

HE8698
.A64
1980
Spring

AMERICAN RADIO Spring 1980



James Duncan, Jr.

INTRODUCTION

This is the ninth edition of American Radio. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

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

I strongly urge you to carefully read the definitions pages at the front of Section B. This will help you understand all the information given in the individual market reports. Please feel free to call me with any questions you may have about the book.

ALL ARBITRON AUDIENCE ESTIMATES (SECTION A AND B) ARE COPYRIGHTED (1980) BY THE ARBITRON COMPANY AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR WRITTEN PERMISSION OF ARBITRON.

THE TV GROUP RANKINGS ARE BASED ON DATA PROVIDED BY THE A.C. NIELSEN COMPANY. THE SOURCE WAS THE "MARKET DAYPART SUMMARIES" COVERING THE NOVEMBER, 1979 SWEEPS. THE DATA IS SUBJECT TO QUALIFICATIONS DESCRIBED IN THAT REPORT. NIELSEN DATA MAY NOT BE USED WITHOUT THEIR PERMISSION.

MEDIASTAT AND STRATEGY RESEARCH CORPORATION DATA MAY NOT BE USED WITHOUT THEIR PERMISSION.

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

Copyright © by James Duncan, Jr.

This book may not be reproduced in whole or part, by mimeograph or any other means, without permission.

Short passages may be quoted.

PRINTED IN THE UNITED STATES OF AMERICA

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

Any corrections made by Arbitron to earlier published market reports are included if they were received by August 22, 1980.

This edition was completed on August 24, 1980. The last Arbitron report was received on August 23, 1980. Mailing reports to subscribers will begin on August 29, 1980. Working on such tight deadlines may cause production problems. If your August copy is defective in any way let me know and I will promptly mail another copy to you.

HIGHLIGHTS AND COMMENTS

WHERE'S FARGO?

The Fargo Arbitron was delayed and was not delivered until nearly a week after the other reports. Thus I was not able to put Fargo in its normal place in Section B. That section goes to the printer before Section A. If I had waited for Fargo to arrive the entire printing process would have been delayed over a week.

Fargo can be found immediately following the index. My thanks to Fargo subscribers KFGO, KQWB and WDAY for their understanding. The Panama City, FL CRMR can be found on the same page.

LEADING STATIONS

WBLS is the nation's highest rated station (1/4 HR AVG). Stations in the top 100 making large gains include: WNBC, WPAT-F, KJOI, WYNY, KLAC, KFNB, WLAK, WDAF, KIIS, WMGK, WRQX, WRVR, KRLY, WAAF, WCXI, WGCJ, WROR, KICK, WJEZ and KSTP-F.

OTHER LEADERS:	Teens - WBLS	TSA Cume - WABC
	18-34 - WBLS	Cume Rating - WOWO (Ft. Wayne)
	18-49 - WBLS	Metro Share - WWNC (Asheville)
	25-54 - WBLS	
	35-64 - WRFM	
	AMD - WGN	

FM SHARE CONTINUES TO GROW

The metro FM share of listening is now at 54.254%. This represents an increase of 6.22% over the Apr/May 79 figure. Lansing has the highest FM share (79.41%) and Casper has the lowest (12.33%). The Washington ADI has the highest FM share at 69.18%. Minneapolis-St. Paul is lowest with 43.36%.

FORMAT TRENDS

ROCK/AOR/CONTEMP and BTFL MUSIC continue to decline in share. COUNTRY and MOR/AC registered good growth on the FM Band. FM Country appears to be becoming a hot format.

One of the reasons for the MOR/AC growth is that I have made a special effort to break out what I consider true "adult contemporary" stations. I had two criteria by which I made this judgement: 1) an audience spread through most of the older demos. A minimal percentage of teens in the audience mix (usually less than 10%). 2) The station is personality oriented and has a strong local news effort. So far the true AC stations are largely confined to the fifty largest markets.

GROUP OWNERS

Some of the groups showing significant growth in the last year are NBC, Westinghouse, Inner City, Plough, Storz, Heftel, Group One, Greater Media, Entercom and Hubbard.

The new groups on the list are Viacom, First Media, Metroplex, McCormick, Scripps-Howard, Capitol (WRAL), Beck-Ross, Regional, Clear Channel, Buckley, WBI, Davis & Weaver, Buck and Peoria Journal Star.

COST-PER-THOUSAND

The average CPM (12+, TSA) is now \$2.97, a 12.46% increase since A/M 79. The CPM has increased 42.72% since 1977.

OTHER CATEGORY LEADERS

Casper has the greatest revenue per capita and Anaheim has the lowest. Casper also has the greatest profit per capita with Beaumont suffering the lowest. San Francisco continues to lead in national revenue per capita and New Bedford has the lowest. Columbus, Minneapolis, Dayton and Houston enjoy the highest profit margin.

Casper, Sarasota and Anaheim have the most expensive CFM's and New York, Roanoke and Knoxville have the lowest.

Burkhart-Abrams and Schulke are the leading syndicator/consultants.

Katz again leads the rep firms followed by Torbet, Eastman, McGavern-Guild, Blair and Christal.

WGN appears in more different rating books than any station (12 markets). WAAF-F (Worcester) appears in more books than any other FM station.

THE BOOK OF LISTS

A portion of my "Top 500 Stations" lists appears in the new Book of Lists 2 by the Irving Wallace family. The list of the top 30 stations from Apr/May 79 was used for the hardcover edition. Oct/Nov 79 data was used for the paperback edition which will soon be released.

MOST EXPENSIVE STATION

KMET-FM Los Angeles 60" = \$387,50

WHO SUBSCRIBES TO AMERICAN RADIO?

71.4% of the 12+ Share market leaders

70.1% of the stations registering greatest share gain in market

37.1% of the stations registering greatest share loss in market

INDEX

I. SECTION A: NATIONAL RANKING AND RATINGS ANALYSIS

A2-A7 America's 500 Most-Listened-to Stations
A8-A9 America's Leading FM Stations
A10 Leading Stations-Teens
A11 Leading Stations - 18-34
A12 Leading Stations - 18-49
A13 Leading Stations - 25-54
A14 Leading Stations - 35-64
A15 Leading Stations - 12+ TSA AMD
A16-A18 Leading Stations - 12+ TSA CUME
A19 Leading Stations - Metro Cume Rating
A20 Leading Stations - Metro Share
A21 Markets with Highest and Lowest APR
A22 National FM Share
A23 Markets with Highest and Lowest Percentage of FM Listenership
A24 ADI FM Share
A25 Station Format and Format Listenership
A26-A27 Best and Worst Markets for Various Formats
A28-A45 Group Rankings and Listings
A46-A59 Individual Station Audience Breakdowns
A60-A61 Market Revenue and Profitability
A62-A65 Market CPM's
A66 Radio Reps and Their Leading Stations
A67 Music Syndicators and Consultants
A68 Stations Appearing in Multiple ARB Markets
A69-A72 Metro Share Leaders and Major Changes

II. SECTION B: ARBITRON INDIVIDUAL MARKET REPORTS

B1-B3 Definitions, Clarifications and Explanations
Individual Market Reports for These Markets in Alphabetical Order

Akron	Chattanooga	Greenville,NC	McAllen-Browns
Alb-Schen-Troy	Chicago	Greenville,SC	Medford
Albuquerque	Cincinnati	Harrisburg	Mel-Tit-Cocoa
Allen-Beth-East	Cleveland	Hartford	Memphis
Altoona	Colorado Spg	Honolulu	Miami
Amarillo	Columbia,SC	Houston	Milwaukee
Anchorage	Columbus,GA	Huntington	Minn-St. Paul
Apple-Oshkosh	Columbus,OH	Huntsville,AL	Mobile
Asheville	Corpus Chr	Jackson,MS	Modesto
Atlanta	Dall-FW	Jacksonville	Montgomery
Atlantic City	Dayton	JC -Kins-Bristol	Nashville
Augusta,GA	Daytona Bea	Johnstown,PA	New Bedford
Austin,TX	Denver	Kalamazoo	New Haven
Baltimore	Des Moines	Kansas City	New York
Baton Rouge	Detroit	Knoxville	Norfolk
Beau-P. Arth-Oran	Duluth	Lafayette,LA	NE PA
Billings	El Paso	Lakeland	Oklahoma City
Binghamton	Erie	Lancaster	Omaha
Birmingham	Eugene-Spr	Lansing	Orlando
Boise	Evansville	Las Vegas	Pensacola
Boston	Fayetteville,NC	Lexington	Philadelphia
Buffalo	Flint	Lincoln	Phoenix
Burl-Platts	Ft. Lauderdale	Little Rock	Pittsburgh
Canton	Ft. Wayne	Los Angeles	Portland,ME
Casper,WY	Fresno	Louisville	Portland,OR
Cedar Rapids	Grand Rapids	Lubbock	Providence
Charleston,WV	Great Falls	Lynchburg,VA	Pueblo
Charleston	Green Bay	Macon	Raleigh
Charlotte	Greensboro-WS	Manchester	Reading

CONTINUATION OF INDEX

Reno	San Francisco	Syracuse	Washington,DC
Richmond	San Jose	Tallahassee	Waterloo-Cedar Falls
Roanoke	Sarasota	Tampa-St. Pete	West Palm Beach
Rochester, NY	Savannah	Terre Haute	Wheeling
Sacramento	Shreveport	Toledo	Wichita,KS
Saginaw	Sioux Falls,SD	Topeka	Wichita Falls, TX
St. Louis	Spokane	Tri-Cities,WA	Wilmington, DE
Salinas-Sea-Mont	Springfield,MA	Tucson	Wilmington, NC
Salt Lake City	Springfield,MO	Tulsa	Worcester
San Antonio	Steubenville	Utica-Rome	Yakima
San Diego	Stockton	Waco	York
			Youngstown

B231-B233 Continuation Pages
B234-B252 Arbitron Condensed Reports

B234 Albany,OR ; Provo,UT
B235 Champaign; Danville,ILL;Victoria,TX
B236 Redding,CA;St. Cloud,MN;Santa Rosa,CA
B237 Waterbury;Watertown;Battle Creek;Ft. Walton Beach
B238 Ithaca,NY;Ft. Pierce,FL;Chico,CA
B239 Cape Cod;Santa Fe;Ann Arbor
B240 Cheyenne;Trenton;Morristown
B241 Killeen;Salem,OR;Frederick,MD
B242 Pittsfield;Billingham;Augusta,ME
B243 Odessa;Tyler;Monroe
B244 Williamsport;Owensboro;Boseman
B245 Sioux City;Spring,IL;Lake Charles
B246 Ft. Meyers;Fayettesville;Abilene
B247 Dothan;Yuma;Eureka
B248 Albany,GA;Dubuque;Twin Falls
B249 Bangor;Rock,MN;Biloxi
B250 Joplin;Missoula;Bismarck
B251 Grand Forks;Rapid City;Charlottes
B252 Stauton;Eau Claire;La Crosse

III. SECTION C: OTHER REPORTS

C1-C5 Mediatrend Monthly Reports (alphabetical order)

Boston Chicago Cleveland Dallas Denver Houston Los Angeles
Milwaukee New York Philadelphia St. Louis San Francisco Washington

Mediastat "Non-Monthly" Reports

C6 Santa Maria, Greeley, Dover, Naples, Joliet, Elkhart, Burlington
C7 Hopkinsville, Paducah, Marquette, Meridian, Nashua, Morris (NJ), Winchester
C8 Florence, Troy, Eureka, Norwalk, Georgetown, Fort Walton Beach, Rome
C9 Danville, Jacksonville (IL), Anderson, Angola, Dubuque, Iowa City, Owensboro
C10 Hammond, Calais, Hagerstown, Salisbury, Fall River, Muskegon, Jackson (MI)
C11 C. Girardeau, Columbus (MS), Laurel, Natchez, Tupelo, Ithaca, Hickory
C12 Grand Forks, Greenville (OH), Salem (OR), Jackson (TN), Killeen, Tyler, Charlottes
C13 Harrisonburg, Beloit, Wausau, Manitowoc, Marinette, Wisc Rpds, Stevens Point
C14 Victoria, Lake Charles, Brunswick

Strategy Research Corporation

C15 San Juan

C16-C23 America's Leading TV Groups (A.C. Nielsen data)

FARGO

Market # 217
Revenue Rank # 117
Income Rank # 166
APR 16.1
SMSA Pop: 136,400

Revenue : \$3,693,048
Income : \$ 162,166
% Rev Gain: 14.1%
Stations: 717
Diaries: 618

National Rev: \$622,708
Nat Rev per Cap: \$4.57
Tot Rev per Cap: \$27.08
Tot Inc per Cap: \$1.19
Profit Margin: 4.4%

12+ METRO 1/4/SHARE			A/M 79	A/M 78	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KFGO	42/22.8	22.4	28.5	1. KFGO	118	1. KFGO	1265/34.2	
2. KQWB	31/16.8	15.3	9.1	2. WDAY	45	2. WDAY	816/30.5	
3. KQWB-F	28/15.2	11.7	12.1	3. KQWB-F	41	3. KQWB-F	602/32.7	
4. WDAY-F	25/13.6	10.2	8.5	4. KQWB	40	4. KQWB	587/35.3	
5. WDAY	19/10.3	15.8	17.6	5. WDAY-F	37	5. WDAY-F	474/21.0	
6. KVOX-F	14/ 7.6	3.1	3.6	6. KVOX-F	15	6. KVOX	339/24.3	
7. KVOX	12/ 6.5	10.2	13.3	7. KVOX	14	7. KVOX-F	197/15.8	

12+ FM SHARE (METRO): 39.18% (67 of 171) (A/M 79: 27.68%)
12+ FM SHARE (TSA) : 29.43% (93 of 316) (A/M 79: 17.55%)

TEENS		18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KQWB	1. KQWB-F	1. KQWB-F	1. KFGO	1. KFGO	1. KFGO	1. KFGO
2. KQWB-F	KQWB	KFGO	2. WDAY-F	2. WDAY	2. WDAY	2. WDAY
	3. KFGO	3. KQWB	3. KQWB	WDAY-F	3. KQWB-F	3. KQWB-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	43 (2)	28 (1)	71 (3)	41.5
COUNTRY	42 (1)	14 (1)	56 (2)	32.7
BTFL MUSIC		25 (1)	25 (1)	14.6
MOR/AC	19 (1)		19 (1)	11.1
			171 (7)	

RADIO STATIONS

KFGO, 790, 5 KW (DA-N), COUNTRY, CBS, \$38.75 (Katz) Communi Prop
 KQWB, 1550, 5 KW (DA-N), CONTEMP, \$19.50 (Torbet) Midwest
 KVOX, 1280, 1 KW/500 W (DA-N), CONTEMP, ABC-C, \$15.00 (Howard)
 WDAY, 970, 5 KW (DA-N), MOR, MBS,NBC, \$38.50 (Mc-Guild)
 KQWB-F, 98.7, 100 KW @ 465, ROCK, \$19.50 (Torbet) Midwest
 KVOX-F, 99.9, 27 KW @ 170, COUNTRY, \$ 7.50 (Howard)
 WDAY-F, 93.7, 100 KW @ 1050, BTFL MUS (Bonne), MBS, \$18.00 (Mc-Guild)

TV STATIONS

KTHI Fargo 11 ABC, Morgan Murphy
 KXJB Valley City 4 CBS
 WDAY Fargo 6 NBC

NEWSPAPER

Fargo Forum AD 57,995

PANAMA CITY, FL

Market #/Pop: 285/95,500
APR 13.4

Revenue Rank: 259
Income Rank: 350

Diaries: 287
FM Share: 64.36%

12+ METRO 1/4/SHARE

12+ TSA 1/4/CUME

1. WPFM-F	25/23.8	1. WPFM-F	51/512	WDLF, 590, 1 KW (DA-N), CONTEMP
2. WPAP-F	23/21.9	2. WPAP-F	46/608	ABC-I, \$8.50 (PRO)
3. WGNE-F	17/16.2	3. WGNE-F	20/196	
4. WPCF	16/15.2	4. WPCF	16/111	WPAP-F, 92.5, 100 KW @ 1230, COUNTRY
5. WDLF	13/12.4	5. WDLF	13/261	\$10.00 (Carpenter)
WGNE-F, 98.5, 100 KW @ 154, BTFL MUS		ABC-F, \$10.00 (Torbet)		
WPFM-F, 107.9, 100 KW @ 780, ROCK		\$15.00 (HR/Stone)		
WPCF, 1290, 500 W (DAYS), RELIGION		ABC-I, \$ 6.00 (Jones)		

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS*

<u>STATION</u>	<u>MARKET</u>	<u>1/4 HR AVG</u>	<u>FORMAT</u>	<u>OWNER</u>	<u>A/M 79 RANK</u>
1. WBSL-F	New York	2033	Black	Inner City	4
2. WKTU-F	New York	1676	Black/Disco	SJR	1
3. WCBS	New York	1510	News	CBS	6
4. WGN	Chicago	1490	MOR/Talk	WGN Cont	5
5. WOR	New York	1440	Talk	RKO	2
6. WABC	New York	1321	Rock	ABC	3
7. WNBC	New York	1281	Rock	NBC	19
8. WINS	New York	1219	News	Westinghouse	11
9. WLS	Chicago	1178	Rock	ABC	7
10. WRFM-F	New York	1176	BTFL	Bonneville	9
11. WMAQ	Chicago	1163	Country	NBC	15
12. KDKA	Pittsburgh	1091	MOR	Westinghouse	14
13. WJR	Detroit	1055	MOR	Cap Cities	12
14. WCCO	Minn-St. Paul	1015	MOR		10
15. WFLJ-F	New York	1000	AOR	ABC	18
16. KYW	Philadelphia	934	News	Westinghouse	19
17. KABC	Los Angeles	933	Talk	ABC	8
18. KGO	San Francisco	899	News /Talk	ABC	25
19. WPAT-F	New York	890	BTFL	Cap Cities	13
20. WBBM	Chicago	867	News	CBS	24
21. KMOX	St. Louis	839	Talk/News	CBS	16
22. WNEW	New York	821	MOR	Metromedia	22
23. KBIG-F	Los Angeles	815	BTFL	Bonneville	26
24. KNX	Los Angeles	811	News	CBS	30
25. WMCA	New York	791	Talk		27
26. KMET-F	Los Angeles	787	AOR	Metromedia	21
27. WHN	New York	754	Country	Mutual	23
WCBS-F	New York	754	Oldies	CBS	28
29. KFI	Los Angeles	748	Contemp/AC	Cox	37
30. WBAP	Dallas-FW	736	Country	Cap Cities	17
31. WL00-F	Chicago	733	BTFL	Century	29
32. WBZ	Boston	701	MOR	Westinghouse	34
33. WPAT	New York	652	BTFL	Cap Cities	51
34. KJOI-F	Los Angeles	643	BTFL	LA Coke	47
35. WHDH	Boston	637	MOR	John Blair	36
36. WNEW-F	New York	627	AOR	Metromedia	31
37. WYNY-F	New York	623	AC	NBC	52
38. KLAC	Los Angeles	593	Country	Metromedia	64
39. KFVB	Los Angeles	540	News	Westinghouse	54
WTIC	Hartford	540	MOR		32
41. WIP	Philadelphia	523	AC	Metromedia	43
42. WLAK-F	Chicago	516	BTFL	Storer	58
43. WWSH-F	Philadelphia	513	BTFL	Cox	35
WIND	Chicago	513	Talk	Westinghouse	50
WDAF	Kansas City	513	Country	Taft	66
46. WRIF-F	Detroit	511	AOR	ABC	101
47. KRTH-F	Los Angeles	507	AC	RKO	46
48. WADO	New York	504	Spanish		49
49. WMMR-F	Philadelphia	502	AOR	Metromedia	40
50. KCBS	San Francisco	497	News	CBS	62

*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>1/4 HR AVG</u>	<u>FORMAT</u>	<u>OWNER</u>	<u>A/M 79 RANK</u>
51. KRLA	Los Angeles	495	Rock		59
52. WMMS-F	Cleveland	479	AOR	Malrite	74
53. WLW	Cincinnati	478	MOR	Mariner	56
54. KIIS-F	Los Angeles	477	Disco	Gannett	99
55. WXLO-F	New York	471	Contemp	RKO	33
56. KNBR	San Francisco	464	MOR/AC	NBC	42
57. WMGK-F	Philadelphia	457	Cont/AC	Greater Media	156
58. WLUP-F	Chicago	454	AOR	Heftel	38
59. WBAL	Baltimore	444	MOR	Hearst	90
WMAL	Washington	444	MOR/Talk	ABC	63
61. WEEI	Boston	443	News	CBS	86
62. WPGC-F+	Washington	439	Rock	First Media	39
KNX-F	Los Angeles	439	Soft/AC	CBS	85
64. WTEM-F	New York	432	AC		60
65. WJIB-F	Boston	419	BTFL	GE	43
66. KOST-F	Los Angeles	413	BTFL	Cox	76
67. WDVV-F	Philadelphia	411	BTFL		55
68. WRQX-F	Washington	408	Rock	ABC	500+
69. WRVR-F	New York	405	Jazz	Viacom	132
70. WDAS-F	Philadelphia	398	Black/AOR	NBN	43
71. CKLW	Detroit	397	AC	Baton	41
72. WQXR-F+	New York	394	Classical	New York Times	72
73. WTMJ	Milwaukee	390	MOR	Milw Journal	70
WYSP-F	Philadelphia	390	AOR	SJR	113
75. KMPC	Los Angeles	389	MOR	Golden West	48
76. KRLLY-F	Houston	385	Disco	SJR	372
77. KFRC	San Francisco	382	Rock	RKO	53
78. WBCN-F	Boston	380	AOR	Infinity	80
79. WAAF-F	Worcester	377	AOR	Park City	153
WJIT	New York	377	Spanish	SJR	45
81. WMJC-F	Detroit	376	AC/Cont	Greater Media	86
82. WCXI	Detroit	375	Country	Golden West	249
83. WGCI-F	Chicago	374	Black	Gannett	239
84. WUSL-F	Philadelphia	371	AC	LIN	173
85. KVIL-F	Dallas	370	AC	Fairbanks	83
86. WBMX-F	Chicago	369	Black		57
87. WFIL	Philadelphia	366	AC/Contemp	LIN	77
88. WVBF-F	Boston	361	Rock	Fairbanks	68
WROR-F	Boston	361	AC	RKO	163
90. WFYR-F	Chicago	359	AC	RKO	104
91. KIKK-F	Houston	357	Country	Viacom	225
WPIX-F	New York	357	Rock	WGN Cont	123
93. WJEZ-F	Chicago	354	Country	Plough	237
94. KFOG-F	San Francisco	349	BTFL	GE	127
WCAU	Philadelphia	349	Talk	CBS	66
WGY	Schenectady	349	MOR	GE	139
97. WCZY-F	Detroit	347	BTFL	Gannett	166
KFAB	Omaha	347	MOR	Lee	91
99. KLOS-F	Los Angeles	344	AOR	ABC	78
100. KSTP-F	Minn-SP	338	AC	Hubbard	203

101.	WZGC-F	Atlanta	337	151.	WHIO-F	Dayton	261
	WKQX-F	Chicago	337		WDAI-F	Chicago	261
103.	WRAL-F	Raleigh	335		WLYY-F	Baltimore	261
	WCOZ-F	Boston	335	154.	KOAX-F	Dallas	259
105.	WWJ	Detroit	334		WNCI-F	Columbus	259
106.	WSB	Atlanta	332		WDOK-F	Cleveland	259
107.	KSCS-F	Dallas-FW	327		WWWK-F	St. Louis	259
108.	WHO	Des Moines	318		WOWO	Fort Wayne	259
109.	KRLD	Dallas	316	159.	WXTZ-F	Indianapolis	258
110.	WVEE-F	Atlanta	314		WWBA-F	Tampa-SP	258
	WGCL-F	Cleveland	314	161.	WLVQ-F	Columbus	256
112.	KSOL-F	San Francisco	312		WOKI-F	Knoxville	256
113.	WQAL-F	Cleveland	308	163.	KDAY	Los Angeles	254
114.	WJR-F	Detroit	307	164.	WIBC	Indianapolis	253
	WXKS-F	Boston	307	165.	KKYX	San Antonio	252
116.	WVNJ-F	New York	304	166.	WXYV-F	Baltimore	251
117.	WEFM-F	Chicago	301	167.	WBT	Charlotte	250
118.	KIRO	Seattle	298	168.	WAIT	Chicago	247
	WCLR-F	Chicago	298	169.	WBBM-F	Chicago	246
	WDGY	Minn-SP	298		WABX-F	Detroit	246
121.	WDRQ-F	Detroit	294	171.	WKRQ-F	Cincinnati	245
122.	WNIC-F	Detroit	290	172.	WHB	Kansas City	244
123.	WWDB-F	Philadelphia	289		WROQ-F	Charlotte	244
124.	WEZW-F	Milwaukee	288	174.	KZAP-F	Sacramento	242
125.	WOMC-F	Detroit	287		WBEN-F	Buffalo	242
	KHTZ-F	Los Angeles	287	176.	WJYE-F	Buffalo	241
127.	WSNI-F	Philadelphia	284		KYYS-F	Kansas City	241
128.	WEZN-F	Bridgeport	283	178.	KSFX-F	San Francisco	240
	WDVE-F	Pittsburgh	283	179.	WCAU-F	Philadelphia	239
130.	KQRS-F+	Minn-SP	282		WRKO	Boston	239
	WKLS-F	Atlanta	282		WLKW-F	Providence	239
132.	KPRC	Houston	281	182.	WVWW-F	Detroit	236
133.	KHJ	Los Angeles	280	183.	WHUD-F	New York	234
134.	WHYI-F	Miami	278		WPJB-F	Providence	234
135.	KTSA	San Antonio	276	185.	KSFO	San Francisco	233
136.	WKYS-F	Washington	273	186.	WTAE	Pittsburgh	232
	KUTE-F	Los Angeles	273		KIMN	Denver	232
	WSHH-F	Pittsburgh	273	188.	KXOK	St. Louis	231
	KNIX-F+	Phoenix	273	189.	KRBE-F	Houston	230
	WOW	Omaha	273		KIQQ-F	Los Angeles	230
141.	WLIF-F	Baltimore	272	191.	WMET-F	Chicago	229
	KVOO	Tulsa	272	192.	WIVK-F	Knoxville	228
143.	WIOQ-F	Philadelphia	271		WGAR	Cleveland	228
	KSHE-F	St. Louis	271	194.	KABL-F	San Francisco	227
145.	WSOC-F	Charlotte	268	195.	WWWE	Cleveland	226
	WISN	Milwaukee	268		KGBT	Harlingen	226
147.	KYND-F	Houston	267		KOMO	Seattle	226
148.	WXKX-F	Pittsburgh	266	198.	WPOC-F	Baltimore	225
149.	KYUU-F	San Francisco	264		KZEW-F	Dallas	225
	WGAY-F	Washington	264		KGW	Portland	225

201.	KDIA	San Francisco	224	251.	KLOL-F	Houston	199
	KMEZ-F	Dallas-FW	224		WHLI	Long Island	199
	WQXI-F	Atlanta	224		KTNR	Los Angeles	199
	WBEN	Buffalo	224		WGN	Buffalo	199
	WIOF-F	Toledo	224	255.	WVON	Chicago	198
206.	KSSN-F	Little Rock	223	256.	KMEL-F	San Francisco	197
	KEZK-F	St. Louis	223		KABL	San Francisco	197
	WIL-F	St. Louis	223	258.	WPEZ-F	Pittsburgh	196
	KOA	Denver	223	259.	WPCH-F	Atlanta	195
	WHK	Cleveland	223	260.	WMC-F	Memphis	194
211.	WWJ-F	Detroit	222		WFBK	Baltimore	194
	WXLK-F	Roanoke	222		KRAK	Sacramento	194
213.	WIFI-F	Philadelphia	221	263.	WSUN	Tampa-SP	193
214.	KIOI-F	San Francisco	220		KKGO-F	Los Angeles	193
	WLYF-F	Miami	220		WOOD-F	Grand Rapids	193
	XTRA	Los Angeles	220		WLPX-F	Milwaukee	193
217.	WRCH-F	Hartford	219	267.	WMZQ-F	Washington	192
218.	WFMT-F	Chicago	218		KZLA-F	Los Angeles	192
	WEEI-F	Boston	218		WKBW	Buffalo	192
	WZZP-F	Cleveland	218	270.	WMYK-F	Norfolk	191
221.	WASH-F	Washington	217	271.	KILT-F	Houston	189
222.	KLZ	Denver	216		WHRK-F	Memphis	189
223.	WBOS-F	Milwaukee	214	273.	WITS	Boston	187
224.	WEBN-F	Cincinnati	213		WRTH	St. Louis	187
	KBPI-F	Denver	213	275.	KAUM-F	Houston	186
	KNEW	San Francisco	213		WJYW-F	Tampa-SP	186
227.	KMJQ-F	Houston	212	277.	WWKX-F	Nashville	185
	WTVN	Columbus	212		WFBQ-F	Indianapolis	185
229.	WRVA	Richmond	211		WHAS	Louisville	185
	KROQ-F	Los Angeles	211		KTXQ-F	Dallas-FW	185
231.	KTRH	Houston	210		KILT	Houston	185
	WFAA	Dallas	210	282.	KSLQ-F	St. Louis	182
	WAVA-F	Washington	210		WBLI-F	Long Island	182
234.	WNCN-F	New York	209	284.	WTTX	New Orleans	180
	WTOP	Washington	209	285.	WEZB-F	New Orleans	179
	KLVE-F	Los Angeles	209		WEZO-F	Rochester	179
237.	WRHC	Miami	208		KEWT-F	Sacramento	179
238.	WPEN	Philadelphia	207		WNWS	Miami	179
239.	KSSK	Honolulu	206		KKNG-F	Oklahoma City	179
240.	WHAM	Rochester	204		WENN-F	Birmingham	179
241.	KHOW	Denver	203		WFLN-F+	Philadelphia	179
	WJMI-F	Jackson, MS	203		KJLH-F	Los Angeles	179
	WPTF	Raleigh	203	293.	WONE	Dayton	178
244.	WTQR-F	Greens-WS	202		WEPP	Pittsburgh	178
	WDBO-F	Orlando	202		WRVQ-F	Richmond	178
	WIKS-F	Indianapolis	202	296.	KSEA-F	Seattle	177
	KJQY-F	San Diego	202		WBNS-F	Columbus	177
248.	WERE	Cleveland	201		WXYZ	Detroit	177
	KKDA-F	Dallas	201	299.	WFLA-F	Tampa-SP	176
	KMBZ	Kansas City	201		WPRO-F	Providence	176

	WTNZ	Miami	176		KSTP	Minn-SP	160
302.	WOOK-F	Washington	175		WSM	Nashville	160
303.	WMT	Cedar Rapids	173		KQYT-F	Phoenix	160
	WKXX-F	Birmingham	173	354.	WKRC	Cincinnati	159
	WQBA	Miami	173		WLOL-F	Minn-SP	159
	KMBR-F	Kansas City	173		WSIX-F	Nashville	159
	KODA-F	Houston	173	357.	WQYK-F	Tampa-SP	158
308.	WJPC	Chicago	172		KJR	Seattle	158
	KLIR-F	Denver	172	359.	WJBR-F	Wilmington, DE	157
	WUBE-F	Cincinnati	172	360.	KNOB	Los Angeles	156
	KRAK	Sacramento	172		WKQS-F	Miami	156
312.	KOY	Phoenix	171	362.	WAXY-F	Miami	155
	WJZZ-F	Detroit	171	363.	WMMF-F	Baton Rouge	154
	KFMB	San Diego	171		WKJJ-F	Louisville	154
315.	KOIT-F	San Francisco	170	365.	WJLB	Detroit	153
	KBAY-F	San Jose	170		WURL	New York	153
	WRBQ-F	Tampa	170		WTUE-F	Dayton	153
	WAYL-F	Minn-SP	170		KAZY-F	Denver	153
319.	KXL-F	Portland	169		WKSS-F	Hartford	153
	WEZC-F	Charlotte	169		WEZK-F	Knoxville	153
	KTAR	Phoenix	169	371.	WFBC-F	Greenville,SC	152
	KOPA-F	Phoenix	169	372.	KRMG	Tulsa	151
	KCMO	Kansas City	169		WFMS-F	Indianapolis	151
	WPNT-F	Pittsburgh	169		WCCO-F	Minn-SP	151
325.	KFJZ-F	Dallas-FW	168		WDMT-F	Cleveland	151
	WQDR-F	Raleigh	168	376.	KNOK-F	Dallas-FW	150
327.	WFLY-F	Albany	167		KQV	Pittsburgh	150
	WXRT-F	Chicago	167		WTLC-F	Indianapolis	150
	KISW-F	Seattle	167		KOFM-F	Oklahoma City	150
330.	WQXM-F	Tampa-SP	166		KSO	Des Moines	150
	WRC	Washington	166	381.	WCKY	Cincinnati	149
	WDAS	Philadelphia	166		KEBC-F	Oklahoma City	149
	WJJD	Chicago	166	383.	WXKS	Boston	148
	WOJO-F	Chicago	166		WPLR-F	New Haven	148
	WNDU-F	South Bend	166	385.	KMEQ-F	Phoenix	147
	WEZI-F	Memphis	166		WKBN-F	Youngstown	147
337.	WCBM	Baltimore	165		KFYE-F	Fresno	147
	WAMO-F	Pittsburgh	165		WTIC-F	Hartford	147
339.	WCMS-F	Norfolk	164		WNAP-F	Indianapolis	147
	WHIO	Dayton	164		WESC-F	Greenville, SC	147
	WHUE-F	Boston	164	391.	WLAV-F	Grand Rapids	146
	WWDG-F	Washington	164		WYOR-F	Miami	146
343.	WJMD-F	Washington	163		WHP-F	Harrisburg	146
	WFOG-F	Norfolk	163		KUPL-F	Portland	146
	KSL	Salt Lake City	163	395.	KGON-F	Portland	145
346.	WAMZ-F	Louisville	161		WCCC-F	Hartford	145
	WGFR-F	Detroit	161		WYD-F	Raleigh	145
	WHUR-F	Washington	161		WNJR	Newark	145
349.	WTWR-F	Detroit	160	399.	KING	Seattle	144
	WJOI-F	Pittsburgh	160	400.	WIXX-F	Green Bay	143

	WAIA-F	Miami	143		KCEZ-F	Kansas City	133
	KWST-F	Los Angeles	143		KDWB	Minn-SP	133
	WSTW-F	Wilmington, Del	143		WIVY-F	Jacksonville	133
404.	KLOK	San Jose	142		WGRD-F	Grand Rapids	133
	WIRE	Indianapolis	142	455.	WLIB	New York	132
	KOSI-F	Denver	142		WHYN-F	Springfield, MA	132
	WGRQ-F	Buffalo	142	457.	WEAT-F	West Palm Beach	131
	WSYR	Syracuse	142		WMEE-F	Fort Wayne	131
409.	WZZD	Philadelphia	141		WDSY-F	Pittsburgh	131
	KMGC-F	Dallas	141	460.	KBLX-F	San Francisco	130
	KGfJ	Los Angeles	141		KGB-F	San Diego	130
	WMC	Memphis	141		WKTZ-F	Jacksonville	130
413.	WYNF-F	Tampa-SP	140		WCTO-F	Long Island	130
	KMOX-F	St. Louis	140	464.	WROW	Albany	129
	KEEY-F	Minn-SP	140		KQXT	San Antonio	129
	WARM	Scranton	140		WOAI	San Antonio	129
	WIOD	Miami	140		WLTA-F	Atlanta	129
	WHP	Harrisburg	140		WXGT-F	Columbus	129
419.	WSKZ-F	Chattanooga	139		WOKF-F	Tampa-SP	129
	WKRC-F	Mobile	139	470.	KCBS-F	San Francisco	128
	WZXR-F	Memphis	139		KIQI	San Francisco	128
	WOWI-F	Norfolk	139		WHND	Detroit	128
	WBYU-F	New Orleans	139		KOMA	Oklahoma City	128
	WJW	Cleveland	139		WWVA	Wheeling	128
	KOME-F	San Jose	139	475.	WQQQ-F	Allen-Beth	127
426.	WGMS-F+	Washington	138		KDFC-F+	San Francisco	127
	WFFM-F	Pittsburgh	138		KENR	Houston	127
	WYNK-F	Baton Rouge	138		KZAM-F	Seattle	127
	KTOK	Oklahoma City	138		WDAO-F	Dayton	127
430.	WBBQ-F	Augusta	137	480.	WWWL-F	Miami	126
	WANS-F	Greenville, SC	137		KDKB-F	Phoenix	126
	KEX	Portland	137		WKCI-F	New Haven	126
	WSSH-F	Boston	137		WSB-F	Atlanta	126
434.	WVEZ-F	Louisville	136		WSRS-F	Worcester	126
435.	WSPA-F	Greenville, SC	135	485.	KBOX	Dallas-FW	125
	WDIA	Memphis	135		KPRS-F	Kansas City	125
	WLQR-F	Toledo	135		KPPL-F	Denver	125
	KALI	Los Angeles	135		KPLZ-F	Seattle	125
	KPRI-F	San Diego	135		WVYZ-F	Waterbury	125
	WLBS-F	Detroit	135		WQEN-F	Birmingham	125
	WCAO	Baltimore	135		WOOD	Grand Rapids	125
	WAKR	Akron	135	492.	WDBN-F	Cleveland	124
443.	WWIN	Baltimore	134		WFLA	Tampa	124
	WMHE-F	Toledo	134		WGBI-F	Scranton	124
	WAKY	Louisville	134		KIKI	Honolulu	124
	WWEZ-F	Cincinnati	134		WYFM-F	Youngstown	124
	WHNN-F	Saginaw	134	497.	WZEZ-F	Nashville	123
	KWKH	Shreveport	134		WHCN-F	Hartford	123
449.	KSAN-F	San Francisco	133	499.	WGLD-F	Greens-WS	122
	WPRO	Providence	133		WQIK-F	Jacksonville	122
					WEAN	Providence	122
					KFAC-F	Los Angeles	122
					WMAR-F	Baltimore	122

AMERICA'S LEADING FM STATIONS*

<u>STATION</u>	<u>MARKET</u>	<u>FORMAT (Syndicator/Consultant)</u>	<u>OWNER</u>	<u>1/4 HR AVG</u>
1. WBLS	New York	BLACK	Inner City	2033
2. WKTU	New York	BLACK/DISCO	SJR	1676
3. WRFM	New York	BTFL MUS (Bonneville)	Bonneville	1176
4. WPLJ	New York	AOR	ABC	1000
5. WPAT	New York	BTFL MUSIC	Capital Cities	890
6. KBIG	Los Angeles	BTFL MUSIC (Bonneville)	Bonneville	815
7. KMET	Los Angeles	AOR	Metromedia	787
8. WCBS	New York	OLDIES	CBS	754
9. WLOO	Chicago	BTFL MUSIC (FM-100)	Century	733
10. KJOI	Los Angeles	BTFL MUSIC (Schulke)	LA Coke	643
11. WNEW	New York	AOR	Metromedia	627
12. WYNY	New York	AC	NBC	623
13. WLAK	Chicago	BTFL MUSIC (Schulke)	Storer	516
14. WWSH	Philadelphia	BTFL MUS (Schulke)	Cox	513
15. WRIF	Detroit	AOR	ABC	511
16. KRTH	Los Angeles	AC	RKO	507
17. WMMR	Philadelphia	AOR	Metromedia	502
18. WMMS	Cleveland	AOR	Malrite	479
19. KIIS	Los Angeles	DISCO	Gannett	477
20. WXLO	New York	CONTEMP	RKO	471
21. WMGK	Philadelphia	CONTEMP	Greater Media	457
22. WLUP	Chicago	AOR (Burk-Abr)	Heftel	454
23. WPGC+	Washington	ROCK	First Media	439
KNX	Los Angeles	SOFT/AC	CBS	439
25. WTFM	New York	CONTEMP		432
26. WJIB	Boston	BTFL MUSIC (Schulke)	GE	419
27. KOST	Los Angeles	BTFL MUSIC (FM-100)	Cox	413
28. WDVN	Philadelphia	BTFL MUSIC		411
29. WRQX	Washington	ROCK	ABC	408
30. WRVR	New York	JAZZ	Viacom	405
31. WDAS	Philadelphia	BLACK/AOR	NBN	398
32. WQXR+	New York	CLASSICAL	New York Times	394
33. WYSP	Philadelphia	AOR (Burk-Abr)	SJR	390
34. KRLY	Houston	DISCO (Burk-Abr)	SJR	385
35. WBCN	Boston	AOR	Infinity	380
36. WAAF	Worcester	AOR (Burk-Abr)	Park City	377
37. WMJC	Detroit	CONTEMP/AC	Greater Media	376
38. WGCI	Chicago	BLACK	Gannett	374
39. WUSL	Philadelphia	AC	LIN	371
40. KVIL	Dallas	AC	Fairbanks	370
41. WBMX	Chicago	BLACK		369
42. WVBF	Boston	ROCK	Fairbanks	361
WROR	Boston	AC	RKO	361
44. WFYR	Chicago	AC	RKO	359
45. KIKK	Houston	COUNTRY	Viacom	357
WPIX	New York	ROCK	WGN Cont	357
47. WJEZ	Chicago	COUNTRY	Plough	354
48. KFOG	San Francisco	BTFL (Schulke)	GE	349
49. WCZY	Detroit	BTFL MUS (Churchill)	Gannett	347
50. KLOS	Los Angeles	AOR	ABC	344

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

<u>STATION</u>	<u>MARKET</u>	<u>FORMAT (Syndicator/Consultant)</u>	<u>OWNER</u>	<u>1/4 HR AVG</u>
51. KSTP	Minn-SP	AC	Hubbard	338
52. WZGC	Atlanta	ROCK	First Media	337
WKQX	Chicago	AC	NBC	337
54. WRAL	Raleigh	CONTEMP	Capitol	335
WCOZ	Boston	AOR	John Blair	335
56. KSCS	Dallas-FW	COUNTRY	Capital Cit	327
57. WVEE	Atlanta	DISCO	Plough	314
WGCL	Cleveland	ROCK		314
59. KSOL	San Francisco	BLACK	United	312
60. WQAL	Cleveland	BTFL MUSIC (Bonne)	SJR	308
61. WJR	Detroit	BTFL MUSIC (Bonne)	Capital Cit	307
WXKS	Boston	DISCO/ROCK	Heftel	307
63. WVNJ	Newark	BTFL MUSIC		304
64. WEFM	Chicago	ROCK	GCC	301
65. WCLR	Chicago	AC	Bonneville	298
66. WDRQ	Detroit	ROCK	Charter	294
67. WNIC	Detroit	AC	M. Josephson	290
68. WWDB	Philadelphia	TALK		289
69. WEZW	Milwaukee	BTFL MUSIC (Schulke)	Multimedia	288
70. WOMC	Detroit	AC	Metromedia	287
KHTZ	Los Angeles	ROCK	Greater Media	287
72. WSNi	Philadelphia	AC	Associated	284
73. WEZN	Bridgeport	BTFL MUSIC (TM)	Park City	283
WDVE	Pittsburgh	AOR (Burk-Abr)	Taft	283
75. KQRS+	Minn-SP	AOR (Burk-Abr)	McKenna	282
WKLS	Atlanta	AOR (Burk-Abr)	SJR	282
77. WHYI	Miami	ROCK	First Media	278
78. WKYS	Washington	DISCO	NBC	273
KUTE	Los Angeles	DISCO/BLACK	Inner City	273
WSHH	Pittsburgh	BTFL MUS (Schulke)	Nationwide	273
KNIX+	Phoenix	COUNTRY	Buck Owens	273
82. WLI F	Baltimore	BTFL MUS (Schulke)	Cox	272
83. WIOQ	Philadelphia	ROCK	Outlet	271
KSHE	St. Louis	AOR	Century	271
85. WSOC	Charlotte	COUNTRY (TM)	Cox	268
86. KYND	Houston	BTFL MUS (Schulke)	Southern/HH	267
87. WXXX	Pittsburgh	ROCK	Hearst	266
88. KYUU	San Francisco	AC	NBC	264
WGAY	Washington	BTFL MUS	Greater Media	264
90. WHIO	Dayton	BTFL MUS (Schulke)	Cox	261
WDAI	Chicago	DISCO	ABC	261
WIYY	Baltimore	AOR (Burk-Abr)	Hearst	261
93. KOAX	Dallas	BTFL MUS (Schulke)	Westinghouse	259
WNCI	Columbus	ROCK	Nationwide	259
WDOK	Cleveland	BTFL MUS (Churchill)	Gannett	259
WWWK	St. Louis	ROCK	Doubleday	259
97. WXTZ	Indianapolis	BTFL MUS (Schulke)	Mid America	258
WWBA	Tampa-SP	BTFL MUS		258
99. WLVB	Columbus	AOR (Burk-Abr)	Taft	256
WOKI	Knoxville	ROCK		256

AMERICA'S LEADING STATIONS - TEENS*

1. WBLS-F	New York	WDVE-F	Pittsburgh
2. WKTU-F	New York	52. WNEW-F	New York
3. WPLJ-F	New York	KSLQ-F	St. Louis
4. WNBC	New York	54. KDIA	San Francisco
5. WABC	New York	55. KGB	San Diego
6. KMET-F	Los Angeles	WJYY-F	Baltimore
7. WLS	Chicago	WJKS-F	Indianapolis
8. KJIS-F	Los Angeles	58. WGCL-F	Cleveland
9. WDRQ-F	Detroit	KLOS-F	Los Angeles
10. WEFM-F	Chicago	WLPX-F	Milwaukee
11. WWL-F	St. Louis	61. WPIX-F	New York
12. WRQX-F	Washington	WAMO-F	Pittsburgh
13. WLUP-F	Chicago	63. WKXX-F	Birmingham
14. KRLY-F	Houston	KISW-F	Seattle
15. WGCI-F	Chicago	KHTZ-F	Los Angeles
16. WYSF-F	Philadelphia	WZZD	Philadelphia
17. WVBF-F	Boston	WABX-F	Detroit
18. KSOL-F	San Francisco	68. KLOL-F	Houston
19. WMET-F	Chicago	WOOK-F	Washington
20. WMMR-F	Philadelphia	70. KDWB	Minn-SP
WRIF-F	Detroit	71. KSTP-F	Minn-SP
22. WDAS-F	Philadelphia	72. WEZB-F	New Orleans
WXLO-F	New York	KZEW-F	Dallas-FW
24. KFI	Los Angeles	74. WLYT-F	Cleveland
25. WDAI-F	Chicago	WMJC-F	Detroit
26. KFRC	San Francisco	76. KAUM-F	Houston
27. KRBE-F	Houston	WMMS-F	Cleveland
KRLA	Los Angeles	78. WPRO-F	Providence
29. WPJB-F	Providence	WAVA-F	Washington
WVWW-F	Detroit	KIKK-F	Houston
31. KFJZ-F	Dallas-FW	81. WQXM-F	Tampa
32. KDAY	Los Angeles	KNOK-F	Dallas-FW
33. WIFJ-F	Philadelphia	KIQQ-F	Los Angeles
34. KQRS-F+	Minn-SP	WBEN-F	Buffalo
WBMX-F	Chicago	85. KOME-F	San Jose
36. KHJ	Los Angeles	86. WXGT-F	Columbus
37. WZGC-F	Atlanta	87. WFLY-F	Albany
38. WXXX-F	Pittsburgh	KUPD-F	Phoenix
39. KSHE-F	St. Louis	KJR	Seattle
40. WKRQ-F	Cincinnati	KKDA-F	Dallas-FW
41. WXYV-F	Baltimore	WBLI-F	New York
42. KROQ-F	Los Angeles	92. KSFX-F	San Francisco
43. WIOT-F	Toledo	KAZY-F	Denver
WXXS-F	Boston	KNJK-F	Portland
WKLS-F	Atlanta	95. KOFM-F	Oklahoma City
WVEE-F	Atlanta	WRKO	Boston
47. WAAF-F	Boston	97. WGPR-F	Detroit
KYYS-F	Kansas City	WOKF-F	Tampa-SP
49. WPGC-F	Washington	WVON	Chicago
KUTE-F	Los Angeles	100. KOPA-F	Phoenix
		WHYI-F	Miami
		WKJJ-F	Louisville

*Based on Metro Teens, Broadcast Week, 1/4 HR AVG

AMERICA'S LEADING STATIONS - ADULTS 18-34*

1. WBLS-F	New York	51. WYSP-F	Philadelphia
2. WKTU-F	New York	52. CKLW	Detroit
3. WPLJ-F	New York	WCOZ-F	Boston
4. WNEW-F	New York	54. WFIL	Philadelphia
5. WABC	New York	KSOL-F	San Francisco
6. WNBC	New York	56. KHTZ-F	Los Angeles
7. KMET-F	Los Angeles	57. WZGC-F	Atlanta
8. WYNY-F	New York	58. WINS	New York
9. WCBS-F	New York	59. KBPI-F	Denver
10. WRIF-F	Detroit	60. WUSL-F	Philadelphia
11. KRTH-F	Los Angeles	61. KSFX-F	San Francisco
12. WLUP-F	Chicago	WROR-F	Boston
13. WLS	Chicago	WXYV-F	Baltimore
14. WXLO-F	New York	64. WQXI-F	Atlanta
WBCN-F	Boston	65. WHDH	Boston
16. WMGK-F	Philadelphia	KUTE-F	Los Angeles
17. KRLA	Los Angeles	WXRT-F	Chicago
18. KNX-F	Los Angeles	WLWQ-F	Columbus
19. WRVR-F	New York	WKLS-F	Atlanta
20. WFYR-F	Chicago	70. WOMC-F	Detroit
21. WTFM-F	New York	KMEL-F	San Francisco
22. WMMR-F	Philadelphia	KIOI-F	San Francisco
23. KVIL-F	Dallas	73. KILT-F	Houston
24. WPIX-F	New York	KSCS-F	Dallas-FW
25. KLOS-F	Los Angeles	75. KJLH-F	Los Angeles
26. WKQX-F	Chicago	WEFM-F	Chicago
27. WBMX-F	Chicago	77. WCLR-F	Chicago
28. WDAS-F	Philadelphia	78. WCAU-F	Philadelphia
29. WGCI-F	Chicago	KROQ-F	Los Angeles
30. KRLY-F	Houston	KZAP-F	Sacramento
31. WPGC-F+	Washington	81. WMAQ	Chicago
32. WNIC-F	Detroit	WRFM-F	New York
33. KFRC	San Francisco	WVBF-F	Boston
KIIS-F	Los Angeles	84. KZEW-F	Dallas
35. WIOQ-F	Philadelphia	85. WAVA-F	Washington
36. KYUU-F	San Francisco	WXKS-F	Boston
37. WIYY-F	Baltimore	KTXX-F	Dallas-FW
WVEE-F	Atlanta	WDAI-F	Chicago
39. WMMS-F	Cleveland	KIQQ-F	Los Angeles
40. KSTP-F	Minn-SP	90. KZLA-F	Los Angeles
41. WMJC-F	Detroit	WADO	New York
WABX-F	Detroit	92. KDKA	Pittsburgh
43. WKYS-F	Washington	93. WEEI-F	Boston
KIKK-F	Houston	WDVE-F	Pittsburgh
WCBS	New York	KHJ	Los Angeles
46. KSHE-F	St. Louis	96. WWWW-F	Detroit
KQRS-F	Minn-SP	97. WDRQ-F	Detroit
48. KFI	Los Angeles	WJIT	New York
WRQX-F	Washington	99. WGN	Chicago
50. WBBM-F	Chicago	KLAC	Los Angeles

*Based on Adults, 18-34, Metro, 1/4 HR AVG, Broadcast Week

AMERICA'S LEADING STATIONS - ADULTS 18-49*

1. WBSL-F	New York	51. WMJC-F	Detroit
2. WKTU-F	New York	52. KIKK-F	Houston
3. WABC	New York	53. KYW	Philadelphia
4. WNBC	New York	54. WGCI-F	Chicago
5. WPLJ-F	New York	KRLY-F	Houston
6. WCBS-F	New York	WNIC-F	Detroit
7. WYNY-F	New York	57. WBBM	Chicago
8. WNEW-F	New York	58. KFI	Los Angeles
9. WCBS	New York	KIIS-F	Los Angeles
10. WLS	Chicago	KLOS-F	Los Angeles
11. WRFM-F	New York	61. WUSL-F	Philadelphia
KMET-F	Los Angeles	WOMC-F	Detroit
13. WGN	Chicago	63. WCCO	Minn-SP
14. WINS	New York	64. WCLR-F	Chicago
KRTH-F	Los Angeles	65. WCXI	Detroit
16. KRLA	Los Angeles	66. WJEZ-F	Chicago
17. WHN	New York	67. KYUU-F	San Francisco
18. KNX-F	Los Angeles	WIP	Philadelphia
19. WMGK-F	Philadelphia	KSCS-F	Dallas-FW
20. WPAT-F	New York	70. CKLW	Detroit
21. WTFM-F	New York	71. KFRC	San Francisco
WRIF-F	Detroit	72. WKYS-F	Washington
23. WRVR-F	New York	73. KSTP-F	Minn-SP
24. WXLO-F	New York	74. KHTZ-F	Los Angeles
25. WADO	New York	WVEE-F	Atlanta
KDKA	Pittsburgh	76. KGO	San Francisco
27. WHDH	Boston	KFWB	Los Angeles
28. WNEW	New York	78. KJOI-F	Los Angeles
29. WFYR-F	Chicago	79. WBBM-F	Chicago
30. KBIG-F	Los Angeles	KNX	Los Angeles
31. WJR	Detroit	81. WIND	Chicago
32. KLAC	Los Angeles	KSOL-F	San Francisco
33. KVIL-F	Dallas	83. WRQX-F	Washington
34. WMAQ	Chicago	84. WIOQ-F	Philadelphia
35. WBCN-F	Boston	85. WIYY-F	Baltimore
36. WLUP-F	Chicago	86. WROR-F	Boston
37. WLOO-F	Chicago	WMCA	New York
38. KABC	Los Angeles	88. WYSP-F	Philadelphia
39. WDAS-F	Philadelphia	89. WLAQ-F	Chicago
40. KMOX	St. Louis	90. WMMS-F	Cleveland
WOR	New York	KNBR	San Francisco
42. WPIX-F	New York	KIOI-F	San Francisco
43. KSHE-F	St. Louis	WMMS-F	Cleveland
44. WMMR-F	Philadelphia	94. WASH-F	Washington
45. WKQX-F	Chicago	WXYV-F	Baltimore
46. WPGC-F+	Washington	96. KSFX-F	San Francisco
47. WJIT	New York	97. KQRS-F+	Minn-SP
48. WBMX-F	Chicago	98. WZGC-F	Atlanta
49. WBZ	Boston	99. WSNL-F	Philadelphia
WFIL	Philadelphia	100. WTAE	Pittsburgh
		WBPI-F	Denver

*Based on Adults, 18-49, 1/4 HR AVG, Metro, Broadcast Week

AMERICA'S LEADING STATIONS - ADULTS 25-54*

1. WBLS-F	New York	51. WMAL	Washington
2. WKTU-F	New York	WFIL	Philadelphia
3. WCBS	New York	53. WCLR-F	Chicago
4. WABC	New York	KVIL-F	Dallas
5. WRFM-F	New York	55. KIKK-F	Houston
6. WGN	Chicago	56. WOMC-F	Detroit
7. WNBC	New York	57. WWSH-F	Philadelphia
8. WINS	New York	58. KFI	Los Angeles
9. WCBS-F	New York	CKLW	Detroit
10. WPAT-F	New York	60. WPAT	New York
11. WNEW	New York	61. WSNi-F	Philadelphia
12. KBIG-F	Los Angeles	62. WDVR-F	Philadelphia
13. WHN	New York	63. KOST-F	Los Angeles
14. WOR	New York	64. WMJC-F	Detroit
15. WJR	Detroit	65. WCZY-F	Detroit
16. KABC	Los Angeles	KCBS	San Francisco
17. WLS	Chicago	67. WKQX-F	Chicago
18. KDKA	Pittsburgh	68. WUSL-F	Philadelphia
19. WYNY-F	New York	69. KMPC	Los Angeles
20. WLOO-F	Chicago	70. WBAP	Dallas-FW
21. WADO	New York	71. WPGC-F+	Washington
22. WHDH	Boston	72. WPIX-F	New York
23. KMOX	St. Louis	73. WBAL	Baltimore
24. WMAQ	Chicago	74. KSOS-F	Dallas-FW
25. WBBM	Chicago	75. KNBR	San Francisco
26. WNEW-F	New York	76. KYND-F	Houston
27. KYW	Philadelphia	77. KYUU-F	San Francisco
28. KLAC	Los Angeles	KMET-F	Los Angeles
29. WMGK-F	Philadelphia	79. WDAS-F	Philadelphia
30. WBZ	Boston	80. WTMJ	Milwaukee
KRLA	Los Angeles	81. WWDB-F	Philadelphia
WRVR-F	New York	82. WTAE	Pittsburgh
33. WCCO	Minn-SP	KIIS-F	Los Angeles
34. KNX-F	Los Angeles		
35. KNX	Los Angeles		
36. WJIT	New York		
37. KJOI-F	Los Angeles		
38. WIP	Philadelphia		
39. WTFM-F	New York		
40. KGO	San Francisco		
41. WXLO-F	New York		
42. KFVB	Los Angeles		
43. WPLJ-F	New York		
44. WCXI	Detroit		
45. WLAK-F	Chicago		
46. WIND	Chicago		
47. WMCA	New York		
WFYR-F	Chicago		
49. WRTH-F	Los Angeles		
50. WJEZ-F	Chicago		

*Based on Adults, 25-54, Metro, 1/4 HR AVG, Broadcast Week

AMERICA'S LEADING STATIONS - ADULTS 35-64*

1. WRFM-F	New York	51. WBAP	Dallas-FW
2. WCBS	New York	52. WJEZ-F	Chicago
3. WGN	Chicago	53. WEZW-F	Milwaukee
4. WOR	New York	54. WCZY-F	Detroit
5. WINS	New York	WSNI-F	Philadelphia
6. WNEW	New York	56. WYNY-F	New York
7. WPAT-F	New York	57. WWJ	Detroit
8. KABC	Los Angeles	58. WTMJ	Milwaukee
9. WLOO-F	Chicago	WTIC	Hartford
10. KDKA	Pittsburgh	60. KFOG-F	San Francisco
11. KBIG-F	Los Angeles	61. KPRC	Houston
12. WABC	New York	62. WLIF-F	Baltimore
13. WJR	Detroit	63. WQAL-F	Cleveland
14. WBLS-F	New York	64. WJR-F	Detroit
15. KMOX	St. Louis	65. WVNJ-F	New York
16. WBBM	Chicago	66. WSB	Atlanta
17. KJOI-F	Los Angeles	67. WJYE-F	Buffalo
18. WHN	New York	68. WFIL	Philadelphia
19. WMCA	New York	69. WWDB-F	Philadelphia
20. KYW	Philadelphia	WLKW-F	Providence
21. KNX	Los Angeles	71. WGAY-F	Washington
22. KGO	San Francisco	72. KYND-F	Houston
23. WCCO	Minn-SP	WCLR-F	Chicago
24. WPAT	New York	WHIO-F	Dayton
25. WHDH	Boston	WRHC	Miami
26. WNBC	New York	76. KOAX-F	Dallas
27. WLAK-F	Chicago	77. WHLI	Long Island
28. KLAC	Los Angeles	WUSL-F	Philadelphia
WADO	New York	79. WDOK-F	Cleveland
30. KFWB	Los Angeles	KSFO	San Francisco
31. WMAQ	Chicago	81. WSHH-F	Pittsburgh
32. WCBS-F	New York	82. WWJ-F	Detroit
33. WWSH-F	Philadelphia	KEZK-F	St. Louis
34. WMAL	Washington	84. KRLD	Dallas
35. WBZ	Boston	85. KJQY-F	San Diego
36. WIND	Chicago	86. KMEZ-F	Dallas
37. WIP	Philadelphia	WPEN	Philadelphia
38. WBAL	Baltimore	88. WAIT	Chicago
KCBS	San Francisco	89. WTFM-F	New York
40. WDVN-F	Philadelphia		
41. WLS	Chicago		
42. KMPC	Los Angeles		
KOST-F	Los Angeles		
44. WCXI	Detroit		
WKTU-F	New York		
46. WQXR-F+	New York		
47. WJIT	New York		
48. WJIB-F	Boston		
49. WEEI	Boston		
WCAU	Philadelphia		

*Based on Adults, Metro, 35-64, 1/4 HR AVG, Broadcast Week

AMERICA'S LEADING STATIONS - 12+ TSA AMD*

1. WGN	Chicago	51. KFAB	Omaha
2. WCBS	New York	52. KVIL-F	Dallas
3. WOR	New York	53. WGY	Schenectady
4. WINS	New York	54. WHO	Des Moines
5. WNBC	New York	55. WJIT	New York
6. WCCO	Minn-SP	56. KRTH-F	Los Angeles
7. WBLS-F	New York	57. WTMJ	Milwaukee
8. WABC	New York	WWJ	Detroit
9. KDKA	Pittsburgh	59. WFIL	Philadelphia
10. WLS	Chicago	60. WPGC-F	Washington
11. KYW	Philadelphia	61. WPAT	New York
12. WMAQ	Chicago	62. WYNY-F	New York
13. WKTU-F	New York	63. KNBR	San Francisco
14. WJR	Detroit	64. KFRC	San Francisco
KNX	Los Angeles	65. WRIF-F	Detroit
16. KMOX	St. Louis	66. WOWO	Fort Wayne
17. WBBM	Chicago	67. KJOI-F	Los Angeles
18. KABC	Los Angeles	68. WWSH-F	Philadelphia
19. WNEW	New York	WLW	Cincinnati
20. KGO	San Francisco	70. KRLA	Los Angeles
21. KFI	Los Angeles	71. WCAU	Philadelphia
22. WRFM-F	New York	72. KIKK-F	Houston
23. WBZ	Boston	73. WXLO-F	New York
24. WTIC	Hartford	74. KNX-F	Los Angeles
25. KFWB	Los Angeles	75. KIIS-F	Los Angeles
WPLJ-F	New York	76. WROQ-F+	Charlotte
27. KCBS	San Francisco	77. WIBC	Indianapolis
28. WMAL	Washington	78. WRQX-F	Washington
29. WBAP	Dallas-FW	79. WMMS-F	Cleveland
30. WIP	Philadelphia	80. KIRO	Seattle
31. WMCA	New York	81. WUSL-F	Philadelphia
32. WHDH	Boston	82. KSFO	San Francisco
33. WEEI	Boston	83. WISN	Milwaukee
34. WHN	New York	84. KABL	San Francisco
35. WPAT-F	New York	85. WMGK-F	Philadelphia
36. KMET-F	Los Angeles	86. WRVA	Richmond
37. KBIG-F	Los Angeles	WMMR-F	Philadelphia
38. KLAC	Los Angeles	88. WGAR	Cleveland
39. WCBS-F	New York	89. WQXI-F+	New York
40. WBAL	Baltimore	90. WBT	Charlotte
41. WADO	New York	91. WHK	Cleveland
42. WDAF	Kansas City	92. WOW	Omaha
43. WLUP-F	Chicago	KLOS-F	Los Angeles
44. KMPC	Los Angeles	94. WIVK-F+	Knoxville
45. KRLD	Dallas	95. WBEN	Buffalo
46. WSB	Atlanta	WVBF-F	Boston
47. WLOO-F	Chicago	97. WRAL-F	Raleigh
48. CKLW	Detroit	98. KVOO	Tulsa
49. WNEW-F	New York	99. WTFM-F	New York
50. WIND	Chicago	100. WFYR-F	Chicago
		KRLY-F	Houston

*Based on 12+ TSA AMD, Broadcast Week, 1/4 HR AVG

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1. WABC	New York	30192	51. WIP	Philadelphia	7686
2. WNBC	New York	27586	52. WMMR-F	Philadelphia	7664
3. WCBS	New York	26764	53. WLUP-F	Chicago	7529
4. WINS	New York	25614	54. WLW	Cincinnati	7508
5. WLS	Chicago	24034	55. WTFM-F	New York	7244
6. WBLS-F	New York	21036	56. KLOS-F	Los Angeles	7171
7. WOR	New York	20480	57. WEEI	Boston	7169
8. WKTU-F	New York	20479	58. KHJ	Los Angeles	7123
9. WGN	Chicago	19310	59. WQXR-F+	New York	7032
10. WMAQ	Chicago	18524	60. WLAK-F	Chicago	6981
11. KYW	Philadelphia	16304	61. WTIC	Hartford	6693
12. WPLJ-F	New York	15659	62. WMGK-F	Philadelphia	6636
13. WBBM	Chicago	15267	63. KNX-F	Los Angeles	6634
14. KNX	Los Angeles	15217	64. WJIB-F	Boston	6616
15. KDKA	Pittsburgh	13978	65. WWSH-F	Philadelphia	6572
16. WJR	Detroit	13852	66. WCAU	Philadelphia	6571
17. WCBS-F	New York	13815	67. WIND	Chicago	6558
18. KFI	Los Angeles	13417	68. WDAF	Kansas City	6530
19. WRFM-F	New York	13317	69. WRKO	Boston	6447
20. WPAT-F	New York	13057	70. WRQX-F	Washington	6399
21. WBZ	Boston	12497	71. KOST-F	Los Angeles	6361
22. KFWB	Los Angeles	12115	72. WRVR-F	New York	6353
23. WHN	New York	12091	73. WYSP-F	Philadelphia	6219
24. WCCO	Minn-SP	11940	74. WPGC-F+	Washington	6215
25. KABC	Los Angeles	11893	75. WKQX-F	Chicago	6196
26. KMET-F	Los Angeles	11232	76. WFIL	Philadelphia	6132
27. WNEW	New York	11069	77. WDVRF	Philadelphia	6106
28. WMCA	New York	11045	78. WVBF-F	Boston	6014
29. KMOX	St. Louis	10534	79. KRLD	Dallas-FW	5982
30. KGO	San Francisco	10451	80. WTMJ	Milwaukee	5903
31. WNEW-F	New York	10260	81. WMAL	Washington	5885
32. WLXO-F	New York	10217	82. WEFM-F	Chicago	5845
33. KBIG-F	Los Angeles	10086	83. WMSM-F	Cleveland	5798
34. WYNY-F	New York	10035	84. WMJC-F	Detroit	5769
35. WPAT	New York	9847	85. WBBM-F	Chicago	5757
36. WBAP	Dallas-FW	9730	86. WWJ	Detroit	5753
37. KRTH-F	Los Angeles	9229	87. WGCL-F	Cleveland	5718
38. KIIS-F	Los Angeles	9183	88. WNIC-F	Detroit	5583
39. KLAC	Los Angeles	9174	89. WFYR-F	Chicago	5565
40. KCBS	San Francisco	9058	90. KIQQ-F	Los Angeles	5534
41. KFRC	San Francisco	8810	91. WBMX-F	Chicago	5452
42. WHDH	Boston	8563	92. WBAL	Baltimore	5428
43. WPIX-F	New York	8491	93. KIRO	Seattle	5390
44. WJOI-F	Los Angeles	8160	94. WWWW-F	Detroit	5364
45. WLOO-F	Chicago	8072	95. WROR-F	Boston	5339
46. KNBR	San Francisco	8048	96. WJR-F	Detroit	5229
47. CKLW	Detroit	7973	97. WDRQ-F	Detroit	5206
48. KMPC	Los Angeles	7886	98. WVNJ-F	New York	5180
49. WRIF-F	Detroit	7813	99. KUTE-F	Los Angeles	5179
50. KRLA	Los Angeles	7791	100. KHTZ-F	Los Angeles	5154

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

101. WSB	Atlanta	5067			
102. WABX-F	Detroit	5066			
103. WCZY-F	Detroit	5065	152. KRLY-F	Houston	4065
104. WCLR-F	Chicago	4930	153. WEEI-F	Boston	4050
105. WXKX-F	Pittsburgh	4920	154. WHB	Kansas City	4024
106. WMET-F	Chicago	4917	155. KRBE-F	Houston	4016
107. WCOZ-F	Boston	4902	156. KDAY	Los Angeles	4001
108. WOW	Omaha	4869	157. KIMN	Denver	3961
109. KSTP-F	Minn-SP	4851	158. WPEZ-F	Pittsburgh	3955
110. KTSA	San Antonio	4846	159. WJEZ-F	Chicago	3948
			KSOL-F	San Francisco	3948
111. KFOG-F	San Francisco	4753	161. WNCI-F	Columbus	3943
112. WZGC-F	Atlanta	4750	162. WVON	Chicago	3940
113. WIOQ-F	Philadelphia	4746	163. WNCN-F	New York	3936
114. KXOK	St. Louis	4723	164. WBEN-F	Buffalo	3915
115. WBCN-F	Boston	4656	165. KABL	San Francisco	3857
116. KVIL-F	Dallas	4611	166. WWJ-F	Detroit	3855
117. WGCI-F	Chicago	4604	167. KYND-F	Houston	3852
118. WHYI-F	Miami	4552	168. WKYS-F	Washington	3845
119. KSTP	Minn-SP	4543	169. WOMC-F	Detroit	3840
120. WIFI-F	Philadelphia	4529	170. KAUM-F	Houston	3827
121. KSCS-F	Dallas-FW	4528	171. WBT	Charlotte	3812
122. WTOP	Washington	4520	172. WTIK	New Orleans	3805
123. WDAS-F	Philadelphia	4471	WWWK-F	St. Louis	3805
124. WGAR	Cleveland	4467	174. WTAE	Pittsburgh	3784
125. WWWE	Cleveland	4457	175. KZLA-F	Los Angeles	3777
126. WCAU-F	Philadelphia	4442	176. WPJB-F	Providence	3774
127. WGY	Schenectady	4414	177. KWST-F	Los Angeles	3769
128. WOWO	Fort Wayne	4402	178. KOMO	Seattle	3766
129. WADO	New York	4401	179. WFBR	Baltimore	3744
130. KYUU-F	San Francisco	4396	180. WSNI-F	Philadelphia	3721
131. KIOI-F	San Francisco	4328	181. WCXI	Detroit	3708
132. WDGY	Minn-SP	4325	182. KSLQ-F	St. Louis	3701
133. KFAB	Omaha	4300	183. WDOK-F	Cleveland	3697
134. WDVE-F	Pittsburgh	4283	184. WUSL-F	Philadelphia	3687
135. KIKK-F	Houston	4278	185. WASH-F	Washington	3663
136. KPRC	Houston	4254	186. KYA	San Francisco	3662
137. KSEFX-F	San Francisco	4245	187. WGAY-F	Washington	3659
138. WISN	Milwaukee	4227	188. WIBC	Indianapolis	3657
139. KCMO	Kansas City	4212	189. WQAL-F	Cleveland	3633
140. WGR	Buffalo	4203	190. KING	Seattle	3611
141. XTRA	Los Angeles	4195	191. WTVN	Columbus	3608
142. WRAL-F	Raleigh	4190	192. KILT	Houston	3581
143. KSFO	San Francisco	4154	193. KOA	Denver	3578
144. KGW	Portland	4139	194. WEZN-F	Bridgeport	3564
145. WHO	Des Moines	4135	195. WHAS	Louisville	3561
146. WKRQ-F	Cincinnati	4125	196. KABL-F	San Francisco	3552
147. WKBW	Buffalo	4122	197. WJIT	New York	3549
148. WAAF-F	Boston	4111	198. WWDJ-F	Philadelphia	3548
149. KQRS-F+	Minn-SP	4081	KDIA	San Francisco	3548
150. WDAI-F	Chicago	4080	200. WKRC	Cincinnati	3544

201.	KNEW	San Francisco.	3490	251.	WLYF-F	Miami	2964
202.	WTWR-F	Detroit	3482	252.	WRVA	Richmond	2963
203.	KDWB	Minn-SP	3470	253.	WXTZ-F	Indianapolis	2960
204.	KTRH	Houston	3462	254.	KODA-F	Houston	2951
205.	WFAA	Dallas	3445	255.	WVNJ	New York	2949
	WXYZ	Detroit	3445	256.	KCBS-F	San Francisco	2946
207.	WWDC-F	Washington	3438	257.	WPRO	Providence	2930
	KKGO-F	Los Angeles	3438	258.	KMBZ	Kansas City	2929
209.	WZZP-F	Cleveland	3437	259.	WVEE-F	Atlanta	2926
210.	KYA-F	San Francisco	3434	260.	KEZY	Los Angeles	2924
211.	KJR	Seattle	3419	261.	KGfJ	Los Angeles	2917
212.	WSHH-F	Pittsburgh	3409	262.	WlYY-F	Baltimore	2915
213.	WOOK-F	Washington	3368	263.	WAVA-F	Washington	2914
214.	KSHE-F	St. Louis	3363	264.	KKYX	San Antonio	2911
215.	WLIF-F	Baltimore	3330	265.	KILT-F	Houston	2910
216.	KROQ-F	Los Angeles	3303	266.	WJLB	Detroit	2903
217.	KMEL-F	San Francisco	3302	267.	WKLS-F	Atlanta	2890
218.	WITS	Boston	3299	268.	WBli-F	New York	2879
219.	WCAO	Baltimore	3278	269.	WRC	Washington	2856
220.	WQXI-F	Atlanta	3275	270.	WROQ-F	Charlotte	2854
221.	WIKS-F	Indianapolis	3268	271.	WHUD-F	New York	2853
	WBEN	Buffalo	3268	272.	WLKW-F	Providence	2851
223.	WINZ	Miami	3261	273.	KFMB	San Diego	2844
224.	WHAM	Rochester	3250	274.	WHIO-F	Dayton	2805
225.	WSM	Nashville	3247	275.	KMEZ-F	Dallas-FW	2803
226.	WPEN	Philadelphia	3237	276.	WLvQ-F	Columbus	2797
227.	KYYS-F	Kansas City	3211	277.	WGPR-F	Detroit	2794
228.	WCBM	Baltimore	3171	278.	KLOK	San Jose	2788
229.	WSOC-F	Charlotte	3163	279.	WLpX-F	Milwaukee	2783
	WAIT	Chicago	3163	280.	WJZZ-F	Detroit	2782
231.	WIL-F	St. Louis	3161	281.	WRBQ-F	Tampa	2770
232.	KZEW-F	Dallas-FW	3145	282.	KLZ	Denver	2763
233.	KEZK-F	St. Louis	3142	283.	WHBQ	Memphis	2758
234.	KHOW	Denver	3120	284.	WRRL	New York	2757
235.	KSAN-F	San Francisco	3074		KOMA	Oklahoma City	2757
236.	KVoo	Tulsa	3073	286.	WZZD	Philadelphia	2751
237.	WOKI-F	Knoxville	3069	287.	WDAS	Philadelphia	2748
238.	WMC-F	Memphis	3068	288.	WRTH	St. Louis	2743
239.	KFAC-F	Los Angeles	3063	289.	WPNT-F	Pittsburgh	2741
240.	KBPI-F	Denver	3053	290.	KBAY-F	San Jose	2737
241.	WPRO-F	Providence	3048	291.	WHK+	Cleveland	2730
242.	WPCH-F	Atlanta	3039	292.	KNIX-F+	Phoenix	2729
243.	WHUR-F	Washington	3016	293.	WERE	Cleveland	2720
244.	WCCO-F	Minn-SP	3012	294.	WJJD	Chicago	2719
245.	KOAX-F	Dallas	3007	295.	KQV	Pittsburgh	2713
246.	WEBN-F	Cincinnati	3002	296.	WXYV-F	Baltimore	2689
247.	KFJZ-F	Dallas-FW	2990	297.	WTQR-F	Greens-WS	2688
248.	WEZW-F	Milwaukee	2989	298.	KMJQ-F	Houston	2686
249.	WJYE-F	Buffalo	2974	299.	WPTF	Raleigh	2683
250.	WSUN	Tampa-SP	2967	300.	WHUE-F	Boston	2678
					KMOX-F	St. Louis	2678

AMERICA'S LEADING STATIONS - METRO CUME RATING*

1. WOWO	Fort Wayne	61.9	51. KYVA-F	Billings	36.5
2. WJBC	Bloomington, Ill	61.2	52. WNAZ-F	Macon	36.4
3. KWVL	Waterloo	58.4	53. WLVA	Lynchburg	36.3
4. WWNC	Asheville	57.5	54. KENI	Anchorage	36.2
5. KDKA	Pittsburgh	52.9	55. WNAM	Apple-Oshkosh	36.1
6. WFBG	Altoona	50.3	56. KONA	Richland, WA	36.0
7. KVOL	Lafayette	49.7	57. WLW	Cincinnati	35.7
8. WROK	Rockford	48.8	58. WISE	Asheville	35.6
9. WTIC	Hartford	47.0	59. KYJC	Medford	35.5
10. WWSA	Wheeling	46.5	60. WHYN	Springfield, MA	35.4
11. KATI	Casper	46.3	61. WBT	Charlotte	35.2
12. WMT	Cedar Rapids	46.1	62. KDZA	Pueblo	35.1
13. WICC	Bridgeport	46.0	63. WAKR	Akron	35.0
14. KFAB	Omaha	45.8	64. WNDU-F	South Bend	35.0
15. WCCO	Ninn-SP	45.6	65. WHP	Harrisburg	34.8
16. KTWO	Casper	44.8	66. KELO	Sioux Falls	34.7
17. WBBQ-F	Augusta, GA	44.4	67. KKRC	Sioux Falls	34.6
18. KQDI	Great Falls	44.1	68. WTAG	Worcester	34.6
19. WIXX-F	Green Bay	43.5	69. WKMI	Kalamazoo	34.4
20. WQSM-F	Fayetteville	43.4	70. WHAM	Rochester	34.3
21. KMOX	St. Louis	43.2	71. WGLF-F	Tallahassee	34.1
22. KOOK	Billings	43.0	72. WMBD	Peoria	33.9
23. WGBF	Evansville	42.7	73. WHO	Des Moines	33.9
24. WVLK	Lexington	42.3	74. WAAY	Huntsville	33.9
25. WHBC	Canton	41.7	75. WIKY-F	Evansville	33.8
26. WRVA	Richmond	41.1	76. WSYR	Syracuse	33.6
27. WGY	Schenectady	40.8	77. WHBF	Davenport	33.6
28. WCCK-F	Erie	40.4	78. WKRG-F	Mobile	33.6
29. KNON	Great Falls	40.4	79. WRIE	Erie	33.5
30. WDUZ	Green Bay	40.3	80. WCKS-F	Cocoa	33.4
31. KVOG	Casper	40.3	81. KYW	Philadelphia	33.3
32. WJET	Erie	40.1	82. KBOY-F+	Medford	33.3
33. KLUR-F	Wichita Falls	40.1	83. KEEL	Shreveport	33.3
34. WKZO	Kalamazoo	39.9	84. WRKY-F	Steubenville	33.2
35. WGEE	Green Bay	39.7	85. WFMF-F	Baton Rouge	33.2
36. KFQD	Anchorage	39.5	86. WEEU	Reading	33.1
37. KIT	Yakima	39.2			
38. KWTO-F	Springfield, MO	39.1			
39. WELI	New Haven	38.9			
40. WHHY	Montgomery	38.9			
41. KSSK	Honolulu	38.8			
42. KCRG	Cedar Rapids	38.5			
43. KGOO	Sioux Falls	38.4			
44. WFGM-F	Tallahassee	37.9			
45. KGBT	Hartlingen	37.8			
46. WGAN	Portland	37.7			
47. KEYS	Couper Christi	37.6			
48. WAFB	Servanton	37.2			
49. WACO	Macon	37.1			
50. WTMJ	Madison	36.9			

*Based on 12+ Metro Cume Rating, Mon-Sun, 6AM-MID

Add: KFGO Fargo 34.2
KQWB Fargo 35.3

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

1. WWNC	Asheville	39.2	26. WGEW	Green Bay	22.7	
2. WJBC	Bloomington, Ill	37.0	27. WCCO	Minn-SP	22.5	
3. KGBT	Harlingen	35.1	28. KWTO-F	Springfield, MO	22.4	
4. KLUR-F	Wichita Falls	32.1	29. WJJS-F	Lynchburg	22.2	
5. KYVA-F	Billings	30.2	30. KTMT-F	Medford	22.1	
6. KTWO	Casper	29.7	31. KMOX	St. Louis	21.6	
	KATI	29.7	32. WGBF	Evansville	21.3	
8. KVOL	Lafayette, LA	29.0		WIXX-F	Green Bay	21.3
9. KWVL	Waterloo	27.6		WCGQ-F	Columbus, GA	21.3
10. WBBQ-F	Augusta, GA	27.2	35. WVLK	Lexington	20.8	
	KFAB	27.2	36. WFMF-F	Baton Rouge	20.6	
12. WWVA	Wheeling	27.1	37. KONA	Richland, WA	20.5	
13. WFBQ	Altoona	27.0		WAMN	Tallahassee	20.5
	KVOC	27.0	39. WVAF-F	Charleston, WV	20.4	
15. WMT	Cedar Rapids	26.5	40. WJMI-F	Jackson, MS	20.2	
16. WIKY-F	Evansville	26.3		WRVA	Richmond	20.2
17. KMON	Great Falls	26.1	42. WMAZ-F	Macon	20.1	
	KQDI	26.1		KYJC	Medford	20.1
19. WOWO	Fort Wayne	26.0		WCKS-F	Cocoa, FL	20.1
20. KDKA	Pittsburgh	25.3	45. WEZK-F	Knoxville	19.9	
21. WTIC	Hartford	24.2		WKEE-F	Huntington	19.9
22. KOOK	Billings	23.3	47. KIXZ	Amarillo	19.8	
	WCKK-F	23.3	48. KVOO	Tulsa	19.7	
24. WQSM-F	Fayetteville	22.8		WIVK-F	Knoxville	19.7
25. KFGO	Fargo	22.8	50. WGY	Schenectady	19.6	
				WHBC	Canton	19.6

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

1. KLUR-F	Wichita Falls	32.1	26. WQYT-F	Binghampton	17.4	
2. KYVA-F	Billings	30.2	27. KSSN-F	Little Rock	17.3	
3. WBBQ-F	Augusta, GA	27.2	28. WKRG-F	Mobile	17.2	
4. WIKY-F	Evansville	26.3	29. WHIO-F	Dayton	17.0	
5. WCKK-F	Erie	23.3	30. WEZV-F	Fort Wayne	16.9	
6. WQSM-F	Fayetteville	23.2	31. WLUV-F	Erie	16.8	
7. KWTO-F	Springfield, MO	22.4	32. KHFI-F	Austin	16.7	
8. WJJS-F	Lynchburg	22.2	33. WKQQ-F	Lexington	16.5	
9. KTMT-F	Medford	22.1	34. WEZN-F	Bridgeport	16.2	
10. WIXX-F	Green Bay	21.3		WFPG-F	Atlantic City	16.2
	WCGQ-F	21.3		WHSL-F	Wilmington, NC	16.2
12. WFMF-F	Baton Rouge	20.6	37. KBFM-F	McAllen-Browns	16.1	
13. WVAF-F	Charleston, WV	20.4	38. WBNQ-F	Bloomington, Ill	16.0	
14. WJMI-F	Jackson, MS	20.2		WSRS-F	Worcester	16.0
15. WMAZ-F	Macon	20.1	40. WKBN-F	Youngstown	15.5	
	WCKS-F	20.1		WKSJ-F	Mobile	15.5
17. WEZK-F	Knoxville	19.9	42. KSEL-F	Lubbock	15.4	
	WKEE-F	19.9	43. WKCQ-F	Saginaw	15.3	
19. WIVK-F	Knoxville	19.7		WKZW-F	Peoria	15.3
20. WWLV-F	Daytona Beach	19.0		WXLK-F	Roanoke	15.3
21. WFR-F	Terre Haute	18.2	46. KQWB-F	Fargo	15.2	
22. WNDU-F	South Bend	17.8	47. WSWT-F	Peoria	15.1	
23. WLWI-F	Montgomery	17.6		WSKZ-F	Chattanooga	15.1
24. WNOK-F	Columbia, SC	17.5		WOOD-F	Grand Rapids	15.1
	WBGW-F	17.5		WIOT-F	Toledo	15.1

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

MARKETS WITH HIGHEST AND LOWEST APR'S*

<u>HIGHEST</u>		<u>LOWEST</u>	
1. McAllen-Browns	19.5	1. Waco	11.9
2. NE PA	18.6	2. Wilmington, NC	12.3
3. Harrisburg	18.5	3. Wichita Falls	12.7
4. Providence	18.4	4. Great Falls	12.8
5. New York	18.0	Waterloo-CF	12.8
6. Detroit	17.5	6. Richland, WA	12.9
7. Philadelphia	17.4	7. Greenville-N. Bern	13.0
Reading	17.4	8. Jackson, MS	13.1
Honolulu	17.4	9. Beaumont	13.2
Toledo	17.4	Mel-Cocoa-Titus	13.2
Pittsburgh	17.4	11. Huntsville	13.3
12. Hartford	17.3	12. Sioux Falls	13.4
Baltimore	17.3	13. Lynchburg	13.5
Boston	17.3	Chattanooga	13.5
		Macon	13.5

MEAN FOR ALL RATED MARKETS

A/M 80	15.42
O/N 79	15.28
A/M 79	15.62
O/N 78	15.41
O/N 77	15.20
A/M 76	15.40
A/M 75	15.74

* The APR shows the average percentage of the 12+ population which is using radio (Mon-Sun, 6A-MID). The figure is very roughly comparable to television's HUT (Households Using Television) or PVT (Persons Viewing Television).

CONTINUATION OF COST-PER-THOUSANDS PAGE:

A/M 80 CPM (176 markets):	\$2.97	(12.46% increase over A/M 79)
O/N 79 CPM (90 markets):	\$2.73	(16.17% increase over O/N 78)
A/M 79 CPM (171 markets):	\$2.60	(15.56% increase over A/M 78)
O/N 78 CPM (80 markets):	\$2.35	(10.85% increase over O/N 77)
A/M 78 CPM (168 markets):	\$2.25	(8.17% increase over A/M 77)
O/N 77 CPM (74 markets):	\$2.12	
A/M 77 CPM (164 markets):	\$2.08	

CPM increase since A/M 77 (3 years): 42.79%

NATIONAL FM SHARE*

METRO

APR/MAY 80	54.254%	(10,134,800 of 18,680,200)
OCT/NOV 79	53.627%	(8,329,900 of 15,539,900)
APR/MAY 79	50.887%	(9,480,800 of 18,631,200)
OCT/NOV 78	50.698%	(7,525,100 of 14,843,000)
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 13,874,200)
APR/MAY 76	40.886%	(6,882,900 of 16,834,200)

FM GROWTH RATE (METRO):

APR/MAY 76 to APR/MAY 77:	7.225%
APR/MAY 77 to APR/MAY 78:	8.663%
APR/MAY 78 to APR/MAY 79:	6.820%
APR/MAY 79 to APR/MAY 80:	6.617%

ADI

APR/MAY 80	55.50%	(9,874,500 of 17,792,200)
OCT/NOV 79	53.42%	(9,038,100 of 16,919,000)
APR/MAY 79	52.25%	(9,071,000 of 17,367,000)
OCT/NOV 78	51.27%	(8,328,600 of 16,244,500)
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 16,734,600)
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)

FM GROWTH RATE (ADI)

APR/MAY 75 to APR/MAY 76:	7.967%
APR/MAY 76 to APR/MAY 77:	9.093%
APR/MAY 77 to APR/MAY 78:	6.241%
APR/MAY 78 to APR/MAY 79:	7.270%
APR/MAY 79 to APR/MAY 80:	6.220%

*Based on MSA or ADI, 1/4 HR AVG, 12+, Broadcast Week. All stations reported in survey are included.

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENERSHIP*

HIGHEST

LOWEST

1. Lansing	79.41%	1. Casper	12.33%
2. Greenville, NC	77.48	2. Asheville	23.37
3. Melbourne, Titus	77.02	3. Honolulu	26.65
4. Lancaster	76.92	4. Altoona	30.73
5. Oklahoma City	69.98	5. Anchorage	31.31
6. Saginaw	69.92	6. Great Falls	32.14
7. Portland, ME	68.60	7. Waterloo-CF	35.61
8. Lakeland	68.44	8. Tucson	35.65
9. Daytona Beach	68.22	9. Chattanooga	35.84
10. Atlantic City	68.18	10. Wheeling	36.62
11. Washington	68.00	11. Duluth	36.84
Dallas-FW	68.00	12. Daven-RI-Moline	37.09
13. Mobile	67.48	13. Shreveport	37.30
14. Grand Rapids	66.36	14. Medford	38.00
15. Wilmington, Del	65.87	15. JC-Kings-Bristol	38.10
16. West Palm Beach	65.82	16. Rockford	38.33
17. York	65.24	17. Richmond	38.45
18. Greensboro-WS	65.12	18. Bakersfield	38.70
19. Houston	65.10	19. McAllen-Browns	39.02
20. Lynchburg	65.04	20. Waco	39.21
21. Austin	64.92	21. Stockton	40.31
22. Pensacola	63.82	22. Roanoke	40.47
23. Norfolk	63.61	23. Bridgeport	40.64
24. Atlanta	63.00	Huntsville	40.64
25. Tallahassee	62.99	25. Lafayette, LA	40.85

Add: Fargo 39.18%

* FM Share of total listening, 12+ Metro, 1/4 HR AVG, Broadcast Week

ADI RANKINGS-FM SHARE OF AUDIENCE*

<u>A/M 80 RANK</u>	<u>MARKET</u>	<u>A/M 80</u>	<u>O/N 79</u>	<u>A/M 79</u>	<u>A/M 78</u>	<u>A/M 75</u>
1.	Washington	69.18%	66.23%	68.75%	63.19%	47.73%
2.	Orlando	68.18	65.96	60.81	61.09	44.50
3.	Atlanta	67.14	66.30	61.05	56.08	45.62
4.	Tampa/St. Pete	64.49	66.33	59.29	53.60	40.65
5.	Norfolk	64.39	62.06	63.35	59.50	44.38
6.	Houston	63.92	60.75	59.87	59.69	40.42
7.	Dallas/Fort Worth	63.74	59.73	59.61	56.89	37.94
8.	Philadelphia	63.25	63.49	61.23	55.26	43.74
9.	Kalamazoo/Grand Rpd	62.94	63.54	60.53	55.28	38.09
10.	Harris/Lanc/York	62.13	-----	59.76	59.40	43.62
11.	Indianapolis	61.29	50.37	53.47	50.61	33.54
12.	Detroit	60.37	58.24	54.91	53.62	41.12
13.	Columbus	60.07	56.14	56.39	52.60	31.63
14.	Oklahoma City	59.58	53.71	53.65	44.16	35.78
15.	Cleveland	58.28	56.97	51.55	53.08	40.01
16.	Charlotte	58.03	63.49	59.12	49.79	40.50
17.	Providence	58.00	58.79	50.53	47.37	39.82
18.	Greenville-Spar-Ash	57.62	-----	56.40	51.29	38.77
19.	San Diego	57.05	59.83	56.65	49.19	33.31
20.	Miami	55.28	54.47	54.21	53.64	45.93
	Boston	55.28	60.00	56.32	50.74	44.98
22.	Phoenix	55.22	56.79	58.96	50.27	34.17
23.	Birmingham	55.17	56.10	49.58	38.75	-----
24.	Raleigh	55.00	60.73	57.74	-----	-----
25.	Sacramento	54.99	48.27	49.24	42.11	34.38
26.	Baltimore	54.88	52.87	52.29	47.87	33.27
27.	Cincinnati	54.84	57.36	53.33	44.30	32.75
28.	Nashville	54.59	50.62	61.93	52.33	33.96
29.	Huntington-Charles	54.43	49.85	50.98	47.21	28.62
30.	Chicago	52.93	53.62	48.20	48.10	33.48
31.	Milwaukee	52.83	49.30	46.31	46.16	36.28
32.	Los Angeles	52.65	51.17	48.95	47.13	39.37
33.	Dayton	52.27	52.13	50.37	41.76	42.89
34.	Buffalo	52.08	49.79	46.96	43.23	38.99
35.	Memphis	52.07	50.79	45.42	37.67	27.70
36.	New York	51.94	49.70	50.93	46.96	40.63
	Hartford-New Haven	51.94	52.46	49.11	49.35	41.60
38.	New Orleans	51.86	47.11	49.40	42.35	37.34
39.	San Francisco	51.59	51.31	46.51	43.82	34.63
40.	Pittsburgh	49.93	48.78	49.87	45.39	31.56
41.	Louisville	49.52	56.86	45.68	41.21	22.04
42.	Seattle	48.53	49.11	47.87	43.26	32.98
43.	Kansas City	48.52	50.85	46.91	47.22	42.38
44.	Denver	48.17	45.02	43.94	45.29	38.31
45.	NE PA	47.78	-----	43.00	34.94	31.76
46.	St Louis	46.91	44.95	40.34	43.73	32.52
47.	Salt Lake City	45.78	41.93	41.00	39.07	-----
48.	Albany-Schen-Troy	45.70	40.85	35.49	34.90	34.31
49.	Portland	45.30	47.66	44.13	36.26	32.14
50.	Minneapolis-SP	43.36	46.39	39.56	39.05	27.80
TOP 50 ADI'S FM SHARE		55.50	53.42	52.23	48.69	38.91

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

STATION FORMAT AND FORMAT LISTENERSHIP*

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	1,566,200 (283)	4,596,300 (576)	6,162,500 (859)	33.04
MOR/AC	2,474,500 (427)	531,800 (65)	3,006,300 (492)	16.11
BTFL MUSIC	268,500 (44)	2,638,900 (301)	2,907,400 (345)	15.58
COUNTRY	1,234,600 (306)	680,000 (154)	1,914,600 (460)	10.26
BLACK/DISCO/JAZZ	551,900 (105)	1,268,300 (74)	1,820,200 (179)	9.76
NEWS/TALK	1,776,200 (91)	30,500 (3)	1,806,700 (94)	9.68
SPANISH	309,100 (48)	67,100 (11)	376,200 (59)	2.02
CLASSICAL	32,000 (9)	205,000 (26)	237,000 (35)	1.27
RELIGION	167,700 (108)	63,500 (59)	231,200 (167)	1.24
BIG BAND	98,100 (23)	21,800 (5)	119,900 (28)	0.64
UNKNOWN/OTHERS	53,200 (30)	33,600 (19)	86,800 (49)	0.47
TOTALS	8,532,000 (1474)	10,136,800 (1293)	18,658,800 (2767)	

*Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in parenthesis are the number of stations programming that format.

FORMAT PERCENTAGES - AM AND FM BANDS

	<u>AM</u>	<u>FM</u>	<u>COMBINED</u>	<u>A/M 79</u>	<u>A/M 78</u>	<u>A/M 77</u>
ROCK/AOR/CONTEMP	18.36%	45.34%	33.04%	34.55%	35.91%	34.80%
MOR/AC	29.00	5.25	16.11	15.00	16.83	17.32
BTFL MUSIC	3.15	26.03	15.58	16.08	16.71	17.66
COUNTRY	14.47	6.71	10.26	9.61	9.27	9.32
BLACK/DISCO/JAZZ	6.47	12.51	9.76	9.75	7.33	6.64
NEWS/TALK	20.82	0.30	9.68	9.67	8.75	9.26
SPANISH	3.62	0.66	2.02	2.18	1.73	1.88
CLASSICAL	0.38	2.02	1.27	1.24	1.40	1.31
RELIGION	1.97	0.63	1.24	1.05	1.20	0.89
BIG BAND	1.15	0.22	0.64	0.15	0.15	0.12
OTHERS /UNKNOWN	0.62	0.33	0.47	0.72	0.72	0.77

BEST AND WORST MARKETS FOR VARIOUS FORMATS

ROCK/AOR/CONTEMP (National Average: 33.04%)

<u>HIGHEST %</u>		<u>LOWEST %</u>	
1. Lafayette, LA	59.8	1. Dallas-FW	21.1
Anchorage	59.8	2. Tampa-St. Pete	23.4
3. Great Falls	58.3	3. West Palm Beach	24.4
4. Lansing	54.6	4. Pittsburgh	24.5
5. Billings	54.3	Asheville	24.5
6. Fayetteville	53.3	Lynchburg	24.5
7. Terre Haute	52.6	7. Chicago	24.8
8. Kalamazoo	52.3	Philadelphia	24.8
9. Augusta, GA	51.3	9. Miami	24.9
10. Sioux Falls	51.0	10. Sacramento	25.9
11. Waterloo-CF	50.8	11. Daytona Beach	26.0
12. Utica	50.5	12. Milwaukee	26.3
13. Manchester	50.3	13. Jackson, MS	27.5
14. Huntsville	49.5	14. Baltimore	27.5
		15. San Francisco	28.0

BEAUTIFUL MUSIC (National Average: 15.58%)

<u>HIGHEST %</u>		<u>LOWEST %</u>	
1. Daytona Beach	41.5	1. Casper	0.0%
2. Sarasota	36.3	2. Huntsville	4.2
3. Tampa-St. Pete	32.6	3. Augusta, GA	4.4
4. Melbourne-Titusville	31.5	4. McAllen-Browns	5.1
5. West Palm Beach	27.9	5. Greenville-New Bern	5.7
6. Miami	26.9	6. Fayetteville, NC	6.3
7. Albany-Schen-Troy	25.7	7. Bloomington, ILL	6.5
8. Lakeland	25.6	8. Lafayette, LA	6.7
9. Lancaster	25.0	9. Mobile	6.9
10. York	24.5	10. Little Rock	7.2
Atlantic City	24.5	Columbia, SC	7.2
12. Allen-Beth-Easton	24.4	12. Montgomery	7.3
13. Monterey-Salinas	23.9	13. Duluth	8.3
Grand Rapids	23.9	14. San Antonio	8.6
Orlando	23.9	15. Pueblo	8.8

NOTE: Format information for this section came from the June, July or August edition of SRDS and/or the 1980 Broadcasting Yearbook. In some cases phone calls were made. In many cases I had to make a judgement based on the demographic spread of the station's audience. The most difficult call was determining whether a station was programming contemporary or "adult contemporary" formats. It seems that half the rock/contemp stations in the country are calling themselves adult contemp. Before I accepted the "AC" term the station had to have a significant percentage of its audience over 35. It also had to have less than 10% of its audience in the teen category.

MOR/ADULT CONTEMP (National Average: 16.11%)

HIGHEST %

LOWEST %

1. Bloomington, Ill	41.2	1. McAllen-Brownsville	0.0
2. Pittsburgh	39.5	Great Falls	0.0
3. NE PA	37.8	Tallahassee	0.0
4. Syracuse	36.9	4. Fayetteville, NC	0.4
5. Duluth	36.8	5. Terre Haute	1.0
6. Bridgeport	35.7	6. Shreveport	1.4
7. Lexington	35.6	7. El Paso	1.6
8. Worcester	34.5	8. Greenville-New Bern	1.9
9. Cincinnati	33.8	9. Jacksonville	2.6
10. Canton	33.4	10. Houston	3.0
11. Milwaukee	33.2	11. Knoxville	3.8
12. Fort Wayne	31.9	Charleston, SC	3.8
13. Hartford	31.8	13. Tucson	4.0
14. Omaha	30.9	14. Corpus Christi	4.1
15. Eugene-Springfield	30.4	15. New York	4.3

COUNTRY (National Average: 10.26%)

HIGHEST %

LOWEST %

1. Asheville	47.3	1. Atlantic City	0.0
2. Wichita Falls	43.1	Philadelphia	0.0
3. Springfield, MO	40.9	Honolulu	0.0
4. JC-Kingsport-Bristol	39.7	4. Boston	0.5
5. Waco	38.6	5. New Haven	1.1
6. Knoxville	36.4	6. Hartford	1.6
7. Shreveport	34.7	Springfield, MA	1.6
8. Wichita	34.1	8. Fort Lauderdale	2.2
9. Amarillo	33.0	9. Bridgeport	2.3
10. Little Rock	32.3	10. Worcester	2.6
11. Austin	31.8	11. New York	2.7
Huntsville	31.8	12. Manchester	3.2
13. Beaumont	31.0	13. Miami	3.5
14. Johnstown, PA	30.9	14. Buffalo	4.1
15. Lubbock	29.3	15. Los Angeles	4.5

Fargo 32.7%

NEWS/TALK

BLACK/DISCO

SPANISH

RELIGION/GOSPEL

(Nat Avg: 9.68%)

(Nat Avg: 9.76%)

(Nat Avg: 2.02%)

(Nat Avg: 1.24%)

1. St. Louis	25.5	1. Jackson, MS	31.4	1. McAllen	47.9	1. Birmingham	11.0
2. Philadelphia	21.4	2. Memphis	29.1	2. Miami	31.1	2. Savannah	9.8
3. New York	20.1	3. Columbus, GA	29.0	3. Corpus Chri	20.8	3. Lancaster	9.1
4. Los Angeles	17.2	4. Birmingham	23.9	4. El Paso	17.5	4. Shreveport	7.7
5. San Francisco	16.3	5. Columbia, SC	23.9	5. San Antonio	17.1	5. Macon	6.9
6. Youngstown	15.8	Savannah	23.9	6. Tucson	8.7	6. Pueblo	6.1
7. Monterey	14.4	7. Tallahassee	23.4	7. Fresno	8.0	7. Huntington	6.0
8. Stockton	13.1	8. Lynchburg	23.3	8. Lubbock	6.8	8. Wilmington, NC	5.7
9. Wheeling	12.7	9. New Orleans	21.0	9. Monterey	6.7	9. Greensb-WS	5.3
10. Boston	12.6	10. Augusta, GA	20.3	10. Bakersfield	6.2	10. Memphis	5.2
11. Chicago	12.4	11. Charleston, SC	19.7	11. Houston	5.8	11. Modesto	4.9
12. Houston	12.0	12. Greenville, NC	19.5	12. Los Angeles	5.4	Norfolk	4.9
Davenport	12.0	13. Raleigh	19.3	13. Albuquerque	4.8	Asheville	4.9
14. Dallas-FW	11.8	14. Pensacola	18.8	14. Austin	4.7	14. Washington	4.8
15. West Palm	11.6	15. Richmond	18.4	Stockton	4.7	15. Anchorage	4.2

CLASSICAL (Nat Avg: 1.27%)

1. Denver	3.9	4. Seattle	3.3	7. Milwaukee	3.1	10. Cleveland	2.6
2. San Francisco	3.4	5. San Diego	3.2	8. Norfolk	2.9	Philadelphia	2.6
Washington	3.4	Reno	3.2	9. Chicago	2.7	12. New York	2.5

A-27

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 group's stations (2) the size and importance of the markets in which a 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 of all the stations in the group (12+, TSA, 1/4 HR AVG).

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. To be sure there are some problems with this formula. It tends to bias small groups which have successful stations in large markets. However, the formula is fun to work with 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)

(A/M 78) RANK	(A/M 79) RANK	RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
(1)	(1)	1.	ABC	7879	13	606.1	4.8	6.8	18,569	241,400
(2)	(2)	2.	CBS	7474	14	533.9	5.0	9.2	11,607	162,491
(5)	(4)	3.	NBC	4565	8	571.0	4.5	8.0	15,861	126,889
(3)	(3)	4.	Metromedia	5200	12	433.3	5.2	9.3	8,960	107,519
(6)	(6)	5.	Westinghouse	5890	11	535.5	15.6	6.8	5,049	55,529
(4)	(5)	6.	RKO	4402	11	400.2	9.3	10.1	4,261	46,867
---	(13)	7.	Inner City	2828	6	471.3	3.3	20.7	6,899	41,397
(17)	(7)	8.	SJR	3733	10	373.3	9.6	11.3	3,441	34,410
(12)	(11)	9.	Hearst	1663	6	277.2	17.3	3.5	4,578	27,468
(9)	(12)	10.	Century	1837	6	306.2	5.2	13.2	4,461	26,766
(8)	(8)	11.	Bonneville	3354	11	321.3	16.0	9.2	2,183	24,010
(7)	(9)	12.	Capital Cities	4881	13	375.5	19.3	10.8	1,801	23,419
(10)	(10)	13.	Cox	3439	12	286.6	27.5	5.6	1,861	22,332
(13)	(14)	14.	Taft	2615	12	217.9	25.7	5.3	1,600	19,200
(14)	(15)	15.	Gannett	2510	13	193.1	10.8	13.5	1,324	17,217
(15)	(21)	16.	LIN	1659	8	207.4	16.5	7.6	1,654	13,231
(23)	(20)	17.	Plough	1981	10	198.1	20.0	7.9	1,254	12,540
(19)	(17)	18.	Southern/HH	1729	11	157.2	34.6	5.4	.841	9,255
(21)	(19)	19.	GE	1691	8	211.4	31.9	5.8	1,143	9,141
(26)	(23)	20.	Golden West	1571	8	196.4	16.3	10.8	1,116	8,925
---	---	21.	Viacom	1674	9	186.0	14.8	14.0	.898	8,079
(25)	(29)	22.	Storz	1168	6	194.7	27.5	5.5	1,287	7,724
(22)	(22)	23.	Nationwide	1405	7	200.7	25.1	7.4	1,081	7,564
---	(31)	24.	Heftel	1588	8	198.5	25.6	8.4	.923	7,385
---	---	25.	First Media	1058	5	211.6	18.6	8.0	1,422	7,110

(A/M 78)	(A/M 79)	RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
(31)	(28)	26.	Group One	1250	8	156.3	33.8	5.8	.797	6.378
(24)	(24)	27.	Nalrite	1436	9	159.6	22.1	10.3	.701	6.310
(28)	(26)	28.	WGN Cont	2213	6	368.8	53.2	7.0	.990	5.942
(27)	(25)	29.	United	971	8	121.4	10.1	19.6	.613	4.906
	---	30.	Doubleday	832	6	138.7	16.0	10.7	.810	4.861
(36)	(34)	31.	Greater Media	2061	11	187.4	26.1	16.3	.440	4.845
(20)	(37)	32.	Charter	907	6	151.2	15.2	12.8	.777	4.663
(17)	(27)	33.	Fairbanks	1220	7	174.3	35.1	7.6	.653	4.574
(29)	(30)	34.	Meredith	977	6	162.8	39.0	5.8	.720	4.318
(32)	(33)	35.	Swanson	1010	7	144.3	47.1	5.1	.601	4.205
(43)	(39)	36.	Entercom	829	8	103.6	14.3	14.1	.514	4.110
---	---	37.	Metroplex	706	5	141.2	14.4	12.8	.766	3.830
(39)	(40)	38.	Kaye-Smith	993	9	110.3	37.1	7.2	.413	3.716
(34)	(41)	39.	Multimedia	1338	12	111.5	96.8	3.8	.303	3.637
(42)	(44)	40.	Outlet	1125	7	160.7	27.4	11.9	.493	3.450
---	(50)	41.	Hubbard	705	5	141.0	70.0	3.0	.671	3.357
---	(38)	42.	Affiliated	941	8	117.6	40.3	7.1	.411	3.288
(35)	(42)	43.	Susquehanna	1329	13	102.2	45.8	9.1	.245	3.188
(38)	(47)	44.	Great Trails	808	7	115.4	36.3	7.3	.435	3.048
(45)	(43)	45.	Rust	1053	10	105.3	65.0	5.5	.295	2.945
(40)	(36)	46.	Shamrock	982	8	122.8	25.5	13.5	.357	2.854
(30)	(45)	47.	Jeff-Pilot	1302	11	118.4	68.2	7.3	.238	2.616
(37)	(32)	48.	Insilco	847	8	105.9	38.5	8.5	.324	2.589
---	---	49.	EZ	648	5	129.6	37.4	7.4	.450	2.250
(47)	(46)	50.	King	1021	9	113.4	40.4	12.2	.230	2.071

AMERICA'S LEADING GROUPS - 1/4 HOUR AVERAGES

<u>(A/M 78)</u>	<u>(A/M 79)</u>	<u>RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVERAGE PER STATION</u>
(1)	(1)	1.	ABC	13	7879	606.1
(2)	(2)	2.	CBS	14	7474	533.9
(5)	(6)	3.	Westinghouse	11	5890	535.5
(6)	(3)	4.	Metromedia	12	5200	433.3
(4)	(4)	5.	Capital Cit	13	4881	375.5
(9)	(9)	6.	NBC	8	4565	571.0
(3)	(5)	7.	RKO	11	4402	400.2
(14)	(7)	8.	SJR	10	3733	373.3
(7)	(8)	9.	Bonneville	11	3534	321.3
(8)	(10)	10.	Cox	12	3439	286.6
---	(12)	11.	Inner City	6	2828	471.3
(15)	(11)	12.	Taft	12	2615	217.9
(10)	(13)	13.	Gannett	13	2510	193.1
(11)	(14)	14.	WGN Continental	6	2213	368.8
(21)	(19)	15.	Greater Media	11	2061	187.4
(16)	(20)	16.	Plough	10	1981	198.1
(17)	(18)	17.	Century	6	1837	306.2
(18)	(16)	18.	Southern/HH	11	1729	157.2
(20)	(21)	19.	GE	8	1691	211.4
----	----	20.	Viacom	9	1674	186.0
(24)	(22)	21.	Hearst	6	1663	277.2
(19)	(23)	22.	LIN	8	1659	207.4
----	(34)	23.	Heftel	8	1588	198.5
(23)	(25)	24.	Golden West	8	1571	196.4
(26)	(27)	25.	Malrite	9	1436	159.6
(25)	(26)	26.	Nationwide	7	1405	200.7
(28)	(28)	27.	Multimedia	12	1338	111.5
(27)	(29)	28.	Susquehanna	13	1329	102.2
(32)	(33)	29.	Jeff-Pilot	11	1302	118.4
(37)	(31)	30.	Group One	8	1250	156.3
(22)	(24)	31.	Fairbanks	7	1220	174.3
(30)	(37)	32.	Storz	6	1168	194.7
(43)	(43)	33.	Outlet	7	1125	160.7
----	----	34.	First Media	5	1058	211.6
(36)	(40)	35.	Rust	10	1053	105.3
(35)	(35)	36.	King	9	1021	113.4
(33)	(36)	37.	Swanson	7	1010	144.3
(41)	(41)	38.	Kaye-Smith	9	993	110.3
(39)	(32)	39.	Shamrock	8	982	122.8
(31)	(38)	40.	Meredith	6	977	162.8
(34)	(30)	41.	United	8	971	121.4
----	(50)	42.	Affiliated	8	941	117.6
(40)	(45)	43.	Mid America	10	918	91.8
(29)	(51)	44.	Charter	6	907	151.2
(48)	(39)	45.	Insilco	8	847	105.9
(38)	(47)	46.	Booth	9	836	92.9
(50)	----	47.	Doubleday	6	832	138.7
(55)	(48)	48.	Entercom	8	829	103.6
(55)	(48)	49.	Park	13	810	62.3
(51)	(53)	50.	Great Trails	7	808	115.4

(A/M 78) (A/M 79)

<u>RANK</u>	<u>RANK</u>	<u>RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVERAGE PER STATION</u>
(42)	(44)	51.	Guy Gannett	7	727	103.9
----	----	52.	Metroplex	5	706	141.2
(56)	(61)	53.	Hubbard	5	705	141.0
(61)	(52)	54.	Summit	8	699	87.4
----	----		McCormick	5	699	139.8
----	----	56.	Scripps-Howard	6	661	110.2
(57)	(57)	57.	EZ	5	648	129.6
(47)	(49)	58.	Federated	7	625	89.3
(58)	(54)	59.	Associated	10	583	58.3
(65)	(59)	60.	Wichita Great Em	8	565	70.6
(45)	(46)	61.	Gulf United	5	563	112.6
(69)	(77)	62.	BENI	9	558	62.0
(46)	(56)	63.	Tichenor	5	553	110.6
----	----	64.	Capitol (WRAL)	5	552	110.4
(62)	(62)	65.	Stoner	9	548	61.0
(66)	(55)	66.	Bluegrass	7	539	77.0
----	----	67.	Beck-Ross	6	535	89.2
----	(79)	68.	Western Cities	6	475	79.2
----	(69)	69.	Des Moines Reg	6	465	77.5
(54)	(60)	70.	Rollins	5	453	90.6
(52)	(58)	71.	Lotus	10	450	45.0
----	----	72.	Regional	7	413	59.0
(64)	(64)	73.	Stauffer	8	391	48.9
----	----	74.	Clear Channel	7	390	55.7
(73)	(78)	75.	Newhouse	5	386	77.2
----	(70)	76.	Sudbrink	5	384	76.8
----	----	77.	Buckley	5	367	73.4
(63)	(71)	78.	McKenna	5	362	72.4
----	----	79.	SBI	6	358	59.7
(60)	(66)	80.	Columbia Pict	5	351	39.0
(76)	(82)	81.	Capitol (Johnson)	6	337	56.2
(78)	(75)	82.	Beasley	7	323	46.1
(68)	(65)	83.	Sterling	9	315	35.0
----	(76)	84.	Stuart	5	302	60.4
(70)	(80)		Midwest Family	8	302	37.8
(74)	(74)	86.	McClatchy	7	298	42.6
----	(72)	87.	Sunbelt	5	296	59.2
----	----	88.	Davis & Weaver	5	269	53.8
----	(84)	89.	Broadcast Assoc	6	245	40.8
(71)	(81)	90.	Bahakel	7	220	31.4
----	----	91.	Peoria Jrnl Star	6	215	35.8
(77)	(83)	92.	Hatch	6	204	34.0
----	----	93.	Buck	6	140	23.3

AMERICA'S LEADING GROUPS - WEEKLY 12+ CUME

<u>(A/M 78)</u>	<u>(A/M 79)</u>	<u>RANK</u>	<u>GROUP</u>	<u>TOTAL CUME</u>	<u>AVG PER STATION</u>
(1)	(1)	1.	ABC	13,509,400	1,350,940
(2)	(2)	2.	CBS	13,090,200	935,000
(4)	(3)	3.	Westinghouse	10,225,000	1,022,500
(6)	(5)	4.	Metromedia	8,183,900	682,000
(7)	(7)	5.	NBC	8,148,600	1,018,600
(3)	(4)	6.	RKO	8,068,900	733,500
(5)	(6)	7.	Capital Cities	7,489,600	576,100
(9)	(8)	8.	Cox	5,040,400	420,000
(8)	(9)	9.	Bonneville	4,777,000	434,300
(16)	(10)	10.	SJR	4,576,800	457,700
(10)	(11)	11.	Gannett	4,198,300	322,900
(13)	(12)	12.	Taft	4,060,300	338,400
----	(15)	13.	Inner City	3,497,100	582,900
(11)	(13)	14.	WGN Continental	3,325,300	554,200
(20)	(20)	15.	Greater Media	3,086,800	280,600
(18)	(22)	16.	Plough	3,676,400	267,600
(21)	(21)	17.	Century	2,673,500	445,600
(23)	(19)	18.	Southern/HH	2,655,800	241,400
(17)	(17)	19.	Golden West	2,637,100	329,600
(19)	(23)	20.	GE	2,578,400	322,200
----	----	21.	Viacom	2,566,300	285,100
(15)	(18)	22.	LIN	2,518,000	314,800
(31)	(31)	23.	Jefferson-Pilot	2,196,300	199,700
(37)	(35)	24.	Outlet	2,171,800	310,300
----	(44)	25.	HefTel	2,171,200	271,400
(26)	(28)	26.	Storz	2,146,000	357,700
(29)	(26)	27.	King	2,137,100	237,500
(30)	(30)	28.	Malrite	2,130,100	236,700
(24)	(24)	29.	Hearst	2,005,700	401,000
(27)	(38)	30.	Charter	1,970,500	328,400
(33)	(34)	31.	Susquehanna	1,942,000	149,400
(22)	(27)	32.	Nationwide	1,917,900	274,000
(28)	(29)	33.	Multimedia	1,913,900	159,500
(25)	(25)	34.	Fairbanks	1,859,900	265,700
(34)	(32)	35.	Shamrock	1,824,800	228,100
(32)	(33)	36.	Meredith	1,708,700	284,800
(40)	(37)	37.	Group One	1,706,200	213,300
(38)	(43)	38.	United	1,619,200	202,400
(36)	(36)	39.	Rust	1,599,400	159,900
(45)	----	40.	Doubleday	1,579,900	263,300
----	----	41.	First Media	1,547,000	309,400
(39)	(42)	42.	Kaye-Smith	1,499,000	166,600
(46)	(48)	43.	Great Trails	1,398,300	199,800
----	----	44.	Affiliated	1,394,400	174,300
(43)	(45)	45.	Mid America	1,393,900	139,400
(35)	(40)	46.	Swanson	1,362,700	194,700
(44)	(41)	47.	Park	1,289,700	99,200
(49)	(39)	48.	Insilco	1,257,800	157,200
----	----	49.	Hubbard	1,256,100	251,200
----	(49)	50.	Entercom	1,242,200	155,300

MAJOR GROUP OWNERS

ABC	(Martin Greenburg, Charles DeBare)	TSA AQH	TSA CUM	TSA RANK	MKT #	FORMAT	BAHAKEL (Cy Bahakel)	TSA AQH	TSA CUM	TSA RANK	MKT #	FORMAT
WABC	NY	1321	30192	5	1	Rock	KXEL Waterloo	45	652	3	221	Contemp
WFLJ-F	NY	1000	15659	9	1	AOR	KCNB Waterloo	33	525	4	221	Rock
WLS	Chi	1178	24034	2	2	Rock	WDOD Chat	66	780	4	95	Country
WRCK	Chi	261	4080	16	2	Rock	WDOD-F Chat	19	482	8	95	BTFL
KG	SF	876	10451	1	7	News/Talk	WKIN Kingsp	36	563	9	94	Rock
KSFX-F	SF	240	4245	8	7	Rock	WMOD Lynch	17	195	6	203	Country
KABC	LA	933	11893	1	3	Talk	WKZZ Lynch	4	100	11	203	AC
KLOS-F	LA	344	7171	12	3	AOR	Others: WLBJ AM/FM (Bowling Green, KY), WABG (Greenwood, MS)					
WKYF	Det	177	3445	15	5	Talk	BEASLEY (George Beasley)					
WRIF-F	Det	511	7813	2	5	AOR	WMOO Mobile	4	105	15	91	Religion
WMAL	Wash	444	5885	1	8	MOR/Talk	WBLX-F Mobile	61	869	4	91	Black
WROX-F	Wash	408	6399	3	8	Rock	WGAC Aug	26	429	6	129	MOR
KAUM-F	Hou	186	3827	10	11	Rock	WKBX Savan	8	216	12	161	Rock
							WSGF-F Savan	46	722	5	161	Rock
							WFAI Fayette	27	365	9	152	Country
							WDMT-F Cleve	151	2062	10	17	Disco
AFFILIATED COMMUNI (Jay Berkson)												
WSAI	Cin	89	1924	10	26	Country	Others: WFMC, WOKN-F (Goldtsboro, NC), WJNC, WRDM-F (Jacksonville, NC), WMO-F (Reidsville, NC)					
WSAI-F	Cin	114	1873	7	26	AOR	BECK-ROSS (Martin Beck)					
KRAK	Sacra	172	2192	3	40	Country	WKTZ Jkville, FL	9	182	18	57	BTFL
KENT-F	Sacra	179	2102	2	40	BTFL	WKTZ-F Jkville	130	1486	2	57	BTFL
KMPS	Sea	71	1171	18	20	Country	WRMF Flint	41	546	12	75	Country
KMPS-F	Sea	92	1148	14	20	Country	WGMZ-F Flint	50	686	8	75	BTFL
WHYN	Spr, MA	92	1844	2	75	Contemp	WBLI-F NY (L-Is)	182	2879	30	1	Rock
WHYN-F	Spr, MA	132	1690	1	75	BTFL	WHCN-F Hartford	123	2291	9	37	AOR
Others: WFAS, WWYD-F (White Plains, NY)												
ASSOCIATED (Ralph Becker)												
WSOL	Tampa	13	172	22	23	Spanish	BLUEGRASS (Wm. Stakelin)					
WVOL	Buffalo	46	594	10	27	Country	WHOO Or1	61	949	8	64	Country
WVOR-F	Buffalo	34	622	12	27	Contemp/AC	WHOO-F Or1	116	1382	2	64	BTFL
WPXN	Rock	52	897	11	39	News	WVOC-F Col, GA	70	1012	2	159	Rock
WPXY-F	Rock	57	1173	9	39	Rock	WVLK Lex	108	1677	2	120	AC
WPIT	Pitt	36	584	18	13	Religion	WVLK-F Lex	68	1028	4	120	BTFL
WPIT-F	Pitt	14	466	26	13	Religion	WWSA Sav	16	239	10	161	AC
WRCP	Phil					DID NOT SHOW	WCHY-F Sav	100	889	1	161	Country
WRCN-F	Phil	284	3721	13	4	AC						
WSTV	Steuben	22	356	3	197	MOR						
WRKY-F	Steuben	25	452	1	197	Rock						

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

TSA		MKT		TSA		MKT		TSA		MKT		TSA		MKT		TSA		MKT		
AOH	CUME	RANK	#	AOH	CUME	RANK	#	AOH	CUME	RANK	#	AOH	CUME	RANK	#	AOH	CUME	RANK	#	
BONNEVILLE (Arch Madsen)																				
KBTG-F LA	815	10086	2	3	BTFL	MAOK	Atl	84	1394	13	18	Black								
KOIT-F SF	170	2536	17	7	BTFL	MGTV	Charlotte	52	687	9	67	Black								
WCLR-F Chi	298	4930	15	2	MOR/AC	WOKV-F	Cin	28	960	15	26	Disco								
KMBZ KC	201	2929	4	29	MOR	WCIN	Cin	70	922	11	26	Black								
KNBR-F KC	173	2263	5	29	BTFL	WITH	Balt	45	783	19	14	? ?								
WRN-F NY	1176	13317	8	1	BTFL	WPDQ	Jkvle,FL	79	840	4	57	Black								
KSL SLC	163	2664	1	45	MOR	WFV-F	Jkvle,FL	56	683	7	57	AOR								
KIRO Sea	298	5390	1	20	News/Talk	WTAN	Tampa	15	405	21	23	MOR								
KSEA-F Sea	177	2288	3	20	BTFL	WOKF-F	Tampa	129	1459	9	23	Disco								
KAAM Dallas	15	449	26	10	MOR	BUCK BRDCST														
KAFN-F Dallas	48	918	19	10	MOR	WCLS	Colum,GA	2	58	11	159	MOR								
BOOTH (John Booth II, Ralph Booth)																				
WRBR-F S. Bend	92	1340	2	134	Rock	WCOS	Colum,SC	17	496	10	99	Rock								
WJLB Det	153	2903	19	5	Black	WCOS-F	Colum,SC	93	1214	3	99	Country								
WZK-F Det	31	773	26	5	Ethnic	WHVN	Charlotte	3	86	19	67	Religion								
WSGW Sag	67	933	5	158	MOR	WYZE	Atlanta	14	219	18	18	Black/Gospel								
WIOG-F Sag	70	1005	3	158	Rock	WNGY	Mont,AL	11	166	11	144	Religion								
WTOD Toledo	118	1046	4	53	Country	BUCKLEY (Richard Buckley)														
WCLR-F Toledo	52	370	10	53	Black	WDRC	Hart	57	1464	15	37	Contemp								
WABQ Cleve	35	586	22	17	Black	WDRC-F	Hart	112	2294	10	37	Rock								
WZZP-F Cleve	218	3437	8	17	AC/Cont	KNVAV-F	Monterey	38	521	38	132	BTFL								
Others: WIOU, WZMZ-F (Kokomo,Ind), WIBM, WHFI-F (Jackson,MI)																				
BROADCAST ASSOC																				
KVEG Las Vegas	43	508	4	100	Country	CAPITAL CITIES (Jim Dougherty, Jim Arcara)														
KNFS-F Las Vegas	30	438	7	100	Rock	WJR	Det	1009	13852	1	5	MOR								
KSET El Paso	32	468	8	87	Rock	WJR-F	Det	307	5229	8	5	BTFL								
KSET-F El Paso	42	597	7	87	Rock	KZLA	LA	36	1333	46	3	AC								
KXKS Albuq	6	171	17	94	Disco	KZLA-F	LA	192	3777	26	3	AC								
KKJY-F Albuq	92	939	2	94	BTFL	WPRO	Prov	133	2930	4	44	AC								
BROADCAST ASSOC																				
WZMZ-F (Kokomo,Ind)	15	449	26	10	MOR	WPRO-F	Prov	176	3048	3	44	Rock								
WZMZ-F (Jackson,MI)	48	918	19	10	MOR	WKBW	Buff	189	4122	5	27	Rock								
BUCK BRDCST																				
WCLS	Colum,GA	2	58	11	159	MOR	WPAT	NY	652	9847	15	1	BTFL							
WCOS	Colum,SC	17	496	10	99	Rock	WPAT-F	NY	890	13057	10	1	BTFL							
WCOS-F	Colum,SC	93	1214	3	99	Country	WBAP	Dallas-FW	736	9730	1	10	Country							
WHVN	Charlotte	3	86	19	67	Religion	KSCS-F	Dallas-FW	327	4528	3	10	Country							
WYZE	Atlanta	14	219	18	18	Black/Gospel	WROW	Albany	129	2058	3	49	BTFL/MOR							
WNGY	Mont,AL	11	166	11	144	Religion	WROW-F	Albany	105	1385	5	49	BTFL							

CAPITOL	TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT	CHARTER	TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT
(John Bayliss, Karl Eller)											
WRAL-F	312	4190	1	79	Rock	KTOI-F SF	220	4328	12	7	Ac/Soft
WHTN	35	696	8	124	Contemp	WRQ-F Det	294	5206	9	5	Rock
WKEE-F	115	1560	1	124	Rock	WJX-F Miami	85	2166	19	22	Rock
KMAC	28	643	18	38	Rock	WOKY Milw	76	2659	8	25	Rock
KISS-F	62	887	10	38	Rock	KCRQ SD	50	1645	21	20	Contemp
						WSLQ-F St. Lou	182	3701	8	12	Rock
(Ken Johnson)											
WKSJ Mobile	105	1129	2	91	Country	CLEAR CHANNEL (John Barger)					
WKSJ-F Mobile	17	301	10	91	Country	KPAC Beaumont	13	315	14	108	News/Talk
WKDY Spartan	5	159	16	72	Country	KHYS-F Beaumont	40	677	4	108	Rock
WCAW Char, WV	66	972	3	146	Country	WOAI San Ant	129	2076	3	38	News
WVAF-F Char, WV	111	1205	1	146	Rock	WOAI-F San Ant	57	778	11	38	AC
WRKA Louis, KY	33	611	14	43	???	KELP EP	30	758	9	87	Contemp
						KMOD-F Tulsa	107	960	4	65	AOR
						KXXO Tulsa	14	234	10	65	News/Talk
(Sam Cooke Digges)											
CBS NY	1510	26764	3	1	News	COLUMBIA PIC IND (Fred Keshner)					
WCBS-F NY	754	13815	13	1	Oldies	WYDE Birm	46	1093	15	47	Country
KNX LA	811	15217	3	3	News	KCPX SLC	63	1642	9	45	Rock
KNX-F LA	439	6634	12	3	Soft Rock	KCPX-F SLC	105	1469	2	45	Rock
WBBM Chi	867	15267	4	2	News	WVVA Wheeling	128	1680	1	179	Country
WBBM-F Chi	246	5757	18	2	Soft Rock	WCPI-F Wheeling	9	179	14	179	Rock
KNOX St. Lou	839	10534	1	12	Soft Rock	COX (William Schwartz)					
KMOX-F St. Lou	140	2678	9	12	News/Talk	WSB Atl	332	5067	2	18	MOR
WCAU Phil	349	6571	11	4	Talk	WSB-F Atl	126	2098	8	18	BTFL
WCAU-F Phil	239	4442	15	4	Jazz/Disco	WJLF-F Balt	272	3330	2	14	BTFL
WEET Boston	443	7169	3	6	News	WSOC Char	59	1000	8	67	News
WEET-F Boston	217	4050	12	6	Soft Cont	WHTO Dayt	268	3163	1	67	Country
KCBS SF	492	9058	2	7	News	WHTO Dayt	164	2379	3	46	MOR
KCBS-F SF	128	2946	23	7	Rock	WHTO-F Dayt	261	2728	1	46	BTFL
						KFI LA	748	13417	5	3	Contemp/AC
(Howard Grafman)											
MLOO-F Chi	733	8072	5	2	BTFL	KOST-F LA	413	6361	13	3	BTFL
WAIT Chi	247	3163	17	2	BTFL/MOR	WIOD Miami	140	2439	11	22	MOR
KSHE-F St. Lou	271	3363	2	12	AOR	WATA-F Miami	143	1850	10	22	AC
WABY-F Det	246	5066	12	5	AOR	WWSH-F Phil	513	6572	3	4	BTFL
KWST-F LA	143	3769	29	3	AOR						
KMEL-F SF	197	3302	14	7	AOR						

<u>DAVIS & WEAVER</u>		TSA	TSA	TSA	MKT	FORMAT
<u>(Bill Weaver)</u>		AQH	CUNE	RANK	#	
KARN	Fresno	33	450	12	82	Country
KFIG-F	Fresno	25	407	14	82	Rock
KLOK	San Jose/SF	137	2364	2	32	MOR
KWIZ	Anaheim	52	891	19	19	MOR
KWIZ-F	Anaheim	22	517	30	19	BTFL
<u>DOUBLEDAY</u> (Gary Stevens)						
KDWB	Minn-SP	133	3470	10	15	Rock
KDWB-F	Minn-SP	93	2489	12	15	Rock
KHOW	Denver	203	3120	5	21	MOR
KHOW-F	Denver	34	681	22	21	BTFL
KWK	St. Louis	110	2234	12	12	Rock
WMMK-F	St. Louis	259	3805	3	12	Rock
Detroit (Group took over after rating period)						
<u>DES MOINES REGISTER-TRIB</u> (George Hager)						
KYXI	Port,OR	60	1262	12	35	News
KGON-F	Port,OR	145	1874	4	35	AOR
KLAK	Denver	77	737	11	21	Country
KPPL-F	Denver	125	1440	9	21	Contemp/AC
WIBA	Madison	41	593	6	113	MOR
WIBA-F	Madison	17	338	10	113	AOR
<u>ENTERCOM</u> (Joseph Field)						
KBRG-F	SF	64	921	35	7	Spanish
WAYL	Minn-SP	46	1194	16	15	MOR
WAYL-F	Minn-SP	170	2276	5	15	BTFL
KLEF	Hou	75	1027	17	11	Classical
KTAC	Tacoma/Sea	47	1389	21	20	Rock
KBRD-F	Tacoma/Sea	118	1588	9	20	BTFL
WEFP	Pitt	178	2467	7	13	Country
WDSY-F	Pitt	131	1551	13	13	Country
<u>EZ</u> (Art Keller)						
WEZB-F	NO	179	2176	2	33	Rock
WEZC-F	Charlotte	169	1904	4	67	BTFL
WJOI-F	Pitt	158	2285	10	13	BTFL
WEZR-F	Wash	66	1013	18	8	BTFL
WEZS-F	Rich	76	1024	3	66	BTFL

<u>FAIRBANKS</u>		TSA	TSA	TSA	MKT	FORMAT
<u>(Jim Hilliard)</u>		AQH	CUME	RANK	#	
WTBC	Indy	253	3657	2	33	MOR
WNP-F	Indy	147	2417	7	33	Rock
WVBF-F	Boston	361	6014	6	6	Rock
WKOX	Boston		DID NOT SHOW			
KVIL	Dallas-FW	28	621	25	10	AC/Cont
KVIL-F	Dall-FW	370	4611	2	10	AC/Cont
WJNO	W. Palm	39	748	4	77	News
WRMF-F	W. Palm	22	531	7	77	Rock
<u>FEDERATED</u> (John Dille,III)						
WYEZ-F	S. Bend	49	687	7	134	BTFL
WQHK	F. Wayne	54	946	5	103	Country
WMEE-F	F. Wayne	131	1780	2	103	Rock
WCUZ	G. Rpds	53	937	8	71	Country
WCUZ-F	G. Rpds	55	987	7	71	Country
WKY	Cin	149	1890	6	26	MOR
WWEZ-F	Cin	134	2237	7	26	BTFL
Others: WTRC (Elkhart,Ind)						
<u>FIRST MEDIA</u> (Glenn Potter)						
KFMK-F	Hou	75	1733	17	11	Rock
KOPA	Phoenix	38	642	17	28	Rock
KOPA-F	Phoenix	169	2130	3	28	Rock
WZC-F	Atl	337	4750	1	18	Rock
WPGC A/F	Wash	439	6215	2	8	Rock
Others: KAYK A/F (Provo)						
<u>GUY GANNETT</u> (Bob Gilbertson)						
WINZ	Mia	176	3261	5	22	News
WINZ-F	Mia	118	2147	13	22	AOR
WGAN	Port,M	56	949	5	177	MOR
WGAN-F	Port,M	110	1244	1	177	BTFL
WXL-F	Moline	46	631	7	103	AOR
KSTT	Daven	71	1105	3	103	Rock
KORM-F	Okl C	150	2147	2	54	Rock

GANNETT (Joe Dorton)		TSA	TSA	TSA	MKT	FORMAT	GREAT TRAILS (Alexander Williams)		TSA	TSA	TSA	MKT	FORMAT
		AQH	CUME	RANK	#		AQH	CUME	RANK	#			
KIIS	LA	41	1503	45	3	Religion	62	1672	11	43			Rock
KIIS-F	LA	477	9183	11	3	Disco	154	2450	3	43			Rock
KSDO	SD	116	2104	5	20	News	97	2219	7	36			AC
KEZI-F	SD	92	1185	10	20	BTFL	129	2418	5	36			Rock
WWE	Cleve	226	4457	5	17	MOR	95	1852	7	46			AC
WDOK-F	Cleve	259	3697	4	17	BTFL	214	2220	4	25			Country
WVON	Chi	198	3940	21	2	Black	57	1152	14	25			Country
WGCI-F	Chi	374	4604	9	2	Black/Disco	Others: WJAI-F, WIZE (Springfield, OH)						
WCZY	Det	47	1279	24	5	Religion	GREATER MEDIA (Herb McCorrd)						
WCZY-F	Det	347	5065	6	5	BTFL	264	3659	5	8			BTFL
KSD	St. Lou	84	2088	15	12	News	24	688	28	8			BTFL
KCFM-F	St. Lou	63	983	17	12	BTFL	287	5154	16	3			Rock
WJYM-F	Tam-SP	186	1895	3	23	BTFL	376	5769	3	5			Contemp
GENERAL ELEC (Jim Delmonico)													
KFOG-F	SF	349	4753	5	7	BTFL	128	1851	21	5			Soft/AC
KOA	Denver	223	3578	2	21	News/Talk	457	6636	5	4			AC
KOAQ-F	Denver	72	1877	13	21	Contemp	207	3237	17	4			BTFL
WJTB-F	Boston	419	6616	4	6	BTFL	48	552	4	124			Country
WGY	Schen	349	4414	1	49	MOR	58	711	3	124			BTFL
WGRN-F	Schen	74	1670	8	49	Rock	130	1529	34	1			Country
WSIX	Nash	46	917	11	51	MOR	82	1082	43	1			Contemp
WSIX-F	Nash	159	1959	2	51	Country	Others: WGSN (Huntington, NY), WCTC (New Brunswick, NJ)						
GOLDEN WEST (Dick Kale)													
KMPC	LA	389	7886	14	3	MOR	216	2763	3	21			Country
KSFO	SF	233	4154	9	7	MOR	153	2368	7	21			AOR
KVI	Sea	108	2169	12	20	MOR	135	2069	2	58			MOR
KPLZ-F	Sea	125	1806	8	20	Rock	66	813	7	58			BTFL
KEX	Port,0	137	2429	5	35	MOR	178	2208	2	46			Country
KQRN-F	Port,0	44	737	16	35	Rock	153	2204	4	46			Rock
WCXI	Det	375	3708	4	5	Country	125	1834	14	10			Country
WTWR-F	Det	160	3482	18	5	Contemp	224	2803	7	10			BTFL
GULF UNITED													
WVOJ	Jkvle, FL	58	728	6	57	Country	108	2582	9	33			Rock
WVDE	Indy	185	2219	4	33	AOR	27	578	12	63			Contemp
WFBQ-F	Indy	185	2219	4	33	AOR	27	578	12	63			Contemp
WKAP	Allen, PA	27	578	12	63	Contemp	185	2485	10	10			AOR
KTXQ-F	Dallas-FW	185	2485	10	10	AOR	185	2485	10	10			AOR

HARTE-HANKS/SOUTHERN (Bob Jones)			TSA	CUME	TSA	RANK	MKT	FORMAT
TSA	AQH						#	
KOY	Phoe	171	2672	2	28	MOR	28	MOR
KQVT-F	Phoe	160	1743	5	28	BTFL	28	BTFL
NSGN	Birm	96	1803	4	47	Contemp	47	Contemp
WRBQ-F	Tampa	170	2770	5	23	Rock	23	Rock
WEZI-F	Memphis	166	2255	3	43	BTFL	43	BTFL
KULF	Hou	117	2398	14	11	AC/Cont	11	AC/Cont
KYND-F	Hou	267	3852	4	11	BTFL	11	BTFL
WRVA	Richmond	211	2963	1	66	MOR	66	MOR
WRVQ-F	Richmond	178	2471	2	66	Rock	66	Rock
KMJK-F	Port,0	113	1515	6	35	Rock	35	Rock
WLCY	Tampa	80	2116	13	23	Rock	23	Rock
HATCH (George Hatch)								
KJOT-F	Boise	9	144	11	198	Country	198	Country
KGEM	Boise	29	449	7	198	Country	198	Country
KGHL	Billings	22	370	4	268	MOR	268	MOR
KIDX-F	Billings	8	134	7	268	Country	268	Country
KALL	SLC	76	1274	7	45	AC	45	AC
KALL-F	SLC	60	1011	6	45	Contemp	45	Contemp
HEARST (Franklin Snyder)								
WBAL	Balt	444	5428	1	14	MOR	14	MOR
WYV-F	Balt	261	2915	3	14	AOR	14	AOR
WISN	Milw	268	4227	3	25	AC	25	AC
WLX-F	Milw	193	2783	5	25	AOR	25	AOR
WTAE	Pitt	232	3784	5	13	AC	13	AC
WXXX-F	Pitt	265	4920	4	13	Rock	13	Rock
Others: WAPA (San Juan,PR)								
HEPTEL (Tom Hoyt)								
WLJP-F	Chi	454	7529	8	2	AOR	2	AOR
WXKS	Boston	148	1299	15	6	Big Band	6	Big Band
WXKS-F	Boston	307	4080	10	6	Disco/Cont	6	Disco/Cont
KSSK	Hono	206	2445	1	56	MOR	56	MOR
KULA-F	Hono	22	445	16	56	Rock	56	Rock
WIKS-F	Irdy	202	3268	3	33	Disco/Rock	33	Disco/Rock
KJOY-F	SD	202	1983	1	20	BTFL	20	BTFL
WLWV-F	Cin	47	663	13	26	BTFL	26	BTFL
HUBBARD (S.S. Hubbard)								
WGTO	Lakeland	40	431	2	132	Country	132	Country
KSTP	Minn-SP	160	4543	6	15	AC	15	AC
KSTP-F	Minn-SP	338	4851	2	15	Contemp	15	Contemp
KOB	Albuq	110	2022	1	94	MOR	94	MOR
KOB-F	Albuq	57	714	4	94	AC	94	AC
INNER CITY (Pepe Sutton)								
WBLS-F	NY	2017	21036	1	1	Disco/Black	1	Disco/Black
WLIB	NY	132	2039	33	1	Black	1	Black
WLBS-F	Det	135	1962	20	5	Disco	5	Disco
KRE	SF		NO SHOW					
KBLX-F	SF	130	1838	22	7	Black	7	Black
KUTE-F	LA	273	5179	18	3	Black/Disco	3	Black/Disco
KGFJ	LA	141	2917	30	3	Black	3	Black
INSILCO (Fred Walker, Richard Geismar)								
WKSS-F	Hart	153	2192	3	37	BTFL/MOR	37	BTFL/MOR
WELI	N. Haven	117	1641	1	55	MOR	55	MOR
WGSO	NO	70	1217	12	33	News	33	News
WQUE-F	NO	84	1780	9	31	Rock	31	Rock
KTOK	OK1 C	138	1798	4	54	MOR	54	MOR
KZUE-F	OK1 C	61	1217	10	54	Contemp	54	Contemp
WVGC	Miami	78	1362	20	22	BTFL	22	BTFL
WYOR-F	Miami	146	1371	9	22	BTFL	22	BTFL
JEFFERSON-PILOT (Cullie Tarleton)								
KLMN	Denver	232	3961	1	21	Rock	21	Rock
KYGO-F	Denver	73	1515	12	21	Rock	21	Rock
WQXI	At1	53	1742	14	18	Contemp	18	Contemp
WQXI-F	At1	224	3275	5	18	Contemp	18	Contemp
WBT	Char	250	3812	2	67	AC	67	AC
WBCY-F	Char	99	1663	6	67	Rock	67	Rock
WBTG	Greens,NC	36	840	10	52	AC	52	AC
WWIL	Wil,NC	24	242	2	221	Black	221	Black
WHSL-F	Wil,NC	31	455	1	221	Rock	221	Rock
WGBS	Miami	60	1494	25	22	MOR	22	MOR
WLYF-F	Miami	220	2964	2	22	BTFL	22	BTFL

KAYE-SMITH (Lester Smith)		TSA	CUME	AQH	TSA RANK	MKT #	FORMAT
KCKN	KC	41	618		14	29	Country
KCKN-F	KC	82	1277		11	29	Country
WUBE	Cin	31	655		14	26	Country
WUBE-F	Cin	172	1746		4	26	Country
KXL-F	Port,0	169	1848		2	35	MOR
KXL	Port,0	102	1624		9	35	BTFL
KJR	Sea	158	3419		5	20	Rock
KISW-F	Sea	167	2528		4	20	Rock
KJRB	Spokane	71	1275		2	114	Rock
KING (Ancil Payne)							
KYA	SF	113	3662		27	7	Rock
KYA-F	SF	119	3434		26	7	Rock
WRTH	St. Lou	187	2743		7	12	BTFL/MOR
KGW	Port	225	4139		1	35	Contemp
KINK-F	Port	83	1190		10	35	Rock
KREM	Spok	19	601		11	114	Contemp
KREM-F	Spok	68	814		3	114	AOR
KING	Sea	144	3611		6	20	Contemp
KING-F	Sea	63	1177		19	20	Classical
LIN (Donald Pels)							
WIL	St. Louis	119	2296		10	12	Country
WIL-F	St.,Louis	223	3161		5	12	Country
WBFB	Roch	95	2018		4	39	Rock
WJQF-F	Roch	111	1395		3	39	AOR
WFJL	Phil	366	6132		10	4	Cont/AC
WUSL-F	Phil	371	3987		9	4	AC
KILT	Hous	185	3581		11	11	Rock
KILI-F	Hous	189	2910		9	11	Rock
LOTUS (Howard Kalmenson)							
KRUX	Phoe	48	896		13	28	Rock
KTKT	Tues	60	1034		3	84	Rock
KTKT-F	Tues	41	765		7	84	AOR
KWKW	LA	111	1342		34	3	Spanish
KFSD-F	SD	71	986		15	20	Classical
KENO	LV	21	514		11	100	Rock
KENO-F	LV	14	291		13	100	Rock
KVAR-F	SA	38	459		16	38	Rock
KONE	Reno	27	329		7	188	Country
KOZZ-F	Reno	19	234		8	188	Rock
MALRITE (Carl Hirsch)							
MHK	Cleve	223	2730		7	17	Country
MNMS-F	Cleve	479	5798		1	17	AOR
WZUU	Milw	20	581		28	25	Rock
WZUU-F	Milw	104	2441		6	25	Rock
WNYR	Roch	65	951		7	39	Country
WZOF-F	Roch	179	2345		2	39	BTFL
KEEY	Minn-SP	13	552		20	15	MOR
KEEY-F	Minn-SP	140	2413		9	15	BTFL
KNEW	SF	213	3490		13	7	Country
McCLATCHY (Ramsey Elliot)							
KMJ	Fresno	85	1470		3	82	MOR
KMJ-F	Fresno	17	395		19	82	Contemp
KBEE	Modesto	4	148		18	148	BTFL
KBEE-F	Modesto	32	344		6	148	BTFL
KOH	Reno	32	488		5	188	MOR/News
KFBK	Sacra	92	1673		7	40	News
KAER-F	Sacra	34	438		19	40	BTFL
McKenna (Jim McKenna)							
KQRS A/F	Minn-SP	282	4081		4	15	AOR
WOMB	Harris,PA	24	483		14	92	AC
WSFM-F	Harris,PA	35	659		10	92	Contemp
WJQM	Madison	3	98		15	113	Country
WJQM-F	Madison	18	463		9	113	Rock
McCORMICK (Bill McCormick)							
WLKW	Prov	50	829		17	44	BTFL
WLKW-F	Prov	239	2851		1	44	BTFL
WJYE-F	Buff	241	2974		2	27	BTFL
WFOG	Norfolk	6	194		23	51	Big Band
WFOG-F	Norfolk	163	1874		3	51	BTFL
MEREDITH							
WGST	Atl	89	1545		11	18	News
WPOH-F	Atl	195	3039		6	18	BTFL
WOW	Omaha	273	4869		2	70	Contemp
KEZO-F	Omaha	118	1423		3	70	AOR
KCMO	KC	169	4212		6	29	MOR/News
KCEZ	KC	133	1999		7	29	BTFL

METROMEDIA		TSA		MKT		TSA		MKT		TSA		MKT	
(George Duncan)		AQH	CUME	RANK	#	AQH	CUME	RANK	#	AQH	CUME	RANK	#
MULTIMEDIA		(Brice Buchanan, Walt Bartlett)											
KLAC	LA	593	9174	7	3	Country	WNBC	Asheville	102	1210	1	187	Country
KMET-F	LA	787	11232	4	3	AOR	WFBC	Green,SC	38	887	11	72	MOR
WNEW	NY	821	11069	11	1	MOR/Big Band	WFBC-F	Green,SC	152	2155	1	72	Contemp
WNEW-F	NY	627	10260	16	1	AOR	KAAV	Lit Rock	84	2141	4	102	Contemp
KSAN-F	SF	133	3074	21	7	AOR	KLPQ-F	Lit Rock	96	1219	3	102	AOR
WCBM	Balt	165	3278	7	14	MOR	WZJW-F	Milw	288	2989	2	25	BTFL
WNET	Chi	229	4917	19	2	AOR	WMAZ	Macon	51	831	4	149	MOR
WIP	Phil	523	7686	2	4	MOR	WMAZ-F	Macon	114	1482	1	149	Contemp
WMMR-F	Phil	502	7664	4	4	AOR	KEEL	Shreve	104	1790	2	109	Rock
WOMC-F	Det	287	3840	11	5	AC	KMBQ-F	Shreve	39	447	7	109	Rock
WASH-F	Wash	217	3663	6	8	AC	WAKY	Lou	134	2476	5	43	AC
KRLD	Dallas	316	5982	4	10	News	WVEZ-F	Lou	136	1512	4	43	BTFL

METROPLEX		TSA		MKT		TSA		MKT		TSA		MKT	
(Norm Wain)		AQH	CUME	RANK	#	AQH	CUME	RANK	#	AQH	CUME	RANK	#
NATIONWIDE		(Clark Pollack)											
KEZF-F	St. Lou	223	3142	5	12	BTFL	WPOC-F	Balt	225	2546	5	14	Country
WMOG	Miami	93	1026	18	22	Country	WGAR	Cleve	226	4467	5	17	MOR
WHYI-F	Miami	278	4552	1	22	Rock	WKSU-F	Cleve	79	1302	15	17	Country
WPIK	Wash	66	1176	18	8	Country	WNCI-F	Colum	259	3943	1	36	Rock
WXRA	Wash	46	938	22	8	Country	WKTQ	Pitt	101	2530	15	13	Contemp
							WSSH-F	Pitt	273	3409	3	13	BTFL
							WLEE	Rich	42	982	8	66	Contemp

MID AMERICA		TSA		MKT		TSA		MKT		TSA		MKT	
(Burrell Small)		AQH	CUME	RANK	#	AQH	CUME	RANK	#	AQH	CUME	RANK	#
NBC		(Dick Verne)											
KRVR-F	Moline	55	728	5	103	BTFL	WYNY-F	NY	1281	27586	6	1	Contemp
WQUA	Moline	27	749	10	103	AC	WRC	Wash	166	2856	11	8	News
WTRX	Flint	46	867	10	75	AC	WKYS-F	Wash	273	3845	4	8	Disco
WIRL	Peoria	38	960	8	105	Cont/AC	WMAQ	Chi	1161	18524	3	2	Country
WSWT-F	Peoria	95	1157	1	105	BTFL	WKOX-F	Chi	337	6196	13	2	AC
KIOA	Des M	95	2341	4	111	Contemp	KNBR	SF	460	8048	3	7	MOR
KMGK-F	Des M	50	956	8	111	Rock	KYUU-F	SF	264	4396	7	7	AC
WIRE	Indy	142	2057	8	33	Country							
WXTZ-F	Indy	258	2960	1	33	BTFL							
KBEZ-F	Tulsa	112	1164	3	65	BTFL							

MIDWEST FAMILY		TSA		MKT		TSA		MKT		TSA		MKT	
		AQH	CUME	RANK	#	AQH	CUME	RANK	#	AQH	CUME	RANK	#
NEWHOUSE													
WKKN	Rockford	20	221	10	139	Country	WSYR	Syr	142	2017	1	59	MOR
WYFE-F	Rockford	33	500	7	139	AOR	WSYR-F	Syr	112	1549	2	59	AOR
WISM	Madison	33	848	7	113	Contemp	WTPA-F	Harris	24	370	14	92	BTFL
WISM-F	Madison	49	839	4	113	AC/Contemp	WAPI	Birm	25	796	17	47	MOR
WYTL	Oshkosh	43	496	6	128	Country	WAPI-F	Birm	83	1167	6	47	BTFL
WOSH-F	Oshkosh	24	430	11	128	Rock							
WITL	Lansing	20	373	10	85	Country							
WITL-F	Lansing	80	954	4	85	Country							

OUTLET	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	PLOUGH (con't)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
(Dick Rakovan)											
WJAR	103	2136	7	44	MOR	WSUN Tam-SP	193	2967	2	23	MOR
WBBO	75	1518	7	64	MOR	WXMN-F Tam-SP	166	1932	6	23	AOR
WDBO-F	202	2354	1	64	BTFL						
WTOP	209	4520	8	8	News	RKO (Dwight Case)					
KIQQ-F	230	5534	20	3	Rock	WOR NY	1405	20480	4	1	Talk
WQNS-F	35	910	26	5	Classical	WXLO-F NY	471	10217	19	1	Contemp
WTOQ-F	271	4746	14	4	AOR	WRKO Boston	239	6447	11	6	Rock
(Roger Turner)											
KRSI A/F	88	1339	13	15	Big Band	WROR-F Boston	361	5334	6	6	Contemp
WONO-F	25	358	14	59	AC	WGMS A/F Wash	138	2572	15	8	Classical
WHEN	112	2257	2	59	BTFL	WAXY-F Miami	155	2226	8	22	Oldies
WNCT	4	142	15	304	MOR	WFYR-F Chi	359	5565	11	2	AC/Contemp
WNCT-F	36	455	5	304	BTFL	WHBQ Memphis	105	2758	7	43	Contemp
WNAX	Sioux F/York	67	927	2	269	KFRC SF	382	8810	4	7	Rock
WJZZ	Port,0	111	1966	7	35	KHJ LA	280	7123	17	3	Rock
KJIB-F	Port,0	50	649	14	35	KRTH-F LA	507	9229	9	3	AC
WDEF	Chatt	69	1100	3	95	REGIONAL					
WDEF-F	Chatt	76	1039	2	95	WGRD-F G. Rpds	133	2450	3	71	Rock
WTVR	Rich	9	378	20	66	WGRD G. Rpds	19	597	15	71	Rock
WTVR-F	Rich	56	835	6	66	WJAX-F Mel-Ti-Co	7	114	11	154	AOR
KEZ-F	Sea	107	1452	13	20	WAMT Mel-Ti-Co	10	287	9	154	MOR
PEORIA JOURNAL STAR											
KRKE	Albuq	39	970	9	92	WPIC Youngs	51	581	2	74	MOR
WXL-F	Albuq	41	646	8	92	WVFM-F Youngs	124	2287	7	74	Rock
KSSS	Col Spg	34	376	5	128	WAAL-F Bingha	69	969	2	123	Rock
KBY	Billings	16	223	5	268	ROLLINS (Paul Downs)					
KYNR-F	Pueblo	9	129	10	241	KDAY LA	252	4001	18	3	Black
KICT-F	Wichita	76	815	3	97	WAMS Wi.Lm,DE	25	548	9	76	Contemp
PLOUGH (Wayne Hudson)											
WPLO	Atl	114	2282	10	18	WRAP Norf	93	1502	9	51	Black
WVEE-F	Atl	314	2926	3	18	WCHS Char,WV	58	11049	4	146	MOR
WCAO	Balt	135	3278	8	14	WBES-F Char,WV	25	401	7	146	BTFL
WXYV-F	Balt	251	2689	4	14	WBEE Chi					
WJJD	Chi	166	2719	24	2	DID NOT SHOW					
WJEZ-F	Chi	354	3948	12	2						
WSPS	Memphis	99	1912	8	43						
WHRK-F	Memphis	189	2111	2	43						

<u>RUST</u>	<u>TSA</u> <u>AQH</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>MKT</u> <u>#</u>	<u>FORMAT</u>	<u>SBI Inc</u>	<u>TSA</u> <u>AQH</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>MKT</u> <u>#</u>	<u>FORMAT</u>
<u>(Bill Rust)</u>											
WPTR Albany	74	1733	8	49	Contemp	KOGI SD	89	1680	11	20	MOR
WFLY-F Troy	167	2378	2	49	Rock	KPRI-F SA	135	2056	3	20	AOR
WHAN Roch	204	3250	1	39	MOR	KZZY-F SA	50	1105	14	38	Rock
WHFM-F Roch	89	1507	6	39	Rock	KCCW SA	53	832	13	38	Country
WAEB Allen	91	1525	5	63	Rock	KYMS Santa Ana	23	474	29	19	Religion
WKXW-F Allen	119	1295	2	63	Country	KBRN Denver	8	175	29	21	Religion
WNOW York	30	381	14	108	Country	<u>STAUFFER (Jerry Holley)</u>					
WOXA-F York	175	2288	1	108	Rock	KARZ Phoe	53	929	12	28	MOR
WRNL Rich	32	740	12	66	AC	KRNT DM	61	982	6	111	MOR
WRXL-F Rich	72	897	4	66	AOR	KRNO-F DM	52	919	7	111	Rock
Others: WSOM A/F (Salem,OH)											
<u>SJR (Hymen Glickstein)</u>											
KRLY-F Hou	385	4065	1	11	Disco/AOR	WLBW Topeka	70	1080	2	171	MOR/News
WKLS Atl	8	262	22	18	AOR	WLBW-F Topeka	43	876	4	171	Rock
WKLS-F Atl	282	2890	4	18	AOR	KGNC Amarillo	53	753	2	193	MOR
WQAL-F Cleve	308	3633	3	17	BTFL	KGNC-F Amarillo	42	549	3	193	BTFL
WKTU-F NY	1676	20479	2	1	Disco	KGBX Spr,MO	17	434	7	165	MOR
WJIT NY	377	3549	23	1	Spanish	Others: KSOK (Arkansas City,Kans), KGFF (Shawnee,OK)					
WYSP-F Phil	390	6219	8	4	AOR	<u>STERLING (Fred Danz)</u>					
WUST Wash	53	458	21	8	Religion	KSJO-F San Jose	61	1344	8	32	AOR
WJMD-F Wash	163	2243	13	8	BTFL	KRRX San Jose	27	740	11	32	News/Talk
KNUS-F Dallas	91	1970	16	10	AOR	KASH Eug-Spr	6	186	10	147	Rock
<u>SCRIPPS-HOWARD (Dick Janssen)</u>											
WMC Memphis	141	2343	4	43	Country	KZOK Sea	20	654	28	20	Rock
WMC-F Memphis	194	3068	1	43	Rock	KSNDF Eug-Spr	33	559	5	147	Rock
WNOX Knox	67	1650	7	88	Rock	KZOK-F Sea	110	2312	11	20	AOR
WITW-F Balt	69	1565	14	14	Rock	KALE Richland	27	435	3	224	Contemp
KMEO Phoe	43	577	16	28	BTFL	KLOK-F Richland	11	181	7	224	AOR
KMEO-F Phoe	147	1672	6	28	BTFL	KDKO Denver	20	429	22	21	Black
Others: KBFW (Bellingham,WA), KEDO, KLYK-F (Longview,WA)											
<u>SHAMROCK (Bruce Johnson)</u>											
KXLR Lit Rock	11	393	10	102	Country	KSO DM	150	1582	2	111	Country
KABL SF	197	3857	14	7	BTFL	KGGO-F DM	71	812	5	111	AOR
KABL-F SF	227	3552	10	7	BTFL	MGNT Hunt,WV	39	766	7	124	MOR
KUDL-F KC	100	1523	9	29	Soft	WNBf Bing	44	821	4	123	MOR
WBOK NO	39	772	16	33	Black	WQYT-F Bing	86	859	1	123	BTFL
KMGC-F Da11-FW	141	1990	13	10	Soft Rock	KHAK Ced Rpd	25	208	9	190	Country
WWWW-F Det	236	5364	13	5	AOR	KHAK-F Ced Rpd	38	407	5	190	Country
KYOK Hou	31	797	23	11	Black	WHEL Knox	13	247	9	88	MOR
						WTMZ-F Knox	83	1102	6	88	AOR

STORZ	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	SUSQUEHANNA (Art Carlson)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WQAM	98	1826	17	22	Rock	WQBA Miami	173	1473	6	22	Spanish
WHB	244	4024	2	29	Contemp	WQBA-F Miami	70	818	21	22	Spanish
WDGY	298	4325	3	15	Country	WKIS Or1	55	1180	10	64	MOR
WTIX	180	3805	1	33	Rock	WLTA-F At1	129	1917	7	18	AC
KOMA	117	2757	6	54	Rock	WFMS-F Indy	151	2022	5	33	Country
KXOK	231	4723	4	12	Contemp	WHLO Akron	39	746	11	58	News
STUART	(Dick Chapin)					WLQA-F Cin	59	933	12	26	BTFL
KFOR	Lincoln	579	2	173	MOR	WLQR-F Toledo	135	1605	2	53	BTFL
KFRX-F	Lincoln1	379	8	173	Rock	WARM Scran	140	2231	1	64	MOR
KWTO	Spr, MO	1501	1	165	Country	WSBA York	93	1376	5	108	MOR
KWTO-F	Spr, MO	1188	3	165	Rock	WSBA-F York	84	1128	6	108	BTFL
KOEL-F	Waterloo/ Oelwein	303	10	190	Country	KPLX-F Dall-FW	120	1772	15	10	Country
						KLIF Dall-FW	81	2219	17	10	MOR
						Others: WGBB (Freeport, NY)					
						SWANSON (Gerock Swanson)					
						KLEO Wich	30	871	10	97	Rock
						WSHO NO	91	861	7	33	Country
						WBYU-F NO	139	2003	3	33	BTFL
						KKMG-F Okl C	179	1904	1	54	BTFL
						KRMG Tulsa	151	2087	2	65	MOR
						KFJZ Dall-FW	DID NOT SHOW				
						KFJZ-F Dall-FW	168	2990	11	10	Rock
						KKYY San Ant	252	2911	2	38	Country
						TAFT (Carl Wagner)					
						WDAF KC	513	6530	1	29	Country
						KYYS-F KC	241	3211	3	29	AOR
						WGR Buff	199	4203	4	27	MOR
						WGRQ-F Buff	142	1849	6	27	AOR
						WKRC Cin	159	3544	5	26	AC
						WKRQ-F Cin	245	4125	2	26	Rock
						WTVN Colum	212	3608	3	36	AC
						WLWQ-F Colum	256	2797	2	36	AOR
						KQV Pitt	150	2713	11	13	News
						WDVE-F Pitt	281	4283	2	13	AOR
						WDAE Tampa-SP	77	1382	16	23	MOR/AC
						WYNF-F Tampa-SP	140	2358	8	23	Rock/Oldies
						Others: KOEL (Oelwein, IA), KMNS, KSEZ-F (Sioux City, IA), KRAL, KVEZ-F (Salina, Kans), KRG1 A/F (Grand Isl, Neb)					
						SUDBRINK (Bob Sudbrink)					
WORL	Or1	37	544	13	64	Disco					
WORJ-F	Or1	83	1217	6	64	AOR					
WNMS	Miami	179	2668	4	22	News					
KPOI	Hono	50	753	9	56	Oldies/AC					
KDUK-F	Hono	35	787	11	56	AOR					
SUMMIT	(Dick Barron)										
WCOA	Pensa	35	472	8	133	MOR					
WJLO-F	Pensa	50	814	3	133	Rock					
WSJS	Win-Sal	82	1528	5	52	MOR					
WTQR-F	Win-Sal	202	2688	1	52	Country					
WREC	Mem	69	1508	10	43	MOR					
WZXR-F	Mem	139	1529	5	43	AOR					
KOCY	Ok1 C	18	403	16	54	Country					
KXXY-F	Ok1 C	104	1151	7	54	AOR					
SUNBELT											
KFYE-F	Fresno	147	1899	1	82	Rock					
KQEO	Albuq	20	519	14	92	Rock					
KZZX-F	Albuq	49	776	6	92	Rock					
KSPZ-F	Col Spr	51	689	3	128	Rock					
KVOR	Col Spr	29	492	8	128	MOR					

TICHENOR		TSA	TSA	TSA	FORMAT	MKT	TSA	TSA	TSA	MKT	FORMAT	
		AQH	CUME	RANK	#		AQH	CUME	RANK	#		
(Mal Kasanoff)												
KUNO	Cor Chr	54	474	2	119		Chi	513	6558	7	2	Talk
KGBT	Harlin	226	1288	1	151		F Wayne	257	4402	1	103	MOR
KELT-F	Harlin	30	336	5	151		Phi1	930	16304	1	4	News
KQXT-F	San Ant	129	1612	3	38		LA	540	12115	8	3	News
KCOOR	San Ant	114	929	5	38		WINS NY	1219	25614	7	1	News
							Boston	694	12497	1	6	MOR
(Richard Eaton)												
UNITED							WBZ-F Boston	53	2083	24	6	Cont
MSID	Balt	55	921	18	14		KDKA Pitts	1083	13978	1	13	MOR
WLPL-F	Balt	88	1874	11	14		WPNT-F Pitts	169	2741	8	13	BTFL
WTNX	Wash						KODA-F Hous	173	2951	12	11	BTFL
MOOK-F	Wash	175	3368	10	8		KOAX-F Dall-FW	259	3007	5	10	BTFL
WBXK	NY	69	1144	46	1		(Sheldon Cooper)					
WJMO	Cleve	60	1286	19	17		WGN CONTINENTAL					
WLYT-F	Cleve	77	1776	16	17		WGN Chi	1487	19310	1	2	MOR/Talk
KALI	LA	135	1875	31	3		WTCC Bridge	101	1963	3	95	AC
KSOL-F	SF	312	3948	6	7		KDAL Duluth	80	890	1	141	MOR
(Al Greenfield)												
VIACOM							WPFX-F NY	357	8491	24	1	Contemp
KDIA	SF	224	3548	11	7		KGWR Sacra	91	1585	8	40	MOR
WOL	Wash	58	1221	20	8		KCTC-F Sacra	97	1014	5	40	BTFL
WMZQ-F	Wash	192	2528	9	8		(Mike Lynch, Mike Oatman)					
WRRL	NY	153	2757	31	1		WICHITA GREAT EMPIRE					
WRVR-F	NY	405	6353	21	1		KFDI Wichita	109	1294	1	97	Country
WDIA	Memphis	135	2374	6	43		KFDI-F Wichita	49	693	7	97	Country
WQUD-F	Memphis	75	1301	9	43		KWKH Shreve	134	1731	1	109	Country
KIKK-F	Hou	357	4278	2	11		KROK-F Shreve	54	976	5	109	Rock
KIKK	Hou	75	1303	17	11		KYNN Omaha	42	666	9	70	Country
							KYNN-F Omaha	39	627	10	70	Country
							KITS Spr, MO	30	565	5	165	Country
							KITS-F Spr, MO	108	1147	2	165	Country
WESTERN CITIES												
KMGX	Tuc	23	565	13	84							AC
KRQQ-F	Tuc	53	744	5	84							Rock
KZAP-F	Sacra	242	2217	1	40							AOR
KMJJ	LV	47	640	3	100							AC
KLUC	LV	48	646	2	100							Rock
KZZP A/F	Phoe	62	1143	11	28							Rock

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of over 600 stations is 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 with a given station. The total is given in hours instead of 1/4 hours.

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 four 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 (Broadcast Week).

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

PER CENT MALE/FEMALE (%M, %F): The methodology is the same as that for Teens, etc. Below are the means for the above breakdowns by format. Also included is the number of stations sampled.

() = A/M 79 figures

	STAT	TSL	T/O RATIO	% EXCL	%TEENS	%18-34	%18-49	%50+	%M	%F
ROCK/CONTEMP	110	7.3	17.2	8.9	24.9	56.0	69.1	6.0	43.9	56.1
	(1979) (120)	(7.5)	(16.9)	(8.5)	(26.2)	(53.6)	(67.0)	(6.8)	(44.1)	(55.9)
AOR	65	9.2	13.7	9.7	23.7	71.5	75.1	1.2	65.6	34.4
	(48) (9.0)	(14.0)	(7.5)	(22.9)	(72.1)	(75.6)	(1.5)	(61.1)	(38.9)	
AC/SOFT	54	7.6	16.5	7.0	5.4	60.5	83.3	11.3	42.1	57.9
			(A/M 79 FIGURES	(NOT COMPARABLE)						
MOR	67	8.3	15.2	11.5	2.2	19.3	45.2	52.6	43.6	56.4
			(A/M 79 FIGURES	(NOT COMPARABLE)						
BTFL MUSIC	103	10.1	12.5	9.9	1.0	17.0	43.7	55.3	41.2	58.8
	(97) (10.2)	(12.3)	(8.8)	(0.9)	(17.0)	(45.7)	(53.4)	(39.7)	(60.3)	
COUNTRY	74	9.8	12.8	15.6	3.5	30.1	63.6	32.9	49.2	50.8
	(63) (9.9)	(12.7)	(13.7)	(3.0)	(30.3)	(60.9)	(36.1)	(48.9)	(51.1)	
NEWS/TALK	43	7.5	16.8	9.2	1.0	13.8	34.7	64.3	50.3	49.7
	(40) (8.0)	(15.8)	(7.9)	(1.2)	(13.3)	(33.1)	(55.7)	(46.8)	(53.2)	
BLACK/DISCO	47	9.8	12.8	16.5	21.3	53.4	68.3	10.4	42.7	57.3
	(45) (9.3)	(13.5)	(18.9)	(24.3)	(51.5)	(65.5)	(10.2)	(41.3)	(58.7)	
RELIGION/GOSPEL	13	8.1	15.5	10.5	4.2	27.7	56.9	38.9	31.8	68.2
	(11) (9.9)	(12.7)	(9.7)	(1.7)	(17.5)	(45.2)	(53.1)	(29.8)	(70.2)	
SPANISH	11	13.5	9.3	28.3	3.1	33.3	62.8	34.1	35.4	64.6
	(11) (18.2)	(6.9)	(25.0)	(4.2)	(35.8)	(63.8)	(32.0)	(34.9)	(65.1)	
CLASSICAL	19	7.3	17.2	6.0	1.2	29.7	56.4	42.4	54.4	45.6
	(16) (7.5)	(16.7)	(6.7)	(1.5)	(29.9)	(60.5)	(38.0)	(49.1)	(50.9)	

IMPORTANT NOTE: Only stations whose market reports were received by August 13 are included in this section.

ROCK/CONTEMP/TOP 40

NATIONAL MEAN:		7.3	17.2	8.9	24.9	56.0	69.1	6.0	43.9	56.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WIFI	Phil	6.1	20.7	6.0	42	47	56	2	40	60
WFIL	Phil	8.1	15.5	6.3	5	48	79	16	43	57
WSTW	Wilm	8.1	15.6	6.0	35	54	61	4	33	67
WAEB	A-B-E	7.5	16.7	13.0	17	55	75	8	37	63
WLEV	A-B-E	11.0	11.4	6.2	16	59	80	4	31	69
KFRC	SF	5.7	22.2	8.0	25	59	71	4	48	52
KSFX	SF	7.2	17.5	6.2	16	61	73	11	47	53
KDON	Salinas	11.0	11.4	9.8	42	51	58	0	28	72
KAUM	Hou	6.1	20.6	5.1	24	57	71	5	43	57
KILT	Hou	6.5	19.4	7.9	21	58	73	6	48	52
KRBE	Hou	7.3	17.3	6.6	38	52	60	2	44	56
WDRQ	Det	7.3	17.3	6.7	46	43	52	2	36	64
WMJC	Det	8.2	15.3	4.7	13	50	75	12	26	74
WRKO	Boston	4.7	27.0	6.4	20	50	74	6	39	61
WVBF-F	Boston	7.6	16.5	8.1	39	49	59	2	25	75
WPGC+	Wash	8.7	14.5	5.4	16	61	79	4	43	57
WRQX	Wash	7.8	16.1	7.6	38	52	60	2	36	64
WCAO	Balt	5.2	24.2	5.9	15	58	72	13	45	55
WGCL	Cleve	6.0	21.0	7.7	34	57	66	0	44	56
WRBQ	Tampa	8.1	15.5	10.2	23	59	71	6	39	61
KFJZ	Dallas	7.0	17.9	9.4	55	39	44	1	61	39
WABC	NY	5.6	22.6	5.8	16	40	65	19	44	56
WNBC	NY	5.7	22.2	6.1	23	42	64	13	48	52
WXLO	NY	6.0	20.9	3.1	19	60	72	9	40	60
KGB	SD	6.2	20.2	7.0	48	44	51	1	43	57
KFMB-F	SD	5.5	23.0	4.1	30	60	67	3	51	49
KFI	LA	6.2	20.4	4.2	21	44	64	15	48	52
KHJ	LA	5.1	24.8	3.8	26	46	63	11	42	58
KHTZ	LA	7.1	17.8	6.7	18	58	78	4	42	58
KJR	Sea	5.5	23.0	6.2	32	50	65	3	51	49
KYYX	Sea	6.8	18.4	3.2	25	63	74	1	39	61
WNAP	Indy	7.6	16.5	8.2	18	74	80	2	44	56
WNDL	Indy	5.8	21.6	5.2	13	67	82	5	38	62
WRKY	Steuben	7.0	18.1	7.7	28	48	64	8	39	61
WLS	Chi	6.5	19.4	11.1	23	41	67	10	47	53
WEFM-F	Chi	6.6	19.2	4.6	43	46	55	2	48	52
WRBR	SB	9.3	13.6	7.9	25	65	75	0	61	39
WKZW	Peoria	9.1	13.8	9.7	31	57	68	1	36	64
KSTT	D-RI-M	8.4	15.0	10.2	25	58	72	3	42	58
KDWB	M-SP	5.0	25.2	7.4	45	49	53	2	38	62
KSTP-F	M-SP	9.0	14.1	8.8	17	64	78	5	40	60
KIMN	Denver	7.3	17.2	9.2	20	51	75	5	34	66
KBPI	Denver	9.1	13.8	4.6	13	76	86	1	58	42
KSPZ	Colo Sp	9.9	12.7	6.2	33	63	65	2	48	52
WQXI-F	Atl	8.6	14.6	6.2	9	76	86	5	52	48
WZGC	Atl	8.5	14.9	14.7	29	64	71	0	43	57
WXKX	Pitt	6.5	19.4	5.7	39	47	58	3	49	51
WBEN-F	Buff	7.3	17.1	6.5	27	52	63	10	41	59
WKBW	Buff	6.0	21.1	6.2	17	43	60	23	35	65
WEZB	NO	10.1	12.5	13.6	34	53	63	3	47	53

ROCK/CONTEMP/TOP 40

NATIONAL MEAN:		7.3	17.2	8.9	24.9	56.0	69.1	6.0	43.9	56.1
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WTIX	NO	6.4	19.7	11.1	17	40	67	16	46	54
KSLQ	ST L	6.1	20.6	5.4	32	50	64	4	45	55
WWWK	ST L	8.6	14.6	9.1	50	45	50	0	55	45
WHB	KC	8.4	15.1	9.0	8	68	87	5	37	63
KDVV	Top	7.9	15.9	9.1	31	59	66	3	40	60
WFJB	Prov	8.4	15.1	8.3	37	45	60	3	38	62
WPRO-F	Prov	7.1	17.7	5.0	28	53	66	6	41	59
WNCI	Col 0	8.2	15.4	10.9	15	66	81	4	48	52
WXGT	Col 0	7.1	17.8	7.3	35	57	64	1	43	57
WKRQ	Cin	7.6	16.6	12.6	37	54	62	1	39	61
WKJJ-F	Lou	7.1	17.7	8.8	43	54	57	0	45	55
WBBF	Roch	6.1	20.7	12.8	16	55	69	15	42	58
WGH	Norf	7.5	16.8	12.4	23	41	57	20	51	49
KGW	Port 0	6.9	18.2	10.6	16	59	76	8	38	62
KMJK	Port 0	9.7	13.0	9.4	42	54	58	0	57	43
WHBQ	Memphis	4.4	28.3	11.7	8	68	84	8	37	63
WMC	Memphis	8.0	16.3	9.6	20	65	77	3	39	61
KHFI	Aust	9.5	13.3	10.7	22	75	78	0	52	48
KTSA	SA	7.2	17.6	15.8	25	54	67	8	48	52
WZUU-F	Milw	5.2	24.2	4.0	9	76	89	2	32	68
WOKY	Milw	3.9	32.0	5.0	18	50	71	11	42	58
WMHE	Tol	9.7	12.9	12.1	12	65	84	4	44	56
KIKI	Hono	8.8	14.3	9.5	32	55	62	6	49	51
WIVY	Jkvil	8.0	15.8	13.2	27	55	67	6	56	44
WTIC	Hart	9.5	13.3	3.8	24	41	56	20	40	60
WHYN	Spr MA	6.4	19.6	10.5	13	43	62	25	33	67
WAYS	Char NC	6.8	19.5	10.5	21	45	68	11	41	59
WSGN	Birm	6.9	18.4	8.3	6	45	71	23	45	55
WKXX	Birm	9.7	12.8	13.6	40	49	58	2	42	58
KOMA	OK C	4.4	28.5	5.4	17	55	74	9	46	54
KOFM	OK C	8.2	15.3	7.1	47	50	51	2	43	57
WWIC	Lans	9.3	13.6	12.2	33	57	65	2	43	57
WGRD	GR	6.4	19.8	12.2	42	49	56	2	37	63
WKFR	Kala	9.0	14.0	6.6	16	63	79	5	47	63
WKMI	Kala	7.1	17.7	5.5	14	61	82	4	50	50
WLAC	Nash	6.1	20.7	5.7	15	62	77	8	52	48
WHYI	Miami	8.0	15.7	10.8	23	49	68	9	42	58
WAXY	Ft Lau	6.8	18.6	3.6	4	66	88	8	44	56
WBJW	Orl	8.3	15.2	9.4	32	59	67	1	44	56
WCKS	Melb	10.1	12.5	15.3	30	54	66	4	49	51
KOPA-F	Phoe	9.8	12.9	14.6	26	61	71	3	35	65
WRVQ	Rich	8.2	15.4	11.9	29	59	68	3	43	57
WOW	Omaha	6.2	20.4	7.5	10	58	81	9	41	59
WRAL	Raleigh	9.5	13.2	15.7	6	76	88	6	47	53
WHOT	Young	7.1	17.6	8.5	22	59	73	5	37	63
WFMF-F	Bat R	13.0	9.7	12.9	26	64	70	4	48	52
KLUC	LV	9.5	13.3	11.0	27	58	69	4	49	51
WFBC	Green SC	9.4	13.5	14.9	4	68	90	6	49	51
WQXA	York	9.1	13.8	12.8	30	66	70	0	51	49
KEYN-F	Wich	8.5	14.8	4.8	22	75	78	0	42	58

ROCK/CONTEMP/TOP 40

NATIONAL MEAN:		7.3	17.2	8.9	24.9	56.0	69.1	6.0	43.9	56.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WRJZ	Knox	7.4	17.0	6.9	11	68	79	10	53	47
WSKZ	Chatt	11.2	11.3	24.3	27	64	71	2	51	49
WKRG-F	Mobile	8.9	14.2	10.0	27	48	65	8	46	54
KEEL	Shreve	8.3	15.2	9.8	19	55	68	13	38	62
WGBF	Evans	9.7	13.0	25.4	28	44	60	12	34	66
WMEE	F. Wayne	9.9	12.7	4.6	25	59	69	6	51	49
WPTH	F. Wayne	7.2	17.6	4.2	23	68	77	0	56	44
WNOK	Col,SC	10.6	11.8	15.0	27	62	69	4	59	41
WBBQ-F	Aug,GA	11.3	11.2	21.0	18	60	76	6	61	39
KGGO	Des M	9.8	12.9	17.6	31	60	69	0	62	38
WIKS	Indy	7.5	16.8	9.0	39	53	59	2	37	63

AOR

NATIONAL MEAN:		9.2	13.7	9.7	23.7	71.5	75.1	1.2	65.6	34.4
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WMMR	Phil	8.1	15.6	3.2	24	71	75	1	64	36
WYSZ	Phil	8.0	15.8	4.3	36	55	62	2	55	45
WZZO	A-B-E	10.0	12.6	7.8	33	62	64	3	63	37
KMEL	SF	7.4	17.1	5.4	15	77	84	1	58	42
KOME	SJ	7.5	16.7	7.9	29	67	71	0	67	33
KLOL	Hou	9.4	13.4	7.5	25	68	73	2	73	27
WABX	Det	6.4	19.6	1.6	21	76	78	1	69	31
WRIF	Det	8.3	15.2	4.0	21	76	78	1	65	35
WBCN	Boston	11.1	11.3	5.4	4	88	95	1	73	27
WCOZ	Boston	8.5	14.8	6.8	15	77	79	6	63	37
WAAF	Worc	9.9	12.7	13.3	32	59	63	5	51	49
WAVA	Wash	8.9	14.1	6.8	23	70	76	1	69	31
WIYY	Balt	11.4	11.1	8.3	21	74	77	2	65	35
WMMS	Cleve	10.8	11.6	11.2	20	79	80	0	73	27
WQXM	Tampa	10.9	11.5	14.7	30	63	70	0	72	28
KTXQ	Dallas	8.9	14.1	5.0	14	80	83	3	65	35
KZEW	Dallas	8.8	14.3	6.5	26	73	74	0	72	28
WNEW	NY	7.7	16.4	5.2	9	82	85	6	59	41
WPLJ	NY	8.2	15.3	4.5	36	58	63	1	61	39
KGB	SD	8.8	14.3	8.2	20	79	80	0	72	28
KPRI	SD	8.3	15.2	4.0	21	77	79	0	63	37
KLOS	LA	6.1	20.7	2.6	17	78	82	1	61	39
KMET	LA	8.1	15.5	6.2	26	68	73	1	65	35
KISW	Sea	8.8	14.2	6.5	34	62	66	0	64	36
KZAM	Sea	12.1	10.4	7.3	2	80	98	0	69	31
KZOK	Sea	6.1	20.6	3.0	27	69	72	1	63	37
WFBQ	Indy	9.4	13.3	13.5	21	70	76	3	66	34
WLUP	Chi	7.5	16.8	6.3	28	67	70	2	66	34
KQRS-F	M-SP	8.8	14.2	12.2	29	69	70	1	60	40
KAZY	Denver	7.5	16.8	5.3	34	65	66	0	60	40
KILO	Col Sp	10.2	12.3	27.7	11	89	89	0	70	30
WKLS	Atl	12.1	10.4	16.5	28	71	72	0	78	22
WDVE	Pitt	8.0	15.8	4.4	30	68	70	0	63	37
WGRQ	Buff	9.8	12.8	9.8	28	70	71	1	59	41
KSHE	ST L	10.5	12.0	9.8	26	69	73	1	60	40

AOR

NATIONAL MEAN:		9.2	13.7	9.7	23.7	71.5	75.1	1.2	65.6	34.4
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KYYS	KC	9.6	13.1	10.3	33	63	65	2	58	42
WLVQ	Col 0	11.5	11.0	15.8	12	82	87	1	61	39
WEBN	Cin	8.6	14.6	6.5	18	73	79	3	58	42
WTUE	Dayton	9.4	13.4	3.9	15	78	84	1	56	44
WLRS	Lou	6.6	19.0	6.9	30	63	68	2	62	38
WMJQ	Roch	10.4	12.2	10.8	18	78	82	0	64	36
WCMF	Roch	8.0	15.8	8.6	13	84	87	0	66	34
KZAP	Sacra	14.7	8.6	18.9	27	70	72	1	68	32
WNOR-F	Norf	8.8	14.3	4.3	15	79	83	2	74	26
WMYK-F	Norf	10.8	11.7	21.1	18	78	80	2	67	33
KGON	Port 0	10.4	12.3	13.6	28	71	72	0	73	27
WZXR	Memp	12.3	10.3	20.8	25	75	75	0	64	36
WLPX	Milw	9.2	13.7	9.2	31	65	69	0	64	36
WFLY	A-S-T	8.8	14.3	5.9	35	59	65	0	58	42
WIOT	Tol	12.8	9.9	15.9	34	64	66	0	72	28
KCPX-F	SLC	9.6	13.1	12.8	21	71	77	2	77	23
KMOD	Tulsa	16.1	7.8	24.4	19	81	81	0	74	26
WHCN	Hart	6.9	18.4	1.8	33	63	67	0	77	23
KXXY	OK C	12.3	10.3	14.0	39	54	58	3	74	26
WILS-F	Lans	14.4	8.7	10.1	14	82	85	1	67	33
WLAV	GR	9.2	13.6	16.0	31	68	69	0	69	31
WINZ-F	Miami	8.3	15.2	7.6	32	61	66	2	67	33
WDIZ	Orl	7.5	16.9	9.0	35	57	63	2	58	42
KDKB	Phoe	11.4	11.1	12.9	13	87	87	0	70	30
WRXL	Rich V	10.6	11.9	10.2	21	74	76	3	67	33
KEZO	Omaha	11.1	11.3	11.1	23	69	75	2	72	28
WQDR	Raleigh	9.6	13.1	14.6	11	81	86	3	68	32
WWCK	Flint	8.5	14.8	9.7	34	63	66	0	58	42
KLPQ	LR	9.3	13.6	13.8	31	67	69	0	59	41
WKQQ	Lex	11.7	10.8	18.6	14	83	85	1	68	32

ADULT CONTEMP/SOFT ROCK

NATIONAL MEAN:		7.6	16.5	7.0	5.4	60.5	83.3	11.3	42.1	57.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WMGK	Phil	9.1	13.9	6.4	4	70	91	5	36	64
WUSL	Phil	12.7	9.9	7.2	1	50	82	17	40	60
KIOI	SF	6.4	19.7	3.8	5	69	88	7	45	55
KNBR	SF	6.5	19.3	6.0	5	35	50	36	53	47
KYUU	SF	7.6	16.6	3.5	5	71	88	7	42	58
KEZR	SJ	7.3	17.3	7.1	6	89	94	0	55	45
KARA	SJ	8.0	15.8	2.5	3	58	85	12	46	54
WNIC	Det	6.7	18.8	3.9	8	73	90	2	44	56
WOMC	Det	9.6	13.2	3.2	2	51	89	9	39	61
CKLW	Det	5.8	21.7	6.8	11	56	78	11	44	56
WEEI-F	Bos	6.3	20.0	7.3	2	83	93	5	41	59
WROR	Bos	7.5	16.8	3.7	7	70	90	3	43	57
WASH	Wash	7.6	16.6	6.0	5	52	88	7	47	53
WCBM	Balt	6.8	18.6	7.7	3	50	80	17	47	53
WZZP	Cleve	8.8	14.3	8.5	5	75	92	3	52	48

ADULT CONTEMP/SOFT ROCK

NATIONAL MEAN:		7.6	16.5	7.0	5.4	60.5	83.3	11.3	42.1	57.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WGAR	Cleve	7.4	17.0	6.8	3	67	89	8	32	68
KMGC	Dallas	9.2	13.8	5.0	7	79	90	3	45	55
KVIL	Dallas	10.6	11.9	12.5	10	69	87	3	39	61
WCBS	NY	6.9	18.3	4.0	3	54	81	16	53	47
WTFM	NY	7.6	16.7	4.1	1	63	82	17	46	54
WYNY	NY	7.7	16.3	3.8	5	66	83	12	36	64
WICC	Bridge	7.1	17.8	6.7	6	37	72	22	38	62
KIFM	SD	8.6	14.6	7.3	3	81	95	2	47	53
KNX-F	LA	8.3	15.2	7.9	2	69	93	5	51	49
KRTH	LA	6.8	18.6	4.9	7	71	90	3	47	53
WBBM	Chi	5.6	22.5	3.1	7	68	83	10	43	57
WCLR	Chi	7.6	16.7	5.1	1	45	79	20	40	60
WFYR	Chi	8.2	15.3	8.3	4	77	91	5	42	58
WKQX	Chi	6.9	18.3	4.0	8	69	82	10	43	57
WROK	Rock	6.6	19.1	7.1	13	45	66	21	43	57
WLOL	M-SP	8.3	15.2	2.3	17	70	77	6	51	49
WLTA	Atl	8.0	15.9	3.4	5	64	87	8	37	63
WTAE	Pitt	8.1	15.6	6.3	1	44	76	23	52	48
WGR	Buff	6.1	20.5	8.4	6	43	73	21	50	50
KMOX-F	ST L	6.2	20.4	2.5	3	66	87	10	32	68
KUDL	KC	8.6	14.6	2.5	3	73	91	6	34	66
WPRO	Prov	5.7	22.1	6.3	6	40	67	27	35	65
WKRC	Cin	6.1	20.7	7.6	2	40	67	31	34	66
WING	Dayton	7.0	18.0	9.1	9	68	87	4	44	56
WAKY	Lou	7.6	16.5	10.8	6	57	73	21	37	63
WVOR	Roch	9.7	12.9	9.7	2	62	91	7	36	64
WISN	Milw	8.0	15.7	8.7	1	38	63	36	46	54
WHEN	Syr	6.5	19.4	11.1	7	49	74	19	38	62
WMAS-F	Spr Ma	9.5	13.2	6.5	2	60	73	25	31	69
WBT	Char NC	8.3	15.2	22.0	9	42	69	22	34	66
WKY	OK C	5.5	22.8	7.8	2	55	79	19	51	49
WFMK	Lans	8.8	14.3	5.4	8	82	91	1	34	66
WJFM	GR	7.9	16.0	11.3	10	66	85	5	43	57
WSM-F	Nash	8.9	14.2	9.7	8	70	85	7	38	62
WWWL	Miami	11.0	11.5	6.9	10	60	86	4	26	74
WATA	Miami	10.1	12.5	5.6	3	63	89	8	43	57
KOOL	Phoe	8.8	14.3	8.5	11	64	79	10	42	58
KOY	Phoe	8.7	14.5	10.7	2	34	73	25	45	55
WVLK	Lex	9.7	13.0	19.3	4	45	61	35	41	59

MOR

NATIONAL MEAN:		8.3	15.2	11.5	2.2	19.3	45.2	52.6	43.6	56.4
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WIP	Phil	9.0	13.9	10.6	4	24	49	47	36	64
KSFO	SF	7.3	17.2	4.6	4	21	54	42	52	48
KLOK	SJ	7.7	16.4	6.9	13	40	75	12	36	64
WJR	Det	9.2	13.7	8.4	2	16	43	55	48	52
WBZ	Boston	7.3	17.2	6.4	4	25	55	41	45	55

		<u>MOR</u>								
NATIONAL MEAN:		8.3	15.2	11.5	2.2	19.3	45.2	52.6	43.6	56.4
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WHDH	Boston	9.7	13.0	6.0	2	25	57	41	33	67
WTAG	Worc	9.4	13.4	12.8	0	7	27	73	43	57
WMAL	Wash	9.9	12.7	11.9	2	16	38	60	45	55
WBAL	Balt	10.5	12.0	13.8	1	5	25	74	39	61
WWWE	Cleve	7.5	16.8	5.7	1	32	68	31	65	35
WAKR	Akr	8.5	14.9	14.4	2	20	38	60	42	58
WHBC	Canton	9.6	13.1	18.4	2	13	32	66	36	64
WFLA	Tampa	6.9	18.3	6.9	1	16	32	67	40	60
WNEW	NY	9.4	13.4	7.2	1	9	41	58	50	50
KFMB	SD	7.6	16.6	5.8	4	27	61	35	52	48
KMPC	LA	6.3	20.0	4.5	3	14	41	56	48	52
KOMO	Sea	7.9	15.9	15.1	1	12	37	62	42	58
KVI	Sea	6.6	19.1	9.6	3	22	62	35	47	53
WIBC	Indy	10.1	12.4	16.1	2	27	54	44	39	61
WGN	Chi	10.3	12.3	8.7	1	10	35	64	42	58
WMBD	Peoria	7.2	17.5	12.6	0	12	37	63	46	54
WJBC	Bloom	13.1	9.6	19.5	3	19	39	58	37	63
KHOW	Denver	8.8	14.3	12.7	4	35	78	18	43	57
WSB	Atl	8.3	15.2	12.9	2	16	43	55	47	53
KDKA	Pitt	10.5	12.0	12.6	3	15	39	58	41	59
WBEN	Buff	8.9	14.2	13.0	2	13	37	61	48	52
WSMB	NO	9.5	13.3	10.7	0	3	23	77	37	63
KCMO	KC	4.5	28.3	3.9	1	35	61	38	54	46
KMBZ	KC	9.0	14.0	10.3	2	17	42	56	50	50
WIBW	Top	7.4	17.0	11.5	0	10	24	76	43	57
WJAR	Prov	6.0	20.8	3.8	3	37	56	41	46	54
WTVN	Col 0	7.5	16.8	7.8	5	31	57	38	43	57
WCKY	Cin	9.8	12.9	9.5	1	13	36	63	46	54
WLW	Cin	7.3	17.3	12.6	2	19	42	56	52	48
WHIO	Dayton	9.3	13.6	12.2	4	15	46	50	42	58
WAVE	Lou	6.4	19.6	10.3	0	6	31	69	36	64
WHAS	Lou	6.4	19.8	8.7	1	29	61	38	49	51
WHAM	Roch	8.0	15.7	12.6	5	20	45	50	40	60
WTAR	Norfolk	7.2	17.6	17.2	0	25	56	44	47	53
KEX	Port 0	7.7	16.5	10.7	3	27	54	43	42	58
WTMJ	Milw	8.7	14.4	8.7	3	17	40	57	46	54
WGY	A-S-T	10.1	12.5	11.2	1	23	46	53	39	61
WSPD	Tol	8.5	14.9	14.9	5	11	27	68	37	63
KSSK	Hono	10.6	11.9	10.1	6	36	66	28	50	50
KSL	SLC	6.9	18.3	8.9	1	36	56	43	48	52
KRMG	Tulsa	9.5	13.3	17.7	2	25	52	46	45	55
WSYR	Syr	8.9	14.1	15.2	1	9	32	67	44	56
WTIC	Hart	11.3	11.2	15.4	2	12	40	58	43	57
WELI	NH	9.5	13.3	15.3	2	15	38	60	36	64
KTOK	OK C	10.6	11.9	18.4	0	10	34	66	40	60
KRMG	Tulsa	9.5	13.3	17.7	2	25	52	46	45	55
WSYR	Syr	8.9	14.1	15.2	1	9	32	67	44	56
WTIC	Hart	11.3	11.2	15.4	2	12	40	58	43	57
WELI	NH	9.5	13.3	15.3	2	15	38	60	36	64
KTOK	OKC	10.6	11.9	18.4	0	10	34	66	40	60

MOR

NATIONAL MEAN:		8.3	15.2	11.5	2.2	19.3	45.2	52.6	43.6	56.4
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WARM	NE PA	8.1	15.5	11.2	5	21	49	46	39	61
WOOD	GR	9.6	13.2	9.5	0	22	50	50	47	53
WKZO	Kala	7.8	16.1	10.7	0	14	41	59	39	61
WDBO	Orl	7.2	17.4	10.3	0	23	41	59	38	62
WRVA	Rich V	9.5	13.3	16.2	1	23	48	51	47	53
WSJS	Green-WS	7.0	17.9	9.0	3	21	43	54	43	57
KFAB	Omaha	11.8	10.7	22.7	1	19	47	52	42	58
WPTF	Raleigh	9.0	13.9	12.4	2	14	39	49	37	63
WKBN	Young	7.2	17.7	9.2	3	12	44	53	39	61
WSGW	Sag	10.1	12.5	13.5	0	13	35	65	57	43
WHP	Harris	11.0	11.4	12.5	2	13	31	67	39	61
WSBA	York	8.8	14.3	10.7	2	28	56	42	38	52
WDEF	Chat	8.0	15.7	13.1	1	16	38	61	37	63
KOB	Alb	7.4	17.0	8.9	2	36	67	31	47	53
WCOA	Pensa	9.5	13.2	23.2	0	14	31	69	40	60
WOWO	FW	8.6	14.7	12.8	6	28	49	45	49	51
WIS	Col SC	6.1	20.8	11.3	2	32	56	42	45	55

BEAUTIFUL MUSIC

NATIONAL MEAN:		10.1	12.5	9.9	1.0	17.0	43.7	55.3	41.2	58.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WWSH	Phil	10.3	12.3	8.7	.8	9	40	59	41	59
WDVR	Phil	8.6	14.7	8.1	.3	12	44	56	36	64
WJBR	Wilms	11.0	11.4	16.3	0	10	48	52	53	47
WQQQ	A-B-E	11.3	11.2	8.4	.9	14	38	61	42	58
KABL-F	SF	8.0	15.8	5.9	1.1	22	47	52	33	67
KFOG	SF	9.3	13.6	9.8	1.8	14	29	69	37	63
KBAY	SJ	7.4	17.0	4.4	0	21	51	49	37	63
KODA	Hou	7.3	17.2	5.9	0	29	58	42	35	65
KYND	Hou	8.9	14.1	9.2	.8	28	51	48	42	58
WCZY-F	Det	8.8	14.4	7.4	1.5	19	43	55	39	61
WJR-F	Det	7.8	16.3	3.0	1.0	14	41	58	47	53
WWJ-F	Det	7.5	16.8	8.0	.9	13	39	60	39	61
WJIB	Bos	8.2	15.5	8.5	1.8	14	36	62	41	59
WHUE-F	Bos	7.5	16.7	3.1	1.6	12	46	52	45	55
WGAY-F	Wash	9.1	13.8	4.6	5.2	22	51	44	35	65
WJMD	Wash	9.1	13.8	7.4	3.4	19	49	48	48	52
WLIF	Balt	10.0	12.6	7.9	1.3	15	44	55	48	52
WDOK	Cleve	9.2	13.7	10.0	.5	11	43	57	40	60
WQAL	Cleve	11.5	10.9	15.1	1.9	11	40	58	38	62
WFLA-F	Tampa	11.0	11.4	11.5	0	5	16	84	39	61
WJYW	Tampa	12.4	10.1	11.1	.7	16	33	67	41	59
WWBA-F	Tampa	12.4	10.1	18.1	0	8	20	80	45	55
KMEZ	Dallas	10.1	12.5	6.1	1.5	22	54	44	40	60
KOAX	Dallas	11.0	11.5	9.3	.9	10	44	55	43	57
WPAT	NY	8.4	14.9	5.8	.8	7	19	80	40	60
WPAT-F	NY	8.8	14.4	7.4	.7	14	40	59	47	53
WRFM	NY	11.5	11.0	8.0	.6	11	38	61	43	57
WEZN	Bridge	11.9	10.6	7.7	1.0	20	45	54	42	58
KJQY	SD	12.8	9.8	14.0	.5	11	36	63	45	55
KBIG	LA	10.5	12.0	7.6	1.3	15	46	53	43	57

BEAUTIFUL MUSIC

NATIONAL MEAN:		10.1	12.5	9.9	1.0	17.0	43.7	55.3	41.2	58.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KJOI	LA	9.9	12.7	6.5	.3	8	34	65	37	63
KOST	LA	7.8	16.1	4.7	.3	15	43	57	43	57
KEZX	Sea	9.2	13.7	8.0	1.1	33	54	45	32	68
KSEA	Sea	9.9	12.7	12.5	1.4	26	50	49	47	53
WXTZ	Indy	11.5	10.9	12.6	1.6	17	38	60	36	64
WLAK	Chi	9.3	13.5	6.2	1.2	15	37	62	43	57
WLOO	Chi	11.4	11.1	8.1	1.1	16	41	58	40	60
WSWT	Peoria	10.3	12.2	7.9	0	23	47	53	44	56
WAYL-F	M-SF	9.4	13.4	3.7	0	29	61	39	36	64
KLIR	Denver	9.1	13.8	3.1	1.3	15	51	48	47	53
KOSI-F	Denver	8.4	14.9	8.1	.8	18	50	49	43	57
WPCH	Atl	8.4	15.0	8.2	1.2	29	58	41	41	59
WSHH	Pitt	10.5	12.0	5.7	.4	14	32	68	28	72
WJOI	Pitt	8.4	14.9	5.2	2.6	12	44	54	45	55
WJYE	Buff	10.3	12.2	7.9	.9	15	43	56	36	64
WBYU	NO	8.9	14.1	9.2	0	25	58	42	42	58
KEZK	St. L	9.0	14.0	4.4	.5	16	49	51	32	68
WRTH	St. L	8.7	14.4	5.7	0	5	30	70	33	67
KCEZ	KC	8.2	15.3	9.4	1.0	12	44	55	46	54
KMBR	KC	9.3	13.5	8.7	0	18	47	53	28	72
KSWT	Top	11.0	11.5	7.3	0	19	52	48	35	65
WLKW	Prov	10.9	11.6	8.3	.9	14	37	62	39	61
WBNS-F	Col 0	9.9	12.8	9.8	1.3	21	43	56	39	61
WWEZ	Cin	7.7	16.4	8.7	0	20	44	56	47	53
WHIO-F	Dayton	12.9	9.7	10.5	1.5	16	47	51	41	59
WVEZ	Lou	11.0	11.5	11.6	0	15	42	58	42	58
WEZO	Roch	9.3	13.5	14.8	.6	15	33	66	41	59
KCTC	Sacra	12.4	10.1	10.0	2.9	29	65	32	38	62
KEWT	Sacra	10.6	11.9	14.0	.7	10	42	57	39	61
WFOG	Norf	11.4	11.0	10.5	.7	17	48	51	46	54
WKEZ	Norf	9.5	13.3	2.6	0	26	57	43	36	64
KXL-F	Port 0	11.1	11.4	10.0	0	13	47	53	38	62
WEZI	Memp	9.6	13.1	9.2	.9	20	50	49	32	68
KASE	Aust	9.6	13.1	21.0	1.6	27	59	39	23	77
KQXT	SA	10.4	12.1	11.6	0	15	50	50	41	59
WEZW	Milw	12.5	10.0	5.5	1.1	14	35	64	43	57
WROW-F	A-S-T	9.7	13.0	7.7	0	14	33	67	32	68
WLQR	Tol	10.5	12.0	13.4	0	11	45	55	30	70
KSFI	SLC	8.1	15.5	8.8	1.7	15	41	57	38	62
KBEZ	Tulsa	12.4	10.1	16.2	2.3	15	50	48	36	64
WKTZ	Jkvil	11.6	10.9	23.0	0	17	40	60	46	54
WKSS	Hart	9.4	13.4	5.7	3.3	16	48	49	36	64
WRCH	Hart	13.1	9.6	9.1	0	9	28	72	39	61
WHYN-F	Spr,MA	9.5	13.3	6.8	2.6	27	59	38	43	57
WEZC	Char NC	10.7	11.7	14.4	0	15	48	52	45	55
WAPI	Birm	9.4	13.5	6.5	1.5	23	47	51	48	52
KKNG	OK C	12.2	10.3	17.6	1.5	24	52	47	38	62
WOOD-F	GR	9.4	13.4	12.9	.9	23	46	53	42	58
WQLR	Kala	6.8	18.5	6.4	0	32	64	36	32	68
WZEZ	Nash	12.1	10.4	14.1	3.0	11	41	56	33	67

BEAUTIFUL MUSIC

NATIONAL MEAN:		10.1	12.5	9.9	1.0	17.0	43.7	55.3	41.2	58.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WLYF	Miami	8.2	15.3	6.9	1.4	10	27	72	46	54
WYOR	Miami	14.3	8.8	18.8	0	13	30	70	48	52
WEAT-F	W. Palm	9.7	13.1	12.2	0	12	22	78	39	61
WDBO-F	Orl	11.0	11.4	17.2	0	15	29	71	47	53
WHDG-F	Orl	10.4	12.2	10.6	0	20	52	48	48	52
KMEO-F	Phoe	10.4	12.2	11.0	3.2	10	30	67	38	62
KQYT-F	Phoe	11.8	10.7	12.3	.7	16	33	66	45	55
WEZS	Rich V	9.7	13.1	11.9	3.1	19	30	67	45	55
WGLD	Green-WS	10.1	12.5	14.0	0	24	52	48	42	58
KESY	Omaha	12.4	10.1	9.3	1.3	21	58	41	47	53
WYYD	Raleigh	10.1	12.5	7.1	3.2	19	55	42	33	67
WKBN	Young	10.9	11.6	11.7	0	7	42	58	41	59
WSPA	Green SC	11.2	11.3	13.9	0	19	47	53	31	69
WHP-F	Harris	13.1	9.7	9.7	1.0	16	40	59	45	55
WSBA-F	York	11.8	10.7	11.6	2.0	18	43	55	31	69
KBRA	Wich	14.6	8.6	10.2	0	12	44	56	38	62
WEZK	Knox	14.1	9.0	19.9	.9	30	51	48	39	61
KKJY	Alb	13.4	9.4	9.4	0	11	38	62	42	58
WIKY-F	Evans	15.2	8.3	20.6	1.0	20	46	53	39	61
WMEZ	Pensa	10.6	11.9	16.2	0	18	46	54	38	62
WXTC	Char SC	11.7	10.8	15.6	1.5	18	55	43	45	55
WEZV-F	F Wayne	11.9	10.5	9.8	2.4	26	51	46	41	59
WXRY	Col SC	12.9	9.8	9.6	0	16	53	47	50	50

COUNTRY

NATIONAL MEAN:		9.8	12.8	15.6	3.5	30.1	63.6	32.9	49.2	50.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WXKW	A-B-E	11.7	10.7	9.1	0	24	57	43	46	54
KNEW	SF	7.8	16.3	10.1	4	26	58	38	59	41
KENR	Hou	8.4	15.0	13.0	1	20	51	49	50	50
KIKK-F	Hou	10.6	11.9	15.9	13	52	77	10	49	51
WCXI	Det	13.3	9.5	19.3	4	29	72	24	50	50
WMZQ	Wash	9.6	13.1	7.4	3	54	89	8	49	51
WPOC	Balt	11.4	11.0	17.9	7	34	73	20	44	56
WHK	Cleve	10.7	11.8	11.4	0	13	40	60	49	51
WSLR	Akr	8.1	15.5	18.7	0	19	56	44	50	50
WQYK	Tampa	12.0	10.5	23.0	3	31	63	34	48	52
WSUN	Tampa	8.4	15.0	13.0	2	14	45	53	46	54
KBOX	Dallas	8.6	14.7	20.5	0	16	44	56	40	60
WBAP	Dallas	9.3	13.6	11.2	2	22	46	52	58	42
KSCS	Dallas	9.2	13.7	10.5	10	48	80	10	47	53
WHN	NY	7.4	17.0	6.1	4	19	61	35	49	51
KLAC	LA	8.2	15.4	10.9	4	24	61	35	52	48
KMPS-F	Sea	10.1	12.5	6.0	3	17	66	31	44	56
WFMS	Indy	9.3	13.5	18.8	8	42	76	16	41	59
WIRE	Indy	9.3	13.6	17.9	2	16	49	49	47	53
WJEZ	Chi	11.1	11.3	10.5	2	35	70	28	38	62

COUNTRY

NATIONAL MEAN:		9.8	12.8	15.6	3.5	30.1	63.6	32.9	49.2	50.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WMAQ	Chi	7.8	16.3	8.5	3	25	59	38	50	50
WTSO	Mad	11.7	10.8	18.4	5	26	66	69	46	54
WHBF	D-RI-M	9.3	13.5	12.4	3	13	34	63	47	53
WDGY	M-SP	8.5	14.8	9.0	3	48	75	22	47	53
KLZ	Denver	10.4	12.1	19.7	9	38	66	25	52	48
WPLO	Atl	6.3	20.1	16.0	3	43	78	19	52	48
WECP	Pitt	8.7	14.5	3.1	2	23	55	43	46	54
WSHO	NO	14.7	8.6	12.5	2	21	66	32	58	42
WIL	ST L	6.6	19.0	8.1	2	29	67	31	45	55
WIL-F	ST L	8.7	14.5	6.5	6	39	76	18	41	59
WDAF	KC	9.7	13.0	17.3	6	27	58	36	49	51
WMNI	Col O	9.5	13.3	14.3	2	10	41	57	45	55
WUBE-F	Cin	11.4	11.0	10.7	5	41	76	19	45	55
WONE	Dayton	10.3	12.0	18.7	1	25	57	42	39	61
WAMZ	Lou	10.4	12.1	11.2	3	40	81	16	54	46
KRAK	Sacra	9.0	14.0	16.5	5	19	52	43	49	51
WCMS-F	Norf	12.0	10.5	16.5	0	38	75	25	59	41
KWJJ	Port O	7.1	20.2	18.4	7	16	52	41	52	48
WMC	Memp	7.8	16.2	24.2	2	24	58	40	53	47
KVET	Aust	9.5	13.2	16.8	3	23	48	49	58	42
KKYX	SA	9.4	13.3	15.7	0	28	46	54	45	55
WBCS-F	Milw	12.1	10.4	13.9	5	39	66	29	44	56
WTOD	Tol	14.9	8.4	7.7	0	17	54	46	45	55
KSOP	SLC	12.0	10.5	16.1	5	43	72	23	53	47
KVOO	Tulsa	11.4	11.1	29.5	1	26	62	37	50	50
WQIK	Jkvil	11.1	11.3	16.5	6	35	80	14	46	54
WVOJ	Jkvil	10.2	12.4	18.4	2	31	64	34	47	53
WSOC-F	Char NC	9.8	12.8	13.4	4	40	60	36	54	45
WZZK	Birm	9.0	13.9	13.0	9	24	76	15	49	51
KEBC	OK C	10.8	11.7	18.2	9	22	69	22	55	45
WCUZ	GR	7.6	16.5	7.7	2	36	64	34	54	46
WSIX-F	Nash	10.3	12.0	13.7	0	31	68	32	40	60
WSM	Nash	6.3	20.1	13.6	0	23	50	50	54	46
WWOK	Miami	12.1	10.4	22.8	7	28	78	15	58	42
WIRK-F	W Palm	12.1	10.4	23.6	4	33	82	14	56	44
WHOO	Orl	9.4	13.4	10.9	6	15	54	40	45	55
KJJJ	Phoe	8.1	15.6	11.8	5	35	57	38	51	49
KNIX+	Phoe	12.6	10.0	24.6	5	41	73	22	47	53
KCUB	Tucs	11.8	10.7	22.6	5	24	58	37	46	54
WTQR	Green-WS	9.0	14.0	14.1	5	45	78	17	51	49
WKCC	Sag	10.6	11.9	16.2	2	33	67	31	41	59
WESC-F	Green,SC	14.0	9.0	18.8	1	39	79	20	61	39
WWNC	Ashe,NC	12.1	10.4	21.4	1	26	54	45	43	57
KFDI	Wich	11.4	11.1	19.4	0	18	47	53	47	53
WIVK-F	Knox	12.0	10.5	18.5	4	36	69	27	39	61
WDOD-F	Chatt	11.6	10.9	21.5	5	22	56	39	43	57
WKSJ-F	Mobile	12.1	10.4	27.8	3	42	70	27	42	58
WJCW	JC-King	10.2	12.4	15.9	3	31	61	36	50	50
KWKH	Shreve	10.9	11.6	23.9	0	22	47	53	62	38
KSSN	LR	11.6	10.9	14.4	5	35	72	23	60	40
WEZL	Char SC	11.9	10.6	20.8	2	27	75	23	62	38
WCOS-F	Col SC	9.6	13.1	20.1	2	44	85	13	57	43
KLOZ	El Paso	9.6	13.1	19.7	7	60	82	11	45	55
KSO	Des M	10.1	12.5	19.0	2	22	60	38	54	46

NEWS/INFO/TALK

NATIONAL MEAN:		7.5	16.8	9.2	1.0	13.8	34.7	64.3	50.3	49.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KYW	Phil	7.5	16.7	11.3	1.1	13	32	67	54	46
WCAU	Phil	6.5	19.2	5.6	1.1	12	37	62	54	46
KCBS	SF	6.8	18.4	4.8	0.8	10	37	62	55	45
KGO	SF	10.6	11.9	10.8	1.4	11	32	67	37	63
KPRC	Hou	8.5	14.9	9.8	0.7	17	41	58	59	41
KTRH	Hou	7.5	16.7	9.7	0	6	28	72	38	62
WWJ	Det	7.5	16.7	7.3	0.6	12	36	63	53	47
WXYZ	Det	6.4	19.7	5.3	4	11	31	65	38	62
WITS	Bos	7.3	17.3	5.8	4	15	30	66	64	36
WRC	Wash	7.5	16.8	9.0	1.3	16	31	68	46	54
WTOP	Wash	5.8	21.7	9.6	1.7	18	42	56	53	47
WERE	Cleve	9.5	13.3	14.0	1.5	9	30	69	42	58
KRLD	Dallas	7.1	17.8	8.7	1.2	20	45	54	55	45
WFAA	Dallas	8.1	15.5	7.6	1.9	24	44	54	50	50
WCBS	NY	7.4	17.0	6.7	0.9	13	35	64	47	53
WINS	NY	6.0	20.8	6.9	1.7	13	31	67	50	50
WMCA	NY	9.1	13.8	4.7	0.8	9	24	75	46	54
WOR	NY	8.8	14.3	6.1	0.4	7	22	77	33	67
KSDO	SD	6.9	18.1	6.0	0	15	39	61	59	41
KABC	LA	10.0	12.5	9.9	0.7	11	34	65	43	57
KFWB	LA	5.7	22.2	10.3	0.4	15	39	60	49	51
KNX	LA	6.6	19.1	7.6	0.7	13	34	65	51	49
KIRO	Sea	6.5	19.3	7.9	1.8	25	51	47	57	43
WBBM	Chi	7.5	16.7	9.6	1.4	13	36	63	54	46
WIND	Chi	10.0	12.5	9.1	1.0	17	40	59	42	58
WCCO	M-SP	10.6	11.9	11.7	1.8	14	36	62	44	56
KOA	Denver	7.7	16.3	8.3	2.1	16	40	58	49	51
WGST	Atl	7.5	16.8	5.5	0	15	42	58	56	44
KQV	Pitt	7.1	17.8	4.2	2.0	7	33	65	51	49
WGSO	NO	7.6	16.6	14.6	1.4	9	28	71	49	51
KMOX	ST L	10.4	12.2	12.8	1.6	16	40	58	51	49
KSD	ST L	5.5	23.0	7.5	0	18	41	59	43	57
WPXN	Roch	7.2	17.4	7.6	0	16	34	66	60	40
KFBK	Sacra	6.2	20.5	10.2	0	19	38	62	58	42
WNIS	Norf	8.5	14.8	8.9	0	32	48	52	73	27
WOAI	SA	8.3	15.3	14.9	0	6	29	71	48	52
KHVH	Hono	7.7	16.4	8.6	0	15	29	71	53	47
WSOC	Char NC	7.9	16.0	17.0	0	11	35	65	63	37
WINZ	Miami	6.8	18.6	10.5	0	10	20	80	46	54
WNWS	Miami	7.0	17.9	11.3	0	10	22	78	43	57
KTAR	Phoe	9.0	14.0	14.1	1.0	10	29	70	60	40
WBBW	Young	11.0	11.4	12.4	2	6	28	70	37	63
WHO	Des M	8.6	14.6	9.7	0	19	38	62	52	48

BLACK/DISCO/JAZZ

NATIONAL MEAN:		9.8	12.8	16.5	21.3	53.4	68.3	10.4	42.7	57.3
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WCAU-F	Phil	6.4	19.8	8.5	15	69	78	7	48	52
WDAS-F	Phil	11.4	11.1	15.4	23	59	74	3	39	61
KDIA	SF	8.0	15.8	4.4	23	46	64	13	41	59
KSOL	SF	10.0	12.6	8.5	34	51	63	3	43	57
KMQJ	Hou	9.9	12.7	12.6	10	57	78	12	44	56
KRLY	Hou	12.1	10.4	17.4	30	56	66	4	42	58
WJLB	Det	6.7	18.7	8.5	21	45	62	17	36	64
WJZZ	Det	8.0	15.9	7.3	4	59	78	18	71	29
WXKS	Bos	9.8	12.8	18.3	25	58	68	7	45	55
WKYS	Wash	9.1	13.8	7.4	11	68	85	4	34	66
WOOK	Wash	6.5	19.3	13.2	28	58	69	3	46	54
WWIN	Balt	8.5	14.8	10.8	24	43	64	12	32	68
WXYV	Balt	12.0	10.5	17.4	26	60	73	1	56	44
WOKF	Tampa	11.7	10.7	14.4	30	48	68	2	42	58
KNOK	Dallas	9.4	13.4	18.2	30	51	57	13	47	53
KKDA	Dallas	9.8	12.8	20.6	21	61	75	4	37	63
WBLS	NY	12.2	10.3	16.0	22	57	73	5	41	59
WKTU	NY	10.3	12.2	9.2	24	63	73	3	31	69
KDAY	LA	8.1	15.5	11.2	29	45	63	8	40	60
KIIS	LA	6.3	19.9	6.4	33	46	61	6	46	54
WTLC	Indy	14.2	8.9	38.8	17	48	67	16	52	48
WVON	Chi	6.3	19.9	17.8	18	34	58	24	38	62
WBMX	Chi	8.6	14.7	8.0	20	64	75	5	45	55
WGCI	Chi	10.4	12.1	15.6	30	57	67	3	49	51
WAOK	Atl	7.5	16.7	10.2	17	46	70	13	42	58
WVEE	Atl	13.5	9.3	27.4	21	66	77	2	55	45
WAMO	Pitt	8.7	14.4	18.9	32	49	62	6	31	69
WXEL	NO	7.9	16.0	14.3	24	63	71	5	46	54
KATZ	ST L	10.6	11.9	4.7	19	44	63	18	47	53
WCIN	Cin	9.7	13.0	26.3	22	51	65	13	39	61
WLOU	Lou	16.5	7.6	20.8	16	53	72	12	42	58
WRAP	Norf	8.0	15.8	6.8	38	46	59	3	32	68
WOWI	Norf	10.2	12.4	9.6	19	57	73	8	42	58
WDIA	Memp	7.5	16.7	11.8	10	37	59	31	42	58
WHRK	Memp	11.1	11.3	23.6	21	54	70	9	60	40
WPDQ	Jkvil	11.9	10.6	24.2	25	63	68	7	21	79
WENN-F	Birm	12.3	10.3	23.6	22	56	65	13	44	56
WVOL	Nash	15.6	8.1	29.1	20	54	72	8	46	54
WEDR	Miami	13.0	9.7	17.1	23	63	76	1	52	48
WANT	Rich V	8.7	14.5	6.6	18	49	71	11	57	43
WSRC	Raleigh	16.7	7.5	13.5	8	56	71	21	41	59
WDZZ	Flint	17.5	7.2	27.2	25	53	68	7	55	45
WXOK	Baton R	9.2	13.7	24.8	25	42	54	21	37	63
KOKA	Shreve	12.9	9.8	36.7	21	61	76	3	36	64
WBOP	Pensa	19.5	6.5	34.4	22	39	57	21	21	79
WPAL	Char SC	13.0	9.7	10.9	6	58	73	21	39	61
WQIC	Col SC	10.8	11.7	18.7	11	46	61	28	37	63

RELIGION/GOSPEL

NATIONAL MEAN:		8.1	15.5	10.5	4.2	27.7	56.9	38.9	31.8	68.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KXYZ	Hou	5.4	23.5	9.1	9	37	69	22	44	56
WROL	Bos	5.9	21.3	4.0	2	6	42	56	29	71
WUST	Wash	15.0	8.4	18.5	2	15	53	45	31	69
WYCB	Wash	10.7	11.8	16.9	9	39	67	24	26	74
WWDJ	NY	9.8	12.9	10.5	5	28	67	28	25	75
KIIS	LA	3.5	36.2	5.5	8	38	72	20	44	56
KGDN	Sea	9.9	12.7	3.3	0	18	47	53	18	82
WPIT	Pitt	7.8	16.2	6.4	0	3	20	80	7	93
WPCE	Norf	9.6	13.2	22.3	2	47	74	24	28	72
KWAM	Memp	8.5	14.7	7.7	4	9	43	53	41	59
WDJC	Birm	10.5	12.0	17.8	8	52	71	21	35	65
WENN	Birm	10.0	12.6	3.8	6	18	48	46	47	53
WQIZ	Char SC	21.2	5.9	10.3	0	50	67	33	39	61

SPANISH

NATIONAL MEAN:		13.5	9.3	28.3	3.1	33.3	62.8	34.1	35.4	64.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KLAT	Hou	18.6	6.8	21.7	3	58	71	26	38	62
WADO	NY	14.5	8.7	31.0	3	25	66	31	29	71
WJIT	NY	13.4	9.4	23.1	6	32	72	22	29	71
KLVE	LA	9.6	13.1	18.4	3	45	84	17	32	68
KTNQ	LA	10.6	11.9	22.3	3	53	76	21	45	55
WOJO	Chi	15.4	8.2	41.4	5	57	79	16	48	52
KCOR	SA	15.9	7.9	24.5	4	24	47	49	35	65
WQBA	Miami	15.4	8.2	27.1	1	14	45	54	31	69
WRHC	Miami	24.2	5.2	30.6	1	6	50	49	40	60
KGBT	Browns	22.8	5.5	47.2	1	27	47	52	32	68
KABQ	Alb	7.1	17.8	23.9	4	25	54	42	30	70

CLASSICAL

NATIONAL MEAN:		7.3	17.2	6.0	1.2	29.7	56.4	42.4	54.4	45.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WFLN-F+	Phil	9.5	13.3	7.9	0	36	56	44	57	43
KKHJ-F+	SF	5.6	22.4	4.3	1	22	47	52	55	45
KDFC-F+	SF	7.9	16.0	3.5	1.7	27	61	37	61	39
KLEF	Hou	9.1	13.9	4.8	4.1	42	75	21	62	38
WQRS	Det	5.4	23.5	0	0	34	66	34	57	43
WCRB	Bos	5.2	24.0	1.4	2.1	30	47	51	54	46
WGMS+	Wash	6.7	18.9	8.1	0	35	70	30	53	47
WCLV	Cleve	6.7	18.9	11.0	1.7	28	67	31	44	56
WRR	Dallas	11.2	11.3	6.8	1.7	29	59	39	53	47
WNCN	NY	6.9	18.2	3.8	0	33	61	39	60	40
WQXR+	NY	7.3	17.4	9.4	0	12	29	71	47	53
KFSD	SD	9.1	13.9	6.4	2.8	20	56	41	51	49
KFAC-F	LA	4.9	25.8	3.1	1.9	21	41	57	52	48
KING-F	Sea	6.9	18.4	8.3	1.9	30	49	49	58	42
WFMT	Chi	11.4	11.1	8.2	0.5	28	53	47	53	47
KVOD	Denver	9.1	13.9	4.2	0	43	72	28	46	54
WGH-F	Norf	8.3	15.2	9.7	0	31	60	40	58	42
WFMR	Milw	10.9	11.6	8.1	3	23	70	27	58	42
WTMI	Miami	6.3	20.0	5.6	0	18	33	67	55	45

MARKET REVENUE AND PROFITABILITY: PER CAPITA AND MARGIN ANALYSIS

The tables below are based on financial data for 1978 as released by the FCC in December of 1979. These tables are much more reliable than those of earlier editions of American Radio because the FCC has finally combined all of the figures for all stations in each market. No longer are independent FM stations reported in a separate listing.

Table # 1 examines total revenue per capita. The market's total revenue (defined as total time sales less commissions, plus talent and program sales, plus other broadcast revenue) is divided by the SMSA population (as of 1 Jan 79 or 1 Jan 80 as available).

Table # 2 considers the income per capita. The market's pre-tax income is divided by the SMSA population.

Table # 3 provides national/regional revenue per capita. This figure is "before commissions to agencies, representatives and others". These figures should be used with caution since stations differ in their classification of "national" and "local" business.

Table # 4 shows profit margin. This figure is calculated by dividing a market's total income by total revenue. The figure is, of course, pre-tax.

The tables below show which markets scored highest and lowest in each category (highest only in Table 4). Figures for markets not listed below can be found in the Individual Market Reports.

TOTAL U.S. FIGURES

Population	:	218,911,700
National Revenue:		\$589,679,935 (\$2.69 per capita)
Total Revenue	:	\$2,545,442,260 (\$11.63 per capita)
Total Income	:	\$295,708,470 (\$1.35 per capita)
Pre-Tax Margin	:	11.617%

TABLE # 1: TOTAL REVENUE PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Casper	\$37.92	1. Anaheim	\$3.03
2. Fargo	27.08	2. River-SB-Ont	5.60
3. Anchorage	25.96	3. Stackton	6.05
4. Cedar Rapids	25.26	4. New Haven	6.68
5. Lincoln	23.76	5. Bridgeport	6.95
6. Sioux Falls	23.33	6. Lancaster	7.36
7. Billings	22.87	7. Steubenville	7.43
8. Great Falls	22.54	8. Wilmington, Del	7.53
9. Amarillo	22.47	9. Johnstown, PA	8.02
10. Wheeling	21.43	10. Youngstown	8.47
11. Des Moines	21.26	11. El Paso	8.51
12. Wichita	21.14	12. McAllen	8.54
13. Lubbock	20.91	13. Waco	8.55
14. Springfield, MO	19.43	14. Greenville, NC	8.62
15. Charlotte	19.36	15. Allen-Beth-Easton	8.65
16. Las Vegas	18.67	16. Reading	8.69
17. Eugene-Spr	18.56	17. Binghamton	8.89
18. San Francisco	18.52	Utica-Rome	8.89
19. Reno	18.47	19. Hartford	8.90
20. Altoona	18.44	20. New Bedford	9.13

TABLE # 2: PROFIT PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Casper	\$8.58	1. Beaumont-PA-Orange	\$-2.79
2. Wheeling	5.10	2. Pueblo	-2.68
3. Los Angeles	4.27	3. Tallahassee	-2.36
4. Madison	4.12	4. Honolulu	-2.08
5. Columbus, Ohio	4.03	5. Boise	-1.81
6. Minneapolis-SP	3.86	6. Columbus, GA	-1.75
7. Atlanta	3.85	7. Anchorage	-1.73
8. Houston	3.75	8. Lakeland	-1.52
9. Waterloo-CF	3.56	9. Mel-Titus-Cocoa	-1.26
10. Dayton	3.55	10. El Paso	-1.18
11. Indianapolis	3.50	11. Waco	-1.10
12. Lincoln	3.49	12. Lynchburg	-1.03
13. Wichita	3.44	13. Billings	- .99
14. Bloomington, Ill	3.39	14. Terre Haute	- .90
San Antonio	3.39	15. Medford	- .87
16. Reno	3.37	Daytona Beach	- .87
17. Lexington	3.32	17. Savannah	- .82
18. Sioux Falls	3.02	18. Jacksonville	- .77
19. Baltimore	2.91	19. Nashville	- .67
20. Austin	2.77	20. Mobile	- .65

TABLE # 3: NATIONAL/REGIONAL REVENUE PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. San Francisco	\$7.56	1. New Bedford	\$.24
2. Los Angeles	6.76	2. Anaheim	.56
3. Fresno	5.78	3. Wilmington, Del	.63
4. Wheeling	5.72	4. Reading	.72
5. Portland, OR	5.63	5. Johnstown, PA	.73
6. Eugene-Spring	5.44	Sarasota	.73
7. Cedar Rapids	5.24	7. Bridgeport	1.02
8. Sioux Falls	5.15	8. McAllen	1.09
9. Des Moines	5.02	9. Appleton-Oshkosh	1.12
10. Charlotte	4.88	10. Waco	1.17
11. San Diego	4.81	11. Pensacola	1.18
12. Seattle	4.70	12. Atlantic City	1.20
13. Modesto	4.66	13. Chattanooga	1.22
14. Phoenix	4.61	14. Riverside-SB-Ont	1.24
15. Fargo	4.57	15. Asheville	1.25
16. San Antonio	4.56	16. Honolulu	1.27
Corpus Christi	4.56	17. Huntsville	1.34
18. Casper	4.52	18. New Haven	1.40
19. Tucson	4.50	Binghamton	1.40
20. Dallas- Fort Worth	4.46		

TABLE # 4: PROFIT MARGIN-LEADING MARKETS

1. Columbus, Ohio	29.5%	11. Austin	22.6
2. Minneapolis-St. Paul	28.9	12. Casper	22.6
3. Dayton	26.9	13. San Antonio	22.4
Houston	26.9	14. Indianapolis	21.9
5. Los Angeles	26.6	15. York	20.5
6. Atlanta	25.9	16. St. Louis	20.3
7. Baltimore	25.4	Flint	20.3
8. Wilmington, Del	24.2	18. Lexington	19.9
9. Wheeling	23.8	Baton Rouge	19.9
10. Madison	23.4	20. New York	19.7

RADIO MARKET COST-PER-THOUSANDS

This table shows the CPM's of all markets rated by Arbitron in Apr/May 80. The "audience" column shows the delivery on one spot of the five most highly rated stations in the market. It is based on 12+ TSA, 1/4 HR AVG, Mon-Sun, 6AM-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 stations. The rate is based on an 18 spots per week schedule (60") spread equally from 6AM-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 79 CPM)</u>
Akron	351	\$181.63	\$3269.34	\$5:17	(3.93)
Albany-Schen-Troy	869	246.25	4432.50	2.83	(3.33)
Albuquerque	376	118.25	2128.50	3.15	(4.55)
Allen-Beth-Easton	542	145.70	2622.60	2.69	(2.18)
Altoona	187	49.44	889.92	2.64	(3.17)
Amarillo	242	61.25	1102.50	2.53	(2.73)
Anaheim	196	156.75	2821.50	8.00	(8.45)
Anchorage	182	104.50	1881.00	5.74	(5.38)
Appleton	223	70.19	1263.42	3.15	(2.57)
Asheville	223	78.25	1408.50	3.51	(2.61)
Atlanta	1489	480.00	8640.00	3.22	(2.93)
Atlantic City	151	79.58	1432.44	5.27	(4.69)
Augusta	258	73.70	1326.60	2.86	(2.69)
Austin	361	116.13	2090.34	3.22	(2.65)
Bakersfield	195	78.00	1404.00	4.00	(2.88)
Baltimore	1453	356.50	6417.00	2.45	(2.89)
Baton Rouge	546	109.47	1970.46	2.00	(1.71)
Beaumont	260	76.50	1377.00	2.94	(2.59)
Billings	148	55.98	1007.64	3.78	(3.22)
Binghampton	299	79.25	1426.50	2.65	(2.73)
Birmingham	667	239.21	4305.78	3.59	(3.22)
Bloomington, Ill	138	73.10	1315.80	5.30	(5.50)
Boise	204	58.75	1057.50	2.88	(2.30)
Boston	2573	656.88	11,823.84	2.55	(2.62)
Bridgeport	384	160.03	2880.54	4.17	(3.78)
Buffalo	1095	331.85	5973.30	3.03	(2.45)
Burl-Platt	272	52.50	945.00	1.93	(2.14)
Canton (4 sta)	265	73.88	1329.84	2.79	(3.06)
Casper (4 sta)	83	69.00	1242.00	8.31	(7.08)
Cedar Rapids	351	115.08	2071.44	3.28	(3.06)
Charleston, SC	331	93.00	1674.00	2.81	(3.32)
Charleston, WV	356	126.25	2272.50	3.55	(3.80)
Charlotte	1036	364.75	6565.50	3.52	(2.97)
Chattanooga	404	115.25	2074.50	2.85	(3.36)
Chicago	5426	988.00	17,784.00	1.82	(1.67)
Cincinnati	1215	309.86	5577.48	2.55	(2.18)
Cleveland	1586	450.07	8101.26	2.84	(2.73)
Colorado Springs	236	78.25	1408.50	3.32	(2.58)
Columbia, SC	439	172.05	3096.90	3.92	(3.20)
Columbus, GA	291	77.70	1398.60	2.67	(1.94)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 79 CPM)</u>
Columbus, OH	1033	\$ 93.00	\$1674.00	\$3.49	(3.36)
Corpus Christi	251	82.00	1476.00	3.27	(2.91)
Dallas-FW	2008	635.50	11,439.00	3.16	(2.60)
Daven-RI-Moline	339	159.95	2879.10	4.72	(4.08)
Dayton	863	273.75	4927.50	3.17	(3.22)
Daytona Beach	166	76.70	1380.60	4.62	(3.29)
Denver	1087	454.00	8172.00	4.18	(3.60)
Des Moines	744	183.28	3299.04	2.46	(2.19)
Detroit	2633	725.75	13,063.50	2.76	(2.23)
Duluth	332	90.00	1620.00	2.71	(2.42)
El Paso	241	112.50	2016.90	4.65	(2.69)
Erie	267	95.75	1723.50	3.59	(3.46)
Eugene-Spr	232	87.25	1570.50	3.76	(3.93)
Evansville	335	116.25	2092.50	3.47	(3.00)
Fargo	291	124.25	2236.50	4.42	(3.86)
Fayetteville	240	60.44	1087.92	2.52	(2.42)
Flint	301	129.25	2326.50	4.29	(4.29)
Ft. Lauderdale	623	292.75	5269.50	4.70	(5.47)
Ft. Wayne	640	220.63	3971.34	2.90	(2.84)
Fresno	474	149.25	2686.50	3.15	(1.99)
Grand Rapids	671	214.75	3865.50	3.20	(2.80)
Great Falls	124	54.09	973.62	4.36	(2.93)
Green Bay	380	91.83	1652.94	2.42	(1.87)
Greens-WS	598	211.00	3798.00	3.53	(3.53)
Greenville-N. Bern	335	70.50	1269.00	2.10	(1.39)
Greenville, SC	635	171.50	3087.00	2.70	(3.06)
Harrisburg	397	166.78	3002.04	4.20	(3.67)
Hartford	1204	370.00	6660.00	3.07	(2.80)
Honolulu	582	128.18	2307.24	2.20	(2.30)
Houston	1520	534.22	9615.96	3.51	(3.13)
Huntington	320	122.75	2209.50	3.84	(2.50)
Huntsville	230	61.45	1106.10	2.67	(2.68)
Indianapolis	1049	363.00	6534.00	3.46	(2.84)
Jackson, MS	536	100.43	1807.74	1.87	(1.94)
Jacksonville,	535	255.38	4596.84	4.77	(3.73)
John City-King-Bris	321	76.67	1380.06	2.39	(3.06)
Johnstown, PA	185	67.75	1219.50	3.66	(NA)
Kalamazoo	208	120.00	2160.00	5.77	(5.22)
Kansas City	1372	361.50	6507.00	2.63	(2.02)
Knoxville	799	141.25	2542.50	1.77	(1.52)
Lafayette, LA	332	77.63	1397.34	2.34	(2.15)
Lakeland (4 sta)	149	57.00	1026.00	3.83	(3.66)
Lancaster	173	62.95	1133.10	3.64	(3.65)
Lansing	436	105.50	1899.00	2.41	(2.72)
Las Vegas	232	85.50	1539.00	3.69	(3.66)
Lexington	436	111.25	2002.50	2.55	(2.07)
Lincoln	159	98.30	1769.40	6.18	(5.04)
Little Rock	606	138.08	2485.44	2.28	(2.06)
Las Angeles	4094	1114.00	20,052.00	2.72	(1.72)
Louisville	770	179.50	3231.00	2.33	(2.25)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 79 CPM)</u>
Lubbock	252	\$ 71.00	\$1278.00	\$2.82	(2.07)
Lynchburg	116	58.08	1045.44	5.01	(3.82)
Macon	307	77.98	1403.64	2.54	(2.07)
Madison	337	113.56	2044.08	3.37	(2.52)
Manchester	132	88.50	1593.00	6.70	(6.22)
McAllen-Browns	455	92.13	1658.34	2.02	(1.75)
Medford	153	47.86	861.48	3.13	(1.95)
Melb-Titus-Cocoa	124	51.10	919.80	4.12	(3.17)
Memphis	829	345.00	6210.00	4.16	(3.32)
Miami	1061	356.45	6416.10	3.36	(2.36)
Milwaukee	1353	373.25	6718.50	2.76	(2.08)
Minn-St. Paul	2103	475.88	8565.84	2.26	(2.00)
Mobile	449	147.23	2650.14	3.28	(2.56)
Modesto	163	63.46	1142.28	3.89	(4.14)
Montgomery	348	90.05	1620.90	2.59	(2.95)
Nashville	821	263.37	4740.66	3.21	(2.82)
Nassau-Suffolk	637	193.95	3491.10	3.04	(2.62)
New Bedford (4 sta)	194	62.20	1119.60	3.21	(2.57)
New Haven (4 sta)	320	187.88	3381.84	5.87	(5.60)
New Orleans	707	281.38	4164.84	3.98	(3.24)
New York	7945	1378.14	24,806.52	1.73	(1.53)
Norfolk	777	185.00	3330.00	2.38	(2.50)
NE PA	492	130.25	2344.50	2.65	(2.73)
Oklahoma City	737	227.01	4086.18	3.08	(2.63)
Omaha	925	252.08	4537.44	2.73	(2.15)
Orlando	608	234.00	4212.00	3.85	(3.34)
Pensacola	258	91.75	1651.50	3.56	(3.57)
Peoria	357	109.50	1971.00	3.07	(3.30)
Philadelphia	2925	592.76	10,669.68	2.03	(1.48)
Phoenix	942	365.51	6579.18	3.88	(3.40)
Pittsburgh	2134	450.00	8100.00	2.11	(1.78)
Portland, ME	375	122.25	2200.50	3.26	(2.60)
Portland, OR	822	400.56	7210.08	4.87	(3.49)
Providence	904	277.50	4995.00	3.07	(2.90)
Pueblo	100	44.83	806.94	4.48	(3.56)
Raleigh	886	253.00	4554.00	2.86	(2.87)
Reading (4 sta)	188	88.00	1584.00	4.68	(3.93)
Reno	201	61.50	1107.00	3.06	(3.42)
Richland, WA	114	46.33	833.94	4.06	(3.22)
Richmond	603	255.00	4590.00	4.23	(3.37)
Riverside-SB-Ont	373	139.45	2510.10	3.74	(NA)
Roanoke	504	87.75	1579.50	1.74	(2.48)
Rochester	681	343.50	6183.00	5.04	(3.62)
Rockford	210	83.75	1507.50	3.99	(4.32)
Sacramento	788	273.50	4923.00	3.47	(3.69)
Saginaw	445	83.00	1494.00	1.87	(2.51)
St. Louis	1823	484.59	8722.62	2.66	(1.83)
Salinas-Seaside	211	76.70	1380.60	3.64	(2.35)
Salt Lake City	564	172.31	3101.58	3.06	(2.80)
San Antonio	900	301.38	5424.84	3.35	(2.58)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 79 CPM)</u>
San Diego	861	\$381.00	\$6858.00	\$4.43	(2.58)
San Francisco	2559	675.12	12,152.16	2.64	(2.40)
San Jose	572	310.75	5593.50	5.43	(4.74)
Sarasota	139	114.75	2065.50	8.26	(5.63)
Savannah	324	104.59	1882.62	3.23	(2.89)
Seattle-Tacoma	1026	361.25	6502.50	3.52	(2.94)
Shreveport	457	131.50	2367.00	2.88	(2.14)
Sioux Falls	216	78.50	1413.00	3.63	(3.52)
South Bend	453	87.40	1573.20	1.93	(1.81)
Spokane	351	116.50	2097.00	3.32	(2.51)
Springfield, MA	453	162.00	2916.00	3.58	(2.92)
Springfield, MO	430	82.10	1477.80	1.91	(1.69)
Steubenville (4 sta)	72	56.31	1013.58	7.82	(5.96)
Stockton	103	69.00	1242.00	6.70	(5.33)
Syracuse	533	193.76	3487.68	3.64	(3.95)
Tallahassee	162	57.00	1026.00	3.52	(3.07)
Tampa-St. Pete	983	346.74	6241.32	3.53	(3.16)
Terre Haute	187	72.50	1305.00	3.88	(3.70)
Toledo	728	226.25	4072.50	3.11	(2.59)
Topeka	239	81.28	1463.04	3.40	(3.49)
Tucson	322	118.05	2124.90	3.67	(3.16)
Tulsa	742	166.50	2997.00	2.24	(2.38)
Utica	256	111.50	2007.00	4.36	(4.17)
Waco	130	71.00	1278.00	5.46	(3.11)
Washington	1828	624.13	11,234.34	3.41	(2.89)
Waterloo-CF	187	72.20	1299.60	3.86	(3.30)
West Palm Beach	335	123.75	2227.50	3.69	(3.35)
Wheeling	248	88.25	1588.50	3.56	(2.83)
Wichita	420	111.10	1999.80	2.65	(2.85)
Wichita Falls	167	65.25	1174.50	3.91	(3.35)
Wilmington, DE (4 sta)	265	111.03	1998.54	4.19	(2.86)
Wilmington, NC	108	48.25	868.50	4.47	(2.69)
Worcester	393	133.00	2394.00	3.38	(2.72)
Yakima	157	48.94	880.92	3.12	(2.40)
York	484	128.62	2315.16	2.66	(2.31)
Youngstown	549	131.00	2358.00	2.39	(2.33)
TOTALS	115192	\$34,252.11	\$616,537.98	\$2.97	(2.60)

MOST EXPENSIVE MARKETS

1. Casper	\$8.31
2. Sarasota	8.26
3. Anaheim*	8.00
4. Steubenville	7.82
5. Stockton	6.70
Manchester	6.70
7. Lincoln	6.18
8. New Haven	5.87
9. Kalamazoo	5.77
10. Anchorage	5.74
11. Waco	5.46
12. San Jose	5.43
13. Bloomington, Ill	5.30
14. Atlantic City	5.27
15. Akron	5.17

LEAST EXPENSIVE MARKETS

1. New York	\$1.73
2. Roanoke	1.74
3. Knoxville	1.77
4. Chicago	1.82
5. Jackson, MS	1.87
Saginaw	1.87
7. Springfield, MO	1.91
8. South Bend	1.93
Burlington-Platt	1.93
10. Baton Rouge	2.00
11. McAllen-Brownsville	2.02
12. Philadelphia	2.03
13. Greenville, NC	2.10
14. Pittsburgh	2.11
15. Honolulu	2.20

*Orange County only

SEE PAGE A-21 FOR PERCENTAGE STUDY

A-65

RADIO REPS AND THEIR LEADING STATIONS

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 on the market size. For markets one through ten up to seven stations/reps were listed; in 100+ markets only one or 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 of a ranking like this. It penalizes reps which have small lists. 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 that it indicates which rep firms have, to use a bridge term, the longest and strongest lists.

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

	(7) 1-10	(6) 11-20	(5) 21-50	(4) 51-75	(3) 76-100	(2) 101-150	(1) 150+	TOT	A/M 79 TOT
1. Katz	7	8	23	12	9	13	10	82	(77)
2. Torbet	4	4	16	13	10	15	8	70	(61)
3. Eastman	7	5	17	15	9	9	5	67	(63)
4. Mc-Guild	7	8	15	11	8	10	6	65	(63)
5. Blair	7	5	21	15	4	5	3	60	(52)
6. Christal	3	6	10	7	4	5	-	36	(29)
7. HR/Stone	1	2	6	2	4	8	2	24	(15)
8. Selcom	2	3	4	3	3	3	4	22	(28)
9. Buckley	1	-	3	3	3	7	1	18	(29)
10. Major Market	5	3	5	3	-	1	-	17	(10)
Masla	1	2	2	2	3	3	4	17	(16)
12. CBS Spot	6	4	2	-	-	-	-	12	(15)
13. RAR	6	2	1	-	-	-	-	9	(11)
14. PRO	-	-	-	-	3	-	5	8	(8)
15. Howard	1	-	-	2	2	1	1	7	(9)

NOTE 1: Figures across the top of tables 1 and 2 are market rankings. The figures in parenthesis (on Table 1) are the maximum number of stations selected in that market size.

NOTE 2: Selections were generally based on 12+ Metro, 1/4 HR AVG, Broadcast Week. In a few cases TSA and Cume results were considered. In other cases combinations were considered. Some decisions were purely subjective on my part.

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

	1-10	11-20	21-50	51-75	76-100	101-150	150+	TOT	A/M 79 TOT
1. Katz	-	1	4	3	7	11	8	33	(29)
2. Torbet	-	1	2	2	4	6	9	24	(25)
3. Eastman	3	-	2	5	2	6	5	23	(24)
4. Blair	1	1	7	5	1	2	3	20	(17)
5. Mc-Guild	2	-	2	2	2	4	4	16	(22)
6. Selcom	-	-	3	1	1	2	3	10	(3)
7. Christal	-	2	3	3	-	1	-	9	(7)
8. Masla	-	1	1	-	-	2	4	8	(8)
9. Buckley	1	-	-	1	-	4	-	6	(7)

PRO, HR/Stone - 5 stations
MMR, Howard - 2 stations

RAR - 4 stations

CBS Spot - 3 stations

MUSIC SYNDICATORS AND CONSULTANTS

This table indicates how well the major music programmers are performing. The figures are based on 12+, Metro, 1/4/HR AVG, Broadcast Week. All 1/4 HR figures are in hundreds. Only those companies sending me their client lists are included.

TOTAL 1/4 HR LISTENERS

<u>Programmer</u>	<u>Stations</u>	<u>Listeners</u>
1. Burkhart-Abrams	73	8528
2. Schulke	62	8392
3. Bonneville	56	6624
4. TM	85	4199
5. FM 100	40	4035
6. Drake-Chen	59	2626
7. Churchill	7	957
8. Jim West	10	653
9. Century 21	19	648
10. KalaMusic	9	461
11. Musicworks	3	83

<u>Programmer</u>	<u>FORMAT</u>	<u># OF STATIONS</u>	<u>1/4 HR AVG</u>	<u>AVG PER STATION</u>	<u>AVG SHARE</u>
<u>Burk-Abrams</u>	AOR	65	6930	106	7.70
	DISCO/OTHER	8	1598	200	5.56
		73	8528	117	
<u>Schulke</u>	BTFL	62	8392	135	9.66
<u>Bonneville</u>	BTFL	50	6126	123	8.27
	OTHER	6	498	83	----
		56	6624	118	
<u>TM</u>	ROCK	37	1606	43	9.36
	BTFL	32	1840	58	8.99
	AC/SOFT	7	426	61	4.11
	COUNTRY	9	327	36	6.90
		85	4199	49	
<u>FM 100</u>	BTFL	31	3228	104	7.40
	MOR	8	786	98	3.73
	OTHER	1	21	21	----
		40	4035	101.	
<u>Drake-Chen</u>	CONTEMP	28	1197	43	8.67
	COUNTRY	13	520	40	6.67
	BLACK	9	448	50	7.10
	BIG BAND	6	270	45	2.50
	OTHER	3	191	38	----
	59	2626	45		
<u>Churchill</u>	BTFL	7	957	137	4.54
<u>Jim West</u>	BIG BAND	10	653	65	3.11
<u>Century 21</u>	ROCK/CONTEMP	13.	434	33	8.55
	COUNTRY	4	148	37	8.58
	OTHER	2	66	33	----
		19	648	34	
<u>KalaMusic</u>	BTFL	9	461	51	10.28
<u>Musicworks</u>	COUNTRY	3	83	28	4.73

STATIONS APPEARING IN MULTIPLE ARB MARKETS

WGN	12	<u>Chicago</u> , South Bend, Bloomington, Peoria, Rockford, Madison, Davenport, Milwaukee, Grand Rapids, Kalamazoo, Appleton-Oshkosh, Cedar Rapids
WMAQ	11	<u>Chicago</u> , Indianapolis, South Bend, Bloomington, Peoria, Rockford, Davenport, Milwaukee, Grand Rapids, Kalamazoo, Appleton-Oshkosh
WBBM	11	<u>Chicago</u> , Indianapolis, South Bend, Bloomington, Peoria, Rockford, Madison, Davenport, Milwaukee, Grand Rapids, Kalamazoo
WLS	10	<u>Chicago</u> , Indianapolis, South Bend, Bloomington, Peoria, Rockford, Davenport, Milwaukee, Kalamazoo, Terre Haute
KYW	9	<u>Philadelphia</u> , NE PA, Harrisburg, York, Lancaster, Allentown, Atlantic City, Reading, Wilmington
WJR	8	<u>Detroit</u> , Cleveland ADI, Toledo, Lansing, GR-Kala ADI, Saginaw, Flint, Fort Wayne
KGO	8	<u>San Francisco</u> , Salinas, Sacramento, Stockton, Portland, Boise, Richland, Medford
WAAF-F	7	<u>Worcester</u> , Boston, Providence, Manchester, New Bedford, Albany ADI, Springfield
WBZ	6	<u>Boston</u> , Providence, Manchester, Worcester, New Bedford, Portland
KCBS	6	<u>San Francisco</u> , Salinas, Sacramento, Stockton, Modesto, Fresno
KNBR	6	<u>San Francisco</u> , Salinas, Sacramento, Stockton, Modesto, Fresno
WLW	6	<u>Cincinnati</u> , Indianapolis, Columbus, Dayton, Fort Wayne, Charleston ADI

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

1. WLW	5200
2. WJR	4600
3. CKLW	3500
WOR	3500
5. WCCK-F	2900
6. WRAL-F	2300
KGO	2300

SPECIAL MENTION

KOMA (Oklahoma City) picked up 1100 listeners in the Denver ADI

METRO SHARE LEADERS AND MAJOR CHANGES

The following show the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also shown are the stations in each market which had the largest share gain and the largest share loss.

<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINER</u>	<u>LARGEST SHARE LOSER</u>
Akron	WAKR, 14.9, MOR	WGCL-F, +2.8, Rock	WSLR-F, -3.1, Country
Albany-Schen-Troy	WGY, 19.6, MOR	WROW-F, +4.3, BTFL	WTRY, -3.5, Rock
Albuquerque	KKJY-F, 12.7, BTFL	KKJY-F, +6.1, BTFL	KRST, -2.8, AOR
Allen-Beth-East	WQQQ-F, 12.5, BTFL	WQQQ-F, +4.4, BTFL	WEST, -3.8, Big Band
Altoona	WFBG, 27.0, Contemp	WFBG, +4.8, Contemp	WFBG-F, -9.8, BTFL
Amarillo	KIXZ, 19.8, Country	KIXZ, +4.6, Country	KPUR, -8.9, Rock
Anaheim	KBIG-F, 7.9, BTFL	KROQ-F, +1.6, AOR	KFAC-F, -1.9, Classic
Anchorage	KFQD, 19.4, Contemp	KFQD, +4.3, Contemp	KGOT-F, -6.5, Rock
Appleton	WNAM, 12.3, Rock	WMS, +3.7, Big Band	WOSH-F, -3.2, Rock
Asheville	WWNC, 39.2, Country	WISE, +4.6, Rock	WWNC, -4.8, Country
Atlanta	WSB, 12.1, MOR	WVEE-F, +5.9, Disco	WSB, -3.2, MOR
Atlantic City	WFG-F, 16.2, BTFL	WAYV-F, +9.0, Rock	WMID, -5.3, MOR
Augusta	WBBQ-F, 27.2, Rock	WBBQ-F, +4.2, Rock	WBIA, -7.2, MOR
Austin	KHFI-F, 16.7, Rock	KHFI-F, +9.2, Rock	KNOW, -7.4, Rock
Bakersfield	KUZZ, 15.6, Country	KUZZ, +2.8, Country	KWAC, -3.0, Spanish
Baltimore	WBAL, 13.5, MOR	WBAL, +2.8, MOR	KNTB, -3.0, News
Baton Rouge	WFME-F, 20.6, Rock	WFME-F, +5.0, Rock	WKTK-F, -2.6, Rock
Beaumont	KYKR-F, 13.2, Country	KYKR-F, +5.9, Country	WJBO-F, -3.1, AC
Billings	KYYA-F, 30.2, Rock	KYYA-F, +10.5, Rock	KWIC-F, -4.3, Rock
Birmingham	WQYT-F, 17.4, BTFL	WQYT-F, +4.7, Rock	KKOC-F, -6.7, BTFL
Birmingham	WENN-F, 12.4, Black	WENN-F, +4.9, Black	WNBF, -7.0, MOR
Bloomington, Ill	WJBC, 37.0, MOR	WMLA-F, +8.3, Country	WQEZ-F, -3.5, BTFL
Boise	KBOI, 16.5, MOR	KIDQ-F, +10.9, AOR	WBNQ-F, -7.3, Rock
Boston	WHDH, 11.1, MOR	WXKS, +2.6, Big Band	KBBK-F, -4.3, Rock
Bridgeport	WEZN-F, 16.2, BTFL	WEZN-F, +2.5, BTFL	WJIB-F, -2.0, BTFL
Buffalo	WJYE-F, 13.3, BTFL	WPHD-F, +1.6, AOR	WICC, -1.6, AC
Burl-Platt	WKDR, 10.3, Country	WBLK-F, +1.6, Black	WKBW, -4.8, Rock
Canton	WHBC, 19.6, MOR	WICY, +2.2, MOR	WIRY-F, -1.5, ? ?
Casper	KTWO, 29.7, MOR	WHBC-F, +4.9, BTFL	WHBC, -3.4, MOR
Cedar Rapids	KATI, 29.7, Contemp	KTWO, +5.9, MOR	KVOC, -7.9, Country
Cedar Rapids	WMT, 26.5, MOR	KRNA-F, +7.7, Rock	KLWV, -4.0, Contemp
Charleston, SC	WXTC-F, 13.1, BTFL	WEZL-F, +4.5, Country	WKIM-F, -4.6, Rock
Charleston, WV	WVAF-F, 20.4, Rock	WKLC-F, +5.5, AOR	WTIO-F, -4.1, BTFL
Charlotte	WBT, 15.6, AC	WSOC, +2.6, News	WSOC-F, -3.5, Country
Chattanooga	WSKZ-F, 15.1, Rock	WDEF-F, +4.6, BTFL	WDEF, -4.1, MOR
Chicago	WGN, 10.9, MOR	WKQX-F, +1.8, AC	WLS, -1.5, Rock
Cincinnati	WLW, 14.5, AC	WEBN-F, +5.4, AOR	WCKY, -2.8, MOR
Cleveland	WQAL-F, 10.4, BTFL	WZZP-F, +3.7, AC	WJMO, -3.4, Black
Colo Springs	KSPZ-F, 11.1, Rock	KKCS-F, +4.7, Contemp	KIIQ-F+, -8.1, Rock
Columbia, SC	KRDO-F, 11.1, BTFL		
Columbus, GA	WNOK-F, 17.5, Rock	WNOK-F, +5.7, Rock	WXRY-F, -4.0, BTFL
	WCGQ-F, 21.3, Rock	WCGQ-F, +7.0, Rock	WDAK, -3.2, AC

<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINER</u>	<u>LARGEST SHARE LOSER</u>
Columbus, OH	WLWQ, 12.5, AOR	WLWQ-F, +4.7, AOR	WNCI-F, -2.3, Rock
Corpus Christi	KEYS, 16.8, Rock	KSIX, +3.5, AC	KIOU-F, -4.4, Country
Dallas-FW	KVIL-F, 9.8, AC	KMGC-F, +2.4, Soft	WBAP, -2.4, Country
Daven-RI-Moline	WHBF, 17.8, Country	WHBF-F, +2.8, Soft	KFJZ-F, -2.4, Rock
Dayton	WHIO-F, 17.0, BTFL	WVUD-F, +4.3, Rock	KTIK-F, -1.9, Rock
Daytona Beach	WWLV-F, 19.0, BTFL	WELE-F, +6.8, Country	WHIO, -3.4, MOR
Denver	KBPI-F, 9.0, Rock	WDOQ-F, +6.8, Rock	WSBB, -4.1, BTFL
Des Moines	WHO, 16.9, News	KBPI-F, +5.4, Rock	KTLK, -3.2, Disco (C)
Detroit	WJR, 11.8, MOR	KGGO-F, +4.8, AOR	KIOA, -5.2, Contemp
Duluth	KDAL, 18.5, MOR	WCXI, +3.5, Country	WNNW-F, -2.7, AOR
El Paso	KHEY, 10.4, Country	WZIO-F, +7.9, Rock	WAKX-F+, -3.8, Rock
Erie	WCKK-F, 23.3, Rock	KLOZ-F, +7.1, Country	KAMA, -7.2, Spanish
Eugene-Spr	KUGN, 14.6, MOR	WJET, +2.2, Rock	WLVU-F, -2.6, BTFL
Evansville	WKY-F, 26.3, MOR/BTFL	KUGN, +5.2, MOR	KATR, -6.8, MOR
Fargo	KFGO, 22.8, Country	WKY-F, +6.4, MOR/BTFL	WKDQ-F, -7.6, Rock
Fayetteville	WQSM-F, 23.2, Rock	KQWB-F, +5.1, Rock	WDAY -5.5, MOR
Flint	WDZZ-F, 11.5, Black	WRAL-F, +3.7, Rock	WQDR-F, -7.1, AOR
Ft. Lauderdale	WLYF-F, 10.1, BTFL	WDZZ-F, +11.5, Black	WAMM, -5.1, Black
Ft. Wayne	WOWO, 26.0, MOR	WKQS-F, +3.0, BTFL	WINZ, -4.2, News
Fresno	KKNU-F, 9.5, BTFL	WEZV-F, +16.5, BTFL	WQHK, -4.5, Country
Grand Rapids	WOOD-F, 15.1, BTFL	KYNO-F, +5.4, Rock	KFIG-F, -3.6, Contemp
Great Falls	KQDI, 26.1, Rock	WOOD, +2.0, MOR	WFUR-F, -2.7, BTFL
Green Bay	KMON, 26.1, Country	KNUW-F, +11.7, Rock	KOOZ-F, -9.2, BTFL
Greensboro-WS	WGEE, 22.7, AC	WIXX-F, +2.7, Rock	WDUZ-F, -4.4, BTFL
Greenville-NB	WTQR-F, 12.6, Country	WSEZ-F, +1.6, Rock	WEAL, -2.4, Black
Greenville,SC	WQDW-F, 13.8, Black	WAZZ-F, +5.8, Country	WKTC-F, -3.2, Country
Harrisburg	WESC-F, 11.9, Country	WANS-F, +7.4, Rock	WORD, -4.8, Rock
Hartford	WHP, 16.4, MOR	WHYL, +4.9, Country	WKBO, -4.9, Rock
Honolulu	WTIC, 24.2, MOR	WRCH-F, +3.3, BTFL	WTIC, -4.2, MOR
Houston	KSSK, 18.7, MOR	WRLY-F, +6.1, Disco	KPOI, -4.0, Oldies
Huntington	KRLY-F, 9.8, Disco	WKEE-F, +4.8, Rock	KMJQ-F, -6.7, Black
Huntsville	WKEE-F, 19.9, Rock	WAHR-F, +4.7, Rock	WGNT, -5.3, MOR
Indianapolis	WBHP, 14.5, Country	WIKS-F, +8.2, Rock	WFIX, -2.3, MOR
Jackson, MS	WIBC, 15.7, MOR	WJMI-F, +9.1, Black	WIRE, -3.1, Country
Jacksonville	WJMI-F, 20.2, Black	WFVH-F, +5.9, AOR	WJDX-F, -6.1, Contemp
John-King-Bris	WLVY-F, 12.2, Rock	WXBQ-F, +8.0, Country	WJAX-F, -5.5, AOR
Johnstown	WXBQ-F, 12.0, Country	WJAC, +5.5, Country	WJSO, -5.1, Contemp
Kalamazoo	WJAC, 14.8, Country	WKFR-F, +4.0, Rock	WCRO, -4.3, Rock
Kansas City	WKZO, 16.3, MOR	WHB, +3.8, Contemp	WQLR-F, -4.1, BTFL
Knoxville	WDAF, 12.0, Country	WIVK-F, +3.1, Country	KMBZ, -6.0, MOR
Lafayette, LA	WEZK-F, 19.9, BTFL	KVOL, +5.4, Rock	WNOX, -4.9, Rock
Lakeland	KVOL, 29.0, Rock	WYNF-F, +4.9, Rock	KTDY-F, -10.6, Rock
Lancaster	WVFM-F, 12.8, BTFL	WRKZ-F, +4.5, Rock	WRBQ-F, -5.6, Rock
Lansing	WNCE-F, 10.9, BTFL	WILS-F, +4.8, AOR	WIOV-F, -8.1, Country
Las Vegas	WILS-F, 14.4, AOR	KMJJ, +2.6, AC	WLAV-F, -1.7, AOR
Lexington	KORK-F, 10.5, BTFL	WLAP-F, +5.5, Rock	KENO-F, -5.1, Rock
Lincoln	WLK, 20.8, AC	KHAT-F, +4.2, Soft Rock	WNLV, -2.7, Country
Little Rock	KFOR, 14.9, MOR	KSSN-F, +6.1, Country	KFMQ-F, -8.4, Rock
Los Angeles	KSSN-F, 17.3, Country	KLAC, +1.4, Country	KLAZ-F, -3.4, Contemp
Louisville	KABC, 7.0, Talk	WVEZ-F, +4.5, BTFL	KABC, -1.9, Talk
	WVEZ-F, 10.7, BTFL		WLRS-F, -7.9, AOR

MARKET

12+ LEADER/FORMAT

LARGEST SHARE GAINER

LARGEST SHARE LOSER

Lubbock	KSEL-F, 15.4, Rock	KSEL-F, +5.4, Rock	KLLL, -5.2, Country
Lynchburg	WJJS-F, 22.2, Black	WXLK-F, +7.4, Rock	WGOL-F, -5.9, Rock
Macon	WMAZ-F, 20.1, Contemp	WDEN-F, +3.5, Country	WDDO, -9.8, Black
Madison	WTSO, 15.5, Country	WISM-F, +5.7, AC	WIBA-F, -3.9, AOR
Manchester	WFEA, 14.1, Contemp	WAAF-F, +3.9, AOR	WGIR, -6.2, MOR
McAllen-Browns	KGBT, 35.1, Spanish	KBFM-F, +4.8, Rock	KGBT, -3.6, Spanish
Medford	KTMF-F, 22.1, BTFL	KCMX, +2.4, Country	KAGI, -2.0, Contemp
Melb-Titus-Cocoa	WCKS-F, 20.1, Rock	WYRL-F, +3.8, Country	WCKS-F, -5.7, Rock
Memphis	WHRK-F, 12.6, Disco	WHRK-F, +5.4, Disco	WMC, -4.3, Country
Miami	WRHC, 9.5, Spanish	WRHC, +5.5, Spanish	WCMQ, -7.3, Spanish
Milwaukee	WTMJ, 15.0, MOR	WBCS-F, +2.6, Country	WZUU-F, -3.2, Rock
Minn-St. Paul	WCCO, 22.5, MOR	KSTP-F, +3.4, Contemp	WOKY, -3.2, Rock
Mobile	WKRQ-F, 17.2, Rock	WKSJ-F, +4.8, Country	WCCO, -7.9, MOR
Modesto	KBEE-F, 10.5, BTFL	KHOP-F, +4.8, Rock	WUNI, -7.4, Country
Montgomery	WHHY, 18.5, Rock	WLWI-F, +8.0, Country	KFTV, -4.9, Rock
Nashville	WVOL, 10.6, Black	WVOL, +6.0, Black	WHHY-F, -6.6, Rock
Nassau-Suffolk	WBLI-F, 4.5, Rock	WHLI, +2.1, Big Band	WMAK, -3.5, Disco
New Bedford	WBSM, 11.0, MOR	WMYS-F, +3.7, Rock	WLIR-F, -1.5, AOR
New Haven	WELI, 18.5, MOR	WKCI-F, +3.4, Rock	WPRO, -5.3, AC
New Orleans	WEZB-F, 10.3, Rock	WEZB-F, +7.3, Rock	WAVZ, -6.1, Big Band
New York	WBLS-F, 8.1, Black	WBLS-F, +1.7, Black	WNOE, -3.3, Rock
Norfolk	WFOG-F, 9.1, BTFL	WNIS, +2.0, News	WOR, -1.8, Talk
NE PA	WARM, 12.9, MOR	WQEQ-F, +2.9, Rock	WKEZ-F, -3.2, BTFL
Oklahoma City	KKNG-F, 13.6, BTFL	KKNG-F, +5.9, BTFL	WAZL-F, -2.6, MOR
Omaha	KFAB, 27.2, MOR	KEZO-F, +5.2, AOR	KATT-F, -3.6, AOR
Orlando	WDBO-F, 12.0, BTFL	WHLY-F, +4.2, AOR	KOLL, -3.0, Rock
Pensacola	WBOP, 15.2, Black	WTKX-F, +7.8, Rock	WJL, -2.2, Disco
Peoria	WKZW-F, 15.3, Rock	WXCL, +1.6, Country	WJLQ-F, -4.3, Rock
Philadelphia	KYW, 11.4, News	WSWT-F, +1.6, BTFL	WWCT-F, -2.8, AOR
Phoenix	KNIX-F+, 12.1, Country	WMGK-F, +2.8, AC	WDAS-F, -1.7, Black
		KNIX-F+, +5.6, Country	KXTC-F, -3.4, Disco
			KQYT-F, -3.4, BTFL
Pittsburgh	KDKA, 25.3, MOR	KDKA, +1.9, MOR	WDVE-F, -2.2, AOR
Portland, ME	WGAN-F, 13.4, BTFL	WBLM-F, +6.7, AOR	WGAN, -5.6, MOR
Portland, OR	KGW, 11.1, Contemp	KXL-F, +3.5, BTFL	KPAM-F, -5.0, Rock
Providence	WLKW-F, 10.8, BTFL	WPJB-F, +2.2, Rock	WPRO, -4.1, AC
Pueblo	KDZA, 15.7, Rock	KZLO-F, +4.7, AC	KAPI, -5.1, Spanish
Raleigh	WPTF, 14.6, MOR	WSRC, +5.2, Black	WDCG-F, -2.8, AOR
Reading	WEUU, 15.0, MOR	WRFY-F, +4.3, Cont	WHUM, -5.8, Country
Reno	KRNO-F, 14.5, Rock	KRNO-F, +8.2, Rock	KKBC-F, -4.7, Rock
Richland	KONA, 20.5, MOR	KZZK-F, +6.9, Rock	KXDD-F, -5.0, Rock
Richmond	WRVA, 20.2, MOR	WKIE, +4.7, Black	WRVQ-F, -5.1, Rock
River-SA-Ont	KFI, 9.4, Contemp	-----	-----
Roanoke	WSLC, 16.8, Country	WPVR-F, +4.5, BTFL	WROV, -8.4, Rock
Rochester	WHAM, 14.1, MOR	WCMF-F, +2.4, AOR	WEZO-F, -4.0, BTFL
Rockford	WROK, 17.6, Contemp	WMAQ, +3.3, Country	WROK, -6.7, Contemp
Sacramento	KZAP-F, 14.6, AOR	KZAP-F, +6.1, AOR	KROY-F, -2.6, Rock
Saginaw	WKCQ-F, 15.3, Country	WIOG-F, +10.6, Rock	WGER-F, -5.9, BTFL
St. Louis	KMOX, 21.6, News/Talk	WWWK-F, +3.5, Rock	KMOX, -4.9, News/Talk
Salins-Sea-Mont	KDON-F, 11.4, Rock	KIDD, +6.6, Rock	KTOM, -6.5, Country
Salt Lake City	KCPX-F, 8.5, Rock	KALL-F, +2.6, Contemp	KSFI-F, -2.8, BTFL
San Antonio	KTSA, 9.1, Rock	KEDA, +2.5, Spanish	KTFM-F, -2.1, Rock

<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINER</u>	<u>LARGEST SHARE LOSER</u>
San Diego	KJQY-F, 8.4, BTFL	KGB, +2.7, Rock	KMJC, -1.9, Rock
San Francisco	KGO, 9.0, News	KBLX-F, +1.2, Black	KNBR, -1.5, AC
San Jose	KLOK, 5.3, MOR	KEEN, +1.0, Country	KSJO-F, -1.9, AOR
Sarasota	WDUV-F, 13.9, BTFL	WWBA-F, +6.5, BTFL	WSRZ-F, -7.4, AOR
Savannah	WSOK, 11.9, Black	WCHY-F, +7.1, Country	WSGA, -5.2, Rock
	WEAS-F, 11.9, Black		
Seattle-Tacoma	KIRO, 8.9, News	KISW-F, +2.6, AOR	KIRO, -2.2, News
Shreveport	KWKH, 17.3, Country	KRMD-F, +6.9, Country	KRMD, -4.4, Country
Sioux Falls	KSOO, 17.2, MOR	KLYX-F, +4.1, AOR	KXRB, -7.8, Country
South Bend	WNDU-F, 17.8, Rock	WNDU-F, +9.8, Rock	WRBR-F, -11.3, Rock
Spokane	KJRB, 12.3, Rock	KEZE-F, +4.6, BTFL	KZUN-F, -4.8, ? ?
Springfield, MA	WHYN-F, 13.8, BTFL	WMAS-F, +4.9, Soft	WHYN-F, -2.7, BTFL
Springfield, MO	KWTO-F, 22.4, Rock	KRFG-F, +3.3, AOR	KTTS-F, -8.3, Country
Steubenville	WRKY-F, 13.0, Rock	WRKY-F, +4.1, Rock	WVVA, -4.2, Country
	WVVA, 13.0, Country		
Stockton	KRAK, 13.6, Country	KHOP-F, +3.7, Rock	KFRC, -4.3, Rock
Syracuse	WSYR, 15.5, MOR	WSYR-F, +4.7, AOR	WHEN, -3.5, AC
Tallahassee	WANM, 20.5, Black	WANM, +5.9, Black	WBGM-F, -7.6, Rock
Tampa-SP	WWBA-F, 10.8, BTFL	WOKF-F, +2.4, Disco	WQYK-F, -1.7, Country
Terre Haute	WTHI, 18.7, Country	WVTS, +3.4, Rock	WACF-F, -1.8, Country
Toledo	WIOT-F, 15.1, AOR	WMHE-F, +5.2, Rock	WLQR-F, -4.2, BTFL
Topeka	KTFK-F, 13.6, Country	KTOP, +6.2, Oldies	WIBW, -7.4, MOR
	KSWT-F, 13.6, BTFL		
Tucson	KCUB, 13.6, Country	KCUB, +6.4, Country	KIKT, -3.0, Rock
Tulsa	KVOO, 19.7, Country	KMOD-F, +7.4, AOR	KWEN-F, -3.4, Contemp
Utica	WIBQ-F, 12.7, BTFL	WSYR-F, +3.4, AOR	WIBX, -5.4, MOR
Waco	WACO, 19.1, Country	WACO, +9.8, Country	KHOO-F, -3.5, Rock
Washington	WMAL, 10.3, MOR	WRQX-F, +5.6, Rock	WPGC-F+, -2.6, Rock
Waterloo-CF	KWWL, 27.6, Contemp	KCNB, +3.4, Rock	KWWL, -5.7, Contemp
West Palm Beach	WEAT-F, 14.6, BTFL	WIRK-F, +2.4, Country	WEAT-F, -3.0, BTFL
Wheeling	WWVA, 27.1, Country	WKWK-F, +3.6, Rock	WTRF, -3.8, BTFL
Wichita	KFDI, 13.3, Country	KFDI-F, +3.8, Country	KLEO, -6.3, Rock
	KBRA-F, 13.3, BTFL		
Wichita Falls	KLUR-F, 32.1, Country	KLUR-F, +11.5, Country	WBAP, -4.3, Country
Wilmington, DE	WSTW-F, 11.4, Rock	WYSP-F, +2.2, AOR	WSTW-F, -2.5, Rock
Wilmington, NC	WHSI-F, 16.2, Rock	WMFD, +5.6, MOR	WVAV-F, -7.1, BTFL
Worcester	WTAG, 16.4, MOR	WROR-F, +4.3, Cont	WFTQ, -2.5, Cont
Yakima	KUTI, 19.5, Country	KIT, +3.3, MOR	KUEZ-F, -5.8, BTFL
York	WSBA, 12.6, MOR	WYCR-F, +4.3, Rock	WNOW, -6.7, Country
Youngstown	WKBN-F, 15.5, BTFL	WSRD-F, +2.4, AOR	WFAR-F, -1.4, Rock

Below is a breakout of how many stations in each format led the market in overall 12+ Share, share gains and share losses.

	<u>SHARE LEADERS</u>	<u>SHARE GAINERS</u>	<u>SHARE LOSERS</u>
ROCK/AOR/CONTEMP	46.5	90	40.5
MOR/AC	45	17	26
BTFL MUSIC	34.5	15.5	22.5
COUNTRY	29	31	23.5
BLACK/DISCO	12	13.5	9.5
NEWS/TALK	6	2	5
OTHERS	2	5	10

SECTION B

ARBITRON INDIVIDUAL MARKET REPORTS

NOTE: Following the "definitions" pages the regular Arbitron market reports can be found in alphabetical order. Following these reports are the Arbitron "Condensed Radio Market Reports".

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Please read these pages carefully. It will increase your understanding of the Individual Market Reports if you are familiar with the methodology used.

The best way to explain the Individual Market Reports is to take one market and go through the report step by step. We will use the New York report for Oct/Nov 79.

SRDS Market # 1; ADI # 1
FCC Revenue Rank # 1
FCC Income Rank # 2
APR 18.0
SMSA Pop: 9,275,000

New York is the largest market in the country. The SRDS rankings generally coincide with the government's Standard Metropolitan Statistical Area (SMSA). The SMSA population figures and SRDS ranking are based on January 1979 or 1980 estimates. In two cases (Seattle-Tacoma and Norfolk, etc) I had to combine the populations of two separate areas so that they were comparable to the Arbitron Metro. I then approximated the market ranking. These figures are all based on total population.

The FCC Revenue and Income rankings are based upon the the 1978 financial reports. The rankings are based on the income and revenue for all stations in each market. This is a change from previous years when rankings were based on AM stations and AM/FM combinations which reported financial data in combination.

The APR is the Average Person Rating. The APR indicates the percentage of the 12+ Metro population which is using radio from 6 AM-Midnight, Mon-Sun (the Broadcast Week). The APR is roughly comparable to television's Households Using Television (HUT) and Persons Viewing Television (PVT) figures. New York's 18.0 APR is very high; the mean APR for all rated markets is about 15.5

Revenue : \$112,815,750
Income : \$ 22,236,026
% Rev Change: 17.1%
Stations: 44/39

New York's total revenue during 1978 was about \$113,000,000. Total pre-tax income was about \$22,000,000. Revenue increased by 17.1% over 1977 figures.

There are 44 stations listed in the New York book. The next figure (39) is the number of stations which reported their revenue figures to the FCC. Rarely are these numbers the same because of outside stations whose audience in the market qualifies them for listing in the book.

National Revenue : \$36,635,312
Nat Rev per Cap: \$3.95
Tot Rev per Cap: \$12.16
Tot Inc per Cap: \$2.40
Profit Margin: 19.7%

New York stations received over \$36,000,000 in national and regional revenue during 1978. This worked out to \$3.95 per capita. Total income per capita and total revenue per capita were calculated by dividing the respective dollar figures by the metro population figures. The resulting figures allow us to compare the profitability of markets which differ greatly in size.

The profit margin is calculated by dividing the market's income by total revenue.

12+ METRO 1/4/SHARE	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME	RA T
1. WBLS-F 1750/7.1	6.4	3.1	1. WBLS-F 1775	1. WABC	31920/19.6

All of the figures in this section are based on the broadcast week (Mon-Sun, 6 AM-Midnight). WBLS-F has 175,000 listeners per average quarter hour. This represents a 7.1% share in Oct/Nov 79. The station had a 6.4% share in Apr/May 79 and a 3.1% share in Oct/Nov 78. WBLS-F also leads the New York TSA with an average of 177,5000 listeners per quarter hour. WABC leads the New York TSA in weekly cume audience with an estimated 3,192,000 listeners. 19.6% of the 12+ population of the New York metro are estimated to be listening to WABC for five minutes or more during the week.

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

12+ FM SHARE (METRO): 50.14% (11199 of 22335) (O/N 78: 49.48%)

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, 6 AM-Mid, quarter hour numbers of all listed stations and divided it into the total numbers for FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, this amount is usually relatively small and it should not significantly affect the percentages.

The six tables directly below the FM percentages show the leaders in Teens, 18-34, 18-49, 25-54, 35-64 and 12+ TSA morning drive. The rankings are based upon 1/4 HR AVG, Broadcast Week. All are Metro with the exception of AMD. The number of stations listed depends upon the size of the market. In some cases fewer stations were listed that there was room for. This was done where there was a huge difference between the listed stations and the next ranking stations. Arbitron will not allow me to publish the actual numbers.

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	1931 (2)	4321 (10)	6252 (12)	28.0

This table is based on Broadcast Week, 1/4 HR AVG, 12+ Metro. The table includes every format in the market and every station in the Metro. In New York 193,100 people are listening to the two AM stations programming the format. 28% of the radio listening is to stations programming various types of rock or contemporary formats.

NEW YORK ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>
1. WBLS-F	1. WABC	1. WBLS-F	WALK-F 97.5 (Patchoque) .7

For those markets with an ADI section the above tables are included. The ADI rankings are based on Mon-Sun, 6 AM-MID. The exclusive cume rankings show the stations which have the greatest number of 12+ listeners who listen only to that station during an entire week. This is based on the Metro Survey Area.

The "Other Rated Stations" column shows the frequency and metro share for all stations which are not listed in the 12+ Metro 1/4/SHARE table. This listing can also be found in the Individual Market Reports which do not have ADI sections.

WINS, 1010, 50 KW (DA-1), NEWS ABC-I, \$200.00 (RAR) Westinghouse

WINS has a frequency of 1010. The station has a fulltime power authorization of 50,000 watts. The directionality is listed as follows:

- DA - directional daytimer
- DA-N - directional at night
- DA-1 - directional day and night - 1 patten
- DA-2 - directional day and night - 2 patterns

WINS is an all-news station. It's network affiliation is ABC Information. The Network listing is based on the station's listing in SRDS. The station's average rate for a 60 second spot is \$200.00. The national representative is Radio Advertising Representatives (RA) WINS is owned by Westinghouse, a group owner.

The spot rate is based upon an 18 spot per week schedule with equal distribution in AM, PM, MID, EVE. TAP plans were used only if the spots could be equally distributed. In many cases the rate listed does not appear on the station's rate card. This is because I calculated an average rate for the four dayparts.

The FM description differs from AM in that the Height Above Average Terrain (HAAT) is listed. Syndicators and/or consultants are listed immediately following the format.

IMPORTANT NOTE: The examples on these three pages are from the Oct/Nov 79 Arbitron for New York. The following pages are, of course, from the April/May 80 survey.

Also, a new figure has been added to this edition of American Radio. It can be found near the the top of each market report. It is called "Metro Diaries". It shows the number of in-tab diaries for the market's Metro Survey Area.

Some markets could not be fit onto one page. The information for these markets can be found on continuation pages which follow the Youngstown market report.

AKRON

Market # 58
 FCC Revenue Rank # 67
 FCC Income Rank # 49
 APR 15.8
 SMSA Pop: 657,400

Revenue : \$6,727,643
 Income : \$1,076,898
 % Rev Change: 8.9%
 Stations: 23/6
 Diaries: 855

National Rev: \$1,776,808
 Nat Rev per Cap: \$2.70
 Tot Rev per Cap: \$10.23
 Tot Inc per Cap: \$1.64
 Profit Margin: 16.0%

		O/N	A/M	O/N	A/M							
12+	METRO 1/4/SHARE	79	79	78	78	12+	TSA 1/4	12+	TSA CUME/MSA	CUME	RAT	
1.	WAKR	128/14.9	14.5	14.3	16.1	13.9	1.	WMMS-F	191	1.	WAKR	2069/35.0
2.	WMMS-F	106/12.3	11.4	10.3	10.6	11.8	2.	WAKR	135	2.	WMMS-F	2024/21.5
3.	WAEZ-F	51/ 5.9	6.5	5.2	6.7	6.7	3.	WGCL-F	84	3.	WGAR	1642/15.9
4.	WGCL-F	49/ 5.7	5.2	2.9	2.1	1.9		WDBN-F	84	4.	WGCL-F	1382/14.5
5.	WSLR	48/ 5.6	6.5	8.7	6.1	7.2	5.	WGAR	81	5.	WWWE	1204/10.2
6.	WDBN-F	45/ 5.2	5.0	4.3	4.6	3.8	6.	WSLR	75	6.	WDBN-F	1080/10.2
7.	WGAR	41/ 4.8	5.5	7.5	9.4	6.5	7.	WAEZ-F	66	7.	WSLR	1044/13.6
8.	WZZP-F	40/ 4.6	5.3	4.7	5.3	4.7	8.	WZZP-F	57	8.	WZZP-F	964/12.5
9.	WDOK-F	31/ 3.6	2.6	1.3	1.6	1.8	9.	WWWE	56	9.	WAEZ-F	813/11.8
10.	WKDD-F	29/ 3.4	4.2	3.0	4.3	3.4	10.	WOOS-F	52	10.	WOOS-F	775/ 2.1

12+ FM SHARE (METRO) : 59.97% (463 of 772) (A/M 79: 52.54%)

12+ FM SHARE (TSA) : 62.48% (761 of 1218) (A/M 79: 56.06%)

TEENS		18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1.	WGCL-F	1. WMMS-F	1. WMMS-F	1. WAKR	1. WAKR	1. WAKR
2.	WMMS-F	2. WAKR	2. WAKR	2. WAEZ-F	2. WAEZ-F	2. WMMS-F
3.	WZZP-F	WKDD-F	3. WGAR	3. WSLR	3. WDBN-F	3. WGAR
		4. WGAR	4. WGCL-F	WGAR	4. WSLR	4. WSLR

OTHER RATED STATIONS/METRO SHARE

WCUE	1150		1.9	WOOS-F	106.9	Canton	.5
WHLO	640		2.2	WQAL-F	104.1	Cleveland	3.0
WKNT	1520	Kent	1.0	WQXX-F	105.1	Salem	.3
WKNT-F	100.1	Kent	2.4	WTOF-F	98.1	Canton	.9
WDMT-F	107.9	Cleveland	3.0	WWWE	1100	Cleveland	2.2
WHK	1420	Cleveland	2.0	WWW-M	105.7	Cleveland	2.8
WJW	850	Cleveland	1.4				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	16 (1)	252 (6)	268 (7)	34.7
MOR/AC	200 (4)		200 (4)	25.9
BTFL MUSIC		153 (4)	153 (4)	19.8
COUNTRY	65 (2)	3 (1)	68 (3)	8.8
UNKNOWN	9 (1)	21 (1)	30 (2)	3.9
BLACK/DISCO		26 (1)	26 (1)	3.4
NEWS/TALK	19 (1)		19 (1)	2.5
RELIGION		8 (1)	8 (1)	1.0
			772 (23)	

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N), MOR/AC		\$50.00 (Buckley)	Group One
WHLO, 640, 1 KW (DA-1), NEWS/TALK	CBS,MBS,	\$26.25 (Torbet)	Susquehanna
WSLR, 1350, 5 KW (DA-1), COUNTRY	ABC-E,	\$37.50 (Katz)	Welcome
WAEZ-F, 97.5, 50 KW @ 500, BTFL MUS		\$28.13 (Buckley)	Group One
WKDD-F, 96.5, 50 KW @ 450, SOFT ROCK		\$39.75 (HR/Stone)	

FOR OTHER STATIONS SEE CLEVELAND

WOOS-F See Canton

TV STATION

WAKR Akron 23 ABC, Group One

NEWSPAPER

Akron Beacon Journal E 162,075

ALBANY-SCHENECTADY-TROY

Market # 49; ADI # 48
 Revenue Rank # 55
 Income Rank # 87
 APR 16.7
 SMSA Pop: 792,900

Revenue : \$8,444,148
 Income : \$ 488,193
 % Rev Change: 9.6%
 Stations: 19/19
 Diaries: 944

National Rev: \$2,203,814
 Nat Rev per Cap: \$2.78
 Tot Rev per Cap: \$10.65
 Tot Inc per Cap: \$.62
 Profit Margin: 5.8%

12+ METRO	1/4/SHARE	O/N		A/M		O/N		A/M	
		79	79	78	78	78	78		
1. WGY	216/19.6	17.9	18.2	16.2	16.1				
2. WFLY-F	112/10.2	8.4	7.0	6.2	4.2				
3. WROW	107/ 9.7	11.1	12.8	13.1	12.5				
4. WROW-F	78/ 7.1	4.7	2.8	4.3	7.5				
5. WTRY	75/ 6.8	7.4	10.3	8.4	10.6				
6. WQBK	65/ 5.9	8.9	6.7	7.1	5.4				
7. WHSH-F	57/ 5.2	5.9	4.1	5.1	5.4				
8. WPTR	54/ 4.9	5.2	5.1	7.2	6.0				
9. WQBK-F	52/ 4.7	8.9	6.7	7.1	5.4				
WGNA-F	52/ 4.7	4.1	2.4	2.0	2.8				

12+ TSA	1/4
1. WGY	349
2. WFLY-F	167
3. WROW	129
4. WGNA-F	119
5. WROW-F	105
6. WTRY	91
7. WHSH-F	80
8. WGFM-F	74
WPTR	74
10. WQBK	69

12+ TSA	CUME/MSA	CUME	RAT
1. WGY	4414	40.8	
2. WFLY-F	2378	24.2	
3. WTRY	2119	26.7	
4. WROW	2058	25.0	
5. WPTR	1733	18.6	
6. WGFM-F	1670	18.5	
7. WROW-F	1385	15.3	
8. WHSH-F	1197	12.4	
9. WGNA-F	1192	8.9	
10. WQBK-F	833	10.5	

12+ FM SHARE (METRO): 44.13% (451 of 1022) (A/M 79: 33.60%)
 12+ FM SHARE (TSA) : 46.25% (659 of 1425) (A/M 79: 39.45%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFLY-F	1. WFLY-F	1. WGY	1. WGY	1. WGY	1. WGY
2. WTRY	2. WGY	2. WFLY-F	2. WROW	2. WROW	2. WROW
3. WGFM-F	3. WQBK-F	3. WTRY	3. WGNA-F	3. WROW-F	3. WFLY-F
	4. WTRY	4. WQBK-F	4. WROW-F	4. WQBK	4. WGNA-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	129 (2)	209 (3)	338 (5)	33.1
BTFL MUSIC	107 (1)	156 (3)	263 (4)	25.7
MOR/AC	249 (4)		249 (4)	24.4
NEWS/TALK	65 (1)		65 (1)	6.4
COUNTRY	8 (1)	52 (1)	60 (2)	5.9
BLACK/JAZZ	9 (1)	34 (1)	43 (2)	4.2
OTHER	4 (1)		4 (1)	0.4
			<u>1022 (19)</u>	

A-S-T ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WGY	1. WGY	1. WGY	WABY 1400	.7
2. WFLY-F	2. WFLY-F	2. WROW	WCSS 1490 Amsterdam	1.5
3. WROW	3. WTRY	3. WTRY	WGFM-F 99.5	4.1
4. WGNA-F	4. WROW	4. WFLY-F	WHRL-F 103.1	1.9
5. WROW-F	5. WPTR	5. WROW-F	WKAJ 900 Saratoga Spg	.9
6. WTRY	6. WGFM-F	6. WQBK-F	WKOL 1570 Amsterdam	.6
7. WHSH-F	7. WROW-F	7. WPTR	WOKO 1460	.8
8. WGFM-F	8. WHSH-F	8. WGFM-F	WWOM-F 100.9	3.1
9. WPTR	9. WGNA-F	9. WGNA-F	WWWD 1240	.4
10. WQBK	10. WQBK-F	10. WHSH-F		
11. WQBK-F	11. WQBK			
12. WWOM-F	12. WWOM-F			
13. WHRL-F	13. WOKO			
14. WMNB	14. WBEC			
15. WMNB-F	15. WMNB			

ADI FM SHARE: 45.70% (723 of 1582) (A/M 79: 35.49%)

AM STATIONS

WGY, 810, 50 KW	, MOR	NBC, \$88.75 (Christal)	GE
WOKO, 1460, 5 KW (DAYS)	, BLACK/DISCO (?)	ABC-I, \$25.00 (Torbet)	
WPTR, 1540, 50 KW (DA-1)	, CONTEMP	ABC-C, \$44.80 (Eastman)	Rust
WQBK, 1300, 5 KW (DAYS,DA)	, TALK	ABC-E, \$17.00 (Howard)	
WROW, 590, 5 KW/1 KW (DA-2)	, BTFL/MOR	CBS, \$65.00 (Blair)	Capital Citi
WTRY, 980, 5 KW (DA-N)	, ROCK	MBS, \$50.00 (Mc-Guild)	Great Scott
WBEC, 1420, 1 KW (DA-N)	, CONTEMP	ABC-C, \$12.80 (Ket-Carter)	(PITTSFIELD)
WMNB, 1230, 1 KW/250 W	, MOR	NBC, \$ 8.25 (Kirby)	(NORTH ADAMS,MA)

FM STATIONS

WFLY-F, 92.3, 13 KW @ 850, AOR/ROCK		, \$48.00 (Eastman)	Rust
WGFM-F, 99.5, 10 KW @ 930, ROCK (TM)		Source, \$33.75 (Christal)	GE
WGNA-F, 107.7, 9 KW @ 980, COUNTRY		, \$24.00 (Torbet)	
WHRL-F, 103.1, 1.5 KW @ 400, BTFL MUS		, \$20.00 (-----)	
WHSH-F, 106.5, 12 KW @ 910, BTFL MUS (KalaMusic)		MBS, \$50.00 (Mc-Guild)	Great Scott
WQBK-F, 103.9, 3 KW @ 300, AOR		ABC-F, \$17.00 (Howard)	
WROW-F, 95.5, 50 KW @ 910, BTFL MUS (Schulke)		, \$40.00 (Blair)	Capital Citi
WWOM-F, 100.9, 3 KW @ 360, SOFT/DISCO ? (Bonnie)		, \$12.00 (-----)	
WMNB-F, 100.1, 3 KW @ 480, BTFL MUS		, \$ 8.25 (Kirby)	(NORTH ADAMS,MA)

TV STATIONS

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

NEWSPAPERS

Schenectady Gazette	M	69,270
Troy Times Record	E	45,949, Harvitz
Albany Times-Union	M	82,435, Hearst
Albany Knickerbocker	E	52,303, Hearst

ALBUQUERQUE

Market # 94
 Revenue Rank # 75
 Income Rank # 357
 APR 16.3
 SMSA Pop: 415,700

Revenue : \$5,966,283
 Income : \$ -134,787
 % Rev Gain: 34.6%
 Stations: 18/14
 Diaries: 541

National Rev: \$1,417,903
 Nat Rev per Cap: \$3.41
 Tot Rev per Cap: \$14.35
 Tot Inc per Cap: \$-.32
 Profit Margin: NA

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KKJY-F	71/12.7	10.4	6.6	3.1	4.0	1. KOB	2022/28.9	
2. KOB	58/10.4	11.8	11.2	14.9	14.9	2. KFMG-F	1028/20.4	
3. KFMG-F	46/ 8.3	9.5	4.4	---	---	3. KRKE	970/13.9	
4. KRZY	44/ 7.9	7.3	8.1	6.1	9.6	4. KKJY-F	939/19.5	
5. KOB-F	33/ 5.9	6.2	4.6	8.1	9.0	5. KZZX-F	776/13.5	
6. KZZX-F	31/ 5.6	4.5	6.2	9.8	6.5	6. KOB-F	714/10.1	
7. KZIA	28/ 5.0	6.7	7.1	3.9	1.7	7. KRST-F	713/13.1	
8. KRKE-F	26/ 4.7	2.8	4.2	6.1	4.6	8. KRZY	660/17.0	
9. KRST-F	25/ 4.5	6.9	7.3	9.2	8.2	9. KRKE-F	646/11.1	
10. KAMX	24/ 4.3	3.0	4.8	3.1	4.8	10. KQEO	519/13.8	

12+ FM SHARE (METRO): 49.90% (248 of 497) (A/M 79: 39.78%)
 12+ FM SHARE (TSA) : 53.48% (377 of 705) (A/M 79: 41.78%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFMG-F	1. KFMG-F	1. KOB	1. KOB	1. KKJY-F	1. KOB
KAMX	2. KZZX-F	2. KFMG-F	KKJY-F	2. KRZY-F	2. KKJY-F
3. KRKE-F	3. KOB-F	3. KOB-F	3. KOB-F	3. KOB	3. KOB-F
4. KRST-F	4. KOB	4. KRZY-F	KRZY-F	4. KZIA	4. KFMG-F

OTHER RATED STATIONS/METRO SHARE

KABQ	1350	4.3	KDAZ	730	1.4	KDQQ	1150	2.3
KHEM-F	96.3	2.9	KKIM	1000	.9	KQEO	920	3.6
KRKE	610	3.4	KXKS	1190	1.1			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	63 (3)	128 (4)	191 (7)	38.4
MOR/AC	58 (1)	33 (1)	91 (2)	18.3
BTFM MUSIC		71 (1)	71 (1)	14.3
COUNTRY	57 (2)		57 (2)	11.5
NEWS/TALK	28 (1)		28 (1)	5.6
SPANISH	24 (1)		24 (1)	4.8
CLASSICAL		16 (1)	16 (1)	3.2
RELIGION	13 (2)		13 (2)	2.6
DISCO	6 (1)		6 (1)	1.2
			497 (18)	

RADIO STATIONS

KAMX, 1520, 1 KW (DAYS)	, ROCK	, \$17.00 (-----)
KOB, 770, 50 KW (DA-N)	, MOR	NBC, \$33.25 (Mc-Guild) Hubbard
KRKE, 610, 5 KW (DA-N)	, ROCK	, \$36.00 (Katz) Peoria Jrnl Star
KQEO, 920, 1 KW/500 W (DA-N)	, CONTEMP	ABC-C, \$22.50 (Selcom) Sunbelt
KRZY, 1450, 1 KW	, COUNTRY	CBS, \$35.00 (Torbet)
KZIA, 1580, 10 KW (DAYS)	, TALK/NEWS	ABC-I, \$24.25 (Masla)
KFMG-F, 107.9, 22 KW @ 4164	, ROCK	, \$22.00 (----)
KKJY-F, 100.3, 9 KW @ 4110	, BTFM MUS (Schulke)	, \$19.00 (Christal) Bdcst Assoc
KOB-F, 93.3, 22 KW @ 4150	, AC	MBS, \$19.00 (Mc-Guild) Hubbard
KRKE-F, 94.1, 23 KW @ 4130	, AOR (Burk-Abr)	Source, \$31.00 (Katz) Peoria Jrnl Star
KRST-F, 92.3, 22 KW @ 5000	, ROCK	, \$30.00 (Torbet)
KZZX-F, 99.5, 22 KW @ 4134	, ROCK	ABC-F, \$34.00 (Selcom) Sunbelt

*Station changed calls to KWXL-F

ALLENTOWN-BETH-EASTON

Market # 63
 Revenue Rank # 81
 Income Rank # 58
 APR 16.9
 SMSA Pop: 627,200

Revenue : \$5,424,823
 Income : \$ 899,717
 % Rev Change: 15.6%
 Stations: 23/15
 Diaries: 604

National Rev: \$509,990
 Nat Rev per Cap: \$.81
 Tot Rev per Cap: \$8.65
 Tot Inc per Cap: \$1.43
 Profit Margin: 16.6%

12+ METRO 1/4/SHARE	O/N 79	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WQQQ-F 112/12.5	12.1	8.1	8.2	1. WQQQ-F 127	1. WAEB 1525/27.6
2. WLEV-F 105/11.7	7.0	9.9	9.5	2. WXKW-F 119	2. WQQQ-F 1520/23.4
3. WAEB 88/ 9.8	8.2	8.2	12.6	3. WLEV-F 110	3. WLEV-F 1318/22.5
4. WKKW-F 82/ 9.1	10.8	9.0	12.9	4. WZZO-F 95	4. WZZO-F 1297/17.2
5. WZZO-F 73/ 8.1	12.4	8.5	2.1	5. WAEB 91	5. WXKW-F 1295/16.5
6. WFMZ-F 69/ 7.7	4.8	3.9	5.3	6. WFMZ-F 76	6. KYW 1223/17.9
7. KYW 41/ 4.6	3.4	3.3	3.9	7. KYW 53	7. WFMZ-F 880/14.5
WEST 41/ 4.6	4.5	8.4	4.6	8. WOR 41	8. WABC 635/ 5.1
9. WHOL 28/ 3.1	1.0	1.4	2.3	WEST 41	9. WKAP 578/10.8
WEEX 28/ 3.1	3.6	3.8	4.3	10. WEEX 30	10. WWSH-F 563/ 5.9

12+ FM SHARE (METRO): 59.75% (478 of 800) (A/M 79: 52.52%)

12+ FM SHARE (TSA): 61.10% (586 of 959) (A/M 79: 52.84%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZZO-F	1. WLEV-F	1. WLEV-F	1. WXKW-F	1. WQQQ-F	1. WQQQ-F
2. WLEV-F	2. WAEB	2. WAEB	2. WQQQ-F	2. WXKW-F	2. WXKW-F
3. WAEB	3. WZZO-F	3. WXKW-F	WLEV-F	3. WFMZ-F	3. WAEB
	4. WXKW-F	WZZO-F	4. WAEB	4. WLEV-F	4. WLEV-F

OTHER RATED STATIONS/METRO SHARE

WCRV 1580	Washington, NJ	.8	WGPA 1100	1.3
WLSH 1410	Lansford	1.1	WKAP 1320	3.0
WABC 770	New York	.7	WSAN 1470	.6
WBYO-F 107.5	Boyertown	.7	WYNS 1150	1.0
WFLN-F+ 95.7	Philadelphia	.3	WIFI-F 92.5	Philadelphia .7
WOR 7.0	New York	2.0	WWSH-F 106.1	Philadelphia 1.6
WYSP-F 94.1	Philadelphia	.9		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	121 (3)	192 (4)	313 (7)	39.1
BTFL MUSIC		195 (3)	195 (3)	24.4
COUNTRY	35 (2)	82 (1)	117 (3)	14.6
MOR/AC	64 (5)		64 (5)	8.0
NEWS/TALK	59 (2)		59 (2)	7.4
BIG BAND	41 (1)		41 (1)	5.1
RELIGION		6 (1)	6 (1)	0.8
CLASSICAL		3 (1)	3 (1)	0.4
			800 (23)	

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, ROCK	, \$34.78 (Eastman)	Rust
WEEX, 1230, 1 KW/250 W	, AC	ABC-C, \$18.40 (Torbet)	
WEST, 1400, 1 KW/250 W	, BIG BAND (Drake-Chen)	CBS, \$45.00 (Katz)	Sound Comm
WKAP, 1320, 5 KW/1 KW (DA-2)	, CONTEMP	, \$18.00 (Buckley)	Gulf/Rahal
WHOL, 1600, 500 W (DAYS,DA)	, COUNTRY	ABC-E, \$ 9.00 (-----)	
WFMZ-F, 100.7, 13 KW @ 870,	BTFL MUS (TM)	, \$16.00 (P/W)	
WLEV-F, 96.1, 50 KW @ 500,	CONTEMP	, \$45.00 (Katz)	Sound Comm
WQQQ-F, 99.9, 50 KW @ 456,	BTFL MUS (FM-100)	, \$20.70 (Torbet)	
WXKW-F, 104.1, 50 KW @ 500,	COUNTRY (Drake-Chen)	, \$34.78 (Eastman)	Rust
WZZO-F, 95.1, 12 KW @ 630,	AOR (Burk-Abr)	, \$26.50 (Christal)	Holt

ALTOONA

Market # 224
 Revenue Rank # 164
 Income Rank # 213
 APR 14.1
 SMSA Pop: 131,400

Revenue : \$2,424,236
 Income : \$ 103,822
 % Rev Gain: 16.8%
 Stations: 15/7
 Diaries: 507

National Rev: \$355,773
 Nat Rev per Cap: \$2.71
 Tot Rev per Cap: \$18.44
 Tot Inc per Cap: \$.79
 Profit Margin: 4.3%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WFBG 43/27.0	22.2	18.7	1. WFBG 64	1. WFBG 922/50.3
2. WVAM 27/17.0	20.4	12.0	2. WFBG-F 35	2. WFBG-F 678/23.9
3. WRTA 23/14.5	10.8	18.1	3. WGMR-F 35	3. WJAC-F 592/ 4.6
4. WVAM-F 14/ 8.8	9.6	14.5	4. WJAC-F 33	4. WGMR-F 485/ 7.4
WFBG-F 14/ 8.8	18.6	15.1	5. WVAM 29	5. WVAM 448/29.6
6. WKMC 12/ 7.5	6.0	8.4	WIIQ-F 29	6. WRTA 427/35.6
7. WHPA-F 8/ 5.0	2.4	---	7. WRTA 24	7. WIIQ-F 390/ 3.7
8. WIIQ-F 3/ 1.9	---	1.8	WDVE-F 24	8. WDVE-F 295/ 4.0
9. WJOI-F 2/ 1.3	1.2	---	9. WKMC 16	9. WVAM-F 285/20.3
WDVE-F 2/ 1.3	.6	---	10. WVAM-F 15	10. WKMC 210/11.2

12+ FM SHARE (METRO): 30.73% (47 of 153) (A/M 79: 36.81%)

12+ FM SHARE (TSA) : 57.94% (186 of 321) (A/M 79: 41.90%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFBG	1. WFBG	1. WFBG	1. WVAM	1. WVAM	1. WFBG
2. WVAM-F	2. WVAM-F	2. WVAM	2. WFBG	2. WRTA	2. WVAM
	3. WVAM	3. WVAM-F	3. WRTA	3. WFBG	3. WGMR-F

OTHER RATED STATIONS/METRO SHARE

WJSM-F 92.7	Martinsburg	.6	WJAC-F 95.5	Johnstown	.6
WTRN 1340	Tyrone	.6	WXKX-F 96.1	Pittsburgh	.6
WGMR-F 101.1	Tyrone	.6			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	43 (1)	17 (3)	60 (4)	39.2
COUNTRY	39 (2)	4 (2)	43 (4)	28.1
BTFL MUSIC		25 (4)	25 (4)	16.3
MOR/AC	24 (2)		24 (2)	15.7
RELIGION		1 (1)	1 (1)	0.7
			153 (15)	

RADIO STATIONS

WFBG, 1290, 5 KW/1 KW (DA-N), ROCK	ABC-C, \$17.00 (Blair)	Gilcom
WKMC, 1370, 5 KW (DAYS,DA), COUNTRY	NBC, \$ 8.50 (Walton)	
WRTA, 1240, 1 KW/250 W, MOR	ABC-I, \$11.75 (PRO)	
WVAM, 1430, 5 KW/1 KW, COUNTRY	, \$12.15 (Torbet)	
WFBG-F, 98.1, 30 KW @ 1021, BTFL MUS	CBS, \$12.75 (Blair)	Gilcom
WHPA-F, 104.9, 135 W @ 1300, BTFL (?)	NBC, \$ 8.00 (Walton)	(HOLLIDAYSBURG)
WGMR-F, 101.1, 7.6 KW @ 1062, COUNTRY	, \$ 4.29 (Dome)	(TYRONE)
WVAM-F, 100.1, 3 KW @ 16, ROCK (Drake-Chen)	Source, \$14.18 (Torbet)	

FOR OTHER STATIONS SEE JOHNSTOWN & PITTSBURGH

TV STATIONS

WOPC Altoona	38	ABC
WTAJ Altoona	10	CBS, Gateway

NEWSPAPER

Altoona Mirror	E	35,024
----------------	---	--------

AMARILLO

Market # 193
 Revenue Rank # 118
 Income Rank # 140
 APR 14.9
 SMSA Pop: 163,600

Revenue : \$3,676,480
 Income : \$ 229,840
 % Rev Gain: 18.4%
 Stations: 12/10
 Diaries: 541

National Rev: \$630,060
 Nat Rev per Cap: \$3.85
 Tot Rev per Cap: \$22.47
 Tot Inc per Cap: \$1.40
 Profit Margin: 6.3%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KIXZ 40/19.8	15.2	5.6	1. KIXZ 78	1. KIXZ	866/31.1
2. KGNC-F 26/12.9	13.6	16.7	2. KGNC 53	2. KGNC	753/21.7
3. KGNC 23/11.4	10.5	12.2	3. KGNC-F 42	3. KPUR	577/26.3
4. KD JW 22/10.9	8.4	13.3	4. KD JW 37	4. KD JW	549/23.4
5. KQIZ-F 21/10.4	10.5	18.3	5. KPUR 32	KGNC-F	549/23.6
6. KPUR 20/ 9.9	18.8	12.2	6. KYTX-F 29	6. KQIZ-F	402/22.8
7. KYTX-F 19/ 9.4	5.8	---	7. KQIZ-F 26	7. KYTX-F	283/13.5
8. KBUY-F 14/ 6.9	3.7	3.3	8. KBUY-F 22	8. KBUY-F	264/15.0
9. KQIZ 3/ 1.5	2.6	2.8	9. KZIP 5	9. KHB J	113/ 6.2
10. KZIP 2/ 1.0	1.0	6.7	10. KHB J 4	10. KQIZ	99/ 5.6

12+ FM SHARE (METRO): 42.27% (82 of 194) (A/M 79: 38.55%)
 12+ FM SHARE (TSA) : 36.53% (122 of 334) (A/M 79: 32.29%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KQIZ-F	1. KYTX-F	1. KIXZ	1. KIXZ	1. KGNC-F	1. KGNC
2. KPUR	2. KIXZ	2. KD JW	2. KD JW	2. KIXZ	2. KIXZ
3. KYTX-F	3. KQIZ-F	3. KYTX-F	3. KGNC-F	3. KD JW	3. KD JW

OTHER RATED STATIONS/METRO SHARE

KHB J 1550 Canyon 1.0 KWAS-F 101.9 1.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	22 (2)	54 (3)	76 (5)	39.2
COUNTRY	64 (3)		64 (3)	33.0
MOR/AC	26 (2)		26 (2)	13.4
BTFL MUSIC		26 (1)	26 (1)	13.4
RELIGION		2 (1)	2 (1)	1.0
			194 (12)	

RADIO STATIONS

KD JW, 1010, 5 KW/500 W (DA-2), COUNTRY	ABC-I, \$14.25 (HR/Stone)	Walton
KGNC, 710, 10 KW (DA-2), MOR/FARM	CBS, \$16.50 (Katz)	Stauffer
KHB J, 1550, 1 KW (DAYS), CONTEMP	, \$ 5.70 (Riley)	(CANYON)
KIXZ, 940, 5 KW/1 KW (DA-2), COUNTRY	, \$12.50 (Buckley)	Mel Tillis
KPUR, 1440, 5 KW/1 KW (DA-N), ROCK (Burk-Abr)	, \$13.00 (Mc-Guild)	
KQIZ, 1360, 500 W (DAYS), MOR	, \$15.12 (Selcom)	Wiskes/Abaris
KZIP, 1310, 1 KW (DAYS), COUNTRY	, \$ 8.00 (Masla)	
KBUY-F, 94.1, 54 KW @ 700, CONTEMP	, \$ 7.00 (HR/Stone)	Walton
KGNC-F, 97.9, 45 KW @ 1285, BTFL MUS (TM)	NBC, \$11.00 (Katz)	Stauffer
KQIZ-F, 93.1, 71 KW @ 160, ROCK	, \$15.12 (Selcom)	Wiskes/Abaris
KYTX-F, 98.7, 100 KW @ 470, AOR	, \$ 8.00 (Masla)	

TV STATIONS

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

NEWSPAPERS

Amarillo Golbe-Times	E	30,947
Amarillo News	M	42,996

ANAHEIM (ORANGE COUNTY)

SMSA Pop: 1,824,600
 APR 16.4
 FCC Revenue Rank # 77
 FCC Income Rank # 64

Revenue : \$5,675,678
 Income : \$ 836,670
 % Rev Change: 13.6%
 Stations: 36/6
 Diaries: 1774

National Rev: \$1,038,968
 Nat Rev per Cap: \$.56
 Tot Rev per Cap: \$3.03
 Tot Inc per Cap: \$.45
 Profit Margin: 14.8%

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

12+ METRO	1/4/SHARE	O/N	A/M	O/N	A/M
		79	79	78	78
1. KEZY	59/2.3	2.0	1.7	3.0	2.9
2. KWIZ	52/2.0	2.6	1.9	1.3	1.6
3. KEZY-F	40/1.6	1.5	1.1	1.1	1.1
4. KYMS-F	23/ .9	.5	.9	.9	1.1
5. KWIZ-F	22/ .9	1.4	1.4	2.0	.6
6. KOCM-F	21/ .8	1.0	.8	.8	.9
7. KORJ-F	13/ .5	.4	.8	.5	.6

12+ METRO	CUME/CUME	RATING
1. KEZY	1316/8.4	
2. KEZY-F	1203/7.7	
3. KWIZ	891/5.7	
4. KWIZ-F	517/3.3	
5. KYMS-F	474/3.0	
6. KORJ-F	358/2.3	
7. KOCM-F	295/1.9	

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KEZY	1. KEZY	1. KWIZ	1. KWIZ	1. KWIZ	1. KWIZ
2. KEZY-F	2. KWIZ	2. KEZY	2. KEZY	2. KWIZ-F	2. KEZY

RADIO STATIONS

KEZY, 1190,	5 KW/1 KW (DA-N), AOR	, \$44.75	(-----)	
KWIZ, 1480,	5 KW/1 KW (DA-2), MOR	, \$44.25	(HR/Stone)	Davis & Weaver
KWZY-F, 95.9,	2.5 KW @ 330, SOFT AOR	, \$44.75	(----)	
KOCM-F, 103.1,	2 KW @ 300, BTFL MUS	, \$21.00	(----)	
KORJ-F, 94.3,	3 KW @ 245, CONTEMP	, \$22.00	(Walton)	
KWIZ-F, 96.7,	3 KW @ 175, BTFL MUS	, \$35.00	(HR/Stone)	Davis & Weaver
KYMS-F, 106.3,	3 KW @ 130, RELIGION	, \$10.00	(----)	Southwestern

LOS ANGELES (Continued)

TV STATIONS

KABC	LA	7	ABC, ABC	KNBC	LA	4	NBC, NBC
KBSC	Corona	52	IND	KNXT	LA	2	CBS, CBS
KCOP	LA	13	IND, Chris Craft	KSCI	San Bern.	18	IND
KHJ	LA	9	IND, RKO	KTLA	LA	5	IND, Golden West
KMEX	LA	34	IND, SIN	KTTV	LA	11	IND, Metromedia
KWHY	LA	22	IND				

NEWSPAPERS

Los Angeles Times	M	1,813,565
LA Herald-Exam	E	300,595, Hearst
Santa Ana Register	ME	219,720, Freedom

ANCHORAGE

Market # 176
 Revenue Rank # 95
 Income Rank # 378
 APR 15.9
 SMSA Pop: 183,500

Revenue : \$4,763,038
 Income : \$ -317,646
 % Rev Gain: 3.3%
 Stations: 11/11
 Diaries: 706

National Rev: \$762,272
 Nat Rev per Cap: \$4.15
 Tot Rev per Cap: \$25.96
 Tot Inc per Cap: \$-1.73
 Profit Margin: ---

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KFQD	45/19.4	18.6	15.1	17.0	19.1	1. KFQD	59	1. KFQD	729/39.5
2. KENI	33/14.2	14.8	18.4	22.6	17.8	2. KENI	40	2. KENI	634/36.2
3. KHAR	32/13.8	14.4	13.2	10.4	15.7	3. KHAR	33	3. KKLV-F	411/27.4
4. KKLV-F	29/12.5	5.9	9.4	9.6	8.7	4. KKLV-F	31	4. KHAR	373/23.4
5. KYAK	15/ 6.5	6.8	6.6	7.8	9.6	5. KYAK	19	5. KBYR	285/18.4
6. KNIK-F	13/ 5.6	5.1	3.3	5.7	3.9	6. KHVN-F	14	6. KYAK	244/13.0
7. KANC	12/ 5.2	5.1	5.2	6.5	10.0	7. KNIK-F	13	7. KGOT-F	168/10.6
8. KBYR	10/ 4.3	5.5	4.2	3.5	6.1	8. KANC	12	8. KNIK-F	165/10.2
9. KGOT-F	9/ 3.9	14.0	10.4	12.2	6.5	KBYR	12	9. KANC	160/10.5
KHVN-F	9/ 3.9	5.1	2.4	.4	---	10. KGOT-F	9	10. KHVN-F	157/ 8.0

12+ FM SHARE (METRO): 31.31% (67 of 214) (A/M 79: 31.79%)

12+ FM SHARE (TSA) : 29.72% (74 of 249) (A/M 79: 29.49%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KENI	1. KFQD	1. KFQD	1. KFQD	1. KHAR	1. KFQD
2. KFQD	2. KKLV-F	2. KKLV-F	2. KHAR	2. KYAK	2. KHAR
3. KKLV-F	3. KENI	3. KENI	3. KENI	3. KFQD	3. KENI

OTHER RATED STATIONS/METRO SHARE

KRKN-F 102.1 3.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	90 (3)	38 (2)	128 (5)	59.8
BTFL MUSIC	32 (1)	13 (1)	45 (2)	21.0
COUNTRY	15 (1)		15 (1)	7.0
MOR/AC	10 (1)		10 (1)	4.7
RELIGION		9 (1)	9 (1)	4.2
UNKNOWN		7 (1)	7 (1)	3.3
			214 (11)	

RADIO STATIONS

KANC, 1080, .10 KW	, ROCK	, \$15.00	(Radio Time Sales)
KBYR, 700, 1 KW/500 W	, MOR	CBS, \$12.00	(Roslin) Northern TV
KENI, 550, 5 KW	, ROCK	ABC-C,ABC-I, \$20.50	(Howard) Midnight Sun
KFQD, 750, 50 KW/10 KW	, CONTEMP/AC	, \$27.50	(Mc-Guild)
KHAR, 590, 5 KW	, BTFL MUS (TM)	, \$21.75	(Sav-Gates)
KYAK, 650, 50 KW/25 KW (DA-2), COUNTRY		MBS, \$23.50	(HR/Stone)
KGOT-F, 101.3, 26 KW @ -66, ROCK		MBS, \$12.00	(HR/Stone)
KHVN-F, 100.5, 25 KW @ 135, RELIGION		, \$ 8.00	(-----)
KKLV-F, 103.9, 2.8 KW @ 54, ROCK (TM)		, \$12.63	(Sav-Gates)
KNIK-F, 105.5, 3 KW @ 265, BTFL MUS (Bonne)		, \$ 8.00	(Roslin) Northern TV

TV STATIONS

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

NEWSPAPERS

Anchorage News	M	29,226	McClatchy
Anchorage Times	E	43,212	

APPLETON-OSHKOSH

Market # 128
 Revenue Rank # 126
 Income Rank # 178
 APR 15.3
 SMSA Pop: 295,800

Revenue : \$3,397,724
 Income : \$ 144,701
 % Rev Gain: 12.1%
 Stations: 23/10
 Diaries: 519

National Rev: \$331,777
 Nat Rev per Cap: \$1.12
 Tot Rev per Cap: \$11.49
 Tot Inc per Cap: \$.49
 Profit Margin: 4.3%

12+ METRO 1/4/SHARE				A/M 79		A/M 78		12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WNAM	46/12.3	12.8	13.6	1. WIXX-F	99	1. WIXX-F	1597/26.5				
2. WROE-F	38/10.2	8.9	11.9	2. WGEE	80	2. WNAM	1119/36.1				
	WHBY	38/10.2	11.9	10.6	3. WDUZ-F	57	3. WGEE	948/10.3			
4. WYTL	36/ 9.6	7.8	8.4	4. WNAM	55	4. WKAU-F+	737/22.4				
5. WIXX-F	32/ 8.6	8.1	9.5	5. WAPL-F	45	5. WAPL	695/13.6				
6. WKAU-F+	26/ 7.0	8.8	10.6	6. WYTL	43	6. WDUZ	646/ 2.4				
7. WAPL-F	22/ 5.9	6.7	1.4	7. WROE-F	41	7. WDUZ-F	641/ 5.6				
8. WYNE	19/ 5.1	2.5	4.9	8. WHBY	39	8. WROE	607/21.7				
9. WDUZ-F	15/ 4.0	2.5	.8	9. WKAU-F+	36	9. WHBY	605/23.5				
	WOSH-F	15/ 4.0	7.2	6.5	10. WDUZ	35	10. WYTL	496/16.2			

12+ FM SHARE (METRO): 45.35% (156 of 344) (A/M 79: 46.55%)

12+ FM SHARE (TSA) : 49.61% (322 of 649) (A/M 79: 52.40%)

TEENS		18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNAM	1. WIXX-F	1. WHBY	1. WHBY	1. WHBY	1. WHBY	1. WGEE
2. WIXX-F	2. WNAM	WNAM	2. WYTL	2. WROE	2. WROE	2. WIXX-F
3. WKAU-F+	3. WAPL-F	3. WIXX-F	3. WNAM	3. WYTL	3. WYTL	3. WYTL

OTHER RATED STATIONS/METRO SHARE

WEMI-F	100.1	Neenah	.8	WGN	720	Chicago	.8
WMKC-F	96.7	Oshkosh	1.3	WISS+	1090	Berlin	.8
WVMS	1570	Appleton	3.7	WLIH-F	93.5	New London	1.1
WBKV-F	92.5	West Bend	1.3	WMAQ	670	Chicago	.5
WDUZ	1400	Green Bay	.5	WTMJ	620	Milwaukee	1.3
WGEE	1360	Green Bay	2.9				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	56 (2)	94 (6)	150 (8)	43.6
BTLF MUSIC		58 (3)	58 (3)	16.9
COUNTRY	51 (4)	1 (1)	52 (5)	15.1
MOR/AC	48 (4)		48 (4)	14.0
UNKNOWN	19 (1)		19 (1)	5.5
BIG BAND	14 (1)		14 (1)	4.1
RELIGION		3 (1)	3 (1)	0.9
			344 (23)	

RADIO STATIONS

WHBY, 1230, 1 KW	, MOR	CBS, \$13.19	(Buckley)	Dubuque Tele-Heral
WNAM, 1280, 5 KW/1 KW (DA-1),	ROCK	ABC-I, \$17.00	(Masla)	
WYNE, 1150, 1 KW (DAYS)	, CONTEMP (?)	, \$ 9.00	(Market 4)	
WYTL, 1490, 1 KW/250 W	, COUNTRY	NBC, \$11.50	(HR/Stone)	Midwest Family
WAPL-F, 105.7, 100 KW @ 500,	AOR	, \$18.25	(Buckley)	Dubuque Tele-Heral
WKAU-F+, 104.9, 3 KW @ 750,	ROCK	, \$15.00	(Selcom)	Forward
WOSH-F, 103.9, 2.5 KW @ 330,	ROCK	Source, \$ 7.75	(HR/Stone)	Midwest Family
WROE-F, 94.3, 3 KW @ 320,	BTLF MUS (Schulke)	, \$10.25	(-----)	

ALL OTHER STATIONS SEE GREEN BAY

FOR TV AND NEWSPAPER INFO SEE GREEN BAY

ASHEVILLE

Market # 187
 Revenue Rank # 170
 Income Rank # 127
 APR 14.1
 SMSA Pop: 174,800

Revenue : \$2,364,104
 Income : \$ 264,078
 % Rev Gain: 12.9%
 Stations: 11/8
 Diaries: 541

National Rev: \$217,731
 Nat Rev per Cap: \$1.25
 Tot Rev per Cap: \$13.52
 Tot Inc per Cap: \$1.51
 Profit Margin: 11.2%

12+ METRO 1/4/SHARE		A/M 79	A/M 78	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WWNC	80/39.2	44.0	38.4	1. WWNC	102	1. WWNC	1210/57.5
2. WISE	38/18.6	14.0	15.2	2. WLOS-F	57	2. WLOS-F	649/23.2
3. WLOS-F	30/14.7	12.5	14.6	3. WISE	39	3. WISE	573/35.6
4. WSKY	8/ 3.9	1.0	3.0	4. WFBC-F	28	4. WFBC-F	418/10.9
5. WFBC-F	7/ 3.4	4.0	7.1	5. WKIT-F	17	5. WKIT-F	305/ 7.3
6. WFGW	6/ 2.9	2.0	1.5	6. WSKY	8	6. WSKY	224/15.5
7. WRAQ	5/ 2.5	6.5	5.1	7. WFGW	6	7. WRAQ	183/11.2
8. WKIT-F	3/ 1.5	4.0	2.5	8. WMIT-F	6	8. WMIT-F	131/ 4.4
WMMH	3/ 1.5	1.0	1.0	9. WRAQ	5	9. WFGW	79/ 4.7
WMIT-F	3/ 1.5	1.0	---	10. WMMH	3	10. WMMH	60/ 4.1

12+ FM SHARE (METRO): 23.37% (43 of 184) (A/M 79: 24.30%)
 12+ FM SHARE (TSA) : 39.71% (108 of 272) (A/M 79: 47.35%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WISE	1. WISE	1. WWNC	1. WWNC	1. WWNC	1. WWNC
	2. WWNC	2. WISE	2. WLOS-F	2. WLOS-F	2. WLOS-F
		3. WLOS-F			3. WISE

OTHER RATED STATION/METRO SHARE

WBMS 1350 Black Mountain .5

FORMATS

	AM	FM	TOTAL	%
COUNTRY	84 (3)	3 (1)	87 (4)	47.3
ROCK/AOR/CONTEMP	38 (1)	7 (1)	45 (2)	24.5
BTFL MUSIC		30 (1)	30 (1)	16.3
MOR/AC	13 (2)		13 (2)	7.1
RELIGION	6 (1)	3 (1)	9 (2)	4.9
			184 (11)	

RADIO STATIONS

WFGW, 1010, 50 KW (DAYS,DA) , RELIGION ABC-I, \$? ? (----) (BLACK MNT.)
 WISE, 1310, 5 KW/1 KW (DA-N), ROCK ABC-C, \$14.50 (Mc-Guild) Basic Media
 WMMH, 1460, 500 W (DAYS) , COUNTRY , \$ 2.00 (---) (MARSHALL)
 WRAQ, 1380, 5 KW/1 KW (DA-N), MOR Source, \$ 7.00 (Carolina)
 WSKY, 1230, 1 KW/250 W , AC , \$ 8.00 (----)
 WWNC, 570, 5 KW (DA-N) , COUNTRY NBC, \$31.75 (Katz) Multimedia
 WMIT-F, 106.9, 36 KW @ 3050, RELIGION , \$? ? (----) (BLACK MOUNTAIN)
 WLOS-F, 99.9, 53 KW @ 2624, BTFL MUS (Bonne) ABC-E, \$16.75 (Torbet) Wometco
 WKIT-F, 102.5, 100 KW @ 332, COUNTRY ABC-F, \$ 7.25 (Southern) (HENDERSONVI)

WFBC-F - See Greenville

ADI, TV and NEWSPAPER INFO - See Greenville

ATLANTA

Market # 18; ADI # 16
 Revenue Rank # 12
 Income Rank # 7
 APR 15.0
 SMSA Pop: 1,885,400

Revenue : \$28,030,279
 Income : \$ 7,265,786
 % Rev Change: 14.9%
 Stations: 23/28
 Diaries: 1572

National Rev: \$5,734,555
 Nat Rev per Cap: \$3.04
 Tot Rev per Cap: \$14.87
 Tot Inc per Cap: \$3.85
 Profit Margin: 25.9%

12+ METRO	1/4/SHARE	O/N	A/M	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT	
		79	79	78	78			
1. WSB	277/12.1	11.7	15.3	13.6	16.3	1. WZGC-F 337	1. WSB	5067/27.5
2. WVEE-F	273/11.9	7.6	6.0	7.0	4.6	2. WSB 332	2. WZGC-F	4750/23.5
3. WZGC-F	242/10.5	11.1	11.2	12.0	12.3	3. WVEE-F 314	3. WQXI-F	3275/17.9
4. WKLS-F	201/ 8.8	8.2	7.7	6.9	6.7	4. WKLS-F 282	4. WPCF-F	3039/15.9
5. WQXI-F	188/ 8.2	10.5	8.2	6.9	7.0	5. WQXI-F 224	5. WVEE-F	2926/16.6
6. WPCF-F	162/ 7.1	7.3	4.9	7.2	6.3	6. WPCF-F 195	6. WKLS-F	2890/13.7
7. WPLO	103/ 4.5	5.1	5.0	4.5	5.4	7. WLTA-F 129	7. WPLO	2282/13.5
8. WLTA-F	97/ 4.2	5.0	3.2	4.2	2.3	8. WSB-F 126	8. WSB-F	2098/10.8
9. WSB-F	94/ 4.1	5.7	6.4	6.7	6.2	9. WBIE-F 115	9. WBIE-F	1927/ 8.3
10. WGST	88/ 3.8	5.3	3.9	4.0	2.5	10. WPLO 114	10. WLTA-F	1917/10.1
11. WAOK	83/ 3.6	3.4	3.5	3.8	3.7	11. WGST 89	11. WQXI	1742/10.9
12. WRNG	82/ 3.6	2.5	3.6	4.2	4.4	12. WRNG 85	12. WGST	1545/ 9.6

12+ FM SHARE (METRO): 63.00% (1345 of 2135) (A/M 79: 56.09%)
 12+ FM SHARE (TSA) : 67.46% (1791 of 2655) (A/M 79: 59.91%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZGC-F	1. WVEE-F	1. WVEE-F	1. WSB	1. WSB	1. WSB
2. WVEE-F	2. WZGC-F	2. WZGC-F	2. WVEE-F	2. WPCF-F	2. WQXI-F+
WKLS-F	3. WQXI-F	3. WQXI-F	3. WPCF-F	3. WSB-F	3. WZGC-F
	4. WKLS-F	4. WKLS-F	4. WQXI-F	4. WGST	4. WVEE-F
		5. WSB	5. WZGC-F	5. WPLO	5. WKLS-F+

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	59 (2)	639 (4)	698 (6)	32.3
BLACK/DISCO	108 (3)	273 (1)	381 (4)	17.9
MOR/AC	277 (1)	97 (1)	374 (2)	17.5
BTFM MUSIC		256 (2)	256 (2)	12.0
COUNTRY	183 (3)	11 (1)	194 (4)	9.1
NEWS/TALK	170 (2)		170 (2)	7.8
CLASSICAL	33 (1)		33 (1)	1.5
OTHER	18 (1)		18 (1)	0.8
RELIGION	8 (1)		8 (1)	0.4
			2132 (23)	

ATLANTA ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WZGC-F	1. WSB	1. WVEE-F	WAEC	860	.3
2. WSB	2. WZGC-F	2. WSB	WBIE-F	101.5	Marietta 3.0
3. WVEE-F	3. WQXI-F	3. WZGC-F	WCHK+	1290	Canton 1.1
4. WKLS-F	4. WPCH-F	4. WKLS-F	WCOB	1080	Marietta .8
5. WQXI-F	5. WVEE-F	5. WPLO	WGKA	1190	1.4
6. WPCH-F	WKLS-F	6. WPCH-F	WIGO	1340	.5
7. WSB-F	7. WPLO	7. WQXI-F	WKLS	970	.3
8. WLTA-F	8. WSB-F	8. WQXI	WQXI	790	2.2
9. WPLO	9. WBIE-F	9. WRNG	WYZE	1480	.6
10. WBIE-F	10. WLTA-F	WAOK	WFOX-F	97.1	Gainesville .3
11. WGST	11. WQXI				
12. WRNG	12. WGST				
13. WAOK	13. WAOK				
14. WNGC-F	14. WRNG				
15. WQXI	15. WFOX-F				

ADI FM SHARE: 67.14% (2002 of 2982) (A/M 79: 61.05%)

AM STATIONS

WAOK, 1380, 5 KW (DA-N)	, BLACK	NBN, \$ 42.00	(Selcom)	BENI
WGST, 920, 5 KW/1 KW	, NEWS	ABC-E, \$ 45.20	(Katz)	Meredith
WPLO, 590, 5 KW (DA-N)	, COUNTRY	ABC-I, \$ 69.00	(Mc-Guild)	Plough
WQXI, 790, 5 KW/1 KW	, CONTEMP	, \$ 50.00	(Blair)	Jeff-Pilot
WRNG, 680, 50 KW/10 KW (DA-N)	, TALK	CBS, \$ 45.00	(MMR)	
WSB, 750, 50 KW	, MOR	NBC,MBS, \$125.00	(Christal)	Cox

FM STATIONS

WBIE-F, 101.5, 100 KW @ 900, COUNTRY	, \$ 19.50	(HR/Stone)	
WKLS-F, 96.1, 100 KW @ 950, AOR (Burk-Abr)	, \$ 55.00	(Masla)	SJR
WLTA-F, 99.7, 100 KW @ 1000, AC	, \$ 58.25	(Eastman)	Susquehanna
WPCH-F, 94.9, 100 KW @ 890, BTFL MUS (Schulke)	, \$ 96.00	(Katz)	Meredith
WQXI-F, 94.1, 100 KW @ 410, CONTEMP	, \$ 90.00	(Blair)	Jeff-Pilot
WSB-F, 98.5, 100 KW @ 740, BTFL MUS (FM-100)	, \$ 45.00	(Christal)	Cox
WVEE-F, 103.3, 100 KW @ 450, DISCO	ABC-F, \$ 70.00	(Mc-Guild)	Plough
WZGC-F, 92.9, 100 KW @ 590, ROCK	, \$140.00	(Torbet)	First Media
WFOX-F, 97.1, 100 KW @ 540, ROCK	, \$ 8.25	(---	(GAINESVILLE)
WNGC-F, 95.5, 100 KW @ 605, COUNTRY	, \$ 10.60	(Southern)	Clarke (ATHENS)

TV STATIONS

WAGA	Atlanta	5	CBS, Storer
WANK	Atlanta	46	IND, Christian
WATL	Atlanta	36	IND
WSB	Atlanta	2	NBC, Cox
WTCG	Atlanta	17	IND, Ted Turner
WXIA	Atlanta	11	ABC, Combined Communications/Gannett

NEWSPAPERS

Atlanta Constitution	M	219,455, Cox
Atlanta Journal	E	217,121, Cox

ATLANTIC CITY

Market # 172
 Revenue Rank # 183
 Income Rank # 294
 APR 15.3
 SMSA Pop: 190,000

Revenue : \$2,118,200
 Income : \$ 1,341
 % Rev Change: 9.5%
 Stations: 21/7
 Diaries: 630

National Rev: \$227,831
 Nat Rev per Cap: \$1.20
 Tot Rev per Cap: \$11.15
 Tot Inc per Cap: \$.01
 Profit Margin: 0.06%

12+ METRO 1/4/SHARE	A/M	79
1. WFPG-F	39/16.2	19.6
2. WAYV-F	29/12.0	3.0
3. WMGM-F	27/11.2	11.3
4. WMMR-F	23/ 9.5	3.0
5. WIIN	18/ 7.5	10.0
6. WOND	13/ 5.4	7.8
7. WCAU	11/ 4.6	4.3
8. KYW	7/ 2.9	.9
	WIP	7/ 2.9
10. WGRF-F	6/ 2.5	4.8

12+ TSA 1/4		
1. WFPG-F	47	
2. WMGM-F	33	
3. WAYV-F	29	
4. WMMR-F	25	
5. WSLT-F	22	
6. WIIN	20	
7. WOND	16	
	WCAU	16
	WIP	12
10. WMID	11	

12+ TSA CUME/MSA	CUME	RAT
1. WFPG-F	529/26.2	
2. WMGM-F	488/22.4	
3. WIIN	345/18.6	
4. WOND	331/18.1	
5. WMID	315/12.4	
6. WAYV-F	296/18.1	
7. WMMR-F	252/12.9	
8. WSLT-F	235/ 5.8	
9. WCAU	219/ 9.4	
10. KYW	185/ 6.3	

12+ FM SHARE (METRO): 68.18% (150 of 220) (A/M 79: 56.94%)
 12+ FM SHARE (TSA) : 67.49% (191 of 283) (A/M 79: 56.27%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMGM-F	1. WMMR-F	1. WAYV-F	1. WAYV-F	1. WFPG-F	1. WFPG
2. WMMR-F	2. WMGM-F	2. WMGM-F	WFPG-F	2. WAYV-F	2. WIIN
3. WAYV-F	WAYV-F	3. WMMR-F	3. WMGM-F	3. WIIN	3. WMGM-F

OTHER RATED STATIONS/METRO SHARE

WMID	1340		2.1	WIOQ-F	102.1	Phila	2.5
WRDI	1580	Hammonton	.4	WMGK-F	102.9	Phila	.4
WRDR-F	104.9	Egg Harbor	2.5	WSLT-F	106.3	Ocean City	1.7
WUSS	1490		2.1	WWSH-F	106.1	Phila	1.2
WCAU-F	98.1	Phila	1.2	WYSP-F	94.1	Phila	.4
WDVR-F	101.1	Phila	.8				

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONT		92 (6)	92 (6)	41.8
BTFL MUSIC		54 (5)	54 (5)	24.5
MOR/AC	49 (6)	1 (1)	50 (7)	22.7
NEWS/INFO/TALK	18 (2)		18 (2)	8.2
BLACK/JAZZ		3 (1)	3 (1)	1.4
			220 (21)	

RADIO STATIONS

WIIN, 1450, 1 KW/250 W, MOR	CBS, \$17.00 (PRO)	
WMID, 1340, 1 KW/250 W, MOR/AC	NBC, \$12.00 (Masla)	
WOND, 1400, 1 KW/250 W, AC/MOR	ABC-E, \$16.50 (Mc-Guild)	Green
WAYV-F, 95.1, 20 KW @ 300, ROCK	, \$11.20 (Buckley)	
WFPG-F, 96.9, 50 KW @ 360, BTFL MUS (Bonne)	, \$25.88 (PRO)	
WGRF-F, 99.3, 3 KW @ 290, CONTEMP (Drake-Chen)	Source, \$12.00 (Masla)	
WMGM-F, 103.7, 20 KW @ 200, ROCK (TM)	, \$16.50 (Mc-Guild)	Green
WSLT-F, 106.3, 3 KW @ 326, BTFL MUS	, \$ 9.00 (-----)	

FOR OTHER STATIONS AND TV STATIONS SEE PHILADELPHIA

NEWSPAPER Atlantic City Press M 74,473

AUGUSTA, GA

Market # 129
 Revenue Rank # 127
 Income Rank # 169
 APR 14,6
 SMSA Pop: 294,300

Revenue : \$3,303,171
 Income : \$ 159,275
 % Rev Gain: 30.4%
 Stations: 18/11
 Diaries: 539

National Rev: \$783,531
 Nat Rev per Cap: \$2.66
 Tot Rev per Cap: \$11.22
 Tot Inc per Cap: \$.54
 Profit Margin: 4.8%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WBBQ-F 92/27.2	23.1	15.8	1. WBBQ-F 130	1. WBBQ-F 1545/44.4	
2. WTHB 35/10.4	8.0	6.2	2. WTHB 41	2. WBBQ 650/22.7	
3. WRDW 28/ 8.3	6.0	6.4	3. WZZW-F 30	3. WZZW-F 523/19.8	
4. WZZW-F 26/ 7.7	5.8	11.0	4. WRDW 29	4. WRDW 467/18.4	
5. WBBQ 23/ 6.8	9.1	11.5	5. WBBQ 28	5. WTHB 449/16.8	
6. WGAC 20/ 5.9	7.4	8.0	6. WGAC 26	6. WGAC 429/15.3	
7. WGUS 18/ 5.3	2.2	7.2	7. WTHB-F 26	7. WGUS-F 345/13.1	
8. WGUS-F 17/ 5.0	6.9	1.3	8. WGUS 19	8. WYMX-F 320/11.4	
9. WNEZ-F 14/ 4.1	5.5	3.8	9. WYMX-F 18	9. WNEZ-F 240/ 9.1	
WYMX-F 14/ 4.1	5.5	4.3	10. WGUS-F 17	10. WTHO-F 217/ 3.1	

12+ FM SHARE (METRO): 53.75% (172 of 320) (A/M 79: 50.88%)
 12+ FM SHARE (TSA) : 63.66% (247 of 388) (A/M 79: 56.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F+
2. WTHB	2. WTHB	2. WTHB	2. WTHB	2. WGUS	
WZZW-F	3. WZZW-F	3. WZZW-F	WRDW	WTHB	

OTHER RATED STATIONS/METRO SHARE

WAKN 990 Aiken,SC	.9	WBIA 1230 2.1	WHGI 1050 .9
WVAP 1510 Burnetown,SC	1.5	WKZK 1600 2.7	WTHO-F 101.7 Thomson 1.5
WWDN-F 101.3 Sumter	.6	WNGA-F 100.9	Waynesboro .6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	32 (2)	132 (3)	164 (5)	51.3
BLACK/DISCO	63 (2)	2 (1)	65 (3)	20.3
COUNTRY	18 (1)	22 (2)	40 (3)	12.5
MOR/AC	20 (1)		20 (1)	6.3
BTFM MUSIC		14 (1)	14 (1)	4.4
BIG BAND	7 (1)		7 (1)	2.2
UNKNOWN	5 (2)		5 (2)	1.6
RELIGION	3 (1)	2 (1)	5 (2)	1.6
			320 (18)	

RADIO STATIONS

WBBQ, 1340, 1 KW/250 W	, ROCK	ABC-C, \$37.35 (Eastman)	
WGAC, 580, 5 KW/1 KW (DA-N),	MOR	CBS, \$17.00 (Katz)	Beasley
WGUS, 1380, 1 KW (DAYS)	, COUNTRY	, \$16.50 (Selcom)	
WRDW, 1480, 5 KW (DA-N)	, BLACK	SBN, \$ 8.00 (PRO)	
WTHB, 1550, 5 KW (DAYS)	, BLACK (Drake-Chen)	NBN, \$ 9.50 (Torbet)	
WBBQ-F, 104.3, 100 KW @ 550,	ROCK	ABC-C, \$37.35 (Eastman)	
WGUS-F, 102.3, 3 KW @ 280,	COUNTRY	ABC-I, \$16.50 (Selcom)	
WNEZ-F, 99.3, 3 KW @ 300,	BTFM MUS	MBS, \$ 9.00 (Smith)	
WYMX-F, 105.7, 50 KW @ 83,	AOR (Burk-Abr)	ABC-I, \$15.00 (-----)	
WZZW-F, 103.1, 3 KW @ 300,	CONTEMP (Drake-Chen)	ABC-F, \$14.70 (Torbet)	
WTHO-F, 101.7, 3 KW @ 300,	COUNTRY	NBC, \$ 5.46 (-----)	(THOMSON)

TV STATIONS

WATU Augusta 26	NBC, Shurz	WJBF Augusta 6	ABC, Fuqua
WRDW Augusta 12	CBS, Ziff-Davis		

NEWSPAPERS

Augusta Chronicle	M	56,113
Augusta Herald	F	18,681

AUSTIN

Market # 78
 Revenue Rank # 74
 Income Rank # 37
 APR 14.4
 SMSA Pop: 508,800

Revenue : \$6,250,924
 Income : \$1,411,441
 % Rev Change: 20.0%
 Stations: 17/11
 Diaries: 483

National Rev: \$1,171,425
 Nat Rev per Cap: \$2.30
 Tot Rev per Cap: \$12.29
 Tot Inc per Cap: \$2.77
 Profit Margin: 22.6%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KHFI-F	99/16.7	8.2	7.5	6.1	8.5	1. KHFI-F	99	1. KHFI-F	1323/32.0
2. KVET	69/11.6	12.0	15.0	12.6	15.2	2. KVET	86	2. KVET	1063/22.2
3. KASE-F	63/10.6	17.1	13.4	14.6	14.8	3. KASE-F	71	3. KASE-F	941/20.1
4. KOKE-F	52/ 8.8	7.6	7.7	6.7	6.2	4. KOKE-F	53	4. KTSA	833/14.8
5. KLBJ-F	46/ 7.8	11.2	8.8	9.4	13.9	5. KLBJ-F	52	5. KLBJ	832/17.7
6. KCSW-F	44/ 7.4	5.9	7.4	11.3	9.2	6. KCSW-F	46	6. KOKE-F	765/17.1
7. KMXX-F	24/ 4.0	1.4	2.1	---	---	7. KTSA	38	7. KCSW-F	741/16.7
8. KTSA	22/ 3.7	4.3	4.7	1.9	1.7	8. KMXX-F	24	8. KLBJ-F	574/13.1
9. KIXL	18/ 3.0	2.4	2.4	2.7	.6	9. KLBJ	23	9. KNOW	423/ 9.8
KLBJ	18/ 3.0	5.7	5.4	7.3	4.6	10. KGTN+	20	10. KMXX-F	360/ 8.6

12+ FM SHARE (METRO): 64.92% (335 of 516) (A/M 79: 54.30%)

12+ FM SHARE (TSA) : 61.03% (354 of 580) (A/M 79: 52.90%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHFI-F	1. KHFI-F	1. KHFI-F	1. KASE-F	1. KVET	1. KHFI-F
2. KTSA	2. KLBJ-F	2. KCSW-F	2. KVET	2. KASE-F	2. KVET
	3. KOKE-F	3. KLBJ-F	3. KCSW-F	3. KCSW-F	3. KOKE-F+
	4. KCSW-F	4. KOKE-F	4. KOKE-F	4. KOKE-F	4. KASE-F

OTHER RATED STATIONS/METRO SHARE

KGTTN+	1530	Georgetown	3.1	KTAE	1260	Taylor	1.9
KNOW	1490		1.0	KONO	860	San Antonio	.7
KOKE	1370		2.4	WOAI	1200	San Antonio	1.3

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	32 (3)	145 (2)	177 (5)	34.3
COUNTRY	105 (4)	59 (2)	164 (6)	31.8
BTFM MUSIC		63 (1)	63 (1)	12.2
MOR/AC	18 (1)	44 (1)	62 (2)	12.0
SPANISH		24 (1)	24 (1)	4.7
RELIGION	18 (1)		18 (1)	3.5
NEWS/TALK	8 (1)		8 (1)	1.6
			516 (17)	

RADIO STATIONS

KIXL, 970, 1 KW (DAYS,DA)	, RELIGION	ABC-E, \$ 8.00	(Miller)
KGTTN+, 1530, 1 KW (DAYS)	, COUNTRY	, \$ 4.80	(----) (GEORGETOWN)
KLBJ, 590, 5 KW/1 KW (DA-N),	AC/MOR	CBS,MBS, \$19.00	(Eastman)
KVET, 1300, 5 KW/1 KW (DA-2),	COUNTRY	, \$51.25	(Katz)
KNOW, 1490, 1 KW	, CONTEMP	, \$19.25	(Mc-Guild) Wendell Mayes
KASE-F, 100.7, 98 KW @ 510,	BTFM MUS (Bonne)	, \$51.25	(Katz)
KCSW-F, 103.7, 97 KW @ 580,	AC	ABC-F, \$26.00	(Mc-Guild) Wendell Mayes
KHFI-F, 98.3, 1.3 KW @ 418,	ROCK	SBN, \$19.75	(Selcom)
KLBJ-F, 93.7, 100 KW @ 1057,	AOR	Source, \$19.75	(Eastman)
KMXX-F, 102.3, 741 W @ 550,	SPANISH, BLACK	, \$ 8.00	(Sav-Gates)
KOKE-F, 95.5, 10 KW @ 265,	COUNTRY	, \$15.38	(Riley)

TV STATIONS	KTBC	Austin	7	CBS, Times-Mirror	KVUE	Austin	24	ABC, Detroit News
	KTVV	Austin	36	NBC, LIN				

NEWSPAPERS	Austin Amer-Statesman	ME	124,234,	Cox	Austin Citizen	E	14,712
------------	-----------------------	----	----------	-----	----------------	---	--------

BAKERSFIELD

Market # 104
 Revenue Rank # 89
 Income Rank # 175
 APR 13.6
 SMSA Pop: 357,700

Revenue : \$4,937,117
 Income : \$ 150,769
 % Rev Change: 22.6%
 Stations: 31/18
 Diaries: 619

National Rev: \$1,237,006
 Nat Rev per Cap: \$3.46
 Tot Rev per Cap: \$13.80
 Tot Inc per Cap: \$.42
 Profit Margin: 3.1%

12+ METRO 1/4/SHARE	A/M 79	A/M 78
1. KUZZ 64/15.6	12.8	17.1
2. KKXX-F 55/13.4	13.2	4.9
3. KERN 38/ 9.3	9.9	13.4
4. KGFM-F 21/ 5.1	7.0	3.9
5. KGAM 17/ 4.1	4.2	5.9
KLYD-F 17/ 4.1	5.1	6.3
7. KFI 16/ 3.9	1.8	2.2
KAFY 16/ 3.9	4.4	8.7
9. KWAC 12/ 2.9	5.9	2.0
10. KMET-F 11/ 2.7	2.6	---

TSA AND METRO
 ARE THE SAME.

12+ MSA CUME/MSA	CUME RAT
1. KUZZ 713/23.7	
2. KKXX-F 697/23.1	
3. KERN 657/21.8	
4. KAFY 493/16.4	
5. KGAM 324/10.8	
6. KGFM-F 312/10.4	
7. KFI 256/ 8.5	
8. KPMC 200/ 6.6	
9. KLYD-F 190/ 6.3	
10. KHIS+ 136/ 4.5	

12+ FM SHARE: 38.70% (137 of 354) (A/M 79: 38.20%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KERN	1. KKXX-F	1. KKXX-F	1. KUZZ	1. KUZZ	1. KUZZ
2. KKXX-F	2. KUZZ	2. KUZZ	2. KKXX-F	2. KGFM-F	2. KKXX-F
	3. KERN	3. KERN	3. KERN	3. KLYD-F	3. KERN

OTHER RATED STATIONS/METRO SHARE

KCHJ 1010	Delano	.5	KBIG-F 104.3	Los Angeles	1.7
KHIS+ 800		1.7	KFRE 940	Fresno	.7
KLOA+ 1240	Ridgecrest	1.4	KIIS-F 102.7	Los Angeles	.5
KNTB 1350		.7	KLOS-F 95.5	Los Angeles	1.0
KPMC 1560		2.0	KMPC 710	Los Angeles	.7
KVLI 1140	Lake Isabella	1.2	KNX 1070	Los Angeles	.5
KWSO 1050	Wasco	.5	KNX-F 93.1	Los Angeles	.7
KXEM 1590	McFarland	2.4	KOST-F 103.5	Los Angeles	2.0
KZIQ 1360	Ridgecrest	1.2	KRTH 101.1	Los Angeles	.7
KZIQ-F 92.7	Ridgecrest	1.0			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	78 (5)	77 (6)	155 (11)	43.4
COUNTRY	76 (4)		76 (4)	21.5
BTFL MUSIC	8 (1)	40 (4)	48 (5)	13.6
MOR/AC	20 (2)	17 (1)	37 (3)	10.5
SPANISH	22 (2)		22 (2)	6.2
RELIGION	8 (2)	1 (1)	9 (3)	2.5
NEWS/TALK	5 (2)		5 (2)	1.4
BLACK/DISCO		2 (1)	2 (1)	0.6
			354 (31)	

RADIO STATIONS

KAFY, 550, 1 KW (DA-N), CONTEMP		\$20.00	(Mc-Guild)
KERN, 1410, 1 KW			
KGAM, 1230, 1 KW/250 W, MOR/AC	ABC-C,	\$20.50	(Katz)
KHIS+, 800, 250 W (DAYS), RELIGION	NBC,	\$ 8.00	(Torbet)
KPMC, 1560, 10 KW (DA-1), BTFL MUS		\$? ?	(----)
KUZZ, 970, 1 KW (DA-2), COUNTRY	MBS,CBS,	\$13.00	(Howard)
KWAC, 1490, 1 KW/250 W, SPANISH		\$27.65	(Christal)
		\$14.00	(Lotus)
KGFM-F, 101.5, 4.8 KW @ 1280, BTFL MUS (TM)		\$10.00	(Torbet)
KKXX-F, 107.9, 5.5 KW @ 1340, ROCK		\$19.75	(Christal)
KLYD-F, 94.1, 4.5 KW @ 1310, MOR	ABC-E,	\$18.00	(Selcom)
			Buck Owens
			Buck Owens

Other Stations - See Los Angeles

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

BALTIMORE

SRDS Market # 14; ADI # 19
 FCC Revenue Rank # 16
 FCC Income Rank # 10
 APR 17.3
 SMSA Pop: 2,164,300

Revenue : \$24,865,467
 Income : \$ 6,308,679
 % Rev Change: 15.7%
 Stations: 32/25
 Diaries: 1410

National Rev: \$6,562,325
 Nat Rev per Cap: \$3.03
 Tot Rev per Cap: \$11.49
 Tot Inc per Cap: \$2.91
 Profit Margin: 25.4%

12+ METRO	1/4/SHARE	J/F 80	C/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WBAL	424/13.5	12.8	10.6	10.7	1. WBAL	444	1. WBAL 5428/28.0
2. WIYY-F	242/ 7.7	7.9	6.5	8.9	2. WLIF-F	272	2. WFBR 3744/20.5
3. WXYV-F	239/ 7.6	5.6	6.3	5.8	3. WIYY-F	261	3. WLIF-F 3330/16.3
4. WLIF-F	234/ 7.4	10.3	10.1	7.3	4. WXYV-F	251	4. WCAO 3278/16.0
5. WPOC-F	198/ 6.3	4.9	5.1	5.3	5. WPOC-F	225	5. WCBM 3171/16.5
6. WFBR	194/ 6.2	4.2	4.8	6.9	6. WFBR	194	6. WIYY-F 2915/14.8
7. WCBM	161/ 5.1	6.0	7.1	7.6	7. WCBM	165	7. WXYV-F 2689/13.8
8. WWIN	134/ 4.3	4.5	5.4	5.0	8. WCAO	135	8. WPOC-F 2546/12.0
9. WCAO	120/ 3.8	4.9	5.0	5.3	9. WWIN	134	9. WLPL-F 1874/10.0
10. WMAR-F	118/ 3.8	4.3	3.3	3.9	10. WMAR-F	122	10. WMAR-F 1618/ 8.7
11. WLPL-F	87/ 2.8	2.0	2.1	2.0	11. WLPL-F	88	11. WITH-F 1535/ 7.9
12. WBKZ-F	78/ 2.5	2.0	1.5	1.3	12. WBKZ-F	78	12. WTKF-F 1449/ 7.7

12+ FM SHARE (METRO): 54.40% (1559 of 2866) (A/M 79: 51.86%)
 12+ FM SHARE (TSA) : 56.45% (1763 of 3123) (A/M 79: 52.49%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WXYV-F	1. WIYY-F	1. WIYY-F	1. WBAL	1. WBAL	1. WBAL
2. WIYY-F	2. WXYV-F	2. WXYV-F	2. WPOC-F	2. WLIF-F	2. WFBR
3. WLPL-F	3. WCBM	3. WPOC-F	3. WLIF-F	3. WPOC-F	3. WLIF-F
4. WWIN	4. WCAO	4. WCBM	4. WCBM	4. WFBR	4. WPOC-F
5. WITH-F	5. WPOC-F	5. WFBR	5. WFBR	5. WMAR-F	5. WCBM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	824 (4)		824 (4)	28.9
ROCK/AOR/CONT	138 (3)	651 (9)	789 (12)	27.5
BLACK/DISCO	215 (3)	277 (3)	492 (6)	17.2
BTFL MUSIC		419 (6)	419 (6)	14.6
COUNTRY		198 (1)	198 (1)	6.9
NEWS/TALK	69 (1)		69 (1)	2.4
BIG BAND	61 (1)		61 (1)	2.1
RELIGION		14 (1)	14 (1)	0.5
			<u>2866 (32)</u>	

BALTIMORE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WBAL	1. WBAL	1. WBAL	WAYE	860 1.9
2. WLIF-F	2. WFBR	2. WXYV-F	WEBB	1360 .8
3. WIYY-F	3. WLIF-F	3. WPOC-F	WITH	1230 1.4
4. WXYV-F	4. WCAO	4. WLIF-F	WITH-F	104.3 2.1
5. WPOC-F	5. WCBM	5. WCBM	WKTK-F	105.7 1.8
6. WFBR	6. WIYY-F	6. WIYY-F	WNAV	1430 Annapolis .5
7. WCBM	7. WXYV-F	7. WWIN	WNAV-F	99.1 Annapolis .4
8. WWIN	8. WPOC-F	8. WFBR	WRBS-F	95.1 .4
WCAO	9. WWIN	9. WCAO	WSID	1010 1.8
10. WMAR-F	10. WLPL-F	10. WTOP	WTTR-F	100.7 Westminster .8
11. WLPL-F	11. WMAR-F		WFRE-F	99.9 Frederick .4
12. WBKZ-F	12. WITH-F		WGAY-F	99.5 Washington .5
13. WTOP	13. WKTK-F		WHUR-F	96.3 Washington .7
14. WITH-F	14. WTOP		WKYS-F	93.9 Washington .5
15. WAYE	15. WBKZ-F		WPGC-F+	95.5 Washington 1.1
			WRQX-F	107.3 Washington 1.3
			WTOP	1500 Washington 2.2
			WWDG-F	101.1 Washington .9
			WYCR-F	98.5 York .5

ADI FM SHARE: 54.88% (1680 of 3061) (A/M 79: 52.29%)

AM STATIONS

WAYE, 800, 1 KW (DAYS-DA)	, BIG BAND (Drake-Chen)	, \$26.00 (Masla)	
WBAL, 1090, 50 KW (DA-N)	, MOR	NBC, \$77.00 (Blair)	Hearst
WCAO, 600, 5 KW (DA-N)	, CONTEMP	ABC-C, \$80.00 (Mc-Guild)	Plough
WCBM, 680, 10 KW/5 KW (DA-2)	, AC/MOR	ABC-E, \$93.25 (Katz)	Metromedia
WFBR, 1300, 5 KW (DA-1)	, AC/MOR	CBS,ABC-I, \$61.13 (MMR)	
WWIN, 1400, 1 KW	, BLACK	NBN, \$34.00 (Howard)	

FM STATIONS

WBKZ-F, 95.9, 5 KW @ 400	, CONTEMP (Drake-Chen)	, \$32.13 (MMR)	
WITH-F, 104.3, 50 KW @ 422	, ROCK	, \$30.00 (---)	Scripps-How
WIYY-F, 97.9, 50 KW @ 946	, AOR (Drake-Chen)	, \$96.25 (Blair)	Hearst
WKTK-F, 105.7, 50 KW @ 245	, ROCK	ABC-F, \$32.00 (Buckley)	
WLIF-F, 101.9, 14 KW @ 961	, BTFL MUS (Schulke)	, \$77.50 (Christal)	Cox
WLPL-F, 92.3, 20 KW @ 400	, AOR	, \$34.00 (UBC)	United
WMAR-F, 106.5, 50 KW @ 620	, BTFL MUS (FM-100)	, \$27.50 (Katz)	Abell
WPOC-F, 93.1, 50 KW @ 870	, COUNTRY	, \$45.75 (Eastman)	Nationwid
WXYV-F, 102.7, 50 KW @ 400	, DISCO	, \$60.00 (Mc-Guild)	Plough

WTOP-F - See Washington

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	149,854, Hearst
Baltimore Sun	E	171,142, Abell
	M	178,987, Abell

BATON ROUGE

Market # 89
 Revenue Rank # 79
 Income Rank # 46
 APR 16.7
 SMSA Pop: 446,100

Revenue : \$5,604,772
 Income : \$1,117,268
 % Rev Change: 26.2%
 Stations: 14/12
 Diaries: 548

National Rev: \$914,337
 Nat Rev per Cap: \$2.05
 Tot Rev per Cap: \$12.56
 Tot Inc per Cap: \$2.50
 Profit Margin: 19.9%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WFMF-F	125/20.6	14.1	15.6	14.5	6.0	1. WFMF-F 154	1. WFMF-F 1699/33.2	
2. WYNK-F	88/14.5	12.8	12.8	12.7	7.9	2. WYNK-F 138	2. WYNK-F 1555/25.0	
3. WQXY-F	70/11.6	11.5	9.8	10.1	13.0	3. WQXY-F 104	3. WAFB-F 1252/17.7	
4. WXOK	57/ 9.4	21.2	11.1	12.9	14.1	4. WXOK 78	4. WXOK 1053/21.5	
5. WLCS	50/ 8.3	7.6	9.0	10.1	9.4	5. WAFB-F 72	5. WLCS 1003/23.3	
6. WJBO	46/ 7.6	8.2	10.7	6.9	8.5	6. WLCS 56	6. WQXY-F 999/18.9	
7. WAFB-F	39/ 6.4	4.8	4.7	3.4	6.2	7. WJBO 48	7. WJBO 903/22.0	
8. WIBR	33/ 5.4	6.3	7.7	8.5	9.8	8. WIBR 39	8. WIBR 818/19.8	
9. WYNK	25/ 4.1	4.1	6.2	5.3	7.5	9. WYNK 31	9. WYNK 551/11.2	
10. WLUX	11/ 1.8	---	.9	4.4	5.5	10. WWL 20	10. WWL 478/ 5.4	

12+ FM SHARE (METRO): 57.19% (326 of 570) (A/M 79: 47.69%)

12+ FM SHARE (TSA) : 61.18% (476 of 778) (A/M 79: 55.66%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WYNK-F	1. WYNK-F	1. WYNK-F
2. WXOK	2. WAFB-F	2. WYNK-F	2. WFMF-F	WQXY-F	2. WFMF-F
	3. WYNK-F	3. WAFB-F	3. WQXY-F	3. WJBO	3. WQXY-F
	4. WLCS	WLCS	4. WJBO	4. WLCS	4. WXOK

OTHER RATED STATIONS/METRO SHARE

KSMI-F	104.9	Donaldsonville	.7	WSLG	1090	Donaldsonville	1.7
WLBI	1220	Denham Springs	.8	WWL	870	New Orleans	1.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	83 (2)	164 (2)	247 (4)	43.3
COUNTRY	40 (3)	88 (1)	128 (4)	22.5
BTFM MUSIC		70 (1)	70 (1)	12.3
BLACK	57 (1)		57 (1)	10.0
MOR/AC	53 (2)	4 (1)	57 (3)	10.0
RELIGION	11 (1)		11 (1)	1.9
			570 (14)	

RADIO STATIONS

WJBR, 1300, 5 KW/1 KW (DA-N), CONTEMP	NBC, \$19.00 (Katz)
WJBO, 1150, 5 KW (DA-1), MOR	MBS, \$18.75 (Blair)
WLCS, 910, 1 KW (DA-1), ROCK (Burk-Abr)	, \$19.50 (Mc-Guild) Air Waves
WLUX, 1550, 5 KW (DAYS), RELIGION	, \$ 7.50 (----) Swagert
WXOK, 1460, 5 KW/1 KW (DA-N), BLACK	NBN, \$24.00 (Selcom) Security
WYNK, 1380, 5 KW (DAYS,DA), COUNTRY	ABC-E, \$19.06 (Torbet)
WAFB-F, 98.1, 100 KW @ 1500, CONTEMP (Drake-Chen)	, \$13.00 (Katz)
WFMF-F, 102.5, 100 KW @ 475, ROCK	ABC-F, \$24.38 (Blair)
WQXY-F, 100.7, 100 KW @ 750, BTFM MUS (Schulke)	, \$19.50 (Mc-Guild) Air Waves
WYNK-F, 101.5, 100 KW @ 403, COUNTRY	ABC-I, \$28.59 (Torbet)

WWL - See New Orleans

TV STATIONS

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

NEWSPAPERS

Baton Rouge State-Times	E	43,233	Baton Rouge Advocate	M	72,742
-------------------------	---	--------	----------------------	---	--------

BEAUMONT-PORT ARTHUR-ORANGE

Market # 108
 Revenue Rank # 112
 Income Rank # 387
 APR 13.2
 SMSA Pop: 361,100

Revenue : \$3,938,449
 Income : \$-1,008,433
 % Rev Gain: 0.2%
 Stations: 17/14
 Diaries: 595

National Rev: \$704,918
 Nat Rev per Cap: \$1.95
 Tot Rev per Cap: \$10.91
 Tot Inc per Cap: \$-2.79
 Profit Margin: ---

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KYKR-F	53/13.2	8.2	7.3	6.0	6.6	1. KYKR-F	82	1. KLVI	935/23.0
2. KQXY-F	44/10.9	9.6	5.7	6.0	8.3	2. KQXY-F	56	2. KYKR-F	868/21.8
3. KLVI	36/ 8.9	9.4	9.7	10.5	8.3	3. KLVI	47	3. KHYS-F	677/12.1
4. KZOM-F	27/ 6.7	3.3	3.4	5.7	---	4. KHYS-F	40	4. KIOC-F	654/14.9
5. KALO-F	26/ 6.5	10.7	10.3	13.1	2.0	5. KIOC-F	35	5. KQXY-F	622/16.0
6. KIOC-F	22/ 5.5	4.5	4.9	5.7	6.8	6. KALO-F	31	6. KWIC-F	451/12.3
KOLE	22/ 5.5	4.9	2.0	3.1	2.7	7. KZOM-F	30	7. KALO-F	410/11.2
KTRM	22/ 5.5	6.2	8.5	6.4	7.6	8. KWIC-F	23	8. KZOM-F	402/11.2
9. KWIC-F	20/ 5.0	5.3	9.3	11.7	11.0	KOLE	23	9. KAYD-F	383/11.7
KJET	20/ 5.0	5.8	7.7	5.2	15.9	10. KTRM	22	10. KTRM	350/10.8

12+ FM SHARE (METRO): 58.99% (223 of 378) (A/M 79: 50.87%)

12+ FM SHARE (TSA) : 64.88% (314 of 484) (A/M 79: 51.28%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KAYD-F	1. KYKR-F	1. KYKR-F	1. KYKY-F	1. KQXY-F	1. KYKR-F
KHYS-F	2. KZOM-F	2. KLVI	2. KQXY-F	2. KLVI	2. KQXY-F
KWIC-F	3. KALO-F	3. KQXY-F	3. KLVI	3. KYKY-F	3. KLVI
KYKR-F					
KZOM-F					

OTHER RATED STATIONS/METRO SHARE

KAYC	1450	3.2	KAYD-F	97.5	4.0	KOGT	1600	1.5	
KHYS-F	98.5	3.7	KPAC	1250	3.0	KDLF	1150	Port Neches	1.7
KTRH	740	Houston	4.2						

FORMATS

	AM	FM	TOTAL	%
COUNTRY	64 (3)	53 (1)	117 (4)	31.0
ROCK/AOR/CONTEMP	13 (1)	100 (5)	113 (6)	29.9
BLACK/DISCO	20 (1)	26 (1)	46 (2)	12.2
BTFL MUSIC		44 (1)	44 (1)	11.6
MOR/AC	29 (2)		29 (2)	7.7
NEWS/TALK	29 (2)		29 (2)	7.7
			378 (17)	

RADIO STATIONS

KJET, 1380, 1 KW (DAYS), BLACK	SBN, \$14.10 (Eastman)	Gibson
KLVI, 560, 5 KW (DA-N), COUNTRY	, \$22.05 (Torbet)	
KOLE, 1340, 1 KW/250 W, AC	, \$10.25 (Buckley)	
KTRM, 990, 1 KW (DA-1), COUNTRY	ABC-I, \$18.00 (Selcom)	Security
KALO-F, 95.1, 60 KW @ 238, BLACK (Drake-Chen)	NBN, \$25.00 (Selcom)	Security
KAYD-F, 97.5, 50 KW @ 320, ROCK	, \$14.25 (HR/Stone)	Texas Coast
KHYS-F, 98.5, 65 KW @ 380, ROCK	Source, \$10.00 (PRO)	Clear Channel
KIOC-F, 106.1, 100 KW @ 1060, CONTEMP (Drake-Chen)	, \$15.00 (Christal)	
KQXY-F, 94.2, 100 KW @ 645, BTFL MUS (Schulke)	, \$20.00 (Mc-Guild)	Air Waves
KWIC-F, 107.7, 100 KW @ 389, ROCK	ABC-C, \$18.00 (Eastman)	Gibson
KYKR-F, 93.3, 100 KW @ 500, COUNTRY	, \$16.50 (Torbet)	
KZOM-F, 104.5, 40 KW @ 440, AOR	, \$10.00 (Buckley)	

KTRH - See Houston

TV STATIONS

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

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

BILLINGS

Market # 268
 Revenue Rank # 169
 Income Rank # 349
 APR 14.9
 SMSA Pop: 103,400

Revenue : \$2,364,266
 Income : \$ -101,887
 %Rev Gain: 0.2%
 Stations: 9/6
 Diaries: 563

National Rev: \$311,978
 Nat Rev per Cap: \$3.02
 Tot Rev per Cap: \$22.87
 Tot Inc per Cap: \$-.99
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KYYA-F 39/30.2	19.7	19.3	1. KOOK 44	1. KOOK	552/43.0
2. KOOK 30/23.3	25.8	22.8	2. KYYA-F 40	2. KYYA-F	376/36.5
3. KOYN 12/ 9.3	9.8	7.0	3. KOYN 26	3. KGHL	370/22.3
4. KBYM 11/ 8.5	9.8	14.9	4. KGHL 22	4. KBYM	223/22.1
5. KOOK-F 9/ 7.0	---	---	5. KBYM 16	5. KOYN	215/13.6
KGHL 9/ 7.0	9.8	12.3	6. KOOK-F 9	6. KOOK-F	138/14.4
7. KIDX-F 8/ 6.2	8.3	4.4	7. KIDX-F 8	7. KIDX-F	134/13.6
8. KKOZ-F 7/ 5.4	12.1	11.4	KKOZ-F 8	8. KKOZ-F	111/10.5
9. KURL 2/ 1.6	1.5	4.4	9. KURL 2	9. KURL	59/ 6.2

12+ FM SHARE (METRO): 49.61% (63 of 127) (A/M 79: 41.40%)
 12+ FM SHARE (TSA) : 37.14% (65 of 175) (A/M 79: 30.94%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYYA-F	1. KYYA-F	1. KYYA-F	1. KOOK	1. KOYN	1. KOOK
2. KOOK	2. KOOK	2. KOOK	KYYA-F	2. KOOK	2. KYYA-F
			3. KBYM	KBYM	3. KGHL

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	30 (1)	39 (1)	69 (2)	54.3
COUNTRY	23 (2)	8 (1)	31 (3)	24.4
BTFL MUSIC		16 (2)	16 (2)	12.6
MOR/AC	9 (1)		9 (1)	7.1
RELIGION	2 (1)		2 (1)	1.6
			127 (9)	

RADIO STATIONS

KBYM, 1240, 1 KW/250 W , COUNTRY	ABC-I, \$ 8.00 (Gillis)	Peoria Jrnl Star
KGHL, 790, 5 KW (DA-N), MOR (Drake-Chen)	NBC, \$16.10 (Eastman)	Hatch
KOOK, 970, 5 KW (DA-N), ROCK	ABC-C, \$16.00 (Torbet)	
KOYN, 910, 1 KW (DAYS), COUNTRY	ABC-E, \$ 6.50 (P/W)	
KURL, 730, 500 W(DAYS), RELIGION	, \$ 4.00 (----)	Christian Ent
KIDX-F, 98.5, 26 KW @ 400, COUNTRY (Drake-Chen)	CBS, \$ 6.90 (Eastman)	Hatch
KKOZ-F, 97.1, 18 KW @ -30, BTFL MUS (TM)	, \$ 4.50 (Market 4)	Christian Ent
KOOK-F, 102.9, 100 KW @ 500, BTFL MUS (Schulke)	, \$ 8.00 (Torbet)	
KYYA-F, 93.3, 100 KW @ 700, ROCK (Century 21)	, \$ 9.38 (Masla)	Meyer

TV STATIONS

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

NEWSPAPER

Billings Gazette M 58,838, Lee

BINGHAMPTON

Market # 123
 Revenue Rank # 149
 Income Rank # 273
 APR 15.3
 SMSA Pop: 302,800

Revenue : \$2,693,309
 Income : \$ -25,594
 % Rev Gain: 16.7%
 Stations: 16/8
 Diaries: 538

National Rev: \$423,167
 Nat Rev per Cap: \$1.40
 Tot Rev per Cap: \$8.89
 Tot Inc per Cap: \$-0.08
 Profit Margin: --

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WQYT-F 67/17.4	19.6	16.1	1. WQYT-F 86	1. WAAL-F 969/27.4
2. WAAL-F 48/12.4	14.5	13.9	2. WAAL-F 69	2. WMRV-F 901/24.8
3. WMRV-F 44/11.4	8.1	7.6	3. WMRV-F 66	3. WQYT-F 859/27.6
4. WNBF 41/10.6	17.6	19.0	4. WNBF 44	4. WNBF 821/31.2
5. WWWT-F 31/ 8.0	3.3	2.5	5. WWWT-F 34	5. WENE 654/25.0
6. WENE 29/ 7.5	3.3	4.2	6. WENE 30	6. WINR 608/17.3
7. WKOP 24/ 6.2	8.9	11.3	7. WINR 29	7. WKOP 557/19.6
8. WINR 19/ 4.9	4.3	7.4	8. WKOP 26	8. WWWT-F 465/16.6
9. WGBI-F 15/ 3.9	1.3	1.7	9. WGBI-F 22	9. WGBI-F 290/ 6.2
10. WEBO 11/ 2.8	4.1	1.4	10. WEBO 13	10. WAVR-F+ 178/ 1.9

12+ FM SHARE (METRO): 62.43% (216 of 346) (A/M 79: 55.09%)
 12+ FM SHARE (TSA) : 64.32% (292 of 454) (A/M 79: 58.67%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWWT-F	1. WAAL-F	1. WAAL-F	1. WQYT-F	1. WQYT-F	1. WQYT-F
2. WMRV-F	2. WMRV-F	2. WQYT-F	2. WMRV-F	2. WNBF	2. WNBF
3. WAAL-F	3. WQYT-F	WMRV-F	3. WENE	3. WENE	3. WAAL-F

OTHER RATED STATIONS/METRO SHARE

WAVR-F+	102.3	Waverly	.8	WEJL	630	Scranton	1.0
WARM	590	Scranton	.5	WNOZ-F	99.9	Cortland	.5
WEIV-F	103.7	Ithaca	1.6				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	21 (2)	140 (5)	161 (7)	46.5
MOR/AC	74 (3)	3 (1)	77 (4)	22.3
BTFL MUSIC		67 (1)	67 (1)	19.4
COUNTRY	35 (2)		35 (2)	10.1
RELIGION		6 (1)	6 (1)	1.7
			346 (15)	

RADIO STATIONS

WEBO, 1330, 5 KW (DAYS)	, COUNTRY	MBS, \$ 7.50	(Market 4)	(OWEGO)
WENE, 1430, 5 KW (DA-N)	, MOR/AC	ABC-E, \$20.00	(Mas1a)	
WINR, 680, 1 KW/500 W (DA-2),	CONTEMP/AC	ABC-I, \$14.25	(Schutz)	
WKOP, 1360, 5 KW/500 W (DA-2),	COUNTRY	CBS, \$13.00	(PRO)	
WNBF, 1290, 5 KW (DA-N)	, MOR	NBC, \$21.88	(Blair)	Stoner
WAAL-F, 99.1, 7.1 KW @ 1090,	ROCK	ABC-F, \$25.00	(Torbet)	Regional
WMRV-F, 105.7, 35 KW @ 570,	ROCK (Drake-Chen)	Source, \$15.50	(Mas1a)	
WQYT-F, 98.1, 10 KW @ 950,	BTFL MUS (Schulke)	, \$21.88	(Blair)	Stoner
WWWT-F, 101.7, 1.2 KW @ 450,	ROCK/DISCO	MBS,ABC-C, \$ 7.50	(Market 4)	(OWEGO)

WGBI-F - See NE PA

TV STATIONS

WMGC	Binghampton	34	ABC, Empire
WICZ	Binghampton	40	NBC
WBNG	Binghampton	12	CBS, Gateway

NEWSPAPERS

Binghampton Press	E	67,537
Binghampton Sun-Bulletin	M	27,809, Gannett

BIRMINGHAM

Market # 47; ADI # 49
 FCC Revenue Rank # 39
 FCC Income Rank # 34
 APR 15.4
 SMSA Pop: 815,600

Revenue: \$10,929,173
 Income : \$ 1,563,402
 % Rev Change: 20.2+
 Stations: 23/18
 Diaries: 805

National Rev: \$2,175,716
 Nat Rev per Cap: \$2.67
 Tot Rev per Cap: \$13.40
 Tot Inc per Cap: \$1.92
 Profit Margin: 14.3%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+TSA CUME/MSA	CUME RAT
1. WENN-F	130/12.4	9.7	7.5	9.6	2.6	1. WENN-F	179	1. WKXX-F 2320/21.6
2. WKXX-F	115/11.0	13.8	10.1	10.4	10.3	2. WKXX-F	173	2. WSGN 1803/23.5
3. WSGN	87/ 8.3	6.6	10.2	8.0	9.5	3. WQEN	125	3. WENN-F 1668/19.6
4. WAPI-F	66/ 6.3	4.3	4.0	3.7	3.0	4. WSGN	96	4. WVOK 1480/12.7
5. WZZK-F	58/ 5.5	3.8	3.9	4.1	4.2	5. WVOK	94	5. WQEN-F 1407/ 2.0
6. WVOK	55/ 5.3	3.3	4.9	6.7	2.2	6. WZZK-F	83	6. WERC 1261/17.2
7. WDJC-F	52/ 5.0	3.4	2.2	2.8	2.9	WAPI-F	83	7. WAPI-F 1167/13.1
WATV	52/ 5.0	5.0	4.5	5.3	7.0	8. WRKK-F	73	8. WZZK-F 1137/11.9
9. WENN	50/ 4.8	3.5	6.6	6.3	7.5	9. WQEZ-F	68	9. WRKK-F 1105/10.8
WERC	50/ 4.8	7.9	5.1	9.1	8.5	10. WDJC-F	59	10. WYDE 1093/13.6
11. WJLD	47/ 4.5	3.9	5.1	4.7	7.3	11. WERC	54	11. WQEZ-F 1003/11.1
12. WRKK-F	46/ 4.4	5.7	5.8	3.5	4.8	12. WATV	52	12. WDJC-F 817/ 9.1

12+ FM SHARE (METRO): 52.38% (517 of 987) (A/M 79: 45.23%)
 12+ FM SHARE (TSA) : 59.85% (851 of 1422) (A/M 79: 57.04%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKXX-F	1. WENN-F	1. WENN-F	1. WSGN	1. WAPI-F	1. WENN-F+
2. WENN-F	2. WKXX-F	2. WKXX-F	2. WENN-F	2. WVOK	2. WSGN
	3. WSGN	3. WSGN	3. WZZK-F	3. WSGN	3. WKXX-F
	4. WRKK-F	4. WZZK-F	4. WKXX-F	4. WZZK-F	4. WQEN-F
	5. WDJC-F	5. WRKK-F	5. WAPI-F	5. WENN	5. WZZK-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	137 (2)	167 (3)	304 (5)	30.8
BLACK/DISCO	106 (3)	130 (1)	236 (4)	23.9
COUNTRY	112 (4)	58 (1)	170 (5)	17.2
RELIGION/GOSPEL	57 (2)	52 (1)	109 (3)	11.0
BTFL MUSIC		103 (2)	103 (2)	10.4
MOR/AC	58 (3)		58 (3)	5.9
UNKNOWN		7 (1)	7 (1)	0.7
			987 (23)	

BIRMINGHAM ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WENN-F	1. WKXX-F	1. WENN-F	WAPI 1070	2.4
2. WKXX-F	2. WSGN	2. WKXX-F	WBUL 1220	.7
3. WSGN	3. WENN-F	3. WSGN	WCRT 1260	1.8
4. WVOK	4. WVOK	4. WDJC-F	WLPH 1480	Irondale .7
5. WAPI-F	5. WERC	5. WRKK-F	WQEZ-F 96.5	3.5
6. WQEN-F	6. WAPI-F	6. WZZK-F	WWWB 1360	Jasper 1.3
7. WZZK-F	7. WZZK-F	7. WERC	WWWB-F 102.5	Jasper .7
8. WRKK-F	8. WYDE	8. WAPI	WYAM 1450	Bessemer 1.1
9. WDJC-F	9. WRKK-F	9. WATV	WYDE 850	3.9
10. WERC	10. WQEN-F	10. WAPI-F	WAAX 570	Gadsden .4
11. WATV	11. WQEZ-F		WQEN-F 103.7	Gadsden .6
12. WENN	12. WAPI			
13. WJLD	13. WDJC-F			
14. WYDE	14. WJLD			
15. WQEZ-F	15. WENN			

ADI FM SHARE: 55.17% (827 of 1499) (A/M 79: 49.58%)

AM STATIONS

WAPI, 1070, 50 KW/5 KW (DA-N), MOR	NBC, \$24.00 (MMR)	Newhouse
WATV, 990, 1 KW (DAYS), BLACK	, \$16.00 (Howard)	
WENN, 1320, 5 KW (DAYS), GOSPEL	NBN, \$27.50 (Selcom)	
WERC, 960, 5 KW (DA-N), CONTEMP	, \$82.50 (Mc-Guild)	Mooney
WJLD, 1400, 1 KW/250 W, BLACK	SBN,ABC-C, \$23.80 (HR/Stone)	
WSGN, 610, 5 KW/1 KW (DA-N), CONTEMP/AC	, \$58.88 (Eastman)	Southern/Harte
WVOK, 690, 50 KW (DAYS), COUNTRY	, \$33.33 (Buckley)	
WYDE, 850, 50 KW/1 KW (DA-2), COUNTRY	ABC-I, \$38.75 (Katz)	Columbia Pic In

FM STATIONS

WAPI-F, 94.5, 100 KW @ 982, BTFL MUS (FM-100)	, \$24.00 (MMR)	Newhouse
WDJC-F, 93.7, 100 KW @ 550, RELIGION	, \$20.00 (----)	Crawford
WENN-F, 107.7, 100 KW @ 640, BLACK/DISCO	NBN, \$49.50 (Selcom)	
WKXX-F, 106.9, 100 KW @ 1114, ROCK	, \$82.50 (Mc-Guild)	Mooney
WQEZ-F, 96.5, 100 KW @ 890, BTFL MUS (TM)	, \$25.00 (Blair)	
WRKK-F, 99.5, 100 KW @ 952, AOR	, \$27.50 (Christal)	
WZZK-F, 104.7, 100 KW @ 640, COUNTRY (TM)	ABC-E, \$23.00 (HR/Stone)	Park City
WQEN-F, 103.7, 100 KW @ 1110, ROCK	, \$15.00 (Market 4)	(GADSDEN)

TV STATIONS

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

NEWSPAPERS

Birmingham News	E	173,548, Newhouse
Birmingham Post-Herald	M	67,605, Newhouse

BLOOMINGTON, IL

Market # 243
 Revenue Rank # 179
 Income Rank # 96
 APR 17.1
 SMSA Pop: 121,700

Revenue : \$2,208,210
 Income : \$ 412,877
 % Rev Change: 27.7%
 Stations: 14/4
 Diaries: 656

National Rev: \$247,223
 Nat Rev per Cap: \$2.03
 Tot Rev per Cap: \$18.14
 Tot Inc per Cap: \$3.39
 Profit Margin: 18.7%

12+ METRO 1/4/SHARE		A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT		
1. WJBC	67/37.0	40.3	44.6	1. WJBC	77	1. WJBC	829/61.2
2. WBNQ-F	29/16.0	23.3	15.7	2. WBNQ-F	38	2. WBNQ-F	574/38.5
3. WMLA-F	15/ 8.3	---	---	3. WLS	25	3. WLS	508/27.7
4. WLS	13/ 7.2	8.5	9.6	4. WMAQ	24	4. WMAQ	422/20.1
WMAQ	13/ 7.2	7.4	5.4	5. WMLA-F	16	5. WGN	217/ 7.8
WGN	13/ 7.2	---	1.8	WWCT-F	16	6. WMLA-F	188/15.1
7. WIHN-F	7/ 3.9	3.4	6.0	7. WGN	12	7. WBBM	161/ 5.0
8. WSWT-F	3/ 1.7	1.1	2.4	8. WSWT-F	11	8. WKZW-F	157/ 7.3
WGN	3/ 1.7	---	1.8	9. WIHN-F	7	9. WWCT-F	142/ 9.7
WKZW-F	3/ 1.7	2.3	1.8	10. WBBM	5	10. WSWT-F	135/ 6.2

12+ FM SHARE (METRO): 41.18% (70 of 170) (A/M 79: 36.80%)
 12+ FM SHARE (TSA) : 38.43% (93 of 242) (A/M 79: 34.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLS	1. WBNQ-F	1. WJBC	1. WJBC	1. WJBC	1. WJBC
2. WBNQ-F	2. WJBC	2. WBNQ-F			
3. WJBC	3. WWCT-F	3. WWCT-F			

OTHER RATED STATIONS/METRO SHARE

WRBA	1440	Normal	.6	WIRL	1290	Peoria	.6
WBBM	780	Chicago	.6	WVEL	1140	Peoria	.6

FORMATS

	AM	FM	TOTAL	%
MOR/AC	71 (3)		71 (3)	41.2
ROCK/AOR/CONTEMP	14 (2)	45 (3)	59 (5)	34.7
COUNTRY	13 (1)	15 (1)	28 (2)	16.5
BTFM MUSIC	1 (1)	10 (2)	11 (3)	6.5
NEWS/TALK	1 (1)		1 (1)	0.6
			170 (14)	

RADIO STATIONS

WJBC, 1230, 1 KW/250 W, MOR	ABC-I, \$33.00	(Mc-Guild)
WBNQ-F, 101.5, 50 KW @ 460, ROCK (Drake-Chen)	, \$21.50	(Mc-Guild)
WIHN-F, 96.7, 3 KW @ 300, BTFM MUS	, \$16.00	(Roberts)
WMLA-F, 92.7, 3 KW @ 300, COUNTRY	NBC, \$ 8.10	(Walton)

For Other Stations - See Chicago & Peoria

NEWSPAPER

Bloomington Pantagraph AD 51,933

BOISE

Market # 198
 Revenue Rank # 191
 Income Rank # 376
 APR 14.0
 SMSA Pop: 160,600

Revenue : \$2,033,445
 Income : \$ -290,378
 % Rev Gain: 57.9% (?)
 Stations: 18/7
 Diaries: 628

National Rev: \$295,541
 Nat Rev per Cap: \$1.84
 Tot Rev per Cap: \$12.66
 Tot Inc per Cap: \$-1.81
 Profit Margin: ---

12+ METRO 1/4/SHARE		A/M 79	A/M 78	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KBOI	44/16.5	11.2	9.5	1. KBOI	61	1. KBOI	828/28.7
2. KIDQ-F	29/10.9	-----	---	2. KFXD	41	2. KFXD	745/25.7
3. KBOI-F	27/10.1	11.2	6.3	3. KIDQ-F	36	3. KBOI-F	507/20.9
4. KBXL-F	25/ 9.4	12.0	9.1	4. KBOI-F	34	4. KIDO	476/17.9
	KFXD 25/ 9.4	10.8	18.6	5. KBXL-F	32	5. KFXD-F	471/16.9
6. KGEM	22/ 8.2	10.8	16.6	6. KFXD-F	31	6. KGEM	449/17.4
7. KIDO	19/ 7.1	3.6	1.6	7. KGEM	29	7. KBXL-F	389/16.3
	KFXD-F 19/ 7.1	6.8	4.3	8. KIDO	27	8. KUUZ-F	298/11.4
9. KUUZ-F	13/ 4.9	8.8	4.7.	9. KUUZ-F	16	9. KIDQ-F	291/11.4
10. KBBK-F	10/ 3.7	8.0	5.1	10. KBBK-F	13	10. KBBK-F	222/ 8.7

12+ FM SHARE (METRO): 52.55% (134 of 255) (A/M 79: 54.08%)
 12+ FM SHARE (TSA) : 50.00% (175 of 350) (A/M 79: 51.07%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFXD	1. KIDQ-F	1. KBOI	1. KBOI	1. KBOI	1. KBOI
2. KUUZ-F	2. KBOI	2. KIDQ-F	2. KBOI-F	2. KBOI-F	2. KGEM
3. KFXD-F	3. KFXD	3. KFXD	3. KGEM	3. KBXL-F	3. KFXD

OTHER RATED STATIONS/METRO SHARE

KAIN	1340	Nampa	.4	KJOT-F	105.1	3.4
KBGN	1060	Caldwell	.7	KSPD	790	.4
KBRJ	950		1.5	KGO	810	San Francisco .4
KCID	1490	Caldwell	.7	KMFE-F	101.7	Emmett .7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	25 (1)	71 (4)	96 (5)	37.6
COUNTRY	45 (3)	11 (2)	56 (5)	22.0
BTFL MUSIC		52 (2)	52 (2)	20.4
MOR/AC	47 (3)		47 (3)	18.4
RELIGION	2 (1)		2 (1)	0.8
NEWS/TALK	1 (1)		1 (1)	0.4
UNKNOWN	1 (1)		1 (1)	0.4
			255 (18)	

RADIO STATIONS

KBOI, 670, 50 KW/25 KW (DA-N), AC/MOR	NBC, \$12.50 (Katz)	Pacific Northwest
KFXD, 580, 5 KW (DA-N), ROCK	, \$10.25 (Torbet)	
WGEM, 1140, 10 KW (DA-1), COUNTRY	ABC-I, \$17.76 (Eastman)	Hatch
KIDO, 630, 5 KW (DA-2), COUNTRY	MBS, \$12.75 (Blair)	
KBBK-F, 92.3, 44 KW @ 2500, ROCK	, \$ 8.00 (-----)	
KBOI-F, 97.9, 47 KW @ 2510, BTFL MUS (Bonne)	, \$11.50 (Katz)	Pacific Northwest
KBXL-F, 94.1, 25 KW @ 2500, BTFL MUS (TM)	, \$10.75 (Market 4)	
KFXD-F, 94.9, 46 KW @ 2520, ROCK (Drake-Chen)	, \$ 8.00 (Torbet)	
KIDQ-F, 104.3, 43 KW @ 2574, AOR (Burk-Abr)	, \$13.75 (Blair)	
KUUZ-F, 96.9, 44 KW @ 2520, ROCK	Source, \$ 8.00 (Howard)	Larson

TV STATIONS

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

NEWSPAPER :

Boise Idaho Statesman

M

56,330, Gannett

BOSTON

RDS Market # 6; ADI # 6
 FCC Revenue Rank # 8
 FCC Income Rank # 13
 APR 17.3
 MSA Pop: 3,917,399

Revenue : \$38,595,399
 Income : \$ 4,192,652
 % Rev Change: 12.2%
 Stations: 33/26
 Diaries: 1602

National Rev: \$15,351,523
 Nat Rev per Cap: \$3.92
 Tot Rev per Cap: \$9.85
 Tot Inc per Cap: \$1.07
 Profit Margin: 10.9%

12+ METRO	1/4/SHARE	J/F	O/N	J/A	A/M	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
		80	79	79	79			
1. WHDH	568/11.1	19.7	11.1	10.6	11.2	1. WBZ	12497/27.8	
2. WBZ	475/ 9.3	9.0	8.2	8.0	8.5	2. WHDH	8563/25.1	
3. WEEI	408/ 8.0	6.9	7.2	6.7	6.4	3. WEEI	7169/21.5	
4. WJIB-F	328/ 6.4	9.4	9.9	9.5	8.4	4. WJIB-F	6616/17.2	
5. WBCN-F	316/ 6.2	5.2	4.7	5.2	5.1	5. WRKO	6447/16.7	
6. WVBF-F	271/ 5.3	5.4	5.9	6.0	6.3	6. WVBF-F	6014/15.2	
7. WXKS-F	225/ 4.4	5.4	5.5	5.9	5.5	7. WROR-F	5339/11.8	
8. WCOZ-F	211/ 4.1	4.1	5.0	4.4	4.5	8. WAAF-F	4902/10.6	
9. WROR-F	206/ 4.0	3.8	3.3	2.6	3.3	9. WCOZ-F	4656/12.2	
10. WRKO	182/ 3.6	3.8	4.6	4.1	5.3	10. WXKS-F	4111/ 5.1	
11. WITS	177/ 3.5	3.3	4.1	5.0	4.5	11. WRKO	239	11. WXKS-F 4080/ 9.8
12. WEEI-F	149/ 2.9	5.1	4.4	3.6	3.0	12. WEEI-F	217	12. WEEI-F 4050/10.1
13. WXKS	145/ 2.8	1.9	---	---	.2	13. WITS	187	13. WITS 3299/10.4
14. WAAF-F	131/ 2.6	1.8	1.6	1.2	1.1	14. WHUE-F	164	14. WHUE-F 2678/ 7.1
15. WHUE-F	124/ 2.4	2.5	2.2	2.3	3.3	15. WXKS	148	15. WSSH-F 2271/ 5.1

12+ FM SHARE (METRO): 48.32% (2248 of 4652) (A/M 79: 52.92%)
 12+ FM SHARE (TSA) : 55.56% (3526 of 6346) (A/M 79: 58.28%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WVBF-F	1. WBCN-F	1. WHDH	1. WHDH	1. WHDH	1. WBZ
2. WXKS-F	2. WCOZ-F	2. WBCN-F	2. WBZ	2. WBZ	2. WHDH
3. WAAF-F	3. WROR-F	3. WBZ	3. WJIB-F	3. WJIB-F	3. WEEI
4. WRKO	4. WHDH	4. WROR-F	4. WBCN-F	4. WEEI	4. WVBF-F
5. WCOZ-F	5. WVBF-F	5. WCOZ-F	5. WEEI	5. WXKS	5. WJIB-F
6. WBZ	6. WXKS-F	6. WVBF-F	6. WROR-F	6. WHUE-F	6. WROR-F
7. WBCN-F	7. WEEI-F	7. WXKS-F	7. WRKO	7. WITS	7. WBCN-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	203 (2)	1351 (8)	1554 (10)	33.4
MOR/AC	1238 (7)		1238 (7)	26.6
BTFM MUSIC	78 (1)	552 (4)	630 (5)	13.5
NEWS/TALK	585 (2)		585 (2)	12.6
BLACK/DISCO	44 (1)	273 (2)	317 (3)	6.8
BIG BAND	145 (1)		145 (1)	3.1
RELIGION	68 (2)		68 (2)	1.5
CLASSICAL		47 (1)	47 (1)	1.0
UNKNOWN	43 (1)		43 (1)	0.9
COUNTRY		25 (1)	25 (1)	0.5
			4652 (33)	

BOSTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WBZ	1. WBZ	1. WXKS-F	WBOS-F	92.9 .9
2. WHDH	2. WHDH	2. WBZ	WBZ-F	106.7 .6
3. WEEI	3. WEEI	3. WEEI	WCAP	980 Lowell .4
4. WJIB-F	4. WJIB-F	4. WHDH	WCCM	800 Lawrence .6
5. WBCN-F	5. WRKO	5. WJIB-F	WCGY-F	93.7 Lawrence .7
6. WVBF-F	6. WVBF-F	6. WVBF-F	WCRB-F	102.5 .9
7. WROR-F	7. WROR-F	7. WRKO	WDLW	1330 .8
8. WCOZ-F	8. WBCN-F	8. WEEI-F	WESX	1230 Salem .8
9. WAAF-F	9. WCOZ-F	9. WCOZ-F	WEZE	1260 .4
10. WXKS-F	10. WEEI-F	10. WBCN-F	WHUE	1150 1.5
11. WRKO	11. WXKS-F		WILD	1090 .9
12. WEEI-F	12. WAAF-F		WJDA	1300 Quincy .9
13. WITS	13. WITS		WLLW	1400 Lowell .4
14. WHUE-F	14. WHUE-F		WNTN	1550 Newton 1.1
15. WXKS	15. WSSH-F		WROL	950 1.0
			WSSH-F	99.5 Lowell 1.6
			WOKQ-F	97.5 Dover, NH .5
ADI FM SHARE: 55.28% (3639 of 6583) (A/M 79: 56.32%)			WSRS-F	96.1 Worcester .4

AM STATIONS

WBZ, 1030, 50 KW	, MOR/TALK	ABC-E, \$133.75 (RAR)	Westinghouse
WEEI, 590, 5 KW (DA-1)	, NEWS	CBS, \$100.00 (CBS Spot)	CBS
WHDH, 850, 50 KW (DA-2)	, MOR	, \$202.50 (Blair)	Blair
WITS, 1510, 50 KW/5 KW (DA-1)	, TALK	NBC, \$ 93.75 (Katz)	Mariner
WRKO, 680, 50 KW (DA-2)	, ROCK	RKO, \$148.13 (RKO)	RKO
WXKS, 1430, 5 KW (DAYS)	, BIG BAND (Jim West)	, \$ 46.67 (MMR)	Heftel

FM STATIONS

WBCN-F, 104.1, 50 KW @ 742, AOR		, \$115.00 (Torbet)	Infinity
WCOZ-F, 94.5, 7 KW @ 1140, AOR		, \$132.50 (Blair)	Blair
WEEI-F, 103.3, 12 KW @ 890, SOFT CONTEMP		, \$ 88.75 (CBS FM)	CBS
WHUE-F, 100.7, 50 KW @ 500, BTFL MUS (Bonne)		ABC-I, \$ 58.00 (Eastman)	GCC
WJIB-F, 96.9, 9 KW @ 1010, BTFL MUS (Schulke)		, \$105.63 (Christal)	GE
WROR-F, 98.5, 6 KW @ 1191, CONTEMP		ABC-F, \$147.50 (RKO)	RKO
WSSH-F, 99.5, 40 KW @ 550, BTFL MUS (FM-100)		, \$ 32.80 (Selcom)	
WVBF-F, 105.7, 11 KW @ 954, ROCK		, \$111.25 (Mc-Guild)	Fairbanks
WXKS-F, 107.9, 21 KW @ 710, DISCO/ROCK (Burk-Abr)		, \$111.88 (MMR)	Heftel
WAAF-F, 107.3, 17 KW @ 784, AOR (Burk-Abr)		, \$ 61.12 (Katz)	Park City (WORCESTER)

TV STATIONS

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

NEWSPAPERS

Boston Globe	AD	482,578, Affiliated
Boston Herald American	M	263,584, Hearst

BRIDGEPORT

Market # 95 (48 on county basis)
 Revenue Rank # 141
 Income Rank # 102
 APR 17.2
 SMSA Pop: 411,200 (811,900 on county basis)

Revenue : \$2,859,654
 Income : \$ 353,752
 % Rev Change: 18.1%
 Stations : 29/4

National Rev: \$421,228
 Nat Rev per Cap: \$1.02
 Tot Rev per Cap: \$6.95
 Tot Inc per Cap: \$.86
 Profit Margin: 12.4%
 Diaries: 750

12+ METRO 1/4/SHARE		A/M 79	A/M 78	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WEZN-F	100/16.2	13.7	15.8	1. WEZN-F	148	1. WNBC	2243/32.2
2. WICC	93/15.1	16.7	17.0	2. WNBC	123	2. WICC	1963/46.0
3. WNBC	57/ 9.2	7.9	7.8	3. WICC	101	3. WEZN-F	1757/29.4
4. WNAB	51/ 8.3	8.6	7.4	4. WCBS	67	4. WCBS	1513/18.0
5. WDJZ	44/ 7.1	6.4	8.0	5. WNAB	52	5. WABC	850/ 8.6
6. WPLR-F	38/ 6.2	7.2	6.8	6. WDJZ	45	6. WNAB	756/20.1
7. WCBS	33/ 5.3	4.1	2.2	WPLR-F	45	7. WRKI-F	755/10.2
8. WKCI-F	22/ 3.6	3.0	1.0	8. WRKI-F	38	8. WPLR-F	721/14.5
9. WRKI-F	17/ 2.8	2.4	2.1	9. WOR	37	9. WHN	582/ 6.5
10. WOR	15/ 2.4	2.4	2.8	10. WHN	31	10. WINS	550/ 4.3

12+ FM SHARE (METRO): 40.64% (230 of 566) (A/M 79: 37.09%)

12+ FM SHARE (TSA) : 42.58% (413 of 970) (A/M 79: 44.69%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNBC	1. WICC	1. WICC	1. WICC	1. WEZN-F	1. WICC
2. WPLR-F	2. WPLR-F	2. WEZN-F	2. WEZN-F	2. WICC	2. WNBC
3. WICC	3. WNBC	3. WNBC	3. WNBC	3. WDJZ	3. WCBS
WRKI-F	4. WKCI-F	4. WPLR-F	4. WDJZ	4. WNAB	4. WEZN-F

OTHER RATED STATIONS/METRO SHARE

WDJF-F	107.9	Westport	.3	WKTU-F	92.3	New York	.5
WABC	770	New York	.6	WLYQ-F	95.9	Norwalk	1.0
WADS	690	Ansonia	1.8	WMCA	570	New York	.8
WBLI-F	106.1	Patchogue, NY	.6	WMMM	1260	Westport	.3
WBLS-F	107.5	New York	1.9	WNEW	1130	New York	.5
WCBS-F	101.1	New York	.8	WPLJ-F	95.5	New York	.5
WDRC-F	102.9	Hartford	.5	WQXR-F+	96.3	New York	1.0
WHN	1050	New York	2.1	WRFM-F	105.1	New York	1.0
WINS	1010	New York	.6	WVYZ-F	92.5	Waterbury	.6

FORMATS	AM	FM	TOTAL	%
MOR/AC	202 (5)		202 (5)	35.7
ROCK/AOR/CONT	61 (2)	104 (10)	165 (12)	29.2
BTFL MUSIC	2 (1)	106 (2)	108 (3)	19.1
NEWS/TALK	57 (4)		57 (4)	10.1
BLACK/DISCO		15 (2)	15 (2)	2.7
COUNTRY	13 (1)		13 (1)	2.3
CLASSICAL	1 (1)	5 (1)	6 (2)	1.1

566 (29)

RADIO STATIONS

WDJZ , 1530, 5 KW (DAYS, DA)	, MOR/NOSTALGIA	ABC-E, \$21.00	(Sav-Gates)
WICC , 600, 1 KW/500 W (DA-1), AC		, \$31.33	(Roslin) WGN Cont
WNAB , 1450, 1 KW/250 W	, MOR	ABC-I, \$24.50	(P/W)
WEZN-F, 99.9, 25 KW @ 680, BTFL MUS (TM)		, \$57.20	(Katz) Park City
WRKI-F, 95.1, 50 KW @ 500, ROCK		, \$26.00	(Roslin) (DANBURY)

Other Stations - See New York, Hartford, New Haven

NEWSPAPER Bridgeport Post Telegram ME 93,388

BUFFALO

Market # 30; ADI # 29
 FCC Revenue Rank # 29
 FCC Income Rank # 26
 APR 15.9
 SMSA Pop: 1,296,200

Revenue : \$14,083,026
 Income : \$ 2,667,260
 % Rev Change: 9.7%
 Stations: 24/18
 Diaries: 1554

National Rev: \$4,343,885.
 Nat Rev per Cap: \$3.35
 Tot Rev per Cap: \$10.86
 Tot Inc per Cap: \$2.06
 Profit Margin: 18.9%

12+ METRO	1/4/SHARE	O/N		A/M		12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		79	79	78	78						
1. WJYE-F	227/13.3	15.6	14.9	13.8	12.9	1. WBEN-F	242	1. WGR	4203	29.3	
2. WBEN	208/12.2	14.3	13.3	13.9	12.5	2. WJYE-F	241	2. WKBW	4122	31.0	
3. WKBW	157/ 9.2	10.9	14.0	12.8	16.5	3. WBEN	224	3. WBEN-F	3915	24.8	
4. WBEN-F	155/ 9.1	7.7	8.3	7.6	5.7	4. WGR	199	4. WBEN	3268	27.5	
5. WGR	153/ 9.0	11.0	10.5	10.2	11.2	5. WKBW	189	5. WJYE-F	2974	26.0	
6. WGRQ-F	115/ 6.7	3.6	5.4	5.1	4.5	6. WGRQ-F	142	6. WGRQ-F	1849	13.8	
7. WBLK-F	92/ 5.4	5.6	3.8	3.2	4.2	7. WBLK-F	92	7. WPHD-F	1670	14.4	
8. WADV-F	86/ 5.0	3.6	4.3	5.5	4.4	8. WPHD-F	89	8. WBLK-F	1180	11.0	
WPHD-F	86/ 5.0	4.0	3.4	4.0	3.4	9. WADV-F	88	9. WADV-F	1085	9.7	
10. WWOL	43/ 2.5	3.0	2.7	2.1	2.3	10. WWOL	46	10. WYSL	1035	9.6	
11. WYSL	38/ 2.2	1.6	.9	2.0	2.4	11. WYSL	38	11. WFXZ-F	736	5.6	
12. WUFO	32/ 1.9	1.6	1.9	1.7	.9	12. WWOR-F	34	12. WWOR-F	622	5.3	

12+ FM SHARE (METRO): 55.28% (854 of 1545) (A/M 79: 48.65%)
 12+ FM SHARE (TSA) : 55.56% (999 of 1798) (A/M 79: 49.58%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBEN-F	1. WGRQ-F	1. WGR	1. WJYE-F	1. WJYE-F	1. WBEN
2. WGRQ-F	2. WBEN-F	2. WBEN-F	2. WGR	2. WBEN	2. WKBW
3. WKBW	3. WPHD-F	WJYE-F	3. WBEN	3. WADV-F	3. WGR
4. WBLK-F	4. WKBW	4. WKBW	4. WKBW	4. WGR	4. WJYE-F
5. WPHD-F	5. WGR	5. WGRQ-F	5. WADV-F	5. WKBW	5. WBEN-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	157 (1)	427 (7)	584 (8)	37.8
MOR/AC	417 (5)		417 (5)	27.0
BTFL MUSIC		329 (4)	329 (4)	21.3
BLACK/DISCO	32 (1)	92 (1)	124 (2)	8.0
COUNTRY	63 (2)		63 (2)	4.1
UNKNOWN	22 (2)		22 (2)	1.4
RELIGION		6 (1)	6 (1)	0.4
			1545 (24)	

BUFFALO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WJYE-F	1. WGR	1. WBEN	WECK	1230 Cheektowaga .9
2. WBEN-F	2. WKBW	2. WGR	WFXZ-F	92.9 1.4
3. WBEN	3. WBEN-F	3. WJYE-F	WHL D	1270 Niagara Falls .6
4. WGR	4. WBEN	4. WKBW	WHL D-F	98.5 Niagara Falls .5
5. WKBW	5. WJYE-F	5. WBLK-F	WJL	1440 Niagara Falls .4
6. WGRQ-F	6. WGRQ-F	6. WBEN-F	WWOR-F	104.1 1.8
7. WBLK-F	7. WPHD-F	7. WGRQ-F	WXRL	1300 Lancaster 1.2
8. WADV-F	8. WBLK-F	8. WPHD-F	WBIV-F	107.7 Wethersfield .4
9. WPHD-F	9. WADV-F	9. WADV-F	CBL	740 Toronto .4
10. WWOL	10. WYSL		CHRE-F	105.7 St. Catherines .5
11. WJTN	11. WFXZ-F		CHUM-F	104.5 Toronto .4
12. WYSL	12. WWOL		CILQ-F	107.1 Toronto .6
13. WUFO	13. WWOR-F			
14. WWOR-F	14. WUFO			
15. WFXZ-F	15. WJTN			

ADI FM SHARE: 52.08% (1054 of 2024) (A/M 79: 46.96%)

AM STATIONS

WBEN, 930, 5 KW (DA-N), AC/MOR	NBC, \$85.76 (Eastman)	
WGR, 550, 5 KW (DA-N), MOR	ABC-E, \$92.50 (Katz)	Taft
WKBW, 1520, 50 KW (DA-1), ROCK	, \$68.50 (Blair)	Capital Cities
WUFO, 1080, 1 KW (DAYS), BLACK	MBS,SBN, \$13.00 (HR/Stone)	Sheridan
WWOL, 1120, 1 KW (DAYS), COUNTRY	ABC-I, \$16.25 (----)	Associated
WYSL, 1400, 1 KW/250 W, MOR	CBS, \$25.00 (Masla)	
WJTN, 1240, 500 W/250 W, MOR	ABC-E, \$13.50 (Masla)	Goldman (JAMESTOWN)

FM STATIONS

WADV-F, 106.5, 30 KW @ 400, BTFL MUS	, \$22.00 (Sav-Gates)	
WBEN-F, 102.5, 110 KW @ 1800, ROCK (TM)	, \$49.50 (Eastman)	
WBLK-F, 93.7, 50 KW @ 380, BLACK/DISCO	NBN, \$25.00 (PRO)	
WFXZ-F, 92.9, 91 KW @ 630, SOFT ROCK	, \$30.63 (Selcom)	Liggett
WGRQ-F, 96.9, 13 KW @ 890, AOR (Burk-Abr)	, \$37.50 (Katz)	Taft
WJYE-F, 96.1, 50 KW @ 480, BTFL MUS (Schulke)	, \$60.22 (Torbet)	McCormick
WPHD-F, 103.3, 49 KW @ 423, AOR	ABC-C, \$45.00 (Masla)	
WWOR-F, 104.1, 50 KW @ 250, CONTEMP/AC	MBS, \$16.25 (----)	Associated

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	126,825
Buffalo News	E	265,318
Niagara Falls Gazette	E	30,259, Gannett

BURLINGTON-PLATTSBURGH ADI

APR 16.7
ALL OTHER INFO IS UNAVAILABLE

<u>12+ METRO 1/4/SHARE</u>		<u>A/M 79</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WKDR	83/10.3	10.3	9.2	1. WKDR 83	1. WQCR-F 887/18.4
2. WQCR-F	76/ 9.5	6.5	6.7	2. WQCR-F 76	2. WEZF-F 682/13.8
3. WEZF-F	60/ 7.5	6.4	5.5	3. WEZF-F 60	3. WKDR 541/11.2
4. CHOM-F	51/ 6.4	.7	2.3	4. CHOM-F 51	4. CHOM-F 531/11.0
5. WDEV	29/ 3.6	3.3	4.4	5. WDEV 29	5. WVMT 511/10.6
6. WIPS	24/ 3.0	1.4	---	6. WIPS 24	6. WDEV 462/ 9.5
7. WORK-F	22/ 2.7	1.9	1.5	WHOM-F 24	7. WHOM-F 428/ 6.3
8. CKGM	21/ 2.6	2.1	3.7	8. CKGM 23	8. WECM-F+ 377/ 4.3
9. WGFB-F	19/ 2.4	1.3	.8	WECM-F+ 23	9. CKGM 360/ 7.2
WLFE-F	19/ 2.4	1.8	1.9	10. WORK-F 22	10. WGFB-F 344/ 7.1

12+ FM SHARE (METRO): 46.98% (335 of 713) (A/M 79: 53.89%)

12+ FM SHARE (TSA) : 47.54% (367 of 772) (A/M 79: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WQCR-F	1. WQCR-F	1. WKDR	1. WKDR	1. WKDR	1. WEZF-F
2. CHOM-F	2. CHOM-F	2. WQCR-F	2. WEZF-F	2. WEZF-F	2. WQCR-F
	3. WKDR	3. CHOM-F	3. WQCR-F	3. WDEV	WKDR

OTHER RATED STATIONS/METRO SHARE

WCFR+	1480	Springfield	.4	WRUT-F	97.1	Rutland	1.7
WCVM-F	100.9	Middlebury	1.2	WSKI	1240	Montpelier	.7
WCVR	1320	Randolph	.9	WSNO	1450	Barre	2.0
WDOT	1400	Burlington	1.1	WSTJ	1340	St. Johnsbury	1.6
WEAV	960	Plattsburgh	1.4	WSYB	1380	Rutland	1.6
WFAD	1490	Middlebury	1.2	WVMT	620	Burlington	2.4
WHWB	1000	Rutland	1.0	WWSR	1420	St. Albans	.7
WHWB-F	98.1	Rutland	1.5	WDCR	1340	Hanover, NH	.6
WICY	1490	Malone, NY	2.2	WFLY-F	92.3	Troy	.5
WIKE	1490	Newport	1.1	WGY	810	Schenectady	.4
WIRD	920	Lake Placid	1.4	WHOM-F	94.9	Mt. Washington, NH	2.2
WIRY	1340	Plattsburgh	1.7	WKBW	1520	Buffalo	.4
WJOY	1230	Burlington	.9	WPTR	1540	Albany	.5
WNBZ	1240	Saranac Lake, NY	1.1	WROW-F	95.5	Albany	1.0
WNCS-F	96.7	Montpelier	1.1	WTSL	1400	Hanover, NH	1.5
WNHV	910	White Riv Jct	1.1	WECM-F+	106.1	Claremont, NH	1.1

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	79 (9)	233 (10)	312 (19)	44.1
MOR/AC	175 (14)		175 (14)	24.8
COUNTRY	99 (2)	12 (1)	111 (3)	15.7
BTFL MUSIC	5 (1)	90 (4)	95 (5)	13.4
UNKNOWN	14 (1)		14 (1)	2.0

707 (42)

RADIO STATIONS

WDEV, 550, 5 KW/1 KW (DA-2), MOR	, \$ 8.00 (Devney)	(WATERBURY)
WIPS, 1250, 1 KW (DAYS) , MOR	ABC-I, \$ 4.25 (Masla)	(TICONDEROGA)
CKGM, 980, 10 KW , CONTEMP	, \$? ? (All Canada)	
WKDR, 1070, 5 KW (DAYS) , COUNTRY	ABC-E, \$ 9.95 (PRO)	(PLATTSBURGH)
WVMT, 620, 5 KW (DA-2) , MOR	NBC, \$12.30 (Torbet)	Goldman (BURLINGTON)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

CANTON

Market # 96
 Revenue Rank # 102
 Income Rank # 68
 APR 16.2
 SMSA Pop: 405,600

Revenue : \$4,487,115
 Income : \$ 759,553
 % Rev Change: 13.0%
 Stations: 25/8
 Diaries: 716

National Rev: \$968,715
 Nat Rev per Cap: \$2.39
 Tot Rev per Cap: \$11.06
 Tot Inc per Cap: \$1.87
 Profit Margin: 16.9%

12+ METRO	1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WHBC	107/19.6	23.0	18.4	1. WHBC	111	1. WHBC 1487/41.7
2. WHBC-F	69/12.7	7.8	12.8	2. WHBC-F	76	2. WGAR 842/19.6
3. WMMS-F	50/ 9.2	7.2	5.2	3. WMMS-F	54	3. WHBC-F 815/21.0
4. WOOS-F	49/ 9.0	9.9	3.8	4. WOOS-F	53	4. WOOS-F 787/20.4
5. WGAR	28/ 5.1	7.8	9.4	5. WGAR	31	5. WMMS-F 672/16.0
6. WSLR	27/ 5.0	3.9	2.6	6. WSLR	30	6. WWWE 528/ 7.3
7. WDJQ-F	24/ 4.4	2.7	2.6	7. WDJQ-F	25	7. WQIO 492/ 8.6
8. WHLO	17/ 3.1	4.1	1.8	8. WDBN-F	24	8. WHLO 384/ 8.6
9. WQIO	16/ 2.9	3.5	7.0	9. WGCL-F	21	9. WDJQ-F 369/10.2
10. WQXK-F	14/ 2.6	---	---	WHLO	21	10. WDBN-F 354/ 7.4

12+ FM SHARE (METRO): 50.91% (253 of 497) (A/M 79: 43.37%)
 12+ FM SHARE (TSA) : 52.83% (308 of 583) (A/M 79: 44.07%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WOOS-F	1. WMMS-F	1. WMMS-F	1. WHBC	1. WHBC	1. WHBC
2. WMMS-F	2. WOOS-F	2. WOOS-F	2. WHBC-F	2. WHBC-F	2. WHBC-F
	3. WGAR	3. WHBC	3. WOOS-F	3. WSLR	3. WMMS-F

OTHER RATED STATIONS/METRO SHARE

WFAH	1310	Alliance	2.2	WGCL-F	98.5	Cleveland	.9
WINW	1520		1.1	WJW	850		.6
WNYN	900		2.2	WKBN-F	98.9	Youngstown	1.3
WTOF-F	98.1		.4	WKDD-F	96.5	Akron	.6
KDKA	1020	Pittsburgh	.4	WWWE	1100	Cleveland	2.0
WAEZ-F	97.5	Akron	1.7	WWWM-F	105.7	Cleveland	1.7
WAKR	1590	Akron	.6	WYFM-F	102.9	Sharon, PA	.4
WDBN-F	94.9	Medina	1.8				

FORMATS

	AM	FM	TOTAL	%
MOR/AC	166 (7)		166 (7)	33.4
ROCK/AOR/CONTEMP	22 (2)	142 (7)	164 (9)	33.0
BTFL MUSIC		95 (4)	95 (4)	19.1
COUNTRY	39 (2)	14 (1)	53 (3)	10.7
NEWS/TALK	17 (1)		17 (1)	3.4
RELIGION		2 (1)	2 (1)	0.4
			497 (25)	

RADIO STATIONS

WHBC, 1480, 5 KW (DA-N)	, MOR	ABC-E, \$36.00	(Torbet)
WQIO, 1060, 5 KW (DAYS,DA)	, ROCK	, \$13.00	(Selcom)
WDJQ-F, 92.5,	27 KW @ 140, CONTEMP	, \$ 7.00	(-----) (ALLIANCE)
WHBC-F, 94.1,	44 KW @ 361, BTFL MUS (Bonne)	, \$17.13	(Torbet)
WOOS-F, 106.9,	28 KW @ 341, CONTEMP (Century 21)	, \$13.75	(Howard)
WQXK-F, 105.1,	100 KW @ 400, COUNTRY	, \$ 6.00	(----) (SALEM)

FOR OTHER STATIONS SEE AKRON AND CLEVELAND

<u>TV STATION</u>	WJAN	Canton	17	IND
<u>NEWSPAPER</u>	Canton Repository	E	65,688,	Thomson

CASPER

Market # 344
 Revenue Rank # 160
 Income Rank # 79
 APR 13.8
 SMSA Pop: 65,400

Revenue : \$2,479,908
 Income : \$ 561,124
 % Rev Gain: 41.0%
 Stations: 6/4
 Diaries: 563

National Rev: \$295,525
 Nat Rev per Cap: \$4.52
 Tot Rev per Cap: \$37.92
 Tot Inc per Cap: \$8.58
 Profit Margin: 22.6%

12+ METRO 1/4/SHARE A/M 79

1. KTWO	22/29.7	23.8
KATI	22/29.7	30.2
3. KVOC	20/27.0	34.9
4. KAWY-F	6/ 8.1	9.5
5. KPPL-F	2/ 2.7	---
6. KAZY-F	1/ 1.4	---

12+ TSA 1/4

1. KTWO	30
2. KATI	22
KVOC	22
4. KAWY-F	9
5. KPPL-F	5
6. KAZY-F	3

12+ TSA CUME/MSA CUME RAT

1. KTWO	398/44.8
2. KATI	248/46.3
3. KVOC	246/40.3
4. KAWY-F	107/16.2
5. KPPL-F	50/ 4.3
6. KAZY-F	33/ 3.9

12+ FM SHARE (METRO): 12.33% (9 of 73) (A/M 79: 9.68%)

12+ FM SHARE (TSA) : 18.68% (17 of 91) (A/M 79: 12.20%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KATI	1. KATI	1. KATI	1. KTWO	1. KTWO	1. KTWO
	2. KTWO	2. KTWO	KVOC	2. KVOC	2. KVOC
	KVOC	KVOC	3. KATI		3. KATI

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	22 (1)	9 (3)	31 (4)	42.5
MOR/AC	22 (1)		22 (1)	30.1
COUNTRY	20 (1)		20 (1)	27.4
			73 (6)	

RADIO STATIONS

KATI, 1400, 1 KW/250 W , CONTEMP	CBS, \$15.00 (Masla)	
KTWO, 1030, 50 KW (DA-N), MOR	NBC, \$24.75 (Katz)	Harriscope
KVOC, 1230, 1 KW/250 W , COUNTRY	ABC-C, \$16.25 (Eastman)	
KAWY-F, 94.5, 65 KW @ 1908, ROCK	, \$13.00 (Masla)	

KPPL-F, KAZY-F - See Denver

TV STATION

KTWO Casper 2 ABC(primary), NBC, CBS, Harriscope

NEWSPAPER

Casper Star-Tribune M 30,687

CEDAR RAPIDS

Market # 190
 Revenue Rank # 105
 Income Rank # 98
 APR 14.1
 SMSA Pop: 168,800

Revenue : \$4,263,366
 Income : \$ 368,690
 % Rev Gain: 9.4%
 Stations: 14/7
 Diaries: 589

National Rev: \$884,692
 Nat Rev per Cap: \$5.24
 Tot Rev per Cap: \$25.26
 Tot Inc per Cap: \$2.18
 Profit Margin: 8.6%

12+ METRO 1/4/SHARE A/M 79 A/M 78

1. WMT	52/26.5	29.3	27.4
2. KCRG	26/13.3	12.8	15.3
3. KQCR-F	21/10.7	13.8	9.5
4. WMT-F	19/ 9.7	10.6	8.4
5. KHAK	16/ 8.2	5.3	7.4

12+ TSA 1/4

1. WMT	173
2. KRNA-F	57
3. KQCR-F	44
4. KCRG	39
5. KHAK-F	38

12+ TSA CUME/MSA CUME RAT

1. WMT	1912/46.1
2. KCRG	977/38.5
3. KRNA-F	806/16.4
4. KQCR-F	728/22.7
5. WHO	595/ 5.3

12+ FM SHARE (METRO): 42.02% (79 of 188) (A/M 79: 35.26%)
 12+ FM SHARE (TSA) : 46.11% (243 of 527) (A/M 79: 25.10%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KQCR-F	1. KCRG	1. KCRG	1. WMT	1. WMT	1. WMT
2. KLWW	2. KQCR-F	2. WMT	2. KCRG	2. WMT-F	
KRNA-F	3. KRNA-F	3. KQCR-F	3. KHAK-F	3. KHAK-F	

OTHER RATED STATIONS/METRO SHARE

KKRQ-F	100.7	Iowa City	.5	WGN	720	Chicago	.5
KOEL-F	92.3	Oelwein	.5	WHO	1040	Des Moines	.5

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTENT	39 (2)	39 (4)	78 (6)	41.5
MOR/AC	53 (2)		53 (2)	28.2
COUNTRY	16 (1)	17 (2)	33 (3)	17.6
BTFL MUSIC		19 (1)	19 (1)	10.1
RELIGION		4 (1)	4 (1)	2.1
NEWS/TALK		1 (1)	1 (1)	0.5
			<u>188 (14)</u>	

RADIO STATIONS

KCRG, 1600, 5 KW (DA-N) , CONTENT	ABC-C, \$19.00 (Mc-Guild)	CR Gazette
KHAK, 1360, 1 KW (DAYB,DA), COUNTRY	, \$22.33 (Torbet)	Stoner
KLWW, 1450, 1 KW/250 W , CONTENT	, \$15.75 (Eastman)	Blackhawk
WMT , 600, 5 KW (DA-N) , MOR	, \$37.25 (Katz)	Orion
KHAK-F, 98.1, 100 KW @ 485, COUNTRY	ABC-E, \$22.33 (Torbet)	Stoner
KQCR-F, 102.9, 100 KW @ 350, ROCK (Drake-Chen)	, \$19.50 (HR/Stone)	
KOEL-F, 92.3, 100 KW @ 1501, COUNTRY	ABC-F, \$17.00 (PRO)	Stuart
KRNA-F, 93.9, 100 KW @ 590, ROCK	, \$17.00 (Boslin)	(IOWA CITY)

TV STATIONS

FDDB	Decorah	40	ABC, Lloyd
KCRG	Cedar Rapids	9	ABC, Cedar Rapids Gazette
KRWL	Waterloo	7	NBC, Blackhawk
WMT	Cedar Rapids	2	CBS, Orion

NEWSHAPER

Cedar Rapids Gazette 5 68,000

CHARLESTON, SC

Market # 99
 Revenue Rank # 106
 Income Rank # 159
 APR 16.5
 SMSA Pop: 395,500

Revenue : \$4,248,187
 Income : \$ 179,858
 % Rev Gain: 20.5%
 Stations: 15/13
 Diaries: 585

National Rev: \$644,471
 Nat Rev per Cap: \$1.63
 Tot Rev per Cap: \$10.74
 Tot Inc per Cap: \$.45
 Profit Margin: 4.2%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 79</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WXTC-F 67/13.1	13.8	13.6	1. WXTC-F 88	1. WDWQ-F 1001/21.5
2. WPAL 52/10.2	11.8	11.5	2. WDWQ-F 82	2. WXTC-F 929/23.3
3. WEZL-F 51/10.0	5.5	8.1	3. WPXI-F 55	3. WCSC 915/27.8
WCSC 51/10.0	13.4	4.2	4. WCSC 53	4. WTMA 871/28.0
5. WDWQ-F 46/ 9.0	5.3	.8	WPAL 53	5. WKTM-F 745/21.7
6. WTMA 45/ 8.8	10.0	12.5	6. WEZL-F 52	6. WPXI-F 732/18.6
7. WPXI-F 42/ 8.2	10.4	16.5	7. WTMA 45	7. WEZL-F 559/17.3
WKTM-F 42/ 8.2	12.8	11.3	8. WKTM-F 44	8. WPAL 523/16.2
9. WQSN 23/ 4.5	3.1	3.3	9. WQIZ 43	9. WQIZ 269/ 3.4
10. WQIZ 18/ 3.5	.4	1.3	10. WQSN 23	10. WWVZ-F 258/ 8.3

12+ FM SHARE (METRO): 55.02% (263 of 478) (A/M 79: 54.82%)

12+ FM SHARE (TSA) : 58.03% (336 of 579) (A/M 79: 56.26%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WDWQ-F	1. WKTM-F	1. WPAL	1. WXTC-F	1. WXTC-F	1. WXTC-F
2. WTMA	2. WPAL	WEZL-F	2. WEZL-F	2. WEZL-F	2. WCSC
3. WKTM-F	3. WPXI-F	3. WXTC-F	3. WCSC	3. WQSN	3. WEZL-F
4. WCSC	4. WCSC	4. WCSC	4. WPAL	4. WPAL	4. WDWQ-F

OTHER RATED STATIONS/METRO SHARE

WAZS 980	Summerville	1.0	WOKE 1340		2.1
WBER 950	Moncks Corner	.6	WWVZ-F 93.5	Summerville	2.9
WNCG 910		1.4			

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	96 (2)	103 (3)	199 (5)	41.6
BLACK/DISCO	52 (1)	42 (1)	94 (2)	19.7
BTFL MUSIC		67 (1)	67 (1)	14.0
COUNTRY	8 (2)	51 (1)	59 (3)	12.3
BIG BAND	23 (1)		23 (1)	4.8
MOR/AC	18 (2)		18 (2)	3.8
RELIGION	18 (1)		18 (1)	3.8

478 (15)

RADIO STATIONS

WCSC, 1390, 5 KW (DA-N)	, CONTEMP/AC	, \$33.00	(Mc-Guild)
WPAL, 730, 1 KW (DAYS)	, BLACK	NBN, \$24.00	(Howard) Brothers
WQIZ, 810, 5 KW (DAYS)	, RELIGION	SBN, \$ 8.00	(----) (ST. GEORGE)
WQSN, 1450, 1 KW/250 W	, BIG BAND (Jim West)	ABC-E, \$ 9.45	(Carpenter)
WTMA, 1250, 5 KW/1 KW (DA-N),	ROCK	MBS, \$23.50	(Eastman)
WDWQ-F, 107.5, 100 KW @ 585,	ROCK	, \$ 7.50	(----) (ST. GEORGE)
WEZL-F, 103.5, 25 KW @ 280,	COUNTRY	NBC, \$18.00	(Masla)
WKTM-F, 102.5, 50 KW @ 220,	ROCK	ABC-C, \$23.63	(Torbet)
WPXI-F, 95.1, 100 KW @ 432,	BLACK	MBS, \$23.50	(Eastman)
WWVZ-F, 93.5, 3 KW @ 510,	ROCK	ABC-F, \$18.50	(Howard) Brothers
WXTC-F, 96.9, 100 KW @ 782,	BTFL MUS (TM)	, \$33.00	(Mc-Guild)

TV STATIONS

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

NEWSPAPERS

Charleston Post	E	36,912	Aiken Standard	E	12,579
Charleston News and Courier	M	67,057			

CHARLESTON, WV

Market # 147
 Revenue Rank # 121
 Income Rank # 75
 APR 15.5
 SMSA Pop: 258,900

Revenue : \$3,585,982
 Income : \$ 636,861
 % Rev Gain: 16.9%
 Stations: 12/10
 Diaries: 513

National Rev: \$858,147
 Nat Rev per Cap: \$3.31
 Tot Rev per Cap: \$13.85
 Tot Inc per Cap: \$2.46
 Profit Margin: 17.8%

12+ METRO	1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WVAF-F	69/20.4	15.3	8.6	1. WVAF-F 111	1. WVAF-F 1205/31.8
2. WCAW	44/13.0	16.3	17.8	2. WQBE-F 80	2. WCHS 1049/30.1
3. WCHS	41/12.1	12.2	12.3	3. WCAW 66	3. WCAW 972/23.3
4. WKAZ	39/11.5	12.2	16.3	4. WCHS 58	4. WQBE-F 894/12.6
5. WQBE-F	28/ 8.3	8.1	3.4	5. WKAZ 41	5. WKAZ 806/30.6
6. WKLC-F	25/ 7.4	1.9	3.1	6. WKLC-F 40	6. WKLC-F 468/13.4
7. WTIP	23/ 6.8	5.3	9.5	7. WBES-F 25	7. WBES-F 401/12.6
8. WTIO-F	17/ 5.0	9.1	4.9	8. WTIP 23	8. WTIP 280/11.5
WBES-F	17/ 5.0	6.3	6.7	9. WTIO-F 17	9. WTIO-F 252/11.1
10. WEMM-F	4/ 1.2	---	.6	10. WEMM-F 11	10. WEMM-F 161/ 2.9
12+ FM SHARE (METRO):		50.79%	(160 of 315)	(A/M 79: 45.30%)	
12+ FM SHARE (TSA) :		59.04%	(284 of 481)	(A/M 79: 48.44%)	

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WVAF-F	1. WVAF-F	1. WVAF-F	1. WCAW	1. WCAW	1. WCHS
	2. WKAZ	2. WKAZ	2. WCHS	2. WCHS	2. WQBE-F
	3. WKLC-F	3. WCAW	WKAZ	3. WTIO-F	3. WCAW
					4. WVAF-F

OTHER RATED STATIONS/METRO SHARE

WZTQ	1080	Hurricane	1.2	WEMM-F	107.9	Huntington	1.2
------	------	-----------	-----	--------	-------	------------	-----

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	43 (2)	94 (2)	137 (4)	43.5
COUNTRY	44 (1)	28 (1)	72 (2)	22.9
BTFL MUSIC	23 (1)	34 (2)	57 (3)	18.1
MOR/AC	45 (2)		45 (2)	14.3
RELIGION		4 (1)	4 (1)	1.3
			315 (12)	

RADIO STATIONS

WCAW, 680, 50 KW/250 W (DA-N), COUNTRY	ABC-E, \$40.95 (Eastman)	Capitol
WCHS, 580, 5 KW (DA-N), MOR/AC	CBS, \$32.25 (Blair)	Rollins
WKAZ, 950, 5 KW/1 KW (DA-N), CONTEMP	ABC-C, \$30.50 (Mc-Guild)	Nininger
WTIP, 1240, 1 KW/250 W, BTFL MUS	NBC \$11.70 (Masla)	
WXIT, 1490, 1 KW/250 W, ROCK	ABC-1, \$10.00 (PRO)	
WBES-F, 96.1, 50 KW @ 830, BTFL MUS (Bonne)	, \$15.25 (Blair)	Rollins
WKLC-F, 105.1, 50 KW @ 500, AOR (Bark-Abr)	, \$10.00 (Torbet)	
WQBE-F, 97.5, 50 KW @ 500, COUNTRY	, \$30.50 (Mc-Guild)	Nininger
WTIO-F, 102.7, 50 KW @ 540, BTFL MUS	, \$11.70 (Masla)	
WVAF-F, 99.9, 50 KW @ 497, ROCK	ABC-F, \$40.95 (Eastman)	Capitol

FOR TV, ADI AND NEWSPAPER INFO SEE HUNTINGTON

WEMM-F - See Huntington

CHARLOTTE

Market # 67; ADI # 32
 Revenue Rank # 36
 Income Rank # 35
 APR 14.9
 SMSA Pop: 605,300

Revenue : \$11,716,092
 Income : \$ 1,450,016
 % Rev Change: 15.8%
 Stations: 19/20
 Diaries: 859

National Rev: \$2,951,387
 Nat Rev per Cap: \$4.88
 Tot Rev per Cap: \$19.36
 Tot Inc per Cap: \$2.40
 Profit Margin: 12.4%

	O/N	A/M	O/N	A/M					
12+ METRO 1/4/SHARE	79	79	78	78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT	
1. WBT	117/15.6	17.2	17.7	17.7	21.2	1. WSOC-F	268	1. WBT	3812/35.2
2. WSOC-F	82/10.9	12.6	14.4	9.8	7.2	2. WBT	250	2. WSOC-F	3163/20.8
3. WAYS	73/ 9.7	10.4	11.1	11.9	18.0	3. WROQ-F	244	3. WROQ-F	2854/19.5
4. WROQ-F	69/ 9.2	11.1	6.9	7.3	10.5	4. WEZC-F	169	4. WAYS	2047/26.7
5. WEZC-F	66/ 8.8	6.8	10.2	14.2	5.1	5. WPEG-F	105	5. WEZC-F	1904/15.4
6. WBCY-F	52/ 6.9	7.2	8.2	7.4	7.8	6. WBCY-F	99	6. WBCY-F	1663/14.6
7. WGIV	48/ 6.4	5.4	5.5	6.8	6.1	7. WAYS	97	7. WPEG-F	1197/11.9
8. WPEG-F	47/ 6.3	4.9	5.3	.8	1.9	8. WSOC	59	8. WSOC	1000/14.6
9. WSOC	46/ 6.1	4.7	3.5	5.2	6.3	9. WGIV	52	9. WGIV	687/12.0
10. WZXI-F	22/ 2.9	2.6	1.0	1.7	.9	10. WSPA-F	44	10. WZXI-F	608/ 6.9

12+ FM SHARE (METRO): 49.08% (345 of 703) (A/M 79: 48.82%)
 12+ FM SHARE (TSA) : 64.38% (965 of 1499) (A/M 79: 59.46%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WROQ-F	1. WBT	1. WBT	1. WBT	1. WBT	1. WROQ-F+
2. WPEG-F	2. WBCY-F	2. WAYS	2. WSOC-F	2. WEZC-F	2. WBT
WAYS	3. WROQ-F	3. WSOC-F	3. WEZC-F	3. WSOC-F	3. WSOC-F
4. WBT	4. WAYS	4. WROQ-F	4. WAYS	4. WSOC	4. WEZC-F

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	84 (3)	121 (2)	205 (5)	29.2
MOR/AC	127 (2)	22 (1)	149 (3)	21.3
COUNTRY	25 (2)	82 (1)	107 (3)	15.3
BLACK/DISCO	48 (1)	47 (1)	95 (2)	13.6
BTFL MUSIC		73 (2)	73 (2)	10.4
NEWS/TALK	46 (1)		46 (1)	6.6
RELIGION	26 (3)		26 (3)	3.7
			701 (19)	

CHARLOTTE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WSOC-F	1. WBT	1. WBT	WAAK	960	Dallas, NC .8
2. WBT	2. WSOC-F	2. WAYS	WAME	1480	2.3
3. WBT	3. WROQ-F	3. WSOC-F	WGAS	1420	Gastonia .8
4. WEZC-F	4. WAYS	4. WPEG-F	WGNC	1450	Gastonia 1.3
5. WPEG-F	5. WEZC-F	5. WSOC	WHVN	1310	.4
6. WAYS	6. WBCY-F	6. WGIV	WIST	1240	.7
7. WBCY-F	7. WPEG-F	7. WEZC-F	WIXE	1190	Monroe 1.9
8. WSOC	8. WSOC	8. WROQ-F	WLTC	1370	Gastonia 1.5
9. WGIV	9. WGIV	9. WBCY-F	WSPA-F	98.9	Spartanburg, SC .9
10. WMNC	10. WZXI-F				
11. WRDX-F	11. WFMX-F				
12. WZXI-F	12. WXRC-F				
13. WLON	13. WMNC				
14. WSKS	14. WHKY-F				
15. WXIK-F	15. WTQR-F				

ADI FM SHARE: 58.03% (1120 of 1930) (A/M 79: 59.12%)

AM STATIONS

WAYS, 610, 5 KW/1 KW (DA-2), ROCK	, \$ 80.50 (Eastman)	Sis
WBT, 1110, 50 KW (DA-N), AC/CONT	ABC-E, \$140.00 (Blair)	Jeff-Pilot
WGIV, 1600, 1 KW/500 W (DA-N), BLACK	, \$ 23.75 (Selcom)	BENI
WSOC, 930, 5 KW/1 KW (DA-N), NEWS	NBC,MBS, \$ 27.75 (Christal)	Cox
WMNC, 1430, 5 KW/1 KW (DA-N), COUNTRY	NBC, \$ 4.25 (-----)	(MORGANTOWN)
WLON, 1050, 1 KW (DAYS), ROCK	, \$ 5.00 (Southern)	(LINCOLNTOWN)
WKSX, 580, 1 KW (DAYS), MOR	, \$ 4.60 (---)	(W. JEFFERSON)

FM STATIONS

WROQ-F, 95.1, 100 KW @ 574, AOR (Burk-Abr)	Source, \$ 80.50 (Eastman)	Sis
WBCY-F, 107.9, 100 KW @ 980, ROCK	ABC-F, \$ 60.00 (Blair)	Jeff-Pilot
WEZC-F, 104.7, 100 KW @ 1240, BTFL MUS	, \$ 68.00 (Torbet)	EZ
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY (TM)	MBS, \$ 53.75 (Christal)	Cox
WZXI-F, 101.9, 43 KW @ 870, AC	ABC-E, \$ 6.00 (-----)	
WPEG-F, 97.9, 20 KW @ 390, BLACK/DISCO (Drake-Chen)	, \$ 22.50 (HR/Stone)	(CONCORD)
WRDX-F, 106.5, 15 KW @ 330, COUNTRY	MBS, \$ 5.75 (Southern)	(SALISBURY)
WXIK-F, 96.1, 100 KW @ 286, CONTEMP	, \$ 6.00 (Southern)	(SHELBY)
WFMX-F, 105.7, 100 KW @ 350, COUNTRY	, \$ 5.00 (Southern)	(STATESVILLE)
WXRC-F, 95.7, 27 KW @ 350, CONTEMP	, \$ 11.50 (Southern)	(HICKORY)
WHKY-F, 102.9, 15 KW @ 325, RELIGION	, \$ 6.00 (-----)	

WSPA-F - See Greenville-Spartanburg

WTQR-F - See Winston-Salem

TV STATIONS

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

NEWSPAPERS

Charlotte Observer	M	170,046, Knight-Ridder
Charlotte News	E	52,269, Knight-Ridder
Gastonia Gazette	E	33,934, Freedom

CHATTAHOOGA

Market # 95
 Revenue Rank # 99
 Income Rank # 322
 APR 13.5
 SMSA Pop: 401,000

Revenue : \$4,652,760
 Income : \$ -32,010
 % Rev Gain: 24.6%
 Stations: 14/15
 Diaries: 547

National Rev: \$489,169
 Nat Rev per Cap: \$1.22
 Tot Rev per Cap: \$11.60
 Tot Inc per Cap: \$-.08
 Profit Margin: ----

		O/N	A/M	O/N	A/M					
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT	
1.	WSKZ-F	70/15.1	17.8	12.4	9.9	8.5	1.	WSKZ-F	139	1684/23.0
2.	WDEF	68/14.6	14.3	18.7	13.4	14.9	2.	WFLI+	76	1150/23.4
3.	WDOD	63/13.5	8.2	9.8	10.2	11.7	3.	WDEF	69	1100/31.0
4.	WDEF-F	58/12.5	14.9	7.9	12.5	7.3	4.	WDEF-F	66	1039/23.9
5.	WNOO	52/11.2	8.0	6.9	7.3	7.1	5.	WDOD	54	780/20.0
6.	WGOW	26/ 5.6	6.7	6.1	7.1	4.4	6.	WFLI+	38	725/19.3
7.	WFLI+	25/ 5.4	6.2	8.9	10.6	17.8	7.	WGOW	28	483/12.9
8.	WDXB	17/ 3.7	3.8	.4	1.5	1.8	8.	WDOD-F	19	482/ 8.1
9.	WDOD-F	12/ 2.6	4.0	5.1	4.3	3.2	9.	WDXB	17	301/ 8.8
10.	WMOC	11/ 2.4	1.6	3.3	.9	2.0	10.	WZDQ-F	12	271/ 5.6

12+ FM SHARE (METRO): 35.84% (148 of 413) (A/M 79: 30.75%)
 12+ FM SHARE (TSA) : 46.14% (245 of 531) (A/M 79: 42.68%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSKZ-F	1. WSKZ-F	1. WSKZ-F	1. WDOD	1. WDOD	1. WSKZ-F
	2. WNOO	2. WNOO	2. WSKZ-F	2. WDEF-F	2. WDEF
	3. WGOW	WDOD	3. WDEF-F	3. WDEF	3. WDEF-F
	4. WDOD	4. WDEF	4. WDEF		4. WDOD

OTHER RATED STATIONS/METRO SHARE

WEPG	910	S. Pittsburg	1.1	WZDG-F	102.3	Soddy-Daisy	.9
WRIP	980	Rossville	.4				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	47 (2)	78 (3)	125 (5)	30.3
COUNTRY	80 (2)		80 (2)	19.4
BTFL MUSIC		70 (2)	70 (2)	16.9
MOR/AC	68 (1)		68 (1)	16.5
BLACK	52 (1)		52 (1)	12.6
RELIGION	13 (2)		13 (2)	3.1
UNKNOWN	5 (1)		5 (1)	1.2
			413 (14)	

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS, \$37.25	(Eastman)	Park
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC-E, \$22.50	(Torbet)	Bahakel
WDXB, 1490, 1 KW/250 W	, COUNTRY	NBC, \$10.12	(Sav-Gates)	
WFLI+, 1070, 50 KW/1 KW (DA-2),	ROCK	ABC-C, \$47.00	(Mc-Guild)	
WGOW, 1150, 5 KW/1 KW (DA-N),	CONTEMP	, \$24.00	(Katz)	
WMOC, 1450, 1 KW/250 W	, RELIGION	, \$7.00	(-----)	
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN, \$14.00	(Lazar)	
WDEF-F, 92.3, 100 KW @ 895,	BTFL MUS (FM-100)	, \$37.25	(Eastman)	Park
WDOD-F, 96.5, 19 KW @ 1010,	BTFL MUS	, \$11.00	(Torbet)	Bahakel
WSKZ-F, 106.5, 100 KW @ 1076,	ROCK	, \$36.00	(Katz)	

TV STATIONS

WDEF	Chattanooga	12	CBS, Park	WRCB	Chattanooga	3	NBC, Ziff-Davis
WRIP	Chattanooga	61	IND	WTVC	Chattanooga	9	ABC

NEWSPAPERS

Chattanooga News-Free Press	E	62,699
Chattanooga Times	M	51,639

CHICAGO

Market # 2; ADI # 3
 FCC Revenue Rank # 3
 FCC Income Rank # 3
 APR 16.9
 SMSA Pop: 7,019,000

Revenue : \$87,625,459
 Income : \$14,969,234
 % Rev Change: 13.9%
 Stations: 34/54
 Diaries: 4859

National Rev: \$29,029,824
 Nat Rev per Cap: \$4.14
 Tot Rev per Cap: \$12.48
 Tot Inc per Cap: \$2.13
 Profit Margin: 17.1%

12+ METRO	1/4/SHARE	J/F	O/N	J/A	A/M	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		80	79	79	79						
1. WGN	1155/10.9	9.6	10.5	11.7	11.0	1. WGN	1487	1. WLS	24034	21.0	
2. WLOO-F	710/ 6.7	7.8	8.2	7.4	6.9	2. WLS	1178	2. WGN	19310	22.6	
3. WBBM	691/ 6.5	7.0	6.1	5.4	6.9	3. WMAQ	1161	3. WMAQ	18524	13.6	
4. WLS	679/ 6.4	5.3	6.2	6.4	7.9	4. WBBM	867	4. WBBM	15267	18.5	
5. WMAQ	519/ 4.9	5.4	4.5	4.3	4.7	5. WLOO-F	733	5. WLOO-F	8072	12.6	
6. WLAK-F	492/ 4.6	4.7	5.6	4.3	4.2	6. WLAK-F	516	6. WLUP-F	7529	11.4	
7. WIND	484/ 4.6	5.3	4.3	4.0	4.7	7. WIND	513	7. WLAK-F	6981	10.6	
8. WLUP-F	425/ 4.0	4.4	4.9	7.3	5.3	8. WLUP-F	454	8. WIND	6558	9.7	
9. WGCI-F	372/ 3.5	3.5	2.7	2.4	1.9	9. WGCI-F	374	9. WKQX-F	6196	9.8	
10. WBMX-F	356/ 3.4	4.0	4.2	5.5	4.3	10. WBMX-F	369	10. WEFM-F	5845	9.2	
11. WFYR-F	349/ 3.3	2.7	2.9	3.1	3.0	11. WFYR-F	359	11. WBBM-F	5757	8.6	
12. WKQX-F	334/ 3.2	3.1	2.7	2.5	1.4	12. WJEZ-F	354	12. WFYR-F	5565	8.5	
13. WJEZ-F	329/ 3.1	1.8	2.5	1.7	1.7	13. WKQX-F	337	13. WBMX-F	5452	8.4	
14. WEFM-F	298/ 2.8	2.6	2.2	2.5	2.7	14. WEFM-F	301	14. WCLR-F	4930	7.8	
15. WCLR-F	295/ 2.8	2.7	3.1	2.9	3.5	15. WCLR-F	298	15. WMET-F	4917	7.6	
16. WDAI-F	253/ 2.4	1.7	1.7	2.4	2.2	16. WDAI-F	261	16. WGCI-F	4604	7.2	
17. WBBM-F	240/ 2.3	2.2	2.1	1.8	2.1	17. WAIT	247	17. WDAI-F	4080	6.2	
18. WAIT	232/ 2.2	2.6	2.2	2.2	2.0	18. WBBM-F	246	18. WJEZ-F	3948	6.0	
19. WMET-F	223/ 2.1	2.3	2.2	1.2	1.4	19. WMET-F	229	19. WVON	3940	6.3	
20. WFMT-F	215/ 2.0	1.7	2.0	1.2	1.2	20. WFMT-F	218	20. WAIT	3163	4.5	

12+ FM SHARE (METRO): 54.56% (5389 of 9878) (A/M 79: 49.70%)
 12+ FM SHARE (TSA) : 47.26% (5563 of 11772) (A/M 79: 43.45%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLS	1. WLUP-F	1. WLS	1. WGN	1. WGN	1. WGN
2. WEFM-F	2. WLS	2. WGN	2. WLS	2. WLOO-F	2. WLS
3. WLUP-F	3. WFYR-F	3. WFYR-F	3. WLOO-F	3. WBBM	3. WMAQ
4. WGCI-F	4. WKQX-F	4. WMAQ	4. WMAQ	4. WLAK-F	4. WBBM
5. WMET-F	5. WBMX-F	5. WLUP-F	5. WBBM	5. WMAQ	5. WLUP-F
6. WDAI-F	6. WGCI-F	6. WLOO-F	6. WLAK-F	6. WIND	6. WLOO-F
7. WBMX-F	7. WBBM-F	7. WKQX-F	7. WIND	7. WLS	7. WIND
8. WVON	8. WXRT-F	8. WBMX-F	8. WFYR-F	8. WJEZ-F	8. WFYR-F
	9. WEFM-F	9. WGCI-F	9. WJEZ-F	9. WCLR-F	9. WLAK-F
	10. WCLR-F	10. WBBM	10. WCLR-F	10. WAIT	10. WJEZ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	679 (1)	1769 (8)	2448 (9)	24.8
MOR/AC	1238 (3)	644 (2)	1882 (5)	19.1
BTFL MUSIC	232 (1)	1202 (2)	1434 (3)	14.5
BLACK/DISCO	402 (3)	981 (3)	1383 (6)	14.0
NEWS/TALK	1229 (3)		1229 (3)	12.4
COUNTRY	662 (2)	329 (1)	991 (3)	10.0
CLASSICAL		262 (2)	262 (2)	2.7
SPANISH	47 (1)	166 (1)	213 (2)	2.2
UNKNOWN		36 (1)	36 (1)	0.4
			9878 (34)	

CHICAGO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WGN	1. WGN	1. WLS	WAUR-F	107.9	Aurora .3
2. WLS	2. WLS	2. WGN	WCFL	1000	.5
3. WBBM	3. WBBM	3. WBBM	WJJD	1160	1.3
4. WLOO-F	4. WMAQ	4. WMAQ	WJOB	1230	Hammond .4
5. WMAQ	5. WLOO-F	5. WGCI-F	WJOL	1340	Joliet .4
6. WLAK-F	6. WLUP-F	6. WVON	WJPC	950	1.6
7. WIND	7. WLAK-F	7. WLOO-F	WNIB-F	97.1	.4
8. WLUP-F	8. WIND	8. WOJO-F	WOJO-F	105.1	Evanston 1.6
9. WGCI-F	9. WKQX-F	9. WIND	WOPA	1490	Oak Park .4
10. WBMX-F	10. WEFM-F	10. WLUP-F	WVON	1390	1.9
11. WFYR-F	11. WFYR-F		WWCA	1270	Gary .3
12. WJEZ-F	12. WBBM-F		WXFM-F	105.9	Elmwood Park .3
13. WKQX-F	13. WBMX-F		WXRT-F	93.1	1.5
14. WEFM-F	14. WCLR-F		WYEN-F	106.7	Des Plaines .5
15. WCLR-F	15. WMET-F				

ADI FM SHARE: 52.93% (5495 of 10382) (A/M 79: 48.20%)

AM STATIONS

WAIT, 820, 5 KW (L-SS Dallas)	, BTFL/MOR (FM-100)	, \$ 52.50 (Mc-Guild)	Century
WBBM, 780, 50 KW	, NEWS	CBS, \$218.75 (CBS Spot)	CBS
WGN, 720, 50 KW	, MOR/TALK	, \$188.00 (Buckley)	WGN Cont
WIND, 560, 5 KW (DA-2)	, TALK	ABC-E, \$100.00 (RAR)	Westinghouse
WJJD, 1160, 50 KW (L-SS Salt Lake)	, COUNTRY	ABC-I, \$ 67.50 (MMR)	Plough
WLS, 890, 50 KW	, ROCK	ABC-C, \$237.50 (Blair)	ABC
WMAQ, 670, 50 KW	, COUNTRY	NBC, \$177.50 (Eastman)	NBC
WVON, 1390, 5 KW (DA-2)	, BLACK	SBN, \$ 77.00 (Selcom)	Gannett

FM STATIONS

WBBM-F, 96.3, 6.2 KW @ 1174, SOFT CONTEMP	, \$ 77.00 (CBS FM)	CBS
WBMX-F, 102.7, 6 KW @ 1170, BLACK	, \$136.25 (Howard)	
WCLR-F, 101.9, 3 KW @ 1500, MOR/AC	, \$116.25 (Torbet)	Bonneville
WDAI-F, 94.7, 6.2 KW @ 1170, DISCO*	ABC-F, \$ 88.75 (Katz)	ABC
WEFM-F, 99.5, 6 KW @ 1170, ROCK	, \$ 97.50 (HR/Stone)	GCC
WFMT-F, 98.7, 16 KW @ 1167, CLASSICAL	, \$ 80.75 (CMBS)	
WFYR-F, 103.5, 3 KW @ 1552, AC/CONTEMP	RKO, \$137.50 (RKO)	RKO
WGCI-F, 107.5, 33 KW @ 600, BLACK	, \$ 61.25 (Selcom)	Gannett
WJEZ-F, 104.3, 14 KW @ 820, COUNTRY	ABC-I, \$ 67.50 (MMR)	Plough
WKQX-F, 101.1, 6 KW @ 1170, AC/CONTEMP	, \$ 86.25 (Eastman)	NBC
WLAK-F, 93.9, 4.6 KW @ 1530, BTFL MUS (Schulke)	, \$150.00 (Katz)	Storer
WLOO-F, 100.3, 6.2 KW @ 1167, BTFL MUS (FM-100)	, \$166.25 (Mc-Guild)	Century
WLUP-F, 97.9, 6 KW @ 1170, AOR (Burk-Abr)	, \$139.38 (Christal)	Heftel
WMET-F, 95.5, 6 KW @ 1170, AOR	, \$ 74.00 (Masla)	Metromedia
WOJO-F, 105.1, 6.2 KW @ 1174, SPANISH	, \$ 38.50 (Lotus)	
WXRT-F, 93.1, 50 KW @ 500, AOR/PROG	, \$ 62.00 (Roslin)	

*WDAI changed its calls to WRCK in May and changed its format to Rock.

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	780,626, WGN Cont
Chicago Sun Times	M	675,955, Field

CINCINNATI

Market # 26; ADI # 28
 Revenue Rank # 21
 Income Rank # 19
 APR 14.2
 SMSA Pop: 1,368,300

Revenue : \$20,481,095
 Income : \$ 3,175,684
 % Rev Change: 10.8%
 Stations: 20/17
 Diaries: 1400

National Rev: \$4,589,777
 Nat Rev per Cap: \$3.35
 Tot Rev per Cap: \$14.97
 Tot Inc per Cap: \$2.32
 Profit Margin: 15.5%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WLW	232/14.5	9.9	15.6	11.3	16.8	1. WLW	7508/35.7	
2. WKRQ-F	171/10.7	11.8	12.1	12.1	10.8	2. WHIO-F	4125/25.2	
3. WEBN-F	154/ 9.7	9.1	4.3	7.3	8.3	3. WKRC	3544/23.5	
4. WKRC	128/ 8.0	9.6	8.3	9.5	9.0	4. WEBN-F	3002/20.0	
5. WCKY	127/ 8.0	11.1	10.8	11.5	11.5	5. WONE	2805/ 1.6	
6. WWEZ-F	101/ 6.3	7.6	7.1	9.1	5.3	6. WONE	2307/ 2.0	
7. WUBE-F	92/ 5.8	5.4	5.1	3.2	5.0	7. WKRC	2237/14.7	
8. WSAI-F	88/ 5.5	4.4	6.0	5.0	2.9	8. WCKY	1924/12.0	
9. WCIN	69/ 4.3	3.2	2.7	4.2	5.4	9. WWEZ-F	1890/14.5	
10. WSAI	63/ 3.9	3.0	3.1	3.0	6.0	10. WDAO-F	1873/12.6	
11. WLQA-F	49/ 3.1	5.0	5.0	4.2	4.1	11. WSAI-F	1746/ 9.0	
12. WSKS-F	39/ 2.4	2.2	3.1	1.6	1.6	12. WSKS-F	1669/ 7.9	

12+ FM SHARE (METRO): 53.33% (768 of 1440) (A/M 79: 51.46%)
 12+ FM SHARE (TSA) : 57.11% (1486 of 2602) (A/M 79: 54.72%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKRQ-F	1. WEBN-F	1. WEBN-F	1. WLW	1. WLW	1. WLW
2. WEBN-F	2. WKRQ-F	2. WKRQ-F	2. WKRC	2. WCKY	2. WONE
3. WSAI-F	3. WSAI-F	3. WLW	3. WEBN-F	3. WKRC	3. WKRQ-F
4. WCIN	4. WKRC	4. WKRC	4. WKRQ-F	4. WWEZ-F	4. WHIO-F
	5. WLW	5. WUBE-F	5. WUBE-F	5. WUBE-F	5. WKRC

FORMATS

	AM	FM	TOTAL	%
MOR/AC	487 (3)		487 (3)	33.8
ROCK/AOR/CONTEMP		452 (4)	452 (4)	31.4
BTFL MUSIC		191 (5)	191 (5)	13.3
COUNTRY	98 (3)	92 (1)	190 (4)	13.2
BLACK/DISCO	69 (1)	33 (2)	102 (3)	7.1
OTHER	18 (1)		18 (1)	1.3
			1440 (20)	

CINCINNATI ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WLW	1. WLW	1. WLW	WLYK-F	107.1	Milford .5
2. WKRQ-F	2. WKRQ-F	2. WKRQ-F	WNOP	740	Newport, KY 1.1
3. WEBN-F	3. WKRC	3. WCIN	WUBE	1230	1.7
4. WUBE-F	4. WEBN-F	4. WKRC	WLVV-F	94.9	Fairfield 1.6
5. WCKY	5. WWEZ-F	5. WCKY	WOKV-F	103.5	Hamilton 1.2
WKRC	6. WSAI	6. WEBN-F	WDA0-F	107.7	Dayton .9
7. WWEZ-F	7. WCKY	7. WWEZ-F	WHIO-F	99.1	Dayton .4
8. WSAI-F	8. WSAI-F	8. WSAI	WONE	980	Dayton .5
9. WSAI	9. WUBE-F	9. WUBE-F			
10. WCIN	10. WSKS-F	10. WSAI-F			
11. WSKS-F	11. WCIN				
12. WLQA-F	12. WLQA-F				
13. WLVV-F	13. WOKV-F				
14. WUBE	14. WUBE				
15. WPFB	15. WMOH				

ADI FM SHARE: 54.84% (1105 of 2015) (A/M 79: 53.33%)

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2), BLACK	NBN, \$31.50 (Selcom)	BENI
WCKY, 1530, 50 KW (DA-N), MOR	CBS, \$63.75 (Eastman)	Federated
WKRC, 550, 5 KW/1 KW (DA-2), AC	ABC-E, \$60.25 (Katz)	Taft
WLW, 700, 50 KW, MOR/AC	NBC, \$86.25 (CBS Spot)	Mariner
WSAI, 1360, 5 KW (DA-N), COUNTRY	MBS, \$23.34 (Blair)	Affiliated
WUBE, 1230, 1 KW/250 W, COUNTRY	, \$33.36 (Mc-Guild)	Kaye-Smith
WMOH, 1450, 1 KW/250 W, AC/CONT	ABC-C, \$16.50 (HR/Stone)	(HAMILTON)
WPFB, 910, 1 KW/100 W, VARIETY	MBS, \$14.13 (Regional)	Braden
		(MIDDLETOWN)

FM STATIONS

WEBN-F, 102.7, 31 KW @ 610, AOR (Burk-Abr)	, \$65.00 (Torbet)	
WKRQ-F, 101.9, 25 KW @ 660, ROCK	, \$105.00 (Katz)	Taft
WLQA-F, 98.5, 15 KW @ 810, BTFL MUS	, \$50.00 (Torbet)	Susquehanna
WSAI-F, 94.1, 32 KW @ 550, AOR	ABC-C, \$37.27 (Blair)	Affiliated
WUBE-F, 105.1, 11 KW @ 920, COUNTRY	, \$33.36 (Mc-Guild)	Kaye-Smith
WWEZ-F, 92.5, 11 KW @ 905, BTFL MUS (Schulke)	, \$63.75 (Eastman)	Federated
WLVV-F, 94.9, 50 KW @ 500, BTFL MUS	, \$21.25 (P/W)	Bdcst Mng Corp* (HAMILTON)
WOKV-F, 103.5, 50 KW @ 500, DISCO	, \$22.50 (Selcom)	BENI (HAMILTON)
WSKS-F, 96.5, 50 KW @ 810, CONTEMP	ABC-F, Source, \$36.25 (CBS-FM)	Mariner (HAMILTON)

*Station has been sold to Heftel

Other Stations - See Dayton

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	175,896, Scripps-Howard
Cincinnati Enquirer	M	189,862, Combined Communications/Gannett

CLEVELAND

Market # 17; ADI # 9
 FCC Revenue Rank # 14
 FCC Income Rank # 18
 APR 15.5
 SMSA Pop: 1,923,100

Revenue : \$26,661,393
 Income : \$ 3,415,664
 % Rev Change: 11.2%
 Stations: 23/22
 Diaries: 1308

National Rev: \$7,177,400
 Nat Rev per Cap: \$3.73
 Tot Rev per Cap: \$13.86
 Tot Inc per Cap: \$1.78
 Profit Margin: 12.8%

12+ METRO	1/4/SHARE	J/F 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WQAL-F	260/10.4	8.8	9.8	9.7	1. WMMS-F 479	1. WMMS-F	5798/16.3
2. WMMS-F	225/ 9.0	7.9	7.9	7.7	2. WGCL-F 314	2. WGCL-F	5718/19.2
3. WDOK-F	207/ 8.3	7.5	9.8	7.9	3. WQAL-F 308	3. WGAR	4467/14.0
4. WERE	196/ 7.9	8.3	5.7	5.5	4. WDOK-F 259	4. WWWE	4457/14.3
5. WHK	174/ 7.0	6.7	8.9	7.2	5. WWWE 226	5. WDOK-F	3697/17.7
6. WZZP-F	149/ 6.0	4.3	2.4	2.3	WGAR 226	6. WQAL-F	3633/17.7
7. WGCL-F	147/ 5.9	6.8	7.0	7.1	7. WHK 223	7. WZZP-F	3437/13.3
8. WWWE	137/ 5.5	4.0	3.5	6.3	8. WZZP-F 218	8. WHK	2730/12.8
9. WGAR	132/ 5.3	6.2	7.0	6.2	9. WERE 201	9. WERE	2720/16.3
10. WJW	119/ 4.8	4.3	4.6	3.8	10. WDMT-F 151	10. WWWM-F	2410/ 8.5
11. WDMT-F	111/ 4.5	4.1	3.1	1.8	11. WJW 139	11. WDMT-F	2062/ 9.5
12. WLYT-F	69/ 2.8	2.4	2.6	1.0	12. WDBN-F 124	12. WLYT-F	1776/ 9.5
13. WKSW-F	66/ 2.6	4.6	3.1	4.2	13. WWWM-F 98	13. WJW	1662/ 8.5
14. WCLV-F	60/ 2.4	3.5	1.8	2.9	14. WSLR 85	14. WDBN-F	1502/ 1.6
15. WJMO	59/ 2.4	3.7	5.4	5.8	15. WKSW-F 79	15. WSLR	1421/ 2.0

12+ FM SHARE (METRO): 60.30% (1408 of 2335) (A/M 79: 56.39%)
 12+ FM SHARE (TSA) : 64.32% (2275 of 3537) (A/M 79: 57.26%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGCL-F	1. WMMS-F	1. WMMS-F	1. WQAL-F	1. WQAL-F	1. WMMS-F
2. WLYT-F	2. WZZP-F	2. WZZP-F	2. WDOK-F	2. WDOK-F	2. WGAR
3. WMMS-F	3. WGAR	3. WGAR	3. WWWE	3. WHK	3. WHK
4. WDMT-F	4. WGCL-F	4. WQAL-F	4. WGAR	4. WERE	4. WQAL-F
5. WJMO	5. WDMT-F	5. WGCL-F	5. WZZP-F	5. WJW	5. WDOK-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	52 (1)	663 (6)	715 (7)	30.6
BTFL MUSIC		484 (3)	484 (3)	20.7
MOR/AC	400 (4)		400 (4)	17.1
COUNTRY	185 (2)	66 (1)	251 (3)	10.7
BLACK/DISCO	94 (2)	111 (1)	205 (3)	8.8
NEWS/TALK	196 (1)		196 (1)	8.4
CLASSICAL		60 (1)	60 (1)	2.6
ETHNIC		24 (1)	24 (1)	1.0
			<u>2335 (23)</u>	

CLEVELAND ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WMMS-F	1. WGCL-F	1. WQAL-F	WABQ	1540	1.4
2. WGCL-F	2. WMMS-F	2. WERE	WBBG	1260	2.1
3. WQAL-F	3. WGAR	3. WMMS-F	WDBN-F	94.9	Medina .7
4. WDOK-F	4. WWWE	4. WDOK-F	WPVL	1460	Painesville .5
5. WGAR	5. WDOK-F	5. WDMT-F	WWWM-F	105.7	2.0
6. WHK	6. WQAL-F	6. WJMO	WZAK-F	93.1	1.0
7. WZZP-F	7. WZZP-F	7. WGCL-F	WKDD-F	96.5	Akron .9
8. WWWE	8. WERE	8. WHK	WSLR	1350	Akron .4
9. WERE	9. WHK	9. WZZP-F			
10. WDMT-F	10. WWWM-F	10. WGAR			
11. WJW	11. WAKR				
12. WAKR	12. WDMT-F				
13. WDBN-F	13. WLYT-F				
14. WHBC	14. WJW				
15. WWWM-F	15. WHBC				

ADI FM SHARE: 58.28% (2658 of 4561) (A/M 79: 51.55%)

AM STATIONS

WERE, 1300, 5 KW (DA-1)	, NEWS/TALK	ABC-I, MBS, \$ 70.44	(RKO)
WGAR, 1220, 50 KW (DA-1)	, AC/MOR	ABC-E, \$ 86.00	(Blair) Nationwide
WHK, 1420, 5 KW (DA-N)	, COUNTRY	\$118.75	(Katz) Malrite
WJMO, 1490, 1 KW/250 W	, BLACK	NBN, \$ 50.50	(UBC) United
WJW, 850, 10 KW/5 KW (DA-2)	, MOR	CBS, \$ 46.25	(Torbet)
WWWE, 1100, 50 KW	, MOR	\$ 78.25	(Selcom) Gannett

FM STATIONS

WCLV-F, 95.5, 27 KW @ 640	, CLASSICAL	\$ 30.50	(CMBS)
WDBN-F, 94.9, 118 KW @ 310	, BTFL MUSIC	\$ 24.00	(----)
WDMT-F, 107.9, 70 KW @ 296	, DISCO (Burk-Abr)	\$ 33.50	(Howard) Beasley
WDOK-F, 102.1, 50 KW @ 370	, BTFL MUS (Churchill)	\$ 67.13	(Selcom) Gannett
WGCL-F, 98.5, 40 KW @ 600	, ROCK	ABC-F, \$ 70.44	(RKO)
WKSX-F, 99.5, 50 KW @ 500	, COUNTRY	\$ 32.50	(Blair) Nationwide
WLYT-F, 92.3, 27 KW @ 234	, AOR	\$ 32.50	(UBC) United
WMMS-F, 100.7, 32 KW @ 600	, AOR (Burk-Abr)	Source, \$123.00	(Katz) Malrite
WQAL-F, 104.1, 7 KW @ 1080	, BTFL MUS (Bonne)	\$107.50	(Mc-Guild) SJR
WWWM-F, 105.7, 28 KW @ 900	, ROCK	ABC-C, \$ 76.25	(Torbet)
WZZP-F, 106.5, 50 KW @ 575	, AC/CONTEMP	\$ 81.00	(HR/Stone) Booth

WSLR, WAKR - See Akron

WHBC - See Canton

TV STATIONS

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

NEWSPAPERS

Cleveland Plain Dealer	M	386,194
Cleveland Press	E	300,708, Scripps-Howard

COLORADO SPRINGS

Market # 128
 Revenue Rank # 132
 Income Rank # 364
 APR 16.3
 SMSA Pop: 290,100

Revenue : \$3,224,615
 Income : \$ -162,450
 % Rev Change: 17.1%
 Stations: 19/11
 Diaries: 586

National Rev: \$561,429
 Nat Rev per Cap: \$1.94
 Tot Rev per Cap: \$11.12
 Tot Inc per Cap: \$-.56
 Profit Margin: --

12+ METRO 1/4/SHARE	O/N 79	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KSPZ-F 43/11.1	8.8	12.0	8.4	1. KILO-F 62	1. KYSN 699/29.2
KRDO-F 43/11.1	10.6	9.2	11.1	2. KRDO-F 55	2. KILO-F 695/19.2
3. KILO-F 37/ 9.6	12.5	8.7	3.2	3. KSPZ-F 51	3. KSPZ-F 689/23.0
4. KYSN 34/ 8.8	7.7	16.3	11.9	4. KOA 40	4. KRDO-F 653/19.8
5. KSSS 31/ 8.0	9.8	5.6	11.1	5. KSSS 34	5. KOA 574/13.5
6. KVOR 29/ 7.5	9.3	8.7	8.1	KYSN 34	6. KVOR 492/19.8
7. KOA 19/ 4.9	4.0	3.1	4.6	7. KYNR-F 30	7. KIIQ-F+ 482/14.9
8. KYNR-F 18/ 4.7	6.4	1.8	1.6	8. KVOR 29	8. KSSS 376/14.8
KKCS-F 18/ 4.7	.8	---	1.9	9. KLZ 27	9. KRDO 356/13.9
10. KIIQ-F+ 17/ 4.4	7.4	12.5	13.7	10. KIIQ-F+ 25	10. KYNR-F 354/ 8.7

12+ FM SHARE (METRO): 52.84% (186 of 352) (A/M 79: 47.73%)

12+ FM SHARE (TSA) : 56.98% (257 of 451) (A/M 79: 53.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSPZ-F	1. KILO-F	1. KILO-F	1. KSSS	1. KRDO-F	1. KVOR
2. KYSN	2. KSPZ-F	2. KSPZ-F	2. KRDO-F	2. KSSS	2. KOA
	3. KYSN	3. KRDO-F	3. KVOR	3. KVOR	3. KILO-F

OTHER RATED STATIONS/METRO SHARE

KKCS 1530 2.6	KKFM-F 96.5 1.8	KPIK 1580 .8
KRDO 1240 4.1	KHOW 630 Denver .8	KLZ 560 Denver 4.1
	KVOD-F 99.5 Denver 1.3	KRKS 990 Denver .8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	46 (3)	120 (5)	166 (8)	47.2
BTFL MUSIC		61 (2)	61 (2)	17.3
COUNTRY	50 (3)		50 (3)	14.2
MOR/AC	48 (3)		48 (3)	13.6
NEWS/TALK	19 (1)		19 (1)	5.4
CLASSICAL		5 (1)	5 (1)	1.4
RELIGION	3 (1)		3 (1)	0.9
			352 (19)	

RADIO STATIONS

KRDO, 1240, 1 KW/250 W	, AC/MOR	MBS, \$10.94	(Torbet)
KSSS, 740, 1 KW/250 W	, COUNTRY	NBC, \$15.50	(PRO)
KVOR, 1300, 5 KW/1 KW	, MOR	CBS, \$17.50	(Selcom)
KYSN, 1460, 1 KW/500 W (DA-N), ROCK		, \$14.25	(Mc-Guild)
KIIQ-F+, 102.7, 51 KW @ 2080, ROCK		ABC-I, \$21.00	(Eastman)
KILO-F, 93.9, 83 KW @ 2110, AOR		, \$16.00	(Sav-Gates)
KKCS-F, 101.9, 50 KW @ -310, CONTEMP		ABC-E, \$10.00	(HR/Stone)
KRDO-F, 95.1, 96 KW @ 2040, BTFL MUS (Schulke)		, \$12.50	(Torbet)
KSPZ-F, 92.9, 25 KW @ 2130, ROCK		, \$20.00	(Selcom)

KYNR-F - See Pueblo

Other Stations - See Denver

<u>TV STATIONS</u>	KKTV Col Spr 11	CBS, Capitol	KRDO Col Spr 13	ABC
	KOAA Pueblo 5	NBC, Charleston (SC)	Evening Post	

<u>NEWSPAPERS</u>	Col Spr Gazette Tel	M - 24,890	E - 52,274, Freedom
	Col Spr Sun M	27,216	
	Pueblo Chieftan M	37,758	
	Pueblo Star-Journal E	14,758	

COLUMBIA, SC

Market # 99
 Revenue Rank # 83
 Income Rank # 62
 APR 15.0
 SMSA Pop: 386,200

Revenue : \$5,199,578
 Income : \$ 861,850
 % Rev Gain: 23.7%
 Stations: 13/11
 Diaries: 653

National Rev: \$1,124,742
 Nat Rev per Cap: \$2.91
 Tot Rev per Cap: \$13.46
 Tot Inc per Cap: \$2.23
 Profit Margin: 16.6%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WNOK-F	84/17.5	13.6	11.8	14.8	14.5	1. WNDM-F	111	1. WIS 1303/32.5
2. WOIC	70/14.6	11.9	9.2	9.0	13.6	2. WNOK-F	99	2. WNOK-F 1281/31.1
3. WCOS-F	59/12.3	11.4	12.2	11.9	9.8	3. WCOS-F	93	3. WCOS-F 1214/24.1
4. WIS	50/10.4	15.9	13.0	15.4	10.4	4. WOIC	72	4. WNDM-F 1164/16.3
5. WNDM-F	37/ 7.7	5.4	7.1	7.4	8.1	5. WIS	64	5. WOIC 888/25.5
6. WZLD-F	36/ 7.5	5.6	6.2	4.3	6.2	6. WZLD-F	37	6. WZLD-F 517/15.2
7. WXY-F	32/ 6.7	9.2	10.7	8.0	8.1	7. WXY-F	33	7. WCOS 496/14.7
8. WSCQ-F	29/ 6.1	6.9	7.9	4.9	5.5	8. WSCQ-F	33	8. WSCQ-F 488/12.9
9. WCAI	19/ 3.8	2.2	3.2	3.5	3.2	9. WCAI	18	9. WXY-F 374/ 9.8
10. WCOS	16/ 3.3	6.3	4.5	9.2	5.5	10. WCOS	17	10. WPJS-F 213/ 2.8

12+ FM SHARE (METRO): 62.64% (280 of 447) (A/M 79: 62.91%)
 12+ FM SHARE (TSA) : 69.23% (414 of 598) (A/M 79: 69.86%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNOK-F	1. WNOK-F	1. WNOK-F	1. WCOS-F	1. WCOS-F	1. WCOS-F
	2. WOIC	2. WCOS-F	2. WNOK-F	2. WIS	2. WIS
	3. WZLD-F	3. WOIC	3. WIS	3. WXY-F	3. WNOK-F
	4. WCOS-F	4. WZLD-F	4. WOIC	4. WSCQ-F	4. WNDM-F

OTHER RATED STATIONS/METRO SHARE

WQXL 1470 1.7 WXAP 1230 1.0 WPJS-F 106.7 Orangeburg .6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	16 (1)	120 (2)	136 (3)	30.4
BLACK	70 (1)	37 (1)	107 (2)	23.9
COUNTRY	23 (2)	59 (1)	82 (3)	18.3
MOR/AC	50 (1)	29 (1)	79 (2)	17.7
BTFL MUSIC		32 (1)	32 (1)	7.2
RELIGION	8 (1)	3 (1)	11 (2)	2.5
			447 (13)	

RADIO STATIONS

WCAI, 620, 500 W (DAYS,DA) , COUNTRY MBS, \$ 7.00 (-----)
 WCOS, 1400, 1 KW/250 W , ROCK ABC-E, \$23.75 (HR/Stone)
 WIS , 560, 5 KW (DA-2) , MOR/AC NBC, \$60.00 (Crystal) Cosmos
 WOIC, 1320, 5 KW/1 KW (DA-N), BLACK NBN, \$23.00 (Eastman)
 WCOS-F, 97.9, 20 KW @ 450, COUNTRY ABC-I, \$39.75 (HR/Stone)
 WNOK-F, 104.7, 100 KW @ 450, ROCK (Century 21) ABC-C, \$31.05 (Torbet)
 WSCQ-F, 100.1, 2.4 KW @ 330, AC CBS, \$21.25 (Mc-Guild)
 WXY-F, 93.5, 3 KW @ 360, BTFL MUS (KalaMusic) , \$20.00 (Masla)
 WZLD-F, 96.7, 3 KW @ 300, AOR (Drake-Chen) ABC-F, \$13.00 (Selcom)
 WNDM-F, 101.3, 100 KW @ 629, BLACK SBN, \$18.25 (Howard) (SUMTER)

TV STATIONS

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

NEWSPAPERS

Columbia State M 103,678
 Columbia Record E 33,092
 Columbia Sun News M 14,677

COLUMBUS, GA

Market # 159
 Revenue Rank # 150
 Income Rank # 381
 APR 15.2
 SMSA Pop: 228,200

Revenue : \$2,678,981
 Income : \$ -399,862
 % Rev Gain: 14.4%
 Stations: 11/10
 Diaries: 657

National Rev: \$597,103
 Nat Rev per Cap: \$2.62
 Tot Rev per Cap: \$11.74
 Tot Inc per Cap: \$-1.75
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WCGQ-F 60/21.3	14.3	21.1	1. WCGQ-F 98	1. WCGQ-F 1082/31.1
2. WOKS 44/15.6	11.4	10.1	2. WVOC-F 70	2. WVOC-F 1012/24.9
3. WEIZ-F 32/11.3	9.6	12.1	3. WOKS 44	3. WDAK 672/25.1
WVOC-F 32/11.3	12.9	7.7	WEIZ-F 44	4. WOKS 458/23.0
WPNX 32/11.3	12.1	7.7	5. WFDR-F 35	5. WFXE-F 440/19.3
6. WFXE-F 28/ 9.9	12.5	8.1	6. WPNX 34	6. WPNX 432/20.9
7. WDAK 25/ 8.9	12.1	14.6	WDAK 34	7. WEIZ-F 430/18.3
8. WFDR-F 8/ 2.8	2.1	.4	WFXE-F 34	8. WFDR-F 377/ 5.1
9. WRCG 7/ 2.5	4.6	2.4	9. WHYD 8	9. WRCG 222/ 9.6
WHYD 7/ 2.5	3.2	7.7	WRCG 8	10. WHYD 126/ 6.3

12+ FM SHARE (METRO): 57.97% (160 of 276) (A/M 79: 54.14%)
 12+ FM SHARE (TSA) : 68.37% (281 of 411) (A/M 79: 66.17%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCGQ-F	1. WCGQ-F	1. WCGQ-F	1. WEIZ-F	1. WPNX	1. WCGQ-F
2. WOKS	2. WVOC-F	2. WVOC-F	WPNX	WEIZ-F	2. WVOC-F
3. WFXE-F	3. WFXE-F	3. WOKS	3. WOKS	3. WOKS	3. WDAK

OTHER RATED STATIONS/METRO SHARE

WCLS 1580 .4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		92 (2)	92 (2)	33.3
BLACK	44 (1)	36 (2)	80 (3)	29.0
COUNTRY	39 (2)		39 (2)	14.1
BTFL MUSIC		32 (1)	32 (1)	11.6
MOR/AC	26 (2)		26 (2)	9.4
RELIGION	7 (1)		7 (1)	2.5
			276 (11)	

RADIO STATIONS

WDAK, 540, 5 KW/500 W (DA-N), AC	ABC-I, \$13.30 (Eastman)
WHYD, 1270, 5 KW (DAYS), RELIGION	, \$ 6.00 (-----) CLW
WOKS, 1340, 1 KW/250 W, BLACK	NBN,SBN, \$16.00 (Howard)
WPNX, 1460, 5 KW/1 KW (DA-N), COUNTRY	NBC, \$16.50 (HR/Stone)
WRCG, 1420, 5 KW (DA-N), COUNTRY	CBS, \$ 7.90 (Selcom) McClure
WCGQ-F, 107.3, 100 KW @ 550, ROCK	, \$15.60 (Selcom) McClure
WEIZ-F, 100.1, 3 KW @ 300, BTFL MUS	, \$ 7.60 (Eastman)
WFXE-F, 104.9, 3 KW @ 165, BLACK (Drake-Chen)	ABC-F, \$21.00 (Howard)
WVOC-F, 102.9, 100 KW @ 1521, ROCK (Drake-Chen)	ABC-C, \$14.50 (Torbet) Blue Grass
WFDR-F, 93.3, 61 KW @ 488, BLACK	SBN,NBN, \$24.00 (Carpenter) (MANCHESTER)

TV STATIONS

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

NEWSPAPERS

Columbus Ledger E	31,148, Knight-Ridder
Columbus Enquirer M	33,630, Knight-Ridder

COLUMBUS

Market # 36; ADI # 35
 Revenue Rank # 28
 Income Rank # 15
 APR 15.4
 SMSA Pop: 1,098,900

Revenue : \$15,020,081
 Income : \$ 4,425,207
 % Rev Change: 13.4%
 Stations: 17/14
 Diaries: 1668

National Rev: \$3,828,298
 Nat Rev per Cap: \$3.48
 Tot Rev per Cap: \$13.67
 Tot Inc per Cap: \$4.03
 Profit Margin: 29.5%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA 1/4		12+ TSA CUME/MSA	CUME RAT
1. WLWQ-F	174/12.5	12.7	7.8	8.7	4.6	1. WNCI-F	259	1. WNCI-F	3943/27.5
2. WNCI-F	162/11.6	10.1	13.9	11.4	13.3	2. WLWQ-F	256	2. WTVN	3608/25.9
3. WBNS-F	150/10.7	12.2	12.5	11.0	15.3	3. WTVN	212	3. WLWQ-F	2797/21.1
4. WTVN	140/10.0	14.1	12.1	14.2	10.2	4. WBNS-F	177	4. WXGT-F	2418/22.5
5. WXGT-F	115/ 8.2	7.3	8.0	7.8	7.2	5. WXGT-F	129	5. WBNS-F	2257/21.1
6. WMNI	98/ 7.0	6.1	7.0	5.1	5.9	6. WMNI	111	6. WCOL	2219/22.7
7. WCOL	95/ 6.8	4.7	6.1	7.2	7.7	7. WCOL	97	7. WBNS	2149/20.8
8. WBNS	89/ 6.4	8.0	7.1	6.4	9.1	8. WBNS	94	8. WMNI	1602/14.3
9. WVKO	45/ 3.2	2.5	2.3	2.6	3.6	9. WHOK-F	79	9. WLW	1428/ 6.1
10. WVKO-F	41/ 2.9	2.7	2.7	3.7	2.4	10. WLW	74	10. WHOK-F	873/ 5.1
WHOK-F	41/ 2.9	3.7	2.4	2.0	2.7	11. WVKO	46	11. WVKO-F	737/ 8.1
12. WRMZ-F	37/ 2.6	1.8	2.9	1.2	2.0	12. WVKO-F	41	12. WVKO	676/ 7.3

12+ FM SHARE (METRO): 59.16% (746 of 1261) (A/M 79: 57.69%)
 12+ FM SHARE (TSA) : 59.96% (1005 of 1676) (A/M 79: 53.37%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WXGT-F	1. WLWQ-F	1. WLWQ-F	1. WNCI-F	1. WBNS-F	1. WTVN
2. WNCI-F	2. WNCI-F	2. WNCI-F	2. WTVN	2. WTVN	2. WNCI-F
3. WLWQ-F	3. WXGT-F	3. WTVN	3. WBNS-F	3. WMNI	3. WLWQ-F
4. WCOL	4. WTVN	4. WXGT-F	4. WBNS	4. WCOL	4. WBNS
	5. WBNS	5. WBNS-F	5. WCOL	5. WBNS	5. WMNI

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	95 (1)	451 (3)	546 (4)	43.3
MOR/AC	277 (5)		277 (5)	22.0
BTFM MUSIC		187 (2)	187 (2)	14.8
COUNTRY	98 (1)	41 (1)	139 (2)	11.0
BLACK/JAZZ	45 (1)	57 (2)	102 (3)	8.1
UNKNOWN		10 (1)	10 (1)	0.8
			1261 (17)	

COLUMBUS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WLVQ-F	1. WNCI-F	1. WLVQ-F	WBYY-F	103.9	Westerville	1.1
2. WNCI-F	2. WTVN	2. WNCI-F	WHOK	1320	Lancaster	.4
3. WTVN	3. WLVQ-F	3. WBNS-F	WNRE-F	107.1	Circleville	.7
4. WBNS-F	4. WXGT-F	4. WTVN	WRFD	880		1.6
5. WXGT-F	5. WCOL	5. WMNI	WLW	700	Cincinnati	1.4
6. WMNI	6. WBNS-F	6. WCOL				
7. WCOL	7. WBNS	7. WXGT-F				
8. WBNS	8. WMNI	8. WBNS				
9. WHOK-F	9. WLW					
10. WLW	10. WHOK-F					
11. WVKO	11. WVKO-F					
12. WVKO-F	12. WVKO					
13. WMRN	13. WRMZ-F					
14. WRMZ-F	14. WMRN					
15. WDIF-F	15. WRFD					

ADI FM SHARE: 60.07% (1011 of 1683) (A/M 79: 56.39%)

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-2), MOR	ABC-I, \$92.16 (Blair)	Columbus Dis
WCOL, 1230, 1 KW/250 W, AC/CONTEMP	CBS, \$48.00 (Eastman)	Great Trails
WMNI, 920, 1 KW/500 W (DA-2), COUNTRY	MBS, \$50.00 (Mc-Guild)	
WRFD, 880, 5 KW (DAYS), MOR/FARM	CBS, \$40.33 (Buckley)	
WTVN, 610, 5 KW (DA-N), MOR/AC	ABC-E, \$110.00 (Katz)	Taft
WMRN, 1490, 1 KW/250 W, MOR	, \$12.79 (----)	(MARION)
WVKO, 1580, 1 KW (DAYS,DA), BLACK	SBN,MBN, \$26.33 (Howard)	

FM STATIONS

WBNS-F, 97.1, 26 KW @ 660, BTFL MUS (Schulke)	, \$92.16 (Blair)	Columbus Dis
WHOK-F, 95.5, 50 KW @ 225, COUNTRY	, \$10.00 (---)	Armington (LANCASTER)
WLVQ-F, 96.3, 40 KW @ 570, AOR (Burk-Abr)	, \$60.00 (Katz)	Taft
WNCI-F, 97.9, 175 KW @ 565, ROCK	ABC-C, \$70.00 (Christal)	Nationwide
WRMZ-F, 99.7, 50 KW @ 542, BTFL MUS (Century 21)	MBS, \$35.00 (Mc-Guild)	
WVKO-F, 94.7, 52 KW @ 220, BLACK/JAZZ	, \$15.00 (Howard)	
WXGT-F, 92.3, 50 KW @ 311, ROCK	, \$48.00 (Eastman)	Great Trails
WDIF-F, 94.3, 3 KW @ 300, ROCK	ABC-C, \$15.00 (Regional)	(MARION)

WLW - See Cincinnati

TV STATIONS

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

NEWSPAPERS

Columbus Dispatch	E	200,463
Columbus Citizen Journal	M	111,477

CORPUS CHRISTI

Market # 119
 Revenue Rank # 107
 Income Rank # 131
 APR 15.8
 SMSA Pop: 305,200

Revenue : \$4,175,484
 Income : \$ 254,015
 % Rev Gain: 22.4%
 Stations: 18/11
 Diaries: 684

National Rev: \$1,392,592
 Nat Rev per Cap: \$4.56
 Tot Rev per Cap: \$13.68
 Tot Inc per Cap: \$.83
 Profit Margin: 6.1%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KEYS 63/16.8	14.7	16.7	1. KEYS 73	1. KEYS 1059/37.6
2. KUNO 47/12.5	10.9	14.1	2. KUNO 54	2. KRYS 811/24.0
3. KZFM-F 43/11.4	13.5	7.6	3. KZFM-F 47	3. KZFM-F 646/24.2
4. KOUL-F 33/ 8.8	8.5	4.2	4. KNCN-F 39	4. KTSA 535/ 7.6
5. KIOU-F 31/ 8.2	12.6	12.5	5. KCCT 38	5. KNCN-F 488/14.0
6. KRYS 29/ 7.7	8.5	8.6	6. KOUL-F 37	6. KUNO 474/17.9
7. KNCN-F 28/ 7.4	9.1	8.4	7. KRYS 37	7. KIOU-F 472/15.3
8. KCCT 27/ 7.2	6.5	7.6	8. KIOU-F 35	8. KOUL-F 433/13.9
9. KIKN 16/ 4.3	4.1	4.7	9. KTSA 28	9. KCCT 413/12.0
10. KSIX 15/ 4.0	1.5	2.3	10. KSIX 21	10. KSIX 307/ 9.8

12+ FM SHARE (METRO): 41.92% (153 of 365) (A/M 79: 46.48%)

12+ FM SHARE (TSA) : 38.77% (183 of 472) (A/M 79: 38.77%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KEYS	1. KZFM-F	1. KEYS	1. KUNO	1. KUNO	1. KEYS
2. KZFM-F	2. KEYS	2. KZFM-F	2. KOUL-F	2. KIOU-F	2. KUNO
	3. KNCN-F	3. KNCN-F	KEYS	3. KOUL-F	3. KRYS

OTHER RATED STATIONS/METRO SHARE

KEXX-F 93.9		2.9	KTRH 740	Houston	.5
KITE-F 105.3		.5	KTSA 550	San Antonio	1.1
KROB-F+ 99.9	Robstown	2.4	WOAI 1200	San Antonio	.8
KINE 1330	Kingsville	.5			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	96 (3)	82 (3)	178 (6)	48.8
SPANISH	76 (3)		76 (3)	20.8
COUNTRY	20 (2)	38 (2)	58 (4)	15.9
BTFM MUSIC		33 (2)	33 (2)	9.0
MOR/AC	15 (1)		15 (1)	4.1
NEWS/TALK	5 (2)		5 (2)	1.4
			365 (18)	

RADIO STATIONS

KCCT, 1150, 1 KW (DAYS,DA)	, SPANISH				
KEYS, 1440, 1 KW (DA-N)	, ROCK		\$16.50 (Selcom)		
KIKN, 1590, 1 KW/500 W (DA-2)	, COUNTRY		RKO, \$20.48 (Torbet)		
KRYS, 1360, 1 KW	, CONTEMP		ABC-E, \$13.00 (Milam)		
KSIX, 1230, 1 KW/250 W	, MOR (?)		ABC-I, \$13.50 (Masla)	Signmor	
KUNO, 1400, 1 KW	, SPANISH		CBS, \$ 7.00 (-----)		
			\$18.50 (Katz)	Tichenor	
KIOU-F, 96.5, 100 KW @ 875,	BTFM MUS (Bonne)		\$14.75 (PRO)		
KNCN-F, 101.3, 100 KW @ 402,	AOR		\$15.50 (HR/Stone)		
KOUL-F, 103.3, 100 KW @ 310,	COUNTRY (TM)		\$14.00 (Buckley)		
KZFM-F, 95.5, 41 KW @ 390,	ROCK		ABC-C, \$20.48 (Torbet)		

TV STATIONS

KIII	Corpus Christi	3	ABC	KRIS	Corpus Christi	6	NBC
KZTV	Corpus Christi	10	CBS	KORO	Corpus Christi	23	IND

NEWSPAPERS

Corpus Christi Caller	M	63,832, Harte-Hanks
Corpus Christi Times	E	25,966, Harte-Hanks

DALLAS-FT. WORTH

SRDS Market # 10; ADI # 10
 FCC Revenue Rank # 9
 FCC Income Rank # 66
 APR 16.2
 SMSA Pop: 2,682,500

Revenue : \$38,158,366
 Income : \$ 810,819
 % Rev Change: 23.1%
 Stations: 27/34
 Diaries: 2773

National Rev: \$11,974,197
 Nat Rev per Cap: \$4.46
 Tot Rev per Cap: \$14.22
 Tot Inc per Cap: \$.30
 Profit Margin: 2.1%

12+ METRO	1/4/SHARE	J/F 80	O/N 79	J/A 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KVIL-F	356/9.8	9.9	9.3	8.8	9.2	1. WBAP	736	9730/20.3
2. WBAP	334/9.2	7.6	11.2	7.8	11.6	2. KRLD	370	5982/19.3
3. KSCS-F	286/7.9	8.2	6.9	6.4	6.5	3. KVIL-F	327	4611/19.0
4. KRLD	243/6.7	7.3	6.8	7.2	4.8	4. KSCS-F	316	4528/17.5
5. KOAX-F	230/6.4	5.1	6.2	5.6	6.1	5. WFAA	259	3445/10.8
6. KMEZ-F	198/5.5	4.8	5.4	5.8	4.8	6. KZEW-F	225	3145/11.4
7. KKDA-F	186/5.1	5.8	4.7	5.5	5.7	7. KOAX-F	224	3007/11.8
8. KZEW-F	179/4.9	3.8	2.8	3.1	4.0	8. KFJZ-F	210	2990/11.0
9. KTXQ-F	162/4.5	5.1	6.8	4.6	2.8	9. KKDA-F	201	2803/11.0
10. WFAA	156/4.3	4.4	4.6	4.0	3.2	10. KTXQ-F	185	2587/10.7
11. KNOK-F	142/3.9	4.2	3.6	3.4	2.9	11. KFJZ-F	168	2485/10.2
12. KFJZ-F	137/3.8	3.8	5.7	4.9	6.2	12. KNOK-F	150	2219/ 8.0
13. KMGC-F	137/3.8	3.3	2.1	2.6	1.4	13. KMGC-F	141	2073/ 8.5
14. KBOX	119/3.3	4.0	4.0	3.3	3.7	14. KBOX	125	1990/ 8.4
15. KPLX-F	98/2.7	1.6	2.1	2.3	2.8	15. KPLX-F	120	1970/ 8.4
16. KNUS-F	89/2.5	3.3	2.9	4.1	2.3	16. KNUS-F	91	1834/ 7.8
17. KLIF	67/1.9	2.3	2.1	2.9	3.2	17. KLIF	81	1772/ 6.8
18. WRR-F	59/1.6	1.4	.7	1.4	.9	18. WRR-F	60	918/ 3.5
19. KAFM-F	35/1.0	1.7	1.2	1.7	2.1	19. KAFM-F	48	880/ 3.6
20. KNOK	35/1.0	1.5	.7	.8	1.7	20. KNOK	38	694/ 3.0

12+ FM SHARE (METRO): 68.00% (2306 of 3391) (A/M 79: 63.63%)
 12+ FM SHARE (TSA) : 60.64% (2581 of 4256) (A/M 79: 54.51%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFJZ-F	1. KVIL-F	1. KVIL-F	1. KVIL-F	1. WBAP	1. WBAP
2. KZEW-F	2. KSCS-F	2. KSCS-F	2. WBAP	2. KOAX-F	2. KRLD
3. KNOK-F	3. KZEW-F	3. WBAP	3. WSCS-F	3. KRLD	3. KVIL-F+
4. KKDA-F	4. KTXQ-F	4. KKDA-F	4. KOAX-F	4. KMEZ-F	4. KSCS-F
5. KVIL-F	5. KKDA-F	5. KTXQ-F	5. KMEZ-F	5. KSCS-F	5. WFAA
6. KSCS-F	6. KMGC-F	6. KZEW-F	6. KRLD	6. WFAA	6. KOAX-F
KNUS-F	7. WBAP	7. KMGC-F	7. KKDA-F	7. KBOX	7. KMEZ-F

FORMATS

	AM	FM	TOTAL	%
COUNTRY	470 (3)	384 (2)	854 (5)	25.2
ROCK/AOR/CONTEMP		716 (6)	716 (6)	21.1
MOR/AC	107 (3)	391 (2)	498 (5)	14.7
BTFL MUSIC		428 (2)	428 (2)	12.6
NEWS/TALK	399 (2)		399 (2)	11.8
BLACK/DISCO	52 (2)	328 (2)	380 (4)	11.2
CLASSICAL		59 (1)	59 (1)	1.7
RELIGION	57 (2)		57 (2)	1.7
			3391 (27)	

DALLAS-FT. WORTH ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WBAP	1. WBAP	1. KVIL-F	KAAM	1310 .4
2. KVIL-F	2. KRLD	2. WBAP	KDDC-F	106.1 Denton .3
3. KSCS-F	3. KVIL-F	3. KKDA-F	KKDA	730 .5
4. KRLD	4. KSCS-F	4. KSCS-F	KPBC	1040 .9
5. KOAX-F	5. KZEW-F	5. KRLD	KSKY	660 .7
6. KMEZ-F	6. KOAX-F	6. KBOX	KVIL	1150 .7
7. KZEW-F	7. KFJZ-F	7. KNOK-F	KXOL	1360 .5
8. KKDA-F	8. WFAA	8. KOAX-F		
9. KTXQ-F	9. KMEZ-F	9. KFJZ-F		
10. WFAA	10. KKDA-F	10. WFAA		
11. KFJZ-F	11. KTXQ-F			
12. KNOK-F	12. KLIF			
13. KMG-C-F	13. KNOK-F			
14. KBOX	14. KMG-C-F			
15. KPLX-F	15. KNUS-F			

ADI FM SHARE: 63.74% (2515 of 3946) (A/M 79: 59.61%)

DALLAS METRO 1/4/SHARE

1. KVIL-F	251/10.4
2. KRLD	186/ 7.7
3. KSCS-F	176/ 7.3
4. KKDA-F	174/ 7.2
5. WBAP	156/ 6.5
6. KOAX-F	151/ 6.3
7. KMEZ-F	142/ 5.9
8. KBOX	113/ 4.7
9. KZEW-F	110/ 4.6
10. KTXQ-F	108/ 4.5
11. KMG-C-F	102/ 4.2
12. KFJZ-F	88/ 3.6
13. WFAA	86/ 3.6
14. KNOK-F	76/ 3.2
15. KNUS-F	74/ 3.1

FM SHARE: 69.76%

FT. WORTH METRO 1/4/SHARE

1. WBAP	183/15.1
2. KSCS-F	110/ 9.1
3. KVIL-F	105/ 8.6
4. KOAX-F	78/ 6.4
5. WFAA	71/ 5.8
6. KZEW-F	68/ 5.6
7. KNOK-F	64/ 5.3
8. KMEZ-F	60/ 4.9
	KRLD 60/ 4.9
10. KTXQ-F	53/ 4.4
11. KFJZ-F	51/ 4.2
12. KPLX-F	46/ 3.8
13. KMG-C-F	33/ 2.7
14. KLIF	19/ 1.6
15. KNOK	16/ 1.3

FM SHARE: 62.70%

AM STATIONS

KBOX, 1480, 5 KW/1 KW (DA-2), COUNTRY	, \$ 75.00	(Mc-Guild)	Group One	
KLIF, 1190, 50 KW/5 KW (DA-2), MOR/AC	, \$ 42.70	(RKO)	Susquehanna	
KNOK, 970, 1 KW (DAYS)	, \$ 36.00	(Howard)	Earl Graves	
KRLD, 1080, 50 KW (DA-N)	, NEWS	ABC-I, \$ 90.00	(Katz)	Metromedia
WBAP, 820, 50 KW	, COUNTRY	NBC, \$165.00	(Eastman)	Capital Cities
WFAA, 570, 5 KW (DA-2)	, NEWS/TALK	CBS, \$ 75.00	(MMR)	Belo

FM STATIONS

KAFM-F, 92.5, 100 KW @ 1685, MOR/AC	, \$ 24.00	(Torbet)	Bonneville
KFJZ-F, 97.1, 100 KW @ 1302, ROCK	RKO, \$ 72.80	(Christal)	Swanson
KKDA-F, 104.5, 100 KW @ 390, BLACK	, \$ 93.75	(HR/Stone)	
KMEZ-F, 100.3, 89 KW @ 1280, BTFL MUS (Bonne)	, \$ 75.00	(Mc-Guild)	Group One
KMGC-F, 102.9, 100 KW @ 1572, AC/SOFT (TM)	, \$ 93.13	(Selcom)	Shamrock
KNOK-F, 107.5, 100 KW @ 445, DISCO (Burk-Abr)	, \$ 48.00	(Howard)	Earl Graves
KNUS-F, 98.7, 100 KW @ 519, AOR (Burk-Abr)	ABC-F, \$ 48.75	(Masla)	SJR
KOAX-F, 105.3, 100 KW @ 1560, BTFL MUS (Schulke)	, \$ 86.75	(RAR)	Westinghouse
KPLX-F, 99.5, 100 KW @ 1680, COUNTRY	ABC-E, \$ 41.25	(RKO)	Susquehanna
KTXQ-F, 102.1, 100 KW @ 1420, AOR	MBS, \$ 79.50	(CBS-FM)	Gulf/Rahall
KVIL-F, 103.7, 100 KW @ 1570, AC/CONTEMP	, \$193.75	(Blair)	Fairbanks
KZEW-F, 97.9, 100 KW @ 1680, AOR	Source, \$ 95.00	(MMR)	Belo
WRR-F, 101.1, 100 KW @ 600, CLASSICAL	, \$ 30.00	(CMBS)	City of Dallas
KSCS-F, 96.3, 99 KW @ 1680, COUNTRY	, \$120.00	(Eastman)	Capital Cities

TV STATIONS

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

NEWSPAPERS

Dallas News	M	286,781, Belo	
Dallas Times Herald	E	247,629	
Ft. Worth Star-Telegram		(M-93,748	E-148,543), Capital Cities

DAVENPORT-ROCK ISLAND-MOLINE

Market # 103
 Revenue Rank # 87
 Income Rank # 82
 APR 14.0
 SMSA Pop: 375,800

Revenue : \$5,069,996
 Income : \$ 514,624
 % Rev Change: 14.1%
 Stations: 16/10
 Diaries: 797

National Rev: \$1,258,328
 Nat Rev per Cap: \$3.35
 Tot Rev per Cap: \$13.49
 Tot Inc per Cap: \$1.37
 Profit Margin: 10.2%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WHBF 77/17.8	17.3	14.8	1. WHBF 87	1. WHBF 1248/33.6	
2. KSTT 60/13.9	12.7	12.0	2. KIIK-F 78	2. KIIK-F 1204/22.9	
3. WOC 44/10.2	9.2	10.5	3. KSTT 71	3. KSTT 1105/29.1	
4. KIIK-F 41/ 9.5	11.4	14.6	4. WMAQ 56	4. WLS 971/ 7.2	
5. KRVR-F 40/ 9.2	10.3	8.9	5. KRVR-F 55	5. WMAQ 881/ 7.7	
6. WXLP-F 30/ 6.9	6.3	2.6	6. WOC 48	6. WOC 783/22.6	
7. WQUA 25/ 5.8	6.3	10.8	7. WXLP-F 46	7. WQUA 749/22.2	
8. WHBF-F 20/ 4.6	1.8	3.3	8. WLS 37	8. KRVR-F 728/18.7	
9. WZZC-F 17/ 3.9	2.0	1.4	9. WZZC-F 33	9. WXLP-F 631/11.6	
10. WKEI 11/ 2.5	2.0	2.2	10. WQUA 27	10. WHBF-F 544/12.5	

12+ FM SHARE (METRO): 37.09% (148 of 399) (A/M 79: 36.08%)
 12+ FM SHARE (TSA) : 38.45% (238 of 619) (A/M 79: 35.43%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSTT	1. KSTT	1. KSTT	1. WHBF	1. WHBF	1. WHBF
2. KIIK-F	2. WXLP-F	2. KIIK-F	2. KSTT	2. KRVR-F	2. KSTT
3. WXLP-F	3. KIIK-F	WHBF	KRVR-F	3. WOC	3. KIIK-F

OTHER RATED STATIONS/METRO SHARE

KWNT 1580		.7	WGN 720	Chicago .9
WGEN 1500	Geneseo	1.2	WLS 890	Chicago 2.1
WBBM 780	Chicago	.9	WMAQ 670	Chicago 2.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	69 (2)	91 (3)	160 (5)	40.1
COUNTRY	94 (4)	17 (1)	111 (5)	27.8
NEWS/TALK	48 (2)		48 (2)	12.0
MOR/AC	40 (3)		40 (3)	10.0
BTFM MUSIC		40 (1)	40 (1)	10.0
			399 (16)	

RADIO STATIONS

KSTT, 1170, 1 KW (DA-2), ROCK	ABC-C, \$24.25 (Katz)	Guy Gannett
WHBF, 1270, 5 KW (DA-N), COUNTRY	CBS, \$24.50 (Buckley)	
WKEI, 1450, 500 W/250 W, MOR	ABC-I, \$ 7.75 (-----)	(KEWANEE)
WOC, 1420, 5 KW (DA-2), NEWS/TALK	NBC, \$36.00 (Blair)	
WQUA, 1230, 1 KW/250 W, MOR/AC	ABC-E, \$39.20 (Eastman)	Mid America
KIIK-F, 103.7, 100 KW @ 800, ROCK	, \$36.00 (Blair)	Palmer
KRVR-F, 106.5, 60 KW @ 190, BTFM MUS (Schulke)	, \$39.20 (Eastman)	Mid America
WHBF-F, 98.9, 39 KW @ 900, SOFT ROCK (TM)	, \$11.50 (Buckley)	
WXLP-F, 96.9, 50 KW @ 500, AOR	ABC-F, \$15.50 (Katz)	Guy Gannett
WZZC-F, 101.3, 50 KW @ 453, COUNTRY	MBS, \$11.50 (Roslin)	

OTHER STATIONS - SEE CHICAGO

TV STATIONS

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

NEWSPAPERS

Quad City Times AD 64,507, Lee
 Moline Dispatch/Rock Island Argus E 58,829

DAYTON

Market # 46; ADI # 44
 Revenue Rank # 40
 Income Rank # 23
 APR 17.0
 SMSA Pop: 827,900

Revenue : \$10,907,563
 Income : \$ 2,936,776
 % Rev Change: 20.4%
 Stations: 20/13
 Diaries: 835

National Rev: \$1,908,824
 Nat Rev per Cap: \$2.31
 Tot Rev per Cap: \$13.17
 Tot Inc per Cap: \$3.55
 Profit Margin: 26.9%

	O/N	A/M	O/N	A/M	
12+ METRO 1/4/SHARE	79	79	78	78	
1. WHIO-F	199/17.0	15.4	15.3	18.8	16.1
2. WHIO	147/12.6	15.4	16.0	12.3	19.3
3. WTUE-F	116/ 9.9	8.1	12.0	13.5	6.4
4. WONE	108/ 9.2	6.6	9.7	8.8	7.8
5. WDAO-F	88/ 7.5	6.8	4.9	7.7	6.4
6. WVUD-F	82/ 7.0	6.4	2.7	3.2	2.4
7. WING	78/ 6.7	8.9	8.7	11.3	11.7
8. WDJX-F	72/ 6.2	6.8	6.5	---	---
9. WAVI	68/ 5.8	6.8	4.9	7.7	6.4
10. WLW	26/ 2.2	2.3	2.9	3.0	4.6

12+ TSA 1/4	
1. WHIO-F	261
2. WONE	178
3. WHIO	164
4. WTUE-F	153
5. WLW	150
6. WVUD-F	107
7. WDAO-F	96
8. WING	95
9. WDJX-F	79
10. WAVI	75

12+ TSA CUME/MSA	CUME	RAT
1. WLW	2755/	9.8
2. WHIO-F	2728/	28.2
3. WHIO	2379/	29.1
4. WONE	2208/	18.9
5. WTUE-F	2204/	22.7
6. WING	1852/	20.5
7. WVUD-F	1705/	16.5
8. WDJX-F	1173/	15.4
9. WDAO-F	982/	12.7
10. WKRQ-F	980/	3.3

12+ FM SHARE (METRO): 59.96% (653 of 1089) (A/M 79: 53.82%)
 12+ FM SHARE (TSA) : 59.01% (969 of 1642) (A/M 79: 53.41%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDJX-F	1. WTUE-F	1. WTUE-F	1. WHIO-F	1. WHIO-F	1. WHIO
2. WVUD-F	2. WVUD-F	2. WHIO-F	2. WHIO	2. WHIO	2. WONE
3. WTUE-F	3. WING	3. WING	3. WONE	3. WONE	3. WHIO-F
4. WDAO-F	4. WDAO-F	4. WDAO-F	4. WDAO-F	4. WAVI	4. WLW
5. WONE	5. WDJX-F	5. WONE	5. WING	5. WDAO-F	5. WING

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		320 (7)	320 (7)	29.4
MOR/AC	260 (4)		260 (4)	23.9
BTFL MUSIC		223 (4)	223 (4)	20.5
COUNTRY	108 (1)	5 (1)	113 (2)	10.4
BLACK/DISCO		88 (1)	88 (1)	8.1
NEWS/TALK	68 (1)		68 (1)	6.2
RELIGION		17 (1)	17 (1)	1.6
			<u>1089 (20)</u>	

DAYTON ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WHIO-F	1. WHIO-F	1. WDAO-F	WBZI-F	95.3	Xenia .9
2. WHIO	2. WHIO	2. WONE	WFCJ-F	93.7	Miamisburg 1.5
3. WONE	3. WTUE-F	WHIO	WJAI-F	92.9	Eaton .4
4. WTUE-F	4. WLW	4. WHIO-F	WPTW	1570	Piqua .8
5. WVUD-F	5. WONE	5. WING	WPTW-F	95.7	Piqua 1.3
6. WDAO-F	6. WING	6. WDJX-F	WEBN-F	102.7	Cincinnati .7
7. WLW	7. WVUD-F	7. WPTW-F	WKRQ-F	101.9	Cincinnati .7
8. WING	8. WDJX-F	8. WTUE-F	WLWV-F	94.9	Fairfield .4
9. WDJX-F	9. WDAO-F	9. WVUD-F	WSKS-F	96.5	Hamilton 2.0
10. WAVI	10. WAVI	10. WLW	WWEZ-F	92.5	Cincinnati .3
11. WIZE	11. WIZE				
12. WBLY	12. WBLY				
13. WIMA	13. WSKS-F				
14. WSKS-F	14. WBZI-F				
15. WPTW-F	15. WOWO				

ADI FM SHARE: 52.27% (852 of 1630) (A/M 79: 50.37%)

AM STATIONS

WAVI, 1210, 250 W (DAYS), TALK	ABC-E, \$26.00	(Howard)	
WHIO, 1290, 5 KW (DA-N), MOR	CBS, \$65.25	(Christal)	Cox
WING, 1410, 5 KW (DA-N), AC	, \$54.38	(Eastman)	Great Trail
WONE, 980, 5 KW (DA-N), COUNTRY	, \$60.00	(Mc-Guild)	Group One
WBLY, 1600, 1 KW (DAYS), MOR	, \$13.50	(Regional)	(SPRINGFIELD)
WIZE, 1340, 1 KW/250 W, ROCK	ABC-C, \$14.00	(Eastman)	Great Trail
			(SPRINGFIELD)
WIMA, 1150, 1 KW (DA-N), MOR	ABC-E,ABC-I, \$17.63	(Buckley)	(LIMA)

FM STATIONS

WBZI-F, 95.3, 3 KW @ 300, ROCK	, \$14.00	(Regional)	Baker
			(XENIA)
WDAO-F, 107.7, 50 KW @ 420, BLACK	SBN,NBN,ABC-C, \$39.00	(Howard)	
WDJX-F, 103.9, 3 KW @ 331, ROCK	MBS, \$30.00	(Buckley)	(XENIA)
WHIO-F, 99.1, 50 KW @ 1060, BTFL MUS (Bonne)	, \$70.00	(Christal)	Cox
WPTW-F, 95.7, 50 KW @ 164, BTFL MUS	, \$ 5.13	(Regional)	(PIQUA)
WTUE-F, 104.7, 50 KW @ 500, AOR (Burk-Abr)	, \$60.00	(Mc-Guild)	Group One
WVUD-F, 99.9, 50 KW @ 500, ROCK	ABC-F, \$24.00	(Masla)	Un of Dayto
Other Stations - See Cincinnati		WOWO - Fort Wayne	

TV STATIONS

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

NEWSPAPERS

Dayton News	E	142,042, Cox
Dayton Journal & Herald	M	100,302, Cox
Springfield News	M	18,126, Cox
Springfield Sun	E	27,275, Cox

DAYTONA BEACH

Market # 160
 Revenue Rank # 166
 Income Rank # 372
 APR 14.3
 SMSA Pop: 221,900

Revenue : \$2,379,287
 Income : \$ +193,372
 % Rev Change: 25.4%
 Stations: 21/9
 Diaries: 19/9

National Rev: \$645,689
 Nat Rev per Cap: \$2.91
 Tot Rev per Cap: \$10.72
 Tot Inc per Cap: \$-.87
 Profit Margin: ---

12+ METRO 1/4/SHARE	O/N 79	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WWLV-F 52/19.0	16.8	16.0	16.9	1. WWLV-F 57	1. WWLV-F	502/25.1
2. WELE-F 33/12.0	8.8	5.2	6.7	2. WELE-F 35	2. WDOQ-F	424/21.4
3. WDOQ-F 32/11.7	8.0	4.9	4.9	3. WDOQ-F 33	3. WDBO-F	382/19.6
WDBO-F 32/11.7	11.8	10.7	14.6	4. WDBO-F 32	4. WELE-F	355/18.1
5. WNDB 21/ 7.7	7.3	7.5	10.9	5. WNDB 21	5. WNDB	283/14.5
6. WSB 20/ 7.3	8.4	11.4	4.9	6. WSB 20	6. WDIZ-F	253/12.7
7. WDIZ-F 14/ 5.1	8.0	9.1	7.5	7. WDIZ-F 14	7. WSB	239/12.4
8. WROD 8/ 2.9	6.1	5.2	5.2	8. WROD 10	8. WROD	204/10.5
9. WMFJ 7/ 2.6	2.3	5.2	7.5	9. WMFJ 7	9. WDAT	146/ 7.4
10. WDAT 6/ 2.2	4.2	3.3	3.4	10. WDAT 6	10. WDBO	118/ 6.2

12+ FM SHARE (METRO): 68.22% (176 of 258) (A/M 79: 57.69%)
 12+ FM SHARE (TSA) : 68.66% (184 of 268) (A/M 79: 57.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDOQ-F	1. WDOQ-F	1. WDOQ-F	1. WELE-F	1. WWLV-F	1. WWLV-F
2. WDIZ-F	2. WELE-F	2. WELE-F	2. WWLV-F	2. WELE-F	2. WNDB
	3. WDIZ-F	3. WWLV-F	3. WDOQ-F	3. WDBO-F	3. WELE-F

OTHER RATED STATIONS/METRO SHARE

WELE	1590		1.8	WORLD	1270	Orlando	1.1
WETO	1490	DeLand	1.5	WTLN	1520	Apopka	.4
WDBO	580	Orlando	1.5	WTLN-F	95.3	Apopka	.7
WHLY-F	106.7	Leesburg	1.1	WTRR	1400	Sanford	.4
WHOO-F	96.5	Orlando	1.1	WAPE	690	Jacksonville	.7
WORJ-F	107.7	Mt. Dora	1.8				

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	20 (1)	87 (3)	107 (4)	41.5
ROCK/AOR/CONTEMP	13 (3)	54 (4)	67 (7)	26.0
MOR/AC	39 (4)		39 (4)	15.1
COUNTRY	6 (2)	33 (1)	39 (3)	15.1
BLACK/DISCO	3 (1)		3 (1)	1.2
RELIGION	1 (1)	2 (1)	3 (2)	1.2

258 (21)

RADIO STATIONS

WDAT, 1380, 5 KW/2.5 KW (DA-2), MOR	NBC, \$12.00	(Masla)
WMJF, 1450, 1 KW/250 W, ROCK	ABC-C, \$10.50	(PRO)
WNDB, 1150, 1 KW (DA-N), MOR	CBS, \$19.60	(HR/Stone) Broadcast Mng Crp
WROD, 1340, 1 KW/250 W, AC	ABC-E, \$ 9.15	(Carpenter) Elyria-Lorain
WSBB, 1230, 1 KW, BTFL/BIG BAND	MBS, \$ 8.00	(Sav-Gates)
WDOQ-F, 101.9, 25 KW @ 161, ROCK		(-----) Patten
WELE-F, 105.9, 100 KW @ 600, COUNTRY		(Roslin)
WWLV-F, 94.5, 54 KW @ 360, BTFL MUS (TM)		(HR/Stone) Bdcst Mng Corp

Other Stations - See Orlando

TV & Newspapers - See Orlando

DENVER

Market # 21; ADI # 21
 Revenue Rank # 18
 Income Rank # 20
 APR 16,9
 SMSA Pop: 1,530,400

Revenue : \$23,347,480
 Income : \$ 3,174,023
 % Rev Change: 6.0%
 Stations: 29/30
 Diaries: 1476

National Rev: \$6,433,054
 Nat Rev per Cap: \$4.20
 Tot Rev per Cap: \$15.26
 Tot Inc per Cap: \$2.07
 Profit Margin: 13.6%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
1. KBPI-F	195/9.0	4.9	4.6	4.7	8.7	1. KIMN	232	1. KIMN	3961/22.4
2. KIMN	167/7.7	6.8	6.5	8.1	5.6	2. KOA	223	2. KOA	3578/17.8
3. KHOW	165/7.6	7.7	9.9	8.1	9.5	3. KLZ	216	3. KHOW	3120/18.3
4. KLIR-F	158/7.3	6.5	7.8	8.0	7.6	4. KBPI-F	213	4. KBPI-F	3053/20.9
5. KLZ	145/6.7	5.4	3.9	3.7	2.2	5. KHOW	203	5. KLZ	2763/13.6
6. KOA	141/6.5	9.9	6.4	11.3	7.7	6. KLIR-F	172	6. KAZY-F	2368/14.7
7. KOSI-F	125/5.7	6.9	6.7	4.6	5.7	7. KAZY-F	153	7. KLIR-F	2360/16.9
8. KAZY-F	113/5.2	6.1	7.3	3.9	5.1	8. KOSI-F	142	8. KOSI-F	2138/14.5
9. KPPL-F	106/4.9	3.6	2.8	4.0	.5	9. KPPL-F	125	9. KOAQ-F	1877/12.0
10. KVOD-F	82/3.8	4.1	3.2	3.5	3.9	10. KVOD-F	96	10. KYGO-F	1515/10.4
11. KLAK	77/3.5	2.6	1.9	3.3	2.7	11. KLAK	77	11. KPPL-F	1440/10.3
12. KOSI	69/3.2	2.1	3.4	3.3	3.5	12. KYGO-F	73	12. KOSI	1394/10.1

12+ FM SHARE (METRO): 50.34% (1047 of 2080) (A/M 79: 46.81%)

12+ FM SHARE (TSA) : 47.96% (1210 of 2523) (A/M 79: 47.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KAZY-F	1. KBPI-F	1. KBPI-F	1. KHOW	1. KLIR-F	1. KOA
2. KIMN	2. KIMN	2. KHOW	2. KLIR-F	2. KHOW	2. KHOW
3. KBPI-F	3. KPPL-F	3. KIMN	3. KIMN	3. KOSI-F	3. KIMN
4. KTLK	4. KAZY-F	4. KPPL-F	4. KLZ	4. KOA	4. KLZ
5. KOAQ-F	5. KHOW	5. KLZ	5. KBPI-F	5. KLZ	5. KBPI-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	269 (4)	592 (7)	861 (11)	41.4
BTFL MUSIC	69 (1)	316 (3)	385 (4)	18.5
NEWS/TALK	240 (3)		240 (3)	11.5
COUNTRY	222 (2)		222 (2)	10.7
MOR/AC	182 (3)		182 (3)	8.8
CLASSICAL		82 (1)	82 (1)	3.9
BLACK/JAZZ	20 (1)	57 (1)	77 (2)	3.7
RELIGION	20 (2)		20 (2)	1.0
SPANISH	11 (1)		11 (1)	0.5
			2080 (29)	

DENVER ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. KIMN	1. KIMN	1. KLZ	KADE 1190	Boulder .7
2. KBPI-F	2. KBPI-F	2. KHOW	KADX-F 105.1	2.6
3. KHOW	3. KOA	3. KIMN	KBCO-F 97.3	Boulder 1.6
4. KLZ	4. KHOW	4. KOA	KBNO 1220	.5
5. KOA	5. KLZ	5. KOSI	KBRN 800	Brighton .3
6. KLIR-F	6. KLIR-F	6. KOSI-F	KDEN 1340	2.4
7. KAZY-F	7. KAZY-F	7. KBPI-F	KDKO 1510	Littleton .9
8. KOSI-F	8. KOSI-F	8. KAZY-F	KERE 710	.4
9. KPPL-F	9. KOAQ-F	9. KLAK	KFML 1390	1.8
10. KVOD-F	10. KYGO-F	10. KLIR-F	KHOW-F 95.7	1.5
11. KLAK	11. KPPL-F		KIMO 1060	Longmont .4
12. KOSI	12. KOSI		KOAQ-F 103.5	2.7
KYGO-F	13. KVOD-F		KRKS 990	.6
14. KOAQ-F	14. KTLK		KTLK 1280	2.2
15. KADX-F	15. KDEN		KWBZ 1150	Englewood 2.1
			KYGO-F 98.5	2.8
			KTCL-F 93.3	Fort Collins 1.1

ADI FM SHARE: 48.17% (1277 of 2651) (A/M 79: 43.94%)

AM STATIONS

KDEN, 1340, 1 KW/250 W, NEWS	MBS,NBC, \$ 23.00 (Sav-Gates)
KHOW, 630, 5 KW (DA-N), MOR/AC	, \$128.75 (RAR) Doubleday
KIMN, 950, 5 KW (DA-1), ROCK	, \$ 79.75 (Blair) Jeff-Pilot
KLAK, 1600, 5 KW (DA-N), COUNTRY	RKO, \$ 21.25 (Eastman) Des Moines Reg
KLZ, 560, 5 KW (DA-1), COUNTRY	ABC-E, \$ 90.00 (Mc-Guild) Group One
KOA, 850, 50 KW, NEWS/TALK	CBS, \$105.00 (Katz) GE
KOSI, 1430, 5 KW (DA-N), BTFL MUS	, \$ 23.50 (Torbet) Armstrong
KTLK, 1280, 5 KW (DA-2), CONTEMP (DISCO?)	ABC-C, \$ 41.00 (HR/Stone) Welcome Radio

FM STATIONS

KADX-F, 105.1, 100 KW @ 200, JAZZ/BLACK	, \$ 24.00 (-----)
KAZY-F, 106.7, 94 KW @ 960, AOR (Burk-Abr)	, \$ 90.00 (Mc-Guild) Group One
KBPI-F, 105.9, 100 KW @ 900, ROCK	Source, \$ 50.50 (Selcom) Sandusky News
KLIR-F, 100.3, 100 KW @ 500, BTFL MUS (Schulke)	, \$ 50.63 (Christal)
KOAQ-F, 103.5, 100 KW @ 1061, CONTEMP (Drake-Chen)	, \$ 33.00 (Katz) GE
KOSI-F, 101.1, 100 KW @ 780, BTFL MUS (Bonne)	, \$ 40.00 (Torbet) Armstrong*
KPPL-F, 107.5, 100 KW @ 1800, AC/CONTEMP	, \$ 78.50 (Eastman) Des Moines Reg
KVOD-F, 99.5, 100 KW @ 380, CLASSICAL	, \$ 34.00 (CMBS)
KYGO-F, 98.5, 50 KW @ 720, ROCK**	ABC-F, \$ 35.00 (Blair) Jeff-Pilot

*Sale to Westinghouse is pending

**Station switched to country programming in July

TV STATIONS

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

NEWSPAPERS

Denver Post	E	266,571
Rocky Mountain News	M	261,882, Scripps-Howard

DES MOINES

Market # 111
 Revenue Rank # 65
 Income Rank # 71
 APR 13.7
 SMSA Pop: 337,900

Revenue : \$7,183,764
 Income : \$ 709,157
 % Rev Gain: 16.1%
 Stations: 12/12
 Diaries: 790

National Rev: \$1,697,390
 Nat Rev per Cap: \$5.02
 Tot Rev per Cap: \$21.26
 Tot Inc per Cap: \$2.10
 Profit Margin: 9.9%

12+ METRO	1/4/SHARE	O/N	A/M	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT		
		79	79	78	78				
1. WHO	64/16.9	16.4	15.1	15.7	14.5	1. WHO	311	1. WHO	4135/33.9
2. KSO	55/14.6	10.5	17.6	14.9	10.6	2. KSO	150	2. KIOA	2341/28.4
3. KLYF-F	47/12.4	11.0	13.1	10.7	13.6	3. KLYF-F	117	3. KSO	1582/25.0
4. KRNT	45/11.9	10.8	11.8	12.9	14.8	4. KIOA	95	4. KLYF-F	1345/22.1
5. KGGO-F	42/11.1	7.4	6.3	8.0	6.4	5. KGGO-F	71	5. KRNT	982/24.7
6. KRNT	37/ 9.8	9.5	7.6	6.6	7.0	6. KRNT	61	6. KMGK-F	956/18.5
7. KIOA	26/ 6.9	10.3	12.1	10.2	10.3	7. KRNT	52	7. KRNT	919/20.8
8. KMGK-F	25/ 6.6	9.7	7.6	8.3	7.5	8. KMGK-F	50	8. KGGO-F	812/19.7
9. KANY-F	6/ 1.6	.8	1.0	1.9	1.9	9. KLFM-F	7	9. KLFM-F	200/ 4.4
10. KWKY	4/ 1.1	1.5	1.3	---	---	10. KWKY	6	10. KWKY	133/ 4.0
12+ FM SHARE (METRO):		44.82%		(160 of 357)		(A/M 79: 39.27%)			
12+ FM SHARE (TSA) :		32.62%		(303 of 929)		(A/M 79: 32.53%)			

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KGGO-F	1. KRNT-F	1. KSO	1. KSO	1. WHO	1. WHO
2. KMGK-F	2. KGGO-F	2. KGGO-F	2. KLYF-F	2. KSO	2. KSO
3. KRNT-F	3. KIOA	KLYF-F	3. WHO	3. KRNT	3. KRNT
4. KIOA	KLYF-F	4. KRNT-F	4. KRNT	4. KLYF-F	4. KIOA

OTHER RATED STATIONS/METRO SHARE

KCBC 1390 .8 KLFM-F 104.1 Ames .8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	26 (1)	104 (3)	130 (4)	36.4
NEWS/TALK	64 (1)		64 (1)	17.9
COUNTRY	55 (1)		55 (1)	15.4
BTFL MUSIC		53 (2)	53 (2)	14.8
MOR/AC	48 (2)	3 (1)	51 (3)	14.3
RELIGION	4 (1)		4 (1)	1.1
				357 (12)

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), CONTEMP	, \$39.95 (Eastman)	Mid America
KRNT, 1350, 5 KW (DA-N), MOR	CBS, \$30.50 (Katz)	Stauffer
KSO, 1460, 5 KW (DA-N), COUNTRY	ABC-I, \$32.75 (Torbet)	Stoner
KWKY, 1150, 1 KW (DA-2), RELIG/COUNTRY	, \$ 9.25 (-----)	
WHO, 1040, 50 KW, NEWS/TALK	NBC, \$61.25 (Blair)	Palmer
KANY-F, 106.3, 3 KW @ 300, BTFL MUS	, \$ 5.50 (-----)	(ANKENY)
KGGO-F, 94.9, 100 KW @ 300, AOR (Burk-Abr)	ABC-F, \$34.00 (Torbet)	Stoner
KLYF-F, 100.3, 100 KW @ 1700, BTFL MUS (Schulke)	, \$22.00 (Blair)	Palmer
KMGK-F, 93.3, 100 KW @ 420, ROCK	, \$28.20 (Eastman)	Mid America
KRNT-F, 102.5, 100 KW @ 514, ROCK (TM)	, \$23.50 (Katz)	Stauffer
KLFM-F, 104.1, 100 KW @ 465, AC/CONTEMP	, \$13.50 (-----)	(AMES)

TV STATIONS

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

NEWSPAPERS Des Moines Register M 208,856
 Des Moines Tribune E 83,291

DETROIT

SRDS Market # 5; ADI # 7
 FCC Revenue Rank # 5
 FCC Income Rank # 5
 APR 17.5
 SMSA Pop: 4,349,200

Revenue : \$46,519,844
 Income : \$ 9,102,475
 % Rev Change: 14.7%
 Stations: 29/31
 Diaries: 1768

National Rev: \$14,845,408
 Nat Rev per Cap: \$3.41
 Tot Rev per Cap: \$10.70
 Tot Inc per Cap: \$2.09
 Profit Margin: 19.6%

<u>12+ METRO 1/4/SHARE</u>		<u>J/F</u>	<u>0/N</u>	<u>J/A</u>	<u>A/M</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
		80	79	79	79				
1. WJR	733/11.8	10.8	10.1	14.1	13.3	1. WJR	1009	1. WJR	13852/28.2
2. WRIF-F	438/ 7.0	7.5	6.3	4.8	4.6	2. WRIF-F	511	2. CKLW	7973/17.7
3. WMJC-F	346/ 5.5	4.8	5.0	6.0	5.5	3. WMJC-F	376	3. WRIF-F	7813/18.7
4. WCZY-F	332/ 5.3	4.0	3.3	4.0	3.8	4. WCXI	375	4. WMJC-F	5769/14.8
5. WCXI	321/ 5.1	4.8	5.6	2.0	2.6	5. CKLW	362	5. WWJ	5753/14.5
6. WWJ	309/ 5.0	6.2	6.0	6.3	4.8	6. WCZY-F	347	6. WNIC-F	5583/14.6
7. WJR-F	291/ 4.7	5.0	4.0	4.4	4.3	7. WWJ	334	7. WWWW-F	5364/13.5
8. CKLW	290/ 4.6	5.0	4.4	5.5	5.6	8. WJR-F	307	8. WJR-F	5229/13.3
9. WDRQ-F	287/ 4.6	3.7	3.6	3.0	2.7	9. WDRQ-F	294	9. WDRQ-F	5206/13.9
10. WNIC-F	277/ 4.4	3.3	3.5	3.5	3.3	10. WNIC-F	290	10. WABX-F	5066/12.6
11. WOMC-F	274/ 4.4	3.2	4.3	3.1	4.5	11. WOMC-F	287	11. WCZY-F	5065/13.4
12. WABX-F	230/ 3.7	3.3	3.3	3.3	3.9	12. WABX-F	246	12. WWJ-F	3855/10.2
13. WWJ-F	215/ 3.4	4.1	3.7	3.8	3.1	13. WWWW-F	236	13. WOMC-F	3840/10.1
14. WWWW-F	209/ 3.4	3.9	4.5	5.9	6.1	14. WWJ-F	222	14. WCXI	3708/ 8.5
15. WXYZ	166/ 2.7	4.1	4.5	3.9	5.2	15. WXYZ	177	15. WTWR-F	3482/ 9.2
16. WJZZ-F	160/ 2.6	2.6	3.2	3.0	3.2	16. WJZZ-F	171	16. WXYZ	3445/ 9.2
17. WJLB	153/ 2.5	3.1	3.0	2.9	3.8	17. WGPR-F	161	17. WJLB	2903/ 8.0
18. WTWR-F	152/ 2.4	4.0	3.8	3.3	2.0	18. WTWR-F	160	18. WGPR-F	2794/ 7.5
19. WGPR-F	147/ 2.4	2.1	1.6	1.2	1.3	19. WJLB	153	19. WJZZ-F	2782/ 7.1
20. WLBS-F	132/ 2.1	1.3	1.6	.7	1.2	20. WLBS-F	135	20. WCHB	2280/ 6.3

12+ FM SHARE (METRO): 61.49% (3623 of 5892) (A/M 79: 55.53%)
 12+ FM SHARE (TSA) : 58.90% (3927 of 6667) (A/M 79: 52.94%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WDRQ-F	1. WRIF-F	1. WRIF-F	1. WJR	1. WJR	1. WJR
2. WRIF-F	2. WNIC-F	2. WJR	2. WCXI	2. WCXI	2. CKLW
3. WWWW-F	3. WMJC-F	3. WMJC-F	3. WOMC-F	3. WCZY-F	3. WWJ
4. WABX-F	WABX-F	4. WNIC-F	4. CKLW	4. WWJ	4. WRIF-F
5. WMJC-F	5. CKLW	5. WOMC-F	5. WMJC-F	5. WJR-F	5. WCXI
6. WGPR-F	6. WOMC-F	6. WCXI	6. WCZY-F	6. WWJ-F	6. WNIC-F+
7. WJLB	7. WWWW-F	7. CKLW	7. WJR-F	7. WOMC-F	7. WCZY-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	126 (2)	1939 (7)	2065 (9)	35.0
MOR/AC	1023 (2)	274 (1)	1297 (3)	22.0
BTFL MUSIC	46 (1)	857 (4)	903 (5)	15.3
BLACK/DISCO/JAZZ	253 (2)	439 (3)	692 (5)	11.7
NEWS/TALK	475 (2)		475 (2)	8.1
COUNTRY	321 (1)	49 (1)	370 (2)	6.3
ETHNIC	25 (1)	30 (1)	55 (2)	0.9
CLASSICAL		35 (1)	35 (1)	0.6
			<u>5892 (29)</u>	

DETROIT ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WJR	1. WJR	1. WJR	WCAR	1090	.4
2. WRIF-F	2. WRIF-F	2. WCXI	WCHB	1440	1.6
3. WMJC-F	3. CKLW	3. CKLW	WCZY	1500	.7
4. WCZY-F	4. WMJC-F	4. WWJ	WMZK-F	97.9	.5
5. WCXI	5. WNIC-F	5. WCZY-F	WNIC	1310	.4
6. WWJ	6. WWJ	6. WFRQ-F	WQRS-F	105.1	.6
7. CKLW	7. WDRQ-F	7. WWJ-F	WHND	560	Monroe 1.6
8. WJR-F	8. WWW-F	8. WRIF-F	CKLW-F	93.9	Windsor .8
9. WDRQ-F	9. WCZY-F	9. WMJC-F	WGMZ-F	107.9	Flint .3
10. WNIC-F	10. WABX-F	10. WJLB			
11. WOMC-F	11. WJR-F				
12. WABX-F	12. WOMC-F				
13. WWW-F	13. WWJ-F				
14. WWJ-F	14. WTWR-F				
15. WXYZ	15. WXYZ				

ADI FM SHARE: 60.37% (3775 of 6253) (A/M 79: 54.91%)

AM STATIONS

CKLW, 800, 50 KW	, AC/CONTEMP	, \$130.00	(Christal)	Baton
WCHB, 1440, 1 KW	, BLACK	NBN, \$ 51.50	(Howard)	
WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	MBS, \$167.50	(Katz)	Golden Wes
WJLB, 1400, 1 KW/250 W	, BLACK	, \$ 72.50	(HR/Stone)	Booth
WJR, 760, 50 KW	, MOR	NBC, \$185.00	(Eastman)	Cap Cities
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS, \$117.50	(CBS Spot)	Det. News
WXYZ, 1270, 5 KW (DA-N)	, TALK	ABC-I, \$ 82.50	(Blair)	ABC

FM STATIONS

WABX-F, 99.5, 7 KW @ 870, AOR	, \$105.00	(Mc-Guild)	Century
WCZY-F, 95.5, 100 KW @ 430, BTFL MUS (Churchill)	, \$ 78.75	(Selcom)	Gannett
WDRQ-F, 93.1, 20 KW @ 500, ROCK	, \$ 75.00	(Masla)	Charter
WGPR-F, 107.5, 50 KW @ 388, BLACK	SBN, \$ 51.75	(Lazar)	
WJR-F, 96.3, 50 KW @ 480, BTFL MUS (Schulke)	, \$ 57.25	(Eastman)	Cap Cities
WJZZ-F, 105.9, 34 KW @ 300, BLACK/JAZZ	, \$ 57.50	(Howard)	
WLBS-F, 102.7, 40 KW @ 410, DISCO	, \$ 69.00	(Masla)	Inner City
WMJC-F, 94.7, 10 KW @ 950, CONTEMP/AC	ABC-C, \$125.00	(MMR)	Greater Media
WNIC-F, 100.3, 50 KW @ 400, CONTEMP/AC	, \$ 86.21	(RKO)	Marv Josephson
WOMC-F, 104.3, 190 KW @ 416, MOR/AC	, \$108.75	(Torbet)	Metromedia
WRIF-F, 101.1, 27 KW @ 880, AOR	ABC-F, \$118.25	(Blair)	ABC
WTWR-F, 92.3, 22 KW @ 742, CONTEMP/AC	, \$167.50	(Katz)	Golden West
WWJ-F, 97.1, 12 KW @ 892, BTFL MUS (FM-100)	, \$ 85.00	(CBS Spot)	Detroit News
WWW-F, 106.7, 61 KW @ 508, AOR (Burk-Abr)	, \$ 92.25	(Buckley)	Shamrock

TV STATIONS

CBET	Windsor	9	CBC, CBC	WDIV	Detroit	4	NBC, Post-News
WGPR	Detroit	62	IND	WXON	Detroit	20	IND
WKBD	Detroit	2	CBS, Storer	WXYZ	Detroit	7	ABC, ABC
WKBD	Detroit	50	IND, Field				

NEWSPAPERS

Detroit Free Press	M	607,647, Knight-Ridder
Detroit News	E	628,574

DULUTH

Market # 141
 Revenue Rank # 113
 Income Rank # 111
 APR 17,0
 SMSA Pop: 265,700

Revenue : \$3,902,754
 Income : \$ 312,615
 % Rev Gain: 21.3%
 Stations: 20/12
 Diaries: 499

National Rev: \$413,578
 Nat Rev per Cap: \$1.56
 Tot Rev per Cap: \$14.69
 Tot Inc per Cap: \$1.18
 Profit Margin: 8.0%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KDAL 70/18.5	18.6	14.2	1. KDAL 80	1. WEBC 998/31.9
2. WKKQ 47/12.4	12.9	14.9	2. WKKQ 66	2. KDAL 890/32.6
3. WAKX-F+ 39/10.3	14.1	13.7	3. WAKX-F+ 54	3. WAKX-F+ 888/30.4
4. WEVE-F+ 37/ 9.7	6.8	3.5	4. WDSM 50	4. WDSM 712/21.3
5. WDSM 31/ 8.2	6.2	7.0	5. WGGR-F 47	5. WKKQ 539/18.3
6. KZIO-F 30/ 7.9	---	7.9	6. WEBC 40	6. WGGR-F 476/15.9
WGGR-F 30/ 7.9	8.1	13.4	7. WEVE-F+ 37	7. WEVE-F+ 424/19.1
8. WEBC 29/ 7.7	11.3	12.2	8. KZIO-F 35	8. KZIO-F 413/15.1
9. WMFG+ 18/ 4.7	6.5	4.0	9. WMFG+ 22	9. WMFG+ 226/ 9.0
10. KQDS-F+ 11/ 2.9	3.0	5.7	10. KQDS-F+ 11	10. KQDS-F+ 225/ 8.0

12+ FM SHARE (METRO): 36.84% (133 of 361) (A/M 79: 32.25%)
 12+ FM SHARE (TSA) : 36.42% (169 of 464) (A/M 79: 30.13%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAKX-F+	1. WAKX-F+	1. WEVE-F+	1. KDAL	1. KDAL	1. KDAL
2. KZIO-F	2. KZIO-F	2. KDAL	2. WKKQ	2. WKKQ	2. WKKQ
WEBC	3. WEBC	WAKX-F+	3. WEVE-F+	3. WGGR-F	3. WDSM

OTHER RATED STATIONS/METRO SHARE

WELY 1450 Ely	1.1	WWJC 850	1.3
WHLB+ 1400 Virginia	2.1	WKLK 1230 Cloquet	.5

FORMATS

	AM	FM	TOTAL	%
MOR/AC	99 (4)	34 (2)	133 (6)	36.8
ROCK/AOR/CONTEMP	40 (3)	69 (3)	109 (6)	30.2
COUNTRY	84 (4)		84 (4)	23.3
BTFM MUSIC		30 (1)	30 (1)	8.3
RELIGION	5 (1)		5 (1)	1.4
			361 (18)	

RADIO STATIONS

KDAL, 610, 5 KW (DA-N)	, MOR	CBS, \$18.25	(Buckley)	WGN Cont
WDSM, 710, 10 KW/5 KW (DA-N)	, COUNTRY	NBC, \$18.00	(Torbet)	
WEBC, 560, 5 KW (DA-2)	, CONTEMP	ABC-E, \$19.00	(Katz)	Midwest
WKKQ, 1060, 5 KW (DAYS)	, COUNTRY	, \$16.75	(Market 4)	(HIBBING)
WMFG+, 1240, 1 KW/250 W	, MOR	ABC-I, \$ 6.75	(Bolles)	(HIBBING)
KQDS-F+, 94.9, 40 KW @ 400,	ROCK	MBS, \$17.00	(Nasla)	
KZIO-F, 102.5, 100 KW @ 600,	ROCK (Drake-Chen)	Source, \$18.00	(Torbet)	
WAKX-F+, 98.9, 100 KW @ 600,	ROCK	ABC-I, \$18.00	(Howard)	
WEVE-F+, 100.1, 710 W @ 550,	AC	ABC-C, \$ 8.50	(Howard)	(EVELETH)
WGGR-F, 105.1, 100 KW @ 749,	BTFM MUS	, \$19.00	(Blair)	

TV STATIONS

KBJR Superior	6	NBC
WDIO Duluth	10	ABC, Harcourt Brace Jovanovich
KDLH Duluth	3	CBS, Palmer

NEWSPAPERS

Duluth Herald	E	20,333, Knight-Ridder
Duluth News-Tribune	M	52,106, Knight-Ridder
Superior Telegram	E	14,853, Morgan Murphy

EL PASO

Market # 87
 Revenue Rank # 115
 Income Rank # 384
 APR 14.1
 SMSA Pop: 455,600

Revenue : \$3,876,283
 Income : \$ -537,503
 % Rev Gain: 2.3%
 Stations: 18/10
 Diaries: 513

National Rev: \$1,609,665
 Nat Rev per Cap: \$3.53
 Tot Rev per Cap: \$8.51
 Tot Inc per Cap: \$-1.18
 Profit Margin: ----

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KHEY	50/10.4	11.3	7.1	8.6	7.3	1. KHEY	58	1. KINT-F	893/22.3
2. KLOZ-F	45/ 9.4	5.4	2.3	3.1	2.1	2. KLOZ-F	47	2. KHEY	775/17.0
3. KSET-F	40/ 8.3	5.6	6.0	3.3	---		KINT-F 47	3. KELP	758/21.4
4. KINT-F	38/ 7.9	11.7	7.9	11.7	10.4	4. KFIM-F	45	4. KLOZ-F	667/17.2
5. KEZB-F	36/ 7.5	8.6	8.7	9.4	10.2	5. XROK	44	5. KSET-F	597/15.5
6. KSET	32/ 6.7	2.9	3.5	2.0	2.1	6. KEZB-F	43	6. KFIM-F	580/ 9.8
	XROK	32/ 6.7	.6	1.0	4.5	7. KSET-F	42	7. KEZB-F	515/12.3
8. KELP	29/ 6.0	7.9	9.4	6.1	4.5	8. KSET	32	8. KLAQ-F	473/ 8.7
9. KFIM-F	26/ 5.4	5.6	4.0	4.1	---	9. KELP	30	9. KSET	468/13.5
10. KAMA*	20/ 4.2	9.2	11.4	13.1	16.5	10. KLAQ-F	24	10. KTSM	420/11.0

12+ FM SHARE (METRO): 52.36% (233 of 445) (A/M 79: 50.51%)

12+ FM SHARE (TSA) : 51.04% (271 of 531) (A/M 79: 55.63%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KINT-F	1. KLOZ-F	1. KLOZ-F	1. KHEY	1. KHEY	1. KHEY
	KSET-F	2. KSET-F	2. KLOZ-F	2. XROK	2. KFIM-F
3. KSET	3. KSET-F	KHEY	3. XROK	3. KLOZ-F	3. XROK
4. KELP	4. KFIM-F	4. KINT-F	4. KEZB-F	4. KEZB-F	4. KSET-F

OTHER RATED STATIONS/METRO SHARE

KPAS-F	93.9	3.1	KLAQ-F	95.5	3.1	KROD	600	1.5
KTSM	1380	4.0	KTSM-F	99.9	2.5	KAMA-F*	93.1	1.2
XEJ	970	Cuidad Juarez	.6	XZOL	860	Juarez	4.2	

*Arbitron determined that these stations ran on-air survey announcements: KAMA A/F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	64 (3)	134 (5)	198 (8)	44.5
COUNTRY	50 (1)	45 (1)	95 (2)	21.3
SPANISH	72 (3)	6 (1)	78 (4)	17.5
BTFL MUSIC		48 (2)	48 (2)	10.8
NEWS/TALK	19 (1)		19 (1)	4.3
MOR/AC	7 (1)		7 (1)	1.6
			445 (18)	

RADIO STATIONS

KELP, 920, 1 KW/500 W (DA-N), CONTEMP	, \$12.00 (Buckley)	Clear Channel
KHEY, 690, 10 KW (DA-2), COUNTRY	ABC-I, \$40.50 (Katz)	
KSET, 1340, 1 KW/250 W, ROCK	, \$17.00 (Christal)	Bdcst Assoc
KTSM, 1380, 5 KW/500 W, NEWS	NBC,MBS,CBS, \$ 7.00 (PRO)	
XROK, 800, 150 KW, SPANISH/RELIGION	, \$16.00 (Lotus)	
KAMA, 1060, 10 KW (DAYS), SPANISH	, \$30.81 (Eastman)	
KEZB-F, 96.3, 100 KW @ 1388, BTFL MUS (Schulke)	, \$40.50 (Katz)	
KFIM-F, 92.3, 100 KW @ 1857, CONTEMP	, \$15.00 (HR/Stone)	
KINT-F, 97.5, 60 KW @ 1080, ROCK	ABC-C, \$16.80 (Selcom)	
KLAQ-F, 95.5, 100 KW @ 1300, AOR (Burk-Abr)	Source, \$12.50 (Torbet)	ReX
KLOZ-F, 102.1, 57 KW @ 1160, COUNTRY	ABC-E, \$23.75 (Blair)	Henson
KSET-F, 94.7, 100 KW @ 732, ROCK	, \$18.00 (Christal)	Bdcst Assoc

TV STATIONS

KDBC	El Paso	4	CBS, Charleston (SC) News		
KTSM	El Paso	9	NBC	KVIA	El Paso 13 ABC, Marsh Medi

NEWSPAPERS

El Paso Herald	E	34,890, Scripps-Howard
El Paso Times	M	55,788, Gannett

ERIE

Market # 138
 Revenue Rank # 153
 Income Rank # 333
 APR 14.7
 SMSA Pop: 271,200

Revenue : \$2,634,897
 Income : \$ -58,481
 % Rev Gain: 3.8%
 Stations: 12/7
 Diaries: 709

National Rev: \$441,472
 Nat Rev per Cap: \$1.63
 Tot Rev per Cap: \$9.72
 Tot Inc per Cap: \$-.22
 Profit Margin: ---

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 79</u>		<u>A/M 78</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1.	WCCK-F	75/23.3	23.2	20.3	1.	WCCK-F	83	1.	WCCK-F	1060/40.4	
2.	WLWU-F	54/16.8	19.4	23.5	2.	WLWU-F	56	2.	WJET	888/40.1	
3.	WJET	50/15.5	13.3	14.8	3.	WJET	50	3.	WRIE	738/33.5	
4.	WRIE	41/12.7	15.2	12.8	4.	WRIE	41	4.	WLWU-F	596/26.6	
5.	WLKK	34/10.6	10.8	7.8	5.	WLKK	37	5.	WLKK	475/19.3	
6.	WMDI-F	16/ 5.0	5.7	4.9	6.	WMDI-F	20	6.	WMDI-F	292/ 9.9	
7.	WWCB	6/ 1.9	1.0	2.0		WZPR-F	20	7.	WZPR-F	230/ 3.2	
8.	WEYZ	5/ 1.6	1.3	2.6	8.	WWCB	6	8.	WEYZ	178/ 8.1	
9.	WGR	3/ .9	---	---	9.	WREO-F	5	9.	WWCB	91/ 4.0	
	WZPR-F	3/ .9	---	---		WEYZ	5	10.	WREO-F	67/ 2.4	

12+ FM SHARE (METRO): 52.23% (152 of 291) (A/M 79: 53.42%)
 12+ FM SHARE (TSA) : 56.71% (186 of 328) (A/M 79: 53.99%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WLWU-F	1. WCCK-F
2. WJET	2. WJET	2. WJET	2. WLWU-F	2. WLKK	2. WJET
	3. WRIE	3. WRIE	3. WRIE	3. WRIE	3. WRIE

OTHER RATED STATIONS/METRO SHARE

WBEN-F 102.5 Buffalo .6 WREO-F 97.1 Ashtabula .6

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	50 (1)	93 (3)	143 (4)	49.1
BTFL MUSIC		56 (2)	56 (2)	19.2
MOR/AC	55 (4)		55 (4)	18.9
COUNTRY	34 (1)	3 (1)	37 (2)	12.7
			291 (12)	

RADIO STATIONS

WEYZ, 1450, 1 KW/250 W , AC CBS, \$19.50 (Katz)
 WJET, 1400, 1 KW/250 W , ROCK , \$18.75 (Eastman) Myron Jones
 WLKK, 1260, 5 KW (DA-2) , COUNTRY NBC, \$13.00 (Buckley) Goldman
 WRIE, 1330, 5 KW (DA-2) , AC ABC-E, \$24.50 (Mc-Guild)
 WWCB, 1370, 1 KW/500 W (DA-N), MOR , \$ 6.50 (-----)
 WCCK-F, 103.7, 50 KW @ 1154, ROCK ABC-C, \$19.50 (Katz)
 WLWU-F, 99.9, 9.7 KW @ 400, BTFL MUS (Schulke) , \$20.00 (Buckley) Goldman
 WMDI-F, 102.3, 3 KW @ 401, ROCK , \$12.00 (Groskin)
 WREO-F, 97.1, 50 KW @ 500, BTFL MUS ABC-F, \$11.00 (-----) (ASHTABULA)
 WZPR-F, 100.3, 10 KW @ 585, COUNTRY , \$11.50 (-----) Regional (MEADVILLE)
 WGR - See Buffalo

TV STATIONS

WICU Erie 12 NBC
 WJET Erie 24 ABC, Myron Jones
 WSEE Erie 35 CBS

NEWSPAPERS

Erie Times E 50,706
 Erie News M 24,335

EUGENE-SPRINGFIELD

Market # 147
 Revenue Rank # 96
 Income Rank # 311
 APR 14.5
 SMSA Pop: 254,800

Revenue : \$4,728,874
 Income : \$ -17,840
 % Rev Gain: 34.0%
 Stations: 12/12
 Diaries: 733

National Rev: \$1,387,120
 Nat Rev per Cap: \$5.44
 Tot Rev per Cap: \$18.56
 Tot Inc per Cap: \$-.07
 Profit Margin: ---

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KUGN	46/14.6	11.6	9.4	11.9	16.8	1. KPNW-F	61	1. KPNW	885/22.7
2. KPNW-F	42/13.3	14.5	12.7	11.6	13.2	2. KUGN	49	2. KUGN	784/32.1
3. KZEL-F	36/11.4	11.1	9.0	4.6	3.2	3. KPNW	48	3. KPNW-F	617/18.7
4. KSND-F	30/ 9.5	8.0	8.0	7.6	9.3	4. KZEL-F	41	4. KSND-F	559/21.4
KPNW	30/ 9.5	8.5	10.7	9.9	10.0	5. KSND-F	33	5. KBDF	499/21.2
KEED	30/ 9.5	9.1	5.0	9.9	9.6	6. KEED	30	6. KZEL-F	454/17.4
7. KBDF	22/ 7.0	6.5	11.4	10.6	10.0	7. KBDF	23	7. KEED	388/16.9
8. KUGN-F	17/ 5.4	2.8	2.7	4.3	1.1	KUGN-F	23	8. KUGN-F	334/12.8
9. KORE	9/ 2.9	2.0	3.0	1.3	4.6	9. KORE	11	9. KASH	186/ 8.2
10. KASH	6/ 1.9	4.3	3.7	6.6	3.2	10. KASH	6	10. KORE	139/ 4.9

12+ FM SHARE (METRO): 45.29% (125 of 276) (A/M 79: 37.74%)
 12+ FM SHARE (TSA) : 47.45% (158 of 333) (A/M 79: 36.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KBDF	1. KZEL-F	1. KZEL-F	1. KUGN	1. KPNW-F	1. KUGN
2. KSND-F	2. KSND-F	2. KUGN	2. KPNW-F	2. KUGN	2. KPNW
	3. KPNW	3. KSND-F	3. KPNW	3. KEED	3. KPNW-F

OTHER RATED STATIONS/METRO SHARE

KATR 1320 1.9 KNND 1400 Cottage Grove .6

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	28 (2)	66 (2)	94 (4)	34.1
MOR/AC	84 (4)		84 (4)	30.4
COUNTRY	30 (1)	17 (1)	47 (2)	17.0
BTFL MUSIC		42 (1)	42 (1)	15.2
RELIGION	9 (1)		9 (1)	3.3
			276 (12)	

RADIO STATIONS

KASH, 1600, 5 KW/1 KW (DA-N), ROCK	NBC,Source, \$10.00 (Roslin) Sterling
KBDF, 1280, 5 KW/1 KW (DA-N), CONTEMP	, \$14.75 (Buckley)
KEED, 1450, 1 KW , COUNTRY	ABC-I, \$15.00 (Torbet)
KORE, 1050, 1 KW (DAYS) , RELIGION	MBS, \$ 5.50 (-----)
KPNW, 1120, 50 KW (DA-2) , MOR/AC	NBC, \$19.25 (Katz)
KUGN, 590, 5 KW/1 KW (DA-N), MOR	CBS, \$19.75 (Selcom)
KPNW-F, 99.1, 100 KW @ 1485, BTFL MUS (Bonne)	, \$19.25 (Katz)
KSND-F, 93.1, 27 KW @ 1800, ROCK (TM)	Source, \$14.00 (Roslin) Sterling
KUGN-F, 97.9, 100 KW @ 785, COUNTRY (TM)	, \$11.00 (Selcom)
KZEL-F, 96.1, 100 KW @ 872, AOR	, \$17.00 (Buckley)

TV STATIONS

Cable TV Eugene 11 IND, Teleprompter
KEZI Eugene 9 ABC
KVAL Eugene 13 NBC

NEWSPAPER

Eugene Register-Guard E 62,312

EVANSVILLE

Market # 124
 Revenue Rank # 93
 Income Rank # 85
 APR 15.5
 SMSA Pop: 297,300

Revenue : \$4,827,521
 Income : \$ 496,043
 % Rev Gain: 27.6%
 Stations: 13/11
 Diaries: 554

National Rev: \$470,994
 Nat Rev per Cap: \$1.58
 Tot Rev per Cap: \$16.24
 Tot Inc per Cap: \$1.67
 Profit Margin: 10.3%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 79</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WIKY-F 99/26.3	19.9	25.6	1. WIKY-F 109	1. WGBF 1513/42.7
2. WGBF 80/21.3	22.8	24.0	2. WGBF 103	2. WIKY-F 1012/33.8
3. WROZ 36/ 9.6	10.4	11.0	3. WBKR-F 59	3. WKDQ-F 1005/22.6
4. WKDQ-F 29/ 7.7	15.3	9.9	4. WKDQ-F 55	4. WBKR-F 692/ 6.8
5. WRAY+ 21/ 5.6	2.6	1.8	5. WROZ 42	5. WROZ 528/18.5
6. WIKY 19/ 5.1	4.3	5.0	6. WSTO-F 32	6. WSTO-F 440/ 5.5
7. WKKR 14/ 3.7	2.0	4.2	7. WRAY+ 26	7. WRAY+ 389/10.4
8. WHKC-F 13/ 3.5	.6	.5	8. WIKY 19	8. WKKR 381/12.3
9. WVHI-F 12/ 3.2	1.2	2.1	9. WHKC-F 18	9. WIKY 314/10.5
WBKR-F 12/ 3.2	4.0	2.3	WKKR 18	10. WHKC-F 256/ 7.1

12+ FM SHARE (METRO): 52.27% (184 of 352) (A/M 79: 50.93%)

12+ FM SHARE (TSA) : 59.44% (299 of 503) (A/M 79: 60.59%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WGBF	1. WGBF	1. WGBF	1. WIKY-F	1. WIKY-F	1. WGBF
	2. WKDQ-F	2. WIKY-F	2. WGBF	2. WROZ	2. WIKY-F
	3. WIKY-F	3. WKDQ-F	3. WROZ	3. WGBF	

OTHER RATED STATIONS/METRO SHARE

WSON 860 Henderson 1.9 WSTO-F 96.1 Owensboro 2.7

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	99 (2)	42 (2)	141 (4)	40.1
BTFL MUSIC/MOR		109 (2)	109 (2)	31.0
COUNTRY	57 (3)	12 (1)	69 (4)	19.6
UNKNOWN	12 (1)	9 (1)	21 (2)	6.0
RELIGION		12 (1)	12 (1)	3.4
			352 (13)	

RADIO STATIONS

WGBF, 1280, 5 KW/1 KW (DA-N), ROCK , \$36.75 (Mc-Guild)
 WIKY, 820, 250 W (DAYS) , ROCK , \$19.33 (Selcom) South Central
 WKKR, 1330, 5 KW/1 KW (DA-N), COUNTRY (Musicworks) CBS, \$26.75 (Sav-Gates)
 WRAY+, 1250, 1 KW (DAYS) , ? ? ? MBS, \$10.50 (Devney) (PRINCETON)
 WROZ, 1400, 1 KW /250 W , COUNTRY ABC-I, \$18.00 (HR/Stone) Fuqua

WHKC-F, 103.1, 3 KW @ 300, AOR , \$ 8.53 (Mc-Guild)
 WIKY-F, 104.1, 50 KW @ 480, BTFL/MOR (Bonne) , \$31.75 (Selcom) South Central
 WKDQ-F, 99.5, 50 KW @ 906, CONTEMP (Drake-Chen) , \$19.25 (Regional) Lackey
 WVHI-F, 105.3, 50 KW @ 480, RELIGION MBS, \$ 5.00 (-----)
 WBKR-F, 92.5, 77 KW @ 427, COUNTRY , \$15.80 (PRO) (OWENSBORO)
 WSTO-F, 96.1, 100 KW @ 370, BTFL MUS ABC-F, \$14.62 (Masla) (OWENSBORO)

TV STATIONS

WEHT Evansville 25 CBS, Gilmore
 WFIE Evansville 14 NBC, Orion
 WTVW Evansville 7 ABC, Fuqua

NEWSPAPERS

Evansville Courier M 62,950, Scripps-Howard
 Evansville Press E 44,416, Scripps-Howard

SEE NOTES AND
COMMENTS PAGE FOR
FARGO INFORMATION



FAYETTEVILLE, NC

Market # 152
 Revenue Rank # 161
 Income Rank # 134
 APR 14.6
 SMSA Pop: 236,300

Revenue : \$2,475,877
 Income : \$ 242,726
 % Rev Change: 19.8%
 Stations: 13/5
 Diaries: 618

National Rev: \$474,499
 Nat Rev per Cap: \$2.01
 Tot Rev per Cap: \$10.48
 Tot Inc per Cap: \$1.03
 Profit Margin: 9.8%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WQSM-F 62/23.2	20.3	26.9	1. WQSM-F 106	1. WQSM-F 1609/43.4	
2. WIDU 39/14.6	13.4	9.2	2. WRAL-F 64	2. WRAL-F 1122/22.2	
3. WFNC 27/10.1	8.4	9.2	3. WFNC 41	3. WQDR 603/17.4	
WFAI 27/10.1	8.8	8.8	4. WIDU 39	4. WFLB 589/30.0	
WFLB 27/10.1	12.3	13.1	WQDR-F 39	5. WFNC 505/18.9	
6. WQDR-F 24/ 9.0	16.1	1.8	6. WYYD-F 30	6. WIDU 380/19.8	
7. WRAL-F 21/ 7.9	4.2	11.7	7. WPTF 28	7. WFAI 365/19.1	
8. WYYD-F 11/ 4.1	3.4	8.1	WSTS-F 28	8. WYYD-F 355/ 6.5	
9. WSTS-F 7/ 2.6	2.3	2.1	9. WFAI 27	9. WSTS-F 337/ 6.9	
10. WQTI-F 7/ 2.6	3.1	---	WFLB 27	10. WPTF 317/ 2.0	

12+ FM SHARE (METRO): 51.76% (132 of 255) (A/M 79: 52.02%)
 12+ FM SHARE (TSA) : 63.47% (285 of 449) (A/M 79: 63.40%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQSM-F	1. WQSM-F	1. WQSM-F	1. WFNC	1. WFNC	1. WQSM-F
2. WIDU	2. WIDU	2. WIDU	2. WQSM-F	2. WFAI	2. WRAL-F
WFLB	3. WQDR-F	3. WQDR-F	3. WRAL-F	3. WIDU	3. WFNC

OTHER RATED STATIONS/METRO SHARE

WFBS 1450	Spring Lake	.7	WPTF 680	Raleigh	.4
WJSK-F 102.3	Lamberton	.7			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	29 (2)	107 (3)	136 (5)	53.3
COUNTRY	54 (2)	2 (1)	56 (3)	22.0
BLACK	39 (1)		39 (1)	15.3
BTFL MUSIC		16 (2)	16 (2)	6.3
RELIGION		7 (1)	7 (1)	2.7
MOR/AC	1 (1)		1 (1)	0.4
			255 (13)	

RADIO STATIONS

WFAI, 1230, 1 KW/250 W	COUNTRY	\$10.19 (Torbet)	Beasley
WFLB, 1490, 1 KW/250 W	ROCK	ABC-C, \$ 9.25 (Masla)	
WFNC, 940, 50 KW/1 KW (DA-N)	COUNTRY	CBS, \$13.85 (Eastman)	
WIDU, 1600, 1 KW (DAYS)	BLACK	MBS,SBN, \$ 9.00 (-----)	
WQSM-F, 98.1, 100 KW @ 500	ROCK (TM)	\$21.35 (Eastman)	
WQTI-F, 103.1, 3 KW @ 325	BTFL MUS	\$ 7.00 (Carpenter)	(DUNN)
WSTS-F, 96.5, 100 KW @ 650	RELIGION	\$ 5.65 (-----)	(LAURINBERG)

OTHER STATIONS - See Raleigh

TV AND NEWSPAPERS - See Raleigh

FLINT

Market # 75
 Revenue Rank # 73
 Income Rank # 42
 APR 15,3
 SMSA Pop: 525,000

Revenue : \$6,257,860
 Income : \$1,267,662
 % Rev Change: 32.7%
 Stations: 23/10
 Diaries: 892

National Rev: \$1,321,842
 Nat Rev per Cap: \$2.52
 Tot Rev per Cap: \$11.92
 Tot Inc per Cap: \$2.41
 Profit Margin: 20.3%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WDZZ-F 73/11.5	----	-----	1. WGER-F 120	1. WGER-F 1358/ 8.9
2. WWCK-F 65/10.3	10.5	12.5	2. WHNN-F 100	2. WJR 1331/19.4
3. WJR 54/ 8.5	8.3	10.1	3. WJR 78	3. WHNN-F 1201/ 8.1
4. WFDF 51/ 8.0	8.2	9.6	4. WDZZ-F 76	4. WWCK-F 1166/23.3
5. WFMK-F 45/ 7.1	4.5	4.2	5. WWCK-F 73	5. WFDF 1160/22.2
6. WGMZ-F 44/ 6.9	9.0	9.6	6. WKCQ-F 70	6. WTAC 1095/15.9
WTRX 44/ 6.9	6.2	7.3	7. WFDF 56	7. WKCQ-F 1015/ 4.4
8. WKMF 37/ 5.8	8.3	10.6	8. WGMZ-F 50	8. WTRX 867/18.6
9. WGER-F 30/ 4.7	4.8	3.6	9. WFMK-F 47	9. WGMZ-F 686/14.1
10. WTAC 28/ 4.4	7.2	5.4	10. WTRX 46	10. WFMK-F 661/14.5

12+ FM SHARE (METRO): 56.29% (322 of 572) (A/M 79: 41.59%)
 12+ FM SHARE (TSA) : 64.96% (582 of 896) (A/M 79: 55.41%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWCK-F	1. WWCK-F	1. WDZZ-F	1. WJR	1. WJR	1. WJR
2. WDZZ-F	2. WDZZ-F	2. WWCK-F	2. WGMZ-F	WGMZ-F	2. WGER-F
3. WTAC	3. WFMK-F	3. WFMK-F	3. WDZZ-F	3. WKMF	3. WFDF
4. WFMK-F	4. WTRX	4. WFDF	4. WFDF	4. WGER-F	4. WHNN-F

OTHER RATED STATIONS/METRO SHARE

WMM 1420		1.6	WKCQ-F 98.1	Saginaw	2.2
WLQB 1570		.5	WMJC-F 94.7	Detroit	.5
WOAP 1080	Awosso	1.7	WRIF-F 101.1	Detroit	1.6
WHNN-F 96.1	Bay City	3.3	WVIC-F+ 94.9	Lansing	1.7
WTL-F 100.7	Lansing	1.1	WWJ 950	Detroit	.8
WJIM 1240	Lansing	.5	WWWW-F 106.7	Detroit	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	32 (2)	154 (7)	186 (9)	32.5
MOR/AC	163 (5)		163 (5)	28.5
BLACK/DISCO	10 (1)	73 (1)	83 (2)	14.5
BTFL MUSIC		74 (2)	74 (2)	12.9
COUNTRY	37 (1)	21 (2)	58 (3)	10.1
NEWS/TALK	5 (1)		5 (1)	0.9
RELIGION	3 (1)		3 (1)	0.5

572 (23)

RADIO STATIONS

WFDF, 910, 5 KW/1 KW (DA-1), MOR	CBS, \$33.50 (Blair)
WKMF, 1470, 5 KW/1 KW (DA-1), COUNTRY	ABC-E, \$28.50 (Katz) Beck-Ross
WTAC, 600, 1 KW/500 W (DA-1), CONTEMP	ABC-C, \$27.50 (HR/Stone) Fuqua
WTRX, 1330, 5 KW/1 KW (DA-2), AC	ABC-I, \$22.50 (Christal) Mid America
WDZZ-F, 92.7, 3 KW @ 260, BLACK/DISCO	SBN, \$19.25 (Masla)
WGMZ-F, 107.9, 50 KW @ 370, BTFL MUS (Bonne)	, \$34.00 (Katz) Beck-Ross
WWCK-F, 105.5, 3 KW @ 364, AOR (Burk-Abr)	ABC-F, \$25.00 (Torbet) Reams

WJR - See Detroit WFMK-F - See Lansing Other Stations - See Saginaw

TV STATIONS	WEYI Saginaw	25 CBS, Ziff-Davis	WNEM Bay City	5 NBC, Meredith
	WJRT Flint	12 ABC, Knight-Ridder		

NEWSPAPER Flint Journal E 106,182, Newhouse

FT. LAUDERDALE

Market # 103
 Revenue Rank # 71
 Income Rank # 53
 APR 16.3
 SMSA Pop: 374,100

Revenue : \$6,322,133
 Income : \$ 961,269
 % Rev Change: 11.3%
 Stations: 29/10
 Diaries: 724

National Rev: \$1,326,653
 Nat Rev per Cap: \$3.55
 Tot Rev per Cap: \$16.90
 Tot Inc per Cap: \$2.60
 Profit Margin: 15.2%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA
1. WLYF-F	130/10.1	16.1	13.1	13.2	15.1	1. WHYI-F	278	1. WHYI-F	4542/20.2
2. WHYI-F	99/ 7.7	7.6	10.2	10.2	9.9	2. WLYF-F	219	2. WINZ	3196/15.1
3. WKQS-F	93/ 7.2	6.8	4.2	5.4	.8	3. WNWS	178	3. WLYF-F	2962/20.0
4. WNWS	90/ 7.0	3.2	4.6	2.4	.7	4. WINZ	172	4. WNWS	2658/13.6
5. WAXY-F	89/ 6.9	3.5	4.0	7.0	4.2	5. WKQS-F	157	5. WKQS-F	2443/16.5
6. WRBD	74/ 5.7	3.0	4.0	2.9	4.2	6. WAXY-F	155	6. WIOD	2425/12.1
7. WINZ	69/ 5.3	6.5	9.5	5.9	6.1	7. WYOR-F	146	7. WAXY-F	2219/13.0
8. WAIA-F	65/ 5.0	6.2	7.5	3.3	5.4	8. WAIA-F	143	8. WINZ-F	2147/ 8.7
9. WSHE-F	57/ 4.4	1.8	3.6	3.8	4.6	9. WIOD	139	9. WMJX-F	2099/ 7.2
10. WIOD	56/ 4.3	5.0	4.9	5.4	4.3	10. WWWL-F	126	10. WAIA-F	1846/11.2

12+ FM SHARE (METRO): 60.18% (733 OF 1218) (A/M 79: 57.87%)

12+ FM SHARE (TSA) : 63.25% (1819 OF 2876) (A/M 79: 64.76%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRBD	1. WAXY-F	1. WAXY-F	1. WAXY-F	1. WLYF-F	1. WHYI-F
2. WCKO-F	2. WHYI-F	2. WHYI-F	2. WHYI-F	2. WKQS-F	2. WINZ
3. WHYI-F	3. WSHE-F	3. WAIA-F	3. WAIA-F	3. WNWS	3. WIOD
4. WINZ-F	4. WAIA-F	4. WSHE-F	4. WLYF-F	4. WINZ	4. WNWS
5. WSHE-F	5. WWWL-F	5. WRBD	5. WKQS-F	5. WHYI-F	5. WLYF-F

OTHER RATED STATIONS/METRO SHARE

WADY 1320	Hollywood	.7	WMJX-F	96.3	Miami	1.5
WCKO-F 102.7	Pompano Beach	2.1	WQAM	560	Miami	2.4
WEWZ-F 106.7		1.5	WSBR	740	Boca Raton	.5
WEXY 1520		1.5	WTMI-F	93.1	Miami	1.7
WFTL 1400		3.1	WVCG	1080	Coral Gables	.9
WPJP 980	Pompano Beach	2.3	WWOK	1260	Miami	1.5
WSRF 1580		.6	WWWL-F	93.9	Miami	2.8
WEAT-F 104.5	West Palm Beach	.6	WYOR-F	105.1	Miami	2.2
WINZ-F 94.9	Miami	2.0	WGBS	710	Miami	.9
WKAT 1360	Miami	.6				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	31 (1)	367 (7)	398 (8)	32.7
BTFM MUSIC	42 (2)	279 (5)	321 (7)	26.4
MOR/AC	108 (3)	65 (1)	173 (4)	14.2
NEWS/TALK	167 (3)		167 (3)	13.7
BLACK/DISCO	74 (1)		74 (1)	6.1
COUNTRY	27 (2)		27 (2)	2.2
CLASSICAL		22 (1)	22 (1)	1.8
RELIGION	20 (1)		21 (1)	1.6
UNKNOWN	9 (1)		9 (1)	0.7
BIG BAND	7 (1)		7 (1)	0.6

1218 (29)

RADIO STATIONS

WFTL, 1400, 1 KW/250 W , MOR	ABC-I, \$31.25 (HR/Stone)	Amaturo
WRBD, 1470, 5 KW/2.5 KW (DA-1), BLACK	NBN, \$34.00 (Lazar)	
WCKO-F, 102.7, 100 KW @ 345, ROCK	, \$47.50 (Sav-Gates)	

FOR OTHER STATIONS - SEE MIAMI

TV AND NEWSPAPERS SEE MIAMI

FT. WAYNE

Market # 103
 Revenue Rank # 71
 Income Rank # 53
 APR 16.2
 SMSA Pop: 374,100

Revenue : \$6,322,133
 Income : \$ 961,269
 % Rev Gain: 11.3%
 Stations: 14/11
 Diaries: 695

National Rev: \$1,326,653
 Nat Rev per Cap: \$3.55
 Tot Rev per Cap: \$16.90
 Tot Inc per Cap: \$2.60
 Profit Margin: 15.2%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WOWO	126/26.0	26.7	24.5	26.0	25.1	1. WOWO	257	1. WOWO	4402/61.9
2. WEZV-F	82/16.9	17.1	.4	.9	1.8	2. WMEE-F	131	2. WPTH-F	1815/27.6
3. WMEE-F	71/14.7	13.9	17.1	15.4	20.8	3. WPTH-F	105	3. WMEE-F	1780/30.2
4. WPTH-F	47/ 9.7	8.0	12.7	14.3	11.0	4. WEZV-F	93	4. WEZV-F	1066/28.9
5. WXKE-F	45/ 9.3	6.4	9.7	11.3	3.7	5. WQHK	54	5. CKLW	998/ 4.8
6. WQHK	38/ 7.9	7.1	12.4	15.4	15.3	6. WXKE-F	51	6. WQHK	946/19.7
7. WLYV	16/ 3.3	2.1	4.4	5.4	6.6	7. CKLW	44	7. WXKE-F	556/14.4
8. WGL	12/ 2.5	3.6	3.2	1.6	3.4	8. WLW	32	8. WLW	450/ 1.8
9. CKLW	3/ .6	1.4	---	---	.9	9. WJR	25	9. WJR	447/ 1.7
WLKI-F	3/ .6	---	---	---	.7	WLKI-F	25	10. WLKI-F	430/ 1.9

12+ FM SHARE (METRO): 55.31% (250 of 452) (A/M 79: 45.08%)
 12+ FM SHARE (TSA) : 48.74% (424 of 870) (A/M 79: 48.74%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMEE-F	1. WMEE-F	1. WOWO	1. WOWO	1. WOWO	1. WOWO
2. WPTH-F	2. WXKE-F	2. WMEE-F	2. WEZV-F	2. WPTH-F	2. WMEE-F
3. WOWO	3. WOWO	3. WEZV-F	3. WMEE-F	3. WQHK	3. WPTH-F
4. WXKE-F	4. WPTH-F	4. WXKE-F	4. WPTH-F	4. WLYV	4. WEZV-F

OTHER RATED STATIONS/METRO SHARE

WIFF 1570	Auburn	.6	WJR 760	Detroit	.4
WAWK-F 93.3	Kendallville	.4	WLW 700	Cincinnati	.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	3 (1)	166 (4)	169 (5)	37.4
MOR/AC	142 (4)	2 (1)	144 (5)	31.9
BTFL MUSIC		82 (1)	82 (1)	18.1
COUNTRY	57 (3)		57 (3)	12.6
			452 (14)	

RADIO STATIONS

WGL , 1250, 1 KW (DA-2), MOR	CBS, \$ 7.00	(Sav-Gates)	News-Sentinel
WLYV, 1450, 1 KW/250 W, COUNTRY	ABC-C, \$23.00	(Regional)	Jack Nicklaus
WOWO, 1190, 50 KW (DA-N), MOR/AC	, \$70.63	(RAR)	Westinghouse
WQHK, 1380, 5 KW (DA-2), COUNTRY	, \$45.75	(Eastman)	Federated
WEZV-F, 101.7, 3 KW @ 300, BTFL MUS (KalaMusic)	, \$38.50	(Christal)	Fairfield
WMEE-F, 97.3, 48 KW @ 480, ROCK	, \$45.75	(Eastman)	Federated
WPTH-F, 95.1, 44 KW @ 680, ROCK (TM)	, \$32.00	(Torbet)	Sarkes-Tarziar
WXKE-F, 103.9, 3 KW @ 250, AOR	, \$24.00	(Selcom)	
WLKI-F, 100.1, 3 KW @ 300, CONTEMP	ABC-F, \$ 6.65	(Regional)	(ANGOLA)

TV STATIONS

WANE Ft. Wayne 15	CBS, Corinthian	WFFT Ft. Wayne 55	IND
WKJG Ft. Wayne 33	NBC, Tony Hulman Family	WPTA Ft. Wayne 21	ABC, Comb/Gann

NEWSPAPERS

Fort Wayne Journal-Gazette	M	61,177
Fort Wayne News-Sentinel	E	72,857

FRESNO

Market # 82
 Revenue Rank # 58
 Income Rank # 69
 APR 15.3
 SMSA Pop: 480,300

Revenue : \$8,250,071
 Income : \$ 745,705
 % Rev Gain: 18.9%
 Stations: 25/17
 Diaries: 840

National Rev: \$2,775,583
 Nat Rev per Cap: \$5.78
 Tot Rev per Cap: \$17.18
 Tot Inc per Cap: \$1.55
 Profit Margin: 9.0%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1.	KKNU-F 58/9.5	10.6	11.7	10.0	10.0	1.	KFYE-F 147	1.	KFYE-F 1899/19.0
2.	KYNO-F 55/9.0	9.4	3.6	5.4	5.5	2.	KBOS-F 87	2.	KMJ 1470/19.5
3.	KMJ 52/8.5	8.4	9.0	8.9	10.2	3.	KMJ 85	3.	KFRE 1279/12.9
4.	KFYE-F 45/7.4	7.5	7.3	8.1	13.2	4.	KKNU-F 80	4.	KYNO-F 952/20.3
5.	KMAK 42/6.9	8.1	7.8	6.5	6.3	5.	KFRE 75	5.	KBOS-F 936/ 7.7
6.	KKDJ-F 37/6.1	---	---	---	---	6.	KYNO-F 60	6.	KKNU-F 927/16.2
7.	KIOY-F 35/5.7	7.9	8.1	12.6	2.6	7.	KKDJ-F 52	7.	KYNO 926/18.9
8.	KFRE 29/4.8	4.9	5.7	14.0	---	8.	KIOY-F 51	8.	KIOY-F 814/14.8
9.	KARM 28/4.6	4.0	5.5	2.9	3.0	9.	KMAK 43	9.	KMAK 674/16.4
10.	KYNO 27/4.4	6.0	5.4	10.4	9.7	10.	KNGS 41	10.	KNGS 549/ 3.3

12+ FM SHARE (METRO): 53.48% (307 of 574) (A/M 79: 50.60%)

12+ FM SHARE (TSA) : 56.76% (571 of 1006) (A/M 79: 51.74%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1.	KYNO-F	1.	KKNU-F	1.	KMJ
2.	KKDJ-F	2.	KMJ	2.	KFYE-F
	KFYE-F	3.	KMAK	3.	KFRE
4.	KIOY-F	4.	KFRE	4.	KBOS-F

OTHER RATED STATIONS/METRO SHARE

KEAP	980	1.0	KBOS-F	94.9	Tulare	3.1
KFIG-F	101.1	3.9	KCBS	890	San Francisco	.8
KFRY-F	101.9	2.0	KJUG-F	106.7	Tulare	.3
KGST	1600	3.9	KLTA-F	98.9	Dinuba	.8
KIRV	1510	.3	KNBR	680	San Francisco	.7
KMJ-F	97.9	2.5	KNGS	620	Hanford	1.6
KXEX	1550	3.6	KRDU	1130	Dinuba	.7
KXQR	790	Clovis				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	27 (1)	230 (7)	257 (8)	44.8
MOR/AC	89 (4)		89 (4)	15.5
COUNTRY	86 (4)	14 (2)	100 (6)	17.4
BTFL MUSIC	14 (2)	63 (2)	77 (4)	13.4
SPANISH	46 (2)		46 (2)	8.0
NEWS/TALK	5 (1)		5 (1)	0.9

574 (25)

RADIO STATIONS

KARM, 1430, 5 KW (DA-1)	, COUNTRY	, \$14.50	(Buckley)	Davis/Weaver
KFRE, 940, 50 KW (DA-2)	, AC/MOR	ABC-I, \$30.50	(Mc-Guild)	
KMAK, 1340, 1 KW/250 W	, COUNTRY	, \$20.38	(Blair)	
KMJ, 580, 5 KW	, MOR	NBC, CBS, \$26.00	(Katz)	McClatchy
KYNO, 1300, 5 KW/1 KW (DA-N)	, ROCK	, \$30.00	(Eastman)	
KNGS, 620, 1 KW (DA-N)	, COUNTRY	ABC-E, \$15.50	(PRO)	(HANFORD)
KFYE-F, 93.7, 68 KW @ 1950, ROCK		, \$40.00	(Selcom)	Sunbelt
KKDJ-F, 105.9, 2.4 KW @ 1960, ROCK		, \$15.00	(Masla)	
KYNO-F, 95.5, 50 KW @ 318, ROCK		, \$38.00	(Eastman)	
KBOS-F, 94.9, 850 W @ 2550, ROCK		ABC-C, \$22.75	(Blair)	(TULARE)
KIOY-F, 103.7, 50 KW @ 500, ROCK		, \$15.00	(Christal)	(HANFORD)
KKNU-F, 102.7, 50 KW @ 500, BTFL MUS (Schulke)		, \$30.00	(Torbet)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION,

GRAND RAPIDS

Market # 71; ADI # 37
 Revenue Rank # 49
 Income Rank # 61
 APR 15.1
 SMSA Pop: 579,100

Revenue : \$8,676,118
 Income : \$ 872,194
 % Rev Change: 17.0%
 Stations: 27/16
 Diaries: 771

National Rev: \$1,534,508
 Nat Rev per Cap: \$2.65
 Tot Rev per Cap: \$14.98
 Tot Inc per Cap: \$1.51
 Profit Margin: 10.1%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WOOD-F	108/15.1	14.9	13.2	20.1	15.5	1. WOOD-F	193	1. WOOD-F 2667/30.7
2. WOOD	100/14.0	11.4	12.0	16.7	12.8	2. WLAV-F	146	2. WGRD-F+ 2450/23.1
3. WLAV-F	65/ 9.1	9.1	9.1	5.4	8.6	3. WGRD-F	133	3. WLAV-F 1724/18.8
4. WGRD-F	55/ 7.7	5.2	9.5	8.3	11.1	4. WOOD	125	4. WOOD 1625/27.8
5. WZZR-F	43/ 6.0	4.7	5.4	6.8	7.6	5. WJFM-F	74	5. WJFM-F 1400/13.8
6. WCUZ	42/ 5.9	7.3	6.0	5.2	7.5	6. WPLB-F	69	6. WFFX-F 987/10.8
7. WJFM-F	41/ 5.8	6.1	4.2	1.1	1.0	7. WFFX-F	55	7. WCUZ 937/14.6
8. WFFX	32/ 4.5	3.4	4.8	4.1	3.6	8. WCUZ	53	8. WMAQ 873/ 3.9
9. WFUR-F	21/ 2.9	4.3	5.6	3.8	3.2	9. WZZR-F	49	9. WZZR-F 851/14.5
10. WPLB-F	20/ 2.8	1.7	2.2	1.7	2.1	10. WMUS-F	48	10. WQLR-F 793/ 3.0

12+ FM SHARE (METRO): 66.36% (434 of 654) (A/M 79: 68.19%)

12+ FM SHARE (TSA) : 72.84% (909 of 1248) (A/M 79: 71.47%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGRD-F	1. WLAV-F	1. WOOD-F	1. WOOD-F	1. WOOD-F	1. WOOD
2. WLAV-F	2. WZZR-F	WOOD	WOOD	2. WOOD	2. WOOD-F
	3. WFFX-F	3. WLAV-F	3. WCUZ	3. WCUZ	3. WGRD-F+
	4. WGRD-F	4. WZZR-F	4. WJFM-F	4. WQWQ-F	4. WLAV-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	11 (1)	236 (5)	247 (6)	37.8
BTFL MUSIC		156 (5)	156 (5)	23.9
MOR/AC	146 (7)		146 (7)	22.3
COUNTRY	46 (2)	31 (3)	77 (5)	11.8
RELIGION	3 (1)	11 (1)	14 (2)	2.1
NEWS/TALK	14 (2)		14 (2)	2.1
			654 (27)	

GRAND RAPIDS-KALAMAZOO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WOOD-F	1. WOOD-F	1. WOOD-F	WFUR	1570 .4
2. WLAV-F	2. WGRD-F	2. WOOD	WGHN	1370 Grand Haven .8
3. WGRD-F	3. WLAV-F	3. WGRD-F	WGRD	1410 1.5
4. WOOD	4. WOOD	4. WLAV-F	WHTC	1450 Holland 1.4
5. WKZO	5. WKZO	5. WZZR-F	WHTC-F	96.1 Holland .7
6. WKFR-F	6. WJFM-F	6. WCUZ	WJBL	1260 Holland .8
7. WJFM-F	7. WKFR-F	7. WPLB-F	WJBL-F	94.5 Holland 1.5
8. WPLB-F	8. WKMI	8. WMAQ	WJPW	810 Rockford .8
9. WKMI	9. WMAQ	9. WFFX-F	WLAV	1340 1.8
10. WFFX-F	10. WCUZ	10. WJBL-F	WMAX	1480 1.5
11. WCUZ	11. WFFX-F		WZND-F	99.3 Zeeland .6
12. WMUS-F	12. WQWQ-F		WMUS-F	106.9 Muskegon 1.0
WMAQ	13. WQLR-F		WQLR-F	106.5 Kalamazoo .7
WZZR-F	14. WZZR-F		WQWQ-F	104.5 Muskegon 2.4
15. WQLR-F	15. WPLB-F		WBBM	780 Chicago .4
			WGN	720 Chicago .7
			WMAQ	670 Chicago .7

ADI FM SHARE: 62.94% (1131 of 1797) (A/M 79: 60.53%)

AM STATIONS

WCUZ, 1230, 1 KW/250 W, COUNTRY	ABC-I, \$31.73 (Eastman)	Federated
WOOD, 1300, 5 KW (DA-N), MOR	NBC, \$43.75 (Katz)	WOOD Inc

FM STATIONS

WFFX-F, 101.3, 50 KW @ 420, AOR*	, \$31.73 (Eastman)	Federated
WFUR-F, 102.9, 40 KW @ 257, BTFL MUS	, \$12.00 (Mich. Spot)	Kuiper
WGRD-F, 97.9, 13 KW @ 590, ROCK	, \$54.50 (Torbet)	Regional
WJFM-F, 93.7, 315 KW @ 850, SOFT/AC (Century 21)	MBS, \$21.50 (Buckley)	Fetzer
WLAV-F, 96.9, 50 KW @ 500, AOR (Burk-Abr)	ABC-F, \$35.00 (Mc-Guild)	
WOOD-F, 105.7, 265 KW @ 811, BTFL MUS (Schulke)	, \$68.00 (Katz)	WOOD Inc
WZZR-F, 95.7, 50 KW @ 175, CONTEMP	, \$31.50 (Selcom)	
WMUS-F, 106.9, 50 KW @ 285, COUNTRY	, \$12.00 (Masla)	(MUSKEGON)
WPLB-F, 107.3, 50 KW @ 358, COUNTRY	, \$10.00 (-----)	(GREENVILLE)
WQWQ-F, 105.5, 50 KW @ 375, BTFL MUS (TM)	ABC-F, \$13.80 (HR/Stone)	(MUSKEGON)

WMAQ - See Chicago

Other Stations - See Kalamazoo

*Station switched to Country programming in May

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	126,969, Newhouse
Kalamazoo Gazette	E	59,664, Newhouse
Muskegon Chronicle	E	45,094, Newhouse
Battle Creek Enquirer	E	33,527, Gannett

GREAT FALLS

Market # 296
 Revenue Rank # 193
 Income Rank # 209
 APR 12.8
 SMSA Pop: 88,800

Revenue : \$2,001,485
 Income : \$ 106,583
 % Rev Gain: 24.9%
 Stations: 7/6
 Diaries: 529

National Rev: \$274,321
 Nat Rev per Cap: \$3.09
 Tot Rev per Cap: \$22.54
 Tot Inc per Cap: \$1.20
 Profit Margin: 5.3%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 79</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA</u>	<u>CUME RAT</u>
1. KQDI-F 23/26.1	27.6	20.7	1. KMON 54	1. KMON	586/40.4
KMON 23/26.1	21.4	25.3	2. KQDI 24	2. KEIN	364/31.0
3. KNUW-F 13/14.8	3.1	10.3	3. KEIN 19	3. KQDI	348/44.1
4. KOOZ-F 9/10.2	19.4	12.6	4. KNUW-F 17	4. KNUW-F	223/26.5
5. KEIN 8/ 9.1	14.3	14.9	5. KOOZ-F 10	5. KOOZ-F	150/19.9
6. KAAK-F 5/ 5.7	8.2	5.7	6. KAAK-F 5	6. KAAK-F	81/10.4
7. KARR 3/ 3.4	3.1	5.7	7. KARR 4	7. KARR	78/ 9.7

12+ FM SHARE (METRO): 32.14% (27 of 84) (A/M 79: 34.88%)

12+ FM SHARE (TSA) : 24.06% (32 of 133) (A/M 79: 18.60%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KQDI	1. KQDI	1. KQDI	1. KMON	1. KMON	1. KMON
2. KNUW-F	2. KNUW-F	2. KMON	2. KQDI		2. KQDI
3. KEIN	3. KEIN	3. KNUW-F	3. KOOZ-F		3. KEIN

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	31 (2)	18 (2)	49 (4)	58.3
COUNTRY	23 (1)		23 (1)	27.4
BTFL MUSIC		9 (1)	9 (1)	10.7
RELIGION	3 (1)		3 (1)	3.6
			84 (7)	

RADIO STATIONS

KARR, 1400, 1 KW/250 W , RELIGION	, \$ 5.50 (Market 4)	Christian Ent
KEIN, 1310, 5 KW/1 KW , CONTEMP/AC	NBC, \$13.08 (Masla)	Meyer
KMON, 560, 5 KW (DA-N), COUNTRY	ABC-I, \$15.19 (Eastman)	
KQDI, 1450, 1 KW/250 W , ROCK	Source, \$14.88 (PRO)	Ingstad
KAAK-F, 98.9, 26 KW @ 500, AOR	ABC-F, \$ 9.60 (Sand-Glenn)	
KNUW-F, 94.5, 36 KW @ 486, ROCK (TM)	, \$ 2.68 (Eastman)	
KOOZ-F, 106.3, 750 W @ 300, BTFL MUS (TM)	, \$ 8.25 (PRO)	Ingstad

TV STATIONS

KFBB	Great Falls	ABC,CBS,NBC
KRTV	Great Falls	NBC,CBS, Garryowen

NEWSPAPER

Great Falls Tribune M 38,486

GREEN BAY

Market # 181
 Revenue Rank # 144
 Income Rank # 146
 APR 15.6
 SMSA Pop: 181,600

Revenue : \$2,779,686
 Income : \$ 211,258
 % Rev Gain: 19.2%
 Stations: 11/14
 Diaries: 521

National Rev: \$631,267
 Nat Rev per Cap: \$3.48
 Tot Rev per Cap: \$15.31
 Tot Inc per Cap: \$1.16
 Profit Margin: 7.6%

12+ METRO	1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WGEE	51/22.7	22.5	16.5	1. WIXX-F 143	1. WIXX-F	2110/43.5
2. WIXX-F	48/21.3	18.6	23.9	2. WGEE 89	2. WGEE	1143/39.7
3. WDUZ	33/14.7	13.9	19.7	3. WDUZ-F 80	3. WNAM	1080/ 8.0
4. WDUZ-F	31/13.8	18.2	14.4	4. WNAM 55	4. WDUZ-F	913/28.2
5. WNFL	27/12.0	10.0	9.6	5. WAPL-F 42	5. WKAU-F+	797/12.1
6. WAPL-F	10/ 4.4	3.9	2.1	6. WKAU-F+ 38	6. WDUZ	739/40.3
7. WKAU-F+	8/ 3.6	3.5	5.3	7. WDUZ 37	7. WAPL-F	652/13.4
8. WNAM	4/ 1.8	1.7	1.1	8. WNFL 31	8. WNFL	592/33.7
9. WAUN-F	2/ .9	1.7	2.7	9. WAUN-F 23	9. WLST-F	322/ 2.9
10. WLST-F	1/ .4	---	.5	10. WLST-F 21	10. WAUN-F	238/ 4.2

12+ FM SHARE (METRO): 44.65% (96 of 215) (A/M 79: 45.45%)
 12+ FM SHARE (TSA) : 59.21% (331 of 559) (A/M 79: 56.67%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIXX-F	1. WIXX-F	1. WIXX-F	1. WGEE	1. WGEE	1. WGEE
	2. WDUZ	2. WGEE	2. WNFL	2. WDUZ-F	2. WIXX-F
	3. WNFL	3. WDUZ	3. WIXX-F	3. WDUZ	3. WDUZ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	8 (2)	63 (4)	71 (6)	33.2
MOR/AC	60 (2)		60 (2)	28.0
COUNTRY	51 (1)		51 (1)	23.8
BTFL MUSIC		31 (1)	31 (1)	14.5
BIG BAND		2 (1)	2 (1)	0.9
			214 (11)	

RADIO STATIONS

WDUZ, 1400, 1 KW/250 W	, MOR/AC	ABC-C, \$21.00	(Mc-Guild)	Laird
WGEE, 1360, 5 KW (DA-N)	, COUNTRY	NBC, \$31.00	(Blair)	
WNFL, 1440, 5 KW/500 W (DA-2), AC		, \$10.33	(Buckley)	Communi Prop
WDUZ-F, 98.5, 100 KW @ 1254, BTFL MUS (FM-100)		, \$21.00	(Mc-Guild)	Laird
WIXX-F, 101.1, 100 KW @ 1828, ROCK (TM)		ABC-F, \$36.00	(Blair)	
WAUN-F, 92.7, 3 KW @ 300, BIG BAND/POLKAS		MBS, \$ 5.75	(----)	(KEWAUNEE)
WLST-F, 95.1, 100 KW @ 430, ROCK (Drake-Chen)		, \$ 5.35	(Walton)	(MARINETTE)

Other Stations - See Appleton-Oshkosh

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	11,912
Green Bay Press-Gazette	E	58,034
Appleton Post-Crescent	E	51,617, Post
Oshkosh Northwestern	E	29,014

GREENSBORO/WINSTON-SALEM

Market # 52
 Revenue Rank # 42
 Income Rank # 45
 APR 14.3
 SMSA Pop: 794,600

Revenue : \$9,666,591
 Income : \$1,131,186
 % Rev Change: 10.3%
 Stations: 30/26
 Diaries: 1176

National Rev: \$1,279,987
 Nat Rev per Cap: \$1.61
 Tot Rev per Cap: \$12.17
 Tot Inc per Cap: \$1.42
 Profit Margin: 11.7%

12+ METRO 1/4/SHARE	A/M 79
1. WTQR-F	120/12.6
2. WGLD-F	96/10.1
3. WKZL-F	89/ 9.3
4. WSJS	76/ 8.0
5. WSEZ-F	70/ 7.3
6. WRQK-F	59/ 6.2
7. WQMG-F	54/ 5.7
8. WBIG	35/ 3.7
9. WHPE-F	32/ 3.4
10. WMFR	26/ 2.7

12+ TSA 1/4	
1. WTQR-F	202
2. WGLD-F	122
3. WKZL-F	108
4. WSEZ-F	84
5. WSJS	82
6. WRQK-F	75
7. WQMG-F	74
8. WPCM-F	49
9. WHPE-F	41
10. WBIG	36

12+ TSA CUME/MSA	CUME RAT
1. WTQR-F	2688/25.4
2. WKZL-F	1600/19.4
3. WGLD-F	1538/18.0
4. WSJS	1528/20.5
5. WRQK-F	1391/14.9
6. WSEZ-F	1157/13.6
7. WBIG	840/11.0
8. WQMG-F	830/ 9.8
9. WCOG	672/ 9.9
10. WRAL-F	576/ 2.7

12+ FM SHARE (METRO): 65.12% (575 of 883) (A/M 79: 56.51%)
 12+ FM SHARE (TSA) : 72.46% (884 of 1220) (A/M 79: 66.23%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSEZ-F	1. WKZL-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F
2. WKZL-F	2. WTQR-F	2. WKZL-F	2. WGLD-F	2. WGLD-F	2. WSJS
3. WRQK-F	3. WRQK-F	3. WGLD-F	3. WSJS	3. WSJS	3. WGLD-F
4. WQMG-F	4. WQMG-F	4. WRQK-F	4. WKZL-F	4. WBIG	4. WKZL-F

OTHER RATED STATIONS/METRO SHARE

WAAA	980	3.4	WTNC	790	Thomasville	.8	
WAIR	1340	2.7	WTOB	1380		1.5	
WBUY	1440	Lexington	1.7	WEZC-F	104.7	Charlotte	.6
WCOG	1320		2.0	WFMX-F	105.7	Statesville	.6
WCSE-F	92.3	Asheboro	1.3	WPCM-F	101.1	Burlington	.5
WEAL	1510		1.7	WPTF	680	Raleigh	.4
WGBW	1400		1.3	WQDR-F	94.7	Raleigh	.5
WGWR	1260	Asheboro	.9	WRAL-F	101.5	Raleigh	1.2
WMFR-F	99.5		.5	WSOC-F	103.7	Charlotte	.5
WPET	950		1.6				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	28 (2)	294 (7)	322 (9)	36.5
MOR/AC	177 (7)	5 (1)	182 (8)	20.6
COUNTRY		142 (4)	142 (4)	16.1
BTFL MUSIC		102 (2)	102 (2)	11.6
BLACK/DISCO	74 (3)		74 (3)	8.4
RELIGION	15 (1)	32 (1)	47 (2)	5.3
BIG BAND	14 (1)		14 (1)	1.6
			883 (29)	

RADIO STATIONS

WAAA, 980, 1 KW (DAYS)	, BLACK	, \$21.00	(Howard)
WAIR, 1340, 1 KW/250 W	, BLACK	, \$11.00	(Torbet)
WBIB, 1470, 5 KW (DA-N)	, MOR/AC	CBS, \$30.00	(Christal) Jeff-Pilot
WBUY, 1440, 5 KW/1 KW (DA-N), AC/MOR		, \$ 7.50	(T-N) (LEXINGTON)
WCOG, 1320, 5 KW/1 KW (DA-2), ROCK		ABC-C, \$23.00	(HR/Stone) Thoms
WEAL, 1510, 1 KW (DAYS)	, BLACK	SBN, \$16.25	(Howard)
WMFR, 1230, 1 KW/250 W	, AC	, \$ 7.60	(Devney)
WSJS, 600, 5 KW (DA-1)	, MOR	NBC, \$72.25	(Mc-Guild) Summit
WTOB, 1380, 5 KW/1 KW (DA-N), BIG BAND (Jim West)		, \$25.00	(Masla)

WGLD-F, 100.3, 100 KW @ 400, BTFL MUS (Bonne)	, \$47.75 (Blair)	Mann Media
WHPE-F, 95.5, 100 KW @ 470, RELIGION	, \$? ? (-----)	
WKZL-F, 107.5, 100 KW @ 500, AOR	, \$59.00 (Katz)	
WQMG-F, 97.1, 20 KW @ 555, AOR/BLACK	, \$26.25 (HR/Stone)	
WRQK-F, 98.7, 100 KW @ 380, ROCK	MBS, \$36.00 (Eastman)	
WSEZ-F, 93.1, 34 KW @ 383, ROCK	, \$22.00 (Torbet)	
WTQR-F, 104.1, 100 KW @ 2380, COUNTRY (Drake-Chen)	, \$72.25 (Mc-Guild)	Summit
WPCM-F, 101.1, 100 KW @ 511, COUNTRY	, \$28.00 (Masla)	Rau (BURLINGTON)

WINSTON-SALEM TRADING AREA SHARE

GREENSBORO TRADING AREA

	<u>A/M 80</u>	<u>A/M 79</u>	<u>A/M 78</u>
1. WSJS	19.4	20.6	20.5
2. WTQR-F	16.0	14.4	10.3
3. WSEZ-F	11.5	9.3	.5
4. WKZL-F	10.4	5.4	11.8
5. WGLD-F	9.6	6.8	14.7
6. WAAA	7.3	12.1	15.0
7. WAIR	7.0	7.3	6.3
8. WTOB	3.9	4.2	4.5
9. WHPE	2.2	2.0	.8
10. WFMX-F	1.7	.6	.5

	<u>A/M 80</u>	<u>A/M 79</u>	<u>A/M 78</u>
1. WGLD-F	10.6	8.9	8.5
2. WTQR-F	10.4	10.0	5.6
3. WRQK-F	9.1	8.2	10.2
4. WKZL-F	8.8	9.4	7.8
5. WQMG-F	8.3	6.9	4.3
6. WBIG	5.8	4.9	7.8
7. WSEZ-F	4.8	3.8	---
8. WHPE-F	4.0	2.1	2.2
9. WCOG	2.8	3.9	8.0
10. WBUY	2.7	2.0	1.2
WEAL	2.7	6.6	8.0

TV STATIONS

WFMY	Greensboro	2	CBS
WGHP	High Point	8	ABC, Harte-Hanks
WXII	Winston Salem	12	NBC, Multimedia

NEWSPAPERS

Greensboro News	(M-79,973)	Record (E-30,837)
High Point Enterprise	E 30,466	
Winston Salem Journal	(M-72,018)	Sentinel (E-38,418), Media General

GREENVILLE-NEW BERN, NC

Market # 304
 Revenue Rank # 347
 Income Rank # 328
 APR 13.0
 SMSA Pop: 83,000

Revenue : \$715,382
 Income : \$-44,842
 % Rev Gain: 5.3%
 Stations: 19/4
 Diaries: 528

National Rev: \$272,192
 Nat Rev per Cap: \$3.28
 Tot Rev per Cap: \$8.62
 Tot Inc per Cap: \$-.54
 Profit Margin: ---

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 79</u>		<u>A/M 78</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1.	WQDW-F	40/13.8	14.5	11.4	1.	WITN-F	111	1.	WITN-F	1579/24.1	
2.	WSFL-F	39/13.5	13.1	8.6	2.	WSFL-F	72	2.	WSFL	1304/28.2	
3.	WITN-F	29/10.0	10.6	13.8	3.	WAZZ-F	59	3.	WRAL-F	686/11.9	
4.	WAZZ-F	26/ 9.0	4.2	5.2	4.	WQDW-F	57	4.	WAZZ-F	658/15.0	
5.	WRNS-F	25/ 8.7	6.4	7.6	5.	WNCT-F	36	5.	WQDW-F	499/16.2	
6.	WELS	18/ 6.2	3.2	2.8		WRAL-F	36	6.	WNCT-F	455/10.7	
	WFTC	18/ 6.2	2.8	3.4	7.	WRNS-F	33	7.	WRNS-F	318/ 9.4	
8.	WNCT-F	15/ 5.2	7.8	6.6	8.	WELS	18	8.	WKTC-F	304/ 3.6	
9.	WRAL-F	12/ 4.2	3.5	.7		WFTC	18	9.	WFTC	273/11.1	
10.	WBIC	11/ 3.8	2.1	3.4	10.	WKTC-F	15	10.	WXQR-F	253/ 3.1	

12+ FM SHARE (METRO): 77.48% (203 of 262) (A/M 79: 78.00%)

12+ FM SHARE (TSA) : 87.35% (449 of 514) (A/M 79: 80.00%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WSFL-F	1. WQDW-F	1. WQDW-F	1. WAZZ-F	1. WRNS-F	1. WITN-F
2. WITN-F	2. WSFL-F	2. WSFL-F	2. WQDW-F	2. WAZZ-F	2. WSFL-F
3. WQDW-F	3. WITN-F	3. WAZZ-F	3. WRNS-F	3. WNCT-F	3. WAZZ-F

OTHER RATED STATIONS/METRO SHARE

WHIT	1450	New Bern	1.4	WOOW	1340	Greenville	.7
WISP	1230	Kinston	.7	WKTC-F	104.3	Tarboro	.7
WMSQ-F	104.9	Havelock	3.1	WMBL-F+	95.9	Morehead City	.6
WNCT	1070	Greenville	1.0	WXQR-F	105.5	Jacksonville	1.7

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	24 (3)	94 (5)	118 (8)	45.0
COUNTRY	19 (2)	54 (4)	73 (6)	27.9
BLACK	11 (1)	40 (1)	51 (2)	19.5
BTFL MUSIC		15 (1)	15 (1)	5.7
MOR/AC	5 (2)		5 (2)	1.9
			262 (19)	

RADIO STATIONS

WBIC, 1380, 5 KW (DAYS)	, BLACK	SBN, \$ 5.25	(Sav-Gates)
WELS, 1010, 1 KW (DAYS)	, COUNTRY	, \$ 4.75	(-----)
WFTC, 960, 5 KW/1 KW (DA-N), ROCK		ABC-E, \$ 5.50	(T-N)
WAZZ-F, 101.9, 100 KW @ 580, COUNTRY		MBS, \$ 8.00	(Southern)
WITN-F, 93.3, 100 KW @ 1900, ROCK (TM)		ABC-F, \$34.50	(Katz)
WNCT-F, 107.7, 100 KW @ 550, BTFL MUS (FM-100)		, \$10.00	(Eastman) Park
WQDW-F, 97.7, 3 KW @ 228, BLACK (Drake-Chen)		, \$ 9.00	(Lazar)
WRNS-F, 95.1, 100 KW @ 285, COUNTRY		, \$ 6.50	(T-N)
WSFL-F, 106.5, 100 KW @ 725, CONTEMP		, \$ 9.00	(Sav-Gates)
WKTC-F, 104.3, 100 KW @ 285, COUNTRY		, \$ 6.25	(T-N) (TARBORO)
WXQR-F, 105.5, 3 KW @ 250, ROCK		, \$ 5.00	(Market 4) (JACKSONVILLE)

WRAL-F - See Raleigh

<u>TV STATIONS</u>							
WCTI	New Bern	12	ABC, Malrite	WITN	Washington	7	NBC
WNCT	Greenville	9	CBS, Park				

<u>NEWSPAPERS</u>					
New Bern Sun Jrnl	E	15,008	Greenville Reflector	E	14,866
Washington News	E	9,529			

GREENVILLE-SPARTANBURG

Market # 72; ADI # 36
 Revenue Rank # 64
 Income Rank # 56
 APR 15.8
 SMSA Pop: 550,700

Revenue : \$7,588,831
 Income : \$1,056,309
 % Rev Gain: 10.2%
 Stations: 22/18
 Diaries: 598

National Rev: \$1,243,489
 Nat Rev per Cap: \$2.26
 Tot Rev per Cap: \$13.78
 Tot Inc per Cap: \$1.92
 Profit Margin: 13.9%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WESC-F 85/11.9	8.0	4.6	1. WFBC-F 152	1. WFBC-F 2155/24.5
2. WFBC-F 82/11.5	14.7	13.7	2. WESC-F 147	2. WESC-F 1698/16.9
3. WSPA-F 77/10.8	9.9	11.7	3. WANS-F 137	3. WSPA-F 1557/19.3
4. WANS-F 69/ 9.7	2.3	1.3	4. WSPA-F 128	4. WANS-F 1429/15.2
5. WHYZ 47/ 6.6	6.3	4.1	5. WHYZ 71	5. WESC 975/11.9
6. WESC 43/ 6.0	5.0	4.7	6. WESC 68	6. WGXL-F 903/10.2
7. WASC 40/ 5.6	4.4	2.9	7. WGXL-F 61	7. WFBC 887/17.4
8. WQOK 39/ 5.5	6.2	9.8	8. WLOS-F 49	8. WQOK 828/16.4
WGXL-F 39/ 5.5	6.2	5.3	9. WSPA 43	9. WSPA 783/12.7
10. WSPA 36/ 5.0	4.7	8.2	10. WASC 40	10. WORD 705/13.1
11. WFBC 34/ 4.8	6.2	8.6	11. WFBC 38	11. WLOS-F 695/ 5.3

12+ FM SHARE (METRO): 55.73% (389 of 698) (A/M 79: 51.05%)
 12+ FM SHARE (TSA) : 67.62% (735 of 1087) (A/M 79: 65.46%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WANS-F	1. WFBC-F	1. WFBC-F	1. WESC-F	1. WSPA-F	1. WESC-F+
2. WORD	2. WANS-F	2. WESC-F	2. WFBC-F	WESC-F	2. WFBC-F+
WQOK	3. WESC-F	3. WANS-F	3. WSPA-F	3. WGXL-F	3. WGXL-F
	4. WASC	4. WSPA-F	4. WESC	4. WESC	4. WANS-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	68 (2)	161 (4)	249 (6)	35.7
COUNTRY	51 (3)	92 (2)	143 (5)	20.5
MOR/AC	70 (2)	39 (1)	109 (3)	15.6
BTFL MUSIC	4 (1)	94 (2)	98 (3)	14.0
BLACK	87 (2)		87 (2)	12.5
RELIGION	9 (1)		9 (1)	1.2
CLASSICAL		3 (1)	3 (1)	0.4
			698 (21)	

GREENVILLE-SPART-ASHE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO</u>		<u>SHARE</u>	
1. WFBC-F	1. WFBC-F	1. WFBC-F	WCKI	1300	Greer	1.3
2. WESC-F	2. WESC-F	2. WHYZ	WEAB	800	Greer	.4
3. WANS-F	3. WSPA-F	3. WESC-F	WKDY	1400		.7
4. WSPA-F	4. WANS-F	4. WQOK	WMRB	1490		.6
5. WWNC	5. WWNC	5. WANS-F	WMUU-F	94.5		.4
6. WLOS-F	6. WLOS-F	6. WORD	WORD	910		4.1
7. WHYZ	7. WESC	7. WFBC	WAGI-F	105.3	Gaffney	1.0
8. WESC	8. WGXL-F	8. WSPA-F	WAIM-F	101.1	Anderson	.6
9. WGXL-F	9. WFBC	9. WSPA	WLOS-F	99.9	Asheville	2.4
10. WSPA	10. WQOK	10. WASC	WBCY-F	107.9	Charlotte	.8
11. WNGC-F	11. WSPA					
12. WASC	12. WORD					
13. WQOK	13. WHYZ					
14. WISE	14. WISE					
15. WFBC	15. WNGC-F					

ADI FM SHARE: 57.62% (941 of 1633) (A/M 79: 56.40%)

AM STATIONS

WASC, 1530, 1 KW (DAYS)	, BLACK	, \$12.50 (Howard)	
WESC, 660, 10 KW (DAYS)	, COUNTRY	ABC-E, \$45.00 (Blair)	
WFBC, 1330, 5 KW (DA-N)	, MOR	NBC, \$61.50 (Katz)	Multimedia
WHYZ, 1070, 50 KW (DAYS)	, BLACK	, \$16.00 (-----)	
WQOK, 1440, 5 KW (DA-N)	, ROCK	ABC-C, \$23.50 (HR/Stone)	
WSPA, 950, 5 KW (DA-N)	, MOR/AC	CBS, \$40.00 (Mc-Guild)	Spartan
WORD, 910, 5 KW/1 KW (DA-2),	ROCK	, \$22.63 (Eastman)	

FM STATIONS

WESC-F, 92.5, 100 KW @ 630, COUNTRY	ABC-E, \$45.00 (Blair)	
WFBC-F, 93.7; 100 KW @ 1840, CONTEMP (Drake-Chen)	ABC-F, \$61.50 (Katz)	Multimedia
WSPA-F, 98.9; 100 KW @ 1910, BTFL MUS (FM-100)	, \$40.00 (Mc-Guild)	Spartan
WANS-F, 107.3, 100 KW @ 260, ROCK	, \$ 9.00 (----)	(ANDERSON)
WGXL-F, 100.5, 100 KW @ 760, AC	ABC-I, \$25.25 (Selcom)	(LAURENS)

OTHER STATIONS - See Asheville

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

NEWSPAPERS

Anderson Independent	(M-41,398), Mail	(E-7,767), Harte-Hanks
Spartanburg Herald	(M-40,843), Journal	(E-8,198)
Greenville News	(M-84,077), Piedmont	(E-23,138), Multimedia
Asheville Citizen, Times	ME 67,262, Multimedia	

HARRISBURG

Market # 92; ADI # 45
 Revenue Rank # 94
 Income Rank # 65
 APR 18.5
 SMSA Pop: 434,300

Revenue : \$4,765,335
 Income : \$ 816,528
 % Rev Change: 17.2%
 Stations: 21/12
 Diaries: 601

National Rev: \$1,038,595
 Nat Rev per Cap: \$2.39
 Tot Rev per Cap: \$10.97
 Tot Inc per Cap: \$1.88
 Profit Margin: 17.1%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 79</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WHP 112/16.4	18.8	15.5	1. WHP-F 135	1. WQXA-F 1552/15.1
2. WHP-F 99/14.5	14.1	12.8	2. WHP 131	2. WHP 1536/34.8
3. WHYL 48/ 7.0	2.1	3.0	3. WQXA-F 124	3. WHP-F 1357/26.1
4. WQXA-F 45/ 6.6	5.6	3.7	4. WRHY-F 57	4. WKBO 825/20.3
5. WRHY-F 36/ 5.3	4.2	4.4	5. WSBA-F 55	5. WSFM-F 659/13.8
6. WKBO 34/ 5.0	9.9	13.9	6. WHYL 54	6. WRKZ-F 646/10.4
7. WRKZ-F 33/ 4.8	---	---	7. WNCE-F 51	7. WSBA-F 635/ 3.1
8. WSFM-F 31/ 4.6	8.8	11.3	8. WRKZ-F 50	8. WNCE-F 624/ 4.6
9. WQIN 27/ 4.0	2.1	1.9	9. WKBO 42	9. WRHY-F 600/ 9.1
10. WFEC 21/ 3.1	1.2	3.7	10. WSFM-F 35	10. WYCR-F 526/ 1.9

12+ FM SHARE (METRO): 54.72% (336 of 614) (A/M 79: 56.14%)
 12+ FM SHARE (TSA) : 65.64% (619 of 943) (A/M 79: 65.64%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WQXA-F	1. WRHY-F	1. WHP-F	1. WHP-F	1. WHP-F	1. WHP
2. WFEC	2. WSFM-F	2. WHYL	2. WHP	2. WHP	2. WQXA-F
3. WRHY-F	3. WQXA-F	3. WHP	3. WHYL		3. WHP-F
4. WKBO	4. WHYL	4. WQXA-F	4. WRKZ-F		4. WKBO

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	49 (2)	172 (7)	221 (9)	36.0
MOR/AC	158 (3)	10 (1)	168 (4)	27.4
BTFL MUSIC		146 (4)	146 (4)	23.8
COUNTRY	48 (1)		48 (1)	7.8
BLACK/DISCO	21 (1)		21 (1)	3.4
RELIGION		8 (1)	8 (1)	1.3
NEWS/TALK	2 (1)		2 (1)	0.3
			<u>614 (21)</u>	

HARRIS-LANC-YORK ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>
1. WQXA-F	1. WQXA-F	1. WHP	WCMB 1460 2.8
2. WHP-F	2. WHP	2. WHP-F	WIOO 1000 2.2
3. WHP	3. WHP-F	3. WKBO	WQVE-F 93.5 Mechanicsburg 2.1
4. WNCE-F	4. WSBA	4. WRHY-F	WTPA-F 104.1 2.9
5. WSBA	5. WNCE-F	5. WFEC	WZUE-F 102.3 Carlisle 1.5
6. WSBA-F	6. WSBA-F	6. WHYL	WDAC-F 94.5 Lancaster 1.2
7. WRKZ-F	7. WYCR-F	7. WQIN	WNCE-F 101.3 Lancaster 2.6
8. WRHY-F	8. WRKZ-F	8. WQXA-F	WSBA-F 103.3 York 1.3
9. WYCR-F	9. WKBO	9. WRKZ-F	WYCR-F 98.5 York .3
10. WHYL	10. WRHY-F		KYW 1060 Philadelphia .3
11. WDAC-F	11. WFSM-F		WQKX-F 94.1 Sunbury 1.6
12. WIOV-F	12. WIOV-F		
WSFM-F	13. WLAN		
14. WKBO	14. WDAC-F		
15. WNOW	15. WCMB		

ADI FM SHARE: 62.13% (1045 of 1682) (A/M 79: 59.76%)

AM STATIONS

WCMB, 1460, 5 KW (DA-N) , AC/MOR	ABC-I, \$23.50 (Christal) McKenna
WFEC, 1400, 1 KW/250 W , DISCO	MBS,ABC-E, \$19.50 (Mc-Guild) Great Scott
WHP , 580, 5 KW (DA-N) , MOR	CBS, \$72.50 (Katz)
WHYL, 960, 5 KW (DAYS,DA), COUNTRY	, \$18.00 (PRO)
WKBO, 1230, 1 KW/250 W , CONTEMP	NBC, \$41.40 (Blair)
WQIN, 1290, 1 KW (DAYS) , MOR	MBS, \$ 7.25 (Dome) (LYKENS)

FM STATIONS

WHP-F , 97.3, 50 KW @ 840, BTFL MUS (Schulke)	, \$72.50 (Katz)
WSFM-F, 99.3, 3 KW @ 150, ROCK (TM)	ABC-F, \$29.88 (Christal) McKenna

FOR OTHER STATIONS SEE YORK AND LANCASTER

TV STATIONS

WGAL Lancaster 8	NBC, Steinman
WHP Harrisburg 21	CBS
WLYH Lancaster 15	CBS, Gateway
WSBA York 43	CBS, Susquehanna
WTPA Harrisburg 27	ABC, Newhouse

NEWSPAPERS

Harrisburg News E	63,968, Newhouse
Harrisburg Patriot M	47,623, Newhouse
Lancaster New Era E	59,991
Lancaster Intel Journal M	40,719
York Dispatch E	49,534
York Record M	34,336

HARTFORD

Market # 37; ADI # 20
 Revenue Rank # 43
 Income Rank # 101
 APR 17.3
 SMSA Pop: 1,057,000

Revenue : \$9,410,643
 Income : \$ 354,417
 % Rev Change: 30.1%
 Stations: 22/10
 Diaries: 904

National Rev: \$2,941,962
 Nat Rev per Cap: \$2.78
 Tot Rev per Cap: \$8.90
 Tot Inc per Cap: \$.34
 Profit Margin: 3.8%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WTIC	290/24.2	24.8	28.4	22.9	25.7	1. WTIC	540	1. WTIC	6693/47.0
2. WRCH-F	138/11.5	9.4	8.2	8.5	7.9	2. WRCH-F	219	2. WCCC-F	2646/15.9
3. WTIC-F	95/ 7.9	4.0	6.3	5.7	7.3	3. WKSS-F	153	3. WRCH-F	2538/19.1
4. WKSS-F	61/ 5.1	6.6	6.9	7.9	6.6	4. WPLR-F	148	4. WTIC-F	2496/18.2
5. WPOP	53/ 4.4	4.1	3.9	4.3	4.0	5. WTIC-F	147	5. WDRC-F	2294/12.8
6. WHCN-F	52/ 4.3	3.9	3.9	3.2	3.0	6. WCCC-F	145	6. WHCN-F	2291/13.8
7. WCCC-F	49/ 4.1	3.8	3.2	2.9	4.2	7. WKCI-F	126	7. WAQY-F	2229/ 8.9
8. WDRC-F	46/ 3.8	2.4	3.4	4.1	3.1	8. WWYZ-F	125	8. WKSS-F	2192/11.8
9. WRCQ	45/ 3.8	4.0	3.6	3.6	4.6	9. WHCN-F	123	9. WHYN-F	2029/ 2.5
10. WIOF-F	44/ 3.7	2.3	2.0	1.8	1.2	10. WDRC-F	112	10. WPLR-F	2021/ 6.9

12+ FM SHARE (METRO): 54.44% (594 of 1091) (A/M 79: 48.42%)
 12+ FM SHARE (TSA) : 62.61% (1494 of 2386) (A/M 79: 62.27%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WTIC-F	1. WTIC-F	1. WTIC	1. WTIC	1. WTIC	1. WTIC
2. WHCN-F	2. WTIC	2. WTIC-F	2. WRCH-F	2. WRCH-F	2. WDRC-F+
WCCC-F	WIOF-F	3. WIOF-F	3. WKSS-F	3. WKSS-F	3. WRCH-F
4. WAQY-F	4. WHCN-F	4. WRCH-F	4. WTIC-F	4. WTIC-F	4. WTIC-F
5. WDRC-F	WRCQ	5. WRCQ	5. WWYZ-F	5. WPOP	5. WKSS-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	46 (3)	395 (9)	441 (12)	40.4
MOR/AC	347 (4)		347 (4)	31.8
BTFL MUSIC		199 (2)	199 (2)	18.2
NEWS/TALK	53 (1)		53 (1)	4.9
BLACK	29 (1)		29 (1)	2.7
COUNTRY	18 (1)		18 (1)	1.6
SPANISH	4 (1)		4 (1)	0.4
			<u>1091 (22)</u>	

HARTFORD ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS /METRO SHARE</u>	
1. WTIC	1. WTIC	1. WTIC	WCCC	1290 .2
2. WRCH-F	2. WNBC	2. WRCH-F	WDRG	1360 3.3
3. WPLR-F	3. WTIC-F	3. WRCQ	WINF	1230 Manchester .5
4. WKSS-F	4. WRCH-F	4. WAQY-F	WKND	1480 Windsor 2.4
5. WTIC-F	5. WPLR-F	5. WWYZ-F	WMLB	1550 1.5
6. WKCI-F	6. WDRG-F	6. WCCC-F	WNTY	990 Southington .5
7. WWYZ-F	7. WKSS-F	7. WTIC-F	WRYM	840 New Britain .3
8. WELI	8. WHCN-F	8. WKSS-F	WKCI-F	101.3 Hamden 1.2
9. WHCN-F	9. WKCI-F	9. WDRG	WPLR-F	99.1 New Haven 2.5
10. WNBC	10. WCCC-F	10. WIOF-F	WWYZ-F	92.5 Waterbury 3.1
11. WDRG-F	11. WWYZ-F		WAQY-F	102.1 Springfield 2.3
12. WCBS	12. WELI		WHYN-F	560 Springfield .3
13. WIOF-F	13. WPOP			
WCCC-F	14. WCBS			
15. WEZN-F	15. WIOF-F			

ADI FM SHARE: 51.94% (1475 of 2840) (A/M 79: 49.11%)

AM STATIONS

WPOP, 1410, 5 KW (DA-2), NEWS	CBS, \$32.40 (Torbet)	Merv Griffin
WRCQ, 910, 5 KW (DA-2), AC	MBS, \$55.00 (Christal)	
WTIC, 1080, 50 KW (DA-N), MOR	NBC, \$232.50 (Katz)	

FM STATIONS

WCCC-F, 95.7, 15 KW @ 820, BTFL/MOR	, \$41.50 (Blair)	Insilco
WRCH-F, 100.5, 20 KW @ 720, BTFL MUS (Schulke)	, \$55.00 (Christal)	
WTIC-F, 96.5, 15 KW @ 810, ROCK	, \$80.03 (Katz)	
WWYZ-F, 92.5, 16 KW @ 740, SOFT ROCK	, \$35.00 (CBS-FM)	(WATERBURY)

WEZN - See Bridgeport

WNBC, WCBS - See New York

Other Stations - See New Haven

TV STATIONS

WATR	Waterbury	20	NBC
WFSB	Hartford	3	CBS, Post-Newsweek
WHCT	Hartford	18	IND
WTNH	New Haven	8	ABC, Capital Cities
WVIT	Hartford	30	NBC, Viacom

NEWSPAPERS

Hartford Courant	M	213,310, Times-Mirror
New Haven Register	E	101,635
New Haven Journal-Courier	M	38,823
New Britain Herald	E	39,972
Waterbury Republican	M	36,350
Waterbury American	E	37,168

HONOLULU

Market # 56
 Revenue Rank # 52
 Income Rank # 388
 APR 17.4
 SMSA Pop: 740,000

Revenue: \$8,617,558
 Income :\$-1,538,503
 % Rev Change: 11.4%
 Stations: 20/17
 Diaries: 712

National Rev: \$940,464
 Nat Rev per Cap: \$1.27
 Tot Rev per Cap: \$11.65
 Tot Inc per Cap: \$-2.08
 Profit Margin: --

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KSSK	196/18.7	16.3	10.7	14.0	12.3	1. KSSK	206	1. KSSK 2445/38.8
2. KIKI	103/ 9.8	12.2	4.4	6.0	5.2	2. KIKI	124	2. KIKI 1735/24.5
3. KUMU-F	85/ 8.1	7.5	6.6	6.4	5.1	3. KUMU-F	88	3. KKUA 1592/21.9
4. KORL	78/ 7.4	5.7	9.6	12.1	13.6	4. KORL	83	4. KORL 1383/21.9
5. KPIG-F	67/ 6.4	2.6	1.3	---	---	5. KKUA	81	5. KHVH 979/15.0
6. KKUA	66/ 6.3	7.4	7.0	9.8	12.2	6. KPIG-F	71	6. KCCN 945/14.1
7. KHVH	55/ 5.3	6.8	5.4	8.6	6.1	7. KCCN	62	7. KPIG-F 936/14.7
8. KCCN	54/ 5.2	4.3	4.7	6.7	3.4	8. KHVH	61	8. KUMU-F 842/13.8
9. KPOI	50/ 4.8	5.0	8.8	1.4	3.0	9. KPOI	50	9. KDUK-F 787/13.1
10. KIOE	41/ 3.9	5.1	4.0	3.5	3.2	10. KIOE	41	10. KGU 786/11.3

12+ FM SHARE (METRO): 26.65% (271 of 1017) (A/M 79: 24.17%)
 12+ FM SHARE (TSA) : 25.18% (278 of 1104) (A/M 79: 23.35%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KIKI	1. KSSK	1. KSSK	1. KSSK	1. KSSK	1. KSSK
2. KORL	2. KIKI	2. KIKI	2. KUMU	2. KUMU-F	2. KIKI+
3. KKUA	KPIG-F	3. KPIG-F	3. KPOI	3. KCCN	3. KUMU-F+
KSSK	4. KKUA	4. KKUA	4. KCCN	4. KHVH	4. KHVH

OTHER RATED STATIONS/METRO SHARE

KAIM	870	1.0	KOHO	1170	1.8
KDEO	940	Waipahu .7	KQM-Q-F	93.1	3.1
KDUK-F	97.5	3.3	KULA-F	92.3	Waipahu 2.1
KGU	760	2.7	KUMU	1500	3.1
KJYE-F	96.3	Kailua 2.9	KZOO	1210	.7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	288 (4)	156 (4)	444 (8)	43.7
MOR/AC	274 (3)		274 (3)	26.9
BTFL MUSIC	32 (1)	115 (2)	147 (3)	14.5
ETHNIC	80 (3)		80 (3)	7.9
NEWS/TALK	55 (1)		55 (1)	5.4
RELIGION	10 (1)		10 (1)	1.0
UNKNOWN	7 (1)		7 (1)	0.7

1017 (20)

RADIO STATIONS

KCCN, 1420, 5 KW, HAWAIIAN MUSIC	, \$11.67 (PRO)	
KGU , 760, 10 KW, MOR/JAZZ	, \$21.00 (Blair)	
KHVH, 990, 5 KW, NEWS	ABC-E, CBS, NBC, Source, \$26.50 (Buckley)	
KIKI, 830, 10 KW, ROCK	, \$20.00 (Masla)	Parker
KIOE, 1080, 5 KW, ROCK	, \$20.00 (Market 4)	
KKUA, 690, 10 KW, CONTEMP	, \$25.18 (HR/Stone)	LA Coke
KORL, 650, 10 KW, ROCK	, \$24.00 (Christal)	O'Day
KPOI, 1040, 10 KW, OLDIES/AC (Drake-Chen)	, \$22.50 (Katz)	Sudbrink
KSSK, 590, 5 KW, MOR/AC	, \$35.00 (Eastman)	Heftel
KDUK-F, 97.5, 100 KW @ 30, AOR (Burk-Abr)	, \$19.00 (Katz)	Sudbrink
KPIG-F, 93.9, 72 KW @ -420, ROCK	, \$12.00 (Masla)	Parker
KUMU-F, 94.7, 60 KW @ 140, BTFL MUS (FM-100)	, \$24.00 (Torbet)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

HOUSTON

SRDS Market # 11; ADI # 12
 FCC Revenue Rank # 10
 FCC Income Rank # 4
 APR 16.4
 SMSA Pop: 2,645,800

Revenue : \$36,817,317
 Income : \$ 9,912,556
 % Rev Change: 18.9%
 Stations: 27/31
 Diaries: 2116

National Rev: \$9,9893,151
 Nat Rev per Cap: \$3.74
 Tot Rev per Cap: \$13.92
 Tot Inc per Cap: \$3.75
 Profit Margin: 26.9%

12+ METRO	1/4/SHARE	J/F	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
		80	79	79				
1. KRLY-F	375/9.8	9.1	6.4	3.7	1. KRLY-F	385	1. KIKK-F	4278/16.8
2. KIKK-F	330/8.6	7.8	6.6	5.3	2. KIKK-F	357	2. KPRC	4254/17.1
3. KPRC	269/7.0	5.3	5.7	7.4	3. KPRC	281	3. KRLY-F	4065/16.7
4. KYND-F	256/6.7	5.3	7.2	8.4	4. KYND-F	267	4. KRBE-F	4016/15.0
5. KRBE-F	203/5.3	3.9	4.5	6.6	5. KRBE-F	230	5. KYND-F	3852/15.5
6. KMJQ-F	197/5.1	8.0	8.0	11.8	6. KMJQ-F	212	6. KAUM-F	3827/15.9
7. KLOL-F	188/4.9	4.6	5.4	3.5	7. KTRH	201	7. KILT	3581/12.9
8. KAUM-F	181/4.7	3.0	3.7	4.0	8. KLOL-F	199	8. KTRH	3462/11.8
9. KILT-F	177/4.6	3.8	3.0	3.9	9. KILT-F	189	9. KODA-F	2951/11.9
10. KTRH	165/4.3	6.1	5.9	7.0	10. KAUM-F	186	10. KILT-F	2910/11.7
11. KODA-F	162/4.2	4.2	3.9	2.9	11. KILT	185	11. KMJQ-F	2686/10.7
12. KILT	156/4.1	3.7	3.8	4.6	12. KODA-F	173	12. KLOL-F	2669/10.7
13. KENR	127/3.3	4.0	4.4	3.6	13. KENR	127	13. KULF	2398/ 9.5
14. KLAT	117/3.1	3.4	2.7	.8	14. KULF	117	14. KENR	1914/ 8.1
15. KULF	110/2.9	3.1	2.5	2.8	15. KLAT	117	15. KFMK-F	1733/ 7.3
16. KQUE-F	109/2.8	3.2	4.2	4.4	16. KQUE-F	115	16. KQUE-F	1504/ 6.1
17. KFMK-F	73/1.9	2.2	3.0	1.0	17. KLEF-F	75	17. KIKK	1303/ 5.0
18. KLEF-F	72/1.9	1.5	1.6	.9	18. KIKK	75	18. KNUZ	1097/ 4.7

12+ FM SHARE (METRO): 65.10% (2345 of 3602) (A/M 79: 60.36%)
 12+ FM SHARE (TSA) : 64.63% (2483 of 3842) (A/M 79: 59.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KRLY-F	1. KRLY-F	1. KIKK-F	1. KIKK-F	1. KPRC	1. KIKK-F
2. KRBE-F	2. KIKK-F	2. KRLY-F	2. KYND-F	2. KYND-F	2. KRLY-F
3. KLOL-F	3. KILT-F	3. KMJQ-F	3. KPRC	3. KIKK-F	3. KTRH
4. KAUM-F	4. KLOL-F	4. KILT-F	4. KRLY-F	4. KTRH	4. KPRC
5. KIKK-F	5. KMJQ-F	5. KLOL-F	5. KMJQ-F	5. KODA-F	5. KYND-F
6. KILT	6. KRBE-F	6. KYND-F	6. KODA-F	6. KENR	6. KILT
7. KILT-F	7. KAUM-F	7. KAUM-F	7. KILT	7. KQUE-F	7. KILT-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP/AOR	266 (2)	822 (5)	1088 (7)	30.2
BLACK/DISCO	58 (2)	572 (2)	630 (4)	17.5
COUNTRY	255 (3)	330 (1)	585 (4)	16.2
NEWS/TALK	434 (2)		434 (2)	12.0
BTFL MUSIC		418 (2)	418 (2)	11.6
SPANISH	209 (4)		209 (4)	5.8
MOR/AC		109 (1)	109 (1)	3.0
CLASSICAL		72 (1)	72 (1)	2.0
RELIGION	35 (1)	22 (1)	57 (2)	1.6
			3602 (27)	

HOUSTON ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. KRLY-F	1. KIKK-F	1. KRLY-F	KCOH	1430 .8
2. KIKK-F	2. KPRC	2. KIKK-F	KEYH	850 1.2
3. KPRC	3. KRLY-F	3. KPRC	KFRD	980 Rosenberg .5
4. KYND-F	4. KRBE-F	4. KYND-F	KHCB-F	105.7 .6
5. KRBE-F	5. KYND-F	5. KMJQ-F	KIKK	650 1.8
6. KMJQ-F	6. KAUM-F	6. KTRH	KLVL	1480 .7
7. KLOL-F	7. KILT	7. KENR	KNUZ	1230 1.5
8. KILT-F	8. KTRH	8. KILT	KXYZ	1320 .9
9. KILT	9. KODA-F	9. KRBE-F	KYOK	1590 .8
10. KTRH	10. KILT-F	10. KAUM-F		
11. KAUM-F	11. KMJQ-F			
12. KODA-F	12. KLOL-F			
13. KENR	13. KULF			
14. KLAT	14. KENR			
15. KULF	15. KFMK-F			

ADI FM SHARE: 63.92% (2463 of 3853)

AM STATIONS

KENR, 1070, 10 KW/5 KW (DA-2), COUNTRY	, \$ 91.88 (Katz)	Lake Huron
KIKK, 650, 250 W (DAYS), COUNTRY	, \$ 51.00 (Torbet)	Viacom
KILT, 610, 5 KW (DA-2), ROCK	, \$ 85.00 (Blair)	LIN
KLAT, 1010, 5 KW (DAYS-DA), SPANISH	, \$ 46.00 (Caballero)	
KNUZ, 1230, 1 KW/250 W, COUNTRY	ABC-I, \$ 37.50 (HR/Stone)	Texas Coast
KPRC, 950, 5 KW (DA-N), NEWS/TALK	NBC, \$ 81.88 (CBS Spot)	Houston Post
KTRH, 740, 50 KW (DA-1), NEWS/TALK	CBS,MBS, \$ 79.00 (Christal)	
KULF, 790, 5 KW (DA-2), AC/CONT	, \$103.44 (Eastman)	Southern/Harte H

FM STATIONS

KAUM-F, 96.5, 100 KW @ 580, ROCK	ABC-C, \$ 60.00 (Selcom)	ABC
KFMK-F, 97.9, 100 KW @ 500, ROCK	, \$ 42.50 (RKO)	First Media
KIKK-F, 95.7, 50 KW @ 995, COUNTRY	, \$ 59.00 (Torbet)	Viacom
KILT-F, 100.3, 100 KW @ 790, ROCK	, \$ 76.00 (Blair)	LIN
KLEF-F, 94.5, 100 KW @ 610, CLASSICAL	, \$ 40.00 (CMBS)	Entercom
KLOL-F, 101.1, 100 KW @ 790, AOR	, \$ 61.19 (Christal)	
KMJQ-F, 102.1, 100 KW @ 790, BLACK AOR	, \$100.00 (Mc-Guild)	Amaturo
KODA-F, 99.1, 100 KW @ 790, BTFL MUS (Bonne)	, \$ 76.25 (RAR)	Westinghouse
KQUE-F, 102.9, 280 KW @ 700, MOR	ABC-E, \$ 75.00 (HR/Stone)	Texas Coast
KRBE-F, 104.1, 100 KW @ 790, ROCK	, \$125.00 (Katz)	Lake Huron
KRLY-F, 93.7, 100 KW @ 790, DISCO/AOR (Burk-Abr)	, \$ 92.50 (Masla)	SJR
KYND-F, 92.5, 97 KW @ 790, BTFL MUS (Schulke)	, \$175.84 (Eastman)	Southern/Harte H

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	339,573
Houston Post	M	325,085

HUNTINGTON

Market # 123; ADI # 41
 Revenue Rank # 120
 Income Rank # 76
 APR 13.9
 SMSA Pop: 297,500

Revenue : \$3,590,411
 Income : \$ 609,919
 % Rev Gain: 21.2%
 Stations: 15/12
 Diaries: 639

National Rev: \$925,088
 Nat Rev per Cap: \$3.11
 Tot Rev per Cap: \$12.07
 Tot Inc per Cap: \$2.05
 Profit Margin: 17.0%

12+ METRO	1/4/SHARE	O/N		A/M		12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT	
		79	79	78	78			
1. WKEE-F	69/19.9	17.2	15.1	17.7	13.3	1. WKEE-F	115	1. WKEE-F 1560/32.8
2. WTCR	53/15.3	15.3	15.4	13.7	11.2	2. WAMX-F	60	2. WAMX-F 865/20.6
3. WHEZ-F	40/11.6	11.7	11.1	10.0	11.9	3. WTCR	58	3. WGNT 766/28.3
4. WGNT	38/11.0	16.9	16.3	16.1	13.5	4. WHEZ-F	48	4. WTCR 711/23.7
5. WAMX-F	31/ 9.0	8.6	13.1	12.9	11.2	5. WPAY	47	5. WHTN 696/19.6
6. WHTN	28/ 8.1	7.1	4.0	6.3	10.5	6. WPAY-F	45	6. WPAY-F 599/ 5.0
7. WIRO	15/ 4.3	2.1	4.6	3.7	2.7	7. WGNT	39	7. WPAY 557/ 1.9
8. WEMM-F	13/ 3.8	4.3	2.6	3.4	5.3	8. WHTN	35	8. WHEZ-F 552/17.2
9. WCMJ	11/ 3.2	1.8	1.4	2.4	1.1	9. WEMM-F	20	9. WCMJ 336/12.5
10. WPAY-F	6/ 1.7	---	.9	.5	2.5	WKLC-F	20	10. WEMM-F 322/ 9.0

12+ FM SHARE (METRO): 52.52% (167 of 318) (A/M 79: 49.39%)
 12+ FM SHARE (TSA) : 58.95% (313 of 531) (A/M 79: 59.06%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKEE-F	1. WKEE-F	1. WKEE-F	1. WTCR	1. WTCR	1. WKEE-F+
2. WAMX-F	2. WTCR	2. WTCR	2. WHEZ-F	2. WHEZ-F	2. WPAY-F
3. WTCR	3. WAMX-F	3. WAMX-F	3. WKEE-F	3. WGNT	3. WPAY

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	28 (1)	100 (2)	128 (3)	40.3
COUNTRY	68 (4)	8 (2)	76 (6)	23.9
MOR/AC	55 (3)		55 (3)	17.3
BTFM MUSIC		40 (1)	40 (1)	12.6
RELIGION		19 (2)	19 (2)	6.0
			318 (15)	

HUNTINGTON-CHARLESTON ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WKEE-F	1. WKEE-F	1. WKEE-F	WCAK-F	92.7	Cutlettsburg 1.2
2. WVAF-F	2. WVAF-F	2. WTCR	WKSD	1470	.6
3. WQBE-F	3. WCHS	3. WGNT	WNST	1600	Milton .6
4. WCAW	4. WCAW	4. WHEZ-F	WKLC-F	105.1	St. Albans 1.2
5. WAMX-F	5. WAMX-F	5. WIRO	WPAY	1400	Portsmouth .6
6. WTCR	6. WQBE-F	6. WEMM-F			
7. WCHS	7. WKAZ	7. WHTN			
8. WPAY	8. WGNT	8. WPAY-F			
9. WHEZ-F	9. WHTN	WAMX-F			
10. WPAY-F	10. WTCR				
11. WKLC-F	11. WPAY-F				
12. WKAZ	12. WHEZ-F				
13. WDOC-F	13. WPAY				
14. WGNT	14. WLW				
15. WHTN	15. WKLC-F				

ADI FM SHARE: 54.4% (824 of 1514) (A/M 79: 50.98%)

AM STATIONS

WCMI, 1340, 1 KW/ 250 W	, COUNTRY	CBS, \$ 9.75	(Regional)
WGNT, 930, 5 KW/1 KW (DA-N)	, MOR/AC	NBC, \$28.75	(Torbet) Stoner
WHTN, 800, 5 KW (DAYS)	, CONTEMP (Drake-Chen)	, \$48.00	(Katz) Capitol
WIRO, 1230, 1 KW/250 W	, MOR	MBS, \$ 5.50	(Regional)
WTCR, 1420, 5 KW (DAYS)	, COUNTRY	ABC-I, \$32.75	(Mc-Guild) Greater Media
WPAY, 1400, 1 KW/250 W	, COUNTRY	CBS, \$ 7.50	(-----) Braden (PORTSMOUTH,OHIO)

FM STATIONS

WAMX-F, 93.7, 32 KW @ 400, ROCK	ABC-E, \$ 8.25	(Torbet)
WEMM-F, 107.9, 50 KW @ 500, RELIGION	, \$ 6.00	(-----) Mortensen
WHEZ-F, 103.3, 50 KW @ 490, BTFL MUS (KalaMusic)	, \$32.75	(Mc-Guild) Greater Media
WKEE-F, 100.5, 53 KW @ 556, ROCK	, \$48.00	(Katz) Capitol
WPAY-F, 104.1, 93 KW @ 610, RELIGION	, \$ 6.00	(----) Braden (PORTSMOUTH,OHIO)
WDOC-F, 95.5, 100 KW @ 202, CONTEMP	, \$ 9.50	(Regional)
Other Stations - See Charleston	WLW - See Cincinnati	(PRESTONBURG,KY)

TV STATIONS

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

NEWSPAPERS

Charleston Gazette	M	56,046, Clay
Charleston Mail	E	56,221, Clay
Huntington Herald-Dispatch	M	46,000, Gannett
Huntington Advertiser	E	12,756, Gannett

HUNTSVILLE

Market # 126
 Revenue Rank # 138
 Income Rank # 150
 APR 13.3
 SMSA Pop: 296,000

Revenue : \$2,993,696
 Income : \$ 200,834
 % Rev Gain: 2.3%
 Stations: 19/12
 Diaries: 523

National Rev: \$397,877
 Nat Rev per Cap: \$1.34
 Tot Rev per Cap: \$10.11
 Tot Inc per Cap: \$.68
 Profit Margin: 6.7%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WBHP 47/14.5	11.9	12.7	1. WAHR-F 59	1. WAAY 945/33.9	
2. WAAY 44/13.6	15.8	15.2	2. WAAY 52	2. WZYP-F 823/21.7	
3. WZYP-F 31/ 9.6	9.8	---	3. WBHP 50	3. WAHR-F 692/18.3	
4. WAHR-F 30/ 9.3	4.6	3.0	4. WZYP-F 47	4. WBHP 691/27.0	
5. WQEN-F 20/ 6.2	7.7	8.2	5. WRSA-F 22	5. WRSA-F 417/ 9.8	
6. WEUP 15/ 4.6	4.2	3.6	6. WEUP 21	6. WFIX 348/13.7	
7. WFIX 12/ 3.7	6.0	3.3	7. WFIX 12	7. WQEN-F 339/10.9	
WRSA-F 12/ 3.7	5.6	7.0	WTWX-F 12	8. WEUP 314/10.0	
9. WVOV 11/ 3.4	3.5	7.3	WVOV 12	9. WVOV 234/ 8.9	
WAVU 11/ 3.4	4.2	---	10. WAVU 11	10. WTWX-F 208/ 7.4	

12+ FM SHARE (METRO): 40.64% (115 of 283) (A/M 79: 38.74%)

12+ FM SHARE (TSA) : 49.08% (186 of 379) (A/M 79: 54.31%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAAY	1. WZYP-F	1. WAAY	1. WBHP	1. WBHP	1. WBHP
2. WAHR-F	2. WAAY	2. WBHP	2. WZYP-F		2. WAAY
3. WQEN-F	3. WAHR-F	WZYP-F	3. WAAY		WAHR-F

OTHER RATED STATIONS/METRO SHARE

WGSV 1270	Guntersville	1.9	WRAB 1380	Arab	1.5
WJMW 730	Athens	2.2	WTWX-F 95.9	Guntersville	3.1
WKAC 1080	Athens	2.5	WDRM-F 102.1	Decatur	.9
WNDA-F 95.1		.9	WSM 650	Nashville	.6
WQSB-F 105.1	Albertville	1.9			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	50 (2)	90 (5)	140 (7)	49.5
COUNTRY	80 (6)	10 (1)	90 (7)	31.8
MOR/AC	23 (2)		23 (2)	8.1
BLACK	15 (1)		15 (1)	5.3
BTFL MUSIC		12 (1)	12 (1)	4.2
RELIGION		3 (1)	3 (1)	1.1
			283 (19)	

RADIO STATIONS

WAAY, 1550, 50 KW/500 W (DA-N), ROCK		\$17.50 (Torbet)
WAVU, 630, 1 KW (DAYS), COUNTRY		\$ 6.50 (-----) (ALBERTVILLE)
WBHP, 1230, 1 KW, COUNTRY	ABC-I,	\$15.00 (Katz)
WEUP, 1600, 5 KW/500 W (DA-N), BLACK	SBN,	\$12.75 (-----)
WFIX, 1450, 1 KW/250 W, MOR (Bonne)	CBS,	\$14.00 (Smith)
WVOV, 1000, 10 KW (DAYS,DA), MOR (?)		\$ 9.00 (Donrey)
WAHR-F, 99.1, 100 KW @ 540, ROCK	ABC-F,	\$10.00 (Sav-Gates)
WTWX-F, 95.9, 3 KW @ 300, COUNTRY	ABC-F,	\$ 3.50 (----) (GUNTERSVILLE)
WZYP-F, 104.3, 50 KW @ 760, CONTEMP (Drake-Chen)		\$ 8.70 (Buckley)
WRSA-F, 96.9, 100 KW @ 830, BTFL MUSIC	NBC,	\$10.25 (Bolton) (DECATUR)

WQEN-F - See Birmingham

TV STATIONS	WAAY	Huntsville	31	ABC	WAFF	Huntsville	48	NBC
	WHNT	Huntsville	19	CBS, NY Times				
<u>NEWSPAPERS</u>		Huntsville Times	E	52,253, Newhouse				
		Decatur Daily	E	22,177				

INDIANAPOLIS

Market # 33; ADI # 22
 Revenue Rank # 22
 Income Rank # 16
 APR 15.5
 SMSA Pop: 1,151,800

Revenue : \$18,415,871
 Income : \$ 4,030,963
 % Rev Change: 13.6%
 Stations: 21/19
 Diaries: 1740

National Rev: \$4,651,271
 Nat Rev per Cap: \$4.04
 Tot Rev per Cap: \$15.99
 Tot Inc per Cap: \$3.50
 Profit Margin: 21.9%

12+ METRO	1/4/SHARE	O/N		A/M		12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		79	79	78	78						
1. WIBC	230/15.7	15.9	17.5	19.4	18.0	1. WXTZ-F	258	1. WIBC	3657/30.3		
2. WXTZ-F	183/12.5	13.5	13.6	13.7	13.7	2. WIBC	253	2. WIKS-F	3268/23.5		
3. WTLC-F	135/ 9.2	9.8	8.8	7.2	8.2	3. WIKS-F	202	3. WXTZ-F	2960/21.1		
4. WIKS-F	132/ 9.0	4.6	.8	.5	---	4. WFBQ-F	185	4. WNDE	2582/17.8		
5. WIRE	129/ 8.8	9.5	11.9	7.5	9.0	5. WFMS-F	151	5. WNAP-F	2417/18.1		
6. WFMS-F	109/ 7.4	8.4	7.1	5.6	8.8	6. WTLC-F	150	6. WFBQ-F	2219/13.8		
7. WNAP-F	104/ 7.1	8.1	8.9	9.2	9.3	7. WNAP-F	147	7. WIRE	2057/18.5		
8. WFBQ-F	98/ 6.7	9.9	8.7	6.5	6.0	8. WIRE	142	8. WFMS-F	2022/15.5		
9. WNDE	78/ 5.3	5.4	6.0	6.7	7.0	9. WNDE	108	9. WTLC-F	1427/12.7		
10. WATI	43/ 2.9	2.5	2.7	3.7	3.6	10. WGTC-F	98	10. WIFE	1386/12.6		
11. WIFE	42/ 2.9	3.4	4.9	5.3	4.8	11. WATI	50	11. WGTC-F	949/ 1.8		
12. WXLW	30/ 2.0	1.3	1.7	2.9	2.5	12. WIFE	47	12. WLHN-F	798/ 1.7		

12+ FM SHARE (METRO): 58.14% (811 of 1395) (A/M 79: 51.89%)
 12+ FM SHARE (TSA) : 65.46% (1268 of 1937) (A/M 79: 54.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIKS-F	1. WNAP-F	1. WIBC	1. WIBC	1. WIBC	1. WIBC
2. WTLC-F	2. WIKS-F	2. WTLC-F	2. WXTZ-F	2. WXTZ-F	2. WXTZ-F
3. WFBQ-F	3. WFBQ-F	3. WNAP-F	3. WFMS-F	3. WIRE	3. WIRE
4. WNAP-F	4. WTLC-F	WFMS-F	4. WIRE	4. WFMS-F	4. WFMS-F
5. WNDE	5. WIBC	5. WIKS-F	5. WTLC-F	5. WTLC-F	5. WIKS-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	120 (2)	334 (3)	454 (5)	32.5
BLACK/DISCO		135 (1)	135 (1)	9.7
MOR/AC	238 (2)	17 (1)	255 (3)	18.3
COUNTRY	129 (1)	125 (3)	254 (4)	18.2
BTFL MUSIC	43 (1)	194 (3)	237 (4)	17.0
RELIGION	24 (2)	6 (1)	30 (3)	2.2
BIG BAND	30 (1)		30 (1)	2.2
			1395 (21)	

INDIANAPOLIS ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>
1. WXTZ-F	1. WIBC	1. WTLC-F	WART-F 98.3 Plainfield .4
2. WIBC	2. WIKS-F	2. WIBC	WBRI 1500 1.1
3. WIKS-F	3. WXTZ-F	3. WIRE	WCBK-F 102.3 Martinsville 1.1
4. WFBQ-F	4. WNDE	4. WFMS-F	WFBN 1110 Noblesville .1
5. WFMS-F	5. WNAF-F	5. WXTZ-F	WGRT-F 107.1 Danville .3
WTLC-F	6. WFBQ-F	6. WIKS-F	WNON-F 100.9 Lebanon .2
7. WNAF-F	7. WIRE	7. WFBQ-F	WNTS 1590 .4
8. WIRE	8. WFMS-F	8. WNAF-F	WGTC-F 92.3 Bloomington .8
9. WNDE	9. WTLC-F	9. WNDE	WLHN-F 97.9 Anderson .4
10. WGTC-F	10. WIFE		
11. WMDH-F	11. WLS		
12. WATI	12. WLHN-F		
13. WIFE	13. WOWO		
14. WLS	14. WLBC-F		
15. WLHN-F	15. WMDH-F		

ADI FM SHARE: 61.29% (1490 of 2431) (A/M 79: 53.47%)

AM STATIONS

WATI, 810, 250 W (DAYS)	, BTFL MUS	, \$14.00	(Masla)	Sarkes Tarzi
WIBC, 1070, 50 KW/10 KW (DA-2), MOR		, \$87.25	(Blair)	Fairbanks
WIFE, 1310, 5 KW/1 KW (DA-N), CONTEMP		ABC-C, \$37.50	(Buckley)	
WIRE, 1430, 5 KW (DA-N), COUNTRY		ABC-E, \$78.00	(Eastman)	Mid America
WNDE, 1260, 5 KW (DA-N), ROCK		, \$72.00	(Katz)	Gulf/Rahall
WXLW, 950, 5 KW (DAYS,DA), BIG BAND (Drake-Chen)	MBS,CBS,	\$24.33	(Dore-Wal)	

FM STATIONS

WFBQ-F, 94.7, 52 KW @ 850, AOR (Burk-Abr)	Source, \$95.00	(Katz)	Gulf/Rahall
WFMS-F, 95.5, 50 KW @ 500, COUNTRY	NBC, \$66.25	(Torbet)	Susquehanna
WIKS-F, 99.5, 50 KW @ 500, ROCK (Burk-Abr)	, \$34.00	(Christal)	Heftel
WNAF-F, 93.1, 50 KW @ 358, ROCK	, \$52.00	(Elair)	Fairbanks
WTLC-F, 105.7, 50 KW @ 445, BLACK	NBN, \$40.50	(HR/Stone)	
WXTZ-F, 103.3, 13 KW @ 860, BTFL MUS (Schulke)	, \$80.50	(Eastman)	Mid America
WGTC-F, 92.3, 37 KW @ 1094, COUNTRY	, \$ 7.45	(PRO) Sark-Tar	(BLOOMI
WMDH-F, 102.5, 21 KW @ 355, COUNTRY	, \$ 7.00	(----)	(NEW CASTLE
WLHN-F, 97.9, 50 KW @ 534, BTFL MUS	, \$18.00	(Regional)	Lotus
			(ANDERSON)
WLBC-F, 104.1, 50 KW @ 505, ROCK	, \$ 9.00	PRO)	(MUNCIE)

WLS - See Chicago

WOWO - See Fort Wayne

TV STATIONS

WHMB	Indianapolis	40	IND, Lester Sumrall Evangelistic Assoc
WISH	Indianapolis	8	CBS, Corinthian
WRTV	Indianapolis	6	ABC, McGraw-Hill
WTHR	Indianapolis	13	NBC, Columbus Dispatch
WTTV	Bloomington	4	IND, Sarkes-Tarzian

NEWSPAPERS

Indianapolis Star	M	217,079
Indianapolis News	E	147,406

JACKSON, MS

Market # 120
 Revenue Rank # 90
 Income Rank # 93
 APR 13.1
 SMSA Pop: 304,700

Revenue : \$4,936,592
 Income : \$ 455,484
 % Rev Gain: 16.3%
 Stations: 13/14
 Diaries: 525

National Rev: \$632,918
 Nat Rev per Cap: \$2.08
 Tot Rev per Cap: \$16.20
 Tot Inc per Cap: \$1.49
 Profit Margin: 9.2%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WJMI-F 65/20.2	11.1	14.0	1. WJMI-F 203	1. WJMI-F 1721/26.3
2. WSLI 49/15.3	16.7	14.9	2. WLIN-F 102	2. WJDX 1218/25.3
3. WLIN-F 47/14.6	13.0	11.4	3. WZZQ-F 90	3. WZZQ-F 1150/16.6
4. WJDX 32/10.0	16.1	18.1	4. WJDX 73	4. WLIN-F 1149/19.9
5. WZZQ-F 26/ 8.1	9.6	12.9	5. WSLI 68	5. WSLI 1085/30.7
WTYX-F 26/ 8.1	6.2	5.3	6. WTYX-F 48	6. WTYX-F 832/18.8
7. WKXI 20/ 6.2	9.3	1.8	7. WKXI 38	7. WKXI 654/17.4
8. WOKJ 14/ 4.4	5.6	8.5	8. WKYV-F 36	8. WOKJ 581/13.7
9. WJQS 13/ 4.0	3.4	2.9	9. WOKJ 24	9. WKYV-F 419/ 2.9
10. WJXN 9/ 2.8	---	1.5	10. WJQS 15	10. WJFR-F 280/ 2.2

12+ FM SHARE (METRO): 53.65% (169 of 315) (A/M 79: 44.00%)

12+ FM SHARE (TSA) : 67.26% (489 of 727) (A/M 79: 60.14%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WJMI-F	1. WJMI-F	1. WJMI-F	1. WLIN-F	1. WSLI	1. WJMI-F
2. WZZQ-F	2. WZZQ-F	2. WLIN-F	2. WJDX	2. WLIN-F	2. WSLI
3. WJDX	3. WJDX	3. WJDX	3. WSLI		3. WJDX

OTHER RATED STATIONS/METRO SHARE

WCCL 1590 2.8 WJFR-F 96.3 .6 WKYV-F 106.7 Vicksburg .9

FORMATS

	AM	FM	TOTAL	%
BLACK	34 (2)	65 (1)	99 (3)	31.4
ROCK/AOR/CONTEMP	32 (1)	52 (2)	84 (3)	26.7
MOR	49 (1)		49 (1)	15.6
BTFI MUSIC		47 (1)	47 (1)	14.9
COUNTRY	22 (2)	3 (1)	25 (3)	7.9
RELIGION	9 (1)	2 (1)	11 (2)	3.5

315 (13)

RADIO STATIONS

WJDX, 620, 5 KW/1 KW (DA-N) , CONTEMP/AC NBC, \$29.75 (Eastman)
 WJQS, 1400, 1 KW/250 W , COUNTRY CBS, \$ 7.50 (Midsouth)
 WJXN, 1450, 1 KW/250 W , GOSPEL , \$ 3.00 (-----)
 WKXI, 1300, 5 KW/1 KW , BLACK SBN, \$17.50 (HR/Stone)
 WOKJ, 1550, 50 KW/10 KW (DA-2), BLACK NBN, \$23.80 (Howard)
 WSLI, 930, 5 KW (DA-N) , MOR ABC-I, \$21.00 (Katz)
 WJMI-F, 99.7, 100 KW @ 1060, BLACK/ROCK ABC-F, \$23.80 (Howard)
 WLIN-F, 95.5, 100 KW @ 1069, BTFI MUS (Schulke) , \$20.63 (-----)
 WTYX-F, 94.7, 100 KW @ 430, ROCK (TM) , \$15.00 (HR/Stone)
 WZZQ-F, 102.9, 100 KW @ 1800, ROCK , \$17.50 (Eastman)
 WKYV-F, 106.7, 58 KW @ 510, COUNTRY ABC-I, \$ 6.00 (Beaver) (VICKSBURG)

TV STATIONS

WAPT Jackson 16 ABC, Clay
 WJTV Jackson 12 CBS, Capitol
 WLBT Jackson 3 NBC

NEWSPAPERS

Jackson Clarion-Ledger M 63,310
 Jackson News E 41,016

JACKSONVILLE

Market # 57
 Revenue Rank # 62
 Income Rank # 385
 APR 14.9
 SMSA Pop: 737,100

Revenue : \$7,673,915
 Income : \$ -568,106
 % Rev Change: 23.9%
 Stations: 25/23
 Diaries: 753

National Rev: \$2,089,695
 Nat Rev per Cap: \$2.83
 Tot Rev per Cap: \$10.41
 Tot Inc per Cap: \$-77
 Profit Margin: --

		O/N	A/M	O/N	A/M						
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. WIVY-F	108/12.2	11.0	15.8	14.7	14.7	1. WIVY-F	133	1. WIVY-F	2218/28.8		
2. WKTZ-F	104/11.8	12.2	11.0	15.9	13.9	2. WKTZ-F	130	2. WAPE	1634/20.5		
3. WQIK-F	97/11.0	9.8	8.3	6.4	7.4	3. WQIK-F	122	3. WKTZ-F	1486/19.1		
4. WPDQ	76/ 8.6	11.1	7.6	3.0	10.9	4. WPDQ	79	4. WQIK-F	1477/18.6		
5. WVOJ	58/ 6.6	7.8	8.4	4.5	8.3	5. WAPE	71	5. WPDQ	840/13.6		
6. WAPE	56/ 6.3	8.0	7.1	10.5	---	6. WVOJ	58	6. WAIV-F	757/11.6		
7. WFYV-F	52/ 5.9	---	---	.5	---	7. WFYV-F	56	7. WVOJ	728/12.2		
8. WAIV-F	41/ 4.6	4.6	5.6	7.1	5.7	8. WAIV-F	45	8. WFYV-F	683/11.1		
9. WJAX-F	27/ 3.1	7.2	8.6	6.4	1.1	9. WJEE-F	29	9. WJAX-F	561/ 8.8		
WJEE-F	27/ 3.1	3.4	2.6	2.8	1.9	10. WJAX-F	28	10. WJAX	387/ 6.3		

12+ FM SHARE (METRO): 58.52% (474 of 810) (A/M 79: 58.02%)
 12+ FM SHARE (TSA) : 60.74% (571 of 940) (A/M 79: 60.37%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIVY-F	1. WIVY-F	1. WQIK-F	1. WQIK-F	1. WKTZ-F	1. WQIK-F+
2. WPDQ	2. WPDQ	2. WIVY-F	2. WKTZ-F	2. WQIK-F	2. WAPE
3. WAIV-F	3. WFYV-F	3. WPDQ	3. WIVY-F	3. WVOJ	3. WKTZ-F
4. WFYV-F	4. WAPE	4. WAPE	WVOJ		4. WIVY-F

OTHER RATED STATIONS/METRO SHARE

WAYR	550	Orange Park	.8	WFOY-F	97.7	St. Augustine	.7
WBIX	1010	Jacksonville Beach	.8	WJAX	930		1.7
WBKF-F	92.1	MacClenny	1.0	WKTZ	1220		1.0
WCGL	1360		2.6	WKUE-F	92.7	Green Cove	.3
WCRJ	1530		1.0	WOZN	970		1.0
WERD	1400		2.3	WROS	1050		2.3
WEXI	1280		1.9	WSNY	600		.5
WFOY	1240	St. Augustine					

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	60 (2)	228 (4)	288 (6)	35.6
COUNTRY	78 (2)	106 (2)	184 (4)	22.7
BTFL MUSIC	9 (1)	137 (3)	146 (4)	18.0
BLACK/DISCO	119 (3)		119 (3)	14.7
RELIGION/GOSPEL	32 (4)		32 (4)	4.0
MOR/AC	21 (2)		21 (2)	2.6
NEWS/TALK	17 (1)		17 (1)	2.1
UNKNOWN		3 (1)	3 (1)	0.4
			810 (25)	

RADIO STATIONS

WAPE, 690, 50 KW/10 KW (DA-N), ROCK	, \$66.88 (Eastman)	Sis
WJAX, 930, 5 KW (DA-N), MOR	CBS, \$20.30 (Selcom)	City of Jacksonv
WPDQ, 1460, 5 KW (DA-N), BLACK	ABC-I, NBN, \$36.00 (Howard)	BENI
WVOJ, 1320, 5 KW (DA-N), COUNTRY	NBC, \$34.25 (Blair)	Gulf/Rahall
WFYV-F, 104.5, 100 KW @ 750, AOR (Burk-Abr)	, \$18.00 (Howard)	BENI
WIVY-F, 102.9, 60 KW @ 635, ROCK	, \$54.00 (Torbet)	Infinity
WJAX-F, 95.1, 100 KW @ 567, AOR	ABC-C, \$36.56 (Selcom)	City of Jacksonvi
WJEE-F, 107.3, 100 KW @ 350, BTFL MUS (FM-100)	, \$13.00 (Masla)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

JOHNSON CITY-KINGSPORT-BRISTOL

Market # 94
 Revenue Rank # 98
 Income Rank # 298
 APR 15.2
 SMSA Pop: 419,300

Revenue : \$4,656,217
 Income : \$ -1,006
 % Rev Gain: 22.8%
 Stations: 25/20
 Diaries: 691

National Rev: \$640,296
 Nat Rev per Cap: \$1.53
 Tot Rev per Cap: \$11.10
 Tot Inc per Cap: \$-.003
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WXBQ-F 63/12.0	4.0	5.0	1. WXBQ-F 90	1. WXBQ-F	955/18.2
2. WJCW 62/11.9	9.3	12.5	2. WQUT-F 72	2. WFHG	951/19.8
3. WQUT-F 53/10.1	8.0	6.7	3. WJCW 63	3. WQUT-F	946/21.6
4. WKPT-F 40/ 7.6	10.1	5.4	4. WFHG 52	4. WJCW	812/22.2
5. WFHG 39/ 7.5	8.7	9.8	5. WETB 44	5. WKPT-F	741/19.2
6. WETB 35/ 6.7	5.0	4.4	6. WOKI-F 43	6. WETB	668/13.9
WKIN 35/ 6.7	9.3	7.3	7. WKPT-F 42	7. WKIN	563/15.6
8. WZAP 23/ 4.4	5.0	3.9	8. WZAP 40	8. WZAP	475/ 8.7
9. WGOC 16/ 3.1	.8	3.9	9. WKIN 36	9. WKPT	461/12.6
10. WJSO 14/ 2.7	7.8	7.7	10. WIMZ-F 23	10. WOKI-F	438/ 2.9

12+ FM SHARE (METRO): 38.10% (184 of 483) (A/M 79: 34.17%)
 12+ FM SHARE (TSA) : 35.56% (295 of 639) (A/M 79: 35.56%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WETB	1. WQUT-F	1. WXBQ-F	1. WXBQ-F	1. WJCW	1. WXBQ-F
2. WFHG	2. WXBQ-F	2. WQUT-F	2. WJCW	2. WKPT-F	2. WJCW
3. WQUT-F	3. WETB	3. WJCW	3. WKPT-F	3. WXBQ-F	3. WFHG
4. WKIN	4. WFHG	4. WKIN	4. WKIN	4. WFHG	4. WQUT-F

OTHER RATED STATIONS/METRO SHARE

WABN-F 92.7	Abingdon	.6	WKYE 1550	Bristol	.6
WBBI 1230	Abingdon	1.7	WMCH 1260	Church Hill	2.5
WBEJ 1240	Elizabethtown	1.7	WOPI 1490	Bristol	1.0
WEMB 1420	Erwin	1.3	WRGS 1370	Rogersville	1.5
WGAT 1050	Gate City	1.0	WIMZ-F 103.5	Knoxville	1.7
WIDD 1520	Elizabethtown	.6	WIVK-F 107.7	Knoxville	1.1
WIDD-F 99.3	Elizabethtown	1.0	WOKI-F 100.3	Oak Ridge	1.0
WKPT 1400	Kingsport	2.5			

FORMATS

	AM	FM	TOTAL	%
COUNTRY	122 (7)	69 (2)	191 (9)	39.7
ROCK/AOR/CONTEMP	123 (4)	67 (3)	190 (7)	39.5
BTFL MUSIC		43 (2)	43 (2)	8.9
MOR/AC	38 (5)		38 (5)	7.9
RELIGION	16 (1)	3 (1)	19 (2)	4.0
			481 (25)	

RADIO STATIONS

WETB, 790, 5 KW (DAYS)	, ROCK	MBS, \$ 5.50	(Carpenter)	
WFHG, 980, 5 KW/1 KW (DA-N),	CONTEMP	, \$18.50	(Mc-Guild)	Nininger
WGOC, 1090, 1 KW (DAYS)	, RELIGION	, \$ 8.00	(-----)	
WJCW, 910, 5 KW/1 KW (DA-N),	COUNTRY	CBS, \$19.25	(HR/Stone)	
WJSO, 1590, 5 KW (DAYS)	, CONT/AC	, \$ 8.50	(PRO)	
WKIN, 1320, 5 KW (DAYS)	, ROCK	, \$17.00	(Torbet)	Bahakel
WKPT, 1400, 1 KW/250 W	, MOR	ABC-E, \$17.40	(Buckley)	
WZAP, 690, 10 KW (DAYS)	, COUNTRY	MBS, \$12.00	(PRO)	
WKPT-F, 98.5, 100 KW @ 1260,	BTFL MUS (TM)	, \$20.30	(Buckley)	
WQUT-F, 101.5, 100 KW @ 1500,	ROCK	, \$19.25	(HR/Stone)	
WXBQ-F, 96.6, 67 KW @ 2240,	COUNTRY	ABC-E,ABC-I, \$18.50	(Mc-Guild)	Nininger

OTHER STATIONS - See Knoxville

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

JOHNSTOWN, PA

Market # 140
 Revenue Rank # 181
 Income Rank # 206
 APR 15, 9
 SMSA Pop: 266,200

Revenue : \$2,136,171
 Income : \$ 112,078
 % Rev Change: 3.9%
 Stations: 25/11
 Diaries: 599

National Rev: \$194,875
 Nat Rev per Cap: \$.73
 Tot Rev per Cap: \$8.02
 Tot Inc per Cap: \$.42
 Profit Margin: 5.2%

12+ METRO 1/4/SHARE A/M 79

1. WJAC	53/14.8	9.3
2. WCRO	37/10.3	14.6
3. WJAC-F	35/ 9.7	8.2
4. WDVE-F	28/ 7.8	5.1
5. WIYQ-F	24/ 6.7	4.2
6. WJNL-F	22/ 6.1	9.3
WVSC-F+	22/ 6.1	7.0
8. WJNL	19/ 5.3	6.2
9. WWBR	15/ 4.2	7.9
WPEZ-F	15/ 4.2	2.3

12+ TSA 1/4

1. WJAC	59
2. WDVE-F	44
3. WJAC-F	38
4. WCRO	37
5. KDKA	33
6. WIYQ-F	27
7. WJNL-F	24
8. WVSC-F+	22
9. WJNL	19
10. WPEZ-F	18

12+ TSA CUME/MSA CUME RAT

1. WJAC	882/33.0
2. WJAC-F	679/26.0
3. WCRO	602/25.8
4. WJNL-F	466/18.3
5. WDVE-F	450/13.7
6. WIYQ-F	445/16.2
7. KDKA	435/ 8.9
8. WJNL	419/18.2
9. WPEZ-F	412/13.6
10. WVSC-F+	309/13.6

12+ FM SHARE (METRO): 48.05% (160 of 333)

12+ FM SHARE (TSA) : 49.26% (201 of 408)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WPEZ-F	1. WDVE-F	1. WJAC	1. WJAC	1. WJAC	1. WJAC
2. WDVE-F	2. WCRO	2. WCRO	2. WJAC-F	2. WJAC-F	2. WCRO
WCRO	3. WJAC	3. WDVE-F	3. WCRO	3. WIYQ-F	3. KDKA

OTHER RATED STATIONS/METRO SHARE

WAMQ	1400	Loretto	1.4	WEPP	1080	Pittsburgh	.6
WEND	1580	Edensburg	.8	WFBG	1290	Altoona	1.9
WNCC	950	Barnesboro	2.5	WFRB-F+	105.3	Frostburg	1.7
WRML	1470	Portage	.6	WVAM	1430	Altoona	.6
KDKA	1020	Pittsburgh	2.5	WXKX-F	96.1	Pittsburgh	1.4
WAMO-F	105.9	Pittsburgh	1.1	WYDD-F	104.7	Pittsburgh	
WDSY-F	107.9	Pittsburgh	.8				

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	48 (4)	76 (5)	124 (9)	37.2
COUNTRY	72 (4)	31 (3)	103 (7)	30.9
MOR/AC	53 (6)	14 (1)	67 (7)	20.1
BTFL MUSIC		35 (1)	35 (1)	10.5
BLACK/DISCO		4 (1)	4 (1)	1.2

333 (25)

RADIO STATIONS

WCRO, 1230, 1 KW/250 W, ROCK	ABC-C, \$19.50 (HR/Stone)	
WJAC, 850, 10 KW (DA-1), COUNTRY	NBC, \$19.60 (Torbet)	John Trib-Demo
WJNL, 1490, 1 KW/250 W, MOR	CBS, \$14.00 (PRO)	
WWBR, 1350, 2.5 KW (DAYS), COUNTRY	ABC-E, \$ 8.50 (----)	
WIYQ-F, 99.1, 45 KW @ 520, COUNTRY	, \$ 9.75 (P/W)	(EDENSBURG)
WJAC-F, 95.5, 57 KW @ 1060, BTFL MUS (FM 100)	, \$14.70 (Torbet)	Johns Trib-Demo
WJNL-F, 96.5, 50 KW @ 100, CONTEMP	, \$14.00 (PRO)	
WVSC-F+, 97.7, 3 KW @ 270, MOR/COUNTRY	ABC-I, \$ 8.00 (Regional)	(SOMERSET)

NEWSPAPER

Johnstown Tribune-Democrat M 57,606

TV STATIONS

See Altoona

KALAMAZOO

Market # 137
 Revenue Rank # 135
 Income Rank # 103
 APR 15.2
 SMSA Pop: 269,900

Revenue : \$3,113,642
 Income : \$ 349,668
 % Rev Change: 20.0%
 Stations: 20/7
 Diaries: 573

National Rev: \$523,047
 Nat Rev per Cap: \$1.94
 Tot Rev per Cap: \$11.54
 Tot Inc per Cap: \$1.30
 Profit Margin: 11.3%

12+ METRO	1/4/SHARE	O/N A/M				12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT		
		79	79	78	78				
1. WKZO	56/16.3	13.5	13.6	14.7	16.3	1. WKZO	73	1. WKZO	1208/39.9
2. WKMI	44/12.8	9.6	12.0	13.5	17.2	2. WKMI	50	2. WKMI	913/34.4
3. WKFR-F	38/11.1	9.9	7.1	9.4	5.3	3. WKFR-F	45	3. WGRD-F	775/21.6
4. WGRD-F	30/ 8.7	7.9	8.3	6.2	12.5	4. WKFR-F	45	4. WKFR-F	609/23.5
5. WLAV-F	24/ 7.0	5.3	4.3	5.9	.9	5. WLAV-F	36	5. WOOD-F	554/15.2
6. WQLR-F	22/ 6.4	7.9	10.5	10.3	10.1	6. WOOD-F	31	6. WQLR-F	502/18.0
7. WOOD-F	20/ 5.8	9.6	7.4	8.5	5.6	7. WQLR-F	29	7. WMAQ	494/10.6
8. WJFM-F	15/ 4.4	3.3	.9	3.5	.9	8. WMAQ	25	8. WJFM-F	404/11.3
9. WMAQ	12/ 3.5	3.3	4.6	2.9	.6	9. WOOD	19	9. WLS	402/ 7.8
10. WNNW-F	11/ 3.2	2.3	---	---	---	10. WLS	17	10. WLAV-F	388/11.6

12+ FM SHARE (METRO): 53.57% (165 of 308) (A/M 79: 49.02%)
 12+ FM SHARE (TSA) : 50.90% (225 of 442) (A/M 79: 49.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGRD-F	1. WKMI	1. WKMI	1. WKZO	1. WKZO	1. WKZO
2. WKFR-F	2. WKFR-F	2. WKFR-F	2. WKFR-F	2. WQLR-F	2. WKMI
WKMI	3. WLAV-F	3. WKZO	WKMI	3. WOOD-F	3. WGRD-F

OTHER RATED STATIONS/METRO SHARE

WBUK	1560		2.9	WBBM	780	Chicago	.9
WKPR	1420		2.0	WGN	720	Chicago	.6
WYYY	1470		1.2	WHFB-F	99.9	Benton Harbor	.9
WFFX-F	101.3	Grand Rapids	.6	WLS	890	Chicago	1.2
WOOD	1300	Grand Rapids					

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	52 (3)	109 (5)	161 (8)	52.3
MOR/AC	59 (3)		59 (3)	19.2
BTFL MUSIC		45 (3)	45 (3)	14.6
COUNTRY	22 (2)	11 (1)	33 (2)	10.7
RELIGION	7 (1)		7 (1)	2.3
NEWS/TALK	3 (1)		3 (1)	1.0
			308 (19)	

RADIO STATIONS

WKMI, 1360, 5 KW/1 KW (DA-N), CONTEMP	ABC-C, \$32.00 (Eastman)
WKZO, 590, 5 KW (DA-N), MOR	CBS, \$30.75 (Buckley) Fetzer
WQLR-F, 106.5, 33 KW @ 600, BTFL MUS (KalaMusic)	, \$24.00 (Masla) Fairfield
WKFR-F, 103.3, 50 KW @ 370, ROCK (Drake-Chen)	RK0, \$20.25 (HR/Stone) (BATTLE CREEK)
WNNW-F, 98.5, 50 KW @ 500, COUNTRY	, \$15.16 (Howard) (COLDWATER)

WMAQ, WLS - See Chicago

Other Stations - See Grand Rapids

TV, ADI, NEWSPAPER INFO SEE GRAND RAPIDS

KANSAS CITY

Market # 29; ADI # 27
 Revenue Rank # 24
 Income Rank # 25
 APR 15.7
 SMSA Pop: 1,297,800

Revenue : \$17,570,212
 Income : \$ 2,686,314
 % Rev Change: 35.5%
 Stations: 20/20
 Diaries: 1546

National Rev: \$4,871,734
 Nat Rev per Cap: \$3.75
 Tot Rev per Cap: \$13.54
 Tot Inc per Cap: \$2.07
 Profit Margin: 15.3%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WDAF	202/12.0	11.9	8.8	10.2	9.0	1. WDAF	513	1. WDAF	6530/24.4
2. KMBZ	183/10.8	8.9	16.8	11.4	18.6	2. WHB	244	2. KCMO	4212/18.1
3. KYYS-F	172/10.2	12.7	10.3	9.8	8.4	3. KYYS-F	241	3. WHB	4024/20.3
4. WHB	145/ 8.6	6.0	4.8	4.9	7.6	4. KMBZ	201	4. KYYS-F	3211/20.9
5. KMBR-F	137/ 8.1	9.3	9.4	10.0	9.1	5. KMBR-F	173	5. KMBZ	2929/23.8
6. KPRS-F	115/ 6.8	5.8	4.3	5.0	5.6	6. KCMO	169	6. KMBR-F	2263/17.2
7. KCEZ-F	101/ 6.0	7.8	7.9	8.3	7.2	7. KCEZ-F	133	7. KCEZ-F	1999/14.4
8. KUDL-F	88/ 5.2	3.5	3.2	3.3	2.5	8. KPRS-F	125	8. KBEQ-F	1999/15.0
9. KBEQ-F	78/ 4.6	6.5	7.9	9.0	8.6	9. KUDL-F	100	9. KUDL-F	1523/11.9
10. KCMO	69/ 4.1	6.2	4.6	9.4	7.9	10. KBEQ-F	93	10. KCKN-F	1277/ 9.7
11. KCKN-F	68/ 4.0	3.6	3.5	3.6	3.5	11. KCKN-F	82	11. KJLA	1235/10.8
12. KJLA	65/ 3.8	3.6	3.4	1.3	.6	12. KSAS-F	75	12. KSAS-F	1180/ 9.0

12+ FM SHARE (METRO): 52.35% (846 of 1616) (A/M 79: 51.34%)
 12+ FM SHARE (TSA) : 44.61% (1055 of 2365) (A/M 79: 44.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYYS-F	1. KYYS-F	1. WHB	1. WDAF	1. WDAF	1. WDAF
2. KPRS-F	2. WHB	2. WDAF	2. WHB	2. KMBZ	2. WHB
3. KBEQ-F	3. KUDL-F	3. KYYS-F	3. KMBZ	3. KMBR-F	3. KYYS-F
4. WDAF	4. KSAS-F	4. KUDL-F	4. KMBR-F	4. KCEZ-F	4. KMBZ
KJLA	5. KPRS-F	5. KMBZ	5. KCKN-F	5. KCKN-F	5. KCMO

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	210 (2)	401 (4)	611 (6)	37.8
COUNTRY	251 (3)	77 (2)	328 (5)	20.3
BTFL MUSIC	24 (1)	238 (2)	262 (3)	16.2
MOR/AC	252 (2)		252 (2)	15.6
BLACK/DISCO	24 (1)	115 (1)	139 (2)	8.6
CLASSICAL		15 (1)	15 (1)	0.9
RELIGION	9 (1)		9 (1)	0.6
			1616 (20)	

KANSAS CITY ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>			
1. WDAF	1. WDAF	1. WDAF	KBEA	1480	Mission	1.4
2. KYYS-F	2. WHB	2. KMBZ	KCKN	1340		2.2
3. KMBZ	3. KCMO	3. KYYS-F	KCNW	1380	Fairway	.5
4. WHB	4. KMBZ	4. WHB	KEXS	1090	Excelsior Spgs	.7
5. KMBR-F	5. KYYS-F	5. KPRS-F	KPRT	1590		1.4
6. KCEZ-F	6. KMBR-F	6. KMBR-F	KSAS-F	106.5		3.7
7. KPRS-F	7. KBEQ-F	7. KCKN-F	KXTR-F	96.5		.9
8. KCMO	8. KCEZ-F	8. KCEZ-F	KTRO-F	98.9	Leavenworth	.5
9. KUDL-F	9. KUDL-F	9. KBEQ-F				
10. KBEQ-F	10. KCKN-F	10. KJLA				
11. KCKN-F	11. KJLA					
12. KSAS-F	12. KSAS-F					
13. KJLA	13. KPRS-F					
14. KCKN	14. KCKN					
15. KFEQ	15. KFEQ					

ADI FM SHARE: 48.52% (1050 of 2164) (A/M 79: 46.91%)

AM STATIONS

KCKN, 1340, 1 KW/250 W	, COUNTRY (Musicworks)	, \$36.13	(Mc-Guild)	Kaye Smith
KCMO, 810, 50 KW/10 KW (DA-N)	, MOR/NEWS	CBS, \$64.00	(MMR)	Meredith
KJLA, 1190, 1 KW/250 W	, ROCK	, \$22.00	(Roslin)	
KMBZ, 980, 5 KW (DA-N)	, MOR	NBC, \$80.00	(Torbet)	Bonneville
WDAF, 610, 5 KW	, COUNTRY	, \$102.50	(Katz)	Taft
WHB, 710, 10 KW/5 KW (DA-2)	, CONTEMP	, \$ 51.50	(Blair)	Storz
KFEQ, 680, 5 KW (DA-2)	, COUNTRY	, \$ 33.00	(Mc-Guild)	(ST JOSEPH)

FM STATIONS

KBEQ-F, 104.3, 50 KW @ 953, ROCK	ABC-C,Source, \$ 60.50	(Christal)	Mariner
KCEZ-F, 94.9, 100 KW @ 1057, BTFL MUS (Schulke)	, \$ 50.00	(MMR)	Meredith
KCKN-F, 94.1, 100 KW @ 465, COUNTRY	, \$ 36.13	(Mc-Guild)	Kaye Smith
KMBR-F, 99.7, 100 KW @ 950, BTFL MUS (Bonne)	, \$ 60.00	(Torbet)	Bonneville
KPRS-F, 103.3, 100 KW @ 450, BLACK	SBN,NBN, \$ 42.50	(Howard)	
KSAS-F, 106.5, 100 KW @ 880, AOR	RKO, \$ 33.75	(CBS FM)	
KUDL-F, 98.1, 100 KW @ 250, SOFT/AC (TM)	ABC-F, \$ 29.50	(Selcom)	Shamrock
KYYS-F, 102.1, 100 KW @ 940, AOR (Burk-Abr)	, \$110.00	(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

NEWSPAPERS

Kansas City Star	E	280,635, Capital Cities
Kansas City Times	M	317,370, Capital Cities

KNOXVILLE

Market # 88
 Revenue Rank # 72
 Income Rank # 118
 APR 15.3
 SMSA Pop: 451,100

Revenue : \$6,277,806
 Income : \$ 291,387
 % Rev Change: 14.9%
 Stations: 18/14
 Diaries: 858

National Rev: \$1,146,632
 Nat Rev per Cap: \$2.54
 Tot Rev per Cap: \$13.92
 Tot Inc per Cap: \$.65
 Profit Margin: 4.6%

12+ METRO 1/4/SHARE	O/N 79	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WEZK-F 117/19.9	16.4	18.4	16.1	1. WOKI-F 247	1. WOKI-F 3069/21.3
2. WIVK-F 116/19.7	20.9	16.6	14.6	2. WIVK-F 220	2. WIVK-F 2463/31.5
3. WRJZ 62/10.5	9.9	14.8	16.1	3. WEZK-F 153	3. WNOX 1050/26.0
4. WIVK 58/ 9.9	8.5	10.6	11.1	4. WIVK 91	4. WRJZ 1647/27.4
5. WOKI-F 49/ 8.3	7.7	5.7	5.5	5. WRJZ 88	5. WEZK-F 1495/27.2
6. WNOX 42/ 7.1	11.9	12.0	11.3	6. WIMZ-F 83	6. WIVK 1375/22.1
7. WIMZ-F 36/ 6.1	6.3	4.6	4.8	7. WNOX 67	7. WIMZ-F 1102/13.7
8. WGAP 17/ 2.9	2.7	3.6	2.4	8. WGAP 17	8. WGAP 270/ 7.0
9. WHEL 11/ 1.9	1.4	1.5	2.7	9. WHEL 13	9. WHEL 247/ 5.9
10. WBMK 8/ 1.4	1.6	1.2	---	10. WYSH-F 9	10. WKGN 194/ 5.0

12+ FM SHARE (METRO): 59.09% (325 of 550) (A/M 79: 49.08%)

12+ FM SHARE (TSA) : 69.46% (712 of 1025) (A/M 79: 61.13%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WOKI-F	1. WRJZ	1. WIVK-F	1. WIVK-F	1. WEZK-F	1. WIVK-F+
2. WNOX	WIVK-F	2. WEZK-F	2. WEZK-F	2. WIVK-F	2. WOKI-F
3. WIMZ-F	3. WEZK-F	3. WRJZ	3. WIVK		3. WEZK-F
4. WRJZ	4. WIMZ-F	4. WIVK	4. WRJZ		4. WRJZ

OTHER RATED STATIONS/METRO SHARE

WEAG 1470	Alcoa 1.0	WSKT 1580	.7	WITA 1490	.7
WYSH 1380	Clinton .3	WKGN 1340	.7	WYSH-F 104.9	1.2
WLIL 730	Lenoir City .3	WKXV 900	.9		

FORMATS

	AM	FM	TOTAL	%
COUNTRY	77 (3)	123 (2)	200 (5)	36.4
ROCK/AOR/CONTEMP	104 (2)	85 (2)	189 (4)	34.4
BTFL MUSIC		117 (1)	117 (1)	21.3
MOR/AC	21 (3)		21 (3)	3.8
UNKNOWN/OTHER	9 (2)		9 (2)	1.6
BLACK	8 (1)		8 (1)	1.5
RELIGION	6 (2)		6 (2)	1.1
			550 (18)	

RADIO STATIONS

WGAP, 1400, 1 KW/250 W	COUNTRY	\$ 5.75	(MidSouth)	
WHEL, 1240, 1 KW/250 W	MOR	CBS,ABC-I, \$12.00	(Katz)	Stoner
WKGN, 1340, 1 KW/250 W	AC	\$12.00	(---)	Neighborhood
WIVK, 850, 50 KW (DAYS,DA)	COUNTRY	\$26.55	(Torbet)	
WNOX, 990, 10 KW (DA-N)	ROCK	ABC-C, \$25.00	(Blair)	Scripps-Howard
WRJZ, 620, 5 KW (DA-1)	ROCK	\$35.00	(Mc-Guild)	Basic Media
WEZK-F, 97.5, 100 KW @ 1250,	BTFL MUS (Bonne)	\$36.75	(Selcom)	South Central
WIMZ-F, 103.5, 100 KW @ 1800,	AOR (Burk-Abr)	ABC-I, \$20.00	(Katz)	Stoner
WIVK-F, 107.7, 100 KW @ 1970,	COUNTRY	ABC-E, \$26.55	(Torbet)	
WOKI-F, 100.3, 100 KW @ 2000,	ROCK	MBS, \$25.25	(Buckley)	(OAK RIDGE)

TV STATIONS

WATE	Knoxville	6	NBC, Nationwide
WBIR	Knoxville	10	CBS, Multimedia
WTVK	Knoxville	26	ABC, South Central

NEWSPAPERS

Knoxville Journal	M	56,225, Scripps-Howard
Knoxville News-Sentinel	E	101,416, Scripps-Howard

LAFAYETTE, LA

Market # 212
 Revenue Rank # 189
 Income Rank # 106
 APR 17.1
 SMSA Pop: 138,300

Revenue : \$2,042,883
 Income : \$ 326,272
 % Rev Loss: -9.4%
 Stations: 13/4
 Diaries: 424

National Rev: \$372,605
 Nat Rev per Cap: \$2.69
 Tot Rev per Cap: \$14.77
 Tot Inc per Cap: \$2.36
 Profit Margin: 16.0%

12+ METRO 1/4/SHARE A/M 79 A/M 78

1. KVOL	54/29.0	23.6	16.9
2. KSMB-F	24/12.9	14.6	10.8
3. KXKW	21/11.3	12.1	11.4
4. KTDY-F	17/ 9.1	19.7	27.7
5. KPEL	16/ 8.6	8.9	12.0
KROF-F+	16/ 8.6	7.0	6.6
7. KDEA-F	10/ 5.4	3.2	6.0
8. WAFB-F	3/ 1.6	3.8	---
9. WQXY-F	1/ .5	---	---
KSIG	1/ .5	---	---

12+ TSA 1/4

1. KTDY-F	83
2. KROF-F+	76
3. KVOL	73
4. KSMB-F	58
5. KXKW	42
6. KSIG	31
7. KDEA-F	26
8. KPEL	18
9. WAFB-F	15
10. WQXY-F	14

12+ TSA CUME/MSA CUME RAT

1. KTDY-F	1013/21.2
2. KVOL	1000/49.7
3. KROF-F+	896/27.0
4. KSMB	591/21.2
5. KXKW	538/27.4
6. WAFB-F	433/ 4.7
7. WAFB-F	360/ 7.7
8. KDEA-F	356/10.6
9. KPEL	268/21.0
10. WQXY-F	140/ 3.0

12+ FM SHARE (METRO): 40.85% (67 of 164) (A/M 79; 50.34%)

12+ FM SHARE (TSA) : 55.51% (247 of 445) (A/M 79: 65.96%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KVOL	1. KVOL	1. KVOL	1. KVOL	1. KXKW	1. KTDY-F
2. KSMB-F	2. KSMB-F	2. KSMB-F	2. KXKW	2. KPEL	2. KROF-F+
3. KTDY-F	3. KTDY-F	3. KXKW	3. KRUF-F+	3. KRUF-F+	3. KVOL

OTHER RATED STATIONS/METRO SHARE

KAJN-F 102.9 Crowley .5

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
Rock/AOR/CONTEMP	54 (1)	44 (3)	98 (4)	59.8
COUNTRY	27 (3)	11 (1)	38 (4)	23.2
MOR/AC	16 (1)		16 (1)	9.8
BTFL MUSIC		11 (2)	11 (2)	6.7
RELIGION		1 (1)	1 (1)	0.6
			<u>164 (12)</u>	

RADIO STATIONS

WPEL, 1420, 1 KW/500 W (DA-N) , MOR CBS, \$16.00 (HR/Stone)
 KVOL, 1330, 5 KW/1 KW (DA-N) , ROCK NBC, \$16.98 (PRO) Kirk
 KXKW, 1520, 10 KW/500 W (DA-2), COUNTRY , \$13.00 (Torbet)
 KSIG, 1450, 1 KW/250 W , COUNTRY ABC-C, \$ 5.65 (Smith)
 KSMB-F, 94.5, 56 KW @ 400, AOR (Burk-Abr) , \$16.25 (Masla)
 KTDY-F, 99.9, 100 KW @ 500, ROCK (Century 21) , \$24.00 (HR/Stone)
 KDEA-F, 99.1, 50 KW @ 441, BTFL MUS (KalaMusic) , \$ 6.70 (Carpenter) (NEW IBERIA)
 KROF-F+, 104.9, 3 KW @ 255, COUNTRY (Century 21) MBS, \$ 7.40 (-----) (ABBEVILLE)

WAFB-F, WQXY-F - See Baton Rouge

TV STATIONS

KATC	Lafayette	3	ABC
KLFY	Lafayette	10	CBS

NEWSPAPERS

Lafayette Advertiser	E	30,633
New Iberia Iberian	E	15,182

LAKELAND

Market # 132
 Revenue Rank # 143
 Income Rank # 382
 APR 16.4
 SMSA Pop: 280,800

Revenue : \$2,840,169
 Income : \$ -427,809
 % Rev Change: 24.7%
 Stations: 18/12
 Diaries: 505

National Rev: \$521,408
 Nat Rev per Cap: \$1.86
 Tot Rev per Cap: \$10.11
 Tot Inc per Cap: \$-1.52
 Profit Margin: --

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WVFM-F 49/12.8	12.4	11.8	1. WVFM-F 55	1. WRBQ-F 516/20.5
2. WGTO 36/ 9.4	8.9	10.4	2. WGTO 40	2. WPCV-F 439/13.4
3. WPCV-F 33/ 8.6	8.6	8.5	3. WPCV-F 39	3. WVFM-F 436/15.4
4. WORJ-F 27/ 7.0	8.3	2.2	4. WYNF-F 35	4. WGTO 431/14.1
5. WRBQ-F 25/ 6.5	12.1	14.8	5. WORJ-F 28	5. WYNF-F 402/10.4
6. WYNF-F 19/ 4.9	---	---	6. WRBQ-F 27	6. WFLA-F 305/ 9.2
7. WFLA-F 15/ 3.9	6.3	4.7	7. WFLA-F 25	7. WORJ-F 278/10.8
WONN 15/ 3.9	5.7	6.0	8. WSUN 20	8. WONN 256/10.9
WWAB 15/ 3.9	3.2	4.9	9. WHLY-F 16	9. WSUN 238/ 6.9
10. WQPD 13/ 3.4	4.0	5.5	10. WONN 15	10. WHLY-F 225/ 7.5

12+ FM SHARE (METRO): 68.44% (206 of 301) (A/M 79: 64.10%)

12+ FM SHARE (TSA) : 70.59% (264 of 374) (A/M 79: 66.01%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRBQ-F	1. WORJ-F	1. WGTO	1. WPCV-F	1. WVFM-F	1. WGTO
2. WYNF-F	2. WGTO	2. WPCV-F	2. WGTO	2. WPCV-F	2. WVFM-F
3. WQPD	3. WRBQ-F	3. WORJ-F	3. WVFM-F	3. WGTO	3. WPCV-F

OTHER RATED STATIONS/METRO SHARE

WSIR 1490	Winter Haven	1.3	WHLY-F 106.7	Leesburg	2.9
WBJW-F 105.1	Orlando	1.3	WJYW-F 100.7	Tampa	1.3
WFLA 970	Tampa	.5	WQYK-F 99.5	St. Pete	2.3
WDBO-F 92.3	Orlando	2.1	WSUN 620	St. Pete	2.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	13 (1)	87 (5)	100 (6)	33.2
COUNTRY	45 (2)	42 (2)	87 (4)	28.9
BTFL MUSIC		77 (4)	77 (4)	25.6
MOR/AC	22 (3)		22 (3)	7.3
BLACK/DISCO	15 (1)		15 (1)	5.0
			301 (18)	

RADIO STATIONS

WGTO, 540, 50 KW/1 KW (DA-2), COUNTRY	ABC-E, \$16.00 (Masla)	Hubbard
WONN, 1230, 1 KW/250 W, MOR	NBC, \$ 9.00 (PRO)	
WQPD, 1430, 5 KW/1 KW, ROCK	ABC-C, \$10.00 (-----)	
WWAB, 1330, 1 KW (DAYS), BLACK	, \$ 5.00 (-----)	
WPCV-F, 97.5, 100 KW @ 499, COUNTRY	ABC-E, \$15.00 (PRO)	
WVFM-F, 94.1, 100 KW @ 390, BTFL MUS (Bonne)	, \$17.00 (Torbet)	

FOR OTHER STATIONS SEE TAMPA AND ORLANDO

NEWSPAPER

Lakeland Ledger E 38,848

LANCASTER

Market # 110
 Revenue Rank # 154
 Income Rank # 153
 APR 15.2
 SMSA Pop: 355,100

Revenue : \$2,612,518
 Income : \$ 193,054
 % Rev Gain: 4.4%
 Stations: 21/7
 Diaries: 561

National Rev: \$794,114
 Nat Rev per Cap: \$2.24
 Tot Rev per Cap: \$7.36
 Tot Inc per Cap: \$.54
 Profit Margin: 7.4%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WNCE-F 48/10.9	8.3	5.0	1. WQXA-F 78	1. WQXA-F 1029/22.1
2. WQXA-F 46/10.5	11.0	8.3	2. WNCE-F 52	2. WNCE-F 726/21.9
3. WIOV-F 30/ 6.8	14.9	11.4	3. WIOV-F 34	3. WLAN 659/21.4
4. WDAC-F 29/ 6.6	5.4	5.5	4. WDAC-F 31	4. WIOV-F 521/15.8
WLAN-F 29/ 6.6	3.6	3.8	5. WLAN-F 29	5. WSBA-F 489/15.3
6. WSBA 26/ 5.9	7.2	3.8	WHP-F 29	6. WLAN-F 481/16.2
WSBA-F 26/ 5.9	6.5	8.3	7. WSBA-F 28	7. WDAC-F 441/13.5
8. WRKZ-F 22/ 5.0	.5	1.9	8. WRKZ-F 27	8. WSBA 390/13.5
WLAN 22/ 5.0	5.9	7.8	9. WSBA 26	9. KYW 339/10.7
10. WRHY-F 13/ 3.0	2.5	1.7	10. WLAN 22	WHP-F 339/ 5.2

12+ FM SHARE (METRO): 76.92% (280 of 364) (A/M 79: 70.80%)
 12+ FM SHARE (TSA) : 80.35% (368 of 458) (A/M 79: 74.89%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQXA-F	1. WQXA-F	1. WQXA-F	1. WNCE-F	1. WNCE-F	1. WQXA-F
2. WLAN-F	2. WLAN-F	2. WLAN-F	2. WIOV-F	2. WIOV-F	2. WIOV-F
3. WYCR-F	3. WLAN	WRKZ-F	WLAN-F	3. WSBA-F	3. WNCE-F

OTHER RATED STATIONS/METRO SHARE

WGSA 1310	Ephrata	1.6	WYCR-F 98.5	York	2.7
WLPA 1490		2.3	KYW 1060	Philadelphia	2.5
WGCB-F 96.1	Red Lion	.9	WEEU 850	Reading	.5
WHP 580	Harrisburg	1.4	WJBR-F 99.5	Wilmington	1.8
WHP-F 97.3	Harrisburg	2.0	WYSP-F 94.1	Philadelphia	.5
WUFM-F 100.1	Lebanon	.5			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	22 (1)	126 (7)	148 (8)	40.7
BTFL MUSIC		91 (4)	91 (4)	25.0
MOR/AC	51 (5)		51 (5)	14.0
RELIGION		33 (2)	33 (2)	9.1
COUNTRY		30 (1)	30 (1)	8.2
NEWS/TALK	11 (1)		11 (1)	3.0
			364 (21)	

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2), ROCK	ABC-C, \$14.00 (Masla)
WDAC-F, 94.5, 50 KW @ 500, RELIGION	, \$ 7.80 (-----) Crawford
WIOV-F, 105.1, 50 KW @ 500, COUNTRY	, \$16.75 (Buckley) (EPRHATA)
WLAN-F, 96.9, 50 KW @ 76, CONTEMP	, \$12.00 (Masla)
WNCE-F, 101.3, 50 KW @ 1293, BTFL MUS (FM-100)	, \$22.50 (Mc-Guild)
WRKZ-F, 106.7, 20 KW @ 500, CONTEMP	, \$ 4.20 (----) (ELIZABETHTOWN)

FOR OTHER STATIONS SEE YORK AND LANCASTER

FOR ADI, TV AND NEWSPAPERS SEE HARRISBURG

LANSING

Market # 85
 Revenue Rank # 91
 Income Rank # 59
 APR 16.9
 SMSA Pop: 460,500

Revenue : \$4,889,665
 Income : \$ 897,470
 % Rev Change: 48.8%
 Stations: 19/8
 Diaries: 576

National Rev: \$827,428
 Nat Rev per Cap: \$1.80
 Tot Rev per Cap: \$10.62
 Tot Inc per Cap: \$1.95
 Profit Margin: 18.4%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WILS-F	93/14.4	9.3	9.6	10.5	6.9	1. WFMK-F	114	1. WFMK-F	1558/32.6
2. WFMK-F	87/13.5	14.0	9.6	10.2	14.0	2. WVIC-F+	96	2. WVIC-F+	1267/29.6
3. WVIC-F+	83/12.8	12.9	13.7	13.5	14.1	3. WILS-F	93	3. WJR	1167/15.9
4. WITL-F	66/10.2	10.2	9.1	8.6	10.3	4. WITL-F	80	4. WITL-F	954/20.6
5. WJIM-F	47/ 7.3	6.4	6.8	4.3	4.4	5. WJR	68	5. WILS-F	820/21.3
6. WJR	38/ 5.9	7.4	7.1	7.3	7.9	6. WJIM-F	53	6. WJIM-F	668/15.4
7. WOOD-F	22/ 3.4	5.0	3.0	5.0	7.6	7. WJIM	23	7. WJIM	584/13.5
8. WILS	21/ 3.3	6.0	4.3	5.2	5.7	8. WILS	22	8. WILS	515/13.0
WJIM	21/ 3.3	4.3	3.7	5.2	5.4	WOOD-F	22	9. WITL	373/ 9.0
10. WITL	18/ 2.8	3.5	2.8	3.1	3.0	10. WITL	20	10. WOOD-F	367/ 9.4

12+ FM SHARE (METRO): 79.41% (432 of 544) (A/M 79: 70.55%)
 12+ FM SHARE (TSA) : 76.64% (492 of 642) (A/M 79: 66.73%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WVIC-F+	1. WILS-F	1. WILS-F	1. WITL-F	1. WITL-F	1. WJR
2. WILS-F	2. WFMK-F	WFMK-F	2. WVIC-F+	2. WJR	2. WITL-F
3. WFMK-F	3. WVIC-F+	3. WVIC-F+	3. WFMK-F	3. WJIM-F	3. WVIC-F+
		4. WITL-F	4. WJIM-F	4. WOOD-F	4. WFMK-F

OTHER RATED STATIONS/METRO SHARE

WCER+	1390	Charlotte	.7	WJFM-F	93.7	Grand Rapids	.6
WION	1430	Ionia	.5	WLAV-F	96.9	Grand Rapids	2.2
WFFX-F	101.3	Grand Rapids	1.4	WPLB-F	107.3	Greenville	1.1
WGRD-F	97.9	Grand Rapids	1.1				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	8 (1)	289 (7)	297 (8)	54.6
COUNTRY	18 (1)	73 (2)	91 (3)	16.7
MOR/AC	86 (5)	1 (1)	87 (6)	16.0
BTFL MUSIC		69 (2)	69 (2)	12.7
			544 (19)	

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-2), MOR	CBS, \$15.32 (Torbet)	
WITL, 1010, 500 W (DAYS,DA), COUNTRY	, \$16.50 (Mc-Guild)	Midwest Family
WJIM, 1340, 1 KW/250 W, MOR	NBC, \$10.00 (PRO)	Gross
WFMK-F, 99.1, 110 KW @ 600, SOFT ROCK	, \$32.00 (Selcom)	Liggett
WILS-F, 101.7, 3 KW @ 180, AOR (Burk-Abr)	, \$15.50 (Torbet)	
WITL-F, 100.7, 50 KW @ 378, COUNTRY	, \$28.05 (Mc-Guild)	Midwest Family
WJIM-F, 97.5, 28 KW @ 440, BTFL MUS (TM)	, \$12.00 (PRO)	Gross
WVIC-F+, 94.9, 49 KW @ 500, ROCK	ABC-C, \$17.50 (Buckley)	

WJR - See Detroit

Other Stations - See Grand Rapids

TV STATIONS

WJIM	Lansing	6	CBS, Gross	WILX	Jackson	10	NBC, ATO
------	---------	---	------------	------	---------	----	----------

NEWSPAPER

Lansing State Journal E 73,549, Gannett

LAS VEGAS

Market # 100
 Revenue Rank # 66
 Income Rank # 66
 APR 15.2
 SMSA Pop: 382,500

Revenue : \$7,140,177
 Income : \$ 789,566
 % Rev Change: 33.5%
 Stations: 15/15
 Diaries: 616

National Rev: \$1,342,926
 Nat Rev per Cap: \$3.51
 Tot Rev per Cap: \$18.67
 Tot Inc per Cap: \$2.06
 Profit Margin: 11.1%

		O/N	A/M	O/N	A/M						
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. KORK-F	50/10.5	10.4	11.3	11.8	10.7	1. KORK-F	51	1. KLUC-F	646/20.3		
2. KLUC-F	48/10.0	8.8	8.7	9.4	11.4	2. KLUC-F	48	2. KMJJ	640/20.3		
3. KMJJ	47/ 9.8	7.4	7.2	8.3	3.4	3. KMJJ	47	3. KORK	547/16.9		
4. KXTZ-F	43/ 9.0	9.9	8.5	4.6	6.8	4. KVEG	43	4. KORK-F	528/16.5		
	KVEG	43/ 9.0	6.5	7.4	4.6		9	5. KXTZ-F	523/16.6		
6. KORK	30/ 6.3	6.3	7.0	5.3	6.4	6. KORK	32	6. KENO	514/16.3		
	KFMS-F	30/ 6.3	7.4	4.8	6.2	7. KFMS-F	30	7. KVEG	508/15.8		
8. KLAV	28/ 5.9	6.1	3.9	1.2	1.1	8. KLAV	28	8. KFMS-F	438/13.9		
9. KRAM	27/ 5.6	5.0	7.6	6.2	12.8	9. KRAM	27	9. KLAV	390/12.4		
10. KENO	21/ 4.4	8.8	8.0	13.6	13.2	10. KDWN	22	10. KDWN	375/10.5		

12+ FM SHARE (METRO): 44.70% (194 of 434) (A/M 79: 43.68%)

12+ FM SHARE (TSA) : 44.52% (195 of 438) (A/M 79: 43.68%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KLUC-F	1. KMJJ	1. KMJJ	1. KMJJ	1. KORK-F	1. KORK
2. KLAV	2. KLUC-F	2. KLUC-F	2. KXTZ-F	2. KXTZ-F	2. KMJJ
3. KFMS-F	3. KFMS-F	3. KXTZ-F	3. KVEG	3. KVEG	3. KVEG
4. KENO	4. KENO	4. KVEG	4. KORK-F	4. KORK	4. KLUC-F

OTHER RATED STATIONS/METRO SHARE

KDWN	720	4.4	KENO-F	92.3	2.9	KNUU	970	4.2
KUDO-F	93.1	1.9	KVOV	1280	Henderson		.6	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	49 (2)	92 (3)	141 (5)	32.5
MOR/AC	98 (3)	9 (1)	107 (4)	24.7
BTFL MUSIC		93 (2)	93 (2)	21.4
COUNTRY	70 (2)		70 (2)	16.1
NEWS/TALK	20 (1)		20 (1)	4.6
SPANISH	3 (1)		3 (1)	0.7

434 (15)

RADIO STATIONS

KDWN, 720, 50 KW/10 KW (DA-N), MOR		\$12.25	(PRO)	
KENO, 1460, 5 KW/1 KW (DA-N), ROCK		\$17.70	(Lotus)	Lotus
KLAV, 1230, 1 KW/250 W, ROCK		\$11.00	(Masla)	Korngold
KMJJ, 1140, 10 KW/2.5 KW (DA-N), CONTEMP/AC	MBS,	\$19.80	(Mc-Guild)	Western Cities
KORK, 920, 5 KW/500 W (DA-2), MOR	NBC,	\$20.00	(Eastman)	Donrey
KRAM, 1340, 1 KW/250 W, COUNTRY		\$12.00	(Torbet)	
KVEG, 1400, 1 KW/250 W, COUNTRY		\$16.50	(Katz)	Broadcast Assoc
KFMS-F, 101.9, 20 KW @ 41, AOR (Burk-Abr)	Source,	\$16.50	(Katz)	Broadcast Assoc
KLUC-F, 98.5, 25 KW @ 180, ROCK		\$19.80	(Mc-Guild)	Western Cities
KORK-F, 97.1, 44 KW @ 195, BTFL MUS (Schulke)		\$20.00	(Eastman)	Domrey
KXTZ-F, 94.1, 41 KW @ 100, BTFL MUS (TM)		\$16.00	(Selcom)	

TV STATIONS

KLAS	Las Vegas	8	CBS, Landmark	KORK	Las Vegas	3	NBC, Donrey
KSHO	Las Vegas	13	ABC	KVVU	Henderson	5	IND, J. Carson

NEWSPAPERS

Las Vegas Review Journal	E	76,417, Donrey
Las Vegas Sun	M	54,648

LEXINGTON

Market # 122
 Revenue Rank # 88
 Income Rank # 52
 APR 15.6
 SMSA Pop: 301,200

Revenue : \$5,013,047
 Income : \$ 998,610
 % Rev Change: 26.0%
 Stations: 15/10
 Diaries: 552

National Rev: \$465,547
 Nat Rev per Cap: \$1.55
 Tot Rev per Cap: \$16.64
 Tot Inc per Cap: \$3.32
 Profit Margin: 19.9%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WVLK	82/20.8	15.2	16.4	18.6	15.6	1. WKQQ-F	116	1. WVLK	1677/42.3
2. WKQQ-F	65/16.5	16.1	18.2	13.1	8.2	2. WVLK	108	2. WLAP	1301/29.3
3. WLAP-F	56/14.2	14.1	8.7	12.6	15.8	3. WLAP-F	80	3. WKQQ-F	1213/27.7
4. WVLK-F	46/11.7	14.1	13.5	11.3	11.6	4. WVLK-F	68	4. WLAP-F	1082/26.2
5. WLAP	37/ 9.4	9.6	11.1	13.4	17.9	5. WLAP	64	5. WVLK-F	1028/25.4
6. WAXU-F+	36/ 9.1	11.3	8.4	10.2	5.8	6. WAXU-F+	43	6. WHAS	709/ 6.0
7. WTKC	26/ 6.6	6.2	5.8	3.7	7.4	7. WTKC	37	7. WTKC	637/17.6
8. WBGR	7/ 1.8	.6	1.3	1.6	.8	8. WHAS	34	8. WAXU-F+	448/12.2
9. WNVL	6/ 1.5	2.3	4.2	3.4	2.1	9. WBGR	7	9. WNVL	121/ 4.0
WHAS	6/ 1.5	1.7	1.8	2.6	2.9	10. WNVL	7	10. WKDJ-F	97/ 2.5

12+ FM SHARE (METRO): 51.86% (195 of 376) (A/M 79: 52.11%)

12+ FM SHARE (TSA) : 52.00% (299 of 575) (A/M 79: 52.25%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLAP-F	1. WKQQ-F	1. WKQQ-F	1. WVLK	1. WVLK	1. WVLK
2. WKQQ-F	2. WLAP-F	2. WVLK	2. WAXU-F+	2. WVLK-F	2. WLAP
	WVLK	3. WLAP-F	3. WLAP-F	3. WAXU-F+	3. WKQQ-F

OTHER RATED STATIONS/METRO SHARE

WBGR-F	96.7	Paris	.3	WKDJ-F	100.1	Winchester	.8
WJMM-F	106.3	Versailles	.8	WWKY	1380	Winchester	.5

FORMATS

	AM	FM	TOTAL	%
MOR/AC	134 (5)		134 (5)	35.6
ROCK/AOR/CONTEMP		121 (2)	121 (2)	32.2
COUNTRY	47 (3)	24 (2)	71 (5)	18.9
BTFL MUSIC		47 (2)	47 (2)	12.5
RELIGION		3 (1)	3 (1)	0.8
			376 (15)	

RADIO STATIONS

WBGR, 1440, 1 KW (DAYS)	, MOR	ABC-E, \$ 6.00	(-----)	(PARIS)
WLAP, 630, 5 KW/1 KW (DA-2),	AC	MBS,CBS, \$19.50	(Mc-Guild)	Illinois Bdcst
WNVL, 1250, 500 W (DAYS)	, COUNTRY	, \$ 6.00	(Regional)	(NICHOLASVILLE)
WTKC, 1300, 5 KW/1 KW (DA-N),	COUNTRY (TM)	NBC, \$18.00	(Southern)	
WVLK, 590, 5 KW/1 KW (DA-2),	MOR	ABC-I, \$28.75	(Torbet)	Bluegrass
WAXU-F+, 103.1, 3 KW @ 300,	COUNTRY	MBS, \$10.00	(Sav-Gates)	(GEORGETOWN)
WKQQ-F, 98.1, 50 KW @ 551,	AOR	Source, \$30.00	(Christal)	
WLAP-F, 94.5, 50 KW @ 280,	ROCK (TM)	RKO, \$19.50	(Mc-Guild)	Illinois Bdcst
WVLK-F, 92.9, 100 KW @ 854,	BTFL MUS (FM-100)	, \$23.00	(Torbet)	Bluegrass

WHAS - See Louisville

TV STATIONS

WKYT	Lexington	27	CBS, Bluegrass
WTVQ	Lexington	62	ABC, Starr
WLEX	Lexington	18	NBC, Gay-Bell

NEWSPAPERS

Lexington Herald	M	68,717, Knight-Ridder
Lexington Leader	E	33,942, Knight-Ridder

LINCOLN

Market # 173
 Revenue Rank # 101
 Income Rank # 73
 APR 15.3
 SMSA Pop: 189,200

Revenue : \$4,495,650
 Income : \$ 660,072
 % Rev Gain: 16.2%
 Stations: 14/7
 Diaries: 568

National Rev: \$449,984
 Nat Rev per Cap: \$2.38
 Tot Rev per Cap: \$23.76
 Tot Inc per Cap: \$3.49
 Profit Margin: 14.7%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KFOR 36/14.9	17.6	18.2	1. KFAB 45	1. KFAB 785/19.2
2. KFMQ-F 28/11.6	20.0	14.6	2. KFOR 42	2. WOW 740/22.6
3. KLMS 27/11.2	9.8	13.5	3. WOW 34	3. KFOR 579/30.7
4. KECK 24/ 9.9	5.7	5.8	4. KFMQ-F 31	4. KFMQ-F 428/24.0
5. KLIN-F 22/ 9.1	12.2	8.8	5. KECK 30	5. KLMS 421/23.3
6. KLIN 18/ 7.4	6.1	3.6	6. KLMS 29	6. KFRX-F 379/16.6
7. KFRX-F 17/ 7.0	6.5	5.8	7. KLIN-F 27	7. KLIN 354/19.3
8. KFAB 14/ 5.8	6.5	4.7	8. KFRX-F 21	8. KLIN-F 301/15.1
WOW 14/ 5.8	3.7	6.9	9. KLIN 18	9. KECK 293/14.3
10. KEZO-F 7/ 2.9	.8	---	10. KHAT-F 13	10. KGOR-F 281/ 9.0

12+ FM SHARE (METRO): 41.22% (94 of 228) (A/M 79: 46.72%)
 12+ FM SHARE (TSA) : 36.28% (115 of 317) (A/M 79: 47.86%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFRX-F	1. KFMQ-F	1. KFMQ-F	1. KLMS	1. KFOR	1. KFAB
2. KFMQ-F	2. KLMS	2. KLMS	2. KFOR	2. KLIN-F	2. KFOR
3. WOW	3. KFRX-F	3. KFOR	3. KLIN-F	3. KECK	3. WOW

OTHER RATED STATIONS/METRO SHARE

KBHL-F 95.3	.4	KHAT-F 106.3	5.4
KGOR-F 99.9	Omaha	KMA 960	Shenandoah .4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	41 (2)	71 (5)	112 (7)	49.1
MOR/AC	69 (4)		69 (4)	30.3
COUNTRY	24 (1)		24 (1)	10.5
BTFL MUSIC		22 (1)	22 (1)	9.6
RELIGION		1 (1)	1 (1)	0.4
			228 (14)	

RADIO STATIONS

KECK, 1530, 5 KW (DAYS,DA), COUNTRY	, \$12.80 (Sav-Gates)	
KFOR, 1240, 1 KW/250 W , MOR	ABC-I, \$26.75 (Mc-Guild)	Stuart
KLIN, 1400, 1 KW/250 W , MOR	CBS, \$19.00 (-----)	
KLMS, 1480, 1 KW (DA-2) , CONT/AC	, \$19.00 (Buckley)	
KFMQ-F, 101.9, 100 KW @ 275, ROCK	, \$16.75 (-----)	
KFRX-F, 102.7, 100 KW @ 500, ROCK (Century 21)	ABC-F, \$14.25 (Mc-Guild)	Stuart
KHAT-F, 106.3, 3 KW @ 145, SOFT/AC (TM)	, \$ 7.25 (Sav-Gates)	
KLIN-F, 107.3, 100 KW @ 300, BTFL MUS (Bonne)	, \$23.00 (-----)	

Other Stations - See Omaha

TV STATIONS

KOLN	Lincoln	10	CBS, Fetzer
KHAS	Hastings	5	NBC
KHGI	Kearney	13	ABC

NEWSPAPERS

Lincoln Star	M	30,104, Lee
Lincoln Journal	E	43,980, Lee

LITTLE ROCK

Market # 102
 Revenue Rank # 70
 Income Rank # 313
 APR 13.8
 SMSA Pop: 375,600

Revenue : \$6,383,062
 Income : \$ 21,551
 % Rev Change: 5.3%
 Stations: 14/16
 Diaries: 699

National Rev: \$1,263,333
 Nat Rev per Cap: \$3.36
 Tot Rev per Cap: \$16.99
 Tot Inc per Cap: \$.06
 Profit Margin: 0.3%

12+ METRO 1/4/SHARE	O/N 79	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KSSN-F 74/17.3	14.4	11.2	2.2	1. KSSN-F 223.	1. KSSN-F 2268/25.9
2. KLAZ-F 52/12.1	13.0	15.5	17.4	2. KKYK-F 122	2. KAAV 2141/23.5
3. KLRA 48/11.2	10.8	10.7	10.7	3. KLPQ-F 96	3. KKYK-F 1684/18.3
4. KOKY 43/10.0	16.1	10.0	3.9	4. KAAV 84	4. KLAZ-F 1487/26.9
5. KLPQ-F 42/ 9.8	6.8	6.9	8.5	5. KLAZ-F 81	5. KLPQ-F 1219/18.4
6. KARN 37/ 8.6	6.4	9.3	8.7	6. KLRA 78	6. KLRA 1183/22.4
7. KKYK-F 36/ 8.4	4.6	8.6	11.8	7. KEZQ-F 53	7. KEZQ-F 807/16.0
8. KEZQ-F 30/ 7.0	9.0	7.9	3.1	8. KOKY 48	8. KARN 721/18.5
9. KAAV 25/ 5.8	6.8	9.1	13.3	9. KARN 43	9. KOKY 636/16.8
10. KXLR 10/ 2.3	3.4	2.1	3.7	10. KXLR 11	10. KXLR 393/10.3

12+ FM SHARE (METRO): 56.39% (234 of 415) (A/M 79: 53.16%)
 12+ FM SHARE (TSA) : 67.01% (575 of 858) (A/M 79: 61.84%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KLAZ-F	1. KOKY	1. KSSN-F	1. KSSN-F	1. KSSN-F	1. KSSN-F
2. KLPQ-F	KKYK-F	2. KOKY	2. KLAZ-F	2. KLRA	2. KLRA
	KLAZ-F	3. KKYK-F	3. KKYK-F	3. KEZQ-F	3. KKYK-F
	4. KLPQ-F	4. KKYK-F	KEZQ-F	4. KARN	4. KLAZ-F

OTHER RATED STATIONS/METRO SHARE

KBBA 690 Benton .5	KITA 1440 1.9	KSOH 1050 1.4
KGKO 850 Benton .5		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	25 (1)	130 (3)	155 (4)	37.3
COUNTRY	60 (3)	74 (1)	134 (4)	32.3
BLACK	43 (1)		43 (1)	10.4
MOR/AC	39 (2)		39 (2)	9.4
BTFL MUSIC		30 (1)	30 (1)	7.2
RELIGION	14 (2)		14 (2)	3.4
			415 (14)	

RADIO STATIONS

KAAV, 1090, 50 KW (DA-N)	, CONTEMP/AC	ABC-C, \$27.50 (Katz)	Multimedia
KARN, 920, 5 KW (DA-N)	, MOR/NEWS	NBC, \$25.00 (Blair)	
KLRA, 1010, 10 KW/5 KW (DA-N),	COUNTRY	CBS, \$18.50 (Mc-Guild)	
KOKY, 1250, 1 KW/500 W (DA-N),	BLACK	, \$37.95 (Torbet)	Ron Curtis
KXLR, 1150, 5 KW/1 KW (DA-N),	COUNTRY	MBS,ABC-E, \$14.00 (Selcom)	Shamrock
KEZQ-F, 100.3, 100 KW @ 295,	BTFL MUS (FM-100)	, \$29.50 (Selcom)	Security
KKYK-F, 103.7, 100 KW @ 1510,	CONTEMP	, \$25.00 (Blair)	
KLAZ-F, 98.5, 100 KW @ 880,	ROCK	, \$37.95 (Torbet)	Ron Curtis
KLPQ-F, 94.1, 100 KW @ 770,	AOR (Burk-Abr)	, \$15.50 (Katz)	Multimedia
KSSN-F, 95.7, 100 KW @ 1000,	COUNTRY (TM)	, \$35.63 (Eastman)	First Commun

TV STATIONS

KARK Little Rock 4	NBC, Gannett	KATV Little Rock 7	ABC, Leake
KTHV Little Rock 11	CBS, Arkansas Democrat		

NEWSPAPERS

Little Rock Arkansas Democrat	E	64,899
Little Rock Arkansas Gazette	M	129,839

LOS ANGELES

SRDS Market # 3; ADI # 2
 FCC Revenue Rank # 2
 FCC Income Rank # 1
 APR 16,3
 SMSA Pop: 6,986,300

Revenue : \$112,078,232
 Income : \$ 29,811,314
 % Rev Change: 15.2%
 Stations: 47/48
 Diaries: 5954

National Rev: \$47,254,376
 Nat Rev per Cap: \$6.76
 Tot Rev per Cap: \$16.04
 Tot Inc per Cap: \$4.27
 Profit Margin: 26.6%

12+ METRO 1/4/SHARE	J/F	O/N	J/A	A/M	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
	80	79	79	79			
1. KABC	851/7.0	6.5	6.0	8.0	8.9	1. KNX	15217/14.9
2. KBIG-F	694/5.7	5.0	6.1	5.0	5.5	2. KFI	13417/10.4
3. KMET-F	601/4.9	5.8	5.8	6.4	5.8	3. KFVB	12115/15.2
4. KJOI-F	587/4.8	5.2	4.9	4.9	4.0	4. KABC	11893/14.2
5. KNX	585/4.8	4.9	4.0	3.4	4.2	5. KMET-F	11232/12.4
6. KFVB	515/4.2	4.4	4.1	4.1	3.7	6. KBIG-F	10086/11.1
7. KLAC	508/4.2	3.8	4.3	2.9	2.8	7. KRTH-F	9229/10.5
8. KRLA	468/3.8	3.3	3.7	3.2	3.5	8. KIIS-F	9183/10.7
9. KRTH-F	422/3.5	3.8	3.8	3.8	3.3	9. KLAC	9174/10.4
10. KIIS-F	404/3.3	3.6	2.8	2.8	2.2	10. KJOI-F	8160/ 9.9
11. KNX-F	392/3.2	3.0	2.7	2.8	2.2	11. KMPC	7886/ 9.2
12. KFI	384/3.1	2.6	3.3	2.9	2.1	12. KRLA	7791/ 9.7
13. KMPC	345/2.8	3.1	2.8	3.8	3.7	13. KLOS-F	7171/ 8.2
14. KOST-F	332/2.7	2.3	2.8	3.2	2.4	14. KHJ	7123/ 8.9
15. KLOS-F	298/2.4	2.2	2.2	2.6	2.6	15. KNX-F	6634/ 7.9
16. KHJ	271/2.2	3.0	2.4	1.8	2.1	16. KOST-F	6361/ 7.1
17. KHTZ-F	269/2.2	1.9	2.2	1.6	.9	17. KIQQ-F	5534/ 7.0
18. KDAY	252/2.1	1.9	2.4	2.5	2.5	18. KUTE-F	5179/ 6.4
19. KUTE-F	243/2.0	2.3	2.6	2.4	3.1	19. KHTZ-F	5154/ 6.4
20. KIQQ-F	214/1.8	2.2	1.5	1.9	1.8	20. XTRA	4195/ 2.7

12+ FM SHARE (METRO) : 51.63% (5858 of 11347) (A/M 79: 48.88%)
 12+ FM SHARE (TSA) : 50.74% (6753 of 13308) (A/M 79: 48.05%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KMET-F	1. KMET-F	1. KMET-F	1. KBIG-F	1. KABC	1. KNX
2. KIIS-F	2. KRTH-F	2. KRTH-F	2. KABC	2. KBIG-F	2. KABC
3. KFI	3. KRLA	3. KRLA	3. KLAC	3. KJOI-F	3. KFI
4. KRLA	4. KNX-F	4. KNX-F	4. KRLA	4. KNX	4. KFVB
5. KDAY	5. KLOS-F	5. KBIG-F	5. KNX-F	5. KLAC	5. KMET-F
6. KHJ	6. KIIS-F	6. KLAC	6. KNX	6. KFVB	6. KBIG-F
7. KROQ-F	7. KFI	7. KABC	7. KJOI-F	7. KOST-F	7. KLAC
8. KUTE-F	8. KHTZ-F	8. KLOS-F	8. KFVB	KMPC	8. KMPC
9. KLOS-F	9. KUTE-F	KFI	9. KRTH-F	9. KRLA	9. KRTH-F
10. KHTZ-F	10. KJLH	KIIS-F	10. KFI	10. KFI	10. KJOI-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	1220 (4)	2159 (8)	3379 (12)	29.8
NEWS/TALK	1951 (3)		1951 (3)	17.2
BTFL MUSIC	120 (1)	1742 (4)	1862 (5)	16.4
BLACK/DISCO	391 (2)	1045 (5)	1436 (7)	12.7
MOR	440 (3)	612 (2)	1052 (5)	9.3
SPANISH	442 (3)	173 (1)	615 (4)	5.4
COUNTRY	508 (1)		508 (1)	4.5
RELIGION	252 (5)		252 (5)	2.2
CLASSICAL	54 (1)	104 (1)	158 (2)	1.4
UNKNOWN	63 (1)		63 (1)	0.6
BIG BAND	48 (1)	23 (1)	71 (2)	0.6

11347 (47)

LOS ANGELES ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS /METRO SHARE			
1. KABC	1. KNX	1. KFWB	KACE-F	103.9	Inglewood	.4
2. KBIG-F	2. KFWB	2. KABC	KALI	1430	San Gabriel	1.1
3. KMET-F	3. KFI	3. KRLA	KBRT	740	Avalon	.4
4. KNX	4. KABC	4. KLAC	KEZY	1190	Anaheim	.8
5. KFI	5. KMET-F	5. KNX	KEZY-F	95.9	Anaheim	.5
			KFAC	1330		.4
6. KJOI-F	6. KBIG-F	6. KBIG-F	KFAC-F	92.3		.9
7. KLAC	7. KIIS-F	7. KMET-F	KGER	1390	Long Beach	.4
8. KFWB	8. KRTH-F	8. KTNQ	KGFJ	1230		1.1
9. KRTH-F	9. KLAC	9. KIIS-F	KGIL+	1260	San Fernando	.6
10. KRLA	10. KJOI-F	10. KJOI-F	KGRB	900	West Covina	.5
			KIEV	870	Glendale	.5
11. KIIS-F	11. KRLA		KIIS	1150		.3
12. KNX-F	12. KMPC		KJLH-F	102.3	Compton	1.5
13. KOST-F	13. KHJ		KKGO-F	105.1		1.4
14. KMPC	14. KLOS-F		KLVE-F	107.5		1.4
15. KLOS-F	15. KNX-F		KNOB-F	97.9	Long Beach	1.1
			KROQ-F	106.7	Pasadena	1.6

ADI FM SHARE: 52.65% (6916 of 13137) (A/M 79: 48.95%)

KTNQ	1020		1.6
KWIZ	1480	Santa Ana	.5
KWKW	1300	Pasadena	.9
KWST-F	105.9		1.0
KZLA	1540		.3
KZLA-F	93.9		1.6
XPRS	1090	Tijuana	.3
XTRA	690	Tijuana	1.0

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC-I, \$240.00	(Katz)	ABC
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN, \$ 95.00	(Howard)	Rollins
KFI, 640, 50 KW	, CONTEMP/AC	ABC-E, \$155.00	(Christal)	Cox
KFWB, 980, 5 KW	, NEWS	NBC, \$171.88	(RAR)	Westinghouse
KHJ, 930, 5 KW (DA-N)	, CONTEMP	, \$136.25	(RKO)	RKO
KLAC, 570, 5 KW (DA-N)	, COUNTRY	, \$131.25	(Eastman)	Metromedia
KMPC, 710, 50 KW/10 KW (DA-N)	, MOR	, \$116.94	(MMR)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS, \$153.75	(CBS Spot)	CBS
KRLA, 1110, 50 KW/10 KW (DA-2)	, ROCK	, \$137.50	(P/W)	
KTNQ, 1020, 50 KW (DA-1)	, SPANISH	, \$ 41.75	(Caballero)	

FM STATIONS

KBIG-F, 104.3, 105 KW @ 5800	BTFM MUS (Bonne)	, \$197.50	(Torbet)	Bonneville
KHTZ-F, 97.1, 55 KW @ 770	CONTEMP	, \$ 86.75	(Selcom)	Greater Med
KIIS-F, 102.7, 8 KW @ 2790	DISCO (Burk-Abr)	ABC-C, \$124.38	(?)	Gannett
KIQQ-F, 100.3, 58 KW @ 1180	ROCK	, \$ 97.50	(Masla)	Outlet
KJOI-F, 98.7, 75 KW @ 1833	BTFM MUS (Schulke)	, \$153.75	(HR/Stone)	LA Coke
KLOS-F, 95.5, 68 KW @ 2920	AOR	, \$150.00	(Katz)	ABC
KMET-F, 94.7, 58 KW @ 2835	AOR	, \$387.50	(Eastman)	Metromedia
KNX-F, 93.1, 54 KW @ 2870	SOFT ROCK	, \$134.00	(CBS FM)	CBS
KOST-F, 103.5, 13 KW @ 6100	BTFM MUS (FM-100)	, \$100.00	(Christal)	Cox
KRTH-F, 101.1, 58 KW @ 2930	AC/CONTEMP	, \$190.00	(RKO)	RKO
KUTE-F, 101.9, 690 W @ 5800	BLACK/DISCO	, \$147.50	(HR/Stone)	Inner City
KZLA-F, 93.9, 49 KW @ 2000	AC/CONTEMP	, \$106.05	(Blair)	Capital Cit
KJLH-F, 102.3, 3 KW @ 300	BLACK	SBN, \$ 38.75	(Sav-Gates)	
KROQ-F, 106.7, 26 KW @ 1600	AOR	, \$ 50.00	(-----)	

XTRA - See San Diego

PLEASE SEE ANAHEIM REPORT FOR TV STATIONS AND NEWSPAPERS

LOUISVILLE

Market # 43; ADI # 43
 Revenue Rank # 38
 Income Rank # 56
 APR 14.6
 SMSA Pop: 885,700

Revenue : \$11,211,938
 Income : \$ 944,374
 % Rev Change: 11.1%
 Stations: 17/17
 Diaries: 1559

National Rev: \$2,707,297
 Nat Rev per Cap: \$3.06
 Tot Rev per Cap: \$12.66
 Tot Inc per Cap: \$1.07
 Profit Margin: 8.4%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WVEZ-F	113/10.7	12.9	6.2	5.7	8.5	1. WHAS 185	1. WHAS	3561/25.6
2. WAKY	104/ 9.8	5.7	8.1	9.4	10.2	2. WAMZ-F 161	2. WAKY	2476/23.6
3. WLOU	99/ 9.4	4.7	6.6	8.3	6.2	3. WKJJ-F 154	3. WKJJ-F	2450/20.2
4. WHAS	94/ 8.9	10.8	10.7	10.8	9.5	4. WVEZ-F 136	4. WAMZ-F	1936/15.4
5. WAMZ-F	93/ 8.8	6.9	5.6	5.9	4.9	5. WAKY 134	5. WAVE	1905/21.8
6. WKJJ-F	83/ 7.8	10.2	3.4	4.1	5.9	6. WLOU 101	6. WKJJ	1672/16.7
7. WAVE	81/ 7.7	8.2	14.0	8.3	13.0	7. WAVE 89	7. WQHI-F	1530/12.7
8. WINN	62/ 5.9	8.0	5.0	8.6	5.7	8. WQHI-F 76	8. WVEZ-F	1512/17.8
9. WLRS-F	60/ 5.7	10.1	13.6	13.7	9.2	9. WLRS-F 70	9. WLRS-F	1311/15.7
10. WKJJ	48/ 4.5	4.7	7.0	5.4	8.1	10. WINN 65	10. WINN	1185/15.1
11. WQHI-F	39/ 3.7	4.7	8.4	11.0	9.0	11. WKJJ 62	11. WLOU	797/10.4
WZZX-F	37/ 3.5	1.6	2.1	---	---	12. WTMT 46	12. WZZX-F	794/ 8.3

12+ FM SHARE (METRO): 46.31% (470 of 1015) (A/M 79: 42.76%)

12+ FM SHARE (TSA) : 49.07% (687 of 1400) (A/M 79: 45.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA ADM
1. WKJJ-F	1. WAKY	1. WAKY	1. WAMZ-F	1. WVEZ-F	1. WHAS
2. WLRS-F	2. WLOU	2. WAMZ-F	2. WAKY	2. WAMZ-F	2. WKJJ-F+
3. WLOU	3. WKJJ-F	3. WLOU	3. WHAS	3. WHAS	3. WAKY
4. WKJJ	4. WLRS-F	4. WHAS	4. WVEZ-F	4. WAVE	4. WAMZ-F
	5. WAMZ-F	5. WKJJ-F	5. WLOU	5. WINN	5. WAVE

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	48 (1)	252 (5)	300 (6)	29.6
MOR/AC	279 (3)		279 (3)	27.5
COUNTRY	92 (2)	93 (1)	185 (3)	18.3
BTFL MUSIC	12 (1)	113 (1)	125 (2)	12.3
BLACK/DISCO	99 (1)		99 (1)	9.8
RELIGION	15 (1)	12 (1)	27 (2)	2.7
			1015 (17)	

LOUISVILLE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>
1. WAMZ-F	1. WHAS	1. WINN	WFIA 900 1.4
2. WHAS	2. WAKY	2. WAKY	WRKA-F 103.1 3.1
3. WKJJ-F	3. WKJJ-F	3. WAVE	WTMT 620 2.8
4. WVEZ-F	4. WAMZ-F	4. WHAS	WXLN-F 103.9 1.1
5. WAKY	5. WAVE	5. WLOU	WXYW 1450 Jeffersonville, Ind 1.1
6. WLOU	6. WKJJ	6. WVEZ-F	
7. WAVE	7. WVEZ-F	7. WKJJ-F	
8. WQHI-F	8. WQHI-F	8. WAMZ-F	
9. WLRS-F	9. WLRS-F	9. WLRS-F	
10. WINN	10. WINN	10. WKJJ	
11. WKJJ	11. WLOU		
12. WTMT	12. WZZX-F		
13. WZZX-F	13. WRKA-F		
14. WRKA-F	14. WTMT		
15. WFIA	15. WFIA		

ADI FM SHARE: 49.52% (768 of 1551) (A/M 79: 45.68%)

AM STATIONS

WAKY, 790, 5 KW/1 KW (DA-2), AC	ABC-I, \$51.64 (Eastman)	Multimedia
WAVE, 970, 5 KW (DA-2), MOR/AC	NBC, \$43.00 (Katz)	Orion
WFIA, 900, 1 KW (DAYS), RELIGION	, \$ 9.00 (-----)	
WHAS, 840, 50 KW, MOR	CBS, \$47.50 (Blair)	
WINN, 1240, 1 KW/250 W, COUNTRY	ABC-E, \$51.00 (Mc-Guild)	
WKJJ, 1080, 10 KW/1 KW (DA-2), ROCK	ABC-C, \$34.00 (Torbet)	Great Trails
WLOU, 1350, 5 KW (DAYS), BLACK	NBN,SBN, \$35.00 (Howard)	
WTMT, 620, 500 W (DAYS,DA), COUNTRY	, \$13.00 (Masla)	

FM STATIONS

WAMZ-F, 97.5, 100 KW @ 505, COUNTRY (Drake-Chen)	MBS, \$28.75 (Blair)	
WKJJ-F, 99.7, 20 KW @ 720, ROCK	, \$35.00 (Torbet)	Great Trail
WLRS-F, 102.3, 3 KW @ 300, AOR (Burk-Abr)	, \$52.25 (Katz)	Henson
WQHI-F, 95.7, 34 KW @ 580, ROCK (TM)	, \$51.00 (?)	
WRKA-F, 103.1, 3 KW @ 300, ROCK (?)	, \$15.00 (-----)	Capitol
WVEZ-F, 106.9, 25 KW @ 670, BTFM MUS (Schulke)	, \$48.26 (Eastman)	Multimedia
WZZX-F, 101.7, 3 KW @ 300, ROCK	, \$40.00 (Masla)	

TV STATIONS

WAVE	Louisville	3	NBC, Orion
WDRB	Louisville	41	IND, Minneapolis Star
WHAS	Louisville	11	CBS
WLKY	Louisville	32	ABC, Combined/Gannett

NEWSPAPER

Louisville Courier-Journal, Times ME 345,145

LUBBOCK

Market # 166
 Revenue Rank # 104
 Income Rank # 110
 APR 13.7
 SMSA Pop: 207,300

Revenue : \$4,334,819
 Income : \$ 314,390
 % Rev Gain: 12.7%
 Stations: 13/12
 Diaries: 454

National Rev: \$637,703
 Nat Rev per Cap: \$3.08
 Tot Rev per Cap: \$20.91
 Tot Inc per Cap: \$1.52
 Profit Margin: 7.3%

<u>12+ METRO 1/4/SHARE A/M 79 A/M 78</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>		
1. KSEL-F	35/15.4	10.0	10.6	1. KSEL-F	69	1. KSEL-F	856/28.0	
2. KTEZ-F	29/12.8	12.9	11.8	2. KLLL-F	48	2. KSEL	731/25.1	
3. KSEL	24/10.6	11.4	15.7	3. KSEL	47	3. KFYO	675/18.1	
4. KLLL-F	23/10.1	12.5	5.9	4. KFYO	44	4. KLLL-F	566/18.0	
5. KEND	16/ 7.0	11.4	10.6	KTEZ-F	44	5. KTEZ-F	525/21.5	
KFYO	16/ 7.0	6.3	9.4	6. KLBK-F	25	6. KLBK-F	490/19.5	
KLBK-F	16/ 7.0	6.3	7.8	7. KRLB	19	7. KEND	330/15.9	
8. KRLB	13/ 5.7	3.3	3.1	8. KEND	18	8. KLBK	329/16.2	
9. KLBK	11/ 4.8	4.4	8.6	9. KLBK	11	9. KLLL	221/ 8.8	
10. KWGO-F	8/ 3.5	2.2	3.1	10. KLLL	10	10. KRLB	206/10.1	

12+ FM SHARE (METRO): 55.61% (114 of 205) (A/M 79: 47.45%)
 12+ FM SHARE (TSA) : 55.93% (198 of 354) (A/M 79: 50.26%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KSEL-F	1. KSEL-F	1. KSEL-F	1. KLLL-F	1. KTEZ-F	1. KSEL-F+
2. KSEL	2. KLBK-F	2. KLLL-F	KTEZ-F	2. KLLL-F	2. KLLL-F+
3. KLLL-F	3. KSEL	3. KLBK-F	3. KEND	3. KEND	3. KFYO

OTHER RATED STATIONS/METRO SHARE

KJAK-F 92.7 Slaton 1.3 KLLL 1460 2.2 KLFB 1420 2.6

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	35 (2)	51 (2)	86 (4)	42.0
COUNTRY	37 (3)	23 (1)	60 (4)	29.3
BTFM MUSIC		29 (1)	29 (1)	14.1
SPANISH	6 (1)	8 (1)	14 (2)	6.8
MOR/AC	13 (1)		13 (1)	6.3
RELIGION		3 (1)	3 (1)	1.5
			205 (13)	

RADIO STATIONS

KEND, 1590, 1 KW (DA-2), COUNTRY, \$11.13 (Howard)
 KFYO, 790, 5 KW/1 KW (DA-2), COUNTRY, CBS, \$11.00 (Sav-Gates)
 KLBK, 1340, 1 KW/250 W, ROCK, ABC-C, \$14.75 (Selcom)* Grayson
 KLLL, 1460, 1 KW (DAYS), COUNTRY, MBS, \$10.00 (Eastman)
 KRLB, 580, 500 W (DAYS,DA), MOR, \$17.00 (Riley)
 KSEL, 950, 5 KW/500 W (DA-2), ROCK, \$15.50 (Mc-Guild)
 KLBK-F, 94.5, 100 KW @ 750, ROCK, \$13.00 (Selcom) Grayson
 KLLL-F, 96.3, 100 KW @ 580, COUNTRY, MBS, \$17.75 (Eastman)
 KSEL-F, 93.7, 100 KW @ 763, ROCK (TM), \$15.50 (Mc-Guild)
 KTEZ-F, 101.1, 100 KW @ 862, BTFM MUS (Schulke), \$16.75 (Torbet)
 KWGO-F, 99.5, 46 KW @ 630, SPANISH, ABC-F, \$ 7.00 (Lotus)

*Station has changed call letters to KSAX

TV STATIONS

KCBD Lubbock 11 NBC, Columbus (SC) State-Record
 KLBK Lubbock 13 CBS, Grayson
 KMCC Lubbock 28 ABC

NEWSPAPERS

Lubbock Avalanche-Journal (M-56,578) (E-15,066)

LYNCHBURG

Market # 203
 Revenue Rank # 203
 Income Rank # 360
 APR 13.5
 SMSA Pop: 151,200

Revenue : \$1,859,217
 Income : \$ -155,401
 % Rev Gain: 13.2%
 Stations: 15/8
 Diaries: 571

National Rev: \$329,604
 Nat Rev per Cap: \$2.18
 Tot Rev per Cap: \$12.30
 Tot Inc per Cap: \$-1.03
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WJJS-F 38/22.2	23.6	21.9	1. WJJS-F 45	1. WXLK-F 525/20.6	
2. WLVA 28/16.4	18.6	22.4	2. WXLK-F 44	2. WLVA 505/36.3	
3. WXLK-F 20/11.7	4.3	1.6	3. WPVR-F 36	3. WPVR-F 399/19.5	
4. WPVR-F 19/11.1	6.8	8.3	4. WLVA 31	4. WJJS-F 356/22.9	
5. WWOD 16/ 9.4	13.0	7.3	5. WSLQ-F 18	5. WSLQ-F 264/12.8	
6. WSLQ-F 11/ 6.4	5.0	7.8	6. WWOD 17	6. WGOL-F 234/13.4	
7. WGOL-F 9/ 5.3	11.2	5.7	7. WGOL-F 13	7. WLLL 208/11.4	
8. WAKG-F 6/ 3.5	---	---	8. WAKG-F 10	8. WWOD 195/13.0	
9. WODI 5/ 2.9	---	---	9. WLLL 7	9. WAKG-F 110/ 5.7	
10. WLLL 4/ 2.3	4.3	6.8	10. WODI 5	10. WBRG 100/ 7.2	

12+ FM SHARE (METRO): 65.04% (106 of 163) (A/M 79: 55.63%)
 12+ FM SHARE (TSA) : 72.65% (170 of 234) (A/M 79: 61.67%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WJJS-F	1. WJJS-F	1. WJJS-F	1. WLVA	1. WLVA	1. WLVA
WXLK-F	2. WLVA	2. WLVA	2. WJJS-F	2. WWOD	2. WJJS-F
	3. WXLK-F	3. WXLK-F	3. WWOD	WPVR-F	3. WXLK-F

OTHER RATED STATIONS/METRO SHARE

WBRG	1050	.6	WKZZ-F	100.1	1.8	WLGW	1320	1.2
WTTX	1280	Appomattox	.6					

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		40 (3)	40 (3)	24.5
BLACK		38 (1)	38 (1)	23.3
MOR/AC	34 (3)	3 (1)	37 (4)	22.7
COUNTRY	22 (3)	6 (1)	28 (4)	17.2
BTFL MUSIC		19 (1)	19 (1)	11.7
OTHER/UNKNOWN	1 (1)		1 (1)	0.6
			163 (14)	

RADIO STATIONS

WLLL, 930, 5 KW (DAYS)	, AC	NBC, \$ 9.35	(Market 4)	
WLVA, 590, 1 KW (DA-2)	, AC	ABC-I, \$11.13	(-----)	
WODI, 1230, 1 KW/250 W	, COUNTRY	, \$ 5.25	(-----)	(BROOKNEAL)
WWOD, 1390, 5 KW/1 KW (DA-N)	, COUNTRY	CBS, \$12.00	(Waltor)	Bahakel
WGOL-F, 98.3, 3 KW @ 248,	ROCK	Source, \$ 9.80	(Market 4)	
WJJS-F, 101.7, 3 KW @ 300,	BLACK	, \$16.25	(Howard)	Neighborhood
WAKG-F, 103.3, 100 KW @ 600,	COUNTRY	ABC-F, \$ 8.90	(Carolina)	(DANVILLE)

FOR OTHER STATIONS SEE ROANOKE
 FOR TV AND NEWSPAPERS SEE ROANOKE

MACON

Market # 149
 Revenue Rank # 137
 Income Rank # 142
 APR 13.5
 SMSA Pop: 247,400

Revenue : \$2,993,986
 Income : \$ 220,157
 % Rev Gain: 16.7%
 Stations: 16/10
 Diaries: 534

National Rev: \$636,056
 Nat Rev per Cap: \$2.57
 Tot Rev per Cap: \$12.10
 Tot Inc per Cap: \$.89
 Profit Margin: 7.4%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WMAZ-F 54/20.1	16.9	17.5	1. WMAZ-F 114	1. WMAZ-F 1482/36.4
2. WMAZ 41/15.2	13.2	18.6	2. WDEN-F 61	2. WMAZ 831/28.0
3. WDEN-F 33/12.3	8.8	9.5	3. WCRY-F 56	3. WDEN-F 651/18.2
4. WCRY-F 32/11.9	8.1	9.1	4. WMAZ 51	4. WCRY-F 604/17.9
5. WPGA-F 17/ 6.3	---	.7	5. WPGA-F 25	5. WIBB 376/13.1
6. WIBB 15/ 5.6	8.8	8.4	6. WIBB 21	6. WDDO 333/15.2
7. WDDO 13/ 4.8	14.6	6.0	7. WVOC-F 16	7. WPGA-F 300/11.0
8. WAVC 12/ 4.5	---	---	8. WRBN-F 15	8. WRBN-F 287/12.8
WRBN-F 12/ 4.5	5.8	3.5	WDDO 15	9. WNEX 234/10.9
10. WNEX 8/ 3.0	5.1	5.6	10. WAVC 12	10. WVOC-F 222/ 2.3

12+ FM SHARE (METRO): 61.00% (158 of 259) (A/M 79: 47.23%)
 12+ FM SHARE (TSA) : 72.37% (317 of 438) (A/M 79: 58.13%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMAZ-F	1. WMAZ-F	1. WMAZ-F	1. WMAZ-F	1. WCRY-F	1. WMAZ-F
2. WIBB	2. WPGA-F	2. WDEN-F	2. WDEN-F	2. WMAZ	2. WMAZ
WRBN-F	3. WMAZ	3. WMAZ	3. WMAZ	3. WDEN-F	3. WDEN-F

OTHER RATED STATIONS/METRO SHARE

WBML 900	2.2	WKLS-F 96.1	Atlanta	1.5
WDEN 1500	2.2	WVOC-F 102.9	Columbus	.4
WFDR-F 93.3	Manchester	WZGC-F 92.9	Atlanta	.4

FORMATS :

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	8 (1)	89 (6)	97 (7)	37.5
MOR/AC	41 (1)		41 (1)	15.8
COUNTRY	6 (1)	33 (1)	39 (2)	15.1
BLACK/DISCO	28 (2)	4 (1)	32 (3)	12.4
BTFM MUSIC		32 (1)	32 (1)	12.4
RELIGION	18 (2)		18 (2)	6.9
			259 (16)	

RADIO STATIONS

WAVC, 1350, 5 KW (DAYS)	, RELIGION	, \$ 4.00 (-----)	(WARNER-ROB)
WDDO, 1240, 1 KW/250 W	, BLACK	NBN, \$14.70	(Selcom)
WIBB, 1280, 5 KW (DAYS)	, BLACK	SBN, \$11.40	(Dora-Clayton)
WMAZ, 940, 50 KW/10 KW (DA-N)	MOR	CBS, \$36.50	(Katz) Multimedia
WNEX, 1400, 1 KW/250 W	, ROCK	ABC-C, \$10.25	(P/W)
WCRY-F, 107.9, 100 KW @ 700	BTFM MUS (Bonne)	NBC, \$14.70	(Selcom)
WDEN-F, 105.3, 50 KW @ 300	COUNTRY	, \$17.78	(HR/Stone)
WMAZ-F, 99.1, 100 KW @ 662	CONTEMP (Drake-Chen)	ABC-F, \$36.50	(Katz) Multimedia
WPGA-F, 100.9, 3 KW @ 200	ROCK (?)	ABC-F, \$ 4.00	(-----) (PERRY)
WRBN-F, 101.7, 3 KW @ 205	CONTEMP	, \$ 8.00	(Carpenter) (WARNER-ROB)

WVOC-F - See Columbus, GA

TV STATIONS

WCWB	Macon	41	NBC	WMAZ	Macon	13	CBS,ABC, Multimedia
------	-------	----	-----	------	-------	----	---------------------

NEWSPAPERS

Macon News	E	21,647, Knight-Ridder
Macon Telegraph	M	51,487, Knight-Ridder

MADISON

Market # 113
 Revenue Rank # 76
 Income Rank # 40
 APR 14.6
 SMSA Pop: 324,100

Revenue : \$5,714,111
 Income : \$1,336,701
 % Rev Change: 21.1%
 Stations: 15/8
 Diaries: 742

National Rev: \$978,738
 Nat Rev per Cap: \$3.02
 Tot Rev per Cap: \$17.63
 Tot Inc per Cap: \$4.12
 Profit Margin: 23.4%

12+ METRO 1/4/SHARE		A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WTSO	62/15.5	18.0	12.6	1. WZEE-F 92	1. WZEE-F / 1393/28.2
2. WMAD-F	41/10.3	8.1	8.4	2. WTSO 84	2. WTSO 1067/24.5
WIBA	41/10.3	12.7	11.2	3. WLVE-F 66	3. WISM 848/27.2
WISM-F	41/10.3	4.6	6.3	4. WISM-F 49	4. WISM-F 839/25.4
5. WZEE-F	37/ 9.3	7.4	13.6	5. WMAD-F 46	5. WLVE-F 838/15.9
6. WLVE-F	36/ 9.0	6.7	5.2	6. WIBA 41	6. WMAD-F 666/21.0
7. WISM	32/ 8.0	10.4	8.4	7. WISM 33	7. WIBA 593/21.3
8. WWQM-F	17/ 4.3	3.2	3.5	8. WFAW-F 21	8. WWQM-F 463/15.9
9. WIBA-F	14/ 3.5	7.4	7.3	9. WWQM-F 18	9. WIBA-F 338/10.9
10. WFAW-F	10/ 2.5	.9	2.6	10. WIBA-F 17	10. WFAW-F 333/ 5.3

12+ FM SHARE (METRO): 58.00% (203 of 350) (A/M 79: 44.44%)

12+ FM SHARE (TSA) : 63.98% (318 of 497) (A/M 79: 50.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWQM-F	1. WMAD-F	1. WTSO	1. WTSO	1. WTSO	1. WTSO
2. WZEE-F	WISM-F	2. WISM-F	2. WLVE-F	2. WIBA	2. WZEE-F
WMAD-F	3. WZEE-F	3. WMAD-F	3. WIBA	3. WLVE-F	3. WLVE-F

OTHER RATED STATIONS/METRO SHARE

WNWC-F	102.5	1.8	WGN	720	Chicago	1.0
WWQM	1550	.8	WIBU	1240	Poynette	.5
WBBM	780	Chicago				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	32 (1)	109 (4)	141 (5)	40.3
MOR/AC	47 (3)	41 (1)	88 (4)	25.1
COUNTRY	65 (2)		65 (2)	18.6
BTFL MUSIC		46 (2)	46 (2)	13.1
RELIGION		7 (1)	7 (1)	2.0
NEWS/TALK	3 (1)		3 (1)	0.9
			350 (15)	

RADIO STATIONS

WIBA, 1310, 5 KW (DA-N)	, MOR	CBS, \$19.00	(Selcom)	Des Moines Reg
WISM, 1580, 5 KW (DA-2)	, CONTEMP	, \$23.80	(Mc-Guild)	Midwest Family
WTSO, 1070, 10 KW/5 KW (DA-2), COUNTRY		, \$19.19	(Torbet)	Midcontinent
WIBA-F, 101.5, 50 KW @ 470, AOR		, \$15.25	(Selcom)	Des Moines Reg
WISM-F, 98.1, 20 KW @ 350, AC/CONTEMP		, \$21.62	(Mc-Guild)	Midwest Family
WMAD-F, 92.1, 3 KW @ 380, AOR (Burk-Abr)		, \$27.75	(Christal)	Patten
WWQM-F, 106.3, 1.8 KW @ 380, ROCK		, \$15.50	(Masla)	McKenna
WZEE-F, 104.1, 6.3 KW @ 1120, ROCK (Drake-Chen)		, \$20.00	(Torbet)	Midcontinent
WFAW-F, 107.3, 50 KW @ 500, BTFL MUS (FM-100)		, \$10.59	(----)	(FORT ATKINSON)
WLVE-F, 94.9, 37 KW @ 1300, BTFL MUS (Bonne)		, \$25.00	(MarRet 4)	(BARABOO)

TV STATIONS

WISC	Madison	3	CBS, Morgan Murphy
WKOW	Madison	27	ABC
WMTV	Madison	15	NBC, Forward

NEWSPAPERS

Madison Capitol Times	E	34,441
Wisconsin State Journal	M	76,796
Madison Press Connection	M	10,060

MANCHESTER

Market # 201
 Revenue Rank # 157
 Income Rank # 230
 APR 15.0
 SMSA Pop: 157,200

Revenue : \$2,536,763
 Income : \$ 68,344
 % Rev Change: 18.6%
 Stations: 24/6
 Diaries: 519

National Rev: \$444,920
 Nat Rev per Cap: \$2.83
 Tot Rev per Cap: \$16.14
 Tot Inc per Cap: \$.43
 Profit Margin: 2.7%

12+ METRO	1/4/SHARE	A/M 79	A/M 78
1. WFEA	28/14.1	11.0	10.6
2. WGIR	21/10.6	16.8	15.9
3. WZID-F	20/10.1	8.7	9.7
4. WKBR	18/ 9.0	11.0	11.1
5. WVBF-F	11/ 5.5	2.9	4.3
6. WGIR-F	10/ 5.0	4.0	3.4
WSSH-F	10/ 5.0	2.3	1.9
8. WAAF-F	9/ 4.5	.6	1.0
9. WROR-F	7/ 3.5	2.9	3.9
WCGY-F	7/ 3.5	6.9	5.8

12+ TSA	1/4
1. WZID-F	41
2. WOKQ-F	34
3. WFEA	31
WBZ	31
5. WSSH-F	29
6. WGIR	26
7. WCGY-F	24
8. WCOZ-F	22
9. WVBF-F	21
10. WROR-F	20

12+ TSA	CUME/MSA	CUME RAT
1. WBZ	681/15.8	
2. WGIR	553/28.3	
3. WFEA	516/29.0	
4. WRKO	478/11.3	
5. WZID-F	464/18.1	
6. WSSH-F	424/11.7	
7. WCGY-F	419/12.0	
8. WOKQ-F	403/ 8.9	
9. WGIR-F	378/16.3	
10. WKBR	343/24.6	

12+ FM SHARE (METRO): 58.82% (110 of 187) (A/M 79: 49.68%)
 12+ FM SHARE (TSA) : 71.63% (303 of 423) (A/M 79: 57.75%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAAF-F	1. WFEA	1. WFEA	1. WFEA	1. WGIR	1. WBZ
2. WFEA	2. WGIR-F	2. WGIR-F	2. WZID-F	2. WKBR	2. WGIR
3. WVBF-F	3. WROR-F	WZID-F	3. WKBR	3. WZID-F	3. WFEA

OTHER RATED STATIONS/METRO SHARE

WBCN-F	104.1	Boston	2.5	WHOM-F	94.9	Mt. Washington	2.0
WBZ	1030	Boston	3.0	WHUE-F	100.7	Boston	1.5
WCOZ-F	94.5	Boston	3.5	WJIB-F	96.9	Boston	1.0
WCRB-F	102.5	Boston	.5	WOKQ-F	97.5	Dover	3.0
WEEI	590	Boston	.5	WOTW-F	106.3	Nashua	.5
WEEI-F	103.3	Boston	2.0	WRKO	680	Boston	1.5
WFMP-F	104.5	Fitchburg, MA	1.0	WXKS-F	107.9	Boston	.5

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	31 (2)	63 (10)	94 (12)	50.3
MOR/AC	45 (3)		45 (3)	24.1
BTFL MUSIC		39 (5)	39 (5)	20.9
COUNTRY		6 (1)	6 (1)	3.2
CLASSICAL		1 (1)	1 (1)	0.5
NEWS/TALK		1 (1)	1 (1)	0.5
BLACK/DISCO		1 (1)	1 (1)	0.5
			187 (24)	

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2)	, CONTEMP	ABC-C, \$21.50	(Mc-Guild)	Ocean Coast
WGIR, 610, 5 KW/1 KW (DA-2), MOR		NBC, \$19.50	(MMR)	Knight
WKBR, 1250, 5 KW (DA-2), MOR		CBS, \$19.00	(Queen)	
WGIR-F, 101.1, 10 KW @ 920, ROCK		Source, \$12.50	(MMR)	Knight
WZID-F, 95.7, 10.5 KW @ 930, BTFL MUS		, \$16.00	(Torbet)	Good Neighbor
WOKQ-F, 97.5, 50 KW @ 290, COUNTRY		, \$19.00	(Schutz)	(DOVER)

TV STATIONS

WMUR Manchester 9 ABC, United

NEWSPAPER

Manchester Union Leader AD 64,127

(McAllen only-all data)

McALLEN-BROWNSVILLE

Market # 151
Revenue Rank # 185
Income Rank # 354
APR 19,5
SMSA Pop: 244,200

Revenue : \$2,084,872
Income : \$ -112,679
% Rev Loss: -1.2%
Stations: 15/6
Diaries: 479

National Rev: \$265,152
Nat Rev per Cap: \$1.09
Tot Rev per Cap: \$8.54
Tot Inc per Cap: \$-4.46
Profit Margin: -----

Table with 5 columns: Station Name, 12+ METRO 1/4/SHARE, A/M 79, A/M 78, 12+ TSA 1/4, 12+ TSA CUME/MSA CUME RAT. Lists stations like KGBT, KBFM-F, KRIO*, KRGV, KIWW-F*, Kelt-F, KRix-F*, KDUV-F, KQXX-F, Kirt.

12+ FM SHARE (METRO): 39.02% (224 of 574) (A/M 79: 31.30%)
12+ FM SHARE (TSA) : 38.68% (234 of 605) (A/M 79: 36.86%)

Table with 6 columns: TEENS, 18 - 34, 18 - 49, 25 - 54, 35 - 64, 12+ TSA AMD. Lists top stations in each age group like KBFM-F, KRIO, KRGV, KGBT, KBFM-F, KRIO, KIBW-F, KBFM-F, KRIO.

*Arbitron has determined that these stations ran on-air survey announcements: KRIO, KIWW-F, KRIX-F

OTHER RATED STATIONS/METRO SHARE

Table listing other stations: KBOR 1600, KURV 710, KVLY 107.9, KSOX 1240, KTRH 740, Raymondville 1.5, Houston 1.1.

FORMATS

Table showing format distribution: SPANISH, ROCK/AOR/CONTEMP, COUNTRY, BTFL MUSIC, NEWS/TALK. Includes columns for AM, FM, TOTAL, and %.

RADIO STATIONS

Table listing radio stations with power and format: KBOR, KGBT, KIRT, KRGV, KSOX, KRIO, KBFM-F, KDUV-F, Kelt-F, KQXX-F, KIWW-F, KRIX-F. Includes associated costs and agency names.

TV STATIONS

Table listing TV stations: KGBT Harlingen 4 CBS/NBC, Tichenor; KRGV Weslaco 5 ABC, Manship.

NEWSPAPERS

Table listing newspapers: Brownsville Herald E 12,288, Freedom; McAllen Monitor E 19,935, Freedom; Harlingen Valley Star M 20,552, Freedom.

MEDFORD

Market # 236
 Revenue Rank # 212
 Income Rank # 353
 APR 14.5
 SMSA Pop: 127,200

Revenue : \$1,737,583
 Income : \$ -111,039
 % Rev Gain: 13.2%
 Stations: 12/6
 Diaries: 599

National Rev: \$209,160
 Nat Rev per Cap: \$1.64
 Tot Rev per Cap: \$13.66
 Tot Inc per Cap: \$-.87
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KTMT-F 34/22.1	22.4	10.9	1. KTMT-F 51	1. KTMT-F 531/29.1
2. KYJC 31/20.1	17.8	21.8	2. KYJC 31	2. KBOY-F+ 413/33.3
3. KBOY-F+ 26/16.9	15.1	21.0	3. KBOY-F+ 30	3. KYJC 391/35.5
4. KCMX 19/12.3	9.9	12.9	4. KAGI 22	4. KAGI 306/ 2.5
5. KMED 12/ 7.8	6.6	10.9	5. KCMX 19	5. KCMX 250/22.8
6. KKIC-F 9/ 5.8	5.9	---	6. KMED 13	6. KMED 229/20.2
7. KSHA 8/ 5.2	5.3	8.2	7. KKIC-F 9	7. KKIC-F 166/13.0
8. KRVB 6/ 3.9	3.3	3.4	8. KSHA 8	8. KSHA 118/10.7
9. KDOV 3/ 1.9	2.0	3.4	9. KRVB 6	9. KRVB 75/ 6.8
10. KAGI 1/ .6	2.6	---	10. KGO 3	10. KGO 72/ 4.2

12+ FM SHARE (METRO): 38.00% (57 of 150) (A/M 79: 36.36%)
 12+ FM SHARE (TSA) : 38.97% (76 of 195) (A/M 79: 33.33%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KBOY-F+	1. KYJC	1. KYJC	1. KYJC	1. KTMT-F	1. KTMT-F
2. KYJC	2. KBOY-F+	2. KBOY-F+	2. KTMT-F	2. KCMX	2. KYJC
3. KKIC-F	3. KKIC-F	3. KTMT-F	3. KCMX	3. KYJC	KAGI

OTHER RATED STATIONS/METRO SHARE

KGO 810 San Francisco .6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	44 (3)	23 (2)	67 (5)	44.7
BTFL MUSIC		34 (1)	34 (1)	22.7
COUNTRY	27 (2)		27 (2)	18.0
MOR/AC	18 (2)		18 (2)	12.0
RELIGION	3 (1)		3 (1)	2.0
NEWS/TALK	1 (1)		1 (1)	0.7
			150 (12)	

RADIO STATIONS

KCMX, 580, 1 KW (DA-2) , COUNTRY CBS, \$10.75 (PRO) (ASHLAND)
 KDOV, 1350, 1 KW (DAYS) , RELIGION , \$ 4.98 (Oakes) (ASHLAND)
 KMED, 1440, 5 KW/1 KW , MOR NBC, \$10.08 (Buckley)
 KRVB, 1300, 5 KW (DAYS) , AC MBS, \$ 6.25 (Tacher)
 KSHA, 860, 1 KW (DAYS) , COUNTRY , \$ 7.00 (Lucas)
 KYJC, 1230, 1 KW , ROCK ABC-C, \$10.59 (T rbet)
 KAGI, 930, 5 KW/1 KW (DA-N), CONTEMP/AC , \$ 6.84 (Masla) (GRANTS PASS)
 KBOY-F+, 95.3, 3 KW @ 357, ROCK ABC-E, \$ 9.00 (Lotus)
 KKIC-F, 101.7, 3 KW @ 287, ROCK (Century 21) Source, \$ 5.50 (PRO) (ASHLAND)
 KTMT-F, 93.7, 18 KW @ 3263, BTFL MUS ABC-I, \$10.68 (Buckley)

KGO - See San Francisco

TV STATIONS

KOBI Medford 5 CBS/ABC, Cal-Oregon
 KTVL Medford 10 NBC/ABC

NEWSPAPER

Medford Mail Tribune E 26,862, Ottaway

MELBOURNE-TITUSVILLE-COCOA

Market # 153
 Revenue Rank # 173
 Income Rank # 377
 APR 13.2
 SMSA Pop: 236,200

Revenue : \$2,311,061
 Income : \$ -297,846
 % Rev Change: 33.2%
 Stations: 17/11
 Diaries: 507

National Rev: \$625,345
 Nat Rev per Cap: \$2.65
 Tot Rev per Cap: \$9.78
 Tot Inc per Cap: \$-1.26
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WCKS-F 56/20.1	25.8	18.6	1. WCKS-F 56	1. WCKS-F 715/33.3	
2. WDBO-F 40/14.3	11.3	12.3	2. WDBO-F 40	2. WDBO-F 495/22.2	
3. WDIZ-F 28/10.0	11.3	9.6	3. WDIZ-F 30	3. WDIZ-F 368/17.1	
4. WLLV-F 20/ 7.2	5.2	4.0	4. WLLV-F 20	4. WMEL 326/15.1	
5. WYRL-F 18/ 6.5	2.7	6.0	5. WEZY-F 18	5. WAMT 287/13.6	
WEZY-F 18/ 6.5	5.8	6.6	WYRL-F 18	6. WYRL-F 236/10.7	
7. WMEL 11/ 3.9	6.5	5.0	7. WMEL 12	7. WEZY-F 231/11.0	
WTAI 11/ 3.9	1.7	2.3	8. WTAI 11	8. WLLV-F 183/ 8.0	
9. WCWR 10/ 3.6	4.5	4.3	9. WAMT 10	9. WKKO 168/ 8.0	
WAMT 10/ 3.6	2.4	4.7	WCWR 10	10. WCWR 154/ 7.3	

12+ FM SHARE (METRO): 77.02% (191 of 248) (A/M 79: 76.10%)
 12+ FM SHARE (TSA) : 75.69% (193 of 255) (A/M 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCKS-F	1. WCKS-F	1. WCKS-F	1. WCKS-F	1. WDBO-F	1. WCKS-F
2. WDIZ-F	2. WDIZ-F	2. WDIZ-F	2. WDBO-F	2. WLLV-F	2. WDBO-F
		3. WDBO-F	3. WLLV-F	3. WEZY-F	3. WDIZ-F

OTHER RATED STATIONS/METRO SHARE

WAJX-F 98.3	2.5	WGTO 540	Cypress Gardens 2.2
WKKO 860	1.1	WHOO 990	Orlando .7
WMMB 1240	.7	WORJ-F 107.7	Mt. Dora 1.4
WDBO 580	Orlando .7		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	3 (1)	95 (4)	98 (5)	39.5
BTFL MUSIC		78 (3)	78 (3)	31.5
COUNTRY	29 (4)	18 (1)	47 (5)	19.0
MOR/AC	25 (4)		25 (4)	10.1
			248 (17)	

RADIO STATIONS

WAMT, 1060, 10 KW/5 KW , MOR	ABC-I, \$12.50 (Torbet)	Regional
WCWR, 1350, 1 KW (DA-N),COUNTRY	ABC-E, \$ 6.00 (-----)	
WMEL, 920, 1 KW (DA-N),MOR	CBS, \$ 6.75 (Masla)	Elyria-Lorain
WTAI, 1560, 5 KW (DAYS),COUNTRY (Century 21)	ABC-E, \$ 5.00 (Bolton)	
WCKS-F, 101.1, 100 KW @ 500, ROCK	, \$23.00 (P/W)	
WEZY-F, 99.3, 3 KW @ 300, BTFL MUS	, \$ 7.50 (-----)	
WLLV-F, 107.1, 3 KW @ 300, BTFL MUS (TM)	, \$ 6.50 (Bolton)	
WYRL-F, 102.3, 3 KW @ 239, COUNTRY	MBS, \$ 7.35 (Sav-Gates)	

FOR OTHER STATIONS SEE ORLANDO

TV STATIONS AND ADI INFO - SEE ORLANDO

NEWSPAPER

Cocoa Today M 62,459, Gannett

MEMPHIS

Market # 42; ADI # 33
 Revenue Rank # 35
 Income Rank # 51
 APR 13.7
 SMSA Pop: 895,000

Revenue : \$11,815,884
 Income : \$ 1,048,938
 % Rev Change: 14.5%
 Stations: 15/16
 Diaries: 857

National Rev: \$3,346,454
 Nat Rev per Cap: \$3.74
 Tot Rev per Cap: \$13.20
 Tot Inc per Cap: \$1.17
 Profit Margin: 8.9%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WHRK-F	126/12.6	9.2	7.2	6.1	6.5	1. WMC-F	194	1. WMC-F	3068/20.9
2. WEZI-F	105/10.5	10.9	10.4	11.6	9.1	2. WHRK-F	189	2. WHBQ	2758/14.7
3. WZXR-F	102/10.2	8.6	7.5	7.5	6.5	3. WEZI-F	166	3. WDIA	2374/19.9
4. WMC	97/ 9.7	8.8	14.0	11.6	13.3	4. WMC	141	4. WMC	2343/21.6
5. WMC-F	94/ 9.4	10.5	10.1	6.8	6.5	5. WZXR-F	139	5. WEZI-F	2255/18.8
6. WDIA	87/ 8.7	7.9	7.5	7.9	10.6	6. WDIA	135	6. WHRK-F	2111/19.6
7. WLOK	67/ 6.7	5.8	8.6	6.8	6.6	7. WHBQ	105	7. WMPS	1912/10.7
8. WQUD-F	56/ 5.6	5.8	5.6	5.2	4.8	8. WMPS	99	8. WZXR-F	1529/14.4
9. WREC	45/ 4.5	4.1	3.7	6.7	6.0	9. WQUD-F	75	9. WREC	1508/12.4
10. WHBQ	38/ 3.8	6.6	7.7	10.5	12.4	10. WREC	69	10. WQUD-F	1301/13.0
11. WMPS	35/ 3.5	6.3	3.8	3.6	5.6	11. WLOK	67	11. WLOK	1257/16.6

12+ FM SHARE (METRO): 56.18% (541 of 963) (A/M 79: 45.92%)
 12+ FM SHARE (TSA) : 55.20% (828 of 1500) (A/M 79: 45.54%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHRK-F	1. WZXR-F	1. WHRK-F	1. WEZI-F	1. WEZI-F	1. WMC-F
WZXR-F	2. WHRK-F	2. WZXR-F	WMC	2. WMC	2. WMC
3. WLOK	3. WMC-F	3. WMC-F	3. WMC-F	3. WHRK-F	3. WDIA
4. WMC-F	4. WQUD-F	4. WMC	4. WHRK-F	4. WDIA	4. WHBQ
	5. WDIA	5. WEZI-F	5. WDIA	5. WREC	5. WHRK-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	38 (1)	252 (3)	290 (4)	30.1
BLACK/DISCO	154 (2)	126 (1)	280 (3)	29.1
COUNTRY	132 (2)		132 (2)	13.7
BTFL MUSIC		105 (1)	105 (1)	10.9
RELIGION	27 (1)	23 (1)	50 (2)	5.2
MOR/AC	45 (1)		45 (1)	4.7
UNKNOWN		35 (1)	35 (1)	3.6
NEWS/TALK	26 (1)		26 (1)	2.7
			963 (15)	

MEMPHIS ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>
1. WHRK-F	1. WMC-F	1. WMC	KWAM 990 2.7
2. WMC-F	2. WHBQ	2. WHRK-F	KWAM-F 101.1 2.3
3. WEZI-F	3. WMC	3. WZXR-F	WLVS-F 94.3 Germantown 3.5
4. WMC	4. WDIA	4. WDIA	WWE 1430 2.6
5. WDIA	5. WEZI-F	5. WLOK	
6. WHBQ	6. WHRK-F	6. WMC-F	
7. WMPS	7. WMPS	7. WHBQ	
8. WQUD-F	8. WZXR-F	WEZI-F	
9. WLOK	9. WREC	9. WMPS	
10. WREC	10. WLOK	10. WLVS-F	
11. KCRV	11. WQUD-F		
12. WLVS-F	12. WLVS-F		
13. KWAM	13. KCRV		
14. WWE	14. KWAM-F		
15. KWAM-F	15. KWAM		

ADI FM SHARE: 52.07% (856 of 1644) (A/M 79: 45.52%)

AM STATIONS

KWAM, 990, 10 KW (DAYS,DA) , RELIGION	, \$ 16.00 (Stars) Rivers
WDIA, 1070, 50 KW/5 KW (DA-2), BLACK	MBS, \$ 46.50 (Howard) Viacom
WHBQ, 560, 5 KW/1 KW (DA-2), CONTEMP	ABC-I, \$114.37 (RKO) RKO
WLOK, 1340, 1 KW/250 W , BLACK	SBN, \$ 34.50 (HR/Stone) Gilliam
WMC , 790, 5 KW (DA-N) , COUNTRY	ABC-I, \$ 99.00 (Blair) Scripps-Howard
WMPS, 680, 10 KW/5 KW (DA-N), COUNTRY	ABC-E, \$ 48.38 (Eastman) Plough
WREC, 600, 5 KW (DA-N) , MOR/AC	CBS, \$ 48.00 (Mc-Guild) Summit
WWE, 1430, 1 KW (DAYS) , NEWS/TALK	MBS, \$ 15.00 (Selcom)
KCRV, 1370, 1 KW (DAYS) , COUNTRY	MBS, \$ 7.00 (Corbett)(CARUTHERSVILLE MO)

FM STATIONS

KWAM-F, 101.1, 100 KW @ 390, RELIGION	, \$ 20.00 (Stars) Rivers
WEZI-F, 105.9, 100 KW @ 762, BIFL MUS (Schulke)	, \$ 80.00 (Katz) Southern/Harte
WHRK-F, 97.1, 100 KW @ 530, DISCO	ABC-F, \$ 60.00 (Eastman) Plough
WLVS-F, 94.3, 3 KW @ 300, ? ?	ABC-I, \$ 15.00 (Selcom)
WMC-F , 99.7, 300 KW @ 970, ROCK	, \$ 58.00 (Blair) Scripps-Howard
WQUD-F, 104.5, 100 KW @ 750, SOFT/AC	, \$ 33.25 (Torbet) Viacom
WZXR-F, 102.7, 100 KW @ 900, AOR (Burk-Abr)	Source, \$ 48.00 (Mc-Guild) Summit

TV STATIONS

WHBQ	Memphis	13	ABC, RKO
WMC	Memphis	5	NBC, Scripps-Howard
WREG	Memphis	3	CBS, New York Times

NEWSPAPERS

Memphis Commercial Appeal	M	203,679, Scripps-Howard
Memphis Press-Scimitar	E	101,635, Scripps-Howard

MIAMI

Market # 22; ADI # 15
 Revenue Rank # 19
 Income Rank # 74
 APR 16.7
 SMSA Pop: 1,508,200

Revenue : \$22,893,740
 Income : \$ 637,661
 % Rev Change: 9.2%
 Stations: 29/24
 Diaries: 1434

National Rev: \$6,526,505
 Nat Rev per Cap: \$4.33
 Tot Rev per Cap: \$15.18
 Tot Inc per Cap: \$.42
 Profit Margin: 2.8%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WRHC	203/9.5	7.5	4.0	3.4	3.1	1. WHYI-F 278	1. WHYI-F	4552/18.9
2. WQBA	168/7.9	10.8	9.0	12.6	11.0	2. WLYF-F 220	2. WINZ	3261/14.4
3. WHYI-F	154/7.2	4.4	7.1	7.4	7.6	3. WRHC 208	3. WLYF-F	2964/ 8.5
4. WEDR-F	115/5.4	5.3	4.7	3.9	3.8	4. WNWS 179	4. WNWS	2668/10.8
5. WYOR-F	111/5.2	3.6	5.0	6.2	7.0	5. WINZ 176	5. WKQS-F	2446/ 5.1
6. WCMQ-F	102/4.8	3.4	6.5	4.1	4.5	6. WQBA 173	6. WIOD	2439/ 9.2
7. WINZ	99/4.6	4.1	4.9	5.2	3.6	7. WKQS-F 156	7. WAXY-F	2226/ 7.3
8. WINZ-F	92/4.3	4.6	1.9	2.0	4.4	8. WAXY-F 155	8. WMJX-F	2166/10.6
9. WWWL-F	80/3.8	2.8	2.5	1.8	2.4	9. WYOR-F 146	9. WINZ-F	2147/10.9
10. WNWS	77/3.6	3.2	.9	1.2	.5	10. WAIA-F 143	10. WSHE-F	1882/ 5.7
11. WWOK	72/3.4	1.7	2.8	2.3	2.6	11. WIOD 140	11. WAIA-F	1850/ 6.1
12. WLYF-F	71/3.3	4.6	5.3	4.4	4.0	12. WWWL-F 126	12. WQAM	1826/ 7.5
13. WQBA-F	69/3.2	3.9	2.1	.4	.3	13. WINZ-F 118	13. WWWL-F	1741/ 7.2
14. WOCN	66/3.1	2.5	2.0	3.6	2.8	14. WSHE-F 118	14. WGBS	1494/ 7.0
15. WIOD	63/3.0	5.0	1.9	4.1	2.8	15. WEDR-F 117	15. WQBA	1473/10.9

12+ FM SHARE (METRO): 52.80% (1093 of 2070) (A/M 79: 51.86%)
 12+ FM SHARE (TSA) : 59.31% (2003 of 3377) (A/M 79: 57.12%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHYI-F	1. WHYI-F	1. WHYI-F	1. WRHC	1. WRHC	1. WHYI-F
2. WINZ-F	2. WEDR-F	2. WRHC	2. WQBA	2. WQBA	2. WINZ
3. WEDR-F	3. WCMQ-F	3. WEDR-F	3. WHYI-F	3. WYOR-F	3. WQBA
4. WMJX-F	4. WINZ-F	4. WCMQ-F	4. WCMQ-F	4. WWOK	4. WIOD
	5. WWWL-F	5. WQBA	5. WEDR-F	5. WLYF-F	5. WRHC

FORMATS

	AM	FM	TOTAL	%
SPANISH	473 (4)	171 (2)	644 (6)	31.1
ROCK/AOR/CONTEMP	43 (1)	472 (6)	515 (7)	24.9
BTFL MUSIC	58 (1)	222 (4)	280 (5)	13.5
NEWS/TALK	205 (3)		205 (3)	9.9
MOR/AC	98 (2)	62 (1)	160 (3)	7.7
BLACK/DISCO/JAZZ	28 (1)	126 (2)	154 (3)	7.4
COUNTRY	72 (1)		72 (1)	3.5
CLASSICAL		40 (1)	40 (1)	1.9
			2070 (29)	

MIAMI ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE
1. WHYI-F	1. WHYI-F	1. WQBA	WAIA-F 97.3 2.9
2. WRHC	2. WINZ	2. WRHC	WCMQ 1220 11.7
3. WLYF-F	3. WLYF-F	3. WCMQ-F	WGBS 710 1.6
4. WQBA	4. WNWS	4. WHYI-F	WKAT 1360 1.4
5. WINZ	5. WIOD	5. WINZ	WMBM 1490 1.3
6. WNWS	6. WINZ-F	6. WEDR-F	WMJX-F 96.3 2.7
7. WYOR-F	7. WMJX-F	7. WYOR-F	WQAM 560 2.0
8. WAXY-F	8. WKQS-F	8. WWOK	WTMI-F 93.1 1.9
9. WAIA-F	9. WAXY-F	9. WNWS	WVCG 1080 Coral Gables 2.7
10. WKQS-F	10. WAIA-F	10. WIOD	WAXY-F 105.9 Fort Lauder. 2.3
11. WIOD	11. WWL-F		WCKO-F 102.7 Pompano Beach .5
12. WWL-F	12. WQAM		WEWZ-F 106.7 Fort Lauder. .6
13. WEDR-F	13. WSHE-F		WSHE-F 103.5 Fort Lauder. 1.8
WINZ-F	14. WQBA		WKQS-F 99.9 Boca Raton 1.3
15. WCMQ-F	15. WVCG		

ADI FM SHARE: 55.28% (1844 of 3336) (A/M 79: 54.21%)

AM STATIONS

WGBS, 710, 50 KW (DA-2)	, MOR	ABC-E, \$ 55.65	(CBS Spot)	Jeff-Pilot
WINZ, 940, 50 KW/10 KW (DA-2)	, NEWS	MBS,CBS, \$ 75.00	(Katz)	Guy Gannett
WIOD, 610, 5 KW (DA-2)	, MOR/AC	, \$ 53.25	(Christal)	Cox
WNWS, 790, 5 KW (DA-2)	, NEWS/TALK	, \$ 32.25	(----)	Sudbrink
WOCN, 1450, 1 KW/250 W	, SPANISH	, \$ 29.00	(National)	
WQAM, 560, 5 KW/1 KW	, ROCK	, \$ 53.50	(Blair)	Storz
WQBA, 1140, 10 KW/5 KW (DA-2)	, SPANISH	, \$112.50	(Eastman)	Susquehanna
WRHC, 1550, 10 KW (DAYS,DA)	, SPANISH NEWS/TALK	, \$ 62.50	(P/W)	
WVCG, 1080, 10 KW (DA-2)	, BTFL MUS (TM)	, \$ 33.75	(Torbet)	Insilco
WWOK, 1260, 5 KW (DA-2)	, COUNTRY	NBC, \$ 45.00	(Mc-Guild)	Metroplex

FM STATIONS

WAIA-F, 97.3, 98 KW @ 790	AC/MOR (Bonne)	ABC-C, \$ 55.56	(Christal)	Cox
WCMQ-F, 92.1, 3 KW @ 300	SPANISH	, \$ 71.38	(MMR)	
WEDR-F, 99.1, 70 KW @ 165	BLACK	NBN, \$ 41.00	(Stars)	
WINZ-F, 94.9, 100 KW @ 650	AOR	MBS, \$ 65.00	(Katz)	Guy Gannett
WLYF-F, 101.5, 100 KW @ 813	BTFL MUS (Schulke)	, \$ 74.20	(CBS Spot)	Jeff-Pilot
WMJX-F, 96.3, 100 KW @ 800	ROCK (Burk-Abr)	, \$ 50.00	(PRO)	Chartcom
WQBA-F, 107.5, 100 KW @ 500	SPANISH	, \$ 75.00	(Eastman)	Susquehanna
WWL-F, 93.9, 100 KW @ 650	SOFT ROCK	, \$ 42.50	(Masla)	
WYOR-F, 105.1, 100 KW @ 650	BTFL MUS	, \$ 58.00	(Torbet)	Insilco
WAXY-F, 105.9, 100 KW @ 1049	OLDIES	ABC-F, \$ 91.75	(RKO)	RKO
WHYI-F, 100.7, 100 KW @ 1000	ROCK	, \$112.50	(Mc-Guild)	Metroplex
WSHE-F, 103.5, 100 KW @ 600	AOR (Drake-Chen)	, \$ 45.50	(Selcom)	
WKQS-F, 99.9, 100 KW @ 930	BTFL MUS (Bonne)	, \$ 33.25	(HR/Stone)	

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, Trinity	WTVJ	Miami	4	CBS, Wometco
				WKID	Ft. Lau	51	IND

NEWSPAPERS	Miami Herald	M	398,239, Knight Ridder	Miami News	E	58,575, Cox
	Ft. Lauderdale News	E	102,022, Chi Tri	Ft. Lauderdale Sun-Sent	M	58,676, Chi Tri

MILWAUKEE

Market # 25; ADI # 26
 Revenue Rank # 23
 Income Rank # 22
 APR 17.0
 SMSA Pop: 1,410,600

Revenue : \$18,305,944
 Income : \$ 3,134,019
 % Rev Change: 26.0%
 Stations: 31/20
 Diaries: 1488

National Rev: \$4,155,518
 Nat Rev per Cap: \$2.95
 Tot Rev per Cap: \$12.98
 Tot Inc per Cap: \$2.22
 Profit Margin: 17.1%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WTMJ	338/15.0	15.3	15.9	17.4	18.2	1. WTMJ	390	1. WTMJ	5903/36.9
2. WEZW-F	271/12.0	10.3	12.5	9.7	7.7	2. WEZW-F	288	2. WISN	4227/27.5
3. WISN	232/10.3	10.7	10.7	8.0	10.5	3. WISN	268	3. WEZW-F	2989/20.6
4. WBCS-F	195/ 8.7	7.1	6.1	4.3	5.7	4. WBCS-F	214	4. WLPX-F	2783/16.8
5. WLPX-F	162/ 7.2	8.1	7.1	7.3	5.6	5. WLPX-F	193	5. WOKY	2659/18.4
6. WZUU-F	89/ 4.0	5.1	7.2	6.5	6.9	6. WZUU-F	104	6. WZUU-F	2441/16.3
7. WQFM-F	83/ 3.7	4.4	3.6	3.3	2.0	7. WMAQ	98	7. WBCS-F	2220/15.4
8. WOKY	76/ 3.4	7.2	6.6	7.6	7.3	8. WQFM-F	85	8. WKTI-F	1987/14.1
9. WKTI-F	74/ 3.3	3.8	1.9	2.7	3.2	9. WOKY	81	9. WMAQ	1789/ 6.1
10. WFMR-F	66/ 2.9	2.3	2.8	3.2	3.6	10. WKTI-F	78	10. WQFM-F	1506/10.7
11. WLUM-F	61/ 2.7	1.8	1.6	.8	.7	11. WFMR-F	67	11. WRKR-F	1380/ 8.1
12. WBCS	51/ 2.3	2.0	1.5	1.4	1.3	12. WRKR-F	65	12. WLS	1157/ 3.5

12+ FM SHARE (METRO): 54.82% (1178 of 2149) (A/M 79: 49.38%)
 12+ FM SHARE (TSA) : 52.54% (1334 of 2539) (A/M 79: 47.77%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLPX-F	1. WLPX-F	1. WISN	1. WTMJ	1. WEZW-F	1. WTMJ
2. WKTI-F	2. WISN	2. WTMJ	2. WEZW-F	2. WTMJ	2. WISN
3. WRKR-F	3. WBCS-F	3. WBCS-F	3. WISN	3. WISN	3. WBCS-F+
4. WLUM-F	4. WZUU-F	4. WLPX-F	4. WBCS-F	4. WBCS-F	4. WEZW-F
WOKY	5. WQFM-F	5. WEZW-F	5. WFMR-F	5. WFMR-F	5. WZUU-F+

FORMATS

	AM	FM	TOTAL	%
MOR/AC	666 (7)	48 (2)	714 (9)	33.2
ROCK/AOR	107 (3)	458 (5)	565 (8)	26.3
BTFL MUSIC		350 (4)	350 (4)	16.3
COUNTRY	90 (2)	195 (1)	285 (3)	13.3
BLACK/DISCO	51 (2)	61 (1)	112 (3)	5.2
CLASSICAL		66 (1)	66 (1)	3.1
NEWS/TALK	41 (2)		41 (2)	1.9
RELIGION	16 (1)		16 (1)	0.7
			2149 (31)	

MILWAUKEE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WTMJ	1. WTMJ	1. WTMJ	WAWA	1590	West Allis 1.3
2. WEZW-F	2. WISN	2. WISN	WBKV	1470	West Bend .4
3. WISN	3. WEZW-F	3. WBCS-F	WBKV-F	92.5	West Bend 1.3
4. WBCS-F	4. WLPX-F	4. WLPX-F	WEMP	1250	1.2
5. WLPX-F	5. WOKY	5. WEZW-F	WFNY-F	92.1	Racine .5
6. WZUU-F	6. WZUU-F	6. WOKY	WNOV	860	1.0
7. WQFM-F	7. WBCS-F	7. WZUU-F	WNUW-F	99.1	1.3
8. WMAQ	8. WKTJ-F	8. WLUM-F	WRJN	1400	Racine 1.2
9. WKTJ-F	9. WQFM-F		WRKR-F	100.7	Racine 2.2
10. WOKY	10. WMAQ		WTKM-F+	104.9	Hartford 1.2
11. WFMR-F	11. WRKR-F		WXJY-F	98.3	Menominee Falls 1.9
12. WLUM-F	12. WBCS		WYLO	540	Jackson .7
13. WRKR-F	13. WGN		WZUU	1290	.9
14. WBCS	14. WLUM-F		WBBM	780	Chicago 1.2
15. WBKV-F	15. WFMR-F		WGN	720	Chicago .9
			WIND	560	Chicago .6
			WLS	890	Chicago .5
			WMAQ	670	Chicago 1.7

ADI FM SHARE: 52.38% (1335 of 2527) (A/M 79: 46.31%)

AM STATIONS

WBCS, 1340, 1 KW/250 W, COUNTRY	, \$ 25.00 (Torbet)	Great Trails
WISN, 1130, 50 KW/10 KW (DA-N), AC/MOR	ABC-I, \$ 77.50 (Katz)	Hearst
WOKY, 920, 5 KW/1 KW (DA-2), ROCK	, \$ 59.50 (Blair)	Charter
WTMJ, 620, 5 KW (DA-N), MOR	NBC, \$106.25 (Christal)	Milw Journal

FM STATIONS

WBCS-F, 102.9, 50 KW @ 440, COUNTRY	MBS, \$ 60.00 (Torbet)	Great Trails
WBKV-F, 92.5, 20 KW @ 500, BTFL MUSIC	, \$ 7.50 (----)	(WEST BEND)
WEZW-F, 103.7, 20 KW @ 820, BTFL MUS (Schulke)	, \$ 57.00 (MMR)	Multimedia
WFMR-F, 96.5, 50 KW @ 387, CLASSICAL	, \$ 34.38 (Roslin)	
WKTJ-F, 94.5, 16 KW @ 911, ROCK (TM)	ABC-C, \$ 25.50 (Christal)	Milw Journal
WLPX-F, 97.3, 12 KW @ 920, AOR (Burk-Abr)	, \$ 72.50 (Katz)	Hearst
WLUM-F, 102.1, 50 KW @ 360, BLACK	NBN, \$ 22.13 (Howard)	
WQFM-F, 93.3, 50 KW @ 210, AOR	, \$ 31.75 (Selcom)	Shamrock Dev
WRKR-F, 100.7, 50 KW @ 500, ROCK	ABC-C, \$ 32.25 (Masla)	Bdcst Mng Co (RACINE)
WZUU-F, 95.7, 34 KW @ 355, ROCK	Source, \$ 46.40 (Eastman)	Malrite

Other Stations - See Chicago

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	M	324,167
Milwaukee Sentinel	E	163,367
Racine Journal Times	E	39,291, Lee

MINNEAPOLIS-ST PAUL

Market # 15; ADI # 13
 Revenue Rank # 13
 Income Rank # 6
 APR 17.0
 SMSA Pop: 2,044,800

Revenue : \$27,309,988
 Income : \$ 7,895,190
 % Rev Change: 15.8%
 Stations: 23/23
 Diaries: 1442

National Rev: \$6,035,073
 Nat Rev per Cap: \$2.95
 Tot Rev per Cap: \$13.36
 Tot Inc per Cap: \$3.86
 Profit Margin: 28.9%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WCCO	651/22.5	22.4	30.4	28.6	26.0	1. WCCO	1015	1. WCCO	11940/45.6
2. KSTP-F	274/ 9.5	10.4	6.1	5.0	4.1	2. KSTP-F	338	2. KSTP-F	4851/22.7
3. KQRS-F+	247/ 8.5	10.0	7.9	6.7	8.9	3. WDGY	298	3. KSTP	4543/21.3
4. WDGY	205/ 7.1	6.6	5.7	4.6	4.1	4. KQRS-F+	282	4. WDGY	4325/17.9
5. WAYL-F	142/ 4.9	4.9	5.9	5.1	4.4	5. WAYL-F	170	5. KQRS-F+	4081/20.7
6. WLWL-F	141/ 4.9	1.9	1.9	1.5	1.2	6. KSTP	160	6. KDWB	3470/15.8
7. KSTP	129/ 4.5	4.2	3.3	4.9	4.1	7. WLWL-F	159	7. WCCO-F	3012/13.8
8. WCCO-F	127/ 4.4	4.9	5.8	6.0	7.9	8. WCCO-F	151	8. KDWB-F	2489/12.6
9. KEEY-F	124/ 4.3	7.1	5.9	6.4	7.4	9. KEEY-F	140	9. WLWL-F	2452/12.6
10. WWTC	112/ 3.9	2.6	.6	1.7	1.9	10. KDWB	133	10. KEEY-F	2413/12.5
11. KDWB	106/ 3.7	3.5	5.0	5.4	5.9	11. WWTC	117	11. WAYL-F	2276/11.2
12. KRSI+	85/ 2.9	1.9	3.0	4.7	4.6	12. KDWB-F	93	12. WWTC	1762/10.0

12+ FM SHARE (METRO): 46.96% (1221 of 2600) (A/M 79: 42.36%)
 12+ FM SHARE (TSA) : 41.96% (1430 of 3408) (A/M 79: 39.46%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KQRS-F+	1. KSTP-F	1. WCCO	1. WCCO	1. WCCO	1. WCCO
2. KDWB	2. KQRS-F+	2. KSTP-F	2. KSTP-F	2. WDGY	2. KSTP-F
3. KSTP-F	3. WDGY	3. KQRS-F+	3. WDGY	3. WAYL-F	3. WDGY
4. KDWB-F	4. WLWL-F	4. WDGY	4. WAYL-F	4. KEEY-F	4. KQRS-F+
5. WLWL-F	5. WWTC	5. WWTC	5. WCCO-F	5. KRSI+	5. KSTP
6. WCCO	6. WCCO	6. WLWL-F	KEYEY-F	6. KSTP-F	WCCO-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	253 (3)	707 (4)	960 (7)	36.9
TALK/VARIETY	651 (1)		651 (1)	25.0
MOR/AC	214 (5)	157 (2)	371 (7)	14.3
COUNTRY	214 (2)	53 (2)	267 (4)	10.3
BTFL MUSIC		266 (2)	266 (2)	10.2
BIG BAND	47 (1)	38 (1)	85 (2)	3.3
			2600 (23)	

MINNEAPOLIS-ST PAUL ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>
1. WCCO	1. WCCO	1. WCCO	KDWB-F 101.3 2.8
2. KSTP-F	2. KSTP-F	2. KQRS-F+	KEYE 1400 .4
3. WDGY	3. KSTP	3. KSTP-F	KTCR-F 97.1 1.8
4. KQRS-F+	4. WDGY	4. WDGY	KTWN-F 107.9 Anoka 1.0
5. WAYL-F	5. KQRS-F+	5. KDWB	WAYL 980 1.5
6. KSTP	6. KDWB	6. WCCO-F	WMIN 1010 Maplewood .7
7. WLOL-F	7. WCCO-F	7. WWTC	KDHL+ 920 Faribault .4
8. WCCO-F	8. KDWB-F	8. WAYL-F	KNUJ 860 New Ulm .3
9. KEYE-F	9. KEYE-F	9. KRSI+	
10. KDWB	10. WLOL-F	10. KSTP	
11. WWTC	11. WAYL-F		
12. KDWB-F	12. WWTC		
13. KRSI+	13. KRSI+		
14. KNUJ	14. WAYL		
15. KTCR-F	15. KTCR-F		

ADI FM SHARE: 43.36% (1564 of 3607)

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), ROCK		, \$ 81.00 (RAR)	Doubleday
KSTP, 1500, 50 KW (DA-N), AC/CONTEMP	ABC-I,	\$ 52.50 (Mc-Guild)	Hubbard
WAYL, 980, 5 KW (DA-N), MOR (FM-100)		, \$ 21.00 (MMR)	Entercom
WCCO, 830, 50 KW, TALK/VARIETY/MOR	CBS,	\$156.25 (CBS Spot)	
WDGY, 1180, 50 KW/25 KW (DA-2), COUNTRY	NBC,	\$ 93.13 (Blair)	Storz
WWTC, 1280, 5 KW (DA-N), CONTEMP	MBS,	\$ 19.00 (Roslin)	
KNUJ, 860, 1 KW (DAYS), MOR		, \$ 12.50 (PRO)	(NEW ULM)
KRSI+, 950, 1 KW (DA-2), BIG BAND (Jim West)	ABC-E,	\$ 35.00 (Christal)	Park

FM STATIONS

KDWB-F, 101.3, 100 KW @ 822, ROCK		, \$ 81.00 (RAR)	Doubleday
KEYE-F, 102.1, 100 KW @ 822, BTFL MUS (Bonne)		, \$ 47.00 (Katz)	Malrite
KQRS-F+, 92.5, 50 KW @ 822, AOR (Burk-Abr)	Source,	\$ 92.50 (RKO)	McKenna
KSTP-F, 94.5, 100 KW @ 1250, CONTEMP/AC		, \$ 90.00 (Christal)	Hubbard
KTCR-F, 97.1, 50 KW @ 150, COUNTRY	MBS,	\$ 24.50 (Masla)	
WAYL-F, 93.7, 100 KW @ 822, BTFL MUS (FM-100)		, \$ 44.00 (MMR)	Entercom
WCCO-F, 102.9, 100 KW @ 1304, CONTEMP/AC	ABC-C,	\$ 57.75 (Eastman)	
WLOL-F, 99.5, 72 KW @ 449, SOFT ROCK		, \$ 23.00 (Selcom)	

TV STATIONS

KMSP	Minneapolis	9	IND, 20th Century Fox
KSTP	Minneapolis	5	ABC, Hubbard
WCCO	Minneapolis	4	CBS
WTCN	Minneapolis	11	NBC, Metromedia

NEWSPAPERS

Minneapolis Star	E	212,473
Minneapolis Tribune	M	229,754
St. Paul Dispatch	E	115,579, Knight-Ridder
St. Paul Pioneer Press	M	101,824

MOBILE

Market # 91
 Revenue Rank # 92
 Income Rank # 375
 APR 13.8
 SMSA Pop: 434,400

Revenue : \$1,244,017
 Income: \$ -283,708
 % Rev Gain: 26.5%
 Stations: 15/14
 Diaries: 622

National Rev: \$1,244,017
 Nat Rev per Cap: \$2.86
 Tot Rev per Cap: \$11.21
 Tot Inc per Cap: \$-.65
 Profit Margin: ---

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WKRJ-F	84/17.2	15.8	14.1	18.4	20.8	1. WKRJ-F	139	1. WKRJ-F	2051/33.6
2. WKSJ-F	76/15.5	8.8	10.7	5.6	9.1	2. WKSJ-F	105	2. WABB-F	1463/29.9
3. WABB-F	65/13.3	16.8	10.2	14.3	6.5	3. WABB-F	94	3. WKSJ-F	1129/22.3
4. WKRJ	49/10.0	10.6	6.8	8.6	5.1	4. WBLX-F	61	4. WBLX-F	869/19.4
5. WBLX-F	41/ 8.4	7.4	11.3	6.8	7.5	5. WKRJ	50	5. WJLQ-F	728/ 4.0
6. WGOK	32/ 6.5	6.9	5.9	4.9	5.1	6. WJLQ-F	38	6. WKRJ	682/18.0
7. WLPR-F	31/ 6.3	7.6	10.5	10.7	7.1	7. WLPR-F	36	7. WABB	570/14.9
8. WABB	20/ 4.1	5.1	5.1	6.0	10.3	8. WGOK	33	8. WLPR-F	484/12.7
9. WKSJ	17/ 3.5	1.2	1.6	.9	1.8	9. WABB	21	9. WGOK	425/11.8
10. WUNI	10/ 2.0	4.2	9.4	8.3	10.3	10. WKSJ	17	10. WUNI	387/10.2

12+ FM SHARE (METRO): 67.48% (305 of 452) (A/M 79: 62.47%)
 12+ FM SHARE (TSA) : 75.08% (473 of 630) (A/M 79: 69.89%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKRJ-F	1. WKRJ-F	1. WKRJ-F	1. WKSJ-F	1. WKSJ-F	1. WKRJ-F
WABB-F	2. WABB-F	2. WKSJ-F	2. WKRJ-F	2. WKRJ	2. WKSJ-F+
3. WBLX-F	3. WKSJ-F	3. WABB-F	3. WABB-F	3. WKRJ-F	3. WABB-F+
4. WGOK	4. WBLX-F	4. WBLX-F	4. WLPR-F	4. WMOB	4. WKRJ

OTHER RATED STATIONS/METRO SHARE

WHYP	900		1.4	WM00	1550		.8
WHSP-F	92.1	Fairhope	1.2	WJLQ-F	100.7	Pensacola	.4
WMOB	840		1.6				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	20 (1)	151 (3)	171 (4)	37.8
COUNTRY	27 (2)	76 (1)	103 (3)	22.8
BLACK	32 (1)	41 (1)	73 (2)	16.2
MOR/AC	57 (2)		57 (2)	12.6
BTFL MUSIC		31 (1)	31 (1)	6.9
RELIGION	4 (1)	6 (1)	10 (2)	2.2
UNKNOWN	7 (1)		7 (1)	1.5
			452 (15)	

RADIO STATIONS

WABB, 1480, 5 KW (DA-N)	, ROCK	ABC-C, \$38.48	(Eastman)
WGOK, 900, 1 KW	, BLACK	SBN, \$15.00	(Sav-Gates)
WKRJ, 710, 1 KW/500 W (DA-N), MOR		CBS,NBC,MBS, \$23.75	(HR/Stone)
WKSJ, 1270, 5 KW (DAYS)	, COUNTRY (Century 21)	ABC-E, \$32.25	(Blair) Capitol
WUNI, 1410, 5 KW (DA-N)	, COUNTRY	NBC, \$17.25	(PRO) Kirk
WABB-F, 97.5, 100 KW @ 593,	ROCK		\$38.48 (Eastman)
WBLX-F, 92.9, 63 KW @ 470,	BLACK	NBN, \$29.00	(Howard) Beasley
WKRJ-F, 99.9, 100 KW @ 850,	ROCK	MBS, \$42.75	(HR/Stone)
WKSJ-F, 94.9, 100 KW @ 410,	COUNTRY (Century 21)	ABC-E, \$32.25	(Blair) Capitol
WLPR-F, 96.1, 40 KW @ 444,	BTFL MUS (TM)		\$16.00 (Torbet)

TV STATIONS

WALA	Mobile	10	NBC, Detroit News	WKRJ	Mobile	5	CBS
WEAR	Pensacola	3	ABC, Rollins				

MODESTO

Market # 148
 Revenue Rank # 133
 Income Rank # 212
 APR 13.6
 SMSA Pop: 255,300

Revenue : \$3,196,914
 Income : \$ 103,882
 % Rev Change: 25.0%
 Stations: 21/8
 Diaries: 575

National Rev: \$1,190,156
 Nat Rev per Cap: \$4.66
 Tot Rev per Cap: \$12.52
 Tot Inc per Cap: \$.41
 Profit Margin: 3.3%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KBEE-F 29/10.5	7.1	6.3	1. KFYE-F 41	1. KFYE-F 521/ 4.6
2. KTRB 22/ 8.0	10.0	6.7	2. KNBR 37	2. KCBS 475/15.3
3. KFIV-F 20/ 7.2	7.5	8.9	3. KMYT-F 36	3. KNBR 474/12.7
4. KHOP-F 19/ 6.9	2.1	1.5	4. KHOP-F 33	4. KHOP-F 471/16.8
KCBS 19/ 6.9	3.6	5.6	KCEY 33	5. KCEY 449/13.1
6. KOSO-F 17/ 6.2	2.5	5.2	6. KBEE-F 32	6. KTRB 399/15.2
7. KCEY 16/ 5.8	2.9	3.0	7. KTRB 29	7. KFIV-F 381/17.0
KMYT-F 16/ 5.8	2.5	4.1	8. KCBS 26	8. KFIV 377/18.0
KNBR 16/ 5.8	8.2	6.7	9. KOSO-F 24	9. KMIX-F 362/15.4
10. KFIV 14/ 5.1	10.0	13.8	10. KFIV-F 22	10. KOSO-F 360/11.1

12+ FM SHARE (METRO): 54.47% (134 of 246) (A/M 79: 44.19%)

12+ FM SHARE (TSA) : 56.40% (229 of 406) (A/M 79: 54.72%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHOP-F	1. KOSO-F	1. KFIV-F	1. KBEE-F	1. KBEE-F	1. KCEY
2. KFIV-F	2. KFIV-F	2. KOSO-F	2. KTRB	2. KMYT-F	KFYE-F
3. KFIV	3. KMIX-F	3. KBEE-F	KNBR	3. KCEY	3. KTRB

OTHER RATED STATIONS/METRO SHARE

KBEE 970		1.4	KMJ 580	Fresno	.7
KLOC 920	Ceres	1.4	KQKK-F 96.7	Manteca	.7
KMIX-F 98.3	Turlock	4.3	KRAK 1140	Sacramento	3.3
KAMB-F 101.5	Merced	2.9	KSRT-F 100.9	Tracy	1.8
KFRC 610	San Francisco	2.2	KSTN-F 107.3	Stockton	1.1
KFYE-F 93.7	Fresno	1.1			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	20 (2)	76 (6)	96 (8)	39.0
BTFL MUSIC	4 (1)	47 (3)	51 (4)	20.7
COUNTRY	47 (3)		47 (3)	19.1
NEWS/TALK	19 (1)		19 (1)	7.7
MOR/AC	18 (2)		18 (2)	7.3
RELIGION	4 (1)	8 (1)	12 (2)	4.9
SPANISH		3 (1)	3 (1)	1.2
			246 (21)	

RADIO STATIONS

KCEY, 1390, 5 KW (DA-2)	COUNTRY	ABC-E, \$13.91 (Selcom)	Behan
KFIV, 1360, 5 KW/1 KW (DA-2),	CONTEMP	, \$29.75 (Mc-Guild)	
KTRB, 860, 5 KW/1 KW (DA-2),	COUNTRY	MBS, \$15.25 (Torbet)	
KBEE-F, 103.3, 11 KW @ 150,	BTFL MUS (TM)	CBS, \$14.50 (Katz)	McClatchy
KFIV-F, 102.3, 3 KW @ 300,	CONTEMP (Century 21)	, \$29.75 (Mc-Guild)	
KHOP-F, 104.1, 50 KW @ 499,	ROCK (Drake-Chen)	MBS, \$ 9.30 (Torbet)	
KMIX-F, 98.3, 1.6 KW @ 390,	ROCK	, \$13.65 (Selcom)	Behan
KOSO-F, 93.1, 1.6 KW @ 3300,	ROCK	ABC-I, \$13.00 (Christal)	Space Com
KMYT-F, 97.5, 50 KW @ 493,	BTFL MUS	, \$10.50 (Torbet)	(MERCED)

Other Stations - See Sacramento, Fresno and San Francisco

TV & Newspapers see Sacramento

MONTGOMERY

Market # 144
 Revenue Rank # 116
 Income Rank # 329
 APR 15.3
 SMSA Pop: 263,100

Revenue : \$3,859,214
 Income : \$ -50,036
 % Rev Gain: 33.6%
 Stations: 13/12
 Diaries: 750

National Rev: \$454,985
 Nat Rev per Cap: \$1.73
 Tot Rev per Cap: \$14.67
 Tot Inc per Cap: \$-.19
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WHHY 58/18.5	17.9	21.7	1. WLWI-F 104	1. WHHY-F	1217/31.9
2. WLWI-F 55/17.6	9.6	10.2	2. WHHY-F 78	2. WLWI-F	1196/30.1
3. WHHY-F 43/13.7	20.3	11.1	3. WBAM 68	3. WHHY	913/38.9
4. WXVI 30/ 9.6	5.2	5.9	4. WHHY 58	4. WBAM	810/12.3
5. WREZ-F 22/ 7.0	10.3	7.1	5. WQIM-F 40	5. WBAM-F	731/17.2
6. WQIM-F 21/ 6.7	7.6	1.9	6. WXVI 38	6. WQIM-F	529/17.8
7. WBAM-F 20/ 6.4	4.5	---	7. WBAM-F 34	7. WXVI	472/18.5
8. WBAM 19/ 6.1	7.9	9.6	8. WREZ-F 25	8. WREZ-F	352/13.8
9. WCOV 14/ 4.5	3.8	5.0	9. WBIL 23	9. WCOV	341/12.6
10. WMGY 7/ 2.2	2.1	6.2	10. WCOV 20	10. WBIL	235/ 1.2

12+ FM SHARE (METRO): 53.31% (161 of 302) (A/M 79: 56.50%)

12+ FM SHARE (TSA) : 54.56% (281 of 515) (A/M 79: 58.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHHY-F	1. WHHY-F	1. WLWI-F	1. WLWI-F	1. WLWI-F	1. WHHY-F+
2. WHHY	2. WLWI-F	2. WHHY	2. WHHY	2. WHHY	2. WLWI-F
3. WQIM-F	3. WHHY	3. WHHY-F	3. WHHY-F	3. WREZ-F	3. WBAM

OTHER RATED STATIONS/METRO SHARE

WBAB 1000 1.6 WLSQ 950 1.9 WBIL 580 Tuskegee .6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	64 (2)	63 (2)	127 (4)	42.1
COUNTRY	19 (1)	55 (1)	74 (2)	24.5
BLACK	32 (2)	21 (1)	53 (3)	17.5
BTFL MUSIC		22 (1)	22 (1)	7.3
MOR/AC	19 (2)		19 (2)	6.3
RELIGION	7 (1)		7 (1)	2.3
			302 (13)	

RADIO STATIONS

WBAM, 740, 50 KW (DAYS,DA) , COUNTRY	, \$13.00 (Torbet)	
WCOV, 1170, 10 KW/1 KW (DA-2), MOR	NBC, \$ 8.25 (-----)	Gay-Bell
WHHY, 1440, 5 KW/1 KW (DA-N), ROCK	ABC-C, \$39.75 (Masla)	
WMGY, 800, 1 KW (DAYS) , RELIGION	ABC-I, \$ 4.00 (-----)	Buck
WXVI, 1600, 5 KW/1 KW (DA-2), BLACK	NBN, \$20.25 (Howard)	Brothers
WBIL, 580, 500 W (DAYS) , BLACK	SBN, \$ 7.00 (Carpenter)	(TUSKEGEE)
WBAM-F, 98.9, 100 KW @ 730, CONTEMP	, \$13.00 (Torbet)	
WHHY-F, 101.9, 100 KW @ 1050, AOR	, \$39.75 (Masla)	
WLWI-F, 92.3, 100 KW @ 700, COUNTRY	ABC-F, \$19.50 (HR/Stone)	
WQIM-F, 95.3, 3 KW @ 230, BLACK	, \$12.80 (Selcom)	
WREZ-F, 103.3, 28 KW @ 290, BTFL MUS (Schulke)	MBS, \$16.50 (Buckley)	

TV STATIONS

WCOV Montgomery	20	CBS, Gay-Bell
WKAB Montgomery	32	ABC, Bahakel
WSFA Montgomery	12	NBC, Cosmos

NEWSPAPERS

Montgomery Advertiser	M	47,551, Multimedia
Montgomery Journal	E	24,495, Multimedia

NASHVILLE

Market # 49; ADI # 30
 Revenue Rank # 33
 Income Rank # 383
 APR 15.0
 SMSA Pop: 792,900

Revenue : \$12,174,283
 Income : \$ -529,234
 % Rev Change: 19.6%
 Stations: 22/25
 Diaries: 928

National Rev: \$3,043,753
 Nat Rev per Cap: \$3.84
 Tot Rev per Cap: \$15.35
 Tot Inc per Cap: \$-.67
 Profit Margin: ---

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
1. WVOL	105/10.6	6.3	4.6	5.6	11.9	1. WWKX-F	185	1. WSM	3247/23.6
2. WZEZ-F	99/ 9.9	11.5	11.3	8.6	7.2	2. WSIX-F	159	2. WWKX-F	2502/17.0
WSIX-F	99/ 9.9	6.9	8.7	9.0	10.1	3. WSM	158	3. WLAC	2064/11.9
4. WSM	78/ 7.8	10.4	7.9	9.3	9.2	4. WZEZ-F	123	4. WSIX-F	1959/17.9
5. WLAC	61/ 6.1	7.9	9.5	10.8	13.0	5. WVOL	107	5. WSM-F	1544/12.8
6. WSM-F	60/ 6.0	5.8	8.1	5.4	3.6	6. WLAC	90	6. WZEZ-F	1292/15.5
WWKX-F	60/ 6.0	6.8	6.1	3.6	2.0	7. WSM-F	89	7. WKDF-F	1246/12.7
8. WKQB-F	58/ 5.8	5.9	2.8	2.9	4.3	8. WKDF-F	81	8. WKQB-F	1097/11.9
9. WBYQ-F	56/ 5.6	4.9	6.5	7.2	5.4	9. WKQB-F	73	9. WBYQ-F	983/14.2
10. WKDF-F	52/ 5.2	4.6	8.5	8.9	9.8	10. WBYQ-F	58	10. WSIX	917/12.2

12+ FM SHARE (METRO): 53.71% (492 of 916) (A/M 79: 56.24%)
 12+ FM SHARE (TSA) : 58.80% (782 of 1330) (A/M 79: 59.63%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWKX-F	1. WVOL	1. WVOL	1. WSIX-F	1. WZEZ-F	1. WSM
2. WVOL	2. WKQB-F	2. WSIX-F	2. WZEZ-F	2. WSIX-F	2. WWKX-F
3. WKDF-F	3. WSM-F	3. WSM-F	3. WVOL	3. WSM	3. WSIX-F
4. WKQB-F	4. WKDF-F	4. WKQB-F	4. WSM	4. WSIX	4. WZEZ-F
5. WLAC	5. WLAC	WLAC	5. WSM-F	WVOL	5. WVOL
		WBYQ-F			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	61 (1)	291 (6)	352 (7)	38.4
COUNTRY	161 (6)	102 (2)	263 (8)	28.7
BLACK/DISCO	120 (2)		120 (2)	13.1
BTFL MUSIC		99 (1)	99 (1)	10.8
MOR/AC	58 (2)		58 (2)	6.3
BIG BAND	17 (1)		17 (1)	1.9
RELIGION	7 (1)		7 (1)	0.8
			916 (22)	

NASHVILLE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WWKX-F	1. WSM	1. WVOL	WAMB	1170 1.7
2. WSM	2. WWKX-F	2. WSM	WDBL+	1590 Springfield 1.3
WSIX-F	3. WLAC	3. WSIX-F	WGNS	1450 Murfreesboro 1.6
4. WZEZ-F	4. WSIX-F	4. WZEZ-F	WIZO	1380 Franklin .6
5. WVOL	5. WSM-F	5. WKQB-F	WJRB	1430 Madison 2.1
6. WLAC	6. WZEZ-F	6. WWKX-F	WKDA	1240 3.4
7. WSM-F	7. WKDF-F	7. WBYQ-F	WMAK	1300 1.5
8. WKDF-F	8. WKQB-F	8. WSM-F	WMTS	810 Murfreesboro 1.2
9. WKQB-F	9. WBYQ-F	9. WSIX	WMTS-F	96.3 Murfreesboro .5
10. WBYQ-F	10. WSIX	10. WJRB	WSIX	980 4.2
			WJRB	1560 .7
11. WSIX	11. WVOL			
12. WKDA	12. WKDA			
13. WFKN	13. WMAK			
WJJM+	14. WAKQ-F			
15. WJRB	15. WAMB			

ADI FM SHARE: 54.59% (963 of 1764) (A/M 79: 61.93%)

AM STATIONS

WAMB, 1170, 25 KW (DAYS)	, BIG BAND/BTFL	, \$22.67	(Sav-Gates) S. Central
WJRB, 1430, 5 KW/1 KW (DA-N)	, COUNTRY	, \$17.00	(Buckley)
WKDA, 1240, 1 KW/250 W	, COUNTRY	CBS, \$13.75	(Torbet)
WLAC, 1510, 50 KW (DA-N)	, CONTEMP	, \$44.81	(Blair) Billboard
WMAK, 1300, 5 KW (DA-N)	, DISCO/ROCK	, \$30.00	(HR/Stone) Mooney
WSIX, 980, 5 KW (DA-N)	, MOR	ABC-I, \$61.25	(Katz) GE
WSM, 650, 50 KW	, COUNTRY	NBC, \$83.12	(Christal)
WVOL, 1470, 5 KW/1 KW (DA-N)	, BLACK	, \$36.25	(Howard)
WJJM+, 1490, 1 KW/250 W	, COUNTRY	MBS, \$ 3.00	(---) (LEWISBURG)
WFKN, 1220, 250 W (DAYS)	, VARIOUS	, \$ 3.00	(Regional)

(FRANKLIN, KY)

FM STATIONS

WKDF-F, 103.3, 100 KW @ 550, AOR	, \$35.80	(Torbet)
WKQB-F, 105.9, 100 KW @ 410, AOR (Burk-Abr)	, \$44.81	(Blair) Billboard
WBYQ-F, 92.1, 3 KW @ 300, ROCK	, \$30.00	(HR/Stone) Mooney
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	ABC-E, \$61.25	(Katz) GE
WSM-F, 95.5, 100 KW @ 1280, SOFT AOR	ABC-F, \$83.12	(Christal)
WWKX-F, 104.5, 100 KW @ 1050, ROCK	, \$41.00	(Masla)
WZEZ-F, 92.9, 100 KW @ 547, BTFL MUS (Bonne)	, \$41.75	(Selcom) South Central
WAKQ-F, 101.1, 100 KW @ 513, ROCK	, \$ 6.00	(---) (RUSSELLVILLE, KY)

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	85,968, Gannett
Nashville Tennessean	M	134,712

NASSAU-SUFFOLK

Revenue Rank # 41
 Income Rank # 43
 APR 17.2

Revenue : \$9,765,044
 Income : \$1,200,256
 % Rev Change: 11.8%

Diaries: 1686
 Stations: 42/14

NOTE: Nassau-Suffolk is a portion of the New York Metro. For this market only those stations home to Nassau-Suffolk are listed. There is no TSA.

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 79</u>	<u>A/M 78</u>	<u>12+ CUME/MSA</u>	<u>CUME RAT</u>
1. WBLI-F 173/4.5	4.2	6.1	1. WBLI-F 2572/11.4	
2. WHLI 141/3.6	1.5	1.2	2. WLIR-F 1703/ 7.6	
3. WCTO-F 125/3.2	3.2	3.3	3. WBAB-F 1561/ 6.9	
4. WALK-F+ 101/2.6	3.3	3.6	4. WTFM-F 1537/ 6.8	
5. WTFM-F 97/2.5	2.1	2.5	5. WHLI 1441/ 6.4	
6. WLIR-F 75/1.9	3.4	2.5	6. WCTO-F 1430/ 6.4	
7. WKJY-F 70/1.8	1.8	1.2	7. WALK-F+ 1329/ 5.9	
8. WBAB-F 69/1.8	1.5	1.5	8. WKJY-F 969/ 4.3	
9. WGSM 59/1.5	2.0	2.6	9. WGBB 836/ 3.7	
10. WRCN-F+ 48/1.2	1.9	1.2	10. WRCN-F+ 809/ 3.6	

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WBLI-F	1. WBLI-F	1. WBLI-F	1. WBLI-F	1. WHLI	1. WBLI-F
2. WBAB-F	2. WTFM-F	2. WTFM-F	2. WCTO-F	2. WCTO-F	2. WALK-F+
3. WLIR-F	3. WLIR-F	3. WHLI	3. WHLI	3. WKJY-F	3. WTFM-F
4. WRCN-F+	4. WBAB-F	4. WLIR-F	4. WTFM-F	4. WALK-F+	4. WHLI

AM STATIONS

WGBB, 1240, 1 KW/250 W	, MOR/AC	, \$31.25 (Sav-Gates)	Susquehanna
WGSM, 740, 5 KW (DAYS,DA), MOR		, \$34.20 (P/W)	Greater Media
WHLI, 1100, 10 KW (DAYS,DA), BIG BAND (Jim West)		, \$30.00 (Masla)	

FM STATIONS

WALK-F+, 97.5, 15 KW @ 520, BTFL MUS	, \$23.75 (Roslin)	Horizons
WBAB-F, 102.3, 3 KW @ 175, ROCK	, \$24.00 (-----)	
WBLI-F, 106.1, 10 KW @ 500, ROCK	, \$36.00 (Masla)	Beck Ross
WCTO-F, 94.3, 3 KW @ 300, BTFL MUS	, \$34.20 (P/W)	Greater Media
WKJY-F, 98.3, 3 KW @ 300, BTFL MUS	, \$30.00 (Masla)	
WLIR-F, 92.7, 3 KW @ 300, AOR	, \$70.00 (Roslin)	
WRCN-F+, 103.9, 3 KW @ 320, AOR	, \$28.00 (-----)	

WTFM - See New York

NEW BEDFORD

Market # 188
 Revenue Rank # 227
 Income Rank # 222
 APR 18.1
 SMSA Pop: 173,100

Revenue : \$1,580,658
 Income : \$ 84,813
 % Rev Change: 36.1%
 Stations: 33/4
 Diaries: 516

National Rev: \$42,083
 Nat Rev per Cap: \$.24
 Tot Rev per Cap: \$9.13
 Tot Inc per Cap: \$.49
 Profit Margin: 5.4%

NEW BEDFORD IS PART OF THE PROVIDENCE METRO.

NEW BEDFORD'S MSA AND TSA ARE THE SAME.

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 79</u>	<u>A/M 78</u>	<u>12+ MSA CUME/CUME RATING</u>
1. WBSM 78/11.0	8.4	6.7	1. WPJB-F 1054/26.9
2. WPJB-F 68/ 9.6	8.1	5.7	2. WLKW-F 651/16.6
3. WMYS-F 48/ 6.8	3.1	4.2	3. WPRO-F 609/15.6
4. WLKW-F 46/ 6.5	5.9	5.2	WBSM 609/15.6
5. WALE 35/ 5.0	4.7	5.5	5. WPRO 549/14.0
6. WSAR 33/ 4.7	1.8	2.8	6. WSAR 523/13.4
7. WHJY-F 29/ 4.1	3.2	4.5	7. WJAR 517/13.2
WPRO-F 29/ 4.1	7.3	5.6	8. WMYS-F 497/12.7
9. WJAR 22/ 3.1	3.4	3.4	9. WNBH 463/11.8
10. WCOZ-F 20/ 2.8	.9	2.1	10. WBZ 379/ 9.7

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WPJB-F	1. WMYS-F	1. WMYS-F	1. WMYS-F	1. WBSM	1. WBSM
2. WCOZ-F	2. WPJB-F	2. WPJB-F	2. WLKW-F	2. WLKW-F	2. WALE
WPRO-F	3. WPRO-F		WPJB-F	3. WSAR	3. WPJB-F

RADIO STATIONS

WALE, 1400, 1 KW/250 W , MOR , \$17.50 (Mc-Guild) (FALL RIVER)
 WBSM, 1420, 5 KW/1 KW (DA-1), MOR ABC-I, \$13.00 (Mc-Guild)
 WSAR, 1480, 5 KW (DA-2) , MOR CBS, \$13.00 (MMR) Knight (FALL RIVER)
 WNBH, 1340, 1 KW/250 W , CONTEMP ABC-C, \$11.50 (Eastman)
 WMYS-F, 98.1, 50 KW @ 589, ROCK (Drake-Chen) , \$18.70 (Eastman)

OTHER STATIONS - SEE PROVIDENCE AND BOSTON

TV STATIONS - SEE PROVIDENCE

NEWSPAPERS

Fall River Herald News	E	41,191.
New Bedford Standard-Times	E	48,983, Ottaway

NEW HAVEN

Market # 55
 Revenue Rank # 86
 Income Rank # 120
 APR 15.9
 SMSA Pop: 760,800

Revenue : \$5,084,394
 Income : \$ 279,222
 % Rev Change: 13.8%
 Stations: 29/16
 Diaries: 785

National Rev: \$1,061,361
 Nat Rev per Cap: \$1.40
 Tot Rev per Cap: \$6.68
 Tot Inc per Cap: \$.37
 Profit Margin: 5.5%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WELI	109/18.5	21.6	16.8	18.4	19.9	1. WELI	117	1. WELI 1641/38.9
2. WKCI-F	65/11.0	8.4	7.6	9.4	8.6	2. WKCI-F	96	2. WKCI-F 1335/22.5
3. WPLR-F	46/ 7.8	7.9	8.9	7.0	8.1	3. WPLR-F	77	3. WNBC 1195/21.8
4. WNBC	40/ 6.8	6.0	4.5	4.6	4.1	4. WKSS-F	60	4. WPLR-F 1042/16.1
5. WEZN-F	36/ 6.1	5.2	4.2	2.8	2.3	5. WTIC	59	5. WCBS 979/17.1
6. WCBS	29/ 4.9	3.3	2.9	3.1	3.0	WNBC	59	6. WTIC 936/ 7.3
7. WAVZ	26/ 4.4	1.6	10.5	7.5	10.2	7. WEZN-F	58	7. WDRC-F 796/ 9.6
WVYZ-F	26/ 4.4	5.4	4.8	5.3	5.7	8. WCBS	51	8. WEZN-F 785/10.8
9. WKSS-F	18/ 3.1	6.2	4.2	4.8	3.8	9. WVYZ-F	38	9. WKSS-F 730/ 8.7
10. WHCN-F	15/ 2.5	1.9	1.8	.7	1.1	10. WHCN-F	36	10. WVYZ-F 670/11.1

12+ FM SHARE (METRO): 49.53% (262 of 529) (A/M 79: 46.01%)
 12+ FM SHARE (TSA) : 54.60% (481 of 881) (A/M 79: 49.95%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNBC	1. WKCI-F	1. WKCI-F	1. WELI	1. WELI	1. WELI
2. WPLR-F	2. WPLR-F	2. WELI	2. WKCI-F	2. WEZN-F	2. WTIC
3. WHCN-F	3. WNBC	3. WPLR-F	3. WNBC	3. WAVZ	3. WKCI-F
	4. WVYZ-F	4. WNBC	4. WVYZ-F	4. WCBS	4. WNBC

OTHER RATED STATIONS/METRO SHARE

WNHC	1340		2.0	WABC	770	New York	.7
WOMN	1220	Hamden	.5	WHN	1050	New York	1.0
WYBC-F	94.3		1.7	WINS	1010	New York	1.4
WCCC-F	106.9	Hartford	.3	WMCA	570	New York	1.5
WDRC-F	102.9	Hartford	2.4	WNEW	1130	New York	.8
WIOF-F	104.1	Waterbury	2.0	WOR	710	New York	.8
WRCH-F	100.5	Hartford	1.5	WQXR-F+	96.3	New York	.5
WTIC	1080	Hartford	1.7	WRKI-F	95.1	Brookfield	.7
WTIC-F	96.5	Hartford	.5				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	44 (2)	187 (9)	231 (11)	43.7
MOR/AC	139 (5)		139 (5)	26.3
BTFL MUSIC		63 (3)	63 (3)	11.9
NEWS/TALK	51 (4)		51 (4)	9.6
BIG BAND	26 (1)		26 (1)	4.9
BLACK/JAZZ		10 (1)	10 (1)	1.9
COUNTRY	6 (1)		6 (1)	1.1
CLASSICAL	1 (1)	2 (1)	3 (2)	0.5
			529 (28)	

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N), BIG BAND (Jim West) ABC-I, \$53.00 (Mc-Guild)
 WELI, 960, 5 KW (DA-N), MOR , \$52.63 (Blair) Insilco
 WKCI-F, 101.3, 7.7 KW @ 1070, ROCK , \$53.00 (Mc-Guild)
 WPLR-F, 99.1, 10 KW @ 950, ROCK , \$67.65 (Eastman) General Cor-

WEZN-F - See Bridgeport

Other Stations - See Hartford or New York

FOR ADI, TV & NEWSPAPER INFO SEE HARTFORD

NEW ORLEANS

Market # 33; ADI # 34
 Revenue Rank # 30
 Income Rank # 27
 APR 14.2
 SMSA Pop: 1,151,800

Revenue : \$14,061,500
 Income : \$ 1,982,499
 % Rev Change: 18.6%
 Stations: 20/17
 Diaries: 2137

National Rev: \$3,385,440
 Nat Rev per Cap: \$2.94
 Tot Rev per Cap: \$12.21
 Tot Inc per Cap: \$1.72
 Profit Margin: 14.1%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WEZB-F	136/10.3	4.2	3.0	3.1	2.5	1. WTIK	180	3805/23.5
2. WBYU-F	114/ 8.6	11.6	11.5	7.4	7.0	2. WEZB-F	179	2280/13.9
3. WTIK	111/ 8.4	6.8	8.7	8.3	9.8	3. WBYU-F	139	2176/18.3
4. WYLD-F	92/ 7.0	3.8	3.6	4.1	2.4	4. WWL	108	2009/13.0
5. WSHO	87/ 6.6	4.4	4.8	5.5	4.9	5. WYLD-F	101	2003/17.3
6. WSMB	86/ 6.5	7.4	7.2	7.4	9.9	6. WSMB	96	1780/14.0
7. WGSO	69/ 5.2	6.3	4.9	6.2	4.8	7. WSHO	91	1728/13.6
8. WQUE-F	67/ 5.1	6.9	7.4	8.1	7.9	8. WRNO-F	86	1465/12.2
9. WRNO-F	64/ 4.8	4.4	7.4	5.6	6.9	9. WQUE-F	84	1318/12.9
10. WWL	60/ 4.5	6.2	5.6	5.0	6.3	10. WXEL-F	77	1287/12.2
11. WNOE-F	55/ 4.2	4.6	5.0	6.8	5.2	11. WNOE	72	1217/12.3
12. WXEL-F	49/ 3.7	4.4	2.9	3.4	4.8	12. WGSO	70	1178/ 8.4

12+ FM SHARE (METRO): 49.68% (617 of 1242) (A/M 79: 47.47%)
 12+ FM SHARE (TSA) : 49.31% (789 of 1600) (A/M 79: 49.30%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WEZB-F	1. WEZB-F	1. WEZB-F	1. WBYU-F	1. WBYU-F	1. WTIK
2. WTIK	2. WYLD-F	2. WTIK	2. WSHO	2. WSHO	2. WWL
3. WYLD-F	3. WRNO-F	3. WYLD-F	3. WTIK	3. WSMB	3. WEZB-F
4. WXEL-F	4. WTIK	4. WBYU-F	4. WYLD-F	4. WTIK	4. WBYU-F
WYLD	5. WQUE-F	5. WSHO	5. WEZB-F	5. WGSO	WGSO

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	151 (2)	322 (4)	473 (6)	38.1
BLACK/DISCO/JAZZ	120 (3)	141 (2)	261 (5)	21.0
BTFE MUSIC		154 (2)	154 (2)	12.4
MOR/AC	98 (2)		98 (2)	7.9
COUNTRY	87 (1)		87 (1)	7.0
NEWS/TALK	69 (1)		69 (1)	5.6
VARIETY	60 (1)		60 (1)	4.8
BIG BAND	27 (1)		27 (1)	2.2
RELIGION	13 (1)		13 (1)	1.0
			1242 (20)	

NEW ORLEANS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WEZB-F	1. WTIX	1. WYLD-F	WARB	730	Covington .9
2. WTIX	2. WEZB-F	2. WTIX	WBOK	1230	2.6
3. WBYU-F	3. WBYU-F	3. WEZB-F	WNNR	990	2.8
4. WYLD-F	4. WWL	4. WGSO	WNOE	1060	3.0
5. WSMB	5. WNOE	5. WBYU-F	WVOG	600	1.0
6. WSHO	6. WQUE-F	6. WWL	WWIW	1450	2.0
7. WWL	7. WNOE-F	7. WSMB	WWL-F	101.9	3.0
8. WRNO-F	8. WRNO-F	8. WXEL-F	WYLD	940	3.6
9. WQUE-F	9. WYLD-F	9. WYLD			
10. WGSO	10. WSMB	10. WSHO			
11. WNOE-F	11. WGSO				
12. WXEL-F	12. WXEL-F				
13. WNOE-F	13. WWL-F				
14. WYLD	14. WYLD				
15. WWL-F	15. WSHO				

ADI FM SHARE: 51.86% (904 of 1743) (A/M 79: 49.40%)

AM STATIONS

WGSO, 1280, 5 KW (DA-1), NEWS/TALK	ABC-I, \$45.00 (Eastman)	Insilco
WNOE, 1060, 50 KW/5 KW (DA-2), ROCK	ABC-C, \$50.50 (Mc-Guild)	
WSHO, 800, 1 KW (DAYS,DA), COUNTRY	MBS, \$26.95 (Christal)	Swanson
WSMB, 1350, 5 KW (DA-N), MOR	ABC-E, \$26.00 (Buckley)	
WTIX, 690, 10 KW/5 KW (DA-2), ROCK	, \$69.00 (Blair)	Storz
WWL, 870, 50 KW (DA-1), COUNTRY/VARIETY	CBS, \$79.00 (Katz)	Loyola Univ
WYLD, 940, 10 KW/500 W (DA-2), BLACK	, \$40.00 (HR/Stone)	

FM STATIONS

WBYU-F, 95.7, 100 KW @ 600, BTFL MUS (Schulke)	, \$53.38 (Christal)	Swanson
WEZB-F, 97.1, 100 KW @ 511, ROCK	, \$40.00 (Torbet)	EZ
WNOE-F, 101.1, 100 KW @ 440, ROCK	, \$50.50 (Mc-Guild)	
WQUE-F, 93.3, 100 KW @ 512, ROCK (TM)	, \$42.75 (Eastman)	Insilco
WRNO-F, 99.5, 100 KW @ 370, AOR	, \$44.88 (Torbet)	Gulf South
WWL-F, 101.9, 100 KW @ 825, BTFL MUS (FM-100)	, \$79.00 (Katz)	Loyola Univ
WXEL-F, 105.3, 100 KW @ 407, BLACK	NBN, \$18.00 (Selcom)	Security
WYLD-F, 98.5, 100 KW @ 480, JAZZ/PROG	, \$40.00 (HR/Stone)	

TV STATIONS

WDSU	New Orleans	6	NBC, Cosmos
WGNO	New Orleans	26	IND, General Media
WVUE	New Orleans	8	ABC, Gaylord
WWL	New Orleans	4	CBS, Loyola Univ

NEWSPAPERS

New Orleans Times-Picayune	M	212,407, Newhouse
New Orleans States-Item	E	112,391, Newhouse

NEW YORK

SRDS Market # 1; ADI # 1
 FCC Revenue Rank # 1
 FCC Income Rank # 2
 APR 18.0
 SMSA Pop: 9,275,000

Revenue : \$112,815,750
 Income : \$ 22,236,026
 % Rev Change: 17.1%
 Stations: 48/39
 Diaries: 6904

National Rev: \$36,635,312
 Nat Rev per Cap: \$3.95
 Tot Rev per Cap: \$12.16
 Tot Inc per Cap: \$2.40
 Profit Margin: 19.7%

		J/F	O/N	J/A	A/M							
12+ METRO	1/4/SHARE	80	79	79	79	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT			
1.	WBLS-F	2017/8.1	7.5	7.1	8.7	6.4	1.	WBLS-F	2033	1.	WABC	30192/18.2
2.	WKTU-F	1657/6.7	6.0	6.8	6.7	7.6	2.	WKTU-F	1676	2.	WNBC	27586/16.4
3.	WCBS	1353/5.5	4.6	5.4	5.0	5.0	3.	WCBS	1510	3.	WCBS	26764/16.7
4.	WOR	1282/5.2	6.3	6.6	5.8	7.0	4.	WOR	1405	4.	WINS	25614/18.2
5.	WINS	1204/4.9	4.4	4.4	4.7	4.6	5.	WABC	1321	5.	WBLS-F	21036/15.1
6.	WRFM-F	1157/4.7	5.2	4.7	5.5	4.7	6.	WNBC	1281	6.	WOR	20480/13.3
7.	WABC	1108/4.5	4.5	4.6	5.8	5.9	7.	WINS	1219	7.	WKTU-F	20479/14.7
8.	WNBC	1016/4.1	4.0	3.2	2.8	2.7	8.	WRFM-F	1176	8.	WPLJ-F	15659/10.7
9.	WPLJ-F	968/3.9	3.7	3.2	3.8	3.5	9.	WPLJ-F	1000	9.	WCBS-F	13815/ 9.6
10.	WPAT-F	853/3.4	3.8	2.9	2.7	4.1	10.	WPAT-F	890	10.	WRFM-F	13317/ 9.2
11.	WNEW	769/3.1	3.1	2.0	2.6	3.4	11.	WNEW	821	11.	WPAT-F	13057/ 8.9
12.	WMCA	759/3.1	3.2	3.2	3.4	3.0	12.	WMCA	791	12.	WHN	12091/ 7.5
13.	WCBS-F	723/2.9	2.3	3.1	2.4	2.9	13.	WHN	754	13.	WNEW	11069/ 7.5
14.	WPAT	644/2.6	3.2	3.0	2.4	2.0		WCBS-F	754	14.	WMCA	11045/ 7.6
15.	WHN	610/2.5	3.5	2.7	2.9	3.0	15.	WPAT	652	15.	WNEW-F	10262/ 6.8
16.	WYNY-F	598/2.4	2.1	2.1	1.2	2.0	16.	WNEW-F	627	16.	WXLO-F	10217/ 7.0
17.	WNEW-F	572/2.3	2.5	2.7	2.3	2.8	17.	WYNY-F	623	17.	WYNY-F	10035/ 7.0
18.	WADO	504/2.0	2.4	2.8	2.8	2.0	18.	WADO	504	18.	WPAT	9847/ 7.0
19.	WXLO-F	464/1.9	2.1	1.7	2.6	2.5	19.	WXLO-F	471	19.	WPIX-F	8491/ 6.0
20.	WTFM-F	417/1.7	1.9	1.7	1.8	1.8	20.	WTFM-F	432	20.	WTFM-F	7244/ 5.0

12+ FM SHARE (METRO): 52.51% (11966 of 22846) (A/M 79: 51.22%)
 12+ FM SHARE (TSA) : 51.57% (12652 of 24536) (A/M 79: 49.75%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBLS-F	1. WBLS-F	1. WBLS-F	1. WBLS-F	1. WRFM-F	1. WCBS
2. WKTU-F	2. WKTU-F	2. WKTU-F	2. WKTU-F	2. WCBS	2. WOR
3. WPLJ-F	3. WPLJ-F	3. WABC	3. WCBS	3. WOR	3. WINS
4. WNBC	4. WNEW-F	4. WNBC	4. WABC	4. WINS	4. WNBC
5. WABC	5. WABC	5. WPLJ-F	5. WRFM-F	5. WNEW	5. WBLS-F
6. WXLO-F	6. WNBC	6. WCBS-F	6. WNBC	6. WPAT-F	6. WABC
7. WNEW-F	7. WYNY-F	7. WYNY-F	7. WINS	7. WABC	7. WKTU-F
8. WPIX-F	8. WCBS-F	8. WNEW-F	8. WCBS-F	8. WBLS-F	8. WNEW
9. WBLI-F	9. WXLO-F	9. WCBS	9. WPAT-F	9. WHN	9. WRFM-F
10. WLIR-F	10. WRVR-F	10. WRFM-F	10. WNEW	10. WMCA	10. WPLJ-F

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP/AOR	2124 (2)	4529 (11)	6653 (13)	29.1
NEWS/TALK	4598 (4)		4598 (4)	20.1
BLACK/DISCO	428 (3)	3674 (2)	4102 (5)	18.0
BTFL MUSIC	7865 (3)	2797 (8)	3662 (11)	16.0
MOR	972 (3)		972 (3)	4.3
SPANISH	950 (3)		950 (3)	4.2
COUNTRY	610 (1)		610 (1)	2.7
CLASSICAL	57 (1)	525 (2)	582 (3)	2.5
JAZZ		388 (1)	388 (1)	1.7
BIG BAND	181 (1)		181 (1)	0.8
VARIETY	72 (1)	83 (1)	155 (2)	0.7
RELIGION	93 (1)		93 (1)	0.4
			22846 (48)	

NEW YORK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WBLS-F	1. WABC	1. WBLS-F	WALK-F+	97.5	Patchoque .4
2. WKTU-F	2. WNBC	2. WKTU-F	WBAB-F	102.3	Babylon .3
3. WCBS	3. WINS	3. WINS	WBLI-F	106.1	Patchoque .7
4. WOR	4. WCBS	4. WCBS	WBNX	1380	.3
5. WABC	5. WBLS-F	5. WABC	WCTC	1450	New Brunswick, N.J. .4
6. WINS	6. WKTU-F	6. WNBC	WCTO-F	94.3	Smithtown .5
7. WNBC	7. WOR	7. WADO	WEVD-F	97.9	.3
8. WRFM-F	8. WPLJ-F	8. WOR	WEVD	1330	.3
9. WPLJ-F	9. WCBS-F	9. WRFM-F	WFAS	1230	White Plains .4
10. WPAT-F	10. WPAT-F	10. WPAT-F	WHLI	1100	Hempstead .7
11. WNEW	11. WRFM-F		WHUD-F	100.7	Peekskill .5
12. WMCA	12. WHN		WJIT	1480	1.5
13. WCBS-F	13. WMCA		WKJY-F	98.3	Hempstead .3
14. WHN	14. WNEW		WLIB	1190	.5
15. WPAT	15. WNEW-F		WLIR-F	92.7	Garden City .4

ADI FM SHARE: 51.94% (12492 of 24049) (A/M 79: 50.93%)

WNGQ-F	98.3	New Brunswick	.3
WNCN-F	104.3		.8
WNJR	1430	Newark	.6
WPIX-F	101.9		1.4
WQXR-F+	96.3		1.5
WRVR-F	106.7		1.6
WVNJ	620	Newark	.4
WVNJ-F	100.3	Newark	1.2
WWDJ	970	Hackensack	.4
WWRL	1600		.6
WEZN-F	99.9	Bridgeport	.3

AM STATIONS

WABC, 770, 50 KW	, ROCK	ABC-C, \$278.75	(Blair)	ABC
WADO, 1280, 5 KW (DA-1), SPANISH		, \$ 69.50	(-----)	
WCBS, 880, 50 KW	, NEWS	CBS, \$300.00	(CBS Spot)	CBS
WHN, 1050, 50 KW (DA-1), COUNTRY		MBS, \$240.75	(Christal)	Mutual
WINS, 1010, 50 KW (DA-1), NEWS		ABC-I, \$225.00	(RAR)	Westinghouse
WJIT, 1480, 5 KW (DA-2), SPANISH		, \$ 70.00	(Caballero)	SJR
WMCA, 570, 5 KW (DA-1), TALK		MBS,SBN, \$125.00	(MMR)	Straus
WNBC, 660, 50 KW	, CONTEMP/AC	NBC, \$195.00	(HR/Stone)	NBC
WNEW, 1130, 50 KW (DA-1), MOR/BIG BAND		, \$153.75	(Katz)	Metromedia
WOR, 710, 50 KW (DA-1), TALK		ABC-I, \$204.38	(RKO)	RKO
WPAT, 930, 5 KW (DA-2), BTFL MUS		, \$113.75	(Eastman)	Capital Cities

FM STATIONS

WBLS-F, 107.5, 50 KW @ 1241, DISCO/BLACK		, \$278.13	(Mc-Guild)	Inner City
WCBS-F, 101.1, 4.6 KW @ 1300, OLDIES		, \$175.00	(CBS FM)	CBS
WKTU-F, 92.3, 5.4 KW @ 1200, DISCO		, \$316.88	(Masla)	SJR
WNEW-F, 102.7, 4.1 KW @ 1360, AOR		Source, \$156.25	(Katz)	Metromedia
WPAT-F, 93.1, 12.5 KW @ 870, BTFL MUS		, \$113.75	(Eastman)	Capital Cities
WPIX-F, 101.9, 5.4 KW @ 1228, CONTEMP		, \$ 90.62	(Selcom)	WGN Continental
WPLJ-F, 95.5, 4.6 KW @ 1270, AOR		ABC-F, \$195.00	(Blair)	ABC
WQXR-F+, 96.3, 5.4 KW @ 1220, CLASSICAL		, \$ 74.50	(CMBS)	New York Times
WRFM-F, 105.1, 5.2 KW @ 1220, BTFL MUS (Bonne)		, \$158.75	(Torbet)	Bonneville
WRVR-F, 106.7, 5.4 KW @ 1218, JAZZ		, \$ 72.50	(Howard)	Viacom
WTFM-F, 103.5, 3.9 KW @ 1390, CONTEMP/AC		, \$ 88.75	(Buckley)*	
WXLO-F, 98.7, 5.4 KW @ 1250, CONTEMP		RKO, \$106.25	(RKO)	RKO
WYNY-F, 97.1, 7.2 KW @ 1300, CONTEMP/AC		, \$ 99.38	(HR/Stone)	NBC

*Sale to Heftel is pending.

TV STATIONS

WABC NY 7	ABC, ABC	WCBS NY 2	CBS, CBS	WNBC NY 4	NBC, NBC
-----------	----------	-----------	----------	-----------	----------

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

NORFOLK

Market # 51; ADI # 46
 Revenue Rank # 36 (approx)
 Income Rank # 42 (approx)
 APR 16,8
 SMSA Pop: 1,153,800

Revenue : \$11,071,954
 Income : \$ 1,207,563
 % Rev Change: 25.1%
 Stations: 26/21
 Diaries: 969

National Rev: \$2,882,886
 Nat Rev per Cap: \$2.50
 Tot Rev per Cap: \$9.60
 Tot Inc per Cap: \$1.05
 Profit Margin: 10.9%

12+ METRO	1/4/SHARE	O/N A/M C/N A/M				12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT		
		79	79	78	78				
1. WFOG-F	149/9.1	5.1	7.8	11.0	6.4	1. WMYK-F	191	1. WMYK-F	2218/17.4
2. WMYK-F	146/8.9	5.3	8.7	6.5	4.5	2. WCMS-F	164	2. WGH	2070/19.9
3. WCMS-F	138/8.4	10.9	7.7	5.3	6.4	3. WFOG-F	163	3. WTAR	1940/18.2
4. WGH	116/7.1	5.5	5.9	5.3	8.1	4. WOWI-F	139	4. WFOG-F	1874/16.8
5. WNOR-F	113/6.9	7.6	7.4	9.4	7.5	5. WGH	120	5. WCMS-F	1786/14.8
6. WOWI-F	112/6.8	6.8	6.1	6.8	8.9	6. WNOR-F	118	6. WOWI-F	1718/14.2
7. WTAR	101/6.2	6.0	9.3	7.7	8.6	7. WTAR	108	7. WNOR-F	1709/16.5
8. WWDE-F	94/5.7	4.1	2.7	3.4	.7	8. WWDE-F	99	8. WRAP	1502/13.7
9. WRAP	85/5.2	6.2	5.7	4.6	7.3	9. WRAP	93	9. WWDE-F	1286/12.4
10. WKEZ-F	70/4.3	6.6	7.5	5.7	5.8	10. WKEZ-F	91	10. WQRK-F	1191/11.4
11. WPCE	58/3.5	3.6	4.6	3.0	3.7	11. WPCE	59	11. WKEZ-F	1177/ 9.5
12. WQRK-F	54/3.3	5.2	4.1	5.7	5.0	12. WQRK-F	58	12. WBCI-F	819/ 7.1

12+ FM SHARE (METRO): 63.61% (1000 of 1572) (A/M 79: 62.39%)
 12+ FM SHARE (TSA) : 66.14% (1176 of 1778) (A/M 79: 65.27%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRAP	1. WMYK-F	1. WMYK-F	1. WCMS-F	1. WFOG-F	1. WTAR
2. WGH	2. WNOR-F	2. WCMS-F	2. WFOG-F	2. WCMS-F	2. WCMS-F+
3. WMYK-F	3. WWDE-F	3. WNOR-F	3. WTAR	3. WTAR	3. WMYK-F+
4. WOWI-F	4. WOWI-F	4. WWDE-F	WWDE-F	4. WKEZ-F	4. WGH
5. WNOR-F	5. WCMS-F	5. WOWI-F	5. WGH	5. WGH	5. WFOG-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	192 (3)	447 (5)	639 (8)	40.6
BTFL MUSIC	14 (1)	219 (2)	233 (3)	14.8
BLACK/DISCO/JAZZ	98 (2)	112 (1)	210 (3)	13.4
COUNTRY	40 (1)	158 (2)	198 (3)	12.6
MOR/AC	120 (4)		120 (4)	7.6
RELIGION/GOSPEL	58 (1)	19 (1)	77 (2)	4.9
CLASSICAL		45 (1)	45 (1)	2.9
NEWS/TALK	44 (1)		44 (1)	2.8
BIG BAND	6 (1)		6 (1)	0.4
			1572 (26)	

NORFOLK ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>
1. WMYK-F	1. WMYK-F	1. WMYK-F	WBCI 740 Williamsburg .2
2. WCMS-F	2. WGH	2. WTAR	WBCI-F 96.5 Williamsburg 2.4
3. WFOG-F	3. WTAR	3. WGH	WCMS 1050 2.4
4. WOWI-F	4. WFOG-F	4. WCMS-F	WCPK 1600 Chesapeake .9
5. WGH	5. WCMS-F	5. WFOG-F	WFOG 1450 Suffolk .4
WNOR-F	6. WNOR-F	6. WPCE	WGH-F 97.3 Newport News 2.7
7. WTAR	7. WOWI-F	7. WOWI-F	WNIS 1350 Portsmouth 2.7
8. WWDE-F	8. WRAP	8. WWDE-F	WNOR 1230 2.6
9. WRAP	9. WWDE-F	9. WRAP	WTJZ 1270 Newport News .8
10. WKEZ-F	10. WQRK-F	10. WQRK-F	WVAB 1550 Virginia Beach .6
11. WPCE	11. WKEZ-F		WWDE 1490 Hampton .3
12. WQRK-F	12. WPCE		WXRI-F 105.3 Portsmouth 1.2
13. WGH-F	13. WNOR		WYVA-F 94.1 Yorktown 1.2
WNIS	14. WBCI-F		WZAM 1110 2.1
15. WBCI-F	15. WGH-F		

ADI FM SHARE: 64.39% (1130 of 1755) (A/M 79: 63.35%)

AM STATIONS

WGH, 1310, 5 KW (DA-N), ROCK		\$34.00 (Blair)
WNIS, 1350, 5 KW (DA-2), NEWS	ABC-E, NBC,	\$23.50 (Masla)
WNOR, 1230, 1 KW/250 W, CONTEMP	ABC-C, RKO,	\$25.00 (Buckley)
WPCE, 1400, 1 KW/250 W, GOSPEL	SBN,	\$21.00 (HR/Stone)
WRAP, 850, 5 KW/1 KW, BLACK	NBN,	\$27.00 (Howard) Rollins
WTAR, 790, 5 KW (DA-N), MOR	CBS,	\$50.00 (Christal) Landmark

FM STATIONS

WBCI-F, 96.5, 50 KW @ 400, CONTEMP		\$13.00 (-----) (WILLIAMSBURG)
WCMS-F, 100.5, 50 KW @ 409, COUNTRY	ABC-E,	\$45.00 (Katz)
WFOG-F, 92.9, 50 KW @ 500, BTFL MUS (Bonne)		\$40.00 (Eastman) McCormick
WGH-F, 97.3, 74 KW @ 420, CLASSICAL		\$16.00 (Blair)
WKEZ-F, 95.7, 40 KW @ 881, BTFL MUS (Schulke)		\$35.00 (Christal) Landmark
WNOR-F, 98.7, 46 KW @ 549, AOR	RKO,	\$35.00 (Buckley)
WOWI-F, 102.9, 50 KW @ 500, BLACK (Drake-Chen)	SBN,	\$31.00 (HR/Stone)
WQRK-F, 104.5, 50 KW @ 418, ROCK		\$26.00 (Selcom)
WWDE-F, 101.3, 50 KW @ 380, CONTEMP		\$29.00 (CBS FM)
WMYK-F, 93.7, 100 KW @ 940, AOR		\$35.00 (Eastman)

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	E	94,764, Landmark
Norfolk Virginian-Pilot	M	126,165, Landmark
Newport News Press	M	57,779
Newport News Times-Herald	E	42,602

NORTHEAST PENNSYLVANIA

(Wilkes Barre-Scranton)

Market # 64; ADI # 50
 Revenue Rank # 68
 Income Rank # 138
 APR 18.6
 SMSA Pop: 628,800

Revenue : \$6,538,140
 Income : \$ 233,220
 % Rev Change: 15.5%
 Stations: 30/20
 Diaries: 741

National Rev: \$1,151,228
 Nat Rev per Cap: \$1.83
 Tot Rev per Cap: \$10.40
 Tot Inc per Cap: \$.37
 Profit Margin: 3.6%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 79</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WARM 131/12.9	11.2	15.7	1. WARM 140	1. WARM 2231/37.2
2. WNAK 93/ 9.2	7.7	12.8	2. WGBI-F 124	2. WGBI-F 1525/21.4
3. WGBI-F 83/ 8.2	7.7	8.3	3. WNAK 95	3. WBRE-F+ 1221/19.0
4. WILK 61/ 6.0	6.1	4.3	4. WEZX-F 71	4. WILK 1061/19.0
5. WEZX-F 59/ 5.8	4.7	4.5	5. WILK 62	5. WEZX-F 850/13.7
6. WBRE-F+ 51/ 5.1	5.9	5.0	6. WBRE-F+ 56	6. WNAK 846/14.8
7. WYZZ-F 45/ 4.4	5.2	3.9	7. WYZZ-F 54	7. WEJL 764/11.8
8. WEJL 43/ 4.2	6.2	5.6	8. WEJL 52	8. WGBI 725/11.9
9. WVCD-F 42/ 4.1	4.7	3.9	9. WVCD-F 51	9. WYZZ-F 658/10.9
10. WBAX 39/ 3.8	3.8	6.0	10. WBAX 39	10. WVDL-F 526/ 8.4

12+ FM SHARE (METRO): 44.17% (405 of 917) (A/M 79: 39.46%)

12+ FM SHARE (TSA) : 47.67% (512 of 1074) (A/M 79: 42.40%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WEZX-F	1. WGBI-F	1. WARM	1. WARM	1. WARM	1. WARM
2. WQEQ-F	2. WEZX-F	2. WGBI-F	2. WGBI-F	2. WNAK	2. WGBI-F
3. WGBI-F	3. WARM	3. WEZX-F	3. WNAK	3. WYZZ-F	3. WBRE-F+
4. WILK	4. WILK	4. WILK	4. WILK	4. WBRE-F+	4. WILK

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	313 (6)	34 (3)	347 (9)	37.8
ROCK/AOR/CONTEMP	88 (4)	226 (8)	314 (12)	34.2
BTFL MUSIC	30 (1)	95 (3)	125 (4)	13.6
COUNTRY	69 (2)	21 (1)	90 (3)	9.8
NEWS/TALK	22 (1)	29 (1)	<u>51 (2)</u>	5.6
			917 (30)	

WILKES BARRE-SCRANTON ADI

2+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WARM	1. WARM	1. WARM	WARD	1540	Pittston 1.0
2. WGBI-F	2. WGBI-F	2. WBRE-F+	WAZL	1490	Hazleton 1.4
3. WNAK	3. WBRE-F+	3. WGBI-F	WCDL	1440	Carbondale 2.5
4. WEZX-F	4. WILK	4. WEZX	WCDL-F	94.3	Carbondale 1.1
5. WVCD-F	5. WHLM+	5. WILK	WGBI	910	3.0
6. WILK	6. WEZX-F	6. WNAK	WICK	1400	3.0
7. WBRE-F+	7. WNAK	7. WGBI	WMJW-F	92.1	Nanticoke 1.4
8. WILQ-F	8. WEJL	8. WBAX	WQEQ-F	103.1	Freeland 3.7
9. WHLM+	9. WGBI	9. WQEQ-F	WSCR	1320	1.3
10. WQKX-F	10. WILQ-F	10. WZZO-F	WVPO	840	Stroudsburg .7
11. WYZZ-F	11. WYZZ-F		WVPO-F	93.5	Stroudsburg .1
12. WEJL	12. WQKX-F		WVDL-F	104.9	2.2
13. WPPA	13. WVCD-F		WAAL-F	99.1	Binghamton .4
14. WQEQ-F	14. WVDL-F		WABC	770	New York .4
15. WPPA	15. WPPA		WFMV-F	106.3	Blairstown .3
			WLEV-F	96.1	Easton .5
			WQQQ-F	99.9	Easton .8
			WXKW-F	104.1	Allentown 2.1
			WZZO-F	95.1	Bethlehem 2.0

ADI FM SHARE: 47.78% (787 of 1647) (A/M 79: 43.00%)

AM STATIONS

WARM, 590, 5 KW (DA-2)	, MOR	, \$48.75 (Eastman)	Susquehanna
WBAX, 1240, 1 KW/250 W	, COUNTRY	ABC-E, \$14.00 (Torbet)	Merv Griffin
WEJL, 630, 500 W (DAYS)	, MOR	ABC-I, \$26.50 (Selcom)	Shamrock Develop
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS, \$12.00 (Torbet)	
WICK, 1400, 1 KW/250 W	, BTFL MUS	, \$11.00 (PRO)	
WILK, 980, 5 KW/1 KW (DA-N)	, ROCK	ABC-C, \$17.00 (Mc-Guild)	
WNAK, 730, 1 KW (DAYS)	, MOR	, \$16.00 (P/W)	(NANTICOKE)
WHLM+, 550, 1 KW (DAYS,DA)	, CONTEMP	NBC, \$ 6.50 (-----)	(BLOOMSBURG)
WPPA, 1360, 5 KW/500 W (DA-2)	, AC/CONTEMP	CBS, \$ 9.50 (PRO)	(POTTSVILLE)

M STATIONS

WBRE-F+, 98.5, 7 KW @ 1100, NEWS		MBS, NBC, \$12.00 (Buckley)	
WEZX-F, 107.1, 125 W @ 1270, AOR (Burk-Abr)		ABC-F, \$26.50 (Selcom)	Shamrock Develop
WGBI-F, 101.3, 7 KW @ 1100, CONTEMP (Drake-Chen)		, \$22.00 (Torbet)	
WQEQ-F, 103.1, 450 W @ 150, ROCK (Century 21)		, \$ 5.25 (-----)	(FREELAND)
WVCD-F, 97.9, 24 KW @ 640, BTFL MUS (TM)		, \$11.00 (Market 4)	(HAZLETON)
WDL-F, 104.9, 1.6 KW @ 1093, AC		, \$13.00 (PRO)	
WYZZ-F, 92.9, 50 KW @ 1065, BTFL/CLASS		MBS, \$19.25 (HR/Stone)	
WILQ-F, 105.1, 3.8 KW @ 1300, COUNTRY		, \$18.00 (PRO)	(WILLIAMSPORT)
WQKX-F, 94.1, 50 KW @ 880, CONTEMP		, \$12.25 (Masla)	(SUNBURY)

WZZO-F - See Allen-Beth-Easton

V STATIONS

BRE	Wilkes-Barre	28	NBC
DAU	Scranton	22	CBS
NEP	Scranton	16	ABC

EWSPAPERS

Scranton Times	E	54,544, (Lynett Family, owners of Shamrock Broadcasting)
Scranton Tribune	M	41,064
Wilkes Barre Times Leader	AD	69,470, Capital Cities

OKLAHOMA CITY

Market # 54; ADI # 39
 Revenue Rank # 37
 Income Rank # 72
 APR 15.3
 SMSA Pop: 781,200

Revenue : \$11,375,260
 Income : \$ 661,100
 % Rev Change: 26.0%
 Stations: 19/19
 Diaries: 916

National Rev: \$2,480,910
 Nat Rev per Cap: \$3.18
 Tot Rev per Cap: \$14.56
 Tot Inc per Cap: \$.85
 Profit Margin: 5.8%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KKNG-F	135/13.6	12.4	8.7	8.7	10.6	1. KKNG-F	179	1. KOMA	2757/18.4
2. KTOK	116/11.7	17.8	14.4	18.4	11.7	2. KOFM-F	150	2. WKY	2439/19.6
3. KEBC-F	108/10.9	11.9	10.2	9.5	8.5	3. KEBC-F	149	3. KOFM-F	2147/18.3
4. KXXY-F	89/ 9.0	5.9	4.0	1.8	1.8	4. KTOK	138	4. KKNG-F	1904/21.4
5. KOFM-F	78/ 7.8	8.9	9.7	10.2	8.7	5. WKY	121	5. KTOK	1798/21.3
6. KLTE-F	61/ 6.1	3.1	4.7	4.0	4.2	6. KOMA	117	6. KEBC-F	1614/19.3
7. KATT-F	56/ 5.6	4.8	9.2	6.2	9.6	7. KXXY-F	104	7. KZUE-F	1217/16.4
WKY	56/ 5.6	5.8	8.4	9.4	10.5	8. KLTE-F	69	8. KXXY-F	1151/14.0
9. KZUE-F	55/ 5.5	4.2	5.8	3.6	6.1	9. KATT-F	67	9. KLTE-F	1067/14.1
10. KOMA	42/ 4.2	6.2	6.2	6.2	7.1	10. KZUE-F	61	10. KATT-F	981/10.8
11. KAEZ-F	36/ 3.6	2.7	3.2	2.6	.9	11. WNAD	47	11. KVOO	756/ 1.9
12. KCLR-F	29/ 2.9	1.7	.7	1.4	---	KVOO	47	12. WNAD	634/ 3.4

12+ FM SHARE (METRO): 69.98% (655 of 936) (A/M 79: 62.33%)
 12+ FM SHARE (TSA) : 61.73% (858 of 1390) (A/M 79: 58.85%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOFM-F	1. KATT-F	1. KEBC-F	1. KKNG-F	1. KKNG-F	1. WKY
2. KXXY-F	2. KXXY-F	2. KKNG-F	2. KEBC-F	2. KTOK	2. KTOK
	3. KLTE-F	3. KLTE-F	3. KTOK	KEBC-F	3. KKNG-F
	4. KZUE-F	4. KXXY-F	4. KLTE-F		4. KEBC-F
	KOFM-F	KATT-F	5. WKY		5. KOFM-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	61 (2)	278 (4)	339 (6)	36.2
MOR/AC	176 (3)	61 (1)	237 (4)	25.3
COUNTRY	35 (3)	137 (2)	172 (5)	18.4
BTFL MUSIC		135 (1)	135 (1)	14.4
BLACK/DISCO		36 (1)	36 (1)	3.8
RELIGION	9 (1)	8 (1)	17 (2)	1.8
			936 (19)	

OKLAHOMA CITY ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KKNG-F	1. WKY	1. KTOK	KATT	1140	1.9
2. KEBC-F	2. KOMA	2. KKNG-F	KJIL-F	104.9	.8
3. KTOK	3. KOFM-F	3. KEBC-F	KNOR	1400	.4
4. KOFM-F	4. KKNG-F	4. KAEZ-F	KOCY	1340	1.6
5. WKY	5. KTOK	5. KXXY-F	KQCV	800	.9
6. KXXY-F	6. KEBC-F	6. WKY	WNAD	640	1.5
7. KOMA	7. KZUE-F	7. KOFM-F	KVOO	1170	.4
8. KLTE-F	8. KXXY-F	8. KOMA			
9. KATT-F	9. KLTE-F	9. KLTE-F			
10. KZUE-F	10. WNAD	10. KATT-F			
11. KAEZ-F	11. KVOO				
12. WNAD	12. KCLR-F				
13. KCLR-F	13. KOCY				
14. KVOO	14. KAEZ-F				
15. KATT	15. KATT				

ADI FM SHARE: 59.58% (886 of 1487) (A/M 79: 53.65%)

AM STATIONS

KATT, 1140, 1 KW	, AOR	Source, \$17.00	(RKO)	
KOCY, 1340, 1 KW/250 W	, COUNTRY	CBS, \$25.50	(Mc-Guild)	Summit
KOMA, 1520, 50 KW (DA-N)	, ROCK	, \$38.00	(Blair)	Storz
KTOK, 1000, 5 KW (DA-2)	, MOR	ABC-I, \$50.88	(Eastman)	Insilco
WKY, 930, 5 KW (DA-N)	, AC	NBC, \$48.75	(Katz)	Gaylord
WNAD, 640, 1 KW (DAYS)	, COUNTRY	MBS, \$15.00	(HR/Stone)	(NORMAN)

KVOO - See Tulsa

FM STATIONS

KAEZ-F, 107.7, 100 KW @ 180	, BLACK	, \$17.25	(-----)	
KATT-F, 100.5, 100 KW @ 598	, AOR	Source, \$27.63	(RKO)	
KEBC-F, 94.7, 100 KW @ 440	, COUNTRY	ABC-E, \$47.50	(Torbet)	
KCLR-F, 97.7, 3 KW @ 300	, COUNTRY	, \$20.00	(Howard)	(EDMOND)
KKNG-F, 92.5, 100 KW @ 900	, BTFL MUS (Schulke)	, \$41.88	(Christal)	Swanson
KLTE-F, 101.9, 100 KW @ 420	, AC	MBS, \$26.00	(HR/Stone)	
KOFM-F, 104.1, 100 KW @ 1425	, ROCK	ABC-C, \$38.00	(Selcom)	Guy Gannett
KXXY-F, 96.1, 100 KW @ 300	, AOR (Burk-Abr)	, \$25.50	(Mc-Guild)	Summit
KZUE-F, 102.7, 100 KW @ 1003	, CONTEMP	ABC-F, \$24.50	(Eastman)	Insilco

TV STATIONS

KOCO	Oklahoma City	5	ABC, Combined/Gannett
KTUY	Oklahoma City	4	NBC, Detroit News
KWTV	Oklahoma City	9	CBS

NEWSPAPERS

Oklahoma City Oklahoman	M	182,822	Gaylord
Oklahoma City Times	E	89,064	Gaylord
Oklahoma City Journal	M	37,475	

OMAHA

Market # 70
 Revenue Rank # 63
 Income Rank # 47
 APR 15.8
 SMSA Pop: 586,300

Revenue : \$7,654,959
 Income : \$1,108,006
 % Rev Change: 25.2%
 Stations: 15/9
 Diaries: 804

National Rev: \$2,117,870
 Nat Rev per Cap: \$3.61
 Tot Rev per Cap: \$13.06
 Tot Inc per Cap: \$1.89
 Profit Margin: 14.5%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KFAB	205/27.2	34.1	24.9	32.7	24.2	1. KFAB	347	1. WOW	4869/32.9
2. KEZO-F	83/11.0	5.7	5.8	7.2	10.0	2. WOW	273	2. KFAB	4300/45.8
3. WOW	77/10.2	10.2	11.8	12.7	13.5	3. KEZO-F	118	3. KGOR-F	1832/23.6
4. KESY-F	76/10.1	8.2	8.9	1.8	1.5	4. KGOR-F	100	4. KEZO-F	1423/19.7
5. KGOR-F	70/ 9.3	12.6	10.9	7.9	10.3	5. KESY-F	87	5. KOIL	1325/20.6
6. KOIL	43/ 5.7	6.4	8.7	9.7	6.9	6. KMA	64	6. KQKQ-F	915/16.4
7. KQKQ-F	41/ 5.4	2.9	6.9	4.9	7.6	7. KOIL	52	7. KMA	898/ 4.1
8. KYNN	36/ 4.8	3.9	7.1	5.2	5.8	8. KQKQ-F	47	8. KESY-F	852/16.0
9. KYNN-F	23/ 3.1	1.5	.4	2.6	2.9	9. KYNN	42	9. KYNN	666/11.7
10. KEFM-F	16/ 2.1	2.2	3.2	2.7	3.4	10. KYNN-F	39	10. KYNN-F	627/ 8.2

12+ FM SHARE (METRO): 44.76% (316 of 706) (A/M 79: 38.96%)
 12+ FM SHARE (TSA) : 35.50% (442 of 1245) (A/M 79: 28.87%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KEZO-F	1. KEZO-F	1. KFAB	1. KFAB	1. KFAB	1. KFAB
KGOR-F	2. WOW	2. KEZO-F	2. WOW	2. KESY-F	2. WOW
3. KOIL	KGOR-F	WOW	3. KESY-F	3. KYNN	3. KMA
4. KQKQ-F	4. KFAB	4. KGOR-F	4. KYNN	4. WOW	4. KEZO-F

OTHER RATED STATIONS/METRO SHARE

KCRO	660	.4	KLIN-F	107.3	Lincoln	.9	
KLNG	1560	Council Bluffs	.8	KMA	960	Shenandoah	1.7
KOOO	1420	.9					

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	120 (2)	210 (4)	330 (6)	46.7
MOR/AC	218 (2)		218 (2)	30.9
BTFL MUSIC		83 (2)	83 (2)	11.8
COUNTRY		23 (1)	23 (1)	9.3
NEWS/TALK	6 (1)		6 (1)	0.8
RELIGION	3 (1)		3 (1)	0.4
			706 (15)	

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N), MOR	NBC, \$101.88	(Christal)	May
KOIL, 1290, 5 KW (DA-N), ROCK	, \$ 19.00	(Fastman)	
KYNN, 1490, 1 KW/250 W, COUNTRY	, \$ 21.15	(Torbet)	Great Empire
WOW, 590, 5 KW, CONTEMP	ABC-C, \$ 74.00	(Blair)	Meredith
KMA, 960, 5 KW (DA-N), MOR	, \$ 33.50	(Katz)	May (SHENANDOAH)
KEFM-F, 96.1, 100 KW @ 276, ROCK	, \$ 10.00	(Eastman)	
KESY-F, 104.5, 32 KW @ 285, BTFL MUS	, \$ 31.20	(Roslin)	
KEZO-F, 92.3, 100 KW @ 1210, AOR (Burk-Abr)	ABC-F, \$ 30.00	(Blair)	Meredith
KGOR-F, 99.9, 115 KW @ 1227, ROCK (TM)	, \$ 30.75	(Christal)	May
KQKQ-F, 98.5, 100 KW @ 187, ROCK	, \$ 24.75	(HR/Stone)	
KYNN-F, 94.1, 100 KW @ 510, COUNTRY	, \$ 12.00	(Torbet)	Great Empire

TV STATIONS

KETV Omaha	7	ABC, Pulitzer	KMTV Omaha	3	NBC, May
WOMT Omaha	6	CBS, San Francisco Chron			

NEWSPAPER

Omaha World-Herald	M	125,190
	E	109,545

ORLANDO

Market # 64; ADI # 40
 Revenue Rank # 54
 Income Rank # 63
 APR 14.0
 SMSA Pop: 616,100

Revenue : \$8,491,416
 Income : \$ 848,122
 % Rev Change: 18.8%
 Stations: 20/15
 Diaries: 670

National Rev: \$1,890,257
 Nat Rev per Cap: \$3.07
 Tot Rev per Cap: \$13.78
 Tot Inc per Cap: \$1.38
 Profit Margin: 10.0%

		O/N	A/M	O/N	A/M
12+ METRO	1/4/SHARE	79	79	78	78
1. WDBO-F	86/12.0	12.0	12.7	11.9	14.8
2. WHOO-F	69/ 9.6	8.1	9.6	10.2	8.1
3. WBJW-F	66/ 9.2	8.5	9.6	12.5	14.8
4. WDBO	61/ 8.5	9.6	8.3	8.5	9.2
5. WHLY-F	57/ 8.0	8.7	3.8	4.6	2.5
6. WHOO	54/ 7.5	6.8	7.4	7.8	6.9
7. WKIS	52/ 7.3	5.9	6.7	6.9	7.3
8. WDIZ-F	51/ 7.1	6.4	7.3	4.7	8.8
9. WORJ-F	46/ 6.4	8.3	6.4	4.7	2.9
10. WLOF	35/ 4.9	4.8	4.7	5.5	6.0

12+ TSA	1/4
1. WDBO-F	202
2. WHOO-F	116
3. WHLY-F	100
4. WDIZ-F	98
5. WBJW-F	92
6. WORJ-F	83
7. WDBO	75
8. WHOO	61
9. WELE-F	57
10. WKIS	55

12+ TSA	CUME/MSA	CUME	RAT
1. WDBO-F	2354	19.3	
2. WDIZ-F	1559	16.9	
3. WBJW-F	1557	19.6	
4. WDBO	1518	20.8	
5. WHOO-F	1382	16.4	
6. WHLY-F	1350	14.5	
7. WORJ-F	1217	12.5	
8. WKIS	1180	20.5	
9. WHOO	949	14.2	
10. WLOF	862	14.9	

12+ FM SHARE (METRO): 61.04% (412 of 675) (A/M 79: 57.87%)
 12+ FM SHARE (TSA) : 72.09% (811 of 1125) (A/M 79: 67.43%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBJW-F	1. WHLY-F	1. WHLY-F	1. WHOO-F	1. WDBO-F	1. WDBO-F
2. WDIZ-F	2. WORJ-F	2. WBJW-F	2. WDBO-F	2. WHOO-F	2. WHOO-F
3. WLOF	3. WBJW-F	3. WORJ-F	3. WHOO	3. WHOO	3. WDBO
4. WORL	4. WDIZ-F	4. WHOO-F	4. WHLY-F	4. WKIS	4. WBJW-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	35 (1)	163 (3)	198 (4)	29.4
MOR/AC	119 (3)	69 (2)	188 (5)	27.9
BTFL MUSIC	6 (1)	155 (2)	161 (3)	23.9
COUNTRY	54 (1)	23 (2)	77 (3)	11.4
BLACK/DISCO	38 (2)		38 (2)	5.6
RELIGION	7 (2)	2 (1)	9 (3)	1.3
			673 (20)	

ORLANDO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WDBO-F	1. WDBO-F	1. WDBO-F	WAJL	1440	Winter Park .7
2. WHOO-F	2. WDIZ-F	2. WKIS	WFIV	1080	Kissimmee 1.4
3. WDIZ-F	3. WDBO	3. WORL	WHHL	1190	Pine Castle .8
4. WHLY-F	4. WBJW-F	4. WDBO	WLOQ-F	103.1	Winter Park 1.7
5. WBJW-F	5. WHOO-F	5. WBJW-F	WOKB	1600	Winter Garden 1.7
			WORL	1270	3.6
6. WDBO	6. WHLY-F	6. WHOO-F	WTLN	1520	Apopka .3
7. WWLV-F	7. WKIS	7. WLOF	WTLN-F	95.3	Apopka .3
8. WHOO	8. WORJ-F	8. WHOO			
9. WORJ-F	9. WHOO	9. WDIZ-F	WELE-F	105.9	Daytona Beach 2.2
WELE-F	10. WLOF	10. WHLY-F	WPCV-F	97.5	Winter Haven 1.0
11. WCKS-F	11. WCKS-F				
12. WKIS	12. WELE-F				
13. WLOF	13. WWLV-F				
14. WORL	14. WORL				
15. WDOQ-F	15. WDOQ-F				

ADI FM SHARE: 68.18% (977 of 1433) (A/M 79: 60.81%)

AM STATIONS

WDBO, 580, 5 KW (DA-N), MOR	ABC-E, \$49.00 (Blair)	Outlet
WHOO, 990, 50 KW/5 KW (DA-N), COUNTRY	ABC-I, \$30.25 (Torbet)	Bluegrass
WKIS, 740, 5 KW/1 KW (DA-1), MOR	CBS, \$34.00 (Eastman)	Susquehanna
WLOF, 950, 5 KW (DA-N), ROCK	, \$35.00 (Buckley)	Rounsaville
WORL, 1270, 5 KW (DAYS), DISCO (Burk-Abr)	, \$61.25 (Katz)	Sudbrink

FM STATIONS

WBJW-F, 105.1, 100 KW @ 370, ROCK	, \$73.00 (Buckley)	Rounsaville
WDBO-F, 92.3, 100 KW @ 1320, BTFL MUS (Schulke)	, \$49.00 (Blair)	Outlet
WDIZ-F, 100.3, 100 KW @ 820, AOR (Burk-Abr) ABC-F, Source	, \$34.00 (Selcom)	Shamrock Devel
WHOO-F, 96.5, 100 KW @ 493, BTFL MUS (FM-100)	, \$46.25 (Torbet)	Bluegrass
WHLY-F, 106.7, 100 KW @ 799, AC	, \$31.75 (Christal)	General
WORJ-F, 107.7, 100 KW @ 829, AOR	, \$61.25 (Katz)	Sudbrink

OTHER STATIONS - SEE DAYTONA BEACH OR MELBOURNE

TV STATIONS

WDBO	Orlando	6	CBS, Outlet
WESH	Daytona Beach	2	NBC, Cowles
WFTV	Orlando	9	ABC

NEWSPAPERS

Orlando Sentinel Star	AD	189,420, Tribune Co.
-----------------------	----	----------------------

PENSACOLA

Market # 133
 Revenue Rank # 123
 Income Rank # 88
 APR 15.6
 SMSA Pop: 280,500

Revenue : \$3,542,997
 Income : \$ 475,162
 % Rev Gain: 13.9%
 Stations: 12/11
 Diaries: 569

National Rev: \$330,817
 Nat Rev per Cap: \$1.18
 Tot Rev per Cap: \$12.63
 Tot Inc per Cap: \$1.69
 Profit Margin: 13.4%

12+ METRO	1/4/SHARE	A/M 79	A/M 78
1. WBOP	54/15.2	12.3	2.6
2. WTKX-F	41/11.5	3.7	13.1
3. WMEZ-F	39/11.0	11.2	13.7
4. WOWW-F	37/10.4	5.1	2.3
5. WCOA	35/ 9.8	10.1	9.3
WJLQ-F	35/ 9.8	14.1	15.7
7. WKRG-F	30/ 8.4	10.1	11.0
8. WXBM-F	25/ 7.0	8.0	5.2
9. WBSR	19/ 5.3	9.3	10.2
10. WNVY	12/ 3.4	3.5	4.9

12+ TSA	1/4
1. WTKX-F	59
2. WBOP	57
3. WJLQ-F	50
4. WKRG-F	46
WMEZ-F	46
6. WXBM-F	39
7. WOWW-F	38
8. WCOA	35
9. WBSR	19
10. WNVY	12

12+ TSA	CUME/MSA	CUME	RAT
1. WJLQ-F	814/24.6		
2. WTKX-F	700/20.7		
3. WKRG-F	658/22.2		
4. WMEZ-F	573/20.4		
5. WCOA	472/20.3		
6. WXBM-F	451/13.6		
7. WBSR	424/18.3		
8. WOWW-F	363/14.9		
9. WBOP	362/15.3		
10. WNVY	200/ 8.7		

12+ FM SHARE (METRO): 63.82% (217 of 340) (A/M 79: 55.84%)
 12+ FM SHARE (TSA) : 69.64% (289 of 415) (A/M 79: 64.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKRG-F	1. WTKX-F	1. WTKX-F	1. WBOP	1. WMEZ-F	1. WCOA
2. WBOP	2. WOWW-F	WOWW-F	2. WMEZ-F	2. WCOA	2. WKRG-F
3. WTKX-F	3. WJLQ-F	3. WBOP	3. WOWW-F	3. WBOP	3. WXBM-F

OTHER RATED STATIONS/METRO SHARE

WHYM 610 .8 WBLX-F 92.9 Mobile 2.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	19 (1)	106 (3)	125 (4)	36.8
COUNTRY	12 (1)	62 (2)	74 (2)	21.8
BLACK/DISCO	54 (1)	10 (1)	64 (2)	18.8
BTFL MUSIC		39 (1)	39 (1)	11.5
MOR/AC	35 (1)		35 (1)	10.3
RELIGION	3 (1)		3 (1)	0.9
			340 (12)	

RADIO STATIONS

WBOP, 980, 1 KW (DAYS), BLACK	MBS,NBN, \$14.70 (Howard)	
WBSR, 1450, 1 KW , CONTEMP	, \$16.00 (Torbet)	
WCOA, 1370, 5 KW (DA-N), MOR	CBS, \$23.75 (Mc-Guild)	Summit
WNVY, 1230, 1 KW , COUNTRY	NBC, \$11.00 (HR/Stone)	
WJLQ-F, 100.7, 100 KW @ 500, ROCK (Drake-Chen)	, \$23.75 (Mc-Guild)	Summit
WMEZ-F, 94.1, 100 KW @ 320, BTFL MUS (Schulke)	ABC-F, \$35.00 (Torbet)	
WOWW-F, 107.3, 100 KW @ 360, COUNTRY	, \$11.25 (HR/Stone)	
WTKX-F, 101.5, 100 KW @ 493, ROCK	MBS, \$14.70 (Howard)	
WXBM-F, 102.7, 100 KW @ 500, COUNTRY	ABC-I, \$12.00 (-----)	

WKRG-F - See Mobile

TV STATIONS - See Mobile

NEWSPAPERS

Pensacola News E 15,534, Gannett
 Pensacola Journal M 57,669, Gannett

PEORIA

Market # 105
 Revenue Rank # 103
 Income Rank # 115
 APR 14.0
 SMSA Pop: 365,100

Revenue : \$4,483,443
 Income : \$ 295,374
 % Rev Change: 17.8%
 Stations: 17/10
 Diaries: 697

National Rev: \$1,180,698
 Nat Rev per Cap: \$3.23
 Tot Rev per Cap: \$12.28
 Tot Inc per Cap: \$.81
 Profit Margin: 6.6%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WKZW-F	65/15.3	16.6	14.3	14.5	1. WSWT-F	95	1. WSWT-F 1157/25.7
2. WSWT-F	64/15.1	15.4	13.5	15.0	2. WKZW-F	76	2. WKZW-F 1121/29.7
3. WMBD	59/13.9	13.6	13.3	11.0	3. WMBD	65	3. WMBD 1097/33.9
4. WXCL	55/12.9	10.5	11.3	9.1	4. WWCT-F	61	4. WLS 1030/12.0
5. WIRL	35/ 8.2	11.0	10.3	12.7	5. WXCL	60	5. WIRL 960/28.9
6. WWCT-F	34/ 8.0	6.9	10.8	9.1	6. WMAQ	47	6. WXCL 803/22.5
7. WVLE+	18/ 4.3	4.7	6.4	5.6	7. WLS	42	7. WMAQ 673/ 5.2
8. WZRO-F	14/ 3.3	1.8	2.5	3.4	8. WIRL	38	8. WBNQ-F 637/ 6.3
9. WLS	13/ 3.1	4.0	2.0	4.2	9. WBNQ-F	36	9. WWCT 572/12.1
10. WPEO	12/ 2.8	1.1	2.2	2.2	10. WGN	24	10. WGN 548/ 8.5

12+ FM SHARE (METRO): 50.12% (201 of 401) (A/M 79: 52.31%)
 12+ FM SHARE (TSA) : 49.68% (309 of 622) (A/M 79: 55.84%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKZW-F	1. WKZW-F	1. WKZW-F	1. WSWT-F	1. WSWT-F	1. WMBD
2. WWCT-F	2. WWCT-F	2. WSWT-F	2. WXCL	2. WMBD	2. WKZW-F
3. WIRL	3. WIRL	3. WWCT-F	3. WMBD	3. WXCL	3. WSWT-F

OTHER RATED STATIONS/METRO SHARE

WCLL-F	94.3	Chillicothe	.7	WGN	720	Chicago	1.6
WTIAZ-F	102.3	Morton	1.9	WLS	890	Chicago	3.1
WBBM	780	Chicago	.7	WMAQ	670	Chicago	1.4
				WBNQ-F	101.5	Bloomington	1.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	48 (2)	104 (3)	152 (5)	37.9
BTFL MUSIC	10 (1)	72 (2)	82 (3)	20.4
MOR/AC	66 (2)	11 (2)	77 (4)	19.2
COUNTRY	61 (2)	14 (1)	75 (3)	18.7
RELIGION	12 (1)		12 (1)	3.0
NEWS/TALK	3 (1)		3 (1)	0.7
			401 (17)	

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2), CONTEMP/AC	, \$33.25	(Eastman)	Mid America
WMBD, 1470, 5 KW (DA-2), MOR	CBS, \$25.50	(Katz)	Midwest TV
WPEO, 1020, 1 KW (DAYS), RELIGION	MBS, \$10.00	(Walton)	Crawford
WVLE+, 1140, 5 KW (DAYS), BTFL MUS (FM-100)	, \$13.00	(PRO)	
WXCL, 1350, 1 KW (DA-2), COUNTRY	ABC-I, \$28.00	(Mc-Guild)	
WKZW-F, 93.3, 27 KW @ 570, ROCK	, \$24.50	(Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 450, BTFL MUS (Schulke)	, \$27.00	(Eastman)	Mid America
WWCT-F, 105.7, 36 KW @ 571, AOR	Source, \$14.00	(HR/Stone)	
WZRO-F, 104.9, 3 KW @ 260, COUNTRY (Drake-Chen)	, \$12.00	(Mc-Guild)	

WBNQ-F - See Bloomington

Other Stations - See Chicago

TV STATIONS

WEEK Peoria 25	NBC, Mid America	WMBD Peoria 31	CBS, Mid TV
WRAU Peoria 19	ABC		

NEWSPAPERS

Peoria Journal Star	AD	103,321
Pekin Times	E	22,373

PHILADELPHIA

Market # 4; ADI # 4
 FCC Revenue Rank # 7
 FCC Income Rank # 12
 APR 17.4
 SMSA Pop: 4,780,500

Revenue : \$44,023,535
 Income : \$5,667,722
 % Rev Change: 7.7%
 Stations: 28/32
 Diaries: 1,968

National Rev: \$15,987,754
 Nat Rev per Cap: \$3.33
 Tot Rev per Cap: \$9.21
 Tot Inc per Cap: \$1.19
 Profit Margin: 12.9%

		J/F	O/N	J/A	A/M				
12+ METRO	1/4/SHARE	80	79	79	79	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KYW	793/11.4	9.6	10.4	11.7	11.8	1. KYW	930	1. KYW	16304/33.3
2. WIP	461/ 6.6	6.8	6.0	6.1	7.2	2. WIP	523	2. WIP	7686/16.1
3. WWSH-F	397/ 5.7	6.1	7.1	6.1	7.1	3. WWSH-F	513	3. WMMR-F	7664/14.5
4. WMGK-F	395/ 5.7	5.5	3.4	2.8	2.9	4. WMMR-F	502	4. WMGK-F	6636/13.7
5. WDAS-F	386/ 5.5	5.2	7.0	7.1	7.2	5. WMGK-F	457	5. WWSH-F	6572/12.2
6. WMMR-F	370/ 5.3	6.5	6.9	5.7	6.1	6. WDVR-F	411	6. WCAU	6571/13.6
7. WDVR-F	351/ 5.0	5.8	5.0	5.6	6.3	7. WDAS-F	398	7. WYSP-F	6219/11.9
8. WFIL	326/ 4.7	4.4	4.2	4.1	4.7	8. WYSP-F	390	8. WFIL	6132/12.6
9. WYSP-F	299/ 4.3	4.2	4.5	3.4	3.8	9. WUSL-F	371	9. WDVR-F	6106/13.0
10. WUSL-F	295/ 4.2	3.6	4.2	3.4	2.9	10. WFIL	366	10. WIOQ-F	4746/ 8.8
11. WCAU	282/ 4.1	3.6	4.6	5.0	4.7	11. WCAU	349	11. WIFI-F	4529/ 9.0
12. WWDB-F	256/ 3.7	4.1	3.7	4.8	3.3	12. WWDB-F	289	12. WDAS-F	4471/10.7
13. WSNI-F	251/ 3.6	3.0	2.1	3.0	2.9	13. WSNI-F	284	13. WCAU-F	4442/ 9.6
14. WIOQ-F	206/ 3.0	3.1	2.6	2.1	1.8	14. WIOQ-F	271	14. WSNI-F	3721/ 7.8
15. WPEN	195/ 2.8	2.1	1.8	1.7	2.0	15. WCAU-F	239	15. WUSL-F	3687/ 7.3
16. WCAU-F	193/ 2.8	3.3	2.8	3.7	3.9	16. WIFI-F	221	16. WWDB-F	3548/ 7.6
17. WIFI-F	173/ 2.5	2.7	2.6	2.9	3.8	17. WPEN	207	17. WPEN	3237/ 7.4
18. WDAS	166/ 2.4	2.5	2.4	2.0	1.6	18. WFLN-F+	179	18. WZZD	2751/ 6.2
19. WFLN-F+	165/ 2.3	2.6	1.9	2.2	2.3	19. WDAS	166	19. WDAS	2748/ 6.7
20. WZZD	133/ 1.9	1.9	2.9	2.4	1.7	20. WJBR-F	157	20. WFLN-F+	2606/ 5.5

12+ FM SHARE (METRO): 60.13% (3843 of 6391) (A/M 79: 59.67%)
 12+ FM SHARE (TSA) : 61.93% (4870 of 7864) (A/M 79: 63.06%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WYSP-F	1. WMGK-F	1. WMGK-F	1. KYW	1. KYW	1. KYW
2. WMMR-F	2. WMMR-F	2. WDAS-F	2. WMGK-F	2. WWSH-F	2. WIP
3. WDAS-F	3. WDAS-F	3. WMMR-F	3. WIP	3. WIP	3. WFIL
4. WIFI-F	4. WIOQ-F	4. WFIL	4. WFIL	4. WDVR-F	4. WCAU
5. WZZD	5. WYSP-F	5. KYW	5. WWSH-F	5. WCAU	5. WWSH-F
6. WCAU-F	6. WFIL	6. WUSL-F	6. WSNI-F	6. WSNI-F	6. WUSL-F
7. WPST-F	7. WUSL-F	7. WIP	7. WDVR-F	7. WFIL	7. WMGK-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	710 (4)	941 (3)	1651 (7)	25.8
ROCK/AOR/CONT	459 (2)	1126 (6)	1585 (8)	24.8
NEWS/INFO/TALK	1110 (3)	256 (1)	1366 (4)	21.4
BLACK/DISCO	246 (2)	579 (2)	825 (4)	12.9
BTFL MUSIC		799 (3)	799 (3)	12.5
CLASSICAL	23 (1)	142 (1)	165 (2)	2.6
			6391 (28)	

PHILADELPHIA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KYW	1. KYW	1. KYW	WCOJ	1420	Coatesville .3
2. WIP	2. WIP	2. WIP	WHAT	1340	1.1
3. WWSH-F	3. WMMR-F	3. WDAS-F	WNAR	1110	Norristown .5
4. WMMR-F	4. WMGK-F	4. WWSH-F	WJBR-F	99.5	Wilmington .7
5. WMGK-F	5. WCAU	5. WDVR-F	WPST-F	97.5	Trenton .5
6. WDVR-F	6. WWSH-F	6. WMGK-F	WSTW-F	93.7	Wilmington .6
7. WDAS-F	7. WDVR-F	7. WCAU-F	WOR	710	New York .5
8. WYSP-F	8. WYSP-F	8. WFIL			
9. WFIL	9. WFIL	9. WWDB-F			
10. WUSL-F	10. WIOQ-F	10. WCAU			
11. WCAU	11. WDAS-F				
12. WWDB-F	12. WFIL-F				
13. WSNI-F	13. WCAU-F				
14. WIOQ-F	14. WSNI-F				
15. WCAU-F	15. WUSL-F				

ADI FM SHARE: 63.25% (5682 of 8983) (A/M 79: 61.23%)

AM STATIONS

KYW, 1060, 50 KW (DA-1)	, NEWS	ABC-I, \$138.75 (RAR)	Westinghouse
WCAU, 1210, 50 KW	, TALK/NEWS	CBS, \$ 94.37 (CBS Spot)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 82.50 (Howard)	NBN
WFIL, 560, 5 KW (DA-2)	, CONT/AC	, \$ 135.00 (Blair)	LIN
WIP, 610, 5 KW (DA-1)	, MOR	, \$135.00 (Katz)	Metromedia
WPEN, 950, 5 KW (DA-1)	, MOR/AC	, \$ 89.25 (MMR)	Greater Media
WZZD, 990, 50 KW/10 KW (DA-2)	Has new owner and new format as of June 80.		

FM STATIONS

WCAU-F, 98.1, 13 KW @ 1000, DISCO/JAZZ	, \$ 78.75 (CBS FM)	CBS
WDVR-F, 101.1, 13 KW @ 1010, BTFL MUS	, \$ 92.50 (Eastman)	
WDAS-F, 105.3, 50 KW @ 870, BLACK	, \$116.88 (Howard)	NBN
WFLN-F+, 95.7, 50 KW @ 490, CLASSICAL	NBC, \$ 49.25 (CMBS)	
WFIL-F, 92.5, 50 KW @ 500, ROCK	, \$105.00 (Eastman)	GCC
WIOQ-F, 102.1, 30 KW @ 650, AOR	, \$ 55.63 (Mc-Guild)	Outlet
WMGK-F, 102.9, 50 KW @ 300, SOFT/AC	ABC-F, \$133.88 (MMR)	Greater Media
WMMR-F, 93.3, 25 KW @ 670, AOR	, \$ 84.50 (Katz)	Metromedia
WSNI-F, 104.5, 26 KW @ 195, AC/MOR (FM 100)	, \$ 48.00 (RKO)	Associated
WUSL-F, 93.9, 18 KW @ 830, AC	, \$ 87.13 (Blair)	LIN
WWDB-F, 96.5, 12 KW @ 1200, TALK	MBS, \$ 73.50 (Buckley)	
WWSH-F, 106.1, 19 KW @ 740, BTFL MUS (Schulke)	, \$100.63 (Christal)	Cox
WYSP-F, 94.1, 16 KW @ 900, AOR (Burk-Abr)	Source, \$122.50 (Masla)	SJR
WPST-F, 97.5, 50 KW @ 450, ROCK	, \$ 37.00 (Masla)	Nassau (TRENTON)
WJBR-F - See Wilmington		

TV STATIONS

KYW	Philadelphia	3	NBC, Westinghouse
WPVI	Philadelphia	6	ABC, Cap Cities
WKBS	Philadelphia	48	IND, Field
WPHL	Philadelphia	17	IND, Prov Journal
WCAU	Philadelphia	10	CBS, CBS
WTAF	Philadelphia	29	IND, Taft

NEWSPAPERS

Philadelphia Bulletin	E	462,137, Charter
Philadelphia Enquirer	M	418,148, Knight-Ridder
Philadelphia News	E	225,940, Knight-Ridder

PHOENIX

Market # 28; ADI # 31
 Revenue Rank # 26
 Income Rank # 48
 APR 16,7
 SMSA Pop: 1,307,700

Revenue : \$15,853,535
 Income : \$ 1,101,381
 % Rev Change: 14.2%
 Stations: 26/26
 Diaries: 1585

National Rev: \$6,032,525
 Nat Rev per Cap: \$4.61
 Tot Rev per Cap: \$12.11
 Tot Inc per Cap: \$.84
 Profit Margin: 7.0%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KNIX-F+	226/12.1	9.7	6.5	4.6	5.4	1. KNIX-F+ 273	1. KNIX-F+	2729/20.2
2. KTAR	156/ 8.4	6.5	9.6	6.7	7.2	2. KOY 171	2. KOY	2672/19.9
3. KOY	153/ 8.2	8.1	6.8	7.4	8.4	3. KTAR 169	3. KTAR	2376/19.6
4. KQYT-F	145/ 7.8	10.6	11.2	10.2	11.2	KOPA-F 169	4. KOPA-F	2130/16.3
5. KOPA-F	141/ 7.6	4.3	4.4	3.6	1.0	5. KQYT-F 160	5. KQYT-F	1743/13.9
6. KMEO-F	125/ 6.7	7.6	7.6	7.0	6.0	6. KMEO-F 147	6. KMEO-F	1672/13.7
7. KDKB-F*	120/ 6.4	4.2	7.5	8.5	7.8	7. KDKB-F* 126	7. KJJJ	1524/11.3
8. KJJJ	81/ 4.3	5.4	2.2	4.5	3.8	8. KJJJ 97	8. KDKB-F*	1454/11.9
9. KOOL-F	80/ 4.3	5.9	3.1	3.9	2.6	9. KOOL-F 84	9. KUPD-F	1388/11.4
10. KUPD-F	79/ 4.2	4.7	5.6	6.1	---	10. KUPD-F 83	10. KOOL-F	1279/10.2
11. KZZP-F+	55/ 2.9	2.1	2.8	1.6	1.5	11. KZZP-F+ 62	11. KZZP-F+	1143/ 9.4
12. KARZ	52/ 2.8	4.1	3.9	5.5	4.2	12. KARZ 53	12. KARZ	929/ 7.9
13. KRUX	47/ 2.5	1.7	3.0	2.6	1.9	13. KRUX 48	13. KRUX	896/ 7.6
14. KBBC-F	44/ 2.4	3.5	5.1	3.7	4.1	14. KKKQ 47	14. KKKQ	795/ 6.4
15. KKKQ	43/ 2.3	3.1	2.6	2.8	2.7	15. KBBC-F 45	15. KBBC-F	770/ 6.6

12+ FM SHARE (METRO): 56.32% (1007 of 1788) (A/M 79: 59.96%)
 12+ FM SHARE (TSA) : 57.09% (1132 of 1983) (A/M 79: 60.49%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KUPD-F	1. KDKB-F	1. KNIX-F+	1. KNIX-F+	1. KNIX-F+	1. KTAR
2. KOPA-F	2. KNIX-F+	2. KOY	2. KOY	2. KOY	2. KNIX-F+
3. KRUX	3. KOPA-F	3. KDKB-F	3. KTAR	3. KTAR	3. KOY
4. KDKB-F	4. KOY	4. KOPA-F	4. KQYT-F	4. KQYT-F	4. KOPA-F
5. KNIX-F+	5. KOOL-F	5. KOOL-F	5. KMEO-F	5. KMEO-F	5. KDKB-F

*This station was determined by Arbitron to have run on-air survey announcements:
 KDKB-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	139 (4)	507 (6)	646 (10)	36.1
BTFL MUSIC	40 (1)	283 (3)	323 (4)	18.1
COUNTRY	136 (2)	181 (2)	317 (4)	17.7
MOR/AC	205 (2)		205 (2)	11.5
NEWS/TALK	156 (1)		156 (1)	8.7
SPANISH	70 (2)		70 (2)	3.9
CLASSICAL		36 (1)	36 (1)	2.0
BIG BAND	25 (1)		25 (1)	1.4
RELIGION	10 (1)		10 (1)	0.6
			<u>1788 (26)</u>	

PHOENIX ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>
1. KNIX-F+	1. KNIX-F+	1. KNIX-F+	KFLR 1230 .5
2. KOY	2. KOY	2. KTAR	KHEP-F 101.5 1.9
3. KTAR	3. KTAR	3. KOPA-F	KIFN 860 2.3
4. KOPA-F	4. KOPA-F	4. KOY	KMEO 740 2.1
5. KQYT-F	5. KQYT-F	5. KQYT-F	KOPA 1440 2.0
6. KMEO-F	6. KMEO-F	6. KDKB-F	KPHX 1480 1.5
7. KDKB-F	7. KJJJ	7. KMEO-F	KWAO-F 106.3 .7
8. KJJJ	8. KDKB-F	8. KJJJ	KXIV 1400 1.3
9. KOOL-F	9. KUPD-F	9. KUPD-F	KXTC-F 92.3 .5
KUPD-F	10. KOOL-F	10. KOOL-F	
11. KZZP-F+	11. KZZP-F+		
12. KARZ	12. KARZ		
13. KRUX	13. KRUX		
KKKQ	14. KKKQ		
15. KBBC-F	15. KBBC-F		

ADI FM SHARE: 55.22% (1142 of 2068) (A/M 79: 58.96%)

AM STATIONS

KARZ, 960, 5 KW (DA-N)	, MOR/AC	CBS, \$27.50	(Katz)	Stauffer
KJJJ, 910, 5 KW (DA-N)	, COUNTRY	ABC-E, \$44.20	(HR/Stone)	ITC
KKKQ, 1060, 5 KW/500 W (DA-N)	, CONTEMP	, \$37.10	(Masla)	
KOY, 550, 5 KW/1 KW	, MOR/AC	, \$129.50	(Eastman)	Southern/Hart
KRUX, 1360, 5 KW/500 W (DA-N)	, ROCK	, \$20.00	(Lotus)	Lotus
KTAR, 620, 5 KW (DA-N)	, NEWS	MBS,ABC-I, \$69.75	(Blair)	Pulitzer

FM STATIONS

KBBC-F, 98.7, 115 KW @ 1680	, SOFT ROCK	, \$63.75	(Blair)	Pulitzer
KMEO-F, 96.9, 100 KW @ 1556	, BTFL MUS (Bonne)	, \$36.68	(Mc-Guild)	Sripps-How
KNIX-F+, 102.5, 100 KW @ 1610	, COUNTRY	, \$100.88	(Christal)	Buck Owens
KOOL-F, 94.5, 100 KW @ 1620	, OLDIES	, \$57.50	(Katz)	
KOPA-F, 100.7, 100 KW @ 1847	, ROCK	, \$33.00	(Torbet)	First Media
KQYT-F, 95.5, 100 KW @ 1550	, BTFL MUS (Churchill)	, \$97.13	(Eastman)	Southern/Harte
KUPD-F, 97.9, 100 KW @ 1620	, ROCK	, \$45.05	(Masla)	
KZZP-F+, 104.7, 100 KW @ 1550	, ROCK	, \$35.25	(Mc-Guild)	Western Cit
KDKB-F, 93.3, 100 KW @ 1550	, AOR (Burk-Abr)	Source, \$60.00	(Selcom)	Sandusky News

TV STATIONS

KOOL	Phoenix	10	CBS, Gene Autrey
KPHO	Phoenix	5	IND, Meredith
KPNX	Phoenix	12	NBC, Combined/Gannett
KTVK	Phoenix	3	ABC

NEWSPAPERS

Phoenix Republic	M	232,152
Phoenix Gazette	E	98,309

PITTSBURGH

Market # 13; ADI # 11
 FCC Revenue Rank # 17
 FCC Income Rank # 29
 APR 17.4
 SMSA Pop: 2,279,400

Revenue : \$24,312,030
 Income : \$ 1,785,329
 % Rev Change: 13.3%
 Stations: 30/31
 Diaries: 1692

National Rev: \$8,533,409
 Nat Rev per Cap: \$3.75
 Tot Rev per Cap: \$10.69
 Tot Inc per Cap: \$.79
 Profit Margin: 7.3%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KDKA	847/25.3	22.2	23.4	21.8	24.5	1. KDKA 1083	1. KDKA	13978/52.9
2. WSHH-F	243/ 7.3	6.8	8.7	6.8	8.6	2. WDVE-F 281	2. WXXK-F	4920/17.7
3. WTAE	221/ 6.6	6.7	5.1	6.7	6.1	3. WSHH-F 273	3. WDVE-F	4283/14.9
4. WDVE-F	182/ 5.4	7.5	7.6	6.7	5.6	4. WXXK-F 265	4. WPEZ-F	3955/12.3
5. WXXK-F	175/ 5.2	5.6	6.6	4.8	6.3	5. WTAE 232	5. WTAE	3784/18.0
6. WAMO-F	154/ 4.6	5.3	4.8	2.5	3.4	6. WPEZ-F 196	6. WSHH-F	3409/15.2
7. KQV	148/ 4.4	3.8	4.4	3.9	2.9	7. WEEP 178	7. WPNT-F	2741/ 9.7
8. WFFM-F	121/ 3.6	3.9	4.2	3.4	1.7	8. WPNT-F 169	8. KQV	2713/13.7
9. WEEP	119/ 3.6	3.4	3.4	2.1	2.3	9. WAMO-F 165	9. WKTQ	2530/11.5
10. WJOI-F	117/ 3.5	4.0	3.7	5.7	5.7	10. WJOI-F 158	10. WAMO-F	2496/11.6
11. WPNT-F	115/ 3.4	3.5	1.6	.7	1.1	11. KQV 150	11. WEEP	2476/ 9.0
12. WPEZ-F	112/ 3.3	2.3	4.5	5.2	4.5	12. WFFM-F 138	12. WFFM-F	2337/10.5
13. WDSY-F	104/ 3.1	2.4	2.3	2.3	1.3	13. WDSY-F 131	13. WJOI-F	2285/ 9.1
14. WKTQ	90/ 2.7	2.5	2.9	3.9	4.7	14. WYDD-F 108	14. WWSW	1955/ 9.5
15. WWSW	77/ 2.3	3.3	2.8	4.3	4.3	15. WKTQ 101	15. WYDD-F	1741/ 5.9

12+ FM SHARE (METRO): 47.60% (1497 of 3145) (A/M 79: 49.84%)
 12+ FM SHARE (TSA) : 50.38% (2015 of 4000) (A/M 79: 52.85%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WXXK-F	1. KDKA	1. KDKA	1. KDKA	1. KDKA	1. KDKA
2. WDVE-F	2. WDVE-F	2. WTAE	2. WTAE	2. WSHH-F	2. WTAE
3. WAMO-F	3. WTAE	3. WDVE-F	3. WSHH-F	3. WTAE	3. WXXK-F
4. WPEZ-F	4. WFFM-F	4. WFFM-F	4. WDSY-F	4. KQV	4. WDVE-F
5. KDKA	5. WXXK-F	5. WXXK-F	5. KQV	5. WJOI-F	5. KQV

FORMATS

	AM	FM	TOTAL	%
MOR/AC	1220 (8)	22 (1)	1242 (9)	39.5
ROCK/AOR/CONTEMP	91 (2)	679 (6)	770 (8)	24.5
BTFM MUSIC		475 (3)	475 (3)	15.1
COUNTRY	148 (2)	114 (2)	262 (4)	8.3
BLACK/DISCO		154 (1)	154 (1)	4.9
NEWS/TALK	148 (1)		148 (1)	4.7
RELIGION	30 (1)	12 (1)	42 (2)	1.3
BIG BAND		41 (1)	41 (1)	1.3
OTHER/UNKNOWN	11 (1)		11 (1)	0.3
			3145 (30)	

PITTSBURGH ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. KDKA	1. KDKA	1. KDKA	WBVP 1230	Beaver Falls .5
2. WSHH-F	2. WKKX-F	2. WAMO-F	WCNS 1480	Latrobe .3
3. WKKX-F	3. WTAE	3. WTAE	WESA-F+ 98.3	Charleroi .8
4. WDVE-F	4. WDVE-F	4. WKKX-F	WFFM 1550	Braddock -
5. WTAE	5. WPEZ-F	5. WSHH-F	WHJB 620	Greensburg .5
6. WEEP	6. WSHH-F	6. WDVE-F	WIXZ 1360	McKeesport .9
7. WPNT-F	7. KQV	7. KQV	WKPA 1150	New Kensington .5
WAMO-F	8. WKTQ	8. WDSY-F	WMBA 1460	Ambridge .5
9. WPEZ-F	9. WPNT-F	9. WFFM-F	WNUF-F 100.7	New Kensington 1.2
10. KQV	10. WAMO-F	WPNT-F	WOKU-F 107.1	Greensburg .3
11. WJOI-F	11. WEEP		WPIT 730	.9
12. WFFM-F	12. WFFM-F		WPIT-F 101.5	.4
13. WDSY-F	13. WJOI-F		WWKS-F 106.7	Beaver Falls .4
14. WYDD-F	14. WWSW		WYDD-F 104.7	2.2
15. WKTQ	15. WYDD-F			

ADI FM SHARE: 49.93% (2165 of 4336) (A/M 79: 49.87%)

AM STATIONS

KDKA, 1020, 50 KW	, MOR	, \$171.25	(RAR)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, NEWS	CBS, \$ 38.19	(Eastman)	Taft
WEEP, 1080, 50 KW (DAYS,DA)	, COUNTRY	NBC, \$ 41.25	(RKO)	Entercom
WKTQ, 1320, 5 KW (DA-N)	, CONTEMP	, \$ 35.00	(Christal)	Nationwide
WTAE, 1250, 5 KW (DA-N)	, AC	ABC-E, \$ 90.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, MOR	, \$ 85.00	(Blair)	

FM STATIONS

WAMO-F, 105.9, 72 KW @ 440,	BLACK	SBN, \$ 52.50	(HR/Stone)	Sheridan
WDSY-F, 107.9, 50 KW @ 500,	COUNTRY	NBC, \$ 41.25	(RKO)	Entercom
WDVE-F, 102.5, 55 KW @ 820,	AOR (Burk-Abr)	Source, \$ 64.00	(Eastman)	Taft
WFFM-F, 96.9, 60 KW @ 520,	SOFT (Burk-Abr)	, \$ 60.50	(CBS FM)	
WJOI-F, 93.7, 41 KW @ 547,	BTFL MUS	, \$ 51.25	(Torbet)	EZ
WPEZ-F, 94.5, 50 KW @ 810,	ROCK	ABC-C, \$ 85.00	(Blair)	
WPNT-F, 92.9, 47 KW @ 890,	BTFL MUS (Bonne)	, \$ 36.75	(RAR)	Westinghouse
WSHH-F, 99.7, 11 KW @ 920,	BTFL MUS (Schulke)	, \$ 54.75	(Christal)	Nationwide
WKKX-F, 96.1, 50 KW @ 500,	ROCK	, \$ 70.00	(Katz)	Hearst
WYDD-F, 104.7, 50 KW @ 1573,	AOR	, \$ 39.50	(Selcom)	

TV STATIONS

KDKA	Pittsburgh	2	CBS, Westinghouse
WIIC	Pittsburgh	11	NBC, Cox
WPCB	Pittsburgh	22	IND
WPGH	Pittsburgh	53	IND, Meredith
WTAE	Pittsburgh	4	ABC, Hearst

NEWSPAPERS

Pittsburgh Press	M	262,788, Scripps-Howard
Pittsburgh Post-Gazette	E	184,720

PORTLAND, MAINE

Market # 177
 Revenue Rank # 142
 Income Rank # 197
 APR 14.8
 SMSA Pop: 183,900

Revenue : \$2,841,624
 Income : \$ 123,383
 % Rev Gain: 13.5%
 Stations: 18/8
 Diaries: 556

National Rev: \$682,968
 Nat Rev per Cap: \$3.71
 Tot Rev per Cap: \$15.45
 Tot Inc per Cap: \$.67
 Profit Margin: 4.3%

12+ METRO	1/4/SHARE	A/M 79'	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WGAN-F	34/13.4	8.6	11.1	1. WGAN-F 110	1. WGAN-F	1244/25.8
2. WGAN	30/11.9	17.5	19.2	2. WPOR-F 76	2. WIGY-F	1155/12.3
3. WBLM-F	26/10.3	3.7	5.2	3. WIGY-F 72	3. WGAN	949/12.3
WJBQ-F+	26/10.3	11.9	17.3	4. WBLM-F 61	4. WBLM-F	843/16.9
5. WLOB-F	22/ 8.7	6.3	.7	5. WGAN	5. WPOR-F	833/16.9
6. WPOR	21/ 8.3	8.2	6.6	6. WHOM-F 46	6. WBZ	658/ 7.2
7. WMGX-F	18/ 7.1	7.8	4.1	7. WKXA-F+ 40	7. WJBQ-F+	602/21.5
8. WPOR-F	17/ 6.7	10.1	5.5	8. WJBQ-F+ 39	8. WHOM-F	598/10.0
9. WHOM-F	12/ 4.7	4.5	6.3	9. WBZ	9. WCSH	509/15.9
10. WIGY-F	10/ 4.0	6.7	4.1	10. WPOR	10. WKXA-F+	483/ 6.1

12+ FM SHARE (METRO): 68.60% (166 of 242) (A/M 79: 61.07%)
 12+ FM SHARE (TSA) : 75.55% (482 of 638) (A/M 79: 74.97%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WJBQ-F+	1. WBLM-F	1. WBLM-F	1. WGAN-F	1. WGAN-F	1. WPOR-F+
2. WLOB-F	2. WMGX-F	2. WGAN	2. WGAN	2. WGAN	2. WGAN
3. WIGY-F	3. WJBQ-F+	3. WMGX-F	3. WBLM-F	3. WPOR	3. WGAN-F

OTHER RATED STATIONS/METRO SHARE

WCSH 97.0 3.6 WDCS-F 97.9 .8 WLOB 1310 .8
 WKXA-F+ 98.9 Brunswick 2.0 WBZ 1030 Boston 2.8 WEEI 590 Boston .4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	7 (2)	97 (5)	104 (7)	43.0
MOR/AC	46 (3)		46 (3)	19.0
BTFL MUSIC		46 (2)	46 (2)	19.0
COUNTRY	22 (2)	21 (2)	43 (4)	17.8
CLASSICAL		2 (1)	2 (1)	0.8
NEWS/TALK	1 (1)		1 (1)	0.4
			242 (18)	

RADIO STATIONS

WCSH, 970, 5 KW (DA-N), MOR NBC, \$ 8.75 (PRO) Maine Bdcst
 WGAN, 560, 5 KW (DA-1), MOR , \$31.95 (Blair) Guy Gannett
 WPOR, 1490, 1 KW/250 W , COUNTRY (Musicworks) ABC-E, \$26.00 (Mc-Guild) Ocean Coast
 WGAN-F , 102.9, 100 KW @ 1470, BTFL MUS (Schulke) , \$31.95 (Blair) Guy Gannett
 WJBQ-F+, 106.3, 3 KW @ 300, ROCK ABC-C, \$24.50 (Buckley)
 WKXA-F+, 98.9, 80 KW @ 205, COUNTRY ABC-I, \$14.00 (Roslin)
 WLOB-F, 100.9, 3 KW @ 225, AOR (Burk-Abr) , \$17.60 (HR/Stone)
 WMGX-F, 93.1, 50 KW @ 315, ROCK Source, \$15.72 (Torbet)
 WPOR-F, 101.9, 50 KW @ 492, COUNTRY ABC-E, \$34.00 (Mc-Guild) Ocean Coast
 WBLM-F, 107.5, 30 KW @ 612, AOR , \$18.00 (Kadetsky)
 WHOM-F, 94.9, 48 KW @ 3756, BTFL MUS (Bonne) , \$26.50 (P/W) (MT. WASHINGTON)
 WIGY-F, 105.9, 50 KW @ 500, ROCK , \$17.00 (Masla) (BATH)

WBZ - See Boston

TV STATIONS

WCSH Portland 6 NBC, Maine Bdcst
 WMTW Portland 8 ABC, Mid New York
 WGAN Portland 13 CBS, Guy Gannett

NEWSPAPERS

Portland Express E 30,178, Guy Gannett
 Portland Press-Herald M 55,628, Guy Gannett

PORTLAND, OR

Market # 35; ADI # 24
 Revenue Rank # 25
 Income Rank # 30
 APR 15.3
 SMSA Pop: 1,145,900

Revenue : \$17,029,623
 Income : \$ 1,701,110
 % Rev Change: 28.8%
 Stations: 26/22
 Diaries: 1325

National Rev: \$6,452,022
 Nat Rev per Cap: \$5.63
 Tot Rev per Cap: \$14.86
 Tot Inc per Cap: \$1.48
 Profit Margin: 10.0%

12+ METRO 1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KGW	165/11.1	11.9	13.0	15.1	11.6	1. KGW 4139/30.9
2. KXL-F	120/ 8.1	5.3	4.6	5.5	5.3	2. KEX 2429/18.5
3. KGON-F	117/ 7.9	8.5	7.7	4.9	5.4	3. KWJJ 1966/15.2
4. KEX	109/ 7.3	9.1	5.5	6.9	6.6	4. KGON-F 1874/14.8
5. KUPL-F	106/ 7.1	7.2	6.7	3.9	5.5	5. KXL-F 1848/14.1
6. KMJK-F	91/ 6.1	5.5	2.9	3.0	2.4	6. KUPL-F 1674/13.0
7. KWJJ	83/ 5.6	5.5	7.3	8.6	7.9	7. KXL 1624/10.5
8. KYTE	81/ 5.5	3.3	4.4	4.1	8.9	8. KMJK-F 1515/12.2
9. KXL	67/ 4.5	4.9	7.6	5.2	6.8	9. KYTE 1299/11.0
10. KINK-F	66/ 4.4	5.9	3.9	4.2	3.6	10. KYXI 1262/11.6
11. KKEY	57/ 3.8	5.5	3.3	4.4	2.9	11. KLLB-F 1213/ 8.5
12. KYXI	55/ 3.7	3.3	3.6	5.3	3.3	12. KINK-F 1190/ 9.1

12+ FM SHARE (METRO): 46.62% (648 of 1390) (A/M 79: 44.68%)
 12+ FM SHARE (TSA) : 47.79% (874 of 1829) (A/M 79: 46.94%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KMJK-F	1. KGW	1. KGW	1. KGW	1. KXL-F	1. KGW
2. KGON-F	2. KGON-F	2. KGON-F	2. KXL-F	2. KUPL-F	2. KEX
3. KGW	3. KINK-F	3. KINK-F	3. KEX	3. KEX	3. KWJJ+
	4. KMJK-F	4. KEX	4. KYTE	4. KWJJ	4. KXL
	5. KYTE	5. KYTE	5. KWJJ	5. KXL	5. KXL-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	183 (3)	375 (6)	558 (9)	40.1
BTFL MUSIC	45 (1)	257 (3)	302 (4)	21.7
COUNTRY	187 (4)		187 (4)	13.5
MOR/AC	176 (2)		176 (2)	12.7
NEWS/TALK	130 (4)		130 (4)	9.4
RELIGION	6 (1)	16 (1)	22 (2)	1.6
UNKNOWN	15 (1)		15 (1)	1.1
			<u>1390 (26)</u>	

PORTLAND ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. KGW	1. KGW	1. KGW	KARO	1480	Vancouver .7
2. KXL-F	2. KEX	2. KWJJ	KGAR	1550	Vancouver 1.2
3. KUPL-F	3. KWJJ	3. KGON-F	KKSN	910	Vancouver 1.0
4. KGON-F	4. KGON-F	4. KEX	KLIQ	1290	.6
5. KEX	5. KXL-F	5. KYTE	KLLB-F	101.1	2.4
6. KMJK-F	6. KUPL-F	6. KXL-F	KPAM	1410	.5
7. KWJJ	7. KXL	7. KUPL-F	KPAM-F	97.1	2.1
8. KYTE	8. KMJK-F	8. KMJK-F	KPDQ	800	.4
9. KXL	9. KYTE	9. KYXI	KPDQ-F	93.7	1.1
10. KINK-F	10. KYXI	KUPL	KQFM-F	100.3	2.3
11. KKEY	11. KINK-F		KRDR	1230	Gresham .3
12. KYXI	12. KLLB-F		KUPL	1330	3.0
13. KLLB-F	13. KPAM-F		KJIB-F	99.5	2.1
14. KJIB-F	14. KUPL		KG0	810	San Francisco .6
15. KUPL	15. KQFM-F				

ADI FM SHARE: 45.30% (945 of 2086) (A/M 79: 44.13%)

AM STATIONS

KEX , 1190, 50 KW (DA-1)	, MOR	ABC-I, \$ 53.13	(MMR)	Golden West
KGW , 620, 5 KW (DA-N)	, CONTEMP/AC	, \$134.38	(Blair)	King
KKEY, 1150, 5 KW (DAYS,DA)	, TALK	MBS, \$? ?	(-----)	
KUPL, 1330, 5 KW (DA-1)	, BTFL MUS	NBC, \$ 44.80	(Torbet)	
KWJJ, 1080, 50 KW/10 KW (DA-1), COUNTRY		ABC-E, \$ 77.63	(Eastman)	Park
KXL , 750, 50 KW (DAYS,DA)	, MOR	, \$106.25	(Mc-Guild)	Kaye-Smith
KYTE, 970, 5 KW (DA-N)	, COUNTRY	, \$ 46.00	(Katz)	Gaylord
KYXI, 1520, 50 KW/10 KW (DA-1), NEWS		CBS,MBS, \$ 38.88	(Buckley)	Des Moines Register

FM STATIONS

KGON-F, 92.3, 100 KW @ 920, AOR (Burk-Abr)		, \$ 62.00	(Buckley)	D M Register
KINK-F, 101.9, 100 KW @ 1611, ROCK		, \$ 47.50	(Blair)	King
KLLB-F, 101.1, 100 KW @ 1640, ROCK		, \$ 46.00	(Katz)	Gaylord
KMJK-F, 106.7, 94 KW @ 880, ROCK		, \$ 53.75	(Selcom)	Southern/Harte H
KPAM-F, 97.1, 100 KW @ 1200, CONTEMP		ABC-C, \$ 45.25	(Christal)	
KQFM-F, 100.3, 100 KW @ 920, AOR		Source, \$ 22.00	(MMR)	Golden West
KUPL-F, 98.5, 100 KW @ 1100, BTFL MUS (Bonne)		, \$ 44.80	(Torbet)	
KJIB-F, 99.5, 100 KW @ 920, BTFL MUS*		, \$ 51.75	(Eastman)	Park
KXL-F , 95.5, 100 KW @ 920, BTFL MUS		, \$106.25	(Mc-Guild)	Kaye-Smith

KJIB-F has switched to Country since the Spring book.

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	M	242,621, Newhouse
Portland Oregon Journal	E	105,019, Newhouse
Oregon Statesman (Salem)	M	47,361, Gannett
Salem Capital Journal	E	17,339, Gannett

PROVIDENCE

Market # 44; ADI # 38
 FCC Revenue Rank # 51
 FCC Income Rank # 97
 APR 18.4
 SMSA Pop: 851,900

Revenue : \$8,660,984
 Income : \$ 408,940
 % Rev Change: 15.1%
 Stations: 42/17
 Diaries: 1504

National Rev: \$2,942,318
 Nat Rev per Cap: \$3.45
 Tot Rev per Cap: \$10.17
 Tot Inc per Cap: \$.48
 Profit Margin: 4.7%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WLKW-F	233/10.8	12.4	10.1	11.4	10.0	1. WLKW-F	239	1. WPJB-F	3774/26.1
2. WPJB-F	203/ 9.4	7.2	7.2	6.8	6.2	2. WPJB-F	234	2. WPRO-F	3048/23.1
3. WPRO-F	153/ 7.1	8.6	8.3	7.1	7.6	3. WPRO-F	176	3. WPRO	2930/23.7
4. WPRO	126/ 5.8	7.7	9.9	11.1	11.1	4. WPRO	133	4. WLKW-F	2851/23.0
5. WEAN	122/ 5.7	4.9	5.4	5.0	6.3	5. WEAN	122	5. WJAR	2136/17.9
6. WHJY-F	111/ 5.1	6.0	5.5	5.0	5.6	6. WHJY-F	117	6. WEAN	2015/16.8
7. WJAR	101/ 4.7	3.9	5.8	4.1	5.5	7. WJAR	103	7. WHJY-F	1498/11.9
8. WHIM	94/ 4.4	3.0	3.6	3.8	4.3	8. WMYS-F	96	8. WBZ	1421/ 6.2
9. WMYS-F	81/ 3.8	3.1	2.3	2.5	2.0	9. WHIM	94	9. WMYS-F	1381/ 9.3
10. WBSM	79/ 3.7	3.3	2.7	2.3	2.3	10. WBSM	87	10. WAAF-F	1015/ 5.7

12+ FM SHARE (METRO): 58.00% (1174 of 2024) (A/M 79: 50.79%)

12+ FM SHARE (TSA) : 59.22% (1467 of 2477) (A/M 79: 53.19%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPJB-F	1. WPJB-F	1. WPJB-F	1. WLKW-F	1. WLKW-F	1. WPRO
2. WPRO-F	2. WPRO-F	2. WPRO-F	2. WPRO	2. WHJY-F	2. WLKW-F
3. WXKS-F	3. WMYS-F	3. WLKW-F	3. WPJB-F	3. WHIM	3. WEAN
4. WAAF-F	4. WPRO	4. WPRO	4. WHIM	4. WPRO	4. WPJB-F
	5. WBRU-F	5. WMYS-F	5. WHJY-F	5. WEAN	5. WPRO-F

OTHER RATED STATIONS/METRO SHARE

WADK	1540	Newport	1.1	WLKW	990		2.3
WALE	1400	Fall River	1.6	WNBH	1340	New Bedford	.9
WARA	1320	Attleboro	.6	WNRI	1380	Woonsocket	.5
WBRU-F	95.5		2.4	WRIB	1220		.4
WERI-F	103.7	Westerly	.5	WRIM-F	93.3	Taunton	.5
WGNG	550	Pawtucket	2.3	WSAR	1480	Fall River	1.9
WJFD-F	97.3	New Bedford	.7	WWON	1240	Woonsocket	.5
WKRI	1450	West Warwick	.4				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	82 (4)	647 (10)	729 (14)	36.0
MOR/AC	483 (11)		483 (11)	23.9
BTLF MUSIC	50 (1)	402 (6)	452 (7)	22.3
NEWS/TALK	133 (2)	11 (1)	144 (3)	7.1
COUNTRY	94 (1)		94 (1)	4.6
BLACK/DISCO		54 (1)	54 (1)	2.7
CLASSICAL		23 (1)	23 (1)	1.1
BIG BAND		21 (1)	21 (1)	1.0
ETHNIC		16 (1)	16 (1)	0.8
RELIGION	8 (1)		8 (1)	0.4

2024 (41)

PROVIDENCE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WLKW-F	1. WPJB-F	1. WPJB-F	WAAF-F	107.3 Worcester 1.9
2. WPJB-F	2. WPRO	2. WLKW-F	WBCN-F	104.1 Boston .5
3. WPRO-F	3. WPRO-F	3. WPRO	WBZ	1030 Boston 1.5
4. WPRO	4. WLKW-F	4. WPRO-F	WCIB-F	101.9 Falmouth .6
5. WEAN	5. WJAR	5. WEAN	WCOZ-F	94.5 Boston 1.6
6. WHJY-F	6. WEAN	6. WHJY-F	WCRB-F	102.5 Boston 1.1
7. WJAR	7. WHJY-F	7. WBSM	WEEL-F	103.3 Boston 1.4
8. WHIM	8. WMYS-F	8. WJAR	WHDH	850 Boston .6
9. WMYS-F	9. WGNG	9. WXKS-F	WHUE-F	100.7 Boston .6
10. WBSM	10. WHIM	10. WJFD-F	WJIB-F	96.9 Boston 1.1
11. WXKS-F	11. WBZ		WNBC	660 New York .3
12. WBRU-F	12. WBRU-F		WPLM-F+	99.1 Plymouth 1.0
13. WLKW	13. WLKW		WRKO	680 Boston .3
14. WGNG	14. WAAF-F		WROR-F	98.5 Boston 1.4
15. WAAF-F	15. WSAR		WVBF-F	105.7 Boston .6
			WXKS-F	107.9 Boston 2.5

ADI FM SHARE: 58.00% (1240 of 2138) (A/M 79: 50.53%)

AM STATIONS

WGNG, 550, 1 KW (DA-N)	, CONTEMP	ABC-C, \$31.00	(Selcom)	
WHIM, 1110, 1 KW (DAYS)	, COUNTRY	ABC-E, \$51.25	(Katz)	
WJAR, 920, 5 KW (DA-N)	, MOR	NBC, \$31.00	(Eastman)	Outlet
WLKW, 990, 50 KW (DAYS,DA)	, BTFL MUS	ABC-I, \$? ?	(Torbet)	McCormick-
WPRO, 630, 5 KW (DA-N)	, AC	, \$68.75	(Blair)	Cap Cities
WEAN, 790, 5 KW (DA-2)	, NEWS	MBS,CBS, \$56.00	(Mc-Guild)	Prov Journal

FM STATIONS

WBRU-F, 95.5, 20 KW @ 434, AOR		ABC-F, \$33.00	(P/W)	
WHJY-F, 94.1, 50 KW @ 434, BTFL MUS (FM-100)		, \$51.25	(Katz)	
WLKW-F, 101.5, 50 KW @ 500, BTFL MUS		, \$83.75	(Torbet)	McCormick
WPJB-F, 105.1, 50 KW @ 500, ROCK		, \$56.00	(Mc-Guild)	Prov Journal
WPRO-F, 102.3, 50 KW @ 500, ROCK		, \$60.00	(Blair)	Cap Cities

Other Stations - See New York, New Bedford, Boston

TV STATIONS

WJAR	Providence	10	NBC, Outlet
WPRI	Providence	12	ABC, Knight-Ridder
WTEV	New Bedford	6	CBS, Steinman

NEWSPAPER

Providence Bulletin, Journal M - 74,523 E - 142,282

PUEBLO

Market # 241
 Revenue Rank # 256
 Income Rank # 379
 APR 15.0
 SMSA Pop: 122,800

Revenue : \$1,349,203
 Income : \$ -329,214
 % Rev Change: -2.1%
 Stations: 16/9
 Diaries: 449

National Rev: \$249,675
 Nat Rev per Cap: \$2.03
 Tot Rev per Cap: \$10.99
 Tot Inc per Cap: \$-2.68
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KDZA 24/15.7	18.5	24.8	1. KIDN 28	1. KDZA 447/35.1
2. KIDN 21/13.7	13.7	12.4	2. KDZA 27	2. KIDN 332/24.0
3. KIL0-F 18/11.8	8.3	1.4	3. KIL0-F 23	3. KCSJ 262/17.9
4. KCSJ 13/ 8.5	10.1	9.7	4. KCSJ 18	4. KIL0-F 227/15.4
5. KZL0-F 10/ 6.5	1.8	5.5	5. KZL0-F 15	5. KZL0-F 199/14.8
6. KFEL 9/ 5.9	3.6	.7	6. KFEL 12	6. KRDO-F 176/10.4
7. KCCY-F 8/ 5.2	4.8	2.1	7. KOA 12	7. KOA 171/ 6.9
8. KPLV-F 7/ 4.6	4.8	2.1	8. KRDO-F 11	8. KCCY-F 156/11.7
9. KYNR-F 7/ 4.6	3.0	2.8	9. KCCY-F 10	9. KIIQ-F+ 145/ 4.1
10. KSPZ-F 7/ 4.6	3.6	4.1	10. KYNR-F 9	10. KPLV-F 131/12.3

12+ FM SHARE (METRO): 43.92% (65 of 148) (A/M 79: 38.36%)
 12+ FM SHARE (TSA) : 46.27% (93 of 201) (A/M 79: 45.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDZA	1. KDZA	1. KDZA	1. KIDN	1. KIDN	1. KDZA
2. KIL0-F	2. KIL0-F	2. KIDN	2. KDZA	2. KCSJ	2. KCSJ
	3. KIDN	3. KIL0-F	3. KZL0-F		3. KIDN

OTHER RATED STATIONS/METRO SHARE

KAPI 690	2.6	KOA 850	Denver	3.3
KPUB 1480	4.6	KRDO-F 95.1	Colorado Spgs	3.9
KIIQ-F 102.7	Colorado Springs	KSPZ-F 92.9	Colorado Spgs	4.6
KKFM-F 96.5	Colorado Springs			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	24 (1)	34 (5)	58 (6)	39.2
COUNTRY	28 (2)	8 (1)	36 (3)	24.3
MOR/AC	13 (1)	10 (1)	23 (2)	15.5
BTFL MUSIC		13 (2)	13 (2)	8.8
NEWS/TALK	5 (1)		5 (1)	3.4
SPANISH	4 (1)		4 (1)	2.7
RELIGION	9 (1)		9 (1)	6.1
			148 (16)	

RADIO STATIONS

KCSJ, 590, 1 KW (DA-1)	, MOR	ABC-I, \$ 9.50	(Eastman)
KDZA, 1230, 1 KW/250 W	, ROCK	, \$13.16	(Masla)
KFEL, 970, 1 KW (DAYS)	, RELIGION	, \$ 5.50	(----)
KIDN, 1350, 5 KW/1 KW (DA-N),	COUNTRY	NBC, \$13.38	(Torbet) David Scribner
KCCY-F, 97.9, 100 KW @ 320,	COUNTRY	, \$11.00	(Schutz)
KPLV-F, 98.9, 44 KW @ 61,	ROCK	, \$ 9.00	(Sav-Gates)
KYNR-F, 99.9, 68 KW @ 2000,	BTFL MUS (FM-100)	, \$ 7.75	(PRO) Peoria Jrnl Star
KZL0-F, 100.7, 100 KW @ 800,	AC/CONTEMP	ABC-E, \$13.16	(Masla)

KOA - See Denver OTHER STATIONS - See Colorado Springs
 NEWSPAPERS, TV STATIONS - See Colorado Springs

RALEIGH

Market # 79; ADI # 41
 Revenue Rank # 57
 Income Rank # 60
 APR 16.0
 SMSA Pop: 499,600

Revenue : \$8,333,321
 Income : \$ 874,722
 % Rev Change: 12.6%
 Stations: 17/17
 Diaries: 756

National Rev: \$1,939,981
 Nat Rev per Cap: \$3.88
 Tot Rev per Cap: \$16.68
 Tot Inc per Cap: \$1.75
 Profit Margin: 10.5%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
1. WPTF	100/14.6	15.1	14.7	17.4	15.6	1. WRAL-F	312	4190/26.5	
2. WRAL-F	86/12.5	11.3	13.6	9.4	14.1	2. WPTF	199	2683/32.5	
3. WQDR-F	64/ 9.3	10.8	8.3	9.2	8.7	3. WQDR-F	163	2272/19.5	
4. WSRC	63/ 9.2	3.1	4.0	6.6	7.2	4. WYYD-F	145	1883/18.1	
5. WYYD-F	62/ 9.0	10.3	8.4	10.1	7.9	5. WSRC	67	1215/21.1	
6. WKIX	51/ 7.4	7.4	8.6	9.2	8.7	6. WKIX	62	928/14.2	
7. WDUR	50/ 7.3	4.3	3.3	---	.5	7. WDUR	51	694/12.3	
8. WDCG-F	35/ 5.1	6.2	7.9	4.6	3.4	8. WDCG-F	46	523/11.1	
9. WDNC	19/ 2.8	4.6	2.6	3.0	6.1	9. WDNC	23	484/10.3	
10. WYNA	11/ 1.6	1.1	2.5	2.8	1.6	10. WYNA	15	277/ 6.0	

12+ FM SHARE (METRO): 42.93% (252 of 587) (A/M 79: 44.55%)

12+ FM SHARE (TSA) : 58.76% (671 of 1142) (A/M 79: 59.19%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDCG-F	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WPTF-F	1. WRAL-F
2. WKIX	2. WQDR-F	2. WQDR-F	2. WPTF-F	2. WYYD-F	2. WPTF
3. WDUR	3. WDUR	3. WSRC	3. WYYD-F	3. WSRC	3. WQDR-F
4. WQDR-F	WSRC	4. WDUR	4. WSRC	4. WKIX	4. WYYD-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	51 (1)	190 (4)	241 (4)	41.2
MOR/AC	129 (3)		129 (3)	22.1
BLACK/DISCO	113 (2)		113 (2)	19.3
BTFM MUSIC		62 (1)	62 (1)	10.6
COUNTRY	32 (5)		32 (5)	5.5
RELIGION	8 (1)		8 (1)	1.4
			585 (17)	

RALEIGH ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>			
1. WRAL-F	1. WRAL-F	1. WRAL-F	WCHL	1360	Chapel Hill	1.5
2. WPTF	2. WPTF	2. WPTF	WDBS-F	107.1	Durham	.7
3. WQDR-F	3. WQDR-F	3. WQDR-F	WETC	540	Wendell	.6
4. WYYD-F	4. WYYD-F	4. WDUR	WKBQ	1000	Garner	.4
5. WQSM-F	5. WQSM-F	5. WKIX	WPJL	1240		1.2
6. WSRC	6. WKIX	6. WSRC	WRBX	1530	Chapel Hill	.9
7. WKIX	7. WDCG-F	7. WDCG-F	WTK	1310	Durham	1.2
8. WDUR	8. WDNC	8. WYYD-F				
9. WDCG-F	9. WITN-F	9. WDNC				
10. WFNC	10. WFLB	10. WTK				
11. WIDU	11. WSRC					
12. WRSV-F	12. WFNC					
13. WFLB	13. WDUR					
14. WFAI	14. WIDU					
15. WITN-F	15. WFAI					

ADI FM SHARE: 55.00% (874 of 1589) (A/M 79: 54.74%)

AM STATIONS

WCHL, 1360,	5 KW/1 KW (DA-N), MOR	MBS, \$12.00	(Southern)	(CHAPEL HILL)
WDNC, 620,	5 KW/1 KW (DA-2), MOR/AC	CBS, \$16.00	(Torbet)	
WDUR, 1490,	1 KW/250 W, BLACK (Drake-Chen)	ABC-C, \$12.00	(Lazar)	
WKIX, 850,	10 KW/5 KW (DA-N), CONTEMP	, \$35.50	(Blair)	Mann Media
WPTF, 680,	50 KW (DA-N), MOR	ABC-E, NBC, \$54.50	(Christal)	Durham Life
WSRC, 1410,	5 KW (DAYS, DA), BLACK	NBN, \$14.00	(Howard)	
WYNA, 1550,	1 KW (DAYS), COUNTRY	ABC-I, \$12.50	(Sav-Gates)	

FM STATIONS

WDCG-F, 105.1,	36 KW @ 330, ROCK	ABC-I, \$19.00	(Torbet)	
WQDR-F, 94.7,	100 KW @ 1025, AOR (Burk-Abr)	, \$45.00	(Mc-Guild)	Durham Life
WRAL-F, 101.5,	100 KW @ 1900, ROCK	, \$93.75	(Katz)	Capitol
WYYD-F, 96.1,	98 KW @ 992, BTFL MUS (Bonne)	, \$45.75	(Blair)	Mann Media

OTHER STATIONS - See Fayetteville

TV STATIONS

WPTF	Durham	28	NBC, Durham Life
WRAL	Raleigh	5	ABC, Capitol
WTVD	Durham	11	CBS, Capital Cities

NEWSPAPERS

Raleigh News and Observer	M	129,987
Raleigh Times	E	34,711
Fayetteville Times	M	20,774
Fayetteville Observer	E	42,184
Durham Herald	M	41,689
Durham Sun	E	21,645

READING

Market # 118
Revenue Rank # 151
Income Rank # 116
APR 17.4
SMSA Pop: 307,500

Revenue : \$2,672,114
Income : \$ 293,644
% Rev Change: 20.4%
Stations: 25/5
Diaries: 636

National Rev: \$221,051
Nat Rev per Cap: \$.72
Tot Rev per Cap: \$8.69
Tot Inc per Cap: \$.95
Profit Margin: 11.0%

12+ METRO	1/4/SHARE	A/M 79	A/M 78
1. WEEU	67/15.0	15.8	16.5
2. WRFY-F	52/11.6	7.3	7.1
3. WHUM	39/ 8.7	14.5	13.6
4. WRW	30/ 6.7	5.3	10.9
5. WWSH-F	30/ 6.7	5.3	2.2
6. WYSP-F	27/ 6.0	4.1	4.5
7. WIFI-F	24/ 5.4	4.5	7.4
8. KYW	20/ 4.5	6.2	3.8
9. WXKW-F	17/ 3.8	1.5	2.5
10. WDV-F	13/ 2.9	4.1	.7

12+ MSA	CUME/MSA	CUME	RAT
1. WEEU	851/33.1		
2. WRFY-F	590/22.9		
3. WHUM	510/19.8		
4. KYW	489/19.0		
5. WRW	475/18.5		
6. WIFI-F	387/15.0		
7. WYSP-F	348/13.5		
8. WWSH-F	319/12.4		
9. WFIL	281/10.9		
10. WXKW-F	227/ 8.8		

NOTE: THE READING
TSA AND MSA ARE
THE SAME.

12+ FM SHARE (METRO): 55.30% (219 of 396) (A/M 79: 45.67%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WYSP-F	1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WEEU	1. WEEU
2. WIFI-F	2. WRW	2. WHUM	2. WHUM	2. WRFY-F	2. WHUM
3. WRW	WIFI-F	3. WRW	3. WEEU	3. WHUM	3. WRFY-F

OTHER RATED STATIONS/METRO SHARE

WBYO-F	107.5	Boyertown	1.3	WIP	610	Philadelphia	.9
WAEB	790	Allentown	1.6	WMGK-F	102.9	Philadelphia	1.3
WCAU	1210	Philadelphia	.4	WMMR-F	93.3	Philadelphia	2.0
WCAU-F	98.1	Philadelphia	.9	WNCE-F	101.3	Lancaster	.4
WFIL	560	Philadelphia	1.8	WSNI-F	104.5	Philadelphia	1.1
WHP-F	97.3	Harrisburg	.9	WUSL-F	98.9	Philadelphia	1.3
WIOQ-F	102.1	Philadelphia	.7	WZZO-F	95.1	Bethlehem	.7
WIOV-F	105.1	Ephrata	2.2				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONT	45 (3)	118 (6)	163 (9)	41.1
MOR/AC	71 (2)	17 (3)	88 (5)	22.2
COUNTRY	39 (1)	27 (2)	66 (3)	16.7
BTFL MUSIC		47 (4)	47 (4)	11.9
NEWS/TALK	22 (2)		22 (2)	5.6
RELIGION		6 (1)	6 (1)	1.5
BLACK/JAZZ		4 (1)	4 (1)	1.0
			396 (25)	

RADIO STATIONS

WEEU, 850, 1 KW (DA-N), MOR/AC	ABC-E, \$24.25 (Buckley)
WHUM, 1240, 1 KW/250 W, COUNTRY	NBC, \$21.75 (Torbet)
WRW, 1340, 1 KW/250 W, ROCK	, \$21.50 (Mc-Guild)
WRFY-F, 102.5, 15 KW @ 820, CONT/AC	ABC-F, \$20.50 (HR/Stone)

OTHER STATIONS - SEE PHILADELPHIA, ALLENTOWN, LANCASTER, HARRISBURG

NEWSPAPERS

Reading Eagle	E	43,674
Reading Times		42,279

RENO

Market # 188
 Revenue Rank # 134
 Income Rank # 77
 APR 15.8
 SMSA Pop: 172,700

Revenue : \$3,189,701
 Income : \$ 581,726
 % Rev Gain: 30.5%
 Stations: 12/8
 Diaries: 367

National Rev: \$619,750
 Nat Rev per Cap: \$3.50
 Tot Rev per Cap: \$18.47
 Tot Inc per Cap: \$3.37
 Profit Margin: 18.2%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KRNO-F 33/14.5	6.3	13.1	1. KSRN-F 56	1. KOLO 553/26.7
2. KSRN-F 32/14.1	17.1	13.6	2. KRNO-F 42	2. KCBN 510/29.9
3. KCBN 27/11.9	8.8	14.0	3. KOLO 38	3. KOH 488/23.0
4. KONE 26/11.5	9.8	7.5	4. KCBN 33	4. KSRN-F 477/19.8
5. KOLO 24/10.6	8.8	13.1	5. KOH 32	5. KKBC-F 413/14.0
6. KOH 21/ 9.3	9.3	9.3	6. KKBC-F 28	6. KRNO-F 384/23.4
7. KOZZ-F 18/ 7.9	10.7	6.1	7. KONE 27	7. KONE 329/20.0
8. KBET 12/ 5.3	5.4	4.2	8. KOZZ-F 19	8. KBET 234/14.2
9. KROI 8/ 3.5	.5	1.4	9. KBET 13	9. KOZZ-F 234/14.8
10. KKBC-F 7/ 3.1	7.8	8.9	10. KCRL 11	10. KCRL 206/ 8.8

12+ FM SHARE (METRO): 42.66% (93 of 218) (A/M 79: 49.73%)
 12+ FM SHARE (TSA) : 47.74% (148 of 310) (A/M 79: 54.37%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KCBN	1. KRNO-F 2. KOZZ-F 3. KOLO	1. KRNO-F 2. KOZZ-F 3. KOLO	1. KRNO-F 2. KONE 3. KOLO	1. KSRN-F 2. KOH KONE	1. KOH 2. KSRN-F 3. KOLO

OTHER RATED STATIONS/METRO SHARE

KCRL 780 3.1 KNEV-F 95.5 1.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	35 (2)	58 (3)	93 (5)	42.7
MOR/AC	45 (2)		45 (2)	20.6
COUNTRY	38 (2)		38 (2)	17.4
BTFL MUSIC		35 (2)	35 (2)	16.1
CLASSICAL	7 (1)		7 (1)	3.2
			218 (12)	

RADIO STATIONS

KBET, 1340, 1 KW/250 W	, COUNTRY	ABC-I, \$ 6.50	(PRO)
KCBN, 1230, 1 KW/250 W	, ROCK	, \$12.75	(Torbet)
KOH , 630, 5 KW/1 KW (DA-N),	MOR/NEWS	CBS,MBS, \$12.00	(Katz) McClatchy
KOLO , 920, 5 KW/1 KW (DA-N),	MOR	NBC, \$13.75	(Eastman) Donrey
KONE, 1450, 1 KW/250 W	, COUNTRY	ABC-E, \$13.75	(Lotus) Lotus
KROI, 1270, 1 KW (DAYS)	, CONTEMP	, \$ 7.00	(Radio Time Sales) (SPARKS)
KOZZ-F, 105.7, 31 KW @ 390,	ROCK	ABC-F,Source, \$13.75	(Lotus) Lotus
KRNO-F, 106.9, 60 KW @ 460,	ROCK	, \$10.00	(Torbet)
KSRN-F, 104.5, 25 KW @ 2900,	BTFL MUS	, \$13.00	(Masla)
KKBC-F, 97.3, 52 KW @ 2240,	ROCK	, \$13.25	(Howard) (CARSON CITY)

TV STATIONS

KCRL	Reno	4	NBC
KOLO	Reno	8	ABC, Donrey
KTVN	Reno	2	CBS

NEWSPAPERS

Nevada State Journal	M	30,544,	Gannett
Reno Gazette	E	24,886,	Gannett

RICHLAND-KENNEWICK-PASCO

Market # 224
 Revenue Rank # 174
 Income Rank # 99
 APR 12.9
 SMSA Pop: 133,600

Revenue : \$2,281,828
 Income : \$ 359,690
 % Rev Gain: 22.6%
 Stations: 10/8
 Diaries: 675

National Rev: \$391,413
 Nat Rev per Cap: \$2.93
 Tot Rev per Cap: \$17.08
 Tot Inc per Cap: \$2.69
 Profit Margin: 15.8%

12+ METRO 1/4/SHARE A/M 79

1. KONA	27/20.5	23.0
2. KALE	22/16.7	13.3
3. KONA-F	17/12.9	12.6
4. KOTY	16/12.1	11.1
KZZK-F	16/12.1	5.2
6. KXDD-F	8/ 6.1	11.1
7. KIOK-F	6/ 4.5	6.7
8. KORD	4/ 3.0	3.0
KSXT-F	4/ 3.0	3.0
10. KGO	1/ .8	.7

12+ TSA 1/4

1. KONA-F	32
2. KONA	28
3. KALE	27
4. KSXT-F	19
5. KZZK-F	18
6. KOTY	16
7. KIOK-F	11
8. KXDD-F	8
9. KORD	6
10. KGO	1

12+ TSA CUME/MSA CUME RAT

1. KONA	472/36.0
2. KALE	435/32.5
3. KONA-F	376/23.5
4. KSXT-F	316/ 9.8
5. KZZK-F	267/21.6
6. KOTY	265/25.8
7. KIOK-F	181/ 9.0
8. KXDD-F	140/13.2
9. KORD	112/ 8.1
10. KGO	81/ 2.5

12+ FM SHARE (METRO): 42.15% (51 of 121) (A/M 79: 43.09%)

12+ FM SHARE (TSA) : 53.01% (88 of 166) (A/M 79: 56.82%)

TEENS

18 - 34

18 - 49

25 - 54

35 - 64

12+ TSA AMD

1. KALE	1. KZZK-F	1. KONA	1. KONA	1. KONA	1. KONA
2. KZZK-F	2. KALE	2. KALE	2. KOTY	2. KONA-F	2. KONA-F
3. KXDD-F	3. KONA	3. KZZK-F	3. KONA-F	KOTY	3. KALE

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	22 (1)	34 (4)	56 (5)	46.3
MOR/AC	31 (2)		31 (2)	25.6
BTFL MUSIC		17 (1)	17 (1)	14.1
COUNTRY	16 (1)		16 (1)	13.2
NEWS/TALK	1 (1)		1 (1)	
			121 (10)	

RADIO STATIONS

KALE, 960, 5 KW/1 KW (DA-N), CONTEMP	NBC, \$11.50 (Lotus)	Sterling
KONA, 610, 5 KW (DA-N), MOR	ABC-I, \$12.00 (Torbet)	
KORD, 910, 1 KW (DAYS), MOR	, \$ 8.00 (Howard)	
KOTY, 1340, 1 KW/250 W, COUNTRY	ABC-E, \$ 7.50 (PRO)	KUTI
KIOK-F, 94.9, 100 KW @ 1250, AOR	Source, \$ 9.00 (Lotus)	Sterling
KONA-F, 105.3, 100 KW @ 1180, BTFL MUS	ABC-F, \$ 8.50 (Torbet)	
KXDD-F, 106.3, 2.7 KW @ 160, ROCK (Century 21)	, \$ 6.75 (PRO)	KUTI
KZZK-F, 102.7, 100 KW @ 863, ROCK	, \$ 9.13 (HR/Stone)	
KSXT-F, 97.1, 50 KW @ 1340, ROCK	, \$ 8.70 (PRO)	(WALLA WALLA)

KGO - See San Francisco

NEWSPAPER

Tri City Herald E 38,349

RICHMOND

Market # 66
 Revenue Rank # 50
 Income Rank # 44
 APR 15.2
 SMSA Pop: 614,600

Revenue : \$8,663,351
 Income : \$1,190,683
 % Rev Change: 9.0%
 Stations: 20/15
 Diaries: 816

National Rev: \$2,402,949
 Nat Rev per Cap: \$3.91
 Tot Rev per Cap: \$14.10
 Tot Inc per Cap: \$1.94
 Profit Margin: 13.7%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WRVA	161/20.2	20.6	17.6	19.7	18.9	1. WRVA	211	1. WRVA	2963/41.1
2. WRVQ-F	97/12.2	16.3	17.3	16.4	19.3	2. WRVQ-F	178	2. WRVQ-F	2471/28.6
3. WEZS-F	64/ 8.0	7.6	10.3	7.6	7.6	3. WEZS-F	76	3. WEZS-F	1024/16.0
4. WRXL-F	62/ 7.8	5.8	6.7	7.3	6.1	4. WRXL-F	72	4. WLEE	982/17.5
5. WKIE	49/ 6.2	1.4	1.5	.5	1.1	5. WANT	66	5. WANT	915/12.5
6. WANT	45/ 5.7	6.3	2.6	3.5	6.0	6. WTVR-F	56	6. WRXL-F	897/14.1
WLEE	45/ 5.7	4.4	4.5	7.2	7.6	7. WKIE	53	7. WRNL	840/14.6
8. WENZ	40/ 5.0	6.3	5.7	8.2	4.5	8. WLEE	47	8. WTVR-F	835/11.1
9. WGOE	39/ 4.9	1.0	1.9	.4	2.4	9. WGOE	43	9. WENZ	656/11.8
10. WTVR-F	33/ 4.1	4.2	7.2	7.2	3.3	10. WENZ	42	10. WXGI	504/ 8.4

12+ FM SHARE (METRO): 38.45% (293 of 762) (A/M 79: 48.22%)
 12+ FM SHARE (TSA) : 46.27% (502 of 1085) (A/M 79: 55.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRVQ-F	1. WRVQ-F	1. WRVA	1. WRVA	1. WRVA	1. WRVA
2. WRXL-F	2. WRXL-F	2. WRVQ-F	2. WRVQ-F	2. WEZS-F	2. WRVQ-F
3. WANT	3. WRVA	3. WRXL-F	3. WKIE	3. WTVR-F	
4. WENZ	4. WGOE	4. WKIE	4. WGOE	WKIE	

OTHER RATED STATIONS/METRO SHARE

WDYL-F	92.1	Chester	1.0	WBCI-F	96.5	Williamsburg	.6
WEET	1320		2.5	WOWI-F	102.9	Norfolk	.8
WRNL	910		3.8	WPLZ-F	99.3	Petersburg	.6
WTVR	1380		1.1	WPVA	1290	Petersburg	.5
WXGI	950		3.4	WPVA-F	95.3	Petersburg	1.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	84 (2)	169 (4)	253 (6)	33.2
MOR/AC	191 (2)		191 (2)	25.1
BLACK/DISCO	134 (3)	6 (1)	140 (4)	18.4
BTFL MUSIC	9 (1)	97 (2)	106 (3)	13.9
COUNTRY	51 (3)	13 (1)	64 (4)	8.4
RELIGION		8 (1)	8 (1)	1.0
			762 (20)	

RADIO STATIONS

WANT, 990, 1 KW (DAYS)	, BLACK	NBN, \$26.00	(Masla)	Sinclair
WENZ, 1450, 1 KW/250 W (DA-1)	, BLACK	SBN, \$18.00	(Howard)	
WGOE, 1590, 5 KW (DAYS)	, ROCK	, \$ 8.00	(PRO)	
WKIE, 1540, 10 KW (DAYS, DA)	, BLACK	MBS, \$15.00	(Sav-Gates)	
WLEE, 1480, 5 KW (DA-2)	, CONTEMP	ABC-C, \$17.38	(Blair)	Nationwide
WRNL, 910, 5 KW (DA-N)	, AC	ABC-I, \$20.25	(MMR)	Rust
WRVA, 1140, 50 KW (DA-N)	, MOR	NBC, \$93.13	(Eastman)	Southern/Harte H
WXGI, 950, 5 KW (DAYS)	, COUNTRY	, \$10.00	(-----)	
WEZS-F, 103.7, 74 KW @ 440, BTFL MUS		, \$46.25	(Torbet)	EZ
WRVQ-F, 94.5, 200 KW @ 355, ROCK		, \$68.75	(Eastman)	Southern/Harte H
WRXL-F, 102.1, 140 KW @ 350, AOR (Burk-Abr)		, \$35.25	(MMR)	Rust
WTVR-F, 98.1, 50 KW @ 840, BTFL MUS (FM-100)		ABC-E, \$28.75	(Christal)	Park

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

RIVERSIDE-SAN BERNADINO-ONTARIO

Market # 25
 Revenue Rank # 60
 Income Rank # 293
 APR 17.1
 SMSA Pop: 1,419,800

Revenue : \$7,952,953
 Income : \$ 2,247
 % Rev Change: 22.6%
 Stations: 29/33
 Diaries: 783

National Rev: \$1,765,051
 Nat Rev per Cap: \$1.24
 Tot Rev per Cap: \$5.60
 Tot Inc per Cap: \$.02
 Profit Margin: 0.02%

12+ METRO 1/4/SHARE

1. KFI 147/9.4
2. KMET-F 96/6.1
3. KGGI-F 95/6.1
4. KDUO-F 94/6.0
5. KBIG-F 93/5.9
6. KNX 73/4.7
7. KOST-F 64/4.1
8. KOLA-F 58/3.7
9. KCKC 57/3.6
10. KCAL-F 55/3.5

THIS IS THIS
 MARKET'S FIRST
 BOOK.

12+ TSA 1/4

1. KFI 188
2. KMET-F 99
3. KDUO-F 98
4. KBIG-F 96
5. KGGI-F 95
6. KNX 81
7. KOST-F 66
8. KCKC 63
9. KOLA-F 62
10. KCAL-F 55

12+ TSA CUME/MSA CUME RAT

1. KFI 2715/23.9
2. KNX 1320/12.2
3. KGGI-F 1235/13.4
4. KDUO-F 1188/12.0
5. KMET-F 1152/11.8
6. KFXM 1124/11.0
- KBIG-F 1124/10.8
8. KOLA-F 908/ 9.3
9. KCKC 805/ 7.9
10. KOST-F 769/ 8.0

12+ FM SHARE (METRO): 56.96% (765 of 1343)
 12+ FM SHARE (TSA) : 56.00% (821 of 1466)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KGGI-F	1. KMET-F	1. KFI	1. KFI	1. KDUO-F	1. KFI
KOLA-F	2. KFI	2. KMET-F	2. KBIG-F	2. KBIG-F	2. KNX
3. KMET-F	3. KGGI-F	3. KGGI-F	3. KDUO-F	3. KFI	3. KGGI-F
4. KFI	4. KCAL-F	4. KCAL-F	4. KCKC	4. KOST-F	4. KDUO-F
5. KIIS-F	5. KRTH-F	5. KBIG-F	5. KOST-F	5. KCKC	5. KABC

OTHER RATED STATIONS/METRO SHARE

KBON-F	103.9	Lake Arrowhead	2.0	KJOI-F	98.7	Los Angeles	.3
KCAL	1410	Redlands	1.5	KLAC	570	Los Angeles	3.3
KDIG	1240	San Bernadino	1.3	KL0S-F	95.5	Los Angeles	1.4
KFXM	590	San Bernadino	2.0	KMPC	710	Los Angeles	1.1
KHSJ	1320	Hemet	.6	KNX-F	93.1	Los Angeles	1.7
KMEN	1290	San Bernadino	.4	KRLA	1110	Los Angeles	.8
KNTF-F	93.5	Ontario	1.4	KRTH-F	101.1	Los Angeles	2.9
KPRO	1440	Riverside	2.4	KUTE-F	101.9	Los Angeles	.8
KABC	790	Los Angeles	2.5	KWOW	1600	Pomona	.6
KEZY	1190	Anaheim	1.0	KWST-F	105.9	Los Angeles	.7
KFWB	980	Los Angeles	1.3	XTRA	690	Tijuana	.5
KIIS-F	102.7	Los Angeles	2.1				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	205 (4)	410 (8)	615 (12)	45.8
BTFM MUSIC	8 (1)	287 (5)	295 (6)	22.0
COUNTRY	128 (3)	22 (1)	150 (4)	11.2
NEWS/TALK	133 (3)		133 (3)	9.9
MOR/AC	80 (5)		80 (5)	6.0
BLACK/DISCO		46 (2)	46 (2)	3.4
SPANISH	24 (1)		24 (1)	1.8

1343 (33)

RADIO STATIONS

KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY	\$24.75 (Mc-Guild)	Sunshine Wireles
KFXM, 590, 1 KW (DA-2), ROCK	\$48.40 (Blair)	
KCAL-F, 96.7, 3 KW @ 300, ROCK/AOR	\$23.00 (HR/Stone)	
KDUO-F, 97.5, 72 KW @ 1600, BTFM MUS (Century 21)	\$48.40 (Blair)	
KGGI-F, 99.1, 49 KW @ 165, ROCK	\$23.80 (Torbet)	
KOLA-F, 99.9, 31 KW @ 1630, ROCK	BAC-F, \$19.50 (Masla)	

For other stations, TV stations and Newspapers - See Los Angeles

ROANOKE

Market # 163
 Revenue Rank # 130
 Income Rank # 80
 APR 14.3
 SMSA Pop: 212,500

Revenue : \$3,241,960
 Income : \$ 558,688
 % Rev Gain: 1.2%
 Stations: 11/8
 Diaries: 566

National Rev: \$729,621
 Nat Rev per Cap: \$3.43
 Tot Rev per Cap: \$15.26
 Tot Inc per Cap: \$2.63
 Profit Margin: 17.2%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WSLC 46/16.8	13.2	19.7	1. WXLK-F 222	1. WXLK-F 2445/29.3
2. WXLK-F 42/15.3	10.4	12.2	2. WPVR-F 114	2. WPVR-F 1311/23.3
3. WPVR-F 40/14.6	10.1	9.2	3. WSLQ-F 70	3. WSLQ-F 1129/11.0
4. WFIR 35/12.8	12.2	13.9	4. WSLC 57	4. WFIR 744/28.7
5. WROV 32/11.7	20.1	18.6	5. WFIR 41	5. WSLC 743/25.5
6. WTOY 20/ 7.3	11.1	8.5	6. WROV 34	6. WROV 658/30.6
7. WSLQ-F 17/ 6.2	10.1	11.5	7. WTOY 20	7. WTOY 193/ 9.8
8. WUEZ 11/ 4.0	3.8	.7	8. WUEZ 11	8. WJLM-F 160/ 6.9
9. WRIS 6/ 2.2	3.5	1.4	9. WRIS 7	9. WKBA 122/ 5.3
10. WJLM-F 5/ 1.8	.7	.3	10. WJLM-F 5	10. WRIS 120/ 5.9

12+ FM SHARE (METRO): 40.47% (104 of 257) (A/M 79: 32.49%)

12+ FM SHARE (TSA) : 70.38% (411 of 584) (A/M 79: 58.36%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WXLK-F	1. WXLK-F	1. WSLC	1. WSLC	1. WSLC	1. WXLK-F
2. WROV	2. WROV	2. WXLK-F	2. WPVR-F	2. WPVR-F	2. WPVR-F
	3. WSLQ-F	3. WPVR-F	3. WFIR	3. WFIR	3. WSLC

OTHER RATED STATIONS/METRO SHARE

WKBA 1550 Winton 1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	32 (1)	59 (2)	91 (3)	35.4
MOR/AC	52 (3)		52 (3)	20.2
COUNTRY	46 (1)	5 (1)	51 (2)	19.8
BTFL MUSIC		40 (1)	40 (1)	15.6
BLACK	20 (1)		20 (1)	7.8
RELIGION	3 (1)		3 (1)	1.2
			257 (11)	

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	, MOR	CBS, \$15.50	(Mc-Guild)	Gibbons
WKBA, 1550, 10 KW (DAYS,DA)	, RELIG/COUNTRY	, \$10.00	(-----)	
WRIS, 1410, 5 KW (DAYS)	, MOR	MBS, \$ 6.00	(-----)	
WROV, 1240, 1 KW/250 W	, ROCK	ABC-C, \$29.50	(Eastman)	
WSLC, 610, 5 KW/1 KW (DA-2)	, COUNTRY	NBC, \$41.75	(Katz)	Mel Wheeler
WTOY, 910, 1 KW (DAYS)	, BLACK	SBN, \$14.00	(Masla)	
WUEZ, 1480, 5 KW (DAYS,DA)	, MOR	ABC-I, \$ 5.00	(-----)	
WJLM-F, 93.5, 3 KW @ -83,	COUNTRY	ABC-E, \$ 4.50	(-----)	
WPVR-F, 94.9, 50 KW @ 1937,	BTFL MUSIC (KalaMusic)	, \$15.50	(Mc-Guild)	Gibbons
WSLQ-F, 99.1, 200 KW @ 1985,	ROCK (Burk-Abr)	ABC-F, \$41.75	(Katz)	Mel Wheeler
WXLK-F, 92.3, 93 KW @ 2050,	ROCK	, \$21.98	(Selcom)	

TV STATIONS

WSET	Lynchburg	13	ABC
WLSL	Roanoke	10	NBC, Park
WDBJ	Roanoke	7	CBS, Shurtz (South Bend Tribune)

<u>NEWSPAPERS</u>		(M-66,192)	(E-48,885)
Roanoke Times and World News		M	20,741
Lynchburg News		E	20,522
Lynchburg Advance			

ROCHESTER

Market # 39
 Revenue Rank # 47
 Income Rank # 31
 APR 15.5
 SMSA Pop: 971,000

Revenue : \$9,059,862
 Income : \$1,667,153
 % Rev Change: 10.2%
 Stations: 22/15
 Diaries: 937

National Rev: \$2,361,631
 Nat Rev per Cap: \$2.43
 Tot Rev per Cap: \$9.33
 Tot Inc per Cap: \$1.73
 Profit Margin: 18.5%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WHAM	175/14.1	15.0	14.4	12.4	15.5	1. WHAM	204	1. WHAM 3250/34.3
2. WEZO-F	159/12.8	22.6	16.8	15.3	18.6	2. WEZO-F	179	2. WEZO-F 2345/26.9
3. WMJQ-F	104/ 8.4	11.8	11.5	8.3	6.5	3. WMJQ-F	111	3. WBBF 2018/24.6
4. WBBF	95/ 7.6	6.2	7.5	11.6	10.2	4. WBBF	95	4. WHFM-F 1507/16.8
5. WVOR-F	92/ 7.4	9.0	8.3	6.2	4.8	5. WVOR-F	92	5. WMJQ-F 1395/15.8
6. WHFM-F	75/ 6.0	6.8	5.6	5.7	5.6	6. WHFM-F	89	6. WVOR-F 1209/14.9
7. WNYR	62/ 5.0	3.7	3.2	5.0	5.3	7. WNYR	65	7. WPXY-F 1173/13.8
8. WCMF-F	61/ 4.9	3.7	2.5	2.7	1.8	8. WCMF-F	61	8. WCMF-F 998/12.0
9. WPKX-F	54/ 4.3	1.6	2.6	3.8	4.5	9. WPKX-F	57	9. WNYR 951/10.9
10. WDKX-F	54/ 4.3	1.1	2.8	5.5	1.3	10. WDKX-F	54	10. WPKX 897/10.9
11. WPNX	50/ 4.0	4.2	4.3	3.3	3.3	11. WPNX	52	

12+ FM SHARE (METRO): 62.09% (678 of 1092) (A/M 79: 58.89%)
 12+ FM SHARE (TSA) : 64.24% (821 of 1278) (A/M 79: 58.68%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHFM-F	1. WMJQ-F	1. WMJQ-F	1. WHAM	1. WEZO-F	1. WHAM
2. WMJQ-F	2. WVOR-F	2. WVOR-F	2. WVOR-F	2. WHAM	2. WEZO-F
3. WPKX-F	3. WBBF	3. WHAM	3. WEZO-F	3. WNYR	3. WBBF
4. WBBF	4. WCMF-F	4. WBBF	4. WBBF	4. WVOR-F	4. WVOR-F
5. WCMF-F	5. WHFM-F	5. WEZO-F	5. WNYR	5. WPNX	5. WMJQ-F

OTHER RATED STATIONS/METRO SHARE

WCCR 1550	Canandaigua	1.0	WGRQ-F 96.9	Buffalo	1.1
WFLC-F 102.3	Canandaigua	1.0	WHEN 620	Syracuse	.5
WMIV-F 95.1	Bristol Center	.6	WKFM-F 104.7	Fulton	.6
WSAY 1370		.5	WRXL-F 106.9	Auburn	1.5
WWWG 1460		.6	WSYR-F 94.5	Syracuse	.5
WBEN-F 102.5	Buffalo	1.0			

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	95 (1)	335 (8)	430 (9)	39.4
MOR/AC	201 (4)	92 (1)	293 (5)	26.8
BTFL MUSIC		178 (2)	178 (2)	16.3
COUNTRY	68 (2)	12 (1)	80 (3)	7.3
BLACK/DISCO		54 (1)	54 (1)	4.9
NEWS/TALK	50 (1)		50 (1)	4.6
RELIGION		7 (1)	7 (1)	0.6
			1092 (22)	

RADIO STATIONS

WBBF, 950, 1 KW (DA-2), ROCK		\$ 69.00 (Blair)	LIN
WHAM, 1180, 50 KW , MOR		\$ 71.50 (MMR)	Rust
WNYR, 990, 1 KW/250 W , COUNTRY		\$132.50 (Katz)	Malrite
WPKX, 1280, 5 KW (DA-N) , NEWS/TALK		CBS,MBS, \$ 34.00 (Mc-Guild)	Associated
WCMF-F, 96.5, 20 KW @ 293, AOR		\$ 28.00 (Buckley)	Sconnix
WDKX-F, 103.9, 8 KW @ 536, BLACK/JAZZ		NBN, \$ 31.00 (PRO)	
WEZO-F, 101.3, 27 KW @ 637, BTFL MUS (Bonne)		\$132.50 (Katz)	Malrite
WHFM-F, 98.9, 50 KW @ 340, ROCK		\$ 28.13 (MMR)	Rust
WMJQ-F, 92.5, 50 KW @ 500, AOR (Burk-Abr)		\$ 69.00 (Blair)	LIN

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

ROCKFORD

Market # 139
 Revenue Rank # 119
 Income Rank # 155
 APR 14.6
 SMSA Pop: 266,900

Revenue : \$3,663,434
 Income : \$ 186,660
 % Rev Change: 11.1%
 Stations: 16/8
 Diaries: 632

National Rev: \$424,218
 Nat Rev per Cap: \$1.59
 Tot Rev per Cap: \$13.73
 Tot Inc per Cap: \$.70
 Profit Margin: 5.1%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 79</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA</u>	<u>CUME RAT</u>
1. WROK 56/17.6	24.3	25.1	1. WMAQ 74	1. WROK 1159/48.8	
2. WRWC-F 35/11.0	8.0	8.7	2. WROK 57	2. WMAQ 1109/21.5	
3. WMAQ 34/10.7	7.4	6.4	3. WRWC-F 55	3. WLS 938/20.3	
4. WGN 30/ 9.4	9.2	7.7	4. WGN 49	4. WGN 700/19.3	
5. WYFE-F 25/ 7.8	7.1	4.8	5. WZOK-F 43	5. WZOK-F 675/18.9	
6. WZOK-F 24/ 7.5	13.2	5.8	6. WLS 35	6. WRWC-F 534/16.9	
7. WYBR-F 19/ 6.0	4.0	4.5	7. WYFE-F 33	7. WYFE-F 500/16.7	
8. WKKN 18/ 5.6	2.8	6.4	8. WBBM 23	8. WBBM 490/14.1	
9. WRRR 14/ 4.4	6.8	7.4	9. WYBR-F 22	9. WYBR-F 378/13.1	
10. WBBM 13/ 4.1	3.4	2.9	10. WKKN 20	10. WBEL 240/ 2.9	

12+ FM SHARE (METRO): 38.33% (115 of 300) (A/M 79: 35.64%)
 12+ FM SHARE (TSA): 36.50% (169 of 463) (A/M 79: 30.03%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WZOK-F	1. WROK	1. WROK	1. WROK	1. WRWC-F	1. WROK
2. WYFE-F	2. WYFE-F	2. WMAQ	2. WMAQ	2. WROK	2. WMAQ
3. WROK	3. WZOK-F	3. WYBR-F	3. WRWC-F	3. WGN	3. WGN

OTHER RATED STATIONS/METRO SHARE

WBEL 1380	S. Beloit	.6	WIND 560	Chicago	.6
WQFL-F 100.9		3.1	WJVL-F 99.9	Janesville	.6
WRIT 820	Chicago	1.6	WLS 890	Chicago	3.4

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	67 (2)	68 (3)	135 (5)	45.0
COUNTRY	52 (2)		52 (2)	17.3
MOR/AC	46 (3)		46 (3)	15.3
BTFM MUSIC	5 (1)	37 (2)	42 (3)	14.0
NEWS/TALK	15 (2)		15 (2)	5.0
RELIGION		10 (1)	10 (1)	3.3
			300 (16)	

RADIO STATIONS

WBEL, 1380, 5 KW (DA-N)	, MOR	, \$14.00 (PRO)	(BELOIT)
WKKN, 1150, 1 KW (DAYS, DA)	, COUNTRY	NBC, \$12.00 (HR/Stone)	Midwest Fam.
WROK, 1440, 5 KW/500 W (DA-D)	, CONT/AC	ABC-C, \$28.25 (Mc-Guild)	
WRRR, 1330, 1 KW (DAYS,DA)	, MOR	ABC-I, \$14.00 (Sav-Gates)	
WRWC-F, 103.1, 3 KW @ 300,	BTFM MUS. (KalaMusic)	, \$18.00 (-----)	
WYBR-F, 104.9, 3 KW @ 308,	CONTEMP	, \$14.25 (Roslin)	
WYFE-F, 95.3, 1 KW @ 51.5,	AOR	Source, \$15.00 (HR/Stone)	Midwest Fam.
WZOK-F, 97.5, 50 KW @ 235,	AOR	, \$24.00 (Mc-Guild)	

Other Stations - See Chicago

TV STATIONS

WREX Rockford 13	ABC, Gilmore	WIFR Rockford 23	CBS, Worrell
WTVO Rockford 17	NBC, Bolaban	WQRF Rockford 39	IND, Lloyd

NEWSPAPER

Rockford Register Star AD 77,798, Gannett

SACRAMENTO

Market # 40; ADI # 23
 Revenue Rank # 44
 Income Rank # 41
 APR 16.1
 SMSA Pop: 950,400

Revenue : \$9,233,862
 Income : \$1,285,822
 % Rev Change: -4.0%
 Stations: 23/19
 Diaries: 988

National Rev: \$3,905,724
 Nat Rev per Cap: \$4.11
 Tot Rev per Cap: \$9.72
 Tot Inc per Cap: \$1.35
 Profit Margin: 13.9%

12+ METRO	1/4/SHARE	O/N 79	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KZAP-F	191/14.6	9.7	8.5	2.7	3.4	1. KZAP-F	2217/20.2	
2. KEWT-F	139/10.7	10.8	9.5	10.6	15.1	2. KEWT-F	2192/14.5	
3. KRAK	84/ 6.4	6.4	6.8	7.7	6.3	3. KRAK	2102/20.4	
4. KGNR	80/ 6.1	7.6	6.7	6.9	8.6	4. KHYL-F	1825/17.1	
5. KXOA-F	72/ 5.5	7.1	6.2	7.2	6.4	5. KCTC-F	1741/ 9.2	
6. KCTC-F	69/ 5.3	3.6	6.6	5.0	5.3	6. KSFM-F	1673/13.1	
7. KSFM-F	66/ 5.1	3.8	3.1	4.7	4.4	7. KFBK	1585/17.3	
8. KHYL-F	62/ 4.8	4.0	4.5	3.1	.6	8. KGNR	1522/17.6	
9. KROY	58/ 4.4	4.3	6.1	8.1	7.6	9. KNBR	1403/ 5.8	
10. KFBK	52/ 4.0	5.4	5.1	6.1	4.7	10. KXOA-F	1381/14.8	
11. KWOD-F	47/ 3.6	2.2	3.8	2.6	1.8	11. KGO	1240/12.1	
12. KPOP	37/ 2.8	1.5	1.7	2.1	2.2	12. KFRC	1056/ 5.8	

12+ FM SHARE (METRO): 61.06% (737 of 1207) (A/M 79: 53.42%)
 12+ FM SHARE (TSA) : 53.79% (951 of 1768) (A/M 79: 44.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KEWT-F	1. KEWT-F	1. KRAK
2. KROY	2. KXOA-F	2. KXOA-F	2. KRAK	2. KRAK	2. KZAP-F
3. KSFM-F	3. KHYL-F	3. KEWT-F	3. KZAP-F	3. KGNR	3. KGNR
4. KPOP	4. KSFM-F	4. KHYL-F	4. KXOA-F	4. KCTC-F	4. KEWT-F
	5. KWOD-F	5. KSFM-F	5. KCTC-F	5. KFBK	5. KFBK

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	106 (3)	471 (6)	577 (9)	47.8
BTLF MUSIC		239 (3)	239 (3)	19.8
MOR/AC	138 (3)		138 (3)	11.4
COUNTRY	84 (1)	11 (1)	95 (2)	7.9
NEWS/TALK	91 (3)		91 (3)	7.5
SPANISH	37 (1)		37 (1)	3.1
BLACK/DISCO		16 (1)	16 (1)	1.3
RELIGION	14 (1)		14 (1)	1.2
			<u>1207 (23)</u>	

SACRAMENTO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. KZAP-F	1. KRAK	1. KZAP-F	KAER-F	92.5	2.4
2. KEWT-F	2. KZAP-F	2. KEWT-F	KFIA	710	Carmichael 1.1
3. KRAK	3. KEWT-F	3. KRAK	KGMS	1380	2.7
4. KNBR	4. KFRC	4. KROY	KPIP-F	93.5	Roseville 1.2
5. KHYL-F	5. KSFM-F	5. KSFM-F	KROY-F	96.9	2.5
			KXOA	1470	1.5
6. KCTC-F	6. KNBR	6. KFBK	KYLO-F	105.5	Davis .8
7. KGNR	7. KGNR	7. KGNR	KCBS	740	San Francisco .8
8. KXOA-F	8. KFBK	8. KPOP	KFRC	610	San Fran 2.2
9. KSFM-F	9. KROY	9. KCTC-F	KGO	810	San Fran 2.1
10. KFBK	10. KXOA-F	10. KXOA-F	KNBR	680	San Fran 1.8
11. KFRC	11. KHYL-F				
12. KGO	12. KCBS				
13. KCBS	13. KROY-F				
14. KHOP-F	14. KWOD-F				
15. KROY	15. KCTC-F				

ADI FM SHARE: 54.99% (1257 of 2286) (A/M 79: 49.24%)

AM STATIONS

KFBK, 1530, 50 KW (DA-1), NEWS	CBS,MBS, \$46.00 (Katz) McClatchy
KGNR, 1320, 5 KW (DA-2), MOR	ABC-I, \$57.75 (Blair) WGN Cont
WPOP, 1110, 500 W (DA-N), SPANISH	, \$14.00 (Lotus)
KRAK, 1140, 50 KW (DA-1), COUNTRY	, \$76.15 (Eastman) Affiliated
KROY, 1240, 1 KW/250 W, ROCK	, \$37.00 (Mc-Guild)

FM STATIONS

KCTC-F, 96.1, 45 KW @ 520, BTFL MUS (KalaMusic)	, \$63.50 (Blair) WGN Cont
KEWT-F, 105.1, 50 KW @ 240, BTFL MUS (Schulke)	, \$69.90 (Eastman) Affiliated
KHYL-F, 101.1, 50 KW @ 465, OLDIES	, \$27.00 (Buckley)
KROY-F, 96.9, 64 KW @ 280, ROCK	ABC-F, \$19.00 (Mc-Guild)
KSFM-F, 102.5, 50 KW @ 535, ROCK	, \$33.78 (Christal)
KWOD-F, 106.5, 50 KW @ 310, ROCK	RKO, \$29.75 (Masla)
KXOA-F, 107.9, 28 KW @ 420, SOFT AOR	Source, \$50.00 (Torbet)
KZAP-F, 98.5, 50 KW @ 296, AOR (Burk-Abr)	, \$56.00 (Selcom) Western Cities

Other Stations - See San Francisco

TV STATIONS

KCRA Sacramento 3	NBC, Kelly	KOVR Stockton 13	ABC, Outlet
KLOC Modesto 19	IND	KTXL Sacramento 40	IND
KMUV Sacramento 31	IND	KXTV Sacramento 10	CBS, Corinthian

NEWSPAPERS

Sacramento Bee	M	186,454, McClatchy
Sacramento Union	M	105,842
Stockton Record	E	56,237, Gannett
Modesto Bee	M	62,933, McClatchy

SAGINAW

Market # 158
 Revenue Rank # 176
 Income Rank # 189
 APR 15.1
 SMSA Pop: 229,000

Revenue : \$2,229,975
 Income : \$ 127,788
 % Rev Change: 39.5%
 Stations: 16/6
 Diaries: 553

National Rev: \$351,697
 Nat Rev per Cap: \$1.54
 Tot Rev per Cap: \$9.74
 Tot Inc per Cap: \$.56
 Profit Margin: 5.7%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WKCQ-F 42/15.3	11.1	8.1	1. WHNN-F 134	1. WHNN-F	1446/20.2
2. WSGW 40/14.5	15.0	21.5	2. WGER-F 106	2. WGER-F	1299/22.2
3. WIOG-F 36/13.1	2.5	4.6	3. WIOG-F 70	3. WIOG-F	1005/26.9
4. WHNN-F 34/12.4	12.1	9.6	4. WKCQ-F 68	4. WKCQ-F	939/27.5
5. WGER-F 32/11.6	17.5	19.2	5. WSGW 67	5. WSGW	933/27.4
6. WWWS-F 29/10.5	10.7	1.2	6. WJR 32	6. WJR	495/ 6.7
7. WSAM 11/ 4.0	8.2	8.8	7. WWWS-F 31	7. WKNX	479/ 9.7
8. WKNX 8/ 2.9	7.5	4.6	8. WXOX 29	8. WTAC	448/ 5.3
9. WXOX 6/ 2.2	1.1	3.5	9. WKNX 19	9. WSAM	429/20.5
10. WDFD 5/ 1.8	.7	.8	10. WTAC 15	10. WXOX	416/ 7.1

12+ FM SHARE (METRO): 69.92% (179 of 256) (A/M 79: 59.39%)

12+ FM SHARE (TSA) : 68.49% (426 of 622) (A/M 79: 56.30%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIOG-F	1. WHNN-F	1. WKCQ-F	1. WKCQ-F	1. WSGW	1. WHNN-F
2. WHNN-F	2. WIOG-F	2. WHNN-F	2. WSGW	2. WKCQ-F	2. WGER-F
3. WWWS-F	3. WKCQ-F	3. WIOG-F	WGER-F	3. WGER-F	3. WSGW

OTHER RATED STATIONS/METRO SHARE

WFMK-F 99.1	Lansing	.4	WKMF	1470	Flint	.7
WGMZ-F 107.9	Flint	.7	WTAC	600	Flint	.4
WJR 760	Detroit	1.5	WWCK-F	105.5	Flint	1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	20 (3)	74 (4)	94 (7)	36.7
COUNTRY	8 (2)	42 (1)	50 (3)	19.5
MOR/AC	49 (3)		49 (3)	19.1
BTFL MUSIC		34 (2)	34 (2)	13.3
BLACK/DISCO		29 (1)	29 (1)	11.3

256 (16)

RADIO STATIONS

WKNX, 1210, 10 KW (DAYS,DA) , CONTEMP/AC	MBS, \$16.17 (Katz)
WSAM, 1400, 1 KW/250 W , CONTEMP/AC	NBC, \$13.50 (PRO) MacDonald
WSGW, 790, 5 KW/1 KW (DA-2), MOR	ABC-E,CBS, \$15.00 (Torbet) Booth
WXOX, 1250, 1 KW (DAYS) , COUNTRY	, \$13.00 (HR/Stone) (BAY CITY)
WIOG-F, 106.3, 3 KW @ 300, ROCK (TM)	, \$ 7.50 (Torbet) Booth
WKCQ-F, 98.1, 50 KW @ 353, COUNTRY	, \$15.00 (PRO) MacDonald
WWWS-F, 107.1, 2 KW @ 400, BLACK	NBN, \$13.25 (HR/Stone)
WGER-F, 102.5, 86 KW @ 860, BTFL MUS (TM)	, \$25.00 (Mc-Guild) (BAY CITY)
WHNN-F, 96.1, 97 KW @ 420, AOR	Source, \$20.50 (Selcom) Liggett (BAY CITY)

WJR - See Detroit

WTAC - See Flint

TV STATIONS - See Flint

NEWSPAPERS

Bay City Times	E	40,476, Newhouse
Saginaw News	E	53,298, Newhouse

ST. LOUIS

Market # 12; ADI # 14
 FCC Revenue Rank # 11
 FCC Income Rank # 11
 APR 16.5
 SMSA Pop: 2,289,100

Revenue : \$29,280,814
 Income : \$ 5,942,149
 % Rev Change: 11.1%
 Stations: 25/31
 Diaries: 1484

National Rev: \$9,777,582
 Nat Rev per Cap: \$4.27
 Tot Rev per Cap: \$12.79
 Tot Inc per Cap: \$2.60
 Profit Margin: 20.3%

12+ METRO	1/4/SHARE	O/N		A/M		12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		79	79	78	78						
1. KMOX	702/21.6	24.4	26.5	21.8	25.3	1. KMOX	839	1. KMOX	10534/43.2		
2. WWWK-F	252/ 7.8	8.1	4.3	.6	--	2. KSHE-F	271	2. KXOK	4723/16.0		
3. KSHE-F	246/ 7.6	8.9	5.5	7.3	8.0	3. WWWK-F	259	3. WWWK-F	3805/18.7		
4. KEZK-F	209/ 6.4	7.4	6.9	5.6	7.3	4. KXOK	231	4. KSLQ-F	3701/17.2		
5. WIL-F	186/ 5.7	5.6	4.4	7.1	3.9	5. KEZK-F	223	5. KSHE-F	3363/15.0		
6. WRTH	179/ 5.5	3.9	3.9	4.4	4.1	WIL-F	223	6. WIL-F	3161/13.6		
7. KSLQ-F	165/ 5.1	3.2	6.5	7.3	7.7	7. WRTH	187	7. KEZK-F	3142/14.9		
8. KXOK	162/ 5.0	6.2	5.5	5.8	4.9	8. KSLQ-F	182	8. WRTH	2743/13.1		
9. KMJM-F	118/ 3.6	3.2	3.4	3.5	4.7	9. KMOX-F	140	9. KMOX-F	2678/11.8		
10. KMOX-F	114/ 3.5	3.5	3.2	4.6	3.8	10. WIL	119	10. WIL	2296/10.4		
11. WIL	108/ 3.3	3.4	4.2	5.5	5.9	11. KMJM-F	118	11. KWK	2234/ 9.0		
12. WESL	86/ 2.6	1.7	1.8	1.2	.7	12. KWK	110	12. KSD	2088/15.0		
KATZ	86/ 2.6	2.7	2.7	3.1	2.2	13. KATZ	86	13. KADI-F	1842/ 9.2		
14. KADI-F	79/ 2.4	1.6	1.8	3.4	2.6	WESL	86	14. KMJM-F	1532/ 7.7		
15. KSD	76/ 2.3	2.6	3.6	6.0	6.7	15. KSD	84	15. KATZ	1027/ 5.2		

12+ FM SHARE (METRO): 47.71% (1474 of 3089) (A/M 79: 40.63%)

12+ FM SHARE (TSA) : 46.07% (1613 of 3501) (A/M 79: 39.20%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWWK-F	1. KSHE-F	1. KMOX	1. KMOX	1. KMOX	1. KMOX
2. KSHE-F	2. WWWK-F	2. KSHE-F	2. WIL-F	2. KEZK-F	2. WWWK-F+
3. KSLQ-F	3. KMOX	3. WIL-F	3. KXOK	3. WRTH	3. KXOK
4. WESL	4. KXOK	4. KXOK	4. KEZK-F	4. WIL-F	4. WIL-F
5. KMJM-F	5. KSLQ-F	5. WWWK-F	5. WRTH	5. WIL	5. WRTH

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	281 (3)	742 (4)	1023 (7)	33.1
NEWS/TALK	789 (3)		789 (3)	25.5
BTFL MUSIC	179 (1)	262 (2)	441 (3)	14.3
BLACK/DISCO	172 (2)	151 (2)	323 (4)	10.5
COUNTRY	108 (1)	205 (2)	313 (3)	10.1
MOR/AC	51 (2)	114 (1)	165 (3)	5.3
RELIGION	35 (2)		35 (2)	1.1
			3089 (25)	

ST. LOUIS ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>
1. KMOX	1. KMOX	1. KMOX	KADI 1320 1.4
2. KSHE-F	2. KXOK	2. WWK-F	KCFM-F 93.7 1.6
3. WWK-F	3. WWK-F	3. KXOK	KIRL 1460 St. Charles .8
4. WIL-F	4. KSLQ-F	4. KSHE-F	KLPW-F 101.7 Union .6
5. KEZK-F	5. KSHE-F	5. WIL	KWK 1380 2.2
6. KXOK	6. WIL-F	6. KMJM-F	KXEN 1010 .3
7. WRTH	7. KEZK-F	7. KSLQ-F	WEW 770 .7
8. KSLQ-F	8. WRTH	8. WIL-F	WGNU 920 Granite City .3
9. KMOX-F	9. KMOX-F	9. WRTH	WIBV 1260 Belleville .9
10. WIL	10. WIL	10. KSD	WZEN-F 100.3 Alton 1.0
11. KMJM-F	11. KWK		
12. KWK	12. KSD		
13. WESL	13. KADI-F		
14. KATZ	14. KMJM-F		
15. KSD	15. KATZ		

ADI FM SHARE: 46.91% (1677 of 3575) (A/M 79: 40.34%)

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	BLACK	MBS, \$ 32.25 (Torbet)	
KMOX, 1120, 50 KW	NEWS/TALK	CBS, \$115.00 (CBS Spot)	CBS
KSD, 550, 5 KW (DA-N)	NEWS	NBC,MBS, \$ 65.40 (Torbet)	Gannett
KWK, 1380, 5 KW/1 KW (DA-2)	ROCK	\$114.59 (RAR)	Doubleday
KXOK, 630, 5 KW (DA-2)	CONTEMP	\$ 97.50 (Katz)	Storz
WESL, 1490, 1 KW/250 W	BLACK	SBN, \$ 16.00 (Lazar)	
WIL, 1430, 5 KW (DA-2)	COUNTRY	ABC-I, \$104.55 (Christal)	LIN
WRTH, 590, 500 W/1 KW (DA-2)	BTFL/MOR (FM-100)	ABC-E, \$ 57.50 (Blair)	King

FM STATIONS

KADI-F, 96.3, 100 KW @ 366	ROCK	ABC-F, \$ 29.50 (Masla)	Communica Fund
KEZK-F, 102.5, 100 KW @ 500	BTFL MUS (Schulke)	\$ 60.00 (Eastman)	Metroplex
KMJM-F, 107.7, 100 KW @ 575	BLACK/DISCO (?)	\$ 42.50 (MMR)	Amaturo
KMOX-F, 103.3, 100 KW @ 1212	SOFT/AC	\$ 28.25 (CBS FM)	CBS
KSHE-F, 94.7, 100 KW @ 500	AOR	\$ 97.50 (Mc-Guild)	Century
WWK-F, 106.5, 50 KW @ 592	ROCK	\$114.59 (RAR)	Doubleday
WIL-F, 92.3, 100 KW @ 510	COUNTRY	\$104.55 (Christal)	LIN
KSLQ-F, 98.1, 100 KW @ 580	ROCK (Burk-Abr)	\$ 70.00 (Eastman)	Charter

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	266,835, Newhouse
St. Louis Post-Dispatch	E	253,948, Pulitzer

SALINAS-SEASIDE-MONTEREY

SRDS Market # 132
 FCC Revenue Rank # 129
 FCC Income Rank # 363
 APR 16.1
 SMSA Pop: 279,100

Revenue : \$3,275,067
 Income : \$ -161,460
 % Rev Change: 28.8%
 Stations: 21/13
 Diaries: 439

National Rev: \$926,035
 Nat Rev per Cap: \$3.32
 Tot Rev per Cap: \$11.73
 Tot Inc per Cap: \$-1.58
 Profit Margin: NA

	O/N	A/M	A/M			
12+ METRO 1/4/SHARE	79	79	78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KDON-F 43/11.4	17.8	15.9	13.8	1. KGO 93	1. KGO	1034/19.1
2. KIDD 41/10.9	7.9	4.3	2.5	2. KDON-F 66	2. KDON-F	826/21.0
3. KGO 35/ 9.3	9.1	10.6	6.5	3. KIDD 43	3. KIDD	745/28.4
4. KWYT-F 31/ 8.2	5.4	9.9	5.4	KBAY-F 43	4. KBAY-F	593/ 7.7
5. KWAV-F 27/ 7.2	4.0	5.3	6.5	5. KWYT-F 40	5. KWAV-F	521/13.9
6. KCTY-F 22/ 5.9	8.9	2.8	4.5	6. KWAV-F 38	6. KWYT-F	514/13.2
7. KTOM 19/ 5.1	5.7	11.6	11.3	7. KLRB-F 24	7. KCBS	412/11.0
8. KBAY-F 15/ 4.0	3.0	2.3	3.9	8. KCTY 22	8. KLRB-F	339/ 8.2
9. KLRB-F 14/ 3.7	2.2	4.8	5.1	9. KTOM 20	9. KTOM	336/10.9
10. KNBR 13/ 3.5	---	3.5	2.5	10. KCBS 19	10. KSCO	332/ 5.1

12+ FM SHARE (METRO): 51.99% (170 of 327) (A/M 79: 54.00%)

12+ FM SHARE (TSA) : 51.91% (272 of 524) (A/M 79: 56.19%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDON-F	1. KDON-F	1. KIDD	1. KCTY	1. KWYT-F	1. KGO
2. KIDD	2. KWAV-F	2. KDON-F	2. KWAV-F	2. KGO	2. KIDD
	3. KIDD	3. KWAV-F	3. KIDD	3. KCTY	3. KDON-F

OTHER RATED STATIONS/METRO SHARE

KDON 1460		.8	KFAT-F 94.5	Gilroy	3.5
KESE 1240		.8	KLOK 1170	San Jose	1.3
KOCN-F 104.9	Pacific Grove	1.9	KSCO 1080	Santa Cruz	1.1
KOKQ-F 107.1		1.9	KSCO-F 99.1	Santa Cruz	.3
KARA-F 105.7	San Jose	1.9	KSJO-F 92.3	San Jose	1.3
KCBS 740	San Francisco	3.2			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONT	41 (1)	69 (4)	110 (5)	33.6
BTFL MUSIC	4 (1)	74 (4)	78 (5)	23.9
NEWS/TALK	47 (2)		47 (2)	14.4
COUNTRY	22 (2)	13 (1)	35 (3)	10.7
MOR/AC	21 (3)	7 (1)	28 (4)	8.6
SPANISH	22 (1)		22 (1)	6.7
BLACK		7 (1)	7 (1)	2.1
			327 (21)	

RADIO STATIONS

KCTY, 980, 1 KW (DAYS, DA)	, SPANISH	, \$12.00 (Lotus)	
KIDD, 630, 1 KW (DA-2)	, ROCK	, \$ 9.00 (HR/Stone)	Walton
KTOM, 1380, 5 KW (DA-2)	, COUNTRY	ABC-E, \$20.70 (Mc-Guild)	
KSCO, 1080, 10 KW/5 KW (DA-N), BTFL MUS (FM-100)		, \$ 9.00 (PRO)	(SANTA CRUZ)
KDON-F, 102.5, 19 KW @ 2270, ROCK (TM)		Source, \$30.00 (Katz)	
KLRB-F, 101.7, .8 KW @ 590, ROCK		, \$ 8.50 (PRO)	
KWAV-F, 96.9, 18 KW @ 2575, BTFL MUS		, \$ 8.50 (Buckley)	Buckley
KWYT-F, 100.7, .9 KW @ 2575, BTFL MUS (TM)		, \$20.70 (Mc-Guild)	

OTHER STATIONS - See San Francisco and San Jose

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

SALT LAKE CITY

Market # 45; ADI # 47
 Revenue Rank # 34
 Income Rank # 28
 APR 15.1
 SMSA Pop: 839,500

Revenue : \$12,113,761
 Income : \$ 1,845,729
 % Rev Change: 30.9%
 Stations: 23/22
 Diaries: 874

National Rev: \$2,461,871
 Nat Rev per Cap: \$2.93
 Tot Rev per Cap: \$14.43
 Tot Inc per Cap: \$2.20
 Profit Margin: 15.2%

12+ METRO 1/4/SHARE		O/N	A/M	O/N	A/M	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
		79	79	78	78				
1. KSL	84/8.5	10.5	9.2	11.5	9.1	1. KSL	163	1. KSL	2664/23.4
KCPX-F	84/8.5	9.9	6.1	6.6	8.8	2. KCPX-F	105	2. KCPX	1642/20.6
3. KALL	76/7.7	7.7	7.0	6.6	4.6	3. KSFI-F	104	3. KSFI-F	1509/14.0
4. KSOP-F	65/6.6	3.9	5.3	5.4	4.6	4. KSOP-F	103	4. KLUB	1481/16.0
KLUB	65/6.6	7.3	9.3	9.4	8.7	5. KLUB	89	5. KCPX-F	1469/16.7
6. KALL-F	60/6.1	4.0	3.5	5.4	3.2	6. KALL-F	83	6. KRSP-F	1359/16.0
7. KSFI-F	59/6.0	6.5	8.8	7.0	8.1	7. KALL	80	7. KALL	1274/18.0
8. KCPX	57/5.8	7.0	8.3	7.8	10.4	8. KRSP-F	68	8. KSOP-F	1187/10.4
9. KRSP-F	48/4.9	5.7	4.9	6.8	5.4	9. KCPX	63	9. KRGO	1020/12.0
10. KRGO	43/4.4	3.5	3.4	4.2	5.3	10. KRGO	52	10. KALL-F	1011/11.4
11. KDAB-F	42/4.3	2.4	2.5	.5	1.0	11. KDAB-F	49	11. KRSP	1007/12.5
12. KSXX	38/3.8	2.2	3.7	2.8	3.7	12. KISN-F	43	12. KDAB-F	841/10.8

12+ FM SHARE (METRO): 48.05% (443 of 922) (A/M 79: 43.15%)
 12+ FM SHARE (TSA) : 51.03% (647 of 1268) (A/M 79: 47.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KCPX	1. KCPX-F	1. KALL	1. KALL	1. KLUB	1. KSL
2. KCPX-F	2. KALL-F	2. KCPX-F	2. KSL	2. KALL	2. KALL
KRSP-F	3. KALL	3. KALL-F	3. KSOP-F	3. KSL	3. KLUB
	4. KDAB-F	4. KSL	4. KALL-F	KSFI-F	4. KSOP-F
	5. KSL	KSOP-F	5. KLUB	5. KSOP-F	5. KCPX-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	123 (4)	249 (5)	372 (9)	40.3
MOR/AC	171 (3)		171 (3)	18.5
COUNTRY	66 (3)	93 (2)	159 (5)	17.2
BTFL MUSIC	65 (1)	88 (2)	153 (3)	16.6
NEWS/TALK	54 (2)		54 (2)	5.9
BIG BAND		13 (1)	13 (1)	1.4
			922 (23)	

SALT LAKE CITY ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. KSL	1. KSL	1. KLUB	KISN-F	97.1	2.9
2. KSFI-F	2. KCPX	2. KCPX-F	KJQN	1490	Ogden 1.4
3. KCPX-F	3. KSFI-F	3. KSL	KLO	1430	Ogden 1.1
4. KSOP-F	4. KLUB	4. KSOP-F	KPRQ	1230	Murray 2.5
5. KLUB	5. KCPX-F	5. KCPX	KRSP	1060	2.7
6. KALL-F	6. KRSP-F	6. KRSP-F	KSOP	1370	1.3
7. KALL	7. KALL	7. KALL	KSVN	730	Ogden 1.0
8. KRSP-F	8. KSOP-F	8. KSFI-F	KWHO-F	93.3	1.3
9. KCPX	9. KRGO	9. KSXX	KWMS	1280	1.6
10. KRGO	10. KALL-F	10. KRGO	KZAN-F	97.9	Ogden 2.8
11. KDAB-F	11. KRSP		KAYK-F	96.1	Provo 1.5
12. KISN-F	12. KDAB-F				
13. KSXX	13. KISN-F				
14. KZAN-F	14. KAYK-F				
KAYK-F	15. KZAN-F				

ADI FM SHARE: 45.78% (646 of 1411) (A/M 79: 41.00%)

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N), AC	ABC-I, \$50.75 (Eastman)	Hatch
KCPX, 1320, 5 KW (DA-1), ROCK	, \$42.30 (Katz)	Columbia Pic Ind
KLUB, 570, 5 KW (DA-1), BTFL MUS	, \$30.38 (Mc-Guild)	
KRGO, 1550, 10 KW/500 W, COUNTRY	ABC-E, \$20.00 (Christal)	
KRSP, 1060, 10 KW (DAYS), CONT/AC	, \$23.00 (Selcom)	
KSL, 1160, 50 KW, MOR	CBS, \$49.63 (Torbet)	Bonneville
KSXX, 630, 1 KW/500 W (DA-2), TALK	NBC, \$13.00 (PRO)	

FM STATIONS

KALL-F, 94.1, 24 KW @ 3030, CONTEMP/AC	RKO, \$31.75 (Eastman)	Hatch
KCPX-F, 98.7, 27 KW @ 2932, AOR	, \$42.30 (Katz)	Columbia Pic Ind
KDAB-F, 101.1, 25 KW @ 3740, ROCK (TM)	, \$ 8.63 (Sav-Gates)	(OGDEN)
KISN-F, 97.1, 26 KW @ 3650, BTFL MUS (Churchill)	, \$20.25 (Mc-Guild)	
KRSP-F, 103.5, 19 KW @ 3650, ROCK	, \$23.00 (Selcom)	
KSFI-F, 100.3, 26 KW @ 3900, BTFL MUS (Bonne)	, \$30.00 (Blair)	
KSOP-F, 104.3, 25 KW @ 3650, COUNTRY	, \$20.00 (HR/Stone)	
KZAN-F, 97.9, 26 KW @ 3770, COUNTRY (Century 21)	MBS, \$? ? (Christal)	(OGDEN)
KAYK-F, 96.1, 38 KW @ 2620, CONTEMP	, \$13.00 (Masla)	First Media (PROVO)

TV STATIONS

KSL	Salt Lake City	5	CBS, Bonneville
KSTU	Salt Lake City	20	IND, Springfield TV
KTVX	Salt Lake City	4	ABC, 20th Century Fox
KUTV	Salt Lake City	2	NBC, Hatch

NEWSPAPERS

Salt Lake City Tribune	M	106,132
Salt Lake City Deseret News	E	71,872
Ogden Standard Examiner	E	48,339
Provo Herald	E	28,903

SAN ANTONIO

Market # 38
 Revenue Rank # 27
 Income Rank # 17
 APR 16.6
 SMSA Pop: 1,020,300

Revenue : \$15,394,857
 Income : \$ 3,457,293
 % Rev Change: 22.5%
 Stations: 25/22
 Diaries: 1410

National Rev: \$4,656,676
 Nat Rev per Cap: \$4.56
 Tot Rev per Cap: \$15.09
 Tot Inc per Cap: \$3.39
 Profit Margin: 22.4%

		O/N	A/M	O/N	A/M				
12+ METRO 1/4/SHARE		79	79	78	78	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KTSA	123/9.1	8.8	10.8	13.6	13.7	1. KTSA	276	1. KTSA	4846/26.6
2. KCOR	112/8.3	8.2	9.1	11.8	11.9	2. KKYX	252	2. KKYX	2911/15.7
3. KQXT-F	110/8.2	6.4	8.3	8.6	9.4	3. WOAI	129	3. WOAI	2076/14.8
4. KKYX	95/7.0	8.0	5.5	8.9	6.8	KQXT-F	129	4. KTFM-F	1650/18.4
5. KTFM-F	91/6.8	5.9	8.9	5.8	8.3	5. KCOR	114	5. KQXT-F	1612/16.3
6. KITY-F	90/6.7	8.2	5.5	4.4	2.8	6. KTFM-F	98	6. KITY-F	1527/17.3
7. KEDA	83/6.2	5.0	3.7	5.5	3.5	7. KITY-F	95	7. KONO	1299/12.5
8. WOAI	79/5.9	7.5	5.6	4.4	5.1	8. KBUC-F	86	8. KBUC-F	1151/12.6
KBUC-F	79/5.9	5.2	4.9	4.7	5.6	9. KEDA	84	9. KZZY-F	1105/10.2
10. KISS-F	56/4.2	4.1	4.8	2.7	2.5	10. KISS-F	62	10. KCOR	929/10.9
11. WOAI-F	52/3.9	2.6	3.1	3.4	2.7	11. WOAI-F	57	11. KISS-F	887/ 9.1
12. KONO	46/3.4	6.0	4.6	5.5	1.9	12. KONO	53	12. KCCW	832/ 7.9

12+ FM SHARE (METRO): 45.11% (595 of 1319) (A/M 79: 44.44%)
 12+ FM SHARE (TSA) : 37.20% (661 of 1777) (A/M 79: 36.23%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KITY-F	1. KTSA	1. KTSA	1. KQXT-F	1. KQXT-F	1. KTSA
2. KTSA	2. KTFM-F	2. KTFM-F	2. KTSA	2. KCOR	2. KKYX
3. KTFM-F	3. KITY-F	3. KITY-F	3. KCOR	3. KKYX	3. WOAI
4. KISS-F	4. KISS-F	4. KQXT-F	4. KBUC-F	4. WOAI	4. KBUC-F
KZZY-F	5. KONO	5. KBUC-F	5. KKYX	5. KBUC-F	5. KCOR

OTHER RATED STATIONS/METRO SHARE

KAPE	1480	2.7	KBUC	1310	2.7	KMAC	630	1.7
KMFM-F	96.1	1.1	KCCW	930	3.3	KTUF-F	106.3	1.8
KUKA	1250	1.7	KVAR-F	104.5	2.7	KZZY-F	100.3	2.7
KDRY	1110	Alamo Heights		.4	KGNB	1420	New Braunpels	.7
KWED	1580	Seguin		.5	KWED-F	105.3	Seguin	.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	192 (3)	311 (5)	503 (8)	38.1
COUNTRY	177 (3)	79 (1)	256 (4)	19.4
SPANISH	225 (4)		225 (4)	17.1
BTFL MUSIC		114 (2)	114 (2)	8.6
NEWS/TALK	79 (1)		79 (1)	6.0
MOR/AC	10 (1)	52 (1)	62 (2)	4.7
BLACK/JAZZ	36 (1)	24 (1)	60 (2)	4.5
CLASSICAL		15 (1)	15 (1)	1.1
RELIGION	5 (1)		5 (1)	0.4
			<u>1319 (25)</u>	

RADIO STATIONS

KCCW, 930, 5 KW/1 KW (DA-N), COUNTRY	, \$25.00 (RKO)	Southwestern
KCOR, 1350, 5 KW (DA-N), SPANISH	, \$71.25 (Katz)	Tichenor
KEDA, 1540, 1 KW (DAYS), SPANISH	, \$11.00 (Selcom)	
KKYX, 680, 50 KW/10 KW, COUNTRY	, \$51.88 (Christal)	Swanson
KONO, 860, 5 KW/1 KW (DA-N), CONTEMP	, \$80.00 (MMR)	Mission
KTSA, 550, 5 KW (DA-N), ROCK	, \$90.00 (Blair)	
WOAI, 1200, 50 KW, NEWS/TALK	CBS, NBC, \$64.00 (Eastman)	Clear Channel

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

SAN DIEGO

SRDS Market # 20; ADI # 25
 FCC Revenue Rank # 20
 FCC Income Rank # 21
 APR 16.0
 SMSA Pop: 1,737,200

Revenue : \$21,378,040
 Income : \$ 3,140,060
 % Rev Change: 34.6%
 Stations: 31/23
 Diaries: 1664

National Rev: \$8,347,773
 Nat Rev per Cap: \$4.81
 Tot Rev per Cap: \$12.31
 Tot Inc per Cap: \$1.81
 Profit Margin: 14.7%

NOTE: SAN DIEGO'S MSA, TSA AND ADI ARE THE SAME.

12+ METRO	1/4/SHARE	J/F 80	O/N 79	A/M 79	MSA EXCL CUME	12+ CUME/CUME RATING
1. KJQY-F	202/8.4	7.6	7.7	6.0	1. KJQY-F	1. KFMB 2844/18.8
2. KFMB	171/7.1	4.6	3.8	8.0	2. KFMB	2. KFMB-F 2327/15.4
3. KPRI-F	135/5.6	6.7	5.6	4.1	3. KGB	3. KGB 2163/14.3
4. KGB-F	130/5.4	5.1	5.7	4.4	4. KGB-F	4. KSDO 2104/13.9
5. KSDO	116/4.8	4.9	5.0	4.6	5. KEZL-F	5. KPRI-F 2056/13.6
6. XTRA-F	108/4.5	3.9	4.4	4.8	6. KSON-F	6. KJQY-F 1983/13.1
7. KGB	107/4.4	6.4	2.6	1.7	7. XTRA	7. KGB-F 1862/12.3
8. KFMB-F	101/4.2	3.9	4.2	5.1	8. KSDO	8. KOGO 1680/11.1
9. KIFM-F	95/3.9	3.3	5.0	3.5	9. KYXY-F	9. XTRA 1659/11.0
10. KEZL-F	92/3.8	4.6	4.5	5.3	10. KOGO	10. KCBQ 1645/10.9
11. KOGO	89/3.7	2.0	3.1	2.2		11. XTRA-F 1553/10.3
12. XTRA	83/3.4	3.5	3.9	5.2		12. KIFM-F 1387/ 9.2
13. KITT-F	76/3.1	2.4	2.2	4.2		13. KNX 1343/ 8.9
14. KYXY-F	75/3.1	2.8	2.5	4.5		14. KMJC 1299/ 8.6
15. KFSD-F	71/2.9	3.6	3.6	2.5		15. KSON 1219/ 8.1
16. KSON	70/2.9	2.8	3.2	3.6		16. KFI 1197/ 7.9
17. KBZT-F	67/2.8	5.1	3.7	2.9		17. KEZL-F 1185/ 7.8
18. KNX	65/2.7	3.0	2.4	2.8		18. KITT-F 1148/ 7.6
19. KMJC	63/2.6	1.8	3.1	4.7		19. KYXY-F 1143/ 7.6
20. KFI	53/2.2	1.1	2.8	2.4		20. KBZT-F 1090/ 7.2

12+ FM SHARE (MSA, TSA, ADI): 57.05% (1275 of 2335) (A/M 79: 56.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KGB	1. KPRI-F	1. KPRI-F	1. KFMB	1. KJQY-F	1. KSDO
2. KFMB-F	2. KGB-F	2. KFMB	2. KJQY-F	2. KFMB	2. KFMB
3. KPRI-F	3. XTRA-F	3. KGB-F	3. KOGO	3. KEZL-F	3. KJQY-F
4. KGB-F	4. KIFM-F	4. KIFM-F	4. KSDO	4. KSDO	4. KOGO
5. XTRA-F	5. KITT-F	5. XTRA-F	5. KYXY-F	5. XTRA	5. KPRI-F
6. KFI	6. KFMB-F	6. KJQY-F	6. XTRA	6. KOGO	6. XTRA

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	290 (5)	616 (8)	906 (13)	40.5
BTFL MUSIC	83 (1)	323 (3)	406 (4)	18.2
MOR/AC	260 (2)	142 (2)	402 (4)	18.0
NEWS/TALK	205 (3)		205 (3)	9.2
COUNTRY	106 (3)	47 (1)	153 (4)	6.8
BLACK/DISCO		76 (1)	76 (1)	3.4
CLASSICAL		71 (1)	71 (1)	3.2
RELIGION	16 (1)		16 (1)	0.7
			2235 (31)	

OTHER RATED STATIONS/METRO SHARE

KCBQ	1170		2.1	KUDE	1320	Oceanside	.7
KJFM-F	102.1	Oceanside	1.2	KABC	790	Los Angeles	1.0
KKOS-F	95.9	Carlsbad	1.0	KBRT	740	Los Angeles	.7
KMLO	1000	Vista	.7	KLAC	570	Los Angeles	.8
KOWN-F	92.1	Escondido	.5	KMET-F	94.7	Los Angeles	.5
KSON-F	97.3		1.9				

AM STATIONS

KCBQ, 1170, 50 KW/5 KW (DA-2), CONTEMP/AC	ABC-C, \$ 69.00 (RKO) Chartcom
KFMB, 760, 5 KW (DA-N) , MOR/AC	, \$ 60.00 (Mc-Guild) Midwest TV
KGB, 1360, 5 KW/1 KW , ROCK	, \$111.25 (Katz)
KMJC, 910, 1 KW (DA-2) , CONTEMP	, \$ 43.00 (Masla)
KOGO, 600, 5 KW (DA-1) , MOR	ABC-E, \$ 60.38 (Eastman) Southwestern
KSDO, 1130, 10 KW (DA-1) , NEWS	CBS,MBS, \$ 82.00 (CBS Spot) Gannett
KSON, 1240, 1 KW/250 W , COUNTRY	ABC-I, \$ 35.85 (Blair)
XTRA, 690, 50 KW , BTFL MUS	, \$ 54.00 (MMR)

FM STATIONS

KBZT-F, 94.9, 2 KW @ 1850, AC/CONTEMP	ABC-F, \$ 50.00 (Christal)
KEZL-F, 102.9, 2 KW @ 1840, BTFL MUS (Bonne)	, \$ 35.00 (CBS Spot) Gannett
KFMB-F, 100.7, 30 KW @ 620, ROCK	, \$ 55.00 (Mc-Guild) Midwest TV
KFSD-F, 94.1, 100 KW @ 641, CLASSICAL	, \$ 40.00 (CMBS) Lotus
KGB-F, 101.5, 50 KW @ 577, AOR	, \$111.25 (Katz)
KIFM-F, 98.1, 28 KW @ 640, SOFT CONTEMP (TM)	, \$ 53.00 (Selcom)
KITT-F, 105.3, 29 KW @ 620, DISCO	, \$ 33.50 (PRO)
KJQY-F, 103.7, 36 KW @ 650, BTFL MUS (FM-100)	, \$ 58.75 (Christal) Heftel*
KPRI-F, 106.5, 50 KW @ 413, AOR (Burk-Abr)	, \$ 69.00 (Eastman) Southwestern
KYXY-F, 96.5, 30 KW @ 1034, AC	, \$ 40.00 (HR/Stone)
XTRA-F, 91.1, 100 KW @ 1000, AOR	, \$ 54.00 (MMR)

OTHER STATIONS- SEE LOS ANGELES

*Sale to Westinghouse is pending

TV STATIONS

KCOX	Cable # 2	IND, Cox
KCST	39	NBC, Storer
KFMB	8	CBS, Midwest TV
KGTV	10	ABC, McGraw-Hill
XETV	6	IND
XEWT	12	IND

NEWSPAPERS

San Diego Union	202,619, Copley
San Diego Tribune	130,631, Copley

SAN FRANCISCO

Market # 7; ADI # 5
 Revenue Rank # 4
 Income Rank # 8
 APR 16.5
 SMSA Pop: 3,195,100

Revenue : \$59,159,514
 Income : \$ 6,982,834
 % Rev Change: 17.8%
 Stations: 45/30
 Diaries: 4190

National Rev: \$24,170,045
 Nat Rev per Cap: \$7.56
 Tot Rev per Cap: \$18.52
 Tot Inc per Cap: \$2.19
 Profit Margin: 11.8%

		J/F	O/N	J/A	A/M				
12+ METRO	1/4/SHARE	80	79	79	79	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KGO	641/9.0	10.6	9.2	9.1	8.9	1. KGO	876	1. KGO	10451/17.7
2. KCBS	390/5.5	6.0	6.0	4.5	5.1	2. KCBS	492	2. KCBS	9058/16.7
3. KFOG-F	333/4.7	3.4	3.4	3.4	4.1	3. KNBR	460	3. KFRC	8810/16.2
4. KFRC	315/4.4	4.1	5.0	5.3	5.8	4. KFRC	382	4. KNBR	8048/13.6
5. KSOL-F	308/4.3	3.8	4.3	3.4	3.7	5. KFOG-F	349	5. KFOG-F	4753/10.5
6. KNBR	304/4.3	2.9	2.5	5.3	5.8	6. KSOL-F	312	6. KYUU-F	4396/ 9.9
7. KYUU-F	258/3.6	4.0	4.4	3.0	2.8	7. KYUU-F	264	7. KIOI-F	4328/ 9.3
8. KSFY-F	238/3.3	1.9	3.3	2.8	2.7	8. KSFY-F	240	8. KSFY-F	4245/ 9.7
9. KSFO	225/3.2	3.5	3.9	3.1	3.4	9. KSFO	233	9. KSFO	4154/ 9.0
10. KDIA	224/3.1	2.5	3.4	2.7	3.1	10. KABL-F	227	10. KSOL-F	3948/ 9.0
11. KABL-F	212/3.0	2.8	3.0	3.1	2.5	11. KDIA	224	11. KABL	3857/ 8.6
12. KNEW	205/2.9	3.0	2.6	2.9	2.5	12. KIOI-F	220	12. KYA	3662/ 8.3
13. KIOI-F	204/2.9	3.3	3.3	3.3	3.7	13. KNEW	213	13. KABL-F	3552/ 7.8
14. KABL	190/2.7	3.0	2.9	3.6	3.5	14. KMEL-F	197	14. KDIA	3548/ 8.2
15. KMEL-F	184/2.6	2.6	2.0	2.2	2.3	15. KABL	197	15. KNEW	3490/ 7.7
16. KOIT-F	167/2.3	3.6	3.0	2.9	3.7	16. KRAK	194	16. KYA-F	3434/ 7.9
17. KOME-F	131/1.8	2.2	2.0	1.9	1.9	17. KOIT-F	170	17. KMEL-F	3302/ 7.3
18. KBLX-F	130/1.8	1.4	1.3	1.4	.6	18. KBAY-F	170	18. KSAN-F	3074/ 6.6
19. KLOK	125/1.8	1.7	1.6	2.3	1.9	19. KLOK	142	19. KCBS-F	2946/ 6.3
20. KSAN-F	123/1.7	1.9	1.7	2.5	1.8	20. KOME-F	139	20. KLOK	2788/ 5.5

12+ FM SHARE (METRO): 51.16% (3323 of 6495) (A/M 79: 48.22%)
 12+ FM SHARE (TSA) : 47.16% (3542 of 7510) (A/M 79: 44.67%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSOL-F	1. KFRC	1. KYUU-F	1. KGO	1. KGO	1. KGO
2. KFRC	2. KYUU-F	2. KFRC	2. KCBS	2. KCBS	2. KCBS
3. KDIA	3. KSOL-F	3. KGO	3. KNBR	3. KFOG-F	3. KNBR
4. KOME-F	4. KSFY-F	4. KSOL-F	4. KYUU-F	4. KSFO	4. KFRC
5. KSFY-F	5. KMEL-F	5. KNBR	5. KSFO	5. KABL	5. KSFO
6. KSAN-F	KIOI-F	KIOI-F	6. KFRC	6. KNBR	6. KABL+
7. KMEL-F.	7. KNBR	7. KSFY-F	7. KNEW	7. KABL-F	7. KSOL-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	600 (4)	1218 (12)	1818 (16)	28.0
MOR/AC	654 (3)	462 (2)	1116 (5)	17.2
NEWS/TALK	1059 (3)		1059 (3)	16.3
BTFL MUSIC	190 (1)	825 (4)	1015 (5)	15.6
BLACK/DISCO/JAZZ	224 (1)	466 (3)	690 (4)	10.6
COUNTRY	302 (3)	42 (1)	344 (4)	5.3
CLASSICAL	87 (2)	136 (2)	223 (4)	3.4
BIG BAND		111 (1)	111 (1)	1.7
SPANISH		63 (1)	63 (1)	1.0
RELIGION	56 (2)		56 (2)	0.9
			6495 (45)	

SAN FRANCISCO ADI

2+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
. KGO	1. KGO	1. KGO	KARA-F	105.7	Santa Clara	1.2
. KCBS	2. KCBS	2. KFRC	KBAY-F	100.3	San Jose	1.6
. KFOG-F	3. KFOG-F	3. KFOG-F	KBRG-F	105.3		.9
. KSOL-F	4. KNBR	4. KNBR	KCBS-F	97.3		1.7
. KNBR	5. KFOG-F	5. KCBS	KEAR-F	106.9		.3
			KEEN	1370	San Jose	1.0
. KFRC	6. KYUU-F	6. KNEW	KEZ-F	106.5	San Jose	1.1
. KYUU-F	7. KSFX-F	7. KSOL-F	KFAT-F	94.5	Gilroy	.6
. KSFX-F	8. KIOI-F	8. KSFX-F	KFAX	1100		.5
. KDIA	9. KSOL-F	9. KABL	KDFC-F+	102.1		1.7
. KABL-F	10. KABL	10. KABL-F	KIQI	1010		1.7
			KJAZ-F	92.7	Alameda	.4
. KSFO	11. KSFO		KKHI-F+	95.7		1.4
. KIOI-F	12. KDIA		KLIV	1590	San Jose	.7
. KNEW	13. KYA		KMPX-F	98.9		1.6
. KABL	14. KYA-F		KPEN-F	97.7	Los Altos	.4
. KMEL-F	15. KABL-F		KREO-F	92.9	Healdsburg	.4
			KSJO-F	92.3	San Jose	.8
			KTIM-F	100.9	San Rafael	.4
			KYRX	1500	San Jose	.4
			KYA	1260		1.6
			KYA-F	93.3		1.7
			KRAK	1140	Sacramento	.4

DI FM SHARE: 51.59% (3334 of 6462) (A/M 79: 46.51%)

M STATIONS

ABL, 960, 5 KW (DA-1), BTFL MUS (TM)	, \$ 99.38 (Christal)	Shamrock
CBBS, 740, 50 KW (DA-2), NEWS	CBS, \$117.50 (CBS Spot)	CBS
KDIA, 1310, 5 KW (DA-1), BLACK	SBN, \$ 47.50 (Howard)	Viacom
KFRC, 610, 5 KW, ROCK	RKO, \$233.62 (RKO)	RKO
KGO, 810, 50 KW (DA-1), NEWS/TALK	ABC-I, \$145.00 (Blair)	ABC
KNBR, 680, 50 KW, MOR/AC	NBC, \$117.75 (Mc-Guild)	NBC
KNEW, 910, 5 KW (DA-N), COUNTRY	MBS, \$ 75.25 (Katz)	Metromedia
KSFO, 560, 5 KW/1 KW, MOR	ABC-E, \$ 88.00 (MMR)	Golden West
KYA, 1260, 5 KW/1 KW, ROCK	, \$ 97.75 (Eastman)	King

M STATIONS

ABL-F, 98.1, 100 KW @ 940, BTFL MUS (TM)	, \$ 52.18 (Christal)	Shamrock
BLX-F, 102.9, 50 KW @ 1285, BLACK	, \$ 65.88 (P/W)	Inner City
CBS-F, 97.3, 82 KW @ 1100, ROCK	, \$ 55.00 (CBS-FM)	CBS
KFOG-F, 104.5, 8 KW @ 1454, BTFL MUS (Schulke)	, \$ 61.25 (Selcom)	GE
KMEL-F, 106.1, 69 KW @ 1240, AOR	, \$111.25 (HR/Stone)	Century
KIOI-F, 101.3, 125 KW @ 1220, AC/SOFT	, \$100.00 (Masla)	
KDIT-F, 96.5, 33 KW @ 1410, BTFL MUS (Bonne)	, \$ 57.50 (Torbet)	Bonneville
KSAN-F, 94.9, 35 KW @ 1140, AOR	, \$122.50 (Katz)	Metromedia
KSFX-F, 103.7, 8 KW @ 1430, ROCK	ABC-F, \$124.38 (Blair)	ABC
KSOL-F, 107.7, 6 KW @ 1588, BLACK	NBN, \$ 49.00 (UBC)	United
KYA-F, 93.3, 25 KW @ 660, ROCK	, \$ 97.75 (Eastman)	King
KYUU-F, 99.7, 45 KW @ 1240, ADULT CONT	, \$100.00 (Mc-Guild)	NBC

KRAK - See Sacramento

For other stations see San Jose

V STATIONS

3HK SF 44 IND, Field	KTSF SF 26 IND	KDTV SF 14 IND
1VU Oak 2 IND, Cox	KEMO SF 20 IND	KGO SF 7 ABC, ABC
PIX SF 5 CBS, Westing	KVOF SF 38 IND	KRON SF 4 NBC, SF Chron

NEWSPAPERS

San Francisco Chronicle M 504,644
 San Francisco Examiner E 157,709, Hearst
 Oakland Tribune E 165,413, Gannett

SAN JOSE

SRDS Market # 32
 FCC Revenue Rank # 32
 FCC Income Rank # 24
 APR 15,8
 SMSA Pop: 1,247,400

Revenue : \$13,224,400
 Income : \$ 256,151
 % Rev Change: 9.5%
 Stations: 44/14
 Diaries: 1463

National Rev: \$2,980,149
 Nat Rev per Cap: \$2.39
 Tot Rev per Cap: \$10.60
 Tot Inc per Cap: \$.21
 Profit Margin: 1.9%

NOTE: SINCE SAN JOSE IS PART OF SAN FRANCISCO'S
 METRO ONLY THE LEADING SAN JOSE METRO STATIONS
 ARE LISTED. THIS IS DONE SO THAT SAN JOSE CAN
 BE CONSIDERED AS A SEPARATE MARKET.

12+ METRO	1/4/SHARE	J/F 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KLOK	87/5.3	4.7	4.6	5.4	1. KBAY-F 148	1. KLOK	2364/13.6
2. KOME-F	82/5.0	6.2	5.9	5.2	2. KLOK 137	2. KBAY-F	2347/12.4
3. KBAY-F	76/4.6	6.5	4.9	5.2	3. KOME-F 132	3. KOME-F	2307/13.1
4. KARA-F	67/4.1	2.6	4.0	3.3	4. KEZR-F 79	4. KLIV	1420/ 9.6
5. KEZR-F	66/4.0	4.4	4.4	4.5	5. KARA-F 76	5. KSJO-F	1344/ 7.5
6. KEEN	59/3.6	4.1	2.9	2.6	6. KEEN 72	6. KEZR-F	1335/10.9
7. KLIV	39/2.4	2.3	2.7	3.5	7. KDFC-F+ 65	7. KARA-F	1281/10.1
8. KSJO-F	34/2.1	2.1	3.7	4.0	8. KSJO-F 61	8. KDFC-F+	1170/ 5.7
9. KDFC-F+	28/1.7	1.7	1.9	1.9	9. KFAT-F 53	9. KEEN	1097/ 7.5
10. KFAT-F	26/1.6	2.3	2.4	2.0	10. KLIV 51	10. KFAT-F	1042/ 5.3

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOME-F	1. KEZR-F	1. KLOK	1. KBAY-F	1. KBAY-F	1. KLOK
2. KLIV	2. KOME-F	2. KEZR-F	2. KLOK	2. KLOK	2. KBAY-F
3. KLOK	3. KARA-F	3. KOME-F	3. KARA-F	3. KEEN	3. KEZR-F
	4. KLOK	4. KARA-F	4. KEEN	4. KARA-F	4. KOME-F

AM STATIONS

KLOK, 1170, 50 KW/10 KW (DA-2), MOR/AC , \$90.00 (Katz) Davis & Weaver
 KEEN, 1370, 5 KW (DA-2) , COUNTRY , \$35.00 (HR/Stone) Golden Pacific
 KLIV, 1590, 5 KW (DA-N) , ROCK (Burk-Abr) , \$38.69 (Buckley) Empire
 KXRX, 1500, 10 KW/5 KW (DA-2) , NEWS/TALK , \$47.50 (Roslin) Sterling

FM STATIONS

KARA-F, 105.7, 50 KW @ 1860, CONTEMP/AC , \$56.00 (Buckley) Empire
 KBAY-F, 100.3, 15 KW @ 2580, BIFL MUS , \$45.75 (HR/Stone) Golden Pacific
 KDFC-F+, 102.1, 33 KW @ 1260, CLASSICAL , \$27.00 (Groskin)
 KFAT-F, 94.5, 1.1 KW @ 2580, COUNTRY , \$42.50 (Masla)
 KEZR-F, 106.5, 50 KW @ 430, SOFT AOR , \$56.00 (Selcom)
 KOME-F, 98.5, 13 KW @ 880, AOR , \$63.00 (Torbet) Infinity*
 KSJO-F, 92.3, 50 KW @ 68, AOR , \$44.00 (Roslin) Sterling

*Sale to Affiliated is pending as of 6/21/80.

TV STATIONS

KNTV San Jose 11 IND
 KGSC San Jose 36 IND

NEWSPAPERS

San Jose Mercury M 149,544, Knight-Ridder
 San Jose News E 66,264, Knight-Ridder

SARASOTA

Market # 175
 Revenue Rank # 215
 Income Rank # 343
 APR 16.6
 SMSA Pop: 185,900

Revenue : \$1,733,180
 Income : \$ -76,029
 % Rev Change: -10.9%
 Stations: 23/5
 Diaries: 478

National Rev: \$135,069
 Nat. Rev per Cap: \$.73
 Tot Rev per Cap: \$9.32
 Tot Inc per Cap: \$-.41
 Profit Margin: ---

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 79</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WDUV-F 63/13.9	13.3	1. WDUV-F 63	1. WDUV-F 783/27.7
2. WWBA-F 37/ 8.2	1.7	2. WSUN 37	2. WSUN 561/18.1
3. WSUN 32/ 7.1	4.8	WWBA-F 37	3. WYNF-F 450/13.6
4. WYNF-F 25/ 5.5	1.4	4. WYNF-F 36	4. WWBA-F 391/14.1
5. WQXM-F 24/ 5.3	4.3	5. WQXM-F 25	5. WAMR-F 335/11.1
6. WAMR-F 21/ 4.6	2.9	6. WAMR-F 23	6. WSPB-F 303/11.1
7. WJYW-F 19/ 4.2	6.3	7. WSRZ-F 19	7. WFLA 287/10.5
8. WSPB-F 17/ 3.8	1.9	WJYW-F 19	8. WFLA-F 283/ 9.4
WAMR 17/ 3.8	4.6	9. WSPB-F 17	9. WQXM-F 270/ 8.6
10. WSRZ-F 16/ 3.5	10.9	WAMR 17	WSRZ-F 270/ 8.7

12+ FM SHARE (METRO): 62.22% (247 of 397) (A/M 79: 55.64%)
 12+ FM SHARE (TSA) : 63.01% (264 of 419) (A/M 79: 55.58%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WQXM-F	1. WYNF-F	1. WYNF-F	1. WDUV-F	1. WDUV-F	1. WDUV-F
2. WYNF-F	2. WSRZ-F	2. WSPB-F	2. WSPB-F	2. WSUN	2. WSUN
	3. WSPB-F	3. WSRZ-F	WSUN	3. WWBA-F	3. WYNF-F

OTHER RATED STATIONS/METRO SHARE

WBRD 1420	Bradenton	2.9	WFLA	970	Tampa-SP	2.9
WKXY 930		1.5	WFLA-F	93.3	Tampa-SP	2.4
WQSA 1220		2.4	WLCY	1380	Tampa-SP	3.1
WSPB 1450		2.6	WOKF-F	95.7	Tampa-SP	.9
WTRL 1490	Bradenton	1.8	WPLP	570	Tampa-SP	.9
WYND 1280		1.1	WQYK-F	99.5	Tampa-SP	2.2
			WWBA	680	Tampa-SP	3.1

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
BTFL MUSIC	14 (1)	130 (4)	144 (5)	36.3
ROCK/AOR/CONTEMP	21 (2)	82 (4)	103 (6)	25.9
COUNTRY	50 (3)	31 (2)	81 (5)	20.4
MOR/AC	33 (3)		33 (3)	8.3
BIG BAND	17 (1)		17 (1)	4.3
NEWS/TALK	15 (2)		15 (2)	3.8
BLACK/DISCO		4 (1)	4 (1)	1.0
			397 (23)	

RADIO STATIONS

WAMR, 1320, 500 W (DAYS), BIG BAND	MBS, \$11.00 (----)	(VENICE)
WAMR-F, 92.1, 3 KW @ 315, COUNTRY (FM-100)	, \$11.00 (----)	(VENICE)
WDUV-F, 103.3, 100 KW @ 500, BTFL MUS	ABC-I, \$38.00 (Masla)	
WSPB-F, 106.3, 3 KW @ 280, CONTEMP (Century 21)	, \$12.00 (PRO)	
WSRZ-F, 102.5, 100 KW @ 570, AOR	MBS, \$42.75 (Christal)	Cosmos

FOR OTHER STATIONS SEE TAMPA-ST. PETE

FOR TV STATIONS AND NEWSPAPERS SEE TAMPA-ST. PETE

SAVANNAH

Market # 161
 Revenue Rank # 147
 Income Rank # 370
 APR 16.1
 SMSA Pop: 222,100

Revenue : \$2,732,315
 Income : \$ -182,989
 % Rev Gain: 15.4%
 Stations: 15/10
 Diaries: 567

National Rev: \$412,891
 Nat Rev per Cap: \$1.86
 Tot Rev per Cap: \$12.30
 Tot Inc per Cap: \$-.82
 Profit Margin:---

12+ METRO 1/4/SHARE A/M 79 A/M 78				12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WSOK	34/11.9	9.1	9.2	1. WCHY-F	100	1. WZAT-F	1019/25.4
WEAS-F	34/11.9	7.1	15.5	2. WEAS-F	62	2. WCHY-F	889/14.9
3. WZAT-F	29/10.1	9.5	9.6	3. WJCL-F	58	3. WSGF-F	722/22.7
WJCL-F	29/10.1	12.5	10.7	WZAT-F	58	4. WJCL-F	660/20.4
5. WCHY-F	28/ 9.8	2.7	6.3	5. WSGF-F	46	5. WEAS-F	565/19.4
WEAS	28/ 9.8	13.9	5.9	6. WSOK	35	6. WSGA	409/19.6
7. WSGF-F	26/ 9.1	12.5	8.5	7. WHHR	32	7. WSOK	388/20.2
8. WSGA	21/ 7.3	12.5	11.1	8. WEAS	30	8. WEAS	308/15.2
9. WWSA	15/ 5.2	5.7	3.3	9. WSGA	23	9. WXLN-F	257/ 9.3
10. WHHR-F	9/ 3.1	---	---	10. WWSA	16	10. WWSA	239/12.6

12+ FM SHARE (METRO): 58.95% (168 of 285) (A/M 79: 48.97%)

12+ FM SHARE (TSA) : 74.80% (377 of 504) (A/M 79: 66.74%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSGF-F	1. WSOK	1. WSOK	1. WCHY-F	1. WJCL-F	1. WCHY-F
2. WEAS-F	WEAS-F	2. WCHY-F	2. WZAT-F	2. WCHY-F	2. WZAT-F
3. WSGA	3. WCHY-F	3. WEAS-F	3. WJCL-F	3. WZAT-F	3. WEAS-F

OTHER RATED STATIONS/METRO SHARE

WGEC-F	103.9	Springfield	1.7	WKBX	630	1.4	WQQT	1450	2.8
WNMT	1520	Garden City	2.4		WXLM-F		106.3	Hilton Head	2.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	25 (2)	63 (3)	88 (5)	30.9
BLACK	34 (1)	34 (1)	68 (2)	23.9
COUNTRY	15 (2)	33 (2)	48 (4)	16.8
BTFL MUSIC		38 (2)	38 (2)	13.3
RELIGION/GOSPEL	28 (1)		28 (1)	9.8
MOR/AC	15 (1)		15 (1)	5.3
			285 (15)	

RADIO STATIONS

WEAS, 900, 5 KW (DAYS), RELIGION/GOSPEL	, \$11.50 (Stars)	Dee Rivers
WSGA, 1400, 1 KW/250 W, CONTEMP	ABC-C, \$45.00 (Katz)	
WSOK, 1230, 1 KW, BLACK	SBN, \$23.00 (Selcom)	
WWSA, 1290, 5 KW (DA-N), AC/MOR	ABC-I, \$ 7.50 (Torbet)	Bluegrass
WCHY-F, 94.1, 100 KW @ 1320, COUNTRY	ABC-E, \$10.50 (Torbet)	Bluegrass
WEAS-F, 93.1, 100 KW @ 355, BLACK	NBN, \$21.00 (Stars)	Dee Rivers
WJCL-F, 96.5, 100 KW @ 1232, BTFL MUS (Bonne)	CBS, \$24.00 (HR/Stone)	
WSGF-F, 95.5, 100 KW @ 384, ROCK	Source, \$22.00 (Mc-Guild)	Beasley
WXLN-F, 97.3, 100 KW @ 500, ROCK	RKO, \$12.00 (Buckley)*:	
WZAT-F, 102.1, 100 KW @ 620, CONTEMP	, \$27.09 (Katz)	
WHHR-F, 106.3, 3 KW @ 300, BTFL MUS	, \$11.00 (Jones)	(HILTON HEAD)

*Station recently changed calls to WAEV-F

TV STATIONS			
WJCL	Savannah	22	ABC
WSAV	Savannah	3	NBC, Savannah News, Press
WTOG	Savannah	11	CBS

NEWSPAPERS			
Savannah News	M	55,920	
Savannah Press	E	21,100	

SEATTLE-TACOMA

Market # 20 (approx); ADI # 18
 Revenue Rank # 11 (approx)
 Income Rank # 14 (approx)
 APR 15.6
 SMSA Pop: 1,851,300

Revenue : \$29,448,970
 Income : \$ 4,899,900
 % Rev Change: 20.1%
 Stations: 30/37
 Diaries: 1877

National Rev: \$8,697,751
 Nat Rev per Cap: \$4.70
 Tot Rev per Cap: \$15.91
 Tot Inc per Cap: \$2.65
 Profit Margin: 16.6%

12+ METRO	1/4/SHARE	O/N		A/M		12+ TSA	1/4	12+ TSA		CUME/MSA	CUME	RAT
		79	79	78	78							
1. KIRO	222/8.9	10.2	11.1	10.3	7.0	1. KIRO	298	1. KIRO	5390/26.7			
2. KOMO	195/7.8	9.8	6.3	10.8	9.8	2. KOMO	226	2. KOMO	3766/19.3			
3. KSEA-F	148/5.9	6.2	7.4	7.1	7.4	3. KSEA-F	177	3. KING	3611/15.4			
4. KISW-F	143/5.7	5.7	3.1	3.2	3.1	4. KISW-F	167	4. KJR	3419/17.6			
5. KJR	123/4.9	6.0	7.0	7.0	6.8	5. KJR	158	5. KISW-F	2528/12.7			
6. KZAM-F	114/4.6	3.0	2.8	2.4	2.5	6. KING	144	6. KZOK-F	2312/11.9			
KPLZ-F	114/4.6	3.0	4.1	3.4	4.7	7. KZAM-F	127	7. KSEA-F	2288/11.7			
8. KVI	100/4.0	4.4	5.6	7.1	8.8	8. KPLZ-F	125	8. KVI	2169/11.9			
9. KBRD-F	96/3.8	2.1	2.0	1.3	1.9	9. KBRD-F	118	9. KYYX-F	1997/10.7			
10. KZOK-F	93/3.7	4.7	5.5	3.3	4.2	10. KYYX-F	112	10. KPLZ-F	1806/ 9.7			
KYYX-F	93/3.7	4.9	3.5	3.9	3.2	11. KZOK-F	110	11. KBRD-F	1588/ 8.3			
12. KEZX-F	92/3.7	4.3	3.3	3.9	2.9	12. KVI	108	12. KEZX-F	1452/ 7.9			
13. KING	85/3.4	3.0	3.3	6.1	5.9	13. KEZX-F	107	13. KTAC	1389/ 7.6			
14. KMPS-F	77/3.1	2.5	3.7	1.5	2.2	14. KMPS-F	92	14. KIXI-F	1340/ 7.1			
15. KNBQ-F	67/2.7	1.2	2.0	2.4	1.6	15. KNBQ-F	85	15. KZAM-F	1327/ 7.4			

12+ FM SHARE (METRO): 51.77% (1211 of 2339) (A/M 79: 46.61%)
 12+ FM SHARE (TSA) : 50.86% (1417 of 2786) (A/M 79: 47.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KISW-F	1. KZAM-F	1. KIRO	1. KIRO	1. KIRO	1. KIRO
2. KJR	2. KISW-F	2. KZAM-F	2. KOMO	2. KOMO	2. KOMO
3. KZOK-F	3. KPLZ-F	3. KISW-F	KSEA-F	3. KSEA-F	3. KMPS-F+
4. KYYX-F	4. KZOK-F	4. KPLZ-F	4. KZAM-F	4. KVI	4. KJR
5. KNBQ-F	5. KJR	5. KJR	5. KVI	5. KBRD-F	5. KVI
6. KPLZ-F	6. KYYX-F	6. KOMO	6. KBRD-F	6. KEZX-F	6. KING

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	317 (5)	624 (6)	941 (11)	40.2
MOR/AC	314 (3)	63 (1)	377 (4)	16.1
BTFL MUSIC		336 (3)	336 (3)	14.4
NEWS/TALK	255 (2)		255 (2)	10.9
COUNTRY	115 (3)	77 (1)	192 (4)	8.2
RELIGION	38 (1)	49 (1)	87 (2)	3.7
CLASSICAL	25 (1)	53 (1)	78 (2)	3.3
BIG BAND	64 (1)		64 (1)	2.7
UNKNOWN		9 (1)	9 (1)	0.4
			2339 (30)	

SEATTLE-TACOMA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. KIRO	1. KIRO	1. KOMO	KAYO	1150
2. KOMO	2. KOMO	2. KIRO	KBIQ-F	105.3 Edmonds
3. KSEA-F	3. KING	3. KSEA-F	KGDN	630 Edmonds
4. KISW-F	4. KJR	4. KVI	KING-F	98.1
5. KJR	5. KISW-F	5. KJR	KIXI	91.0
6. KING	6. KZOK-F	6. KBRD-F	KIXI-F	95.7
7. KZAM-F	7. KSEA-F	7. KISW-F	KMO	1360 Tacoma
8. KPLZ-F	8. KVI	8. KMPS	KMPS	1300
9. KBRD-F	9. KYYX-F	9. KTAC	KRPM-F	106.1 Tacoma
10. KYYX-F	10. KPLZ-F	10. KBIQ-F	KTAC	850 Tacoma
11. KZOK-F	11. KBRD-F		KTNT	1400 Tacoma
12. KVL	12. KEZX-F		KWYZ	1230 Everett
13. KEZX-F	13. KTAC		KXA	770
14. KMPS-F	14. KIXI-F		KYAC	1250
15. KNBQ-F	15. KZAM-F		KZOK	1590

ADI FM SHARE: 48.53% (1451 of 2990) (A/M 79: 47.87%)

AM STATIONS

KING, 1090, 50 KW (DA-2)	, ROCK	, \$55.75 (Blair)	King
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	MBS, CBS, \$90.00 (Torbet)	Bonneville
KJR, 950, 5 KW (DA-N)	, ROCK	, \$69.75 (Mc-Guild)	Kaye-Smith
KMPS, 1300, 5 KW (DA-N)	, COUNTRY	, \$30.00 (Eastman)	Affiliated
KOMO, 1000, 50 KW (DA-N)	, MOR	ABC-I, \$54.00 (Katz)	Fisher
KVI, 570, 5 KW	, MOR	, \$50.00 (MMR)	Golden West
KTAC, 850, 10 KW/1 KW (DA-2),	ROCK	, \$37.98 (Masla)	Entercom

FM STATIONS

KBIQ-F, 105.3, 115 KW @ 721, RELIGION	, \$16.00 (----)	
KBRD-F, 103.7, 100 KW @ 1675, BTFL MUS (Churchill)	, \$27.12 (Masla)	Entercom
KEZX-F, 98.9, 100 KW @ 1070, BTFL MUS (FM-100)	, \$30.00 (PRO)	Park
KISW-F, 99.9, 100 KW @ 1200, AOR (Drake-Chen)	, \$70.00 (Mc-Guild)	Kaye-Smith
KIXI-F, 95.7, 100 KW @ 1100, AC	, \$47.50 (HR/Stone)	
KMPS-F, 94.1, 100 KW @ 1165, COUNTRY	, \$30.00 (Eastman)	Affiliated
KPLZ-F, 101.5, 100 KW @ 1150, ROCK	, \$43.00 (Buckley)	Golden West
KSEA-F, 100.7, 100 KW @ 730, BTFL MUS (Bonne)	, \$71.00 (Torbet)	Bonneville
KYYX-F, 96.5, 50 KW @ 1223, ROCK	, \$73.00 (Christal)	O'Day
KZAM-F, 92.5, 100 KW @ 1100, AOR	ABC-F, \$36.90 (Selcom)	Sandusky Ne
KZOK-F, 102.5, 100 KW @ 1165, AOR	, \$60.00 (CBS FM)	Sterling
KNBQ-F, 97.3, 100 KW @ 370, ROCK	, \$24.00 (Market 4)	Tacoma Tri

TV STATIONS

KING	Seattle	5	NBC, King
KIRO	Seattle	7	CBS, Bonneville
KOMO	Seattle	4	ABC, Fisher's Blend
KSTW	Tacoma	11	IND, Gaylord
KCPQ	Tacoma	13	IND, Kelly

NEWSPAPERS

Seattle Post-Intelligencer	M	196,386, Hearst
Seattle Times	E	253,984
Everett Herald	E	59,765
Tacoma News Tribune	E	105,032

SHREVEPORT

Market # 109
 Revenue Rank # 78
 Income Rank # 318
 APR 15.1
 SMSA Pop: 359,000

Revenue : \$5,614,780
 Income : \$ -26,773
 % Rev Gain: 24.6%
 Stations: 12/15
 Diaries: 602

National Rev: \$1,129,067
 Nat Rev per Cap: \$3.15
 Tot Rev per Cap: \$15.64
 Tot Inc per Cap: \$-.07
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KWKH 76/17.3	15.3	11.5	1. KWKH 134	1. KEEL 1790/33.3
2. KOKA 70/15.9	14.8	19.0	2. KEEL 104	2. KWKH 1731/30.3
3. KEEL 64/14.5	13.0	16.1	3. KRMD-F 87	3. KROK-F 976/17.6
4. KRMD-F 53/12.0	5.1	8.5	4. KOKA 78	4. KRMD-F 939/19.1
5. KCOZ-F 44/10.0	12.7	9.4	5. KROK-F 54	5. KOKA 816/23.6
6. KMBQ-F 31/ 7.0	3.8	4.8	6. KCOZ-F 48	6. KCOZ-F 519/15.7
7. KCIJ 28/ 6.4	8.7	8.3	7. KMBQ-F 39	7. KRMD 506/14.3
8. KROK-F 27/ 6.1	8.9	7.3	8. KCIJ 37	8. KCIJ 465/13.2
9. KRMD 20/ 4.5	8.9	6.7	9. KRMD 22	9. KMBQ-F 447/11.0
10. KBCL 6/ 1.4	2.5	1.4	10. KEPT-F 10	10. KEPT-F 235/ 5.4

12+ FM SHARE (METRO): 37.30% (160 of 429) (A/M 79: 33.77%)
 12+ FM SHARE (TSA) : 38.08% (238 of 625) (A/M 79: 39.76%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOKA	1. KOKA	1. KOKA	1. KEEL	1. KWKH	1. KWKH
2. KEEL	2. KEEL	2. KEEL	KRMD-F	2. KCOZ-F	2. KEEL
KROK-F	3. KRMD-F	3. KRMD-F	3. KWKH	3. KRMD-F	3. KRMD-F+

OTHER RATED STATIONS/METRO SHARE

KASO 1240 Minden 1.1 KEPT-F 96.5 1.1

FORMATS

	AM	FM	TOTAL	%
COUNTRY	96 (2)	53 (1)	149 (3)	34.7
ROCK/AOR/CONTEMP	64 (1)	58 (2)	122 (3)	28.4
BLACK/DISCO	70 (1)		70 (1)	16.3
BTFL MUSIC		44 (1)	44 (1)	10.3
RELIGION/GOSPEL	28 (1)	5 (1)	33 (2)	7.7
MOR	6 (1)		6 (1)	1.4
UNKNOWN	5 (1)		5 (1)	1.2
			429 (12)	

RADIO STATIONS

KCIJ, 980, 5 KW (DAYS) , GOSPEL , \$ 7.00 (Sav-Gates)
 KEEL, 710, 50 KW/5 KW (DA-2), ROCK ABC-I, \$52.50 (Mc-Guild) Multimedia
 KOKA, 1550, 10 KW/500 W(DA-N), BLACK (Bonne) ABC-C,NBN, \$24.50 (Howard)
 KRMD, 1340, 1 KW/250 W , COUNTRY , \$16.50 (Katz)
 KWKH, 1130, 50 KW (DA-N) , COUNTRY MBS,ABC-E, \$34.00 (Torbet) Great Empire
 KCOZ-F, 100.1, 3 KW @ 300, BTFL MUS (Bonne) , \$17.75 (Howard)
 KEPT-F, 96.5, 100 KW @ 250, RELIGION , \$ 8.00 (----)
 KMBQ-F, 93.7, 100 KW @ 350, ROCK , \$52.50 (Mc-Guild) Multimedia
 KRMD-F, 101.1, 100 KW @ 1000, COUNTRY , \$16.50 (Katz)
 KROK-F, 94.5, 100 KW @ 400, ROCK , \$23.00 (Torbet) Great Empire

TV STATIONS

KSLA Shreveport 12 CBS
 KTAL Terarkana 6 NBC, Camden News
 KTBS Shreveport 3 ABC

NEWSPAPERS

Shreveport Journal E 34,016, Gannett
 Shreveport Times M 87,352, Gannett

SIOUX FALLS

Market # 269
 Revenue Rank # 163
 Income Rank # 109
 APR 13.4
 SMSA Pop: 104,700

Revenue : \$2,442,354
 Income : \$ 315,770
 % Rev Gain: 25.2%
 Stations: 9/7
 Diaries: 503

National Rev: \$538,721
 Nat Rev per Cap: \$5.15
 Tot Rev per Cap: \$23.33
 Tot Inc per Cap: \$3.02
 Profit Margin: 12.9%

<u>12+ METRO 1/4/SHARE</u>			<u>A/M 79</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KSOO	20/17.2	22.7	24.8	1. KELO	69	1. KELO	978/34.7
2. KELO	16/13.8	12.1	17.9	2. WNAX	67	2. WNAX	927/ 9.9
3. KKRC	15/12.9	13.6	14.5	3. KXRB	55	3. KXRB	613/14.2
4. KELO-F	14/12.1	10.6	13.7	4. KSOO	34	4. KSOO	605/38.4
5. KPAT-F	11/ 9.5	8.3	6.0	5. KELO-F	31	5. KKRC	563/34.6
6. KLYX-F	10/ 8.6	4.5	.9	6. KKRC	27	6. KPAT-F	427/22.8
7. KIOV-F	8/ 6.9	6.1	5.1	KPAT-F	27	7. KELO-F	421/18.8
8. KXRB	5/ 4.3	12.1	11.1	8. KIOV-F	23	8. KIOV-F	292/11.2
9. WNAX	3/ 2.6	1.5	---	9. KLYX-F	10	9. KLYX-F	133/13.5

12+ FM SHARE (METRO): 42.16% (43 of 102) (A/M 79: 31.97%)
 12+ FM SHARE (TSA) : 26.53% (91 of 343) (A/M 79: 21.88%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KKRC	1. KKRC	1. KELO	1. KELO-F	1. KSOO	1. WNAX
2. KELO	2. KELO	2. KKRC	2. KELO	2. KELO-F	2. KELO
KPAT-F	KPAT-F	3. KELO-F	KSOO		3. KSOO

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	31 (2)	21 (2)	52 (4)	51.0
MOR/AC	20 (1)		20 (1)	19.6
COUNTRY	8 (2)	8 (1)	16 (3)	15.7
BTFL MUSIC		14 (1)	14 (1)	13.7
			<u>102 (9)</u>	

RADIO STATIONS

KELO, 1320, 5 KW (DA-N)	, CONTEMP/AC	, \$17.50 (Torbet)	Midcontinent
KKRC, 1230, 1 KW/250 W	, ROCK	, \$10.00 (PRO)	Ingstad
KSOO, 1140, 10 KW/5 KW (DA-N)	, MOR	ABC-E,ABC-I, \$23.50 (Mc-Guild)	S. Minnesota
KXRB, 1000, 10 KW (DAYS,DA)	, COUNTRY	, \$22.50 (Buckley)	
WNAX, 570, 5 KW (DA-N)	, COUNTRY	ABC-E,CBS, \$70.63 (Eastman)	Park (YANKTON)
KELO-F, 92.5, 100 KW @ 1911,	BTFL MUS	, \$12.50 (Torbet)	Mid Continer
KLYX-F, 93.5, 3 KW @ 120,	AOR	, \$ 7.00 (Walton)	
KPAT-F, 97.3, 60 KW @ 220,	ROCK (TM)	, \$ 9.50 (Mc-Guild)	S. Minnesota
KIOV-F, 104.7, 100 KW @ 735,	COUNTRY	NBC, \$ 8.80 (Buckley)	

TV STATIONS

KELO	Sioux Falls	11	CBS, Midcontinent
KSFY	Sioux Falls	13	NBC, Forum
KXON	Mitchell	5	ABC, Gillett

NEWSPAPER

Sioux Falls Argus-Leader E 45,319, Gannett

SOUTH BEND

Market # 134
 Revenue Rank # 146
 Income Rank # 125
 APR 16.2
 SMSA Pop: 279,500

Revenue : \$2,750,299
 Income : \$ 267,633
 % Rev Change: 20.9%
 Stations: 18/8
 Diaries: 672

National Rev: \$473,576
 Nat Rev per Cap: \$1.69
 Tot Rev per Cap: \$9.84
 Tot Inc per Cap: \$.96
 Profit Margin: 9.7%

12+ METRO 1/4/SHARE				A/M 79		A/M 78		12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT		
1.	WNDU-F	66/17.8		8.0		8.0	1.	WNDU-F	166	1.	WNDU-F	1876/35.0
2.	WSBT	57/15.4		19.0		18.6	2.	WRBR-F	92	2.	WLS	1510/16.2
3.	WRBR-F	55/14.8		26.1		19.1	3.	WWJY-F	83	3.	WRBR-F	1340/32.6
4.	WWJY-F	31/ 8.4		8.8		10.3	4.	WMAQ	65	4.	WMAQ	1193/11.0
5.	WYEZ-F	28/ 7.5		5.8		7.0	5.	WSBT	63	5.	WSBT	969/34.8
6.	WMAQ	15/ 4.0		2.8		3.8	6.	WLS	61	6.	WWJY-F	950/16.1
7.	WGN	14/ 3.8		.8		2.0	7.	WYEZ-F	49	7.	WYEZ-F	687/14.9
8.	WJVA	12/ 3.2		2.5		5.0	8.	WGN	34	8.	WGN	614/ 9.6
9.	WLS	11/ 3.0		5.5		5.8	9.	WFRN-F	26	9.	WBBM	577/ 7.6
	WNDU	11/ 3.0		4.0		5.5	10.	WBBM	23	10.	WAOR-F	360/ 9.1

12+ FM SHARE (METRO): 60.06% (209 of 348) (A/M 79: 58.70%)

12+ FM SHARE (TSA) : 60.24% (456 of 757) (A/M 79: 54.00%)

TEENS		18 - 34		18 - 49		25 - 54		35 - 64		12+ TSA AMD	
1.	WNDU-F	1.	WNDU-F	1.	WNDU-F	1.	WSBT	1.	WSBT	1.	WNDU-F
2.	WRBR-F	2.	WRBR-F	2.	WRBR-F		WNDU-F	2.	WWJY-F	2.	WSBT
		3.	WSBT	3.	WSBT	3.	WRBR-F	3.	WYEZ-F	3.	WRBR-F

OTHER RATED STATIONS/METRO SHARE

WHME-F	103.1		.5	WBBM	780	Chicago	2.2
WTCA	1050	Plymouth	2.4	WFRN-F	104.7	Elkhart	1.6
WTCA-F	94.3	Plymouth	1.1	WLUP-F	97.9	Chicago	1.6
WAOR-F	95.3	Niles	3.0	WOWO	1190	Elkhart	.5

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	11 (1)	138 (4)	149 (5)	42.8
MOR/AC	93 (5)	4 (1)	97 (6)	27.9
BTFL MUSIC		59 (2)	59 (2)	17.0
COUNTRY	27 (2)		27 (2)	7.8
NEWS/TALK	8 (1)		8 (1)	2.3
RELIGION		2 (1)	2 (1)	0.6
UNKNOWN		6 (1)	6 (1)	1.7
			348 (18)	

RADIO STATIONS

WJVA, 1580, 1 KW (DAYS), COUNTRY	MBS, \$10.50 (Sav-Gates)	
WNDU, 1490, 1 KW/250 W, MOR/AC	ABC-I, \$20.15 (Mc-Guild)	Notre Dame
WSBT, 960, 5 KW (DA-2), MOR	CBS, \$16.00 (Katz)	S. Bend Tribune
WNDU-F, 92.9, 13 KW @ 880, ROCK	, \$20.15 (Mc-Guild)	Notre Dame
WRBR-F, 103.9, 3 KW @ 290, ROCK	, \$23.00 (Torbet)	Booth
WWJY-F, 101.5, 9 KW @ 967, BTFL MUS (Schulke)	, \$13.00 (Katz)	S. Bend Tribune
WAOR-F, 95.3, 3 KW @ 195, AOR	MBS, \$ 7.00 (---)	(NILES)
WFRN-F, 104.7, 50 KW @ 455, ? ? ?	, \$ 9.50 (Devney)	(ELKHART)
WYEZ-F, 100.7, 50 KW @ 500, BTFL MUS (Bonne)	, \$13.00 (Masla) Federated	(ELKHART)

TV STATIONS

WHME	S. Bend	46	IND	WSBT	S. Bend	22	CBS, S. Bend Tribune
WNDU	S. Bend	16	NBC, Notre Dame	WSJV	Elkhart	28	ABC, Quincy Newspapers

NEWSPAPERS

South Bend Tribune	E	105,970, Shurz	Elkhart Truth	E	30,077, Federated
--------------------	---	----------------	---------------	---	-------------------

SPOKANE

Market # 114
 Revenue Rank # 82
 Income Rank # 86
 APR 15.2
 SMSA Pop: 315,900

Revenue : \$5,283,830
 Income : \$ 490,513
 % Rev Gain: 17.7%
 Stations: 15/12
 Diaries: 688

National Rev: \$1,382,896
 Nat Rev per Cap: \$4.38
 Tot Rev per Cap: \$16.73
 Tot Inc per Cap: \$1.55
 Profit Margin: 9.3%

		O/N	A/M	O/N	A/M						
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. KJRB	50/12.3	15.5	16.4	12.4	17.5	1. KHQ-F	77	1. KJRB	1275/30.8		
2. KHQ-F	44/10.9	7.5	11.2	9.5	10.1	2. KJRB	71	2. KHQ-F	1187/24.6		
3. KEZE-F	39/ 9.6	14.2	5.0	5.4	9.8	3. KREM-F	68	3. KHQ	1067/20.8		
	KXLY-F	39/ 9.6	6.7	7.5	4.6	4. KHQ	68	4. KGA	923/18.8		
5. KREM-F	37/ 9.1	10.9	10.4	8.9	7.9	5. KXLY-F	67	5. KREM-F	814/17.8		
6. KHQ	34/ 8.4	8.3	9.2	10.0	7.1	6. KGA	55	6. KXLY-F	793/16.2		
7. KGA	31/ 7.7	7.0	9.0	10.5	9.8	7. KEZE-F	47	7. KREM	601/15.3		
8. KSPO	25/ 6.2	4.1	3.5	4.9	4.2	8. KDRK-F	47	8. KDRK-F	504/ 9.8		
9. KDRK-F	22/ 5.4	4.7	2.5	5.1	2.1	9. KSPO	25	9. KEZE-F	504/16.4		
10. KXXR	16/ 4.0	.8	.7	1.4	1.3	10. KZUN-F	23	10. KZUN-F	454/ 8.6		

12+ FM SHARE (METRO): 51.17% (197 of 385) (A/M 79: 46.37%)

12+ FM SHARE (TSA) : 54.49% (334 of 613) (A/M 79: 48.46%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KJRB	1. KHQ-F	1. KHQ-F	1. KGA	1. KGA	1. KHQ
2. KHQ-F	2. KREM-F	2. KREM-F	2. KEZE-F	2. KEZE-F	2. KJRB
KREM-F	3. KJRB	3. KJRB	3. KXLY-F	3. KXLY-F	3. KGA

OTHER RATED STATIONS/METRO SHARE

KICN-F	98.9	.7	KREM	970	3.2	KXLY	920	3.2	
KZUN	630	Opportunity	1.5			KZUN-F	96.1	Opportunity	3.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	63 (2)	81 (2)	144 (4)	37.4
BTFL MUSIC		78 (2)	78 (2)	20.3
COUNTRY	37 (2)	22 (1)	59 (3)	15.3
MOR/AC	47 (2)		47 (2)	12.2
NEWS/TALK	25 (1)		25 (1)	6.5
BIG BAND	16 (1)		16 (1)	4.2
UNKNOWN		13 (1)	13 (1)	3.4
RELIGION		3 (1)	3 (1)	0.8

385 (15)

RADIO STATIONS

KGA , 1510, 50 KW (DA-N)	, COUNTRY	, \$29.70 (Eastman)
KHQ , 590, 5 KW	, MOR	NBC, \$27.00 (Katz) Spokane Chroni
KJRB, 790, 5 KW (DA-N)	, ROCK	, \$24.50 (Mc-Guild) Kaye-Smith
KREM, 970, 5 KW/1 KW (DA-N),	CONTEMP	, \$28.00 (Blair) King
KSPO, 1230, 1 KW/250 W	, NEWS	MBS, \$ 8.53 (Selcom)
KXXR, 1440, 5 KW (DAYS)	, BIG BAND (Jim West)	ABC-E, \$11.00 (Sav-Gates)
KDRK-F, 93.7, 56 KW @ 2380,	COUNTRY (TM)	, \$25.98 (Eastman)
KEZE-F, 105.7, 41 KW @ 580,	BTFL MUS	, \$14.75 (Mc-Guild) Kaye-Smith
KHQ-F , 98.1, 94 KW @ 2030,	ROCK (TM)	, \$25.00 (Katz) Spokane Chroni
KREM-F, 92.9, 81 KW @ 2100,	AOR	, \$28.00 (Blair) King
KXLY-F, 99.9, 25 KW @ 4000,	BTFL MUS	, \$12.00 (PRO) Morgan Murp
KZUN-F, 96.1, 56 KW @ 2380,	???	, \$24.00 (HR/Stone)

TV STATIONS

KHQ Spokane	6	NBC, Spokane Chron	KREM Spokane	2	CBS, King
KXLY Spokane	4	ABC, Morgan Murphy			

NEWSPAPERS

Spokane Chronicle	E	60,888	Spokane Spokesman-Review	M	74,580
-------------------	---	--------	--------------------------	---	--------

SPRINGFIELD, MASS

Market # 75
 Revenue Rank # 84
 Income Rank # 362
 APR 16.6
 SMSA Pop: 533,400

Revenue: \$5,111,880
 Income: \$ -161,016
 % Rev Change: 24.4%
 Stations: 26/12
 Diaries: 743

National Rev: \$1,491,447
 Nat Rev per Cap: \$2.80
 Tot Rev per Cap: \$9.58
 Tot Inc per Cap: \$-.30
 Profit Margin: --

12+ METRO 1/4 /SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WHY-F 114/13.8	16.5	14.5	1. WHY-F 132	1. WHY	1844/35.4
2. WHY 90/10.9	12.6	21.7	2. WHY 92	2. WHY-F	1690/30.3
3. WMAS 82/ 9.9	6.6	1.0	3. WAQY-F 85	3. WAQY-F	1586/25.5
4. WCCC-F 67/ 8.1	5.9	5.3	4. WMAS 82	4. WTIC	1064/11.2
5. WAQY-F 66/ 8.0	7.3	5.3	5. WCCC-F 78	5. WCCC-F	1028/16.6
6. WMAS-F 62/ 7.5	2.6	2.0	6. WMAS-F 62	6. WMAS	952/18.9
7. WSPR 39/ 4.7	5.8	4.3	7. WTIC 62	7. WMAS-F	819/16.4
8. WRCH-F 36/ 4.4	2.6	3.3	8. WRCH-F 46	8. WSPR	672/12.6
9. WTIC 28/ 3.4	6.0	6.0	9. WSPR 39	9. WRCH-F	613/ 9.0
10. WHMP 27/ 3.3	3.4	3.0	10. WHMP 27	10. WAAF-F	492/ 7.0

12+ FM SHARE (METRO): 55.37% (423 of 764) (A/M 79: 48.76%)

12+ FM SHARE (TSA) : 58.31% (530 of 909) (A/M 79: 52.34%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAQY-F	1. WCCC-F	1. WHY-F	1. WHY-F	1. WHY-F	1. WHY-F
2. WCCC-F	2. WHY	2. WHY	2. WHY	2. WMAS	2. WTIC
3. WHY	3. WMAS-F	3. WCCC-F	3. WMAS	3. WHY	3. WHY
	4. WAQY-F	4. WMAS-F	4. WMAS-F	4. WRCH-F	4. WMAS

OTHER RATED STATIONS/METRO SHARE

WACE 730	Chicopee	1.3	WAAF-F 107.3	Worcester	1.9
WARE 1250	Ware	.7	WDRC-F 102.9	Hartford	.7
WHMP-F 99.3	Northampton	1.9	WHCN-F 105.9	Hartford	1.2
WIXY 1600	E. Longmeadow	1.5	WIOF-F 104.1	Waterbury	1.0
WLDM 1570	Westfield	1.2	WKSS-F 95.7	Hartford	1.2
WNUS 1490		.6	WSRS-F 96.1	Worcester	.5
WREB 930	Holyoke	2.5	WTIC-F 96.5	Hartford	.4
WTTT 1430	Amherst	1.2	WVYZ-F 92.5	Waterbury	.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	90 (1)	197 (9)	287 (10)	37.6
MOR/AC	110 (5)	62 (1)	172 (6)	22.5
BTFL MUSIC		164 (4)	164 (4)	21.5
BIG BAND	82 (1)		82 (1)	10.7
NEWS/TALK	26 (2)		26 (2)	3.4
COUNTRY	12 (1)		12 (1)	1.6
RELIGION	11 (1)		11 (1)	1.4
UNKNOWN	10 (1)		10 (1)	1.2
			764 (26)	

RADIO STATIONS

WHMP, 1400, 1 KW/250 W	, MOR	, \$15.00	(Market 4)	
WHY, 560, 5 KW/1 KW (DA-2), CONTEMP		, \$51.43	(Blair)	Affiliated
WLDM, 1570, 2.5 KW (DAYS)	, MOR/AC	, \$ 8.82	(Kirby)	(WESTFIELD)
WMAS, 1450, 1 KW/250 W	, BIG BAND (Jim West)	, \$17.25	(Torbet)	
WSPR, 1270, 5 KW/1 KW (DA-1), AC/MOR		ABC-E, \$17.00	(PRO)	
WAQY-F, 102.1, 27 KW @ 650, ROCK		ABC-C, \$34.00	(Mc-Guild)	
WHY-F, 99.3, 10 KW @ 940, BTFL MUS		, \$44.00	(Blair)	Affiliated
WMAS-F, 94.7, 22 KW @ 360, SOFT/AC		, \$17.25	(Torbet)	

WAAF-F - See Worcester

Other Stations - See Hartford

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

SPRINGFIELD, MO

Market # 165
 Revenue Rank # 109
 Income Rank # 89
 APR 14.5
 SMSA Pop: 207,600

Revenue : \$4,032,784
 Income : \$ 470,763
 % Rev Gain: 14.6%
 Stations: 11/8
 Diaries: 611

National Rev: \$496,791
 Nat Rev per Cap: \$2.39
 Tot Rev per Cap: \$19.43
 Tot Inc per Cap: \$2.27
 Profit Margin: 11.67%

12+ METRO 1/4/SHARE A/M 79

1. KWTO-F	55/22.4	20.6
2. KWTO	40/16.3	13.4
3. KTTS-F	34/13.8	22.1
4. KTXR-F	29/11.8	11.1
5. KTTS	23/ 9.3	10.7
6. KGBX	17/ 6.9	5.1
7. KRFG-F	15/ 6.1	2.8
8. KICK	10/ 4.1	6.3
9. KBUG	6/ 2.4	2.8
10. HLFJ	5/ 2.0	.4

12+ TSA 1/4

1. KWTO	117
2. KTTS-F	108
3. KWTO-F	101
4. KTXR-F	74
5. KTTS	30
6. KRFG-F	19
7. KGBX	17
8. KICK	13
9. KWFC-F	8
10. KBUG	7

12+ TSA CUME/MSA CUME RAT

1. KWTO	1501/30.5
2. KWTO-F	1188/39.1
3. KTTS-F	1147/26.0
4. KTXR-F	859/23.4
5. KTTS	565/23.3
6. KGBX	434/22.6
7. KICK	411/21.8
8. KBUG	186/ 9.0
9. KRFG-F	180/ 8.6
10. KWFC-F	172/ 5.4

12+ FM SHARE (METRO): 57.38% (136 of 237) (A/M 79: 60.00%)
 12+ FM SHARE (TSA) : 61.88% (310 of 501) (A/M 79: 62.75%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AND</u>
1. KWTO-F	1. KWTO-F	1. KWTO-F	1. KWTO	1. KTTS-F	1. KWTO
	2. KWTO	2. KWTO	KWTO-F	2. KTXR-F	2. KTTS-F
		3. KTTS-F	3. KTTS-F	3. KWTO	3. KWTO-F

OTHER RATED STATIONS/METRO SHARE

KWFC-F 97.3 1.2

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	63 (2)	34 (1)	97 (3)	40.0
ROCK/AGE/COMEDY	16 (1)	70 (2)	80 (3)	33.8
ETHL MUSIC		29 (1)	29 (1)	12.2
POP/AC	17 (1)		17 (1)	7.2
RELIGION	5 (1)	3 (1)	8 (2)	3.4
NEWS/TALK	6 (1)		6 (1)	2.5
			237 (11)	

RADIO STATIONS

WIBX, 1070, 500 W (DAY), NEWS	MBI, 5 9.00 (Funcheon)	
WJXK, 1200, 5 AM (DAY), NEWS	GR1, 5 8.04 (Hats)	Stauffer
WJXK, 1340, 1 PM/250 W, NEWS	, 5 9.11 (Marla)	
WJXK, 1570, 500 W (DAY), BILLBOARD	, 6.00 (-----)	
WJXK, 1400, 1 PM/250 W, COMEDY	ABC-1, 5 7.00 (Torbet)	Great Empire
WJXK, 1400, 5 AM (DAY), COMEDY	ABC-1, 5 8.50 (Fastman)	Stuart
WJXK-F, 1417, 10 AM (11-11), COMEDY	ABC-1, 5 9.00 (Torbet)	Great Empire
WJXK-F, 1417, 10 AM (11-11), ETHL MUSIC (FM)	ABC, 5 11.00 (110)	
WJXK-F, 1417, 10 AM (11-11), BILLBOARD	, 5 8.00 (-----)	
WJXK-F, 1417, 10 AM (11-11), NEWS (FM)	, 5 8.50 (Fastman.)	Stuart
WJXK-F, 1417, 10 AM (11-11), NEWS	, 5 7.31 (Funcheon)	(GREENFIELD)

STATION LIST

WJXK, 1070, 500 W (DAY), NEWS
 WJXK, 1200, 5 AM (DAY), NEWS
 WJXK, 1340, 1 PM/250 W, NEWS
 WJXK, 1570, 500 W (DAY), BILLBOARD

STATION LIST

WJXK, 1070, 500 W (DAY), NEWS
 WJXK, 1200, 5 AM (DAY), NEWS
 WJXK, 1340, 1 PM/250 W, NEWS
 WJXK, 1570, 500 W (DAY), BILLBOARD

STEUBENVILLE

Market # 197
 Revenue Rank # 280
 Income Rank # 164
 APR 14.2
 SMSA Pop: 161,700

Revenue : \$1,200,675
 Income : \$ 163,874
 % Rev Change: 13.3%
 Stations: 21/3
 Diaries: 551

National Rev: \$335,635
 Nat Rev per Cap: \$2.08
 Tot Rev per Cap: \$7.43
 Tot Inc per Cap: \$1.01
 Profit Margin: 13.6%

12+ METRO 1/4/SHARE A/M 79

1. WRKY-F	25/13.0	8.9
WWVA	25/13.0	17.2
3. WSTV	22/11.4	13.3
4. WEIR	17/ 8.8	8.4
5. KDKA	14/ 7.3	6.9
6. WPEZ-F	12/ 6.2	5.9
7. WSHH-F	9/ 4.7	2.5
8. WELA-F	8/ 4.1	1.5
9. WDVE-F	6/ 3.1	5.4
10. WKWK-F	5/ 2.6	1.5

THIS MARKET'S TSA AND
 METRO ARE THE SAME.

12+ CUME/METRO CUME RATING

1. WRKY-F	452/33.2
2. WWVA	360/26.4
3. WSTV	356/26.1
4. WEIR	354/26.0
5. KDKA	247/18.1
6. WPEZ-F	222/16.3
7. WSHH-F	137/10.1
8. WDVE-F	126/ 9.2
9. WELA-F	124/ 9.1
10. WKWK-F	103/ 7.6

12+ FM SHARE (MSA,TSA): 50.29% (88 of 175) (A/M 79: 38.80%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WRKY-F	1. WRKY-F	1. WRKY-F	1. WWVA	1. WWVA	1. WWVA
2. WPEZ-F	2. WPEZ-F	WWVA	2. WRKY-F	2. WSTV	2. WSTV
3. WEIR	3. WEIR	3. WEIR	3. WEIR	3. WEIR	3. WEIR

OTHER RATED STATIONS/METRO SHARE

WLIT	950	1.0	WOMP	1290	Bellaire,OH	1.0	
WAMO-F	105.9	Pittsburgh	2.1	WOMP-F	100.5	Bellaire,OH	2.1
WJOI-F	93.7	Pittsburgh	2.6	WPNT-F	92.9	Pittsburgh	1.6
WKBN-F	98.9	Youngstown	.5	WTRF-F	107.5	Wheeling	2.1
WKWK	1400	Wheeling	1.0	WXKX-F	96.1	Pittsburgh	1.0
WOHI	1490	East Liverpool	1.6				

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	19 (2)	54 (6)	73 (8)	41.7
MOR/AC	43 (5)		43 (5)	24.6
COUNTRY	25 (1)	8 (1)	33 (2)	18.9
BTFL MUSIC		22 (5)	22 (5)	12.6
BLACK/DISCO		4 (1)	4 (1)	2.3
			<u>175 (21)</u>	

RADIO STATIONS

WEIR, 1430, 1 KW (DA-2), CONTEMP	CBS, \$11.81	(Masla)	Gilcom
WSTV, 1340, 1 KW/250 W, MOR	ABC-C, \$30.40	(Mc-Guild)	Associated
WRKY-F, 103.5, 12 KW @ 880, ROCK (TM)	, \$30.40	(Mc-Guild)	Associated
WELA-F, 104.3, 50 KW @ 335, COUNTRY	MBS, \$ 6.50	(----)	(E. LIVERPOOL)

FOR OTHER STATIONS SEE WHEELING AND PITTSBURGH

FOR TV STATIONS SEE WHEELING

NEWSPAPERS

Steubenville Herald-Star	E	24,866, Thomson
Weirton Times	E	8,224, Thomson

STOCKTON

Market # 116
 Revenue Rank # 200
 Income Rank # 143
 APR 14.1
 SMSA Pop: 316,300

Revenue : \$1,913,619
 Income : \$ 216,387
 % Rev Change: 23.2%
 Stations: 25/6
 Diaries: 544

National Rev: \$529,429
 Nat Rev per Cap: \$1.67
 Tot Rev per Cap: \$6.05
 Tot Inc per Cap: \$.68
 Profit Margin: 11.3%

12+ METRO	1/4/SHARE	A/M 79	A/M 78
1. KRAK	51/13.6	10.4	8.9
2. KJAX-F	36/ 9.6	12.3	11.0
3. KHOP-F	31/ 8.2	4.5	3.6
4. KNBR	27/ 7.2	5.6	5.4
5. KJOY	25/ 6.6	7.8	12.5
6. KCBS	22/ 5.9	8.1	6.3
7. KSTN	20/ 5.3	5.3	4.8
8. KGO	14/ 3.7	1.7	1.2
9. KSTN-F	12/ 3.2	2.8	---
10. KSRT-F	10/ 2.7	3.4	3.0

NOTE: THE STOCKTON
 TSA AND. MSA ARE
 THE SAME.

12+ CUME/CUME	RATING
1. KJOY	609/22.9
2. KRAK	538/20.2
3. KHOP-F	473/17.8
4. KSTN	464/17.5
5. KCBS	453/17.0
6. KNBR	402/15.1
7. KJAX-F	395/14.9
8. KFRC	330/12.4
9. KSRT-F	211/ 7.9
10. KWIN-F	198/ 7.4

12+ FM SHARE (MSA/TSA): 40.31% (129 of 329) (A/M 79: 39.93%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KJOY	1. KHOP-F	1. KRAK	1. KRAK	1. KRAK	1. KRAK
KHOP-F	2. KSTN-F	2. KHOP-F	2. KJAX-F	2. KJAX-F	2. KCBS
	3. KJOY	3. KJAX-F	3. KNBR	3. KNBR	3. KNBR

OTHER RATED STATIONS/METRO SHARE

KCVR	1570	Lodi	.8	KOSO-F	93.1	Patterson	.8
KFMR-F	100.1		.5	KTRB	860	Modesto	1.3
KQKK-F	96.7	Manteca	1.1	KWOD-F	106.5	Sacramento	.5
KWG	1230		1.9	KXOA-F	107.9	Sacramento	.8
KWIN-F	97.7	Lodi	2.4	KZAP-F	98.5	Sacramento	1.3
KEWT-F	105.1	Sacramento	2.7	KFRC	610	San Francisco	2.4
KFBK	1530	Sacramento	1.6	KSOL-F	107.7	San Francisco	.5
KFIV	1360	Modesto	.5				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	56 (4)	65 (8)	121 (12)	37.8
COUNTRY	56 (2)		56 (2)	17.5
BTFL MUSIC		50 (3)	50 (3)	15.6
NEWS/TALK	42 (3)		42 (3)	13.1
MOR/AC	34 (2)		34 (2)	10.6
SPANISH	3 (1)	12 (1)	15 (2)	4.7
BLACK/DISCO		2 (1)	2 (1)	0.6
			320 (25)	

RADIO STATIONS

KJOY, 1280, 1 KW (DA-N), , ROCK	ABC-E, \$32.25	(Mc-Guild)
KSTN, 1420, 5 KW/1 KW (DA-2) , CONTEMP	, \$16.50	(Howard)
KJAX-F, 99.3, 3 KW @ 331, BTFL MUS (TM)	, \$32.25	(Mc-Guild)
KSRT-F, 100.9, 3 KW @ 340, ROCK	, \$ 7.75	(-----) (TRACY)
KSTN-F, 107.3, 8 KW @ 1610, SPANISH/ETHNIC	, \$ 7.00	(-----)
KWIN-F, 97.7, 3 KW @ 300, CONTEMP	, \$21.75	(HR/Stone) Golden Pac (LODI)

Other Stations - See Sacramento and San Francisco

For ADI info, TV stations and newspapers see Sacramento

SYRACUSE

Market # 59
 Revenue Rank # 69
 Income Rank # 158
 APR 15.4
 SMSA Pop: 647,400

Revenue : \$6,499,476
 Income : \$ 181,072
 % Rev Change: 4.5%
 Stations: 22/15
 Diaries: 799

National Rev: \$1,569,313
 Nat Rev per Cap: \$2.42
 Tot Rev per Cap: \$10.04
 Tot Inc per Cap: \$.28
 Profit Margin: 2.8%

	O/N	A/M	O/N	A/M
12+ METRO 1/4/SHARE	79	79	78	78
1. WSYR	126/15.5	18.0	14.1	16.4
2. WHEN	84/10.3	7.7	13.8	10.6
3. WSYR-F	71/ 8.7	3.3	4.0	3.4
4. WNTQ-F	54/ 6.7	6.8	7.4	8.4
5. WSEN-F+	52/ 6.4	5.6	6.1	6.9
6. WEZG-F	45/ 5.5	6.1	6.5	6.5
7. WAQX-F	44/ 5.4	6.8	5.2	3.0
8. WNDR	41/ 5.0	7.1	5.2	6.5
9. WKFM-F	39/ 4.8	4.8	5.4	6.7
10. WOLF	33/ 4.1	6.2	4.8	6.2

12+ TSA 1/4

1. WSYR	142
2. WHEN	112
WSYR-F	112
4. WKFM-F	85
5. WNTQ-F	82
6. WSEN-F+	56
7. WAQX-F	49
8. WNDR	46
9. WEZG-F	45
10. WFBL	36

12+ TSA CUME/MSA CUME RAT

1. WHEN	2257/30.8
2. WSYR	2017/33.6
3. WSYR-F	1549/20.2
4. WKFM-F	1171/12.3
5. WFBL	1036/15.2
6. WNTQ-F	969/13.2
7. WSEN-F+	921/14.5
8. WAQX-F	891/15.2
9. WNDR	812/13.8
10. WOLF	731/12.6

12+ FM SHARE (METRO): 48.28% (351 of 727) (A/M 79: 42.28%)
 12+ FM SHARE (TSA) : 54.32% (516 of 950) (A/M 79: 46.13%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSYR-F	1. WSYR-F	1. WHEN	1. WSYR	1. WSYR	1. WSYR
WAQX-F	2. WHEN	2. WSYR-F	2. WHEN	2. WNTQ-F	2. WHEN
3. WKFM-F	3. WKFM-F	3. WSYR	3. WNTQ-F	3. WHEN	
4. WOLF	WNDR	4. WSEN-F+	4. WSEN-F+	4. WEZG-F	

OTHER RATED STATIONS/METRO SHARE

WFBL	1390	3.8	WSGO+	1440	Oswego	2.0
WMHR-F	102.9	1.6	WSOQ	1220		1.1
WONO-F	107.9	2.5	WYRD	1540		.7
WOSC	1300	Fulton .6	WKGW-F	104.3	Utica	1.2
WSCP	1070	Sandy Creek .9	WOUR-F	96.9	Utica	2.5

FORMATS

	AM	FM	TOTAL	%
MOR/AC	266 (4)	2 (1)	268 (5)	36.9
ROCK/AOR/CONTEMP	64 (2)	184 (5)	248 (7)	34.1
BTFM MUSIC	5 (1)	119 (3)	124 (4)	17.1
COUNTRY	26 (2)	33 (1)	59 (3)	8.1
RELIGION	6 (1)	13 (1)	19 (2)	2.6
BLACK/DISCO	9 (1)		9 (1)	1.2
			727 (22)	

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	, ROCK	ABC-C, \$29.50	(Buckley)	
WHEN, 620, 5 KW/1 KW (DA-N),	AC	ABC-E, \$50.38	(Eastman)	Park
WNDR, 1260, 5 KW (DA-N)	, OLDIES/AC	, \$52.75	(Mc-Guild)	Mc-Guild
WOLF, 1490, 1 KW/250 W	, ROCK	MBS, \$30.00	(Katz)	Wood River
WSYR, 570, 5 KW (DA-2)	, MOR	NBC, \$57.13	(MMR)	Newhouse
WAQX-F, 95.3, 3 KW @ 300,	ROCK	, \$37.00	(Masla)	
WEZG-F, 100.9, 3 KW @ 165,	BTFM MUS (Schulke)	, \$52.00	(Christal)	
WKFM-F, 104.7, 50 KW @ 310,	ROCK (TM)	, \$21.50	(Selcom)	
WNTQ-F, 93.1, 100 KW @ 660,	BTFM MUS (Bonne)	, \$52.75	(Mc-Guild)	Mc-Guild
WSEN-F+, 92.1, 3 KW @ 300,	COUNTRY	ABC-I, \$20.25	(Buckley)	Buckley
WSYR-F, 94.5, 100 KW @ 650,	AOR (Burk-Abr)	Source, \$21.00	(MMR)	Newhouse

TV STATIONS

WIXT	Syracuse	9	ABC, NY Coke	WTVH	Syracuse	5	CBS, Meredith
WSYR	Syracuse	3	NBC, Newhouse				

NEWSPAPERS

Syracuse Herald Journal	E	117,468	Newhouse
Syracuse Post Standard	M	84,998	Newhouse

TALLAHASSEE

Market # 207
 Revenue Rank # 226
 Income Rank # 380
 APR 14.1
 SMSA Pop: 146,300

Revenue : \$1,581,673
 Income : \$ -345,164
 % Rev Gain: 6.7%
 Stations: 11/7
 Diaries: 548

National Rev: \$432,193
 Nat Rev per Cap: \$2.95
 Tot Rev per Cap: \$10.81
 Tot Inc per Cap: \$-2.36
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WAMN 35/20.5	14.6	14.2	1. WBGM-F 43	1. WBGM-F	697/37.9
2. WBGM-F 30/17.5	25.1	8.6	2. WAMN 40	2. WGLF-F	671/34.1
3. WGLF-F 24/14.0	10.5	22.8	3. WGLF-F 37	3. WAMN	331/21.7
4. WLWV-F 20/11.7	13.5	5.6	4. WLWV-F 22	4. WPAP-F	285/11.2
5. WTNT 14/ 8.2	8.2	14.2	5. WPAP-F 20	5. WTNT	272/20.4
6. WOWD-F 12/ 7.0	8.2	7.4	6. WTUF-F 16	6. WOWD-F	251/17.9
7. WPAP-F 9/ 5.3	2.9	2.5	7. WOWD-F 14	7. WLWV-F	247/15.7
8. WTAL 7/ 4.1	4.1	3.7	8. WTNT 14	8. WTUF-F	217/ 6.0
9. WJAD-F 1/ .6	---	---	9. WJAD-F 12	9. WJAD-F	208/ 3.9
WTUF-F 1/ .6	---	1.2	10. WTAL 7	10. WTAL	206/14.7

12+ FM SHARE (METRO): 62.99% (97 of 154) (A/M 79: 67.32%)

12+ FM SHARE (TSA) : 72.57% (164 of 226) (A/M 79: 72.90%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAMN	1. WBGM-F	1. WBGM-F	1. WBGM-F	1. WLWV-F	1. WBGM-F
2. WGLF-F	2. WAMN	2. WAMN	2. WLWV-F	2. WTNT	2. WGLF-F
3. WBGM-F	3. WGLF-F	3. WGLF-F	3. WTNT	3. WAMN	3. WLWV-F

OTHER RATED STATIONS/METRO SHARE

WKQE 1410 .6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	7 (1)	67 (4)	74 (5)	48.1
BLACK	35 (1)	1 (1)	36 (2)	23.4
COUNTRY	15 (2)	9 (1)	24 (3)	15.6
BTFL MUSIC		20 (1)	20 (1)	13.0
			154 (11)	

RADIO STATIONS

WAMN, 1070, 10 KW (DAYS), BLACK	NBN, \$11.75	(HR/Stone)	
WTAL, 1450, 1 KW/250 W, ROCK	, \$ 9.00	(Bolton)	
WTNT, 1270, 5 KW (DA-N), COUNTRY	CBS, \$13.25	(Katz)	Ingstad
WBGM-F, 98.9, 100 KW @ 365, ROCK	ABC-C, \$14.50	(Selcom)	Forward
WGLF-F, 104.1, 100 KW @ 440, CONTEMP	ABC-F, \$11.75	(HR/Stone)	
WLWV-F, 94.9, 51 KW @ 210, BTFL MUS (TM)	, \$11.25	(Katz)	Ingstad
WOWD-F, 103.1, 3 KW @ 300, AOR (Burk-Abr)	Source, \$12.00	(Torbet)	
WJAD-F, 97.3, 100 KW @ 850, ROCK	MBS, \$ 8.90	(Busby)	(BAINBRIDGE)
WPAP-F, 92.5, 100 KW @ 1230, COUNTRY	, \$11.50	(Carpenter)	(PANAMA CITY)
WTUF-F, 107.1; 1.5 KW @ 389, BLACK	NBN, \$ 4.50	(Jones)	(THOMASVILLE)

TV STATIONS

WCTV Thomasville, GA	6	CBS,ABC
WECA Tallahassee	27	ABC

NEWSPAPER

Tallahassee Democrat M 47,423, Knight-Ridder

TAMPA-ST. PETE

Market # 23; ADI # 17
 FCC Revenue Rank # 31
 FCC Income Rank # 32
 APR 16.3
 SMSA Pop: 1,455,700

Revenue : \$13,848,621
 Income : \$ 1,673,880
 % Rev Change: 16.8%
 Stations: 26/26
 Diaries: 1490

National Rev: \$4,182,038
 Nat Rev per Cap: \$2.87
 Tot Rev per Cap: \$9.51
 Tot Inc per Cap: \$1.15
 Profit Margin: 12.1%

12+ METRO	1/4/SHARE	J/F 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WWBA-F	222/10.8	13.9	12.6	9.3	1. WWBA-F	258	1. WSUN 2967/16.7
2. WJYW-F	153/ 7.4	6.8	7.3	7.7	2. WSUN	193	2. WRBQ-F 2770/16.5
3. WSUN	141/ 6.8	5.9	6.0	5.7	3. WJYW-F	186	3. WWBA-F 2647/17.6
4. WQXM-F	141/ 6.8	6.9	8.4	6.3	4. WFLA-F	176	4. WFLA 2441/16.1
5. WRBQ-F	135/ 6.5	6.4	7.6	5.8	5. WRBQ-F	170	5. WYNF-F 2358/10.9
6. WFLA-F	129/ 6.2	7.1	7.3	6.9	6. WQXM-F	166	6. WLCY 2116/14.5
7. WQYK-F	128/ 6.2	7.8	6.0	7.9	7. WQYK-F	158	7. WFLA-F 2103/11.6
8. WOKF-F	120/ 5.8	4.7	3.7	3.4	8. WYNF-F	140	8. WQXM-F 1932/12.9
9. WFLA	111/ 5.4	4.6	4.2	6.6	9. WOKF-F	129	9. WJYW-F 1895/12.2
10. WWBA	88/ 4.3	5.9	3.7	5.7	10. WFLA	124	10. WQYK-F 1735/10.6
11. WDAE	76/ 3.7	3.7	5.1	4.5	11. WWBA	104	11. WOKF-F 1459/10.2
12. WPLP	72/ 3.5	2.1	2.4	1.7	12. WDUV-F	86	12. WDAE 1382/10.7
13. WLCY	63/ 3.1	3.1	3.6	4.0	13. WLCY	80	13. WWBA 1255/ 8.1
14. WSRZ-F	52/ 2.5	2.0	2.6	2.3	14. WSRZ-F	78	14. WDUV-F 1234/ 3.3
15. WYNF-F	50/ 2.4	3.0	3.5	3.8	WPLP	78	15. WSRZ-F 919/ 4.9

12+ FM SHARE (METRO): 61.11% (1152 of 1885) (A/M 79: 58.51%)
 12+ FM SHARE (TSA) : 64.27% (1547 of 2407) (A/M 79: 60.09%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQXM-F	1. WQXM-F	1. WQXM-F	1. WQYK-F	1. WWBA-F	1. WSUN
2. WOKF-F	2. WRBQ-F	2. WRBQ-F	2. WSUN	2. WSUN	2. WWBA-F
3. WRBQ-F	3. WOKF-F	3. WOKF-F	3. WRBQ-F	3. WJYW-F	3. WFLA-F
4. WYNF-F	4. WSRZ-F	4. WQYK-F	4. WJYW-F	4. WFLA-F	4. WFLA
5. WTMP	5. WQYK-F	5. WSUN	5. WWBA-F	5. WQYK-F	5. WRBQ-F

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	88 (1)	526 (4)	614 (5)	32.6
ROCK/AOR/CONTEMP	63 (1)	378 (4)	441 (5)	23.4
COUNTRY	152 (2)	128 (1)	280 (3)	14.9
MOR/AC	218 (4)		218 (4)	11.6
BLACK/DISCO	63 (2)	120 (1)	183 (3)	9.7
NEWS/TALK	72 (1)		72 (1)	3.8
BIG BAND	37 (1)		37 (1)	2.0
RELIGION	27 (3)		27 (3)	1.4
SPANISH	13 (1)		13 (1)	0.7

1885 (26)

TAMPA-ST. PETE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WWBA-F	1. WSUN	1. WWBA-F	WAZE	860	Clearwater .8
2. WSUN	2. WRBQ-F	2. WQYK-F	WGUL	1500	New Port Richey 1.
3. WJYW-F	3. WWBA-F	3. WSUN	WINQ	1010	.4
4. WFLA-F	4. WFLA	4. WQXM-F	WPLA	910	Plant City .5
5. WRBQ-F	5. WYNF-F	5. WRBQ-F	WRXB	1590	.7
6. WQXM-F	6. WLCY	6. WOKF-F	WSOL	1300	.6
7. WQYK-F	7. WFLA-F	7. WJYW-F	WSST	800	Largo .6
8. WYNF-F	8. WFLA-F	8. WFLA-F	WTAN	1340	Clearwater .7
9. WOKF-F	9. WJYW-F	9. WWBA	WTIS	1110	.3
10. WFLA	10. WQYK-F	10. WFLA	WTMP	1150	2.3
11. WWBA	11. WOKF-F		WDUV-F	103.3	Bradenton 1.1
12. WDUV-F	12. WDAE				
13. WLCY	13. WWBA				
14. WPLP	14. WDUV-F				
15. WDAE	15. WSRZ-F				

ADI FM SHARE: 64.49% (1765 of 2780) (A/M 79: 59.29%)

AM STATIONS

WDAE, 1250, 5 KW (DA-1)	, AC/MOR	ABC-I, \$40.00	(Katz)	Taft
WFLA, 970, 5 KW (DA-N)	, MOR	NBC, \$57.19	(Blair)	Media General
WLCY, 1380, 5 KW (DA-N)	, CONTEMP	ABC-C, \$94.50	(Eastman)	Southern/HH
WPLP, 570, 500 W (DA-2)	, NEWS/TALK	MBS, \$19.31	(RKO)	
WSUN, 620, 5 KW (DA-N)	, COUNTRY	ABC-E, \$64.80	(Mc-Guild)	Plough
WTMP, 1150, .5 KW (DAYS, DA)	, BLACK	SBN, \$33.67	(Howard)	Gulf South
WWBA, 680, 1 KW (DAYS)	, BTFL MUS	CBS, \$40.00	(MMR)	

FM STATIONS

WFLA-F, 93.3, 100 KW @ 925,	BTFL MUS	, \$57.19	(Blair)	Media General
WJYW-F, 100.7, 100 KW @ 503,	BTFL MUS (Bonne)	, \$50.25	(Buckley)	Gannett
WOKF-F, 95.7, 100 KW @ 507,	DISCO (Burk-Abr)	, \$20.40	(Selcom)	BENI*
WQXM-F, 97.9, 100 KW @ 505,	AOR (Burk-Abr)	Source, \$64.80	(Mc-Guild)	Plough
WQYK-F, 99.5, 100 KW @ 550,	COUNTRY	, \$53.75	(Torbet)	Lake Huron
WRBQ-F, 104.7, 100 KW @ 555,	ROCK	, \$94.50	(Eastman)	Southern/HH
WWBA-F, 107.3, 100 KW @ 649,	BTFL MUS	, \$80.00	(MMR)	
WYNF-F, 94.9, 100 KW @ 1460,	CONTEMP/OLDIES	, \$40.00	(Katz)	Taft

WSRZ-F, WDUV-F - See Sarasota *Sale to Metroplex is pending

TV STATIONS

WFLA	Tampa	8	NBC, Media General
WTOG	Tampa	44	IND, Hubbard
WTSP	Largo	10	ABC, Rahall/Gulf
WTVT	Tampa	13	CBS, Gaylord
WXLN	Sarasota	40	ABC

NEWSPAPERS

St. Petersburg Times	(M-195,689)	Independent	(E-37,852)
Sarasota Herald-Tribune	(M-70,643)	Journal	(E-7,408)
Tampa Tribune	(M-177,702)	Times	(E-24,120)
Clearwater Sun	E 38,154		Media General

TERRE HAUTE

Market # 189
 Revenue Rank # 202
 Income Rank # 361
 APR 14.3
 SMSA Pop: 172,500

Revenue : \$1,876,469
 Income : \$ -155,621
 % Rev Gain: 21.8%
 Stations: 13/9
 Diaries: 522

National Rev: \$320,443
 Nat Rev per Cap: \$1.86
 Tot Rev per Cap: \$10.88
 Tot Inc per Cap: \$-.90
 Profit Margin: ---

<u>12+ METRO 1/4/SHARE</u>			<u>A/M 79</u>		<u>A/M 78</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WTHI	39/18.7		17.0		18.9		1. WPFR-F	51	1. WPFR-F	607/30.2
2. WPFR-F	38/18.2		16.5		4.9		2. WTHI-F	41	2. WTHI	492/31.7
3. WTHI-F	32/15.3		15.6		13.1		3. WTHI	40	3. WTHI-F	463/25.0
4. WBOW	27/12.9		14.6		21.4		4. WVTS-F	28	4. WBOW	447/29.3
5. WVTS-F	21/10.0		6.6		8.7		5. WBOW	27.	5. WVTS-F	443/20.8
6. WBOQ-F	9/ 4.3		2.4		4.4		6. WBOQ-F	18	6. WBOQ-F	263/12.5
7. WWCM-F	7/ 3.3		2.8		7.3		7. WACF-F	11	7. WLS	206/ 6.4
8. WAAC	6/ 2.9		2.4		4.9		8. WWCM-F	7	8. WACF-F	186/ 5.1
9. WWCM	4/ 1.9		1.9		1.0		9. WAAC	6	9. WWCM-F	155/ 8.3
10. WLS	3/ 1.4		2.4		3.9		WLS	6	10. WAAC	134/ 8.2

12+ FM SHARE (METRO): 57.22% (111 of 194) (A/M 79: 55.38%)
 12+ FM SHARE (TSA) : 65.02% (158 of 243) (A/M 79: 57.09%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WPFR-F	1. WPFR-F	1. WPFR-F	1. WTHI	1. WTHI-F	1. WTHI
2. WBOW	2. WVTS-F	2. WBOW	2. WBOW	2. WTHI	2. WPFR-F
3. WVTS-F	WBOW	WTHI	3. WTHI-F		3. WBOW

OTHER RATED STATIONS/METRO SHARE

WNDI	1550	Sullivan	1.0	WACF-F	98.5	Paris	1.0
WWVR-F	105.5		1.0				

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	34 (3)	68 (3)	102 (6)	52.6
COUNTRY	41 (2)	9 (2)	50 (4)	25.8
BTFL MUSIC		32 (1)	32 (1)	16.5
MOR	6 (1)		6 (1)	3.1
RELIGION		2 (1)	2 (1)	1.0
			194 (13)	

RADIO STATIONS

WAAC, 1300, 500 W (DAYS)	, MOR/VARIETY	CBS, \$14.00	(Walton)	
WBOW, 1230, 1 KW/250 W	, ROCK	ABC-C, \$18.50	(Mc-Guild)	Quincy Newsp
WTHI, 1480, 5 KW/1 KW (DA-2),	COUNTRY	NBC, \$22.50	(Katz)	
WWCM, 1130, 500 W (DAYS)	, ROCK	, \$ 8.00	(Masla)	(BRAZIL)
WBOQ-F, 107.5, 46 KW @ 268,	COUNTRY (Drake-Chen)	ABC-E, \$18.50	(Mc-Guild)	Quincy Newsp
WPFR-F, 102.7, 33 KW @ 500,	ROCK/AOR	, \$15.50	(Gav-Gates)	
WTHI-F, 99.9, 20 KW @ 419,	BTFL MUS (FM-100)	, \$22.50	(Katz)	
WVTS-F, 100.7, 50 KW @ 500,	ROCK	, \$11.00	(Lotus)	
WWCM-F, 97.7, 3 KW @ 300,	COUNTRY	, \$ 8.00	(Masla)	(BRAZIL)
WACF-F, 98.5, 50 KW @ 500,	COUNTRY	ABC-E, \$ 7.30	(-----)	(PARIS, ILL)

WLS - See Chicago

TV STATIONS

WBAK	Terre Haute	38	ABC, Bahakel
WTHI	Terre Haute	10	CBS, Tony Hulman Family
WTWO	Terre Haute	2	NBC, Malcolm Glazer

NEWSPAPERS

Terre Haute Star	M	24,619
Terre Haute Tribune	E	22,230

TOLEDO

Market # 53
 Revenue Rank # 48
 Income Rank # 33
 APR 17.4
 SMSA Pop: 781,600

Revenue : \$9,034,083
 Income : \$1,582,407
 % Rev Change: 21.6%
 Stations: 19/17
 Diaries: 709

National Rev: \$1,500,416
 Nat Rev per Cap: \$1.92
 Tot Rev per Cap: \$11.56
 Tot Inc per Cap: \$2.02
 Profit Margin: 17.5%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WIOT-F	170/15.1	19.7	16.6	9.8	9.5	1. WIOT-F	224	1. WIOT-F	2276/26.0
2. WLQR-F	122/10.8	15.4	15.0	16.5	14.5	2. WLQR-F	135	2. WSPD	1828/25.3
3. WSPD	110/ 9.8	10.3	11.2	12.1	12.0	3. WMHE-F	134	3. WMHE-F	1688/19.4
4. WTOD	103/ 9.2	9.0	5.9	8.5	12.6	4. WTOD	118	4. WLQR-F	1605/22.8
5. WMHE-F	97/ 8.6	7.4	3.4	3.1	3.9	5. WSPD	117	5. WJR	1483/15.4
6. WOHO	85/ 7.6	4.4	7.8	7.9	6.5	6. WJR	92	6. WOHO	1446/21.6
7. WXEZ-F	80/ 7.1	4.3	4.2	6.7	5.1	7. WOHO	88	7. CKLW	1364/11.6
8. WJR	66/ 5.9	5.6	6.7	8.2	7.2	8. WXEZ-F	81	8. WXEZ-F	1162/17.1
9. WKLR-F*	52/ 4.6	1.9	1.2	1.6	1.3	9. CKLW	53	9. WTOD	1046/13.5
10. CKLW	26/ 2.3	2.4	4.6	3.9	6.6	10. WKLR-F*	52	10. WCWA	572/ 8.7

12+ FM SHARE (METRO): 57.02% (560 of 982) (A/M 79: 50.27%)

12+ FM SHARE (TSA) : 56.37% (668 of 1185) (A/M 79: 50.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIOT-F	1. WIOT-F	1. WIOT-F	1. WTOD	1. WLQR-F	1. WSPD
2. WXEZ-F	2. WMHE-F	2. WMHE-F	2. WLQR-F	2. WTOD	2. WIOT-F
3. WOHO	3. WOHO	3. WOHO	3. WMHE-F	3. WSPD	3. WOHO+
WKLR-F	4. WXEZ-F	4. WTOD	4. WOHO	4. WJR	4. WMHE-F
5. WMHE-F	5. WKLR-F	5. WKLR-F	5. WXEZ-F	5. WOHO	5. WJR

OTHER RATED STATIONS/METRO SHARE

WCWA	1230		1.3	WCXI	1130	Detroit	1.1
WHFD-F	95.9	Archbold	.4	WRIF-F	101.1	Detroit	.5
WRWR-F	94.5	Port Clinton	.7	WWJ	950	Detroit	.4
WVMO-F	98.3	Monroe	.6	WWWW-F	106.7	Detroit	.7
WABX-F	99.5	Detroit	.4				

*This station was determined by Arbitron to have run on-air announcements.

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	100 (2)	366 (6)	466 (8)	47.5
MOR/AC	202 (3)		202 (3)	20.6
BTFL MUSIC		127 (2)	127 (2)	12.9
COUNTRY	115 (2)		115 (2)	11.7
BLACK/DISCO		52 (1)	52 (1)	5.3
OTHER		15 (2)	15 (2)	1.5
NEWS/TALK	5 (1)		5 (1)	0.5
			982 (19)	

RADIO STATIONS

WCWA, 1230, 1 KW/250 W	, CONTEMP/AC	MBS, \$67.50	(Mc-Guild)	Reams :
WOHO, 1470, 1 KW (DA-2)	, CONTEMP/AC	ABC-C, \$30.00	(Blair)	
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC, \$38.25	(Katz)	WOOD
WTOD, 1560, 5 KW (DAYS,DA)	, COUNTRY	ABC-I, \$25.50	(Masla)	Booth
WIOT-F, 104.7, 50 KW @ 655,	AOR (Burk-Abr)	, \$67.50	(Mc-Guild)	Reams
WLQR-F, 101.5, 16 KW @ 810,	BTFL MUS	, \$65.00	(Torbet)	Susqueham
WMHE-F, 92.5, 50 KW @ 480,	ROCK	ABC-F, \$30.00	(Christal)	
WXEZ-F, 105.5, 3 KW @ 350,	ROCK	, \$30.00	(Blair)	
WKLR-F, 99.9, 9 KW @ 160,	BLACK (Drake-Chen)	SBN, \$18.00	(Masla)	Booth

TV STATIONS

WDHO	Toledo	24	ABC	WSPD	Toledo	13	NBC, Storer
				WTOL	Toledo	11	CBS, Cosmos

NEWSPAPER

Toledo Blade E 170,367

TULSA

Market # 65
 Revenue Rank # 59
 Income Rank # 78
 APR 14.5
 SMSA Pop: 614,900

Revenue : \$7,981,552
 Income : \$ 570,477
 % Rev Change: 11.4%
 Stations: 16/15
 Diaries: 736

National Rev: \$1,142,215
 Nat Rev per Cap: \$1.86
 Tot Rev per Cap: \$12.98
 Tot Inc per Cap: \$.93
 Profit Margin: 7.1%

	1/4	O/N		A/M	
		79	78	79	78
1. KVOO	149/19.7	16.9	16.0	17.3	20.1
2. KRMG	126/16.7	20.0	18.3	19.4	15.7
3. KMOD-F	91/12.1	10.1	4.7	8.2	7.4
4. KRAV-F	87/11.5	9.8	10.1	9.8	10.6
5. KBEZ-F	86/11.4	10.1	12.8	13.2	10.8
6. KWEN-F	43/ 5.7	7.1	9.1	5.7	5.0
7. KELI	40/ 5.3	4.9	6.8	5.0	7.4
8. KTFX-F	24/ 3.2	4.5	3.7	4.1	4.3
9. KCFO-F	22/ 2.9	1.7	1.4	.6	1.1
10. KXXO	14/ 1.9	1.8	1.0	1.4	---

1/4	1/4
1. KVOO	268
2. KRMG	151
3. KBEZ-F	112
4. KMOD-F	107
5. KRAV-F	104
6. KWEN-F	60
7. KELI	49
8. KTFX-F	30
9. KCFO-F	23
10. KXXO	14

CUME/MSA	CUME	RAT
1. KVOO	3073	31.8
2. KRMG	2087	32.2
3. KRAV-F	1472	22.4
4. KELI	1197	18.7
5. KBEZ-F	1164	16.7
6. KWEN-F	989	14.5
7. KMOD-F	960	13.6
8. KTFX-F	469	7.9
9. KAKC	409	6.2
10. KCFO-F	391	6.5

12+ FM SHARE (METRO): 51.41% (364 of 708) (A/M 79: 49.39%)

12+ FM SHARE (TSA) : 47.05% (447 of 950) (A/M 79: 47.16%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KRAV-F	1. KMOD-F	1. KVOO	1. KVOO	1. KVOO	1. KVOO
2. KMOD-F	2. KRAV-F	2. KMOD-F	2. KRMG	2. KRMG	2. KRMG
3. KWEN-F	3. KVOO	3. KRMG	3. KBEZ-F	3. KBEZ-F	3. KRAV-F
	4. KRMG	4. KRAV-F	4. KRAV-F		4. KMOD-F

OTHER RATED STATIONS/METRO SHARE

KAKC	970	.8	KTOW	1340	Sand Springs	.5
KFMJ	1050	.7	KXOJ-F+	100.9	Sapulpa	.5
KMYO-F	92.1	Broken Arrow				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	40 (1)	221 (3)	261 (4)	36.9
COUNTRY	153 (2)	31 (2)	184 (4)	26.0
MOR/AC	132 (2)	4 (1)	136 (3)	19.2
BTFL MUSIC		86 (1)	86 (1)	12.1
RELIGION	5 (1)	22 (1)	27 (2)	3.8
NEWS/TALK	14 (1)		14 (1)	2.0
			708 (15)	

RADIO STATIONS

KAKC, 970, 1 KW (DA-2)	, AC	ABC-C, \$30.50 (?)	
KELI, 1430, 5 KW (DA-N)	, ROCK	ABC-I, \$20.50 (Buckley)	
KRMG, 740, 50 KW/25 KW (DA-2), MOR		, \$38.50 (Christal)	Swanson
KVOO, 1170, 50 KW (DA-N)	, COUNTRY	, \$36.50 (Blair)	
KXXO, 1300, 5 KW/1 KW (DA-2)	, NEWS/TALK	CBS,MBS; \$15.00 (Eastman)	Clear Channel
KBEZ-F, 92.9, 97 KW @ 678, BTFL MUS (Schulke)		, \$30.50 (Katz)	Mid America
KCFO-F, 98.5, 100 KW @ 660, RELIGION		, \$ 7.50 (-----)	
KMOD-F, 97.5, 50 KW @ 435, AOR		, \$30.00 (Eastman)	Clear Channel
KRAV-F, 96.5, 100 KW @ 380, ROCK		, \$31.00 (Selcom)	
KTFX-F, 103.3, 100 KW @ 240, COUNTRY		ABC-F, \$20.00 (-----)	
KWEN-F, 95.5, 100 KW @ 339, CONTEMP		, \$21.75 (Torbet)	Ron Curtis

TV STATIONS

KOTV	Tulsa	6	CBS, Corinthian
KTUL	Tulsa	8	ABC, Leake
KTEW	Tulsa	2	NBC, Scripps-Howard

NEWSPAPERS

The Tulsa World	M	120,128
The Tulsa Tribune	E	77,172

UTICA-ROME

Market # 114
 Revenue Rank # 140
 Income Rank # 344
 APR 16,7
 SMSA Pop: 323,000

Revenue : \$2,872,035
 Income : \$ -81,807
 % Rev Gain: 10.3%
 Stations: 22/10
 Diaries: 442

National Rev: \$477,594
 Nat Rev per Cap: \$1.48
 Tot Rev per Cap: \$8.89
 Tot Inc per Cap: \$-.25
 Profit Margin: NA

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WIBQ-F 56/12.7	14.8	10.0	1. WIBQ-F 60	1. WRUN 775/26.8
2. WIBX 47/10.7	16.1	16.5	2. WKGW-F 55	2. WIBX 772/27.5
3. WOUR-F 42/ 9.5	8.2	8.2	3. WOUR-F 52	3. WIBQ-F 752/25.7
4. WKGW-F 41/ 9.3	6.7	9.3	4. WIBX 50	4. WTLB 691/25.6
5. WTLB-F 33/ 7.5	7.3	2.4	5. WSYR-F 41	5. WKGW-F 643/18.9
6. WRUN 30/ 6.8	9.7	12.3	6. WTLB-F 39	6. WTLB-F 625/21.8
7. WTLB 26/ 5.9	8.6	8.7	7. WRUN 34	7. WOUR-F 610/16.9
8. WADR 19/ 4.3	6.7	4.5	8. WADR 26	8. WSYR-F 388/ 6.4
9. WUTQ 17/ 3.9	2.6	1.1	WTLB 26	9. WSYR 334/ 7.6
WNTQ 17/ 3.9	1.1	4.1	10. WNTQ 23	10. WGY 283/ 3.3

12+ FM SHARE (METRO): 54.75% (219 of 400) (A/M 79: 41.90%)
 12+ FM SHARE (TSA) : 55.81% (288 of 516) (A/M 79: 40.41%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WOUR-F	1. WOUR-F	1. WKGW-F	1. WKGW-F	1. WIBQ-F	1. WIBX
2. WTLB-F	2. WKGW-F	2. WOUR-F	2. WIBQ-F	2. WIBX	2. WIBQ-F
	3. WRUN	3. WRUN	3. WIBX	3. WADR	3. WOUR-F

OTHER RATED STATIONS/METRO SHARE

WKAL 1450	Rome	.5	WGY	810	Schenectady	1.1
WLPH 1230	Little Falls	1.6	WMCR+	1600	Oneida	1.6
WRNY 1350	Rome	1.8	WSEN+	1050	Baldwinsville	.7
WYUT-F 92.7	Herkimer	2.5	WSYR	570	Syracuse	2.3
WFBL 1390	Syracuse	.9	WSYR-F	94.5	Syracuse	3.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	60 (3)	142 (5)	202 (8)	50.5
MOR/AC	79 (6)		79 (6)	19.8
BTFL MUSIC		73 (2)	73 (2)	18.3
COUNTRY	38 (3)	1 (1)	39 (4)	9.8
UNKNOWN	4 (1)	3 (1)	7 (2)	1.8
			400 (22)	

RADIO STATIONS

WADR, 1480, 5 KW (DAYS)	, COUNTRY	, \$ 9.12 (PRO)	(REMSEN)
WIBX, 950, 5 KW (DA-1)	, MOR/VARIETY	CBS, \$32.85 (Eastman)	
WRUN, 1150, 5 KW/1 KW (DA-2), CONTEMP		, \$29.50 (Katz)	Deer River
WTLB, 1310, 1 KW/500 W(DA-N), CONTEMP		ABC-C, \$27.00 (Mc-Guild)	
WUTQ, 1550, 1 KW (DAYS)	, COUNTRY	ABC-E, \$ 9.50 (Roslin)	
WIBQ-F, 98.7, 25 KW @ 660, BTFL MUS (Schulke)		, \$23.00 (Eastman)	
WKGW-F, 104.3, 100 KW @ 370, ROCK (Drake-Chen)		ABC-I, \$29.50 (Katz)	Deer River
WOUR-F, 96.9, 16 KW @ 800, AOR		ABC-F, \$18.50 (Roslin)	
WTLB-F, 107.3, 3.5 KW @ 510, ROCK		, \$27.00 (Mc-Guild)	

TV STATIONS

WKTV Utica 2 NBC WUTR Utica 20 ABC, Park

NEWSPAPERS		E	M
Rome Sentinel		19,652	
Utica Press		28,055, Gannett	
Utica Observer-Dispatch	E	37,567, Gannett	

WACO

Market # 194
 Revenue Rank # 251
 Income Rank # 368
 APR 11.9
 SMSA Pop: 163,200

Revenue : \$1,395,010
 Income : \$ -179,387
 % Rev Change: -21.7%
 Stations: 17/6
 Diaries: 632

National Rev: \$190,603
 Nat Rev per Cap: \$1.17
 Tot Rev per Cap: \$8.55
 Tot Inc per Cap: \$-1.10
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WACO 31/19.1	9.3	13.3	1. WBAP 49	1. WACO 650/37.1
2. KWTX-F 19/11.7	14.9	16.5	2. WACO 42	2. WBAP 635/19.1
KNFO-F 19/11.7	13.9	1.6	3. KWTX-F 29	3. KNFO-F 396/25.7
4. WBAP 17/10.5	12.4	10.1	4. KNFO-F 21	4. KWTX 375/23.4
5. KWTX 16/ 9.9	11.9	11.7	5. KHOO-F 19	5. KWTX-F 372/18.2
6. KRZI 13/ 8.0	7.2	12.2	KWTX 19	6. KHOO-F 323/15.9
7. KHOO-F 11/ 6.8	10.3	12.8	7. KRZI 13	7. KRZI 303/21.6
8. KKIK 8/ 4.9	4.6	4.3	8. KRZI 12	8. KKIK 260/11.8
9. KKDA 4/ 2.5	---	1.1	9. WFAA 11	9. KRLD 252/10.4
10. KSCS-F 3/ 1.9	---	---	10. KRLD 7	10. WFAA 195/ 7.9

12+ FM SHARE (METRO): 39.21% (60 of 153) (A/M 79: 46.59%)
 12+ FM SHARE (TSA) : 35.77% (88 of 246) (A/M 79: 45.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHOO-F	1. KNFO-F	1. WACO	1. WACO	1. WACO	1. WBAP
KNFO-F	2. KRZI	2. KNFO-F	2. KWTX-F	2. KWTX-F	2. WACO
3. WACO	3. WACO	3. KRZI	3. WBAP	WBAP	3. KWTX-F

OTHER RATED STATIONS/METRO SHARE

KAFM-F 92.5	Dallas	1.2	KRLD 1080	Dallas	1.2
KIXS-F 93.3	Killeen	1.2	KZEW-F 97.9	Dallas	1.2
KMEZ-F 100.3	Dallas	.6	WFAA 570	Dallas	1.2
KNOK-F 107.5	Ft. Worth	.6			

FORMATS

	AM	FM	TOTAL	%
COUNTRY	56 (3)	3 (1)	59 (4)	38.6
ROCK/AOR/CONT	13 (1)	34 (4)	47 (5)	30.7
BTFL MUSIC		20 (2)	20 (2)	13.1
MOR/AC	16 (1)	2 (1)	18 (2)	11.8
BLACK/DISCO	4 (1)	1 (1)	5 (2)	3.3
NEWS/TALK	4 (2)		4 (2)	2.6

153 (17)

RADIO STATIONS

KKIK, 1010, 10 KW/2.5 KW (DA-2), COUNTRY		\$12.50	(Masla)
KRZI, 1580, 1 KW/500 W (DA-2), ROCK		CBS, \$11.00	(PRO)
KWTX, 1230, 1 KW/250 W		MBS, \$24.50	(Mc-Guild)
WACO, 1460, 1 KW (DA-N), COUNTRY (Drake-Chen)	ABC-E,	\$18.50	(Torbet)
KHOO-F, 99.9, 100 KW @ 460, ROCK (Drake-Chen)	ABC-F,	\$18.50	(Torbet)
KNFO-F, 95.5, 10 KW @ 220, ROCK (TM)	Source,	\$12.00	(Selcom)
KWTX-F, 97.5, 71 KW @ 1569, BTFL MUS		\$24.50	(Mc-Guild)

OTHER STATIONS - SEE DALLAS

TV STATIONS

KCEN Temple	6	ABC,NBC
KWTX Waco	10	ABC,CBS

NEWSPAPERS

Waco Tribune-Herald	M-33,267	E-14,881, Cox
Temple Telegram	M 24,949	
Killeen Herald	E 14,896	

WASHINGTON DC

SRDS Market # 8; ADI # 8
 FCC Revenue Rank # 6
 FCC Income Rank # 9
 APR 16.0
 SMSA Pop: 3,077,700

Revenue : \$45,601,037
 Income : \$ 6,694,746
 % Rev Change: 13.1%
 Stations: 32/32
 Diaries: 1985

National Rev: \$12,448,27
 Nat Rev per Cap: \$4.05
 Tot Rev per Cap: \$14.82
 Tot Inc per Cap: \$2.18
 Profit Margin: 14.7%

12+ METRO 1/4/SHARE	J/F 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RA
1. WMAL 419/10.3	10.9	11.8	9.3	1. WMAL 444	1. WRQX-F 6399/20.5
2. WPGC-F+ 341/ 8.4	6.6	7.7	11.0	2. WPGC-F+ 439	2. WPGC-F+ 6215/19.5
3. WRQX-F 322/ 7.9	6.7	4.9	2.1	3. WRQX-F 408	3. WMAL 5885/21.0
4. WKYS-F 254/ 6.2	5.9	3.1	2.4	4. WKYS-F 273	4. WTOP 4520/14.7
5. WGAY-F 229/ 5.6	5.6	6.4	7.9	5. WGAY-F 264	5. WKYS-F 3845/13.9
6. WASH-F 200/ 4.9	5.6	6.5	5.6	6. WASH-F 217	6. WASH-F 3663/13.1
7. WAVA-F 185/ 4.5	5.1	2.8	2.8	7. WAVA-F 210	7. WGAY-F 3659/21.4
8. WTOP 172/ 4.2	4.5	3.9	4.2	8. WTOP 209	8. WDC-F 3438/11.0
9. WOOK-F 165/ 4.1	4.8	6.9	6.1	9. WMZQ-F 192	9. WOOK-F 3368/12.5
10. WHUR-F 155/ 3.8	5.7	4.9	5.9	10. WOOK-F 175	10. WHUR-F 3016/11.2
11. WRC 154/ 3.8	4.2	3.7	2.5	11. WRC 166	11. WAVA-F 2914/10.3
12. WMZQ-F 152/ 3.7	3.4	3.2	3.0	12. WDC-F 164	12. WRC 2856/10.2
13. WJMD-F 148/ 3.6	5.0	4.2	4.5	13. WJMD-F 163	13. WGMS-F+ 2572/ 9.3
14. WGMS-F+ 125/ 3.1	2.9	2.8	3.1	14. WHUR-F 161	14. WMZQ-F 2528/ 7.9
15. WDC-F 124/ 3.0	2.6	3.2	5.3	15. WGMS-F+ 138	15. WJMD-F 2243/ 8.0

12+ FM SHARE (METRO): 68.00% (2518 of 3703) (A/M 79: 66.87%)
 12+ FM SHARE (TSA) : 70.20% (3037 of 4326) (A/M 79: 69.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRQX-F	1. WPGC-F+	1. WPGC-F+	1. WMAL	1. WMAL	1. WMAL
2. WPGC-F+	2. WKYS-F	2. WKYS-F	2. WPGC-F+	2. WGAY-F	2. WPGC-F+
3. WOOK-F	3. WRQX-F	3. WRQX-F	3. WASH-F	3. WJMD-F	3. WRQX-F
4. WAVA-F	4. WAVA-F	4. WASH-F	4. WGAY-F	4. WASH-F	4. WTOP
5. WKYS-F	5. WHUR-F	5. WMAL	5. WKYS-F	5. WTOP	5. WASH-F
6. WDC-F	6. WASH-F	6. WAVA-F	6. WMZQ-F	6. WMZQ-F	6. WGAY-F+
	7. WOOK-F	7. WHUR-F	7. WGMS-F+	WRC	7. WKYS-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	79 (2)	985 (5)	1064 (7)	28.7
MOR/AC	459 (2)	212 (2)	641 (4)	17.3
BLACK/DISCO	58 (1)	574 (3)	632 (4)	17.1
BTFL MUSIC	22 (1)	440 (4)	462 (5)	12.5
NEWS/TALK	326 (2)		326 (2)	8.8
COUNTRY	51 (1)	189 (2)	189 (2)	6.5
RELIGION/GOSPEL	154 (3)	25 (1)	179 (4)	4.8
CLASSICAL	32 (1)	93 (1)	125 (2)	3.4
BIG BAND	34 (1)		34 (1)	0.9
			3703 (32)	

WASHINGTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WMAL	1. WRQX-F	1. WMAL	WEAM	1390	Arlington .8
2. WPGC-F+	2. WPGC-F+	2. WOOK-F	WEZR-F	106.7	Manassas 1.2
3. WRQX-F	3. WMAL	3. WRQX-F	WFAX	1220	Falls Church .3
4. WKYS-F	4. WTOP	4. WTOP	WGAY	1050	.5
5. WGAY-F	5. WKYS-F	5. WPGC-F+	WHFS-F	102.3	Bethesda 1.3
6. WASH-F	6. WASH-F	6. WKYS-F	WOL	1450	1.4
7. WAVA-F	7. WGAY-F	7. WRC	WPIK	730	Alexandria 1.3
8. WMZQ-F	8. WOOK-F	8. WASH-F	WXRA-F	105.9	Woodbridge .9
9. WTOP	9. WWDC-F	9. WGMS-F+	WXTR-F+104.1		La Plata .5
10. WOOK-F	10. WHUR-F	10. WHUR-F	WUST	1120	1.3
11. WJMD-F	11. WAVA-F		WWDC	1260	1.0
12. WRC	12. WRC		WYCB	1340	2.2
13. WHUR-F	13. WMZQ-F		WFSI-F	107.9	Annapolis .6
14. WWDC-F	14. WGMS-F+		WLIF-F	101.9	Baltimore .3
15. WGMS-F+	15. WJMD-F				

ADI FM SHARE: 69.18% (3118 of 4507) (A/M 79: 68.75%)

AM STATIONS

WMAL, 630, 5 KW (DA-2), MOR/TALK	ABC-I, \$164.38 (Mc-Guild)	ABC
WRC, 980, 5 KW (DA-N), NEWS	NBC, \$72.50 (Eastman)	NBC
WTOP, 1500, 50 KW (DA-2), NEWS	CBS,MBS, \$80.63 (CBS Spot)	Outlet

FM STATIONS

WASH-F, 97.1, 23 KW @ 890, AC/CONTEMP	\$135.00 (Katz)	Metromedia
WAVA-F, 105.1, 50 KW @ 500, AOR	\$70.00 (CBS-FM)	
WEZR-F, 106.7, 50 KW @ 500, BTFL MUS	\$45.00 (Groskin)	EZ
WGAY-F, 99.5, 21 KW @ 780, BTFL MUS	\$150.00 (MMR)	Greater Media
WGMS-F+, 103.5, 20 KW @ 435, CLASSICAL	\$75.00 (RKO)	RKO
WHUR-F, 96.3, 24 KW @ 670, BLACK AOR/JAZZ	\$70.00 (----)	Howard Univ
WJMD-F, 94.7, 50 KW @ 780, BTFL MUS (Bonne)	\$75.00 (Christal)	SJR
WKYS-F, 93.9, 50 KW @ 485, DISCO	Source, \$66.00 (Eastman)	NBC
WMZQ-F, 98.7, 50 KW @ 485, COUNTRY	\$48.00 (Howard)	Viacom
WOOK-F, 100.3, 40 KW @ 320, BLACK	NBN, \$85.00 (UBC)	United
WPGC-F+, 95.5, 50 KW @ 496, ROCK	\$160.00 (Torbet)	First Media
WRQX-F, 107.3, 50 KW @ 410, ROCK	ABC-F, \$83.75 (Blair)	ABC
WWDC-F, 101.1, 50 KW @ 500, AOR	\$116.25 (Buckley)	

TV STATIONS

WDCA	Washington	20	IND, Taft
WDVM	Washington	9	CBS, Detroit News
WJLA	Washington	7	ABC, Wash. Evening Star
WRC	Washington	4	NBC, NBC
WTTG	Washington	5	IND, Metromedia
WHAG	Hagerstown	25	NBC

NEWSPAPERS

Washington Star	E	342,760, Time-Life
Washington Post	M	578,831, Post-Newsweek

WATERLOO-CEDAR FALLS

Market # 210
 Revenue Rank # 158
 Income Rank # 84
 APR 12.8
 SMSA Pop: 140,600

Revenue : \$2,563,700
 Income : \$ 500,360
 % Rev Gain: 6.3%
 Stations: 11/5
 Diaries: 621

National Rev: \$529,483
 Nat Rev per Cap: \$3.77
 Tot Rev per Cap: \$18.23
 Tot Inc per Cap: \$3.56
 Profit Margin: 19.5%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KWWL 40/27.6	33.3	32.5	1. KWWL 65	1. KWWL 1057/58.4
2. KCNB-F 21/14.5	11.1	9.6	2. WMT 64	2. WMT 709/13.1
3. KXEL 19/13.1	15.4	15.3	3. KXEL 45	3. KXEL 652/27.6
4. KFMW-F 16/11.0	13.6	13.4	4. KCNB-F 33	4. KCNB-F 525/26.5
5. KLEU 7/ 4.8	3.7	3.8	WHO 33	5. WHO 501/10.5
WMT 7/ 4.8	2.5	4.5	6. KFMW-F 30	6. KFMW-F 350/14.6
7. WHO 6/ 4.1	2.5	2.5	7. KLEU 14	7. KQCR-F 239/ 6.3
KCFI 6/ 4.1	6.2	6.4	KQCR-F 14	8. KOEL-F 238/ 6.8
9. KOEL-F 4/ 2.8	1.2	1.9	9. KOEL-F 13	9. KCFI 225/15.8
10. KQCR-F 3/ 2.1	1.2	1.3	10. KCFI 7	10. KLEU 216/11.0

12+ FM SHARE (METRO): 35.61% (47 of 132) (A/M 79: 29.93%)
 12+ FM SHARE (TSA) : 29.85% (97 of 325) (A/M 79: 28.97%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KWWL	1. KWWL	1. KWWL	1. KWWL	1. KFMW-F	1. WMT
2. KCNB-F	2. KCNB-F	2. KCNB-F	2. KXEL	2. KXEL	2. KWWL
		3. KXEL	3. KFMW-F	3. KWWL	3. KXEL

OTHER RATED STATIONS/METRO SHARE

KRNA-F 93.9 Iowa City 2.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	40 (1)	27 (3)	67 (4)	50.8
COUNTRY	19 (1)	4 (1)	23 (2)	17.4
MOR/AC	20 (3)		20 (3)	15.2
BTFM MUSIC		16 (1)	16 (1)	12.1
NEWS/TALK	6 (1)		6 (1)	4.5
			132 (11)	

RADIO STATIONS

KCFI, 1250, 500 W (DA-1) , MOR MBS, \$10.00 (Sav-Gates)
 KLEU, 850, 500 W (DAYS,DA), MOR ABC-E, \$10.25 (Walton)
 KWWL, 1330, 5 KW (DA-2) , CONTEMP , \$20.25 (Eastman) Blackhawk
 KXEL, 1540, 50 KW (DA-N) , COUNTRY ABC-I, \$18.50 (Torbet) Bahakel
 KCNB-F, 105.7, 100 KW @ 569, ROCK (TM) , \$12.20 (Torbet) Bahakel
 KFMW-F, 107.9, 100 KW @ 1800, BTFM MUS (TM) NBC, \$11.00 (Eastman) Blackhawk

WHO - See Des Moines Other stations - See Cedar Rapids

TV Stations - See Cedar Rapids

NEWSPAPERS

Waterloo Courier E 54,367
 Cedar Falls Record M 4,137

WEST PALM BEACH

Market # 77
 Revenue Rank # 80
 Income Rank # 373
 APR 15.3
 SMSA Pop: 509,000

Revenue : \$5,519,032
 Income : \$ -221,832
 % Rev Change: 24.1%
 Stations: 28/16
 Diaries: 462

National Rev: \$1,233,141
 Nat Rev per Cap: \$2.42
 Tot Rev per Cap: \$10.84
 Tot Inc per Cap: \$-.44
 Profit Margin: ---

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1.	WEAT-F	97/14.6	16.9	17.6	16.9	18.6	1.	WEAT-F	1572/29.1
2.	WIRK-F	76/11.4	13.2	9.0	11.7	9.1	2.	WIRK-F	882/18.1
3.	WPOM	45/ 6.8	2.5	7.7	3.6	5.6	3.	WRMF-F	748/15.2
4.	WPBR	38/ 5.7	4.1	6.6	4.4	5.9	4.	WHYI-F	542/12.2
5.	WRMF-F	35/ 5.3	4.6	4.1	3.8	9.7	5.	WJNO	531/12.1
6.	WKQS-F	30/ 4.5	2.2	2.1	4.8	.6	6.	WKQS-F	495/11.1
7.	WHYI-F	26/ 3.9	4.0	6.4	6.5	4.6	7.	WPBR	475/10.9
8.	WJNO	22/ 3.3	3.0	2.9	3.0	3.1	8.	WNGS-F	464/10.3
9.	WNJY-F	20/ 3.0	5.2	2.6	5.7	4.6	9.	WEAT	443/ 9.6
10.	WIOD	19/ 2.9	1.3	2.0	1.6	2.2	10.	WIRK	417/ 9.5

12+ FM SHARE (METRO): 65.82% (391 of 594) (A/M 79: 62.85%)

12+ FM SHARE (TSA) : 67.12% (441 of 657) (A/M 79: 64.40%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1.	WPOM	1. WIRK-F	1. WIRK-F	1. WEAT-F	1. WEAT-F
2.	WRMF-F	2. WRMF-F	2. WPOM	2. WIRK-F	2. WIRK-F
3.	WCKO-F	3. WHYI-F	3. WRMF-F	3. WPBR	3. WPBR
		4. WSHE-F	4. WEAT-F	4. WKQS-F	4. WPOM

OTHER RATED STATIONS/METRO SHARE

WDBF	1420	Delray Beach	1.1	WCKO-F	102.7	Pompano Beach	2.1
WEAT	850		1.7	WEWZ-F	106.7	Ft. Lauderdale	.6
WIRK	1290		2.6	WGBS	710	Miami	.6
WNGS-F	92.1		2.7	WLYF-F	101.5	Miami	2.3
WSBR	740	Boca Raton	1.4	WMJX-F	96.3	Miami	.9
WSWN	900	Belle Glade	.5	WNWS	790	Miami	1.4
WAlA-F	97.3	Miami	2.1	WQAM	560	Miami	1.5
WAXY-F	105.9	Ft. Lauderdale	1.8	WSHE-F	103.5	Ft. Lauderdale	2.7
WRBD	1470	Pompano Beach	1.4	WWWL-F	93.9	Miami	.9

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC		166 (5)	166 (5)	27.9
ROCK/AOR/CONTEMP	10 (1)	135 (8)	145 (9)	24.4
COUNTRY	11 (1)	76 (1)	87 (2)	14.6
NEWS/TALK	69 (3)		69 (3)	11.6
MOR/AC	47 (4)	14 (1)	61 (5)	10.3
BLACK/DISCO	54 (2)		54 (2)	9.1
BIG BAND	9 (1)		9 (1)	1.5
RELIGION	3 (1)		3 (1)	0.5
			594 (28)	

RADIO STATIONS

WEAT, 850, 1 KW (DA-1)	, COUNTRY	ABC-I, \$38.00	(Katz)	Curt Gowdy
WIRK, 1290, 5 KW/1 KW (DA-N), AC		, \$29.25	(Mc-Guild)	
WJNO, 1230, 1 KW/250 W	, NEWS	CBS,ABC-E, \$14.50	(Blair)	Fairbanks
WPBR, 1340, 1 KW/250 W	, TALK	MBS, \$20.50	(Smith)	
WPOM, 1600, 1 KW (DA-1)	, BLACK (Drake-Chen)	, \$19.50	(Buckley)	
WEAT-F, 104.5, 100 KW @ 520,	BTFL MUS (Schulke)	, \$38.00	(Katz)	Curt Gowdy
WIRK-F, 107.9, 100 KW @ 400,	COUNTRY	, \$29.25	(Mc-Guild)	
WNGS-F, 92.1, 3 KW @ 280,	ROCK (TM)	Source, \$21.00	(Masla)	
WNJY-F, 94.3, 3 KW @ 300,	BTFL MUS (FM-100)	, \$21.00	(Christal)	

WHEELING

Market # 179
 Revenue Rank # 114
 Income Rank # 57
 APR 14.6
 SMSA Pop: 182,000

Revenue : \$3,900,021
 Income : \$ 927,400
 % Rev Gain: 10.9%
 Stations: 17/9
 Diaries: 743

National Rev: \$1,041,529
 Nat Rev per Cap: \$5.72
 Tot Rev per Cap: \$21.43
 Tot Inc per Cap: \$5.10
 Profit Margin: 23.8%

12+ METRO 1/4/SHARE A/M 79 A/M 78				12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WWVA	61/27.1	25.0	24.7	1. WWVA	128	1. WWVA	1680/46.5
2. WOMP	27/12.0	11.8	14.3	2. WRKY-F	36	2. WRKY-F	618/ 7.7
3. WKWK	24/10.7	12.3	10.8	3. WKWK	33	3. WOMP-F	534/19.8
4. WTRF-F	22/ 9.8	13.6	10.0	4. WTRF-F	31	4. KDKA	531/12.9
5. WKWK-F	19/ 8.4	4.8	2.6	5. WOMP	28	5. WKWK	520/29.2
6. WOMP-F	17/ 7.6	10.5	8.7	6. WOMP-F	28	6. WKWK-F	473/21.9
7. WNEU	14/ 6.2	3.5	7.4	7. KDKA	27	7. WTRF-F	404/19.6
8. WCPI-F	7/ 3.1	2.6	4.8	8. WKWK	25	8. WOMP	328/19.8
KDKA	7/ 3.1	3.1	3.0	9. WPEZ-F	19	9. WPEZ-F	322/ 2.5
10. WRKY	3/ 1.3	.9	1.3	10. WNEU	14	10. WNEU	297/17.2

12+ FM SHARE (METRO) : 36.62% (78 of 213) (A/M 79: 38.50%)
 12+ FM SHARE (TSA) : 46.43% (195 of 420) (A/M 79: 41.07%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WOMP-F	1. WWVA	1. WWVA	1. WWVA	1. WWVA	1. WWVA
2. WKWK-F	2. WKWK-F	2. WKWK	2. WTRF-F	2. WTRF-F	2. WKWK+
3. WKWK	3. WKWK	3. WKWK-F	3. WKWK	WOMP	3. WOMP

OTHER RATED STATIONS/METRO SHARE

WEIF	1370	Moundsville	.4	WPEZ-F	94.5	Pittsburgh	.4
WDVE-F	102.5	Pittsburgh	.9	WPNT-F	92.9	Pittsburgh	1.3
WGAR	1220	Cleveland	.4	WSHH-F	99.7	Pittsburgh	.4
WJOI-F	93.7	Pittsburgh	1.3				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	24 (1)	49 (6)	73 (7)	34.3
COUNTRY	62 (2)		62 (2)	29.1
BTFL MUSIC		29 (4)	29 (4)	13.6
NEWS/TALK	27 (1)		27 (1)	12.7
MOR/AC	22 (3)		22 (3)	10.3

213 (17)

RADIO STATIONS

WKWK, 1400, 1 KW/250 W, ROCK	ABC-C, \$15.50 (Torbet)	Community Service
WNEU, 1600, 5 KW (DAYS), AC	, \$12.70 (-----)	
WOMP, 1290, 1 KW (DAYS), NEWS/TALK	CBS, \$11.75 (Sav-Gates)	T/R
WWVA, 1170, 50 KW (DA-N), COUNTRY	ABC-I, \$39.75 (Eastman)	Columbia Pic
WCPI-F, 98.7, 50 KW @ 390, ROCK	, \$15.00 (Eastman)	Columbia Pic
WKWK-F, 97.3, 50 KW @ 470, ROCK (Drake-Chen)	, \$15.50 (Torbet)	Community Service
WOMP-F, 100.5, 14 KW @ 550, ROCK	Source, \$11.75 (Sav-Gates)	T/R
WTRF-F, 107.5, 11 KW @ 907, BTFL MUS	NBC, \$ 9.50 (-----)	Forward

WRKY-F - See Steubenville

TV STATIONS

WTOV	Steubenville	9	CBS/ABC, Ziff-Davis
WTRF	Wheeling	7	NBC, Forward

NEWSPAPERS

Wheeling Intelligencer	M	24,144
Wheeling News-Register	E	28,174

WICHITA

Market # 97
 Revenue Rank # 56
 Income Rank # 39
 APR 15.6
 SMSA Pop: 396,900

Revenue : \$8,389,537
 Income : \$1,366,969
 % Rev Change: 17.8%
 Stations: 16/9
 Diaries: 675

National Rev: \$976,321
 Nat Rev per Cap: \$2.46
 Tot Rev per Cap: \$21.14
 Tot Inc per Cap: \$3.44
 Profit Margin: 16.3%

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	79	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KFDI	68/13.3	12.7	12.2	13.7	13.3	1. KFDI	109	1. KFH	1420/27.2
KBRA-F	68/13.3	11.3	9.6	9.6	11.5	2. KFH	89	2. KFDI	1294/23.1
3. KFH	57/11.2	17.3	11.4	8.2	10.1	3. KICT-F	76	3. KEYN-F	1073/23.1
4. KEYN-F	51/10.0	9.6	9.0	17.3	12.7	KBRA-F	76	4. KLEO	871/19.1
5. KARD-F	48/ 9.4	7.3	6.8	5.6	6.3	5. KEYN-F	70	5. KICT-F	815/15.1
6. KICT-F	45/ 8.8	9.4	11.2	6.4	3.8	6. KARD-F	58	6. KARD-F	784/18.6
7. KAKZ	40/ 7.8	9.8	12.4	9.4	11.1	7. KFDI-F	49	7. KAKZ	783/21.5
8. KFDI-F	39/ 7.6	2.9	3.8	5.0	4.4	8. KAKZ	41	8. KBRA-F	702/18.0
9. KGCS-F	20/ 3.9	.8	2.2	.8	1.8	KSKU-F	41	9. KFDI-F	693/16.5
10. KLEO	19/ 3.7	5.4	10.0	11.4	12.5	10. KLEO	30	10. KEYN	564/15.1

12+ FM SHARE (METRO): 57.08% (278 of 487) (A/M 79: 46.01%)

12+ FM SHARE (TSA) : 57.00% (407 of 714) (A/M 79: 51.40%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KICT-F	1. KEYN-F	1. KARD-F	1. KBRA-F	1. KBRA-F	1. KFH
2. KEYN-F	2. KARD-F	2. KEYN-F	2. KARD-F	2. KFDI	2. KFDI
3. KLEO	3. KICT-F	3. KFDI	3. KFDI	3. KFH	3. KEYN-F
	4. KFDI-F	4. KICT-F	4. KFH		4. KAKZ

OTHER RATED STATIONS/METRO SHARE

KEYN	1410		2.9	KJRG	950	Newton	.4
KOYY	1360	El Dorado	.4	KOEZ-F	92.3	Newton	.6
KSGL	900		1.2	KSKU-F	102.1	Hutchinson	.8

FORMATS

	AM	FM	TOTAL	%
COUNTRY	127 (3)	39 (1)	166 (4)	34.1
ROCK/AOR/CONTEMP	34 (2)	120 (4)	154 (6)	31.6
MOR/AC	40 (1)	48 (1)	88 (2)	18.1
BTFM MUSIC		71 (2)	71 (2)	14.6
RELIGION	8 (2)		8 (2)	1.6
			487 (16)	

RADIO STATIONS

KAKZ, 1240, 1 KW/250 W	, AC	ABC-E, \$24.50	(Katz)	
KEYN, 1410, 5 KW/1 KW (DA-2),	ROCK	RKO, \$22.50	(Mc-Guild)	Jim Long
KFDI, 1070, 5 KW/1 KW (DA-N),	COUNTRY	ABC-E, \$28.35	(Torbet)	Great Empire
KFH, 1330, 5 KW (DA-N),	COUNTRY	CBS, \$33.30	(Eastman)	
KLEO, 1480, 5 KW/1 KW (DA-2),	ROCK	, \$25.50	(Christal)	Swanson
KARD-F, 107.3, 100 KW @ 884,	AC/CONTEMP	NBC, \$20.00	(HR/Stone)	Kansas State
KBRA-F, 97.9, 85 KW @ 420,	BTFM MUS (Schulke)	, \$25.90	(Eastman)	
KEYN-F, 103.7, 100 KW @ 860,	ROCK	RKO, \$22.50	(Mc-Guild)	Jim Long
KFDI-F, 101.3, 100 KW @ 444,	COUNTRY	, \$12.60	(Torbet)	Great Empire
KGCS-F, 95.9, 3 KW @ 300,	CONTEMP	, \$ 6.00	(-----)	(DERBY)
KICT-F, 95.1, 100 KW @ 550,	AOR (Burk-Abr)	Source, \$23.25	(Katz)	Peoria State Star
KSKU-F, 102.1, 100 KW @ 550,	ROCK	, \$11.00	(Bunchez)	(HUTCHINSON)

TV STATIONS

KAKE	Wichita	10	ABC
KARD	Wichita	3	NBC, Kansas State Network
KTVH	Hutchinson	12	CBS, Minneapolis Star & Tribune

NEWSPAPERS

Wichita Eagle M 120,301, Knight-Ridder
 Wichita Beacon E 39,309, Knight-Ridder

WICHITA FALLS

Market # 235
Revenue Rank # 207
Income Rank # 244
APR 12.7
SMSA Pop: 128,300

Revenue : \$1,776,319
Income : \$ 53,080
% Rev Change: 9.1%
Stations: 8/6
Diaries: 816

National Rev: \$470,560
Nat Rev per Cap: \$3.67
Tot Rev per Cap: \$13.85
Tot Inc per Cap: \$.41
Profit Margin: 3.0%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KLUR-F 44/32.1	20.6	23.3	1. KLUR-F 65	1. WBAP 743/21.0	
2. KWFT 16/11.7	10.0	11.6	2. WBAP 51	2. KLUR-F 707/40.1	
3. KBID-F 14/10.2	13.8	12.2	3. KWFT 35	3. KWFT 640/24.3	
KNTO-F 14/10.2	8.8	9.3	4. KNIN 24	4. KNIN 544/28.7	
5. KNIN 13/ 9.5	10.6	14.0	5. KTRN 23	5. KTRN 543/30.7	
6. KTRN 13/ 9.5	16.9	14.5	6. KBID-F 20	6. KBID-F 307/22.1	
7. WBAP 12/ 8.8	13.1	10.5	7. KNTO-F 17	7. KNTO-F 242/19.7	
8. WFAA 4/ 2.9	.6	----	8. WFAA 7	8. WFAA 160/ 5.8	

12+ FM SHARE (METRO): 55.38% (72 of 130) (A/M 79: 45.70%)
12+ FM SHARE (TSA) : 42.15% (102 of 242) (A/M 79: 32.73%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KNTO-F	1. KLUR-F	1. KLUR-F	1. KLUR-F	1. KLUR-F	1. KLUR-F
KTRN	2. KNTO-F	2. KNIN	2. WBAP	2. KWFT	2. KWFT
3. KLUR-F	3. KNIN	3. KNTO-F	KNIN	KBID-F	3. WBAP

FORMATS

	AM	FM	TOTAL	%
COUNTRY	12 (1)	44 (1)	56 (2)	43.1
ROCK/AOR/CONT	26 (2)	14 (1)	40 (3)	30.8
MOR	16 (1)		16 (1)	12.3
BTFL MUSIC		14 (1)	14 (1)	10.8
NEWS/TALK	4 (1)		4 (1)	3.1
			130 (8)	

RADIO STATIONS

KNIN, 990, 10 KW/1 KW (DA-2), CONTEMP/AC ABC-C, \$12.00 (Torbet)
KTRN, 1290, 5 KW/1 KW (DA-N), ROCK , \$10.25 (Riley)
KWFT, 620, 5 KW (DA-N) , MOR (FM-100) CBS, \$15.75 (Buckley)
KBID-F, 92.9, 100 KW @ 925, BTFL MUSIC MBS, \$13.25 (-----)
KLUR-F, 99.9, 100 KW @ 820, COUNTRY ABC-I, \$14.00 (Selcom)
KNTO-F, 103.3, 100 KW @ 440, ROCK , \$11.00 (Howard)

TV STATIONS

KAUZ Wichita Falls 6 CBS
KFOX Wichita Falls 3 NBC, Clay
KSWO Lawton 7 ABC

NEWSPAPERS

Wichita Falls Record News M 32,897
Wichita Falls Times E 16,635

WILMINGTON, DEL

Market # 76
 Revenue Rank # 111.
 Income Rank # 55
 APR 16.0
 SMSA Pop: 523,300

Revenue : \$3,941,828
 Income : \$ 954,697
 % Rev Change: 12.1%
 Stations: 31/7
 Diaries: 519

National Rev: \$327,369
 Nat Rev per Cap: \$.63
 Tot Rev per Cap: \$7.53
 Tot Inc per Cap: \$1.82
 Profit Margin: 24.2%

12+ METRO 1/4 /SHARE	A/M 79	A/M 78	12+ TSA CUME	12+ TSA CUME/MSA CUME RAT
1. WSTW-F 79/11.4	13.9	1.5	1. WSTW-F 92	1. WSTW-F 1383/28.5
2. WJBR-F 77/11.1	10.9	8.0	2. WJBR-F 88	2. WJBR-F 981/20.3
3. WDEL 58/ 8.4	10.0	15.7	3. WDEL 60	3. WDEL 951/20.5
4. WIOQ-F 42/ 6.1	5.6	2.9	4. WDSF-F 47	4. WIOQ-F 746/15.5
5. WMGK-F 27/ 3.9	5.3	4.3	5. WIOQ-F 44	5. WYSP-F 600/11.5
6. WMMR-F 26/ 3.7	5.2	1.5	6. WMGK-F 31	6. WILM 557/12.8
7. WAMS 25/ 3.6	4.8	6.3	WYSP-F 31	7. WAMS 548/12.6
WYSP-F 25/ 3.6	1.4	4.1	8. WMMR-F 30	8. WMGK-F 501/10.5
9. WDSF-F 23/ 3.3	2.3	1.7	9. WAMS 25	9. WMMR-F 496/10.5
10. WILM 22/ 3.2	4.4	3.0	10. KYW 23	10. KYW 492/10.4

12+ FM SHARE (METRO): 65.87% (413 of 627) (A/M 79: 64.98%)

12+ FM SHARE (TSA) : 68.49% (489 of 714) (A/M 79: 66.04%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WJBR-F	1. WJBR-F	1. WDEL
2. WYSP-F	2. WIOQ-F	2. WJBR-F	2. WDEL	2. WDEL	2. WSTW-F
	3. WMMR-F	WIOQ-F	3. WIOQ-F	3. WDSF-F	3. WJBR-F
	4. WUSL-F	4. WMGK-F	WSTW-F	4. WDVR-F	4. WAMS

OTHER RATED STATIONS/METRO SHARE

WJBR	1290		1.6	WFLN-F	95.7	Philadelphia	1.0
WJIC	1510	Salem	.7	WIFI-F	92.5	Philadelphia	.9
WNRK	1260	Newark	3.0	WIP	610	Philadelphia	2.3
KYW	1060	Philadelphia	2.9	WLIF-F	101.9	Baltimore	1.2
WASA	1330	Havre de Grace	.7	WPEN	950	Philadelphia	.6
WBAL	1090	Baltimore	.7	WPOC-F	93.1	Baltimore	1.4
WCAU	1210	Philadelphia	2.4	WSNI-F	104.5	Philadelphia	.9
WCAU-F	98.1	Philadelphia	1.3	WUSL-F	98.9	Philadelphia	3.2
WDAS-F	105.3	Philadelphia	1.0	WWDB-F	96.5	Philadelphia	1.3
WDVR-F	101.1	Philadelphia	3.0	WWSH-F	106.1	Philadelphia	1.3
WFIL	560	Philadelphia	.7				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONT	30 (2)	178 (5)	208 (7)	33.2
MOR/AC	114 (7)	55 (3)	126 (5)	27.0
BTFL MUSIC	11 (1)	115 (4)	126 (5)	20.1
NEWS/TALK	59 (3)	9 (1)	68 (4)	10.9
COUNTRY		33 (2)	33 (2)	5.3
BLACK/DISCO		16 (2)	16 (2)	2.6
CLASSICAL		7 (1)	7 (1)	1.1
			627 (31)	

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW (DA-3), CONTEMP	ABC-C, \$23.00 (Mc-Guild)	Rollins
WDEL, 1150, 5 KW (DA-2), MOR	NBC, \$24.63 (PRO)	Steinman
WILM, 1450, 1 KW/250 W, NEWS	MBS, \$18.24 (Sav-Gates)	
WJBR-F 99.5 50 KW @ 500, BTFL MUS	, \$23.40 (Masla)	
WSTW-F, 93.7, 50 KW @ 460, ROCK (TM)	, \$38.00 (PRO)	Steinman
WDSF-F, 94.7, 50 KW @ 400, COUNTRY	MBS, \$ 9.71 (Masla)	Rau (DOVER)

FOR OTHER STATIONS AND TV STATIONS SEE PHILADELPHIA

NEWSPAPER Wilmington News, Journal M-49,546 E-83,465

WILMINGTON, NC

Market # 221
 Revenue Rank # 242
 Income Rank # 338
 APR 12.3
 SMSA Pop: 134,200

Revenue : \$1,442,416
 Income : \$ -66,564
 % Rev Gain: 20.1%
 Stations: 10/8
 Diaries: 540

National Rev: \$245,441
 Nat Rev per Cap: \$1.83
 Tot Rev per Cap: \$10.75
 Tot Inc per Cap: \$-5.50
 Profit Margin: ---

12+ METRO 1/4/SHARE A/M 79

1. WHSL-F	22/16.2	14.6
2. WWIL	20/14.7	17.1
3. WMFD	18/13.2	7.6
4. WAAV-F	14/10.3	18.4
5. WLCF-F	12/ 8.8	5.1
WWQQ-F	12/ 8.8	10.8
7. WKLM	11/ 8.1	9.5
8. WPJC-F	7/ 5.1	3.8
9. WGNI	4/ 2.9	6.3
10. WDZD-F	3/ 2.2	2.5

12+ TSA 1/4

1. WHSL-F	31
2. WWIL	24
3. WAAV-F	21
4. WMFD	18
5. WKLM	14
WWQQ-F	14
7. WPJC-F	13
8. WLCF-F	12
9. WDZD-F	6
10. WGNI	4

12+ TSA CUME/MSA CUME RAT

1. WHSL-F	455/29.1
2. WMFD	296/25.3
3. WAAV-F	281/19.6
4. WKLM	254/18.3
5. WWIL	242/17.3
WPJC-F	210/10.8
7. WWQQ-F	205/15.1
8. WLCF-F	193/17.0
9. WGNI	166/14.7
10. WDZD-F	82/ 5.0

12+ FM SHARE (METRO): 52.63% (70 of 133) (A/M 79: 57.61%)
 12+ FM SHARE (TSA) : 61.78% (97 of 157) (A/M 79: 59.79%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WWIL	1. WAAV-F	1. WWIL
WLCF-F	2. WMFD	2. WMFD	WWQQ-F	2. WKLM	2. WHSL-F
WWIL	3. WWIL	3. WWIL	3. WHSL-F	WWQQ-F	WMFD

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	4 (1)	34 (2)	38 (3)	30.9
COUNTRY	11 (1)	15 (2)	26 (3)	21.1
BLACK	20 (1)		20 (1)	16.3
MOR	18 (1)		18 (1)	14.6
BTFL MUSIC		14 (1)	14 (1)	11.4
RELIGION		7 (1)	7 (1)	5.7
			<u>123 (10)</u>	

RADIO STATIONS

WGNI, 1340, 1 KW/250 W	, ROCK	NBC, \$ 8.25	(Katz)	
WKLM, 980, 5 KW (DAYS)	, COUNTRY	ABC-E, \$11.25	(HR/Stone)	
WMFD, 630, 1 KW (DA-2)	, MOR	CBS, \$ 8.00	(Southern)	
WWIL, 1490, 1 KW/250 W (DA-1), BLACK		SBN, \$ 9.00	(Blair)	Jeff-Pilot
WAAV-F, 102.7, 100 KW @ 450,	BTFL MUS (Bonne)	NBC, \$ 8.00	(Katz)	
WDZD-F, 93.5, 3 KW @ 300,	COUNTRY	MBS, \$ 5.25	(-----)	
WHSL-F, 97.3, 100 KW @ 560,	ROCK (Drake-Chen)	ABC-F, \$12.00	(Blair)	Jeff-Pilot
WLCF-F, 107.1, 3 KW @ 300,	ROCK	ABC-C, \$ 4.70	(Sav-Gates)	
WWQQ-F, 100.9, 2 KW @ 350,	COUNTRY	, \$ 8.00	(Southern)	
WPJC-F, 99.9, 100 KW @ 553,	RELIGION:	, \$ 4.00	(-----)	

TV STATIONS

WECT	Wilmington	6	NBC
WYAY	Wilmington	3	ABC, Clay

NEWSPAPER

Wilmington Star " 37,107

WORCESTER

Market # 105
 Revenue Rank # 122
 Income Rank # 355
 APR 15.7
 SMSA Pop: 379,400

Revenue : \$3,575,509
 Income : \$ -113,477
 % Rev Change: 16.6%
 Stations: 24/6
 Diaries: 677

National Rev: \$951,138
 Nat Rev per Cap: \$2.51
 Tot Rev per Cap: \$9.42
 Tot Inc per Cap: \$-.30
 Profit Margin: NA

12+ METRO 1/4/SHARE		A/M 79	A/M 78	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WTAG	83/16.4	15.9	18.4	1. WAAF-F	132	1. WAAF-F	1476/24.9
2. WSRF-F	81/16.0	15.4	12.7	2. WSRF-F	118	2. WTAG	1369/34.6
3. WAAF-F	63/12.5	13.7	10.3	3. WTAG	93	3. WSRF-F	1353/29.7
4. WBZ	35/ 6.9	5.7	5.6	4. WBZ	69	4. WBZ	1320/21.7
5. WROR-F	34/ 6.7	2.4	4.5	5. WROR-F	61	5. WFTQ	664/20.1
6. WFTQ	27/ 5.3	7.8	7.7	6. WFTQ	27	6. WROR-F	532/11.5
7. WEEL-F	18/ 3.6	3.3	4.1	7. WPJB-F	24	7. WPJB-F	493/ 7.0
8. WNEB	13/ 2.6	4.4	4.3	8. WEEL-F	24	8. WORC	455/12.3
WORC	13/ 2.6	2.2	3.2	9. WESO	23	9. WVBF-F	445/ 4.1
WBCN-F	13/ 2.6	3.7	2.2	10. WQVR-F	22	10. WEEL-F	435/ 9.8

12+ FM SHARE (METRO): 58.30% (274 of 470) (A/M 79: 55.67%)

12+ FM SHARE (TSA) : 64.41% (485 of 753) (A/M 79: 63.34%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAAF-F	1. WAAF-F	1. WAAF-F	1. WSRF-F	1. WSRF-F	1. WTAG
2. WFTQ	2. WROR-F	2. WSRF-F	2. WTAG	2. WTAG	2. WSRF-F
	3. WSRF-F	3. WROR-F	3. WBZ	3. WBZ	3. WAAF-F

OTHER RATED STATIONS/METRO SHARE

WAQY-F	102.1	Springfield	.8	WJIB-F	96.9	Boston	2.0
WARE	1250	Ware	1.6	WPJB-F	105.1	Providence	2.0
WCOZ-F	94.5	Boston	2.0	WPRO	630	Providence	.4
WCRB-F	102.5	Boston	.6	WQVR-F	100.1	Southbridge	2.4
WESO	970	Southbridge	1.6	WROL	950	Boston	1.0
WHDH	850	Boston	.4	WVBF-F	105.7	Boston	.6
WHUE-F	100.7	Boston	1.4	WXKS-F	107.9	Boston	1.2

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	29 (2)	155 (8)	184 (10)	39.1
MOR/AC	162 (7)		162 (7)	34.5
BTFL MUSIC		98 (3)	98 (3)	20.9
COUNTRY		12 (1)	12 (1)	2.6
BLACK/DISCO		6 (1)	6 (1)	1.3
RELIGION	5 (1)		5 (1)	1.1
CLASSICAL		3 (1)	3 (1)	.6
			470 (24)	

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2)	, CONTEMP	ABC-C, \$34.00	(Katz)	Park City
WNEB, 1230, 1 KW/250 W	, MOR	ABC-E, \$16.00	(PRO)	
WORC, 1310, 5 KW/1 KW (DA-2),	MOR	CBS, \$18.00	(Buckley)	
WTAG, 580, 5 KW (DA-2)	, MOR	NBC, \$29.00	(Blair)	Worc Telegram
WESO, 970, 1 KW (DAYS)	, MOR	, \$ 6.00	(Torbet)	(SOUTHBRIDGE)
WAAF-F, 107.3, 17 KW @ 784,	AOR (Burk-Abr)	, \$61.12	(Katz)	Park City
WSRF-F, 96.1, 25 KW @ 650,	BTFL MUS	, \$30.00	(MMR)	Knight
WQVR-F, 100.1, 3 KW @ 300,	COUNTRY	, \$ 6.00	(Torbet)	(SOUTHBRIDGE)

FOR OTHER STATIONS SEE PROVIDENCE AND BOSTON. FOR TV STATIONS SEE BOSTON

NEWSPAPERS

Worcester Telegram M 55,643
 Worcester Gazette E 88,732

YAKIMA

Market # 196
 Revenue Rank # 162
 Income Rank # 220
 APR 16.2
 SMSA Pop: 162,500

Revenue : \$2,461,465
 Income : \$ 85,964
 % Rev Gain: 13.1%
 Stations: 14/8
 Diaries: 578

National Rev: \$579,050
 Nat Rev per Cap: \$3.56
 Tot Rev per Cap: \$15.15
 Tot Inc per Cap: \$.53
 Profit Margin: 3.5%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KUTI 40/19.5	17.9	17.7	1. KUTI 42	1. KIT 505/39.2
2. KIT 35/17.1	13.8	14.4	2. KIT 35	2. KMWX 408/28.7
3. KFFM-F 28/13.7	15.1	16.7	3. KFFM-F 33	3. KFFM-F 373/25.3
4. KUEZ-F 24/11.7	17.4	9.8	4. KUEZ-F 26	4. KUTI 333/24.5
5. KMWX 19/ 9.3	11.5	9.3	5. KMWX 21	5. KUEZ-F 297/22.5
6. KATS-F 14/ 6.8	5.5	10.7	6. KATS 14	6. KATS 253/19.7
7. KENE-F 7/ 3.4	1.4	2.3	7. KBBO 7	7. KBBO 135/10.3
8. KBBO 6/ 2.9	5.0	2.3	KENE-F 7	8. KVGM 70/ 5.5
9. KVGM 4/ 2.0	.5	6.0	9. KVGM 4	9. KREW 60/ 4.7
10. KREW 2/ 1.0	1.8	2.3	10. KREW 2	10. KENE-F 47/ 3.7

12+ FM SHARE (METRO): 41.08% (76 of 185) (A/M 79: 42.57%)
 12+ FM SHARE (TSA) : 42.13% (83 of 197) (A/M 79: 42.92%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFFM-F	1. KFFM-F	1. KUTI	1. KUTI	1. KUTI	1. KIT
2. KATS-F	2. KUTI	2. KFFM-F	2. KIT	2. KIT	2. KUTI
KMWX	3. KMWX	3. KMWX	3. KMWX	3. KUEZ-F	3. KFFM-F

OTHER RATED STATIONS/METRO SHARE

KENE 1490	Toppenish	1.0	KYBO-F 98.3	.5
KREW-F 96.7	Sunnyside	1.0	KONA-F 610	Kennewick .5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	19 (1)	42 (2)	61 (3)	33.0
COUNTRY	42 (2)	9 (2)	51 (4)	27.6
MOR/AC	42 (4)		42 (4)	22.7
BTFL MUSIC		24 (1)	24 (1)	13.0
RELIGION	6 (1)	1 (1)	7 (2)	3.8
			185 (14)	

RADIO STATIONS

KBBO, 1390, 1 KW/500 W (DA-N), RELIGION	, \$ 4.50	(-----)
KIT , 1280, 5 KW/1 KW , MOR/AC	ABC-1, \$11.94	(Katz)
KMWX, 1460, 5 KW (DA-N) , CONTEMP/AC	NBC, \$ 9.75	(Torbet)
KREW, 1230, 1 KW/250 W , MOR	CBS, \$ 6.85	(Howard) (SUNNYSIDE)
KUTI, 980, 5 KW (DAYS) , COUNTRY	ABC-E, \$ 8.75	(PRO)
KVGM, 930, 1 KW (DAYS) , MOR	MBS, \$ 7.70	(Sand-Glenn)
KATS-F, 94.5, 25 KW @ 910, AOR	, \$ 8.00	(Katz)
KENE-F, 92.7, 2.5 KW @ 35, COUNTRY	MBS, \$ 2.50	(S/R) (TOPPENISH)
KFFM-F, 107.3, 100 KW @ 970, ROCK (Century 21)	Source, \$ 9.75	(Torbet)
KUEZ-F, 104.1, 62.5 KW @ 2250, BTFL MUS (TM)	, \$ 8.75	(PRO)

TV STATIONS

KAPP Yakima	35	ABC, Morgan Murphy
KIMA Yakima	29	CBS
KNDO Yakima	23	NBC

NEWSPAPER

Yakima Herald-Republic AD 39,489, Harte-Hanks

YORK

Market # 108
 Revenue Rank # 97
 Income Rank # 54
 APR 17.0
 SMSA Pop: 361,400

Revenue : \$4,675,079
 Income : \$ 959,099
 % Rev Gain: 17.9%
 Stations: 27/7
 Diaries: 504

National Rev: \$510,878
 Nat Rev per Cap: \$1.41
 Tot Rev per Cap: \$12.94
 Tot Inc per Cap: \$2.65
 Profit Margin: 20.5%

<u>12+ METRO 1/4/SHARE</u>		<u>A/M 79</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WSBA	64/12.6	14.3	11.0	1. WQXA-F 175	1. WQXA-F 2288/23.1
2. WQXA-F	50/ 9.9	12.5	7.4	2. WHP-F 146	2. WHP 1696/ 6.3
3. WSBA-F	49/ 9.7	10.7	13.1	3. WHP 140	3. WHP-F 1514/ 7.2
4. WYCR-F	48/ 9.5	5.2	12.5	4. WNCE-F 100	4. WSBA 1376/30.6
5. WNCE-F	33/ 6.5	5.2	2.3	5. WSBA 93	5. WNCE-F 1287/13.2
6. WNOW	30/ 5.9	11.6	5.7	6. WSBA-F 84	6. WSBA-F 1128/17.6
7. WRHY-F	19/ 3.7	4.5	3.0	7. WRKZ-F 77	7. WYCR-F 1027/22.2
8. WHP-F	17/ 3.4	1.6	4.0	8. WRHY-F 69	8. WRKZ-F 853/ 8.5
9. WRKZ-F	16/ 3.2	---	---	9. WYCR-F 63	9. WKBO 825/ 2.4
10. WPOC-F	15/ 3.0	2.5	5.3	10. WDAC-F 48	10. WRHY-F 794/ 7.9

12+ FM SHARE (METRO): 65.24% (304 of 466) (A/M 79: 58.55%)
 12+ FM SHARE (TSA) : 71.06% (948 of 1334) (A/M 79: 67.65%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WYCR-F	1. WQXA-F	1. WSBA	1. WSBA	1. WSBA	1. WHP
2. WQXA-F	2. WYCR-F	2. WQXA-F	2. WQXA-F	2. WSBA-F	2. WQXA-F
	3. WSBA	3. WYCR-F	3. WYCR-F	3. WNCE-F	3. WSBA
	4. WRHY-F	4. WSBA-F	4. WNOW	4. WHP-F	4. WHP-F

OTHER RATED STATIONS/METRO SHARE

WGCB-F	96.1	Red Lion	1.0	WQVE-F	93.5	Mechanicsburg	.8
WGET	1320	Gettysburg	1.6	WSFM-F	99.3	Harrisburg	1.6
WHVR	1280	Hanover	2.4	WTPA-F	104.1	Harrisburg	.8
WZIX	1350		2.6	KYV	1060	Philadelphia	.4
WCMB	1460	Harrisburg	1.4	WBAL	1090	Baltimore	.4
WDAC-F	94.5	Lancaster	1.4	WFRE-F	99.9	Frederick	1.2
WHP	580	Harrisburg	3.0	WIYY-F	97.9	Baltimore	1.6
WIOV-F	105.1	Ephrata	2.0	WLIF-F	101.9	Baltimore	1.0
WKBO	1230	Harrisburg	1.8				

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	22 (2)	153 (7)	175 (9)	37.6
BTFM MUSIC		114 (6)	114 (6)	24.5
MOR/AC	108 (6)		108 (6)	23.2
COUNTRY	30 (1)	25 (2)	55 (3)	11.8
RELIGION		12 (2)	12 (2)	2.6
NEWS/TALK	2 (1)		2 (1)	0.4
			466 (27)	

RADIO STATIONS

WNOW, 1250, 1 KW (DAYS)	, COUNTRY	ABC-I, \$19.88	(MMR)	Rust
WSBA, 910, 5 KW/1 KW (DA-2), MOR		, \$52.50	(Eastman)	Susquehanna
WQXA-F, 105.7, 46 KW @ 520, ROCK		, \$31.47	(MMR)	Rust
WRHY-F, 92.7, 820 W @ 560, AOR		Source, \$18.40	(Blair)	
WSBA-F, 103.3, 7.9 KW @ 750, BTFM MUS		, \$52.50	(Eastman)	Susquehanna
WYCR-F, 98.5, 10.5 KW @ 930, ROCK		, \$20.75	(P/W)	
WPOC-F - See Baltimore		Other Stations - See Harrisburg & Lancaster		
TV, ADI, NEWSPAPER INFO - See Harrisburg				

YOUNGSTOWN

Market # 74
 Revenue Rank # 100
 Income Rank # 122
 APR 15.5
 SMSA Pop: 536,600

Revenue: \$4,542,458
 Income: \$ 272,255
 % Rev Change: 7.7%
 Stations: 23/9
 Diaries: 667

National Rev: \$949,977
 Nat Rev per Cap: \$1.77
 Tot Rev per Cap: \$8.47
 Tot Inc per Cap: \$.51
 Profit Margin: 6.0%

12+ METRO 1/4/SHARE	O/N 79	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKBN-F 108/15.5	13.7	16.2	13.8	1. WKBN-F 147	1. WYFM-F 2287/26.2
2. WBBW 99/14.2	14.4	15.1	11.7	2. WYFM-F 124	2. WKBN 1742/25.9
3. WHOT 73/10.5	8.9	11.6	11.4	3. WBBW 106	3. WKBN-F 1708/27.7
4. WYFM-F 67/ 9.6	10.5	10.6	10.7	4. WKBN 91	4. WHOT 1508/28.6
5. WKBN 66/ 9.5	11.2	8.6	11.0	5. WHOT 81	5. WBBW 1209/25.2
6. WSRD-F 52/ 7.5	4.7	5.1	5.0	6. WSRD-F 63	6. WSRD-F 1060/16.4
7. WFMJ 29/ 4.2	5.5	3.5	2.6	7. WPIC 51	7. KDKA 742/ 3.0
8. WMMS-F 21/ 3.0	3.1	2.1	2.6	8. KDKA 40	8. WFMJ 661/13.3
9. WNIO+ 16/ 2.3	6.3	3.7	5.1	9. WMMS-F 37	9. WPIC 581/ 3.5
10. WQXK-F 15/ 2.2	---	.9	.7	10. WQXK-F 32	10. WMMS-F 548/ 8.0

12+ FM SHARE (METRO): 48.48% (304 of 627) (A/M 79: 46.48%)
 12+ FM SHARE (TSA) : 51.12% (478 of 935) (A/M 79: 50.72%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WYFM-F	1. WHOT	1. WHOT	1. WKBN-F	1. WKBN-F	1. WBBW
2. WHOT	2. WSRD-F	2. WKBN-F	2. WKBN	2. WBBW	2. WKBN
3. WSRD-F	3. WYFM-F	3. WYFM-F	WBBW	3. WKBN	3. WHOT+
4. WMMS-F	4. WSRD-F	4. WSRD-F	4. WYFM-F	4. WFMJ	4. WYFM-F

OTHER RATED STATIONS/METRO SHARE

WHHH 1440	Warren	1.9	WGAR 1220	Cleveland	.6
WTCL 1570	Warren	.7	WGCL-F 98.5	Cleveland	.4
KDKA 1020	Pittsburgh	.9	WPIC 790	Sharon	.9
WDJQ-F 92.5	Alliance	1.7	WWWE 1100	Cleveland	1.7
WDMT-F 107.9	Cleveland	1.1	WWWM-F 105.7	Cleveland	.9
WFAF-F 95.9	Sharpsville,PA	.9			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	73 (1)	167 (7)	240 (8)	38.3
MOR/AC	141 (8)		141 (8)	22.5
BTFM MUSIC		108 (1)	108 (1)	17.2
NEWS/TALK	99 (1)		99 (1)	15.8
COUNTRY	10 (1)	21 (2)	31 (3)	4.9
BLACK/DISCO		8 (1)	8 (1)	1.3
			627 (23)	

RADIO STATIONS

WBBW, 1240, 1 KW/250 W	, TALK	ABC-E,ABC-I, \$22.00	(Mc-Guild)
WFMJ, 1390, 5 KW (DA-N)	, AC/MOR	NBC, \$21.75	(Buckley)
WHOT, 1330, 500 W/1 KW (DA-2),	ROCK	, \$19.50	(Eastman)
WKBN, 570, 5 KW (DA-N)	, MOR	CBS, \$38.50	(Katz)
WNIO, 1540, 500 W (DAYS,DA)	, COUNTRY	MBS, \$13.00	(PRO)
WPIC, 790, 1 KW (DAYS),	, AC/MOR	ABC-I, \$26.00	(Torbet) Regional
WSRD-F, 101.1, 24 KW @ 185,	AOR (Burk-Abr)	, \$19.50	(Eastman) M. Jones
WKBN-F, 98.9, 9 KW @ 1370,	BTFM MUS (TM)	, \$38.50	(Katz)
WQXK-F, 105.1, 100 KW @ 400,	COUNTRY	, \$ 6.00	(----) (SALEM)
WYFM-F, 102.9, 26 KW @ 455,	ROCK	, \$36.00	(Torbet) Regional

OTHER STATIONS - See Pittsburgh and Cleveland

TV STATIONS	WFMJ Youngstown	21	NBC, Youngstown	Vindicator
	WKBN Youngstown	27	CBS	WYTV Youngstown 33 ABC

NEWSPAPER Youngstown Vindicator E 103,310

CONTINUATION PAGE

ALLENTOWN-BETH-EASTON

<u>TV STATIONS</u>	WFMZ	Allentown	69	IND		
<u>NEWSPAPERS</u>	Allen Call	M	101,977		Beth Globe-Times	E 35,034
	Allen Chron	E	23,971		Easton Express	E 52,674

SALINAS-SEASIDE-MONTEREY

<u>TV STATIONS</u>	KMST	Monterey	46	CBS, Retlaw	KSBW	Salinas	8	NBC, Blair
<u>NEWSPAPERS</u>	Salinas Californian		E	24,607, Gannett				
	Monterey Peninsula Herald		E	31,215				

NEW YORK

<u>TV STATIONS</u>	WNEW	NY	5	IND, Metromedia	WOR	NY	9	IND, RKO
	WPIX	NY	11	IND, WGN Cont	WTVG	Newark	68	IND, Wometco
	WXTV	Paterson	41	IND, Sp Int	WNJU	Newark	47	IND
<u>NEWSPAPERS</u>	New York Times	M	841,890		Newark Star-Ledger	M	408,038, Newhouse	
	New York News	M	1,606,365, Chi Trib					
	New York Post	E	631,104, Murdoch					
	Long Is. Newsday	E	497,759, Times-Mir					

BAKERSFIELD

<u>TV STATIONS</u>	KBAK	Bakersfield	29	ABC, Harriscope	KPWR	Bakersfield	17	CBS, Gillett
	KERO	Bakersfield	23	NBC, McGraw-Hill				
<u>NEWSPAPER</u>	Bakersfield Californian	E	66,867					

ROCHESTER

<u>FM STATIONS</u>	WPXY-F,	97.9, 50 KW @ 656, ROCK (TM)				, \$34.00 (Mc-Guild) Assoc
	WVOR-F,	100.5, 50 KW @ 350, AC			ABC-F,	\$52.50 (HR/Stone)
<u>TV STATIONS</u>	WHEC	Rochester	10	CBS, Gannett		
	WOKR	Rochester	13	ABC		
	WROC	Rochester	8	NBC, Ziff-Davis		
<u>NEWSPAPERS</u>	Rochester Demo & Chronicle	M	125,561, Gannett			
	Rochester Times-Union	E	124,274, Gannett			

HONOLULU

<u>TV STATIONS</u>	KIKU	Honolulu	13	IND, United	KHON	Honolulu	2	NBC, DM Register
	KITV	Honolulu	4	ABC, Starr	KGMB	Honolulu	9	CBS, Lee
<u>NEWSPAPERS</u>	Honolulu Advertiser	M	81,317, Gannett					
	Honolulu Star-Bulletin	E	117,729, Gannett					

JACKSONVILLE

<u>FM STATIONS</u>	WKTZ-F,	96.1, 100 KW @ 830, BTFL MUS (Schulke)				, \$60.00 (Katz) Beck Ros
	WQIK-F,	99.1, 90 KW @ 620, COUNTRY				, \$381.50 (Mc-Guild)
	WATV-F,	96.9, 100 KW @ 250, ROCK				, \$45.62 (Buckley)Rounsa
<u>TV STATIONS</u>	WJKS	Jacksonville	17	ABC, Ziff-Davis		
	WJXT	Jacksonville	4	CBS, Post-News		
	WTLV	Jacksonville	12	NBC, Harte-Hanks		
<u>NEWSPAPERS</u>	Florida Times-Union	M	157,514			
	Jacksonville Journal	E	51,218			

SAN ANTONIO

KBUC-F, 107.5, 100 KW @ 408, COUNTRY	ABC-I, \$30.00 (Torbet)	Sigmor
KITY-F, 92.9, 100 KW @ 475, ROCK	, \$80.00 (MMR)	Mission
KISS-F, 99.5, 13 KW @ 475, ROCK	, \$20.00 (Buckley)	
KQXT-F, 101.9, 100 KW @ 670, BTFL MUS (Schulke)	, \$49.50 (Katz)	Tichenor
KTFM-F, 102.7, 99 KW @ 660, ROCK	, \$55.00 (Blair)	
KZZY-F, 100.3, 100 KW @ 501, ROCK	MBS, \$26.00 (RK0)	Southwestern
WOAI-F, 97.3, 100 KW @ 472, AC	, \$20.00 (Eastman)	Clear Channel

<u>TV STATIONS</u>	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

<u>NEWSPAPERS</u>	San Antonio Light	E	122,950
	San Antonio Express	M	79,973
	San Antonio News	E	75,578

SPRINGFIELD, MASS

<u>TV STATIONS</u>	WHYN	Springfield	40	ABC, Gannett
	WWLP	Springfield	22	NBC

<u>NEWSPAPERS</u>	Springfield News	E	75,509, Newhouse
	Springfield Union	M	72,796, Newhouse

WEST PALM BEACH

<u>RADIO STATIONS</u>	WRMF-F, 97.9, 100 KW @ 400, ROCK (Drake), \$16.50 (Blair)	Fairbanks
	OTHER STATIONS - See Miami	

<u>TV STATIONS</u>	WPTV	West Palm Beach	5	NBC, Scripps Howard
	WPEC	West Palm Beach	12	ABC

<u>NEWSPAPERS</u>	Palm Beach Post	M	78,743
	Palm Beach Times	E	29,696

RICHMOND

<u>TV STATIONS</u>	WTVR	Richmond	6	CBS, Park
	WXEX	Richmond	8	ABC, Nationwide
	WWBT	Richmond	12	NBC, Jeff-Pilot

TUCSON

<u>TV STATIONS</u>	KGUN	Tucson	9	ABC, May	KVOA	Tucson	4	NBC, Donrey
	KOLD	Tucson	13	CBS, Det News	KZAZ	Tucson	11	IND

<u>NEWSPAPERS</u>	Tucson Star	M	66,739	Tucson Citizen	E	62,010, Gannett
-------------------	-------------	---	--------	----------------	---	-----------------

BURLINGTON-PLATTSBURGH ADIFM STATIONS

WEZF-F, 92.9, 36 KW @ 2703, BTFL MUS (TM)	, \$16.00 (Buckley)	(BURLINGTON)
CHOM-F, 97.7, 41 KW	, \$? ? (Major Market)	(MONTREAL)
WECM-F+, 106.1, 8.9 KW @ 990, ROCK	, \$12.00 (Queen)	(CLAREMONT, NH)
WGFB-F, 99.9, 4 KW @ 780, AOR	, \$? ? (----)	(PLATTSBURGH)
WQCR-F, 98.9, 50 KW @ 310, ROCK (TM)	, \$14.25 (PRO)	(BURLINGTON)
WORK-F, 107.1, 1.5 KW @ 410, CONTEMP	, \$ 6.70 (PRO)	(BARRE)
WLFE-F, 102.3, 3 KW @ 215, ROCK	, \$ 8.50 (PRO)	(ST. ALBANS)

<u>TV STATIONS</u>	WPTZ	Plattsburgh	5	NBC, Rollins
	WEZF	Burlington	22	ABC
	WCAX	Burlington	3	CBS

<u>NEWSPAPERS</u>	Plattsburgh Press-Republican	M	20,984, Ottaway
	Burlington Free Press	M	48,051, Gannett

G-232

FRESNO

<u>TV STATIONS</u>	KAIL	Fresno	53	IND	KFTV	Hanford	21	IND, Span Int
	KMJ	Fresno	24	NBC, McClatchy	KJEO	Fresno	47	ABC, Retlaw
	KFSN	Fresno	30	CBS, Cap Cit	KMPH	Tulare	26	IND

NEWSPAPERS Fresno Bee M 123,852, McClatchy

ALBUQUERQUE

<u>TV STATIONS</u>	KGGM	Albuquerque	13	CBS, Harriscope
	KMXN	Albuquerque	23	IND
	KOAT	Albuquerque	7	ABC, Pulitzer
	KOB	Albuquerque	4	NBC, Hubbard

NEWSPAPERS Albuquerque Journal M 80,512, Scripps-Howard
Albuquerque Tribune E 41,094, Scripps-Howard

JOHNSON CITY-KINGSPORT-BRISTOL

<u>TV STATIONS</u>	WJHL	Johnson City	11	CBS, Park
	WCYB	Bristol	5	NBC
	WKPT	Kingsport	19	ABC

NEWSPAPERS Johnson City Press-Chronicle (M-4,611) (E-21,656)
Bristol Herald-Courier M 29,210
Bristol Virginia-Tennessean E 9,356
Kingsport News M 4,525
Kingsport Times E 40,787

BEAUMONT-PORT ARTHUR-ORANGE

<u>NEWSPAPERS</u>	Beaumont Enterprise	M	65,136	Beaumont Journal	E	13,885
	Orange Leader	E	11,280	Port Arthur News	E	26,189, Cox

ARBITRON CONDENSED RADIO MARKET REPORTS

On the following pages are summaries of the Arbitron Condensed Radio Market Reports (CRMR). As you can see I have expanded the coverage of these markets. I have done so because Arbitron is marketing these reports vigorously. In fact it may well be that Arbitron will only publish its standard report for those markets which take at least two books per year. Those markets which currently have one standard report will be asked to have a Fall book also. If they refuse their standard report will be downgraded to a CRMR.

The format of the reports in this section differs according to the coverage available. The explanations and definitions of the previous section apply here also. The FM share figure is based upon the Metro.

An index to this section can be found in the front of this book.

ALBANY-CORVALLIS-LEBANON, OR

Market #/Pop: NA
APR 13.2

Revenue Rank: NA
Income Rank : NA

Diaries: 351
FM Share: 43.48%

12+ METRO 1/4/SHARE

1. KRKT-F+ 20/11.6
2. KGAL 16/ 9.2
3. KFLY 15/ 8.7
4. KIQY-F 12/ 6.9
5. KLOO 10/ 5.8
6. KXL 9/ 5.2

12+ TSA 1/4/CUME

1. KXL 26/390
2. KUPL-F 25/278
3. KXL-F 23/271
4. KRKT-F+ 22/292
5. KGAY 21/197
6. KGON-F 20/283

Other Stations - See Portland

KFLY, 1240, 1 KW/250 W, ROCK		, \$10.00 (S/R)	
KGAL, 920, 1 KW (DA-1), CONTEMP		, \$ 9.00 (Tacher)	Cupps
KLOO, 1340, 1 KW/250 W, MOR		, \$ 6.00 (Sand-Glenn)	
KGAY, 1430, 5 KW (DAYS), COUNTRY	ABC-E,	\$10.50 (PRO)	(SALEM)
KIQY-F, 103.7, 53 KW @ 380, ROCK		, \$10.50 (Bdcast NW)	
KRKT-F+, 99.9, 100 KW @ 1075, COUNTRY	ABC-I,	\$ 8.50 (Lotus)	

PROVO-OREM, UT

Market #/Pop: 169/194,400
APR 12.2

Revenue Rank: 274
Income Rank : 308

Diaries: 305
FM Share: 56.58%

12+ METRO 1/4/SHARE

A/M 79 A/M 78

- | | | | |
|-----------|---------|------|------|
| 1. KSL | 25/15.2 | 18.4 | 18.6 |
| 2. KAYK-F | 21/12.7 | 10.3 | 8.3 |
| 3. KSFI-F | 16/ 9.7 | 12.6 | 7.1 |
| 4. KAYK | 14/ 8.5 | 9.2 | 9.0 |
| KCPX-F | 14/ 8.5 | 5.7 | 4.5 |
| 6. KLUB | 12/ 7.3 | 8.6 | 11.5 |
| 7. KEYY | 9/ 5.5 | 3.4 | 9.0 |

12+ TSA 1/4/CUME

1. KSL 28/490
2. KAYK-F 21/377
3. KSFI-F 20/319
4. KCPX-F 16/254
5. KAYK 14/353
6. KLUB 12/194
7. KSOP-F 10/168

Other Stations-See Salt Lake
KAYK-F - See Salt Lake City

KAYK, 960, 5 KW/1 KW (DA-N), ROCK		, \$17.00 (Masla)	First Media
KEYY, 1450, 1 KW/250W		, \$ 9.00 (PRO)	

CHAMPAIGN-URBANA

Market #/Pop: 174/186,600
APR 13.2

Revenue Rank: 125
Income Rank : 70

Diaries: 393
FM Share: 62.65%

12+ METRO 1/4/SHARE A/M 79

1. WLRW-F	26/13.5	10.2
2. WDWS	24/12.4	11.7
3. WPGU-F	23/11.9	1.5
4. WKIO-F	22/11.4	14.3
5. WLS	21/10.9	14.3
6. WDWS-F	19/ 9.8	9.7
7. WIAI-F	8/ 4.1	3.1
8. WMAQ	7/ 3.6	3.6
9. WRTL-F	5/ 2.6	7.7
10. WGN	4/ 2.1	2.0

12+ TSA 1/4/CUME

1. WLRW-F	34/546
2. WLS	28/661
3. WDWS	27/507
WPGU-F	27/288
5. WDWS-F	22/359
WKIO-F	22/436
7. WIAI-F	13/172
8. WMAQ	12/252
9. WRTL-F	9/145
10. WGN	6/151

WDWS, 1400, 1 KW/250 W, MOR
 WDWS-F, 97.5, 50 KW @ 424, BTFL MUS
 WKIO-F, 103.9, 3 KW @ 150, CONTEMP
 WLRW-F, 94.5, 43 KW @ 401, ROCK
 WPGU-F, 107.1, 3 KW @ 235, AOR
 WRTL-F, 95.3, 3 KW @ 275, BTFL MUS

CBS, \$24.00 (Mc-Guild) News Gazette
 , \$11.50 (Mc-Guild) News Gazette
 ABC-F, \$16.00 (Sav-Gates)
 ABC-E, \$14.00 (PRO)
 Source, \$11.50 (Masla)
 , \$ 3.00 (-----)

WIAI-F - See Danville CRMR

WGN, WLS, WMAQ - See Chicago

DANVILLE, IL

Market #/Pop: 281/97,400
APR 14.9

Revenue Rank: 288
Income Rank : 257

Diaries: 467
FM Share: 60.87%

12+ METRO 1/4/SHARE A/M 79

1. WDNL-F	30/24.0	24.2
2. WIAI-F	26/20.8	19.2
3. WDAN	13/10.4	14.2
4. WITY	11/ 8.8	10.8
5. WMAQ	9/ 7.2	6.7
6. WHPO-F	8/ 6.4	---
WLS	8/ 6.4	5.0

12+ TSA 1/4/CUME

1. WIAI-F	34/366
2. WDNL-F	30/342
3. WDAN	14/226
4. WMAQ	13/272
5. WITY	12/306
6. WLS	11/309
7. WHPO-F	9/ 80

WDAN, 1490, 1 KW/250 W , MOR/VARIETY
 WITY, 980, 1 KW (DA-2), MOR/CONTEMP
 WDNL-F, 102.1, 11 KW @ 380, ROCK
 WIAI-F, 99.1, 50 KW @ 500, COUNTRY
 WHPO-F, 100.9, 3 KW @ 295, COUNTRY/BTFL

CBS, \$15.00 (Masla) Sangamon
 , \$10.50 (Walton)
 Source, \$14.50 (Masla) Sangamon
 , \$14.50 (Buckley)
 , \$ 5.50 (-----) (HOOPESTON)

WLS, WMAQ - See Chicago

VICTORIA, TX

Market #/Pop: 341/65,800
APR 12.8

Revenue Rank : 320
Income Rank : 173

Diaries: 332
FM Share: 10.17%

12+ METRO 1/4/SHARE A/M 79

1. KVIC	25/38.5	29.4
2. KNAL	14/21.5	26.5
3. KTSA	6/ 9.2	8.8
4. KCWM-F	5/ 7.7	8.8
5. KGUL	4/ 6.2	---

12+ TSA 1/4/CUME

1. KVIC	29/391
2. KNAL	19/232
3. KKYX	17/177
4. KTSA	16/330
5. KCWM-F	8/116

KTSA, KKYX - See San Antonio

KVIC, 1340, 1 KW, ROCK , \$9.00
 (Mc-Guild) Wendell Mayes
 KNAL, 1410, 500 W (DA-N), COUNTRY
 MBS, \$9.50 (Riley)

KCWM-F, 95.1, 57 KW @ 500, CONTEMP
 KGUL, 1560, 500 W (DAYS), VARIETY

, \$7.00 (Mc-Guild) Wendell Mayes
 , \$5.60 (Miller) (PORT LAVACA)

REDDING, CA

Market #/Pop: ---/96,900
APR 14.3

Revenue Rank: 211
Income Rank: 177

Diaries: 304
FM Share: 28.57%

12+ METRO	1/4/SHARE	A/M 79	A/M 78
1. KQMS	22/17.9	18.4	18.3
2. KCLM	17/13.8	9.6	18.3
3. KRDG	15/12.2	21.1	21.1
4. KSXO	13/10.6	14.9	2.8
5. KSNR-F	10/ 8.1	4.4	---
6. KPAY-F	6/ 4.9	4.4	3.7
7. KAVA	4/ 3.3	6.1	4.6
KZAP-F	4/ 3.3	---	----

12+ TSA	1/4/CUME
1. KQMS	22/319
2. KCLM	21/186
3. KSXO	20/294
4. KRDG	15/274
5. KSNR-F	14/221
6. KPAY-F	11/103
7. KGO	7/106
8. KAVA	4/ 63

KCLM, 1330, 5 KW (DAYS), COUNTRY
 KAVA, 1450, 1 KW/250 W, COUNTRY/BTFL
 KQMS, 1400, 1 KW/250 W, MOR
 KRDG, 1230, 1 KW/250 W, ROCK
 KSXO, 600, 1 KW (DA-1), CONTEMP
 KSNR-F, 95.9, 280 W @ 1080, ROCK

, \$ 8.75 (Market 4)
 ABC-I, \$ 5.00 (Radio Time Sales)
 NBC, \$ 7.44 (Buckley)
 ABC-C, \$10.50 (Howard)
 , \$10.85 (PRO)
 ABC-I, \$ 9.50 (Potter) (RED BLUFF)

ST. CLOUD, MN

Market #/Pop: 193/165,600
APR 17.8

Revenue Rank: 128
Income Rank: 81

Diaries: 415
FM Share: 45.40%

12+ METRO 1/4/SHARE

12+ TSA 1/4/CUME

1. WCCO	36/15.3
2. KCLD-F	31/13.1
3. WJON	29/12.3
WWJO-F	29/12.3
5. KASM	25/10.6
6. KCLD	14/ 5.9
7. WHMH-F	10/ 4.2
8. KDWB	9/ 3.8
9. WAYL-F	8/ 3.4

1. WCCO	70/856
2. WWJO-F	36/419
3. KCLD-F	34/438
4. WJON	32/471
5. KASM	30/251
6. KSTP-F	21/327
7. KDWB	14/311
KCLD	14/256
9. KQRS-F+	10/169

KCLD, 1450, 1 KW/250 W, AC ABC-I, \$19.25
 (PRO) Leighton
 KCLD-F, 104.7, 100 KW @ 500, ROCK, \$24.25
 (PRO) Leighton
 WJON, 1240, 1 KW/250 W, MOR/TALK
 ABC-E, \$26.00 (----)
 WWJO-F, 98.1, 100 KW @ 420, COUNTRY
 \$27.00 (-----)
 KASM, 1150, 1 KW (DAYS), COUNTRY
 \$5.25 (----) (ALEANY)
 WHMH-F, 101.7, 3 KW @ 300, BTFL
 \$? ? (----) (SAUK RAPIDS)

SANTA ROSA, CA

Market #/Pop: 131/286,400
APR 16.9

Revenue Rank: 198
Income Rank: 186

Diaries: 200
FM Share: 37.34%

12+ METRO 1/4/SHARE

12+ METRO CUME

METRO AND TSA ARE THE SAME

1. KGO	45/11.4
2. KFRC	39/ 9.8
3. KCBS	31/ 7.8
4. KREO-F	29/ 7.3
5. KNEW	24/ 6.1
6. KNBR	23/ 5.8
7. KFOG-F	18/ 4.5
8. KDFC-F+	17/ 4.3
9. KVRE-F+	16/ 4.0
10. KZST-F	15/ 3.8

1. KFRC	667
2. KCBS	591
3. KGO	404
4. KNBR	357
5. KNEW	337
6. KABL	306
7. KREO-F	305
8. KSRO	234
9. KSFO	205
10. KDFC-F+	188

Other Stations - See San Francisco

KREO-F, 92.9, 2.3 KW @ 4000, ROCK
 , \$19.95 (Masla)
 KSRO, 1350, 5 KW (DA-N), MOR
 , \$17.84 (Torbet)
 KVRE-F, 101.7, 250 W @ 1102, SOFT AOR
 , \$18.63 (PRO)
 KZST-F, 100.1, 3 KW @ 240, BTFL MUS
 , \$18.00 (Selcom)

WATERBURY, CT

Market #/Pop: 162/---
APR 15.5

Revenue Rank : 197
Income Rank : 347

Diaries: 322
FM Share: 49.43%

12+ METRO 1/4/SHARE A/M 79

1. WATR	40/13.2	9.6
2. WKSS-F	27/ 8.9	8.9
3. WTIC	24/ 7.9	16.0
4. WPLR-F	19/ 6.3	5.1
5. WWCO	17/ 5.6	6.8
WQQW	17/ 5.6	.3

12+ CUME

1. WATR	560
2. WTIC	434
3. WWCO	398
4. WDRC-F	301
5. WKSS-F	270
6. WKCI-F	266

Metro and TSA are the same.
Other Stations-See Hartford

WWCO, 1240, 1 KW/250 W, MOR
\$20.50 (Mc-Guild)
WQQW, 1590, 5 KW (DA-N), MOR
CBS, \$18.25 (-----)
WATR, 1320, 5 KW/1 KW (DA-2), MOR
ABC-I, \$18.56 (Market 4)

WATERTOWN, NY

Market #/Pop: 297/88,600
APR 15.9

Revenue Rank : 303
Income Rank : 334

Diaries: 315
FM Share: 35.92%

12+ METRO 1/4/SHARE

1. WWNY	37/31.4
2. WOTT	20/16.9
WNCQ-F	20/16.9
4. WKEM-F	9/ 7.6
5. WATN	6/ 5.1

12+ TSA 1/4/CUME

1. WWNY	38/47.5
2. WNCQ-F	27/234
3. WOTT	21/290
4. WKEM-F	9/105
5. WATN	7/207

WWNY, 790, 1 KW (DA-N), MOR CBS, \$23.75
(Mc-Guild) McCaffrey & McCall
WATN, 1240, 1 KW/250 W, AC NBC, \$12.00
(Market 4)
WOTT, 1410, 5 KW/1 KW (DA-N), ROCK
\$10.00 (Selcom)
WNCQ-F, 97.5, 41 KW @ 285, COUNTRY
\$10.00 (Selcom)

WKEM-F -- See Syracuse

BATTLE CREEK, MI

Market #/Pop: 176/184,500
APR 14.8

Revenue Rank: 267
Income Rank : 184

Diaries: 375
FM Share: 47.40%

12+ METRO 1/4/SHARE A/M 79 A/M 78

1. WBCK	41/18.6	15.8	17.5
2. WKFR-F	22/10.0	6.6	5.9
3. WKNR	18/ 8.1	15.1	15.6
4. WNNW-F	16/ 7.2	3.5	1.5
5. WOOD-F	15/ 6.8	6.6	5.2
6. WFFX	14/ 6.3	2.7	---
7. WWKQ	12/ 5.4	4.6	4.8

12+ TSA 1/4/CUME

1. WKFR-F	61/901
2. WKZO	50/838
3. WKMI	44/810
4. WBCK	41/543
5. WGRD-F	34/544
6. WQLR-F	29/536
7. WOOD-F	28/501

Other Stations - See
Kalamazoo or Grand
Rapids

WKNR, 1400, 1 KW/250 W , CONTEMP
WWKQ, 1500, 1 KW (DAYS,DA), COUNTRY
WBCK, 930, 5 KW/1 KW (DA-2), MOR

ABC-C, \$16.13 (HR/Stone)
MBS, \$ 6.00 (Mich Spot)
NBC, \$15.00 (Masla)

FT. WALTON BEACH, FL

Market #/Pop: 265/106,500
APR 12.0

Revenue Rank : NA
Income Rank : NA

Diaries: 394
FM Share: 65.17%

12+ METRO 1/4/SHARE

1. WNUE	27/26.7
2. WTKX-F	16/15.8
3. WJLQ-F	14/13.9
4. WFTW-F	13/12.9
5. WMEZ-F	5/ 5.0
WXBM-F	5/ 5.0

12+ METRO CUME

1. WNUE	410
2. WFTW-F	244
3. WJLQ-F	235
4. WTKX-F	215
5. WMEZ-F	109
6. WXBM-F	76

METRO AND TSA ARE THE SAME
Other Stations - see Pensacola

WNUE, 1400, 1 KW/250 W, ROCK , \$11.00 (Torbe)
WFTW-F, 99.3, 3 KW @ 209, MOR , \$10.00 (---

ITHACA, NY

Market #/Pop: --/88,500
APR 14.7

Revenue Rank : 238
Income Rank : 200

Diaries: 495
FM Share: 52.81%

12+ METRO 1/4/SHARE

- 1. WTKO 24/22.6
- 2. WVBR-F 17/16.0
- 3. WNOZ-F 15/14.2
- 4. WHCU 10/ 9.4
- WHCU-F 10/ 9.4

12+ TSA 1/4/CUME

- 1. WTKO 26/360
- 2. WNOZ-F 24/327
- 3. WKRT 22/311
- 4. WVBR-F 17/217
- 5. WHEN 13/235

WHEN - See Syracuse

WTKO, 1470, 1 KW/500 W (DA-N), AC
 WHCU, 870, 5 KW (DAYS), MOR
 WVBR-F, 93.5, 3 KW @ 250, ROCK
 WNOZ-F, 99.9, 20 KW @ 730, ROCK
 WHCU-F, 97.3, 52 KW @ 730, CLASS, JAZZ, MOR
 WKRT, 920, 1 KW/500 W (DA-N), COUNTRY

ABC-I, \$13.50 (-----)
 CBS, \$14.46 (Sav-Gates) Cornell
 , \$13.75 (Schutz)
 ABC-C, \$10.00 (Market 4) (CORTLAND)
 , \$14.46 (Sav-Gates) Cornell
 ABC-C, \$11.00 (Market 4) (CORTLAND)

FT PIERCE, FL

Market #/Pop: 322/74,400
APR 19.5

Revenue Rank: NA
Income Rank : NA

Diaries: 333
FM Share: 76.62%

12+ METRO 1/4/SHARE A/M 79 A/M 78

- 1. WOVV-F 19/21.3 21.6 18.0
- 2. WIZD-F 15/16.9 ---- ----
- 3. WFTF 10/11.2 15.5 13.5
- 4. WIRA 8/ 9.0 8.6 14.6
- WEAT-F 8/ 9.0 6.9 6.7
- WMCF-F 8/ 9.0 12.9 18.0
- 7. WGYL-F 6/ 6.7 3.4 ---

12+ TSA 1/4/CUME

- 1. WIZD-F 39/391
- 2. WEAT-F 31/312
- WOVV-F 31/417
- 4. WAVV-F 24/232
- 5. WGYL-F 19/184
- 6. WMCF-F 18/185
- 7. WFTF 11/188

WEAT-F - See West Palm Beach

WFTF, 1330, 1 KW/500 W (DA-N), COUNTRY
 WIRA, 1400, 1 KW/250 W, MOR
 WOVV-F, 95.5, 100 KW @ 518, ROCK
 WIZD-F, 98.7, 100 KW @ 340, CONTEMP
 WMCF-F, 92.7, 3 KW @ 340, BTFL MUS
 WGYL-F, 93.5, 3 KW @ 174, BTFL MUS
 WAVV-F, 105.5, 3 KW @ 350, COUNTRY

ABC-E, \$11.25 (PRO)
 , \$ 8.55 (-----)
 , \$11.40 (-----)
 , \$ 9.00 (Bunchez)
 , \$10.25 (-----) (STUART)
 ABC-F, \$13.00 (-----) (VERO BEACH)
 , \$ 7.00 (Media South) (VERO BEACH)

CHICO, CA

Market #/Pop: ---/127,800
APR 16.4

Revenue Rank: 246
Income Rank : 129

Diaries: 266
FM Share: 51.32%

12+ METRO 1/4/SHARE A/M 79 A/M 78

- 1. KPAY 26/13.8 15.6 10.5
- 2. KNVR-F 21/11.2 16.8 11.6
- KPAY-F 21/11.2 8.9 8.9
- 4. KHSL 15/ 8.0 5.6 9.5
- 5. KFME-F 13/ 6.9 3.9 6.3
- 6. KORV 10/ 5.3 4.5 7.4
- 7. KZAP-F 9/ 4.8 2.2 ---

12+ TSA 1/4/CUME

- 1. KPAY 34/454
- 2. KPAY-F 28/269
- 3. KHSL 26/402
- 4. KNVR-F 22/222
- 5. KFME 13/149
- 6. KGO 12/187
- 7. KFBK 11/179

KHSL, 1290, 5 KW (DA-N), COUNTRY
 KORV, 1340, 1 KW/250 W, MOR
 KPAY, 1060, 10 KW (DA-N), MOR
 KFME-F, 93.7, 10 KW @ 290, ROCK
 KNVR-F, 96.7, 3 KW @ 285, CONTEMP
 KPAY-F, 95.1, 6 KW @ 1170, BTFL MUS

CBS, \$10.70 (Torbet)
 ABC-I, \$11.50 (Sand-Glenn) (OROVILLE)
 NBC, \$10.50 (Katz)
 ABC-F, \$ 8.75 (PRO)
 Source, \$13.00 (Masla)
 , \$ 7.50 (Katz)

KGO - See San Francisco

KFBK, KZAP - See Sacramento

CAPE COD, MA

Market #/Pop: -----
APR 17.3

Revenue Rank : ---
Income Rank : ---

Diaries: 273
FM Share: 66.48%

12+ METRO 1/4/SHARE A/M 79

1. WQRC-F	40/18.3	13.1
2. WCOD-F	22/10.1	11.3
3. WLOM-F	19/ 8.7	7.7
4. WSOX-F	17/ 7.8	7.7
5. WOCB	15/ 6.9	5.0
6. WRKO	11/ 5.0	2.7
7. WEEI	9/ 4.1	3.2

12+ TSA 1/4/CUME

1. WQRC-F	43/406
2. WCOD-F	22/339
3. WLOM-F	19/288
4. WSOX-F	18/221
WOCB	18/331
6. WRKO	11/215
7. WEEI	9/194

WOCB, 1240, 1 KW/250 W, MOR
WCOD-F, 106.1, 25 KW @ 180, ROCK
WLOM-F, 104.7, 50 KW @ 300, AOR
WQRC-F, 99.9, 50 KW @ 445, BTFL MUS
WSOX-F, 94.9, 50 KW @ 245, BTFL MUS

NBC, \$19.20 (Kettell) Sconnix
ABC-C, \$21.12 (MMR)
, \$18.00 (Mc-Guild)
, \$18.80 (Torbet)
, \$19.20 (Kettell) Sconnix

SANTA FE, NM

Market #/Pop: 339/66,500
APR 17.0

Revenue Rank : 314
Income Rank : 144

Diaries: 277
FM Share: 47.13%

12+ METRO 1/4/SHARE A/M 79

1. KDCE	13/14.1	5.3
2. KTRC	11/12.0	7.9
KVSF	11/12.0	13.2
4. KFMG-F	7/ 7.6	3.9
KKJY-F	7/ 7.6	6.6
KRST-F	7/ 7.6	14.5
KZZX-F	7/ 7.6	7.9

12+ TSA 1/4/CUME

1. KDCE	25
2. KVSF	12
3. KTRC	11
KAFE	11
5. KZZX-F	10
6. KFMG-F	9
KKJY-F	9

OTHER STATIONS - See Albuquerque
KAFE, 810, 5 KW (DAYS), COUNTRY
CBS, \$6.50 (Hix)
KTRC, 1400, 1 KW/250 W, AC
ABC-I, \$6.00 (Lotus)
KVSF, 1260, 5 KW/1 KW, ROCK
MBS, \$12.00 (PRO)
KDCE, 970, 1 KW (DAYS), SPANISH
MBS, \$9.00 (Miller) (ESPANOLA)

ANN ARBOR, MI

Market #/Pop: 146/262,400
APR 13.6

Revenue Rank: 218
Income Rank : 367

Diaries: 330
FM Share: 56.97%

12+ METRO 1/4/SHARE

1. WJR	63/21.6
2. WRIF-F	27/ 9.3
3. WMJC-F	23/ 7.9
4. WWWW-F	13/ 4.5
5. WCZY-F	11/ 3.8
6. WIQB-F	10/ 3.4
CKLW	10/ 3.4
WJR-F	10/ 3.4
9. WNIC-F	9/ 3.1
WNRS	9/ 3.1

12+ METRO CUME

1. WJR	706
2. WRIF-F	480
3. WMJC-F	348
4. CKLW	345
5. WNIC-F	286
6. WABX-F	271
7. WAAM	269
8. WWJ	226
9. WIQB-F	223
10. WJR-F	209

METRO AND TSA ARE THE SAME

OTHER STATIONS - See Detroit

WIQB-F, 102.9, 10 KW @ 174, ROCK (TM)
ABC-F, \$17.50 (Torbet) Ernie Winn
WNRS, 1290, 500 W (DAYS,DA), COUNTRY
MBS, \$17.50 (Torbet) Ernie Winn
WAAM, 1600, 5 KW (DA-2), MOR
ABC-E, \$13.43 (Buckley)

CHEYENNE, WY

Market #/Pop: 342/65,700
APR 12.7

Revenue Rank : 319
Income Rank : 323

Diaries: 362
FM Share: 35.48%

12+ METRO	1/4/SHARE	A/M 79	A/M 78
1. KFBC	15/20.8	18.8	19.0
2. KFBQ-F	11/15.3	20.0	----
3. KLEN-F	9/12.5	16.3	19.0
	KIMN	9/12.5	17.5
5. KRAE	6/ 8.3	7.5	6.3
	KUUY	6/ 8.3	11.1

12+ METRO	CUME
1. KFBC	200
2. KIMN	171
3. KFBQ-F	150
4. KRAE	120
5. KLEN-F	105
6. KUUY	95

METRO AND TSA ARE THE SAME

KFBC, 1240, 1 KW/250 W , MOR
KRAE, 1480, 1 KW (DAYS) , MOR
KUUY, 1530, 10 KW/1 KW (DA-2), COUNTRY
KFBQ-F, 107.9, 100 KW @ 580, AOR
KLEN-F, 100.7, 100 KW @ 490, BTFL MUS

ABC-I, \$9.65 (Eastman)
, \$6.00 (PRO)
MBS, \$9.75 (Masla)
ABC-F, \$9.65 (Eastman)
MBS, \$9.25 (Masla)

KIMN - See Denver

TRENTON

Market #/Pop: 115/319,200
APR 16.9

Revenue Rank : 165
Income Rank : 174

Diaries: 395
FM Share: 55.22%

12+ METRO	1/4/SHARE	A/M 79
1. WWSH-F	51/11.2	10.7
2. WHWH	37/ 8.1	12.3
3. WPST-F	34/ 7.5	10.2
4. WOR	28/ 6.2	4.3
5. WMMR-F	27/ 5.9	10.2
6. WABC	22/ 4.8	----
7. WCAU	20/ 4.4	6.8
8. WTRT-F+	19/ 4.2	---
9. WTTM	16/ 3.5	4.3
	WDAS-F	16/ 3.5

12+ CUME
1. WHWH 573
2. WPST-F 512
3. WWSH-F 509
4. WMMR-F 429
5. WOR 400
6. WABC 370
7. WTRT-F+ 344
8. WCAU 332
9. WNBC 303
10. WFIL 297

METRO AND TSA ARE THE SAME

OTHER STATIONS - See New York & Philad

WHWH, 1350, 5 KW (DA-2), MOR
ABC-E, \$21.95 (Masla) Nassau
WPST-F, 97.5, 50 KW @ 450, ROCK
, \$37.75 (Masla) Nassau
WTRT-F+, 101.5, 50 KW @ 200, CONTEMP (?
, \$20.00 (-----)
WTTM, 920, 1 KW (DA-1), CONTEMP
ABC-C, MBS, \$14.25 (Mc-Guild)
Great Scott

MORRISTOWN, NJ

Market #/Pop: ---/397,600
APR 16.4

Revenue Rank: NA
Income Rank : NA

Diaries: 346
FM Share: 47.17%

12+ METRO	1/4/SHARE	12+ CUME
1. WOR	51/9.4	1. WABC 961
2. WMTR	49/9.0	2. WOR 769
3. WABC	44/8.1	3. WNBC 711
4. WPLJ-F	42/7.7	4. WMTR 560
5. WNEW-F	25/4.6	5. WPLJ-F 526

METRO AND TSA ARE THE SAME

OTHER STATIONS - See New York

WMTR, 1250, 5 KW (DAYS, DA), MOR
, \$40.00 (Groskin)

KILLEEN-TEMPLE, TX

Market #/Pop: 162/235,500
APR 15.3

Revenue Rank: 188
Income Rank : 112

Diaries: 375
FM Share: 66.40%

12+ METRO	1/4/SHARE	A/M 79	A/M 78
1. KIXS-F	65/24.5	23.5	23.4
2. KTON-F+	48/18.1	22.7	15.7
3. KOOV-F	41/15.5	6.8	14.2
4. WBAP	21/ 7.9	8.5	5.5
5. KTEM	18/ 6.8	7.8	9.5
6. KIIZ	14/ 3.5	11.4	5.8
7. KLTD-F	13/ 4.9	---	----
8. KPLE-F	8/ 3.0	1.1	3.3

12+ TSA	1/4/CUME
1. KIXS-F	67/762
2. KTON-F+	48/546
3. KOOV-F	43/401
4. WBAP	22/388
5. KTEM	18/379
6. KIIZ	14/162
7. KLTD-F	13/173
8. KPLE-F	8/112

KIIZ, 1050, 250 W (DAYS), CONTEMP
 KTEM, 1400, 1 KW/250 W , AC
 KIXS-F, 93.3, 100 KW @ 520, ROCK
 KOOV-F, 103.1, 3 KW @ 320, COUNTRY
 KPLE-F, 104.9, 2.9 KW @ 345, BTFL MUS
 KTON-F+, 106.3, 950 W @ 400 , COUNTRY
 KLTD-F, 99.3, 3 KW @ 180, ? ? ?

MBS, \$ 8.20 (Riley) (KILLEEN)
 , \$11.00 (Selcom) Formby (TEMPLE)
 MBS, \$14.35 (Riley) (KILLEEN)
 ABC-E, \$ 6.00 (Milam) (COPPERAS COVE)
 , \$ 7.50 (Selcom) Formby (TEMPLE)
 ABC-I, \$13.55 (----) Sigmor (BELTON)
 , \$ 3.50 (Riley) (LAMPASAS)

WBAP - See Dallas

SALEM, OR

Market #/Pop: 157/230,000
APR 12.5

Revenue Rank : 258
Income Rank : 337

Diaries: 283
FM Share: 41.06%

12+ METRO	1/4/SHARE	A/M 79	
1. KGW	24/9.9	7.4	
2. KUPL-F	21/8.6	9.2	
3. KGAY	18/7.4	7.8	
	KXL-F	18/7.4	5.0
5. KCCS	17/7.0	2.5	
6. KSKD-F	16/6.6	8.2	
	KYTE	16/6.6	2.1

12+ METRO	CUME
1. KGW	437
2. KSKD-F	398
3. KEX	313
4. KXL	244
5. KUPL-F	237
6. KXL-F	223
7. KGON-F	218

METRO AND TSA ARE THE SAME
 OTHER STATIONS - See Portland
 KCCS, 1220, 1 KW (DAYS), RELIGION
 , \$7.75 (Gillis)
 KGAY, 1430, 5 KW (DAYS), COUNTRY
 ABC-E, \$10.38 (PRO)
 KSKD-F, 105.1, 100 KW @ 785, ROCK
 , \$13.00 (Howard)

FREDERICK, MD

Market #/Pop: 254/113,300
APR 14.9

Revenue Rank: ---
Income Rank : ---

Diaries: 337
FM Share: 61.54%

12+ METRO	1/4/SHARE	A/M 79	
1. WFMD	26/19.5	16.7	
2. WFRE-F	19/14.3	14.6	
3. WZYQ-F+	18/13.6	15.3	
4. WRQX-F	10/ 7.5	---	
5. WTHU	5/ 3.8	2.1	
	WPOC-F	5/ 3.8	5.6
	WWDC-F	5/ 3.8	.7

12+ METRO	CUME
1. WFMD	403
2. WZYQ-F+	278
3. WFRE-F	210
4. WRQX-F	174
5. WPOC-F	91
6. WPGC-F+	84
7. WTHU	72

METRO AND TSA ARE THE SAME
 OTHER STATIONS - See Balt & Wash, DC
 WFMD, 930, 5 KW/1 KW (DA-2), MOR
 CBS, \$19.00 (Sav-Gates) Gibbon
 WFRE-F, 99.9, 9 KW @ 1123, BTFL (Kala
 , \$14.00 (Sav-Gates) Gibbons
 WZYQ-F+, 103.9, 270 W @ 912, ROCK
 ABC-C, \$25.31 (-----)
 WTHU, 1450, 500 W/100 W, COUNTRY
 ABC-I, \$5.50 (-----)

PITTSFIELD, MA

Market #/Pop: ---/143,700
APR 15.6

Revenue Rank : 291
Income Rank : 266

Diaries: 287
FM Share: 46.50%

12+ METRO 1/4/SHARE A/M 79

1. WMNB	20.10.9	14.1
2. WMNB-F	18/ 9.8	3.5
3. WBEC	16/ 8.7	18.6
4. WBRK	14/ 7.6	17.1
WGNA-F	14/ 7.6	1.0
6. WUPE-F	11/ 6.0	12.1
7. WSBS	9/ 4.9	3.0
WUHN	9/ 4.9	4.0
WFLY-F	9/ 4.9	2.5
WPTR	9/ 4.9	1.5

12+ CUME

1. WBEC	321
2. WMNB	299
3. WBRK	276
4. WUPE-F	239
5. WPTR	179
6. WMNB-F	169
7. WFLY-F	151
8. WUHN	130
9. WWSH-F	124
10. WBRK-F	100

WMNB, 1230, 1 KW/250 W, MOR
WMNB-F, 100.1, 3 KW @ 480, BTFL MUS
WBEC, 1420, 1 KW (DA-N), AC
WBRK, 1340, 1 KW/250 W, MOR
WUPE-F, 95.9, 710 W @ 560, ROCK
WSBS, 860, 250 W (DAYS), MOR
WUHN, 1110, 1 KW (DAYS), BIG BAND

NBC, \$ 8.25 (Kirby)
, \$ 8.25 (Kirby)
ABC-C, \$12.80 (Ket-Carter)
CBS, \$12.85 (Market 4)
, \$15.10 (Schutz)
NBC, \$ 8.25 (Kirby)
ABC-I, \$15.10 (Schutz)

OTHER STATIONS - See Albany-Schenectady-Troy
METRO AND TSA ARE THE SAME

BELLINGHAM, WA

Market #/Pop: 278/98,600
APR 14.0

Revenue Rank # 232
Income Rank # 274

Diaries: 187
FM Share: 10.4%

12+ METRO 1/4/SHARE A/M 79

1. KGMI	28/25.0	26.1
2. KBFW	12/10.7	15.2
3. KPUG	9/ 8.0	10.9
4. CHQM-F	4/ 3.6	---
5. KING	3/ 2.7	4.3
KOQT	3/ 2.7	

12+ CUME

1. KGMI	321
2. KPUG	249
3. KING	88
4. KBFW	79
5. KNWR-F	61
6. KARI	60

Metro and TSA are the same
KING - See Seattle

KGMI, 790, 5 KW/1 KW (DA-N), MOR
KBFW, 930, 1 KW (DAYS), COUNTRY
KOQT, 1550, 1 KW (DAYS), RELIGION
KPUG, 1170, 10 KW/5 KW (DA-N), ROCK
CHQM-F, 103.5, 100 KW @ ? ?, BTFL MUS
KNWR-F, 104.3, 60 KW @ 2310, ROCK

ABC-I, \$14.00 (Market 4)
, \$ 9.00 (Roslin) Sterling
, \$ 5.00 (-----)
MBS, \$11.75 (Masla)
, \$? ? (Weed/Walton)
MBS, \$ 8.50 (Masla)

AUGUSTA-WATERVILLE, ME

Market #/Pop: ---/104,600
APR 16.7

Revenue Rank # NA
Income Rank # NA

Diaries: 265
FM Share: 69.92%

12+ METRO 1/4/SHARE A/M 79

1. WABK-F+	38/25.8	24.0
2. WIGY-F	22/15.0	13.6
3. WBLM-F	14/ 9.5	8.0
4. WTVL+	13/ 8.8	6.4
5. WGAN-F	9/ 6.1	8.8

12+ METRO CUME

1. WABK-F+	430
2. WIGY-F	275
3. WFAU-F+	203
4. WBLM-F	172
5. WGAN-F	142

Metro and TSA are the same
Other Stations - See Portland

WABK-F+, 104.3, 15 KW @ 340, CONTEMP
WTVL+, 1490, 1 KW/250 W, MOR
WFAU-F+, 101.3, 4.8 KW @ 315, COUNTRY

ABC-I, \$13.00 (PRO) **6-242**
ABC-E, \$ 8.75 (-----)
CBS, \$ 7.70 (-----)

ODESSA-MIDLAND

Market #/Pop: 319/76,000 (Midland)
256/111,100 (Odessa)

Revenue Rank: 250 (Midland)
231 (Odessa)
Income Rank: 190 (Midland)
201 (Odessa)

Diaries: 263
FM Share: 39.5

APR 15.5

12+ METRO 1/4/SHARE A/M 79 A/M 78

1. KRIG	33/14.2	25.0	20.3
2. KYXX	28/12.1	19.6	11.4
3. KBAT-F	21/ 9.1	7.1	7.3
4. KOZA	20/ 8.6	7.1	14.6
5. KUFO-F	19/ 8.2	---	---
KWMJ-F	19/ 8.2	3.6	4.1
7. KCRS	16/ 6.9	3.6	2.4
8. KJBC	15/ 6.5	---	----

12+ TSA 1/4/CUME

1. KRIG	35/519
KYXX	35/420
3. KCRS	33/561
4. KBAT-F	32/409
5. KWMJ-F	27/274
6. KJBC	24/274
7. KOZA	23/343
8. KUFO-F	19/237

KCRS, 550, 5 KW/1 KW (DA-2), AC
KJBC, 1150, 1 KW (DAYS), COUNTRY
KOZA, 1230, 1 KW/250 W, CONTEMP
KRIG, 1410, 1 KW (DA-N), ROCK
KYXX, 920, 1 KW/500 W, COUNTRY
KBAT-F, 93.3, 100 KW @ 500, COUNTRY
KUFO-F, 97.9, 34 KW @ 100, ROCK
KWMJ-F, 103.3, 100 KW @ 923, BTFL MUS

, \$15.75 (Mc-Guild) Wendell Mayes
, \$ 6.00 (-----)
, \$14.00 (HR/Stone)
, \$18.00 (Sav-Gates)
, \$ 8.75 (Selcom)
, \$ 9.30 (Milam)
ABC-C, \$10.00 (Masla)
, \$15.75 (Mc-Guild) Wendell Mayes

TYLER, TX

Market #/Pop: ---/111,300
APR 13.5

Revenue Rank : 224
Income Rank : 232

Diaries: 310
FM Share: 37.38%

12+ METRO 1/4/SHARE

1. KTBB	25/19.7
2. KNUE-F	17/13.4
3. KROZ-F	15/11.8
KZEY	15/11.8
5. KDOK	11/ 8.7

12+ TSA 1/4/CUME

1. KNUE-F	42/496
2. KZEY	26/294
KTBB	26/441
4. KTYL-F	25/312
5. KROZ-F	16/203

KNUE-F, 101.5, 100 KW @ 402, BTFL
KROZ-F, 92.1, 3 KW @ 280, ? ? ?
KTYL-F, 93.1, 100 KW @ 378, ROCK

KDOK, 1490, 1 KW/250 W, ROCK
MBS, \$14.00 (Miller)
KTBB, 600, 1 KW (DA-N), MOR
ABC-I, \$12.00 (Selcom) Formby
KZEY, 690, 1 KW (DAYS), BLACK
, \$11.00 (-----) Gibson
, \$.00 (Miller)
, \$13.00 (-----) Gibson
, \$10.00 (HR/Stone)

MONROE, LA

Market #/Pop: 226/131,600
APR 13.8

Revenue Rank: 199
Income Rank: 133

Diaries: 326
FM Share: 72.93%

12+ METRO 1/4/SHARE

1. KYEA-F	33/22.4
KNOE-F	33/22.4
3. KWEZ-F	21/14.3
4. KNOE	15/10.2
5. KLIC	14/ 9.5

12+ TSA 1/4/CUME

1. KNOE-F	68/805
2. KYEA-F	38/303
3. KNOE	28/565
4. KWEZ-F	21/227
5. KTRY	19/200

KLIC, 1230, 1 KW/250 W, COUNTRY
KNOE, 540, 5 KW/1 KW (DA-N), COUNTRY
KNOE-F, 101.9, 100 KW @ 1650, ROCK
KWEZ-F, 104.1, 18 KW @ 216, BTFL MUS
KYEA-F, 98.3, 1 KW @ 647, BLACK
KTRY-F, 94.3, 3 KW @ 410, BLACK

MBS, \$11.00 (PRO)
ABC-E, \$22.00 (Mc-Guild) Noe
ABC-I, \$22.00 (Mc-Guild) Noe
, \$10.00 (Southern)
, \$12.00 (PRO)
NBN, \$ 7.90 (Lazar)

WILLIAMSPORT, PA

Market #/Pop: 253/113,700
APR 14.1

Revenue Rank: 220
Income Rank: 215

FM Share: 54.63%
Diaries: 337

12+ METRO 1/4/SHARE

12+ TSA 1/4/CUME

- 1. WILQ-F 30/22.7
- 2. WWPA 19/14.4
- 3. WMPT+ 17/12.9
- 4. WKSJ-F 16/12.1
- 5. WRAC 12/ 9.1

- 1. WILQ-F 74/780
- 2. WQKX-F 36/475
- 3. WKSJ-F 29/385
- 4. WMPT+ 19/349
- WWPA 19/276

WWPA, 1340, 1 KW/250 W, MOR
 WMPT+, 1450, 1 KW/250 W, CONTEMP
 WRAC, 1400, 1 KW/250 W, MOR
 WILQ-F, 105.1, 3.8 KW @ 1300, ? ?
 WKSJ-F, 102.7, 53 KW @ 1300, CONTEMP

CBS, \$10.00 (Devney)
 , \$ 8.00 (Market 4)
 NBC, \$12.00 (Buckley)
 , \$18.00 (PRO)
 , \$12.00 (Buckley)

WQKX-F - See Harrisburg-Lancaster-York

OWENSBORO, KY

Market #/Pop: 308/82,100
APR 13.5

Revenue Rank : NA
Income Rank : NA

FM Share: 45.12%
Diaries: 292

12+ METRO 1/4/SHARE A/M 79

12+ TSA 1/4/CUME

- 1. WVJS 29/31.9 32.4
- 2. WBKR-F 20/22.0 13.9
- 3. WOMI 14/15.4 27.8
- 4. WSTO-F 9/ 9.9 12.0
- 5. WKDQ-F 7/ 7.7 6.5
- 6. WGBF 2/ 2.2 1.9
- 7. WIKY-F 1/ 1.1 ---

- 1. WBKR-F 62/697
- 2. WVJS 39/589
- 3. WSTO-F 29/381
- 4. WKDQ-F 27/521
- 5. WGBF 23/440
- 6. WIKY-F 19/243
- 7. WOMI 16/360

For other stations - see
Evansville

WBKR-F, 92.5, 77 KW @ 427, COUNTRY
 WSTO-F, 96.1, 100 KW @ 370, BTFL MUS
 WVJS, 1420, 5 KW/1 KW (DA-2), AC
 WOMI, 1490, 1 KW/250 W, ROCK

NBC, \$15.79 (PRO)
 ABC-F, \$14.62 (Masla)
 ABC-C, \$13.00 (Masla)
 , \$14.35 (PRO)

BOSEMAN, MT

Market #/Pop: ---/40,100
APR 11.0

Revenue Rank: 272
Income Rank: 217

Diaries: 382
FM Share: 11.76%

12+ METRO 1/4/SHARE A/M 79

12+ TSA 1/4/CUME

- 1. KBOZ 16/40.0 43.8
- 2. KXXL 8/20.0 18.8
- 3. KBMN 5/12.5 14.6
- 4. KGVW-F 2/ 5.0 10.4
- KQUY-F 2/ 5.0 ----

- 1. KBOZ 18/274
- 2. KXXL 8/140
- 3. KBMN 5/ 96
- 4. KGVW-F 2/ 42
- KQUY-F 2/ 69

KBOZ, 1090, 5 KW (DA-N), ROCK
 KBMN, 1230, 1 KW/250 W, AC/MOR
 KXXL, 1450, 1 KW/250 W, COUNTRY
 KGVW-F, 96.7, 2.9 KW @ 195, BTFL MUS
 KQUY-F, NO INFO AVAILABLE

NBC, \$11.00 (McGuire)
 ABC-E, \$ 6.00 (Eastman)
 , \$ 5.75 (PRO)
 , \$ 4.00 (Market 4) (BELGRADE)

SIoux CITY, IA

Market #/Pop: 246/121,100
APR 16.4

Revenue Rank # 194
Income Rank # 179

Diaries: 343
FM Share: 48.98%

12+ METRO 1/4/SHARE A/M 79

1. KSEZ-F	41/25.0	20.8
2. KSCJ	37/22.6	15.7
3. KBCM-F	16/ 9.8	16.3
4. KMNS	15/ 9.1	8.4
5. KZZL-F	14/ 8.5	7.9
6. KWSL	12/ 7.3	12.9

12+ TSA 1/4/CUME

1. KSEZ-F	59/697
2. KSCJ	43/465
3. KBCM-F	34/474
4. KZZL-F	22/319
5. KMNS	20/529
6. WOW	19/554

WOW - See Omaha

KMNS, 620, 1 KW (DA-2), CONTEMP
KSCJ, 1360, 5 KW (DA-N), MOR
KWSL, 1470, 5 KW (DA-2), AC
KBCM-F, 95.5, 100 KW @ 898, COUNTRY
KSEZ-F, 97.9, 62 KW @ 280, ROCK
KZZL-F, 99.5, 100 KW @ 794, BTFL MUS

MBS, \$15.00 (Mc-Guild) Sentry
ABC-I, \$13.00 (HR/Stone)
NBC, \$16.00 (Torbet)
, \$14.50 (PRO)
ABC-F, \$15.00 (Mc-Guild) Sentry
, \$14.00 (Market 4)

SPRINGFIELD, ILL

Market #/Pop: 174/186,600
APR 17.0

Revenue Rank: 125
Income Rank: 70

FM Share: 44.81%
Diaries: 320

12+ METRO 1/4/SHARE A/M 79 A/M 78

1. WTAX	49/18.5	17.4	23.0
2. WDBR-F	47/17.7	16.2	15.6
3. WMAY	37/14.0	12.6	10.8
4. WFMB-F	31/11.7	----	10.4
5. WCVS	26/ 9.8	12.3	11.9
6. WVEM-F	16/ 6.0	8.3	11.2
7. KMOX	15/ 5.7	3.6	3.0

12+ TSA 1/4/CUME

1. WDBR-F	58/755
2. WTAX	52/668
3. WMAY	44/533
4. WFMB-F	35/415
5. WCVS	29/711
6. KMOX	25/389
7. WVEM-F	18/263

KMOX - See St. Louis

WCVS, 1450, 1 KW/250 W, AC
WMAY, 970, 1 KW/500 W (DA-2), COUNTRY
WTAX, 1240, 1 KW/250 W, MOR
WDBR-F, 103.7, 19.5 KW @ 318, CONTEMP
WFMB-F, 104.5, 20 KW @ 250, COUNTRY
WVEM-F, 101.9, 50 KW @ 300, BTFL (?)

ABC-C, \$22.35 (Mc-Guild) Eastern
NBC, \$18.25 (HR/Stone) Midwest Fami
CBS, \$23.85 (Eastman) Sentry
, \$23.85 (Eastman) Sentry
ABC-I, \$22.35 (Mc-Guild)
, \$14.00 (-----)

LAKE CHARLES, LA

Market #/Pop: 199/159,500
APR 14.2

Revenue Rank: 196
Income Rank: 335

Diaries: 419
FM Share: 58.90%

12+ METRO 1/4/SHARE

1. KTQQ-F	32/17.8
2. KLCL	25/13.9
3. KLOU	22/12.2
4. KHYS-F	18/10.0
5. KLCL-F	15/ 8.3
6. KSNS-F	12/ 6.7

12+ TSA 1/4/CUME

1. KTQQ-F	35/322
2. KLCL	30/412
3. KSNS-F	27/454
4. KHYS-F	25/328
5. KLOU	24/535
6. KLVI	22/437

KLVI, KHYS-F - See Beaumont

KLCL, 1470, 5 KW (DA-N), COUNTRY
KLOU, 1580, 1 KW (DA-N), ROCK
KTQQ-F, 100.9, 3 KW @ 300, COUNTRY
KLCL-F, 99.5, 34.6 KW @ 400, BTFL MUS
KSNS-F, 96.1, 100 KW @ 427, ROCK

NBC, \$ 9.50 (Torbet) Perry
, \$10.25 (PRO)
ABC-E, \$ 7.20 (-----)
, \$ 9.50 (Torbet) Perry
ABC-F, \$10.10 (Sav-Gates)

FT MYERS-CAPE CORAL, FL

Market #/Pop: 168/200,500
 APR 14.4

Revenue Rank: 178
 Income Rank : 306

Diaries: 271

12+ METRO 1/4/SHARE A/M 79

1. WCVU-F	66/26.8	31.8
2. WINK-F	39/15.9	6.1
3. WRCC-F	28/11.4	7.7
4. WHEW-F	26/10.6	6.9
5. WINK	24/ 9.8	7.3
6. WLEQ-F	16/ 6.5	5.4

12+ TSA 1/4/CUME

1. WCVU-F	94/915
2. WINK-F	46/624
3. WHEW-F	31/380
4. WRCC-F	30/427
5. WLEQ-F	28/367
6. WINK	26/374

WINK, 1240, 1 KW/250 W, MOR
 WCVU-F, 94.5, 100 KW @ 689, BTFL MUS
 WINK-F, 96.9, 44 KW @ 300, ROCK
 WRCC-F, 103.9, 3 KW @ 300, VARIETY
 WHEW-F, 101.9, 71 KW @ 207, COUNTRY
 WLEQ-F, 95.9, 3 KW @ 310, CONTEMP

CBS, \$15.50 (PRO)
 , \$30.00 (Blair) Palmer (NAPLES)
 , \$32.00 (PRO)
 , \$14.21 (Bolton)
 , \$13.25 (-----)
 ABC-C, \$25.00 (Selcom)

FAYETTESVILLE-SPRINGDALE, ARK

Market #/Pop: 191/166,500
 APR 13.1

Revenue Rank: 172
 Income Rank: 124

Diaries: 390
 FM Share: 56.13%

12+ METRO 1/4/SHARE A/M 79

1. KMCK-F	32/18.0	3.7
2. KFAY	23/12.9	18.7
KCIZ-F	23/12.9	16.8
4. KKEG-F	21/11.8	18.7
5. KBRS	13/ 7.3	3.3
6. KHOG	11/ 6.2	1.9

12+ METRO CUME

1. KMCK-F	435
2. KCIZ-F	379
3. KKEG-F	295
4. KBRS	280
5. KFAY	226
6. KHOG	178

Metro and TSA are the same

KBRS, 1340, 1 KW/250 W, CONTEMP
 KHOG, 1440, 1 KW (DAYS), AC
 KFAY, 1250, 1 KW (DAYS), COUNTRY
 KMCK-F, 105.7, 100 KW @ 415, ROCK
 KCIZ-F, 104.9, 3 KW @ 130, ROCK
 KKEG-F, 92.1, 3 KW @ 190, ROCK

ABC-I, \$ 6.00 (PRO)
 , \$10.00 (Devney)
 , \$10.00 (Sav-Gates)
 , \$16.00 (-----)
 , \$ 6.00 (-----)
 ABC-F, \$10.00 (Sav-Gates)

ABILENE, TX

Market #/Pop: 221/134,200
 APR 15.2

Revenue Rank : NA
 Income Rank: NA

Diaries: 372
 FM Share: 41.38%

12+ METRO 1/4/SHARE A/M 79

1. KEAN-F	35/21.0	11.9
2. KBER	21/12.6	2.8
3. KEAN	20/12.0	4.9
4. KRBC	17/10.2	20.3
5. KFMN-F	15/ 9.0	9.8
6. KWKC	11/ 6.6	22.4

12+ TSA 1/4/CUME

1. KEAN-F	36/451
2. KRBC	24/588
3. KBER	23/186
4. KEAN	22/249
5. KORQ-F	18/307
6. KFMN-F	17/283

KBER, 1560, 500 W (DAYS), MOR
 KEAN, 1280, 500 W (DAYS), COUNTRY
 KRBC, 1470, 5 KW/1 KW (DA-N), AC
 KWKC, 1340, 1 KW/250 W, COUNTRY
 KFMN-F, 107.9, 100 KW @ 365, ROCK
 KEAN-F, 105.1, 100 KW @ 808, COUNTRY
 KORQ-F, 100.7, 100 KW @ 1275, ROCK

, \$ 8.00 (Milam)
 MBS, \$13.75 (Riley)
 ABC-C, \$20.50 (Mc-Guild)
 NBC, \$ 9.00 (Torbet) Frontier
 ABC-F, \$ 9.00 (Buckley)
 MBS, \$13.75 (Riley)
 Source, \$ 8.00 (Torbet)

DOTHAN, AL

Market #/Pop: 323/73,800
APR 11.0

Revenue Rank: 287
Income Rank : 243

Diaries: 410
FM Share: 70.97

12+ METRO 1/4/SHARE A/M 79

- 1. WOOF-F 15/23.1 21.1
- 2. WTVY-F 12/18.5 15.8
- 3. WLHQ-F 8/12.3 1.1
- 4. WAGF 7/10.8 9.5
- 5. WOOF 6/ 9.2 10.5

WAGF, 1320, 1 KW (DA-N), COUNTRY
 WOOF, 560, 5 KW (DAYS), ROCK
 WOOF-F, 99.7, 100 KW @ 342, BTFL MUS
 WTVY-F, 95.5, 100 KW @ 1078, COUNTRY
 WLHQ-F, 96.9, 100 KW @ ? ?, ? ?
 WKMX-F, 106.7, 100 KW @ 432, CONTEMP
 WPFM-F See Panama City CRMR

12+ TSA 1/4/CUME

- 1. WKMX-F 55/724
- 2. WLHQ-F 49/503
- 3. WTVY-F 44/582
- 4. WPFM-F 29/338
- 5. WOOF-F 26/329

, \$ 5.90 (-----)
 MBS, \$ 6.00 (Sav-Gates)
 MBS, \$ 5.75 (Sav-Gates)
 CBS, \$ 8.60 (PRO)
 ? ? ? ?
 , \$10.12 (Beaver)

YUMA, AZ

Market #/Pop: 321/75,300
APR 15.2

Revenue Rank: 321
Income Rank: 275

Diaries: 300
FM Share: 53.73%

12+ METRO 1/4/SHARE

- 1. KTTI-F 20/22.2
- 2. KVOY 17/18.9
- 3. KJOK-F 14/15.6
- 4. KBLU 11/12.2

KVOY, 1400, 1 KW/250 W, MOR
 KBLU, 560, 1 KW (DA-N), CONTEMP/AC
 KTTI-F, 95.1, 25 KW @ 76, BTFL MUS
 KJOK-F, 93.1, 30 KW @ 74, CONTEMP

12+ METRO CUME

- 1. KBLU 240
- 2. KVOY 200
- 3. KJOK-F 188
- 4. KTTI-F 143

METRO AND TSA ARE THE SAME

ABC-I, \$ 9.00 (PRO)
 NBC, \$ 8.00 (Torbet)
 CBS, \$10.50 (Buckley)
 , \$ 9.00 (PRO)

EUREKA, GA

Market #/Pop: 260/108,900
APR 15.4

Revenue Rank: NA
Income Rank: NA

Diaries: 216
FM Share: 45.31%

12+ METRO 1/4/SHARE A/M 79

- 1. KFMI-F 37/26.2 29.0
- 2. KRED 28/19.9 25.2
- 3. KATA 20/14.2 6.1
- 4. KXGO-F 13/ 9.2 7.6

KRED, 1480, 5 KW/1 KW, COUNTRY
 KATA, 1340, 1 KW/250 W, CONTEMP
 KFMI-F, 96.3, 30 KW @ 2830, CONTEMP
 KXGO-F, 93.5, 250 W @ 1050, BTFL MUS

12+ TSA 1/4/CUME

- 1. KFMI-F 38/380
- 2. KRED 29/335
- 3. KATA 20/286
- 4. KXGO-F 13/122

, \$ 7.50 (Masla)
 , \$ 7.80 (PRO)
 , \$10.25 (P/W)
 , \$ 7.00 (Walton)

B-247

ALBANY, GA

Market #/Pop: 266/106,300
APR 12.4

Revenue Rank: 221
Income Rank: 211

Diaries: 346
FM Share: 67.92%

12+ METRO 1/4/SHARE

- 1. WJIZ-F 43/41.0
- 2. WWCW-F 14/13.3
- 3. WJAZ 12/11.4
- 4. WALG 10/ 9.5

12+ TSA 1/4/CUME

- 1. WJIZ-F 56/429
- 2. WWCW-F 24/285
- 3. WJAZ 16/218
- 4. WJAD-F 14/205

WALG, 1590, 5 KW/1 KW (DA-2), CONTEMP
WJAZ, 960, 5 KW (DAYS,DA), COUNTRY
WWCW-F, 101.7, 3 KW @ 300, COUNTRY
WJIZ-F, 96.3, 100 KW @ 470, BLACK

ABC-C, \$16.00 (Masla)
, \$ 9.00 (-----)
ABC-I, \$16.00 (Masla)
SBN, \$ 8.00 (-----)

Rivers

DUBUQUE, IOWA

Market #/Pop: 288/93,300
APR 16.9

Revenue Rank: NA
Income Rank: NA

FM Share: 32.52%
Diaries: 475

12+ METRO 1/4/SHARE

- 1. KDTH 42/31.3
- 2. WDBQ 33/24.6
- 3. KFMD-F 27/20.1
- 4. KIWI-F 12/ 9.0

12+ TSA 1/4/CUME

- 1. KFMD-F 60/657
- 2. KDTH 55/620
- 3. WDBQ 34/474
- 4. WMT 27/318

WMT - See Cedar Rapids

KDTH, 1370, 5 KW (DA-N), MOR
WDBQ, 1490, 1 KW/250 W, ROCK
KFMD-F, 92.9, 76 KW @ 450, ROCK
KIWI-F, 105.3, 50 KW @ 340, BTFL MUS

, \$17.81 (PRO) Telegraph-Herald
ABC-C, \$15.44 (Buckley) Communica Properties
, \$10.75 (PRO) Telegraph-Herald
, \$ 9.35 (Buckley) Communica Properties

TWIN FALLS, ID

Market #/Pop: ---/48,700
APR 10.9

Revenue Rank: 230
Income Rank: 245

FM Share: 44.19%
Diaries: 433

12+ METRO 1/4/SHARE A/M 79

- 1. KLIX 19/42.2 29.2
- 2. KMTW-F 9/20.0 21.5
- 3. KFMA-F 6/13.3 10.8
- 4. KTLC 4/ 8.9 10.8
- KEZJ-F 4/ 8.9 10.8

12+ TSA 1/4/CUME

- 1. KLIX 26/304
- 2. KMTW-F 17/193
- 3. KEZJ-F 8/ 90
- KFMA-F 8/146
- 5. KTLC 6/117

KLIX, 1310, 5 KW/1 KW (DA-N), COUNTRY
KTLC, 1270, 5 KW/1 KW, COUNTRY
KMTW-F, 96.5, 100 KW @ 130, CONTEMP
KFMA-F, 102.9, 100 KW @ 760, BTFL (?)
KEZJ-F, 95.7, 50 KW @ 680, COUNTRY

ABC-I, \$15.00 (Eastman)
NBC, \$ 6.00 (Sand-Glenn) Greentree
MBS, \$ 5.00 (Sav-Gates)
, \$ 3.30 (-----) (JEROME)
, \$10.50 (Malsa) Capps

BANGOR, MEMarket #/Pop: 211/140,300
APR 15.5Revenue Rank: 241
Income Rank: 187Diaries: 317
FM Share: 67.28%12+ METRO 1/4/SHARE A/M 79

1. WBGW-F	41/22.5	16.9
2. WLBZ	30/16.5	23.7
3. WGUY-F+	26/14.3	10.2
4. WPBC-F	23/12.6	9.0
5. WABI	15/ 8.2	16.9

WABI, 910, 5 KW (DA-N), CONTEMP
 WLBZ, 620, 5 KW (DA-N), ROCK
 WBGW-F, 97.1, 5 KW @ 1228, COUNTRY
 WGUY-F+, 100.9, 1 KW @ 484, ROCK
 WPBC-F, 92.9, 15 KW @ 781, BTFL MUS
 WTOS-F, 105.1, 25 KW @ 4300, ROCK

12+ TSA 1/4/CUME

1. WBGW-F	80/656
2. WLBZ	51/812
3. WPBC-F	43/348
4. WGUY-F+	35/617
5. WTOS-F	22/342

ABC-C, \$17.81 (Torbet) Hildreth
 NBC, \$16.75 (Schutz)
 ABC-E, \$17.81 (Torbet) Hildreth
 , \$10.00 (Masla)
 , \$13.00 (Groskin)
 Source, \$ 9.50 (Sav-Gates) (SKOWHEGAN)

ROCHESTER, MNMarket #/Pop: 287/94,500
APR 13.0Revenue Rank: 210
Income Rank: 252Diaries: 398
FM Share: 51.11%12+ METRO 1/4/SHARE A/M 79

1. KWEB	20/20.2	16.8
2. KROC-F	14/14.1	4.7
3. KROC	13/13.1	14.0
KNXR-F	13/13.1	6.5
5. KRCH-F	8/ 8.1	15.9

KROC, 1340, 1 KW/250 W, MOR
 KWEB, 1270, 5 KW/1 KW (DA-2), AC
 KROC-F, 106.9, 100 KW @ 1100, ROCK
 KNXR-F, 97.5, 93 KW @ 625, BTFL (?)
 KRCH-F, 101.7, 710 W @ 560, ROCK
 KAUS-F, 99.9, 100 KW @ 1000, COUNTRY

12+ TSA 1/4/CUME

1. KROC-F	42/435
2. WCCO	24/280
KWEB	24/407
4. KNXR-F	23/225
5. KAUS-F	19/209

NBC, \$12.85 (Buckley) So. Minn
 ABC-I, \$18.85 (PRO)
 Source, \$18.35 (Buckley) So. Minn
 ABC-E, \$ 8.00 (Lake)
 ABC-F, \$14.50 (PRO)
 MBS, \$ 9.50 (PRO) (AUSTIN)

BILOXI-GULFPORT, MSMarket #/Pop: 185/178,00
APR 13.3Revenue Rank: 182
Income Rank: 310Diaries: 385
FM Share: 57.79%12+ METRO 1/4/SHARE A/M 79

1. WQID-F	72/23.5	36.4
2. WVMI	38/12.4	13.1
3. WTAM-F	23/ 7.5	4.9
4. WTIK	21/ 6.8	4.9
5. WZKX-F	20/ 6.5	7.8

WVMI, 570, 5 KW/1 KW (DA-2), COUNTRY
 WQID-F, 93.7, 100 KW @ 400, ROCK
 WTAM-F, 102.3, 3 KW @ 317, BLACK
 WZKX-F, 107.1, 3 KW @ 400, ROCK

12+ TSA 1/4/CUME

1. WQID-F	73/944
2. WVMI	40/495
3. WTAM-F	23/253
4. WTIK	21/407
5. WZKX-F	20/307

WTIX - See New Orleans

ABC-E, \$13.75 (Torbet) New South
 ABC-F, \$17.50 (Torbet) New South
 NBN, \$ 8.00 (Howard) Roden
 , \$ 8.75 (Buckley)

JOPLIN, MO

Market #/Pop: 303/85,100
APR 13.0

Revenue Rank: 268
Income Rank: 132

Diaries: 306
FM Share: 40.0%

12+ METRO 1/4/SHARE A/M 79

- 1. KSYN-F 20/22.0 27.2
- 2. WMBH 13/14.3 3.7
- 3. KFSB 11/12.1 21.0
- 4. KMRJ-F+ 6/ 6.6 ----

12+ TSA 1/4/CUME

- 1. KSYN-F 50/630
- 2. KMRJ-F+ 28/336
- 3. KOAM 27/473
- 4. KWTO 16/211

KWTO - See Springfield

KOAM, 860, 10 KW/5 KW (DA-N), COUNTRY
 WMBH, 1450, 1 KW/250 W, COUNTRY
 KFSB, 1310, 5 KW/1 KW (DA-2), ROCK
 KSYN-F, 92.5, 100 KW @ 430, ROCK
 KMRJ-F+, 96.9, 100 KW @ 390, CONT/AOR

NBC, \$26.00 (Masla) Kansas Sta Net
 MBS, \$ 8.50 (Devney)
 ABC-E, \$ 8.50 (Walton)
 ABC-F, \$13.05 (Bunchez)
 CBS, \$ 7.75 (PRO) (PITTSBURGH, KAN)

MISSOULA, MT

Market #/Pop: 328/71,200
APR 16.4

Revenue Rank: 214
Income Rank: 165

FM Share: 39.19%
Diaries: 262

12+ METRO 1/4/SHARE A/M 79 A/M 78

- 1. KGRZ 17/21.0 24.1 15.2
- 2. KYLT 16/19.8 10.3 25.8
- 3. KDXT-F 13/16.0 18.4 10.6
- 4. KYSS-F 10/12.3 10.3 6.1
- 5. KGVO 8/ 9.9 12.6 13.6

12+ TSA 1/4

- 1. KDXT-F 27/303
- 2. KGRZ 19/279
- 3. KYLT 17/250
- 4. KYSS-F 16/207
- 5. KGVO 11/196

KGRZ, 1450, 1 KW/250 W, COUNTRY
 KYLT, 1340, 1 KW/250 W, ROCK
 KGVO, 1290, 5 KW (DA-N), MOR
 KYSS-F, 94.9, 30 KW @ 7600, BTFL
 KDXT-F, 93.3, 43 KW @ 2550, ROCK

NBC, \$7.50 (Tacher) Ingstad
 , \$7.75 (Hix)
 CBS, \$8.00 (Masla) Western
 ABC-I, \$8.50 (S/R)
 , \$7.00 (-----)

BISMARCK, ND

Market #/Pop: 31/80,000
APR 17.7

Revenue Rank : 167
Income Rank : 126

FM Share: 30.84%
Diaries: 345

12+ METRO 1/4/SHARE

- 1. KFYZ 34/30.6
- 2. KBMR 33/29.7
- 3. KYYY-F 26/23.4
- 4. KBOM 7/ 6.3

12+ TSA 1/4/CUME

- 1. KFYZ 90/1151
- 2. KBMR 50/377
- 3. KYYY-F 33/349
- 4. KBOM 9/153

KBOM, 1270, 1 KW/250 W, MOR
 KFYZ, 550, 5 KW (DA-N), AC
 KBMR, 1130, 10 KW (DAYS), COUNTRY
 KYYY-F, 92.9, 100 KW @ 1180, CONTEMP

CBS, \$15.00 (Masla)
 NBC, \$33.20 (Blair) Meyer
 , \$17.20 (Buckley)
 Source, \$ 7.89 (Blair) Meyer

GRAND FORKS, ND

Market #/Pop: 274/101,600
APR 15.5

Revenue Rank: 148
Income Rank: 90

FM Share: 28.21%
Diaries: 408

12+ METRO 1/4/SHARE

- 1. KKXL 27/20.5
- 2. KNOX 26/19.7
- 3. KDWZ-F 13/ 9.8
KRAD+ 13/ 9.8
- 5. KYTN-F 11/ 8.3

12+ TSA 1/4/CUME

- 1. KKXL 35/529
- KFGO 35/367
- 3. KNOX 30/423
- 4. KDWZ-F 14/186
- KROX 14/244

KFGO - See Fargo

KKXL, 1440, 1 KW/500 W, ROCK
 KNOX, 1310, 5 KW (DA-N), MOR
 KRAD+, 1590, 5 KW/1 KW (DA-2), COUNTRY
 KROX, 1260, 1 KW (DA-N), MOR
 KDWZ-F, 97.1, 100 KW @ ? , CONTEMP
 KYTN-F, 94.7, 100 KW @ 300, BTFL MUS

, \$15.25 (PRO) Ingstad
 ABC-E, \$22.75 (Torbet) Peoria Jrnl Star
 MBS, \$16.76 (Masla)
 MBS, \$ 6.75 (Cooke) (CROOKSTON)
 , ? ? (? ?) (CROOKSTON)
 , \$11.50 (Torbet) Peoria Jrnl Star

RAPID CITY, SD

Market #/Pop: 324/73,100
APR 14.9

Revenue Rank: 171
Income Rank: 114

FM Share: 26.13%
Diaries: 320

12+ METRO 1/4/SHARE A/M 79 A/M 78

- 1. KIMM 29/25.4 25.7 19.3
- 2. KOTA 23/20.2 19.5 26.1
- 3. KKLS 15/13.2 15.9 13.6
KKHJ-F 15/13.2 6.2 15.9
- 5. KGGG-F 13/11.4 8.0 9.1

12+ TSA 1/4/CUME

- 1. KIMM 42/415
- 2. KKLS 35/402
- 3. KOTA 28/350
- 4. KKHJ-F 17/222
- KGGG-F 17/223
- KBHB 17/197

KBHB, 810, 5 KW (DAYS), COUNTRY
 KIMM, 1150, 5 KW (DAYS), COUNTRY
 KKLS, 920, 5 KW (DAYS,DA), ROCK
 KOTA, 1380, 5 KW (DA-N), MOR
 KKHJ-F, 93.9, 60 KW @ 200, ROCK
 KGGG-F, 100.3, 100 KW @ 450, CONTEMP

, \$ 7.50 (Masla) (STURGIS)
 ABC-C, \$14.50 (Eastman)
 , \$14.40 (PRO) Ingstad
 CBS, \$12.75 (Katz) Duhamel
 , \$12.00 (PRO) Ingstad
 ABC-C,ABC-F, \$ 8.80 (Eastman)

CHARLOTTESVILLE, VA

Market #/Pop: 293/91,400
APR 14.2

Revenue Rank: 213
Income Rank: 192

FM Share: 29.90%
Diaries: 303

12+ METRO 1/4/SHARE A/M 79

- 1. WCHV 26/23.0 35.6
- 2. WINA 17/15.0 9.6
- 3. WPED 16/14.2 10.6
- 4. WWWV-F 13/11.5 14.4
- 5. WQMC-F 10/ 8.8 3.8

12+ TSA 1/4/CUME

- 1. WCHV 32/459
- 2. WPED 21/184
- 3. WINA 18/301
- 4. WWWV-F 17/306
- 5. WXAM 12/247

WCHV, 1260, 5 KW/1 KW (DA-2), AC/CONT
 WINA, 1070, 5 KW (DA-N), MOR
 WPED, 810, 500 W (DAYS), COUNTRY
 WXAM, 1400, 1 KW/250 W, CONTEMP
 WWWV-F, 97.5, 50 KW @ 450, AOR
 WQMC-F, 95.3, 3 KW @ 145, BTFL MUS

ABC-I, \$16.13 (Sav-Gates)
 CBS, \$ 9.75 (PRO)
 , \$ 7.75 (-----)
 ABC-C, \$12.63 (-----)
 , \$13.05 (Sav-Gates)
 , \$ 7.50 (PRO)

STAUTON-WAYNESBORO, VA

Market #/Pop: ---/90,500
APR 15.2

Revenue Rank: NA
Income Rank: NA

FM Share: 23.07%
Diaries: 330

12+ METRO 1/4/SHARE A/M 79

- 1. WKDW 37/31.1 28.1
- 2. WTON 21/17.6 21.1
- 3. WSGM-F 15/12.6 11.4

12+ TSA 1/4/CUME

- 1. WKDW 37/323
- 2. WTON 21/341
- 3. WSGM-F 15/180

WKDW, 900, 1 KW (DAYS), COUNTRY
WTON, 1240, 1 KW/250 W, MOR
WSGM-F, 93.5, 3 KW @ 352, ROCK

, \$10.00 (-----)
ABC-E, \$ 6.50 (-----)
, \$ 8.00 (-----)

EAU CLAIR, WI

Market #/Pop: 233/128,600
APR 16.8

Revenue Rank: 156
Income Rank: 139

FM Share: 65.16%
Diaries: 424

12+ METRO 1/4/SHARE

- 1. WBIZ-F 40/22.9
- 2. WAXX-F 30/17.1
- 3. WEAQ 28/16.0
- 4. WIAL-F 23/13.1
- 5. WAYY 12/ 6.9

12+ TSA 1/4/CUME

- 1. WAXX-F 77/810
- 2. WBIZ-F 58/745
- 3. WEAQ 31/636
- 4. WIAL-F 28/315
- 5. WAYY 14/201

WAYY, 1150, 5 KW (DAYS), MOR
WEAQ, 790, 5 KW (DA-N), CONTEMP
WAXX-F, 104.5, 100 KW @ 1830, COUNTRY
WBIZ-F, 100.7, 100 KW @ 733, ROCK
WIAL-F, 94.1, 100 KW @ 425, BTFL MUS

, \$11.50 (HR/Stone) Post
Source, \$13.70 (Torbet)
ABC-I, \$19.85 (HR/Stone) Post
, \$ 9.12 (Sav-Gates) Sentry
NBC, \$ 9.11 (Torbet)

LA CROSSE, WI

Market #/Pop: 291/91,700
APR 16.1

Revenue Rank: 175
Income Rank: 148

FM Share: 52.17%
Diaries: 358

12+ METRO 1/4/SHARE A/M 79

- 1. WKTY 35/28.7 31.5
- 2. WIZM-F 30/24.6 18.9
- 3. WLXR-F 16/13.1 4.5
- 4. WIZM 14/11.5 15.3
- 5. WSPL-F 10/ 8.2 7.2

12+ TSA 1/4/CUME

- 1. WIZM-F 55/658
- 2. WKTY 53/682
- 3. KROC-F 23/256
- 4. WLXR-F 21/246
- 5. WIZM 19/494

KROC-F - See Rochester, MN CRMM

WIZM, 1410, 5 KW (DA-N), MOR
WKTY, 580, 5 KW/1 KW (DA-2), MOR
WIZM-F, 92.3, 100 KW @ 557, ROCK
WLXR-F, 104.9, 1.4 KW @ 430, COUNTRY
WSPL-F, 95.9, 3 KW @ 900, BTFL MUS

NBC, \$18.60 (HR/Stone) Midwest Family
, \$17.50 (Buckley)
Source, \$18.60 (HR/Stone) Midwest Family
, \$10.00 (PRO)
ABC-F, \$ 6.50 (Buckley)

SECTION C

MEDIATREND MONTHLY REPORTS

BOSTON MEDIATREND

	Jul	Jun	May	Apr	Mar	Feb	July Cume
WCOZ-F	11.6	5.9	5.6	5.2	5.1	3.8	5532
WHDH	7.8	10.8	6.7	12.6	16.5	12.3	5436
WBZ	7.1	7.6	10.1	9.1	6.8	8.1	5900
WXKS-F	6.9	5.5	8.3	7.1	3.0	7.7	3308
WVBF-F	6.7	7.6	7.7	6.1	6.4	9.4	5029
WEEL	5.3	8.4	5.6	8.6	5.8	7.6	5912
WBCN-F	5.2	6.6	8.8	6.9	5.8	6.1	4460
WJTB-F	4.6	7.5	7.1	6.0	10.0	9.3	4012
WEEL-F	4.4	4.3	3.9	4.2	4.6	4.1	2713
WITS	4.2	2.5	3.2	4.3	3.3	2.9	2923
WROR-F	4.2	3.8	3.7	1.8	5.0	4.8	3060
WXKS	4.1	1.8	0.4	1.5	2.1	0.5	1292
WAAF-F	3.0	4.8	3.6	3.7	1.7	2.7	2572
WRKO	2.2	3.4	3.8	3.2	3.9	2.3	3657
WCRB-F	1.9	1.8	1.0	1.3	0.4	2.4	1379
WSSH-F	1.5	2.4	2.5	1.3	2.2	2.2	1057
WHUE-F	1.4	1.5	1.9	1.6	0.4	2.0	1227
WHUE	1.3	0.4	0.1	1.2	0.9	0.8	758
WBOS-F	1.1	0.4	0.1	0.3	1.2	0.4	1600
WBZ-F	0.5	0.6	0.1	1.2	0.6	0.2	965

CHICAGO MEDIATREND

	Jul	Jun	May	Apr	Mar	Feb	July Cume
MGN	9.5	11.7	8.6	9.6	7.7	13.5	10987
WLOO-F	8.2	4.9	6.8	7.1	6.2	7.6	8603
WRBM	7.2	5.7	10.4	6.2	9.5	9.4	9221
WLS	6.3	8.1	3.7	9.3	5.5	9.0	11867
WMAQ	6.3	4.9	5.4	5.8	4.1	4.2	7796
WLUP-F	5.6	5.7	5.0	6.1	6.7	6.4	7647
WIND	5.1	6.8	5.4	5.4	5.0	4.5	4731
WMET-F	5.1	2.8	3.1	4.7	1.7	3.0	6626
WGCI-F	5.0	5.5	3.7	2.9	5.8	2.2	3922
WBMM-F	4.0	2.4	1.9	1.6	1.4	2.3	5679
WJEZ-F	3.9	2.2	2.8	---	1.8	1.1	3097
WBXX-F	3.7	2.8	3.4	1.7	2.5	3.1	4965
WFMT-F	3.6	---	---	3.6	---	1.1	---
WCLR-F	3.0	2.5	2.4	3.1	1.9	2.6	3907
WKQX-F	3.0	4.9	3.4	3.2	3.4	3.3	4358
WJPC	2.5	---	1.5	---	1.4	---	3364
WFYR-F	2.4	2.5	1.5	2.7	1.5	2.4	3007
WEFM-F	2.2	2.0	3.1	3.4	4.1	3.1	4826
WXRT-F	1.3	1.4	2.3	---	2.8	---	---
WAIT	1.1	---	---	---	---	---	---
WRCK-F	1.1	2.5	4.0	2.3	2.8	1.5	3503
WYON	1.1	2.7	---	1.8	1.8	1.2	4021
WLAK-F	---	5.1	6.0	4.4	6.0	4.8	---
WJJD	---	---	---	1.7	---	---	---

These tables show Mediatrend data for 13 large markets. The share figures are Mon-Sun, 6AM-MID, 12+. The cume figure is in hundreds.

CLEVELAND MEDIATREND

	Jul	Jun	May	Apr	Mar	Feb	July
	Cume						Cume
KNSS-F	13.3	8.5	9.6	7.8	11.9	10.6	3842
WGCI-F	8.7	12.3	6.7	6.4	5.5	5.8	3383
WQAL-F	8.1	3.5	6.2	8.5	9.0	8.7	2614
WERE	7.7	7.0	6.6	10.5	7.6	9.1	2392
WDOK-F	7.4	7.0	10.0	7.0	7.9	8.1	2711
WDNF-F	5.7	5.9	7.9	8.8	5.2	5.5	1915
WZZL-F	5.6	5.7	6.2	5.7	3.4	4.6	2145
WONE	5.5	6.5	6.1	3.9	3.5	3.4	3187
WRN-F	5.4	2.2	1.0	0.9	2.0	2.2	2344
WLYT-F	5.1	5.9	4.6	2.5	4.2	4.5	2256
WNO	4.7	5.1	3.2	1.5	4.3	4.1	1225
WHK	4.2	7.9	6.0	7.4	4.1	7.7	2019
WGAR	4.1	4.9	3.6	4.1	4.8	4.9	2161
WJN	2.2	3.3	4.9	4.6	3.2	4.0	1400
WDBG	2.0	2.7	3.7	6.4	3.0	2.4	1058
WCLV-F	1.7	3.1	4.7	3.0	5.6	2.4	751
WNSW-F	1.7	1.5	1.0	1.8	3.2	3.6	855
WABQ	0.7	1.6	1.2	2.0	1.0	0.7	804
WDBN-F	0.5	1.9	1.0	0.5	0.7	0.6	174

DALLAS-FORT WORTH MEDIATREND

	Jul	Jun	May	Apr	Mar	Feb	July
	Cume						Cume
KSCS-F	11.4	8.5	11.0	8.3	11.2	10.3	3742
KVIL-F	9.4	9.3	7.8	9.0	7.1	10.7	4270
KNDA-F	8.1	6.2	6.2	7.4	5.6	4.7	2440
WBAP	6.1	12.5	9.0	6.8	7.0	8.6	3763
KNEZ-F	5.4	3.6	2.8	4.1	3.4	4.2	1816
KRLD	4.5	5.2	5.2	7.9	6.7	6.9	2754
KBOX	4.3	3.0	3.6	2.4	3.1	2.4	1332
KTXQ-F	4.3	5.8	5.8	6.8	5.9	6.7	2196
KOAX-F	4.2	4.4	3.3	4.2	4.0	4.3	1711
KZEW-F	4.2	4.2	4.5	6.2	5.8	5.9	2458
KNOK-F	4.0	7.7	4.5	6.5	7.3	6.7	1689
WFAA	3.9	3.9	4.9	5.1	3.7	4.6	1555
KFJZ-F	3.3	6.3	7.7	5.0	8.4	6.9	1758
KPLX-F	3.2	1.8	4.0	2.4	0.5	2.3	1074
KNUS-F	3.1	1.8	3.1	3.2	5.8	3.9	2094
KNCG-F	3.0	1.5	1.6	2.9	2.5	1.1	1220

DALLAS-FORT WORTH MEDIATREND (CONT.)

	Jul	Jun	May	Apr	Mar	Feb	July
	Cume						Cume
KLIF	2.8	1.1	1.5	1.5	2.2	1.1	1598
KAFN-F	1.7	1.0	---	0.7	1.3	1.1	657
WRR-F	1.7	1.0	---	0.5	1.0	---	646
KNOK	1.1	---	---	0.5	---	---	---
KVIL	---	1.2	1.0	---	---	0.4	---
KESS-F	---	---	1.4	1.5	0.8	1.4	---
KFJZ	---	---	1.0	---	0.5	---	---

DENVER MEDIATREND							
	Jul	Jun	May	Apr	Mar	Feb	July
	Cume						Cume
KBPI-F	8.2	8.1	10.6	8.4	3.6	5.9	2297
KLIR-F	6.8	5.8	7.7	5.3	9.1	5.5	1581
KTMN	6.7	5.3	4.7	7.3	4.1	5.1	2811
KAZY-F	6.3	6.9	8.4	12.1	7.3	8.4	1763
KOSI-F	6.0	5.6	6.7	9.0	7.8	7.5	1482
KDKO	5.8	3.7	2.5	2.9	2.6	2.4	731
KOAO-F	5.8	3.2	4.1	2.6	4.0	5.6	1912
KOA	5.6	4.9	4.7	6.0	8.5	5.8	2155
KLZ	5.1	5.7	6.1	5.2	5.2	3.8	1747
KTLK	4.6	5.7	3.6	3.5	5.9	6.7	1291
KYOD-F	4.4	4.2	4.3	4.1	6.0	3.0	1121
KPPL-F	4.3	2.8	6.8	4.0	4.0	3.9	1170
KOSI	3.2	2.7	3.5	---	---	2.3	769
KYGO-F	2.9	2.9	3.6	---	2.8	2.0	1049
KADX-F	2.5	3.4	---	3.0	1.5	2.7	665
KBCO-F	2.4	3.9	1.8	2.2	---	1.8	535
KWBZ	2.4	2.9	1.2	2.0	---	1.6	498
KDEN	1.4	---	1.9	2.2	1.3	2.9	967
KBNQ	0.7	---	1.2	1.6	---	---	---
KLAK	0.7	---	1.5	2.5	2.7	---	662
KTCL-F	0.7	1.9	1.2	---	1.3	---	---

HOUSTON MEDIATREND

	Jul	Jun	May	Apr	Mar	Feb	July Cume
KMJQ-F	13.9	9.3	5.9	5.6	10.3	6.2	3490
KIKK-F	10.7	9.2	5.3	11.3	6.1	9.1	4651
KRLY-F	8.6	12.3	9.7	11.3	10.0	9.1	3151
KPRC	6.2	8.2	3.4	6.2	4.8	3.8	2994
KILT-F	5.2	4.7	4.3	5.2	4.8	4.7	2339
KENR	5.1	2.9	4.9	3.7	6.0	5.4	1860
KTRH	5.1	7.1	3.4	3.7	4.6	8.8	2639
KRBE-F	4.7	4.9	7.4	4.8	5.0	6.1	3681
KRMK-F	4.4	2.7	3.1	1.4	1.7	2.2	2096
KYND-F	3.4	4.0	8.5	5.7	6.8	6.2	2217
KLOL-F	3.0	5.4	7.6	4.0	7.8	8.4	2255
KSRR-F	2.9	5.2	5.4	6.6	2.3	2.5	2457
KLAT	2.7	---	2.1	1.6	0.7	2.7	945
KODA-F	2.3	4.5	4.1	6.4	2.6	2.2	1252
KLEF-F	2.1	1.3	0.8	1.4	3.2	---	874
KOUE-F	2.0	3.5	3.5	3.9	1.6	3.4	855
KXYZ	1.6	1.2	---	1.5	1.7	1.1	713
KILT	1.4	1.7	2.5	1.2	4.0	2.9	1427
KNWZ	1.3	1.0	1.7	0.9	---	1.6	677
KULF	1.3	1.4	2.7	1.8	3.8	2.1	1295

LOS ANGELES MEDIATREND

	Jul	Jun	May	Apr	Mar	Feb	July Cume
KMET -F	8.9	7.9	6.8	6.6	7.5	5.6	9339
KABC	7.6	9.7	8.4	6.0	8.3	6.9	10242
KJOI-F	5.2	2.9	2.7	3.4	3.2	4.1	5448
KBIG-F	4.8	5.1	3.9	3.8	6.5	5.2	5658
KRLA	4.1	5.9	3.6	4.2	5.7	3.1	7261
KMPC	3.6	2.5	2.6	2.4	2.6	2.3	5435
KFWB	3.3	4.0	4.3	5.1	4.8	4.3	8579
KLOS-F	3.3	2.4	3.2	---	3.9	4.3	7553
KUTE-F	3.3	2.1	2.1	2.6	2.4	2.3	3734
KNX	3.1	4.0	4.6	3.5	5.8	5.2	7019
KHJ	2.9	2.8	---	---	1.9	2.6	5662
KIIS-F	2.9	2.6	4.0	3.9	3.6	4.3	5816
KRTH-F	2.9	3.7	2.6	4.7	2.7	4.0	6756
KIAC	2.8	2.6	4.0	4.4	2.6	3.2	4950

LOS ANGELES MEDIATREND (CON'T)

	Jul	Jun	May	Apr	Mar	Feb	July Cume
KI00-F	2.7	---	2.3	1.7	---	1.9	4732
KWST-F	2.5	---	---	---	---	---	4000
KFI	2.3	2.1	2.2	3.0	2.1	2.2	5213
KOST-F	2.3	---	2.3	2.7	3.3	3.1	---
KJLH-F	2.2	2.4	---	2.5	2.3	---	---
KNX-F	2.2	3.3	3.2	2.5	2.1	2.7	4131
KZLA-F	---	2.3	2.2	---	1.6	2.5	---
KKGO-F	---	2.2	---	2.4	1.9	---	---
KDAY	---	2.1	---	4.1	---	2.2	---
KHTZ-F	---	---	3.0	3.2	---	1.9	---

MILWAUKEE MEDIATREND

	Jul	Jun	May	Apr	Mar	Feb	July Cume
WTMJ	13.9	16.3	14.1	12.9	13.5	13.8	4233
WEZW-F	10.4	7.0	9.9	11.5	10.4	9.6	1959
WISN	10.1	9.6	11.4	8.7	10.9	11.6	3661
WLTX-F	9.3	11.0	7.1	8.5	10.6	10.2	2076
WBFS-F	9.1	10.2	11.3	8.2	7.0	7.3	2105
WQMF-F	7.6	4.0	4.9	3.0	4.4	3.9	1583
WZUU-F	5.9	6.7	6.8	11.0	5.4	6.9	2258
WOKY	3.4	3.3	4.3	2.5	3.2	2.9	1939
WLUM-F	3.1	2.3	3.0	4.4	4.2	2.9	693
WKTI-F	2.9	3.8	2.6	3.1	2.2	2.2	1667
WFRW-F	2.6	4.1	2.5	1.6	4.8	3.2	622
WXJY-F	1.9	0.6	1.3	1.9	1.5	0.4	356
WAWA	1.6	0.3	1.4	0.9	0.6	1.7	444
WBFS	1.6	2.0	3.2	2.3	0.6	1.9	436
WNUW-F	1.3	1.0	1.3	1.2	1.6	2.0	544
WPKV-F	0.5	4.7	1.6	1.9	1.4	1.9	345
WEMP	0.3	0.3	0.3	1.0	1.2	1.5	475
WZUU	0.3	0.5	0.3	0.6	0.7	0.8	267

NEW YORK MEDIATREND

	Jul	Jun	May	Apr	Mar	Feb	July
	Cume	Cume	Cume	Cume	Cume	Cume	Cume
WBLS-F	8.2	7.2	9.1	7.7	5.6	7.8	15735
WKU	6.8	6.8	6.7	6.8	6.9	8.4	16815
WKU-F	6.0	6.7	6.7	6.6	6.0	8.7	16922
WPLJ-F	5.7	6.1	6.5	6.6	5.5	5.7	13191
WINS	4.5	4.0	6.7	6.6	6.2	3.7	19501
WNBC	4.4	3.3	3.5	5.1	4.0	3.9	15268
WPAT-F	4.4	5.6	3.9	2.7	4.9	3.5	11153
WNEW-F	4.3	2.2	3.2	3.1	3.1	4.3	10483
WADO	4.2	2.7	3.0	4.8	5.2	4.3	6766
WCBS	4.1	4.4	4.0	4.9	5.3	3.4	17271
WABC	4.0	6.0	4.3	4.1	3.5	3.3	20667
WPIX-F	2.8	2.7	1.9	2.6	---	---	8.58
WMA	2.6	2.6	1.7	2.5	3.0	3.7	7612
WJIT	2.5	---	3.1	2.1	2.4	2.9	---
WNEW	2.3	2.0	1.8	2.8	3.0	3.9	6758
WTFM-F	2.3	---	---	---	2.2	---	---
WRFN-F	2.2	2.9	2.5	3.2	2.6	3.6	5804
WCBS-F	2.0	3.6	---	---	2.5	1.7	7570
WHN	1.9	3.3	2.3	---	2.1	1.7	5777
WVNY-F	1.8	2.4	---	2.5	---	---	5409
WPAT	---	2.5	3.1	2.0	2.0	2.9	---
WXLO-F	---	2.1	1.9	2.1	---	1.6	---
WQXR A/F	---	---	1.3	2.2	3.0	2.2	---

PHILADELPHIA MEDIATREND

	Jul	Jun	May	Apr	Mar	Feb	July
	Cume	Cume	Cume	Cume	Cume	Cume	Cume
KYW	11.3	10.7	11.9	15.1	12.7	11.4	12358
WDAS-F	7.2	5.6	8.4	8.0	6.5	7.0	3302
WNNR-F	6.6	7.7	6.2	8.5	8.6	9.5	5464
WYSP-F	6.6	7.4	6.7	3.3	3.8	4.1	4903
WCAU	5.9	3.1	3.1	4.8	3.4	5.6	6245
WNGK-F	5.6	6.4	5.3	4.4	5.3	4.8	4216
WDVR-F	5.1	3.0	5.5	7.4	7.5	4.7	3773
WVDB-F	5.1	6.0	9.2	3.5	4.1	2.3	2435
WIP	4.6	7.4	9.0	8.6	7.2	6.2	5125
WFL	4.1	2.1	2.3	2.7	4.4	4.9	4318
WFLN A/F	4.0	4.3	2.1	1.5	2.9	2.4	2219
WIOQ-F	3.7	5.3	3.7	2.9	3.4	3.7	4031

PHILADELPHIA MEDIATREND (CON'T)

	Jul	Jun	May	Apr	Mar	Feb	July
	Cume	Cume	Cume	Cume	Cume	Cume	Cume
WNSH-F	3.2	4.0	4.0	7.1	5.3	6.6	3708
WIFI-F	3.0	3.3	3.3	3.8	4.5	3.0	2799
WCAU-F	2.9	2.9	1.4	3.8	4.2	4.3	3874
WUNI-F	2.3	1.8	2.2	2.1	1.1	2.4	898
WPEN	1.4	2.0	2.9	0.8	---	1.3	2429
WUSL-F	1.2	2.5	2.1	2.1	2.0	2.2	1561
WDAS	0.9	1.7	1.3	---	1.2	1.3	1226
WHAT	0.8	---	---	0.9	0.9	1.3	899
WZZD	---	1.2	2.9	1.3	2.3	1.6	---

ST. LOUIS MEDIATREND

	Jul	Jun	May	Apr	Mar	Feb	July
	Cume	Cume	Cume	Cume	Cume	Cume	Cume
KMOX	30.4	26.4	21.5	26.3	23.4	28.0	9037
KSHE-F	9.1	11.0	10.1	8.7	11.0	10.1	2686
WWWK-F	7.4	10.2	7.7	11.8	13.1	8.0	2533
WIL-F	6.9	6.8	6.0	4.1	8.4	8.0	2807
KSLQ-F	6.2	7.5	8.1	4.3	3.9	5.4	2258
KEZK-F	4.8	4.5	5.4	8.8	7.4	5.9	2194
WIL	4.6	5.9	5.6	5.1	4.2	3.7	2506
KXOK	3.7	4.6	4.0	4.5	4.3	4.6	2467
KATZ	3.5	1.7	4.4	1.8	1.5	2.8	1104
KMJM-F	3.0	1.9	4.3	3.7	2.7	5.4	1348
WRTH	2.9	3.1	3.4	3.7	4.3	4.1	1266
KMOX-F	2.7	2.9	3.2	4.3	2.9	2.4	1773
KSD	2.2	1.2	1.8	1.6	1.5	0.8	1564
WESL	1.6	3.1	2.6	1.8	1.0	0.3	798
KADI-F	1.5	2.4	1.2	1.8	2.7	1.7	1220
KWK	1.3	1.2	0.7	1.0	0.8	1.6	839
KSD-F	1.0	---	---	---	---	---	585
WIBV	0.6	0.4	0.9	0.7	0.7	1.0	261
KCFM-F	---	0.7	1.5	1.1	1.6	0.3	---

SAN FRANCISCO MEDIATREND

	Jul1	Jun	May	Apr	Mar	Feb	July Cume
KGO	12.2	8.4	10.8	12.1	8.9	13.8	7776
KFRC	5.3	5.2	4.3	3.0	5.1	1.8	5976
KCBS	4.9	6.3	5.5	6.6	6.9	5.7	6223
KSOL-F	4.7	4.0	5.8	5.6	4.9	3.4	3103
KOME-F	4.0	5.9	3.9	2.2	2.7	2.7	3327
KNEW	3.7	3.8	3.9	2.9	3.6	2.0	2649
KNEL-F	3.6	---	2.8	2.4	4.4	4.3	3812
KSJO-F	3.6	---	---	---	1.9	---	2276
K101-F	2.8	4.4	4.1	4.5	2.4	2.4	3751
KSFO	2.7	1.6	2.3	2.4	2.6	2.0	2860
KSFX-F	2.7	6.0	1.7	3.5	2.8	1.9	2997
KFOG-F	2.6	3.3	3.6	2.3	2.7	4.4	2636
KNBR	2.5	2.7	3.2	3.7	---	2.7	4359
KABL-F	2.4	2.6	2.4	---	4.3	3.2	2631
KDIA	2.0	2.9	3.4	2.6	3.2	3.9	3189
KLIV	1.8	---	---	---	---	---	---
KYA-F	1.8	---	2.9	---	---	---	2460
KYUU-F	1.8	3.8	3.3	5.3	5.3	3.2	3132
KSAN-F	1.6	2.5	2.7	---	1.8	3.5	2985
KABL	1.4	2.0	2.3	3.3	1.8	2.4	2146
KOIT-F	1.4	---	---	1.4	2.1	---	1873
KBLX-F	---	2.5	2.3	2.3	2.2	2.2	---
KEN	---	2.4	---	---	---	---	---
KLOK	---	1.8	---	1.9	2.8	---	---
KCBS-F	---	1.5	1.9	2.9	---	---	---
KARA-F	---	---	---	2.5	---	---	---
KEZR-F	---	---	---	---	---	2.5	---
KBAY-F	---	---	---	---	---	2.2	---

WASHINGTON MEDIATREND

	Jul1	Jun	May	Apr	Mar	Feb	July Cume
WRQX-F	9.8	9.4	8.3	8.7	7.7	9.1	5482
NNAL	9.5	10.1	12.2	8.9	12.6	10.7	5498
WKYS-F	7.5	6.0	6.3	6.9	8.1	6.0	3743
WRGC A/F	7.4	7.6	7.7	7.8	5.7	5.4	4862
WASH-F	6.1	5.2	5.4	3.6	3.3	5.1	2992
WOOX-F	5.6	7.0	4.3	4.5	5.5	4.8	3049
WAVA-F	5.1	3.8	5.9	4.3	4.7	5.5	2687
WHUR-F	5.1	5.6	5.8	5.8	5.4	7.3	2996
WGAY-F	5.0	3.1	5.1	7.1	5.3	5.6	2708
WRC	3.6	3.9	5.1	6.3	5.3	4.5	2455
WRDC-F	3.4	4.6	4.0	4.5	5.3	3.6	2978
WTOP	3.2	3.7	4.1	3.2	4.1	3.4	2659
WJMD-F	2.9	3.1	3.4	3.2	4.5	3.8	1254
WMZQ-F	2.7	2.9	2.2	2.5	3.2	4.4	1816
MGMS A/F	2.6	4.1	3.7	2.4	2.2	3.3	1999
WOL	2.6	2.7	1.4	3.4	2.0	2.0	1933
WEZR-F	1.5	---	1.4	2.4	1.3	1.7	709
WXRA-F	1.5	---	---	1.2	---	---	---
WYCB	1.5	1.4	1.3	1.3	1.5	---	788
WHFS-F	1.2	2.2	1.1	2.6	1.1	2.8	939
WPTK	---	1.5	1.3	---	1.0	---	---
WEAM	---	1.4	---	---	1.0	---	---

MEDIASTAT "NON-MONTHLY" REPORTS

SANTA MARIA-LOMPOC AREA, CAL (Feb 1980, 12+, 6A-7P)

1. KRQK-F	20.5	100.9, 450 W @ 800, ROCK	, \$10.50 (Masla) Sunshine Wireless, (LOMPOC)
2. KRUZ-F	10.6	103.3, 105 KW @ 2980, BTFL MUS	, \$23.00 (Buckley) (SANTA BARBARA)
3. KUHL	8.5	1440, 5 KW/1 KW (DA-N), AC	ABC-I, \$7.25 (Torbet) (SANTA MARIA)
4. KZOZ-F	6.7	93.3, 30 KW @ 2500, AOR	, \$13.50 (Lucas) (SAN LUIS OBISPO)
5. KXFM-F	6.3	99.1, 1.9 KW @ 2000, ROCK	ABC-F, \$6.75 (Torbet) (SANTA MARIA)
6. KTMS-F	5.7	97.5, 17 KW @ 2980, ROCK	, \$19.00 (Howard) (SANTA BARBARA)
7. KSMA	4.4	1240, 1 KW/250 W, MOR	, \$7.90 (Howard) (SANTA MARIA)

GREELEY, COLORADO (Feb 1980, 12+, 6A-7P)

1. KIMN	10.3	See Denver ARB	
2. KFKA	10.1	1310, 5 KW/1 KW (DA-N), MOR	MBS, \$12.00 (Masla)
3. KLZ	9.9	See Denver ARB	
4. KUAD-F	6.9	99.1, 100 KW @ 600, ROCK	, \$ 8.20 (Mountain)
5. KOSI-F	6.4	See Denver ARB	
6. KYOU	5.8	1450, 1 KW/250 W, COUNTRY	ABC-E, \$11.55 (S/R)
7. KAZY-F	5.7	See Denver ARB	

DOVER, DEL (Mar 1980, 12+, 6A-7P)

1. WDSF-F	15.3	94.7, 50 KW @ 400, COUNTRY	MBS, \$ 9.71 (Masla) Rau
2. WSTW-F	13.7	See Wilmington ARB	
3. WDOV	10.3	1410, 5 KW (DA-N), CONTEMP	MBS, \$ 9.99 (Masla) Rau
4. WYSP-F	9.1	See Philadelphia ARB	
5. WAFL-F	6.9	97.7, 3 KW @ 279, COUNTRY	, \$ 6.75 (----) (MILFORD)
6. WSEA-F	5.9	93.5, 3 KW @ 350, CONTEMP	, \$ 8.00 (Walton) Great Scott (GEORGETOWN)
7. WKEN	5.0	1600, 5 KW/1 KW (DA-2), MOR	, \$ 8.00 (----)

NAPLES, FL (Feb 1980, 18+, 6A-7P)

1. WCVU-F	37.7	94.5, 100 KW @ 689, BTFL	, \$30.00 (Blair) Palmer
2. WRGI-F	20.8	93.5, 3 KW @ 300, ROCK	ABC-I, \$ 7.25 (Smith)
3. WNOG	17.6	1270, 500 W (DA-N), MOR	CBS, \$12.25 (Blair) Palmer
4. WLEQ-F	7.9	95.9, 3 KW @ 310, ROCK	ABC-C, \$25.00 (Selcom) (BONITA SPGS)

JOLIET, ILL (Jan-Feb 1980, 12+, 6A-7P)

1. WLS	13.6	See Chicago ARB	
2. WJOL	13.2	1340, 1 KW, VARIETY	ABC-I, \$20.00 (-----) Harris
3. WGN	10.5	See Chicago ARB	
4. WLUP-F	9.8	See Chicago ARB	
5. WMAQ	6.1	See Chicago ARB	
6. WLOO-F	5.2	See Chicago ARB	
7. WEFM-F	3.8	See Chicago ARB	

ELKHART-S. BEND, IND (Jan-Feb 1980, 12+, 6A-7P)

1. WNDU-F	21.6	See South Bend ARB	
2. WRBR-F	15.7	See South Bend ARB	
3. WSBT	12.0	See South Bend ARB	
4. WWJY-F	6.9	See South Bend ARB	
5. WTRC	6.3	1340, 1 KW/250 W, MOR	NBC, \$17.75 (Masla) Federated

BURLINGTON, IOWA (Jan-Feb 1980, 12+ 6A-7P)

1. KBUR	40.5	1490, 1 KW/250 W, MOR/AC	ABC-C, \$15.00 (Buckley)
2. KGRS-F	31.1	107.3, 53 KW @ 360, ROCK	ABC-F, \$12.00 (Buckley)
3. WHO	5.2	See Des Moines ARB	
4. WMAQ	5.0	See Chicago ARB	
5. KBKB-F+	3.7	101.7, 3 KW @ 175, CONTEMP	MBS, \$ 7.50 (----) (FORT MADISO)

HOPKINSVILLE, KY (Feb 1980, 5A-7P, 12+)

1. WHOP-F	24.0	98.7, 100 KW @ 304	, COUNTRY	, \$7.50	(Walton)	Lackey
2. WKOA-F	22.0	100.3, 100 KW @ 602	, ROCK	, \$8.50	(Regional)	
3. WHOP	13.0	1230, 1 KW/250 W	, MOR	CBS, \$7.50	(Walton)	Lackey
4. WABD	10.4	1370, 1 KW (DAYS)	, BLACK	ABC-C, \$5.00	(---)	(FORT CAMPBELL)
5. WABD-F	8.9	107.9, 80 KW @ 230	, AOR	ABC-F, \$7.00	(---)	(FORT CAMPBELL)
6. WKOA	5.0	1480, 1 KW (DAYS)	, AC	ABC-E, \$4.60	(Regional)	
7. WWKX-F	3.9	See Nashville ARB				

PADUCAH, KY (Feb 1980, 12+, 6A-7P)

1. WKYQ-F	25.4	93.3, 31 KW @ 440	, COUNTRY	ABC-E, \$21.00	(Mc-Guild)	Nininger
2. WKYX	20.5	570, 1 KW/500 W (DA-2)	, ROCK	ABC-C, \$21.00	(Mc-Guild)	Nininger
3. WDDJ-F	17.2	96.9, 100 KW @ 340	, ROCK	, \$ 9.73	(Bunchez)	Fritts
4. WDXR	13.6	1450, 1 KW/250 W	, MOR	NBC, \$ 8.54	(Carpenter)	
5. WPAD	9.7	1560, 10 KW/1 KW (DA-2)	, COUNTRY	CBS, \$ 9.73	(Bunchez)	Fritts

MARQUETTE, MI (Feb-Mar 1980, 12+, 6A-7P)

1. WUUN-F	35.2	100.1, 3 KW @ 370	, CONTEMP	, \$13.25	(PRO)	
2. WJFD-F	17.2	92.3, 100 KW @ 470	, C/W, MOR	, \$ 9.00	(Masla)	(ISHPEMING)
3. WDMJ	10.6	1320, 5 KW (DA-N)	, MOR	, \$ 9.00	(Neil)	
4. WUPY	8.4	970, 5 KW (DAYS)	, CONTEMP	ABC-I, \$ 9.50	(Mich Spot)	(ISHPEMING)
5. WFNN-F	8.1	104.7, 100 KW @ 400	, ROCK	, \$ 8.00	(Masla)	(ESCANABA)
6. WJFD	7.7	1240, 1 KW/250 W	, C/W, MOR	NBC, \$ 9.00	(Masla)	(ISHPEMING)

MERIDIAN, MS (Jan 1980, 12+, 6A-7P)

1. WJDQ-F	27.3	101.3, 100 KW @ 58C	, ROCK	, \$9.25	(----)	
2. WOKK	18.8	910, 5 KW/1 KW	, COUNTRY	ABC-I, \$9.91	(Sav-Gates)	New South
3. WALT-F	12.6	97.1, 100 KW @ 330	, CONTEMP	ABC-F, \$9.03	(Sav-Gates)	New South
4. WMOX	6.2	1010, 10 KW/1 KW (DA-2)	, ? ? ?	ABC-C, \$9.00	(Masla)	
5. WTKX	5.1	Information not available				
6. WPRN	3.7	1240, 1 KW/250 W	, COUNTRY	, \$3.00	(----)	(BUTLER,AL)

NASHUA, NH (Jan 1980, 12+ 6A-7P)

1. WSMN	12.6	1590, 5 KW (DA-1), MOR	ABC-E, \$8.00	(PRO)	
2. WSHH-F	9.6	See Boston ARB			
3. WCOZ-F	8.8	See Boston ARB			
4. WBZ	8.3	See Boston ARB			
5. WRKO	7.7	See Boston ARB			
6. WCGY-F	7.5	See Boston ARB			
7. WAAF-F	7.4	See Boston ARB			

MORRIS COUNTY, NJ (Feb 1980, 12+, 6A-7P)

1. WNBC	9.2	See New York ARB				
2. WVNJ-F	9.0	See New York ARB				
3. WDHA-F	7.4	105.5, 3 KW @ 300	, AOR	, \$31.00	(Groskin)	
4. WABC	7.3	See New York ARB				
5. WOR	7.2	See New York ARB				
6. WMTR	7.0	1250, 5 KW (DAYS) (DA)	, MOR	, \$39.00	(Groskin)	
7. WPAT-F	6.7	See New York ARB				

WINCHESTER, VA (Jan 1980, 12+ 6A-7P)

1. WINC	14.6	1400, 1 KW/250 W	, CONTEMP	ABC-C, \$7.75	(PRO)	
2. WSIG	12.8	790, 1 KW (DAYS)	, COUNTRY	, \$5.40	(DOME)	(MT JACKSON)
3. WFTR	11.8	1450, 1 KW/250 W	, ? ?	NBC, \$4.00	(---)	(FRONT ROYAL)
4. WWDG-F	8.3	See Washington ARB				
5. WQUS-F	7.6	92.5, 22 KW @ 1425	, COUNTRY	NBC, \$8.00	(PRO)	
6. WPGC-F	5.4	See Washington ARB				
7. WFFV-F	5.3	99.3, 3 KW @ 300	, MOR	, \$3.75	(-----)	(FRONT ROYAL)

FLORENCE-MUSCLE SHOALS, ALA (12+, 6A-7P) (May 1980)

1. WQLT-F	29.4	107.3, 100 KW @ 700, ROCK	ABC-F, \$14.40	(Torbet)
2. WLAY-F	15.6	105.5, 3 KW @ 300, COUNTRY	MBS, \$ 5.00	(PRO)
3. WVNA-F	14.9	100.3, 100 KW @ 278, BTFL MUS	, \$ 6.25	(Carpenter)
4. WZZA	7.8	1410, 500 W (DAYS), GOSPEL	NBN, \$ 6.00	(Ochs)
5. WLAY	6.2	1450, 1 KW/250 W, CONTEMP	MBS, \$ 6.00	(PRO)
6. WXOR	5.1	1340, 1 KW/250 W, COUNTRY	ABC-I, \$14.40	(Torbet)

TROY, ALA (12+, 6A-7P, APR-MAY 1980)

1. WTBF	27.7	970, 5 KW/500 W (DA-N), AC	MBS, \$5.10	(Southern)
2. WRES-F	17.5	105.7, 100 KW @ 372, ROCK	, \$ 3.75	(Ochs)
3. WKMX-F	12.7	106.7, 100 KW @ 432, ROCK	, \$9.75	(Beaver) (ENTERPRISE)
4. WHHY-F	12.6	See Montgomery Arbitron		
5. WLWL-F	5.0	See Montgomery Arbitron		
6. WTVY-F	4.6	95.5, 100 KW @ 1078, COUNTRY	CBS, \$8.50	(PRO) (DOTHAN)

EUREKA, CAL (12+, 6A-7P, MAY-JUNE 1980)

1. KFMI-F	23.0	96.3, 30 KW @ 2830, CONTEMP	, \$10.25	(P/W)
2. KRED	18.7	1480, 5 KW/1 KW, COUNTRY	, \$ 7.50	(Masla)
3. KATA	18.3	1340, 1 KW/250 W, CONTEMP	, \$ 7.80	(PRO)
4. KINS	10.9	980, 5 KW/500 W (DA-N), MOR	CBS, \$ 7.50	(Howard)
5. KXGO-F	8.5	93.5, 250 W @ 1050, BTFL	ABC-E, \$ 7.00	(Walton)
6. KNCR	5.8	1090, 10 KW (DAYS), C & W/MOR	, \$ 5.25	(P/W)

NORWALK, CONN (12+, 6A-7P, M-F, April 1980)

1. WEZN-F	15.1	See Bridgeport Arbitron		
2. WNBC	10.5	See New York Arbitron		
3. WNLK	6.8	1350, 1 KW/500 W (DA-N), MOR	, \$22.00	(Groskin)
4. WCBS	6.7	See New York Arbitron		
5. WLYQ-F	5.6	95.9, 3 KW @ 130, ROCK	, \$22.00	(Groskin)
6. WOR	3.7	See New York Arbitron		

GEORGETOWN, DEL AREA (M-S, 6A-7P, 12+, March-April 1980)

1. WBOC-F	18.4	104.7, 33 KW @ 610, BTFL	, \$15.00	(Katz) Abell (SALISBURY)
2. WKHI-F	13.6	99.9, 50 KW @ 319, ROCK	, \$17.00	(----) (OCEAN CITY)
3. WSUX-F	13.3	98.3, 3 KW @ 207, ROCK	, \$ 4.00	(Dome)
4. WJWL	9.3	900, 1 KW (DAYS), MOR	, \$ 9.00	(Walton)
5. WWTR-F	9.2	95.9, 3 KW @ 313, CONTEMP	, \$10.00	(PRO)
6. WSEA-F	7.8	93.5, 3 KW @ 350, CONTEMP	, \$ 8.00	(Walton)

FORT WALTON BEACH, FL (M-S, 6A-7P, 12+, April 1980)

1. WTKX-F	26.9	See Pensacola Arbitron		
2. WNUE	21.3	1400, 1 KW/250 W, ROCK	, \$11.34	(Torbet)
3. WFTW-F+	14.9	99.3, 3 KW @ 170, MOR	, \$ 9.65	(----)
4. WMEZ-F	10.9	See Pensacola Arbitron		
5. WJLQ-F	7.0	See Pensacola Arbitron		
6. WXBM-F	6.7	See Pensacola Arbitron		

ROME, GA (M-S, 6A-7P, 12+, March-April 1980)

1. WQTU-F	26.4	102.8, 300 W @ 790, ROCK	ABC-C, \$ 9.00	(Devney)
2. WRGA	17.7	1470, 5 KW (DA-N), COUNTRY	ABC-E, \$ 7.00	(Devney)
3. WLAQ	14.4	1410, 1 KW (DA-N), COUNTRY	CBS, \$ 7.00	(Southern)
4. WVVE-F	10.4	See Atlanta Arbitron		
5. WKCX-F	9.3	97.7, 3 KW @ 820, ROCK	, \$ 5.80	(Media/South)

DANVILLE, ILL (M-F, 6A-7P, 12+, April 1980)

1. WDNL-F	27.0	For all station descriptions see Danville Arbitron CRMR.	
2. WITY	16.0		
3. WIAT-F	13.1		
4. WDAN	11.9		
5. WLS	6.0		

JACKSONVILLE, ILL (M-S, 6A-7P, 12+, March-April 1980)

1. WLDS	22.1	1180, 1 KW (DAYS), MOR	,	\$ 9.40	
2. WJIL	12.6	1550, 1 KW (DAYS,DA), COUNTRY	ABC-I,	\$ 8.80	
3. WEAI-F	8.2	100.5, 10 KW @ 330, CONTEMP	,	\$ 9.00	
4. KNOX	8.0	See St. Louis Arbitron			
5. WMAY	7.4	See Springfield Arbitron CRMR			
6. WDBR-F	5.5	See Springfield Arbitron CRMR			

ANDERSON, IND (M-S, 6A-7P, 12+, April 1980)

1. WLHN-F	17.2	97.9, 50 KW @ 534, BTFL	,	\$17.00	(Regional)	Eastern
2. WFBQ-F	12.4	See Indianapolis Arbitron				
3. WIKS-F	11.3	See Indianapolis Arbitron				
4. WNAP-F	7.7	See Indianapolis Arbitron				
5. WHUT	7.4	1470, 1 KW (DAYS), CONTEMP	ABC-C,	\$14.00	(Regional)	Eastern
6. WXTZ-F	6.0	See Indianapolis Arbitron				

ANGOLA, IND (M-S, 6A-7P, 12+, April 1980)

1. WLKI-F	40.3	100.1, 3 KW @ 300, ROCK	ABC-F,	\$ 6.65	(Regional)	
2. WOWO	15.6	See Fort Wayne Arbitron				
3. WMEE-F	7.7	See Fort Wayne Arbitron				
WAWK-F	7.7	93.3, 37 KW @ 300, BTFL/MOR	,	\$ 7.00	(-----)	
5. WNNW-F	6.2	98.5, 50 KW @ 500, COUNTRY	,	\$15.16	(Howard)	(COLDWATER)
6. WQHK	3.8	See Fort Wayne Arbitron				

DUBUQUE, IOWA (M-S, 6A-7P, 12+, April 1980)

1. KFMD-F	27.9	92.9, 76 KW @ 450, ROCK	,	\$10.75	(PRO)	Telegraph-Herald
2. KDTH	24.3	1370, 5 KW (DA-N), MOR	,	\$13.13	(PRO)	Telegraph-Herald
3. WDBQ	15.5	1490, 1 KW/250 W, ROCK	ABC-C,	\$14.38	(Buckley)	Communi Prop
4. WMAQ	5.5	See Chicago Arbitron				
5. KIWI-F	4.7	105.3, 50 KW @ 340, BTFL	,	\$ 9.40	(Buckley)	Communi Prop
6. WSWW	4.1	1590, 1 KW/500 W (DA-N), MOR	MBS,	\$ 5.50	(PRO)	(PLATTEVILLE,WI)

IOWA CITY, IOWA (M-S, 6A-7P, 12+, April-May 1980)

1. KRNA-F	29.8	93.9, 100 KW @ 590, ROCK	,	\$17.00	(Roslin)	
2. KKRQ-F	12.3	100.7, 30 KW @ 304, AOR	,	\$17.00	(PRO)	
3. KXIC	10.6	800, 1 KW (DAYS,DA), COUNTRY	,	\$17.00	(PRO)	
4. WMT	8.6	See Cedar Rapids Arbitron				
5. KCJJ	6.1	1560, 1 KW (DA-2), MOR	,	\$11.00	(Smith)	
6. WMT-F	5.3	See Cedar Rapids Arbitron				

OWENSBORO, KY (M-S, 6A-7P, 12+, April-May 1980)

1. WVJS	35.1	1420, 5 KW/1 KW (DA-2), ROCK	ABC-C,	\$15.00	(Masla)	
2. WBKR-F	20.7	92.5, 77 KW @ 427, COUNTRY	NBC,	\$15.79	(PRO)	
3. WOMI	14.3	1490, 1 KW/250 W, ROCK	,	\$15.00	(PRO)	
4. WKDQ-F	11.0	See Evansville Arbitron				
5. WSTO-F	8.6	96.1, 100 KW @ 370, BTFL	ABC-F,	\$14.50	(Masla)	

HAMMOND, LA (M-S, 6A-7P, 12+, April 1980)

1. WFPR	20.2	1400, 1 KW/250 W, COUNTRY	, \$ 9.00	(-----)
2. WTGI-F	13.5	103.3, 100 KW @ 603, ROCK/COUNTRY	MBS, \$ 9.75	(-----)
3. WXEL-F	12.4	See New Orleans Arbitron		
4. WYNK-F	7.4	See Baton Rouge Arbitron		
5. WTTX	6.7	See New Orleans Arbitron		
6. WHMD-F	6.6	107.1, 3 KW @ 325, ROCK	, \$ 8.00	(-----)

CALAIS-MACHIAS, MAINE (M-F, 5A-7P, 12+, Nov-Dec 1979)

1. WBGW-F	15.7	97.1, 5 KW @ 1228, COUNTRY	ABC-E, \$16.62	(Torbet) Hildreth (BANGOR)
2. WQDY-F+	14.6	92.7, 3 KW @ 300, MOR, C & W	MBS, \$ 9.25	(Kirby)
3. WLBZ	14.2	620, 5 KW (DA-N), ROCK	NBC, \$16.75	(Schutz) Maine Bdcst
4. WMCS	8.3	1400, 1 KW/250 W, VARIETY	NBC, \$ 5.00	(Smith)
5. WPBC-F	7.4	92.9, 15 KW @ 781, BTFL	, \$13.00	(Groskin) (BANGOR)
6. WDEA-F	6.5	95.7, 50 KW @ 316, MOR	CBS, \$ 7.00	(Devney)

HAGERSTOWN, MD (M-S, 6A-7P, 12+, April-May 1980)

1. WQCM-F	25.5	96.7, 3 KW @ 165, ROCK	ABC-F, \$ 8.00	(Dome)
2. WYII-F	17.0	95.9, 3 KW @ 300, COUNTRY	NBC, \$ 7.85	(Market 4)
3. WJEJ	12.1	1240, 1 KW/250 W, MOR	CBS, \$ 7.75	(-----)
4. WARK	6.4	1490, 1 KW/250 W, CONTEMP	MBS, \$ 8.10	(Masla) Rau
5. WFRE-F	5.4	See Frederick Arbitron CRMR		

SALISBURY-OCEAN CITY, MD (M-S, 6A-7P, 12+, March-April 1980)

1. WKHI-F	22.1	99.9, 50 KW @ 319, ROCK	, \$17.00	(-----)
2. WBOC-F	16.8	104.7, 33 KW @ 610, BTFL	, \$15.50	(Katz) Abell
3. WBOC	11.5	960, 5 KW/1 KW (DA-N), MOR	CBS, \$15.50	(Katz) Abell
4. WSUX-F	7.8	See Georgetown, Delaware Mediatat		
5. WICO-F+	6.3	94.3, 3 KW @ 150, COUNTRY	, \$ 8.00	(-----)

FALL RIVER, MASS (M-F, 6A-7P, 12+, April-May 1980)

1. WPJB-F	22.4	For all station information see Providence and New Bedford Arbitron		
2. WSAR	9.7			
3. WLKW-F	8.8			
4. WALE	8.7			
5. WPRO-F	7.7			
6. WPRO	5.5			

MUSKEGON, MI (M-F, 6A-7P, 12+, May 1980)

1. WQWQ-F	19.0	105.5, 50 KW @ 375, BTFL	ABC-F, \$13.80	(HR/Stone)
2. WLAV-F	14.3	See Grand Rapids Arbitron		
3. WTRU	11.7	1600, 5 KW (DA-N), AC	NBC, \$15.00	(Torbet) Regional
4. WKBZ	11.6	850, 1 KW (DA-1), AC	ABC-I, \$10.66	(PRO) Reams
5. WMUS-F	9.0	106.9, 50 KW @ 285, COUNTRY	, \$12.50	(Masla)
6. WGRD-F+	7.7	See Grand Rapids Arbitron		
7. WMUS	7.3	1090, 1 KW (DAYS), COUNTRY	, \$12.50	(Masla)

JACKSON, MI (M-F, 6A-7P, 12+, April-May 1980)

1. WJR	17.8	See Detroit Arbitron		
2. WIBM-F	12.9	94.1, 50 KW @ 320, ROCK	ABC-F, \$11.25	(Torbet) Booth
3. WJOX-F	11.8	106.1, 20 KW @ 180, ROCK (TM)	, \$ 9.50	(Masla) Patten
4. WKHM	10.1	970, 1 KW (DA-2), MOR	CBS, \$12.50	(Masla) Patten
5. WRIF-F	9.6	See Detroit Arbitron		
6. WIBM	8.8	1450, 1 KW/250 W, COUNTRY	ABC-E, \$10.75	(Torbet) Booth

CAPE GIRARDEAU, MO (M-S, 6A-7P, 12+, April 1980)

1. KJAQ-F	17.7	99.3, 3 KW @ 355, ROCK	ABC-F, \$ 8.00	(Bunchez)
2. KGMO-F	15.5	100.7, 29 KW @ 170, ROCK	ABC-C, \$ 8.75	(----) Withers
3. KSIM	10.4	1400, 1 KW/250 W, MOR	ABC-I, \$ 4.50	(Beaver)
4. KJAS	8.5	1170, 250 W (DAYS), MOR	ABC-I, \$ 7.50	(Bunchez)
5. KZYM	8.2	1220, 250 W (DAYS), COUNTRY	, \$ 8.25	(Schneider)
6. KGIR	7.1	960, 5 KW/500 W, MOR	, \$ 8.50	(PRO)

COLUMBUS, MISS (M-S, 6A-7P, 12+, February 1980)

1. WHKW-F	17.2	98.1, 100 KW @ 500, ROCK	ABC-C, \$ 6.75	(Bolton) (FAYETTE)
2. WKOR-F	14.4	92.1, 1.1 KW @ 500, MOR	, \$ 5.50	(Midsouth)
			Charisma (STARKVILLE)	
3. WKOR	11.0	980, 1 KW (DAYS), MOR	, \$ 5.50	(Midsouth)
			Charisma (STARKVILLE)	
4. WMBC	7.6	1400, 1 KW/250 W, COUNTRY	NBC, \$ 5.00	(Bunchez) Furr
5. WSSO+	6.9	1230, 1 KW/250 W, MOR	NBC, \$ 3.60	(Beaver)
				(STARKVILLE)
6. WHAY-F	5.1	105.5, 3 KW @ 268, COUNTRY	NBC, \$ 2.50	(Bunchez)
				(ABERDEEN)

LAUREL, MISS (M-F, 6A-7P, 12+, April-May 1980)

1. WNSL-F	26.3	100.3, 56 KW @ 200, BLACK	NBN, \$ 5.00	(Sav-Gates)
2. WLAU	15.8	1430, 5 KW (DAYS), COUNTRY	MBS, \$ 8.00	(Devney)
3. WBSJ-F	14.2	102.3, 3 KW @ 300, COUNTRY	, \$ 4.00	(Beaver)
4. WQIS	13.5	1260, 5 KW (DAYS), CONTEMP	ABC-C, \$ 5.00	(Sav-Gates)
5. WAML	9.4	1340, 1 KW/250 W, VARIOUS	NBC, \$ 4.00	(Midsouth)

NATCHEZ, MISS (M-S, 6A-7P, 12+, Feb 1980)

1. WQNZ-F	26.6	95.1, 100 KW @ 406, ROCK	ABC-F, \$ 6.30	(Midsouth)
2. WMIS	21.0	1240, 1 KW/250 W, ROCK	NBC, \$ 6.00	(----)
3. KNOE-F	15.4	101.9, 100 KW @ 1650, ROCK	ABC-I, \$23.00	(Mc-Guild)
				(MONROE, LA)
4. WNAT	8.3	1450, 1 KW/250 W, COUNTRY/BLACK	ABC-I, \$ 5.00	(Midsouth)

TUPELO, MISS (M-S, 6A-7P, 12+, March-April 1980)

1. WZLQ-F	38.3	98.5, 100 KW @ 378, CONTEMP	ABC-C, \$ 8.00	(----) Fritts
2. WELO	26.9	580, 1 KW/500 W (DA-2), COUNTRY	, \$ 8.00	(----) Fritts
3. WTUP	10.3	1490, 1 KW/250 W, CONTEMP	, \$ 4.80	(PRO)

ITHACA, NY (M-S, 6A-7P, 12+, April 1980)

1. WTKO	25.6	1470, 1 KW/500 W (DA-N), MOR	ABC-I, \$12.50	(----)
2. WVBR-F	17.3	13.5, 3 KW @ 250, AOR	, \$13.50	(Schutz)
3. WHCU-F	14.9	97.3, 52 KW @ 730, CLASS/JAZZ	, \$12.56	(Sav-Gates) Corne
4. WNOZ-F	12.9	99.9, 20 KW @ 730, ROCK	ABC-C, \$13.50	(Market 4)
5. WRLX-F	5.9	106.9, 45 KW @ 530, BFL (?)	, \$ 7.00	(Regional) (AUBUR
6. WICB-F	5.6	NO INFO AVAILABLE		

HICKORY, NC (M-F, 6A-7P, 12+, March 1980)

1. WXRC-F	19.4	95.7, 27 KW @ 350, ROCK	, \$12.00	(Southern)
2. WROQ-F	16.7	See Charlotte Arbitron		
3. WHKY	9.5	1290, 5 KW/1 KW (DA-N), ROCK	ABC-E, \$ 6.00	(----)
4. WNNC	8.6	1230, 1 KW/250 W, AC	, \$ 4.00	(Carpenter)
5. WIRC	8.1	630, 1 KW (DAYS), COUNTRY	, \$ 9.50	(Southern)
6. WEZC-F	7.5	See Charlotte Arbitron		

GRAND FORKS, ND (M-S, 6A-7P, 12+, April 1980)

1. KKXL	24.6	1440, 1 KW/500 W, ROCK	, \$14.00	(PRO)	Ingstad
2. KNOX	14.7	1310, 5 KW (DA-N), MOR	ABC-E, \$22.75	(Torbet)	Peoria St Jr
3. KRAD+	14.6	1590, 5 KW/1 KW (DA-2), COUNTRY	MBS, \$16.76	(Masla)	
4. KKDQ-F	9.8	92.9, 100 KW @ 280, ROCK	, \$15.00	(PRO)	Ingstad
5. KDWZ-F	7.3	NO INFO AVAILABLE			
6. KFGO	6.7	See Fargo Arbitron			

GREENVILLE-PIQUA, OHIO (M-S, 6A-7P, 12+, May-June 1980)

1. WTUE-F	12.1	See Dayton Arbitron			
2. WONE	12.0	See Dayton Arbitron			
3. WHIO-F	11.7	See Dayton Arbitron			
4. WPTW-F	9.3	95.7, 50 KW @ 164, BTFL MUS	, \$ 5.00	(Regional)	
5. WVUD-F	7.5	See Dayton Arbitron			
6. WING	4.9	See Dayton Arbitron			

SALEM, OR (M-F, 6A-7P, 12+, May 1980)

1. KSKD-F	10.5	105.1, 100 KW @ 785, ROCK	, \$13.00	(Howard)	
2. KEX	9.6	See Portland Arbitron			
3. KGON-F	7.7	See Portland Arbitron			
4. KUPL-F	6.8	See Portland Arbitron			
5. KSLM	6.6	1390, 5 KW/1 KW, MOR	MBS, \$14.45	(Howard)	
6. KXL	6.4	See Portland Arbitron			

JACKSON, TN (M-F, 6A-7P, 12+, April-May 1980)

1. WDXI	24.7	1310, 5 KW/1 KW (DA-N), COUNTRY	, \$15.00	(Howard)	Community Serv
2. WKIR-F	17.9	104.1, 100 KW @ 640, AOR	ABC-F, \$ 8.50	(----)	Kirk
3. WJHR-F	11.4	103.1, 3 KW @ 260, CONTEMP	MBS, \$ 9.00	(Carpenter)	
4. WTJS	11.0	1390, 5 KW/1 KW (DA-N), MOR	ABC-E, \$ 7.05	(---)	Kirk
5. WMC-F	5.7	See Memphis Arbitron			
6. WHRK-F	4.5	See Memphis Arbitron			

KILLEEN-TEMPLE, TX (M-F, 6A-7P, 12+, March-April 1980)

1. KIXS-F	30.6	See Killeen Arbitron CRMR			
2. KTON-F+	17.1	See Killeen Arbitron CRMR			
3. KOOV-F	10.4	See Killeen Arbitron CRMR			
4. KTEM	7.6	See Killeen Arbitron CRMR			
5. KPLE-F	6.2	See Killeen Arbitron CRMR			
6. KLBK-F	6.0	See Austin Arbitron			

TYLER, TX (M-S, 6A-7P, 12+, April 1980)

1. KTBB	18.6	600, 1 KW (DA-N), MOR	ABC-I, \$13.00	(Selcom)	Formby
2. KROZ-F	14.8	92.1, 3 KW @ 280, ? ?	, \$13.00	(----)	Gibson
3. KZEY	13.8	690, 1 KW (DAYS, DA), BLACK	, \$11.00	(----)	Gibson
4. KTYL-F	12.9	93.1, 100 KW @ 378, ROCK	, \$10.00	(HR/Stone)	
5. KDOK	9.7	1490, 1 KW/250 W, ROCK	MBS, \$15.00	(Smith)	
6. KYKX-F	7.5	105.7, 100 KW @ 950, COUNTRY	, \$ 9.25	(Riley)	(LONGVIEW)

CHARLOTTESVILLE, VA (M-F, 6A-7P, 12+, April-May 1980)

1. WCHV	28.0	1260, 5 KW/1 KW (DA-2), AC	ABC-I, \$16.13	(Sav-Gates)	
2. WINA	15.5	1070, 5 KW (DA-N), MOR	CBS, \$ 9.75	(PRO)	
3. WYAM	14.3	1400, 1 KW/250 W, CONTEMP	ABC-C, \$10.90	(----)	
4. WKKV-F	11.5	97.5, 50 KW @ 450, AOR	, \$13.05	(Sav-Gates)	
5. WPED	6.7	810, 500 W (DAYS), COUNTRY	, \$ 7.75	(----)	
6. WQMC-F	5.5	95.3, 3 KW @ 190, BTFL	, \$ 7.50	(PRO)	

HARRISONBURG, VA (M-F, 6A-7P, 12+, May 1980)

1. WSVA	30.8	550, 5 KW/1 KW (DA-N), MOR	, \$ 9.59	(PRO)	Gilmore
2. WQPO-F	22.5	100.7, 7.2 KW @ 340, ROCK (Drake-Chen)	, \$ 8.00	(PRO)	Gilmore
3. WKCY	14.4	1300, 5 KW (DAYS), COUNTRY	, \$12.88	(-----)	
4. WVVV-F	7.4	See Charlottesville Mediastat			

BELOIT, WIS (M-S, 6A-7P, 12+, April-May 1980)

1. WBEL	21.1	1380, 5 KW (DA-N, MOR	, \$13.88	(PRO)	
2. WMAQ	15.6	See Chicago Arbitron			
3. WGEZ	9.8	1490, 1 KW/250 W, CONTEMP	, \$10.00	(Dore/Walton)	
4. WZEE-F	7.4	See Madison Arbitron			
5. WZOK-F	7.3	See Rockford Arbitron			
6. WLS	6.7	See Chicago Arbitron			

WAUSAU, WIS (M-S, 6A-7P, 12+, May 1980)

1. WIFC-F	21.7	95.5, 100 KW @ 1150, ROCK	ABC-F, \$11.50	(Selcom)	Forward
2. WXCO	21.1	1230, 1 KW/250 W, COUNTRY	CBS, \$14.50	(Dore/Walton)	Seehaf
3. WDEZ-F	13.6	101.9, 100 KW @ 490, BTFL MUS	, \$ 9.60	(HR/Stone)	
WSAU	13.6	550, 5 KW (DA-2), MOR	ABC-I, \$13.00	(Selcom)	Forward
5. WRIG	13.2	1400, 1 KW/250 W, CONTEMP	, \$ 9.51	(HR/Stone)	

MANITOWOC, WI (M-S, 6A-7P, 12+, April 1980)

1. WOMT	25.6	1240, 1 KW/250 W, MOR	CBS, \$15.25	(Dore/Walton)	Seehaf
2. WCUB	17.2	980, 1 KW (DAYS), COUNTRY	, \$13.00	(----)	
3. WIXX-F	16.0	See Green Bay Arbitron			
4. WQTC-F	13.5	102.3, 3 KW @ 240, ROCK	, \$ 6.00	(---)	
5. WAPL-F	5.1	See Appleton-Oshkosh Arbitron			
6. WKKB-F	4.3	92.1, 3 KW @ 160, BTFL (?)	, \$11.90	(---)	

MARINETTE, WI - MENOMINEE, MI (M-S, 6A-7P, 12+, April-May 1980)

1. WIXX-F	18.3	See Green Bay Arbitron			
2. WMAM	17.0	570, 250 W/100 W, MOR	NBC, \$ 4.60	(Walton)	
3. WLST-F	15.3	95.1, 100 KW @ 430, ROCK (Drake-Chen)	, \$ 4.60	(Walton)	
4. WCJL	11.8	1300, 1 KW (DAYS), COUNTRY	, \$ 4.60	(----)	
5. WAGN	10.9	1340, 1 KW/250 W, MOR	ABC-I, \$ 4.00	(Pearse)	

WISCONSIN RAPIDS, WI (M-S, 6A-7P, 12+, April 1980)

1. WFHR	26.0	1320, 5 KW/500 W (DA-N), MOR	CBS, \$ 8.50	(-----)	
2. WWRW-F	18.8	See Stevens Point Mediastat			
3. WSPT-F	14.1	See Stevens Point Mediastat			
4. WAXX-F	10.9	104.5, 100 KW @ 1830, COUNTRY	ABC-I, \$17.00	(HR/Stone)	Post (EAU CLAIRE)
5. WLJY-F	9.4	106.5, 100 KW @ 800, BTFL MUS	, \$ 8.80	(----)	
6. WIFC-F	8.7	See Wausau Mediastat			

STEVENS POINT, WI (M-S, 6A-7P, 12+, April-May 1980)

1. WSPT-F	42.5	97.9, 50 KW @ 350, ROCK	, \$ 7.75	(----)	
2. WXYQ	17.5	1010, 1 KW (DAYS), COUNTRY	, \$ 8.50	(----)	
3. WWRW-F	7.0	103.3, 73 KW @ 330, CONTEMP	, \$ 7.60	(----)	
4. WIFC-F	5.9	See Wausau Mediastat			
5. WDEZ-F	5.3	See Wausau Mediastat			
6. WAXX-F	4.7	See Wisconsin Rapids Mediastat			

VICTORIA, TX (Mon-Sun, 6A-7P; June 80)

- 1. KVIC 39.2
- 2. KNAL 25.8
- 3. KCWM-F 11.2
- 4. KTSA 6.6

FOR STATION INFO SEE VICTORIA CRMR

LAKE CHARLES, LA (Mon-Sun, 6A-7P; May-June 80)

- 1. KTQQ-F 21.9
- 2. KLOU 12.4
- 3. KLCL 11.8
- 4. KLCL-F 9.9
- 5. KSNS-F 9.4
- 6. KGRA-F 9.2

FOR STATION INFO SEE LAKE CHARLES CRMR

BRUNSWICK, GA (Mon-Sun, 6A-7P; June 80)

- | | | | | |
|-----------|------|---------------------------------|-----------------------|------|
| 1. WPIG-F | 25.5 | 101.5, 100 KW @ 240, ROCK | , \$7.17 (-----) | |
| 2. WMOG | 24.0 | 1490, 1 KW/250 W, MOR | CBS, \$7.00 (Bolton) | |
| 3. WGIG | 13.7 | 1440, 5 KW/1 KW (DA-N), COUNTRY | ABC-E, \$6.00 (-----) | Kirk |
| 4. WYNR | 11.8 | 790, 500 W (DAYS,DA), BLACK | , \$4.00 (-----) | |
| 5. WSBI-F | 6.8 | 100.7, 26 KW @ 200, CONTEMP | ABC-F, \$5.25 (-----) | Kirk |



SAN JUAN*

Market # 21
 Revenue Rank # 46
 Income Rank # 105
 SMSA Pop: 1,253,400

Revenue: \$9,189,572
 Income : \$ 333,996
 % Rev Change: +19.5
 Stations: /16

National Rev: \$3,053,856
 Nat Rev per Cap: \$2.44
 Tot Rev per Cap: \$7.33
 Tot Inc per Cap: \$.27
 Profit Margin: 3.6%

12+ SHARE (6AM-12 MID)	Sep- Nov 79			May- Jul 79			Jan- Mar 79			WEEKLY 12+ CUME
	1. WKAQ 13	14	14	13	14	13	14	13	13	
2. WZNT-F 12	15	21	20	21	20	21	20	20	2. WZNT-F 1482	
3. WKAQ-F 9	7	5	4	5	4	7	4	4	3. WKAQ-F 1462	
4. WBMJ 8	9	10	11	10	11	9	11	11	4. WBMJ 1233	
5. WQII 7	8	8	10	8	10	7	10	10	5. WQBS 982	
6. WQBS 6	6	4	4	4	4	6	4	4	6. WQII 935	
WAPA 6	5	4	3	4	3	5	3	3	7. WAPA 804	
8. WKVM 5	5	4	4	4	4	5	4	4	8. WLUZ 681	
WKVM-F 5	4	3	2	3	2	4	2	2	9. WKVM 675	
									10. WKVM-F 669	

RADIO STATIONS

WAPA, 680, 10 KW	, CONTEMP	, \$12.00 (----)	Hearst
WBMJ, 1190, 10/5 KW (DA-1)	, ROCK	, \$43.00 (Masla)	
WKAQ, 580, 5 KW	, NEWS	, \$45.00 (Inter-Amer)	
WQII, 1140, 10 KW (DA-1)	, MOR/AC	, \$42.50 (Howard)	Pueblo
WQBS, 630, 5 KW (DA-2)	, TOP 40	, \$20.00 (Caballero)	
WKVM, 810, 25 KW (DA-1)	, SPANISH	, \$28.00 (----)	Amer Colonial
WZNT-F, 93.7, 50 KW @ 260,	Salsa	, \$42.50 (Howard)	Pueblo
WKVM-F, 105.7, 50 KW @ 1100,	???	, \$13.00 (----)	Amer Colonial
WKAQ-F, 104.7, 50 KW @ 1120,	TOP 40	, \$12.00 (Inter-Amer)	

TV STATIONS

WAPA	San Juan	4	NBC, Hearst
WKAQ	San Juan	2	IND
WLUZ	Ponce	7	IND

NEWSPAPERS

San Juan El Mundo	(Spanish)	M	116,773
San Juan Star	(English)	M	40,595

*This table is based on data provided by the Strategy Research Corporation of Miami. Their latest survey of San Juan was conducted from January through March of 1980. The Strategy Research Corporation surveys many markets which have a high percentage of Spanish speaking residents.

AMERICA'S LEADING TV GROUPS

For the first time American Radio has ranked the nation's leading television group owners. The pages which follow are based upon A.C. Nielsen data. I thank them for allowing me to use their information. All figures are copyrighted by the A.C. Nielsen Company and may not be reproduced or used in any manner unless written permission is granted by the A.C. Nielsen Company. See the copyright page for further information.

The data is drawn from the November 1979 sweeps. I would have used the February book but I believed the Winter Olympics would have distorted the results. To qualify for this listing the group owners must have at least three (3) stations. Satellites do not count as separate stations.

The groups are ranked by totalling the weekly cume households of each station in the group. The cume households figures are based on the number of homes using the station during an average week from Sunday through Saturday, 7:00 AM to 1:00 AM. There are no geographic restrictions so homes viewing the station outside the DMA are counted. Those stations which are widely circulated on cable systems will have their total numbers reflected.

After the group rankings a listing of the groups and their stations can be found.

<u>GROUP</u>	<u># of Stations</u>	<u>Total Households</u>
1. ABC	5	16,068,000
2. CBS	5	16,008,000
3. NBC	5	15,470,000
4. Metromedia	7	14,894,000
5. RKO	4	11,329,000
6. WGN Continental	3	10,104,000
7. Westinghouse	5	8,740,000
8. Field	5	7,314,000
9. Storer	7	7,153,000
10. Taft	7	5,928,000
11. Capital Cities	6	5,867,000
12. Gaylord	7	5,749,000
13. Cox	5	5,711,000
14. Scripps-Howard	6	4,148,000
15. Pst-Newsweek	4	4,013,000
16. Times-Mirror	6	3,875,000
17. Gannett	7	3,772,000
18. Corinthian	6	3,568,000
19. Outlet	5	3,233,000
20. Hearst	3	3,145,000
21. Meredith	5	2,875,000
22. Pulitzer	5	2,826,000
23. Detroit News	5	2,774,000
24. Chronicle	3	2,665,000
25. Multimedia	6	2,596,000
26. McGraw-Hill	4	2,305,000
27. LIN	4	2,092,000
Wometco	4	2,092,000
29. Park	7	2,086,000
30. Ziff Davis	6	2,056,000

<u>GROUP</u>	<u># of Stations</u>	<u>Total Households</u>
31. King	4	1,976,000
32. Hubbard	3	1,968,000
33. 20th Century Fox	3	1,914,000
34. Knight-Ridder	3	1,884,000
35. General Electric	3	1,831,000
36. Allbritton	3	1,812,000
37. Cosmos	4	1,749,000
38. Belo	3	1,736,000
39. CBN Continental	4	1,676,000
40. Harriscope	5	1,578,000
41. Harte-Hanks	4	1,541,000
42. Forward	6	1,402,000
43. Orion	4	1,400,000
44. American Family	6	1,289,000
45. Gateway	4	1,266,000
46. Midwest TV	3	1,226,000
47. Post	5	1,178,000
48. Nationwide	3	1,091,000
49. Lee	4	1,066,000
50. Bahakel	6	1,026,000
51. New York Times	3	1,022,000
52. Springfield TV	3	1,000,000
53. Rollins	3	970,000
54. Morgan Murphy	4	941,000
55. Fetzer	3	899,000
56. Palmer	3	832,000
57. Spanish International	5	771,000
58. Clay	4	705,000
59. Lanford	4	679,000
60. Gilmore	3	634,000
61. Western	3	604,000
62. John Blair	3	474,000
63. California-Oregon	3	468,000
64. Gillett	3	408,000
65. Drewry	3	404,000
66. Community Bdst Ser	3	259,000
67. Garryowen	3	182,000

You may be wondering why American Radio is devoting these pages to television. Well, this is definitely not going to become American Radio and Television. The main reason I'm including TV group data is to compare the performance of groups owning both radio and TV properties. I am sure you can notice some very interesting comparisons.

TV GROUP LISTINGS

Below is detailed information for the stations in each group. The individual stations are listed with their market, channel and network. Also listed is each station's DMA rating (Sun-Sat, 7:00 AM - 1:00 AM, households) and the weekly come households (Sun-Sat, 7:00 AM - 1:00 AM) in thousands.

ABC	MARKET	CHANNEL - NETWORK	DPA RAT	CUME HH	MARKET	CHANNEL NETWORK	DPA RAT	CUME HH
WABC	New York	7 ABC	9	5828	CALIFORNIA-OREGON	KRCR Redding, Cal	7 ABC, NBC	9
WLS	Chicago	7 ABC	10	2714		KOBI Medford	5 ABC, CBS	13
KABC	Los Angeles	7 ABC	9	3883		KPIC Roseburg/Eugene	13 NBC	14
KGO	San Francisco	7 ABC	10	1992				
WXYZ	Detroit	7 ABC	12	1651				
				16068	CAPITAL CITIES			468
	ALLBRITTON					KFSN Fresno	30 CBS	10
				1368		WTNH New Haven	8 ABC	8
	WJLA Wash, DC	7 ABC	8			WKBW Buffalo	7 ABC	11
	WCIV Charleston, SC	4 NBC	10	177		WTVD Durham	11 CBS	11
	WSET Lynchburg, VA	13 ABC	6	267		WPVI Philadelphia	6 ABC	13
				1812		KTRK Houston	13 ABC	11
	AMERICAN FAMILY				CBN CONTINENTAL NET			5867
	WAFF Huntsville, AL	48 NBC	5	200		MANX Atlanta	46 IND	1
	WYEA Columbus, GA	38 NBC	4	128		WXNE Boston	25 IND	1
	WTOC Savannah	11 CBS	12	175		KXTX Dallas	39 IND	1
	KFVS Cape	12 CBS	13	317		WYAH Portsmouth, VA	27 IND	1
	Girardeau, MO							
	KTIY Sioux City, IO	4 NBC	10	166				
	KWML Waterloo	7 NBC	9	303				
				1289				1676
	BAHAKEL							
	WKAB Montgomery	32 ABC	5	107		WCBS New York	2 CBS	8
	WBAK Terre Haute	38 ABC	3	102		KNXT Los Angeles	2 CBS	7
	WCCB Charlotte	18 IND	3	374		WBMM Chicago	2 CBS	9
	WBBJ Jackson, TN	7 ABC	13	171		WCAU Philadelphia	10 CBS	8
	WOLO Columbia, SC	25 ABC	4	151		KMOX St. Louis	4 CBS	10
	WABG Greenwood, MS	6 ABC	16	121				16008
				1026	CHRONICLE			
	BELO					WOWT Omaha	6 CBS	9
	KFDM Beaumont	6 CBS	15	202		KRON San Francisco	4 NBC	7
	WFAA Dallas	8 ABC	10	1225		KAKE Wichita	10 ABC	9
	WTVC Chattanooga	9 ABC	11	309				2655
				1736		CLAY		
	JOHN BLAIR					WAPT Jackson, Miss	16 ABC	6
	KSBW Salinas	8 NBC	8	267		WMAZ Wilmington, NC	3 ABC	8
	KSBY San Luis Obispo	6 NBC	5	85		KJAC Port Arthur, TX	4 NBC	11
	KOKH Oklahoma City	25 IND	1	122		KFDX Wichita Falls, TX	3 NBC	10
				474				705

COMMUNITY BDCST SERVICE				CUME HH	DMA RAT	CHANNEL - NETWORK	MARKET	CHANNEL NETWORK	DMA RAT	CUME HH	
WCJB	Gainesville,FL	20	ABC	86	11		Kalamazoo	3	CBS	8	536
WABI	Bangor,ME	5	CBS	146	11		Sioux City,IA	14	CBS	4	85
WAGM	Presque Isle,ME	8	CBS	27	19		Lincoln	10	CBS	11	278
				259							899
<u>CORINTHLIAN</u>											
KXTV	Sacramento	10	CBS	819	7		San Francisco	44	IND	3	1220
WANE	Fort Wayne	15	CBS	236	9		Detroit	50	IND	4	1539
WISH	Indianapolis	8	CBS	732	8		Boston	56	IND	2	1180
KOTV	Tulsa	6	CBS	410	9		Philadelphia	48	IND	2	1504
KHOU	Houston	11	CBS	1046	9		Chicago	32	IND	4	1871
WVEC	Norfolk	13	ABC	425	10						7314
				3568							
<u>COSMOS</u>											
WSFA	Montgomery	12	NBC	282	18		Peoria	19	ABC	10	255
WDSU	New Orleans	6	NBC	550	9		Sioux City	9	ABC	11	198
WIS	Columbia,SC	10	NBC	338	16		Odessa,TX	7	CBS	12	108
WTOL	Toledo	11	CBS	579	10		Wheeling	7	NBC	14	429
				1749			Madison	15	NBC	8	243
							Wausau	7	CBS	15	169
											1402
<u>COX</u>											
WSB	Atlanta	2	NBC	979	10		Phoenix	12	NBC	7	517
WSOC	Charlotte	9	ABC	588	8		Little Rock	4	NBC	11	402
WHIO	Dayton	7	CBS	665	12		Denver	9	ABC	9	782
KTVU	San Francisco	2	IND	2307	6		Atlanta	11	ABC	8	905
WIIIC	Pittsburgh	11	NBC	1172	8		Fort Wayne	21	ABC	9	250
				5711			Okla City	5	ABC	10	497
							Louisville	32	ABC	7	419
											3772
<u>DETROIT NEWS</u>											
WALA	Mobile	10	NBC	342	8		Great Falls	3	CBS/NBC	15	59
KOLD	Tucson	13	CBS	195	8		Billings	2	CBS/NBC	11	79
WDVM	Wash, DC	9	CBS	1486	9		Missoula	8	ABC/CBS	9	44
KTVY	OkI City	4	NBC	527	10						182
KVUE	Austin	24	ABC	224	10						
				2774							
<u>DREWRY</u>											
KSWO	Lawton,OK	7	ABC	156	8						
KMID	Midland, TX	2	NBC	109	11						
KFDA	Amarillo	10	CBS	139	7						
				404							

GATEWAY		MARKET	CHANNEL NETWORK	DMA RAT	CUME HH
<u>HART E-HANKS</u>					
WTLV	Jacksonville, FL	12	NBC	10	332
KYTV	Springfield, MO	3	NBC	16	273
WFMY	Greensboro, NC	2	CBS	11	495
KENS	San Antonio	5	CBS	13	441
					1541
<u>HEARST</u>					
WISN	Milwaukee	12	ABC	9	668
WTAE	Pittsburgh	4	ABC	10	1349
WBAL	Baltimore	11	NBC	9	1128
					3145
<u>HUBBARD</u>					
KOB	Albuquerque	4	NBC	8	287
WTOG	St. Petersburg	44	IND	3	677
KSTP	St. Paul	5	ABC	9	1004
					1968
<u>KING</u>					
KGW	Portland	8	NBC	7	648
KING	Seattle	5	NBC	9	866
KREM	Spokane	2	CBS	9	328
KTVB	Boise	7	NBC	13	134
					1976
<u>KNIGHT-RIDDER</u>					
WJRT	Flint	12	ABC	11	546
WPRI	Providence	12	ABC	9	812
WTEN	Albany	10	ABC	10	526
					1884
<u>LANFORD</u>					
KKTV	Colorado Springs	11	CBS	10	169
KALB	Alexandria (68%)	5	NBC	19	178
KCTV	San Angelo, TX	8	CBS	16	43
WJTV	Jackson, MS (13%)	12	CBS	10	289
					679
CUME HH					
317	232	247	470	1266	928
527	1170	1315	718	451	640
5749	785	501	545	1831	115
177	116	408	239	186	209
634	180	974	70	274	80
					1578
<u>GENERAL ELECTRIC</u>					
KOA	Denver	4	NBC	9	785
WRGB	Schenectady	6	NBC	10	501
WNGE	Nashville	2	ABC	8	545
					1831
<u>GILLETT</u>					
KPWR	Bakersfield	17	CBS	5	115
WSEE	Erie	35	CBS	8	177
KXON	Mitchell, SD	5	ABC	4	116
					408
<u>GILMORE</u>					
WREX	Rockford	13	ABC	9	239
KODE	Joplin	12	ABC	9	186
WEHT	Evansville	25	CBS	8	209
					634
<u>HARRISCOPE</u>					
KBAK	Bakersfield	29	ABC	7	180
WSNS	Chicago (50%)	44	IND	1	974
KULR	Billings	8	ABC	12	70
KGGM	Albuquerque (30%)	13	CBS	9	274
KTWO	Casper	2	ABC/NBC	14	80

	MARKET	CHANNEL NETWORK	DMA RAT	CUME HH		CHANNEL NETWORK	DMA RAT	CUME HH
<u>LEE</u>					MORGAN MURPHY			
KGMB	Honolulu	9 CBS	11	241	KTHI	Fargo	7	197
KHQA	Hannibal, MO	7 CBS	11	156	KXLY	Spokane	10	333
KOIN	Portland	6 CBS	8	157	KAPP	Yakima	8	126
WSAZ	Huntington	3 NBC	14	512	WISC	Madison	10	285
				1066				941
<u>LIN</u>					MULTIMEDIA			
WAND	Decatur, Ill	17 ABC	8	293	WMAZ	Nacon	18	167
KTUV	Austin	36 NBC	8	207	WXII	Winston-Salem	8	506
KXAS	Dallas-FW	5 NBC	9	1149	WFBC	Greenville, SC	12	600
WAVY	Portsmouth, VA	10 NBC	8	443	WBIR	Knoxville	12	403
				2092	WZTV	Nashville	1	192
	McGraw-Hill				WLWT	Cincinnati	9	728
KGTV	San Diego	10 ABC	9	621				2596
KMCH	Denver	7 CBS	8	759	NATIONWIDE			
KERO	Bakersfield	23 NBC	10	146	WATE	Knoxville	9	373
WRTV	Indianapolis	6 ABC	9	779	WXEX	Richmond	8	353
				2305	WBAY	Green Bay	11	365
<u>MEREDITH</u>								1091
WNEM	Bay City	5 NBC	14	446	NBC			
KPHO	Phoenix	5 IND	6	533	WNBC	New York	7	6091
WTVH	Syracuse	5 CBS	9	479	WMAQ	Chicago	8	2690
KCMO	Kansas City	5 CBS	9	754	WKYC	Cleveland	9	1292
WRGH	Pittsburgh	53 IND	2	663	KNBC	Los Angeles	7	4068
				2875	WRC	Wash, DC	7	1329
								15470
<u>METROMEDIA</u>					NEW YORK TIMES			
KTTV	Los Angeles	11 IND	4	3719	KFSM	Ft. Smith, Ark	14	143
WTC	Wash, DC	5 IND	5	1878	WREG	Memphis	12	621
WXIX	Cincinnati	19 IND	5	703	WHNT	Huntsville, AL	11	258
WTCN	Minn-SP	11 NBC	6	930				1022
W'NEW	New York	5 IND	5	6274	ORION			
KRIV	Houston	26 IND	3	653	WTFE	Evansville	10	207
KMBC	Kansas City	9 ABC	9	737	WMT	Cedar Rapids	9	310
				14894	WAVE	Louisville	12	493
<u>MIDWEST TV</u>					WFRV	Green Bay	10	390
WCIA	Champaign	3 CBS	10	338				1400
WMBD	Peoria	31 CBS	9	326				
KFNB	San Diego	8 CBS	8	652				

OUTLET	MARKET	CHA NNEL NETWORK	DMA RAT	CUME HH	PULITZER	MARKET	CHA NNEL NETWORK	DMA RAT	CUME HH
WDBO	Orlando	6 CBS	9	494	WTEV	Providence	6 CBS	5	582
WCMH	Columbus	4 NBC	9	633	KETV	Omaha	7 ABC	12	414
WJAR	Providence	10 NBC	11	922	KOAT	Albuquerque	7 ABC	11	323
KSAT	San Antonio	12 ABC	11	441	WGAL	Lancaster	8 NBC	9	574
KOVR	Sacramento	13 ABC	9	743	KSDK	St. Louis	5 ABC	9	933
PALMER				3233	RKO				2826
WOC	Davenport	6 NBC	11	323	WNAC	Boston	7 CBS	6	1881
WHO	Des Moines	13 NBC	9	337	WOR	New York	9 IND	3	5771
KDLH	Duluth	3 CBS	12	172	KHJ	Los Angeles	9 IND	2	3123
PARK				832	WHBQ	Memphis	13 ABC	10	554
WBNG	Birmingham	42 CBS	3	319	ROLLINS				11329
WUTR	Utica	20 ABC	6	119	WPTZ	North Pole, NY	5 NBC	7	149
WNCT	Greenville, NC	9 CBS	10	250	WCHS	Charleston, WV	8 CBS	8	492
WDEF	Chattanooga	12 CBS	10	331	WEAR	Pensacola	3 ABC	10	329
WJHL	Johnson City, TN	11 CBS	11	270	SCRIPPS-HOWARD				970
WTVR	Richmond	6 CBS	12	418	WPTV	West Palm Beach	5 NBC	11	398
WSLS	Roanoke	10 NBC	9	379	KBMA	Kansas City	41 IND	3	657
POST				2086	WWSW	Cleveland	5 ABC	12	1331
WLJC	Marquette	6 CBS	17	103	KTEW	Tulsa	2 NBC	9	379
WLJK	Green Bay	11 ABC	9	377	WNC	Memphis	5 NBC	10	621
WOKR	Rochester	13 ABC	11	371	WCPO	Cincinnati	9 CBS	10	762
KTVO	Ottumwa, IA	3 ABC	14	121	SPANISH INTERNATIONAL				4148
WEAU	Eau Claire, WI	13 NBC	10	206	KFTV	Hanford, Cal	21 IND	-	16
POST-NEWSWEEK				1178	WLVT	Miami	23 IND	1	100
WFSB	Hartford	3 CBS	9	1017	KWEX	San Antonio	41 IND	2	76
WJXT	Jacksonville	4 CBS	14	386	WXTV	New York	41 IND	-	265
WPLG	Miami	10 ABC	9	984	KMEX	Los Angeles	34 IND	1	314
WDIV	Detroit	4 NBC	8	1626	SPRINGFIELD TV				771
				4013	WFLP	Springfield, MA	22 NBC	9	350
					KSTU	Salt Lake City	20 IND	2	185
					WKEF	Dayton	22 ABC	7	465
									1000

STORER		MARKET	CHANNEL- NETWORK	DMA RAT	CUME HH	WESTINGHOUSE		CHANNEL NETWORK	DMA RAT	CUME HH
WAGA	Atlanta	5 CBS	10	970		WJZ	Baltimore	13 ABC	10	1164
WJKW	Cleveland	8 CBS	9	1343		WBZ	Boston	4 NBC	8	1940
WSBK	Boston	38 IND	2	1374		KYW	Philadelphia	3 NBC	7	2305
WJBK	Detroit	2 CBS	10	1652		KPIX	San Francisco	5 CBS	8	1982
WITI	Milwaukee	6 CBS	10	717		KDKA	Pittsburgh	2 CBS	12	1349
WTVG	Toledo	13 NBC	10	541						
KCST	San Diego	39 NBC	6	556						8740
				7153						
<u>WGN CONTINENTAL</u>										
TAFT	Wash, DC	20 IND	2	910		WGN	Chicago	9 IND	5	3531
WDCA	Cincinnati	12 ABC	10	779		WPIX	New York	11 IND	3	5899
WKRC	Columbus	6 ABC	10	641		KWGN	Denver	2 IND	3	674
WTVN	Philadelphia	29 IND	2	1677						10104
WTAF	Birmingham	6 ABC	16	592						
WBRC	Kansas City	4 NBC	8	726						
WDAF	Buffalo	2 NBC	8	603						
WGR				5928						
<u>WOMETCO</u>										
						WTVJ	Miami	4 CBS	10	1032
						WZZM	Grand Rapids	13 ABC	7	338
						KVOS	Billingham, WA	12 CBS	-	137
						WLOS	Asheville, NC	13 ABC	8	585
										2092
<u>TIMES-MIRROR</u>										
KDFW	Dallas	4 CBS	9	1194						
KTRC	Austin	7 CBS	9	270						
WSYR	Syracuse	3 NBC	10	538						
WAPI	Birmingham	13 NBC	9	528						
WTPA	Harrisburg	27 ABC	6	404						
KIVI	St. Louis	2 ABC	9	941						
				3875						
<u>20th CENTURY FOX</u>										
KMSP	Minn-SP	9 IND	5	985						
KMOL	San Antonio	4 NBC	9	448						
KTVX	Salt Lake City	4 ABC	9	481						
				1914						
<u>WESTERN</u>										
KMTV	Twin Falls, ID	11 CBS/NBC	14	39						
KTVM	Columbus, GA	9 ABC	12	332						
WJBF	Augusta, GA	6 ABC	14	233						
				604						
										2056