4.	WYXE-FM	8.4	1.5	2.1	4.	WISM		4.	WYXE-FM	486	5.	WIBA-FM	435	
	WISM	8.4	11.6	12.6	5.	WYXE-FM		5.	WISM-FM	432	6.	WLVE-FM	317	
6.	WIBA-FM	7.3	5.2	6.4		WLVE-FM		6.	WLVE-FM	435	7.	WYXE-FM		
7.	WISM-FM	6.3	6.2	8.1	7.	WISM-FM		7.	WYXE-FM		8.	WIBA-FM		
8.	WLVE-FM	5.2	3.5	4.8	8.	WIBA-FM		8.	WIBA-FM		9.	WTFM		
9.	WWQM-FM	3.5	4.0	3.6	9.	WFAW-FM		9.	WTFM		10.	WWQM-FM		
10.	WFAW-FM	2.6	1.7	.7	10.	WTFM								

12+ FM SHARE (METRO): 56.75% (206 of 363) (A/M 77: 39.06%)  
 12+ FM SHARE (TSA) : 55.66% (285 of 512) (A/M 77: 40.78%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WISM	1. WZEE-FM	1. WZEE-FM	1. WTSO	1. WTSO	1. WTSO
2. WYXE-FM	2. WIBA-FM	2. WYXE-FM	2. WZEE-FM	2. WIBA	2. WIBA
3. WZEE-FM	WYXE-FM	3. WIBA-FM	3. WIBA	3. WLVE-FM	3. WZEE-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	44 (2)	140 (4)	184 (6)	50.1
COUNTRY	54 (1)		54 (1)	14.9
MOR	53 (3)	27 (1)	80 (4)	22.0
BTFL MUSIC		33 (2)	33 (2)	9.1
NEWS/INFO/TALK	6 (2)		6 (2)	1.7
RELIGION		6 (1)	6 (1)	1.7
			<u>363 (16)</u>	

AM STATIONS

WIBA, 1310, 5 KW, MOR, CBS, \$13.00 (Selcom)  
 WISM, 1480, 5 KW, CONTEMP, \$20.06 (Mc-Guild) Midwest Family  
 WTSO, 1070, 10 KW/5 KW, COUNTRY, \$20.00 (Tor-Lask) Midcontinent

FM STATIONS

WIBA-FM, 101.5, 50 KW @ 470, AOR, \$ 9.00 (Selcom)  
 WISM-FM, 98.1, 20 KW @ 350, MOR, \$14.63 (Mc-Guild) Midwest Family  
 WLVE-FM, 94.9, 37 KW @ 1300, BTFL MUS (Bonne), \$13.00 (Masla)  
 WWQM-FM, 106.3, 1.7 KW @ 380, ROCK (TM) ABC-I, \$ 9.50 (Buckley) McKenna  
 WYXE-FM, 92.1, 3 KW @ 300, AOR (Burk-Abr), \$10.00 (Masla) (SUN PRARIE)  
 WZEE-FM, 104.1, 6.3 KW @ 1120, ROCK, \$17.00 (Tor-Lask) Midcontinent  
 WFAW-FM, 107.3, 50 KW @ 500, BTFL MUS (FM-100), \$ 9.41 (----) Blackhawk (FORT ATKINSON)

TV STATIONS

WISC Madison 3 CBS, Morgan Murphy  
 WKOW Madison 27 ABC, Horizons  
 WMTV Madison 15 NBC, Forward

NEWSPAPER

Madison Capitol Times, Wisconsin State Journal ME 114,552



MANCHESTER

SRDS Market # 147  
 FCC Revenue Rank # 177  
 FCC Income Rank # 168  
 APR 16.8  
 Metro Pop: 123,100  
 Nat. Revenue: \$249,070

Revenue : \$1,355,562  
 Income : \$ 72,110  
 FM Rev : \$ NA  
 FM Inc : \$ NA  
 Comb. Rev : \$ NA  
 Comb. Inc : \$ NA

ARB Market # 156  
 Rev Rank # 154  
 Inc Rank # 108  
 Rev per Capita: \$11.01  
 Inc per Capita: \$ .59  
 Nat Rev per Capita \$2.02

12+ METRO SHARE	A/M 77	A/M 76
1. WGIR	15.9	10.0
2. WKBR	11.1	14.7
3. WFEA	10.6	11.1
4. WZID-FM	9.7	13.7
5. WCGY-FM	5.8	6.3
6. WCOZ-FM	5.3	3.2
7. WVBF-FM	4.3	1.6
WBZ	4.3	5.3
9. WJIB-FM	3.9	1.6
WROR-FM	3.9	2.6

12+TSA 1/4
1. WCGY-FM
2. WGIR
3. WBZ
4. WFEA
5. WZID-FM
WCOZ-FM
7. WRKO
8. WSSH-FM
9. WKBR
10. WVBF-FM

12+ TSA CUME
1. WCGY-FM 703
2. WRKO 699
3. WFEA 687
4. WGIR 655
5. WBZ 634
6. WZID-FM 422
7. WKBR 413
8. WCOZ-FM 322
9. WGIR-FM 321
10. WSSH-FM 309

12+ FM SHARE (METRO): 52.55% (103 of 196) (A/M 77: 49.44%)  
 12+ FM SHARE (TSA) : 57.37% (257 of 448) (A/M 77: 59.07%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WFEA	1. WCOZ-FM	1. WFEA	1. WGIR	1. WGIR	1. WGIR
2. WCGY-FM	2. WFEA	2. WGIR	2. WKBR	2. WZID-FM	WBZ
3. WVBF-FM	3. WGIR-FM	WKBR	3. WFEA	3. WKBR	3. WFEA

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	26 (2)	58 (9)	84 (11)	42.9
MOR	65 (3)		65 (3)	33.2
BTFL MUS		39 (4)	39 (4)	19.9
COUNTRY	3 (1)	3 (1)	6 (2)	3.1
NEWS/INFO/TALK	2 (1)		2 (1)	1.0
			196 (21)	

RADIO STATIONS

WFEA, 1370, 5 KW, CONTEMP ABC-C, \$19.50 (Mc-Guild) Ocean Coast  
 WGIR, 610, 5 KW/1 KW, MOR NBC, \$11.50 (Knight) Knight  
 WKBR, 1250, 5 KW, MOR, \$16.00. (Tor-Lask)  
 WGIR-FM, 101.1, 9.6 KW @ 920, SOFT ROCK (Bonne), \$10.50 (Knight) Knight  
 WZID-FM, 95.7, 10.5 KW @ 930, BTFL MUS (TM), \$13.00 (Tor-Lask)

TV STATION

WMUR Manchester 9 ABC, United

NEWSPAPER

Manchester Union Leader, News AD 65,364

McALLEN-BROWNSVILLE

SRDS Market # 116  
 FCC Revenue Rank # 175  
 FCC Income Rank # 245  
 APR 15.5  
 Metro Pop: 309,600  
 National Rev: \$259,050

Revenue : \$1,399,621  
 Income : \$ -5,290  
 FM Rev : \$ 569,469  
 FM Inc : \$ -70,674  
 Comb Rev : \$1,969,090  
 Comb Inc : \$ -75,964

ARB Market # 90  
 Rev Rank # 131  
 Inc Rank # 133  
 Rev per Capita \$6.36  
 Inc per Capita \$-.25  
 Nat Rev per Capita \$ .84

<u>12+ METRO SHARE</u>	<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. KGBT	32.2	31.9	33.0	1. KGBT 1408
2. KRIO	16.5	9.8	19.2	2. KRIO 1232
3. KRGV	16.1	21.5	19.3	3. KRGV 1010
4. KRIX-FM	4.6	---	---	4. KRIX-FM 303
5. KIRT	4.0	4.0	2.9	5. KBFM-FM 265
6. KELT-FM	3.5	3.8	2.3	6. KELT-FM 237
7. KBFM-FM	3.3	5.5	4.2	7. KSOX 227
8. KSOX	3.1	2.4	1.1	8. KIRT 185
9. KDUV-FM	2.1	2.0	3.3	9. KDUV-FM 167
KESI-FM	2.1	1.8	1.1	10. KESI-FM 152

12+ FM SHARE (METRO): 19.55% (86 of 440) (A/M 77: 19.42%)  
 12+ FM SHARE (TSA) : 19.32% (96 of 497) (A/M 77: 19.74%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KRGV	1. KGBT	1. KGBT	1. KGBT	1. KGBT	1. KGBT
2. KRIO	2. KRGV	2. KRIO	2. KRIO	2. KRIO	2. KRGV
3. KGBT	3. KRIO	3. KRGV	3. KRGV	3. KIRT	3. KRIO

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
SPANISH	176 (3)	3 (1)	179 (4)	40.7
ROCK/CONTEMP	156 (2)	38 (2)	194 (4)	44.1
COUNTRY	15 (1)	17 (1)	32 (2)	7.3
BTFL MUSIC		20 (2)	20 (2)	4.5
NEWS/INFO/TALK	7 (1)		7 (1)	1.6
UNKNOWN		8 (1)	8 (1)	1.8
			440 (14)	

AM STATIONS

KGBT, 1530, 50 KW/10 KW , SPANISH , \$34.75 (Katz) Tichenor (HARLINGEN)  
 KIRT, 1580, 1 KW (Days) , SPANISH , \$10.50 (Sav-Gates) (MISSION)  
 KRGV, 1290, 5 KW , ROCK NBC, \$ 9.00 (HR Stone) (WESLACO)  
 KRIO, 910, 5 KW , ROCK , \$16.25 (Mc-Guild) (McALLEN)  
 KSOX, 1240, 1 KW/250 W , COUNTRY , \$ 5.90 (Mission) (RAYMONDVILLE)

FM STATIONS

KBFM-FM, 104.1, 100 KW @ 505, CONTEMP , \$10.10 (Riley) (EDINBURG)  
 KDUV-FM, 100.3, 100 KW @ 500, BTFL MUS , \$10.50 (Milam) (BROWNSVILLE)  
 KELT-FM, 94.5, 100 KW @ 800, COUNTRY , \$ 9.25 (Katz) Tichenor (HARLINGEN)  
 KRIX-FM, 99.5, 100 KW @ 480, CONTEMP (Century 21), \$ 9.25 (Mc-Guild) (McALLEN)  
 KESI-FM, 107.9, 100 KW @ 490, BTFL MUS (TM) , \$10.00 (----) (EDINBURG)

TV STATIONS

KGBT Harlingen 4 CBS/NBC, Tichenor KRGV Weslaco 5 ABC, Manship

NEWSPAPERS

Brownsville Herald E 11,657, Freedom  
 McAllen Monitor E 18,684, Freedom  
 Harlingen Valley Star M 19,439, Freedom

MEDFORD

SRDS Market # 244  
 FCC Revenue Rank # 206  
 FCC Income Rank # 138  
 APR 14.6  
 Metro Pop: 100,800  
 National Rev: \$145,230

Revenue : \$1,117,393  
 Income : \$ 114,290  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 165  
 Rev Rank # 158  
 Inc Rank # 99  
 Rev per Capita \$11.09  
 Inc per Capita \$ 1.13  
 Nat Rev per Capita \$ 1.44

12+ METRO SHARE	A/M 77	A/M 76
1. KYJC	21.8	28.9
2. KBOY+	21.0	15.7
3. KCMX	12.9	13.3
4. KMED	10.9	9.4
KTMT-FM	10.9	12.5
10.8		
6. KSHA	8.2	7.8
7. KDOV	3.4	---
KRVB	3.4	5.5
---		
9. KGO	2.0	.8
---		
10. KAJO	1.4	.8
3.3		

12+ TSA 1/4

1. KAJO
2. KBOY+
3. KYJC
4. KTMT-FM
5. KCMX
6. KMED
7. KSHA
8. KRVB
9. KDOV
10. KGO

12+ TSA CUME

1. KYJC	483
KBOY+	483
3. KTMT-FM	342
4. KMED	287
5. KAJO	265
6. KCMX	246
7. KSHA	161
8. KGO	137
9. KRVB	100
10. KDOV	52

12+ FM SHARE (METRO): 20.57% (29 of 141) (A/M 77: 19.67%)  
 12+ FM SHARE (TSA) : 20.48% (43 of 210) (A/M 77: 18.18%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KBOY+	1. KYJC	1. KYJC	1. KYJC	1. KCMX	1. KAJO
2. KYJC	2. KBOY+	2. KBOY+	2. KCMX	2. KTMT-FM	2. KYJC
	3. KCMX	3. KCMX	KBOY+	KYJC	3. KBOY+

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	50 (2)	13 (1)	63 (3)	44.6
COUNTRY	31 (2)		31 (2)	22.0
BTFM MUSIC	5 (1)	16 (1)	21 (2)	14.9
MOR	18 (2)		18 (2)	12.8
NEWS/INFO/TALK	3 (1)		3 (1)	2.1
RELIGION	5 (1)		5 (1)	3.5
			141 (11)	

AM STATIONS

KYJC, 1230, 1 KW	, CONTEMP	ABC-C, \$10.43	(Tor-Lask)
KBOY+, 730, 1 KW (Days)	, ROCK	ABC-E, \$ 7.50	(Lotus)
KCMX, 580, 1 KW	, COUNTRY	CBS, \$ 7.35	(Pro-Meek)
KDOV, 1350, 1 KW (Days)	, RELIGION	, \$ 4.00	(Oakes)
KMED, 1440, 5 KW/1 KW	, MOR	NBC, \$ 7.77	(Buckley)
KRVB, 1300, 5 KW (Days)	, BTFM MUS	MBS, \$ 4.10	(-----)
KSHA, 860, 1 KW (Days)	, COUNTRY	, \$ 4.50	(Sav-Gates)
KAJO, 1270, 5 KW (Days)	, MOR	, \$ 4.75	(-----) (GRANTS PASS)

FM STATION

KTMT-FM, 93.7, 18.4 KW @ 3263, BTFM MUS ABC-I, \$7.01 (Buckley)  
 KGO - See San Francisco

TV STATIONS

KOBI	Medford	5	CBS/ABC, Cal-Oregon
KTVL	Medford	10	NBC/ABC

NEWSPAPER

Medford Mail Tribune E 25,952, Ottaway

MELBOURNE-TITUSVILLE-COCOA

SRDS Market # 155  
 FCC Revenue Rank # 182  
 FCC Income Rank # 308  
 APR 14.8  
 Metro Pop: 203,500  
 National Rev: \$225,543

Revenue : \$1,561,131  
 Income : \$ -228,843  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 131  
 Rev Rank # 146  
 Inc Rank # 149  
 Rev per Capita \$7.67  
 Inc per Capita \$-1.12  
 Nat Rev per Capita \$1.11

12+ METRO SHARE A/M 77 A/M 76

1. WCKS-FM	18.6	21.8	9.6
2. WDBO-FM	12.3	13.0	12.3
3. WDIZ-FM	9.6	5.3	5.1
4. WEZY-FM	6.6	9.5	6.5
5. WYRL-FM	6.0	4.2	7.8
6. WKKO	5.0	2.1	2.7
WMEL	5.0	4.9	6.5
8. WRMF	4.7	4.6	5.5
9. WCWR	4.3	---	---
10. WTAI-FM	4.0	3.9	5.5

12+ TSA CUME

1. WCKS-FM	755
2. WRMF	435
3. WDBO-FM	422
4. WDIZ-FM	410
5. WMEL	371
6. WEZY-FM	253
7. WKKO	220
8. WYRL-FM	202
9. WCWR	196
10. WMOD	181

TSA AND MSA  
 ARE THE SAME

12+ FM SHARE (METRO): 71.75% (193 of 269) (A/M 77: 70.43%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WCKS-FM	1. WCKS-FM	1. WCKS-FM	1. WCKS-FM	1. WDBO-FM	1. WCKS-FM
2. WDIZ-FM	2. WDIZ-FM	2. WDIZ-FM	2. WDBO-FM	2. WEZY-FM	2. WDBO-FM
3. WRKT-FM	3. WYRL-FM	3. WDBO-FM	3. WCWR	3. WTAI-FM	3. WMEL

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	15 (1)	111 (5)	126 (6)	46.8
BTFM MUSIC	8 (1)	82 (5)	90 (6)	33.5
MOR	33 (3)		33 (3)	12.3
COUNTRY	20 (2)		20 (2)	7.4
			269 (17)	

AM STATIONS

WCWR, 1350, 1 KW	, COUNTRY	ABC-C, \$6.00	(-----)	
WKKO, 860, 1 KW	, CONTEMP	MBS, \$8.00	(Pro-Meek)	
WMEL, 920, 1 KW	, MOR	CBS, \$5.40	(Masla)	Elyria Lorain
WRMF, 1060, 10 KW/5 KW	, MOR	ABC-I, \$6.50	(-----)	

FM STATIONS

WCKS-FM, 101.1, 100 KW @ 500, ROCK	, \$16.00	(P/W)
WEZY-FM, 99.3, 3 KW @ 300, BTFM MUS	, \$ 9.50	(-----)
WRKT-FM, 104.1, 30 KW @ 165, ROCK	, \$ 5.00	(-----)
WTAI-FM, 107.1, 3 KW @ 300, BTFM MUS (TM)	, \$ 5.00	(Bolton)
WYRL-FM, 102.3, 3 KW @ 210, ROCK	, \$ 5.00	(Pro-Meek)

FOR OTHER STATIONS AND INFO SEE ORLANDO

MEMPHIS

SRDS Market # 43; ADI # 35  
 FCC Revenue Rank # 36  
 FCC Income Rank # 37  
 APR 13.8  
 Metro Pop: 710,200  
 National Rev: \$2,642,801

Revenue : \$7,202,967  
 Income : \$ 824,648  
 FM Rev : \$1,403,478  
 FM Inc : \$ 220,342  
 Comb Rev : \$8,606,445  
 Comb Inc : \$1,044,990

ARB Market # 41  
 Rev Rank # 35  
 Inc Rank # 33  
 Rev per Capita \$12.12  
 Inc per Capita \$ 1.47  
 Nat Rev per Capita \$ 3.72

12+ METRO SHARE O/N 77 A/M 77

12+ TSA 1/4

12+ TSA CUME

1. WMC	13.3	11.6	9.1
2. WHBQ	12.4	12.3	13.7
3. WDIA	10.6	14.1	11.8
4. WEZI-FM	9.1	10.5	11.2
5. WLOK	6.6	5.9	11.6
6. WMC-FM	6.5	4.2	5.5
WZXR-FM	6.5	4.6	2.9
WHRK-FM	6.5	5.1	4.5
9. WREC	6.0	5.4	4.7
10. WMPS	5.6	4.6	6.6
11. WQUD-FM	4.8	4.5	6.7
12. KWAM	2.5	3.6	1.8

1. WHBQ	
2. WMC	
3. WEZI-FM	
4. WDIA	
5. WMPS	
6. WMC-FM	
7. WQUD-FM	
8. WHRK-FM	
9. WZXR-FM	
10. WREC	
11. WLOK	
12. KWAM	

1. WHBQ	4978
2. WMPS	2755
3. WMC	2470
4. WDIA	2447
5. WEZI-FM	2085
6. WMC-FM	2037
7. WQUD-FM	1794
8. WREC	1614
9. WHRK-FM	1392
10. WZXR-FM	1291
11. WLOK	1128
12. KWAM	495

12+ FM SHARE (METRO): 37.75% (356 of 943) (A/M 77: 34.58%)  
 12+ FM SHARE (TSA) : 38.24% (603 of 1577) (A/M 77: 35.22%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WHBQ	1. WHBQ	1. WMC	1. WMC	1. WMC	1. WHBQ
2. WDIA	2. WMC-FM	2. WHBQ	2. WHBQ	2. WEZI-FM	2. WMC
3. WHRK-FM	3. WZXR-FM	3. WDIA	3. WEZI-FM	3. WDIA	3. WDIA
4. WLOK	4. WDIA	4. WZXR-FM	4. WDIA	4. WHBQ	4. WMPS
5. WZXR-FM	5. WMC	5. WMC-FM	5. WREC	5. WMPS	5. WEZI-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	121 (1)	175 (3)	296 (4)	31.4
BLACK	169 (2)	64 (1)	233 (3)	24.7
COUNTRY	185 (2)	12 (1)	197 (3)	20.9
BTFL MUSIC		89 (1)	89 (1)	9.4
MOR	59 (1)	16 (1)	75 (2)	8.0
RELIGION	33 (2)		33 (2)	3.5
NEWS/INFO/TALK	20 (1)		20 (1)	2.1

943 (16)

MEMPHIS ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WHBQ	1. WHBQ	1. WMC
2. WMC	2. WMC	2. WDIA
3. WEZI-FM	3. WMPS	3. WHBQ
4. WDIA	4. WDIA	4. WMPS
5. WMPS	5. WMC-FM	5. WHRK-FM
6. WMC-FM	6. WEZI-FM	6. WEZI-FM
7. WHRK-FM	7. WREC	7. WLOK
8. WQUD-FM	8. WQUD-FM	8. WQUD-FM
9. WZXR-FM	9. WZXR-FM	9. WMC-FM
10. WREC	10. WHRK-FM	10. KWAM
11. WLOK	11. WLOK	
12. KWAM	12. KWAM	
13. WWEE	13. KBOA	
KBOA	14. KSUD	
WKRA+	15. WBLE	

ADI FM SHARE: 37.67% (567 of 1505) (A/M 77: 34.36%)

AM STATIONS

KWAM, 990, 10 KW	, RELIGION	, \$15.00	(Stars)	Rivers
WDIA, 1070, 50 KW/10 KW	, BLACK	MBS, \$45.25	(Howard)	Sonderling
WHBQ, 560, 5 KW/1 KW	, ROCK	ABC-I, \$103.13	(RKO)	RKO
WLOK, 1340, 1 KW /250 W	, BLACK	, \$15.00	(HR Stone)	
WMC, 790, 5 KW	, COUNTRY	NBC, \$59.50	(Blair)	Scripps-Howard
WMPS, 680, 10 KW/5 KW	, COUNTRY	ABC-E, \$52.88	(Eastman)	Plough
WREC, 600, 5 KW	, MOR	CBS, \$39.00	(Mc-Guild)	Summit
WWEE, 1430, 1 KW (Days)	, NEWS/TALK	ABC-I, \$12.00	(-----)	
KBOA, 830, 1 KW (Days)	, MOR	, \$ 6.00	(Beaver)	(KENNETT, MD)
WKRA+, 1110, 1 KW (Days)	, VARIETY	, \$ 3.75	(Corlett)	(HOLLY SPGS, MS)
KSUD, 730, 250 W (Days)	, RELIGION	, \$ 5.00	(-----)	Newport
WBLE, 1290, 1 KW (Days)	, ? ? ?	, \$ 2.50	(-----)	(BATESVILLE, MS)

FM STATIONS

WEZI-FM, 105.9, 100 KW @ 762, BTFL MUS (Schulke)	, \$36.00	(Katz)	Harte-Hanks
WHRK-FM, 97.1, 100 KW @ 530, DISCO	ABC-F, \$26.00	(Eastman)	Plough
WMC-FM, 99.7, 100 KW @ 970, ROCK	, \$34.50	(Blair)	Scripps-Howard
WQUD-FM, 104.5, 100 KW @ 750, CONTEMP	, \$28.00	(Tor-Lask)	Sonderling
WZXR-FM, 102.7, 100 KW @ 900, AOR (Burk-Abr)	, \$39.00	(Mc-Guild)	Summit

TV STATIONS

WHBQ	Memphis	13	ABC, RKO
WMC	Memphis	5	NBC, Scripps-Howard
WREG	Memphis	3	CBS, New York Times

NEWSPAPER

Memphis Commercial Appeal, Press-Scimitar      ME      313,796, Scripps-Howard

MIAMI

SRDS Market # 21; ADI # 15  
 FCC Revenue Rank # 19  
 FCC Income Rank # 160  
 APR 18.3  
 Metro Pop: 1,267,900  
 National Rev: \$5,192,698

Revenue : \$14,045,089  
 Income : \$ 84,626  
 FM Rev : \$ 4,112,818  
 FM Inc : \$ -367,369  
 Comb Rev : \$18,157,907  
 Comb Inc : \$ -282,743

ARB Market # 21  
 Rev Rank # 19  
 Inc Rank # 154  
 Rev per Capita \$14.32  
 Inc per Capita \$ -.22  
 Nat Rev per Capita \$ 4.10

12+ METRO SHARE O/N 77 A/M 77

1. WQBA	11.1	12.6	17.7
2. WCMQ	7.6	7.3	5.6
3. WHYI-FM	7.5	6.6	6.6
4. WYOR-FM	7.0	3.0	3.7
5. WMJX-FM	5.7	3.2	5.1
6. WCMQ-FM	4.5	6.6	5.9
7. WINZ-FM	4.4	3.5	3.6
8. WQAM	4.1	3.2	3.8
9. WLYF-FM	4.0	4.8	3.8
WVCG	4.0	4.0	2.7
11. WEDR-FM	3.8	4.5	3.2
12. WINZ	3.7	4.6	5.0

12+ TSA 1/4

1. WHYI-FM
2. WLYF-FM
3. WQBA
4. WYOR-FM
5. WINZ
6. WCMQ
7. WMJX-FM
8. WQAM
9. WIOD
10. WAIA-FM
11. WINZ-FM
12. WGBS

12+ TSA CUME

1. WHYI-FM	5049
2. WLYF-FM	3473
3. WINZ	3198
4. WQAM	3039
5. WMJX-FM	2893
6. WGBS	2781
7. WIOD	2372
8. WAXY-FM	1987
9. WSHE-FM	1879
10. WINZ-FM	1867
11. WQBA	1825
12. WGLO-FM	1734

12+ FM SHARE (METRO): 49.40% (1118 of 2263) (A/M 77: 44.33%)  
 12+ FM SHARE (TSA) : 57.98% (2136 of 3684) (A/M 77: 56.58%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WHYI-FM	1. WINZ-FM	1. WCMQ	1. WCMQ	1. WQBA	1. WHYI-FM
2. WMJX-FM	2. WMJX-FM	2. WHYI-FM	2. WQBA	2. WYOR-FM	2. WQBA
3. WEDR-FM	3. WCMQ	3. WQBA	3. WHYI-FM	3. WCMQ	3. WINZ
4. WQAM	4. WHYI-FM	4. WMJX-FM	4. WCMQ-FM	4. WLYF-FM	4. WLYF-FM
5. WINZ-FM	5. WQAM	5. WINZ-FM	5. WMJX-FM	5. WCMQ-FM	5. WGBS

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
SPANISH	569 (4)	105 (1)	674 (5)	29.8
ROCK/CONTEMP	95 (1)	541 (6)	636 (7)	28.1
BTFL MUSIC	92 (1)	275 (3)	367 (4)	16.2
MOR	132 (2)	53 (1)	185 (3)	8.2
NEWS/TALK/INFO	137 (2)		137 (2)	6.1
BLACK	47 (1)	96 (2)	143 (3)	6.3
COUNTRY	61 (1)	7 (1)	68 (2)	3.0
CLASSICAL		41 (1)	41 (1)	1.8
UNKNOWN	12 (1)		12 (1)	0.5
			<u>2263 (28)</u>	

MIAMI ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUMES (12+)</u>
1. WHYI-FM	1. WHYI-FM	1. WQBA
2. WLYF-FM	2. WLYF-FM	2. WEDR-FM
3. WQBA	3. WINZ	3. WHYI-FM
4. WYOR-FM	4. WMJX-FM	4. WYOR-FM
5. WINZ	5. WQAM	5. WCMQ-FM
6. WCMQ	6. WGBS	6. WWOK+
7. WMJX-FM	7. WIOD	7. WQAM
8. WINZ-FM	8. WINZ-FM	8. WIOD
9. WAIA-FM	9. WQBA	WGBS
10. WQAM	10. WYOR-FM	10. WMBM
11. WIOD	11. WAXY-FM	
12. WVCG	12. WVCG	
13. WGBS	13. WSHE-FM	
14. WFTL	14. WGLO-FM	
15. WAXY-FM	15. WWOK+	

ADI FM SHARE: 53.64% (1997 of 3723) (A/M 77: 51.31%)

AM STATIONS

WCMQ, 1220, 1 KW (Days), SPANISH	, \$44.00	(Masla)	
WGBS, 710, 50 KW	, \$56.50	(CBS Spot)	Storer
WINZ, 940, 50 KW/10 KW	CBS, \$41.50	(Katz)	Guy Gannett
WIOD, 610, 5 KW	MBS,ABC-E, \$35.00	(Christal)	Cox
WMBM, 1490, 1 KW/250 W	, \$30.00	(Howard)	
WQAM, 560, 5 KW/1 KW	, \$53.50	(Blair)	Storz
WQBA, 1140, 10 KW/5 KW	, \$81.25	(Eastman)	Susquehanna
WVCG, 1080, 10 KW	NBC, \$37.25	(Mc-Guild)	
WWOK, 1260, 5 KW	, \$38.00	(Sav-Gates)	Mission

FM STATIONS

WAIA-FM, 97.3, 98 KW @ 790, MOR (Bonne)	, \$41.25	(Christal)	Cox
WAXY-FM, 105.9, 100 KW @ 1038, OLDIES ROCK	ABC-F, \$64.37	(RKO)	RKO
WCMQ-FM, 92.1, 3 KW @ 300, SPANISH	, \$44.00	(Masla)	
WEDR-FM, 99.1, 70 KW @ 165, BLACK	NBN, \$41.00	(Lazar)	
WHYI-FM, 100.7, 100 KW @ 1000, ROCK	, \$85.00	(Tor-Lask)	Metroplex
WINZ-FM, 94.9, 100 KW @ 650, AOR	, \$48.75	(Katz)	Guy Gannett
WLYF-FM, 101.5, 100 KW @ 813, BTFL MUS (Schulke)	, \$46.00	(CBS Spot)	Storer
WMJX-FM, 96.3, 100 KW @ 890, ROCK	, \$51.25	(P/W)	Charter
WSHE-FM, 103.5, 100 KW @ 600, AOR	, \$48.75	(Selcom)	Van Patrick
WYOR-FM, 105.1, 160 KW @ 190, BTFL MUS	, \$37.25	(Mc-Guild)	

FOR OTHER STATIONS SEE FT. LAUDERDALE

TV STATIONS

WCIX	Miami	6	IND, GCC	WLTV	Miami	23	IND, Spanish Int
WCKT	Miami	7	NBC	WPLG	Miami	10	ABC, Post-Newsweek
WHFT	Miami	45	IND	WTVJ	Miami	4	CBS, Wometco
WKID	Ft. Lau	51	IND				

NEWSPAPERS

Miami Herald-News	ME	466,431, Knight-Ridder (Herald)	News (Cox)
Ft. Lauderdale News and Sun-Sentinel	ME	141,703, The Tribune Co	



MILWAUKEE

SRDS Market # 22; ADI # 25  
 FCC Revenue Rank # 24  
 FCC Income Rank # 298  
 APR 15.8  
 Metro Pop: 1,182,600  
 National Rev: \$2,706,952

Revenue : \$10,081,257  
 Income : \$ -136,163  
 FM Rev : \$ 3,133,647  
 FM Inc : \$ 154,854  
 Comb Rev : \$13,214,904  
 Comb Inc : \$ 18,691

ARB Market # 24  
 Rev Rank # 24  
 Inc Rank # 118  
 Rev per Capita \$11.18  
 Inc per Capita \$ .02  
 Nat Rev per Capita \$ 2.29

12+ METRO SHARE	O/N 77	A/M 77
1. WTMJ	18.2	14.3
2. WISN	10.5	12.6
3. WEZW-FM	7.7	6.9
4. WOKY	7.3	9.5
5. WBCS-FM+	7.0	6.1
6. WZUU-FM	6.9	6.9
7. WLPX-FM	5.6	4.4
8. WEMP	3.8	4.4
9. WFMR-FM	3.6	2.5
10. WKTI-FM	3.2	2.9
11. WNUW-FM	2.4	2.0
12. WBKV-FM	1.9	1.3

12+ TSA 1/4
1. WTMJ
2. WISN
3. WEZW-FM
4. WOKY
5. WZUU-FM
6. WLPX-FM
7. WBCS-FM+
8. WEMP
9. WMAQ
10. WFMR-FM
11. WRKR-FM
12. WKTI-FM

12+ TSA CUME
1. WTMJ 5653
2. WOKY 4164
3. WISN 4132
4. WZUU-FM 3152
5. WLPX-FM 2553
6. WEZW-FM 2406
7. WBCS-FM+2093
8. WKTI-FM 1616
9. WMAQ 1533
10. WRKR-FM 1352
11. WGN 1222
12. WEMP 1216

12+ FM SHARE (METRO): 45.65% (813 of 1781) (A/M 77: 41.17%)  
 12+ FM SHARE (TSA) : 45.16% (1049 of 2323) (A/M 77: 40.43%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WZUU-FM	1. WISN	1. WTMJ	1. WTMJ	1. WTMJ	1. WTMJ
2. WOKY	2. WLPX-FM	2. WISN	2. WISN	2. WISN	2. WISN
3. WLPX-FM	3. WTMJ	3. WBCS-FM+	3. WBCS-FM+	3. WEZW-FM	3. WOKY
4. WZMF-FM	4. WZUU-FM	4. WOKY	4. WOKY	4. WBCS-FM+	4. WZUU-FM+
5. WTMJ	5. WOKY	5. WZUU-FM	5. WEZW-FM	5. WOKY	5. WBCS-FM+

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	169 (2)	388 (6)	557 (8)	31.3
MOR	569 (4)		569 (4)	31.9
BTFL MUSIC	8 (1)	223 (3)	231 (4)	13.0
COUNTRY	117 (4)	109 (2)	226 (6)	12.7
CLASSICAL		67 (1)	67 (1)	3.8
NEWS/INFO/TALK	28 (1)		28 (1)	1.6
BLACK	51 (2)	13 (1)	64 (3)	3.6
VARIETY	11 (1)	13 (1)	24 (2)	1.4
RELIGION	15 (1)		15 (1)	0.8

1781 (30)

MILWAUKEE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUMES (12+)</u>
1. WTMJ	1. WTMJ	1. WTMJ
2. WISN	2. WOKY	2. WISN
3. WEZW-FM	3. WISN	3. WOKY
4. WOKY	4. WZUU-FM	4. WBCS-FM+
5. WZUU-FM	5. WLPX-FM	5. WEZW-FM
6. WBCS-FM+	6. WEZW-FM	6. WZUU-FM
7. WLPX-FM	7. WBCS-FM+	7. WLPX-FM
8. WEMP	8. WKTI-FM	WAWA
9. WFMR-FM	9. WEMP	9. WNUW-FM
10. WKTI-FM	10. WZUU	10. WEMP
11. WNUW-FM	11. WRKR-FM	
12. WBKV-FM	12. WMAQ	
13. WRKR-FM	13. WFMR-FM	
14. WMAQ	14. WNUW-FM	
15. WQFM-FM	15. WQFM-FM	

ADI FM SHARE: 46.16% (1088 of 2357) (A/M 77: 39.73%)

AM STATIONS

WEMP, 1250, 5 KW, COUNTRY	CBS, \$20.00 (Tor-Lask)	
WISN, 1130, 50 KW/10 KW, MOR/CONTEMP	ABC-I, \$46.25 (Katz)	Hearst
WOKY, 920, 5 KW/1 KW, ROCK	, \$59.50 (Blair)	Charter
WTMJ, 620, 5 KW, MOR	NBC, \$68.75 (Christal)	Milwaukee Journal
WZUU, 1290, 1 KW (Days), ROCK	, \$11.50 (Eastman)	Malrite

FM STATIONS

WAWA-FM, 102.1, 50 KW @ 360, BLACK	MBN, NBN, \$18.00	(Howard) McKenna
WBCS-FM+, 102.9, 50 KW @ 440, COUNTRY	ABC-E, MBS, \$22.75	(Buckley) Great Tr
WEZW-FM, 103.7, 14.5 KW @ 820, BTFL MUS (Schulke)	, \$43.50	(Mc-Guild)Multimedia
WFMR-FM, 96.5, 50 KW @ 387, CLASSICAL	, \$23.50	(Groskin)
WKTI-FM, 94.5, 5.6 KW @ 911, ROCK (TM)	ABC-F, \$18.25	(Christal) Mil Jrnl
WLPX-FM, 97.3, 11.7 KW @ 920, AOR (Burk-Abr)	, \$23.00	(Katz) Hearst
WNUW-FM, 99.1, 50 KW @ 486, BTFL MUS (FM-100)	, \$ 9.75	(Tor-Lask)
WQFM-FM, 93.3, 50 KW @ 210, CONTEMP	, \$32.00	(Selcom) Shamrock
WRKR-FM, 100.7, 50 KW @ 500, ROCK	ABC-C, \$13.00	(Masla) O'Connor (RACINE)
WZMF-FM, 98.3, 3 KW @ 310, AOR	, \$19.00	(Masla) (MENOM FALLS)
WZUU-FM, 95.7, 50 KW @ 355, ROCK	, \$40.00	(Eastman) Malrite
WBKV-FM, 92.5, 20 KW @ 500, BTFL MUS	, \$ 6.00	(---) (WEST BEND)

TV STATIONS

WISN Milwaukee 12	ABC, Hearst
WITI Milwaukee 6	CBS, Storer
WTMJ Milwaukee 4	NBC, Milwaukee Journal
WVTV Milwaukee 18	IND, Gaylord

NEWSPAPERS

Milwaukee Journal, Sentinel	ME	492,875
Racine Journal Times	E	40,131

MINNEAPOLIS-ST. PAUL

SRDS Market # 15; ADI # 14  
 FCC Revenue Rank # 11  
 FCC Income Rank # 8  
 APR 15.9  
 Metro Pop: 1,671,200  
 National Rev: \$5,126,841

Revenue : \$19,567,034  
 Income : \$ 4,237,096  
 FM Rev : \$ 1,281,023  
 FM Inc : \$ 281,904  
 Comb Rev : \$20,848,057  
 Comb Inc : \$ 4,519,000

ARB Market # 15  
 Rev Rank # 14  
 Inc Rank # 7  
 Rev per Capita \$12.48  
 Inc per Capita \$ 2.70  
 Nat Rev per Capita \$ 3.08

12+ METRO SHARE	O/N 77	A/M 77
1. WCCO	26.0	28.8
2. KDWB+	10.0	8.1
3. KQRS-FM+	8.9	7.7
4. WCCO-FM	7.9	5.0
5. KEEY-FM	7.4	4.8
6. WAYL-FM	4.4	5.1
7. KSTP-FM	4.1	5.3
8. KSTP	4.1	6.4
WDGY	4.1	4.7
10. KRSI	2.6	1.9
11. WAYL	2.0	1.2
KFMX-FM	2.0	2.9

12+ TSA 1/4
1. WCCO
2. KDWB+
3. KQRS-FM+
4. WCCO-FM
5. KEEY-FM
6. WDGY
7. KSTP
8. KSTP-FM
9. WAYL-FM
10. KRSI
11. WAYL
12. KFMX-FM

12+ TSA CUME
1. WCCO 12567
2. KDWB+ 6552
3. KSTP 4794
4. WCCO-FM 4292
5. WDGY 3785
6. KQRS-FM+ 2937
7. KEEY-FM 2634
8. KSTP-FM 2324
9. WAYL-FM 2005
10. KRSI 1613
11. WAYL 1375
12. WWTC 1225

12+ FM SHARE (METRO): 43.41% (1053 of 2426) (A/M 77: 37.66%)  
 12+ FM SHARE (TSA) : 38.42% (1199 of 3121) (A/M 77: 33.51%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KDWB+	1. KQRS-FM+	1. WCCO	1. WCCO	1. WCCO	1. WCCO
2. KQRS-FM+	2. WCCO-FM	2. KQRS-FM+	2. KEEY-FM	2. KEEY-FM	2. KDWB+
3. KSTP	3. KDWB+	3. WCCO-FM	3. WCCO-FM	3. WAYL-FM	3. WCCO-FM
4. WCCO	4. WCCO	4. KEEY-FM	4. WDGY	4. KRSI	4. KQRS-FM+
5. WCCO-FM	5. KSTP	5. KDWB+	5. KSTP-FM	5. WCCO-FM	5. KSTP

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	422 (4)	561 (4)	983 (8)	40.5
MOR	731 (2)	109 (1)	840 (3)	34.6
BTFL MUSIC	52 (1)	343 (3)	395 (4)	16.3
COUNTRY	118 (3)	40 (1)	158 (4)	6.5
NEWS/INFO/TALK	50 (1)		50 (1)	2.1
			<u>2426 (20)</u>	

MINNEAPOLIS-ST. PAUL ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUMES (12+)</u>
1. WCCO	1. WCCO	1. WCCO
2. KDWB+	2. KDWB+	2. KDWB+
3. KQRS-FM+	3. KSTP	3. KQRS-FM+
4. WCCO-FM	4. WCCO-FM	4. WCCO-FM
5. KEEY-FM	5. WDGY	5. KEEY-FM
6. WDGY	6. KQRS-FM+	6. WDGY
7. KSTP	7. KEEY-FM	7. WLOL
8. KSTP-FM	8. KSTP-FM	8. KRSI
9. WAYL-FM	9. WAYL-FM	9. KFMX
10. KRSI	10. KRSI	10. WAYL-FM
11. KDHL+	11. WAYL	
12. KFMX-FM	12. WWTC	
WAYL	13. KFMX-FM	
14. WWTC	14. KEEY	
15. WWJO-FM	15. KDHL+	

ADI FM SHARE: 39.05% (1295 of 3316) (A/M 77: 33.61%)

AM STATIONS

KDWB+, 630, 5 KW/500 W, ROCK	, \$79.75	(RAR) Doubleday
KRSI , 950, 1 KW , COUNTRY	ABC-E, \$21.00	(Selcom) Park
KSTP , 1500, 50 KW , CONTEMP	, \$47.00	(Mc-Guild) Hubbard
WAYL , 980, 5 KW , BTFL MUS (FM-100)	, \$20.00	(Tor-Lask) Entercom
WCCO , 830, 50 KW , MOR/VARIETY	CBS , \$142.50	(CBS Spot)
WDGY , 1130, 50 KW/25 KW, ROCK	, \$32.00	(Blair) Storz
WLOL ; 1330, 5 KW , COUNTRY	ABC-I, \$17.50	(HR Stone) Mid Continent
WWTC , 1280, 5 KW , NEWS	MBS,NBC , \$23.00	(Buckley) Buckley
KDHL+, 920, 5 KW , COUNTRY	MBS , \$21.50	(Buckley) (FARIBAULT)

FM STATIONS

KEEY-FM, 102.1, 100 KW @ 445, BTFL MUS (Bonne)	, \$40.00	(Katz) Malrite
KFMX-FM, 104.1, 53 KW @ 260, ROCK	ABC-F, \$16.00	(Selcom) Park
KQRS-FM+, 92.5, 27 KW @ 210, AOR (Burk-Abr)	, \$60.00	(RKO) McKenna
KSTP-FM, 94.5, 100 KW @ 1250, MOR (Bonne)	, \$38.75	(Mc-Guild)Hubbard
WAYL-FM, 93.7, 100 KW @ 460, BTFL MUS (FM-100)	, \$30.00	(Tor-Lask)Entercom
WCCO-FM, 102.9, 100 KW @ 1304, CONTEMP	ABC-C, \$40.00	(Eastman)
WWJO-FM, 98.1, 100 KW @ 420, COUNTRY	, \$ 9.00	(----) (ST. CLOUD)

TV STATIONS

KMSP	Minneapolis	9	ABC, 20th Century Fox
KSTP	Minneapolis	5	NBC, Hubbard
WCCO	Minneapolis	4	CBS
WTCN	Minneapolis	11	IND, Metromedia

NEWSPAPERS

Minneapolis Star Tribune	ME	461,877
St. Paul Dispatch, Pioneer Press	ME	218,730, Knight-Ridder

MOBILE

SRDS Market # 91  
 FCC Revenue Rank # 110  
 FCC Income Rank # 199  
 APR 15.0  
 Metro Pop: 329,300  
 National Rev: \$918,915

Revenue : \$2,571,328  
 Income : \$ 34,792  
 FM Rev : \$ 918,328  
 FM Inc : \$ 181,688  
 Comb Rev : \$3,489,656  
 Comb Inc : \$ 216,480

ARB Market # 85  
 Rev Rank # 82  
 Inc Rank # 83  
 Rev per Capita \$10.60  
 Inc per Capita \$ .66  
 Nat Rev per Capita \$ 2.79

<u>12+ METRO SHARE</u>	<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WKRG-FM 20.8	4.1	5.9	1. WKRG-FM	1. WKRG-FM 1801
2. WUNI 10.3	8.7	6.3	2. WKSJ-FM	2. WABB-FM 1057
WABB 10.3	15.7	11.4	3. WABB-FM	3. WABB 971
4. WKSJ-FM 9.1	5.4	5.1	4. WUNI	4. WKSJ-FM 800
5. WBLX-FM 7.5	10.4	16.6	5. WABB	5. WKRG 676
6. WLPR-FM 7.1	4.8	7.6	6. WBLX-FM	6. WUNI 656
7. WABB-FM 6.5	14.6	10.9	WLPR-FM	7. WBLX-FM 644
8. WKRG 5.1	7.2	8.0	8. WGOK	8. WLPR-FM 583
WGOK 5.1	4.1	6.5	9. WKRG	9. WMOB 443
10. WMOB 3.6	7.8	5.1	10. WMOB	10. WGOK 350

12+ FM SHARE (METRO): 55.39% (257 of 464) (A/M 77: 46.49%)  
 12+ FM SHARE (TSA) : 57.48% (346 of 602) (A/M 77: 59.73%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKRG-FM	1. WKRG-FM	1. WKRG-FM	1. WKRG-FM	1. WLPR-FM	1. WKRG-FM
2. WABB	2. WABB	2. WABB	2. WUNI	2. WUNI	2. WKSJ-FM+
3. WABB-FM	3. WKSJ-FM	3. WUNI	3. WKSJ-FM	3. WKSJ-FM	3. WUNI
4. WBLX-FM	4. WUNI	4. WKSJ-FM	4. WLPR-FM	4. WKRG	4. WABB

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	76 (2)	135 (2)	211 (4)	45.5
COUNTRY	74 (4)	45 (1)	119 (5)	25.6
BLACK	25 (1)	37 (1)	62 (2)	13.4
BTFM MUSIC		35 (1)	35 (1)	7.5
MOR	18 (1)		18 (1)	3.9
UNKNOWN		5 (1)	5 (1)	1.1
RELIGION	14 (1)		14 (1)	3.0
			464 (15)	

AM STATIONS

WABB, 1480, 5 KW , ROCK ABC-C, \$22.05 (Eastman)  
 WGOK, 900, 1 KW (Days), BLACK MBN , \$15.25 (Dore/Walton)  
 WKRG, 710, 1 KW/500 W , MOR MBS,NBC,CBS, \$25.00 (Katz)  
 WMOB, 840, 1 KW (Days), MOR , \$17.00 (Tor-Lask)  
 WUNI, 1410, 5 KW , COUNTRY NBC , \$21.25 (Pro-Meek)

FM STATIONS

WABB-FM, 97.5, 100 KW @ 593, ROCK , \$20.83 (Eastman)  
 WBLX-FM, 92.9, 25 KW @ 470, BLACK/CONTEMP NBN, \$19.50 (Howard) Beasley  
 WKRG-FM, 99.9, 100 KW @ 850, ROCK ABC-F, \$25.00 (Katz)  
 WKSJ-FM, 94.9, 100 KW @ 410, COUNTRY ABC-I, \$21.71 (Blair) Capitol  
 WLPR-FM, 96.1, 40 KW @ 444, BTFM MUS (TM) , \$17.30 (Tor-Lask)

TV STATIONS

WALA Mobile 10 NBC, Detroit News  
 WEAR Pensacola 3 ABC, Rollins  
 WKRG Mobile 5 CBS

NEWSPAPER

Mobile Press, Register ME 104,257, Newhouse

MODESTO

SRDS Market # 150  
 FCC Revenue Rank # 145  
 FCC Income Rank # 224  
 APR 14.2  
 Metro Pop: 189,300  
 National Rev: \$658,722

Revenue : \$1,809,080  
 Income : \$ 17,119  
 FM Rev : \$ 335,442  
 FM Inc : \$ -18,305  
 Comb Rev : \$2,144,522  
 Comb Inc : \$ -1,186

ARB Market # 133  
 Rev Rank # 124  
 Inc Rank # 124  
 Rev per Capita \$11.33  
 Inc per Capita \$ -.01  
 Nat Rev per Capita \$ 3.48

12+ METRO SHARE A/M 77 A/M 76

1. KFIV	13.8	20.3	10.8
2. KFIV-FM	8.9	6.5	1.3
3. KTRB	6.7	6.1	6.9
KNBR	6.7	4.9	7.4
5. KBEE-FM	6.3	5.7	6.5
6. KRAK	5.9	7.7	10.0
7. KFYE-FM	5.6	4.1	3.5
KCBS	5.6	4.1	7.4
9. KOSO-FM	5.2	4.9	3.9
10. KMYT-FM	4.1	2.4	1.7

12+ TSA 1/4

1. KFYE-FM
2. KFIV
3. KMYT-FM
4. KFIV-FM
KNBR
6. KTRB
7. KCBS
8. KCEY
9. KBEE-FM
10. KRAK

12+ TSA CUME

1. KFYE-FM	689
2. KFIV	628
3. KTRB	365
4. KFIV-FM	335
5. KNBR	318
6. KRAK	305
7. KMYT-FM	304
8. KCEY	294
9. KCBS	279
10. KFRC	266

12+ FM SHARE (METRO): 41.95% (99 of 236) (A/M 77: 28.24%)  
 12+ FM SHARE (TSA) : 51.79% (203 of 392) (A/M 77: 23.47%)

TEENS

18 - 34

18 - 49

25 - 49

35 - 64

12+ TSA AMD

1. KFIV	1. KFIV	1. KFIV	1. KFIV	1. KCBS	1. KFYE-FM
2. KFIV-FM	2. KFYE-FM	2. KFIV-FM	KNBR	2. KTRB	2. KTRB
3. KFRC	3. KFIV-FM	3. KNBR	3. KBEE-FM	KRAK	3. KNBR

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	51 (4)	43 (3)	94 (7)	39.8
COUNTRY	48 (4)	1 (1)	49 (5)	20.8
BTFL MUSIC		42 (3)	42 (3)	17.8
MOR	23 (3)	8 (1)	31 (4)	13.1
NEWS/INFO/TALK	15 (1)		15 (1)	6.4
RELIGION		5 (1)	5 (1)	2.1
			<u>236 (21)</u>	

AM STATIONS

KCEY, 1390, 5 KW , COUNTRY ABC-E, \$13.91 (Selcom)  
 KFIV, 1360, 5 KW , CONTEMP ABC-C, \$13.50 (Mc-Guild)  
 KTRB, 860, 10 KW/1 KW, COUNTRY (Radio Arts) MBS , \$11.30 (Tor-Lask)

FM STATIONS

KBEE-FM, 103.3, 10.5 KW @ 150, BTFL MUS (TM) , \$10.50 (Katz) McClatchy  
 KFIV-FM, 102.3, 3 KW @ 300, ROCK (Century 21) ABC-F, \$12.00 (Mc-Guild)  
 KOSO-FM, 93.1, 1 KW @ 3200, BTFL MUS ABC-I, \$ 5.75 (Pro-Meek)  
 KMYT-FM, 97.5, 50 KW @ 493, BTFL MUS , \$ 8.00 (Tor-Lask) (MERCED)

FOR OTHER STATIONS SEE FRESNO, SACRAMENTO AND SAN FRANCISCO.

FOR TV STATIONS AND NEWSPAPERS SEE SACRAMENTO.

MONTGOMERY

SRDS Market # 143  
 FCC Revenue Rank # 126  
 FCC Income Rank # 208  
 APR 15.8  
 Metro Pop: 204,200  
 National Rev: \$244,504

Revenue : \$2,277,816  
 Income : \$ 24,512  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 130  
 Rev Rank # 122  
 Inc Rank # 115  
 Rev per Capita \$11.16  
 Inc per Capita \$ .12  
 Nat Rev per Capita \$ 1.20

<u>12+ METRO SHARE</u>			<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WHHY	21.7	29.1		17.7	1. WBIL	1. WHHY 992
2. WHHY-FM	11.1	7.2		4.7	2. WBAM	2. WBAM 984
3. WLWI-FM	10.2	3.6		7.7	3. WHHY	3. WHHY-FM 796
4. WBAM	9.6	10.1		14.3	4. WHHY-FM	4. WLWI-FM 537
5. WREZ-FM	7.1	7.9		4.7	5. WLWI-FM	5. WBIL 498
6. WLSQ	6.5	.7		---	6. WQTV	6. WXVI 354
7. WMGY	6.2	4.3		1.3	7. WREZ-FM	7. WLSQ 350
8. WXVI	5.9	14.0		17.0	8. WMGY	8. WCOV 336
9. WCOV	5.0	6.5		7.7	9. WLSQ	9. WREZ-FM 295
10. WBIL	4.6	1.1		2.3	10. WXVI	10. WQTY 269

12+ FM SHARE (METRO): 32.45% (98 of 302) (A/M 77: 25.28%)  
 12+ FM SHARE (TSA) : 24.01% (121 of 504) (A/M 77: 21.92%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WHHY	1. WHHY	1. WHHY	1. WHHY	1. WHHY	1. WHHY+
2. WLSQ	2. WHHY-FM	2. WLWI-FM	2. WLWI-FM	2. WBAM	2. WBAM
3. WHHY-FM	WLWI-FM	3. WHHY-FM	3. WHHY-FM	3. WREZ-FM	3. WBIL

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	91 (2)	42 (2)	133 (4)	44.0
BLACK	34 (2)		34 (2)	11.3
BTFL MUSIC		23 (1)	23 (1)	7.7
COUNTRY	33 (2)	33 (1)	66 (3)	21.9
MOR	22 (2)		22 (2)	7.3
RELIGION	20 (1)		20 (1)	6.6
UNKNOWN	4 (1)		4 (1)	1.3
			<u>302 (14)</u>	

AM STATIONS

WBAM, 740, 50 KW (Days), COUNTRY , \$13.50 (Buckley)  
 WCOV, 1170, 10 KW/1 KW , MOR NBC, \$ 7.79 (Pro-Meek) Gay-Bell  
 WHHY, 1440, 5 KW/1 KW , CONTEMP , \$26.50 (Masla) Holt  
 WLSQ, 950, 1 KW , ROCK , \$16.50 (Mc-Guild)  
 WMGY, 800, 1 KW (Days) , RELIGION , \$ 4.00 (-----) McClure  
 WQTY, 1000, 5 KW (Days) , MOR CBS, \$ 6.00 (Sav-Gates)  
 WXVI, 1600, 1 KW , BLACK NBN, \$20.25 (Howard)  
 WBIL, 580, 500 W (Days), BLACK MBN, \$ 8.00 (Lazar) (TUSKEGEE)

FM STATIONS

WHHY-FM, 101.9, 100 KW @ 1050, AOR , \$26.50 (Masla) Holt  
 WLWI-FM, 92.3, 50 KW @ 390, COUNTRY ABC-F, \$ 8.80 (HR Stone)  
 WREZ-FM, 103.3, 27 KW @ 290, BTFL MUS (Schulke) , \$16.50 (Mc-Guild)

TV STATIONS

WCOV Montgomery 20 CBS, Gay-Bell  
 WKAB Montgomery 32 ABC, Bahakel  
 WSFA Montgomery 12 NBC, Cosmos

NEWSPAPER

Montgomery Advertiser-Journal ME 74,439, Multimedia

NASHVILLE

SRDS Market # 54; ADI # 31  
 FCC Revenue Rank # 32  
 FCC Income Rank # 74  
 APR 14.1  
 Metro Pop: 637,000  
 National Rev: \$2,374,271

Revenue : \$7,797,282  
 Income : \$ 289,496  
 FM Rev : \$1,694,932  
 FM Inc : \$ 211,635  
 Comb Rev : \$9,492,214  
 Comb Inc : \$ 501,131

ARB Market # 46  
 Rev Rank # 32  
 Inc Rank # 54  
 Rev per Capita \$14.90  
 Inc per Capita \$ .79  
 Nat Rev per Capita \$ 3.73

<u>12+ METRO SHARE O/N 77 A/M 77</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WLAC	13.0	10.9	14.5	1. WLAC	1. WSM 3423
2. WVOL	11.9	11.1	9.2	2. WSM	2. WLAC 2945
3. WSIX-FM	10.1	5.7	9.2	3. WSIX-FM	3. WSM-FM 1370
4. WKDF-FM	9.8	6.8	9.2	4. WVOL	4. WSIX-FM 1368
5. WSM	9.2	10.1	8.1	5. WKDF-FM	5. WKDF-FM 1088
6. WZEEZ-FM	7.2	5.2	5.2	6. WSM-FM	6. WZEEZ-FM 1046
7. WBYQ-FM	5.4	8.0	5.3	7. WZEEZ-FM	7. WBYQ-FM 895
8. WKQB-FM	4.3	6.8	7.8	8. WBYQ-FM	8. WVOL 855
WMAK	4.3	5.2	4.5	9. WKQB-FM	9. WMAK 849
10. WSM-FM	3.6	5.4	7.3	10. WMAK	10. WKQB-FM 836

12+ FM SHARE (METRO): 46.42% (396 of 853) (A/M 77: 45.77%)  
 12+ FM SHARE (TSA) : 48.23% (519 of 1076) (A/M 77: 46.63%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WLAC	1. WKDF-FM	1. WLAC	1. WVOL	1. WSIX-FM	1. WSM
2. WKDF-FM	2. WLAC	2. WVOL	2. WLAC	2. WZEEZ-FM	2. WLAC
3. WVOL	3. WVOL	3. WKDF-FM	WSM	3. WSM	3. WSIX-FM
4. WBYQ-FM	4. WBYQ-FM	4. WSM	WSIX-FM	4. WVOL	4. WVOL
WMAK	5. WSM	5. WBYQ-FM	5. WKQB-FM	5. WKQB-FM	5. WSM-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	162 (3)	216 (6)	378 (9)	44.3
COUNTRY*	53 (5)	97 (2)	150 (7)	17.6
MOR*	105 (2)		105 (2)	12.3
BTFL MUS		83 (2)	83 (2)	9.7
BLACK	107 (1)		107 (1)	12.5
BIG BAND	19 (1)		19 (1)	2.2
RELIGION	11 (2)		11 (2)	1.3
			<u>853 (24)</u>	

\* WSM apparently programs MOR from 6AM - 6PM and country during the rest of the day. Since they are MOR during the prime hours of broadcast I have classified them as MOR for this table.



NASHVILLE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WLAC	1. WSM	1. WVOL
2. WSM	2. WLAC	2. WSM
3. WSIX-FM	3. WSM-FM	3. WLAC
4. WVOL	4. WSIX-FM	4. WKDF-FM
5. WKDF-FM	5. WKDF-FM	5. WSIX-FM
6. WSM-FM	6. WZEZ-FM	6. WBYQ-FM
7. WZEZ-FM	7. WBYQ-FM	7. WZEZ-FM
8. WAKQ-FM	8. WVOL	8. WSIX
9. WBYQ-FM	9. WMAK	9. WSM-FM
10. WKQB-FM	10. WKQB-FM	10. WMAK
11. WMAK	11. WAKQ-FM	
12. WKSR	12. WSIX	
13. WOKI-FM	13. WKDA	
14. WOVO-FM	14. WHIN-FM	
15. WBGY-FM	15. WLS	

ADI FM SHARE: 52.33% (776 of 1483) (A/M 77: 41.25%)

AM STATIONS

WKDA, 1240, 1 KW/250 W, COUNTRY	CBS	, \$11.75	(Tor-Lask)	
WLAC, 1510, 50 KW, ROCK		, \$46.00	(Blair)	Billboard
WMAK, 1300, 5 KW, CONTEMP		, \$24.50	(Eastman)	Mooney
WSIX, 980, 5 KW, MOR	ABC-I, MBS	, \$39.25	(Katz)	General Electric
WSM, 650, 50 KW, MOR/COUNTRY	NBC	, \$58.88	(Christal)	
WVOL, 1470, 5 KW/1 KW, BLACK	ABC-C,	\$28.50	(HR Stone)	Rounsaville
WKSR, 1420, 1 KW, MOR	ABC-E,	\$ 2.50	(-----)	(PULASKI)

WLS - See Chicago

FM STATIONS

WBYQ-FM, 92.1, 3 KW @ 300, ROCK		, \$24.50	(Eastman)	Mooney
WKDF-FM, 103.3, 100 KW @ 550, ROCK		, \$20.38	(Tor-Lask)	
WKQB-FM, 105.9, 100 KW @ 410, AOR (Burk-Abr)		, \$30.00	(Blair)	Billboard
WSIX-FM, 97.9, 100 KW @ 1110, COUNTRY	ABC-E,	\$38.00	(Katz)	General Electric
WSM-FM, 95.5, 100 KW @ 1280, CONTEMP	ABC-F,	\$38.75	(Christal)	
WZEZ-FM, 92.9, 100 KW @ 547, BTFL MUS (FM-100)		\$16.00	(Selcom)	South Central
WHIN-FM, 104.5, 50 KW @ 1050, BTFL MUS		, \$ 3.50	(Midsouth)	(GALLATIN)
WAKQ-FM, 101.1, 100 KW @ 513, ROCK		, \$ 6.00	(Regional)	(RUSSELLVILLE, KY)
WOKI-FM, 100.3, 100 KW @ 2000, ROCK	MBS	, \$11.00	(Eastman)	(OAK RIDGE)
WOVO-FM, 105.5, 1 KW @ 480, ROCK		, \$ 3.00	(-----)	(GLASGOW, KY)
WBGY-FM, 93.3, 100 KW @ 286, ROCK		, \$ 2.00	(-----)	(TULLAHOMA)

TV STATIONS

WNGE	Nashville	2	ABC, General Electric
WSM	Nashville	4	NBC
WTVF	Nashville	5	CBS
WZTV	Nashville	17	IND
WBKO	Bowling Green	13	ABC, Bluegrass

NEWSPAPERS

Nashville Banner	E	79,474, Gannett
Nashville Tennessean	M	128,170

NASSAU-SUFFOLK

FCC Revenue Rank # 59  
 FCC Income Rank # 65  
 APR 16.3  
 Comb. Rev: \$9,636,726  
 Comb. Inc: \$ 673,406

Revenue: \$7,797,282  
 Income : \$ 375,051  
 FM Rev : \$1,839,444  
 FM Inc : \$ 298,355

NOTE: NASSAU-SUFFOLK IS A PORTION OF THE NEW YORK METRO. FOR THIS MARKET REPORT ONLY THOSE STATIONS HOME TO NASSAU-SUFFOLK ARE LISTED. THERE IS NO TSA.

12+ METRO SHARE	A/M 77	A/M 76
1. WBLI-FM	6.1	5.0
2. WALK-FM+	3.6	2.5
3. WCTO-FM	3.3	4.3
4. WGSM	2.6	1.9
5. WTFM-FM	2.5	2.9
6. WLIR-FM	2.5	2.3
7. WBAB-FM	1.5	1.1
8. WGBB	1.3	1.2
9. WRCN-FM+	1.2	.7
WIOK-FM	1.2	2.0
WHLI	1.2	2.0

12+ METRO CUME	
1. WBLI-FM	2705
2. WLIR-FM	1689
3. WCTO-FM	1556
4. WTFM-FM	1442
5. WGSM	1291
6. WGBB	1234
7. WALK-FM+	1209
8. WBAB-FM	1186
9. WHLI	944
10. WRCN-FM+	880

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WBLI-FM	1. WBLI-FM	1. WBLI-FM	1. WBLI-FM	1. WCTO-FM	1. WBLI-FM
2. WLIR-FM	2. WLIR-FM	2. WLIR-FM	2. WCTO-FM	2. WALK-FM+	2. WALK-FM+
3. WBAB-FM	3. WBAB-FM	3. WCTO-FM	3. WGSM	3. WBLI-FM	3. WGSM

AM STATIONS

WGBB, 1240, 1 KW/250 W, MOR	\$28.50	(Susque)	Susquehanna
WGSM, 740, 5 KW (Days), MOR	\$31.50	(P/W)	Greater Media
WHLI, 1100, 10 KW (Days), CONTEMP	\$32.00	(Masla)	

FM STATIONS

WTFM-FM, See New York			
WALK-FM+, 97.5, 15 KW @ 520, MOR	\$20.00	(Roslin)	Horizons
WBAB-FM, 102.3, 3 KW @ 175, CONTEMP	\$35.00	(-----)	
WBLI-FM, 106.1, 10 KW @ 500, ROCK	\$33.00	(Masla)	Beck-Ross
WCTO-FM, 94.3, 3 KW @ 300, BTFL MUS (SRP)	\$29.50	(P/W)	Greater Media
WIOK-FM, 98.3, 3 KW @ 300, BTFL MUS	\$32.50	(Masla)	
WLIR-FM, 92.7, 3 KW @ 300, AOR	\$40.25	(Roslin)	
WRCN-FM+, 103.9, 3 KW @ 320, AOR (Burk-Abr)	\$16.50	(-----)	

NEW BEDFORD

SRDS Market # 81

APR 17.7

Metro Pop: 389,800

ALL OTHER INFORMATION NOT AVAILABLE

<u>12+ METRO SHARE</u>	<u>12+ TSA</u>	<u>12+ TSA CUME</u>
1. WBSM 6.7	1. WBSM	1. WPRO 1049
2. WPRO 6.6	2. WPRO	2. WPJB-FM 814
3. WPJB-FM 5.7	3. WPJB-FM	3. WPRO-FM 707
4. WPRO-FM 5.6	4. WPRO-FM	4. WSAR 631
5. WALE 5.5	5. WALE	5. WJAR 616
6. WLKW-FM 5.2	6. WLKW-FM	WBSM 616
7. WNBH 4.9	7. WNBH	7. WLKW-FM 586
8. WHJY-FM 4.5	8. WHJY-FM	8. WALE 532
9. WMYS-FM 4.2	9. WMYS-FM	9. WNBH 506
10. WHIM 3.8	10. WHIM	10. WBZ 413

12+ FM SHARE (METRO): 46.88% (300 of 640) (A/M 77: NA)  
 12+ FM SHARE (TSA) : 47.14% (305 of 647) (A/M 77: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WPJB-FM	1. WPRO	1. WPRO	1. WPRO	1. WHJY-FM	1. WALE
2. WPRO-FM	2. WMYS-FM	2. WMYS-FM	2. WHIM	WLKW-FM	2. WPRO
3. WPRO	3. WPRO-FM	3. WPRO-FM	3. WPRO-FM	3. WALE	3. WBSM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	59 (3)	192 (12)	251 (15)	38.9
MOR	179 (8)	16 (2)	195 (10)	23.3
BTFM MUSIC	20 (1)	97 (4)	117 (5)	18.1
NEWS/INFO/TALK	57 (4)		57 (4)	8.8
COUNTRY	27 (1)		27 (1)	4.2
			<u>647 (35)</u>	

RADIO STATIONS

WBSM, 1420, 5 KW/1 KW, MOR/TALK		\$ 9.00	(Mc-Guild)	
WALE, 1400, 1 KW/250 W, NEWS/INFO/MOR	MBS	\$13.99	(Mc-Guild)	(FALL RIVER)
WNBH, 1340, 1 KW/250 W, MOR	ABC-C,	\$10.00	(Market 4)	
WSAR, 1480, 5 KW, MOR	CBS	\$10.50	(Knight)	Knight (FALL RIVER)
WMYS-FM, 98.1, 50 KW @ 589, CONTEMP		\$ 8.75	(Market 4)	

FOR OTHER STATIONS SEE PROVIDENCE AND BOSTON

FOR TV STATIONS SEE PROVIDENCE

NEWSPAPERS

Fall River Herald News	E	40,977
New Bedford Standard Times	E	48,313, Ottaway

NEW HAVEN

SRDS Market # 55  
 FCC Revenue Rank # 97  
 FCC Income Rank # 193  
 APR 15.5  
 Metro Pop: 360,700  
 National Rev: \$696,876

Revenue : \$2,953,432  
 Income : \$ 43,043  
 FM Rev : NA  
 FM Inc : NA  
 Comb. Rev : NA  
 Comb. Inc : NA

ARB Market # 76  
 Rev Rank # 105  
 Inc Rank # 111  
 Rev per Capita \$8.19  
 Inc per Capita \$ .12  
 Nat Rev per Capita \$1.93

12+ METRO SHARE	O/N 77	A/M 76
1. WELI	19.9	19.4
2. WAVZ	10.2	7.7
3. WKCI-FM	8.6	8.5
4. WPLR-FM	8.1	8.3
5. WWYZ-FM	5.7	6.8
6. WNHC	4.3	1.5
7. WNBC	4.1	5.2
8. WKSS-FM	3.8	3.0
9. WTIC	3.2	2.8
10. WCBS	3.0	4.7

12+ TSA
1. WICC
2. WELI
3. WEZN-FM
4. WPLR-FM
5. WKCI-FM
6. WKSS-FM
WWYZ-FM
8. WNBC
9. WTIC
10. WAVZ

12+ TSA CUME
1. WICC 2229
2. WELI 1846
3. WNBC 1737
4. WPLR-FM 1432
5. WEZN-FM 1406
6. WTIC 1376
7. WAVZ 1197
8. WKCI-FM 1160
9. WCBS 1097
10. WABC 841

12+ FM SHARE (METRO): 42.55% (220 of 517) (A/M 77: 46.80%)  
 12+ FM SHARE (TSA) : 46.01% (617 of 1341) (A/M 77: 50.53%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WAVZ	1. WPLR-FM	1. WELI	1. WELI	1. WELI	1. WICC
2. WPLR-FM	2. WWYZ-FM	2. WAVZ	2. WAVZ	2. WKCI-FM	2. WELI
3. WTIC-FM	3. WAVZ	3. WPLR-FM	3. WWYZ-FM	3. WTIC	3. WTIC
WNBC	4. WELI	4. WWYZ-FM	4. WKCI-FM	WAVZ	4. WEZN-FM

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	93 (4)	125 (7)	218 (11)	42.2
MOR	136 (3)		136 (3)	26.3
BTFL MUSIC	24 (1)	82 (3)	106 (4)	20.5
NEWS/INFO/TALK	30 (3)		30 (3)	5.8
JAZZ		12 (1)	12 (1)	2.3
COUNTRY	10 (1)		10 (1)	1.9
VARIETY	3 (1)		3 (1)	0.6
CLASSICAL	1 (1)	1 (1)	2 (2)	0.4
			517 (26)	

RADIO STATIONS

WAVZ, 1300, 1 KW , ROCK , \$42.70 (Mc-Guild)  
 WELI, 960, 5 KW , MOR , \$48.50 (Blair) Covenant  
 WNHC, 1340, 1 KW/250 W, BTFL MUS MBS, \$19.00 (Shutz)

WKCI-FM, 101.3, 12 KW @ 870, BTFL MUS (Master) , \$42.70 (Mc-Guild)  
 WPLR-FM, 99.1, 10 KW @ 950, ROCK , \$67.25 (Eastman)

FOR OTHER STATIONS SEE BRIDGEPORT, NEW YORK AND HARTFORD.  
 FOR ADI, TV AND NEWSPAPER INFO SEE HARTFORD.

NEW ORLEANS

SRDS Market # 34; ADI # 36  
 FCC Revenue Rank # 33  
 FCC Income Rank # 133  
 APR 14.0  
 Metro Pop: 898,400  
 National Rev: \$2,514,058

Revenue : \$7,638,027  
 Income : \$ 121,635  
 FM Rev : \$2,107,953  
 FM Inc : \$ 312,035  
 Comb Rev : \$9,745,980  
 Comb Inc : \$ 433,670

ARB Market # 34  
 Rev Rank # 31  
 Inc Rank # 63  
 Rev per Capita \$10.85  
 Inc per Capita \$ .48  
 Nat Rev per Capita \$ 2.80

12+ METRO SHARE O/N 77 A/M 77

1. WSMB	9.9	7.4	9.0
2. WTIK	9.8	8.6	6.5
3. WQUE-FM	7.9	7.5	7.9
4. WBYU-FM	7.0	6.7	7.6
5. WRNO-FM	6.9	5.5	6.5
6. WWL	6.3	6.3	5.1
7. WNOE	6.3	7.1	7.4
8. WNOE-FM	5.2	5.2	5.7
9. WSHO	4.9	5.1	4.3
10. WGSO	4.8	6.7	6.5
11. WXEL-FM	4.8	3.0	2.7
WYLD	4.8	5.1	6.1

12+ TSA 1/4

1. WTIK
2. WWL
3. WSMB
WQUE-FM
WNOE
6. WRNO-FM
WBYU-FM
8. WXEL-FM
9. WNOE-FM
10. WYLD
11. WSHO
12. WGSO

12+ TSA CUME

1. WTIK	4227
2. WNOE	2594
3. WWL	2378
4. WQUE-FM	2223
5. WNOE-FM	1887
6. WBYU-FM	1540
7. WYLD	1421
8. WRNO-FM	1346
9. WGSO	1298
10. WSMB	1214
11. WXEL-FM	1044
12. WBOK	988

12+ FM SHARE (METRO): 41.04% (495 of 1206) (A/M 77: 42.24%)  
 12+ FM SHARE (TSA) : 43.64% (693 of 1588) (A/M 77: 41.07%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WTIK	1. WRNO-FM	1. WTIK	1. WTIK	1. WSMB	1. WTIK
2. WNOE	2. WTIK	2. WQUE-FM	2. WQUE-FM	2. WSHO	2. WWL
3. WQUE-FM	3. WNOE-FM	3. WRNO-FM	3. WSHO	3. WBYU-FM	3. WSMB
4. WXEL-FM	WQUE-FM	4. WNOE-FM	4. WRNO-FM	4. WGSO	4. WGSO
5. WYLD	5. WNOE	5. WBYU-FM	5. WBYU-FM	5. WWL	5. WNOE

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	203 (2)	252 (3)	455 (5)	37.7
BLACK	133 (3)	60 (1)	193 (4)	16.0
MOR	198 (3)		198 (3)	16.4
BTFL MUS		153 (3)	153 (3)	12.7
VARIETY (WWL)	80 (1)		80 (1)	6.6
COUNTRY	62 (1)		62 (1)	5.1
JAZZ		30 (1)	30 (1)	2.5
BIG BAND	28 (1)		28 (1)	2.3
RELIGION	7 (1)		7 (1)	0.6
			<u>1206 (20)</u>	

NEW ORLEANS ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WTIK	1. WTIK	1. WSMB
2. WSMB	2. WNOE	2. WTIK
3. WQUE-FM	3. WQUE-FM	3. WYLD
4. WNOE	4. WWL	4. WXEL-FM
5. WWL	5. WNOE-FM	5. WWL
6. WRNB-FM	6. WBYU-FM	6. WGSO
7. WBYU-FM	7. WRNO-FM	7. WQUE-FM
8. WXEL-FM	8. WYLD	8. WRNO-FM
9. WSHO	9. WGSO	9. WBYU-FM
10. WYLD	10. WSMB	10. WSHO
WNOE-FM	11. WBOK	
12. WGSO	12. WXEL-FM	
13. WBOK	13. WWL-FM	
14. WEZB-FM	14. WEZB-FM	
15. WWL-FM	15. WSHO	

ADI FM SHARE: 42.35% (664 of 1568) (A/M 77: 45.05%)

AM STATIONS

WBOK, 1230, 1 KW/250 W , BLACK	NBN , \$15.00	(Tor-Lask)	Starr
WGSO, 1280, 5 KW , MOR-CONTEMP/NEWS	ABC-I, \$60.75	(Eastman)	Insilco
WNOE, 1060, 50 KW/5 KW , ROCK	ABC-C, \$50.50	(Mc-Guild)	
WSHO, 800, 1 KW (Days), COUNTRY	MBS , \$17.00	(Pro-Meek)	
WSMB, 1350, 5 KW , MOR	ABC-E, \$23.25	(MMR)	
WTIX, 690, 10 KW/5 KW , ROCK	, \$49.00	(Blair)	Storz
WWL , 870, 50 KW , COUNTRY/VARIETY	CBS , \$63.75	(Katz)	Loyola Univ
WYLD, 940, 10 KW/500 W, BLACK	, \$22.05	(HR/Stone)	

FM STATIONS

WBYU-FM, 95.7, 100 KW @ 600, BTFL MUS (Schulke)	, \$37.50	(Christal)	Swanson
WEZB-FM, 97.1, 100 KW @ 511, BTFL MUS (KalaMusic)	, \$21.40	(P/W)	EZ
WNOE-FM, 101.1, 100 KW @ 440, ROCK	, \$50.50	(Mc-Guild)	
WQUE-FM, 93.3, 100 KW @ 512, ROCK	, \$60.75	(Eastman)	Insilco
WRNO-FM, 99.5, 100 KW @ 370, ROCK	ABC-F, \$36.00	(Tor-Lask)	Gulf South
WWL-FM , 101.9, 95 KW @ 830, BTFL MUS (FM-100)	, \$22.00	(Katz)	Loyola Univ
WXEL-FM, 105.3, 100 KW @ 407, BLACK	MBN , \$13.80	(Howard)	

TV STATIONS

WDSU	New Orleans	6	NBC, Cosmos
WGNO	New Orleans	26	IND, Vanderbilt Corp
WVUE	New Orleans	8	ABC, Gaylord
WWL	New Orleans	4	CBS, Loyola Univ

NEWSPAPERS

New Orleans Times-Picayune, States-Item	ME	324,235	Newhouse
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NEW YORK

SRDS Market # 1; ADI # 1  
 FCC Revenue Rank # 1  
 FCC Income Rank # 2  
 APR 17.3  
 Metro Pop: 13,659,700  
 National Revenue: \$33,455,765

Revenue : \$66,222,148  
 Income : \$11,918,213  
 FM Rev : \$21,892,421  
 FM Inc : \$ 2,161,623  
 Comb Rev : \$88,114,569  
 Comb Inc : \$14,079,836

ARB Market # 1  
 Rev Rank # 1  
 Inc Rank # 2  
 Rev per Capita \$6.45  
 Inc per Capita \$1.03  
 Nat Rev per Capita \$2.45

<u>12+ METRO SHARE</u> O/N 77 A/M 77				<u>12+ TSA RANKING</u>		<u>12+ TSA CUME</u>	
1. WABC	8.1	8.4	8.1	1. WABC		1. WABC	44136
2. WBLS-FM	7.9	7.2	5.9	2. WBLS-FM		2. WCBS	28955
3. WOR	7.1	7.1	7.0	3. WOR		3. WINS	27328
4. WCBS	5.5	5.5	5.5	4. WCBS		4. WOR	25833
5. WINS	5.5	5.1	5.1	5. WINS		5. WNBC	23792
6. WRFM-FM	5.2	3.2	4.0	6. WRFM-FM		6. WXLO-FM	17926
7. WPLJ-FM	4.1	3.7	4.4	7. WPLJ-FM		7. WPLJ-FM	17918
8. WXLO-FM	3.4	2.9	2.8	8. WNBC		8. WBLS-FM	17851
9. WMCA	3.2	2.6	3.8	9. WXLO-FM		9. WCBS-FM	15048
10. WNEW	3.1	2.3	3.8	10. WMCA		10. WRFM-FM	13154
11. WNBC	3.0	3.2	2.2	11. WNEW		11. WMCA	13126
12. WCBS-FM	2.8	3.2	3.5	12. WHN		12. WPAT	12287
13. WHN	2.7	3.1	3.6	13. WCBS-FM		13. WHN	12269
14. WPAT-FM	2.6	3.2	2.8	14. WPAT-FM		14. WNEW	11727
15. WPAT	2.6	3.6	3.0	15. WPAT		15. WPIX-FM	10662
16. WJIT	2.1	2.4	1.7	16. WNEW-FM		16. WPAT-FM	10031
17. WNEW-FM	2.1	2.0	2.3	17. WJIT		17. WQXR-FM+	8591
18. WTFM-FM	1.8	1.2	1.6	18. WQXR-FM+		18. WNEW-FM	8071
19. WQXR-FM+1.7	2.2	1.4		19. WTFM-FM		19. WVNJ-FM	7072
20. WVNJ-FM 1.7	2.0	1.8		20. WVNJ-FM		20. WYNY-FM	7000

12+ FM SHARE (METRO): 46.72% (10141 of 21706) (A/M 77: 43.25%)  
 12+ FM SHARE (TSA): 45.58% (10652 of 23369) (A/M 77: 42.53%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WABC	1. WBLS-FM	1. WBLS-FM	1. WABC	1. WOR	1. WOR
2. WBLS-FM	2. WABC	2. WABC	2. WBLS-FM	2. WCBS	2. WABC
3. WPLJ-FM	3. WPLJ-FM	3. WCBS-FM	3. WCBS-FM	3. WRFM-FM	3. WCBS
4. WXLO-FM	4. WXLO-FM	4. WPLJ-FM	WCBS	4. WINS	4. WINS
5. WNBC	5. WCBS-FM	5. WXLO-FM	5. WINS	5. WABC	5. WBLS-FM
6. WWRL	6. WNBC	6. WNBC	6. WRFM-FM	6. WNEW	6. WMCA
7. WPIX-FM	7. WNEW-FM	7. WINS	7. WOR	7. WPAT-FM	7. WRFM-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK	2615 (2)	3934 (8)	6549 (10)	30.2
NEWS/INFO/TALK	5045 (4)		5045 (4)	23.2
BTFM MUSIC	613 (1)	2937 (6)	3550 (7)	16.4
BLACK	603 (3)	1875 (1)	2478 (4)	11.4
MOR	1147 (5)	335 (3)	1482 (8)	6.8
SPANISH	818 (2)		818 (2)	3.8
COUNTRY	630 (1)		630 (1)	2.9
CLASSICAL	94 (1)	584 (2)	678 (3)	3.1
JAZZ		381 (1)	381 (1)	1.8
ETHNIC		95 (1)	95 (1)	0.5
			<u>21706 (41)</u>	

NEW YORK ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WABC	1. WABC	1. WBLS-FM
2. WBLS-FM	2. WCBS	2. WABC
3. WOR	3. WINS	3. WCBS
4. WCBS	4. WOR	4. WOR
5. WINS	5. WNBC	5. WINS
6. WRFM-FM	6. WPLJ-FM	6. WADO
7. WPLJ-FM	7. WXLO-FM	7. WPLJ-FM
8. WXLO-FM	8. WBLS-FM	8. WJIT
9. WNBC	9. WCBS-FM	9. WRFM-FM
10. WMCA	10. WRFM-FM	10. WNEW
11. WNEW	11. WMCA	
12. WHN	12. WPAT	
13. WCBS-FM	13. WHN	
14. WPAT-FM	14. WNEW	
15. WPAT	15. WPIX-FM	

ADI FM SHARE: 46.96% (10990 of 23404) (O/N 77. 44.16%)

AM STATIONS

WABC, 770, 50 KW, ROCK	ABC-C, \$278.75	(Blair) ABC
WADO, 1280, 5 KW, SPANISH	, \$ 59.50	(-----) Bartell
WCBS, 880, 50 KW, NEWS	CBS, \$178.75	(CBS Spot) CBS
WHN, 1050, 50 KW, COUNTRY	ABC-E, \$162.50	(Christal) Storer
WINS, 1010, 50 KW, NEWS	, \$140.00	(RAR) Westinghouse
WJIT, 1480, 5 KW, SPANISH	, \$ 49.38	(Caballers) SJR
WMCA, 570, 5 KW, TALK	MBS, \$ 85.00	(MMR)
WNBC, 660, 50 KW, ROCK	NBC, \$150.00	(Eastman) NBC
WNEW, 1130, 50 KW, MOR	, \$108.33	(Metro) Metromedia
WOR, 710, 50 KW, TALK	ABC-I, \$200.63	(RKO) RKO
WPAT, 930, 5 KW, BTFL MUS	, \$ 86.25	(Katz) Capital Cities

FM STATIONS

WBLS-FM, 107.5, 2 KW @ 1241, BLACK/DISCO	, \$162.50	(Mc-Guild)
WCBS-FM, 101.1, 4.6 KW @ 1300, ROCK/OLDIES	, \$114.38	(CBS-FM) CBS
WNEW-FM, 102.7, 4.1 KW @ 1360, AOR	, \$101.25	(Metro) Metrome.
WPAT-FM, 93.1, 12.5 KW @ 870, BTFL MUS	, \$ 83.75	(Katz) Cap. Cit.
WPIX-FM, 101.9, 5.4 KW @ 1228, ROCK	, \$ 48.25	(---) Tribune Co.
WPLJ-FM, 95.5, 4.6 KW @ 1270, AOR	ABC-F, \$120.00	(Blair) ABC
WQXR-FM+, 96.3, 5.4 KW @ 1220, CLASSICAL	, \$ 77.50	(CMBS) N.Y. Times
WRFM-FM, 105.1, 5.2 KW @ 1220, BTFL MUS (Bonne)	, \$ 95.00	(Tor-Lask) Bonne
WTFM-FM, 103.5, 7 KW @ 960, BTFL MUS	, \$ 56.25	(Sand-Glenn)
WVNJ-FM, 100.3, 24 KW @ 666, BTFL MUS (TM)	ABC-E, \$ 50.00	(Selcom)
WXLO-FM, 98.7, 5.4 KW @ 1250, ROCK	, \$131.75	(RKO) RKO
WYNY-FM, 97.1, 4.6 KW @ 1300, SOFT ROCK	, \$ 71.25	(Eastman) NBC

TV STATIONS

WABC NY 7 ABC,ABC	WNEW NY 5 IND, Metromedia
WCBS NY 2 CBS,CBS	WPIX NY 11 IND, Tribune Co.
WNBC NY 4 NBC,NBC	WTVG Newark 68 IND
WOR NY 9 IND,RKO	WXTV Paterson 41 IND,SIN
	WNJV Newark 47 IND

NEWSPAPERS

New York Times M 820,239	New York News M 1,937,465, Tribune Co.
New York Post E 615,908, Murdoch	Long Is. Newsday E 476,413, Times-Mir.
Newark Star-Ledger M 411,443, Newhouse	



NORFOLK

SRDS Market # 50; ADI # 46  
 FCC Revenue Rank NA  
 FCC Income Rank NA  
 APR 16.1  
 Metro Pop: 926,700  
 National Rev: \$1,830,999

Revenue : \$6,603,214  
 Income : \$ 186,317  
 FM Rev : \$1,095,915  
 FM Inc : \$ 137,012  
 Comb Rev : \$7,699,129  
 Comb Inc : \$ 323,329

ARB Market # 32  
 Rev Rank # 41  
 Inc Rank # 71  
 Rev per Capita \$8.31  
 Inc per Capita \$ .35  
 Nat Rev per Capita \$1.98

12+ METRO SHARE	O/N 77	A/M 77
1. WOWI-FM	8.9	4.8
2. WTAR	8.6	9.0
3. WGH	8.1	7.7
4. WNOR-FM	7.5	7.0
5. WRAP	7.3	7.1
6. WFOG-FM	6.4	8.0
7. WCMS-FM	6.4	7.7
8. WQRK-FM	6.0	6.3
9. WKEZ-FM	5.8	6.3
10. WMYK-FM	4.5	2.9
11. WPCE	3.7	5.7
12. WBCI-FM	3.5	2.4

12+ TSA 1/4
1. WOWI-FM
2. WCMS-FM
WTAR
4. WGH
5. WRAP
6. WNOR-FM
7. WKEZ-FM
8. WMYK-FM
9. WFOG-FM
10. WQRK-FM
11. WBCI-FM
12. WPCE

12+ TSA CUME
1. WGH 2470
2. WTAR 2334
3. WOWI-FM 1990
4. WQRK-FM 1947
5. WNOR-FM 1773
6. WFOG-FM 1564
7. WRAP 1530
8. WCMS-FM 1360
9. WMYK-FM 1198
10. WBCI-FM 980
11. WNOR 805
12. WCMS 787

12+ FM SHARE (METRO): 57.03% (807 of 1415) (A/M 77: 56.42%)  
 12+ FM SHARE (TSA) : 60.60% (1038 of 1713) (A/M 77: 57.25%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WGH	1. WNOR-FM	1. WNOR-FM	1. WCMS-FM	1. WTAR	1. WTAR
2. WOWI-FM	2. WRAP	2. WOWI-FM	2. WTAR	2. WCMS-FM	2. WCMS-FM
3. WQRK-FM	3. WOWI-FM	3. WRAP	3. WOWI-FM	3. WFOG-FM	3. WGH
4. WRAP	4. WGH	4. WGH	4. WFOG-FM	4. WKEZ-FM	4. WOWI-FM
5. WNOR-FM	5. WQRK-FM	5. WTAR	5. WGH	5. WPCE	5. WRAP

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	158 (3)	320 (4)	478 (7)	33.8
BTFL MUSIC	43 (3)	194 (3)	237 (6)	16.8
BLACK	109 (1)	133 (1)	242 (2)	17.1
COUNTRY	80 (3)	112 (2)	192 (5)	13.6
MOR	145 (2)		145 (2)	10.2
RELIGION	63 (2)	23 (1)	86 (3)	6.1
CLASSICAL		35 (1)	35 (1)	2.5
			1415 (26)	

NORFOLK ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WOWI-FM	1. WGH	1. WTAR
2. WTAR	2. WTAR	2. WGH
3. WGH	3. WOWI-FM	3. WFOG-FM
4. WCMS-FM	4. WQRK-FM	4. WQRK-FM
5. WNOR-FM	5. WNOR-FM	5. WCMS-FM
WRAP	6. WFOG-FM	6. WOWI-FM
7. WKEZ-FM	7. WRAP	7. WPCE
8. WMYK-FM	8. WCMS-FM	8. WVEC
9. WFOG-FM	9. WKEZ-FM	9. WHNE
10. WQRK-FM	10. WMYK-FM	10. WGH-FM
11. WBCI-FM	11. WBCI-FM	
12. WPCE	12. WNOR	
13. WCMS	13. WPCE	
14. WGH-FM	14. WCMS	
15. WYVA-FM	15. WGH-FM	

ADI FM SHARE: 59.50% (1015 of 1706) (A/M 77: 56.51%)

AM STATIONS

WCMS, 1050, 5 KW (Days), COUNTRY	, \$38.00	(Katz)
WGH, 1310, 5 KW, ROCK	, \$33.50	(Blair)
WHNE, 1350, 5 KW, COUNTRY	ABC-E, \$17.00	(Masla)
WPCE, 1400, 1 KW/250 W, RELIGION/GOSPEL	MBN, \$21.75	(HR Stone)
WRAP, 850, 5 KW/1 KW, BLACK	NBN, \$27.00	(Howard) Rollins
WTAR, 790, 5 KW, MOR	CBS, \$29.50	(Christal) Landmark
WVEC, 1490, 1 KW/250 W, BTFL MUS	ABC-I, \$11.00	(Sav-Gates)

FM STATIONS

WCMS-FM, 100.5, 50 KW @ 409, COUNTRY	, \$38.00	(Katz)
WFOG-FM, 92.9, 50 KW @ 500, BTFL MUS (Bonne)	, \$24.00	(Eastman)
WGH-FM, 97.3, 74 KW @ 420, CLASSICAL	, \$12.00	(CMBS)
WKEZ-FM, 95.7, 40 KW @ 881, BTFL MUS (Schulke)	, \$20.00	(Christal) Landmark
WMYK-FM, 93.7, 100 KW @ 940, AOR	, \$32.00	(Eastman) (ELIZABETH CITY)
WNOR-FM, 98.7, 46 KW @ 549, ROCK	, \$29.00	(BuckleY)
WOWI-FM, 102.9, 50 KW @ 500, BLACK	MBN, \$21.75	(HR Stone)
WQRK-FM, 104.5, 50 KW @ 418, ROCK	, \$18.50	(Selcom)
WBCI-FM, 96.5, 50 KW @ 400, CONTEMP	, \$ 8.50	(-----) (WILLIAMS BURG)
WYVA-FM, 94.1, 50 KW @ 500, COUNTRY	, \$ 8.40	(-----) (YORKTOWN)

TV STATIONS

WAVY	Portsmouth	10	NBC, LIN
WTAR	Norfolk	3	CBS, Landmark
WVEC	Hampton	13	ABC
WYAH	Portsmouth	27	IND, Christian Broadcasting

NEWSPAPERS

Norfolk Ledger-Star, Virginian-Pilot	ME	221,982, Landmark
Newport News Press, Times-Herald	ME	98,950

NORTHEAST PENNSYLVANIA

(Wilkes Barre-Scranton)

SRDS Market # 61; ADI # 42  
 FCC Revenue Rank # 61  
 FCC Income Rank # 79  
 APR 18.8  
 Metro Pop: 552,000  
 National Rev: \$925,794

Revenue : \$4,578,364  
 Income : \$ 279,249  
 FM Rev : \$ 759,995  
 FM Inc : \$ -185,915  
 Comb Rev : \$5,338,359  
 Comb Inc : \$ 93,334

ARB Market # 52  
 Rev Rank # 59  
 Inc Rank # 105  
 Rev per Capita \$9.67  
 Inc per Capita \$ .17  
 Nat Rev per Capita \$1.68

12+ METRO SHARE A/M 77 A/M 76

1. WARM	15.7	13.5	17.4
2. WNAK	12.8	11.8	7.2
3. WGBI-FM	8.3	7.3	1.5
4. WBAX	6.0	2.9	3.9
5. WEJL	5.6	5.3	12.0
6. WBRE+	5.0	6.7	5.4
7. WEZX-FM	4.5	3.4	2.4
8. WILK	4.3	6.2	6.5
9. WVCD-FM	3.9	3.8	.7
WYZZ-FM	3.9	4.5	4.0

12+ TSA 1/4

1. WARM
2. WNAK
3. WGBI-FM
4. WEJL
5. WBRE+
6. WBAX
7. WVCD-FM
8. WEZX-FM
9. WILK
10. WYZZ-FM

12+ TSA CUME

1. WARM	2942
2. WGBI-FM	1475
3. WILK	1209
4. WBRE+	1099
5. WNAK	1009
6. WGBI	859
7. WEZX-FM	841
8. WBAX	759
9. WEJL	641
10. WVCD-FM	627

12+ FM SHARE (METRO): 34.55% (330 of 955) (A/M 77: 35.88%)  
 12+ FM SHARE (TSA) : 37.10% (424 of 1143) (A/M 77: 37.12%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WEZX-FM	1. WGBI-FM	1. WARM	1. WARM	1. WARM	1. WARM
2. WARM	2. WARM	2. WGBI-FM	2. WBAX	2. WNAK	2. WNAK
3. WILK	3. WEZX-FM	3. WBAX	3. WNAK	3. WBAX	3. WEJL
4. WGBI-FM	4. WILK	4. WNAK	4. WGBI-FM	4. WBRE+	4. WBRE+

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	258 (6)	164 (4)	422 (10)	44.2
MOR	201 (3)	33 (2)	234 (5)	24.5
BTFL MUSIC		86 (3)	86 (3)	9.0
COUNTRY	87 (2)	12 (2)	99 (4)	10.4
NEWS/INFO/TALK	37 (2)	23 (1)	60 (3)	6.3
VARIETY	22 (2)	2 (1)	24 (3)	2.5
UNKNOWN	20 (1)	10 (1)	30 (2)	3.1
			<u>955 (30)</u>	

WILKES BARRE-SCRANTON ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUMES (12+)</u>
1. WARM	1. WARM	1. WARM
2. WNAK	2. WGBI-FM	2. WBRE+
3. WGBI-FM	3. WILK	3. WEZX-FM
4. WILQ-FM	4. WBRE+	4. WNAK
5. WVCD-FM	5. WILQ-FM	5. WGBI-FM
6. WEJL	6. WNAK	6. WEJL
7. WBRE+	7. WVCD-FM	WBAX
8. WBAX	8. WGBI	8. WWDL-FM
9. WEZX-FM	9. WEZX-FM	WILK
10. WILK	10. WBAX	
11. WMPT+	11. WHLM	
12. WYZZ-FM	12. WPPA+	
13. WMLP	13. WAZL	
14. WHLM	14. WEJL	
15. WPAM	15. WYZZ-FM	

ADI FM SHARE: 34.94% (571 of 1634) (A/M 77: 33.64%)

AM STATIONS

WARM , 590, 5 KW	, CONTEMP	, \$40.00	(Eastman)	Susquehanna
WBAX , 1240, 1 KW/250 W	, COUNTRY	ABC-E, \$10.50	(Tor-Lask)	Merv Griffin
WBRE+, 1340, 1 KW/250 W	, NEWS	NBC , \$11.00	(Buckley)	
WEJL , 630, 500 W (Days)	, MOR	ABC-I, \$16.00	(Selcom)	Shamrock
WGBI , 910, 1 KW/500 W	, COUNTRY	CBS , \$12.00	(Tor-Lask)	
WILK , 980, 5 KW/1 KW	, ROCK	ABC-C, \$17.00	(Mc-Guild)	
WNAK , 730, 1 KW (Days)	, MOR	, \$13.00	(P/W)	(NANTICOKE)
WMPT+, 1450, 1 KW/250 W	, MOR	ABC-C, \$ 5.00	(Market 4)	(S. WILLIAMSPORT)
WMLP , 1380, 1 KW (Days)	, ROCK	, \$ 6.00	(-----)	)MILTON)
WHLM , 550, 1 KW	, VARIETY	NBC , \$ 3.75	(-----)	(BLOOMSBURG)
WPAM , 1450, 1 KW/250 W	, MOR	NBC , \$ 6.75	(-----)	(POTTSVILLE)
WPPA+, 1360, 5 KW/500 W	, MOR	CBS , \$ 9.50	(Pro-Meek)	(POTTSVILLE)
WAZL , 1490, 1 KW/250 W	, CONTEMP	, \$ 6.00	(Market 4)	(HAZLETON)

FM STATIONS

WEZX-FM, 107.1, 125 W @ 1270,	ROCK	ABC-F, \$ 8.20	(Selcom)	Shamrock
WGBI-FM, 101.3, 7 KW @ 1100,	CONTEMP	, \$22.00	(Tor-Lask)	
WILQ-FM, 105.1, 3.8 KW @ 1300,	COUNTRY	, \$14.25	(Pro-Meek)	(WILLIAMSPORT)
WVCD-FM, 97.9, 24 KW @ 660,	BTFL MUS (TM)	, \$ 8.00	(Market 4)	(HAZLETON)
WYZZ-FM, 92.9, 50 KW @ 1065,	BTFL MUS	MBS , \$10.00	(Market 4)	
WWDL-FM, 104.9, 1.6 KW @ 1093,	CONTEMP	, \$13.00	(Pro-Meek)	

TV STATIONS

WBRE	Wilkes-Barre	28	NBC
WDAU	Scranton	22	CBS
WNEP	Scranton	16	ABC

NEWSPAPERS

Scranton Times	E	54,367	(Lynett Family, owners of Shamrock Bdcst)
Scranton Tribune	M	36,857	
Wilkes-Barre Times-Leader-News	AD	69,470	

OKLAHOMA CITY

SRDS Market # 53; ADI # 39  
 FCC Revenue Rank # 50  
 FCC Income Rank # 53  
 APR 14.8  
 Metro Pop: 632,300  
 National Rev: \$1,698,611

Revenue : \$5,449,081  
 Income : \$ 493,197  
 FM Rev : \$2,410,586  
 FM Inc : \$ -57,270  
 Comb Rev : \$7,859,667  
 Comb Inc : \$ 435,927

ARB Market # 48  
 Rev Rank # 39  
 Inc Rank # 60  
 Rev per Capita \$12.43  
 Inc per Capita \$ .69  
 Nat Rev per Capita \$ 2.69

12+ METRO SHARE O/N 77 A/M 77

12+ TSA 1/4

12+ TSA CUME

1. KATT-FM+	11.7	13.5	11.6
2. KTOK	11.7	13.9	16.9
3. KKNG-FM	10.6	10.8	8.9
4. WKY	10.5	10.8	10.1
5. KOFM-FM	8.7	5.0	5.1
6. KEBC-FM	8.5	9.0	6.1
7. KOMA	7.1	5.8	10.6
8. KZUE-FM	6.1	6.6	----
9. KFNB-FM	4.2	6.2	5.9
10. KOCY	3.4	1.8	1.1

1. WKY
2. KATT-FM+
3. KOMA
4. KOFM-FM
5. KTOK
6. KKNG-FM
7. KEBC-FM
8. WNAD
9. KZUE-FM
10. KFNB-FM

1. WKY	4291
2. KOMA	3251
3. KOFM-FM	2144
4. KTOK	1832
5. KKNG-FM	1535
6. KATT-FM+	1364
7. KZUE-FM	1282
8. KEBC-FM	1099
9. KFNB-FM	925
10. WNAD	769

12+ FM SHARE (METRO): 56.69% (513 of 905) (A/M 77: 53.09%)  
 12+ FM SHARE (TSA) : 49.25% (652 of 1324) (A/M 77: 46.45%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KOFM-FM	1. KATT-FM+	1. KATT-FM+	1. KTOK	1. KTOK	1. WKY
2. KZUE-FM	2. WKY	2. WKY	2. KKNG-FM	2. KKNG-FM	2. KTOK
3. WKY	3. KOFM-FM	3. KOFM-FM	3. KEBC-FM	3. KEBC-FM	3. KOMA
4. KOMA	4. KOMA	KTOK	4. WKY	4. WKY	4. KOFM-FM
5. KATT-FM+	5. KZUE-FM	5. KKNG-FM	5. KATT-FM+	5. KOCY	5. KATT-FM+

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	184 (3)	267 (6)	451 (9)	49.8
BIFL MUSIC		138 (2)	138 (2)	15.2
MOR	127 (3)		127 (3)	14.0
COUNTRY	56 (2)	79 (1)	135 (3)	14.9
RELIGION	25 (2)	14 (1)	39 (3)	4.3
BLACK		15 (1)	15 (1)	1.7
			<u>905 (21)</u>	

OKLAHOMA CITY ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WKY	1. WKY	1. KATT-FM †
2. KATT-FM+	2. KOMA	2. KKNG-FM
3. KTOK	3. KOFM-FM	3. KTOK
4. KOFM-FM	4. KTOK	4. WKY
5. KOMA	5. KKNG-FM	5. KEBC-FM
6. KKNG-FM	6. KATT-FM+	6. KOMA
7. KEBC-FM	7. KZUE-FM	7. KOCY
8. WNAD	8. KEBC-FM	8. KFNB-FM
9. KZUE-FM	9. KFNB-FM	9. KOFM-FM
10. KFNB-FM	10. WNAD	10. KZUE-FM
11. KOCY	11. KOCY	
12. KGWA	12. KRMG	
13. KVOO	13. KXXY-FM	
14. KQCV	14. KVOO	
15. KCRC	15. KCRC	

ADI FM SHARE: 44.16% (654 of 1481) (A/M 77: 42.64%)

AM STATIONS

KOCY, 1340, 1 KW/250 W	, COUNTRY (TM)	CBS	, \$15.25	(-----)	
KOMA, 1520, 50 KW	, ROCK		, \$38.00	(Blair)	Storz
KQCV, 800, 250 W (Days)	, RELIGION		, \$ 7.00	(-----)	
KTOK, 1000, 5 KW	, MOR	ABC-I,	\$44.50	(Eastman)	Covenant
WKY, 930, 5 KW	, CONTEMP		, \$41.75	(Katz)	Gaylord
WNAD, 640, 1 KW (Days)	, COUNTRY	NBC	, \$15.00	(HR Stone)	(NORMAN)
KCRC, 1390, 1 KW	, COUNTRY	ABC-C,	\$ 4.40	(Sav-Gates)	(ENID)
KGWA, 960, 1 KW	, COUNTRY		, \$ 5.89	(-----)	(ENID)

KVOD, KRMG - See Tulsa

FM STATIONS

KATT-FM+, 100.5, 100 KW @ 500, AOR		MBS	, \$35.25	(Buckley)	
KEBC-FM, 94.7, 50 KW @ 331, COUNTRY		ABC-E,	\$15.38	(Tor-Lask)	
KFNB-FM, 101.9, 100 KW @ 420, BTFL MUS (FM-100)			, \$19.25	(Pro-Meek)	
KKNG-FM, 92.5, 100 KW @ 297, BTFL MUS (Schulke)			, \$28.00	(Christal)	Swanson
KOFM-FM, 104.1, 100 KW @ 1425, ROCK		ABC-C,	\$14.00	(Selcom)	Amer Media
KXXY-FM, 96.1, 100 KW @ 300, ROCK			, \$22.00	(-----)	
KZUE-FM, 102.7, 100 KW @ 1003, CONTEMP		ABC-F,	\$22.75	(Eastman)	Covenant

TV STATIONS

KOCO	Oklahoma City	5	ABC, Combined Communications
KTVY	Oklahoma City	4	NBC, Detroit News
KWTV	Oklahoma City	9	CBS

NEWSPAPER

Oklahoma City Oklahoman, Times	ME	258,310, Gaylord
Oklahoma Journal	M	45,344

OMAHA

SRDS Market # 69  
 FCC Revenue Rank # 53  
 FCC Income Rank # 25  
 APR 15.3  
 Metro Pop: 464,000  
 National Rev: \$1,841,108

Revenue : \$5,149,463  
 Income : \$1,183,806  
 FM Rev : NA  
 FM Inc, : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 61  
 Rev Rank # 60  
 Inc Rank # 28  
 Rev per Capita \$11.10  
 Inc per Capita \$ 2.55  
 Nat Rev per Capita \$ 3.97

<u>12+ METRO SHARE O/N 77 A/M 77</u>			
1. KFAB	24.2	29.4	23.1
2. WOW	13.5	15.0	15.3
3. KGOR-FM	10.3	6.9	8.1
4. KEZO-FM	10.0	10.8	9.1
5. KQKQ-FM	7.6	6.3	8.9
6. KOIL	6.9	6.3	9.4
7. KYNN	5.8	5.1	5.2
8. KEFM-FM	3.4	3.9	3.1
9. KOWH-FM	2.9	.9	1.0
10. KRCB	2.2	1.9	1.4

<u>12+ TSA 1/4</u>	
1. WOW	
2. WFAB	
3. KGOR-FM	
4. KEZO-FM	
5. KQKQ-FM	
6. KOIL	
7. KMA	
8. KYNN	
9. KEFM-FM	
KJAN+	

<u>12+ TSA CUME</u>	
1. WOW	6146
2. KFAB	4228
3. KGOR-FM	2261
4. KEZO-FM	1466
5. KOIL	1399
6. KMA	958
7. KQKQ-FM	736
8. KYNN	565
9. KRCB	489
10. KEFM-FM	319

12+ FM SHARE (METRO): 39.72% (255 of 642) (A/M 77: 36.23%)  
 12+ FM SHARE (TSA) : 30.96% (396 of 1279) (A/M 77: 26.80%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KGOR-FM	1. WOW	1. KFAB	1. KFAB	1. KFAB	1. KFAB
2. KOIL	2. KGOR-FM	2. WOW	2. WOW	2. KEZO-FM	2. WOW
3. WOW	3. KQKQ-FM	3. KGOR-FM	3. KEZO-FM	3. KYNN	3. KMA
4. KQKQ-FM	4. KEZO-FM	4. KEZO-FM	4. KYNN	4. WOW	4. KGOR-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	161 (3)	148 (3)	309 (6)	48.1
MOR	178 (3)	12 (2)	190 (5)	29.6
BTFL MUSIC		95 (2)	95 (2)	14.8
COUNTRY	45 (2)		45 (2)	7.0
RELIGION	3 (1)		3 (1)	0.5
			642 (16)	

AM STATIONS

KFAB, 1110, 50 KW , MOR NBC , \$58.50 (Christal) May  
 WOW , 590, 5 KW , CONTEMP ABC-C, \$74.00 (Blair) Meredith  
 KOIL, 1290, 5 KW , ROCK , \$20.00 (Pro-Meek)  
 KRCB, 1560, 1 KW (Days), CONTEMP , \$15.00 (HR Stone)  
 KYNN, 1490, 1 KW/250 W, COUNTRY MBS , \$21.50 (Tor-Lask) Great Empire  
 KMA , 960, 5 KW , COUNTRY , \$23.67 (Katz) May (SHENANDOAH, IA)  
 KJAN+, 1220, 250 W (Days), MOR , \$ 5.50 (Midwest) (ATLANTIC, IOWA)

FM STATIONS

KEFM-FM, 96.1, 100 KW @ 276, BTFL MUS (FM-100) , \$10.50 (Pro-Meek)  
 KEZO-FM, 92.3, 100 KW @ 1210, TRAD MOR (Bonne) , \$30.00 (Blair) Meredith  
 KGOR-FM, 99.9, 115 KW @ 1227, ROCK (TM) , \$30.25 (Christal) May  
 KOWH-FM, 94.1, 100 KW @ 510, ROCK/BLACK ABC-E, \$16.50 (Howard)  
 KQKQ-FM, 98.5, 100 KW @ 175, AOR , \$16.00 (HR Stone)

TV STATIONS

KETV Omaha 7 ABC, Pulitzer  
 KMTV Omaha 3 NBC, May  
 WOVTV Omaha 6 CBS, San Francisco Chronicle

NEWSPAPER Omaha World-Herald ME 235,953

ORLANDO

SRDS Market # 64; ADI # 40  
 FCC Revenue Rank # 57  
 FCC Income Rank # 317  
 APR 15.2  
 Metro Pop: 506,300  
 National Rev: \$1,238,102

Revenue : \$4,844,739  
 Income : \$ -739,379  
 FM Rev : \$1,543,856  
 FM Inc : \$ 153,777  
 Comb Rev : \$6,388,595  
 Comb Inc : \$ -585,602

ARB Market # 56  
 Rev Rank # 53  
 Inc Rank # 159  
 Rev per Capita \$12.62  
 Inc per Capita \$-1.16  
 Nat Rev per Capita \$ 2.45

<u>12+ METRO SHARE</u>	<u>O/N 77</u>	<u>A/M 77</u>
1. WDBO-FM	14.8	11.2
2. WBJW-FM	14.8	13.2
3. WDBO	9.2	11.1
4. WDIZ-FM	8.8	2.9
5. WHOO-FM	8.1	8.0
6. WKIS	7.3	8.8
7. WHOO	6.9	7.5
8. WORL	6.5	4.3
9. WLOF	6.0	5.9
10. WORJ-FM	2.9	6.1

<u>12+ TSA 1/4</u>
1. WDBO-FM
2. WBJW-FM
3. WDIZ-FM
4. WHOO-FM
5. WDBO
6. WHOO
7. WKIS
8. WLOF
9. WGTO
10. WORL

<u>12+ TSA CUME</u>
1. WBJW-FM 2527
2. WDBO-FM 2184
3. WDIZ-FM 1772
4. WDBO 1597
5. WLOF 1369
6. WKIS 1234
7. WHOO-FM 1183
8. WHOO 1057
9. WORJ 840
10. WORL 536

12+ FM SHARE (METRO): 56.40% (414 of 734) (A/M 77: 47.02%)  
 12+ FM SHARE (TSA) : 64.89% (767 of 1182) (A/M 77: 58.80%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WBJW-FM	1. WBJW-FM	1. WBJW-FM	1. WBJW-FM	1. WDBO-FM	1. WDBO-FM
2. WORL	2. WDIZ-FM	2. WDIZ-FM	2. WDBO-FM	2. WDBO	2. WDBO
3. WDIZ-FM	3. WLOF	3. WDBO-FM	3. WKIS	3. WHOO-FM	3. WBJW-FM
WLOF	4. WORL	4. WKIS	4. WDBO	4. WHOO	4. WHOO-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	46 (1)	223 (4)	269 (5)	36.6
BTFL MUSIC	5 (1)	182 (3)	187 (4)	25.5
MOR	127 (2)		127 (2)	17.3
COUNTRY	78 (4)	9 (2)	87 (6)	11.9
BLACK	64 (2)		64 (2)	8.7
			<u>734 (19)</u>	



ORLANDO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WDBO-FM	1. WBJW-FM	1. WDBO-FM
2. WBJW-FM	2. WDBO-FM	2. WBJW-FM
3. WDIZ-FM	3. WDIZ-FM	3. WKIS
4. WHOO-FM	4. WDBO	4. WHOO
5. WDBO	5. WLOF	5. WDBO
6. WHOO	6. WKIS	6. WHOO-FM
WKIS	7. WHOO-FM	7. WORL
8. WLOF	8. WHOO	8. WDIZ-FM
WCKS	9. WCKS-FM	9. WLOF
10. WORL	10. WORJ-FM	10. WORJ-FM
11. WWLV-FM	11. WORL	
12. WORJ-FM	12. WWLV-FM	
13. WNDB	13. WHLY-FM	
14. WHLY-FM	14. WRMF	
15. WELE-FM	15. WNDB	

ADI FM SHARE: 61.09% (873 of 1429) (A/M 77: 53.45%)

AM STATIONS

WDBO, 580, 5 KW	, MOR	CBS	, \$41.83	(Blair)	Outlet
WHOO, 990, 50 KW/5 KW	, COUNTRY	ABC-I,	\$34.75	(Tor-Lask)	Bluegrass
WKIS, 740, 5 KW/1 KW	, MOR		, \$25.50	(Eastman)	Susquehanna
WLOF, 950, 5 KW	, ROCK		, \$56.00	(Katz)	Rounsaville
WORL, 1270, 5 KW (Days)	, BLACK	MBN	, \$18.00	(Mc-Guild)	

FOR OTHER STATIONS SEE LAKELAND, DAYTONA BEACH OR MELBOURNE

FM STATIONS

WBJW-FM, 105.1, 100 KW @	370, ROCK		, \$56.00	(Katz)	Rounsaville
WDBO-FM, 92.3, 100 KW @	1320, BTFL MUS (Schulke),		\$41.83	(Blair)	Outlet
WDIZ-FM, 100.3, 100 KW @	820, ROCK	ABC-F,	\$17.00	(Selcom)	Shamrock
WHLY-FM, 106.7, 100 KW @	799, AOR		, \$16.00	(Buckley)	
WHOO-FM, 96.5, 100 KW @	493, BTFL MUS (FM-100)	NBC,	\$37.50	(Tor-Lask)	Bluegrass
WORJ-FM, 107.7, 100 KW @	350, ROCK		, \$23.00	(Mc-Guild)	

TV STATIONS

WDBO	Orlando	6	CBS, Outlet
WESH	Daytona Beach	2	NBC, Cowles
WFTV	Orlando	9	

NEWSPAPER

Orlando Sentinel Star AD 173,144, Tribune Co

PENSACOLA

SRDS Market # 131  
 FCC Revenue Rank # 125  
 FCC Income Rank # 92  
 APR 15.5  
 Metro Pop: 221,700  
 National Rev: \$197,143

Revenue : \$2,279,940  
 Income : \$ 225,909  
 FM Rev : \$ 615,310  
 FM Inc : \$ 91,716  
 Comb Rev : \$2,895,250  
 Comb Inc : \$ 317,625

ARB Market # 124  
 Rev Rank # 108  
 Inc Rank # 72  
 Rev per Capita \$13.06  
 Inc per Capita \$ 1.43  
 Nat Rev per Capita \$ .89

<u>12+ METRO SHARE</u>			<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1.	WJLQ-FM	15.7	15.3	15.2	1. WMEZ-FM	1. WJLQ-FM 1005
2.	WMEZ-FM	13.7	11.2	12.3	2. WJLQ-FM	2. WMEZ-FM 743
3.	WBOP-FM	13.1	4.6	4.7	3. WKRG-FM	3. WBSR 650
4.	WKRG-FM	11.0	2.0	1.6	4. WBOP-FM	4. WKRG-FM 617
5.	WBSR	10.2	14.4	14.7	5. WCOA	5. WCOA 577
6.	WCOA	9.3	12.1	12.6	6. WBSR	6. WXBM-FM 406
7.	WXBM-FM	5.2	4.6	5.5	7. WABB-FM	7. WBOP-FM 334
8.	WNVY	4.9	6.9	5.8	8. WXBM-FM	8. WABB-FM 249
9.	WABB-FM	2.9	4.0	3.1	9. WNVY	9. WNVY 244
10.	WBOP	2.6	10.4	11.3	10. WAJB-FM	10. WAJB-FM 178

12+ FM SHARE (METRO): 67.07% (220 of 328) (A/M 77: 44.86%)  
 12+ FM SHARE (TSA) : 71.74% (292 of 407) (A/M 77: 53.25%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKRG-FM	1. WJLQ-FM	1. WJLQ-FM	1. WMEZ-FM	1. WCOA	1. WMEZ-FM
2. WBOP-FM	2. WBSR	2. WMEZ-FM	2. WJLQ-FM	WMEZ-FM	2. WCOA
3. WJLQ-FM	3. WMEZ-FM	3. WBSR	3. WBSR	3. WXBM-FM	WJLQ-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	35 (1)	102 (3)	137 (4)	41.8
COUNTRY	25 (3)	18 (1)	43 (4)	13.1
BTFL MUS		47 (1)	47 (1)	14.3
BLACK	9 (1)	45 (1)	54 (2)	16.5
MOR	32 (1)	8 (1)	40 (2)	12.2
RELIGION	7 (1)		7 (1)	2.1
			<u>328 (14)</u>	

AM STATIONS

WBOP, 980, 1 KW (Days), BLACK MBS, NBN, \$ 5.00 (Howard)  
 WBSR, 1450, 1 KW, CONTEMP, \$16.00 (Eastman) Mooney  
 WCOA, 1370, 5 KW, MOR CBS, \$21.75 (Mc-Guild) Summit  
 WNVY, 1230, 1 KW, COUNTRY NBC, \$13.00 (HR Stone)

FM STATIONS

WAJB-FM, 107.3, 100 KW @ 367, MOR (Radio Arts), \$ 8.00 (-----)  
 WBOP-FM, 101.5, 100 KW @ 493, BLACK MBS, NBN, \$10.00 (Howard)  
 WJLQ-FM, 100.7, 100 KW @ 500, ROCK (TM), \$21.75 (Mc-Guild) Summit  
 WMEZ-FM, 94.1, 100 KW @ 320, BTFL MUS ABC-F, \$27.00 (Tor-Lask)  
 WXBM-FM, 102.7, 100 KW @ 500, COUNTRY ABC-I, \$ 9.00 (----) (MILTON)

WABB-FM, WKRG-FM - See Mobile  
 FOR TV STATIONS SEE MOBILE

NEWSPAPER

Pensacola News, Journal ME 73,129, Gannett

PEORIA

SRDS Market # 104  
 FCC Revenue Rank # 104  
 FCC Income Rank # 83  
 APR 14.1  
 Metro Pop: 289,600  
 National Rev: \$814,248

Revenue : \$2,797,145  
 Income : \$ 270,040  
 FM Rev : \$ 636,942  
 FM Inc : \$ 551  
 Comb Rev : \$3,434,087  
 Comb Inc : \$ 270,591

ARB Market # 98  
 Rev Rank # 84  
 Inc Rank # 76  
 Rev per Capita \$11.86  
 Inc per Capita \$ .93  
 Nat. Rev per Capita \$2.81

12+ METRO SHARE	A/M 77	A/M 76
1. WSWT-FM	15.0	12.2
2. WKZW-FM	14.5	5.0
3. WIRL	12.7	14.4
4. WMBD	11.0	18.1
5. WWCT-FM	9.1	5.4
WXCL	9.1	16.9
7. WSIV+	5.6	8.5
8. WLS	4.2	5.0
9. WZRO-FM	3.4	.9
10. WGN	3.2	1.8

12+ TSA 1/4
1. WSWT-FM
2. WKZW-FM
3. WIRL
4. WMBD
5. WWCT-FM
WXCL
7. WLS
8. WSIV+
9. WZRO-FM
WGN

12+ TSA CUME
1. WIRL 1287
2. WKZW-FM 1035
3. WSWT-FM 989
4. WMBD 868
5. WLS 801
6. WXCL 685
7. WSIV+ 467
8. WWCT-FM 439
9. WMAQ 416
10. WGN 403

12+ FM SHARE (METRO): 46.91% (182 of 388) (A/M 77: 30.31%)  
 12+ FM SHARE (TSA) : 46.86% (231 of 493) (A/M 77: 29.50%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WKZW-FM	1. WWCT-FM	1. WKZW-FM	1. WSWT-FM	1. WSWT-FM	1. WMBD
2. WIRL	2. WKZW-FM	WWCT-FM	2. WIRL	2. WMBD	2. WIRL
3. WLS	3. WIRL	3. WSWT-FM	3. WXCL	3. WXCL	3. WSWT-FM
4. WWCT-FM	4. WSWT-FM	4. WIRL	4. WKZW-FM	4. WIRL	4. WXCL

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	69 (2)	98 (3)	167 (5)	43.0
MOR	65 (3)		65 (3)	16.8
BTFM MUSIC	14 (1)	70 (2)	84 (3)	21.7
COUNTRY	47 (3)	14 (1)	61 (4)	15.7
RELIGION	9 (1)		9 (1)	2.3
NEWS/INFO/TALK	2 (1)		2 (1)	0.5
			388 (17)	

AM STATIONS

WIRL, 1290, 5 KW , CONTEMP , \$33.25 (Eastman) Mid America  
 WMBD, 1470, 5 KW , MOR CBS, \$24.00 (Katz) Midwest TV  
 WSIV+, 1140, 5 KW (Days), BTFM MUS (FM-100) , \$13.50 (Pro-Meek) (PEKIN)  
 WXCL, 1350, 1 KW , COUNTRY ABC-I, \$28.00 (Mc-Guild)

FM STATIONS

WKZW-FM, 93.3, 27 KW @ 570, ROCK , \$14.50 (Katz) Midwest TV  
 WSWT-FM, 106.9, 50 KW @ 450, BTFM MUS (Schulke) , \$27.00 (Eastman) Mid America  
 WWCT-FM, 105.7, 36 KW @ 571, AOR ABC-C, \$14.00 (HR Stone)  
 WZRO-FM, 104.9, 3 KW @ 260, COUNTRY , \$12.00 (Mc-Guild) (PEKIN)

TV STATIONS

WEEK Peoria 25 NBC, Mid America TV  
 WMBD Peoria 31 CBS, Midwest TV  
 WRAU Peoria 19 ABC, Forward

NEWSPAPERS

Peoria Journal Star AD 105,119  
 Pekin Times E 22,464

PHILADELPHIA

SRDS Market # 4; ADI # 4  
 FCC Rev Rank # 6  
 FCC Inc Rank # 10  
 APR 16.4  
 Metro Pop: 3,964,500  
 National Rev: \$12,205,686

Revenue : \$27,783,013  
 Income : \$ 3,887,734  
 FM Rev : \$ 7,426,095  
 FM Inc : \$ 446,414  
 Comb Rev : \$35,209,100  
 Comb Inc : \$ 4,334,148

ARB Market # 5  
 Rev Rank #6  
 Inc Rank #8  
 Rev per Capita \$8.88  
 Inc per Capita \$1.09  
 Nat Rev per Capita \$3.08

12+ METRO SHARE	O/N 77	A/M 77
1. KYW	10.5	7.4
2. WIP	9.0	9.5
3. WWSH-FM	8.1	7.7
4. WDAS-FM	6.1	4.5
5. WFIL	5.8	4.8
6. WCAU	5.4	4.6
7. WDVR-FM	5.1	6.0
8. WYSP-FM	4.3	4.5
9. WZZD	3.7	3.6
10. WIFI-FM	3.5	3.5
11. WUSL-FM	3.3	3.6
12. WMGK-FM	3.2	3.8
13. WCAU-FM	3.1	3.9
14. WPEN	3.0	2.9
15. WIOQ-FM	3.0	2.0

12+ TSA 1/4
1. KYW
2. WWSH-FM
3. WIP
4. WFIL
5. WDAS-FM
6. WCAU
7. WYSP-FM
8. WDVR-FM
9. WIFI-FM
10. WZZD
11. WIOQ-FM
12. WCAU-FM
13. WSNi-FM
WUSL-FM
15. WMGK-FM

12+ TSA CUME
1. KYW 14440
2. WFIL 10710
3. WIP 9294
4. WWSH-FM 8494
5. WCAU 7688
6. WIFI-FM 6725
7. WZZD 6116
8. WYSP-FM 6041
9. WDVR-FM 5056
10. WCAU-FM 4950
11. WDAS-FM 4617
12. WPEN 4492
13. WIOQ-FM 4460
14. WMGK-FM 3894
15. WMMR-FM 3442

12+ FM SHARE (METRO): 53.74% (3212 of 5977) (A/M 77: 53.87%)  
 12+ FM SHARE (TSA) : 56.47% (4174 of 7392) (A/M 77: 56.71%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WIFI-FM	1. WDAS-FM	1. WIP	1. WIP	1. WIP	1. KYW
2. WDAS-FM	2. WYSP-FM	2. WDAS-FM	2. WWSH-FM	2. KYW	2. WIP
3. WZZD	3. WIOQ-FM	3. WFIL	3. KYW	3. WWSH-FM	3. WCAU
4. WFIL	4. WFIL	4. KYW	4. WFIL	4. WDVR-FM	4. WFIL
5. WYSP-FM	WMGK-FM	5. WWSH-FM	5. WUSL-FM	WCAU	5. WWSH-FM
6. WCAU-FM	6. WCAU-FM	6. WYSP-FM	6. WDAS-FM	6. WFIL	6. WDAS-FM
7. WDAS	7. WIFI-FM	7. WMGK-FM	7. WMGK-FM	7. WUSL-FM	7. WYSP-FM

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	813 (3)	1627 (8)	2440 (11)	40.8
BTFM MUSIC	38 (1)	1124 (4)	1162 (5)	19.4
NEWS/INFO/TALK	1071 (3)	159 (1)	1230 (4)	20.6
MOR	606 (2)		606 (2)	10.1
COUNTRY		168 (1)	168 (1)	2.8
BLACK	213 (2)		213 (2)	3.6
CLASSICAL	24 (1)	134 (1)	158 (2)	2.6
			5977 (27)	

PHILADELPHIA ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. KYW	1. KYW	1. KYW
2. WIP	2. WFIL	2. WIP
3. WWSH-FM	3. WIP	3. WFIL
4. WDAS-FM	4. WWSH-FM	4. WDAS-FM
WFIL	5. WCAU	5. WZZD
6. WCAU	6. WIFI-FM	6. WCAU
7. WYSP-FM	7. WZZD	7. WWSH-FM
8. WDVR-FM	8. WYSP-FM	8. WDVR-FM
9. WIFI-FM	9. WDVR-FM	9. WYSP-FM
10. WZZD	10. WCAU-FM	10. WIFI-FM
11. WUSL-FM	11. WDAS-FM	
WCAU-FM	12. WPEN	
13. WSNI-FM	13. WIOQ-FM	
14. WIOQ-FM	14. WMGK-FM	
15. WMGK-FM	15. WUSL-FM	

ADI FM SHARE: 55.26% (4687 of 8482) (A/M 77: 54.74%)

AM STATIONS

KYW , 1060, 50 KW	, NEWS	ABC-I, \$112.50	(RAR)	Westinghouse
WCAU, 1210, 50 KW	, NEWS	CBS , \$ 93.12	(CBS Spot)	CBS
WFIL, 560, 5 KW	, CONTEMP	, \$137.50	(Blair)	LIN
WIP , 610, 5 KW	, MOR	, \$105.00	(Metro)	Metromedia
WPEN, 950, 5 KW	, CONTEMP/MOR	, \$ 60.00	(Eastman)	Greater Media
WZZD, 990, 50/10 KW	, CONTEMP	ABC-C, \$ 72.50	(Mc-Guild)	Fairbanks

FM STATIONS

WCAU-FM, 98.1, 13 KW @ 1000,	CONTEMP/JAZZ	, \$60.12	(CBS FM)	CBS
WDAS-FM, 105.3, 50 KW @ 200,	AOR	, \$71.60	(Howard)	
WDVR-FM, 101.1, 24 KW @ 650,	BTFL MUS	, \$81.50	(Tor-Lask)	
WIFI-FM, 92.5, 50 KW @ 500,	ROCK	, \$95.00	(Katz)	GCC
WIOQ-FM, 102.1, 30 KW @ 650,	ROCK	, \$44.25	(Mc-Guild)	
WMGK-FM, 102.9, 50 KW @ 300,	SOFT ROCK (Magic)	, \$80.00	(Eastman)	Greater Med
WMMR-FM, 93.3, 25 KW @ 670,	ROCK	ABC-F, \$44.00	(Metro)	Metromedia
WSNI-FM, 104.5, 26 KW @ 195,	COUNTRY (FM-100)	, \$24.00	(Selcom)	Rust Craft
WUSL-FM, 98.9, 14 KW @ 830,	BTFL MUS	, \$73.75	(Blair)	LIN
WWDB-FM, 96.5, 12 KW @ 1200,	TALK	MBS , \$30.80	(HR Stone)	
WWSH-FM, 106.1, 19 KW @ 740,	BTFL MUS (Schulke)	, \$91.87	(Christal)	Cox
WYSP-FM, 94.1, 16 KW @ 900,	AOR (Burk-Abr)	, \$122.50	(Masla)	SJR

TV STATIONS

KYW	Philadelphia	3	NBC, Westinghouse	WPHL	Philadelphia	17	IND
WEVI	Philadelphia	6	ABC, Capital Cities	WCAU	Philadelphia	10	CBS, CBS
WKBS	Philadelphia	48	IND, Field	WTAF	Philadelphia	29	IND, Taft

NEWSPAPERS

Philadelphia Bulletin	E	536,330
Philadelphia Inquirer	M	417,206, Knight-Ridder
Philadelphia News	E	233,291, Knight-Ridder

PHOENIX

SRDS Market # 28; ADI # 34  
 FCC Revenue Rank # 23  
 FCC Income Rank # 112  
 APR 16.0  
 Metro Pop: 1,044,800  
 National Rev: \$3,642,308

Revenue : \$10,095,727  
 Income : \$ 157,322  
 FM Rev : \$ 1,578,145  
 FM Inc : \$ -6,887  
 Comb Rev : \$11,673,872  
 Comb Inc : \$ 150,435

ARB Market # 29  
 Rev Rank # 26  
 Inc Rank # 91  
 Rev per Capita \$11.17  
 Inc per Capita \$ .14  
 Nat Rev per Capita \$ 3.49

NOTE: Audience estimates for KUPD-FM were published in a special supplement. KUPD-FM figures can be found in the last pages of this book.

<u>12+ METRO SHARE</u>	<u>O/N 77</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. KQYT-FM 11.2	9.7	9.9	1. KQYT-FM	1. KOY 2738
2. KOY 8.4	8.3	8.6	2. KOY	2. KTAR 2431
3. KDKB-FM 7.8	4.6	5.1	3. KDKB-FM	3. KQYT-FM 2343
4. KTAR 7.2	6.5	5.8	4. KTAR	4. KDKB-FM 1503
5. KMEO-FM 6.0	6.9	6.3	5. KNIX-FM+	5. KBBC-FM 1460
6. KNIX-FM+ 5.4	6.2	5.0	6. KMEO-FM	6. KMEO-FM 1457
7. KIFN 5.3	2.0	3.2	7. KIFN	7. KNIX-FM+1445
8. KOOL 4.2	6.2	4.6	8. KBBC-FM	8. KOOL 1352
9. KBBC-FM 4.1	3.8	4.1	9. KOOL	9. KJJJ 1240
10. KJJJ 3.8	5.3	5.4	10. KJJJ	10. KKKQ 1085
11. KRIZ 2.9	3.9	6.1	11. KOPA+	11. KRIZ 1084
KOPA+ 2.9	---	---	12. KRIZ	12. KOOL-FM 1065

12+ FM SHARE (METRO): 51.52% (833 of 1617) (A/M 77: 45.29%)  
 12+ FM SHARE (TSA) : 52.92% (950 of 1795) (A/M 77: 47.24%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KDKB-FM	1. KDKB-FM	1. KOY	1. KOY	1. KQYT-FM	1. KOY
KKKQ	2. KOY	2. KDKB-FM	2. KQYT-FM	2. KTAR	2. KTAR
3. KRIZ	3. KBBC-FM	3. KQYT-FM	3. KNIX-FM+	3. KMEO-FM	3. KQYT-FM
4. KROX	4. KIFN	4. KBBC-FM	4. KJJJ	4. KOY	4. KDKB-FM
5. KNIX-FM+	5. KOOL-FM	5. KIFN	KIFN	5. KNIX-FM+	5. KOOL

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	165 (5)	448 (6)	613 (11)	37.9
BTFL MUSIC	25 (1)	288 (2)	313 (3)	19.4
MOR	225 (3)		225 (3)	13.9
COUNTRY	86 (2)	69 (1)	155 (3)	9.6
NEWS/INFO/TALK	120 (1)		120 (1)	7.4
SPANISH	120 (2)		120 (2)	7.4
RELIGION	43 (2)		43 (2)	2.7
JAZZ		16 (1)	16 (1)	1.0
CLASSICAL		12 (1)	12 (1)	0.7
			<u>1617 (27)</u>	

PHOENIX ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>EXCL CUME (12+ MSA)</u>
1. KQYT-FM	1. KOY	1. KTAR
2. KOY	2. KTAR	2. KQYT-FM
3. KDKB-FM	3. KQYT-FM	3. KOY
4. KTAR	4. KDKB-FM	4. KNIX-FM+
5. KNIX-FM+	5. KMEO-FM	5. KIFN
6. KMEO-FM	6. KBBC-FM	6. KJJJ
7. KIFN	7. KNIX-FM+	KOOL
8. KOOL	8. KOOL	8. KDKB-FM
9. KBBC-FM	9. KJJJ	9. KKKQ
10. KJJJ	10. KKKQ	10. KBBC-FM
11. KOPA+	11. KOOL-FM	
12. KKKQ	12. KRIZ	
KRIZ	13. KRUX	
14. KOOL-FM	14. KOPA+	
15. KRUX	15. KMEO	

ADI FM SHARE: 50.27% (946 of 1882) (A/M 77: 44.34%)

AM STATIONS

KIFN, 860, 1 KW (Days), SPANISH	, \$17.00	(Howard), Tichenor
KJJJ, 910, 5 KW	ABC-E, \$31.50	(Buckley) ITC
KKKQ, 1060, 500 W	, \$19.00	(Masla)
KMEO, 740, 1 KW (Days), BTFL MUS (Bonne)	, \$11.60	(Mc-Guild)
KOOL, 960, 5 KW	CBS, \$20.25	(Katz)
KOPA+, 1440, 5 KW (Days), ROCK	, \$ ? ?	(? ? ?) First Media
KOY, 550, 5 KW/1 KW	, \$68.85	(Eastman) Harte-Hanks
KRIZ, 1230, 1 KW/250 W	ABC-C, \$22.00	(RAR) Doubleday
KTAR, 620, 5 KW	ABC-I, MBS, \$41.50	(Blair) Combined Communi
KRUX, 1360, 5 KW/500 W	, \$17.50	(Lotus) Lotus

FM STATIONS

KBBC-FM, 98.7, 115 KW @ 1680, ROCK	ABC-F, \$35.00	(Blair) Comb Comm
KDKB-FM, 93.3, 100 KW @ 1550, AOR (Burk-Abr)	, \$40.50	(Selcom)
KMEO-FM, 96.9, 100 KW @ 1555, BTFL MUS (Bonne)	, \$26.10	(Mc-Guild)
KNIX-FM+, 102.5, 100 KW @ 1610, COUNTRY	, \$28.00	(Tor-Lask) Buck Owens
KOOL-FM, 94.5, 100 KW @ 1620, CONTEMP	, \$18.00	(Katz)
KQYT-FM, 95.5, 100 KW @ 1550, BTFL MUS (Churchill)	, \$43.25	(Eastman) Harte-Hanks
KUPD-FM+, 97.9, 100 KW @ 1620, ROCK	, \$38.80	(Masla)

TV STATIONS

KNXV Phoenix 15 IND	KPHO Phoenix 5 IND, Meredith
KOOL Phoenix 10 CBS, Gene Autrey	KTAR Mesa 12 NBC, Comb Communi
KPAZ Phoenix 21 IND, Trinity	KTVK Phoenix 3 ABC

NEWSPAPER

Phoenix Republic, Gazette ME 316,713

PITTSBURGH

SRDS Market # 13; ADI # 10  
 FCC Revenue Rank # 13  
 FCC Income Rank # 19  
 APR 16.8  
 Metro Pop; 1,939,600  
 National Rev: \$6,391,181

Revenue : \$16,820,635  
 Income : \$ 1,843,405  
 FM Rev : \$ 3,316,021  
 FM Inc : \$ 376,891  
 Comb Rev : \$20,136,656  
 Comb Inc : \$ 2,220,296

ARB Market # 12  
 Rev Rank # 16  
 Inc Rank # 19  
 Rev per Capita \$10.38  
 Inc per Capita \$ 1.15  
 Nat Rev per Capita \$ 3.30

<u>12+ METRO SHARE O/N 77 A/M 77</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. KDKA	24.5	22.7	27.0	1. KDKA	14386
2. WSHH-FM	8.6	8.5	8.3	2. WPEZ-FM	5520
3. WXXK-FM	6.3	4.1	5.1	3. WDVE-FM	5175
4. WTAE	6.1	6.5	5.2	4. WPEZ-FM	4432
5. WJOI-FM	5.7	5.2	3.9	5. WXXK-FM	4108
6. WDVE-FM	5.6	5.2	7.8	6. WTAE	4093
7. WKQT	4.7	3.9	4.6	7. WJOI-FM	3993
8. WPEZ-FM	4.5	5.9	4.9	8. WWSW	3277
9. WWSW	4.3	5.9	6.5	9. WEEP+	2785
10. WEEP+	3.6	5.1	3.4	10. WKQT	2671
11. WAMO-FM	3.4	2.3	2.0	11. WWSW	2213
12. KQV	2.9	2.6	2.1	12. WAMO-FM	2141

12+ FM SHARE (METRO): 44.22% (1355 of 3064) (A/M 77: 42.40%)  
 12+ FM SHARE (TSA) : 47.17% (1939 of 4111) (A/M 77: 43.87%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WXXK-FM	1. WTAE	1. KDKA	1. KDKA	1. KDKA	1. KDKA
2. WDVE-FM	2. WDVE-FM	2. WTAE	2. WTAE	2. WSHH-FM	2. WTAE
3. WPEZ-FM	3. KDKA	3. WDVE-FM	3. WSHH-FM	3. WJOI-FM	3. WPEZ-FM
4. WKQT	4. WXXK-FM	4. WXXK-FM	4. WJOI-FM	4. WWSW	4. WSHH-FM
5. WAMO-FM	5. WKQT	5. WJOI-FM	5. WWSW	5. WEEP+	5. WXXK-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	996 (6)	13 (1)	1009 (7)	32.9
ROCK/COUNTRY	382 (3)	643 (5)	1025 (8)	33.4
BTFL MUSIC		467 (2)	467 (2)	15.2
COUNTRY	167 (4)	43 (1)	210 (5)	6.9
BLACK		112 (1)	112 (1)	3.7
NEWS/INFO/TALK	94 (1)		94 (1)	3.1
VARIETY	26 (1)		26 (1)	0.9
RELIGION	44 (2)		44 (2)	1.4
BIG BAND		30 (1)	30 (1)	1.0
UNKNOWN		47 (2)	47 (2)	1.5
			<u>3064 (30)</u>	



PITTSBURGH ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. KDKA	1. KDKA	1. KDKA
2. WSHH-FM	2. WXXKX-FM	2. WAMO-FM
3. WDVE-FM	3. WPEZ-FM	3. WXXKX-FM
4. WXXKX-FM	4. WKIQ	4. WKIQ
5. WTAE	5. WTAE	5. WSHH-FM
6. WPEZ-FM	6. WDVE-FM	6. WTAE
7. WJOI-FM	7. WSHH-FM	7. WDVE-FM
8. WEEP+	8. WWSW	8. WPEZ-FM
9. WKIQ	9. WEEP+	9. WJOI-FM
10. WWSW	10. WJOI-FM	10. WWSW
11. WAMO-FM	11. KQV	
12. KQV	12. WAMO-FM	
13. WFFM-FM	13. WFFM-FM	
14. WMSG	14. WYDD-FM	
15. WYDD-FM	15. KDKA-FM	

ADI FM SHARE: 45.39% (1843 of 4060) (A/M 77: 41.44%)

AM STATIONS

KDKA, 1030, 50 KW	, MOR/TALK	, \$124.50	(RAR)	Westinghouse
KQV, 1410, 5 KW	, NEWS	CBS, \$ 52.50	(Eastman)	Taft
WEEP+, 1080, 50 KW (Days)	, COUNTRY (FM-100)	MBS, \$ 34.00	(Tor-Lask)	Entercom
WKIQ, 1320, 5 KW	, CONTEMP	, \$ 35.00	(RKO)	Nationwide
WTAE, 1250, 5 KW	, CONTEMP	ABC-E, \$ 69.25	(Katz)	Hearst
WWSW, 970, 5 KW	, MOR	ABC-I, \$ 61.25	(Blair)	
WMSG+, 1050, 500 W (Days)	, COUNTRY	, \$ 4.25	(-----)	(OAKLAND, MD)

FM STATIONS

WAMO-FM, 105.9, 72 KW @ 440,	BLACK	MBN, \$30.00	(Howard)	Sheridan
WDVE-FM, 102.5, 55 KW @ 820,	AOR (Burk-Abr)	, \$72.00	(Eastman)	Taft
WFFM-FM, 96.9, 60 KW @ 520,	SOFT ROCK	, \$27.00	(CBS FM)	
WJOI-FM, 93.7, 41 KW @ 547,	BTFL MUS	, \$40.00	(Christal)	EZ
WPEZ-FM, 94.5, 50 KW @ 810,	ROCK	ABC-C, \$51.50	(Blair)	
WSHH-FM, 99.7, 11 KW @ 920,	BTFL MUS (Schulke)	, \$39.00	(RKO)	Nationwide
WXXKX-FM, 96.1, 50 KW @ 500,	ROCK	ABC-F, \$35.00	(Katz)	Hearst
WYDD-FM, 104.7, 50 KW @ 500,	AOR	, \$39.50	(Mc-Guild)	

TV STATIONS

KDKA	Pittsburgh	2	CBS, Westinghouse
WIIC	Pittsburgh	11	NBC, Cox
WPCB	Pittsburgh	22	IND,
WPGH	Pittsburgh	53	IND
WTAE	Pittsburgh	4	ABC, Hearst

NEWSPAPERS

Pittsburgh Press, Post-Gazette	ME	191,900	(Post-Gazette)
		261,693	(Press), Scripps-Howard)

PORTLAND, MAINE

SRDS Market # 156  
 FCC Revenue Rank # 159  
 FCC Income Rank # 292  
 APR 16.0  
 Metro Pop: 169,800  
 National Rev: \$368,170

Revenue : \$1,594,730  
 Income : \$ -114,117  
 FM Rev : \$ NA  
 FM Inc : \$ NA  
 Comb. Rev : \$ NA  
 Comb. Inc : \$ NA

ARB Market # 141  
 Rev Rank # 145  
 Inc Rank # 136  
 Rev per Capita \$9.39  
 Inc per Capita \$-.67  
 Nat. Rev per Capita \$2.17

<u>12+ METRO SHARE</u>				<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME</u>	
1.	WGAN	19.2	15.8	14.6	1.	WIGY-FM	1.	WIGY-FM	1340
2.	WJBQ-FM+	17.3	15.1	12.4	2.	WGAN-FM	2.	WGAN	1294
3.	WGAN-FM	11.1	10.8	12.4	3.	WJBQ-FM+	3.	WGAN-FM	1263
4.	WPOR	6.6	7.3	8.8	4.	WGAN	4.	WHOM-FM	997
5.	WHOM-FM	6.3	4.6	5.8	5.	WHOM-FM	5.	WJBQ-FM+	927
6.	WPOR-FM	5.5	9.7	7.5	6.	WPOR-FM	6.	WBZ	853
	WBZ	5.5	2.7	3.1	7.	WBLM-FM	7.	WPOR-FM	730
8.	WBLM-FM	5.2	4.2	8.4	8.	WBZ	8.	WBLM-FM	513
9.	WCSH	4.4	8.9	7.1	9.	WKXA-FM	9.	WCSH	512
10.	WIGY-FM	4.1	4.6	---	10.	WPOR	10.	WPOR	475

12+ FM SHARE (METRO): 54.23% (141 of 260) (A/M 77: 51.02%)  
 12+ FM SHARE (TSA) : 72.64% (539 of 742) (A/M 77: 70.31%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WJBQ-FM+	1. WJBQ-FM+	1. WJBQ-FM+	1. WGAN	1. WGAN	1. WIGY-FM
2. WIGY-FM	2. WGAN	2. WGAN	2. WJBQ-FM+	2. WGAN-FM	2. WGAN
3. WGAN	3. WBLM-FM	3. WGAN-FM	3. WGAN-FM	3. WHOM-FM	3. WPOR-FM+

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	18 (3)	68 (4)	86 (7)	33.1
MOR	81 (4)	2 (1)	83 (5)	31.9
BTFL MUS		47 (2)	47 (2)	18.1
COUNTRY	20 (2)	21 (2)	41 (4)	15.8
CLASSICAL		3 (1)	3 (1)	1.2
			<u>260 (19)</u>	

AM STATIONS

WCSH, 970, 5 KW	, MOR	NBC	, \$13.00	(Pro-Meek)	Maine Brdcast
WGAN, 560, 5 KW	, MOR/AC		, \$23.50	(Blair)	Guy Gannett
WPOR, 1490, 1 KW/250 W,	COUNTRY	ABC-E,	\$25.60	(Mc-Guild)	Ocean Coast

FM STATIONS

WBLM-FM, 107.5, 30 KW @ 612,	AOR		, \$14.00	(Roslin)	(LEWISTON)
WGAN-FM, 102.9, 100 KW @ 1470,	BTFL MUS (Schulke)		, \$24.00	(Blair)	Guy Gannett
WHOM-FM, 94.9, 50 KW @ 3940,	BTFL MUS (Bonne)		, \$24.50	(P/W)	(Mt. WASH)
WIGY-FM, 105.9, 50 KW @ 500,	ROCK		, \$13.00	(Masla)	(BATH)
WJBQ-FM+, 106.3, 3 KW @ 300,	ROCK	ABC-C,	\$25.00	(Buckley)	
WPOR-FM, 101.9, 50 KW @ 492,	COUNTRY	ABC-E,	\$25.60	(Mc-Guild)	Ocean Coast
WKXA-FM, 98.9, 80 KW @ 205,	COUNTRY		, \$ 7.00	(Kirby)	(BATH)

TV STATIONS

WCSH	Portland	6	NBC, Maine Broadcasting
WGAN	Portland	13	CBS, Guy Gannett
WMTW	Portland	8	ABC, Mid New York

NEWSPAPERS

Portland Press Herald, Express	ME	83,997	Guy Gannett
Lewiston Journal Sun	ME	46,756	

PORTLAND, ORE.

SRDS Market # 35; ADI # 24  
 FCC Revenue Rank # 22  
 FCC Income Rank # 23  
 APR 14.7  
 Metro Pop: 925,000  
 National Rev: \$3,916,554

Revenue : \$10,127,401  
 Income : \$ 1,394,281  
 FM Rev : \$ 1,399,292  
 FM Inc : \$ -30,535  
 Comb Rev : \$11,526,693  
 Comb Inc : \$ 1,363,746

ARB Market # 33  
 Rev Rank # 27  
 Inc Rank # 25  
 Rev per Capita \$12.46  
 Inc per Capita \$ 1.47  
 Nat Rev per Capita \$ 4.23

12+ METRO SHARE	O/N 77	A/M 77
1. KGW	11.6	10.2
2. KYTE	8.8	7.5
3. KWJJ	7.8	8.5
4. KXL	6.8	6.7
5. KEX	6.6	7.3
6. KUPL-FM	5.5	6.6
7. KGON-FM	5.4	5.1
8. KXL-FM	5.2	4.3
9. KUPL	4.4	3.3
10. KPAM-FM	4.4	6.7
11. KINK-FM	3.5	3.9
12. KJIB-FM	3.4	5.1

12+ TSA 1/4
1. KGW
2. KWJJ
3. KYTE
4. KXL
5. KEX
6. KUPL-FM
7. KXL-FM
8. KPAM-FM
9. KGON-FM
10. KINK-FM
11. KUPL
12. KJIB-FM

12+ TSA CUME
1. KGW 4704
2. KYTE 3976
3. KWJJ 2336
4. KEX 2273
5. KPAM-FM 1772
6. KXL 1744
7. KXL-FM 1570
8. KUPL-FM 1429
9. KYTE-FM 1396
10. KGON-FM 1248
11. KINK-FM 1247
12. KYXI 1153

12+ FM SHARE (METRO): 36.78% (469 of 1275) (A/M 77: 36.56%)  
 12+ FM SHARE (TSA) : 38.29% (617 of 1611) (A/M 77: 37.32%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KGW	1. KGW	1. KGW	1. KGW	1. KWJJ	1. KGW
2. KYTE	2. KGON-FM	2. KWJJ	2. KWJJ	2. KEX	2. KXL
3. KPAM-FM	3. KYTE	3. KYTE	3. KYTE	3. KXL	3. KWJJ
4. KGON-FM	4. KINK-FM	4. KGON-FM	4. KINK-FM	4. KUPL	4. KEX
5. KYTE-FM	5. KPAM-FM	5. KINK-FM	5. KEX	5. KUPL-FM	5. KPAM-FM+

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	302 (4)	267 (6)	569 (10)	45.2
BTFL MUSIC	60 (1)	191 (3)	251 (4)	19.7
MOR	204 (3)		204 (3)	16.2
COUNTRY	124 (3)		124 (3)	9.9
NEWS/INFO/TALK	90 (3)		90 (3)	7.2
RELIGION	21 (1)	11 (1)	32 (2)	2.5
BIG BAND	5 (1)		5 (1)	0.4
			<u>1275 (26)</u>	

PORTLAND ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. KGW	1. KGW	1. KGW
2. KWJJ	2. KYTE	2. KYTE
3. KYTE	3. KWJJ	3. KWJJ
4. KXL	4. KEX	4. KXL
5. KEX	5. KXL	5. KEX
6. KUPL-FM	6. KPAM-FM	6. KUPL-FM
KXL-FM	7. KXL-FM	7. KXL-FM
8. KPAM-FM	8. KUPL-FM	8. KUPL
9. KGON-FM	9. KYTE-FM	9. KPAM-FM
10. KINK-FM	10. KINK-FM	10. KPDQ-FM
11. KUPL-FM	11. KGON-FM	
12. KJIB-FM	12. KYXI	
13. KYTE-FM	13. KUPL	
14. KYXI	14. KJIB-FM	
15. KKEY	15. KKEY	

ADI FM SHARE: 36.26% (701 of 1933) (A/M 77: 33.89%)

AM STATIONS

KEX , 1190, 50 KW	, MOR	ABC-I, \$34.00	(MMR)	Golden West
KGW , 620, 5 KW	, CONTEMP	, \$75.75	(Blair)	King
KKEY, 1150, 5 KW (Days)	, TALK	MBS , \$10.00	(----)	
KWJJ, 1080, 50 KW/10 KW	, COUNTRY	ABC-E, \$52.88	(Eastman)	Park
KXL , 750, 50 KW (Days)	, MOR	, \$38.25	(Mc-Guild)	Kaye-Smith
KYTE, 970, 5 KW	, ROCK	, \$24.00	(Katz)	Gaylord
KYXI, 1520, 50 KW/10 KW	, NEWS	CBS, MBS , \$23.00	(Buckley)	McCoy
KUPL, 1330, 5 KW	, BTFL MUS (TM)	NBC , \$28.00	(Tor-Lask)	

FM STATIONS

KGON-FM, 92.3, 100 KW @ 920, AOR (Burk-Abr)	, \$27.00	(Buckley)	McCoy
KINK-FM, 101.9, 100 KW @ 1611, AOR	, \$29.00	(Blair)	King
KJIB-FM, 99.5, 100 KW @ 1070, BTFL MUS (FM-100)	, \$35.25	(Eastman)	Park
KPAM-FM, 97.1, 100 KW @ 1200, CONTEMP	ABC-C, \$45.25	(RKO)	
KPDQ-FM, 93.7, 100 KW @ 940, RELIGION	, \$10.00	(---)	
KUPL-FM, 98.5, 100 KW @ 1100, BTFL MUS (Bonne)	, \$28.00	(Tor-Lask)	
KXL-FM , 95.5, 100 KW @ 920, BTFL MUS	, \$38.25	(Mc-Guild)	Kaye-Smith
KYTE-FM, 101.1, 100 KW @ 1640, CONTEMP	, \$21.75	(Katz)	Gaylord

TV STATIONS

KATU	Portland	2	ABC, Fisher's Blend
KGW	Portland	8	NBC, King
KOIN	Portland	6	CBS, Lee
KPTV	Portland	12	IND, Chris Craft

NEWSPAPERS

Portland Oregonian, Oregon Journal	ME	343,638, Newhouse
Oregon Statesman, Capital Journal (Salem)	ME	62,970, Gannett
Vancouver Columbian	E	40,158

PROVIDENCE

SRDS Market # 44; ADI # 29  
 FCC Revenue Rank # 41  
 FCC Income Rank # 87  
 APR 18.2  
 Metro Pop: 1,399,292  
 National Revenue: \$2,205,667

Revenue : \$6,359,935  
 Income : \$ 248,082  
 FM Rev : \$ 813,988  
 FM Inc : \$ 16,414  
 Comb Rev : \$7,173,923  
 Comb Inc : \$ 264,496

ARB Market # 25  
 Rev Rank # 46  
 Inc Rank # 77  
 Rev per Capita \$5.13  
 Inc per Capita \$ .19  
 Nat Rev per Capita \$1.58

12+ METRO SHARE O/N 77 A/M 77

1. WPRO	11.1	10.8	10.6
2. WLKW-FM	10.0	16.0	13.1
3. WPRO-FM	7.6	6.5	5.6
4. WEAN	6.3	3.9	4.4
5. WPJB-FM	6.2	6.7	5.1
6. WHJY-FM	5.6	5.0	3.2
7. WJAR	5.5	4.6	6.7
8. WHIM	4.3	2.3	2.0
9. WLKW	3.6	3.1	4.8
10. WBRU-FM	2.4	2.9	1.4

FOR TSA 1/4 INFO  
 SEE ADI. THE TSA  
 AND ADI ARE THE  
 SAME.

12+ TSA CUME

1. WPRO	4482
2. WPRO-FM	2984
3. WJAR	2747
4. WLKW-FM	2697
5. WPJB-FM	2612
6. WEAN	2262
7. WHJY-FM	1347
8. WLKW	1137
9. WBRU-FM	960
10. WBZ	917

12+ FM SHARE (METRO): 47.83% (946 of 1978) (A/M 77: 44.16%)  
 12+ FM SHARE (TSA) : 48.61% (999 of 2055) (A/M 77: 43.08%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WPJB-FM	1. WPRO	1. WPRO	1. WPRO	1. WLKW-FM	1. WPRO
2. WPRO-FM	2. WPRO-FM	2. WPRO-FM	2. WLKW-FM	2. WPRO	2. WLKW-FM+
3. WPRO	3. WPJB-FM	3. WLKW-FM	3. WHJY-FM	3. WHJY-FM	3. WEAN
4. WJAR	4. WBRU-FM	4. WPJB-FM	4. WHIM	4. WHIM	4. WPRO-FM
5. WVBF-FM	5. WJAR	WHJY-FM	5. WPRO-FM	5. WEAN	5. WPJB-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	285 (3)	498 (9)	783 (12)	39.6
MOR	394 (12)	67 (4)	461 (16)	23.3
BTFL MUSIC	76 (1)	381 (5)	457 (6)	23.1
NEWS/INFO/TALK	178 (2)		178 (2)	9.0
COUNTRY	92 (1)		92 (1)	4.7
RELIGION	7 (1)		7 (1)	0.4

1978 (38)

PROVIDENCE ADI

12+ ADI 1/4

- 1. WPRO
- 2. WLKW-FM
- 3. WPRO-FM
- 4. WPJB-FM
- 5. WEAN
- 6. WHJY-FM
- 7. WJAR
- 8. WHIM
- 9. WLKW
- 10. WAAF-FM
- 11. WBRU-FM
- 12. WBSM
- WICE
- WBZ
- 15. WSUB-FM+

12+ ADI CUME

- 1. WPRO
- 2. WPRO-FM
- 3. WJAR
- 4. WLKW-FM
- 5. WPJB-FM
- 6. WEAN
- 7. WHJY-FM
- 8. WLKW
- 9. WBRU-FM
- 10. WBZ
- 11. WHIM
- 12. WSAR
- 13. WNBC
- 14. WGNG
- 15. WROR-FM

MSA EXCL CUMES (12+)

- 1. WPRO
- 2. WPJB-FM
- 3. WLKW-FM
- 4. WEAN
- 5. WALE
- 6. WICE
- 7. WPRO-FM
- 8. WHIM
- 9. WJAR
- 10. WNBH

ADI FM SHARE: 47.37% (1117 of 2358) (A/M 77: 44.20%)

AM STATIONS

WEAN, 790, 5 KW	, NEWS	MBS	, \$39.00	(Mc-Guild)	Prov. Journal
WGNG, 550, 1 KW	, SOFT ROCK (TM)		, \$31.00	(Eastman)	
WHIM, 1110, 1 KW (Days)	, COUNTRY	ABC-E	, \$39.50	(Katz)	
WICE, 1290, 5 KW/1 KW	, MOR	CBS,MBN	, \$20.75	(Masla)	
WJAR, 920, 5 KW	, MOR	NBC	, \$30.50	(MMR)	Outlet
WLKW, 990, 50 KW (Days)	BTFL MUS	ABC-I	, \$ ?	(Tor-Lask)	McCormick
WPRO, 630, 5 KW	, CONTEMP		, \$48.25	(Blair)	Cap. Cities

WBSM - See New Bedford

FM STATIONS

WBRU-FM, 95.5, 20 KW @ 434,	AOR	ABC-F,	\$21.00	(P/W)	
WHJY-FM, 94.1, 50 KW @ 434,	BTFL MUS (FM-100)		, \$26.00	(Katz)	
WLKW-FM, 101.5, 50 KW @ 500,	BTFL MUS		, \$55.00	(Tor-Lask)	McCormick
WPJB-FM, 105.1, 50 KW @ 500,	ROCK		, \$39.00	(Mc-Guild)	Prov. Jrnl.
WPRO-FM, 92.3, 50 KW @ 500,	ROCK		, \$35.00	(Blair)	Cap. Cit.
WSUB-FM+, 105.5, 3 KW @ 275,	MOR (during daytime)		, \$10.00	(Mark 4)	(GROTON)

FOR OTHERS SEE BOSTON, NEW YORK, WORCESTER

TV STATIONS

WJAR	Providence	10	NBC,Outlet
WPRI	Providence	12	ABC, Poole
WTEV	New Bedford	6	CBS, Steinman

NEWSPAPER

Providence Journal, Bulletin	ME	211,591
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PUEBLO

SRDS Market # 231  
 FCC Revenue Rank # 208  
 FCC Income Rank # 307  
 APR 13.7  
 Metro Pop: 105,900  
 National Rev: \$133,984

Revenue : \$1,096,267  
 Income : \$ -216,964  
 FM Rev : \$ 277,791  
 FM Inc : \$ -121,598  
 Comb Rev : \$1,374,058  
 Comb Inc : \$ -339,562

ARB Market # 162  
 Rev Rank # 153  
 Inc Rank # 157  
 Rev per Capita \$12.98  
 Inc per Capita \$-3.20  
 Nat Rev per Capita \$ 1.27

12+ METRO SHARE A/M 77

1. KDZA	24.8	22.9
2. KIDN	12.4	11.1
3. KCSJ	9.7	11.1
4. KPUB+	9.0	11.8
5. KAPI	8.3	7.8
6. KRDO-FM	6.9	6.5
7. KZLO-FM	5.5	4.6
8. KSPZ-FM	4.1	.7
9. KKFM-FM	3.4	2.0
KIIQ-FM+	3.4	3.3

12+ TSA 1/4

1. KDZA
2. KIDN
3. KCSJ
KRDO-FM
5. KPUB+
KIIQ-FM+
7. KSPZ-FM
KAPI
9. KZLO-FM
10. KKFM

12+ TSA CUME

1. KDZA	571
2. KIDN	336
3. KCSJ	322
4. KRDO-FM	234
5. KIIQ-FM+225	
6. KPUB+	207
7. KZLO	181
8. KOA	173
9. KSPZ-FM	165
10. KKFM-FM	128

12+ FM SHARE (METRO): 33.33% (46 of 138) (A/M 77: 34.69%)  
 12+ FM SHARE (TSA) : 47.57% (86 of 202) (A/M 77: 41.91%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KDZA	1. KDZA	1. KDZA	1. KDZA	1. KPUB+	1. KDZA
	2. KZLO-FM	2. KIDN	2. KIDN	KCSJ	2. KCSJ
	3. KIDN	3. KZLO-FM	3. KAPI	KAPI	3. KIIQ-FM+

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	36 (1)	26 (5)	62 (6)	44.9
COUNTRY	27 (2)	4 (1)	31 (3)	22.5
MOR	16 (2)		16 (2)	11.6
BTFL MUSIC		16 (3)	16 (3)	11.6
SPANISH	12 (1)		12 (1)	8.7
RELIGION	1 (1)		1 (1)	0.7
			<u>138 (16)</u>	

AM STATIONS

KAPI, 690, 250 W (Days), SPANISH , \$ 6.00 (Caballers)  
 KCSJ, 590, 1 KW , MOR , \$12.00 (Mountain) American  
 KDZA, 1230, 1 KW/250 W , ROCK , \$10.45 (Masla)  
 KIDN, 1350, 5 KW/1 KW , COUNTRY , \$ 8.50 (----)  
 KPUB+, 1480, 1 KW (Days) , COUNTRY ABC-I, \$ 6.50 (Eastman)

FM STATION

KZLO-FM, 100.7, 100 KW @ 800, CONTEMP ABC-E, \$6.63 (Masla)

KOA - See Denver

FOR ALL OTHER STATIONS SEE COLORADO SPRINGS

FOR TV AND NEWSPAPER INFO SEE DENVER

RALEIGH-DURHAM

SRDS Market # 79  
 FCC Revenue Rank # 54  
 FCC Income Rank # 46  
 APR 14.9  
 Metro Pop: 410,700  
 National Rev: \$1,077,359

Revenue : \$5,100,324  
 Income : \$ 548,859  
 FM Rev : \$1,507,826  
 FM Inc : \$ 290,241  
 Comb Rev : \$6,608,150  
 Comb Inc : \$ 839,100

ARB Market # 69  
 Rev Rank # 52  
 Inc Rank # 40  
 Rev per Capita \$16.09  
 Inc per Capita \$ 2.04  
 Nat Rev per Capita \$ 2.62

<u>12+ METRO SHARE</u>			<u>O/N 77</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WPTF	15.6	18.8	19.6	1. WRAL-FM	3371	
2. WRAL-FM	14.1	11.2	14.0	2. WPTF	2534	
3. WKIX	8.7	10.1	9.3	3. WYYD-FM	1899	
WQDR-FM	8.7	10.7	5.3	4. WQDR-FM	1670	
5. WYYD-FM	7.9	8.7	8.5	5. WKIX	1401	
6. WSRC	7.2	3.7	5.3	6. WSRC	931	
7. WDNC	6.1	6.9	6.8	7. WLLC	608	
8. WLLC	5.2	4.7	5.6	8. WDNC	571	
9. WDCG-FM	3.4	2.2	1.8	9. WETC	506	
10. WETC	3.1	---	1.2	10. WDCG-FM	399	

12+ FM SHARE (METRO): 40.18% (219 of 545) (A/M 77: 33.70%)  
 12+ FM SHARE (TSA) : 55.68% (578 of 1038) (A/M 77: 50.50%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKIX	1. WRAL-FM	1. WRAL-FM	1. WRAL-FM	1. WPTF	1. WPTF
2. WSRC	2. WQDR-FM	2. WQDR-FM	2. WPTF	2. WYYD-FM	2. WRAL-FM
3. WDCG-FM	3. WKIX	3. WPTF	WYYD-FM	3. WLLC	3. WYYD-FM
WQDR-FM	4. WSRC	WKIX	4. WKIX	4. WRAL-FM	4. WQDR-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	93 (3)	168 (4)	261 (7)	47.9
MOR	111 (2)		111 (2)	20.4
BLACK	76 (2)		76 (2)	13.9
BTFM MUSIC		48 (1)	48 (1)	8.8
COUNTRY	46 (3)	3 (1)	49 (4)	9.0
			545 (16)	

AM STATIONS

WDNC, 620, 5 KW/1 KW , CONTEMP/MOR CBS, \$15.30 (Tor-Lask)  
 WETC, 540, 5 KW (Days), COUNTRY , \$ 4.80 (Southern) (WENDELL)  
 WKIX, 850, 10 KW/5 KW , CONTEMP , \$40.00 (Blair) Mann  
 WLLC, 570, 500W (Days), BLACK MBS,MBN, \$ 8.00 (Howard)  
 WPTF, 680, 50 KW , MOR (Radio Arts) NBC, \$51.00 (Christal) Durham Life  
 WSRC, 1410, 1 KW (Days), BLACK NBN, \$ 8.50 (Howard)

FM STATIONS

WDCG-FM, 105.1, 36 KW @ 330, ROCK ABC-I, \$11.90 (Tor-Lask)  
 WQDR-FM, 94.7, 100 KW @ 564, AOR (Burk-Abr) ABC-F, \$28.00 (Christal) Durham Life  
 WRAL-FM, 101.5, 100 KW @ 990, CONTEMP (Drake-Chen) , \$56.00 (Katz) Capitol  
 WYYD-FM, 96.1, 98 KW @ 992, BTFM MUS (Schulke) , \$22.50 (Blair) Mann

TV STATIONS

WRAL Raleigh 5 ABC, Capitol  
 WRDU Raleigh 28 NBC, Durham Life  
 WTVD Raleigh 11 CBS, Capital Cities

NEWSPAPERS

Durham Herald, Sun ME 63,998  
 Raleigh News and Observer, Times ME 160,079



READING

SRDS Market # 116  
 Revenue Rank # 172  
 Income Rank # 99  
 APR 17.1  
 Metro Pop 261,500  
 Nat. Revenue: \$256,363

Revenue : \$1,436,412  
 Income : \$ 184,853  
 FM Rev : \$ NA  
 FM Inc : \$ NA  
 Comb Rev : \$ NA  
 Comb Inc : \$ NA

ARB Market #105  
 Rev Rank #152  
 Inc Rank # 88  
 Rev per Capita \$5.49  
 Inc per Capita \$ .71  
 Nat Rev per Capit \$ .98

12+ METRO SHARE A/M 77 A/M 76

1. WEEU	16.5	16.9	14.6
2. WHUM	13.6	10.2	13.2
3. WRWA	10.9	11.7	9.1
4. WIFI-FM	7.4	5.7	8.9
5. WRFY-FM	7.1	7.9	8.9
6. WFIL	6.0	5.5	6.4
7. WYSP-FM	4.5	5.0	3.2
8. KYW	3.8	5.2	3.2
9. WBYO-FM	2.7	2.1	1.8
10. WXXW-FM	2.5	---	---

NOTE: THE READING MSA  
 AND TSA ARE THE  
 SAME.

12+ METRO CUME

1. WEEU	956
2. WRWA	752
3. WHUM	691
4. WFIL	673
5. WIFI-FM	516
6. WRFY-FM	410
7. KYW	385
8. WYSP-FM	296
9. WWSH-FM	198
10. WIOV-FM	144

12+ FM SHARE (METRO/TSA) : 37.23% (153 of 411) (A/M 77: 41.47%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WIFI-FM	1. WRWA	1. WRWA	1. WHUM	1. WEEU	1. WEEU
2. WRWA	WIFI-FM	2. WHUM	2. WRWA	2. WHUM	2. WHUM
3. WYSP-FM	3. WFIL	3. WEEU	3. WEEU	3. WRFY-FM	3. WRWA

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	84 (3)	74 (7)	158 (10)	38.4
MOR	86 (3)		86 (3)	20.9
BTFL MUS		50 (4)	50 (4)	12.2
COUNTRY	61 (1)	24 (3)	85 (4)	20.7
NEWS/INFO/TALK	17 (1)		17 (1)	4.1
RELIGION		12 (1)	12 (1)	2.9
CLASSICAL		3 (1)	3 (1)	0.7
			<u>411 (24)</u>	

RADIO STATIONS

WEEU , 850, 1 KW	MOR	ABC-E, \$24.00	(Buckley)
WHUM , 1240, 1 KW/250 W	COUNTRY	NBC , \$14.00	(Pro-Meek)
WRWA , 1340, 1 KW/250 W	ROCK	, \$15.00	(Mc-Guild)
WRFY-FM, 102.5, 42 KW @ 538	BTFL MUS	, \$14.75	(???)
WBYO-FM, 107.5, 20 KW @ 610	RELIGION	, \$ 8.10	(--- ) (BOYERTOWN)
WXXW-FM - See ALLEN-BETH-EASTON			
FOR OTHER STATIONS SEE PHILADELPHIA			

NEWSPAPER

Reading Eagle Times ME 84,585

RENO

SRDS Market # 195  
 FCC Revenue Rank # 153  
 FCC Income Rank # 303  
 APR 16.3  
 Metro Pop: 131,500  
 National Rev: \$294,810

Revenue : \$1,694,948  
 Income : \$ -176,818  
 FM Rev : \$ 342,074  
 FM Inc : \$ -64,846  
 Comb Rev : \$2,037,022  
 Comb Inc : \$ -241,664

ARB Market # 152  
 Rev Rank # 129  
 Inc Rank # 150  
 Rev per Capita \$15.49  
 Inc per Capita \$-1.84  
 Nat Rev per Capita \$ 2.24

<u>12+ METRO SHARE</u>			<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. KCBN	14.0	17.2	14.4		1. KKBC-FM	1. KOLO 642
2. KSRN-FM	13.6	5.2	4.0		2. KSRN-FM	2. KCBN 508
3. KOLO	13.1	14.6	12.9		3. KOLO	3. KKBC-FM 456
KRNO-FM	13.1	7.8	9.0		4. KCBN	4. KSRN-FM 380
5. KOH	9.3	10.4	13.4		5. KRNO-FM	5. KRNO-FM 303
6. KKBC-FM	8.9	9.4	9.5		6. KOH	6. KOH 294
7. KONE	7.5	3.6	8.0		7. KONE	7. KONE 218
8. KGLR-FM	6.1	7.3	6.0		8. KGLR-FM	8. KCRL 175
9. KBET	4.2	3.6	4.0		9. KBET	9. KBET 171
10. KCRL	3.3	7.8	6.5		KCRL	10. KGLR-FM 169

12+ FM SHARE (METRO): 44.61% (91 of 204) (A/M 77: 35.29%)  
 12+ FM SHARE (TSA) : 52.14% (146 of 280) (A/M 77: 40.59%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KCBN	1. KRNO-FM	1. KRNO-FM	1. KOLO	1. KSRN-FM	1. KOLO
2. KKBC-FM	2. KCBN	2. KOLO	2. KRNO-FM	2. KOLO	2. KKBC-FM
	3. KKBC-FM	3. KCBN	3. KSRN-FM	3. KRNO-FM	3. KSRN-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	33 (2)	60 (3)	93 (5)	45.6
MOR	48 (2)		48 (2)	23.5
COUNTRY	25 (2)		25 (2)	12.3
BTFL MUSIC		31 (2)	31 (2)	15.2
CLASSICAL	7 (1)		7 (1)	3.4
			204 (12)	

AM STATIONS

KBET, 1340, 1 KW/250 W, COUNTRY ABC-I, \$ 6.00 (Pro-Meek)  
 KCBN, 1230, 1 KW/250 W, ROCK , \$ 9.75 (Tor-Lask)  
 KCRL, 780, 50 KW , CLASSICAL , \$ 8.25 (Pro-Meek)  
 KOH , 630, 5 KW/1 KW , MOR/NEWS (Radio Arts)MBS,CBS, \$12.00 (Katz) McClatchy  
 KOLO, 920, 5 KW/1 KW , MOR NBC, \$ 9.50 (Mc-Guild) Donrey  
 KONE, 1450, 1 KW/250 W, COUNTRY ABC-E, \$ 7.50 (Lotus)

FM STATIONS

KGLR-FM, 105.7, 31 KW @ -390, AOR ABC-F, \$6.00 (Sav-Gates)  
 KRNO-FM, 106.9, 60 KW @ 460 , CONTEMP (?) (Century 21), \$6.00 (Tor-Lask)  
 KSRN-FM, 104.5, 25 KW @ 2900, BTFL MUS , \$7.00 (Masla)  
 KKBC-FM, 97.3, 52 KW @ 2240, ROCK ABC-C, \$5.85 (Market 4) (CARSON CITY)

TV STATIONS

KCRL Reno 4 NBC  
 KOLO Reno 8 ABC, Donrey  
 KTVN Reno 2 CBS

NEWSPAPERS

Nevada State Journal, Reno Gazette ME 51,721, Gannett  
 Carson City Nevada Appeal E 5,555

RICHMOND

SRDS Market # 68  
 FCC Revenue Rank # 47  
 FCC Income Rank # 38  
 APR 14.3  
 Metro Pop: 501,600  
 National Rev: \$1,624,621

Revenue : \$5,959,243  
 Income : \$ 771,670  
 FM Rev : \$1,563,026  
 FM Inc : \$ 357,955  
 Comb Rev : \$7,523,026  
 Comb Inc : \$1,129,625

ARB Market # 58  
 Rev Rank # 44  
 Inc Rank # 30  
 Rev per Capita \$15.00  
 Inc per Capita \$ 2.25  
 Nat Rev per Capita \$ 3.24

<u>12+ METRO SHARE</u>	<u>O/N 77</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WRVQ-FM 19.3	16.9	15.8	1. WRVQ-FM	1. WRVQ-FM 2854
2. WRVA 18.9	19.4	24.8	2. WRVA	2. WRVA 2826
3. WEZS-FM 7.6	10.0	8.8	3. WEZS-FM	3. WLEE 1257
WLEE 7.6	6.9	9.7	4. WANT	4. WEZS-FM 1065
5. WRXL-FM 6.1	7.0	3.6	5. WLEE	5. WRXL-FM 959
WXGI 6.1	3.9	4.2	6. WRXL-FM	6. WANT 854
7. WANT 6.0	5.8	7.3	7. WXGI	7. WRNL 840
8. WENZ 4.5	6.1	2.5	8. WTVR-FM	8. WTVR-FM 709
9. WRNL 4.2	2.6	2.1	9. WENZ	9. WENZ 516
10. WTVR-FM 3.3	3.1	3.3	10. WRNL	10. WXGI 481

12+ FM SHARE (METRO): 40.41% (274 of 678) (A/M 77: 37.26%)  
 12+ FM SHARE (TSA) : 48.81% (472 of 967) (A/M 77: 43.99%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WRVQ-FM	1. WRVQ-FM	1. WRVQ-FM	1. WRVA	1. WRVA	1. WRVA
2. WENZ	2. WRXL-FM	2. WRVA	2. WRVQ-FM	2. WEZS-FM	2. WRVQ-FM
3. WANT	3. WLEE	3. WLEE	3. WEZS-FM	3. WXGI	3. WLEE
4. WRXL-FM	4. WRVA	4. WRXL-FM	4. WLEE	4. WRVQ-FM	4. WEZS-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	72 (2)	186 (3)	258 (5)	38.1
MOR	174 (3)		174 (3)	25.7
BTFM MUSIC	13 (1)	79 (2)	92 (3)	13.6
BLACK	75 (2)		75 (2)	11.1
COUNTRY	70 (3)	5 (1)	75 (4)	11.1
RELIGION		4 (1)	4 (1)	0.6
			<u>678 (18)</u>	

AM STATIONS

WANT, 990, 1 KW (Days), BLACK NBN , \$18.50 (Katz)  
 WENZ, 1450, 1 KW/250 W , BLACK MBN , \$16.75 (Howard)  
 WLEE, 1480, 5 KW , ROCK ABC-C, \$32.75 (Blair) Nationwide  
 WRNL, 910, 5 KW , MOR ABC-I, \$17.00 (Tor-Lask) Rust  
 WRVA, 1140, 50 KW , MOR NBC , \$75.25 (Eastman) Harte-Hanks  
 WXGI, 950, 5 KW (Days), COUNTRY , \$10.00 (-----)

FM STATIONS

WEZS-FM, 103.7, 74 KW @ 440, BTFM MUS (KalaMusic) , \$40.50 (Mc-Guild) EZ  
 WRVQ-FM, 94.5, 200 KW @ 355, ROCK , \$63.25 (Eastman) Harte-Hanks  
 WRXL-FM, 102.1, 140 KW @ 360, AOR , \$20.00 (Tor-Lask) Rust  
 WTVR-FM, 98.1, 50 KW @ 840, BTFM MUS (FM-100) , \$10.75 (Selcom) Park

TV STATIONS

WTVR Richmond 6 CBS, Park WWBT Richmond 12 NBC, Jeff Pilot  
 WXEX Richmond 8 ABC, Nationwide

NEWSPAPERS

Richmond News-Leader, Times Dispatch ME 250,231, Media General  
 Petersburg Progress-Index E 23,444, Thomson

ROANOKE

SRDS Market # 163  
 FCC Revenue Rank # 107  
 FCC Income Rank # 43  
 APR 15.6  
 Metro Pop: 188,600  
 National Rev: \$655,623

Revenue : \$2,657,624  
 Income : \$ 577,186  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 135  
 Rev Rank # 111  
 Inc Rank # 50  
 Rev per Capita \$14.09  
 Inc per Capita \$ 3.06  
 Nat Rev per Capita \$ 3.48

12+ METRO SHARE A/M 77 A/M 76

1. WSLC	19.7	19.5	19.0
2. WROV	18.6	18.4	26.4
3. WFIR	13.9	7.9	8.6
4. WLRG-FM	12.2	14.3	10.4
5. WSLQ-FM	11.5	14.7	8.2
6. WPVR-FM	9.2	7.9	8.9
7. WTOY	8.5	6.4	6.3
8. WRIS	1.4	1.1	3.7
9. WKBA	.7	1.5	1.1
WUEZ	.7	---	---

12+ TSA 1/4

1. WSLQ-FM
2. WSLC
3. WPVR-FM
4. WROV
5. WLRG-FM
6. WFIR
7. WTOY
8. WRIS
9. WKBA
10. WUEZ

12+ TSA CUME

1. WSLQ-FM	2136
2. WROV	900
3. WSLC	895
4. WPVR-FM	883
5. WFIR	867
6. WLRG-FM	688
7. WTOY	276
8. WJLM	176
9. WRIS	150
WKBA	150

12+ FM SHARE (METRO): 34.39% (98 of 285) (A/M 77: 38.74%)  
 12+ FM SHARE (TSA) : 56.72% (287 of 506) (A/M 77: 58.26%)

TEENS

18 - 34

18 - 49

25 - 49

35 - 64

12+ TSA AMD

1. WROV	1. WROV	1. WROV	1. WSLC	1. WSLC	1. WSLQ-FM
2. WSLQ-FM	2. WSLQ-FM	2. WSLC	2. WFIR	2. WLRG-FM	2. WSLC
	3. WFIR	3. WSLQ-FM	3. WROV	WFIR	3. WFIR

FORMATS

AM

FM

TOTAL

%

ROCK/CONTEMP	55 (1)	34 (1)	89 (2)	31.2
BTFL MUSIC		63 (2)	63 (2)	22.1
COUNTRY	60 (2)	1 (1)	61 (3)	21.4
MOR	45 (2)		45 (2)	15.8
BLACK	25 (1)		25 (1)	8.8
RELIGION	2 (1)		2 (1)	0.7

285 (11)

AM STATIONS

WFIR, 960, 5 KW	, MOR	CBS, \$15.75	(Mc-Guild)	Gibbons
WKBA, 1550, 10 KW (Days)	, COUNTRY/RELIGION	, \$ 8.00	(-----)	
WRIS, 1410, 5 KW (Days)	, MOR	MBS, \$ 5.00	(-----)	
WROV, 1240, 1 KW/250 W	, ROCK	ABC-C, \$23.23	(Eastman)	
WSLC, 610, 5 KW/1 KW	, COUNTRY	NBC, \$34.75	(Katz)	Mel Wheeler
WTOY, 910, 1 KW (Days)	, BLACK	MBN, \$14.00	(Masla)	
WUEZ, 1480, 5 KW (Days)	, COUNTRY	, \$ 4.50	(-----)	

FM STATIONS

WLRG-FM, 92.3, 20 KW @ 2002, BTFL MUS (Bonne)	ABC-E, \$21.98	(Tor-Lask)
WPVR-FM, 94.9, 50 KW @ 1937, BTFL MUS (KalaMusic)	, \$15.75	(Mc-Guild) Gibbons
WSLQ-FM, 99.1, 140 KW @ 1985, ROCK	, \$34.75	(Katz) Mel Wheeler

TV STATIONS

WSET	Lynchburg	13	ABC
WLSL	Roanoke	10	NBC, Park
WDBJ	Roanoke	7	CBS, Shurtz (South Bend Tribune)

NEWSPAPERS

Lynchburg News, Advance	ME	41,036
Roanoke Times and World-News	ME	112,495

ROCHESTER

SRDS Market # 39  
 FCC Revenue Rank # 44  
 FCC Income Rank # 26  
 APR 15.6  
 Metro Pop: 803,900  
 National Rev: \$1,716,000

Revenue : \$6,089,680  
 Income : \$1,180,178  
 FM Rev : \$1,197,351  
 FM Inc : \$ -5,342  
 Comb Rev : \$7,287,031  
 Comb Inc : \$1,174,836

ARB Market # 36  
 Rev Rank # 45  
 Inc Rank # 29  
 Rev per Capita \$9.07  
 Inc per Capita \$1.46  
 Nat Rev per Capita \$2.14

12+ METRO SHARE	O/N 77	A/M 77
1. WEZO-FM	18.6	16.8
2. WHAM	15.5	15.8
3. WBBF	10.2	12.0
4. WMJQ-FM	6.5	2.6
5. WHFM-FM	5.6	4.7
6. WNYR	5.3	5.0
7. WVOR-FM	4.8	3.2
8. WPXY-FM	4.5	4.4
9. WROC	3.3	2.4
10. WAXC	2.6	1.7

12+ TSA 1/4
1. WEZO-FM
2. WHAM
3. WBBF
4. WMJQ-FM
WNYR
6. WHFM-FM
7. WPXY-FM
WVOR-FM
9. WKFM-FM
10. WHEN

12+ TSA CUME
1. WHAM 3555
2. WEZO-FM 2839
3. WBBF 2748
4. WHFM-FM 1382
5. WAXC 1196
6. WNYR 1071
7. WPXY-FM 976
8. WMJQ-FM 916
9. WVOR-FM 832
10. WROC 777

12+ FM SHARE (METRO): 53.28% (610 of 1145) (A/M 77: 49.47%)  
 12+ FM SHARE (TSA) : 52.68% (716 of 1359) (A/M 77: 49.56%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WBBF	1. WMJQ-FM	1. WEZO-FM	1. WEZO-FM	1. WEZO-FM	1. WHAM
2. WHFM-FM	2. WVOR-FM	2. WMJQ-FM	2. WHAM	2. WHAM	2. WEZO-FM
3. WAXC	3. WBBF	3. WBBF	3. WNYR	3. WNYR	3. WBBF
4. WBEN-FM	4. WHFM-FM	4. WHAM	4. WBBF	4. WBBF	4. WNYR
	5. WEZO-FM	5. WVOR-FM	5. WVOR-FM	5. WPXY-FM	

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	184 (4)	274 (6)	458 (10)	40.0
BIFL MUSIC		289 (2)	289 (2)	25.2
MOR	242 (5)		242 (5)	21.1
COUNTRY	67 (1)	22 (1)	89 (2)	7.8
NEWS/INFO/TALK	42 (1)		42 (1)	3.7
BLACK		16 (1)	16 (1)	1.4
RELIGION		9 (1)	9 (1)	0.8
			1145 (22)	

AM STATIONS

WAXC, 1460, 5 KW , ROCK ABC-C, \$11.00 (Eastman)  
 WBBF, 950, 1 KW , ROCK , \$51.25 (Blair) LIN  
 WHAM, 1180, 50 KW , MOR ABC-I, \$71.50 (MMR) Rust  
 WNYR, 680, 250 W (Days), COUNTRY ABC-E, MBS, \$25.00 (Katz) Malrite  
 WROC, 1280, 5 KW , NEWS NBC , CBS, \$26.75 (Market 4) Rust Craft

FM STATIONS

WEZO-FM, 101.3, 27 KW @ 637, BIFL MUS (Bonne) , \$80.00 (Katz) Malrite  
 WHFM-FM, 98.9, 50 KW @ 340, CONTEMP , \$22.00 (MMR) Rust  
 WMJQ-FM, 92.5, 50 KW @ 500, SOFT AOR (Burk-Abr) , \$30.00 (Blair) LIN  
 WPXY-FM, 97.9, 50 KW @ 400, BIFL MUS (FM-100) , \$13.75 (Market 4) Rust Craft  
 WVOR-FM, 100.5, 50 KW @ 350, OLDIES ABC-F, \$12.00 (Roslin)  
 WKFM-FM, 104.7, 50 KW @ 310, ROCK (TM) , \$20.00 (Selcom) (FULTON)

WHEN- See Syracuse      WBEN-FM - See Buffalo

TV STATIONS

WHEC Rochester 10 CBS, Gannett      WROC Rochester 8 NBC, Rust Craft  
 WOKR Rochester 13 ABC      NEWSPAPER Rochester Democrat & Chronicle, Times-Union ME  
 253,142. Gannett

ROCKFORD

SRDS Market # 138  
 FCC Revenue Rank # 150  
 FCC Income Rank # 140  
 APR 14.2  
 Metro Pop: 219,200  
 National Rev: \$226,547

Revenue : \$1,738,061  
 Income : \$ 112,904  
 FM Rev : \$ 357,030  
 FM Inc : \$ -164,593  
 Comb Rev : \$2,095,091  
 Comb Inc : \$ -51,689

ARB Market # 126  
 Rev Rank # 125  
 Inc Rank # 129  
 Rev per Capita \$9.56  
 Inc per Capita \$-.24  
 Nat Rev per Capita \$1.03

<u>12+ METRO SHARE</u>			<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA</u>	<u>12+ TSA CUME</u>	
1. WROK	25.1	23.6		24.5	1. WROK	1. WROK	1443
2. WRWC-FM	8.7	4.1		3.8	2. WMAQ	2. WLS	1181
3. WGN	7.7	9.2		7.2	3. WGN	3. WMAQ	996
4. WRRR	7.4	5.8		6.0	4. WLS	4. WGN	799
WLS	7.4	5.8		10.4	5. WRWC-FM	5. WBBM	512
6. WKKN	6.4	4.5		---	6. WZOK-FM	6. WRWC-FM	491
WMAQ	6.4	7.9		10.7	7. WRRR	7. WZOK-FM	479
8. WZOK-FM	5.8	8.6		12.9	8. WKKN	8. WYFE-FM	377
9. WYFE-FM	4.8	11.0		3.8	9. WYFE-FM	9. WKKN	264
10. WYBR-FM	4.5	3.8		---	WBBM	10. WYBR-FM	248

12+ FM SHARE (METRO): 31.01% (89 of 287) (A/M 77: 31.94%)  
 12+ FM SHARE (TSA) : 29.41% (130 of 442) (A/M 77: 29.47%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WROK	1. WROK	1. WROK	1. WROK	1. WROK	1. WROK
2. WLS	2. WLS	2. WLS	2. WMAQ	2. WRWC-FM	2. WMAQ
3. WYFE-FM	3. WYBR-FM	3. WMAQ	3. WKKN	3. WGN	3. WGN

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	101 (2)	33 (2)	134 (4)	46.7
MOR	47 (2)	14 (1)	61 (3)	21.3
COUNTRY	41 (3)	4 (1)	45 (4)	15.7
BTFL MUSIC		27 (1)	27 (1)	9.4
NEWS/INFO/TALK	9 (1)		9 (1)	3.1
RELIGION		8 (1)	8 (1)	2.8
UNKNOWN		3 (1)	3 (1)	1.1
			<u>287 (15)</u>	

AM STATIONS

WKKN, 1150, 1 KW (Days), COUNTRY	MBS , \$ 9.50	(HR/STONE)	Midwest Fam.
WROK, 1440, 5 KW/500 W , CONTEMP	ABC-C, \$38.75	(Mc-Guild)	
WRRR, 1330, 1 KW (Days), MOR	ABC-I, \$12.50	(Pro-Meek)	

FM STATIONS

WRWC-FM, 103.1, 3 KW @ 300, BTFL MUS (Kala)	, \$12.75	(Walton)	(ROCKTON)
WYBR-FM, 104.9, 3 KW @ 308, MOR (Bonne)	ABC-F, \$10.75	(Roslin)	
WYFE-FM, 95.3, 3 KW @ 285, AOR	, \$13.00	(HR Stone)	Midwest Fam.
WZOK-FM, 97.5, 50 KW @ 235, ROCK	, \$21.00	(Mc-Guild)	

TV STATIONS

WIFR	Freeport	23	CBS
WREX	Rockford	13	ABC, Gilmore
WTVO	Rockford	17	NBC, Balaban

NEWSPAPER

Rockford Star, Register-Republic	ME	79,380, Gannett
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SACRAMENTO

SRDS Market # 41; ADI # 23  
 FCC Revenue Rank # 49  
 FCC Income Rank # 33  
 APR 15.2  
 Metro Pop: 746,300  
 National Rev: \$2,836,264

Revenue : \$5,807,804  
 Income : \$ 894,343  
 FM Rev : \$2,821,730  
 FM Inc : \$ 411,845  
 Comb Rev : \$8,629,534  
 Comb Inc : \$1,306,188

ARB Market # 39  
 Rev Rank # 34  
 Inc Rank # 26  
 Rev per Capita \$11.56  
 Inc per Capita \$ 1.75  
 Nat Rev per Capita \$ 3.80

12+ METRO SHARE	O/N 77	A/M 77
1. KEWT-FM	15.1	12.7
2. KCRA	8.6	6.9
3. KROY	7.6	6.4
4. KGMS	7.1	4.2
5. KXOA-FM	6.4	8.4
6. KRAK	6.3	8.8
7. KROI-FM	5.8	5.4
8. KCTC-FM	5.3	8.4
9. KFBK	4.7	4.3
10. KSFM-FM	4.4	4.3

12+ TSA 1/4
1. KEWT-FM
2. KFRC
3. KRAK
4. KCRA
5. KROY
6. KGMS
7. KXOA-FM
8. KGO
KFBK
10. KNBR

12+ TSA CUME
1. KFRC 3510
2. KRAK 2608
3. KROY 2156
4. KCRA 1975
5. KEWT-FM 1939
6. KFBK 1602
7. KXOA-FM 1454
8. KROI-FM 1406
9. KCTC-FM 1292
10. KNBR 1221

12+ FM SHARE (METRO): 50.47% (537 of 1064) (A/M 77: 49.03%)  
 12+ FM SHARE (TSA) : 41.84% (659 of 1575) (A/M 77: 40.44%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KROY	1. KXOA-FM	1. KEWT-FM	1. KEWT-FM	1. KEWT-FM	1. KFRC
2. KROI-FM	2. KROY	2. KXOA-FM	2. KCRA	2. KCRA	2. KCRA
3. KSFM-FM	3. KROI-FM	3. KCRA	3. KRAK	3. KGMS	3. KEWT-FM
4. KNDE	4. KSFM-FM	4. KROY	4. KCTC-FM	4. KRAK	4. KRAK
5. KFRC	5. KZAP-FM	5. KRAK	5. KGMS	5. KCTC-FM	5. KFBK

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	144 (3)	228 (4)	372 (7)	35.0
MOR	205 (4)	88 (3)	293 (7)	27.5
BTFM MUSIC		172 (1)	172 (1)	16.2
NEWS/INFO/TALK	81 (2)		81 (2)	7.6
COUNTRY	72 (1)		72 (1)	6.8
BLACK	25 (1)		25 (1)	2.4
CLASSICAL		27 (1)	27 (1)	2.5
RELIGION		15 (1)	15 (1)	1.4
SPANISH		7 (1)	7 (1)	0.7
			<u>1064 (22)</u>	

SACRAMENTO-STOCKTON ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. KEWT-FM	1. KFRC	1. KEWT-FM
2. KFRC	2. KRAK	KGMS
3. KRAK	3. KROY	3. KRAK
4. KCRA	4. KCRA	4. KROY
5. KROY	5. KEWT-FM	5. KGO
6. KGMS	6. KFBK	6. KCRA
7. KXOA-FM	7. KXOA-FM	7. KFBK
8. KNBR	8. KROI-FM	8. KXOA-FM
9. KROI-FM	9. KCTC-FM	9. KSFO
10. KCBS	10. KNBR	10. KSFM-FM
KFBK	11. KGMS	
12. KCTC-FM	12. KSFM-FM	
13. KSFM-FM	13. KCBS	
14. KGO	14. KNDE	
15. KJOY	15. KZAP-FM	

ADI FM SHARE: 42.11% (838 of 1990) (A/M 77: 42.28%)

AM STATIONS

KCRA, 1320, 5 KW/1 KW , MOR/NEWS	NBC , \$49.00	(Blair), <del>WGN cont</del>
KFBK, 1530, 50 KW , NEWS	MBS,CBS , \$27.00	(Katz) McClatchy
KGMS, 1380, 1 KW , MOR (FM-100)	, \$28.95	(HR Stone)
KNDE, 1470, 5 KW/1 KW , ROCK	ABC-C, \$29.50	(Howard)
KRAK, 1140, 50 KW , COUNTRY	, \$58.75	(Eastman) Hercules
KROY, 1240, 1 KW/250 W, ROCK	, \$30.00	(Mc-Guild) ASI

KJOY - See Stockton

FM STATIONS

KCTC-FM, 96.1, 45 KW @ 520, MOR	ABC-I, \$48.00	(Blair) <del>WGN cont</del>
KEWT-FM, 105.1, 50 KW @ 240, BTFL MUS (Schulke)	, \$53.00	(Eastman) Hercules
KROI-FM, 96.9, 64 KW @ 280, ROCK	, \$27.50	(Mc-Guild) ASI
KSFM-FM, 102.5, 50 KW @ 535, ROCK	, \$33.78	(HR Stone)
KXOA-FM, 107.9, 28 KW @ 420, SOFT ROCK	, \$30.50	(Tor-Lask)
KZAP-FM, 98.5, 50 KW @ 296, ROCK	, \$28.88	(Selcom)

TV STATIONS

KCRA Sacramento 3	NBC KTXL Sacramento 40	IND
KMUV Sacramento 31	IND KXTV Sacramento 10	CBS, Corinth
KOVR Modesto 13	ABC, McClatchyKLOC Modesto 19	IND

NEWSPAPERS

Sacramento Bee	E	176,221, McClatchy
Sacramento Union	M	92,530,
Stockton Record	E	55,874, Gannett
Modesto Bee	M	59,023, McClatchy



SAGINAW

SRDS Market # 158  
 FCC Revenue Rank # 305  
 FCC Income Rank # 285  
 APR 14.5  
 Metro Pop: 179,900  
 National Rev: \$171,237

Revenue : \$1,132,567  
 Income : \$ -89,412  
 FM Rev : \$ 471,112  
 FM Inc : \$ 33,685  
 Comb Rev : \$1,603,679  
 Comb Inc : \$ -55,727

ARB Market # 139  
 Rev Rank # 143  
 Inc Rank # 130  
 Rev per Capita \$8.91  
 Inc per Capita \$-.31  
 Nat Rev per Capita \$ .95

<u>12+ METRO SHARE</u>	<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WSGW 21.5	15.7	13.1	1. WGER-FM	1. WHNN-FM 1376
2. WGER-FM 19.2	9.1	11.7	2. WHNN-FM	2. WGER-FM 1237
3. WHNN-FM 9.6	12.2	18.2	3. WSGW	3. WSGW 1091
4. WSAM 8.8	14.3	9.5	4. WKCQ-FM	4. WSAM 794
5. WKCQ-FM 8.1	7.3	7.3	5. WJR	5. WKCQ-FM 700
6. WJR 6.2	3.8	2.9	6. WXOX	6. WTAC 690
7. WIOG-FM 4.6	4.2	4.0	7. WSAM	7. WJR 663
WKNX 4.6	12.9	4.7	8. WKNX	8. WKNX 625
9. WXOX 3.5	4.2	5.1	9. WIOG-FM	9. WXOX 474
10. WTAC 2.7	2.1	3.3	10. WTAC	10. WIOG-FM 409

12+ FM SHARE (METRO): 46.72% (114 of 244) (A/M 77: 40.98%)  
 12+ FM SHARE (TSA) : 54.09% (304 of 562) (A/M 77: 44.29%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WHNN-FM	1. WSAM	1. WGER-FM	1. WGER-FM	1. WSGW	1. WSGW
2. WSAM	2. WHNN-FM	2. WSGW	2. WSGW	2. WGER-FM	2. WGER-FM
3. WIOG-FM	3. WGER-FM	3. WSAM	3. WKCQ-FM	3. WJR	3. WHNN-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	87 (5)		87 (5)	35.7
ROCK/CONTEMP	30 (2)	40 (4)	70 (6)	28.7
BTFL MUSIC		50 (1)	50 (1)	20.5
COUNTRY	13 (2)	21 (1)	34 (3)	13.9
BLACK		3 (1)	3 (1)	1.2
			<u>244 (16)</u>	

AM STATIONS

WKNX, 1210, 10 KW (Days), MOR ABC-I, \$14.00 (Katz) Lake Huron  
 WSAM, 1400, 1 KW/250 W , ROCK NBC , \$10.75 (Pro-Meek)  
 WSGW, 790, 5 KW/1 KW , MOR CBS,MBS , \$14.00 (Tor-Lask) Booth  
 WXOX, 1250, 1 KW (Days) , COUNTRY , \$16.50 (HR Stone) (BAY CITY)

FM STATIONS

WIOG-FM, 106.3, 3 KW @ 300, AOR , \$ 7.50 (Tor-Lask) Booth  
 WKCQ-FM, 98.1, 50 KW @ 353, COUNTRY NBC, \$12.00 (Pro-Meek)  
 WGER-FM, 102.5, 86 KW @ 860, BTFL MUS (TM) , \$18.00 (Mc-Guild)  
 WHNN-FM, 96.1, 97 KW @ 420, ROCK , \$15.00 (Selcom)  
 WJR - See Detroit  
 WTAC - See Flint

FOR TV STATIONS AND NEWSPAPERS SEE FLINT

ST. LOUIS

SRDS Market # 12; ADI # 12  
 FCC Revenue Rank # 12  
 FCC Income Rank # 11  
 APR 16.2  
 Metro Pop: 1,934,600  
 National Rev: \$6,898,618

Revenue : \$17,102,706  
 Income : \$ 3,078,339  
 FM Rev : \$ 6,054,704  
 FM Inc : \$ 25,576  
 Comb Rev : \$23,157,410  
 Comb Inc : \$ 3,103,915

ARB Market # 13  
 Rev Rank # 11  
 Inc Rank # 13  
 Rev per Capita \$11.97  
 Inc per Capita \$ 1.60  
 Nat Rev per Capita \$ 3.57

12+ METRO SHARE O/N 77 A/M 77

1. KMOX	25.3	25.6	24.3
2. KSHE-FM	8.0	7.9	5.5
3. KSLQ-FM	7.7	8.1	8.3
4. KEZK-FM	7.3	5.4	4.8
5. KSD	6.7	7.5	7.5
6. WIL	5.9	4.7	5.3
7. KXOK	4.9	4.2	4.5
8. KKSS-FM	4.7	3.8	3.2
9. WRTH	4.1	4.5	3.9
10. WIL-FM	3.9	4.3	4.2
11. KMOX-FM	3.8	3.9	3.3
12. KADI-FM	2.6	3.2	2.8

12+ TSA 1/4

1. KMOX
2. KSHE-FM
3. KSLQ-FM
4. KEZK-FM
5. KSD
6. KXOK
7. WIL
8. WIL-FM
9. KKSS-FM
10. KMOX-FM
11. WRTH
12. KADI-FM

12+ TSA CUME

1. KMOX	10539
2. KSD	5676
3. KXOK	5372
4. KSLQ-FM	4229
5. KSHE-FM	3810
6. KEZK-FM	2966
7. WIL	2564
8. WIL-FM	2448
9. KMOX-FM	2423
10. WRTH	2406
11. KADI-FM	2236
12. KKSS-FM	1753

12+ FM SHARE (METRO): 42.41% (1252 of 2952) (A/M 77: 40.00%)  
 12+ FM SHARE (TSA) : 42.24% (1437 of 3402) (A/M 77: 38.06%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KSLQ-FM	1. KSHE-FM	1. KMOX	1. KMOX	1. KMOX	1. KMOX
2. KXOK	2. KMOX	2. KSHE-FM	2. KSD	2. KEZK-FM	2. KSD
3. KSHE-FM	3. KSLQ-FM	3. KSD	3. WIL	3. WIL	3. KEZK-FM
4. KKSS-FM	4. KSD	4. KSLQ-FM	4. KEZK-FM	4. WRTH	4. KXOK
5. KMOX	5. KKSS-FM	5. KEZK-FM	5. KSLQ-FM	5. KSD	5. KSLQ-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	197 (2)	753 (5)	950 (7)	32.2
NEWS/INFO/TALK	812 (2)		812 (2)	27.5
BTFL MUSIC	128 (1)	228 (1)	356 (2)	12.1
BLACK	92 (2)	147 (1)	239 (3)	8.1
COUNTRY	208 (3)	124 (1)	332 (4)	11.3
MOR	263 (3)		263 (3)	8.9
			<u>2952 (21)</u>	

ST. LOUIS ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. KMOX	1. KMOX	1. KMOX
2. KSHE-FM	2. KSD	2. KSD
3. KSLQ-FM	3. KXOK	3. WIL
4. KEZK-FM	4. KSLQ-FM	4. WRTH
5. KSD	5. KSHE-FM	5. KSLQ-FM
6. KXOK	6. KEZK-FM	6. KSHE-FM
7. WIL	7. WIL	7. KEZK-FM
8. WIL-FM	8. WIL-FM	8. KKSS-FM
9. KKSS-FM	9. WRTH	9. KATZ
10. KMOX-FM	10. KMOX-FM	10. KXOK
11. WRTH	11. KADI-FM	
12. KADI-FM	12. KKSS-FM	
13. KATZ	13. KATZ	
14. KCFM-FM	KCFM-FM	
15. KADI	15. KADI	

ADI FM SHARE: 43.73% (1507 of 3446) (A/M 77: 38.87%)

AM STATIONS

KADI, 1320, 5 KW (Days), ROCK		, \$12.00	(Masla)	Communica Fund
KATZ, 1600, 5 KW/1 KW, BLACK	MBN,NBN	, \$27.37	(Howard)	
KMOX, 1120, 50 KW, NEWS/TALK	CBS	, \$100.00	(CBS Spot)	CBS
KSD, 550, 5 KW, MOR	NBC	, \$81.50	(Blair)	Pulitzer
KXOK, 630, 5 KW, ROCK		, \$67.50	(Katz)	Storz
WIL, 1430, 5 KW, COUNTRY	ABC-I,	\$69.25	(Christal)	LIN
WRTH, 590, 5 KW/1 KW, BTFL MUS (FM-100)	ABC-E,	\$38.25	(Masla)	King

FM STATIONS

KADI-FM, 96.3, 100 KW @ 366, AOR		, \$25.00	(Masla)	Commun Fund
KCFM-FM, 93.7, 100 KW @ 500, ROCK		, \$24.00	(Buckley)	
KEZK-FM, 102.5, 100 KW @ 500, BTFL MUS (Schulke)		, \$42.50	(Tor-Lask)	Metroplex
KKSS-FM, 107.7, 100 KW @ 460, BLACK		, \$33.00	(HR Stone)	Amaturo
KMOX-FM, 103.3, 100 KW @ 1212, SOFT ROCK		, \$18.70	(CBS FM)	CBS
KSHE-FM, 94.7, 100 KW @ 500, AOR		, \$82.50	(Mc-Guild)	Century
KSLQ-FM, 98.1, 100 KW @ 580, ROCK		, \$67.50	(Eastman)	Charter
WIL-FM, 92.3, 100 KW @ 510, COUNTRY		, \$47.50	(Christal)	LIN

TV STATIONS

KDNL	St. Louis	30	IND
KMOX	St. Louis	4	CBS, CBS
KPLR	St. Louis	11	IND
KSD	St. Louis	5	NBC, Pulitzer
KTVI	St. Louis	2	ABC, Newhouse

NEWSPAPERS

St. Louis Globe-Democrat	M	261,919, Newhouse
St. Louis Post-Dispatch	E	253,508, Pulitzer

SALINAS--SEASIDE--MONTEREY

SRDS Market # 132  
 FCC Revenue Rank # 138  
 FCC Income Rank # 258  
 APR 14.6  
 Metro Pop: 233,000  
 National Rev: \$459,711

Revenue : \$1,912,830  
 Income : \$ -31,330  
 FM Rev : \$ 555,415  
 FM Inc : \$ -94,767  
 Comb Rev : \$2,468,245  
 Comb Inc : \$ -126,097

ARB Market # 117  
 Rev Rank # 116  
 Inc Rank # 137  
 Rev per Capita \$10.59  
 Inc per Capita \$ -.54  
 Nat Rev per Capita \$ 1.97

<u>12+ METRO SHARE</u>	<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. KDON-FM 13.8	9.6	3.2	1. KDON-FM	1. KDON-FM 1078
2. KTOM 11.3	10.1	6.3	2. KGO	2. KDON 846
3. KNAV-FM 6.5	6.7	4.3	3. KTOM	3. KGO 627
KGO 6.5	5.8	9.8	4. KWYT-FM	4. KBAY-FM 585
5. KWYT-FM 5.4	11.3	8.3	5. KDON	5. KMBY 506
KDON 5.4	6.4	11.8	KBAY-FM	6. KNAV-FM 501
7. KLRB-FM 5.1	2.3	2.0	7. KNAV-FM	7. KCBS 426
8. KCTY 4.5	5.2	1.7	8. KCBS	8. KSCO 418
9. KBAY-FM 3.9	3.2	5.2	9. KLRB-FM	9. KWYT-FM 406
10. KMBY 3.7	3.8	8.0	10. KFAT-FM	10. KLRB-FM 398

12+ FM SHARE (METRO): 48.07% (149 of 310) (A/M 77: 43.85%)  
 12+ FM SHARE (TSA) : 48.33% (246 of 509) (A/M 77: 42.18%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 -64</u>	<u>12+ TSA AMD</u>
1. KDON-FM	1. KDON-FM	1. KTOM	1. KTOM	1. KGO	1. KGO
2. KDON	2. KTOM	2. KDON-FM	2. KDON-FM	2. KWYT-FM	2. KDON-FM
3. KSJO-FM	3. KLRB-FM	3. KNAV-FM	3. KCTY	3. KTOM	3. KTOM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	30 (3)	78 (4)	108 (7)	34.8
BTFL MUSIC		56 (3)	56 (3)	18.1
MOR	39 (5)	1 (1)	40 (6)	12.9
COUNTRY	40 (1)	10 (1)	50 (2)	16.1
NEWS/INFO/TALK	34 (2)		34 (2)	11.0
SPANISH	16 (1)		16 (1)	5.2
BLACK	2 (1)	4 (1)	6 (2)	1.9
			<u>310 (23)</u>	

AM STATIONS

KCTY, 980, 1 KW (Days) , SPANISH , \$13.44 (Lotus)  
 KDON, 1460, 5 KW , CONTEMP , \$11.50 (Katz) Forrest  
 KMBY, 1240, 1 KW/250 W , MOR , \$ 9.50 (-----)  
 KTOM, 1380, 5 KW , COUNTRY ABC-E, \$ 8.25 (Mc-Guild)

FM STATIONS

KDON-FM, 102.5, 18 KW @ 2270, ROCK (TM) , \$11.50 (Katz) Forrest  
 KLRB-FM, 101.7, 800 W @ 590 , AOR , \$ 7.50 (Pro-Meek)  
 KNAV-FM, 96.9, 18 KW @ 2575, BTFL MUS , \$ 8.25 (Tor-Lask)  
 KWYT-FM, 100.7, 910 W @ 2575 , BTFL MUS (TM) , \$10.00 (Mc-Guild)

TV STATIONS

KMST Monterey 46 CBS  
 KSBW Salinas 8 NBC, Central California Communications

NEWSPAPERS

Salinas Californian E 23,781, Gannett  
 Monterey Peninsula Herald E 30,708

SALT LAKE CITY

SRDS Market # 46; ADI # 44  
 FCC Revenue Rank # 37  
 FCC Income Rank # 30  
 APR 14.8  
 Metro Pop; 629,200  
 National Rev: \$1,711,074

Revenue : \$7,129,320  
 Income : \$ 911,913  
 FM Rev : \$ 674,494  
 FM Inc : \$ 32,979  
 Comb Rev : \$7,803,814  
 Comb Inc : \$ 944,892

ARB Market # 49  
 Rev Rank # 40  
 Inc Rank # 36  
 Rev per Capita \$12.40  
 Inc per Capita \$ 1.50  
 Nat Rev per Capita \$ 2.72

<u>12+ METRO SHARE</u>		<u>O/N 77</u>	<u>A/M 77</u>
1. KCPX	10.4	10.0	11.9
2. KSL	9.1	9.1	12.6
3. KCPX-FM	8.8	4.5	3.9
4. KLUB	8.7	9.7	6.5
5. KSFI-FM	8.1	6.9	10.4
6. KLUB-FM	5.5	5.6	3.7
7. KRSP-FM	5.4	8.1	7.8
8. KRGO	5.3	4.3	4.7
9. KSOP	5.0	2.0	2.4
10. KALL	4.8	5.4	6.7
11. KSOP-FM	4.6	6.0	7.8
12. KRSP	3.9	4.3	3.9

<u>12+ TSA 1/4</u>	
1. KSL	
2. KLUB	
3. KSFI-FM	
4. KCPX	
5. KCPX-FM	
6. KSOP-FM	
7. KRSP-FM	
8. KLUB-FM	
9. KRGO	
10. KSOP	
11. KALL	
12. KRSP	

<u>12+ TSA CUME</u>	
1. KSL	2582
2. KCPX	2219
3. KLUB	2035
4. KSFI-FM	1575
5. KRSP-FM	1360
6. KCPX-FM	1356
7. KRSP	1311
8. KSOP-FM	1160
9. KALL	1061
10. KLUB-FM	920
11. KRGO	834
12. KALL-FM	828

12+ FM SHARE (METRO): 42.09% (367 of 872) (A/M 77: 41.96%)  
 12+ FM SHARE (TSA) : 45.09% (524 of 1162) (A/M 77: 44.05%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KCPX	1. KCPX-FM	1. KCPX	1. KSFI-FM	1. KLUB	1. KSL
2. KRSP-FM	2. KCPX	2. KCPX-FM	2. KSL	2. KSL	2. KLUB
3. KCPX-FM	3. KALL	3. KSL	3. KALL	3. KSFI-FM	3. KCPX
	4. KALL-FM	4. KSFI-FM	4. KLUB	4. KLUB-FM	4. KSFI-FM
	5. KRSP	5. KRGO	KRGO	5. KSOP	5. KRSP-FM+

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	133 (2)	183 (5)	316 (7)	36.2
BTFL MUSIC	81 (1)	126 (2)	207 (3)	23.7
MOR	144 (4)	15 (1)	159 (5)	18.2
COUNTRY	96 (2)	43 (1)	139 (3)	15.9
NEWS/INFO/TALK	42 (2)		42 (2)	4.8
CLASSICAL	5 (1)		5 (1)	0.6
UNKNOWN	4 (1)		4 (1)	0.5
			<u>872 (22)</u>	

SALT LAKE CITY ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. KSL	1. KSL	1. KSL
2. KLUB	2. KCPX	2. KLUB
3. KSFI-FM	3. KLUB	3. KCPX
4. KCPX	4. KSFI-FM	4. KCPX-FM
5. KCPX-FM	5. KCPX-FM	5. KRG0
6. KSOP-FM	6. KRSP-FM	6. KRSP-FM
7. KRSP-FM	7. KRSP	7. KALL
8. KLUB-FM	8. KSOP-FM	8. KSFI-FM
9. KRG0	9. KALL	9. KSOP-FM
10. KSOP	10. KLUB-FM	10. KLUB-FM
11. KALL	11. KRG0	
12. KALL-FM	12. KALL-FM	
KRSP	13. KSOP	
14. KSXX	14. KAYK-FM	
15. KAYK-FM	15. KAYK	

ADI FM SHARE: 39.07%      (515 of 1318)      (A/M 77: NA)

AM STATIONS

KALL, 910, 5 KW/1 KW	, MOR	ABC-I, \$37.83	(Eastman)	Hatch
KAYK, 960, 5 KW/1 KW	, MOR	, \$ 8.00	(Buckley)	First Media (PROVO)
KCPX, 1320, 5 KW	, ROCK	, \$30.00	(Katz)	<i>Columbia Pic Prod</i>
KLUB, 570, 5 KW	, BTFL MUS (TM)	, \$30.38	(Mc-Guild)	
KRG0, 1550, 10 KW/500 W	, COUNTRY	ABC-E, \$11.25	(Radio Time)	
KRSP, 1060, 10 KW (Days)	, CONTEMP	, \$13.67	(Selcom)	
KSL, 1160, 50 KW	, MOR	CBS, \$39.25	(Tor-Lask)	Bonneville
KSOP, 1370, 1 KW (Days)	, COUNTRY	, \$16.50	(HR Stone)	
KSXX, 630, 1 KW (Days)	, NEWS	NBC, \$13.50	(-----)	

FM STATIONS

KALL-FM, 94.1, 24 KW @ 3030	, CONTEMP	, \$11.25	(Eastman)	Hatch
KAYK-FM, 96.1, 38 KW @ 2620	, MOR	, \$ 6.00	(Buckley)	First Media (PROVO)
KCPX-FM, 98.7, 27 KW @ 2932	, AOR	, \$15.50	(Katz)	<i>Columbia Pic Prod</i>
KISN-FM, 97.1, 13 KW @ 3650	, BTFL MUS (TM)	, \$14.18	(Mc-Guild)	
KRSP-FM, 103.5, 19 KW @ 3650	, ROCK	, \$24.25	(Selcom)	
KSFI-FM, 100.3, 13 KW @ 3650	, BTFL MUS (Bonne)	, \$37.50	(Blair)	
KSOP-FM, 104.3, 13 KW @ 3650	, COUNTRY	, \$16.50	(HR Stone)	

TV STATIONS

KSL	Salt Lake City	5	NBC, Bonneville
KTVX	Salt Lake City	4	ABC, 20th Century Fox
KUTV	Salt Lake City	2	NBC, Hatch

NEWSPAPERS

Salt Lake City Tribune, Deseret News	ME	184,536, Bonneville
Ogden Standard-Examiner	E	48,601, Hatch
Provo Herald	E	26,266

SAN ANTONIO

SRDS Market # 38; ADI # 47  
 FCC Revenue Rank # 28  
 FCC Income Rank # 24  
 APR 17.3  
 Metro Pop: 780,400  
 National Rev: \$2,724,056

Revenue : \$9,011,744  
 Income : \$1,368,851  
 FM Rev : \$1,478,870  
 FM Inc : \$ 18,171  
 Comb Rev : \$10,490,614  
 Comb Inc : \$1,387,022

ARB Market # 38  
 Rev Rank # 29  
 Inc Rank # 24  
 Rev per Capita \$13.44  
 Inc per Capita \$ 1.78  
 Nat Rev per Capita \$ 3.49

12+ METRO SHARE O/N 77 A/M 77

12+ TSA 1/4

12+ TSA CUME

1. KTSA	13.7	14.6	17.7
2. KCOR	11.9	11.5	12.4
3. KQXT-FM	9.4	6.3	8.7
4. KTFM-FM	8.3	10.2	6.7
5. KKYX	6.8	8.9	6.4
6. KBUC-FM	5.6	4.5	4.4
7. WOAI	5.1	7.2	6.1
8. KZZY-FM	4.2	2.5	---
9. KBUC	3.9	2.5	2.4
10. KEDA	3.5	2.9	3.6
11. KAPE	3.3	2.6	5.3
12. KUKA	3.3	3.6	3.2

1. KTSA	
2. KKYX	
3. KCOR	
4. KQXT-FM	
5. KTFM-FM	
6. WOAI	
7. KBUC-FM	
8. KZZY-FM	
9. KBUC	
10. KEDA	
11. KITY-FM	
12. KUKA	

1. KTSA	5573
2. KKYX	2794
3. WOAI	2165
4. KTFM-FM	1930
5. KQXT-FM	1510
6. KZZY-FM	1182
7. KCOR	1176
8. KONO	955
9. KBUC-FM	925
10. KBUC	791
11. KITE	753
12. KITY-FM	703

12+ FM SHARE (METRO): 38.80% (504 of 1299) (A/M 77: 33.58%)  
 12+ FM SHARE (TSA) : 33.07% (580 of 1754) (A/M 77: 27.78%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KTSA	1. KTSA	1. KTSA	1. KCOR	1. KQXT-FM	1. KTSA
2. KTFM-FM	2. KTFM-FM	2. KCOR	2. KTSA	2. KCOR	2. KKYX
3. KZZY-FM	3. KKYX	3. KKYX	3. KKYX	3. WOAI	3. KCOR
4. KISS-FM	4. KCOR	4. KTFM-FM	4. KQXT-FM	KKYX	4. WOAI
5. KUKA	5. KBUC	5. KQXT-FM	5. KBUC-FM	5. KBUC-FM	5. KBUC-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	185 (1)	240 (4)	425 (5)	32.7
SPANISH	251 (3)		251 (3)	19.3
COUNTRY	144 (2)	76 (1)	220 (3)	16.9
BTFL MUS		168 (3)	168 (3)	12.9
MOR	61 (3)	13 (1)	74 (4)	5.7
NEWS/INFO/TALK	69 (1)		69 (1)	5.3
BLACK	44 (1)		44 (1)	3.4
RELIGION	21 (1)		21 (1)	1.6
VARIETY	20 (1)		20 (1)	1.5
CLASSICAL		7 (1)	7 (1)	0.5

1299 (23)

SAN ANTONIO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>12+ MSA EXCL CUME</u>
1. KTSA	1. KTSA	1. KCOR
2. KKYX	2. KKYX	2. KTSA
3. KCOR	3. KTFM-FM	3. KKYX
4. KQXT-FM	4. WOAI	4. KTFM-FM
5. KTFM-FM	5. KQXT-FM	5. KQXT-FM
6. WOAI	6. KCOR	6. KEDA
7. KBUC-FM	7. KZZY-FM	7. WOAI
8. KZZY-FM	8. KBUC-FM	8. KBUC-FM
9. KBUC	9. KONO	9. KBUC
10. KEDA	10. KBUC	10. KUKA
11. KUKA	11. KITE	
12. KAPE	12. KITY-FM	
13. KITY-FM	13. KUKA	
14. WOAI-FM	14. WOAI-FM	
15. KISS-FM	15. KISS-FM	

ADI FM SHARE: 33.57% (556 of 1656) (A/M 77: 28.52%)

AM STATIONS

KAPE, 1480, 500 W (Days), BLACK	ABC-C, \$14.50	(-----)	
KBUC, 1310, 5 KW (Days), COUNTRY	ABC-I, \$12.25	(Tor-Lask)	
KCOR, 1350, 5 KW, SPANISH	, \$56.00	(Katz)	Tichenor
KEDA, 1540, 1 KW (Days), SPANISH	, \$16.50	(Selcom)	
KITE, 930, 5 KW/1 KW, MOR (Bonne)	ABC-E, \$19.00	(RAR)	Doubleday
KKYX, 680, 50 KW/10 KW, COUNTRY	, \$46.75	(Christal)	Swanson
KONO, 860, 5 KW/1 KW, MOR	MBS, \$30.48	(HR Stone)	Mission
KTSA, 550, 5 KW, ROCK	, \$77.50	(Blair)	
KUKA, 1250, 1 KW (Days), SPANISH	, \$ 8.50	(Sav-Gates)	
WOAI, 1200, 50 KW, NEWS/TALK CBS/NBC	, \$41.50	(Eastman)	Clear Channel

FM STATIONS

KBUC-FM, 107.5, 100 KW @ 408, COUNTRY	, \$15.00	(Tor-Lask)	
KISS-FM, 99.5, 13 KW @ 570, AOR	, \$15.00	(-----)	
KITY-FM, 92.9, 100 KW @ 475, ROCK	MBS, \$20.25	(HR Stone)	Mission
KQXT-FM, 101.9, 100 KW @ 670, BTFL MUS (Schulke)	, \$31.00	(Katz)	Tichenor
KTFM-FM, 102.7, 99 KW @ 660, AOR	, \$30.00	(Blair)	
KZZY-FM, 100.3, 100 KW @ 501, ROCK	ABC-F, \$26.00	(Masla)	
WOAI-FM, 97.3, 100 KW @ 472, BTFL MUS (Bonne)	, \$22.00	(Eastman)	Clear Channel

TV STATIONS

KENS	San Antonio	5	CBS, Harte-Hanks
KMOL	San Antonio	4	NBC, 20th Century Fox
KSAT	San Antonio	12	ABC, Outlet
KWEX	San Antonio	41	IND, Spanish International

NEWSPAPERS

San Antonio Express, News	ME	157,363
San Antonio Light	E	128,533



SAN DIEGO

SRDS Market # 20; ADI # 30  
 FCC Revenue Rank # 21  
 FCC Income Rank # 31  
 APR 16.2  
 Metro Pop: 1,400,500  
 National Rev: \$4,954,258

Revenue : \$11,323,270  
 Income : \$ 909,262  
 FM Rev : \$ 3,242,969  
 FM Inc : \$ -184,671  
 Comb Rev : \$14,566,239  
 Comb Inc : \$ 724,591

ARB Market # 20  
 Rev Rank # 21  
 Inc Rank # 42  
 Rev per Capita \$10.40  
 Inc per Capita \$ .52  
 Nat Rev per Capita \$ 3.54

<u>12+ METRO SHARE</u>	<u>O/N 77</u>	<u>A/M 77</u>	<u>MSA EXCL CUME (12+)</u>	<u>12+ MSA/TSA/ADI CUME</u>
1. KOGO 8.1	4.0	10.1	1. KFMB-FM	1. KOGO 3241
2. KGB-FM 7.1	6.2	7.0	2. KCBQ	2. KFMB-FM 2747
3. KFMB-FM 7.0	8.6	5.6	3. KSDO	3. KCBQ 2695
4. KPRI-FM 5.9	4.7	3.3	4. KEZL-FM	4. KGB-FM 2249
5. KCBQ 5.5	5.7	5.5	5. KPRI-FM	5. KFMB 2106
6. KSDO 5.1	5.5	5.0	KOGO	6. KGB 1884
7. XTRA 4.8	5.9	5.7	7. KMJC	7. KMJC 1831
8. KIFM-FM 4.7	4.4	3.8	8. XTRA	8. XTRA 1775
9. KEZL-FM 4.5	4.6	6.3	9. KGB-FM	9. KSDO 1766
10. KFMB 4.1	3.7	3.9	10. KGB	10. KIFM-FM 1493
11. KMJC 3.7	6.0	6.6		11. KPRI-FM 1451
12. KOZN-FM 3.7	2.8	2.1	<u>NOTE:</u> SAN DIEGO	12. KEZL-FM 1378
13. KGB 3.5	4.2	4.7	MSA, TSA AND ADI	13. KNX 1184
14. KSON 3.0	6.1	2.9	ARE THE SAME.	14. KSON 1039
15. KSON-FM 2.8	2.3	.8		15. KOZN-FM 941

12+ FM SHARE (MSA, TSA, ADI): 49.19% (997 of 2027) (A/M 77: 43.48%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KFMB-FM	1. KPRI-FM	1. KPRI-FM	1. KOGO	1. KOGO	1. KSDO
2. KGB-FM	2. KGB-FM	2. KGB-FM	2. KEZL-FM	2. XTRA	2. KCBQ
3. KCBQ	3. KIFM-FM	3. KOGO	3. KFMB	3. KOZN-FM	3. KOGO
4. KMJC	4. KFMB-FM	4. KIFM-FM	4. KIFM-FM	4. KSON	4. KFMB
5. KGB	5. KCBQ	5. KCBQ	5. XTRA	5. KEZL-FM	5. KGB-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	384 (4)	611 (8)	995 (13)	49.1
BTFL MUSIC	109 (1)	273 (5)	382 (6)	18.9
MOR	237 (3)		237 (3)	11.7
COUNTRY	83 (2)	64 (1)	147 (3)	7.3
NEWS/INFO/TALK	192 (3)		192 (3)	9.5
CLASSICAL		49 (1)	49 (1)	2.4
RELIGION	25 (2)		25 (2)	1.2
			<u>2027 (30)</u>	

AM STATIONS

KCBQ, 1170, 50 KW/10 KW, ROCK	, \$59.00	(Eastman)	Bartell
KFMB, 760, 5 KW, CONTEMP	ABC-E, \$37.00	(Mc-Guild)	Midwest TV
KGB, 1360, 5 KW/1 KW, CONTEMP	, \$81.50	(Katz)	
KMJC, 910, 1 KW, CONTEMP	, \$43.00	(Metro)	
KOGO, 600, 5 KW, MOR	NBC, \$65.00	(MMR)	
KSDO, 1130, 5 KW/1 KW, NEWS	CBS, \$45.00	(CBS Spot)	Comb. Commun.
KSON, 1240, 1 KW/250 W, COUNTRY	ABC-I, \$30.00	(Blair)	McKinnon
XTRA, 690, 50 KW, BTFL MUS	, \$46.00	(Buckley)	

FM STATIONS

KEZL-FM, 102.9, 2 KW @ 1840, BTFL MUS (Bonne)	, \$25.00	(CBS Spot)	Comb. Commun.
KFMB-FM, 100.7, 30 KW @ 620, ROCK	, \$47.50	(Mc-Guild)	Midwest TV
KGB-FM, 101.5, 50 KW @ 557, ROCK	, \$81.50	(Katz)	
KLFM-FM, 98.1, 28 KW @ 640, SOFT ROCK (TM)	, \$27.00	(Selcom)	
KOZN-FM, 103.7, 36 KW @ 650, BTFL MUS (FM-100)	, \$28.75	(Tor-Lask)	
KPRI-FM, 106.5, 50 KW @ 413, AOR (Burk-Abr)	, \$31.50	(CBS-FM)	Southwestern
KSON-FM, 97.3, 50 KW @ 445, COUNTRY	, \$30.00	(Blair)	McKinnon)

TV STATIONS

KCST	San Diego	39	NBC, Storer
KGTV	San Diego	10	ABC, Mc-Graw Hill
KFMB	San Diego	8	CBS, Midwest TV
XETV	Tijuana	6	IND
XEWT	Tijuana	12	IND

NEWSPAPER

San Diego Union, Tribune	316,821, Copley
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SAN FRANCISCO \*

SRDS Market # 7; ADI # 6  
 FCC Revenue Rank # 4  
 FCC Income Rank # 5  
 APR 16.8  
 Metro Pop: 4,131,800  
 National Rev: \$18,026,324

Revenue : \$35,199,549  
 Income : \$ 4,496,978  
 FM Rev : \$ 6,613,040  
 FM Inc : \$-2,404,157  
 Comb Rev : \$41,812,589  
 Comb Inc : \$ 2,092,821

ARB Market # 4  
 Rev Rank # 4  
 Inc Rank # 21  
 Rev per Capita \$10.12  
 Inc per Capita \$ .51  
 Nat Rev per Capita \$ 4.36

12+ METRO SHARE	O/N 77	A/M 77
1. KFRC	8.4	6.4
2. KGO	7.6	9.1
3. KSFO	6.5	5.3
4. KCBS	5.8	6.5
5. KFOG-FM	4.4	4.2
6. KIOI-FM	3.9	3.1
7. KABL	3.5	4.3
KOIT-FM	3.5	3.0
9. KSFY-FM	3.4	3.2
10. KNBR	3.3	3.2
11. KDIA	3.2	2.7
12. KSOL-FM	2.5	4.1
13. KABL-FM	2.4	2.5
14. KDFC-FM+	2.4	1.8
15. KMEL-FM	2.5	2.1
16. KLOK	2.3	2.4
17. KYA	2.2	2.3
18. KNEW	2.2	3.0
19. KBAY-FM	1.9	2.0
20. KSAN-FM	1.9	2.0

12+ TSA 1/4
1. KFRC
2. KGO
3. KCBS
4. KSFO
5. KFOG-FM
6. KNBR
7. KIOI-FM
8. KABL
9. KOIT-FM
10. KSFY-FM
11. KDIA
12. KABL-FM
13. KDFC-FM+
14. KBAY-FM
15. KLOK
16. KMEL-FM
17. KSOL-FM
18. KNEW
KYA
20. KSAN-FM

12+ TSA CUME	
1. KFRC	13286
2. KGO	8512
3. KCBS	8236
4. KSFO	8061
5. KNBR	5665
6. KIOI-FM	4899
7. KABL	4773
8. KSFY-FM	4592
9. KYA	4506
10. KFOG-FM	4065
11. KLOK	3594
12. KOIT-FM	3516
13. KABL-FM	3016
14. KDIA	2984
15. KSOL-FM	2964
16. KNEW	2940
17. KMEL-FM	3012
18. KBAY-FM	2824
19. KSAN-FM	2709
20. KDFC-FM+	2683

12+ FM SHARE (METRO): 42.07% (2696 of 6409) (A/M 77: 42.11%)  
 12+ FM SHARE (TSA) : 41.14% (2934 of 7131) (A/M 77: 38.73%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KFRC	1. KFRC	1. KFRC	1. KSFO	1. KGO	1. KFRC
2. KDIA	2. KIOI-FM	2. KSFO	2. KFRC	2. KSFO	2. KCBS
3. KYA	3. KSFY-FM	3. KIOI-FM	3. KNBR	3. KCBS	3. KGO
4. KSOL-FM	4. KMEL-FM	4. KSFY-FM	4. KGO	4. KFOG-FM	4. KSFO
5. KSFY-FM	5. KNBR	5. KNBR	5. KIOI-FM	5. KABL	5. KNBR
6. KIOI-FM	6. KSFO	6. KGO	6. KOIT-FM	6. KOIT-FM	6. KABL
7. KMEL-FM	7. KSAN	7. KLOK	7. KCBS	7. KABL-FM	7. KIOI-FM+

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	863 (5)	1324 (12)	2187 (17)	34.1
BTFL MUSIC	244 (1)	847 (4)	1091 (5)	17.0
NEWS/INFO/TALK	951 (3)		951 (3)	14.8
MOR	865 (4)		865 (4)	13.5
BLACK	241 (2)	230 (2)	471 (4)	7.4
COUNTRY	193 (2)	46 (1)	239 (3)	3.7
CLASSICAL	104 (2)	175 (2)	279 (4)	4.4
JAZZ		62 (1)	62 (1)	1.0
SPANISH	107 (1)		107 (1)	1.7
BIG BAND		66 (1)	66 (1)	1.0
UNKNOWN	23 (1)		23 (1)	0.4
RELIGION		68 (1)	68 (1)	1.1
			<u>6409 (45)</u>	

\* Changes in KMEL-FM dictated by a revision made in the San Francisco report.

SAN FRANCISCO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUMES (12+)</u>
1. KFRC	1. KFRC	1. KFRC
2. KGO	2. KSFO	2. KSFO
3. KSFO	3. KGO	3. KCBS
4. KCBS	4. KCBS	4. KGO
5. KFOG-FM	5. KABL	5. KDIA
6. KIOI-FM	6. KIOI-FM	6. KFOG-FM
7. KOIT-FM	7. KYA	7. KLOK
KABL	8. KSFX-FM	8. KABL
9. KSFX-FM	9. KNBR	9. KSOL-FM
10. KDIA	10. KFOG-FM	10. KNEW
11. KNBR	11. KOIT-FM	
12. KABL-FM	12. KLOK	
KSOL-FM	13. KSOL-FM	
14. KDFC-FM+	14. KDIA	
15. KLOK	15. KABL-FM	

ADI FM SHARE: 43.82% (2716 of 6198) (A/M 77: 43.29%)

AM STATIONS

KABL, 960, 5 KW, BTFL MUS (TM)	, \$ 60.00	(Christal)	Starr
KCBS, 740, 50 KW, NEWS	CBS, \$117.50	(CBS Spot)	Rock
KDIA, 1310, 5 KW, BLACK	MBN, \$ 43.00	(Howard)	Black
KFRC, 610, 5 KW, ROCK	, \$212.13	(RKO)	RKO
KGO, 810, 50 KW, NEWS/TALK	ABC-I, \$ 93.75	(Blair)	ABC
KNBR, 680, 50 KW, MOR	NBC, \$ 92.12	(Mc-Guild)	NBC
KNEW, 910, 5 KW, COUNTRY	ABC-E, MBS, \$56.00	(Metro)	Metromedia
KSFO, 560, 5 KW/1 KW, MOR	, \$73.50	(MMR)	Golden West
KYA, 1260, 5 KW/1 KW, ROCK	, \$62.00	(Eastman)	King

FOR KLOK SEE SAN JOSE.

FM STATIONS

KABL-FM 98.1, 100 KW @ 940, BTFL MUS (TM)	, \$35.00	(Christal)	Starr
KFOG-FM, 104.5, 7.9 KW @ 1454, BTFL MUS (Schulke)	, \$61.25	(Katz)	GE
KDFC-FM+, 102.1, 33 KW @ 1260, CLASSICAL	, \$21.00	(Groskin)	
KIOI-FM, 101.3, 125 KW @ 1220, SOFT ROCK	, \$61.25	(Masla)	Pac-FM
KMEL-FM, 106.1, 69 KW @ 1240, AOR	, \$82.50	(HR Stone)	Century
KOIT-FM, 96.5, 33 KW @ 1410, BTFL MUS (Bonne)	, \$57.50	(Tor-Lask)	Bonne
KSAN-FM, 94.9, 35 KW @ 1140, AOR	, \$51.00	(Metro)	Metromedia
KSFX-FM, 103.7, 7 KW @ 1430, ROCK	ABC-F, \$58.00	(Blair)	ABC
KSOL-FM, 107.7, 6.2 KW @ 1588, BLACK	NBN, \$30.00	(UBC)	United

KBAY-FM - See San Jose

TV STATIONS

KBHK	San Francisco	44	IND, Field	KRON	San Francisco	4	NBC, Chronicle
KDTV	San Francisco	60	IND	KTSF	San Francisco	26	IND
KEMO	San Francisco	20	IND	KTVU	Oakland	2	IND, Cox
KGO	San Francisco	7	ABC, ABC	KGSC	San Jose	36	IND
KPIX	San Francisco	5	CBS, Westinghouse	KVOF	San Francisco	38	IND, Faith Cent
KNTV	San Jose	11	IND				

NEWSPAPERS

San Francisco Chronicle	M	474,001, Hearst
San Francisco Examiner	E	155,889
San Jose Mercury, News	ME	208,381, Knight-Ridder
Oakland Tribune	E	166,666, Combined Communications

SAN JOSE

SRDS Market # 32	Revenue : \$4,226,331	ARB Market # 30
FCC Revenue Rank # 68	Income : \$ 558,384	Rev Rank NA
FCC Revenue Rank # 45	FM Rev : \$3,936,878	Inc Rank NA
APR 16.1	FM Inc : \$ 94,330	Rev per Capita \$8.19
Metro Pop: 996,400	Comb Rev : \$8,163,209	Inc per Capita \$ .66
National Rev: \$1,324,442	Comb Inc : \$ 652,714	Nat Rev per Capita \$1.33

NOTE: SINCE SAN JOSE IS PART OF SAN FRANCISCO'S METRO ONLY  
THE LEADING SAN JOSE STATIONS ARE LISTED. NO SAN  
FRANCISCO STATIONS ARE INCLUDED. THIS IS DONE SO THAT  
SAN JOSE CAN BE CONSIDERED AS AN INDIVIDUAL RADIO  
MARKET.

<u>12+ METRO SHARE</u>	<u>O/N 77</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>	
1. KBAY-FM 6.8	6.5	6.9	1. KBAY-FM	1. KLOK 3081	
2. KLOK 5.5	5.9	6.0	2. KLOK	2. KBAY-FM 2356	
3. KLIV 3.6	4.2	4.3	3. KDFC-FM+	3. KLIV 1864	
4. KDFC-FM+3.0	1.4	2.4	4. KARA-FM	4. KDFC-FM+1632	
5. KEZR-FM 2.9	3.6	1.4	5. KSJO-FM	5. KSJO-FM 1368	
6. KARA-FM 2.7	3.9	4.3	6. KFAT-FM	6. KOME-FM 1367	
KOME-FM 2.7	4.1	3.4	KLIV	7. KARA-FM 1233	
8. KSJO-FM 2.6	4.2	3.8	8. KOME-FM	8. KFAT-FM 1011	
9. KEEN 2.1	2.8	2.9	9. KEZR-FM	9. KEZR-FM .971	
KFAT-FM 2.1	2.6	1.8	10. KEEN	10. KEEN 785	
<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KLIV	1. KLOK	1. KLOK	1. KLOK	1. KBAY-FM	1. KLOK
2. KSJO-FM	2. KEZR-FM	2. KBAY-FM	2. KBAY-FM	2. KLOK	2. KBAY-FM
3. KLOK	3. KARA-FM	3. KEZR-FM	3. KARA-FM	3. KDFC-FM+	3. KARA-FM

RADIO STATIONS

KLOK, 1170, 50 KW/5 KW, MOR	, \$50.50	(Katz)	
KLIV, 1590, 5 KW, ROCK	, \$25.00	(Buckley)	
KEEN, 1370, 5 KW, COUNTRY	, \$18.00	(HR Stone)	Golden Pacific
KBAY-FM, 100.3, 15 KW @ 2580, BTFL MUS	, \$35.25	(HR Stone)	Golden Pacific
KDFC-FM+, 102.1, 33 KW @ 1260, CLASSICAL	, \$21.00	(Groskin)	
KEZR-FM, 106.5, 50 KW @ 430, SOFT ROCK	, \$18.00	(Tor-Lask)	
KARA-FM, 105.7, 50 KW @ 1860, ROCK	, \$33.00	(Buckley)	
KOME-FM, 98.5, 13 KW @ 880, AOR	, \$36.00	(Selcom)	
KSJO-FM, 92.3, 50 KW @ 68, AOR	, \$47.50	(Howard)	Sterling
KFAT-FM, 94.5, 1.1 KW @ 2580, COUNTRY	, \$23.88	(Potter)	

FOR TV STATIONS AND NEWSPAPERS SEE SAN FRANCISCO

SAVANNAH

SRDS Market # 165  
 FCC Revenue Rank # 170  
 FCC Income Rank # 304  
 APR 15.8  
 Metro Pop: 171,400  
 National Rev: \$287,280

Revenue : \$1,465,856  
 Income : \$ -182,718  
 FM Rev : \$ 606,030  
 FM Inc : \$ 50,920  
 Comb Rev : \$2,071,886  
 Comb Inc : \$ -131,798

ARB Market # 140  
 Rev Rank # 127  
 Inc Rank # 138  
 Rev per Capita \$12.09  
 Inc per Capita \$ -.77  
 Nat Rev per Capita \$ 1.68

12+ METRO SHARE	A/M 77	A/M 76
1. WEAS-FM	15.5	10.5
2. WSGA	11.1	17.2
3. WJCL-FM	10.7	9.2
WZAT-FM	10.7	13.4
5. WSOK	9.2	8.4
6. WSGF-FM	8.5	5.5
7. WTOC-FM	6.3	6.7
WXLM-FM	6.3	2.9
9. WKBX	5.9	3.4
WEAS	5.9	9.7

12+ TSA 1/4
1. WEAS-FM
2. WTOC-FM
3. WJCL-FM
4. WZAT-FM
5. WXLM-FM
6. WSGF-FM
7. WSGA
8. WSOK
9. WEAS
10. WKBX

12+ TSA CUME	
1. WZAT-FM	759
2. WSGA	584
3. WTOC-FM	572
4. WEAS-FM	538
5. WKBX	516
6. WJCL-FM	515
7. WSGF-FM	495
8. WSOK	372
9. WXLM-FM	309
10. WTOC	305

12+ FM SHARE (METRO): 59.09% (156 of 264) (A/M 77: 50.89%)  
 12+ FM SHARE (TSA) : 68.67% (263 of 383) (A/M 77: 62.77%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WEAS-FM	1. WEAS-FM	1. WEAS-FM	1. WEAS-FM	1. WJCL-FM	1. WZAT-FM
2. WSGA	2. WSGA	2. WSGA	2. WJCL-FM	2. WKBX	2. WEAS-FM
3. WSGF-FM	3. WSGF-FM	3. WZAT-FM	3. WTOC-FM	3. WSOK	3. WTOC-FM

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	30 (1)	66 (3)	96 (4)	36.4
BLACK	25 (1)	42 (1)	67 (2)	25.4
COUNTRY	12 (1)	17 (1)	29 (2)	11.0
BTFL MUSIC		29 (1)	29 (1)	11.0
MOR	25 (2)		25 (2)	9.5
RELIGION	16 (1)		16 (1)	6.1
UNKNOWN		2 (1)	2 (1)	0.8
			264 (13)	

AM STATIONS

WEAS, 900, 5 KW (Days), RELIGION/BLACK	NBN , \$10.50 (Howard)	Dee Rivers
WKBX, 630, 5 KW , MOR	NBC , \$15.25 (Eastman)	Beasley
WSGA, 1400, 1 KW/250 W , ROCK	ABC-C, \$29.55 (Tor-Lask)	
WSOK, 1230, 1 KW (Days), BLACK	MBN , \$23.00 (Selcom)	
WTOC, 1290, 5 KW , MOR	CBS , \$ 6.75 (Katz)	

FM STATIONS

WEAS-FM, 93.1, 100 KW @ 310, BLACK	NBN , \$20.00 (Howard)	Dee Rivers
WJCL-FM, 96.5, 100 KW @ 1232, BTFL MUS (Bonne)	ABC-I, \$ 7.00 (Pro-Meek)	
WSGF-FM, 95.5, 100 KW @ 384, ROCK	, \$15.25 (Eastman)	Beasley
WTOC-FM, 94.1, 89 KW @ 1320, COUNTRY	ABC-E, \$ 8.00 (Katz)	
WXLM-FM, 97.3, 100 KW @ 471, ROCK	, \$10.10 (Mc-Guild)	
WZAT-FM, 102.1, 100 KW @ 620, ROCK	, \$27.09 (Tor-Lask)	

TV STATIONS

WJCL	Savannah	22	ABC
WSAV	Savannah	3	NBC, Savannah News, Press
WTOC	Savannah	11	CBS

NEWSPAPER Savannah News, Press ME 77,813

SEATTLE

SRDS Market # 21 (approx) ADI #18  
 FCC Revenue Rank # 17  
 FCC Income Rank # 14  
 APR 14.4  
 Metro Pop: 1,564,600  
 National Rev: \$5,990,754

Revenue : \$17,702,054  
 Income : \$ 3,141,105  
 FM Rev : \$ 2,792,445  
 FM Inc : \$ -578,528  
 Comb Rev : \$20,494,499  
 Comb Inc : \$ 2,562,577

ARB Market # 17  
 Rev Rank # 15  
 Inc Rank # 15  
 Rev per Capita \$13.10  
 Inc per Capita \$ 1.64  
 Nat Rev per Capita \$ 3.83

12+ METRO SHARE O/N 77 A/M 77

1. KOMO	9.8	12.1	8.9
2. KVI	8.8	6.8	8.3
3. KSEA-FM	7.4	6.2	6.3
4. KIRO	7.0	9.3	7.6
5. KJR	6.8	7.6	6.8
6. KING	5.9	5.3	6.7
7. KVI-FM	4.7	2.9	3.6
8. KZOK-FM	4.2	7.1	4.7
9. KIXI-FM+	3.6	4.9	6.6
10. KTAC	3.4	2.8	2.9
11. KYYX-FM	3.2	1.5	1.0
12. KISW-FM	3.1	3.0	3.4
13. KEZX-FM	2.9	2.1	2.2
14. KZAM-FM	2.5	2.7	2.1
15. KMPS-FM	2.2	3.2	2.2

12+ TSA 1/4

1. KOMO
2. KSEA-FM
3. KVI
4. KING
5. KIRO
6. KJR
7. KZOK-FM
8. KVI-FM
9. KIXI-FM+
10. KISW-FM
11. KEZX-FM
12. KYYX-FM
13. KTAC
14. KZAM-FM
15. KMPS

12+ TSA CUME

1. KOMO	4647
2. KING	4298
3. KJR	3823
4. KIRO	3370
5. KVI	3284
6. KVI-FM	2635
7. KSEA-FM	2400
8. KISW-FM	1991
9. KZOK-FM	1983
10. KIXI-FM+	1937
11. KTAC	1434
12. KYYX-FM	1245
13. KMPS	1104
14. KEZX-FM	1076
15. KZOK	1053

12+ FM SHARE (METRO): 41.50% (896 of 2159) (A/M 77: 38.98%)  
 12+ FM SHARE (TSA) : 43.17% (1099 of 2546) (A/M 77: 39.34%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KJR	1. KJR	1. KVI	1. KVI	1. KOMO	1. KOMO
2. KING	2. KVI	2. KOMO	2. KOMO	2. KSEA-FM	2. KIRO
3. KVI-FM	3. KING	3. KJR	3. KSEA-FM	3. KVI	3. KVI
4. KTAC	KZOK-FM	4. KING	4. KJR	4. KIRO	4. KJR
5. KYYX-FM	5. KVI-FM	5. KSEA-FM	5. KING	5. KIXI-FM+	5. KING
KZOK-FM	6. KOMO	6. KZOK-FM	6. KIRO	6. KEZX-FM	6. KSEA-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	420 (6)	390 (6)	810 (12)	37.5
BTFL MUSIC	29 (1)	327 (4)	356 (5)	16.5
MOR	417 (2)		417 (2)	19.3
NEWS/INFO/TALK	171 (2)		171 (2)	7.9
COUNTRY	110 (3)	49 (1)	159 (4)	7.4
BLACK		72 (1)	72 (1)	3.3
CLASSICAL	42 (2)	38 (1)	80 (3)	3.7
RELIGION	44 (1)	20 (1)	64 (2)	3.0
VARIETY	30 (1)		30 (1)	1.4
			<u>2159 (32)</u>	

SEATTLE ADI

12+ ADI 1/4

1. KOMO
2. KSEA-FM
3. KVI
4. KING
5. KIRO
6. KJR
7. KZOK-FM
8. KVI-FM
9. KIXI-FM+
10. KISW-FM
11. KEZX-FM
12. KYYX-FM
13. KTAC
14. KZAM-FM
15. KING-FM

12+ ADI CUME

1. KOMO
2. KING
3. KJR
4. KIRO
5. KVI
6. KVI-FM
7. KSEA-FM
8. KISW-FM
9. KZOK-FM
10. KIXI-FM+
11. KTAC
12. KYYX-FM
13. KMPS
14. KEZX-FM
15. KZOK

MSA EXCL CUME (12+)

1. KOMO
2. KIRO
3. KING
4. KJR
5. KVI
6. KIXI-FM+
7. KSEA-FM
8. KMPS
9. KAYO
10. KVI-FM

ADI FM SHARE: 43.26% (1130 of 2612) (A/M 77: 38.15%)

AM STATIONS

KAYO, 1150, 5 KW/1 KW, COUNTRY	ABC-E, \$19.80	(Buckley)	
KING, 1090, 50 KW, ROCK	, \$55.75	(Blair)	King
KIRO, 710, 50 KW, NEWS	CBS, MBS, \$68.60	(Tor-Lask)	Bonneville
KJR, 950, 5 KW, ROCK	, \$56.00	(Mc-Guild)	Kaye-Smith
KMPS, 1300, 5 KW, COUNTRY	, \$13.25	(Eastman)	Hercules
KOMO, 1000, 50 KW, MOR	ABC-I, \$53.50	(Katz)	Fisher's Blend
KTAC, 850, 10 KW, ROCK	, \$36.50	(Masla)	Entercom (TACOMA)
KVI, 570, 5 KW, MOR	, \$45.00	(MMR)	Golden West
KZOK, 1590, 5 KW, AOR	, \$72.50	(CBS FM)	Sterling

FM STATIONS

KEZX-FM, 98.9, 100 KW @ 1070, BTFL MUS (FM-100)	, \$12.00	(Selcom)	Park
KING-FM, 98.1, 100 KW @ 700, CLASSICAL	, \$20.00	(Blair)	King
KISW-FM, 99.9, 100 KW @ 350, ROCK	, \$43.00	(Mc-Guild)	Kaye-Smith
KIXI-FM+, 95.7, 100 KW @ 1100, BTFL MUS	NBC, \$37.00	(HR/Stone)	
KMPS-FM, 94.1, 100 KW @ 1165, COUNTRY	, \$13.25	(Eastman)	Hercules
KSEA-FM, 100.7, 100 KW @ 730, BTFL MUS (Bonne)	MBS, \$60.63	(Tor-Lask)	Bonneville
KVI-FM, 101.3, 100 KW @ 1150, ROCK	ABC-C, \$26.00	(MMR)	Golden West
KYYX-FM, 96.5, 50 KW @ 1220, BLACK	, \$22.00	(Howard)	O'Day
KZAM-FM, 92.5, 100 KW @ 1100, AOR	, \$30.00	(Masla)	
KZOK-FM, 102.5, 100 KW @ 1165, AOR	, \$72.50	(CBS FM)	Sterling

TV STATIONS

KING	Seattle	5	NBC, King
KIRO	Seattle	7	CBS, Bonneville
KOMO	Seattle	4	ABC, Fisher's Blend
KSTW	Tacoma	11	IND, Gaylord

NEWSPAPERS

Seattle Post-Intelligencer	M	184,478, Hearst
Seattle Times	E	239,789
Tacoma News Tribune	E	100,757
Everitt Herald	E	53,182



SHREVEPORT

SRDS Market # 106  
 FCC Revenue Rank # 74  
 FCC Income Rank # 82  
 APR 15.5  
 Metro Pop: 281,400  
 National Rev: \$1,104,292

Revenue : \$3,969,767  
 Income : \$ 274,570  
 FM Rev : \$ 264,426  
 FM Inc : \$ -30,618  
 Comb Rev : \$4,234,193  
 Comb Inc : \$ 243,952

ARB Market # 101  
 Rev Rank # 72  
 Inc Rank # 82  
 Rev per Capita \$15.05  
 Inc per Capita \$ .87  
 Nat Rev per Capita \$ 3.92

<u>12+ METRO SHARE</u>	<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. KOKA	19.0	21.7	24.6	1. KEEL 2134
2. KEEL	16.1	19.5	19.7	2. KWKH 1531
3. KWKH	11.5	6.7	8.5	3. KOKA 974
4. KCOZ-FM	9.4	7.4	3.2	4. KROK-FM 844
5. KRMD-FM	8.5	2.7	3.2	5. KRMD-FM 822
6. KCIJ	8.3	6.5	7.3	6. KCIJ 565
7. KROK-FM	7.3	7.6	5.6	7. KCOZ-FM 509
8. KRMD	6.7	12.1	6.1	8. KRMD 490
9. KMBQ-FM	4.8	3.4	8.5	9. KMBQ-FM 405
10. KEPT-FM	1.8	2.2	3.2	10. KEPT-FM 252

12+ FM SHARE (METRO): 33.25% (139 of 418) (A/M 77: 25.35%)  
 12+ FM SHARE (TSA) : 32.86% (210 of 639) (A/M 77: 30.71%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KEEL	1. KOKA	1. KOKA	1. KOKA	1. KCOZ-FM	1. KEEL
KOKA	2. KEEL	2. KEEL	2. KEEL	2. KWKH	2. KWKH
3. KROK-FM	3. KROK-FM	3. KWKH	3. KWKH	3. KRMD-FM	3. KRMD-FM+

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	70 (1)	53 (2)	123 (3)	29.4
COUNTRY	79 (2)	37 (1)	116 (3)	27.8
BLACK	83 (1)		83 (1)	19.9
BTFM MUSIC		41 (1)	41 (1)	9.8
RELIGION	36 (1)	8 (1)	44 (2)	10.5
MOR	6 (1)		6 (1)	1.4
UNKNOWN	5 (1)		5 (1)	1.2
			418 (12)	

AM STATIONS

KCIJ, 980, 5 KW (Days), GOSPEL , \$ 5.50 (Sav-Gates)  
 KEEL, 710, 50 KW/5 KW , ROCK ABC-I, \$35.00 (Blair) Multimedia  
 KOKA, 1550, 10 KW/500 W, BLACK/CONTEMP ABC-C, NBN, \$24.50 (Howard)  
 KRMD, 1340, 1 KW/250 W , COUNTRY NBC , \$ 8.00 (Katz)  
 KWKH, 1130, 50 KW , COUNTRY MBS , \$22.00 (Tor-Lask) Great Empire

FM STATIONS

KCOZ-FM, 100.1, 3 KW @ 300, BTFM MUS (Bonne) , \$14.00 (Selcom)  
 KEPT-FM, 96.5, 100 KW @ 480, RELIGION ABC-E, \$ 7.00 (Melville)  
 KMBQ-FM, 93.7, 100 KW @ 350, AOR , \$11.00 (Blair) Multimedia  
 KRMD-FM, 101.1, 100 KW @ 1000, COUNTRY NBC , \$10.00 (Katz)  
 KROK-FM, 94.5, 100 KW @ 400, ROCK , \$18.00 (Tor-Lask) Great Empire

TV STATIONS

KSLA Shreveport 12 CBS  
 KTAL Terarkana 6 NBC, Camden News  
 KTBS Shreveport 3 ABC

NEWSPAPER

Shreveport Journal, Times ME 126,871

SIOUX FALLS

SRDS Market # 261  
 FCC Revenue Rank # 156  
 FCC Income Rank # 123  
 APR 14.0  
 Metro Pop: 83,600  
 National Rev: \$423,976

Revenue : \$1,621,527  
 Income : \$ 132,595  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 167  
 Rev Rank # 141  
 Inc Rank # 95  
 Rev per Capita \$19.40  
 Inc per Capita \$ 1.59  
 Nat Rev per Capita \$ 5.07

12+ METRO SHARE A/M 77 A/M 76

1. KSOO	24.8	21.1	21.6
2. KELO	17.9	18.4	26.1
3. KISD	14.5	11.4	6.7
4. KELO-FM	13.7	7.9	4.5
5. KXRB	11.1	15.8	10.4
6. KPAT-FM	6.0	8.8	9.7
7. KIOV-FM	5.1	5.3	5.2
8. KLYX-FM	.9	---	---

12+ TSA 1/4

1. KELO
2. KXRB
3. KSOO
4. KELO-FM
5. KISD
6. KIOV-FM
7. KPAT-FM
8. KLYX-FM

12+ TSA CUME

1. KELO	1093
2. KXRB	660
3. KSOO	581
4. KELO-FM	527
5. KISD	495
6. KPAT-FM	363
7. KIOV-FM	357
8. KLYX-FM	52

12+ FM SHARE (METRO): 27.27% (30 of 110) (A/M 77: 25.96%)  
 12+ FM SHARE (TSA) : 29.18% (75 of 257) (A/M 77: 19.81%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KISD	1. KELO	1. KELO	1. KELO	1. KSOO	1. KELO
2. KELO	2. KISD	2. KISD	2. KSOO	2. KELO-FM	2. KSOO
	3. KPAT-FM	3. KSOO	3. KELO-FM	3. KXRB	3. KXRB+

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	38 (2)	8 (2)	46 (4)	41.8
MOR	29 (1)		29 (1)	26.4
BTFL MUSIC		16 (1)	16 (1)	14.5
COUNTRY	13 (1)	6 (1)	19 (2)	17.3
			110 (8)	

AM STATIONS

KELO, 1320, 5 KW , CONTEMP/MOR , \$13.00 (HR Stone) Midcontinent  
 KISD, 1230, 1 KW/250 W , ROCK , \$ 9.00 (-----)  
 KSOO, 1140, 10 KW/5 KW , MOR ABC-E,ABC-I, \$15.13 (Mc-Guild)  
 KXRB, 1000, 10 KW (Days), COUNTRY , \$22.50 (Buckley)

FM STATIONS

KELO-FM, 92.5, 100 KW @ 1911, BTFL MUS , \$ 9.00 (HR Stone) Midcontinent  
 KLYX-FM, 93.5, 3 KW @ 150, CONTEMP MBS, \$ 4.50 (Walton)  
 KPAT-FM, 97.3, 60 KW @ 220, ROCK (TM) , \$ 7.50 (Mc-Guild)  
 KIOV-FM, 104.7, 100 KW @ 735, COUNTRY , \$ 5.65 (Buckley)

TV STATIONS

KELO Sioux Falls 11 CBS, Midcontinent  
 KSFY Sioux Falls 13 NBC, Forum  
 KXON Mitchell 5 ABC

NEWSPAPER

Sioux Falls Argus-Leader E 47,097, Gannett

SOUTH BEND

SRDS Market # 134  
 FCC Revenue Rank # 204  
 FCC Income Rank # 297  
 APR 17.4  
 Metro Pop: 228,300  
 National Rev: \$142,234

Revenue : \$1,145,780  
 Income : \$ -134,860  
 FM Rev : \$ 862,687  
 FM Inc : \$ 96,988  
 Comb Rev : \$2,008,467  
 Comb Inc : \$ -37,872

ARB Market # 121  
 Rev Rank # 130  
 Inc Rank # 128  
 Rev per Capita \$8.80  
 Inc per Capita \$-.17  
 Nat Rev per Capita \$ .62

12+ METRO SHARE	A/M 77	A/M 76
1. WRBR-FM	19.1	17.4
2. WSBT	18.6	18.0
3. WWJY-FM	10.3	8.8
4. WNDU-FM	8.0	10.1
5. WYEZ-FM	7.0	8.5
6. WLS	5.8	8.2
7. WNDU	5.5	5.4
8. WJVA	5.0	6.3
9. WMAQ	3.8	3.5
10. WTCA	2.5	1.6

12+ TSA 1/4
1. WRBR-FM
2. WWJY-FM
3. WSBT
4. WLS
5. WNDU-FM
6. WYEZ-FM
7. WMAQ
8. WNDU
WJVA
10. WGN

12+ TSA CUME
1. WLS 1614
2. WRBR-FM 1452
3. WSBT 1134
4. WNDU-FM 967
5. WWJY-FM 959
6. WYEZ-FM 936
7. WMAQ 723
8. WNDU 623
9. WGN 574
10. WBBM 327

12+ FM SHARE (METRO): 52.69% (196 of 372) (A/M 77: 51.02%)  
 12+ FM SHARE (TSA) : 54.57% (340 of 623) (A/M 77: 51.77%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WRBR-FM	1. WRBR-FM	1. WRBR-FM	1. WSBT	1. WSBT	1. WSBT
2. WLS	2. WNDU-FM	2. WSBT	2. WRBR-FM	2. WWJY-FM	2. WRBR-FM
	3. WSBT	3. WNDU-FM	3. WYEZ-FM	3. WYEZ-FM	3. WLS

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	45 (2)	113 (3)	158 (5)	42.5
MOR	92 (3)		92 (3)	24.7
BTFL MUSIC		69 (2)	69 (2)	18.5
COUNTRY	35 (2)		35 (2)	9.4
UNKNOWN		8 (1)	8 (1)	2.2
NEWS/INFO/TALK	4 (1)		4 (1)	1.1
RELIGION		3 (1)	3 (1)	0.8
BLACK		3 (1)	3 (1)	0.8
			<u>372 (16)</u>	

AM STATIONS

WJVA, 1580, 1 KW (Days), COUNTRY MBS, \$12.30 (Sav-Gates)  
 WNDU, 1490, 1 KW/250 W, CONTEMP (Drake-Chen) ABC-I, \$15.60 (Mc-Guild) Notre Dame  
 WSBT, 960, 5 KW, MOR CBS, \$14.50 (Katz) S. Bend Tribune  
 WTCA, 1050, 250 W (Days), MOR, \$ 6.00 (---) (PLYMOUTH)

FM STATIONS

WNDU-FM, 92.9, 20 KW @ 431, ROCK (Drake-Chen), \$15.60 (Mc-Guild) Notre Dame  
 WRBR-FM, 103.9, 3 KW @ 183, ROCK, \$16.20 (Tor-Lask) Booth  
 WWJY-FM, 101.5, 9 KW @ 967, BTFL MUS (Schulke), \$11.25 (Katz) S. Bend Trib.  
 WYEZ-FM, 100.7, 50 KW @ 500, BTFL MUS (Bonne), \$11.00 (Masla) Federated  
 FOR ALL OTHER STATIONS SEE CHICAGO (ELKHART)

TV STATIONS

WHME South Bend 46 IND  
 WNDU South Bend 16 NBC, Notre Dame  
 WSBT South Bend 22 CBS, South Bend Tribune  
 WSJV Elkhart 28 ABC, Quincy Newspapers

NEWSPAPERS

Elkhart Truth E 30,517, Federated  
 South Bend Tribune E 110,802

SPOKANE

SRDS Market # 114  
 FCC Revenue Rank # 79  
 FCC Income Rank # 242  
 APR 15.1  
 Metro Pop: 250,700  
 National Rev: \$1,027,019

Revenue : \$3,654,127  
 Income : \$ -493  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 108  
 Rev Rank # 80  
 Inc Rank # 123  
 Rev per Capita \$14.58  
 Inc per Capita \$ -0.002  
 Nat Rev per Capita \$ 4.10

12+ METRO SHARE	O/N 77	A/M 77
1. KJRB	17.5	16.2
2. KEZE-FM+11.7	11.3	11.8
3. KHQ-FM	10.1	11.6
4. KGA	9.8	12.2
5. KREM-FM	7.9	3.0
6. KHQ	7.1	5.4
7. KREM	6.6	7.0
8. KXLY-FM	6.3	6.5
9. KSPO	4.2	4.9
10. KZUN-FM	3.7	1.4

12+ TSA 1/4
1. KJRB
2. KHQ-FM
3. KGA
4. KHQ
5. KEZE-FM+
6. KXLY-FM
7. KZUN-FM
8. KREM-FM
9. KREM
10. KXLY

12+ TSA CUME
1. KJRB 1437
2. KHQ 1096
3. KHQ-FM 1079
4. KGA 812
5. KREM 713
6. KEZE-FM+ 500
7. KXLY-FM 488
8. KZUN-FM 460
9. KREM-FM 431
10. KXLY 429

12+ FM SHARE (METRO): 41.83% (151 of 361) (A/M 77: 34.88%)  
 12+ FM SHARE (TSA) : 43.92% (224 of 510) (A/M 77: 35.95%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KJRB	1. KJRB	1. KJRB	1. KEZE-FM+	1. KEZE-FM+	1. KJRB
2. KHQ-FM	2. KREM-FM	2. KREM-FM	2. KGA	2. KGA	2. KHQ
KREM	3. KHQ-FM	3. KHQ-FM	3. KJRB	3. KHQ	3. KGA

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	103 (3)	68 (2)	171 (5)	47.4
MOR	40 (2)		40 (2)	11.1
BTFM MUSIC	7 (1)	61 (2)	68 (3)	18.8
COUNTRY	42 (2)	8 (1)	50 (3)	13.9
NEWS/INFO/TALK	16 (1)		16 (1)	4.4
RELIGION	2 (1)		2 (1)	0.6
UNKNOWN		14 (1)	14 (1)	3.9
			361 (16)	

AM STATIONS

KGA , 1510, 50 KW , COUNTRY	ABC-I, \$25.00	(Tor-Lask)	
KHQ , 590, 5 KW , MOR	NBC , \$24.00	(Katz)	Spokane Chronicle
KJRB, 790, 5 KW , ROCK	, \$26.00	(Mc-Guild)	Kaye-Smith
KREM, 970, 5 KW/1 KW , ROCK	, \$18.00	(Blair)	King
KSPO, 1230, 1 KW/250 W, NEWS	MBS , \$12.00	(Selcom)	
KXLY, 920, 5 KW , MOR	CBS , \$10.50	(Pro-Meek)	Morgan Murphy

FM STATIONS

KEZE-FM+, 105.7, 41 KW @ 580, BTFM MUS (BPI) , \$15.25	(HR Stone)	BP
KHQ-FM , 98.1, 94 KW @ 2030, ROCK (TM) , \$16.00	(Katz)	Spokane Chronicle
KREM-FM, 92.9, 15 KW @ 720, AOR , \$18.00	(Blair)	King
KXLY-FM , 99.9, 10 KW @ 4000, BTFM MUS (Bonne) , \$13.50	(Pro-Meek)	Morgan Murphy
KZUN-FM , 96.1, 4 KW @ -205, ? ? ? , ABC-C, \$ 7.00	(Dore-Walton)	

TV STATIONS

KHQ Spokane 6 NBC, Spokane Chronicle
KREM Spokane 2 CBS, King
KXLY Spokane 4 ABC, Morgan Murphy

NEWSPAPER

Spokane Chronicle, Spokesman-Review ME 136,191

SPRINGFIELD

SRDS Market # 67  
 FCC Revenue Rank # 94  
 FCC Income Rank # 314  
 APR 16.6  
 Metro Pop: 502,400  
 National Rev: \$929,311

Revenue : \$3,017,365  
 Income : \$ -302,727  
 FM Rev : \$ NA  
 FM Inc : \$ NA  
 Comb Rev : \$ NA  
 Comb Inc : \$ NA

ARB Market # 57  
 Rev Rank # 101  
 Inc Rank # 156  
 Rev per Capita \$6.01  
 Inc per Capita \$-.60  
 Nat Rev per Capita \$1.85

12+ METRO SHARE	A/M 77	A/M 76
1. WHYH	21.7	18.5
2. WHYH-FM	14.5	15.1
3. WTIC	6.0	4.5
4. WAQY-FM	5.3	6.9
WCCC-FM	5.3	8.5
6. WSPR	4.3	4.6
7. WKSS-FM	3.9	3.1
WREB	3.9	2.6
9. WHMP-FM	3.7	1.5
10. WRCH-FM	3.3	3.1

12+ TSA
1. WHYH
2. WHYH-FM
3. WTIC
4. WAQY
5. WCCC-FM
6. WKSS-FM
7. WRCH-FM
8. WSPR
9. WHMP-FM
WREB

12+ TSA CUME
1. WHYH 2806
2. WTIC 1488
3. WHYH-FM 1429
4. WAQY-FM 1260
5. WSPR 841
6. WCCC-FM 742
7. WTIC-FM 735
8. WKSS-FM 631
9. WHMP 553
10. WRCH-FM 547

12+ FM SHARE (METRO): 46.92% (358 of 763) (A/M 77: 50.00%)  
 12+ FM SHARE (TSA) : 49.84% (468 of 939) (A/M 77: 49.33%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WHYH	1. WHYH	1. WHYH	1. WHYH	1. WHYH-FM	1. WHYH
2. WAQY-FM	2. WCCC-FM	2. WHYH-FM	2. WHYH-FM	2. WHYH	2. WTIC
3. WTIC-FM	3. WAQY-FM	3. WCCC-FM	3. WHMP-FM	3. WTIC	3. WHYH-FM
4. WCCC-FM	4. WHYH-FM	4. WAQY-FM	4. WTIC	4. WKSS-FM	4. WAQY-FM

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	181 (1)	159 (8)	340 (9)	44.6
BTLF MUSIC		182 (3)	182 (3)	23.9
MOR	147 (6)	17 (1)	164 (7)	21.5
NEWS/INFO/TALK	54 (3)		54 (3)	7.1
COUNTRY	19 (1)		19 (1)	2.5
UNKNOWN	4 (1)		4 (1)	0.5
			763 (24)	

RADIO STATIONS

WHMP, 1400, 1 KW/250 W , MOR , \$13.00 (Mkt 4)
WHYN, 560, 5 KW/1 KW , ROCK , \$48.50 (Blair) Guy Gannett
WSPR, 1270, 5 KW/1 KW , MOR, , \$11.63 (Eastman)
WREB, 930, 500W (Days) , TALK , \$ 7.50 (Devney) (HOLYOKE)
WHYN-FM, 93.1, 10 KW @ 940, BTLF MUS , \$35.00 (Blair) Guy Gannett
WAQY-FM, 102.1, 27 KW @ 650, ROCK ABC-C, \$21.50 (Mc-Guild)
WHMP-FM, 99.3, 3 KW @ 300, SOFT ROCK , \$11.00 (Mkt 4)

TV STATIONS

WHYN Springfield 40 ABC, Guy Gannett
WWLP Springfield 22 NBC

NEWSPAPER

Springfield Union, News ME 153,197, Newhouse
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STOCKTON

SRDS Market # 119  
 Revenue Rank # 176  
 Income Rank # 150  
 APR 13,3  
 Metro Pop: 251,800  
 National Rev: \$266,459

Revenue : \$1,368,112  
 Income : \$ 96,192  
 FM Rev : \$ 355,494  
 FM Inc : \$ 107,697  
 Comb Rev : \$1,723,606  
 Comb Inc : \$ 203,889

ARB Market # 106  
 Rev Rank # 137  
 Inc Rank # 85  
 Rev per Capita \$6.85  
 Inc per Capita \$.81  
 Nat Rev per Capita \$1.06

12+ METRO SHARE	A/M 77	A/M 76
1. KJOY	12.5	5.3
2. KJAX-FM	11.0	13.6
3. KFRC	10.4	10.7
4. KRAK	8.9	12.2
5. KCBS	6.3	5.9
6. KNBR	5.4	9.8
7. KSTN	4.8	8.0
8. KWIN-FM	4.5	2.1
9. KHOP-FM	3.6	---
10. KWG	3.3	2.4

12+ MSA/TSA CUME	
1. KJOY	749
2. KFRC	708
3. KJAX-FM	459
4. KRAK	449
5. KSTN	446
6. KCBS	386
7. KNBR	321
8. KWIN-FM	239
9. KWG	231
10. KSRT-FM	227

NOTE: THE STOCKTON  
 MSA ND TSA ARE THE  
 SAME.

12+ FM SHARE (MSA/TSA): 32.56% (98 of 301) (A/M 77: 28.90%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KFRC	1. KJOY	1. KJOY	1. KJOY	1. KJAX-FM	1. KFRC
2. KJOY	2. KFRC	2. KRAK	2. KRAK	2. KRAK	2. KJOY
3. KHOP-FM	3. KRAK	KFRC	KFRC	3. KCBS	3. KRAK

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	93 (3)	24 (3)	117 (6)	38.9
BTFM MUSIC		62 (4)	62 (4)	20.6
MOR	22 (2)	7 (2)	29 (4)	9.6
COUNTRY	35 (2)		35 (2)	11.6
NEWS/INFO/TALK	30 (3)		30 (3)	10.0
BIG BAND	11 (1)		11 (1)	3.7
SPANISH	7 (1)		7 (1)	2.3
UNKNOWN	5 (1)		5 (1)	1.7
RELIGION		5 (1)	5 (1)	1.7
			<u>301 (23)</u>	

RADIO STATIONS

KJOY, 1280, 1 KW	, CONTEMP	ABC-E, \$16.00	(Mc-Guild)	
KSTN, 1420, 5 KW/1 KW	, CONTEMP	ABC-C, \$11.00	(Howard)	
KWG, 1230, 1 KW/250 W,	BIG BAND	MBS, \$11.25	(Tor-Lask)	
KWIN-FM, 97.7, 3 KW @ 300,	BTFM MUS	, \$ 9.75	(Devney)	Golden Pacific
KSRT-FM, 100.9, 3 KW @ 340,	AOR	, \$ 8.00	(-----)	(TRACY)
KJAX-FM, 99.3, 3 KW @ 186,	BTFM MUS (TM)	ABC-F, \$16.00	(Mc-Guild)	

FOR OTHER STATIONS SEE SACRAMENTO OR STOCKTON  
 FOR ADI LISTINGS SEE SACRAMENTO  
 FOR TV STATIONS AND NEWSPAPERS SEE SACRAMENTO

SYRACUSE

SRDS Market # 59  
 FCC Revenue Rank # 55  
 FCC Income Rank # 279  
 APR 15.4  
 Metro Pop: 529,800  
 National Rev: \$1,320,106

Revenue : \$5,095,771  
 Income : \$ -76,967  
 FM Rev : \$ 632,792  
 FM Inc : \$ -185,138  
 Comb Rev : \$5,728,563  
 Comb Inc : \$ -262,105

ARB Market # 55  
 Rev Rank # 58  
 Inc Rank # 153  
 Rev per Capita \$10.81  
 Inc per Capita \$ -.50  
 Nat Rev per Capita \$ 2.49

<u>12+ METRO SHARE</u>	<u>O/N 77</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WSYR 15.8	18.5	17.2	1. WHEN	3126
2. WHEN 13.6	14.6	16.1	2. WSYR	2016
3. WKFM-FM 7.8	8.3	6.5	3. WKFM-FM	1628
4. WNTQ-FM 7.7	6.2	9.0	4. WNTQ-FM	1134
5. WOLF 7.6	6.4	7.1	5. WOUR-FM	1091
6. WEZG-FM 6.1	3.5	6.7	6. WIBX	1024
7. WFBL 6.0	6.7	5.7	7. WNDR	981
8. WSGO+ 4.6	1.7	1.1	8. WOLF	975
9. WNDR 3.4	5.5	9.3	9. WEZG-FM	874
10. WSYR-FM 2.8	4.0	.2	10. WFBL	762

12+ FM SHARE (METRO): 36.76% (279 of 759) (A/M 77: 33.85%)  
 12+ FM SHARE (TSA) : 44.87% (534 of 1190) (A/M 77: 37.07%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WOLF	1. WHEN	1. WHEN	1. WHEN	1. WSYR	1. WSYR
2. WKFM-FM	2. WKFM-FM	2. WKFM-FM	2. WFBL	2. WNTQ-FM	2. WHEN
3. WHEN	3. WFBL	3. WFBL	WNTQ-FM	3. WHEN	3. WIBX
4. WFBL	WOLF	4. WOLF	4. WSYR	4. WEZG-FM	4. WNTQ-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	139 (3)	123 (4)	262 (7)	34.5
MOR	283 (5)	8 (2)	291 (7)	38.3
BTFL MUSIC	15 (1)	116 (3)	131 (4)	17.3
COUNTRY	43 (2)	11 (1)	54 (3)	7.1
RELIGION		11 (1)	11 (1)	1.5
CLASSICAL		10 (1)	10 (1)	1.3
			<u>759 (23)</u>	

AM STATIONS

WFBL, 1390, 5 KW , CONTEMP CBS , \$31.25 (Tor-Lask)  
 WHEN, 620, 5 KW/1 KW , MOR/CONTEMP ABC-E, \$45.25 (Eastman) Park  
 WNDR, 1260, 5 KW , CONTEMP ABC-C, \$37.05 (Blair)  
 WOLF, 1490, 1 KW/250 W , ROCK , \$30.00 (Katz) Regional  
 WSGO+, 1440, 1 KW (Days), MOR , \$ 5.13 (Market 4) (OSWEGO)  
 WSYR, 570, 5 KW , MOR NBC , \$36.75 (Christal) Newhouse

FM STATIONS

WEZG-FM, 100.9, .3 KW @ 165, BTFL MUS (Schulke) , \$25.00 (Mc-Guild)  
 WKFM-FM, 104.7, 50 KW @ 310, ROCK (TM) , \$24.00 (Selcom) (FULTON)  
 WNTQ-FM, 93.1, 100 KW @ 660, BTFL MUS (Bonne) , \$37.05 (Blair)  
 WSYR-FM, 94.5, 100 KW @ 650, SOFT ROCK (Bonne) , \$17.00 (Christal) Newhouse

FOR OTHER STATIONS SEE UTICA

TV STATIONS

WNYS Syracuse 9 ABC, New York Coca-Cola  
 WSYR Syracuse 3 NBC, Newhouse WTVH Syracuse 5 CBS, Meredith

NEWSPAPER

Syracuse Herald-American, Post-Standard ME 207,447, Newhouse

TALLAHASSEE

SRDS Market # 204  
 FCC Revenue Rank # 231  
 FCC Income Rank # 315  
 APR 13.5  
 Metro Pop: 120,200  
 National Rev: \$172,719

Revenue : \$948,115  
 Income : \$-451,405  
 FM Rev : \$583,419  
 FM Inc : \$ 73,475  
 Comb Rev : \$1,531,534  
 Comb Inc : \$-377,930

ARB Market # 157  
 Rev Rank # 149  
 Inc Rank # 158  
 Rev per Capita \$12.74  
 Inc per Capita \$-3.14  
 Nat Rev per Capita \$ 1.44

12+ METRO SHARE	A/M 77	A/M 76
1. WGLF-FM	22.8	21.0
2. WANM	14.2	19.2
WTNT	14.2	12.0
4. WBGm-FM	8.6	14.4
5. WOWD-FM	7.4	3.0
6. WONS	6.2	4.2
7. WLVW-FM	5.6	3.6
8. WTAL	3.7	7.2
9. WCVC	3.1	2.4
10. WPAP	2.5	3.0

12+ TSA CUME
1. WGLF-FM
2. WANM
3. WBGm-FM
4. WTNT
5. WPAP-FM
6. WTUF-FM
7. WOWD-FM
8. WONS
9. WLVW-FM
10. WTAL

12+ TSA CUME
1. WGLF-FM 743
2. WBGm-FM 416
3. WTNT 333
4. WOWD 299
5. WANM 297
6. WPAP-FM 271
7. WONS 265
8. WTAL 256
9. WLVW-FM 160
10. WTUF-FM 155

12+ FM SHARE (METRO): 53.79% (78 of 145) (A/M 77: 50.66%)  
 12+ FM SHARE (TSA) : 65.69% (157 of 239) (A/M 77: 57.69%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WGLF-FM	1. WGLF-FM	1. WGLF-FM	1. WTNT	1. WBGm-FM	1. WGLF-FM
2. WANM	2. WOWD	2. WANM	2. WANM	WTNT	2. WTNT
	3. WANM	3. WTNT	3. WGLF-FM	3. WANM	3. WBGm-FM

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	16 (2)	49 (2)	65 (4)	44.8
COUNTRY	23 (1)	4 (1)	27 (2)	18.6
BLACK	23 (1)	2 (1)	25 (2)	17.2
BTFL MUSIC		23 (2)	23 (2)	15.9
RELIGION	5 (1)		5 (1)	3.4
			145 (11)	

AM STATIONS

WANM, 1070, 10 KW (Days), BLACK NBN , \$ 7.50 (Howard)  
 WCVC, 1330, 5 KW (Days), RELIGION , \$ 4.00 (Masla)  
 WONS, 1410, 5 KW (Days), CONTEMP NBC , \$ 9.00 (Selcom) Forward  
 WTAL, 1450, 1 KW/250 W , CONTEMP ABC-C, \$ 7.00 (Bolton)  
 WTNT, 1270, 5 KW , COUNTRY CBS , \$ 6.65 (Pro-Meek) Walter-Weeks

FM STATIONS

WBGm-FM, 98.9, 100 KW @ 365, BTFL MUS NBC , \$ 9.00 (Selcom) Forward  
 WGLF-FM, 104.1, 38 KW @ 440, ROCK ABC-F, \$11.25 (Tor-Lask)  
 WLVW-FM, 94.9, 51 KW @ 210, BTFL MUS , \$ 4.60 (Pro-Meek) Walter-Weeks  
 WOWD-FM, 103.1, 3 KW @ 300, CONTEMP/BLACK , \$ 7.50 (Lazar)  
 WPAP-FM, 92.5, 100 KW @ 1230, COUNTRY , \$ 6.00 (Carpenter) (PANAMA CITY)  
 WTUF-FM, 107.1, 1.5 KW @ 389, BLACK NBN , \$ 3.40 (Jones) (THOMASVILLE,GA)

TV STATIONS

WCTV Thomasville, Ga 6 CBS, ABC  
 WECA Tallahassee 27 ABC

NEWSPAPER

Tallahassee Democrat E 43,695, Knight-Ridder



TAMPA - ST. PETE

SRDS Market # 24; ADI # 17  
 FCC Revenue Rank # 30  
 FCC Income Rank # 32  
 APR 16.9  
 Metro Pop: 1,241,100  
 National Rev: \$2,499,000

Revenue : \$ 8,200,201  
 Income : \$ 898,192  
 FM Rev : \$ 2,190,611  
 FM Inc : \$ 287,837  
 Comb Rev : \$10,390,812  
 Comb Inc : \$ 1,186,029

ARB Market # 22  
 Rev Rank # 30  
 Inc Rank # 27  
 Rev per Capita \$8.37  
 Inc per Capita \$ .96  
 Nat Rev per Capita \$2.01

<u>12+ METRO SHARE</u>		<u>O/N 77</u>	<u>A/M 77</u>
1. WSUN	9.3	8.6	7.2
2. WWBA-FM	9.1	7.3	10.8
3. WLCY	7.4	6.2	5.9
4. WWBA	7.0	3.9	5.7
5. WJYW-FM	6.9	9.7	4.1
6. WFLA-FM	6.8	6.8	5.0
7. WFLA	6.0	4.8	4.6
8. WYNF-FM	5.5	6.0	4.1
9. WQXM-FM	5.4	4.6	4.2
10. WRBQ-FM	5.2	5.5	8.0
11. WQYK-FM	3.8	5.1	2.5
12. WDAE	3.6	4.6	6.4
13. WTMP	3.4	4.9	3.4

<u>12+ TSA 1/4</u>	
1. WSUN	
2. WFLA-FM	
WWBA-FM	
4. WJYW-FM	
5. WRBQ-FM	
6. WLCY	
7. WWBA	
8. WFLA	
9. WYNF-FM	
10. WQXM-FM	
11. WDUV-FM	
12. WQYK-FM	
13. WDAE	

<u>12+ TSA CUME</u>	
1. WSUN	3340
2. WLCY	3226
3. WFLA	2887
4. WRBQ-FM	2751
5. WFLA-FM	2307
6. WYNF-FM	2233
7. WWBA-FM	2077
8. WJYW-FM	1961
9. WWBA	1747
10. WQXM-FM	1700
11. WQYK-FM	1323
12. WDAE	1257
13. WDUV-FM	975

12+ FM SHARE (METRO): 50.38% (992 of 1969) (A/M 77: 53.19%)  
 12+ FM SHARE (TSA) : 54.05% (1362 of 2520) (A/M 77: 54.95%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WYNF-FM	1. WLCY	1. WLCY	1. WLCY	1. WFLA-FM	1. WSUN
2. WLCY	2. WQXM-FM	2. WQXM-FM	2. WRBQ-FM	2. WSUN	2. WFLA-FM
3. WQXM-FM	3. WRBQ-FM	WRBQ-FM	3. WFLA	3. WWBA-FM	3. WFLA
4. WRBQ-FM	4. WYNF-FM	4. WYNF-FM	4. WSUN	4. WJYW-FM	4. WWBA-FM
5. WRXB	5. WTMP	5. WFLA	WQYK-FM	5. WWBA	5. WLCY

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
BTFM MUS	194 (3)	489 (4)	683 (7)	34.7
ROCK/CONTEMP	172 (2)	404 (5)	576 (7)	29.3
COUNTRY	227 (4)	79 (1)	306 (5)	15.5
MOR	203 (2)	20 (1)	223 (3)	11.3
BLACK	108 (2)		108 (2)	5.5
SPANISH	39 (2)		39 (2)	2.0
NEWS/INFO/TALK	8 (1)		8 (1)	0.4
RELIGION	26 (3)		26 (3)	1.3
			1969 (29)	

TAMPA - ST. PETE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME (12+)</u>
1. WSUN	1. WLCY	1. WSUN
2. WFLA-FM	2. WSUN	2. WWBA-FM
WWBA-FM	3. WFLA	3. WQXM-FM
4. WJYW-FM	4. WRBQ-FM	4. WLCY
5. WRBQ-FM	5. WFLA-FM	5. WJYW-FM
6. WLCY	6. WYNF-FM	6. WWBA
7. WWBA	7. WWBA-FM	7. WFLA
8. WFLA	8. WJYW-FM	8. WFLA-FM
9. WYNF-FM	9. WWBA	9. WDAE
10. WQXM-FM	10. WQXM-FM	10. WYNF-FM
11. WDUV-FM	11. WQYK-FM	
12. WQYK-FM	12. WDAE	
13. WTMP	13. WDUV-FM	
WDAE	14. WOKF-FM	
15. WGTO	15. WTMP	

, ADI FM SHARE: 53.60% (1503 of 2804) (A/M 77: 53.69%)

AM STATIONS

WDAE, 1250, 5 KW	, MOR	ABC-I, \$54.50	(Katz)	Rounsaville
WFLA, 970, 5 KW	, MOR	NBC, \$41.63	(Blair)	Media General
WLCY, 1380, 5 KW	, ROCK	ABC-C, \$33.00	(Tor-Lask)	Rahall/Gulf Life
WRXB, 1590, 1 KW (Days)	, BLACK	, \$21.00	(Lazar)	
WSUN, 620, 5 KW	, COUNTRY	ABC-E, \$61.00	(Mc-Guild)	Plough
WTMP, 1150, 5 KW (Days)	, BLACK	NBN, MBN, \$28.00	(Howard)	Gulf South
WWBA, 680, 1 KW (Days)	, BTFL MUS	, \$37.00	(Christal)	

FM STATIONS

WFLA-FM, 93.3, 100 KW @ 925, BTFL MUS	, \$41.63	(Blair)	Media General
WJYW-FM, 100.7, 100 KW @ 503, BTFL MUS (Schulke)	, \$58.00	(Katz)	Rounsaville
WOKF-FM, 95.7, 100 KW @ 507, CONTEMP (Century 21)	, \$13.50	(Selcom)	Bdcst Ent Net
WQXM-FM, 97.9, 100 KW @ 505, AOR (Burk-Abr)	, \$61.00	(Mc-Guild)	Plough
WQYK-FM, 99.5, 100 KW @ 300, COUNTRY	, \$35.25	(HR Stone)	
WRBQ-FM, 104.7, 100 KW @ 555, ROCK	, \$52.75	(Eastman)	Harte-Hanks
WWBA-FM, 107.3, 100 KW @ 505, BTFL MUS	, \$37.00	(Christal)	
WYNF-FM, 94.9, 100 KW @ 390, ROCK	ABC-F, \$33.25	(Tor-Lask)	Rahall-Gulf Life
WDUV-FM, 103.3, 100 KW @ 500, BTFL MUS (Peters)	, \$18.00	(Sav-Gates)	(BRADENTON)

TV STATIONS

WFLA	Tampa	8	NBC, Media General
WLCY	Largo	10	ABC, Rahall
WTOG	Tampa	44	IND, Hubbard
WTVT	Tampa	13	CBS, Gaylord
WXLT	Sarasota	40	ABC

NEWSPAPERS

Tampa Tribune, Times	ME	193,656, Media General
Sarasota Herald-Tribune, Journal	ME	68,089
St. Petersburg Times, Independent	ME	215,257
Clearwater Sun	E	56,513

TERRE HAUTE

SRDS Market # 190  
 FCC Revenue Rank # 192  
 FCC Income Rank # 293  
 APR 14.5  
 Metro Pop: 142,500  
 National Rev: \$160,606

Revenue : \$1,246,466  
 Income : \$ -118,755  
 FM Rev : \$ 371,510  
 FM Inc : \$ -134,519  
 Comb Rev : \$1,617,976  
 Comb Inc : \$ -253,274

ARB Market # 147  
 Rev Rank # 142  
 Inc Rank # 152  
 Rev per Capita \$11.35  
 Inc per Capita \$-1.78  
 Nat Rev per Capita \$ 1.13

<u>12+ METRO SHARE</u>			<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WBOW	21.4	16.3	15.0		1. WBOW	673
2. WTHI	18.9	19.8	18.7		2. WTHI	651
3. WTHI-FM	13.1	9.9	15.0		3. WTHI-FM	512
4. WVTS-FM	8.7	6.9	9.3		4. WVTS-FM	491
5. WWCM-FM+	8.3	8.0	8.9		5. WWCM-FM+	375
6. WPFR-FM	4.9	7.9	1.9		6. WPFR-FM	355
WAAC	4.9	9.9	7.5		7. WAXI-FM	298
8. WBOQ-FM	4.4	5.4	6.5		8. WLS	230
9. WLS	3.9	3.0	4.2		WACF-FM	226
10. WACF-FM	1.5	.5	1.4		10. WIBC	204

12+ FM SHARE (METRO): 45.26% (86 of 190) (A/M 77: 39.46%)  
 12+ FM SHARE (TSA) : 52.90% (146 of 276) (A/M 77: 46.48%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WBOW	1. WBOW	1. WBOW	1. WBOW	1. WTHI	1. WTHI
2. WPFR-FM	2. WVTS-FM	2. WTHI	2. WTHI	WTHI-FM	2. WBOW
3. WTHI	3. WTHI	3. WVTS-FM	3. WTHI-FM	3. WBOW	3. WTHI-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	52 (2)	37 (3)	89 (5)	46.8
COUNTRY	41 (2)	18 (2)	59 (4)	31.1
BTFL MUSIC		27 (1)	27 (1)	14.2
MOR	11 (2)		11 (2)	5.8
UNKNOWN		3 (1)	3 (1)	1.6
RELIGION		1 (1)	1 (1)	0.5
			190 (14)	

AM STATIONS

WAAC, 1300, 500 W (Days), MOR (Radio Arts) CBS , \$22.50 (-----)  
 WBOW, 1230, 1 KW/250 W , ROCK ABC-C, \$16.00 (Mc-Guild) Quincy  
 WTHI, 1480, 5 KW/1 KW , COUNTRY NBC , \$18.75 (Katz) Tony Hulman

FM STATIONS

WBOQ-FM, 107.5, 46 KW @ 268, AOR , \$ 8.75 (Mc-Guild) Quincy Newspaper  
 WPFR-FM, 102.7, 14 KW @ 500, AOR , \$ 8.50 (----)  
 WTHI-FM, 99.9, 20 KW @ 419, BTFL MUS (Bonne) , \$18.75 (Katz) Tony Hulman Family  
 WVTS-FM, 100.7, 50 KW @ 500, SOFT ROCK (Bonne) ABC-I, \$10.00 (Pro-Meek)  
 WWCM-FM+, 97.7, 3 KW @ 300, COUNTRY MBS , \$16.25 (Masla)  
 WACF-FM, 98.5, 50 KW @ 500, COUNTRY ABC-E, \$ 4.90 (-----) (PARIS, ILL)  
 WAXI-FM, (No information available on this station)

WLS - See Chicago WIBC - See Indianapolis

TV STATIONS

WBAK Terre Haute 38 ABC, Bahakel  
 WTHI Terre Haute 10 CBS, Tony Hulman Family  
 WTWO Terre Haute 2 NBC, Malcolm Glazer

NEWSPAPER

Terre Haute Star, Tribune ME 47,422

TOLEDO

SRDS Market # 51  
 FCC Revenue Rank # 67  
 FCC Income Rank # 309  
 APR 16.7  
 Metro Pop: 634,400  
 National Revenue: \$1,694,783

Revenue :\$4,288,712  
 Income :\$--238,196  
 FM Rev :\$2,501,394  
 FM Inc :\$ 103,827  
 Comb Rev :\$6,790,106  
 Comb Inc :\$--134,369

ARB Market # 47  
 Rev Rank # 49  
 Inc Rank # 140  
 Rev per Capita \$10.70  
 Inc per Capita \$ -.21  
 Nat Rev per Capita \$ 2.67

12+ METRO SHARE			O/N 77	A/M 77	12+ TSA		12+ TSA CUME	
1. WLQR-FM	14.5	12.8	8.6	1. WLQR-FM	2458			
2. WTOD	12.6	10.8	8.3	2. WTOD	2084			
3. WSPD	12.0	11.6	15.2	3. WSPD	1993			
4. WIOT-FM	9.5	8.3	5.1	4. CKLW	1896			
5. WJR	7.2	7.4	7.0	5. WIOT-FM	1815			
6. CKLW	6.6	5.0	8.4	6. WJR	1416			
7. WOHO	6.5	7.5	7.3	7. WOHO	1231			
8. WCWA	6.1	6.1	7.3	8. WCWA	1134			
9. WXEZ-FM	5.1	6.6	6.7	9. WXEZ-FM	1126			
10. WMHE-FM	3.9	3.8	7.2	10. WMHE-FM	981			

12+ FM SHARE (METRO): 42.42% (403 of 950) (A/M 77: 37.67%)  
 12+ FM SHARE (TSA) : 40.61% (454 of 1118) (A/M 77: 37.13%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WXEZ-FM	1. WIOT-FM	1. WLQR-FM	1. WTOD	1. WLQR-FM	1. WSPD
WIOT-FM	2. WCWA	2. WTOD	2. WLQR-FM	2. WTOD	2. WCWA
3. CKLW	3. WLQR-FM	3. WIOT-FM	3. WCWA	WSPD	3. WLQR-FM
4. WOHO	4. CKLW	4. WCWA	4. WSPD	4. WJR	4. WJR
5. WKLR-FM	5. WOHO	5. CKLW	5. CKLW	5. WCWA	5. CKLW

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	204 (3)	213 (5)	417 (8)	43.9
MOR	203 (2)	17 (2)	220 (4)	23.2
BTFM MUS		159 (2)	159 (2)	16.7
COUNTRY	140 (2)		140 (2)	14.7
BLACK		14 (1)	14 (1)	1.5
			950 (17)	

AM STATIONS

WCWA, 1230, 1 KW/250 W, CONTEMP ABC-E, \$35.00 (Mc-Guild) Reams  
 WOHO, 1470, 1 KW , ROCK ABC-C, \$20.25 (Blair)  
 WSPD, 1370, 5 KW , MOR NBC , \$32.50 (CBS Spot) Storer  
 WTOD, 1560, 5 KW , COUNTRY ABC-I, \$25.50 (Masla) Booth  
 CKLW, WJR - See Detroit

FM STATIONS

WIOT-FM, 104.7, 50 KW @ 655, AOR (GueK-Abr) , \$35.20 (Mc-Guild) Reams  
 WKLR-FM, 99.9, 8.8 KW @ 160, BLACK MBN , \$15.00 (Masla) Booth  
 WLQR-FM, 101.5, 16 KW @ 810, BTFM MUS , \$42.50 (Eastman) Susquehanna  
 WMHE-FM, 92.5, 50 KW @ 480, ROCK ABC-F, \$18.75 (Tor-Lask)  
 WXEZ-FM, 105.5, 3 KW @ 350, ROCK (TM) , \$33.00 (Blair)

TV STATIONS

WDHO Toledo 24 ABC  
 WSPD Toledo 13 NBC, Storer  
 WTOL Toledo 11 CBS, Cosmos

NEWSPAPER

Toledo Blade E 170,617

TOPEKA

SRDS Market # 177  
 FCC Revenue Rank # 133  
 FCC Income Rank # 166  
 APR 16.3  
 Metro Pop: 148,200  
 National Rev: \$566,086

Revenue : \$1,970,214  
 Income : \$ 780,024  
 FM Rev : \$ 626,118  
 FM Inc : \$ 103,827  
 Comb Rev : \$2,596,332  
 Comb Inc : \$ 883,851

ARB Market # 145  
 Rev Rank # 113  
 Inc Rank # 37  
 Rev per Capita \$17.52  
 Inc per Capita \$ 5.96  
 Nat Rev per Capita \$ 3.82

<u>12+ METRO SHARE</u>	<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. KEWI	15.7	15.9	15.4	1. WIBW 1407
2. WIBW	13.6	16.8	12.5	2. WIBW-FM 1242
3. KTPK-FM	12.0	7.7	12.9	3. WDAF 1023
4. KSWT-FM	11.6	16.4	12.1	4. KEWI 803
5. WIBW-FM	9.9	13.6	11.3	5. KCMO 671
6. WREN	9.9	9.1	11.7	6. WREN 557
7. KYYS-FM	5.4	3.2	2.1	7. KTPK-FM 456
8. WDAF	5.0	3.2	.4	8. KYYS-FM 411
9. KTOP	4.5	4.5	6.7	9. KSWT-FM 370
10. KCMO	1.2	.9	1.3	10. KTOP 252

12+ FM SHARE (METRO): 44.50% (97 of 218) (A/M 77: 46.63%)  
 12+ FM SHARE (TSA) : 40.70% (197 of 484) (A/M 77: 42.05%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KEWI	1. KEWI	1. KEWI	1. KTPK-FM	1. KTPK-FM	1. WIBW
2. WIBW-FM	2. WIBW-FM	2. KTPK-FM	2. KSWT-FM	2. KSWT-FM	2. WDAF
3. KYYS-FM	3. KYYS-FM	3. WIBW-FM	3. WIBW-FM	3. WIBW	3. WIBW-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	38 (1)	37 (2)	75 (3)	34.4
BTFL MUS		28 (1)	28 (1)	12.8
NEWS/INFO/TALK	33 (1)		33 (1)	15.1
COUNTRY	23 (2)	29 (1)	52 (3)	23.9
MOR	27 (2)		27 (2)	12.4
RELIGION		3 (1)	3 (1)	1.4
			<u>218 (11)</u>	

AM STATIONS

KEWI, 1440, 5 KW/1 KW, ROCK, \$12.93 (Tor-Lask)  
 KTOP, 1490, 1 KW, COUNTRY MBS, \$ 6.81 (Masla) Harris  
 WIBW, 580, 5 KW, NEWS/FARM/MOR CBS, \$34.75 (Katz) Stauffer  
 WREN, 1250, 5 KW, MOR ABC-I, \$14.00 (Pro-Meek) Alf Landon

FM STATIONS

KSWT-FM, 107.7, 100 KW @ 464, BTFL MUS (Schulke), \$12.00 (Tor-Lask)  
 KTPK-FM, 106.9, 100 KW @ 433, COUNTRY, \$ 9.41 (Howard)  
 WIBW-FM, 97.3, 100 KW @ 1217, ROCK (TM), \$21.00 (Katz) Stauffer

FOR OTHER STATIONS SEE KANSAS CITY

TV STATIONS

KTSB Topeka 27 NBC,ABC, Motorcar Transport Co.  
 WIBW Topeka 13 CBS,ABC, Stauffer

NEWSPAPER

Topeka Capital, State-Journal ME 87,150, Stauffer

TUCSON

SRDS Market # 83  
 FCC Revenue Rank # 71  
 FCC Income Rank # 205  
 APR 15.3  
 Metro Pop: 387,700  
 National Rev: \$1,278,870

Revenue : \$4,057,111  
 Income : \$ 29,726  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 72  
 Rev Rank # 74  
 Inc Rank # 114  
 Rev per Capita \$10.47  
 Inc per Capita \$ .08  
 Nat Rev per Capita \$ 3.30

12+ METRO SHARE	O/N 77	A/M 77
1. KTKT	13.9	11.1
2. KJYK-FM	12.3	6.1
3. KRQQ-FM	10.0	---
4. KCUB	8.8	9.5
5. KAIR	7.1	7.1
6. KWFM-FM	6.6	7.4
7. KMGX	5.2	5.3
8. KTUC	4.4	4.0
9. KEVT	4.2	1.6
10. KIKX	3.9	2.7

12+ TSA 1/4
1. KTKT
2. KJYK-FM
3. KRQQ-FM
4. KCUB
5. KAIR
6. KWFM-FM
KIKX
8. KMGX
9. KUPD-FM+
KCEE

12+ TSA CUME	
1. KTKT	1571
2. KRQQ-FM	1066
3. KIKX	791
4. KCUB	754
5. KMGX	696
6. KJYK-FM	569
7. KCEE	544
8. KAIR	537
9. KTUC	525
10. KWFM-FM	493

12+ FM SHARE (METRO): 37.24% (200 of 537) (A/M 77: 24.20%)  
 12+ FM SHARE (TSA) : 36.78% (231 of 628) (A/M 77: 24.40%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KTKT	1. KTKT	1. KTKT	1. KCUB	1. KJYK-FM	1. KTKT
2. KRQQ-FM	2. KWFM-FM	2. KCUB	2. KJYK-FM	2. KAIR	2. KCUB
	3. KRQQ-FM	3. KWFM-FM	3. KTKT	KCUB	3. KRQQ-FM
	4. KMGX	4. KJYK-FM	4. KWFM-FM	4. KCEE-FM	4. KJYK-FM

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	113 (2)	105 (3)	218 (5)	40.6
BTFL MUSIC	63 (2)	95 (2)	158 (4)	29.4
COUNTRY	79 (3)		79 (3)	14.7
SPANISH	37 (2)		37 (2)	6.9
NEWS/INFO/TALK	26 (1)		26 (1)	4.8
MOR	19 (2)		19 (2)	3.5
			537 (17)	

AM STATIONS

KAIR, 1490, 1 KW/250 W , BTFL MUS , \$17.40 (Mc-Guild) Number One  
 KCEE, 790, 5 KW/500 W , BTFL MUS (FM-100)NBC, \$11.00 (Tor-Lask) Strauss  
 KCUB, 1290, 1 KW , COUNTRY , \$17.25 (Eastman)  
 KEVT, 690, 250W (Dats) , SPANISH , \$ 9.00 (Sav-Gates)  
 KIKX, 580, 5 KW/500 W , COUNTRY ABC-E, \$11.00 (HR Stone) Walton  
 KMGX, 940, 1 KW/250 W , CONTEMP , \$14.50 (Selcom)  
 KTKT, 990, 5 KW/1 KW , ROCK , \$19.88 (Lotus) Lotus  
 KTUC, 1400, 1 KW/250 W , NEWS ABC-I,CBS, \$11.00 (Howard)

FM STATIONS

KCEE-FM, 96.1, 25.5 KW @ 77, BTFL MUS (FM-100) , \$ 7.50 (Tor-Lask) Strauss  
 KJYK-FM, 94.9, 25 KW @ 251, BTFL MUS , \$17.40 (Mc-Guild) Number One  
 KRQQ-FM, 93.7, 29 KW @ 195, ROCK , \$16.50 (Selcom)  
 KWFM-FM, 92.9, 28.5 KW @ 86, AOR ABC-F, \$17.50 (Masla)

TV STATIONS

KGUN Tucson 9 ABC, May KOLD Tucson 13 CBS, Detroit News  
 KVOA Tucson 4 NBC, Donrey KZAZ Nogales 11 IND

NEWSPAPER Tucson Star, Citizen ME 123,666

TULSA

SRDS Market # 65  
 FCC Revenue Rank # 69  
 FCC Income Rank # 62  
 APR 14.3  
 Metro Pop: 492,100  
 National Rev: \$773,917

Revenue : \$4,151,050  
 Income : \$ 391,371  
 FM Rev : \$ 523,421  
 FM Inc : \$ -225,604  
 Comb Rev : \$4,674,471  
 Comb Inc : \$ 165,767

ARB Market # 60  
 Rev Rank # 64  
 Inc Rank # 89  
 Rev per Capita \$9.50  
 Inc per Capita \$ .34  
 Nat Rev per Capita \$1.57

12+ METRO SHARE			O/N 77	A/M 77	12+ TSA 1/4		12+ TSA CUME		
1.	KVOO	20.1	17.9	17.4	1.	KVOO	1.	KVOO	2692
2.	KRMG	15.7	17.9	20.4	2.	KRMG	2.	KRMG	2142
3.	KBEZ-FM	10.8	11.3	1.9	3.	KBEZ-FM	3.	KELI	1641
4.	KRAV-FM	10.6	11.0	9.7	4.	KRAV-FM	4.	KAKC	1387
5.	KELI	7.4	6.1	8.1	5.	KELI	5.	KBEZ-FM	1280
	KMOD-FM	7.4	8.3	7.0	6.	KMOD-FM	6.	KRAV-FM	1273
7.	KAKC	6.1	7.4	6.6	7.	KAKC	7.	KWEN-FM	981
8.	KWEN-FM	5.0	6.0	16.8	8.	KTFX-FM	8.	KMOD-FM	748
9.	KTFX-FM	4.3	2.4	---		KWEN-FM	9.	KTFX-FM	669
10.	KFMJ	2.0	3.1	1.2	10.	KTOW+	10.	KTOW+	402

12+ FM SHARE (METRO): 42.14% (276 of 655) (A/M 77: 38.76%)  
 12+ FM SHARE (TSA) : 41.62% (370 of 889) (A/M 77: 36.00%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KELI	1. KMOD-FM	1. KVOO	1. KVOO	1. KVOO	1. KVOO
2. KTFX-FM	KRAV-FM	2. KRAV-FM	2. KRMG	2. KRMG	2. KRMG
3. KAKC	3. KVOO	3. KRMG	3. KRAV-FM	3. KBEZ-FM	3. KRAV-FM
4. KRAV-FM	4. KELI	4. KMOD-FM	4. KBEZ-FM		4. KBEZ-FM

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	95 (2)	192 (4)	287 (6)	43.8
COUNTRY	155 (2)		155 (2)	23.7
MOR	115 (2)		115 (2)	17.6
BTFM MUSIC		76 (1)	76 (1)	11.6
RELIGION	14 (1)	8 (1)	22 (2)	3.4
			655 (13)	

AM STATIONS

KAKC, 970, 1 KW , CONTEMP ABC-C, \$25.00 (Katz)  
 KELI, 1430, 5 KW , ROCK , \$18.00 (Buckley)  
 KFMJ, 1050, 1 KW (Days), RELIGION , \$ 7.00 (Selcom)  
 KRMG, 740, 50 KW/25 KW, MOR , \$38.50 (Christal) Swanson  
 KVOO, 1170, 50 KW , COUNTRY , \$30.50 (Blair)  
 KTOW+, 1340, 500 W/250 W, COUNTRY ABC-E, \$12.00 (-----) (SAND SPRINGS)

FM STATIONS

KBEZ-FM, 92.9, 100 KW @ 678, BTFM MUS (Schulke) , \$14.00 (Katz)  
 KMOD-FM, 97.5, 50 KW @ 435, ROCK , \$21.25 (Eastman)  
 KRAV-FM, 96.5, 100 KW @ 380, CONTEMP , \$26.50 (Selcom)  
 KTFX-FM, 103.3, 100 KW @ 240, ROCK ABC-F, \$17.25 (Bunchez)  
 KWEN-FM, 95.5, 100 KW @ 339, CONTEMP , \$29.00 (Tor-Lask) Ron Curtis

TV STATIONS

KOTV Tulsa 6 CBS, Corinthian KTEW Tulsa 2 NBC, Scripps-How  
 KTUL Tulsa 8 ABC, Leake

NEWSPAPER Tulsa World, Tribune ME 197,677

UTICA - ROME

SRDS Market # 112  
 FCC Revenue Rank # 128  
 FCC Income Rank # 310  
 APR 16.9  
 Metro Pop: 273,800  
 National Rev: \$336,733

Revenue : \$2,192,507  
 Income : \$ -243,569  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 102  
 Rev Rank # 123  
 Inc Rank # 151  
 Rev per Capita \$8.01  
 Inc per Capita \$-.89  
 Nat Rev per Capita \$1.23

<u>12+ METRO SHARE</u>				<u>A/M 77</u>		<u>A/M 76</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME</u>	
1.	WIBX	16.5	11.9	17.5	1.	WIBX	1.	WRUN	1133		
2.	WRUN	12.3	12.8	9.1	2.	WRUN	2.	WIBX	1061		
3.	WIBQ-FM	10.0	10.9	11.1	3.	WKGW-FM	3.	WTLB	1059		
4.	WKGW-FM	9.3	9.9	7.0	4.	WIBQ-FM	4.	WKGW-FM	749		
5.	WTLB	8.7	12.1	12.2	5.	WOUR-FM	5.	WOUR-FM	611		
6.	WOUR-FM	8.2	4.1	5.8	6.	WTLB	6.	WIBQ-FM	499		
7.	WADR	4.5	6.5	5.4	7.	WADR	7.	WSYR	364		
8.	WLFH	4.1	3.4	3.5	8.	WNTQ-FM	8.	WHEN	345		
	WNTQ-FM	4.1	1.2	1.0	9.	WLFH	9.	WADR	315		
10.	WKAL-FM	2.8	2.9	.4	10.	WFBL	10.	WFBL	291		

12+ FM SHARE (METRO): 40.18% (174 of 433) (A/M 77: 35.16%)  
 12+ FM SHARE (TSA) : 38.43% (216 of 562) (A/M 77: 35.21%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WRUN	1. WOUR-FM	1. WRUN	1. WIBX	1. WIBX	1. WIBX
2. WTLB	2. WKGW-FM	2. WKGW-FM	2. WRUN	2. WIBQ-FM	2. WRUN
3. WOUR-FM	3. WRUN	3. WIBX	3. WKGW-FM	3. WRUN	3. WKGW-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	106 (4)	81 (2)	187 (6)	43.2
MOR	132 (10)	4 (1)	136 (11)	31.4
BTFL MUSIC		78 (3)	78 (3)	18.0
COUNTRY	21 (1)	11 (1)	32 (2)	7.4
			433 (22)	

AM STATIONS

WADR, 1480, 5 KW (Days), COUNTRY (TM) , \$12.00 (P/W) (REMSON)  
 WIBX, 950, 5 KW , MOR/VARIETY CBS , \$25.75 (Mc-Guild)  
 WLFH, 1230, 1 KW/250 W , MOR ABC-E, \$ 6.75 (Market 4) (LITTLE FALLS)  
 WRUN, 1150, 5 KW/1 KW , CONTEMP , \$34.50 (Katz) Woods  
 WTLB, 1310, 1 KW/500 W , CONTEMP ABC-C, \$19.60 (Tor-Lask)

FM STATIONS

WIBQ-FM, 98.7, 25 KW @ 660, BTFL MUS , \$10.00 (Mc-Guild)  
 WKAL-FM, 95.9, 3 KW @ 105, BTFL MUS , \$ 6.50 (Market 4)  
 WKGW-FM, 104.3, 100 KW @ 370, ROCK (Drake-Chen) , \$34.50 (Katz) Woods  
 WOUR-FM, 96.9, 16 KW @ 800, AOR ABC-F, \$13.00 (Roslin)

TV STATIONS

WKTV Utica 2 NBC  
 WUTR Utica 20 ABC, Park

NEWSPAPERS

Rome Sentinel E 19,441  
 Utica Press, Observer-Dispatch ME 66,405, Gannett



WACO

SRDS Market # 193  
 FCC Revenue Rank # 179  
 FCC Income Rank # 283  
 APR 14.1  
 Metro Pop: 132,900  
 National Rev: \$334,311

Revenue : \$1,325,713  
 Income : \$ -84,599  
 FM Rev : \$ 367,380  
 FM Inc : \$ 55,063  
 Comb Rev : \$1,693,093  
 Comb Inc : \$ -29,536

ARB Market # 151  
 Rev Rank # 138  
 Inc Rank # 126  
 Rev per Capita \$12.74  
 Inc per Capita \$ -.22  
 Nat Rev per Capita \$ 2.52

12+ METRO SHARE A/M 77 A/M 76

1. KWIX-FM	16.5	16.0	13.3
2. WACO	13.3	12.7	14.9
3. KHOO-FM	12.8	16.6	6.7
4. KRZI	12.2	12.2	11.8
5. KWIX	11.7	10.5	14.9
6. WBAP	10.1	12.2	8.7
7. KKIK	4.3	5.0	9.2
8. WFAA	2.7	1.1	1.0
9. KNFO-FM	1.6	---	---
KRLD	1.6	3.3	4.1

12+ TSA 1/4

1. WBAP
2. KTON+
3. KWIX-FM
4. WACO
5. KWIX
6. KHOO-FM
7. KRZI
8. KKIK
9. WFAA
10. KRLD

12+ TSA CUME

1. WBAP	1050
2. WACO	779
3. KTON+	650
4. KWIX-FM	510
5. KWIX	487
6. KRZI	383
7. KHOO-FM	376
8. KRLD	287
9. KKIK	283
10. WFAA	274

12+ FM SHARE (METRO): 35.50% (60 of 169) (A/M 77: 38.37%)  
 12+ FM SHARE (TSA) : 27.76% (93 of 335) (A/M 77: 41.51%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KRZI	1. KRZI	1. KHOO-FM	1. KHOO-FM	1. KWIX-FM	1. WBAP
2. WACO	2. WACO	KRZI	2. KWIX-FM	2. KWIX	2. KTON+
3. KHOO-FM	3. KHOO-FM	3. WACO	3. WBAP	WBAP	3. KWIX

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	29 (3)	24 (1)	53 (4)	31.4
ROCK/CONTEMP	48 (2)	2 (2)	50 (4)	29.6
BTFL MUSIC		31 (1)	31 (1)	18.3
MOR	25 (2)		25 (2)	14.8
NEWS/INFO/TALK	5 (1)		5 (1)	3.0
BLACK	2 (1)		2 (1)	1.2
UNKNOWN		3 (1)	3 (1)	1.8

169 (14)

AM STATIONS

KKIK, 1010, 10 KW (Days), COUNTRY , \$10.25 (Masla)  
 KWIX, 1230, 1 KW/250 W , MOR MBS , \$14.48 (Mc-Guild)  
 WACO, 1460, 1 KW , ROCK ABC-C, \$18.50 (Katz)  
 KTON+, 940, 1 KW (Days), COUNTRY ABC-I, \$11.50 (----) Sigmor (BELTON)  
 KRZI, 1580, 1 KW/250 W , ROCK , \$11.00 (Pro-Meeker)

FM STATIONS

KWIX-FM, 97.5, 71 KW @ 892, BTFL MUS MBS , \$ 9.20 (Mc-Guild)  
 KHOO-FM, 99.9, 100 KW @ 460, COUNTRY ABC-F, \$18.50 (Katz)  
 KNFO-FM, 95.5, 3 KW @ 220, ????, \$ 5.00 (Miller)

TV STATIONS

KWIX Waco 10 ABC/CBS  
 KCEN Temple 6

NEWSPAPERS

Waco Tribune-Herald ME 45,903, Cox  
 Temple Telegram M. 24,008

WASHINGTON

SRDS Market # 8; ADI # 8  
 FCC Revenue Rank # 5  
 FCC Income Rank # 9  
 APR 16.8  
 Metro Pop: 2,483,100  
 National Rev: \$8,971,046

Revenue : \$28,343,171  
 Income : \$ 3,898,298  
 FM Rev : \$ 8,343,803  
 FM Inc : \$ 1,587,269  
 Comb. Rev : \$36,686,974  
 Comb Inc : \$ 5,485,567

ARB Market # 8  
 Rev Rank # 5  
 Inc Rank # 6  
 Rev per Capita \$14.78  
 Inc per Capita \$ 2.21  
 Nat Rev per Capita \$ 3.61

12+ METRO SHARE	O/N 77	A/M 77
1. WMAL	9.9	11.7
2. WPGC-FM+	8.9	9.0
3. WASH-FM	6.5	3.6
4. WOOK-FM	6.3	3.8
5. WGAY-FM	5.7	6.0
6. WHUR-FM	5.3	3.5
7. WJMD-FM	5.1	4.2
8. WMZQ-FM	3.9	2.5
WWDC-FM	3.9	5.3
10. WTOP	3.6	3.9
11. WRQX-FM	3.6	1.8
12. WGMS-FM+	3.4	3.8
13. WRC	3.1	2.8
14. WPIK	2.4	2.5
WKYS-FM	2.4	4.9

12+ TSA 1/4
1. WPGC-FM+
2. WMAL
3. WASH-FM
4. WOOK-FM
5. WGAY-FM
6. WHUR-FM
7. WJMD-FM
8. WMZQ-FM
9. WWDC-FM
10. WTOP
11. WRQX-FM
12. WGMS-FM+
13. WRC
14. WPIK
15. WKYS-FM

12+ TSA CUME
1. WPGC-FM+ 7015
2. WMAL 6500
3. WASH-FM 4271
4. WTOP 3908
5. WOOK-FM 3898
6. WWDC-FM 3641
7. WGAY-FM 3459
8. WRQX-FM 3263
9. WHUR-FM 3158
10. WGMS-FM+ 3062
11. WRC 2980
12. WJMD-FM 2811
13. WKYS-FM 2571
14. WMZQ-FM 2570
15. WWDC 2483

12+ FM SHARE (METRO): 63.54% (2449 of 3854) (A/M 77: 58.70%)  
 12+ FM SHARE (TSA) : 65.03% (2808 of 4318) (A/M 77: 61.61%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WPGC-FM+	1. WHUR-FM	1. WMAL	1. WMAL	1. WMAL	1. WMAL
2. WOOK-FM	2. WASH-FM	2. WASH-FM	2. WASH-FM	2. WGAY-FM	2. WPGC-FM+
3. WWDC-FM	3. WPGC-FM+	3. WPGC-FM+	3. WHUR-FM	3. WJMD-FM	3. WASH-FM
4. WRQX-FM	4. WOOK-FM	4. WHUR-FM	4. WGAY-FM	4. WGMS-FM	4. WTOP
5. WASH-FM	5. WWDC-FM	5. WOOK-FM	5. WJMD-FM	5. WRC	5. WGAY-FM
6. WWDC	6. WRQX-FM	6. WGAY-FM	6. WPGC-FM+	6. WASH-FM	6. WRC
	7. WMZQ-FM	7. WMZQ-FM	7. WMZQ-FM	7. WTOP	7. WMZQ-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	203 (4)	1104 (7)	1307 (11)	33.9
BLACK	135 (2)	484 (2)	619 (4)	16.1
BTFM MUSIC	98 (1)	538 (3)	636 (4)	16.5
MOR	430 (2)		430 (2)	11.2
COUNTRY	123 (3)	220 (3)	353 (6)	9.2
NEWS/INFO/TALK	281 (2)		281 (2)	7.3
CLASSICAL	55 (1)	89 (1)	144 (2)	3.7
RELIGION	80 (2)	14 (1)	94 (3)	2.4
			<u>3854 (34)</u>	

WASHINGTON ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUMES (12+)</u>
1. WPGC-FM+	1. WPGC-FM+	1. WMAL
2. WMAL	2. WMAL	2. WPGC-FM+
3. WASH-FM	3. WWDC-FM	3. WOOK-FM
4. WOOK-FM	4. WOOK-FM	4. WASH-FM
5. WGAY-FM	5. WTOP	5. WTOP
6. WHUR-FM	6. WWDC-FM	6. WGMS-FM+
7. WJMD-FM	7. WGAY-FM	7. WGAY-FM
8. WMZQ-FM	8. WRQX-FM	8. WJMD-FM
9. WWDC-FM	9. WHUR-FM	9. WMZQ-FM
10. WRQX-FM	10. WGMS-FM+	10. WHUR-FM
11. WGMS-FM+	11. WRC	
WTOP	12. WJMD-FM	
13. WRC	13. WMZQ-FM	
14. WPIK	14. WKYS-FM	
15. WEZR-FM	15. WWDC	

ADI FM SHARE: 63.84% (2982 of 4671) (A/M 77: 60.19%)

AM STATIONS

WMAL, 630, 5 KW	, MOR	ABC-I	, \$154.38	(Mc-Guild)	ABC
WPIK, 730, 5 KW (DAYS)	, COUNTRY	MBS,ABC-E	, \$ 45.00	(Masla)	
WRC, 980, 5 KW	, NEWS	NBC	, \$ 57.50	(Eastman)	NBC
WTOP, 1500, 50 KW	, NEWS	CBS	, \$ 80.62	(CBS Spot)	Outlet
WWDC, 1260, 5 KW	, CONTEMP	ABC-C	, \$ 40.00	(Blair)	

FM STATIONS

WASH-FM, 97.1, 23 KW @ 690,	ROCK	, \$ 62.00	(Metro)	Metromedia
WEZR-FM, 106.7, 50 KW @ 500,	BTFM MUS (Schulke)	, \$ 29.00	(Groskin)	EZ
WGAY-FM, 99.5, 21 KW @ 780,	BTFM MUS	, \$101.25	(Katz)	Greater Med.
WGMS-FM+, 103.5, 20 KW @ 435,	CLASSICAL	, \$ 55.00	(RKO)	RKO
WHUR-FM, 96.3, 24 KW @ 669,	BLACK	, \$ 35.00	(---)	Howard Univ.
WJMD-FM, 94.7, 50 KW @ 780,	BTFM MUS (Bonne)	, \$ 56.25	(Christal)	SJR
WKYS-FM, 93.9, 50 KW @ 485,	ROCK/DISCO	, \$ 62.00	(Eastman)	NBC
WMZQ-FM, 98.7, 50 KW @ 485,	COUNTRY	, \$ 36.00	(Howard)	Sonderling
WOOK-FM, 100.3, 18 KW @ 320,	BLACK	, \$ 52.50	(UBC)	United
WPGC-FM+, 95.5, 50 KW @ 496,	ROCK	, \$130.00	(Tor-Lask)	First Media
WRQX-FM, 107.3, 50 KW @ 410,	ROCK	ABC-F, \$ 45.50	(Mc-Guild)	ABC
WWDC-FM, 101.1, 50 KW @ 500,	AOR	, \$ 75.00	(Blair)	

TV STATIONS

WDCA	Washington	20	IND	WTOP	Washington	9	CBS, Detroit News
WJLA	Washington	7	ABC, Allbritton	WTTG	Washington	5	IND, Metromedia
WRC	Washington	4	NBC, NBC	WHAG	Hagerstown	25	NBC

NEWSPAPERS

Washington Star	E	349,475, Time-Life
Washington Post	M	541,074, Post-Newsweek

WATERLOO-CEDAR FALLS

SRDS Market # 212  
 FCC Revenue Rank # 135  
 FCC Income Rank # 84  
 APR 14.0  
 Metro Pop: 112,100  
 National Rev: \$590,024

Revenue : \$1,945,945  
 Income : \$ 261,724  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 158  
 Rev Rank # 132  
 Inc Rank # 79  
 Rev per Capita \$17.36  
 Inc per Capita \$ 2.34  
 Nat Rev per Capita \$ 5.26

<u>12+ METRO SHARE</u>			<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. KWWL	32.5	36.5		34.8	1. KWWL	1204
2. KXEL	15.3	12.4		14.6	2. WMT	759
3. KFMW-FM	13.4	16.1		11.0	3. KXEL	631
4. KXEL-FM	9.6	6.6		4.3	4. KXEL-FM	629
5. KCFI	6.4	5.1		9.8	5. KFMW-FM	516
6. WMT	4.5	8.0		4.3	6. WHO	479
7. KLEU	3.8	3.6		7.3	7. KFMW-FM	423
8. WHO	2.5	2.2		1.2	8. KCFI	343
9. KOEL-FM	1.9	2.9		.6	9. KOEL-FM	314
10. KQCR-FM	1.3	---		.6	10. KQCR-FM	208

12+ FM SHARE (METRO): 28.67% (41 of 143) (A/M 77: 27.10%)  
 12+ FM SHARE (TSA) : 30.65% (114 of 372) (A/M 77: 22.52%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KWWL	1. KWWL	1. KWWL	1. KWWL	1. KWWL	1. KWWL
2. KXEL-FM	2. KXEL	2. KXEL	2. KXEL	2. KXEL	2. WMT
	3. KXEL-FM	3. KFMW-FM	3. KFMW-FM	3. KFMW-FM	3. KXEL

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	67 (3)	17 (2)	84 (5)*	58.7
COUNTRY	24 (1)	3 (1)	27 (2)	18.9
BTFL MUSIC		21 (1)	21 (1)	14.7
MOR	7 (1)		7 (1)	4.9
NEWS/INFO/TALK	4 (1)		4 (1)	2.8
			143 (10)	

AM STATIONS

KCFI, 1250, 500 W (Days), CONTEMP , \$10.00 (----)  
 KLEU, 850, 500 W (Days), CONTEMP , \$ 8.25 (Pro-Meek)  
 KWWL, 1330, 5 KW , CONTEMP/MOR , \$20.25 (Eastman) Blackhawk  
 KXEL, 1540, 50 KW , COUNTRY ABC-I, \$14.88 (Tor-Lask) Bahakel

FM STATIONS

KFMW-FM, 107.9, 100 KW @ 1800, BTFL MUS (TM) , \$11.00 (Eastman) Blackhawk  
 KXEL-FM, 105.7, 100 KW @ 569, CONTEMP ABC-C, \$11.90 (Tor-Lask) Bahakel  
 KOEL-FM, 92.3, 100 KW @ 1501, COUNTRY ABC-F, \$11.75 (Pro-Meek) Stuart

WHO - See Des Moines WMT, KQCR - See Cedar Rapids

FOR TV STATIONS AND NEWSPAPERS SEE CEDAR RAPIDS

\* This figure is based upon KWWL being classified as a contemporary station.

WEST PALM BEACH

SRDS Market # 77  
 FCC Revenue Rank # 113  
 FCC Income Rank # 316  
 APR 17.2  
 Metro Pop: 416,500  
 National Rev: \$432,117

Revenue : \$2,497,546  
 Income : \$ -540,285  
 FM Rev : \$1,053,834  
 FM Inc : \$ -329,684  
 Comb Rev : \$3,551,380  
 Comb Inc : \$ -869,969

ARB Market # 68  
 Rev Rank # 81  
 Inc Rank # 160  
 Rev per Capita \$8.53  
 Inc per Capita \$-2.09  
 Nat Rev per Capita \$1.04

12+ METRO SHARE O/N 77 A/M 77

12+ TSA 1/4

12+ TSA CUME

1. WEAT-FM	18.6	12.1	13.6
2. WJNO-FM	9.7	7.2	4.3
3. WIRK-FM	9.1	6.2	5.2
4. WIRK	5.9	6.8	9.3
WPBR	5.9	3.7	1.8
6. WPOM	5.6	3.9	.7
7. WGMW-FM	4.6	3.9	4.4
WHYI-FM	4.6	5.2	5.1
9. WSHE-FM	3.2	2.0	3.9
10. WEAT	3.1	5.2	3.8

1. WEAT-FM	
2. WJNO-FM	
3. WIRK-FM	
4. WIRK	
5. WPBR	
6. WPOM	
7. WHYI-FM	
8. WGMW-FM	
9. WEAT	
WSHE-FM	

1. WEAT-FM	1298
2. WJNO-FM	793
3. WIRK-FM	789
4. WIRK	702
5. WHYI-FM	546
6. WPBR	493
7. WEAT	491
8. WJNO	400
9. WGMW-FM	357
10. WSHE-FM	327

12+ FM SHARE (METRO): 67.18% (440 of 655) (A/M 77: 65.39%)  
 12+ FM SHARE (TSA) : 67.80% (478 of 705) (A/M 77: 65.81%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WJNO-FM	1. WJNO-FM	1. WJNO-FM	1. WEAT-FM	1. WEAT-FM	1. WEAT-FM
2. WHYI-FM	2. WIRK-FM	2. WIRK-FM	2. WIRK-FM	2. WGMW-FM	2. WIRK-FM
3. WPOM	3. WIRK	WEAT-FM	3. WPOM	3. WIRK-FM	3. WPBR
4. WIRK-FM	4. WEAT-FM	4. WIRK	4. WIRK	4. WPBR	4. WIRK

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
BTFL MUSIC		214 (6)	214 (6)	32.7
ROCK/CONTEMP	50 (2)	147 (5)	197 (7)	30.1
MOR	45 (3)	14 (1)	59 (4)	9.0
COUNTRY	22 (1)	65 (1)	87 (2)	13.3
NEWS/INFO/TALK	42 (1)		42 (1)	6.4
BLACK	44 (2)		44 (2)	6.7
BIG BAND	9 (1)		9 (1)	1.4
RELIGION	3 (1)		3 (1)	0.5
			655 (24)	

AM STATIONS

WEAT, 850, 1 KW	COUNTRY	ABC-I, \$38.00	(Katz)	Curt Gowdy
WIRK, 1290, 5 KW/1 KW	CONTEMP	, \$22.00	(Mc-Guild)	
WJNO, 1230, 1 KW/250 W	MOR	CBS, \$11.00	(Pro-Meek)	Walter-Weeks
WPBR, 1340, 1 KW/250 W	NEWS/TALK	MBS, \$13.25	(Smith)	
WPOM, 1600, 1 KW	BLACK/DISCO	MBS, \$19.50	(-----)	

FM STATIONS

WEAT-FM, 104.5, 100 KW @ 520,	BTFL MUS (Schulke)	, \$38.00	(Katz)	Curt Gowdy
WJNO-FM, 97.9, 100 KW @ 400,	ROCK	, \$14.00	(Pro-Meek)	
WIRK-FM, 107.9, 100 KW @ 400,	COUNTRY	, \$22.00	(Mc-Guild)	
WGMW-FM, 94.3, 3 KW @ 300,	BTFL MUS (KalaMusic)	, \$10.50	(Sav-Gates)	

TV STATIONS

WPEC	West Palm Beach	12	ABC, Photo Electronics
WPTV	West Palm Beach	5	NBC, Scripps-Howard

NEWSPAPER

Palm Beach Post, Times ME 98,524

WHEELING

SRDS Market # 175  
 FCC Revenue Rank # 86  
 FCC Income Rank # 29  
 APR 14.9  
 Metro Pop: 154,800  
 National Rev: \$881,596

Revenue : \$3,328,325  
 Income : \$1,034,694  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 144  
 Rev Rank # 94  
 Inc Rank # 34  
 Rev per Capita \$21.50  
 Inc per Capita \$ 6.68  
 Nat Rev per Capita \$ 5.70

<u>12+ METRO SHARE A/M 77 A/M 76</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WWVA	24.7	18.8	21.0	1. WWVA	2006
2. WOMP	14.3	10.5	9.9	2. WKWK	640
3. WKWK	10.8	15.1	20.2	3. WTRF-FM	637
4. WTRF-FM	10.0	10.0	13.7	4. WKWK	499
5. WOMP-FM	8.7	12.6	4.7	5. WOMP-FM	486
6. WNEU	7.4	7.1	2.6	6. WPEZ-FM	466
7. WCPI-FM	4.8	---	---	7. KDKA	448
8. KDKA	3.0	2.5	---	8. WCPI-FM	414
9. WKWK-FM	2.6	9.6	7.3	9. WNEU	367
10. WEIF	1.3	3.3	2.6	WRKY-FM	364

12+ FM SHARE (METRO): 33.02% (70 of 212) (A/M 77: 39.11%)  
 12+ FM SHARE (TSA) : 38.04% (175 of 460) (A/M 77: 36.93%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKWK	1. WNEU	1. WWVA	1. WWVA	1. WWVA	1. WWVA
2. WOMP-FM	WOMP-FM	2. WNEU	2. WOMP	2. WOMP	2. WKWK+
3. WPEZ-FM	3. WKWK	WKWK	3. WKWK	3. WTRF-FM	WOMP

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	58 (2)	46 (6)	104 (8)	49.1
COUNTRY	60 (2)		60 (2)	28.3
MOR	24 (2)		24 (2)	11.3
BTFL MUSIC		24 (2)	24 (2)	11.3
			212 (14)	

AM STATIONS

WEIF, 1370, 5 KW (Days), COUNTRY	MBS, \$12.00	(-----)	(MOUNDSVILLE)
WKWK, 1400, 1 KW/250 W, ROCK	ABC-C, \$17.50	(Mc-Guild)	Community Service
WNEU, 1600, 5 KW (Days), MOR	CBS, \$10.00	(-----)	
WOMP, 1290, 1 KW (Days), MOR	CBS, \$ 8.25	(Sav-Gates)	TIR
WWVA, 1170, 50 KW, COUNTRY	ABC-I, \$38.00	(Eastman)	Columbia Pictures

FM STATIONS

WCPI-FM, 98.7, 50 KW @ 320, AOR	ABC-I, \$14.00	(Eastman)	Columbia Pictures
WKWK-FM, 97.3, 50 KW @ 460, SOFT ROCK (TM)	, \$ 8.00	(Mc-Guild)	Community Service
WOMP-FM, 100.5, 13.5 KW @ 550, ROCK	, \$ 8.25	(Sav-Gates)	TIR
WTRF-FM, 107.5, 11.2 KW @ 907, BTFL MUS	NBC, \$ 6.00	(Pro-Meeker)	Forward
WRKY-FM, 103.5, 12 KW @ 880, ROCK	, \$17.75	(Mc-Guild)	Rust Craft (STEBENVILLE)

TV STATIONS

WTRF	Wheeling	7	NBC, Forward
WSTV	Steubenville	9	CBS/ABC, Rust Craft

NEWSPAPER

Wheeling Intelligencer, News-Register ME 51,985

WICHITA

SRDS Market # 97  
 FCC Revenue Rank # 51  
 FCC Income Rank # 55  
 APR 15.7  
 Metro Pop: 315,900  
 National Rev: \$532,455

Revenue : \$5,235,701  
 Income : \$ 461,655  
 FM Rev : \$1,388,452  
 FM Inc : \$ 228,214  
 Comb Rev : \$6,624,153  
 Comb Inc : \$ 689,869

ARB Market # 88  
 Rev Rank # 51  
 Inc Rank # 46  
 Rev per Capita \$20.97  
 Inc per Capita \$ 2.18  
 Nat Rev per Capita \$ 1.69

<u>12+ METRO SHARE</u>				<u>O/N 77</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. KFDI	13.3	14.2	15.8			1. KFDI	1595
2. KEYN-FM	12.7	18.0	15.3			2. KLEO	1496
3. KLEO	12.5	16.0	10.5			3. KEYN-FM	1211
4. KBRA-FM	11.5	8.9	11.6			4. KFH	1127
5. KAKE	11.1	10.4	13.6			5. KAKE	942
6. KFH	10.1	10.4	10.1			6. KARD-FM	741
7. KARD-FM	6.3	4.4	4.4			7. KBRA-FM	732
8. KFDI-FM	4.4	3.6	4.6			8. KEYN	525
9. KICT-FM	3.8	4.0	2.0			9. KFDI-FM	502
10. KEYN	3.0	---	2.8			10. KICT-FM	360
12+ FM SHARE (METRO):				44.47%	(209 of 470)	(A/M 77: 41.11%)	
12+ FM SHARE (TSA) :				42.53%	(299 of 703)	(A/M 77: 39.43%)	

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KLEO	1. KEYN-FM	1. KEYN-FM	1. KAKE	1. KFDI	1. KFDI
2. KEYN-FM	2. KLEO	2. KLEO	2. KFDI	2. KFH	2. KFH
	3. KAKE	3. KAKE	3. KBRA-FM	3. KBRA-FM	3. KAKE
	4. KFDI-FM	4. KFDI	4. KLEO	4. KAKE	4. KLEO

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	77 (2)	72 (2)	149 (4)	31.7
COUNTRY	66 (1)	41 (2)	107 (3)	22.8
MOR	105 (2)		105 (2)	22.3
BTFL MUSIC		96 (3)	96 (3)	20.4
RELIGION	7 (2)		7 (2)	1.5
VARIETY	6 (1)		6 (1)	1.3
			<u>470 (15)</u>	

AM STATIONS

KAKE, 1240, 1 KW/250 W, MOR ABC-E, \$20.75 (Katz)  
 KEYN, 1410, 5 KW/1 KW, ROCK, \$14.35 (Mc-Guild) American Media  
 KFDI, 1070, 10 KW/1 KW, COUNTRY MBS, \$26.00 (Tor-Lask) Great Empire  
 KFH, 1330, 5 KW, MOR CBS, \$25.75 (Blair)  
 KLEO, 1480, 5 KW/1 KW, ROCK, \$25.50 (Christal) Swanson

FM STATIONS

KARD-FM, 107.3, 100 KW @ 884, BTFL MUS (Bonne), \$12.50 (Selcom) Kansas State Net  
 KBRA-FM, 97.9, 85 KW @ 420, BTFL MUS (Schulke), \$13.75 (Blair)  
 KEYN-FM, 103.7, 58 KW @ 305, ROCK, \$18.45 (Mc-Guild) American Media  
 KFDI-FM, 101.3, 100 KW @ 444, COUNTRY MBS, \$ 9.00 (Tor-Lask) Great Empire  
 KICT-FM, 95.1, 100 KW @ 550, COUNTRY, \$ 9.00 (Katz)  
 KOEZ-FM, 92.3, 100 KW @ 450, BTFL MUS, \$ 4.50 (Corlett) (NEWTON)

TV STATIONS

KAKE Wichita 10 ABC  
 KARD Wichita 3 NBC, Kansas State Network  
 KTVH Hutchinson 12 CBS, Minneapolis Star & Tribune

NEWSPAPER Wichita Eagle, Beacon ME 167,749, Knight-Ridder

WICHITA FALLS

SRDS Market # 217  
 FCC Revenue Rank # 215  
 FCC Income Rank # 149  
 APR 15.5  
 Metro Pop: 111,200  
 National Rev: \$287,884

Revenue : \$1,065,109  
 Income : \$ 101,632  
 FM Rev : \$ 495,416  
 FM Inc : \$ -54,907  
 Comb Rev : \$1,560,525  
 Comb Inc : \$ 46,907

ARB Market # 160  
 Rev Rank # 147  
 Inc Rank # 110  
 Rev per Capita \$14.03  
 Inc per Capita \$ .42  
 Nat Rev per Capita \$ 2.59

12+ METRO SHARE	A/M 77	A/M 76
1. KLUR-FM	23.3	18.7
2. KTRN	14.5	14.7
3. KNIN	14.0	16.7
4. KBID-FM	12.2	10.0
5. KWFT	11.6	7.3
6. WBAP	10.5	15.3
7. KNTQ-FM	9.3	9.3

12+ TSA 1/4
1. WBAP
2. KLUR-FM
3. KTRN
4. KWFT
5. KNIN
6. KBID-FM
7. KNTQ-FM

12+ TSA CUME
1. WBAP 1025
2. KNIN 851
3. KTRN 685
4. KLUR-FM 650
5. KWFT 522
6. KBID-FM 351
7. KNTQ-FM 307

12+ FM SHARE (METRO): 46.95% (77 of 164) (A/M 77: 40.71%)  
 12+ FM SHARE (TSA) : 36.81% (106 of 288) (A/M 77: 31.11%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KTRN	1. KLUR-FM	1. KLUR-FM	1. KLUR-FM	1. KLUR-FM	1. WBAP
2. KNIN	2. KNIN	2. KNIN	2. KBID-FM	2. KBID-FM	2. KWFT
3. KNTQ-FM	3. KTRN	3. KTRN	3. KNIN	3. KWFT	3. KLUR-FM

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	49 (2)	16 (1)	65 (3)	39.6
COUNTRY	18 (1)	40 (1)	58 (2)	35.4
MOR	20 (1)		20 (1)	12.2
BTFM MUS		21 (1)	21 (1)	12.8
			164 (7)	

AM STATIONS

KNIN, 990, 10 KW/ 1 KW, CONTEMP ABC-C, \$12.00 (Tor-Lask)  
 KTRN, 1290, 5 KW/ 1 KW, ROCK , \$10.25 (Riley) Sammons-Ruff  
 KWFT, 620, 5 KW , MOR CBS , \$19.50 (Buckley)

FM STATIONS

KBID-FM, 92.9, 100 KW @ 92.5, BTFM MUS/MOR , \$ 9.55 (-----)  
 KLUR-FM, 99.9, 100 KW @ 82.0, COUNTRY ABC-I, \$12.00 (Selcom)  
 KNTQ-FM, 103.3, 100 KW @ 43.0, ROCK , \$ 8.00 (Howard)

TV STATIONS

KAUZ Wichita Falls 6 CBS  
 KFDX Wichita Falls 3 NBC, Clay  
 KSWO Lawton 7 ABC

NEWSPAPERS

Wichita Falls Record News, Times ME 51,429  
 Lawton Press, Constitution ME 30,496



WILMINGTON

SRDS Market # 75  
 FCC Revenue Rank # 82  
 FCC Income Rank # 36  
 APR 16.6  
 Metro Pop: 437,000  
 National Rev : \$367,518

Revenue : \$3,406,737  
 Income : \$ 828,339  
 FM Rev : \$ NA  
 FM Inc : \$ NA  
 Comb Rev : \$ NA  
 Comb Inc : \$ NA

ARB Market # 66  
 Rev Rank # 86  
 Inc Rank # 41  
 Rev per Capita \$7.80  
 Inc per Capita \$1.90  
 Nat Rev per Capita \$ .84

12+ METRO SHARE	A/M 77	A/M 76
1. WDEL	15.7	16.5
2. WJBR-FM	8.0	9.9
3. WAMS	6.3	6.0
4. WIFI-FM	5.4	5.4
5. WDAS-FM	4.8	---
6. WIP	4.4	2.3
7. WMGK-FM	4.3	4.2
8. WCAU-FM	4.1	3.6
WYSP-FM	4.1	3.1
10. WILM	3.0	3.8

12+ TSA/MSA CUME	
1. WDEL	1339
2. WAMS	985
3. WIFI-FM	713
4. WJBR-FM	712
5. WMGK-FM	586
6. WILM	499
7. WIP	493
8. WYSP-FM	441
9. WIOQ-FM	406
10. WCAU-FM	386

THE WILMINGTON  
 MSA AND TSA ARE  
 THE SAME.

12+ FM SHARE (METRO & TSA): 57.31% (384 of 670) (A/M 77: 56.20%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WIFI-FM	1. WDEL	1. WDEL	1. WDEL	1. WDEL	1. WDEL
2. WAMS	WYSP	2. WIP	2. WIP	2. WJBR-FM	2. WAMS
3. WDAS-FM	3. WAMS	3. WMGK-FM	3. WJBR-FM	3. WILM	3. WJBR-FM
4. WKTK-FM	4. WMGK-FM	WAMS	4. WMGK-FM	4. WLIF-FM	4. WDAS-FM

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	53 (3)	203 (8)	256 (11)	38.2
MOR	175 (6)		175 (6)	26.1
BTFL MUSIC		117 (6)	117 (6)	17.5
NEWS/INFO/TALK	40 (3)	18 (1)	58 (4)	8.7
COUNTRY		26 (3)	26 (3)	3.9
CLASSICAL		20 (1)	20 (1)	3.0
VARIETY	11 (1)		11 (1)	1.6
BLACK	7 (1)		7 (1)	1.0
			670 (33)	

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW, CONTEMP ABC-C, \$23.00 (Mc-Guild) Rollins  
 WDEL, 1150, 5 KW, MOR NBC, \$22.10 (Pro-Meek) Steinman  
 WILM, 1450, 1 KW/250 W, NEWS MBS, \$12.00 (Masla)  
 WJBR-FM, 99.5, 50 KW @ 500, BTFL MUS, \$18.50 (Tor-Lask)

FOR OTHER STATIONS SEE PHILADELPHIA

FOR TV STATIONS SEE PHILADELPHIA

NEWSPAPER

Wilmington News Journal ME 136,357, Gannett

WINSTON-SALEM

Metro Pop: 239,000  
 APR 15.9  
 ARB Market # 112  
 FOR ALL OTHER INFO SEE GREENSBORO

<u>12+ METRO SHARE</u>			<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WSJS	20.5	23.1	24.1	1. WKZL-FM	1. WTQR-FM	1918
2. WAAA	15.0	15.2	14.3	2. WTQR-FM	2. WGLD-FM	1602
3. WGLD-FM	14.7	8.2	7.1	3. WGLD-FM	3. WSJS	1541
4. WKZL-FM	11.8	7.3	11.9	4. WSJS	4. WKZL-FM	1461
5. WTQR-FM	10.3	14.6	9.2	5. WRQK-FM	5. WRQK-FM	1341
6. WAIR	6.3	6.3	5.1	6. WAAA	6. WAIR	670
7. WTOB	4.5	10.4	8.9	7. WQMG-FM	7. WTOB	634
8. WPGD	2.1	3.8	.6	8. WAIR	8. WQMG-FM	631
9. WEZC-FM	1.3	---	1.5	9. WTOB	9. WAAA	528
10. WKTE	1.1	---	.9	10. WHPE-FM	10. WEZC-FM	263

12+ FM SHARE (METRO): 44.89% (158 of 352) (A/M 77: 35.62%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WAIR	1. WKZL-FM	1. WSJS	1. WSJS	1. WSJS	1. WSJS
2. WKZL-FM	2. WSJS	2. WKZL-FM	2. WTQR-FM	2. WGLD-FM	2. WKZL-FM
3. WTOB	3. WAAA	3. WTQR-FM	3. WGLD-FM	3. WAAA	3. WTQR-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	41 (2)	50 (3)	91 (5)	25.9
MOR	78 (1)		78 (1)	22.2
BLACK	57 (1)		57 (1)	16.2
BTFL MUSIC		61 (2)	61 (2)	17.3
COUNTRY	8 (2)	44 (3)	52 (5)	14.8
RELIGION	8 (1)	3 (1)	11 (2)	3.1
UNKNOWN	2 (1)		2 (1)	0.6
			<u>352 (17)</u>	

AM STATIONS

WAAA, 980, 1 KW (Days), BLACK, \$17.00 (Howard)  
 WAIR, 1340, 1 KW/250 W, ROCK, \$24.00 (Buckley)  
 WKTE, 1090, 1 KW (Days), COUNTRY, MBS, \$ 3.00 (-----)  
 WPGD, 1550, 1 KW (Days), RELIGION, \$ 3.00 (---)  
 WSJS, 600, 5 KW, MOR, NBC, \$52.00 (Mc-Guild) Summit  
 WTOB, 1380, 5 KW/1 KW, CONTEMP, ABC-C, \$28.50 (Eastman) Woods

FM STATIONS

WKZL-FM, 107.5, 40 KW @ 290, ROCK, \$18.00 (Selcom)  
 WTQR-FM, 104.1, 50 KW @ 2380, COUNTRY, \$52.00 (Mc-Guild) Summit

WEZC - See Charlotte

FOR ALL OTHER STATIONS SEE GREENSBORO  
 FOR TV AND NEWSPAPER INFO SEE GREENSBORO

WORCESTER

SRDS Market # 60  
FCC Revenue Rank # 180  
FCC Income Rank # 301  
APR 16.7  
Metro Pop: 319,400  
National Rev: \$401,825

Revenue : \$1,324,564  
Income : \$--154,224  
FM Rev : \$ NA  
FM Inc : \$ NA  
Comb. Rev : \$ NA  
Comb. Inc : \$ NA

ARB Market # 87  
Rev Rank # 156  
Inc Rank # 144  
Rev per Capita \$4.15  
Inc Per Capita \$-.48  
Nat Rev per Cap\$1.26

12+ METRO SHARE	A/M 77	A/M 76
1. WTAG	18.4	18.9
2. WSRS-FM	12.7	21.9
3. WAAF-FM	10.3	7.6
4. WFTQ	7.7	5.9
5. WBZ	5.6	7.0
6. WPJB-FM	4.7	2.0
7. WROR-FM	4.5	3.2
8. WNEB	4.3	4.9
9. WEEI-FM	4.1	1.4
10. WORC	3.2	5.9

12+ TSA
1. WSRS-FM
2. WTAG
3. WAAF-FM
4. WBZ
5. WFTQ
6. WJIB-FM
7. WVBF-FM
8. WEEI-FM
9. WRDR-FM
WSSH-FM

12+ TSA CUME
1. WTAG 1597
2. WSRS-FM 1452
3. WAAF-FM 1138
4. WBZ 1090
5. WPJB-FM 646
6. WFTQ 643
7. WRKO 483
8. WJIB-FM 477
9. WORC 472
10. WROR-FM 469

12+ FM SHARE (METRO): 53.67% (263 of 490) (A/M 77: 49.90%)  
12+ FM SHARE (TSA) : 62.12% (492 of 792) (A/M 77: 55.50%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WPJB-FM	1. WAAF-FM	1. WAAF-FM	1. WTAG	1. WTAG	1. WTAG
2. WAAF-FM	2. WFTQ	2. WTAG	2. WSRS-FM	2. WSRS-FM	2. WSRS-FM
3. WFTQ	3. WROR-FM	3. WFTQ	3. WFTQ	3. WBZ	3. WBZ

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	60 (3)	153 (8)	213 (11)	43.5
MOR	144 (4)		144 (4)	29.4
BTFM MUS		107 (5)	107 (5)	21.8
COUNTRY	23 (1)		23 (1)	4.7
CLASSICAL		3 (1)	3 (1)	0.6
			490 (22)	

RADIO STATIONS

WFTQ, 1440, 5 KW , ROCK , \$13.50 (Mc-Guild)  
WNEB, 1230, 1 KW/250 W, COUNTRY ABC-E, \$16.00 (Buckley)  
WORC, 1310, 5 KW/1 KW , CONTEMP CBS , \$18.00 (Schutz)  
WTAG, 580, 5 KW , MOR NBC , \$22.25 (Blair) Worcester Telegram

WSRS-FM, 96.1, 25 KW @ 650, BTFM MUS , \$32.00 (Knight) Knight  
WAAF-FM, 107.3, 17 KW @ 784, AOR (Burk-Abr) , \$26.50. (Mc-Guild)

FOR OTHER STATIONS SEE PROVIDENCE AND BOSTON. FOR TV STATIONS SEE BOSTON.

NEWSPAPER

Worcester Telegram Gazette ME 143,621

YAKIMA

SRDS Market # 194  
 FCC Revenue Rank # 139  
 FCC Income Rank # 142  
 APR 16.7  
 Metro Pop: 129,000  
 National Rev: \$359,244

Revenue : \$1,884,688  
 Income : \$ 108,608  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 154  
 Rev Rank # 133  
 Inc Rank # 101  
 Rev per Capita \$14.61  
 Inc per Capita \$ .84  
 Nat Rev per Capita \$ 2.79

12+ METRO SHARE A/M 77 A/M 76

1. KUTI	17.7	20.2	11.4
2. KFFM-FM	16.7	8.1	18.9
3. KIT	14.4	14.6	17.7
4. KIT-FM	10.7	9.6	4.6
5. KUEZ-FM	9.8	13.1	---
6. KMWX	9.3	15.7	15.4
7. KQOT	6.0	5.1	8.0
8. KBBO	2.3	2.5	3.4
KENE	2.3	.5	.6
KREW	2.3	.5	2.3

12+ TSA 1/4

1. KFFM-FM
2. KUTI
3. KIT
4. KMWX
5. KIT-FM
6. KUEZ-FM
7. KQOT
8. KREW
KBBO
KREW

12+ TSA CUME

1. KMWX	493
2. KFFM-FM	441
3. KIT	398
4. KUTI	337
5. KIT-FM	297
6. KUEZ-FM	292
7. KQOT	219
8. KBBO	147
9. KREW	103
10. KGO	52

12+ FM SHARE (METRO): 41.87% (85 of 203) (A/M 77: 32.97%)  
 12+ FM SHARE (TSA) : 41.51% (88 of 212) (A/M 77: 34.52%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KFFM-FM	1. KFFM-FM	1. KFFM-FM	1. KUTI	1. KUTI	1. KIT
2. KIT-FM	2. KMWX	2. KUTI	2. KUEZ-FM	2. KIT	2. KUTI
3. KMWX	3. KIT-FM	3. KMWX	3. KMWX	3. KUEZ-FM	3. KFFM-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	56 (3)		56 (3)	27.6
ROCK/CONTEMP	13 (1)	59 (2)	72 (3)	35.5
COUNTRY	43 (2)		43 (2)	21.2
BTFL MUSIC		21 (1)	21 (1)	10.3
RELIGION	5 (1)		5 (1)	2.5
UNKNOWN		5 (1)	5 (1)	2.5
NEWS/INFO/TALK	1 (1)		1 (1)	0.5
			203 (12)	

AM STATIONS

KBBO, 1390, 1 KW/500 W, RELIGION , \$ 3.00 (-----)  
 KENE, 1490, 1 KW , COUNTRY MBS , \$ 4.35 (SIR) (TOPPENISH)  
 KIT , 1280, 5 KW/1 KW , MOR ABC-I, \$ 9.25 (Katz)  
 KMWX, 1460, 5 KW , MOR/CONTEMP NBC , \$ 8.20 (Masla)  
 KQOT, 930, 1 KW (Days),ROCK ABC-C, \$ 4.90 (Sand-Glenn)  
 KREW, 1230, 1 KW/250 W, MOR CBS , \$ 4.75 (Howard)  
 KUTI, 980, 5 KW (Days),COUNTRY ABC-E, \$ 6.50 (Pro-Meek)

FM STATIONS

KIT-FM , 94.5, 25 KW @ 910, ROCK (TM) , \$5.65 (Katz)  
 KFFM-FM, 107.3, 100 KW @ 970, CONTEMP (Century 21) , \$6.80 (Masla)  
 KUEZ-FM, 104.1, 63 KW @ 2250, BTFL MUS (TM) , \$6.00 (Pro-Meek)

TV STATIONS

KAPP Yakima 35 ABC, Morgan Murphy  
 KIMA Yakima 29 CBS  
 KNDO Yakima 23 NBC

NEWSPAPER

Yakima Herald-Republic AD 37,985, Harte-Hanks

YORK

SRDS Market # 107  
 FCC Revenue Rank # 122  
 FCC Income Rank # 75  
 APR 16.3  
 Metro Pop: 290,400  
 National Rev: \$380,001

Revenue : \$2,306,276  
 Income : \$ 288,615  
 FM Rev : \$1,032,184  
 FM Inc : \$ 315,677  
 Comb Rev : \$3,338,460  
 Comb Inc : \$ 604,292

ARB Market # 96  
 Rev Rank # 93  
 Inc Rank # 49  
 Rev per Capita \$11.50  
 Inc per Capita \$ 2.08  
 Nat Rev per Capita \$ 1.31

<u>12+ METRO SHARE</u>	<u>A/M 77</u>	<u>A/M 76</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WSBA-FM 13.1	16.1	14.1	1. WHP-FM	1. WHP 1892
2. WYCR-FM 12.5	13.5	10.3	2. WHP	2. WQXA-FM 1821
3. WSBA 11.0	14.8	11.2	3. WSBA-FM	3. WSBA 1727
4. WQXA-FM 7.4	5.9	7.2	4. WYCR-FM	4. WYCR-FM 1658
5. WZIX 6.1	7.2	7.4	5. WQXA-FM	5. WHP-FM 1574
6. WNOW 5.7	9.6	9.6	6. WKBO	6. WSBA-FM 1457
7. WPOC-FM 5.3	2.8	1.9	7. WSFM-FM	7. WKBO 1295
8. WHVR 4.2	3.7	3.3	8. WSBA	8. WSFM-FM 1135
9. WHP-FM 4.0	2.8	2.2	9. WIOV-FM	9. WIOV-FM 837
10. WIOV-FM 3.8	1.3	1.9	10. WRHY-FM	10. WNCE-FM 827

12+ FM SHARE (METRO): 61.73% (271 of 439) (A/M 77: 56.85%)  
 12+ FM SHARE (TSA) : 65.93% (803 of 1218) (A/M 77: 56.60%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WYCR-FM	1. WYCR-FM	1. WYCR-FM	1. WSBA-FM	1. WSBA-FM	1. WHP
2. WQXA-FM	2. WSBA	2. WSBA-FM	2. WSBA	2. WSBA	2. WKBO
3. WZIX	WQXA-FM	3. WSBA	3. WYCR-FM	3. WHP-FM	3. WSBA

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	32 (2)	113 (4)	145 (6)	33.0
BTFL MUSIC		107 (6)	107 (6)	24.4
MOR	97 (5)		97 (5)	22.1
COUNTRY	35 (2)	43 (2)	78 (4)	17.8
UNKNOWN	3 (1)	4 (1)	7 (2)	1.6
RELIGION		5 (1)	5 (1)	1.1
			<u>439 (24)</u>	

AM STATIONS

WHVR, 1280, 5 KW/500 W , MOR , \$ 7.00 (-----) (HANOVER)  
 WNOW, 1250, 1 KW (Days), COUNTRY , \$17.00 (Tor-Lask) Rust  
 WSBA, 910, 5 KW/1 KW , MOR , \$44.00 (Eastman) Susquehanna  
 WZIX, 1350, 5 KW/1 KW , ROCK ABC-C, \$13.00 (Masla)

FM STATIONS

WSBA-FM, 103.3, 7.9 KW @ 750, BTFL MUS , \$44.00 (Eastman) Susquehanna  
 WQXA-FM, 105.7, 46 KW @ 520, CONTEMP , \$13.00 (Tor-Lask) Rust  
 WRHY-FM, 92.7, 820 W @ 560 , AOR (Burk-Abr) , \$10.50 (Blair)  
 WYCR-FM, 98.5, 10.5 KW @ 930, ROCK , \$17.00 (P/W)

WPOC-FM - See Baltimore

FOR ALL OTHER STATIONS SEE HARRISBURG AND LANCASTER

FOR ADI, TV AND NEWSPAPER INFO SEE HARRISBURG

YOUNGSTOWN

SRDS Market # 74  
 FCC Revenue Rank # 92  
 FCC Income Rank # 121  
 APR 15.5  
 Metro Pop: 453,800  
 National Rev: \$648,883

Revenue : \$3,121,538  
 Income : \$ 134,350  
 FM Rev : NA  
 FM Inc : NA  
 Comb Rev : NA  
 Comb Inc : NA

ARB Market # 64  
 Rev Rank # 99  
 Inc Rank # 94  
 Rev per Capita \$6.88  
 Inc per Capita \$ .30  
 Nat Rev per Capita \$1.43

<u>12+ METRO SHARE A/M 77 A/M 76</u>			<u>12+ TSA 1/4</u>	<u>12+ TSA CUME</u>
1. WKBN-FM	13.8	16.3	11.1	1. WKBN 2057
2. WBBW	11.7	16.4	11.8	2. WYFM-FM 1969
3. WHOT	11.4	7.7	8.6	3. WHOT 1780
4. WKBN	11.0	7.7	11.8	4. WKBN-FM 1738
5. WYFM-FM	10.7	10.1	10.7	5. WFMJ 1025
6. WSRD-FM	5.0	5.4	4.3	6. WBBW 969
7. WHHH	3.8	3.9	4.9	7. WSRD-FM 814
8. WNIO	3.7	5.3	5.9	8. KDKA 725
9. WGFT	3.3	1.1	---	9. WPIC 655
10. WFMJ	2.6	4.7	7.3	10. WHHH 529

12+ FM SHARE (METRO): 39.34% (251 of 638) (A/M 77: 42.62%)  
 12+ FM SHARE (TSA) : 41.88% (384 of 917) (A/M 77: 47.01%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49,</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WYFM-FM	1. WHOT	1. WHOT	1. WKBN	1. WKBN-FM	1. WHOT+
2. WHOT	2. WYFM-FM	2. WYFM-FM	2. WKBN-FM	WBBW	2. WKBN
3. WGFT	3. WSRD-FM	3. WKBN	3. WHOT	3. WKBN	3. WBBW
4. WSRD-FM	4. WKBN	4. WKBN-FM	4. WYFM-FM	4. WHHH	4. WYFM-FM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	130 (4)	139 (5)	269 (9)	42.2
BTFL MUSIC		97 (1)	97 (1)	15.2
NEWS/INFO/TALK	89 (2)		89 (2)	13.9
MOR	138 (6)		138 (6)	21.6
COUNTRY	26 (1)	10 (1)	36 (2)	5.6
BIG BAND	4 (1)	5 (1)	9 (2)	1.4
			638 (22)	

AM STATIONS

WBBW, 1240, 1 KW/250 W, NEWS/TALK	ABC-I,ABC-E, \$22.00	(Mc-Guild)
WFMJ, 1390, 5 KW, ROCK	NBC, \$21.75	(Buckley)
WGFT, 1500, 500W (Days),ROCK/BLACK	ABC-C, \$11.00	(Pro-Meek)
WHHH, 1440, 5 KW, MOR	\$11.00	(Market 4)
WHOT, 1330, 500W/1 KW, ROCK	\$20.75	(Eastman) Myron Jones
WKBN, 570, 5 KW, MOR	CBS, \$38.25	(Katz)
WNIO, 1540, 500W (Days),COUNTRY	MBS, \$13.00	(Pro-Meek) (NILES)
WPIC, 790, 1 KW (Days),MOR	ABC-I, \$26.00	(Tor-Lask) Regional

FM STATIONS

WSRD-FM, 101.1, 24 KW @ 185, AOR (Burk-Abr)	\$18.75	(Eastman) Myron Jones
WKBN-FM, 98.9, 9 KW @ 1370, BTFL MUS (TM)	\$38.25	(Katz)
WSOM-FM+, 105.1, 100 KW @ 400, BIG BAND	\$ 4.00	(-----)
WYFM-FM, 102.9, 26 KW @ 455, ROCK	\$36.00	(Tor-Lask) Regional

TV STATIONS

WFMJ	Youngstown	21	NBC, Youngstown Vindicator
WKBN	Youngstown	27	CBS
WYTV	Youngstown	33	ABC

<u>NEWSPAPERS</u>					
	Youngstown Vindicator	E	101,732	Warren Tribune Chronicle	E 43,606
	Sharon Herald	E	26,962, Ottawav		

INTERMEDIATE MARKETS

I had not intended to include any of these markets in this year's American Radio. However, since the Seattle and New Orleans rating reports have been delayed for such a long time I have enough time to include this data.

Arbitron labels these markets as "intermediate markets". They are, in fact, rather small markets-most of them have an SRDS ranking below number 200. The actual ratings report is only six pages long so there isn't much data provided. However, the reports can be used to get a general feeling for radio in the market.

The data from these tables is not included in any of the tables in Section I. All figures are 12+ Metro Share, 1/4 HR AVG, Broadcast Week.

BATTLE CREEK, MI

1. WBCK	17.5	WBCK, 930, 5 KW/1 KW, MOR
2. WKNR	15.6	WKNR, 1400, 1 KW/250 W, ROCK
3. WGRD-FM+	7.8	WWKQ, 1500, 1 KW (Days), COUNTRY
4. WKFR-FM	5.9	WKFR, 103.3, 27 KW @ 370, CONTEMP
5. WQLR-FM	5.2	WBCH, 100.1, 1.5 KW @ 295, MOR (HASTINGS)
WOOD-FM	5.2	
7. WJR	4.8	WGRD-FM+, WOOD-FM - See Grand Rapids
WWKQ	4.8	WJR - See Detroit
9. WBCH-FM+	3.0	WQLR-FM - See Kalamazoo
10. WVIC-FM	2.2	WVIC-FM - See Lansing

CHICO, CAL

1. KNVR-FM	11.6	KFMF-FM, 93.7, 10 KW @ 315, ROCK
2. KPAY	10.5	KPAY-FM, 95.1, 6 KW @ 1170, BTFL MUS
3. KHSL	9.5	KHSL, 1290, 5 KW, MOR
4. KPAY-FM	8.9	KPAY, 1060, 10 KW, MOR
5. KORV	7.4	KORV, 1340, 1 KW/250 W, MOR (OROVILLE)
6. KFMF-FM	6.3	KEWQ, 930, 500 W (Days), RELIGION (PARADISE)
7. KGO	5.8	KNVR-FM, 96.7, 3 KW @ 285, AOR (PARADISE)
8. KFRC	4.2	
9. KFBK	3.7	KFRC, KGO - See San Francisco
10. KEWQ	2.1	KFBK - See Sacramento

FT COLLINS, COLO

1. KIMN	12.4	
2. KAZY-FM	10.2	
3. KCOL	8.5	KCOL, 1410, 1 KW, MOR, Beef Empire
4. KCOL-FM	7.9	KIIX, 600, 1 KW (Days), ROCK, Alf Landon
5. KTCL-FM	7.3	KCOL-FM, 107.9, 100 KW @ 470, BTFL MUS, Beef Empire
KOSI-FM	7.3	KTCL-FM, 93.3, 100 KW @ 1330, AOR, Alf Landon
7. KIIX	6.8	
8. KHOW	5.1	FOR ALL OTHER STATIONS SEE DENVER
KOA	5.1	
KLZ	5.1	

GREELEY, COLO

1. KIMN	20.5	
2. KERE	11.8	
3. KOA	10.2	KFKA, 1310, 5 KW/1 KW, MOR, Harris
4. KOSI-FM	8.7	KYOU, 1450, 1 KW/250 W, ??
5. KFKA	7.9	KGRE-FM, 92.3, 25 KW @ 470, MOR/BTFL
6. KYOU	5.5	
7. KGRE-FM	4.7	FOR ALL OTHER STATIONS SEE DENVER
8. KHOW	3.1	
KLZ	3.1	
10. KOAQ-FM	2.4	

LAWTON, OKL

- 1. KLAW-FM 25.5
- 2. KCCO 16.3
- 3. KSWO 13.3
- 4. KOMA 8.2
- 5. KRLG-FM 6.1
- WBAP 6.1
- 7. KLUR 4.1
- 8. WNAD 3.1
- 9. WKY 2.0
- 10. KRLD 1.0

KLAW-FM, 101.5, 2.5 KW @ 200, ROCK  
 KRLG-FM, 98.1, 100 KW @ 75, CONTEMP/MOR  
 KSWO, 1380, 1 KW , TOP 40  
 KCCO, 1050, 250 W (Days) , COUNTRY

KOMA, WNAD, WKY - See Oklahoma City  
 KLUR - See Wichita Falls  
 KRLD, WBAP - See Dallas-Fort Worth

REDDING, CAL

- 1. KRDG 21.1
- 2. KCLM 18.3
- KQMS 18.3
- 4. KGO 5.5
- 5. KAVA 4.6
- 6. KPAY-FM 3.7
- 7. KSXO 2.8
- KVIP 2.8
- KVIP-FM 2.8

KCLM, 1330, 5 KW (Days), COUNTRY  
 KQMS, 1400, 1 KW/250 W ; MOR  
 KRDG, 1230, 1 KW/250 W , ROCK  
 KVIP, 540, 1 KW (Days), RELIGION  
 KSXO, 600, 1 KW , MOR  
 KAVA, 1450, 1 KW/250 W , MOR,C&W (BURNEY)  
 KVIP-FM, 98.1, 31 KW @ 1710, ? ?  
 KGO - See San Francisco  
 KPAY-FM - See Chico (Intermediate Report)

SPRINGFIELD, ILL

- 1. WTAX 23.0
- 2. WDBR-FM 15.6
- 3. WCVS 11.9
- 4. WVEM-FM 11.2
- 5. WMAY 10.8
- 6. WFMB-FM 10.4
- 7. KMOX 3.0
- 8. WBBM 1.1
- WGN 1.1
- 10. WLS .4

WTAX, 1240, 1 KW/250 W, MOR  
 WMAY, 970, 1 KW/500 W, COUNTRY, Midwest Family  
 WCVS, 1450, 1 KW/250 W, ROCK , Eastern  
 WDBR-FM, 103.7, 19 KW @ 320, ROCK  
 WFMB-FM, 104.5, 20 KW @ 245, COUNTRY  
 WVEM-FM, 101.9, 50 KW @ 275, BTFL MUS  
 KMOX - See St. Louis  
 WBBM, WGN, WLS - See Chicago

ROSEBURG, ORE

- 1. KRSB-FM 21.5
- 2. KPNW 20.3
- KYES 20.3
- 4. KRNR 13.9
- 5. KQEN 8.9
- 6. KPNW-FM 2.5
- 7. KGO 1.3

KYES, 950, 1 KW (Days), ROCK  
 KRNR, 1490, 1 KW/250 W , COUNTRY  
 KQEN, 1240, 1 KW/250 W , MOR  
 KRSB-FM, 103.1, 2.7 KW @ 310, CONTEMP  
 KGO - See San Francisco  
 KPNW AM/FM - See Eugene-Springfield

FT. PIERCE, FLA

- 1. WOVV-FM 18.0
- WMCF-FM 18.0
- 3. WIRA 14.6
- 4. WLQY-FM 13.5
- WFTP 13.5
- 6. WEAT-FM 6.7
- 7. WGBS 2.2
- WIRK-FM 2.2

WFTP, 1330, 1 KW/500 W, COUNTRY  
 WIRA, 1400, 1 KW/250 W, MOR, Airmedia  
 WOVV-FM, 95.5, 100 KW @ 440, ROCK, Airmedia  
 WMCF-FM, 92.7, 3 KW @ 300, BTFL MUS (STUART)  
 WLQY-FM, 98.7, 100 KW @ 340, MOR  
 WEAT-FM, WIRK-FM - See West Palm Beach  
 WGBS - See Miami



CHEYENNE, WYO

- 1. KFBC 19.0
- KLEN-FM 19.0
- 3. KIMN 17.5
- 4. KVWO 11.1
- 5. KRAE 6.3
- KLZ 6.3
- 7. KERE 1.6
- KOA 1.6
- KIMN-FM 1.6

KFBC, 1240, 1 KW/250 W , MOR  
 KVWO, 1370, 1 KW (Days), COUNTRY  
 KRAE, 1480, 1 KW (Days), COUNTRY  
 KLEN-FM, 106.3, 3 KW @ 68, BTFL MUS  
 KIMN, KLZ, KERE, KOA, KIMN-FM - See Denver

LONGVIEW, TX

- 1. KYKK-FM 17.1
- 2. KNUE-FM 11.2
- 3. KFRO 7.9
- 4. KKTX-FM 5.9
- KLUE 5.9
- KWKH 5.9
- 7. KRMD-FM 4.6
- KMHT-FM 4.6
- 9. KOCA 3.9
- 10. KTYL-FM 3.3

KFRO, 1370, 1 KW , VARIETY  
 KLUE, 1280, 1 KW (Days), MOR  
 KOCA, 1240, 1 KW/250 W , MOR (KILGORE)  
 KKTX-FM, 95.9, 1 KW @ 510, ROCK (KILGORE)  
 KNUE-FM, 101.5, 39 KW @ 380, BTFL MUS (TYLER)  
 KYKK-FM, 105.7, 100 KW @ 260, COUNTRY  
 KMHT-FM, 103.9, 3 KW @ 300, BTFL MUS (MARSHALL)  
 KTYL-FM, 93.1, 4.8 KW @ 380, ROCK (TYLER)

KWKH, KRMD-FM - See Shreveport

KILLEEN-TEMPLE, TX

- 1. KIXS-FM+ 29.2
- 2. KTON+ 15.7
- 3. KOOV-FM 14.2
- 4. KTEM 9.5
- 5. WBAP 5.5
- 6. KPLE-FM 3.3
- 7. KLBJ-FM 1.8
- WACO 1.8
- 9. KWTX-FM .7
- 10. KRLD .4

KTON+, 940, 1 KW (Days), COUNTRY, Sigmor (BELTON)  
 KTEM, 1400, 1 KW/250 W , ROCK , Formby (TEMPLE)  
 KIXS-FM+, 93.3, .7 KW @ 185, ROCK (KILLEEN)  
 KOOV-FM , 103.1, 3 KW @ 300, ? ?  
 KPLE-FM , 104.9, 3 KW @ 300, BTFL MUS, Formby (TEMPLE)

KLBJ-FM - See Austin  
 KRLD, WBAP - See Dallas, Fort Worth  
 WACO, KWTX-FM - See Waco

TEXARKANA, TX

- 1. KCMC 27.1
- 2. KTFS 15.0
- 3. KOSY 14.3
- 4. KOSY-FM 9.0
- 5. KADO 7.5
- 6. KMLA-FM 6.0
- 7. KADO-FM 5.3
- 8. KRMD-FM 3.0
- 9. KEEL 1.5
- 10. WBAP .8

KCMC, 740, 1 KW , ? ?  
 KTFS, 1400, 1 KW/250 W , ? ?  
 KOSY, 790, 1 KW/500 W , ROCK  
 KADO, 940, 2.5 KW (Days), COUNTRY  
 KADO-FM, 107.1, 3 KW @ 160, BLACK  
 KMLA-FM, 103.9, 3 KW @ 210, COUNTRY (ASHDOWN)  
 KOSY-FM, 102.5, 35 KW @ 260, BTFL MUS

MIDLAND, TX

- 1. KNFM-FM 23.0
- 2. KCRS 19.5
- 3. KBAT-FM 18.4
- 4. KJBC 11.5
- 5. KRIG 6.9
- 6. KWMJ 5.7
- 7. KKKK-FM 3.4
- 8. KMND 1.1
- KYXX 1.1

KCRS, 550, 5 KW/1 KW , MOR, Mayes  
 KJBC, 1150, 1 KW (Days), COUNTRY  
 KRIG, 1410, 1 KW , MOR (ODESSA)  
 KMND, 1510, 500 W (Days), ? ?  
 KYXX, 920, 1 KW/500 W , COUNTRY, Wayne (ODESSA)  
 KNFM-FM, 92.3, 100 KW @ 390, MOR  
 KBAT-FM, 93.3, 100 KW @ 440, COUNTRY  
 KKKK-FM, 99.1, 100 KW @ 410, RELIG/SPAN (ODESSA)  
 KWMJ-FM, 103.3, 100 KW @ 920, ? ? , Mayes

PROVO, UTAH

- 1. KSL 18.6
- 2. KLUB 11.5
- 3. KAYK 9.0
- KEYY 9.0
- 5. KAYK-FM 4.5
- 6. KSFI-FM 7.1
- 7. KSOP-FM 6.4
- 8. KCPX 4.5
- KCPX-FM 4.5
- KFTN 4.5

KAYK, 960, 5 KW/1 KW, ROCK, First Media  
 KEYY, 1450, 1 KW/250 W, ROCK  
 KFTN, 1400, 1 KW/250 W, COUNTRY  
 KAYK-FM, 96.1, 37 KW @ 2620, CONTEMP, First Media

FOR ALL OTHER STATIONS SEE SALT LAKE CITY

WENATCHEE, WASH

- 1. KPQ 37.0
- 2. KWWW 16.7
- 3. KUEN 14.8
- 4. KPQ-FM 13.0
- 5. KOZI 10.0

KPQ, 560, 5 KW, MOR  
 KWWW, 1340, 1 KW/250 W, ROCK  
 KUEN, 900, 1 KW (Days), COUNTRY  
 KOZI, 1230, 1 KW/250 W, MOR (CHELAN)  
 KPQ-FM, 102.1, 35 KW @ 2655, BTFL MUS

LAS CRUCES, NM

- 1. KGRD-FM 17.2
- XROK 17.2
- 3. KGRT 14.9
- 4. KOBE 11.5
- 5. KOPE-FM 9.2
- 6. KTSM-FM 6.9
- 7. KASK-FM 5.7
- 8. KINT-FM 3.4
- 9. KHEY 2.3
- 10. KEZB-FM 1.1

KGRD-FM, 103.9, 2.7 KW @ 3, ROCK  
 KASK-FM, 103.1, .8 KW @ -111, ROCK  
 KOPE-FM 104.9, 3 KW @ -32, BTFL MUS  
 KGRT, 570, 5 KW (Days), COUNTRY  
 KOBE, 1450, 1 KW/250 W, MOR

FOR ALL OTHER STATIONS SEE EL PASO

LAKE CHARLES, LA

- 1. KLCL 20.2
- 2. KLOU 12.0
- 3. KLQQ-FM 10.6
- 4. KSNS-FM 8.7
- 5. KLCL-FM 8.2
- KJET 8.2
- 7. KEZM 7.2
- 8. KAOK 5.3
- 9. KOLE 3.8
- 10. KIOC-FM 3.4

KLCL, 1470, 5 KW, COUNTRY  
 KLOU, 1580, 1 KW, ROCK  
 KAOK, 1400, 1 KW/250 W, ROCK  
 KEZM, 1310, 500W (Days), COUNTRY (SULPHUR)  
 KLQQ-FM, 100.9, 3 KW @ 300, COUNTRY (SULPHUR)  
 KLCL-FM, 99.5, 35 KW @ 360, BTFL/MOR  
 KSNS-FM, 96.1, 100 KW @ 430, ??

KOLE, KJET, KIOC-FM - See Beaumont

ALEXANDRIA

- 1. KDBS 24.5
- 2. KALB 21.9
- 3. KRRV-FM 16.1
- 4. KSYL 9.7
- 5. KPAL 7.7
- 6. KSLI-FM 6.5
- 7. WLAC 1.3
- 8. KAPB-FM .6

KDBS, 1410, 1 KW (Days), ??  
 KALB, 580, 5 KW/1 KW, VARIETY, Lanford  
 KSYL, 970, 1 KW, MOR  
 KPAL, 1110, 500W (Days), COUNTRY (PINEVILLE)  
 KRRV-FM, 100.3, 29 KW @ 130, ??  
 KSLI-FM, 96.9, 100 KW @ 850, MOR, Lanford  
 KAPB-FM, 97.7, 3 KW @ 215, COUNTRY (MARKSVILLE)  
 WLAC - See Nashville

INFO ON STATIONS WHICH WERE EXCLUDED FROM  
ARBITRON'S REGULAR REPORT

KFRE in Fresno

KFRE had a 6.5 METRO SHARE versus a 6.6 in O/N 77 and a 7.4 in A/M 77. KFRE would have ranked #2 in TSA 1/4 HRS and #3 in 12+ TSA AMD.

KFRE Would have ranked #4 in 18-49 and 35-64. The station would have placed second in 25-49. Its total of 1724 12+ TSA CUME would have been good enough for second place.

WAPE in Jacksonville

WAPE had a 10.5 METRO SHARE against a 7.5 in O/N 77 and a 12.0 in A/M 77. WAPE would have placed third in TSA 1/4 HRS and # 2 in 12+ TSA AMD.

WAPE's total of 2662 12+ TSA CUME would have led the market. The station would be #2 in 18-34 and 18-49 and #4 in 25-49. WAPE would have led the market in TEENS.

KUPD

~~XXXX~~-FM in Phoenix

KUPD

~~XXXX~~-FM soared to a 9.8 share from a 5.9 in O/N 77 and 6.5 in A/M 77. The station would have been second in the market in 12+ TSA 1/4 HRS and in TSA CUME (2597). It would have been #4 in 12+ TSA AMD.

KUPD

~~XXXX~~-FM would be #1 in TEENS, #2 in 18-34, and third in 18-49 and 25-49. The station would be second in 12+ ADI 1/4 HR and 12+ ADI CUME.

INTERMEDIATE MARKETS (CONT'D)

SPRINGFIELD, MO

1. KWTO-FM	23.9	KTTS, 1400, 1 KW/250 W , COUNTRY, Great Empire
2. KTTS-FM	18.5	KWTO, 560, 5 KW , COUNTRY, Stuart
3. KTTS	14.0	KGBX, 1260, 5 KW , MOR
4. KWTO	11.9	KICK, 1340, 1 KW/250 W , ROCK
5. KGBX	8.6	KBUG, 1060, 500W (Days), MOR
6. KICK	7.8	KWTO-FM, 98.7, 100 KW @ 290, ROCK, Stuart
7. KBUG	5.3	KTTS-FM, 94.7, 100 KW @ 620, ? ? , Great Empire
8. KTXR-FM	3.7	KTXR-FM, 101.5, 100 KW @ 1150, BTFL MUS