

DUNCAN'S RADIO MARKET GUIDE

1991 Edition



James H. Duncan, Jr.

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

Please feel free to make any comments or suggestions you have at any time. I urge you to do so. I can be reached at the following address:

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HIGHLIGHTS AND COMMENTS

RADIO REVENUE SUMMARY

Radio revenue for the 180 markets covered by this report increased in 1990 by only 3.7%. These markets account for about 65% of all radio revenue in the nation.

1990 Market Revenue	\$5,212,900,000	(+3.72%)
1989 Market Revenue	\$5,026,100,000	(+6.34%)
1988 Market Revenue	\$4,701,500,000	(+7.99%)
1987 Market Revenue	\$4,353,400,000	

Note that these figures include spot revenue only. They do not include network revenue, although they do include network compensation for most markets which amounts to less than 1% of the total.

I estimate that total spot radio for the entire nation was \$8,375,000,000 in 1990. The percentage increase is the lowest since the early 1970's.

As always, some regions of the nation fared better than others. Below is a regional breakdown.

Pacific	+ 6.6%	(CA, HI, AK, OR, WA, NV, AZ)
Mountain	+ 2.3%	(NM, UT, CO, ID, WY, MT)
Great Plains	+ 3.5%	(ND, SD, MN, IA, KS, NE, MO)
Midwest	+ 2.7%	(WI, MI, IL, IN, OH)
South Central	+ 3.5%	(TX, OK, AR, LA)
Southeast	+ 1.0%	(FL, GA, AL, MS, SC, NC, TN, KY, WV, VA)
Mid Atlantic	+ 5.4%	(MD, DC, DE, PA, NJ, NY)
New England	- 0.1%	(CT, RI, MA, VT, NH, ME)

The New England figures are a bit misleading. 9 of the 12 New England markets had negative growth. However, the region's largest market (Boston) was up over 7% and this brought the region's growth rate to almost even with 1989. Without Boston the rate would have been -5.0%

In the Southeast, the region's three largest markets -- Atlanta (+1.4%); Miami (-5.7%) Tampa/St. Pete (-3.3%) -- brought the growth rate down to only 1.0%

The top 10 markets averaged 5.5% growth during 1990. They were led by Los Angeles (+8.3%), New York (+6.1%), Boston (+7.8%) and San Francisco (+6.8%). In fact, if it had not been for the largest markets, radio would be up only 3% or so for the nation as a whole.

The markets with the highest and lowest 1990 growth rate are as follows:

Highest Growth Rate		Lowest Growth Rate	
1. Anchorage	16.0%	1. Portland, ME	-14.3%
2. Louisville	13.4%	2. Casper	-12.0%
3. Las Vegas	12.9%	3. Colorado Springs	- 9.0%
4. Eugene, OR	12.3%	4. Cape Cod, MA	- 8.2%
5. Modesto	9.5%	5. Amarillo	- 8.0%
6. Oxnard-Ventura	8.8%	6. Nashville	- 7.5%
7. Los Angeles	8.3%	7. Fairfield County (Bridgeport)	- 7.4%
8. Fresno	8.1%	8. Hartford	- 7.3%
South Bend	8.1%	9. Atlantic City	- 6.7%
10. Buffalo	8.0%	10. Manchester, NH	- 6.5%
Riverside-San Bern.	8.0%		

OUTLOOK FOR 1991 AND BEYOND

This is almost an impossible year to make decent revenue projections. We are in the middle of a moderate-intensity national recession which at the media/advertising level has to be classified as a severe recession. As I write this (28 Jan 90) we are at war with Iraq. It appears that this war will be a relatively short yet violent conflict and will last only a few months. If this scenario holds true, the recession should end by the third quarter of 1991. I would predict that radio revenues would be flat to +1.0% for the first two quarters and up 3% to 4% for the last two quarters. This would mean that radio revenues for the entire year would grow between 2% and 2.6%

If the war continues throughout much or most of 1991, then I believe the recession will linger through most of the year and radio revenue will be fortunate to grow at all.

In a survey of Group CEO's I discovered that they were much more optimistic. They predict a growth rate of 4.6% in 1991. The Group CEO's had predicted 1990 revenue growth of 6.9%

A summary of predictions for 1991 revenue growth:

GROUP CEO'S:	+4.6%
DUNCAN (Short War/Short Recession):	+2.5%
DUNCAN (Long War/Long Recession):	+0.5%

I still look for 1992 to be a breakout year with revenue increases in the 7% range or more.

RADIO GROUP REVENUE

The 50 highest billing radio groups billed \$2,975,800,000 in 1990. This represents 35.5% of total spot radio revenue. In 1989 the top 50 groups billed \$2,818,600,000 which was 34.8% of total spot radio revenue.

Cap Cities/ABC remains the highest billing group followed by CBS, Westinghouse, Infinity, Cox and Emmis -- all billed over \$100,000,000. Some of the groups making impressive gains in the rankings include:

Westinghouse	(#4 to #3)
Cox	(#7 to #5)
Viacom	(#14 to #9)
Chase	(#42 to #27)

BASE VALUES . . . AGAIN AND AGAIN

As I must every year, I will address the base values which I set for each market. I did a lot of soul searching about whether I should continue to estimate and publish base values. Are base values relevant in the current climate of radio economics? Are base values still a useful tool? I asked many of you about your opinions. Some said they were a waste of time and others said they would be lost without them.

I did some research into the issue. I found that between 1986 and 1989 a station deal came in below my base value estimate about three times per year.

In 1990 there were 11 deals which came in below my base value. Only four of those deals were in top 50 markets:

Detroit	WDFX	Sale Price: \$10,900,000	1990 Market Base Value: \$12,500,000
Phoenix	KESZ	Sale Price: \$10,400,000	1990 Market Base Value: \$11,500,000
San Jose	KWSS	Sale Price: \$ 5,000,000	1990 Market Base Value: \$ 5,800,000
Dallas	KKWM	Sale Price: \$13,100,000	1990 Market Base Value: \$17,000,000

(In Dallas the KMGC deal was also below Base Value but I will use the worst case as the example.)

These deals averaged about 16% below base value. The smaller markets where my base value was too high included Albuquerque, Colorado Springs, Little Rock, Lubbock, McAllen, Pensacola and Shreveport. Most of the deals in the small markets were made by absolutely disparate owners (or receivers) selling bad properties in bad radio markets in a terrible economic climate.

This is no excuse, for, I should have foreseen the depth of radio's station-price depression. However, I think the above record is tolerable and I have decided to continue my base value estimates.

I firmly believe that there is a floor for station values. There is a place, a point of equilibrium, where even the most lethargic, cautious and careful buyer will buy. A point where even the most disparate seller will not sell.

My job is to continue to seek an accurate estimate of that point. Your job is to use the figure properly. Remember base values do not apply to AM's or Class A FM stations. Nor do they apply to move-ins. They do apply to Class B or Class C FM's with signals comparable to the other signals in the market. They only apply to stations licensed to the Central City or to an adjacent suburb.

I have adjusted the base values downward an average of 10% Some markets went down much more and some stayed about the same. Two markets (Las Vegas and Minneapolis) even went up a bit.

KABC is now the nation's highest billing station with \$39,500,000 in 1990. The top 10 stations are:

1. KABC	\$39,500,000	6. KPWR-F	\$26,000,000
2. WGN	38,000,000	7. KLOS-F	25,800,000
3. KOST-F	33,000,000	8. WCBS-F	25,500,000
4. KIIS A/F	30,000,000	9. WLTW-F	25,000,000
5. WINS	26,700,000	KGO	25,000,000

Capital Cities and Cox led the two surveys concerning most-admired radio group. Cap Cities/ABC led the poll of station managers. Cox led the poll of Group CEO's after placing ninth last year -- a strong move.

WGN is the most admired radio station. It barely won out over KMOX.

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INDIVIDUAL MARKET REPORTS IN ALPHABETICAL ORDER

PRIMARY MARKETS

Akron	Columbus, OH	Knoxville	Pensacola	Spokane
Albany-Schenctdy-Troy	Corpus Christi	Lancaster	Peoria	Springfield, MA
Albuquerque	Dallas-Fort Worth	Lansing	Philadelphia	Springfield, MO
Allentown-Bethlehem	Davenport-RI-Moline	Las Vegas	Phoenix	Syracuse
Amarillo	Dayton	Lexington	Pittsburgh	Tallahassee
Anchorage	Denver	Lincoln	Portland, ME	Tampa-St. Pete
Appleton-Oshkosh	Des Moines	Little Rock	Portland, OR	Toledo
Atlanta	Detroit	Los Angeles	Portsmth-Dover	Topeka
Augusta, GA	El Paso	Louisville	Providence	Tucson
Austin	Erie	Lubbock	Raleigh	Tulsa
Bakersfield	Eugene	Macon	Reno	Utica-Rome
Baltimore	Evansville	Madison	Richmond	Waco
Baton Rouge	Flint	Manchester	Rverside-SanB.	Washington
Beaumont	Fort Wayne	McAllen-Brownsville	Roanoke-Lynch.	West Palm Bch.
Binghamton	Fresno	Memphis	Rochester	Wheeling
Birmingham	Grand Rapids	Miami-Ft. Lauderdale	Rockford	Wichita
Boise	Greensboro-WS	Milwaukee	Sacramento	Wilkes Barre-Scr
Boston	Greenville-Spartanburg	Minneapolis-St. Paul	Saginaw-BC	Wilmington, DE
Bridgeport	Harrisburg	Mobile	St. Louis	Worcester
Buffalo-NiagaraFls	Hartford	Modesto	Slinas-Mont-SC	York
				Youngstown
Canton	Honolulu	Montgomery	Salt Lake City	
Charleston, SC	Houston	Nashville	San Antonio	
Charleston, WV	Huntington, WV	New Haven	San Diego	
Charlotte	Huntsville	New Orleans	San Francisco	
Chattanooga	Indianapolis	New York	San Jose	
Chicago	Jackson, MS	Norfolk	Sarasota-Brad.	
Cincinnati	Jacksonville	Oklahoma City	Savannah	
Cleveland	John City-Kings-Bristol	Omaha	Seattle-Tacoma	
Colorado Springs	Kalamazoo	Orlando	Shreveport	
Columbia, SC	Kansas City	Oxnard-Ventura	South Bend	

SECONDARY MARKETS

Abilene, TX	Casper	Johnstown, PA	Santa Barbara
Altoona	Cedar Rapids	LaCrosse	Sioux Falls
Asheville	Charlottesville, VA	Lafayette, IN	Springfield, IL
Atlantic City	Columbus, GA	Lafayette, LA	Stuebenville
Billings	Duluth	Lakeland	Stockton
Biloxi-Gulfport	Fargo	Nassau-Suffolk	Terre Haute
Bismarck, ND	Fayetteville, NC	Odessa-Midland	Waterloo-Cedar Falls
Bloomington, IL	Fort Myers	Palm Springs	Wilmington, NC
Burlington, VT	Gainesville	Panama City	
Cape Cod, MA	Green Bay	Pueblo	

AMERICA'S HIGHEST BILLING RADIO GROUPS

This fascinating table estimates the revenue for the leading radio groups in the United States. The listing includes all groups which I estimate have billings in excess of \$10,000,000. The only groups excluded would be a few groups featuring the Religion/Gospel format. These companies do not primarily depend on spot dollars.

My primary source of data for this table was the group CEO's themselves. I mailed questionnaires to over 100 group CEO's. About 80% responded--a response rate I am very proud of. Among the major groups, only Jacor, Malrite, Cox and Greater Media would not cooperate but I was able to research these and other non-responders in other ways.

The revenue figures are in gross dollars and they do not include trade/barter dollars nor network compensation.

Are the figures accurate? Yes, I believe so, and I get closer every year. I rarely have a group CEO or anyone else call to complain. Generally, I feel I am within 3% to 4% of actual.

(1986 RANK)	(1987 RANK)	(1988 RANK)	(1989 RANK)	(1990 RANK)	GROUP	1990 REVENUE*	STATIONS	REVENUE PER STATION
(1)	(1)	(1)	(1)	1.	Capital Cities/ABC	\$232,200,000	18	\$12,400,000
(2)	(2)	(2)	(2)	2.	CBS	216,900,000	19	11,415,000
(3)	(3)	(3)	(4)	3.	Westinghouse	200,000,000	17	11,765,000
(8)	(4)	(4)	(3)	4.	Infinity	131,500,000	14	9,393,000
(12)	(13)	(8)	(7)	5.	Cox	103,900,000	12	8,658,000
(19)	(12)	(5)	(5)	6.	Emmis	101,900,000	10	10,190,000
(9)	(8)	(9)	(8)	7.	Bonneville	96,200,000	10	9,620,000
(4)	(6)	(7)	(6)	8.	Gannett	91,200,000	12	7,600,000
(18)	(16)	(16)	(14)	9.	Viacom	90,000,000	10	9,000,000
(11)	(11)	(10)	(10)	10.	Great American	87,200,000	17	5,129,000
(28)	(18)	(13)	(12)	11.	Jacor	75,800,000	12	6,317,000
(--)	(35)	(19)	(15)	12.	Noble	73,700,000	14	5,264,000
(10)	(9)	(11)	(13)	13.	Malrite	73,500,000	10	7,350,000
(17)	(15)	(14)	(9)	14.	Susquehanna	70,900,000	15	4,727,000
(13)	(14)	(12)	(16)	15.	Greater Media	67,400,000	12	5,617,000
(15)	(17)	(18)	(17)	16.	EZ	62,900,000	12	5,242,000
(33)	(22)	(20)	(18)	17.	Shamrock (Disney)	58,800,000	12	4,900,000
(--)	(--)	(21)	(19)	18.	Booth/Genesis	55,000,000	14	3,929,000
(14)	(23)	(24)	(21)	19.	Tribune Co.	50,000,000	3	16,667,000
(23)	(24)	(22)	(23)		Nationwide	50,000,000	13	3,846,000
(44)	(39)	(35)	(20)		Beasley	50,000,000	14	3,571,000
(20)	(21)	(25)	(22)	22.	Cook Inlet	47,600,000	7	6,800,000
(29)	(19)	(23)	(25)	23.	Summit	46,600,000	9	5,178,000
(25)	(20)	(17)	(24)	24.	NewCity	46,400,000	11	4,218,000
(--)	(--)	(33)	(27)	25.	Evergreen	45,600,000	6	7,600,000
(39)	(33)	(30)	(29)	26.	Pyramid	41,200,000	9	4,578,000
(--)	(46)	(41)	(42)	27.	Chase	40,300,000	5	8,060,000
(30)	(27)	(31)	(31)	28.	Clear Channel	39,000,000	15	2,600,000
(--)	(25)	(28)	(28)	29.	Sconnix	38,600,000	7	5,514,000
(24)	(28)	(27)	(26)	30.	Edens	37,200,000	7	5,314,000
(--)	(--)	(32)	(30)	31.	Fairmont	35,300,000	7	5,043,000
(--)	(--)	(--)	(32)	32.	Buckley	34,800,000	12	2,900,000
(--)	(--)	(--)	(--)	33.	Westwood One	34,400,000	3	11,467,000
(--)	(--)	(--)	(--)	34.	Tichenor	33,200,000	11	3,018,000
(21)	(26)	(29)	(33)		Jefferson-Pilot	33,200,000	7	4,743,000
(34)	(32)	(40)	(46)	36.	Keymarket	31,400,000	10	3,140,000
(45)	(49)	(35)	(35)	37.	Brown	30,600,000	7	4,371,000
(43)	(40)	(34)	(39)	38.	Hearst	29,700,000	6	4,950,000
(--)	(--)	(--)	(42)	39.	Golden West	29,000,000	4	7,250,000
(--)	(44)	(50)	(36)	40.	Adams	26,500,000	7	3,786,000
(--)	(--)	(--)	(46)	41.	Ragen Henry	26,100,000	15	1,740,000
(--)	(--)	(49)	(49)	42.	American Media	25,100,000	6	4,183,000
(--)	(--)	(--)	(44)	43.	Entercom	25,000,000	9	2,778,000
(--)	(--)	(--)	(--)		Broadcasting Partners	25,000,000	4	6,250,000
(35)	(37)	(45)	(38)	45.	Metroplex	24,600,000	7	3,514,000
(--)	(--)	(42)	(41)	46.	Capitol (Goodman)	24,200,000	4	6,050,000
(--)	(--)	(43)	(40)	47.	Saga	24,100,000	8	3,013,000
(--)	(41)	(37)	(52)	48.	Park	23,700,000	13	1,823,000
(--)	(--)	(--)	(57)		Lotus	23,700,000	13	1,823,000
(--)	(--)	(--)	(49)		Rusk	23,700,000	3	7,900,000
(--)	(--)	(--)	(54)	51.	Atlantic Radio	23,000,000	5	4,600,000
(38)	(37)	(34)	(51)	52.	Inner City	22,200,000	4	5,550,000
(27)	(31)	(26)	(11)	53.	Legacy/Command	22,000,000	3	7,333,000
(--)	(47)	(47)	(48)	54.	Stoner	21,700,000	9	2,411,000
(--)	(--)	(--)	(--)	55.	Barnstable	21,400,000	8	2,675,000
(--)	(--)	(--)	(--)	56.	King	21,300,000	6	3,550,000
(--)	(--)	(--)	(--)	57.	Henry	20,700,000	11	1,882,000
(--)	(--)	(--)	(--)	58.	Midwest TV	20,400,000	4	5,100,000
(--)	(49)	(52)	(55)	59.	United	20,000,000	8	2,500,000

THE FOLLOWING GROUPS BILLED BETWEEN \$10,000,000 AND \$20,000,000 DURING 1990:

Ackerly	Duchossois	Knight	Sandusky
Apollo	Fairbanks	Lincoln	SBS
Ardman	Federated	Marlin	Scripps-Howard
Beck-Ross	Fuller-Jeffrey	Midcontinent	Shamrock (Lynett)
Bloomington	Great Empire	Midwest Family	Sun Group
Capitol (Johnson)	Merv Griffin	Multimedia	Tak
Capstar	Hartstone-Dickstein	Narragansett	TK
Century	Heritage	Newmarket	Trumper
CRB	Hoker	Osborn	Voyager
Diamond	Home News	Radio Ventures	Wilks-Schwartz
Dick	Journal Co.	Renda	WIN (ML)
			Zimmerman (TMZ)

*In some cases, two stations from the same market are counted as just one entity for the "stations" column. This was usually the case when the AM was simulcasted or programmed the same or similar format, but had very low ratings.

AMERICA'S MOST ADMIRED RADIO GROUPS - AS SELECTED BY STATION MANAGERS

1. Cap Cities/ABC	86	16. Saga	13	Cook Inlet	5
2. NewCity	81	17. Great American	12	Broadcast Partners	5
3. Emmis	78	Malrite	12	33. Federated	4
4. Westinghouse	71	19. Keymarket	11	Jefferson-Pilot	4
5. Cox	59	20. Brown	10	Heritage	4
6. CBS	41	Bonneville	10	36. Booth/Genesis	3
7. Shamrock (Disney)	40	22. Susquehanna	9	Hearst	3
8. Infinity	31	Clear Channel	9	King	3
9. Jacor	30	24. Tribune Co.	8	Great Empire	3
10. Gannett	25	25. Sconnix	7	Newmarket	3
Viacom	25	Fuller-Jeffrey	7	Noble	3
12. EZ	21	Evergreen	7	Osborn	3
13. Edens	20	28. Metroplex	6	Westwood One	3
14. Adams	16	29. Stoner	5	Scripps-Howard	3
15. Summit	15	Greater Media	5		

NOTES: 31 other groups received one or two votes. Based on surveys returned by about 600 station managers. Managers could not vote for their own company.

AMERICA'S MOST ADMIRED RADIO GROUPS - AS SELECTED BY GROUP CEOs

1. Cox	25	12. Great American	4	NOTE: 17 other groups received one or two votes. Based on surveys sent to the CEO's of the 100 largest radio groups. Not all CEO's voted.
2. NewCity	21	Nationwide	4	
3. Cap Cities/ABC	18	Saga	4	
4. Westinghouse	17	Susquehanna	4	
5. Shamrock (Disney)	9	16. Sconnix	3	
6. Infinity	8	Tribune Co.	3	
7. Viacom	7	Edens	3	
CBS	7	Federated	3	
EZ	7	Gannett	3	
10. Emmis	6	Summit	3	
Cook Inlet	6	Stoner	3	

AMERICA'S MOST ADMIRED RADIO STATIONS - AS SELECTED BY STATION MANAGERS

1. WGN	Chicago	82	41. WGGI-F	Chicago	6	WHQT-F	Miami	3
2. KMOX	St. Louis	80	WVAZ-F	Chicago	6	WGST	Atlanta	3
3. KVIL-F	Dallas	57	KPLX-F	Dallas	6	WCKG-F	Chicago	3
4. KIIS-F	Los Angeles	50	KINK-F	Portland	6	WLTF-F	Cleveland	3
5. WCCO	Minneapolis	40	45. WFBQ-F	Indianapolis	5	WJLB-F	Detroit	3
6. KOST-F	Los Angeles	26	WMZQ-F	Washington	5	WNCN-F	New York	3
KNIX-F	Phoenix	26	WCMF-F	Rochester	5	WMAL	Washington	3
8. WIVK-F	Knoxville	24	WBAP	Dallas-FW	5	WNEW	New York	3
9. KIRO	Seattle	23	WFLZ-F	Tampa	5	WMAQ	Chicago	3
10. WCBS-F	New York	22	WKLH-F	Milwaukee	5	WQXR-F	New York	3
11. WLW	Cincinnati	21	WIBC	Indianapolis	5	WNOR-F	Norfolk	3
12. WSB	Atlanta	20	WHAS	Louisville	5	WTVN	Columbus	3
WJR	Detroit	20	WYYY-F	Syracuse	5	WPAT-F	New York	3
KGO	San Francisco	20	KQRS-F	Minneapolis	5	WRMF-F	West Palm	3
15. KDKA	Pittsburgh	18	KKBT-F	Los Angeles	5	WSYR	Syracuse	3
16. KLOS-F	Los Angeles	17	KGB -F	San Diego	5	WSOC-F	Charlotte	3
WLUP	Chicago	17	57. WBZ	Boston	4	WRKO	Boston	3
18. WTIC A/F	Hartford	16	WBBM	Chicago	4	WRVA	Richmond	3
19. WEBN-F	Cincinnati	15	WDAF	Kansas City	4	WYSP-F	Philadelphia	3
WFAN	New York	15	WBBQ-F	Augusta GA	4	WUSL-F	Philadelphia	3
KABC	Los Angeles	15	WLS	Chicago	4	WTQR-F	Greensboro	3
22. WINS	New York	14	WNNK-F	Harrisburg	4	KDFC-F	San Francisco	3
WNCI-F	Columbus	14	WNEW-F	New York	4	KASE-F	Austin	3
24. WLUP-F	Chicago	13	WOR	New York	4	KKLQ-F	San Diego	3
WLTW-F	New York	13	WRDU-F	Raleigh	4	KING-F	Seattle	3
26. WMMS-F	Cleveland	11	WSIX-F	Nashville	4	KKOB	Albuquerque	3
27. KPWR-F	Los Angeles	10	KCMO	Kansas City	4	KOA	Denver	3
28. WCBS	New York	9	KILT-F	Houston	4	KPLZ-F	Seattle	3
WMMR-F	Philadelphia	9	KLOL-F	Houston	4	KOMO	Seattle	3
30. KFMB	San Diego	8	KOOL-F	Phoenix	4	KQPT-F	Sacramento	3
KBCO-F	Denver	8	KMEL-F	San Francisco	4	KXOA-F	Sacramento	3
KIKK-F	Houston	8	KXRX-F	Seattle	4	KSTP-F	Minneapolis	3
33. WHTZ-F	New York	7	KTAR	Phoenix	4	KCYF-F	San Antonio	3
KSHE-F	St. Louis	7	KTWV-F	Los Angeles	4	104. 139 other stations received one or two votes.		
WBCN-F	Boston	7	75. KNX	Los Angeles	3			
WZZK-F	Birmingham	7	KYW	Philadelphia	3			
WVEE-F	Atlanta	7	WYAY-F	Atlanta	3			
WXRT-F	Chicago	7	WEZN-F	Bridgeport	3			
KSSN-F	Little Rock	7	WEZB-F	New Orleans	3			
KSCS-F	Dallas	7	WBL5-F	New York	3			

NOTE: Based on a survey asking radio managers to list the stations which they admired and respected most. 600 managers responded. Managers were not allowed to vote for their own stations or other stations in their company.

ESTIMATED RADIO REVENUE BY MARKET: 1985, 1990, 1995

	1985	1990	1995
Abilene	\$ --	\$ 4,400,000	\$ 5,600,000
Akron	10,500,000	13,700,000	17,600,000
Albany-Schenectady-Troy	15,200,000	21,900,000	29,300,000
Albuquerque	14,900,000	18,000,000	23,400,000
Allentown-Bethlehem	11,800,000	16,500,000	22,100,000
Altoona	3,600,000	4,200,000	5,100,000
Amarillo	5,900,000	5,400,000	6,700,000
Anchorage	9,000,000	9,600,000	13,000,000
Appleton-Oshkosh	6,500,000	8,100,000	10,500,000
Asheville	3,900,000	5,400,000	6,900,000
Atlanta	80,500,000	114,000,000	155,000,000
Atlantic City	5,900,000	7,000,000	8,800,000
Augusta, GA	6,500,000	9,600,000	13,400,000
Austin	27,600,000	24,000,000	32,400,000
Bakersfield	10,500,000	14,700,000	19,700,000
Baltimore	50,400,000	62,300,000	76,900,000
Baton Rouge	15,000,000	12,200,000	15,700,000
Beaumont-Port Arthur	7,700,000	7,200,000	9,000,000
Billings	4,000,000	4,200,000	5,100,000
Biloxi-Gulfport, MS	---	5,600,000	7,500,000
Binghamton	5,500,000	7,300,000	9,700,000
Birmingham	19,900,000	24,700,000	31,900,000
Bismarck, ND	---	3,200,000	4,200,000
Bloomington, IL	3,900,000	4,700,000	6,200,000
Boise	6,100,000	8,300,000	11,300,000
Boston	88,600,000	120,500,000	160,000,000
Bridgeport (Fairfield Cnty)	---	21,300,000	26,900,000
Buffalo-Niagara Falls	23,600,000	30,300,000	40,000,000
Burlington, VT	---	8,000,000	10,700,000
Canton	6,700,000	8,200,000	10,500,000
Cape Cod, MA	7,000,000	8,900,000	11,200,000
Casper	3,200,000	2,200,000	2,700,000
Cedar Rapids	6,600,000	7,800,000	9,200,000
Charleston, SC	9,800,000	10,600,000	13,700,000
Charleston, WV	7,600,000	8,900,000	11,200,000
Charlotte	23,700,000	33,200,000	44,600,000
Charlottesville, VA	---	4,600,000	6,200,000
Chattanooga	9,100,000	12,100,000	16,000,000
Chicago	169,000,000	232,900,000	307,700,000
Cincinnati	38,500,000	55,000,000	74,600,000
Cleveland	43,000,000	55,500,000	71,000,000
Colorado Springs	9,200,000	10,400,000	13,500,000
Columbia, SC	10,300,000	14,100,000	18,900,000
Columbus, GA	6,200,000	7,400,000	9,500,000
Columbus, OH	31,200,000	42,000,000	56,400,000
Corpus Christi	7,200,000	8,300,000	10,600,000
Dallas-Ft. Worth	107,600,000	135,000,000	176,000,000
Davenport-Rock Island-Moline	7,200,000	9,600,000	12,600,000
Dayton	17,700,000	22,300,000	29,000,000
Denver	58,400,000	70,000,000	91,000,000
Des Moines	11,800,000	13,500,000	17,600,000
Detroit	82,800,000	118,400,000	154,000,000
Duluth	5,600,000	6,700,000	8,000,000
El Paso	11,000,000	13,000,000	16,900,000
Erie	4,600,000	6,100,000	8,000,000
Eugene-Springfield	6,300,000	7,500,000	9,500,000
Evansville	8,400,000	10,900,000	14,000,000
Fargo	6,300,000	6,900,000	8,700,000
Fayetteville, NC	5,000,000	7,100,000	9,600,000
Flint	8,500,000	10,500,000	13,100,000
Fort Myers, FL	---	10,000,000	14,100,000
Fort Wayne	8,400,000	11,900,000	15,500,000
Fresno	14,300,000	20,000,000	27,300,000
Gainesville, FL	---	5,600,000	7,200,000
Grand Rapids	17,500,000	24,400,000	32,100,000
Green Bay	6,500,000	8,300,000	10,500,000
Greensboro-Winston Salem	18,000,000	23,300,000	30,700,000
Greenville-Spartanburg	15,500,000	21,300,000	28,500,000
Harrisburg	9,100,000	14,600,000	19,300,000
Hartford	31,200,000	39,800,000	49,500,000
Honolulu	15,000,000	21,000,000	28,000,000
Houston	115,800,000	124,000,000	163,600,000
Huntington, WV	6,000,000	6,800,000	8,700,000
Huntsville	6,800,000	9,900,000	13,500,000
Indianapolis	38,000,000	50,300,000	64,600,000
Jackson, MS	8,500,000	11,400,000	15,000,000
Jacksonville	16,700,000	24,500,000	33,300,000
Johnson Cty-Kingsport-Bristol	8,700,000	10,100,000	13,000,000
Johnstown, PA	4,300,000	5,000,000	6,200,000
Kalamazoo	6,000,000	8,500,000	11,300,000

	1985	1990	1995
Kansas City	\$ 37,100,000	\$ 42,900,000	\$ 54,700,000
Knoxville	11,000,000	14,600,000	18,800,000
LaCrosse, WI	3,600,000	4,200,000	5,400,000
Lafayette, IN	---	4,000,000	5,300,000
Lafayette, LA	7,400,000	6,800,000	8,800,000
Lakeland	5,500,000	6,800,000	8,400,000
Lancaster	4,900,000	6,900,000	9,100,000
Lansing	12,000,000	13,000,000	16,600,000
Las Vegas	15,700,000	22,700,000	32,900,000
Lexington	9,500,000	13,000,000	17,300,000
Lincoln	6,500,000	8,500,000	11,100,000
Little Rock	12,500,000	14,800,000	19,300,000
Los Angeles	247,200,000	417,000,000	568,500,000
Louisville	17,900,000	27,000,000	36,300,000
Lubbock	6,000,000	6,800,000	8,700,000
Macon	6,100,000	8,800,000	11,700,000
Madison	10,600,000	15,300,000	20,600,000
Manchester	5,900,000	7,200,000	9,100,000
McAllen-Brownsville	10,400,000	12,800,000	17,100,000
Memphis	20,600,000	29,000,000	38,600,000
Miami-Ft. Lauderdale	83,600,000	106,000,000	142,000,000
Milwaukee	33,700,000	44,400,000	59,000,000
Minneapolis-St. Paul	58,000,000	77,000,000	99,900,000
Mobile	9,800,000	11,000,000	14,000,000
Modesto	7,500,000	10,800,000	15,000,000
Montgomery	7,000,000	9,400,000	12,300,000
Nashville	24,800,000	33,000,000	44,000,000
Nassau-Suffolk (Lng.Island)	---	34,000,000	44,900,000
New Haven	11,800,000	15,800,000	20,700,000
New Orleans	32,000,000	31,100,000	39,800,000
New York	226,500,000	335,600,000	448,200,000
Norfolk	28,200,000	31,700,000	40,100,000
Odessa-Midland, TX	5,000,000	5,400,000	7,000,000
Oklahoma City	24,000,000	23,400,000	29,400,000
Omaha	15,500,000	20,100,000	26,400,000
Orlando	31,200,000	46,200,000	62,900,000
Oxnard-Ventura	6,000,000	10,100,000	14,700,000
Palm Springs, CA	---	7,900,000	11,000,000
Panama City, FL	---	5,900,000	7,900,000
Pensacola	7,100,000	8,000,000	9,900,000
Peoria	6,700,000	8,200,000	10,000,000
Philadelphia	97,500,000	142,000,000	189,100,000
Phoenix	55,200,000	72,300,000	91,400,000
Pittsburgh	42,000,000	54,400,000	70,400,000
Portland, ME	9,200,000	10,200,000	13,300,000
Portland, OR	32,800,000	48,400,000	66,900,000
Portsmouth-Dover, NH	7,400,000	8,800,000	10,800,000
Providence	19,500,000	27,200,000	34,400,000
Pueblo	3,400,000	3,400,000	3,900,000
Raleigh	20,100,000	26,900,000	35,600,000
Reno	7,900,000	9,500,000	11,900,000
Richmond	20,000,000	28,300,000	37,400,000
Riverside-San Bernardino	11,000,000	19,300,000	27,200,000
Roanoke-Lynchburg	9,700,000	13,400,000	17,900,000
Rochester	19,700,000	26,100,000	32,900,000
Rockford	6,100,000	8,200,000	10,900,000
Sacramento	37,000,000	56,000,000	77,400,000
Saginaw-Bay City-Midland	8,000,000	10,700,000	14,000,000
St. Louis	57,100,000	71,800,000	89,000,000
Salinas-Monterey-Santa Cruz	9,300,000	12,600,000	16,800,000
Salt Lake City	27,500,000	31,900,000	41,500,000
San Antonio	43,000,000	40,000,000	53,000,000
San Diego	57,400,000	93,000,000	127,600,000
San Francisco	138,200,000	183,600,000	243,800,000
San Jose	24,500,000	30,600,000	39,800,000
Santa Barbara	4,700,000	8,400,000	12,200,000
Sarasota-Bradenton	5,000,000	7,600,000	10,100,000
Savannah	6,500,000	9,300,000	12,500,000
Seattle-Tacoma	61,000,000	88,600,000	122,100,000
Shreveport	12,800,000	8,800,000	10,700,000
Sioux Falls	5,600,000	6,500,000	8,300,000
South Bend	5,400,000	7,600,000	10,200,000
Spokane	8,500,000	10,900,000	14,100,000
Springfield, IL	---	8,000,000	10,300,000
Springfield, MA	9,600,000	11,400,000	14,300,000
Springfield, MO	7,600,000	10,200,000	13,300,000
Steubenville	1,900,000	1,800,000	2,200,000
Stockton	5,800,000	8,100,000	10,900,000
Syracuse	12,800,000	19,300,000	25,700,000
Tallahassee	4,800,000	7,500,000	10,400,000

	1985	1990	1995
Tampa-St. Petersburg	\$ 44,800,000	\$ 58,500,000	\$ 76,800,000
Terre Haute	3,400,000	4,200,000	5,200,000
Toledo	13,000,000	14,000,000	17,700,000
Topeka	5,100,000	6,000,000	7,600,000
Tucson	15,500,000	17,000,000	21,900,000
Tulsa	20,000,000	20,100,000	26,000,000
Utica-Rome	5,700,000	8,000,000	10,300,000
Waco	5,000,000	6,300,000	8,100,000
Washington	110,000,000	153,000,000	205,000,000
Waterloo-Cedar Falls	3,700,000	3,900,000	4,900,000
West Palm Beach	15,200,000	25,000,000	35,000,000
Wheeling	6,100,000	7,400,000	9,400,000
Wichita	13,200,000	17,400,000	22,700,000
Wilkes Barre-Scranton	12,000,000	15,700,000	20,500,000
Wilmington, DE	8,000,000	10,300,000	13,200,000
Wilmington, NC	3,100,000	4,300,000	5,900,000
Worcester	9,100,000	11,000,000	13,400,000
York	9,800,000	12,800,000	16,500,000
Youngstown	8,300,000	11,000,000	14,100,000

* 1985 and 1990 figures based on estimates made by Jim Duncan. 1995 revenue projections generally based on "Mean Revenue Estimates" which can be found in the Individual Market Reports and explained in the Explanations and Comments section.

MARKET RANK BY RADIO REVENUE FOR INDIVIDUAL YEARS*

1985		1990		1995	
1. Los Angeles	\$247,200,000	1. Los Angeles	\$417,000,000	1. Los Angeles	\$568,500,000
2. New York	226,500,000	2. New York	335,600,000	2. New York	448,200,000
3. Chicago	169,000,000	3. Chicago	232,900,000	3. Chicago	307,700,000
4. San Francisco	138,200,000	4. San Francisco	183,600,000	4. San Francisco	243,800,000
5. Houston	115,800,000	5. Washington	153,000,000	5. Washington	205,000,000
6. Washington	110,000,000	6. Philadelphia	142,000,000	6. Philadelphia	189,100,000
7. Dallas-Ft. Worth	107,600,000	7. Dallas-Ft. Worth	135,000,000	7. Dallas-Ft. Worth	176,000,000
8. Philadelphia	97,500,000	8. Houston	124,000,000	8. Houston	163,600,000
9. Boston	88,600,000	9. Boston	120,500,000	9. Boston	160,000,000
10. Miami-Ft. Lauderdale	83,600,000	10. Detroit	118,400,000	10. Atlanta	155,000,000
11. Detroit	82,800,000	11. Atlanta	114,000,000	11. Detroit	154,000,000
12. Atlanta	80,500,000	12. Miami-Ft. Lauderdale	106,000,000	12. Miami-Ft. Lauderdale	142,000,000
13. Seattle-Tacoma	61,000,000	13. San Diego	93,000,000	13. San Diego	127,600,000
14. Denver	58,400,000	14. Seattle-Tacoma	88,600,000	14. Seattle-Tacoma	122,100,000
15. Minneapolis-St. Paul	58,000,000	15. Minneapolis-St. Paul	77,000,000	15. Minneapolis-St. Paul	99,900,000
16. San Diego	57,400,000	16. Phoenix	72,300,000	16. Phoenix	91,400,000
17. St. Louis	57,100,000	17. St. Louis	71,800,000	17. Denver	91,000,000
18. Phoenix	55,200,000	18. Denver	70,000,000	18. St. Louis	89,000,000
19. Baltimore	50,400,000	19. Baltimore	62,300,000	19. Sacramento	77,400,000
20. Tampa-St. Petersburg	44,800,000	20. Tampa-St. Petersburg	58,500,000	20. Baltimore	76,900,000
21. Cleveland	43,000,000	21. Sacramento	56,000,000	21. Tampa-St. Petersburg	76,800,000
22. San Antonio	43,000,000	22. Cleveland	55,500,000	22. Cincinnati	74,600,000
23. Pittsburgh	42,000,000	23. Cincinnati	55,000,000	23. Cleveland	71,000,000
24. Cincinnati	38,500,000	24. Pittsburgh	54,400,000	24. Pittsburgh	70,400,000
25. Indianapolis	38,000,000	25. Indianapolis	50,300,000	25. Portland, OR	66,900,000
26. Kansas City	37,100,000	26. Portland, OR	48,400,000	26. Indianapolis	64,600,000
27. Sacramento	37,000,000	27. Orlando	46,200,000	27. Orlando	62,900,000
28. Milwaukee	33,700,000	28. Milwaukee	44,400,000	28. Milwaukee	59,000,000
29. Portland, OR	32,800,000	29. Kansas City	42,900,000	29. Columbus, OH	56,400,000
30. New Orleans	32,000,000	30. Columbus, OH	42,000,000	30. Kansas City	54,700,000
31. Hartford	31,200,000	31. San Antonio	40,000,000	31. San Antonio	53,000,000
32. Orlando	31,200,000	32. Hartford	39,800,000	32. Hartford	49,500,000
33. Columbus, OH	31,200,000	33. Nassau-Suffolk (Lng Isl)	34,500,000	33. Nassau-Suffolk (Lng Isl)	44,900,000
34. Norfolk	28,200,000	34. Charlotte	33,200,000	34. Charlotte	44,600,000
35. Austin	27,600,000	35. Nashville	33,000,000	35. Nashville	44,000,000
36. Salt Lake City	27,500,000	36. Salt Lake City	31,900,000	36. Salt Lake City	41,500,000
37. Nashville	24,800,000	37. Norfolk	31,700,000	37. Norfolk	40,100,000
38. San Jose	24,500,000	38. New Orleans	31,100,000	38. Buffalo-Niagara Falls	40,000,000
39. Oklahoma City	24,000,000	39. San Jose	30,600,000	39. San Jose	39,800,000
40. Charlotte	23,700,000	40. Buffalo-Niagara Falls	30,300,000	40. New Orleans	39,800,000
41. Buffalo-Niagara Falls	23,600,000	41. Memphis	29,000,000	41. Memphis	38,600,000
42. Memphis	20,600,000	42. Richmond	28,300,000	42. Richmond	37,400,000
43. Raleigh	20,100,000	43. Providence	27,200,000	43. Louisville	36,300,000
44. Richmond	20,000,000	44. Louisville	27,000,000	44. Raleigh	35,600,000
45. Tulsa	20,000,000	45. Raleigh	26,900,000	45. West Palm Beach	35,000,000
46. Birmingham	19,900,000	46. Rochester	26,100,000	46. Providence	34,400,000
47. Rochester	19,700,000	47. West Palm Beach	25,000,000	47. Jacksonville	33,300,000
48. Providence	19,500,000	48. Birmingham	24,700,000	48. Las Vegas	32,900,000
49. Greensboro-Winston Salem	18,000,000	49. Jacksonville	24,500,000	49. Rochester	32,900,000
50. Louisville	17,900,000	50. Grand Rapids	24,400,000	50. Austin	32,400,000
51. Dayton	17,700,000	51. Austin	24,000,000	51. Grand Rapids	32,100,000
52. Grand Rapids	17,500,000	52. Oklahoma City	23,400,000	52. Birmingham	31,900,000
53. Jacksonville	16,700,000	53. Greensboro-Winston Salem	23,300,000	53. Greensboro-Winston Salem	30,700,000
54. Las Vegas	15,700,000	54. Las Vegas	22,700,000	54. Oklahoma City	29,400,000
55. Omaha	15,500,000	55. Dayton	22,300,000	55. Albany-Schenectady-Troy	29,300,000
56. Tucson	15,500,000	56. Albany-Schenectady-Troy	21,900,000	56. Dayton	29,000,000
57. Greenville-Spartanburg	15,500,000	57. Bridgeport (Fairfield Cnty)	21,300,000	57. Greenville-Spartanburg	28,500,000
58. West Palm Beach	15,200,000	58. Greenville-Spartanburg	21,300,000	58. Honolulu	28,000,000
59. Albany-Schenectady-Troy	15,200,000	59. Honolulu	21,000,000	59. Fresno	27,300,000
60. Baton Rouge	15,000,000	60. Tulsa	20,100,000	60. Riverside-San Bernardino	27,200,000
61. Honolulu	15,000,000	61. Omaha	20,100,000	61. Bridgeport (Fairfield Cnty)	26,900,000
62. Albuquerque	14,900,000	62. Fresno	20,000,000	62. Omaha	26,400,000
63. Fresno	14,300,000	63. Syracuse	19,300,000	63. Tulsa	26,000,000
64. Wichita	13,200,000	64. Riverside-San Bernardino	19,300,000	64. Syracuse	25,700,000
65. Toledo	13,000,000	65. Albuquerque	18,000,000	65. Albuquerque	23,400,000
66. Syracuse	12,800,000	66. Wichita	17,400,000	66. Wichita	22,700,000
67. Shreveport	12,800,000	67. Tucson	17,000,000	67. Allentown-Bethlehem	22,100,000
68. Little Rock	12,500,000	68. Allentown-Bethlehem	16,500,000	68. Tucson	21,900,000
69. Lansing	12,000,000	69. New Haven	15,800,000	69. New Haven	20,700,000
70. Wilkes Barre-Scranton	12,000,000	70. Wilkes Barre-Scranton	15,700,000	70. Madison	20,600,000
71. Allentown-Bethlehem	11,800,000	71. Madison	15,300,000	71. Wilkes Barre-Scranton	20,500,000
72. New Haven	11,800,000	72. Little Rock	14,800,000	72. Bakersfield	19,700,000
73. Des Moines	11,800,000	73. Bakersfield	14,700,000	73. Little Rock	19,300,000
74. Knoxville	11,000,000	74. Harrisburg	14,600,000	74. Harrisburg	19,300,000
75. El Paso	11,000,000	75. Knoxville	14,600,000	75. Columbia, SC	18,900,000
76. Riverside-San Bernardino	11,000,000	76. Columbia, SC	14,100,000	76. Knoxville	18,800,000
77. Madison	10,600,000	77. Toledo	14,000,000	77. Roanoke-Lynchburg	17,900,000
78. Akron	10,500,000	78. Akron	13,700,000	78. Toledo	17,700,000
79. Bakersfield	10,500,000	79. Des Moines	13,500,000	79. Des Moines	17,600,000
80. McAllen-Brownsville	10,400,000	80. Roanoke-Lynchburg	13,400,000	80. Akron	17,600,000

81. Columbia, SC	\$10,300,000	81. Lexington	\$ 13,000,000	81. Lexington	\$ 17,300,000
82. Mobile	9,800,000	82. Lansing	13,000,000	82. McAllen-Brownsville	17,100,000
83. Charleston, SC	9,800,000	83. El Paso	13,000,000	83. El Paso	16,900,000
84. York	9,800,000	84. York	12,800,000	84. Salinas-Monterey-SC	16,800,000
85. Roanoke-Lynchburg	9,700,000	85. McAllen-Brownsville	12,800,000	85. Lansing	16,600,000
86. Springfield, MA	9,600,000	86. Salinas-Monterey-Santa Cruz	12,600,000	86. York	16,500,000
87. Lexington	9,500,000	87. Baton Rouge	12,200,000	87. Chattanooga	16,000,000
88. Salinas-Monterey-Santa Cruz	9,300,000	88. Chattanooga	12,100,000	88. Baton Rouge	15,700,000
89. Portland, ME	9,200,000	89. Fort Wayne	11,900,000	89. Fort Wayne	15,500,000
90. Colorado Springs	9,200,000	90. Jackson, MS	11,400,000	90. Jackson, MS	15,000,000
91. Chattanooga	9,100,000	91. Springfield, MA	11,400,000	91. Modesto	15,000,000
92. Harrisburg	9,100,000	92. Mobile	11,000,000	92. Oxnard-Ventura	14,700,000
93. Worcester	9,100,000	93. Youngstown	11,000,000	93. Springfield, MA	14,300,000
94. Anchorage	9,000,000	94. Worcester	11,000,000	94. Youngstown	14,100,000
95. Johnson Cty-Kingsport-Brstl	8,700,000	95. Spokane	10,900,000	95. Spokane	14,100,000
96. Flint	8,500,000	96. Evansville	10,900,000	96. Fort Myers FL	14,100,000
97. Jackson, MS	8,500,000	97. Modesto	10,800,000	97. Mobile	14,000,000
98. Spokane	8,500,000	98. Saginaw-Bay City-Midland	10,700,000	98. Saginaw-Bay City-Mid	14,000,000
99. Evansville	8,400,000	99. Charleston, SC	10,600,000	99. Evansville	14,000,000
100. Fort Wayne	8,400,000	100. Flint	10,500,000	100. Charleston SC	13,700,000
101. Youngstown	8,300,000	101. Colorado Springs	10,400,000	101. Colorado Springs	13,500,000
102. Wilmington, DE	8,000,000	102. Wilmington, DE	10,300,000	102. Huntsville	13,500,000
103. Saginaw-Bay City-Midland	8,000,000	103. Portland, ME	10,200,000	103. Worcester	13,400,000
104. Reno	7,900,000	104. Springfield, MO	10,200,000	104. Augusta, GA	13,400,000
105. Beaumont-Port Arthur	7,700,000	105. Johnson Cty-Kngsp-rt-Bristol	10,100,000	105. Portland ME	13,300,000
106. Springfield, MO	7,600,000	106. Oxnard-Ventura	10,100,000	106. Springfield MO	13,300,000
107. Charleston, WV	7,600,000	107. Fort Myers, FL	10,000,000	107. Wilmington DE	13,200,000
108. Modesto	7,500,000	108. Huntsville	9,900,000	108. Flint	13,100,000
109. Lafayette, LA	7,400,000	109. Anchorage	9,600,000	109. Johnson Cty-Kngsp-Brstl	13,000,000
110. Portsmouth-Dover, NH	7,400,000	110. Augusta, GA	9,600,000	110. Anchorage	13,000,000
111. Davenport-Rock Island-Moline	7,200,000	111. Davenport-Rock Isl-Moline	9,600,000	111. Davenport-RI-Moline	12,600,000
112. Corpus Christi	7,200,000	112. Reno	9,500,000	112. Savannah	12,500,000
113. Pensacola	7,100,000	113. Montgomery	9,400,000	113. Montgomery	12,300,000
114. Montgomery	7,000,000	114. Savannah GA	9,300,000	114. Santa Barbara	12,200,000
115. Cape Cod, MA	7,000,000	115. Cape Cod MA	8,900,000	115. Reno	11,900,000
116. Huntsville	6,800,000	116. Charleston WV	8,900,000	116. Macon	11,700,000
117. Peoria	6,700,000	117. Portsmouth-Dover NH	8,800,000	117. Kalamazoo	11,300,000
118. Canton	6,700,000	118. Shreveport	8,800,000	118. Boise	11,300,000
119. Cedar Rapids	6,600,000	119. Macon	8,800,000	119. Cape Cod MA	11,200,000
120. Lincoln	6,500,000	120. Kalamazoo	8,500,000	120. Charleston WV	11,200,000
121. Green Bay	6,500,000	121. Lincoln	8,500,000	121. Lincoln	11,100,000
122. Savannah	6,500,000	122. Santa Barbara	8,400,000	122. Palm Springs CA	11,000,000
123. Appleton-Oshkosh	6,500,000	123. Corpus Christi	8,300,000	123. Stockton	10,900,000
124. Augusta, GA	6,500,000	124. Green Bay	8,300,000	124. Rockford	10,900,000
125. Fargo	6,300,000	125. Boise	8,300,000	125. Portsmouth-Dover NH	10,800,000
126. Eugene-Springfield	6,300,000	126. Peoria	8,200,000	126. Shreveport	10,700,000
127. Columbus, GA	6,200,000	127. Canton	8,200,000	127. Burlington VT	10,700,000
128. Rockford	6,100,000	128. Rockford	8,200,000	128. Corpus Christi	10,600,000
129. Macon	6,100,000	129. Appleton-Oshkosh	8,100,000	129. Canton	10,500,000
130. Boise	6,100,000	130. Stockton	8,100,000	130. Appleton-Oshkosh	10,500,000
131. Wheeling	6,100,000	131. Burlington, VT	8,000,000	131. Green Bay	10,500,000
132. Kalamazoo	6,000,000	132. Springfield, IL	8,000,000	132. Tallahassee	10,400,000
133. Lubbock	6,000,000	133. Pensacola	8,000,000	133. Springfield IL	10,300,000
134. Huntington, WV	6,000,000	134. Utica-Rome	8,000,000	134. Utica-Rome	10,300,000
135. Oxnard-Ventura	6,000,000	135. Palm Springs, CA	7,900,000	135. South Bend	10,200,000
136. Manchester	5,900,000	136. Cedar Rapids	7,800,000	136. Sarasota-Bradenton	10,100,000
137. Amarillo	5,900,000	137. Sarasota-Bradenton	7,600,000	137. Peoria	10,000,000
138. Atlantic City	5,900,000	138. South Bend	7,600,000	138. Pensacola	9,900,000
139. Stockton	5,800,000	139. Eugene-Springfield	7,500,000	139. Binghamton	9,700,000
140. Utica-Rome	5,700,000	140. Tallahassee	7,500,000	140. Fayetteville NC	9,600,000
141. Duluth	5,600,000	141. Columbus, GA	7,400,000	141. Columbus GA	9,500,000
142. Sioux Falls	5,600,000	142. Wheeling	7,400,000	142. Eugene-Springfield	9,500,000
143. Binghamton	5,500,000	143. Binghamton	7,300,000	143. Wheeling	9,400,000
144. Lakeland	5,500,000	144. Beaumont-Port Arthur	7,200,000	144. Cedar Rapids	9,200,000
145. South Bend	5,400,000	145. Manchester	7,200,000	145. Manchester	9,100,000
146. Topeka	5,100,000	146. Fayetteville NC	7,100,000	146. Lancaster	9,100,000
147. Sarasota-Bradenton	5,000,000	147. Atlantic City	7,000,000	147. Beaumont-Port Arthur	9,000,000
148. Fayetteville, NC	5,000,000	148. Lancaster	6,900,000	148. Atlantic City	8,800,000
149. Odessa-Midland, TX	5,000,000	149. Fargo	6,900,000	149. Lafayette, LA	8,800,000
150. Waco	5,000,000	150. Lubbock	6,800,000	150. Lubbock	8,700,000
151. Lancaster	4,900,000	151. Lakeland	6,800,000	151. Huntington WV	8,700,000
152. Tallahassee	4,800,000	152. Lafayette, LA	6,800,000	152. Fargo	8,700,000
153. Santa Barbara	4,700,000	153. Huntington, WV	6,800,000	153. Lakeland	8,400,000
154. Erie	4,600,000	154. Duluth	6,700,000	154. Sioux Falls	8,300,000
155. Abilene	4,400,000	155. Sioux Falls	6,500,000	155. Waco	8,100,000
156. Johnstown, PA	4,300,000	156. Waco	6,300,000	156. Erie	8,000,000
157. Billings	4,000,000	157. Erie	6,100,000	157. Duluth	8,000,000
158. Bloomington, IL	3,900,000	158. Topeka	6,000,000	158. Panama City FL	7,900,000
159. Asheville	3,900,000	159. Panama City FL	5,900,000	159. Topeka	7,600,000
160. Waterloo-Cedar Falls	3,700,000	160. Biloxi-Gulfport MS	5,600,000	160. Biloxi-Gulfport MS	7,500,000

161. LaCrosse, WI	\$ 3,600,000	161. Gainesville FL	\$ 5,600,000	161. Gainesville FL	\$ 7,200,000
162. Altoona	3,600,000	162. Amarillo	5,400,000	162. Odessa-Midland TX	7,000,000
163. Terre Haute	3,400,000	163. Asheville	5,400,000	163. Asheville	6,900,000
164. Pueblo	3,400,000	164. Odessa-Midland, TX	5,400,000	164. Amarillo	6,700,000
165. Casper	3,200,000	165. Johnstown PA	5,000,000	165. Bloomington, IL	6,200,000
166. Wilmington, NC	3,100,000	166. Bloomington IL	4,700,000	166. Charlottesville, VA	6,200,000
167. Steubenville	1,900,000	167. Charlottesville VA	4,600,000	167. Johnstown, PA	6,200,000
		168. Abilene	4,400,000	168. Wilmington NC	5,900,000
		169. Wilmington NC	4,300,000	169. Abilene	5,600,000
		170. Terre Haute	4,200,000	170. LaCrosse WI	5,400,000
		171. Altoona	4,200,000	171. Lafayette, IN	5,300,000
		172. LaCrosse, WI	4,200,000	172. Terre Haute	5,200,000
		173. Billings	4,200,000	173. Billings	5,100,000
		174. Lafayette, IN	4,000,000	174. Altoona	5,100,000
		175. Waterloo-Cedar Falls	3,900,000	175. Waterloo-Cedar Falls	4,900,000
		176. Pueblo	3,400,000	176. Bismarck ND	4,200,000
		177. Bismarck, ND	3,200,000	177. Pueblo	3,900,000
		178. Casper	2,200,000	178. Casper	2,700,000
		179. Steubenville	1,800,000	179. Steubenville	2,200,000

*1985 and 1990 figures based on Duncan Estimates. 1995 projections based on various methodologies. See Explanations and Comments section for full details.

AMERICA'S HIGHEST RATING RADIO STATIONS

1. KABC	Los Angeles	\$39,500,000	47. WBAP	Dallas-Ft. Worth	\$13,700,000
2. WGN	Chicago	38,000,000	48. KIKK A/F	Houston	13,500,000
3. KOST-F	Los Angeles	33,000,000	49. KILT A/F	Houston	13,500,000
4. KIIS A/F	Los Angeles	30,000,000	50. WSB	Atlanta	13,400,000
5. WINS	New York	26,700,000	51. WRKS-F	New York	13,300,000
6. KPWR-F	Los Angeles	26,000,000	52. KNBR	San Francisco	13,000,000
7. KLOS-F	Los Angeles	25,800,000	53. WRKO	Boston	12,900,000
8. WCBS-F	New York	25,500,000	54. WBLS-F	New York	12,900,000
9. WLTV-F	New York	25,000,000	55. KIOI-F	San Francisco	12,700,000
10. KGO	San Francisco	25,000,000	56. KROQ-F	Los Angeles	12,700,000
11. KNX	Los Angeles	24,500,000	57. WSB-F	Atlanta	12,600,000
12. WFAN	New York	23,000,000	58. WACK/WVEE-F	Atlanta	12,500,000
13. WCCO	Minneapolis	22,000,000	59. KOIT A/F	San Francisco	12,400,000
14. WCBS	New York	22,000,000	60. KMJQ A/F	Houston	12,300,000
15. KMOX	St. Louis	22,000,000	61. KNEW/KSAN-F	San Francisco	12,300,000
16. KVIL A/F	Dallas	21,500,000	62. WPAT A/F	New York	12,000,000
17. KBIG-F	Los Angeles	21,000,000	63. KRDL	Dallas	12,000,000
18. WHTZ-F	New York	20,200,000	64. WTOP	Washington	12,000,000
19. WXRK-F	New York	20,000,000	65. WVAZ-F	Chicago	11,900,000
20. WNEW-F	New York	19,600,000	66. KKBQ-A/F	Houston	11,900,000
21. WLUP-F	Chicago	19,500,000	67. KSCS-F	Dallas	11,800,000
22. WNSR-F	New York	19,500,000	68. WYSP-F	Philadelphia	11,800,000
23. KFWB	Los Angeles	19,300,000	69. KOA	Denver	11,600,000
24. WJR	Detroit	19,000,000	70. KMEL-F	San Francisco	11,600,000
25. KTNQ, KLVE-F	Los Angeles	19,000,000	71. WCKG-F	Chicago	11,100,000
26. WOR	New York	18,000,000	72. WJMK-F	Chicago	11,000,000
27. KRTH-F	Los Angeles	18,000,000	73. KPLX-F	Dallas	11,000,000
28. WBBM	Chicago	17,600,000	74. WJLB-F	Detroit	11,000,000
29. KYW	Philadelphia	17,000,000	75. KNIX A/F	Phoenix	11,000,000
30. KIRO	Seattle	17,000,000	76. WUSL-F	Philadelphia	10,600,000
31. KLAC/KZLA-F	Los Angeles	17,000,000	77. WKLS-F	Atlanta	10,500,000
32. KTWV-F	Los Angeles	16,800,000	78. KTRH	Houston	10,500,000
33. WMMR-F	Philadelphia	16,600,000	79. KFMB	San Diego	10,300,000
34. KLSX-F	Los Angeles	16,200,000	80. WBZ	Boston	10,200,000
35. KMPC	Los Angeles	16,000,000	81. WBAL	Baltimore	10,200,000
36. WGCI A/F	Chicago	16,000,000	82. WFBQ-F	Indianapolis	10,200,000
37. WABC	New York	15,800,000	83. KKIQ A/F	San Diego	10,200,000
38. KCBS	San Francisco	15,700,000	84. WYNY-F	New York	10,100,000
39. WXKS-F	Boston	15,100,000	85. KTAR	Phoenix	10,100,000
40. WMZQ A/F	Washington	15,000,000	86. WAPW-F	Atlanta	10,000,000
41. WBCN-F	Boston	14,900,000	87. WWJ	Detroit	10,000,000
42. KQLZ-F	Los Angeles	14,700,000	88. WHQT-F	Miami	10,000,000
43. WHOT-F	New York	14,300,000	89. KGB-F	San Diego	10,000,000
44. WMAL	Washington	14,200,000	90. WPGC-F	Washington	10,000,000
45. WLW	Cincinnati	13,700,000	91. KSFO, KYA-F	San Francisco	10,000,000

NOTE: Figures are gross dollars. Estimates are based on input from managers and owners in each market and from group CEO's. In some cases, I used formulas I have developed.

GRIPES AND COMMENTS

On the survey I sent this year to station managers I asked if they had any thoughts or opinions about the radio industry which they would like to get off their chests. Below is a sample of their thoughts.

"If radio stations get the balls to do business the way they want, instead of the way agencies want, there is hope."

- Fargo manager

"The radio industry as we knew it no longer exists. Damn few radio operators are left."

- Steubenville manager

- "1. Rating services are destroying the radio industry!
2. Ad agencies are radio's biggest detractors . . . ENEMIES!
3. NAB, RAB and station reps are not doing a satisfactory job!
4. Debt service is wringing the profits and fun out of radio!"

- Santa Barbara manager

"Radio needs to knock off 'Power Pig' tactics -- grow up and become truly important to listeners. We've become 'juke boxes' to promote terrible talent and are making a lot of bums rich -- including record hustlers and industry rags like R&R (which are) basically running (or ruining) radio."

- Billings manager

"RAB's failure to provide leadership is positioning radio as a MAJOR FORCE MEDIUM to the ad industry. The radio industry needs a unified effort and marketing attack to make advertisers want to use radio."

- Lexington manager

"3 years ago Jacor was a god. TAK was a big player. Edens was all over the trades. Americom was the 'professional' broker. Silverman owned 7 stations. Joyner was a slick turnaround artist. Pirate Radio was the future of CHR. Donald was 'the Trump' and brokers pitched 10 times multiples on projected sales. Let's all gather 'round the trades in 1991 and find out who the real operators really are."

- Flint manager

"It really is a shame that no matter how well you run your radio station in the public service sense, how important you are to the community, your station's value is strictly its net cash flow. Such is the harvest we reap from allowing accountants to take over the industry."

- Cleveland manager

"Radio has an identity crisis among advertisers. In more and more markets, regardless of size, radio reps are making sure radio is a second class citizen by bad-mouthing competitors and dropping rates like there is no tomorrow. We need collusion!"

- Albuquerque manager

"Let's get the stockbrokers and bankers out of radio. The industry has been ruined by leveraged buy outs! The FCC should legislate a 5-year minimum for ownership -- the industry has been allowed to decline; too many stations and too many idiots. Let's get it under control."

- Albuquerque manager

"Rate cutting is worse, absolutely worse, than I've ever seen it in nearly 35 years in the business! This, alone, is the biggest killer of our industry. Integrity is sadly lacking in radio and TV."

- Topeka manager

"I support the dumping of ADI and TSA (from the Arbitrons). These areas are irrelevant to radio. It is all metro. If we cannot get a decent sample and rate from Arbitron CANCEL THEM! Their books are grinding radio out of business in cost-per-point negotiations."

- Des Moines manager

"As an industry, it is sad to note that every current problem radio faces was created by people in radio. Yet, even without the liquor and cigarette advertising that keeps other media afloat, radio continues to show growth and promise for the years ahead."

"On the FCC level, with the mockery, financial drain and sham applications that the renewal process has created, it would not be surprising to find that the first name of every commissioner is 'Shecky'. The FCC has a lot in common with Northwest Airlines --you never know what they'll do next, but you can bet odds that it won't reflect well on the industry . . ."

- Denver manager

"Somebody do something now."

- another Denver manager

"Our whole game is tops in fiction! Getting funky! I see why the financing dried up."

- Bakersfield manager

"We would like Arbitron to drop the Summer book. Don't reduce our cost . . . increase the sample size for the Winter, Spring and Fall books. Two very good reasons: (1) Agencies rarely use Summer numbers and (2) Listening habits change drastically in Summer."

- Syracuse manager

"Reality is slowly sinking in -- by the end of 1991 when we have our industry back (from the bankers) we will all be fine."

- San Antonio manager

"The bigger they are, the harder they fall! Emmis, Edens, NewCity, Noble, Jacor, etc . . . look where they are now vs. one or two years ago. The business changed. Too many operators got distracted by Wall Street BS."

- Raleigh manager

"We need to do a better job doing creative for our advertisers' commercials. We do not put enough time or effort into concept, creative and production. We are too preoccupied with cost-per-points, promotions and other diversions."

- Pittsburgh manager

"Thanks for asking. The fact is FCC deregulation has turned our one-time profitable industry into a survival battle ground. We must stop this trend (and turn it around) that the FCC has adopted making it easier to move-in and upgrade. These changes are making it extremely difficult to stay on the air, much less provide for the public interest as we need to."

- Pensacola manager

"We price ourselves like whores so why should we expect a larger share of the media dollars."

- Norfolk manager

RADIO MARKET RANKING FORMULA

A MATHEMATICAL MARKET INDEX

The following pages primarily focus on a market rating formula which I developed in 1985. Markets are graded according to a formula which examines 10 important factors which affect the viability of a radio market. These factors are weighted according to the relative importance of each factor.

- | | | |
|-----|---|------------------|
| 1. | 1990 Revenue per viable radio station | (WEIGHTING: 1.4) |
| 2. | Radio revenue growth between 1989 and 1990 | (WEIGHTING: 1.3) |
| 3. | Estimated radio revenue in 1995 | (WEIGHTING: 1.1) |
| 4. | Growth of population between 1989 and 1994 | (WEIGHTING: 1.1) |
| 5. | Growth of retail sales between 1989 and 1994 | (WEIGHTING: 1.0) |
| 6. | Manager's market rating: 1990 and future (1995) | (WEIGHTING: 1.0) |
| 7. | Jim Duncan's opinions of each market | (WEIGHTING: 1.0) |
| 8. | 1990 revenue per available share point | (WEIGHTING: 0.8) |
| 9. | Amount of radio competition in market -
people per station | (WEIGHTING: 0.7) |
| 10. | Amount of lost listening - below the line
and listening to non-listed stations | (WEIGHTING: 0.6) |

It is very important for you to remember that the resulting numbers are valid for and within the same market-size group. The actual numbers for major markets are not comparable to the medium market group or to any other group.

Markets were ranked by comparing their rating against the performance of other markets in their group. The markets were ranked in order according to their performance. The major markets are ranked 1 through 40. The numbers are then reversed and points assigned. The market that ranks first of 40 markets would receive 40 points. Number two would receive 39 points and so on. The market ranked number 40 would receive one point.

Once again, please remember that you cannot compare the ratings of one sized market with those in another group.

You will also find a listing of "Duncan's Market Grade". This rather subjective rating is explained in detail in the Explanations and Comments section.

CLASS I - MAJOR MARKETS

<u>RANKED BY TOTAL POINTS - MATHEMATICAL INDEX</u>					<u>DUNCAN'S MARKET GRADE</u>				
(1988 RANK)	(1989 RANK)	(1990 RANK)	1991 RANK	TOTAL POINTS	1991 RANK	(1990 RANK)	(1989 RANK)	(1988 RANK)	
(1)	(1)	(1)	1. Los Angeles	364	1. Los Angeles	(1)	(1)	(1)	
(8)	(8)	(5)	2. Dallas - FW	316	2. Atlanta	(2)	(2)	(2)	
(4)	(3)	(6)	3. San Diego	311	3. San Diego	(3)	(4)	(7)	
(2)	(2)	(3)	4. Atlanta	306	4. New York	(6)	(5)	(4)	
(3)	(5)	(4)	5. Washington	301	5. Sacramento	(5)	(6)	(8)	
(5)	(10)	(10)	6. New York	300	6. Washington	(4)	(3)	(3)	
(18)	(16)	(13)	7. Seattle	294	7. Houston	(8)	(8)	(6)	
(10)	(6)	(14)	8. San Francisco	292	8. Dallas - Fort Worth	(7)	(7)	(5)	
(9)	(12)	(11)	9. Sacramento	270	9. Chicago	(9)	(15)	(13)	
(13)	(17)	(16)	10. Philadelphia	265	10. Seattle	(15)	(17)	(22)	
(17)	(14)	(8)	11. Houston	264	11. Minneapolis	(14)	(13)	(15)	
(12)	(10)	(7)	12. Chicago	262	12. Cincinnati	(13)	(19)	(17)	
(11)	(13)	(15)	13. Minneapolis	253	13. Columbus, OH	(16)	(18)	(18)	
(6)	(9)	(9)	14. Phoenix	241	14. Miami	(10)	(9)	(9)	
(7)	(7)	(2)	15. Miami	232	15. Philadelphia	(20)	(20)	(21)	
(14)	(17)	(21)	16. Indianapolis	224	16. Tampa - St. Pete	(11)	(10)	(10)	
(16)	(14)	(23)	Boston	224	17. Indianapolis	(17)	(11)	(11)	
(19)	(22)	(17)	18. Detroit	214	18. Phoenix	(12)	(12)	(12)	
(21)	(19)	(25)	19. Denver	207	19. San Francisco	(25)	(24)	(23)	
(24)	(24)	(20)	20. Riverside - San Bern.	206	20. Detroit	(19)	(21)	(20)	
(23)	(23)	(31)	21. Portland, OR	194	21. Boston	(21)	(16)	(16)	
(15)	(4)	(12)	22. Tampa - St. Pete	184	22. Baltimore	(23)	(23)	(24)	
(29)	(34)	(29)	23. San Antonio	181	23. Charlotte	(22)	(22)	(-)	
(-)	(36)	(35)	24. Nassau - Suffolk	179	24. Nassau - Suffolk	(28)	(28)	(-)	
(20)	(28)	(24)	Baltimore	179	25. San Antonio	(30)	(29)	(26)	
(25)	(20)	(18)	26. Cincinnati	177	26. Hartford	(18)	(14)	(14)	
(30)	(27)	(26)	27. St. Louis	171	27. Norfolk	(26)	(27)	(25)	
(32)	(37)	(37)	28. Pittsburgh	145	28. Portland, OR	(27)	(30)	(27)	
(28)	(21)	(19)	29. Columbus, OH	144	29. Denver	(24)	(26)	(19)	
(26)	(32)	(32)	30. San Jose	139	30. Cleveland	(35)	(36)	(34)	
(36)	(32)	(34)	31. Milwaukee	137	31. Milwaukee	(32)	(33)	(32)	
(34)	(38)	(27)	32. Cleveland	131	32. San Jose	(33)	(32)	(29)	
(-)	(35)	(33)	Salt Lake City	131	33. St. Louis	(29)	(31)	(28)	
(35)	(39)	(38)	34. New Orleans	126	34. Buffalo	(36)	(37)	(36)	
(-)	(25)	(22)	35. Charlotte	124	35. Providence	(31)	(25)	(30)	
(27)	(30)	(30)	Norfolk	124	36. Riverside - San Bern.	(34)	(34)	(31)	
(31)	(26)	(36)	37. Kansas City	121	37. Pittsburgh	(37)	(38)	(33)	
(22)	(29)	(28)	38. Hartford	119	38. Kansas City	(38)	(35)	(35)	
(37)	(40)	(40)	39. Buffalo	105	39. New Orleans	(40)	(40)	(37)	
(33)	(31)	(38)	40. Providence	88	40. Salt Lake City	(39)	(39)	(-)	

CLASS II - MEDIUM MARKETS

<u>RANKED BY TOTAL POINTS - MATHEMATICAL INDEX</u>					<u>DUNCAN'S MARKET GRADE</u>				
(1988 RANK)	(1989 RANK)	(1990 RANK)	1991 RANK	TOTAL POINTS	1991 RANK	(1990 RANK)	(1989 RANK)	(1988 RANK)	
(1)	(1)	(1)	1. Orlando	382	1. Orlando	(1)	(1)	(1)	
(3)	(3)	(4)	2. West Palm Beach	349	2. West Palm Beach	(3)	(8)	(5)	
(4)	(5)	(7)	3. Raleigh	328	3. Raleigh	(6)	(3)	(3)	
(7)	(12)	(11)	4. Austin	306	4. Greenville - Spart.	(5)	(6)	(7)	
(17)	(10)	(14)	5. Las Vegas	293	5. Richmond	(4)	(11)	(8)	
(10)	(4)	(6)	6. Jacksonville	292	6. Nashville	(2)	(2)	(2)	
(9)	(11)	(13)	7. Rochester	291	7. Grand Rapids	(7)	(4)	(4)	
(5)	(6)	(2)	8. Richmond	289	8. Las Vegas	(12)	(16)	(13)	
(16)	(15)	(17)	9. Louisville	281	9. Jacksonville	(9)	(5)	(9)	
(2)	(2)	(3)	10. Nashville	279	10. Rochester	(11)	(9)	(11)	
(10)	(8)	(5)	11. Memphis	273	11. Austin	(10)	(7)	(6)	
(6)	(8)	(10)	12. Grand Rapids	266	12. Bridgeport	(8)	(10)	(-)	
(10)	(7)	(16)	13. Birmingham	253	13. Knoxville	(20)	(17)	(15)	
(19)	(19)	(12)	14. Omaha	247	14. Birmingham	(15)	(13)	(19)	
(14)	(12)	(9)	15. Greenville - Spart	242	15. Memphis	(14)	(15)	(16)	
(30)	(33)	(20)	16. Tulsa	235	16. Albany - Schnectady	(19)	(18)	(17)	
(27)	(27)	(23)	17. Allentown - Beth.	227	17. Allentown - Beth.	(25)	(28)	(26)	
(22)	(21)	(24)	18. Albany - Schenectady	226	18. Louisville	(23)	(27)	(24)	
(19)	(23)	(19)	Wilmington, DE	226	19. Wilmington, DE	(17)	(21)	(30)	
(24)	(21)	(22)	20. Oklahoma City	220	20. Omaha	(21)	(20)	(18)	

CLASS II - MEDIUM MARKETS (Continued)

<u>RANKED BY TOTAL POINTS - MATHEMATICAL INDEX</u>					<u>DUNCAN'S MARKET GRADE</u>				
(1988 RANK)	(1989 RANK)	(1990 RANK)	1991 RANK	TOTAL POINTS	1991 RANK	(1990 RANK)	(1989 RANK)	(1988 RANK)	
(25)	(16)	(21)	Greensboro - WS	220	21. Tucson	(18)	(14)	(14)	
(13)	(14)	(8)	22. New Haven	209	22. Akron	(22)	(23)	(29)	
(34)	(24)	(28)	23. Honolulu	204	23. Dayton	(24)	(19)	(23)	
(-)	(18)	(18)	24. Bridgeport	199	24. New Haven	(13)	(12)	(12)	
(18)	(16)	(15)	25. Knoxville	191	25. Salinas - Mont - S. Cruz	(29)	(26)	(-)	
(-)	(30)	(26)	26. Bakersfield	190	26. Tulsa	(16)	(30)	(21)	
(23)	(38)	(29)	27. Akron	187	27. Bakersfield	(26)	(22)	(-)	
(39)	(32)	(33)	28. Little Rock	184	28. Greensboro - WS	(27)	(24)	(22)	
(21)	(20)	(30)	29. Dayton	183	29. McAllen - Browns.	(30)	(35)	(36)	
(29)	(29)	(37)	Fresno	183	30. Springfield, MA	(28)	(25)	(28)	
(31)	(37)	(35)	31. Syracuse	182	31. Little Rock	(37)	(39)	(38)	
(36)	(34)	(25)	32. McAllen - Brown	180	32. Toledo	(34)	(33)	(31)	
(26)	(25)	(30)	33. Tucson	175	33. Chattanooga	(31)	(36)	(25)	
(-)	(35)	(27)	34. Salinas - Mont - S. Cruz	163	34. Oklahoma City	(32)	(31)	(37)	
(41)	(41)	(39)	35. El Paso	143	35. Syracuse	(35)	(34)	(20)	
(28)	(31)	(32)	36. Albuquerque	140	36. Wilkes Barre/Scranton	(33)	(32)	(32)	
(37)	(38)	(35)	37. Baton Rouge	116	37. Honolulu	(41)	(38)	(40)	
(38)	(40)	(40)	38. Wilkes Barre - Scranton	104	38. Youngstown	(38)	(40)	(34)	
(40)	(42)	(42)	39. Youngstown	96	39. Albuquerque	(36)	(29)	(33)	
(32)	(26)	(33)	Springfield, MA	96	40. Fresno	(40)	(37)	(27)	
(34)	(36)	(41)	41. Toledo	90	41. Baton Rouge	(39)	(41)	(39)	
(32)	(39)	(38)	42. Chattanooga	87	42. El Paso	(42)	(42)	(41)	

CLASS III - SMALL MARKETS

<u>RANKED BY TOTAL POINTS - MATHEMATICAL INDEX</u>					<u>DUNCAN'S MARKET GRADE</u>				
(1988 RANK)	(1989 RANK)	(1990 RANK)	1991 RANK	TOTAL POINTS	1991 RANK	(1990 RANK)	(1989 RANK)	(1988 RANK)	
(9)	(4)	(4)	1. Oxnard - Ventura	315	1. Ft. Myers	(2)	(2)	(-)	
(8)	(5)	(1)	2. Madison	302	2. Oxnard - Ventura	(1)	(3)	(5)	
(13)	(15)	(2)	3. Lexington	292	3. Madison	(3)	(4)	(2)	
(4)	(3)	(6)	4. Columbia	290	4. Lexington	(6)	(6)	(3)	
(-)	(17)	(10)	5. Huntsville	278	5. Huntsville	(5)	(7)	(-)	
(5)	(16)	(5)	6. Modesto	276	6. Modesto	(8)	(12)	(11)	
(12)	(10)	(14)	York	276	7. Columbia	(9)	(5)	(8)	
(-)	(11)	(8)	8. Fort Myers	266	8. Portsmouth, NH	(4)	(1)	(1)	
(18)	(26)	(19)	9. Lansing	255	9. Harrisburg	(7)	(10)	(9)	
(1)	(1)	(3)	10. Portsmouth, NH	254	10. York	(18)	(20)	(16)	
(2)	(6)	(12)	11. Harrisburg	247	11. Jackson, MS	(10)	(16)	(20)	
(26)	(22)	(15)	12. Des Moines	242	12. Augusta, GA	(14)	(13)	(14)	
(11)	(9)	(11)	13. Lancaster	239	13. Lancaster	(19)	(14)	(18)	
(21)	(8)	(7)	Jackson, MS	239	14. Appleton - Oshkosh	(15)	(18)	(15)	
(17)	(18)	(16)	15. Wichita	231	15. Lansing	(16)	(15)	(7)	
(3)	(2)	(17)	16. Worcester	220	16. Roanoke - Synch.	(20)	(17)	(24)	
(20)	(13)	(24)	17. Augusta, GA	213	17. Des Moines	(17)	(22)	(21)	
(22)	(18)	(19)	18. Roanoke - Lynchburg	209	18. Worcester	(12)	(11)	(10)	
(30)	(28)	(29)	19. Saginaw - Bay City	204	19. Colorado Springs	(13)	(8)	(4)	
(24)	(23)	(22)	20. Stockton	202	20. Charleston, SC	(11)	(9)	(12)	
(23)	(13)	(13)	21. Sarasota - Bradenton	198	21. Wichita	(21)	(23)	(23)	
(28)	(24)	(25)	22. Lakeland	195	22. Flint	(28)	(26)	(26)	
(15)	(20)	(18)	23. Fort Wayne	193	23. Canton	(23)	(30)	(33)	
(9)	(11)	(8)	24. Colorado Springs	183	24. Fort Wayne	(22)	(19)	(17)	
(32)	(32)	(28)	25. Appleton - Oshkosh	182	25. Spokane	(27)	(24)	(27)	
(29)	(27)	(23)	26. Flint	177	26. Davenport - Rock Is.	(24)	(37)	(39)	
(27)	(29)	(25)	27. Canton	160	27. Sarasota - Bradenton	(25)	(21)	(29)	
(31)	(30)	(31)	28. Spokane	158	28. Saginaw - Bay City	(26)	(27)	(32)	
(25)	(7)	(21)	29. Charleston, SC	152	29. Lakeland	(36)	(38)	(36)	
(16)	(25)	(27)	30. Mobile	147	30. Peoria	(33)	(33)	(38)	
(19)	(21)	(30)	Pensacola	147	31. Mobile	(31)	(25)	(19)	
(40)	(26)	(33)	32. Huntington, WV	138	32. Utica - Rome	(30)	(29)	(30)	
(34)	(30)	(34)	33. Johnson City - Kingsport	127	33. Johnson City - Kingsport	(35)	(32)	(35)	
(38)	(37)	(35)	34. Peoria	122	34. Corpus Christi	(29)	(28)	(28)	
(33)	(35)	(38)	35. Shreveport	120	35. Stockton	(34)	(36)	(31)	
(37)	(33)	(32)	36. Davenport - Rock Island	116	36. Pensacola	(32)	(31)	(25)	
(35)	(39)	(37)	37. Corpus Christi	112	37. Huntington, WV	(39)	(39)	(40)	
(36)	(38)	(39)	38. Beaumont	90	38. Beaumont	(38)	(34)	(37)	
(33)	(35)	(38)	39. Utica - Rome	86	39. Shreveport	(37)	(35)	(34)	

CLASS IV - VERY SMALL MARKETS

<u>RANKED BY TOTAL POINTS - MATHEMATICAL INDEX</u>				<u>MARKET'S MARKET GUIDE</u>		
(1988 RANK)	(1989 RANK)	(1990 RANK)	1991 RANK	TOTAL POINTS	1991 RANK	(1990 RANK) (1989 RANK) (1988 RANK)
(7)	(11)	(1)	1. Montgomery	422		NOT AVAILABLE FOR THIS MARKET SIZE
(3)	(2)	(3)	Springfield, MO	422		
(9)	(14)	(4)	3. Macon	416		
(12)	(16)	(11)	4. Green Bay	384		
(-)	(2)	(2)	5. Santa Barbara	372		
(-)	(36)	(37)	Anchorage	372		
(-)	(8)	(5)	Burlington, VT	372		
(18)	(12)	(7)	8. Savannah	369		
(20)	(20)	(28)	9. Lincoln	366		
(11)	(12)	(12)	10. Tallahassee	363		
(8)	(9)	(9)	11. Evansville	356		
(16)	(21)	(15)	12. Rockford	343		
(6)	(5)	(13)	13. Kalamazoo	338		
(-)	(26)	(21)	14. Panama City	329		
(-)	(10)	(10)	15. Palm Springs	327		
(1)	(1)	(8)	16. Manchester, NH	324		
(-)	(40)	(35)	17. Cedar Rapids	320		
(22)	(26)	(36)	18. South Bend	316		
(25)	(24)	(18)	19. Boise	315		
(2)	(4)	(17)	20. Portland, ME	304		
(-)	(18)	(16)	21. Springfield, IL	302		
(-)	(39)	(40)	22. Lafayette, LA	296		
(-)	(35)	(29)	23. Sioux Falls	294		
(10)	(7)	(6)	24. Fayetteville	293		
(-)	(29)	(24)	25. Charlottesville	291		
(23)	(30)	(31)	26. Charleston, WV	289		
(-)	(28)	(23)	27. Biloxi - Gulfport	286		
(5)	(6)	(25)	28. Reno	284		
(-)	(49)	(42)	Eugene	284		
(19)	(23)	(26)	30. Binghamton	281		
(15)	(19)	(19)	Bloomington, IL	281		
(-)	(32)	(29)	32. Waco	277		
(-)	(43)	(34)	33. Fargo	268		
(-)	(17)	(22)	34. Cape Cod	267		
(24)	(15)	(14)	35. Columbus, GA	250		
(-)	(41)	(41)	36. Lubbock	247		
(14)	(21)	(20)	37. Atlantic City	245		
(-)	(25)	(32)	38. Gainesville	240		
(-)	(31)	(27)	39. Asheville	239		
(-)	(33)	(39)	40. Lafayette, IN	235		
(-)	(37)	(48)	41. Topeka	232		
(-)	(38)	(45)	42. Wilmington, NC	231		
(-)	(42)	(43)	43. Odessa - Midland	230		
(-)	(34)	(33)	44. Erie	210		
(-)	(53)	(49)	45. Bismarck	208		
(-)	(45)	(46)	46. La Crosse	199		
(-)	(44)	(44)	47. Wheeling	192		
(-)	(47)	(47)	48. Abilene	181		
(-)	(52)	(54)	49. Billings	173		
(-)	(48)	(38)	50. Amarillo	163		
(-)	(54)	(51)	51. Johnstown	158		
(-)	(58)	(57)	Waterloo - Cedar Falls	158		
(-)	(50)	(50)	53. Duluth	146		
(-)	(46)	(52)	54. Terre Haute	142		
(-)	(55)	(56)	55. Pueblo	92		
(-)	(51)	(53)	56. Altoona	90		
(-)	(57)	(55)	57. Steubenville	87		
(-)	(56)	(58)	58. Casper	54		

MARKET RANKINGS (40 Markets)

	Rev. Per Station	Revenue Growth	1995 REV	Popula Growth	Retail Sales Growth	Manag. Market Ranking	Duncan Rating	Rev. Per Share Point	People Per Station	Lost Listen	MEAN POINTS	MEAN RANK	TOTAL POINTS
Atlanta	4/52	31/13	10/34	6/39	12/29	3/37	2/39	11/24	8/23	14/16	30.6	10.1	306
Baltimore	4/38	32/12	21/22	24/19	37/4	18/21	22/19	16/20	12/20	35/4	17.9	22.1	179
Boston	10/43	4/48	9/35	35/7	35/6	29/10	21/20	8/26	9/22	30/7	22.4	19.0	224
Buffalo	34/10	2/51	37/4	39/2	38/3	27/13	34/7	37/3	36/4	27/8	10.5	31.1	105
Charlotte	30/15	33/10	33/9	11/30	29/12	23/16	23/18	35/5	32/6	36/3	12.4	28.5	124
Chicago	3/53	29/16	3/42	33/9	23/18	18/21	9/32	3/30	4/26	15/15	26.2	14.0	262
Cincinnati	17/34	34/9	22/21	31/11	31/10	13/26	12/29	23/14	30/8	15/15	17.7	22.8	177
Cleveland	22/27	27/18	23/20	38/3	39/2	35/5	30/11	22/15	16/18	21/12	13.1	27.3	131
Columbus, OH	28/18	34/9	30/12	23/20	24/17	18/21	13/28	32/7	35/4	28/8	14.4	26.5	144
Dallas - FW	9/45	23/23	7/37	5/40	1/40	11/29	8/33	7/27	13/20	4/22	31.6	8.8	316
Denver	21/28	19/29	17/27	11/30	12/29	26/15	29/12	17/19	33/6	21/12	20.7	20.5	207
Detroit	11/42	21/26	11/33	36/6	32/8	29/10	20/21	10/25	6/25	11/18	21.4	18.7	214
Hartford	25/22	40/1	31/11	25/18	26/15	33/8	26/15	26/12	19/15	37/2	11.9	28.3	119
Houston	7/48	22/25	8/36	16/28	37/4	7/34	7/34	9/26	14/19	24/10	26.4	15.1	264
Indianapolis	16/35	16/33	26/17	26/17	16/25	10/31	17/24	27/11	25/11	7/20	22.4	18.6	224
Kansas City	32/13	30/14	29/13	21/22	25/16	40/1	38/3	33/6	28/9	1/24	12.1	27.7	121
Los Angeles	1/56	1/52	1/44	10/34	14/27	2/39	1/40	1/32	2/27	19/13	36.4	5.2	364
Miami - Ft. Lauderdale	15/36	39/3	12/32	9/35	32/8	8/33	14/27	12/23	15/18	12/17	23.2	16.8	232
Milwaukee	31/14	26/20	27/15	37/4	14/27	27/14	31/10	31/8	27/10	15/15	13.7	26.6	137
Minneapolis - SP	12/41	28/17	15/29	20/23	7/34	13/26	11/30	15/21	7/24	28/8	25.3	15.6	253
Nassau - Suffolk	20/29	14/35	32/10	32/10	18/23	23/16	24/17	25/13	5/25	39/1	17.9	23.2	179
New Orleans	37/6	6/46	35/6	34/8	8/33	37/4	39/2	40/1	37/3	13/17	12.6	28.6	126
New York	2/55	11/39	2/43	29/13	30/11	11/30	4/37	2/31	1/28	19/13	30.0	11.1	300
Norfolk	38/4	37/5	35/7	11/30	11/30	29/10	27/14	38/2	38/2	8/20	12.4	27.2	124
Philadelphia	5/50	9/42	6/39	30/12	28/13	22/19	15/26	6/28	3/27	26/9	26.5	15.0	265
Phoenix	22/27	36/7	16/28	2/43	10/31	13/26	18/23	18/26	31/7	3/23	24.1	16.9	241
Pittsburgh	24/24	9/42	25/18	36/4	40/1	34/7	37/4	24/14	24/12	9/19	14.5	26.2	145
Portland, OR	29/17	15/34	23/20	22/21	6/35	16/25	28/13	28/10	29/8	23/11	19.4	21.9	194
Providence	36/7	25/21	39/2	27/15	21/20	37/4	35/6	36/4	34/5	34/4	8.8	32.4	88
Riverside - SB	35/8	2/51	40/1	1/44	5/36	8/33	36/5	29/10	18/16	38/2	20.6	21.2	206
Sacramento	20/29	13/36	19/24	4/41	9/32	1/40	5/36	21/16	26/11	33/5	27.0	15.1	270
St. Louis	18/32	23/23	18/25	28/14	36/5	36/5	33/8	19/18	17/17	1/24	17.1	22.9	171
Salt Lake City	39/3	17/31	34/8	17/26	16/25	39/2	40/11	39/2	40/1	5/22	13.1	28.6	131
San Antonio	33/10	18/30	28/14	8/36	4/37	29/10	25/16	34/6	39/1	6/21	18.1	22.4	181
San Diego	13/39	5/47	13/31	3/42	2/39	4/37	3/38	13/22	23/6	25/10	31.1	10.4	311
San Francisco	6/49	7/44	4/41	17/26	20/21	17/24	19/22	4/30	11/21	18/14	29.2	12.3	292
San Jose	26/21	19/29	37/4	19/24	32/8	18/21	32/9	30/9	22/13	40/1	13.9	27.5	139
Seattle	19/31	8/43	14/30	15/29	2/39	5/36	10/31	14/22	21/14	10/19	29.4	11.8	294
Tampa - St. Pete	27/20	38/4	20/23	7/37	19/22	23/16	16/25	20/17	20/15	32/5	18.4	22.2	184
Washington	8/46	12/38	5/40	11/30	22/19	5/36	6/35	5/29	10/22	31/6	30.1	11.5	301

MARKET RANKINGS (42 Markets)

	Rev. Per Station	Revenue Growth	1995 REV	Popula Growth	Retail Sales Growth	Manag. Market Ranking	Duncan Rating	Rev. Per Share Point	People Per Station	Lost Listen	MEAN POINTS	MEAN RANK	TOTAL POINTS
Akron	8/49	23/26	37/7	41/2	42/1	25/18	22/21	3/32	1/29	40/2	18.7	24.2	187
Albany - Schenectady	23/28	19/31	16/30	32/12	23/20	13/30	16/27	21/18	23/14	16/16	22.6	20.2	226
Albuquerque	34/13	36/9	25/20	13/33	15/27	41/2	39/4	33/8	41/1	4/23	14.0	28.1	140
Allentown - Beth	16/38	14/38	27/18	23/21	32/10	7/36	17/26	27/13	11/22	34/5	22.7	20.8	227
Austin	21/30	16/35	8/39	4/43	1/42	9/33	11/32	15/22	20/16	19/14	30.6	12.4	306
Bakersfield	30/18	13/39	31/13	6/41	22/20	17/25	27/16	35/6	42/1	24/11	19.0	24.7	190
Baton Rouge	31/17	37/8	38/6	27/18	7/35	32/11	41/2	37/5	31/8	33/6	11.6	31.4	116
Birmingham	9/48	30/17	12/34	29/15	16/26	23/20	14/29	17/21	12/22	8/21	25.3	17.0	253
Bridgeport	27/22	41/3	20/25	32/12	17/25	15/28	12/31	22/17	2/29	41/7	19.9	22.9	199
Chattanooga	35/11	34/12	39/4	31/13	39/3	26/15	33/10	40/2	40/2	18/15	8.7	33.5	87
Dayton	17/36	25/23	18/28	39/4	38/4	32/11	23/20	14/23	6/26	30/8	18.3	24.2	183
El Paso	41/3	33/13	33/11	9/37	3/39	39/4	42/1	39/3	29/10	6/22	14.3	27.4	143
Fresno	37/8	3/52	22/23	11/35	26/16	26/15	40/3	24/15	39/3	21/13	18.3	24.9	183
Grand Rapids	15/39	26/22	11/35	19/26	10/32	12/31	7/36	9/27	28/11	31/7	26.6	16.8	266
Greensboro - WS	19/34	8/46	15/31	20/25	34/8	26/15	28/15	16/22	26/12	23/12	22.0	21.5	220
Greenville - Spart.	24/27	21/29	18/28	22/23	28/14	3/38	4/39	20/18	22/15	25/11	24.2	18.7	242
Honolulu	26/24	12/40	17/29	16/29	12/30	40/3	37/6	28/12	34/6	1/25	20.4	22.3	204
Jacksonville	11/45	18/33	9/37	7/40	18/24	17/25	9/34	13/24	14/20	26/10	29.2	14.2	292
Knoxville	5/53	28/20	32/12	26/19	35/7	26/15	13/30	38/4	32/8	5/23	19.1	24.0	191
Las Vegas	32/15	2/53	12/34	3/44	9/33	2/41	8/35	18/20	36/5	21/13	29.3	14.3	293
Little Rock	28/21	3/48	30/14	23/21	13/29	36/7	31/12	36/6	35/6	10/20	18.4	24.8	184

MAJOR MARKETS (42 Markets) - CONTINUED

	Rev Per Station	Revenue Growth	1995 REV	Popula Growth	Retail Sales Growth	Manag. Market Ranking	Duncan Rating	Rev Per Share Point	People Per Station	Lost Listen	MEAN POINTS	MEAN RANK	TOTAL POINTS
Louisville	14/41	1/55	5/42	40/3	19/23	21/22	18/25	12/25	8/25	8/21	28.1	14.6	281
McAllen - Brown	38/7	9/44	35/9	5/42	24/18	26/15	29/14	41/2	33/7	7/22	18.0	24.7	180
Memphis	10/46	32/14	4/43	23/21	33/19	7/36	15/28	10/26	7/25	2/25	27.3	14.3	273
Nashville	6/52	42/1	2/45	14/32	20/22	20/23	6/37	5/30	18/18	12/19	27.9	14.5	279
New Haven	2/57	38/7	28/17	28/17	30/12	23/20	24/19	4/31	4/27	39/12	20.9	22.0	209
Oklahoma City	18/35	30/17	14/32	20/25	6/36	42/1	34/9	23/16	9/24	2/25	22.0	19.8	220
Omaha	20/32	7/47	23/22	30/14	14/28	15/28	20/23	26/14	15/20	11/19	24.7	18.1	247
Orlando	1/59	15/36	1/46	1/46	2/40	1/42	1/42	1/34	10/23	19/14	38.2	5.2	382
Raleigh	13/42	11/42	6/41	8/39	4/38	3/38	3/40	6/30	30/9	28/9	32.8	11.2	328
Richmond	3/56	34/12	3/44	15/31	27/15	9/33	5/38	8/28	21/15	14/17	28.9	13.9	289
Rochester	7/50	17/34	10/36	35/9	21/21	3/38	10/33	11/26	5/27	15/17	29.1	13.4	291
Salinas - Mont. - SC	40/4	29/18	34/10	12/34	11/31	13/30	25/18	30/10	38/4	36/4	16.3	26.8	163
Springfield - MA	33/14	38/7	40/3	34/10	37/5	21/12	30/13	29/11	17/18	38/3	9.6	31.7	96
Syracuse	22/29	4/51	24/21	36/8	24/18	34/9	35/8	19/19	24/13	35/5	18.2	25.7	182
Toledo	29/20	40/4	35/9	38/6	41/2	38/5	32/11	34/7	16/19	32/7	9.0	33.5	90
Tucson	36/10	26/22	26/19	9/37	28/14	26/15	21/22	32/9	27/11	17/16	17.5	24.8	175
Tulsa	25/25	21/29	21/24	16/29	5/37	17/25	26/17	25/14	19/17	13/18	23.5	18.8	235
West Palm Beach	4/55	10/43	7/40	2/45	8/34	9/33	2/41	2/33	13/21	37/4	34.9	9.4	349
Wilkes Barre - Scrant.	42/1	19/31	28/16	37/7	31/11	34/9	36/7	31/10	37/4	29/8	10.4	32.4	104
Wilmington, DE	12/43	23/26	42/1	16/29	35/7	3/38	19/24	7/29	3/28	42/1	22.6	20.2	226
Youngstown	39/6	5/49	41/2	42/1	40/2	36/7	38/5	42/1	25/13	27/10	9.6	33.5	96

SMALL MARKETS (39 Markets)

	Rev. Per Station	Revenue Growth	1995 REV	Popula Growth	Retail Sales Growth	Manag. Market Ranking	Duncan Rating	Rev Per Share Point	People Per Station	Lost Listen	MEAN Points	MEAN Rank	TOTAL Points
Appleton - Oshkosh	35/7	12/36	28/13	23/19	12/28	6/34	14/26	31/7	35/4	27/8	18.2	22.3	182
Augusta, GA	26/20	11/38	21/21	12/31	26/14	14/25	12/28	34/5	29/8	2/23	21.3	18.7	213
Beaumont	38/3	18/29	37/3	37/3	36/4	22/18	38/2	36/3	18/15	24/10	9.0	30.4	90
Canton	12/39	21/25	34/7	32/9	39/1	32/8	23/17	10/24	3/26	33/4	16.0	23.9	160
Charleston, SC	37/4	37/4	15/26	11/32	29/11	29/11	20/20	25/12	25/11	5/21	15.2	23.3	152
Colorado Springs	33/10	39/1	13/30	4/40	1/39	30/10	19/21	26/11	24/11	23/10	18.3	21.2	183
Columbia	15/35	10/39	3/41	14 29	18/22	7/33	7/33	16/19	13/19	7/20	29.0	11.0	290
Corpus Christi	39/1	21/25	28/13	21/21	27/13	32/8	34/6	38/2	38/1	3/22	11.2	28.1	112
Davenport - RI	27/18	25/20	25/17	38/2	35/5	26/13	26/14	32/5	31/6	14/16	11.6	27.9	116
Des Moines	14/36	16/18	5/39	23/19	8/32	18/22	17/23	19/17	22/13	1/23	24.2	14.3	242
Flint	3/52	29/4	22/20	34/1	30/10	20/20	22/18	11/23	8/22	29/7	17.7	21.3	177
Ft. Myers	29/15	9/40	12/31	1/43	7/33	4/36	1/39	28/10	32/6	19/13	26.6	14.2	266
Fort Wayne	16/34	30/13	9/34	28/13	25/15	22/18	24/16	21/15	23/12	12/23	19.3	21.0	193
Harrisburg	7/46	30/13	4/40	25/17	23/17	14/25	9/31	3/30	10/21	28/7	24.7	15.3	247
Huntington, WV	13/38	3/48	38/2	35/6	17/23	38/2	37/3	39/1	34/4	22/11	13.8	27.6	138
Huntsville	24/22	4/47	15/26	10/33	2/38	4/36	5/35	30/8	17/16	11/17	27.8	12.2	278
Jackson, MS	18/45	27/17	10/33	15/28	4/36	24/16	11/29	23/14	37/2	8/19	23.9	17.7	239
Johnson City - Kings	22/25	28/16	23/19	30/11	38/2	19/21	33/7	29/9	36/3	16/14	12.7	27.4	127
Lancaster	5/49	23/22	35/6	13/30	11/29	14/25	13/27	14/21	1/27	35/3	23.9	16.4	239
Lansing	8/45	5/46	8/35	31/10	19/21	14/25	15/25	12/22	14/18	26/8	25.5	15.2	255
Lakeland	1/56	33/9	36/4	7/36	22/18	34/5	29/11	5/28	2/27	38/1	19.5	20.7	195
Lexington	8/45	5/46	7/36	16/26	14/26	10/30	4/36	18/18	26/10	8/19	29.2	11.6	292
Madison	11/41	14/34	2/42	18/24	5/35	3/37	3/37	9/25	21/13	17/14	30.2	10.3	302
Mobile	28/17	34/8	18/24	19/23	33/7	24/16	31/9	24/13	27/9	15/21	14.7	25.3	147
Modesto	21/27	1/51	13/30	3/41	15/25	2/38	6/34	20/16	33/5	25/9	27.6	13.9	276
Oxnard	19/29	2/49	11/32	5/39	3/37	1/39	2/38	6/27	11/20	31/5	31.5	9.1	315
Pensacola	20/28	32/10	31/10	9/34	28/12	34/5	36/4	15/20	15/18	30/6	14.7	25.0	147
Portsmouth, NH	6/48	38/3	23/19	7/36	10/30	8/32	8/32	4/29	7/23	36/2	25.4	14.7	254
Peoria	34/8	13/35	32/9	36/4	32/8	26/13	30/10	37/2	16/17	13/16	12.2	26.9	122
Roanoke - Lynch	23/24	15/33	6/37	27/14	34/6	11/28	16/24	17/18	30/7	10/18	20.9	18.9	209
Saginaw - BC	10/42	7/43	20/22	33/8	37/3	11/28	28/12	22/14	12/20	20/12	20.4	20.0	204
Sarasota	25/21	7/43	30/11	5/39	24/16	37/3	27/13	7/26	6/24	37/2	19.8	20.5	198
Shreveport	31/13	35/7	26/15	26/15	6/34	39/1	39/1	33/6	19/15	18/13	12.0	27.2	120
Spokane	32/11	24/21	15/26	28/13	16/24	30/10	25/15	27/10	28/8	6/20	15.8	23.1	158
Stockton	30/14	19/27	27/14	2/42	8/32	20/20	35/5	13/22	5/25	39/1	20.2	19.8	202
Utica - Rome	36/6	20/26	32/9	34/7	31/9	34/5	32/8	35/4	39/1	21/11	8.6	31.4	86
Wichita	17/32	26/18	1/43	17/25	21/19	26/13	21/19	8/26	20/14	3/22	23.1	16.0	231
Worcester	4/50	36/5	19/23	22/20	20/20	11/28	18/22	2/23	4/25	34/4	22.0	17.0	220
York	2/53	16/18	8/35	19/23	13/27	8/32	10/30	1/31	9/22	32/5	27.6	11.8	276

VERY SMALL MARKETS (58 Markets)

	Rev. Per Station	Revenue Growth	1995 REV	Popula Growth	Retail Sales Growth	Manag. Market Ranking	Duncan Ranking	Rev. Per Share Point	People Per Station	Lost Listen	MEAN POINTS	MEAN RANK	TOTAL POINTS
Abilene	46/32	40/25	49/11	23/40	44/15	28/29	NA	48/9	51/6	36/14	20.1	40.6	181
Altoona	54/7	47/16	53/7	54/3	49/10	41/18	NA	49/8	50/6	34/15	10.0	43.1	90
Anarillo	51/11	55/5	40/18	25/37	15/44	52/6	NA	46/10	47/8	19/24	18.1	35.0	163
Anchorage	40/27	1/75	4/61	4/61	1/58	33/24	NA	13/29	54/4	4/33	41.3	17.1	372
Ashville	17/59	42/22	43/18	23/40	48/11	39/20	NA	22/30	7/36	54/3	26.6	32.8	239
Atlantic City	26/46	54/7	31/30	10/53	35/24	52/6	NA	5/43	11/34	55/2	27.2	31.0	245
Billings	50/13	15/57	51/9	40/21	22/37	56/3	NA	56/2	58/1	9/30	19.2	39.7	173
Biloxi - Gulfport	34/35	26/43	39/22	26/36	11/48	10/48	NA	31/22	22/26	49/6	31.8	27.6	286
Binghamton	14/63	38/27	23/40	45/14	29/30	28/29	NA	35/19	14/32	14/27	31.2	26.7	281
Bismarck	53/8	8/66	56/3	31/31	8/51	47/12	NA	57/2	53/4	7/31	23.1	35.6	208
Bloomington, IL	8/71	51/10	44/17	34/28	24/35	1/58	NA	36/18	2/40	52/4	31.2	28.0	281
Boise	47/17	23/46	10/54	9/55	10/49	33/24	NA	28/25	42/12	4/33	35.0	22.9	315
Burlington, VT	5/76	12/61	17/46	13/51	26/33	1/58	NA	21/30	48/8	44/9	41.3	20.8	372
Cape Cod	25/48	56/4	7/57	37/24	23/26	16/41	NA	3/45	37/15	48/7	29.7	28.0	267
Casper	58/1	57/3	57/2	52/8	46/13	55/4	NA	58/1	56/2	25/20	6.0	51.6	54
Cedar Rapids	6/74	23/46	22/41	45/14	17/42	21/38	NA	23/29	35/17	27/19	35.6	24.3	320
Charleston, WV	13/64	31/36	12/52	49/11	31/28	45/14	NA	20/31	16/30	20/23	32.1	26.3	289
Charlottesville	36/32	19/52	44/17	16/47	2/57	3/56	NA	40/15	45/10	50/5	32.3	28.3	291
Columbus, GA	18/57	51/10	25/37	29/33	51/8	28/29	NA	33/21	13/32	21/23	27.8	29.9	250
Duluth	43/22	35/30	35/26	52/8	53/6	46/13	NA	51/6	41/13	23/22	16.2	42.1	146
Erie	38/29	32/35	38/23	48/12	52/7	27/32	NA	45/11	9/35	15/26	23.3	33.8	210
Eugene	35/34	2/74	23/40	54/3	19/40	28/29	NA	29/24	30/20	26/20	31.6	27.3	284
Evansville	1/81	28/40	2/63	42/19	54/5	16/41	NA	7/42	6/37	13/28	39.6	18.8	356
Fargo	27/45	35/30	28/34	27/35	7/52	49/10	NA	39/16	34/18	12/28	29.8	28.7	268
Fayetteville	12/66	46/17	25/37	33/29	41/18	10/48	NA	30/23	3/39	32/16	32.6	25.8	293
Gainsville	41/25	30/38	41/20	7/57	33/26	40/19	NA	38/17	29/21	40/17	26.7	33.2	240
GreenBay	7/73	28/40	14/50	22/41	5/54	21/38	NA	2/46	5/38	53/4	42.7	17.4	384
Johnstown	42/24	21/49	46/14	50/10	57/2	47/12	NA	42/14	27/22	41/11	17.6	41.4	158
Kalamazoo	3/78	26/43	14/50	39/22	43/16	10/48	NA	6/42	15/31	46/8	37.6	22.4	338
La Crosse	48/15	41/23	47/13	35/26	12/47	14/45	NA	54/4	57/1	18/25	22.1	36.2	199
Lafayette, IN	32/38	12/61	51/9	41/20	46/13	8/51	NA	52/6	20/27	42/10	26.1	33.8	235
Lafayette, LA	24/49	35/30	29/33	30/32	4/55	21/37	NA	24/28	32/19	38/13	32.9	26.3	296
Lincoln	28/43	9/65	10/54	27/35	6/53	21/37	NA	11/38	26/23	29/18	40.7	18.6	366
Lubbock	32/38	18/53	31/30	36/25	34/25	33/24	NA	43/13	52/5	3/34	27.4	31.3	247
Macon	11/67	4/72	12/51	20/43	50/9	4/55	NA	17/34	17/29	16/26	46.2	16.8	416
Manchester, NH	2/80	53/8	27/35	5/59	27/32	33/24	NA	1/46	4/39	57/1	36.0	23.2	324
Montgomery	4/77	20/51	5/59	18/45	9/50	20/39	NA	15/35	10/34	6/32	46.9	11.9	422
Odessa - Midland	57/3	10/64	42/19	15/48	42/17	28/29	NA	50/7	46/9	2/34	25.5	32.4	230
Palm Springs	38/29	22/48	16/36	2/63	16/43	6/53	NA	27/26	55/3	16/26	36.3	22.0	327
Panama City	30/41	6/69	36/25	1/64	18/41	14/45	NA	41/14	43/11	27/19	36.6	24.0	329
Portland, ME	28/43	58/1	1/64	21/42	13/46	16/41	NA	10/39	49/7	24/21	33.8	24.4	304
Pueblo	57/3	50/12	56/3	44/17	54/5	41/18	NA	44/12	31/20	56/2	10.2	48.1	92
Reno	45/20	48/14	7/57	3/62	21/38	49/10	NA	19/32	36/16	1/35	31.6	25.4	284
Rockford	9/70	23/46	17/46	43/18	32/27	13/46	NA	8/41	8/36	37/13	38.1	21.1	343
Santa Barbara	22/52	15/57	9/55	8/56	36/23	7/52	NA	4/44	23/25	45/8	41.3	18.8	372
Savannah	15/62	6/69	6/58	17/46	45/14	21/37	NA	14/36	33/18	11/29	41.0	18.7	369
Sioux Falls	23/50	34/33	31/30	12/52	3/56	33/24	NA	34/20	40/13	33/16	32.7	27.0	294
South Bend	21/53	3/73	21/42	45/14	39/20	21/37	NA	16/34	18/29	35/14	35.1	24.3	316
Springfield, IL	16/60	38/27	20/43	37/24	38/21	4/55	NA	18/33	28/22	31/17	33.6	25.6	302
Springfield, MO	10/69	14/59	3/62	14/50	14/45	16/41	NA	9/40	24/25	8/31	46.9	12.4	422
Steubenville	56/4	49/13	58/1	54/3	56/3	56/3	NA	37/18	1/41	58/1	9.7	47.2	87
Tallahassee	31/39	5/70	19/44	6/58	29/30	9/50	NA	25/27	21/27	29/18	40.3	19.3	363
Terre Haute	48/15	45/18	50/10	51/9	28/31	44/15	NA	55/3	44/11	9/30	15.8	41.6	142
Topeka	37/31	33/34	36/25	32/30	20/39	52/6	NA	26/26	12/33	46/8	25.8	32.7	232
Waco	20/55	43/21	34/28	19/44	25/34	33/24	NA	12/38	19/28	51/5	30.8	28.4	277
Waterloo - CF	44/21	11/62	54/6	54/3	39/20	43/16	NA	53/5	38/15	43/10	17.6	42.3	158
Wheeling	18/57	44/20	30/32	54/3	55/4	51/8	NA	32/22	25/24	22/22	21.3	36.8	192
Wilmington, NC	52/10	17/55	47/13	10/54	37/22	16/41	NA	47/10	39/14	39/12	25.7	33.8	231

EXPLANATIONS AND COMMENTS

IMPORTANT: Please read this section carefully and refer to it often as you use this book. This section will help you get the most of every table. ALL REVENUE FIGURES ARE IN GROSS DOLLARS.

The best way to explain the market report is to take a single report and go through it table by table. For this purpose, we will use a mythical market.

1990 ARB Rank: 36	1990 Revenue: \$40,000,000	Managers Market Rating (current): 4.2
1990 MSA Rank: 40	Rev. Per Share Point \$437,093	Managers Market Rating (future): 4.4
1990 ADI Rank: 24	Population per Station: 58,018(17)	Duncans Rating Market Grade: I B+
FM Base Value: \$8,000,000	1990 Revenue Change: 6.1%	Mathematical Market Grade: 1 C+
Base Value : 22.2	Station Turnover: 31.1%	

The 1990 Arbitron market rank for this city is number 36. The universe for this ranking is the 280 markets for which Arbitron issues a ratings report. The MSA or Metropolitan Statistical Area is the official U.S. government market designation. The ADI is Arbitron's TV market designation. Many markets are in "hyphenated" ADI's or they are not named in the ADI designation. When this occurred I did not list the rank number, but instead referred the reader to the lead or major city in the ADI.

The FM Base Value is an adjustment of the stick value/entrance fee. The stick value estimate supposed that a new full-signaled (B or C) FM were dropped into the market. An estimate was made as to the value of that raw license. The more I thought about this the more I came to dislike the premise. If is not very likely that a new FM will be dropped into most of the markets I cover.

The Base Value is a better estimate in my opinion. It estimates a "worse case" value for a Class B/Class C FM licensed to the market. I estimate what the station would be worth if the current owner had not achieved a great deal with the station. In fact, he had run it into the ground with no ratings, no clear position in the market, and a negative cash flow.

I did not use any fancy formulas to calculate this figure. Instead, I looked at past sales, revenue growth in the market, my opinions about the market, and other factors.

The Base Value % is the market's FM Base Value expressed as a percentage of the market's total radio revenue. Use it to make comparisons with similarly-sized markets.

Remember that the base value applies only to FM's with signals comparative to other B/C FM's in the market. The station must be licensed to the central city or a close-in suburb. The value is as of 1 January 1991. It is valid for 1991 only.

The 1990 Revenue comes from the REVENUE HISTORY AND PROJECTIONS section which is explained below.

The Estimated Revenue per Share Point is derived from a series of calculations which can be found on the left-hand side of the page and about halfway down the page. The methodology used for calculating this figure is discussed below.

The Population Per Station shows the number of persons in the market per metro station (those stations above the line) which is rated in the market. This market had 17 stations which were listed in the metro in the latest Arbitron. That figure was divided into the 12+ population for this market's metro. This is a good figure to use when judging if a market is "over-radioed."

Station Turnover shows the percentage of each market's viable stations which have been sold during the last two years (1989 and 1990).

The Manager's Market Rating (current) for this market is 4.2. This is the result of a questionnaire which was sent to stations' general managers and sales managers. One of the questions was "On a scale below how would you rate your market as it stands today."

Awful Radio Market		Average Radio Market		Super Radio Market
1	2	3	4	5

The managers were asked to circle the number on the scale which approximated their opinion of the market. The responses were then averaged and the result listed. A rating of 2.5 to 3.5 is basically a neutral response. In this market response is very positive. It is my opinion that in general the managers tended to overrate their own market slightly.

The future column asked the managers to rate how their market would perform five years into the future - 1994.

The Duncan's Radio Market Grade shows Jim Duncan's opinion (objective and subjective) about the radio market. There are four grades, A, B, C, and D. Basically, when I have completed most of the work for this book I lock myself in a room and turn off my phones for a day. I then rank the markets--each and every one. The most desirable markets are given an A rating. The least desirable ones are given a D.

The Mathematical Ranking can next be found. It is explained in the front section of the book. It can be and should be compared with Duncan's Market Grade.

REVENUE HISTORY AND PROJECTIONS:

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est.:	25.0	27.0	29.3	33.0	38.0	40.3						
Yearly Growth Rate (85-90):	10.1% (assigned future growth rate of 8.7%)											
Projected Revenue Estimates:							43.8	47.6	51.9	56.3	61.2	
Revenue Per Capita:	21.19	22.88	25.08	27.73	31.67	33.31						
Yearly Growth Rate (85-90):	9.5% (assigned future growth rate of 7.9%)											
Projected Revenue per Capita							35.94	38.78	41.84	45.45	48.72	
Resulting Revenue Estimate:							48.8	47.3	51.5	56.0	60.9	
Revenue as % of Retail Sales:	.0040	.0041	.0041	.0044	.0045	.0045						
Mean % (84-89):	00438% (85-90 only)											
Resulting Revenue Estimate:							43.3	47.3	51.2	54.3	57.8	
MEAN REVENUE ESTIMATE:							43.6	47.4	51.5	55.5	60.0	

This section contains the most important data for each market. It is the guts of the report. It shows the revenue history, the current revenue picture, and a view of the future revenue. What is unique about this presentation is that all revenue figures are calculated in three ways: 1) revenue estimates for 1985, 1986, 1987, 1988, 1989 and 1990 combined and projected out to 1994; 2) revenue per capita figures from 1984 to 1989 projected to 1994; 3) revenue as a percentage of retail sales projected through 1994.

We will explain this table by table. ALL REVENUE FIGURES ARE IN GROSS DOLLARS.

Duncan Media Revenue Estimate: As we all know, the FCC got out of the revenue reporting business after 1980. Thus, the revenue figures for 1984, 85, 86, 87, 88, and 89 are estimated made by Duncan Media. These estimates were gathered in three ways. The first and best ways to access reports from accounting services in those markets where revenue data is gathered and reported--for about 90 markets I was successful in my efforts to get that data. The second method was to ask broadcasters in each market to give me their best estimate of their market's revenue. In perhaps 60 markets I was able to gather estimates which I felt confident about. However, I am always surprised to learn how many broadcasters have no idea how many dollars are available in their own market. The third method was, when all else failed, to make my own estimate using my knowledge of the market, along with past performance figures.

Yearly Growth Rate (1985 - 1990): The next step was to calculate a percentage which shows the yearly growth rate in revenue between 1985 and 1990. In many markets this was simply a matter of calculating a compound growth rate. In some markets I adjusted the percentage according to my own feelings and intuitions. Such a change would severely affect future projections so I took the liberty of "flattening" the percentages a bit. In some other cases, I did not use each of the five years to calculate the percentage. They are so marked. The reasons are similar to those stated above.

Projected Revenue Estimate: For the years 1991 through 1995 I used the yearly growth rate to project the market's revenue.

Revenue Per Capita: This represents the radio revenue dollars per person in the market's metro. It is calculated by dividing the total population into revenue figures. The resulting figures are in dollars.

Resulting Revenue Estimate: The revenue per capita figure is multiplied by the population to derive a total revenue estimate for each of the years 1991 through 1995. The population estimates are obviously very important to the accuracy. I used estimates supplied by "Sales and Marketing Management - Survey of Buying Power." Their population estimates are listed in "POPULATION AND DEMOGRAPHIC ESTIMATES" section. The yearly per capita estimate is multiplied by the yearly population estimate.

Revenue as % of Retail Sales: Some radio observers believe this is the most accurate way to project radio revenue. The percentage is calculated by dividing total radio revenue by total retail sales. The results are based on the radio revenue for each year (FCC and estimate) and the retail sales for each year as reported in Sales and Market Management.

Mean % 1985 - 1990: This figure was calculated by finding an average of the "Revenue as a percentage of retail sales for the years 1985 through 1990. The result is an estimate of radio revenue for those years. The retail sales figures are listed in the "POPULATION AND DEMOGRAPHIC ESTIMATES" section and they were also supplied by "Sales and Marketing Management - Survey of Buying Power." S&M is probably the most reliable "future" data provider available and I am fortunate to be able to use their data.

MEAN REVENUE ESTIMATES: These are probably the most important and useful figures in this section. It simply calculates an average for the three revenue estimates which, as we have discussed, were calculated in three different ways. This tends to flatten out the figures a bit.

I believe this section provides the most complete and comprehensive revenue estimates available to the radio industry. The figures must be used with caution, however. They are largely based on past performance and as every mutual fund prospectus says - past performance does not necessarily guarantee future performance.

So how valuable and reliable are the projections? I feel they are most useful when they are used as a beginning point for further analysis. I suggest you take these figures and factor in your own knowledge of the individual markets and any other variables you have knowledge of.

I have the most confidence in the revenue projections when all three methods of calculation results in similar figures. However, in some markets, the estimates vary rather drastically.

CONFIDENCE LEVELS

1990 Revenue Estimates: Normal
1991 - 1995 Revenue Projections: Normal

Confidence levels show you how confident I am about the revenue estimates and projections. There are only two main levels: Normal or Below Normal. In some cases, I qualified the "Below Normal" with a "Slightly" or "Much."

Below-The-Line Listening Shares:	0.4%
Unlisted Station Listening:	6.4%
Total Lost Listening:	7.8%
Available Share Points:	92.2
Number of Viable Stations:	12
Mean Share Points per Station:	7.68
Median Share Points per Station:	7.6
Revenue Per Avail. Share Point:	\$437,093
Estimated Revenue for Mean Station:	\$3,356,877

This table contains several calculations which are used in analyzing a radio market:

Below-the-Line Listening Shares: This shows the percentage of listening which goes to stations which are located outside the market's metro. The Spring 90 edition of American Radio describes how this figure was calculated.

Unlisted Station Listening: This figure shows the percent of all radio listening which goes to stations not listed in the rating books. These stations are primarily college and other non-commercial stations or commercial stations with too little listening to be included in the rating books.

Total Lost Listening: This shows the listening shares in the market which are usually not available to the primary commercial stations in the market.

Available Share Points: These are the listening shares which are available to the primary commercial stations in each market. This figure varies greatly from market to market. It is the crucial figure when calculating how much revenue is available per share point. Many broadcasters just divide total revenue figures by 100 and say that is close enough. The figures shown here are much more accurate.

Number of Viable Stations: This is the number of stations which, in my judgement, are active and viable competitors for advertising dollars in the market. The other stations are generally those with less than a 1.0 share or stations from small towns far from the metro's principal city. We have been a bit more selective when it comes to selecting viable stations. In most markets this figure dropped significantly from previous years. This, in turn, has an influence on the revenue for mean station. This figure is usually much higher than previous years.

Mean Share Points Per Station: The median share for a viable station is provided as a comparison to the mean.

Revenue Per Available Share Point: This is calculated by dividing the "Available Share Points" into the 1990 total revenue.

Estimated Revenue for Mean Station: This is derived by multiplying the "Revenue per Available Share Point" by the "Mean Share Points per Station."

These figures provide a good starting point for projecting an individual station's revenue and for estimating what an average station in the market bills. It tends to underestimate revenue for the top rated stations in the market which will have an impact on these estimates.

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions)	1.18	1.18	1.18	1.19	1.21	1.21	1.22	1.22	1.23	1.24	1.25
Retail Sales (billions)	6.2	6.6	7.1	7.6	8.09	8.9	9.9	10.8	11.7	12.4	13.2

This table shows total population and retail sales for each year from 1985 through 1995. We now use only "Sales and Marketing Management" figures. The figures for 1989 and 1994 are actual figures (or projections) as provided by "Sales and Marketing Management." The figures for the other years are projections made by Duncan Media.

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels (%)
White 76.5	-15 23.8	12-34 25.7	Non High School Grad: 33.5
Black 22.0	15-30 28.0	25-54 55.3	High School Grad: 29.6
Hispanic 1.1	30-50 26.4	55+ 19.0	College 1- 3 years: 16.9
Other 0.4	50-75 15.8		College 4+ years: 20.0
	75+		

The above statistics were provided by Market Statistics.

Household Income: As of 1990 and provided by "Sales and Marketing Management"

Media Age: As of 1990 and provided by S&MM

Media Education: Based on 1980 Census data updated to 1990.

Median Home Value: There is an important change in this category. Previously we used a figure based on the median price of homes sold in the market in the previous year. This new figure is based on the estimated average price of all homes in the market. Generally, this figure is lower than last year.

Population Change 89-94: Gross change in total population based on S&MM projections.

Retail Sales Change 89-94: Gross change in retail sales based on S&MM projections.

Number of B or C FM Stations: Self explanatory except stations must be viable and have competitive signals over the market.

Revenue per AOH: 1990 revenue divided by Average Quarter Hour totals for all listed stations in Spring 90 Arbitron.

COMMERCE AND INDUSTRY

These listings show which companies are headquartered in the market being studied. The Forbes 500 and Fortune 500 companies show the major corporations. The INC 500 is a listing of the fastest growing small, privately-owned companies.

The rank of each Fortune 500 company is shown in parenthesis. Most companies in the Fortune 500 would also be listed in the Forbes 500, although I did not list them twice.

Employment Breakdown

By industry (SIC):

1. Business Services 71,212 (7.6%)
2. Eating and Drinking Places 69,888 (7.4%)
3. Wholesale Trade-Durable Goods 63,936 (6.8%)
4. (The Top 10 SIC's are listed)

Total Metro Employees: 938,701
Top Ten Total Employees: 426,815 (45.5%)

By Occupation:

Manag/Prof.	251,632	(24.6%)
Tech/Sales/Admin	356,166	(34.9%)
Service	116,903	(11.4%)
Farm/Forest/Fish	9,021	(0.9%)
Precision Prod	120,851	(11.8%)
Oper/Fabri/Labor	167,162	(16.4%)

This data is also provided by Market Statistics. The column on the left shows employment by industry/SIC. The top 10 SIC's are listed. The column on the right shows employment by job description or occupation. Below are the six occupational classifications and their sub-classifications:

Managerial and Professional Specialty Occupations

Executive, administrator, and managerial
Officials and administrators, public admin.
Management related occupations
Professional specialty occupations
Engineers and natural scientists
Health diagnosing occupations
Health assessment and treating occupations
Teachers, librarians and counselors

Technical, Sales, and Administrative Support Occupations

Health technologies and technicians
Technologists and technicians, except health
Supervisors and proprietors, sales occupations
Sales representatives, commodities and finance
Other sales occupations
Administrative support occupations, including clerical

Computer equipment operations
Secretaries, stenographers, and typists
Financial records processing occupations
Mail and message distribution occupations

Service Occupations

Private household occupations
Protective service occupations
Service occupations, except protective and household

Farming, Forestry and Fishing Occupations

Farm operators and managers
Farm workers and related occupations

Precision Production, Craft, and Repair Occupations

Mechanics and repairs
Construction trades
Precision production occupations

Operators, Fabricators, and Laborers

Machine operators and tenders, except precision
Fabricators, assemblers, inspectors, and samplers
Transportation occupations
Material moving equipment operators
Handlers, equipment cleaners, helpers and laborers

PAGE TWO (THE RIGHT-HAND PAGE OF EACH MARKET)

Largest Local Banks: Lists the largest banks in each market along with their assets as of July 1989.

Colleges and Universities: The major colleges and universities in each market are listed along with the number of students enrolled as of 1989. The source for this information was the Education Directory, Colleges and Universities.

Military Bases: If any significant military installations are present in the market, they are listed on this table. The number of personnel stationed at the base is also listed. This figure does not include dependents.

Ownership: This figure was researched through several government sources. For some markets, there is not any data available.

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users: We surveyed local broadcasters and asked them which local advertising agencies are the heaviest users of local radio. Those agencies listed were chosen by a consensus of the broadcasters.

Largest Local Radio Accounts: We asked broadcasters what were the largest, local accounts in their markets.

Sources of Regional Dollars: Broadcasters were asked which markets were important sources for regional dollars.

Highest Billing Stations: This feature is certain to be a fascinating, albeit controversial listing. It shows what Duncan Media believes to be the highest billing stations in each market and their 1990 revenue. Sources in some markets helped me to a degree--primarily in ranking the station--but I accept full responsibility, credit, and blame for what is printed.

I used several formulas for estimating the revenue--all of them I consider proprietary. I will tell you that the formulas include revenue per share point potential, the station's format, and other variables. My goal is to be within 5% of actual. Let me know how I did.

COMPETITIVE MEDIA

Over The Air Television: No explanation needed

Daily Newspapers: The circulation for these papers are as of January 1990. AD means All Day.

	Revenue	%	% of Retail Sales
Television	\$94,000,000	39.3	.0129
Radio	32,500,000	13.6	.0044
Newspaper	106,000,000	44.3	.0145
Outdoor	6,900,000	2.9	.0009
	\$239,400,000		.0327

Media Revenue Estimates: This table shows the estimated revenue for each of four major advertising vehicles. The figures are in gross dollars. My confidence levels for radio revenue are high, medium for television, and low for newspaper and outdoor. Newspaper estimates include retail space, inserts and what I call "Retail Classified." Retail Classified would be auto advertising and real estate. I would not include personals, yard and garage sales, and other lineage which would be placed by an individual rather than a business. Newspaper sales do not include the revenue derived from the sale of the paper to subscribers and newsstand sales.

Television estimates are primarily projections based on old FCC data and the NAB's work in compiling TV revenue.

As I said, I have a low confidence level with the newspaper and outdoor advertising estimates. In general, I took a national percentage of retail sales for each medium and applied it to each individual market. Local radio managers and owners were asked for their estimates. Some of them were helpful, but most broadcasters really don't have any idea what the newspaper bills. My hope is that people will read these pages and make suggestions about how I can improve the estimates.

The "%" figure is a particular medium's share of the total estimated dollars for all four media. As a broad and general billing ratio I would offer the following:

TV outbills radio 2 or 3 to 1
Newspaper outbills TV by 30% to 40%

The "% of Retail Sales" shows a medium's revenue as expressed as a percentage of total 1990 retail sales. Radio's sales are the equivalent of \$4.40 per \$1,000 of retail sales. TV and newspaper are \$12.90 and \$14.50 per thousand, respectively. Total advertising on the four media is over \$30.00 per thousand dollars of retail sales. These percentages are higher than normal (except for radio and outdoor which are close to normal). TV usually averages around \$0.90 per thousand and newspaper around \$1.10 per thousand. The total % of Retail Sales averages anywhere from .0200 to .0290.

Radio Radio Transmitters: This shows radio sales since 1986. In some cases, the sales may never have been closed for various reasons. They are listed anyway because they still give an indication of station pricing in the market.

Miscellaneous Comments: This section contains various odds and ends including footnotes, quotes about the markets and weather data.

PRIMARY MARKETS

AKRON

1990 ARB Rank: 68	1990 Revenue: \$13,700,000	Manager's Market Ranking (current): 3.4
1990 MSA Rank: 76	Rev per Share Point: \$411,411	Manager's Market Ranking (future): 3.2
1990 ADI Rank: Cleveland ADI	Population per Station: 76,785 (7)	Duncan's Radio Market Grade: II C+
FM Base Value: \$4,500,000	1990 Revenue Change: 3.0%	Mathematical Market Grade: II C
Base Value % : 32.8%	Station Turnover: 36%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	10.5	11.9	12.7	13.1	13.3	13.7					
Yearly Growth Rate (85-90): 5.5%							14.3	15.3	15.9	16.7	17.6
Projected Revenue Estimates:											
Revenue per Capita:	16.23	18.45	19.56	20.15	20.34	20.95					
Yearly Growth Rate (85-90): 5.3%							22.06	23.23	24.46	25.76	27.12
Projected Revenue per Capita:							14.4	15.1	15.9	16.7	17.5
Resulting Revenue Estimate:											
Revenue as % of Retail Sales:	.0029	.0030	.0033	.0033	.0032	.0033					
Mean % (85-90): .00317%							14.3	14.9	15.5	16.2	16.8
Resulting Revenue Estimate:											
							14.3	15.1	15.8	16.5	17.3

MEAN REVENUE ESTIMATE: 14.3 15.1 15.8 16.5 17.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.648	.648	.649	.650	.654	.654	.652	.651	.649	.647	.647
Retail Sales (billions):	3.7	3.8	3.9	4.0	4.2	4.4	4.5	4.7	4.9	5.1	5.3
Below-the-Line Listening Shares: 52.8%											
Unlisted Station Listening: 13.9%											
Total Lost Listening: 66.7%											
Available Share Points: 33.3											
Number of Viable Stations: 5.5											
Mean Share Points per Station: 6.1											
Median Share Points per Station: 5.9											
Rev. per Available Share Point: \$411,411											
Estimated Rev. for Mean Station: \$2,490,906											

Confidence Levels

1990 Revenue Estimates: Slightly below normal
 1991-1995 Revenue Projections: Slightly below normal

COMMENTS

Managers predict 0% to 3% growth in 1991 . . . Revenue figures include about \$400,000 which goes to out of market stations . . .

Household Income: \$30,618

Median Age: 32.9 years

Median Education: 12.5 years

Median Home Value: \$46,300

Population Change (1989-1994): -1.1%

Retail Sales Change (1989-1994): 23.3%

Number of Class B or C FM's: 2 + 1 = 3

Revenue per AQH: \$16,526

Cable Penetration: NA

Ethnic Breakdowns (%)

White 90.1
 Black 8.9
 Hispanic 0.6
 Other 0.4

Income Breakdowns (%)

<15 28.4
 15-30 29.9
 30-50 27.5
 50-75 10.7
 75+ 3.5

Age Breakdowns (%)

12-24 23.5
 25-54 51.5
 55+ 25.0

Education Levels

Non High School Grad: 30.5
 High School Grad: 40.0

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 14.1

College 4+ years: 15.4

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Rubber	Goodyear (32)	First BanCorporation of	Brenlin Group (252)
Chemicals	B.F. Goodrich (169)	Ohio Ejison	
Plastics	GenCorp (204)	Roadway Services	
Trucking	A. Schulman (449)		
Boilers			
Auto Stampings			
Aircraft Equipment			

INC 500 Companies Employment Breakdowns

Brenlin Group (252)

By Industry (SIC):

1. Health Services	18,693	(9.1%)
2. Eating and Drinking Places	17,943	(8.8%)
3. Fabricated Metal Products	10,611	(5.2%)
4. Transportation Equipment	9,870	(4.8%)
5. Machinery except Electrical	8,976	(4.4%)
6. Wholesale Trade-Durable Goods	8,746	(4.3%)
7. Rubber & Misc. Plastics Prds.	8,401	(4.1%)
8. Business Services	8,239	(4.0%)
9. Food Stores	6,933	(3.4%)
10. Trucking and Warehousing	6,347	(3.1%)

By Occupation:

Manag/Prof.	64,516	(22.7%)
Tech/Sales/Admin.	85,810	(30.1%)
Service	37,722	(13.3%)
Farm/Forest/Fish	2,383	(.8%)
Precision Prod.	37,859	(13.3%)
Oper/Fabri/Labor	56,187	(19.8%)

Total Metro Employees: 205,060

Top 10 Total Employees: 104,759 (51.1%)

AKRON

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank One (1.2 Bil)	University of Akron (26,644)		Jun 79: 5.5%
First National Bank (1.9 Bil)	Kent State (20,324)		Dec 82: 13.7%
National City Bank (184 Mil)			Sep 83: 10.2%
			Sep 84: 9.6%
			Aug 85: 8.2%
			Aug 86: 7.7%
			Aug 87: 7.2%
			Aug 88: 5.5%
			Jul 89: 4.6%
			Jul 90: 4.8%

Total Full-Time Students: 31,711

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Loos Edwards Hesselbart	1st National Bank Coca Cola McDonalds Ohio Edison Banner Group (Auto)	Cleveland Columbus Pittsburgh	1. WKDD-F \$3,700,000 2. WONE-F 2,600,000 3. WKAR 2,300,000 4. WNIR-F 2,000,000 5. WQMX-F 1,900,000 6. WSLR 700,000

Major Daily Newspapers	AM	PM	SUN	Owner
Akron Beacon-Journal	153,683		223,082	Knight-Ridder

Best Restaurants	Best Hotels	Best Golf Courses
Crockers (Steak) Little Joe's Pub (General) Diamond Grill Tangier	Hilton West Quaker Square Hilton	Firestone Sharon

COMPETITIVE MEDIA

Major Over the Air Television

WAKC	Akron	23	ABC	Summit
WBNX	Akron	55		
WEAO	Akron	49	PBS	

Others - See Cleveland or Canton

WEATHER DATA

NO WEATHER DATA AVAILABLE
See Cleveland for an approximation

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$28,500,000	29.6	.0065
Radio	13,700,000	14.2	.0033
Newspaper	50,000,000	52.0	.0114
Outdoor	4,000,000	4.2	.0009
	\$96,200,000		.0221

*See Miscellaneous Comments

Manager's Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

* Split ADI with Cleveland and Canton. TV revenue is estimate of Akron's share. Total TV revenue for ADI is estimated at \$175,000,000

Major Radio Station Sales Since 1986

1986	WAKR/WONE-F	From Group One to DKM	NA
1987	WAKR, WONE-F	From DKM to Summit	\$16,400,000
1988	WQMX-F (Medina)		4,600,000
1989	WAKR, WONE-F	From Summit to Ragan Henry	13,000,000

NOTE: Some of these sales may not have been consummated.

ALBANY-SCHENECTADY-TROY

1990 ARB Rank: 54	1990 Revenue: \$21,900,000	Manager's Market Ranking (current): 3.3
1990 MSA Rank: 62	Rev per Share Point: \$259,786	Manager's Market Ranking (future): 3.9
1990 ADI Rank: 53	Population per Station: 31,473 (23)	Duncan's Radio Market Grade: II B
FM Base Value: \$3,800,000	1990 Revenue Change: 3.3%	Mathematical Market Grade: II B-
Base Value % : 17.4%	Station Turnover: 18%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	15.2	16.3	18.3	20.0	21.2	21.9					
Yearly Growth Rate (85-90):	7.6% (assigned rate of 6.2%)										
Projected Revenue Estimates:							22.9	24.5	26.0	27.6	29.3
Revenue per Capita:	17.88	19.09	21.43	23.31	24.33	25.43					
Yearly Growth Rate (85-90):	7.3%										
Projected Revenue per Capita:							27.29	29.28	31.42	33.71	36.16
Resulting Revenue Estimate:							23.5	25.3	27.3	29.3	31.5
Revenue as % of Retail Sales:	.0030	.0030	.0033	.0032	.0030	.0030					
Mean % (85-90):	.00308%										
Resulting Revenue Estimate:							23.7	25.6	27.4	29.6	31.1
							MEAN REVENUE ESTIMATE: 23.4 25.1 26.9 28.8 30.6				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.850	.854	.854	.858	.859	.861	.863	.865	.868	.870	.872
Retail Sales (billions):	5.0	5.4	5.7	6.25	7.0	7.4	7.7	8.3	8.9	9.6	10.1

Below-the-Line Listening Shares: 0.7%
 Unlisted Station Listening: 15.0%
 Total Lost Listening: 15.0%
 Available Share Points: 84.3
 Number of Viable Stations: 12
 Mean Share Points per Station: 7.0
 Median Share Points per Station: 6.4
 Rev. per Available Share Point: \$259,786
 Estimated Rev. for Mean Station: \$1,818,502

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to local accountant . . . Managers predict 1% to 5% growth in 1991

Household Income: \$34,434
 Median Age: 34.3 years
 Median Education: 12.6 years
 Median Home Value: \$39,700
 Population Change (1989-1994): 1.2%
 Retail Sales Change (1989-1994): 36.3%
 Number of Class B or C FM's: 5
 Revenue per AQH: \$20,277
 Cable Penetration: 65.7%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 93.3	<15 25.3	12-24 22.1	Non High School
Black 3.6	15-30 29.1	25-54 49.3	Grad: 30.3
Hispanic 1.1	30-50 26.9	55+ 28.6	High School Grad: 36.5
Other 2.0	50-75 14.1		
	75+ 4.6		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 15.3

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government		Key Corp.	Golub (174)
Financial			
Food Products			
Electrical Equipment			
Abrasive Products			
Asbestos Products			
Turbines			

INC 500 Companies Employment Breakdowns

Golub (174)	By Industry (SIC):	By Occupation:
1. Health Services	29,935 (11.1%)	Manag/Prof. 92,130 (25.3%)
2. Eating and Drinking Places	17,878 (6.6%)	Tech/Sales/Admin. 126,133 (34.7%)
3. Business Services	14,791 (5.5%)	Service 49,281 (13.5%)
4. Educational Services	12,731 (4.7%)	Farm/Forest/Fish 5,270 (1.5%)
5. Food Stores	11,852 (4.4%)	Precision Prod. 38,430 (10.5%)
6. Wholesale Trade-Durable Goods	10,970 (4.1%)	Oper/Fabri/Labor 52,654 (14.5%)
7. Miscellaneous Retail	9,220 (3.4%)	
8. Social Services	8,516 (3.2%)	

Total Metro Employees: 270,310
 Top 10 Total Employees: 132,599 (49.1%)

ALBANY - SCHENECTADY - TROY

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Key Bank (2.4 Bil)	SUNY-Albany (15,938)		Jun 79: 4.6%
Norstar Bank (3.9 Bil)	Rensselaer Polytech (6,811)		Dec 82: 7.3%
Union National (215 Mil)			Sep 83: 6.2%
Trustco Bank - Schen. (763 Mil)			Sep 84: 5.4%
			Aug 85: 5.5%
			Aug 86: 4.7%
			Aug 87: 3.5%
			Aug 88: 3.4%
			Jul 89: 3.7%
			Jul 90: 3.3%

Total Full-Time Students: 55,034

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Marino	McDonalds	New York	1. WPYX-F \$4,400,000
Beckman	Prime Shopper Markets		2. WGY 3,800,000
Schurr & Jackson	Smith Pontiac		3. WGNA A/F 3,000,000
Wolkcas	Macy's		4. WKLI-F 2,600,000
	Shop N Save		5. WFLY-F 2,000,000
			6. WROW A/F 1,950,000
			7. WTRY 1,200,000
			8. WQBK-F 1,000,000
			9. WGY-F 900,000
			10. WQBK 600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Albany Times-Union	105,306		168,915	Hearst
Albany Knickerbocker-News		28,927		Hearst
Troy Times Record		41,815	45,522	Ingersoll
Schenectady Gazette	68,863			

Best Restaurants	Best Hotels	Best Golf Courses
Jacks (Seafood)	Desmond Americana	Albany CC
LaSerre (French)	Albany Marriott	Saratoga Park
	Albany Hilton	

COMPETITIVE MEDIA

Major Over the Air Television

WNYT Albany	13	NBC	Viacom
WRGB Schenectady	6	CBS	Freedom Newspapers
WTEN Albany	10	ABC	Young
WMHX Schenectady	45	PBS	
WXXA Albany	23	Fox	Heritage
WMHT Schenectady	17	PBS	

WEATHER DATA

Elevation: 275
 Annual Precipitation: 36.5 in.
 Annual Snowfall: 65.7 in.
 Average Windspeed: 8.8 (S)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$59,000,000	36.0	.0080
Radio	21,900,000	13.4	.0030
Newspaper	77,500,000	47.3	.0105
Outdoor	5,600,000	3.4	.0008
	\$164,000,000		.0223

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	30.4	83.9	58.1
Avg. Min. Temp:	12.5	60.1	37.1
Average Temp:	21.5	72.0	47.6

Radio Revenue Breakdown
 National - 29%
 Local - 71%

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comments

"Though conservative and slow to grow, this is still a good market."

Major Radio Station Sales Since 1986

1986	WTRY, WPYX-F	Sold to Merv Griffin	15,000,000
1986	WGNA-F		4,500,000
1987	WROW A/F	From JAG to Wilkes-Schwartz	NA
1987	WHAZ		300,000
1987	WVCN		615,000
1987	WPTR, WFLY		7,500,000
1987	WWWD		160,000
1988	WOKO, WGNA-F	Sold to Barnstable	6,750,000
1988	WQBK A/F		2,900,000
1988	WCSS (Amsterdam)		900,000
1989	WNJR-F (Rotterdam)		2,900,000
1989	WKAJ, WQOY-F (Saratoga Spgs)		2,250,000
1989	WKOL A/F (Amsterdam)	Sold by Sage	1,500,000
1990	WABY/WKLI-F	From Premiere to Bendat	800,000 (E)

NOTE: Some of these sales may not have been consummated.

ALBUQUERQUE

1990 ARB Rank: 78	1990 Revenue: \$18,000,000	Manager's Market Ranking (current): 2.3
1990 MSA Rank: 99	Rev per Share Point: \$196,937	Manager's Market Ranking (future): 3.0
1990 ADI Rank: 51	Population per Station: 18,392 (25)	Duncan's Radio Market Grade: II D
FM Base Value: \$1,500,000	1990 Revenue Change: -3.2%	Mathematical Market Grade: II D
Base Value % : 8.3%	Station Turnover: 28.6%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	14.9	15.9	16.6	17.8	18.6	18.0						
Yearly Growth Rate (85-90): 3.5%	(assigned rate of 5.5%)											
Projected Revenue Estimates:							18.8	19.9	21.0	22.1	23.4	
Revenue per Capita:	28.39	31.75	34.09	35.81	36.18	35.50						
Yearly Growth Rate (85-90): 4.7%												
Projected Revenue per Capita:							37.17	38.92	40.74	42.66	44.66	
Resulting Revenue Estimate:							19.1	20.4	21.7	23.0	25.4	
Revenue as % of Retail Sales:	.0049	.0051	.0053	.0051	.0048	.0045						
Mean % (85-90): .00465% (89-90 only)												
Resulting Revenue Estimate:							20.0	21.4	23.3	25.1	26.5	
							MEAN REVENUE ESTIMATE:	19.3	20.6	22.0	23.4	25.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.470	.477	.487	.497	.503	.507	.514	.524	.533	.545	.550
Retail Sales (billions):	2.9	3.0	3.1	3.5	3.8	4.0	4.3	4.6	5.0	5.4	5.7
Below-the-Line Listening Shares: 0.0%							Confidence Levels				
Unlisted Station Listening: 8.6%							1990 Revenue Estimates: Normal				
Total Lost Listening: 8.6%							1991-1995 Revenue Projections: Normal				
Available Share Points: 91.4							COMMENTS - *See Below				
Number of Viable Stations: 14											
Mean Share Points per Station: 6.5											
Median Share Points per Station: 4.7											
Rev. per Available Share Point: \$196,937											
Estimated Rev. for Mean Station: \$1,280,090											

Household Income: \$27,783	Ethnic	Income	Age	Education
Median Age: 31.1 years	Breakdowns (%)	Breakdowns (%)	Breakdowns (%)	Levels
Median Education: 12.8 years	White 60.3	<15 32.2	12-24 24.1	Non High School
Median Home Value: \$55,300	Black 2.0	15-30 31.6	25-54 55.0	Grad: 24.2
Population Change (1989-1994): 8.3%	Hispanic 37.7	30-50 23.2	55+ 20.8	High School Grad:
Retail Sales Change (1989-1994): 40.8%	Other —	50-75 9.3		33.9
Number of Class B or C FM's: 9 + 3 = 12		75+ 3.7		
Revenue per AQH: \$23,468				
Cable Penetration: 47%				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 19.7

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Transportation		Sunwest Financial Services	
Tourism			
Research			
Electronics			
Military			

*COMMENTS:
Market reports to Miller, Kaplan...4 or 5 low-revenue stations do not cooperate so I made estimates for them . . . managers predict 0% to 4% revenue increase in 1991
Retail sales and revenue-per-capita figures are high because Santa Fe and Los Alamos stations are included in revenue but their "home counties" are not included in retail sales and population base . . .

INC 500 Companies

Employment Breakdowns

Geoscience Consultants (169)
Advanced Sciences (274)
Sunsoft (414)

By Industry (SIC):

1. Business Services	17,794	(10.2%)
2. Eating and Drinking Places	15,909	(9.1%)
3. Health Services	13,302	(7.6%)
4. Special Trade Contractors	10,639	(6.1%)
5. Wholesale Trade-Durable Goods	8,745	(5.0%)
6. General Building Contractors	5,951	(3.4%)
7. Miscellaneous Retail	5,317	(3.0%)
8. Miscellaneous Services	5,198	(3.0%)
9. Electric & Electronic Equip.	5,074	(2.9%)
10. Food Stores	5,035	(2.9%)

By Occupation:

Manag/Prof.	53,430	(27.2%)
Tech/Sales/Admin. Service	68,252	(34.7%)
Farm/Forest/Fish	2,117	(1.1%)
Precision Prod.	24,637	(12.5%)
Oper/Fabri/Labor	23,385	(11.9%)

Total Metro Employees: 174,396
Top 10 Total Employees: 92,964 (53.3%)

ALBUQUERQUE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First Interstate (496 Mil)	University of New Mexico (26,079)		Jun 79: 6.3%
First National Bank of Albuquerque (1.3 Bil)	University of Albuquerque (1,181)		Dec 82: 8.3%
Sunwest Bank (1.8 Bil)			Sep 83: 8.7%
Western Bank (120 Mil)			Sep 84: 6.4%
			Aug 85: 6.9%
			Aug 86: 6.4%
			Aug 87: 6.3%
			Aug 88: 6.5%
			Jul 89: 5.1%
			Jul 90: 6.6%

Total Full-Time Students: 16,263

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Rick Johnson	McDonalds	Phoenix
Group West	Rich Ford	El Paso
Woolcott	Coca Cola	Denver
	West Coast Sound	Salt Lake City
	Safeway	

Highest Billing Stations

1. KKOB	\$3,400,000
2. KRST A/F	3,300,000
3. KKOB-F	3,000,000
4. KZRR A/F	2,100,000
5. KKSS-F	1,200,000
6. KZKL-F	900,000
7. KQEO/KMGA-F	700,000
8. KKJY-F	600,000
9. KFVG-F	520,000
10. KLSK-F	475,000
11. KOLT-F	460,000
12. KHFM-F	380,000
13. KIVA-F	325,000

Owner

Major Daily Newspapers	AM	PM	SUN	
Albuquerque Journal	121,396		159,362	Scripps-Howard
Albuquerque Tribune		40,987		Scripps-Howard

Best Restaurants	Best Hotels	Best Golf Courses
Andres	Marriott	Univ. of New Mexico (South)
Ranchers Club	La Posada	Rio Rancho
Al Monte's	Ramada Classic	Cochiti Lake
Scalo		Arroyo del Oso
Stephens		Four Hills CC

COMPETITIVE MEDIA

Major Over the Air Television

KGGM Albuquerque	13	CBS	
KGSW Albuquerque	14	Fox	Providence Journal
KNME Albuquerque	5	PBS	University of New Mexico
KOAT Albuquerque	7	ABC	Pulitzer
KOB Albuquerque	4	NBC	Hubbard
KNMZ Santa Fe	2		Sunbelt
KLUZ Albuquerque	41		Hallmark

WEATHER DATA

Elevation: 5311
 Annual Precipitation: 8.33 in.
 Annual Snowfall: 10.7 in.
 Average Windspeed: 9.0 (SE)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	46.9	92.2	70.0
Avg. Min. Temp:	23.5	65.2	43.5
Average Temp:	35.2	78.7	56.8

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$55,700,000	41.0	.0139
Radio	18,000,000	13.3	.0045
Newspaper	58,500,000	43.1	.0146
Outdoor	3,600,000	2.7	.0079
	\$135,800,000		.0339

Radio Revenue Breakdown

National	18.5%
Network	1.3%
Local	80.2%

Trade equals 18% of local (up 1% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

Manager's Comment

Major Radio Station Sales Since 1986

1986	KRKE A/F	Sold by Compass	3,150,000
1986	KOB A/F	From Hubbard to Price Comm.	16,500,000
1987	KKJY-F		3,300,000
1987	KRZY/KRST-F	Sold to Wagon Train	5,200,000
1987	KKOB A/F	From Price to Fairfield	NA
1987	KIVA-F (Santa Fe)	Sold By Constant	1,900,000
1987	KHFM-F		850,000
1988	KZIA/KZKL-F		1,870,000
1988	KZSS, KZRR-F	Sold to Anchor	4,400,000
1988	KNMQ-F (Santa Fe)	Sold to Sun Media	2,300,000
1988	KRZY, KRST-F	From Wagontrain to Commonwlth	8,100,000
1989	KLSK-F (Santa Fe)		2,000,000
1989	KKOB/AF	From Fairmont to Fritzinger	20,000,000 (cancelled)
1990	KMIO-F (Española)	From Holt to Bill Sims	400,000
1990	KQEO/KMGA-F	From Penn to Unistar	1,500,000 (E)
1990	KQEO/KMGA-F	From Unistar to Spacecom	1,500,000
1990	KZKL A/F		1,300,000
1990	KOLT-F (Santa Fe)		1,000,000

"As KKOB declines and KOLT makes inroads on KRST, the domination of Albuquerque by a few "point gobblers" will lessen and the artificially low cost-per-point will increase."

"Too many signals in this market make it a buyer's dream and a seller's nightmare . . ."

"CPP's dropped 40% in 1990 due to Price's "scortched-earth" tactics at KKOB."

NOTE: Some of these sales may not have been consummated.

ALLENTOWN-BETHLEHEM

1990 ARB Rank: 64	1990 Revenue: \$16,500,000	Manager's Market Ranking (current): 3.5
1990 MSA Rank: 71	Rev per Share Point: \$226,648	Manager's Market Ranking (future): 4.0
1990 ADI Rank: Philadelphia ADI	Population per Station: 41,114 (14)	Duncan's Radio Market Grade: II B
FM Base Value: \$3,900,000	1990 Revenue Change: 4.5%	Mathematical Market Grade: II B
Base Value % : 23.6%	Station Turnover: 12.5%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	11.8	12.7	13.8	15.0	15.8	16.5					
Yearly Growth Rate (85-90):	6.9% (assigned rate of 6.1%)										
Projected Revenue Estimates:							17.3	18.5	19.6	20.8	22.1
Revenue per Capita:	17.96	19.24	20.76	22.26	23.09	24.01					
Yearly Growth Rate (85-90):	5.9%										
Projected Revenue per Capita:							25.42	26.93	28.52	30.20	31.98
Resulting Revenue Estimate:							17.5	18.7	20.0	21.4	22.7
Revenue as % of Retail Sales:	.0031	.0030	.0032	.0035	.0031	.0030					
Mean % (85-90):	.00315%										
Resulting Revenue Estimate:							17.9	19.2	20.4	21.4	22.4
							MEAN REVENUE ESTIMATE: 17.6 18.8 20.0 21.2 22.4				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.657	.661	.665	.674	.684	.687	.690	.695	.701	.709	.711
Retail Sales (billions):	3.8	4.0	4.3	4.6	5.1	5.4	5.7	6.1	6.5	6.8	7.1
Below-the-Line Listening Shares:	16.3%										
Unlisted Station Listening:	10.9%										
Total Lost Listening:	27.2%										
Available Share Points:	72.8										
Number of Viable Stations:	8										
Mean Share Points per Station:	9.1										
Median Share Points per Station:	8.8										
Rev. per Available Share Point:	\$226,648										
Estimated Rev. for Mean Station:	\$2,062,500										
							Confidence Levels				
							1990 Revenue Estimates: Below Normal				
							1991-1995 Revenue Projections: Below Normal				
							COMMENTS				
							Managers predict 3% to 5% revenue increase in 1991 . . . As usual I received very poor cooperation from managers in this market . . .				

Household Income: \$33,734
 Median Age: 35.9 years
 Median Education: 12.3 years
 Median Home Value: \$44,100
 Population Change (1989-1994): 3.6%
 Retail Sales Change (1989-1994): 33.0%
 Number of Class B or C FM's: 5
 Revenue per AQH: \$18,436
 Cable Penetration: NA

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 96.3	<15 24.5	12-24 20.4	Non High School
Black 1.4	15-30 28.7	25-54 50.0	Grad: 36.8
Hispanic 2.3	30-50 28.7	55+ 29.5	High School Grad:
Other ---	50-75 13.9		39.4
	75+ 4.2		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 11.1

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Electronics	Bethlehem Steel (82)	Pennsylvania Power & Light	
Steel	Air Products & Chemicals	Union Pacific	
Textiles	(176)		
Trucks and Buses	Mack Trucks (199)		
Chemicals			
Clothing			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	19,825	(9.0%)
2. Apparel & Other Textile Prds.	15,972	(7.3%)
3. Eating and Drinking Places	13,617	(6.2%)
4. Business Services	9,618	(4.4%)
5. Food Stores	8,289	(3.8%)
6. Electric & Electronic Equip.	7,974	(3.6%)
7. Special Trade Contractors	6,988	(3.2%)
8. Wholesale Trade-Durable Goods	6,868	(3.1%)
9. Educational Services	6,614	(3.0%)
10. Miscellaneous Retail	6,159	(2.8%)

By Occupation:

Manag/Prof.	55,636	(19.4%)
Tech/Sales/Admin.	77,178	(26.9%)
Service	32,595	(11.3%)
Farm/Forest/Fish	3,560	(1.3%)
Precision Prod.	39,040	(13.6%)
Oper/Fabri/Labor	79,052	(27.5%)

Total Metro Employees: 219,657
 Top 10 Total Employees: 101,924 (46.4%)

ALLENTOWN - BETHLEHEM

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Meridian Bank (7.8 Bil)	Lehigh (6,280)		Jun 79: 6.5%
Merchants Bank (1.8 Bil)	Lafayette (2,332)		Dec 82: 12.5%
First Valley Bank -	Mulenberg (2,185)		Sep 83: 10.6%
Bethlehem (752 Mil)			Sep 84: 9.3%

Total Full-Time Students: 15,748

Aug 85: 8.3%
Aug 86: 6.2%
Aug 87: 4.9%
Aug 88: 3.5%
Jul 89: 4.7%
Jul 90: 5.7%

RADIO BUSINESS INFORMATION

Highest Billing Stations

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	1. WLEV-F \$4,200,000
Ackley	McDonalds		2. WZZO-F 3,000,000
Lieberman	Levitz Furniture		3. WFMZ-F 2,100,000
	Van Scoy Jewelers		4. WAEB-F 2,000,000
			5. WHXT-F 1,600,000
			6. WXKW 900,000
			7. WAEB 800,000
			8. WEST 400,000
			9. WEEEX 300,000
			10. WKAP 250,000

Major Daily Newspapers	AM	PM	SUN	Owner
Allentown Call	137,634		183,325	Times-Mirror
Bethlehem Globe-Times		20,228		Thomson

Best Restaurants	Best Hotels	Best Golf Courses
Appenino's (Italian)	Hamilton Plaza	Saucon Valley (Grace)
Michael Shorts (Steak)	Allentown Hilton	
Hamilton Plaza (Gourmet)	Hotel Bethlehem	

COMPETITIVE MEDIA

Major Over the Air Television

See Philadelphia

WEATHER DATA

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$28,300,000	29.1	.0052
Radio	16,500,000	17.0	.0030
Newspaper	48,600,000	50.0	.0090
Outdoor	3,800,000	3.9	.0007
	\$97,200,000		.0179

Miscellaneous Comments

* Part of Philadelphia ADI. TV revenue is estimate of Allentown-Bethlehem's contribution to the total TV revenue for ADI.

*See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WEST, WLEV-F	From Sound to Eastern	5,700,000
1988	WKAP	Sold to Holt	1,100,000
1988	WEST, WLEV-F	Sold by Eastern	NA
1989	WEEEX/WQQQ-F	From Wilkes-Schwartz to Roth	10,100,000

NOTE: Some of these sales may not have been consummated.

AMARILLO

1990 ARB Rank: 179
 1990 MSA Rank: 206
 1990 ADI Rank: 118
 FM Base Value: \$1,100,000
 Base Value % : 20.4%

1990 Revenue: \$5,400,000
 Rev per Share Point: \$64,826
 Population per Station: 11,521 (14)
 1990 Revenue Change: -8.0%
 Station Turnover: 10%

Manager's Market Ranking (current): 2.2
 Manager's Market Ranking (future): 2.7
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV D

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	5.9	5.7	6.0	5.4	5.9	5.4					
Yearly Growth Rate (85-90): Negative Projected Revenue Estimates:	(assigned rate of 4.5%)						5.6	5.9	6.1	6.4	6.7
Revenue per Capita:	29.94	28.22	30.30	27.40	29.94	27.13					
Yearly Growth Rate (85-90): Negative Projected Revenue per Capita:	(assigned rate of 5.0%)						28.49	29.91	31.41	32.98	34.63
Resulting Revenue Estimate:							5.7	6.1	6.4	6.8	7.2
Revenue as % of Retail Sales:	.0039	.0036	.0037	.0033	.0034	.0029					
Mean % (85-90): .0032% (assigned) Resulting Revenue Estimate:							6.0	6.9	7.3	7.8	8.5
							MEAN REVENUE ESTIMATE: 5.8 6.3 6.6 7.0 7.5				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.197	.198	.198	.197	.197	.199	.201	.203	.205	.207	.209
Retail Sales (billions):	1.50	1.57	1.60	1.64	1.75	1.85	1.99	2.16	2.31	2.45	2.66
Below-the-Line Listening Shares: 0.0 Unlisted Station Listening: 16.7% Total Lost Listening: 16.7% Available Share Points: 83.3	Confidence Levels										
Number of Viable Stations: 10 Mean Share Points per Station: 8.3 Median Share Points per Station: 8.7	1990 Revenue Estimates: Normal 1991-1995 Revenue Projections: Normal										
COMMENTS											

Rev. per Available Share Point: \$64,826
 Estimated Rev. for Mean Station: \$538,056

Managers predict 0% to 2% revenue increase in 1991 . . . Market reports to Miller, Kaplan . . . Neither KESE nor KHWK participate so estimates were made . . .

Household Income: \$30,603
 Median Age: 31.8 years
 Median Education: 12.6 years
 Median Home Value: \$33,700
 Population Change (1989-1994): 5.2%
 Retail Sales Change (1989-1994): 40.1%
 Number of Class B or C FM's: 7
 Revenue per AQH: \$25,116
 Cable Penetration: 66%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 86.5	<15 28.9	12-24 23.1	Non High School Grad: 30.6
Black 4.6	15-30 31.0	25-54 53.8	High School Grad: 32.3
Hispanic 8.9	30-50 25.1	55+ 23.0	College 1-3 years: 20.9
Other ---	50-75 10.4		College 4+ years: 16.2
	75+ 4.6		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries: Petrochemicals, Transportation, Agribusiness, Munitions

Fortune 500 Companies: Southwestern Public Service

Forbes 500 Companies: Southwestern Public Service

Forbes Largest Private Companies: Southwestern Public Service

INC 500 Companies

Employment Breakdowns

Enreco (236)

By Industry (SIC):

By Occupation:

1. Eating and Drinking Places	6,154	(9.6%)	Manag/Prof.	17,226	(20.6%)
2. Health Services	3,763	(5.8%)	Tech/Sales/Admin. Service	26,764	(32.0%)
3. Food and Kindred Products	3,729	(5.8%)	Farm/Forest/Fish	11,031	(13.2%)
4. Fabricated Metal Products	3,624	(5.6%)	Precision Prod.	1,552	(1.9%)
5. Wholesale Trade-Durable Goods	3,491	(5.4%)	Oper/Fabri/Labor	12,801	(15.3%)
6. Wholesale Trade-Nondurable Gds	2,789	(4.3%)		14,242	(17.0%)
7. Business Services	2,719	(4.2%)			
8. Special Trade Contractors	2,691	(4.2%)			
9. General Merchandise Stores	2,238	(3.5%)			
10. Food Stores	2,230	(3.5%)			

Total Metro Employees: 64,388
 Top 10 Total Employees: 33,428 (51.9%)

AMARILLO

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Amarillo National (679 Mil)	West Texas State (6,474)		Jun 79: 4.3%
First National (755 Mil)	Amarillo College (6,151)		Dec 82: 5.6%
Texas American (235 Mil)			Sep 83: 4.9%
Texas Commerce (159 Mil)			Sep 84: 4.2%
			Aug 85: 5.8%
			Aug 86: 6.6%
			Aug 87: 6.4%
			Aug 88: 5.4%
			Jul 89: 5.9%
			Jul 90: 5.3%

Total Full-Time Students: 6,461

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
DB & A Holland, Merriman	Boots & Jeans Coca Cola Food Emporium	Dallas Lubbock Oklahoma City Albuquerque	1. KIXZ/KMML-F \$1,000,000 2. KGNC 800,000 3. KQIZ-F 700,000 KMLT-F 700,000 5. KLSF-F 620,000 6. KDJW A/F 500,000

Major Daily Newspapers	AM	PM	SUN	Owner
Amarillo Globe-Times		22,153		Morris
Amarillo News	42,809			Morris
Amarillo News-Globe			73,389	Morris

Best Restaurants	Best Hotels	Best Golf Courses
Great Escape Plazz	Fifth Season Kingston Harvey House	Amarillo CC

COMPETITIVE MEDIA

Major Over the Air Television

KAMR	Amarillo	4	NBC	Cannan Comm
KCIT	Amarillo	14	Fox	Ralph Wilson
KFDA	Amarillo	10	CBS	Lawton Cablevision
KVII	Amarillo	7	ABC	Marsh
KACV	Amarillo	2	PBS	

WEATHER DATA

Elevation: 3604
Annual Precipitation: 20.49 in.
Annual Snowfall: 14.30 in.
Average Windspeed: 13.70

	JAN	JUL	TOTAL YEAR
--	-----	-----	------------

Avg. Max. Temp:
Avg. Min. Temp:
Average Temp:

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$14,600,000	35.8	.0079
Radio	5,400,000	13.2	.0029
Newspaper	19,400,000	47.5	.0105
Outdoor	1,400,000	3.4	.0008
	\$40,800,000		.0221

Radio Revenue Breakdown
Local 84.7%
National 15.3%

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1987	KQIZ-F	Sold to First Sierra	1,800,000 (E)
1987	KLSF-F	Sold to Bakcor	3,100,000 (E)
1988	KPUR, KHWK-F (Canyon)	Sold to Holder	1,150,000
1988	KAKS A/F (Canyon)	48% Sold	1,450,000
1990	KLSF-F	From Bakcor to Adams, Jr.	1,500,000 (E)
1990	KPUR		500,000

NOTE: Some of these sales may not have been consummated.

ANCHORAGE

1990 ARB Rank: 168	1990 Revenue: \$9,600,000	Manager's Market Ranking (current): 2.9
1990 MSA Rank: 199	Rev per Share Point: \$108,108	Manager's Market Ranking (future): 3.5
1990 ADI Rank: None	Population per Station: 10,623 (17)	Duncan's Radio Market Grade: ---
FM Base Value: N/A	1990 Revenue Change: 16.0%	Mathematical Market Grade: IV A
Base Value % : N/A	Station Turnover: 22%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	9.0	9.7	8.5	8.1	8.3	9.6					
Yearly Growth Rate (85-90): 2.6% (Assigned rate of 5.7%)											
Projected Revenue Estimates:							10.3	11.0	11.6	12.3	13.0
Revenue per Capita:	40.00	42.73	38.29	36.32	37.72	43.24					
Yearly Growth Rate (85-90): 2.2% (Assigned rate of 5.0%)											
Projected Revenue per Capita:							45.40	47.67	50.05	52.56	55.19
Resulting Revenue Estimate:							10.3	11.1	11.9	12.8	13.5
Revenue as % of Retail Sales:	.0043	.0049	.0043	.0039	.0036	.0038					
Mean % (85-90): .0037% (assigned)											
Resulting Revenue Estimate:							10.0	11.1	11.8	13.0	14.1
							MEAN REVENUE ESTIMATE: 10.2 11.1 11.8 12.7 13.5				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.225	.227	.222	.223	.220	.222	.227	.232	.237	.243	.245
Retail Sales (billions):	2.1	2.0	2.0	2.1	2.3	2.5	2.7	3.0	3.2	3.5	3.8
Below-the-Line Listening Shares:	0.0										
Unlisted Station Listening:	11.2%										
Total Lost Listening:	11.2%										
Available Share Points:	88.8										
Number of Viable Stations:	13.5										
Mean Share Points per Station:	6.6										
Median Share Points per Station:	5.2										
Rev. per Available Share Point:	\$108,108										
Estimated Rev. for Mean Station:	\$711,110										

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market now reports to Miller, Kaplan . . .

Household Income: \$42,140

Median Age: 28.7 years

Median Education: 13.0 years

Median Home Value: \$89,100

Population Change (1989-1994): 10.4%

Retail Sales Change (1989-1994): 53.7%

Number of Class B or C FM's: 10

Revenue per AQH: \$35,688

Cable Penetration: 84%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 85.8	<15 18.2	12-24 25.2	Non High School
Black 4.8	15-30 23.6	25-54 66.6	Grad: 11.7
Hispanic 2.9	30-50 24.9	55+ 8.2	High School Grad: 39.6
Other 6.5	50-75 22.6		
	75+ 10.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 25.1

College 4+ years: 23.6

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Government
 Tourism
 Oil and Gas
 Fishing

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating and Drinking Places	7,912	(9.9%)
2. Health Services	5,253	(6.6%)
3. Business Services	4,833	(6.0%)
4. Food Stores	3,765	(4.7%)
5. Wholesale Trade-Durable Goods	3,465	(4.3%)
6. Transportation by Air	3,332	(4.2%)
7. Special Trade Contractors	3,313	(4.1%)
8. Miscellaneous Services	2,983	(3.7%)
9. Wholesale Trade-Nondurable Gds	2,641	(3.3%)
10. Hotels and Other Lodging Plcs	2,581	(3.2%)

By Occupation:

Manag/Prof.	23,697	(30.5%)
Tech/Sales/Admin. Service	27,850	(35.8%)
9,721	(12.5%)	
Farm/Forest/Fish	532	(.7%)
Precision Prod.	8,650	(11.1%)
Oper/Fabri/Labor	7,304	(9.4%)

Total Metro Employees: 80,077
 Top 10 Total Employees: 40,078 (50.0%)

ANCHORAGE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Alliance Bank (470 Mil)	University of Alaska-Anchorage (4,074)	Ft. Richardson (4,932)	Jun 79: 8.6%
First National (955 Mil)	Anchorage CC (6,649)	Elmendorf AFB (7,757)	Dec 82: 10.6%
Key Bank (624 Mil)			Sep 83: 8.2%
National Bank of AK (1.5 Bil)			Sep 84: 7.3%
			Aug 85: N/A
			Aug 86: 9.7%
			Aug 87: 10.0% (state)
			Aug 88: 7.6% (state)
			Jul 89: 6.1% (state)
			Jul 90: 5.3% (state)

Total Full-Time Students: 4,544

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Bradley	Coca Cola	Seattle
Mystrom	Pepsi	Portland
Frost & Friends	Nerlands	Fairbanks
	Alascom	
	Anchorage Nissan	

Highest Billing Stations	
1. KWHL-F	\$1,400,000
2. KPXR-F	1,300,000
3. KGOT-F	1,200,000
4. KBFX-F	1,100,000
5. KASH-F	950,000
6. KYAK	750,000
7. KEAG-F	600,000
	KENI
9. KLEF-F	450,000
10. KFQD	425,000
11. KNIK-F	370,000

Major Daily Newspapers	AM	PM	SUN	Owner
Anchorage News	57,976		74,857	McClatchy
Anchorage Times		32,777	40,730	

Best Restaurants	Best Hotels	Best Golf Courses
Josephines	Captain Cook	Elmendorf AFB Course
Double Muskie (Seafood)	Sheraton	Anchorage GC
Corsair	Hilton	Moose Run
Simon & Seaforts	Clarion	Eagleleglen

COMPETITIVE MEDIA

Major Over the Air Television

KAKM	Anchorage	7	PBS	
KIMO	Anchorage	13	ABC	Alaska Broadcasting
KTBY	Anchorage	4		
KTUU	Anchorage	2	NBC	
KTVA	Anchorage	11	CBS	Northern TV

WEATHER DATA

Elevation: 92
 Annual Precipitation: 14.6 in.
 Annual Snowfall: 69.8 in.
 Average Windspeed: 6.6 (N)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$22,200,000	35.6	.0089
Radio	9,600,000	15.4	.0038
Newspaper	29,500,000	47.4	.0118
Outdoor	1,000,000	1.6	.0004
	\$62,300,000		.0249

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	20.0	65.6	43.1
Avg. Min. Temp:	3.5	50.1	26.9
Average Temp:	11.8	57.9	35.0

Miscellaneous Comments

RADIO REVENUE BREAKDOWN

Local 84.5%
 Reg/National 15.5%
 (Trade equals 17% of local - up 21% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	KPXR-F	Sold to Ingstad/Holland	\$ 650,000
1989	KENI A/F (83%)		1,200,000
1990	KYAK/KGOT-F	From Olympia to Harbor	1,200,000

NOTE: Some of these sales may not have been consummated.

APPLETON-OSHKOSH

1990 ARB Rank: 134	1990 Revenue: \$8,100,000	Manager's Market Ranking (current): 3.8
1990 MSA Rank: 148	Rev per Share Point: \$117,221	Manager's Market Ranking (future): 4.0
1990 ADI Rank: 67 (w/ Green Bay)	Population per Station: 17,240 (15)	Duncan's Radio Market Grade: III B
FM Base Value: N/A (only 1 FM)	1990 Revenue Change: 5.2%	Mathematical Market Grade: III C
Base Value %: N/A (qualifies)	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	6.5	6.8	6.9	7.3	7.7	8.1					
Yearly Growth Rate (85-90): 4.6%											
Projected Revenue Estimates:							8.5	9.1	9.5	10.0	10.5
Revenue per Capita:	21.74	22.14	22.19	23.25	24.44	25.63					
Yearly Growth Rate (85-90): 4.3%											
Projected Revenue per Capita:							26.73	27.88	29.08	30.33	31.64
Resulting Revenue Estimate:							8.5	8.9	9.4	9.9	10.3
Revenue as % of Retail Sales:	.0042	.0042	.0041	.0037	.0033	.0032					
Mean % (85-90): .00325% (89-90 only)											
Resulting Revenue Estimate:							8.8	9.4	10.4	11.1	11.7
							MEAN REVENUE ESTIMATE: 8.6 9.1 9.8 10.3 10.8				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.301	.307	.311	.314	.315	.316	.318	.320	.323	.325	.327
Retail Sales (billions):	1.5	1.6	1.7	1.95	2.3	2.5	2.7	2.9	3.2	3.4	3.6

Below-the-Line Listening Shares: 18.6%
 Unlisted Station Listening: ~~12.3%~~
 Total Lost Listening: 30.9%
 Available Share Points: 69.1
 Number of Viable Stations: 10
 Mean Share Points per Station: 6.9
 Median Share Points per Station: 6.0
 Rev. per Available Share Point: \$117,221
 Estimated Rev. for Mean Station: \$808,825

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to local accountant . . . WOZZ-f and several low rated AM's do not cooperate so estimates were made . . . Managers predict 3% to 5% revenue growth in 1991 . . . Some revenue goes out of the market to WIXX in Green Bay but nearly an equal amount comes back to WAPL . . .

Household Income: \$32,913
 Median Age: 31.6 years
 Median Education: 12.5 years
 Median Home Value: \$44,400
 Population Change (1989-1994): 3.0%
 Retail Sales Change (1989-1994): 44.1%
 Number of Class B or C FM's: 1 + 1 = 2
 Revenue per AQH: \$19,951
 Cable Penetration: 43%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 98.5	<15 22.7	12-24 25.3	Non High School
Black 0.2	15-30 30.8	25-54 50.4	Grad: 28.4
Hispanic 0.4	30-50 31.6	55+ 24.3	High School Grad:
Other 0.9	50-75 11.4		44.6
	75+ 3.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 13.0

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Paper	George Banta (482)	Valley Bancorp	Nenasha (359)
Farm Machinery			
Knitting Mills			
Printing			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Paper and Allied Products	13,103	(11.2%)
2. Health Services	10,015	(8.5%)
3. Eating and Drinking Places	8,681	(7.4%)
4. Machinery, except Electrical	6,173	(5.3%)
5. Wholesale Trade-Durable Goods	4,170	(3.6%)
6. Special Trade Contractors	4,092	(3.5%)
7. Printing and Publishing	3,737	(3.2%)
8. Food Stores	3,699	(3.2%)
9. Business Services	3,542	(3.0%)
10. General Merchandise Stores	3,305	(2.8%)

By Occupation:

Manag/Prof.	24,545	(18.5%)
Tech/Sales/Admin.	36,050	(27.1%)
Service	18,543	(14.0%)
Farm/Forest/Fish	5,663	(4.2%)
Precision Prod.	16,779	(12.6%)
Oper/Fabri/Labor	31,297	(23.6%)

Total Metro Employees: 117,265
 Top 10 Total Employees: 60,517 (51.6%)

GGGGGGG

APPLETON - OSHKOSH

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank One (239 Mil)	University of Wisconsin-Oshkosh (11,103)		Jun 79: N/A
First Interstate (127 Mil)	Lawrence (1,062)		Dec 82: 11.9%
Valley Bank (503 Mil)	Fox Valley Tech (3,601)		Sep 83: 8.5%
First WI National - Oshkosh (198 Mil)			Sep 84: 6.3%
			Aug 85: 6.4%
			Aug 86: 5.8%
			Aug 86: 4.2%
			Aug 88: 3.0%
			Jul 89: 3.8%
			Jul 90: 3.5%

Total Full-Time Students: 11,697

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Media Management Van Sistine	Fox Valley Ford Dealers Wisconsin Bell Copp's Foods		1. WAPL-F \$2,400,000 2. WMGV-F 1,150,000 3. WHBY 1,050,000 4. WROE-F 750,000 5. WOSH 570,000 6. WYNE 550,000 7. WNAM 375,000 8. WUSW-F 300,000

Major Daily Newspapers	AM	PM	SUN	Owner
Appleton Post-Crescent		53,798	68,860	Gillett
Oshkosh Northwestern		24,882	27,949	

Best Restaurants	Best Hotels	Best Golf Courses
Christies (General) Hobnobbin (French)	Paper Valley Hotel Valley Inn Hilton	Sentry World (Stevens Point)

COMPETITIVE MEDIA

Major Over the Air Television

See Green Bay
Part of Green Bay ADI

WEATHER DATA

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$16,300,000	34.8	.0065
Radio	8,100,000	17.2	.0032
Newspaper	21,300,000	45.4	.0085
Outdoor	<u>1,300,000</u>	<u>2.6</u>	<u>.0005</u>
	\$46,900,000		.0187

Miscellaneous Comments

* Split ADI with Green Bay. TV revenue is estimate of Appleton's share. Total TV revenue for ADI is estimated at \$36,000,000.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution

Radio Revenue Breakdown

Local	91.9%
National	8.1%

Major Radio Station Sales Since 1986

1986	WRJQ/WROE-F	Sold to Tom Bookey	\$2,115,000	Manager's Comment
1986	WKFX-F	From Forward to WinCom	1,000,000	
1986	WQWM	Sold by Forward	500,000	
1987	WYNE	Sold to Fox Valley	935,000	
1987	WRJQ	Sold by Fox Valley	203,000	
1988	WNAM, WUSW-F		1,200,000	
1990	WLKE		325,000	

NOTE: Some of these sales may not have been consummated.

ATLANTA

1990 ARB Rank: 12	1990 Revenue: \$114,000,000	Manager's Market Ranking (current): 4.3
1990 MSA Rank: 9	Rev per Share Point: \$1,272,321	Manager's Market Ranking (future): 4.6
1990 ADI Rank: 12	Population per Station: 109,771 (21)	Duncan's Radio Market Grade: I A+
FM Base Value: \$22,000,000	1990 Revenue Change: 1.4%	Mathematical Market Grade: I A
Base Value %: 19.3%	Station Turnover: 7.7%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	80.5	92.4	97.1	107.0	112.0	114.0					
Yearly Growth Rate (85-90):	7.3% (assigned rate of 6.3%)										
Projected Revenue Estimates:							117.1	128.0	136.8	145.4	155.0
Revenue per Capita:	32.72	36.38	36.51	38.63	39.71	39.72					
Yearly Growth Rate (85-90):	4.5%										
Projected Revenue per Capita:							40.10	43.39	45.00	46.31	48.74
Resulting Revenue Estimate:							117.1	128.0	136.8	145.4	155.0
Revenue as % of Retail Sales:	.0046	.0048	.0046	.0048	.0048	.0047					
Mean % (85-90):	.00470%										
Resulting Revenue Estimate:							124.6	134.9	143.8	150.9	160.3
MEAN REVENUE ESTIMATE: 119.6 130.3 139.1 147.2 156.8											

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	2.46	2.54	2.66	2.77	2.82	2.87	2.92	2.95	3.04	3.14	3.18
Retail Sales (billions):	17.4	19.1	20.8	22.3	23.1	24.4	26.5	28.7	30.6	32.1	34.1
Below-the-Line Listening Shares:	0.8%										
Unlisted Station Listening:	9.6%										
Total Lost Listening:	10.4										
Available Share Points:	89.6										
Number of Viable Stations: 13											
Mean Share Points per Station: 6.9											
Median Share Points per Station: 6.4											
Rev. per Available Share Point:	\$1,272,321										
Estimated Rev. for Mean Station:	\$8,769,228										
Confidence Levels											
1990 Revenue Estimates: Normal											
1991-1995 Revenue Projections: Normal											
COMMENTS											
Market reports to Miller, Kaplan . . . Managers predict 1% to 3% revenue increase in 1991 . . .											
Household Income: \$36,639											
Median Age: 31.5 years											
Median Education: 12.6 years											
Median Home Value: \$47,000											
Population Change (1989-1994): 11.4%											
Retail Sales Change (1989-1994): 39.1%											
Number of Class B or C FM's: 11 + 1 = 12											
Revenue per AQH: \$30,836											
Cable Penetration: 48%											
Ethnic Breakdowns (%)											
Income Breakdowns (%)											
Age Breakdowns (%)											
Education Levels											
White	76.7	<15	21.9	12-24	22.3	Non High School					
Black	22.1	15-30	25.9	25-54	59.2	Grad: 33.3					
Hispanic	1.2	30-50	27.0	55+	18.5	High School Grad:					
Other	---	50-75	17.1			29.6					
		75+	8.1								
										College 1-3 years: 16.9	
										College 4+ years: 20.2	

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Distribution	RJR Nabisco (20)	Bank South	Cox Enterprises (72)
Transportation	Georgia-Pacific (43)	Bell South	Electrolux (288)
Textiles	Coca-Cola (49)	Citizens Savings Fin.	Racetrac Petroleum (337)
Aircraft	Nat'l. Service Indust. (260)	Contel	
Auto Electronics	Georgia Gulf (324)	Delta Air Lines	
Electronics	Gold Kist (328)	Genuine Parts	
Glass	Fuqua Industries (336)	Home Depot	
	Oxford Industries (456)	Southern Company	
	Scientific-Atlanta (492)	SunTrust Banks	

INC 500 Companies

Employment Breakdowns

Information America (93)	By Industry (SIC):	By Occupation:
Harris Foods (116)		
Communications Int'l (170)	1. Business Services 97,018 (8.8%)	Manag/Prof. 250,496 (24.7%)
Donaldson & Co. (196)	2. Eating and Drinking Places 85,555 (7.8%)	Tech/Sales/Admin. 354,129 (35.0%)
TransAmerican Energy Assoc. (203)	3. Wholesale Trade-Durable Goods 73,260 (6.6%)	Service 116,051 (11.4%)
Clinical Medical Equipment (223)	4. Health Services 55,742 (5.1%)	Farm/Forest/Fish 8,785 (.9%)
Active Parenting (243)	5. Special Trade Contractors 49,662 (4.5%)	Precision Prod. 119,504 (11.8%)
Interactive Learning Systems (421)	6. Wholesale Trade-Nondurable Gds 38,222 (3.5%)	Oper/Fabri/Labor 163,975 (16.2%)
PC Warehouse (450)	7. Transportation by Air 32,157 (2.9%)	
Gerber Alley (483)	8. General Merchandise Stores 28,995 (2.6%)	
	9. Miscellaneous Retail 28,897 (2.6%)	
	10. Food Stores 28,143 (2.6%)	

Total Metro Employees: 1,102,282
 Top 10 Total Employees: 517,651 (47.0%)

ATLANTA

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank South (4.8 Bil)	Georgia State (21,366)	Ft. McPherson (3,835)	Jun 79: 5.3%
Citizens and Southern (21.0 Bil)	Georgia Tech (10,958)	Atlanta NAS (600) ?	Dec 82: 6.5%
First Atlanta (8.1 Bil)	Emory (8,533)	Dobbins AFB (825)	Sep 83: 6.0%
First Union (4.1 Bil)	Morehouse (1,500)		Sep 84: 4.8%
Trust Company Bank (5.9 Bil)			Sep 85: 5.5%
			Aug 86: 4.8%
			Aug 87: 4.4%
			Aug 88: 5.5%
			Jul 89: 4.7%
			Jul 90: 5.1%

Total Full-Time Students: 53,327

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Bozell & Jacobs	Coca Cola		1. WSB \$13,400,000
McCann-Erikson	Delta		2. WSB-F 12,600,000
BBDO/BDA	Budweiser		3. WAOK/WVEE-F 12,500,000
J.W. Thompson	Rich's		4. WKLS-F 10,500,000
Tucker Wayne	Nutri-System		5. WAPW-F 10,000,000
Babbitt			6. WFOX-F 9,400,000
Dixon Pringle			7. WPCF-F 8,000,000
			8. WZGC-F 6,900,000
			9. WKHX A/F 6,800,000
			10. WYAY-F/WYAI-F 6,000,000
			WEST 6,000,000
			12. WQXI/WSTR-F 5,800,000

Major Daily Newspapers	AM	PM	SUN	Owner
Atlanta Constitution	310,434			Cox
Atlanta Journal		194,938		Cox
Atlanta Journal-Constitution			682,001	Cox

Best Restaurants	Best Hotels	Best Golf Courses
103 West (Continental)	Ritz Carlton	Atlanta CC
Bones (Steak)	Doubletree	Atlanta Highlands
Panos & Pauls	Marriott Marquis	Peachtree
Indigo	Waverly	Pine Isle
	Wyndham	Standard Club
	Peachtree Plaza	Cherokee CC

COMPETITIVE MEDIA

Major Over the Air Television

WAGA Atlanta	5	CBS	Gillette
WATL Atlant	36	Fox	Chase
WGNX Atlanta	46		Tribune Co.
WPBA Atlanta	30	PBS	
WSB Atlanta	2	ABC	Cox
WTBS Atlanta	17		Turner
WVEU Atlanta	69		Harris
WXIA Atlanta	11	NBC	Gannett
WGTV Athens	8	PBS	

WEATHER DATA

Elevation: 1010
 Annual Precipitation: 48.66 in.
 Annual Snowfall: 1.50 in.
 Average Windspeed: 9.10 NW

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	51.4	86.5	70.3
Avg. Min. Temp:	33.4	69.4	51.3
Average Temp:	42.4	78.0	60.8

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$249,900,000	38.0	.0102
Radio	114,000,000	17.3	.0047
Newspaper	273,000,000	41.5	.0112
Outdoor	20,400,000	3.1	.0008
	\$657,300,000		.0269

Miscellaneous Comments

Radio Revenue Breakdown
 Local 75.2%
 National 24.8%

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WYAY-F (Gainesville)	From Katz to New City	\$10,000,000
1986	WFOM (Marietta)		538,000
1987	AM CP	Sold to Jefferson-Pilot	2,000,000
1987	WQXI		1,650,000
1987	WZGC-F	From First Media to Ck Inlet	41,000,000 (E) + Tax Cert.
1987	WAOK/WVEE-F	From DKM to Summit	50,000,000 (E)
1988	WKLS-AM	Sold by Great American	630,000
1988	WQXI-AM	(Never closed)	1,650,000
1988	WAGQ-F (Athens)	(Never closed)	15,260,000
1988	WPDB	Sold to Jacor	4,300,000
1989	WEKS-F	From Zapis to New City	15,000,000
1990	WIGO	Sold by Brunson	2,250,000

NOTE: Some of these sales may not have been consummated.

AUGUSTA, GA

1990 ARB Rank: 109	1990 Revenue: \$9,600,000	Manager's Market Ranking (current): 3.4
1990 MSA Rank: 118	Rev per Share Point: \$107,744	Manager's Market Ranking (future): 3.6
1990 ADI Rank: 110	Population per Station: 20,793 (16)	Duncan's Radio Market Grade: III B+
FM Base Value: \$3,500,000 (only 2 stations qualify)	1990 Revenue Change: 5.5%	Mathematical Market Grade: III B
Base Value %: 36.5%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	6.5	7.3	8.0	8.7	9.1	9.6					
Yearly Growth Rate (85-90):	8.3% (assigned rate of 7.0%)										
Projected Revenue Estimates:							10.1	10.9	11.7	12.5	13.4
Revenue per Capita:	17.15	18.67	20.00	21.48	22.41	23.41					
Yearly Growth Rate (85-90):	6.4%										
Projected Revenue per Capita:							24.91	26.50	28.20	30.00	31.92
Resulting Revenue Estimate:							10.4	11.2	12.1	13.0	14.0
Revenue as % of Retail Sales:	.0034	.0036	.0036	.0038	.0035	.0034					
Mean % (85-90):	.0035%										
Resulting Revenue Estimate:							10.3	11.0	11.7	12.4	13.4
	MEAN REVENUE ESTIMATE: 10.2 11.0 11.8 12.6 13.6										

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.379	.391	.400	.405	.406	.410	.416	.422	.429	.434	.438
Retail Sales (billions):	1.9	2.05	2.2	2.29	2.6	2.8	2.9	3.1	3.3	3.5	3.8
Below-the-Line Listening Shares:	0.8%										
Unlisted Station Listening:	10.1%										
Total Lost Listening:	10.9%										
Available Share Points:	89.1										
Number of Viable Stations:	9										
Mean Share Points per Station:	9.9										
Median Share Points per Station:	6.7										
Rev. per Available Share Point:	\$107,744										
Estimated Rev. for Mean Station:	\$1,066,666										
	Confidence Levels										
	1990 Revenue Estimates: Below Normal										
	1991-1995 Revenue Projections: Below Normal										
	COMMENTS										
	Managers predict 3% to 6% revenue increase in 1991 . . .										

Household Income: \$29,543											
Median Age: 31.0 years											
Median Education: 12.3 years											
Median Home Value: \$35,200											
Population Change (1989-1994): 7.0%											
Retail Sales Change (1989-1994): 32.7%											
Number of Class B or C FM's: 3 + 1 = 4											
Revenue per AQH: \$17,910											
Cable Penetration: 54%											
	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels							
	White 68.4	<15 30.7	12-24 24.8	Non High School Grad: 41.1							
	Black 29.8	15-30 30.2	25-54 54.2	High School Grad: 31.2							
	Hispanic 1.6	30-50 24.4	55+ 21.1	College 1-3 years: 13.7							
	Other .2	50-75 10.8		College 4+ years: 14.0							
		75+ 3.9									
	The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.										

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles			
Fertilizers			
Military			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Chemicals & Allied Products	10,480	(9.2%)
2. Health Services	10,170	(8.9%)
3. Eating and Drinking Places	8,445	(7.4%)
4. Business Services	6,112	(5.4%)
5. Textile Mill Products	5,335	(4.7%)
6. Food Stores	4,390	(3.9%)
7. General Merchandise Stores	3,840	(3.4%)
8. Paper and Allied Products	3,551	(3.1%)
9. Special Trade Contractors	3,464	(3.0%)
10. Food and Kindred Products	3,373	(3.0%)

By Occupation:

Manag/Prof.	29,662	(21.4%)
Tech/Sales/Admin.	39,260	(28.3%)
Service	19,159	(13.8%)
Farm/Forest/Fish	1,853	(1.3%)
Precision Prod.	18,653	(13.5%)
Oper/Fabri/Labor	30,130	(21.7%)

Total Metro Employees: 113,833
 Top 10 Total Employees: 59,160 (52.0%)

AUGUSTA, GA

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Trust Company Bank (293 Mil)	Augusta College (4,091)	Ft. Gordon (16,197)	Jun 79: N/A Dec 82: 9.3% Sep 83: 8.8% Sep 84: 6.5% Sep 85: 7.0% Sep 86: 6.1% Sep 87: 5.3% Sep 88: 6.0% Sep 89: 5.0% Jul 90: 5.0%
Total Full-Time Students: 7,312			

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Michaelson	Kroger J.B. White Taylor Toyota		1. WBBQ A/F \$3,500,000 2. WZNY-F 2,000,000 3. WFXA-F 1,100,000 4. WKXC-F 850,000 5. WRXR-F 730,000 6. WGUS-F 530,000

Major Daily Newspapers	AM	PM	SUN	Owner
Augusta Chronicle	67,656			Morris
Augusta Herald		12,436		Morris
Augusta Chronicle-Herald			92,960	Morris

Best Restaurants	Best Hotels	Best Golf Courses
Green Jacket (Steak) Town Tavern Partridge Inn	Telfair Inn Courtyard Marriott Wilcox Inn	Augusta National Jones Creek (Evans) Palmetto (Aiken)

COMPETITIVE MEDIA

Major Over the Air Television

WAGT	Augusta	26	NBC	Schurz
WJBF	Augusta	6	ABC	Pegasus
WRDW	Augusta	12	CBS	TV Partners
WCES	Wren	20	PBS	

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See Atlanta for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$21,900,000	34.4	.0078
Radio	9,600,000	15.1	.0034
Newspaper	30,000,000	47.1	.0107
Outdoor	2,200,000	3.4	.0008
	\$63,700,000		.0227

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WTHB/WFXA-F	From Woodfin to Davis	2,411,000 (E)
1987	WZNY-F	Sold to Rothfuss	450,000
1988	WCKJ		225,000
1988	WAKN, WKXC-F	Sold to Beta	3,000,000
1988	WGUS A/F	From Woolfson to HVS	3,100,000 (E)
1988	WGAC	Sold by Beasley	500,000

NOTE: Some of these sales may not have been consummated.

AUSTIN

1990 ARB Rank: 61	1990 Revenue: \$24,000,000	Manager's Market Ranking (current): 3.0
1990 MSA Rank: 66	Rev per Share Point: \$286,738	Manager's Market Ranking (future): 4.4
1990 ADI Rank: 71	Population per Station: 35,222 (18)	Duncan's Radio Market Grade: II B+
FM Base Value: \$6,300,000	1990 Revenue Change: 4.3%	Mathematical Market Grade: II A
Base Value % : 26.3%	Station Turnover: 25%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	27.6	25.8	23.4	22.1	23.0	24.0						
Yearly Growth Rate (85-90): Negative	(assigned rate of 6.2%)											
Projected Revenue Estimates:							25.3	27.1	28.7	30.5	32.4	
Revenue per Capita:	39.04	35.20	31.41	29.62	30.67	31.50						
Yearly Growth Rate (85-90): Negative	(assigned rate of 5.0%)											
Projected Revenue per Capita:							33.08	34.73	36.47	38.29	40.20	
Resulting Revenue Estimate:							25.6	27.6	30.0	32.9	34.7	
Revenue as % of Retail Sales:	.0060	.0055	.0049	.0045	.0038	.0038						
Mean % (85-90): .0038% (89-90 only)												
Resulting Revenue Estimate:							25.8	28.1	31.9	36.1	38.0	
							MEAN REVENUE ESTIMATE: <u>25.6</u> <u>27.6</u> <u>30.2</u> <u>33.2</u> <u>35.0</u>					

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.707	.733	.745	.746	.750	.762	.775	.794	.822	.859	.863
Retail Sales (billions):	4.4	4.7	4.8	4.9	6.0	6.4	6.8	7.4	8.4	9.5	10.0
Below-the-Line Listening Shares:	1.3%										
Unlisted Station Listening:	15.0%										
Total Lost Listening:	16.3%										
Available Share Points:	83.7										
Number of Viable Stations:	12										
Mean Share Points per Station:	7.0										
Median Share Points per Station:	5.0										
Rev. per Available Share Point:	\$286,738										
Estimated Rev. for Mean Station:	\$1,999,998										
						Confidence Levels					
						1990 Revenue Estimates: Below Normal					
						1991-1995 Revenue Projections: Below Normal					
COMMENTS											

Household Income: \$31,525											
Median Age: 29.5 years											
Median Education: 12.9 years	Ethnic	Income	Age	Education							
Median Home Value: \$50,600	Breakdowns (%)	Breakdowns (%)	Breakdowns (%)	Levels							
Population Change (1989-1994): 14.4%	White 71.8	<15 30.5	12-24 27.5	Non High School							
Retail Sales Change (1989-1994): 58.8%	Black 9.0	15-30 27.9	25-54 54.4	Grad: 26.9							
Number of Class B or C FM's: 6 + 3 = 9	Hispanic 19.2	30-50 23.7	55+ 18.1	High School Grad:							
Revenue per AQH: \$27,586	Other ---	50-75 12.3		25.8							
Cable Penetration: 59%		75+ 5.6									

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government			Tracor (223)
Research			
Military			
Tourism			
Electronics			

INC 500 Companies

CompuAdd (104)	Employment Breakdowns		
	By Industry (SIC):	By Occupation:	
	1. Eating and Drinking Places 25,014 (9.3%)	Manag/Prof. 73,265 (28.2%)	
	2. Business Services 17,468 (6.5%)	Tech/Sales/Admin. 90,595 (34.8%)	
	3. Health Services 16,762 (6.2%)	Service 34,233 (13.2%)	
	4. Special Trade Contractors 13,448 (5.0%)	Farm/Forest/Fish 4,094 (1.5%)	
	5. Machinery, Except Electrical 12,818 (4.8%)	Precision Prod. 30,160 (11.6%)	
	6. Food Stores 12,343 (4.6%)	Oper/Fabri/Labor 27,787 (10.7%)	
	7. Electric & Electronic Equip 10,495 (3.9%)		
	8. Miscellaneous Services 9,719 (3.6%)		
	9. Wholesale Trade-Durable Goods 8,546 (3.2%)		
	10. Miscellaneous Retail 7,910 (2.9%)		
	Total Metro Employees: 268,698		
	Top 10 Total Employees: 134,523 (50.1%)		

AUSTIN

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First City National (664 Mil)	University of Texas (47,973)	Bergstrom AFB (5,793)	Jun 79: 3.5%
M Bank (758 Mil)	St. Edwards University (2,356)		Dec 82: 4.4%
Texas Commerce (1.2 Bil)			Sep 83: 3.4%
Bank of the Hills (230 Mil)			Sep 84: 3.4%
			Aug 85: 4.8%
			Aug 86: 5.8%
			Aug 87: 6.7%
			Aug 88: 5.8%
			Jul 89: 6.3%
			Jul 90: 4.9%
	Total Full-Time Students: 53,534		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Lee Tillford GSD & M	Highland Appliance Johnson Ford Mervyn's Dept Store HEB Grocery NCNB	Dallas San Antonio Houston	1. KASE-F \$4,700,000 2. KLBJ-F 3,200,000 3. KKMJ-F 2,900,000 4. KBTS-F 2,400,000 5. KLBJ 1,700,000 6. KEYI-F 1,600,000 KHFJ-F 1,600,000 8. KPEZ-F 1,200,000 9. KQFX-F 1,000,000 10. KLTD-F 750,000 11. KVET 700,000 12. KGSR-F 600,000
Major Daily Newspapers	AM	PM	SUN
Austin American-Statesman	176,517	(AD)	223,257
			Owner Cox

COMPETITIVE MEDIA

Major Over the Air Television

KBVO Austin 42	Fox	Cannan/McKinnon
KLBU Austin 18	PBS	
KTBC Austin 7	CBS	Times-Mirror
KXAN Austin 36	NBC	LIN
KVUE Austin 24	ABC	Gannett

Best Restaurants	Best Hotels	Best Golf Courses
Louie B's (Continental) El Rancho (Mexican) County Line	Wyndham Hyatt Regency Stephen Austin Four Seasons	Horseshoe Bay Hills of Lakeway Barton Creek

WEATHER DATA

NO WEATHER DATA AVAILABLE
See San Antonio for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$42,000,000	32.4	.0066
Radio	24,000,000	18.5	.0038
Newspaper	59,000,000	45.6	.0092
Outdoor	4,500,000	3.5	.0007
	\$129,500,000		.0203

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

"Austin hit hard by overbuilt real estate and general Texas economy. Austin radio was victimized by highly leveraged owners with staggering debt service."

Major Radio Station Sales Since 1986

1986	KOKE	Sold to Jim Ray	\$ 1,500,000
1986	KOKE-F	Sold to Keymarket	15,000,000
1986	KIXL, KHFI-F	From Oppenheimer to Encore	25,000,000 (E)
1986	KLBJ A/F	Sold to Chase	27,500,000 (never completed)
1987	KIXZ		1,060,000
1987	KIIZ, KBTS-F (Killeen)	From Grace to Duffy	12,000,000
1987	KBTS-F	From Duffy to Genesis	11,000,000
1988	KEYI-F	Sold to Degree	12,000,000
1990	KQFX-F	From Capitol (Johnson) to Joyner	3,900,000 (E)
1990	KHFJ-F	From Encore to Spur Austin	4,800,000
1990	KFON/KKMJ-F	From Keymarket to Tremont	7,000,000
1990	KQFX-F	From Joyner to Jay Jones	3,900,000

NOTE: Some of these sales may not have been consummated.

BAKERSFIELD

1990 ARB Rank: 95	1990 Revenue: \$14,700,000	Manager's Market Ranking (current): 3.1
1990 MSA Rank: 91	Rev per Share Point: \$178,614	Manager's Market Ranking (future): 3.9
1990 ADI Rank: 142	Population per Station: 16,259 (22)	Duncan's Radio Market Grade: II C
FM Base Value: \$2,600,000	1990 Revenue Change: 5.0%	Mathematical Market Grade: II C
Base Value % : 17.7%	Station Turnover: 10%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	10.5	11.3	12.1	13.0	14.0	14.7					
Yearly Growth Rate (85-90): 7.0%											
Projected Revenue Estimates:							15.2	16.3	17.4	18.5	19.7
Revenue per Capita:	22.29	22.87	23.68	25.05	26.17	27.02					
Yearly Growth Rate (85-90): 3.9%											
Projected Revenue per Capita:							28.07	29.17	30.31	31.48	32.72
Resulting Revenue Estimate:							15.6	16.6	17.6	19.0	19.9
Revenue as % of Retail Sales:	.0039	.0040	.0041	.0043	.0045	.0044					
Mean % (85-90): .0042%											
Resulting Revenue Estimate:							14.7	16.0	16.8	18.1	19.3
							MEAN REVENUE ESTIMATE: 15.2 16.3 17.3 18.5 19.6				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.476	.494	.511	.519	.535	.544	.555	.568	.581	.604	.607
Retail Sales (billions):	2.7	2.79	2.95	3.05	3.1	3.3	3.5	3.8	4.0	4.3	4.6

Below-the-Line Listening Shares: 3.7%
 Unlisted Station Listening: 14.0%
 Total Lost Listening: 17.7%
 Available Share Points: 82.3
 Number of Viable Stations: 10
 Mean Share Points per Station: 8.2
 Median Share Points per Station: 5.1
 Rev. per Available Share Point: \$178,615
 Estimated Rev. for Mean Station: \$1,464,000

Confidence Levels

1990 Revenue Estimates: Much Below Normal
 1991-1995 Revenue Projections: Much Below Normal

COMMENTS

Market does not report revenue . . . Managers predict 3% to 5% revenue growth in 1991 . . .

Household Income: \$34,834
 Median Age: 31.5 years
 Median Education: 12.4 years
 Median Home Value: \$54,700
 Population Change (1989-1994): 13.0%
 Retail Sales Change (1989-1994): 35.8%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$30,247
 Cable Penetration: 76%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 68.6	<15 26.1	12-24 23.7	Non High School
Black 5.3	15-30 27.6	25-54 52.6	Grad: 37.9
Hispanic 26.1	30-50 25.3	55+ 23.7	High School Grad: 31.4
Other ---	50-75 14.5		
	75+ 6.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 18.9
 College 4+ years: 11.8

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Drilling Equipment
 Paint
 Food Products

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	8,236	(8.8%)
2. Eating and Drinking Places	8,149	(8.7%)
3. Oil and Gas Extraction	6,324	(6.8%)
4. Special Trade Contractors	5,556	(5.9%)
5. Business Services	5,508	(5.9%)
6. Food Stores	4,471	(4.8%)
7. Wholesale Trade-Durable Goods	4,022	(4.3%)
8. Automotive Dealers	3,509	(3.7%)
9. Miscellaneous Retail	3,122	(3.3%)
10. Wholesale Trade-Nondurable Gds	2,960	(3.2%)

By Occupation:

Manag/Prof.	26,307	(19.3%)
Tech/Sales/Admin. Service	38,250	(28.0%)
Farm/Forest/Fish	18,063	(13.2%)
Precision Prod.	14,450	(10.6%)
Oper/Fabri/Labor	20,012	(14.6%)
	19,482	(14.3%)

Total Metro Employees: 93,592
 Top 10 Total Employees: 51,857 (55.4%)

BAKERSFIELD

Largest Local Banks

American National (803 Mil)
California Republic (441 Mil)
Community First (210 Mil)

Colleges and Universities

Bakersfield College (10,242)
Cal. State-Bakersfield (3,609)
Taft College (979)

Military Bases

Unemployment

Jun 79: N/A
Dec 82: N/A
Sep 83: 11.7%
Sep 84: 10.1%
Aug 85: 9.8%
Aug 86: 11.2%
Aug 87: 8.9%
Aug 88: 10.1%
Jul 89: 10.1%
Jul 90: 9.9%

Total Full-Time Students: 4,884

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Medvin & Bailargeon Dee Olson Jadar	Urners Appliance Nutri-System Pepsi	

Highest Billing Stations

1. KUZZ A/F	\$3,000,000
2. KKXX-F	1,300,000
3. KKBB-F	1,200,000
KWAC	1,200,000
5. KGFM-F	900,000
KLLY-F	900,000
7. KERN-F	700,000
8. KAFY	600,000
9. KERN	400,000
10. KIWI-F	270,000
11. KGEO	250,000

Major Daily Newspapers	AM	PM	SUN	Owner
Bakersfield Californian	83,423		93,165	

COMPETITIVE MEDIA

Major Over the Air Television

KBAK	Bakersfield	29	ABC	Burnham
KERO	Bakersfield	23	CBS	McGraw-Hill
KGET	Bakersfield	17	NBC	Ackerly
KDOB	Bakersfield	45		Buck Owens

Best Restaurants Best Hotels Best Golf Courses

Bistro	Red Lion	Rio Bravo
Tam O Shanter	Rio Bravo	Stockdale CC
Tavern on the Green	Sheraton	Bakersfield CC

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See Fresno for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$19,000,000	26.4	.0058
Radio	14,700,000	20.4	.0044
Newspaper	35,600,000	49.4	.0108
Outdoor	<u>2,800,000</u>	<u>3.9</u>	<u>.0008</u>
	\$72,100,000		.0228

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

"With the number of commercial FM's doubling from 7 to 14 within only 18 months Bakersfield faces 2 to 3 years of massive blood-letting. However, even from the gloomy vantage point of late 1990, this is still acknowledged as a growth market and those broadcasters willing to dig in for the next few years will do fine by 1995."

Major Radio Station Sales Since 1986

1986	KLLY-F	Sold to Buckley	\$1,300,000
1987	KKXX-F (Shafter)	Sold to Rick Dames	975,000
1988	KIWI-F (Bakersfield)		340,000
1989	KKBB-F	Sold to Kohl	3,300,000
1989	KPMC	Sold to Buckley	1,000,000

NOTE: Some of these sales may not have been consummated.

BALTIMORE

1990 ARB Rank: 17	1990 Revenue: \$62,300,000	Manager's Market Ranking (current): 3.3
1990 MSA Rank: 17	Rev per Share Point: \$835,121	Manager's Market Ranking (future): 4.1
1990 ADI Rank: 22	Population per Station: 100,305 (20)	Duncan's Radio Market Grade: I C+
FM Base Value: \$9,000,000	1990 Revenue Change: 1.3%	Mathematical Market Grade: I C
Base Value % : 14.4%	Station Turnover: 7.7%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	50.4	55.7	59.3	60.2	61.5	62.3					
Yearly Growth Rate (85-90): 4.4%											
Projected Revenue Estimates:							63.6	67.0	70.4	73.5	76.9
Revenue per Capita:	22.01	24.11	25.45	25.40	25.84	25.96					
Yearly Growth Rate (85-90): 3.5%											
Projected Revenue per Capita:							26.87	27.81	28.78	29.79	30.83
Resulting Revenue Estimate:							64.8	67.6	70.5	73.6	76.5
Revenue as % of Retail Sales:	.0037	.0038	.0039	.0038	.0036	.0035					
Mean % (88-90): .0035% (assigned)											
Resulting Revenue Estimate:							65.4	69.7	74.5	76.7	81.2
							MEAN REVENUE ESTIMATE: <u>64.6 68.1 71.8 74.6 78.2</u>				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	2.29	2.31	2.33	2.37	2.38	2.40	2.41	2.43	2.45	2.47	2.48
Retail Sales (billions):	13.7	14.3	15.3	16.0	16.9	18.0	18.7	19.9	21.3	21.9	23.2

Below-the-Line Listening Shares: 14.5%
 Unlisted Station Listening: ~~10.9%~~
 Total Lost Listening: 25.4%
 Available Share Points: 74.6
 Number of Viable Stations: 13
 Mean Share Points per Station: 5.7
 Median Share Points per Station: 5.8
 Rev. per Available Share Point: \$835,121
 Estimated Rev. for Mean Station: \$4,792,309

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS
 Market reports to Hungerford . . . Several small AM's do not report so estimates were made for them. . . Managers predict 0% to 2% revenue growth in 1991 . . . Revenue figures do not include WBAL's baseball revenue . . .

Household Income: \$ 36,013
 Median Age: 33.4 years
 Median Education: 12.4 years
 Median Home Value: \$ 51,900
 Population Change (1989-1994): 3.6%
 Retail Sales Change (1989-1994): 29.5%
 Number of Class B or C FM's: 9 + 1 = 10
 Revenue per AQH: \$19,282
 Cable Penetration: 39%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 73.9	<15 22.0	12-24 22.4	Non High School
Black 24.5	15-30 25.6	25-54 53.9	Grad: 38.0
Hispanic 1.0	30-50 28.0	55+ 23.7	High School Grad: 31.8
Other 0.6	50-75 17.7		
	75+ 6.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 13.3

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Steel	Black & Decker (187)	Baltimore Bancorp	Frederick Weisman (116)
Transportation Equipment	Crown Central Petroleum (308)	Baltimore Gas & Electric	Areata Graphics (254)
Electrical Machinery		Equitable Bancorporation	B Green & Co. (269)
Appliances		Mercantile Bankshares	Whiting-Turner Contracting (306)
Shipping		MNC Financial	
Soaps/Detergent		USF & G	
Paper Products			

INC 500 Companies

Employment Breakdowns

American Oil Change (100) Group Benefit Services (302) U-Save Auto Rental of America (382)	By Industry (SIC):	By Occupation:
1. Health Services	77,903 (9.6%)	Manag/Prof. 243,225 (24.7%)
2. Eating And Drinking Places	59,079 (7.2%)	Tech/Sales/Admin. 320,408 (32.6%)
3. Business Services	56,814 (7.0%)	Service 132,439 (13.5%)
4. Special Trade Contractors	38,125 (4.7%)	Farm/Forest/Fish 9,864 (1.0%)
5. Wholesale Trade-Durable Goods	33,035 (4.1%)	Precision Prod. 116,284 (11.8%)
6. Electric & Electronic Equip.	28,541 (3.5%)	Oper/Fabri/Labor 160,875 (16.4%)
7. Food Stores	26,715 (3.3%)	
8. Miscellaneous Services	26,681 (3.3%)	
9. Miscellaneous Retail	25,997 (3.2%)	
10. Educational Services	23,278 (2.9%)	

Total Metro Employees: 815,316
 Top 10 Total Employees: 396,168 (48.6%)

BALTIMORE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank of Baltimore (3.2 Bil)	Johns Hopkins (10,586)		Jun 79: 6.3%
Equitable (4.6 Bil)	Towson State (15,108)		Dec 82: 9.8%
First National (5.6 Bil)	Morgan State (4,208)		Sep 83: 7.0%
Maryland National (9.0 Bil)	Essex CC (9,861)		Sep 84: 6.2%
Provident (3.4 Bil)	University of Baltimore (5,178)		Aug 85: 5.0%
	Total Full-Time Students: 55,804		Aug 86: 4.8%
			Aug 87: 4.3%
			Aug 88: 4.5%
			Jul 89: 4.3%
			Jul 90: 4.9%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations	
W.B. Doner	Giant Food	Washington	1. WBAL	\$10,100,000
Eal Palmer Brown	McDonalds	Philadelphia	2. WMMX-F	9,600,000
Trahan Burden	Coca Cola	Richmond	3. WLIF-F	7,400,000
Needham	Bedweiser		4. WIYY-F	7,200,000
	Maryland Lottery		5. WXYV-F	6,900,000
	Macy's		6. WQSR-F	6,600,000
			7. WBSB-F	5,300,000
			8. WPOC-F	5,000,000
			9. WYST A/F	2,500,000
			10. WWIN A/F	1,700,000
			11. WGRX-F	1,600,000

NOTE: WBAL's figures reflect baseball revenue. This revenue is not included in market's total revenue.

Major Daily Newspapers	AM	PM	SUN	Owner
Baltimore Sun	401,176	(AD)	494,067	Times-Mirror

COMPETITIVE MEDIA

Major Over the Air Television

WBAL	Baltimore	11	CBS	Hearst
WBFF	Baltimore	45	Fox	Sinclair
WJZ	Baltimore	13	ABC	Westighthouse
WMAR	Baltimore	2	NBC	Scripps-Howard
WMPB	Baltimore	67	PBS	
WNUV	Baltimore	54		
WMPT	Annapolis	22	PBS	

Best Restaurants	Best Hotels	Best Golf Courses
Tio Pepe (Spanish)	Hyatt Regency	Baltimore CC -
Prime Rib (Steak)	Peabody Court	Five Farms
Pierce's Plantation	Harbor Court	Pine Ridge
(Continental)	Stouffers	Turf Valley

WEATHER DATA

Elevation: 148
 Annual Precipitation: 41.6 in.
 Annual Snowfall: 21.9 in.
 Average Windspeed: 9.5 (W)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$168,600,000	39.8	.0094
Radio	62,300,000	14.7	.0035
Newspaper	178,000,000	42.0	.0099
Outdoor	15,600,000	3.5	.0008
	\$423,900,000		.0236

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	41.9	86.7	65.1
Avg. Min. Temp:	24.9	66.5	44.8
Average Temp:	33.4	76.6	55.0

Radio Revenue Breakdown

National	27.7%
Network	1.9%
Local	70.4%

(Trade equals 5% of local which is 24% less in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WCBM	From Metromedia to Resort	2,500,000
1986	WLIF-F	From American to JAG	25,000,000
1986	WMMX-F	From S&F to Capitol (Goodman)	NA
1987	WITH		1,160,000
1987	WWIN A/F	Sold to Ragan Henry	4,500,000
1987	WCAO/WXYV-F	From DKM to Summit	22,700,000 (E)
1988	WFBR	Sold to JAG	1,900,000
1988	WBMD, WQSR-F	Sold to Sconnix	23,000,000
1988	WCBM		1,775,000
1989	WITH		1,740,000
1989	WFBR, WLIF-F	From JAG to Infinity	22,000,000
1989	WYST A/F	From United to TA/Shaw	11,000,000 (E) (cancelled)
1989	WWIN A/F	From Ragan Henry to Almic	6,900,000 (cancelled)
1990	WEBB	Sold by Brunson	1,400,000 (E)

NOTE: Some of these sales may not have been consummated.

BATON ROUGE

1990 ARB Rank: 80	1990 Revenue: \$12,200,000	Manager's Market Ranking (current): 2.6
1990 MSA Rank: 92	Rev per Share Point: \$165,526	Manager's Market Ranking (future): 3.8
1990 ADI Rank: 94	Population per Station: 27,212 (16)	Duncan's Radio Market Grade: II D-
FM Base Value: \$3,200,000	1990 Revenue Change: -4.6%	Mathematical Market Grade: II D
Base Value % : 26.4%	Station Turnover: 35%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	15.0	13.0	11.1	11.8	12.8	12.2						
Yearly Growth Rate (85-90): Negative	- assigned rate of 5.4%											
Projected Revenue Estimates:							12.7	13.4	14.1	14.9	15.7	
Revenue per Capita:	27.07	23.34	20.04	21.73	23.70	22.16						
Yearly Growth Rate (85-90): Negative	- assigned rate of 4.8%											
Projected Revenue per Capita:							23.22	24.34	25.51	26.73	28.01	
Resulting Revenue Estimate:							12.7	13.3	14.1	14.8	15.6	
Revenue as % of Retail Sales:	.0048	.0040	.0034	.0035	.0034	.0029						
Mean % (85-90): .0032% - assigned												
Resulting Revenue Estimate:							13.4	14.7	16.0	17.6	18.5	
							MEAN REVENUE ESTIMATE: <u>12.9</u> <u>13.8</u> <u>14.7</u> <u>15.8</u> <u>16.6</u>					

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.554	.557	.554	.543	.540	.543	.546	.548	.551	.555	.557
Retail Sales (billions):	3.1	3.2	3.3	3.4	3.8	4.0	4.2	4.6	5.0	5.5	5.8

Below-the-Line Listening Shares: 13.8%
 Unlisted Station Listening: ~~13.1%~~
 Total Lost Listening: 26.9%
 Available Share Points: 73.1
 Number of Viable Stations: 8.5
 Mean Share Points per Station: 8.6
 Median Share Points per Station: 7.6
 Rev. per Available Share Point: \$165,526
 Estimated Rev. for Mean Station: \$1,423,524

Confidence Levels

1990 Revenue Estimates: Slightly below normal
 1991-1995 Revenue Projections: Slightly below normal

COMMENTS

Market reports to Miller, Kaplan although some stations (including KQXL) do not participate and estimates were made . . . Managers predict 2% to 4% revenue growth in 1991 . . .

Household Income: \$28,134
 Median Age: 29.0 years
 Median Education: 12.6 years
 Median Home Value: \$53,400
 Population Change (1989-1994): 2.9%
 Retail Sales Change (1989-1994): 45.3%
 Number of Class B or C FM's: 6
 Revenue per AQH: \$18,306
 Cable Penetration: 62%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 70.7	<15 33.3	12-24 27.5	Non High School Grad: 31.8
Black 27.6	15-30 27.1	25-54 54.3	High School Grad: 32.6
Hispanic 1.7	30-50 26.1	55+ 18.3	
Other ---	50-75 9.8		
	75+ 3.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 16.0
 College 4+ years: 19.6

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Petrochemicals	Borden Chemicals & Plastics	Premier Bancorp	
Government	(472)		
Shipping/Port			
Rubber Products			

INC 500 Companies Employment Breakdowns

Analytical Medical Enterprises (75)	By Industry (SIC):	By Occupation:
1. Special Trade Contractors	12,760 (8.0%)	Manag/Prof. 50,569 (24.2%)
2. Health Services	11,828 (7.4%)	Tech/Sales/Admin. 66,247 (31.6%)
3. Eating and Drinking Places	10,768 (6.7%)	Service 24,779 (11.9%)
4. Business Services	9,874 (6.2%)	Farm/Forest/Fish 1,995 (.9%)
5. Heavy Construction Contractors	7,920 (5.0%)	Precision Prod. 34,289 (16.4%)
6. Wholesale Trade-Durable Goods	7,560 (4.7%)	Oper/Fabri/Labor 31,367 (15.0%)
7. Chemicals and Allied Products	7,389 (4.6%)	
8. Food Stores	6,833 (4.3%)	
9. General Merchandise Stores	5,632 (3.5%)	
10. Automotive Dealers	4,830 (3.0%)	

Total Metro Employees: 159,967
 Top 10 Total Employees: 85,394 (53.4%)

BATON ROUGE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Ambank American (557 Mil)	LSU (30,186)		Jun 79: 7.2%
City National (615 Mil)	Southern U (9,128)		Dec 82: 9.6%
Hibernia National (5.7 Mil)			Sep 83: 10.2%
Premier Bank (4.0 Mil)			Sep 84: 8.3%
			Aug 85: 10.1%
			Aug 86: 10.1%
			Aug 87: 8.9%
			Aug 88: 9.1%
			Jul 88: 8.8%
			Jul 89: N/A
			Jul 90: N/A

Total Full-Time Students: 31,367

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Root	Coca Cola		1. WYNK A/F \$2,700,000
Garrison	Budweiser		2. WFME-F 2,600,000
Sount Investments	Toyota Dealers		3. WKJN-F 2,400,000
Kean	McDonalds		4. WTGE-F 1,100,000
			WJBO 1,100,000
			6. KQXL-F 900,000
			7. WGGZ-F 700,000
			8. WXOK 500,000

Major Daily Newspapers	AM	PM	SUN	Owner
Baton Rouge State-Times		27,581		Manship
Baton Rouge Advocate	79,490		133,505	Manship

COMPETITIVE MEDIA

Major Over the Air Television

WAFB	Baton Rouge	9	CBS	American Family
WBRZ	Baton Rouge	2	ABC	Manship
WLPB	Baton Rouge	27	PBS	
WRBT	Baton Rouge	33	NBC	Vetter Comm.

Best Restaurants	Best Hotels	Best Golf Courses
Chalet Brandt	Embassy Suites	CC of Louisiana
Chris Steak House	Hilton	Baton Rouge CC
Mike Andersons (Seafood)		
Ralph & Cocco's		

WEATHER DATA

NO WEATHER DATA AVAILABLE.
See New Orleans for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$29,000,000	34.7	.0073
Radio	12,200,000	14.6	.0029
Newspaper	39,300,000	47.1	.0098
Outdoor	<u>3,000,000</u>	<u>3.6</u>	<u>.0008</u>
	\$83,500,000		.0208

Radio Revenue Breakdown

National
Network
Local

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WTKL		600,000
1986	WTGE A/F	From Oppenheimer to Encore	NA
1986	WYNK A/F	From Hicks to Narragansett	NA
1988	WTGE A/F	From Encore to Vetter	5,000,000
1988	WKJN-F (Hammond)	Sold by Sterling	6,000,000
1988	WTGE		450,000
1989	WJBO, WFME-F	Sold to Jenne	9,100,000
1990	WTKL		Assumption of debt
1990	WXOK		1,000,000

NOTE: Some of these sales may not have been consummated.

BEAUMONT--PORT ARTHUR

1990 ARB Rank: 122	1990 Revenue: \$7,200,000	Manager's Market Ranking (current): 2.6
1990 MSA Rank: 139	Rev per Share Point: \$100,139	Manager's Market Ranking (future): 4.0
1990 ADI Rank: 128	Population per Station: 23,607 (13)	Duncan's Radio Market Grade: III D-
FM Base Value: \$1,200,000	1990 Revenue Change: 4.3%	Mathematical Market Grade: III D-
Base Value % : 16.6%	Station Turnover: 30%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	7.7	7.1	7.4	7.7	6.9	7.2						
Yearly Growth Rate (85-90): Negative	assigned rate of 4.6%											
Projected Revenue Estimates:							7.5	7.9	8.2	8.6	9.0	
Revenue per Capita:	20.53	18.98	19.89	20.87	18.80	19.72						
Yearly Growth Rate (85-90): Negative	assigned rate of 4.0%											
Projected Revenue per Capita:							20.59	21.33	22.18	23.07	23.99	
Resulting Revenue Estimate:							7.5	7.7	8.0	8.3	8.6	
Revenue as % of Retail Sales:	.0036	.0031	.0032	.0033	.0029	.0029						
Mean % (85-90): .0029% (89-90 only)												
Resulting Revenue Estimate:							7.7	8.1	8.5	8.9	9.2	

MEAN REVENUE ESTIMATE: 7.6 7.9 8.2 8.6 8.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.375	.374	.372	.369	.367	.365	.363	.362	.360	.359	.359
Retail Sales (billions):	2.15	2.30	2.30	2.35	2.38	2.50	2.65	2.81	2.94	3.07	3.16

Below-the-Line Listening Shares: 15.2%
 Unlisted Station Listening: 12.9%
 Total Lost Listening: 28.1%
 Available Share Points: 71.9
 Number of Viable Stations: 10
 Mean Share Points per Station: 7.2
 Median Share Points per Station: 7.0
 Rev. per Available Share Point: \$100,139
 Estimated Rev. for Mean Station: \$721,000

Confidence Levels

1990 Revenue Estimates: Much below normal
 1991-1995 Revenue Projections: Much below normal

COMMENTS

Market reports to Miller, Kaplan . . . Managers predict 4% to 6% revenue increase in 1991 . . . This is a difficult market to estimate because of KHYS trying to become a Houston station . . . I have allocated a portion of KHYS' revenue back to the Beaumont market

Household Income: \$31,262
 Median Age: 32.6 years
 Median Education: 12.4 years
 Median Home Value: \$31,900
 Population Change (1989-1994): -2.3%
 Retail Sales Change (1989-1994): 29.0%
 Number of Class B or C FM's: 8
 Revenue per AQH: \$17,184
 Cable Penetration: 55%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 74.0	<15 28.8	12-24 22.9	Non High School
Black 22.1	15-30 25.0	25-54 52.4	Grad: 37.5
Hispanic 3.9	30-50 28.8	55+ 24.9	High School Grad:
Other --	50-75 13.1		34.3
	75+ 4.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 16.1

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Petrochemicals Gulf States Utility
 Oil-Well Equipment
 Agriculture Equipment
 Shipping/Port
 Refining
 Rubber

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	11,876	(10.5%)
2. Chemicals and Allied Products	9,899	(8.7%)
3. Petroleum and Coal Products	8,574	(7.6%)
4. Eating and Drinking Places	5,250	(4.6%)
5. Special Trade Contractors	4,372	(3.9%)
6. Business Services	3,899	(3.4%)
7. Food Stores	3,639	(3.2%)
8. Wholesale Trade-Durable Goods	3,639	(3.2%)
9. General Building Contractors	3,473	(3.1%)
10. General Merchandise Stores	3,423	(3.0%)

By Occupation:

Manag/Prof.	27,976	(17.7%)
Tech/Sales/Admin. Service	43,962	(27.9%)
Farm/Forest/Fish	1,484	(1.0%)
Precision Prod.	32,315	(20.4%)
Oper/Fabri/Labor	32,303	(20.5%)

Total Metro Employees: 113,534
 Top 10 Total Employees: 62,723 (55.2%)

BEAUMONT - PORT ARTHUR

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First City National (611 Mil)	Lamar (15,835)		Jun 79: 6.9%
Texas Commerce (407 Mil)			Dec 82: 13.2%
			Sep 83: 15.1%
			Sep 84: 10.3%
			Aug 85: 13.8%
			Aug 86: 15.0%
			Aug 87: 12.3%
			Aug 88: 9.5%
			Jul 89: 9.8%
			Jul 90: 7.8%

Total Full-Time Students: 8,234

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Vance-Matthews	Market Basket	Houston	1. KLVI/KYKR-F \$2,200,000
Cornerstone Media	Conn's	Dallas	2. KHYS-F 1,700,000
John Nell			3. KAYD A/F 1,300,000
			4. KKMV-F 800,000
			NOTE: Much of the KHYS revenue comes out of the Houston market.

Major Daily Newspapers	AM	PM	SUN	Owner
Beaumont Enterprise	69,238		84,697	Hearst
Orange Leader		(AD)		
Port Arthur News	33,087		36,305	Cox

Best Restaurants	Best Hotels	Best Golf Courses
Casa Manana (Mexican)	Beaumont Hilton	Beaumont CC
Galaghers		
Patrizi's		

COMPETITIVE MEDIA

Major Over the Air Television

KBMT	Beaumont	12	ABC	
KFDM	Beaumont	6	CBS	Freedom Newspapers
KITU	Beaumont	34	Education	
KJAC	Port Arthur	4	NBC	Price

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See Houston for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Miscellaneous Comments
Television	\$17,000,000	31.5	.0068	
Radio	7,200,000	13.3	.0029	
Newspaper	27,500,000	51.0	.0110	
Outdoor	2,200,000	4.1	.0013	
	\$53,900,000		.0216	

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KAYC/KAYD-F	(never completed)	1,500,000
1987	KDVE, KQXY-F	Sold by Oppenheimer	1,200,000 (?)
1988	KOLE, KKMV-F	Sold to UNO	1,500,000 (E)
1989	KZZB A/F	Sold to Design	2,100,000
1989	KAYC, KAYD-F		1,500,000
1989	KWIC A/F		3,900,000

NOTE: Some of these sales may not have been consummated.

BINGHAMTON

1990 ARB Rank: 146
 1990 MSA Rank: 169
 1990 ADI Rank: 134
 FM Base Value: \$2,400,000
 Base Value % : 32.9%

1990 Revenue: \$7,300,000
 Rev per Share Point: \$85,882
 Population per Station: 18,608 (12)
 1990 Revenue Change: 2.8%
 Station Turnover: 0%

Manager's Market Ranking (current): 3.2
 Manager's Market Ranking (future) : 3.3
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV B-

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	5.5	5.9	6.3	6.7	7.1	7.3						
Yearly Growth Rate (85-90): 5.8%												
Projected Revenue Estimates:							7.6	8.2	8.6	9.1	9.7	
Revenue per Capita:	20.45	21.93	23.60	25.18	26.89	27.65						
Yearly Growth Rate (85-90): 6.2%												
Projected Revenue per Capita:							29.36	31.18	33.12	35.17	37.35	
Resulting Revenue Estimate:							7.8	8.2	8.7	9.2	9.8	
Revenue as % of Retail Sales:	.0034	.0035	.0036	.0036	.0037	.0037						
Mean % (85-90): .00358%												
Resulting Revenue Estimate:							7.5	8.2	9.0	9.3	10.0	
							MEAN REVENUE ESTIMATE:	7.6	8.2	8.8	9.2	9.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.270	.269	.267	.266	.264	.264	.264	.263	.263	.263	.263
Retail Sales (billions):	1.62	1.70	1.77	1.84	1.93	2.0	2.1	2.3	2.5	2.6	2.8
Below-the-Line Listening Shares: 1.4%											
Unlisted Station Listening: 13.6%											
Total Lost Listening: 15.0%											
Available Share Points: 85.0											
Number of Viable Stations: 7											
Mean Share Points per Station: 12.1											
Median Share Points per Station: 9.2											
Rev. per Available Share Point: \$85,882											
Estimated Rev. for Mean Station: \$1,042,853											

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market does not report to accountant . . . Managers predict 3% to 4% increase in 1991 . . .

Household Income: \$33,274
 Median Age: 34.3 years
 Median Education: 12.2 years
 Median Home Value: \$41,300
 Population Change (1989-1994): -.3%
 Retail Sales Change (1989-1994): 34.9%
 Number of Class B or C FM's: 3 + 1 = 4
 Revenue per AQH: \$22,956
 Cable Penetration: 65%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 97.6	<15 26.1	12-24 23.2	Non High School
Black 1.3	15-30 30.4	25-54 49.2	Grad: 30.2
Hispanic 0.7	30-50 26.1	55+ 27.6	High School
Other 0.4	50-75 13.3		Grad: 39.5
	75+ 4.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 14.9

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Electrical Equipment			
Shoes/Clothing			
Photographic Equipment			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Electric & Electronic Equip	27,995	(28.6%)
2. Health Services	8,464	(8.6%)
3. Eating and Drinking Places	6,169	(6.3%)
4. Machinery, Except Electrical	4,629	(4.7%)
5. Food Stores	3,156	(3.2%)
6. Business Services	3,093	(3.2%)
7. Special Trade Contractors	2,892	(3.0%)
8. Wholesale Trade-Durable Gds	2,840	(2.9%)
9. General Merchandise Stores	2,730	(2.8%)
10. Miscellaneous Retail	2,620	(2.7%)

By Occupation:

Manag/Prof.	29,635	(25.6%)
Tech/Sales/Admin. Service	35,191	(30.4%)
Farm/Forest/Fish	1,760	(1.5%)
Precision Prod.	12,727	(11.0%)
Oper/Fabri/Labor	21,514	(18.6%)

Total Metro Employees: 97,935
 Top 10 Total Employees: 64,588 (65.9%)

BINGHAMTON

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Marine Midland (N/A)	SUNY-Binghamton (11,964)		Jun 79: N/A
Chase Lincoln (N/A)	Broome CC (6,475)		Dec 82: 8.4%
Key Bank (N/A)			Sep 83: 6.6%
			Sep 84: 5.6%
			Aug 85: 6.8%
			Aug 86: 5.5%
			Aug 87: 3.4%
			Aug 88: 3.3%
			Jul 89: 4.3%
			Jul 90: 3.8%

Total Full-Time Students: 12,785

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Fred Rigor	Coca Cola	Syracuse	1. WAAL-F \$1,650,000
RVSA	McDonalds	Rochester	2. WHWK-F 1,500,000
	Price Chopper	New York	3. WMRV-F 1,400,000
	Dick's Sporting Goods		4. WNBK 1,125,000

Major Daily Newspapers	AM	PM	SUN	Owner
Binghamton Press	70,413			Gannett
Binghamton Sun Bulletin			92,140	Gannett

Best Restaurants	Best Hotels	Best Golf Courses
Cortese (Italian)	Hotel D'Ville	En Jole
Number 5 (Steak)	Holiday Inn Arena	Binghamton CC
Vestal Steak House		Vestal Hills

COMPETITIVE MEDIA

Major Over the Air Television

WBNG	Binghamton	12	CBS	Gateway
WICZ	Binghamton	40	NBC	Stainless
WMGC	Binghamton	34	ABC	Citadel
WSKG	Binghamton	46	PBS	

WEATHER DATA
NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$15,200,000	33.0	.0076
Radio	7,300,000	15.8	.0037
Newspaper	21,800,000	47.4	.0109
Outdoor	1,700,000	3.7	.0001
	\$46,000,000		.0231

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1987	WENE, WMRV-F	Sold to Beacon	\$4,500,000
1987	WINR		975,000

NOTE: Some of these sales may not have been consummated.

BIRMINGHAM

1990 ARB Rank: 53	1990 Revenue: \$24,700,000	Manager's Market Ranking (current): 3.2
1990 MSA Rank: 58	Rev per Share Point: \$279,728	Manager's Market Ranking (future): 3.5
1990 ADI Rank: 47	Population per Station: 40,684 (19)	Duncan's Radio Market Grade: II B
FM Base Value: \$4,600,000	1990 Revenue Change: 1.0%	Mathematical Market Grade: II B+
Base Value % : 18.6%	Station Turnover: 20%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	19.9	21.5	22.6	24.8	24.5	24.7						
Yearly Growth Rate (85-90): 4.5%	(assigned rate of 5.2%)											
Projected Revenue Estimates:							25.8	27.4	28.8	30.3	31.9	
Revenue per Capita:	21.63	23.32	24.32	26.52	26.11	26.22						
Yearly Growth Rate (85-90): 4.0%												
Projected Revenue per Capita:							27.27	28.36	29.49	30.67	31.90	
Resulting Revenue Estimate:							25.8	26.9	28.1	29.4	30.7	
Revenue as % of Retail Sales:	.0038	.0038	.0039	.0040	.0037	.0035						
Mean % (85-90): .0035% - assigned												
Resulting Revenue Estimate:							25.9	27.7	29.4	31.5	33.6	
							MEAN REVENUE ESTIMATE:	25.8	27.3	28.8	30.4	32.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.922	.922	.929	.935	.938	.942	.945	.950	.954	.959	.961
Retail Sales (billions):	5.2	5.6	5.8	6.2	6.6	7.0	7.4	7.9	8.4	9.0	9.6
Below-the-Line Listening Shares: 2.5%											
Unlisted Station Listening: 9.2%											
Total Lost Listening: 11.7%											
Available Share Points: 88.3											
Number of Viable Stations: 10											
Mean Share Points per Station: 8.8											
Median Share Points per Station: 7.0											
Rev. per Available Share Point: \$279,728											
Estimated Rev. for Mean Station: \$2,461,606											

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . 4 or 5 low rated stations do not participate so I made estimates . . . Managers predict 2% to 4% revenue increase in 1991 . . .

Household Income: \$27,025
 Median Age: 33.3 years
 Median Education: 12.4 years
 Median Home Value: \$39,200
 Population Change (1989-1994): 2.2%
 Retail Sales Change (1989-1994): 37.5%
 Number of Class B or C FM's: 7
 Revenue per AQH: \$20,739
 Cable Penetration: 54%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 72.2	<15 36.0	12-24 21.6	Non High School Grad: 38.3
Black 27.1	15-30 29.0	25-54 52.1	High School Grad: 32.9
Hispanic 0.7	30-50 22.8	55+ 26.4	
Other ---	50-75 8.9		
	75+ 3.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 14.5
 College 4+ years: 14.3

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Iron and Steel	Vulcan Materials (326)	AmSouth Bancorporation	Harbert (237)
Fabricated Metals		Bruno's	McWane (398)
Government		Central Bancshares of the South	
Textiles		Sonac	
Coal Mining		SouthTrust	
		Torchmark	

INC 500 Companies

Employment Breakdowns

AC3 (416)

By Industry (SIC):

1. Health Services	28,516	(8.8%)
2. Wholesale Trade-Durable Goods	19,577	(6.1%)
3. Eating and Drinking Places	17,115	(5.3%)
4. Business Services	16,428	(5.1%)
5. General Building Contractors	16,306	(5.0%)
6. Special Trade Contractors	13,916	(4.3%)
7. Electric Services	11,743	(3.6%)
8. Primary Metal Industries	10,562	(3.3%)
9. Membership Organizations	9,351	(2.9%)
10. Food Stores	9,109	(2.8%)

By Occupation:

Manag/Prof.	79,281	(21.9%)
Tech/Sales/Admin.	117,537	(32.4%)
Service	41,550	(11.4%)
Farm/Forest/Fish	3,810	(1.1%)
Precision Prod.	49,522	(13.6%)
Oper/Fabri/Labor	71,026	(19.6%)

Total Metro Employees: 323,514
 Top 10 Total Employees: 152,623 (47.2%)

BIRMINGHAM

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
AmSouth (8.3 Bil) Central Bank (3.8 Bil) SouthTrust (3.1 Bil)	University of Alabama-Birm. (13,517) Birmingham Southern (1,542) Samford (4,007) Jefferson State JC (6,030)	Ft. McClellan (8,488)	Jun 79: 5.8% Dec 82: 15.6% Sep 83: 11.5% Sep 84: 9.7% Aug 85: 6.9% Aug 86: 9.0% Aug 87: 6.3% Aug 88: 5.8% Jul 89: 6.1% Jul 90: 5.7%
Total Full-Time Students: 22,770			

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Steiner Bressler Barry Huey Gillis, Townsend	Pepsi Food World Nutri-System	Atlanta Memphis	1. WZZK A/F \$6,000,000 2. WMJJ-F 5,200,000 3. WZRR-F 3,000,000 4. WAPI-F 2,500,000 5. WENN-F 2,300,000 6. WERC 1,200,000 7. WKXX-F 1,100,000 8. WAPI 600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Birmingham Post Herald Birmingham News JOA	64,532	173,947	212,698	Scripps-Howard Newhouse

Best Restaurants	Best Hotels	Best Golf Courses
Winstons Southpoint (Continental) Rossi's (Italian) Jenky's (Steak)	Wynfrey Hyatt Pickwick	CC of Birmingham Shoal Creek Pine Tree CC Riverchase CC Mountain Brook

COMPETITIVE MEDIA

Major Over the Air Television

WBIQ	Birmingham	10	PBS	
WBMG	Birmingham	42	CBS	Park
WBRC	Birmingham	6	ABC	Great American
WNAL	Gadsden	44	Fox	
WTTO	Birmingham	21	H.R.	
WVTM	Birmingham	13	NBC	Times-Mirror

WEATHER DATA

Elevation:	620		
Annual Precipitation:	53.5 in.		
Annual Snowfall:	1.2 in.		
Average Windspeed:	7.4 (S)		
	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	54.3	90.3	73.6
Avg. Min. Temp:	34.1	69.5	51.2
Average Temp:	44.2	79.9	62.4

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$60,200,000	36.8	.0086
Radio	24,700,000	15.1	.0035
Newspaper	73,000,000	44.6	.0104
Outdoor	5,900,000	3.6	.0008
	\$163,800,000		.0233

Radio Revenue Breakdown

National	22.0%
Local	78.0%
(Trade equals 11% of local - down 16% in 1990)	

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WYDE	From Sudbrink to American General	740,000
1986	WVOK/WZRR-F	From ELF to REBS	6,000,000 (E)
1986	WZZK A/F	From Katz to New City	9,500,000 (E)
1987	WYDE		225,000
1987	WAGG, WENN-F	From Woods to Willis (85%)	3,400,000
1987	WVOK, WZRR-F	Sold to Signature	7,640,000
1987	WYDE		980,000
1988	WCRT		300,000
1988	WZRR-F, WVOK	Sold to Dick	6,650,000
1988	WATV		400,000
1989	WHMA A/F (Anniston)	Sold to Crown	7,500,000
1990	WERC	From SunGroup to Ameron	4,200,000
1990	WMJJ-F	From Capitol (Johnson) to Ameron	16,500,000
1990	WYDE	From Brandon to Guardian	1,000,000

NOTE: Some of these sales may not have been consummated.

BOISE

1990 ARB Rank: 139
 1990 MSA Rank: 202
 1990 ADI Rank: 135
 FM Base Value: \$1,200,000
 Base Value % : 14.5%

1990 Revenue: \$8,300,000
 Rev per Share Point: \$93,468
 Population per Station: 12,615 (19)
 1990 Revenue Change: 4.0%
 Station Turnover: 15.4%

Manager's Market Ranking (current): 2.7
 Manager's Market Ranking (future) : 3.7
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV B+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	6.1	6.5	6.3	7.2	8.0	8.3					
Yearly Growth Rate (85-90): 6.6%											
Projected Revenue Estimates:							8.7	9.3	9.9	10.6	11.3
Revenue per Capita:	21.18	23.21	21.36	24.24	26.84	27.48					
Yearly Growth Rate (85-90): 5.6%											
Projected Revenue per Capita:							29.01	30.64	32.36	34.17	36.09
Resulting Revenue Estimate:							8.9	9.5	10.2	10.9	11.7
Revenue as % of Retail Sales:	.0043	.0045	.0038	.0041	.0043	.0042					
Mean % (85-90): .0042%											
Resulting Revenue Estimate:							8.9	9.6	10.3	11.2	11.8

MEAN REVENUE ESTIMATE: 8.8 9.5 10.1 10.9 11.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.288	.293	.295	.297	.298	.302	.307	.311	.315	.320	.323
Retail Sales (billions):	1.43	1.52	1.64	1.74	1.87	1.96	2.13	2.29	2.46	2.66	2.82

Below-the-Line Listening Shares: 1.0%
 Unlisted Station Listening: 10.2%
 Total Lost Listening: 11.2%
 Available Share Points: 88.8
 Number of Viable Stations: 13
 Mean Share Points per Station: 6.8
 Median Share Points per Station: 6.3
 Rev. per Available Share Point: \$93,468
 Estimated Rev. for Mean Station: \$638,458

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Canyon County included in Metro for population and retail sales projections . . . Market reports to Miller, Kaplan . . . KBXL and KLCI do not cooperate and estimates were made . . . Managers predict 4% to 6% revenue increase in 1991 . . .

Household Income: \$29,101
 Median Age: 31.0 years
 Median Education: 12.9 years
 Median Home Value: \$52,400
 Population Change (1989-1994): 7.4%
 Retail Sales Change (1989-1994): 42.5%
 Number of Class B or C FM's: 9 + 1 = 10
 Revenue per AQH: \$23,446
 Cable Penetration: 38%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 95.2	<15 29.7	12-24 23.0	Non High School Grad: 23.6
Black 0.3	15-30 32.8	25-54 54.4	High School Grad: 35.2
Hispanic 4.2	30-50 24.8	55+ 22.5	
Other 0.3	50-75 9.1		
	75+ 3.6		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Lumber	Boise Cascade (112)	Albertson's	JK Simplot (106)
Food Processing		Moore Financial Corp.	
Electronics		Morrison Knudsen	
Government			
Heavy Construction			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	7,329	(8.7%)
2. Eating and Drinking Places	7,270	(8.7%)
3. Food and Kindred Products	4,478	(5.3%)
4. Wholesale Trade-Durable Goods	4,020	(4.8%)
5. Machinery, except Electrical	3,896	(4.6%)
6. Business Services	3,397	(4.0%)
7. Food Stores	3,045	(3.6%)
8. Wholesale Trade-Non Durable Gds	3,026	(3.6%)
9. Special Trade Contractors	2,741	(3.3%)
10. Automotive Dealers	2,671	(3.2%)

By Occupation:

Manag/Prof.	28,399	(24.7%)
Tech/Sales/Admin.	37,639	(32.8%)
Service	14,091	(12.3%)
Farm/Forest/Fish	4,885	(4.2%)
Precision Prod.	14,288	(12.5%)
Oper/Fabri/Labor	15,517	(13.5%)

Total Metro Employees: 83,887
 Top 10 Total Employees: 41,873 (49.9%)

BOISE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First Interstate (873 Mil)	Boise State (11,584)	Mountain Home AFB (4,420)	Jun 79: N/A
First Security (1.7 Bil)			Dec 82: N/A
Idaho First (3.0 Bil)			Sep 83: 6.3%
			Sep 84: 4.6%
			Aug 85: 4.9%
			Aug 86: 4.7%
			Aug 87: 4.6%
			Aug 88: 3.1%
			Jul 89: 3.0%
			Jul 90: 3.5%

Total Full-Time Students: 8,069

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Davis & Roarke	Idaho First Bank	Seattle	1. KCIX-F \$2,100,000
Elgin, Syfred	Albertson's	Salt Lake City	2. KBOI 1,200,000
Steele, Stultz	Peterson Auto	Portland	3. KJOT-F 900,000
	Golden Rule Auto		4. KFXD-F 850,000
			5. KLTB-F 780,000
			6. KQFC-F 580,000
			7. KHEZ-F 380,000
			8. KLCI-F 370,000
			9. KIZN-F 340,000
			10. KIDO 300,000
			11. KZMG A/F 280,000

Major Daily Newspapers	AM	PM	SUN	Owner
Boise Idaho-Statesman	57,664		78,061	Gannett

Best Restaurants	Best Hotels	Best Golf Courses
Murphy's	Red Lion	Crane Creek
Angels (Steak & Seafood)	(both locations)	Hillcrest
Charterhouse (Seafood)	Comprl	Sun Valley
Cafe Ole Mexican	Owyhee Plaza	Elkhorn (Sun Valley)
Peter Schott's		Quail Hollow

COMPETITIVE MEDIA

Major Over the Air Television

KAID	Boise	4	PBS
KBCI	Boise	2	CBS Eugene TV
KIVI	Nampa	6	ABC Evening Post
KTVB	Boise	7	NBC King
KTRV	Nampa	12	Fox Toledo Blade

WEATHER DATA

Elevation: 2838
 Annual Precipitation: 12.0 in.
 Annual Snowfall: 21.7 in.
 Average Windspeed: 9.0 (WSW)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	36.5	90.5	62.6
Avg. Min. Temp:	21.4	58.5	39.1
Average Temp:	29.0	74.5	50.9

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$18,400,000	35.8	.0094
Radio	8,300,000	16.1	.0042
Newspaper	23,100,000	44.9	.0118
Outdoor	1,600,000	3.1	.0008
	\$51,400,000		.0262

Miscellaneous Comments

Radio Revenue Breakdown

National	15.3%
Network	0.7%
Local	84.0%
(Trade equals 9% of local - up 23% in 1990)	

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KFXD A/F	Sold by Communication Properties	\$1,200,000
1986	KSGR (Nampa)		170,000
1987	KFML		450,000
1987	KGEM, KJOT-F	From Hatch to Bruce Johnson	2,100,000
1989	KHEZ-F (Caldwell)	Sold to John Price	700,000
1989	KIZN A/F	From Constant to Pacific Telecom	NA

NOTE: Some of these sales may not have been consummated.

BOSTON

Largest Local Banks

Bank of New England (1.5 Bill)
 Boston Safe Deposit (6.8 Bill)
 First National (36.0 Bill)
 Shawmut (8.8 Bill)
 State Street (8.2 Bill)

Colleges and Universities

Harvard (17,628)
 Boston University (27,630)
 Northeastern (36,219)
 Boston College (14,209)
 U of Mass-Boston (12,542)

Military Bases

Ft. Devens (7,227)
 Hanson AFB (1,900) ?

Unemployment

Jun 79: 5.0%
 Dec 82: 5.7%
 Sep 83: 5.2%
 Sep 84: 4.3%
 Aug 85: 3.3%
 Aug 86: 3.3%
 Aug 87: 2.5%
 Aug 88: 2.7%
 Jul 89: 3.9%
 Jul 90: 5.6%

Total Full-Time Students: 176,164

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Hill, Holliday
 Cabot
 Arnold
 Pro Media
 Houston

Largest Local Radio Accounts

NE Telephone
 Boston Globe
 McDonalds
 Jordan Marsh
 Jordan's Furniture
 Stop & Shop

Source of Regional Dollars

Highest Billing Stations

1. WKXS-F	\$15,100,000	10. WZLX-F	\$6,700,000
2. WBCN-F	14,900,000	11. WHDH	5,500,000
3. WRKO	12,900,000	12. WROR-F	5,200,000
4. WBZ	10,200,000	13. WVBF-F	4,300,000
5. WSSH-F	8,100,000	14. WBOS-F	3,000,000
6. WODS-F	8,000,000	15. WCRB-F	2,900,000
7. WMJX-F/WMEX	7,500,000	16. WCDJ-F	2,800,000
8. WZOU-F	7,300,000	17. WFNX-F	2,000,000
9. WEEI	7,000,000	18. WKXS-F	1,700,000

Major Daily Newspapers

Boston Globe
 Boston Herald

AM

522,981
 370,752

PM

SUN

787,858
 253,233

Owner

Affiliated
 Murdoch

COMPETITIVE MEDIA

Major Over the Air Television

WBZ	Boston	4	NBC	Westinghouse
WCVB	Boston	5	ABC	Hearst
WFXT	Boston	25	Fox	Boston Celtics
WGBH	Boston	2	PBS	
WLVI	Cambridge	56		Gannett
WNEV	Boston	7	CBS	New England TV
WQTV	Boston	68		Monitor
WSBK	Boston	38		Gillett
WMUR	Mnchstr	9	ABC	Imes
WHLL	Worcester	27		Hill
WNDS	Derry	50		

Best Restaurants

Jimmies (seafood)
 Seasons
 Legal Seafoods
 Armidas (Italian)

Best Hotels

Four Seasons
 Marriott Long Wharf
 Ritz Carlton
 Boston Harbor

Best Golf Courses

The Country Club
 Salem CC
 Brookline
 Stowe Acres
 Pleasant Valley
 Winchester CC

WEATHER DATA

Elevation: 15
 Annual Precipitation: 41.6 in.
 Annual Snowfall: 41.9 in.
 Average Windspeed: 12.6 (SW)

JAN JUL TOTAL YEAR

Avg. Max. Temp: 35.9 81.4 58.7
 Avg. Min. Temp: 22.5 65.1 43.8
 Average Temp: 29.2 73.3 51.3

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$330,000,000	36.4	.0097
Radio	120,500,000	13.3	.0035
Newspaper	425,000,000	46.8	.0125
Outdoor	32,000,000	3.5	.0009
	\$907,500,000		.0266

Miscellaneous Comments

* Total TV revenue for ADI is estimated at \$400,000,000.
 Allocations made to Worcester, Cape Cod, Manchester, NH and Portsmouth, NH.

Radio Revenue Breakdown

National 35.1%
 Network 1.7%
 Local 63.2%
 (Trade equals 9.3% of local - up 6% in 1990)

* See Miscellaneous Comments
 NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WSSH-F	Sold to Noble	\$19,500,000
1987	WHDH	From Blair to Sconnix	14,500,000
1987	WZOU-F	From Blair to Sconnix to Ardman	15,500,000
1987	WSSH	Sold to Noble	3,700,000
1987	WRKO, WROR-F	Sale Announced by RKO	26,000,000
1987	WZLX-F	From First Media to Cook Inlet	17,000,000 (E) + Tax Cert.
1988	WJIB-F	From NBC to Emmis	16,000,000 (E)
1988	WRKO, WROR-F	From RKO to Atlantic Ventures	28,300,000
1988	WBOS-F	From Sconnix to Ackerly	19,300,000
1989	WDLW (Waltham)		1,150,000
1989	WSSH A/F	CANCELLED	39,000,000
1989	WEEI	Sold to Boston Celtics	8,000,000
1989	WHDH	Sold by Sconnix	14,000,000

NOTE: Some of these sales may not have been consummated.

BRIDGEPORT (Fairfield County)

1990 ARB Rank: 94 (Bridg. only)	1990 Revenue: \$21,300,000	Manager's Market Ranking (current): 3.5
1990 MSA Rank: 64 (County)	Rev per Share Point: \$ NA	Manager's Market Ranking (future): 3.6
1990 ADI Rank: New York ADI	Population per Station: 93,300 (4)	Duncan's Radio Market Grade: II B+
FM Base Value: NA	1990 Revenue Change: -7.4%	Mathematical Market Grade: II C+
Base Value % : NA	Station Turnover: NA	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:			21.8	23.1	23.0	21.3					
Yearly Growth Rate (85-90):	Negative - assigned rate of 5.7% after 1991										
Projected Revenue Estimates:							21.6	22.8	24.1	25.5	26.9
Revenue per Capita:			26.29	27.80	27.88	25.76					
Yearly Growth Rate (85-90):	Negative - assigned rate of 5.8% after 1991										
Projected Revenue per Capita:							26.28	27.80	29.41	31.12	32.92
Resulting Revenue Estimate:							21.8	23.1	24.5	26.0	27.5
Revenue as % of Retail Sales:			.0027	.0028	.0027	.0024					
Mean % (85-90):	.0026%										
Resulting Revenue Estimate:							24.7	26.7	28.3	29.9	31.7
	MEAN REVENUE ESTIMATE: 22.7 24.2 25.6 27.1 28.7										

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.827	.828	.829	.831	.825	.827	.828	.830	.832	.835	.836
Retail Sales (billions):	7.1	7.5	8.1	8.3	8.4	8.9	9.5	10.3	10.9	11.5	12.2

Below-the-Line Listening Shares: --
 Unlisted Station Listening: --
 Total Lost Listening: Not meaningful
 Available Share Points: because the ARB
 Number of Viable Stations: shares do not
 Mean Share Points per Station: reflect the entire
 Median Share Points per Station: county...
 Rev. per Available Share Point: --
 Estimated Rev. for Mean Station: --

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS
 Figures include all of Fairfield County . . . Stations report to local accountant . . . Managers predict negative growth in 1991 . .

Household Income: \$52,365	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Median Age: 36.3 years	White 85.0	<15 16.7	12-24 20.8	Non High School
Median Education: 12.5 years	Black 8.2	15-30 19.7	25-54 52.1	Grad: 28.3
Median Home Value: \$82,600	Hispanic 6.8	30-50 23.6	55+ 27.1	High School Grad:
Population Change (1989-1994): 1.2%	Other ---	50-75 21.2		32.4
Retail Sales Change (1989-1994): 37.0%		75+ 18.8		
Number of Class B or C FM's: 3				
Revenue per AQH: \$ NA				
Cable Penetration: NA				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 15.4

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Metal Products	General Electric (5)	People's Bank	Duracell Holding (108)
Clothing	Xerox (22)		First Brands (113)
Elect. Products	Union Carbide (50)		Ethan Allen (272)
Ordinance	American Brands (58)		
	Champion International (91)		
	Great Northern Nekoosa (127)		
	Combustion Engineering (131)		

College 4+ years: 23.9

NOTE: Companies located in Southwestern Section of County are listed under New York City.

INC 500 Companies	Employment Breakdowns				
Diavon Systems (16)	By Industry (SIC):		By Occupation:		
	1. Health Services	15,265 (8.1%)	Manag/Prof.	60,724 (29.6%)	
	2. Business Services	13,642 (7.3%)	Tech/Sales/Admin.	64,961 (31.6%)	
	3. Eating and Drinking Places	9,547 (5.1%)	Service	21,900 (10.7%)	
	4. Electric & Electronic Equip.	9,062 (4.8%)	Farm/Forest/Fish	1,459 (.7%)	
	5. Transportation Equipment	7,890 (4.2%)	Precision Prod.	23,549 (11.5%)	
	6. Machinery, Except Electrical	7,437 (4.0%)	Oper/Fabri/Labor	32,737 (15.9%)	
	7. Wholesale Trade-Durable Goods	7,415 (4.0%)			
	8. Wholesale Trade-Nondurable Gds.	6,546 (3.5%)			
	9. Food Stores	5,938 (3.2%)			
	10. Miscellaneous Retail	5,662 (3.0%)			
	Total Metro Employees:	187,572			
	Top 10 Total Employees:	88,404 (47.1%)			

BRIDGEPORT (Fairfield County)

Largest Local Banks

The Bank Mart (712 Mil)
 CityTrust (2.5 Bil)
 People's Bank (6.3 Bil)
 Connecticut National (N/A)

Colleges and Universities

University of Bridgeport (6,337)
 Fairfield (5,104)
 Sacred Heart University (4,972)

Military Bases

Unemployment

Jun 79: 6.0%
 Dec 82: 7.9%
 Sep 83: 6.4%
 Sep 84: 5.0%
 Aug 85: 6.4%
 Aug 86: 4.9%
 Aug 87: 3.8%
 Aug 88: 3.3%
 Jul 89: 4.7%
 Jul 90: 6.4%

Total Full-Time Students: 8,541

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Davidoff
 Shafer
 Jay

Largest Local Radio Accounts

Conn. Lottery
 SNET
 CBT

Source of Regional Dollars

Hartford
 Boston

Highest Billing Stations

1. WEBE-F	\$4,700,000
2. WEZN-F	4,600,000
3. WINE/WRKI-F	2,900,000
4. WSTC/WQQQ-F	2,500,000
5. WEFX-F	2,100,000
6. WICC	2,000,000
7. WLAD/WDAQ-F	1,800,000

Major Daily Newspapers

	AM	PM	SUN	Owner
Bridgeport Post	73,753	(AD)	89,838	

Best Restaurants

Le Chamboard
 Inn at Mill River

Best Hotels

Inn at Mill River
 Westin
 Stamford Sheraton

Best Golf Courses

Stanwich Club
 (Greenwich)
 Winged Foot
 Wee Burn (Darien)
 Richter Park

COMPETITIVE MEDIA

Major Over the Air Television

See New York

WEATHER DATA

See New York for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$48,000,000	31.7	.0054
Radio	21,300,000	14.1	.0024
Newspaper	76,000,000	50.2	.0085
Outdoor	<u>6,000,000</u>	<u>4.0</u>	<u>.0007</u>
	\$151,300,000		.0170

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

*Bridgeport is part of the New York ADI. TV revenue is an estimate of Bridgeport's share of ADI's total revenue.

RADIO REVENUE BREAKDOWN

Local 78.9%
 National 21.1%

Manager's Comments

Major Radio Station Sales Since 1986

1986	WEZN-F	From Katz to New City	10,500,000 (E)
1987	WEBE-F (Westport)	Sold to ML	12,000,000
1989	WICC	From Tribune Co. to WIN/ML	6,250,000
1989	WJBX		550,000
1990	WCUM	37.5% sold	135,000
1990	WINE/WRKI-F	Sold by Home News (cancelled)	5,500,000

NOTE: Some of these sales may not have been consummated.

BUFFALO - NIAGARA FALLS

Largest Local Banks
 Goldome (14.9 Bil)
 Manufacturers and Traders
 (3.8 Bil)
 Marine Midland (25 Bil)
 Norstar (3.5 Bil)

Colleges and Universities
 SUNY-Buffalo (11,548)
 Canausis (4,383)

Military Bases

Unemployment
 Jun 79: 5.7%
 Dec 82: 12.9%
 Sep 83: 10.4%
 Sep 84: 9.8%
 Aug 85: 6.7%
 Aug 86: 7.0%
 Aug 87: 5.2%
 Aug 88: 4.8%
 Jul 89: 5.8%
 Jul 90: 4.7%

Total Full-Time Students: 48,396

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Healy, Schutte Levy, King Ellis Singer	Tops Supermarkets Hills Dept. Stores Pepsi McDonalds Valu Home Centers	

Highest Billing Stations

1. WBEN	\$4,400,000
2. WKSE-F	3,700,000
3. WBUF-F	3,200,000
4. WGR -F	3,100,000
5. WHTT-F	3,000,000
6. WJYE-F	2,700,000
7. WYRK-F	2,400,000
8. WGR	2,300,000
9. WMJQ-F	2,100,000
10. WXBX/WUFX-F	1,400,000
11. WBLK-F	800,000
12. WECK	500,000
13. WWKB	400,000

Major Daily Newspapers	AM	PM	SUN	Owner
Buffalo News	315,669	(AD)	380,610	Berkshire Hathaway

COMPETITIVE MEDIA

Major Over the Air Television

WGRZ	Buffalo	2	NBC	Tak
WIVB	Buffalo	4	CBS	King World
WKBW	Buffalo	7	ABC	Queen City
WNED	Buffalo	17	PBS	
WNYB	Buffalo	49		
WUTV	Buffalo	29	Fox	Act III
WNEQ	Buffalo	23	PBS	

Best Restaurants Best Hotels Best Golf Courses

Chef (Italian) Rue Franklin (French) Olivers (French) Manny's Fanny's	Hyatt Marriott	Sheridan Park Buffalo CC Crag Burn
---	-------------------	--

WEATHER DATA

Elevation: 705
 Annual Precipitation: 35.2 in.
 Annual Snowfall: 88.6 in.
 Average Windspeed: 12.3 (W)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	29.8	79.5	55.0
Avg. Min. Temp:	17.6	60.7	39.1
Average Temp:	23.7	70.1	47.1

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$86,600,000	37.4	.0106
Radio	30,300,000	13.8	.0037
Newspaper	95,800,000	43.5	.0117
Outdoor	7,400,000	3.4	.0009
	\$220,100,000		.0269

Manager's Comments

"Buffalo gets a bad rap. The economy is now diversified."

Radio Revenue Breakdown

Local	75.6%
National	22.8%
Network	1.6%

(Trade equals 10.2% of local - up 15% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WKSE-F	From Porter to Price	2,850,000
1986	WBMW-F	Sold to Burbach (cancelled)	3,400,000
1987	WGR, WGR-F	From Taft to Rich	5,750,000
1988	WBMW-F (Wethersfield)	Sold to Casciani	1,265,000
1989	WJYE-F	Sold to Williams	6,000,000
1989	WECK		600,000
1989	WGKT, WPHD-F	Sold to Metroplex	6,400,000
1990	WECK/WJYE-F	Sold to Ralph Guild	????????

NOTE: Some of these sales may not have been consummated.

CANTON

Largest Local Banks

Central Trust (874 Mil)
 Ameritrust (N/A)
 Society Bank (1.3 Bil)
 United National (306 Mil)

Colleges and Universities

Kent State-Stark (1,647)
 Malone College (917)
 Stark Tech (3,400)

Military Bases

Unemployment

Jun 79: 5.5%
 Dec 82: 13.7%
 Sep 83: 12.3%
 Sep 84: 9.8%
 Aug 85: 10.0%
 Aug 86: 9.3%
 Aug 87: 7.8%
 Aug 88: 6.0%
 Jul 89: 5.8%
 Jul 90: 5.4%

Total Full-Time Students: 4,622

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Crowl
 Wern, Rausch
 SBA

Largest Local Radio Accounts

Citizen's Savings
 Miller Beer
 Peoples Drugs
 First American Bank

Source of Regional Dollars

Cleveland
 Akron
 Columbus

Highest Billing Stations

1. WHBC \$2,200,000
 2. WDJQ-F 1,800,000
 3. WHBC-F 1,500,000
 4. WRQK-F 1,200,000

WQXK-F - See Youngstown

Major Daily Newspapers

Canton Repository

AM

PM

SUN

Owner

57,447

75,669

Thomson

Best Restaurants

Benders (seafood)
 Kurt's Inn

Best Hotels

Sheraton Belden
 Parke
 Newmarket Hilton

Best Golf Courses

COMPETITIVE MEDIA

Major Over the Air Television

WDLI Canton 17 Trinity
 WOAC Canton 67 Media Central

Others - See Cleveland

WEATHER DATA

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$16,700,000	30.1	.0064
Radio	8,200,000	14.8	.0032
Newspaper	28,000,000	50.5	.0108
Outdoor	2,500,000	4.5	.0010
	\$55,400,000		.0214

* See Miscellaneous Comments

Miscellaneous Comments

* Split ADI with Cleveland and Akron. TV revenue is estimate of Canton's share. Total TV revenue for ADI is estimated at \$175,000,000.

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1987 WTOF Sold by Mortenson \$ 270,000
 1989 WINW, WRQK-F 3,600,000

NOTE: Some of these sales may not have been consummated.

CHARLESTON, SC

1990 ARB Rank: 82
 1990 MSA Rank: 94
 1990 ADI Rank: 106
 FM Base Value: \$2,900,000
 Base Value % : 27.4%

1990 Revenue: \$10,600,000
 Rev per Share Point: \$127,404
 Population per Station: 22,084 (19)
 1990 Revenue Change: -4.0%
 Station Turnover: 44.4%

Manager's Market Ranking (current): 2.5
 Manager's Market Ranking (future) : 3.7
 Duncan's Radio Market Grade: III B-
 Mathematical Market Grade: III C-

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	9.8	11.0	10.7	11.3	11.0	10.6					
Yearly Growth Rate (85-90):	1.8% (assigned rate of 5.5%)										
Projected Revenue Estimates:							10.9	11.6	12.3	12.9	13.7
Revenue per Capita:	19.88	22.26	21.44	22.76	21.40	20.46					
Yearly Growth Rate (85-90):	5.3% (assigned)										
Projected Revenue per Capita:							21.54	22.69	23.89	25.15	26.49
Resulting Revenue Estimate:							11.3	12.0	12.9	13.9	14.8
Revenue as % of Retail Sales:	.0036	.0040	.0037	.0038	.0033	.0031					
Mean % (85-90):	.0032% (89-90 only)										
Resulting Revenue Estimate:							11.5	12.5	13.1	13.8	14.7

MEAN REVENUE ESTIMATE: 11.2 12.0 12.8 13.5 14.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.490	.494	.499	.514	.514	.518	.523	.531	.542	.554	.558
Retail Sales (billions):	2.5	2.73	2.88	3.05	3.3	3.4	3.6	3.9	4.1	4.3	4.6

Below-the-Line Listening Shares: 4.7%
 Unlisted Station Listening: 12.1%
 Total Lost Listening: 16.8%
 Available Share Points: 83.2
 Number of Viable Stations: 13.5
 Mean Share Points per Station: 6.2
 Median Share Points per Station: 5.3
 Rev. per Available Share Point: \$127,404
 Estimated Rev. for Mean Station: \$785,186

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . All major players cooperate
 Managers predict 2% to 5% revenue increase in 1991 . . .

Household Income: \$ 27,801
 Median Age: 29.0
 Median Education: 12.4 years
 Median Home Value: \$42,400
 Population Change (1989-1994): 7.6%
 Retail Sales Change (1989-1994): 31.6%
 Number of Class B or C FM's: 7 + 1 = 8
 Revenue per AQH: \$16,640
 Cable Penetration: 52%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 67.8	<15 32.4	12-24 28.4	Non High School
Black 30.5	15-30 32.6	25-54 54.2	Grad: 36.7
Hispanic 1.5	30-50 23.9	55+ 17.7	High School Grad:
Other 0.2	50-75 8.6		32.2
	75+ 2.5		

The above information is provided through the courtesy of
 Market Statistics, a division of Bill Communications.

College 1-3 years: 16.0
 College 4+ years: 15.1

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Textiles
 Machinery
 Military
 Gum and Wood Chemicals

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating and Drinking Places	10,622	(8.6%)
2. Health Services	8,025	(6.5%)
3. Special Trade Contractors	7,555	(6.1%)
4. Business Services	7,091	(5.7%)
5. Food Stores	6,002	(4.8%)
6. Automotive Dealers	4,366	(3.5%)
7. Wholesale Trade-Durable Goods	4,190	(3.4%)
8. General Merchandise Stores	3,963	(3.2%)
9. Miscellaneous Retail	3,815	(3.1%)
10. Hotels and Other Lodging Places	3,327	(2.7%)

Total Metro Employees: 124,223
 Top 10 Total Employees: 58,956 (47.5%)

By Occupation:

Manag/Prof.	36,257	(22.0%)
Tech/Sales/Admin.	49,310	(30.0%)
Service	22,587	(13.7%)
Farm/Forest/Fish	2,714	(1.6%)
Precision Prod.	25,443	(15.5%)
Oper/Fabri/Labor	28,389	(17.2%)

CHARLESTON, SC

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment	
Citizens & Southern (3.7 Bil)	The Citadel (3,048)	Charleston AFB (5,376)	Jun 79:	5.9%
South Carolina National (5.4 Bil)	Trident Tech (4,685)	Charleston Naval (18,806)	Dec 82:	8.1%
NCNB (4.6 Bil)	Medical University of SC (2,033)	Beaufort MCAS (4,838)	Sep 83:	8.4%
Southtrust (2.0 Bil)			Aug 84:	12.0%
			Aug 85:	4.4%
			Aug 86:	4.7%
			Aug 87:	3.6%
			Aug 88:	4.1%
			Jul 89:	3.8%
			Jul 90:	3.5%

Total Full-Time Students: 11,610

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations	
Brandham, Hamilton	Budweiser	Atlanta	1. WEZL-F	\$2,500,000
Ad South	Reed Toyota/Chevy	Charlotte	2. WAVF-F	1,800,000
Pro Media	Southern Bell	Columbia	3. WXTG-F	1,300,000
			4. WSSX-F	1,100,000
			5. WFWZ-F	1,000,000
			6. WKQB-F	900,000
			7. WXLV-F	700,000
			8. WDXZ-F	400,000

Major Daily Newspapers	AM	PM	SUN	Owner
Charleston Post		35,253		
Charleston News & Courier	81,633			
Charleston News & Courier Post			123,610	

Best Restaurants	Best Hotels	Best Golf Courses
RB's (seafood)	Omni-Charleston	Wild Dunes
Phillipe Million (French)	Place Vendue Inn	Turtle Point
Bakers Cafe	Mills House	Seabrook
Garibaldi (French)	Lodge Alley	Kiawah Island (Ocean course)
Carolina's	Middletown Inn	
	Panthers Inn	

COMPETITIVE MEDIA

Major Over the Air Television

WCBD	Charleston	2	ABC	Media General
WCIV	Charleston	4	NBC	Allbritton
WCSC	Charleston	5	CBS	Anchor/GE Capital
WTAT	Charleston	24	Fox	American Comm

WEATHER DATA

Elevation: 40
 Annual Precipitation: 48.8 in.
 Annual Snowfall: 0.3 in.
 Average Windspeed: 8.8 (NNE)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$28,100,000	39.2	.0083
Radio	10,600,000	14.8	.0031
Newspaper	30,800,000	43.0	.0091
Outdoor	2,100,000	2.9	.0006
	\$71,600,000		.0211

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	59.8	89.1	75.4
Avg. Min. Temp:	37.3	71.2	54.0
Average Temp:	48.6	80.2	64.7

Miscellaneous Comments

FM stations account for 94% of revenue.

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WMGL (Ravenal)	Sold to Sunshine	350,000
1986	WKN, WDXZ-F	Sold to Caravelle	2,825,000
1986	WFWZ-F	Sold to JAG	2,500,000
1986	WMGL-F (Ravenal)	From Sunshine to Gover	2,000,000
1987	WWHT A/F	Sold to Jones	NA
1987	WSXQ-F (Moncks Corner)		900,000
1987	WCSC, WXTG-F	Sold to Guild	6,000,000
1988	WYBB-F (Folly Beach)	Sold to Lynn Martin	2,000,000
1989	WTMA	Sold by Faircom	575,000
1989	WQIZ, WKQB-F (St. George)	(cancelled)	2,450,000
1989	WMGL-F (Ravenal)		2,400,000
1990	WKN/WDXZ-F	Sold by Caravelle	2,000,000
1990	WSUY-F	51% sold	500,000
1990	WEZL-F	From John Price to Apollo	8,100,000
1990	WQIZ/WKQB-F (St. George)	Sold to Buddy Barton	1,500,000

NOTE: Some of these sales may not have been consummated.

CHARLESTON, WV

1990 ARB Rank: 148	1990 Revenue: \$8,900,000	Manager's Market Ranking (current): 2.4
1990 MSA Rank: 173	Rev per Share Point: \$100,679	Manager's Market Ranking (future): 3.2
1990 ADI Rank: 48 (W/Huntington)	Population per Station: 18,366 (12)	Duncan's Radio Market Grade: ---
FM Base Value: \$2,200,000	1990 Revenue Change: 3.5%	Mathematical Market Grade: IV B-
Base Value % : 24.7%	Station Turnover: 23.5%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	7.6	8.1	8.1	8.4	8.6	8.9						
Yearly Growth Rate (85-90): 3.2% (assigned rate of 4.7%)												
Projected Revenue Estimates:							9.3	9.7	10.2	10.7	11.2	
Revenue per Capita:	28.25	30.00	30.33	31.58	32.82	34.10						
Yearly Growth Rate (85-90): 3.8%												
Projected Revenue per Capita:							35.40	36.74	38.14	39.59	41.09	
Resulting Revenue Estimate:							9.2	9.5	9.8	10.2	10.6	
Revenue as % of Retail Sales:	.0047	.0047	.0046	.0046	.0046	.0045						
Mean % (85-90): .00457% (87-90 only)												
Resulting Revenue Estimate:							9.5	10.2	10.9	11.6	12.3	
							MEAN REVENUE ESTIMATE:	9.3	9.8	10.3	10.8	11.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.269	.270	.267	.266	.262	.261	.260	.259	.258	.258	.257
Retail Sales (billions):	1.6	1.70	1.75	1.82	1.89	1.96	2.08	2.23	2.39	2.55	2.69
Below-the-Line Listening Shares: 2.0%											
Unlisted Station Listening: 9.6%											
Total Lost Listening: 11.6%											
Available Share Points: 88.4											
Number of Viable Stations: 8.5											
Mean Share Points per Station: 10.4											
Median Share Points per Station: 8.3											
Rev. per Available Share Point: \$100,679											
Estimated Rev. for Mean Station: \$1,047,062											

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Market does not report to accountant . . . Managers predict 4% revenue growth during 1991 . . .

Household Income: \$26,764
 Median Age: 34.3 years
 Median Education: 12.4 years
 Median Home Value: \$48,400
 Population Change (1989-1994): -1.4%
 Retail Sales Change (1989-1994): 34.7%
 Number of Class B or C FM's: 5 + 1 = 6
 Revenue per AQH: \$28,803
 Cable Penetration: 68%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 94.4	<15 33.3	12-24 20.0	Non High School
Black 4.9	15-30 31.6	25-54 53.1	Grad: 35.3
Hispanic 0.5	30-50 24.6	55+ 26.9	High School Grad: 37.4
Other 0.2	50-75 7.9		College 1-3 years: 12.6
	75+ 2.6		College 4+ years: 14.7

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Coal, Oil			
Chemicals			
Government			
Mining Equipment			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	10,075	(12.6%)
2. Chemicals and Allied Products	5,463	(6.8%)
3. Eating and Drinking Places	5,350	(6.7%)
4. Wholesale Trade-Durable Goods	5,129	(6.4%)
5. Food Stores	3,484	(6.4%)
6. Business Services	3,394	(4.4%)
7. General Merchandise Stores	3,024	(4.3%)
8. Electric Services	2,636	(3.8%)
9. Automotive Dealers	2,629	(3.3%)
10. Membership Organizations	2,521	(3.2%)

Total Metro Employees: 79,821
 Top 10 Total Employees: 43,705 (54.8%)

By Occupation:

Manag/Prof.	25,596	(22.9%)
Tech/Sales/Admin.	37,927	(34.0%)
Service	12,548	(11.2%)
Farm/Forest/Fish	575	(.5%)
Precision Prod.	17,583	(15.7%)
Oper/Fabri/Labor	17,505	(15.7%)

CHARLESTON, WV

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Nat. Bank of Commerce (262 Mil)	West Virginia State (4,295)		Jun 79: 5.7%
One Valley (796 Mil)	University of Charleston (1,229)		Dec 82: 11.5%
Charleston National (402 Mil)			Sep 83: 13.6%
			Sep 84: 4.9%
			Aug 85: 9.7%
			Aug 86: 9.3%
			Aug 87: 8.2%
			Aug 88: 8.2%
			Aug 89: 4.9%
			Jul 90: 5.1%

Total Full-Time Students: 3,384

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Willard & Agee	McDonalds	Columbus	1. WQBE A/F \$1,900,000
Falgren	Hills Dept. Stores	Cincinnati	2. WWSR-F 1,200,000
	Go Mart	Pittsburgh	WVAF-F 1,200,000
	Super Chevy		4. WKLC-F 1,100,000
			5. WLZT-F 600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Charleston Gazette	55,172			
Charleston Mail		50,624		Thomson
Charleston Gazette-Mail			105,126	
JOA				

Best Restaurants	Best Hotels	Best Golf Courses
Chilton House (French)	Charleston House	
Tarragon Room (continental)	Marriott	
Tidewater		
Wellington's		

COMPETITIVE MEDIA

Major Over the Air Television

WCHS	Charleston	8	ABC	Heritage
WVAH	Charleston	11	Fox	Act III
WOWK	Huntington	13	CBS	Gateway
WSAZ	Huntington	3	NBC	Lee

WEATHER DATA

Elevation: 939
 Annual Precipitation: 43.7 in.
 Annual Snowfall: 28.8 in.
 Average Windspeed: 6.5 (W)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	43.6	85.6	66.0
Avg. Min. Temp:	25.3	64.6	44.4
Average Temp:	34.5	75.0	55.2

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$20,400,000	37.2	.0104
Radio	8,900,000	16.2	.0045
Newspaper	24,000,000	43.7	.0122
Outdoor	1,600,000	2.9	.0008
	\$54,900,000		.0279

Miscellaneous Comments

* Split ADI with Huntington. This figure represents Charleston's share. Total revenue for the ADI is estimated at \$39,000,000.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WTIP, WVNS-F	Sold by Beasley	\$3,250,000
1986	WCHS, WBES-F	Sold by Heritage	3,400,000
1987	WXIT, WLZT-F (Miami)		1,400,000
1990	WBES-F (Dunbar)		1,100,000
1990	WWSR A/F	Sold by Ardman	4,000,000

NOTE: Some of these sales may not have been consummated.

CHARLOTTE

1990 ARB Rank: 41	1990 Revenue: \$33,200,000	Manager's Market Ranking (current): 3.2
1990 MSA Rank: 43	Rev per Share Point: \$409,371	Manager's Market Ranking (future): 4.0
1990 ADI Rank: 31	Population per Station: 51,716 (18)	Duncan's Radio Market Grade: I C+
FM Base Value: \$7,500,000	1990 Revenue Change: 0.9%	Mathematical Market Grade: I D
Base Value %: 22.6%	Station Turnover: 9.1%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	23.7	26.0	27.1	30.4	32.9	33.2					
Yearly Growth Rate (85-90): 7.0%											
Projected Revenue Estimates:							34.5	36.9	39.5	41.9	44.6
Revenue per Capita:	22.79	24.07	24.86	27.39	29.12	29.12					
Yearly Growth Rate (85-90): 5.1%											
Projected Revenue per Capita:							30.61	32.17	33.81	35.53	37.34
Resulting Revenue Estimate:							35.5	37.6	40.2	43.0	45.9
Revenue as % of Retail Sales:	.0034	.0034	.0036	.0037	.0039	.0038					
Mean % (85-90): .00363%											
Resulting Revenue Estimate:							33.8	35.9	38.1	41.0	43.9
MEAN REVENUE ESTIMATE:							34.6	36.8	39.3	42.0	44.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.05	1.07	1.09	1.11	1.13	1.14	1.16	1.17	1.19	1.21	1.23
Retail Sales (billions):	6.6	7.1	7.4	8.1	8.4	8.7	9.2	9.9	10.5	11.3	12.1

Below-the-Line Listening Shares: 4.1%
 Unlisted Station Listening: 14.8%
 Total Lost Listening: 18.9%
 Available Share Points: 81.1
 Number of Viable Stations: 11
 Mean Share Points per Station: 7.4
 Median Share Points per Station: 6.3
 Rev. per Available Share Point: \$409,371
 Estimated Rev. for Mean Station: \$3,018,181

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan and all major stations participate
 Managers predict 2% to 4% growth during 1991 . . .

Household Income: \$31,722
 Median Age: 32.8 years
 Median Education: 12.4 years
 Median Home Value: \$40,300
 Population Change (1989-1994): 7.3%
 Retail Sales Change (1989-1994): 33.8%
 Number of Class B or C FM's: 9 + 1 = 10
 Revenue per AQH: \$24,593
 Cable Penetration: 52%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 79.0	<15 25.6	12-24 22.2	Non High School
Black 20.0	15-30 31.2	25-54 54.8	Grad: 42.4
Hispanic 0.8	30-50 27.3	55+ 23.1	High School Grad:
Other 0.2	50-75 11.9		26.8
	75+ 4.0		

The above information is provided through the courtesy of
 Market Statistics, a division of Bill Communications. College 1-3 years: 16.2

COMMERCE AND INDUSTRY

College 4+ years: 14.6

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles	Nucor (323)	Duke Power	Belk Brother (48)
Financial		First Union	McDevitt & Street (183)
Food Products		NCNB	Hendrick Management (296)
Machinery			

INC 500 Companies Employment Breakdowns

Cogentix (1)
 Wesson, Taylor, Wells &
 Associates (130)
 Network Controls Int'l
 (255)
 Consolidated Planning
 (357)
 Classic Graphics (479)

By Industry (SIC):

1. Textile Mill Products	46,924	(9.9%)
2. Wholesale Trade-Durable Goods	25,718	(5.4%)
3. Eating and Drinking Places	24,834	(5.2%)
4. Business Services	22,543	(4.8%)
5. Health Services	20,075	(4.2%)
6. Special Trade Contractors	17,926	(3.8%)
7. Electric Services	16,701	(3.5%)
8. Trucking and Warehousing	16,264	(3.4%)
9. Wholesale Trade-Nondurable Gds	14,495	(3.1%)
10. Food Stores	12,616	(2.7%)

By Occupation:

Manag/Prof.	94,338	(19.6%)
Tech/Sales/Admin.	137,361	(28.7%)
Service	49,586	(10.3%)
Farm/Forest/Fish	5,639	(1.2%)
Precision Prod.	65,970	(13.7%)
Oper/Fabri/Labor	127,212	(26.5%)

Total Metro Employees: 473,135
 Top 10 Total Employees: 218,096 (46.1%)

CHARLOTTE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First Citizens (3.4 Bil)	UNC-Charlotte (10,830)		Jun 79: 3.2%
First Union National (15.0 Bil)	Queen's College (1,230)		Dec 82: N/A
NCNB (16.7 Bil)	Central Piedmont (26,235)		Sep 83: N/A
			Sep 84: 4.9%
			Aug 85: 5.6%
			Aug 86: 4.5%
			Aug 87: 3.6%
			Aug 88: 2.7%
			Jul 89: 3.1%
			Jul 90: 3.9%

Total Full-Time Students: 26,946

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Long Haynes	Hardee's	Raleigh	1. WSOC A/F \$6,100,000
Castleberry	Nutri-Systems	Greensboro-WS-HP	2. WRFX-F 4,600,000
Specialized Media	Harris Teeter	Greenville, SC	3. WBT 3,900,000
Garner			WMXC-F 3,900,000
			5. WGIV/WPEG-F 3,100,000
			6. WCKZ-F 2,300,000
			7. WWMG-F 2,100,000
			8. WEZC-F 1,900,000
			9. WTDR-F 1,200,000
			10. WBT -F 1,000,000
			11. WZZG-F 900,000

Major Daily Newspapers	AM	PM	SUN	Owner
Charlotte Observer	232,018		292,004	Knight-Ridder

COMPETITIVE MEDIA

Major Over the Air Television

WBTV	Charlotte	3	CBS	Jeff-Pilot
WCCB	Charlotte	18	Fox	Bahakel
WCNC	Charlotte	36	NBC	Providence Journal
WSOC	Charlotte	9	ABC	Cox
WTVI	Charlotte	42	PBS	
WHKY	Hickory	14		

Best Restaurants	Best Hotels	Best Golf Courses
Reflections (French)	Marriott	Charlotte CC
Fish Market (seafood)	Adams Mark	Courses at Pinehurst
Town House	Park Hotel	Quail Hollow
	Hyatt	Piper Glenn - TPC
	Guest Quarters	Carmel CC

WEATHER DATA

NO WEATHER DATA AVAILABLE.
See Raleigh for approximation

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$95,000,000	38.6	.0109
Radio	33,200,000	13.5	.0038
Newspaper	110,000,000	44.8	.0126
Outdoor	7,600,000	3.1	.0009
	\$245,800,000		.0282

Miscellaneous Comments

RADIO REVENUE BREAKDOWN

Local	74.0%
National	22.2%
Network	3.8%
(Trade equals 14% of local - down 15% in 1990)	

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WGIV	From Founders to Suburban	NA
1986	WGSP	Sold to Willis	380,000
1986	WAES, WROQ-F	Sold to CRB	13,000,000
1986	WGIV, WPEG-F	From Suburban to Sky	16,000,000
1986	WCKZ-F (Gastonia)	Sold to Beasley	6,100,000
1988	WQCC		431,000
1988	WGIV, WPEG-F	From Dorton to Broadcasting Partners	13,500,000 (E)
1988	WAES, WROG-F	From CRB to Adams to Tenore	8,500,000 + \$3mil performance kicker
1988	WRFX-F (Kannapolis)	From Metroplex to Pyramid	15,400,000
1989	WLVK-F	Sold by Capito (Johnson) to Trumper	8,000,000
1989	WSIC, WFMX-F (Statesville)	Sold to Adventure	3,750,000
1989	WBIG	Sold by Beasley	125,000
1989	WAME	From Swaggert to CBN	725,000

NOTE: Some of these sales may not have been consummated.

CHATTANOOGA

1990 ARB Rank: 97	1990 Revenue: \$12,100,000	Manager's Market Ranking (current): 3.2
1990 MSA Rank: 107	Rev per Share Point: \$144,219	Manager's Market Ranking (future): 3.3
1990 ADI Rank: 84	Population per Station: 20,027 (18)	Duncan's Radio Market Grade: II D+
FM Base Value: \$3,400,000	1990 Revenue Change: -3.1%	Mathematical Market Grade: II D-
Base Value %: 28.1%	Station Turnover: 21.0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	9.1	10.0	11.2	11.9	12.4	12.1					
Yearly Growth Rate (85-90): 5.9%											
Projected Revenue Estimates:							12.6	13.5	14.3	15.1	16.0
Revenue per Capita:	20.92	23.09	25.80	27.23	28.05	27.31					
Yearly Growth Rate (85-90): 4.6%											
Projected Revenue per Capita:							28.57	29.88	31.25	32.69	34.20
Resulting Revenue Estimate:							12.7	13.3	14.0	14.7	15.4
Revenue as % of Retail Sales:	.0039	.0036	.0040	.0041	.0044	.0040					
Mean % (85-90): .0040%											
Resulting Revenue Estimate:							12.4	13.2	13.6	14.0	14.8

MEAN REVENUE ESTIMATE: 12.6 13.3 14.0 14.6 15.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.434	.433	.434	.437	.442	.443	.444	.446	.448	.449	.450
Retail Sales (billions):	2.5	2.7	2.8	2.9	2.8	3.0	3.1	3.3	3.4	3.5	3.7

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: ~~16.1%~~
 Total Lost Listening: 16.1%
 Available Share Points: 83.9
 Number of Viable Stations: 9.5
 Mean Share Points per Station: 8.8
 Median Share Points per Station: 7.0
 Rev. per Available Share Point: \$144,219
 Estimated Rev. for Mean Station: \$1,273,681

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford and all viable stations participate . . .
 Managers predict 3% to 5% revenue increase in 1991 . . .

Household Income: \$27,424
 Median Age: 33.4 years
 Median Education: 12.3 years
 Median Home Value: \$35,400
 Population Change (1989-1994): 1.5%
 Retail Sales Change (1989-1994): 26.2%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$23,359
 Cable Penetration: 55%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 85.3	<15 33.3	12-24 21.5	Non High School Grad: 41.7
Black 14.0	15-30 30.5	25-54 53.5	High School Grad: 32.3
Hispanic 0.8	30-50 23.6	55+ 24.9	
Other ---	50-75 9.4		
	75+ 3.2		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 13.4

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Food Products	Dixie Yarns (441)	Provident Life & Accident	Johnston Coca-Cola Bottling (190)
Fabricated Metals	Constar Int'l (464)		
Clothing			
Explosives			
Porcelain Electrical Supplies			

INC 500 Companies

Employment Breakdowns

Greenleaf Health Systems (289)

By Industry (SIC):

1. Textile Mill Products	10,595	(7.3%)
2. Eating and Drinking Places	9,475	(6.6%)
3. Health Services	8,894	(6.2%)
4. Wholesale Trade-Durable Goods	7,336	(5.1%)
5. Business Services	6,924	(4.8%)
6. Food and Kindred Products	6,296	(4.4%)
7. Special Trade Contractors	5,563	(3.9%)
8. Insurance Carriers	5,133	(3.6%)
9. Food Stores	4,699	(3.3%)
10. Fabricated Metal Products	4,599	(3.2%)
Total Metro Employees:	144,470	
Top 10 Total Employees:	69,514	(48.1%)

By Occupation:

Manag/Prof.	36,927	(20.4%)
Tech/Sales/Admin. Service	52,199	(28.8%)
	21,624	(12.0%)
Farm/Forest/Fish	1,634	(.9%)
Precision Prod.	24,654	(13.6%)
Oper/Fabri/Labor	43,967	(24.3%)

CHATTANOOGA

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First American National (206 Mil)	Univeristy of Tennessee-Chatt. (7,464)		Jun 79: 6.0%
American National (1.1 Bil)	Chattanooga State Tech CC (4,728)		Dec 82: N/A
Pioneer Bank (370 Mil)	Southern College (1,622)		Sep 83: 8.8%
Sovran-Chattanooga (212 Mil)	Tennessee Temple (2,496)		Sep 84: 7.4%
			Aug 85: 6.9%
			Aug 86: 6.3%
			Aug 87: 5.7%
			Aug 88: 5.6%
			Jul 89: 4.5%
			Jul 90: 4.7%

Total Full-Time Students: 10,526

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Croxall	Jernigan's Furniture	Nashville	1. WUSY-F \$2,800,000
Arnold Rometry	Coca Cola	Atlanta	2. WSKZ-F 2,300,000
Miller Reid		Knoxville	3. WIMX-F 1,900,000
		Charlotte	4. WDEF-F 1,200,000
			5. WDOD A/F 1,000,000
			6. WDEF 600,000
			WJTT-F 600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Chattanooga Times	46,627			
Chattanooga News-Free Press		55,127	107,869	

Best Restaurants	Best Hotels	Best Golf Courses
Loft	Road House	The Honors Course
Narrow Bridge	Choo Choo	
Perry's		

COMPETITIVE MEDIA

Major Over the Air Television

WDEF Chattanooga	12	CBS	Park
WDSI Chattanooga	61	Fox	
WRCB Chattanooga	3	NBC	Sarkes-Tarzian
WTCI Chattanooga	45	PBS	
WTVC Chattanooga	9	ABC	Freedom
WCLP Chatsworth	18	PBS	

WEATHER DATA

NO WEATHER DATA AVAILABLE
See Knoxville for an approximation

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$30,000,000	37.6	.0100
Radio	12,100,000	15.2	.0040
Newspaper	35,000,000	43.9	.0117
Outdoor	2,600,000	3.3	.0008
	\$79,700,000		.0266

Radio Revenue Breakdown

Local	87.4%
Network	1.8%
National	10.8%

(Trade equals 6.6% of local - up 66% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WRIP, WIMX-F (Rossville)		\$1,150,000
1986	WJTT-F (Red Bank)	Sold by Benno	1,000,000
1987	WNOO, WYVY-F		1,300,000
1989	WNOO, WYVY-F		2,000,000
1989	WIMX A/F (Rossville)	Sold to Baum by Media Capital	6,800,000

NOTE: Some of these sales may not have been consummated.

CHICAGO

1990 ARB Rank: 3	1990 Revenue: \$232,900,000	Manager's Market Ranking (current): 3.6
1990 MSA Rank: 3	Rev per Share Point: \$2,608,063	Manager's Market Ranking (future): 3.8
1990 ADI Rank: 3	Population per Station: 164,509 (41)	Duncan's Radio Market Grade: I A-
FM Base Value: \$20,000,000	1990 Revenue Change: 2.1%	Mathematical Market Grade: I B+
Base Value % : 8.6%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	169.0	180.5	192.0	207.5	228.0	232.9					
Yearly Growth Rate (85-90): 6.6%											
Projected Revenue Estimates:							241.0	256.9	272.3	288.7	307.7
Revenue per Capita:	21.07	22.45	23.56	25.34	27.74	28.26					
Yearly Growth Rate (85-90): 6.1%											
Projected Revenue per Capita:							29.98	31.81	33.75	35.81	38.00
Resulting Revenue Estimate:							247.3	262.4	280.1	298.3	317.3
Revenue as % of Retail Sales:	.0037	.0036	.0037	.0037	.0039	.0038					
Mean % (85-90): .00373%											
Resulting Revenue Estimate:							238.7	253.3	270.8	296.2	310.0
							MEAN REVENUE ESTIMATE: 242.3 257.5 274.4 294.4 311.7				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	8.10	8.13	8.15	8.19	8.22	8.24	8.25	8.27	8.30	8.33	8.35
Retail Sales (billions):	46.0	48.8	52.4	55.3	58.4	61.0	64.0	67.9	72.6	79.4	83.1

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: 10.7%
 Total Lost Listening: 10.7%
 Available Share Points: 89.3
 Number of Viable Stations: 24
 Mean Share Points per Station: 3.72
 Median Share Points per Station: 3.1
 Rev. per Available Share Point: \$2,608,063
 Estimated Rev. for Mean Station: \$9,704,168

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford . . . Some low-revenue stations do not participate so I made estimates . . . Managers predict 3% to 5% revenue growth in 1991 . . .

Household Income: \$33,675
 Median Age: 32.7 years
 Median Education: 12.5 years
 Median Home Value: \$63,400
 Population Change (1989-1994): 1.4%
 Retail Sales Change (1989-1994): 36.2%
 Number of Class B or C FM's: 18
 Revenue per AQH: \$20,226
 Cable Penetration: 41%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 71.9	<15 23.2	12-24 22.5	Non High School Grad: 32.7
Black 19.3	15-30 24.7	25-54 53.5	High School Grad: 33.4
Hispanic 8.8	30-50 27.9	55+ 24.0	
Other ---	50-75 16.9		
	75+ 7.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 16.1

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Iron and Steel	Amoco (12)	Ameritech	Montgomery Ward & Co. (16)
Finance	Sara Lee (36)	Aon	Beatrice Co. (25)
Communications	Motorola (52)	Bally Manufacturing	Marmon Group (29)
Electronics	Beatrice (57)	Brunswick	Arthur Anderson (30)
Meat Products	Baxter International (64)	Centel	H Group Holdings (49)
Nuclear Research	Quaker Oats (88)	CNW	Borg-Warner (55)
Food Processing	Abbott Labs (94)	Comdisco	Dominick's Finer Foods (71)
Printing/Publishing	Navistar Int'l (113)	Commonwealth Edison	JMB Realty (98)
Transportation	Inland Steel Ind. (116)	Continental Bank	Frank Consolidated Enter. (125)
	Whitman (119)	Dean Foods	Wickes Lumber (126)
	Stone Container (122)	RR Donnelley & Sons	Eby-Brown (178)
	FMC (136)	Exchange Bancorp	Amstead Industries (179)
	(And many more...)	(And many more...)	

INC 500 Companies

Employment Breakdowns

CEBCOR (3)

Sampler Publishing (27)
 Internet Systems (80)
 Burnham Brdcast. (82)
 HealthStaffers (98)
 Nat'l Investigative Ser. (125)
 Ambitech Design Services (128)
 Cowan (144)
 Buccino & Assoc. (147)
 Eaglebrook Plastics (178)
 Allservice Foods (308)
 Public Interest Affiliates (311)

By Industry (SIC):

1. Health Services	245,578	(8.1%)
2. Business Services	224,075	(7.4%)
3. Eating and Drinking Places	189,085	(6.3%)
4. Wholesale Trade-Durable Gds	156,014	(5.2%)
5. Special Trade Contractors	94,661	(3.1%)
6. Electric & Electronic Equip	92,612	(3.1%)
7. Machinery, Except Electrical	88,994	(2.9%)
8. Miscellaneous Retail	88,217	(2.9%)
9. Fabricated Metal Products	87,572	(2.9%)
10. Food Stores	87,132	(2.9%)

By Occupation:

Manag/Prof.	847,381	(23.6%)
Tech/Sales/Admin.	1,192,454	(33.2%)
Service	422,285	(11.8%)
Farm/Forest/Fish	20,998	(.6%)
Precision Prod.	427,436	(11.9%)
Oper/Fabri/Labor	678,994	(18.9%)

Total Metro Employees: 3,019,001
 Top 10 Total Employees: 1,353,940 (44.8%)

CHICAGO

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
American National (4.1 Bil)	Northwestern (15,829)	Ft. Sheridan (3,062)	Jun 79: 5.7%
Continental (30.3 Bil)	U of Illinois-Chicago (24,067)	Glenview NAS (1,011)	Dec 82: 11.2%
First Chicago (35.1 Bil)	U of Chicago (9,287)	Great Lakes Navy Base (26,617)	Sep 83: 9.9%
Harris Bank (9.1 Bil)	DePaul (12,326)		Sep 84: 8.1%
Northern Trust (8.0 Bil)	Loyola (14,174)		Aug 85: 8.2%
			Aug 86: 7.4%
			Aug 87: 6.3%
			Aug 88: 6.2%
			Jul 89: 4.9%
			Jul 90: 6.1%

Total Full-Time Students: 187,829

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Eisaman Johns	Budweiser		1. WGN \$38,000,000
Bozell & Jacobs	Jewel Food Stores		2. WLUP-F 19,500,000
Grey-Chicago	McDonalds		3. WBBM 17,600,000
Western Int.	United Airlines		4. WGCI A/F 16,000,000
Foote Cone	Amoco		5. WVAZ-F 11,900,000
	Miller Beer		6. WCKG-F 11,100,000
			7. WJMK-F 11,000,000
			8. WKQX-F 9,200,000
			9. WTMX-F 8,800,000
			10. WMAQ 8,700,000
			11. WBBM-F 8,200,000
			12. WLUP 7,900,000
			13. WXRT-F \$7,300,000
			14. WUSN-F 7,000,000
			15. WLIT-F 6,900,000
			WOJO-F/WIND 6,900,000
			17. WNUA-F 6,600,000
			18. WYTZ-F 5,600,000
			19. WPNT-F 5,500,000
			20. WLS 4,400,000
			21. WJJD 4,200,000
			22. WFYR-F 3,500,000
			23. WNIB-F 3,300,000
			24. WFMT-F 3,000,000

Major Daily Newspapers	AM	PM	SUN	Owner
Chicago Tribune	740,713		1,141,455	Tribune Co.
Chicago Sun Times	532,678		566,808	

Best Restaurants	Best Hotels	Best Golf Courses
Pump Room (continental)	Park Hyatt	Medinah
Le Francais (French)	Ambassador East	Butler
Gene & Georgetti's (steak)	Mayfair Regent	Chicago G.C.
Shaw's Crabhouse (seafood)	Whitehall	Olympia Fields
Jackies	Ritz Carlton	Kemper Lakes
	Four Seasons	Cog Hill
	Nikko	Bob O'Link
	21 East	

COMPETITIVE MEDIA

Major Over the Air Television

WBBM	Chicago	2	CBS	CBS
WCIU	Chicago	26		Weigel
WFLD	Chicago	32	Fox	Fox
WGN	Chicago	9		Tribune Co.
WLS	Chicago	7	ABC	Cap Cities/ABC
WMAQ	Chicago	5	NBC	NBC/GE
WTTW	Chicago	11	PBS	
WPWR	Gary	50		Metrowest
WGBO	Joliet	66		Combined

WEATHER DATA

Elevation: 607
 Annual Precipitation: 33.5 in.
 Annual Snowfall: 40.7 in.
 Average Windspeed: 10.3 (W)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	31.5	84.4	59.4
Avg. Min. Temp:	17.0	65.0	41.8
Average Temp:	24.3	74.4	50.6

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$624,000,000	39.9	.0102
Radio	232,900,000	14.9	.0038
Newspaper	654,000,000	41.9	.0107
Outdoor	51,300,000	3.3	.0008
	<u>\$1,562,200,000</u>		<u>.0255</u>

Miscellaneous Comments

Market Revenue Breakdown

Network 1.8%
 National 23.2%
 Local .75.0%
 (Trade equals 5% of local - down 1% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WOJO-F	Sold to Tichenor	14,000,000
1987	WMRO, WYSY-F (Aurora)	Sold to Beasley	8,700,000
1987	WBEE	Sold by Heritage	1,000,000
1987	WNUA-F	Sold to Pyramid	15,000,000
1987	WBMX-AM		2,000,000
1987	WVAZ-F	(never closed)	28,000,000
1987	WMAQ	From NBC to Weestinghouse	13,000,000
1987	WVAZ-F	Resold to Dorton	27,000,000
1987	WUSN-F	From First Media to Cook Inlet	17,000,000 (E) + Tax Cert.
1988	WKQX-F	From NBC to Emmis	19,000,000 (E)
1988	WVAZ-F	From Dorton to Bdcst. Partners	27,000,000 (E)
1988	WFYR-F	From RKO to Summit	21,000,000
1989	WYLL-F (Des Plaines)	Sold to Salem	9,250,000
1989	WJPC	From Johnson to Douglas	6,000,000
1990	WYLL-F (Des Plaines)	Sold to Salem	8,000,000
1990	WOPA		6,400,000

NOTE: Some of these sales may not have been consummated.

CINCINNATI

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Central Trust (3.4 Bil)	University of Cincinnati (30,830)		Jun 79: 5.0%
Fifth Third (3.5 Bil)	Xavier (6,785)		Dec 82: N/A
Provident (1.9 Bil)	Cincinnati Tech (3,902)		Sep 83: 9.1%
Soviet (1.9 Bil)	Southern Ohio (5,390)		Sep 84: 8.3%
			Aug 85: 7.2%
			Aug 86: 6.3%
			Aug 87: 5.2%
			Aug 88: 5.0%
			Jul 89: 4.2%
			Jul 90: 3.9%

Total Full-Time Students: 34,702

RADIO BUSINESS INFORMATION

Heavy Agency	Largest Local	Source of	Highest Billing Stations
Radio Users	Radio Accounts	Regional Dollars	1. WLW \$13,700,000
Sive	Krogers	Dayton	2. WEBN-F 7,700,000
Fahlgren & Swink	Lazarus Dept.Stores	Columbus	3. WKRC-F 6,600,000
Freedman	McDonalds	Cleveland	4. WKRC 5,000,000
	Swallens	Indianapolis	5. WSAI/WWNK-F 4,300,000
			6. WUBE A/F 3,500,000
			7. WRRM-F 3,400,000
			8. WVEZ-F 2,500,000
			9. WGRR-F 2,400,000
			10. WCKY 2,300,000
			11. WOFX-F 2,100,000
			12. WIZF-F 1,500,000

Major Daily Newspapers	AM	PM	SUN	Owner
Cincinnati Enquirer	198,828		344,313	Scripps-Howard
Cincinnati Post		106,440		Gannett
JOA				

Best Restaurants	Best Hotels	Best Golf Courses
Maisonette (French)	Westin	Coldstream CC
Jay's (seafood)	Vernon Manor	King's Island
Montgomery Inn	Cincinnati	Blue Ash
Newport Beach	Omni Netherland	Vineyard
		Comargo

COMPETITIVE MEDIA

Major Over the Air Television

WCET Cincinnati	48	PBS	
WCPO Cincinnati	9	CBS	Scripps-Howard
WIII Cincinnati	64	BVC	
WKRC Cincinnati	12	ABC	Great American
WLWT Cincinnati	5	NBC	Multimedia
WXIX Newport, KY	19	Fox	Malrite

WEATHER DATA

Elevation: 761
 Annual Precipitation: 39.6 in.
 Annual Snowfall: 18.9 in.
 Average Windspeed: 7.1 (SW)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	39.8	86.6	64.6
Avg. Min. Temp:	24.3	65.8	45.1
Average Temp:	32.1	76.2	54.9

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$109,000,000	36.8	.0083
Radio	55,000,000	18.6	.0041
Newspaper	124,000,000	41.8	.0094
Outdoor	8,300,000	2.8	.0006
	\$296,300,000		.0224

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

Radio Revenue Breakdown

Network	1.1%
National	13.5%
Local	85.4%
(Trade equals 6% of local - up 15% in 1990)	

Major Radio Station Sales Since 1986

1986	WEBN-F	From Wood to Jacor	12,300,000
1986	WLW, WBVE-F	From Republic to Jacor	21,500,000 (E)
1986	WLLT-F	From H&W to Hoker	6,000,000
1986	WDJO, WUBE-F	From DKM to American	9,800,000
1986	WBVE-F	From Jacor to Reams	4,300,000 (E)
1986	WBLZ-F (Hamilton)	From New Systems to Schwartz	NA
1986	WIZF-F (Erlaneger)	From Mortenson to Inter Urban	2,000,000
1988	WBLZ-F (Hamilton)	From Panache to Dalton	7,800,000
1988	WMLX (Florence)	Sold to Hoker	350,000
1989	WBVE-F (Hamilton)	From Reams to Entercom (cancelled)	5,850,000
1990	WBVE-F (Hamilton)	Sold by Reams	3,200,000

NOTE: Some of these sales may not have been consummated.

CLEVELAND

1990 ARB Rank: 23
 1990 MSA Rank: 26
 1990 ADI Rank: 11
 FM Base Value: \$6,500,000
 Base Value % : 11.8%

1990 Revenue: \$55,500,000
 Rev per Share Point: \$625,000
 Population per Station: 76,660 (23)
 1990 Revenue Change: 2.4%
 Station Turnover: 13.3%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.3
 Duncan's Radio Market Grade: I C-
 Mathematical Market Grade: I D+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	43.0	43.4	44.3	46.0	54.0	55.5					
Yearly Growth Rate (85-90): 5.3%											
Projected Revenue Estimates:							57.9	60.8	64.1	67.5	71.0
Revenue per Capita:	23.34	23.46	24.08	24.86	29.35	30.16					
Yearly Growth Rate (85-90): 5.6%											
Projected Revenue per Capita:							31.85	33.63	35.52	37.50	39.61
Resulting Revenue Estimate:							58.3	61.5	64.6	67.9	71.3
Revenue as % of Retail Sales:	.0037	.0035	.0035	.0035	.0039	.0039					
Mean % (85-90): .00366%											
Resulting Revenue Estimate:							NA	56.4	58.7	61.1	65.5
							MEAN REVENUE ESTIMATE: <u>58.1</u> <u>59.9</u> <u>62.5</u> <u>65.5</u> <u>69.3</u>				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.87	1.85	1.84	1.85	1.84	1.84	1.83	1.83	1.82	1.81	1.80
Retail Sales (billions):	12.1	12.4	12.8	13.0	13.6	14.2	14.7	15.3	16.0	16.7	17.9

Below-the-Line Listening Shares: 3.2%
 Unlisted Station Listening: 8.0%
 Total Lost Listening: 11.2
 Available Share Points: 88.8
 Number of Viable Stations: 15
 Mean Share Points per Station: 5.9
 Median Share Points per Station: 5.7
 Rev. per Available Share Point: \$625,000
 Estimated Rev. for Mean Station: \$3,700,000

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . all major properties cooperate with the exception of WCLV-F . . . Managers predict 3% to 4% revenue growth in 1991 . . .

Household Income: \$29,425
 Median Age: 34.6 years
 Median Education: 12.5 years
 Median Home Value: \$55,300
 Population Change (1989-1994): -1.5%
 Retail Sales Change (1989-1994): 23.1%
 Number of Class B or C FM's: 11 + 1 = 12
 Revenue per AQH: \$19,758
 Cable Penetration: 50%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 81.0	<15 27.5	12-24 21.5	Non High School
Black 17.1	15-30 27.6	25-54 51.6	Grad: 31.8
Hispanic 1.7	30-50 27.6	55+ 27.1	High School Grad: 38.8
Other 0.2	50-75 12.8		
	75+ 4.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 14.2

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies College 4+ years: 15.2

Shipping/Port	TRW (62)	Ameritrust	Reliance Electric (103)
Steel	Eaton (108)	Centerior Energy	Cole National (111)
Auto	Parker-Hannifin (189)	National City	Leaseway Transportation (120)
Chemicals	Sherwin-Williams (209)	Premier Industrial	Ohio Matress (251)
Machine Tools	Reliance Electric (246)	Progressive Society	
Pottery Products	Figgie International (295)		
	American Greetings (303)		
	Lubrizol (312)		
	M.A. Hanna (330)		
	Ferro (332)		
	Nacco Industries (434)		
	Banner Industries (473)		
	(And more...)		

INC 500 Companies

Employment Breakdowns

Venture Lighting Int'l (63)

By Industry (SIC):

By Occupation:

JasTech (114)	1. Health Services	81,210	(10.0%)	Manag/Prof.	216,438	(22.7%)
Meridian Travel (175)	2. Eating and Drinking Places	51,607	(6.3%)	Tech/Sales/Admin.	299,850	(31.4%)
Skoda, Mnotta, Reeves (358)	3. Business Services	44,961	(5.5%)	Service	117,408	(12.2%)
SYME (399)	4. Wholesale Trade-Durable Goods	44,430	(5.4%)	Farm/Forest/Fish	7,065	(.8%)
Original Copy Centers (401)	5. Fabricated Metal Products	38,501	(4.7%)	Precision Prod.	123,068	(12.9%)
Best Cuts (453)	6. Machinery, Except Electrical	30,273	(3.7%)	Oper/Fabri/Labor	191,369	(20.0%)
	7. Wholesale Trade-Nondurable Gds	30,123	(3.7%)			
	8. Transportation Equipment	27,758	(3.4%)			
	9. Primary Metal Industries	27,462	(3.4%)			
	10. Food Stores	25,925	(3.2%)			

Total Metro Employees: 815,850
 Top 10 Total Employees: 402,250 (49.3%)

CLEVELAND

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank One (1.7 Bil)	Cleveland State (18,032)		Jun 79: 7.9%
Ameritrust (N/A)	Case Western (8,352)		Dec 82: 12.4%
Huntington (7.9)	John Carroll (3,666)		Sep 83: 10.3%
			Sep 84: 9.0%
			Aug 85: 8.4%
			Aug 86: 7.7%
			Aug 87: 6.3%
			Aug 88: 5.1%
			Jul 89: 4.3%
			Jul 90: 4.3%

Total Full-Time Students: 39,320

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations			
Wyse	Ohio Lottery	Columbus	1. WLTF-F	\$8,200,000	8. WQAL-F	\$3,200,000
Marcus	McDonalds	Cincinnati	2. WMMS-F	8,000,000	9. WGAR-F	3,100,000
Stern	Cleveland Plain Dealer	Pittsburgh	3. WMJI-F	6,700,000	10. WPHR-F	1,800,000
Liggett-Stashower			4. WDOK-F	5,000,000	11. WERE	1,600,000
Lowe-marschalk Stop & Shop	Ameritrust Bank		5. WNCX-F	5,000,000	12. WNWV-F	1,400,000
	Fretter Appliance		6. WZAK-F	4,800,000	13. WCLV-F	1,400,000
			7. WWWE	4,200,000	14. WJMO A/F	1,000,000
					15. WRMR	900,000

Major Daily Newspapers	AM	PM	SUN	Owner
Cleveland Plain Dealer	438,066		561,150	Newhouse

COMPETITIVE MEDIA	Best Restaurants	Best Hotels	Best Golf Courses
Major Over the Air Television	Getty's	Stouffers	Canterbury
WEWS Cleveland 5 ABC Scripps-Howard	Giovanni's (Italian)	Marriott	Arcacia
WJW Cleveland 8 CBS Gillett	Sammy's (continental)	Bond Court	Shaker Heights CC
WKYC Cleveland 3 NBC Multimedia/NBC	Watermark (continental)		Lakewood CC
WOIO Shaker Hts 19 Fox Malrite	Top of the Town		
WVIZ Cleveland 25 PBS			

Media Revenue Estimates	Revenue	%	% of Retail Sales
Television	\$144,000,000	38.9	.0101
Radio	55,500,000	15.0	.0039
Newspaper	158,000,000	42.7	.0111
Outdoor	12,800,000	3.5	.0009
	\$370,300,000		.0260

WEATHER DATA	JAN	JUL	TOTAL YEAR
Elevation: 777			
Annual Precipitation: 34.2 in.			
Annual Snowfall: 51.5 in.			
Average Windspeed: 10.8 (S)			
Avg. Max. Temp:	33.4	81.6	58.5
Avg. Min. Temp:	20.3	61.2	40.8
Average Temp:	26.9	71.4	49.7

Manager's Comment

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

AM stations account for 10.8% of revenue
 * Split ADI with Akron and Canton. Allocations were made to those markets. Total TV revenue for ADI is estimated at \$175,000,000.

Major Radio Station Sales Since 1986

1986	WERE, WNCX-F	Sold to Metropolis	10,700,000
1987	WMJI	(never closed)	1,900,000
1987	WWWE, WDOK-F		15,000,000
1987	WPHR-F	From Beasley to Ardman	5,000,000
1988	WMJI-A	From Jacor to Gore	845,000
1988	WERE, WNCX-F	From Metropolis to Metroplex	11,600,000
1988	WQAL-F	From WIN to ML Partners	15,000,000
1989	WJMO, WRQC-F	From United to TA/Shaw (cnclled)	7,000,000 (E)
1989	WWWE	Sold to Booth	10,000,000 + WRMR
1990	WMJI-F	From Jacor to Legacy	20,000,000 (E)
1990	WGAR-AM	Sold to Douglas	500,000

NOTE: Some of these sales may not have been consummated.

COLORADO SPRINGS

1990 ARB Rank: 108	1990 Revenue: \$10,400,000	Manager's Market Ranking (current): 2.6
1990 MSA Rank: 117	Rev per Share Point: \$124,700	Manager's Market Ranking (future): 3.5
1990 ADI Rank: 99 (w/Pueblo)	Population per Station: 22,266 (15)	Duncan's Radio Market Grade: III B-
FM Base Value: \$2,000,000	1990 Revenue Change: -9.0%	Mathematical Market Grade: III C
Base Value % : 19.2%	Station Turnover: 16%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	9.2	10.0	10.1	10.8	11.4	10.4					
Yearly Growth Rate (85-90):	2.8% (assigned rate of 5.5%)										
Projected Revenue Estimates:							10.8	11.5	12.1	12.8	13.5
Revenue per Capita:	26.06	26.53	26.05	27.00	28.43	25.61					
Yearly Growth Rate (85-90):	Negative (assigned rate of 5.0%)										
Projected Revenue per Capita:							26.89	28.24	29.65	31.13	32.69
Resulting Revenue Estimate:							11.1	11.9	12.8	14.0	14.8
Revenue as % of Retail Sales:	.0040	.0042	.0042	.0042	.0041	.0036					
Mean % (85-90):	.00405% (.0037% - assigned)										
Resulting Revenue Estimate:							11.8	13.0	14.4	15.9	17.0
	MEAN REVENUE ESTIMATE: 11.2 12.1 13.1 14.2 15.1										

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.353	.377	.388	.400	.401	.406	.412	.421	.433	.449	.452
Retail Sales (billions):	2.2	2.3	2.4	2.57	2.77	2.9	3.2	3.5	3.9	4.3	4.6

Below-the-Line Listening Shares: 3.4%
 Unlisted Station Listening: 13.2%
 Total Lost Listening: 16.6%
 Available Share Points: 83.4
 Number of Viable Stations: 12.5
 Mean Share Points per Station: 6.7
 Median Share Points per Station: 6.8
 Rev. per Available Share Point: \$124,700
 Estimated Rev. for Mean Station: \$831,998

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Below Normal

COMMENTS
 Managers report to Miller, Kaplan . . . all viable stations cooperate except KKLI-f and estimates were made . . . Managers generally predict negative growth for 1991 . . . I disagree and project a 3% to 4% revenue increase during the year . . . Someday this market is going to grow up and be a good radio market . . .

Household Income: \$29,615
 Median Age: 29.7 years
 Median Education: 12.9 years
 Median Home Value: \$57,500
 Population Change (1989-1994): 11.9%
 Retail Sales Change (1989-1994): 56.5%
 Number of Class B or C FM's: 7 + 2 = 9
 Revenue per AQH: \$20,077
 Cable Penetration: 57%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 86.1	<15 27.8	12-24 27.2	Non High School
Black 6.2	15-30 33.2	25-54 55.7	Grad: 17.3
Hispanic 7.7	30-50 24.8	55+ 17.1	High School Grad: 38.4
Other ---	50-75 10.1		
	75+ 4.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 23.4
 College 4+ years: 20.9

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Military
 High Tech
 Construction
 Electronics

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating and Drinking Places	10,585	(9.1%)
2. Health Services	8,213	(7.1%)
3. Business Services	7,478	(6.4%)
4. Special Trade Contractors	6,722	(5.8%)
5. Electric & Electronic Equip.	5,748	(4.9%)
6. Machinery, Except Electrical	4,525	(3.9%)
7. Miscellaneous Retail	4,299	(3.7%)
8. Membership Organizations	4,074	(3.5%)
9. Miscellaneous Services	3,827	(3.3%)
10. Food Stores	3,794	(3.3%)

By Occupation:

Manag/Prof.	30,853	(25.6%)
Tech/Sales/Admin.	39,225	(32.6%)
Service	17,510	(14.6%)
Farm/Forest/Fish	1,299	(1.0%)
Precision Prod.	16,563	(13.8%)
Oper/Fabri/Labor	14,935	(12.4%)

Total Metro Employees: 116,155
 Top 10 Total Employees: 59,265 (51.0%)

COLORADO SPRINGS

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Colorado National (33 Mil)	Colorado College (1,923)	Ft. Carson (23,000)	Jun 79: 4.5%
First National (492 Mil)	University of Colorado-Col.Spr. (5,446)	Peterson AFB (2,577)	Dec 82: N/A
United Bank (350 Mil)	US Air Force Academy (4,414)	Air Force Academy (4,443)	Sep 83: N/A
		Cheyenne Mountain (NORAD)	Sep 84: 4.9%
		(N/A)	Aug 85: N/A
			Aug 86: 6.5%
			Aug 87: N/A
			Aug 88: N/A
			Jul 89: N/A
			Jul 90: N/A

Total Full-Time Students: 11,954

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Praco	Long Ford	Denver	1. KKCS A/F \$1,600,000
Bulloch	McDonalds	Pueblo	2. KVUU-F 1,400,000
Hanson	Safeway		3. KKFM-F 1,000,000
Heisley	Long Ford		4. KILO-F 900,000
			5. KSPZ-F 800,000
			6. KIKX-F 700,000
			7. KRDO-F 600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Colorado Springs Gazette-Telegraph	103,645		117,743	Freedom

Best Restaurants	Best Hotels	Best Golf Courses
Peppertree	Broadmoor	Broadmoor
Briarhurst	Cheyenne Mountain Inn	Air Force Academy (Blue)
Mayfields	Marriott	

COMPETITIVE MEDIA

Major Over the Air Television

KKTU	Colorado Springs	11	CBS	Ackerly
KOAA	Pueblo	5	NBC	Evening Post
KRDM	Colorado Springs	13	ABC	
KXRM	Colorado Springs	21	Fox	
KTSC	Pueblo	8	PBS	

WEATHER DATA

Elevation: 6145
 Annual Precipitation: 14.7 in.
 Annual Snowfall: 39.4 in.
 Average Windspeed: 10.4 (NNE)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	41.0	84.4	61.4
Avg. Min. Temp:	16.1	57.0	35.4
Average Temp:	28.6	70.7	48.4

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$20,500,000	32.9	.0071
Radio	10,400,000	16.7	.0036
Newspaper	29,400,000	47.2	.0101
Outdoor	2,000,000	3.2	.0007
	<u>\$62,300,000</u>		<u>.0215</u>

* See Miscellaneous Comments

Miscellaneous Comments

* Split ADI with Pueblo. TV revenue is estimate of Colorado Springs' share. Total TV revenue for ADI is estimated at \$25,900,000.

Radio Revenue Breakdown

Local	60.0%
National	16.5%
"Regional"	23.5%

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1987	KPIK		200,000
1987	KSSS, KVUU-F	From Compass to Lakoduk	NA
1987	KIKX-F	Sold to First Sierra	4,400,000 (E)
1988	KVOR, KSPZ-F	Sold by Penn (cancelled)	7,200,000
1989	KWID-F (Security)		1,060,000
1990	KVOR/KSPZ-F	From Penn to Unistar	2,500,000 (E)

NOTE: Some of these sales may not have been consummated.

COLUMBIA, SC

1990 ARB Rank: 91	1990 Revenue: \$14,100,000	Manager's Market Ranking (current): 3.7
1990 MSA Rank: 105	Rev per Share Point: \$162,069	Manager's Market Ranking (future): 4.0
1990 ADI Rank: 82	Population per Station: 27,778 (14)	Duncan's Radio Market Grade: III A
FM Base Value: \$4,400,000	1990 Revenue Change: 6.0%	Mathematical Market Grade: III A
Base Value % : 31.2%	Station Turnover: 61.9%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	10.3	11.5	11.9	12.7	13.3	14.1					
Yearly Growth Rate (85-90): 6.5%											
Projected Revenue Estimates:							14.8	15.8	16.8	17.9	18.9
Revenue per Capita:	23.04	25.61	26.44	27.61	28.85	30.32					
Yearly Growth Rate (85-90): 5.7%											
Projected Revenue per Capita:							32.05	33.87	35.80	37.85	40.00
Resulting Revenue Estimate:							15.0	16.1	17.2	18.5	19.6
Revenue as % of Retail Sales:	.0041	.0043	.0044	.0044	.0040	.0040					
Mean % (85-90): .0042%											
Resulting Revenue Estimate:							15.5	16.8	18.1	18.9	20.2
							MEAN REVENUE ESTIMATE: 15.1 16.2 17.4 18.4 19.6				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.443	.449	.450	.460	.461	.465	.469	.474	.480	.489	.491
Retail Sales (billions):	2.4	2.6	2.7	2.9	3.3	3.5	3.7	4.0	4.3	4.5	4.8

Below-the-Line Listening Shares: 1.6%
 Unlisted Station Listening: 11.4%
 Total Lost Listening: 13.0%
 Available Share Points: 87.0
 Number of Viable Stations: 10.5
 Mean Share Points per Station: 8.3
 Median Share Points per Station: 6.0
 Rev. per Available Share Point: \$162,069
 Estimated Rev. for Mean Station: \$1,342,857

Confidence Levels

1990 Revenue Estimates: Slightly below normal
 1991-1995 Revenue Projections: Slightly below normal

COMMENTS

Market now reports to Miller, Kaplan . . . Managers predict 4% to 5% revenue growth during 1991 . . . Very poor cooperation from managers in this market . . .

Household Income: \$32,602
 Median Age: 30.2 years
 Median Education: 12.6 years
 Median Home Value: \$43,600
 Population Change (1989-1994): 5.9%
 Retail Sales Change (1989-1994): 37.2%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$23,344
 Cable Penetration: 50%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 71.6	<15 26.0	12-24 26.3	Non High School
Black 27.0	15-30 30.3	25-54 54.8	Grad: 33.7
Hispanic 1.4	30-50 26.7	55+ 18.9	High School Grad: 27.1
Other ---	50-75 12.5		
	75+ 4.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 18.2
 College 4+ years: 21.0

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government		Scana	
Military		South Carolina National	
Textiles			
Agribusiness			

INC 500 Companies

Employment Breakdowns

RPR & Assoc. (342)

By Industry (SIC):

By Occupation:

1. Business Services	11,285	(7.6%)	Manag/Prof.	48,232	(26.1%)
2. Eating and Drinking Places	11,066	(7.4%)	Tech/Sales/Admin.	64,352	(34.8%)
3. Health Services	8,289	(5.6%)	Service	22,300	(12.0%)
4. Special Trade Contractors	7,310	(4.9%)	Farm/Forest/Fish	2,209	(1.2%)
5. Wholesale Trade-Durable Goods	7,252	(4.9%)	Precision Prod.	20,614	(11.1%)
6. Food Stores	4,809	(3.2%)	Oper/Fabri/Labor	27,303	(14.8%)
7. Insurance Carriers	4,752	(3.2%)			
8. General Merchandise Stores	4,410	(3.0%)			
9. Chemicals and Allied Products	4,324	(2.9%)			
10. Miscellaneous Retail	4,300	(2.9%)			

Total Metro Employees: 148,698
 Top 10 Total Employees: 67,797 (45.6%)

COLUMBIA, SC

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Citizens & Southern (3.7 Bil)	University of SC (23,301)	Ft. Jackson (13,534)	Jun 79: 4.4%
First Citizens (849 Mil)	Benedict College (1,295)	Shaw AFB (6,797)	Dec 82: 6.8%
NCNB (3.6 Bil)	Columbia College (1,186)		Sep 83: 6.2%
South Carolina National (5.4 Bil)	Midlands Tech (4,980)		Sep 84: 4.3%
			Aug 85: 3.3%
			Aug 86: 3.8%
			Aug 87: 3.6%
			Aug 88: 3.2%
			Jul 89: 3.2%
			Jul 90: 3.8%

Total Full-Time Students: 22,104

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Gillis Newman, Saylor	Coca Cola Love Chevy	Atlanta Charlotte Raleigh	1. WCOS A/F \$3,100,000 2. WWDM-F 2,400,000 3. WTCB-F 2,100,000 4. WMFX-F 1,900,000 5. WNOK-F 1,800,000 6. WCMG-F 1,000,000 7. WVOC 600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Columbia State/Sun News	179,501		210,163	Knight-Ridder

COMPETITIVE MEDIA	Best Restaurants	Best Hotels	Best Golf Courses
Major Over the Air Television	Bones Choppin Block (steak) Collaro's Al's Upstairs	Marriott Sheraton	Timberlake

WACH	Columbia	57	Fox	FCV Comm
WIS	Columbia	10	NBC	Cosmos
WLTX	Columbia	19	CBS	Lewis
WOLO	Columbia	25	ABC	Bahakel
WRLK	Columbia	35	PBS	

WEATHER DATA
NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$31,000,000	36.4	.0089
Radio	14,100,000	16.5	.0040
Newspaper	37,500,000	44.0	.0107
Outdoor	2,600,000	3.1	.0007
	\$85,200,000		.0243

Miscellaneous Comments
Manager's Comment

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WOIC	Sold to Burkhart/Phillips	\$ 750,000
1986	WCMG-F	Sold to Burkhart/Phillips	1,300,000
1986	WMFX-F (St. Charles)		1,200,000
1986	WIS	Sold by Cosmos	2,000,000
1986	WCEZ-F		2,000,000
1987	WMFX-F		2,000,000
1987	WFIG, WWDM-F	(56%)	3,000,000
1988	WOIC, WCMG-F	Sold to John Price	2,750,000
1989	WTCB-F	From Keymarket to Bloomington	5,500,000
1989	WWDM-F, WFIG (Sumter)	(35%)	3,700,000
1989	WQXL		136,000
1989	WCOS A/F	From GHB to Ragan Henry	12,500,000
1989	WMFX-F (St. Andrews)	From Signature to Baum	5,000,000
1989	WOIC, WNOK-F	From Audubon to Voyager	7,500,000
1990	WTGH	Sold to Willis	500,000
1990	WVOC/WCEZ-F	Sold to Bunyard/Dames	2,550,000

NOTE: Some of these sales may not have been consummated.

COLUMBUS, OH

Largest Local Banks

Banc Ohio (5.1 Bil)
Bank One (4.0 Bil)
Huntington (7.9 Bil)

Colleges and Universities

Ohio State (53,446)

Military Bases

Unemployment

Jun 79: 5.1%
Dec 82: 9.2%
Sep 83: 8.0%
Sep 84: 7.2%
Aug 85: 6.3%
Aug 86: 6.1%
Aug 87: 5.3%
Aug 88: 4.5%
Jul 89: 4.3%
Jul 90: 4.2%

Total Full-Time Students: 60,988

Highest Billing Stations

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Hameroff Lord Sullivan Ron Poth	McDonalds Kroger Big Bear Markets Bank One	Cleveland Cincinnati Dayton

1. WNCI-F	\$9,000,000
2. WSNY-F	7,700,000
3. WTVN	7,000,000
4. WLWQ-F	6,000,000
5. WMGG-F	3,000,000
6. WHOK-F	2,600,000
7. WBNS-F	2,300,000
8. WCOL-F	1,800,000
9. WVOK	900,000
10. WMNI	475,000
11. WBNS	450,000
12. WBBY-F	400,000
WCOL	400,000

Major Daily Newspapers	AM	PM	SUN	Owner
Columbus Dispatch	252,363		386,936	

Best Restaurants	Best Hotels	Best Golf Courses
Refectory (American) Claremont (steak) Hunan Lion Hyde Park	Hyatt (Regency and Capital Sq.) Pickett Suites Stouffers	Muirfield Scioto The Golf Club Ohio State (Scarlet)

COMPETITIVE MEDIA

Major Over the Air Television

WBNS	Columbus	10	CBS	Columbus Dispatch
WCMH	Columbus	4	NBC	Outlet
WOSU	Columbus	34	PBS	
WTTE	Columbus	28	Fox	Sinclair
WSYX	Columbus	6	ABC	Anchor

WEATHER DATA

Elevation: 812
Annual Precipitation: 37.0 in.
Annual Snowfall: 27.7 in.
Average Windspeed: 8.7 (SW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$112,000,000	39.4	.0103
Radio	42,000,000	14.8	.0038
Newspaper	122,000,000	43.0	.0112
Outdoor	7,900,000	2.8	.0007
	\$283,900,000		.0260

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	36.4	84.4	62.1
Avg. Min. Temp:	20.4	62.4	40.9
Average Temp:	28.4	73.6	51.5

Miscellaneous Comments

Radio Revenue Breakdown

Local 80.5%
National 18.8%
Network .7%
(Trade equals 2.3% of local - up 15% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WVOK, WSNY-F	From Josephson to Saga	\$19,500,000
1988	WXLE-F (Johnstown)	Sold to Ragan Henry	1,850,000

NOTE: Some of these sales may not have been consummated.

CORPUS CHRISTI

1990 ARB Rank: 130	1990 Revenue: \$8,300,000	Manager's Market Ranking (current): 2.1
1990 MSA Rank: 137	Rev per Share Point: \$93,258	Manager's Market Ranking (future): 3.8
1990 ADI Rank: 122	Population per Station: 16,764 (17)	Duncan's Radio Market Grade: III D
FM Base Value: \$1,600,000	1990 Revenue Change: 3.8%	Mathematical Market Grade: III D-
Base Value % : 19.3%	Station Turnover: 8.3%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:		7.2	7.8	7.8	7.5	8.0	8.3				
Yearly Growth Rate (85-90):	3.0%	(assigned rate of 5.2%)									
Projected Revenue Estimates:							8.7	9.2	9.7	10.2	10.6
Revenue per Capita:		19.73	21.31	21.13	20.72	22.16	22.93				
Yearly Growth Rate (85-90):	3.1%	(assigned rate of 4.2%)									
Projected Revenue per Capita:							23.89	24.90	25.94	27.03	28.17
Resulting Revenue Estimate:							8.7	9.2	9.6	10.1	10.6
Revenue as % of Retail Sales:	.0040	.0041	.0039	.0036	.0036	.0036					
Mean % (85-90):	.0037%										
Resulting Revenue Estimate:							8.9	9.6	10.0	10.4	11.1
MEAN REVENUE ESTIMATE:							8.8	9.3	9.8	10.3	10.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.364	.366	.369	.362	.361	.362	.365	.368	.371	.374	.375
Retail Sales (billions):	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.6	2.7	2.8	3.0

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: 11.0%
 Total Lost Listening: 11.0%
 Available Share Points: 89.0
 Number of Viable Stations: 12
 Mean Share Points per Station: 7.4
 Median Share Points per Station: 5.9
 Rev. per Available Share Point: \$93,258
 Estimated Rev. for Mean Station: \$691,663

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Market does not report to an accountant . . . Managers predict 3% to 5% growth in 1991 . . .

Household Income: \$27,776
 Median Age: 29.9 years
 Median Education: 12.3 years
 Median Home Value: \$36,700
 Population Change (1989-1994): 3.5%
 Retail Sales Change (1989-1994): 32.6%
 Number of Class B or C FM's: 6
 Revenue per AQH: \$19,438
 Cable Penetration: 63%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 41.8	<15 33.8	12-24 24.8	Non High School
Black 4.3	15-30 30.1	25-54 53.9	Grad: 42.3
Hispanic 53.9	30-50 25.0	55+ 21.5	High School Grad: 27.3
Other ---	50-75 8.2		
	75+ 3.9		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 16.5

COMMERCE AND INDUSTRY

College 4+ years: 13.9

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Petrochemicals			
Fishing			
Agribusiness			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	9,102	(9.3%)
2. Eating and Drinking Places	8,176	(8.3%)
3. Business Services	5,482	(5.6%)
4. Food Stores	4,715	(4.8%)
5. Wholesale Trade-Durable Goods	4,505	(4.6%)
6. Special Trade Contractors	4,458	(4.5%)
7. Oil and Gas Extraction	4,045	(4.1%)
8. Automotive Dealers	3,117	(3.2%)
9. General Merchandise Stores	2,909	(3.0%)
10. Petroleum and Coal Products	2,662	(2.7%)

By Occupation:

Manag/Prof.	28,780	(21.0%)
Tech/Sales/Admin.	40,140	(29.3%)
Service	18,056	(13.2%)
Farm/Forest/Fish	3,490	(2.5%)
Precision Prod.	23,534	(17.2%)
Oper/Fabri/Labor	22,969	(16.8%)

Total Metro Employees: 98,055
 Top 10 Total Employees: 49,170 (50.1%)

CORPUS CHRISTI

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
MBank (799 Mil)	Corpus Christi State (3,589)	Chase Field NAS (1,700) ?	Jun 79: 5.9%
MBC Bank (146 Mil)	Bel Mark College (9,639)	Corpus Christi NAS (2,800) ?	Dec 82: 8.3%
Parkdale (123 Mil)			Sep 83: 11.0%
Texas Commerce (311 Mil)			Sep 84: 7.8%
			Aug 85: 8.9%
			Aug 86: 12.2%
			Aug 87: 11.2%
			Aug 88: 8.5%
			Jul 89: 9.0%
			Jul 90: 7.1%

Total Full-Time Students: 4,421

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Moorehead Dotts	Coca Cola Miller Beer Morris Clubs		1. KOUL-F \$1,400,000 2. KZFM-F 1,100,000 KRYX A/F 1,100,000 4. KUNO 1,000,000 5. KNCN-F 950,000 6. KMXR-F 700,000

Major Daily Newspapers	AM	PM	SUN	Owner
Corpus Christi Caller-Times	68,136		90,204	Harte-Hanks

COMPETITIVE MEDIA	Best Restaurants	Best Hotels	Best Golf Courses
	Lighthouse (seafood) Water Street Oyster Bar Paesano's	Marriott Sheraton Marina Wyndham	King's Crossing CC

Major Over the Air Television

KEDT	Corpus Christi	16	PBS
KIII	Corpus Christi	3	ABC
KORO	Corpus Christi	28	
KRIS	Corpus Christi	6	NBC
KZTV	Corpus Christi	10	CBS

WEATHER DATA
NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Miscellaneous Comments
Television	\$21,300,000	35.2	.0093	
Radio	8,300,000	13.7	.0036	
Newspaper	28,700,000	47.4	.0125	
Outdoor	2,200,000	3.6	.0010	
	\$60,500,000		.0264	

NOTE: Use Newspaper and Outdoor estimates with caution. Manager's Comment

Major Radio Station Sales Since 1986

1986	KJKC-F (Portland)	From Phillips/Whitlock to Dave King	\$1,000,000
1986	KRYS A/F		1,600,000
1987	KJKC-F (Portland)		950,000
1988	KMXR-F		2,300,000
1989	KJKC-F (Portland)		525,000
1990	KDAE/KLTG-F		1,900,000

NOTE: Some of these sales may not have been consummated.

DALLAS - FORT WORTH

1990 ARB Rank: 8	1990 Revenue: \$135,000,000	Manager's Market Ranking (current): 3.5
1990 MSA Rank: 12-Dal, 37-Ft Worth	Rev per Share Point: \$1,459,051	Manager's Market Ranking (future): 4.3
1990 ADI Rank: 7	Population per Station: 99,509 (32)	Duncan's Radio Market Grade: I A-
FM Base Value: \$14,000,000	1990 Revenue Change: 3.6%	Mathematical Market Grade: I A+
Base Value % : 10.3%	Station Turnover: 21.4%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	107.6	120.5	116.5	121.2	129.7	135.0					
Yearly Growth Rate (85-90): 4.7% (assigned rate of 5.9%)											
Projected Revenue Estimates:							141.7	151.0	159.8	169.3	176.0
Revenue per Capita:	30.92	33.47	31.57	32.32	34.31	34.97					
Yearly Growth Rate (85-90): 4.9%											
Projected Revenue per Capita:							36.68	38.48	40.37	42.34	44.42
Resulting Revenue Estimate:							144.9	155.4	165.5	178.3	189.2
Revenue as % of Retail Sales:	.0042	.0045	.0042	.0040	.0039	.0038					
Mean % (85-90): .00398% (87-90 only)											
Resulting Revenue Estimate:							150.0	164.0	182.6	202.6	214.0
							MEAN REVENUE ESTIMATE: 145.5 156.8 169.3 183.4 193.1				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	3.47	3.60	3.69	3.75	3.78	3.86	3.95	4.04	4.10	4.21	4.26
Retail Sales (billions):	25.6	26.4	27.7	30.4	33.0	35.0	37.7	41.4	45.9	50.9	54.0
Below-the-Line Listening Shares: 0.0											
Unlisted Station Listening: 7.2%											
Total Lost Listening: 7.2%											
Available Share Points: 92.8											
Number of Viable Stations: 21											
Mean Share Points per Station: 4.42											
Median Share Points per Station: 3.6											
Rev. per Available Share Point: \$1,459,051											
Estimated Rev. for Mean Station: \$6,447,616											

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Below Normal

COMMENTS

Market reports to Miller, Kaplan . . . Managers predict 3% to 5% revenue increase in 1991 . . .

Household Income: \$34,930

Median Age: 31.5 years
 Median Education: 12.7 years
 Median Home Value: \$47,300
 Population Change (1989-1994): 11.6%
 Retail Sales Change (1989-1994): 54.4%
 Number of Class B or C FM's: 17 + 1 = 18
 Revenue per AQH: \$25,993
 Cable Penetration: 43%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 77.2	<15 24.3	12-24 22.9	Non High School
Black 13.5	15-30 27.8	25-54 57.1	Grad: 30.0
Hispanic 9.3	30-50 26.5	55+ 20.0	High School Grad:
Other ---	50-75 14.4		30.3
	75+ 7.0		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 19.5

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Financial	LTV (56)	AMR	Southland (8)
High Tech	Texas Instruments (68)	Burlington Northern	Trammell Crow Group (81)
Energy	Kimberly-Clark (85)	Centex	Lincoln Property (81)
Food Processing	Dresser Industries (118)	Central & South West	Sammons Enterprise (85)
Agribusiness	American Petrofina (164)	Enserch	Cullum Companies (117)
Aircraft	Valhi (188)	Halliburton	Lennox International (149)
Munitions	E-Systems (257)	Lomas Financial	LaSalle Energy (158)
Clothing	National Gypsum (292)	MCorp	Epic Healthcare Group (161)
Electronics	Tyler (334)	Southmark	GLI Holding (168)
	Rexene (397)	Texas American Bancharces	Morning Star Foods (176)
	Lone Star Tech. (406)	Texas Utilities	Hunt Consolidation (195)
	Texas Industries (428)	Sun Exploration & Prod.	Club Corp. International (236)
	(And more...)	Tandy	(And more...)
		(And more...)	

INC 500 Companies

Employment Breakdowns

NAC (19)	By Industry (SIC):	By Occupation:
Software Spectrum (56)	1. Business Services 122,593 (7.8%)	Manag/Prof. 349,671 (23.5%)
Advanced Entry Systems (142)	2. Eating and Drinking Places 107,887 (6.9%)	Tech/Sales/Admin. 518,019 (34.8%)
Microsolutions (182)	3. Wholesale Trade-Durable Goods 91,967 (5.9%)	Service 159,756 (10.7%)
Wellness & Lifestyle (187)	4. Health Services 86,333 (5.5%)	Farm/Forest/Fish 15,060 (1.0%)
SIR Group (200)	5. Special Trade Contractors 74,996 (4.8%)	Precision Prod. 201,906 (13.6%)
H & M Food Systems (233)	6. Electric & Electronic Equip. 63,689 (4.1%)	Oper/Fabri/Labor 244,529 (16.4%)
Microdynamics (282)	7. Food Stores 46,979 (3.0%)	
Leather Center (290)	8. Wholesale Trade-Nondurable Gds 45,517 (2.9%)	
First Intercontinental (347)	9. Real Estate 44,970 (2.9%)	
Micrografx (430)	10. Transportation Equipment 42,543 (2.7%)	

Total Metro Employees: 1,570,857
 Top 10 Total Employees: 727,474 (46.3%)

DALLAS - FORT WORTH

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
MBank - Dallas (7.8 Bil)	University of Texas-Arlington (23,397)	Carswell AFB (5,930)	Jun 79: 4.0%
NCNB Texas National (25.5 Bil)	Southern Methodist (9,251)	Dallas NAV (1,300)	Dec 82: 5.2%
First City (767 Mil)	Texas Christian (6,747)		Sep 83: 4.9%
MBank - Ft. Worth (913 Mil)	University of Dallas (2,466)		Sep 84: 3.5%
			Aug 85: 4.8%
			Aug 86: 6.7%
			Aug 87: 6.6%
			Aug 88: 5.5%
			Jul 89: 6.0%
			Jul 90: 5.3%

Total Full-Time Students: 77,284

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Bozell & Jacobs	Budweiser	Houston	1. KVIL A/F \$21,500,000
Tracy Locke	McDonalds	Austin	2. WBAP 13,700,000
Richards	Coca Cola	San Antonio	3. KRLD 12,000,000
Bloom	American Airlines		4. KSCS-F 11,800,000
	Highland Appliance		5. KPLX-F 11,000,000
	Coors		6. KKDA-F 9,400,000
			7. KTXQ-F 6,800,000
			8. KLUV-F 6,500,000
			9. KZPS-F 5,900,000
			10. KEGL-F 5,500,000
			11. KHYI-F \$5,300,000
			12. KOAI-F 5,000,000
			13. KQZY-F 4,300,000
			14. KMGC-F 3,600,000
			15. KMEZ-F 3,500,000
			16. KLIF 3,200,000
			17. KJMZ-F 2,400,000
			18. KLTJ-F 1,900,000
			19. KKWM-F 1,700,000

Major Daily Newspapers	AM	PM	SUN	Owner
Daily Morning News	378,116		565,164 (E)	Belo
Dallas Times Herald	222,519 (AD)		332,449	Singleton
Fort Worth Star-Telegram	160,038	97,214	339,955	Cap Cities/ABC

COMPETITIVE MEDIA

Major Over the Air Television

KDAF	Dallas	33	Fox	Fox
KDFI	Dallas	27		Warburg Pincus
KDFW	Dallas	4	CBS	Times-Mirror
KUVN	Garland	23		Hallmark
KERA	Dallas	13	PBS	
KXTX	Dallas	39		Christian
WFAA	Dallas	8	ABC	Belo

KTVT	Fort Worth	11		Gaylord
KTXA	Fort Worth	21		TVX
KXAS	Fort Worth	5	NBC	LIN

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$325,000,000	38.2	.0093
Radio	135,000,000	15.8	.0038
Newspaper	362,000,000	42.6	.0103
Outdoor	23,200,000	3.1	.0008
	\$850,200,000		.0242

Best Restaurants

Ruth Chris (steak)
Lombardis (Italian)
Old Warsaw (continental)
Routh St. Cafe

Best Hotels

Loew's Anatole
Westin Galleria
Adolphus
Mansion
Four Seasons

Best Golf Courses

Colonial (Fort Worth)
Hyatt Bear Creek
Prestonwood
Brook Hollow
Las Colinas TPC

WEATHER DATA

Elevation: 551
Annual Precipitation: 32.1 in.
Annual Snowfall: 2.7 in.
Average Windspeed: 11.1 (S)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	55.7	95.5	76.3
Avg. Min. Temp:	33.9	74.0	54.4
Average Temp:	44.8	84.8	65.5

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution

Major Radio Station Sales Since 1986

1986	KSSA	Sold by Founders	3,500,000
1986	KRLD	From Metromedia to Metropolitan	34,000,000 (E)
1986	KSKY	Sold to Israel	3,550,000
1986	KLDD, KZEW-F	From Belo to Anchor	20,000,000
1986	KJMZ A/F	From Group One to DKM	NA
1987	KVIL A/F	From Blair to Sconnix to Infinity	82,000,000
1987	KMEZ A/F	never closed	14,045,000
1987	KMIA		877,000
1987	KFJZ		1,500,000
1987	KWJS	From Universal to Marsh	2,800,000
1987	KJMZ A/F	From DKM to Summit	26,000,000 (E)
1988	KRLD	From Metropolitan to Sillerman	41,000,000 (E)
1988	KRLD	From Sillerman to Command	42,000,000 (E)
1988	KSKY	From Dorton to Bdcst. Partners	3,500,000 (E)
1988	KMEZ A/F	From Earl Graves to Gilmore	14,000,000
1989	AM frequencies	970 and 1480 swapped by Gilmore and Summit	
1989	KJZY-F (Denton)	Sold to Broadcast House	5,800,000
1989	KZRK-F (Denton)		3,300,000
1989	KRLD	From Command To Evergreen	48,000,000 (E) (cancelled)
1990	KMGC-F	From Shamrock to Cook Inlet (cncl'd)	22,000,000
1990	KKWM-AM	From Anchor to Susquehanna	4,200,000
1990	KMGC-F	From Shamrock to Alliance (cncl'd)	17,500,000
1990	KMGC-F	From Shamrock to Nationwide	15,000,000 (E)
1990	KKWM-F	From Anchor to Cox	13,100,000

NOTE: Some of these sales may not have been consummated.

DAVENPORT - ROCK ISLAND - MOLINE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Davenport Bank (1.6 Bil)	Black Hawk College (4,983)		Jun 79: 3.6%
Northwest (155 Mil)	Augustana College (2,193)		Dec 82: N/A%
First National-Moline (179 Mil)	Marycrest College (1,453)		Sep 83: 13.3%
	Loras College (1,995)		Sep 84: 9.3%
			Aug 85: N/A%
			Aug 86: 10.0%
			Aug 87: 7.2%
			Aug 88: 7.6%
			Jul 89: 5.9%
			Jul 90: 5.7%

Total Full-Time Students: 10,981

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
ACI	Hardees	Cedar Rapids	1. WLLR-F \$2,300,000
Comm. Networks	Ready-Dawson Auto	Des Moines	2. WXLN-F 1,600,000
Watt	Lujack Chevy	Chicago	3. WPXR-F 1,500,000
	Iowa Lottery		4. KUUL-F 1,300,000
			5. WOC 1,000,000
			6. KMJC-F 800,000
			7. KRVR-F 700,000
			8. WKBF 300,000

Major Daily Newspapers	AM	PM	SUN	Owner
Quad Cities Times	56,573	(AD)	82,513	Lee
Moline Dispatch & Rock Island Argus		45,099	54,247	Small

Best Restaurants	Best Hotels	Best Golf Courses
W.L. Velies	Blackhawk	
Apple River City	Jumer's	
Rusty Pelican	Steeplegate Inn	
Charles Michele		

COMPETITIVE MEDIA

Major Over the Air Television

KLJB	Davenport	18		Davenport Comm
KWQC	Davenport	6	NBC	Broad Street
WHBF	Rock Island	4	CBS	Citadel
WQAD	Moline	8	ABC	New York Times

WEATHER DATA

Elevation: 561
 Annual Precipitation: 32.1 in.
 Annual Snowfall: 2.7 in.
 Average Windspeed: 11.1 (S)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	55.7	95.5	76.5
Avg. Min. Temp:	33.9	74.0	54.4
Average Temp:	44.8	84.8	65.5

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$29,900,000	40.4	.0117
Radio	9,600,000	13.0	.0037
Newspaper	<u>32,300,000</u>	<u>43.6</u>	<u>.0126</u>
Outdoor	2,200,000	3.0	.0009
	\$74,000,000		.0289

Miscellaneous Comments

Radio Revenue Breakdown: National 14.1%
 Network 3.7%
 Local 82.2%
 (Trade equals 11% of local - up 6% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1985

1989	KTSS	\$70,000
------	------	----------

NOTE: Some of these sales may not have been consummated.

DAYTON

1990 ARB Rank: 47	1990 Revenue: \$22,300,000	Manager's Market Ranking (current): 3.0
1990 MSA Rank: 54	Rev per Share Point: \$294,195	Manager's Market Ranking (future): 3.4
1990 ADI Rank: 52	Population per Station: 47,494 (17)	Duncan's Radio Market Grade: II C+
FM Base Value: \$4,800,000	1990 Revenue Change: 2.9%	Mathematical Market Grade: II C
Base Value % : 21.5%	Station Turnover: 9.1%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	17.7	20.1	21.3	22.7	21.5	22.3					
Yearly Growth Rate (85-90): 4.8%											
Projected Revenue Estimates:							23.9	25.2	26.4	27.7	29.0
Revenue per Capita:	19.07	21.61	22.78	24.14	22.75	23.62					
Yearly Growth Rate (85-90): 4.5%											
Projected Revenue per Capita:							24.68	25.80	26.95	28.17	29.43
Resulting Revenue Estimate:							23.3	24.3	25.4	26.5	27.7
Revenue as % of Retail Sales:	.0033	.0036	.0036	.0038	.0033	.0032					
Mean % (85-90): .0034%											
Resulting Revenue Estimate:							24.8	26.2	27.2	28.6	30.2
							MEAN REVENUE ESTIMATE: 24.0 25.2 26.3 27.6 29.0				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.928	.930	.935	.940	.945	.944	.943	.942	.941	.941	.941
Retail Sales (billions):	5.4	5.6	5.9	6.0	6.6	6.9	7.3	7.7	8.0	8.4	8.9
Below-the-Line Listening Shares: 10.5%											
Unlisted Station Listening: 13.7%											
Total Lost Listening: 24.2%											
Available Share Points: 75.8											
Number of Viable Stations: 11											
Mean Share Points per Station: 6.9											
Median Share Points per Station: 5.8											
Rev. per Available Share Point: \$294,195											
Estimated Rev. for Mean Station: \$2,027,270											
							Confidence Levels				
							1990 Revenue Estimates: Normal				
							1991-1995 Revenue Projections: Normal				
							COMMENTS				
							Market reports to local accountant . . . Managers predict 3% to 5% revenue increase in 1991 . . .				

Household Income: \$31,515

Median Age: 33.1 years

Median Education: 12.5 years

Median Home Value: \$43,500

Population Change (1989-1994): -.5%

Retail Sales Change (1989-1994): 27.4%

Number of Class B or C FM's: 6 + 2 = 8

Revenue per AQH: \$20,978

Cable Penetration: 62%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 86.7	<15 27.4	12-24 22.3	Non High School
Black 12.3	15-30 29.6	25-54 53.5	Grad: 30.8
Hispanic 0.7	30-50 27.2	55+ 24.1	
Other 0.3	50-75 12.1		High School Grad: 40.1
	75+ 3.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 14.1

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Business Equipment	NCR (72)	DPL	
Aircraft Parts	Mead (103)	Super Food Services	
Chemical & Plastics	Phillips Industries (405)		
Refrigeration & Heating Equipment	Standard Register (413)		
Motor Vehicle Parts	Reynolds & Reynolds (446)		

INC 500 Companies

Employment Breakdowns

Hazco Services (40)

Modern Technologies (53)

By Industry (SIC):

1. Health Services	32,406	(9.8%)
2. Eating and Drinking Places	25,061	(7.6%)
3. Transportation Equipment	24,588	(7.4%)
4. Machinery, Except Electrical	24,413	(7.4%)
5. Business Services	20,015	(6.1%)
6. Wholesale Trade-Durable Goods	12,372	(3.7%)
7. Food Stores	11,003	(3.3%)
8. Fabricated Metal Products	10,596	(3.2%)
9. General Merchandise Stores	9,039	(2.7%)
10. Special Trade Contractors	8,913	(2.7%)

By Occupation:

Manag/Prof.	96,465	(23.5%)
Tech/Sales/Admin.	124,994	(30.5%)
Service	53,034	(12.9%)
Farm/Forest/Fish	5,922	(1.5%)
Precision Prod.	50,866	(12.4%)
Oper/Fabri/Labor	78,793	(19.2%)

Total Metro Employees: 330,633
Top 10 Total Employees: 178,406 (54.0%)

DAYTON

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank One (2.1 Bil)	University of Dayton (10,693)	Wright-Paterson AFB (28,521)	Jun 79: 6.8%
First National (968 Mil)	Wright State (14,580)		Dec 82: 12.1%
			Sep 83: 9.4%
			Sep 84: 7.6%
			Aug 85: 6.8%
			Aug 86: 6.6%
			Aug 87: 5.8%
			Aug 88: 5.1%
			Jul 89: 4.6%
			Jul 90: 4.6%

Total Full-Time Students: 35,257

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Penny/Ohlman	McDonalds	Cleveland	1. WGTZ-F \$3,200,000
Forest Grove	Kroger	Cincinnati	2. WWSN-F 3,100,000
Eastpint	TaTone Auto	Columbus	3. WHIO 3,000,000
Willis Case			4. WTUE-F 2,900,000
			5. WHKO-F 2,700,000
			6. WVUD-F 1,600,000
			7. WYMJ-F 1,400,000
			8. WAZU-F 1,200,000
			9. WONE 900,000
			10. WDAO 500,000

Major Daily Newspapers	AM	PM	SUN	Owner
Dayton News/Sun	217,873		277,282	Cox

COMPETITIVE MEDIA

Major Over the Air Television

WDTN	Dayton	2	ABC	Hearst
WHIO	Dayton	7	CBS	Cox
WKEF	Dayton	22	NBC	K-T Comm.
WRGT	Dayton	45	Fox	Act III
WPTD	Kettering	16	PBS	

Best Restaurants	Best Hotels	Best Golf Courses
Jay's (seafood)	Marriott	NCR CC (South)
Pine Club (steak)	Stouffers	Sycamore
Paragon		Weatherwax (Middletown)

NO WEATHER DATA AVAILABLE

See Cincinnati for an approximation

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$64,600,000	39.3	.0094
Radio	22,300,000	13.6	.0032
Newspaper	72,000,000	43.8	.0104
Outdoor	5,500,000	3.3	.0008
	\$164,400,000		.0238

Radio Revenue Breakdown

National	15.8%
Network	0.9%
Local	83.3%
(Trade equals 4% of local - up 88% in 1990)	

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WING, WGTZ-F	From Great Trails to Williams	NA
1986	WONE, WTUE-F	From Group One to DKM	NA
1987	WDAO	Sold by Stoner	\$ 725,000
1987	WONE/WTUE-F	From DKM to Summit	17,000,000 (E)
1988	WAZU-F (Springfield)	Sold to Osborn	3,700,000
1989	WYMJ-F (Beavercreek)		3,000,000

NOTE: Some of these sales may not have been consummated.

DENVER

1990 ARB Rank: 24	1990 Revenue: \$70,000,000	Manager's Market Ranking (current): 3.0
1990 MSA Rank: 27	Rev per Share Point: \$788,288	Manager's Market Ranking (future) : 3.8
1990 ADI Rank: 19	Population per Station: 51,596 (31)	Duncan's Radio Market Grade: I C-
FM Base Value: \$7,900,000	1990 Revenue Change: 4.1%	Mathematical Market Grade: I B-
Base Value % : 11.3%	Station Turnover: 16.7%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	58.4	60.2	59.1	63.8	67.0	70.0					
Yearly Growth Rate (85-90): 3.7% (assigned rate of 5.5%)											
Projected Revenue Estimates:							73.4	78.2	82.5	87.0	91.0
Revenue per Capita:	30.90	32.19	31.11	33.40	35.08	36.27					
Yearly Growth Rate (84-89): 3.3%											
Projected Revenue per Capita:							37.47	38.70	39.98	41.30	42.66
Resulting Revenue Estimate:							72.7	76.2	80.0	84.2	87.9
Revenue as % of Retail Sales:	.0042	.0044	.0044	.0047	.0048	.0047					
Mean % (84-89): .00453%											
Resulting Revenue Estimate:							72.5	77.9	83.4	87.9	93.3
							MEAN REVENUE ESTIMATE: 72.9 77.4 82.0 86.4 90.7				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.85	1.87	1.90	1.91	1.91	1.93	1.94	1.97	2.00	2.04	2.06
Retail Sales (billions):	12.4	13.0	13.5	13.4	13.9	15.0	16.0	17.2	18.4	19.4	20.6

Below-the-Line Listening Shares: 0.2
 Unlisted Station Listening: 11.2%
 Total Lost Listening: 11.2%
 Available Share Points: 88.8
 Number of Viable Stations: 18
 Mean Share Points per Station: 4.9
 Median Share Points per Station: 4.1
 Rev. per Available Share Point: \$788,288
 Estimated Rev. for Mean Station: \$3,862,611

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . All viable stations participate . . . Managers predict 4% to 5% revenue growth in 1991

Household Income: \$33,625
 Median Age: 31.4 years
 Median Education: 12.9 years
 Median Home Value: \$70,500
 Population Change (1988-1993): 7.3%
 Retail Sales Change (1988-1993): 39.1%
 Number of Class B or C FM's: 13
 Revenue per AQH: \$28,386
 Cable Penetration: 51%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 86.1	<15 22.2	12-24 22.5	Non High School
Black 4.5	15-30 28.3	25-54 58.9	Grad: 18.7
Hispanic 9.4	30-50 28.6	55+ 18.4	High School Grad:
Other ---	50-75 14.8		33.6
	75+ 6.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 21.8

COMMERCE AND INDUSTRY

College 4+ years: 25.9

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Energy	Manville (190)	Colorado Nat'l Bancshares	Anschutz (32)
Electronics	Adolph Coors (249)	Newmont Mining	Gates (107)
Research	Cyprus Minerals (275)	Public Service Co. of Colorado	Gillett Holdings (189)
Tourism		Tele-Communications	
Food Processing		United Artists Communications	
Government		United Bank of Colorado	
Military		United Cable Television	
Aerospace		US West	
		Western Capital Investment	

INC 500 Companies Employment Breakdowns

Progressive Peripherals & Software (88)	By Industry (SIC):	By Occupation:
StarPak (90)	1. Eating and Drinking Places 63,759 (8.3%)	Manag/Prof. 228,466 (27.9%)
Carts of Colorado (431)	2. Business Services 58,905 (7.7%)	Tech/Sales/Admin. 280,756 (34.3%)
	3. Health Services 53,196 (6.9%)	Service 99,195 (12.1%)
	4. Wholesale Trade-Durable Goods 39,225 (5.1%)	Farm/Forest/Fish 7,851 (1.0%)
	5. Special Trade Contractors 32,540 (4.2%)	Precision Prod. 99,135 (12.1%)
	6. Communication 22,108 (2.9%)	Oper/Fabri/Labor 103,158 (12.6%)
	7. Food Stores 21,918 (2.8%)	
	8. Miscellaneous Services 20,863 (2.7%)	
	9. Miscellaneous Retail 20,196 (2.6%)	
	10. Wholesale Trade-Nondurable Gds 19,969 (2.6%)	

Total Metro Employees: 769,338
 Top 10 Total Employees: 352,679 (45.8%)

DENVER

Largest Local Banks

Central Bank (1.2 Bil)
 Colorado National (1.4 Bil)
 First Interstate (2.0 Bil)
 United (2.7 Bil)

Colleges and Universities

University of Denver (7,879)
 University of Colorado-Den. (10,790)
 University of Colorado-Boulder
 (22,299)
 Metropolitan State (13,997)

Total Full-Time Students: 51,134

Military Bases

Rocky Mountain Arsenal (252)
 Lowry AFB (10,850)
 Fitzsimmons Hosp. (1,700) ?

Unemployment

Jun 79: 5.2%
 Dec 82: 7.3%
 Sep 83: 5.2%
 Sep 84: 4.1%
 Aug 85: 4.7%
 Aug 86: 6.0%
 Aug 87: 6.0%
 Aug 88: 5.2%
 Jul 89: 4.7%
 Jul 90: 4.5%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Barnhart
 Karsh & Hagan
 Reich
 DDB Needham

Largest Local Radio Accounts

Safeway
 Shane
 King Scoopers
 McDonalds

Source of Regional Dollars

Kansas City
 Salt Lake City
 Phoenix

Highest Billing Stations

1. KOA	\$11,600,000	9. KSYY-F	\$2,900,000
2. KBCO A/F	8,000,000	10. KLZ/KAZY-F	2,800,000
3. KXKL A/F	7,000,000	KQKS-F	2,800,000
4. KYGO A/F	6,000,000	12. KHOW	2,700,000
5. KRZN/KXLT-F	4,700,000	13. KRFX-F	2,600,000
6. KRXY A/F	4,100,000	14. KHIH-F	1,900,000
7. KOSI-F	3,600,000	15. KVOD-F	1,800,000
8. KBPI-F	3,000,000	16. ????	1,700,000
		17. KEZW	1,000,000

Major Daily Newspapers

	AM	PM	SUN	OWNER
Rocky Mountain News	364,790		415,322	Scripps-Howard
Denver Post	246,837		408,544	Media News Group

COMPETITIVE MEDIA

Major Over the Air Television

Station	City	Ch	Network	Owner
KCNC	Denver	4	NBC	NBC/GE
KDVR	Denver	31	Fox	Chase
KMGH	Denver	7	CBS	McGraw-Hill
KRMA	Denver	6	PBS	
KUSA	Denver	9	ABC	Gannett
KWGN	Denver	2		Tribune Co.
KTVB	Denver	20		Twenver
KBDI	Broomfld	12	PBS	

Best Restaurants

Strings
 Cliff Young
 Cafe Gluvanni
 Rattlesnake Club

Best Hotels

Loew's Georgio
 Brown Palace
 Westin
 Oxford
 Hyatt Downtown

Best Golf Courses

Castle Pines
 (Castle Rock)
 Cherry Hills
 Arrowhead
 Hiwan
 Denver CC
 GC of Castle Pines
 Bear Creek

WEATER DATA

Elevation:	5283		
Annual Precipitation:	14.6 in.		
Annual Snowfall:	60.1 in.		
Average Windspeed:	9.0 (S)	JAN	JUL
Avg. Max. Temp:		43.5	87.4
Avg. Min. Temp:		16.2	58.6
Average Temp:		29.9	73.0
			TOTAL YEAR
			64.0
			36.2
			50.1

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$163,000,000	37.4	.0109
Radio	70,000,000	16.1	.0047
Newspaper	191,000,000	43.9	.0127
Outdoor	1,425,000	2.6	.0008
	\$435,500,000		.0291

Manager's Comments:

"Denver radio has hurt itself greatly over the last few years and 1990 is no exception. As financial nooses tighten around the necks of many radio executives, even the few stations regarded highly for their rate integrity have dropped rates, increased spot loads and become promotional hucksters, with the net effect that the perceived value of our product has been driven down even further."

NOTE: Use Newspaper and Outdoor estimate with caution.

Major Radio Station Sales Since 1986

Year	Station	Buyer	Price
1986	KEZW	From Armstrong to Westinghouse	1,300,000
1986	KPPL		735,000
1986	KLZ, KAZY-F	From Group One to DKM	NA
1987	KXKL A/F	From Great Empire to Shamrock	9,000,000
1987	KOA, KRFX-F	From Belo to Jacor	24,000,000
1987	KZRX-F (Castle Rock)	Sold to Century	1,400,000
1987	KRXY A/F	From Malrite to CC/ABC	10,700,000
1987	KPPL		275,000
1987	KBCO A/F	Sold to Noble	27,250,000
1987	KLZ/KAZY-F	From DKM to Summit	14,700,000 (E)
1987	KRZN/KMJI-F	From Duffy to Genesis	29,000,000 (E)
1988	KLTT (Brighton)	Sold by Interstate to Mortenson	500,000
1988	KHOW, KSYY-F	From Legacy to Command	18,000,000 (E)
1988	KDKO, KHIH-F (Bldr)	From SRO to Adams	6,000,000
1988	KEZW, KOSI-F	Sold by Westinghouse	15,500,000
1988	KDKO	Sold by Adams	900,000
1989	KBPI	Sold by Sandusky	2,000,000
1989	KRZN/KJIM	Genesis swapped KRZN for KJIM plus paid about	\$1,500,000
1989	KBPI-F	From Sandusky to Great American	13,500,000
1989	KHOW, KSYY-F	From Command to Viacom	15,500,000
1990	KDEN		575,000
1990	KBNO		250,000

NOTE: Some of these sales may not have been consummated

Radio Revenue Breakdown

Local 73.8%
 National 26.2%

DES MOINES

1990 ARB Rank: 111	1990 Revenue: \$13,500,000	Manager's Market Ranking (current): 3.1
1990 MSA Rank: 123	Rev per Share Point: \$150,000	Manager's Market Ranking (future) : 3.8
1990 ADI Rank: 66	Population per Station: 22,971 (14)	Duncan's Radio Market Grade: III B
FM Base Value: \$3,000,000	1990 Revenue Change: 4.4%	Mathematical Market Grade: III B+
Base Value % : 22.2%	Station Turnover: 10%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	11.8	11.4	11.7	12.0	12.9	13.5						
Yearly Growth Rate (85-90):	2.7% (assigned rate of 5.3%)											
Projected Revenue Estimates:							14.2	15.0	15.8	16.7	17.6	
Revenue per Capita:	30.89	29.53	30.39	30.85	32.58	33.92						
Yearly Growth Rate (85-90):	1.9% (assigned rate of 5.0%)											
Projected Revenue per Capita:							35.62	37.40	39.27	41.23	43.29	
Resulting Revenue Estimate:							14.2	15.1	15.9	16.8	17.7	
Revenue as % of Retail Sales:	.0045	.0044	.0043	.0042	.0039	.0039						
Mean % (85-90):	.0039% (89-90 only)											
Resulting Revenue Estimate:							14.4	15.6	17.2	18.7	19.5	
							MEAN REVENUE ESTIMATE: 14.3 15.2 16.3 17.4 18.3					

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.384	.386	.385	.389	.396	.398	.400	.403	.406	.408	.409
Retail Sales (billions):	2.4	2.6	2.7	2.83	3.3	3.5	3.7	4.0	4.4	4.8	5.0

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: 10.0%
 Total Lost Listening: 10.0%
 Available Share Points: 90.0
 Number of Viable Stations: 10
 Mean Share Points per Station: 9.0
 Median Share Points per Station: 7.9
 Rev. per Available Share Point: \$150,000
 Estimated Rev. for Mean Station: \$1,350,000

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford and all viable stations cooperate . . .
 About \$1,000,000 additional agriculture dollars go to WHO . . .
 Managers predict 3% to 4% revenue increase in 1991 . . .

Household Income: \$31,632
 Median Age: 32.4 years
 Median Education: 12.6 years
 Median Home Value: \$47,900
 Population Change (1989-1994): 3.0%
 Retail Sales Change (1989-1994): 44.0%
 Number of Class B or C FM's: 6 + 2 = 8
 Revenue per AQH: \$28,361
 Cable Penetration: 52%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 94.1	<15 27.2	12-24 22.2	Non High School
Black 3.9	15-30 30.8	25-54 53.7	Grad: 21.5
Hispanic 1.4	30-50 28.0	55+ 24.1	High School Grad: 43.2
Other 0.6	50-75 10.5		
	75+ 3.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 17.1
 College 4+ years: 18.2

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agribusiness	Meridith (411)	Pioneer Hi-Bred International	
Insurance			
Food Processing			
Appliances			
Tires and Inner Tubes			

INC 500 Companies Employment Breakdowns

Hansen (260)	By Industry (SIC):	By Occupation:
1. Insurance Carriers	17,055 (10.1%)	Manag/Prof. 44,489 (24.5%)
2. Health Services	15,404 (9.1%)	Tech/Sales/Admin. 65,775 (36.1%)
3. Eating and Drinking Places	11,190 (6.6%)	Service 23,151 (12.8%)
4. Business Services	9,415 (5.6%)	Farm/Forest/Fish 3,484 (1.9%)
5. Wholesale Trade-Durable Goods	8,106 (4.8%)	Precision Prod. 19,297 (10.6%)
6. Printing and Publishing	6,876 (4.1%)	Oper/Fabri/Labor 25,637 (14.1%)
7. Wholesale Trade-Nondurable Gds	5,855 (3.5%)	
8. Trucking and Warehousing	5,690 (3.4%)	
9. Food Stores	5,631 (3.3%)	
10. General Merchandise Stores	4,596 (2.7%)	

Total Metro Employees: 169,383
 Top 10 Total Employees: 89,818 (53.0%)

DES MOINES

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bankers Trust Co. (483 Mil)	Drake (5,300)	Ft. Des Moines (180)	Jun 79: 3.2%
First Interstate (370 Mil)			Dec 82: 7.6%
Norwest (1.2 Bil)			Sep 83: 6.4%
Valley National (429 Mil)			Sep 84: 4.8%
			Aug 85: 5.9%
			Aug 86: 5.6%
			Aug 87: 4.6%
			Aug 88: 3.7%
			Jul 89: 3.3%
			Jul 90: 3.1%

Total Full-Time Students: 11,856

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
CMF & Z	Pidgeons Furniture	Minneapolis	1. WHO \$3,200,000
Flynn/Wright	Coke & Pepsi	Chicago	2. KGGO A/F 2,300,000
Kraggie Nowell	Tires Plus	Kansas City	3. KRNQ-F 1,950,000
			4. KJJY-F 1,800,000
			5. KLVF-F 1,600,000
			6. KDMG-F 900,000
			KDWZ-F 900,000
			8. KIOA 600,000
			9. KEZT-F 450,000
			KRNT 450,000

Major Daily Newspapers	AM	PM	SUN	Owner
Des Moines Register	208,493		349,164	Gannett

COMPETITIVE MEDIA

Major Over the Air Television

KCCI	Des Moines	8	CBS	H & C
KDIN	Des Moines	11	PBS	
KDSM	Des Moines	17	Fox	Duchossois
WHO	Des Moines	13	NBC	Palmer
WOI	Ames	5	ABC	Iowa State University

Best Restaurants	Best Hotels	Best Golf Courses
Guidos (Italian)	Marriott	Wakonda Club
Christopher's	Hilton	Des Moines CC (Red)
Drake Diner		
Noah's		

WEATHER DATA

Elevation: 938
 Annual Precipitation: 31.5 in.
 Annual Snowfall: 33.2 in.
 Average Windspeed: 11.1 (NW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$34,700,000	38.0	.0099
Radio	13,500,000	14.8	.0039
Newspaper	39,900,000	43.8	.0114
outdoor	<u>3,157,000</u>	<u>3.4</u>	<u>.0009</u>
	\$91,200,000		.0261

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	27.5	84.9	58.3
Avg. Min. Temp:	11.3	65.3	39.7
Average Temp:	19.4	75.1	49.0

Miscellaneous Comments

Radio Revenue Breakdown:

National 18.8%
 Network 2.2%
 Local 79.0%
 (Trade equals 10% of local - up 9% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	KJJY	From Enoch to Fuller-Jeffrey	\$ 300,000
1988	KRNT, KRNQ-F	From Stauffer to Saga	3,200,000
1989	KDMG-F (Pella)	From Beta to Valley (cancelled)	2,750,000

NOTE: Some of these sales may not have been consummated.

DETROIT

1990 ARB Rank: 6
 1990 MSA Rank: 5
 1990 ADI Rank: 8
 FM Base Value: \$10,400,000
 Base Value % : 8.8%

1990 Revenue: \$118,400,000
 Rev per Share Point: \$1,306,843
 Population per Station: 119,853 (30)
 1990 Revenue Change: 4.0%
 Station Turnover: 14.3%

Manager's Market Ranking (current): 3.3
 Manager's Market Ranking (future): 3.3
 Duncan's Radio Market Grade: I B-
 Mathematical Market Grade: I B-

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	82.8	91.3	96.0	105.0	113.3	118.4						
Yearly Growth Rate (85-90): 7.3% (assigned rate of 6.0%)												
Projected Revenue Estimates:							123.1	130.5	138.4	146.0	154.0	
Revenue per Capita:	17.88	19.72	20.73	22.06	24.31	25.41						
Yearly Growth Rate (85-90): 7.3%												
Projected Revenue per Capita:							27.26	29.25	31.39	33.68	36.14	
Resulting Revenue Estimate:							127.0	136.3	146.3	156.9	168.8	
Revenue as % of Retail Sales:	.0030	.0032	.0031	.0031	.0033	.0033						
Mean % (85-90): .00317%												
Resulting Revenue Estimate:							118.6	123.9	134.4	143.3	152.2	
							MEAN REVENUE ESTIMATE:	122.9	130.2	139.7	148.7	158.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	4.63	4.63	4.63	4.67	4.66	4.66	4.66	4.66	4.66	4.66	4.67
Retail Sales (billions):	28.1	28.8	31.3	32.8	34.2	35.5	37.4	39.1	42.4	45.2	48.0
Below-the-Line Listening Shares: 0.8%											
Unlisted Station Listening: 8.6%											
Total Lost Listening: 9.4%											
Available Share Points: 90.6											
Number of Viable Stations: 21											
Mean Share Points per Station: 4.3											
Median Share Points per Station: 3.8											
Rev. per Available Share Point: \$1,306,843											
Estimated Rev. for Mean Station: \$5,638,094											

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports revenue to Hungerford . . . WQRS, WJZZ and WGPR do not participate along with some low-rated AM's . . . I made estimates for those stations . . . Managers predict 4% revenue increase during 1991

Household Income: \$34,932
 Median Age: 32.2 years
 Median Education: 12.5 years
 Median Home Value: \$42,900
 Population Change (1988-1993): -.1%
 Retail Sales Change (1988-1993): 32.0%
 Number of Class B or C FM's: 18 + 1 = 19
 Revenue per AQH: \$19,221
 Cable Penetration: 49%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 78.3	<15 25.5	12-24 22.9	Non High School
Black 19.7	15-30 25.5	25-54 53.5	Grad: 33.0
Hispanic 1.7	30-50 28.2	55+ 23.7	
Other 0.3	50-75 15.4		High School Grad:
	75+ 5.4		37.0

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 16.0
 College 4+ years: 14.0

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Automobile	General Motors (1)	CMS Energy	Lear Siegler Seating (129)
Machinery	Ford Motor (2)	Comerica	Guardian Industries (148)
Steel	Chrysler (7)	Detroit Edison	Sheller-Globe (196)
Machine Tools	Masco (175)	First Federal of MI.	Barton-Malow Enterprise (300)
Chemicals	Fruchauf (196)	K Mart	McLouth Steel (307)
Gas Transmission and Distribution	Masco Industries (236)	Manufacturers National	Little Ceasar International (347)
	Federal-Mogul (302)	Michigan National	Meadowdale Foods (388)
	Thorn Apple Valley (452)	NBD Bancorp	Jervis B Webb (392)
		PHM Corp.	Flint Ink (397)
		Standard Federal Bank	

INC 500 Companies

Employment Breakdowns

Metro Computing (34) PPOM (76)	By Industry (SIC):	By Occupation:
C. G. Enterprises (131)	1. Health Services 146,662 (9.9%)	Manag/Prof. 406,723 (22.3%)
Bulk International (171)	2. Transportation Equipment 123,468 (8.3%)	Tech/Sales/Admin. 563,168 (30.9%)
Rockton (197)	3. Business Services 115,971 (7.8%)	Service 249,402 (13.6%)
Pearl's Kitchen (220)	4. Eating and Drinking Places 111,514 (7.5%)	Farm/Forest/Fish 11,072 (.6%)
Sardo (406)	5. Machinery, except Electrical 67,057 (4.5%)	Precision Prod. 238,650 (13.1%)
Midwest Publishing (438)	6. Wholesale Trade-Durable Goods 66,096 (4.4%)	Oper/Fabri/Labor 355,740 (19.5%)
O/E Automation (477)	7. Fabricated Metal Products 64,531 (4.3%)	
Chafari Assoc. (485)	8. Special Trade Contractors 41,861 (2.8%)	
	9. Food Stores 40,374 (2.7%)	
	10. Miscellaneous Retail 38,530 (2.6%)	

Total Metro Employees: 1,485,935
 Top 10 Total Employees: 816,064 (54.9%)

DETROIT

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First of America (2.5 Bil)	University of Detroit (5,820)	Selfridge ANGB (1,302)	Jun 79: 7.1%
Comerica (11.1 Bil)	Wayne State (29,070)		Dec 82: 17.8%
Manufacturers National (7.8 Bil)	Detroit College of Business (3,318)		Sep 83: 13.8%
National Bank of Detroit (15.4 B)	Lawrence Institute of Tech (6,121)		Sep 84: 11.4%
Michigan National (9.2 Bil)	Oakland (11,935)		Aug 85: 9.6%
			Aug 86: 7.6%
			Aug 87: 8.5%
			Aug 88: 7.6%
			Jul 89: 7.5%
			Jul 90: 8.2%

Total Full-Time Students: 58,246

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
WB Doner	Highland Appliance	Cleveland	1. WJR \$19,000,000
Ross Roy	McDonalds	Chicago	2. WJLB-F 11,000,000
Campbell-Ewald	Budweiser	New York	3. WWJ 10,000,000
Bozell-Jacobs	Pepsi		4. WNIC A/F 9,000,000
	Art Van Furniture		5. WKQI-F 8,200,000
Major Daily Newspapers	Meijer Thrifty Acres		6. WLTJ-F 7,300,000
	AM PM SUN OWNER		7. WLLZ-F 7,100,000
Detroit News	526,147	Gannett	8. WCXI/WWW-F 6,800,000
Detroit Free Press	639,767	Knight-Ridder	9. WOMC-F 6,700,000
Detroit News & Free Press	1,270,420		10. WCSX-F 6,400,000
	JOA		11. WHYT-F \$5,500,000
			12. WRIF-F 5,200,000
			13. WJOI-F 3,600,000
			14. WDFX-F 3,400,000
			15. WKYT 2,800,000
			16. WJZZ-F 2,600,000
			17. WQRS-F 2,400,000
			18. WKSG-F 2,300,000
			19. CKLW 1,600,000

COMPETITIVE MEDIA

Major Over the Air Television

WDIV Detroit 4 NBC Post-Newsweek	Best Restaurants	Best Hotels	Best Golf Courses
WGPR Detroit 62	Whitney	Omni International	CC of Detroit
WJBK Detroit 2 CBS Gillett	London Chop House (steak)	St. Regis	Oakland Hills
WKDB Detroit 50 Fox Cox	Joe Muir's (seafood)	Hilton (Novi & Northfield)	Detroit GC
WTVS Detroit 56 PBS	Golden Mushroom	Townsend	Indianwood
WXON Detroit 20	The Lark		
WKYZ Detroit 7 ABC Scripps-Howard			
WIHT Ann Arbor 31 Tempo			

Media Revenue Estimates	Revenue	%	% of Retail Sales
Television	\$281,000,000	38.0	.0079
Radio	118,400,000	16.0	.0033
Newspaper	302,000,000	40.9	.0085
Outdoor	37,500,000	5.1	.0011
	\$738,900,000		.0208

WEATHER DATA

Elevation:	619
Annual Precipitation:	31.5 in.
Annual Snowfall:	31.7 in.
Average Windspeed:	10.2 (SW)
	JAN JUL TOTAL YEAR
Avg. Max. Temp:	31.7 83.1 58.3
Avg. Min. Temp:	19.2 63.4 41.4
Average Temp:	25.5 73.3 49.9

NOTE: Use newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986 WOMC-F	From Metromedia to Metropolitan	16,000,000 (E)	(Trade equals 6% of local - up 9% in 1990) AM has 31% of revenue.
1986 WVAE-F	From Golden West to Fritz	7,700,000 (E)	
1986 WCXI	From Golden West to Shamrock	2,600,000 (E)	
1987 WMTG, WNIC-F	From Price to Fairfield	NA	
1987 WCZY A/F	From Gannett to Dorton	15,000,000	
1987 WCZM-AM	Sold to Sat. Music	2,750,000	
1987 WKSG-F	From Inner City to Ragan Henry	6,750,000	
1987 WRIF-F	Sold to Taft	17,000,000	
1988 WOMC-F	From Metropolitan to Infinity	23,000,000	
1988 WDFX-F	From Metropolis to Hoker	11,800,000	
1988 WLTJ-F	From Keymarket to Viacom for WRVR in Memphis		
1988 WCZY-F	From Dorton to Bdcst. Partners	23,000,000 (E)	
1988 WWJ/WJOI-F	From Federal to CBS	58,000,000	
1989 WCHB (Inkster)		550,000	
1989 WLLZ-F	From Sillerman to Westinghouse	32,000,000 (E)	
1990 WKSG-F	Sold by US Radio	8,650,000	
1990 WDFX-F	From Hoker to Sherman	10,900,000	

NOTE: Some of these sales may not have been consummated.

EL PASO

1990 ARB Rank: 79
 1990 MSA Rank: 86
 1990 ADI Rank: 104
 FM Base Value: \$1,200,000
 Base Value % : 9.2%

1990 Revenue: \$13,000,000
 Rev per Share Point: \$145,251
 Population per Station: 28,375 (16)
 1990 Revenue Change: -1.5%
 Station Turnover: 8.3%

Manager's Market Ranking (current): 2.5
 Manager's Market Ranking (future) : 3.2
 Duncan's Radio Market Grade: II D-
 Mathematical Market Grade: II D+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	11.0	11.8	11.5	12.6	13.2	13.0						
Yearly Growth Rate (84-89):	3.7% (5.6% assigned rate)											
Projected Revenue Estimates:							13.5	14.4	15.1	16.0	16.9	
Revenue per Capita:	20.04	21.19	20.18	21.38	22.30	21.67						
Yearly Growth Rate (85-90):	1.7% (4.4% assigned rate)											
Projected Revenue per Capita:							22.62	23.62	24.66	25.74	26.87	
Resulting Revenue Estimate:							13.8	14.7	15.8	16.8	17.7	
Revenue as % of Retail Sales:	.0042	.0044	.0040	.0039	.0039	.0036						
Mean % (85-90):	.00375% (assigned)											
Resulting Revenue Estimate:							14.6	16.1	17.6	18.8	20.2	
							MEAN REVENUE ESTIMATE:	14.0	15.1	16.2	17.2	18.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.546	.557	.570	.580	.592	.600	.612	.625	.641	.653	.658
Retail Sales (billions):	2.6	2.7	2.9	3.2	3.4	3.6	3.9	4.3	4.7	5.0	5.4
Below-the-Line Listening Shares: 3.8%											
Unlisted Station Listening: <u>6.7%</u>											
Total Lost Listening: 10.5%											
Available Share Points: 89.5											
Number of Viable Stations: 12											
Mean Share Points per Station: 7.4											
Median Share Points per Station: 5.8											
Rev. per Available Share Point: \$145,251											
Estimated Rev. for Mean Station: \$1,083,330											

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Market reports to Peat Marwick . . .

Household Income: \$26,336
 Median Age: 28.2 years
 Median Education: 12.3 years
 Median Home Value: \$39,900
 Population Change (1989-1994): 10.2%
 Retail Sales Change (1989-1994): 48.5%
 Number of Class B or C FM's: 9
 Revenue per AQH: \$16,291
 Cable Penetration: 55%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 29.6	<15 37.3	12-24 27.9	Non High School
Black 4.1	15-30 31.5	25-54 53.9	Grad: 40.5
Hispanic 66.3	30-50 20.2	55+ 18.2	High School Grad: 29.1
Other ---	50-75 8.0		
	75+ 3.0		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 16.4

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agribusiness Military Mining, Smelting Clothing			College 4+ years: 14.0

INC 500 Companies	Employment Breakdowns		
Research Analysis & Maintenance (436)	By Industry (SIC):	By Occupation:	
	1. Apparel & Other Textile Prdcts 12,292 (9.1%)	Manag/Prof. 36,696 (21.9%)	
	2. Eating and Drinking Places 10,910 (8.1%)	Tech/Sales/Admin. 52,772 (31.6%)	
	3. Health Services 8,739 (6.5%)	Service 22,078 (13.2%)	
	4. Business Services 6,843 (5.1%)	Farm/Forest/Fish 1,857 (1.1%)	
	5. Wholesale Trade-Durable Goods 6,454 (4.8%)	Precision Prod. 20,827 (12.4%)	
	6. Special Trade Contractors 5,983 (4.4%)	Oper/Fabri/Labor 33,114 (19.8%)	
	7. Food Stores 5,099 (3.8%)		
	8. General Merchandise Stores 4,745 (3.5%)		
	9. Wholesale Trade-Nondurable Gds 4,051 (3.0%)		
	10. Automotive Dealers 3,983 (3.0%)		
	Total Metro Employees: 134,540		
	Top 10 Total Employees: 69,099 (51.4%)		

EL PASO

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
MBank (1.3 Bil)	University of Texas-El Paso (15,322)	Ft. Bliss (21,712)	Jun 79: 9.0%
First City Texas (436 Mil)			Dec 82: 11.4%
Sunwest (230 Mil)			Sep 83: 10.8%
Texas Commerce (1.2 Bil)			Sep 84: 9.7%
			Aug 85: 11.9%
			Aug 86: 11.6%
			Aug 87: 10.5%
			Aug 88: 10.0%
			Jul 89: 11.1%
			Jul 90: 10.7%

Total Full-Time Students: 15,009

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Mithoff	Safeway	Dallas	1. KHEY A/F \$3,200,000
Laster-Miller	Mervyn's Dept.Store	Los Angeles	2. KLAQ-F 1,500,000
Emery	Casa Ford	Albuquerque	3. KBNA A/F 1,300,000
Sanders, Wingo	Coca Cola		4. KPRR-F 1,250,000
	Horn Auto		5. KAMA 1,100,000
			6. KOPX-F 800,000
			7. KEZB A/F 750,000
			8. KOPX-F 725,000
			9. KAMZ-F 700,000

Major Daily Newspapers	AM	PM	SUN	Owner
El Paso Times	62,725		99,500	Gannett
El Paso Herald-Post		29,205		Scripps-Howard

Best Restaurants	Best Hotels	Best Golf Courses
Great American (steak)	Marriott	Santa Theresa CC
Chaplins (seafood)	Westin del Norte	Coronado CC
Fonti's (Mexican)	Hilton	El Paso CC
Dome Grill	Embassy Suites	
Billy Crews (steak)		

COMPETITIVE MEDIA

Major Over the Air Television

KCIK	El Paso	14	Fox	
KCOS	El Paso	13	PBS	
KDBC	El Paso	4	CBS	
KINT	El Paso	26		
KTSM	El Paso	9	NBC	
KVIA	El Paso	7	ABC	Marsh

WEATHER DATA

Elevation:	3918		
Annual Precipitation:	8.5 in.		
Annual Snowfall:	4.4 in.		
Average Windspeed:	9.6 (N)		
	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	57.0	94.6	77.2
Avg. Min. Temp:	30.2	69.9	49.5
Average Temp:	43.6	82.3	63.4

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$29,400,000	38.0	.0082
Radio	13,000,000	16.8	.0036
Newspaper	12,300,000	15.8	.0030
Outdoor	2,600,000	3.4	.0007
	\$77,300,000		.0215

Miscellaneous Comments

Managers Comment:

"El Paso is the ultimate 'Black Hole' for broadcasting."

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KLOZ-F	Sold by Sherman	1,250,000
1986	KFIM-F		1,000,000
1986	KAMA, KAMZ-F	Sold to Holder (cancelled)	7,000,000 (E)
1987	KEZB A/F		5,500,000
1987	KALY		450,000
1988	KAMA, KAMZ-F	From Thrash to Pinnacle	NA
1988	KROD, KLAQ-F	From ABS to Devlin	5,000,000
1989	KVIV		450,000
1989	KHEY AF	Sold to Ragan Henry	8,400,000

NOTE: Some of these sales may not have been consummated.

ERIE

1990 ARB Rank: 143	1990 Revenue: \$6,100,000	Manager's Market Ranking (current): 3.1
1990 MSA Rank: 160	Rev per Share Point: \$72,619	Manager's Market Ranking (future): 3.6
1990 ADI Rank: 139	Population per Station: 23,170 (10)	Duncan's Radio Market Grade: ---
FM Base Value: \$ NA (only 2 FM's qualify)	1990 Revenue Change: 3.4%	Mathematical Market Grade: IV B-
Base Value % : NA	Station Turnover: 8.2%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	4.6	5.0	5.2	5.5	5.9	6.1					
Yearly Growth Rate (85-90): 5.8%											
Projected Revenue Estimates:							6.4	6.7	7.1	7.5	8.0
Revenue per Capita:	16.03	17.73	18.37	19.43	21.00	21.71					
Yearly Growth Rate (85-90): 6.3%											
Projected Revenue per Capita:							23.08	24.53	26.08	27.71	29.46
Resulting Revenue Estimate:							6.4	6.9	7.3	7.7	8.2
Revenue as % of Retail Sales:	.0031	.0031	.0032	.0032	.0034	.0034					
Mean % (85-90): .00323%											
Resulting Revenue Estimate:							6.1	6.5	6.8	7.1	7.4
							MEAN REVENUE ESTIMATE: <u>6.3</u> <u>6.7</u> <u>7.1</u> <u>7.4</u> <u>7.9</u>				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.285	.282	.283	.283	.281	.281	.280	.280	.279	.278	.278
Retail Sales (billions):	1.4	1.5	1.6	1.7	1.74	1.81	1.90	2.00	2.10	2.20	2.30
Below-the-Line Listening Shares: 2.3%											
Unlisted Station Listening: 13.7%											
Total Lost Listening: 16.0%											
Available Share Points: 84.0											
Number of Viable Stations: 8.5											
Mean Share Points per Station: 9.9											
Median Share Points per Station: 9.0											
Rev. per Available Share Point: \$72,619											
Estimated Rev. for Mean Station: \$717,647											

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$31,966				
Median Age: 32.5 years				
Median Education: 12.4 years				
Median Home Value: \$40,600				
Population Change (1989-1994): -.8%	White 95.0	<15 26.2	12-24 24.0	Non High School
Retail Sales Change (1989-1994): 26.0%	Black 4.2	15-30 29.0	25-54 49.2	Grad: 30.1
Number of Class B or C FM's: 2 + 2 = 4	Hispanic 0.6	30-50 28.0	55+ 26.7	
Revenue per AQH: \$17,941	Other 0.2	50-75 12.0		High School Grad: 45.0
Cable Penetration: 69%		75+ 3.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 11.7

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Metal Mfg.			
Plastics			
Paper			
Railroad Equipment			

College 4+ years: 13.2

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	9,698	(9.8%)
2. Transportation Equipment	9,669	(9.8%)
3. Eating and Drinking Places	5,875	(6.0%)
4. Fabricated Metal Products	5,522	(5.6%)
5. Machinery, Except Electrical	4,159	(4.2%)
6. Rubber & Misc. Plastics Prdcts	3,967	(4.0%)
7. Food Stores	3,710	(3.8%)
8. Wholesale Trade-Durable Goods	3,162	(3.2%)
9. Educational Services	3,047	(3.1%)
10. Business Services	2,804	(2.8%)

By Occupation:

Manag/Prof.	23,344	(19.9%)
Tech/Sales/Admin.	33,347	(28.4%)
Service	15,163	(13.0%)
Farm/Forest/Fish	1,770	(1.5%)
Precision Prod.	16,482	(14.0%)
Oper/Fabri/Labor	27,182	(23.2%)

Total Metro Employees: 98,601
 Top 10 Total Employees: 51,613 (52.3%)

ERIE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First National (926 Mil)	Gannon (4,185)		Jun 79: 7.8%
Marine (1.6 Bil)	Penn State-Behrend (1,989)		Dec 82: 16.3%
Pennbank (1.0 Bil)	Mercyhurst College (1,643)		Sep 83: 13.1%
			Sep 84: 8.0%
			Aug 85: N/A
			Aug 86: 8.2%
			Aug 87: 6.9%
			Aug 89: 4.8%
			Jul 89: 4.8%
			Jul 90: 5.1%

Total Full-Time Students: 11,495

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Engel Tirak	McDonalds Marine Bank Super Duper	Cleveland Pittsburgh Buffalo	1. WRIE/WXKC-F \$1,500,000 2. WJET-F 1,400,000 3. WRKT-F 870,000 4. WCCK-F 600,000 5. WXTA-F 400,000 6. WEYZ 370,000

Major Daily Newspapers	AM	PM	SUN	Owner
Erie News	30,782			
Erie Times		40,842		
Erie Times-News			103,247	

Best Restaurants Best Hotels Best Golf Courses

COMPETITIVE MEDIA

Major Over the Air Television

WETG	Erie	66		
WICU	Erie	12	NBC	Lamb
WJET	Erie	24	ABC	Myron Jones
WQLN	Erie	54	PBS	
WSEE	Erie	35	CBS	Northstar

Victor's
Bouy (seafood)
Marketplace Grill

Bel Air

WEATHER DATA

NO WEATHER DATA AVAILABLE

See Buffalo for an approximation

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$14,800,000	34.2	.0082
Radio	6,100,000	14.1	.0034
Newspaper	20,700,000	47.8	.0114
Outdoor	1,700,000	3.9	.0009
	\$43,300,000		.0239

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WRIE		355,000
1988	WLKK		283,000
1988	WRIE	(Auction)	230,000
1989	WLKK		283,000

NOTE: Some of these sales may not have been consummated.

EUGENE - SPRINGFIELD

1990 ARB Rank: 145	1990 Revenue: \$7,500,000	Manager's Market Ranking (current): 3.0
1990 MSA Rank: 161	Rev per Share Point: \$93,168	Manager's Market Ranking (future): 3.5
1990 ADI Rank: 121	Population per Station: 15,800 (14)	Duncan's Radio Market Grade: —
FM Base Value: \$1,400,000	1990 Revenue Change: 12.3%	Mathematical Market Grade: IV B-
Base Value % : 18.7%	Station Turnover: 31.6%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	6.3	5.9	6.0	6.1	6.7	7.5						
Yearly Growth Rate (85-90):	3.6% (assigned rate of 5.0%)											
Projected Revenue Estimates:							7.8	8.2	8.6	9.0	9.5	
Revenue per Capita:	23.60	22.35	22.47	22.76	24.72	27.77						
Yearly Growth Rate (85-90):	3.3% (assigned rate of 5.4%)											
Projected Revenue per Capita:							29.27	30.85	32.52	34.27	36.12	
Resulting Revenue Estimate:							7.8	8.2	8.7	9.1	9.6	
Revenue as % of Retail Sales:	.0043	.0036	.0034	.0033	.0033	.0036						
Mean % (85-90):	.00344% (86-90 only)											
Resulting Revenue Estimate:							7.6	8.3	8.9	9.6	10.3	
MEAN REVENUE ESTIMATE:							7.7	8.2	8.7	9.2	9.8	

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.268	.266	.267	.268	.271	.270	.268	.267	.266	.265	.265
Retail Sales (billions):	1.48	1.62	1.74	1.83	2.03	2.10	2.22	2.4	2.6	2.8	3.0
Below-the-Line Listening Shares:	1.2%										
Unlisted Station Listening:	18.3%										
Total Lost Listening:	19.5%										
Available Share Points:	80.5										
Number of Viable Stations:	9.5										
Mean Share Points per Station:	8.5										
Median Share Points per Station:	8.4										
Rev. per Available Share Point:	\$93,168										
Estimated Rev. for Mean Station:	\$789,476										
						Confidence Levels					
						1990 Revenue Estimates: Below normal					
						1991-1995 Revenue Projections: Below normal					
						COMMENTS					
						Market reports to local accountant . . . Managers predict 7% to 9% increase in 1991 . . .					

Household Income: \$26,747
 Median Age: 31.4 years
 Median Education: 12.8 years
 Median Home Value: \$62,200
 Population Change (1989-1994): -2.5%
 Retail Sales Change (1989-1994): 39.0%
 Number of Class B or C FM's: 6
 Revenue per AQH: \$28,517
 Cable Penetration: 64%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 96.1	<15 33.0	12-24 23.2	Non High School
Black 0.5	15-30 31.8	25-54 54.6	Grad: 22.4
Hispanic 2.1	30-50 24.4	55+ 22.0	High School Grad: 35.2
Other 1.3	50-75 8.1		
	75+ 2.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 22.0
 College 4+ years: 20.4

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Wood Products
 Food Processing

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Lumber and Wood Products	10,208	(13.7%)
2. Health Services	7,274	(9.7%)
3. Eating and Drinking Places	7,201	(9.6%)
4. Business Services	3,416	(4.6%)
5. Wholesale Trade-Durable Goods	3,185	(4.3%)
6. Food Stores	3,174	(4.2%)
7. Automotive Dealers	2,497	(3.3%)
8. Miscellaneous Retail	2,481	(3.3%)
9. General Merchandise Stores	1,939	(2.6%)
10. Social Services	1,757	(2.4%)

Total Metro Employees: 74,750
 Top 10 Total Employees: 43,132 (57.7%)

By Occupation:

Manag/Prof.	28,000	(23.8%)
Tech/Sales/Admin.	34,032	(29.0%)
Service	16,761	(14.3%)
Farm/Forest/Fish	4,314	(3.7%)
Precision Prod.	14,358	(12.2%)
Oper/Fabri/Labor	19,956	(17.0%)

EUGENE - SPRINGFIELD

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First Interstate (N/A)	University of Oregon (15,840)		Jun 79: N/A%
Key Bank (N/A)			Dec 82: 12.9%
			Sep 83: 9.4%
			Sep 84: 8.0%
			Aug 85: 10.1%
			Aug 86: 8.4%
			Aug 87: 6.0%
			Aug 88: 5.2%
			Jul 89: 5.3%
			Jul 90: 5.7%

Total Full-Time Students:

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Capelli, Miles	Safeway Bi Mart Smith's Furniture	Portland Seattle San Francisco	1. KUGN A/F \$2,300,000 2. KPNW A/F 1,600,000 3. KSND A/F 1,100,000 4. KMGE-F 900,000

Major Daily Newspapers	AM	PM	SUN	Owner
Eugene Register-Guard	73,468		77,187	

Best Restaurants	Best Hotels	Best Golf Courses
	Valley River Inn Hilton	Eugene CC

COMPETITIVE MEDIA

Major Over the Air Television

KEZI	Eugene	9	ABC	
KMTR	Eugene	16	NBC	
KVAL	Eugene	13	CBS	Eugene TV
KOAC	Corvallis	7	PBS	

WEATHER DATA

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$18,300,000	37.2	.0087
Radio	7,500,000	15.2	.0036
Newspaper	22,000,000	44.7	.0105
Outdoor	<u>1,400,000</u>	<u>2.8</u>	<u>.0007</u>
	\$49,200,000		.0235

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	KMGE-F		\$ 950,000
1987	KRXX		185,000
1987	KUGN A/F	Sold to Omni	4,035,000
1988	KZAM A/F	Sold to Kefford	NA
1989	KUGN A/F		4,200,000
1989	KUDK, KLCX-F	From Constant to Pacific Telecom	NA
1990	KZAM A/F (Eugene)	Sold by Kefford	300,000

NOTE: Some of these sales may not have been consummated.

EVANSVILLE

1990 ARB Rank: 140	1990 Revenue: \$10,900,000	Manager's Market Ranking (current): 3.5
1990 MSA Rank: 158	Rev per Share Point: \$127,485	Manager's Market Ranking (future): 3.5
1990 ADI Rank: 93	Population per Station: 23,490 (10)	Duncan's Radio Market Grade: ---
FM Base Value: NA (only 2 FM's qualify)	1990 Revenue Change: 3.8%	Mathematical Market Grade: IV A-
Base Value % : NA	Station Turnover: 14.3%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	8.4	8.9	9.3	9.9	10.5	10.9					
Yearly Growth Rate (85-90): 5.4%											
Projected Revenue Estimates:							11.3	11.9	12.6	13.3	14.0
Revenue per Capita:	29.47	31.33	32.86	34.86	36.84	38.24					
Yearly Growth Rate (85-90): 5.4%											
Projected Revenue per Capita:							40.30	42.48	44.78	47.19	49.74
Resulting Revenue Estimate:							11.5	12.1	12.9	13.5	14.3
Revenue as % of Retail Sales:	.0053	.0054	.0053	.0054	.0055	.0055					
Mean % (85-90): .0054%											
Resulting Revenue Estimate:							11.2	11.9	12.4	12.8	13.4
							MEAN REVENUE ESTIMATE: <u>11.3</u> <u>12.0</u> <u>12.6</u> <u>13.2</u> <u>13.9</u>				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.285	.284	.283	.284	.285	.285	.286	.286	.287	.287	.288
Retail Sales (billions):	1.60	1.66	1.74	1.83	1.90	1.98	2.08	2.20	2.29	2.37	2.49

Below-the-Line Listening Shares: 5.9%
 Unlisted Station Listening: 8.6%
 Total Lost Listening: 14.5%
 Available Share Points: 85.5
 Number of Viable Stations: 7
 Mean Share Points per Station: 12.2
 Median Share Points per Station: 12.7
 Rev. per Available Share Point: \$127,485
 Estimated Rev. for Mean Station: \$1,557,138

Confidence Levels
 1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS
 Market does not report to accountant . . . Managers predict 2% to 4% revenue increase in 1991 . . .

Household Income: \$30,062
 Median Age: 33.6 years
 Median Education: 12.4 years
 Median Home Value: \$39,900
 Population Change (1989-1994): .7%
 Retail Sales Change (1989-1994): 25.6%
 Number of Class B or C FM's: 4 + 1 = 5
 Revenue per AQH: \$29,223
 Cable Penetration: 55%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 93.7	<15 29.8	12-24 21.8	Non High School Grad: 37.8
Black 5.7	15-30 29.5	25-54 50.9	
Hispanic 0.5	30-50 26.9	55+ 27.3	High School Grad: 39.5
Other 0.1	50-75 10.1		
	75+ 3.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 12.6

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Mining (Coal)
 Agribusiness
 Electrical Equipment
 Food Processing
 Refrigerators and Freezers

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	11,156	(10.2%)
2. Eating and Drinking Places	7,062	(6.4%)
3. Business Services	4,884	(4.4%)
4. Primary Metal Industries	4,683	(4.3%)
5. Wholesale Trade-Durable Goods	4,494	(4.1%)
6. Chemicals and Allied Products	4,137	(3.8%)
7. Food and Kindred Products	3,957	(3.6%)
8. Electric & Electronic Equip	3,742	(3.4%)
9. Rubber & Misc. Plastics Prdts	3,391	(3.1%)
10. Special Trade Contractors	3,320	(3.0%)

By Occupation:

Manag/Prof.	23,328	(18.9%)
Tech/Sales/Admin.	33,723	(27.4%)
Service	16,940	(13.8%)
Farm/Forest/Fish	2,451	(2.0%)
Precision Prod.	18,651	(15.1%)
Oper/Fabri/Labor	28,061	(22.8%)

Total Metro Employees: 109,860
 Top 10 Total Employees: 50,826 (46.3%)

EVANSVILLE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Citizens National (849 Mil)	University of Evansville (4,208)		Jun 79: 4.7%
National City (365 Mil)	University of Southern Indiana (3,848)		Dec 82: N/A
Old National (842 Mil)			Sep 83: 9.9%
			Sep 84: 7.6%
			Aug 85: 7.7%
			Aug 86: 5.7%
			Aug 87: 6.4%
			Aug 88: 5.0%
			Jul 89: 3.7%
			Jul 90: 4.5%

Total Full-Time Students: 5,934

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Oswald Media Mix	Old National Bank	Indianapolis	1. WIKY A/F \$2,400,000
Keller-Crescent	McDonalds	Louisville	2. WSTO-F 2,100,000
	Pepsi	Owensboro	3. WKDQ-F 1,900,000
	Coca Cola		4. WYNG-F 1,800,000

Major Daily Newspapers	AM	PM	SUN	Owner
Evansville Press		35,825		Scripps-Howard
Evansville Courier	63,245		117,197	Scripps-Howard

Best Restaurants	Best Hotels	Best Golf Courses
Haub's House (steak)	Riverhouse	Evansville CC
Darryl's (steak)	Executive Inn	Oak Meadow
F's Steak House	Radisson	

COMPETITIVE MEDIA

Major Over the Air Television

WEHT	Evansville	25	CBS	Gilmore
WEVV	Evansville	44	Fox	Ralph Wilson
WFIE	Evansville	14	NBC	Cosmos
WNIN	Evansville	9	PBS	
WTWV	Evansville	7	ABC	Woods

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See Louisville for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$25,400,000	37.6	.0128
Radio	10,900,000	16.1	.0055
Newspaper	29,300,000	43.3	.0147
Outdoor	2,000,000	3.0	.0010
	\$67,600,000		.0340

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

"No one knows about Evansville. More cashflow here than most markets twice its size."

Major Radio Station Sales Since 1986

1987	WGBF A/F		750,000
1987	WYNG-F	(never closed)	5,600,000
1989	WYNG-F	From Beasley to Pinnacle	6,000,000 (E)

NOTE: Some of these sales may not have been consummated.

FLINT

1990 ARB Rank: 105	1990 Revenue: \$10,500,000	Manager's Market Ranking (current): 3.1
1990 MSA Rank: 111	Rev per Share Point: \$181,661	Manager's Market Ranking (future): 3.6
1990 ADI Rank: 59 (w/Saginaw)	Population per Station: 35,130 (10)	Duncan's Radio Market Grade: II C+
FM Base Value: NA (only 1 station)	1990 Revenue Change: 1.9%	Mathematical Market Grade: II C
Base Value % : NA	Station Turnover: 33.3%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	8.5	9.2	9.5	9.9	10.3	10.5						
Yearly Growth Rate (85-90): 4.3%												
Projected Revenue Estimates:							11.0	11.6	12.1	12.6	13.1	
Revenue per Capita:	19.32	20.86	21.54	22.50	23.73	24.31						
Yearly Growth Rate (85-90): 4.7%												
Projected Revenue per Capita:							25.45	26.65	27.90	29.21	30.59	
Resulting Revenue Estimate:							10.9	11.4	11.9	12.4	12.9	
Revenue as % of Retail Sales:	.0030	.0031	.0030	.0031	.0031	.0030						
Mean % (85-90): .00305%												
Resulting Revenue Estimate:							11.3	11.9	12.5	13.1	13.7	
							MEAN REVENUE ESTIMATE:	11.1	11.6	12.2	12.7	13.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.440	.441	.441	.440	.434	.432	.429	.427	.425	.423	.422
Retail Sales (billions):	2.8	3.0	3.14	3.22	3.30	3.5	3.7	3.9	4.1	4.3	4.5
Below-the-Line Listening Shares: 29.0%											
Unlisted Station Listening: 13.2%											
Total Lost Listening: 42.2%											
Available Share Points: 57.8											
Number of Viable Stations: 6											
Mean Share Points per Station: 9.6											
Median Share Points per Station: 10.3											
Rev. per Available Share Point: \$181,661											
Estimated Rev. for Mean Station: \$1,750,000											

Confidence Levels

1990 Revenue Estimates: Below Normal
 1991-1995 Revenue Projections: Below Normal

COMMENTS

Market still does not report to accountant . . . Managers predict 2% to 3% increase in 1991 . . . Perhaps \$200,000 goes to Saginaw stations . . .

Household Income: \$29,125	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Median Age: 30.8 years	White 79.7	<15 29.4	12-24 25.2	Non High School
Median Education: 12.4 years	Black 18.3	15-30 29.6	25-54 54.6	Grad: 32.2
Median Home Value: \$36,900	Hispanic 1.7	30-50 28.9	55+ 20.3	High School Grad:
Population Change (1989-1994): -2.5%	Other 0.3	50-75 10.2		40.4
Retail Sales Change (1989-1994): 31.0%		75+ 1.9		
Number of Class B or C FM's: 1				
Revenue per AQH: \$19,056				
Cable Penetration: 52%				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 16.5

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Automotive			
Chemicals			
Paints, Varnishes			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Transportation Equipment	51,159	(34.5%)
2. Health Services	12,869	(8.7%)
3. Eating and Drinking Places	10,727	(7.2%)
4. Fabricated Metal Products	6,423	(4.3%)
5. Business Services	6,218	(4.2%)
6. General Merchandise Stores	4,551	(3.1%)
7. Food Stores	4,250	(2.9%)
8. Automotive Dealers	4,087	(2.8%)
9. Special Trade Contractors	3,701	(2.5%)
10. Miscellaneous Retail	3,618	(2.4%)

By Occupation:

Manag/Prof.	30,522	(17.8%)
Tech/Sales/Admin.	44,101	(25.6%)
Service	22,738	(13.3%)
Farm/Forest/Fish	907	(.5%)
Precision Prod.	25,642	(14.9%)
Oper/Fabri/Labor	47,893	(27.9%)

Total Metro Employees: 148,178
 Top 10 Total Employees: 107,603 (72.6%)

FLINT

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Citizens (1.2 Bil)	University of Michigan-Flint (5,596)		Jun 79: 7.4%
NBD Genesee (1.0 Bil)	General Motors Institution (2,998)		Dec 82: 22.2%
			Sep 83: 14.5%
			Sep 84: 12.2%
			Aug 85: 11.3%
			Aug 86: 10.6%
			Aug 87: 12.7%
			Aug 88: 14.9%
			Jul 89: 12.5%
			Jul 90: 8.6%

Total Full-Time Students: 11,008

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Canadian American Car Concepts	Chevy Dealers Hamady Foods	Detroit Lansing Grand Rapids	1. WCRZ-F \$3,200,000 2. WWCK-F 2,100,000 3. WDZZ-F 1,900,000 4. WFDF 700,000 5. WKMF 700,000

NOTE: Perhaps \$500,000 to \$700,000 goes to out-of-market stations.

Major Daily Newspapers	AM	PM	SUN	Owner
Flint Journal		108,805	125,394	Newhouse

Best Restaurants	Best Hotels	Best Golf Courses
Floogles Top of the Park Towne Cafe	Hyatt Regency Hamton Inn	Warwick Hills

COMPETITIVE MEDIA

Major Over the Air Television

WEYI	Saginaw	25	CBS	TV Partners
WFUM	Flint	28	PBS	
WJRT	Flint	12	ABC	
WSMH	Flint	66	Fox	
WUCM	Univ Ctr	19	PBS	
WNEM	Bay City	5	NBC	Meredith

WEATHER DATA
NO WEATHER DATA AVAILABLE
See Detroit for an approximation

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$24,500,000	33.3	.0070
Radio	10,500,000	14.3	.0030
Newspaper	35,000,000	47.7	.0100
Outdoor	3,400,000	4.6	.0010
	\$73,400,000		.0210

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

* Split TV ADI with Saginaw/Bay City. TV revenue is estimate of Flint's share. Total TV revenue for ADI is estimated at \$40,900,000

Manager's Comment

"In reality Flint is a good radio market. Perceptually, it's the pits. Say something good about this market!"

Major Radio Station Sales Since 1986

1986	WTAC		400,000
1986	WKMF, WCRZ-F	Sold to Faircom	7,500,000
1988	WWCK A/F	Sold by Reams	2,400,000
1988	WFDF, WDZZ-F		6,500,000
1989	WTAC		325,000
1989	WTRX		225,000
1990	WFLT		225,000
1990	WFDF/WDZZ-F	Sold to McVay	7,000,000

NOTE: Some of these sales may not have been consummated.

FORT WAYNE

1990 ARB Rank: 121	1990 Revenue: \$11,900,000	Manager's Market Ranking (current): 3.2
1990 MSA Rank: 127	Rev per Share Point: \$142,686	Manager's Market Ranking (future) : 3.4
1990 ADI Rank: 101	Population per Station: 22,638 (13)	Duncan's Radio Market Grade: III C
FM Base Value: NA (only 2 FM's qualify)	1990 Revenue Change: 1.4%	Mathematical Market Grade: III C+
Base Value % : NA	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	8.4	9.7	10.9	11.2	11.7	11.9						
Yearly Growth Rate (85-90): 7.3% (assigned rate of 6.0%)												
Projected Revenue Estimates:							12.3	13.1	13.8	14.6	15.5	
Revenue per Capita:	23.53	27.17	30.36	30.68	31.79	32.24						
Yearly Growth Rate (85-90): 6.6%												
Projected Revenue per Capita:							34.36	36.64	38.83	41.00	43.47	
Resulting Revenue Estimate:							12.7	13.5	14.4	15.3	16.3	
Revenue as % of Retail Sales:	.0040	.0044	.0047	.0047	.0042	.0040						
Mean % (85-90): .0040% - assigned												
Resulting Revenue Estimate:							12.8	14.0	14.8	15.6	16.8	
							MEAN REVENUE ESTIMATE:	12.6	13.5	14.3	15.2	16.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.357	.357	.359	.365	.368	.369	.370	.371	.372	.373	.374
Retail Sales (billions):	2.1	2.2	2.31	2.4	2.8	3.0	3.2	3.5	3.7	3.9	4.2

Below-the-Line Listening Shares: 4.1%
 Unlisted Station Listening: 12.5%
 Total Lost Listening: 16.6%
 Available Share Points: 83.4
 Number of Viable Stations: 9.5
 Mean Share Points per Station: 8.8
 Median Share Points per Station: 8.1
 Rev. per Available Share Point: \$142,686
 Estimated Rev. for Mean Station: \$1,252,632

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford . . . Managers predict 1% to 3% revenue increase in 1991 . . . Several stations do not report to Hungerford and estimates were made . . .

Household Income: \$31,658
 Median Age: 31.6 years
 Median Education: 12.5 years
 Median Home Value: \$40,500
 Population Change (1989-1994): 1.5%
 Retail Sales Change (1989-1994): 35.0%
 Number of Class B or C FM's: 3 + 1 = 4
 Revenue per AQH: \$26,269
 Cable Penetration: 46%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 91.1	<15 24.6	12-24 23.0	Non High School Grad: 27.4
Black 7.5	15-30 31.0	25-54 53.4	High School Grad: 42.8
Hispanic 1.4	30-50 29.4	55+ 23.6	
Other ---	50-75 11.5		
	75+ 3.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 16.0

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Electronics	Central Soya (193)	Lincoln National	Essex Group (170)
Agribusiness			
Defense			
Transport Equipment			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	12,952	(8.6%)
2. Eating and Drinking Places	11,517	(7.6%)
3. Electric & Electronic Equip.	10,681	(7.1%)
4. Business Services	7,700	(5.1%)
5. Wholesale Trade-Durable Goods	7,697	(5.1%)
6. Insurance Carriers	6,132	(4.1%)
7. Rubber & Misc. Plastics Prdcts.	5,897	(3.9%)
8. Machinery, Except Electrical	5,739	(3.8%)
9. Special Trade Contractors	4,505	(3.0%)
10. Wholesale Trade-Nondurable Gds	4,252	(2.8%)

By Occupation:

Manag/Prof.	33,248	(20.7%)
Tech/Sales/Admin. Service	48,815	(30.5%)
Farm/Forest/Fish	20,545	(12.6%)
Precision Prod.	2,758	(1.7%)
Oper/Fabri/Labor	20,947	(13.1%)
	34,013	(21.2%)

Total Metro Employees: 151,038
 Top 10 Total Employees: 77,072 (51.0%)

FORT WAYNE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Summit (1.6 Bil)	Indiana/Purdue-Ft. Wayne (10,171)		Jun 79: 5.2%
Fort Wayne National (1.1 Bil)	St. Francis College (1,296)		Dec 82: 12.1%
Lincoln National (1.3 Bil)			Sep 83: 9.1%
			Sep 84: 6.2%
			Aug 85: 11.3%
			Aug 86: 4.8%
			Aug 87: 5.0%
			Aug 88: 4.1%
			Jul 89: 3.2%
			Jul 90: 4.6%

Total Full-Time Students: 7,297

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
HPN	McDonalds	Indianapolis	1. WMEE-F \$2,900,000
Caldwell Van Riper	Coke & Pepsi	Detroit	2. WAJI-F 2,300,000
Saal	Scott's Foods		3. WOWO A/F 1,700,000
Waldschmidt	Kelly Chevy		4. WBTU-F 1,300,000
Asher	Rogers Markets		5. WBYR-F 1,250,000
	Lehman Electronics		6. WXKE-F 900,000
			7. WQHK 650,000

Major Daily Newspapers	AM	PM	SUN	Owner
Fort Wayne Journal-Gazette	63,200		137,011	Knight-Ridder
Fort Wayne News-Sentinel		56,024		

Best Restaurants	Best Hotels	Best Golf Courses
Cafe Johnell (French)	Marriott	Orchard Ridge
Casa D'Angelo	Downtown Hilton	Pine Valley CC
Harlequins	Hall's Guesthouse	

COMPETITIVE MEDIA

Major Over the Air Television

WANE	Fort Wayne	15	CBS	LIN
WFFT	Fort Wayne	55	Fox	Williams Comm
WFWA	Fort Wayne	39	PBS	
WKJG	Fort Wayne	33	NBC	
WPTA	Fort Wayne	21	ABC	Granite

WEATHER DATA
NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$27,100,000	37.6	.0090
Radio	11,900,000	16.5	.0040
Newspaper	31,400,000	43.6	.0105
Outdoor	1,700,000	2.4	.0005
	\$72,100,000		.0241

Miscellaneous Comments

Radio Revenue Breakdown

Local	83.8%
National	12.9%
Network	3.2%
(Trade equals 15% of local - up 19% in 1990)	

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WZRQ-F (Columbia City)	900,000
1987	WAWK/WBTU-F (Kendallville)	1,875,000
1990	WAWK/WBTU-F (Kendalville)	Sold to Ron Kempff 4,000,000 (cancelled)

NOTE: Some of these sales may not have been consummated.

FRESNO

1990 ARB Rank: 69	1990 Revenue: \$20,000,000	Manager's Market Ranking (current): 2.9
1990 MSA Rank: 80	Rev per Share Point: \$239,521	Manager's Market Ranking (future): 3.6
1990 ADI Rank: 62	Population per Station: 20,212 (25)	Duncan's Radio Market Grade: II D
FM Base Value: \$1,600,000	1990 Revenue Change: 8.1%	Mathematical Market Grade: II C
Base Value % : 8.0%	Station Turnover: 11.8%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	14.3	16.2	16.4	18.0	18.5	20.0					
Yearly Growth Rate (85-90): 6.9%											
Projected Revenue Estimates:							21.2	22.7	24.2	25.7	27.3
Revenue per Capita:	24.70	27.50	27.29	29.32	29.37	31.34					
Yearly Growth Rate (85-90): 4.9%											
Projected Revenue per Capita:							32.88	34.49	36.18	37.95	39.81
Resulting Revenue Estimate:							21.3	22.8	24.4	26.3	27.8
Revenue as % of Retail Sales:	.0046	.0050	.0049	.0051	.0045	.0045					
Mean % (85-90): .0045% - assigned											
Resulting Revenue Estimate:							21.1	22.5	23.4	24.8	26.1

MEAN REVENUE ESTIMATE: 21.2 22.6 24.0 25.6 27.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.579	.589	.601	.614	.630	.638	.649	.662	.675	.693	.700
Retail Sales (billions):	3.1	3.2	3.4	3.5	4.1	4.4	4.7	5.0	5.2	5.5	5.8

Below-the-Line Listening Shares: 1.5%
 Unlisted Station Listening: 15.0%
 Total Lost Listening: 16.5%
 Available Share Points: 83.5
 Number of Viable Stations: 17
 Mean Share Points per Station: 4.9
 Median Share Points per Station: 3.9
 Rev. per Available Share Point: \$239,521
 Estimated Rev. for Mean Station: \$1,176,470

Confidence Levels

1990 Revenue Estimates: Slightly below normal
 1991-1995 Revenue Projections: Slightly below normal

COMMENTS

Market reports to Miller, Kaplan . . . Several viable stations do not participate so estimates were made . . . Managers predict a 6% to 7% revenue increase in 1991 . . .

Household Income: \$35,174
 Median Age: 31.4 years
 Median Education: 12.5 years
 Median Home Value: \$62,200
 Population Change (1989-1994): 9.9%
 Retail Sales Change (1989-1994): 35.3%
 Number of Class B or C FM's: 12 + 2 = 14
 Revenue per AQH: \$25,478
 Cable Penetration: 44%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 63.5	<15 26.5	12-24 23.9	Non High School Grad: 36.3
Black 5.4	15-30 28.4	25-54 52.3	High School Grad: 28.5
Hispanic 31.1	30-50 23.9	55+ 23.8	
Other ---	50-75 14.3		
	75+ 6.9		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 20.0

COMMERCE AND INDUSTRY

College 4+ years: 15.2

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Agribusiness
 Wines
 Transport Equipment

INC 500 Companies

Employment Breakdowns

DMC Construction (252)
 Pepco Extruded Products (372)

By Industry (SIC):

1. Health Services	14,933	(10.1%)
2. Eating and Drinking Places	11,653	(7.9%)
3. Special Trade Contractors	7,496	(5.1%)
4. Wholesale Trade-Durable Goods	6,936	(4.7%)
5. Food and Kindred Products	6,851	(4.6%)
6. Business Services	6,432	(4.4%)
7. Wholesale Trade-Nondurable Gds	5,387	(3.6%)
8. Miscellaneous Retail	5,215	(3.5%)
9. Food Stores	5,176	(3.5%)
10. Automotive Dealers	4,656	(3.1%)

By Occupation:

Manag/Prof.	45,327	(21.2%)
Tech/Sales/Admin. Service	65,552	(30.6%)
Farm/Forest/Fish	27,516	(12.9%)
Precision Prod.	20,615	(9.6%)
Oper/Fabri/Labor	24,706	(11.5%)
	30,322	(14.2%)

Total Metro Employees: 147,823
 Top 10 Total Employees: 74,735 (50.6%)

FRESNO

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank of Fresno (195 Mil)	Cal State-Fresno (15,447)		Jun 79: 6.8%
California Valley (92 Mil)	West Hills (1,965)		Dec 82: N/A
Fresno Bank of Commerce (113 Mil)	Fresno Pacific (1,032)		Sep 83: 10.8%
Security Pacific (N/A)			Sep 84: 9.5%

Total Full-Time Students: 20,292

Aug 85: 10.6%
Aug 86: 9.6%
Aug 87: 8.1%
Aug 88: 9.6%
Jul 89: 9.6%
Jul 90: 9.3%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Thielen	Vons Food Stores	Sacramento	1. KMJ \$3,200,000
Jeffrey Scott	Budweiser & Coors	San Jose	2. KKDJ-F 2,300,000
Purcell Appling	Superstore	San Francisco	KNAX-F 2,300,000
	McDonalds	Los Angeles	4. KFOS-F 2,200,000
			5. KBOS-F 1,900,000
			6. KFYE-F 1,400,000
			7. KJOY-F 1,300,000
			8. KJFX-F 1,200,000
			9. KTHT-F 1,100,000
			10. KGST 1,000,000

Major Daily Newspapers	AM	PM	SUN	Owner
Fresno Bee	148,491		181,065	McClatchy

Best Restaurants Best Hotels Best Golf Courses

Harland's (California nouvelle)	Picadilly Inn
Daily Planet (continental)	Sheraton
El Toro	

COMPETITIVE MEDIA

Major Over the Air Television

KAIL	Fresno	53		
KFSN	Fresno	30	ABC	Cap Cities/ABC
KJEO	Fresno	47	CBS	Retlaw
KMPH	Visalia	26	Fox	Pappas
KMSG	Sanger	59		
KMTF	Fresno	18	PBS	
KSEE	Fresno	24	NBC	Meredith
KFTV	Hanford	21		Hallmark

WEATHER DATA

Elevation:	328
Annual Precipitation:	9.7 in.
Annual Snowfall:	0
Average Windspeed:	6.3 (NW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$52,000,000	39.1	.0118
Radio	20,000,000	15.0	.0045
Newspaper	57,500,000	43.2	.0131
Outdoor	3,600,000	2.7	.0008
	\$133,100,000		.0302

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	54.8	98.2	76.3
Avg. Min. Temp:	35.8	62.9	48.2
Average Temp:	45.3	80.6	62.3

Miscellaneous Comments

Manager's Comment

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KMGX-F (Hanford)	Sold to ABS (never completed)	4,200,000
1986	KFYE-F	From Affiliated to EZ	9,700,000
1986	KMAK, KBOS-F		5,700,000
1986	KCLQA/F (Hanford)	From Sunrise to Liggett	2,800,000
1986	KMGX-F	Sold to Olympic	2,888,000
1987	KMJ, KNAX-F	From McClatchy to Henry	7,500,000
1987	KFYE-F	From EZ to Guild	6,000,000
1988	KEZL-F (Fowler)		2,200,000
1988	KFYE-F	From EZ to Henry	5,100,000
1988	KNAX-F	From Henry to First Sierra	4,000,000
1988	KFRE-F	Sold to Group III	2,500,000
1988	KYOS, KMYT-F	Sold to Hoyt	1,775,000
1989	KEAP	Sold to Americom (Quinn)	460,000
1989	KKAM, KBOS-F (Tulare)	Sold to Dwight Case	7,100,000 (E) (cancelled)
1990	KRZR-F	(cancelled)	1,500,000
1990	KEZL-F (Fowler)	50% sold to Atsinger	650,000

NOTE: Some of these sales may not have been consummated.

GRAND RAPIDS

1990 ARB Rank: 66	1990 Revenue: \$24,400,000	Manager's Market Ranking (current): 3.3
1990 MSA Rank: 74	Rev per Share Point: \$324,037	Manager's Market Ranking (future) : 4.0
1990 ADI Rank: 37 (w/Kalamazoo)	Population per Station: 28,657 (19)	Duncan's Radio Market Grade: II A
FM Base Value: \$4,700,000	1990 Revenue Change: 2.4%	Mathematical Market Grade: II B+
Base Value % : 19.3%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	17.5	19.4	22.2	23.6	23.8	24.4					
Yearly Growth Rate (85-90): 7.0% (assigned rate of 6.1%)											
Projected Revenue Estimates:							25.5	27.1	28.7	30.3	32.1
Revenue per Capita:	27.17	29.98	33.89	35.44	35.58	36.26					
Yearly Growth Rate (85-90): 6.0%											
Projected Revenue per Capita:							38.44	40.74	43.19	45.77	48.52
Resulting Revenue Estimate:							26.0	27.9	29.9	32.1	34.2
Revenue as % of Retail Sales:	.0043	.0046	.0050	.0050	.0044	.0042					
Mean % (85-90): .0043% (89-90 only)											
Resulting Revenue Estimate:							26.7	28.8	31.0	33.5	35.7
							MEAN REVENUE ESTIMATE: 26.1 27.9 29.9 32.0 34.0				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.644	.647	.655	.666	.669	.673	.678	.685	.692	.701	.704
Retail Sales (billions):	4.0	4.2	4.4	4.7	5.4	5.8	6.2	6.7	7.2	7.8	8.3
Below-the-Line Listening Shares: 9.1%											
Unlisted Station Listening: 15.6%											
Total Lost Listening: 24.7%											
Available Share Points: 75.3											
Number of Viable Stations: 11.5											
Mean Share Points per Station: 6.5											
Median Share Points per Station: 6.8											
Rev. per Available Share Point: \$324,037											
Estimated Rev. for Mean Station: \$2,121,738											

Confidence Levels

1990 Revenue Estimates: Normal
1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford and all viable stations participate . . . Managers predict 3% to 5% revenue increase in 1991 . . .

Household Income: \$34,367

Median Age: 31.1 years

Median Education: 12.6 years

Median Home Value: \$41,100

Population Change (1989-1994): 4.7%

Retail Sales Change (1988-1993): 43.0%

Number of Class B or C FM's: 8 + 3 = 11

Revenue per AQH: \$31,282

Cable Penetration: 54%

Ethnic Breakdowns (%)

Income Breakdowns (%)

Age Breakdowns (%)

Education Levels

White 92.3
Black 5.4
Hispanic 2.3
Other ---

<15 23.5
15-30 28.3
30-50 30.1
50-75 13.3
75+ 4.8

12-24 24.8
25-54 52.0
55+ 23.1

Non High School Grad: 29.6
High School Grad: 37.1

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 17.4

COMMERCE AND INDUSTRY

College 4+ years: 15.9

Important Business and Industries

Fortune 500 Companies

Forbes 500 Companies

Forbes Largest Private Companies

Furniture
Office Furniture
Electronics
Automotive

Gerber Products (307)

Old Kent Financial

Meijer (57)
Steelcase (73)
Amway (86)
Gordon Food Service (258)
Transnational Motors (391)

INC 500 Companies

Employment Breakdowns

Gainey Transportation Services (11)
Prime Technology (329)
Teledial America (349)
Endless Vacation Travel (496)

By Industry (SIC):

1. Health Services	20,583	(7.5%)
2. Fabricated Metal Products	18,336	(6.7%)
3. Furniture and Fixtures	18,045	(6.6%)
4. Eating and Drinking Places	17,343	(6.3%)
5. Wholesale Trade-Durable Gds	12,540	(4.6%)
6. Business Services	11,354	(4.1%)
7. Machinery, except Electrical	8,939	(3.3%)
8. Wholesale Trade-Nondurable Gds	8,695	(3.2%)
9. Special Trade Contractors	8,528	(3.1%)
10. General Merchandise Stores	7,537	(2.7%)

By Occupation:

Manag/Prof.	56,281	(20.5%)
Tech/Sales/Admin. Service	80,734	(29.4%)
Service	35,206	(12.9%)
Farm/Forest/Fish	4,672	(1.7%)
Precision Prod.	36,808	(13.4%)
Oper/Fabri/Labor	60,737	(22.1%)

Total Metro Employees: 275,002
Top 10 Total Employees: 131,900 (48.0%)

GRAND RAPIDS

Largest Local Banks

First Michigan (106 Mil)
 MetroBanc (399 Mil)
 Old Kent (3.2 Bil)

Colleges and Universities

Grand Valley (7,153)
 Calvin (3,972)
 Aquinas (2,831)

Military Bases

Unemployment

Jun 79: 5.9%
 Dec 82: 12.6%
 Sep 83: 10.1%
 Sep 84: 9.5%
 Aug 85: 8.9%
 Aug 86: 6.9%
 Aug 87: 6.5%
 Aug 88: 4.7%
 Jul 89: 5.6%
 Jul 90: 7.0%

Total Full-Time Students: 21,209

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

O & O
 Biggs-Gilmore
 Chickering

Largest Local Radio Accounts

Rogers Dept.
 Meijers Dept.
 Old Kent
 D&W Food Stores

Source of Regional Dollars

Detroit
 Kalamazoo
 Lansing

Highest Billing Stations

1. WCUZ A/F	\$4,000,000	6. WGRD-F	\$2,000,000
2. WLHT-F	3,800,000	7. WODJ-F	1,800,000
3. WLAV A/F	3,200,000	8. WKLQ-F	1,300,000
4. WOOD-F	2,800,000	9. WJFM-F	1,200,000
5. WOOD	2,100,000	10. WYXX-F	800,000

Major Daily Newspapers

Grand Rapids Press

AM

PM

SUN

Owner

141,700

185,027

Newhouse

COMPETITIVE MEDIA

Major Over the Air Television

WGVU	Grand Rapids	35	PBS	
WOTV	Grand Rapids	8	NBC	LIN
WXMI	Grand Rapids	17	Fox	
WZZM	Grand Rapids	13	ABC	Northstar
WWMT	Kalamazoo	3	CBS	Gillett
WUHQ	Battle Creek	41	ABC	

Best Restaurants

Cygnus
 1913 Room (variety)
 Charley's Crab (seafood)
 Pietro's

Best Hotels

Amway Grand Plaza
 Hilton
 Marriott

Best Golf Courses

Blythefield
 Cascade

WEATHER DATA

Elevation: 784
 Annual Precipitation: 33.2 in.
 Annual Snowfall: 77.6 in.
 Average Windspeed: 10.0 (W)

	JAN	JUL	TOTAL YEAR
--	-----	-----	------------

Avg. Max. Temp:	30.3	83.3	57.7
Avg. Min. Temp:	16.0	59.6	37.9
Average Temp:	23.2	71.5	47.8

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$43,300,000	34.9	.0075
Radio	24,400,000	19.7	.0042
Newspaper	52,200,000	42.1	.0090
Outdoor	4,100,000	3.3	.0007
	\$124,000,000		.0214

*See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comments

"Grand Rapids' diverse economy will keep the market growing. Overall there is rate integrity here."

Radio Revenue Breakdown

Local	75.1%
National	23.5%
Network	1.4%

(Trade equals 7% of local - up 10% in 1990)

Major Radio Station Sales Since 1986

1986	WOOD A/F	From Grace to Surrey (cancelled)	\$19,250,000
1987	WOOD A/F	Sold to Guild (cancelled)	18,250,000
1987	WOOD A/F	Resold to United Artists	18,550,000
1988	WPLB A/F (Greenville)	Sold to Goodrich	2,800,000

Miscellaneous Comments:

*ADI split with Kalamazoo, Battle Creek and Muskegon. TV revenue is estimate of Grand Rapid's share. Total TV rev. for ADI is estimated at \$63,000,000

NOTE: Some of these sales may not have been consummated.

GREENSBORO-WINSTON SALEM

1990 ARB Rank: 50	1990 Revenue: \$23,300,000	Manager's Market Ranking (current): 2.9
1990 MSA Rank: 56	Rev per Share Point: \$280,048	Manager's Market Ranking (future): 3.6
1990 ADI Rank: 49	Population per Station: 29,162 (27)	Duncan's Radio Market Grade: II C
FM Base Value: \$4,600,000	1990 Revenue Change: 5.9%	Mathematical Market Grade: II B-
Base Value % : 19.7%	Station Turnover: 16.7%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	18.0	19.4	19.2	21.6	22.0	23.3						
Yearly Growth Rate (85-90): 5.4%												
Projected Revenue Estimates:							24.6	26.2	27.6	29.1	30.7	
Revenue per Capita:	19.69	21.04	20.71	23.15	23.40	24.73						
Yearly Growth Rate (85-90): 4.8%												
Projected Revenue per Capita:							25.92	27.16	28.46	29.83	31.27	
Resulting Revenue Estimate:							24.6	26.1	27.6	29.3	30.8	
Revenue as % of Retail Sales:	.0032	.0033	.0031	.0032	.0031	.0031						
Mean % (85-90): .00317%												
Resulting Revenue Estimate:							25.4	26.6	27.6	28.9	30.7	
							MEAN REVENUE ESTIMATE:	24.9	26.3	27.6	29.1	30.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.914	.922	.927	.933	.938	.942	.950	.960	.970	.981	.986
Retail Sales (billions):	5.5	5.8	6.2	6.7	7.0	7.5	8.0	8.4	8.7	9.1	9.7

Below-the-Line Listening Shares:	5.2%	Confidence Levels
Unlisted Station Listening:	11.6%	
Total Lost Listening:	16.8%	1990 Revenue Estimates: Normal
Available Share Points:	83.2	1991-1995 Revenue Projections: Normal
Number of Viable Stations: 12		
Mean Share Points per Station: 6.9		COMMENTS
Median Share Points per Station: 5.6		Market reports to Miller, Kaplan . . . Several low-revenue stations
Rev. per Available Share Point: \$280,048		do not cooperate so estimates were made . . . Managers predict 5% to
Estimated Rev. for Mean Station: \$1,941,666		7% revenue increase in 1991 . . .

Household Income: \$26,025
 Median Age: 33.6 years
 Median Education: 12.3 years
 Median Home Value: \$40,400
 Population Change (1989-1994): 4.6%
 Retail Sales Change (1989-1994): 30.4%
 Number of Class B or C FM's: 10 + 2 = 12
 Revenue per AQH: \$19,193
 Cable Penetration: 52%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 80.1	<15 27.5	12-24 22.1	Non High School Grad: 42.7
Black 19.2	15-30 31.1	25-54 54.1	
Hispanic 0.7	30-50 25.7	55+ 23.7	
Other ---	50-75 11.7		High School Grad: 28.3
	75+ 4.0		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 13.9
 College 4+ years: 15.1

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles	Guilford Mills (457)	First Wachovia	Burlington Industries (53)
Furniture		Jefferson-Pilot	Cone Mills (243)
Tobacco			Halstead Industries (357)
Insurance			
Electrical Equipment			

INC 500 Companies Employment Breakdowns

Trailco Leasing (356)	By Industry (SIC):	By Occupation:
1. Textile Mill Products	26,442 (6.9%)	Manag/Prof. 82,274 (19.8%)
2. Furniture and Fixtures	26,390 (6.8%)	Tech/Sales/Admin. 113,742 (27.4%)
3. Health Services	25,044 (6.5%)	Service 43,702 (10.6%)
4. Eating and Drinking Places	23,255 (6.0%)	Farm/Forest/Fish 6,946 (1.7%)
5. Business Services	20,848 (5.4%)	Precision Prod. 56,118 (13.5%)
6. Wholesale Trade-Durable Goods	17,804 (4.6%)	Oper/Fabri/Labor 112,118 (27.0%)
7. Special Trade Contractors	15,258 (4.0%)	
8. Tobacco Manufacturers	11,084 (2.9%)	
9. Electric & Electronic Equip	10,057 (2.6%)	
10. Miscellaneous Retail	9,792 (2.5%)	

Total Metro Employees: 385,392
 Top 10 Total Employees: 185,974 (48.3%)

GREENSBORO - WINSTON SALEM

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First Citizens (995 Mil)	UNC-Greensboro (10,293)		Jun 79: 4.5%
Triad Bank (103 Mil)	NC Ag. & Tech (5,426)		Dec 82: 7.7%
Wachovia (13.5 Bil)	Wake Forest (4,961)		Sep 83: 6.9%
NCNB (N/A)	Winston-Salem State (2,443)		Sep 84: 5.2%
			Aug 85: 4.9%
			Aug 86: 4.4%
			Aug 87: 3.7%
			Aug 88: 2.6%
			Jul 89: 3.4%
			Jul 90: 4.4%

Total Full-Time Students: 29,064

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Long Haymes Specialized Media	Budweiser McDonalds Carolina Waterbeds Belk Ed Kelly's Hardees	Charlotte Raleigh Richmond	1. WTQR-F \$4,900,000 2. WMAG-F 3,400,000 3. WKRR-F 3,000,000 4. WSJS 1,900,000 5. WWBB-F 1,700,000 6. WMQX-F 1,500,000 7. WJMH-F 1,300,000 8. WKZL-F 1,100,000 WQMG-F 1,100,000 10. WKSI-F 1,000,000 11. WMFR 900,000

Major Daily Newspapers	AM	PM	SUN	Owner
Greensboro-News & Record	116,613		131,398	Landmark
Winston-Salem Journal	95,110		106,635	Media General

COMPETITIVE MEDIA	Best Restaurants	Best Hotels	Best Golf Courses
Major Over the Air Television	Ryan's Michaels La Chaudiere (French) Southern Lights	Stouffers Winston Plaza Hyatt Sheraton-Greensboro	Bermuda Run Tanglewood Cardinal Oak Hollow

WFMY	Greensboro	2	CBS	Gannett
WGGT	Greensboro	48		
WGHP	High Point	8	ABC	
WNRW	Winston-Salem	45	Fox	Act III
WUNL	Winston-Salem	26	PBS	
WXII	Winston-Salem	12	NBC	Pulitzer

WEATHER DATA
NO WEATHER DATA AVAILABLE:
See Raleigh for an approximation

Media Revenue Estimates	Revenue	%	% of Retail Sales
Television	\$57,400,000	36.4	.0077
Radio	23,300,000	14.8	.0031
Newspaper	71,400,000	45.3	.0095
Outdoor	5,400,000	3.4	.0007
	\$157,500,000		.0210

Miscellaneous Comments

Radio Revenue Breakdown

Local	81.7%
National	15.5%
Network	2.8%
(Trade equals 7% of local - up 16% in 1990)	

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WMQX A/F	Sold to Monte Lang	\$6,000,000
1987	WPET, WKSI-F	Sold to Bahakel	5,600,000
1987	WWMY-F (Eden)	Sold by Colonial	2,500,000
1987	WSJS, WTQR-F	From Summit to New Market	NA
1987	WTOB	Sold by Salem	450,000
1989	WMQX AF	Sold to Ralph Guild	7,000,000
1989	WWMY-F (Eden)	Sold by Speed-O-Print	3,500,000

NOTE: Some of these sales may not have been consummated.

GREENVILLE-SPARTANBURG, SC

1990 ARB Rank: 58	1990 Revenue: \$21,300,000	Manager's Market Ranking (current): 3.7
1990 MSA Rank: 81	Rev per Share Point: \$263,288	Manager's Market Ranking (future): 4.0
1990 ADI Rank: 35 (w/Asheville)	Population per Station: 33,863 (19)	Duncan's Radio Market Grade: II A
FM Base Value: \$5,000,000	1990 Revenue Change: 3.1%	Mathematical Market Grade: II B
Base Value % : 23.5%	Station Turnover: 16.7%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	15.5	16.6	17.5	19.2	20.6	21.3					
Yearly Growth Rate (85-90): 6.5%											
Projected Revenue Estimates:							22.4	23.8	25.2	26.7	28.5
Revenue per Capita:	25.45	26.90	28.27	30.72	32.75	33.64					
Yearly Growth Rate (85-90): 5.8%											
Projected Revenue per Capita:							35.59	37.65	39.84	42.15	44.59
Resulting Revenue Estimate:							22.7	24.2	25.8	27.7	29.5
Revenue as % of Retail Sales:	.0046	.0045	.0045	.0047	.0047	.0045					
Mean % (85-90): .00458%											
Resulting Revenue Estimate:							22.9	24.7	26.1	27.0	28.9
							MEAN REVENUE ESTIMATE: 22.7 24.2 25.6 27.1 29.0				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.609	.617	.619	.625	.629	.633	.638	.643	.649	.657	.661
Retail Sales (billions):	3.4	3.7	3.9	4.1	4.4	4.7	5.0	5.4	5.7	5.9	6.3

Below-the-Line Listening Shares: 5.7%
 Unlisted Station Listening: 13.4%
 Total Lost Listening: 19.1%
 Available Share Points: 80.9
 Number of Viable Stations: 12
 Mean Share Points per Station: 6.7
 Median Share Points per Station: 5.8
 Rev. per Available Share Point: \$263,288
 Estimated Rev. for Mean Station: \$1,774,999

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . Several lower-revenue stations do not participate so estimates were made . . . Managers predict 4% to 5% revenue increase in 1991 . . .

Household Income: \$26,955
 Median Age: 32.7 years
 Median Education: 12.1 years
 Median Home Value: \$35,400
 Population Change (1988-1993): 4.4%
 Retail Sales Change (1988-1993): 33.8%
 Number of Class B or C FM's: 9
 Revenue per AQH: \$21,300
 Cable Penetration: 46%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 82.2	<15 32.2	12-24 22.9	Non High School Grad: 47.0
Black 17.0	15-30 32.8	25-54 53.1	
Hispanic 0.8	30-50 24.6	55+ 23.8	
Other ---	50-75 7.7		High School Grad: 25.7
	75+ 2.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 13.2

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles			Milliken & Co. (38)
Chemicals			JPS Textile Group (198)
Clothing			
Timber			
Electronics			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Heavy Construction Contractors	35,067	(12.4%)
2. Textile Mill Products	27,072	(9.5%)
3. Special Trade Contractors	14,201	(5.0%)
4. Eating and Drinking Places	13,921	(4.9%)
5. Health Services	13,867	(4.9%)
6. Business Services	13,665	(4.8%)
7. Apparel & Other Textile Prdcts	12,375	(4.4%)
8. Machinery, except Electrical	11,689	(4.1%)
9. Wholesale Trade-Durable Goods	10,307	(3.6%)
10. General Building Contractors	7,822	(2.8%)

By Occupation:

Manag/Prof.	51,907	(19.7%)
Tech/Sales/Admin.	68,326	(26.0%)
Service	26,653	(10.2%)
Farm/Forest/Fish	2,737	(1.0%)
Precision Prod.	38,451	(14.6%)
Oper/Fabri/Labor	74,792	(28.5%)

Total Metro Employees: 283,912
 Top 10 Total Employees: 159,986 (56.4%)

GREENVILLE - SPARTANBURG

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Branch Banking (321 Mil)	Furman (2,696)		Jun 79: 5.8%
Citizens & Southern (3.7 Bil)	University of SC-Spartanburg (2,606)		Dec 82: 10.5%
First Union National (1.3 Bil)	Bob Jones University (4,079)		Sep 83: 8.0%
NCNB (N/A)	Greenville Tech (6,007)		Sep 84: 5.6%
			Aug 85: 5.2%
			Aug 86: 4.8%
			Aug 87: 4.0%
			Aug 88: 3.4%
			Jul 89: 3.8%
			Jul 90: 4.4%

Total Full-Time Students: 26,775

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Henderson	Coca Cola	Charlotte	1. WESC A/F \$4,600,000
Leslie	McDonalds	Columbia	2. WMYI-F 4,000,000
Phoenix	Delta		3. WSSL-F 3,000,000
	Bi Lo		4. WFBC-F 2,700,000
			5. WANS-F 2,400,000
			6. WCKN-F 1,300,000
			WSPA-F 1,300,000
			8. WLWZ-F 900,000

Major Daily Newspapers	AM	PM	SUN	Owner
Greenville News	88,088			Multimedia
Greenville Piedmont		25,726		Multimedia
Greenville News-Piedmont			134,497	Multimedia
Spartanburg Herald-Journal	60,082		63,138	

Best Restaurants	Best Hotels	Best Golf Courses
Fish Market (seafood)	Hyatt	Greenville CC
Le Barron	Hilton	Links O'Tryon
Seven Oaks (general)		Kenmure
Boston Beanery		

COMPETITIVE MEDIA

Major Over the Air Television

WGGS	Greenville	16		
WHNS	Ahseville	21		
WLOS	Asheville	13	ABC	Anchor
WNTV	Greenville	29	PBS	
WSPA	Spartanburg	7	CBS	Spartan
WYFF	Greenville	4	NBC	Pulitzer
WUNF	Spartanburg	49	PBS	

WEATHER DATA
NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$55,200,000	39.9	.0111
Radio	21,300,000	15.4	.0045
Newspaper	57,400,000	41.5	.0122
Outdoor	4,300,000	3.1	.0009
	\$138,200,000		.0287

Miscellaneous Comments

* Split ADI with Asheville. TV revenue is estimate of Greenville's share. Total TV revenue for ADI is estimated at \$69,000,000.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1987	WHYZ		\$ 730,000
1987	WESC A/F	Sold to Flair (cancelled)	15,000,000
1988	WANS A/F (Anderson)	Sold to Degree	7,150,000
1988	WELP, WLWZ-F (Easley)	Sold to Voyager	2,600,000
1989	WSSL AF	From Sterling to Capstar	14,000,000 (E)
1989	WAIM, WCKN-F	Sold to ABS	6,000,000
1990	WKDY (Spartanburg)	Sold to Voyager	95,000

NOTE: Some of these sales may not have been consummated.

HARRISBURG

1990 ARB Rank: 74	1990 Revenue: \$14,600,000	Manager's Market Ranking (current): 3.3
1990 MSA Rank: 87	Rev per Share Point: \$228,125	Manager's Market Ranking (future): 3.7
1990 ADI Rank: 45 (w/York&Lancaster)	Population per Station: 31,075 (16)	Duncan's Radio Market Grade: III A-
FM Base Value: \$3,500,000	1990 Revenue Change: 1.4%	Mathematical Market Grade: III B+
Base Value % : 24%	Station Turnover: 20%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	9.1	10.6	11.9	12.9	14.4	14.6					
Yearly Growth Rate (85-90): 10.0% (assigned rate of 6.4%)											
Projected Revenue Estimates:							15.3	16.2	17.2	18.2	19.3
Revenue per Capita:	15.72	18.24	20.34	22.05	24.24	24.46					
Yearly Growth Rate (85-90): 9.4% (assigned rate of 5.8%)											
Projected Revenue per Capita:							25.88	27.38	28.97	30.65	32.43
Resulting Revenue Estimate:							15.5	16.5	17.6	18.7	19.9
Revenue as % of Retail Sales:	.0024	.0025	.0027	.0029	.0029	.0027					
Mean % (85-90): .00268%											
Resulting Revenue Estimate:							15.3	16.1	17.1	18.2	19.3
							MEAN REVENUE ESTIMATE: 15.4 16.3 17.3 18.4 19.5				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.579	.581	.585	.589	.594	.597	.600	.603	.607	.611	.614
Retail Sales (billions):	3.8	4.2	4.5	4.8	5.0	5.4	5.7	6.0	6.4	6.8	7.2

Below-the-Line Listening Shares: 22.4%	Confidence Levels
Unlisted Station Listening: 13.6%	
Total Lost Listening: 36.0%	
Available Share Points: 64.0	
Number of Viable Stations: 10	1990 Revenue Estimates: Below normal
Mean Share Points per Station: 6.4	1991-1995 Revenue Projections: Below normal
Median Share Points per Station: 6.5	

COMMENTS

Market reports to Hungerford . . . This is again the worst market I have for cooperation from station . . . So use figures with caution

Household Income: \$34,026				
Median Age: 34.4 years	Ethnic	Income	Age	Education
Median Education: 12.5 years	Breakdowns (%)	Breakdowns (%)	Breakdowns (%)	Levels
Median Home Value: \$42,500	White 92.7	<15 22.6	12-24 21.4	Non High School
Population Change (1989-1994): 2.9%	Black 6.0	15-30 30.7	25-54 51.7	Grad: 31.7
Retail Sales Change (1989-1994): 35.6%	Hispanic 1.1	30-50 28.5	55+ 27.1	High School Grad:
Number of Class B or C FM's: 4	Other 0.2	50-75 14.1		42.9
Revenue per AQH: \$19,441		75+ 4.1		
Cable Penetration: 63%				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 11.0

COMMERCE AND INDUSTRY

College 4+ years: 14.4

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government	AMP (161)	Dauphil Deposits	Super Rite Foods (213)
Meat and Dairy	Hershey Foods (167)	Rite Aid	
Steel	Harsco (282)		
Chocolate Products			
Truck Trailers			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):		By Occupation:	
1. Health Services	16,972 (8.4%)	Manag/Prof.	54,086 (21.0%)
2. Eating and Drinking Places	12,790 (6.3%)	Tech/Sales/Admin.	81,818 (31.8%)
3. Business Services	9,695 (4.8%)	Service	30,213 (11.7%)
4. Trucking and Warehousing	9,195 (4.5%)	Farm/Forest/Fish	4,920 (1.9%)
5. Food and Kindred Products	8,945 (4.4%)	Precision Prod.	30,706 (11.9%)
6. Insurance Carriers	8,573 (4.2%)	Oper/Fabri/Labor	55,858 (21.7%)
7. Food Stores	7,737 (3.8%)		
8. Wholesale Trade-Durable Goods	7,579 (3.7%)		
9. Miscellaneous Retail	6,684 (3.3%)		
10. General Merchandise Stores	6,340 (3.1%)		
	Total Metro Employees: 202,697		
	Top 10 Total Employees: 94,510 (46.6%)		

HARRISBURG

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Commonwealth National (1.4 Bil)	Penn State-Capitol (2,595)	Carlisle Barracks (1,171)	Jun 79: 5.6%
Dauphin Deposit (2.4 Bil)		Depot-New Cumberland (3,964)	Dec 82: 7.1%
			Sep 83: 6.1%
			Sep 84: 5.5%
			Aug 85: 6.0%
			Aug 86: 4.1%
			Aug 87: 3.2%
			Aug 88: 3.3%
			Jul 89: 3.9%
			Jul 90: 4.1%

Total Full-Time Students: 15,293

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
		Philadelphia	1. WNNK A/F \$5,700,000
		Pittsburgh	2. WRKZ-F 3,600,000 *
		Baltimore	3. WTPA-F 1,500,000
		Washington	WVKL-F 1,500,000
			5. WHP 1,400,000

* Much of WRKZ's revenue comes from York and Lancaster

Major Daily Newspapers	AM	PM	SUN	Owner
Harrisburg News		50,331		NewHouse
Harrisburg Patriot	57,094			NewHouse
Harrisburg Patriot-News			172,429	NewHouse

Best Restaurants	Best Hotels	Best Golf Courses
Casa Rillo (Italian)	Marriott	Hershey
Maverick (seafood/steak)	Sheraton	
Vissagio's		

COMPETITIVE MEDIA

Major Over the Air Television

WHP Harrisburg	21	CBS	Commonwealth
WHTM Harrisburg	27	ABC	Smith
WITF Harrisburg	33	PBS	
WGAL Lancaster	8	NBC	Pulitzer
WLYH Lancaster	15	CBS	Gateway
WPMT York	43	Fox	Westport York

WEATHER DATA

Elevation: 338
 Annual Precipitation: 38.0 in.
 Annual Snowfall: 35.4 in.
 Average Windspeed: 7.7 (WNW)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	37.7	86.8	63.3
Avg. Min. Temp:	22.5	65.4	43.4
Average Temp:	30.1	76.1	53.4

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$30,000,000	34.4	.0056
Radio	14,600,000	16.8	.0027
Newspaper	38,500,000	44.2	.0071
Outdoor	4,000,000	4.6	.0007
	\$87,100,000		.0161

* See Miscellaneous Comments

Miscellaneous Comments

* Split ADI with Lancaster and York. TV revenue figure is estimate of Harrisburg's share. Total TV revenue for ADI is estimated at \$55,000,000.

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1988	WHKS-F	Sold to Barnstable	\$4,000,000
1988	WRKZ-F	Sold by Eastern	NA
1989	WHYL AF	(Carlisle)	1,700,000
1989	WHGB	From Scott to Keymarket	250,000
1989	WCMB, WIMX-F	Sold by McKenna	4,900,000

NOTE: Some of these sales may not have been consummated.

HARTFORD

1990 ARB Rank: 40	1990 Revenue: \$39,800,000	Manager's Market Ranking (current): 3.2
1990 MSA Rank: 44	Rev per Share Point: \$578,488	Manager's Market Ranking (future) : 3.9
1990 ADI Rank: 23 (w/New Haven)	Population per Station: 70,171 (14)	Duncan's Radio Market Grade: I C
FM Base Value: \$6,000,000	1990 Revenue Change: -7.3%	Mathematical Market Grade: I D-
Base Value % : 15.1%	Station Turnover: 9.1%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	31.2	33.5	37.4	40.9	43.0	39.8					
Yearly Growth Rate (85-90): 5.1%											
Projected Revenue Estimates:							40.6	42.7	44.8	47.1	49.5
Revenue per Capita:	28.88	30.45	33.69	36.52	38.05	35.22					
Yearly Growth Rate (85-90): 4.3%											
Projected Revenue per Capita:							36.73	38.31	39.96	41.68	43.47
Resulting Revenue Estimate:							41.8	43.7	46.0	48.3	50.9
Revenue as % of Retail Sales:	.0041	.0039	.0043	.0044	.0044	.0038					
Mean % (85-90): .0038% (assigned)											
Resulting Revenue Estimate:							41.8	44.8	47.5	50.5	54.0
							MEAN REVENUE ESTIMATE: <u>41.4</u> <u>43.7</u> <u>46.1</u> <u>48.6</u> <u>51.5</u>				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.08	1.10	1.11	1.12	1.13	1.13	1.14	1.14	1.15	1.16	1.17
Retail Sales (billions):	7.5	8.5	8.7	9.3	9.8	10.4	11.0	11.8	12.5	13.3	14.2

Below-the-Line Listening Shares: 14.9%
 Unlisted Station Listening: 16.3%
 Total Lost Listening: 31.2%
 Available Share Points: 68.8
 Number of Viable Stations: 11
 Mean Share Points per Station: 6.2
 Median Share Points per Station: 6.3
 Rev. per Available Share Point: \$578,488
 Estimated Rev. for Mean Station: \$3,618,179

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS - Market reports to Hungerford and all viable stations cooperate except WCCC . . . Estimates were made for non-reporting stations . . . Market now reports to Hungerford . . . 1990 was the first year this market reported revenue . . . Managers predict -4% to 0% revenue growth in 1991 . . .

Household Income: \$42,925
 Median Age: 34.4 years
 Median Education: 12.7 years
 Median Home Value: \$64,300
 Population Change (1989-1994): 3.5%
 Retail Sales Change (1989-1994): 35.2%
 Number of Class B or C FM's: 8 + 1 = 9
 Revenue per AQH: \$27,204
 Cable Penetration: 77%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 88.9	<15 17.6	12-24 22.0	Non High School
Black 6.9	15-30 22.9	25-54 51.7	Grad: 29.4
Hispanic 4.2	30-50 27.8	55+ 26.4	
Other ---	50-75 21.5		High School Grad: 35.0
	75+ 10.2		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 15.4

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Insurance	United Technologies (16)	Aetna Life and Casualty	Chase Enterprises (314)
Airplane Components	Emhart (155)	Ames Department Stores	
Research	Stanley Works (215)	Northeast Savings FA	
Firearms		Shawmut National	
Food Products		Society for Savings	
Ball and Roller Bearings		Travlers	
Wire Springs			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Insurance Carriers	54,443	(10.6%)
2. Health Services	44,526	(8.7%)
3. Transportation Equipment	39,855	(7.8%)
4. Business Services	26,765	(5.2%)
5. Eating and Drinking Places	26,431	(5.1%)
6. Machinery, Except Electrical	21,107	(4.1%)
7. Wholesale Trade-Durable Goods	19,248	(3.7%)
8. Fabricated Metal Products	18,197	(3.5%)
9. Food Stores	15,952	(3.1%)
10. Special Trade Contractors	15,241	(3.0%)

By Occupation:

Manag/Prof.	138,339	(25.9%)
Tech/Sales/Admin.	175,331	(32.7%)
Service	61,236	(11.5%)
Farm/Forest/Fish	4,551	(.8%)
Precision Prod.	64,554	(12.1%)
Oper/Fabri/Labor	90,744	(17.0%)

Total Metro Employees: 513,957
 Top 10 Total Employees: 281,765 (54.8%)

HARTFORD

Largest Local Banks

Connecticut Bank (30.0 Bil)
Connecticut National (11.2 Bil)
United (2.1 Bil)

Colleges and Universities

University of Connecticut (22,976)
University of Hartford (7,611)
Trinity College (2,108)
Central Connecticut State (13,333)

Military Bases

Unemployment

Jun 79: 4.9%
Dec 82: 6.1%
Sep 83: 4.6%
Sep 84: 4.0%
Aug 85: 4.7%
Aug 86: 3.4%
Aug 87: 3.1%
Aug 88: 2.8%
Jul 89: 2.9%
Jul 90: 4.5%

Total Full-Time Students: 38,670

RADIO BUSINESS INFORMATION

Heavy Agency
Radio Users

Largest Local
Radio Accounts

Source of
Regional Dollars

Mintz & Hoke
Kursman

McDonalds
SNE Telephone
Hartford Courant
Conn. Lottery

Boston
New Haven

Highest Billing Stations

1. WTIC \$8,800,000
2. WTIC-F 7,400,000
3. WDRC A/F 5,400,000
4. WIOF-F 3,500,000
5. WHCN-F 3,500,000
6. WKSS-F 2,700,000
7. WWYZ-F 2,500,000
8. WRCH-F 2,000,000
9. WCCC-F 1,400,000
10. WPOP 1,100,000

Major Daily Newspapers

AM

PM

SUN

Owner

Hartford Courant

230,358

316,792

Times-Mirror

COMPETITIVE MEDIA

Major Over the Air Television

WEDH	Hartford	24	PBS	
WFSB	Hartford	3	CBS	Post-Newsweek
WHCT	Hartford	18		Astroline
WTIC	Hartford	61	Fox	Chase
WVIT	New Britain	30	NBC	Viacom
WINH	New Haven	8	ABC	Cook Inlet
WTXX	Waterbury	20		
WTWS	New London	26		

Best Restaurants

Carbones (Italian)
Apricots (continental)

Best Hotels

Summit
Farrington Marriott
Hartford Sheraton

Best Golf Courses

Cromwell TPC
Wethersfield CC
Hartford CC

WEATHER DATA

Elevation: 169
Annual Precipitation: 43.0 in.
Annual Snowfall: 53.1 in.
Average Windspeed: 9.0 (S)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$102,400,000	39.4	.0098
Radio	39,800,000	15.3	.0038
Newspaper	110,000,000	42.3	.0106
Outdoor	8,000,000	3.1	.0008
	\$260,200,000		.0250

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	33.4	84.1	59.6
Avg. Min. Temp:	16.1	61.2	38.6
Average Temp:	24.8	72.7	49.1

Miscellaneous Comments

* Split TV ADI with New Haven. TV revenue is estimate of Hartford's share. Total TV revenue for ADI is estimated at \$141,000,000.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WL VH-F	Sold to Sage	\$4,500,000
1989	WL VH-F	From Sage to First City (cancelled)	7,600,000
1990	WL VH-F	From Sage to Pearlman	6,400,000

NOTE: Some of these sales may not have been consummated.

HONOLULU

1990 ARB Rank: 56
 1990 MSA Rank: 63
 1990 ADI Rank: None
 FM Base Value: \$2,000,000
 Base Value % : 9.5%

1990 Revenue: \$21,000,000
 Rev per Share Point: \$222,457
 Population per Station: 26,823 (26)
 1990 Revenue Change: 5.5%
 Station Turnover: 14.3%

Manager's Market Ranking (current): 2.6
 Manager's Market Ranking (future): 3.0
 Duncan's Radio Market Grade: II D
 Mathematical Market Grade: II C+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	15.0	15.8	16.9	18.7	19.9	21.0						
Yearly Growth Rate (85-90): 6.9%												
Projected Revenue Estimates:							22.2	23.7	25.1	26.5	28.0	
Revenue per Capita:	18.11	19.03	20.21	22.16	23.30	24.41						
Yearly Growth Rate (85-90): 6.1%												
Projected Revenue per Capita:							25.89	27.45	29.10	30.87	32.73	
Resulting Revenue Estimate:							22.4	24.0	25.8	27.6	29.5	
Revenue as % of Retail Sales:	.0027	.0027	.0027	.0028	.0027	.0027						
Mean % (85-90): .0027%												
Resulting Revenue Estimate:							23.0	24.6	26.5	28.1	29.7	
							MEAN REVENUE ESTIMATE:	22.5	24.1	25.8	27.4	29.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.828	.830	.836	.844	.854	.860	.867	.875	.886	.895	.900
Retail Sales (billions):	5.6	5.8	6.2	6.7	7.3	7.9	8.5	9.1	9.8	10.4	11.0
Below-the-Line Listening Shares: 0.0											
Unlisted Station Listening: 5.6%											
Total Lost Listening: 5.6%											
Available Share Points: 94.4											
Number of Viable Stations: 14											
Mean Share Points per Station: 6.7											
Median Share Points per Station: 5.1											
Rev. per Available Share Point: \$222,457											
Estimated Rev. for Mean Station: \$1,500,000											

Confidence Levels

1990 Revenue Estimates: Below Normal
 1991-1995 Revenue Projections: Below Normal

COMMENTS

Market does not report revenue . . . Managers predict 5% to 8% increase in 1991 . . .

Household Income: \$42,864
 Median Age: 30.8 years
 Median Education: 12.7 years
 Median Home Value: \$130,400
 Population Change (1989-1994): 4.8%
 Retail Sales Change (1989-1994): 43.1%
 Number of Class B or C FM's: 11
 Revenue per AQH: \$18,181
 Cable Penetration: 79%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 34.2	<15 18.9	12-24 24.8	Non High School
Black 2.1	15-30 25.2	25-54 55.9	Grad: 24.4
Hispanic 6.2	30-50 25.2	55+ 19.2	High School Grad:
Other 57.5	50-75 20.4		35.6
	75+ 10.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 18.3
 College 4+ years: 21.7

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tourism	Pacific Resources (361)	Alexander & Baldwin	
Military		Bancorp Hawaii	
Agribusiness		First Hawaiian	
Food Processing		Hawaiian Electric Industries	

INC 500 Companies

Employment Breakdowns

Lion Coffee (447)

By Industry (SIC):

1. Eating and Drinking Places	30,652 (11.6%)
2. Hotels and Other Lodging Places	20,412 (7.7%)
3. Health Services	19,969 (7.6%)
4. Business Services	14,493 (5.5%)
5. Real Estate	9,647 (3.6%)
6. Miscellaneous Retail	9,499 (3.6%)
7. Wholesale Trade-Durable Goods	8,991 (3.4%)
8. Special Trade Contractors	8,605 (3.3%)
9. Food Stores	7,695 (2.9%)
10. Wholesale Trade-Nondurable Gds	6,923 (2.6%)

By Occupation:

Manag/Prof.	79,934 (24.7%)
Tech/Sales/Admin.	109,521 (33.8%)
Service	56,939 (17.5%)
Farm/Forest/Fish	5,838 (1.8%)
Precision Prod.	36,546 (11.3%)
Oper/Fabri/Labor	35,335 (10.9%)

Total Metro Employees: 264,404
 Top 10 Total Employees: 136,886 (51.8%)

HONOLULU

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Central Pacific (723 Mil)	University of Hawaii (19,964)	Schofield Barracade (15,027)	Jun 79: 7.0%
City Bank (426 Mil)	Chaminade (2,366)	Kaneohe MCAS (10,397)	Dec 82: 5.7%
Bank of Hawaii (6.3 Bil)	Hawaii Pacific (3,383)	Hickam AFB (8,874)	Sep 83: 5.9%
First Hawaiian (3.9 Bil)		Barbers Point NAS (2,430)	Sep 84: 5.8%
First Interstate (729 Mil)		Pearl Harbor (18,349)	Aug 85: 5.1%
	Total Full-Time Students: 26,693	Ft. Shafter (1,988)	Aug 86: 4.3%
		Camp Smith (1,800) ?	Aug 87: 3.4%
			Aug 88: 2.6%
			Jul 89: 2.1%
			Jul 90: 2.6%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Milici/Valenti	McDonalds	Los Angeles	1. KSSK \$4,200,000
Starr Seigle	First Hawaiian Bank	San Francisco	2. KQMJ A/F 3,400,000
Peck Sims	Pepsi	San Diego	3. KUMJ A/F 2,000,000
	Aloha Airlines		4. KIKI-F 1,600,000
	Budweiser		5. KPOI-F 1,500,000
			6. KRTR-F 1,400,000
			7. KSSK-F 1,300,000
			8. KCCN A/F \$1,000,000
			9. KHVH 950,000
			10. KHFX-F 800,000
			11. KDEO A/F 700,000
			12. KIKI 600,000
			13. KGU 500,000
			KHHH-F 500,000

Major Daily Newspapers	AM	PM	SUN	Owner
Honolulu Advertiser	100,703			Gannett
Honolulu Star-Bulletin		92,412		Gannett
Star Bulletin & Advertiser			201,773	Gannett

COMPETITIVE MEDIA

Major Over the Air Television

KBFD	Honolulu	32	Allen
KQMB	Honolulu	9	CBS Lee
KHAI	Honolulu	20	
KHET	Honolulu	11	PBS
KHNL	Honolulu	13	King
KHON	Honolulu	2	NBC Burnham
KITV	Honolulu	4	ABC Tak
KMGT	Honolulu	26	

Best Restaurants

La Mer
Bagwells (continental)
Castagnola's (Italian)
Hano Hano (continental)
Third Floor
Black Orchid

Best Hotels

Kahala Hilton
Halekulani
Hyatt Regency

Best Golf Courses

Kapalua (Maui)
Mauna Kea
Mauna Lani
Princeville Makai
Makena (Maui)
Kauai Lagoon

WEATHER DATA

Elevation: 7 7
Annual Precipitation: 24.1 in.
Annual Snowfall: 0
Average Windspeed: 11.8 (ENE)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$54,200,000	36.8	.0069
Radio	21,000,000	14.2	.0027
Newspaper	68,300,000	46.3	.0086
Outdoor	3,900,000	2.6	.0004
	\$147,400,000		.0187

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	79.3	86.6	83.3
Avg. Min. Temp:	65.3	73.4	69.8
Average Temp:	72.3	80.1	76.7

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

"Great radio market when you are wedded to it. Short time mainlanders reflect and compound the "tough market" image."

Major Radio Station Sales Since 1986

1988	KIKI, KMAI-F	From Parker to Henry	\$3,350,000
1990	KSSK A/F	From Heftel to Bedford	6,800,000

NOTE: Some of these sales may not have been consummated.

HOUSTON

1990 ARB Rank: 10 1990 Revenue: \$124,000,000 Manager's Market Ranking (current): 3.7
 1990 MSA Rank: 8 Rev per Share Point: \$1,407,491 Manager's Market Ranking (future): 4.5
 1990 ADI Rank: 10 Population per Station: 88,790 (33) Duncan's Radio Market Grade: I A
 FM Base Value: \$20,000,000 1990 Revenue Change: 3.8% Mathematical Market Grade: I B+
 Base Value % : 16.1% Station Turnover: 17.6%

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	115.8	112.0	100.8	107.0	119.0	124.0					
Yearly Growth Rate (85-90):	4.3% (5.7% assigned)										
Projected Revenue Estimates:							131.0	138.5	146.4	155.8	163.6
Revenue per Capita:	31.55	30.60	27.54	29.64	32.60	33.51					
Yearly Growth Rate (85-90):	1.5% (5.5% assigned)										
Projected Revenue per Capita:							35.35	37.29	39.35	41.51	43.80
Resulting Revenue Estimate:							132.2	141.7	151.5	161.8	172.5
Revenue as % of Retail Sales:	.0050	.0047	.0041	.0044	.0047	.0047					
Mean % (85-90):	.00448% (87-90 only)										
Resulting Revenue Estimate:							124.5	130.8	138.9	146.5	152.3
MEAN REVENUE ESTIMATE:							129.2	137.0	145.6	154.7	162.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	3.63	3.66	3.66	3.61	3.65	3.70	3.74	3.80	3.85	3.90	3.94
Retail Sales (billions):	23.0	23.9	24.6	24.0	25.0	26.5	27.8	29.2	31.0	32.7	34.0

Below-the-Line Listening Shares: 0.3% Confidence Levels
 Unlisted Station Listening: ~~11.6%~~
 Total Lost Listening: 11.9% 1990 Revenue Estimates: Normal
 Available Share Points: 88.1 1991-1995 Revenue Projections: Normal

Number of Viable Stations: 17
 Mean Share Points per Station: 5.2 COMMENTS
 Median Share Points per Station: 4.0 Market reports to Hungerford and all but a few low-revenue stations
 Rev. per Available Share Point: \$1,407,491 cooperate . . . Managers predict a 5% to 7% revenue increase in 1991
 Estimated Rev. for Mean Station: \$7,294,115

Household Income: \$33,870
 Median Age: 30.3 years
 Median Education: 12.7 years
 Median Home Value: \$54,400

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Population Change (1989-1994): 6.9%	White 64.9	<15 24.5	12-24 23.6	Non High School
Retail Sales Change (1989-1994): 34.0%	Black 18.3	15-30 27.9	25-54 59.7	Grad: 30.6
Number of Class B or C FM's: 14 + 2 = 16	Hispanic 16.8	30-50 27.9	55+ 16.8	
Revenue per AQH: \$26,603	Other ---	50-75 13.6		High School Grad: 29.3
Cable Penetration: 47%		75+ 6.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 18.6

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Petrochemicals	Shell Oil (13)	American General	Grocers Supply Co (147)
Rubber	Tenneco (24)	Anavarko Petroleum	Tauber Oil (165)
Steel	Coastal (54)	Battle Mountain Gold	Randall's Food Markets (177)
Research	Baker Hughes (184)	Browning-Ferris Ind.	Apple Tree Markets (204)
Aerospace	Pennzoil (201)	Enron	Media News Group (302)
Shipping	Compaq Computer (202)	First City Bancorp of TX	Charlie Thomas Auto World (367)
Financial	Union TX Petro.Holding (310)	Houston Industries	Specialty Retailers (399)
Chemicals	Vista Chemical (375)	Panhandle Eastern	Gulf States Toyota (131)
Plastics	Sterling Chemical (403)	Sysco	
	Southdown (445)	Texas Air	
	Big Three Industries (483)	Texas Eastern	
	Cameron Iron Works (498)	Transco Energy	

INC 500 Companies Employment Breakdowns

By Industry (SIC):		By Occupation:	
Welcom Software Tech (47)	1. Business Services	Manag/Prof.	372,284 (24.2%)
TME (54)	2. Eating and Drinking Places	Tech/Sales/Admin.	515,968 (33.5%)
Omnicomp Graphics (137)	3. Health Services	Service	157,838 (10.2%)
Microcomputer Power (148)	4. Wholesale Trade-Durable Goods	Farm/Forest/Fish	13,631 (.9%)
Metro Careers (159)	5. Special Trade Contractors	Precision Prod.	242,417 (15.7%)
Mantex (410)	6. Food Stores	Oper/Fabri/Labor	238,228 (15.5%)
	7. Heavy Construction Contractors		
	8. Miscellaneous Services		
	9. Wholesale Trade-Nondurable Gds		
	10. Oil and Gas Extraction		

Total Metro Employees: 1,269,950
 Top 10 Total Employees: 287,841 (46.3%)

HOUSTON

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First City National (5.1 Bill)	University of Houston (31,095)		Jun 79: 3.9%
First Interstate (6.7 Bill)	Texas Southern (8,910)		Dec 82: 7.9%
MBank (4.1 Bank)	Rice (4,040)		Sep 83: 9.0%
Texas Commerce (11.6 Bill)	Lee College (4,879)		Sep 84: 6.1%
			Aug 85: 7.6%
			Aug 86: 10.6%
			Aug 87: 8.8%
			Aug 88: 6.2%
			Jul 89: 6.5%
			Jul 90: 5.5%

Total Full-Time Students: 62,222

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations	
GSD & M Rives, Smith GDL & W Taylor Brown Fogerty & Klein	Houston newspapers Foley's Coca Cola Safeway Gallery Furniture Budweiser	Dallas	1. KIKK A/F \$13,500,000 KILT A/F 13,500,000 3. KYOK/KMJQ-F 12,300,000 4. KKBQ A/F 11,900,000 5. KTRH 10,500,000 6. KLOL-F 9,600,000 7. KLTR-F 8,200,000 8. KZFX-F 6,400,000 9. KODA-F 6,000,000	10. KLDE-F \$5,500,000 11. KFMR-F 5,300,000 12. KRBE-F 5,200,000 13. KPRC 3,300,000 14. KQUE-F 3,000,000 15. KHM-F 2,900,000 16. KLAT 2,300,000 17. KXYZ 1,600,000
Major Daily Newspapers	AM	PM	SUN	Owner
Houston Chronicle Houston Post	449,755 (AD) 328,869		620,752 371,634	Hearst Media News

COMPETITIVE MEDIA

Major Over The Air Television	Best Restaurants	Best Hotels	Best Golf Courses
KHOU Houston 11 CBS KHTV Houston 39 KPRC Houston 2 NBC KRIV Houston 26 Fox KTRK Houston 13 ABC KTXH Houston 20 KUHT Houston 8 PBS KTMD Galveston 48 KXLN Rosenberg 45	Belo Gaylord H & C Fox Cap Cities/ABC TVX Telemundo Pueblo	Remington (Ritz) Westin (Galleria & Oaks) Intercontinental Inn on the Park Houstonian	Champions GC Lochinvar Woodlands-TPC Kingwood Sweetwater Bear Creek (Masters)

WEATHER DATA

Elevation: 96
Annual Precipitation: 47.1 in.
Annual Snowfall: 0.2 in.
Average Windspeed: 7.6 (SSE)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$268,000,000	36.5	.0101
Radio	124,000,000	16.9	.0047
Newspaper	314,000,000	42.8	.0118
Outdoor	28,400,000	3.9	.0011
	\$734,400,000		.0277

Miscellaneous Comments

Manager's Comment

"Houston has been 'back' for quite some time now . . . No recession here."

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

Radio Revenue Breakdown

1986 KZFX-F	From Frankhouse to Shamrock	13,000,000	Local 71.2%
1986 KLEF-F (Seabrook)		3,700,000	National 27.5%
1986 KRBE A/F	From Lake Huron to Susquehanna	25,000,000	Network 1.3%
1990)			(Trade equals 4% of local - down 10% in
1987 KLEF-F (Seabrook)		2,200,000 (E)	
1987 KGOL (Humble)	Sold to SMN	2,100,000	
1987 KILT A/F	From LIN to Legacy	36,750,000	
1987 KTEK	From Universal to Marsh	2,400,000	
1987 KFMR-F	From First Media to Cook Inlet	38,000,000 (E) + Tax Cert.	
1988 KMJQ-F	From Keymarket to Noble	65,000,000	
1988 KNRJ-F	From Malrite to Emms	24,000,000	
1988 KYOK	From All Pro to Noble	2,500,000	
1989 KJOJ-F (Conroe)	From Swaggert to Ragan Henry	9,000,000	
1989 KTRH, KLOL-F	From Rusk to Jacor	60,000,000 (cancelled)	
1989 KNRJ-F	From Emms to Nationwide	30,000,000	
1989 KILT AF	From Sillerman to Westinghouse	45,000,000	
1989 KODA-F	From Command to Evergreen	28,000,000	
1990 KIKR (Conroe)	Sold to US Radio	750,000	

NOTE: Some of these sales may not have been consummated.

HUNTINGTON, WV

1990 ARB Rank: 132 1990 Revenue: \$6,800,000 Manager's Market Ranking (current): 2.7
 1990 MSA Rank: 148 Rev per Share Point: \$87,179 Manager's Market Ranking (future): 2.8
 1990 ADI Rank: 48 (w/Charleston) Population per Station: 17,993 (15) Duncan's Radio Market Grade: III D-
 FM Base Value: \$1,500,000 1990 Revenue Change: 7.9% Mathematical Market Grade: III D+
 Base Value % : 22.1% Station Turnover: 0%

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	6.0	6.2	6.1	5.9	6.3	6.8						
Yearly Growth Rate (85-90): 2.4%	(5.0% assigned)											
Projected Revenue Estimates:							7.1	7.5	7.9	8.3	8.7	
Revenue per Capita:	17.54	18.34	18.26	17.82	19.15	20.80						
Yearly Growth Rate (85-90): 3.5%	(5.0% assigned)											
Projected Revenue per Capita:							21.84	22.93	24.08	25.28	26.55	
Resulting Revenue Estimate:							7.1	7.4	7.8	8.1	8.5	
Revenue as % of Retail Sales:	.0037	.0036	.0033	.0030	.0031	.0032						
Mean % (85-90): .00315% (87-90 only)												
Resulting Revenue Estimate:							6.9	7.2	7.6	8.1	8.5	
							MEAN REVENUE ESTIMATE:	7.0	7.4	7.8	8.2	8.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.340	.338	.334	.331	.329	.327	.325	.324	.323	.322	.322
Retail Sales (billions):	1.6	1.7	1.84	1.95	2.04	2.10	2.18	2.29	2.42	2.58	2.70

Below-the-Line Listening Shares: 7.2%
 Unlisted Station Listening: 14.8%
 Total Lost Listening: 22.0%
 Available Share Points: 78.0
 Number of Viable Stations: 5
 Mean Share Points per Station: 15.6
 Median Share Points per Station: 11.4
 Rev. per Available Share Point: \$87,179
 Estimated Rev. for Mean Station: \$1,359,992

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Market reports to Hungerford although many stations do not cooperate so I had to make estimates . . . Managers predict 3% to 5% revenue increase in 1991 . . .

Household Income: \$23,741
 Median Age: 33.8 years
 Median Education: 12.2 years
 Median Home Value: \$38,800
 Population Change (1989-1994): -2.0%
 Retail Sales Change (1989-1994): 39.7%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$17,848
 Cable Penetration: 65%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 97.3	<15 40.9	12-24 21.6	Non High School
Black 2.1	15-30 30.4	25-54 51.7	Grad: 43.2
Hispanic 0.6	30-50 21.1	55+ 26.8	High School Grad: 35.9
Other ---	50-75 5.9		
	75+ 1.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 11.1
 College 4+ years: 9.1

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Mining
 Glas
 Auto Parts
 Oil Refining

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	7,035	(9.7%)
2. Primary Metal Industries	6,214	(8.6%)
3. Eating and Drinking Places	5,640	(7.8%)
4. Food Stores	3,802	(5.3%)
5. General Merchandise Stores	3,303	(4.6%)
6. Wholesale Trade-Durable Goods	2,973	(4.1%)
7. Miscellaneous Retail	2,399	(3.3%)
8. Business Services	2,309	(3.2%)
9. Automotive Dealers	2,308	(3.2%)
10. Wholesale Trade-Nondurable Gds	2,279	(3.1%)

By Occupation:

Manag/Prof.	22,869	(19.3%)
Tech/Sales/Admin.	32,573	(27.5%)
Service	15,214	(12.9%)
Farm/Forest/Fish	1,255	(1.0%)
Precision Prod.	18,721	(15.8%)
Oper/Fabri/Labor	27,804	(23.5%)

Total Metro Employees: 72,351
 Top 10 Total Employees: 38,262 (52.9%)

HUNTINGTON, WV

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Guaranty National (136 Mil)	Marshall (11,318)		Jun 79: 6.9%
One Valley (138 Mil)			Dec 82: 11.5%
First Huntington National (451 Mil)			Sep 83: 16.5%
Twentieth Street (228 Mil)			Sep 84: 12.8%
			Aug 85: 10.8%
			Aug 86: 10.2%
			Aug 87: 9.4%
			Aug 88: 7.6%
			Jul 89: 6.0%
			Jul 90: 6.1%

Total Full-Time Students:

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Fahlgren & Swink	Hills Dept. McDonalds Pepsi Budweiser WV Lottery	Cincinnati Columbus Pittsburgh	1. WTCR A/F \$2,300,000 2. WKEE A/F 2,000,000 3. WRVC A/F 1,300,000 4. WEMM-F 600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Huntington Herald-Dispatch	43,209		49,583	Gannett

COMPETITIVE MEDIA

Major Over the Air Television
See Charleston, WV

Best Restaurants	Best Hotels	Best Golf Courses
Roco's (Italian) Rebels & Redcoats (steak/seafood) Chili Willi's	Radisson Holiday Inn	

WEATHER DATA

NO WEATHER DATA AVAILABLE
See Charleston, WV for an approximation

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$18,600,000	37.3	.0089
Radio	6,800,000	13.6	.0032
Newspaper	22,700,000	45.5	.0108
Outdoor	1,800,000	3.6	.0009
	\$49,900,000		.0238

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

* Split ADI with Charleston. This TV figure represents Huntington's share. Total TV revenue for the ADI is estimated at \$39,000,000.

Manager's Comment

Major Radio Station Sales Since 1986

1987	WKEE A/F	Sold by Capitol	\$3,100,000
1988	WRVC A/F	Sold by Stoner	1,900,000
1990	WTCR A/F	From CRB to Alpine (cancelled)	7,650,000

NOTE: Some of these sales may not have been consummated.

HUNTSVILLE

1990 ARB Rank: 106	1990 Revenue: \$9,900,000	Manager's Market Ranking (current): 4.0
1990 MSA Rank: 182	Rev per Share Point: \$118,421	Manager's Market Ranking (future): 4.1
1990 ADI Rank: 80 (w/Decatur)	Population per Station: 23,664 (14)	Duncan's Radio Market Grade: III A
FM Base Value: NA	1990 Revenue Change: 7.6%	Mathematical Market Grade: III A
Base Value % : NA	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:		6.8	7.4	8.0	8.6	9.2	9.9				
Yearly Growth Rate (85-90):	7.8% (assigned rate of 6.8%)										
Projected Revenue Estimates:							10.5	11.2	12.0	12.7	13.5
Revenue per Capita:	21.25	22.83	23.66	24.93	26.21	27.81					
Yearly Growth Rate (85-90):	5.5%										
Projected Revenue per Capita:							29.34	30.95	32.66	34.45	36.35
Resulting Revenue Estimate:							10.6	11.4	12.2	13.2	14.1
Revenue as % of Retail Sales:	.0038	.0037	.0038	.0037	.0035	.0035					
Mean % (85-90):	.0036%										
Resulting Revenue Estimate:							10.8	11.9	13.0	14.4	15.5
							MEAN REVENUE ESTIMATE:				
							10.6	11.5	12.4	13.4	14.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.320	.324	.338	.345	.351	.356	.362	.369	.375	.384	.387
Retail Sales (billions):	1.8	2.0	2.1	2.3	2.6	2.8	3.0	3.3	3.6	4.0	4.3
Below-the-Line Listening Shares:	6.1%										
Unlisted Station Listening:	10.3%										
Total Lost Listening:	16.4%										
Available Share Points:	83.6										
Number of Viable Stations:	9										
Mean Share Points per Station:	9.3										
Median Share Points per Station:	4.9										
Rev. per Available Share Point:	\$118,421										
Estimated Rev. for Mean Station:	\$1,100,000										

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Estimates include Morgan County (Decatur) . . . Market does not report revenue to accountant . . . Managers predict 6% to 7% revenue increase in 1991 . . .

Household Income: \$31,600											
Median Age: 31.3 years											
Median Education: 12.4 years											
Median Home Value: \$40,800											
Population Change (1989-1994): 9.4%											
Retail Sales Change (1989-1994): 53.5%											
Number of Class B or C FM's: 5 + 1 = 6											
Revenue per AQH: \$19,920											
Cable Penetration: 55%											

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 82.0	<15 28.5	12-24 23.9	Non High School
Black 16.9	15-30 29.0	25-54 55.2	Grad: 35.4
Hispanic 0.9	30-50 24.0	55+ 20.7	High School Grad: 32.6
Other 0.2	50-75 13.2		
	75+ 5.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 15.0
 College 4+ years: 17.0

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Military	Intergraph (372)		
Aerospace	SCI Systems (376)		
Farm Implements			
Textiles			
Electronic Equipment			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Transportation Equipment	10,691 (8.5%)
2. Electric & Electronic Equipment	10,498 (8.3%)
3. Business Services	9,359 (7.4%)
4. Eating and Drinking Places	8,233 (6.5%)
5. Health Services	8,210 (6.5%)
6. Machinery, except Electrical	5,634 (4.5%)
7. Wholesale Trade-Durable Goods	3,930 (3.1%)
8. Miscellaneous Services	3,924 (3.1%)
9. Food Stores	3,555 (2.8%)
10. Special Trade Contractors	3,475 (2.8%)

By Occupation:

Manag/Prof.	34,314 (24.9%)
Tech/Sales/Admin. Service	39,683 (28.8%)
Farm/Forest/Fish	15,692 (11.4%)
Precision Prod.	2,815 (2.0%)
Oper/Fabri/Labor	17,634 (12.8%)
	27,631 (20.1%)

Total Metro Employees: 126,121
 Top 10 Total Employees: 67,509 (53.5%)

HUNTSVILLE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Colonial (327 mil)	University of Alabama-Huntsville	Redstone Arsenal (12,832)	Jun 79: 8.9%
Southtrust (256 mil)	(5,863)		Dec 82: 12.2%
	Alabama Ag. & Mech (4,109)		Sep 83: 13.1%
			Sep 84: 8.3%
			Aug 85: 6.0%
			Aug 86: 8.1%
			Aug 87: 4.6%
			Aug 88: 5.1%
			Jul 89: 5.4%
			Jul 90: 4.7%

Total Full-Time Students: 11,881

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
			1. WDRM A/F \$3,000,000
			2. WZYP-F 2,200,000
			3. WAHR-F 1,000,000
			4. WRSA-F 900,000
			5. WBHP 800,000
			6. WTAK 550,000

Major Daily Newspapers	AM	PM	SUN	Owner
Huntsville Times		58,101	78,640	NewHouse
Huntsville News	16,385			

Best Restaurants	Best Hotels	Best Golf Courses
		Goose Pond
		Turtle Point

COMPETITIVE MEDIA

Major Over the Air Television

WAAV	Huntsville	31	ABC	
WAFF	Huntsville	48	NBC	American Family
WHIQ	Huntsville	25	PBS	
WHNT	Huntsville	19	CBS	New York Times
WZDX	Huntsville	54		Huntsville TV Acq
WOWL	Florence	15	NBC	Biddle

WEATHER DATA
NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$23,000,000	37.5	.0082
Radio	9,900,000	16.2	.0035
Newspaper	26,400,000	43.1	.0094
Outdoor	2,000,000	3.3	.0007
	\$61,300,000		.0218

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1987	WFIX	Sold to Dave Smith	\$250,000
1987	WEUP		855,000
1989	WAAV		600,000

NOTE: Some of these sales may not have been consummated.

INDIANAPOLIS

1990 ARB Rank: 37
 1990 MSA Rank: 40
 1990 ADI Rank: 26
 FM Base Value: \$7,900,000
 Base Value % : 15.7%

1990 Revenue: \$50,300,000
 Rev per Share Point: \$550,328
 Population per Station: 63,850 (16)
 1990 Revenue Change: 4.7%
 Station Turnover: 8.7%

Manager's Market Ranking (current): 4.0
 Manager's Market Ranking (future) : 3.9
 Duncan's Radio Market Grade: I B
 Mathematical Market Grade: I B

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	38.0	40.0	43.8	46.5	48.2	50.3						
Yearly Growth Rate (85-90): 5.9%												
Projected Revenue Estimates:							51.8	54.9	58.1	61.5	64.6	
Revenue per Capita:	31.67	32.79	35.61	37.50	38.56	39.92						
Yearly Growth Rate (85-90): 4.7%												
Projected Revenue per Capita:							41.80	43.76	45.82	47.97	50.22	
Resulting Revenue Estimate:							52.7	55.5	58.6	61.9	65.3	
Revenue as % of Retail Sales:	.0044	.0045	.0049	.0051	.0046	.0044						
Mean % (85-90): .0045% (89-90 only)												
Resulting Revenue Estimate:							54.4	58.1	61.6	65.7	71.1	
							MEAN REVENUE ESTIMATE:	53.0	56.2	59.4	63.0	67.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.21	1.22	1.23	1.24	1.25	1.26	1.26	1.27	1.28	1.29	1.30
Retail Sales (billions):	8.1	8.5	8.9	9.1	10.5	11.4	12.1	12.9	13.7	14.6	15.8
Below-the-Line Listening Shares:	0.9%										
Unlisted Station Listening:	7.7%										
Total Lost Listening:	8.6%										
Available Share Points:	91.4										
Number of Viable Stations:	11.5										
Mean Share Points per Station:	7.9										
Median Share Points per Station:	6.4										
Rev. per Available Share Point:	\$550,328										
Estimated Rev. for Mean Station:	\$4,373,911										

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan and all but a few low-revenue stations cooperate . . . Managers predict 2% to 5% revenue increase in 1991 . . .

Household Income: \$32,434
 Median Age: 32.3 years
 Median Education: 12.4 years
 Median Home Value: \$41,200
 Population Change (1989-1994): 3.1%
 Retail Sales Change (1989-1994): 38.7%
 Number of Class B or C FM's: 8
 Revenue per AQH: \$30,897
 Cable Penetration: 58%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 85.3	<15 25.2	12-24 22.7	Non High School
Black 13.9	15-30 29.5	25-54 54.0	Grad: 30.7
Hispanic 0.7	30-50 28.0	55+ 24.0	High School Grad:
Other 0.1	50-75 12.9		39.3
	75+ 4.4		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 14.1

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Automotive	Eli Lilly (115)	Indiana National	Hunt Corporation (205)
Distribution		Ipalco Enterprises	Mayflower Group (279)
Electrical Equipment		Merchants National	
Government			
Pharmaceuticals			
Electronics			
Aircraft Engines and Parts			

INC 500 Companies

Employment Breakdowns

Action Systems Tech (210)

By Industry (SIC):

1. Health Services	38,158	(8.2%)
2. Eating and Drinking Places	35,715	(7.7%)
3. Business Services	28,700	(6.1%)
4. Wholesale Trade-Durable Goods	23,475	(5.0%)
5. Transportation Equipment	23,442	(5.0%)
6. Special Trade Contractors	16,584	(3.6%)
7. Insurance Carriers	16,002	(3.4%)
8. Trucking and Warehousing	14,450	(3.1%)
9. Miscellaneous Retail	14,389	(3.1%)
10. Machinery, Except Electrical	14,114	(3.0%)

By Occupation:

Manag/Prof.	117,462	(22.0%)
Tech/Sales/Admin.	176,554	(33.0%)
Service	67,826	(12.6%)
Farm/Forest/Fish	7,067	(1.4%)
Precision Prod.	64,373	(12.0%)
Oper/Fabri/Labor	101,674	(19.0%)

Total Metro Employees: 466,775
 Top 10 Total Employees: 225,029 (48.2%)

INDIANAPOLIS

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank One (4.0 Bil)	Indiana/Purdue-Indy (23,366)	Ft. Benjamin Harrison (7,632)	Jun 79: 5.3%
Indiana National (N/A)	Butler (3,741)		Dec 82: 9.8%
Merchants National (5.2 Bil)	University of Indianapolis (2,999)		Sep 83: 8.2%
			Sep 84: 5.7%
			Aug 85: 5.5%
			Aug 86: 4.8%
			Aug 87: 4.8%
			Aug 88: 4.4%
			Jul 89: 3.2%
			Jul 90: 4.7%

Total Full-Time Students: 17,051

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
MZD	Indiana Lottery	Cincinnati	1. WFBO-F \$10,200,000
Handley & Miller	Coca Cola	Louisville	2. WIBC 8,500,000
Pearson Group	L.S. Ayres		3. WFMS-F 5,800,000
Perkins	Kroger		4. WKLR-F 5,000,000
	Hardees		5. WZPL-F 4,700,000
	H.H. Gregg		6. WENS-F 4,000,000
			7. WTLC-F 3,200,000
			8. WTPI-F \$2,300,000
			9. WFXX-F 2,000,000
			10. WXTZ 750,000
			(now WFXX-AM)
			11. WTUX 700,000
			12. WNDE 500,000

Major Daily Newspapers	AM	PM	SUN	Owner
Indianapolis Star	226,170		404,112	Central
Indianapolis News		102,730		Central

Best Restaurants	Best Hotels	Best Golf Courses
Glass Chimney (French)	Canterbury	Crooked Stick
Del Friscos (steak)	Radisson	CC of Indianapolis
St. Elmo's (steak)	Hyatt	GC of Indiana
Shapiro's (deli)	Westin	(Lebanon)
Peter's	Omni	Otter Creek
		(Columbus)
		Broadmoor

COMPETITIVE MEDIA

Major Over the Air Television

WFYI	Indianapolis	20	PBS	
WHMB	Indianapolis	40	LeSea	
WISH	Indianapolis	8	CBS	LIN
WRTV	Indianapolis	6	ABC	McGraw-Hill
WTHR	Indianapolis	13	NBC	Columbus Dispatch
WTTV	Bloomington	4		Capitol
WXIN	Indianapolis	59	Fox	Chase

WEATHER DATA

Elevation: 792
 Annual Precipitation: 40.0 in.
 Annual Snowfall: 21.3 in.
 Average Windspeed: 9.7 (SW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$135,000,000	40.1	.0118
Radio	50,300,000	14.9	.0044
Newspaper	142,000,000	42.2	.0125
Outdoor	\$ 200,000	2.7	.0008
	\$336,500,000		.0295

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	36.0	85.4	62.2
Avg. Min. Temp:	19.7	64.6	42.4
Average Temp:	27.9	75.0	52.3

Miscellaneous Comments

Radio Revenue Breakdown

Local	82.1%
National	16.5%
Network	1.4%

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WXTZ/WMJC-F	From Mid America to WIN	\$12,750,000 (E)
1986	WTUX/WTLC-F	From New Systems to Schwartz	NA
1986	WZPL-F	From Yde to Booth	13,000,000
1986	WTPI-F		8,500,000
1987	WIBC/WKLR-F	From Blair to Sconnix	25,000,000
1988	WXTZ/WMJC-F	From WIN to ML	16,000,000 (E)9
1989	WTPI-F	From Somerset to Pinnacle	12,000,000
1990	WTUX/WTLC-F	From Panache to Bdcst Partners (cancelled)	13,100,000

NOTE: Some of these sales may not have been consummated.

JACKSON, MS

1990 ARB Rank: 115	1990 Revenue: \$11,400,000	Manager's Market Ranking (current): 3.1
1990 MSA Rank: 121	Rev per Share Point: \$133,960	Manager's Market Ranking (future): 3.4
1990 ADI Rank: 181	Population per Station: 17,084 (19)	Duncan's Radio Market Grade: III B+
FM Base Value: \$2,500,000	1990 Revenue Change: 2.3%	Mathematical Market Grade: III B
Base Value %: 21.9%	Station Turnover: 31.6%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	8.5	9.1	9.6	10.0	11.1	11.4					
Yearly Growth Rate (85-90): 6.0%											
Projected Revenue Estimates:							11.9	12.6	13.4	14.1	15.0
Revenue per Capita:	21.57	22.75	23.82	24.80	27.54	28.07					
Yearly Growth Rate (85-90): 5.4%											
Projected Revenue per Capita:							29.59	31.18	32.87	34.64	36.51
Resulting Revenue Estimate:							12.1	12.8	13.7	14.5	15.4
Revenue as % of Retail Sales:	.0040	.0040	.0042	.0041	.0040	.0038					
Mean % (85-90): .00402%											
Resulting Revenue Estimate:							12.9	14.0	15.2	16.8	18.0

MEAN REVENUE ESTIMATE: 12.3 13.1 14.1 15.1 16.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.394	.400	.403	.403	.403	.406	.408	.412	.416	.420	.422
Retail Sales (billions):	2.15	2.25	2.31	2.43	2.8	3.0	3.2	3.5	3.8	4.2	4.5
Below-the-Line Listening Shares: 0.0											
Unlisted Station Listening: 14.9%											
Total Lost Listening: 14.9%											
Available Share Points: 85.1											
Number of Viable Stations: 9.5											
Mean Share Points per Station: 9.0											
Median Share Points per Station: 6.0											
Rev. per Available Share Point: \$133,960											
Estimated Rev. for Mean Station: \$1,200,000											

Confidence Levels

1990 Revenue Estimates: Normal
1991-1995 Revenue Projections: Below Normal

COMMENTS

Market reports to Miller, Kaplan . . . Managers estimate 3% to 4% revenue increase in 1991 . . .

Household Income: \$28,902											
Median Age: 30.4 years											
Median Education: 12.6 years											
Median Home Value: \$24,243											
Population Change (1989-1994): 4.4%											
Retail Sales Change (1989-1994): 46.1%											
Number of Class B or C FM's: 5 + 2 = 7											
Revenue per AQH: \$22,441											
Cable Penetration: 52%											

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government		Deposit Guaranty	
Furniture		First Capital	
Aircraft Parts			
Food Products			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	9,638	(7.4%)
2. Eating and Drinking Places	8,229	(6.3%)
3. Business Services	7,191	(5.5%)
4. Wholesale Trade-Durable Goods	6,800	(5.2%)
5. Food Stores	5,148	(3.9%)
6. Wholesale Trade-Nondurable Gds	4,795	(3.7%)
7. Special Trade Contractors	4,744	(3.6%)
8. Insurance Carriers	4,555	(3.5%)
9. Trucking and Warehousing	4,479	(3.4%)
10. Membership Organizations	4,343	(3.3%)

By Occupation:

Manag/Prof.	38,762	(24.7%)
Tech/Sales/Admin.	52,928	(33.6%)
Service	20,341	(13.0%)
Farm/Forest/Fish	2,544	(1.6%)
Precision Prod.	17,053	(10.9%)
Oper/Fabri/Labor	25,510	(16.2%)

Total Metro Employees: 130,729
Top 10 Total Employees: 59,922 (45.8%)

JACKSON, MS

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Deposit Guaranty National (3.5 Bil)	Jackson State (6,088)		Jun 79: 3.8%
Trustmark National (2.8 Bil)	University of Mississippi Medical (1,737)		Dec 82: 7.4%
	Mississippi College (2,837)		Sep 83: 8.1%
			Sep 84: 7.0%
			Aug 85: 7.2%
			Aug 86: 8.6%
			Aug 87: 6.9%
			Aug 88: 5.4%
			Jul 89: 5.7%
			Jul 90: 5.5%

Total Full-Time Students: 15,265

RADIO BUSINESS INFORMATION

Heavy Agency	Largest Local	Source of	Highest Billing Stations
Radio Users	Radio Accounts	Regional Dollars	
Maris West	Coca Cola		1. WMSI-F \$3,300,000
Godwin	Hallmark Toyota		2. WJMI-F 2,200,000
	Regency Auto		3. WTYX-F 1,700,000
			4. WSTZ-F 1,000,000
			5. WOHT-F 800,000

Major Daily Newspapers	AM	PM	SUN	Owner
Jackson Clarion-Ledger	102,124		123,101	Gannett

COMPETITIVE MEDIA	Best Restaurants	Best Hotels	Best Golf Courses
Major Over the Air Television	Shapley's	Ramada Renaissance	Annandale
	Walker (various)	Radisson	CC of Jackson
	Nicks	Buie House	Deerfield CC

WAPT	Jackson	16	ABC	Northstar
WDBD	Jackson	40	Fox	
WJTV	Jackson	12	CBS	St. Joseph Gazette
WLBT	Jackson	3	NBC	Civic
WMAA	Jackson	29	PBS	

WEATHER DATA

Elevation: 310
 Annual Precipitation: 51.0 in.
 Annual Snowfall: 0.8 in.
 Average Windspeed: 7.7

Media Revenue Estimates	Revenue	%	% of Retail Sales
Television	\$27,300,000	38.3	.0091
Radio	11,400,000	16.0	.0038
Newspaper	30,300,000	42.5	.0101
Outdoor	2,300,000	3.2	.0008
	\$71,300,000		.0238

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	58.4	92.7	77.1
Avg. Min. Temp:	35.8	70.6	52.8
Average Temp:	47.1	81.7	65.0

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WZRZ	Sold to Lewis	\$ 200,000
1986	WOKJ, WJMI-F	From Roden to Holt	4,550,000
1986	WOAD		NA
1988	WOAD	Sold to Holt	450,000
1988	WOKJ	Sold by Holt	100,000
1988	WOHT-F		2,400,000
1989	WJDX, WTYX-F	From Sterling to Capstar	10,000,000 (E)
1989	WKXI, WTYX-F	From Love to Opus	5,100,000 (E)
1990	WSLI A/F	From Osborn-Reynolds to Spur Austin	3,500,000

NOTE: Some of these sales may not have been consummated.

JACKSONVILLE

1990 ARB Rank: 49	1990 Revenue: \$24,500,000	Manager's Market Ranking (current): 3.3
1990 MSA Rank: 57	Rev per Share Point: \$299,511	Manager's Market Ranking (future): 3.7
1990 ADI Rank: 56	Population per Station: 39,175 (20)	Duncan's Radio Market Grade: II A-
FM Base Value: \$5,000,000	1990 Revenue Change: 3.9%	Mathematical Market Grade: II A
Base Value % : 24.1%	Station Turnover: 19.0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	16.7	19.0	19.2	22.5	23.5	24.5						
Yearly Growth Rate (85-90): 8.1%	(assigned rate of 6.8%)											
Projected Revenue Estimates:							25.7	27.5	29.3	31.2	33.3	
Revenue per Capita:	19.22	21.59	21.57	24.51	25.05	25.87						
Yearly Growth Rate (85-90): 6.1%												
Projected Revenue per Capita:							27.44	29.12	30.90	32.75	34.75	
Resulting Revenue Estimate:							26.3	28.4	30.5	34.8	37.8	
Revenue as % of Retail Sales:	.0033	.0034	.0032	.0035	.0034	.0033						
Mean % (85-90): .00335%												
Resulting Revenue Estimate:							26.4	28.1	29.8	31.5	33.5	
							MEAN REVENUE ESTIMATE: 26.1 28.0 29.9 32.5 34.9					

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.869	.880	.890	.918	.938	.947	.960	.978	.990	1.04	1.09
Retail Sales (billions):	5.1	5.5	6.0	6.5	6.9	7.4	7.9	8.4	8.9	9.4	10.0
Below-the-Line Listening Shares: 0.9%							Confidence Levels				
Unlisted Station Listening: 17.3%							1990 Revenue Estimates: Normal				
Total Lost Listening: 18.3%							1991-1995 Revenue Projections: Normal				
Available Share Points: 81.8							COMMENTS				
Number of Viable Stations: 10.5							Market reports to Miller, Kaplan . . . Managers predict 3% to 4% increase in 1991 . . .				
Mean Share Points per Station: 7.8											
Median Share Points per Station: 6.0											
Rev. per Available Share Point: \$299,511											
Estimated Rev. for Mean Station: \$2,333,333											

Household Income: \$31,680											
Median Age: 32.2 years											
Median Education: 12.5 years											
Median Home Value: \$35,300											
Population Change (1988-1994): 11.0%											
Retail Sales Change (1989-1994): 36.8%											
Number of Class B or C FM's: 7 + 2 = 9											
Revenue per AQH: \$22,706											
Cable Penetration: 62%											

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Financial		Barnett Banks	PIE Nationwide (341)
Shipping/Port		Florida National Banks	
Insurance		of Florida	
Military		Winn-Dixie Stores	
Paper			
Tobacco			

INC 500 Companies

Employment Breakdowns

Elkins Construction (224)	By Industry (SIC):	By Occupation:		
J.B. Coxwell Contracting (239)		Manag/Prof.	68,750	(22.5%)
East Coast Auto Rental (422)	1. Health Services 25,112 (8.3%)	Tech/Sales/Admin.	103,998	(34.0%)
	2. Eating and Drinking Places 21,598 (7.1%)	Service	41,672	(13.7%)
	3. Business Services 21,209 (7.0%)	Farm/Forest/Fish	4,916	(1.6%)
	4. Special Trade Contractors 17,197 (5.7%)	Precision Prod.	39,645	(12.9%)
	5. Wholesale Trade-Durable Goods 15,329 (5.1%)	Oper/Fabri/Labor	46,722	(15.3%)
	6. Insurance Carriers 12,440 (4.1%)			
	7. Food Stores 10,426 (3.4%)			
	8. Wholesale Trade-Nondurable Gds 10,286 (3.4%)			
	9. Automotive Dealers 9,387 (3.1%)			
	10. Miscellaneous Retail 9,040 (3.0%)			
	Total Metro Employees: 302,571			
	Top 10 Total Employees: 152,024 (50.2%)			

JACKSONVILLE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
American National (417 Mil)	University of North Florida (6,032)	Cecil Field NAS (4,025)	Jun 79: 6.1%
Barnett Bank (1.7 Bil)	Jones College (1,572)	Jacksonville NAS (13,499)	Dec 82: 8.2%
First Union (9.1 Bil)	Jacksonville University (2,099)	Mayport (Navy) (3,301)	Sep 83: 6.8%
Florida National (7.8 Bil)		Kings Bay (2,000) ?	Sep 84: 5.9%
			Aug 85: 5.7%
			Aug 86: 5.4%
			Aug 87: 5.2%
			Aug 88: 5.2%
			Jul 89: 5.9%
			Jul 90: 5.5%

Total Full-Time Students: 11,627

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
William Cook	Pepsi		1. WAPE-F \$4,600,000
Robinson & St. John	Levitz Furniture		2. WQIK A/F 4,300,000
Hubbard	McDonalds		3. WFYV A/F 3,300,000
	Publix		4. WEJZ-F 2,800,000
	Florida Lottery		5. WKQL-F 2,500,000
			6. WIVY-F 2,400,000
			7. WCRJ-F 1,700,000
			8. WHJX-F 1,000,000
			9. WOKV 650,000
			10. WIOI-F 600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Florida Times Union	179,009		243,809	Morris
St. Augustine Record		14,701	14,955	Morris

Best Restaurants	Best Hotels	Best Golf Courses
Ragtime	Marriott-Sawgrass	Sawgrass CC
LaPasta Fresca (Italian)	Omni	TPC - Sawgrass (Stadium)
Wine Cellar (steak/seafood)		Long Point (Amelia Island)
L & N Seafood		

COMPETITIVE MEDIA

Major Over the Air Television

WAWS Jacksonville	30	Fox	Clear Channel
WJCT Jacksonville	7	PBS	
WJKS Jacksonville	17	ABC	Media-General
WJXT Jacksonville	4	CBS	Post-Newsweek
WNFT Jacksonville	47		
WTLV Jacksonville	12	NBC	Gannett

WEATHER DATA
NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$70,000,000	38.3	.0095
Radio	24,500,000	13.4	.0033
Newspaper	82,500,000	45.2	.0111
Outdoor	5,700,000	3.1	.0008
	\$182,700,000		.0247

Radio Revenue Breakdown

National 19.1%
Local 80.9%
Manager's Comment

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WCRJ	Sold by Justice	\$ 380,000
1986	WCRJ-F	From Justice to Hoker	6,000,000
1986	WOKV, WAIV-F	From Affiliated to EZ	10,100,000
1986	WZAZ		325,000
1987	WKOZ	Sold to Willis	275,000
1987	WRXJ	From Kravis to Hoker	1,000,000
1987	WEJZ-F	From Kravis to WIN	6,500,000
1987	WJXW		500,000
1988	WIVY-F	From Gilmore to Taylor	8,130,000
1988	WEJZ-F	From WIN to ML	8,000,000 (E)
1989	WQIK A/F	CANCELLED	16,000,000
1989	WPDQ-F (Green Cove)		1,440,000
1989	WAPE	From Evergreen to Genesis (Maduri)	875,000
1989	WRXJ, WCRJ-F	From Hoker to Ragan Henry	8,600,000 (cancelled)
1989	WCGL		510,000
1989	WEJZ-F	From ML to Renda	7,000,000 (E)
1990	WQIK A/F	From Jacor to Capstar (cancelled)	13,000,000

NOTE: Some of these sales may not have been consummated.

JOHNSON CITY - KINGSPORT - BRISTOL

1990 ARB Rank: 92
 1990 MSA Rank: 109
 1990 ADI Rank: 87
 FM Base Value: \$3,500,000
 Base Value % : 34.7%

1990 Revenue: \$10,100,000
 Rev per Share Point: \$123,021
 Population per Station: 17,168 (22)
 1990 Revenue Change: 2.0%
 Station Turnover: 0%

Manager's Market Ranking (current): 3.1
 Manager's Market Ranking (future): 3.7
 Duncan's Radio Market Grade: III D+
 Mathematical Market Grade: III D+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:		8.7	9.0	9.1	9.5	9.9	10.1				
Yearly Growth Rate (85-90):	3.0%	(4.9% assigned)									
Projected Revenue Estimates:								10.6	11.3	11.8	12.4
Revenue per Capita:		19.33	20.00	20.13	21.06	21.90	22.24				
Yearly Growth Rate (85-90):	2.9%	(4.1% assigned)									
Projected Revenue per Capita:								23.15	24.10	25.09	26.12
Resulting Revenue Estimate:								10.5	11.0	11.5	12.0
Revenue as % of Retail Sales:		.0036	.0036	.0036	.0037	.0039	.0039				
Mean % (85-90):		.00372%									
Resulting Revenue Estimate:								10.1	10.4	10.8	11.2

MEAN REVENUE ESTIMATE: 10.4 10.9 11.4 11.9 12.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.449	.450	.452	.451	.452	.454	.455	.456	.457	.458	.459
Retail Sales (billions):	2.37	2.47	2.51	2.6	2.5	2.6	2.7	2.8	2.9	3.0	3.2
Below-the-Line Listening Shares:	6.1%		Confidence Levels								
Unlisted Station Listening:	11.8%		1990 Revenue Estimates: Below normal								
Total Lost Listening:	17.9%		1991-1995 Revenue Projections: Below normal								
Available Share Points:	82.1		COMMENTS								
Number of Viable Stations:	9		Managers predict 0 to 3% revenue increase in 1991 . . .								
Mean Share Points per Station:	9.1										
Median Share Points per Station:	3.7										
Rev. per Available Share Point:	\$123,021										
Estimated Rev. for Mean Station:	\$1,122,225										

Household Income: \$27,034
 Median Age: 34.8 years
 Median Education: 12.1 years
 Median Home Value: \$35,200
 Population Change (1989-1994): 1.4%
 Retail Sales Change (1989-1994): 27.0%
 Number of Class B or C FM's: 3
 Revenue per AQH: \$19,921
 Cable Penetration: 62%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 97.5	<15 33.4	12-24 20.7	Non High School
Black 2.0	15-30 31.4	25-54 53.2	Grad: 48.4
Hispanic 0.5	30-50 23.2	55+ 26.1	High School Grad:
Other ---	50-75 8.9		29.1
	75+ 3.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 11.4
 College 4+ years: 11.1

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tobacco			
Chemicals			
Textiles			
Electrical Equipment Munitions			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Chemicals and Allied Products	14,753	(11.5)
2. Health Services	11,551	(9.0%)
3. Eating and Drinking Places	7,043	(5.5%)
4. Machinery, Except Electrical	5,150	(4.0%)
5. Food Stores	4,891	(3.8%)
6. Wholesale Trade-Nondurable Gds	4,448	(3.5%)
7. Printing and Publishing	4,392	(3.4%)
8. Apparel & Other Textile Prdcts	4,304	(3.4%)
9. General Merchandise Stores	3,750	(2.9%)
10. Wholesale Trade-Durable Goods	3,650	(2.8%)

Total Metro Employees: 128,405
 Top 10 Total Employees: 63,932 (49.8%)

By Occupation:

Manag/Prof.	32,243	(18.4%)
Tech/Sales/Admin.	46,039	(26.3%)
Service	18,410	(10.5%)
Farm/Forest/Fish	4,331	(2.5%)
Precision Prod.	25,957	(14.8%)
Oper/Fabri/Labor	48,150	(27.5%)

JOHNSON CITY - KINGSPORT - BRISTOL

Largest Local Banks

Hamilton Bank (238 Mil)
Bank of Tennessee (118 Mil)
First American (585 Mil)

Colleges and Universities

E. Tennessee State (9,869)
Tri City Tech (1,733)

Military Bases

Unemployment

Jun 79: 6.0%
Dec 82: N/A
Sep 83: N/A
Sep 84: 8.3%
Aug 85: 7.5%
Aug 86: 6.7%
Aug 87: 7.0%
Aug 88: 5.5%
Jul 89: 4.6%
Jul 90: 4.3%

Total Full-Time Students: 12,389

RADIO BUSINESS INFORMATION

Heavy Agency
Radio Users

Tombra
Davis, Newman

Largest Local
Radio Accounts

Pepsi & Coke
McDonalds
Gatton Auto

Source of
Regional Dollars

Highest Billing Stations

1. WQUT-F \$2,000,000
2. WTFM-F 1,800,000
3. WXBQ-F 1,700,000
4. WJCW 470,000
5. WUSJ-F 400,000

Major Daily Newspapers

Johnson City Press
Kingsport Times News
Bristol Herald Courier Va.-Tenn.

	AM	PM	SUN
Johnson City Press	30,385		32,635
Kingsport Times News	46,859 (AD)		47,916
Bristol Herald Courier Va.-Tenn.	44,868 (AD)		45,353

Owner

Sandusky

Best Restaurants

Peerless Steak House
Skoby's (variety)
Ridgewood Barbeque
House of Ribs

Best Hotels

Ramada Inn
Sheraton
Garden Plaza

Best Golf Courses

Graysburg CC
Ridgefields CC

COMPETITIVE MEDIA

Major Over the Air Television

Station	City	Channel	Network	Parent
WJHL	Johnson City	11	CBS	Park
WKPT	Kingsport	19	ABC	Home News
WCYB	Bristol	5	NBC	Lamco
WEMT	Greenville	39	Fox	

WEATHER DATA

NO WEATHER DATA AVAILABLE
See Knoxville for an approximation

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$21,600,000	35.1	.0083
Radio	10,100,000	16.4	.0039
Newspaper	27,400,000	44.5	.0105
Outdoor	2,500,000	4.1	.0010
	\$61,600,000		.0237

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WETB	350,000
1988	WETB	444,000

NOTE: Some of these sales may not have been consummated.

KALAMAZOO

1990 ARB Rank: 163	1990 Revenue: \$8,500,000	Manager's Market Ranking (current): 3.7
1990 MSA Rank: 195	Rev per Share Point: \$134,921	Manager's Market Ranking (future): 3.7
1990 ADI Rank: 37 (W/Gr. Rapids)	Population per Station: 18,540 (10)	Duncan's Radio Market Grade: ---
FM Base Value: \$3,600,000	1990 Revenue Change: 3.9%	Mathematical Market Grade: IV A-
Base Value %: 42.3%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	6.0	6.6	7.1	7.7	8.2	8.5					
Yearly Growth Rate (85-90): 7.2% (assigned rate of 6.1%)											
Projected Revenue Estimates:							8.9	9.5	10.0	10.6	11.3
Revenue per Capita:	27.90	30.28	32.27	34.68	37.10	38.46					
Yearly Growth Rate (85-90): 6.7%											
Projected Revenue per Capita:							41.03	43.78	46.72	49.85	53.19
Resulting Revenue Estimate:							9.1	9.7	10.4	11.1	11.9
Revenue as % of Retail Sales:	.0043	.0042	.0046	.0047	.0048	.0047					
Mean % (85-90): .00455%											
Resulting Revenue Estimate:							8.6	9.0	9.4	9.8	10.1
MEAN REVENUE ESTIMATE:							8.9	9.4	9.9	10.5	11.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.217	.218	.220	.222	.221	.221	.222	.222	.223	.223	.224
Retail Sales (billions):	1.44	1.50	1.56	1.65	1.69	1.80	1.87	1.98	2.07	2.15	2.22
Below-the-Line Listening Shares: 17.3%											
Unlisted Station Listening: 19.7%											
Total Lost Listening: 37.0%											
Available Share Points: 63.0											
Number of Viable Stations: 6.5											
Mean Share Points per Station: 9.7											
Median Share Points per Station: 8.1											
Rev. per Available Share Point: \$134,921											
Estimated Rev. for Mean Station: \$1,307,696											

Confidence Levels

1990 Revenue Estimates: Slightly below normal
 1991-1995 Revenue Projections: Slightly below normal

COMMENTS - Managers predict 3% to 4% revenue increase in 1991 . . .
 High revenue-per-capita and revenue/retail sales figures due to
 revenue for stations which come from outside the one county metro
 (primarily Battle Creek) . . .

Household Income: \$35,566
 Median Age: 30.6 years
 Median Education: 12.6 years
 Median Home Value: \$41,400
 Population Change (1989-1994): 1.3%
 Retail Sales Change (1989-1994): 29.3%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$35,864
 Cable Penetration: 54%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 91.2	<15 24.3	12-24 27.1	Non High School
Black 7.6	15-30 27.2	25-54 51.9	Grad: 24.2
Hispanic 1.2	30-50 28.1	55+ 21.0	High School Grad:
Other ---	50-75 15.0		34.4
	75+ 5.4		

The above information is provided through the courtesy of
 Market Statistics, a division of Bill Communications. College 1-3 years: 18.4

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Pharmaceuticals	Upjohn (156)	First of America Bank	
Automotive	International Controls (401)		
Paper			
Agribusiness			

INC 500 Companies

Employment Breakdowns

Kalamazoo Banner Works (141)

By Industry (SIC):

1. Health Services	9,930	(12.0%)
2. Eating and Drinking Places	6,695	(8.1%)
3. Fabricated Metal Products	6,076	(7.4%)
4. Paper and Allied Products	4,550	(5.5%)
5. Chemicals and Allied Products	4,105	(5.0%)
6. Business Services	3,689	(4.5%)
7. Wholesale Trade-Durable Goods	2,929	(3.5%)
8. General Merchandise Stores	2,751	(3.3%)
9. Machinery, except Electrical	2,402	(2.9%)
10. Food Stores	2,245	(2.7%)

By Occupation:

Manag/Prof.	24,615	(24.9%)
Tech/Sales/Admin.	30,280	(30.6%)
Service	14,167	(14.3%)
Farm/Forest/Fish	1,625	(1.6%)
Precision Prod.	11,199	(11.4%)
Oper/Fabri/Labor	17,055	(17.2%)

Total Metro Employees: 82,546
 Top 10 Total Employees: 45,372 (55.0%)

KALAMAZOO

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Comerica (245 Mil)	Western Michigan University (20,233)		Jun 79: 7.6%
First of America (1.0 Bil)	Kalamazoo College (1,218)		Dec 82: 12.7%
Old Kent (717 Mil)	Nazareth College (820)		Sep 83: 10.3%
			Sep 84: 8.6%
			Aug 85: 6.9%
			Aug 86: 5.7%
			Aug 87: 5.5%
			Aug 88: 4.4%
			Jul 89: 5.2%
			Jul 90: 5.7%

Total Full-Time Students: 17,720

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Keller-Moleski	Ziegler Auto	Grand Rapids	1. WKFR-F \$2,200,000
Biggs-Gilmore	Meijer Dept. Store	Detroit	2. WNNW-F 1,500,000
Weidler	Mr. B's Clothing	Lansing	3. WQLR-F 1,400,000
Lawler Ballard	First of America		4. WRKR-F 1,200,000
	Seele Ford		5. WKZO 1,100,000
			6. WKMI 500,000

Major Daily Newspapers	AM	PM	SUN	Owner
Kalamazoo Gazette		66,531	82,342	Newhouse

COMPETITIVE MEDIA

Major Over the Air Television
See Grand Rapids

Best Restaurants	Best Hotels	Best Golf Courses
Dimitri's (steak)	Stuart Ave. Bed & Breakfast	Point of Woods (Benton Harbor)
Black Swan (general)	Sheraton	The Moors
	Marriott	Kalamazoo CC

WEATHER DATA

Elevation: 773
Annual Precipitation: 34.3 in.
Annual Snowfall: 78.4 in.
Average Windspeed: 10.3 (W)

Media Revenue Estimates	Revenue	%	% of Retail Sales
Television	\$19,600,000	37.5	.0109
Radio	8,500,000	16.3	.0047
Newspaper	22,500,000	43.1	.0125
Outdoor	1,600,000	3.1	.0009
	\$52,200,000		.0290

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	30.9	84.4	57.9
Avg. Min. Temp:	17.1	60.2	38.4
Average Temp:	24.0	72.1	47.9

Miscellaneous Comments

* ADI split with Grand Rapids, Muskegon and Battle Creek. TV revenue figure is estimate of Kalamazoo's share. Total TV revenue for ADI is estimated at \$63,000,000.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution. Manager's Comment

Major Radio Station Sales Since 1986

1989 WKMI, WKFR-F Sold to Waldron (not closed) 11,000,000 + Tax Cert.

NOTE: Some of these sales may not have been consummated.

KANSAS CITY

1990 ARB Rank: 26	1990 Revenue: \$42,900,000	Manager's Market Ranking (current): 2.3
1990 MSA Rank: 29	Rev per Share Point: \$460,795	Manager's Market Ranking (future): 3.1
1990 ADI Rank: 29	Population per Station: 59,131 (22)	Duncan's Radio Market Grade: I D-
FM Base Value: \$5,000,000	1990 Revenue Change: 1.5%	Mathematical Market Grade: I D
Base Value % : 11.7%	Station Turnover: 12.1%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	37.1	38.4	38.0	43.0	42.1	42.9						
Yearly Growth Rate (85-90):	3.0% (assigned rate of 5.3%)											
Projected Revenue Estimates:							44.4	47.0	49.5	52.0	54.7	
Revenue per Capita:	24.73	25.10	24.68	27.39	26.48	26.81						
Yearly Growth Rate (85-90):	1.7% (assigned rate of 4.3%)											
Projected Revenue per Capita:							27.96	29.17	30.42	31.73	33.09	
Resulting Revenue Estimate:							45.0	47.5	49.9	52.7	55.3	
Revenue as % of Retail Sales:	.0036	.0036	.0035	.0038	.0036	.0034						
Mean % (85-90):	.0035% (assigned)											
Resulting Revenue Estimate:							46.9	49.0	52.5	56.0	59.9	
							MEAN REVENUE ESTIMATE: 45.4 47.8 50.6 53.6 56.6					

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.50	1.53	1.54	1.57	1.59	1.60	1.61	1.63	1.64	1.66	1.67
Retail Sales (billions):	10.3	10.7	11.0	11.4	11.8	12.6	13.4	14.0	15.0	16.0	17.1

Below-the-Line Listening Shares: 0.6%
 Unlisted Station Listening: 6.3%
 Total Lost Listening: 6.9%
 Available Share Points: 93.1
 Number of Viable Stations: 16.5
 Mean Share Points per Station: 5.6
 Median Share Points per Station: 5.1
 Rev. per Available Share Point: \$460,795
 Estimated Rev. for Mean Station: \$2,600,000

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford . . . KPRS and KUDL do not participate so estimates were made . . . Managers predict 0% to 3% revenue growth in 1991 . . .

Household Income: \$35,265
 Median Age: 33.1 years
 Median Education: 12.6 years
 Median Home Value: \$43,300
 Population Change (1989-1994): 4.6%
 Retail Sales Change (1989-1994): 35.4%
 Number of Class B or C FM's: 12
 Revenue per AQH: \$20,265
 Cable Penetration: 54%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 86.0	<15 23.8	12-24 21.3	Non High School
Black 11.7	15-30 27.2	25-54 54.3	Grad: 26.4
Hispanic 2.3	30-50 28.2	55+ 24.2	
Other ---	50-75 15.1		High School Grad: 38.5
	75+ 5.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 17.2
 College 4+ years: 17.9

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Automotive	Farmland Industries (153)	Commerce Bancshares	Hallmark Cards (51)
Airplane Parts	IBC Holding (365)	H&R Block	Payless Cashway (68)
Distribution	Marion Laboratories (389)	United Missouri Bancshares	VT (154)
Food Processing	Butler Manufacturing (426)	United Telecommunications	Ferrellgas (194)
Agribusiness		Yellow Freight System	Marley (280)
Printing		Kansas City Power & Light	Bartlett and Co. (287)
Ammunition			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	50,171	(8.3%)
2. Eating and Drinking Places	40,947	(6.8%)
3. Business Services	37,320	(6.2%)
4. Wholesale Trade-Durable Goods	30,717	(5.1%)
5. Special Trade Contractors	23,760	(3.9%)
6. Printing and Publishing	18,358	(3.0%)
7. Wholesale Trade-Nondurable Gds	18,354	(3.0%)
8. Transportation Equipment	17,284	(2.9%)
9. Miscellaneous Retail	17,169	(2.8%)
10. Fabricated Metal Products	16,532	(2.7%)

By Occupation:

Manag/Prof.	157,711	(23.4%)
Tech/Sales/Admin.	229,093	(34.1%)
Service	82,489	(12.2%)
Farm/Forest/Fish	9,595	(1.4%)
Precision Prod.	77,600	(11.6%)
Oper/Fabri/Labor	116,681	(17.3%)

Total Metro Employees: 602,870
 Top 10 Total Employees: 270,612 (44.9%)

KANSAS CITY

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Boatmen's First Nat (2.2 Bil)	University of Missouri-KC (11,464)	Ft. Leavenworth (5,557)	Jun 79: 3.9%
Commerce (1.5 Bil)	Rockhurst (2,869)	Whiteman AFB (3,351)	Dec 82: 8.2%
Merchants (1.6 Bil)	University of Kansas Medical (2,308)		Sep 83: 7.5%
United Missouri (1.8 Bil)			Sep 84: 5.3%

Total Full-Time Students: 28,052

Highest Billing Stations

1. WDAF	\$5,200,000	Aug 85: 4.8%
2. KFKE-F	5,000,000	Aug 86: 4.5%
3. WHB/KUDL-F	4,300,000	Aug 87: 5.7%
4. KBEQ-F	4,200,000	Aug 88: 4.9%
5. KYYS-F	4,000,000	Jul 89: 4.4%
6. KCMO	3,600,000	Jul 90: 4.5%
7. KMBZ	2,800,000	
8. KLSI-F	2,700,000	
9. KPRS-F	2,100,000	
10. KXXR-F	1,800,000	
KCFX-F	1,800,000	
12. KMBR-F	1,700,000	
13. KCMO-F	1,600,000	
14. KRVK-F	1,200,000	
15. KXTR-F	600,000	

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Bernstein-Rein	Coca Cola & Pepsi	St. Louis
Valentine-Radford	Brands Mart	
Sandweiss	McDonalds	
Media Design	Pizza Hut	
	Dennis Auto	

Major Daily Newspapers	AM	PM	SUN	Owner
Kansas City Star		275,665	417,708	Cap Cities/ABC

COMPETITIVE MEDIA

Major Over the Air Television

KCPT	Kansas City	19	PBS	
KCTV	Kansas City	5	CBS	Meredith
KMBC	Kansas City	9	ABC	Hearst
KSHB	Kansas City	41	Fox	Scrapps-Howard
KZKC	Kansas City	62		First American
WDAF	Kansas City	4	NBC	Great American

Best Restaurants	Best Hotels	Best Golf Courses
Savoy (steak)	Westin Crown Center	Kansas City CC
Bristol (seafood)	Vista/Hyatt	Indian Hills CC
Fedora (continental)	Ritz Carlton	Wolf Creek
Plaza III		Oakwood
		Hallbrook Farms
		Shadow Glen

WEATHER DATA
 Elevation: 1014
 Annual Precipitation: 36.7 in.
 Annual Snowfall: 19.7 in.
 Average Windspeed: 10.2

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$106,000,000	36.5	.0084
Radio	42,900,000	14.8	.0034
Newspaper	131,000,000	45.1	.0104
Outdoor	10,700,000	3.7	.0008
	\$290,600,000		.0230

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	36.2	88.0	63.7
Avg. Min. Temp:	19.3	69.6	45.3
Average Temp:	27.8	78.8	54.5

Miscellaneous Comments

Manager's Comment

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1987	KBEA, KXTR-F	Sold to Sivler Star (cancelled)	5,750,000	National
1987	KBEQ-F	From Capitol (Goodmon) to Noble	9,250,000	Network
1987	KXXR-F	From TransColumbia to Olympic	4,000,000	Local
1987	KCWV A/F	Sold to Ragan Henry	8,700,000 + Tax Cert.	
1987	KCNW	From Universal to Marsh	1,500,000	
1989	KCCV	From Bott to Ragan Henry	700,000	
1989	KCWV-F	Sold to Journal Co.	6,000,000	
1989	KFKF	Sold by Sconnix	500,000	
1990	KLSI-F	From Sandusky to Apollo	8,250,000	
1990	KJLA		200,000	

NOTE: Some of these sales may not have been consummated.

Radio Revenue Breakdown

KNOXVILLE

1990 ARB Rank: 70	1990 Revenue: \$14,600,000	Manager's Market Ranking (current): 3.0
1990 MSA Rank: 85	Rev Per Share Point: \$161,504	Manager's Market Ranking (future): 3.5
1990 ADI Rank: 64	Population per Station: 26,963 (19)	Duncan's Radio Market Grade: II B+
FM Base Value: \$4,500,000	1990 Revenue Change: 1.9%	Mathematical Market Grade: II C+
Base Value % : 30.8%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	11.0	11.9	12.7	13.7	14.3	14.6					
Yearly Growth Rate (85-90): 5.8%							15.0	15.9	16.8	17.8	18.8
Projected Revenue Estimates:											
Revenue per Capita:	18.48	19.87	21.10	22.61	23.44	23.86					
Yearly Growth Rate (85-90): 5.3%							25.12	26.46	27.86	29.33	30.89
Projected Revenue per Capita:							15.4	16.4	17.4	18.4	19.5
Resulting Revenue Estimate:											
Revenue as % of Retail Sales:	.0026	.0027	.0028	.0029	.0031	.0030					
Mean % (85-90): .00285%							14.5	15.1	15.7	16.6	17.4
Resulting Revenue Estimate:											
	MEAN REVENUE ESTIMATE: 15.0 15.8 16.6 17.6 18.6										

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.599	.599	.602	.606	.610	.612	.615	.619	.624	.628	.630
Retail Sales (billions):	4.2	4.4	4.6	4.7	4.6	4.8	5.1	5.3	5.5	5.8	6.1

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: ~~2.6%~~
 Total Lost Listening: 9.6%
 Available Share Points: 90.4
 Number of Viable Stations: 5.5
 Mean Share Points per Station: 16.4
 Median Share Points per Station: 11.4
 Rev. per Available Share Point: \$161,504
 Estimated Rev. for Mean Station: \$2,654,538

Confidence Levels
 1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Market does not report to an accountant . . . Managers predict 0% revenue increase in 1991 . . .

Household Income: \$28,176
 Median Age: 33.7 years
 Median Education: 12.4 years
 Median Home Value: \$38,800
 Population Change (1989-1994): 3.0%
 Retail Sales Change (1989-1994): 29.4%
 Number of Class B or C FM's: 5
 Revenue per AQH: \$17,548
 Cable Penetration: 55%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 93.0	<15 33.7	12-24 22.3	Non High School
Black 6.0	15-30 29.7	25-54 52.5	Grad: 40.2
Hispanic 0.8	30-50 22.3	55+ 25.4	High School Grad: 31.5
Other 0.2	50-75 10.2		
	75+ 4.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 12.7

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Apparel
 Chemicals
 Coal
 Tobacco
 Iron
 Textiles

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	16,838	(8.8%)
2. Eating and Drinking Places	15,198	(7.9%)
3. Business Services	11,777	(6.1%)
4. Chemicals and allied Products	9,792	(5.1%)
5. Wholesale Trade-Durable Goods	8,354	(4.4%)
6. Food Stores	7,915	(4.1%)
7. Apparel & Other Textile Prdcts	6,586	(3.4%)
8. Special Trade Contractors	5,858	(3.1%)
9. General Merchandise Stores	5,613	(2.9%)
10. Automotive Dealers	5,327	(2.8%)

By Occupation:

Manag/Prof.	53,548	(22.2%)
Tech/Sales/Admin. Service	71,000	(29.4%)
	31,068	(12.9%)
Farm/Forest/Fish	3,254	(1.5%)
Precision Prod.	33,254	(13.8%)
Oper/Fabri/Labor	48,760	(20.2%)

Total Metro Employees: 191,540
 Top 10 Total Employees: 93,258 (48.7%)

KNOXVILLE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First American National (1.4 Bil)	University of Tenn-Knoxville (26,158)		Jun 79: 4.4%
Valley Fidelity (488 Mil)	State Tech (2,700)		Dec 82: 10.1%
Third National (426 Mil)			Sep 83: 9.3%
			Sep 84: 7.7%
			Aug 85: 7.4%
			Aug 86: 6.8%
			Aug 87: 6.0%
			Aug 88: 4.9%
			Jul 89: 4.7%
			Jul 90: 4.3%

Total Full-Time Students: 24,150

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Davis-Newman	Coca Cola	Atlanta	1. WIVK A/F \$6,200,000
Tombras		Nashville	2. WMYU-F 3,500,000
Bagwell			3. WIMZ A/F 1,900,000
			4. WEZK-F 1,500,000
			5. WOKI-F 1,100,000

Major Daily Newspapers	AM	PM	SUN	Owner
Knoxville Journal		41,651		
Knoxville News-Sentinel	103,722		170,378	Scripps-Howard

COMPETITIVE MEDIA

Major Over the Air Television

WATE	Knoxville	6	ABC	Nationwide
WBIR	Knoxville	10	NBC	Multimedia
WKCH	Knoxville	43	Fox	NewSouth
WKXT	Knoxville	8	CBS	
WSJK	Sneedville	2	PBS	

Best Restaurants	Best Hotels	Best Golf Courses
Cooper Cellar (steak)	Hyatt	Holston Hills CC
Regas (steak)	Hilton	Willow Creek
Grady's	Radisson	Fox Den

WEATHER DATA

Elevation: 980
 Annual Precipitation: 48.0 in.
 Annual Snowfall: 12.5 in.
 Average Windspeed: 7.3 (NE)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$44,200,000	39.1	.0092
Radio	14,600,000	12.9	.0030
Newspaper	50,000,000	44.3	.0104
Outdoor	<u>4,100,000</u>	<u>3.6</u>	<u>.0009</u>
	\$112,900,000		.0235

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	48.9	88.0	69.8
Avg. Min. Temp:	32.2	68.3	49.5
Average Temp:	40.6	78.2	59.7

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WNOX, WTNZ-F	From ELF to REBS	3,000,000
1986	WMYU-F	From Republic to Jacor	5,200,000
1986	WBMK		215,000
1986	WRJZ	Sold by Salem	300,000 + liabilities
1988	WBZW (Powell)		225,000
1988	WTNZ-F (Clinton)		800,000
1988	WNOK	From REBS to Dick	450,000
1988	WIVK-AM	Donated by Dick	—
1988	WKGK		150,000
1989	WMYU-F	CANCELLED	12,000,000
1989	WTNZ (Clinton)		400,000
1989	WMYU-F	From Jacor to Dalton	11,200,000 (cancelled)
1989	WMRE		135,000

NOTE: Some of these sales may not have been consummated.

LANCASTER

1990 ARB Rank: 104	1990 Revenue: \$6,900,000	Manager's Market Ranking (current): 3.4
1990 MSA Rank: 112	Rev per Share Point: \$163,895	Manager's Market Ranking (future) : 3.6
1990 ADI Rank: 45 (w/York & Harris.)	Population per Station: 84,800 (4)	Duncan's Radio Market Grade: III B+
FM Base Value: \$3,400,000	1990 Revenue Change: 3.0%	Mathematical Market Grade: III B+
Base Value % : 49.3%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	4.9	5.3	5.8	6.3	6.7	6.9					
Yearly Growth Rate (85-90):	7.1% (assigned rate of 6.2%)										
Projected Revenue Estimates:							7.2	7.6	8.1	8.6	9.1
Revenue per Capita:	12.66	13.62	14.68	15.48	16.10	16.43					
Yearly Growth Rate (85-90):	5.4%										
Projected Revenue per Capita:							17.32	18.25	19.24	20.28	21.37
Resulting Revenue Estimate:							7.3	7.8	8.4	9.0	9.5
Revenue as % of Retail Sales:	.0022	.0022	.0022	.0022	.0020	.0019					
Mean % (85-90):	.00212%										
Resulting Revenue Estimate:							8.0	8.6	9.3	10.1	11.0
							MEAN REVENUE ESTIMATE: <u>7.5</u> <u>8.0</u> <u>8.6</u> <u>9.2</u> <u>9.8</u>				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.387	.389	.395	.407	.416	.420	.423	.430	.437	.444	.447
Retail Sales (billions):	2.2	2.43	2.61	2.9	3.3	3.6	3.8	4.1	4.4	4.8	5.2
Below-the-Line Listening Shares:	40.4%										
Unlisted Station Listening:	17.5%										
Total Lost Listening:	57.9%										
Available Share Points:	42.1										
Number of Viable Stations:	4.5										
Mean Share Points per Station:	9.4										
Median Share Points per Station:	9.0										
Rev. per Available Share Point:	\$163,895										
Estimated Rev. for Mean Station:	\$1,533,328										
							1990 Revenue Estimates: Below normal				
							1991-1995 Revenue Projections: Below normal				
COMMENTS											
Managers predict 3% revenue increase in 1991 . . .											

Household Income: \$33,808											
Median Age: 33.2 years											
Median Education: 12.3 years	Ethnic	Income	Age	Education							
Median Home Value: \$47,100	Breakdowns (%)	Breakdowns (%)	Breakdowns (%)	Levels							
Population Change (1989-1994): 6.8%	White	<15	12-24	Non High School							
Retail Sales Change (1989-1994): 43.0%	Black	15-30	25-54	Grad: 40.4							
Number of Class B or C FM's: 4	Hispanic	30-50	55+	High School Grad:							
Revenue per AQH: \$14,967	Other	50-75		37.2							
Cable Penetration: NA		75+									

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Shoes	Armstrong World Industries		
Ball Bearings	(160)		
Home Products			
Floor Coverings			
Clothing			

INC 500 Companies	Employment Breakdowns		
Industrial Restorations (489)	By Industry (SIC):	By Occupation:	
	1. Health Services	Manag/Prof.	29,761 (17.3%)
	2. Eating and Drinking Places	Tech/Sales/Admin.	43,552 (25.4%)
	3. Special Trade Contractors	Service	19,986 (11.6%)
	4. Fabricated Metal Products	Farm/Forest/Fish	8,366 (4.9%)
	5. Food Stores	Precision Prod.	25,360 (14.7%)
	6. Food & Kindred Products	Oper/Fabri/Labor	44,762 (26.1%)
	7. Printing and Publishing		
	8. Wholesale Trade-Durable Goods		
	9. Electric & Electronic Equip		
	10. Wholesale Trade-Nondurable Gds		
	Total Metro Employees: 152,580		
	Top 10 Total Employees: 71,287 (46.7%)		

LANCASTER

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Cure States Hamilton (2.7 Bil) Meridian (7.8 Bil)	Millersville University (6,770) Elizabethtown College (1,788) Franklin & Marshall (2,793)		Jun 79: 4.4% Dec 82: 10.1% Sep 83: 9.3% Sep 84: 7.7% Aug 85: 7.4% Aug 86: 6.8% Aug 87: 6.0% Aug 88: 4.9% Jul 89: 3.4% Jul 90: 4.1%

Total Full-Time Students: 9,167

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Abel-Savage	Watt & Shand Dept. Goods Furniture Hamilton Bank		1. WLAN-F \$2,300,000 2. WNCE-F 1,900,000 * 3. WIOV-F 1,700,000 4. WDAC-F 1,500,000
			* WNCE-F receives part of its revenue from the Harrisburg and York markets.

Major Daily Newspapers	AM	PM	SUN	Owner
Lancaster New Era		54,687		
Intelligencer Journal	44,399		104,357	
Lancaster News				

Best Restaurants	Best Hotels	Best Golf Courses
Willow Valley Family Restaurant (country cooking) Stockyard Inn (steak/seafood) Revere Tavern	Treadway Resort Inn Americana Host Farm Resort	Lancaster CC Bird in Hand Inn Willow Valley Inn

COMPETITIVE MEDIA

Major Over the Air Television
See Harrisburg

WEATHER DATA

NO WEATHER DATA AVAILABLE
See Harrisburg for an approximation

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$11,000,000	25.2	.0031
Radio	6,900,000	15.8	.0019
Newspaper	23,800,000	54.6	.0066
Outdoor	1,900,000	4.4	.0005
	\$43,600,000		.0121

Miscellaneous Comments

* Split ADI with York and Harrisburg. TV revenue figure is estimate of Lancaster's share. Total TV revenue for ADI is estimated at \$55,000,000.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

NOTE: Some of these sales may not have been consummated.

LANSING

1990 ARB Rank: 100
 1990 MSA Rank: 110
 1990 ADI Rank: 103
 FM Base Value: \$2,700,000
 Base Value % : 20.8%

1990 Revenue: \$13,000,000
 Rev per Share Point: \$178,817
 Population per Station: 27,684 (13)
 1990 Revenue Change: 7.4%
 Station Turnover: 11.1%

Manager's Market Ranking (current): 3.3
 Manager's Market Ranking (future) : 3.7
 Duncan's Radio Market Grade: III B
 Mathematical Market Grade: III A-

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	12.0	12.5	12.0	11.5	12.1	13.0						
Yearly Growth Rate (85-90): 1.7%	(5.0% assigned)											
Projected Revenue Estimates:							13.7	14.3	15.0	15.8	16.6	
Revenue per Capita:	28.04	29.07	27.59	26.26	27.82	29.82						
Yearly Growth Rate (85-90): 1.4%	(5.0% assigned)											
Projected Revenue per Capita:							31.31	32.88	34.52	36.25	38.06	
Resulting Revenue Estimate:							13.7	14.4	15.1	15.9	16.7	
Revenue as % of Retail Sales:	.0046	.0045	.0042	.0038	.0037	.0037						
Mean % (85-90): .0037% (89-90 only)												
Resulting Revenue Estimate:							13.7	14.4	15.2	16.3	17.4	
							MEAN REVENUE ESTIMATE:	13.7	14.4	15.1	16.0	16.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.428	.430	.435	.438	.435	.436	.436	.437	.438	.439	.440
Retail Sales (billions):	2.6	2.8	2.9	3.0	3.3	3.5	3.7	3.9	4.1	4.4	4.7
Below-the-Line Listening Shares: 6.8%											
Unlisted Station Listening: 20.5%											
Total Lost Listening: 27.3%											
Available Share Points: 72.7											
Number of Viable Stations: 9											
Mean Share Points per Station: 8.1											
Median Share Points per Station: 5.7											
Rev. per Available Share Point: \$178,817											
Estimated Rev. for Mean Station: \$ 1,444,444											

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford . . . All viable stations participate . . . Managers predict 3% to 5% revenue increase in 1991 . . .

Household Income: \$32,649
 Median Age: 29.2 years
 Median Education: 12.7 years
 Median Home Value: \$42,200
 Population Change (1989-1994): 1.0%
 Retail Sales Change (1989-1994): 37.1%
 Number of Class B or C FM's: 4 + 2 = 6
 Revenue per AQH: \$25,590
 Cable Penetration: 82%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 91.2	<15 25.6	12-24 29.2	Non High School
Black 5.6	15-30 29.7	25-54 52.4	Grad: 22.7
Hispanic 3.1	30-50 28.5	55+ 18.3	High School Grad: 37.4
Other 0.1	50-75 12.6		
	75+ 3.6		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 18.2

COMMERCE AND INDUSTRY

Important Business and Industries: Government, Automotive, Iron and Steel Forgings

Fortune 500 Companies

Forbes 500 Companies

Forbes Largest Private Companies: College 4+ years: 21.7

INC 500 Companies

Employment Breakdowns

Neogen (46)

Phone Bank Systems (455)

By Industry (SIC):

1. Transportation Equipment	25,297 (18.4%)
2. Eating and Drinking Places	11,502 (8.4%)
3. Health Services	11,479 (8.3%)
4. Business Services	6,339 (4.6%)
5. Wholesale Trade-Durable Goods	5,792 (4.2%)
6. Food Stores	5,153 (3.7%)
7. Membership Organizations	4,810 (3.5%)
8. General Merchandise Stores	4,338 (3.2%)
9. Trucking and Warehousing	3,773 (2.7%)
10. Miscellaneous Retail	3,640 (2.6%)

Total Metro Employees: 137,503
 Top 10 Total Employees: 82,123 (59.7%)

By Occupation:

Manag/Prof.	45,747 (24.0%)
Tech/Sales/Admin.	62,790 (32.8%)
Service	27,118 (14.2%)
Farm/Forest/Fish	3,753 (2.0%)
Precision Prod.	20,314 (10.6%)
Oper/Fabri/Labor	31,233 (16.4%)

LANSING

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First of America (557 Mil)	Michigan State University (42,193)		Jun 79: 6.0%
Manufacturers (349 Mil)			Dec 82: 12.3%
NBD Commerce (117 Mil)			Sep 83: 9.0%
Bank One (210 Mil)			Sep 84: 12.3%
	Total Full-Time Students: 41,923		Aug 85: NA %
			Aug 86: 6.5%
			Aug 87: 7.7%
			Aug 88: 5.2%
			Jul 89: 5.9%
			Jul 90: 6.0%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Americom	Shaheen Chevy	Detroit	1. WITL A/F \$3,400,000
Gibson-Kelly	Meijers Dept.	Grand Rapids	2. WVIC A/F 3,100,000
	Kroger		3. WFMK-F 2,200,000
	Lansing Mall		4. WIEM-F 900,000
	Art Van Furniture		5. WJIM-F 700,000
			6. WMMQ-F 600,000
			WJXQ-F 600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Lansing State Journal	70,083		91,986	Gannett

Best Restaurants	Best Hotels	Best Golf Courses
Jim's Tiffany (general)	Sheraton	
Mountain Jack's	Radisson	
Chelsea's	Clarion	

COMPETITIVE MEDIA

Major Over the Air Television

WILX	Onondago	10	NBC	Adams
WLNS	Lansing	6	CBS	Young
WSYM	Lansing	47		Milwaukee Journal
WKAR	E. Lansing	23	PBS	

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See Grand Rapids for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$27,200,000	37.8	.0078
Radio	13,000,000	18.1	.0037
Newspaper	29,300,000	40.7	.0084
Outdoor	2,500,000	3.5	.0007
	\$72,000,000		.0206

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WILS, WKKP-F	From Sentry to North Star	1,620,000 (E)
1987	WIEM A/F (Jackson)	Sold to CR	4,075,000
1987	WLNZ-F		1,500,000 (50% - EST)
1987	WJIM A/F	Sold to Leicinger	3,500,000
1988	WITL A/F	Sold by Midwest Family	10,220,000
1989	WLNZ-F (St. Johns)		690,000

NOTE: Some of these sales may not have been consummated.

LAS VEGAS

1990 ARB Rank: 59	1990 Revenue: \$22,700,000	Manager's Market Ranking (current): 3.9
1990 MSA Rank: 72	Rev per Share Point: \$271,856	Manager's Market Ranking (future): 4.5
1990 ADI Rank: 91	Population per Station: 24,881 (22)	Duncan's Radio Market Grade: II A-
FM Base Value: \$3,600,000	1990 Revenue Change: 12.9%	Mathematical Market Grade: II A
Base Value % : 15.9%	Station Turnover: 18.8%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	15.7	16.8	17.6	19.2	20.1	22.7					
Yearly Growth Rate (85-90): 7.7%											
Projected Revenue Estimates:							24.4	26.3	28.4	30.5	32.9
Revenue per Capita:	26.61	27.95	28.80	29.91	30.41	33.88					
Yearly Growth Rate (85-90): 5.0%											
Projected Revenue per Capita:							35.57	37.35	39.22	41.18	43.24
Resulting Revenue Estimate:							24.1	26.0	28.5	31.5	33.5
Revenue as % of Retail Sales:	.0037	.0038	.0038	.0040	.0041	.0042					
Mean % (85-90): .00397%											
Resulting Revenue Estimate:							23.3	24.2	25.8	27.8	29.8
MEAN REVENUE ESTIMATE: <u>23.9</u> <u>25.5</u> <u>27.6</u> <u>30.0</u> <u>32.1</u>											

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.590	.601	.611	.642	.661	.670	.677	.697	.726	.765	.775
Retail Sales (billions):	4.1	4.34	4.7	4.8	4.9	5.4	5.7	6.1	6.5	7.0	7.5
Below-the-Line Listening Shares: 0.0											
Unlisted Station Listening: 16.5%											
Total Lost Listening: 16.5%											
Available Share Points: 83.5											
Number of Viable Stations: 16											
Mean Share Points per Station: 5.2											
Median Share Points per Station: 3.6											
Rev. per Available Share Point: \$271,856											
Estimated Rev. for Mean Station: \$1,418,749											

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS - Market reports to Miller, Kaplan . . . All stations cooperate except KRRI-f and KDWN and I made estimates . . . Managers predict a 10% revenue increase in 1991 . . . The Miller, Kaplan shows about a 20% increase for 1990. This doesn't make sense to me because they show 1989 market revenue of about 17 Million . . . I believe 1989 revenue was close to 20 Million . . .

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$31,781				
Median Age: 32.6 years				
Median Education: 12.6 years				
Median Home Value: \$67,800				
Population Change (1989-1994): 15.7%	White 82.7	<15 23.8	12-24 22.2	Non High School
Retail Sales Change (1989-1994): 43.6%	Black 9.9	15-30 29.4	25-54 57.7	Grad: 26.0
Number of Class B or C FM's: 11 + 2 = 13	Hispanic 7.4	30-50 26.9	55+ 20.0	
Revenue per AQH: \$28,625	Other ---	50-75 13.9		High School Grad: 41.2
Cable Penetration: 45%		75+ 6.0		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tourism		Southwest Gas	
Gambling			
Military			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Hotels and Other Lodging	62,704	(28.4%)
2. Amusement Recreation Services	18,222	(8.2%)
3. Eating and Drinking Places	15,127	(6.8%)
4. Business Services	12,746	(5.8%)
5. Special Trade Contractors	11,092	(5.0%)
6. Health Services	9,553	(4.3%)
7. Food Stores	6,322	(2.9%)
8. Miscellaneous Retail	5,946	(2.7%)
9. General Merchandise Stores	5,452	(2.5%)
10. Automotive Dealers	5,334	(2.4%)

By Occupation:

Manag/Prof.	43,474	(19.3%)
Tech/Sales/Admin. Service	66,146	(29.4%)
Service	66,973	(29.8%)
Farm/Forest/Fish	1,994	(.9%)
Precision Prod.	25,087	(11.2%)
Oper/Fabri/Labor	21,195	(9.4%)

Total Metro Employees: 221,076
 Top 10 Total Employees: 152,498 (69.0%)

LAS VEGAS

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First Interstate (N/A) Nevada State (235 Mil) Valley (2.3 Bil)	University of Nevada-LV (10,989)	Nellis AFB (8,920) Indian Springs AFB (364)	Jun 79: 7.0% Dec 82: 12.3% Sep 83: 9.6% Sep 84: 8.9% Aug 85: 8.7% Aug 86: 5.8% Aug 87: 6.1% Aug 88: 5.6% Jul 89: 5.6% Jul 90: 4.7%

Total Full-Time Students: 6,468

RADIO BUSINESS INFORMATION

Highest Billing Stations

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	1. KFMS A/F \$3,500,000 2. KLUC A/F 3,100,000 3. KOMP-F 2,300,000 4. KKLZ A/F 1,900,000 5. KXTZ-F 1,800,000 6. KMZQ-F 1,600,000 7. KUDA-F 1,400,000 8. KYRK-F 1,200,000 9. KEYV-F 1,100,000 10. KRLV-F 950,000 11. KWRN-F 700,000
DRGM Letizia R & R Adv.	Circus Circus Fantastic Furniture Fletcher Jones Auto First Interstate	Los Angeles San Francisco Phoenix	

Major Daily Newspapers	AM	PM	SUN	Owner
Las Vegas Sun		60,300		
Las Vegas Review-Journal	190,910 (AD)			Donrey
Las Vegas Review-Journal & Sun			225,376	

Best Restaurants Best Hotels Best Golf Courses

COMPETITIVE MEDIA

Major Over the Air Television

KLAS	Las Vegas	8	CBS	Landmark
KLTV	Las Vegas	10	PBS	
KRLR	Las Vegas	21		
KTNV	Las Vegas	13	ABC	Milwaukee Journal
KVBC	Las Vegas	3	NBC	Sunbelt
KVUU	Henderson	5	Fox	Meredith
KBLR	Paradise	39		Rose Comm

Tillerman Port Tack (seafood) Piero's (Italian) Pegasus Room (gourmet) Ricardos Ruth Chris Pamplemousse	Las Vegas Hilton Caesars Palace Mirage Bally's	Desert Inn Las Vegas CC Tropicana Spanish Trail
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WEATHER DATA

Elevation: 2162
Annual Precipitation: 3.9 in.
Annual Snowfall: 0.3 in.
Average Windspeed: 8.9 (SW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$53,400,000	38.4	.0099
Radio	22,700,000	16.3	.0042
Newspaper	55,900,000	40.2	.0104
Outdoor	6,900,000	5.0	.0013
	\$138,900,000		.0258

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	55.7	103.9	79.2
Avg. Min. Temp:	32.6	75.3	52.4
Average Temp:	44.2	89.6	65.8

Miscellaneous Comments

Radio Revenue Breakdown

Local 80.3%
National 19.7%

Manager's Comment

"Every market has its day in the sun and now is Las Vegas' turn. We have absorbed the new stations and their inventory."

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KEYV-F		2,300,000
1986	KORK, KYRI-F	From Donrey to Anchor	3,250,000
1987	KREL (Henderson)		500,000
1987	KEZD		600,000
1987	KNUU	Sold to Trenner	1,200,000 (E)
1988	KWRN-F	From SRO to Southwest	2,750,000
1988	KLVV-F (Pahrump)	Sold to EZ	2,000,000
1988	KMZQ-F	From Olympia to Commonwealth	6,700,000
1989	KEYV-F	NEVER CLOSED	4,400,000
1989	KVEG		325,000
1989	KRLV-F		4,100,000
1989	KUDA-F (Pahrump)	From EZ to Americom (Quinn)	4,000,000
1990	KJUL-F	Sold to Waldron	4,200,000
1990	KLAV		1,300,000
1990	KREL (Henderson)		600,000
1990	KVEG		431,000

NOTE: Some of these sales may not have been consummated.

LEXINGTON

1990 ARB Rank: 125	1990 Revenue: \$13,000,000	Manager's Market Ranking (current): 3.6
1990 MSA Rank: 138	Rev per Share Point: \$152,761	Manager's Market Ranking (future): 3.7
1990 ADI Rank: 70	Population per Station: 22,053 (13)	Duncan's Radio Market Grade: III A
FM Base Value: \$4,000,000	1990 Revenue Change: 7.4%	Mathematical Market Grade: III A+
Base Value % : 30.8%	Station Turnover: 22.2%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	9.5	10.0	10.7	11.3	12.1	13.0						
Yearly Growth Rate (85-90): 6.4%												
Projected Revenue Estimates:							13.6	14.5	15.3	16.3	17.3	
Revenue per Capita:	28.70	30.03	31.84	32.84	34.57	36.83						
Yearly Growth Rate (85-90): 5.1%												
Projected Revenue per Capita:							38.71	40.68	42.75	44.94	47.23	
Resulting Revenue Estimate:							13.8	14.6	15.5	16.4	17.4	
Revenue as % of Retail Sales:	.0043	.0045	.0044	.0042	.0042	.0042						
Mean % (85-90): .0042% (88-90 only)												
Resulting Revenue Estimate:							13.9	15.1	16.4	17.2	18.5	
							MEAN REVENUE ESTIMATE:	13.8	14.7	15.7	16.6	17.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.331	.333	.386	.344	.350	.353	.356	.359	.362	.365	.368
Retail Sales (billions):	2.1	2.2	2.4	2.7	2.9	3.1	3.3	3.6	3.9	4.1	4.4
Below-the-Line Listening Shares: 2.1%											
Unlisted Station Listening: 12.8%											
Total Lost Listening: 14.9%											
Available Share Points: 85.1											
Number of Viable Stations: 9											
Mean Share Points per Station: 9.5											
Median Share Points per Station: 6.6											
Rev. per Available Share Point: \$152,761											
Estimated Rev. for Mean Station: \$1,444,440											

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . WLK a/f does not participate so estimates were made . . . Managers predict 0% to 3% revenue increase in 1991 . . .

Household Income: \$30,100
 Median Age: 31.2 years
 Median Education: 12.5 years
 Median Home Value: \$47,900
 Population Change (1989-1994): 4.3%
 Retail Sales Change (1989-1994): 41.9%
 Number of Class B or C FM's: 3
 Revenue per AQH: \$31,863
 Cable Penetration: 63%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 88.2	<15 31.7	12-24 24.5	Non High School
Black 11.0	15-30 30.3	25-54 54.0	Grad: 33.7
Hispanic 0.7	30-50 23.3	55+ 21.3	High School Grad: 30.1
Other 0.1	50-75 10.7		
	75+ 4.0		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 15.3
 College 4+ years: 20.9

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government		Kentucky Utilities	
Tobacco			
Agribusiness			
Whiskey			
Office Machines			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Machinery, Except Electrical	13,180	(10.1%)
2. Eating and Drinking Places	12,297	(9.4%)
3. Health Services	10,812	(8.3%)
4. Business Services	5,825	(4.5%)
5. Food Stores	5,154	(3.9%)
6. Special Trade Contractors	4,982	(3.8%)
7. General Merchandise Stores	4,558	(3.5%)
8. Wholesale Trade-Durable Goods	4,533	(3.5%)
9. Electric & Electronic Equip.	3,841	(2.9%)
10. Miscellaneous Retail	3,701	(2.8%)

By Occupation:

Manag/Prof.	37,593	(25.5%)
Tech/Sales/Admin.	45,809	(31.1%)
Service	20,028	(13.6%)
Farm/Forest/Fish	6,750	(4.6%)
Precision Prod.	15,196	(10.3%)
Oper/Fabri/Labor	21,919	(14.9%)

Total Metro Employees: 130,877
 Top 10 Total Employees: 68,883 (52.6%)

LEXINGTON

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank of Lexington (195 Mil)	University of Kentucky (20,637)		Jun 79: 3.1%
Central Bank (381 Mil)			Dec 82: N/A%
Commerce National (430 Mil)			Sep 83: 4.9%
Bank One (336 Mil)			Sep 84: 4.5%
			Aug 85: 4.2%
	Total Full-Time Students: 30,954		Aug 86: 4.7%
			Aug 87: 4.4%
			Aug 88: 4.3%
			Jul 89: 3.7%
			Jul 90: 3.1%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Kuykendall	McAlpins Dept.	Louisville	1. WVLK-F \$2,800,000
MER	Hills Dept.	Cincinnati	2. WKQQ-F 2,500,000
Jordan Chiles	Miller Ford	Nashville	3. WLAP-F 2,400,000
	Conrad Chevy		4. WVLK 1,600,000
			5. WKTK-F 800,000
			6. WCOZ-F 600,000
			7. WCKU-F 500,000
			8. WLAP 460,000
			9. WLFX-F 350,000
			10. WJMM-F 300,000

Major Daily Newspapers	AM	PM	SUN	Owner
Lexington Herald-Leader	125,435		157,254	Knight-Ridder

COMPETITIVE MEDIA

Major Over the Air Television

WKLE	Lexington	46	PBS	
WKYT	Lexington	27	CBS	KY Cntrl Life Ins
WLEX	Lexington	18	NBC	1st Security Bank
WTVQ	Lexington	36	ABC	Shamrock
WDKY	Danville	56	Fox	
WYMT	Hazard, KY	57	CBS	KY Cntrl Life Ins

Best Restaurants	Best Hotels	Best Golf Courses
Coach House (continental)	Marriott	Griffin Gate
The Mansion (continental)	Hyatt Regency	Lexington CC
Rafferty's	Radisson	Idle Hour CC
Columbia Steak House	Campbell House	

WEATHER DATA

Elevation: 966
 Annual Precipitation: 43.8 in.
 Annual Snowfall: 15.6 in.
 Average Windspeed: 9.7 (S)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$33,300,000	38.6	.0107
Radio	13,000,000	15.1	.0042
Newspaper	37,300,000	43.3	.0120
Outdoor	<u>2,500,000</u>	<u>3.0</u>	<u>.0008</u>
	\$86,200,000		.0277

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:			
Avg. Min. Temp:			
Average Temp:			

Miscellaneous Comments

Radio Revenue Breakdown

Local 91.4%
 National 8.6%
 (Trade equals 7% of local - up 46% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WBBE, WMGB-F (Georgetown)	Sold to Audubon	1,300,000
1986	WLAP A/F	Sold to Jeff Trumper	7,900,000 (E)
1988	WHRS, WLFX-F (Winchester)	Sold to Premier	3,300,000
1989	WBBE, WMGB-F (Georgetown)	Sold by Audubon	1,830,000
1989	WNLV, WCKU-F (Nicholasville)		1,050,000

NOTE: Some of these sales may not have been consummated.

LINCOLN

1990 ARB Rank: 167	1990 Revenue: \$8,500,000	Manager's Market Ranking (current): 3.1
1990 MSA Rank: 196	Rev per Share Point: \$108,974	Manager's Market Ranking (future): 3.7
1990 ADI Rank: 95	Population per Station: 16,236 (11)	Duncan's Radio Market Grade: ---
FM Base Value: \$2,000,000	1990 Revenue Change: 6.1%	Mathematical Market Grade: IV A
Base Value % : 23.5%	Station Turnover: 50%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	6.5	6.7	7.0	7.6	8.0	8.5					
Yearly Growth Rate (85-90): 5.5%											
Projected Revenue Estimates:							9.0	9.5	10.0	10.5	11.1
Revenue per Capita:	31.40	32.06	33.49	36.02	37.70	39.91					
Yearly Growth Rate (85-90): 4.9%											
Projected Revenue per Capita:							41.87	43.92	46.07	48.33	50.69
Resulting Revenue Estimate:							9.0	9.5	10.0	10.6	11.3
Revenue as % of Retail Sales:	.0059	.0058	.0057	.0059	.0054	.0053					
Mean % (85-90): .00535% (89-90 only)											
Resulting Revenue Estimate:							9.0	9.7	10.7	11.8	12.3
							MEAN REVENUE ESTIMATE: 9.0 9.6 10.2 11.0 11.6				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.206	.209	.209	.211	.212	.213	.215	.216	.218	.220	.222
Retail Sales (billions):	1.12	1.15	1.22	1.27	1.48	1.60	1.69	1.82	2.00	2.21	2.30
Below-the-Line Listening Shares: 10.5%											
Unlisted Station Listening: 11.5%											
Total Lost Listening: 22.0%											
Available Share Points: 78.0											
Number of Viable Stations: 10											
Mean Share Points per Station: 7.8											
Median Share Points per Station: 7.5											
Rev. per Available Share Point: \$108,974											
Estimated Rev. for Mean Station: \$849,997											
							Confidence Levels				
							1990 Revenue Estimates: Below normal				
							1991-1995 Revenue Projections: Below normal				
							COMMENTS				
							Market does not report to accountant . . . Managers predict 5% to 6% revenue increase in 1991 . . .				

Household Income: \$35,589

Median Age: 30.7 years

Median Education: 12.9 years

Median Home Value: \$47,000

Population Change (1989-1994): 3.8%

Retail Sales Change (1989-1994): 44.9%

Number of Class B or C FM's: 6 + 1 = 7

Revenue per AQH: \$32,443

Cable Penetration: 62%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 96.0	<15 23.6	12-24 27.5	Non High School
Black 1.8	15-30 28.9	25-54 50.4	Grad: 18.5
Hispanic 1.4	30-50 27.9	55+ 22.1	High School Grad: 36.5
Other 0.8	50-75 14.2		
	75+ 5.4		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 21.1

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Government
Food Processing
Research
Agribusiness
Rubber and Plastic Products

INC 500 Companies

Employment Breakdowns

Landscapes Unlimited (246)

By Industry (SIC):

By Occupation:

Data Source Media (313)
International Galleries (376)

1. Health Services	6,238	(8.2%)
2. Eating and Drinking Places	6,194	(8.2%)
3. Business Services	4,300	(5.7%)
4. Insurance Carriers	3,890	(5.1%)
5. Special Trade Contractors	3,639	(4.8%)
6. General Merchandise Stores	2,945	(3.9%)
7. Food Stores	2,615	(3.5%)
8. Miscellaneous Retail	2,557	(3.4%)
9. Wholesale Trade-Nondurable Gds	2,511	(3.3%)
10. Membership Organizations	2,457	(3.2%)

Manag/Prof.	26,335	(26.0%)
Tech/Sales/Admin.	33,004	(32.5%)
Service	14,451	(14.2%)
Farm/Forest/Fish	2,085	(2.1%)
Precision Prod.	10,986	(10.8%)
Oper/Fabri/Labor	14,631	(14.4%)

Total Metro Employees: 75,743
Top 10 Total Employees: 37,346 (49.3%)

LINCOLN

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Firstier (NA)	University of Nebraska (24,228)		Jun 79: 3.0%
National Commerce (507 Mil)	Nebraska Wesleyan (1,320)		Dec 82: 5.5%
Union Bank (205 Mil)			Sep 83: 3.5%
			Sep 84: 2.7%
			Aug 85: 3.4%
			Aug 86: 2.7%
			Aug 87: 3.4%
			Aug 88: 2.4%
			Jul 89: 3.2%
			Jul 90: 2.0%

Total Full-Time Students: 22,630

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Ayres & Assoc.	Wanek's	Omaha	1. KFOR \$2,000,000
Bailey Lewis	First Tier Bank	Kansas City	2. KFRX-F 1,400,000
Miller, Friendt	NBC Bank		3. KFMQ-F 1,200,000
Swanson Russell	Coca Cola		4. KTGL-F 900,000
			KZKX-F 900,000
			6. KEZG-F 650,000
			7. KLDZ-F 600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Lincoln Star	39,194			
Lincoln Journal		42,575		
Lincoln Journal & Star JOA			82,590	

Best Restaurants	Best Hotels	Best Golf Courses
Misty (steak)	Cornhusker Hotel	CC of Lincoln
Tony & Luigis	Villager	Hillcrest
Imperial Palace	Hilton	Fire Thorn
	Clayton House	

COMPETITIVE MEDIA

Major Over the Air Television

KOLN	Lincoln	10	CBS	Gillett
KUON	Lincoln	12	PBS	
KHGI	Kearney	13	ABC	Amaturo
KHAS	Hastings	5	NBC	Seaton
KHNE	Hastings	29	PBS	

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See Omaha for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$15,000,000	35.9	.0094
Radio	8,500,000	20.3	.0053
Newspaper	17,100,000	40.9	.0107
Outdoor	2,200,000	2.9	.0008
	\$41,800,000		.0262

Miscellaneous Comments

* TV revenue estimates excludes Hastings and Kearney which are part of the Lincoln ADI.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KHAT A/F	Sold to TM	\$1,025,000
1987	KJUS-F		100,000 + debts
1987	KFOR/KFRX-F	From DKM to Summit	7,500,000 (E)
1988	KHAT A/F	From TM to Marathon	NA
1988	KLMS, KFMQ-F	From Woodward to Midwest	2,800,000
1988	KLDZ-F	Sold to Ron Kempff	2,400,000
1989	KFOR, KFRX-F	From Summit to Arrow	6,000,000
1989	KZKX-F	From Music Radio to Sherman/Osborn	1,845,000
1989	KFOR, KFRX-F	From Arrow to May	6,600,000
1990	KHAT A/F	From Marathon to Tate	1,325,000

NOTE: Some of these sales may not have been consummated.

LITTLE ROCK

1990 ARB Rank: 81	1990 Revenue: \$14,800,000	Manager's Market Ranking (current): 3.0
1990 MSA Rank: 97	Rev per Share Point: \$167,800	Manager's Market Ranking (future): 3.1
1990 ADI Rank: 57	Population per Station: 25,076 (17)	Duncan's Radio Market Grade: II C-
FM Base Value: \$2,000,000	1990 Revenue Change: 6.5%	Mathematical Market Grade: II C
Base Value %: 13.5%	Station Turnover: 30%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	12.5	12.7	12.0	13.2	13.9	14.8						
Yearly Growth Rate (85-90):	3.6% (assigned rate of 5.4%)											
Projected Revenue Estimates:							15.5	16.5	17.3	18.3	19.3	
Revenue per Capita:	24.75	24.95	23.30	25.29	26.73	28.30						
Yearly Growth Rate (85-90):	2.9% (assigned rate of 5.2%)											
Projected Revenue per Capita:							29.77	31.32	32.95	34.66	36.46	
Resulting Revenue Estimate:							15.6	16.6	17.6	18.6	19.7	
Revenue as % of Retail Sales:	.0043	.0040	.0037	.0038	.0036	.0035						
Mean % (85-90):	.0036% (assigned)											
Resulting Revenue Estimate:							15.8	16.9	18.4	20.2	21.6	
							MEAN REVENUE ESTIMATE: <u>15.6 16.7 17.8 19.0 20.2</u>					

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.505	.509	.515	.522	.520	.523	.526	.531	.535	.538	.540
Retail Sales (billions):	2.9	3.1	3.2	3.5	3.9	4.2	4.4	4.7	5.1	5.6	6.0

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: ~~11.8%~~
 Total Lost Listening: 11.8%
 Available Share Points: 88.2
 Number of Viable Stations: 10
 Mean Share Points per Station: 8.8
 Median Share Points per Station: 7.7
 Rev. per Available Share Point: \$167,800
 Estimated Rev. for Mean Station: \$1,476,640

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . All viable stations cooperate . . . Managers predict 4% to 6% revenue increase in 1991 . . .

Household Income: \$30,766
 Median Age: 31.6 years
 Median Education: 12.6 years
 Median Home Value: \$40,200
 Population Change (1989-1994): 3.6%
 Retail Sales Change (1989-1994): 42.4%
 Number of Class B or C FM's: 7 + 1 = 8
 Revenue per AQH: \$23,567
 Cable Penetration: 52%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 81.2	<15 29.5	12-24 22.9	Non High School
Black 17.6	15-30 31.1	25-54 53.9	Grad: 31.8
Hispanic 0.8	30-50 24.2	55+ 23.2	High School Grad: 36.2
Other 0.4	50-75 11.0		
	75+ 4.2		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 15.5
 College 4+ years: 16.5

COMMERCE AND INDUSTRY

Important Business and Industries

Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agribusiness	Dillan Department Stores	
Textiles	Other Major Corporations	
Metalworking	Fairfield Communities	
Government	AT&T	
Watches, Clocks		

Employment Breakdowns

By Industry (SIC):

1. Health Services	16,070	(9.1%)
2. Eating and Drinking Places	11,469	(6.5%)
3. Business Services	9,817	(5.6%)
4. Wholesale Trade-Durable Goods	9,133	(5.2%)
5. Special Trade Contractors	6,611	(3.8%)
6. Food Stores	5,543	(3.2%)
7. Trucking and Warehousing	5,541	(3.2%)
8. Wholesale Trade-Nondurable Gds	5,243	(3.0%)
9. Electric & Electronic Equip	5,064	(2.9%)
10. Membership Organizations	5,010	(2.8%)

Total Metro Employees: 175,857
 Top 10 Total Employees: 79,501 (45.2%)

By Occupation:

Manag/Prof.	47,280	(23.0%)
Tech/Sales/Admin.	66,814	(32.4%)
Service	24,476	(11.9%)
Farm/Forest/Fish	3,586	(1.8%)
Precision Prod.	27,172	(13.2%)
Oper/Fabri/Labor	36,471	(17.7%)

LITTLE ROCK

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First Commercial (884 Mil) Worthen (643 Mil) Union Nat. (498 Mil)	University of Arkansas-LR (10,242) Total Full-Time Students: 14,683	Little Rock AFB (6,938)	Jun 79: 4.1% Dec 82: 8.3% Sep 83: 7.7% Sep 84: 6.3% Aug 85: 6.9% Aug 86: 7.1% Aug 87: 7.1% Aug 88: 6.4% Jul 89: 7.0% Jul 90: 6.7%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Cranford, Johnson Brooks Pollard Mangan Raines Kirkpatrick	Coca Cola McDonalds Wendys Kroger Harvest Foods	Memphis Dallas Atlanta	1. KSSN-F \$4,300,000 2. KKYK-F 1,800,000 3. KMJX-F 1,600,000 4. KEZQ-F 1,400,000 5. KOLL-F 1,300,000 KARN 1,300,000 7. KIPR-F 1,000,000 8. KHLT-F 950,000

Major Daily Newspapers	AM	PM	SUN	Owner
Arkansas Democrat Arkansas Gazette	144,541 136,516		219,011 221,132	WEHCO Gannett

Best Restaurants	Best Hotels	Best Golf Courses
Ashley's (continental) Cajun's Wharf (seafood) Aloutte (French) Coy's Busters La Scala	Excelsior The Capitol Holiday Inn West	Pleasant Valley CC Little Rock CC

COMPETITIVE MEDIA

Major Over the Air Television				
KARK Little Rock 4 NBC KATV Little Rock 7 ABC KETS Little Rock 2 PBS KLRT Little Rock 16 KTHV Little Rock 11 CBS KASN Pine Bluf 38 Fox		Morris Allbritton Scollard		

WEATHER DATA

Elevation: 257			
Annual Precipitation: 48.2 in.			
Annual Snowfall: 5.3 in.			
Average Windspeed: 8.2 (SW)			
	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	50.1	92.6	72.6
Avg. Min. Temp:	28.9	70.1	49.3
Average Temp:	39.5	81.4	61.0

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$43,400,000	40.3	.0103
Radio	14,800,000	13.8	.0035
Newspaper	46,200,000	42.9	.0110
Outdoor	3,200,000	3.0	.0008
	\$107,600,000		.0256

Miscellaneous Comments

Radio Revenue Breakdown

National	14.4%
Network	2.2%
Local	83.4%

NOTE: Use Newspaper and Outdoor estimates with caution.

(Trade equals 13% of local - down 3% in 1990)

Manager's Comments

"Market is depressed by a newspaper war. The local papers are probably 30 to 50% under rates you would find in similar markets. This trickles down to TV and radio."

"Thank God KSSN has integrity and good rates so that the rest of us can get decent rates for our stations."

Major Radio Station Sales Since 1986

1986	KOKY, KZOU-F	From Oppenheimer to Encore	\$ NA
1987	KAAY	From Sudbrink to Beasley	2,650,000
1988	KSSN-F	From Barnstable to Southern Skies	10,000,000
1988	KKYK-F	Sold to Shepard	6,500,000
1989	KWTD-F (Lonoke)	Sold to Willis	445,000
1990	KMJX-F (Conway)		3,150,000
1990	KEZQ-AM	Sold to Willis	250,000
1990	KEZQ-F		3,250,000
1990	KZOU A/F	From Encore to Buck	1,650,000

NOTE: Some of these sales may not have been consummated.

LOS ANGELES

1990 ARB Rank: 2	1990 Revenue: \$417,000,000	Manager's Market Ranking (current): 4.7
1990 MSA Rank: 1	Rev per Share Point: \$4,690,664	Manager's Market Ranking (future): 4.6
1990 ADI Rank: 2	Population per Station: 215,486 (43)	Duncan's Radio Market Grade: I A+
FM Base Value: \$50,000,000	1990 Revenue Change: 8.3%	Mathematical Market Grade: I A+
Base Value % : 12.0%	Station Turnover: 16.1%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	247.2	264.5	293.6	340.0	385.0	417.0						
Yearly Growth Rate (85-90):	11.1% (assigned rate of 7.6%)											
Projected Revenue Estimates:							441.6	475.2	508.4	540.0	568.5	
Revenue per Capita:	22.89	23.81	25.75	28.79	32.62	34.79						
Yearly Growth Rate (85-90):	8.8% (assigned rate of 7.0%)											
Projected Revenue per Capita:							37.22	39.83	42.62	45.60	48.79	
Resulting Revenue Estimate:							457.8	501.9	537.0	583.6	639.1	
Revenue as % of Retail Sales:	.0035	.0035	.0038	.0041	.0042	.0043						
Mean % (85-90):	.0039%											
Resulting Revenue Estimate:							397.4	429.9	458.0	490.0	526.0	
							MEAN REVENUE ESTIMATE:	432.3	469.0	501.1	537.9	577.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	10.8	11.1	11.4	11.6	11.8	12.1	12.3	12.5	12.6	12.8	13.1
Retail Sales (billions):	69.6	74.5	77.6	81.0	90.1	95.0	101.9	109.9	117.0	125.2	132.0

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: 11.1%
 Total Lost Listening: 11.1%
 Available Share Points: 88.9
 Number of Viable Stations: 28
 Mean Share Points per Station: 3.18
 Median Share Points per Station: 3.0
 Rev. per Available Share Point: \$4,690,664
 Estimated Rev. for Mean Station: \$14,892,858

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS
 Market reports to Miller, Kaplan . . . KKGO, KNAC, KSKQ a/f, KALI and KWKW do not participate (and perhaps 10 other low revenue stations) so I made estimates . . . Managers predict 5% to 7% revenue growth during 1991 . . .

Household Income: \$42,203
 Median Age: 32.6 years
 Median Education: 12.7 years
 Median Home Value: \$92,400
 Population Change (1989-1994): 7.8%
 Retail Sales Change (1989-1994): 38.9%
 Number of Class B or C FM's: 19
 Revenue per AQH: \$28,043
 Cable Penetration: 48%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 62.4	<15 21.1	12-24 22.3	Non High School
Black 10.2	15-30 24.4	25-54 54.8	Grad: 28.0
Hispanic 27.4	30-50 23.9	55+ 22.8	High School Grad:
Other ---	50-75 18.7		30.5
	75+ 11.9		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 22.2

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Aerospace	Occidental Petroleum (14)	4F Ahmanson	William Lyon Companies (96)
Financial	Atlantic Richfield (17)	American Stores	Restaurant Enterprise Group (118)
Entertainment	Rockwell International (28)	Argonaut Group	A-Mark Financial (121)
Tourism	Lockhead (33)	Bergen Brunswig	Thrifty Oil (156)
Construction	Unocal (47)	Beverly Enterprise	Golden State Foods (157)
Automotive	Northrup (75)	Broad Inc.	Hughes Markets (181)
Petrochemicals	Litton Industries (96)	Calfed	American Protection Inds. (186)
Electronics	Teledyne (105)	Carter Hawley Hale Stores	Pacific Holding (192)
Food Processing	Times Mirror (138)	Castle & Cooke	Young's Market (209)
	Avery International (244)	Citadel Holding	Shapell Industries (220)
	Tosco (309)	City National	Parsons Corporation (232)
	Mattel (337)	Coast Savings & Loan	Watt Industries (271)
	(and many more...)	(and many more...)	(and many more...)

INC 500 Companies

Employment Breakdowns

By Industry (SIC):	By Occupation:
Executive Software (33)	Manag/Prof. 1,136,468 (25.6%)
American Mkg. Works (36)	Tech/Sales/Admin. 1,464,990 (32.9%)
J.P. Rhoades Dvlpmnt. (37)	Service 518,121 (11.7%)
Kenfil Distribution (57)	Farm/Forest/Fish 49,668 (1.1%)
Mobile Technology (64)	Precision Prod. 541,543 (12.2%)
Century Computer Mkg. (78)	Oper/Fabri/Labor 735,819 (16.5%)
RPM Rent a Car (84)	
Cellular Service (101)	
Sterling Mgt. Systems (119)	
Automotive Caliper Exchange (146)	
BSE Management (149)	
Stendi-Systems (163)	
(and many more...)	

Total Metro Employees: 4,268,726
 Top 10 Total Employees: 1,932,686 (45.3%)

LOS ANGELES

Largest Local Banks

First Interstate (19.9 Bil)
 Imperial (2.3 Bil)
 Sanwa (5.8 Bil)
 Security Pacific (N/A)
 Union (15.0 (Bill)
 Wells Fargo (N/A)

Colleges and Universities

USC (30,373)
 Cal State-LA (16,590)
 Cal State-Long Beach (29,521)
 UCLA (32,171)
 Santa Monica College (18,827)

Total Full-Time Students: 284,679

Military Bases

El Toro MCAS (2,417)
 Tustin MCAS (?
 Long Beach Navy ?
 Los Angeles AFB ?
 Port Hueheme Navy (5,610)

Unemployment

Jun 79: 5.7%
 Dec 82: 10.4%
 Sep 83: 10.4%
 Sep 84: 8.7%
 Aug 85: 7.1%
 Aug 86: 7.8%
 Aug 87: 6.3%
 Aug 88: 5.4%
 Jul 89: 5.6%
 Jul 90: 6.6%

Highest Billing Stations

1. KABC	\$39,500,000	13. KLSX-F	\$16,200,000
2. KOST-F	33,000,000	14. KMPC	16,000,000
3. KIIS A/F	30,000,000	15. KQLZ-F	14,700,000
4. KPWR-F	26,000,000	16. KROQ-F	12,700,000
5. KLOS-F	25,800,000	17. KXEZ-F	9,500,000
6. KNX	24,500,000	18. KODJ-F	9,000,000
7. KBIG-F	21,000,000	19. KWKW	8,000,000
8. KFVB	19,300,000	20. KKBT-F	7,700,000
9. KTNQ/KLVE-F	19,000,000	21. KFI	6,500,000
10. KRTH-F	18,000,000	22. KJLH-F	5,800,000
11. KLAC/KZLA-F	17,000,000	23. KACE-F	4,100,000
12. KTUV-F	16,800,000	24. KLIT-F	4,000,000
		25. KKGQ-F	3,500,000
		26. KNAC-F	3,200,000
		27. KALI	3,000,000

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Western Int.	Carl's, Jr.	San Francisco
DBC	Vons Supermarkets	Portland
ICG	United Airlines	Seattle
J.Walter Thompson	Pacific Bell	
Dailey		

Major Daily Newspapers	AM	PM	SUN	Owner
Los Angeles Times	1,210,007		1,504,540	Times-Mirror
Orange County Papers (Bulletin, Star, Register)	360,919	(AD)	402,060	Freedom

Best Restaurants (No consensus but here are a few named)	Best Hotels	Best Golf Courses
Michaels	Westwood Marquis	Los Angeles CC
Bistro (French)	Le Belage	Riviera
Marino's (Italian)	Beverly Wilshire	Lakeside
Palm (steak)	Beverly Hills Hotel	Bel Air
Spagos	Four Seasons	
Citrus	Bel Air	

COMPETITIVE MEDIA

Major Over the Air Television	Station	City	Network	Advertiser
KABC	Los Angeles	7	ABC	Cap Cities/ABC
KCBS	Los Angeles	2	CBS	CBS
KCET	Los Angeles	28	PBS	
KCOP	Los Angeles	13		Chris Craft
KCAL	Los Angeles	9		Walt Disney Co.
KDOC	Anaheim	56		Pat Boone
KMEX	Los Angeles	34		Hallmark
KNBC	Los Angeles	4	NBC	NBC/GE
KTLA	Los Angeles	5		Tribune Co.
KTIV	Los Angeles	11	Fox	Fox
KWHY	Los Angeles	22		Harriscope
KVEA	Corona	52		Telemundo Group

WEATHER DATA
 Elevation: 270
 Annual Precipitation: 14.8
 Annual Snowfall: 0
 Average Windspeed: 6.2 (W)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$1,010,000,000	39.4	.0106
Radio	417,000,000	16.2	.0043
Newspaper	1,050,000,000	41.0	.0111
Outdoor	86,000,000	3.4	.0002
	\$2,563,000,000		.0269

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	66.5	82.9	74.3
Avg. Min. Temp:	46.8	63.5	55.3
Average Temp:	46.8	63.5	55.3

Miscellaneous Comments

* Revenue allocations made to Riverside-San Bernardino. Total TV revenue for ADI is estimated at \$1,080,000,000.

Manager's Comments

"While Los Angeles may go from double digit to single digit growth it is still going to be the most lucrative and pro-radio market in the country."

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

Year	Station	Buyer/Seller	Price	Radio Revenue Breakdown
1986	KTUV-F	From Metromedia to Metropolitan	\$60,000,000 (E)	
1986	KROQ-F	Sold to Infinity	45,000,000	Local 74.1%
1986	KFAC, KKBT-F		34,000,000	National 25.9%
1986	KGfJ	Sold by Inner City	4,500,000	
1986	KGER (Long Beach)	Sold to Salem	3,600,000	
1987	KWIZ A/F (Santa Ana)		6,250,000	
1987	KSKQ-F (Long Beach)	Sold to Spanish Broadcast	15,000,000	
1988	KTUV-F	From Metropolitan to Sillerman	69,000,000 (E)	
1988	KRTH A/F	From RKO to Beasley	86,600,000	
1988	KMAX-F (Arcadia)	Sold by Universal	16,000,000 (E)	
1988	KQLZ-F	From Outlet to Westwood One	56,000,000	
1989	KFAC-F	Sold to Evergreen	55,000,000	
1989	KALI	From United to TA Shaw	10,000,000 (E) (cancelled)	
1989	KORG, KEZY-F (Anaheim)	From Sullivan to ML/WIN	15,125,000	
1989	KRTH	From Beasley to Llieberman	23,000,000 + Tax Cert.	
1989	KJOI-F	From Command to Viacom	86,000,000	
1989	KTUV-F	From Sillerman to Westinghouse	89,000,000 (E)	
1990	KDAY	Sold by Heritage	7,200,000	

NOTE: Some of these sales may not have been consummated.

LOUISVILLE

1990 ARB Rank: 51	1990 Revenue: \$27,000,000	Manager's Market Ranking (current): 3.2
1990 MSA Rank: 52	Rev per Share Point: \$305,775	Manager's Market Ranking (future): 3.6
1990 ADI Rank: 46	Population per Station: 44,066 (18)	Duncan's Radio Market Grade: II B-
FM Base Value: \$4,600,000	1989 Revenue Change: 13.4%	Mathematical Market Grade: II A-
Base Value % : 17.0%	Station Turnover: 16%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	17.9	20.6	21.5	23.1	23.8	27.0						
Yearly Growth Rate (85-90):	8.5% (assigned rate of 6.8%)											
Projected Revenue Estimates:							28.5	30.6	32.5	34.3	36.3	
Revenue per Capita:	18.53	21.33	22.26	23.86	24.59	27.89						
Yearly Growth Rate (85-90):	8.6%											
Projected Revenue per Capita:							30.29	32.89	35.72	38.79	42.13	
Resulting Revenue Estimate:							29.2	31.6	34.3	37.2	40.4	
Revenue as % of Retail Sales:	.0032	.0035	.0034	.0033	.0033	.0036						
Mean % (85-90): .00338%												
Resulting Revenue Estimate:							27.0	28.7	30.1	31.8	33.5	
							MEAN REVENUE ESTIMATE:	28.2	30.3	32.3	34.4	36.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.966	.966	.966	.968	.968	.968	.965	.962	.960	.959	.959
Retail Sales (billions):	5.6	5.9	6.4	7.1	7.2	7.5	8.0	8.5	8.9	9.4	9.9

Below-the-Line Listening Shares: 0.5%
 Unlisted Station Listening: 11.2%
 Total Lost Listening: 11.7%
 Available Share Points: 88.3
 Number of Viable Stations: 12.5
 Mean Share Points per Station: 7.1
 Median Share Points per Station: 5.8
 Rev. per Available Share Point: \$305,775
 Estimated Rev. for Mean Station: \$2,159,995

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan and all major stations cooperate . . . Managers predict 6% to 8% revenue increase in 1991 . . .

Household Income: \$30,273
 Median Age: 32.7 years
 Median Education: 12.4 years
 Median Home Value: \$38,100
 Population Change (1989-1994): -.8%
 Retail Sales Change (1989-1994): 36.6%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$22,463
 Cable Penetration: 57%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 86.7	<15 29.5	12-24 22.0	Non High School
Black 12.5	15-30 30.3	25-54 53.4	Grad: 36.9
Hispanic 0.6	30-50 25.8	55+ 27.5	High School Grad:
Other 0.2	50-75 10.7		35.9
	75+ 3.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 13.4

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Appliances	Brown-Forman (320)	Capital Holding
Farm Equipment		Humana
Tobacco		ICH
Distilling		Liberty Natl. Bancorp
Automotive		Louisville Gas & Elec.
Synthetic Rubber		

Employment Breakdowns

By Industry (SIC):	By Occupation:
1. Health Services 29,490 (8.9%)	Manag/Prof. 87,537 (21.2%)
2. Eating and Drinking Places 24,118 (7.3%)	Tech/Sales/Admin. 126,086 (30.5%)
3. Business Services 17,187 (5.2%)	Service 54,964 (13.3%)
4. Wholesale Trade-Durable Goods 15,399 (4.6%)	Farm/Forest/Fish 5,489 (1.3%)
5. Special Trade Contractors 12,612 (3.8%)	Precision Prod. 50,856 (12.3%)
6. Food Stores 12,033 (3.6%)	Oper/Fabri/Labor 88,542 (21.4%)
7. Electric & Electronic Equip 11,044 (3.3%)	
8. Fabricated Metal Products 9,306 (2.8%)	
9. Miscellaneous Retail 9,222 (2.8%)	
10. Banking 8,823 (2.7%)	

Total Metro Employees: 331,191
 Top 10 Total Employees: 149,234 (45.1%)

LOUISVILLE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Citizens Fidelity (5.1 Bil)	University of Louisville (19,747)	Ft. Knox (22,824)	Jun 79: 5.3%
First National (4.3 Bil)	Watterson College (2,972)		Dec 82: NA %
Liberty National (2.3 Bil)			Sep 83: 9.5%
Mid America (791 Mil)			Sep 84: 8.1%
	Total Full-Time Students: 20,612		Aug 85: 7.7%
			Aug 86: 5.8%
			Aug 87: 4.9%
			Aug 88: 5.5%
			Jul 89: 4.6%
			Jul 90: 4.0%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Doe Anderson	Coke & Pepsi	Indianapolis	1. WHAS \$6,900,000
Bon	Kroger	Cincinnati	2. WAMZ-F 5,000,000
Sheehy Knoph	Country Boy	Nashville	3. WDJX-F 3,100,000
Creative Alliance	Waterbeds		4. WVEZ-F 3,000,000
Fessel/Siegfriedt	Kentucky Lottery		5. WQMF-F 2,800,000
	Druthers Restaurants		6. WRKA-F 1,900,000
	Washington Warehouse		7. WLRS-F 1,400,000
			8. WLOU 800,000

Major Daily Newspapers	AM	PM	SUN	Owner
Louisville Courier Journal	235,698		326,259	Gannett

COMPETITIVE MEDIA	Best Restaurants	Best Hotels	Best Golf Courses
Major Over the Air Television	English Grill	Seelbach	Valhalla
	Casa Grisanti (Italian)	Brown	Hurstbourne CC
	Jefferson Club	Hyatt Regency	Hunting Creek
	Vincenzo's	Radisson	

WAVE Louisville 3	NBC	Cosmos
WBNA Louisville 21		Word
WDRB Louisville 41	Fox	Toledo Blade
WHAS Louisville 11	CBS	Prov. Journal
WLKY Louisville 32	ABC	Pulitzer
WKPC Louisville 15	PBS	

WEATHER DATA

Elevation: 477			
Annual Precipitation: 42.9 in.			
Annual Snowfall: 17.3 in.			
Average Windspeed: 8.4 (S)			
	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	42.0	87.3	65.9
Avg. Min. Temp:	24.5	66.4	45.3
Average Temp:	33.3	76.9	55.6

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$66,600,000	34.9	.0089
Radio	27,000,000	14.1	.0036
Newspaper	88,500,000	46.3	.0118
Outdoor	9,000,000	4.7	.0012
	<u>\$191,100,000</u>		<u>.0255</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

Manager's Comment

Major Radio Station Sales Since 1986

1986	WQMF-F	From Wood to John Otting	5,000,000
1986	WHAS, WAMZ-F	From Bingham to Clear Channel	20,100,000
1986	WDJX A/F	From Great Trails to Williams	NA
1987	WLSY-F	Sold to Media Capital	1,700,000
1988	WAVG, WLRS-F	From Horton to Radio One	4,500,000
1988	WDJX A/F	From Great Trails to Stoner	5,500,000
1988	WVEZ A/F	From Federal to Griffin	NA
1989	WVEZ A/F	From Griffin to Wilkes-Schwartz	6,500,000
1989	WFIA, WXLN-F		2,100,000

NOTE: Some of these sales may not have been consummated.

Radio Revenue Breakdown

National	14.3%
Network	.9%
Local	84.8%

LUBBOCK

1990 ARB Rank: 164	1990 Revenue: \$6,800,000	Manager's Market Ranking (current): 3.0
1990 MSA Rank: 189	Rev per Share Point: \$76,148	Manager's Market Ranking (future) : 3.4
1990 ADI Rank: 150	Population per Station: 10,735 (17)	Duncan's Radio Market Grade: —
FM Base Value: \$1,000,000	1990 Revenue Change: 4.8%	Mathematical Market Grade: IV C
Base Value % : 14.7%	Station Turnover: 11.8%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	6.0	6.6	5.8	6.1	6.5	6.8					
Yearly Growth Rate (85-90): 2.9% (5.0% assigned rate)											
Projected Revenue Estimates:							7.1	7.5	7.9	8.3	8.7
Revenue per Capita:	26.32	29.86	26.13	27.33	28.89	30.09					
Yearly Growth Rate (85-90): 2.7%											
Projected Revenue per Capita:							30.90	31.74	32.59	33.47	34.38
Resulting Revenue Estimate:							7.0	7.2	7.4	7.7	7.9
Revenue as % of Retail Sales:	.0039	.0042	.0037	.0038	.0036	.0035					
Mean % (85-90): .00372% (1986 excluded)											
Resulting Revenue Estimate:							7.7	8.2	8.9	9.3	10.0
MEAN REVENUE ESTIMATE:							7.3	7.6	8.1	8.4	8.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.222	.221	.222	.224	.225	.226	.227	.228	.228	.229	.230
Retail Sales (billions):	1.5	1.56	1.56	1.61	1.82	1.94	2.07	2.2	2.4	2.5	2.7

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: 10.7%
 Total Lost Listening: 10.7%
 Available Share Points: 89.3
 Number of Viable Stations: 8.5
 Mean Share Points per Station: 10.5
 Median Share Points per Station: 8.3
 Rev. per Available Share Point: \$76,148
 Estimated Rev. for Mean Station: \$800,002

Confidence Levels
 1990 Revenue Estimates: Below Normal
 1991-1995 Revenue Projections: Below Normal

COMMENTS

Managers predict 4% to 5% revenue increase in 1991 . . .

Household Income: \$27,735
 Median Age: 28.6 years
 Median Education: 12.6 years
 Median Home Value: \$38,900
 Population Change (1989-1994): 1.7%
 Retail Sales Change (1989-1994): 33.8%
 Number of Class B or C FM's: 6 + 3 = 9
 Revenue per AQH: \$24,638
 Cable Penetration: 54%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 72.3	<15 35.2	12-24 30.1	Non High School
Black 7.0	15-30 31.6	25-54 50.7	Grad: 33.6
Hispanic 20.7	30-50 21.8	55+ 19.2	High School Grad: 28.1
Other	50-75 7.6		
	75+ 3.8		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 18.2

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agriculture			Furr's
Cottonseed Oil			
Meat Packing			
Electronics			

Employment Breakdowns

By Industry (SIC):

1. Health Services	7,250	(10.3%)
2. Eating and Drinking Places	6,538	(9.3%)
3. Wholesale Trade-Durable Goods	3,851	(5.5%)
4. Business Services	3,322	(4.7%)
5. Wholesale Trade-Nondurable Gds	3,156	(4.5%)
6. Trucking and Warehousing	3,049	(4.3%)
7. Special Trade Contractors	3,000	(4.3%)
8. Food Stores	2,645	(3.8%)
9. Machinery, Except Electrical	2,611	(3.7%)
10. General Merchandise Stores	2,353	(3.4%)

Total Metro Employees: 70,157
 Top 10 Total Employees: 37,775 (53.8%)

By Occupation:

Manag/Prof.	22,427	(22.8%)
Tech/Sales/Admin.	33,289	(33.7%)
Service	12,811	(13.1%)
Farm/Forest/Fish	3,010	(3.0%)
Precision Prod.	12,508	(12.7%)
Oper/Fabri/Labor	14,313	(14.6%)

LUBBOCK

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First National (659 Mil)	Texas Tech (23,406)	Reese AFB (3,286)	Jun 79: 4.3%
American State (410 Mil)			Dec 82: 4.5%
			Sep 83: 6.2%
			Sep 84: 4.9%
			Aug 85: 7.6%
			Aug 86: 6.6%
			Aug 87: 6.3%
			Aug 88: 5.1%
			Jul 89: 6.2%
			Jul 90: 5.5%

Total Full-Time Students: 20,131

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Phil Price	American State Bank	Dallas	NO RELIABLE ESTIMATES ARE AVAILABLE
NEBE	Furrs Supermarkets	Amarillo	
Ad Group One	Coca Cola	Austin	
King-Spaugh	United Markets		

Major Daily Newspapers	AM	PM	SUN	Owner
Avalanche-Journal	67,232		75,186	Morris

COMPETITIVE MEDIA

Major Over the Air Television

KAMC	Lubbock	28		
KCBD	Lubbock	11	NBC	Holsum
KJTV	Lubbock	34	Fox	
KLBK	Lubbock	13	CBS	Woods
KTXT	Lubbock	5	PBS	

Best Restaurants	Best Hotels	Best Golf Courses
Fifty Yard Line (steak)	Lubbock Plaza	Lubbock CC
County Line (BBQ)	Holiday Inn -	Hillcrest CC
Depot (steak/seafood)	Civic Center	
Orlando's	Barcelona Court	

WEATHER DATA

NO WEATHER DATA AVAILABLE
See Amarillo for an approximation

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Miscellaneous Comments
Television	\$17,200,000	37.4	.0089	
Radio	6,800,000	14.8	.0035	
Newspaper	20,500,000	44.6	.0106	
Outdoor	1,500,000	3.3	.0008	
	\$46,000,000		.0238	

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KEND, KLLL-F	Sold to Holder (cancelled)	\$3,500,000 (E)
1987	KRLB A/F	Sold to Ken Dowe	3,675,000
1987	KFNK A/F		1,250,000
1987	KSEL, KKIK-F	Sold by Harris	1,300,000
1988	KEND, KLLL-F	From Thrash to Pinnacle	NA
1990	KXTQ/KKIK-F	From Bakcor to Wagon Train	750,000

NOTE: Some of these sales may not have been consummated.

MACON

1990 ARB Rank: 138
 1990 MSA Rank: 155
 1990 ADI Rank: 122
 FM Base Value: \$3,300,000
 Base Value % : 37.5%

1990 Revenue: \$8,800,000
 Rev per Share Point: \$105,137
 Population per Station: 18,238 (13)
 1990 Revenue Change: 7.3%
 Station Turnover: 31.3%

Manager's Market Ranking (current): 4.2
 Manager's Market Ranking (future) : 4.1
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV A+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	6.1	6.6	7.1	7.6	8.2	8.8						
Yearly Growth Rate (85-90): 6.7%												
Projected Revenue Estimates:							9.2	9.8	10.5	11.1	11.7	
Revenue per Capita:	21.94	23.32	24.65	26.21	27.80	29.62						
Yearly Growth Rate (85-90): 5.1%												
Projected Revenue per Capita:							31.13	32.72	34.39	36.14	37.98	
Resulting Revenue Estimate:							9.3	9.9	10.5	11.2	11.8	
Revenue as % of Retail Sales:	.0038	.0038	.0038	.0039	.0041	.0042						
Mean % (85-90): .00393%												
Resulting Revenue Estimate:							8.4	9.0	9.4	9.8	10.6	
							MEAN REVENUE ESTIMATE:	9.0	9.6	10.1	9.6	11.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.280	.283	.288	.290	.295	.297	.300	.303	.306	.309	.310
Retail Sales (billions):	1.6	1.73	1.87	1.95	1.98	2.05	2.11	2.25	2.4	2.5	2.7
Below-the-Line Listening Shares: 1.7%											
Unlisted Station Listening: 14.6%											
Total Lost Listening: 16.3%											
Available Share Points: 83.7											
Number of Viable Stations: 8											
Mean Share Points per Station: 10.5											
Median Share Points per Station: 7.7											
Rev. per Available Share Point: \$105,137											
Estimated Rev. for Mean Station: \$1,100,000											

Confidence Levels

1990 Revenue Estimates: Slightly below normal
 1991-1995 Revenue Projections: Slightly below normal

COMMENTS

Market now reports to Miller, Kaplan . . . Managers predict 2% to 4% revenue increase in 1991 . . .

Household Income: \$31,259
 Median Age: 31.6 years
 Median Education: 12.3 years
 Median Home Value: \$35,000
 Population Change (1989-1994): 4.9%
 Retail Sales Change (1989-1994): 27.2%
 Number of Class B or C FM's: 3
 Revenue per AQH: \$24,719
 Cable Penetration: 67%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 65.8	<15 28.5	12-24 24.0	Non High School
Black 33.3	15-30 27.0	25-54 53.9	Grad: 41.0
Hispanic 0.9	30-50 25.8	55+ 22.1	High School Grad:
Other ---	50-75 14.2		32.9
	75+ 4.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 13.1

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Chemicals			Charter Medical (88)
Lumber			
Paper			
Clothing			

Employment Breakdowns

By Industry (SIC):

1. Eating and Drinking Places	7,378	(9.2%)
2. Health Services	5,987	(7.4%)
3. Food Stores	3,394	(4.2%)
4. Special Trade Contractors	3,058	(3.8%)
5. Wholesale Trade-Durable Goods	2,933	(3.6%)
6. Insurance Carriers	2,824	(3.5%)
7. General Merchandise Stores	2,566	(3.2%)
8. Miscellaneous Retail	2,543	(3.2%)
9. Transportation Equipment	2,422	(3.0%)
10. Business Services	2,387	(3.0%)

By Occupation:

Manag/Prof.	23,187	(21.8%)
Tech/Sales/Admin.	33,145	(31.3%)
Service	14,095	(13.3%)
Farm/Forest/Fish	1,714	(1.6%)
Precision Prod.	14,833	(13.9%)
Oper/Fabri/Labor	19,158	(18.1%)

Total Metro Employees: 80,376
 Top 10 Total Employees: 35,492 (44.2%)

MACON

Largest Local Banks
 Bank South (305 Mil)
 First Atlanta (NA)
 Trust Company (464 Mil)

Colleges and Universities
 Mercer (2,771)

Military Bases

Unemployment
 Jun 79: 6.0%
 Dec 82: 7.4%
 Sep 83: 7.2%
 Sep 84: 7.0%
 Aug 85: 8.6%
 Aug 86: 5.8%
 Aug 87: 4.5%
 Aug 88: 5.2%
 Jul 89: 4.6%
 Jul 90: 5.1%

Total Full-Time Students: 6,482

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Adworks		Atlanta Charlotte, NC	1. WDEN A/F \$3,000,000 2. WAYS-F 2,400,000 3. WPEZ-F 1,000,000 4. WPGA-F 650,000 5. WIBB/WFXM-F 600,000 6. WMAZ 400,000 7. WQBZ-F 300,000

Major Daily Newspapers	AM	PM	SUN	Owner
Macon Telegraph & News	73,983		102,439	Knight-Ridder

Best Restaurants	Best Hotels	Best Golf Courses
Green Jacket Leo's Natalia's	Hilton Holiday Inn	River North CC

COMPETITIVE MEDIA

Major Over the Air Television

WGXA	Macon	24	ABC	
WMAZ	Macon	13	CBS	Multimedia
WMGT	Macon	41	NBC	Morris
WDCO	Cochran	15	PBS	

WEATHER DATA

NO WEATHER DATA AVAILABLE:
 See Atlanta for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$17,900,000	35.2	.0087
Radio	8,800,000	17.3	.0042
Newspaper	22,400,000	44.0	.0109
Outdoor	<u>1,800,000</u>	<u>3.5</u>	<u>.0009</u>
	\$50,900,000		.0247

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

"About five 80-90's pending in this market."

Major Radio Station Sales Since 1986

1987	WDEN A/F		\$6,000,000
1987	WIBB	Sold to Davis	350,000
1989	WIBB, WFXM-F	From Davis to Woodfin	1,650,000
1990	WQBZ-F (Ft. Valley)	Sold to Steven Taylor	3,000,000

NOTE: Some of these sales may not have been consummated.

MADISON

1990 ARB Rank: 118
 1990 MSA Rank: 136
 1990 ADI Rank: 90
 FM Base Value: \$4,700,000
 Base Value % : 30.7%

1990 Revenue: \$15,300,000
 Rev per Share Point: \$186,586
 Population per Station: 23,092 (13)
 1990 Revenue Change: 4.8%
 Station Turnover: 9.1%

Manager's Market Ranking (current): 4.2
 Manager's Market Ranking (future) : 4.0
 Duncan's Radio Market Grade: III A+
 Mathematical Market Grade: III A+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	10.6	11.2	11.8	13.7	14.6	15.3					
Yearly Growth Rate (85-90):	7.7%	(6.7% assigned rate)									
Projected Revenue Estimates:							16.1	17.2	18.3	19.4	20.6
Revenue per Capita:	31.45	32.55	34.01	38.92	41.24	42.97					
Yearly Growth Rate (85-90):	6.5%										
Projected Revenue per Capita:							45.76	48.74	51.90	55.28	58.59
Resulting Revenue Estimate:							16.4	17.6	18.9	20.3	21.7
Revenue as % of Retail Sales:	.0044	.0045	.0044	.0044	.0047	.0046					
Mean % (85-90):	.0045%										
Resulting Revenue Estimate:							15.8	17.1	18.5	20.3	21.6

MEAN REVENUE ESTIMATE: 16.1 17.3 18.6 20.0 21.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.337	.344	.347	.352	.354	.356	.359	.362	.365	.368	.370
Retail Sales (billions):	2.3	2.5	2.7	3.1	3.1	3.3	3.5	3.8	4.1	4.5	4.8

Below-the-Line Listening Shares: 1.2%
 Unlisted Station Listening: 16.8%
 Total Lost Listening: 18.0%
 Available Share Points: 82.0
 Number of Viable Stations: 11
 Mean Share Points per Station: 7.5
 Median Share Points per Station: 7.4
 Rev. per Available Share Point: \$186,586
 Estimated Rev. for Mean Station: \$1,399,390

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to hungerford and all viable stations participate . .
 Managers predict 4% to 5% growth in 1991 . . .

Household Income: \$33,352
 Median Age: 30.3 years
 Median Education: 13.0 years
 Median Home Value: \$61,800
 Population Change (1989-1994): 4.0%
 Retail Sales Change (1989-1994): 45.8%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$35,831
 Cable Penetration: 55%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 96.4	<15 24.7	12-24 26.9	Non High School
Black 1.6	15-30 29.8	25-54 54.1	Grad: 16.3
Hispanic 1.0	30-50 28.4	55+ 19.1	High School Grad:
Other 1.0	50-75 12.9		33.8
	75+ 4.2		

The above information is provided through the courtesy of
 Market Statistics, a division of Bill Communications. College 1-3 years:
 19.0

COMMERCE AND INDUSTRY

College 4+ years: 30.9

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Government
 Agribusiness
 Research
 Food Processing
 Batteries

INC 500 Companies

Employment Breakdowns

Charing Co. (225)
 White Pine (373)

By Industry (SIC):

1. Eating and Drinking Places	13,091	(10.3%)
2. Health Services	11,116	(8.7%)
3. Insurance Carriers	8,809	(6.9%)
4. Business Services	6,797	(5.3%)
5. Membership Organizations	5,489	(4.3%)
6. Wholesale Trade-Durable Goods	4,934	(3.9%)
7. Food Stores	4,478	(3.5%)
8. Miscellaneous Retail	4,295	(3.4%)
9. Special Trade Contractors	3,804	(3.0%)
10. Food and Kindred Products	3,484	(2.7%)

By Occupation:

Manag/Prof.	48,626	(28.7%)
Tech/Sales/Admin.	60,039	(35.3%)
Service	24,661	(14.6%)
Farm/Forest/Fish	4,516	(2.6%)
Precision Prod.	14,484	(8.6%)
Oper/Fabri/Labor	17,332	(10.2%)

Total Metro Employees: 127,093
 Top 10 Total Employees: 66,297 (52.2%)

MADISON

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank One (221 Mil)	University of Wisconsin (44,218)		Jun 79: 4.6%
First Wisconsin (567 Mil)			Dec 82: 7.0%
M & I (318 Mil)			Sep 83: 6.3%
Valley Bank (575 Mil)			Sep 84: 4.8%
			Aug 85: 4.1%
			Aug 86: 4.1%
			Aug 87: 3.1%
			Aug 88: 2.2%
			Jul 89: 2.4%
			Jul 90: 2.0%

Total Full-Time Students: 48,032

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Adv. Boetler Bensman	American TV & Appliance Pepsi McDonalds	

Highest Billing Stations

1. WIBA-F	\$2,600,000
2. WZEE-F	2,300,000
3. WMGN-F	2,000,000
4. WOLX-F	1,800,000
5. WIBA	1,700,000
6. WTSO	1,600,000
7. WTFX-F	1,100,000
8. WWQM-F	740,000
9. WMAD A/F	600,000
10. WTDY	425,000

Major Daily Newspapers	AM	PM	SUN	Owner
Wisconsin State Journal	82,412		153,643	
Madison Capital Times		26,337		

Best Restaurants

L'Escargot (French)
Mariner (seafood/steak)
Peppino's (Italian)
Mountain Jacks (steak)

Best Hotels

Inn on the Park
The Concourse
Edgewater
Radisson

Best Golf Courses

Maple Bluff CC
Lawsonia
(Green Lake)

COMPETITIVE MEDIA

Major Over the Air Television

WHA	Madison	21	PBS	
WISC	Madison	3	CBS	Morgan Murphy
WKOW	Madison	27	ABC	Tak
WMSN	Madison	47	Fox	
WMTV	Madison	15	NBC	Adams

WEATHER DATA

Elevation: 858
Annual Precipitation: 30.6 in.
Annual Snowfall: 39.9 in.
Average Windspeed: 9.9 (SW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$29,700,000	37.5	.0090
Radio	15,300,000	19.3	.0046
Newspaper	32,200,000	40.7	.0098
Outdoor	2,000,000	2.5	.0006
	<u>\$79,200,000</u>		.0240

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	25.4	81.4	55.0
Avg. Min. Temp:	8.2	58.8	34.8
Average Temp:	16.8	70.1	44.9

Miscellaneous Comments

Radio Revenue Breakdown

Local 90.0%
National 9.5%
Network 0.4%
(Trade equals about 6% of local - up 2% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1987	WIBA A/F	From Price to Leicinger	10,800,000
1989	WMLW-F (Watertown)	Sold to Joyner	1,600,000

NOTE: Some of these sales may not have been consummated.

MANCHESTER

1990 ARB Rank: 176
 1990 MSA Rank: 243
 1990 ADI Rank: Boston ADI
 FM Base Value: NA (only 2 FM's
 Base Value % : NA qualify)
 1990 Revenue: \$7,200,000
 Rev per Share Point: \$182,741
 Population per Station: 27,000 (6)
 1990 Revenue Change: -6.5%
 Station Turnover: 40%
 Manager's Market Ranking (current): 3.1
 Manager's Market Ranking (future) : 3.3
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV B+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	5.9	6.5	7.0	8.0	7.7	7.2					
Yearly Growth Rate (85-90): 4.2% (assigned rate of 5.5%)											
Projected Revenue Estimates:							7.3	7.8	8.2	8.7	9.1
Revenue per Capita:	24.08	26.32	28.11	31.86	30.55	28.34					
Yearly Growth Rate (85-90): 3.6%											
Projected Revenue per Capita:							29.36	30.42	31.51	32.65	33.82
Resulting Revenue Estimate:							7.6	8.0	8.5	9.0	9.4
Revenue as % of Retail Sales:	.0030	.0032	.0032	.0033	.0031	.0027					
Mean % (85-90): .0027% (assigned)											
Resulting Revenue Estimate:							7.6	8.1	8.6	9.2	10.0
MEAN REVENUE ESTIMATE:							7.5	8.0	8.4	9.0	9.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.245	.247	.249	.252	.252	.254	.258	.263	.270	.276	.279
Retail Sales (billions):	1.94	2.06	2.2	2.44	2.5	2.7	2.8	3.0	3.2	3.4	3.7
Below-the-Line Listening Shares: 45.2%											
Unlisted Station Listening: 15.4%											
Total Lost Listening: 60.6%											
Available Share Points: 39.4											
Number of Viable Stations: 5											
Mean Share Points per Station: 7.9											
Median Share Points per Station: 5.8											
Rev. per Available Share Point: \$182,741											
Estimated Rev. for Mean Station: \$1,440,000											

Confidence Levels

1990 Revenue Estimates: Below Normal
 1991-1995 Revenue Estimates: Below Normal

COMMENTS

Population and retail sales figures do not include Nashua . . .

Household Income: \$43,575
 Median Age: 32.5 years
 Median Education: 12.5 years
 Median Home Value: \$53,600
 Population Change (1989-1994): 9.7%
 Retail Sales Change (1989-1994): 36.0%
 Number of Class B or C FM's: 2
 Revenue per AQH: \$29,150
 Cable Penetration: NA

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 98.8	<15 15.6	12-24 21.8	Non High School
Black 0.2	15-30 22.8	25-54 54.6	Grad: 27.2
Hispanic 1.0	30-50 27.7	55+ 23.5	High School Grad:
Other ---	50-75 21.6		36.6
	75+ 12.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 17.4

College 4+ years: 18.8

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles			
Clothing		Public Service Co. of	
Electronics		New Hampshire	
Paper Products			

INC 500 Companies Employment Breakdowns

NSS (85)

By Industry (SIC):

1. Electric & Electronic Equip	6,585	(8.3%)
2. Eating and Drinking Places	5,083	(6.4%)
3. Health Services	4,997	(6.3%)
4. Business Services	3,685	(4.6%)
5. Wholesale Trade-Durable Goods	3,583	(4.5%)
6. Food Stores	3,475	(4.4%)
7. Special Trade Contractors	3,284	(4.1%)
8. Machinery, except Electrical	3,142	(3.9%)
9. General Building Contractors	2,267	(2.8%)
10. Miscellaneous Retail	2,267	(2.8%)

By Occupation:

Manag/Prof.	18,758	(23.8%)
Tech/Sales/Admin. Service	24,508	(31.0%)
8,515	(10.8%)	
Farm/Forest/Fish	806	(1.0%)
Precision Prod.	10,963	(13.9%)
Oper/Fabri/Labor	15,402	(19.5%)

Total Metro Employees: 79,631
 Top 10 Total Employees: 38,368 (48.2%)

MANCHESTER

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Amoskeag (219 Mil) Bank of NH (681 Mil) Bankeast (651 Mil) First NH (506 Mil)	New Hampshire College (7,262) Saint Anseim (1,917) Hesser College (1,983)		Jun 79: 4.1% Dec 82: 6.8% Sep 83: 3.4% Sep 84: 2.7% Aug 85: 2.6% Aug 86: 2.4% Aug 87: NA % Aug 88: NA % Jul 89: 3.1% Jul 90: 5.8%
Total Full-Time Students: 4,451			

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
	NH Lottery Coca Cola		1. WGIR-F \$2,600,000 2. WZID-F 1,700,000 3. WGIR 1,600,000 4. WFEA 700,000 5. WKBR 300,000 WOKQ, WJYY, WHOB-F: These stations from outside of Manchester take additional revenue out.

Major Daily Newspapers	AM	PM	SUN	Owner
New Hampshire News Manchester Union-Leader	71,534		97,903	Loeb Loeb

COMPETITIVE MEDIA

Major Over the Air Television
WMUR Manchester 9 ABC
Other stations -- See Boston

Best Restaurants	Best Hotels	Best Golf Courses
Millyard (steak/seafood) Cafe Swiss High Five	Center of New Hampshire Nashua Marriott	Manchester CC Derryfield Ekwanok

WEATHER DATA
NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$14,300,000	34.4	.0053
Radio	7,200,000	17.3	.0027
Newspaper	18,700,000	45.0	.0069
Outdoor	1,400,000	3.4	.0005
	\$41,600,000		.0154

Miscellaneous Comments

* Part of Boston ADI. TV revenue is estimate of this market's contribution to total revenue in ADI.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WFEA	Sold by Ocean Coast to Sunshine	\$1,450,000
1987	WKBR		1,400,000
1988	WJYY-F (Concord)	Sold to Empire	3,750,000
1990	WFEA/WZID-F	From Sunshine to Sage	4,700,000 (E)

NOTE: Some of these sales may not have been consummated.

MCALLEN - BROWNSVILLE

1990 ARB Rank: 76	1990 Revenue: \$12,800,000	Manager's Market Ranking (current): 2.8
1990 MSA Rank: 119-McAl; 165-Browns.	Rev per Share Point: \$143,820	Manager's Market Ranking (future): 3.7
1990 ADI Rank: 113	Population per Station: 27,050 (18)	Duncan's Radio Market Grade: II C
FM Base Value: \$1,300,000	1990 Revenue Change: 5.8%	Mathematical Market Grade: II C-
Base Value % : 10.2%	Station Turnover: 19.0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	10.4	10.4	10.5	11.2	12.1	12.8						
Yearly Growth Rate (85-90): 4.3% (assigned rate of 6.3%)												
Projected Revenue Estimates:							13.5	14.4	15.3	16.2	17.1	
Revenue per Capita:	17.68	16.99	16.80	17.50	18.59	19.32						
Yearly Growth Rate (85-90): 1.9% (assigned rate of 5.4%)												
Projected Revenue per Capita:							20.36	21.46	22.62	23.84	25.13	
Resulting Revenue Estimate:							13.8	15.0	16.3	17.7	18.7	
Revenue as % of Retail Sales:	.0037	.0036	.0035	.0036	.0039	.0039						
Mean % (85-90): .0037%												
Resulting Revenue Estimate:							12.9	13.3	14.4	15.5	16.7	
							MEAN REVENUE ESTIMATE:	13.4	14.2	15.3	16.5	17.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.588	.612	.625	.640	.651	.664	.680	.700	.720	.741	.748
Retail Sales (billions):	2.8	2.9	3.0	3.1	3.1	3.3	3.4	3.6	3.9	4.2	4.5
Below-the-Line Listening Shares: 0.6%											
Unlisted Station Listening: 10.4%											
Total Lost Listening: 11.0%											
Available Share Points: 89.0											
Number of Viable Stations: 11											
Mean Share Points per Station: 8.1											
Median Share Points per Station: 6.6											
Rev. per Available Share Point: \$143,820											
Estimated Rev. for Mean Station: \$1,163,634											

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Market does not report to an accountant . . . Managers predict 6% increase in 1991 . . .

Household Income: \$21,897

Median Age: 28.0 years

Median Education: less than 12.0 years

Median Home Value: \$25,000

Population Change (1989-1994): 13.8%

Retail Sales Change (1989-1994): 35.5%

Number of Class B or C FM's: 7

Revenue per AQH: \$15,440

Cable Penetration: 51%

Ethnic Breakdowns (%)

White	18.0
Black	0.2
Hispanic	81.8
Other	---

Income Breakdowns (%)

<15	47.3
15-30	29.5
30-50	15.4
50-75	5.3
75+	2.5

Age Breakdowns (%)

12-24	26.5
25-54	50.4
55+	23.3

Education Levels

Non High School Grad: 57.7
 High School Grad: 19.6

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 12.1

College 4+ years: 10.6

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Agribusiness
 Clothing
 Oil and Gas
 Oil Field Machinery

Employment Breakdowns

By Industry (SIC):

1. Health Services	11,054	(9.5%)
2. Wholesale Trade-Nondurable Gds	8,280	(7.1%)
3. Eating and Drinking Places	8,263	(7.1%)
4. Food Stores	7,022	(6.0%)
5. Apparel & Other Textile Prdcts	6,458	(5.5%)
6. Food and Kindred Products	5,831	(5.0%)
7. General Merchandise Stores	4,792	(4.1%)
8. Wholesale Trade-Durable Goods	4,758	(4.1%)
9. Special Trade Contractors	4,607	(4.0%)
10. Apparel & Accessory Stores	4,505	(3.9%)

By Occupation:

Manag/Prof.	30,806	(18.4%)
Tech/Sales/Admin.	47,085	(28.1%)
Service	21,890	(13.1%)
Farm/Forest/Fish	13,266	(7.9%)
Precision Prod.	21,561	(12.9%)
Oper/Fabri/Labor	32,846	(19.6%)

Total Metro Employees: 116,430
 Top 10 Total Employees: 65,570 (56.3%)

MCALLEN - BROWNSVILLE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Texas Commerce-McAllen (460 Mil)	Pan American (10,042)		Jun 79: N/A
MBank-Brownsville (452 Mil)			Dec 82: N/A
Texas Commerce-Brownsville (458 Mil)			Sep 83: 21.1%
			Sep 84: 16.5%
			Aug 85: 17.2%
			Aug 86: 19.9%
			Aug 87: 17.7%
			Aug 88: 14.5%
			Jul 89: 16.8%
			Jul 90: 16.2%

Total Full-Time Students: 8,734

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations	
Bason-Dizdar	H.E.B. Food Stores	San Antonio	1. KGBT \$2,200,000	
Johnson Meade	Coca Cola	Corpus Christi	2. KTXF-F 2,000,000	
WK	Miller & Budweiser	Austin	3. KBFM-F 1,800,000	
Breeden McCumber	Heritage Cable		4. KIWW-F 1,200,000	
Advertiz			KELT-F 1,200,000	
			6. KQXX-F 875,000	
			7. KVLV-F 800,000	
			8. KRIX-F 650,000	
			9. KBOR A/F 500,000	
Major Daily Newspapers	AM	PM	SUN	Owner
Brownsville Herald		16,421	19,997	Freedom
McAllen Monitor		39,055	48,757	Freedom
Harlingen Valley Star	31,098		33,198	Freedom

Best Restaurants	Best Hotels	Best Golf Courses
Yacht Club (seafood)	Embassy Suites	Rancho Viejo
Tower Club	Hilton (SP Island)	Tony Butler
	Sheraton	

COMPETITIVE MEDIA

Major Over the Air Television

KRGV	Weslaco	5	ABC	Manship
KGBT	Harlingen	4	CBS	Draper
KMBH	Harlingen	60	PBS	
KVEO	Brownsville	23	NBC	Southwest Multimedia
KLUJ	Harlingen	44	PBS	

WEATHER DATA
NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$21,700,000	35.1	.0066
Radio	12,800,000	20.7	.0039
Newspaper	24,700,000	40.0	.0075
Outdoor	2,800,000	4.2	.0008
	\$61,800,000		.0188

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KTXF-F		1,650,000
1986	KRIO	Donated by Tippie	NA
1986	KBFM-F	From Oppenheimer to Encore	3,700,000 (E)
1986	KRIX-F		900,000
1987	KRGV		300,000
1987	KTXF-F	From Kamin to Tate	2,350,000
1988	KELT-F	Sold by Tichenor	1,500,000
1988	KIWW-F	Sold to Tichenor	1,600,000
1989	KBFM-F	From Encore to Waldron	NA
1990	KRGE/KRIX-F	Sold by First City	1,100,000
1990	KURV (Edinburg)	58.6% sold	200,000
1990	KRGE		300,000 + tax cert.

NOTE: Some of these sales may not have been consummated.

MEMPHIS

1990 ARB Rank: 43	1990 Revenue: \$29,000,000	Manager's Market Ranking (current): 3.5
1990 MSA Rank: 49	Rev per Share Point: \$314,533	Manager's Market Ranking (future): 4.0
1990 ADI Rank: 39	Population per Station: 46,884 (19)	Duncan's Radio Market Grade: II B
FM Base Value: \$5,500,000	1990 Revenue Change: 0%	Mathematical Market Grade: II B+
Base Value % : 19.0%	Station Turnover: 8.3%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	20.6	22.9	24.1	26.8	29.0	29.0						
Yearly Growth Rate (85-90): 6.9%	(6.2% assigned)											
Projected Revenue Estimates:							30.2	32.2	34.2	36.4	38.6	
Revenue per Capita:	22.17	23.80	24.82	27.32	29.41	29.42						
Yearly Growth Rate (85-90): 5.9%												
Projected Revenue per Capita:							31.16	32.99	34.94	37.00	39.19	
Resulting Revenue Estimate:							30.9	32.8	34.9	37.7	40.3	
Revenue as % of Retail Sales:	.0036	.0037	.0039	.0041	.0043	.0043						
Mean % (85-90): .00398%												
Resulting Revenue Estimate:							29.5	31.06	32.6	34.2	36.4	
							MEAN REVENUE ESTIMATE:					
							30.2	32.0	33.9	36.1	38.4	

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.957	.962	.971	.981	.986	.989	.993	.995	.998	1.02	1.03
Retail Sales (billions):	5.8	6.1	6.2	6.5	6.7	7.0	7.4	7.8	8.2	8.6	9.1

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: 7.8%
 Total Lost Listening: 7.8%
 Available Share Points: 92.2
 Number of Viable Stations: 12
 Mean Share Points per Station: 7.7
 Median Share Points per Station: 7.5
 Rev. per Available Share Point: \$314,533
 Estimated Rev. for Mean Station: \$2,416,661

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . All viable stations participate . . . Managers predict -2% to +1% revenue change in 1991 . . .

Household Income: \$23,401
 Median Age: 30.9 years
 Median Education: 12.4 years
 Median Home Value: \$38,500
 Population Change (1989-1994): 3.6%
 Retail Sales Change (1989-1994): 30.9%
 Number of Class B or C FM's: 7
 Revenue per AQH: \$21,513
 Cable Penetration: 51%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 60.9	<15 34.9	12-24 24.7	Non High School
Black 39.0	15-30 28.0	25-54 52.7	Grad: 38.2
Hispanic 0.1	30-50 22.5	55+ 22.8	High School Grad: 33.2
Other ---	50-75 10.3		
	75+ 4.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 14.6

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Cotton	Holly Farms (243)	Federal Express	Dunavant Enterprises (100)
Soybean		First Tennessee National	AutoZone (322)
Food Processing		Holiday	Dobbs Brother Management (381)
Pharmaceuticals		Union Planters	
Lumber			
Electrical Machinery			
Paper Products			

INC 500 Companies

Employment Breakdowns

National Safety Assoc. (62)

By Industry (SIC):

1. Health Services	33,587	(9.4%)
2. Business Services	24,553	(6.9%)
3. Wholesale Trade-Durable Goods	20,297	(5.7%)
4. Eating and Drinking Places	19,636	(5.5%)
5. Wholesale Trade-Nondurable Gds	16,240	(4.6%)
6. Transportation by Air	14,439	(4.1%)
7. Food Stores	13,956	(3.9%)
8. Special Trade Contractors	13,112	(3.7%)
9. Automotive Dealers	9,666	(2.7%)
10. Trucking and Warehousing	9,660	(2.7%)

By Occupation:

Manag/Prof.	87,162	(21.2%)
Tech/Sales/Admin.	133,983	(32.5%)
Service	54,765	(13.3%)
Farm/Forest/Fish	7,582	(1.9%)
Precision Prod.	46,558	(11.3%)
Oper/Fabri/Labor	81,456	(19.8%)

Total Metro Employees: 355,889
 Top 10 Total Employees: 175,146 (49.2%)

MEMPHIS

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First Tennessee (5.7 Bil)	Memphis State (21,296)	Memphis NAS (13,000) ?	Jun 79: 5.4%
National Bank of Commerce (1.4 Bil)	State Tech (6,780)		Dec 82: N/A
Union Planters (2.6 Bil)	University of Tenn-Health Science		Sep 83: 8.6%
Boatman's (508 Mil)	(2,192)		Sep 84: 7.4%
Sovran (303 Mil)			Aug 85: 6.7%
			Aug 86: 6.3%
			Aug 87: 5.8%
			Aug 88: 5.0%
			Jul 89: 4.1%
			Jul 90: 4.3%

Total Full-Time Students: 25,417

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Jan Gardner	Coca Cola	Little Rock	1. WGKX-F \$5,900,000
Malmo	Budweiser	Nashville	2. WRVR A/F 4,600,000
Kelly	Mid South Concerts	Birmingham	WMC -F 4,600,000
Ward Archer	Harrison Chevy		4. WDIA/WHRK-F 4,300,000
	Covington Toyota		5. WEGR-F 3,300,000
			6. WEZI A/F 1,300,000
			7. WREC 800,000
			8. WLOK 700,000
			KPYR-F 700,000
			10. KHUL-F 625,000
			11. WMC 600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Commercial Appeal	216,758		293,004	Scripps-Howard

Best Restaurants	Best Hotels	Best Golf Courses
Chez Phillippe (French)	Peabody	Colonial CC (South)
Palm Court (Italian)	Crown Plaza	Memphis CC
Justines	French Quarter Inn	Southwinds TPC
Hemmings	Omni	

COMPETITIVE MEDIA

Major Over the Air Television

WHBQ	Memphis	13	ABC	Adams
WKNO	Memphis	10	PBS	
WMC	Memphis	5	NBC	Scripps-Howard
WLMT	Memphis	30	Fox	
WPTY	Memphis	24		Chase
WREG	Memphis	3	CBS	New York Times

WEATHER DATA

Elevation: 258
 Annual Precipitation: 48.7 in.
 Annual Snowfall: 5.7 in.
 Average Windspeed: 9.2 (S)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	49.4	91.6	71.7
Avg. Min. Temp:	31.6	71.5	51.5
Average Temp:	40.5	81.6	61.6

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$70,000,000	38.0	.0100
Radio	29,000,000	15.7	.0043
Newspaper	79,200,000	43.0	.0113
Outdoor	<u>6,000,000</u>	<u>3.3</u>	<u>.0008</u>
	\$184,200,000		.0264

Miscellaneous Comments

Radio Revenue Breakdown

Local 77.9%
 National 22.1%
 FM has 80% of total revenue.

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WMSO (Collierville)	Sold to Bott	\$ 600,000
1987	WREC, WEGR-F	From Summit to New Market	NA
1987	WLVS, WEZI-F (Germantown)		3,000,000
1988	WDIA, WHRK-F	From Adams to Ragan Henry	13,000,000 + Tax Cert.
1988	KMPZ-F (Osceola)	Sold to Dittman	5,200,000
1988	WRVR A/F	Traded to Keymarket for WLTI-F in Detroit	
1988	WHBQ	Sold by RKO	750,000
1989	WXSS	Sold to Willis	780,000
1989	KMPZ-F (Osceola)	From Dittman to Diamond	6,000,000
1990	WQOM		420,000

NOTE: Some of these sales may not have been consummated.

MIAMI - FT. LAUDERDALE

1990 ARB Rank: 11	1990 Revenue: \$106,000,000	Manager's Market Ranking (current): 3.7
1990 MSA Rank: 25-Miami; 41-Ft. L.	Rev per Share Point: \$1,172,566	Manager's Market Ranking (future): 4.3
1990 ADI Rank: 16	Population per Station: 79,302 (34)	Duncan's Radio Market Grade: I B
FM Base Value: \$13,900,000	1990 Revenue Change: -5.7%	Mathematical Market Grade: I B
Base Value % : 13.1%	Station Turnover: 26.1%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	83.6	90.1	96.6	103.5	112.4	106.0					
Yearly Growth Rate (85-90): 5.0%	(assigned rate of 6.3%)										
Projected Revenue Estimates:							111.3	118.3	125.4	132.9	142.0
Revenue per Capita:	28.31	30.54	32.20	33.82	35.80	33.33					
Yearly Growth Rate (85-90): 3.5%											
Projected Revenue per Capita:							34.71	35.92	37.18	38.48	39.82
Resulting Revenue Estimate:							112.5	116.3	124.9	131.2	135.8
Revenue as % of Retail Sales:	.0041	.0042	.0042	.0042	.0043	.0039					
Mean % (85-90): .00415%											
Resulting Revenue Estimate:							118.7	124.1	127.8	131.6	138.2
MEAN REVENUE ESTIMATE:							114.2	119.6	126.0	131.9	138.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	2.93	2.95	3.00	3.06	3.14	3.18	3.24	3.30	3.36	3.41	3.45
Retail Sales (billions):	20.1	21.5	22.8	24.8	26.0	27.5	28.6	29.9	30.8	31.7	33.3

Below-the-Line Listening Shares: 2.2%	Confidence Levels
Unlisted Station Listening: 7.4%	
Total Lost Listening: 9.6%	1990 Revenue Estimates: Normal
Available Share Points: 90.4	1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . WAQI and WEDR-f do not participate so estimates were made . . . Managers predict 2% to 5% revenue increase in 1991 . . .

Household Income: \$33,612				
Median Age: 39.0 years	Ethnic	Income	Age	Education
Median Education: 12.5 years	Breakdowns (%)	Breakdowns (%)	Breakdowns (%)	Levels
Median Home Value: \$59,800	White 56.9	<15 27.2	12-24 17.6	Non High School
Population Change (1989-1994): 8.5%	Black 15.0	15-30 27.9	25-54 47.6	Grad: 33.4
Retail Sales Change (1989-1994): 32.0%	Hispanic 28.1	30-50 23.0	55+ 34.8	High School Grad:
Number of Class B or C FM's: 17	Other ---	50-75 13.9		33.3
Revenue per AQH: \$21,545		75+ 8.0		
Cable Penetration: 57%				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 17.2
College 4+ years: 16.1

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tourism	Knight-Ridder (192)	Americom Capital	JM Family Enterprise (50)
Clothing	DWG (306)	AmeriFirst Bank	John Alden Financial (83)
Electronics		Centrust Savings Bank	Pueblo International (163)
Boat Building		Citizens Savings Financial	Morse Operations (233)
		Ryder System	Levitz Furniture (167)
		Southeast Banking	Braman Enterprises (255)
		Carnival Cruise Lines	Coulter Electronics (327)
			Bacardi Imports (344)
			Alamo Rent-A-Car (394)

INC 500 Companies	Employment Breakdowns
Florida Fulfillment (189)	By Industry (SIC):
Core International (294)	
Caber Systems (412)	1. Health Services 88,287 (8.3%)
National Communications (478)	2. Eating and Drinking Places 82,983 (7.8%)
	3. Business Services 72,490 (6.8%)
	4. Wholesale Trade-Durable Goods 50,421 (4.7%)
	5. Special Trade Contractors 44,770 (4.2%)
	6. Food Stores 37,302 (3.5%)
	7. Wholesale Trade-Nondurable Gds 35,975 (3.4%)
	8. Hotels and Other Lodging Plcs 34,919 (3.3%)
	9. Miscellaneous Retail 32,466 (3.0%)
	10. Transportation by Air 31,496 (2.9%)

By Occupation:	
Manag/Prof.	276,121 (23.4%)
Tech/Sales/Admin.	405,217 (34.4%)
Service	169,778 (14.4%)
Farm/Forest/Fish	18,615 (1.6%)
Precision Prod.	148,065 (12.5%)
Oper/Fabri/Labor	161,063 (13.7%)

Total Metro Employees: 1,067,975
Top 10 Total Employees: 511,109 (47.9%)

MIAMI - FT. LAUDERDALE

Largest Local Banks
 Barnett (5.5 Bil)
 Southeast (15.6 Bil)
 Sun Bank (2.1 Bil)
 Citizens & Southern (21 Bil)

Colleges and Universities
 University of Miami (13,708)
 Florida Int. (16,116)
 Nova University (6,441)

Military Bases
 Homestead AFB (5,550)

Unemployment
 Jun 79: 6.1%
 Dec 82: 18.8%
 Sep 83: 15.8%
 Sep 84: 6.5%
 Aug 85: 6.7%
 Aug 86: 6.0%
 Aug 87: 5.4%
 Aug 88: 4.7%
 Jul 89: 6.6%
 Jul 90: 6.3%

Total Full-Time Students: 50,813

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Beber Silverstein Ad Team McFarland & Drier Harris-Drury Zimmerman	Publix Markets Budweiser Burdines Dept. Florida Lottery	Atlanta Tampa Jacksonville Orlando	1. WHQT-F \$10,000,000 2. WMMJ-F 9,200,000 3. WQBA 8,000,000 4. WJQY-F 7,200,000 5. WHYI-F 6,200,000 6. WLVE-F 6,100,000 7. WIOD 6,000,000 8. WLYF-F 5,900,000 9. WPOW-F 5,700,000 10. WKIS-F 5,600,000 11. WAXY-F 5,300,000 12. WCMQ A/F 4,500,000 13. WAQI 4,400,000 14. WSHE-F 3,900,000 15. WTMI-F 3,700,000 16. WXDJ-F 3,000,000 17. WNWS 2,600,000 18. WQBA-F 2,500,000 19. WEDR-F 2,500,000 20. WZTA-F 2,400,000 21. WFPL-F 1,800,000 22. WINZ 1,500,000
Major Daily Newspapers	AM PM SUN	OWNER	
Miami Herald	443,216	551,027	Knight Ridder
Diario Las Americas	66,770	70,737	
Ft. Laud. Sun-Sentinel	257,091	350,211	Tribune Co.
Ft. Laud. News	14,483		Tribune Co.

NOTE: Miami is always my most difficult market when it comes to estimating station revenue. So use these figures with caution.

COMPETITIVE MEDIA

Major Over the Air Television

WBFS	Miami	33	Combined
WCIX	Miami	6	CBS
WDZL	Miami	39	CBS
WLTW	Miami	23	Warburg Pincus Hallmark
WPBT	Miami	2	PBS
WPLG	Miami	10	ABC
WSVN	Miami	7	Post-Newsweek Sunbeam
WTVJ	Miami	4	NBC/GE
WSCV	Ft.Lauder.	51	NBC Telemundo

Best Restaurants

Joe's Stone Crabs (seafood)
 New York Steak House
 Casò Vezchia (Italian)
 Max's
 Chef Allen

Best Hotels

Grand Bay
 Mayfair
 Alexander
 Harbor Beach
 Marriott

Best Golf Courses

Doral
 Boca Rio

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$270,000,000	37.6	.0098
Radio	106,000,000	14.8	.0039
Newspaper	319,000,000	44.4	.0116
Outdoor	22,800,000	3.2	.0008
	\$717,800,000		.0261

WEATHER DATA

Elevation: 7
 Annual Precipitation: 59.2 in.
 Annual Snowfall: 0 Average Windspeed: 9.1 (ESE)

	JAN	JUL	TOTAL YEAR
--	-----	-----	------------

Avg. Max. Temp:	75.6	89.1	83.0
Avg. Min. Temp:	58.7	75.5	67.9
Average Temp:	67.2	82.3	75.5

NOTE: Use Newspaper and Outdoor with caution

Major Radio Station Sales Since 1986

1986	WRBD		\$ 1,800,000
1986	WTHM-F (Goulds)		2,400,000
1986	WCMQ A/F	From Dolgoff to Alarcon	15,000,000
1986	WKAT		2,500,000
1987	WXDJ-F (Homestead)	Sold to Family Group	8,100,000
1987	WJQY-F	From Amatore to Tak	34,000,000
1988	WLQY (Hollywood)		1,900,000
1988	WAXY-F	From RKO to Evergreen (cancelled)	24,000,000
1989	WAXY-F	From RKO to Ackerly	21,000,000
1989	WQBA AF	From Susquehanna to WADO/Tichenor	28,000,000
1989	WOCN		Liabilities
1989	WSUA		NA
1989	WAQI AF	Sold to Viva/Heftel	7,400,000+
1990	WXDJ-F (Homestead)		14,500,000

NOTE: Some of these sales may not have been consummated.

MILWAUKEE

1990 ARB Rank: 27	1990 Revenue: \$44,400,000	Manager's Market Ranking (current): 3.1
1990 MSA Rank: 34	Rev per Share Point: \$497,200	Manager's Market Ranking (future): 3.6
1990 ADI Rank: 28	Population per Station: 59,140 (22)	Duncan's Radio Market Grade: I D+
FM Base Value: \$4,100,000	1990 Revenue Change: 3.1%	Mathematical Market Grade: I D+
Base Value %: 9.2%	Station Turnover: 6.3%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	33.7	34.8	34.5	39.1	43.1	44.4					
Yearly Growth Rate (85-90): 5.9%											
Projected Revenue Estimates:							46.6	49.4	52.6	55.7	59.0
Revenue per Capita:	24.07	24.86	24.82	27.93	30.78	31.71					
Yearly Growth Rate (85-90): 5.8%											
Projected Revenue per Capita:							33.55	35.50	37.55	39.73	42.04
Resulting Revenue Estimate:							47.0	49.7	52.6	55.6	58.9
Revenue as % of Retail Sales:	.0041	.0040	.0038	.0040	.0041	.0040					
Mean % (85-90): .0040%											
Resulting Revenue Estimate:							47.6	50.8	54.4	58.0	62.4
							MEAN REVENUE ESTIMATE:				
							47.0	50.0	53.2	56.4	60.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.40	1.40	1.39	1.40	1.40	1.40	1.40	1.40	1.40	1.40	1.40
Retail Sales (billions):	8.3	8.6	9.1	9.8	10.5	11.1	11.9	12.7	13.6	14.5	15.6

Below-the-Line Listening Shares: 2.8%
 Unlisted Station Listening: 7.9%
 Total Lost Listening: 10.7%
 Available Share Points: 89.3
 Number of Viable Stations: 16
 Mean Share Points per Station: 5.6
 Median Share Points per Station: 4.3
 Rev. per Available Share Point: \$497,200
 Estimated Rev. for Mean Station: \$2,774,998

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to local accountant . . . All viable stations participate . . . Managers predict 4% to 5% increase in 1991 . . .

Household Income: \$31,752
 Median Age: 32.9 years
 Median Education: 12.6 years
 Median Home Value: \$60,800
 Population Change (1989-1994): -.4%
 Retail Sales Change (1989-1994): 38.9%
 Number of Class B or C FM's: 10 + 1 = 11
 Revenue per AQH: \$20,386
 Cable Penetration: 50%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 87.6	<15 23.3	12-24 22.8	Non High School
Black 10.0	15-30 27.3	25-54 52.1	Grad: 28.8
Hispanic 2.4	30-50 30.7	55+ 25.2	
Other ---	50-75 14.4		High School Grad: 38.6
	75+ 4.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 15.8

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Brewing	Johnson Controls (144)	Firststar	PA Bergner (150)
Automotive	Harnischfeger Ind. (298)	Marshall & Ilsley	Kohl's Department Stores (225)
Food Processing	A.O. Smith (322)	Medtronic	Journal Communications (395)
Heavy Machinery	Briggs & Stratton (350)	Wisconsin Energy	
Metal Products	Harley-Davidson (384)		
	Universal Foods (396)		

INC 500 Companies

Employment Breakdowns

INC 500 Companies	By Industry (SIC):	By Occupation:
Oldenburg Group (20)	1. Health Services 60,834 (9.8%)	Manag/Prof. 162,170 (22.0%)
Allied Computer Group (192)	2. Machinery, Except Electrical 44,229 (7.1%)	Tech/Sales/Admin. 227,177 (30.7%)
Computer People Unlimited (211)	3. Eating and Drinking Places 43,849 (7.1%)	Service 97,116 (13.2%)
Mortara Instrument (227)	4. Business Services 38,964 (6.3%)	Farm/Forest/Fish 6,410 (.8%)
Larsen Engineers (284)	5. Electric & Electronic Equip 25,403 (4.1%)	Precision Prod. 88,841 (12.0%)
Lebrecht Stephenson & Hagen (417)	6. Wholesale Trade-Durable Goods 25,248 (4.1%)	Oper/Fabri/Labor 156,984 (21.3%)
	7. Fabricated Metal Products 21,394 (3.4%)	
	8. Printing and Publishing 19,458 (3.1%)	
	9. Food Stores 17,955 (2.9%)	
	10. Miscellaneous Retail 16,816 (2.7%)	

Total Metro Employees: 621,012
 Top 10 Total Employees: 314,150 (50.6%)

MILWAUKEE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank One (1.8 Bil)	Marquette (11,630)		Jun 79: 3.7%
First Bank Milwaukee (1.5 Bil)	University of Wisconsin-Milwaukee (26,464)		Dec 82: 11.9%
First Wisconsin National (3.5 Bil)			Sep 83: 9.8%
Marshall & Isley (2.6 Bil)			Sep 84: 6.6%
			Aug 85: 6.2%
			Aug 86: 5.8%
			Aug 87: 4.5%
			Aug 88: 3.5%
			Jul 89: 3.7%
			Jul 90: 3.4%

Total Full-Time Students: 40,672

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Alioto	American TV	Minneapolis
Cramer-Krasselt	Colders Furniture	Madison
Curro Eichenbaum	McDonalds	Chicago
Frankenberry Ads Inc.	Wisconsin Bell	
Major Daily Newspapers	AM	PM
Milwaukee Journal		276,280
Milwaukee Sentinel	173,829	502,637

Highest Billing Stations

1. WTMJ	\$8,300,000 *
2. WTKI-F	5,600,000
3. WKLH-F	5,200,000
4. WMIL-F	4,000,000
5. WEMP/WMYX-F	3,100,000
6. WLUM-F	3,000,000
7. WLZR A/F	2,900,000
8. WLTO-F	2,800,000
9. WOKY	2,400,000
10. WZTR-F	2,000,000
11. WISN	1,900,000
WEZW-F	1,900,000
13. WQFM-F	1,500,000
14. WFMR-F	700,000
15. WBZN-F	650,000

*WTMJ figures include about \$2,500,000 in sports revenue. Without these dollars WTMJ would bill around \$6,000,000.

Best Restaurants	Best Hotels	Best Golf Courses
John Byron's	Hyatt Regency	Milwaukee CC
Karl Raatch (German)	Pfister	Brown Deer
Anchorage (seafood)	Wyndham	Tuckaway
Fox & Hounds (German/American)	Marc Plaza	Ozackee CC
Grenadier		

COMPETITIVE MEDIA

Major Over the Air Television

WGSV	Milwaukee	24	Fox	H.R.
WISN	Milwaukee	12	ABC	Hearst
WITI	Milwaukee	6	CBS	Gillett
WMVS	Milwaukee	10	PBS	
WTMJ	Milwaukee	4	NBC	Milwaukee Journal
WTVT	Milwaukee	18		Gaylord

WEATHER DATA

Elevation: 672
 Annual Precipitation: 30.2 in.
 Annual Snowfall: 45.2 in.
 Average Windspeed: 11.8 (WNW)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	27.3	80.4	55.1
Avg. Min. Temp:	11.4	59.3	36.3
Average Temp:	19.4	69.9	45.7

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$107,800,000	37.1	.0097
Radio	44,400,000	15.3	.0040
Newspaper	130,000,000	44.7	.0117
Outdoor	<u>8,400,000</u>	<u>2.9</u>	<u>.0008</u>
	\$290,600,000		.0262

Radio Revenue Breakdown

Local	79.6%
National	17.2%
Network	3.2%

FM accounts for 74% of revenue

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

"You always seem to 'knock' Milwaukee, or grade the market a low 'C' or high 'D' market. Fact is, Milwaukee is made up of a quality group of radio broadcasters who care about our business. Our radio group (M.A.R.S.) Milwaukee Area Radio Stations is one of the most respected if not the most respected in the country. Granted, we're not one of America's 'high profile' markets, however, the quality of radio in Milwaukee is as good as any in the country. Our work ethic is second to none, we are perceived as professional, and most important we're smart enough to realize that our radio competitors are just that . . . competitors. The enemy is newspaper. The quality of life, and the quality of radio in Milwaukee is just fine . . . We just work harder!"

Major Radio Station Sales Since 1986

1986	WKLH-F	From Josephson to Saga	4,500,000
1986	WLZR A/F	From Great Trails to Williams	3,800,000
1987	WMVP, WZTR-F	From Amos to Pinnacle	4,000,000
1987	WFMR-F (Menom. Falls)		2,800,000
1987	WYLO	From Universal to Marsh	1,500,000
1988	WMVP	Sold to Willie Davis	750,000
1988	WBZN A/F (Racine)	From SRO to Adams	3,000,000
1989	WBZN AF (Racine)	From Adams to Ragan Henry (not closed)	3,500,000

NOTE: Some of these sales may not have been consummated.

MINNEAPOLIS - ST. PAUL

1990 ARB Rank: 18
 1990 MSA Rank: 16
 1990 ADI Rank: 13
 FM Base Value: \$11,500,000
 Base Value % : 14.9%

1990 Revenue: \$77,000,000
 Rev per Share Point: \$905,882
 Population per Station: 116,388 (17)
 1990 Revenue Change: 2.3%
 Station Turnover: 7.1%

Manager's Market Ranking (current): 3.7
 Manager's Market Ranking (future) : 4.0
 Duncan's Radio Market Grade: I B+
 Mathematical Market Grade: I B+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	58.0	58.8	63.5	69.4	75.0	77.0					
Yearly Growth Rate (85-90): 6.0%											
Projected Revenue Estimates:							80.0	84.9	90.0	95.0	99.9
Revenue per Capita:	25.91	25.56	27.14	29.24	31.25	31.69					
Yearly Growth Rate (85-90): 4.2%											
Projected Revenue per Capita:							33.02	34.41	35.85	37.36	38.93
Resulting Revenue Estimate:							81.2	85.6	89.9	94.5	99.3
Revenue as % of Retail Sales:	.0036	.0035	.0036	.0036	.0038	.0036					
Mean % (85-90): .00362%											
Resulting Revenue Estimate:							82.9	89.0	97.4	103.4	111.5
MEAN REVENUE ESTIMATE:							81.4	86.5	92.4	97.6	103.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	2.25	2.30	2.34	2.38	2.40	2.43	2.46	2.49	2.51	2.53	2.55
Retail Sales (billions):	16.2	16.8	17.6	19.1	20.0	21.2	22.9	24.6	26.9	28.7	30.8

Below-the-Line Listening Shares: 0.4%
 Unlisted Station Listening: 14.6%
 Total Lost Listening: 15.0%
 Available Share Points: 85.0
 Number of Viable Stations: 14
 Mean Share Points per Station: 6.1
 Median Share Points per Station: 5.6
 Rev. per Available Share Point: \$905,882
 Estimated Rev. for Mean Station: \$5,500,000

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford and all major stations participate . . .
 Managers predict 3% to 5% revenue gain in 1991 . . .

Household Income: \$35,952
 Median Age: 31.6 years
 Median Education: 12.8 years
 Median Home Value: \$64,000
 Population Change (1989-1994): 5.5%
 Retail Sales Change (1989-1994): 43.7%
 Number of Class B or C FM's: 10
 Revenue per AQH: \$25,413
 Cable Penetration: 45%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 95.3	<15 19.7	12-24 23.3	Non High School
Black 2.3	15-30 25.2	25-54 55.2	Grad: 20.3
Hispanic 0.9	30-50 29.7	55+ 21.6	High School Grad:
Other 1.5	50-75 18.3		38.9
	75+ 7.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 19.0

COMMERCE AND INDUSTRY

College 4+ years: 21.8

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government	Minn. Mining & Mfrg. (34)	Dayton Hudson	Cargill (1)
High Tech	Honeywell (60)	First Bank System	NWA (11)
Electronics	Pillsbury (70)	Nash Finch	Carlson Companies (13)
Research	General Mills (76)	Northern States Power	Holiday Companies (95)
Farm Machinery	Control Data (125)	Norwest	National Car Rental (238)
Milling	Land O'Lakes (179)	NWNL	The Musicland Group (286)
Food Processing	Intl. Multifoods (231)	St. Paul Companies	Ministar (331)
Munitions	Farmers Union Central Exch. (287)	Super Valu Stores	MA Mortenson (336)
Appliances	Deluxe (296)	TCF Financial	
	Bemis (319)		
	Pentair (370)		
	(and many more . . .)		

INC 500 Companies

Employment Breakdowns

Northgate Computer System (58)

By Industry (SIC):

By Occupation:

Company	Industry (SIC)	Employees	Percentage	Occupation	Employees	Percentage
Military Communications Center (81)	1. Health Services	81,400	(8.1%)	Manag/Prof.	277,586	(25.6%)
Cable Photo Systems (218)	2. Business Services	76,221	(7.6%)	Tech/Sales/Admin.	369,916	(34.1%)
Quicksilver Express Courier (286)	3. Eating and Drinking Places	73,715	(7.3%)	Service	140,977	(13.0%)
	4. Wholesale Trade-Durable Goods	51,878	(5.2%)	Farm/Forest/Fish	14,533	(1.3%)
	5. Machinery, except Electrical	51,738	(5.2%)	Precision Prod.	114,547	(10.6%)
	6. Special Trade Contractors	31,691	(3.2%)	Oper/Fabri/Labor	167,470	(15.4%)
	7. Printing and Publishing	29,326	(2.9%)			
	8. Food Stores	28,577	(2.8%)			
	9. Miscellaneous Retail	28,012	(2.8%)			
	10. Wholesale Trade-Nondurable Gds	26,952	(2.7%)			

Total Metro Employees: 1,003,680
 Top 10 Total Employees: 479,510 (47.8%)

MINNEAPOLIS - ST. PAUL

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First Banks (14.8 Bil)	University of Minnesota (62,266)		Jun 79: 3.6%
Marquette (1.4 Bil)			Dec 82: 6.9%
National City (487 Bil)			Sep 83: 6.4%
Norwest (8.7 Bil)			Sep 84: 4.5%
			Aug 85: 4.3%
	Total Full-Time Students: 70,881		Aug 86: 3.7%
			Aug 87: 4.0%
			Aug 88: 3.3%
			Jul 89: 3.6%
			Jul 90: 4.3%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Bozell Jacobs	Superamerica	Chicago
Ruhr/Paragon	Northwest Airlines	Madison
Peterson-Morris	Daytons Dept.	
Carmichael Lynch	Budweiser	
Cohen Okerlund		
Funari		

Highest Billing Stations

1. WCCO	\$22,000,000
2. KQRS A/F	9,600,000
3. WLTE-F	7,500,000
4. KSTP-F	7,200,000
5. KEEY-F	7,000,000
6. KDWB-F	4,700,000
7. KQQL-F	3,900,000
8. WAYL/KLXK-F	3,500,000
9. WLWL-F	3,400,000
10. KTCJ/KTCZ-F	2,700,000
11. KSTP	1,500,000
KJJO A/F	1,500,000
13. KDWB	600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Minneapolis Star & Tribune	410,226		663,063	Knight-Ridder
St. Paul Pioneer-Press	197,265 (AD)		257,725	

Best Restaurants Best Hotels Best Golf Courses

Pronto's (Italian)	Marriott-City Center	Interlachen
Bristol's (seafood)	Radisson	Hazeltine
Murray's (steak)	Hyatt Regency	(Chaska, MN)
Websters (steak)	Embassy Suites	Somerset CC
Black Forest Inn		Wayzata CC
		Minneapolis, GC

COMPETITIVE MEDIA

Major Over the Air Television

KARE	Minneapolis-St. Paul	11	NBC	Gannett
KITN	Minneapolis-St. Paul	29	Fox	Nationwide
KMSP	Minneapolis-St. Paul	9		Chris-Craft
KSTP	Minneapolis-St. Paul	5	ABC	Hubbard
KTCA	Minneapolis-St. Paul	2	PBS	
KTMA	Minneapolis-St. Paul	23		O'Connor
WCCO	Minneapolis-St. Paul	4	CBS	Midwest Comm.

WEATHER DATA

Elevation:	834
Annual Precipitation:	26.6 in.
Annual Snowfall:	45.8 in.
Average Windspeed:	10.6 (NW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$195,000,000	38.4	.0092
Radio	77,000,000	15.1	.0036
Newspaper	218,400,000	42.9	.0103
Outdoor	10,400,000	3.6	.0009
	\$508,800,000		.0240

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	21.2	82.4	53.8
Avg. Min. Temp:	3.2	61.4	34.3
Average Temp:	12.2	71.9	44.1

Miscellaneous Comments

Radio Revenue Breakdown

Local	76.3%
National	21.8%
Network	1.9%
(Trade equals 7% of local - down 13% in 1990)	

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KQRS A/F	From McKenna to Cap Cities	\$ 10,500,000
1987	KUXL	From Universal to Marsh	1,600,000 (E)
1988	KQQL-F	From Sunbelt to Trumper	8,750,000
1989	KDWB AF	From Legacy to Midcontinent	17,700,000
1990	WWTC		700,000 (E)
1990	WLWL-F	From Emmis to Minn. Public Radio	12,000,000

NOTE: Some of these sales may not have been consummated.

MOBILE

1990 ARB Rank: 89	1990 Revenue: \$11,000,000	Manager's Market Ranking (current): 2.9
1990 MSA Rank: 101	Rev per Share Point: \$132,800	Manager's Market Ranking (future): 3.6
1990 ADI Rank: 55 (w/Pensacola)	Population per Station: 21,927 (18)	Duncan's Radio Market Grade: III D+
FM Base Value: \$2,700,000	1990 Revenue Change: -1.0%	Mathematical Market Grade: III C-
Base Value % : 24.5%	Station Turnover: 6.5%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	9.8	10.4	10.9	11.4	11.1	11.0					
Yearly Growth Rate (85-90): 2.4% (assigned rate of 5.0%)											
Projected Revenue Estimates:							11.4	12.0	12.7	13.3	14.0
Revenue per Capita:	20.85	22.03	22.80	23.36	22.60	22.27					
Yearly Growth Rate (85-90): 1.3% (assigned rate of 4.5%)											
Projected Revenue per Capita:							23.27	24.32	25.41	26.55	27.75
Resulting Revenue Estimate:							11.6	12.2	12.9	13.5	14.2
Revenue as % of Retail Sales:	.0036	.0039	.0039	.0038	.0036	.0034					
Mean % (85-90): .0034% (assigned)											
Resulting Revenue Estimate:							10.9	12.2	12.9	13.6	14.6
MEAN REVENUE ESTIMATE:							11.3	12.1	12.8	13.5	14.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.470	.472	.478	.488	.491	.494	.498	.502	.506	.510	.512
Retail Sales (billions):	2.5	2.7	2.8	3.04	3.05	3.2	3.4	3.6	3.8	4.0	4.3

Below-the-Line Listening Shares: 7.0%
 Unlisted Station Listening: 10.2%
 Total Lost Listening: 17.2%
 Available Share Points: 82.8
 Number of Viable Stations: 11
 Mean Share Points per Station: 7.5
 Median Share Points per Station: 5.2
 Rev. per Available Share Point: \$132,850
 Estimated Rev. for Mean Station: \$999,998

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . Managers predict 0% to 2% revenue increase in 1991 . . .

Household Income: \$27,432
 Median Age: 31.5 years
 Median Education: 12.3 years
 Median Home Value: \$39,000
 Population Change (1989-1994): 3.8%
 Retail Sales Change (1989-1994): 30.2%
 Number of Class B or C FM's: 6
 Revenue per AQH: \$17,516
 Cable Penetration: 56%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 70.5	<15 34.7	12-24 24.0	Non High School
Black 28.5	15-30 29.1	25-54 51.4	Grad: 38.6
Hispanic 1.0	30-50 23.4	55+ 24.5	High School Grad: 34.6
Other ---	50-75 9.5		
	75+ 3.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 14.5

COMMERCE AND INDUSTRY

Important Business and Industries: Government, Shipping, Lumber, Chemicals, Paper

Fortune 500 Companies: Attus Bank

Forbes 500 Companies

Forbes Largest Private Companies: College 4+ years: 12.3

INC 500 Companies

Employment Breakdowns

All Gulf Contractors (405)

By Industry (SIC):

1. Health Services	11,418	(8.8%)
2. Eating and Drinking Places	9,907	(7.7%)
3. Wholesale Trade-Durable Goods	6,313	(4.9%)
4. Special Trade Contractors	5,576	(4.3%)
5. Food Stores	5,062	(3.9%)
6. General Building Contractors	5,024	(3.9%)
7. Paper and Allied Products	4,720	(3.7%)
8. Business Services	4,662	(3.6%)
9. General Merchandise Stores	4,491	(3.5%)
10. Automotive Dealers	4,010	(3.1%)

By Occupation:

Manag/Prof.	34,966	(20.3%)
Tech/Sales/Admin.	50,868	(29.4%)
Service	21,466	(12.5%)
Farm/Forest/Fish	4,082	(2.3%)
Precision Prod.	27,321	(15.8%)
Oper/Fabri/Labor	33,929	(19.7%)

Total Metro Employees: 129,180
 Top 10 Total Employees: 61,183 (47.4%)

MOBILE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
AmSouth (8.3 Bil)	University of Southern Alabama (9,342)		Jun 79: 9.2%
Central (3.8 Bil)	Spring Hill College (1,125)		Dec 82: 15.4%
SouthTrust (297 Mil)			Sep 83: 14.3%
			Sep 84: 12.0%
			Aug 85: 8.5%
			Aug 86: 10.7%
			Aug 87: 8.8%
			Aug 88: 8.2%
			Jul 89: 9.0%
			Jul 90: 7.3%

Total Full-Time Students: 11,954

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Barney & Patrick	Bay Chevy Samuels Toyota		1. WKSJ A/F \$3,200,000 2. WBLX A/F 2,100,000 3. WABB-F 1,800,000

Major Daily Newspapers	AM	PM	SUN	Owner
Mobile Press-Register	124,645			NewHouse
Mobile Press-Register			134,316	NewHouse

COMPETITIVE MEDIA

Major Over the Air Television

WALA	Mobile	10	NBC	Burnham
WEAR	Pensacola	3	ABC	Heritage
WKRG	Mobile	5	CBS	
WPMI	Mobile	15	Fox	Clear Channel
WSRE	Pensacola	23	PBS	
WJTC	Pensacola	44		

Best Restaurants	Best Hotels	Best Golf Courses
SS Marina (seafood) Pillars Ruth Chris	Radisson Stauffers	Lakewood Craft Farms - Cotton Creek

WEATHER DATA

Elevation: 211
Annual Precipitation: 63.3 in.
Annual Snowfall: 0.2 in.
Average Windspeed: 9.3 (N)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$29,300,000	38.2	.0092
Radio	11,000,000	14.3	.0034
Newspaper	34,000,000	44.3	.0106
Outdoor	2,500,000	3.3	.0008
	\$76,800,000		.0240

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	61.1	90.5	77.3
Avg. Min. Temp:	41.3	72.6	54.7
Average Temp:	51.2	81.6	67.4

Miscellaneous Comments

* Split ADI with Pensacola. TV revenue is estimate of Mobile's share. Total TV revenue for ADI is estimated at \$42,000,000.

Radio Revenue Breakdown

Local 86.1%
National 13.9%
(Trade equals 15% of local - up 12% in 1990)

Major Radio Station Sales Since 1986

1986	WDLT-F (Chicasaw)	From Muniz to Bowab	1,200,000
1986	WAVH-F	Sold to TM	2,550,000
1987	WMML		300,000
1988	WAVH-F	From TM to Marathon	NA
1988	WBCX-F	Sold by Keymarket	4,500,000
1988	WMOO, WBLX-F	From Beasley to Paul Major (cancelled)	10,000,000
1989	WZEW-F (Fairhope)		750,000

NOTE: Some of these sales may not have been consummated.

MODESTO

1990 ARB Rank: 123	1990 Revenue: \$10,800,000	Manager's Market Ranking (current): 4.2
1990 MSA Rank: 133	Rev per Share Point: \$148,352	Manager's Market Ranking (future): 4.4
1990 ADI Rank: 21 (w/ Sacramento)	Population per Station: 18,940 (15)	Duncan's Radio Market Grade: III A
FM Base Value: \$3,600,000	1990 Revenue Change: 9.5%	Mathematical Market Grade: III A
Base Value % : 33.3%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	7.5	8.1	8.9	9.3	9.9	10.8					
Yearly Growth Rate (85-90): 7.7%											
Projected Revenue Estimates:							11.4	12.3	13.2	14.2	15.0
Revenue per Capita:	23.66	24.92	26.89	27.19	28.65	29.34					
Yearly Growth Rate (85-90): 4.4%											
Projected Revenue per Capita:							30.63	31.98	33.39	34.85	36.39
Resulting Revenue Estimate:							11.7	12.4	13.2	14.1	14.8
Revenue as % of Retail Sales:	.0044	.0045	.0046	.0046	.0043	.0043					
Mean % (85-90): .0043%											
Resulting Revenue Estimate:							11.6	12.5	13.3	14.6	15.5
MEAN REVENUE ESTIMATE:							11.6	12.4	13.2	14.3	15.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.317	.325	.331	.342	.356	.368	.382	.387	.395	.404	.408
Retail Sales (billions):	1.7	1.81	1.92	2.02	2.39	2.5	2.7	2.9	3.1	3.4	3.6

Below-the-Line Listening Shares: 12.9%
 Unlisted Station Listening: 14.3%
 Total Lost Listening: 27.2%
 Available Share Points: 72.8
 Number of Viable Stations: 9.5
 Mean Share Points per Station: 7.7
 Median Share Points per Station: 5.8
 Rev. per Available Share Point: \$ 148,352
 Estimated Rev. for Mean Station: \$1,136,845

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . All but 3 lower-revenue stations cooperate . . . Managers predict 3% to 5% revenue growth in 1991 . . .

Household Income: \$32,820
 Median Age: 32.3 years
 Median Education: 12.4 years
 Median Home Value: \$60,100
 Population Change (1989-1994): 13.5%
 Retail Sales Change (1989-1994): 41.4%
 Number of Class B or C FM's: 3 + 2 = 5
 Revenue per AQH: \$25,472
 Cable Penetration: NA

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 83.2	<15 27.8	12-24 22.4	Non High School
Black 1.1	15-30 29.1	25-54 52.0	Grad: 38.0
Hispanic 15.7	30-50 25.0	55+ 25.4	High School Grad: 31.6
Other ---	50-75 12.6		
	75+ 5.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 18.6
 College 4+ years: 11.8

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agribusiness			E & J Gallo Winery (146)
Wines, Brandy			Save Mart Supermarkets (152)

Employment Breakdowns

By Industry (SIC):

1. Food and Kindred Products	10,986	(14.0%)
2. Health Services	9,084	(11.6%)
3. Eating and Drinking Places	6,111	(7.8%)
4. Special Trade Contractors	3,701	(4.7%)
5. Miscellaneous Retail	2,852	(3.6%)
6. Food Stores	2,653	(3.4%)
7. Wholesale Trade-Nondurable Gds	2,632	(3.3%)
8. General Merchandise Stores	2,537	(3.2%)
9. Business Services	2,464	(3.1%)
10. Automotive Dealers	2,088	(2.7%)

By Occupation:

Manag/Prof.	20,122	(19.0%)
Tech/Sales/Admin.	29,631	(28.0%)
Service	13,659	(12.9%)
Farm/Forest/Fish	8,642	(8.1%)
Precision Prod.	14,711	(13.9%)
Oper/Fabri/Labor	19,127	(18.1%)

Total Metro Employees: 78,641
 Top 10 Total Employees: 45,108 (57.4%)

MODESTO

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Modesto Banking Co. (122 Mil)	Cal State (3,807)		Jun 79: 8.1%
Pacific Valley Nat. (101 Mil)			Dec 82: NA %
			Sep 83: 14.3%
			Sep 84: 11.3%
			Aug 85: NA %
			Aug 86: 10.3%
			Aug 87: 8.9%
			Aug 88: 10.2%
			Jul 89: 10.8%
			Jul 90: 10.9%

Total Full-Time Students: 5,273

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Network Productions	McDonalds	Sacramento	1. KHOP-F \$2,200,000
Alexandria Perrin	Pepsi	Fresno	2. KMIX A/F 1,500,000
	Modesto Toyota		KDJK-F 1,500,000
			4. KBEE-F 1,450,000
			5. KOSO-F 1,300,000
			6. KJSN-F 1,000,000
			7. KVFX-F 600,000
			8. KLOC 500,000

Major Daily Newspapers	AM	PM	SUN	Owner
Modesto Bee	81,522		91,416	McClatchy

Best Restaurants Best Hotels Best Golf Courses

El Clavell (Spanish/Mexican)	Hilton	Del Rio CC
Hazel's	Holiday Inn	

COMPETITIVE MEDIA

Major Over the Air Television
See Sacramento

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See Sacramento for an approximation

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$20,200,000	35.7	.0081
Radio	10,800,000	19.1	.0043
Newspaper	23,500,000	41.5	.0094
Outdoor	2,100,000	3.7	.0008
	\$56,600,000		.0226

* See Miscellaneous Comments

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

* Split ADI with Sacramento and Stockton. TV revenue is estimate of Modesto's share. Total TV revenue for ADI is estimated at \$168,000,000.

Major Radio Station Sales Since 1986

1986	KHOP-F	Sold to Fuller-Jeffrey	6,000,000
1987	KSJQ-F		1,400,000

NOTE: Some of these sales may not have been consummated.

MONTGOMERY

1990 ARB Rank: 135
 1990 MSA Rank: 153
 1990 ADI Rank: 107
 FM Base Value: \$2,100,000
 Base Value % : 22.3%

1990 Revenue: \$9,400,000
 Rev per Share Point: \$106,940
 Population per Station: 20,800 (12)
 1990 Revenue Change: 4.4%
 Station Turnover: 0%

Manager's Market Ranking (current): 3.3
 Manager's Market Ranking (future) : 3.6
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV A+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	7.0	7.5	8.0	8.5	9.0	9.4					
Yearly Growth Rate (85-90): 6.1%											
Projected Revenue Estimates:							9.7	10.4	11.0	11.6	12.3
Revenue per Capita:	23.80	25.00	26.32	27.77	29.22	30.32					
Yearly Growth Rate (85-90): 5.0%											
Projected Revenue per Capita:							31.84	33.43	35.10	36.85	38.70
Resulting Revenue Estimate:							9.9	10.6	11.3	12.0	12.7
Revenue as % of Retail Sales:	.0045	.0047	.0046	.0046	.0043	.0043					
Mean % (85-90): .0043% (89-90 only)											
Resulting Revenue Estimate:							9.8	10.8	11.6	12.9	13.8
MEAN REVENUE ESTIMATE:							9.8	10.6	11.3	12.2	12.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.294	.300	.304	.306	.308	.310	.313	.317	.321	.325	.328
Retail Sales (billions):	1.5	1.59	1.73	1.83	2.09	2.17	2.29	2.5	2.7	3.0	3.2
Below-the-Line Listening Shares:	0.0										
Unlisted Station Listening:	12.1%										
Total Lost Listening:	12.1%										
Available Share Points:	87.9										
Number of Viable Stations:	7.5										
Mean Share Points per Station:	11.7										
Median Share Points per Station:	8.1										
Rev. per Available Share Point:	\$106,940										
Estimated Rev. for Mean Station:	\$1,253,337										

Confidence Levels
 1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Managers predict 5% to 7% revenue increase in 1991 . . .

Household Income: \$27,810
 Median Age: 31.9 years
 Median Education: 12.4 years
 Median Home Value: \$39,800
 Population Change (1989-1994): 5.3%
 Retail Sales Change (1989-1994): 42.7%
 Number of Class B or C FM's: 6
 Revenue per AQH: \$23,500
 Cable Penetration: 55%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 64.6	<15 33.9	12-24 23.6	Non High School Grad: 35.5
Black 34.4	15-30 30.2	25-54 52.6	High School Grad: 32.6
Hispanic 1.0	30-50 23.2	55+ 23.9	College 1-3 years: 14.4
Other ---	50-75 9.1		College 4+ years: 17.5
	75+ 3.6		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries: Government, Military, Agribusiness, Clothing, Food Processing

Fortune 500 Companies: First Alabama Bancshares, Kinder-Care

Forbes 500 Companies: (None listed)

Forbes Largest Private Companies: (None listed)

Employment Breakdowns

By Industry (SIC):

1. Health Services	8,704	(9.7%)
2. Eating and Drinking Places	5,991	(6.7%)
3. General Building Contractors	4,396	(4.9%)
4. Special Trade Contractors	4,140	(4.6%)
5. Business Services	3,811	(4.3%)
6. Wholesale Trade-Durable Goods	3,475	(3.9%)
7. Wholesale Trade-Nondurable Gds	3,322	(3.7%)
8. Membership Organizations	3,040	(3.4%)
9. Electric & Electronic Equip	3,026	(3.4%)
10. General Merchandise Stores	2,758	(3.1%)

By Occupation:

Manag/Prof.	26,481	(24.4%)
Tech/Sales/Admin.	34,949	(32.1%)
Service	14,213	(13.1%)
Farm/Forest/Fish	2,062	(1.9%)
Precision Prod.	12,594	(11.6%)
Oper/Fabri/Labor	18,388	(16.9%)

Total Metro Employees: 89,384
 Top 10 Total Employees: 42,663 (47.7%)

MONTGOMERY

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Central (3.8 Bil)	Alabama State (3,787)	Maxwell AFB (3,027)	Jun 79: 6.7%
Colonial (242 Mil)	Troy State-Montgomery (2,096)	Gunter AFB (2,382)	Dec 82: 12.0%
First Alabama (5.1 Bil)	Auburn-Montgomery (5,084)		Sep 83: 10.2%
Union Bank (525 Mil)			Sep 84: 8.8%
			Aug 85: 7.6%
			Aug 86: 7.6%
			Aug 87: 6.3%
			Aug 88: 6.1%
			Jul 89: 7.2%
			Jul 90: 6.4%

Total Full-Time Students: 44,844

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Reid & Mount	McDonalds		1. WLWI-F \$2,800,000
Cowden South	Capital Chevy		2. WHHY A/F 1,800,000
	Parks Ford		3. WSYA-F 1,200,000
			4. WZHT-F 800,000
			5. WBAM-F 725,000
			6. WAFX-F 600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Montgomery Journal		15,090		Multimedia
Montgomery Advertiser	50,200			Multimedia
Montgomery Journal-Advertiser			77,687	Multimedia

Best Restaurants	Best Hotels	Best Golf Courses
Elite	Governor's House	Montgomery CC
Elbow Room	Radisson	Wynn Lakes
Fifth Quarter		Lagoon Park

COMPETITIVE MEDIA

Major Over the Air Television

WAIQ	Montgomery	26	PBS	
WCOV	Montgomery	20	Fox	
WFOA	Montgomery	32	ABC	Frey Comm
WSFA	Montgomery	12	NBC	Cosmos
WAKA	Selma	8	CBS	Bahakel

WEATHER DATA
NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$23,500,000	39.0	.0108
Radio	9,400,000	15.6	.0043
Newspaper	25,400,000	42.2	.0117
Outdoor	1,900,000	3.2	.0009
	\$60,200,000		.0277

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution. Manager's Comment

Major Radio Station Sales Since 1986

1987	WLSQ, WSYA-F	\$2,100,000
1988	WQIM-F (Prattville) From Downs to Central Life	3,000,000
1989	WXVI	300,000

NOTE: Some of these sales may not have been consummated.

NASHVILLE

1990 ARB Rank: 46	1990 Revenue: \$33,000,000	Manager's Market Ranking (current): 3.1
1990 MSA Rank: 47	Rev Per Share Point: \$375,427	Manager's Market Ranking (future): 3.8
1990 ADI Rank: 32	Population per Station: 37,681 (22)	Duncan's Radio Market Grade: II A
FM Base Value: \$7,100,000	1990 Revenue Change: -7.5%	Mathematical Market Grade: II A-
Base Value % : 21.5%	Station Turnover: 16%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	24.8	28.0	30.4	33.0	35.7	33.0					
Yearly Growth Rate (85-90): 5.9%											
Projected Revenue Estimates:							34.9	37.0	39.2	41.5	44.0
Revenue per Capita:	26.50	29.44	31.28	33.50	36.13	33.20					
Yearly Growth Rate (85-90): 4.9%											
Projected Revenue per Capita:							34.83	36.53	38.32	40.20	42.17
Resulting Revenue Estimate:							34.8	36.5	39.5	42.6	45.5
Revenue as % of Retail Sales:	.0043	.0046	.0048	.0049	.0046	.0040					
Mean % (85-90): .0040% (assigned)											
Resulting Revenue Estimate:							34.4	36.8	39.2	42.4	45.2
MEAN REVENUE ESTIMATE:							34.7	36.8	39.3	42.2	44.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.936	.951	.972	.985	.988	.994	.998	1.00	1.03	1.06	1.08
Retail Sales (billions):	5.7	6.1	6.4	6.7	7.8	8.3	8.6	9.2	9.8	10.6	11.3

Below-the-Line Listening Shares: 1.7%
 Unlisted Station Listening: 10.4%
 Total Lost Listening: 12.1%
 Available Share Points: 87.9
 Number of Viable Stations: 12.5
 Mean Share Points per Station: 7.0
 Median Share Points per Station: 6.5
 Rev. per Available Share Point: \$ 375,427
 Estimated Rev. for Mean Station: \$2,640,003

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS
 Market reports to Miller, Kaplan and all viable stations participate . . . Managers predict another tough year for Nashville in 1991 with revenue increases of only 0% to 2% . . . This is the surprise market of the year with over a 7% revenue decrease . . .

Household Income: \$33,040
 Median Age: 32.8 years
 Median Education: 12.4 years
 Median Home Value: \$45,100
 Population Change (1989-1994): 7.3%
 Retail Sales Change (1989-1994): 36.4%
 Number of Class B or C FM's: 8
 Revenue per AQH: \$27,027
 Cable Penetration: 48%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 83.3	<15 26.1	12-24 22.5	Non High School
Black 15.7	15-30 28.4	25-54 54.1	Grad: 36.5
Hispanic 0.8	30-50 26.1	55+ 23.3	High School Grad:
Other 0.2	50-75 13.6		33.1
	75+ 5.8		
			College 1-3 years: 13.6
			College 4+ years: 16.8

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Music Recording Tourism Chemicals Printing Financial Insurance Glass		First American Service Merchandise HealthTrust (77)	Hospital Corp. of America (24) Ingram Industries (59)

INC 500 Companies	Employment Breakdowns		
Arnet (52) Wright Travel (490)	By Industry (SIC):		By Occupation:
	1. Health Services 32,166 (8.2%) 2. Eating and Drinking Places 26,348 (6.7%) 3. Business Services 21,712 (5.5%) 4. Wholesale Trade-Durable Goods 17,803 (4.5%) 5. Special Trade Contractors 17,488 (4.4%) 6. Transportation Equipment 16,311 (4.1%) 7. Printing and Publishing 13,426 (3.4%) 8. Food Stores 11,318 (2.9%) 9. Wholesale Trade-Nondurable Gds 11,316 (2.9%) 10. Trucking and Warehousing 10,905 (2.8%)	Manag/Prof. 92,330 (23.3%) Tech/Sales/Admin. 127,500 (32.3%) Service 47,976 (12.1%) Farm/Forest/Fish 6,672 (1.7%) Precision Prod. 48,004 (12.1%) Oper/Fabri/Labor 73,097 (18.5%)	
	Total Metro Employees: 393,622		
	Top 10 Total Employees: 178,793 (45.4%)		

NASHVILLE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Dominion (1.5 Bil) First American National (3.2 Bil) Third National (2.7 Bil) SouthTrust (3.2 Bil) Sovran (3.2 Bil)	Vanderbilt (9,046) Tennessee State (7,646) David Lipscomb College (2,311)		Jun 79: 4.7% Dec 82: 9.2% Sep 83: 7.1% Sep 84: 5.8% Aug 85: 4.6% Aug 86: 4.7% Aug 87: 4.6% Aug 88: 4.7% Jul 89: 3.4% Jul 90: 3.7%
	Total Full-Time Students: 30,164		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Erickson Bunton Madden & Goodrum	Beaman Auto Kroger McDonalds Dollar Stores Rivergate Toyota	Memphis Louisville Atlanta	1. WSIX-F \$5,700,000 2. WSM A/F 5,300,000 3. WLAC-F 4,600,000 4. WKDF-F 4,400,000 5. WYHY-F 4,000,000 6. WZEZ-F 2,000,000 7. WGFX-F 1,700,000 8. WVOL/WQOK-F 1,500,000 9. WLAC 1,200,000 10. WRMX-F 1,000,000

Major Daily Newspapers	AM	PM	SUN	Owner
Nashville Banner Nashville Tennessean	129,663	61,684	264,663	Gannett

COMPETITIVE MEDIA

Major Over the Air Television

WXMT Nashville 30 Fox WDCN Nashville 8 PBS WKRN Nashville 2 ABC Young WSMV Nashville 4 NBC Cook Inlet WTVF Nashville 5 CBS H & C WZTV Nashville 17 Act III

Best Restaurants	Best Hotels	Best Golf Courses
Mario's (Italian) Julian's (French) Chancellor's (continental) Stockyard (steak)	Opryland Radisson Marriott DoubleTree	Hermitage Belle Meade Richland CC

WEATHER DATA

Elevation: 590			
Annual Precipitation: 48.6 in.			
Annual Snowfall: 10.9 in.			
Average Windspeed: 7.9 (S)			
	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	47.6	90.2	70.1
Avg. Min. Temp:	29.0	69.0	48.7
Average Temp:	38.3	79.6	59.4

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$80,000,000	38.8	.0096
Radio	33,000,000	16.0	.0040
Newspaper	86,600,000	42.0	.0104
Outdoor	6,400,000	3.1	.0008
	<u>\$206,000,000</u>		<u>.0248</u>

Miscellaneous Comments

Radio Revenue Breakdown

Local	76.0%
National	21.8%
Network	2.2%
(Trade equals 9% of local - up 2% in 1990)	

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WWRB A/F (Franklin)	From ELF to REBS	\$ 4,500,000
1986	WGFX-F (Gallatin)	Sold to Capitol (Johnson)	6,600,000
1986	WYHY-F	From Republic to Jacor	7,300,000 (E)
1986	WSIX A/F	From Sky to Reams	8,125,000
1986	WWQM		406,000
1987	WSIX A/F	Sold to Hicks	8,500,000
1987	WTMG-F (Murfreesboro)		5,460,000 (never closed)
1987	WLAC A/F	From Price	NA
1987	WTMG-F	Sold to Signature	6,500,000
1987	WVOL/WQOK-F	Sold to Pinnacle	6,000,000
1988	WWRB A/F (Franklin)	From REBS to GMX	975,000
1989	WSIX A/F	From Hicks to Capstar	16,000,000
1990	WYHY-F	From Jacor to Legacy	11,000,000 (E)
1990	WSIX-AM	Sold by Capstar	600,000

NOTE: Some of these sales may not have been consummated.

NEW HAVEN

1990 ARB Rank: 90	1990 Revenue: \$15,800,000	Manager's Market Ranking (current): 3.0
1990 MSA Rank: 95	Rev per Share Point: \$398,990	Manager's Market Ranking (future): 3.7
1990 ADI Rank: Hartford ADI	Population per Station: 65,600 (6)	Duncan's Radio Market Grade: II C+
FM Base Value: NA (only 2 FM's)	1990 Revenue Change: -5.0%	Mathematical Market Grade: II C+
Base Value % : NA	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	11.8	12.8	14.0	15.2	16.7	15.8					
Yearly Growth Rate (85-90): 6.3%											
Projected Revenue Estimates:							16.2	17.3	18.3	19.4	20.7
Revenue per Capita:	23.09	24.81	26.92	29.12	31.87	30.00					
Yearly Growth Rate (85-90): 5.5%											
Projected Revenue per Capita:							31.65	33.39	35.22	37.16	39.21
Resulting Revenue Estimate:							16.7	17.7	18.8	20.0	21.2
Revenue as % of Retail Sales:	.0037	.0037	.0038	.0038	.0039	.0035					
Mean % (85-90): .0036% (assigned)											
Resulting Revenue Estimate:							17.3	18.0	19.4	20.5	22.0
							MEAN REVENUE ESTIMATE: <u>16.7</u> <u>17.7</u> <u>18.8</u> <u>20.0</u> <u>21.3</u>				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.511	.516	.520	.522	.524	.526	.528	.531	.535	.538	.540
Retail Sales (billions):	3.2	3.4	3.7	4.0	4.3	4.5	4.8	5.0	5.4	5.7	6.1

Below-the-Line Listening Shares: 47.8%
 Unlisted Station Listening: 12.6%
 Total Lost Listening: 60.4%
 Available Share Points: 39.6
 Number of Viable Stations: 5
 Mean Share Points per Station: 7.9
 Median Share Points per Station: 7.2
 Rev. per Available Share Point: \$398,990
 Estimated Rev. for Mean Station: \$3,160,000

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . Managers predict -2% to 0% revenue change in 1991 . . .

Household Income: \$41,735
 Median Age: 34.2 years
 Median Education: 12.6 years
 Median Home Value: \$61,600
 Population Change (1989-1994): 2.6%
 Retail Sales Change (1989-1994): 33.5%
 Number of Class B or C FM's: 2
 Revenue per AQH: \$25,987
 Cable Penetration: NA

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 85.9	<15 20.0	12-24 21.4	Non High School Grad: 32.0
Black 11.1	15-30 23.0	25-54 50.1	High School Grad: 35.5
Hispanic 3.0	30-50 26.5	55+ 28.6	College 1-3 years: 14.5
Other ---	50-75 20.8		College 4+ years: 18.0
	75+ 9.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Research	Echlin (281)	Southern New England	Wyatt (354)
Printing	Armtek (301)	Telecommunications	Esstar (356)
Firearms	Hubbell (436)	United Illuminating	
Textiles			
Metals			
Chemicals			
Cutlery/Silverware			
Watches and Clocks			

INC 500 Companies

Employment Breakdowns

Lester Telemarketing (264)

By Industry (SIC):

1. Health Services	18,416 (10.4%)
2. Business Services	10,463 (5.9%)
3. Eating and Drinking Places	10,383 (5.9%)
4. Educational Services	8,442 (4.8%)
5. Fabricated Metal Products	7,852 (4.4%)
6. Wholesale Trade-Durable Goods	6,678 (3.8%)
7. Food Stores	6,234 (3.5%)
8. Special Trade Contractors	5,848 (3.3%)
9. Electric & Electronic Equip	5,636 (3.2%)
10. Communication	5,274 (3.0%)

By Occupation:

Manag/Prof.	49,462 (24.2%)
Tech/Sales/Admin. Service	62,594 (30.7%)
Service	23,800 (11.7%)
Farm/Forest/Fish	1,366 (.6%)
Precision Prod.	26,703 (13.1%)
Oper/Fabri/Labor	40,124 (19.7%)

Total Metro Employees: 176,824
 Top 10 Total Employees: 85,226 (48.2%)

NEW HAVEN

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank of New Haven (218 Mil)	Yale (10,749)		Jun 79: 9.8%
Connecticut National (NA)	University of New Haven (7,044)		Dec 82: 7.0%
First Constitution (2.2 Bil)	South Connecticut State (10,733)		Sep 83: 6.2%
	Quinnpac College (3,139)		Sep 84: 4.4%
			Aug 85: 5.3%
			Aug 86: 3.9%
			Aug 87: 3.2%
			Aug 88: 3.0%
			Jul 89: 3.3%
			Jul 90: 5.1%

Total Full-Time Students: 13,780

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
	Conn. Lottery	Hartford	1. WKCI-F \$7,400,000
	SNE Telephone	Boston	2. WPLR-F 3,900,000
			3. WELI 2,300,000
			4. WAVC 1,000,000
			5. WNHC 500,000
			6. WYBC-F 250,000

Major Daily Newspapers	AM	PM	SUN	Owner
New Haven Register	105,144		139,714	Ingersoll

COMPETITIVE MEDIA

Major Over the Air Television

See Hartford

Best Restaurants	Best Hotels	Best Golf Courses
Palms	Marriott	Yale University GC
Chart House		New Haven CC
Leons		

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See New York for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$38,600,000	39.4	.0086
Radio	15,800,000	16.1	.0035
Newspaper	40,300,000	41.2	.0090
Outdoor	<u>3,200,000</u>	<u>3.3</u>	<u>.0007</u>
	\$97,900,000		.0218

Miscellaneous Comments

* Split TV ADI with Hartford. TV revenue is estimate of New Haven's share. Total TV revenue for ADI is estimated at \$141,000,000.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	WNNR		\$ 600,000
1986	WAVZ, WKCI-F	From Eastern to Noble	30,500,000
1988	WNNR (Hamden)		300,000

NOTE: Some of these sales may not have been consummated.

NEW ORLEANS

1990 ARB Rank: 36	1990 Revenue: \$31,100,000	Manager's Market Ranking (current): 2.6
1990 MSA Rank: 38	Rev per Share Point: \$344,789	Manager's Market Ranking (future): 3.3
1990 ADI Rank: 36	Population per Station: 46,626 (23)	Duncan's Radio Market Grade: I D-
FM Base Value: \$4,000,000	1990 Revenue Change: 7.0%	Mathematical Market Grade: I D
Base Value % : 12.9%	Station Turnover: 20.0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	32.0	27.9	25.5	26.9	29.1	31.1						
Yearly Growth Rate (85-90):	Negative (assigned rate of 5.1%)											
Projected Revenue Estimates:							32.7	34.3	36.1	37.9	39.8	
Revenue per Capita:	23.53	20.67	19.32	20.38	22.21	23.74						
Yearly Growth Rate (85-90):	4.9% (assigned)											
Projected Revenue per Capita:							24.90	26.12	27.40	28.75	30.15	
Resulting Revenue Estimate:							32.9	34.5	36.4	38.2	40.4	
Revenue as % of Retail Sales:	.0039	.0034	.0029	.0030	.0032	.0032						
Mean % (85-90):	.00314% (86-90 only)											
Resulting Revenue Estimate:							31.7	34.5	37.4	40.8	44.3	
	MEAN REVENUE ESTIMATE:							32.4	34.4	36.6	39.0	41.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.35	1.35	1.34	1.32	1.31	1.31	1.32	1.32	1.33	1.33	1.34
Retail Sales (billions):	7.9	8.3	8.9	9.0	9.1	9.6	10.1	11.0	11.9	13.0	14.1
Below-the-Line Listening Shares:	0.7%										
Unlisted Station Listening:	9.1%										
Total Lost Listening:	9.8%										
Available Share Points:	90.2										
Number of Viable Stations:	15										
Mean Share Points per Station:	6.0										
Median Share Points per Station:	4.6										
Rev. per Available Share Point:	\$344,789										
Estimated Rev. for Mean Station:	\$2,073,331										

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Slightly below normal

COMMENTS
 Market reports to Miller, Kaplan although WRNO and others do not cooperate . . . Managers predict 4% to 5% revenue increase in 1991

Household Income: \$26,730
 Median Age: 31.1 years
 Median Education: 12.4 years
 Median Home Value: \$54,100
 Population Change (1989-1994): 1.3%
 Retail Sales Change (1989-1994): 43.6%
 Number of Class B or C FM's: 8 + 3 = 11
 Revenue per AQH: \$17,384
 Cable Penetration:

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 64.7	<15 36.4	12-24 24.0	Non High School Grad: 36.9
Black 31.2	15-30 28.5	25-54 53.9	
Hispanic 4.1	30-50 22.6	55+ 22.1	High School Grad: 32.0
Other ---	50-75 8.7		
	75+ 3.8		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 14.7
 College 4+ years: 16.4

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Petrochemicals	McDermott (206)	First Commerce	Schwegmann Giant Super Markets
Shipping	Freeport-McMoran (211)	Hibernia	(382)
Tourism	Louisiana Land & Exploration (395)	Middle South Utilities	
Aluminum, Copper Refining	Avondale Industries (454)	Whitney Holdings	

Employment Breakdowns

By Industry (SIC):

1. Eating and Drinking Places	37,058	(8.9%)
2. Health Services	34,454	(8.3%)
3. Business Services	26,622	(6.4%)
4. Wholesale Trade-Durable Goods	18,987	(4.6%)
5. Food Stores	16,194	(3.9%)
6. Special Trade Contractors	15,259	(3.7%)
7. Educational Services	14,617	(3.5%)
8. Hotels and Other Lodging	13,814	(3.3%)
9. Water Transportation	13,724	(3.3%)
10. General Merchandise Stores	12,502	(3.0%)

By Occupation:

Manag/Prof.	121,074	(23.2%)
Tech/Sales/Admin.	170,382	(32.6%)
Service	71,468	(13.7%)
Farm/Forest/Fish	4,213	(.8%)
Precision Prod.	71,737	(13.7%)
Oper/Fabri/Labor	83,366	(16.0%)

Total Metro Employees: 414,760
 Top 10 Total Employees: 203,231 (49.0%)

NEW ORLEANS

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First NBC (2.6 Bil)	Tulane (10,232)	New Orleans (NAS (715) ?	Jun 79: 6.5%
Hibernia National (5.7 Bil)	Loyola (4,859)	New Orleans NSA (2,000) ?	Dec 82: 10.0%
Whitney National (2.7 Bil)	University of New Orleans (16,356)		Sep 83: 10.8%
	Southern University of New Orleans (2,870)		Sep 84: 8.7%
			Aug 85: 11.2%
			Aug 86: 10.5%
			Aug 87: 9.0%
			Aug 88: 8.8%
			Jul 89: 8.8%
			Jul 90: 5.8%

Total Full-Time Students: 35,141

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Peter Mayer Sackett	Coke & Pepsi Mervyn's McDonalds Time Saver	1. WWL \$5,700,000 2. WEZB-F 5,400,000 3. WYLD A/F 3,200,000 4. WQUE A/F 3,100,000 5. WLTS-F 2,600,000 6. WIMG-F 2,300,000	7. WRNO-F \$1,700,000 8. WNOE A/F 1,600,000 9. KQLD-F 1,600,000 10. WCKW-F 1,000,000 11. WBYU 800,000 12. WMXZ-F 700,000

Major Daily Newspapers	AM	PM	SUN	Owner
New Orleans Times-Picayune	281,919	(AD)	334,313	Newhouse

COMPETITIVE MEDIA

Major Over the Air Television

WDSU	New Orleans	6	NBC	Pulitzer
WGNO	New Orleans	26		Tribune Co.
WNOL	New Orleans	38		Quincy Jones
WVUE	New Orleans	8	ABC	Burnham
WWL	New Orleans	4	CBS	Rampart
WYES	New Orleans	12	PBS	

Best Restaurants	Best Hotels	Best Golf Courses
Ruth Chris (steak) Arnauds (French) Commander's Palace Bonton (Cajun) Brennan's	Windsor Court Meridian Fairmont Westin - Canal	Beau Chene English Turn Lakewood

WEATHER DATA

Elevation: 4
Annual Precipitation: 58.9 in.
Annual Snowfall: 0.1 in.
Average Windspeed: 8.4

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$83,000,000	39.3	.0086
Radio	31,100,000	14.7	.0032
Newspaper	89,400,000	42.3	.0093
Outdoor	7,700,000	3.6	.0008
	\$211,200,000		.0219

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	62.3	90.4	77.7
Avg. Min. Temp:	46.5	73.3	58.9
Average Temp:	52.9	81.9	68.3

Miscellaneous Comments

Radio Revenue Breakdown

Local 79.9%
National 21.1%

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1987	WSMB		850,000
1988	WTIX	Sold by Price	1,300,000
1988	KHAA-F (Port Sulphur)	From Salem to Beasley	3,400,000
1989	WWL, WIMG-F	Sold to Keymarket	13,100,000
1989	WNOE A/F	Sold to Newmarket	7,250,000

NOTE: Some of these sales may not have been consummated.

NEW YORK

1990 ARB Rank: 1 1990 Revenue: \$335,600,000 Manager's Market Ranking (current): 3.9
 1990 MSA Rank: 2 Rev per Share Point: \$3,775,028 Manager's Market Ranking (future): 3.9
 1990 ADI Rank: 1 Population per Station: 336,335 (42) Duncan's Radio Market Grade: I A
 FM Base Value: \$41,000,000 1990 Revenue Change: 6.1% Mathematical Market Grade: I A
 Base Value %: 12.2% Station Turnover: 8%

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	226.5	249.0	275.0	294.2	315.7	335.6					
Yearly Growth Rate (85-90): 8.1% (assigned rate of 6.6%)											
Projected Revenue Estimates:							349.0	372.1	396.6	420.4	448.2
Revenue per Capita:	15.10	16.27	17.97	19.10	20.50	21.79					
Yearly Growth Rate (85-90): 7.6%											
Projected Revenue per Capita:							23.31	25.09	26.99	28.88	30.91
Resulting Revenue Estimate:							361.3	388.0	421.0	453.4	485.3
Revenue as % of Retail Sales:	.0026	.0027	.0028	.0027	.0029	.0029					
Mean % (85-90): .00277%											
Resulting Revenue Estimate:							340.4	358.0	382.3	406.4	434.0
MEAN REVENUE ESTIMATE:	350.2	372.7	400.0	426.7	453.8						

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	15.1	15.3	15.3	15.4	15.4	15.4	15.5	15.5	15.6	15.7	15.7
Retail Sales (billions):	85.9	93.4	98.7	107.1	110.0	115.9	121.1	128.9	138.0	146.7	156.6

Below-the-Line Listening Shares: 0.7% Confidence Levels
 Unlisted Station Listening: 10.4%
 Total Lost Listening: 11.1% 1990 Revenue Estimates: Normal
 Available Share Points: 88.9 1991-1995 Revenue Projections: Normal

Number of Viable Stations: 25
 Mean Share Points per Station: 3.56
 Median Share Points per Station: 3.4
 Rev. per Available Share Point: \$3,775,028
 Estimated Rev. for Mean Station: \$13,424,000

COMMENTS

Market reports to Miller, Kaplan . . . WLIB/WBLS-f and all the Hispanic stations do not cooperate so I made estimates . . . Managers predict 4% to 6% increase in 1991 . . .

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$41,370				
Median Age: 35.2 years				
Median Education: 12.4 years				
Median Home Value: \$63,300				
Population Change (1989-1994): 2.1%	White 68.9	<15 25.1	12-24 20.3	Non High School
Retail Sales Change (1989-1994): 33.4%	Black 17.6	15-30 23.4	25-54 52.5	Grad: 33.7
Number of Class B or C FM's: 17	Hispanic 13.5	30-50 23.1	55+ 27.2	High School Grad:
Revenue per AQH: \$13,524	Other ---	50-75 17.4		33.2
Cable Penetration: 49%		75+ 11.0		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 13.6

COMMERCE AND INDUSTRY

College 4+ years: 19.5

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Financial	Exxon (3) IBM (4)	Alexander & Alexander Srv.	RJR Nabisco (3)
Tourism	Mobil (6) Texaco (8)	Allegheny Power System	Continental Grain (5)
Communications	Philip Morris (10)	AMAX	United Parcel Services (6)
Advertising	Pepsico (26)	Amerada Hess	RH Macy (9)
Shipping	International Paper (42)	American Cynamid	Supermarkets General (10)
Clothing	Borden (59)	AT&T	MacAndrews & Forbes Holdings (12)
Publishing	Unilever U.S. (63)	Anchor Savings Bank FSB	Drexel Burnham Lambert (19)
	Hanson Industries, NA (67)	ADP	Ernst & Young (21)
	W.R. Grace (69)	Armco	KPMG (22)
	Bristol-Myers (73)	Bank of New York	American Standard (26)
	Merck (74)	Bankers Trust New York	Goldman, Sachs (31)
	(and many, many more. . .)	Capital Cities/ABC	Coopers & Lybrand (34)
		(and many, many more. . .)	

INC 500 Companies	Employment Breakdowns		
Llusk Int'l. (5)			
KTI (13)	By Industry (SIC):		By Occupation:
Revelation Tech. (26)	1. Business Services	560,715 (8.8%)	Manag/Prof. 1,911,932 (27.0%)
Concept Omega (68)	2. Health Services	537,169 (8.5%)	Tech/Sales/Admin. 2,474,676 (35.0%)
Trinity Products (74)	3. Wholesale Trade-Durable Goods	300,682 (4.7%)	Service 901,194 (12.7%)
Champion Mortgage (109)	4. Eating and Drinking Places	293,368 (4.6%)	Farm/Forest/Fish 38,213 (.6%)
CitiCam Video Srv (120)	5. Wholesale Trade-Nondurable Gds	260,871 (4.1%)	Precision Prod. 708,203 (10.0%)
Mid-Atlantic Med. Svc (139)	6. Banking	232,732 (3.7%)	Oper/Fabri/Labor 1,040,687 (14.7%)
Francialli, Kichartz, Weinman & Fliss (145)	7. Special Trade Contractors	196,353 (3.1%)	
Colter Bay Intl. (176)	8. Printing and Publishing	181,402 (2.9%)	
Leros Point to Point (194)	9. Food Stores	176,945 (2.8%)	
JMRS (213)	10. Educational Services	167,957 (2.6%)	
(and many, many more. . .)			

Total Metro Employees: 6,342,285
 Top 10 Total Employees: 2,908,194 (45.9%)

NEW YORK

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bankers Trust (55.3 Bil)	St. John's (19,123)	Ft. Monmouth (10,999)	Jun 79: 10.0%
Chase Manhattan (76.0 Bil)	Columbia (17,017)	Ft. Hamilton (1,950)	Dec 82: 9.1%
Chemical (78 Mil)	NYU (33,014)	West Point (8,733)	Sep 83: 10.6%
Citibank (141.5 Bil)	Brooklyn College (14,437)	Governor's Island (3,451) ?	Sep 84: 9.2%
Manufacturers Hanover (59.2 Bil)	Fordham (12,340)		Aug 85: 7.1%
Bank of New York (NA)			Aug 86: 6.3%
Marine Midland (25.9 Bil)			Aug 87: 5.1%
			Aug 88: 4.6%
			Jul 89: 5.0%
			Jul 90: 7.2%

Total Full-Time Students: 441,541

Highest Billing Stations

RADIO BUSINESS INFORMATION			1. WINS	\$26,700,000	12. WQHT-F	\$14,300,000
Heavy Agency	Largest Local	Source of	2. WCBS-F	25,500,000	13. WRKS-F	13,300,000
Radio Users	Radio Accounts	Regional Dollars	3. WLTW-F	25,000,000	14. WBLB-F	12,900,000
Corinthian	NY Lottery		4. WFAN	23,000,000	15. WPAT A/F	12,000,000
Bozell & Jacobs	McDonalds		5. WCBS	22,000,000	16. WYNY-F	10,100,000
Young & Rubicomb	Coke & Pepsi		6. WHTZ-F	20,200,000	17. WNEW	9,600,000
Ogilvy & Mather	Channel Home Centers		7. WXRK-F	20,000,000	18. WPLJ-F	9,200,000
BBDO	NY Telephone		8. WNEW-F	19,600,000	19. WQCD-F	8,800,000
and many others. . .	Seamans Furniture		9. WNSR-F	19,500,000	20. WNCN-F	5,700,000
			10. WOR	18,000,000	21. WQXR-F	5,400,000
			11. WABC	15,800,000		

Major Daily Newspapers	AM	PM	SUN	Owner
New York Daily News	1,180,139		1,461,316	Tribune Co.
New York Post	504,720			Murdoch
New York Times	1,149,683		1,706,013	New York Times Co.
Newsday	711,264 (AD)		713,779	Times-Mirror

Best Restaurants	Best Hotels	Best Golf Courses
Le Cynge (French)	Pierre	Winged Foot
Palm (steak)	St. Regis	Shinnecock Hills
Amalfi (Italian)	Waldorf-Astoria	Baltusrol
Giambelli's (Italian)	St. Moritz	Quaker Ridge
Captain Table (seafood)	Helmsly Palace	Plainfield
Le Cirque	Plaza	Maidstone
... and many more	Four Seasons	Garden City CC
		National Golf Links

COMPETITIVE MEDIA

Major Over the Air Television			
WABC New York	7	ABC	Cap Cities/ABC
WCBS New York	2	CBS	CBS
WNBC New York	4	NBC	NBC/GE
WNET Newark	13	PBS	
WNYW New York	5	Fox	
WWOR Secaucus	9	MCA	
WPIX New York	11	Tribune Co.	
WNJU Linden, NJ	47	Telemundo Group	
WXTV Paterson	41	Hallmark	

WEATHER DATA	
Elevation:	132
Annual Precipitation:	43.6 in.
Annual Snowfall:	29.1 in.
Average Windspeed:	9.4 (NW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$1,060,000,000	40.8	.0091
Radio	335,600,000	12.9	.0029
Newspaper	1,100,000,000	42.3	.0095
Outdoor	100,000,000	3.9	.0024
	\$2,595,600,000		.0224

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	38.5	85.2	62.3
Avg. Min. Temp:	25.9	68.0	46.7
Average Temp:	32.2	76.6	54.5

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WFAN	From Doubleday to Emmis	15,000,000	Radio Revenue Breakdown	
1986	WQHT-F	From Doubleday to Emmis	21,000,000	Local	85.9%
1986	WADO	Sold to Tichenor (never completed)	20,000,000	National	14.1%
1986	WNEW	From Metromedia to Metropolitan	18,000,000	FM has 58% share of revenue	
1986	WNEW-F	From Metromedia to Metropolitan	52,000,000		
1986	WMCA	From Straus to Federal	10,300,000		
1987	WADO	Resold for:	15,000,000		
1988	WNBC	From NBC to Emmis	26,000,000 (E)		
1988	WYNY-F	From NBC to Emmis	39,000,000 (E)		
1988	WYNY-F (103.5)	From Emmis to Westwood One	41,000,000 (E)		
1988	1050-AM	From Emmis to SBS	23,000,000 + Tax. Cert.		
1988	WNEW	From Metropolitan to Sillerman	22,000,000		
1988	WNEW	50% from Sillerman to Westwood One	11,000,000		
1988	WNEW-F	From Metropolitan to Sillerman	80,000,000 (E)		
1988	WSKQ-F	Sold to SBS	20,000,000 (E) + 1050-AM		
1988	WRKS-F	From RKO to Summit	50,000,000		
1988	WOR	From RKO to Buckley	24,000,000		
1989	WNJR (Newark)		4,100,000		
1989	WNYM	Sold by Salem	13,000,000		
1989	WMCA	From Federal to Salem	14,600,000		
1989	WKDM	From United to TA/Shaw	8,000,000 (cancelled)		
1989	WNEW (50%)	From Westwood One to Command	15,300,000 (cancelled)		
1989	WNEW-F	From Sillerman to Westinghouse	84,000,000 (E)		

NOTE: Some of these sales may not have been consummated.

NORFOLK

1990 ARB Rank: 33	1990 Revenue: \$31,700,000	Manager's Market Ranking (current): 3.0
1990 MSA Rank: 33	Rev per Share Point: \$347,969	Manager's Market Ranking (future): 3.6
1990 ADI Rank: 42	Population per Station: 42,392 (27)	Duncan's Radio Market Grade: I C
FM Base Value: \$4,300,000	1990 Revenue Change: -2.8%	Mathematical Market Grade: I D
Base Value % : 13.6%	Station Turnover: 46.9%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	28.2	29.2	30.4	32.2	32.6	31.7					
Yearly Growth Rate (85-90):	2.4% (assigned rate of 5.3%)										
Projected Revenue Estimates:							32.7	34.4	36.2	38.1	40.1
Revenue per Capita:	20.87	22.29	22.69	23.50	23.62	22.81					
Yearly Growth Rate (85-90):	1.9% (assigned rate of 4.8%)										
Projected Revenue per Capita:							23.91	25.05	26.25	27.52	28.84
Resulting Revenue Estimate:							33.7	36.1	38.3	40.7	43.3
Revenue as % of Retail Sales:	.0037	.0037	.0035	.0035	.0033	.0030					
Mean % (85-90):	.0030% (assigned)										
Resulting Revenue Estimate:							33.6	35.7	38.7	41.4	45.0
							MEAN REVENUE ESTIMATE: 33.3 35.4 37.7 40.1 42.8				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.29	1.31	1.34	1.37	1.38	1.39	1.41	1.44	1.46	1.48	1.50
Retail Sales (billions):	7.3	8.0	8.6	9.2	9.9	10.6	11.2	11.9	12.9	13.8	15.0

Below-the-Line Listening Shares:	0.0										
Unlisted Station Listening:	8.9%										
Total Lost Listening:	8.9%										
Available Share Points:	91.1										
Number of Viable Stations:	16										
Mean Share Points per Station:	5.7										
Median Share Points per Station:	5.1										
Rev. per Available Share Point:	\$347,969										
Estimated Rev. for Mean Station:	\$1,981,248										

Confidence Levels

1990 Revenue Estimates: Normal
1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Price, Waterhouse . . . WOFM and WKEZ do not participate . . . Managers predict 0% to 3% growth in 1991 . . .

Household Income: \$34,700											
Median Age: 30.1 years											
Median Education: 12.5 years											
Median Home Value: \$46,100											
Population Change (1989-1994): 7.3%											
Retail Sales Change (1989-1994): 39.8%											
Number of Class B or C FM's: 12 + 1 = 13											
Revenue per AQH: \$17,940											
Cable Penetration: 62%											

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 17.1

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Ship Building		Norfolk Southern	Farm Fresh (208)
Research		Sovran Financial	
Fishing			
Military			
Food Processing			

College 4+ years: 15.8

INC 500 Companies

Employment Breakdowns

Integrated Systems Control (244)

By Industry (SIC):

By Occupation:

1. Transportation Equipment	36,093	(9.3%)	Manag/Prof.	102,967	(23.0%)
2. Eating and Drinking Places	32,777	(8.4%)	Tech/Sales/Admin.	139,070	(31.1%)
3. Health Services	31,607	(8.1%)	Service	63,508	(14.2%)
4. Special Trade Contractors	22,146	(5.7%)	Farm/Forest/Fish	5,750	(1.3%)
5. Business Services	21,229	(5.4%)	Precision Prod.	67,945	(15.2%)
6. Food Stores	15,874	(4.1%)	Oper/Fabri/Labor	67,881	(15.2%)
7. Miscellaneous Retail	13,344	(3.4%)			
8. Wholesale Trade-Durable Goods	12,586	(3.2%)			
9. Automotive Dealers	11,982	(3.1%)			
10. General Merchandise Stores	11,430	(2.9%)			

Total Metro Employees: 389,771
Top 10 Total Employees: 209,068 (53.6%)

NORFOLK

Largest Local Banks

Central Fidelity (4.8 Bil)
 Dominion (930 Mil)
 Sovran (12.4 Bil)

Colleges and Universities

Old Dominion (15,626)
 William & Mary (6,640)
 Norfolk State (7,233)
 Hampton University (4,260)
 Total Full-Time Students: 35,576

Military Bases

Langley AFB (10,901)
 Ft. Monroe (1,200) ?
 Norfolk Naval (89,000) ?
 Oceana NAS (N/A) ?
 Ft. Eustic (9,833)
 Little Creek Naval (3,950) ?
 Dam Neck Training Center (4,000) ?
 Norfolk Naval Shipyard (NA) ?
 Yorktown Naval Station (700) ?

Unemployment

Jun 79: 6.0%
 Dec 82: NA %
 Sep 83: 9.6%
 Sep 84: 4.3%
 Aug 85: 5.0%
 Aug 86: 4.1%
 Aug 87: 4.5%
 Aug 88: 4.3%
 Jul 89: 3.6%
 Jul 90: 4.3%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Lawler Ballard
 Barker Campbell
 Hambright

Largest Local Radio Accounts

McDonalds
 Budweiser
 Haynes Furniture
 Farm Fresh Markets
 Virginia Lottery

Source of Regional Dollars

Richmond
 Washington
 Baltimore

Highest Billing Stations

1. WNOR A/F	\$4,600,000	6. WFOG-F	\$2,800,000
2. WCMS A/F	4,300,000	7. WOWI-F/WBSK	2,700,000
3. WWDE-F	4,000,000	8. WLTY-F/WTAR	2,500,000
4. WAFX-F	3,600,000	9. WJQI A/F	2,200,000
5. WNVZ-F	3,000,000	10. WMYK-F	1,600,000

Major Daily Newspapers

	AM	PM	SUN	Owner
Virginia-Pilot	151,251			Landmark
Ledger-Star		79,012		Landmark
Virginia Pilot/Ledger-Star			236,886	Landmark
Newport News Press	79,082		118,464	Tribune Co.
Newport News Times-Herald		26,415		Tribune Co.

Best Restaurants

Ship's Cabin (seafood)
 Wesley's
 La Galleria
 Isle of Capri

Best Hotels

Omni
 Virginia Beach Plaza
 Airport Hilton
 Radisson

Best Golf Courses

Williamsburg Inn
 Kingsmill
 (Williamsburg)
 Hell's Point
 Ford's Colony

COMPETITIVE MEDIA

Major Over the Air Television

WAVY	Portsmouth	10	NBC	LIN
WHRO	Hampton	15	PBS	
WTKR	Norfolk	3	CBS	Narragansett
WTVZ	Norfolk	33	Fox	
WVEC	Hampton	13	ABC	Belo
WGNT	Portsmouth	27		Centennial

WEATHER DATA

Elevation: 24
 Annual Precipitation: 45.2 in.
 Annual Snowfall: 7.2 in.
 Average Windspeed: 10.6 (SW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$70,500,000	36.3	.0068
Radio	31,700,000	16.3	.0030
Newspaper	84,000,000	43.2	.0079
Outdoor	8,100,000	4.2	.0008
	\$194,300,000		.0185

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	48.8	86.6	68.0
Avg. Min. Temp:	32.2	50.6	50.6
Average Temp:	40.5	59.3	59.3

Miscellaneous Comments

Radio Revenue Breakdown

Local 77.9%
 National 22.1%

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WLPM	Sold by JAG	\$ 600,000
1986	WAFX-F	From Southern Starr to Downs	4,150,000
1986	WNOR A/F	From Josephson to Saga	10,000,000
1986	WWDE-F	Sold to Edens	7,500,000
1986	WNVZ-F	From S&F to Capitol (Goodman)	NA
1986	WKEZ-F (Yorktown)	Sold to Eure	2,000,000
1986	WPEX (Hampton)		485,000
1986	WJQI A/F	Sold to Coleman	4,150,000
1987	WRAP	Sold to Sinclair	750,000
1987	WNIS	Sold by Sinclair	575,000
1987	WZAM	Sold by Benns	550,000
1988	WMYK-F	From Benns to Lucci	6,000,000
1989	WXRI-F	From CBN to WIN/ML	5,000,000
1989	WRAP	Sold to Ragan Henry	400,000
1989	WOWI-F	From Willis to Ragan Henry	8,300,000
1989	WNVZ-F	From Capitol (Goodman) to Wilkes-Schwartz	7,500,000
1989	WFOG-F	From JAG to Sunshine Wireless	8,000,000
1989	WMYK-F (Eliza. City)	From Paul Lucci to Paco - Jon	7,500,000
1989	WOFM-F (Moyock)		3,075,000
1990	WAFX-F	From Downs to Radio Ventures	10,000,000
1990	WGH A/F	From Susquehanna to Paco-Jon	6,500,000 + tax cert.
1990	WLPM (Suffolk)		300,000

NOTE: Some of these sales may not have been consummated.

OKLAHOMA CITY

1990 ARB Rank: 48
 1990 MSA Rank: 53
 1990 ADI Rank: 40
 FM Base Value: \$2,600,000
 Base Value % : 11.1%

1990 Revenue: \$23,400,000
 Rev per Share Point: \$253,796
 Population per Station: 42,815 (19)
 1990 Revenue Change: 1.0%
 Station Turnover: 0%

Manager's Market Ranking (current): 1.9
 Manager's Market Ranking (future): 2.4
 Duncan's Radio Market Grade: II D+
 Mathematical Market Grade: II B-

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	24.0	21.4	20.7	22.4	23.2	23.4					
Yearly Growth Rate (85-90):	Negative - Assigned growth rate of 5.0%										
Projected Revenue Estimates:							24.2	25.4	26.7	28.0	29.4
Revenue per Capita:	24.39	21.62	20.93	22.76	23.82	23.93					
Yearly Growth Rate (85-90):	Negative - Assigned growth rate of 5.2%										
Projected Revenue per Capita:							25.17	26.48	27.86	29.31	30.83
Resulting Revenue Estimate:							24.7	26.2	27.7	29.9	31.8
Revenue as % of Retail Sales:	.0032	.0028	.0028	.0030	.0031	.0030					
Mean % (85-90):	.00298%										
Resulting Revenue Estimate:							24.7	26.5	28.6	31.0	33.4
MEAN REVENUE ESTIMATE:							24.5	26.0	27.7	29.6	31.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.984	.990	.989	.984	.974	.978	.982	.988	.994	1.02	1.03
Retail Sales (billions):	7.5	7.6	7.4	7.4	7.4	7.8	8.3	8.9	9.6	10.4	11.2

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: 7.8%
 Total Lost Listening: 7.8%
 Available Share Points: 92.2
 Number of Viable Stations: 12
 Mean Share Points per Station: 7.7
 Median Share Points per Station: 7.1
 Rev. per Available Share Point: \$253,796
 Estimated Rev. for Mean Station: \$1,950,000

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford . . . KZBS is still the only station which does not cooperate and we made estimates . . . Managers predict 3% to 5% revenue increase in 1991 . . .

Household Income: \$26,669
 Median Age: 32.0 years
 Median Education: 12.7 years
 Median Home Value: \$42,200
 Population Change (1989-1994): 4.6%
 Retail Sales Change (1989-1994): 45.5%
 Number of Class B or C FM's: 9
 Revenue per AQH: \$20,419
 Cable Penetration: 55%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 86.0	<15 34.0	12-24 22.9	Non High School
Black 8.6	15-30 32.8	25-54 54.1	Grad: 27.0
Hispanic 2.2	30-50 22.6	55+ 22.9	High School Grad: 35.0
Other 3.2	50-75 7.5		
	75+ 3.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 19.2

College 4+ years: 18.8

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Oil	Kerr-McGee (157)	Fleming Companies	Oklahoma Publishing (219)
Military	Wilson Foods (276)	Oklahoma Gas & Electric	Homeland (246)
Government			
Electronics			
Automotive			

INC 500 Companies Employment Breakdowns

Express Services (97)	By Industry (SIC):	By Occupation:
1. Eating and Drinking Places	30,483 (9.8%)	Manag/Prof. 94,780 (23.6%)
2. Health Services	25,073 (8.0%)	Tech/Sales/Admin. 136,430 (34.0%)
3. Business Services	15,689 (5.0%)	Service 47,915 (11.9%)
4. Wholesale Trade-Durable Goods	13,821 (4.4%)	Farm/Forest/Fish 5,751 (1.5%)
5. Food Stores	11,452 (3.7%)	Precision Prod. 56,291 (14.0%)
6. Electric & Electronic Equip	10,922 (3.5%)	Oper/Fabri/Labor 60,214 (15.0%)
7. Wholesale Trade-Nondurable Gds	9,774 (3.1%)	
8. Oil and Gas Extraction	8,903 (2.8%)	
9. Special Trade Contractors	8,826 (2.8%)	
10. Membership Organizations	8,811 (2.8%)	
Total Metro Employees: 312,441		
Top 10 Total Employees: 143,754 (46.0%)		

OKLAHOMA CITY

Largest Local Banks

Bank of Oklahoma (1.7 Bil)
Liberty National (1.3 Bil)

Colleges and Universities

Central State (13,264)
Oklahoma City (2,687)
University of Oklahoma-Norman (21,365)

Military Bases

Tinker AFB (25,641)

Unemployment

Jun 79: 3.2%
Dec 82: 4.9%
Sep 83: 6.1%
Sep 84: 6.1%
Aug 85: 5.3%
Aug 86: 9.3%
Aug 87: 6.0%
Aug 88: 5.4%
Jul 89: 4.6%
Jul 90: 4.4%

Total Full-Time Students:

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Ackerman
Jordan
Holderby
Runkle Moroch
Hendrix
Pattie Meis

Largest Local Radio Accounts

Coke & Pepsi
McDonalds
Jones Auto
Frazier Auto

Source of Regional Dollars

Tulsa
Dallas
Wichita

Highest Billing Stations

1. KXXY A/F \$5,300,000
2. KAIT-F 2,600,000
3. KTOK 2,500,000
4. KMGL-F 1,800,000
5. KJYO-F 1,700,000
6. KKNG-F 1,600,000
7. KRXO-F 1,500,000
8. KLTE-F 1,400,000
9. KOMA 1,350,000
10. KZBS-F 1,250,000
11. KEBC-F 1,000,000
12. WKY 700,000

Major Daily Newspapers

Oklahoma City Oklahoman

AM

225,861

PM

SUN

322,717

Owner

Gaylord

Best Restaurants

Greystone (seafood/steak)
Coachhouse
Michaels

Best Hotels

Waterford
Marriott

Best Golf Courses

Oak Trees (Edmond)
Twin Hills

COMPETITIVE MEDIA

Major Over the Air Television

KAUT	Oklahoma City	43	Fox	Heritage
KETA	Oklahoma City	13	PBS	
KCMC	Oklahoma City	34		
KOCO	Oklahoma City	5	ABC	Gannett
KOKH	Oklahoma City	25		
KTVY	Oklahoma City	4	NBC	Palmer
KWTV	Oklahoma City	9	CBS	Griffin

WEATHER DATA

Elevation:1285
Annual Precipitation: 31.7 in.
Annual Snowfall:9.2 in.
Average Windspeed:12.9 (SSE)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$66,000,000	37.9	.0085
Radio	23,400,000	13.4	.0030
Newspaper	79,000,000	45.4	.0101
Outdoor	5,400,000	3.2	.0007
	\$174,000,000		.0223

NOTE: Use Newspaper and Outdoor estimates with caution.

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	47.6	92.6	71.1
Avg. Min. Temp:	26.0	70.4	48.7
Average Temp:	36.8	81.5	59.9

Miscellaneous Comments

Radio Revenue Breakdown

Local 81.0%
National 16.3%
Network 2.7%
(Trade equals 8% of local - up 24% in 1990)

Major Radio Station Sales Since 1986

1986	KEBC-F	Sold to Van Wagner	4,000,0008
1987	KXXY A/F	From Summit to New Market	NA
1987	KKNG-F	From Swanson to NewCity	NA
1988	KMGL-F	From Guy Gannett to Renda	3,050,000
1988	KEBC-F	From Van Wagner to Independence	3,900,000
1988	KOMA, KRXO-F	From Price to Diamond	4,650,000
1988	KLTE-F	From Mel Wheeler to Entercom	4,150,000
1988	KKNG-F	From NewCity to Wilks-Schwartz	3,400,000
1989	KJIL-F (Bethany)	From Swaggert to CBN	1,000,000

NOTE: Some of these sales may not have been consummated.

OMAHA

1990 ARB Rank: 73	1990 Revenue: \$20,100,000	Manager's Market Ranking (current): 3.4
1990 MSA Rank: 82	Rev per Share Point: \$228,150	Manager's Market Ranking (future): 3.7
1990 ADI Rank: 73	Population per Station: 38,984 (13)	Duncan's Radio Market Grade: II B-
FM Base Value: \$3,700,000	1990 Revenue Change: 6.2%	Mathematical Market Grade: II B
Base Value % : 18.4%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	15.5	16.7	16.7	18.2	19.0	20.1					
Yearly Growth Rate (85-90): 6.3%											
Projected Revenue Estimates:							21.0	22.3	23.6	25.0	26.4
Revenue per Capita:	25.33	27.06	26.89	29.21	30.59	32.26					
Yearly Growth Rate (85-90): 4.9%											
Projected Revenue per Capita:							33.84	35.50	37.24	39.06	40.97
Resulting Revenue Estimate:							21.2	22.3	23.5	24.7	26.0
Revenue as % of Retail Sales:	.0040	.0042	.0040	.0041	.0041	.0042					
Mean % (85-90): .0041%											
Resulting Revenue Estimate:							20.6	22.1	24.2	26.2	27.9
MEAN REVENUE ESTIMATE:							20.9	22.2	23.8	25.3	26.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.612	.617	.621	.623	.621	.623	.626	.629	.631	.633	.635
Retail Sales (billions):	3.8	4.0	4.1	4.4	4.6	4.8	5.0	5.4	5.9	6.4	6.8
Below-the-Line Listening Shares: 2.4%											
Unlisted Station Listening: 9.5%											
Total Lost Listening: 11.9%											
Available Share Points: 88.1											
Number of Viable Stations: 10.5											
Mean Share Points per Station: 8.4											
Median Share Points per Station: 7.6											
Rev. per Available Share Point: \$228,150											
Estimated Rev. for Mean Station: \$1,914,287											

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . Managers predict 4% to 6% revenue increase in 1991 . . .

Household Income: \$35,758
 Median Age: 31.4 years
 Median Education: 12.7 years
 Median Home Value: \$39,900
 Population Change (1989-1994): 2.1%
 Retail Sales Change (1989-1994): 41.0%
 Number of Class B or C FM's: 6 + 1 = 7
 Revenue per AQH: \$25,000
 Cable Penetration: 58%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 90.6	<15 23.5	12-24 23.6	Non High School
Black 7.3	15-30 28.2	25-54 53.9	Grad: 23.4
Hispanic 2.0	30-50 28.0	55+ 22.4	High School Grad:
Other 0.1	50-75 14.6		40.2
	75+ 5.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 17.9
 College 4+ years: 18.5

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Meat and Food Processing	Conagra (44)	Berkshire Hathaway	Peter Kiewit & Sons (14)
Farm Machinery	Berkshire Hathaway (205)	Commercial Federal	Scoular (61)
Agribusiness	Ag Processing		Beef America (87)
Telephone Apparatus			Pamida (303)

Employment Breakdowns

By Industry (SIC):			By Occupation:		
1. Health Services	23,325	(10.1%)	Manag/Prof.	65,028	(24.6%)
2. Eating and Drinking Places	18,424	(7.9%)	Tech/Sales/Admin.	89,739	(33.9%)
3. Business Services	16,957	(7.3%)	Service	36,232	(13.6%)
4. Insurance Carriers	15,323	(6.6%)	Farm/Forest/Fish	5,288	(2.0%)
5. Wholesale Trade-Durable Goods	11,214	(4.8%)	Precision Prod.	29,338	(11.1%)
6. Trucking and Warehousing	7,957	(3.4%)	Oper/Fabri/Labor	39,129	(14.8%)
7. Special Trade Contractors	7,686	(3.3%)			
8. Food Stores	7,595	(3.3%)			
9. Food and Kindred Products	7,432	(3.2%)			
10. Wholesale Trade-Nondurable Gds	7,010	(3.0%)			

Total Metro Employees: 231,783
 Top 10 Total Employees: 122,923 (53.0%)

OMAHA

Largest Local Banks

FirstTier (1.2 Bil)
First National (799 Mil)
Norwest (1.5 Bil)

Colleges and Universities

University of Nebraska-Omaha (13,832)
Creighton (5,913)

Military Bases

Offutt AFB (13,792)

Unemployment

Jun 79: 4.9%
Dec 82: N/A
Sep 83: 5.1%
Sep 84: 4.2%
Aug 85: 5.5%
Aug 86: 4.6%
Aug 87: 4.7%
Aug 88: 3.8%
Jul 89: 3.7%
Jul 90: 2.7%

Total Full-Time Students: 17,949

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Smith Kaplan
HMJ

Largest Local Radio Accounts

Nebraska Furniture
McDonalds
Youngkers

Source of Regional Dollars

Kansas City
Lincoln
Des Moines

Highest Billing Stations

1. WOW A/F \$3,600,000
2. KEZO A/F 3,400,000
KFAB 3,400,000
4. KQKQ-F 3,100,000
5. KEFM-F 2,100,000
6. KGOR-F 1,900,000
7. KESY A/F 1,350,000
8. KKAR 600,000

Major Daily Newspapers

Omaha World-Herald

AM

123,540

PM

96,989

SUN

286,935

Owner

COMPETITIVE MEDIA

Major Over the Air Television

KETV Omaha 7 ABC Pulitzer
KMTV Omaha 3 CBS Lee
KPTM Omaha 42 Fox Pappas
WOWT Omaha 6 NBC San Francisco Chronical

Best Restaurants

French Cafe (French)
Ross Steak House
Blue Fox

Best Hotels

Embassy Suites
Marriott
Red Lion
Radisson

Best Golf Courses

Happy Hollow
Highland CC
Omaha CC

WEATHER DATA

Elevation: 977
Annual Precipitation: 28.5 in.
Annual Snowfall: 32.5 in.
Average Windspeed: 10.9 (SSE)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$48,000,000	38.5	.0100
Radio	20,100,000	16.1	.0042
Newspaper	52,500,000	42.1	.0109
Outdoor	4,000,000	3.2	.0008
	\$124,600,000		.0259

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	32.7	88.6	62.8
Avg. Min. Temp:	12.4	65.8	40.2
Average Temp:	22.6	77.2	51.5

Miscellaneous Comments

Radio Revenue Breakdown

Local 81.9%
National 16.1%
Network 2.0%
(Trade equals 9% of local - up 45% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KESY A/F	Sold to Sun Group	\$ 6,250,000
1986	KFAB, KGOR-F	From May to Henry	22,000,000
1987	KLNG		320,000 (E)
1987	KOIL		900,000
1988	KEZO A/F	From Albimar to Narragansett	8,500,000
1989	KLNG		250,000
1989	KOIL, KOMJ-F	Sold to Ovation (CANCELLED)	5,700,000

NOTE: Some of these sales may not have been consummated.

ORLANDO

1990 ARB Rank: 42	1990 Revenue: \$46,200,000	Manager's Market Ranking (current): 4.3
1990 MSA Rank: 46	Rev per Share Point: \$549,582	Manager's Market Ranking (future): 4.4
1990 ADI Rank: 25	Population per Station: 42,610 (20)	Duncan's Radio Market Grade: II A+
FM Base Value: \$13,000,000	1990 Revenue Change: 4.4%	Mathematical Market Grade: II A+
Base Value % : 28.3%	Station Turnover: 7.7%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	31.2	35.5	37.3	40.6	44.4	46.2					
Yearly Growth Rate (85-90): 8.2% (assigned rate of 7.3%)											
Projected Revenue Estimates:							48.5	52.1	55.7	59.3	62.9
Revenue per Capita:	34.67	38.38	38.89	41.05	42.69	43.18					
Yearly Growth Rate (85-90): 4.5%											
Projected Revenue per Capita:							45.12	47.15	49.28	51.49	53.81
Resulting Revenue Estimate:							50.0	54.2	58.2	62.3	66.7
Revenue as % of Retail Sales:	.0049	.0054	.0052	.0050	.0045	.0044					
Mean % (85-90): .0044% (assigned)											
Resulting Revenue Estimate:							50.2	55.0	59.4	64.2	69.5
							MEAN REVENUE ESTIMATE: 49.6 53.8 57.4 61.9 66.4				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.900	.925	.959	.989	1.04	1.07	1.11	1.15	1.18	1.21	1.24
Retail Sales (billions):	6.1	6.6	7.2	8.1	9.8	10.6	11.4	12.5	13.5	14.6	15.8

Below-the-Line Listening Shares: 6.1%
 Unlisted Station Listening: 10.2%
 Total Lost Listening: 16.3%
 Available Share Points: 83.7
 Number of Viable Stations: 13
 Mean Share Points per Station: 6.4
 Median Share Points per Station: 6.6
 Rev. per Available Share Point: \$549,582
 Estimated Rev. for Mean Station: \$3,538,463

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports revenue to Coopers & Lybrand . . . Managers predict 3% to 5% revenue growth in 1991 . . .

Household Income: \$32,809

Median Age: 33.6 years
 Median Education: 12.6 years
 Median Home Value: \$45,900
 Population Change (1989-1994): 16.3%
 Retail Sales Change (1989-1994): 49.4%
 Number of Class B or C FM's: 10
 Revenue per AQH: \$36,479
 Cable Penetration: 63%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 84.4	<15 25.3	12-24 22.7	Non High School
Black 11.7	15-30 29.8	25-54 51.8	Grad: 28.7
Hispanic 3.9	30-50 24.7	55+ 25.5	High School Grad: 36.4
Other ---	50-75 13.9		
	75+ 6.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 18.7

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tourism	Harcourt Brace Jovanovich		
Agribusiness			
Electronics			
Insurance			
Aerospace			

INC 500 Companies

Employment Breakdowns

Weathashade (231)
 Sunny Waterbeds & Accessories (394)

By Industry (SIC):

1. Eating and Drinking Places	31,910	(8.7%)
2. Business Services	27,043	(7.3%)
3. Health Services	26,398	(7.2%)
4. Special Trade Contractors	20,627	(5.6%)
5. Hotels and Other Lodging	20,382	(5.5%)
6. Wholesale Trade-Durable Goods	16,605	(4.5%)
7. Transportation Equip.	15,453	(4.2%)
8. Amusement Recreation Services	15,131	(4.1%)
9. Food Stores	10,992	(3.0%)
10. Miscellaneous Retail	10,118	(2.7%)

By Occupation:

Manag/Prof.	74,937	(23.5%)
Tech/Sales/Admin.	104,168	(32.7%)
Service	48,157	(15.2%)
Farm/Forest/Fish	10,157	(3.3%)
Precision Prod.	38,494	(12.1%)
Oper/Fabri/Labor	42,143	(13.2%)

Total Metro Employees: 368,695
 Top 10 Total Employees: 194,659 (52.8%)

ORLANDO

Largest Local Banks

Barnett (N/A)
SunBank (3.9 Bil)

Colleges and Universities

University of Central Florida
(15,822)
Rollins (3,648)

Military Bases

Orlando Naval Training
(7,600) ?

Unemployment

Jun 79: 5.9%
Dec 82: 7.8%
Sep 83: 6.6%
Sep 84: 5.0%
Aug 85: 5.3%
Aug 86: 4.9%
Aug 87: 4.7%
Aug 88: 4.3%
Jul 89: 5.6%
Jul 90: 5.4%

Total Full-Time Students: 23,287

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Gilpin Peyton
Ad Team
Bozell

Largest Local Radio Accounts

Coca Cola
Budweiser
McDonalds
Reed Ford

Source of Regional Dollars

Miami
Tampa
Jacksonville

Highest Billing Stations

1. WKKA-F \$6,600,000
2. WSTF-F 6,000,000
3. WOCL-F 5,600,000
4. WHTQ-F 4,100,000
5. WJHM-F 4,000,000
6. WOMX-F 3,700,000
7. WDIZ-F 3,200,000
8. WMGF-F 2,900,000
9. WSSP-F 2,300,000
10. WDBO 2,000,000
11. WLOQ-F 1,800,000
12. WVNZ 1,400,000
13. WXXL-F 930,000

Major Daily Newspapers

AM PM SUN
Orlando Sentinel 285,024 (AD) 387,505

Owner

Tribune

Best Restaurants

Villa Nova (Italian)
Maison Jardin (French)
Park Plaza Gardens (French)

Best Hotels

Grand Cypress
Omni International
Peabody
Crowne Plaza
Radisson

Best Golf Courses

Bay Hill
Grand Cypress
Walt Disney World
Lake Nona

COMPETITIVE MEDIA

Major Over the Air Television

WCPX	Orlando	6	CBS	
WESH	Daytona B.	2	NBC	H & C
WFTV	Orlando	9	ABC	Cox
WMFE	Orlando	24	PBS	
WOFX	Orlando	35	Fox	Meridith
WAYK	Melbourne	56		
WKCF	Clermont	68		Asbury Park

WEATHER DATA

Elevation: 96
Annual Precipitation: 50.7 in.
Annual Snowfall: 0
Average Windspeed: 8.7 (S)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$115,000,000	39.8	.0108
Radio	46,200,000	16.0	.0044
Newspaper	119,000,000	41.1	.0112
Outdoor	9,000,000	3.1	.0008
	\$289,200,000		.0272

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	70.5	89.8	81.1
Avg. Min. Temp:	50.0	72.9	62.4
Average Temp:	60.3	81.4	71.8

Miscellaneous Comments

* Split ADI with Melbourne and Daytona Beach. TV figure shown is Orlando's share. Total TV revenue for ADI is estimated at \$145,000,000

Radio Revenue Breakdown

Local 71.3%
National 28.3%
Network 0.4%

Major Radio Station Sales Since 1986

1986	WDBO	From Katz to New City	\$ 2,800,000 (E)
1986	WKKA-F	From Katz to New City	10,000,000 (E)
1986	WODB (Winter Haven)		850,000
1987	WJHM-F (Daytona)	From Duffy to Beasley-Reed swapped for WPLP in Tampa	9,250,000
1987	WKIS		
1987	WMMA, WHTQ-F	From Bluegrass to TK	13,500,000
1987	WORL	Sold by Metroplex	1,650,000
1987	WAJL	Sold to Metroplex	1,100,000
1987	WORL	Sold to Beasley	1,935,000
1989	WHLY-F	From Southern Starr to Taylor	12,000,000 + WTHT-F (2.6)

NOTE: Some of these sales may not have been consummated.

OXNARD - VENTURA

1990 ARB Rank: 117
 1990 MSA Rank: 75
 1990 ADI Rank: L.A. ADI
 FM Base Value: NA
 Base Value % : NA

1990 Revenue: \$10,100,000
 Rev per Share Point: \$219,089
 Population per Station: 30,760 (10)
 1990 Revenue Change: 8.8%
 Station Turnover: 58.8%

Manager's Market Ranking (current): 4.0
 Manager's Market Ranking (future): 4.7
 Duncan's Radio Market Grade: III A+
 Mathematical Market Grade: III A+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	6.0	6.4	7.0	8.1	9.3	10.1					
Yearly Growth Rate (85-90): 10.8% (assigned rate of 8.2%)											
Projected Revenue Estimates:							10.8	11.7	12.7	13.7	14.7
Revenue per Capita:	9.84	10.26	11.08	12.56	13.81	14.78					
Yearly Growth Rate (85-90): 8.5% (assigned rate of 7.2%)											
Projected Revenue per Capita:							15.84	16.98	18.21	19.52	20.92
Resulting Revenue Estimate:							11.0	12.2	13.3	14.6	15.8
Revenue as % of Retail Sales:	.0017	.0018	.0019	.0021	.0021	.0021					
Mean % (85-90): .0020%											
Resulting Revenue Estimate:							10.5	11.6	13.4	15.4	17.0
MEAN REVENUE ESTIMATE:							10.8	11.8	13.1	14.6	15.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.609	.622	.632	.645	.673	.683	.695	.716	.731	.749	.757
Retail Sales (billions):	3.2	3.5	3.7	3.9	4.4	4.7	5.2	5.8	6.7	7.7	8.5

Below-the-Line Listening Shares: 41.2%
 Unlisted Station Listening: 12.7%
 Total Lost Listening: 53.9%
 Available Share Points: 46.1
 Number of Viable Stations: 8.5
 Mean Share Points per Station: 5.4
 Median Share Points per Station: 4.4
 Rev. per Available Share Point: \$219,089
 Estimated Rev. for Mean Station: \$1,188,236

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . KDAR-f and KXBS-f do not participate so estimates were made . . . Managers predict 6% to 8% increase in 1991 . .

Household Income: \$46,538
 Median Age: 31.5 years
 Median Education: N/A years
 Median Home Value: \$93,300
 Population Change (1989-1994): 11.3%
 Retail Sales Change (1989-1994): 47.0%
 Number of Class B or C FM's: 3
 Revenue per AQH: \$23,272
 Cable Penetration: N/A

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 61.8	<15 14.6	12-24 24.3	Non High School
Black 2.7	15-30 22.2	25-54 56.2	Grad: 24.1
Hispanic 31.7	30-50 25.9	55+ 19.5	High School Grad: 33.4
Other 3.8	50-75 23.7		
	75+ 13.6		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 24.3

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies College 4+ years: 18.2

Employment Breakdowns

By Industry (SIC):

1. Eating and Drinking Places	8,567	(8.5%)
2. Business Services	7,451	(7.4%)
3. Health Services	7,313	(7.3%)
4. Electric & Electronic Equip	6,121	(6.1%)
5. Food Stores	4,442	(4.4%)
6. Special Trade Contractors	4,415	(4.4%)
7. Machinery, Except Electrical	3,580	(3.6%)
8. Miscellaneous Retail	3,540	(3.5%)
9. Automotive Dealers	3,306	(3.3%)
10. General Merchandise Stores	3,193	(3.2%)

By Occupation:

Manag/Prof.	37,186	(25.0%)
Tech/Sales/Admin.	44,848	(30.2%)
Service	18,315	(12.3%)
Farm/Forest/Fish	8,996	(6.1%)
Precision Prod.	19,712	(13.3%)
Oper/Fabri/Labor	19,532	(13.1%)

Total Metro Employees: 100,787
 Top 10 Total Employees: 51,928 (51.5%)

OXNARD - VENTURA

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Ventura County National (210 Mil)		Oxnard AFB (240)	Jun 79: ---
Bank of A. Levy - Ventura (563 Mil)			Dec 82: ---
			Sep 83: ---
			Sep 84: ---
			Aug 85: 6.3%
			Aug 86: 7.5%
			Aug 87: 5.8%
			Aug 88: 6.4%
			Jul 89: 6.7%
			Jul 90: 6.6%

Total Full-Time Students: 5,536

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Jeffrey Scott Padden & Eaves Originators	Chevy dealers Toyota dealers Pepsi Miller/Budweiser		1. KHAY-F \$1,900,000 2. KCAQ-F 1,700,000 3. KBBY-F 1,600,000 4. KTRO 1,300,000 5. KVEN 1,200,000 6. KOXR 1,100,000 7. KZTR-F 550,000

Major Daily Newspapers	AM	PM	SUN	Owner
Oxnard Press Courier		19,361	20,460	Thomspn
Ventura Star-Free Press		49,508	55,986	

COMPETITIVE MEDIA	Best Restaurants	Best Hotels	Best Golf Courses
Major Over the Air Television	Velvet Turtle (seafood/steak) Alexander's (seafood/steak) Viola Cafe Ranch House Pierpoint Inn	Casa Sirena (Oxnard) Country Inn (Camarillo) Embassy Suites (Oxnard) Sheraton (Ventura) Double Tree	Ojai Valley

See Los Angeles

WEATHER DATA

Elevation: NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$27,500,000	34.2	.0059
Radio	10,100,000	12.6	.0021
Newspaper	39,000,000	48.6	.0083
Outdoor	3,100,000	3.6	.0008
	\$80,300,000		.0171

* See Miscellaneous Comments

Miscellaneous Comments

* This market is part of the Los Angeles ADI. TV revenue is estimate of this market's share.

NOTE: Use Newspaper and Outdoor estimates with caution.

Radio Revenue Breakdown

Local 76.0%
National 24.0%
(Trade equals 16% of local - up 14% in 1990)

Major Radio Station Sales Since 1986

1986	KOGO, KBBY-F		\$3,000,000
1988	KTRO, KCAQ-F (70%)		4,500,000
1988	KXPT-F (Santa Paula)		1,500,000
1989	KZTR AF (Camarillo)	Sold to Adams	5,200,000
1989	KMYX-F (Ojai)	Sold to Eric/Chandler	1,800,000
1989	KOGO, KBBY-F	Sold to George Duncan	6,700,000
1989	KXPT-F		2,000,000

NOTE: Some of these sales may not have been consummated.

PENSACOLA

1990 ARB Rank: 119	1990 Revenue: \$8,000,000	Manager's Market Ranking (current): 2.5
1990 MSA Rank: 130	Rev per Share Point: \$163,265	Manager's Market Ranking (future): 3.3
1990 ADI Rank: 55 (w/ Mobile)	Population per Station: 29,650 (10)	Duncan's Radio Market Grade: III D
FM Base Value: \$2,100,000	1990 Revenue Change: 1.3%	Mathematical Market Grade: III D+
Base Value % : 26.3%	Station Turnover: 43%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	7.1	8.2	7.4	7.6	7.9	8.0					
Yearly Growth Rate (85-90):	2.4% (5.0% assigned rate)										
Projected Revenue Estimates:							8.3	8.7	9.1	9.6	9.9
Revenue per Capita:	21.78	22.94	21.14	21.41	22.00	22.04					
Yearly Growth Rate (85-90):	0.4% (assigned rate of 4.1%)										
Projected Revenue per Capita:							22.94	23.88	24.86	25.88	26.94
Resulting Revenue Estimate:							8.5	9.0	9.5	10.1	10.7
Revenue as % of Retail Sales:	.0037	.0044	.0037	.0036	.0036	.0036					
Mean % (85-90):	.0036% (88-90 only)										
Resulting Revenue Estimate:							8.5	9.1	9.7	10.3	10.8
	MEAN REVENUE ESTIMATE:						8.4	8.9	9.4	10.0	10.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.329	.340	.350	.355	.359	.363	.369	.377	.384	.394	.399
Retail Sales (billions):	1.75	1.86	2.0	2.12	2.17	2.24	2.36	2.52	2.69	2.86	3.0
Below-the-Line Listening Shares:	37.6%										
Unlisted Station Listening:	13.4%										
Total Lost Listening:	51.0%										
Available Share Points:	49.0										
Number of Viable Stations:	7										
Mean Share Points per Station:	7.0										
Median Share Points per Station:	7.1										
Rev. per Available Share Point:	\$163,265										
Estimated Rev. for Mean Station:	\$1,142,855										
	Confidence Levels						1990 Revenue Estimates: Below normal				
							1991-1995 Revenue Projections: Below normal				
	COMMENTS										
	Market no longer reports revenue . . . Managers predict 1% to 3% revenue increase in 1991 . . .										

Household Income: \$30,030

Median Age: 31.8 years	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Median Education: 12.5 years	White 81.4	<15 29.4	12-24 24.6	Non High School
Median Home Value: \$35,400	Black 16.0	15-30 29.4	25-54 53.6	Grad: 32.3
Population Change (1989-1994): 9.7%	Hispanic 1.7	30-50 24.3	55+ 21.8	High School Grad:
Retail Sales Change (1989-1994): 33.9%	Other 0.9	50-75 12.4		36.8
Number of Class B or C FM's: 5 + 1 = 6		75+ 4.5		
Revenue per AQH: \$19,277				
Cable Penetration: 55%				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Military

Textiles

Employment Breakdowns

By Industry (SIC):

1. Health Services	9,222	(10.9%)
2. Eating and Drinking Places	7,565	(9.0%)
3. Special Trade Contractors	6,124	(7.3%)
4. Business Services	5,411	(6.4%)
5. Food Stores	3,653	(4.3%)
6. General Merchandise Stores	3,084	(3.7%)
7. Automotive Dealers	2,930	(3.5%)
8. Miscellaneous Retail	2,789	(3.3%)
9. Chemicals and Allied Products	2,762	(3.3%)
10. General Building Contractors	2,707	(3.2%)

By Occupation:

Manag/Prof.	23,243	(21.8%)
Tech/Sales/Admin.	33,421	(31.5%)
Service	15,435	(14.5%)
Farm/Forest/Fish	1,584	(1.4%)
Precision Prod.	15,815	(14.9%)
Oper/Fabri/Labor	16,910	(15.9%)

Total Metro Employees: 84,367
 Top 10 Total Employees: 46,247 (54.8%)

PENSACOLA

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
AmSouth (889 Mil)	University of West Florida (6,507)	Pensacola NAS (12,000) ?	Jun 79: 4.8%
Barnett (260 Mil)		Whitting NAS (2,500) ?	Dec 82: 9.6%
Citizens and Peoples National (281 Mil)		Elgin AFB (13,094) ?	Sep 83: 6.7%
Sun Bank (220 Mil)		Corry Station (3,000) ?	Sep 84: 5.7%
Sunshine (178 Mil)			Aug 85: 6.0%
			Aug 86: 6.7%
			Aug 87: 6.4%
			Aug 88: 5.4%
			Jul 89: 6.1%
			Jul 90: 5.7%

Total Full-Time Students: 6,515

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Appleyard	Coca Cola	Mobile	1. WOWW-F \$1,600,000
Bullock Watkins	Food World	Ft. Walton Beach	2. WXBW-F 1,200,000
Hanks & Tulley	McDonalds		3. WMEZ-F 1,100,000
			4. WAVH-F 1,000,000
			5. WJLQ-F 800,000
			6. WCOA 700,000
			WTKX-F 700,000

Major Daily Newspapers	AM	PM	SUN	Owner
Pensacola News Journal	59,489		78,538	Gannett

COMPETITIVE MEDIA

Major Over the Air Television
See Mobile

Best Restaurants	Best Hotels	Best Golf Courses
Jamie's (French)	Pensacola Hilton	Tiger Point
Scotto's (Italian)	New World Landing	Perdido Key
Jubilee	Dunes	
Skopelos		

WEATHER DATA

NO WEATHER DATA AVAILABLE
See Mobile for an approximation

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$12,800,000	26.2	.0057
Radio	8,000,000	16.4	.0036
Newspaper	25,900,000	53.1	.0116
Outdoor	2,100,000	4.3	.0009
	\$48,800,000		.0218

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

* Split ADI with Mobile. TV revenue is estimate of Pensacola's share. Total TV revenue for ADI is estimated at \$42,000,000.

Manager's Comment

"In this the 122nd radio market your car radio scanner will stop 28 times - with 3 more stations to be built."

Major Radio Station Sales Since 1986

1986	WCHZ		\$ 325,000
1986	WCOA, WJLQ-F	Sold by Summit	5,500,000
1987	WBOP, WTKX-F	From Roden to Holt	NA
1989	WOWW-F	From Colonial to Sungroup	5,000,000
1990	WCOA/WJLQ-F	From Daytona to Ed Muniz	2,230,000

NOTE: Some of these sales may not have been consummated.

PEORIA

1990 ARB Rank: 131
 1990 MSA Rank: 144
 1990 ADI Rank: 111 (w/Bloomington)
 FM Base Value: \$1,500,000
 Base Value % : 18.3%

1990 Revenue: \$8,200,000
 Rev per Share Point: \$98,558
 Population per Station: 25,681 (11)
 1990 Revenue Change: 5.0%
 Station Turnover: 0%

Manager's Market Ranking (current): 2.9
 Manager's Market Ranking (future) : 3.4
 Duncan's Radio Market Grade: III C-
 Mathematical Market Grade: III D

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	6.7	6.7	6.9	7.2	7.8	8.2					
Yearly Growth Rate (85-90): 4.1%											
Projected Revenue Estimates:							8.5	8.9	9.3	9.6	10.0
Revenue per Capita:	18.82	18.82	19.44	20.63	22.77	23.70					
Yearly Growth Rate (85-90): 4.7%											
Projected Revenue per Capita:							24.81	25.98	27.20	28.48	29.82
Resulting Revenue Estimate:							8.5	8.9	9.3	9.7	10.1
Revenue as % of Retail Sales:	.0035	.0035	.0033	.0032	.0033	.0033					
Mean % (85-90): .0033%											
Resulting Revenue Estimate:							8.4	8.9	9.6	10.2	10.9
MEAN REVENUE ESTIMATE:							8.5	8.9	9.4	9.8	10.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.356	.356	.355	.349	.347	.346	.344	.343	.341	.339	.338
Retail Sales (billions):	1.8	1.93	2.11	2.26	2.35	2.45	2.55	2.7	2.9	3.1	3.3

Below-the-Line Listening Shares: 5.3%
 Unlisted Station Listening: 11.5%
 Total Lost Listening: 16.8%
 Available Share Points: 83.2
 Number of Viable Stations: 10
 Mean Share Points per Station: 8.3
 Median Share Points per Station: 8.2
 Rev. per Available Share Point: \$98,558
 Estimated Rev. for Mean Station: \$818,031

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford . . . WXCL and WTAZ do not participate so estimates were made . . . Managers predict 3% to 5% increase in 1991 . . .

Household Income: \$36,451
 Median Age: 32.5 years
 Median Education: 12.5 years
 Median Home Value: \$47,500
 Population Change (1989-1994): -2.2%
 Retail Sales Change (1989-1994): 30.6%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$20,551
 Cable Penetration: 61%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 93.2	<15 21.7	12-24 22.4	Non High School
Black 5.7	15-30 27.4	25-54 52.5	Grad: 30.8
Hispanic 1.0	30-50 29.5	55+ 25.0	High School Grad: 40.0
Other 0.1	50-75 15.5		
	75+ 5.9		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 14.9
 College 4+ years: 14.3

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Construction Equipment	Caterpillar (35)		
Beverages			
Steel			
Engines			

Employment Breakdowns

By Industry (SIC):

1. Machinery, Except Electrical	15,107	(14.1%)
2. Health Services	14,066	(13.1%)
3. Eating and Drinking Places	7,566	(7.1%)
4. Wholesale Trade-Durable Goods	4,402	(4.1%)
5. Business Services	4,040	(3.8%)
6. Miscellaneous Retail	3,500	(3.3%)
7. Food Stores	3,437	(3.2%)
8. General Merchandise Stores	3,333	(3.1%)
9. Membership Organizations	2,894	(2.7%)
10. Wholesale Trade-Nondurable Gds	2,781	(2.6%)

By Occupation:

Manag/Prof.	34,028	(21.1%)
Tech/Sales/Admin.	48,593	(30.2%)
Service	21,493	(13.4%)
Farm/Forest/Fish	3,057	(1.9%)
Precision Prod.	21,045	(13.1%)
Oper/Fabri/Labor	32,719	(20.3%)

Total Metro Employees: 107,111
 Top 10 Total Employees: 61,126 (57.1%)

PEORIA

Largest Local Banks

Commercial National (491 Mil)
 First National (258 Mil)
 Jefferson (266 Mil)

Colleges and Universities

Bradley (5,286)
 Illinois Central (5,793)

Military Bases

Unemployment

Jun 79: 5.3%
 Dec 82: 17.5%
 Sep 83: 14.3%
 Sep 84: 9.8%
 Aug 85: 11.5%
 Aug 86: 8.8%
 Aug 87: 7.2%
 Aug 88: 6.8%
 Jul 89: 5.2%
 Jul 90: 6.1%

Total Full-Time Students: 8,231

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

Highest Billing Stations

Hultfritz

McDonalds
 Pepsi
 Talmon Federal
 Cellular One
 UA Cable

Bloomington
 Davenport
 Chicago

1. WWCT-F \$1,500,000
 WKZW-F 1,500,000
 3. WMBD 1,200,000
 4. WSWT-F 1,050,000
 5. WXCL A/F 800,000
 6. WGLO-F 700,000
 7. WIRL 600,000
 8. WBZM-F 325,000
 9. WTAZ-F 300,000

Major Daily Newspapers

AM

PM

SUN

Owner

Peoria Journal Star 91,532 (AD) 115,172

Best Restaurants

Best Hotels

Best Golf Courses

Stephanie's (French)
 Carnegie's
 Rib Heaven

Pere Marquette
 Continental Regency
 Mt. Hawley CC
 Lick Creek

COMPETITIVE MEDIA

Major Over the Air Television

WEEK	Peoria	25	NBC	Granite
WHOI	Peoria	19	ABC	Adams
WMBD	Peoria	31	CBS	Midwest TV
WTVP	Peoria	47	PBS	
WYZZ	Bloomngtn	43	Fox	

WEATHER DATA

Elevation: 652
 Annual Precipitation: 35.0 in.
 Annual Snowfall: 23.5 in.
 Average Windspeed: 10.3 (SW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$19,100,000	34.8	.0078
Radio	8,200,000	14.9	.0033
Newspaper	25,400,000	46.3	.0104
Outdoor	2,200,000	4.0	.0009
	\$54,900,000		.0224

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	31.9	85.5	60.5
Avg. Min. Temp:	15.7	64.6	41.1
Average Temp:	23.8	75.1	50.8

Miscellaneous Comments

* Split ADI with Bloomington. TV revenue is estimate of Peoria's share of total ADI TV revenue. Total ADI TV revenue is estimated at \$24,200,000.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Radio Revenue Breakdown

Local 82.2%
 National 17.1%
 Network 0.7%
 (Trade equals 8% of local - up 32% in 1990)

Major Radio Station Sales Since 1986

1986	WIRL, WSWT-F	From Mid American to WIN	NA
1986	WXCL, WKQA-F	From Manship to Kelly	1,400,000
1987	WBZM-F (Chillicothe)		500,000
1987	WIRL, WSWT-F	Sold by WIN	2,300,000 (E)

NOTE: Some of these sales may not have been consummated.

PHILADELPHIA

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Fidelity (10.2 Bil)	Temple (28,772)	Willow Grove NAS (911)	Jun 79: 7.5%
First Pennsylvania (6.3 Bil)	University of Pennsylvania (22,065)	Philadelphia Naval Base	Dec 82: 8.6%
Mellon (4.5 Bil)	Villanova (11,665)	(3,000) ?	Sep 83: 8.3%
Meridian (7.8 Bil)	Drexel (12,566)		Sep 84: 7.5%
Provident National (7.9 Bil)	St. Joseph's University (5,760)		Aug 85: 5.9%
Philadelphia National (10.3 Bil)			Aug 86: 5.2%
			Aug 87: 4.5%
			Aug 88: 3.7%
			Jul 89: 4.1%
			Jul 90: 4.7%

Total Full-Time Students: 129,713

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Lewis, Gilman	McDonalds	Baltimore	1. KYW \$17,000,000
Elkman	Budweiser	Pittsburgh	2. WMMR-F 16,600,000
Joanne Harmelin	Strawbridge Clothes	Harrisburg	3. WYSP-F 11,800,000
Earle Palmer Brown	Coke & Pepsi		4. WUSL-F 10,600,000
Laurence & Charles	Seaman's Furniture		5. WEAZ-F 9,500,000
	Ford Dealers		6. WEGX-F 8,000,000
Major Daily Newspapers	AM PM SUN	Owner	7. WKSZ-F 7,400,000
Philadelphia Inquirer & News	757,848	994,539	8. WOGL A/F 7,200,000
			9. WMGK-F 7,200,000
			10. WXTU-F 6,600,000
			11. WPEN 6,500,000
			12. WIOQ-F 5,600,000
			13. WDAS A/F 5,400,000
			14. WPGR/WSNI-F 5,300,000
			15. WWDB-F 4,400,000
			16. WIP 4,000,000
			17. WFLN-F 3,900,000

NOTE: Additionally, about \$3.5 Million was billed by WCAU before it began simulcasting with WOGL-F.

COMPETITIVE MEDIA

Major Over the Air Television

KYW Philadelphia 3 NBC	Westinghouse	Best Restaurants	Best Hotels	Best Golf Courses
WCAU Philadelphia 10 CBS	CBS	Le Bec Fin (French)	Palace	Pine Valley
WGBS Philadelphia 57	Combined	DiLullo's (Italian)	Four Seasons	(Clemont, NJ)
WPHL Philadelphia 17	Taft & Smith	Downey's (Steak)	Bellevue	Aronimink
WPVI Philadelphia 6 ABC	Cap Cities/ABC	La Famiglia	Society Hill	(Newton Sq.)
WTXF Philadelphia 29 Fox	TVX	Garden		Merion
				Philadelphia GC

WEATHER DATA

Elevation: 5
 Annual Precipitation: 39.9 in.
 Annual Snowfall: 41.2 in.
 Average Windspeed: 9.6 (WSW)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	40.1	86.8	64.2
Avg. Min. Temp:	24.4	66.7	44.9
Average Temp:	32.3	76.8	54.6

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$347,300,000	38.6	.0090
Radio	142,000,000	15.8	.0037
Newspaper	373,000,000	42.0	.0098
Outdoor	32,000,000	3.6	.0008
	\$899,300,000		.0233

Miscellaneous Comments

* Total TV revenue for Philadelphia ADI is estimated at \$420,000,000. Allocations were made to other metros within the ADI.

Radio Revenue Breakdown

Local 63.6%
 National 36.4%

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986 WIP	From Metromedia to Metropolitan	6,000,000	Manager's Comments
1986 WMMR-F	From Metromedia to Metropolitan	52,000,000	
1986 WTEL	Sold to Beasley	2,400,000	
1986 WWDB-F	From New Systems to Schwartz	NA	"We need more rate leadership. Fragmentation, especially among the AC's, is depressing the market's rate structure."
1987 WFLN-F	Sold to Tanger	15,000,000	
1987 WEGX-F	From Cox to Malrite	14,000,000	
1987 WUSL-F	From LIN to Tak	32,000,000	
1987 WFIL	From LIN to WEAZ	4,500,000	
1987 WIP	Sold by Metropolitan	6,000,000	
1988 WMMR-F	From Metropolitan to Sillerman	62,000,000 (E)	
1988 WDVT	Sold to Willis	525,000	
1988 WIOQ-F	From Outlet to EZ	19,150,000	
1989 WHAT		1,650,000	
1989 WFIL (Now WEAZ)	Sold to Salem	6,500,000	
1989 WMMR-F	From Sillerman to Westinghouse	73,000,000 (E)	

NOTE: Some of these sales may not have been consummated.

PHOENIX

1990 ARB Rank: 22	1990 Revenue: \$72,300,000	Manager's Market Ranking (current): 3.7
1990 MSA Rank: 19	Rev per Share Point: \$777,419	Manager's Market Ranking (future): 4.0
1990 ADI Rank: 20	Population per Station: 54,478 (32)	Duncan's Radio Market Grade: I B-
FM Base Value: \$10,000,000	1990 Revenue Change: -0.4%	Mathematical Market Grade: I B
Base Value % : 13.8%	Station Turnover: 13.2%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	55.2	60.1	65.5	68.5	72.6	72.3					
Yearly Growth Rate (85-90): 5.0%											
Projected Revenue Estimates:							74.5	78.9	82.9	87.0	91.4
Revenue per Capita:	30.84	31.30	32.91	33.25	34.40	33.17					
Yearly Growth Rate (85-90): 1.6%											
Projected Revenue per Capita:							33.67	34.17	34.72	35.27	35.87
Resulting Revenue Estimate:							75.8	78.9	82.6	86.1	88.6
Revenue as % of Retail Sales:	.0046	.0047	.0047	.0044	.0046	.0043					
Mean % (85-90): .0043% (assigned)											
Resulting Revenue Estimate:							77.8	82.5	87.7	94.2	100.6
							MEAN REVENUE ESTIMATE:				
							76.0	80.1	84.4	89.1	93.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.89	1.92	1.99	2.06	2.11	2.18	2.25	2.31	2.38	2.44	2.47
Retail Sales (billions):	11.7	12.7	13.9	15.4	15.9	17.0	18.1	19.2	20.4	21.9	23.4

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: 7.0%
 Total Lost Listening: 7.0%
 Available Share Points: 93.0
 Number of Viable Stations: 19
 Mean Share Points per Station: 4.9
 Median Share Points per Station: 4.3
 Rev. per Available Share Point: \$777,419
 Estimated Rev. for Mean Station: \$3,805,261

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . All viable stations cooperate except KFYI, KKFR-f and estimates were made . . . Managers predict 0% growth in 1991 . . .

Household Income: \$32,545
 Median Age: 32.8 years
 Median Education: 12.7 years
 Median Home Value: \$60,700
 Population Change (1989-1994): 15.7%
 Retail Sales Change (1989-1994): 40.4%
 Number of Class B or C FM's: 13 + 1 = 14
 Revenue per AQH: \$26,129
 Cable Penetration: 47%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 84.1	<15 24.3	12-24 22.3	Non High School
Black 2.9	15-30 29.7	25-54 51.5	Grad: 25.0
Hispanic 13.0	30-50 26.5	55+ 26.1	High School Grad:
Other ---	50-75 13.9		34.9
	75+ 5.6		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 21.8
 College 4+ years: 18.3

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Aerospace	Phelps Dodge (182)	American Continental	Amerco (171)
Electronics		Circle K	Abco Markets (333)
Agribusiness		Greyhound	
Military		Pinnacle West Capital	
High Tech		Valley National	
		Western Savings & Loan Ass.	

INC 500 Companies

Employment Breakdowns

EMS (24)

Arrowhead Landscaping & Maintenance (254)
 Acoustic Imaging Technologies (295)
 Arizona Freight System (439)
 Quality "S" Manufacturing (488)

By Industry (SIC):

1. Eating and Drinking Places	58,240	(8.0%)
2. Health Services	53,789	(7.4%)
3. Business Services	53,075	(7.3%)
4. Special Trade Contractors	52,241	(7.2%)
5. Electric & Electronic Equip	39,782	(5.5%)
6. Wholesale Trade-Durable Goods	32,848	(4.5%)
7. Food Stores	24,156	(3.3%)
8. Miscellaneous Retail	20,089	(2.8%)
9. Hotels and Other Lodging Plcs	19,117	(2.6%)
10. Automotive Dealers	18,097	(2.5%)

By Occupation:

Manag/Prof.	166,520	(25.1%)
Tech/Sales/Admin.	219,706	(33.1%)
Service	82,698	(12.5%)
Farm/Forest/Fish	14,450	(2.1%)
Precision Prod.	88,366	(13.4%)
Oper/Fabri/Labor	91,884	(13.8%)

Total Metro Employees: 723,488
 Top 10 Total Employees: 371,434 (51.3%)

PHOENIX

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First Interstate (6.6 Bil)	Arizona State (41,540)	Luke AFB (6,186)	Jun 79: 5.2%
Citibank (2.8 Bil)	University of Arizona (3,864)	Williams AFB (3,318)	Dec 82: 8.5%
Security Pacific (5.2 Bil)			Sep 83: 7.1%
Valley National (11.1 Bil)			Sep 84: 3.3%
Chase (909 Mil)			Aug 85: 5.1%
			Aug 86: 5.4%
			Aug 87: 4.8%
			Aug 88: 5.4%
			Jul 89: 4.8%
			Jul 90: 4.7%

Total Full-Time Students: 52,378

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Western Int.	Mervyn's	
Evans Motta	First Interstate	
EB Lane	Grubb Chevy	
Creative Advertising	Smitty's	
Moses Anshell	Safeway	
Phillips Ramsey	Continental Homes	
Media Planning		

Highest Billing Stations

1. KNIX A/F	\$11,000,000
2. KTAR	10,100,000
3. KOOL A/F	6,700,000
4. KKLT-F	5,900,000
5. KUPD-F	4,400,000
6. KSLX A/F	3,900,000
7. KMLE-F	3,600,000
8. KDKB-F	3,400,000
9. KZZP A/F	3,300,000
10. KMEO A/F	3,200,000
11. KOY -F	2,700,000
12. KESZ-F	2,600,000
KMXX A/F	2,600,000
14. KKFR-F	2,000,000
15. KFYT	1,800,000
16. KONC-F	1,100,000
17. KOY	1,000,000

Major Daily Newspapers	AM	PM	SUN	Owner
Phoenix Republic	382,952		581,386	Central
Phoenix Gazette		98,911		Central

COMPETITIVE MEDIA

Major Over the Air Television

KAET	Phoenix	3	PBS	
KXV	Phoenix	15	Fox	Scripps-Howard
KPHO	Phoenix	5		Meredith
KPNX	Phoenix	12	NBC	Gannett
KTSP	Phoenix	10	CBS	Great American
KTVK	Phoenix	3	ABC	Lewis
KTVW	Phoenix	33		Hallmark
KUTP	Phoenix	45		Chris-Craft

Best Restaurants Best Hotels Best Golf Courses

Avanti's (Italian)	Arizona Biltmore	Boulders
Stockyards (Steak)	Camelback Inn	Desert Highlands
Rustler's Roost (Steak)	Princess	Desert Forest
Palm Court	Boulders	TPC Stadium
Don & Charles	Hyatt Gainey Ranch	Wigwam
Vincent's	Ritz Carlton	Troon
	Pointe	Desert Mountain
	Poenician	

WEATHER DATA

Elevation:	1112
Annual Precipitation:	7.4 in.
Annual Snowfall:	0
Average Windspeed:	6.1 (E)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$171,400,000	39.7	.0101
Radio	72,300,000	16.7	.0043
Newspaper	176,000,000	40.8	.0104
Outdoor	<u>17,100,000</u>	<u>2.8</u>	<u>.0007</u>
	\$431,800,000		.0255

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	64.8	104.8	85.1
Avg. Min. Temp:	37.6	77.5	55.4
Average Temp:	51.2	91.2	70.3

Radio Revenue Breakdown

Local	70.0%
National	29.8%
Network	0.2%

(Trade equals 6% of local - down 10% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comments

Major Radio Station Sales Since 1986

1986	KFLR	From Family Life to Affiliated	\$ 650,000 (E)	"Because of economic downturn in real estate and banking, market is in poor shape. Then the Martin Luther King holiday vote bit the tourism industry. Tough times for the next few years."
1986	KFLR, KAMJ-F	From Affiliated to EZ	12,300,000	
1986	KSUN, KESZ-F	From Transcom to Duffy	15,000,000	
1986	KOOL A/F	Sold to Adams	15,000,000	
1987	KLFF, KONC-F (Sun City)		6,500,000	
1988	KSLX A/F	From First Media to Cook Inlet	15,000,000 (E) + Tax Cert.	
1988	KGRX-F (Globe)	Sold to Daytona	2,250,000	
1988	KMLE-F (Chandler)	From Ostrander-Wilson to Shamrock	8,000,000	
1989	KLFF, KONC-F (Glendale)		2,300,000	
1989	KZZP	Sold by Nationwide	975,000	
1990	KGRX-F (Globe)	Sold by First City	2,000,000	
1990	KESZ-F	Sold by Duffy	10,400,000	

NOTE: Some of these sales may not have been consummated.

PITTSBURGH

1990 ARB Rank: 20	1990 Revenue: \$54,400,000	Manager's Market Ranking (current): 2.8
1990 MSA Rank: 22	Rev per Share Point: \$597,146	Manager's Market Ranking (future) : 3.6
1990 ADI Rank: 17	Population per Station: 65,156 (30)	Duncan's Radio Market Grade: I D
FM Base Value: \$5,500,000	1990 Revenue Change: 6.2%	Mathematical Market Grade: I C-
Base Value % : 10.1%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	42.0	45.4	46.2	48.0	51.0	54.4						
Yearly Growth Rate (85-90): 5.4%							57.1	60.2	63.4	66.9	70.4	
Projected Revenue Estimates:												
Revenue per Capita:	19.35	21.21	21.79	22.75	24.14	25.90						
Yearly Growth Rate (85-90): 5.8%							27.40	28.99	30.67	32.45	34.33	
Projected Revenue per Capita:							57.0	60.0	63.2	66.5	70.0	
Resulting Revenue Estimate:												
Revenue as % of Retail Sales:	.0035	.0037	.0037	.0036	.0038	.0039						
Mean % (85-90): .0038%							54.7	56.6	58.5	59.7	62.3	
Resulting Revenue Estimate:												
	MEAN REVENUE ESTIMATE:							56.3	58.9	61.7	64.4	67.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	2.18	2.14	2.12	2.11	2.11	2.10	2.08	2.07	2.06	2.05	2.04
Retail Sales (billions):	11.7	12.1	12.4	13.2	13.4	14.0	14.4	14.9	15.4	15.7	16.4

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: 8.9%
 Total Lost Listening: 8.9%
 Available Share Points: 91.1
 Number of Viable Stations: 15
 Mean Share Points per Station: 6.1
 Median Share Points per Station: 5.5
 Rev. per Available Share Point: \$597,146
 Estimated Rev. for Mean Station: \$3,626,667

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford . . . Several low-revenue stations do not participate so estimates were made . . . Managers predict 4% to 6% revenue increase in 1991 . . .

Household Income: \$30,643

Median Age: 36.4 years
 Median Education: 12.4 years
 Median Home Value: \$41,800

Population Change (1989-1994): -2.4%
 Retail Sales Change (1989-1994): 20.3%
 Number of Class B or C FM's: 12
 Revenue per AQH: \$16,868
 Cable Penetration: 67%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 91.7	<15 29.9	12-24 20.4	Non High School
Black 7.6	15-30 29.3	25-54 48.7	Grad: 32.7
Hispanic 0.5	30-50 26.5	55+ 30.8	High School Grad: 42.0
Other 0.2	50-75 10.7		
	75+ 3.6		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 11.2

COMMERCE AND INDUSTRY

College 4+ years: 14.1

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Iron and Steel	USX (23)	Consolidated Natural Gas	Giant Eagle (74)
Financial	Westinghouse Elec. (27)	Dequesne Light	Hillman (109)
Chemicals	Aluminum Co. of Amer. (40)	Equimark	Specialty Materials (193)
Plate Glass	PPG Industries (79)	Integra Financial	Mellon Stuart Holdings (245)
Railroad Equipment	H.J. Heinz (89)	Mellon Bank	Joy Technology (330)
	Bayer USA (99)	National Intergroup	
	National Steel (165)	PNC Financial	
	Cyclops Industries (289)		
	Allegheny Ludlum (294)		
	Artistech Chemical (321)		
	Allegheny Int'l. (341)		
	H.H. Robertson (494)		

INC 500 Companies Employment Breakdowns

Project Development Group (32)	Senior Living Centers (83)	By Industry (SIC):	By Occupation:
		1. Health Services 82,460 (11.0%)	Manag/Prof. 217,707 (22.0%)
		2. Eating and Drinking Places 50,985 (6.8%)	Tech/Sales/Admin. 305,271 (30.8%)
		3. Business Services 44,626 (6.0%)	Service 132,288 (13.3%)
		4. Wholesale Trade-Durable Goods 32,963 (4.4%)	Farm/Forest/Fish 6,253 (.7%)
		5. Food Stores 28,110 (3.7%)	Precision Prod. 132,319 (13.3%)
		6. Special Trade Contractors 27,793 (3.7%)	Oper/Fabri/Labor 196,755 (19.9%)
		7. Educational Services 27,696 (3.7%)	
		8. Primary Metal Industries 27,443 (3.7%)	
		9. General Merchandise Stores 26,887 (3.6%)	
		10. Membership Organizations 24,591 (3.3%)	

Total Metro Employees: 749,655
 Top 10 Total Employees: 373,554 (49.8%)

PITTSBURGH

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Equibank (2.6 Bil)	University of Pittsburgh (29,197)		Jun 79: 6.3%
Mellon (22.1 Bil)	Duquesne (6,598)		Dec 82: 15.2%
Pittsburgh Nat. (16.7 Bil)	Carnegie-Mellon (6,251)		Sep 83: 13.5%
Union National (2.4 Bil)	Robert Morris College (5,764)		Sep 84: 12.0%
			Aug 85: 8.5%
			Aug 86: 7.8%
			Aug 87: 6.7%
			Aug 88: 4.8%
			Jul 89: 4.6%
			Jul 90: 4.1%

Total Full-Time Students: 58,798

Highest Billing Stations

1. KDKA	\$9,000,000
2. WBZZ-F	7,300,000
3. WWSW A/F	7,000,000
4. WDVE-F	6,000,000
5. WHTX-F	4,000,000
6. WTAE	3,600,000
7. WSHH-F	3,300,000
8. WLTX-F	3,000,000
9. WMYG-F	2,500,000
10. WDSY-F	2,400,000
11. WAMO A/F	2,000,000
12. KQV	1,600,000
13. WMPX-F	1,500,000
14. WJAS	900,000

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
DDF & M	Kaufmans	Cleveland
HBM Creamer	Giant Eagle	Philadelphia
Houston	Markets	
Ketchum	Mellon Bank	
Della Femina	Hill's Dept. Store	
	Cochran Auto	
	TCI Cable	
	Nutri-System	

Major Daily Newspapers	AM	PM	SUN	Owner
Pittsburgh Press				Scripps-Howard
Pittsburgh Post-Gazette	165,371	228,232	557,563	Block
JOA				

COMPETITIVE MEDIA

Major Over the Air Television

KDKA	Pittsburgh	2	CBS	Westinghouse
WPGH	Pittsburgh	53	Fox	Warburg Pincus
WPTT	Pittsburgh	22		Sinclair
WPXI	Pittsburgh	11	NBC	Cox
WQED	Pittsburgh	13	PBS	
WTAE	Pittsburgh	4	ABC	Hearst

Best Restaurants

Ruth Chris
Colony (Steak)
Le Mont ("Atmosphere")
Hyeholde
Rico's
La Foret

Best Hotels

Vista
William Penn
Westin
Hyatt Chatam Center
Sheraton Station Square
Hilton (Downtown)

Best Golf Courses

Oakmont
Pittsburgh Field Club
Fox Chapel

WEATHER DATA

Elevation: 747
Annual Precipitation: 36.5 in.
Annual Snowfall: 30.0 in.
Average Windspeed: NA

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	37.4	84.0	61.9
Avg. Min. Temp:	23.7	65.2	44.1
Average Temp:	30.6	74.6	53.0

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$152,000,000	40.3	.0109
Radio	54,400,000	14.4	.0039
Newspaper	157,300,000	41.7	.0112
Outdoor	11,300,000	3.5	.0009
	\$376,800,000		.0269

Miscellaneous Comments

Radio Revenue Breakdown

Local 71.2%
National 23.8%
Network 5.0%

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1987	WKPA/WNRJ-F (New Kensington)	Sold to Salem	\$4,000,000
1990	WBVP/WWKS-F (Beaver Falls)		2,900,000

NOTE: Some of these sales may not have been consummated.

PORTLAND, ME

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Fleet (1.8 Bil)	University of Southern Maine (8,769)		Jun 79: 5.7%
Maine National (1.2 Bil)	Westbrook (1,138)		Dec 82: 6.2%
Peoples Heritage (2.1 Bil)			Sep 83: 6.0%
Casco Northern (222 Mil)			Sep 84: 3.2%
			Aug 85: 2.5%
			Aug 86: 2.4%
			Aug 87: 2.0%
			Aug 88: 1.4%
			Jul 89: 1.6%
			Jul 90: 3.0%

Total Full-Time Students: 8,354

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Body & Co.	Lee Auto		1. WPOR A/F \$2,400,000
Creative Design	Jolly John		2. WBLM-F 2,000,000
	McDonalds		3. WMGX-F 1,700,000
			4. WHOM-F 1,500,000
			5. WGAN 700,000

Major Daily Newspapers	AM	PM	SUN	Owner
Portland Press-Herald	60,447			Guy Gannett
Portland Express		23,772		Guy Gannett
Portland Telegram			142,602	Guy Gannett

COMPETITIVE MEDIA

Major Over the Air Television

WCSH	Portland	6	NBC	Maine Broadcast
WGME	Portland	13	CBS	Guy Gannett
WMTW	Portland Sprngs	8	ABC	Harron Comm
WPXT	Portland	51	Fox	Bride
WCBB	Augusta	10	PBS	

Best Restaurants	Best Hotels	Best Golf Courses
Maria's	Sonesta	Portland CC
DiMillos (Steak/Lobster)	Holiday Inn by the Bay	
Seaman's Club (Seafood)	Regency	
Old Port Tavern (Steaks)		
Rafaels		

WEATHER DATA

Elevation: 43
 Annual Precipitation: 42.2 in.
 Annual Snowfall: 74.3 in.
 Average Windspeed: 8.8 (S)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$35,000,000	42.2	.0109
Radio	10,200,000	12.3	.0032
Newspaper	36,000,000	43.4	.0112
Outdoor	1,700,000	2.0	.0005
	\$82,900,000		.0258

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	31.2	79.1	55.3
Avg. Min. Temp:	11.7	56.9	34.7
Average Temp:	21.5	68.0	45.0

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WWGT A/F	From Bride to Porter	\$2,240,000
1987	WHOM-F (Mt. Washington, NH)	Sold to Barnstable	7,000,000
1987	WGAN	From Taylor to Sunshine	850,000
1987	WKXA, WCLZ-F (Brunswick)		1,500,000
1988	WJBQ		236,000
1989	WTHT-F	From Taylor to Fuller-Jeff.	4,500,000
1989	WCLZ-F (Portland, ME)	Sold to Doug Tanger	2,175,000
1989	WTHT-F	Sold to Beacon	2,600,000
1990	WGAN/WMGX-F	From Sunshine to Saga	3,300,000 (E)

NOTE: Some of these sales may not have been consummated.

PORTLAND, OR

1990 ARB Rank: 25	1990 Revenue: \$48,400,000	Manager's Market Ranking (current): 3.5
1990 MSA Rank: 42	Rev per Share Point: \$547,511	Manager's Market Ranking (future): 4.1
1990 ADI Rank: 27	Population per Station: 58,408 (23)	Duncan's Radio Market Grade: I C-
FM Base Value: \$5,600,000	1990 Revenue Change: 4.8%	Mathematical Market Grade: I C+
Base Value % : 11.6%	Station Turnover: 6.5%	

REVENUE HISTORY AND PROJECTIONS

		85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:		32.8	35.5	38.9	43.8	46.0	48.4						
Yearly Growth Rate (85-90):	8.0%	(6.7% assigned rate)											
Projected Revenue Estimates:								51.0	55.1	58.8	62.7	66.9	
Revenue per Capita:		24.12	25.91	27.99	31.29	32.39	33.85						
Yearly Growth Rate (85-90):	7.0%												
Projected Revenue per Capita:								36.21	38.75	41.46	44.37	47.47	
Resulting Revenue Estimate:								52.1	56.2	60.5	65.2	70.3	
Revenue as % of Retail Sales:		.0038	.0040	.0043	.0044	.0042	.0042						
Mean % (85-90):		.00415%											
Resulting Revenue Estimate:								51.5	54.8	59.8	66.0	70.6	
								MEAN REVENUE ESTIMATE:	51.5	55.4	59.7	64.6	69.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.36	1.37	1.39	1.40	1.42	1.43	1.44	1.45	1.46	1.47	1.48
Retail Sales (billions):	8.3	8.7	9.0	9.9	10.9	11.6	12.4	13.2	14.4	15.9	17.0

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: 11.6%
 Total Lost Listening: 11.6%
 Available Share Points: 88.4
 Number of Viable Stations: 15.5
 Mean Share Points per Station: 5.7
 Median Share Points per Station: 4.8
 Rev. per Available Share Point: \$ 547,511
 Estimated Rev. for Mean Station: \$3,122,578

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . All viable stations participate . . . Managers predict 2% to 5% revenue increase in 1991 . . .

Household Income: \$32,021
 Median Age: 32.7 years
 Median Education: 12.8 years
 Median Home Value: \$62,500
 Population Change (1989-1994): 3.9%
 Retail Sales Change (1989-1994): 44.9%
 Number of Class B or C FM's: 12
 Revenue per AQH: \$25,393
 Cable Penetration: 53%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 93.4	<15 25.6	12-24 20.8	Non High School Grad: 22.4
Black 2.2	15-30 28.8	25-54 54.7	High School Grad: 36.3
Hispanic 2.3	30-50 27.3	55+ 24.8	
Other 2.1	50-75 13.6		
	75+ 4.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Shipping	Louisiana-Pacific (217)	Benjamin Franklin FS&L	North Pacific Lumber (318)
Ship Building	Willamette Industries (229)	Fred Meyer	
Electronics	Tektronix (261)	PacificCorp	
Lumber	Nerco (416)	Portland General	
Paper	Pope & Talbot (488)	US Bancorp	
Clothing		Nike	

INC 500 Companies

Employment Breakdowns

KETIV Technologies (121)
 Western Nugget Transport (113)
 Alpha Computers (248)
 Pro-Tech Industries (468)

By Industry (SIC):

1. Health Services	48,331	(8.9%)
2. Eating and Drinking Places	42,092	(7.8%)
3. Wholesale Trade-Durable Goods	29,700	(5.5%)
4. Business Services	29,467	(5.4%)
5. Wholesale Trade-Nondurable Gds	16,887	(3.1%)
6. Food Stores	16,825	(3.1%)
7. General Merchandise Stores	15,094	(2.8%)
8. Special Trade Contractors	15,048	(2.8%)
9. Miscellaneous Retail	13,853	(2.6%)
10. Social Services	13,544	(2.5%)

By Occupation:

Manag/Prof.	167,721	(24.3%)
Tech/Sales/Admin.	222,246	(32.2%)
Service	85,792	(12.4%)
Farm/Forest/Fish	15,666	(2.3%)
Precision Prod.	87,478	(12.7%)
Oper/Fabri/Labor	111,254	(16.1%)

Total Metro Employees: 542,026
 Top 10 Total Employees: 240,841 (44.4%)

PORTLAND, OR

Largest Local Banks

First Interstate (5.8 Bil)
 U.S. Bank (8.5 Bil)
 Key Bank (1.2 Bil)
 Security Pacific (1.2 Bil)

Colleges and Universities

Portland State (14,390)
 University of Portland (2,861)

Military Bases

Brunswick NAS (3,800) ?

Unemployment

Jun 79: 5.4%
 Dec 82: 7.8%
 Sep 83: 9.0%
 Sep 84: 7.4%
 Aug 85: 7.0%
 Aug 86: 7.5%
 Aug 87: 5.4%
 Aug 88: 4.6%
 Jul 89: 4.3%
 Jul 90: 4.6%

Total Full-Time Students: 39,189

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Richardson Strang DBC INS Gerber Borders, Perrin Western Int. CB & S	Payless Fred Meyer Safeway Thriftway Vancouver Furniture Smith's Furniture United Grocers	Seattle Eugene

Highest Billing Stations

1. KKCW-F	\$7,000,000
2. KEX	5,600,000
3. KKRZ-F	5,500,000
4. KINK-F	5,300,000
5. KUPL A/F	5,000,000
6. KGON-F/KFXX	3,700,000
KXL	3,700,000
8. KKSX A/F	3,400,000
9. KXYQ-F	2,400,000
10. KXL-F	2,300,000
11. KMJK-F	1,400,000
12. KESI/KUFO	1,000,000
13. KWJJ A/F	800,000
14. KGW	700,000

Major Daily Newspapers	AM	PM	SUN	Owner
Oregonian	332,250 (AD)		428,219	NewHouse

Best Restaurants	Best Hotels	Best Golf Courses
Couch Street (Seafood) Jake's (Seafood) Ringside (Steaks) Genoa (Italian) McCormick's (Seafood) L'Aubregre (French) Atwaters	Alexis Westin Benson Heathman Marriott	Columbia-Edgewater Portland GC Riverside CC Waverly CC Royal Oaks CC

COMPETITIVE MEDIA

Major Over the Air Television

KATU	Portland	2	ABC	Fisher
KGW	Portland	8	NBC	King
KOPB	Portland	10	PBS	
KOIN	Portland	6	CBS	Lee
KPTV	Portland	12		Chris Craft
KPDY	Vancouver	49	Fox	

WEATHER DATA

Elevation: 21
 Annual Precipitation: 38.0 in.
 Annual Snowfall: 7.5 in.
 Average Windspeed: 7.8 (NW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$116,000,000	38.8	.0100
Radio	48,400,000	16.2	.0042
Newspaper	124,900,000	41.8	.0108
Outdoor	9,400,000	3.1	.0008
	<u>\$298,700,000</u>		<u>.0258</u>

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	43.6	79.0	61.6
Avg. Min. Temp:	32.5	55.2	43.6
Average Temp:	38.1	67.1	52.6

Miscellaneous Comments

Radio Revenue Breakdown

Local 74.6%
 National 25.4%

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KRDR (Gresham)	Sold by Comm. Pacific	600,000
1986	KPDQ A/F	Sold to Salem	6,500,000
1986	KCNR-AM		425,000
1987	KMJK-F	From Ives to Capps	3,900,000
1987	KKCW-F (Beaverton)	Sold to Trumper	7,500,000
1988	KAAR (Vancouver)		475,000
1988	KKSX A/F	Sold to Heritage	5,900,000
1988	KKUL		225,000
1989	KVAN, KMJK-F	Sold to Fairmont	7,600,000

NOTE: Some of these sales may not have been consummated.

PORTSMOUTH - DOVER - ROCHESTER

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First National (223 Mil)			Jun 79: ---
Indian Head (388)			Dec 82: ---
First NH Rochester (155 Mil)			Sep 83: ---
			Sep 84: ---
			Aug 85: N/A
			Aug 86: 3.4%
			Aug 87: 2.1%
			Aug 88: 1.7%
			Jul 89: 2.7%
			Jul 90: 4.4%

Total Full-Time Students: 11,306

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Alternative Agency Becker & Frechette	McDonalds Coke NE Telephone NE Ford Dealers		1. WOKQ-F \$2,900,000 2. WHEB A/F 2,500,000 3. WERZ-F 1,600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Portsmouth Herald Dover Democrat		13,726 29,005	14,262	Thomson

Best Restaurants	Best Hotels	Best Golf Courses
Dolphin Striker (Seafood) The 72 (French) Strawberry Court	Exeter Inn Sise Inn Holiday Inn	Portsmouth CC

COMPETITIVE MEDIA

Major Over the Air Television
See Boston

WEATHER DATA
NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$19,400,000	34.6	.0051
Radio	8,800,000	15.6	.0023
Newspaper	26,000,000	46.3	.0068
Outdoor	1,800,000	3.4	.0005
	\$56,100,000		.0147

Miscellaneous Comments

* Part of Boston ADI. TV revenue is estimate of this market's contribution to total revenue of ADI.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WMYF, WERZ-F	From Porter to Justice	\$5,000,000
1987	WKOS A/F		1,400,000
1987	WAVI	Sold to Windward	325,000
1989	WQMI A/F (York ME)	Sold to Sunshine	1,000,000
1990	WKOX A/F (Portsmouth)		1,800,000

NOTE: Some of these sales may not have been consummated.

PROVIDENCE

1990 ARB Rank: 28	1990 Revenue: \$27,200,000	Manager's Market Ranking (current): 2.5
1990 MSA Rank: 59	Rev per Share Point: \$356,488	Manager's Market Ranking (future): 3.4
1990 ADI Rank: 44	Population per Station: 52,854 (24)	Duncan's Radio Market Grade: I D
FM Base Value: \$5,000,000	1990 Revenue Change: 3.3%	Mathematical Market Grade: I D-
Base Value %: 18.4%	Station Turnover: 11.5%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	19.5	21.1	23.6	28.0	26.2	27.2						
Yearly Growth Rate (85-90):	7.2% (assigned rate of 6.0%)											
Projected Revenue Estimates:							27.7	28.9	30.6	32.4	34.4	
Revenue per Capita:	21.86	23.58	26.10	30.80	28.57	29.62						
Yearly Growth Rate (85-90):	6.6%											
Projected Revenue per Capita:							31.57	33.66	35.88	38.25	40.77	
Resulting Revenue Estimate:							29.1	31.2	33.5	36.0	38.4	
Revenue as % of Retail Sales:	.0038	.0038	.0039	.0044	.0039	.0039						
Mean % (85-90):	.00386% (excludes 1988)											
Resulting Revenue Estimate:							28.6	30.5	32.8	34.7	37.4	
							MEAN REVENUE ESTIMATE:	28.5	30.2	32.3	34.4	36.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.892	.895	.904	.909	.917	.918	.921	.927	.935	.941	.942
Retail Sales (billions):	5.1	5.6	6.1	6.4	6.7	7.0	7.4	7.9	8.5	9.0	9.7

Below-the-Line Listening Shares: 14.4%
 Unlisted Station Listening: 9.3%
 Total Lost Listening: 23.7%
 Available Share Points: 76.3
 Number of Viable Stations: 13
 Mean Share Points per Station: 5.9
 Median Share Points per Station: 4.8
 Rev. per Available Share Point: \$356,488
 Estimated Rev. for Mean Station: \$2,092,310

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford . . . Revenue figures include only those stations reporting to Hungerford . . . Managers predict -3% to 0% revenue change in 1991 . . .

Household Income: \$34,562
 Median Age: 34.9 years
 Median Education: 12.3 years
 Median Home Value: \$44,900
 Population Change (1989-1994): 2.6%
 Retail Sales Change (1989-1994): 36.7%
 Number of Class B or C FM's: 7 + 2 = 9
 Revenue per AQH: \$12,680
 Cable Penetration: 62%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 95.1	<15 26.3	12-24 22.1	Non High School
Black 2.5	15-30 27.3	25-54 48.5	Grad: 41.8
Hispanic 2.1	30-50 26.8	55+ 29.5	High School Grad:
Other 0.3	50-75 14.3		32.0
	75+ 5.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 12.3

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles	Textron (61)	Fleet/Norstar Financial	Gilbane Building (134)
Machinery	Nortek (259)	Old Store	Almacs (396)
Jewelry	Hasbro (273)		
Cutlery/Silverware			

College 4+ years: 13.9

INC 500 Companies

Employment Breakdowns

Ocean State Coordinated Health Services (2)
 Telco Communications (132)
 Coddbarrett Assoc (315)

By Industry (SIC):

1. Health Services	52,188	(9.6%)
2. Miscellaneous Manufacturing	34,699	(6.4%)
3. Eating and Drinking Places	34,262	(6.3%)
4. Fabricated Metal Products	28,923	(5.3%)
5. Business Services	21,653	(4.0%)
6. Food Stores	20,724	(3.8%)
7. Electric & Electronic Equip.	19,355	(3.6%)
8. Wholesale Trade-Durable Goods	18,275	(3.4%)
9. Educational Services	18,109	(3.3%)
10. Miscellaneous Retail	17,585	(3.2%)

By Occupation:

Manag/Prof.	129,771	(20.3%)
Tech/Sales/Admin.	177,121	(27.7%)
Service	84,971	(13.3%)
Farm/Forest/Fish	6,222	(1.0%)
Precision Prod.	86,204	(13.5%)
Oper/Fabri/Labor	154,958	(24.2%)

Total Metro Employees: 544,997
 Top 10 Total Employees: 265,773 (48.8%)

PROVIDENCE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank of New England (990 Mil)	Brown (7,099)		Jun 79: 7.1%
Citizens Trust (574 Mil)	Providence (5,679)		Dec 82: 10.1%
Fleet National (7.1 Bil)	Bryant College (6,875)		Sep 83: 8.1%
Hospital Trust National (3.0 Bil)	Rhode Island College (8,574)		Sep 84: 5.3%
People's Bank (779 Mil)			Aug 85: 4.3%
			Aug 86: 3.7%
			Aug 87: 3.5%
			Aug 88: 2.6%
			Jul 89: 3.9%
			Jul 90: 6.9%

Total Full-Time Students: 53,962

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Duffy & Shanley	Furniture stores	Boston	1. WPRO-F \$4,700,000
Pagano	Pepsi		2. WHJY-F 4,000,000
	Budweiser		3. WWLI-F 3,900,000
			4. WSNE-F 3,600,000
			5. WWBB-F 3,100,000
			6. WPRO 3,000,000
			7. WJHH 2,600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Providence Journal-Bulletin	203,099 (AD)		263,884	

Best Restaurants	Best Hotels	Best Golf Courses
	Omni	Wannamoisett (Rumford)
		Metacomet
		Rhode Island CC
		Pawtucket CC

COMPETITIVE MEDIA

Major Over the Air Television

WJAR	Providence	10	NBC	Outlet
WLNE	New Bedford	6	CBS	Freedom
WNAC	Providence	64		Northstar
WPRI	Providence	12	ABC	Narragansett
WSBE	Providence	36	PBS	

WEATHER DATA

Elevation: 51
 Annual Precipitation: 40.9 in.
 Annual Snowfall: 37.8 in.
 Average Windspeed: 10.8 (SW)

Media Revenue Estimates	Revenue	%	% of Retail Sales	TOTAL YEAR
Television	\$67,000,000	39.0	.0096	36.2
Radio	27,200,000	15.8	.0039	81.1
Newspaper	72,000,000	41.9	.0103	20.6
Outdoor	5,700,000	3.3	.0008	28.4
	\$171,900,000		.0246	72.1

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WSNE-F	From Wilkes-Schwartz to Beck-Ross	\$7,500,000
1986	WRIB		379,000
1986	WRCP		1,350,000
1987	WLKW-F	From JAG to Wilkes-Schwartz	NA
1988	WHJJ, WHJY-F	From Federal to Griffin	NA
1988	WWAZ, WWLI-F	Sold by Eastern	NA
1988	WHIM		700,000
1989	WEAN		1,050,000
1989	WICE (Pawtucket)		700,000 (E)
1989	WWON (Woonsocket)		600,000
1990	WWKX-F (Woonsocket)		2,400,000

NOTE: Some of these sales may not have been consummated.

RALEIGH

1990 ARB Rank: 63	1990 Revenue: \$26,900,000	Manager's Market Ranking (current): 3.4
1990 MSA Rank: 70	Rev per Share Point: \$348,898	Manager's Market Ranking (future): 4.3
1990 ADI Rank: 33	Population per Station: 28,219 (21)	Duncan's Radio Market Grade: II A+
FM Base Value: \$6,600,000	1990 Revenue Change: 5.6%	Mathematical Market Grade: II A+
Base Value % : 24.5%	Station Turnover: 25%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	20.1	22.9	25.0	27.2	25.4	26.9					
Yearly Growth Rate (85-90): 6.1%											
Projected Revenue Estimates:							28.2	29.9	31.7	33.5	35.6
Revenue per Capita:	32.11	35.03	37.43	39.53	36.33	38.05					
Yearly Growth Rate (85-90): 3.6%											
Projected Revenue per Capita:							39.42	40.84	42.31	43.83	45.41
Resulting Revenue Estimate:							28.4	30.1	31.9	33.8	35.3
Revenue as % of Retail Sales:	.0042	.0044	.0046	.0047	.0041	.0040					
Mean % (85-90): .0040% (assigned)											
Resulting Revenue Estimate:							28.9	31.6	34.0	36.4	38.8
							MEAN REVENUE ESTIMATE: 28.5 30.5 32.5 34.6 36.6				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.633	.638	.668	.688	.699	.707	.721	.738	.754	.772	.777
Retail Sales (billions):	4.8	5.2	5.4	5.8	6.2	6.7	7.2	7.9	8.5	9.1	9.7

Below-the-Line Listening Shares: 4.7%
 Unlisted Station Listening: 18.2%
 Total Lost Listening: 22.9%
 Available Share Points: 77.1
 Number of Viable Stations: 12
 Mean Share Points per Station: 6.4
 Median Share Points per Station: 5.4
 Rev. per Available Share Point: \$348,898
 Estimated Rev. for Mean Station: \$2,241,670

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . all stations except WLLE cooperate . . . Managers predict 5% to 6% revenue increase in 1991

Household Income: \$34,902
 Median Age: 31.2
 Median Education: 12.8 years
 Median Home Value: \$49,400
 Population Change (1989-1994): 10.6%
 Retail Sales Change (1989-1994): 47.9%
 Number of Class B or C FM's: 7 + 1 = 8
 Revenue per AQH: \$36,849
 Cable Penetration: 52%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 72.0	<15 24.4	12-24 25.7	Non High School
Black 26.2	15-30 28.2	25-54 54.5	Grad: 31.0
Hispanic 0.9	30-50 26.0	55+ 19.7	High School Grad: 24.9
Other 0.9	50-75 15.7		
	75+ 5.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 17.5

COMMERCE AND INDUSTRY

College 4+ years: 26.6

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Research		Carolina Power & Light	Investors Management (370)
Government		First Citizens Banc Shares	
Electronics			
Tobacco			

Employment Breakdowns

By Industry (SIC):

1. Business Services	22,908	(8.0%)
2. Health Services	21,417	(7.5%)
3. Eating and Drinking Places	21,139	(7.4%)
4. Electric & Electronic Equip.	19,389	(6.7%)
5. Special Trade Contractors	12,972	(4.5%)
6. Machinery, Except Electrical	12,325	(4.3%)
7. Educational Services	11,682	(4.1%)
8. Wholesale Trade-Durable Goods	10,697	(3.7%)
9. Food Stores	8,473	(2.9%)
10. Miscellaneous Retail	4,870	(2.7%)

By Occupation:

Manag/Prof.	78,903	(28.3%)
Tech/Sales/Admin.	95,253	(34.1%)
Service	33,752	(12.1%)
Farm/Forest/Fish	4,913	(1.8%)
Precision Prod.	28,144	(10.1%)
Oper/Fabri/Labor	38,007	(13.6%)

Total Metro Employees: 287,293
 Top 10 Total Employees: 148,872 (51.8%)

RALEIGH

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
B B & T (4.0 Bil) First Citizens (3.4 B-1) Wachovia (13.5 Bil) NCNB (N/A)	NC State (23,733) Duke (10,025)	Seymour Johnson AFB (5,002)	Jun 79: 3.6% Dec 82: 4.3% Sep 83: 4.0% Sep 84: 3.3% Aug 85: 2.9% Aug 86: 3.4% Aug 87: 3.1% Aug 88: 2.2% Jul 89: 2.6% Jul 90: 2.8%

Total Full-Time Students: 60,851

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Advanced Media McKinney, Silver Lewis	McDonalds Pepsi/Coke Belk NCNB Hardees	Charlotte Fayetteville Greensboro	1. WRDU-F \$5,100,000 2. WRAL-F 3,800,000 3. WQDR-F 3,200,000 4. WPTF 2,600,000 5. WDCG-F 2,300,000 6. WTRG-F 2,200,000 7. WQOK-F \$2,000,000 8. WKIX/WYLT-F 1,700,000 9. WZZU-F 1,100,000 10. WNNF-F 900,000 11. WFXC-F 800,000

Major Daily Newspapers	AM	PM	SUN	Owner
Raleigh News & Observer Durham Herald Durham Sun	155,684 47,791		188,913 64,362	
		17,422		

Best Restaurants	Best Hotels	Best Golf Courses
Capital City Club Angus Barn (Steak) Crossroads Sisters Garden 42nd St. Oyster Bar	Marriott Sheraton Omni Velvet Cloak	McGregor Downs Northridge CC

COMPETITIVE MEDIA

Major Over the Air Television

WLFL	Raleigh	22	Fox	TVX
WPTF	Durham	28	NBC	Durham Life
WRAL	Raleigh	5	CBS	Capitol-Goodmon
WTVD	Durham	11	ABC	Cap Cities/ABC
WKFT	Fayettevl	40		
WUNC	Chpl Hl	4	PBS	

WEATHER DATA

Elevation: 434
Annual Precipitation: 45.3 in.
Annual Snowfall: 7.2 in.
Average Windspeed: 8.0 (SW)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	51.0	87.7	70.4
Avg. Min. Temp:	30.0	67.2	47.8
Average Temp:	40.5	77.5	59.1

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$72,000,000	40.1	.0107
Radio	26,900,000	15.0	.0040
Newspaper	77,600,000	43.2	.0116
Outdoor	5,200,000	2.9	.0008
	<u>\$179,700,000</u>		<u>.0271</u>

Miscellaneous Comments

* Allocation made to Fayetteville market of part of TV revenue.
Total revenue for ADI is estimated at \$81,000,000.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

"No more doubl digit growth since 4 years ago. market has gone from 4 FM's in 1984 to 11 in 1991. That's a lot of move-ins! Still, Raleigh is better off than most other Southeast markets."

Major Radio Station Sales Since 1986

1986	WPJL		\$ 600,000
1986	WKIX, WYLT-F	From Mann to Metroplex	10,500,000
1987	WDUR/WFXC-F		6,500,000
1987	WSRC	Sold to Willis	450,000
1987	WSES		320,000
1988	WKTC-F (Tarboro)	Sold to Osborn	3,800,000
1989	WKIX, WYLT-F	From Metroplex to Universal	7,700,000
1989	WQOK-F (S. Boston)	From Joyner to Ragan Henry	7,400,000
1990	WTRG-F	From Capitol (Johnson) to Joyner	9,000,000 (E)

Radio Revenue Breakdown

Local 73.5%
National 24.0%
Network 2.5%
(Trade equals 7% of local - down 1% in 1990)

NOTE: Some of these sales may not have been consummated.

RENO

1990 ARB Rank: 136	1990 Revenue: \$9,500,000	Manager's Market Ranking (current): 2.7
1990 MSA Rank: 171	Rev per Share Point: \$102,814	Manager's Market Ranking (future): 2.4
1990 ADI Rank: 117	Population per Station: 13,744 (18)	Duncan's Radio Market Grade: ---
FM Base Value: \$1,500,000	1990 Revenue Change: -5.0%	Mathematical Market Grade: IV B-
Base Value % : 15.8%	Station Turnover: 33.3%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	7.9	8.7	9.2	10.2	10.0	9.5						
Yearly Growth Rate (85-90):	3.9% (assigned rate of 5.0%)											
Projected Revenue Estimates:							9.7	10.3	10.8	11.3	11.9	
Revenue per Capita:	36.41	38.00	38.66	41.98	40.65	38.00						
Yearly Growth Rate (85-90):	2.8%											
Projected Revenue per Capita:							39.06	40.16	41.28	42.44	43.63	
Resulting Revenue Estimate:							9.9	10.4	11.0	11.6	12.1	
Revenue as % of Retail Sales:	.0042	.0041	.0043	.0046	.0045	.0040						
Mean % (85-90):	.0040% - assigned											
Resulting Revenue Estimate:							10.0	10.4	10.8	11.2	12.0	
							MEAN REVENUE ESTIMATE:	9.8	10.4	10.9	11.4	12.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.221	.229	.238	.243	.246	.250	.254	.260	.266	.274	.278
Retail Sales (billions):	1.9	2.1	2.16	2.2	2.2	2.4	2.5	2.6	2.7	2.8	3.0
Below-the-Line Listening Shares:	0.0						Confidence Levels				
Unlisted Station Listening:	7.6%						1990 Revenue Estimates: Normal				
Total Lost Listening:	7.6%						1991-1995 Revenue Projections: Normal				
Available Share Points:	92.4						COMMENTS				
Number of Viable Stations:	15						Market reports to Miller, Kaplan . . . Managers predict 0% revenue growth in 1991 . . .				
Mean Share Points per Station:	6.2										
Median Share Points per Station:	6.0										
Rev. per Available Share Point:	\$102,814										
Estimated Rev. for Mean Station:	\$633,334										

Household Income: \$33,182											
Median Age: 33.4 years											
Median Education: 12.8 years											
Median Home Value: \$77,300											
Population Change (1989-1994): 11.5%											
Retail Sales Change (1989-1994): 38.4%											
Number of Class B or C FM's: 7 + 1 = 8											
Revenue per AQH: \$23,632											
Cable Penetration: 62%											

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 93.4	<15 31.5	12-24 21.0	Non High School
Black 1.8	15-30 29.6	25-54 57.2	Grad: 20.2
Hispanic 4.8	30-50 26.7	55+ 21.8	High School Grad:
Other ---	50-75 15.5		38.3
	75+ 6.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 22.4

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tourism			
Gambling			

Employment Breakdowns

By Industry (SIC):

1. Hotels and Other Lodging	21,337	(18.3%)
2. Amusement Recreation Services	8,144	(7.0%)
3. Eating and Drinking Places	7,066	(6.0%)
4. Health Services	6,532	(5.6%)
5. Business Services	4,756	(4.1%)
6. Special Trade Contractors	4,433	(3.8%)
7. Miscellaneous Retail	4,254	(3.6%)
8. Wholesale Trade-Durable Goods	3,942	(3.4%)
9. Food Stores	3,334	(2.9%)
10. Automotive Dealers	3,164	(2.7%)

By Occupation:

Manag/Prof.	30,010	(24.3%)
Tech/Sales/Admin.	39,021	(31.5%)
Service	25,965	(21.0%)
Farm/Forest/Fish	1,080	(.9%)
Precision Prod.	13,420	(10.8%)
Oper/Fabri/Labor	14,186	(11.5%)

Total Metro Employees: 116,856
Top 10 Total Employees: 66,962 (57.3%)

RENO

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First Interstate (3.0 Bil)	University of Nevada-Reno (9,681)		Jun 79: 4.4%
Nevada National (675 Mil)			Dec 82: 9.2%
Valley National (N/A)			Sep 83: 6.7%
			Sep 84: 5.2%
			Aug 85: 6.0%
			Aug 86: 4.2%
			Aug 87: 4.8%
			Aug 88: 4.1%
			Jul 89: 4.7%
			Jul 90: 4.1%

Total Full-Time Students: 6,697

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Doyle & McKenna Gustin DRGM	Harrah's Circus Circus McDonalds Reno Toyota	Las Vegas Sacramento San Francisco	NO RELIABLE ESTIMATES ARE AVAILABLE

Major Daily Newspapers	AM	PM	SUN	Owner
Reno Gazette-Journal	64,942		79,459	Gannett
Carson City Nevada Appeal		10,524	12,459	Donrey

COMPETITIVE MEDIA

Major Over the Air Television

KAME	Reno	21	Fox	Page
KRNV	Reno	4	NBC	Sunbelt
KNPB	Reno	5	PBS	
KOLO	Reno	8	ABC	Donrey
KTVN	Reno	2	CBS	Sarkes-Tarzian

Best Restaurants	Best Hotels	Best Golf Courses
Harrah's Steak House Manderin Adele's (Various) Top of Hilton	The Nuggett Hilton Bally's Harrah's	Edgewood Tahoe Wildcreek (Sparks) Incline Village (Tahoe)

WEATHER DATA
NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$23,600,000	36.6	.0098
Radio	9,500,000	14.7	.0040
Newspaper	28,000,000	43.4	.0117
Outdoor	7,400,000	11.3	.0014
	\$64,500,000		.0269

NOTE: Use Newspaper and Outdoor estimates with caution. Manager's Comment

Major Radio Station Sales Since 1986

1986	KBUL-F	Sold to TM	\$ 2,500,000
1987	KOLO	From Donrey to Constant	800,000
1987	KBET	Sold to Trenner	800,000 (E)
1988	KBUL-F	From TM to Marathon	NA
1988	KIIQ, KHIT	Sold by Olympia	2,500,000
1989	KQLO, KWNZ-F	From Constant to Pacific Telecom	NA
1989	KNIS-F (Carson City)		1,500,000
1990	KRNO A/F	Sold by Roth	2,300,000 (E)
1990	KBUL-F (Carson City)	From Marathon to Johns (cancelled)	2,000,000
1990	KOH/KSXY-F		2,000,000
1990	KZAK-F (Incline Village)		1,333,333

NOTE: Some of these sales may not have been consummated.

RICHMOND

1990 ARB Rank: 55	1990 Revenue: \$28,300,000	Manager's Market Ranking (current): 3.5
1990 MSA Rank: 61	Rev per Share Point: \$324,541	Manager's Market Ranking (future) : 3.9
1990 ADI Rank: 60	Population per Station: 33,928 (21)	Duncan's Radio Market Grade: II A
FM Base Value: \$5,800,000	1990 Revenue Change: -3.1%	Mathematical Market Grade: II A-
Base Value % : 20.5%	Station Turnover: 20%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	20.0	22.1	24.2	25.8	29.2	28.3					
Yearly Growth Rate (85-90):	7.5% (assigned rate of 6.3%)										
Projected Revenue Estimates:							29.4	31.3	33.2	35.3	37.4
Revenue per Capita:	24.75	27.02	29.19	30.24	34.15	32.87					
Yearly Growth Rate (85-90):	6.0%										
Projected Revenue per Capita:							34.84	36.93	39.15	41.50	43.99
Resulting Revenue Estimate:							30.3	32.4	34.8	37.5	39.9
Revenue as % of Retail Sales:	.0038	.0039	.0040	.0039	.0043	.0039					
Mean % (85-90):	.00396%										
Resulting Revenue Estimate:							30.1	32.4	34.4	36.0	39.2
							MEAN REVENUE ESTIMATE: 29.9 32.0 34.1 36.3 38.8				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.813	.818	.829	.843	.855	.861	.869	.877	.890	.904	.908
Retail Sales (billions):	5.3	5.7	6.1	6.6	6.8	7.3	7.6	8.2	8.7	9.1	9.9
Below-the-Line Listening Shares:	2.6%										
Unlisted Station Listening:	10.2%										
Total Lost Listening:	12.8%										
Available Share Points:	87.2										
Number of Viable Stations:	10										
Mean Share Points per Station:	8.7										
Median Share Points per Station:	7.8										
Rev. per Available Share Point:	\$324,541										
Estimated Rev. for Mean Station:	\$2,829,997										

Confidence Levels

1990 Revenue Estimates: Normal
1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . All but several low-revenue AM's participate . . . Managers predict 0% to 2% revenue growth in 1991 . . .

Household Income: \$36,708
Median Age: 32.8 years
Median Education: 12.5 years
Median Home Value: \$45,800
Population Change (1989-1994): 5.8%
Retail Sales Change (1989-1994): 34.9%
Number of Class B or C FM's: 6 + 1 = 7
Revenue per AQH: \$25,798
Cable Penetration: NA

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 70.6	<15 21.3	12-24 22.1	Non High School
Black 28.1	15-30 26.0	25-54 55.3	Grad: 37.7
Hispanic 1.0	30-50 28.3	55+ 22.6	High School Grad: 28.4
Other 0.3	50-75 17.7		
	75+ 6.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
College 1-3 years: 15.5
College 4+ years: 18.4

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tobacco	Reynolds Metals (80)	Central Fidelity Banks	Best Products (60)
Textiles	James River (92)	Circuit City Stores	Beef America (87)
Government	Ethyl (158)	Crestar Financial	ER Carpenter (364)
Pharmaceuticals	Universal (177)	CSX	
	A.H. Robins (346)	Dominion Resources	
	Media General (386)	Signet Banking	
	Chesapeake (399)		

INC 500 Companies

Employment Breakdowns

Sunglass Distributors (413)

By Industry (SIC):

Information Technologies (466)

1. Business Services	21,182	(6.7%)
2. Health Services	20,312	(6.4%)
3. Eating and Drinking Places	19,612	(6.2%)
4. Special Trade Contractors	18,187	(5.8%)
5. Wholesale Trade-Durable Goods	14,421	(4.6%)
6. Tobacco Manufacturers	11,946	(3.8%)
7. Food Stores	11,518	(3.6%)
8. Chemicals and Allied Products	10,200	(3.2%)
9. Miscellaneous Retail	9,602	(3.0%)
10. Banking	9,472	(3.0%)

By Occupation:

Manag/Prof.	83,721	(23.5%)
Tech/Sales/Admin.	119,829	(33.7%)
Service	45,108	(12.7%)
Farm/Forest/Fish	3,689	(1.1%)
Precision Prod.	42,891	(12.0%)
Oper/Fabri/Labor	60,347	(17.0%)

Total Metro Employees: 315,928
Top 10 Total Employees: 146,452 (46.4%)

RICHMOND

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Central Fidelity (4.8 Bil) Crestar (9.3 Bil) Jefferson Nat. (1.3 Bil) Signet (7.3 Bil) Sovran (NA)	Virginia Commonwealth (19,773) University of Richmond (4,578)	Ft. Lee (9,403) Ft. A.P. Hill (340) ? Ft. Pickett (500) ?	Jun 79: 3.6% Dec 82: NA % Sep 83: 4.4% Sep 84: 3.6% Aug 85: 4.4% Aug 86: 4.6% Aug 87: 3.6% Aug 88: 3.2% Jul 89: 3.0% Jul 90: 3.4%

Total Full-Time Students: 23,197

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Martin Finnigan Burford Lawler Ballard	Haynes Furniture McDonalds Circuit City Safeway Hardees Virginia Lottery	Washington Baltimore Norfolk	1. WRVA \$5,200,000 2. WRVQ-F 5,000,000 3. WRXL-F 4,600,000 4. WXXB-F 3,500,000 5. WKHK-F 2,500,000 6. WCDX-F 2,200,000 7. WPLZ-F 2,000,000 8. WTVR A/F 1,500,000 9. WVGO-F 1,300,000

Major Daily Newspapers	AM	PM	SUN	Owner
Richmond News Leader Richmond Times-Dispatch	143,167	104,265	255,260	Media General Media General

COMPETITIVE MEDIA	Best Restaurants	Best Hotels	Best Golf Courses
Major Over the Air Television	Omar's La Petite France (French) Hugo's (Steak) Tobacco Co.	Marriott Hyatt Jefferson Commonwealth Omni Berkley	CC of Virginia
WCVE Richmond 23 PBS WRLH Richmond 35 Fox Act III WTVR Richmond 6 CBS Park WWBT Richmond 12 NBC Jeff-Pilot WXEX Petersburg 8 ABC Nationwide			

WEATHER DATA

Elevation:	164		
Annual Precipitation:	43.8 in.		
Annual Snowfall:	14.3 in.		
Average Windspeed:	7.6 (S)		
	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	47.4	88.2	68.8
Avg. Min. Temp:	27.6	67.5	46.7
Average Temp:	37.5	77.9	57.8

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$54,000,000	34.6	.0074
Radio	28,300,000	18.1	.0039
Newspaper	68,000,000	43.6	.0093
Outdoor	5,800,000	3.7	.0008
	\$156,100,000		.0214

Radio Revenue Breakdown

Local	81.1%
National	17.6%
Network	1.3%

(Trade equals about 6% of local - up 36% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WSSV, WPLZ-F	From Eure to Mahone	\$ 6,500,000
1986	WVMX-F	Sold to Lucci	4,100,000
1987	WENZ		345,000
1987	WANT		700,000
1987	WMXB-F	From EZ to Eastern	16,000,000 (never completed)
1987	WMXB-F	From EZ to Ragan Henry	13,000,000 + Tax Cert.
1988	WVMX-F	Sold to Daytona	6,500,000
1988	WPVA, WKHK-F (Colonial Hts.)	From Brill to ABS	7,000,000
1989	WQSF-F (Williamsburg)	Sold to Keymarket	3,000,000
1989	WMXB-F	From Ragan Henry to Radio Ventures	23,500,000
1989	WPTH	Sold by Willis	450,000
1989	WDJK	Sold to Willis	450,000
1989	WPVA (Colonial Heights)	Sold by ABS	130,000
1990	WANT		1,000,000
1990	WVGO-F	From First City to Coleman (cancl'd)	5,500,000

NOTE: Some of these sales may not have been consummated.

RIVERSIDE - SAN BERNARDINO

1990 ARB Rank: 32	1990 Revenue: \$19,300,000	Manager's Market Ranking (current): 3.7
1990 MSA Rank: 15	Rev per Share Point: \$505,235	Manager's Market Ranking (future): 4.3
1990 ADI Rank: LA ADI	Population per Station: 70,568 (16)	Duncan's Radio Market Grade: I D
FM Base Value: NA	1990 Revenue Change: 8.0%	Mathematical Market Grade: I B-
Base Value % : NA	Station Turnover: 22.2%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	11.0	12.5	14.1	16.0	17.9	19.3					
Yearly Growth Rate (85-90):	11.9% (assigned rate of 7.9%)										
Projected Revenue Estimates:							20.6	22.2	23.7	25.4	27.2
Revenue per Capita:	5.79	6.25	6.53	7.02	7.52	7.91					
Yearly Growth Rate (85-90):	6.4%										
Projected Revenue per Capita:							8.42	8.95	9.53	10.09	10.74
Resulting Revenue Estimate:							21.3	23.5	26.1	28.8	31.1
Revenue as % of Retail Sales:	.0011	.0011	.0012	.0013	.0012	.0012					
Mean % (85-90):	.00118%										
Resulting Revenue Estimate:							20.7	22.5	24.8	27.5	28.7
							MEAN REVENUE ESTIMATE: <u>20.9</u> <u>22.7</u> <u>24.9</u> <u>27.2</u> <u>29.0</u>				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.90	2.00	2.16	2.28	2.38	2.44	2.53	2.63	2.74	2.85	2.90
Retail Sales (billions):	10.3	11.2	12.1	12.8	15.3	16.3	17.5	19.1	21.0	23.3	24.3

Below-the-Line Listening Shares: 50.3%
 Unlisted Station Listening: ~~11.5%~~
 Total Lost Listening: 61.8%
 Available Share Points: 38.2
 Number of Viable Stations: 9
 Mean Share Points per Station: 4.2
 Median Share Points per Station: 2.4
 Rev. per Available Share Point: \$505,235
 Estimated Rev. for Mean Station: \$2,121,987

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS - Population and retail sales do not include Palm Springs area . . . Market reports to Miller, Kaplan although several viable stations do not cooperate . . . These revenue estimates include only those stations listed under the "Radio Stations" section in American Radio . . . Managers predict 8% to 10% revenue gain in 1991 . . .

Household Income: \$36,090
 Median Age: 32.7 years
 Median Education: 12.6 years
 Median Home Value: \$65,600
 Population Change (1989-1994): 16.9%
 Retail Sales Change (1989-1994): 45.6%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$10,388
 Cable Penetration: NA

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 75.5	<15 24.3	12-24 21.4	Non High School Grad: 30.1
Black 6.3	15-30 27.6	25-54 50.4	
Hispanic 18.2	30-50 25.2	55+ 28.3	
Other ---	50-75 16.0		High School Grad: 35.2
	75+ 6.9		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 21.8

COMMERCE AND INDUSTRY

Important Business and Industries

Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Fleetwood Enterprises (266)		

Aircraft Parts
 Mobile Homes
 RV's
 Electronics
 Government
 Cement

Employment Breakdowns

By Industry (SIC):

1. Eating and Drinking Places	26,998	(10.0%)
2. Health Services	24,819	(9.2%)
3. Special Trade Contractors	18,233	(6.8%)
4. Business Services	12,244	(4.6%)
5. Food Stores	10,815	(4.0%)
6. Automotive Dealers	9,400	(3.5%)
7. General Merchandise Stores	8,908	(3.3%)
8. Miscellaneous Retail	7,942	(3.0%)
9. Transportation Equipment	7,872	(2.9%)
10. Wholesale Trade-Durable Goods	6,896	(2.6%)

By Occupation:

Manag/Prof.	75,813	(21.2%)
Tech/Sales/Admin.	107,236	(30.0%)
Service	49,930	(14.0%)
Farm/Forest/Fish	13,316	(3.7%)
Precision Prod.	55,453	(15.6%)
Oper/Fabri/Labor	55,505	(15.5%)

Total Metro Employees: 268,967
 Top 10 Total Employees: 134,127 (49.9%)

RIVERSIDE - SAN BERNARDINO

Largest Local Banks

Riverside National (139 Mil)
Security Pacific (NA)

Colleges and Universities

California State-San Bernardino
(5,497)
University of California-Riverside
(4,486)

Military Bases

Murch AFB (5,167)
Norton AFB (8,102)

Unemployment

Jun 79: 6.5%
Dec 82: NA %
Sep 83: 11.0%
Sep 84: 9.1%
Aug 85: 8.0%
Aug 86: 7.0%
Aug 87: 6.0%
Aug 88: 6.8%
Jul 89: 7.5%
Jul 9C: 7.8%

Total Full-Time Students: 16,203

RADIO BUSINESS INFORMATION

Heavy Agency
Radio Users

Zimmer
Running Bear

Largest Local
Radio Accounts

Coors
Budweiser
Supershop

Source of
Regional Dollars

Highest Billing Stations

1. KGGI-F \$4,100,000
2. KDUO-F 3,100,000
3. KFRG-F 3,000,000
4. KCAL-F 2,700,000
5. KWDJ-F 1,200,000
6. KRSO 700,000
KMEN 700,000

Major Daily Newspapers

San Bernardino Sun 88,817
Riverside Press-Enterprise 156,508

AM

PM

SUN

100,193
164,748

Owner

Gannett

Best Restaurants

Joe Greensleaves
Sycamore Inn

Best Hotels

Hilton
Sheraton
Red Lion

Best Golf Courses

Canyon Crest CC

COMPETITIVE MEDIA

Major Over the Air Television

See Los Angeles

WEATHER DATA

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$80,000,000	38.4	.0050
Radio	19,300,000	9.3	.0012
Newspaper	97,000,000	46.5	.0060
Outdoor	12,100,000	5.8	.0007
	\$208,400,000		.0129

Miscellaneous Comments

* Part of Los Angeles ADI. Revenue for TV is estimated contribution to total revenue in the ADI.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Major Radio Station Sales Since 1986

1986	KPRO		\$ 710,000
1986	KDIG, KBON-F		2,300,000
1986	KCAL-F	Sold to Tim Sullivan	4,000,000
1987	KMEN, KGGI-F	Sold to American	13,000,000
1987	KNTF-F		3,000,000
1989	KMNY (Pomona)		7,500,000
1989	KQLH-F	Sold to Keymarket	7,700,000
1989	KCKC, KBON-F		5,000,000

NOTE: Some of these sales may not have been consummated.

ROANOKE - LYNCHBURG

1990 ARB Rank: 93	1990 Revenue: \$13,400,000	Manager's Market Ranking (current): 3.5
1990 MSA Rank: 192 - Roanoke	Rev per Share Point: \$157,833	Manager's Market Ranking (future): 3.6
253 - Lynchburg	Population per Station: 20,727 (18)	Duncan's Radio Market Grade: III B
1990 ADI Rank: 69	1990 Revenue Change: 4.7%	Mathematical Market Grade: III B-
FM Base Value: \$3,700,000 (Ron. only)	Station Turnover: 0%	
Base Value % : NA		

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	9.7	10.5	11.3	12.0	12.8	13.4					
Yearly Growth Rate (85-90): 6.6%											
Projected Revenue Estimates:							14.0	14.9	15.8	16.8	17.9
Revenue per Capita:	26.08	28.00	29.82	31.67	33.77	35.27					
Yearly Growth Rate (85-90): 6.2%											
Projected Revenue per Capita:							37.38	39.63	42.00	44.61	47.29
Resulting Revenue Estimate:							14.3	15.2	16.2	17.2	18.3
Revenue as % of Retail Sales:	.0043	.0045	.0043	.0043	.0043	.0042					
Mean % (85-90): .00425%											
Resulting Revenue Estimate:							14.4	14.9	15.7	16.6	17.4
							MEAN REVENUE ESTIMATE: 14.2 15.0 15.9 16.9 17.9				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.372	.375	.379	.379	.379	.380	.382	.383	.385	.386	.387
Retail Sales (billions):	2.2	2.3	2.6	2.8	3.0	3.2	3.4	3.5	3.7	3.9	4.1
Below-the-Line Listening Shares: 4.0%											
Unlisted Station Listening: 11.1%											
Total Lost Listening: 15.1%											
Available Share Points: 84.9											
Number of Viable Stations: 12											
Mean Share Points per Station: 7.1											
Median Share Points per Station: 4.5											
Rev. per Available Share Point: \$157,833											
Estimated Rev. for Mean Station: \$1,116,668											
							Confidence Levels				
							1990 Revenue Estimates: Below normal				
							1991-1995 Revenue Projections: Below normal				
							COMMENTS				
							Market will begin reporting revenue to Miller, Kaplan in 1991 . . .				
							Managers predict 3% to 5% revenue growth in 1991 . . .				

Household Income: \$31,409
 Median Age: 34.5 years
 Median Education: 12.3 years
 Median Home Value: \$39,900
 Population Change (1989-1994): 1.8%
 Retail Sales Change (1989-1994): 30.0%
 Number of Class B or C FM's: 4 + 1 = 5
 Revenue per AQH: \$23,183
 Cable Penetration: 56.1%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 83.9	<15 26.6	12-24 20.9	Non High School
Black 15.4	15-30 30.4	25-54 52.1	Grad: 42.6
Hispanic 0.7	30-50 26.6	55+ 27.0	High School Grad: 29.3
Other ---	50-75 12.1		
	75+ 4.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 14.5
 College 4+ years: 13.6

COMMERCE AND INDUSTRY

Important Business and Industries: Fortune 500 Companies, Forbes 500 Companies, Forbes Largest Private Companies, Dominion Bankshares

Textiles
 Electrical Components
 Furniture
 Processed Foods

INC 500 Companies Employment Breakdowns

FiberCom (458)	By Industry (SIC):	By Occupation:
1. Health Services	13,753 (8.2%)	Manag/Prof. 40,322 (21.6%)
2. Eating and Drinking Places	9,360 (5.6%)	Tech/Sales/Admin. 56,501 (30.3%)
3. Wholesale Trade-Durable Goods	7,852 (4.7%)	Service 24,195 (12.9%)
4. Special Trade Contractors	6,725 (4.0%)	Farm/Forest/Fish 3,180 (1.7%)
5. Electric & Electronic Equip	6,394 (3.8%)	Precision Prod. 23,178 (12.5%)
6. Food Stores	5,723 (3.4%)	Oper/Fabri/Labor 39,267 (21.0%)
7. Business Services	5,549 (3.3%)	
8. Miscellaneous Retail	4,949 (3.0%)	
9. Apparel & Other Textile Prdcts	4,734 (2.8%)	
10. Educational Services	4,689 (2.8%)	

Total Metro Employees: 167,359
 Top 10 Total Employees: 69,728 (41.7%)

ROANOKE - LYNCHBURG

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Central Fidelity (4.8 Bil)	Roanoke College (1,455)		Jun 79: 5.5%
Dominion (4.4 Bil)			Dec 82: NA %
Colonial American (366 Mil)			Sep 83: 5.1%
First Virginia (295 Mil)			Sep 84: 3.8%
			Aug 85: 4.5%
			Aug 86: 4.9%
			Aug 87: 4.5%
			Aug 88: 3.8%
			Jul 89: 3.3%
			Jul 90: 3.1%

Total Full-Time Students: 13,270

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Image Finnegan	Belk Coca Cola Miller Beer	Washington Richmond Lynchburg	1. WXLK-F \$3,300,000 2. WYYD-F 1,900,000 3. WROV-F 1,700,000 4. WSLQ-F 1,300,000 5. WPVR-F 1,200,000

Major Daily Newspapers	AM	PM	SUN	Owner
Roanoke Times & World News	82,924	40,094	126,774	Landmark
Lynchburg News & Advance	41,773	(AD)	45,023	

Best Restaurants	Best Hotels	Best Golf Courses
Charades Charcoal Steak	Marriott Hotel Roanoke	Boonesboro (Lynchburg) Hidden Valley

COMPETITIVE MEDIA

Major Over the Air Television

WBRA	Roanoke	15	PBS	
WDBJ	Roanoke	7	CBS	Schurz
WSLS	Roanoke	10	NBC	Park
WSET	Lynchburg	13	ABC	Albritton
WJPR	Lynchburg	21	Fox	
WVFT	Roanoke	27		Family Group

WEATHER DATA

Elevation: 1149
Annual Precipitation: 40.1 in.
Annual Snowfall: 25.0 in.
Average Windspeed: 8.3 (SE)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$34,200,000	38.7	.0107
Radio	13,400,000	15.2	.0042
Newspaper	37,800,000	42.8	.0118
Outdoor	2,900,000	3.3	.0008
	\$88,300,000		.0276

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	45.6	85.9	66.8
Avg. Min. Temp:	27.2	64.4	45.0
Average Temp:	36.4	75.2	55.9

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WTOY		200,000
1987	WSAY	Sold by Willis	375,000
1988	WLLL, WGOL-F (Lynchburg)	Sold to George Douglas	1,450,000
1988	WROV	Sold to Joyner	250,000

NOTE: Some of these sales may not have been consummated.

ROCHESTER

1990 ARB Rank: 45	1990 Revenue: \$26,100,000	Manager's Market Ranking (current): 3.9
1990 MSA Rank: 51	Rev per Share Point: \$306,698	Manager's Market Ranking (future): 3.8
1990 ADI Rank: 72	Population per Station: 59,242 (14)	Duncan's Radio Market Grade: II A-
FM Base Value: \$5,100,000	1990 Revenue Change: 4.0%	Mathematical Market Grade: II A
Base Value % : 19.5%	Station Turnover: 10%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	19.7	21.3	23.0	24.5	25.1	26.1					
Yearly Growth Rate (85-90): 5.2%											
Projected Revenue Estimates:							26.9	28.3	29.8	31.3	32.9
Revenue per Capita:	19.86	21.45	23.09	24.65	25.20	26.23					
Yearly Growth Rate (85-90): 5.7%											
Projected Revenue per Capita:							27.73	29.31	30.98	32.74	34.61
Resulting Revenue Estimate:							27.6	29.2	30.9	32.7	35.0
Revenue as % of Retail Sales:	.0035	.0036	.0037	.0037	.0033	.0033					
Mean % (85-90): .0033% (89-90 only)											
Resulting Revenue Estimate:							27.7	29.4	31.4	33.7	35.3

MEAN REVENUE ESTIMATE: 27.4 29.0 30.7 32.6 34.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.992	.993	.996	.994	.995	.995	.996	.997	.999	1.00	1.01
Retail Sales (billions):	5.5	5.9	6.3	6.7	7.5	8.0	8.4	8.9	9.5	10.2	10.7

Below-the-Line Listening Shares: 2.8%
 Unlisted Station Listening: 12.1%
 Total Lost Listening: 14.9%
 Available Share Points: 85.1
 Number of Viable Stations: 10
 Mean Share Points per Station: 8.5
 Median Share Points per Station: 7.8
 Rev. per Available Share Point: \$306,698
 Estimated Rev. for Mean Station: \$2,606,933

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS
 Market reports to Coopers & Lybrand and all stations participate . . .
 Hungerford will begin handling the market in 1991 . . . Managers
 predict 3% revenue increase in 1991 . . .

Household Income: \$36,263
 Median Age: 33.1 years
 Median Education: 12.6 years
 Median Home Value: \$42,200
 Population Change (1989-1994): .8%
 Retail Sales Change (1989-1993): 36.4%
 Number of Class B or C FM's: 7
 Revenue per AQH: \$22,500
 Cable Penetration: 61%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 89.0	<15 23.3	12-24 23.1	Non High School
Black 8.0	15-30 26.9	25-54 51.6	Grad: 29.6
Hispanic 2.0	30-50 28.7	55+ 25.4	
Other 1.0	50-75 16.1		High School Grad: 35.0
	75+ 5.0		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 16.3

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Photo Equipment	Eastman Kodak (18)	Rochester Community Savings Bank	Wegmans Food Markets (115)
Electronics	Bausch & Lomb (339)		Alling & Cory (339)
Office Equipment			
Engine Components			

INC 500 Companies Employment Breakdowns

Logical Operations (127)	By Industry (SIC):	By Occupation:
Exsel (222)	1. Instruments & Related Products 59,593 (15.2%)	Manag/Prof. 106,454 (24.3%)
Inter-Ad (235)	2. Health Services 33,213 (8.5%)	Tech/Sales/Admin. 133,576 (30.4%)
ORMEC Systems (460)	3. Eating and Drinking Places 22,513 (5.8%)	Service 55,323 (12.6%)
Universal Computer (461)	4. Wholesale Trade-Durable Goods 22,227 (5.7%)	Farm/Forest/Fish 7,746 (1.8%)
	5. Business Services 19,689 (5.0%)	Precision Prod. 54,829 (12.5%)
	6. Educational Services 19,549 (5.0%)	Oper/Fabri/Labor 80,745 (18.4%)
	7. Machinery, except Electrical 16,968 (4.3%)	
	8. Food Stores 13,494 (3.5%)	
	9. Electric & Electronic Equip 11,407 (2.9%)	
	10. Miscellaneous Retail 9,463 (2.4%)	

Total Metro Employees: 390,809
 Top 10 Total Employees: 228,116 (58.4%)

ROCHESTER

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Central Trust (954 Mil)	Rochester Tech (14,326)	Seneca Army Depot (574)	Jun 79: 4.4%
Citibank (5.0 Bil)	University of Rochester (8,559)		Dec 82: 8.1%
Marine Midland (NA)	SUNY-Brockport (7,162)		Sep 83: 7.3%
			Sep 84: 5.4%
			Aug 85: 4.9%
			Aug 86: 5.5%
			Aug 87: 4.3%
			Aug 88: 3.6%
			Jul 89: 3.7%
			Jul 90: 3.7%
	Total Full-Time Students: 39,550		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Jay	Wegman's	Buffalo	1. WCMF-F \$5,500,000
Hart Conway	McDonalds	Syracuse	2. WVOR-F 4,800,000
Blair	Sibleys Dept Store	Albany	3. WPXY A/F 3,400,000
	Flannigans Furniture		4. WHAM 3,000,000
	Nutri-System		5. WBEE A/F 2,600,000
	Rochester Cable		6. WKLX-F 2,300,000
			7. WRMM A/F 2,000,000
			8. WZSH-F 1,200,000
			9. WDKX-F 900,000
			10. WBBF 300,000
			Owner
Major Daily Newspapers	AM	PM	SUN
Rochester Democrat & Chronicle	129,352		259,431
Rochester Times-Union		86,767	
			Gannett
			Gannett

Best Restaurants	Best Hotels	Best Golf Courses
Christy's	Strathallen	Oak Hill (East)
Edwards (Continental)	Rochester Plaza	Locust Hill
Rio Bamba		CC of Rochester
Strathallan		Ironquoit

COMPETITIVE MEDIA

Major Over the Air Television

WHEC	Rochester	10	CBS	Viacom
WOKR	Rochester	13	ABC	Falmouth
WROC	Rochester	8	NBC	TV Partners
WUHF	Rochester	31	Fox	Act III
WXXI	Rochester	21	PBS	

WEATHER DATA

Elevation: 547
 Annual Precipitation: 32.6 in.
 Annual Snowfall: 86.1 in.
 Average Windspeed: 9.7 (WSW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$49,600,000	33.1	.0062
Radio	26,100,000	17.4	.0033
Newspaper	68,100,000	45.5	.0085
Outdoor	6,000,000	4.0	.0008
	<u>\$149,800,000</u>		<u>.0188</u>

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	31.3	82.2	57.2
Avg. Min. Temp:	16.7	60.2	38.6
Average Temp:	24.0	71.2	47.9

Miscellaneous Comments

Radio Revenue Breakdown

Local 78.2%
 National 21.8%

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WKLX-F	From Saga to First Valley	\$ 3,700,000
1986	WNYR, WEZO-F	From Grace to Israel	9,000,000
1986	WBBF, WBEE-F	From LIN to Heritage	7,300,000
1988	WEZO, WRMM-F	From Dorton to Atlantic Ventures	7,300,000
1990	WPXY A/F	From Pyramid to Rich	8,000,000

NOTE: Some of these sales may not have been consummated.

ROCKFORD

1990 ARB Rank: 142	1990 Revenue: \$8,200,000	Manager's Market Ranking (current): 3.6
1990 MSA Rank: 157	Rev per Share Point: \$120,411	Manager's Market Ranking (future): 3.7
1990 ADI Rank: 136	Population per Station: 23,190 (10)	Duncan's Radio Market Grade: ---
FM Base Value: NA	1990 Revenue Change: 4.0%	Mathematical Market Grade: IV A-
Base Value % : NA	Station Turnover: 14.3%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	6.1	6.5	6.9	7.3	7.9	8.2						
Yearly Growth Rate (85-90): 6.1%												
Projected Revenue Estimates:							8.6	9.1	9.7	10.3	10.9	
Revenue per Capita:	21.63	22.89	24.30	25.70	27.62	28.67						
Yearly Growth Rate (85-90): 5.8%												
Projected Revenue per Capita:							30.33	32.09	33.95	35.92	38.00	
Resulting Revenue Estimate:							8.7	9.2	9.7	10.3	10.9	
Revenue as % of Retail Sales:	.0038	.0038	.0037	.0036	.0039	.0039						
Mean % (85-90): .00378%												
Resulting Revenue Estimate:							8.4	9.0	9.5	10.2	11.0	
							MEAN REVENUE ESTIMATE:	8.6	9.1	9.6	10.3	10.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.282	.284	.284	.284	.286	.286	.286	.287	.287	.287	.288
Retail Sales (billions):	1.6	1.7	1.85	1.98	2.02	2.11	2.23	2.37	2.5	2.7	2.9
Below-the-Line Listening Shares: 15.8%											
Unlisted Station Listening: 16.1%											
Total Lost Listening: 31.9%											
Available Share Points: 68.1											
Number of Viable Stations: 7											
Mean Share Points per Station: 9.7											
Median Share Points per Station: 8.9											
Rev. per Available Share Point: \$120,411											
Estimated Rev. for Mean Station: \$1,171,427											

Confidence Levels

1990 Revenue Estimates: Slightly below normal
 1991-1995 Revenue Projections: Slightly below normal

COMMENTS

Market does not report revenue . . . Managers predict 4% to 5% revenue growth in 1991 . . .

Household Income: \$33,524

Median Age: 32.6 years

Median Education: 12.4 years

Median Home Value: \$44,800

Population Change (1989-1994): .4%

Retail Sales Change (1989-1994): 34.2%

Number of Class B or C FM's: 1

Revenue per AQH: \$24,924

Cable Penetration: 59%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 90.2	<15 23.6	12-24 22.2	Non High School
Black 7.4	15-30 28.4	25-54 53.4	Grad: 32.5
Hispanic 2.4	30-50 31.6	55+ 24.2	High School Grad:
Other ---	50-75 12.6		40.2
	75+ 3.8		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 14.1

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Metal Fasteners	Sundstrand (251)		
Farm Machinery			
Machine Tools			
Agribusiness			
Textile Machinery			

Employment Breakdowns

By Industry (SIC):

1. Machinery, except Electrical	12,541	(11.1%)
2. Transportation Equipment	10,296	(9.1%)
3. Health Services	9,425	(8.4%)
4. Fabricated Metal Products	9,361	(8.3%)
5. Eating and Drinking Places	7,028	(6.2%)
6. Business Services	5,425	(4.8%)
7. Wholesale Trade-Durable Goods	4,614	(4.1%)
8. Food and Kindred Products	3,316	(2.9%)
9. Food Stores	3,290	(2.9%)
10. General Merchandise Stores	3,194	(2.8%)

By Occupation:

Manag/Prof.	25,766	(19.8%)
Tech/Sales/Admin.	37,218	(28.7%)
Service	14,860	(11.4%)
Farm/Forest/Fish	1,953	(1.5%)
Precision Prod.	18,452	(14.2%)
Oper/Fabri/Labor	31,704	(24.4%)

Total Metro Employees: 112,817
 Top 10 Total Employees: 68,490 (60.7%)

ROCKFORD

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Amcore (684 Mil) First of America (500 Mil) First National (469 Mil)	Rock Valley (8,363) Rockford College (1,421)		Jun 79: 5.6% Dec 82: 17.0% Sep 83: 12.0% Sep 84: 8.5% Aug 85: 10.2% Aug 86: 8.7% Aug 87: 8.9% Aug 88: 7.1% Jul 89: 7.2% Jul 90: 8.4%
Total Full-Time Students: 2,571			

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Ramsey Best Company	Rockford Metro Center Best Buy Company	Madison Chicago	1. WZOK-F \$2,400,000 2. WKMQ-F 2,000,000 3. WROK 1,900,000 4. WRWC-F 600,000 5. WXRX-F 550,000 6. WKKN 300,000

Major Daily Newspapers	AM	PM	SUN	Owner
Rockford Register-Star	72,976		87,097	Gannett

Best Restaurants	Best Hotels	Best Golf Courses
Jungle Jim's (Seafood) Giovanni's (Italian) Bellamy's (French)	Clock Tower Marriott	Eagle Ridge Devil's Head

COMPETITIVE MEDIA

Major Over the Air Television

WIFR	Rockford	23	CBS	
WQRF	Rockford	39		
WREX	Rockford	13	ABC	ML Media Partners
WTVO	Rockford	17	NBC	Adam Young

WEATHER DATA
NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$22,000,000	40.1	.0104
Radio	8,200,000	15.0	.0039
Newspaper	23,000,000	41.9	.0109
Outdoor	1,600,000	2.9	.0008
	\$54,800,000		.0260

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WXTA, WYBR-F	From Sentry to North Star	\$1,200,000 (E)
1989	WRRR, WYBR-F	Sold by Comm. Partners	1,350,000

NOTE: Some of these sales may not have been consummated.

SACRAMENTO

1990 ARB Rank: 29	1990 Revenue: \$56,000,000	Manager's Market Ranking (current): 4.8
1990 MSA Rank: 32	Rev per Share Point: \$725,387	Manager's Market Ranking (future): 4.8
1990 ADI Rank: 21	Population per Station: 59,760 (20)	Duncan's Radio Market Grade: I A
FM Base Value: \$10,300,000	1990 Revenue Change: 5.6%	Mathematical Market Grade: I A-
Base Value % : 18.4%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	37.0	39.7	42.9	47.8	53.0	56.0					
Yearly Growth Rate (85-90):	8.6% (assigned rate of 7.2%)										
Projected Revenue Estimates:							59.1	63.3	67.4	72.2	77.4
Revenue per Capita:	29.13	30.54	31.78	34.14	36.55	37.83					
Yearly Growth Rate (85-90):	5.6%										
Projected Revenue per Capita:							39.95	42.19	44.55	47.04	49.68
Resulting Revenue Estimate:							60.7	65.4	70.8	76.2	81.5
Revenue as % of Retail Sales:	.0046	.0046	.0047	.0050	.0049	.0047					
Mean % (85-90):	.00475%										
Resulting Revenue Estimate:							59.4	64.1	68.9	73.6	78.9
							MEAN REVENUE ESTIMATE: <u>59.7</u> <u>64.3</u> <u>69.0</u> <u>74.0</u> <u>79.3</u>				

POPULATION & DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.27	1.30	1.35	1.40	1.45	1.48	1.52	1.55	1.59	1.62	1.64
Retail Sales (billions):	8.1	8.6	9.2	9.5	10.8	11.8	12.5	13.5	14.5	15.5	16.6

Below-the-Line Listening Shares:	9.5%	Confidence Levels
Unlisted Station Listening:	13.3%	
Total Lost Listening:	22.8%	1990 Revenue Estimates: Normal
Available Share Points:	77.2	1991-1995 Revenue Projections: Normal
Number of Viable Stations:	14	

Mean Share Points per Station:	5.5	COMMENTS
Median Share Points per Station:	4.8	Market reports to Miller, Kaplan and all viable stations except KWOD
Rev. per Available Share Point:	\$725,387	cooperate . . . Managers predict 4% to 6% revenue increase in 1991 . .
Estimated Rev. for Mean Station:	\$4,000,000	

Household Income: \$37,407				
Median Age: 32.8 years	Ethnic	Income	Age	Education
Median Education: 12.8 years	Breakdowns (%)	Breakdowns (%)	Breakdowns (%)	Levels
Median Home Value: \$67,200	White 82.6	<15 23.0	12-24 22.3	Non High School
Population Change (1989-1994): 12.4%	Black 5.6	15-30 26.4	25-54 54.2	Grad: 22.3
Retail Sales Change (1989-1994): 43.3%	Hispanic 10.2	30-50 25.48	55+ 23.4	
Number of Class B or C FM's: 11	Other 1.6	50-75 17.5		High School Grad:
Revenue per AQH: \$33,274		75+ 7.7		34.2
Cable Penetration: 53%				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 23.9

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Aerospace			Raley's (151)
Government			
Agribusiness			
Military			

INC 500 Companies

Employment Breakdowns

Logistic Systems	By Industry (SIC):	By Occupation:
Architects (25)		
Step Ahead Investments (79)	1. Eating and Drinking Places 39,042 (11.4%)	Manag/Prof. 120,719 (25.4%)
Del Paso Pipe & Steel (481)	2. Health Services 31,709 (9.3%)	Tech/Sales/Admin. 168,195 (35.4%)
ComputerTech Integrators (492)	3. Business Services 21,291 (6.2%)	Service 67,778 (14.2%)
	4. Special Trade Contractors 16,383 (4.8%)	Farm/Forest/Fish 11,678 (2.5%)
	5. Wholesale Trade-Durable Goods 14,759 (4.3%)	Precision Prod. 55,777 (11.7%)
	6. Food Stores 13,054 (3.8%)	Oper/Fabri/Labor 51,394 (10.8%)
	7. Miscellaneous Retail 12,161 (3.6%)	
	8. Automotive Dealers 11,196 (3.3%)	
	9. General Merchandise Stores 10,176 (3.0%)	
	10. Wholesale Trade-Nondurable Gds 9,999 (2.9%)	

Total Metro Employees: 341,785
 Top 10 Total Employees: 179,770 (52.6%)

SACRAMENTO

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank of America (NA) Security Pacific (NA) Wells Fargo (NA)	California State (20,226) University of California-Davis (18,141)	McClellan AFB (3,500) Beale AFB (4,000) Mather AFB (4,900) Travis AFB (13,400)	Jun 79: 6.8% Dec 82: NA % Sep 83: 9.5% Sep 84: 7.2% Aug 85: 6.9% Aug 86: 5.4% Aug 87: 5.0% Aug 88: 5.3% Jul 89: 5.4% Jul 90: 4.3%

Total Full-Time Students: 45,421

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Runyon, Saltzman RPM Western Int. Mering DDB Needham	Safeway Raley's Weinstocks McDonalds Payless Foods	San Francisco Los Angeles	1. KRAK A/F \$9,800,000 2. KFBK 8,500,000 3. KXOA-F 7,300,000 4. KZAP-F 4,800,000 5. KSFM A/F 4,500,000 6. KRKQ-F 3,900,000 7. KHYL-F 3,600,000 8. KQPT-F 3,400,000 9. KAER-F 2,800,000 10. KYMX-F 2,400,000 11. KROY-F 1,700,000 12. KWOD-F 1,400,000 13. KRXC 1,100,000
Major Daily Newspapers	AM PM SUN	Owner	
Sacramento Bee Sacramento Union	263,412 67,449	322,870 62,441	McClatchy

COMPETITIVE MEDIA

Major Over the Air Television

KCRA	Sacramento	3	NBC	Kelly
KCSO	Modesto	19		
KOVR	Stockton	13	ABC	Anchor
KRBK	Sacramento	31		
KTXL	Sacramento	40		Warburg Pincus
KVIE	Sacramento	6	PBS	
KXTV	Sacramento	10	CBS	Belo
KSCH	Stockton	58		Pegasus

Best Restaurants

Firehouse (Continental)
Lautrec's (French)
Mace's (Steak)
Koya's
Terrace

Best Hotels

Red Lion Inn
Woodlake Inn
Sheraton
Hilton
Hyatt

Best Golf Courses

Rancho Murietta
Silverado (Napa)
Del Paso

WEATHER DATA

Elevation:	17		
Annual Precipitation:	17.3 in.		
Annual Snowfall:	0		
Average Windspeed:	8.3 (SW)		
		JAN	JUL
			TOTAL
			YEAR
Avg. Max. Temp:	53.0	92.9	73.2
Avg. Min. Temp:	37.1	57.5	47.4
Average Temp:	45.1	75.2	60.3

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$130,100,000	38.4	.0110
Radio	56,000,000	16.5	.0047
Newspaper	143,500,000	42.3	.0122
Outdoor	9,600,000	2.8	.0008
	<u>\$339,200,000</u>		<u>.0287</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

* Split ADI with Stockton and Modesto. TV revenue is estimate of Sacramento's share. Total TV revenue for ADI is estimated at \$168,000,000.

Radio Revenue Breakdown

Local 64.8%
National 35.2%
(Trade equals about 3% of local)

Major Radio Station Sales Since 1986

1986	KRAK A/F	From Affiliated to EZ	15,200,000
1986	KAHI/KHYL-F (Auburn)	Sold to Parker	8,000,000
1987	KFBK/KAER-F	From McClatchy to Westinghouse	20,000,000
1987	KQPT-F	Sold to Duchossois	8,240,000 + \$2.5 Mil were religious contribution
1987	KSMJ/KSFM-F	From Duffy to Genesis	16,500,000 (E)
1988	KROY-F	From Commonwealth to Great America	11,800,000 + \$1.2 Mil for tower site

NOTE: Some of these sales may not have been consummated.

SAGINAW - BAY CITY - MIDLAND

1990 ARB Rank: 112	1990 Revenue: \$10,700,000	Manager's Market Ranking (current): 3.5
1990 MSA Rank: 120	Rev per Share Point: \$134,931	Manager's Market Ranking (future): 3.6
1990 ADI Rank: 59 (w/Flint)	Population per Station: 29,736 (11)	Duncan's Radio Market Grade: III C-
FM Base Value: \$2,900,000	1990 Revenue Change: 7.0%	Mathematical Market Grade: III B-
Base Value % : 27.1%	Station Turnover: 13.3%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	8.0	8.6	9.1	9.6	10.0	10.7					
Yearly Growth Rate (85-90): 6.0%											
Projected Revenue Estimates:							11.1	11.8	12.5	13.3	14.0
Revenue per Capita:	19.51	21.03	22.25	23.53	24.45	26.22					
Yearly Growth Rate (85-90): 6.1%											
Projected Revenue per Capita:							27.82	29.52	31.32	33.23	35.25
Resulting Revenue Estimate:							11.3	11.9	12.6	13.4	14.1
Revenue as % of Retail Sales:	.0033	.0032	.0033	.0033	.0036	.0037					
Mean % (85-90): .00345%											
Resulting Revenue Estimate:							10.9	11.0	11.7	12.4	13.5
							MEAN REVENUE ESTIMATE: 11.1 11.6 12.3 13.0 13.9				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.410	.409	.409	.408	.409	.408	.405	.404	.403	.402	.401
Retail Sales (billions):	2.5	2.7	2.75	2.9	2.8	2.9	3.0	3.2	3.4	3.6	3.9

Below-the-Line Listening Shares: 9.1%
 Unlisted Station Listening: 11.6%
 Total Lost Listening: 20.7%
 Available Share Points: 79.3
 Number of Viable Stations: 7.5
 Mean Share Points per Station: 10.6
 Median Share Points per Station: 8.0
 Rev. per Available Share Point: \$134,931
 Estimated Rev. for Mean Station: \$1,426,671

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS
 WKQZ and WTLZ do not participate in the Hungerford so estimates were made . . . WIOG takes about \$200,000 out of the Flint market . . . Managers predict 5% to 6% revenue increase in 1991 . . .

Household Income: \$30,637
 Median Age: 31.3 years
 Median Education: 12.4 years
 Median Home Value: \$38,500
 Population Change (1989-1994): -1.7%
 Retail Sales Change (1989-1994): 27.8%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$18,641
 Cable Penetration: NA

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 87.2	<15 29.0	12-24 24.4	Non High School
Black 9.0	15-30 28.5	25-54 53.1	Grad: 32.7
Hispanic 3.8	30-50 28.1	55+ 22.5	High School Grad:
Other ---	50-75 11.0		40.5
	75+ 3.4		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 14.2
 College 4+ years: 12.6

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Automotive	Dow Chemical (21)		
Chemicals	Dow Corning (252)		
Foundries			

INC 500 Companies Employment Breakdowns

Janet Sand & Gravel (89)
 Dore & Associates
 Contracting (256)

By Industry (SIC):	By Occupation:
1. Transportation Equipment 15,073 (12.5%)	Manag/Prof. 32,135 (20.0%)
2. Health Services 12,478 (10.3%)	Tech/Sales/Admin. 45,838 (28.5%)
3. Eating and Drinking Places 9,745 (8.1%)	Service 22,823 (14.2%)
4. Chemicals and Allied Products 6,999 (5.8%)	Farm/Forest/Fish 2,330 (1.4%)
5. Primary Metal Industries 6,470 (5.4%)	Precision Prod. 23,840 (14.9%)
6. Food Stores 4,166 (3.5%)	Oper/Fabri/Labor 33,819 (21.0%)
7. General Merchandise Stores 3,895 (3.2%)	
8. Business Services 3,794 (3.1%)	
9. Wholesale Trade-Durable Goods 3,581 (3.0%)	
10. Special Trade Contractors 3,390 (2.8%)	

Total Metro Employees: 120,659
 Top 10 Total Employees: 69,591 (57.7%)

SAGINAW - BAY CITY - MIDLAND

Largest Local Banks
 NBD (154 Mil)
 Second National (650 Mil)

Colleges and Universities
 Saginaw Valley (4,833)

Military Bases

Unemployment
 Jun 79: 9.1%
 Dec 82: 18.6%
 Sep 83: 12.7%
 Sep 84: 12.3%
 Aug 85: 12.4%
 Aug 86: 8.6%
 Aug 87: 8.0%
 Aug 88: 5.9%
 Jul 89: 7.2%
 Jul 90: 6.9%

Total Full-Time Students: 8,462

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations	
Gibson Kelly	McDonald Pontiac	Flint	1. WIOG-F	\$3,000,000 *
Sam Britton	Meijer Dept.	Detroit	2. WKCQ-F	2,000,000
Cliff Hauser	Art Van Furn.	Grand Rapids	3. WHNN-F	1,700,000
	Martin Chevy		4. WSGW	1,500,000
	Highland Appliance		5. WKQZ-F	900,000
			6. WGER-F	700,000
			7. WTLZ-F	650,000

* WIOG-F receives part of its revenue from the Flint market

Major Daily Newspapers	AM	PM	SUN	Owner
Saginaw News		56,656	66,071	Newhouse
Midland News		25,456 (E)		
Bay City Times		39,044	50,417	Newhouse

Best Restaurants	Best Hotels	Best Golf Courses
Treasure Island	Sheraton	Bay Valley
Bay Valley	Bay Valley Resort	
Justine's		
Olive Garden		

COMPETITIVE MEDIA

Major Over the Air Television
 See Flint

WEATHER DATA
 NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$16,400,000	28.8	.0057
Radio	10,700,000	18.8	.0037
Newspaper	26,900,000	47.3	.0093
Outdoor	2,900,000	5.1	.0010
	\$56,900,000		.0197

Miscellaneous Comments

* Split TV ADI with Flint. TV revenue is estimate of Saginaw/Bay City share. Total TV revenue is estimated at \$40,900,000.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WGER-F (102.5)	Sold to Booth	\$4,600,000
1986	WIOG-F (106.3)	From Booth to Fitzgerald	2,550,000
1987	WBCM (Bay City)		125,000
1988	WTLZ-F		650,000
1988	WXOX (Bay City)		105,000
1990	WKQZ-F (Midland)	Sold to Windward	2,000,000

NOTE: Some of these sales may not have been consummated.

ST. LOUIS

1990 ARB Rank: 16	1990 Revenue: \$71,800,000	Manager's Market Ranking (current): 3.0
1990 MSA Rank: 14	Rev per Share Point: \$767,991	Manager's Market Ranking (future): 3.2
1990 ADI Rank: 18	Population per Station: 70,772 (29)	Duncan's Radio Market Grade: I D+
FM Base Value: \$6,600,000	1990 Revenue Change: 3.6%	Mathematical Market Grade: I C
Base Value % : 9.2%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	57.1	61.0	60.0	65.4	69.0	71.8						
Yearly Growth Rate (85-90): 4.4%												
Projected Revenue Estimates:							75.0	78.3	81.7	85.3	89.0	
Revenue per Capita:	23.60	24.90	24.39	26.37	27.82	28.84						
Yearly Growth Rate (85-90): 4.2%												
Projected Revenue per Capita:							30.05	31.31	32.63	34.00	35.43	
Resulting Revenue Estimate:							75.1	78.9	82.6	86.4	90.3	
Revenue as % of Retail Sales:	.0038	.0038	.0037	.0038	.0040	.0039						
Mean % (85-90): .00383%												
Resulting Revenue Estimate:							72.5	76.6	81.2	86.2	91.9	
							MEAN REVENUE ESTIMATE:	74.2	77.9	81.8	86.0	90.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	2.42	2.45	2.46	2.48	2.48	2.49	2.50	2.52	2.53	2.54	2.55
Retail Sales (billions):	15.4	16.0	16.4	17.0	17.4	18.1	18.9	20.0	21.2	22.5	24.0

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: 6.9%
 Total Lost Listening: 6.9%
 Available Share Points: 93.1
 Number of Viable Stations: 17
 Mean Share Points per Station: 5.5
 Median Share Points per Station: 3.5
 Rev. per Available Share Point: \$767,991
 Estimated Rev. for Mean Station: \$4,205,880

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . Many (about 10) low-revenue stations do not participate so estimates were made . . . Managers predict 3% to 4% revenue increase in 1991 . . .

Household Income: \$35,186
 Median Age: 33.4 years
 Median Education: 12.4 years
 Median Home Value: \$42,200
 Population Change (1989-1994): 2.2%
 Retail Sales Change (1989-1994): 30.6%
 Number of Class B or C FM's: 12 + 3 = 15
 Revenue per AQH: \$20,306
 Cable Penetration: 44%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 82.8	<15 24.5	12-24 22.2	Non High School
Black 16.1	15-30 26.9	25-54 51.8	Grad: 35.9
Hispanic 1.0	30-50 27.7	55+ 26.1	High School Grad:
Other 0.1	50-75 15.1		34.4
	75+ 5.8		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 14.1

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Transport Equipment	McDonnell Douglas (25)	Boatmen's Bancshares	Graybar Electric (76)
Automotive	General Dynamics (41)	Brown Group	Maritz (138)
Aerospace	Anheuser-Busch (46)	May Department Stores	Schnuck Markets (153)
Beer	Monsanto (51)	Mercantile Bancorporation	United Van Lines (241)
Chemicals	Emerson Electric (66)	Sigma-Aldrich	Enterprise Leasing Co. (244)
Soaps/Detergents	Ralston Purina (71)	Southwestern Bell	McCarthy (282)
	Interco (133)	Union Electric	Thermadyne Holdings (308)
	Jefferson SmurFit (288)	Wetterau	
	Kellwood (404)		

INC 500 Companies

Employment Breakdowns

Carpenter HealthCare Systems (31)
 Professional Business Schools (49)
 Wilson Sculley Ass. (285)
 Xquad (341)

By Industry (SIC):

1. Health Services	89,617	(9.6%)
2. Eating and Drinking Places	66,952	(7.2%)
3. Transportation Equipment	58,252	(6.3%)
4. Business Services	52,996	(5.7%)
5. Wholesale Trade-Durable Goods	41,034	(4.4%)
6. Special Trade Contractors	35,372	(3.8%)
7. Educational Services	27,910	(3.0%)
8. Membership Organizations	25,834	(2.8%)
9. Food Stores	25,542	(2.7%)
10. General Merchandise Stores	23,995	(2.6%)

By Occupation:

Manag/Prof.	234,618	(22.8%)
Tech/Sales/Admin. Service	338,579	(32.9%)
	140,261	(13.7%)
Farm/Forest/Fish	12,384	(1.2%)
Precision Prod.	123,159	(12.0%)
Oper/Fabri/Labor	179,274	(17.4%)

Total Metro Employees: 930,548
 Top 10 Total Employees: 447,504 (48.1%)

ST. LOUIS

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Boatmen's National (4.3 Bil)	University of Missouri-St.Louis	Scott AFB (6,322) ?	Jun 79: 5.1%
Commerce (1.9 Bil)	(11,596)		Dec 82: NA %
Mercantile (3.9 Bil)	Washington University (10,610)		Sep 83: 10.0%
	St. Louis University (8,567)		Sep 84: 7.4%
			Aug 85: 7.5%
			Aug 86: 7.1%
			Aug 87: 6.6%
			Aug 88: 6.4%
			Jul 89: 5.2%
			Jul 90: 6.1%

Total Full-Time Students: 49,708

Highest Billing Stations

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Kupper	Budweiser	
Turec	Nutri-System	
Kerlick	McDonalds	
BHN	Coca Cola	
Glennon		

1. KMOX	\$22,000,000
2. KSHE-F	7,400,000
3. KYKY-F	7,000,000
4. KSD -F	5,800,000
5. KMJM-F	5,200,000
6. WIL A/F	4,700,000
7. KEZK-F	4,400,000
8. WKBQ-F	4,000,000
9. KLOU-F	3,700,000
10. KRJY-F	1,700,000
11. KATZ A/F	1,600,000
12. WKFX-F	1,500,000
KUSA	1,500,000
14. KFYO-F	1,000,000

Major Daily Newspapers	AM	PM	SUN	Owner
St. Louis Post-Dispatch	376,286		561,585	Pulitzer

COMPETITIVE MEDIA

Major Over the Air Television

KDNL	St. Louis	30	Fox	Atlantic
KETC	St. Louis	9	PBS	
KMOV	St. Louis	4	CBS	Viacom
KPLR	St. Louis	11		
KSDK	St. Louis	5	NBC	Multimedia
KTVI	St. Louis	2	ABC	Times-Mirror

Best Restaurants	Best Hotels	Best Golf Courses
Tony's	Omni	Old Warscn CC
Dominic's	Majestic	Bellerive
Chez Loui	Seven Gables	Westwood CC
Balabans	Marriott Pavillion	St. Louis CC
Anthony's	Hyatt-Union Station	
	Adams Mark	

WEATHER DATA

Elevation:	535
Annual Precipitation:	36.7 in.
Annual Snowfall:	17.8 in.
Average Windspeed:	9.5 (SW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$168,000,000	39.3	.0093
Radio	71,800,000	16.7	.0039
Newspaper	173,000,000	40.4	.0096
Outdoor	15,100,000	3.3	.0018
	\$427,900,000		.0236

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	39.9	88.4	65.6
Avg. Min. Temp:	22.6	68.8	46.2
Average Temp:	31.3	78.6	55.9

Miscellaneous Comments

Radio Revenue Breakdown

Local	79.0%
National	21.0%

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KMJM-F	From Amaturto to Keymarket	NA
1986	KGLD, WKBQ-F	Sold to Chase	6,900,000
1986	WIL A/F	From LIN to Heritage	9,400,000
1986	KLTH-F (Florissant)		3,500,000
1988	KMJM-F	From Keymarket to Noble	16,000,000
1989	WKLL, WEZK-F	CANCELLED	14,700,000
1989	KSTZ-F (St. Genevieve)	CANCELLED	6,500,000
1990	KSTZ-F (St. Genevieve)		4,000,000

NOTE: Some of these sales may not have been consummated.

SALINAS - SEASIDE - MONTEREY - SANTA CRUZ

1990 ARB Rank: 75
 1990 MSA Rank: Sal-Mont. - 132
 Santa Cruz - N/A
 1990 ADI Rank: 109
 FM Base Value: \$3,300,000
 Base Value % : 26.2%

1990 Revenue: \$12,600,000
 Rev per Share Point: \$211,055
 Population per Station: 21,517 (23)
 1990 Revenue Change: 1.6%
 Station Turnover: 18.2%

Manager's Market Ranking (current): 3.4
 Manager's Market Ranking (future) : 3.8
 Duncan's Radio Market Grade: II C+
 Mathematical Market Grade: II D+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	9.3	10.1	11.0	11.5	12.4	12.6					
Yearly Growth Rate (85-90): 6.3%											
Projected Revenue Estimates:							13.2	14.1	14.9	15.9	16.8
Revenue per Capita:	16.88	18.00	19.03	19.62	20.88	20.93					
Yearly Growth Rate (85-90): 4.4%											
Projected Revenue per Capita:							21.85	22.81	23.82	24.86	25.96
Resulting Revenue Estimate:							13.3	14.4	15.2	16.2	17.1
Revenue as % of Retail Sales:	.0031	.0032	.0033	.0033	.0031	.0029					
Mean % (85-90): .00315%											
Resulting Revenue Estimate:							14.3	15.4	16.7	18.0	18.9
MEAN REVENUE ESTIMATE:	13.6	14.6	15.6	16.7	17.6						

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.551	.561	.578	.586	.594	.602	.609	.630	.640	.652	.657
Retail Sales (billions):	3.0	3.2	3.36	3.5	4.0	4.3	4.6	4.9	5.3	5.7	6.0

Below-the-Line Listening Shares: 27.2%
 Unlisted Station Listening: 13.1%
 Total Lost Listening: 40.3%
 Available Share Points: 59.7
 Number of Viable Stations: 11
 Mean Share Points per Station: 5.4
 Median Share Points per Station: 3.7
 Rev. per Available Share Point: \$211,055
 Estimated Rev. for Mean Station: \$1,145,453

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Market reports to Miller, Kaplan . . . Many (over 10) stations do not cooperate so the Miller, Kaplan is of only moderate value . . . No consensus among managers about 1991 revenue . . . The old KLR's revenue is now reported in San Francisco . . .

Household Income: \$39,277
 Median Age: 32.0 years
 Median Education: 12.7 years
 Median Home Value: \$90,100
 Population Change (1989-1994): 9.8%
 Retail Sales Change (1989-1994): 42.5%
 Number of Class B or C FM's: NA
 Revenue per AQH: \$17,166
 Cable Penetration: 76%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 72.5	<15 22.3	12-24 23.3	Non High School
Black 4.0	15-30 27.4	25-54 53.1	Grad: 26.2
Hispanic 23.5	30-50 25.3	55+ 23.8	High School Grad:
Other ---	50-75 16.0		28.9
	75+ 9.0		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 23.7

COMMERCE AND INDUSTRY

Important Business and Industries: Fortune 500 Companies, Forbes 500 Companies, Forbes Largest Private Companies
 Food Processing: Seagate Technology (285)
 Fishing
 Tourism

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating and Drinking Places	15,525	(11.9%)
2. Health Services	9,628	(7.4%)
3. Food and Kindred Products	6,302	(4.8%)
4. Business Services	5,964	(4.6%)
5. Miscellaneous Retail	5,807	(4.5%)
6. Food Stores	5,555	(4.3%)
7. Hotels and Other Lodging Places	5,421	(4.2%)
8. Wholesale Trade-Nondurable Gds	4,729	(3.6%)
9. Automotive Dealers	4,607	(3.5%)
10. Electric & Electronic Equip	3,823	(2.9%)

By Occupation:

Manag/Prof.	47,024	(23.7%)
Tech/Sales/Admin.	56,333	(28.5%)
Service	28,489	(14.3%)
Farm/Forest/Fish	19,007	(9.6%)
Precision Prod.	22,428	(11.3%)
Oper/Fabri/Labor	24,882	(12.6%)

Total Metro Employees: 130,029
 Top 10 Total Employees: 67,361 (51.8%)

SALINAS - SEASIDE - MONTEREY - SANTA CRUZ

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First National-Monterey (149 Mil)	Monterey Inst. (435)	Presidio of Monterey (8,820)	Jun 79: 8.0%
Bank of America (NA)	Monterey Peninsula College (5,656)	Naval Postgrad School (2,012)	Dec 82: NA
Pacific Western (Santa Cruz)		Fort Ord (20,019)	Sep 83: 9.4%
(1.0 Bil)			Sep 84: 8.0%
			Aug 85: 8.4%
			Aug 86: 7.4%
			Aug 87: 6.2%
			Aug 88: NA
			Jul 89: NA
			Jul 90: NA

Total Full-Time Students: 16,594

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Jeff Mitchell	Mervyn's Coke and Pepsi McDonalds Strough Ford Budweiser Burdicks Appliance	San Jose San Fransisco	1. KDON-F \$1,900,000 2. KTOM A/F 1,650,000 KWAY-F 1,650,000 4. KMBY-F 1,300,000 5. KOCN-F 1,100,000 6. KCTY/KRAY-F 900,000 7. KBOQ-F 750,000 8. KHIP-F 630,000 9. KSCO/KLRS-F 600,000
Major Daily Newspapers	AM	PM	SUN
Monterey Herald	35,065		36,238
Salinas Californian		23,351	Gannett

COMPETITIVE MEDIA

Major Over the Air Television

KCBA	Salinas	35	Fox	Ackerley
KMST	Monterey	46	CBS	Retlaw
KSBW	Salinas	8	NBC	Gilett
KSMS	Monterey	67		
KNTV	San Jose	11	ABC	Granite

Best Restaurants	Best Hotels	Best Golf Courses
Casanova (Italian) Old Bath House Club 19 (Steak/Seafood) Rio Grill Moss Landing Oyster Bar Inn at Spanish Bay Doubletree	Lodge at Pebble Beach Highlands Inn La Playa Quail Lodge	Pebble Beach Spyglass Hill Cypress Point Spanish Bay Pasatiempo (S.Cruz) Poppy Hills

WEATHER DATA

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$37,000,000	44.5	.0086
Radio	12,600,000	15.1	.0029
Newspaper	31,000,000	37.3	.0072
Outdoor	<u>2,600,000</u>	<u>3.1</u>	<u>.0006</u>
	\$83,200,000		.0193

Miscellaneous Comments

Radio Revenue Breakdown

Local 67.8%
National 32.2%
(Trade equals 12% of total sales - up 16% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KXES		\$ 400,000
1986	KDON A/F	From Grace to Henry	5,000,000
1986	KOCN-F		1,000,000
1987	KXDC A/F	From Walton to Woods	1,600,000
1987	KBOQ-F		2,980,000
1987	KNZS, KMBY-F	(never closed)	4,200,000
1988	KMFO, KMBY-F	Sold to Frankhouser	2,850,000
1988	KXDC A/F	Sold by Woods	2,650,000
1989	KNZS, KMBY-F	From Frankhouser to Adams	3,600,000
1990	KTOM A/F	From Comm. Pacific to Magic	6,250,000
1990	KNRY		400,000
1990	KSCO	Sold by Fuller-Jeffrey	600,000

NOTE: Some of these sales may not have been consummated.

SALT LAKE CITY

1990 ARB Rank: 38 1990 Revenue: \$31,900,000 Manager's Market Ranking (current): 2.5
 1990 MSA Rank: 45 Rev per Share Point: \$345,986 Manager's Market Ranking (future): 3.3
 1990 ADI Rank: 41 Population per Station: 33,493 (30) Duncan's Radio Market Grade: I D-
 FM Base Value: \$2,100,000 (SLC only) 1990 Revenue Change: 4.5% Mathematical Market Grade: I D+
 Base Value % : 6.6% Station Turnover: 30.8%

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	27.5	27.5	25.7	28.2	30.5	31.9						
Yearly Growth Rate (85-90):	3.2% (assigned rate of 5.4%)											
Projected Revenue Estimates:							33.6	35.4	37.4	39.4	41.5	
Revenue per Capita:	25.94	26.19	24.24	26.36	28.50	29.54						
Yearly Growth Rate (85-90):	2.8% (assigned rate of 5.0%)											
Projected Revenue per Capita:							31.02	32.57	34.20	35.91	37.70	
Resulting Revenue Estimate:							34.1	36.2	38.6	40.9	43.7	
Revenue as % of Retail Sales:	.0053	.0051	.0045	.0044	.0046	.0045						
Mean % (85-90):	.0045% (87-90 only)											
Resulting Revenue Estimate:							33.7	36.4	39.2	41.8	44.5	
							MEAN REVENUE ESTIMATE:	33.8	36.0	38.4	40.7	43.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.04	1.05	1.06	1.07	1.07	1.08	1.10	1.11	1.13	1.14	1.16
Retail Sales (billions):	5.2	5.4	5.7	6.4	6.7	7.1	7.5	8.1	8.7	9.3	9.9
Below-the-Line Listening Shares:	0.0						Confidence Levels				
Unlisted Station Listening:	7.8%						1990 Revenue Estimates: Slightly below normal				
Total Lost Listening:	7.8%						1991-1995 Revenue Projections: Below normal				
Available Share Points:	92.2						COMMENTS				
Number of Viable Stations:	19.5						Market reports to Miller, Kaplan . . . Several low to moderate				
Mean Share Points per Station:	4.7						revenue stations do not participate so estimates were made . . .				
Median Share Points per Station:	3.8						Managers predict 4% to 6% revenue increase in 1991 . . .				
Rev. per Available Share Point:	\$345,986										
Estimated Rev. for Mean Station:	\$1,626,134										

Household Income: \$29,410
 Median Age: 27.9 years
 Median Education: 12.8 years
 Median Home Value: \$62,000
 Population Change (1989-1994): 6.6%
 Retail Sales Change (1989-1994): 38.7%
 Number of Class B or C FM's: 14 + 3 = 17
 Revenue per AQH: \$21,366
 Cable Penetration: 42%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 94.8	<15 25.3	12-24 27.4	Non High School
Black 0.7	15-30 32.9	25-54 53.5	Grad: 19.1
Hispanic 4.5	30-50 27.7	55+ 18.9	High School Grad:
Other ---	50-75 10.8		35.6
	75+ 3.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 24.5

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Mining		First Security	Little & Co (321)
Oil and Refining		Zions Bancorporation	Pride Transport (426)
Aerospace			
Government			
Surgical/Medical Instruments			

INC 500 Companies

Huntsman Chemical (234)

Employment Breakdowns

By Industry (SIC):

1. Health Services	30,642	(7.9%)
2. Eating and Drinking Places	28,401	(7.3%)
3. Business Services	21,366	(5.5%)
4. Wholesale Trade-Durable Goods	20,166	(5.2%)
5. Special Trade Contractors	15,596	(4.0%)
6. Membership Organizations	13,904	(3.6%)
7. Food Stores	13,766	(3.5%)
8. Transportation Equipment	11,800	(3.0%)
9. Machinery, Except Electrical	11,619	(3.0%)
10. Miscellaneous Retail	10,693	(2.8%)

By Occupation:

Manag/Prof.	115,824	(24.5%)
Tech/Sales/Admin.	151,049	(32.0%)
Service	56,125	(11.8%)
Farm/Forest/Fish	6,341	(1.2%)
Precision Prod.	68,836	(14.5%)
Oper/Fabri/Labor	75,398	(16.0%)

Total Metro Employees: 388,234
 Top 10 Total Employees: 177,953 (45.8%)

SALT LAKE CITY

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First Interstate (979 Mil)	University of Utah (24,568)	Dugway Proving Grounds (1,067)	Jun 79: 3.9%
First Security (3.0 Bil)	Weber State (10,130)	Hill AFB (20,658)	Dec 82: 8.2%
Key Bank (825 Mil)			Sep 83: 7.8%
Valley Bank (958 Mil)			Sep 84: 5.5%
Zions First National (2.4 Bil)			Aug 85: 4.8%
			Aug 86: 4.8%
			Aug 87: 5.5%
			Aug 88: 4.2%
			Jul 89: 3.7%
			Jul 90: 4.3%

Total Full-Time Students: 58,186

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Evans	McDonalds	Denver	1. KKAT-F \$4,200,000
Scopes Garcia	Coca Cola	Los Angeles	2. KSL 4,000,000
Harris & Love	RC Wiley		3. KISN-F 3,400,000
Gardiner	Fred Meyer		4. KLZX A/F 3,100,000
			5. KSFI-F 3,000,000
			6. KALL/KLCY-F 2,800,000
			7. KSOP A/F 2,500,000
			8. KCPX A/F 2,300,000

Major Daily Newspapers	AM	PM	SUN	Owner
Salt Lake City Tribune	112,662		143,705	
Salt Lake City Desert News		62,575	69,279	
JOA				

COMPETITIVE MEDIA

Major Over the Air Television

KSL	Salt Lake City	5	CBS	Bonneville
KSTU	Salt Lake City	13	Fox	Fox
KTVX	Salt Lake City	4	ABC	Chris-Craft
KUED	Salt Lake City	7	PBS	
KUTV	Salt Lake City	2	NBC	Standard
KXIV	Salt Lake City	14		Skaggs

Best Restaurants	Best Hotels	Best Golf Courses
La Quille (French)	Little America	Jeremy Ranch (Park City)
Oceans (Seafood)	Embassy Suites	The Country Club
Market Street Grill (Sea)	Hilton	Hidden Valley
Cafe Central	Marriott	Park Meadows (Park City)
New Yorker	Doubletree	Riverside CC (Provo)
	Red Lion	

WEATHER DATA

Elevation: 4220
 Annual Precipitation: 15.6 in.
 Annual Snowfall: 58.1 in.
 Average Windspeed: 8.7 (SSE)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	37.4	92.8	63.8
Avg. Min. Temp:	18.5	60.5	38.2
Average Temp:	28.0	76.7	51.0

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$77,000,000	39.3	.0108
Radio	31,900,000	16.3	.0045
Newspaper	81,300,000	41.5	.0115
Outdoor	<u>5,800,000</u>	<u>3.1</u>	<u>.0008</u>
	\$196,100,000		.0276

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KMGR (Murray)	Sold to Transcom	\$ 500,000
1987	KZOL-F (Provo)	From First Media to Cook Inlet	2,000,000
1988	KMGR A/F (Orem)	From Transcom to Bingham	1,922,000
1988	KKWY-F		1,825,000
1988	KLZX-F	From Sunrise to Citadel	1,400,000
1988	KTOU-F (Provo)		940,000
1989	KJQN AF (Ogden)		825,000
1989	KRPN-F (Roy)	Sold to Bonneville	1,250,000
1989	KDAB-F (Salt Lake)		1,850,000
1989	KBER-F (Spanish Fork)		1,000,000
1990	KMGR A/F		3,500,000
1990	KFMY/KZOL-F (Provo)	Sold by Cook Inlet	2,750,000
1990	KKAT-F	From Brown to Apollo	12,000,000

NOTE: Some of these sales may not have been consummated.

SAN ANTONIO

1990 ARB Rank: 35	1990 Revenue: \$40,000,000	Manager's Market Ranking (current): 2.8
1990 MSA Rank: 36	Rev per Share Point: \$434,783	Manager's Market Ranking (future): 3.8
1990 ADI Rank: 43	Population per Station: 36,344 (29)	Duncan's Radio Market Grade: I C
FM Base Value: \$7,000,000	1990 Revenue Change: 4.2%	Mathematical Market Grade: I C+
Base Value % : 17.5%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	43.0	39.8	36.0	36.1	38.5	40.0						
Yearly Growth Rate (85-90): Negative	(assigned rate of 5.8%)											
Projected Revenue Estimates:							42.3	44.8	47.4	50.1	53.0	
Revenue per Capita:	35.54	31.84	28.34	28.31	29.17	29.63						
Yearly Growth Rate (85-90): Negative	(assigned rate of 5.4%)											
Projected Revenue per Capita:							31.23	32.92	34.69	36.57	38.54	
Resulting Revenue Estimate:							42.8	46.1	49.3	52.7	55.9	
Revenue as % of Retail Sales:	.0064	.0057	.0050	.0048	.0046	.0044						
Mean % (85-90): .0044% (assigned)												
Resulting Revenue Estimate:							43.1	48.0	52.4	56.8	61.6	
							MEAN REVENUE ESTIMATE: 42.7 46.3 49.7 53.2 56.8					

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.21	1.25	1.27	1.30	1.32	1.35	1.37	1.40	1.42	1.44	1.45
Retail Sales (billions):	6.7	7.0	7.2	7.5	8.4	9.0	9.8	10.9	11.9	12.9	14.0

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: 8.0%
 Total Lost Listening: 8.0%
 Available Share Points: 92.0
 Number of Viable Stations: 16.5
 Mean Share Points per Station: 5.6
 Median Share Points per Station: 4.4
 Rev. per Available Share Point: \$434,783
 Estimated Rev. for Mean Station: \$2,424,245

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan and all viable stations cooperate . . . Managers predict 4% to 6% revenue increase in 1991 . . .

Household Income: \$29,279
 Median Age: 30.6 years
 Median Education: 12.4 years
 Median Home Value: \$34,100
 Population Change (1989-1994): 9.5%
 Retail Sales Change (1989-1994): 46.7%
 Number of Class B or C FM's: 11 + 1 = 12
 Revenue per AQH: \$21,798
 Cable Penetration:

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 45.0	<15 32.5	12-24 24.9	Non High School
Black 7.3	15-30 30.2	25-54 52.7	Grad: 37.3
Hispanic 47.7	30-50 23.1	55+ 22.3	High School Grad: 29.2
Other ---	50-75 10.1		
	75+ 4.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 17.8
 College 4+ years: 15.7

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Military	Diamond Shamrock R&M (224)	Cullen/Frost Bankers	HEB Grocery (45)
Research	Valero Energy (378)		HB Zachry (355)
Agriculture			
Tourism			
Construction			
Clothing			

INC 500 Companies

Employment Breakdowns

Railtex (464)

By Industry (SIC):

1. Eating and Drinking Places	34,501	(9.1%)
2. Health Services	30,108	(7.9%)
3. Business Services	26,403	(7.0%)
4. Special Trade Contractors	20,553	(5.4%)
5. Wholesale Trade-Durable Goods	16,426	(4.3%)
6. Food Stores	16,351	(4.3%)
7. Wholesale Trade-Nondurable Gds	11,667	(3.1%)
8. Insurance Carriers	11,352	(3.0%)
9. General Merchandise Stores	11,239	(3.0%)
10. Automotive Dealers	9,520	(2.5%)

By Occupation:

Manag/Prof.	91,671	(22.0%)
Tech/Sales/Admin.	140,529	(33.7%)
Service	57,544	(13.8%)
Farm/Forest/Fish	5,260	(1.2%)
Precision Prod.	57,073	(13.7%)
Oper/Fabri/Labor	65,070	(15.6%)

Total Metro Employees: 379,843
 Top 10 Total Employees: 188,120 (49.5%)

SAN ANTONIO

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First National (2.3 Bil) NBC Bank (1.3 Bil) M Bank (836 Mil) NCNB Texas (NA) Broadway Nat. (503 Mil)	University of Texas-SA (12,612) Trinity (2,850)	Ft. Sam Houston (12,703) Brooks AFB (2,870) Kelly AFB (23,257) Lackland AFB (13,785) Randolph AFB (7,768)	Jun 79: 6.7% Dec 82: 5.7% Sep 83: 5.7% Sep 84: 4.7% Aug 85: 6.0% Aug 86: 7.4% Aug 87: 8.0% Aug 88: 7.4% Jul 89: 8.1% Jul 90: 7.3%

Total Full-Time Students: 25,033

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Anderson Atkins Mann & Mann Thompson	Foleys HEB Food Stores Coca Cola Diamond Shamrock Nutri-System	Dallas Austin Houston

Highest Billing Stations

1. KKYX, KCYY-F	\$7,000,000
2. WOAI	5,500,000
3. KCOR	3,500,000
4. KSMG-F	3,300,000
5. KTFM-F	3,100,000
6. KAJA-F	2,500,000
7. KMMX-F	2,400,000
8. KONO, KSRR-F	2,200,000
KZEP A/F	2,200,000
10. KXTN, KZVE-F	2,100,000
11. KISS-F	1,500,000
12. KQXT-F	1,400,000
KSAQ-F	1,400,000
14. KTSA	900,000

Major Daily Newspapers	AM	PM	SUN	Owner
San Antonio Express News San Antonio Light	183,814 (AD) 178,122 (AD)		271,066 253,672	Murdoch Hearst

Best Restaurants Best Hotels Best Golf Courses

La Fogata (Mexican) Paesano's (Italian) Polo (Continental) Grey Moss Inn	Mansion Del Rio Mansion Del Norte Gunther Hyatt Regency St. Anthony Plaza San Antonio Marriott River Center	Dominion Sonterra Pecan Valley
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COMPETITIVE MEDIA

Major Over the Air Television			
KABB San Antonio 29		Atlantic	
KENS San Antonio 5	CBS	Harte-Hanks	
KLRN San Antonio 9	PBS		
KMOL San Antonio 4	NBC	Chris Craft	
KSAT San Antonio 12	ABC	H & C	
KWEX San Antonio 41		Hallmark	
KRRT Kerrville 35	Fox	TVX	
KVDA San Antonio 60		Telemundo	

WEATHER DATA

Elevation: 788		
Annual Precipitation:	27.6 in.	
Annual Snowfall:	0.3 in.	
Average Windspeed:	9.3 (SE)	
	JAN	JUL
Avg. Max. Temp:	61.6	95.6
Avg. Min. Temp:	39.8	73.8
Average Temp:	50.7	84.7
		TOTAL YEAR
		79.8
		57.8
		68.8

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$90,000,000	38.6	.0100
Radio	40,000,000	17.2	.0044
Newspaper	96,000,000	41.2	.0107
Outdoor	7,200,000	3.1	.0008
	\$233,200,000		.0259

Radio Revenue Breakdown

Local	71.6%
National	28.4%

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KXTN, KZVE-F	Sold to TK	\$11,800,000
1986	KISS-F	From Capitol to Noble	13,350,000
1986	KRNN	Sold to Noble	2,000,000
1986	KSAQ-F	Sold to Inner City	6,700,000
1987	KISS-F	From Capitol (WRAL) to Adams	11,000,000
1987	KKYX, KCYY-F	From Swanson to New City	NA
1987	KRNN	Sold to Omni	1,000,000
1987	KONO, KITY-F	From Duffy to Genesis	14,000,000 (E)
1987	KSLR	Sold by Salem	1,500,000
1987	KCHL, KMMX-F	Sold to J. Hiatt	9,270,000
1988	KSMG-F	From American to Rusk	8,000,000
1989	KRIA	Sold to Adams	750,000
1989	KSMG-F	From Rusk to Jacor	10,000,000 (cancelled)
1990	KFHM		650,000

NOTE: Some of these sales may not have been consummated.

SAN DIEGO

1990 ARB Rank: 15	1990 Revenue: \$93,000,000	Manager's Market Ranking (current): 4.1
1990 MSA Rank: 13	Rev per Share Point: \$1,070,196	Manager's Market Ranking (future): 4.4
1990 ADI Rank: 24	Population per Station: 66,025 (31)	Duncan's Radio Market Grade: I A+
FM Base Value: \$14,400,000	1990 Revenue Change: 7.1%	Mathematical Market Grade: I A+
Base Value % : 15.5%	Station Turnover: 16.7%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	57.4	61.0	66.9	78.0	86.5	93.0					
Yearly Growth Rate (85-90): 10.1% (assigned rate of 7.1%)											
Projected Revenue Estimates:							97.7	104.6	112.0	119.3	127.6
Revenue per Capita:	26.70	27.47	28.96	32.77	34.74	36.61					
Yearly Growth Rate (85-90): 6.5%											
Projected Revenue per Capita:							38.98	41.52	44.22	47.09	50.15
Resulting Revenue Estimate:							101.7	111.7	121.6	132.7	142.9
Revenue as % of Retail Sales:	.0040	.0040	.0041	.0044	.0046	.0047					
Mean % (85-90): .0043%											
Resulting Revenue Estimate:							94.2	98.9	108.8	119.1	128.1

MEAN REVENUE ESTIMATE: 97.9 105.1 114.1 123.7 132.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	2.14	2.22	2.31	2.38	2.49	2.54	2.61	2.69	2.75	2.82	2.85
Retail Sales (billions):	14.4	15.3	16.1	17.6	18.7	20.0	21.2	23.0	25.3	27.7	29.8

Below-the-Line Listening Shares: 4.8%
 Unlisted Station Listening: 8.3%
 Total Lost Listening: 13.1%
 Available Share Points: 86.9
 Number of Viable Stations: 18
 Mean Share Points per Station: 4.8
 Median Share Points per Station: 3.9
 Rev. per Available Share Point: \$1,070,196
 Estimated Rev. for Mean Station: \$5,166,668

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . All viable stations cooperate . . . Managers predict 5% to 7% revenue increase in 1991 . . .

Household Income: \$41,672
 Median Age: 31.8 years
 Median Education: 12.8 years
 Median Home Value: \$91,000
 Population Change (1989-1994): 13.6%
 Retail Sales Change (1989-1994): 47.5%
 Number of Class B or C FM's: 12 + 3 = 15
 Revenue per AQH: \$28,449
 Cable Penetration: 71%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 78.6	<15 20.8	12-24 24.5	Non High School
Black 5.5	15-30 26.9	25-54 52.0	Grad: 22.0
Hispanic 15.9	30-50 24.6	55+ 23.5	High School Grad:
Other ---	50-75 17.5		33.1
	75+ 10.2		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 24.0

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Aerospace Research Tourism Military Ship Building Electronics Seafoods	Rohr Industries (353)	Great American First Svgs. Home Fed Imperial Corp. of America Price Company San Diego Gas & Electric	Foodmaker (124) Science Applications Int'l.(185)

INC 500 Companies

Employment Breakdowns

Pyranponic Industries (86)
 Pacific Biotech (136)
 Cosmopolitan Travel (366)

By Industry (SIC):

1. Eating and Drinking Places	60,921	(9.0%)
2. Health Services	51,636	(7.6%)
3. Business Services	51,538	(7.6%)
4. Special Trade Contractors	33,744	(5.0%)
5. Electric & Electronic Equipment	30,651	(4.5%)
6. Transportation Equipment	28,403	(4.2%)
7. Wholesale Trade-Durable Goods	24,177	(3.6%)
8. Food Stores	20,008	(3.0%)
9. Miscellaneous Retail	19,783	(2.9%)
10. Real Estate	19,240	(2.8%)

By Occupation:

Manag/Prof.	196,667	(26.0%)
Tech/Sales/Admin.	247,863	(32.8%)
Service	106,046	(14.0%)
Farm/Forest/Fish	20,678	(2.7%)
Precision Prod.	97,054	(12.9%)
Oper/Fabri/Labor	88,092	(11.6%)

Total Metro Employees: 675,552
 Top 10 Total Employees: 340,101 (50.3%)

SAN DIEGO

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank of America (NA)	San Diego State (32,235)	SD MC Recruit Depot (5,000) ?	Jun 79: 5.7%
San Diego Trust (1.3 Bil)	University of San Diego (5,264)	Naval Medical Center (2,500)?	Dec 82: NA %
Security Pacific (NA)	U of California-San Diego (13,069)	Miramar NAS (4,371)	Sep 83: 8.1%
Union Bank (NA)		North Island NAS (12,737)	Sep 84: 5.9%
		Coronado Naval Base (2,618)	Aug 85: 5.4%
		Camp Pendelton (32,203)	Aug 86: 5.0%
		San Diego Naval Station	Aug 87: 4.5%
		(36,705)	Aug 88: 4.7%
			Jul 89: 4.7%
			Jul 90: 5.0%

Total Full-Time Students: 79,956 Highest Billing Stations

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars		
Phillips Ramsey	Jacks Stereo	Los Angeles		
Franklin	Coke/Pepsi	San Francisco		
Knoth & Meads	Broadway Department			
Ken Smith	Dow Stereo			
Western Int.	Mervyn's			
	Cush Automotive			
Major Daily Newspapers	AM	PM	SUN	Owner
San Diego Union	271,131		443,788	Copley
San Diego Tribune		117,623		Copley

1. KFMB	\$10,300,000
2. KKLQ A/F	10,200,000
3. KGB -F	10,000,000
4. KSON A/F	8,000,000
5. KFMB-F	7,400,000
6. XTRA-F	7,100,000
7. KSDO	6,800,000
8. KYXY-F	6,000,000
9. KIFM-F	5,500,000
10. KCBQ A/F	4,800,000
11. KJQY-F	4,000,000
12. KKYX-F	3,600,000
13. KFSD-F	3,300,000
14. KGMS-F	2,200,000
15. KSDO-F	1,500,000
16. KPOP	1,400,000
17. XTRA	1,200,000
18. XHTZ-F	1,000,000

COMPETITIVE MEDIA

Major Over the Air Television

KCST	San Diego	39	NBC	Gillett
KFMB	San Diego	8	CBS	Midwest Family
KGTV	San Diego	10	ABC	McGraw Hill
KPBS	San Diego	15	PBS	
KTTY	San Diego	69		
KUSI	San Diego	51		
XETV	Tijuana	6	Fox	

Best Restaurants	Best Hotels	Best Golf Courses
Georges at the Cove	Westgate	La Costa
Rainwater's (Steak)	Del Coronado	Torrey Pines
Gustaf Anders (Contin)	La Valencia	Cottonwood
Star of Sea Room (Seafood)	Intercontinental	Singing Hills
Lubach's (General)	Marriott Marina	Carmel Mountain
Manhattan's		

WEATHER DATA

Elevation:	13		
Annual Precipitation:	9.7 in.		
Annual Snowfall:	0		
Average Windspeed:	6.7 (WNW)		
	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	64.66	75.3	70.3
Avg. Min. Temp:	45.8	63.9	55.4
Average Temp:	55.2	69.6	62.9

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$186,000,000	37.4	.0093
Radio	93,000,000	18.7	.0047
Newspaper	203,000,000	40.8	.0102
Outdoor	<u>15,500,000</u>	<u>3.1</u>	<u>.0008</u>
	\$497,500,000		.0250

Miscellaneous Comments

Radio Revenue Breakdown

Local	71.2%
National	28.8%

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KCBQ A/F	From Infinity to Eric/Chandler	\$12,200,000
1986	KKLQ A/F	From SBI to Edens	14,000,000
1987	KOWN A/F (Escondido)		3,000,000
1989	KJQY-F	From Westinghouse to Sillerman	15,000,000
1989	KCBQ AF	From Eric/Chandler to Adams	23,000,000
1989	KJQY-F	From Sillerman to Westwood One	19,000,000 (cancelled)
1990	KJQY-F	From Command to Legacy	20,000,000
1990	KMJC (El Cajon)	Sold to Family Stations	2,400,000

NOTE: Some of these sales may not have been consummated.

SAN FRANCISCO

1990 ARB Rank: 4	1990 Revenue: \$183,600,000	Manager's Market Ranking (current): 3.7
1990 MSA Rank: 28 - San Fran.	Rev per Share Point: \$2,062,921	Manager's Market Ranking (future): 3.8
21 - Oakland	Population per Station: 100,348 (50)	Duncan's Radio Market Grade: I B-
1990 ADI Rank: 5	1990 Revenue Change: 6.8%	Mathematical Market Grade: I A-
FM Base Value: \$16,000,000	Station Turnover: 16.7%	
Base Value % : 8.7%		

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	138.2	144.1	146.0	164.2	173.2	183.6					
Yearly Growth Rate (85-90): 6.2%											
Projected Revenue Estimates:							192.7	204.7	217.0	230.0	243.8
Revenue per Capita:	31.05	32.09	31.94	35.39	36.85	38.57					
Yearly Growth Rate (85-90): 4.5%											
Projected Revenue per Capita:							40.31	42.12	44.01	46.00	48.07
Resulting Revenue Estimate:							193.9	205.5	217.8	230.5	242.3
Revenue as % of Retail Sales:	.0046	.0043	.0042	.0044	.0046	.0047					
Mean % (85-90): .00447%											
Resulting Revenue Estimate:							181.5	195.8	211.0	228.4	245.9
	MEAN REVENUE ESTIMATE: 189.4 202.6 215.3 229.6 244.0										

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	4.45	4.49	4.57	4.64	4.70	4.76	4.81	4.88	4.95	5.01	5.04
Retail Sales (billions):	30.2	33.6	34.6	36.7	37.3	39.0	40.6	43.8	47.2	51.1	55.0

Below-the-Line Listening Shares: 0.8%	Confidence Levels
Unlisted Station Listening: 10.2%	1990 Revenue Estimates: Normal
Total Lost Listening: 11.0%	1991-1995 Revenue Estimates: Normal
Available Share Points: 89.0	

Number of Viable Stations: 24
 Mean Share Points per Station: 3.7
 Median Share Points per Station: 2.6
 Rev. per Available Share Point: \$2,062,921
 Estimated Rev. for Mean Station: \$7,650,000

COMMENTS - Market reports to Miller, Kaplan . . . KBLX, KDFC and KJAZ do not cooperate along with a few low-revenue AM's . . . estimates were made . . . Revenue, population & retail sales figures do not include San Jose . . . San Jose stations still pull several million dollars out of San Francisco but this is at least balanced by what San Francisco takes out of San Jose Managers predict 4% to 6% revenue growth in 1991 . . .

Household Income: \$45,752	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Median Age: 34.0 years	White 72.7	<15 17.9	12-24 20.6	Non High School
Median Education: 13.0 years	Black 8.7	15-30 21.8	25-54 56.1	Grad: 21.4
Median Home Value: \$98,100	Hispanic 13.2	30-50 24.6	55+ 23.3	High School Grad:
Population Change (1989-1994): 6.6%	Other 5.4	50-75 21.6		30.3
Retail Sales Change (1989-1994): 37.0%		75+ 14.1		
Number of Class B or C FM's: 16				College 1-3 years: 23.3
Revenue per AQH: \$23,934				College 4+ years: 25.0
Cable Penetration: 58%				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Financial	Chevron (11)	American President Cos.	Safeway Stores (4)
Tourism	Clorox (286)	Ltd.	Bechtel Group (18)
Government	Potlatch (317)	BankAmerica	Levi Strauss & Co. (33)
Shipping	Shaklee (432)	Gap	DHL Worldwide Express (84)
Publishing		Genentech	Crowley Maritime (145)
Apparel		Golden West Financial	Esprit de Corp (207)
		Homestake Mining	Ampex (235)
		Longs Drug Stores	Wilbur-Ellis (240)
		McKesson	
		Oracle Systems	
		Pacific Gas & Elec.	
		Pacific Telesis Group	
		(and more. . .)	

INC 500 Companies	Employment Breakdowns		
ICT Technologies (91)	By Industry (SIC):	By Occupation:	
Wellex (173)			
Barakat, Howard & Chamberlin (181)	1. Business Services 198,925 (8.7%)	Manag/Prof. 695,201 (27.6%)	
Russell Personnel Srv(184)	2. Eating and Drinking Places 160,371 (7.0%)	Tech/Sales/Admin. 880,126 (35.0%)	
Roadshow Srvcs. (198)	3. Health Services 152,289 (6.7%)	Service 306,997 (12.2%)	
Corporate Resource Assoc (209)	4. Electric & Electronic Equipment 115,905 (5.1%)	Farm/Forest/Fish 35,157 (1.4%)	
Jandel Scientific (216)	5. Wholesale Trade-Durable Goods 104,570 (4.6%)	Precision Prod. 290,483 (11.5%)	
SBT (221)	6. Machinery except Electrical 75,107 (3.3%)	Oper/Fabri/Labor 309,347 (12.3%)	
Backroads Bicycle Touring (331)	7. Special Trade Contractors 72,768 (3.2%)		
	8. Banking 70,984 (3.1%)		
	9. Miscellaneous Retail 64,056 (2.8%)		
	10. Food Stores 59,645 (2.6%)		
	Total Metro Employees: 2,282,573		
	Top 10 Total Employees: 1,074,620 (47.1%)		

SAN FRANCISCO

Largest Local Banks

Bank of America (82 Bil)
 Bank of California (6.8 Bil)
 Sanwa (5.8 Bil)
 Security Pacific (47.5 Bil)
 Union Bank (15.0 Bil)
 Wells Fargo (44.5 Bil)

Colleges and Universities

University of California-Berkley
 (29,939)
 San Francisco State (20,589)
 University of San Francisco (5,752)

Military Bases

Presidio (5,820) ?
 Alameda NAS (2,600) ?
 Mare Island (11,924)
 Treasure Island NSA (3,050)
 Oakland Naval Medical
 Center (1,400) ?

Unemployment

Jun 79: 5.2%
 Dec 82: NA %
 Sep 83: 7.9%
 Sep 84: 6.0%
 Aug 85: 5.4%
 Aug 86: 4.5%
 Aug 87: 3.8%
 Aug 88: 4.0%
 Jul 89: 4.0%
 Jul 90: 3.9%

Total Full-Time Students: 178,160

Highest Billing Stations

1. KGO \$25,000,000
2. KCBS 15,700,000
3. KNBR 13,000,000
4. KIOI-F 12,700,000
5. KOIT A/F 12,400,000
6. KNEW/KSAN-F 12,300,000
7. KMEL-F 11,600,000
8. KSFO/KYA-F 10,000,000
9. KKSF-F 7,500,000
10. KRQR-F 6,700,000
11. KSOL-F 6,500,000
12. KFOG-F 6,000,000
13. KITS-F 5,800,000
14. KABL A/F 5,500,000
15. KFRC 4,900,000
16. KBLX A/F 4,500,000
17. KXXX-F 3,200,000
18. KDFC A/F 3,000,000
19. KKHI A/F 2,900,000
20. KIQI 2,200,000
21. KJAZ-F 2,000,000
22. KDBK F/F 1,700,000
23. KDIA 1,500,000
24. KBRG-F 1,300,000
25. KEST 1,200,000

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Western Int.	Macy's	Los Angeles
Girvin Conrad	Safeway	San Jose
McCann-Erickson	Mervyn's	Seattle
Footo Cone	Pepsi	
Ketchum	Emporium	

Major Daily Newspapers	AM	PM	SUN	Owner
San Franc. Chronicle	569,257			
San Franc. Examiner		140,704		Hearst
San Franc. Examiner/Chronicle			709,961	
(Examiner and Chronicle have JOA for Sunday Edition)				
Oakland Tribune	127,9470		125,582	

COMPETITIVE MEDIA

Major Over the Air Television

KBHK	San Francisco	44		Chris-Craft
KDTV	San Francisco	14		Hallmark
KGO	San Francisco	7	ABC	Cap Cities/ABC
KOFY	San Francisco	20		Gabbert
KPIX	San Francisco	5	CBS	Westinghouse
KQED	San Francisco	9	PBS	
KRON	San Francisco	4	NBC	Chronicle
KTSF	San Francisco	26		Lincoln
KTVU	Oakland	2	Fox	Cox

Best Restaurants

Masa
 Vanessi's (Italian)
 Harry's (Pub)
 Scotts (Seafoods)
 Lazonne
 Postrio

Best Hotels

Fairmont
 Mark Hopkins
 St. Francis
 Stanford Court
 Portman
 Park Hyatt

Best Golf Courses

Olympic Club
 San Francisco GC
 Stanford Univ.

WEATHER DATA

Elevation: 52
 Annual Precipitation: 21.5 in.
 Annual Snowfall: 0
 Average Windspeed: 8.7 (W)

TOTAL YEAR

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	56.0	63.8	62.4
Avg. Min. Temp:	45.7	53.2	50.9
Average Temp:	50.9	58.5	56.7

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$430,000,000	39.0	.0110
Radio	183,600,000	16.6	.0047
Newspaper	458,000,000	41.5	.0117
Outdoor	11,400,000	2.4	.0008
	\$1,103,000,000		.0282

Miscellaneous Comments

* ADI split with san Jose. TV total is estimate of San Francisco's share. Total TV revenue for ADI is estimated at \$505,000,000.

Radio Revenue Breakdown

Local 65.2%
 National 34.8%

* See Miscellaneous Comments
 NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1987	KKSF-F	From Davis/Weaver to Brown	\$15,000,000
1987	KIOI-F	From Price to Fairfield	NA
1987	KOFY-F	Sold by Olympic	11,000,000
1988	KFRC	From RKO to Daytona	8,000,000 (cancelled)
1988	KXXX-F	From NBC to Emmis	21,500,000
1988	KEST	Sold by Universal	7,000,000 (E)
1989	KNBR	From NBC to Susquehanna	20,300,000
1989	KSOL-F	From United to TA/Shaw	19,000,000 (E) (cancelled)
1989	KOFY-AF	Sold to Viacom	20,200,000
1989	KXXX-F	From Emmis to Hayes (cancelled)	26,000,000
1990	KXXX-F	From Emmis to Bedford	18,500,000
1990	KFRC	From RKO to Bedford	8,000,000

NOTE: Some of these sales may not have been consummated.

SAN JOSE

1990 ARB Rank: 30	1990 Revenue: \$30,600,000	Manager's Market Ranking (current): 3.5
1990 MSA Rank: 31	Rev per Share Point: NA	Manager's Market Ranking (future): 3.9
1990 ADI Rank: San Francisco ADI	Population per Station: 80,760 (15)	Duncan's Radio Market Grade: I D+
FM Base Value: \$5,200,000	1990 Revenue Change: 4.1%	Mathematical Market Grade: I C-
Base Value % : 17.0%	Station Turnover: 33.3%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	24.5	25.8	26.9	27.8	29.4	30.6					
Yearly Growth Rate (85-90): 4.6% (assigned rate of 5.4%)											
Projected Revenue Estimates:							32.2	34.0	35.8	37.8	39.8
Revenue per Capita:	17.63	18.30	18.95	19.31	20.14	20.82					
Yearly Growth Rate (85-90): 3.4%											
Projected Revenue per Capita:							21.53	22.26	23.02	23.80	24.61
Resulting Revenue Estimate:							32.1	33.6	35.0	36.7	38.1
Revenue as % of Retail Sales:	.0024	.0025	.0025	.0024	.0025	.0024					
Mean % (85-90): .00245%											
Resulting Revenue Estimate:							32.6	34.3	36.0	37.7	40.4
							MEAN REVENUE ESTIMATE: 32.3 34.0 35.6 37.4 39.4				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.39	1.41	1.42	1.44	1.46	1.47	1.49	1.51	1.52	1.54	1.55
Retail Sales (billions):	10.1	10.3	10.8	11.4	11.7	12.6	13.3	14.0	14.7	15.4	16.5

Below-the-Line Listening Shares:	N/A	Confidence Levels
Unlisted Station Listening:	N/A	
Total Lost Listening:	N/A	1990 Revenue Estimates: Slightly below normal
Available Share Points:	N/A	1991-1995 Revenue Projections: Slightly below normal
Number of Viable Stations:	12	
Mean Share Points per Station:	N/A	COMMENTS
Median Share Points per Station:	N/A	Market reports to Peat, Marwick . . . Managers predict 5% to 7% increase in 1991 . . .
Rev. per Available Share Point:	N/A	
Estimated Rev. for Mean Station:	N/A	

Household Income: \$51,455				
Median Age: 32.0 years	Ethnic	Income	Age	Education
Median Education: 13.1 years	Breakdowns (%)	Breakdowns (%)	Breakdowns (%)	Levels
Median Home Value: \$109,400	White 77.6	<15 12.4	12-24 23.3	Non High School
Population Change (1989-1994): 6.0%	Black 3.2	15-30 19.1	25-54 57.9	Grad: 20.5
Retail Sales Change (1989-1994): 32.0%	Hispanic 18.7	30-50 24.7	55+ 18.7	High School Grad:
Number of Class B or C FM's: 6 + 1 = 7	Other 0.5	50-75 25.5		28.9
Revenue per AQH: \$ NA		75+ 18.3		
Cable Penetration: NA				
The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.				College 1-3 years: 24.2
COMMERCE AND INDUSTRY				College 4+ years: 26.4

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
High Tech	Hewlett-Packard (39)	Consolidated Freightways	
Electronics	Apple Computer (114)		
Medical	Intel (150)		
Research	Nat'l Semiconductor (173)		
Aerospace	Amdahl (226)		
Fruit & Vegetable Processing	Tandem Computer (278)		
	Varian Assoc. (305)		
	Advanced Micro Devices (311)		
	Raychem (315)		
	Sun Microsystems (327)		
	Cooper Companies (349)		
	Atari (400)		
	Xidex (427)		
INC 500 Companies	Employment Breakdowns		
Adept Technology (4)			
Vitellic (15)	By Industry (SIC):	By Occupation:	
GammaLink (65)	1. Electric & Electronic Equipment 94,797 (14.4%)	Manag/Prof. 190,524 (28.8%)	
XA Systems (66)	2. Business Services 69,165 (10.2%)	Tech/Sales/Admin. 223,968 (33.9%)	
Diamon Images (92)	3. Machinery, except Electrical 56,729 (8.4%)	Service 65,290 (9.9%)	
Hospital Correspondence Copiers (106)	4. Eating and Drinking Places 39,372 (5.8%)	Farm/Forest/Fish 8,301 (1.2%)	
Computer Media Technology (134)	5. Transportation Equipment 37,746 (5.6%)	Precision Prod. 82,986 (12.6%)	
Electrotek Concepts (234)	6. Wholesale Trade-Durable Goods 36,913 (5.5%)	Oper/Fabri/Labor 89,994 (13.6%)	
Ripsey (250)	7. Health Services 36,302 (5.4%)		
Capricorn Systems Int'l. (317)	8. Educational Services 21,046 (3.1%)		
Anderson Soft-Teach (355)	9. Special Trade Contractors 19,314 (2.9%)		
Sitton-Bookman Systems (365)	10. Instruments & Related Products 18,418 (2.7%)		
(and more. . .)	Total Metro Employees: 676,778		
	Top 10 Total Employees: 429,802 (63.5%)		

SAN JOSE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank of America (na)	Stanford (13,947)	Moffett Field NAS (3,368)	Jun 79: 5.3%
Bank of the West (na)	San Jose State (22,264)		Dec 82: NA %
Plaza Bank of Commerce (450 Mil)	Santa Clara University (7,453)		Sep 83: 6.9%
Wells Fargo (na)			Sep 84: 4.5%
			Aug 85: 5.4%
			Aug 86: 5.5%
			Aug 87: 4.4%
			Aug 88: 4.1%
			Jul 89: 4.4%
			Jul 90: 4.3%

Total Full-Time Students: 52,994

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Darien & Dahl	Western Appliance		1. KOME-F \$5,800,000
Engleter, Cross	Nutri-System		2. KARA-F 4,400,000
			3. KEZR-F 3,900,000
			4. KBAY-F 3,800,000
			5. KHQT-F 2,800,000
			6. KSJO A/F 2,700,000
			7. KWSS-F 1,700,000
			KDFC - See San Francisco

Major Daily Newspapers	AM	PM	SUN	Owner
San Jose Mercury-News	281,369 (AD)		334,284	Knight-Ridder

COMPETITIVE MEDIA	Best Restaurants	Best Hotels	Best Golf Courses
Major Over the Air Television	Le Papillon	San Jose Fairmont	
KICU San Jose 36	Emile's	Red Lion	
	La Mere Michell	Hyatt	
Other stations - See San Francisco			

WEATHER DATA

Elevation:			
Annual Precipitation:	13.11 in.		
Annual Snowfall:	0		
Average Windspeed:			
	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	58	82	70.4
Avg. Min. Temp:			
Average Temp:	41	56	48.4

Media Revenue Estimates	Revenue	%	% of Retail Sales
Television	\$75,000,000	34.8	.0060
Radio	30,600,000	14.2	.0024
Newspaper	97,000,000	45.0	.0077
Outdoor	<u>13,000,000</u>	<u>6.0</u>	<u>.0010</u>
	\$215,600,000		.0171

Miscellaneous Comments

* ADI split with San Francisco. TV revenue is estimate of San Jose's share. Total TV revenue is estimated at \$505,000,000.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KHQT-F	Sold to Parker	\$ 4,300,000
1986	KBRG-F		2,875,000
1987	KHTT	From Narragansett to Levitt	2,000,000
1987	KHQT-F (Los Altos)	From parker to Anaheim	5,275,000
1988	KLOK		5,200,000 (includes real estate of value)
1989	KATD-F	Sold to Crown	5,000,000
1989	KLOK/KBRG-F		15,000,000
1989	KNTA		2,000,000
1990	KLRS-F (S.Cruz)	From Fuller-Jeffrey to Viacom	5,750,000
1990	KSJX/KSJO-F	From Narragansett to Harold Frank	6,500,000
1990	KWSS-F	From Nationwide to Shamrock	5,000,000 (E)
1990	KWSS-F	Sold by Shamrock	5,000,000

NOTE: Some of these sales may not have been consummated.

SARASOTA - BRADENTON

1990 ARB Rank: 84	1990 Revenue: \$7,600,000	Manager's Market Ranking (current): 2.5
1990 MSA Rank: 162-Sara; 207-Bradent.	Rev per Share Point: \$200,000	Manager's Market Ranking (future): 3.2
1990 ADI Rank: Tampa ADI	Population per Station: 40,950 (10)	Duncan's Radio Market Grade: III C
FM Base Value: NA	1990 Revenue Change: 7.0%	Mathematical Market Grade: III C+
Base Value % : NA	Station Turnover: 7.0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	5.0	5.5	5.9	6.5	7.1	7.6						
Yearly Growth Rate (85-90):	8.8%	(assigned rate of 6.3%)										
Projected Revenue Estimates:							8.0	8.5	9.0	9.5	10.1	
Revenue per Capita:	11.76	12.73	13.44	14.48	15.43	16.34						
Yearly Growth Rate (85-90):	6.8%											
Projected Revenue per Capita:							17.45	18.64	19.91	21.26	22.70	
Resulting Revenue Estimate:							8.3	9.0	9.9	10.9	11.7	
Revenue as % of Retail Sales:	.0016	.0017	.0017	.0016	.0017	.0017						
Mean % (85-90):	.00167%											
Resulting Revenue Estimate:							7.8	8.4	8.9	9.4	10.0	
							MEAN REVENUE ESTIMATE:	8.0	8.6	9.3	9.9	10.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.426	.432	.439	.449	.459	.465	.475	.485	.496	.511	.516
Retail Sales (billions):	3.1	3.3	3.6	4.0	4.1	4.4	4.7	5.0	5.3	5.6	6.0

Below-the-Line Listening Shares: 44.2%
 Unlisted Station Listening: 17.8%
 Total Lost Listening: 62.0%
 Available Share Points: 38.0
 Number of Viable Stations: 7
 Mean Share Points per Station: 5.4
 Median Share Points per Station: 3.6
 Rev. per Available Share Point: \$200,000
 Estimated Rev. for Mean Station: \$1,085,000

Confidence Levels
 1990 Revenue Estimates: Much Below Normal
 1991-1995 Revenue Projections: Much Below Normal

COMMENTS - Extremely poor cooperation from managers in this market . . . This is a very difficult market to predict since WDUV and WHVE derive most of their revenue from the Tampa market . . . Eventually I will probably merge this market into Tampa . . . I have tried to estimate local revenue only . . .

Household Income: \$29,838
 Median Age: 49.9 years
 Median Education: 12.6 years
 Median Home Value: \$49,500
 Population Change (1989-1994): 11.3%
 Retail Sales Change (1989-1994): 36.6%
 Number of Class B or C FM's: 2
 Revenue per AQH: \$13,793
 Cable Penetration: NA

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 92.5	<15 28.2	12-24 13.6	Non High School
Black 5.8	15-30 33.2	25-54 36.4	Grad: 29.4
Hispanic 1.7	30-50 22.5	55+ 50.0	High School Grad: 37.3
Other ---	50-75 10.6		
	75+ 5.5		
The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.			College 1-3 years: 17.7
			College 4+ years: 15.6

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Boats
 Tourism
 Citrus Foods

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating and Drinking Places	15,072	(11.4%)
2. Health Services	11,215	(8.5%)
3. Special Trade Contractors	8,068	(6.1%)
4. Business Services	7,582	(5.7%)
5. Food Stores	6,593	(5.0%)
6. Miscellaneous Retail	4,479	(3.4%)
7. Automotive Dealers	4,442	(3.4%)
8. General Merchandise Stores	4,230	(3.2%)
9. General Building Contractors	3,966	(3.0%)
10. Real Estate	3,756	(2.8%)

By Occupation:

Manag/Prof.	28,914	(22.5%)
Tech/Sales/Admin.	41,298	(32.1%)
Service	19,955	(15.5%)
Farm/Forest/Fish	4,566	(3.5%)
Precision Prod.	18,568	(14.4%)
Oper/Fabri/Labor	15,409	(12.0%)

Total Metro Employees: 132,414
 Top 10 Total Employees: 69,403 (52.4%)

SARASOTA - BRADENTON

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Barnett (1.6 Bil)			Jun 79: NA %
SouthTrust (253 Mil)			Dec 82: 8.7%
NCNB (na)			Sep 83: 5.4%
Citizens & Southern (na)			Sep 84: 4.0%
			Aug 85: 4.9%
			Aug 86: NA %
			Aug 87: 3.8%
			Aug 88: 3.5%
			Jul 89: 3.8%
			Jul 90: 4.2%

Total Full-Time Students: 2,715

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
	Sun Banks McDonalds	Tampa Miami Orlando	NO RELIABLE ESTIMATES ARE AVAILABLE NOTE: See Tampa for WDUV and WHVE

Major Daily Newspapers	AM	PM	SUN	Owner
Sarasota Herald Tribune	139,036		167,569	New York Times
Bradenton Herald	47,894		60,188	Knight-Ridder

Best Restaurants	Best Hotels	Best Golf Courses
Hemingway's (Seafood) Cafe L'Europe (Contin.) Colony Beach	Hyatt Regency Colony Beach Resort Sarasota Hyatt	Bent Tree TPC - Prestancia

COMPETITIVE MEDIA

Major Over the Air Television

WWSB	Sarasota	40	ABC	Calkins Newspapers
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Others -- See Tampa

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See Tampa for an approximation

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$21,500,000	34.3	.0049
Radio	7,600,000	12.1	.0017
Newspaper	31,000,000	49.4	.0071
Outdoor	2,600,000	4.1	.0006
	<u>\$62,700,000</u>		.0143

Miscellaneous Comments

* Part of Tampa-St. Pete ADI. TV revenue figure is an estimate of Sarasota's share of total TV revenue in ADI.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WSRZ-F	Sold to Wilkes-Schwartz	\$2,800,000
1986	WHVE-F	Sold to Susquehanna	7,000,000
1987	WWZZ		550,000
1987	WSPB	Sold to Wilkes-Schwartz	850,000
1987	WAMR/WCTQ-F (Venice)		3,000,000
1988	WTRL		700,000
1990	KSRZ	From Wilkes-Schwartz to Dick Harris	250,000

NOTE: Some of these sales may not have been consummated.

SAVANNAH

1990 ARB Rank: 147
 1990 MSA Rank: 175
 1990 ADI Rank: 102
 FM Base Value: \$2,500,000
 Base Value % : 26.9%

1990 Revenue: \$9,300,000
 Rev per Share Point: \$107,514
 Population per Station: 14,326 (15)
 1990 Revenue Change: 7.0%
 Station Turnover: 22.2%

Manager's Market Ranking (current): 3.1
 Manager's Market Ranking (future) : 3.7
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV A

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	6.5	7.1	7.6	8.3	8.7	9.3						
Yearly Growth Rate (85-90):	7.4% (assigned rate of 6.6%)											
Projected Revenue Estimates:							9.7	10.4	11.0	11.8	12.5	
Revenue per Capita:	28.02	29.71	31.40	33.47	35.46	36.76						
Yearly Growth Rate (85-90):	5.6%											
Projected Revenue per Capita:							38.81	40.99	43.29	45.71	48.27	
Resulting Revenue Estimate:							10.0	10.7	11.3	12.1	12.8	
Revenue as % of Retail Sales:	.0043	.0046	.0047	.0047	.0050	.0050						
Mean % (85-90):	.00472%											
Resulting Revenue Estimate:							9.2	9.4	9.9	10.3	11.1	
							MEAN REVENUE ESTIMATE: <u>9.6</u> <u>10.2</u> <u>10.7</u> <u>11.4</u> <u>12.1</u>					

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.234	.239	.242	.248	.251	.253	.257	.260	.262	.265	.266
Retail Sales (billions):	1.4	1.54	1.62	1.75	1.79	1.84	1.90	2.00	2.10	2.19	2.35
Below-the-Line Listening Shares:	2.7%						Confidence Levels				
Unlisted Station Listening:	10.8%						1990 Revenue Estimates: Below normal				
Total Lost Listening:	13.5%						1991-1995 Revenue Projections: Below normal				
Available Share Points:	86.5						COMMENTS				
Number of Viable Stations:	9						Market reports to Miller, Kaplan . . . All viable stations cooperate except WJCL . . . Managers predict 3% to 5% revenue increase in 1991				
Mean Share Points per Station:	9.6										
Median Share Points per Station:	9.2										
Rev. per Available Share Point:	\$107,514										
Estimated Rev. for Mean Station:	\$1,033,329										

Household Income: \$29,760
 Median Age: 31.6 years
 Median Education: 12.3 years
 Median Home Value: \$36,700
 Population Change (1989-1994): 5.4%
 Retail Sales Change (1989-1994): 28.7%
 Number of Class B or C FM's: 6 + 2 = 8
 Revenue per AQH: \$28,096
 Cable Penetration: 61%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 63.7	<15 31.9	12-24 23.8	Non High School
Black 34.9	15-30 28.1	25-54 51.7	Grad: 41.3
Hispanic 1.3	30-50 23.4	55+ 24.4	High School Grad: 31.6
Other 0.1	50-75 11.9		
	75+ 4.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 14.1

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Shipping/Port	Savannah Foods & Industries (347)		
Military			
Timber			
Paper			
Airplanes			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	7,909	(9.3%)
2. Transportation Equipment	7,641	(9.0%)
3. Eating and Drinking Places	6,588	(7.7%)
4. Special Trade Contractors	3,986	(4.7%)
5. Wholesale Trade-Durable Goods	3,354	(3.9%)
6. Business Services	3,014	(3.5%)
7. Food Stores	2,807	(3.3%)
8. Paper and Allied Products	2,760	(3.2%)
9. Automotive Dealers	2,399	(2.8%)
10. Water Transportaiton	2,296	(2.7%)

By Occupation:

Manag/Prof.	19,350	(21.4%)
Tech/Sales/Admin.	26,433	(29.3%)
Service	12,876	(14.2%)
Farm/Forest/Fish	1,155	(1.3%)
Precision Prod.	13,281	(14.7%)
Oper/Fabri/Labor	17,251	(19.1%)

Total Metro Employees: 85,245
 Top 10 Total Employees: 42,754 (50.2%)

SAVANNAH

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First Atlanta (8.1 Bil)	Savannah State (2,011)	Ft. Stewart (15,904)	Jun 79: 6.1%
Trust Company Bank (293 Mil)	Armstrong State (2,680)	Hunter Army Airfield (3,996)	Dec 82: 8.6%
Citizens and Southern (na)			Sep 83: 7.2%
			Sep 84: 7.2%
			Aug 85: 8.3%
			Aug 86: 6.5%
			Aug 87: 5.7%
			Aug 88: 6.6%
			Jul 89: 5.0%
			Jul 90: 5.0%

Total Full-Time Students: 4,075

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Vawter & Vawter	Vaden Autos		1. WCHY A/F \$2,050,000
J. Ross	Coca Cola		2. WIXV-F/WBMO 1,550,000
Fredrich	Delta		WSOK/WAEV-F 1,550,000
	McDonalds		4. WEAS-F 1,150,000
			5. WZAT-F 1,100,000
			6. WJCL-F 500,000

Major Daily Newspapers	AM	PM	SUN	Owner
Savannah News	53,456		77,280	Morris
Savannah Press		18,374		Morris

COMPETITIVE MEDIA

Major Over the Air Television				
WJCL	Savannah	22	ABC	Lewis
WSAV	Savannah	3	NBC	News Press & Gazette
WTOC	Savannah	11	CBS	American Family
WVAN	Savannah	9	PBS	
WTGS	Hardeeville	28	Fox	American Comm

Best Restaurants	Best Hotels	Best Golf Courses
Mrs. Wilkes ("Southern Boarding House")	Hyatt Regency	Long Cove Club (Hilton Head)
Elizabeth's on 37th (French/Seafood)	De Soto Hilton	Harbour Town (Hilton Head)
Johnny Harris (Steak/BBQ)	Mulberry Inn	many others in Hilton Head area
Chart House	Sheraton Savannah Inn	
Rivers End		

WEATHER DATA

Elevation:	46		
Annual Precipitation:	48.4 in.		
Annual Snowfall:	0.2 in.		
Average Windspeed:	8.2 (SW)		
	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	61.1	90.8	76.8
Avg. Min. Temp:	38.7	71.3	54.9
Average Temp:	49.9	81.1	65.9

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$18,600,000	36.0	.0101
Radio	9,300,000	18.0	.0050
Newspaper	22,000,000	42.6	.0119
Outdoor	1,700,000	3.4	.0009
	\$51,600,000		.0279

Miscellaneous Comments

Radio Revenue Breakdown

Local	83.7%
National	12.7%
Network	3.6%
(Trade equals 8% of local - up 10% in 1990)	

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1987	WCHY A/F	From Bluegrass to Roth	NA
1988	WSGA, WZAT-F	Sold to Marcocci	\$4,200,000
1988	WBMO, WIXV-F	From Burbach to McCormick	3,500,000
1989	WSOK, WAEV-F	From Love to Opus	3,900,000 (E)

NOTE: Some of these sales may not have been consummated.

SEATTLE - TACOMA

1990 ARB Rank: 14
 1990 MSA Rank: 23-Seattle,90-Tacoma
 1990 ADI Rank: 15
 FM Base Value: \$9,900,000
 Base Value % : 11.2%

1990 Revenue: \$88,600,000
 Rev per Share Point: \$974,697
 Population per Station: 68,321 (32)
 1990 Revenue Change: 6.4%
 Station Turnover: 9.1%

Manager's Market Ranking (current): 4.0
 Manager's Market Ranking (future) : 4.3
 Duncan's Radio Market Grade: I A-
 Mathematical Market Grade: I A

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	61.0	63.2	67.6	73.5	83.0	88.6					
Yearly Growth Rate (85-90): 7.5%											
Projected Revenue Estimates:							93.5	100.6	107.1	114.6	122.1
Revenue per Capita:	27.23	27.48	28.88	30.63	34.15	36.16					
Yearly Growth Rate (85-90): 5.8%											
Projected Revenue per Capita:							38.26	40.48	42.82	45.31	47.94
Resulting Revenue Estimate:							94.5	101.2	108.8	117.8	125.6
Revenue as % of Retail Sales:	.0044	.0042	.0042	.0041	.0042	.0042					
Mean % (85-90): .00422%											
Resulting Revenue Estimate:							95.8	102.5	111.8	121.5	129.6

MEAN REVENUE ESTIMATE: ~~94.6~~ 101.4 109.2 118.0 125.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	2.24	2.30	2.34	2.40	2.43	2.45	2.47	2.50	2.54	2.60	2.62
Retail Sales (billions):	14.1	15.2	16.2	17.8	19.6	21.0	22.7	24.3	26.5	28.8	30.7

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: 9.1%
 Total Lost Listening: 9.1%
 Available Share Points: 90.9
 Number of Viable Stations: 22
 Mean Share Points per Station: 4.1
 Median Share Points per Station: 3.6
 Rev. per Available Share Point: \$974,697
 Estimated Rev. for Mean Station: \$4,027,271

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan and all viable stations cooperate . . . Managers predict 5% to 7% revenue increase in 1991 . . .

Household Income: \$37,172
 Median Age: 32.7 years
 Median Education: 12.8 years
 Median Home Value: \$67,300
 Population Change (1989-1994): 7.1%
 Retail Sales Change (1989-1994): 47.5%
 Number of Class B or C FM's: 17
 Revenue per AQH: \$26,527
 Cable Penetration: 60%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 89.6	<15 22.3	12-24 21.9	Non High School Grad: 19.5
Black 3.8	15-30 25.1	25-54 55.1	High School Grad: 36.6
Hispanic 2.1	30-50 26.8	55+ 22.8	
Other 4.5	50-75 17.5		
	75+ 8.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Aerospace	Boeing (19)	Costco Wholesale	Simpson Investment Co. (136)
Electronics	Weyerhaeuser (37)	McCaw Cellular Commun.	Food Services of America (173)
Paper Products	Paccar (143)	Microsoft	Stevedoring Services of America (350)
Chemicals	Burlington Resources (194)	Nordstrom	Pay 'N Pak (375)
Fishing	Ohio Mattress (417)	Pacific First Financial	
Lumber		Puget Sound Bancorp	
Military		Puget Sound Power & Light	
		Safeco	
		Washington Mutual Savings Bank	

INC 500 Companies Employment Breakdowns

By Industry (SIC):	By Occupation:
Hertzberg Rare Coin Investments (29)	Manag/Prof. 266,553 (25.9%)
Traveling Software (30)	Tech/Sales/Admin. 335,502 (32.6%)
Source Window Coverings (124)	Service 125,362 (12.2%)
Walker Richer & Quinn(230)	Farm/Forest/Fish 15,048 (1.5%)
Stockpot Soups (306)	Precision Prod. 144,709 (14.1%)
Tom Walz (449)	Oper/Fabri/Labor 141,414 (13.7%)
1. Health Services 71,080 (8.3%)	
2. Eating and Drinking Places 68,793 (8.0%)	
3. Transportation Equipment 68,634 (8.0%)	
4. Business Services 45,235 (5.3%)	
5. Wholesale Trade-Durable Goods 39,338 (4.6%)	
6. Special Trade Contractors 28,566 (3.3%)	
7. Food Stores 28,462 (3.3%)	
8. Wholesale Trade-Nondurable Gds 26,470 (3.1%)	
9. Miscellaneous Retail 24,510 (2.9%)	
10. Communication 20,690 (2.4%)	

Total Metro Employees: 856,360
 Top 10 Total Employees: 421,778 (49.3%)

SEATTLE - TACOMA

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First Interstate (3.2 Bil)	University of Washington (34,450)	Ft. Lewis (27,255)	Jun 79: 5.5%
Key (991 Mil)	Seattle Pacific (2,935)	Puget Sound Shipyard (5,250)?	Dec 82: 10.7%
SeaFirst (10.7 Bil)	University of Puget Sound (3,924)	Seattle Island NAS (6,264)?	Sep 83: NA %
Security Pacific (7.1 Bil)	Seattle University (4,626)	Bangor NSB (3,645)	Sep 84: 7.3%
U.S. Bank (na)	City University (4,626)	McChord AFB (6,587)	Aug 85: 6.8%
			Aug 86: 6.2%
			Aug 87: 5.4%
			Aug 88: 4.6%
			Jul 89: 4.6%
			Jul 90: 3.7%

Total Full-Time Students: 69,555

Highest Billing Stations

1. KIRO	\$17,500,000
2. KMPS A/F	8,000,000
3. KUBE-F	7,800,000
4. KPLZ-F	7,000,000
5. KOMO	6,200,000
6. KXRX-F	5,200,000
7. KBSG A/F	5,000,000
8. KISW-F	4,600,000
9. KLSY A/F	4,100,000
10. KZOK A/F	3,800,000
11. KING-F	2,600,000
12. KRPM A/F	2,500,000
KKNW-F	2,500,000
14. KLTX-F	2,300,000
15. KIXI	2,200,000
KBRD-F	2,200,000
17. KSEA-F	2,100,000
KING	2,100,000
19. KMGJ-F	1,800,000

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Evans Kraft	Coke/Pepsi	Portland
Evergreen Media	McDonalds	Vancouver BC
Elgin/Syferd	The Bon	Spokane
Moglegaard	Washington Lottery	
Western Int.	Budweiser	
Stanton Bondo	Fred Meyer	
Cole/Weber	Safeway	

Major Daily Newspapers	AM	PM	SUN	Owner
Seattle Times		233,855		
Times/Post-Intelligencer	201,505		512,010	Hearst
Post-Intelligencer				
JOA in Seattle				
Tacoma News Tribune		118,152	133,844	McClatchy

COMPETITIVE MEDIA

Major Over the Air Television

KCPQ	Tacoma	13	Fox	Kelly
KCTS	Seattle	9	PBS	
KING	Seattle	5	NBC	King
KIRO	Seattle	7	CBS	Bonneville
KOMO	Seattle	4	ABC	Fisher
KSTW	Tacoma	11		Gaylord
KTZZ	Seattle	22		
KVOS	Bellingham	12		Ackerley

Best Restaurants	Best Hotels	Best Golf Courses
Mirabeau (French)	Four Seasons	Sahalee
Canlis (French)	Stouffer Madison	Seattle GC
Lakeside (Seafood)	Sorrento	Royal Oaks CC
McCormick	Alexis	Canterwood
Fullers	Westin	McCormick Woods

WEATHER DATA

Elevation: 400
 Annual Precipitation: 40.3 in.
 Annual Snowfall: 15.2 in.
 Average Windspeed: 9.3 (SSW)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	43.4	75.1	58.8
Avg. Min. Temp:	33.0	53.8	43.3
Average Temp:	38.2	64.5	51.5

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$209,000,000	37.8	.0100
Radio	88,600,000	16.0	.0042
Newspaper	240,000,000	43.4	.0114
Outdoor	16,000,000	2.9	.0004
	\$553,600,000		.0264

Miscellaneous Comments

Radio Revenue Breakdown

Local 75.8%
 National 23.3%
 Network 0.9%
 (Trade equals about 6% of local - up 9% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KBSG-F	Sold to Viacom	\$ 6,500,000
1986	KISW-F	From Kaye-Smith to Nationwide	12,950,000
1986	KNUA-F (Bremerton)	Sold to Gannett	6,500,000
1986	KMPS A/F	From Affiliated to EZ	18,200,000
1986	KXRX-F	From Behan to Shamrock	7,500,000
1986	KGNW	From Salem to Park	1,645,000
1986	KQIN	From All Pro to Salem	2,770,000
1987	KIXI	Sold to Sunbelt	4,800,000
1987	KLTX-F	Sold to Ackerly	8,700,000
1987	KUBE-F	From First Media to Cook Inlet	23,000,000 (E)
1988	KIXI, KMGJ-F	From Sunbelt to Noble	15,900,000
1988	KRPM A/F	From Olympia to Heritage	12,000,000
1988	KJET, KZOK-F	From SRO to Adams	10,300,000
1989	KQUL	From Adams to Viacom	1,200,000
1989	KZOK-F	From Adams to Fisher	16,800,000 (not closed)
1989	KASY (Auburn)	Sold to Viacom	1,750,000
1990	KNUA-F	From Gannett to Brown	10,000,000

NOTE: Some of these sales may not have been consummated.

SHREVEPORT

1990 ARB Rank: 113	1990 Revenue: \$8,800,000	Manager's Market Ranking (current): 1.7
1990 MSA Rank: 134	Rev per Share Point: \$107,975	Manager's Market Ranking (future): 2.5
1990 ADI Rank: 65	Population per Station: 23,607 (14)	Duncan's Radio Market Grade: III D-
FM Base Value: \$2,000,000	1990 Revenue Change: -3.1%	Mathematical Market Grade: III D
Base Value % : 22.7%	Station Turnover: 20%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	12.8	11.4	9.5	9.0	9.1	8.8						
Yearly Growth Rate (85-90): Negative (assigned rate of 5.0%)												
Projected Revenue Estimates:							8.9	9.3	9.8	10.3	10.7	
Revenue per Capita:	35.26	30.89	25.96	24.79	25.35	24.37						
Yearly Growth Rate (85-90): Negative (assigned rate of 5.0%)												
Projected Revenue per Capita:							25.59	26.87	28.21	29.62	31.0	
Resulting Revenue Estimate:							9.2	9.8	10.3	10.9	11.4	
Revenue as % of Retail Sales:	.0061	.0053	.0044	.0041	.0037	.0034						
Mean % (85-90): .0035% (assigned)												
Resulting Revenue Estimate:							9.8	10.9	11.5	12.6	13.6	
							MEAN REVENUE ESTIMATE:	9.3	10.0	10.5	11.3	11.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.363	.369	.366	.363	.359	.360	.361	.363	.365	.367	.368
Retail Sales (billions):	2.1	2.14	2.15	2.21	2.47	2.6	2.8	3.1	3.3	3.6	3.9

Below-the-Line Listening Shares: 8.3%
 Unlisted Station Listening: 10.2%
 Total Lost Listening: 18.5%
 Available Share Points: 81.5
 Number of Viable Stations: 10
 Mean Share Points per Station: 8.1
 Median Share Points per Station: 7.4
 Rev. per Available Share Point: \$107,975
 Estimated Rev. for Mean Station: \$880,000

Confidence Levels
 1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Market reports to Miller, Kaplan . . . Managers predict no revenue growth in 1991 . . . KOKA, KTAL-f and KMJJ-f do not cooperate so estimates were made . . .

Household Income: \$25,952
 Median Age: 31.6 years
 Median Education: 12.4 years
 Median Home Value: \$38,000
 Population Change (1989-1994): 2.5%
 Retail Sales Change (1989-1994): 45.4%
 Number of Class B or C FM's: 6
 Revenue per AQH: \$17,600
 Cable Penetration: 52%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 66.1	<15 37.2	12-24 23.1	Non High School Grad: 38.2
Black 32.5	15-30 30.9	25-54 51.7	High School Grad: 32.2
Hispanic 1.4	30-50 21.0	55+ 25.1	
Other ---	50-75 7.3		
	75+ 3.6		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 15.1

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Oil and Gas		Arkla	
Lumbering			
Agriculture			
Electrical Products			
Munitions			

INC 500 Companies

Employment Breakdowns

Draughton Training Inst. (388)

By Industry (SIC):

1. Health Services	11,580	(9.7%)
2. Eating and Drinking Places	7,212	(6.0%)
3. Wholesale Trade-Durable Goods	5,838	(4.9%)
4. Oil and Gas Extraction	5,743	(4.8%)
5. Special Trade Contractors	4,753	(4.0%)
6. Electric & Electronic Equip	4,686	(3.9%)
7. Business Services	4,676	(3.9%)
8. Transportation Equipment	3,976	(3.3%)
9. Food Stores	3,966	(3.3%)
10. Wholesale Trade-Nondurable Gds	3,939	(3.3%)

By Occupation:

Manag/Prof.	31,984	(20.4%)
Tech/Sales/Admin. Service	47,331	(30.2%)
	22,823	(14.6%)
Farm/Forest/Fish	2,102	(1.3%)
Precision Prod.	21,839	(14.0%)
Oper/Fabri/Labor	30,586	(19.5%)

Total Metro Employees: 119,757
 Top 10 Total Employees: 56,369 (47.1%)

SHREVEPORT

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Commercial National (1.0 Bill)	LSU-Shreveport (4,690)		Jun 79: 6.0%
Pioneer Bank (286 Mil)	Centenary (1,254)		Dec 82: 12.5%
Hibernia Bank (na)			Sep 83: 11.4%
			Sep 84: 7.5%
			Aug 85: 8.0%
			Aug 86: 10.7%
			Aug 87: 9.4%
			Aug 88: 9.6%
			Jul 89: 10.0%
			Jul 90: 6.1%

Total Full-Time Students: 3,926

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Jack Hodges	Ashtons Furniture	Dallas	1. KRMD A/F \$2,100,000
Dolph Miller	The Bedroom	New Orleans	2. KWKH A/F 1,600,000
	Anthony Ford	Little Rock	3. KITT-F 1,400,000
	Chevy Dealers	Houston	4. KTUX-F 800,000
			5. KDKS-F 770,000
			6. KVKI-F 750,000
			7. KMJJ-F 500,000
			8. KEEL 400,000

Major Daily Newspapers	AM	PM	SUN	Owner
Shreveport Journal		18,152		
Shreveport Times	77,137		105,122	Gannett
JOA				

Best Restaurants	Best Hotels	Best Golf Courses
Ernest's Supper Club (Steak/Seafood)	Sheraton Piermont	East Ridge CC
Kon Tiki	Radisson	Southern Trace
Italian Garden	Hilton	
Don's Seafood		

COMPETITIVE MEDIA

Major Over the Air Television

KLTS	Shreveport	24	PBS	
KMSS	Shreveport	33	Fox	Southwest Multimedia
KSLA	Shreveport	12	CBS	Viacom
KTAL	Texarkana	6	NBC	Camden News
KTBS	Shreveport	3	ABC	

WEATHER DATA

Elevation: 254
 Annual Precipitation: 44.7 in.
 Annual Snowfall: 0.7 in.
 Average Windspeed: 8.9 (S)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$27,400,000	41.0	.0105
Radio	8,800,000	13.2	.0034
Newspaper	28,400,000	42.5	.0109
Outdoor	2,200,000	3.3	.0008
	\$66,800,000		.0256

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	56.6	93.5	76.3
Avg. Min. Temp:	37.8	72.8	55.5
Average Temp:	47.2	83.2	65.9

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KOKA, KVKI-F	Sold to Penn (cancelled)	\$ 6,500,000
1986	KOKA, KVKI-F	Sold to Encore	6,500,000
1987	KDKS-F	Sold to Ken Dowe	2,000,000
1988	KOKA		230,000
1989	KVKI AF	From Encore to Waldron (cancelled)	
1989	KMJJ-F	Sold to Sun Group	2,400,000 (E)
1990	KVKI A/F	Sold by Encore	1,500,000

NOTE: Some of these sales may not have been consummated.

SOUTH BEND

1990 ARB Rank: 155
 1990 MSA Rank: 178
 1990 ADI Rank: 85
 FM Base Value: \$2,400,000
 Base Value % : 31.6%

1990 Revenue: \$7,600,000
 Rev per Share Point: \$105,702
 Population per Station: 18,190 (11)
 1990 Revenue Change: 8.1%
 Station Turnover: 0%

Manager's Market Ranking (current): 3.3
 Manager's Market Ranking (future): 3.5
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV B+

REVENUE HISTORY AND PROJECTIONS

		85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:		5.4	5.7	6.1	6.5	7.0	7.6						
Yearly Growth Rate (85-90):	7.0%	(assigned rate of 6.0%)											
Projected Revenue Estimates:								8.1	8.5	9.1	9.6	10.2	
Revenue per Capita:		22.78	23.65	25.31	26.86	27.45	31.28						
Yearly Growth Rate (85-90):	6.6%												
Projected Revenue per Capita:								33.34	35.54	37.89	40.39	43.05	
Resulting Revenue Estimate:								8.1	8.6	9.2	9.8	10.4	
Revenue as % of Retail Sales:		.0034	.0036	.0036	.0037	.0035	.0038						
Mean % (85-90):		.00365%											
Resulting Revenue Estimate:								7.8	8.1	8.5	9.1	9.5	

MEAN REVENUE ESTIMATE:

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.239	.241	.241	.242	.244	.243	.243	.243	.243	.243	.242
Retail Sales (billions):	1.5	1.6	1.71	1.75	1.90	1.99	2.08	2.22	2.34	2.49	2.60

Below-the-Line Listening Shares: 4.1%
 Unlisted Station Listening: 14.0%
 Total Lost Listening: 28.1%
 Available Share Points: 71.9
 Number of Viable Stations: 8
 Mean Share Points per Station: 9.0
 Median Share Points per Station: 9.8
 Rev. per Available Share Point: \$105,702
 Estimated Rev. for Mean Station: \$949,997

Confidence Levels
 1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Market reports to Hungerford . . . Managers predict 4% to 6% revenue increase in 1991 . . . Revenue figures include only WYEZ-f from Elkhart area, WTRC and WFRN are not included . . .

Household Income: \$30,216
 Median Age: 33.0 years
 Median Education: 12.4 years
 Median Home Value: \$32,600
 Population Change (1989-1994): -.3%
 Retail Sales Change (1989-1994): 30.7%
 Number of Class B or C FM's: 4 + 1 = 5
 Revenue per AQH: \$24,281
 Cable Penetration: 49%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 89.4	<15 28.6	12-24 23.5	Non High School Grad: 32.4
Black 9.3	15-30 31.0	25-54 48.5	
Hispanic 1.3	30-50 27.0	55+ 27.7	High School Grad: 40.1
Other ---	50-75 10.2		
	75+ 3.2		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 12.9

COMMERCE AND INDUSTRY

College 4+ years: 14.6

Important Business and Industries
 Fortune 500 Companies
 Clark Equipment (283)
 Forbes 500 Companies
 Forbes Largest Private Companies
 Auto Parts
 Metalworking
 Machinery
 Transport Equipment

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	8,420	(9.0%)
2. Eating and Drinking Places	7,675	(8.2%)
3. Transportation Equipment	6,174	(6.6%)
4. Business Services	5,055	(5.4%)
5. Educational Services	4,431	(4.8%)
6. Wholesale Trade-Durable Goods	4,143	(4.4%)
7. Rubber & Misc. Plastics Prdcts	4,074	(4.4%)
8. Machinery except Electrical	3,448	(3.7%)
9. Trucking and Warehousing	2,981	(3.2%)
10. Special Trade Contractors	2,922	(3.1%)

By Occupation:

Manag/Prof.	23,307	(21.9%)
Tech/Sales/Admin.	32,889	(30.8%)
Service	14,790	(13.9%)
Farm/Forest/Fish	1,039	(.9%)
Precision Prod.	13,522	(12.7%)
Oper/Fabri/Labor	21,094	(19.8%)

Total Metro Employees: 93,237
 Top 10 Total Employees: 49,333 (52.9%)

SOUTH BEND

Largest Local Banks
 First Interstate (241 Mil)
 Source Bank (1.0 Bil)
 Trustcorp (611 Mil)
 Valley American (478 Mil)

Colleges and Universities
 Notre Dame (9,461)
 Saint Mary's (1,726)
 Indiana University-South Bend (5,442)

Military Bases

Unemployment
 Jun 79: 6.0%
 Dec 82: 10.4%
 Sep 83: 7.4%
 Sep 84: 6.6%
 Aug 85: 6.8%
 Aug 86: 5.4%
 Aug 87: 5.1%
 Aug 88: 4.6%
 Jul 89: 4.9%
 Jul 90: 5.7%

Total Full-Time Students: 14,131

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Heptagon Media Connection	Kroger Basney Ford Gates Chevy Jordan Ford	Indianapolis Ft. Wayne Chicago	1. WNDU-F \$1,600,000 2. WNSN-F 1,400,000 3. WZZP-F 1,300,000 4. WSBT 1,000,000 5. WYEZ-F 900,000 6. WAOR-F 750,000

Major Daily Newspapers	AM	PM	SUN	Owner
South Bend Tribune Elkhart Truth		91,355 27,987	129,862 31,295	Schurz Federated

COMPETITIVE MEDIA

Major Over the Air Television

WHME	South Bend	46	NBC	LeSea
WNDU	South Bend	16	NBC	Notre Dame
WNIT	South Bend	34	PBS	
WSBT	South Bend	22	CBS	Schurz
WSJV	Elkhart	28	ABC	Quincy Newspapers

Best Restaurants	Best Hotels	Best Golf Courses
The Loft (Continental) Francesco's (Italian) Tippecanoe Place (Steak/Seafood) Emporium (Steak,Seafood) Carriage House	Marriott Americana Morris Inn	South Bend CC Knollwood CC

WEATHER DATA

Elevation: 773
 Annual Precipitation: 35.4 in.
 Annual Snowfall: 65.6 in.
 Average Windspeed: 10.6 (SW)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	31.5	82.8	58.5
Avg. Min. Temp:	16.5	61.7	39.6
Average Temp:	24.0	72.3	49.1

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$20,900,000	40.3	.0105
Radio	7,600,000	14.6	.0038
Newspaper	21,700,000	41.8	.0109
Outdoor	1,700,000	3.3	.0009
	\$51,900,000		.0261

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

NOTE: Some of these sales may not have been consummated.

SPOKANE

1990 ARB Rank: 101
 1990 MSA Rank: 130
 1990 ADI Rank: 77
 FM Base Value: \$1,800,000
 Base Value % : 16.5%

1990 Revenue: \$10,900,000
 Rev per Share Point: \$124,287
 Population per Station: 20,823 (17)
 1990 Revenue Change: 2.9%
 Station Turnover: 30.8%

Manager's Market Ranking (current): 2.8
 Manager's Market Ranking (future) : 3.3
 Duncan's Radio Market Grade: III C
 Mathematical Market Grade: III C-

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	8.5	8.6	9.5	10.1	10.6	10.9						
Yearly Growth Rate (85-90): 5.3%												
Projected Revenue Estimates:							11.5	12.1	12.7	13.4	14.1	
Revenue per Capita:	23.81	24.02	26.46	28.29	29.60	30.36						
Yearly Growth Rate (85-90): 4.2%												
Projected Revenue per Capita:							31.63	32.96	34.35	35.79	37.29	
Resulting Revenue Estimate:							11.4	11.9	12.4	13.0	13.6	
Revenue as % of Retail Sales:	.0043	.0041	.0044	.0042	.0039	.0038						
Mean % (85-90): .0038% (assigned)												
Resulting Revenue Estimate:							11.8	12.5	13.3	14.4	15.6	
							MEAN REVENUE ESTIMATE:	11.6	12.2	12.8	13.6	14.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.357	.358	.359	.357	.358	.359	.360	.361	.362	.363	.364
Retail Sales (billions):	2.0	2.12	2.18	2.4	2.74	2.9	3.1	3.3	3.5	3.8	4.1

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: 12.3%
 Total Lost Listening: 12.3%
 Available Share Points: 87.7
 Number of Viable Stations: 13
 Mean Share Points per Station: 6.7
 Median Share Points per Station: 5.1
 Rev. per Available Share Point: \$124,287
 Estimated Rev. for Mean Station: \$838,459

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . All stations cooperate . . .
 Managers predict 3% to 4% revenue increase in 1991 . . .

Household Income: \$27,026
 Median Age: 32.4 years
 Median Education: 12.7 years
 Median Home Value: \$47,900
 Population Change (1989-1994): 1.5%
 Retail Sales Change (1989-1994): 40.2%
 Number of Class B or C FM's: 7 + 2 = 9
 Revenue per AQH: \$20,921
 Cable Penetration: 54%

Ethnic Breakdowns (%)

White 95.9
 Black 0.9
 Hispanic 1.3
 Other 1.9

Income Breakdowns (%)

<15 33.6
 15-30 30.5
 30-50 24.3
 50-75 8.7
 75+ 2.9

Age Breakdowns (%)

12-24 22.4
 25-54 51.8
 55+ 25.8

Education Levels

Non High School Grad: 22.2
 High School Grad: 37.9

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 22.6

College 4+ years: 17.3

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Medical and Health
 Mining
 Lumber and Wood
 Food Processing
 Aluminium Products

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	14,903	(11.9%)
2. Eating and Drinking Places	10,612	(8.5%)
3. Wholesale Trade-Durable Goods	6,053	(4.8%)
4. Machinery except Electrical	4,905	(3.9%)
5. Wholesale Trade-Nondurable Gds	4,858	(3.9%)
6. Business Services	4,751	(3.8%)
7. Food Stores	4,268	(3.4%)
8. Special Trade Contractors	4,267	(3.4%)
9. Membership Organizations	4,127	(3.3%)
10. Miscellaneous Retail	3,718	(3.0%)

Total Metro Employees: 124,948
 Top 10 Total Employees: 62,462 (50.0%)

By Occupation:

Manag/Prof.	36,164	(22.4%)
Tech/Sales/Admin.	53,369	(33.1%)
Service	24,244	(15.1%)
Farm/Forest/Fish	3,450	(2.1%)
Precision Prod.	20,188	(12.5%)
Oper/Fabri/Labor	23,778	(14.8%)

SPOKANE

Largest Local Banks

U.S. Bank (na)
 First Interstate (na)
 Security Pacific (na)
 Washington Trust (536 Mil)

Colleges and Universities

Eastern Washington (8,527)
 Gonzaga (3,210)

Military Bases

Fairchild AFB (5,051)

Unemployment

Jun 79: 6.5%
 Dec 82: 12.5%
 Sep 83: NA
 Sep 84: 7.5%
 Aug 85: NA
 Aug 86: 7.4%
 Aug 87: NA
 Aug 88: NA
 Jul 89: NA
 Jul 90: NA

Total Full-Time Students: 19,499

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Clark/White
 Gross Hatch
 Robideaux

Largest Local Radio Accounts

Safeway
 KHQ-TV
 Pepsi
 Budweiser

Source of Regional Dollars

Seattle

Highest Billing Stations

1. KGA, KDRK-F \$2,200,000
 2. KZZU-F 1,800,000
 KISC-F 1,800,000
 4. KEZE-F 1,200,000
 5. KXLY-F 800,000
 6. KXLY 700,000

Major Daily Newspapers

Spokesman-Review
 Spokane Chronicle
 Spokes-Review/Chronicle

AM

97,928

PM

24,829

SUN

144,571

Owner

Cowles
 Cowles
 Cowles

COMPETITIVE MEDIA

Major Over the Air Television

KAYU	Spokane	28	Fox	
KHQ	Spokane	6	NBC	Cowles
KREM	Spokane	2	CBS	King
KXLY	Spokane	4	ABC	Morgan Murphy
KSPS	Spokane	7	PBS	

Best Restaurants

Patsy Clark's (Various)
 Cyrus O'Leary's (General)
 Shenanigans
 Milford's

Best Hotels

Cavanaugh's Inn
 Sheraton
 Coeur D'Alene

Best Golf Courses

Indian Canyon
 Hangman Valley

WEATHER DATA

Elevation: 2356
 Annual Precipitation: 16.2 in.
 Annual Snowfall: 54.0 in.
 Average Windspeed: 8.7 (SW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$30,000,000	39.4	.0103
Radio	10,900,000	14.3	.0038
Newspaper	33,000,000	43.3	.0114
Outdoor	2,300,000	3.0	.0008
	\$76,200,000		.0263

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	31.1	84.3	57.2
Avg. Min. Temp:	19.6	55.1	37.3
Average Temp:	25.4	69.7	47.3

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KLSN, KISC-F	Sold to Home News	\$1,550,000
1987	KRSS		250,000
1989	KEYF AF (Cheney)	NEVER CLOSED	1,300,000
1989	KJRB, KEZE-F	From Alexander to Apollo	3,000,000
1990	KHDL/KKPL-F		2,300,000
1990	KTRW/KZZU-F	From Olympia to Harbor	1,600,000 (E)

NOTE: Some of these sales may not have been consummated.

SPRINGFIELD, MA

1990 ARB Rank: 72	1990 Revenue: \$11,400,000	Manager's Market Ranking (current): 3.3
1990 MSA Rank: 88	Rev per Share Point: \$215,094	Manager's Market Ranking (future): 3.5
1990 ADI Rank: 98	Population per Station: 38,615 (13)	Duncan's Radio Market Grade: II C
FM Base Value: \$5,400,000	1990 Revenue Change: -5.0%	Mathematical Market Grade: II D
Base Value % : 47.4%	Station Turnover: 12.5%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	9.6	10.1	10.8	11.8	12.0	11.4					
Yearly Growth Rate (85-90):	3.6% (assigned rate of 5.0%)										
Projected Revenue Estimates:							11.6	12.2	12.9	13.6	14.3
Revenue per Capita:	16.38	17.12	18.27	19.97	20.17	19.13					
Yearly Growth Rate (85-90):	3.3%										
Projected Revenue per Capita:							19.76	20.41	21.09	21.78	22.50
Resulting Revenue Estimate:							11.8	12.2	12.6	13.1	13.5
Revenue as % of Retail Sales:	.0025	.0024	.0025	.0026	.0027	.0024					
Mean % (85-90):	.0025%										
Resulting Revenue Estimate:							12.2	12.8	13.5	14.3	15.3
							MEAN REVENUE ESTIMATE: 11.9 12.4 13.0 13.7 14.4				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.586	.590	.591	.591	.595	.596	.597	.598	.599	.601	.602
Retail Sales (billions):	3.8	4.2	4.3	4.5	4.5	4.7	4.9	5.1	5.4	5.7	6.1
Below-the-Line Listening Shares:	31.3%										
Unlisted Station Listening:	15.7%										
Total Lost Listening:	47.0%										
Available Share Points:	53.0										
Number of Viable Stations:	8										
Mean Share Points per Station:	6.6										
Median Share Points per Station:	6.7										
Rev. per Available Share Point:	\$215,094										
Estimated Rev. for Mean Station:	\$1,424,998										
						Confidence Levels					
						1990 Revenue Estimates: Below normal					
						1991-1995 Revenue Projections: Below normal					
COMMENTS											
Market does not report revenue to accountant . . . Managers predict -2% revenue change in 1991 . . .											

Household Income: \$34,910											
Median Age: 33.4 years											
Median Education: 12.5 years											
Median Home Value: \$39,100											
Population Change (1989-1994): .9%											
Retail Sales Change (1989-1994): 28.0%											
Number of Class B or C FM's: 3											
Revenue per AQH: \$14,748											
Cable Penetration: 71%											

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 14.6

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Metal Fabricating		Monarch Capital	
Plastics			
Food Products			
Paper			
Firearms			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	20,268	(9.6%)
2. Eating and Drinking Places	14,681	(6.9%)
3. Insurance Carriers	11,243	(5.3%)
4. Educational Services	9,884	(4.7%)
5. Machinery except Electrical	9,701	(4.6%)
6. Food Stores	8,018	(3.8%)
7. Paper and Allied Products	7,989	(3.8%)
8. Business Services	7,671	(3.6%)
9. Fabricated Metal Products	7,565	(3.6%)
10. Miscellaneous Retail	6,994	(3.3%)

By Occupation:

Manag/Prof.	59,250	(22.5%)
Tech/Sales/Admin. Service	78,289	(29.7%)
Service	39,115	(14.9%)
Farm/Forest/Fish	2,688	(1.0%)
Precision Prod.	32,526	(12.4%)
Oper/Fabri/Labor	51,367	(19.5%)

Total Metro Employees: 211,248
Top 10 Total Employees: 104,009 (49.2%)

SPRINGFIELD, MA

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank of New England (2.0 Bil)	Springfield College (2,353)		Jun 79: 4.3%
BayBank Valley Trust (946 Mil)	West New England College (5,140)		Dec 82: 7.1%
Shawmut (631 Mil)			Sep 83: 6.6%
Multibank Nat. (208 Mil)			Sep 84: 5.0%
			Aug 85: 3.8%
			Aug 86: 4.0%
			Aug 87: 3.2%
			Aug 88: 3.1%
			Jul 89: 4.9%
			Jul 90: 6.4%

Total Full-Time Students: 43,972

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
	Balise Motors Mass. Lottery NE Telephone		NO RELIABLE ESTIMATES ARE AVAILABLE

Major Daily Newspapers	AM	PM	SUN	Owner
Springfield Union News Springfield Republican	112,180 (AD)		157,840	Newhouse Newhouse

Best Restaurants	Best Hotels	Best Golf Courses
The Fort Hofbrauhaus Ciro's	Marriott Sheraton Tara	Twin Hills CC Oak Ridge

COMPETITIVE MEDIA

Major Over the Air Television

WGBY	Springfield	57	PBS	
WGGB	Springfield	40	ABC	Guy Gannett
WWLP	Springfield	22	NBC	Adams

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See Hartford for an approximation

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$ NA	-	-
Radio	11,400,000	-	.0024
Newspaper	NA	-	-
Outdoor	NA	-	-

Miscellaneous Comments

* Springfield is part of Hartford ADI.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WSPR		\$ 650,000
1986	WREB (Holyoke)		640,000
1987	WIXY/WAQY-F	From Wilks-Schwartz to Sunshine	8,750,000
1987	WHYN/WHFM-F	Sold to Wilks-Schwartz	10,800,000
1988	WSPR		1,250,000
1990	WIXY/WAQY-F	From Sunshine to Saga	7,800,000 (E)

NOTE: Some of these sales may not have been consummated.

SPRINGFIELD, MO

1990 ARB Rank: 158
 1990 MSA Rank: 184
 1990 ADI Rank: 83
 FM Base Value: \$2,800,000
 Base Value % : 27.5%

1990 Revenue: \$10,200,000
 Rev per Share Point: \$116,306
 Population per Station: 16,466 (12)
 1990 Revenue Change: 5.1%
 Station Turnover: 22.2%

Manager's Market Ranking (current): 3.8
 Manager's Market Ranking (future) : 3.2
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV A+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	7.6	7.8	8.5	9.2	9.7	10.2					
Yearly Growth Rate (85-90): 6.0%											
Projected Revenue Estimates:							10.6	11.2	11.9	12.6	13.3
Revenue per Capita:	33.93	34.06	36.80	39.15	40.76	42.32					
Yearly Growth Rate (85-90): 4.0%											
Projected Revenue per Capita:							44.01	45.77	47.60	49.51	51.49
Resulting Revenue Estimate:							10.7	11.2	11.8	12.5	13.0
Revenue as % of Retail Sales:	.0047	.0044	.0047	.0049	.0047	.0046					
Mean % (85-90): .00468%											
Resulting Revenue Estimate:							10.8	11.7	12.6	13.6	15.0
							MEAN REVENUE ESTIMATE: 10.7 11.4 12.1 12.9 13.8				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.224	.229	.231	.235	.238	.241	.243	.245	.248	.252	.253
Retail Sales (billions):	1.61	1.77	1.81	1.86	2.03	2.2	2.3	2.5	2.7	2.9	3.2
Below-the-Line Listening Shares: 0.0											
Unlisted Station Listening: 12.3%											
Total Lost Listening: 12.3%											
Available Share Points: 87.7											
Number of Viable Stations: 9											
Mean Share Points per Station: 9.7											
Median Share Points per Station: 9.0											
Rev. per Available Share Point: \$116,306											
Estimated Rev. for Mean Station: \$1,133,337											

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Market does not report revenue to an accountant . . . Managers predict 0% to 2% revenue growth in 1991 . . .

Household Income: \$28,621
 Median Age: 32.6 years
 Median Education: 12.4 years
 Median Home Value: \$37,100
 Population Change (1989-1994): 6.0%
 Retail Sales Change (1989-1994): 41.0%
 Number of Class B or C FM's: 4 + 2 = 6
 Revenue per AQH: \$38,783
 Cable Penetration: 43%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 97.5	<15 33.1	12-24 23.8	Non High School
Black 1.4	15-30 31.9	25-54 50.5	Grad: 29.6
Hispanic 0.7	30-50 22.8	55+ 25.7	High School Grad:
Other 0.4	50-75 8.7		38.8
	75+ 3.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 16.8
 College 4+ years: 14.8

COMMERCE AND INDUSTRY

Important Business and Industries: Fortune 500 Companies, Forbes 500 Companies, Forbes Largest Private Companies
 Agribusiness: Mid-American Dairymen (235)
 Furniture
 Machinery
 Cheese Products
 Electronics
 Food Containers

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	10,762	(12.1%)
2. Eating and Drinking Places	6,332	(7.1%)
3. Electric & Electronic Equip	4,851	(5.5%)
4. Wholesale Trade-Durable Goods	4,033	(4.5%)
5. Food and Kindred Products	3,992	(4.5%)
6. Wholesale Trade-Non-durable Gds	3,425	(3.9%)
7. Miscellaneous Retail	3,392	(3.8%)
8. Business Services	3,252	(3.7%)
9. Trucking and Warehousing	2,939	(3.3%)
10. General Merchandise Stores	2,794	(3.1%)

Total Metro Employees: 88,832
 Top 10 Total Employees: 45,772 (51.5%)

By Occupation:

Manag/Prof.	19,098	(21.2%)
Tech/Sales/Admin.	27,772	(30.8%)
Service	12,937	(14.4%)
Farm/Forest/Fish	2,052	(2.3%)
Precision Prod.	10,828	(12.0%)
Oper/Fabri/Labor	17,382	(19.3%)

SPRINGFIELD, MO

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Boatman's (693 Mil)	SW Missouri (15,121)	Ft. Leonard Wood (13,061)	Jun 79: 3.2%
Centerre (123 Mil)	Drury College (2,400)		Dec 82: 7.8%
Empire (159 Mil)			Sep 83: 6.9%
Commerce (505 Mil)			Sep 84: 4.7%
Mercantile (170 Mil)			Aug 85: 5.5%
			Aug 86: 4.9%
			Aug 87: 4.7%
			Aug 88: 4.2%
			Jul 89: 4.2%
			Jul 90: 4.4%

Total Full-Time Students: 15,274

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Eiffert Young & Company	Coke & Pepsi Consumers Market Toyota Dealers Ford Dealers	St. Louis Kansas City	1. KTTS A/F \$3,900,000 2. KKHT-F 2,000,000 3. KXUS-F 1,600,000 4. KGBX-F 750,000 5. KTXR-F 700,000 6. KWTO 500,000

Major Daily Newspapers	AM	PM	SUN	Owner
Springfield News-Leader	60,882		101,176	Gannett

COMPETITIVE MEDIA

Major Over the Air Television

KDEB	Springfield	27	Fox	Woods
KOLR	Springfield	10	CBS	
KOZK	Springfield	21	PBS	
KSPR	Springfield	33	ABC	Davis-Goldfarb
KYTV	Springfield	3	NBC	Schurz

Best Restaurants	Best Hotels	Best Golf Courses
Shady Inn (Steak/Seafood) Riverside Inn (Steak, Seafood, Ozark)	University Plaza Holiday Inn Ramada Hawthorne	Hickory Hills Twin Oaks Point Royale
Tower Club Vintage House		

WEATHER DATA
NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$25,100,000	40.1	.0114
Radio	10,200,000	16.3	.0046
Newspaper	25,400,000	40.6	.0115
Outdoor	<u>1,900,000</u>	<u>3.0</u>	<u>.0032</u>
	\$62,600,000		.0284

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KGBX		\$ 776,000
1987	KWTO A/F	From DKM to Summit	11,500,000
1988	KTOZ-F (Marshfield)	Sold to Borders	1,000,000
1988	KGBX	Sold to Borders	155,000
1989	KTOZ		310,000
1989	KWTO AF	From Summit to Cole	5,200,000

NOTE: Some of these sales may not have been consummated.

SYRACUSE

1990 ARB Rank: 67	1990 Revenue: \$19,300,000	Manager's Market Ranking (current): 3.2
1990 MSA Rank: 79	Rev per Share Point: \$269,177	Manager's Market Ranking (future): 3.1
1990 ADI Rank: 68	Population per Station: 30,016 (18)	Duncan's Radio Market Grade: II D+
FM Base Value: \$3,600,000	1990 Revenue Change: 7.8%	Mathematical Market Grade: II C-
Base Value % : 18.7%	Station Turnover: 9.5%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	12.8	13.9	15.0	15.9	17.9	19.3						
Yearly Growth Rate (85-90):	8.5% (assigned rate of 6.6%)											
Projected Revenue Estimates:							20.1	21.4	22.7	24.2	25.7	
Revenue per Capita:	19.72	21.38	23.04	24.27	27.28	29.42						
Yearly Growth Rate (85-90):	8.3% (assigned rate of 6.9%)											
Projected Revenue per Capita:							31.45	33.62	35.93	38.42	41.07	
Resulting Revenue Estimate:							20.7	22.1	23.7	25.4	27.1	
Revenue as % of Retail Sales:	.0036	.0037	.0038	.0037	.0038	.0039						
Mean % (85-90):	.00375%											
Resulting Revenue Estimate:							19.9	21.4	22.9	24.0	25.9	
MEAN REVENUE ESTIMATE:							20.2	21.6	23.1	24.5	26.2	

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.649	.650	.651	.651	.656	.656	.657	.658	.659	.660	.660
Retail Sales (billions):	3.5	3.7	4.0	4.3	4.7	5.0	5.3	5.7	6.1	6.4	6.9

Below-the-Line Listening Shares: 9.6%
 Unlisted Station Listening: 18.7%
 Total Lost Listening: 28.3%
 Available Share Points: 71.7
 Number of Viable Stations: 10.5
 Mean Share Points per Station: 6.8
 Median Share Points per Station: 7.3
 Rev. per Available Share Point: \$269,177
 Estimated Rev. for Mean Station: \$1,838,094

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan and all viable stations cooperate . . . Managers predict 4% to 5% revenue growth in 1991 . . .

Household Income: \$33,946
 Median Age: 32.3 years
 Median Education: 12.6 years
 Median Home Value: \$38,500
 Population Change (1989-1994): .5%
 Retail Sales Change (1989-1994): 35.5%
 Number of Class B or C FM's: 6 + 1 = 7
 Revenue per AQH: \$25,699
 Cable Penetration: 65%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 93.7	<15 25.8	12-24 25.0	Non High School
Black 4.7	15-30 28.8	25-54 49.8	Grad: 29.3
Hispanic 0.9	30-50 27.7	55+ 25.1	High School Grad:
Other 0.7	50-75 13.5		37.4
	75+ 4.2		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 15.7
 College 4+ years: 17.6

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Machinery	Agway (124)	Niagara Mohawk Power	
Metals			
Electronics			
Apparel			
Agribusiness			

INC 500 Companies

Employment Breakdowns

New Methods Research (140)
 Syracuse Newtimes
 Newspaper (259)

By Industry (SIC):

1. Health Services	16,211	(6.9%)
2. Eating and Drinking Places	13,859	(5.9%)
3. Business Services	12,513	(5.3%)
4. Educational Services	12,421	(5.3%)
5. Electric & Electronic Equip	12,191	(5.2%)
6. Wholesale Trade-Durable Goods	11,513	(4.9%)
7. Food Stores	10,516	(4.4%)
8. Insurance Carriers	8,256	(3.5%)
9. Machinery except Electrical	6,596	(2.8%)
10. Special Trade Contractors	6,422	(2.7%)

By Occupation:

Manag/Prof.	65,288	(23.9%)
Tech/Sales/Admin.	88,386	(32.4%)
Service	35,785	(13.1%)
Farm/Forest/Fish	4,454	(1.7%)
Precision Prod.	32,386	(11.8%)
Oper/Fabri/Labor	46,595	(17.1%)

Total Metro Employees: 236,472
 Top 10 Total Employees: 110,498 (46.7%)

SYRACUSE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Marine Midland (na) Key (2.3 Bil) Merchants National (669 Mil) Norstar (1.3 Bil)	Syracuse (21,044)	Hancock Field (900) ?	Jun 79: 7.1% Dec 82: 8.4% Sep 83: 6.4% Sep 84: 5.7% Aug 85: 6.3% Aug 86: 7.0% Aug 87: 5.6% Aug 88: 4.1% Jul 89: 4.0% Jul 90: 3.6%

Total Full-Time Students: 37,362

RADIO BUSINESS INFORMATION

Highest Billing Stations

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	1. WYYY-F \$5,100,000
Eric Mower Signet	McDonalds Budweiser	Rochester Buffalo Albany	2. WSYR 3,500,000
			3. WNTQ-F 2,800,000
			4. WKFM-F 1,900,000
			5. WAQX-F 1,800,000
			6. WSEN A/F 1,300,000
			7. WHEN 700,000
			WRHP-F 700,000
			9. WEZG-F 500,000

Major Daily Newspapers	AM	PM	SUN	Owner
Syracuse Herald American			223,450	Newhouse
Syracuse Herald Journal		92,661		Newhouse
Syracuse Post-Standard	85,189			Newhouse

Best Restaurants Best Hotels Best Golf Courses

COMPETITIVE MEDIA

Nikkis Hilton Tower
Poseidon Marriott
Tutor's (Continental) Syracuse University

Major Over the Air Television

WCNY Syracuse 24	PBS	
WIXT Syracuse 9	ABC	Ackerly
WSTM Syracuse 3	NBC	
WSYT Syracuse 68	Fox	
WTVH Syracuse 5	CBS	Meredith

WEATHER DATA

Elevation: 410
Annual Precipitation: 36.5 in.
Annual Snowfall: 109.1 in.
Average Windspeed: 9.8 (WNW)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	31.4	82.0	57.4
Avg. Min. Temp:	15.8	61.0	38.8
Average Temp:	23.6	71.5	48.1

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$39,000,000	35.4	.0078
Radio	19,300,000	17.5	.0039
Newspaper	48,000,000	43.6	.0096
Outdoor	<u>3,300,000</u>	<u>3.5</u>	<u>.0004</u>
	\$110,200,000		.0221

Miscellaneous Comments

Radio Revenue Breakdown

Local 71.2%
National 28.8%
(Trade equals 11% of local - up 3% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WSYR	From Katz to New City	\$ 4,500,000 (E)
1986	WYYY-F	From Katz to New City	7,200,000 (E)
1986	WNDR, WNTQ-F	Sold to Osborn	6,500,000
1987	WFBL	Sold to Wilks-Schwartz	500,000 (E)
1988	WAQX-F	Sold to Atlantic Ventures	4,500,000
1990	WAQX-F	Sold by Atlantic Ventures	4,000,000

NOTE: Some of these sales may not have been consummated.

TALLAHASSEE

1990 ARB Rank: 171	1990 Revenue: \$7,500,000	Manager's Market Ranking (current): 3.4
1990 MSA Rank: 187	Rev per Share Point: \$96,153	Manager's Market Ranking (future) : 4.1
1990 ADI Rank: 116	Population per Station: 16,740 (10)	Duncan's Radio Market Grade: ---
FM Base Value: \$2,200,000	1990 Revenue Change: 7.1%	Mathematical Market Grade: IV A
Base Value % : 29.3%	Station Turnover: 22.2%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:		4.8	5.3	5.8	6.4	7.0	7.5					
Yearly Growth Rate (85-90):	9.3%	(assigned rate of 7.2%)										
Projected Revenue Estimates:							7.9	8.4	9.0	9.7	10.4	
Revenue per Capita:	22.54	24.42	26.01	27.82	29.66	31.25						
Yearly Growth Rate (85-90):	6.7%											
Projected Revenue per Capita:							33.34	35.58	37.96	40.50	43.22	
Resulting Revenue Estimate:							8.1	8.9	9.6	10.4	11.3	
Revenue as % of Retail Sales:	.0040	.0043	.0043	.0043	.0044	.0044						
Mean % (85-90):	.00428%											
Resulting Revenue Estimate:							7.8	8.4	8.8	9.2	10.0	
							MEAN REVENUE ESTIMATE:	7.9	8.6	9.1	9.8	10.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.212	.217	.223	.230	.236	.240	.244	.250	.254	.258	.261
Retail Sales (billions):	1.19	1.24	1.36	1.51	1.60	1.70	1.83	1.96	2.06	2.16	2.33

Below-the-Line Listening Shares: 0.4%
 Unlisted Station Listening: 21.6%
 Total Lost Listening: 22.0%
 Available Share Points: 78.0
 Number of Viable Stations: 9
 Mean Share Points per Station: 8.7
 Median Share Points per Station: 8.1
 Rev. per Available Share Point: \$96,153
 Estimated Rev. for Mean Station: \$833,326

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Market does not report revenue . . . Managers predict 7% revenue increase in 1991 . . .

Household Income: \$31,000
 Median Age: 29.2 years
 Median Education: 13.0 years
 Median Home Value: \$45,800
 Population Change (1989-1994): 9.5%
 Retail Sales Change (1989-1994): 34.9%
 Number of Class B or C FM's: 3
 Revenue per AQH: \$35,046
 Cable Penetration: 56%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 74.3	<15 31.1	12-24 29.4	Non High School
Black 23.9	15-30 27.9	25-54 53.3	Grad: 22.9
Hispanic 1.8	30-50 21.7	55+ 17.2	
Other ---	50-75 13.2		High School Grad:
	75+ 6.1		28.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 18.5
 College 4+ years: 30.3

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Government
 Wood Products
 Boats

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating and Drinking Places	5,980	(11.3%)
2. Health Services	5,822	(11.0%)
3. Business Services	2,765	(5.2%)
4. Special Trade Contractors	2,539	(4.8%)
5. Food Stores	2,533	(4.8%)
6. Membership Organizations	2,280	(4.3%)
7. Social Services	1,865	(3.5%)
8. General Merchandise Stores	1,831	(3.5%)
9. Wholesale Trade-Durable Goods	1,811	(3.4%)
10. Automotive Dealers	1,691	(3.2%)

By Occupation:

Manag/Prof.	24,455	(31.3%)
Tech/Sales/Admin.	29,629	(38.0%)
Service	9,872	(12.7%)
Farm/Forest/Fish	1,281	(1.6%)
Precision Prod.	6,699	(8.6%)
Oper/Fabri/Labor	6,095	(7.8%)

Total Metro Employees: 52,821
 Top 10 Total Employees: 29,117 (55.1%)

TALLAHASSEE

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Barnett (363 Mil)	Florida State (20,984)		Jun 79: NA %
First National (249 Mil)	Florida Ag & Mech (5,269)		Dec 82: 5.3%
Sun Bank (131 Mil)			Sep 83: 4.6%
			Sep 84: 4.0%
			Aug 85: 4.4%
			Aug 86: 4.3%
			Aug 87: 4.0%
			Aug 88: 3.7%
			Jul 89: 4.9%
			Jul 90: 4.0%

Total Full-Time Students: 25,503

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Media Logic	Parkway Restaurants		1. WTNT-F \$1,400,000
Kidd & Driscoll	Coke & Pepsi		2. WGLF-F 1,250,000
	McDonalds		3. WBGM-F 1,200,000
	Florida Lottery		4. WTHZ-F 900,000
			5. WANM 700,000
			6. WTMG-F 600,000
			7. WFHT-F 500,000

Major Daily Newspapers	AM	PM	SUN	Owner
Tallahassee Democrat	60,637		75,516	Knight-Ridder

Best Restaurants	Best Hotels	Best Golf Courses
Anthony's Golden Pheasant	Governor's Inn Radisson Marriott Courtyard	Killearn CC Golden Eagle CC

COMPETITIVE MEDIA

Major Over the Air Television

WCTV	Thomasville	6	CBS	
WFSU	Tallahassee	11	PBS	
WTWC	Tallahassee	40	NBC	Holt-Robinson
WTLX	Tallahassee	27	ABC	US Comm
WTLH	Bainbridge	49	Fox	NewSouth

WEATHER DATA
NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Miscellaneous Comments
Television	\$17,700,000	38.6	.0104	
Radio	7,500,000	16.4	.0044	
Newspaper	19,000,000	41.5	.0112	
Outdoor	1,600,000	3.5	.0009	
	\$45,800,000		.0269	

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1987	WANM (1070)		\$ 350,000
1987	WMLO-F (Havana)	Sold to Winton	475,000
1987	WBGM A/F	Sold to HVS	3,900,000 (E)
1987	WTNT	Sold by Palmer	600,000
1988	WMNX-F	Sold by HVS	1,500,000
1989	WWSO, WIQI-F (Quincy)		2,000,000
1990	WYYN/WTNT-F	Sold by Palmer	2,800,000

NOTE: Some of these sales may not have been consummated.

TAMPA - ST. PETERSBURG

1990 ARB Rank: 21	1990 Revenue: \$58,500,000	Manager's Market Ranking (current): 3.3
1990 MSA Rank: 20	Rev per Share Point: \$741,445	Manager's Market Ranking (future): 3.9
1990 ADI Rank: 14	Population per Station: 69,373 (26)	Duncan's Radio Market Grade: I B
FM Base Value: \$10,800,000	1990 Revenue Change: -3.3%	Mathematical Market Grade: I C+
Base Value % : 18.5%	Station Turnover: 12%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	44.8	50.4	51.0	57.8	60.5	58.5						
Yearly Growth Rate (85-90): 5.6%												
Projected Revenue Estimates:							61.8	65.2	68.9	72.7	76.8	
Revenue per Capita:	23.96	26.25	25.76	28.47	29.09	27.73						
Yearly Growth Rate (85-90): 3.6%												
Projected Revenue per Capita:							28.72	29.76	30.83	31.94	33.09	
Resulting Revenue Estimate:							62.6	66.4	70.0	73.8	77.4	
Revenue as % of Retail Sales:	.0037	.0041	.0038	.0039	.0038	.0034						
Mean % (85-90): .00357% (assigned)												
Resulting Revenue Estimate:							65.0	69.6	73.5	77.5	82.8	
							MEAN REVENUE ESTIMATE:	63.1	67.1	70.8	74.7	79.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.87	1.92	1.98	2.03	2.08	2.11	2.18	2.23	2.27	2.31	2.34
Retail Sales (billions):	11.5	12.3	13.4	14.8	15.8	17.2	18.2	19.5	20.6	21.7	23.2
Below-the-Line Listening Shares: 8.7%											
Unlisted Station Listening: 12.4%											
Total Lost Listening: 21.1%											
Available Share Points: 78.9											
Number of Viable Stations: 16.5											
Mean Share Points per Station: 4.8											
Median Share Points per Station: 4.6											
Rev. per Available Share Point: \$741,445											
Estimated Rev. for Mean Station: \$3,545,455											

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . Managers predict 4% to 5% revenue growth in 1991 . . . All viable stations participate . . .

Household Income: \$29,615
 Median Age: 40.9 years
 Median Education: 12.4 years
 Median Home Value: \$41,000
 Population Change (1989-1994): 11.2%
 Retail Sales Change (1989-1994): 37.3%
 Number of Class B or C FM's: 9 + 2 = 11
 Revenue per AQH: \$21,036
 Cable Penetration: 58%

Ethnic Breakdowns (%)

White 86.0
 Black 8.4
 Hispanic 5.6
 Other ---

Income Breakdowns (%)

<15 29.3
 15-30 32.1
 30-50 22.3
 50-75 11.2
 75+ 5.1

Age Breakdowns (%)

12-24 17.2
 25-54 42.6
 55+ 40.2

Education Levels

Non High School Grad: 34.5
 High School Grad: 35.8

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 16.3
 College 4+ years: 13.4

COMMERCE AND INDUSTRY

Important Business and Industries
 Shipping/Port
 Tobacco
 Fishing
 Citrus
 Tourism
 Chemicals
 Electronics

Fortune 500 Companies

Hillsborough Holdings (171)
 Anchor Glass Container (340)

Forbes 500 Companies

First Florida Banks
 Florida Federal Savings
 Florida Progress
 Fortune Financial Group
 TECO Energy

Forbes Largest Private Companies

Jack Eckerd (39)
 Hillsborough Holdings (92)
 Jim Walter (261)
 Lykes Brothers (301)
 Florida Steel (324)
 Spalding & Ewenflo (400)

INC 500 Companies

Employment Breakdowns

Compu-Link (105)
 National Data Products (190)
 OSCOR Medical (304)
 MRPS (407)
 Viking Engineering (415)

By Industry (SIC):

1. Health Services	58,391	(9.3%)
2. Eating and Drinking Places	53,766	(8.5%)
3. Business Services	45,030	(7.1%)
4. Special Trade Contractors	34,541	(5.5%)
5. Wholesale Trade-Durable Goods	27,215	(4.3%)
6. Food Stores	23,815	(3.8%)
7. Electric & Electronic Equip	19,955	(3.2%)
8. Miscellaneous Retail	19,637	(3.1%)
9. General Merchandise Stores	18,423	(2.9%)
10. Automotive Dealers	17,473	(2.8%)

By Occupation:

Manag/Prof.	140,573	(22.4%)
Tech/Sales/Admin.	208,328	(33.2%)
Service	68,988	(14.2%)
Farm/Forest/Fish	14,456	(2.3%)
Precision Prod.	85,215	(13.6%)
Oper/Fabri/Labor	89,889	(14.3%)

Total Metro Employees: 630,042
 Top 10 Total Employees: 318,246 (50.5%)

TAMPA - ST. PETERSBURG

Largest Local Banks

Barnett (1.3 Bil)
 First Florida (5.1 Bil)
 NCNB National (9.6 Bil)
 Sun Bank (1.2 Bil)

Colleges and Universities

University of South Florida (27,690)
 University of Tampa (2,047)

Military Bases

MacDill AFB (7,365)

Unemployment

Jun 79: 5.1%
 Dec 82: 5.3%
 Sep 83: 4.6%
 Sep 84: 5.0%
 Aug 85: 4.7%
 Aug 86: 5.2%
 Aug 87: 4.9%
 Aug 88: 4.5%
 Jul 89: 5.2%
 Jul 90: 5.3%

Total Full-Time Students: 34,450

RADIO BUSINESS INFORMATION

Heavy Agency	Largest Local	Source of
Radio Users	Radio Accounts	Regional Dollars
Louis Benito	Coke & Pepsi	Miami
Ensslin & Hall	McDonalds	Orlando
W.B. Doner	Publix	Atlanta
Ellis/Bozell	Florida Lottery	
	Budweiser	

Highest Billing Stations			
1. WRBQ A/F	\$9,000,000	10. WHVE-F	\$2,600,000
2. WQYK A/F	7,400,000	11. WYUU-F	2,400,000
3. WUSA-F	7,000,000	12. WXTB-F	2,300,000
4. WWRM-F	6,000,000	13. WSON	1,800,000
5. WYNF-F	5,500,000	14. WGUL A/F	1,500,000
6. WFLZ-F	5,000,000	15. WTKN	900,000
7. WHBO/WNLT-F	4,000,000	16. WDAE	700,000
8. WDUV-F	3,200,000	17. WTMP	600,000
9. WFLA	2,900,000		

NOTE: WDUV and (to a lesser extent) WHVE receive a portion of their revenue from Sarasota.

Major Daily Newspapers	AM	PM	SUN	Owner
Tampa Tribune	309,638		407,225	Media General
St. Petersburg Times	381,277		494,018	

COMPETITIVE MEDIA

Major Over the Air Television

WEDU	Tampa	3	PBS	
WFTS	Tampa	28	Fox	Scripps-Howard
WTOG	St. Petersburg	44	Hubbard	
WTSP	Tampa	10	ABC	Great American
WTVT	Tampa	13	CBS	
WFLA	Tampa	8	NBC	Media General

Best Restaurants	Best Hotels	Best Golf Courses
Bern's (Steak)	Lincoln Center	Innisbrook
Dontanello's (Italian)	Harbor Island	Tarpon Woods
Armanis	Pickett	Saddlebrook
Columbia (Spanish)	Hyatt Westshore	East Lake Woodlands
Lobster Pot (Seafood)		

WEATHER DATA

Annual Precipitation:	49.0 in.		
Annual Snowfall:	0		
Average Windspeed:	8.9 (E)		
		JAN	JUL
Avg. Max. Temp:	70.6	90.1	81.7
Avg. Min. Temp:	50.1	73.7	62.6
Average Temp:	60.4	81.9	72.2

Elevation: 19

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$145,000,000	36.4	.0084
Radio	58,500,000	14.7	.0034
Newspaper	180,000,000	45.2	.0105
Outdoor	14,400,000	3.6	.0008
	\$397,900,000		.0231

Miscellaneous Comments

* Some TV revenue allocated to Lakeland and Sarasota/Bradenton. Total TV revenue for ADI is estimated at \$160,000,000.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WLUV-F	Sold to Times Public	\$ 1,700,000
1986	WYOU		750,000
1986	WGUL	Sold to Marocci	450,000
1986	WWRM-F	From Metromedia to Metropolitan	20,000,000 (E)
1986	WQYK-F	From Lake Huron to Infinity	27,000,000
1987	WFLA, WFLZ-F	From Blair to Sconnix	16,000,000
1988	WTAN		650,000
1988	WWRM-F	From Metropolitan to Cox	17,100,000
1988	WFLA, WFLZ-F	From Sconnix to Jacor	20,000,000
1989	WKRL-F	From Sandusky to Great American	16,500,000
1989	WTIS		1,700,000
1990	WSON	From CBS to Cox	4,100,000
1990	WLFF	Sold by Century	200,000

NOTE: Some of these sales may not have been consummated.

TOLEDO

1990 ARB Rank: 71	1990 Revenue: \$14,000,000	Manager's Market Ranking (current): 2.6
1990 MSA Rank: 83	Rev per Share Point: \$188,934	Manager's Market Ranking (future): 3.3
1990 ADI Rank: 63	Population per Station: 38,661 (13)	Duncan's Radio Market Grade: II C-
FM Base Value: \$3,900,000	1990 Revenue Change: -6.0%	Mathematical Market Grade: II D-
Base Value % : 27.9%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	13.0	13.7	14.4	15.3	14.9	14.0					
Yearly Growth Rate (85-90):	1.4% (assigned rate of 5.0%)										
Projected Revenue Estimates:							14.5	15.3	16.1	16.9	17.7
Revenue per Capita:	21.04	22.28	23.38	24.84	24.03	22.51					
Yearly Growth Rate (85-90):	1.5% (assigned rate of 5.0%)										
Projected Revenue per Capita:							23.64	24.82	26.06	27.36	28.73
Resulting Revenue Estimate:							14.7	15.4	16.2	17.0	17.8
Revenue as % of Retail Sales:	.0035	.0034	.0034	.0036	.0032	.0029					
Mean % (85-90):	.0030% (assigned)										
Resulting Revenue Estimate:							14.7	15.3	15.6	16.2	17.1

MEAN REVENUE ESTIMATE: 14.6 15.3 16.0 16.7 17.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.618	.615	.616	.616	.620	.620	.620	.620	.620	.620	.619
Retail Sales (billions):	3.7	4.0	4.2	4.3	4.6	4.8	4.9	5.1	5.2	5.4	5.7

Below-the-Line Listening Shares: 13.5%
 Unlisted Station Listening: 12.4%
 Total Lost Listening: 25.9%
 Available Share Points: 74.1
 Number of Viable Stations: 9.5
 Mean Share Points per Station: 7.8
 Median Share Points per Station: 8.5
 Rev. per Available Share Point: \$188,934
 Estimated Rev. for Mean Station: \$1,473,685

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford and all viable stations cooperate . . .
 Managers predict 2% to 3% revenue increase in 1991 . . .

Household Income: \$31,175
 Median Age: 31.9 years
 Median Education: 12.4 years
 Median Home Value: \$43,800
 Population Change (1989-1994): -.1%
 Retail Sales Change (1989-1994): 24.1%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$18,767
 Cable Penetration: 60%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 87.0	<15 29.4	12-24 24.4	Non High School
Black 10.5	15-30 28.2	25-54 50.1	Grad: 31.8
Hispanic 2.5	30-50 27.0	55+ 25.5	
Other ---	50-75 11.4		High School Grad: 39.2
	75+ 4.0		

The above information is provided through the courtesy of
 Market Statistics, a division of Bill Communications. College 1-3 years: 14.6

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Automotive	Dana (90)	Trustcorp	The Andersons (253)
Glass	Owens-Illinois (129)		
Machinery	Owens-Corning Fiberglas (151)		
Transportation	Trinova (214)		
Petroleum Refining	Sheller-Globe (368)		
	Champion Spark Plug (374)		

INC 500 Companies Employment Breakdowns

Int'l EPDM Rubber Roofing Systems (102) Software Alternatives (335)	By Industry (SIC):	By Occupation:
	1. Health Services 25,935 (11.7%)	Manag/Prof. 58,377 (22.9%)
	2. Eating and Drinking Places 17,526 (7.9%)	Tech/Sales/Admin. 75,228 (29.4%)
	3. Transportation Equipment 17,303 (7.3%)	Service 35,714 (14.0%)
	4. Business Services 14,074 (6.4%)	Farm/Forest/Fish 3,539 (1.4%)
	5. Wholesale Trade-Durable Goods 9,088 (4.1%)	Precision Prod. 32,568 (12.7%)
	6. General Merchandise Stores 7,330 (3.3%)	Oper/Fabri/Labor 49,953 (19.6%)
	7. Food Stores 6,714 (3.0%)	
	8. Fabricated Metal Products 6,464 (2.9%)	
	9. Machinery, except Electrical 5,661 (2.6%)	
	10. Miscellaneous Retail 5,611 (2.5%)	
	Total Metro Employees: 221,394	
	Top 10 Total Employees: 115,706 (52.3%)	

TOLEDO

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First National (912 Mil)	University of Toledo (31,039)		Jun 79: 6.8%
Ohio Citizens (1.1 Bil)			Dec 82: NA %
Trustcorp (3.7 Bil)			Sep 83: 11.6%
			Sep 84: 9.8%
			Aug 85: 7.6%
			Aug 86: 8.8%
			Aug 87: 7.1%
			Aug 88: 5.4%
			Jul 89: 5.4%
			Jul 90: 5.9%

Total Full-Time Students: 31,645

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Don Lea	First Federal Sav.	Detroit	1. WTOD/WKCO-F \$3,000,000
Comm. Concepts	McDonalds	Cleveland	2. WIOT-F 2,900,000
Hart	Highland Appliance		3. WWMM A/F 1,900,000
Fahlgren Swink			4. WVKS-F 1,900,000
			5. WRQN-F 1,500,000
			6. WLQR-F 1,200,000
			7. WSPD 1,100,000

Major Daily Newspapers	AM	PM	SUN	Owner
Toledo Blade		154,365	218,219	Block

COMPETITIVE MEDIA

Major Over the Air Television

WGTE	Toledo	30	PBS	
WNWO	Toledo	24	ABC	Becker/Pompadur
WTOL	Toledo	11	CBS	Cosmos
WTVG	Toledo	13	NBC	
WUPW	Toledo	36	Fox	

Best Restaurants	Best Hotels	Best Golf Courses
Charlie's Crab (Seafood)	Sheraton Westgate	Inverness Club
Mancy's (Steak)	Radisson	
Beer Barrell (Chili Dogs)	Marriott	
Ashley's	Hilton	
Riccardo's		
Boody House		

WEATHER DATA

Elevation: 669
 Annual Precipitation: 31.5 in.
 Annual Snowfall: 37.2 in.
 Average Windspeed: 9.5 (WSW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$45,600,000	41.2	.0095
Radio	14,000,000	12.6	.0029
Newspaper	47,000,000	42.3	.0098
Outdoor	<u>4,400,000</u>	<u>4.0</u>	<u>.0009</u>
	\$111,000,000		.0231

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	32.4	83.8	59.4
Avg. Min. Temp:	17.2	60.8	39.1
Average Temp:	24.8	72.3	49.3

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WSPD, WLQR-F	Sold to Commonwealth	15,000,000
1986	WVOI		600,000
1988	WMHE-F	From Osborn to Noble	18,000,000 (E)
1988	WRQN-F (Bowling Green)	Sold to ABS	2,685,000
1989	WVOI		663,000

NOTE: Some of these sales may not have been consummated.

TOPEKA

1990 ARB Rank: 165	1990 Revenue: \$6,000,000	Manager's Market Ranking (current): 2.4
1990 MSA Rank: 231	Rev per Share Point: \$95,238	Manager's Market Ranking (future): 2.5
1990 ADI Rank: 143	Population per Station: 19,922 (9)	Duncan's Radio Market Grade: ---
FM Base Value: \$1,600,000	1990 Revenue Change: 3.3%	Mathematical Market Grade: IV C-
Base Value % : 26.7%	Station Turnover: 25.0%	

REVENUE HISTORY AND PROJECTIONS

	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	<u>93</u>	<u>94</u>	<u>95</u>
Duncan Revenue Est:	5.1	5.4	5.7	6.0	5.8	6.0					
Yearly Growth Rate (85-90): 3.4% (assigned rate of 5.0%)											
Projected Revenue Estimates:							6.2	6.6	6.9	7.2	7.6
Revenue per Capita:	31.88	33.54	35.19	36.59	34.93	35.92					
Yearly Growth Rate (85-90): 2.5% (assigned rate of 4.4%)											
Projected Revenue per Capita:							37.50	39.15	40.87	42.67	44.55
Resulting Revenue Estimate:							6.3	6.6	6.9	7.3	7.7
Revenue as % of Retail Sales:	.0050	.0050	.0053	.0054	.0046	.0045					
Mean % (85-90): .00455% (89-90 only)											
Resulting Revenue Estimate:							6.5	7.0	7.5	8.0	8.7
MEAN REVENUE ESTIMATE: <u>6.3</u> <u>6.7</u> <u>7.1</u> <u>7.5</u> <u>8.0</u>											

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	<u>93</u>	<u>94</u>	<u>95</u>
Total Population (millions):	.160	.161	.162	.164	.166	.167	.168	.169	.170	.171	.172
Retail Sales (billions):	1.02	1.05	1.07	1.11	1.26	1.34	1.42	1.53	1.64	1.75	1.92
Below-the-Line Listening Shares: 22.1%											
Unlisted Station Listening: <u>14.9%</u>											
Total Lost Listening: 37.0%											
Available Share Points: 63.0											
Number of Viable Stations: 8											
Mean Share Points per Station: 7.9											
Median Share Points per Station: 7.0											
Rev. per Available Share Point: \$95,238											
Estimated Rev. for Mean Station: \$750,000											

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS
 Market reports revenue to local firm . . . Managers predict 3% to 5% revenue growth in 1991 . . .

Household Income: \$32,360
 Median Age: 33.4 years
 Median Education: 12.6 years
 Median Home Value: \$41,700
 Population Change (1989-1994): 2.8%
 Retail Sales Change (1989-1994): 38.6%
 Number of Class B or C FM's: 5
 Revenue per AQH: \$24,390
 Cable Penetration: 64%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 91.2	<15 26.8	12-24 20.8	Non High School Grad: 23.6
Black 5.7	15-30 30.4	25-54 51.5	High School Grad: 43.6
Hispanic 3.1	30-50 27.2	55+ 27.8	
Other ---	50-75 11.7		
	75+ 3.9		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government Printing Food Processing Agribusiness Tires and Inner Tubes		Kansas Power & Light	

INC 500 Companies	Employment Breakdowns		
Landmark Hotel (330)	By Industry (SIC):	By Occupation:	
	1. Health Services 8,329 (13.0%)	Manag/Prof. 21,722 (22.4%)	
	2. Eating and Drinking Places 5,450 (8.5%)	Tech/Sales/Admin. 32,558 (33.5%)	
	3. Printing and Publishing 3,879 (6.1%)	Service 12,791 (13.2%)	
	4. Business Services 3,257 (5.1%)	Farm/Forest/Fish 3,558 (3.7%)	
	5. Social Services 2,814 (4.4%)	Precision Prod. 11,495 (11.8%)	
	6. Membership Organizations 2,410 (3.8%)	Oper/Fabri/Labor 14,899 (15.4%)	
	7. Food Stores 2,210 (3.5%)		
	8. General Merchandise Stores 2,115 (3.3%)		
	9. Special Trade Contractors 2,089 (3.3%)		
	10. Rubber & Misc. Plastics Prdcts 2,054 (3.2%)		
	Total Metro Employees: 63,944		
	Top 10 Total Employees: 34,607 (54.1%)		

TOPEKA

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank IV (439 Mil) Merchants National (247 Mil)	Wasburn (7,094)		Jun 79: 4.9% Dec 82: 7.3% Sep 83: 6.1% Sep 84: 5.6% Aug 85: 4.6% Aug 86: 4.8% Aug 87: 4.2% Aug 88: 4.2% Jul 89: 4.3% Jul 90: 4.3%
Total Full-Time Students: 3,379			

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Patterson Exceptional Adventure	Capitol Federal Marlings Noller Auto	Kansas City St. Louis	1. KMAJ-F \$1,300,000 2. KTPK-F 1,250,000 3. WIBW 1,050,000 4. KDVV-F 850,000 5. WIBW-F 725,000 6. KHUMOF 500,000

Major Daily Newspapers	AM	PM	SUN	Owner
Topeka Capital-Journal	67,818		74,398	Stauffer

COMPETITIVE MEDIA

Major Over the Air Television

KSNT	Topeka	27	NBC	
KTKA	Topeka	49	ABC	
KTWU	Topeka	11	PBS	
WIBW	Topeka	13	CBS	Stauffer

Best Restaurants	Best Hotels	Best Golf Courses
The Loft (Steak, Seafood) China Inn (Oriental) Kobe (Japanese)	Holiday Inn Ramada Downtown	Prairie Dunes (Hutchinson) Alvamar (Lawrence)

WEATHER DATA

Elevation:	877		
Annual Precipitation:	33.4	in.	
Annual Snowfall:	21.5	in.	
Average Windspeed:	10.5	(S)	
	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	38.3	89.2	65.5
Avg. Min. Temp:	17.7	67.2	43.0
Average Temp:	28.0	78.2	54.3

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$12,300,000	34.6	.0092
Radio	6,000,000	16.9	.0045
Newspaper	16,000,000	45.1	.0119
Outdoor	<u>1,200,000</u>	<u>3.4</u>	<u>.0005</u>
	\$35,500,000		.0265

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1987	KTOP/KDVV-F		3,000,000 (E)
1988	WREN		375,000
1988	KTPK-F		3,000,000
1988	KHUM-F (Ottawa)	From Target to Arrow	NA
1989	WREN	Sold to UNO	375,000
1989	KHUM-F (Ottawa)	Sold by Arrow	1,800,000
1989	KTPK-F		3,000,000

NOTE: Some of these sales may not have been consummated.

TUCSON

1990 ARB Rank: 65	1990 Revenue: \$17,000,000	Manager's Market Ranking (current): 2.7
1990 MSA Rank: 77	Rev per Share Point: \$202,381	Manager's Market Ranking (future): 3.8
1990 ADI Rank: 79	Population per Station: 29,005 (19)	Duncan's Radio Market Grade: II B-
FM Base Value: \$5,900,000	1990 Revenue Change: 2.4%	Mathematical Market Grade: II D+
Base Value % : 34.7%	Station Turnover: 7.7%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	15.5	16.0	16.0	17.1	16.6	17.0						
Yearly Growth Rate (85-90): 1.9% (assigned rate of 5.4%)												
Projected Revenue Estimates:							17.9	18.9	19.8	20.8	21.9	
Revenue per Capita:	25.62	25.80	24.96	26.31	25.04	25.53						
Yearly Growth Rate (85-90): 1.8% (assigned rate of 4.4%)												
Projected Revenue per Capita:							26.65	27.83	29.05	30.33	31.66	
Resulting Revenue Estimate:							18.0	19.2	21.0	22.5	23.7	
Revenue as % of Retail Sales:	.0047	.0047	.0044	.0044	.0040	.0040						
Mean % (85-90): .0040% (89-90 only)												
Resulting Revenue Estimate:							18.0	19.2	20.4	21.6	23.2	
							MEAN REVENUE ESTIMATE:	18.0	19.1	20.4	21.6	22.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.605	.620	.641	.650	.663	.666	.676	.691	.722	.741	.747
Retail Sales (billions):	3.3	3.4	3.6	3.9	4.1	4.3	4.5	4.8	5.1	5.4	5.8

Below-the-Line Listening Shares: 2.6%
 Unlisted Station Listening: 13.4%
 Total Lost Listening: 16.0%
 Available Share Points: 84.0
 Number of Viable Stations: 13
 Mean Share Points per Station: 6.5
 Median Share Points per Station: 4.0
 Rev. per Available Share Point: \$202,381
 Estimated Rev. for Mean Station: \$1,307,693

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . All major properties cooperate . . . Managers predict 3% to 5% revenue increase in 1991 . . .

Household Income: \$26,940
 Median Age: 32.7 years
 Median Education: 12.7 years
 Median Home Value: \$58,200
 Population Change (1989-1994): 10.2%
 Retail Sales Change (1989-1994): 33.8%
 Number of Class B or C FM's: 5
 Revenue per AQH: \$19,721
 Cable Penetration: 49%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 76.2	<15 33.3	12-24 23.0	Non High School Grad: 25.4
Black 2.5	15-30 31.2	25-54 50.5	High School Grad: 32.9
Hispanic 21.3	30-50 23.1	55+ 26.4	
Other ---	50-75 9.1		
	75+ 3.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 21.0

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tourism		Tucson Electric Power	
Military			
Aerospace			
Electronics			
Mining (copper)			

INC 500 Companies

Artisoft (39)
 Philly's Finest (73)
 Helicomb International (459)

Employment Breakdowns

By Industry (SIC):

1. Eating and Drinking Places	18,382	(9.6%)
2. Health Services	16,435	(8.6%)
3. Special Trade Contractors	13,532	(7.0%)
4. Business Services	10,336	(5.4%)
5. Machinery, except Electrical	10,066	(5.2%)
6. Transportation Equipment	9,781	(5.1%)
7. Food Stores	6,240	(3.2%)
8. Miscellaneous Retail	5,999	(3.1%)
9. Wholesale Trade-Durable Goods	5,872	(3.1%)
10. Automotive Dealers	5,446	(2.8%)

By Occupation:

Manag/Prof.	58,390	(26.5%)
Tech/Sales/Admin.	67,648	(30.7%)
Service	31,870	(14.5%)
Farm/Forest/Fish	3,285	(1.5%)
Precision Prod.	31,668	(14.4%)
Oper/Fabri/Labor	27,320	(12.4%)

Total Metro Employees: 192,037
 Top 10 Total Employees: 102,089 (53.2%)

TUCSON

Largest Local Banks
 Citibank (na)
 First Interstate (na)
 Security Pacific (5.2 Bil)
 Valley National (11.1 Bil)

Colleges and Universities
 University of Arizona (30,307)

Military Bases

Unemployment
 Jun 79: 4.9%
 Dec 82: 10.3%
 Sep 83: 8.6%
 Sep 84: 3.9%
 Aug 85: 5.2%
 Aug 86: 5.5%
 Aug 87: 4.8%
 Aug 88: 5.4%
 Jul 89: 4.9%
 Jul 90: 4.4%

Total Full-Time Students: 27,982

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Duval GEO & Assoc. Owens Moret	Pima Savings Pepsi Click Auto KMSB-TV	Phoenix Los Angeles	1. KRQQ-F \$3,300,000 2. KCUB/KIIM-F 2,900,000 3. KCEE/KWFM-F 2,600,000 4. KLPX-F 2,000,000 5. KJYK/KKLD-F 1,800,000 6. KNST 1,400,000

Major Daily Newspapers	AM	PM	SUN	Owner
Tucson Star Tucson Citizen JOA	94,565	53,508	176,049	Pulitzer Gannett

COMPETITIVE MEDIA

Major Over the Air Television

KTTU	Tucson	18	Clear Channel
KGUN	Tucson	9	ABC Lee
KMSB	Nogales	11	Fox Providence Journal
KOLD	Tucson	13	CBS News Press & Gazette
KUAT	Tucson	6	PBS
KVOA	Tucson	4	NBC H & C

Best Restaurants	Best Hotels	Best Golf Courses
L'il Abner's (Steak) Tack Room (Gourmet) Scordato's (Italian) Capriccio's Jano's	Sheraton El Conquistador Westin La Paloma Loew's Ventana Canyon Arizona Inn	Tucson National La Paloma Ventana Canyon TPC-Starpass Tucson CC

WEATHER DATA
 Elevation: 2584
 Annual Precipitation: 11.2 in.
 Annual Snowfall: 0.8 in.
 Average Windspeed: 8.2 (SE)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	63.5	98.3	81.5
Avg. Min. Temp:	38.2	74.2	54.1
Average Temp:	50.9	86.3	67.8

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$37,300,000	35.7	.0087
Radio	17,000,000	16.3	.0040
Newspaper	46,400,000	44.4	.0108
Outdoor	7,870,000	3.6	.0009
	\$104,500,000		.0244

Radio Revenue Breakdown
 National 22.5%
 Network 1.0%
 Local 76.5%
 (Trade equals 9% of local - up 3% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KCEE, KWFM-F	From Behan to American Media	\$10,000,000
1987	KAIR, KJYK-F	From Citadel to Duchossois	10,120,000
1989	KJMM		1,050,000
1989	KQYT-F (Gren Valley)	Sold to Nova	2,000,000

NOTE: Some of these sales may not have been consummated.

TULSA

1990 ARB Rank: 60	1990 Revenue: \$20,100,000	Manager's Market Ranking (current): 3.0
1990 MSA Rank: 69	Rev per Share Point: \$230,241	Manager's Market Ranking (future): 4.0
1990 ADI Rank: 58	Population per Station: 35,922 (18)	Duncan's Radio Market Grade: II C
FM Base Value: \$4,100,000	1990 Revenue Change: 3.1%	Mathematical Market Grade: II B
Base Value %: 20.4%	Station Turnover: 23.1%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	20.0	19.0	17.1	18.0	19.5	20.1					
Yearly Growth Rate (85-90):	Assigned rate of 5.6%										
Projected Revenue Estimates:							21.0	22.3	23.4	24.7	26.0
Revenue per Capita:	26.84	25.44	22.83	24.10	26.31	26.94					
Yearly Growth Rate (85-90):	Assigned rate of 5.0%										
Projected Revenue per Capita:							28.29	29.70	31.19	32.75	34.38
Resulting Revenue Estimate:							21.3	22.6	23.9	25.4	26.8
Revenue as % of Retail Sales:	.0046	.0043	.0039	.0040	.0038	.0037					
Mean % (85-90):	.0038% (87-90 only)										
Resulting Revenue Estimate:							21.6	23.5	25.8	28.1	30.0
							MEAN REVENUE ESTIMATE: 21.3 22.8 24.3 26.1 27.6				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.745	.747	.749	.747	.741	.746	.753	.760	.766	.776	.780
Retail Sales (billions):	4.3	4.4	4.4	4.5	5.1	5.4	5.7	6.2	6.8	7.4	7.9
Below-the-Line Listening Shares:	0.0										
Unlisted Station Listening:	12.7%										
Total Lost Listening:	12.7%										
Available Share Points:	87.3										
Number of Viable Stations:	13										
Mean Share Points per Station:	6.7										
Median Share Points per Station:	6.3										
Rev. per Available Share Point:	\$230,241										
Estimated Rev. for Mean Station:	\$1,546,157										
							Confidence Levels				
							1990 Revenue Estimates: Normal				
							1991-1995 Revenue Projections: Normal				
							COMMENTS				
							Market reports to Miller, Kaplan . . . Managers predict 3% to 6% revenue increase in 1991 . . .				

Household Income: \$26,033
 Median Age: 32.7 years
 Median Education: 12.6 years
 Median Home Value: \$43,400
 Population Change (1989-1994): 4.8%
 Retail Sales Change (1989-1994): 46.3%
 Number of Class B or C FM's: 10
 Revenue per AQH: \$20,764
 Cable Penetration: 57%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 86.4	<15 34.8	12-24 21.3	Non High School
Black 6.7	15-30 33.0	25-54 54.7	Grad: 28.7
Hispanic 1.4	30-50 22.2	55+ 23.9	High School Grad: 37.0
Other 5.5	50-75 7.1		
	75+ 2.9		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 17.7
 College 4+ years: 16.6

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Oil	Mapco (225)	Williams Companies	
Transportation	Memorex Telex (358)		
Aerospace			
Fabricated Plate Work			

INC 500 Companies

Employment Breakdowns

Esco Energy (48)
 Mesa Products (117)

By Industry (SIC):

1. Health Services	21,712	(8.5%)
2. Eating and Drinking Places	18,442	(7.2%)
3. Business Services	15,645	(6.1%)
4. Wholesale Trade-Durable Gds	12,038	(4.7%)
5. Machinery, except Electrical	10,635	(4.2%)
6. Food Stores	9,177	(3.6%)
7. Special Trade Contractors	8,826	(3.5%)
8. Transportation Equipment	8,183	(3.2%)
9. Fabricated Metal Products	8,081	(3.2%)
10. Membership Organizations	7,573	(3.0%)

By Occupation:

Manag/Prof.	73,083	(22.8%)
Tech/Sales/Admin.	105,650	(32.9%)
Service	35,974	(11.3%)
Farm/Forest/Fish	4,305	(1.3%)
Precision Prod.	49,916	(15.6%)
Oper/Fabri/Labor	51,711	(16.1%)

Total Metro Employees: 254,758
 Top 10 Total Employees: 120,312 (47.2%)

TULSA

Largest Local Banks

Bank of Oklahoma (1.7 Bil)
 First Tulsa (861 Mil)
 F & M (398 Mil)
 Fourth National (423 Mil)

Colleges and Universities

University of Tulsa (5,326)
 Oral Roberts (4,615)

Military Bases

Unemployment

Jun 79: 3.4%
 Dec 82: 7.5%
 Sep 83: 9.2%
 Sep 84: 6.7%
 Aug 85: 6.1%
 Aug 86: 8.6%
 Aug 87: 7.2%
 Aug 88: 6.9%
 Jul 89: 5.6%
 Jul 90: 4.6%

Total Full-Time Students: 13,156

RADIO BUSINESS INFORMATION

Highest Billing Stations

Heavy Agency
 Radio Users

Largest Local
 Radio Accounts

Source of
 Regional Dollars

Ad Inc.
 Brown Bloyd
 O'Neill & Assoc.

McDonalds
 Pepsi/Coke
 Southwestern Bell
 Tulsa Cable

Oklahoma City
 Dallas
 Houston

1. KMOD-F \$3,300,000
- KWEN-F 3,000,000
3. KRMG 2,600,000
4. KVOO A/F 2,000,000
5. KMYZ-F 1,600,000
6. KVLTV-F 1,400,000
7. KAYI-F 1,300,000
- KRAV A/F 1,300,000
9. KBEZ-F 1,200,000
10. KQMJ-F 900,000

Major Daily Newspapers

AM

PM

SUN

Owner

Tulsa World 128,139
 Tulsa Tribune 67,704 244,042

COMPETITIVE MEDIA

Major Over the Air Television

KJRH Tulsa 2 NBC Scripps-Howard
 KOED Tulsa 11 PBS
 KOKI Tulsa 23 Fox Clear Channel
 KOTV Tulsa 6 CBS Belo
 KTUL Tulsa 8 ABC Allbritton

Best Restaurants

Best Hotels

Best Golf Courses

Polo Grill
 Jamil's (Steak)
 Warren Duck Club
 Chimis (Tex-Mex)
 Billy Rays (BBQ)

Doubletree
 Sheraton Kensington
 Westin

Southern Hills
 GC of Oklahoma
 Cedar Ridge

WEATHER DATA

Elevation: 650
 Annual Precipitation: 38.0 in.
 Annual Snowfall: 9.3 in.
 Average Windspeed: 10.6 (S)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$50,000,000	38.3	.0093
Radio	20,100,000	15.4	.0037
Newspaper	56,000,000	42.8	.0104
Outdoor	1,600,000	1.5	.0008
	\$133,700,000		.0242

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	47.0	92.8	71.1
Avg. Min. Temp:	26.1	71.4	49.2
Average Temp:	36.6	82.1	60.2

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986 KWEN-F From Katz to New City \$6,100,000 (E)
 1986 KBEZ-F From Mid America to WIN 4,900,000 (E)
 1986 KAYI-F From Hicks to Narragansett NA
 1987 KVOO-F From Salem to Stuart 5,200,000
 1987 KRMG From Swanson to New City NA
 1988 KBEZ-F From WIN to ML 6,000,000 (E)
 1989 KBEZ-F From ML/WIN to Renda 4,635,000 (E)
 1990 KCFO Sold by Salem 953,000
 1990 KVOO A/F From Stuart to Great Empire 7,400,000 (E)

NOTE: Some of these sales may not have been consummated.

UTICA - ROME

1990 ARB Rank: 133	1990 Revenue: \$8,000,000	Manager's Market Ranking (current): 2.9
1990 MSA Rank: 152	Rev per Share Point: \$101,523	Manager's Market Ranking (future): 2.9
1990 ADI Rank: 159	Population per Station: 16,737 (16)	Duncan's Radio Market Grade: III D+
FM Base Value: \$1,600,000	1990 Revenue Change: 3.9%	Mathematical Market Grade: III D-
Base Value % : 20.0%	Station Turnover: 20.0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	5.7	6.1	6.5	7.0	7.7	8.0						
Yearly Growth Rate (85-90):	7.0% (assigned rate of 5.9%)											
Projected Revenue Estimates:							8.3	8.8	9.3	9.8	10.3	
Revenue per Capita:	17.64	18.89	20.19	21.81	24.21	25.24						
Yearly Growth Rate (85-90):	7.5% (assigned rate of 5.6%)											
Projected Revenue per Capita:							26.65	28.15	29.72	31.39	33.14	
Resulting Revenue Estimate:							8.4	8.8	9.3	9.8	10.3	
Revenue as % of Retail Sales:	.0036	.0037	.0037	.0037	.0039	.0038						
Mean % (85-90):	.00373%											
Resulting Revenue Estimate:							8.3	9.0	9.4	9.7	10.4	
							MEAN REVENUE ESTIMATE:	8.3	8.9	9.3	9.8	10.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.323	.323	.322	.321	.318	.317	.315	.314	.313	.312	.312
Retail Sales (billions):	1.6	1.65	1.76	1.89	2.00	2.09	2.23	2.40	2.51	2.6	2.8
Below-the-Line Listening Shares:	7.8%										
Unlisted Station Listening:	13.4%										
Total Lost Listening:	21.2%										
Available Share Points:	78.8										
Number of Viable Stations:	10										
Mean Share Points per Station:	7.9										
Median Share Points per Station:	7.1										
Rev. per Available Share Point:	\$101,523										
Estimated Rev. for Mean Station:	\$800,000										
							Confidence Levels				
							1990 Revenue Estimates:	Slightly below normal			
							1991-1995 Revenue Projections:	Slightly below normal			
							COMMENTS				
							Market reports to Hungerford . . .	Managers predict 4% to 7% revenue increase in 1991 . . .			

Household Income: \$29,119
 Median Age: 35.2 years
 Median Education: 12.4 years
 Median Home Value: \$32,700
 Population Change (1989-1994): -1.9%
 Retail Sales Change (1989-1994): 30.8%
 Number of Class B or C FM's: 6 + 1 = 7
 Revenue per AQH: \$20,619
 Cable Penetration: 72%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 96.4	<15 30.7	12-24 21.8	Non High School
Black 2.5	15-30 33.1	25-54 47.2	Grad: 35.5
Hispanic 1.0	30-50 24.9	55+ 30.9	High School Grad:
Other 0.1	50-75 8.9		37.5
	75+ 2.4		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 14.4

COMMERCE AND INDUSTRY

College 4+ years: 12.6

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Copper Products
 Metal Products
 Castings
 Power Tools

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	9,409	(11.2%)
2. Eating and Drinking Places	5,878	(7.0%)
3. Electric & Electronic Equip	4,011	(4.8%)
4. Machinery, except Electrical	3,764	(4.5%)
5. Food Stores	3,640	(4.3%)
6. Primary Metal Industries	3,554	(4.2%)
7. Business Services	3,039	(3.6%)
8. Miscellaneous Retail	2,959	(3.5%)
9. Insurance Carriers	2,710	(3.2%)
10. General Merchandise Stores	2,679	(3.2%)

By Occupation:

Manag/Prof.	27,053	(21.7%)
Tech/Sales/Admin.	36,154	(29.0%)
Service	19,132	(15.3%)
Farm/Forest/Fish	3,825	(3.1%)
Precision Prod.	14,768	(11.8%)
Oper/Fabri/Labor	23,794	(19.1%)

Total Metro Employees: 84,029
 Top 10 Total Employees: 41,643 (49.6%)

UTICA - ROME

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank of Utica (110 Mil)	SUNY-Utica (2,189)	Griffiss AFB (7,381)	Jun 79: 6.8%
Marine Midland (na)	Syracuse University-Utica (2,352)		Dec 82: 10.0%
Norstar (na)	Hamilton College (1,626)		Sep 83: 6.9%
			Sep 84: NA %
			Aug 85: 8.2%
			Aug 86: 5.8%
			Aug 87: 4.3%
			Aug 88: 4.0%
			Jul 89: 4.2%
			Jul 90: 4.0%

Total Full-Time Students: 9,733

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Warner Trainor	Rosa & Sullivan Norstar Bank		1. WOUR-F \$1,400,000 2. WFRG-F 1,100,000 WRCK-F 1,100,000 4. WUUU-F 800,000 5. WRUN/WKGW-F 760,000 6. WIBX 600,000 7. WLZW-F 500,000 WTLB 500,000 9. WKLL-F 400,000
Major Daily Newspapers	AM	PM	SUN
Utica Observer-Dispatch	55,602		67,403
			Owner Gannett

COMPETITIVE MEDIA	Best Restaurants	Best Hotels	Best Golf Courses
Major Over the Air Television	Scarmado's (Steak)	Sheraton Inn	
	Metro (Seafood)	Consort Inn	
	Mr. Steak		

WKTU	Utica	2	NBC	Harron
WFXV	Utica	33	Fox	
WUTR	Utica	20	ABC	Park

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See Syracuse for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Miscellaneous Comments
Television	\$17,400,000	35.4	.0083	
Radio	3,000,000	16.3	.0038	
Newspaper	22,000,000	44.7	.0105	
Outdoor	1,800,000	3.7	.0013	
	\$49,200,000		.0235	

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WUTQ, WOUR-F	Sold to Devlin and Ferrari	\$ 1,500,000
1987	WFRG A/F (Rome)	Sold to Alt	650,000
1987	WTLB, WRCK-F		1,500,000
1987	WUTQ, WOUR-F	Sold to Premier	3,000,000
1988	WIBX, WNYZ-F	Sold by REBS	NA
1988	WFRG A/F	From Target to Arrow	NA
1990	WUTZ/WOUR-F	From Premiere to Bendat	4,000,000 (E)

NOTE: Some of these sales may not have been consummated.

WACO

1990 ARB Rank: 180
 1990 MSA Rank: 211
 1990 ADI Rank: 97
 FM Base Value: \$2,000,000
 Base Value % : 31.7%

1990 Revenue: \$6,300,000
 Rev per Share Point: \$108,434
 Population per Station: 17,888 (9)
 1990 Revenue Change: 1.6%
 Station Turnover: 46.2%

Manager's Market Ranking (current): 2.9
 Manager's Market Ranking (future): 3.5
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV C+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	5.0	5.4	5.6	5.9	6.2	6.3					
Yearly Growth Rate (85-90): 4.8%											
Projected Revenue Estimates:							6.6	7.0	7.3	7.7	8.1
Revenue per Capita:	26.46	28.27	29.02	30.73	32.29	32.47					
Yearly Growth Rate (85-90): 4.2%											
Projected Revenue per Capita:							33.83	35.25	36.74	38.28	39.89
Resulting Revenue Estimate:							6.6	6.9	7.3	7.7	8.1
Revenue as % of Retail Sales:	.0045	.0048	.0048	.0051	.0049	.0046					
Mean % (85-90): .00478%											
Resulting Revenue Estimate:							7.1	7.5	7.9	8.3	8.9
							MEAN REVENUE ESTIMATE: 6.8 7.1 7.5 7.9 8.4				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.188	.191	.191	.192	.192	.194	.195	.197	.199	.201	.202
Retail Sales (billions):	1.1	1.12	1.16	1.15	1.27	1.37	1.49	1.57	1.65	1.74	1.87
Below-the-Line Listening Shares: 21.5%											
Unlisted Station Listening: 20.4%											
Total Lost Listening: 41.9%											
Available Share Points: 58.1											
Number of Viable Stations: 6.5											
Mean Share Points per Station: 8.9											
Median Share Points per Station: 8.3											
Rev. per Available Share Point: \$108,434											
Estimated Rev. for Mean Station: \$969,233											
							Confidence Levels				
							1990 Revenue Estimates: Below normal				
							1991-1995 Revenue Projections: Below normal				
							COMMENTS				
							Market does not report revenue . . .				

Household Income: \$25,924
 Median Age: 33.0 years
 Median Education: 12.3 years
 Median Home Value: \$29,200
 Population Change (1989-1994): 5.0%
 Retail Sales Change (1989-1994): 36.7%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$28,378
 Cable Penetration: 62%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 74.8	<15 38.8	12-24 25.2	Non High School
Black 15.6	15-30 29.7	25-54 45.9	Grad: 41.5
Hispanic 9.6	30-50 20.6	55+ 28.8	High School Grad: 28.7
Other ---	50-75 7.6		
	75+ 3.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agribusiness			
Apparel			
Asbestos			
Glass			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):	By Occupation:
1. Health Services 6,688 (9.6%)	Manag/Prof. 15,115 (20.6%)
2. Eating and Drinking Places 4,727 (6.8%)	Tech/Sales/Admin. 22,467 (30.6%)
3. Educational Services 4,210 (6.1%)	Service 9,809 (13.4%)
4. Social Services 3,292 (4.7%)	Farm/Forest/Fish 1,538 (2.1%)
5. Food Stores 2,569 (3.7%)	Precision Prod. 9,828 (13.4%)
6. Special Trade Contractors 2,490 (3.6%)	Oper/Fabri/Labor 14,608 (19.9%)
7. Wholesale Trade-Durable Goods 2,483 (3.6%)	
8. Food and Kindred Products 2,345 (3.4%)	
9. Membership Organizations 1,954 (2.8%)	
10. Wholesale Trade-Nondurable Gds 1,900 (2.7%)	

Total Metro Employees: 69,456
 Top 10 Total Employees: 32,658 (47.0%)

WACO

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
American (122 Mil)	Baylor (10,943)		Jun 79: 5.0%
Central National (121 Mil)	Texas State Tech-Waco (4,609)		Dec 82: 6.6%
M Bank (297 Mil)			Sep 83: 5.0%
United (137 Mil)			Sep 84: 4.2%
			Aug 85: 5.6%
			Aug 86: 8.1%
			Aug 87: 8.2%
			Aug 88: 6.5%
			Jul 89: 6.3%
			Jul 90: 6.4%

Total Full-Time Students: 17,386

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Burks Pollei		Dallas Houston San Antonio	1. KWTX A/F \$1,300,000 2. WACO A/F 1,000,000 3. KNFO-F 900,000 KJNE-F 900,000

Major Daily Newspapers	AM	PM	SUN	Owner
Waco Tribune-Herald	52,072		64,424	Cox

COMPETITIVE MEDIA

Major Over the Air Television

KCEN	Temple	6	NBC	
KWIX	Waco	10	CBS	
KXXV	Waco	25	ABC	Shamrock
KBTX	Bryan	3	CBS	
KWKT	Waco	44	Fox	Southwest Multimedia
KNCT	Belton	46	PBS	

Best Restaurants	Best Hotels	Best Golf Courses
Elite Cafe J.T. McCords Brazos Queen	Sheraton Hilton	

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See Dallas for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$13,000,000	36.7	.0095
Radio	6,300,000	17.8	.0046
Newspaper	14,900,000	42.1	.0109
Outdoor	1,200,000	3.4	.0009
	\$35,400,000		.0259

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KRZI		340,000
1986	KNFO-F	Sold by Borders	2,840,000
1986	KJNE-F (Hillsboro)		3,200,000
1987	WACO, KTKS-F	From Harris to Sage	3,125,000
1989	KJNE-F (Hillsboro)	From Moran to Hilliard	NA (cancelled)
1989	WACO, KTKS-F (49%)	From Sage to Sungroup	NA

NOTE: Some of these sales may not have been consummated.

WASHINGTON, DC

1990 ARB Rank: 7	1990 Revenue: \$153,000,000	Manager's Market Ranking (current): 4.1
1990 MSA Rank: 6	Rev per Share Point: \$1,804,205	Manager's Market Ranking (future): 4.2
1990 ADI Rank: 9	Population per Station: 102,293 (31)	Duncan's Radio Market Grade: I A
FM Base Value: \$20,000,000	1990 Revenue Change: 5.8%	Mathematical Market Grade: I A
Base Value %: 13.1%	Station Turnover: 19.0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	110.0	118.3	127.0	133.7	144.4	153.0					
Yearly Growth Rate (85-90): 6.8%											
Projected Revenue Estimates:							159.8	170.7	182.4	194.0	205.0
Revenue per Capita:	31.52	33.42	34.99	35.84	38.20	40.05					
Yearly Growth Rate (85-90): 5.0%											
Projected Revenue per Capita:							42.05	44.15	46.36	48.68	50.98
Resulting Revenue Estimate:							161.8	172.2	184.0	197.1	208.0
Revenue as % of Retail Sales:	.0043	.0044	.0044	.0042	.0045	.0044					
Mean % (85-90): .00436%											
Resulting Revenue Estimate:							157.8	167.0	177.0	186.6	196.2

MEAN REVENUE ESTIMATE: 159.8 170.7 182.4 194.0 205.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	3.49	3.54	3.63	3.73	3.78	3.82	3.85	3.90	3.97	4.05	4.08
Retail Sales (billions):	25.2	26.8	29.2	31.5	32.0	34.4	36.2	38.3	40.6	42.8	45.0

Below-the-Line Listening Shares: 2.5%

Unlisted Station Listening: 12.7%

Total Lost Listening: 15.2%

Available Share Points: 84.8

Number of Viable Stations: 21

Mean Share Points per Station: 4.0

Median Share Points per Station: 3.3

Rev. per Available Share Point: \$1,804,245

Estimated Rev. for Mean Station: \$7,285,713

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford . . . WWDC a/f still does not participate nor do several low-revenue AM's . . . We made estimates . . . Managers predict 3% to 6% revenue increase in 1991 . . .

Household Income: \$48,038
 Median Age: 32.5 years
 Median Education: 13.2 years
 Median Home Value: \$78,400
 Population Change (1989-1994): 7.3%
 Retail Sales Change (1989-1994): 36.6%
 Number of Class B or C FM's: 15 + 1 = 16
 Revenue per AQH: \$32,623
 Cable Penetration: 47%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 70.0	<15 14.1	12-24 22.1	Non High School Grad: 20.8
Black 25.5	15-30 21.0	25-54 59.2	
Hispanic 3.2	30-50 25.0	55+ 18.7	High School Grad: 29.5
Other 1.3	50-75 23.2		
	75+ 16.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government	Martin Marietta (77)	Federal Natl. Mortgage Association	Mars (7)
Tourism	Gannett (134)	First Virginia Banks	Clark Enterprises (155)
Research	Washington Post (269)	Geico	First American Bankshares (159)
Printing	LaFarge (279)	Giant Food	Woodward & Lothrop/John Wanamaker (172)
Publishing	Danaher (388)	Marriott	Mohasco (199)
High Tech		MCI Communications	DynCorp (311)
		Perpetual Financial	Rosenthal Companies (366)
		Potomac Electric Power	
		Riggs National	
		Student Loan Marketing	
		USAir Group	

INC 500 Companies

Employment Breakdowns

Attronica Computers (55)
 RJO Enterprises (80)
 Horizon Data (87)
 Applied Energy Svcs (126)
 Landmark Systems (138)
 Falcon Microsystems (207)
 S. Cohen & Assoc. (265)
 Vanguard Research (276)
 T.G. Bauer Assoc. (277)
 Technatics (300)
 Advanced Computer Concepts (301)
 Encore Marketing Int'l. (312)
 (and many more. . .)

By Industry (SIC):

1. Business Services	196,507	(13.9%)
2. Eating and Drinking Places	100,059	(7.1%)
3. Health Services	98,813	(7.0%)
4. Special Trade Contractors	74,872	(5.3%)
5. Membership Organizations	66,847	(4.7%)
6. Miscellaneous Services	58,501	(4.1%)
7. Educational Services	56,735	(4.0%)
8. Wholesale Trade-Durable Gds	47,194	(3.3%)
9. Real Estate	44,259	(3.1%)
10. Miscellaneous Retail	40,899	(2.9%)

By Occupation:

Manag/Prof.	560,460	(34.7%)
Tech/Sales/Admin. Service	583,576	(36.1%)
190,543	(11.8%)	
Farm/Forest/Fish	15,067	(.9%)
Precision Prod.	133,993	(8.3%)
Oper/Fabri/Labor	131,967	(8.2%)

Total Metro Employees: 1,410,928
 Top 10 Total Employees: 784,686 (55.6%)

WASHINGTON, DC

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
American Security (5.3 Bil)	Howard (11,454)	Ft. Meyer (4,000)	Jun 79: 6.4%
First American (1.9 Bil)	Georgetown (11,986)	Ft. Belvoir (6,300) ?	Dec 82: 5.4%
National Bank of Washington	George Washington (19,322)	Andrews AFB (8,639)	Sep 83: 4.7%
	(1.9 Bil) University of DC (12,832)	Boling AFB (2,494)	Sep 84: 4.0%
Riggs National (5.9 Bil)	American University (10,489)	Washington Navy Yard (1,600)?	Aug 85: 4.0%
Sovran (813 Mil)	University of Maryland (38,307)	Quantico MC (7,800) ?	Aug 86: 3.4%
			Aug 87: 3.2%
			Aug 88: 2.9%
			Jul 89: 2.6%
			Jul 90: 3.3%

Total Full-Time Students: 110,608

Highest Billing Stations

1. WMZQ A/F	\$15,000,000
2. WMAL	14,200,000
3. WTOP	12,000,000
4. WPGC-F	10,000,000
5. WKYS-F	9,800,000
6. WCXR-F	9,500,000
7. WGAY-F	9,100,000
8. WWDC-F	9,000,000
9. WLTT-F	8,800,000
10. WAVA-F	8,600,000
11. WASH-F	7,600,000
12. WXTR-F	7,400,000
13. WGMS A/F	5,800,000
14. WHUR-F	5,300,000
15. WRQX-F	4,500,000
16. WHFS-F	3,700,000
17. WJFK-F	3,100,000
18. WWRC	2,500,000
19. WMMJ-F	2,400,000
20. WOL	2,200,000
21. WDJY-F	1,600,000
22. WWDC	1,300,000

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars
Earle Palmer Brown	Safeway	Baltimore
Needham Harper	McDonalds	Richmond
Capital Media	Giant Foods	Norfolk
Jim Ricca	Rosenthal Auto	
Abramson	Peoples Drugs	

Major Daily Newspapers	AM	PM	SUN	Owner
Washington Post	824,282		1,154,420	Post-Newsweek
Washington Times	104,899			

COMPETITIVE MEDIA

Major Over the Air Television

WDCA	Washington	20	TVX
WETA	Washington	26	PBS
WFTY	Washington	50	Hill
WJLA	Washington	7	ABC Allbritton
WRC	Washington	4	NBC NBC/GE
WTTG	Washington	5	Fox
WUSA	Washington	9	CBS Gannett
WHMM	Washington	32	PBS

Best Restaurants

Mr K's (Chinese)
The Palm (Steak)
Maison Blanche (French)
Tiberio (Italian)
Morton's (Steak)
Prime Rib

Best Hotels

Mayflower
Four Seasons
Madison
Willard
Grand Hyatt
Hays Adams

Best Golf Courses

Congressional (Blue)
Burning Tree
TPC - Avenol
Wintergreen
Columbia
Chevy Chase CC

Media Revenue Estimates	Revenue	%	% of Retail Sales
Television	\$311,000,000	35.2	.0090
Radio	153,000,000	17.3	.0044
Newspaper	390,000,000	44.2	.0113
Outdoor	29,100,000	3.3	.0008
	\$ 883,100,000		.0255

WEATHER DATA

Elevation:	10		
Annual Precipitation:	40.0 in.		
Annual Snowfall:	16.8 in.		
Average Windspeed:	9.2 (S)		
	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	43.5	88.2	66.7
Avg. Min. Temp:	27.7	69.1	47.8
Average Temp:	35.6	78.7	57.3

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WNTR		775,000
1986	WAVA-F	From Doubleday to Emmis	17,000,000
1986	WASH-F	From Metromedia to Metropolitan	17,000,000 (E)
1986	WJFK-F	From EZ to Infinity	13,000,000
1986	WXTR-F (La Plata)		14,500,000
1987	WWDC A/F	(never closed)	52,000,000
1987	WMMJ-F	Sold by Outlet	7,500,000
1987	WASH-F	From Metropolitan to Outlet	29,250,000
1987	WCPT/WCXR-F	From Metroplex to Legacy	23,000,000
1987	WPGC A/F	From First Media to Cook Inlet	19,000,000 (E)+TaxCert.
1987	WNTR		1,100,000
1987	WDCT	From Universal to Marsh	2,200,000
1988	WGMS A/F	Sold by RKO	33,900,000
1988	WKYS-F	From NBC to Albimar	49,500,000
1988	WUST		1,400,000
1989	WNTR (Silver Spring)	Sold to CBN	1,600,000
1989	WMDO (Wheaton)	Sold by Lotus	1,000,000
1989	WYCB (never closed)		3,000,000
1989	WINX, WDJY-F	From United to TA/Shaw	21,000,000 (E) (cancelled)
1989	WTOP, WASH-F	From Outlet to Chase	74,000,000 (E)
1989	WXTR-F	From Ragan Henry to Radio Ventures	32,500,000
1989	WCPT, WCXR-F	From Sillerman to Westinghouse	41,000,000
1989	WYCB		2,750,000

Radio Revenue Breakdown

National 31.0%
Network 0.8%
Local 68.2%
(Trade equals 3% of local - down 8% in 1990)

NOTE: Some of these sales may not have been consummated.

WEST PALM BEACH

1990 ARB Rank: 52	1990 Revenue: \$25,000,000	Manager's Market Ranking (current): 3.4
1990 MSA Rank: 60	Rev per Share Point: \$423,011	Manager's Market Ranking (future) : 4.0
1990 ADI Rank: 50	Population per Station: 39,573 (19)	Duncan's Radio Market Grade: II A+
FM Base Value: \$7,500,000	1990 Revenue Change: 5.7%	Mathematical Market Grade: II A+
Base Value % : 30.0%	Station Turnover: 22.2%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	15.2	16.8	18.5	21.7	23.6	25.0						
Yearly Growth Rate (85-90): 10.5% (assigned rate of 7.6%)												
Projected Revenue Estimates:							26.5	28.4	30.4	32.5	35.0	
Revenue per Capita:	20.57	21.81	23.00	25.96	27.10	28.25						
Yearly Growth Rate (85-90): 6.6%												
Projected Revenue per Capita:							30.11	32.10	34.22	36.48	38.89	
Resulting Revenue Estimate:							27.1	30.2	33.4	36.8	39.7	
Revenue as % of Retail Sales:	.0028	.0028	.0028	.0029	.0031	.0030						
Mean % (85-90): .0029%												
Resulting Revenue Estimate:							25.9	28.4	30.5	31.9	34.2	
							MEAN REVENUE ESTIMATE:	26.5	29.0	31.4	33.7	36.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.739	.770	.804	.836	.871	.885	.900	.940	.976	1.01	1.02
Retail Sales (billions):	5.4	6.0	6.6	7.4	7.7	8.3	8.9	9.8	10.5	11.0	11.8

Below-the-Line Listening Shares: 26.0%
 Unlisted Station Listening: 14.9%
 Total Lost Listening: 40.9%
 Available Share Points: 59.1
 Number of Viable Stations: 9
 Mean Share Points per Station: 6.6
 Median Share Points per Station: 4.6
 Rev. per Available Share Point: \$423,011
 Estimated Rev. for Mean Station: \$2,777,772

Confidence Levels
 1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan . . . All stations cooperate except a few low-revenue AM's . . . Managers predict 5% to 7% revenue growth in 1991 . . .

Household Income: \$37,870
 Median Age: 42.1 years
 Median Education: 12.6 years
 Median Home Value: \$57,500
 Population Change (1989-1994): 16.2%
 Retail Sales Change (1989-1994): 43.8%
 Number of Class B or C FM's: 3 + 2 = 5
 Revenue per AQH: \$21,533
 Cable Penetration: 70%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 82.4	<15 22.7	12-24 15.8	Non High School
Black 12.2	15-30 27.3	25-54 41.9	Grad: 29.3
Hispanic 5.4	30-50 24.3	55+ 42.3	High School Grad:
Other ---	50-75 15.3		35.5
	75+ 10.4		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 18.1

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tourism		CityFed Financial	Worldmark (273)
Aircraft Equipment		EPL Group	
Electronics			
Sugar			

INC 500 Companies

Employment Breakdowns

Construction Technology (367)
 Custom Property Management (390)

By Industry (SIC):

1. Eating and Drinking Places	24,932	(9.1%)
2. Health Services	21,850	(8.0%)
3. Business Services	17,523	(6.4%)
4. Special Trade Contractors	14,224	(5.2%)
5. Real Estate	10,492	(3.8%)
6. Hotels and Other Lodging Plcs	10,465	(3.8%)
7. Machinery, except Electrical	10,208	(3.7%)
8. Transportation Equipment	10,129	(3.7%)
9. Food Stores	9,909	(3.6%)
10. General Building Contractors	9,706	(3.5%)

By Occupation:

Manag/Prof.	57,071	(23.8%)
Tech/Sales/Admin.	75,090	(31.3%)
Service	36,766	(15.4%)
Farm/Forest/Fish	9,676	(4.0%)
Precision Prod.	33,926	(14.1%)
Oper/Fabri/Labor	27,229	(11.4%)

Total Metro Employees: 273,711
 Top 10 Total Employees: 139,438 (50.9%)

WEST PALM BEACH

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Barnett (1.9 Bil)	Florida Atlantic (10,239)		Jun 79: 5.3%
Flagler National (339 Mil)			Dec 82: 8.6%
			Sep 83: 10.2%
			Sep 84: 6.9%
			Aug 85: 6.0%
			Aug 86: 6.4%
			Aug 87: 6.6%
			Aug 88: 5.6%
			Jul 89: 7.0%
			Jul 90: 7.5%

Total Full-Time Students: 9,290

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
		Miami	1. WRMP-F \$6,500,000
		Ft. Lauderdale	2. WEAT A/F 3,300,000
		Tampa	3. WIRK-F 3,200,000
			4. WJNO 2,800,000
			5. WOVV-F \$1,900,000
			6. WKGR-F 1,800,000
			7. WOLL-F 1,500,000
			8. WNGS-F 1,200,000

Major Daily Newspapers	AM	PM	SUN	Owner
West Palm Beach Post	190,792		234,897	Cox

Best Restaurants	Best Hotels	Best Golf Courses
		Mayacoo Lakes
		Seminole
		Jupiter Hills
		Pine Tree
		Eagle Trace TPC
		JDM CC
		Old Marsh
		Loxahatchee

COMPETITIVE MEDIA

Major Over the Air Television

WFLX	West Palm Beach	29	Fox	Malrite
WPEC	West Palm Beach	12	CBS	Photo Electronics
WPTV	West Palm Beach	5	NBC	Scripps-Howard
WXEL	West Palm Beach	42	PBS	
WTVX	West Palm Beach	34		
WPBF	Tequesta	25	ABC	

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See Miami for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$66,300,000	38.2	.0080
Radio	25,000,000	14.4	.0030
Newspaper	76,300,000	44.0	.0092
Outdoor	6,000,000	3.5	.0007
	\$173,600,000		.0209

Miscellaneous Comments

Radio Revenue Breakdown

Local	81.1%
National	18.7%
Network	0.2%
(Trade equals 10% of local - up 36% in 1990)	

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WEAT A/F	Sold by Gowdy	\$ 13,000,000
1988	WSBR (Boca Raton)		1,350,000
1989	WWNN (Pompano)		3,500,000
1990	WOVV-F (Ft. Pierce)	From Roth to Ardman	7,400,000 (E)
1990	WKGR-F (Ft. Pierce)	Sold to Amaturro	11,600,000

NOTE: Some of these sales may not have been consummated.

WHEELING

1990 ARB Rank: 192	1990 Revenue: \$7,400,000	Manager's Market Ranking (current): 2.3
1990 MSA Rank: 231	Rev per Share Point: \$89,156	Manager's Market Ranking (future): 2.7
1990 ADI Rank: 137 (w/Steubenville)	Population per Station: 16,244 (9)	Duncan's Radio Market Grade: ---
FM Base Value: \$1,000,000	1990 Revenue Change: 1.4%	Mathematical Market Grade: IV D+
Base Value % : 13.5%	Station Turnover: 26.7%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	6.1	6.5	6.8	7.0	7.3	7.4					
Yearly Growth Rate (85-90):	5.1% - assigned										
Projected Revenue Estimates:							7.7	8.0	8.5	8.9	9.4
Revenue per Capita:	33.52	36.11	38.63	39.77	41.95	42.77					
Yearly Growth Rate (85-90):	6.0% - assigned										
Projected Revenue per Capita:							45.34	48.06	50.94	54.00	57.24
Resulting Revenue Estimate:							7.8	8.3	8.7	9.2	9.7
Revenue as % of Retail Sales:	.0061	.0063	.0065	.0064	.0065	.0064					
Mean % (85-90):	.0060% - assigned										
Resulting Revenue Estimate:							7.0	7.2	7.3	7.3	7.6
							MEAN REVENUE ESTIMATE: 7.5 7.8 8.2 8.5 8.9				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.182	.180	.176	.176	.174	.173	.173	.172	.171	.170	.170
Retail Sales (billions):	1.00	1.00	1.05	1.10	1.12	1.15	1.17	1.19	1.21	1.22	1.27
Below-the-Line Listening Shares:	6.2%										
Unlisted Station Listening:	10.8%										
Total Lost Listening:	17.0%										
Available Share Points:	83.0										
Number of Viable Stations:	7.5										
Mean Share Points per Station:	11.1										
Median Share Points per Station:	10.5										
Rev. per Available Share Point:	\$89,156										
Estimated Rev. for Mean Station:	\$986,660										

Confidence Levels

1990 Revenue Estimates: Much below normal
 1991-1995 Revenue Projections: Much below normal

COMMENTS

We have very little confidence in the revenue estimates for this market so use with caution . . .

Household Income: \$24,962
 Median Age: 35.2 years
 Median Education: 12.3 years
 Median Home Value: \$38,900
 Population Change (1989-1994): -2.5%
 Retail Sales Change (1989-1994): 24.3%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$34,418
 Cable Penetration: 67%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 97.5	<15 36.9	12-24 20.6	Non High School
Black 2.0	15-30 31.3	25-54 48.1	Grad: 36.8
Hispanic 0.5	30-50 24.1	55+ 31.4	High School Grad:
Other ---	50-75 6.0		43.8
	75+ 1.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 10.0

COMMERCE AND INDUSTRY

Important Business and Industries: Fortune 500 Companies, Forbes 500 Companies, Forbes Largest Private Companies
 Metal Products: Steel, Brass Products, Coal Mining
 Wheeling-Pittsburg Steel (314)

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	6,763	(15.9%)
2. Eating and Drinking Places	3,217	(7.6%)
3. Bituminous Coal & Lignite Mining	2,354	(5.5%)
4. General Merchandise Stores	2,287	(5.4%)
5. Food Stores	2,244	(5.3%)
6. Fabricated Metal Products	1,496	(3.5%)
7. Membership Organizations	1,419	(3.3%)
8. Wholesale Trade-Durable Goods	1,418	(3.3%)
9. Automotive Dealers	1,396	(3.3%)
10. Miscellaneous Retail	1,385	(3.3%)

Total Metro Employees: 42,486
 Top 10 Total Employees: 23,979 (56.4%)

By Occupation:

Manag/Prof.	13,347	(18.6%)
Tech/Sales/Admin. Service	19,055	(26.5%)
Farm/Forest/Fish	9,512	(13.3%)
Precision Prod.	784	(1.1%)
Oper/Fabri/Labor	13,505	(18.8%)
	15,584	(21.7%)

WHEELING

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First National (136 Mil)	Wheeling College (1,088)		Jun 79: 7.9%
Security National (212 Mil)	West Liberty State (2,524)		Dec 82: NA %
Wheeling National (164 Mil)			Sep 83: 15.5%
			Sep 84: 13.2%
			Aug 85: 11.5%
			Aug 86: 9.9%
			Aug 87: 8.0%
			Aug 88: 6.7%
			Jul 89: 5.3%
			Jul 90: 4.9%

Total Full-Time Students: 5,005

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
	Hills Department		NO RELIABLE ESTIMATES ARE AVAILABLE
	J.C. Penny		

Major Daily Newspapers	AM	PM	SUN	Owner
Wheeling Intelligencer/News Register	69,968			Ogden
Wheeling News-Register/Times Leader			80,734	Ogden

Best Restaurants	Best Hotels	Best Golf Courses
Ernie's Esquire Club (Continental)	McClure House	Speidel
Three Gaynors		

COMPETITIVE MEDIA

Major Over the Air Television

WTRF	Wheeling	7	CBS/ABC	Adams
WTOV	Steuben	9	NBC/ABC	TV Partners
WOUC	Cambridge	44	PBS	

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See Pittsburgh for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$11,900,000	35.2	.0103
Radio	7,400,000	21.9	.0064
Newspaper	13,400,000	39.6	.0117
Outdoor	<u>1,100,000</u>	<u>3.3</u>	<u>.0010</u>
	\$33,800,000		.0294

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WOMP A/F	From First Valley to Justice	\$4,500,000
1987	WOMP A/F	(earlier sale never closed)	4,360,000
1987	WWVA, WOVK-F	From John Price to Osborn	NA
1987	WKWK, WEEL-F		NA
1987	WZMM A/F		950,000
1989	WOMP A/F	Sold to Baum	5,000,000

NOTE: Some of these sales may not have been consummated.

WICHITA

1990 ARB Rank: 88	1990 Revenue: \$17,400,000	Manager's Market Ranking (current): 3.1
1990 MSA Rank: 102	Rev per Share Point: \$195,505	Manager's Market Ranking (future): 3.2
1990 ADI Rank: 61	Population per Station: 23,300 (17)	Duncan's Radio Market Grade: III C+
FM Base Value: \$3,000,000	1990 Revenue Change: 2.4%	Mathematical Market Grade: III B
Base Value %: 17.2%	Station Turnover: 13.3%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	13.2	14.4	15.0	16.0	17.0	17.4					
Yearly Growth Rate (85-90): 5.7%											
Projected Revenue Estimates:							18.1	19.2	20.3	21.4	22.7
Revenue per Capita:	30.13	32.73	33.55	35.63	37.28	37.99					
Yearly Growth Rate (85-90): 4.8%											
Projected Revenue per Capita:							39.81	41.72	43.73	45.83	48.03
Resulting Revenue Estimate:							18.3	19.4	20.4	21.6	22.7
Revenue as % of Retail Sales:	.0055	.0055	.0054	.0053	.0053	.0051					
Mean % (85-90): .0051% (assigned)											
Resulting Revenue Estimate:							18.4	19.9	20.9	22.4	24.0

MEAN REVENUE ESTIMATE: 18.3 19.5 20.5 21.8 23.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.438	.440	.447	.449	.456	.458	.461	.464	.467	.471	.473
Retail Sales (billions):	2.4	2.6	2.8	3.0	3.2	3.4	3.6	3.9	4.1	4.4	4.7
Below-the-Line Listening Shares: 0.0											
Unlisted Station Listening: 11.0%											
Total Lost Listening: 11.0%											
Available Share Points: 89.0											
Number of Viable Stations: 14											
Mean Share Points per Station: 6.4											
Median Share Points per Station: 6.6											
Rev. per Available Share Point: \$195,505											
Estimated Rev. for Mean Station: \$1,242,853											

Confidence Levels

1990 Revenue Estimates: Below normal
1991-1995 Revenue Projections: Below normal

COMMENTS

Managers predict 3% to 5% revenue increase in 1991 . . .

Household Income: \$35,665											
Median Age: 32.0 years											
Median Education: 12.7 years											
Median Home Value: \$42,300											
Population Change (1989-1994): 4.1%											
Retail Sales Change (1989-1994): 36.1%											
Number of Class B or C FM's: 9 + 2 = 11											
Revenue per AQH: \$33,721											
Cable Penetration: 63%											

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 19.0

College 4+ years: 17.9

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Airplanes	Coleman (419)	Fourth Financial	Koch Industries (2)
Agribusiness		Kansas Gas & Electric	Ruffin Companies (361)
Chemicals			
Electronics			
Oil and Gas			
Sporting Goods			
Aerospace			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Transportation Equipment	40,572	(20.2%)
2. Health Services	18,488	(9.2%)
3. Eating and Drinking Places	14,574	(7.2%)
4. Wholesale Trade-Durable Goods	8,102	(4.0%)
5. Machinery, except Electrical	7,134	(3.5%)
6. Business Services	6,374	(3.2%)
7. Special Trade Contractors	5,404	(2.7%)
8. Food Stores	5,191	(2.6%)
9. Miscellaneous Retail	5,023	(2.5%)
10. Wholesale Trade-Nondurable Gds	4,563	(2.3%)

Total Metro Employees: 201,041
Top 10 Total Employees: 115,425 (57.4%)

By Occupation:

Manag/Prof.	48,321	(22.4%)
Tech/Sales/Admin.	66,139	(30.7%)
Service	24,655	(11.4%)
Farm/Forest/Fish	3,699	(1.7%)
Precision Prod.	36,970	(17.2%)
Oper/Fabri/Labor	35,890	(16.6%)

WICHITA

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank IV (1.5 Bil) Emprise (235 Mil) First National (777 Mil) Kansas State (245 Mil) Union National (316 Mil)	Wichita State (16,623)		Jun 79: 2.2% Dec 82: 9.6% Sep 83: 7.2% Sep 84: 5.9% Aug 85: 5.4% Aug 86: 6.2% Aug 87: 4.5% Aug 88: 4.7% Jul 89: 4.2% Jul 90: 4.0%

Total Full-Time Students: 10,098

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Stephan Lida QEJ Sullivan, Higdon	Coke & Pepsi Wendy's Cablevision	Tulsa Oklahoma City Kansas City	1. KFDI A/F \$5,100,000 2. KKR-D 2,300,000 3. KZSN-F 1,800,000 4. KICT-F 1,500,000 5. KXIK-F/KFH 1,200,000 6. KEYN A/F 1,000,000 7. KRBB-F 850,000 8. KOEZ-F 650,000

Major Daily Newspapers	AM	PM	SUN	Owner
Wichita Eagle	121,730		196,686	Knight-Ridder

Best Restaurants	Best Hotels	Best Golf Courses
Tom & Sonny's (Steak, Seafood) Gatsby's (Steak, Seafood) Scotch Sirloin Olive Tree	Airport Hilton Marriott	Wichita CC Tall Grass Club

COMPETITIVE MEDIA

Major Over the Air Television

KAKE	Wichita	10	ABC	Chronicle
KSAS	Wichita	24	Fox	Columbia-Kansas
KSNW	Wichita	3	NBC	
KWCH	Hutchinson	12	CBS	Smith
KPTS	Hutchinson	8	PBS	

WEATHER DATA

Elevation: 1321
Annual Precipitation: 30.1 in.
Annual Snowfall: 16.3 in.
Average Windspeed: 12.6 (SW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$35,500,000	37.9	.0104
Radio	17,400,000	18.6	.0051
Newspaper	37,400,000	40.0	.0110
Outdoor	3,400,000	3.6	.0010
	\$93,700,000		.0275

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	41.4	91.7	67.6
Avg. Min. Temp:	21.2	69.6	45.6
Average Temp:	31.3	80.7	56.6

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	KFH, KLZS-F		5,000,000
1986	KKRD-F	From John Price to Osborn	NA
1987	KICT-F	From Compass to Lakoduk	NA
1988	KQAM KEYN-F	From Long-Pride to Aberdeen	4,430,000
1988	KFH	Sold to Mid Continent	800,000
1988	KKRD-F	From Osborn to Sherman	6,000,000
1989	KLZS-F	Sold by Nancy Kassenbaum	2,850,000
1989	KSGI	(59%)	533,000

NOTE: Some of these sales may not have been consummated.

WILKES BARRE - SCRANTON

1990 ARB Rank: 62	1990 Revenue: \$15,700,000	Manager's Market Ranking (current): 3.1
1990 MSA Rank: 68	Rev per Share Point: \$206,579	Manager's Market Ranking (future): 3.2
1990 ADI Rank: 54	Population per Station: 24,134 (26)	Duncan's Radio Market Grade: II D
FM Base Value: \$2,700,000	1990 Revenue Change: 3.3%	Mathematical Market Grade: II D
Base Value % : 17.2%	Station Turnover: 9.6%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	12.0	12.8	13.6	14.5	15.2	15.7					
Yearly Growth Rate (85-90): 5.5%											
Projected Revenue Estimates:							16.6	17.5	18.4	19.4	20.5
Revenue per Capita:	16.30	17.01	18.58	19.70	20.54	21.21					
Yearly Growth Rate (85-90): 5.4%											
Projected Revenue per Capita:							22.35	23.56	24.83	26.18	27.59
Resulting Revenue Estimate:							16.5	17.5	18.4	19.4	20.5
Revenue as % of Retail Sales:	.0032	.0031	.0032	.0031	.0029	.0028					
Mean % (85-90): .00305%											
Resulting Revenue Estimate:							17.7	18.9	20.1	21.4	22.9
							MEAN REVENUE ESTIMATE: 16.9 18.0 19.0 20.1 21.3				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.736	.731	.732	.736	.740	.740	.740	.741	.741	.742	.742
Retail Sales (billions):	3.7	4.1	4.3	4.7	5.3	5.6	5.8	6.2	6.6	7.0	7.5

Below-the-Line Listening Shares: 8.9%
 Unlisted Station Listening: 15.1%
 Total Lost Listening: 24.0%
 Available Share Points: 76.0
 Number of Viable Stations: 15.5
 Mean Share Points per Station: 4.9
 Median Share Points per Station: 3.2
 Rev. per Available Share Point: \$206,579
 Estimated Rev. for Mean Station: \$1,012,903

Confidence Levels
 1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$28,134				
Median Age: 37.5 years				
Median Education: 12.3 years				
Median Home Value: \$33,900				
Population Change (1989-1994): .2%	White 98.7	<15 31.4	12-24 19.8	Non High School
Retail Sales Change (1989-1994): 33.3%	Black 0.7	15-30 33.4	25-54 46.6	Grad: 36.9
Number of Class B or C FM's: 6	Hispanic 0.5	30-50 24.3	55+ 33.6	
Revenue per AQH: \$15,795	Other 0.1	50-75 8.5		High School Grad: 42.0
Cable Penetration: 69%		75+ 2.4		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications. College 1-3 years: 10.8

COMMERCE AND INDUSTRY

College 4+ years: 10.3

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Apparel			
Iron and Steel			
Textiles			
Electronics			
Candy			
Tobacco Products			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	23,525	(10.2%)
2. Eating and Drinking Places	15,377	(6.7%)
3. Apparel & Other Textile Prdcts	15,103	(6.5%)
4. Food Stores	9,129	(4.0%)
5. Wholesale Trade-Durable Goods	6,961	(3.0%)
6. General Merchandise Stores	6,957	(3.0%)
7. Hotels and Other Lodging Plcs	6,604	(2.9%)
8. Fabricated Metal Products	6,506	(2.8%)
9. Business Services	6,214	(2.7%)
10. Miscellaneous Retail	6,127	(2.7%)

By Occupation:

Manag/Prof.	53,304	(18.2%)
Tech/Sales/Admin.	77,662	(26.4%)
Service	40,449	(13.8%)
Farm/Forest/Fish	3,333	(1.1%)
Precision Prod.	38,924	(13.3%)
Oper/Fabri/Labor	79,976	(27.2%)

Total Metro Employees: 230,971
 Top 10 Total Employees: 102,503 (44.4%)

WILKES BARRE - SCRANTON

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
First Eastern (2.0 Bil)	University of Scranton (4,684)		Jun 79: 8.3%
Merchants (698 Mil)	Marywood (3,207)		Dec 82: 12.9%
United Penn (1.2 Bil)	Wilkes College (2,731)		Sep 83: 11.0%
Northeastern-Scranton (2.4 Bil)			Sep 84: 12.1%
			Aug 85: 10.0%
			Aug 86: 7.0%
			Aug 87: 6.0%
			Aug 88: 4.8%
			Jul 89: 5.9%
			Jul 90: 7.0%

Total Full-Time Students: 33,924

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Ad Agency Elkman	Hills Department McDonalds Chevy Dealers	Philadelphia	1. WKRZ-F \$4,000,000 2. WARM 1,800,000 3. WEZX-F 1,700,000 4. WMGS-F 1,600,000

Major Daily Newspapers	AM	PM	SUN	Owner
Wilkes Barre Citizens Voice	46,322			
Wilkes Barre Times Leader	50,705		59,368	Cap Cities/ABC
Scranton Tribune	10,907			Media One
The Scrantonian			69,362	Media One
Scranton Times		51,876		Shamrock

Best Restaurants	Best Hotels	Best Golf Courses
Cooper's (Seafood) Ryah House (Steak) Woodland's (Steak)	Woodlands Inn Sheraton Crossgates Hilton	Mt. Airy Lodge Scranton CC

COMPETITIVE MEDIA

Major Over the Air Television

WBRE Wilkes-Barre	28	NBC	Adams
WNEP Scranton	16	ABC	New York Times
WOLF Scranton	38	Fox	
WVIA Scranton	44	PBS	
WYOU Scranton	22	CBS	Diversified

WEATHER DATA

Elevation: 930
Annual Precipitation: 36.6 in.
Annual Snowfall: 50.3 in.
Average Windspeed: 8.4 (SW)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	33.5	83.0	58.9
Avg. Min. Temp:	18.4	61.3	39.8
Average Temp:	26.0	72.2	49.4

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$39,400,000	38.6	.0070
Radio	15,700,000	15.4	.0028
Newspaper	43,000,000	42.2	.0077
Outdoor	3,900,000	3.8	.0007
	\$102,000,000		.0182

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1987	WMJW-F		\$ 750,000
1988	WCDL, WLSP-F (Carbondale)	Sold to Sage	700,000
1988	WPLJ/WKRZ-F	From Osborn to Keymarket	12,000,000
1989	WYOM	From Keymarket to Gore	125,000
1989	WILK	Sold to Keymarket	?
1990	WCDL/WSGD-F (Carbondale)	Sold by Sage	2,000,000

NOTE: Some of these sales may not have been consummated.

WILMINGTON, DE

1990 ARB Rank: 77	1990 Revenue: \$10,300,000	Manager's Market Ranking (current): 4.0
1990 MSA Rank: 89	Rev per Share Point: \$338,815	Manager's Market Ranking (future): 3.7
1990 ADI Rank: Philadelphia ADI	Population per Station: 67,600 (7)	Duncan's Radio Market Grade: II B-
FM Base Value: NA (only 2 FM's qualify)	1990 Revenue Change: 3.0%	Mathematical Market Grade: II B-
Base Value % : NA	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	8.0	8.6	9.2	9.9	10.0	10.3					
Yearly Growth Rate (85-90): 5.2%											
Projected Revenue Estimates:							10.7	11.4	12.0	12.6	13.2
Revenue per Capita:	14.41	15.33	16.28	17.16	17.27	17.76					
Yearly Growth Rate (85-90): 4.3%											
Projected Revenue per Capita:							18.52	19.32	20.15	21.02	21.92
Resulting Revenue Estimate:							10.9	11.4	12.0	12.8	13.4
Revenue as % of Retail Sales:	.0023	.0023	.0024	.0024	.0022	.0022					
Mean % (85-90): .00230%											
Resulting Revenue Estimate:							11.3	12.0	12.7	13.6	14.7
MEAN REVENUE ESTIMATE: 11.0 11.6 12.2 13.0 13.8											

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.555	.561	.565	.577	.579	.580	.586	.590	.598	.608	.612
Retail Sales (billions):	3.5	3.7	3.8	4.1	4.5	4.7	4.9	5.2	5.5	5.9	6.4
Below-the-Line Listening Shares: 59.3%											
Unlisted Station Listening: 10.3%											
Total Lost Listening: 69.6%											
Available Share Points: 30.4											
Number of Viable Stations: 4.5											
Mean Share Points per Station: 6.8											
Median Share Points per Station: 6.1											
Rev. per Available Share Point: \$338,815											
Estimated Rev. for Mean Station: \$2,288,884											

Confidence Levels
 1990 Revenue Estimates: Slightly below normal
 1991-1995 Revenue Projections: Slightly below normal

COMMENTS

Market does not report revenue . . . Managers predict 3% to 4% revenue increase in 1991 . . .

Household Income: \$38,447
 Median Age: 33.0 years
 Median Education: 12.5 years
 Median Home Value: \$44,700
 Population Change (1989-1994): 4.8%
 Retail Sales Change (1989-1994): 29.4%
 Number of Class B or C FM's: 2
 Revenue per AQH: \$12,989
 Cable Penetration: 58%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 83.9	<15 21.6	12-24 23.4	Non High School
Black 14.5	15-30 25.4	25-54 52.7	Grad: 30.5
Hispanic 1.6	30-50 27.9	55+ 24.0	High School Grad: 36.4
Other ---	50-75 17.7		
	75+ 7.4		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 15.1
 College 4+ years: 18.0

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Chemicals	DuPont (9)	Columbia Gas System	
Explosives	Hercules (154)	Delmarva Power & Light	
Ships	Himont (230)	Wilmington Trust	
Gas Transmission/Distribution	E.W. Scripps (293)		

INC 500 Companies

Employment Breakdowns

Generic Business Solutions (152)

By Industry (SIC):

1. Health Services	15,626	(8.4%)
2. Business Services	12,990	(7.0%)
3. Eating and Drinking Places	12,438	(6.7%)
4. Banking	8,472	(4.6%)
5. Special Trade Contractors	8,305	(4.5%)
6. Wholesale Trade-Durable Goods	8,214	(4.4%)
7. Chemicals and Allied Products	7,609	(4.1%)
8. General Merchandise Stores	6,262	(3.4%)
9. Food Stores	6,158	(3.3%)
10. Miscellaneous Retail	5,991	(3.2%)

By Occupation:

Manag/Prof.	56,372	(24.3%)
Tech/Sales/Admin.	74,051	(32.0%)
Service	29,706	(12.8%)
Farm/Forest/Fish	3,720	(1.6%)
Precision Prod.	29,627	(12.8%)
Oper/Fabri/Labor	38,172	(16.5%)

Total Metro Employees: 185,938
 Top 10 Total Employees: 92,065 (49.5%)

WILMINGTON, DE

Largest Local Banks

Bank of Delaware (1.8 Bil)
 Bank of New York (3.2 Bil)
 Chase Manhattan (6.8 Bil)
 Delaware Trust (1.2 Bil)
 Manufacturers Hanover (2.1 Bil)
 Wilmington Trust (2.9 Bil)

Colleges and Universities

Wilmington College (1,060)
 Goldey Beacom College (1,918)

Military Bases

Unemployment

Jun 79: 6.2%
 Dec 82: 7.7%
 Sep 83: 8.1%
 Sep 84: 6.1%
 Aug 85: 7.0%
 Aug 86: 5.0%
 Aug 87: 3.6%
 Aug 88: 3.9%
 Jul 89: 5.3%
 Jul 90: 5.2%

Total Full-Time Students: 18,017

RADIO BUSINESS INFORMATION

Heavy Agency
 Radio Users

Largest Local
 Radio Accounts

Source of
 Regional Dollars

Highest Billing Stations

Aloysius, Butler

Winner Dealerships
 Miller Furniture
 Acme Markets

1. WJBR A/F \$3,500,000
 2. WSTW-F 3,400,000
 3. WDEL 1,600,000
 4. WILM 1,300,000
 5. WAMS 300,000

Major Daily Newspapers

AM

PM

SUN

Owner

Wilmington News-Journal
 Wilmington News-Journal

119,315 (AD)

138,134

Gannett
 Gannett

Best Restaurants

Best Hotels

Best Golf Courses

COMPETITIVE MEDIA

Major Over the Air Television

WHYY Wilmington 12 PBS

Other stations - see Philadelphia

Sal's (European)
 Hotel duPont (General)
 Buckley's Tavern
 AirTransport Command

Hotel duPont
 Christiana Hilton

Wilmington CC
 DuPont CC
 Bidermann

WEATHER DATA

Elevation: 74
 Annual Precipitation: 43.6 in.
 Annual Snowfall: 20.1 in.
 Average Windspeed: 9.1 (NW)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	40.2	85.5	63.7
Avg. Min. Temp:	23.8	66.1	44.3
Average Temp:	32.0	75.8	54.0

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$28,900,000	36.5	.0061
Radio	10,300,000	13.0	.0022
Newspaper	36,400,000	46.0	.0077
Outdoor	3,500,000	4.4	.0007
	\$79,100,000		.0167

Miscellaneous Comments

* Part of Philadelphia ADI. TV revenue is Wilmington's estimated contribution to the total TV revenue for the ADI.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

NOTE: Some of these sales may not have been consummated.

WORCESTER

1990 ARB Rank: 98	1990 Revenue: \$11,000,000	Manager's Market Ranking (current): 3.4
1990 MSA Rank: 114	Rev per Share Point: \$248,869	Manager's Market Ranking (future): 3.7
1990 ADI Rank: Boston ADI	Population per Station: 44,037 (8)	Duncan's Radio Market Grade: III B-
FM Base Value: NA	1990 Revenue Change: -3.5%	Mathematical Market Grade: III B
Base Value % : NA	Station Turnover: 38.5%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	9.1	10.0	11.0	12.0	11.4	11.0						
Yearly Growth Rate (85-90): 4.0%												
Projected Revenue Estimates:							11.2	11.7	12.2	12.8	13.4	
Revenue per Capita:	22.36	24.51	26.76	28.92	27.33	26.32						
Yearly Growth Rate (85-90): 3.5%												
Projected Revenue per Capita:							27.24	28.19	29.18	30.20	31.26	
Resulting Revenue Estimate:							11.4	12.0	12.5	13.0	13.5	
Revenue as % of Retail Sales:	.0033	.0033	.0034	.0034	.0030	.0028						
Mean % (85-90): .0028% - assigned												
Resulting Revenue Estimate:							11.8	12.9	13.7	14.6	15.1	
							MEAN REVENUE ESTIMATE:	11.5	12.2	12.8	13.5	14.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.407	.408	.411	.415	.417	.418	.419	.424	.428	.431	.432
Retail Sales (billions):	2.8	3.0	3.3	3.5	3.8	4.0	4.2	4.6	4.9	5.2	5.4
Below-the-Line Listening Shares: 43.6%	Confidence Levels										
Unlisted Station Listening: 12.2%	1990 Revenue Estimates: Below normal										
Total Lost Listening: 55.8%	1991-1995 Revenue Projections: Below normal										
Available Share Points: 44.2	COMMENTS										
Number of Viable Stations: 6.5	Market does not report revenue . . . Managers predict 0% revenue										
Mean Share Points per Station: 6.8	growth in 1991 . . .										
Median Share Points per Station: 6.6											
Rev. per Available Share Point: \$248,869											
Estimated Rev. for Mean Station: \$1,692,309											

Household Income: \$38,503											
Median Age: 34.1 years	Ethnic	Income	Age	Education							
Median Education: 12.5 years	Breakdowns (%)	Breakdowns (%)	Breakdowns (%)	Levels							
Median Home Value: \$42,100	White	<15	12-24	Non High School							
Population Change (1989-1994): 3.4%	Black	15-30	25-54	Grad: 33.3							
Retail Sales Change (1989-1994): 36.8%	Hispanic	30-50	55+	High School Grad:							
Number of Class B or C FM's: 3	Other	50-75		35.5							
Revenue per AQH: \$19,573		75+									
Cable Penetration: NA											
				The above information is provided through the courtesy of	College 1-3 years:						
				Market Statistics, a division of Bill Communications.	15.8						
					College 4+ years:						
					15.4						

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Abrasives	Norton (264)	Hanover Insurance Co.	
Firearms			
Textiles			
Food Processing			
Metals			
Furniture			
Watches, clocks			

INC 500 Companies

Employment Breakdowns

Auburn Merchandise Distributors (59)

By Industry (SIC):

1. Health Services	14,629	(9.7%)
2. Eating and Drinking Places	9,790	(6.5%)
3. Machinery, except Electrical	8,193	(5.4%)
4. Fabricated Metal Products	6,090	(4.0%)
5. Rubber & Misc. Plastics Prdcts	5,720	(3.8%)
6. Business Services	5,612	(3.7%)
7. Food Stores	5,297	(3.5%)
8. Wholesale Trade-Durable Goods	5,155	(3.4%)
9. Social Services	5,128	(3.4%)
10. Wholesale Trade-Nondurable Gds	4,972	(3.3%)

By Occupation:

Manag/Prof.	40,987	(22.8%)
Tech/Sales/Admin. Service	51,799	(28.9%)
Farm/Forest/Fish	23,090	(12.9%)
Precision Prod.	1,732	(.9%)
Oper/Fabri/Labor	22,652	(12.7%)
	39,182	(21.8%)

Total Metro Employees: 151,419
 Top 10 Total Employees: 70,586 (46.6%)

WORCESTER

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank of New England (1.0 Bil)	Holy Cross (2,590)		Jun 79: 4.2%
Mechanics (510 Mil)	Worcester Polytech (3,812)		Dec 82: 8.7%
Shawmut (1.4 Bil)	Worcester State (7,062)		Sep 83: 6.5%
			Sep 84: 5.2%
			Aug 85: 3.5%
			Aug 86: 4.0%
			Aug 87: 3.0%
			Aug 88: 2.9%
			Jul 89: 4.3%
			Jul 90: 6.8%

Total Full-Time Students: 14,330

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
		Boston	1. WAAF-F 53,800,000
		Providence	2. WSRF-F 3,000,000
			3. WXLO-F 1,900,000
			4. WTAG 1,700,000
			5. WFTQ 700,000

NOTE: WAAF receives part of its revenue from Boston market

Major Daily Newspapers	AM	PM	SUN	Owner
Worcester Telegram & Gazette	116,532 (AD)			Chronicle Co.
Worcester Telegram			136,632	Chronicle Co.

Best Restaurants Best Hotels Best Golf Courses

COMPETITIVE MEDIA

Major Over the Air Television
 WHLL Worcester 27 Hill
 Other stations - See Boston

WEATHER DATA

Elevation: 986
 Annual Precipitation: 47.2 in.
 Annual Snowfall: 74.6 in.
 Average Windspeed: 10.5 (W)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	31.0	79.4	55.8
Avg. Min. Temp:	16.2	60.8	38.4
Average Temp:	23.6	70.1	47.1

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$25,900,000	NA	.0065
Radio	11,000,000	NA	.0028
Newspaper	NA	NA	NA
Outdoor	NA	NA	NA

Miscellaneous Comments

* Worcester is part of the Boston ADI. TV revenue is estimate of Worcester's contribution to total TV revenue for the ADI.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WFTQ, WAAF-F	From Katz to New City	\$10,100,000 (E)
1986	WNEB		850,000
1987	WTAG	Sold to Knight	2,800,000
1989	WFTQ, WAAF-F	From NewCity to Zapis	15,000,000
1989	WORC		600,000

NOTE: Some of these sales may not have been consummated.

YORK

1990 ARB Rank: 103	1990 Revenue: \$12,800,000	Manager's Market Ranking (current): 3.8
1990 MSA Rank: 113	Rev per Share Point: \$279,476	Manager's Market Ranking (future): 3.7
1990 ADI Rank: 45 (w/Hrsbrg & Lncstr)	Population per Station: 34,020 (10)	Duncan's Radio Market Grade: III A-
FM Base Value: \$3,000,000	1990 Revenue Change: 4.4%	Mathematical Market Grade: III A
Base Value % : 23.4%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	9.8	10.4	11.0	11.7	12.3	12.8						
Yearly Growth Rate (85-90): 5.5%												
Projected Revenue Estimates:							13.4	14.1	14.9	15.7	16.5	
Revenue per Capita:	23.90	26.13	27.50	28.80	29.78	30.84						
Yearly Growth Rate (85-90): 5.2%												
Projected Revenue per Capita:							32.44	34.13	35.91	37.77	39.74	
Resulting Revenue Estimate:							13.6	14.4	15.3	16.2	17.1	
Revenue as % of Retail Sales:	.0038	.0039	.0039	.0039	.0038	.0038						
Mean % (85-90): .00385%												
Resulting Revenue Estimate:							13.8	15.0	16.2	17.3	18.9	
							MEAN REVENUE ESTIMATE:	13.6	14.5	15.5	16.4	17.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.398	.398	.400	.406	.413	.415	.418	.422	.425	.429	.431
Retail Sales (billions):	2.6	2.7	2.8	3.0	3.2	3.4	3.6	3.9	4.2	4.5	4.9
Below-the-Line Listening Shares:	41.0%										
Unlisted Station Listening:	13.2%										
Total Lost Listening:	54.2%										
Available Share Points:	45.8										
Number of Viable Stations:	7										
Mean Share Points per Station:	6.5										
Median Share Points per Station:	8.2										
Rev. per Available Share Point:	\$279,476										
Estimated Rev. for Mean Station:	\$1,828,572										

Confidence Levels
 1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Managers predict 5% to 6% revenue increase in 1991 . . .

Household Income: \$32,405
 Median Age: 34.0 years
 Median Education: 12.3 years
 Median Home Value: \$44,900
 Population Change (1989-1994): 3.8%
 Retail Sales Change (1989-1994): 42.2%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$22,816
 Cable Penetration: NA

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 96.7	<15 24.0	12-24 21.3	Non High School
Black 2.5	15-30 30.5	25-54 52.5	Grad: 38.7
Hispanic 0.8	30-50 30.4	55+ 26.2	High School Grad: 40.6
Other ---	50-75 11.8		College 1-3 years: 9.4
	75+ 3.3		College 4+ years: 11.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Refrigeration Equipment	York Holdings (290)		York International (112)
Turbines			
Furniture			
Paper Products			
Dental Equipment			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Electric & Electronic Equip	10,134	(6.9%)
2. Machinery, except Electrical	9,788	(6.7%)
3. Health Services	9,584	(6.5%)
4. Eating and Drinking Places	8,322	(5.7%)
5. Food and Kindred Products	5,158	(3.5%)
6. Food Stores	5,083	(3.5%)
7. Printing and Publishing	4,968	(3.4%)
8. Fabricated Metal Products	4,602	(3.1%)
9. Wholesale Trade-Durable Goods	4,463	(3.0%)
10. Transportation Equipment	4,436	(3.0%)

By Occupation:

Manag/Prof.	30,968	(17.3%)
Tech/Sales/Admin.	47,030	(26.2%)
Service	17,706	(9.8%)
Farm/Forest/Fish	4,560	(2.6%)
Precision Prod.	26,818	(14.9%)
Oper/Fabri/Labor	52,357	(29.2%)

Total Metro Employees: 146,596
 Top 10 Total Employees: 66,538 (45.4%)

YORK

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Drivers & Mechanics (236 Mill) York (1.1 Bil)	Penn State-York (1,111) Gettysburg (1,951) York College (4,570)		Jun 79: 5.6% Dec 82: 11.6% Sep 83: 9.8% Sep 84: 8.6% Aug 85: 8.0% Aug 86: 4.9% Aug 87: 3.8% Aug 88: 3.6% Jul 89: 4.1% Jul 90: 4.8%

Total Full-Time Students: 5,376

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Kelly Adams Campbell	Hardees National Bedrooms		1. WARM-F \$3,500,000 2. WSBA 2,400,000 3. WYCR-F 1,800,000 4. WGTY-F 1,300,000 5. WQXA-F 1,100,000 6. WHTF-F 1,000,000

Major Daily Newspapers	AM	PM	SUN	Owner
York Record/Dispatch York News	87,522 (cmbo)		94,826	Howard

Best Restaurants	Best Hotels	Best Golf Courses
Meadowbrook Accomac Inn Windows on the Green	Yorktowne Sheraton	

COMPETITIVE MEDIA

Major Over the Air Television

See Harrisburg

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See Harrisburg for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$15,000,000	26.8	.0044
Radio	12,800,000	22.9	.0038
Newspaper	26,200,000	46.8	.0077
Outdoor	<u>2,000,000</u>	<u>3.6</u>	<u>.0006</u>
	\$56,000,000		.0165

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

* Split ADI with Harrisburg and Lancaster. TV revenue figure is estimate of York's share. Total TV revenue for ADI is estimated at \$55,000,000.

Major Radio Station Sales Since 1986

1987 WOYK \$250,000

NOTE: Some of these sales may not have been consummated.

YOUNGSTOWN

1990 ARB Rank: 85	1990 Revenue: \$11,000,000	Manager's Market Ranking (current): 3.0
1990 MSA Rank: 100	Rev per Share Point: \$140,306	Manager's Market Ranking (future): 3.1
1990 ADI Rank: 89	Population per Station: 29,928 (14)	Duncan's Radio Market Grade: II D
FM Base Value: \$2,900,000	1990 Revenue Change: 6.6%	Mathematical Market Grade: II D
Base Value % : 26.4%	Station Turnover: 10.5%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	8.3	8.6	9.0	9.2	10.3	11.0					
Yearly Growth Rate (85-90): 5.9%											
Projected Revenue Estimates:							11.3	12.0	12.6	13.4	14.1
Revenue per Capita:	16.09	16.63	17.58	18.11	20.31	21.82					
Yearly Growth Rate (85-90): 5.3%											
Projected Revenue per Capita:							22.98	24.19	25.48	26.83	28.25
Resulting Revenue Estimate:							11.5	12.0	12.6	13.3	13.9
Revenue as % of Retail Sales:	.0030	.0030	.0031	.0031	.0031	.0032					
Mean % (85-90): .00308%											
Resulting Revenue Estimate:							11.0	11.4	12.0	12.6	13.6
							MEAN REVENUE ESTIMATE: 11.3 11.8 12.4 13.1 13.9				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.516	.517	.512	.508	.507	.504	.500	.497	.495	.494	.492
Retail Sales (billions):	2.8	2.9	2.9	3.0	3.3	3.4	3.5	3.7	3.9	4.1	4.4
Below-the-Line Listening Shares: 9.2%											
Unlisted Station Listening: 12.4%											
Total Lost Listening: 21.6%											
Available Share Points: 78.4											
Number of Viable Stations: 9.5											
Mean Share Points per Station: 8.3											
Median Share Points per Station: 8.6											
Rev. per Available Share Point: \$140,306											
Estimated Rev. for Mean Station: \$1,157,893											

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford . . . All viable stations participate except WNCD and we made estimates . . . Managers predict 3% to 5% revenue increase in 1991 . . .

Household Income: \$29,417

Median Age: 34.4 years

Median Education: 12.4 years

Median Home Value: \$40,300

Population Change (1989-1994): -2.5%

Retail Sales Change (1989-1994): 24.6%

Number of Class B or C FM's: 5

Revenue per AQH: \$15,988

Cable Penetration: 56%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 88.3	<15 30.0	12-24 21.1	Non High School
Black 10.5	15-30 30.0	25-54 50.7	Grad: 33.3
Hispanic 1.2	30-50 26.9	55+ 28.1	High School Grad:
Other ---	50-75 10.1		43.8
	75+ 3.0		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 12.4

College 4+ years: 10.5

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Steel			Edward J. DeBartolo (119)
Electronics			Cafaro Company (376)
Automotive			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	20,061	(12.4%)
2. Transportation Equipment	20,030	(12.4%)
3. Eating and Drinking Places	12,389	(7.7%)
4. Primary Metal Industries	8,393	(5.2%)
5. Fabricated Metal Products	8,354	(5.2%)
6. Wholesale Trade-Durable Goods	5,775	(3.6%)
7. Food Stores	5,569	(3.4%)
8. General Merchandise Stores	5,477	(3.4%)
9. Miscellaneous Retail	5,211	(3.2%)
10. Business Services	4,563	(2.8%)

By Occupation:

Manag/Prof.	38,785	(18.5%)
Tech/Sales/Admin.	54,793	(26.1%)
Service	26,519	(12.6%)
Farm/Forest/Fish	2,096	(1.0%)
Precision Prod.	29,421	(14.1%)
Oper/Fabri/Labor	58,168	(27.7%)

Total Metro Employees: 161,518
 Top 10 Total Employees: 95,822 (59.3%)

YOUNGSTOWN

Largest Local Banks	Colleges and Universities	Military Bases	Unemployment
Bank One (1.2 Bil)	Youngstown State (15,252)		Jun 79: 6.9%
Mahoning National (548 Mil)			Dec 82: 21.8%
			Sep 83: 14.5%
			Sep 84: 12.3%
			Aug 85: 10.5%
			Aug 86: 10.9%
			Aug 87: 12.0%
			Aug 88: 6.9%
			Jul 89: 6.1%
			Jul 90: 7.6%

Total Full-Time Students: 10,869

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users	Largest Local Radio Accounts	Source of Regional Dollars	Highest Billing Stations
Group 2 Smith	Dollar Bank Key Automotive	Cleveland Pittsburgh Columbus	1. WHOT-F \$2,500,000 2. WQXK-F 2,000,000 3. WKBN 1,500,000 4. WBBG-F 1,300,000 5. WYFM-F 1,200,000 6. WKBN-F 1,100,000 7. WNCD-F 800,000 8. WBBW 600,000

* WQXK receives a portion of its revenue from the Canton market

Major Daily Newspapers	AM	PM	SUN	Owner
Youngstown Vindicator		89,541	135,607	

COMPETITIVE MEDIA

Major Over the Air Television

WFMJ	Youngstown	21	NBC	Vindicator
WKBN	Youngstown	27	CBS	Williamson
WYTV	Youngstown	33	ABC	

Best Restaurants	Best Hotels	Best Golf Courses
Moonraker (General) Living Room Alberini's Boat House	Avalon Inn Inn on the Green (Bed & Breakfast)	Avalon Lakes (Warren) Mill Creek

WEATHER DATA

NO WEATHER DATA AVAILABLE:
See Pittsburgh for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$21,700,000	34.2	.0064
Radio	11,000,000	17.4	.0032
Newspaper	28,000,000	44.2	.0082
Outdoor	2,700,000	4.3	.0008
	\$63,400,000		.0186

Miscellaneous Comments

Radio Revenue Breakdown

Local	87.8%
National	9.5%
Network	2.7%

(Trade equals 5% of local - up 45% in 1990)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WSOM, WQXK-F (Salem)	From Rust to Lincoln	\$2,800,000
1988	WBBW/WBBG-F	Sold to Hartstone-Dickstein	3,000,000
1989	WGFT		280,000
1989	WSOM, WQXK-F (Salem)	From Lincoln to Legend	5,500,000
1990	WHOT-AM	Sold by Myron Jones	290,000

NOTE: Some of these sales may not have been consummated.

SECONDARY MARKETS

ABILENE

1990 ARB Rank: 205 1990 Revenue: \$4,400,000 Manager's Market Ranking (current): 2.8
 1990 MSA Rank: 294 Rev per Share Point: \$62,322 Manager's Market Ranking (future) : 3.7
 1990 ADI Rank: 156 Population per Station: 10,767 (12) Duncan's Radio Market Grade: ---
 FM Base Value: --- 1990 Revenue Change: 2.6% Mathematical Market Grade: IV D+
 Base Value % : --- Station Turnover: 42.9%

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:			4.0	4.2	4.3	4.4					
Yearly Growth Rate (85-90): 5.0% (assigned)											
Projected Revenue Estimates:							4.6	4.9	5.1	5.3	5.6
Revenue per Capita:			31.50	33.60	34.96	35.48					
Yearly Growth Rate (85-90): 5.5% (assigned)											
Projected Revenue per Capita:							37.43	39.49	41.66	43.95	46.37
Resulting Revenue Estimate:							4.6	5.0	5.3	5.6	6.0
Revenue as % of Retail Sales:			.0036	.0036	.0034	.0033					
Mean % (85-90): .00347%											
Resulting Revenue Estimate:							4.8	5.1	5.3	5.6	5.9
MEAN REVENUE ESTIMATE: 4.7 5.0 5.2 5.5 5.8											

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):			.127	.125	.123	.124	.125	.126	.127	.128	.129
Retail Sales (billions):			1.1	1.17	1.28	1.32	1.39	1.47	1.54	1.61	1.70
Below-the-Line Listening Shares: 0.0											
Unlisted Station Listening: 29.4%											
Total Lost Listening: 29.4%											
Available Share Points: 70.6											
Number of Viable Stations: 7											
Mean Share Points per Station: 10.1											
Median Share Points per Station: 7.8											
Rev. per Available Share Point: \$ 62,322											
Estimated Rev. for Mean Station: \$629,452											
Confidence Levels											
1990 Revenue Estimates: Below normal											
1991-1995 Revenue Projections: Below normal											
COMMENTS											
Managers predict 0% increase in 1991 . . .											
Median Age: 31.0 years											
Population Change (1989-1994): 4.1%											
Retail Sales Change (1989-1994): 28.8%											
Number of B or C FM Stations: 3 + 4 = 7											
Revenue per AQH: \$21,359											
Unemployment (July 1990): 7.9%											

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Highest Billing Stations
Television	\$8,200,000		.0063	1. KEAN A/F \$1,300,000
Radio	4,400,000		.0033	2. KORQ A/F 700,000
Newspaper				3. KFQX A/F 520,000
Outdoor				4. KEYJ A/F 460,000

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

Some Recent Station Sales

1987	KORQ A/F	Sold to Bakcor	\$2,100,000 (E)
1988	KWZD-F		1,300,000
1989	KFQX A/F (Merkel)	Sold to Motta	950,000
1989	KWZD-F		1,300,000
1990	KORQ A/F	From Bakcor to Adams, Jr.	1,300,000 (E)

NOTE: Some of these sales may not have been consummated.

ALTOONA

1990 ARB Rank: 223 1990 Revenue: \$4,200,000 Manager's Market Ranking (current): 2.9
1990 MSA Rank: 275 Rev per Share Point: \$60,523 Manager's Market Ranking (future): 3.0
1990 ADI Rank: 88 (w/Johnstown) Population per Station: 11,040 (10) Duncan's Radio Market Grade: ---
FM Base Value: NA 1990 Revenue Change: -4.5% Mathematical Market Grade: IV D-
Base Value % : NA Station Turnover: 23.5%

REVENUE HISTORY AND PROJECTIONS

Table with columns for years 85-95 and rows for Duncan Revenue Est, Yearly Growth Rate, Projected Revenue Estimates, Revenue per Capita, Yearly Growth Rate, Projected Revenue per Capita, Resulting Revenue Estimate, Revenue as % of Retail Sales, Mean % (85-90), and Resulting Revenue Estimate. Includes a MEAN REVENUE ESTIMATE row at the bottom.

POPULATION AND DEMOGRAPHIC ESTIMATES

Table with columns for years 85-95 and rows for Total Population (millions), Retail Sales (billions), and Confidence Levels.

Below-the-Line Listening Shares: 12.6%
Unlisted Station Listening: 14.7%
Total Lost Listening: 27.3%
Available Share Points: 72.7
Number of Viable Stations: 8.5
Mean Share Points per Station: 8.5
Median Share Points per Station: 8.4
Rev. per Available Share Point: \$ 60,523
Estimated Rev. for Mean Station: \$514,443

Confidence Levels

1990 Revenue Estimates: Below normal
1991-1995 Revenue Projections: Below normal

COMMENTS - Market reports to Hungerford and all stations but WKMC participate... Some additional dollars go to WBXJ from Johnstown... Managers predict 0% revenue growth in 1991...

Household Income: \$26,587
Median Age: 35.7 years
Median Education: 12.3 years
Median Home Value: \$28,500
Population Change (1989-1994): -2.5%
Retail Sales Change (1989-1994): 27.5%
Number of Class B or C FM's: 1 + 1 = 2
Revenue per AQH: \$26,994
Cable Penetration: 78%

Ethnic Breakdowns (%)

Table with rows for White, Black, Hispanic, and Other, and columns for percentages.

Income Breakdowns (%)

Table with rows for <15, 15-30, 30-50, 50-75, and 75+, and columns for percentages.

Age Breakdowns (%)

Table with rows for 12-24, 25-54, and 55+, and columns for percentages.

Education Levels

Table with rows for Non High School Grad, High School Grad, and College 1-3 years/College 4+ years, and columns for percentages.

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries: Fortune 500 Companies, Forbes 500 Companies, Forbes Largest Private Companies
Candy, Food Products, Paper, Locomotives, Clothing

Table with columns for Major Daily Newspapers (AM, PM, SUN, Owner) and rows for Altoona Mirror.

Unemployment

Table with columns for months (Jun 79, Dec 82, Sep 83, Sep 84, Aug 85, Aug 86, Aug 87, Aug 88, Jul 89, Jul 90) and rows for NA %.

Highest Billing Stations

Table with columns for station names and revenue amounts.

COMPETITIVE MEDIA

Major Over the Air Television: See Johnstown

Media Revenue Estimates

Table with columns for Revenue, % of Retail Sales, and rows for Television, Radio, Newspaper, and Outdoor.

Best Restaurants: Jethros (Steak), Lena's, Allegro (Italian)

Best Hotels: Altoona Sheraton, Holiday Inn

Best Golf Courses: Sylvan Hills, Scotch Valley

NO WEATHER DATA AVAILABLE: See Pittsburgh for an approximation.

Miscellaneous Comments:

NOTE: Use Newspaper and outdoor estimates with caution. *See Miscellaneous Comments

* Split ADI between Johnstown and Altoona. TV revenue is Altoona's share. Total TV revenue for ADI is estimated at \$19,500,000.

Major Radio Station Sales Since 1986

Table with columns for Year, Station, and Sales, and rows for 1987-1990.

Manager's Comment

NOTE: Some of these sales may not have been consummated.

ASHEVILLE

1990 ARB Rank: 175 1990 Revenue: \$5,400,000 Manager's Market Ranking (current): 3.1
 1990 MSA Rank: 225 Rev per Share Point: \$100,185 Manager's Market Ranking (future): 3.2
 1990 ADI Rank: Greenville ADI Population per Station: 23,242 (7) Duncan's Radio Market Grade: ---
 FM Base Value: NA 1990 Revenue Change: 2.1% Mathematical Market Grade: IV C
 Base Value % : NA Station Turnover: 0%

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	3.9	4.4	4.7	5.0	5.3	5.4						
Yearly Growth Rate (85-90):	6.8% (assigned rate of 5.0%)											
Projected Revenue Estimates:							5.6	5.9	6.2	6.5	6.9	
Revenue per Capita:	23.08	25.88	27.32	28.90	30.29	30.68						
Yearly Growth Rate (85-90):	5.1%											
Projected Revenue per Capita:							32.24	33.89	35.62	37.43	39.34	
Resulting Revenue Estimate:							5.7	6.1	6.4	6.8	7.2	
Revenue as % of Retail Sales:	.0039	.0042	.0043	.0043	.0043	.0041						
Mean % (85-90):	.00418%											
Resulting Revenue Estimate:							5.7	6.1	6.3	6.6	7.1	
							MEAN REVENUE ESTIMATE: 5.7 6.0 6.3 6.6 7.1					

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	1.68	1.70	.172	.173	.175	.176	.178	.179	.181	.182	.183
Retail Sales (billions):	1.00	1.04	1.10	1.17	1.23	1.30	1.37	1.47	1.51	1.58	1.70

Below-the-Line Listening Shares: 29.2%
 Unlisted Station Listening: 16.9%
 Total Lost Listening: 46.1%
 Available Share Points: 53.9
 Number of Viable Stations: 2.5
 Mean Share Points per Station: 21.6
 Median Share Points per Station: NA
 Rev. per Available Share Point: \$100,185
 Estimated Rev. for Mean Station: NM

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS - Greenville, SC stations take at least \$500,000 out of this market . . .

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$26,344				
Median Age: 36.0 years				
Median Education: 12.3 years				
Median Home Value: \$36,800				
Population Change (1989-1994): 4.1%				
Retail Sales Change (1989-1994): 28.6%				
Number of Class B or C FM's: 2				
Revenue per AQH: \$24,324				
Cable Penetration: N/A				
	White 91.3	<15 34.8	12-24 19.4	Non High School Grad: 42.2
	Black 8.1	15-30 33.5	25-54 51.0	
	Hispanic 0.6	30-50 21.9	55+ 29.4	High School Grad: 29.1
	Other ---	50-75 7.2		
		75+ 2.6		
	The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.			College 1-3 years: 14.5
				College 4+ years: 14.2

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies
 Textiles
 Electrical Equipment
 Tobacco

Major Daily Newspapers	AM	PM	SUN	Owner	Unemployment		Highest Billing Stations	
					Jun 79:	NA %	1. WWNC	\$2,500,000
Asheville Citizen	49,946			Multimedia	Dec 82:	8.4%	2. WKSF-F	1,700,000
Asheville Times		9,259		Multimedia	Sep 83:	6.5%		
Asheville Citizen-Times			69,427	Multimedia	Sep 84:	6.0%		
					Aug 85:	NA %		
					Aug 86:	5.0%		
					Aug 87:	3.9%		
					Aug 88:	2.3%		
					Jul 89:	2.3%		
					Jul 90:	3.3%		

COMPETITIVE MEDIA

Major Over the Air Television

Part of Greenville-Spartanburg-Asheville ADI Media Revenue Estimates	Revenue	%	% of Retail Sales	Best Restaurants	Best Hotels	Best Golf Courses
Television	\$13,800,000	35.8	.0106	Market Place (Contin.)	Grove Park Inn	Grove Park
Radio	5,400,000	14.0	.0041	23 Page (Variety Stevens Pub)	Sheraton	
Newspaper	18,000,000	46.8	.0138			
Outdoor	1,300,000	3.4	.0010			
	\$38,500,000		.0295			

WEATHER DATA

Elevation: 2140
 Annual Precipitation: 48.72 in.
 Annual Snowfall: 18.8 in.
 Average Windspeed: 7.8

*See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.
 Major Radio Station Sales Since 1986

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	48.5	84.3	67.4
Avg. Min. Temp:	27.3	62.6	44.0
Average Temp:	37.9	73.5	55.7

1986 WISE, WKSF-F Sold to Polacek \$6,300,000
 1987 WWNC From Multimedia to Polacek 7,250,000
 1987 WISE Sold by Polacek 425,000
 1987 WRAQ 319,000
 1989 WWNC/WKSF-F Sold to Radio Ventures 25,500,000 (cancelled)

Miscellaneous Comments

* Split ADI with Greenville-Spartanburg. TV revenue is estimate of Asheville's share. Total TV revenue for ADI is estimated at \$69,000,000

NOTE: Some of these sales may not have been consummated.

ATLANTIC CITY

1990 ARB Rank: 162
 1990 MSA Rank: 150
 1990 ADI Rank: Philadelphia ADI
 FM Base Value: NA
 Base Value % : NA

1990 Revenue: \$7,000,000
 Rev per Share Point: \$132,325
 Population per Station: 20,255 (9)
 1990 Revenue Change: - 6.7%
 Station Turnover: 13.0%

Manager's Market Ranking (current): 2.2
 Manager's Market Ranking (future): 2.7
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV C

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:		5.9	6.3	6.8	7.3	7.5	7.0					
Yearly Growth Rate (85-90):	3.6%	(assigned rate of 5.1%)										
Projected Revenue Estimates:							7.2	7.6	8.0	8.4	8.8	
Revenue per Capita:	19.34	20.52	22.07	23.40	23.66	21.94						
Yearly Growth Rate (85-90):	3.0%											
Projected Revenue per Capita:							22.60	23.28	23.97	24.69	25.43	
Resulting Revenue Estimate:							7.3	7.6	8.0	8.3	8.6	
Revenue as % of Retail Sales:	.0026	.0025	.0026	.0026	.0025	.0022						
Mean % (85-90):	.0023% - assigned											
Resulting Revenue Estimate:							7.6	8.3	8.7	9.2	9.9	
							MEAN REVENUE ESTIMATE: <u>7.4</u> <u>7.8</u> <u>8.2</u> <u>8.6</u> <u>9.1</u>					

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.305	.307	.308	.312	.317	.319	.324	.329	.333	.338	.339
Retail Sales (billions):	2.3	2.5	2.6	2.8	3.0	3.2	3.3	3.6	3.8	4.0	4.3
Below-the-Line Listening Shares:	30.7%										
Unlisted Station Listening:	16.4%										
Total Lost Listening:	47.1%										
Available Share Points:	52.9										
Number of Viable Stations:	8										
Mean Share Points per Station:	6.6										
Median Share Points per Station:	6.7										
Rev. per Available Share Point:	\$132,325										
Estimated Rev. for Mean Station:	\$873,345										
							Confidence Levels				
							1990 Revenue Estimates: Much below normal				
							1991-1995 Revenue Projections: Much below normal				
							COMMENTS - Managers predict 0% to 1% revenue increase in 1991 . . .				

Household Income: \$32,647
 Median Age: 37.1 years
 Median Education: 12.3 years
 Median Home Value: \$53,000
 Population Change (1989-1994): 6.8%
 Retail Sales Change (1989-1994): 32.8%
 Number of Class B or C FM's: 3 + 1 = 4
 Revenue per AQH: \$25,926
 Cable Penetration: N/A

Ethnic Breakdowns (%)

White 76.8
 Black 19.3
 Hispanic 3.9
 Other ---

Income Breakdowns (%)

<15 29.6
 15-30 32.0
 30-50 22.1
 50-75 12.1
 75+ 5.3

Age Breakdowns (%)

12-24 21.0
 25-54 46.5
 55+ 32.6

Education Levels

Non High School Grad: 38.6
 High School Grad: 36.2
 College 1-3 years: 12.7
 College 4+ years: 12.5

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries
 Tourism
 Clothing

Fortune 500 Companies
 Forbes 500 Companies
 Forbes Largest Private Companies
 Atlantic City Energy

Unemployment

Highest Billing Stations

Major Daily Newspapers	AM	PM	SUN	Owner	Jun 79:	NA %	1. WAYV-F	\$2,500,000
Atlantic City Press	79,376		97,785		Dec 82:	10.2%	2. WFPG-F	2,000,000
					Sep 83:	8.7%		
					Sep 84:	6.2%	Best Restaurants	
					Aug 85:	7.0%		
					Aug 86:	4.9%	Angelos (Italian)	
					Aug 87:	4.1%	Rams Head Inn (Continental)	
					Aug 88:	3.8%		
					Jul 89:	4.6%		
					Jul 90:	4.6%		

COMPETITIVE MEDIA

Major Over the Air Television

See Philadelphia

Media Revenue Estimates	Revenue	%	% of Retail Sales
Television	\$15,500,000	28.7	.0048
Radio	7,000,000	13.0	.0022
Newspaper	27,700,000	51.3	.0087
Outdoor	3,800,000	7.0	.0012
	\$54,000,000		.0169

WEATHER DATA

Elevation: 64
 Annual Precipitation: 42.0 in.
 Annual Snowfall: 16.1 in.
 Average Windspeed: 10.7 (S) TOTAL YEAR
 JAN JUL YEAR
 Avg. Max. Temp: 41.4 84.7 63.6
 Avg. Min. Temp: 24.0 65.4 43.8
 Average Temp: 32.7 75.1 53.7

NOTE: Use Newspaper and Outdoor estimates with caution.
 * See Miscellaneous Comments

Major Radio Station Sales Since 1986

1986	WIIN/WFPG-F	Sold to Hartstone/Dickstein	\$5,000,000
1986	WIBG, WSLT-F		1,163,000
1986	WAYV-F	Sold to Forrest	7,000,000
1988	WCMC, WZXL-F	Sold to Ragan Henry (Wildwood)	4,350,000
1989	WAYV A/F	Sold to Ragan Henry	13,000,000

Miscellaneous Comments

* Part of Philadelphia ADI. TV revenue is Atlantic City's estimated contribution to the total TV revenue for Philadelphia ADI.

NOTE: Some of these sales may not have been consummated.

BILLINGS

1990 ARB Rank: 236	1990 Revenue: \$4,200,000	Manager's Market Ranking (current): 2.2
1990 MSA Rank: 307	Rev per Share Point: \$48,276	Manager's Market Ranking (future): 2.5
1990 ADI Rank: 166 (w/Hardin)	Population per Station: 8,008 (12)	Duncan's Radio Market Grade: ---
FM Base Value: N/A	1990 Revenue Change: 5.0%	Mathematical Market Grade: IV D+
Base Value % : N/A	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	4.0	3.8	3.9	4.1	4.0	4.2					
Yearly Growth Rate (85-90):	4.4% (assigned)										
Projected Revenue Estimates:							4.3	4.5	4.7	4.9	5.1
Revenue per Capita:	32.52	31.15	32.23	34.75	34.48	35.90					
Yearly Growth Rate (85-90):	3.8% (assigned)										
Projected Revenue per Capita:							37.28	38.68	40.15	41.68	43.26
Resulting Revenue Estimate:							4.3	4.6	4.8	5.0	5.2
Revenue as % of Retail Sales:	.0045	.0042	.0042	.0044	.0041	.0038					
Mean % (85-90):	.0038% (assigned)										
Resulting Revenue Estimate:							4.2	4.5	4.8	5.1	5.6
							MEAN REVENUE ESTIMATE: 4.3 4.5 4.8 5.0 5.3				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.122	.122	.121	.118	.116	.117	.117	.118	.119	.119	.120
Retail Sales (billions):	.88	.90	.92	.93	.98	1.03	1.10	1.18	1.26	1.35	1.47

Below-the-Line Listening Shares: 0.0%
 Unlisted Station Listening: 13.0%
 Total Lost Listening: 13.0%
 Available Share Points: 87.0
 Number of Viable Stations: 7
 Mean Share Points per Station: 12.4
 Median Share Points per Station: 11.2
 Rev. per Available Share Point: \$ 48,276
 Estimated Rev. for Mean Station: \$598,622

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS - Managers predict 0% to 2% revenue increase in 1991 . . .

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$27,802				
Median Age: 31.5 years	White 96.1	<15 31.0	12-24 22.8	Non High School
Median Education: 12.7 years	Black 0.3	15-30 32.4	25-54 55.1	Grad: 23.4
Median Home Value: \$58,100	Hispanic 2.4	30-50 25.2	55+ 22.2	
Population Change (1989-1994): 2.1%	Other 1.2	50-75 8.2		High School Grad: 36.9
Retail Sales Change (1989-1994): 38.0%		75+ 3.2		
Number of Class B or C FM's: 5 + 1 = 6				College 1-3 years: 19.8
Revenue per AQH: \$28,571				College 4+ years: 19.9
Cable Penetration: 55%				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Agribusiness
 Oil Refining

	AM	PM	SUN	Owner	Unemployment	Highest Billing Stations
Major Daily Newspapers					Jun 79: NA %	1. KGHL \$900,000
Billings Gazette	54,677		60,860	Lee	Dec 82: NA %	2. KCTR A/F 850,000
					Sep 83: NA %	3. KYA-F 700,000
					Sep 84: 5.6%	4. KZLS-F 500,000
					Aug 85: 6.5%	5. KIDX-F 450,000
					Aug 86: 6.3%	6. KOHZ-F 400,000
					Aug 87: 5.8% -- state	7. KRKX-F 200,000
					Aug 88: 5.7% -- state	
					Jul 89: 5.2% -- state	
					Jul 90: 5.1% -- state	

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$ 7,100,000	28.7	.0049
Radio	4,200,000	17.0	.0038
Newspaper	12,500,000	50.6	.0121
Outdoor	<u>300,000</u>	<u>1.2</u>	<u>.0003</u>
	\$24,700,000		.0217

Best Restaurants Best Hotels Best Golf Courses
 Rex Billings Sheraton Yellowstone CC
 Granary (Steak, Sea) Radisson Briarwood CC

WEATHER DATA

NO WEATHER DATA AVAILABLE

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1988	KCTR A/F	Sold to Citadel	800,000
1988	KBLG	Sold to Sunbrook	360,000
1989	KRKK		102,000

Miscellaneous Comments

Manager's Comments

"Billings is a dead market . . . and will be for several years . most stations are for sale with no buyers available."

NOTE: Some of these sales may not have been consummated.

BILOXI - GULFPORT, MS

1990 ARB Rank: 174	1990 Revenue: \$5,600,000	Manager's Market Ranking (current): 3.3
1990 MSA Rank: 203	Rev per Share Point: \$92,562	Manager's Market Ranking (future) : 4.1
1990 ADI Rank: 177	Population per Station: 16,690 (10)	Duncan's Radio Market Grade: ---
FM Base Value: ---	1990 Revenue Change: 3.9%	Mathematical Market Grade: IV B-
Base Value % : ---	Station Turnover: 28.0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:			4.6	5.0	5.4	5.6					
Yearly Growth Rate (85-90): 6.7%											
Projected Revenue Estimates:							5.9	6.3	6.7	7.0	7.5
Revenue per Capita:			22.33	24.39	26.60	27.31					
Yearly Growth Rate (85-90): 6.2% (assigned)											
Projected Revenue per Capita:							29.00	30.80	32.65	34.67	36.82
Resulting Revenue Estimate:							6.0	6.4	6.9	7.3	7.8
Revenue as % of Retail Sales:			.0040	.0042	.0044	.0043					
Mean % (85-90): .00422%											
Resulting Revenue Estimate:							5.9	6.3	6.6	7.0	7.6

MEAN REVENUE ESTIMATE: 5.9 6.3 6.8 7.1 7.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):			.206	.205	.203	.205	.206	.208	.210	.211	.212
Retail Sales (billions):			1.15	1.19	1.24	1.31	1.40	1.49	1.57	1.66	1.80
Below-the-Line Listening Shares: 22.4%											
Unlisted Station Listening: 17.1%											
Total Lost Listening: 39.5%											
Available Share Points: 60.5											
Number of Viable Stations: 7											
Mean Share Points per Station: 8.6											
Median Share Points per Station: 8.2											
Rev. per Available Share Point: \$ 92,562											
Estimated Rev. for Mean Station: \$796,033											

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS - Managers predict 4% to 5% increase in 1991 . . .

Median Age: 30.5 years
 Population Change (1989-1994): 4.0%
 Retail Sales Change (1989-1994): 42.0%
 Number of B or C FM Stations: 2
 Revenue per AQH: \$23,932
 Unemployment (July 1990): N/A

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
INC 500 Companies			

Highest Billing Stations

1. WKNN-F \$1,400,000
 2. WZKX-F 1,200,000
 3. WVMI/WQID-F 1,000,000
 4. WQFX-F 650,000
 5. WGCM-F 600,000
- NOTE: Some stations (particularly WKNN) receive revenue from Pascagoula.

Media Revenue Estimates	Revenue	%	% of Retail Sales
Television	\$10,500,000		.0080
Radio	5,600,000		.0043
Newspaper			
Outdoor			

NOTE: Use Newspaper and Outdoor estimates with caution.

Best Golf Courses

Windance CC

Some Recent Station Sales

1987	WVMI, WQID-F	From New South to Family Group \$ NA
1989	WNTX, WXLS-F	\$1,432,000
1990	WVMI, WQID-F	2,100,000

NOTE: Some of these sales may not have been consummated.

BISMARCK, ND

1990 ARB Rank: 254
 1990 MSA Rank: 338
 1990 ADI Rank: 145 (w/Minot)
 FM Base Value: ---
 Base Value % : ---

1990 Revenue: \$3,200,000
 Rev per Share Point: \$36,446
 Population per Station: 10,386 (7)
 1990 Revenue Change: 6.7%
 Station Turnover: 0%

Manager's Market Ranking (current): 2.4
 Manager's Market Ranking (future): 2.9
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV C-

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:			2.7	2.8	3.0	3.2						
Yearly Growth Rate (85-90): 5.8%												
Projected Revenue Estimates:							3.4	3.6	3.8	4.0	4.2	
Revenue per Capita:			29.67	31.11	34.09	36.36						
Yearly Growth Rate (85-90): 7.0%												
Projected Revenue per Capita:							38.90	41.63	44.54	47.66	51.00	
Resulting Revenue Estimate:							3.5	3.7	4.0	4.3	4.6	
Revenue as % of Retail Sales:			.0044	.0043	.0043	.0044						
Mean % (85-90): .00435%												
Resulting Revenue Estimate:							3.3	3.6	3.9	4.3	4.4	
							MEAN REVENUE ESTIMATE:	3.4	3.6	3.9	4.2	4.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):			.091	.090	.088	.088	.089	.090	.090	.091	.091
Retail Sales (billions):			.62	.65	.69	.73	.76	.82	.89	.98	1.02
Below-the-Line Listening Shares: 0.0											
Unlisted Station Listening: 12.2%											
Total Lost Listening: 12.2%											
Available Share Points: 87.8											
Number of Viable Stations: 6											
Mean Share Points per Station: 14.6											
Median Share Points per Station: 12.2											
Rev. per Available Share Point: \$ 36,446											
Estimated Rev. for Mean Station: \$532,111											
							Confidence Levels				
							1990 Revenue Estimates: Below normal				
							1991-1995 Revenue Projections: Below normal				
COMMENTS											

Median Age: 30.3 years
 Population Change (1989-1994): 3.0%
 Retail Sales Change (1989-1994): 43.3%
 Number of B or C FM Stations: 4
 Revenue per AQH: \$29,630
 Unemployment (July 1990): 3.7%

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

INC 500 Companies

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Highest Billing Stations
Television	\$6,000,000	32.1	.0082	NO RELIABLE ESTIMATES ARE AVAILABLE
Radio	3,200,000	17.1	.0044	
Newspaper	8,800,000	47.1	.0120	
Outdoor	700,000	3.7	.0255	
	\$18,700,000		.0255	

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

Some Recent Station Sales

NOTE: Some of these sales may not have been consummated.

BLOOMINGTON, IL

1990 ARB Rank: 226
 1990 MSA Rank: 285
 1990 ADI Rank: Peoria ADI
 FM Base Value: N/A
 Base Value % : N/A

1990 Revenue: \$4,700,000
 Rev per Share Point: \$84,532
 Population per Station: 26,700 (4)
 1990 Revenue Change: -6.0%
 Station Turnover: 0%

Manager's Market Ranking (current): 4.3
 Manager's Market Ranking (future): 4.2
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV C+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	3.9	4.2	4.4	4.7	5.0	4.7					
Yearly Growth Rate (85-90): 6.5%											
Projected Revenue Estimates:							4.9	5.2	5.5	5.9	6.2
Revenue per Capita:	31.20	33.33	35.20	37.30	39.37	37.01					
Yearly Growth Rate (85-90): 3.6%											
Projected Revenue per Capita:							38.34	39.72	41.15	42.63	44.17
Resulting Revenue Estimate:							4.9	5.1	5.3	5.5	5.8
Revenue as % of Retail Sales:	.0049	.0053	.0051	.0052	.0051	.0046					
Mean % (85-90): .0046% - assigned											
Resulting Revenue Estimate:							5.0	5.4	5.8	6.1	6.5
							MEAN REVENUE ESTIMATE: 4.9 5.2 5.5 5.8 6.3				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.125	.125	.125	.126	.127	.127	.128	.129	.130	.130	.131
Retail Sales (billions):	.77	.79	.86	.91	.97	1.0	1.09	1.18	1.26	1.33	1.42

Below-the-Line Listening Shares: 26.1%
 Unlisted Station Listening: 18.3%
 Total Lost Listening: 44.4%
 Available Share Points: 55.6
 Number of Viable Stations: 4
 Mean Share Points per Station: 13.9
 Median Share Points per Station: 13.0
 Rev. per Available Share Point: \$ 84,532
 Estimated Rev. for Mean Station: \$1,175,000

Confidence Levels

1990 Revenue Estimates: Normal
 1990-1995 Revenue Projections: Normal

COMMENTS - Managers predict 4% to 6% revenue increase in 1991 . . .

Household Income: \$35,159
 Median Age: 29.1 years
 Median Education: 12.7 years
 Median Home Value: \$49,800
 Population Change (1989-1994): 2.3%
 Retail Sales Change (1989-1994): 37.4%
 Number of Class B or C FM's: 1
 Revenue per AQH: \$31,972
 Cable Penetration: N/A

Ethnic Breakdowns (%)

White	94.5
Black	4.2
Hispanic	0.9
Other	0.4

Income Breakdowns (%)

<15	25.2
15-30	28.2
30-50	27.7
50-75	13.7
75+	5.2

Age Breakdowns (%)

12-24	32.0
25-54	46.5
55+	21.4

Education Levels

Non High School Grad:	24.0
High School Grad:	37.0
College 1-3 years:	16.2
College 4+ years:	22.8

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Farm Machinery
 Insurance
 Dairy Products
 Agriculture
 Vacuum Cleaners

Unemployment

Highest Billing Stations

Major Daily Newspapers	AM	PM	SUN	Owner
Bloomington Pantagraph	51,268		56,336	SF Chronicle

Month	Unemployment %
Jun 79:	NA %
Dec 82:	8.7%
Sep 83:	7.9%
Sep 84:	6.2%
Aug 85:	6.4%
Aug 86:	4.6%
Aug 87:	4.2%
Aug 88:	5.2%
Jul 89:	4.4%
Jul 90:	3.9%

Station	Billing
1. WJBC	\$2,200,000
2. WBNQ-F	1,400,000
3. WIHN-F	650,000

COMPETITIVE MEDIA

Major Over the Air Television
 WYZZ Bloomington 43 (Part of Peoria ADI)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$ 5,100,000	22.0	.0049
Radio	4,700,000	20.3	.0046
Newspaper	12,600,000	54.3	.0122
Outdoor	801,000	3.4	.0008
	\$23,200,000		.0225

Best Restaurants
 Alexander's
 Arnie's
 Bennigans

Best Hotels
 Sheraton Normal
 Holiday Inn

Best Golf Courses
 Bloomington CC
 Crestwicke CC

NO WEATHER DATA AVAILABLE:
 See Peoria for an approximation.

*See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution

Major Radio Station Sales Since 1986

1987 WMLA A/F From Withers to Keister \$500,000

NOTE: Some of these sales may not have been consummated.

MISCELLANEOUS COMMENTS:

*Part of Peoria ADI. TV revenue is estimate of Bloomington's share of total ADI TV revenue. Total ADI revenue is estimated at \$24,200,000

BURLINGTON, VT

1990 ARB Rank: 217	1990 Revenue: \$8,000,000	Manager's Market Ranking (current): 4.1
1990 MSA Rank: 273	Rev per Share Point: \$100,628	Manager's Market Ranking (future): 4.4
1990 ADI Rank: 92 (w/Plattsburgh)	Population per Station: 11,400 (10)	Duncan's Radio Market Grade: ---
FM Base Value: ---	1990 Revenue Change: 5.3%	Mathematical Market Grade: IV A
Base Value %: ---	Station Turnover: 31%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:			6.4	7.1	7.6	8.0						
Yearly Growth Rate (85-90): 7.7% (assigned)												
Projected Revenue Estimates:							8.4	8.9	9.5	10.1	10.7	
Revenue per Capita:			48.12	52.59	55.47	57.97						
Yearly Growth Rate (85-90): 6.2%												
Projected Revenue per Capita:							61.45	64.52	68.39	72.49	76.55	
Resulting Revenue Estimate:							8.6	9.1	9.8	10.5	11.2	
Revenue as % of Retail Sales:			.0054	.0058	.0060	.0061						
Mean % (85-90): .0058%												
Resulting Revenue Estimate:							8.1	8.6	9.3	10.0	10.7	
							MEAN REVENUE ESTIMATE:	8.4	8.9	9.5	10.2	10.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):			.133	.135	.137	.138	.140	.141	.143	.145	.146
Retail Sales (billions):			1.17	1.23	1.26	1.31	1.38	1.49	1.60	1.72	1.85
Below-the-Line Listening Shares: 3.2%											
Unlisted Station Listening: 17.2%											
Total Lost Listening: 20.5%											
Available Share Points: 79.5											
Number of Viable Stations: 6.5											
Mean Share Points per Station: 12.2											
Median Share Points per Station: 9.6											
Rev. per Available Share Point: \$ 100,628											
Estimated Rev. for Mean Station: \$1,230,758											
Median Age: 29.8 years											
Population Change (1989-1994): 6.1%											
Retail Sales Change (1989-1994): 36.5%											
Number of B or C FM Stations: 3											
Revenue per AQH: \$50,000											
Unemployment (July 1990): 3.2%											

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS - Managers predict 0% growth in 1991 . . .

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
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INC 500 Companies

Gardener's Supply (310)

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Highest Billing Stations
Television				1. WEZF-F \$2,200,000
Radio	\$8,000,000		.0061	2. WIZN-F 1,400,000
Newspaper				3. WXXX-F 1,100,000
Outdoor				

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Some Recent Station Sales

1988	WDOG	Sold to Metro Management	\$1,000,000	
1988	WXXX-F	From Metro Mgmt. to Atlantic Ventures	3,750,000	Best Golf Courses
1989	WDOT		700,000	Burlington CC
1990	WXXX-F	From Atlantic Ventures to Goldman	3,950,000	

NOTE: Some of these sales may not have been consummated.

CAPE COD, MA

1990 ARB Rank: 183	1990 Revenue: \$8,900,000	Manager's Market Ranking (current): 3.3
1990 MSA Rank: NONE	Rev per Share Point: \$145,424	Manager's Market Ranking (future): 3.7
1990 ADI Rank: Boston ADI	Population per Station: 13,567 (12)	Duncan's Radio Market Grade: ---
FM Base Value: N/A	1990 Revenue Change: -8.2%	Mathematical Market Grade: IV C+
Base Value % : N/A	Station Turnover: 30%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	7.0	8.6	9.7	9.8	9.7	8.9					
Yearly Growth Rate (85-90): 5.9% (assigned)											
Projected Revenue Estimates:							9.0	9.5	10.0	10.6	11.2
Revenue per Capita:			48.99	48.51	48.74	44.72					
Yearly Growth Rate (85-90): 5.6% (assigned)											
Projected Revenue per Capita:							46.96	49.59	52.36	55.29	58.05
Resulting Revenue Estimate:							9.4	10.0	10.5	11.1	11.7
Revenue as % of Retail Sales:			.0042	.0038	.0036	.0032					
Mean % (85-90): .0033%											
Resulting Revenue Estimate:							9.9	10.9	11.6	12.2	13.2
							MEAN REVENUE ESTIMATE: <u>9.4 10.1 10.7 11.3 12.0</u>				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):			.198	.202	.199	.199	.200	.201	.201	.202	.202
Retail Sales (billions):			2.3	2.6	2.7	2.8	3.0	3.3	3.5	3.7	4.0
Below-the-Line Listening Shares: 22.5%											
Unlisted Station Listening: 16.3%											
Total Lost Listening: 38.8%											
Available Share Points: 61.2											
Number of Viable Stations: 10											
Mean Share Points per Station: 6.1											
Median Share Points per Station: 4.5											
Rev. per Available Share Point: \$145,424											
Estimated Rev. for Mean Station: \$887,086											
Median Age: 39.8 years											
Population Change (1989-1994): 1.6%											
Retail Sales Change (1989-1994): 37.5%											
Number of B or C FM Stations: 7											
Revenue per AQH: \$28,525											
Unemployment (July 1990): N/A											

CONFIDENCE LEVELS

1990 Revenue Estimates: Slightly below normal
1991-1995 Revenue Projections: Slightly below normal

COMMENTS

This is an artificial metro composed of Barnstable, Dukes, and Nantucket counties . . .

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

INC 500 Companies

Software 2000 (208)

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Highest Billing Stations
Television	\$12,700,000		.0045	1. WQRC-F \$1,700,000
Radio	8,900,000		.0032	2. WCOD-F 1,400,000
Newspaper				3. WKPE-F 1,300,000
Outdoor				WPXC-F 1,300,000

*See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

Some Recent Station Sales

1988	WXJY-F	\$2,800,000 + Tax Cert.
1989	WQRC-F	7,000,000 (E)
1990	WOCB A/F	Sold to US Media 2,470,000
1990	WCIB-F	From Justice to Ardman 2,500,000

Miscellaneous Comments

*This market is part of Boston ADI. TV revenue is estimate of Cape Cod's share. Total TV revenue for ADI is estimated at \$400,000,000.

Best Golf Courses

NOTE: Some of these sales may not have been consummated.

Kittansett (Marion)
New Seabury
Crumpin Fox
Oyster Harbors
Eastward Ho CC

CASPER

1990 ARB Rank: 260
 1990 MSA Rank: 349
 1990 ADI Rank: 193 (w/ Riverton)
 FM Base Value: N/A
 Base Value % : N/A

1990 Revenue: \$2,200,000
 Rev per Share Point: \$26,994
 Population per Station: 8,800 (6)
 1990 Revenue Change: -12.0%
 Station Turnover: 25%

Manager's Market Ranking (current): 1.5
 Manager's Market Ranking (future): 2.4
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV C+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	3.2	2.8	2.7	2.5	2.5	2.2					
Yearly Growth Rate (85-90): Negative - assigned rate of 3.5%											
Projected Revenue Estimates:							2.3	2.4	2.5	2.6	2.7
Revenue per Capita:	42.11	38.89	37.50	37.88	37.88	33.85					
Yearly Growth Rate (85-90): Negative - assigned rate of 3.0%											
Projected Revenue per Capita:							34.86	35.91	36.99	38.10	39.24
Resulting Revenue Estimate:							2.3	2.3	2.4	2.4	2.5
Revenue as % of Retail Sales:	.0052	.0048	.0047	.0048	.0053	.0045					
Mean % (85-90): .0040% - assigned											
Resulting Revenue Estimate:							2.1	2.2	2.2	2.3	2.4
							MEAN REVENUE ESTIMATE: 2.2 2.3 2.4 2.4 2.5				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.076	.072	.071	.066	.066	.065	.065	.064	.064	.064	.064
Retail Sales (billions):	.56	.56	.56	.52	.47	.49	.51	.54	.56	.58	.61

Below-the-Line Listening Shares: 0.0%
 Unlisted Station Listening: 18.5%
 Total Lost Listening: 18.5%
 Available Share Points: 81.5
 Number of Viable Stations: 5
 Mean Share Points per Station: 16.3
 Median Share Points per Station: 14.1
 Rev. per Available Share Point: \$ 26,994
 Estimated Rev. for Mean Station: \$440,002

Confidence Levels

1990 Revenue Estimates: slightly below normal
 1991-1995 Revenue Projections: Slightly below normal

COMMENTS

Household Income: \$27,343
 Median Age: 29.9 years
 Median Education: 12.7 years
 Median Home Value: \$69,800
 Population Change (1989-1994): -2.4%
 Retail Sales Change (1989-1994): 28.5%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$29,333
 Cable Penetration: 66.6%

Ethnic Breakdowns (%)

White 96.4
 Black 0.4
 Hispanic 3.2
 Other ---

Income Breakdowns (%)

<15 27.1
 15-30 35.2
 30-50 26.7
 50-75 8.7
 75+ 2.3

Age Breakdowns (%)

12-24 24.4
 25-54 58.1
 55+ 17.5

Education Levels

Non High School Grad: 17.5
 High School Grad: 38.7

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 24.1
 College 4+ years: 19.7

COMMERCE AND INDUSTRY

Important Business and Industries Forture 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Mining
 Oil/Gas
 Oil/Gas Drilling Services

Unemployment

Highest Billing Stations

Major Daily Newspapers AM PM SUN Owner
 Casper Star-Tribune 34,667 38,635

Jun 79: NA %
 Dec 82: NA %
 Sep 83: NA %
 Sep 84: 5.5%
 Aug 85: 6.0%
 Aug 86: 11.0%
 Aug 87: NA %
 Aug 88: 4.6% -- state
 Jul 89: 6.1% -- state
 Jul 90: 4.2%

COMPETITIVE MEDIA

Major Over the Air Television

KCWC Lander 4 PBS
 KGWC Casper 14 CBS Stauffer
 KTWO Casper 2 NBC/CBS Dix

	Revenue	%	% of Retail Sales
Television	\$4,400,000	31.9	.0090
Radio	2,200,000	15.9	.0045
Newspaper	6,700,000	48.6	.0136
Outdoor	500,000	3.6	.0010
	\$13,800,000		.0281

WEATHER DATA

NO WEATHER DATA AVAILABLE

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986 KTRS-F 1,350,000 (E)
 1987 KTRS-F 1,350,000 (E)
 1987 KTWO 750,000
 1989 KTKL-F Sold to Rivers 375,000
 1989 KATI, KGRQ-F 350,000
 1989 KATI donated to University of Wyoming

Miscellaneous Comments

Manager's Comment

NOTE: Some of these sales may not have been consummated.

CEDAR RAPIDS

1990 ARB Rank: 193
 1990 MSA Rank: 227
 1990 ADI Rank: 81 (w/Waterloo & FM Base Value: \$1,200,000 Dubuque)
 Base Value % : 15.4%

1990 Revenue: \$7,800,000
 Rev per Share Point: \$97,867
 Population per Station: 13,840 (10)
 1990 Revenue Change: 4.0%
 Station Turnover: 0%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.8
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV B+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	6.6	6.8	6.9	7.2	7.5	7.8					
Yearly Growth Rate (85-90): 3.4%											
Projected Revenue Estimates:							8.0	8.3	8.6	8.9	9.2
Revenue per Capita:	38.82	40.24	41.07	42.60	43.86	45.61					
Yearly Growth Rate (85-90): 3.3%											
Projected Revenue per Capita:							47.12	48.67	50.28	51.94	53.64
Resulting Revenue Estimate:							8.0	8.3	8.6	8.9	9.2
Revenue as % of Retail Sales:	.0056	.0056	.0055	.0054	.0054	.0053					
Mean % (85-90): .00547%											
Resulting Revenue Estimate:							8.4	9.3	9.9	10.7	11.5

MEAN REVENUE ESTIMATE: 8.1 8.6 9.0 9.5 10.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.170	.169	.168	.169	.171	.171	.171	.171	.171	.171	.171
Retail Sales (billions):	1.18	1.22	1.26	1.34	1.40	1.47	1.55	1.71	1.82	1.95	2.10

Below-the-Line Listening Shares: 6.6%
 Unlisted Station Listening: 13.7%
 Total Lost Listening: 20.3%
 Available Share Points: 79.7
 Number of Viable Stations: 6.5
 Mean Share Points per Station: 12.3
 Median Share Points per Station: 12.0
 Rev. per Available Share Point: \$ 97,867
 Estimated Rev. for Mean Station: \$1,200,000

Confidence Levels

1990 Revenue Estimates: Slightly below normal
 1991-1995 Revenue Projections: Slightly below normal

COMMENTS - Stations report revenue to a local accountant . . .
 Managers predict 0% to 3% revenue increase in 1991 . . .

Household Income: \$32,202
 Median Age: 31.9 years
 Median Education: 12.6 years
 Median Home Value: \$46,200
 Population Change (1989-1994): -.3%
 Retail Sales Change (1989-1994): 39.7%
 Number of Class B or C FM's: 4 + 2 = 6
 Revenue per AQH: \$42,622
 Cable Penetration: 55.0%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 97.6	<15 24.2	12-24 23.5	Non High School Grad: 22.4
Black 1.6	15-30 31.2	25-54 53.3	High School Grad: 43.5
Hispanic 0.7	30-50 31.3	55+ 23.1	
Other 0.1	50-75 10.1		
	75+ 3.2		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 17.4
 College 4+ years: 16.7

COMMERCE AND INDUSTRY

Important Business and Industries
 Food Products
 Radio Elect.
 Agribusiness

Fortune 500 Companies
 Forbes 500 Companies
 Forbes Largest Private Companies

Major Daily Newspapers	AM	PM	SUN	Owner
Cedar Rapids Gazette	71,328		83,148	

Unemployment

Highest Billing Stations

Jun 79: 2.9%	1. WMT \$2,100,000
Dec 82: 9.8%	2. KHAK A/F 1,600,000
Sep 83: 7.5%	3. WMT-F 1,200,000
Sep 84: 6.2%	4. KKRQ-F 1,000,000
Aug 85: 6.9%	5. KRNA-F 900,000
Aug 86: 5.7%	
Aug 87: 4.7%	
Aug 88: 3.4%	
Jul 89: 3.2%	
Jul 90: 5.0%	

COMPETITIVE MEDIA

Major Over the Air Television	Revenue	% of Retail Sales
KIIN Iowa City 12 PBS		
KCRG Cedar Rapids 9 ABC		
KGAN Cedar Rapids 2 CBS		
KOCR Cedar Rapids 28 Fox		
KWWL Waterloo 7 NBC		
KDUB Dubuque 40 ABC		
KRIN Waterloo 32 PBS		

Best Restaurants
 Allies (French)
 Ced-Rel (Steak Greenbriar)

Best Hotels
 Stouffers

Best Golf Courses
 Cedar Rapids CC

Media Revenue Estimates	Revenue	%	% of Retail Sales
Television	\$12,600,000	35.8	.0086
Radio	7,800,000	22.2	.0053
Newspaper	13,800,000	39.2	.0094
Outdoor	1,000,000	2.8	.0003
	\$35,200,000		.0240

WEATHER DATA

NO WEATHER DATA AVAILABLE:
 See Des Moines for an approximation.

*See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WMT A/F	Sold by Cosmos	8,000,000
1987	KXIC, KKRQ-F (Iowa City)		2,300,000
1988	KCFI		300,000
1988	KHAK A/F	Sold by Stoner	2,500,000

Miscellaneous Comments

*Split ADI with Waterloo and Dubuque. TV revenue is estimate of Cedar Rapids' share. Total TV revenue for ADI is estimated at \$31,400,000

NOTE: Some of these sales may not have been consummated.

CHARLOTTESVILLE, VA

1990 ARB Rank: 222	1990 Revenue: \$4,600,000	Manager's Market Ranking (current): 4.1
1990 MSA Rank: 286	Rev per Share Point: \$76,667	Manager's Market Ranking (future) : 4.3
1990 ADI Rank: 195	Population per Station: 12,156 (9)	Duncan's Radio Market Grade: ---
FM Base Value: ---	1990 Revenue Change: 4.5%	Mathematical Market Grade: IV B
Base Value % : ---	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:			3.8	4.1	4.4	4.6						
Yearly Growth Rate (85-90): 6.5%												
Projected Revenue Estimates:							4.8	5.1	5.4	5.8	6.2	
Revenue per Capita:			30.65	32.54	34.38	35.38						
Yearly Growth Rate (85-90): 4.9%												
Projected Revenue per Capita:							37.11	38.93	40.84	42.84	44.94	
Resulting Revenue Estimate:							4.9	5.1	5.4	5.8	6.1	
Revenue as % of Retail Sales:			.0037	.0037	.0041	.0041						
Mean % (85-90): .0039%												
Resulting Revenue Estimate:							4.6	5.1	5.7	6.2	6.7	
							MEAN REVENUE ESTIMATE:	4.8	5.1	5.5	5.9	6.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):			.124	.126	.128	.130	.131	.132	.133	.135	.136
Retail Sales (billions):			1.03	1.11	1.06	1.12	1.19	1.32	1.45	1.59	1.73
Below-the-Line Listening Shares: 11.3%											
Unlisted Station Listening: 28.7%											
Total Lost Listening: 40.0%											
Available Share Points: 60.0											
Number of Viable Stations: 6											
Mean Share Points per Station: 10.0											
Median Share Points per Station: 8.0											
Rev. per Available Share Point: \$ 76,667											
Estimated Rev. for Mean Station: \$766,670											

Confidence Levels

1990 Revenue Estimates: Below normal

1991-1995 Revenue Projections: Below normal

COMMENTS - Managers predict 3% to 5% growth in 1991 . . .

Median Age: 31.0 years
 Population Change (1989-1994): 5.6%
 Retail Sales Change (1989-1994): 49.8%
 Number of B or C FM Stations: 1
 Revenue per AQH: \$26,436
 Unemployment (July 1990): 2.1%

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

INC 500 Companies

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Highest Billing Stations
Television				1. WINA \$1,100,000
Radio	\$4,600,000		.0041	2. WWWV-F 1,000,000
Newspaper				3. WQMZ-F 700,000
Outdoor				WUVA-F 700,000
				5. WKAV 500,000
				6. WCHV 400,000

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

Some Recent Station Sales

1988	WCHV, WWWV-F	Sold to Eure	\$4,550,000	Best Golf Courses
1989	WJLT A/F (Crozet)	Sold by Elting	1,360,000	Farmington CC

NOTE: Some of these sales may not have been consummated.

COLUMBUS, GA

1990 ARB Rank: 152	1990 Revenue: \$7,400,000	Manager's Market Ranking (current): 3.1
1990 MSA Rank: 179	Rev per Share Point: \$89,049	Manager's Market Ranking (future): 3.4
1990 ADI Rank: 119	Population per Station: 19,027 (11)	Duncan's Radio Market Grade: ---
FM Base Value: \$2,300,000	1990 Revenue Change: -6.0%	Mathematical Market Grade: IV C+
Base Value % : 31.1%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	6.2	6.5	6.8	7.4	7.9	7.4						
Yearly Growth Rate (85-90): 3.7% (assigned rate of 5.5%)							7.6	8.0	8.5	9.0	9.5	
Projected Revenue Estimates:												
Revenue per Capita:	25.73	26.21	26.77	28.91	30.86	28.79						
Yearly Growth Rate (85-90): 1.1% (assigned rate of 5.7%)							30.43	32.17	34.00	35.94	37.99	
Projected Revenue per Capita:							7.9	8.4	8.9	9.5	10.1	
Resulting Revenue Estimate:												
Revenue as % of Retail Sales:	.0052	.0050	.0050	.0052	.0051	.0046						
Mean % (85-90): .0046% (assigned)							7.7	8.2	8.6	8.9	9.3	
Resulting Revenue Estimate:												
							MEAN REVENUE ESTIMATE:	7.7	8.2	8.7	9.1	9.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.243	.248	.254	.256	.256	.257	.258	.260	.263	.265	.266
Retail Sales (billions):	1.2	1.29	1.36	1.43	1.53	1.60	1.67	1.79	1.87	1.94	2.03

Below-the-Line Listening Shares: 4.1%
 Unlisted Station Listening: 12.8%
 Total Lost Listening: 16.9%
 Available Share Points: 83.1
 Number of Viable Stations: 7.5
 Mean Share Points per Station: 11.1
 Median Share Points per Station: 10.9
 Rev. per Available Share Point: \$ 89,049
 Estimated Rev. for Mean Station: \$986,663

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal
 COMMENTS

Household Income: \$27,577
 Median Age: 30.2 years
 Median Education: 12.3 years
 Median Home Value: \$29,500
 Population Change (1989-1994): 3.6%
 Retail Sales Change (1989-1994): 27.0%
 Number of Class B or C FM's: 3
 Revenue per AQH: \$23,053
 Cable Penetration: 57.3%

Ethnic Breakdowns (%)

White 62.4
 Black 34.9
 Hispanic 2.5
 Other 0.2

Income Breakdowns (%)

<15 36.5
 15-30 32.0
 30-50 20.7
 50-75 7.8
 75+ 3.0

Age Breakdowns (%)

12-24 26.9
 25-54 51.8
 55+ 21.4

Education Levels

Non High School Grad: 41.7
 High School Grad: 32.4
 College 1-3 years: 14.1
 College 4+ years: 11.8

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles		American Family	Georgia Crown Distributing (340)
Food Products			Bill Heard Enterprises (374)
Military		Unemployment	Highest Billing Stations
Machinery			

Major Daily Newspapers	AM	PM	SUN	Owner	Jun 79:	7.4%	1. WSTH A/F	\$1,400,000
Columbus Ledger-Enquirer	57,507		69,656	Knight-Ridder	Dec 82:	9.7%	2. WCCQ-F	1,200,000
					Sep 83:	7.7%	3. WOKS/WFXE-F	1,150,000
					Sep 84:	7.3%	4. WGSY-F	1,100,000
					Aug 85:	8.9%	5. WVRK-F	800,000
					Aug 86:	7.4%	6. WAGH-F	600,000
					Aug 87:	5.8%		
					Aug 88:	6.3%		
					Jul 89:	5.3%		
					Jul 90:	6.7%		

COMPETITIVE MEDIA

Major Over the Air Television			
WJSP Columbus	28	PBS	
WLTZ Columbus	38	NBC	Lewis
WRBL Columbus	3	CBS	
WTVM Columbus	9	ABC	American Family
WXTX Columbus	54	Fox	

Best Restaurants	Best Hotels	Best Golf Courses
		Green Island CC
		Lake Pointe Resort (Ala.)
		Callaway Gardens

Media Revenue Estimates	Revenue	%	% of Retail Sales
Television	\$19,000,000	39.0	.0118
Radio	7,400,000	15.2	.0046
Newspaper	20,900,000	42.9	.0131
Outdoor	1,400,000	2.9	.0009
	\$48,700,000		.0304

NO WEATHER DATA AVAILABLE

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1986	WNKS-F	Sold by Coleman	\$3,250,000
1986	WOKS, WFXE-F	From Woodfin to Davis	3,750,000 (E)

NOTE: Some of these sales may not have been consummated.

DULUTH

1990 ARB Rank: 200	1990 Revenue: \$6,700,000	Manager's Market Ranking (current): 2.4
1990 MSA Rank: 186	Rev per Share Point: \$ NA	Manager's Market Ranking (future): 3.0
1990 ADI Rank: 125	Population per Station: 12,700 (10)	Duncan's Radio Market Grade: ---
FM Base Value: \$1,100,000	1990 Revenue Change: 3.1%	Mathematical Market Grade: IV D
Base Value %: 16.4%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	5.6	5.8	5.9	6.2	6.5	6.7					
Yearly Growth Rate (85-90): 3.6%											
Projected Revenue Estimates:							6.9	7.2	7.4	7.7	8.0
Revenue per Capita:	21.62	22.83	23.79	25.20	26.53	27.45					
Yearly Growth Rate (85-90): 4.9%											
Projected Revenue per Capita:							28.79	30.20	31.69	33.24	34.86
Resulting Revenue Estimate:							7.0	7.3	7.6	7.9	8.3
Revenue as % of Retail Sales:	.0037	.0038	.0039	.0038	.0039	.0039					
Mean % (85-90): .00383%											
Resulting Revenue Estimate:							6.8	7.0	7.3	7.5	7.9
							MEAN REVENUE ESTIMATE: 6.9 7.2 7.4 7.7 8.1				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.258	.254	.248	.246	.245	.244	.242	.241	.240	.239	.239
Retail Sales (billions):	1.45	1.5	1.53	1.65	1.66	1.72	1.78	1.83	1.90	1.96	2.05

Below-the-Line Listening Shares: 0.4%
 Unlisted Station Listening: 16.8%
 Total Lost Listening: 17.2%
 Available Share Points: 82.8
 Number of Viable Stations: 9
 Mean Share Points per Station: 9.2
 Median Share Points per Station: 8.2

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS - Revenue figures include Virginia, Eveleth and Hibbing stations . . . If these stations are excluded I would subtract about \$2,000,000 from the revenue estimates . . .

Rev. per Available Share Point: \$ NM
 Estimated Rev. for Mean Station: \$ NM

Household Income: \$29,123
 Median Age: 33.4 years
 Median Education: 12.5 years
 Median Home Value: \$37,600
 Population Change (1989-1994): -2.4%
 Retail Sales Change (1989-1994): 25.9%
 Number of Class B or C FM's: 5
 Revenue per AQH: \$ NM
 Cable Penetration: 45.6%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 97.3	<15 31.5	12-24 23.1	Non High School
Black 0.6	15-30 27.8	25-54 47.5	Grad: 28.4
Hispanic 0.6	30-50 28.8	55+ 29.5	High School Grad:
Other 1.5	50-75 9.7		40.5
	75+ 2.2		College 1-3 years: 16.8
			College 4+ years: 14.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries: Mining, Fishing, Food Products, Lumber
 Fortune 500 Companies: Minnesota Power
 Forbes 500 Companies: Minnesota Power
 Forbes Largest Private Companies: Minnesota Power

Major Daily Newspapers	AM	PM	SUN	Owner	Unemployment	Highest Billing Stations
Duluth News-Tribune	61,224		84,630	Knight-Ridder	Jun 79: NA % Dec 82: 19.9% Sep 83: 17.8% Sep 84: 12.4% Aug 85: 8.0% Aug 86: 7.6% Aug 87: 7.9% Aug 88: 5.3% Jul 89: 5.1% Jul 90: 5.2%	1. KZIO-F \$900,000 2. KDAL 650,000 3. KQDS-F 600,000 4. WAVC-F 600,000 5. KDAL-F 410,000 6. WDSM 400,000

COMPETITIVE MEDIA

Major Over the Air Television:
 KBJR Superior 6 NBC Granite
 KDLH Duluth 3 CBS
 WDIO Duluth 10 ABC Hubbard
 WDSE Duluth 8 PBS

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$13,100,000	35.6	.0076
Radio	6,700,000	18.2	.0039
Newspaper	15,700,000	42.7	.0091
Outdoor	1,300,000		.0008
	\$36,800,000		.0214

Best Restaurants: Pickwick (Steak), Chinese Lantern, Grandma's (Light)
 Best Hotels: Radisson, Fingers Inn, Holiday Inn
 Best Golf Courses: Northland CC

WEATHER DATA

Elevation: 1428
 Annual Precipitation: 28.4 in.
 Annual Snowfall: 78.7 in.
 Average Windspeed: 11.5 (NW) TOTAL
 JAN JUL YEAR
 Avg. Max. Temp: 17.6 76.4 48.1
 Avg. Min. Temp: -0.6 54.7 29.1
 Average Temp: 8.5 65.6 28.6

NOTE: Use Newspaper and Outdoor estimates with caution.
 Major Radio Station Sales Since 1986

1986 WKKQ, WTBX-F (Hibbing) Sold to D.E. Wright \$1,100,000 Manager's Comments
 1986 KBXT 111,000
 1987 KDAL A/F Sold by Duchossois 2,000,000

NOTE: Some of these sales may not have been consummated.

FARGO

1990 ARB Rank: 204	1990 Revenue: \$6,900,000	Manager's Market Ranking (current): 2.5
1990 MSA Rank: 248	Rev per Share Point: \$80,513	Manager's Market Ranking (future): 2.6
1990 ADI Rank: 108	Population per Station: 14,044 (9)	Duncan's Radio Market Grade: ---
FM Base Value: \$1,200,000	1990 Revenue Change: 3.1%	Mathematical Market Grade: IV C+
Base Value % : 17.4%	Station Turnover: 13%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	6.3	6.1	6.2	6.3	6.7	6.9					
Yearly Growth Rate (85-90): 4.7% (assigned)											
Projected Revenue Estimates:							7.2	7.6	7.9	8.3	8.7
Revenue per Capita:	42.56	40.66	41.33	41.72	44.07	45.09					
Yearly Growth Rate (85-90): 5.2% (assigned)											
Projected Revenue per Capita:							47.43	49.90	52.50	55.23	58.09
Resulting Revenue Estimate:							7.3	7.7	8.2	8.7	9.2
Revenue as % of Retail Sales:	.0057	.0058	.0060	.0057	.0054	.0052					
Mean % (85-90): .0052% - assigned											
Resulting Revenue Estimate:							7.3	8.1	8.9	9.6	10.4

MEAN REVENUE ESTIMATE: 7.3 7.8 8.3 8.9 9.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.148	.150	.150	.151	.152	.153	.154	.155	.157	.158	.156
Retail Sales (billions):	.98	1.0	1.04	1.11	1.24	1.32	1.40	1.55	1.71	1.84	2.00

Below-the-Line Listening Shares: 0.0%
 Unlisted Station Listening: 14.3%
 Total Lost Listening: 14.3%
 Available Share Points: 85.7
 Number of Viable Stations: 8
 Mean Share Points per Station: 10.7
 Median Share Points per Station: 10.6
 Rev. per Available Share Point: \$ 80,513
 Estimated Rev. for Mean Station: \$861,494

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS - Managers predict 2% to 5% revenue increase in 1991 . . .

Household Income: \$29,541
 Median Age: 29.7 years
 Median Education: 12.8 years
 Median Home Value: \$53,100
 Population Change (1989-1994): 3.9%
 Retail Sales Change (1989-1994): 44.3%
 Number of Class B or C FM's: 5
 Revenue per AQH: \$32,093
 Cable Penetration: 53.9%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 98.4	<15 30.5	12-24 29.0	Non High School
Black 0.2	15-30 32.2	25-54 49.4	Grad: 23.5
Hispanic 0.6	30-50 25.9	55+ 21.5	High School Grad:
Other 0.8	50-75 8.3		33.1
	75+ 3.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 22.6
 College 4+ years: 20.8

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies
 Agribusiness

INC 500 Companies

SCR Coaches (315)

Major Daily Newspapers	AM	PM	SUN	Owner
Fargo Forum	55,020		67,968	

Unemployment

Highest Billing Stations

Jun 79:	NA %	1. KFGO	\$1,600,000
Dec 82:	5.6%	2. WDAY-F	1,100,000
Sep 83:	3.3%	3. KQWB-F	1,000,000
Sep 84:	3.2%	4. KLTA-F	900,000
Aug 85:	3.6%	5. KVOX A/F	825,000
Aug 86:	3.3%	6. WDAY	750,000
Aug 87:	3.0%	7. KFGO-F	400,000
Aug 88:	2.8%		
Jul 89:	2.5%		
Jul 90:	2.5%		

COMPETITIVE MEDIA

Major Over the Air Television
 KGFE Grand Forks 2 PBS
 KFME Fargo 13 PBS
 KTHI Fargo 11 NBC Morgan Murphy
 KVRP Fargo 15 Fox Curtis Squire
 KXJB Valley City 4 CBS Barnstable
 WDAY Fargo 6 ABC Forum

Best Restaurants	Best Hotels	Best Golf Courses
Passages (Continental)	Radisson	Fargo CC
Grainery	Doublewood	Edgewood
		Oxbow CC

	Revenue	%	% of Retail Sales
Television	\$17,100,000	40.6	.0129
Radio	6,900,000	16.4	.0052
Newspaper	17,000,000	40.3	.0129
Outdoor	1,100,000	2.6	.0008
	\$42,100,000		.0318

WEATHER DATA

Elevation:	896		
Annual Precipitation:	21.0 in.		
Annual Snowfall:	34.3 in.		
Average Windspeed:	12.7 (N)	TOTAL	
	JAN	JUL	YEAR
Avg. Max. Temp:	15.4	82.8	51.4
Avg. Min. Temp:	-3.4	58.6	30.1
Average Temp:	5.9	70.7	40.8

NOTE: Use Newspaper and Outdoor estimates with caution.
 Major Radio Station Sales Since 1986

1986	KFGO-F	Sold to Comm. Properties	\$1,200,000
1988	KFGO A/F	Sold by Comm. Properties	6,100,000
1989	KVOX A/F		1,600,000

Miscellaneous Comments

A new CP for 107.9 will be on the air in 1991.

NOTE: Some of these sales may not have been consummated.

FT MYERS, FL

1990 ARB Rank: 126	1990 Revenue: \$10,000,000	Manager's Market Ranking (current): 4.1
1990 MSA Rank: 146	Rev per Share Point: \$123,915	Manager's Market Ranking (future): 4.0
1990 ADI Rank: 96 (w/Naples)	Population per Station: 19,650 (14)	Duncan's Radio Market Grade: III A+
FM Base Value: N/A	1990 Revenue Change: 6.4%	Mathematical Market Grade: III A-
Base Value % : N/A	Station Turnover: 9.1%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:			7.9	8.6	9.4	10.0					
Yearly Growth Rate (85-90): 8.2% (7.4% assigned)											
Projected Revenue Estimates:							10.6	11.4	12.2	13.1	14.1
Revenue per Capita:			26.78	28.01	29.19	30.30					
Yearly Growth Rate (85-90): 5.0% (assigned)											
Projected Revenue per Capita:							31.82	33.40	35.08	36.83	38.67
Resulting Revenue Estimate:							10.9	11.8	12.8	13.8	14.7
Revenue as % of Retail Sales:			.0038	.0037	.0033	.0032					
Mean % (85-90): .0035%											
Resulting Revenue Estimate:							11.5	13.0	14.0	15.4	16.8
MEAN REVENUE ESTIMATE: 11.0 12.1 13.0 14.1 15.2											

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):			.295	.307	.322	.330	.341	.353	.364	.375	.381
Retail Sales (billions):			2.1	2.33	3.0	3.2	3.4	3.7	4.0	4.4	4.8
Below-the-Line Listening Shares: 1.6%											
Unlisted Station Listening: 17.7%											
Total Lost Listening: 19.3%											
Available Share Points: 80.7											
Number of Viable Stations: 11											
Mean Share Points per Station: 7.3											
Median Share Points per Station: 4.8											
Rev. per Available Share Point: \$123,915											
Estimated Rev. for Mean Station: \$909,085											
Median Age: 43.1 years											
Population Change (1989-1994): 16.5%											
Retail Sales Change (1989-1994): 44.8%											
Number of B or C FM Stations: 4 + 4 = 8											
Revenue per AQH: \$18,657											
Unemployment (July 1990): 4.5%											

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Managers predict 5% to 8% growth in 1991 . . . The Naples area probably adds another \$4,000,000 . . .

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

INC 500 Companies

Highest Billing Stations

Media Revenue Estimates	Revenue	%	% of Retail Sales		
Television	\$36,000,000		.0113	1. WRXK-F	\$2,500,000
Radio	10,000,000		.0032	2. WINK-F	1,900,000
Newspaper				3. WCVU-F	1,500,000
Outdoor				4. WAVV-F	1,200,000
				5. WCKT-F	1,000,000
				6. WOLZ-F	900,000

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

Manager's Comment

Some Recent Station Sales

1987	WRGI-F (Naples)	\$2,900,000
1988	WSOR-F From Daytona to Polacek	4,750,000
1988	WRCC-F (Cape Coral)	5,500,000
1988	WRGI-F (Naples) Sold to H & D	4,200,000
1989	WHYS	450,000
1989	WOOJ-F (Lehigh Acres)	5,000,000

Best Golf Courses

Eastwood

NOTE: Some of these sales may not have been consummated.

GAINESVILLE, FL

1990 ARB Rank: 178
 1990 MSA Rank: 200
 1990 ADI Rank: 164
 FM Base Value: N/A
 Base Value % : N/A

1990 Revenue: \$5,600,000
 Rev per Share Point: \$82,353
 Population per Station: 15,910 (10)
 1990 Revenue Change: 3.7%
 Station Turnover: 13%

Manager's Market Ranking (current): 2.8
 Manager's Market Ranking (future) : 3.4
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV C

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95				
Duncan Revenue Est:			4.8	5.2	5.4	5.6									
Yearly Growth Rate (85-90): 5.3%															
Projected Revenue Estimates:							5.9	6.2	6.5	6.9	7.2				
Revenue per Capita:			23.53	24.88	25.47	26.05									
Yearly Growth Rate (85-90): 3.5%															
Projected Revenue per Capita:							26.96	27.91	28.88	29.89	30.94				
Resulting Revenue Estimate:							5.9	6.2	6.5	6.9	7.2				
Revenue as % of Retail Sales:			.0037	.0036	.0037	.0036									
Mean % (85-90): .00365%															
Resulting Revenue Estimate:							5.9	6.2	6.5	6.8	7.3				
MEAN REVENUE ESTIMATE:											5.9	6.2	6.5	6.9	7.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):			.204	.209	.212	.215	.218	.221	.225	.231	.233
Retail Sales (billions):			1.3	1.44	1.47	1.55	1.61	1.70	1.78	1.87	2.00
Below-the-Line Listening Shares: 11.2%											
Unlisted Station Listening: 20.8%											
Total Lost Listening: 32.0%											
Available Share Points: 68.0											
Number of Viable Stations: 8											
Mean Share Points per Station: 8.5											
Median Share Points per Station: 7.0											
Rev. per Available Share Point: \$ 82,353											
Estimated Rev. for Mean Station: \$700,000											
Confidence Levels											
1990 Revenue Estimates: Below normal											
1991-1995 Revenue Projections: Below normal											
COMMENTS											
Managers predict 5% to 6% growth in 1991 . . .											

Household Income: \$27,986
 Median Age: 28.6 years
 Median Home Value: \$44,100
 Population Change (1989-1994): 9.3%
 Retail Sales Change (1989-1994): 34.0%
 Number of B or C FM Stations: 2 + 1 = 3
 Revenue per AQH: \$24,779
 Unemployment (July 1990): 3.0%
 Cable Penetration: 59.5%

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

INC 500 Companies

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Highest Billing Stations
Television				1. WRUF A/F \$1,600,000
Radio	\$5,600,000		.0036	2. WYKS-F 1,000,000
Newspaper				3. WKTK-F 900,000
Outdoor				4. WYGC-F 780,000

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

Some Recent Station Sales

1987	WDVH, WYKS-F	Sold by Sunshine Wireless	\$1,800,000	Manager's Comment
1989	WYCG-F	From New South to Polacek	2,187,000	

NOTE: Some of these sales may not have been consummated.

GREEN BAY

1990 ARB Rank: 184
 1990 MSA Rank: 208
 1990 ADI Rank: 67 (w/Appleton)
 FM Base Value: NA
 Base Value % : NA

1990 Revenue: \$8,300,000
 Rev per Share Point: \$149,819
 Population per Station: 26,166 (6)
 1990 Revenue Change: 3.8%
 Station Turnover: 0%

Manager's Market Ranking (current): 3.5
 Manager's Market Ranking (future): 3.3
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV A+

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	6.5	6.8	7.1	7.5	8.0	8.3					
Yearly Growth Rate (85-90): 5.1%											
Projected Revenue Estimates:							8.6	9.1	9.5	10.0	10.5
Revenue per Capita:	35.52	36.55	37.56	39.06	41.24	42.34					
Yearly Growth Rate (85-90): 3.6%											
Projected Revenue per Capita:							43.86	45.44	47.08	48.77	50.53
Resulting Revenue Estimate:							8.6	9.0	9.4	9.9	10.3
Revenue as % of Retail Sales:	.0060	.0060	.0057	.0054	.0050	.0049					
Mean % (85-90): .0049% - assigned											
Resulting Revenue Estimate:							8.9	9.8	10.7	11.7	12.4
							MEAN REVENUE ESTIMATE: 8.7 9.3 9.9 10.5 11.1				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.183	.186	.189	.192	.194	.196	.197	.199	.200	.202	.203
Retail Sales (billions):	1.06	1.12	1.24	1.39	1.60	1.70	1.82	1.99	2.19	2.38	2.54

Below-the-Line Listening Shares: 28.9%
 Unlisted Station Listening: 15.7%
 Total Lost Listening: 44.6%
 Available Share Points: 55.4
 Number of Viable Stations: 7
 Mean Share Points per Station: 7.9
 Median Share Points per Station: 5.6
 Rev. per Available Share Point: \$149,819
 Estimated Rev. for Mean Station: \$1,185,710

Confidence Levels
 1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS - Managers predict 3% to 4% revenue growth in 1991 . . .
 Some Green Bay revenue goes to WAPL-f in Appleton . . . WIXX pulls
 significant revenue from Appleton & elsewhere & this contributes to
 the high revenue per capita and retail sales % . . .

Household Income: \$30,872
 Median Age: 30.5 years
 Median Education: 12.5 years
 Median Home Value: \$48,700
 Population Change (1989-1994): 4.2%
 Retail Sales Change (1989-1994): 46.0%
 Number of Class B or C FM's: 2
 Revenue per AQH: \$34,298
 Cable Penetration: 43.6%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 97.7	<15 26.2	12-24 25.9	Non High School
Black 0.3	15-30 31.1	25-54 52.1	Grad: 26.1
Hispanic 0.5	30-50 30.4	55+ 22.1	
Other 1.5	50-75 9.5		High School Grad: 45.3
	75+ 2.8		

The above information is provided through the courtesy of
 Market Statistics, a division of Bill Communications.
 College 1-3 years: 14.1
 College 4+ years: 14.5

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Paper Products	Fort Howard		Schreiber Foods (164)
Food Products			Schneider National (312)
			Schneider National (312)
			American Food Groups (313)

Major Daily Newspapers	AM	PM	SUN	Owner
Green Bay News-Chronical	10,366			
Green Bay Press-Gazette		57,488	81,961	Gannett

Unemployment Highest Billing Stations

Jun 79:	6.7%	1. WIXX-F	\$2,600,000
Dec 82:	9.5%	2. WGEE	1,000,000
Sep 83:	8.1%	3. WNFL	875,000
Sep 84:	6.2%	4. WDUZ	825,000
Aug 85:	6.0%	5. WQLH-F	725,000
Aug 86:	5.3%	6. WJLW-F	600,000
Aug 87:	4.5%	NOTE: Some revenue from Green Bay goes to WAPL-F in Appleton.	
Aug 88:	3.3%		
Jul 89:	3.7%		
Jul 90:	3.0%		

COMPETITIVE MEDIA

Major Over the Air Television

WBAY	Green Bay	2	CBS	Nationwide
WFRV	Green Bay	5	ABC	Midwest Comm
WLUK	Green Bay	11	NBC	Burnham
WGBA	Green Bay	26		Family Group
WXGZ	Appleton	32	Fox	
WPNE	Green Bay	38	PBS	

Best Restaurants Best Hotels Best Golf Courses

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$19,700,000	39.2	.0116
Radio	8,300,000	16.5	.0049
Newspaper	21,100,000	41.9	.0124
Outdoor	1,200,000	2.4	.0007
	\$ 50,600,000		.0296

WEATHER DATA

NO WEATHER DATA AVAILABLE

Manager's Comments

*See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.
 Major Radio Station Sales Since 1986

1986 WNFL From Comm. Prop. to Win Com \$1,800,000

NOTE: Some of these sales may not have been consummated.

Miscellaneous Comments

*ADI split with Appleton. TV rev. is estimate of Green Bay's share. Total TV revenue for ADI is estimated at \$36,000,000

JOHNSTOWN, PA

1990 ARB Rank: 153
 1990 MSA Rank: 176
 1990 ADI Rank: 88 (w/Altoona)
 FM Base Value: NA
 Base Value % : NA

1990 Revenue: \$5,000,000
 Rev per Share Point: \$74,405
 Population per Station: 16,238 (13)
 1990 Revenue Change: 4.2%
 Station Turnover: 13.3%

Manager's Market Ranking (current): 2.5
 Manager's Market Ranking (future): 2.8
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV D

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	4.3	4.6	4.4	4.6	4.8	5.0					
Yearly Growth Rate (85-90): 4.4%											
Projected Revenue Estimates:							5.2	5.5	5.7	6.0	6.2
Revenue per Capita:	16.29	17.76	17.18	18.04	18.97	19.84					
Yearly Growth Rate (85-90): 4.1%											
Projected Revenue per Capita:							20.65	21.50	22.38	23.30	24.25
Resulting Revenue Estimate:							5.2	5.4	5.6	5.8	6.0
Revenue as % of Retail Sales:	.0041	.0041	.0040	.0040	.0039	.0039					
Mean % (85-90): .0040%											
Resulting Revenue Estimate:							5.3	5.5	5.7	6.0	6.3
							MEAN REVENUE ESTIMATE:				
							5.2	5.5	5.7	5.9	6.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.263	.259	.256	.255	.253	.252	.252	.251	.249	.249	.248
Retail Sales (billions):	1.03	1.04	1.10	1.16	1.23	1.27	1.32	1.37	1.43	1.49	1.57

Below-the-Line Listening Shares: 22.2%
 Unlisted Station Listening: 10.6%
 Total Lost Listening: 32.8%
 Available Share Points: 67.2
 Number of Viable Stations: 7.5
 Mean Share Points per Station: 9.0
 Median Share Points per Station: 6.2
 Rev. per Available Share Point: \$ 74,405
 Estimated Rev. for Mean Station: \$666,669

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS - Managers predict 0% to 2% increase in 1991 . . .

Household Income: \$23,464
 Median Age: 35.0 years
 Median Education: 12.2 years
 Median Home Value: \$32,000
 Population Change (1989-1994): -1.7%
 Retail Sales Change (1989-1994): 20.5%
 Number of Class B or C FM's: 3
 Revenue per AQH: \$14,409
 Cable Penetration: 74.4%

Ethnic Breakdowns (%)

White 98.2
 Black 1.3
 Hispanic 0.5
 Other ---

Income Breakdowns (%)

<15 39.6
 15-30 34.8
 30-50 19.8
 50-75 4.4
 75+ 1.4

Age Breakdowns (%)

12-24 21.5
 25-54 47.0
 55+ 31.6

Education Levels

Non High School Grad: 39.9
 High School Grad: 44.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 7.6
 College 4+ years: 8.2

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies
 INC 500 Companies Crown America (214)

Unemployment

Highest Billing Stations

Major Daily Newspapers AM PM SUN Owner
 Johnstown Tribune-Democrat 49,764 53,426 Media News Grp.

Jun 79: 8.8%
 Dec 82: 22.3%
 Sep 83: 15.8%
 Sep 84: 14.1%
 Aug 85: 12.6%
 Aug 86: 8.9%
 Aug 87: 7.3%
 Aug 88: 6.6%
 Jul 89: 7.9%
 Jul 90: 7.7%

NO RELIABLE ESTIMATES

ARE AVAILABLE.

COMPETITIVE MEDIA

Major Over the Air Television

WJAC Johnstown 6 NBC Johnstown Tribune
 WTAJ Altoona 10 CBS Gateway
 WATM Altoona 23 ABC
 WWCP Johnstown 8 Fox Smith
 WPSX Clearfield 3 PBS

Best Restaurants

Best Hotels

Best Golf Courses

Laurel Valley (Ligonier)

	Revenue	%	% of Retail Sales
Television	\$ 12,100,000	36.7	.0095
Radio	5,000,000	15.1	.0039
Newspaper	15,000,000	45.5	.0118
Outdoor	900,000	2.7	.0007
	\$ 33,000,000		.0259

WEATHER DATA

NO WEATHER DATA AVAILABLE

NOTE: Use Newspaper and Outdoor estimates with caution.
 * See Miscellaneous Comments

Major Radio Station Sales Since 1986

1987 WGLU-F Sold to Diggins 451,000
 1987 WJNL A/F 1,100,000
 1988 WCRO 132,000
 1989 WBEM (Windber) 187,000
 1990 WJNL A/F 1,350,000
 1990 WCRO 80,000

Miscellaneous Comments

* Split ADI between Johnstown and Altoona. TV revenue estimate is Johnstown's share. Total TV revenue for ADI is estimated at \$19,500,000

NOTE: Some of these sales may not have been consummated.

LA CROSSE, WI

1990 ARB Rank: 247
1990 MSA Rank: 329
1990 ADI Rank: 127 (w/Eau Claire)
FM Base Value: N/A
Base Value % : N/A

1990 Revenue: \$4,200,000
Rev per Share Point: \$50,239
Population per Station: 8,120 (10)
1990 Revenue Change: 2.4%
Station Turnover: 14.3%

Manager's Market Ranking (current): 3.6
Manager's Market Ranking (future): 3.6
Duncan's Radio Market Grade: ---
Mathematical Market Grade: IV D+

REVENUE HISTORY AND PROJECTIONS

Table with columns 85-95 for Revenue History and Projections. Includes rows for Duncan Revenue Est., Revenue per Capita, Revenue as % of Retail Sales, and MEAN REVENUE ESTIMATE.

POPULATION AND DEMOGRAPHIC ESTIMATES

Table with columns 85-95 for Population and Demographic Estimates. Includes rows for Total Population, Retail Sales, Below-the-Line Listening Shares, and Confidence Levels.

Median Age: 31.1 years
Population Change (1989-1994): 2.1%
Retail Sales Change (1989-1994): 41.9%
Number of B or C FM Stations: 2
Revenue per AQH: \$31,818
Unemployment (July 1990): 3.2%
Cable Penetration: 56.3%

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

INC 500 Companies

Ovation Marketing (446)

Media Revenue Estimates

Table showing Media Revenue Estimates by station type (Television, Radio, Newspaper, Outdoor) and % of Retail Sales. Includes Highest Billing Stations and a note that no reliable estimates are available.

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

Some Recent Station Sales

1988 WKTY, WSPL-F From May to White Eagle \$2,310,000
1990 WLXR-F 2,700,000

NOTE: Some of these sales may not have been consummated.

LAFAYETTE, IN

1990 ARB Rank: 227
 1990 MSA Rank: 284
 1990 ADI Rank: 191
 FM Base Value: N/A
 Base Value % : N/A

1990 Revenue: \$4,000,000
 Rev per Share Point: \$59,613
 Population per Station: 17,550 (6)
 1990 Revenue Change: 5.3%
 Station Turnover: 40%

Manager's Market Ranking (current): 3.9
 Manager's Market Ranking (future) : 4.0
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV C

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:			3.3	3.6	3.8	4.0						
Yearly Growth Rate (85-90): 6.6%												
Projected Revenue Estimates:							4.2	4.5	4.7	5.0	5.3	
Revenue per Capita:			26.82	29.03	30.16	31.75						
Yearly Growth Rate (85-90): 5.8%												
Projected Revenue per Capita:							33.59	35.54	37.60	39.78	42.09	
Resulting Revenue Estimate:							4.2	4.5	4.8	5.1	5.4	
Revenue as % of Retail Sales:			.0038	.0040	.0040	.0040						
Mean % (85-90): .00395%												
Resulting Revenue Estimate:							4.1	4.4	4.6	4.8	5.2	
							MEAN REVENUE ESTIMATE:	4.2	4.5	4.7	5.0	5.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):			.123	.124	.126	.126	.126	.127	.127	.127	.128
Retail Sales (billions):			.86	.89	.95	1.00	1.05	1.11	1.17	1.22	1.33
Below-the-Line Listening Shares: 14.4%											
Unlisted Station Listening: 18.5%											
Total Lost Listening: 32.9%											
Available Share Points: 67.1											
Number of Viable Stations: 5											
Mean Share Points per Station: 13.4											
Median Share Points per Station: 13.6											
Rev. per Available Share Point: \$ 59,613											
Estimated Rev. for Mean Station: \$800,000											

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Managers predict 0% to 2% revenue increase in 1991 . . .

Median Age: 27.4 years
 Population Change (1989-1994): .9%
 Retail Sales Change (1989-1994): 28.5%
 Number of B or C FM Stations: 2
 Revenue per AQH: \$24,691
 Unemployment (July 1990): 2.8%
 Calbe Penetration: 55.8%

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Great Lakes Chemical (435)

INC 500 Companies

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Highest Billing Stations
Television				1. WASK-F \$1,300,000
Radio	\$4,000,000		.0040	2. WAZY-F 1,100,000
Newspaper				3. WASK 1,000,000
Outdoor				4. WKHY-F 600,000

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

Some Recent Station Sales

1988 WAZY-F Sold to Heritage Venture \$3,360,000
 1990 WASK A/F From Duchossois to Schurz 8,300,000

NOTE: Some of these sales may not have been consummated.

LAFAYETTE, LA

1990 ARB Rank: 172
 1990 MSA Rank: 204
 1990 ADI Rank: 114
 FM Base Value: N/A
 Base Value % : N/A

1990 Revenue: \$6,800,000
 Rev per Share Point: \$97,842
 Population per Station: 14,258 (12)
 1990 Revenue Change: 3.1%
 Station Turnover: 13.3%

Manager's Market Ranking (current): 3.1
 Manager's Market Ranking (future): 3.7
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV B

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	7.4	6.6	6.3	6.4	6.6	6.8					
Yearly Growth Rate (85-90): Negative - assigned rate of 5.3%											
Projected Revenue Estimates:							7.0	7.5	7.9	8.3	8.8
Revenue per Capita:	33.48	30.14	28.77	30.05	31.28	31.92					
Yearly Growth Rate (85-90): Negative - assigned rate of 5.0%											
Projected Revenue per Capita:							33.52	35.19	36.96	38.80	40.74
Resulting Revenue Estimate:							7.2	7.6	8.0	8.4	8.9
Revenue as % of Retail Sales:	.0056	.0047	.0044	.0043	.0045	.0043					
Mean % (85-90): .0043% (87-90 only)											
Resulting Revenue Estimate:							7.4	7.9	8.6	9.2	9.8
							MEAN REVENUE ESTIMATE:				
							7.2	7.7	8.2	8.6	9.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.217	.219	.219	.213	.211	.213	.215	.216	.217	.218	.219
Retail Sales (billions):	1.31	1.40	1.44	1.49	1.46	1.60	1.73	1.84	2.00	2.15	2.29

Below-the-Line Listening Shares: 24.3%
 Unlisted Station Listening: 6.2%
 Total Lost Listening: 30.5%
 Available Share Points: 69.5
 Number of Viable Stations: 7.5
 Mean Share Points per Station: 9.3
 Median Share Points per Station: 7.4
 Rev. per Available Share Point: \$ 97,842
 Estimated Rev. for Mean Station: \$906,669

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS - Managers predict 3% to 5% revenue increase in 1991 . . .

Household Income: \$28,479

Ethnic Breakdowns (%)

White 74.5
 Black 23.2
 Hispanic 2.3
 Other ---

Income Breakdowns (%)

<15 32.8
 15-30 29.9
 30-50 23.6
 50-75 9.1
 75+ 4.6

Age Breakdowns (%)

12-24 28.3
 25-54 53.5
 55+ 18.0

Education Levels

Non High School Grad: 40.9
 High School Grad: 27.2

Median Age: 28.8 years
 Median Education: 12.5 years
 Median Home Value: \$54,200
 Population Change (1989-1994): 3.5%
 Retail Sales Change (1989-1994): 47.0%
 Number of Class B or C FM's: 4
 Revenue per AQH: \$24,818
 Cable Penetration: 55.8%

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

College 1-3 years: 14.2
 College 4+ years: 17.7

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

INC 500 Companies

Unemployment

Highest Billing Stations

Major Daily Newspapers Lafayette Advertiser AM 31,707 PM 39,052 Owner Thomson

Jun 79:	3.7%	1. KSMB-F	\$1,700,000
Dec 82:	6.3%	2. KTDY-F	1,100,000
Sep 83:	8.5%	3. KFXZ-F	660,000
Sep 84:	6.0%	4. KDEA-F	600,000
Aug 85:	9.0%	5. KDYL-F	550,000
Aug 86:	14.2%		
Aug 87:	10.6%		
Aug 88:	9.0%		
Jul 89:	8.3%		
Jul 90:	4.6%		

COMPETITIVE MEDIA

Major Over the Air Television
 KADN Lafayette 15 Fox
 KATC Lafayette 3 ABC ML Media
 KLFY Lafayette 10 CBS Young
 KLPB Lafayette 24 PBS

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$17,300,000	40.8	.0108
Radio	6,800,000	16.0	.0043
Newspaper	16,900,000	39.9	.0106
Outdoor	1,400,000	3.3	.0009
	\$42,400,000		.0266

Best Restaurants: Chez Pastor, Charlie G's, Cafe Vermillionville
 Best Hotels: Hilton, Arcadiana
 Best Golf Courses: Oakborne CC, Le Triomphe CC

NO WEATHER DATA AVAILABLE:
 See New Orleans for an approximation.

Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1987	KXKW, KSMB-F	\$6,400,000
1988	KPEL, KTDY	3,500,000
1988	KRVR	150,000
1989	KNIR, KDEA-F (New Iberia) cancelled	2,450,000
1989	KRKR	150,000
1990	KFXZ-F (Maurice) Sold to Vetter	1,200,000

Miscellaneous Comments
 Manager's Comment

NOTE: Some of these sales may not have been consummated.

NASSAU - SUFFOLK

1990 ARB Rank: 13	1990 Revenue: \$34,000,000	Manager's Market Ranking (current): 3.3
1990 MSA Rank: 11	Rev per Share Point: NA	Manager's Market Ranking (future): 3.9
1990 ADI Rank: New York ADI	Population per Station: 160,314 (14)	Duncan's Radio Market Grade: I C
FM Base Value: N/A	1990 Revenue Change: 5.3%	Mathematical Market Grade: I C
Base Value % : N/A	Station Turnover: 11%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:		24.8	28.7	30.6	32.3	34.0					
Yearly Growth Rate (85-90): 6.0% (assigned)											
Projected Revenue Estimates:							35.5	38.0	39.9	42.3	44.9
Revenue per Capita:		9.40	10.79	11.46	12.38	12.73					
Yearly Growth Rate (85-90): 6.4% (assigned)											
Projected Revenue per Capita:							13.50	14.40	15.27	16.19	17.16
Resulting Revenue Estimate:							36.1	38.7	41.2	43.9	46.7
Revenue as % of Retail Sales:		.0013	.0013	.0013	.0013	.0012					
Mean % (85-90): .00128%											
Resulting Revenue Estimate:							38.3	40.9	43.8	46.2	49.6
							MEAN REVENUE ESTIMATE: <u>36.6</u> <u>39.2</u> <u>41.6</u> <u>44.1</u> <u>47.1</u>				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):		2.64	2.66	2.67	2.67	2.67	2.68	2.69	2.70	2.71	2.72
Retail Sales (billions):		19.4	21.8	24.4	26.1	28.0	29.9	32.0	34.2	36.1	38.8
Below-the-Line Listening Shares: N/A											
Unlisted Station Listening: N/A											
Total Lost Listening: N/A											
Available Share Points: N/A											
Number of Viable Stations: 9											
Mean Share Points per Station: N/A											
Median Share Points per Station: N/A											
Rev. per Available Share Point: N/A											
Estimated Rev. for Mean Station: N/A											
Median Age: 34.9 years											
Population Change (1989-1994): 1.5%											
Retail Sales Change (1989-1994): 37.9%											
Number of B or C FM Stations: 2											
Revenue per AQH: \$ N/A											
Unemployment (July 1990): 4.1%											
Cable Penetration: NA											

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Market reports revenue to Hungerford . . . Managers predict 2% to 3% revenue increase in 1991 . . .

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies Grumman (126) Esselte Bus. Systems (267) Tambrands (465)	Forbes 500 Companies Computer Assoc. Inter. Dime Savings Bank FSB Long Island Lighting Pall	Forbes Largest Private Companies Avis (128) King Kullen Grocery (248)
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U.S. Landscape (371)
Qosina (499)

Highest Billing Stations

Media Revenue Estimates	Revenue	% of Retail Sales	
Television			1. WALK A/F \$8,500,000
Radio	\$34,000,000	.0012	2. WBAB-F 6,900,000
Newspaper			3. WBLI-F 6,500,000
Outdoor			4. WKJY-F 3,800,000
			5. WDRE-F 3,000,000
			6. WCTO-F 1,800,000
			7. WHLI 1,200,000
			8. WGSN 1,100,000
			WRCN-F 1,100,000
			10. WLNG A/F 1,000,000
			11. WBAZ-F 700,000
			12. WHFM-F 600,000
			13. WWHB-F 500,000

NOTE: Use Newspaper and Outdoor estimates with caution.

NOTE: Revenue figures include several stations from Eastern Long Island which are not reflected in total revenue for market. This would amount to \$2,000,000 or so.

Some Recent Station Sales

1989	WGLI	\$ 350,000	Best Golf Courses
1989	WRHD, WRCN-F	4,900,000	
1989	WBAB A/F	Sold by Noble 26,000,000	See New York
1990	WWHB-F	Sold to WBAB (cancelled) 1,850,000	

NOTE: Some of these sales may not have been consummated.

ODESSA - MIDLAND, TX

1990 ARB Rank: 160
 1990 MSA Rank: 314-Midland
 297-Odessa
 1990 ADI Rank: 146
 FM Base Value: N/A
 Base Value % : N/A

1990 Revenue: \$5,400,000
 Rev per Share Point: \$60,355
 Population per Station: 12,144 (16)
 1990 Revenue Change: 5.9%
 Station Turnover: 9.1%

Manager's Market Ranking (current): 2.9
 Manager's Market Ranking (future) : 3.6
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV C-

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:		5.0	4.6	4.8	4.9	5.1	5.4				
Yearly Growth Rate (85-90):	5.5% (assigned)										
Projected Revenue Estimates:							5.7	6.0	6.3	6.7	7.0
Revenue per Capita:			19.20	20.42	21.61	22.68					
Yearly Growth Rate (85-90):	5.0% (assigned)										
Projected Revenue per Capita:							23.81	25.00	26.25	27.57	28.95
Resulting Revenue Estimate:							5.7	6.1	6.5	6.9	7.3
Revenue as % of Retail Sales:			.0022	.0023	.0026	.0024					
Mean % (85-90):	.00238%										
Resulting Revenue Estimate:							5.5	5.7	6.0	6.2	6.7
MEAN REVENUE ESTIMATE:							5.6	5.9	6.3	6.6	7.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):			.250	.240	.236	.238	.240	.243	.246	.250	.251
Retail Sales (billions):			2.2	2.1	2.0	2.1	2.3	2.4	2.5	2.6	2.8

Below-the-Line Listening Shares: 0.0
 Unlisted Station Listening: 10.5%
 Total Lost Listening: 10.5%
 Available Share Points: 89.5
 Number of Viable Stations: 11
 Mean Share Points per Station: 8.1
 Median Share Points per Station: 6.0
 Rev. per Available Share Point: \$ 60,335
 Estimated Rev. for Mean Station: \$491,000

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Most of the population and retail sales growth is in Midland . . .

Median Age: 30.8 years
 Population Change (1989-1994): 5.9%
 Retail Sales Change (1989-1994): 30.0%
 Number of B or C FM Stations: 9
 Revenue per AQH: \$15,341
 Unemployment (July 1990): N/A
 Cable Penetration: 73.0%

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies
 Insilco (215)

INC 500 Companies

Southwest Royalties (172)

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Highest Billing Stations
Television	\$ 14,300,000		.0071	NO RELIABLE ESTIMATES ARE AVAILABLE
Radio	5,400,000		.0024	
Newspaper				
Outdoor				

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

Some Recent Station Sales

1988 KODM-F Sold to Devlin \$3,450,000
 1989 KOFR Donated by Family Stations
 1990 KMND/KNFM-F From Bakcor to Adams, Jr. 2,100,000

NOTE: Some of these sales may not have been consummated.

PALM SPRINGS, CA

1990 ARB Rank: 173
 1990 MSA Rank: NA
 1990 ADI Rank: 175
 FM Base Value: N/A
 Base Value % : N/A

1990 Revenue: \$7,900,000
 Rev per Share Point: \$94,385
 Population per Station: 10,220 (15)
 1990 Revenue Change: 4.1%
 Station Turnover: ---

Manager's Market Ranking (current): 4.0
 Manager's Market Ranking (future): 4.2
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV A-

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95				
Duncan Revenue Est:			6.4	7.0	7.6	7.9									
Yearly Growth Rate (85-90): 7.3%															
Projected Revenue Estimates:							8.4	9.0	9.5	10.2	11.0				
Revenue per Capita:			41.84	43.75	46.34	47.02									
Yearly Growth Rate (85-90): 4.0%															
Projected Revenue per Capita:							48.90	50.86	52.89	55.01	57.20				
Resulting Revenue Estimate:							8.4	8.8	9.4	10.1	10.6				
Revenue as % of Retail Sales:			.0054	.0050	.0045	.0044									
Mean % (85-90): .0044% (89-90 only)															
Resulting Revenue Estimate:							8.3	9.0	9.7	10.6	11.4				
MEAN REVENUE ESTIMATE:											8.4	8.9	9.6	10.3	11.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):			.153	.160	.164	.168	.171	.173	.178	.184	.185
Retail Sales (billions):			1.2	1.4	1.68	1.78	1.89	2.05	2.21	2.4	2.6
Below-the-Line Listening Shares: 1.4%											
Unlisted Station Listening: 14.9%											
Total Lost Listening: 16.3%											
Available Share Points: 83.7											
Number of Viable Stations: 11											
Mean Share Points per Station: 7.6											
Median Share Points per Station: 6.8											
Rev. per Available Share Point: \$ 94,385											
Estimated Rev. for Mean Station: \$718,184											
Median Age: 47.0 years											
Population Change (1989-1994): 12.3%											
Retail Sales Change (1989-1994): 40.0%											
Number of B or C FM Stations: 4											
Revenue per AQH: \$26,689											
Unemployment (July 1990): N/A											
Cable Penetration: 85.4%											

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS

Managers predict 2% to 4% revenue increase in 1991 . . .

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Highest Billing Stations
Television				RELIABLE ESTIMATES ARE
Radio	\$7,900,000		.0044	NOT AVAILABLE.
Newspaper				
Outdoor				

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

Manager's Comment

Some Recent Station Sales

Best Golf Courses
 La Quinta (Mountain)
 Vintage Club
 Desert Springs
 Indian Wells CC
 PGA West
 Rancho Mirage

NOTE: Some of these sales may not have been consummated.

PANAMA CITY, FL

1990 ARB Rank: 220	1990 Revenue: \$5,900,000	Manager's Market Ranking (current): 3.4
1990 MSA Rank: 274	Rev per Share Point: \$74,028	Manager's Market Ranking (future): 3.8
1990 ADI Rank: 169	Population per Station: 12,411 (9)	Duncan's Radio Market Grade: ---
FM Base Value: N/A	1990 Revenue Change: 7.0%	Mathematical Market Grade: IV A-
Base Value %: N/A	Station Turnover: 27%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:			4.8	5.2	5.5	5.9					
Yearly Growth Rate (85-90): 7.1% (6.2% - assigned)											
Projected Revenue Estimates:							6.2	6.7	7.0	7.4	7.9
Revenue per Capita:			37.21	39.09	40.74	42.75					
Yearly Growth Rate (85-90): 4.7%											
Projected Revenue per Capita:							44.76	46.86	49.07	51.37	53.78
Resulting Revenue Estimate:							6.4	6.9	7.4	7.9	8.4
Revenue as % of Retail Sales:			.0056	.0055	.0053	.0053					
Mean % (85-90): .0052% - assigned											
Resulting Revenue Estimate:							6.2	6.6	7.0	7.5	7.7
							MEAN REVENUE ESTIMATE: 6.3 6.7 7.1 7.6 8.0				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):			.129	.133	.135	.138	.143	.147	.151	.154	.156
Retail Sales (billions):			.85	.94	1.03	1.11	1.19	1.26	1.35	1.44	1.48
Below-the-Line Listening Shares: 6.7%											
Unlisted Station Listening: 13.6%											
Total Lost Listening: 20.3%											
Available Share Points: 79.7											
Number of Viable Stations: 7											
Mean Share Points per Station: 11.4											
Median Share Points per Station: 9.9											
Rev. per Available Share Point: \$ 74,028											
Estimated Rev. for Mean Station: \$842,862											
Median Age: 32.7 years											
Population Change (1989-1994): 14.1%											
Retail Sales Change (1989-1994): 39.6%											
Number of B or C FM Stations: 4 + 2 = 6											
Revenue per AQH: \$30,890											
Unemployment (July 1990): N/A											
Cable Penetration: 63.3%											

Confidence Levels
 1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS
 Managers predict 3% to 5% revenue increase in 1991 . . .

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Highest Billing Stations
Television				1. WPAP-F \$1,400,000
Radio	\$5,900,000		.0053	2. WFSY-F 1,200,000
Newspaper				3. WILN-F 900,000
Outdoor				4. WPFM-F 850,000

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

Manager's Comment

Some Recent Station Sales

1989	WILN-F (50%)	\$ 600,000
1990	WPAP-F Sold by First City	1,900,000
1990	WPFM-F Sold to Broad Based	3,500,000

NOTE: Some of these sales may not have been consummated.

PUEBLO

1990 ARB Rank: 228 1990 Revenue: \$3,400,000 Manager's Market Ranking (current): 2.8
 1990 MSA Rank: 283 Rev per Share Point: \$75,724 Manager's Market Ranking (future): 3.1
 1990 ADI Rank: 99 (w/Colo.Spgs.) Population per Station: 15,028 (7) Duncan's Radio Market Grade: ---
 FM Base Value: N/A 1990 Revenue Change: -5.6% Mathematical Market Grade: IV D-
 Base Value % : N/A Station Turnover: 28.6%

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	3.4	3.5	3.4	3.5	3.6	3.4					
Yearly Growth Rate (85-90): 3.1% - assigned											
Projected Revenue Estimates:							3.5	3.6	3.7	3.8	3.9
Revenue per Capita:	28.00	28.00	26.56	27.13	27.91	26.36					
Yearly Growth Rate (85-90): Negative - 3.0% assigned											
Projected Revenue per Capita:							27.15	27.97	28.80	29.67	30.56
Resulting Revenue Estimate:							3.5	3.6	3.7	3.8	3.9
Revenue as % of Retail Sales:	.0051	.0054	.0051	.0049	.0049	.0045					
Mean % (85-90): .0045% - assigned											
Resulting Revenue Estimate:							3.5	3.8	4.0	4.2	4.4
							MEAN REVENUE ESTIMATE: 3.5 3.7 3.8 3.9 4.1				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.125	.125	.128	.129	.129	.129	.129	.129	.129	.129	.129
Retail Sales (billions):	.64	.65	.67	.72	.74	.76	.78	.84	.89	.93	.99

Below-the-Line Litering Shares: 40.3%
 Unlisted Station Listening: 14.8%
 Total Lost Listening: 55.1
 Available Share Points: 44.9
 Number of Viable Stations: 7
 Mean Share Points per Station: 6.4
 Median Share Points per Station: 6.3
 Rev. per Available Share Point: \$ 75,724
 Estimated Rev. for Mean Station: \$485,715

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS There is now so much overlap between Pueblo and Colorado Springs stations that effective next year we will combine the markets. Revenue figures listed here are only for those stations which have little impact in Colorado Springs. . .

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$21,414				
Median Age: 33.1 years	White 66.8	<15 35.4	12-24 23.0	Non High School
Median Education: 12.5 years	Black 1.7	15-30 30.5	25-54 49.9	Grad: 33.5
Median Home Value: \$41,200	Hispanic 31.5	30-50 23.3	55+ 27.2	High School Grad: 36.4
Population Change (1989-1994): 0%	Other ---	50-75 8.2		College 1-3 years: 16.9
Retail Sales Change (1989-1994): 25.1%		75+ 2.6		College 4+ years: 13.2
Number of Class B or C FM's: 2 (others see Colo. Spg.)				
Revenue per AQH: \$22,667				
Cable Penetration: NA				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Unemployment

Highest Billing Stations

Major Daily Newspapers	AM	PM	SUN	Owner
Pueblo Chieftan	51,600		55,400	

Jun 79:	5.9%
Dec 82:	NA
Sep 83:	NA
Sep 84:	9.0%
Aug 85:	NA
Aug 86:	10.6%
Aug 87:	9.0% (est)
Aug 88:	NA
Jul 89:	NA
Jul 90:	NA

NO RELIABLE ESTIMATES ARE AVAILABLE.

COMPETITIVE MEDIA

Major Over the Air Television
 See Colorado Springs

Media Revenue Estimates	Revenue	%	% of Retail Sales
Television	\$5,400,000	31.4	.0071
Radio	3,400,000	19.8	.0045
Newspaper	7,700,000	44.8	.0101
Outdoor	700,000	4.1	.0009
	\$17,200,000		.0226

WEATHER DATA

NO WEATHER DATA AVAILABLE:
 See Colorado Springs for an approximation.

*See Miscellaneous Comments

Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1987 KCSJ A/F		\$1,100,000
1990 KCSJ/KGRQ-F	Sold to Sunbrook	1,100,000
1990 KRMX		237,000

Miscellaneous Comments

* Split ADI with Colorado Springs. TV revenue is estimate of Pueblo's share. Total TV revenue for ADI is estimated at \$25,900,000

NOTE: Some of these sales may not have been consummated.

SANTA BARBARA, CA

1990 ARB Rank: 181 1990 Revenue: \$8,400,000 Manager's Market Ranking (current): 4.1
 1990 MSA Rank: 140 Rev per Share Point: \$132,492 Manager's Market Ranking (future) : 4.0
 1990 ADI Rank: 112 (w/ Santa Maria & San Luis Obispo) Population per Station: 16,640 (10) Duncan's Radio Market Grade: ---
 FM Base Value: N/A 1990 Revenue Change: 5.0% Mathematical Market Grade: IV A+
 Base Value %: N/A Station Turnover: 22%

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	4.7	5.3	6.2	7.0	8.0	8.4					
Yearly Growth Rate (85-90):	12.4% (assigned rate of 8.0%)										
Projected Revenue Estimates:							8.9	9.7	10.4	11.3	12.2
Revenue per Capita:			17.97	20.17	22.92	23.73					
Yearly Growth Rate (85-90):	7.0% (assigned)										
Projected Revenue per Capita:							25.39	27.17	29.07	31.11	33.28
Resulting Revenue Estimate:							9.1	9.9	10.7	11.7	12.5
Revenue as % of Retail Sales:			.0028	.0029	.0031	.0030					
Mean % (85-90):	.00295%										
Resulting Revenue Estimate:							8.6	9.1	9.4	10.0	10.9
							MEAN REVENUE ESTIMATE: <u>8.9</u> <u>9.6</u> <u>10.2</u> <u>11.0</u> <u>11.9</u>				

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):			.345	.347	.349	.354	.360	.364	.368	.375	.377
Retail Sales (billions):			2.2	2.4	2.6	2.8	2.9	3.1	3.2	3.4	3.7
Below-the-Line Listening Shares:	16.0%										
Unlisted Station Listening:	20.6%										
Total Lost Listening:	36.6%										
Available Share Points:	63.4										
Number of Viable Stations:	9										
Mean Share Points per Station:	7.0										
Median Share Points per Station:	7.5										
Rev. per Available Share Point:	\$132,492										
Estimated Rev. for Mean Station:	\$927,444										

Confidence Levels

1990 Revenue Estimates: Normal
 1991-1995 Revenue Projections: Normal

COMMENTS

Retail Sales and Population figures include Santa Maria and Lompoc; Radio Revenue figures do not . . . Managers predict 6% to 8% revenue increase in 1991 . . .

Median Age: 32.9 years
 Population Change (1989-1994): 7.7%
 Retail Sales Change (1989-1994): 32.4%
 Number of B or C FM Stations: 4 + 1 = 5
 Revenue per AQH: \$33,466
 Unemployment (July 1990): 4.5%
 Cable Penetration: 84.0%

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Media Revenue Estimates

	Revenue	% of Retail Sales
Television	\$13,700,000	.0050
Radio	8,400,000	.0030
Newspaper		
Outdoor		

Highest Billing Stations

1. KTYD-F	\$2,000,000
2. KMGQ-F	1,400,000
3. KHTY-F	1,000,000
4. KTMS	800,000
5. KRUZ-F	710,000
6. KDB-F	700,000
7. KSBL-F	600,000
8. KIST	570,000
9. KCQR-F	300,000

NOTE: Use Newspaper and Outdoor estimates with caution.

* See Miscellaneous Comments

Miscellaneous Comments

* Total TV revenue for Santa Barbara and Santa Maria and San Luis Obispo ADI is estimated at \$19,800,000

Some Recent Station Sales

1987	KTMS, KHTY-F	\$1,750,000
1988	KGFT (Carpin)	1,450,000
1989	KIST, KMGQ-F Sold to Dwight Case (cancelled)	4,650,000 (E)
1990	KBBQ	300,000

NOTE: Some of these sales may not have been consummated.

RADIO REVENUE BREAKDOWN

Local 73.4%
 National 26.6%
 (Trade equals 19% of local - up 51% in 1990)

SIoux FALLS

1990 ARB Rank: 203	1990 Revenue: \$6,500,000	Manager's Market Ranking (current): 3.0
1990 MSA Rank: 282	Rev per Share Point: \$86,551	Manager's Market Ranking (future): 3.4
1990 ADI Rank: 100 (w/Mitchell)	Population per Station: 12,800 (10)	Duncan's Radio Market Grade: ---
FM Base Value: \$1,903,000	1990 Revenue Change: 3.2%	Mathematical Market Grade: IV B
Base Value %: 29%	Station Turnover: 43%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	5.6	5.6	5.7	6.0	6.3	6.5					
Yearly Growth Rate (85-90): 3.1% (assigned rate of 5.0%)											
Projected Revenue Estimates:							6.8	7.2	7.5	7.9	8.3
Revenue per Capita:	45.90	44.80	44.88	46.88	49.22	50.39					
Yearly Growth Rate (85-90): 2.0% (assigned rate of 4.0%)											
Projected Revenue per Capita:							52.40	54.50	56.68	58.95	61.31
Resulting Revenue Estimate:							6.9	7.2	7.6	8.0	8.3
Revenue as % of Retail Sales:	.0063	.0061	.0060	.0060	.0054	.0053					
Mean % (85-90): .0053% - assigned											
Resulting Revenue Estimate:							6.9	7.6	8.3	9.1	9.8
							MEAN REVENUE ESTIMATE:				
							6.9	7.3	7.8	8.3	8.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.122	.125	.127	.128	.128	.129	.132	.133	.134	.136	.136
Retail Sales (billions):	.89	.91	.95	1.00	1.16	1.23	1.31	1.43	1.56	1.72	1.85
Below-the-Line Listening Shares: 4.3%											
Unlisted Station Listening: 20.6%											
Total Lost Listening: 24.9%											
Available Share Points: 75.1											
Number of Viable Stations: 7											
Mean Share Points per Station: 10.7											
Median Share Points per Station: 10.5											
Rev. per Available Share Point: \$ 86,551											
Estimated Rev. for Mean Station: \$926,096											

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS - Managers predict 4% to 6% increase in 1991 . . .

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$31,858				
Median Age: 31.4 years	White 98.3	<15 29.6	12-24 23.6	Non High School
Median Education: 12.7 years	Black 0.2	15-30 30.1	25-54 50.38	Grad: 26.6
Median Home Value: \$45,200	Hispanic 0.3	30-50 26.8	55+ 25.8	
Population Change (1989-1994): 6.7%	Other 1.2	50-75 9.7		High School Grad: 39.4
Retail Sales Change (1989-1994): 48.7%		75+ 3.8		
Number of Class B or C FM's: 3				College 1-3 years: 18.6
Revenue per AQH: \$ NA				College 4+ years: 15.4
Cable Penetration: 52.5%				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Unemployment

Highest Billing Stations

Major Daily Newspapers	AM	PM	SUN	Owner	Jun 79: 5.0%	1. KELO A/F	\$2,400,000
Sioux Falls Argus-Leader	47,018		68,373	Gannett	Dec 82: 4.8%		

COMPETITIVE MEDIA

Major Over the Air Television			
KELO	Sioux Falls	11	CBS Midcontinent
KSFY	Sioux Falls	13	ABC News Press & Gazette
KTTW	Sioux Falls	17	Fox
KDLT	Mitchell	5	NBC Heritage
KUSD	Vermillion	2	PBS
KESD	Brookings	8	PBS

Aug 85: 3.4%
Aug 86: 3.3%
Aug 87: 3.0%
Aug 88: 3.5%
Jul 89: 3.7%
Jul 90: 2.7%

Best Restaurants Best Hotels Best Golf Courses

	Revenue	%	% of Retail Sales
Television	\$12,800,000	36.9	.0104
Radio	6,500,000	18.7	.0053
Newspaper	14,400,000	41.5	.0117
Outdoor	<u>1,200,000</u>	<u>2.9</u>	<u>.0008</u>
	\$34,700,000		.0282

WEATHER DATA

Elevation: 1418		
Annual Precipitation: 25.3 in.		
Annual Snowfall: 39.5 in.		
Average Windspeed: 11.2 (SW)	TOTAL	
	JAN	JUL
Avg. Max. Temp: 24.6	85.1	56.5
Avg. Min. Temp: 3.7	61.5	34.2
Average Temp: 14.2	73.3	45.4

NOTE: Use Newspaper and Outdoor estimates with caution.
 * See Miscellaneous Comments

Major Radio Station Sales Since 1986

1990	KSOO/KPAT-F	Sold to Tom Ingstad	\$2,400,000
1990	KKFN/KKRC-F	Sold by Vaughn	1,500,000

Miscellaneous Comments

* Split ADI with Mitchell. TV revenue is estimate of Sioux Falls' share of total revenue. Total TV revenue for ADI is estimated at \$19,000,000

NOTE: Some of these sales may not have been consummated.

SPRINGFIELD, IL

1990 ARB Rank: 177
 1990 MSA Rank: 209
 1990 ADI Rank: 75 (w/Champaign)
 FM Base Value: N/A
 Base Value % : N/A

1990 Revenue: \$8,000,000
 Rev per Share Point: \$103,226
 Population per Station: 16,190 (10)
 1990 Revenue Change: 2.8%
 Station Turnover: 25%

Manager's Market Ranking (current): 4.1
 Manager's Market Ranking (future) : 4.2
 Duncan's Radio Market Grade: ---
 Mathematical Market Grade: IV B

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:			6.8	7.3	7.8	8.0					
Yearly Growth Rate (85-90): 5.8%											
Projected Revenue Estimates:							8.3	8.8	9.3	9.9	10.3
Revenue per Capita:			35.05	37.44	39.80	40.82					
Yearly Growth Rate (85-90): 5.2%											
Projected Revenue per Capita:							42.94	45.18	47.52	50.00	52.60
Resulting Revenue Estimate:							8.4	8.9	9.4	10.0	10.5
Revenue as % of Retail Sales:			.0052	.0052	.0054	.0052					
Mean % (85-90): .00525%											
Resulting Revenue Estimate:							8.4	8.9	9.5	10.0	10.7

MEAN REVENUE ESTIMATE: 8.4 8.9 9.4 10.0 10.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):			.194	.195	.196	.196	.197	.197	.198	.199	.200
Retail Sales (billions):			1.3	1.41	1.44	1.53	1.61	1.70	1.81	1.90	2.03

Below-the-Line Listening Shares: 6.0%
 Unlisted Station Listening: 16.5%
 Total Lost Listening: 22.5%
 Available Share Points: 77.5
 Number of Viable Stations: 8
 Mean Share Points per Station: 9.7
 Median Share Points per Station: 9.6
 Rev. per Available Share Point: \$ 103,226
 Estimated Rev. for Mean Station: \$1,000,000

Confidence Levels
 1990 Revenue Estimates: Slightly below normal
 1991-1995 Revenue Projections: Slightly below normal

COMMENTS

Market reports to Hungerford . . . Managers predict 0% to 2% revenue growth in 1991 . . .

Median Age: 33.7 years
 Population Change (1989-1994): 1.6%
 Retail Sales Change (1989-1994): 31.7%
 Number of B or C FM Stations: 5
 Revenue per AQH: \$27,027
 Unemployment (July 1990): 4.2%
 Cable Penetration: NA

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies
 Central Ill. Public Servc. Horace Mann (221)

INC 500 Companies

Illini Technology (293)

Media Revenue Estimates

	Revenue	%	% of Retail Sales	Highest Billing Stations
Television				1. WYMG-F \$1,700,000
Radio	\$8,000,000		.0052	2. WCVS, WFMB-F 1,600,000
Newspaper				3. WTAX 1,200,000
Outdoor				4. WNNS-F 1,100,000
				5. WDBR-F 900,000

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments

Some Recent Station Sales

Manager's Comment

1988 WCVS, WFMB-F From Eastern to Neuhoff \$4,250,000
 1990 WTAX/WDBR-F From Sage to Lakeshore 4,000,000

NOTE: Some of these sales may not have been consummated.

STEUBENVILLE

1990 ARB Rank: 209	1990 Revenue: \$1,800,000	Manager's Market Ranking (current): 2.0
1990 MSA Rank: 257	Rev per Share Point: \$82,949	Manager's Market Ranking (future): 2.7
1990 ADI Rank: Wheeling ADI	Population per Station: 41,633 (3)	Duncan's Radio Market Grade: ---
FM Base Value: N/A	1990 Revenue Change: -5.3%	Mathematical Market Grade: IV D-
Base Value % : N/A	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	1.9	2.0	2.1	2.0	1.9	1.8					
Yearly Growth Rate (85-90): 4.1% - assigned											
Projected Revenue Estimates:							1.9	2.0	2.0	2.1	2.2
Revenue per Capita:	12.17	12.90	13.72	13.25	12.67	12.08					
Yearly Growth Rate (85-90): 4.2% - assigned											
Projected Revenue per Capita:							12.59	13.12	13.67	14.24	14.84
Resulting Revenue Estimate:							1.9	1.9	2.0	2.1	2.2
Revenue as % of Retail Sales:	.0028	.0028	.0029	.0026	.0027	.0024					
Mean % (85-90): .0025% - assigned											
Resulting Revenue Estimate:							2.0	2.1	2.1	2.2	2.3
MEAN REVENUE ESTIMATE:							1.9	2.0	2.0	2.1	2.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.157	.155	.153	.151	.150	.149	.149	.148	.147	.146	.145
Retail Sales (billions):	.69	.72	.73	.76	.71	.75	.80	.83	.86	.88	.93
Below-the-Line Listening Shares: 60.2%											
Unlisted Station Listening: 18.1%											
Total Lost Listening: 78.3%											
Available Share Points: 21.7											
Number of Viable Stations: 3.5											
Mean Share Points per Station: 6.2											
Median Share Points per Station: 6.0											
Rev. per Available Share Point: \$ 82,949											
Estimated Rev. for Mean Station: \$514,283											

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS - Managers estimate 3% to 4% revenue increase in 1991 . . .

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$26,877				
Median Age: 34.8 years	White 95.6	<15 32.8	12-24 21.3	Non High School
Median Education: 12.3 years	Black 3.9	15-30 29.9	25-54 49.9	Grad: 37.7
Median Home Value: \$38,800	Hispanic 0.5	30-50 27.9	55+ 28.7	
Population Change (1989-1994): -2.5%	Other ---	50-75 7.7		High School Grad: 44.4
Retail Sales Change (1989-1994): 23.7%		75+ 1.7		
Number of Class B or C FM's: 1 + 1 = 2	The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.			College 1-3 years: 9.9
Revenue per AQH: \$10,169				College 4+ years: 8.0
Cable Penetration: NA				

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

				Unemployment		Highest Billing Stations	
Major Daily Newspapers	AM	PM	SUN	Owner	Jun 79:	NA	1. WRKY-F \$700,000
Steubenville Herald Star		21,133	21,019	Thomson	Dec 82:	NA	2. WSTV 500,000
Weirton Times		8,053		Thomson	Sep 83:	NA	3. WEIR 400,000
					Sep 84:	10.8%	
					Aug 85:	NA	
					Aug 86:	8.3%	
					Aug 87:	NA	
					Aug 88:	NA	
					Jul 89:	NA	
					Jul 90:	NA	

COMPETITIVE MEDIA

Major Over the Air Television

See Wheeling

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	NA	NA	NA
Radio	\$1,800,000	NA	.0024
Newspaper	NA	NA	NA
Outdoor	NA	NA	NA

WEATHER DATA

NO WEATHER DATA AVAILABLE:
 See Pittsburgh for an approximation.

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1989	WDIG	\$116,000
1989	WEIR A/F	406,200

Miscellaneous Comments

NOTE: Some of these sales may not have been consummated.

STOCKTON

1990 ARB Rank: 87	1990 Revenue: \$8,100,000	Manager's Market Ranking (current): 2.9
1990 MSA Rank: 104	Rev per Share Point: \$170,000	Manager's Market Ranking (future): 3.8
1990 ADI Rank: Sacramento ADI	Population per Station: 43,600 (9)	Duncan's Radio Market Grade: III D
FM Base Value: N/A	1990 Revenue Change: 4.0%	Mathematical Market Grade: III B-
Base Value %: N/A	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	5.8	6.3	6.7	7.3	7.8	8.1					
Yearly Growth Rate (85-90): 6.9% (assigned rate of 6.2%)											
Projected Revenue Estimates:							8.6	9.1	9.7	10.3	10.9
Revenue per Capita:	13.55	14.19	14.76	15.63	16.28	16.63					
Yearly Growth Rate (85-90): 4.2%											
Projected Revenue per Capita:							17.33	18.06	18.81	19.60	20.43
Resulting Revenue Estimate:							8.7	9.3	10.0	10.8	11.4
Revenue as % of Retail Sales:	.0029	.0028	.0028	.0028	.0028	.0027					
Mean % (85-90): .0028%											
Resulting Revenue Estimate:							9.0	9.8	10.6	11.5	12.6
							MEAN REVENUE ESTIMATE:				
							8.8	9.4	10.1	10.9	11.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.428	.444	.454	.467	.479	.487	.500	.515	.533	.553	.560
Retail Sales (billions):	2.1	2.2	2.4	2.54	2.8	3.0	3.2	3.5	3.8	4.1	4.5

Below-the-Line Listening Shares: 55.0%
 Unlisted Station Listening: 21.2%
 Total Lost Listening: 76.2%
 Available Share Points: 23.8
 Number of Viable Stations: 7
 Mean Share Points per Station: 3.4
 Median Share Points per Station: 3.6
 Rev. per Available Share Point: \$170,000*
 Estimated Rev. for Mean Station: \$905,000*
 *adjusted for money that goes to Modesto stns.

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS - Market does not report revenue . . . Managers predict 3% to 5% increase in 1991 . . .

Household Income: \$33,548
 Median Age: 32.9 years
 Median Education: 12.4 years
 Median Home Value: \$56,400
 Population Change (1989-1994): 15.5%
 Retail Sales Change (1989-1994): 44.0%
 Number of Class B or C FM's:
 Revenue per AQH: \$16,008
 Cable Penetration: NA

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 74.4	<15 27.9	12-24 22.2	Non High School
Black 4.9	15-30 27.1	25-54 51.2	Grad: 37.4
Hispanic 20.7	30-50 25.2	55+ 26.5	High School Grad:
Other ---	50-75 14.1		32.1
	75+ 5.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.
 College 1-3 years: 19.0
 College 4+ years: 11.5

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Major Daily Newspapers	AM	PM	SUN	Owner
Stockton Record	53,893		58,147	Gannett

Unemployment	Highest Billing Stations
Jun 79: 8.3%	1. KFMR-F \$1,200,000
Dec 82: NA %	2. KWG 1,100,000
Sep 83: 13.7%	3. KFMR-F 1,000,000
Sep 84: 9.6%	4. KJOY-F 750,000
Aug 85: 12.2%	5. KSTN-F 600,000
Aug 86: 9.0%	
Aug 87: 7.8%	
Aug 88: 8.9%	
Jul 89: 9.5%	
Jul 90: 9.4%	

COMPETITIVE MEDIA

Major Over the Air Television

See Sacramento

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$17,700,000	32.7	.0059
Radio	8,100,000	14.9	.0027
Newspaper	25,900,000	47.8	.0086
Outdoor	2,500,000	4.6	.0008
	\$54,200,000		.0180

Best Restaurants Fish Market (Seafood) El Torito (Mexican) Shadows; Adler Market
 Best Hotels Hilton Ramada Inn Plum Tree Plaza

NO WEATHER DATA AVAILABLE:
 See Sacramento for an approximation.

NOTE: Use Newspaper and Outdoor estimates with caution.
 * See Miscellaneous Comments

Major Radio Station Sales Since 1986

1988 KCVR, KWIN-F (Lodi) \$3,000,000

Miscellaneous Comments

* Split ADI with Sacramento and Modesto. TV revenue is estimate of Stockton's share. Total TV revenue for ADI is estimated at \$168,000,000.

NOTE: Some of these sales may not have been consummated.

TERRE HAUTE

1990 ARB Rank: 170	1990 Revenue: \$4,200,000	Manager's Market Ranking (current): 2.6
1990 MSA Rank: 277	Rev per Share Point: \$48,276	Manager's Market Ranking (future): 3.1
1990 ADI Rank: 133	Population per Station: 12,385 (14)	Duncan's Radio Market Grade: ---
FM Base Value: \$650,000	1990 Revenue Change: 0%	Mathematical Market Grade: IV D
Base Value % : 15.5%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95
Duncan Revenue Est:	3.4	3.6	3.7	4.1	4.2	4.2					
Yearly Growth Rate (85-90): 4.6%											
Projected Revenue Estimates:							4.4	4.6	4.8	5.0	5.2
Revenue per Capita:	25.37	27.07	27.82	30.83	31.82	31.82					
Yearly Growth Rate (85-90): 4.7%											
Projected Revenue per Capita:							33.32	34.88	36.52	38.24	40.03
Resulting Revenue Estimate:							4.4	4.6	4.7	5.0	5.2
Revenue as % of Retail Sales:	.0028	.0028	.0027	.0029	.0028	.0026					
Mean % (85-90): .00277%											
Resulting Revenue Estimate:							4.6	4.9	5.3	5.7	6.0
							MEAN REVENUE ESTIMATE:				
							4.5	4.7	4.9	5.2	5.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.134	.133	.133	.133	.132	.132	.131	.131	.130	.130	.129
Retail Sales (billions):	1.22	1.30	1.36	1.41	1.51	1.60	1.67	1.78	1.90	2.04	2.18

Below-the-Line Listening Shares: 2.1%
 Unlisted Station Listening: 10.9%
 Total Lost Listening: 13.0%
 Available Share Points: 87.0
 Number of Viable Stations: 7
 Mean Share Points per Station: 12.4
 Median Share Points per Station: 11.6
 Rev. per Available Share Point: \$ 48,276

Confidence Levels

1990 Revenue Estimates: Slightly below normal
 1991-1995 Revenue Projections: Slightly below normal

COMMENTS - Market reports to Miller, Kaplan . . . 4 low-revenue stations do not participate . . . Managers predict 2% to 4% revenue increase in 1991 . . .

Estimated Rev. for Mean Station: \$600,000

Household Income: \$26,993
 Median Age: 33.5 years
 Median Education: 12.4 years
 Median Home Value: \$27,400
 Population Change (1989-1994): -1.9%
 Retail Sales Change (1989-1994): 35.2%
 Number of Class B or C FM's: 4 + 1 = 5
 Revenue per AQH: \$16,535
 Cable Penetration: 52.5%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 95.9	<15 35.0	12-24 22.4	Non High School
Black 3.3	15-30 31.9	25-54 46.3	Grad: 34.7
Hispanic 0.5	30-50 22.4	55+ 31.2	High School Grad: 41.7
Other 0.3	50-75 8.2		College 1-3 years: 11.3
	75+ 2.5		College 4+ years: 12.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Major Daily Newspapers
 Terre Haute Tribune-Star AM 35,621 PM SUN 44,070 Owner Ingersoll

Unemployment

Jun 79:	7.7%
Dec 82:	12.6%
Sep 83:	10.6%
Sep 84:	8.3%
Aug 85:	7.7%
Aug 86:	6.0%
Aug 87:	5.8%
Aug 88:	4.9%
Jul 89:	3.5%
Jul 90:	4.5%

Highest Billing Stations

1. WTHI-F	\$1,200,000
2. WMGI-F	800,000
3. WZZQ-F	600,000

COMPETITIVE MEDIA

Major Over the Air Television

WBAK	Terre Haute	38	ABC	Bahakel
WTHI	Terre Haute	10	CBS	Wabash Valley
WTWO	Terre Haute	2	NBC	Glazer

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$14,000,000	39.8	.0093
Radio	4,200,000	11.9	.0026
Newspaper	15,900,000	45.2	.0105
Outdoor	1,100,000	3.1	.0007
	\$35,200,000		.0231

Best Restaurants	Best Hotels	Best Golf Courses
Cafe Oasis	Holiday Inn	Hulman
Richards Town House	Larry Bird's Boston Connection	
MVP Club		

NO WEATHER DATA AVAILABLE:
 See Indianapolis for an approximation.

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1986

1987	WPFR A/F	\$ 750,000
1990	WSDM-F (Brazil)	350,000

Miscellaneous Comments

NOTE: Some of these sales may not have been consummated.

WATERLOO - CEDAR FALLS

1990 ARB Rank: 213	1990 Revenue: \$3,900,000	Manager's Market Ranking (current): 2.9
1990 MSA Rank: 256	Rev per Share Point: \$59,002	Manager's Market Ranking (future): 2.9
1990 ADI Rank: 81 (w/Cedar Rapids & Dubuque)	Population per Station: 13,511 (9)	Duncan's Radio Market Grade: ---
FM Base Value: \$1,500,000	1990 Revenue Change: 5.4%	Mathematical Market Grade: IV D
Base Value %: 38.5%	Station Turnover: 0%	

REVENUE HISTORY AND PROJECTIONS

	85	86	87	88	89	90	91	92	93	94	95	
Duncan Revenue Est:	3.7	3.7	3.4	3.5	3.7	3.9						
Yearly Growth Rate (85-90):	4.6% - assigned											
Projected Revenue Estimates:							4.1	4.3	4.5	4.7	4.9	
Revenue per Capita:	23.72	24.18	22.67	23.49	24.83	26.35						
Yearly Growth Rate (85-90):	5.0% - assigned											
Projected Revenue per Capita:							27.67	29.05	30.50	32.02	33.63	
Resulting Revenue Estimate:							4.1	4.2	4.4	4.6	4.8	
Revenue as % of Retail Sales:	.0046	.0044	.0040	.0040	.0039	.0038						
Mean % (85-90):	.0038% - assigned											
Resulting Revenue Estimate:							4.2	4.4	4.6	4.8	5.1	
							MEAN REVENUE ESTIMATE:	4.1	4.3	4.5	4.7	4.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	85	86	87	88	89	90	91	92	93	94	95
Total Population (millions):	.156	.153	.150	.149	.149	.148	.147	.146	.145	.145	.144
Retail Sales (billions):	.81	.84	.85	.88	.96	1.02	1.10	1.16	1.21	1.26	1.35

Below-the-Line Listening Shares: 13.9%
 Unlisted Station Listening: 20.0%
 Total Lost Listening: 33.9%
 Available Share Points: 66.1
 Number of Viable Stations: 6
 Mean Share Points per Station: 11.0
 Median Share Points per Station: 9.2
 Rev. per Available Share Point: \$ 59,002
 Estimated Rev. for Mean Station: \$650,005

Confidence Levels

1990 Revenue Estimates: Below normal
 1991-1995 Revenue Projections: Below normal

COMMENTS - Managers predict 2% to 4% revenue increase in 1991 . . .

Household Income: \$33,784
 Median Age: 30.9 years
 Median Education: 12.5 years
 Median Home Value: \$46,300
 Population Change (1989-1994): -2.5%
 Retail Sales Change (1989-1994): 30.7%
 Number of Class B or C FM's: 3
 Revenue per AQH: \$27,083
 Cable Penetration: NA

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 94.3	<15 25.3	12-24 26.6	Non High School
Black 5.1	15-30 28.6	25-54 49.3	Grad: 26.5
Hispanic 0.6	30-50 29.9	55+ 24.2	High School Grad:
Other ---	50-75 12.4		43.5
	75+ 3.8		College 1-3 years:
			14.8
			College 4+ years:
			15.2

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications.

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Major Daily Newspapers	AM	PM	SUN	Owner	Unemployment		Highest Billing Stations	
					Jun 79:	5.6%	1. KFMW-F	\$1,100,000
Waterloo Courier		48,406	53,757	Howard	Dec 82:	12.5%	2. KOEL-F	800,000
					Sep 83:	NA %	3. KOKZ-F	650,000
					Sep 84:	9.6%	4. KWLO	600,000
					Aug 85:	13.7%	5. KXEL	350,000
					Aug 86:	17.3%	6. KWAY	250,000
					Aug 87:	NA %	7. KCPI	150,000
					Aug 88:	4.8%		
					Jul 89:	4.6%		
					Jul 90:	4.4%		

COMPETITIVE MEDIA

Major Over the Air Television

See Cedar Rapids

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$12,600,000	42.8	.0123
Radio	3,900,000	13.3	.0038
Newspaper	12,000,000	40.8	.0118
Outdoor	900,000	3.1	.0009
	\$29,400,000		.0288

Best Restaurants Best Hotels
 Faces (General) Holiday Inn Civic Center
 Colony Club (Steak/Sea) Ramada Inn
 Northbank

NO WEATHER DATA AVAILABLE

Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

*Split ADI with Cedar Rapids and Dubuque. TV rev. is estimate of Waterloo's share. Total TV revenue for ADI is estimated at \$31,400,000.

* See Miscellaneous Comments

Major Radio Station Sales Since 1986

1986 KWLO, KFMW-F From Forward to Park \$4,100,000

NOTE: Some of these sales may not have been consummated.

DUNCAN'S RADIO MARKET GUIDE

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AMERICAN RADIO

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