

AMERICAN RADIO

Summer 1992 Supplement



James H. Duncan, Jr.

AMERICAN RADIO
SUMMER 1992 SUPPLEMENT

(Arbitron Rating Period: 25 June - 16 September)

Compiled and edited by:

JAMES H. DUNCAN, JR.

DUNCAN'S AMERICAN RADIO, INC.
BOX 90284
INDIANAPOLIS, IN 46290
(317) 844-0988 or
(317) 630-2888
(317) 684-1937 (fax)

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I N T R O D U C T I O N

I am pleased to present the seventh edition of American Radio Summer Supplement - 1992 Edition. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 97 markets which Arbitron surveys on a quarterly basis.

The Summer Supplement is issued every November.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

James H. Duncan, Jr.
Duncan's American Radio, Inc.
P.O. Box 90284
Indianapolis, IN 46290
(317) 844-0988

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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.

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AKRON

Arbitron Rank/Pop (12+): 67/548,600
 MSA Rank/Pop: 76/654,000
 Cleveland ADI
 Average Person Ratings: 16.8
 Market TSL: 22.00 hours

Stations: 28/7
 Diaries: 1060/518:1/51.2%
 Sample Target: 1030
 % Below Line: 53.8
 % Not Listed: 14.4

1991 Revenue: \$12,600,000
 HH Inc.: \$30,618
 Retail \$: 4.4 Bill
 Pop per Station: 78,371
 #1 Biller: WKDD-F \$3,300,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WGAR-F (C)	71/ 7.7	6.5	5.8	6.3	7.6	6.6	97/1298	873/15.9	15.5	12.0		WGAR-F
2. WNIR-F (T)	61/ 6.6	7.4	4.0	7.3	6.9	6.3	85/938	706/12.9	13.0	11.6	D	WNIR-F
3. WMJI-F (O)	58/ 6.3	5.1	5.1	4.5	5.1	5.3	80/1531	908/16.6	15.4	12.0		WMJI-F
WONE-F (AOR)	58/ 6.3	6.5	8.4	5.9	5.1	6.8	98/1581	963/17.6	16.8	13.0	D	WONE-F
5. WAKR (N/T)	55/ 6.0	4.7	5.7	4.6	3.8	5.3	24/975	839/15.3	14.3	12.3	D	WAKR
6. WKDD-F (CHR)	53/ 5.7	6.5	6.3	4.5	6.1	5.8	82/1801	1083/19.7	17.7	18.9	E	WKDD-F
7. WNCX-F (CL AOR)	42/ 4.6	3.5	3.2	3.0	4.2	3.6	58/1140	696/12.7	9.6	11.5		WNCX-F
8. WMMS-F (AOR)	41/ 4.4	4.7	5.8	4.4	4.1	4.8	59/1285	842/15.3	12.8	14.8		WMMS-F
9. WDOK-F (SAC)	40/ 4.3	6.4	5.5	6.9	4.6	5.8	64/1040	694/12.7	12.9	12.0		WDOK-F
10. WQMX-F (AC)	38/ 4.1	5.1	3.8	2.7	3.0	3.9	62/870	514/ 9.4	9.3	8.4	C	WQMX-F
11. WLTF-F (AC)	37/ 4.0	3.2	4.0	3.2	3.8	3.6	58/1109	694/12.7	9.3	11.2		WLTF-F
12. WZAK-F (B)	35/ 3.8	3.0	2.4	3.0	4.5	3.0	42/510	420/ 7.7	5.6	7.8		WZAK-F
13. WQAL-F (AC)	26/ 2.8	2.4	3.6	2.8	2.3	2.9	44/1061	591/10.8	9.3	8.7		WQAL-F
14. WRMR (BB)	24/ 2.6	3.1	3.6	4.2	3.0	3.4	40/495	357/ 6.5	6.4	5.7		WRMR
15. WSLR (C)	20/ 2.2	2.4	1.9	3.8	1.9	2.6	27/462	348/ 6.3	6.1	5.8	B	WSLR
16. WQXK-F (C)	19/ 2.1	2.4	3.0	2.1	3.1	2.4	86/1082	295/ 5.4	7.2	5.1		WQXK-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 83.54% (660 of 790) (SUM 91: 85.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WKDD-F>>	1 WONE-F>	1 WONE-F	1 WMJI-F	1 WMJI-F	1 WAKR	1 WAKR >	1 WGAR-F	1 WGAR-F	1 WZAK-F	1 WAKR >>
2 WZAK-F	2 WGAR-F<	2 WMJI-F<	2 WGAR-F<	2 WGAR-F	2 WNIR-F	2 WMJI-F	WNIR-F	2 WONE-F	WKDD-F	2 WNIR-F>
WQAL-F	3 WNCX-F	3 WGAR-F<	3 WNCX-F	3 WNCX-F<	3 WMJI-F	3 WNIR-F<	3 WONE-F	3 WMJI-F<	3 WMJI-F<	3 WMJI-F>
WJMO-F	4 WNCX-F	4 WONE-F	4 WONE-F	4 WONE-F	4 WGAR-F	4 WKDD-F	4 WDOK-F<	4 WNIR-F	4 WNIR-F	4 WMMS-F
5 WQMX-F	5 WKDD-F	5 WMMS-F	5 WLTF-F<	5 WLTF-F	5 WDOK-F	5 WGAR-F	5 WMJI-F	5 WKDD-F	WAKR	5 WGAR-F
6	6 WZAK-F	6 WKDD-F	6 WMMS-F	WNIR-F	6	6	6 WNCX-F<	6 WLTF-F	6 WGAR-F	6 WZAK-F
7	7	7	7 WQMX-F	7	7	7	7 WKDD-F	7	7	7 WONE-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKDD-F>>	1 WKDD-F	1 WGAR-F	1 WKDD-F	1 WMJI-F	1 WONE-F>>	1 WONE-F>	1 WNCX-F	1 WONE-F	1 WNCX-F
2 WZAK-F	2 WZAK-F	2 WZAK-F	2 WLTF-F	2 WGAR-F	2 WMMS-F	2 WNCX-F	WONE-F	2 WNCX-F	2 WMJI-F<
3 WONE-F	3 WGAR-F	3 WMMS-F	3 WMJI-F	3 WLTF-F	3 WZAK-F	3 WMMS-F	3 WGAR-F	3 WMMS-F	3 WONE-F
4	4 WMMS-F	4 WLTF-F	4 WQMX-F	4 WQMX-F<	WNCX-F	WGAR-F	4 WMJI-F	4 WGAR-F	4 WGAR-F
5	WONE-F	WONE-F	5 WGAR-F	5 WDOK-F	WNIR-F	5 WNIR-F	5 WMMS-F	5 WMJI-F	5 WMMS-F
6	6 WLTF-F	6 WNCX-F	6 WZAK-F	6 WNIR-F	6 WGAR-F	6 WMJI-F	6 WNIR-F	6 WNIR-F	6 WNIR-F
7	7 WDOK-F	7 WQMX-F	7	7	7	7	7	7	7
8	8 WQMX-F	8	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WHLO 640	Akron/Cleveland	0.9/2.6/	20/	377
WCLV-F 95.5	Cleveland	0.9/2.5/	12/	206
WENZ-F 107.9	Cleveland	1.7/9.6/	29/	880
WHBC-F 94.1	Canton/Akron	1.2/4.0/	55/	828
WJMO-F 92.3	Cleveland Hghts	1.2/6.6/	11/	391
WKNR 1220	Cleveland	1.1/5.9/	25/	485
WNWV-F 107.3	Elyria/Cleveland	1.8/5.7/	19/	447
WQKT-F 104.5	Wooster	0.3/1.2/	33/	539
WRQK-F 106.9	Canton/Akron	1.0/5.0/	42/	951
WTOF-F 98.1	Canton/Akron	0.3/1.8/	5/	305
WWWE 1100	Cleveland	1.4/6.0/	33/	661
WZKL-F 92.5	Alliance/Canton	0.3/1.9/	12/	367

AKRON

RADIO STATIONS

WAKR	,	1590,	5 KW (DA-N)	,	News/Talk	MBS,	\$41.00	(Mc-Guild)	Ragan Henry
WHLO	,	640,	5 KW/500 W (DA-2),	,	Religion	ABC,	\$14.00	(---)	Mortenson
WSLR	,	1350,	5 KW (DA-1)	,	Country	ABC,	\$20.00	(Katz)	Barnstable
WKDD-F,		96.5,	50 KW @ 440	,	CHR		\$74.00	(Katz)	Barnstable
WONE-F,		97.5,	12 KW @ 889	,	AOR	ABC,	\$51.00	(Mc-Guild)	Ragan Henry
WQMX-F,		94.0,	16 KW @ 879	,	AC		\$36.00	(Banner)	(MEDINA)
WNIR-F,		100.1,	3 KW @ 315	,	Talk	CBS,	\$47.00	(K & P)	(KENT)

Other Ranked Stations -- See Canton or Cleveland

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/743,500

Stations: 31/28
Diaries: 1245/597:1/51.5%
Sample Target: 1170
% Below Line: 2.3
% Not Listed: 13.8

1991 Revenue: \$19,000,000
HH Inc.: \$34,434
Retail \$: 7.2 Bil
Pop per Station: 26,553
#1 Biller: WGY \$3,000,000

MSA Rank/Pop: 62/861,000
ADI # 53
Average Person Ratings: 17.2
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WGNA-AF (C)	168/13.1	9.3	11.0	11.5	11.3	11.2	297/2911	1630/21.9	20.5	19.7	D	WGNA-AF
2. WFLY-F (CHR)	124/ 9.7	9.2	11.5	9.5	9.6	10.0	149/2355	1827/24.6	25.4	22.8	D	WFLY-F
3. WGY (FS)	100/ 7.8	8.9	10.4	8.3	8.7	8.9	129/2006	1424/19.2	20.8	19.8	E	WGY
4. WPYX-F (AOR)	88/ 6.9	5.2	5.1	8.0	6.4	6.3	136/2326	1581/21.3	17.8	18.2	D	WPYX-F
5. WQBK-F (CL AOR)	78/ 6.1	5.8	3.5	6.5	6.1	5.5	88/1349	1164/15.7	14.8	14.9	B	WQBK-F
6. WROW-F (SAC)	76/ 5.9	6.9	8.2	7.6	7.8	7.2	93/1438	1134/15.3	14.8	16.8	C	WROW-F
7. WKLI-F (AC)	73/ 5.7	7.3	6.9	7.5	7.1	6.8	97/1423	1132/15.2	16.3	17.7	D	WKLI-F
8. WGY -F (O)	55/ 4.3	5.8	4.5	5.7	5.6	5.1	97/1830	1201/16.2	16.3	20.5	B	WGY -F
9. WZRQ-F (AOR)	48/ 3.8	4.5	2.5	0.9	0.6	2.9	60/817	667/ 9.0	8.0	1.9		WZRQ-F
10. WQBK (N/T)	40/ 3.1	3.4	4.4	3.4	3.3	3.6	40/567	567/ 7.6	7.5	7.1	B	WQBK
11. WTRY-AF (O)	29/ 2.3	2.3	2.9	2.1	2.9	2.4	32/737	628/ 8.4	8.9	12.3	A	WTRY-AF
WPTR (T/N)	29/ 2.3	2.6	2.2	1.5	2.2	2.2	30/602	574/ 7.7	9.1	7.3		WPTR
WABY (BB)	29/ 2.3	1.5	2.9	2.8	1.9	2.4	29/369	357/ 4.8	5.0	4.5		WABY
14. WMVI (BB)	21/ 1.6	1.2	1.0	0.4	---	1.1	23/231	221/ 3.0	1.9	0.0		WMVI
15. WWCP-F (CHR)	19/ 1.5	1.8	1.8	2.1	3.6	1.8	22/675	567/ 7.6	7.4	11.0		WWCP-F
WROW (SAC)	19/ 1.5	1.2	1.5	1.7	1.8	1.5	34/394	321/ 4.3	4.6	6.3		WROW
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 74.59% (822 of 1102) (SUM 91: 74.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WFLY-F	1 WGNA-AF	1 WGNA-AF>	1 WGNA-AF>	1 WGNA-AF	1 WGNA-AF>	1 WGNA-AF>	1 WGNA-AF>	1 WFLY-F	1 WGY >>
2 WZRQ-F>	2 WPYX-F<	2 WFLY-F	2 WFLY-F	2 WFLY-F	2 WGY >	2 WGY	2 WFLY-F	2 WFLY-F	2 WGY	2 WGNA-F
3 WPYX-F	3 WGNA-AF	3 WPYX-F	3 WKLI-F<	3 WKLI-F	3 WROW-F>	3 WFLY-F	3 WGY	3 WPYX-F<	3 WGNA-AF	3 WQBK
4	4 WQBK-F>	4 WQBK-F	4 WPYX-F	4 WPYX-F	4 WKLI-F	4 WPYX-F	4 WPYX-F	4 WQBK-F	4 WPYX-F	4 WPTR >
5	5 WZRQ-F	5 WKLI-F>	5 WQBK-F	5 WQBK-F	5	5 WROW-F	5 WQBK-F	5 WROW-F	5 WKLI-F	5 WPYX-F
6	6 WKLI-F	6 WGY -F	6 WGY -F	6 WGY -F	6	6 WQBK-F<	6 WROW-F<	WGY	6	WABY

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F>>	1 WFLY-F>	1 WGNA-AF	1 WFLY-F	1 WGNA-AF	1 WPYX-F	1 WPYX-F	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF>
2 WQBK-F	2 WGNA-AF	2 WFLY-F	2 WGNA-AF	2 WKLI-F	2 WQBK-F	2 WGNA-AF	2 WPYX-F>	2 WPYX-F	2 WPYX-F
3 WPYX-F>	3 WQBK-F	3 WKLI-F	3 WKLI-F>	3 WFLY-F	3 WZRQ-F	3 WQBK-F	3 WFLY-F	3 WQBK-F	3 WQBK-F
4 WGNA-AF	WPYX-F	4 WPYX-F	4 WPYX-F<	4 WROW-F>	4 WFLY-F	4 WFLY-F	4 WQBK-F	4 WFLY-F>	4 WFLY-F
5 WWCP-F	WKLI-F	5 WQBK-F	5 WQBK-F	5 WGY -F	5 WGNA-AF	5 WZRQ-F	5	5 WZRQ-F	5 WGY -F
WKLI-F	6	6	6	6 WPYX-F	6	6	6	6 WGY -F	6 WGY

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WBUG-AF	101.1	Amstdm/Ft Plain	0.9/1.4/	24/ 331
WCDA-F	96.3	Vrhsvl1/Albany	0.9/1.4/	11/ 101
WCKL	560	Catskill	0.6/1.4/	9/ 118
WCTW-F	98.5	Catskill	0.8/2.0/	17/ 305
WEQX-F	102.7	Manchester	1.2/5.1/	38/ 648
WHRL-F	103.1	Albany	0.8/3.1/	14/ 284
WMYY-F	97.3	Schoharie/Albny	0.4/1.5/	12/ 144
WRAV-F	94.5	Ravena	1.4/5.5/	22/ 454
WSHQ-F	103.5	Coblskl/Schnody	0.5/1.5/	14/ 251
WSSV-F	101.3	Stillwtr/Srtoga	0.3/1.9/	5/ 176
WFAN	660	New York	0.3/0.9/	21/ 310
WJIV-F	101.9	Cherry Valley	0.3/1.6/	8/ 198

ALBANY-SCHENECTEDY-TROY

RADIO STATIONS

WABY	,	1400,	1 KW	,	Nostalgia	UNISUP UNIULT, \$18.00	(Durpetti)	Bendat
WGY	,	810	50 KW	,	Full Service	CBS, \$58.00	(Eastman)	
WPTR	,	1540,	50 KW (DA-1)	,	Talk/News	ABC MBS, \$21.00	(Torbet)	
WQBK	,	1300,	5 KW (DA-2)	,	Talk	NBC ABC, \$27.00	(Banner)	
WROW	,	590,	5 KW/1 KW (DA2)	,	See WROW-FM			
WTRY	,	980,	5 KW (DA-N)	,	Oldies	MBS UNIULT, \$23.00	(Mc-Guild)	Merv Griffin
WEQX-F,		102.7,	1.3 KW @ 759	,	AOR	APR, \$21.00	(---)	(MANCHESTER)
WFLY-F,		92.3,	17 KW @ 850	,	CHR	ABC, \$56.00	(Torbet)	
WGNA-F,		107.7,	12 KW @ 981	,	Country	UNIULT, \$60.00	(Katz)	Barnstable
WGY -F,		99.5,	15 KW @ 925	,	Oldies	CBS, \$31.00	(Eastman)	
WHRL-F,		103.1,	2 KW @ 390	,	Jazz/NAC	MBS, \$17.00	(---)	
WKLI-F,		100.9,	6 KW @ 285	,	AC	, \$52.00	(Durpetti)	Bendat
WPYX-F,		106.5,	16 KW @ 909	,	AOR	ABC, \$59.00	(Mc-Guild)	Merv Griffin
WQBK-F,		103.9,	3 KW @ 298	,	Classic AOR	CBS UNIPWR, \$30.00	(Banner)	
WROW-F,		95.5,	12 KW @ 1023	,	Soft AC	ABC, \$40.00	(Christal)	Radio Terrace
WWCP-F,		96.7,	3 KW @ 239	,	CHR/AOR	SMN SOURCE, \$19.00	(Banner)	
WZRQ-F,		102.3,	4.1 KW @ 387	,	AOR	UNIPWR, \$19.00	(Schubert)	(SARATOGA)

Miscellaneous: WVKZ-F to WWCP-F (July) . . .

ALBUQUERQUE

Arbitron Rank/Pop (12+): 79/463,100
 MSA Rank/Pop: 99/507,000
 ADI # 51
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 26/23
 Diaries: 950/488:1/50.9%
 Sample Target: 930
 % Below Line: 3.0
 % Not Listed: 12.7

1991 Revenue: \$16,300,000
 HH Inc.: \$27,783
 Retail \$: 4.1 Bill
 Pop per Station: 20,134
 #1 Biller: KRST-AF \$3,200,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KRST-AF (C)	123/15.6	16.5	15.4	13.7	15.1	15.3	187/2054	1373/29.6	29.8	29.6	E	KRST-AF
2. KKOB (FS)	86/10.9	8.4	11.5	10.4	8.1	10.3	119/1535	1097/23.7	21.0	20.7	E	KKOB
3. KKSS-F (CHR)	59/ 7.5	4.9	6.2	5.5	8.4	6.0	87/1218	825/17.8	17.0	20.3	C	KKSS-F
4. KKOB-F (AC)	57/ 7.2	7.5	6.6	7.2	7.0	7.1	73/1215	929/20.1	19.6	21.4	D	KKOB-F
5. KZRR-F (AOR)	52/ 6.6	4.4	5.7	7.0	6.1	5.9	70/1101	775/16.7	13.3	15.0	C	KZRR-F
6. KZKL-F (O)	35/ 4.4	3.7	4.0	5.0	5.7	4.3	42/621	569/12.3	11.6	14.2	B	KZKL-F
KMGA-F (SAC)	35/ 4.4	3.7	2.4	4.5	3.3	3.8	40/695	487/10.5	11.0	11.7	A	KMGA-F
8. KLSK-F (CL AOR)	30/ 3.8	5.7	4.5	6.5	6.0	5.1	70/1123	699/15.1	14.8	16.2	C	KLSK-F
KKJY-F (SAC)	30/ 3.8	6.0	5.6	5.4	4.1	5.2	36/634	498/10.8	10.2	10.5	B	KKJY-F
10. KZRQ-F (AOR)	29/ 3.7	2.8	2.4	0.6	1.1	2.4	53/656	382/ 8.2	8.4	5.0		KZRQ-F
KOLT-F (C)	29/ 3.7	3.2	5.2	4.9	5.2	4.3	72/995	525/11.3	11.2	15.2	A	KOLT-F
12. KIVA (BB)	19/ 2.4	1.6	0.4	----	----	1.1	19/213	205/ 4.4	3.3	0.0		KIVA
13. KHFM-F (CL)	17/ 2.2	4.7	3.2	5.0	3.1	3.8	33/533	344/ 7.4	10.5	7.9	A	KHFM-F
14. KAMX-AF (AC)	15/ 1.9	2.4	3.4	3.2	1.7	2.7	25/517	358/ 7.7	9.2	7.8	A	KAMX-AF
15. KASY-F (C)	14/ 1.8	3.4	2.1	1.8	1.8	2.3	30/317	201/ 4.3	4.7	3.4		KASY-F

12+ FM SHARE (METRO): 81.57% (562 of 689) (SUM 91: 84.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F >	1 KRST-AF	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KRST-AF	1 KKOB <	1 KRST-AF	1 KRST-AF >	1 KRST-AF	1 KRST-F
2 KRST-AF >	2 KZRR-F	2 KZRR-F	2 KKOB-F <	2 KKOB-F	KKOB >	2 KRST-AF >	2 KKOB >	2 KKOB-F	2 KKSS-F >	2 KKOB >
3 KZRQ-F	3 KKSS-F >	3 KKOB-F	3 KZRR-F >	3 KZRR-F	3 KKOB-F	3 KKOB-F	3 KKOB-F <	3 KKSS-F	3 KZRQ-F	3 KLSK-F
4	4 KZRQ-F <	4 KKSS-F	4 KKOB	4 KKOB >	4 KKJY-F	4 KZRR-F	4 KZRR-F	4 KKOB	KLSK-F <	4 KBOM-F
5	5 KLSK-F	5 KKOB	5 KZKL-F	5 KZKL-F	5	5 KKSS-F >	5 KKSS-F >	5 KZRR-F	5 KKOB	KQEO
6	KKOB-F	6 KZKL-F	6 KMGA-F	KMGA-F	6	6	6	6 KZKL-F	6 KKOB-F	KKSS-F
7	7	KMGA-F	7	7	7	7	7	7	7	7
8	8	KLSK-F	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKSS-F	1 KRST-AF	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KZRQ-F	1 KZRR-F	1 KZRR-F <	1 KRST-AF	1 KRST-AF
2 KRST-AF >	2 KKSS-F >	2 KZRR-F	2 KKSS-F	2 KKOB-F	2 KKSS-F	2 KRST-AF	2 KRST-AF >	2 KZRR-F	2 KZRR-F
3 KZRQ-F	3 KZRR-F	KKSS-F	KKOB-F	3 KKOB	3 KZRR-F >	3 KZRQ-F	3 KLSK-F	3 KKOB-F	3 KKOB-F
KOLT-F	KOLT-F	4 KKOB-F	4 KZRR-F	4 KMGA-F	4 KLSK-F >	4 KLSK-F	KKOB-F	4 KLSK-F	4 KKOB
5 KLSK-F	5 KKOB-F	5 KOLT-F	KMGA-F	5 KZRR-F	5 KRST-AF	KKSS-F	5 KZKL-F	5 KZRQ-F	5 KZKL-F
6 KMGA-F	6	6	6 KKOB	6 KZKL-F	KRBL-F	6 KKOB-F	KKOB	6 KZKL-F	6 KLSK-F
7	7	7	7 KOLT-F	7	KKOB-F	7	7	KKOB	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KDEF 1150 Albuquerque	0.5/3.0/	4/	140
KMBA 1050 L Ranchs Dalbq	0.4/2.5/	3/	117
KQEO 920 Albuquerque	0.9/2.8/	8/	148
KRBL-F 98.5 Los Alamos/Alb.	1.1/3.7/	18/	308
KUCU-F 107.1 Armijo/Albuq	0.8/2.5/	16/	236
KXKS 1190 Albuquerque/SF	0.8/2.6/	7/	137
KBAC-F 98.1 Las Vegas/SntFe	1.5/4.5/	16/	257
KBOM-F 106.7 Santa Fe/Albque	0.4/1.9/	16/	349
KIOT-F 102.3 Espnola/Snta Fe	1.1/2.6/	12/	218

ALBUQUERQUE

RADIO STATIONS

AM STATIONS

KABQ, 1350, 5 KW/500 W (DA-2), HISPANIC	, \$ 13.00 (Caballero)	
KDEF, 1150, 5 KW/500 W (DA-2), TALK	, \$ 14.00 (---)	
KKOB, 770, 50 KW (DA-2), FULL SERVICE	ABC, \$ 63.00 (McGuild)	Fairmont
KQEO, 920, 1 KW/500 W (DA-N), OLDIES	NBC, CNN, \$ 16.00 (Eastman)	Spacecom
KXKS, 1190, 10 KW (DAYS), HISPANIC	UPI, APR, \$ 17.00 (Caballero)	

FM STATIONS

KAMX, 107.9, 23 KW @ 4129, AC	ABC, \$ 28.00 (Banner)	
KBAC, 98.1, 100 KW @ 1036, PROG AOR	, \$ 19.00 (---)	(LAS VEGAS)
KHFM, 96.3, 20 KW @ 4133, CLASSICAL	, \$ 29.00 (CMBS)	
KASY, 103.3, 23 KW @ 4185, HISPANIC	, \$ 18.00 (Katz Hisp)	
KIOT, 102.3, 9 KW @ 538, JAZZ/WORLD MUSIC	, \$ 19.00 (---)	(ESPANOLA)
KZRQ, 105.1, 100 KW @ 1935, AOR	, \$ 16.00 (Torbet)	(SANTA FE)
KKJY, 100.3, 23 KW @ 4110, EZ/SOFT AC	, \$ 26.00 (Torbet)	Dean
KKOB, 93.3, 22 KW @ 4149, AC	, \$ 55.00 (McGuild)	Fairmont
KKSS, 97.3, 100 KW @ 1876, CHR	, \$ 31.00 (Durpetti)	Sun Group (SANTA FE)
KLSK, 104.1, 100 KW @ 1876, CL AOR	, \$ 36.00 (Christal)	(SANTA FE)
KMGA, 99.5, 23 KW @ 4130, SOFT AC	UNISUP, UNIPWR, \$ 24.00 (Eastman)	Spacecom
KOLT, 105.9, 100 KW @ 1935, COUNTRY	MBS, \$ 21.00 (Christal)	(SANTA FE)
KRST, 92.3, 22 KW @ 4159, COUNTRY	MBS, \$ 70.00 (Katz)	Commonwealth
KRBL, 98.5, 94 KW @ 1751, AOR	, \$ 18.00 (Torbet)	(LOS ALAMOS)
KZKL, 101.7, 3 KW @ 98, OLDIES	, \$ 27.00 (Christal)	(RIO RANCHO)
KZRR, 94.1, 23 KW @ 4130, AOR	SOURCE, \$ 50.00 (Eastman)	Anchor

Miscellaneous: KIDI-F to KASY-F (Aug) . . .

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 64/586,500
 MSA Rank/Pop: 74/687,000
 Philadelphia ADI
 Average Person Ratings: 18.3
 Market TSL: 24.50 hours

Stations: 35/13
 Diaries: 1109/529:1/57.3%
 Sample Target: 1050
 % Below Line: 19.4
 % Not Listed: 11.4

1991 Revenue: \$16,500,000
 HH Inc.: \$33,734
 Retail \$: 5.4 Bill
 Pop per Station: 45,115
 #1 Biller: WLEV-F \$4,000,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WFMZ-F (SAC)	127/11.8	12.4	14.5	13.5	12.1	13.1	138/1362	1182/20.2	21.3	19.1	D	WFMZ-F
2. WLEV-F (AC)	124/11.5	11.1	10.3	9.0	10.2	10.5	139/1746	1485/25.3	23.1	23.7	F	WLEV-F
3. WAEB-F (CHR)	117/10.9	10.0	9.2	10.1	7.5	10.1	125/1825	1634/27.9	24.0	23.5	C	WAEB-F
4. WZZO-F (AOR)	103/ 9.6	9.5	12.3	11.1	12.8	10.6	143/1848	1383/23.6	23.0	24.2	D	WZZO-F
5. WODE-F (OD)	99/ 9.2	6.9	8.1	9.3	6.4	8.4	114/1722	1363/23.2	21.5	20.5	C	WODE-F
6. WAEB (N/T)	53/ 4.9	5.1	4.7	4.6	4.9	4.8	53/852	841/14.3	14.4	13.4	C	WAEB
7. WXXW (C)	43/ 4.0	2.4	3.6	4.9	4.4	3.7	44/469	423/ 7.2	5.6	8.4	B	WXXW
8. WYSP-F (AOR)	39/ 3.6	2.8	2.4	2.6	3.1	2.8	47/847	706/12.0	10.6	10.8		WYSP-F
9. WKAP (O)	31/ 2.9	1.8	2.3	1.3	2.0	2.1	31/325	325/ 5.5	6.0	6.1	A	WKAP
WEST (BB)	31/ 2.9	2.6	3.8	2.3	2.9	2.9	31/299	299/ 5.1	4.6	5.6	A	WEST
11. WXTU-F (C)	28/ 2.6	3.9	1.4	2.6	2.6	2.6	79/797	377/ 6.4	6.6	6.8		WXTU-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 78.05% (743 of 952) (SUM 91: 75.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F>>	1 WZZO-F	1 WZZO-F<	1 WLEV-F	1 WLEV-F	1 WFMZ-F	1 WFMZ-F	1 WLEV-F	1 WLEV-F	1 WAEB-F>	1 WFMZ-F
2 WZZO-F	2 WAEB-F>	2 WLEV-F	2 WODE-F	2 WODE-F	2 WLEV-F	2 WLEV-F	2 WFMZ-F	2 WAEB-F	2 WZZO-F<	2 WLEV-F>
3 WODE-F	3 WLEV-F>	3 WODE-F<	3 WZZO-F	3 WZZO-F	3 WODE-F>	3 WODE-F<	3 WODE-F<	3 WFMZ-F<	3 WLEV-F	3 WZZO-F
4	4 WYSP-F	4 WAEB-F>	4 WAEB-F>	4 WAEB-F	4 WAEB	4 WZZO-F	4 WAEB-F	4 WZZO-F<	4 WFMZ-F>	4 WDB-F
5	5 WODE-F	5 WYSP-F<	5 WFMZ-F	5 WFMZ-F>	5 WXXW	5 WAEB-F	5 WZZO-F>	5 WODE-F>>	5 WODE-F>	5 WAEB
6	6	6 WFMZ-F	6 WYSP-F	6 WYSP-F	6	6 WAEB	6	6	6 WAEB >	6
7	7	7	7	7	7	7 WYSP-F>	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZO-F	1 WAEB-F>	1 WAEB-F>>	1 WLEV-F	1 WLEV-F	1 WZZO-F	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>	1 WZZO-F
2 WAEB-F	2 WLEV-F	2 WLEV-F>	2 WAEB-F	2 WODE-F	2 WAEB-F>>	2 WAEB-F	2 WYSP-F>	2 WLEV-F	2 WODE-F
3 WLEV-F>>	3 WZZO-F	3 WZZO-F>	3 WODE-F	3 WAEB-F>	3 WLEV-F	3 WYSP-F>	3 WAEB-F	3 WODE-F>	3 WLEV-F>
4 WODE-F	4 WODE-F>	4 WODE-F	4 WZZO-F>	4 WFMZ-F>	4 WYSP-F	4 WLEV-F	4 WODE-F>	4 WAEB-F	4 WYSP-F
5 WYSP-F	5 WYSP-F	5 WFMZ-F	5 WFMZ-F	5 WZZO-F	5	5 WODE-F	5 WLEV-F	5 WYSP-F>	5 WFMZ-F
6	6	6	6	6	6	6 WFMZ-F	6 WFMZ-F	6 WFMZ-F	6 WAEB-F
7	7	7	7	7	7	7	7	7	7 WAEB

OTHER RATED STATIONS METRO CUME TSA SHARE/RTG/AQH/CUME

WFMV-F	106.3	Blairstown	0.3/1.1/	5/ 119
WGPA	1100	Bethlehem	0.4/1.4/	4/ 84
WRNJ	1000	Hackettstown	0.6/1.6/	6/ 100
WYNS	1160	Lehighton/Alntn	0.3/1.5/	5/ 184
KYW	1060	Philadelphia	1.0/5.4/	19/ 466
WABC	770	New York	0.7/3.2/	12/ 281
WBYN-F	107.5	Boyertown	0.7/2.4/	14/ 204
WEAZ-F	101.1	Philadelphia	0.6/2.5/	11/ 240
WEGX-F	106.1	Philadelphia	0.8/4.9/	11/ 352
WFAN	660	New York	0.4/2.0/	9/ 203
WFLN-F	95.7	Philadelphia	0.7/2.2/	7/ 159
WIOQ-F	102.1	Philadelphia	0.9/4.6/	12/ 321
WIP	610	Philadelphia	0.5/1.4/	5/ 86
WKRZ-F	98.5	WilkesBarre/Scr	0.6/2.2/	11/ 274
WXXW-F	101.5	Trenton	0.5/1.7/	12/ 307
WVGK-F	102.9	Philadelphia	0.8/3.1/	24/ 285
WMMR-F	93.3	Philadelphia	0.8/4.5/	11/ 379
WNEW-F	102.7	New York	0.4/1.3/	10/ 198
WGL-F	98.1	Philadelphia	0.7/2.0/	15/ 248
WOR	710	New York	0.9/2.3/	23/ 238
WPAT-F	93.1	Paterson	0.4/0.9/	6/ 104
WPLJ-F	95.5	New York	0.4/1.5/	6/ 154
WVDB-F	96.5	Philadelphia	0.8/2.5/	13/ 196
WYXR-F	104.5	Philadelphia	0.7/3.0/	15/ 294

ALLENTOWN-BETHLEHEM

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, NEWS/TALK	MBS, CBS, \$ 27.00 (Katz)	CRB
WEST, 1400, 1 KW	, NOSTALGIA	CBS, \$ 19.00 (McGuild)	TMZ
WKAP, 1320, 5 KW/1 KW (DA-2)	, OLDIES	UNISUP, APR, \$ 16.00 (Durpetti)	Holt
WODE, 1230, 1 KW (DA-2)	, SEE WODE-FM		
WXKW, 1470, 5 KW (DA-N)	, COUNTRY	ABC, \$ 24.00 (Eastman)	
WAEB-F, 104.1, 50 KW @ 500, CHR		UNIPWR, \$ 48.00 (Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 869, EZ		, \$ 58.00 (Torbet)	Dean
WLEV-F, 96.1, 50 KW @ 500, AC		, \$ 85.00 (McGuild)	TMZ
WODE-F, 99.9, 50 KW @ 449, OLDIES		, \$ 40.00 (Christal)	Roth
WZZO-F, 95.1, 30 KW @ 630, AOR		, \$ 64.00 (Durpetti)	Holt

Other Ranked Stations -- See Philadelphia

ATLANTA

Arbitron Rank/Pop (12+): 12/2,456,100
 MSA Rank/Pop: 9/2,870,000
 Average Person Ratings: 17.1
 Market TSL: 22.25 hours

Stations: 23/22
 Diaries: 2227/1103:1/47.9%
 Sample Target: 2030
 % Below Line: 0.5
 % Not Listed: 12.0

1991 Revenue: \$103,000,000
 HH Inc.: \$36,639
 Retail \$: 24.7 Bil
 Pop per Station: 111,640
 #1 Biller: WSB \$12,000,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WVEE-F (B)	499/11.9	13.4	12.4	12.8	12.7	12.6	575/5766	4998/20.3	20.9	17.3	I	WVEE-F
2. WKHX-F (C)	348/ 8.3	8.0	6.2	7.6	4.7	7.5	430/5289	4261/17.3	16.7	11.8	E	WKHX-F
3. WPCF-F (SAC)	281/ 6.7	6.6	7.0	6.9	7.3	6.8	307/5803	5201/21.2	18.6	16.9	H	WPCF-F
4. WSB -F (AC)	275/ 6.6	7.8	8.6	8.1	6.9	7.8	297/5526	4859/19.8	20.2	19.5	I	WSB -F
5. WYAY-FF (C)	273/ 6.5	5.8	9.7	7.3	5.8	7.3	484/5977	3505/14.3	13.6	14.7		WYAY-FF
6. WGST (N/T)	247/ 5.9	5.7	4.5	3.1	3.4	4.8	273/4604	4196/17.1	14.5	9.5	G	WGST
7. WALR-F (B/AC)	237/ 5.7	3.9	3.6	3.9	3.2	4.3	272/3684	3136/12.8	10.2	8.2	D	WALR-F
8. WKLS-F (AOR)	232/ 5.5	6.4	6.1	5.6	6.3	5.9	301/5132	4067/16.6	16.5	16.0	H	WKLS-F
9. WSB (FS)	220/ 5.3	5.7	6.3	8.5	7.2	6.4	234/4631	4130/16.8	17.8	19.9	I	WSB
10. WZGC-F (CL AOR)	197/ 4.7	4.3	4.2	4.5	5.3	4.4	229/4683	4071/16.6	14.6	16.4	G	WZGC-F
11. WFOX-F (O)	195/ 4.7	4.2	4.6	4.2	6.3	4.4	295/5081	3723/15.2	13.9	16.1	H	WFOX-F
12. WAPW-F (CHR)	167/ 4.0	4.6	6.3	4.7	6.5	4.9	228/4699	3582/14.6	14.7	17.9	H	WAPW-F
13. WSTR-F (AC)	166/ 4.0	4.9	4.2	3.6	4.4	4.2	187/3636	3177/12.9	15.5	14.0	F	WSTR-F
14. WAOK (G)	131/ 3.1	2.4	2.6	2.9	2.5	2.8	131/1478	1478/ 6.0	6.0	5.5	D	WAOK
15. WQXI (BB)	61/ 1.5	1.0	1.7	1.0	1.6	1.3	65/934	874/ 3.6	3.2	3.8	B	WQXI
16. WCNN (N)	44/ 1.1	1.2	1.5	1.3	1.0	1.3	49/1594	1425/ 5.8	6.6	6.0	C	WCNN
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 78.76% (2903 of 3686) (SUM 91: 79.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVEE-F>>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WPCF-F	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WVEE-F>	1 WVEE-F<
2 WAPW-F>>	2 WKLS-F	2 WSB -F	2 WSB -F	2 WSB -F	2 WSB	2 WSB	2 WSB -F	2 WKHX-F	2 WALR-F	2 WALR-F>>
3 WKLS-F	3 WZGC-F<	3 WKHX-F	3 WKHX-F	3 WKHX-F	3 WKHX-F	3 WKHX-F	3 WKHX-F	3 WSB -F	3 WPCF-F	3 WYAY-FF>>
4 WKHX-F	4 WKHX-F	4 WALR-F<	4 WKHX-F	4 WALR-F	4 WKHX-F	4 WYAY-FF<	4 WPCF-F<	4 WYAY-FF	4 WGST	4 WKHX-F>>
5	5 WALR-F	5 WKLS-F<	5 WYAY-FF<	5 WPCF-F<	5 WSB -F	5 WSB -F	5 WYAY-FF<	5 WPCF-F	5 WKHX-F	5 WSB <
6	6 WYAY-FF	6 WYAY-FF	6 WFOX-F<	6 WYAY-FF<	6 WYAY-FF	6 WGST <	6 WGST >	6 WKLS-F	6 WKLS-F	6 WPCF-F
7	7 WSTR-F	7 WZGC-F	7 WPCF-F	7 WFOX-F	7 WVEE-F<	7 WKLS-F	7	7	7	7
8	8 WSB -F	8	8	8 WGST	8 WFOX-F	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVEE-F>>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WKLS-F<	1 WZGC-F	1 WVEE-F	1 WGST
2 WKHX-F	2 WSTR-F	2 WSTR-F<	2 WSB -F	2 WSB -F	2 WKLS-F>	2 WVEE-F	2 WKLS-F	2 WKLS-F	2 WVEE-F
3 WAPW-F	3 WYAY-FF<	3 WALR-F	3 WKHX-F	3 WKHX-F<	3 WKHX-F	3 WZGC-F	3 WVEE-F	3 WZGC-F	3 WKHX-F
4 WYAY-FF	4 WKHX-F	4 WYAY-FF	4 WALR-F	4 WPCF-F<	4 WZGC-F	4 WKHX-F	4 WALR-F>	4 WKHX-F<	4 WYAY-FF
5 WSTR-F	5 WALR-F	5 WSB -F	5 WSTR-F<	5 WALR-F	5 WSB -F	5 WALR-F>	5 WGST <	5 WGST	5 WKLS-F<
6 WZGC-F	6 WSB -F	6 WKLS-F	6 WPCF-F<	6 WFOX-F	6 WAPW-F	6 WAPW-F	6 WKHX-F	6 WYAY-FF	6 WZGC-F
7 WKLS-F	7 WKLS-F	7 WKHX-F	7 WYAY-FF	7	7	7	7	7	7
8 WSB -F	8 WZGC-F	8 WZGC-F	8	8	8	8	8	8 WSB -F	8 WFOX-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WAFS 920 Atlanta	0.4/1.0/ 18/ 294		
WCHK-F 105.7 Canton/Atlanta	0.3/1.7/ 17/ 509		
WGUN 1010 Atlanta	0.5/2.1/ 24/ 576		
WIGO 1340 Atlanta	0.5/1.8/ 20/ 434		
WYZE 1480 Atlanta	0.5/0.9/ 21/ 214		
WNGC-F 95.5 Athens	0.5/1.7/ 79/1028		

ATLANTA

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW	,	Gospel	NBN NBC, \$ 50.00	(Mc-Guild)	Summit
WCNN,	680,	50 KW/10 KW (DA-N),	,	News	CNN, UNISUP, \$ 40.00	(Katz)	
WGKA,	1190,	10 KW (DAYS)	,	Classical	, \$ 36.00	(CMBS)	
WGST,	640,	50 KW/1 KW (DA-2)	,	News/Talk	ABC MBS, \$ 95.00	(Eastman)	Jacor
WIGO,	1340,	1 KW	,	Black	SBN, \$ 35.00	(Roslin)	
WQXI,	790,	5 KW/1 KW (DA-N)	,	Nostalgia	UNISUP, UNIULT, \$ 50.00	(Banner)	Jefferson-Pilot
WSB,	750,	50 KW	,	Full Service	APR, \$190.00	(Christal)	Cox

FM STATIONS

WALR,	104.7,	100 KW @ 981	,	Black AC	UNISUP, \$ 66.00	(Katz)	(ATHENS)
WAPW,	99.7,	100 KW @ 1033	,	CHR	, \$160.00	(Durpetti)	Susquehanna
WFOX,	97.1,	97 KW @ 1571	,	Oldies	, \$167.00	(MMR)	Shamrock (GAINESVILLE)
WKHX,	101.5,	99 KW @ 968	,	Country	, \$135.00	(Katz)	Cap Cities/ABC
WKLS,	96.1,	99 KW @ 984	,	AOR	, \$186.00	(Katz)	Great American
WPCH,	94.9,	99 KW @ 984	,	Soft AC/EZ	CBS, \$165.00	(Eastman)	Jacor
WSB,	96.5,	100 KW @ 918	,	AC	, \$230.00	(Christal)	Cox
WSTR,	94.1,	100 KW @ 909	,	AC	, \$138.00	(Banner)	Jeff-Pilot
WVEE,	103.3,	100 KW @ 1020	,	Black	SOURCE, \$180.00	(Mc-Guild)	Summit
WYAI,	104.1,	60 KW @ 1217	--	Simulcast with WYAY-F (licensed to LaGrange)			
WYAY,	106.7,	99 KW @ 1401	,	Country	CBS, \$170.00	(Mc-Guild)	NewCity (GAINESVILLE)
WZGC,	92.9,	99 KW @ 909	,	Classic AOR	, \$150.00	(HNWH)	Cook Inlet

AUSTIN

Arbitron Rank/Pop (12+): 59/668,800
 MSA Rank/Pop: 66/762,000
 ADI # 71
 Average Person Ratings: 15.6
 Market TSL: 20.50 hours

Stations: 22/18
 Diaries: 1119/598:1/50.0%
 Sample Target: 1100
 % Below Line: 2.4
 % Not Listed: 18.6

1991 Revenue: \$22,500,000
 HH Inc.: \$31,525
 Retail \$: 6.3 Bil
 Pop per Station: 37,155
 #1 Biller: KASE-F \$5,500,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KASE-F (C)	170/16.3	15.3	17.2	15.7	15.8	16.1	243/2550	1887/28.2	28.4	26.9	G	KASE-F
2. KHFI-F (CHR)	82/ 7.9	7.2	5.3	7.5	6.3	7.0	93/1580	1349/20.2	21.7	18.8	C	KHFI-F
3. KLBJ-F (AOR)	80/ 7.7	6.4	5.4	6.9	8.3	6.6	105/1778	1429/21.4	16.9	18.9	D	KLBJ-F
4. KKMJ-F (SAC)	74/ 7.1	8.3	7.4	7.7	7.9	7.6	81/1162	1104/16.5	20.3	17.9	D	KKMJ-F
5. KLBJ (N/T)	63/ 6.0	6.3	7.0	6.4	5.3	6.4	79/1205	1009/15.1	15.8	13.9	C	KLBJ
6. KPEZ-F (CL AOR)	55/ 5.3	4.8	4.7	5.4	6.0	5.1	59/1037	962/14.4	12.5	13.0	C	KPEZ-F
7. KVET-F (C)	51/ 4.9	5.8	5.8	5.1	4.7	5.4	63/1103	946/14.1	13.7	13.2	C	KVET-F
8. KGSR-F (AOR)	48/ 4.6	3.6	4.1	4.7	3.7	4.3	48/836	796/11.9	9.4	8.2	C	KGSR-F
9. KEYI-F (AC)	36/ 3.4	3.1	3.5	3.9	4.5	3.5	41/746	606/ 9.1	12.9	13.2	C	KEYI-F
10. KFGI-F (AC)	33/ 3.2	2.1	1.0	1.8	1.8	2.0	35/759	667/10.0	7.9	6.8		KFGI-F
11. KMXX-F (AC)	26/ 2.5	4.1	4.8	4.0	4.5	3.8	41/1158	786/11.8	13.2	18.6		KMXX-F
12. KMOW (BB)	21/ 2.0	1.6	2.3	2.0	2.4	2.0	21/273	273/ 4.1	3.0	3.3		KMOW
13. KNNC-F (AOR)	19/ 1.8	1.7	2.5	0.4	----	1.6	23/488	409/ 6.1	7.4	0.0		KNNC-F
14. KVET (C)	16/ 1.5	0.7	1.3	1.6	2.0	1.3	16/266	266/ 4.0	2.6	4.3	C	KVET
15. KIXL (REL)	15/ 1.4	0.9	0.4	0.6	0.5	0.8	16/269	245/ 3.7	2.4	2.3		KIXL
16. KLTD-F (O)	14/ 1.3	2.2	3.6	2.4	2.6	2.4	23/660	371/ 5.5	9.0	8.4	B	KLTD-F

17.
18.
19.
20.

12+ FM SHARE (METRO): 82.94% (705 of 850) (SUM 91: 83.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHFI-F>>	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>>	1 KASE-F>	1 KASE-F>	1 KASE-F	1 KASE-F>>
2 KASE-F>	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F	2 KKMJ-F	2 KLBJ	2 KLBJ	2 KKMJ-F	2 KLBJ-F<	2 KHFI-F>	2 KKMJ-F>>
3 KNNC-F	3 KHFI-F>	3 KHFI-F	3 KKMJ-F	3 KGSR-F<	3 KKMJ-F>	3 KLBJ-F<	3 KLBJ-F	3 KHFI-F	3 KLBJ-F	3 KLBJ >
4	4 KPEZ-F	4 KPEZ-F	4 KGSR-F<	4 KPEZ-F	4 KVET-F	4 KKMJ-F	4 KLBJ <	4 KKMJ-F<	4 KKMJ-F	4 KVET
5	5 KKMJ-F	5 KKMJ-F	5 KPEZ-F	5 KLBJ	5 KGSR-F	5 KHFI-F<	5 KPEZ-F<	5 KLBJ	5	5
6	6 KEYI-F	6 KGSR-F	6 KLBJ	6	6	6 KVET-F	6 KHFI-F	6 KPEZ-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHFI-F	1 KASE-F	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KHFI-F	1 KLBJ-F	1 KLBJ-F	1 KASE-F	1 KASE-F
2 KASE-F>	2 KHFI-F	2 KKMJ-F>	2 KKMJ-F	2 KKMJ-F>>	2 KLBJ-F	2 KASE-F>	2 KASE-F>	2 KLBJ-F	2 KLBJ-F
3 KEYI-F>>	3 KKMJ-F	3 KLBJ-F	3 KHFI-F>	3 KLBJ-F	KASE-F>	3 KPEZ-F>	3 KPEZ-F>	3 KPEZ-F>	3 KPEZ-F
4 KLBJ-F	4 KEYI-F	4 KHFI-F	4 KEYI-F	4 KGSR-F	4 KPEZ-F	4 KHFI-F>	4 KLBJ	4 KGSR-F	4 KLBJ
5	5 KLBJ-F	5 KGSR-F	5 KLBJ-F	5	5 KVET-F>	5 KVET-F	5 KKMJ-F	5 KLBJ	5 KGSR-F
6	6	6 KEYI-F	6	6	6 KNNC-F	6	6 KGSR-F	6 KHFI-F	6

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KELG	1440	Elgin/Austin	0.9/1.3/	9/ 84
KTXZ	1560	W Lake Hills/As	1.2/2.2/	13/ 179
KCYY-F	100.3	San Antonio	0.5/1.0/	5/ 91
KXTN-F	107.5	San Antonio	0.5/1.3/	7/ 109
WACO-F	99.9	Waco/Temple	0.7/1.9/	41/ 517
WOAI	1200	San Antonio	0.8/3.0/	12/ 365

RADIO STATIONS

KLBJ	, 590,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS, \$40.00	(Eastman)
KMOW	, 1490,	1 KW	Nostalgia	SMN CNN, \$20.00	(Banner)
KTXZ	, 1560,	2.5 KW (DA-2)	Hispanic	UNIULT, \$19.00	(---)
KVET	, 1300,	5 KW/1 KW (DA-2),	Country	ABC, \$ NA	(Katz)
KASE-F,	100.7,	100 KW @ 1191	Country	,\$ 91.00	(Katz)
KFGI-F,	94.7,	97 KW @ 1256	Country	SMN, \$22.00	(Durpetti)
KMXX-F,	93.3,	93 KW @ 1948	CHR	,\$44.00	(Christal) Booth (KILLEEN)
KEYI-F,	103.5,	90 KW @ 1246	AC	,\$35.00	(Banner)
KGSR-F,	107.1,	46 KW @ 518	AOR	,\$33.00	(Mc-Guild) Beasley (BASTROP)
KHFI-F,	96.7,	100 KW @ 686	CHR	,\$36.00	(Banner) Rusk (GEORGETOWN)
KKMJ-F,	95.5,	100 KW @ 1000	Soft AC	,\$61.00	(MMR) Amaturo
KLBJ-F,	93.7,	97 KW @ 1050	AOR	,\$64.00	(Eastman)
KLTD-F,	98.9,	19 KW @ 298	Oldies	UNIULT, \$30.00	(Torbet) Shamrock-Lynett (LAMPASAS)
KPEZ-F,	102.3,	20 KW @ 686	Classic AOR	,\$40.00	(Christal) Clear Channel
KVET-F,	98.1,	100 KW @ 209	Country	,\$40.00	(Katz) Spur

Miscellaneous: KBTS-F to KMXX-F and format from CHR to AC (Sep) . . . KATG-F to KFGI (March) . . .

BAKERSFIELD

Arbitron Rank/Pop (12+): 92/382,800
 MSA Rank/Pop: 91/558,000
 ADI # 132
 Average Person Ratings: 16.1
 Market TSL: 21.75 hours

Stations: 29/24
 Diaries: 919/417:1/43.9%
 Sample Target: 830
 % Below Line: 2.4
 % Not Listed: 10.7

1991 Revenue: \$13,900,000
 HH Inc.: \$34,834
 Retail \$: 3.3 Bil
 Pop per Station: 15,950
 #1 Biller: KUZZ-AF \$2,800,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KUZZ-F (C)	98/15.9	14.2	16.3	13.9	16.3	15.1	100/1300	1169/30.5	27.2	28.2	D	KUZZ-F
2. KKXX-F (CHR)	63/10.2	10.3	10.8	12.1	8.7	10.9	63/923	894/23.4	22.2	22.6	C	KKXX-F
3. KERN (N/T)	42/ 6.8	6.9	6.5	6.7	8.5	6.7	42/485	485/12.7	14.6	15.3		KERN
4. KRAB-F (AOR)	37/ 6.0	7.2	6.3	4.5	3.4	6.0	37/518	518/13.5	12.9	7.5		KRAB-F
5. KLLY-F (AC)	32/ 5.2	4.1	4.7	4.0	3.5	4.5	32/448	438/11.4	10.2	7.7		KLLY-F
6. KGFM-F (SAC)	30/ 4.9	5.2	6.1	5.4	5.7	5.4	30/407	407/10.6	10.9	9.6		KGFM-F
KCWR (C)	30/ 4.9	3.8	1.3	4.5	2.7	3.6	37/361	281/ 7.3	5.5	7.2		KCWR
8. KERN-F (O)	27/ 4.4	2.7	3.1	3.5	3.9	3.4	27/493	493/12.9	10.9	11.2		KERN-F
9. KWAC (SP)	26/ 4.2	5.2	3.7	5.0	6.7	4.5	27/315	305/ 8.0	9.4	10.4		KWAC
10. KSUV-F (SP)	25/ 4.0	3.1	3.1	0.8	1.6	2.8	29/299	251/ 6.6	6.3	2.8		KSUV-F
11. KMYX-F (SAC)	14/ 2.3	1.1	1.3	1.3	1.1	1.5	15/229	211/ 5.5	5.0	3.1		KMYX-F
KKBB-F (CL AOR)	14/ 2.3	3.6	2.6	3.4	4.8	3.0	14/292	274/ 7.2	8.5	10.9		KKBB-F
13. KCHT-F (CHR)	13/ 2.1	0.6	1.0	1.3	1.1	1.3	13/227	227/ 5.9	4.6	5.2		KCHT-F
14. KAFY (SP)	12/ 1.9	3.8	4.0	3.4	3.2	3.3	12/240	219/ 5.7	7.7	7.4		KAFY
15. KTIE-F (C)	11/ 1.8	1.1	1.1	0.7	1.6	1.2	11/230	230/ 6.0	4.0	4.6		KTIE-F
KNZR (N/T)	11/ 1.8	0.8	2.3	1.5	2.5	1.6	11/263	263/ 6.9	5.2	6.5		KNZR
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 72.28% (399 of 552) (SUM 91: 66.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKXX-F	1 KKXX-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KKXX-F	1 KERN
2 KUZZ-F	2 KUZZ-F	2 KKXX-F	2 KKXX-F	2 KKXX-F	2 KERN	2 KKXX-F	2 KERN	2 KKXX-F	2 KUZZ-F	2 KUZZ-F
3 KRAB-F	3 KRAB-F	3 KRAB-F	3 KLLY-F	3 KERN	3 KCWR	3 KERN	3 KKXX-F	3 KRAB-F	3 KRAB-F	3 KNZR
4 KSUV-F	4 KLLY-F	KLLY-F	4 KERN	4 KLLY-F	4 KGFM-F	4 KWAC	4 KLLY-F	4 KLLY-F	4 KERN	4 KHIS-F
5	5 KSUV-F	5 KERN	5 KWAC	5 KWAC	5 KWAC	5 KCWR	5 KRAB-F	5 KERN	5	5 KRAB-F
6	KERN-F	6 KERN-F	KRAB-F	6 KGFM-F	6	6 KLLY-F	6	6 KGFM-F	6	6
7	7	7	KERN-F	KERN-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRAB-F	1 KKXX-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KKXX-F	1 KKXX-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F
2 KKXX-F	2 KUZZ-F	KLLY-F	2 KKXX-F	2 KKXX-F	2 KUZZ-F	2 KUZZ-F	2 KUZZ-F	2 KKXX-F	2 KERN
3 KUZZ-F	3 KLLY-F	3 KKXX-F	3 KLLY-F	3 KLLY-F	3 KERN-F	3 KRAB-F	3 KRAB-F	3 KERN	3 KKXX-F
4 KCHT-F	4 KRAB-F	4 KGFM-F	4 KRAB-F	4 KCWR	4 KRAB-F	4 KERN-F	4 KLLY-F	4 KRAB-F	4 KRAB-F
5 KSUV-F	5 KGFM-F	5 KRAB-F	5 KSUV-F	5 KGFM-F	5 KSUV-F	5 KLLY-F	5 KMYX-F	5 KERN-F	5 KWAC
6	6	6	6	6	6	6 KSUV-F	6	6	6 KMYX-F
7	7	7	7	7	7	7	7	7	7 KLLY-F
8	8	8	8	8	8	8	8	8	8 KERN-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KBID 1350 Bakersfield	1.1/2.7/ 8/ 124		
KCHJ 1010 Delano	0.6/2.7/ 4/ 122		
KCNQ-F 102.5 Kernville/LkIsb	1.1/1.9/ 9/ 90		
KERI 1180 Wasco	1.0/3.9/ 10/ 183		
KGEO 1230 Bakersfield	1.5/5.1/ 9/ 197		
KHIS 800 Bakersfield	0.6/1.4/ 4/ 52		
KHIS-F 96.5 Bakersfield	1.3/5.2/ 8/ 209		
KIWI-F 92.1 Bakersfield	1.1/4.3/ 7/ 163		
KBOS-F 94.9 Tulare	1.0/3.2/ 38/ 586		
KLOS-F 95.5 Los Angeles	0.5/1.8/ 13/ 182		
KMJ 580 Fresno	0.3/1.8/ 45/ 471		
KQLZ-F 100.3 Los Angeles	0.3/1.0/ 2/ 45		
KTPI-F 103.1 Tehachapi/Lncst	0.3/1.8/ 7/ 163		

BAKERSFIELD

RADIO STATIONS

KAFY , 970, 1 KW (DA-1) , Hispanic	UPI, \$18.00 (Caballero)		
KCWR , 550, 5 KW (DA-2) , Country	, \$ NA (Katz)	Buck Owens	
KERN , 1410, 1 KW , News/Talk	NBC-T ABC, \$23.00 (Christal)	Amer. General	
KGEO , 1230, 1 KW , Oldies	UNISUP CBS, \$12.00 (Mc-Guild)		
KWAC , 1490, 1 KW , Hispanic	, \$24.00 (Caballero)		
KERN-F, 94.1, 4.5 KW @ 1309 , Oldies	, \$19.00 (Christal)	Amer. General	
KGFM-F, 101.5, 4.8 KW @ 1279 , Soft AC/EZ	UNISUP, \$25.00 (Mc-Guild)		
KIWI-F, 92.1, 6 KW @ 164 , Classical	, \$21.00 (CMBS)		
KKBB-F, 97.7, 3 KW @ 298 , Classic AOR	, \$20.00 (Eastman)		(SHAFTER)
KKXX-F, 105.3, 35 KW @ 581 , CHR	, \$32.00 (Durpetti)	Salem	(DELANO)
KLLY-F, 95.3, 13 KW @ 462 , AC	AP, \$22.00 (HNWH)	Buckley	(OILDALE)
KRAB-F, 106.3, 3.9 KW @ 374 , AOR	UNISUP, \$23.00 (Banner)		(GREENACRE)
KUZZ-F, 107.9, 5.8 KW @ 1358 , Country	, \$60.00 (Katz)	Buck Owens	
KSUV-F, 102.9, 21 KW @ 364 , Hispanic	, \$17.00 (Caballero)		

BALTIMORE

Arbitron Rank/Pop (12+): 19/2,014,800
 MSA Rank/Pop: 17/2,400,000
 ADI # 22
 Average Person Ratings: 18.8
 Market TSL: 24.75 hours

Stations: 37/20
 Diaries: 2116/952:1/48.1%
 Sample Target: 1920
 % Below Line: 16.3
 % Not Listed: 11.8

1991 Revenue: \$59,800,000
 HH Inc.: \$36,013
 Retail \$: 17.7 Bil
 Pop per Station: 100,740
 #1 Biller: WBAL \$9,300,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WBAL (N/T)	388/10.2	9.5	7.2	7.5	8.3	8.6	395/5265	5013/24.9	21.8	20.4	H	WEAL
2. WPOC-F (C)	304/ 8.0	8.7	8.9	6.9	7.1	8.1	348/4077	3426/17.0	17.3	13.6	G	WPOC-F
3. WLIF-F (SAC)	271/ 7.2	7.3	7.1	6.1	6.6	6.9	290/3669	3363/16.7	16.6	15.7	G	WLIF-F
4. WXYV-F (B)	244/ 6.4	6.3	6.1	8.1	8.2	6.7	252/3332	3061/15.2	14.4	16.8	G	WXYV-F
5. WQSR-F (O)	224/ 5.9	5.3	5.7	5.6	5.9	5.6	231/2981	2794/13.9	13.7	14.0	H	WQSR-F
6. WIYY-F (AOR)	217/ 5.7	5.2	5.5	5.5	6.8	5.5	261/4011	3255/16.2	16.0	15.5	H	WIYY-F
7. WWMX-F (AC)	201/ 5.3	5.6	5.4	6.3	5.1	5.7	210/3603	3338/16.6	15.7	15.2	H	WWMX-F
8. WERQ-F (CHR)	159/ 4.2	4.7	4.6	3.3	0.9	4.2	174/2929	2638/13.1	13.3	5.5	C	WERQ-F
9. WHFS-F (AOR)	145/ 3.8	3.7	2.4	2.8	2.7	3.2	150/2047	1891/ 9.4	9.0	6.7	G	WHFS-F
10. WBSB-F (AC)	141/ 3.7	3.2	2.8	4.2	5.6	3.5	154/2489	2252/11.2	12.4	15.0	F	WBSB-F
11. WWIN-F (B)	115/ 3.0	3.1	2.7	4.3	3.0	3.3	117/1527	1511/ 7.5	8.0	9.9	C	WWIN-F
12. WCBM (T)	94/ 2.5	2.8	4.3	3.6	3.2	3.3	96/1512	1447/ 7.2	7.5	6.9	B	WCBM
13. WGRX-F (CL AOR)	85/ 2.2	1.7	1.9	1.9	1.6	1.9	115/2241	1677/ 8.3	8.0	7.0	B	WGRX-F
14. WWDC-F (AOR)	84/ 2.2	1.7	2.4	2.6	1.8	2.2	92/1893	1613/ 8.0	7.3	7.7		WWDC-F
15. WITH (BB)	70/ 1.8	2.4	2.6	2.4	2.4	2.3	70/1020	1020/ 5.1	4.5	4.2	B	WITH
16. WPGC-F (CHR)	68/ 1.8	1.7	1.8	1.9	2.8	1.8	78/1584	1338/ 6.6	7.7	8.6		WPGC-F
17. WHUR-F (B)	55/ 1.5	0.9	1.0	1.4	1.1	1.2	58/758	655/ 3.3	5.0	4.4		WHUR-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 76.71% (2562 of 3340) (SUM 91: 75.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERQ-F	1 WIYY-F<	1 WXYV-F	1 WQSR-F	1 WQSR-F	1 WBAL >	1 WBAL >	1 WLIF-F<	1 WLIF-F<	1 WBAL >>	1 WBAL >>
2 WIYY-F<	2 WXYV-F	2 WWMX-F	2 WWMX-F<	2 WPOC-F	2 WPOC-F	2 WPOC-F	2 WPOC-F<	2 WPOC-F	2 WXYV-F	2 WPOC-F
3 WXYV-F	3 WHFS-F	WIYY-F<	3 WXYV-F	3 WWMX-F<	3 WLIF-F	3 WLIF-F<	3 WBAL	3 WBAL <	3 WIYY-F	3 WLIF-F
4	4 WWMX-F	4 WQSR-F	4 WLIF-F	4 WLIF-F	4 WQSR-F	4 WXYV-F	4 WQSR-F	4 WIYY-F	4 WERQ-F	4 WXYV-F
5	5 WBSB-F<	5 WPOC-F	5 WLIF-F	5 WXYV-F	5	5 WQSR-F	5 WXYV-F<	5 WXYV-F<	5 WPOC-F	5 WCBM
6	6 WERQ-F	6 WLIF-F	6 WIYY-F	6 WIYY-F	6	6 WWMX-F<	6 WIYY-F<	6 WWMX-F	6	6 WWIN-F
7	7 WPOC-F	7 WHFS-F	7	7	7	7 WIYY-F>	7 WWMX-F>	WQSR-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXYV-F	1 WXYV-F	1 WXYV-F	1 WXYV-F	1 WLIF-F	1 WIYY-F>	1 WIYY-F>	1 WIYY-F	1 WIYY-F	1 WQSR-F
2 WIYY-F	2 WWMX-F	2 WWMX-F	2 WWMX-F	2 WPOC-F	2 WXYV-F	2 WXYV-F	2 WXYV-F	2 WQSR-F	2 WIYY-F<
3 WBSB-F<	3 WIYY-F	3 WWIN-F	3 WPOC-F	3 WQSR-F<	3 WERQ-F	3 WHFS-F	3 WHFS-F	3 WXYV-F	3 WPOC-F
4 WHFS-F	4 WBSB-F<	4 WIYY-F	4 WLIF-F	4 WWMX-F	4 WHFS-F	4 WHFS-F	4 WWDC-F	4 WHFS-F	WBAL
5 WWMX-F	5 WHFS-F	5 WHFS-F	5 WQSR-F	5 WXYV-F>	5 WWDC-F	5 WERQ-F	5 WWMX-F	5 WWDC-F	5 WWMX-F
6 WERQ-F>	6 WERQ-F<	WPOC-F	6 WBSB-F<	6 WWIN-F	6 WJFK	6 WWMX-F	6 WPOC-F	6 WWMX-F	6 WXYV-F
7 WPOC-F	7 WPOC-F	WBSB-F	7 WIYY-F	7	7 WGRX-F	7	7 WLIF-F	7 WPOC-F	7 WHFS-F
8 WPGC-F	8 WWIN-F	8 WERQ-F	8 WERQ-F	8	8 WBSB-F	8	8 WGRX-F	8	8
9 WLIF-F	9	9	9	9	9	9	9 WBSB-F	9	9

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WBGR 860	Baltimore	0.7/2.3/	25/ 463
WCAO 600	Baltimore	1.4/3.1/	53/ 648
WEBB 1360	Baltimore	0.3/1.5/	13/ 299
WHVY-F 103.1	Grasonvl/Bltmor	0.5/3.4/	31/ 811
WRBS-F 95.1	Baltimore	1.4/3.5/	58/ 805
WWIN 1400	Baltimore	0.9/3.3/	35/ 668
WXCX-F 103.7	Havre De Grace	0.4/1.0/	28/ 384
WASH-F 97.1	Washington	0.4/2.1/	14/ 438
WAVA-F 105.1	Arlington/Wash	0.4/1.6/	19/ 359
WGAY-F 99.5	Washington	0.7/2.1/	30/ 509
WJFK 1300	Baltimore	1.1/2.8/	43/ 620
WJFK-F 106.7	Manassas/Wash	0.2/0.8/	10/ 205
WJZE-F 100.3	Washington	0.6/1.0/	21/ 196
WKYS-F 93.9	Washington	0.3/2.1/	21/ 539
WMAL 630	Washington	0.4/1.1/	16/ 229
WMZQ-F 98.7	Washington	0.5/2.1/	32/ 580
WRQX-F 107.3	Washington	0.5/3.2/	35/ 837
WTOP 1500	Washington	1.1/5.3/	47/1178
WWMD-F 104.7	Hagerstown	0.3/0.9/	23/ 372
WXTR-F 104.1	Waldorf/Washgtn	0.4/1.2/	20/ 383

BALTIMORE

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N) , NEWS/TALK
 WBGR, 860, 2.5 KW/100 W (DA-1), GOSPEL
 WCAO, 600, 5 KW (DA-1) , GOSPEL
 WCBM, 680, 10 KW/5 KW (DA-2) , TALK

 WEBB, 1360, 5 KW/1.7 KW (DA-1), BLACK
 WITH, 1230, 1 KW , NOSTALGIA
 WWIN, 1400, 1 KW , GOSPEL

CBS, \$ 146.00 (HNWH) Hearst
 NBN, \$ 45.00 (Roslin) Mortenson
 NBC, \$ 37.00 (Mc-Guild) Summit
 ABC, \$ 43.00 (Katz)

 SBN, \$ 31.00 (Roslin)
 MBS, \$ 37.00 (---)
 , \$ 29.00 (Durpetti)

FM STATIONS

WBSB, 104.3, 50 KW @ 420, AC/CHR
 WERQ, 92.3, 37 KW @ 571, CHR
 WGRX, 100.7, 16 KW @ 859, CLASSIC AOR
 WIYY, 97.9, 14 KW @ 951, AOR
 WLIF, 101.9, 14 KW @ 961, EZ/SOFT AC

 WPOC, 93.1, 16 KW @ 859, COUNTRY
 WQSR, 105.7, 50 KW @ 492, OLDIES
 WRBS, 95.1, 50 KW @ 498, RELIGION
 WWIN, 95.9, 3 KW @ 298, BLACK
 WMMX, 106.5, 7.4 KW @ 1217, AC
 WXYV, 102.7, 50 KW @ 400, BLACK

ABC, \$ 101.00 (Banner)
 APR, \$ 60.00 (MMR) United
 ABC, \$ 47.00 (Durpetti) Shamrock-Lynett (WESTMINSTER)
 ABC, \$ 142.00 (HNWH) Hearst
 , \$ 138.00 (Christal) Infinity

 ABC, \$ 119.00 (Banner) Nationwide
 , \$ 140.00 (MMR) Sconnix
 , \$ 23.00 (---)
 , \$ 59.00 (Durpetti)
 , \$ 172.00 (Katz) Capitol-Goodman
 , \$ 127.00 (McGuild) Summit

OTHER RANKED STATIONS -- SEE WASHINGTON

BATON ROUGE

Arbitron Rank/Pop (12+): 84/423,800

Stations: 18/14
Diaries: 939/451:1/47.9%
Sample Target: 930
% Below Line: 10.0
% Not Listed: 13.9

1991 Revenue: \$12,800,000
HH Inc.: \$28,134
Retail \$: 4.3 Bil
Pop per Station: 30,271
#1 Biller: WYNK-AF \$3,600,000

MSA Rank/Pop: 92/543,000
ADI # 94
Average Person Ratings: 16.1
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WYNK-AF (C)	128/18.7	23.4	21.0	17.7	16.1	20.2	301/3199	1417/33.4	34.2	26.5	E	WYNK-AF
2. KQXL-F (B)	74/10.8	11.7	9.4	11.8	11.6	10.9	98/1170	770/18.2	21.3	21.0	C	KQXL-F
3. WFMF-F (CHR)	59/ 8.6	6.2	7.5	7.7	9.3	7.5	79/1480	968/22.8	19.0	26.8	D	WFMF-F
4. WJBO (N/T)	50/ 7.3	5.5	5.4	5.4	6.5	5.9	54/800	678/16.0	12.4	14.2	C	WJBO
5. WXOK (B)	45/ 6.6	9.1	12.0	10.3	10.7	9.5	60/850	669/15.8	16.6	17.0	B	WXOK
6. WKJN-F (C)	44/ 6.4	5.8	5.8	5.8	4.6	6.0	82/1192	673/15.9	16.0	12.9	D	WKJN-F
7. WTGE-F (AOR)	36/ 5.3	3.0	3.9	2.9	5.2	3.8	66/1260	615/14.5	13.4	16.8	C	WTGE-F
8. KRVE-F (AC)	33/ 4.8	5.3	4.2	5.1	2.2	4.8	39/701	627/14.8	13.8	7.4	A	KRVE-F
9. WCKW-F (CL AOR)	32/ 4.7	3.0	2.8	3.8	5.0	3.6	103/1663	560/13.2	11.4	15.2		WCKW-F
10. WGGZ-F (O)	21/ 3.1	4.7	5.4	4.6	5.0	4.4	65/1059	490/11.6	11.4	15.3	C	WGGZ-F

12+ FM SHARE (METRO): 77.89% (458 of 588) (SUM 91: 75.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQXL-F>	1 WYNK-AF	1 WYNK-AF>	1 WYNK-AF>	1 WYNK-AF>	1 WYNK-AF>>	1 WYNK-AF>>	1 WYNK-AF>	1 WYNK-AF>	1 KQXL-F>	1 WJBO <
2 WYNK-AF	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 WJBO >	2 KQXL-F	2 WJBO >	2 KQXL-F	2 WYNK-AF	2 KQXL-F
WFMF-F>	3 WFMF-F	3 WFMF-F>	3 WFMF-F<	3 WFMF-F<	3 KQXL-F	3 WFMF-F	3 WFMF-F	3 WFMF-F	3 WFMF-F	3 WYNK-F>
4 WQUE-F	4 WTGE-F	4 WTGE-F	4 KRVE-F<	4 WXOK	4 WKJN-F	4 WJBO <	KQXL-F	4 WTGE-F<	4 WXOK >	4 WXOK
WXOK	5 WCKW-F	5 WXOK <	5 WXOK	5 WKJN-F	5 WXOK	5 WKJN-F<	5 WXOK	5 WKJN-F<	5	5 WNDC
6	6 KRVE-F	6 WCKW-F<	6 WTGE-F	KRVE-F	6 WFMF-F	6 WXOK	6 WKJN-F	6	6	6 WFMF-F
7	7 WXOK	7 WKJN-F	7 WCKW-F	7 WJBO	7	7	7	7	7	7
8	8	KRVE-F	WKJN-F	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYNK-AF>>	1 WYNK-AF>	1 KQXL-F	1 WYNK-AF>	1 WYNK-AF>	1 WFMF-F	1 WCKW-F	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF>
2 WFMF-F	2 KQXL-F	2 WYNK-AF	2 KQXL-F	2 KQXL-F	2 KQXL-F>>	WFMF-F	WCKW-F	2 KQXL-F	2 WCKW-F
3 WXOK	3 WXOK	3 WXOK	3 WXOK	3 WXOK	3 WCKW-F	KQXL-F	3 WTGE-F>	3 WCKW-F	KQXL-F
WTGE-F	4 WFMF-F	4 WTGE-F	WFMF-F	4 WFMF-F	4 WYNK-AF	4 WYNK-AF	4 KQXL-F	4 WFMF-F	4 WTGE-F
WKJN-F	5 WTGE-F	WKJN-F	5 WKJN-F	5 KRVE-F	WTGE-F	5 WTGE-F>	5 WJBO	5 WTGE-F	WJBO >
6 KQXL-F	WKJN-F	WFMF-F	6 KRVE-F>	6 WKJN-F>	6	6 KRVE-F	6	6 WJBO	6 WKJN-F
7 WQUE-F	7 KRVE-F	KRVE-F	7 WTGE-F	7 WGGZ-F	7	7	7	7	7 WFMF-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WIBR	1300	Baton Rouge	0.9/3.2/	8/ 164
WNDC	910	Baton Rouge	2.2/4.0/	18/ 268
WQCK-F	92.7	Clinton	0.7/2.8/	7/ 162
WXLT-F	94.1	McComb	0.6/2.4/	10/ 201
KHOM-F	104.1	Houma	1.6/5.5/	37/ 723
WQUE-F	93.3	New Orleans	2.0/5.9/	51/ 677
WWL	870	New Orleans	1.6/5.0/	47/ 725

RADIO STATIONS

WJBO	, 1150,	5 KW (DA-1)	, Talk/News	CBS, NBC-T, \$25.00	(HNWH)	Jenne
WNDC	, 910,	1 KW (DA-1)	, Gospel	, \$15.00	(Eastman)	
WXOK	, 1460,	5 KW/1 KW (DA-3)	, Black	NBC, \$19.00	(Banner)	
KQXL-F,	106.5,	50 KW @ 298	, Black	SBN ABC, \$26.00	(Banner)	(NEW ROADS)
KRVE-F,	96.1,	43 KW @ 449	, AC	, \$22.00	(K & P)	(BRUSLY)
WFMF-F,	102.5,	100 KW @ 1260	, CHR	UNIPWR, \$45.00	(HNWH)	Jenne
WGGZ-F,	98.1,	100 KW @ 1500	, Oldies	CBS, ABC, \$34.00	(Katz)	
WKJN-F,	103.3,	100 KW @ 1004	, Country	MBS, \$46.00	(Christal)	(HAMMOND)
WTGE-F,	100.7,	100 KW @ 1499	, AOR	ABC, \$30.00	(Eastman)	
WXLT-F,	94.1,	100 KW @ 981	, Soft AC	, \$16.00	(Christal)	(McCOMB, MS)
WYNK-F,	101.5,	100 KW @ 1499	, Country	ABC, \$77.00	(Katz)	Narragansett

Other Ranked Stations - See New Orleans

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/757,300
 MSA Rank/Pop: 59/942,000
 ADI # 50
 Average Person Ratings: 16.8
 Market TSL: 22.50 hours

Stations: 26/21
 Diaries: 1273/594:1/50.8%
 Sample Target: 1210
 % Below Line: 6.8
 % Not Listed: 12.2

1991 Revenue: \$24,100,000
 HH Inc.: \$27,025
 Retail \$: 7.0 B11
 Pop per Station: 36,061
 #1 Biller: WZZK-AF \$5,700,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WZZK-AF (C)	212/16.6	18.0	17.7	15.9	15.4	17.0	332/4226	2559/33.8	30.8	27.2	G	WZZK-AF
2. WMJJ-F (AC)	122/ 9.6	8.6	8.6	9.0	9.0	9.0	138/1846	1552/20.5	20.8	19.8	F	WMJJ-F
3. WENN-F (B)	119/ 9.3	8.6	11.3	9.5	9.5	9.7	167/1897	1304/17.2	17.1	18.8	D	WENN-F
4. WZRR-F (CL AOR)	116/ 9.1	10.5	9.3	9.6	10.7	9.6	142/1889	1403/18.5	19.5	21.1	E	WZRR-F
5. WERC (N/T)	76/ 6.0	6.8	7.0	7.3	6.0	6.8	79/1020	917/12.1	14.6	12.7	C	WERC
6. WAPI-F (CHR)	75/ 5.9	6.6	6.9	8.4	9.2	6.9	96/1866	1368/18.1	18.1	21.3	D	WAPI-F
7. WAGG (G)	50/ 3.9	3.4	3.7	3.2	3.9	3.6	50/594	582/ 7.7	6.8	6.6	A	WAGG
8. WATV (B)	47/ 3.7	5.3	5.9	4.5	4.9	4.8	47/692	687/ 9.1	9.6	9.5	A	WATV
9. WTUG-F (B)	44/ 3.5	3.9	3.3	2.6	3.3	3.3	95/1086	613/ 8.1	6.8	6.5		WTUG-F
10. WAPI (BB)	42/ 3.3	3.7	4.3	4.6	4.8	4.0	44/669	628/ 8.3	9.4	9.5	B	WAPI
11. WDJC-F (REL)	32/ 2.5	3.0	2.7	3.2	2.9	2.8	51/985	538/ 7.1	9.8	6.8	A	WDJC-F
12. WJLD (B)	28/ 2.2	2.7	2.1	1.8	2.2	2.2	29/485	478/ 6.3	5.1	7.9	A	WJLD
13. WIKX-F (C)	25/ 2.0	2.2	1.8	3.0	3.7	2.3	37/895	591/ 7.8	6.1	9.8	B	WIKX-F
14. WZBQ-F (CHR)	23/ 1.8	1.7	1.6	1.3	1.4	1.6	56/1137	564/ 7.4	5.7	7.4		WZBQ-F
15. WQSB-F (C)	21/ 1.6	0.7	0.9	0.5	0.3	0.9	115/1030	152/ 2.0	1.1	1.7		WQSB-F

12+ FM SHARE (METRO): 72.63% (812 of 1118) (SUM 91: 73.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WENN-F	1 WZRR-F	1 WZZK-AF	1 WMJJ-F	1 WZZK-AF	1 WZZK-AF	>>1 WZZK-AF	>>1 WZZK-AF	>1 WZZK-AF	1 WENN-F	1 WAGG
2 WAPI-F	2 WZZK-AF	2 WMJJ-F	2 WZZK-AF	2 WMJJ-F	2 WMJJ-F	2 WMJJ-F	2 WMJJ-F	2 WZRR-F	2 WZZK-AF	2 WENN-F
3 WZRR-F	3 WENN-F	3 WZRR-F	3 WZRR-F	3 WZRR-F	3 WERC	> 3 WERC	3 WZRR-F	3 WZRR-F	3 WZRR-F	3 WZZK-F
4 WZZK-AF	4 WMJJ-F	4 WENN-F	4 WENN-F	4 WENN-F	4 WENN-F	4 WENN-F	4 WERC	4 WENN-F	4 WMJJ-F	4 WZRR-F
5	5 WAPI-F	5 WAPI-F	5	5 WERC	5 WAPI	5 WZRR-F	5 WENN-F	5 WAPI-F	5 WAPI-F	5 WATV
6	6 WTUG-F	6	6	6	6 WAGG	6	6	6	6 WTUG-F	6 WMJJ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZK-AF	1 WZZK-AF	1 WMJJ-F	1 WZZK-AF	1 WZZK-AF	1 WZRR-F	1 WZRR-F	>>1 WZRR-F	1 WZRR-F	1 WZZK-AF
2 WENN-F	2 WENN-F	2 WZZK-AF	2 WMJJ-F	2 WMJJ-F	2 WAPI-F	2 WENN-F	2 WENN-F	2 WMJJ-F	2 WZRR-F
3 WZRR-F	3 WMJJ-F	3 WENN-F	3 WENN-F	3 WENN-F	3 WENN-F	3 WAPI-F	3 WMJJ-F	3 WZZK-AF	3 WMJJ-F
4 WZRR-F	4 WZRR-F	4 WZRR-F	4 WZRR-F	4 WZRR-F	4 WZZK-AF	4 WZZK-AF	4 WZZK-AF	4 WENN-F	4 WENN-F
5 WTUG-F	5 WAPI-F	5 WTUG-F	5 WAPI-F	5 WAPI-F	5 WTUG-F	5 WMJJ-F	5 WERC	5 WAPI-F	5 WERC
6 WMJJ-F	6 WTUG-F	6 WATV	6 WTUG-F	6 WAGG	6 WMJJ-F	6	6 WAPI-F	6 WERC	6
7 WZBQ-F	7	7	7	7	7 WZBQ-F	7	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAYE	1220	Birmingham	0.8/2.4/ 10/ 181
WFFN-F	95.3	Cordova	0.7/1.5/ 9/ 123
WJOX	690	Birmingham	1.3/6.7/ 23/ 672
WKLD-F	97.7	Oneonta	0.5/0.8/ 6/ 64
WPYK	1010	Dora/Birmingham	0.7/0.9/ 9/ 69
WURL	760	Moody/Leeds	0.5/0.8/ 7/ 63
WYDE	850	Birmingham	0.6/1.8/ 8/ 153
WHMA-F	100.5	Anniston	0.6/2.1/ 66/1001
WQEN-F	103.7	Gadsden/Annistn	0.4/1.5/ 29/ 589
WRSB-F	96.9	Decatur/Hntsvle	0.6/1.6/ 36/ 381

RADIO STATIONS

WAGG	1320	5 KW (DAYS)	Gospel	SBN, \$ 30.00	(HNWH)	
WAPI	1070	50 KW/5 KW (DA-N)	Nostalgia	NBC, \$ 29.00	(Christal)	Dittman
WATV	900	1 KW/165 W	Black	ABC, \$ 24.00	(Banner)	
WAYE	1220	1 KW/75 W	Gospel	UNIULT, \$ 16.00	(---)	Willis
WERC	960	5 KW (DA-N)	News/Talk	ABC, \$ 40.00	(Mc-Guild)	Ameron
WJLD	1400	1 KW	Black	SBN,MBS, \$ 19.00	(K & P)	
WVOK	690	50 KW/500 W	Oldies	SMN,CBS, \$ 20.00	(Eastman)	Dick
WZZK	610	5 KW/1 KW(DA-N)	--- See WZZK-F			
WAPI-F	94.5	98 KW @ 1210	CHR	ABC, \$ 58.00	(Christal)	Dittman
WDJC-F	93.7	99 KW @ 1007	Religion	, \$ 23.00	(---)	Crawford
WENN-F	107.7	100 KW @ 1036	Black	SBN, \$ 54.00	(HNWH)	
WIKX-F	106.9	99 KW @ 994	Country	ABC, \$ 37.00	(Mc-Guild)	Sun Group
WMJJ-F	96.5	100 KW @ 1027	AC	CBS, \$102.00	(Mc-Guild)	Ameron
WZRR-F	99.5	100 KW @ 869	Classic AOR	, \$ 85.00	(Eastman)	Dick
WZZK-F	104.7	99 KW @ 1300	Country	, \$138.00	(Katz)	NewCity

BOSTON

Arbitron Rank/Pop (12+): 9/3,223,800
 MSA Rank/Pop: 10/3,740,000
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 39/32
 Diaries: 2694/1197:1/46.4%
 Sample Target: 2410
 % Below Line: 4.0
 % Not Listed: 13.0

1991 Revenue: \$113,000,000
 HH Inc.: \$35,763
 Retail \$: 32.6 Bil
 Pop per Station: 100,743
 #1 Biller: WRKO \$15,200,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WXKS-F (CHR)	435/ 7.5	6.9	5.8	5.5	5.0	6.4	509/9091	7300/22.6	20.4	18.4	I	WXKS-F
2. WRKO (T)	385/ 6.7	5.5	7.4	6.4	8.3	6.5	467/6209	4938/15.3	15.7	17.5	J	WRKO
3. WBZ (N/T)	382/ 6.6	6.3	5.9	7.5	5.5	6.6	471/8237	6055/18.8	16.9	15.2	H	WBZ
4. WODS-F (O)	318/ 5.5	5.1	4.6	4.2	4.7	4.8	405/6988	4935/15.3	13.8	13.2	H	WODS-F
5. WBCN-F (AOR)	309/ 5.4	5.3	5.4	5.3	5.6	5.4	389/6724	4980/15.4	14.4	15.2	I	WBCN-F
6. WZOU-F (CHR)	281/ 4.9	4.8	5.9	5.3	7.1	5.2	387/8876	5987/18.6	17.8	20.6	H	WZOU-F
7. WMJX-F (AC)	271/ 4.7	5.3	5.2	5.3	3.5	5.1	304/5550	4799/14.9	15.4	11.8	G	WMJX-F
8. WSSH-F (SAC)	230/ 4.0	5.0	4.3	4.5	4.8	4.4	314/5202	3692/11.5	13.1	11.1	H	WSSH-F
9. WBMX-F (AC)	205/ 3.6	3.5	4.4	4.5	4.0	4.0	276/5374	3873/12.0	12.1	12.4	F	WBMX-F
10. WHDH (T)	186/ 3.2	4.4	4.9	3.9	3.9	4.1	216/4157	3300/10.2	11.1	12.1	F	WHDH
11. WZLX-F (CL AOR)	184/ 3.2	4.6	3.6	3.6	4.2	3.8	257/5626	4184/13.0	13.1	11.2	G	WZLX-F
12. WVBF-F (AC)	164/ 2.8	2.7	4.3	3.0	4.1	3.2	206/3715	2805/ 8.7	8.5	9.1	G	WVBF-F
13. WXKS (BB)	147/ 2.5	1.6	2.6	1.8	2.5	2.1	147/1557	1549/ 4.8	4.0	5.8	C	WXKS
14. WAAF-F (AOR)	143/ 2.5	1.6	2.1	1.9	2.7	2.0	248/4641	2375/ 7.4	7.1	7.0	D	WAAF-F
15. WBOS-F (AOR)	142/ 2.5	2.1	1.9	2.4	2.2	2.2	195/3792	2834/ 8.8	6.5	7.0	D	WBOS-F
16. WILD (B)	136/ 2.4	1.7	1.9	1.5	1.2	1.9	136/1141	1133/ 3.5	2.7	2.4	C	WILD
17. WPLM-AF (BB)	123/ 2.1	2.1	2.7	3.4	2.0	2.6	242/3340	1852/ 5.7	5.3	5.5	C	WPLM-AF
18. WCRB-F (CL)	119/ 2.1	2.5	2.5	2.5	2.7	2.4	183/3344	2183/ 6.8	6.8	8.5	D	WCRB-F
19. WCDJ-F (J/NAC)	117/ 2.0	2.0	1.5	2.3	1.6	2.0	172/2831	1898/ 5.9	6.2	6.1	D	WCDJ-F
20. WEEI (SPRTS)	109/ 1.9	1.8	2.4	2.8	2.7	2.2	128/2863	2397/ 7.4	8.1	11.8	G	WEEI

12+ FM SHARE (METRO): 69.50% (3486 of 5016) (SUM 91: 69.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXKS-F	1 WXKS-F	1 WXKS-F	1 WODS-F	1 WODS-F	1 WBZ	< 1 WBZ	1 WXKS-F	1 WXKS-F	1 WBZ	< 1 WBZ >>
2 WZOU-F	2 WBCN-F	2 WBCN-F	2 WBCN-F	2 WBCN-F	2 WRKO	2 WRKO	2 WBCN-F	2 WRKO	2 WXKS-F	2 WRKO >>
3 WAAF-F	3 WZOU-F	3 WODS-F	3 WXKS-F	3 WXKS-F	3 WODS-F	> 3 WXKS-F	3 WRKO	< 3 WODS-F	3 WRKO	3 WSSH-F
4	4 WMJX-F	4 WMJX-F	4 WMJX-F	4 WMJX-F	4 WHDH	< 4 WBCN-F	4 WODS-F	4 WBCN-F	4 WZOU-F	< 4 WMJX-F >>
5	5 WZLX-F	5 WZOU-F	5 WBMX-F	5 WBMX-F	5 WSSH-F	5 WODS-F	5 WMJX-F	5 WZOU-F	5 WMJX-F	5 WHDH >>
6	6 WBMX-F	6 WZLX-F	6 WSSH-F	6 WSSH-F	6 WXKS	6 WZOU-F	< 6 WSSH-F	6 WBZ	6 WHDH	6
7	7 WAAF-F	7 WBMX-F	7 WVBF-F	7 WBZ	< 7 WMJX-F	7 WHDH	< 7 WZOU-F	7 WMJX-F	7 WBCN-F	7
8	8 WBOS-F	8 WBOS-F	8 WRKO	8 WRKO	8	8 WMJX-F	8 WBZ	8	8	8
9	9 WILD	9	9 WBOS-F	9 WVBF-F	9	9	9 WBMX-F	9	9	9
10	10	10	10 WZLX-F	10 WBOS-F	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F	1 WXKS-F	1 WXKS-F	1 WXKS-F	1 WODS-F	1 WBCN-F	< 1 WBCN-F	1 WBCN-F	>> 1 WBCN-F	1 WBCN-F
2 WZOU-F	2 WMJX-F	2 WMJX-F	2 WMJX-F	2 WBCN-F	2 WZOU-F	2 WXKS-F	2 WXKS-F	2 WXKS-F	2 WODS-F
3 WAAF-F	3 WZOU-F	3 WBMX-F	3 WODS-F	3 WMJX-F	3 WXKS-F	3 WZLX-F	3 WZLX-F	3 WZLX-F	3 WRKO
4 WMJX-F	4 WBMX-F	4 WBOS-F	4 WBMX-F	4 WBMX-F	4 WAAF-F	4 WZOU-F	4 WRKO	4 WODS-F	4 WZLX-F
5 WBMX-F	5 WBOS-F	5 WZOU-F	5 WSSH-F	5 WSSH-F	5 WZLX-F	5 WAAF-F	5 WZOU-F	5 WZOU-F	5 WXKS-F
6 WBCN-F	6 WBCN-F	6 WBCN-F	6 WVBF-F	6 WVBF-F	6 WCGY-F	< 6 WILD	6 WBCN-F	6 WRKO	< 6 WMJX-F
7 WBOS-F	7 WVBF-F	7 WVBF-F	7 WSSH-F	7 WBZ	7 WILD	7 WMJX-F	7 WILD	< 7 WMJX-F	7 WBZ
8	8 WZLX-F	8	8 WBOS-F	8 WBOS-F	8	8 WFNX-F	8 WFNX-F	8 WBZ	8 WEEI
9	9	9	9	9	9	9	9 WEEI	9 WAAF-F	9 WBOS-F
10	10	10	10	10	10	10	10 WMJX-F	10	10 WSSH-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA/AQH	TSA/CUME
WBOQ-F	104.9	Gloucester	0.4/1.3/	24/ 417
WCAP	980	Lowell	0.5/1.1/	33/ 449
WCAV-F	97.7	Brockton	0.6/1.8/	50/ 725
WCGY-F	93.7	Lawrence/Boston	1.3/5.9/	99/2529
WESX	1230	Salem	0.4/1.3/	22/ 417
WEZE	1260	Boston	0.4/1.2/	21/ 396
WFNX-F	101.7	Lynn	1.4/4.9/	84/1821
WJDA	1300	Quincy	0.4/1.2/	23/ 381
WLYT-F	92.5	Haverhill/Bstn	0.3/1.9/	24/1011
WROL	950	Boston	0.8/2.3/	53/ 879
WSSH	1510	Boston	0.5/1.4/	26/ 461
WBRU-F	95.5	Providence	0.4/1.5/	105/1854
WCTK-F	98.1	New Bedford	1.0/2.3/	198/2365
WGIR-F	101.1	Manchester	0.3/1.5/	136/2101
WHJY-F	94.1	Providence	0.5/2.2/	248/3347
WOKQ-F	97.5	Dover/Portsmouth	1.0/2.6/	178/2856
WRSR-F	96.1	Worcester	0.5/1.0/	162/1751
WXLO-F	104.5	Fitchburg/Worcs	0.4/2.3/	126/2403

BOSTON

RADIO STATIONS

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, TALK	ABC, \$ 195.00 (Group W)	Westinghouse
WEEI, 590, 5 KW (DA-1)	, SPORTS	ABC, APR, \$ 100.00 (CBS)	Boston Celtics
WHDH, 850, 50 KW (DA-2)	, TALK	NBC, NBC T, \$ 100.00 (Banner)	
WLLD, 1090, 5 KW (DAYS)	, BLACK	ABC, SBN, \$ 42.00 (Roslin)	

WMEX, 1150, 5 KW (DA-2)	, SEE WMJX-FM		
WRKO, 680, 50 KW (DA-2)	, TALK/NEWS	MBS UNIULT, \$ 215.00 (Katz)	Atlantic
WROL, 950, 5 KW (DAYS)	, RELIGION	, \$ 24.00 (---)	Carter
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNIULT, \$ N/A (MMR)	Pyramid

FM STATIONS

WBCN, 104.1, 19 KW @ 741, AOR		, \$ 300.00 (Torbet)	Infinity
WBMX, 98.5, 9 KW @ 1145, AC		UNIPWR, \$ 115.00 (Katz)	Atlantic
WBOS, 92.9, 9 KW @ 1149, PROG AOR		, \$ 75.00 (Katz)	Granum
WCDJ, 96.9, 13 KW @ 1151, JAZZ/NAC		, \$ 80.00 (Durpetti)	Emmis
WCGY, 93.7, 50 KW @ 430, AOR		ABC, \$ 60.00 (K & P)	Curt Gowdy
WCRB, 102.5, 15 KW @ 918, CLASSICAL		, \$ 81.00 (CMBS)	
WFNX, 101.7, 1.6 KW @ 440, AOR		, \$ 55.00 (Schubert)	
WHRB, 95.3, 3 KW @ 110, VARIOUS		, \$ 30.00 (---)	
WMJX, 106.7, 24 KW @ 718, AC		, \$ 150.00 (McGuild)	Greater Media
WODS, 103.3, 16 KW @ 270, OLDIES		CBS, \$ 170.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430, NOSTALGIA		UNIULT, \$ 59.00 (HNWH)	(PLYMOUTH)
WSSH, 99.5, 32 KW @ 600, SOFT AC		UNISUP, \$ 185.00 (HNWH)	Noble
WVBF, 105.7, 14 KW @ 954, AC		, \$ 95.00 (Banner)	Fairbanks
WXKS, 107.9, 24 KW @ 722, CHR		, \$ 245.00 (MMR)	Pyramid
WZLX, 100.7, 20 KW @ 718, CLASSIC AOR		, \$ 130.00 (HNWH)	Cook Inlet
WZOU, 94.5, 12 KW @ 1053, CHR		, \$ 145.00 (HNWH)	Ardman

WAAF -- SEE WORCESTER

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 40/990,800
 MSA Rank/Pop: 55/1,190,000 Buffalo
 ADI # 38
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 26/22
 Diaries: 1467/675:1/54.1%
 Sample Target: 1420
 % Below Line: 4.4
 % Not Listed: 9.4

1991 Revenue: \$28,700,000
 HH Inc.: \$27,650
 Retail \$: 8.4 Bll
 Pop per Station: 45,036
 #1 Biller: WHTT-F \$3,500,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WYRK-F (C)	178/10.9	11.3	9.6	10.8	11.1	10.6	213/2294	1899/19.2	21.4	19.1	D	WYRK-F
2. WBLK-F (B)	128/ 7.8	5.1	6.9	6.7	6.1	6.6	131/1175	1128/11.4	9.6	10.0	B	WBLK-F
3. WBEN (FS)	124/ 7.6	7.1	8.4	8.0	9.0	7.8	129/2132	1971/19.9	18.6	21.1	E	WBEN
4. WKSE-F (CHR)	119/ 7.3	7.7	9.8	8.4	7.9	8.3	127/2460	2254/22.7	21.9	24.3	D	WKSE-F
5. WJYE-F (SAC)	116/ 7.1	6.9	6.6	7.1	6.8	6.9	120/1860	1729/17.5	16.8	16.7	D	WJYE-F
6. WUFX-F (CL AOR)	114/ 7.0	6.9	5.9	4.8	5.0	6.2	134/2025	1740/17.6	18.6	17.8	C	WUFX-F
7. WGRF-F (AOR)	110/ 6.7	6.5	6.4	6.2	7.9	6.4	144/2195	1692/17.1	18.5	19.5	E	WGRF-F
8. WHTT-F (O)	108/ 6.6	8.2	6.1	6.1	6.4	6.8	129/2057	1836/18.5	21.1	16.8	E	WHTT-F
9. WMJQ-F (AC)	91/ 5.6	5.7	4.8	6.7	5.1	5.7	145/2618	1718/17.3	19.3	17.9	D	WMJQ-F
10. WGR (N/T)	87/ 5.3	5.5	5.9	6.1	3.9	5.7	96/2044	1841/18.6	19.4	15.0	C	WGR
11. WECK (BB)	65/ 4.0	3.6	3.8	2.9	2.7	3.6	65/917	885/ 8.9	8.0	6.3	A	WECK
12. WBUF-F (AC)	59/ 3.6	4.4	5.2	4.4	5.1	4.4	64/1326	1227/12.4	14.3	16.5	D	WBUF-F
13. CKEY-F (AOR)	30/ 1.8	1.7	1.2	2.3	1.4	1.8	33/409	378/ 3.8	3.6	3.9		CKEY-F
14. CFNY-F (AOR)	29/ 1.8	0.8	0.6	0.5	1.0	0.9	31/372	336/ 3.4	4.0	3.3		CFNY-F
15. WNUC-F (SAC)	23/ 1.4	1.7	1.9	2.2	1.7	1.8	47/649	446/ 4.5	4.6	5.1		WNUC-F

12+ FM SHARE (METRO): 76.47% (1134 of 1483) (SUM 91: 75.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WKSE-F>>	1 WGRF-F<	1 WGRF-F<	1 WYRK-F<	1 WYRK-F	1 WYRK-F<	1 WBEN	1 WYRK-F	1 WYRK-F	1 WBLK-F	1 WBEN >>
2 WBLK-F>	2 WUFX-F>	2 WYRK-F	2 WHTT-F<	2 WHTT-F	2 WBEN >	2 WYRK-F>	2 WJYE-F	2 WUFX-F<	2 WGR	2 WYRK-F
3 WUFX-F	3 WYRK-F	3 WUFX-F	3 WGRF-F	3 WGRF-F	3 WJYE-F	3 WGRF-F<	3 WGRF-F	3 WBLK-F<	3 WYRK-F	3 WBLK-F>>
4	4 WBLK-F	4 WHTT-F	4 WMJQ-F	4 WBLK-F	4 WHTT-F	4 WHTT-F	4 WUFX-F	4 WJYE-F	4 WUFX-F	4 WJYE-F<
5	5 WMJQ-F	5 WBLK-F	5 WBLK-F	5 WMJQ-F	5 WGR	5 WJYE-F<	5 WGRF-F<	5 WUFX-F<	5 WUFX-F	5 WUFX-F
6	6 WKSE-F	6 WMJQ-F<	6 WJYE-F	6 WJYE-F	6 WECK	6 WKSE-F	6 WKSE-F	6 WKSE-F	6 WMJQ-F	6 WMJQ-F
7	7 WJYE-F<	7 WJYE-F	7 WUFX-F	7 WUFX-F	7	7 WGR	7 WHTT-F<	7 WHTT-F<	7 WJYE-F	7
8	8 WHTT-F	8 WKSE-F	8 WKSE-F	8	8	8	8 WBLK-F	8 WMJQ-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUFX-F	1 WBLK-F	1 WBLK-F	1 WMJQ-F	1 WYRK-F	1 WUFX-F>>	1 WGRF-F<	1 WGRF-F>	1 WGRF-F	1 WYRK-F
2 WKSE-F>	2 WKSE-F<	2 WMJQ-F	2 WBLK-F<	2 WMJQ-F<	2 WGRF-F>	2 WUFX-F>	2 WUFX-F>	2 WUFX-F	2 WGRF-F
3 WBLK-F	3 WUFX-F	3 WYRK-F	3 WYRK-F	3 WJYE-F<	3 WYRK-F	3 WYRK-F>	3 WYRK-F>	3 WYRK-F	3 WHTT-F>
4 WGRF-F	4 WMJQ-F	4 WGRF-F>	4 WKSE-F	4 WHTT-F	4 WBLK-F	4 WBLK-F	4 WHTT-F>	4 WHTT-F>	4 WHTT-F
5 WMJQ-F	5 WGRF-F	5 WKSE-F	5 WJYE-F	5 WBLK-F	5 WJYE-F	5 WHTT-F	5 WMJQ-F	5 WBLK-F	5 WGR
6 WBUF-F	6 WYRK-F>	6 WUFX-F	6 WHTT-F	6 WKSE-F>	6 WKSE-F	6 WMJQ-F	6 WBLK-F	6 WJYE-F	6 WBLK-F
7 WYRK-F	7 WBUF-F	7 CFNY-F	7 WUFX-F	7 WGRF-F	7 WMJQ-F	7 WJYE-F	7	7	7
8 WJYE-F	8 WJYE-F	8 WHTT-F	8 WGRF-F	8	8	8	8	8	8
9	9	9 WBUF-F	9 WBUF-F	9	9	9	9	9	9

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WDCX-F 99.5	Buffalo	1.0/3.5/	23/ 423
WHLD 1270	Niagara Falls	0.5/2.1/	8/ 206
WHTT 1120	Buffalo	0.3/2.2/	5/ 226
WJL 1440	Niagara Falls	0.4/0.8/	7/ 81
WLVL 1340	Lockport	0.4/1.4/	6/ 143
WUFO 1080	Amherst	1.1/3.6/	18/ 356
WWKB 1520	Buffalo	1.0/4.3/	16/ 480
WVFX 1400	Buffalo	0.4/1.6/	6/ 164
WXRL 1300	Lancaster/Bufll	0.4/2.9/	9/ 318
CHT-F 97.7	St. Catherines	0.4/3.1/	7/ 319
CILQ-F 107.1	Toronto	0.4/1.3/	6/ 160

BUFFALO-NIAGARA FALLS

RADIO STATIONS

AM STATIONS

WBEN,	930,	5 KW (DA-N)	, Full Service	CBS CNN, \$ 70.00	(Eastman)	Algonquin
WECK,	1230,	1 KW	, Nostalgia	NBC UNISUP, \$ 29.00	(Durpetti)	EBE
WGR,	550,	5 KW (DA-N)	, News/Talk	ABC, \$ 49.00	(Katz)	
WUFO,	1080,	1 KW (DAYS)	, Black	SBN, \$ 16.00	(---)	Sheridan
WWKB,	1520,	50 KW (DA-1)	, Business News	UNIULT, BRN, \$ 34.00	(Banner)	Price

FM STATIONS

WBLK-F,	93.7,	50 KW @ 400,	Black	CBS, \$ 40.00	(Durpetti)	
WBUF-F,	92.9,	91 KW @ 581,	AC	, \$ 66.00	(McGuild)	Lincoln
WDCX-F,	99.5,	110 KW @ 195,	Religion	, \$ 22.00	(---)	Crawford
WNUC-F,	107.7,	12 KW @ 800,	EZ	UNIPWR, \$ 30.00	(---)	(WETHERSFIELD)
WGRF-F,	96.9,	13 KW @ 888,	AOR	, \$ 80.00	(Katz)	
WHTT-F,	104.1,	50 KW @ 390,	Oldies	, \$ 85.00	(MMR)	Pyramid
WJYE-F,	96.1,	50 KW @ 479,	Soft AC	UNISUP, \$ 70.00	(Durpetti)	EBE
WKSE-F,	98.5,	46 KW @ 420,	CHR	ABC, \$ 60.00	(Banner)	Price
WMJQ-F,	102.5,	105 KW @ 1338,	AC/CHR	SOURCE, \$ 51.00	(Eastman)	Algonquin
WUFX-F,	103.3,	49 KW @ 341,	Classic AOR	CBS, \$ 50.00	(Torbet)	Metroplex
WYRK-F,	106.5,	50 KW @ 390,	Country	, \$ 70.00	(McGuild)	Stoner

Miscellaneous: WEZQ-F to WNUC-F (Sep) . . .

CHARLESTON, SC

Arbitron Rank/Pop (12+): 85/421,300

MSA Rank/Pop: 94/518,000

ADI # 105

Average Person Ratings: 17.1

Market TSL: 22.75 hours

Stations: 20/17

Diaries: 1166/361:1/51.4%

Sample Target: 900

% Below Line: 1.9

% Not Listed: 10.7

1991 Revenue: \$12,000,000

HH Inc.: \$27,801

Retail \$: 3.8 Bil

Pop per Station: 24,782

#1 Biller: WEZL-F \$2,700,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WWWZ-F (B)	108/15.0	13.5	10.7	5.0	4.4	11.1	126/1042	869/20.6	19.5	12.7	B	WWWZ-F
2. WEZL-F (C)	76/10.6	10.2	10.9	10.7	12.9	10.6	82/1156	1024/24.3	22.8	27.3	D	WEZL-F
3. WBUB-F (C)	51/ 7.1	12.1	7.4	8.1	0.6	8.7	74/1087	790/18.8	21.9	3.5	A	WBUB-F
4. WXTC-F (AC)	44/ 6.1	4.6	6.7	6.5	6.4	6.0	50/686	610/14.5	12.4	14.8	C	WXTC-F
5. WXLY-F (AC)	42/ 5.8	5.3	3.2	4.5	5.2	4.7	48/726	657/15.6	14.2	11.7	B	WXLY-F
WTMA (N/T)	42/ 5.8	5.2	6.3	5.9	7.4	5.8	42/488	488/11.6	10.2	13.4	B	WTMA
WSSX-F (CHR)	42/ 5.8	6.4	8.1	7.7	10.3	7.0	43/930	852/20.2	19.8	23.9	C	WSSX-F
8. WYBB-F (AOR)	41/ 5.7	5.9	3.2	4.7	3.9	4.9	43/660	607/14.4	17.0	12.1	A	WYBB-F
9. WAVF-F (AOR)	35/ 4.9	7.1	5.7	7.1	6.8	6.2	39/754	637/15.1	19.7	17.6	C	WAVF-F
10. WPAL (B)	34/ 4.7	3.1	5.8	3.8	3.2	4.3	34/381	375/ 8.9	8.4	7.9	A	WPAL
11. WSUY-F (AC)	27/ 3.8	4.3	5.6	4.5	4.2	4.6	27/395	377/ 8.9	10.9	10.7	B	WSUY-F
12. WQIZ (G)	24/ 3.3	1.3	1.1	1.8	2.3	1.9	37/230	137/ 3.3	2.8	2.5	A	WQIZ
WDXZ-F (B)	24/ 3.3	1.9	2.4	4.1	4.7	2.9	26/413	375/ 8.9	8.4	10.2	A	WDXZ-F
14. WTUA-F (G)	11/ 1.5	1.3	4.2	1.4	2.6	2.1	11/218	131/ 3.1	2.3	4.2	A	WTUA-F
15. WMCJ (G)	10/ 1.4	0.9	1.3	---	1.5	0.9	10/97	97/ 2.3	1.3	2.6	A	WMCJ
16. WUJM-F (B)	9/ 1.3	2.8	2.5	3.5	2.6	2.5	9/256	245/ 5.8	4.4	11.6	A	WUJM-F
17. WZJY (G)	8/ 1.1	2.2	1.4	1.7	0.6	1.6	8/99	99/ 2.3	3.7	2.1	A	WZJY
18.												
19.												
20.												

12+ FM SHARE (METRO): 81.62% (524 of 642) (SUM 91: 80.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWWZ-F>>	1 WWWZ-F>>	1 WWWZ-F>	1 WWWZ-F	1 WWWZ-F	1 WEZL-F>	1 WWWZ-F	1 WWWZ-F<	1 WWWZ-F	1 WWWZ-F>>	1 WWWZ-F>>
2 WSSX-F	2 WSSX-F	2 WEZL-F	2 WEZL-F	2 WEZL-F	2 WTMA	2 WEZL-F>	2 WEZL-F	2 WEZL-F>	2 WEZL-F	2 WPAL
3 WAVF-F	3 WAVF-F	3 WYBB-F	3 WXLY-F<	3 WXLY-F	3 WXLY-F	3 WBUB-F	3 WTMA	3 WBUB-F	3 WXTC-F	3 WBUB-F
4	4 WBUB-F	4 WXTC-F<	4 WXTC-F	4 WXTC-F	4 WXTC-F	4 WXTC-F<	4 WBUB-F	4 WXTC-F	4 WBUB-F	4 WXTC-F
5	5 WYBB-F	5 WXLY-F	5 WYBB-F	5 WBUB-F	5 WBUB-F	5 WYBB-F	5 WXLY-F<	5 WSSX-F	5	5 WTMA
6	6 WEZL-F	6 WSSX-F<	6 WBUB-F	6 WYBB-F	6	6 WSSX-F<	6 WYBB-F	6 WYBB-F	6	6 WEZL-F
7	7 WXTC-F	7 WBUB-F	7	7 WTMA	7	7	7	7 WAVF-F	7	7
8	8	8 WAVF-F	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWWZ-F>>	1 WWWZ-F>	1 WWWZ-F	1 WWWZ-F>	1 WWWZ-F<	1 WWWZ-F>>	1 WWWZ-F>>	1 WWWZ-F>	1 WWWZ-F>	1 WXLY-F
2 WSSX-F	2 WSSX-F	2 WEZL-F	2 WEZL-F	2 WEZL-F	2 WSSX-F	2 WBUB-F	2 WBUB-F>	2 WYBB-F	2 WWWZ-F<
3 WAVF-F	3 WEZL-F	3 WXTC-F	3 WXTC-F	3 WXTC-F>	3 WYBB-F	3 WYBB-F	3 WAVF-F	3 WEZL-F	3 WTMA
4 WDXZ-F	4 WXTC-F	4 WSSX-F	4 WSSX-F	4 WXLY-F	4 WBUB-F	4 WSSX-F	4 WYBB-F	4 WBUB-F	4 WYBB-F
5	5 WAVF-F>	5 WAVF-F	5 WXLY-F	5 WSUY-F	5 WAVF-F>	5 WAVF-F>	5 WTMA	5 WXLY-F	5 WEZL-F
6	6 WYBB-F	6 WYBB-F	6 WSUY-F	6 WPAL	6 WEZL-F	6 WEZL-F	6 WSSX-F	6 WAVF-F	6 WBUB-F
7	7	7 WBUB-F	7	7 WBUB-F	7 WPAL	7	7	7 WTMA <	7 WXTC-F
8	8	8	8	8	8	8	8	8 WSSX-F	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WHTK-F	99.7	Pt. Royal	0.4/3.3/ 11/ 299
WORG-F	100.3	Elloree/Santee	0.7/1.4/ 15/ 248
WWDN-F	101.3	Sumter	0.8/3.4/ 50/ 638

RADIO STATIONS

WPAL	, 730,	1 KW/100 W	, Black	NBN ABC, \$19.00	(Roslin)
WQIZ	, 810,	5 KW (DAYS)	, Gospel	SBN, \$13.00	(Eastman)
WTMA	, 1250,	5 KW/1 KW	, News/Talk	ABC NBC-T, \$22.00	(Katz)
WVVO	, 910,	500 W (DA-1)	, Black Oldies	SMN, \$12.00	(K & P)
WZJY	, 1480,	1 KW (DAYS)	, Gospel	CNN UNIULT, \$11.00	(---)
					(MT PLEASANT)
WAVF-F,	96.1,	100 KW @ 538	, AOR	, \$43.00	(Christal)
WBUB-F,	107.5,	100 KW @ 928	, Country	, \$27.00	(McGuild)
WDXZ-F,	104.5,	50 KW @ 656	, Black	, \$21.00	(K & P)
WEZL-F,	103.5,	100 KW @ 660	, Country	MBS, \$59.00	(Banner)
WMGL-F,	101.7,	6 KW @ 449	, Jazz/Urban	ABC, \$17.00	(K & P)
WSSX-F,	95.1,	100 KW @ 1000	, CHR	, \$38.00	(Katz)
					Faircom
WSUY-F,	100.7,	3 KW @ 400	, AC	UNISUP, \$24.00	(Katz)
WTUA-F,	105.9,	3 KW @ 328	, Gospel	SBN, \$12.00	(---)
WUJM-F,	94.3,	6 KW @ 298	, Black	MBS, \$19.00	(Christal)
WWWZ-F,	93.5,	1.5 KW @ 459	, Black	SBN, \$28.00	(HNWH)
WXLY-F,	102.5,	100 KW @ 1000	, Oldies	SMN UNIULT, \$25.00	(Eastman)
WXTC-F,	96.9,	100 KW @ 1768	, AC	, \$35.00	(Mc-Guild)
WYBB-F,	98.1,	50 KW @ 500	, Classic AOR	, \$20.00	(Durpetti)
					Bloomington
					EBE
					Martin (FOLLY BCH)

CHARLOTTE

Arbitron Rank/Pop (12+): 38/998,400
 MSA Rank/Pop: 43/1,140,000
 ADI # 31
 Average Person Ratings: 16.3
 Market TSL: 21.50 hours

Stations: 25/19
 Diaries: 1405/711:1/48.8%
 Sample Target: 1310
 % Below Line: 4.6
 % Not Listed: 15.4

1991 Revenue: \$32,700,000
 HH Inc.: \$31,722
 Retail \$: 9.0 Bil
 Pop per Station: 52,547
 #1 Biller: WSOC-AF \$5,900,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WSOC-F (C)	193/11.9	14.9	13.0	12.7	14.8	13.1	352/4377	2284/22.9	27.0	25.8	G	WSOC-F
2. WPEG-F (B)	155/ 9.5	11.8	12.5	12.7	13.5	11.6	203/2208	1683/16.9	17.6	18.7	E	WPEG-F
3. WTDR-F (C)	141/ 8.7	7.0	6.8	5.4	6.5	7.0	265/3293	1623/16.3	15.6	14.5	C	WTDR-F
4. WBT (FS)	124/ 7.6	6.7	7.0	7.8	5.4	7.3	143/1834	1514/15.2	15.9	11.7	E	WBT
5. WRFX-F (AOR)	115/ 7.1	6.1	6.6	8.6	7.3	7.1	167/2462	1698/17.0	16.3	16.4	G	WRFX-F
6. WEZC-F (SAC)	104/ 6.4	6.7	7.1	6.3	5.2	6.6	144/2077	1419/14.2	14.4	12.1	D	WEZC-F
7. WBT -F (AC)	100/ 6.2	5.7	5.4	5.0	5.8	5.6	157/2605	1588/15.9	15.5	17.1	C	WBT -F
8. WWMG-F (O)	66/ 4.1	4.8	3.4	3.0	4.1	3.8	125/2073	1137/11.4	11.7	10.7	D	WWMG-F
9. WCKZ-F (CHR/U)	59/ 3.6	4.5	5.2	5.0	6.5	4.6	112/2253	1388/13.9	14.6	19.5	D	WCKZ-F
10. WMXC-F (AC)	57/ 3.5	4.0	3.9	5.0	4.5	4.1	80/1467	1045/10.5	11.5	12.3	E	WMXC-F
11. WXRC-F (AOR)	45/ 2.8	2.7	3.6	3.7	3.2	3.2	111/1807	794/ 8.0	8.1	6.5		WXRC-F
12. WAQQ-F (CHR)	43/ 2.6	2.1	2.1	1.2	1.6	2.0	59/1379	821/ 8.2	7.5	5.7		WAQQ-F
13. WHIT-F (REL)	35/ 2.2	1.0	1.3	1.2	1.2	1.4	86/367	556/ 5.6	4.1	4.1		WHIT-F
14.												
15.												

12+ FM SHARE (METRO): 85.44% (1174 of 1374) (SUM 91: 90.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WSOC-F	1 WSOC-F	1 WSOC-F	1 WSOC-F	1 WSOC-F	1 WSOC-F	1 WPEG-F	1 WPEG-F
2 WCKZ-F	2 WTDR-F	2 WTDR-F	2 WRFX-F	2 WRFX-F	2 WBT	2 WRFX-F	2 WTDR-F	2 WTDR-F	2 WSOC-F	2 WSOC-F
3 WSOC-F	WRFX-F	3 WSOC-F	3 WPEG-F	WPEG-F	3 WEZC-F	3 WTDR-F	3 WBT	3 WPEG-F	3 WBT	3 WTDR-F
4 WTDR-F	4 WBT -F	4 WRFX-F	4 WTDR-F	4 WTDR-F	4 WTDR-F	4 WPEG-F	4 WEZC-F	4 WEZC-F	4 WTDR-F	4 WBT -F
5 WAQQ-F	5 WSOC-F	5 WBT -F	5 WBT -F	5 WBT -F	5 WWMG-F	WBT	5 WPEG-F	5 WBT	5 WEZC-F	5 WBT
6 WRFX-F	6 WXRC-F	6 WWMG-F	6 WWMG-F	6 WEZC-F	6 WPEG-F	6 WBT -F	6 WRFX-F	6 WBT -F	6 WBT -F	6 WRFX-F
7 WBT -F	7 WCKZ-F	7 WEZC-F	7 WEZC-F	7 WBT	7 WBT	7 WEZC-F	7 WBT -F	7 WRFX-F	7 WCKZ-F	7
8	8	8	8 WBT	8 WWMG-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WSOC-F	1 WTDR-F	1 WRFX-F	1 WRFX-F	1 WRFX-F	1 WRFX-F
2 WTDR-F	2 WTDR-F	2 WTDR-F	2 WSOC-F	WPEG-F	2 WPEG-F	2 WTDR-F	2 WTDR-F	2 WTDR-F	2 WSOC-F
3 WCKZ-F	3 WBT -F	3 WBT -F	3 WTDR-F	3 WBT -F	3 WRFX-F	3 WPEG-F	3 WSOC-F	3 WSOC-F	3 WTDR-F
4 WSOC-F	4 WRFX-F	4 WRFX-F	4 WBT -F	4 WTDR-F	4 WCKZ-F	4 WXRC-F	4 WXRC-F	4 WPEG-F	4 WBT
5 WMXC-F	5 WSOC-F	5 WEZC-F	5 WMXC-F	5 WEZC-F	5 WXRC-F	5 WSOC-F	5 WSOC-F	5 WBT	5 WWMG-F
6 WRFX-F	6 WMXC-F	6 WMXC-F	6 WEZC-F	6 WMXC-F	6	6 WBT -F	6 WBT -F	6 WWMG-F	6 WPEG-F
7 WBT -F	7 WCKZ-F	7	7 WRFX-F	7	7	7	7	7	7 WEZC-F
8	8 WEZC-F	8	8	8	8	8	8	8	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WGIV	1600	Charlotte	1.4/2.5/ 22/ 246
WGSP	1310	Charlotte	1.2/2.3/ 20/ 228
WGTL	870	Kannapolis	0.4/0.9/ 7/ 86
WHVN	1240	Charlotte	0.4/1.9/ 7/ 187
WIXE	1190	Monroe	0.3/0.7/ 5/ 72
WLTC	1370	Gastonia	0.9/1.3/ 15/ 126
WRDX-F	106.5	Salisbury/Chrlt	1.4/4.3/ 32/ 595
WFMX-F	105.7	Statesville	0.8/3.9/ 95/1616
WJMH-F	102.1	Reidsvl/Grnsbro	0.3/0.7/ 21/ 280
WKRR-F	92.3	Asheboro	0.6/2.2/ 33/ 628
WROQ-F	101.1	Anderson/Grnvle	0.3/0.8/ 10/ 262
WTQR-F	104.1	Wnstn Slm/Grnvl	0.4/0.8/ 99/1163

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, FULL SERVICE	CBS , \$ 76.00 (Banner)	Jeff-Pilot
WGSP, 1310, 1 KW/65 W	, RELIGION	SBN , \$ NA (---)	
WAQQ-F, 95.1, 100 KW @ 1542, CHR		SOURCE , \$ 35.00 (HNWH)	Adams
WBT-F, 107.9, 98 KW @ 1692, AC		, \$ 50.00 (Banner)	Jeff-Pilot
WCKZ-F, 101.9, 99 KW @ 987, CHR/URBAN		ABC , \$ 48.00 (HNWH)	Beasley
WEZC-F, 102.9, 31 KW @ 1535, SOFT AC/EZ		UNIULT , \$ 44.00 (Katz)	Keymarket (HICKORY)
WPEG-F, 97.9, 50 KW @ 390, BLACK		CBS, UNIPWR , \$ 75.00 (Katz)	Broadcast Partners
WMXC-F, 104.7, 100 KW @ 1230, AC		, \$ 68.00 (MMR)	EZ
WRDX-F, 106.5, 100 KW @ 1004, OLDIES		, \$ 22.00 (Southern)	(SALISBURY)
WRFX-F, 99.7, 100 KW @ 1043, AOR		, \$ 100.00 (Mc-Guild)	Pyramid
WSOC-F, 103.7, 100 KW @ 1050, COUNTRY		, \$ 129.00 (Durpetti)	Cox
WTDR-F, 96.9, 100 KW @ 1548, COUNTRY		, \$ 55.00 (Christal)	Trumper (STATESVILLE)
WWMG-F, 96.1, 100 KW @ 1738, OLDIES		CBS , \$ 52.00 (Christal)	Voyager (SHELBY)
WXRC-F, 95.7, 100 KW @ 1276, AOR		ABC , \$ 26.00 (---)	(HICKORY)

CHATTANOOGA

Arbitron Rank/Pop (12+): 97/366,100
 MSA Rank/Pop: 107/443,000
 ADI # 84
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 19/19
 Diaries: 892/410:1/48.7%
 Sample Target: 840
 % Below Line: 0.0
 % Not Listed: 13.2

1991 Revenue: \$12,200,000
 HH Inc.: \$27,424
 Retail \$: 3.0 Bil
 Pop per Station: 19,268
 #1 Biller: WUSY-F \$3,300,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WUSY-F (C)	135/22.0	21.5	23.7	23.9	18.0	22.8	306/3035	1376/37.6	36.7	30.5	E	WUSY-F
2. WDEF-AF (SAC/FS)	76/12.4	10.5	12.1	10.1	10.0	11.3	85/921	778/21.3	20.5	20.4	C	WDEF-AF
3. WJTT-F (B)	64/10.4	7.6	8.4	10.0	12.1	9.1	64/543	518/14.1	13.8	14.9	B	WJTT-F
4. WSKZ-F (CHR)	42/ 6.9	9.4	5.6	5.9	9.2	6.9	85/1612	863/23.6	23.0	22.2	C	WSKZ-F
5. WLMX-F (AC)	31/ 5.1	6.0	8.6	6.4	6.8	6.5	31/654	612/16.7	15.0	17.6	D	WLMX-F
6. WFXS-F (CL AOR)	29/ 4.7	6.1	5.3	5.4	4.7	5.4	40/590	431/11.8	11.5	11.6	B	WFXS-F
7. WDOD-F (C)	28/ 4.6	5.3	6.6	4.7	8.2	5.3	38/981	585/16.0	17.0	18.4	A	WDOD-F
8. WJRX-F (REL)	22/ 3.6	3.5	2.0	1.9	3.0	2.8	28/397	346/ 9.5	8.3	7.9	A	WJRX-F
9. WSGC-F (O)	21/ 3.4	2.0	1.5	3.7	2.0	2.7	32/416	350/ 9.6	9.2	8.4	A	WSGC-F
WNOO (B)	21/ 3.4	2.8	2.8	2.4	3.3	2.8	21/251	251/ 6.9	5.5	5.3	A	WNOO
11. WGOW (T)	20/ 3.3	3.5	3.0	3.0	2.5	3.2	20/376	368/10.1	8.5	7.8	A	WGOW

12+ FM SHARE (METRO): 83.83% (446 of 532) (SUM 91: 84.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSY-F	1 WUSY-F>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F	1 WUSY-F	1 WUSY-F>	1 WUSY-F>>	1 WUSY-F	1 WUSY-F
2 WJTT-F>	2 WJTT-F	2 WJTT-F	2 WJTT-F	2 WJTT-F>	2 WDEF-AF>>	2 WDEF-AF>>	2 WDEF-AF>	2 WJTT-F	2 WJTT-F>>	WJTT-F>>
3 WSKZ-F	3 WSKZ-F>	3 WSKZ-F	3 WSKZ-F	3 WDEF-AF<	3	3 WJTT-F	3 WJTT-F	3 WDEF-AF<	3 WSKZ-F	3 WSGC-F
4	4 WFXS-F>	4 WLMX-F<	4 WLMX-F>	4 WSKZ-F	4	4 WSKZ-F	4 WLMX-F<	4 WSKZ-F>	4 WDEF-AF	4 WDEF-AF
5	5 WJRX-F	5 WFXS-F	5 WDEF-AF	5 WLMX-F	5	5 WLMX-F>	5 WSKZ-F	5	5 WFXS-F>	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F	1 WUSY-F	1 WUSY-F>	1 WUSY-F>	1 WUSY-F>>
2 WJTT-F>	2 WJTT-F>>	2 WJTT-F>>	2 WJTT-F	2 WJTT-F	2 WSKZ-F	2 WSKZ-F>	2 WSKZ-F	2 WSKZ-F	2 WSKZ-F
3 WFXS-F	3 WSKZ-F	3 WJRX-F	3 WLMX-F>	3 WLMX-F	3 WFXS-F	3 WJTT-F>	3 WJTT-F>>	3 WJTT-F	3 WJTT-F
4 WKXJ-F>	WLMX-F	4 WSKZ-F	4 WSKZ-F>	4 WDEF-AF>	4 WJTT-F>>	4 WFXS-F	4 WJRX-F	4 WFXS-F>	4 WDEF-AF
5 WSKZ-F	WFXS-F	WLMX-F	5 WDEF-AF	5 WSKZ-F	5 WJRX-F	5	5 WFXS-F	5 WSGC-F	5 WSGC-F
WLMX-F	6 WJRX-F	6 WNOO	WFXS-F	6	WDOD-F	6	6	6	6 WFXS-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG/AQH	TSA CUME	TSA CUME
WBDX-F 102.7	Trenton/Chtnoog	1.3/4.5/	8/	176
WDOD 1310	Chattanooga	1.6/5.2/	10/	192
WFLI 1070	Lookout Mountn	1.0/3.1/	25/	160
WKXJ-F 97.3	S.Pittsbrg/Chtn	1.1/4.7/	21/	333
WMOC 1450	Chattanooga	0.3/1.6/	2/	59
WQCH 1590	Lafayette	1.0/1.9/	6/	80
WSDQ 1190	Dunlap	0.7/0.9/	4/	34

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, EZ	CBS, \$ 21.00 (MMR)	Park
WDOD, 1310, 5 KW (DA-N)	, NOSTALGIA	UNIULT, \$ 17.00 (Banner)	Bahake1
WFLI, 1070, 50 KW/2.5 KW(DA-2)	, RELIGION	ABC, \$ 12.00 (---)	(LOOKOUT MT.)
WGOW, 1150, 5 KW/1 KW (DA-N)	, TALK	SUN, MBS, \$ 18.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN, \$ 14.00 (Eastman)	
WBDX-F, 102.7, 6 KW @ 817,	SOFT AC	, \$ 15.00 (---)	(TRENTON)
WDEF-F, 92.3, 100 KW @ 1181,	EZ/SOFT AC	CBS, \$ 33.00 (MMR)	Park
WDOD-F, 96.5, 100 KW @ 1079,	COUNTRY	UNIULT, \$ 31.00 (Banner)	Bahake1
WFXS-F, 102.3, 3 KW @ 285,	CLASSIC AOR	, \$ 19.00 (Eastman)	(SODDY-DAISY)
WJRX-F, 107.9, 3 KW @ 328,	RELIGION	APR, \$ 13.00 (---)	(EAST RIDGE)
WJTT-F, 94.3, 3 KW @ 298,	BLACK	CBS, \$ 25.00 (HNWH)	(REDBANK)
WKXJ-F, 97.3, 16 KW @ 856,	CHR	, \$ 20.00 (Roslin)	(S.PITTS)
WLMX-F, 105.5, 3 KW @ 269,	AC	ABC, \$ 47.00 (Eastman)	Baum (ROSSVILLE, GA)
WSGC-F, 101.9, 3 KW @ 702,	OLDIES	, \$ 19.00 (---)	(RINGGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1079,	CHR	, \$ 45.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 363,	COUNTRY	NBC, \$ 73.00 (Katz)	Colonial

CHICAGO

Arbitron Rank/Pop (12+): 3/6,651,100
 MSA Rank/Pop: 3/8,240,000
 ADI # 3
 Average Person Ratings: 18.1
 Market TSL: 23.75 hours

Stations: 40/40
 Diaries: 3639/1828:1/48.4%
 Sample Target: 3470
 % Below Line: 0.0
 % Not Listed: 12.2

1991 Revenue: \$238,000,000
 HH Inc.: \$33,675
 Retail \$: 61.9 Bil
 Pop per Station: 166,277
 #1 Biller: WGN \$42,500,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WGCI-F (B)	866/ 7.2	7.3	6.8	6.8	8.1	7.0	882/9430	9073/13.6	13.6	14.6	I	WGCI-F
2. WGN (T/FS)	815/ 6.8	7.6	8.8	8.5	8.4	7.9	1000/14442	11529/17.3	16.4	18.7	K	WGN
3. WBBM-F (CHR)	675/ 5.6	5.7	5.0	5.1	4.9	5.3	688/11485	11072/16.6	15.9	16.7	H	WBBM-F
4. WUSN-F (C)	522/ 4.3	5.5	4.7	3.8	4.5	4.6	544/7977	7549/11.4	11.8	10.3	H	WUSN-F
5. WVAZ-F (B/AC)	501/ 4.2	4.4	3.9	4.2	4.7	4.2	503/6536	6353/ 9.6	10.6	10.7	I	WVAZ-F
6. WJJD (BB)	481/ 4.0	3.7	3.4	3.2	4.1	3.6	505/5503	5156/ 7.8	8.2	8.2	F	WJJD
7. WBBM (N/T)	478/ 4.0	3.9	4.0	4.4	3.8	4.1	507/10933	9852/14.8	14.1	15.2	J	WBBM
8. WWBZ-F (AOR)	445/ 3.7	4.6	4.0	3.8	4.6	4.0	501/8706	8060/12.1	13.1	12.1	G	WWBZ-F
9. WLIT-F (SAC)	439/ 3.6	3.4	3.7	3.4	3.4	3.5	446/6221	6107/ 9.2	9.3	8.8	H	WLIT-F
10. WXRT-F (AOR)	426/ 3.5	3.3	3.8	3.3	2.6	3.5	438/6263	5875/ 8.8	8.0	8.0	H	WXRT-F
11. WLUP (T)	418/ 3.5	2.9	3.2	3.2	2.8	3.2	467/5191	4751/ 7.1	6.1	6.4	H	WLUP
12. WLUP-F (AOR)	385/ 3.2	3.1	3.0	2.7	3.5	3.0	407/8097	7853/11.8	11.7	12.1	J	WLUP-F
13. WLS -AF (T)	338/ 2.8	3.0	3.7	3.2	3.9	3.2	389/6663	5250/ 7.9	8.8	14.3	F	WLS -AF
14. WJMK-F (O)	336/ 2.8	3.3	2.9	2.9	3.2	3.0	359/8421	7702/11.6	9.9	11.4	I	WJMK-F
15. WMAQ (N)	323/ 2.7	2.9	2.5	2.5	3.2	2.7	354/10062	8896/13.4	13.8	13.3	I	WMAQ
16. WNUA-F (J/NAC)	311/ 2.6	3.1	3.2	3.8	3.4	3.2	315/5591	5544/ 8.3	8.7	9.0	H	WNUA-F
17. WCKG-F (CL AOR)	273/ 2.3	2.8	2.6	2.7	3.4	2.6	299/7033	6771/10.2	10.9	12.0	I	WCKG-F
18. WPNT-F (AC)	264/ 2.2	2.3	2.5	2.3	2.1	2.3	268/5429	5372/ 3.1	9.2	7.6	G	WPNT-F
19. WKQX-F (AC)	257/ 2.1	2.0	2.3	2.1	3.0	2.1	260/6141	6047/ 9.1	10.0	10.5	H	WKQX-F
20. WTMX-F (AC)	248/ 2.1	1.7	2.2	2.1	1.8	2.0	258/4815	4633/ 7.0	7.7	6.0	H	WTMX-F
21. WOJO-F (SP)	230/ 1.9	1.8	1.8	2.0	1.8	1.9	232/2403	2361/ 3.5	3.8	3.7	F	WOJO-F
22. WGCI (B/G)	186/ 1.5	0.9	1.0	1.0	1.0	1.1	187/2781	2753/ 4.1	2.9	3.1	I	WGCI
23. WSCR (SPRTS)	168/ 1.4	1.2	0.9	---	---	0.9	179/1983	1898/ 2.9	2.6	0.0		WSCR
24. WFMT-F (CL)	165/ 1.4	0.8	1.4	1.2	1.1	1.2	168/3199	3009/ 4.5	3.9	4.4	E	WFMT-F
25. WNIB-F (CL)	161/ 1.3	1.7	1.7	1.5	0.8	1.5	162/3517	3400/ 5.1	4.7	3.7	E	WNIB-F
26. WIND (SP)	106/ 0.9	1.2	1.1	1.7	0.5	1.2	113/1393	1272/ 1.9	2.9	1.6	E	WIND
27. WVON (B/T)	101/ 0.8	0.5	0.8	1.2	0.9	0.8	101/948	948/ 1.4	0.5	1.3		WVON
28.												
29.												
30.												

12+ FM SHARE (METRO): 66.58% (7035 of 10566) (SUM 91: 67.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBM-F	1 WGCI-F>	1 WGCI-F>	1 WGCI-F	1 WGCI-F	1 WGN >	1 WGN >	1 WGCI-F	1 WGCI-F	1 WGCI-F>	1 WGN >>
2 WGCI-F>>	2 WBBM-F	2 WXRT-F<	2 WXRT-F<	2 WVAZ-F	2 WJJD	2 WGCI-F<	2 WLUP <	2 WGN	2 WBBM-F>	2 WBBM >>
3 WWBZ-F	3 WLUP-F	3 WBBM-F	3 WVAZ-F	3 WXRT-F	3 WBBM	3 WBBM	3 WLIT-F	3 WBBM-F	3 WLS -AF	3 WGCI-F>>
4	4 WWBZ-F	4 WVAZ-F	4 WUSN-F	4 WUSN-F	4 WLIT-F<	4 WBBM-F	4 WBBM-F<	4 WLUP	4 WGN <	4 WMAQ
5	5 WXRT-F<	5 WLUP	5 WLUP	5 WLUP	5 WUSN-F	5 WLUP-F	5 WGN	5 WUSN-F	5 WWBZ-F<	5 WVAZ-F
6	6 WLUP	6 WLUP-F	6 WLUP-F<	6 WGN <	6 WLS -AF	6 WJJD	6 WJJD <	6 WWBZ-F	6 WVAZ-F	6 WLS >>
7	7 WVAZ-F>	7 WUSN-F<	7 WLIT-F	7 WLIT-F	7 WMAQ <	7 WUSN-F	7 WUSN-F	7 WXRT-F	7 WUSN-F	7 WJJD >>
8	8 WKQX-F<	8 WWBZ-F	8 WJMK-F<	8 WNUA-F	8 WVAZ-F	8 WVAZ-F	8 WXRT-F	8 WVAZ-F	8 WJMK-F	8 WUSN-F<
9	9 WUSN-F	9 WLIT-F	9 WNUA-F	9 WLUP-F	9 WMAQ	9 WMAQ	9 WLIT-F	9 WLIT-F	9 WNUA-F<	9 WNUA-F
10	10 WCKG-F	10 WCKG-F	10 WBBM-F	10 WJMK-F	10 WLIT-F	10 WLIT-F	10 WVAZ-F	10 WJJD	10 WBBM	10 WBBM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCI-F>	1 WGCI-F>	1 WGCI-F	1 WGCI-F>	1 WGCI-F<	1 WBBM-F	1 WLUP	1 WXRT-F<	1 WLUP	1 WLUP <
2 WBBM-F>	2 WBBM-F	2 WVAZ-F	2 WVAZ-F<	2 WVAZ-F	2 WLUP-F<	2 WLUP-F	2 WLUP	2 WXRT-F	2 WXRT-F
3 WWBZ-F>	3 WVAZ-F	3 WBBM-F<	3 WBBM-F<	3 WUSN-F	3 WWBZ-F	3 WGCI-F<	3 WGCI-F	3 WLUP-F	3 WGCI-F
4 WOJO-F	4 WWBZ-F	4 WUSN-F<	4 WUSN-F	4 WLIT-F>	4 WLUP	4 WXRT-F	4 WLUP-F	4 WLUP-F	4 WVAZ-F
5 WXRT-F	5 WLUP-F	5 WLUP-F	5 WLIT-F>	5 WGN <	5 WGCI-F>	5 WWBZ-F	5 WWBZ-F>	5 WWBZ-F	5 WLUP-F
6 WVAZ-F	6 WUSN-F	6 WKQX-F	6 WPNT-F	6 WBBM-F	6 WCKG-F	6 WBBM-F>	6 WVAZ-F	6 WBBM-F	6 WGN
7 WLUP-F	7 WXRT-F	7 WWBZ-F	7 WXRT-F	7 WJMK-F<	7 WXRT-F	7 WCKG-F	7 WCKG-F	7 WCKG-F	7 WNUA-F
8 WKQX-F	8 WKQX-F	8 WPNT-F	8 WWBZ-F	8 WTMX-F	8	8 WVAZ-F	8 WBBM-F	8 WVAZ-F	8 WUSN-F
9	9 WPNT-F	9 WXRT-F	9 WTMX-F	9 WPNT-F	9	9 WKQX-F	9 WUSN-F	9 WUSN-F	9 WJMK-F<
10	10 WOJO-F	10 WTMX-F	10 WLUP-F	10 WNUA-F	10	10	10 WKQX-F	10 WGN	10 WCKG-F

CHICAGO

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA 47/1064	TSA 87/1151
WABT-F 103.9	Dundee/Schaumbg	0.3/1.5/	47/1064
WAIT 850	Crystal Lk/Chcg	0.7/1.7/	87/1151
WBUS-F 99.9	Kankakee/Chicgo	0.3/1.8/	50/1566
WCCQ-F 98.3	Crest Hill	0.5/1.3/	57/ 925
WJPC 950	Chicago/Lansing	0.3/1.6/	37/1091
WJPC-F 106.3	Lansing/Chicago	0.5/2.1/	59/1417
WTAQ 1300	La Grange/Chicg	0.5/1.2/	61/ 770
WXLC-F 102.3	Waukegan	0.3/0.8/	36/ 530
WYCA-F 92.3	Hammond	0.6/1.4/	77/1028
WYLL-F 106.7	Des Plaines/Chi	0.3/1.3/	42/ 874
WYSY-F 107.9	Aurora	0.7/2.4/	97/1696
WZSR-F 105.5	Woodstock/Chic	0.3/0.7/	34/ 463

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, \$ 250.00 (CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, BLACK OLDIES/GOSPEL	SBN, \$ N/A (McGuild)	Gannett
WGN, 720, 50 KW	, TALK/FULL SERVICE	ABC, \$ 350.00 (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, HISPANIC	, \$ 80.00 (Katz Hisp)	Tichenor
WJJD, 1160, 50 KW/5KW (DA-2)	, NOSTALGIA	UNIULT, \$ 90.00 (Katz)	Infinity
WLS, 890, 50 KW	, TALK	ABC, \$ 100.00 (Banner)	Cap. Cities/ABC
WLUP, 1000, 50 KW (DA-2)	, TALK	, \$ 145.00 (MMR)	Evergreen
WMAQ, 670, 50 KW	, NEWS	CNN NBC, \$ 180.00 (Group W)	Westinghouse
WSCR, 820, 5 KW (DAYS)	, SPORTS	, \$ 55.00 (CBS)	Diamond
WTAQ, 1300, 5 KW/500W (DA-2)	, HISPANIC	, \$ 45.00 (Lotus)	Lotus
WVON, 1450, 1 KW	, BLACK/TALK	MBS, \$ 50.00 (Roslin)	

FM STATIONS

WBBM, 96.3, 4.2 KW @ 1554, CHR		CBS, \$ 160.00 (CBS)	CBS
WCKG, 105.9, 4.1 KW @ 1587, CLASSIC AOR		, \$ 200.00 (Katz)	Cox
WFMT, 98.7, 16 KW @ 1171, CLASSICAL		, \$ 120.00 (HNWH)	
WGCI, 107.5, 33 KW @ 600, BLACK		, \$ 225.00 (McGuild)	Gannett
WJMK, 104.3, 4 KW @ 1568, OLDIES		UNIPWR, \$ 211.00 (Katz)	Infinity
WJPC, 106.3, 3 KW @ 397, BLACK		, \$ 40.00 (---)	Johnson Pub.
WKQX, 101.1, 6 KW @ 1171, AC/AOR		SOURCE, \$ 160.00 (HNWH)	Emmis
WLIT, 93.9, 4 KW @ 1581, SOFT AC		, \$ 195.00 (Christal)	Viacom
WLS, 94.7, 4.4 KW @ 1528, SEE WLS AM			
WLUP, 97.9, 6 KW @ 1171, AOR		, \$ 320.00 (MMR)	Evergreen
WNIB, 97.1, 8.4 KW @ 1191, CLASSICAL		, \$ 110.00 (CHBS)	
WNUA, 95.5, 8.3 KW @ 1171, JAZZ/NAC		, \$ 165.00 (Durpetti)	Pyramid
WOJO, 105.1, 7.2 KW @ 1171, HISPANIC		, \$ 105.00 (Katz Hisp)	Tichenor
WPNT, 100.3, 8.2 KW @ 1171, AC		MBS, \$ 135.00 (Eastman)	Century
WTHX, 101.9, 4.2 KW @ 1558, AC		, \$ 150.00 (McGuild)	Bonneville
WUSN, 99.5, 6 KW @ 1171, COUNTRY		, \$ 160.00 (MMR)	Infinity
WVAZ, 102.7, 6 KW @ 1171, BLACK AC		UPI, \$ 205.00 (Durpetti)	Broadcast Partners
WWBZ, 103.5, 4.3 KW @ 1548, AOR		, \$ 135.00 (Torbet)	Major
WXRT, 93.1, 6.7 KW @ 1309, PROG AOR		, \$ 175.00 (CBS)	Diamond

CINCINNATI

Arbitron Rank/Pop (12+): 32/1,188,700

Stations: 25/20
Diaries: 1679/708:1/53.6%
Sample Target: 1480
% Below Line: 3.7
% Not Listed: 11.9

1991 Revenue: \$57,500,000
HH Inc.: \$32,910
Retail \$: 12.5 Btl
Pop per Station: 59,435
#1 Biller: WLW \$14,900,000

MSA Rank/Pop: 30/1,730,000
ADI # 30
Average Person Ratings: 17.1
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WLW (FS/T)	272/13.4	13.9	11.5	9.7	13.4	12.1	404/6101	4028/33.9	31.7	34.0	I	WLW
2. WUBE-F (C)	169/ 8.3	9.3	7.0	9.2	7.1	8.4	244/3148	2154/18.1	16.3	14.4	E	WUBE-F
3. WEBN-F (AOR)	149/ 7.3	7.0	7.0	6.7	7.4	7.0	195/2890	2234/18.8	17.5	19.8	H	WEBN-F
4. WKRC-F (CHR)	125/ 6.1	6.8	6.2	6.2	9.4	6.3	164/3347	2417/20.3	21.4	25.1	G	WKRC-F
5. WGRR-F (O)	118/ 5.8	5.8	5.4	5.8	5.9	5.7	185/2997	1991/16.7	17.3	17.2	E	WGRR-F
6. WOFX-F (CL AOR)	109/ 5.4	5.8	4.9	3.6	5.5	4.9	153/2577	1863/15.7	13.8	14.9	D	WOFX-F
WIZF-F (B)	109/ 5.4	6.4	6.3	6.4	6.3	6.1	111/1203	1169/ 9.8	11.3	10.8	C	WIZF-F
8. WNNK-F (AC)	100/ 4.9	5.9	6.4	6.3	5.1	5.9	125/2294	1705/14.3	15.0	15.5	F	WNNK-F
9. WIMJ-F (SAC)	93/ 4.6	5.2	4.7	5.9	4.6	5.1	118/1758	1284/10.8	11.8	11.5	D	WIMJ-F
10. WRRM-F (AC)	89/ 4.4	3.5	4.1	5.0	4.8	4.3	100/1602	1351/11.4	10.8	12.0	E	WRRM-F
11. WMLX (BB)	80/ 3.9	2.4	3.6	4.2	2.1	3.5	81/542	521/ 4.4	3.5	3.4	A	WMLX
12. WCKY (N/T)	78/ 3.8	3.6	5.8	4.5	3.9	4.4	90/1270	1113/ 9.4	8.6	9.1	D	WCKY
13. WKRC (FS)	60/ 3.0	2.9	3.8	5.0	3.7	3.7	72/1955	1624/13.7	10.0	12.5	F	WKRC
14. WAQZ-F (AOR)	43/ 2.1	1.4	1.6	0.5	0.5	1.4	43/750	711/ 6.0	4.1	2.8		WAQZ-F
15. WZRZ-F (AOR)	42/ 2.1	1.9	3.0	3.4	3.1	2.6	52/1158	830/ 7.0	7.5	7.9	B	WZRZ-F

12+ FM SHARE (METRO): 69.63% (1247 of 1791) (SUM 91: 70.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRC-F >	1 WEBN-F >	1 WEBN-F <	1 WLW	1 WLW	1 WLW >>	1 WLW	1 WLW	1 WLW >	1 WLW >>	1 WUBE-F
2 WIZF-F >>	2 WOFX-F	2 WLW	2 WEBN-F	2 WUBE-F	2 WUBE-F	2 WUBE-F	2 WUBE-F	2 WUBE-F	2 WIZF-F <	2 WIZF-F
3 WUBE-F	3 WLW	3 WUBE-F	3 WUBE-F	3 WEBN-F	3 WGRR-F	3 WEBN-F >	3 WEBN-F	3 WEBN-F	3 WEBN-F >	3 WLW
4	4 WKRC-F	4 WOFX-F	4 WGRR-F	4 WGRR-F	4 WMLX	4 WKRC-F <	4 WOFX-F <	4 WOFX-F <	4 WKRC-F	4 WKRC
5	5 WUBE-F	5 WGRR-F	5 WOFX-F >	5 WOFX-F	5 WCKY	5 WKRC <	5 WNNK-F <	5 WGRR-F <	5 WGRR-F <	5 WEBN-F >
6	6 WIZF-F	6 WKRC-F <	6 WRRM-F	6 WRRM-F	6 WIMJ-F	6 WCKY	6 WIMJ-F <	6 WKRC-F	6 WUBE-F	6 WKRC-F
7	7 WNNK-F	7 WNNK-F	7 WNNK-F	7 WNNK-F	7 WKRC	7 WGRR-F <	7 WGRR-F <	7 WIZF-F <	7 WOFX-F	7
8	8 WAQZ-F <	8 WRRM-F	8	8	8	8 WIZF-F	8 WRRM-F <	8 WNNK-F	8 WNNK-F	8
9	9 WRRM-F	WIZF-F	9	9	9	9 WNNK-F	9 WKRC-F	WRRM-F <	9 WAQZ-F >	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F	1 WKRC-F <	1 WEBN-F	1 WNNK-F	1 WGRR-F <	1 WEBN-F	1 WEBN-F >	1 WEBN-F	1 WLW	1 WLW >
2 WKRC-F >	2 WEBN-F <	2 WOFX-F	2 WGRR-F	2 WUBE-F >	2 WIZF-F	2 WLW	2 WLW	2 WEBN-F >	2 WEBN-F
3 WRRM-F	3 WNNK-F	3 WUBE-F	3 WKRC-F	3 WRRM-F	3 WUBE-F	3 WOFX-F >	3 WOFX-F >	3 WUBE-F	3 WUBE-F
4 WIZF-F	4 WOFX-F	4 WKRC-F	4 WUBE-F	4 WNNK-F <	4 WIZF-F	4 WUBE-F	4 WUBE-F >	4 WOFX-F >	4 WOFX-F >
5 WRRM-F	5 WRRM-F	5 WGRR-F	5 WRRM-F	5 WIMJ-F	5 WZRZ-F	5 WIZF-F	5 WIZF-F	5 WIZF-F	5 WGRR-F >
6 WOFX-F	6 WIZF-F	6 WIZF-F	6 WEBN-F	6 WLW	6 WKRC-F	6 WAQZ-F	6	6 WGRR-F	6 WIZF-F
7 WAQZ-F	7 WUBE-F	7 WIMJ-F	7 WIMJ-F <	7 WKRC-F	7 WOFX-F	7 WKRC-F	7	7 WAQZ-F	7 WRRM-F
8	8 WIMJ-F	8 WRRM-F	8 WOFX-F <	8 WEBN-F	8 WLW	8 WZRZ-F	8	8 WRRM-F	8
9	9 WGRR-F	9 WNNK-F	9 WIZF-F	9	9	9	9	9	9

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAKW-F	93.3	Cincinnati	1.0/3.7/ 24/ 526
WCIN	1480	Cincinnati	1.1/3.4/ 22/ 402
WNOP	740	Newport	0.8/1.1/ 17/ 130
WOXY-F	97.7	Oxford/Cinci	0.5/1.7/ 20/ 386
WSCH-F	99.3	Aurora	0.5/1.2/ 22/ 197
WGIZ-F	92.9	Eaton/Dayton	0.3/1.8/ 30/ 771
WHKO-F	99.1	Dayton/Sprngfld	0.8/3.1/ 80/1166
WPFB	910	Middletown	0.7/1.4/ 33/ 347
WPFB-F	105.9	Middletown	1.2/3.9/ 75/1214
WWSN-F	107.7	Dayton	0.7/1.2/ 20/ 227

CINCINNATI

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black	, \$ 25.00	(---)	
WCKY,	1530,	50 KW (DA-N)	Talk/News	CBS NBC, \$ 52.00	(Mc-Guild)	Federated
WKRC,	550,	5 KW/1KW (DA-2)	Full Service	ABC, \$ 78.00	(Katz)	Great American
WLW,	700,	50 KW	Full Service/Talk	ABC, \$200.00	(Eastman)	Jacor
WMLX,	1180,	1 KW (Days, DA)	Nostalgia	UNISUP CNN, \$ 35.00	(Schubert)	Heritage (FLORENCE, KY)
WNOP,	740,	1 KW (Days, DA)	Jazz/Variety	, \$ 25.00	(---)	
WSAI,	1360,	5 KW (DA-N)	Oldies	, \$ NA	(MMR)	Booth

FM STATIONS

WEBN,	102.7,	17 KW @ 876	, AOR	, \$145.00	(Eastman)	Jacor
WGRR,	103.5,	20 KW @ 790	, Oldies	, \$ 70.00	(Banner)	Dalton (HAMILTON)
WIZF,	100.9,	1.2 KW @ 466	, Black	ABC, \$ 31.00	(HNWH)	Interurban
WKRQ,	101.9,	16 KW @ 876	, CHR	ABC, \$110.00	(Katz)	Great American
WOFX,	94.9,	31 KW @ 640	, C1 AOR	, \$ 64.00	(Schubert)	Heritage (FAIRFIELD)
WRRM,	98.5,	18 KW @ 807	, AC	, \$ 75.00	(Christal)	Susquehanna
WUBE,	105.1,	11 KW @ 918	, Country	CBS, \$ 78.00	(Christal)	American
WIMJ,	92.5,	16 KW @ 906	, Soft AC/EZ	, \$ 55.00	(Mc-Guild)	Federated
WWNK,	94.1,	32 KW @ 600	, AC	, \$ 85.00	(MMR)	Booth
WZRZ,	96.5,	20 KW @ 810	, AOR	UNIPWR, \$ 43.00	(Torbet)	(HAMILTON)

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,733,100
 MSA Rank/Pop: 26/1,840,000
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 23/20
 Diaries: 1771/979:1/50.7%
 Sample Target: 1810
 % Below Line: 2.2
 % Not Listed: 11.8

1991 Revenue: \$53,200,000
 HH Inc.: \$29,425
 Retail \$: 13.5 Bil
 Pop per Station: 86,655
 #1 Biller: WLTF-F \$8,000,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WGAR-F (C)	248/ 8.0	9.6	8.3	6.3	6.0	8.1	359/4489	2877/16.6	17.3	12.8	E	WGAR-F
2. WMJI-F (O)	222/ 7.2	7.2	6.4	5.6	7.6	6.6	307/4955	3415/19.7	19.3	19.1	G	WMJI-F
3. WMMS-F (AOR)	216/ 7.0	8.6	7.7	10.2	8.5	8.4	291/4796	3401/19.6	20.7	21.2	H	WMMS-F
4. WZAK-F (B)	207/ 6.7	6.7	6.3	7.0	6.1	6.7	280/3062	2308/13.3	13.2	12.3	F	WZAK-F
5. WDOK-F (SAC)	200/ 6.4	7.4	7.7	6.1	6.9	6.9	265/3835	2733/15.8	16.8	16.3	F	WDOK-F
6. WRMR (BB)	198/ 6.4	5.3	5.9	5.4	5.3	5.8	235/2296	1810/10.4	9.7	9.7	B	WRMR
7. WLTF-F (AC)	191/ 6.2	7.2	6.7	9.1	7.6	7.3	239/4104	3145/18.1	17.4	17.2	H	WLTF-F
8. WQAL-F (AC)	172/ 5.5	5.7	5.5	5.5	4.8	5.6	207/4199	3219/18.6	16.8	16.3	D	WQAL-F
9. WWWE (N/T)	150/ 4.8	3.7	4.9	5.1	5.2	4.6	192/3026	2207/12.7	13.7	15.2	E	WWWE
10. WJMO-F (B)	140/ 4.5	4.7	3.9	3.0	3.0	4.0	156/2941	2483/14.3	15.3	10.6	B	WJMO-F
11. WNCX-F (CL AOR)	135/ 4.4	4.0	4.6	4.6	5.8	4.4	192/3543	2493/14.4	14.2	15.8	F	WNCX-F
12. WKNR (SPRTS)	97/ 3.7	2.6	1.6	1.5	0.9	2.3	118/2096	1609/ 9.3	9.1	5.2	A	WKNR
13. WNWV-F (J/NAC)	92/ 3.0	2.5	2.9	2.8	2.9	2.8	110/1901	1507/ 8.7	7.2	7.8	C	WNWV-F
14. WENZ-F (CHR)	86/ 2.8	2.5	2.5	3.7	4.5	2.9	120/3254	2225/12.8	11.3	15.2	D	WENZ-F
15. WJMO (B/O)	79/ 2.5	2.1	2.3	2.2	3.1	2.3	80/1028	1003/ 5.8	5.0	7.3	A	WJMO
16. WCLV-F (CL)	68/ 2.2	2.2	2.6	2.0	2.2	2.3	80/1473	1276/ 7.4	6.2	6.9	C	WCLV-F
17. WHK (N)	59/ 1.9	1.0	1.5	1.7	1.5	1.5	61/1066	952/ 5.5	4.9	5.4	B	WHK
18. WERE (N/T)	44/ 1.4	2.0	2.5	2.6	1.4	2.1	45/1132	1105/ 6.4	6.5	5.1	C	WERE
19. WABQ (REL)	40/ 1.3	1.5	1.2	1.5	1.1	1.4	40/438	422/ 2.4	2.1	2.8	A	WABQ
20.												

12+ FM SHARE (METRO): 73.80% (2020 of 2737) (SUM 91: 75.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZAK-F	1 WMMS-F>	1 WMMS-F	1 WMJI-F	1 WMJI-F	1 WRMR	1 WMMS-F	1 WDOK-F	1 WGAR-F	1 WZAK-F>	1 WWWE >>
2 WJMO-F>>	2 WGAR-F	2 WMJI-F	2 WMMS-F	2 WGAR-F	2 WMJI-F	2 WMJI-F	2 WGAR-F	2 WLTF-F	2 WKNR	2 WGAR-F<
3 WMMS-F	3 WZAK-F	3 WLTF-F	3 WLTF-F	3 WLTF-F	3 WGAR-F<	3 WGAR-F	3 WRMR <	3 WZAK-F<	3 WJMO-F<	3 WZAK-F<
4 WENZ-F	4 WQAL-F	4 WGAR-F	4 WLTF-F	4 WMMS-F	4 WDOK-F<	4 WRMR <	4 WMJI-F<	4 WQAL-F<	4 WGAR-F	4 WERE
5	5 WNCX-F	5 WQAL-F<	5 WQAL-F	5 WDOK-F	5 WWWE	5 WDOK-F<	5 WMMS-F<	5 WDOK-F<	5 WMMS-F	5 WLTF-F
6	6 WLTF-F<	6 WZAK-F	6 WZAK-F	6 WQAL-F	6 WLTF-F>	6 WLTF-F	6 WLTF-F	6 WMJI-F<	6 WLTF-F<	6 WMJI-F
7	7 WJMO-F	7 WNCX-F	7 WDOK-F<	7 WZAK-F	7 WKNR <	7 WWWE	7 WWWE	7 WMMS-F	7 WQAL-F<	7 WHK
8	8 WENZ-F<	8 WDOK-F	8 WNCX-F>	8 WNCX-F>	8 WQAL-F	8 WZAK-F	8 WQAL-F>	8 WRMR <	8 WNCX-F	8 WNCX-F
9	9 WMJI-F	9 WJMO-F	9 WNWV-F	9 WNWV-F	9	9 WQAL-F	9	9	9 WMJI-F<	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZAK-F	1 WZAK-F	1 WGAR-F	1 WLTF-F	1 WLTF-F	1 WMMS-F>>	1 WMMS-F>	1 WMMS-F>	1 WMMS-F	1 WMJI-F>
2 WENZ-F	2 WQAL-F	2 WQAL-F<	2 WQAL-F<	2 WGAR-F	2 WJMO-F	2 WNCX-F>	2 WNCX-F>	2 WMJI-F	2 WMMS-F
3 WQAL-F	3 WGAR-F	3 WZAK-F	3 WZAK-F<	3 WQAL-F<	3 WNCX-F	3 WGAR-F	3 WGAR-F	3 WNCX-F>	3 WNCX-F
4 WLTF-F	4 WMMS-F	4 WMMS-F	4 WGAR-F>	4 WDOK-F	4 WENZ-F	4 WJMO-F	4 WMJI-F>	4 WGAR-F>	4 WGAR-F>
5	5 WLTF-F>	5 WLTF-F	5 WMJI-F	5 WMJI-F	5 WZAK-F	5 WMJI-F<	5 WQAL-F	5 WLTF-F<	5 WDOK-F
6 WMMS-F	6 WENZ-F	6 WDOK-F	6 WMMS-F	6 WZAK-F>	6 WLTF-F	6 WZAK-F	6 WZAK-F<	6 WDOK-F	6 WZAK-F
7 WJMO-F>	7 WDOK-F<	7 WMJI-F>	7 WDOK-F	7 WMMS-F	7 WGAR-F	7 WQAL-F	7 WJMO-F	7 WZAK-F	7 WLTF-F
8 WNCX-F	8 WJMO-F	8 WNCX-F	8 WJMO-F	8	8 WQAL-F	8 WENZ-F	8 WDOK-F	8 WQAL-F<	8 WKNR
9	9 WMJI-F	9 WJMO-F	9	9	9 WDOK-F	9 WLTF-F	9	9 WJMO-F	9 WQAL-F
10	10 WNCX-F	10	10	10	10	10	10	10	10

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA/AQH	TSA/CUME
WEOL 930 Elyria	0.8	1.7	26/ 343	
CKLW 800 Windsor	0.8	2.5/ 38/ 680		
WKDD-F 96.5 Akron/Canton	0.5	3.3/ 99/2316		
WONE-F 97.5 Akron/Cleveland	0.9	4.0/125/2354		

CLEVELAND

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (Days)	, Gospel	SBN, \$ 21.00	(---)	
WEOL, 930, 1 KW (DA-2)	, Full Service	MBS ABC, \$ NA	(Torbet)	(ELYRIA)
WERE, 1300, 5 KW (DA-1)	, Talk	CNN, \$ 49.00	(Mc-Guild)	Metroplex
WHK, 1420, 5 KW (DA-N)	, Business News	BRN, NBC T, \$ 39.00	(Katz)	Malrite
WJMO, 1490, 1 KW	, Black Oldies	ABC, \$ 28.00	(MMR)	United
WKNR, 1220, 50 KW (DA-N)	, Sports	ABC UNISUP, \$ NA	(---)	
WRMR, 850, 10 KW/5 KW (DA-2)	, Nostalgia	APR UNISUP, \$ 40.00	(MMR)	
WWWE, 1100, 50 KW	, News/Talk	CBS ABC, \$ 70.00	(Christal)	Booth

FM STATIONS

WCLV, 95.5, 31 KW @ 620	, Classical	, \$ 57.00	(HNWH)	
WDOK, 102.1, 12 KW @ 1004	, Soft AC/EZ	, \$ 80.00	(MMR)	
WGAR, 99.5, 50 KW @ 499	, Country	, \$ 78.00	(HNWH)	Nationwide
WJMO, 92.3, 40 KW @ 236	, Urban/CHR	ABC, \$ 46.00	(MMR)	United
WLTF, 106.5, 11 KW @ 1059	, AC	APR, \$155.00	(Christal)	Booth
WMJI, 105.7, 27 KW @ 899	, Oldies	, \$130.00	(Eastman)	Legacy
WMMS, 100.7, 34 KW @ 600	, AOR	SOURCE NBC, \$151.00	(Katz)	Malrite
WNCX, 98.5, 16 KW @ 961	, Classic AOR	ABC CBS, \$ 88.00	(Mc-Guild)	Metroplex
WNWV, 107.3, 50 KW @ 466	, Jazz/NAC	, \$ 53.00	(Torbet)	(ELYRIA)
WENZ, 107.9, 70 KW @ 390	, CHR	UNIPWR, \$ 57.00	(Torbet)	Ardman
WQAL, 104.1, 11 KW @ 1059	, AC	UNISUP, \$ 65.00	(Banner)	ML/Win
WZAK, 93.1, 28 KW @ 620	, Black	CBS, \$ 85.00	(Durpetti)	Zapis

***** FORMAT CODES *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

***** REVENUE LEVEL CODES *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 110/333,100

Stations: 16/15
Diaries: 865/385:1/53.9%
Sample Target: 800
% Below Line: 3.9
% Not Listed: 19.2

1991 Revenue: \$9,500,000
HH Inc.: \$29,615
Retail \$: 2.9 Bil
Pop per Station: 22,206
#1 Biller: KKCS-AF \$1,700,000

MSA Rank/Pop: 117/406,000
ADI # 99 (w/Pueblo)
Average Person Ratings: 16.8
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KKCS-F (C)	86/15.4	13.3	13.7	14.0	16.6	14.1	107/1136	851/25.5	26.2	27.4	C	KKCS-F
2. KKFH-F (CL AOR)	45/ 8.1	9.0	6.0	6.3	5.5	7.4	55/680	597/17.9	16.6	12.9	C	KKFM-F
3. KSPZ-F (O)	41/ 7.3	7.6	6.7	6.7	7.0	7.1	48/667	554/16.6	16.2	15.9		KSPZ-F
4. KVUU-F (AC)	40/ 7.2	5.6	5.3	4.0	4.9	5.5	50/749	597/16.8	18.7	13.8		KVUU-F
KKMG-F (CHR)	40/ 7.2	9.7	9.6	8.9	5.7	8.9	54/751	528/15.9	21.2	15.8		KKMG-F
6. KRDO-F (SAC)	38/ 6.8	5.6	6.3	7.7	5.1	6.6	54/680	481/14.4	12.7	13.1		KRDO-F
7. KVOR (N/T)	33/ 5.9	5.8	6.5	7.2	4.5	6.3	35/493	458/13.7	12.4	12.4		KVOR
8. KKLI-F (SAC)	31/ 5.6	8.6	6.5	6.8	7.8	6.9	36/582	475/14.3	20.4	17.6		KKLI-F
KILO-F (AOR)	31/ 5.6	4.3	4.2	4.0	3.4	4.5	53/648	461/13.8	12.8	11.0		KILO-F
10. KOA (N/T)	22/ 3.9	3.4	4.4	4.7	4.2	4.1	35/677	448/13.4	8.9	11.0		KOA
11. KIKX-F (CHR)	12/ 2.2	2.2	3.0	4.4	4.9	3.0	20/475	313/ 9.4	12.2	17.8		KIKX-F
KCMN (BB)	12/ 2.2	2.7	1.9	1.4	2.5	2.0	12/146	146/ 4.4	3.6	3.8		KCMN
13.												
14.												
15.												

12+ FM SHARE (METRO): 84.26% (380 of 451) (SUM 91: 81.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KKM-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KRDO-F	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F	1 KOA >
2 KKCS-F	2 KKFH-F>	2 KKFH-F	2 KKFH-F<	2 KSPZ-F	2 KKCS <	2 KKFH-F	2 KKFH-F	2 KVUU-F	2 KKM-F>	2 KKLI-F
3 KVUU-F	3 KKM-F	3 KSPZ-F	3 KSPZ-F	3 KKFH-F	3 KVOR	3 KVOR	3 KRDO-F	3 KKM-F<	3 KKLI-F	3 KVUU-F
KILO-F	4 KILO-F	4 KVUU-F	4 KVUU-F>	4 KVUU-F>	4 KSPZ-F	4 KRDO-F	4 KSPZ-F	4 KILO-F	4 KILO-F	4 KSPZ-F
KIKX-F	5 KVUU-F	5 KKM-F	5 KKLI-F	5 KKLI-F	5 KOA	5 KVUU-F<	5 KVUU-F	5 KKFH-F	5 KVUU-F	5 KVOR
6	6 KSPZ-F	KILO-F	KILO-F	6 KILO-F	6 KVUU-F	6 KSPZ-F	6 KVOR <	6 KVOR	6 KRDO-F	6 KRDO-F
7	7 KKLI-F	7 KKLI-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKM-F	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKM-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F
KKCS-F>	2 KVUU-F	2 KVUU-F>	2 KVUU-F<	2 KVUU-F	KILO-F	2 KKFH-F>	2 KKFH-F>	2 KKFH-F>	2 KKFH-F
3 KKLI-F>	KKMG-F	3 KKFH-F	3 KKLI-F	3 KSPZ-F	3 KKCS-F	3 KILO-F>	3 KSPZ-F	3 KSPZ-F	3 KSPZ-F>
4 KVUU-F	KKLI-F	4 KKLI-F	4 KSPZ-F	4 KKLI-F	4 KKFH-F	4 KKM-F	KILO-F	4 KILO-F	4 KVUU-F
KKFH-F	5 KKFH-F>	5 KSPZ-F	5 KKM-F	5 KKFH-F	5	5 KSPZ-F>	5	5 KVUU-F	5 KILO-F
6	6 KSPZ-F	KILO-F	KKFH-F	6 KRDO-F	6	6 KVUU-F	6	6 KKM-F	6
7	KILO-F	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME	TSA	TSA
	RTG	AQH	CUME	
KGFT-F	100.7	Pueblo/Co Sprgs	1.3/4.8/	11/ 221
KHII-F	105.5	Security/Co Spg	1.6/4.1/	9/ 137
KKCS	1460	Colorado Sprngs	0.4/2.3/	3/ 81
KWYD	1580	Colorado Sprngs	0.4/1.5/	2/ 49

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	, NOSTALGIA	CNN, UNISUP	, \$ 13.00 (K & P)	
KRDO, 1240, 1 KW (DA-1)	, COUNTRY		, \$ 13.00 (HNWH)	
KSSS, 740, 3.5KW/1.5 KW(DA-2)	, SEE KVUU-FM			
KVOR, 1300, 5 KW/1 KW	, NEWS/TALK	ABC CBS	, \$ 25.00 (Katz)	Unistar
KGFT-F, 100.7, 13 KW @ 2122, AOR			, \$ 21.00 (Banner)	Salem (PUEBLO)
KHII-F, 105.5, .4 KW @ 2227, COUNTRY		SMN	, \$ 12.00 (K & P)	(SECURITY)
KIKX-F, 102.7, 100 KW @ 2001, CHR			, \$ 24.00 (Banner)	Wiskes/Abaris
KILO-F, 93.9, 83 KW @ 2109, AOR			, \$ 30.00 (Eastman)	Bahakel
KKCS-F, 101.9, 79 KW @ 2178, COUNTRY			, \$ 44.00 (Torbet)	Walton
KKFH-F, 96.5, 71 KW @ 2289, CLASSIC AOR			, \$ 35.00 (Christal)	Citadel
KKLI-F, 106.3, 1.6 W @ 2224, SOFT AC			, \$ 24.00 (Torbet)	Tippie
KKM-F, 98.9, 70 KW @ 2299, CHR			, \$ 20.00 (Banner)	(PUEBLO)
KRDO-F, 95.1, 96 KW @ 2011, EZ			, \$ 29.00 (HNWH)	
KSPZ-F, 92.9, 72 KW @ 2129, OLDIES		UNISUP	, \$ 32.00 (Katz)	Unistar
KVUU-F, 99.9, 68 KW @ 2001, AC		NBC	, \$ 27.00 (McGuild)	Dick (PUEBLO)
KOA -- See Denver				

Miscellaneous: KATH-F to KGFT-F (Aug) . . .

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/385,800

MSA Rank/Pop: 106/465,000
ADI # 87

Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 16/15
Diaries: 878/439:1/50.2%
Sample Target: 850
% Below Line: 0.5
% Not Listed: 17.4

1991 Revenue: \$14,900,000
HH Inc.: \$32,602
Retail \$: 3.7 Bil
Pop per Station: 25,720
#1 Biller: WCOS-AF \$3,100,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WWDM-F (B)	133/20.2	18.4	17.6	16.5	15.2	18.2	194/1792	1014/26.3	25.8	24.2	D	WWDM-F
2. WCOS-F (C)	70/10.6	13.4	14.0	16.4	15.7	13.6	163/1888	904/23.4	25.7	27.6	E	WCOS-F
3. WVOC (N/T)	55/ 8.3	6.4	8.3	8.0	7.8	7.8	63/769	614/15.9	14.7	15.7	B	WVOC
4. WNOK-F (CHR)	52/ 7.9	8.5	8.6	9.3	8.0	8.6	94/1438	809/21.0	21.6	23.7	C	WNOK-F
5. WMFX-F (AOR)	47/ 7.1	7.2	6.8	5.4	5.5	6.6	47/708	658/17.1	14.9	13.8	C	WMFX-F
WHKZ-F (C)	47/ 7.1	6.0	4.2	5.3	2.4	5.7	50/762	671/17.4	13.5	10.4	A	WHKZ-F
7. WOMG-F (O)	34/ 5.2	5.7	5.0	4.2	4.7	5.0	36/584	549/14.2	14.1	12.0	C	WOMG-F
8. WTCB-F (AC)	28/ 4.2	6.0	4.1	4.8	5.5	4.8	46/642	447/11.6	14.0	14.9	C	WTCB-F
9. WSCQ-F (AC)	19/ 2.9	2.2	2.1	2.9	3.4	2.5	19/296	279/ 7.2	7.3	9.2	B	WSCQ-F
10. WTGH (G)	17/ 2.6	3.0	2.9	2.9	4.9	2.8	18/297	276/ 7.2	6.2	7.5	A	WTGH
11. WOIC (B)	16/ 2.4	2.7	2.9	3.0	2.6	2.8	17/247	231/ 6.0	5.9	4.5	A	WOIC
12. WAAS-F (AOR)	12/ 1.8	1.9	2.9	5.0	5.7	2.9	13/288	275/ 7.1	6.9	10.3	A	WAAS-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 83.12% (453 of 545) (SUM 91: 81.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWDM-F>>	1 WWDM-F>>	1 WWDM-F>>	1 WWDM-F>	1 WWDM-F>	1 WCOS-F	1 WWDM-F>	1 WWDM-F>	1 WWDM-F>	1 WWDM-F>>	1 WWDM-F>>
2 WNOK-F	2 WMFX-F	2 WCOS-F	2 WCOS-F>	2 WCOS-F>	2 WVOC	2 WCOS-F	2 WVOC	2 WCOS-F	2 WCOS-F	2 WVOC
3 WNOK-F	3 WMFX-F	3 WMFX-F	3 WMFX-F<	3 WOMG-F<	3 WMFX-F>	3 WMFX-F	3 WMFX-F	3 WMFX-F	3 WNOK-F>	3 WOIC
4	4 WCOS-F	4 WNOK-F	4 WNOK-F	4 WMFX-F	4 WHKZ-F	4 WNOK-F	4 WHKZ-F	4 WHKZ-F	4	4
5	5 WHKZ-F	5 WHKZ-F	5 WHKZ-F<	5 WHKZ-F<	5 WOMG-F	5 WHKZ-F<	5 WNOK-F	5 WNOK-F>	5	5
6	6	6	6 WOMG-F	6 WNOK-F	6	6 WMFX-F	6 WMFX-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWDM-F>>	1 WWDM-F>>	1 WWDM-F>>	1 WWDM-F>>	1 WWDM-F	1 WWDM-F	1 WWDM-F>	1 WWDM-F>>	1 WWDM-F>	1 WWDM-F>>
2 WNOK-F>	2 WNOK-F	2 WCOS-F	2 WNOK-F	2 WCOS-F>	WMFX-F>	2 WMFX-F>	2 WMFX-F>	2 WMFX-F>	2 WMFX-F
3 WTCB-F	3 WCOS-F>	3 WNOK-F>	WCOS-F	3 WNOK-F	3 WNOK-F	3 WNOK-F>	3 WNOK-F	3 WCOS-F	3 WVOC
4 WMFX-F	4 WMFX-F	4 WHKZ-F	4 WHKZ-F	4 WHKZ-F	4 WHKZ-F	4 WHKZ-F	4 WVOC	4 WVOC	4 WCOS-F
5 WHKZ-F	5 WHKZ-F	5 WMFX-F	5 WTCB-F	5 WOMG-F	5 WCOS-F>	5 WCOS-F	WAAS-F	5 WNOK-F	5 WOMG-F
6 WCOS-F	6 WTCB-F	6	6 WMFX-F	6 WTGH	6 WAAS-F	6 WAAS-F	6	6 WHKZ-F	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WCOS 1400 Columbia	0.6/2.9/	5/	145
WKWQ-FF 93.1 Batesburg/Cmba	1.3/4.9/	10/	234
WRXR-F 96.3 Aiken/Augusta	0.5/1.4/	3/	115

RADIO STATIONS

WOIC, 1230, 1 KW (DA-1)	, BLACK	, \$ 14.00 (Banner)	Voyager
WQXL, 1470, 5 KW (DAYS)	, RELIGION	SBN, \$ 12.00 (---)	
WTGH, 620, 1 KW/125 W (DA-1)	, GOSPEL	SBN, \$ 15.00 (---)	Willis
WVOC, 560, 5 KW (DA-N)	, NEWS/TALK	CNN CBS, \$ 24.00 (Banner)	
WAAS-F, 93.5, 1.7 KW @ 426, AC		, \$ 30.00 (Banner)	
WCOS-F, 97.5, 100 KW @ 984, COUNTRY		SMN ABC, \$ 71.00 (McGuild)	Ragan Henry
WHKZ-F, 96.7, 3 KW @ 626, COUNTRY		, \$ 23.00 (K&P)	Universal (CAYCE)
WKWQ-F, 93.1, 2.1 KW @ 561, BLACK		UNIPWR, \$ 17.00 (---)	Willis (BATESBURG)
WMFX-F, 102.3, 3 KW @ 321, AOR		SOURCE, \$ 47.00 (Durpetti)	Baum (ST.ANDREWS)
WNOK-F, 104.7, 100 KW @ 1000, CHR		ABC, \$ 45.00 (Katz)	Voyager
WOMG-F, 103.1, 3 KW @ 298, OLDIES		MBS, \$ 28.00 (Schubert)	John Price
WSCQ-F, 100.1, 5.9 KW @ 331, AC		CNN, \$ 23.00 (Eastman)	American Network
WTCB-F, 106.7, 100 KW @ 787, AC		APR, \$ 38.00 (Christal)	Bloomington (ORANGEBURG)
WWDM-F, 101.3, 100 KW @ 1322, Black		UNIPWR, \$ 53.00 (HNWH)	(SUMTER)

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,157,400

Stations: 27/24
Diaries: 1587/729:1/53.2%
Sample Target: 1430
% Below Line: 2.2
% Not Listed: 14.8

1991 Revenue: \$43,000,000
HH Inc.: \$28,503
Retail \$: 10.8 Bil
Pop per Station: 48,225
#1 Biller: WNCI-F \$8,200,000

MSA Rank/Pop: 35/1,360,000

ADI # 34

Average Person Ratings: 15.6

Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WTVN (FS)	157/ 8.7	9.0	10.1	8.0	9.1	8.9	185/2426	1946/16.8	17.1	16.3	H	WTVN
2. WSNY-F (AC)	142/ 7.9	7.8	8.7	9.5	9.1	8.5	164/2865	2385/20.6	18.1	20.6	H	WSNY-F
3. WNCI-F (CHR)	139/ 7.7	10.5	11.0	7.5	11.4	9.2	183/3388	2529/21.9	25.7	25.3	H	WNCI-F
4. WLVQ-F (AOR)	121/ 6.7	6.7	7.5	8.1	8.9	7.3	151/2292	1922/16.6	16.5	18.6	G	WLVQ-F
5. WBZX-F (AOR)	116/ 6.4	4.2	3.4	5.4	5.2	4.8	142/2329	1741/15.0	13.4	13.5		WBZX-F
6. WHOK-F (C)	106/ 5.9	5.5	7.4	5.7	5.4	6.1	147/2264	1562/13.5	13.7	12.8	D	WHOK-F
7. WRVF-F (C)	95/ 5.3	4.3	3.4	3.1	1.2	4.0	95/1237	1222/10.6	8.3	5.8	A	WRVF-F
8. WCOL-F (O)	78/ 4.3	3.7	3.8	5.4	5.6	4.3	85/1808	1558/13.5	10.5	16.9	D	WCOL-F
9. WWHT-F (CHR)	70/ 3.9	4.3	3.3	3.5	2.3	3.8	79/1504	1333/11.5	11.6	8.4	A	WWHT-F
10. WBNS-F (O)	61/ 3.4	3.6	2.7	3.9	6.9	3.4	84/1550	1174/10.1	10.0	14.8	D	WBNS-F
11. WBNS (BB)	55/ 3.0	2.8	3.5	3.7	2.5	3.3	60/975	879/ 7.6	6.7	6.9	A	WBNS
12. WVKO (B)	52/ 2.9	4.1	3.6	2.5	3.3	3.3	52/753	753/ 6.5	7.1	6.1	B	WVKO
13. WRZR-F (AOR)	49/ 2.7	2.0	3.7	1.6	1.7	2.5	54/763	645/ 5.6	4.9	3.9	A	WRZR-F
14. WCEZ-F (SAC)	44/ 2.4	1.7	1.2	1.4	0.3	1.7	48/597	546/ 4.7	4.1	1.1	A	WCEZ-F
15. WMNI (C)	42/ 2.3	2.5	2.2	2.7	2.2	2.4	44/388	380/ 3.3	4.4	4.9	A	WMNI
16. WCLT-F (C)	41/ 2.3	4.3	2.0	2.6	2.1	3.0	83/967	514/ 4.4	6.4	5.3	A	WCLT-F
17. WCKX-F (B)	39/ 2.2	2.8	2.0	2.7	1.4	2.4	39/899	889/ 7.7	6.3	5.0	A	WCKX-F
18. WWCDF (AOR)	31/ 1.7	2.2	1.3	1.5	2.6	1.7	31/768	755/ 6.5	6.0	4.8	A	WWCDF
19. WLW (FS)	23/ 1.3	1.8	1.5	2.2	2.1	1.7	55/1136	561/ 4.8	5.8	5.9		WLW
20.												

12+ FM SHARE (METRO): 75.96% (1169 of 1539) (SUM 91: 76.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWHT-F>	1 WLVQ-F	1 WSNY-F	1 WSNY-F<	1 WSNY-F	1 WTVN >	1 WTVN >	1 WSNY-F	1 WSNY-F<	1 WNCI-F	1 WSNY-F>>
2 WBZX-F	2 WBZX-F	2 WLVQ-F	2 WLVQ-F<	2 WLVQ-F<	2 WSNY-F<	2 WNCI-F	2 WLVQ-F	2 WBZX-F	2 WBZX-F	2 WTVN
3 WNCI-F	3 WNCI-F	3 WNCI-F	3 WNCI-F	3 WNCI-F	3 WHOK-F	3 WSNY-F	3 WNCI-F	3 WNCI-F<	3 WTVN <	3 WBZX-F
4 WRZR-F	4 WRVF-F	4 WBZX-F	4 WTVN	4 WTVN	4 WCOL-F	4 WLVQ-F	4 WTVN <	4 WTVN	4 WSNY-F	4 WHOK-F<
5	5 WSNY-F>	5 WHOK-F<	5 WHOK-F	5 WHOK-F	5 WNCI-F	5 WHOK-F	5 WRVF-F<	5 WLVQ-F	5 WWHT-F>	5 WCLT-F>
6	6 WHOK-F	6 WRVF-F	6 WRVF-F<	6 WRVF-F<	6 WBNS	6 WRVF-F	6 WHOK-F	6 WHOK-F	6 WRZR-F	6 WNCI-F
7	7 WRZR-F	7 WTVN	7 WCOL-F<	7 WCOL-F	7 WBNS-F	7	7 WBZX-F>	7 WRVF-F	7	7 WBNS
8	8	8 WCOL-F	8 WBZX-F	8 WBZX-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSNY-F	1 WNCI-F	1 WNCI-F>	1 WSNY-F	1 WSNY-F	1 WBZX-F>>	1 WBZX-F	1 WLVQ-F>	1 WLVQ-F	1 WLVQ-F
2 WNCI-F	2 WSNY-F>	2 WSNY-F	2 WNCI-F>	2 WNCI-F>	2 WRZR-F>	2 WLVQ-F>	2 WBZX-F<	2 WBZX-F>	2 WTVN
3 WRVF-F	3 WRVF-F	3 WLVQ-F	3 WRVF-F	3 WTVN	3 WLVQ-F>	3 WRVF-F	3 WRVF-F>	3 WHOK-F	3 WHOK-F
4 WWHT-F	4 WLVQ-F>	4 WRVF-F>	4 WLVQ-F	4 WCOL-F	4 WNCI-F	4 WRZR-F	4 WHOK-F>	4 WTVN	4 WBZX-F
5 WLVQ-F	5 WBZX-F	5 WVKO	5 WCOL-F	5 WRVF-F	5 WHOK-F	5 WHOK-F>	5 WWCDF	5 WRVF-F	5 WRVF-F
6 WCKX-F	6 WWHT-F	6 WBZX-F	6 WTVN	6 WLVQ-F	6 WWHT-F	6 WNCI-F	6 WTVN	6 WNCI-F	6 WNCI-F<
7 WBZX-F>	7 WVKO	7	7 WHOK-F	7 WHOK-F	7 WRVF-F	7	7 WSNY-F	7 WSNY-F	7 WSNY-F
8 WVKO	8	8	8 WVKO	8 WVKO	8 WCLT-F	8	8 WNCI-F	8 WRZR-F	8 WCOL-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WCLT 1430 Newark	0.3/1.0/	6/	115
WCOL 1230 Columbus	0.9/2.9/	18/	335
WLOH 1320 Lancaster	0.4/1.3/	7/	156
WRFD 880 Columbus	0.6/2.2/	17/	359
WSWZ-F 103.5 Lancaster	0.3/1.6/	8/	204
WTLT-F 107.1 Circleville/Cln	0.8/3.3/	18/	473
WAZU-F 102.9 Sprngfld/Dayton	0.4/0.8/	18/	308
WMRN-F 106.9 Marion	0.5/1.3/	36/	609

COLUMBUS, OH

RADIO STATIONS

AM STATIONS

WBNS, 1460,	5 KW/1 KW (DA-N) ,	Nostalgia	APR CBS, \$ 32.00	(Banner)	Columbus Dispatch
WCOL, 1230,	1 KW	SEE WCOL-FM			
WMNI, 920,	1 KW/500 W (DA-2),	Country	MBS NBC, \$ 30.00	(Eastman)	
WRFD, 880,	9 KW (Days, DA) ,	Religion	, \$ 21.00	(---)	Salem
WTVN, 610,	5 KW (DA-N) ,	Full Service	ABC, \$123.00	(Katz)	Great American
WVVO, 1580,	1 KW/250 W (DA-2),	Black	SBN UNIPWR, \$ 32.00	(Mc-Guild)	Saga

FM STATIONS

WBBY, 103.9,	2.6 KW @ 361	, Jazz	NBC, \$ 30.00	(---)	(WESTERVILLE)
WBNS, 97.1,	21 KW @ 781	, Oldies	CBS, \$ 47.00	(Banner)	Columbus Dispatch
WCKX, 106.3,	3 KW @ 298	, Black	SBN, NBN, \$ 27.00	(---)	(LONDON)
WCLT, 100.3,	50 KW @ 390	, Country	MBS, \$ NA	(---)	(NEWARK)
WCOL, 92.3,	22 KW @ 754	, Oldies	, \$ 60.00	(Christal)	Great Trails
WHOK, 95.5,	50 KW @ 492	, Country	APR, \$ 55.00	(Eastman)	
WLVQ, 96.3,	18 KW @ 751	, AOR	, \$140.00	(Katz)	Great American
WBZX, 99.7,	20 KW @ 783	, AOR	, \$ 67.00	(Eastman)	
WNCI, 97.9,	175 KW @ 561	, CHR	APR, \$163.00	(MMR)	Nationwide
WRVF, 98.9,	3 KW @ 328	, Country	CNN, \$ 29.00	(Eastman)	(UPPER ARLINGTON)
WRZR, 103.1,	3 KW @ 298	, AOR	SMN, \$ 24.00	(---)	Ragan Henry (JOHNSTOWN)
WSNY, 94.7,	22 KW @ 754	, AC	, \$168.00	(Mc-Guild)	Saga
WWCD, 101.1,	3 KW @ 328	, Prog AOR	, \$ NA	(---)	(GROVE CITY)
WWHT, 105.7,	6 KW @ 328	, CHR	ABC, \$ NA	(Schubert)	(MARYSVILLE)

Miscellaneous: WMGG-F to WBZX-F (July) . . .

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,320,000

Stations: 31/31
Diaries: 2571/1291:1/47.4%
Sample Target: 2420
% Below Line: 0.0
% Not Listed: 9.7

1991 Revenue: \$132,400,000
HH Inc.: \$34,930
Retail \$: 36.0 Bill
Pop per Station: 107,096
#1 Biller: KVIL-AF \$20,800,000

MSA Rank/Pop: 13/2,608,800 D
ADI # 7
Average Person Ratings: 17.1
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KSCS-F (C)	539/ 9.5	9.5	9.9	11.2	10.5	10.0	612/8381	7434/22.4	22.1	22.3	I	KSCS-F
2. KJMZ-F (U/CHR)	327/ 5.8	5.6	5.7	4.0	4.3	5.3	350/5351	4958/14.9	15.1	10.9	E	KJMZ-F
3. KPLX-F (C)	316/ 5.6	5.8	6.5	7.3	6.0	6.3	354/5794	5035/15.2	16.4	15.7	I	KPLX-F
4. WBAP (FS/C)	304/ 5.4	5.3	4.3	5.3	5.4	5.1	482/6989	4734/14.3	14.7	15.6	J	WBAP
5. KYNG-F (C)	287/ 5.1	4.1	3.1	1.6	1.6	3.5	312/3886	3507/10.6	9.6	7.1	E	KYNG-F
6. KVIL-F (AC)	274/ 4.8	6.2	5.3	4.9	5.2	5.3	279/4272	4158/12.5	12.7	13.5	K	KVIL-F
7. KKDA-F (B)	225/ 4.0	4.5	4.7	4.4	5.0	4.4	271/4002	3491/10.5	10.4	10.7	H	KKDA-F
8. KDMX-F (AC)	225/ 4.0	3.4	2.4	2.7	3.5	3.1	236/3838	3675/11.1	11.6	10.9	C	KDMX-F
9. KTXQ-F (AOR)	217/ 3.8	4.3	4.7	5.2	6.4	4.5	244/4383	4025/12.1	12.5	13.8	H	KTXQ-F
10. KLRX-F (SAC)	202/ 3.6	3.8	3.9	4.4	2.8	3.9	209/3016	2840/ 8.6	10.6	8.9	D	KLRX-F
11. KOAI-F (J/NAC)	196/ 3.5	3.1	2.5	2.1	3.0	2.8	217/3283	2929/ 8.8	8.1	6.8	E	KOAI-F
12. KRLD (N)	181/ 3.2	3.4	3.8	4.0	4.1	3.6	212/4673	3994/12.0	13.7	12.6	H	KRLD
13. KZPS-F (CL AOR)	165/ 2.9	2.7	2.8	2.0	2.7	2.6	207/3859	3416/10.3	9.0	9.2	G	KZPS-F
14. KLUV-F (O)	165/ 2.9	2.9	2.4	2.2	3.2	2.6	190/4027	3341/10.1	10.2	10.4	G	KLUV-F
15. KLIF (T)	160/ 2.8	2.5	2.6	2.3	2.8	2.5	169/2738	2476/ 7.5	7.0	7.1	F	KLIF
16. KEGL-F (CHR)	155/ 2.7	3.1	3.5	3.9	3.6	3.3	170/3975	3702/11.2	12.7	14.4	G	KEGL-F
17. KDGE-F (AOR)	138/ 2.4	1.5	2.0	2.9	2.3	2.2	142/2513	2377/ 7.2	6.5	7.0	E	KDGE-F
18. WRR -F (CL)	130/ 2.3	2.0	2.0	2.2	2.1	2.1	144/2229	1923/ 5.8	5.8	6.0	C	WRR -F
19. KLTY-F (REL)	125/ 2.2	2.5	2.5	3.3	2.9	2.6	160/2226	1926/ 5.8	6.3	5.6	D	KLTY-F
20. KESS (SP)	110/ 1.9	2.4	1.8	1.5	1.8	1.9	110/1251	1251/ 3.8	3.8	2.8	B	KESS
21. KKDA (B/O)	107/ 1.9	2.5	2.0	1.9	2.1	2.1	126/1661	1492/ 4.5	5.4	5.2		KKDA
22. KAAM (BB)	100/ 1.8	1.6	2.0	1.7	2.0	1.8	100/1336	1336/ 4.0	4.4	3.7	B	KAAM
23. KJZY-F (AOR)	87/ 1.5	1.4	2.6	0.4	0.5	1.5	126/1914	1672/ 5.0	4.1	1.7	B	KJZY-F
24. KODZ-F (O)	84/ 1.5	1.2	1.8	1.6	2.3	1.5	97/2587	2185/ 6.6	7.0	10.9	E	KODZ-F
25. KHVN (G)	78/ 1.4	1.9	1.7	2.1	2.4	1.8	78/1256	1246/ 3.8	4.1	5.0	B	KHVN
26. KCDU-F (CL AOR)	60/ 1.1	2.0	1.9	1.8	1.5	1.7	60/1653	1612/ 4.9	7.2	5.1	C	KCDU-F
27. KGBS (T)	58/ 1.0	1.0	0.6	0.9	0.5	0.9	60/1511	1441/ 4.3	4.1	3.0		KGBS
28.												
29.												
30.												

12+ FM SHARE (METRO): 76.50% (3917 of 5120) (SUM 91: 75.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJMZ-F>>	1 KSCS-F	1 KSCS-F>	1 KSCS-F>	1 KSCS-F>	1 KSCS-F	1 KSCS-F>	1 KSCS-F>	1 KSCS-F>	1 KJMZ-F	1 KSCS-F>>
2 KEGL-F	2 KTXQ-F<	2 KYNG-F	2 KPLX-F<	2 KPLX-F	2 WBAP	2 KVIL-F<	2 KPLX-F<	2 KJMZ-F	2 WBAP	2 WBAP
3 KSCS-F	3 KYNG-F	3 KPLX-F	3 KVIL-F<	3 KVIL-F	3 KPLX-F	3 KPLX-F	3 KYNG-F	3 KPLX-F<	3 KSCS-F>	3 KRLD
4 KKDA-F	4 KJMZ-F	4 KDMX-F<	4 KDMX-F<	4 KYNG-F	4 KVIL-F	4 WBAP	4 KDMX-F	4 KYNG-F	4 KKDA-F	4 KJMZ-F
5	5 KDMX-F	5 KTXQ-F<	5 KYNG-F	5 KDMX-F	5 KRLD	5 KRLD	5 KVIL-F	5 KDMX-F	5 KYNG-F	5 KOAI-F
6	6 KKDA-F	6 KVIL-F	6 KTXQ-F<	6 KOAI-F	6 KLRX-F<	6 KYNG-F	6 KLRX-F	6 KVIL-F	6	6 KKDA-F
7	7 KZPS-F<	7 KKDA-F<	7 KOAI-F	7 WBAP <	7 KLIF <	7 KLIF	7 KJMZ-F	7 KLRX-F	7	7 KYNG-F
8	8 KDGE-F	8 KJMZ-F	8 WBAP	8 KTXQ-F	8 KOAI-F	8 KTXQ-F	8 WBAP <	8 WBAP	8	8 KVIL-F
9	9 KPLX-F	9 KZPS-F<	9 KZPS-F	9 KZPS-F	9 KLUV-F	9 KLUV-F	9 KJMZ-F<	9 KTXQ-F	9	9 KPLX-F
10	10	10 KOAI-F	10	10	10	10 KKDA-F	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSCS-F<	1 KSCS-F	1 KSCS-F	1 KSCS-F>	1 KSCS-F	1 KJMZ-F	1 KTXQ-F	1 KTXQ-F	1 KSCS-F<	1 WBAP
2 KYNG-F	2 KYNG-F>	2 KYNG-F	2 KYNG-F	2 KVIL-F	2 KSCS-F	2 KZPS-F	2 KZPS-F	2 KTXQ-F	2 KSCS-F
3 KKDA-F	3 KDMX-F	3 KDMX-F	3 KVIL-F	3 KPLX-F	3 KTXQ-F	3 KZPS-F<	3 KSCS-F	3 WBAP <	3 KTXQ-F
4 KDGE-F	4 KKDA-F	4 KPLX-F	4 KDMX-F	4 KDMX-F<	4 KJZY-F	4 KJMZ-F	4 WBAP <	4 KZPS-F	4 KZPS-F
5 KJMZ-F	5 KDGE-F<	5 KKDA-F<	5 KPLX-F	5 KYNG-F	5 KDGE-F<	5 KYNG-F	5 KYNG-F	5 KJMZ-F	5 KPLX-F<
6 KLTY-F<	6 KPLX-F<	6 KVIL-F	6 KKDA-F	6 KOAI-F	6 KEGL-F	6 KDMX-F	6 KDMX-F	6 KYNG-F<	6 KLIF <
7 KDMX-F	7 KJMZ-F	7 KTXQ-F	7 KOAI-F	7	7 KYNG-F	7 KYNG-F	7 KLRX-F	7 KPLX-F	7 KOAI-F
8 KEGL-F	8 KLTY-F	8 KOAI-F	8	8 KLUV-F<	8 KKDA-F	8 WBAP	8 KVIL-F	8 KLIF	8 KYNG-F
9 KTXQ-F	9 KTXQ-F	9 KLTY-F	9	9 KKDA-F	9	9	9	9 KDMX-F	9
10	10 KVIL-F	10	10	10	10	10	10	10	10

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KCMZ	1480	Dallas	0.5/0.5/ 26/ 165
KFJZ	870	Ft. Worth/Dalls	0.5/1.4/ 30/ 492
KSSA	1600	Plano	0.7/1.6/ 41/ 538
KVIL	1150	Highland Park	0.2/0.7/ 9/ 241

DALLAS-FT. WORTH

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	,	Nostalgia	SMN UNISUP,	\$ 46.00	(Durpetti)	Bonneville
KESS,	1270,	5 KW (DA-1)	,	Hispanic		\$ 48.00	(Katz Hisp.)	
KFJZ,	870,	500 W (DAYS)	,	Hispanic	ABC, UNIULT,	\$ 32.00	(Lotus)	
KHVN,	970,	1 KW/270 W	,	Gospel		\$ 31.00	(Mc-Guild)	Summit
KKDA,	730,	500 W	,	Black Oldies	APR,	\$ NA	(Katz)	
KLIF,	570,	5 KW, (DA-2)	,	Talk	NBC,	\$ 75.00	(Eastman)	Susquehanna
KNRB,	1360,	5 KW/1 KW (DA-1),	,	Religion		\$ 25.00	(---)	Marsh
KRLD,	1080,	50 KW (DA-N)	,	News	CBS MBS,	\$180.00	(CBS)	Command
KSKY,	660,	10 KW/500 W(DA-N),	,	Religion		\$ 30.00	(---)	Bdcst Partners
KGBS,	1190,	50 KW/5 KW (DA-2),	,	News/Talk	CNN,	\$ 40.00	(K & P)	
WBAP,	820,	50 KW	,	Full Service	ABC,	\$220.00	(Banner)	Cap Cities/ABC

FM STATIONS

KCDU,	107.5,	25 KW @ 1279	,	C1 AOR	UNISUP UNIULT,	\$ 80.00	(Mc-Guild)	Granum
KDGE,	94.5,	100 KW @ 1896	,	AOR		\$ 60.00	(K & P)	(GAINESVILLE)
KDMX,	102.9,	100 KW @ 1299	,	AC		\$100.00	(MMR)	Nationwide
KEGL,	97.1,	100 KW @ 1460	,	CHR		\$109.00	(Christal)	Sandusky
KJMZ,	100.3,	89 KW @ 1269	,	Black	UNIPWR,	\$ 85.00	(Mc-Guild)	Summit
KKDA,	104.5,	98 KW @ 1591	,	Black	APR,	\$164.00	(Katz)	
KLRX,	97.9,	100 KW @ 1610	,	Soft AC		\$ 80.00	(Katz)	Cox
KLTY,	94.1,	100 KW @ 1591	,	Religion	ABC UNISUP,	\$ 60.00	(K & P)	
KLUV,	98.7,	100 KW @ 1585	,	Oldies		\$119.00	(MMR)	TK
KOAI,	106.1,	100 KW @ 1585	,	Jazz/NAC		\$100.00	(HNWH)	Gannett
KODZ,	94.9,	100 KW @ 1699	,	Oldies		\$ 90.00	(MMR)	Evergreen
KPLX,	99.5,	100 KW @ 1676	,	Country	APR,	\$200.00	(Eastman)	Susquehanna
KYNG,	105.3,	100 KW @ 1558	,	Country		\$ 95.00	(Group W)	Alliance
KSCS,	96.3,	99 KW @ 1679	,	Country		\$300.00	(Banner)	Cap Cities/ABC
KSSA,	106.9,	3 KW @ 351	,	Hispanic		\$ 60.00	(Caballero)	
KTXQ,	102.1,	100 KW @ 433	,	AOR	CBS,	\$180.00	(CBS)	CBS
KVIL,	103.7,	100 KW @ 1571	,	AC		\$335.00	(Torbet)	Infinity
KZPS,	92.5,	96 KW @ 1591	,	Classic AOR		\$100.00	(Durpetti)	Bonneville
WRR ,	101.1,	98 KW @ 1509	,	Classical	APR,	\$ 70.00	(CMBS)	City of Dallas

Miscellaneous: KUII to KGBS (Aug) . . .

DAYTON

Arbitron Rank/Pop (12+): 47/823,100
 MSA Rank/Pop: 54/944,000
 ADI # 52
 Average Person Ratings: 16.1
 Market TSL: 21.25 hours

Stations: 24/19
 Diaries: 1366/603:1/52.4%
 Sample Target: 1240
 % Below Line: 8.6
 % Not Listed: 13.6

1991 Revenue: \$21,200,000
 HH Inc.: \$31,515
 Retail \$: 7.0 Bill
 Pop per Station: 43,321
 #1 Biller: WHIO \$3,200,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	SPG 92	SUM 91	12+ METRO Revenue Level
1. WHKO-F (C)	158/11.9	12.9	10.2	10.7	9.3	11.4	238/3146	2202/24.6	23.6	21.3	E WHKO-F
2. WHIO (N/T)	120/ 9.1	7.6	6.8	8.0	6.4	7.9	124/1582	1529/18.6	16.8	15.7	E WHIO
3. WROU-F (B)	117/ 8.8	4.6	7.2	1.2	----	5.4	121/1041	949/11.5	9.0	0.0	A WROU-F
4. WWSN-F (AC)	104/ 7.9	5.8	5.7	6.8	6.2	6.6	127/1661	1381/16.8	13.9	15.7	E WWSN-F
5. WGTZ-F (CHR)	94/ 7.1	7.2	7.0	7.5	9.7	7.2	134/2754	1741/21.2	19.8	25.2	D WGTZ-F
6. WTUE-F (AOR)	90/ 6.8	8.8	8.1	6.8	7.5	7.6	108/1801	1377/16.7	19.1	19.5	D WTUE-F
7. WLW (FS/T)	71/ 5.4	5.9	4.3	5.9	5.6	5.4	213/3408	1175/14.3	14.3	13.2	WLW
8. WAZU-F (AOR)	53/ 4.0	5.9	3.8	5.5	4.1	4.8	83/1457	962/11.7	13.7	12.6	C WAZU-F
9. WLQT-F (SAC)	46/ 3.5	4.3	5.1	5.8	4.8	4.7	54/1211	930/11.3	11.4	12.1	WLQT-F
10. WYMJ-F (O)	45/ 3.4	4.0	3.2	4.6	5.6	3.8	48/1011	922/11.2	12.1	15.0	C WYMJ-F
11. WONE (C)	37/ 2.8	3.6	5.0	3.6	2.6	3.8	42/691	577/ 7.0	7.9	6.7	B WONE
12. WPFB-F (C)	34/ 2.6	2.9	3.0	2.4	2.2	2.7	85/1316	505/ 6.1	5.8	5.5	A WPFB-F
13. WCLR-F (SAC/EZ)	29/ 2.2	2.0	2.2	1.5	2.3	2.0	41/743	444/ 5.4	5.1	5.6	A WCLR-F
14. WFCJ-F (REL)	20/ 1.5	1.0	1.8	1.2	1.4	1.4	22/439	322/ 3.9	3.5	4.3	WFCJ-F
15. WDAO (B)	19/ 1.4	1.9	2.1	3.7	6.3	2.3	19/374	345/ 4.2	4.3	8.4	B WDAO

12+ FM SHARE (METRO): 75.17% (860 of 1144) (SUM 91: 69.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>>	1 WTUE-F<	1 WHKO-F	1 WWSN-F<	1 WHKO-F	1 WHIO	1 WHIO	1 WWSN-F<	1 WHKO-F	1 WROU-F	1 WHIO >>
2 WROU-F>>	2 WROU-F	2 WWSN-F	2 WHKO-F	2 WWSN-F>	2 WHKO-F>	2 WHKO-F	2 WHKO-F>	2 WROU-F	2 WLW <	2 WROU-F
3 WAZU-F	3 WHKO-F>	3 WROU-F	3 WTUE-F	3 WTUE-F	3 WWSN-F	3 WWSN-F	3 WWSN-F>	3 WROU-F	3 WHKO-F	3 WHKO-F>>
4	4 WAZU-F	4 WTUE-F>	4 WROU-F>	4 WROU-F>	4 WLW >	4 WROU-F	4 WHIO	4 WGTZ-F	4 WHIO >	4 WGTZ-F
5	5 WWSN-F	5 WGTZ-F	5 WGTZ-F	5 WGTZ-F<	5 WYMJ-F	5 WGTZ-F	5 WTUE-F	5 WGTZ-F	5 WGTZ-F	5 WONE
6	6 WGTZ-F	6 WAZU-F	6 WLQT-F	6 WLQT-F<	6 WROU-F	6 WTUE-F>	6 WGTZ-F>	6 WHIO	6 WTUE-F	6 WLW
7	7	7 WLQT-F	7 WYMJ-F	7 WYMJ-F	7	7 WONE	7 WLQT-F	7 WLW	7 WAZU-F>	7 WPFB-F
8	8	8	8	8 WHIO	8	8 WLQF-F	8 WLW	8 WAZU-F	8 WYMJ-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WROU-F>	1 WROU-F	1 WWSN-F	1 WWSN-F	1 WWSN-F	1 WTUE-F	1 WTUE-F>	1 WTUE-F>>	1 WTUE-F>	1 WTUE-F
2 WGTZ-F	2 WHKO-F	2 WHKO-F	2 WROU-F<	2 WHKO-F>	2 WAZU-F	2 WAZU-F	2 WHKO-F	2 WHKO-F>	2 WHKO-F>
3 WHKO-F>	3 WWSN-F	3 WROU-F>	3 WHKO-F>	3 WROU-F>	3 WROU-F>	3 WROU-F	3 WROU-F	3 WROU-F	3 WLW
4 WAZU-F>	4 WGTZ-F	4 WTUE-F	4 WGTZ-F>	4 WLQT-F	4 WHKO-F	4 WHKO-F>	4 WAZU-F	4 WAZU-F<	4 WWSN-F
5 WWSN-F	5 WTUE-F	5 WLQT-F	5 WLQT-F	5 WGTZ-F>	5 WGTZ-F>	5 WLW	5 WLW	5 WWSN-F	5 WROU-F
6 WGTZ-F>>	6 WAZU-F	6 WGTZ-F>	6 WTUE-F	6 WYMJ-F	6 WZRZ-F	6 WGTZ-F	6 WWSN-F>	6 WLW	6 WYMJ-F
7 WDJK-F	7 WLQT-F	7 WPFB-F	7	7	7 WLW	7 WWSN-F	7 WGTZ-F	7 WYMJ-F	7 WHIO
8	8	8 WAZU-F	8	8	8 WWSN-F	8	8 WHIO	8	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WDJK-F	95.3	Xenia/Dayton	1.2/5.2/	16/ 490
WING	1410	Dayton	0.6/4.5/	8/ 402
WIZE	1340	Springfield	1.0/1.8/	14/ 190
WKSJ-F	101.7	Urbana/Spngfld.	0.8/2.8/	26/ 394
WPFB	910	Middletown	1.2/2.7/	38/ 445
WGRR-F	103.5	Hamilton	0.5/2.8/	68/1090
WLSN-F	106.5	Greenville	0.8/2.5/	36/ 440
WOFX-F	94.9	Fairfield	1.1/6.0/	59/1213
WZRZ-F	96.5	Hamilton	0.8/3.4/	19/ 609

RADIO STATIONS

WDAO,	1210,	1 KW (Days)	, Black	SBN, \$ 26.00	(---)	
WHIO,	1290,	5 KW (DA-N)	, News/Talk	CBS, \$ 64.00	(Durpetti)	Cox
WING,	1410,	5 KW (DA-N)	, News	SBN NBC, \$ 30.00	(Katz)	Great Trails
WONE,	980,	5 KW (DA-N)	, Country	ABC, \$ 31.00	(Mc-Guild)	Summit
WAZU-F,	102.9,	50 KW @ 49	, AOR	ABC, \$ 38.00	(Christal)	Osborn (SPRINGFIELD)
WCLR-F,	95.7,	50 KW @ 476	, EZ	, \$ 23.00	(Regional)	(PIQUA)
WFCJ-F,	93.7,	50 KW @ 492	, Religion	, \$ 16.00	(---)	(MIAMISBURG)
WGTZ-F,	92.9,	40 KW @ 551	, CHR	UNIPWR, \$ 58.00	(Katz)	Great Trails
WHKO-F,	99.1,	50 KW @ 1059	, Country	, \$ 71.00	(Durpetti)	Cox
WPFB-F,	105.9,	34 KW @ 535	, Country	, \$ 24.00	(Roslin)	(MIDDLETOWN)
WROU-F,	92.1,	1 KW @ 596	, Black	, \$ 15.00	(---)	(W. CARROLL.)
WTUE-F,	104.7,	50 KW @ 500	, AOR	, \$ 63.00	(Mc-Guild)	Summit
WLQT-F,	99.9,	50 KW @ 500	, Soft AC	ABC, \$ 42.00	(Torbet)	Liggett
WWSN-F,	107.7,	50 KW @ 420	, AC	, \$ 68.00	(Eastman)	Stoner
WYMJ-F,	103.9,	1.2 KW @ 522	, Oldies	, \$ 35.00	(Eastman)	

WLW - See Cincinnati

Miscellaneous: WVUD-F to WLQT-F (Sep) . . .

DENVER

Arbitron Rank/Pop (12+): 24/1,534,800
 MSA Rank/Pop: 27/1,930,000
 ADI # 21
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 31/31
 Diaries: 1818/844:1/50.1%
 Sample Target: 1720
 % Below Line: 0.0
 % Not Listed: 11.1

1991 Revenue: \$68,600,000
 HH Inc.: \$33,625
 Retail \$: 15.5 Bil
 Pop per Station: 49,509
 #1 Biller: KOA \$10,700,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KYGO-F (C)	341/13.0	9.6	8.5	8.3	9.6	9.9	381/4149	3566/23.2	20.7	18.6	H	KYGO-F
2. KOA (N/T)	183/ 7.0	8.6	8.6	9.7	7.0	8.5	253/4617	3167/20.6	23.1	20.4	I	KOA
3. KBPI-F (AOR)	162/ 6.2	6.3	6.0	6.3	7.1	6.2	195/2886	2312/15.1	14.6	18.1	F	KBPI-F
4. KXKL-AF (O)	156/ 5.9	6.3	6.4	5.7	7.9	6.1	177/3225	2728/17.8	17.8	19.5	G	KXKL-AF
5. KQKS-F (CHR)	142/ 5.4	5.7	5.9	4.6	6.5	5.4	162/2533	2129/13.9	14.3	16.3	D	KQKS-F
6. KOSI-F (SAC)	140/ 5.3	7.8	6.4	7.0	6.6	6.6	165/2918	2402/15.7	17.7	16.7	G	KOSI-F
7. KRFX-F (CL AOR)	132/ 5.0	3.8	4.0	4.3	3.1	4.3	162/2472	2019/13.2	10.6	10.9	E	KRFX-F
8. KBCO-F (AOR)	116/ 4.4	6.0	6.1	6.0	4.1	5.6	154/2164	1782/11.6	13.0	11.1	H	KBCO-F
9. KHOW-AF (SAC)	112/ 4.3	4.4	5.1	5.6	4.9	4.9	133/2529	2069/13.5	12.6	14.0	E	KHOW-AF
10. KMJI-F (AC)	104/ 4.0	5.0	4.5	3.2	3.9	4.2	118/2135	1911/12.5	14.3	11.9	F	KMJI-F
11. KRXY-F (CHR)	83/ 3.2	4.0	2.0	2.5	3.9	2.9	87/1857	1677/10.9	11.9	12.5	D	KRXY-F
12. KAZY-F (AOR)	80/ 3.1	3.0	4.1	4.0	4.4	3.5	102/2247	1756/11.4	10.9	14.6	D	KAZY-F
13. KVOD-F (CL)	70/ 2.7	2.4	2.3	2.9	2.3	2.6	76/1325	1212/ 7.9	7.4	6.3	C	KVOD-F
14. KHIH-F (J/NAC)	69/ 2.6	2.9	2.4	3.7	2.1	2.9	73/1140	1039/ 6.8	7.5	6.8	C	KHIH-F
15. KYBG-AF (SPRTS)	68/ 2.6	2.1	2.3	2.5	2.2	2.4	81/998	904/ 5.9	6.0	0.9	C	KYBG-AF
16. KEZW (BB)	65/ 2.5	2.4	3.3	2.6	2.8	2.7	66/683	645/ 4.2	5.1	5.6	C	KEZW
17. KRZN (BB)	62/ 2.4	2.0	1.9	2.3	2.0	2.2	77/1146	924/ 6.0	5.1	4.6		KRZN
18. KYGO (C)	51/ 1.9	2.2	1.9	1.1	2.4	1.8	63/1104	841/ 5.5	5.1	5.1		KYGO
19. KTCL-F (AOR)	45/ 1.7	1.6	2.3	2.1	1.8	1.9	67/1043	695/ 4.5	5.2	4.5	C	KTCL-F
20. KDHT-F (C)	44/ 1.4	1.1	1.2	0.7	1.4	1.1	51/651	584/ 3.8	3.1	4.1	B	KDHT-F

12+ FM SHARE (METRO): 76.49% (1783 of 2331) (SUM 91: 75.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KYGO-F>	1 KYGO-F>	1 KYGO-F>	1 KYGO-F>	1 KYGO-F	1 KYGO-F>	1 KYGO-F>	1 KYGO-F>	1 KBPI-F	1 KOA >>
2 KBPI-F>	2 KBPI-F>	2 KBPI-F	2 KXKL-AF<	2 KXKL-AF	2 KOA >	2 KOA >	2 KOA >	2 KBPI-F	2 KQKS-F	2 KYGO-F>>
3 KRXY-F	3 KRFX-F>	3 KRFX-F<	3 KRFX-F	3 KRFX-F	3 KXKL-AF	3 KXKL-AF	3 KXKL-AF	3 KXKL-AF	3 KYGO-F	3 KBPI-F
4 KAZY-F	4 KQKS-F<	4 KXKL-AF	4 KBCO-F	4 KBCO-F	4 KOSI-F	4 KRFX-F	4 KOSI-F	4 KQKS-F	4 KOA >	4 KRXY-F
5	5 KBCO-F	5 KBCO-F	5 KOSI-F<	5 KOA <	5 KHOW-AF	5 KHOW-AF	5 KRFX-F	5 KOSI-F	5 KOSI-F	5 KXKL-F
6	6 KAZY-F	6 KOSI-F	6 KHOW-AF<	6 KOSI-F	6 KVOD-F	6 KBPI-F	6 KBPI-F	6	6	6 KHOW-F
7	7 KMJI-F	7	7 KOA	7 KHOW-AF	7	7 KOSI-F	7 KBCO-F<	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKS-F	1 KYGO-F>	1 KYGO-F>>	1 KYGO-F>>	1 KYGO-F>	1 KBPI-F>	1 KYGO-F	1 KYGO-F>	1 KYGO-F>	1 KYGO-F>
KBPI-F>	2 KBPI-F	2 KBCO-F	2 KXKL-AF	2 KXKL-AF<	2 KYGO-F>	2 KBPI-F	2 KRFX-F>	2 KRFX-F	2 KRFX-F
3 KRXY-F	3 KMJI-F<	3 KMJI-F	3 KOSI-F<	3 KOSI-F	3 KAZY-F	3 KRFX-F	3 KBPI-F	3 KBPI-F	3 KOA
4 KYGO-F	4 KQKS-F	4 KBPI-F<	4 KMJI-F<	4 KHOW-AF	4 KQKS-F	4 KAZY-F>	4 KBCO-F	4 KXKL-AF	4 KXKL-AF<
5 KMJI-F>	5 KRXY-F	5 KRFX-F>	5 KBPI-F<	5 KMJI-F	5 KTCL-F	5 KXKL-AF	5 KAZY-F	5 KBCO-F	5 KBCO-F>
6 KRFX-F	6 KBCO-F<	6 KHOW-AF	6 KHOW-AF	6 KBCO-F	6 KRFX-F>	6 KBCO-F	6 KXKL-AF	6 KOA	6 KBPI-F
7 KOSI-F	7 KRFX-F	7 KOSI-F<	7 KBCO-F<	7	7 KXKL-AF	7	7 KOA	7	7
8 KXKL-AF	8	8 KRXY-F	8 KQKS-F	8	8 KRXY-F	8	8	8	8
9 KAZY-F	9	9 KQKS-F	9	9	9 KOA	9	9	9	9

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KBNO 1220 Denver	0.3/1.0/	8/	149
KCUV 1150 Englewood/Denvr	0.4/1.4/	22/	303
KDEN 1340 Denver	0.4/2.8/	11/	424
KDKO 1510 Littleton/Denve	0.6/1.5/	15/	227
KJME 1390 Denver	0.6/1.1/	15/	170
KLZ 560 Denver	0.5/1.4/	29/	455
KNUS 710 Denver	0.9/3.7/	24/	595
KRKS 990 Denver	0.4/1.5/	16/	310

DENVER

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, HISPANIC	, \$ 28.00 (Lotus)	
KDEN, 1340, 1 KW	, TALK	ABC MBS, \$ 31.00 (Savalli)	
KDKO, 1510, 10 KW/5 KW (DA-2)	, BLACK	, \$ 33.00 (---)	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN, \$ 37.00 (Torbet)	Tribune Co.
KHOW, 630, 5 KW (DA-N)	, SEE KHOW-FM		
KLIT, 800, 1 KW (DAYS, DA)	, RELIGION	, \$ 18.00 (---)	Mortenson
KLZ, 560, 5 KW (DA-1)	, AOR	SMN UNIPWR, \$ 33.00 (McGuild)	Crawford
KNUS, 710, 5 KW (DA-1)	, NEWS/TALK	CNN ABC, \$ 30.00 (---)	
KOA, 850, 50 KW	, TALK/NEWS	ABC CBS, \$ 168.00 (Eastman)	Jacor
KRZN, 760, 5 KW/1 KW (DA-1)	, NOSTALGIA	, \$ 33.00 (---)	
KYBG, 1090, 50 KW/500 W (DA-2)	, SPORTS TALK	APR NBC, \$ 46.00 (Roslin)	Century
KYGO, 950, 5 KW (DA-N)	, COUNTRY	UNIULT, \$ NA (CBS)	Jeff-Pilot

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC, \$ 63.00 (McGuild)	Summit
KBCO, 97.3, 100 KW @ 1542, PROG AOR	, \$ 162.00 (MMR)	Noble (BOULDER)
KBPI, 105.9, 99 KW @ 1469, AOR	SOURCE, \$ 86.00 (Banner)	Great American
KDHT, 92.5, 57 KW @ 1237, COUNTRY	UNISUP, \$ 37.00 (K & P)	(GREELEY)
KHIH, 94.7, 100 KW @ 984, JAZZ/NAC	SMN, \$ 56.00 (HNWH)	Adams (BOULDER)
KHOW, 95.7, 100 KW @ 1607, SOFT AC	NBC MBS, \$ 70.00 (Mc-Guild)	Viacom
KMJI, 100.3, 100 KW @ 1151, AC	, \$ 81.00 (Christal)	Booth
KOSI, 101.1, 100 KW @ 1624, SOFT AC	, \$ 100.00 (Torbet)	Tribune Co.
KQKS, 104.3, 28 KW @ 1450, CHR	, \$ 57.00 (Schubert)	Western Cities (LONGMOUNT)
KRFX, 103.5, 100 KW @ 1050, CL AOR	CBS, \$ 71.00 (Eastman)	Jacor
KRXY, 107.5, 91 KW @ 1197, CHR	ABC, \$ 53.00 (Katz)	Cap Cities/ABC
KTCL, 93.3, 100 KW @ 1328, AOR	, \$ 37.00 (McGuild)	(FT COLLINS)
KVOD, 99.5, 100 KW @ 279, CLASSICAL	, \$ 68.00 (Katz)	Henry
KXKL, 105.1, 100 KW @ 1168, OLDIES	MBS, \$ 141.00 (Durpetti)	Shamrock
KYGO, 98.5, 100 KW @ 718, COUNTRY	, \$ 160.00 (CBS)	Jeff-Pilot

DES MOINES

Arbitron Rank/Pop (12+): 111/327,600
 MSA Rank/Pop: 123/398,000
 ADI # 66
 Average Person Ratings: 16.1
 Market TSL: 21.00 hours

Stations: 14/13
 Diaries: 913/359:1/59.1%
 Sample Target: 790
 % Below Line: 0.4
 % Not Listed: 9.3

1991 Revenue: \$13,500,000
 HH Inc.: \$31,632
 Retail \$: 3.7 Bil
 Pop per Station: 25,200
 #1 Biller: WHO \$3,200,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KJJY-F (C)	100/19.0	17.8	14.5	14.6	9.5	16.5	157/1703	999/30.5	27.4	23.4	D	KJJY-F
2. KGGO-F (AOR)	82/15.6	17.6	16.6	18.0	15.2	17.0	140/1798	914/27.9	28.7	29.3	D	KGGO-F
3. WHO (FS)	77/14.6	10.7	14.9	12.9	15.0	13.3	187/2582	988/30.2	22.5	28.0	E	WHO
4. KRNQ-F (CHR)	56/10.6	13.1	13.7	11.5	16.9	12.2	110/1982	932/28.4	31.6	32.0	D	KRNQ-F
5. KIOA-AF (O)	36/ 6.8	5.8	8.6	8.6	9.3	7.5	64/1256	561/17.1	17.4	26.3	C	KIOA-AF
KLYF-F (AC)	36/ 6.8	5.9	7.2	7.4	6.6	6.8	70/1040	488/14.9	17.0	16.2	C	KLYF-F
7. KRNT (BB)	34/ 6.5	5.4	4.0	7.4	6.3	5.8	39/561	396/12.1	12.0	14.4	B	KRNT
8. KFMM-F (AOR)	25/ 4.7	3.4	4.2	3.7	4.0	4.0	34/487	345/10.5	10.3	28.0	B	KFMM-F
9. KMXD-F (SAC)	13/ 2.5	2.3	3.0	2.0	0.8	2.5	14/248	206/ 6.3	5.5	2.9	A	KMXD-F
10. KEZT-F (SAC)	9/ 1.7	1.9	1.9	1.2	4.2	1.7	15/345	196/ 6.0	7.6	9.2	A	KEZT-F

12+ FM SHARE (METRO): 73.22% (350 of 478) (SUM 91: 72.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNQ-F>>	1 KGGO-F>>	1 KGGO-F	1 KJJY-F	1 KJJY-F>	1 WHO	1 KJJY-F	1 KJJY-F	1 KJJY-F	1 KGGO-F	1 KGGO-F
2 KGGO-F>>	2 KJJY-F	2 KJJY-F>	2 KGGO-F>	2 KGGO-F	2 KJJY-F>	2 WHO	2 WHO <	2 KGGO-F	2 KJJY-F	2 WHO <
3 KJJY-F	3 KRNQ-F>>	3 KRNQ-F>	3 KRNQ-F	3 WHO	3 KRNT	3 KGGO-F>	3 KGGO-F>	3 WHO	3 WHO	3 KJJY-F>
4	4 KLYF-F	4 WHO	4 WHO <	4 KIOA-AF<	4 KIOA-AF>	4 KRNQ-F	4 KRNQ-F	4 KRNQ-F>	4 KRNQ-F>	4 KIOA-F
5	5 KFMM-F	5 KIOA-AF	5 KIOA-AF	5 KRNQ-F	5	5 KRNT <	5 KLYF-F>	5 KIOA-AF	5 KIOA-AF	5
6	6 WHO	6 KLYF-F	6 KLYF-F	6 KLYF-F>	6	6 KLYF-F	6 KIOA-AF	6 KLYF-F>	6 KRNT >	6
7	7	7 KFMM-F	7 KFMM-F	7	7	7 KIOA-AF>	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGO-F	1 KRNQ-F<	1 KJJY-F	1 KJJY-F	1 KJJY-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>	1 KJJY-F
2 KRNQ-F>>	2 KGGO-F	2 KRNQ-F	2 KRNQ-F	2 KRNQ-F	2 KJJY-F>>	2 KJJY-F>	2 KJJY-F>	2 KJJY-F>	2 KGGO-F
3 KLYF-F	3 KJJY-F>	3 KGGO-F>	3 KGGO-F	3 KLYF-F	3 KRNQ-F>>	3 KRNQ-F	3 WHO	3 WHO	3 WHO
KJJY-F>>	4 KLYF-F>	4 KLYF-F>	4 KLYF-F>>	4 KGGO-F>	4 KLYF-F	4 WHO	4 KRNQ-F	4 KIOA-AF>	4 KIOA-AF>
5 KFMM-F	5 KFMM-F	5 KFMM-F	5	5 KIOA-AF	5	5 KFMM-F	5 KFMM-F>	5 KRNQ-F	5 KFMM-F
6	6	6	6	6 WHO	6	6	6 KIOA-AF	6 KFMM-F	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KDLS 1310 Perry	0.8/1.2/ 7/	55	
KWKY 1150 Des Moines	0.8/2.2/ 9/	151	
KWMT 540 Ft. Dodge	0.4/1.3/ 27/	462	

RADIO STATIONS

KDLS, 1310, 500 W (DAYS)	COUNTRY	MBS, \$ 10.00 (---)	(PERRY)
KIOA, 940, 10 KW/5 KW (DA-2)	OLDIES	ABC, \$ NA (Banner)	Midwest
KRNT, 1350, 5 KW (DA-N)	NOSTALGIA	CBS, UNISUP, \$ 24.00 (Katz)	Saga
WHO, 1040, 50 KW	FULL SERVICE	ABC, \$ 65.00 (Christal)	Palmer
KFMM-F, 103.3, 100 KW @ 745	PROG AOR	UNIPWR, \$ 21.00 (HNWH)	(PELLA)
KEZT-F, 104.1, 100 KW @ 1010	SOFT AC/EZ	, \$ 16.00 (HNWH)	(AMES)
KGGO-F, 94.9, 100 KW @ 1066	AOR	SOURCE, \$ 53.00 (Eastman)	Stoner
KIOA-F, 93.3, 100 KW @ 1063	OLDIES	, \$ 31.00 (Banner)	Midwest
KJJY-F, 92.5, 41 KW @ 1453	COUNTRY	, \$ 47.00 (McGuild)	Fuller-Jeffrey (ANKENY)
KLYF-F, 100.3, 100 KW @ 1700	AC	, \$ 40.00 (Christal)	Palmer
KMXD-F, 106.3, 3 KW @ 328	EZ	, \$ 14.00 (Schubert)	(ANKENY)
KRNQ-F, 102.5, 100 KW @ 1260	CHR	ABC, \$ 44.00 (Katz)	Saga

DETROIT

Arbitron Rank/Pop (12+): 6/3,611,500

Stations: 36/33
Diaries: 2657/1359:1/49.7%
Sample Target: 2560
% Below Line: 1.0
% Not Listed: 7.7

1991 Revenue: \$117,300,000
HH Inc.: \$34,932
Retail \$: 37.0 Bill
Pop per Station: 109,439
#1 Biller: WJR \$17,000,000

MSA Rank/Pop: 5/4,660,000
ADI # 5
Average Person Ratings: 17.8
Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WJR (FS)	461/ 7.2	8.8	8.3	9.3	9.3	8.4	661/9664	6861/19.0	20.2	22.5	J	WJR
2. WWWW-F (C)	454/ 7.1	6.3	5.0	5.3	6.1	5.9	505/6180	5470/15.1	14.5	13.2	H	WWWW-F
3. WJLB-F (B)	399/ 6.2	6.8	6.3	6.6	6.2	6.5	427/5807	5316/14.7	13.7	13.8	H	WJLB-F
4. WWJ (N)	323/ 5.0	4.6	6.2	6.3	4.4	5.5	343/6424	5879/16.3	16.0	16.0	H	WWJ
5. WHYT-F (CHR)	315/ 4.9	5.1	4.6	4.4	4.7	4.8	337/7165	6493/18.0	18.8	18.2	F	WHYT-F
6. WKQI-F (AC)	301/ 4.7	4.3	4.4	4.7	5.0	4.5	320/6540	6056/16.8	16.0	15.5	H	WKQI-F
7. WLTI-F (SAC)	276/ 4.3	4.0	4.7	3.8	3.3	4.2	279/4070	3853/10.7	11.8	10.2	G	WLTI-F
8. WCSX-F (CL AOR)	275/ 4.3	3.2	3.2	3.8	4.1	3.6	287/5414	4992/13.8	12.8	13.9	H	WCSX-F
9. WOMC-F (D)	269/ 4.2	3.9	3.8	4.5	5.4	4.1	294/5406	4982/13.8	12.2	14.7	H	WOMC-F
10. WMXD-F (B/AC)	261/ 4.1	4.1	3.1	3.8	3.5	3.8	266/3615	3454/ 9.6	8.8	7.9		WMXD-F
11. WLLZ-F (AOR)	259/ 4.0	3.7	4.5	4.3	4.2	4.1	278/5403	4885/13.5	13.3	15.0	H	WLLZ-F
12. WJOI-F (SAC)	255/ 4.0	4.3	4.4	3.9	3.6	4.2	265/4184	3906/10.8	11.2	9.6	F	WJOI-F
13. WXYT (T)	254/ 4.0	4.0	4.8	4.3	3.7	4.3	259/3492	3434/ 9.5	9.2	8.2	F	WXYT
14. WNIC-F (AC)	237/ 3.7	3.7	3.5	3.4	3.2	3.6	247/4267	3952/10.9	12.6	11.1	H	WNIC-F
15. WJZZ-F (J)	233/ 3.6	3.6	3.1	3.1	3.6	3.3	242/3784	3518/ 9.7	8.9	9.4	E	WJZZ-F
16. CKLW (BB)	176/ 2.7	2.9	3.0	2.9	3.1	2.9	265/3537	2498/ 6.9	7.2	7.3		CKLW
17. WRIF-F (AOR)	168/ 2.6	2.9	3.5	2.8	3.9	3.0	197/5027	4334/12.0	11.3	14.6	G	WRIF-F
18. WDRZ-F (AOR)	134/ 2.1	2.0	0.8	0.5	0.5	1.4	138/2226	2195/ 6.1	6.1	2.3	C	WDRZ-F
19. WDFX-F (CHR)	129/ 2.0	2.1	2.5	2.3	2.7	2.2	133/4383	4137/11.5	10.4	13.3	D	WDFX-F
20. WQRS-F (CL)	102/ 1.6	2.1	2.8	1.9	2.2	2.1	123/2370	2075/ 5.7	5.6	6.4	E	WQRS-F
21. CIMX-F (AOR)	83/ 1.3	1.7	2.0	1.5	1.6	1.6	103/1804	1521/ 4.2	5.4	4.3		CIMX-F
22. WGPR-F (B/G)	71/ 1.1	0.9	1.0	0.9	0.9	1.0	75/1958	1845/ 5.1	4.7	4.5		WGPR-F
23. WNUZ-F (REL)	61/ 1.0	0.7	0.9	1.0	0.7	0.9	68/1420	1192/ 3.3	3.6	2.9		WNUZ-F
24. WCHB (G/B)	61/ 1.0	0.7	1.1	0.5	0.6	0.8	62/989	967/ 2.7	2.0	2.0		WCHB

12+ FM SHARE (METRO): 73.96% (4379 of 5921) (SUM 91: 72.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F	1 WJLB-F	1 WWWW-F	1 WWWW-F	1 WWWW-F	1 WJR	1 WJR	1 WWWW-F	1 WWWW-F	1 WJR	1 WJR
2 WJLB-F	2 WLLZ-F	2 WJLB-F	2 WCSX-F	2 WOMC-F	2 WWJ	2 WWJ	2 WXYT	2 WJLB-F	2 WJLB-F	2 WWJ
3 WDFX-F	3 WCSX-F	3 WCSX-F	3 WKQI-F	3 WCSX-F	3 WWWW-F	3 WKQI-F	3 WLTI-F	3 WHYT-F	3 WHYT-F	3 WJLB-F
4	4 WWWW-F	4 WKQI-F	4 WOMC-F	4 WKQI-F	4 WJOI-F	4 WWWW-F	4 WJR	4 WCSX-F	4 WMXD-F	4 WMXD-F
5	5 WHYT-F	5 WLLZ-F	5 WLTI-F	5 WLTI-F	5 WXYT	5 WJLB-F	5 WJOI-F	5 WLTI-F	5 WWWW-F	5 WJZZ-F
6	6 WKQI-F	6 WOMC-F	6 WJLB-F	6 WMXD-F	6 WLTI-F	6 WLLZ-F	6 WJLB-F	6 WJR	6 WNIC-F	6 WWWW-F
7	7 WRIF-F	7 WMXD-F	7 WJLB-F	7 WOMC-F	7 WOMC-F	7 WOMC-F	7 WHYT-F	7 WLLZ-F	7 WOMC-F	7 WOMC-F
8	8 WDRZ-F	8 WLTI-F	8 WJZZ-F	8 WJZZ-F	8 CKLW	8	8 WKQI-F	8 WOMC-F	8 WJZZ-F	8 WXYT
9	9 WLTI-F	9 WJZZ-F	9 WNIC-F	9 WNIC-F	9	9	9 WCSX-F	9 WWJ	9	9 WKQI-F
10	10 WOMC-F	10 WNIC-F	10 WLLZ-F	10 WLLZ-F	10	10	10	10	10	10 WRIF-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WWWW-F	1 WLLZ-F	1 WLLZ-F	1 WCSX-F	1 WWWW-F	1 WWWW-F
2 WHYT-F	2 WHYT-F	2 WCSX-F	2 WWWW-F	2 WLTI-F	2 WDRZ-F	2 WWWW-F	2 WLLZ-F	2 WLLZ-F	2 WCSX-F
3 WMXD-F	3 WKQI-F	3 WKQI-F	3 WKQI-F	3 WKQI-F	3 WWWW-F	3 WCSX-F	3 WWWW-F	3 WCSX-F	3 WLLZ-F
4 WLTI-F	4 WCSX-F	4 WHYT-F	4 WLTI-F	4 WJLB-F	4 WJLB-F	4 WRIF-F	4 WRIF-F	4 WRIF-F	4 WOMC-F
5 WKQI-F	5 WLTI-F	5 WLTI-F	5 WMXD-F	5 WNIC-F	5 WHYT-F	5 WJLB-F	5 WJLB-F	5 WOMC-F	5 WJZZ-F
6 WWWW-F	6 WMXD-F	6 WWWW-F	6 WNIC-F	6 WMXD-F	6 WRIF-F	6 WDRZ-F	6 WJR	6 WKQI-F	6 WJR
7 WDFX-F	7 WWWW-F	7 WNIC-F	7 WHYT-F	7 WOMC-F	7 WCSX-F	7 WKQI-F	7 WOMC-F	7 WJZZ-F	7 WRIF-F
8 WNIC-F	8 WNIC-F	8 WMXD-F	8 WOMC-F	8 WCSX-F	8 WDFX-F	8 WOMC-F	8 WJZZ-F	8 WJLB-F	8 WKQI-F
9 WJZZ-F	9 WLLZ-F	9 WOMC-F	9 WCSX-F	9 WJZZ-F	9 WKQI-F	9 WHYT-F	9 WXYT	9 WJR	9 WMXD-F
10 WDRZ-F	10 WOMC-F	10 WLLZ-F	10 WJZZ-F	10	10 CIMX-F	10	10 WDRZ-F	10 WDRZ-F	10 WLTI-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQM/CUME	TSA	TSA
CKLW-F 93.9 Windsor	0.6/3.6/ 40/1461		
WEXL 1340 Royal Oak	0.3/1.3/ 19/ 460		
WHND 560 Monroe/Detroit	0.4/0.7/ 26/ 242		
WMKM 1440 Inkster	0.4/1.1/ 27/ 429		
WMTG 1310 Dearborn/Detr	0.8/1.9/ 53/ 761		
WNZK 690 Dearborn Hts	0.3/0.7/ 20/ 275		
WQBH 1400 Detroit	0.9/2.4/ 55/ 905		
WUFL 1030 Sterling Hts	0.3/0.9/ 20/ 346		
WWWW 1130 Detroit	0.8/3.1/ 60/1248		
WIOG-F 102.5 Bay City/Flint	0.3/1.6/ 91/1751		
WIOT-F 104.7 Toledo	0.3/1.2/146/1898		
WITL-F 100.7 Lansing	0.3/0.7/169/1728		

DETROIT

RADIO STATIONS

AM STATIONS

WCHB, 1440, 1 KW (DA-2)	, GOSPEL/BLACK	NBN, \$ 31.00 (---)	
WWWW, 1130, 50 KW/10 KW (DA-2)	, SEE WWW-FM		
WHND, 560, 500 W (DAYS)	, OLDIES	UNIPWR, \$ N/A (McGuild)	Greater Media (MONROE)
WJR, 760, 50 KW	, FULL SERVICE	ABC, \$ 275.00 (Katz)	Cap Cities/ABC
WTKM, 1440, 1 KW	, BLACK	NBN, NBC, \$ 35.00 (---)	
WMTG, 1310, 5 KW (DA-2)	, BLACK OLDIES	SMN, \$ N/A (McGuild)	Fairmont
WQBH, 1400, 1 KW	, BLACK	, \$ 45.00 (Patt)	
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS, \$ 157.00 (CBS)	CBS
WXYT, 1270, 5 KW (DA-N)	, TALK	NBC-T, CNN, \$ 82.00 (Durpetti)	
CKLW, 800, 50 KW (DA-2)	, NOSTALGIA	UNISUP, \$ 67.00 (Banner)	(WINDSOR ONT)

FM STATIONS

WCSX, 94.7, 14 KW @ 945,	CLASSIC AOR	UNIPWR, \$ 140.00 (McGuild)	Greater Media
WDFX, 99.5, 21 KW @ 755,	CHR	SOURCE, \$ 68.00 (MMR)	Alliance
WGPR, 107.5, 50 KW @ 361,	BLACK	SBN, \$ 56.00 (Lazar)	
WHYT, 96.3, 20 KW @ 787,	CHR	ABC, \$ 100.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 489,	BLACK	, \$ 178.00 (MMR)	Booth
WJOI, 97.1, 12 KW @ 889,	SOFT AC/EZ	, \$ 98.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 725,	JAZZ	MBS, \$ 90.00 (Torbet)	
WKQI, 95.5, 100 KW @ 430,	AC	, \$ 158.00 (HNWH)	Brdcst. Partners
WLLZ, 98.7, 50 KW @ 479,	AOR	, \$ 154.00 (Group W)	Westinghouse
WLTJ, 93.1, 27 KW @ 669,	SOFT AC	ABC, \$ 130.00 (Christal)	Viacom
WMUZ, 103.5, 50 KW @ 466,	RELIGION	, \$ 45.00 (---)	
WMXD, 92.3, 22 KW @ 699,	URBAN/AC	MBS, \$ 75.00 (Durpetti)	
WNIC, 100.3, 32 KW @ 600,	AC	, \$ 154.00 (McGuild)	Fairmont
WOMC, 104.3, 190 KW @ 361,	OLDIES	UNIULT, \$ 150.00 (Torbet)	Infinity
WQRS, 105.1, 20 KW @ 784,	CLASSICAL	, \$ 82.00 (CMBS)	Marlin
WRIF, 101.1, 27 KW @ 879,	AOR	ABC, \$ 120.00 (Banner)	Great American
WWWW, 106.7, 61 KW @ 508,	COUNTRY	APR UNIULT, \$ 157.00 (Eastman)	Shamrock
WQZR, 102.7, 50 KW @ 499,	AOR	, \$ 60.00 (Durpetti)	Ragan Henry
CIMX, 88.7, 100 KW @ 577,	AOR	, \$ NA (MMR)	(WINDSOR, ONT)
CKLW, 93.9, 100 KW @ 699,	OLDIES	, \$ 61.00 (Banner)	(WINDSOR, ONT)

Miscellaneous: WCXI to WWW (Sep) . . .

EL PASO

Arbitron Rank/Pop (12+): 78/481,200
 MSA Rank/Pop: 86/600,000
 ADI # 100
 Average Person Ratings: 17.0
 Market TSL: 23.25 hours

Stations: 21/16
 Diaries: 895/538:1/49.9%
 Sample Target: 930
 % Below Line: 4.8
 % Not Listed: 8.4

1991 Revenue: \$11,700,000
 HH Inc.: \$26,336
 Retail \$: 3.8 Bil
 Pop per Station: 30,075
 #1 Biller: KHEY-AF \$3,200,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KHEY-F (C)	119/14.5	14.1	15.5	15.7	16.1	14.9	131/1640	1421/29.5	31.5	31.6	E	KHEY-F
2. KLAQ-F (AOR)	84/10.3	11.3	8.9	7.9	6.6	9.6	104/1362	1137/23.6	23.8	20.5	C	KLAQ-F
3. KBNA-AF (SP)	78/ 9.6	7.9	9.6	6.6	6.9	8.4	90/1077	939/19.5	18.0	15.5	C	KBNA-AF
4. KPRR-F (CHR)	76/ 9.3	11.4	10.8	13.0	11.5	11.1	87/1369	1201/25.0	27.0	28.0	C	KPRR-F
KAMZ-F (AC)	76/ 9.3	10.5	6.9	7.8	7.5	8.6	79/945	860/17.9	21.4	22.1	B	KAMZ-F
6. KTSM-F (SAC)	61/ 7.4	6.7	5.3	3.9	6.9	5.8	81/1145	899/18.7	15.3	14.3	B	KTSM-F
7. KTSM (T/N)	55/ 6.7	4.5	5.1	4.1	4.3	5.1	55/563	503/10.5	10.5	9.1	A	KTSM
8. KSET-F (SP)	39/ 4.8	4.6	3.2	1.9	2.1	3.6	39/696	622/12.9	13.1	8.5	B	KSET-F
9. KAMA (SP)	36/ 4.4	3.7	4.6	3.8	2.7	4.1	39/583	534/11.1	8.4	9.1	B	KAMA
10. KOFX-F (O)	33/ 4.0	3.9	4.6	6.2	7.1	4.7	37/761	595/12.4	14.0	19.3	B	KOFX-F

12+ FM SHARE (METRO): 76.93% (577 of 750) (SUM 91: 80.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>	1 KHEY-F<	1 KHEY-F	1 KHEY-F	1 KHEY-F	1 KTSM	1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KLAQ-F	1 KLAQ-F>
2 KLAQ-F	2 KPRR-F>	2 KLAQ-F	2 KAMZ-F	2 KAMZ-F	2 KBNA-AF<	2 KBNA-AF	2 KBNA-AF	2 KLAQ-F	2 KPRR-F	2 KTSM
3 KHEY-F	3 KPRR-F>	3 KAMZ-F	3 KTSM-F	3 KTSM-F	3 KHEY-F	3 KAMZ-F	3 KTSM-F	3 KPRR-F	3 KHEY-F	3 KHEY-F
4 KAMZ-F	4 KBNA-AF	4 KBNA-AF	4 KBNA-AF	4 KBNA-AF	4 KAMZ-F	4 KLAQ-F	4 KLAQ-F<	4 KTSM-F<	4 KAMZ-F>	4 KAMZ-F
5	5 KTSM-F	KTSM-F	5 KLAQ-F	5 KLAQ-F<	5 KTSM-F	5 KPRR-F<	5 KAMZ-F	5 KAMZ-F	5 KTSM	5 XROK
6	6 KAMZ-F	KPRR-F	6 KPRR-F	6 KPRR-F	6 KAMA	6 KTSM	6 KTSM	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLAQ-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>	1 KLAQ-F	1 KAMZ-F
KHEY-F	2 KPRR-F>	2 KTSM-F	2 KPRR-F<	2 KTSM-F	2 KHEY-F	2 KHEY-F>	2 KHEY-F	2 KAMZ-F<	2 KHEY-F
3 KPRR-F>	3 KTSM-F	3 KPRR-F>	3 KBNA-AF	3 KBNA-AF	3 KPRR-F>	3 KPRR-F>	3 KAMZ-F	3 KHEY-F>	3 KLAQ-F
4 KBNA-AF	KLAQ-F	4 KBNA-AF	KTSM-F	4 KPRR-F	4 KBNA-AF	4 KBNA-AF	4 KOFX-F	4 KOFX-F	4 KTSM
5 KSET-F>	5 KBNA-AF	KAMZ-F>	5 KAMZ-F	5 KAMZ-F	5	KAMZ-F	5 KBNA-AF	5 KBNA-AF	5 KTSM-F
6 KOFX-F	6 KAMZ-F	6 KLAQ-F	6 KLAQ-F	6 KAMA	6	6 KOFX-F	KPRR-F	KTSM-F	KOFX-F
KAMZ-F	7	7	7	7	7	7	7	7	7 KBNA-AF

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KELP	1590	El Paso	0.5/3.1/	4/ 157
KFNA	1060	El Paso	1.8/3.7/	21/ 248
KHEY	690	El Paso	1.6/4.3/	15/ 255
KROD	600	El Paso	1.1/5.7/	11/ 313
KVIV	1340	El Paso	1.6/1.9/	13/ 92
XEP	1300	Ciudad Juarez	0.4/1.4/	3/ 77
XHH -F	100.7	Ciudad/Juarez	1.8/4.3/	15/ 209
XHIM-F	105.1	Ciudad Juarez	1.2/4.1/	10/ 197
XHNZ-F	107.5	Ciudad/Juarez	0.9/1.9/	8/ 97
XROK	800	Ciudad/Juarez	0.5/1.9/	6/ 111

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2),	HISPANIC	, \$ 26.00 (Caballero)	Pinnacle
KBNA,	920,	1 KW/500 W (DA-N),	SEE KBNA-FM		
KHEY,	690,	10 KW (DA-2)	, SEE KHEY-FM		
KROD,	600,	5 KW (DA-2)	, OLDIES	UNIULT ABC , \$ 17.00 (HNWH)	D & F
KTSM,	1380,	5 KW/500 W	, TALK/NEWS	NBC-T CBS , \$ 20.00 (HNWH)	
KVIV,	1340,	1 KW	, HISPANIC	CRC , \$ 15.00 (Lotus)	
KSET-F,	94.7,	61 KW @ 981	, HISPANIC	\$ NA (Caballero)	
KAMZ-F,	93.1,	30 KW @ 1168	, AC	\$ 29.00 (Eastman)	Pinnacle
KBNA-F,	97.5,	100 KW @ 1089	, HISPANIC	\$ 34.00 (Katz Hisp)	Tichenor
KEZB-F,	93.9,	96 KW @ 1210	, AC	\$ 28.00 (Schubert)	
KHEY-F,	96.3,	100 KW @ 1391	, COUNTRY	\$ 69.00 (Katz)	Ragan Henry
KLAQ-F,	95.5,	100 KW @ 1391	, AOR	UNIPWR ABC, \$ 40.00 (HNWH)	D & F
KOFX-F,	92.3,	100 KW @ 1860	, OLDIES	UNIPWR, \$ 34.00 (Mc-Guild)	
KPRR-F,	102.1,	100 KW @ 1191	, CHR	\$ 33.00 (Durpetti)	
KTSM-F,	99.9,	100 KW @ 1820	, EZ/SOFT AC	NBC CBS, \$ 22.00 (HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 69/543,800

Stations: 31/28
Diaries: 985/552:1/46.5%
Sample Target: 980
% Below Line: 1.6
% Not Listed: 14.4

1991 Revenue: \$19,200,000
HH Inc.: \$35,174
Retail \$: 4.6 Bil
Pop per Station: 19,421
#1 Biller: KMJ \$4,400,000

MSA Rank/Pop: 80/638,000
ADI # 62

Average Person Ratings: 17.5
Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KMJ (N/T)	134/14.1	9.1	12.3	12.1	10.9	11.9	210/1907	1226/22.5	21.1	21.2	F	KMJ
2. KNAX-F (C)	90/ 9.5	9.5	7.8	9.5	12.1	9.1	107/1229	1004/18.5	17.7	17.8	F	KNAX-F
3. KTHT-F (SAC)	49/ 5.2	4.4	4.4	4.0	3.4	4.5	63/1044	827/15.2	13.1	11.5		KTHT-F
4. KRZR-F (AOR)	46/ 4.8	5.5	5.0	5.1	3.4	5.1	77/1045	608/11.2	13.5	8.6		KRZR-F
KQPW-F (CHR)	46/ 4.8	4.5	4.3	5.3	4.6	4.7	75/1327	822/15.1	12.9	12.0		KQPW-F
6. KJOI-F (SAC)	45/ 4.7	4.7	4.6	3.9	5.9	4.5	74/1012	616/11.3	11.5	13.3	C	KJOI-F
7. KFSD-AF (O)	44/ 4.6	6.3	7.0	4.6	7.4	5.6	75/1381	794/14.6	17.5	18.5	C	KFSD-AF
KSKS-F (C)	44/ 4.6	4.3	3.7	2.1	2.5	3.7	105/1587	716/13.2	11.1	8.0		KSKS-F
9. KBOS-F (CHR)	41/ 4.3	4.7	6.1	5.4	3.6	5.1	97/1620	901/16.6	14.1	14.6		KBOS-F
10. KGST (SP)	31/ 3.3	4.0	1.9	4.7	2.5	3.5	32/407	358/ 6.6	7.3	6.9		KGST
KFRE (C)	31/ 3.3	3.3	2.9	4.2	5.0	3.4	63/882	372/ 6.8	7.1	8.6		KFRE
12. KJFX-F (CL AOR)	30/ 3.2	2.9	3.5	3.4	3.0	3.3	48/943	550/10.1	9.6	11.1	C	KJFX-F
13. KEZL-F (J/NAC)	28/ 2.9	1.7	2.4	2.7	2.9	2.4	31/400	317/ 5.8	6.5	6.5		KEZL-F
14. KXMX-F (SP)	20/ 2.1	2.8	2.6	2.8	1.7	2.6	36/424	298/ 5.5	5.5	4.3		KXMX-F
15. KKDJ-F (AOR)	18/ 1.9	2.3	1.9	3.5	3.1	2.4	50/867	427/ 7.9	8.3	8.2	C	KKDJ-F
16. KSXY-F (AC)	17/ 1.8	2.5	1.9	2.3	2.5	2.1	20/428	369/ 6.8	7.4	9.9		KSXY-F
17. KOQO (SP)	14/ 1.5	1.9	1.2	1.2	0.6	1.5	20/327	263/ 4.8	3.7	2.8		KOQO
18. KTAA-F (B)	12/ 1.3	2.5	1.9	----	0.3	1.4	12/249	227/ 4.2	4.6	1.0		KTAA-F
19. KXEX (SP)	11/ 1.2	1.4	1.6	1.1	1.3	1.3	18/316	203/ 3.7	3.4	3.7		KXEX
20. KYNO (O)	10/ 1.1	1.5	1.4	0.8	1.4	1.2	11/234	220/ 4.0	4.3	5.4		KYNO

12+ FM SHARE (METRO): 67.65% (550 of 813) (SUM 91: 66.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KQPW-F	1 KRZR-F	1 KMJ	1 KMJ	1 KMJ	1 KMJ >>	1 KMJ >>	1 KMJ >	1 KNAX-F	1 KMJ	1 KMJ >>
2 KBOS-F	2 KNAX-F	2 KNAX-F	2 KNAX-F	2 KNAX-F	2 KNAX-F	2 KNAX-F	2 KNAX-F	2 KMJ >	2 KNAX-F	2 KNAX-F
3 KNAX-F	3 KSKS-F	3 KRZR-F	3 KFSD-AF	3 KFSD-AF	3 KFSD-AF	3 KFSD-AF	3 KFSD-AF	3 KRZR-F	3 KRZR-F	3 KJOI-F
4 KTHT-F	KQPW-F	4 KSKS-F	4 KTHT-F	4 KTHT-F	4 KFSD-AF	4 KRZR-F	4 KRZR-F	4 KJOI-F	4 KQPW-F	4 KBOS-F
5	KMJ	5 KTHT-F	5 KRZR-F	5 KRZR-F	KJOI-F	5	5	5 KQPW-F	5	5 KQPW-F
6	6 KTHT-F	6 KFSD-AF	6 KJFX-F	6 KJOI-F	6 KGST	6	6	6 KTHT-F	6	6 KFSD-AF
7	7 KJFX-F	7	7	7	7	7	7	7 KFSD-AF	7	7
8	8 KBOS-F	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSKS-F	1 KTHT-F	1 KNAX-F	1 KNAX-F	1 KNAX-F	1 KRZR-F	1 KRZR-F	1 KRZR-F	1 KMJ >	1 KMJ >
2 KTHT-F	2 KSKS-F	2 KTHT-F	2 KTHT-F	2 KTHT-F	2 KSKS-F	2 KMJ >	2 KMJ >	2 KRZR-F	2 KNAX-F
KJOI-F	KQPW-F	3 KQPW-F	3 KSKS-F	3 KFSD-AF	3 KQPW-F	3 KNAX-F	3 KNAX-F	3 KNAX-F	3 KRZR-F
4 KQPW-F	KNAX-F	4 KSKS-F	4 KJOI-F	4 KMJ	4 KKDJ-F	4 KKDJ-F	4 KJFX-F	4 KFSD-AF	4 KFSD-AF
5 KBOS-F	5 KBOS-F	5 KQPW-F	5 KJOI-F	5 KJOI-F	5 KBOS-F	5 KJFX-F	5 KKDJ-F	5 KJFX-F	5 KJFX-F
6 KRZR-F	6 KRZR-F	6	6 KBOS-F	6 KSKS-F	6 KNAX-F	6 KSKS-F	6 KFSD-AF	6 KSKS-F	6 KTHT-F
7 KJFX-F	KJOI-F	7	7 KFSD-AF	7	KMJ	KQPW-F	7	7	7
					KJOI-F				
					KJFX-F				

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KBOS	1340	Fresno	0.5/1.2/	5/ 77
KCML-F	107.5	Hanford	0.5/2.8/	39/ 573
KFIG	1430	Fresno	0.8/3.5/	9/ 214
KIRV	1510	Fresno	0.3/1.0/	4/ 64
KRDU	1130	Dinuba/Fresno	0.4/1.9/	13/ 218
KSEQ-F	97.1	Visalia	0.3/1.7/	19/ 397
KSLK-F	105.1	Auberry/Fresno	0.9/1.8/	9/ 99
KCIV-F	99.9	Mt. Bullion	0.7/1.9/	8/ 139
KJUG-F	106.7	Tulare	0.3/2.3/	54/ 859
KNBR	680	San Francisco	0.5/2.1/	9/ 207

FRESNO

RADIO STATIONS

KFSO	, 980,	500 W/48 W	, Oldies	UNISUP UNIULT, \$13.00	(CBS)	Americom
KFRE	, 940,	50 KW (DA-2)	, Country	ABC UNISUP, \$32.00	(HNWH)	EBE
KGST	, 1600,	5 KW (DA-N)	, Hispanic	, \$28.00	(Lotus)	Lotus
KMJ	, 580,	5 KW	, News/Talk	NBC-T NBC, \$82.00	(Katz)	Henry
KOQO	, 790,	5 KW/2.5 KW (DA-2)	Hispanic	CRC, \$14.00	(Cabellero)	
KXEX	, 1550,	5 KW/2.5 KW (DA-2)	Hispanic	, \$18.00	(---)	
KYNO	, 1300,	5 KW/1 KW (DA-N),	Oldies	, \$16.00	(Banner)	Brown
KBOS-F,	94.9,	17 KW @ 850	, CHR	ABC, \$37.00	(CBS)	(TULARE)
KCML-F,	107.5,	21 KW @ 790	, Country	, \$20.00	(Eastman)	(HANFORD)
KEZL-F,	96.7,	25 KW @ 298	, Jazz/NAC	, \$22.00	(K & P)	Americom (FOWLER)
KSXY-F,	101.1,	4.7 KW @ 1076	, AC	, \$27.00	(Torbet)	
KFSO-F,	92.9,	19 KW @ 820	, Oldies	, \$43.00	(CBS)	Americom (VISALIA)
KJFX-F,	95.7,	50 KW @ 321	, Classic AOR	, \$38.00	(Banner)	Brown
KJOI-F,	98.9,	19 KW @ 820	, Soft AC	, \$31.00	(MMR)	(DINUBA)
KKDJ-F,	105.9,	2.4 KW @ 1958	, AOR	, \$36.00	(Durpetti)	
KNAX-F,	97.9,	48 KW @ 289	, Country	ABC, \$55.00	(HNWH)	EBE
KQPW-F,	101.9,	2.3 KW @ 1948	, CHR	ABC, \$28.00	(Mc-Guild)	
KRZR-F,	103.7,	50 KW @ 500	, AOR	, \$29.00	(Christal)	(HANFORD)
KSKS-F,	93.7,	68 KW @ 1909	, Country	, \$26.00	(Katz)	Henry
KTAA-F,	94.3,	3 KW @ 328	, Black	, \$13.00	(Roslin)	(KERMEN)
KTHT-F,	102.7,	50 KW @ 500	, Soft AC	, \$30.00	(Christal)	
KXXM-F,	92.1,	25 KW @ 1050	, Hispanic	UPI, \$19.00	(Katz Hisp)	(MADERA)

Miscellaneous: KEYQ to KFSO and now simulcasts with KFSO-F (Sep) . . . KFIG-F to KSXY-F . . .

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/560,900

Stations: 24/19
Diaries: 1123/499:1/53.9%
Sample Target: 1020
% Below Line: 9.0
% Not Listed: 14.1

1991 Revenue: \$32,100,000
HH Inc.: \$34,367
Retail \$: 5.8 Bil
Pop per Station: 29,521
#1 Biller: WCUZ-AF \$3,600,000

MSA Rank/Pop: 74/673,000
ADI # 37 (w/Kalamazoo)
Average Person Ratings: 15.5
Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WKLQ-F (AOR)	119/13.7	9.7	8.9	9.9	10.4	10.5	216/2468	1312/23.4	22.7	21.4	D	WKLQ-F
2. WCUZ-F (C)	90/10.3	9.0	9.0	9.4	7.7	9.4	190/2149	1227/21.9	20.1	17.9	E	WCUZ-F
3. WOOD-F (SAC)	68/ 7.8	6.5	5.9	9.9	7.3	7.5	150/1846	982/17.5	16.8	16.2	D	WOOD-F
4. WGRD-F (CHR)	63/ 7.2	7.3	7.8	9.6	8.9	8.0	97/2061	1283/22.9	23.0	26.7	D	WGRD-F
5. WOOD (FS/T)	52/ 6.0	5.1	7.9	6.4	5.7	6.3	59/1052	829/14.8	14.4	13.2	C	WOOD
6. WLHT-F (AC)	50/ 5.7	10.3	10.1	6.0	8.8	8.0	54/955	849/15.1	20.1	17.5	E	WLHT-F
7. WBCT-F (C)	42/ 4.8	3.8	4.0	2.5	6.1	3.8	95/1450	631/11.2	14.0	16.3		WBCT-F
8. WODJ-F (O)	41/ 4.7	6.6	5.6	7.2	6.3	6.0	81/1268	761/13.6	15.7	17.0	E	WODJ-F
9. WLAV-AF (AOR)	39/ 4.5	3.8	3.3	4.5	3.9	4.0	63/894	652/11.6	13.2	12.1	D	WLAV-AF
10. WMUS-F (C)	38/ 4.4	4.6	5.5	5.8	3.9	5.1	116/1550	638/11.4	11.9	10.7	C	WMUS-F
11. WSNX-F (CHR)	26/ 3.0	4.2	3.0	2.4	2.7	3.2	64/1438	764/13.6	12.8	11.2	B	WSNX-F
12. WKEZ-F (SAC)	21/ 2.4	2.9	1.5	2.3	1.7	2.3	27/422	288/ 5.1	6.3	7.2	A	WKEZ-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 85.83% (642 of 748) (SUM 91: 84.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WKLQ-F>>	1 WKLQ-F>	1 WKLQ-F>	1 WKLQ-F>	1 WCUZ-F>	1 WKLQ-F	1 WKLQ-F	1 WKLQ-F>	1 WKLQ-F>	1 WOOD <
2 WKLQ-F	2 WLAV-AF	2 WCUZ-F	2 WCUZ-F	2 WCUZ-F	2 WOOD <	2 WCUZ-F>	2 WCUZ-F	2 WCUZ-F	2 WGRD-F>	2 WKLQ-F>
3 WSNX-F	3 WGRD-F	3 WOOD-F<	3 WOOD-F	3 WOOD-F	3 WOOD-F>	3 WOOD	3 WOOD-F	3 WOOD-F	3 WOOD-F	3 WKEZ-F
4	4 WOOD-F	4 WLHT-F	4 WLHT-F	4 WLHT-F	4 WLHT-F<	4 WOOD-F	4 WOOD	4 WGRD-F	4 WCUZ-F	4 WCUZ-F
5	5 WCUZ-F	5 WGRD-F	5 WODJ-F	5 WODJ-F	5 WODJ-F	5 WLHT-F	5 WLHT-F	5 WLHT-F	5 WLHT-F	5 WCUZ-F
6	6 WLHT-F	6 WODJ-F	6 WBCT-F	6 WBCT-F	6	6 WGRD-F>	6 WGRD-F	6 WLAV-AF<	6 WBCT-F<	6
7	7	7 WLAV-AF	7	7	7	7	7 WBCT-F	7 WBCT-F	7	7
8	8	8 WBCT-F	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGRD-F	1 WKLQ-F>	1 WKLQ-F	1 WOOD-F	1 WOOD-F	1 WKLQ-F>>	1 WKLQ-F>>	1 WKLQ-F>>	1 WKLQ-F>>	1 WKLQ-F>>
2 WKLQ-F>	2 WOOD-F	2 WOOD-F>	2 WKLQ-F	2 WLHT-F	2 WLAV-AF	2 WLAV-AF>	2 WLAV-AF>	2 WCUZ-F>	2 WCUZ-F>
3 WLAV-AF>	3 WGRD-F>	3 WODJ-F	3 WLHT-F	3 WKLQ-F	3 WGRD-F	3 WCUZ-F	3 WCUZ-F	3 WBCT-F<	3 WBCT-F
4 WSNX-F	4 WLHT-F	4 WLHT-F>	4 WGRD-F	4 WCUZ-F	4 WCUZ-F	4 WBCT-F	4 WMUS-F	4 WLAV-AF	4 WLAV-AF
5 WCUZ-F	5 WLAV-AF	5 WGRD-F	5 WCUZ-F	5 WODJ-F>	5 WBCT-F>	5 WGRD-F	5 WLHT-F	5 WODJ-F	5 WODJ-F
6	6 WODJ-F	6 WMUS-F	6 WODJ-F	6 WMUS-F	6 WOOD	6 WLHT-F	6 WBCT-F	6	6 WOOD-F
7	7 WCUZ-F	7 WCUZ-F	7	7 WGRD-F	7	7	7	7	7 WOOD

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WCUZ	1230	Grand Rapids	1.4/6.7/ 15/ 490
WFGR-F	98.7	Grand Rapids	0.8/2.3/ 7/ 130
WFUR-F	102.9	Grand Rapids	2.1/6.2/ 20/ 434
WGHN-F	92.1	Grand Haven	0.5/1.8/ 4/ 123
WHTC	1450	Holland	1.4/2.9/ 12/ 195
WJQK-F	99.3	Zeeland/Holland	1.6/4.5/ 14/ 275
WKWM	1140	Kentwood/GrRpds	1.7/2.3/ 15/ 127
WWJQ	1260	Zeeland/Holland	0.3/1.2/ 4/ 87
WCXT-F	105.3	Hart/Muskegon	0.3/1.7/ 12/ 294
WGN	720	Chicago	0.9/1.6/ 16/ 266
WMRR-F	101.7	Muskegon Hts	0.3/1.1/ 17/ 206

RADIO STATIONS

WCUZ	, 1230,	1 KW	-- See WCUZ-FM		
WKWM	, 1140,	5 KW (DAYS, DA),	Black	SBN, \$17.00 (Patt)	
WOOD	, 1300,	5 KW (DA-N)	, Full Service/Talk	NBC, \$40.00 (Katz)	
WCUZ-F,	101.3,	50 KW @ 420	, Country	ABC, \$76.00 (Christal)	Federated
WFUR-F,	102.9,	48 KW @ 510	, Religion/EZ	, \$16.00 (---	Kuiper
WGRD-F,	97.9,	13 KW @ 590	, CHR	, \$43.00 (Durpetti)	Regional
WBCT-F,	93.7,	320 KW @ 781	, Country	CBS, \$35.00 (Torbet)	Radio Assoc.
WKLQ-F,	94.5,	50 KW @ 500	, AOR	ABC, \$50.00 (Eastman)	Bloomington (HOLLAND)
WLAV-F,	96.9,	50 KW @ 500	, AOR	SOURCE, \$37.00 (MMR)	Adams
WLHT-F,	95.7,	40 KW @ 551	, AC	, \$72.00 (Eastman)	Liggett
WODJ-F,	107.3,	50 KW @ 492	, Oldies	UNIULT, \$59.00 (Banner)	Goodrich(GREENVILLE)
WOOD-F,	105.7,	265 KW @ 810	, Soft AC	, \$54.00 (Katz)	
WKEZ-F,	96.1,	50 KW @ 492	, SAC/EZ	UNISUP, \$23.00 (Patt)	(HOLLAND)
WMUS-F,	106.9,	50 KW @ 479	, Country	ABC, \$38.00 (HNWH)	(MUSKEGON)
WSNX-F,	104.5,	50 KW @ 361	, CHR	UNIPWR, \$30.00 (Banner)	Goodrich (MUSKEGON)

GREENSBORO-WS

Arbitron Rank/Pop (12+): 48/809,600
 MSA Rank/Pop: 56/942,000
 ADI # 48
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 28/24
 Diaries: 1320/613:1/53.7%
 Sample Target: 1210
 % Below Line: 5.3
 % Not Listed: 13.8

1991 Revenue: \$21,200,000
 HH Inc.: \$26,025
 Retail \$: 7.5 Bil
 Pop per Station: 33,733
 #1 Biller: WTQR-F \$4,600,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO		Revenue Level		
		92	WIN 92	FAL 91	SUM 91			CUME/CUME RATING	SPG 91			
1. WTQR-F (C)	248/18.0	18.9	17.0	16.3	17.3	17.5	408/4458	2452/30.3	33.2	33.0	F	WTQR-F
2. WJMH-F (B)	110/ 8.0	7.8	5.0	5.5	7.3	6.6	174/2365	1347/16.6	19.3	17.9	C	WJMH-F
3. WKRR-F (AOR)	88/ 6.4	7.8	9.7	9.9	8.1	8.4	141/2070	1339/16.5	19.8	18.8	E	WKRR-F
4. WSJS (FS)	81/ 5.9	6.3	7.2	5.5	4.2	6.2	84/1035	957/11.8	13.1	9.8	C	WSJS
5. WKZL-F (CHR)	78/ 5.7	6.7	3.5	4.0	4.1	5.0	101/1895	1314/16.2	16.7	13.4	B	WKZL-F
6. WWWB-F (AC)	65/ 4.7	4.0	5.8	5.3	4.9	4.9	79/1327	1005/12.4	11.4	12.8	C	WWWB-F
7. WQMG-F (B)	61/ 4.4	5.9	4.9	5.6	6.4	5.2	95/1452	887/11.0	13.8	13.5	C	WQMG-F
8. WMAG-F (AC)	56/ 4.1	4.8	5.0	5.9	6.6	4.9	103/1557	926/11.4	12.8	14.4	E	WMAG-F
9. WKSI-F (CHR)	55/ 4.0	2.6	4.2	3.4	4.0	3.5	82/1695	973/12.0	11.8	12.9	B	WKSI-F
10. WMQX-F (O)	48/ 3.5	1.6	3.9	4.6	3.0	3.4	74/1249	803/ 9.9	8.6	11.8	C	WMQX-F
11. WFMX-F (C)	40/ 2.9	2.6	2.5	2.0	1.6	2.5	86/1597	782/ 9.7	8.2	6.4		WFMX-F
12. WPCM-F (C)	28/ 2.0	1.3	2.6	2.5	1.7	2.1	125/1714	428/ 5.3	4.8	5.6	A	WPCM-F
13. WHPE-F (REL)	27/ 2.0	1.6	1.2	1.7	1.9	1.6	43/618	448/ 5.5	4.2	5.1	A	WHPE-F
14. WMFR (BB)	26/ 1.9	1.1	1.5	1.4	1.4	1.5	26/370	370/ 4.6	2.6	2.7	B	WMFR
15. WWGL-F (REL)	25/ 1.8	1.6	1.7	2.4	1.4	1.9	46/761	440/ 5.4	4.4	4.7	A	WWGL-F
16. WNEU-F (C)	20/ 1.5	1.7	1.5	2.6	2.3	1.8	31/723	403/ 5.0	5.2	6.8		WNEU-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 82.87% (982 of 1185) (SUM 91: 86.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F	1 WTQR-F	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>>	1 WJMH-F	1 WTQR-F>>
2 WKSI-F>>	2 WJMH-F	2 WKRR-F	2 WKZL-F	2 WKZL-F	2 WSJS >	2 WSJS	2 WKZL-F	2 WJMH-F	2 WTQR-F>	2 WJMH-F
3 WQMG-F	3 WKRR-F	WJMH-F	3 WKRR-F	3 WKRR-F	3 WWWB-F<	3 WKRR-F	3 WKRR-F	3 WKRR-F	3 WQMG-F	3 WKRR-F
4 WTQR-F	4 WKZL-F>	4 WKZL-F>	4 WMAG-F	4 WMAG-F	4 WMQX-F	4 WKZL-F	4 WWWB-F<	4 WKZL-F	4 WSJS >	4 WSJS >
5	5 WQMG-F	5 WQMG-F	5 WMQX-F	5 WWWB-F	5	5 WJMH-F	5 WSJS <	5 WWWB-F<	5 WKSI-F	5
6	6 WKSI-F	6 WMAG-F	6 WWWB-F	6	6	6 WJMH-F	6 WJMH-F	6	6 WKRR-F>	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMH-F>	1 WJMH-F	1 WKZL-F	1 WTQR-F>	1 WTQR-F>	1 WJMH-F>	1 WTQR-F	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>>
2 WKRR-F	2 WTQR-F	2 WJMH-F<	2 WKZL-F	2 WKZL-F	2 WKRR-F	2 WJMH-F	2 WKZL-F	2 WKRR-F	2 WKRR-F>
3 WTQR-F>	3 WKZL-F	3 WMAG-F	3 WKZL-F	3 WMAG-F	3 WTQR-F	3 WKRR-F	3 WKRR-F>	3 WJMH-F	3 WSJS
4 WKSI-F	4 WKRR-F>	4 WWWB-F	4 WKRR-F	4 WWWB-F	4 WQMG-F	4 WKZL-F>	4 WFMX-F	4 WKZL-F	4 WKZL-F
5 WQMG-F	5 WQMG-F	5 WKRR-F	5 WMAG-F	5 WMQX-F<	5 WQMG-F	5 WKSI-F	5 WQMG-F	5 WJMH-F	5 WFMX-F
6 WKZL-F	6 WMAG-F	6 WJMH-F	6 WWWB-F	6 WJMH-F	6 WKZL-F	6 WFMX-F	6	6 WQMG-F	6
7	7 WWWB-F	7	7 WQMG-F	7	7 WFMX-F	7 WKSI-F	7	7	7
8	8 WKSI-F	8	8	8	8	8	8	8	8

OTHER RATED STATIONS		METRO CUME TSA	SHARE/RTG/AQH/CUME
WAAA	980	Winston-Salem	1.2/3.0/ 17/ 240
WGLD	1320	Greensboro	0.8/2.3/ 11/ 209
WKEW	1400	Greensboro	1.2/2.7/ 16/ 220
WLXN	1440	Lexington	0.6/0.9/ 8/ 76
WPET	950	Greensboro	0.6/1.0/ 9/ 104
WQMG	1510	Greensboro	1.1/1.8/ 15/ 149
WSMX	1500	Winston-Salem	0.7/1.2/ 9/ 95
WTNC	790	Thomasville	0.4/2.1/ 9/ 185
WTOB	1380	Winston-Salem	0.4/1.7/ 6/ 135
WPEG-F	97.9	Concord	0.7/1.6/ 32/ 381
WRDX-F	106.5	Salisbury/Chrlt	0.8/2.4/ 30/ 409
WSOC-F	103.7	Charlotte	0.9/2.7/ 57/1031

GREENSBORO-WS

RADIO STATIONS

WAAA	,	980,	1 KW/69 W	,	Black	NBN, \$16.00	(---)	
WMFR	,	1230,	1 KW	,	Nostalgia	ABC APR, \$21.00	(Christal)	Voyager
WSJS	,	600,	5 KW (DA-2)	,	Full Service	NBC MBS, \$42.00	(Mc-Guild)	New Market
WHPE-F,		95.5,	100 KW @ 440	,	Religion			
WJMH-F,		102.1,	106 KW @ 1204	,	Black			
WKRR-F,		92.3,	100 KW @ 1289	,	Classic AOR			Beasley (REIDSVILLE)
WKSI-F,		98.7,	100 KW @ 718	,	CHR			Dick
WKZL-F,		107.5,	100 KW @ 500	,	CHR	ABC, \$42.00	(Katz)	Bahakel
WMAG-F,		99.5,	100 KW @ 1499	,	AC			
								Voyager
WNEU-F,		94.5,	100 KW @ 981	,	Country	UNIULT, \$28.00	(Christal)	Ragan Henry (EDEN)
WMQX-F,		93.1,	100 KW @ 1099	,	Oldies			EBE
WPCM-F,		101.1,	100 KW @ 1191	,	Country	MBS, \$24.00	(Durpetti)	(BURLINGTON)
WQMG-F,		97.1,	100 KW @ 1233	,	Black	ABC CBS, \$40.00	(Banner)	
WTQR-F,		104.1,	100 KW @ 1420	,	Country	MBS, \$97.00	(Mc-Guild)	New Market
WWGL-F,		94.1,	100 KW @ 485	,	Religion	CNN, \$17.00	(TN)	(LEXINGTON)
WWWB-F,		100.3,	100 KW @ 1046	,	AC	UNISUP UNIULT, \$44.00	(MMR)	Mann

Miscellaneous: WMKG-F to WNEU-F (Aug) . . .

GREENVILLE, NC

Arbitron Rank/Pop (12+): 81/443,300

Stations: 26/19
Diaries: 1018/436:1/55.3%
Sample Target: 900
% Below Line: 10.1
% Not Listed: 15.1

1991 Revenue: \$0
HH Inc.: \$27,695
Retail \$: 3.3 Bill
Pop per Station: 23,331
#1 Biller: NA \$0

MSA Rank/Pop: NA
ADI # 104
Average Person Ratings: 16.1
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level
1. WRNS-F (C)	170/23.8	20.2	21.2	17.4	19.9	20.6	219/2136	1581/35.7	33.2	28.7	WRNS-F
2. WIKS-F (B)	84/11.8	11.5	14.2	14.3	16.1	12.9	140/1854	1040/23.5	22.4	25.4	WIKS-F
3. WSFL-F (CL AOR)	51/ 7.2	5.7	5.4	4.8	---	5.8	55/709	629/14.2	13.4	0.0	WSFL-F
4. WNCT-F (SAC)	47/ 6.6	5.9	5.5	5.3	5.6	5.8	65/861	477/10.8	12.2	10.2	WNCT-F
5. WDLX-F (AC)	41/ 5.8	6.3	4.8	6.7	5.6	5.9	65/1225	770/17.4	20.3	19.1	WDLX-F
6. WKOO-F (O)	29/ 4.1	5.4	4.2	5.4	5.8	4.8	40/536	402/ 9.1	12.0	9.2	WKOO-F
7. WTRG-F (O)	24/ 3.4	2.6	2.1	1.9	3.7	2.5	81/978	312/ 7.0	6.8	6.8	WTRG-F
8. WRHT-FF (CHR)	23/ 3.2	4.9	5.3	3.0	3.2	4.1	35/696	500/11.3	9.6	8.2	WRHT-FF
WXQR-F (AOR)	23/ 3.2	2.4	2.6	3.1	2.3	2.8	23/229	229/ 5.2	5.9	5.8	WXQR-F
10. WVVY-F (AC)	20/ 2.8	3.6	3.5	3.7	4.0	3.4	21/555	427/ 9.6	8.6	12.8	WVVY-F
11. WRDU-F (AOR)	16/ 2.2	2.1	2.9	3.2	2.1	2.6	49/687	339/ 7.6	5.7	5.8	WRDU-F
12.											
13.											
14.											
15.											

12+ FM SHARE (METRO): 94.21% (570 of 605) (SUM 91: 90.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WRNS-F	1 WRNS-F>	1 WRNS-F>>	1 WRNS-F>>	1 WRNS-F>>	1 WRNS-F>>	1 WRNS-F>>	1 WRNS-F>>	1 WRNS-F>>	1 WIKS-F
2 WRNS-F	2 WIKS-F	2 WIKS-F	2 WIKS-F	2 WIKS-F	2 WNCT-F>	2 WIKS-F>	2 WIKS-F	2 WIKS-F>	2 WIKS-F>	2 WRNS-F>
3 WRHT-FF	3 WSFL-F>	3 WSFL-F>	3 WDLX-F	3 WDLX-F	3 WKOO-F	3 WSFL-F	3 WNCT-F	3 WNCT-F	3 WSFL-F>	3 WSFL-F>
4	4 WDLX-F>	4 WDLX-F>	4 WSFL-F	4 WKOO-F	4 WIKS-F<	4 WDLX-F<	4 WSFL-F	4 WSFL-F	4 WDLX-F	4 WXQR-F
5	5 WXQR-F	5 WXQR-F	5 WTRG-F	5 WSFL-F	5 WTRG-F	5 WNCT-F>	5 WDLX-F	5 WDLX-F>	5 WNCT-F	WJNC
6	6	6	WKOO-F	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRNS-F>>	1 WRNS-F>>	1 WRNS-F>	1 WRNS-F>>	1 WRNS-F>>	1 WSFL-F	1 WIKS-F	1 WRNS-F>>	1 WRNS-F	1 WRNS-F>>
2 WXQR-F	2 WIKS-F	2 WIKS-F	2 WIKS-F>	2 WIKS-F>	2 WIKS-F>>	2 WSFL-F	2 WIKS-F>	2 WSFL-F	2 WIKS-F
3 WIKS-F	3 WDLX-F>	3 WDLX-F>	3 WDLX-F>	3 WDLX-F	3 WRNS-F	WRNS-F>>	3 WXQR-F	WIKS-F>>	3 WKOO-F
4 WDLX-F>	4 WSFL-F	4 WSFL-F>	4 WKOO-F	4 WKOO-F>	4 WXQR-F	WXQR-F>	4 WDLX-F>	4 WDLX-F	4 WDLX-F
5 WRDU-F	5	5 WVVY-F	5	5	5	5 WDLX-F	5 WSFL-F	5 WXQR-F	5 WSFL-F
WSFL-F		WNCT-F							
WRHT-FF									

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WELS 1010	Kinston	0.4/2.2/	3/ 99
WGHB 1250	Farmville/Grnv1	0.4/1.6/	3/ 69
WJCV 1290	Jacksonville	0.4/1.7/	3/ 77
WJNC 1240	Jacksonville	0.8/2.2/	6/ 96
WKQT-F 103.3	Newport/At1Bch	1.0/4.8/	7/ 220
WKZF-F 97.9	Bayboro/NewBern	0.4/1.2/	3/ 52
WOOV 1340	Greenville	1.0/1.7/	7/ 76
WRNS 960	Kinston	1.0/1.5/	7/ 105
WRQR-F 94.3	Farmville/Grnv1	0.8/2.2/	7/ 161
WDRP-F 98.9	Windsor/Wlmnstn	0.8/1.3/	15/ 239
WFXK-F 104.3	Tarboro/Raleigh	0.4/2.4/	24/ 553
WGTM 590	Wilson	0.8/2.8/	10/ 239
WKTC-F 96.9	Tarboro/Rky Mnt	1.4/5.1/	71/ 860
WRAL-F 101.5	Raleigh	1.0/3.3/	40/ 613

RADIO STATIONS

WELS, 1010, 1 KW/500 W (DA-N), COUNTRY	, \$ 9.00 (---)	(KINSTON)
WIKS-F, 101.9, 100 KW @ 981, BLACK	ABC, UNIULT, \$ 33.00 (HNWH)	Taylor (NEW BERN)
WKOO-F, 98.7, 100 KW @ 298, OLDIES	MBS, \$ 19.00 (Durpetti)	(JACKSONVILLE)
WKQT-F, 103.3, 100 KW @ 459, CHR	ABC, \$ 15.00 (Christal)	(NEWPORT)
WNCT-F, 107.9, 100 KW @ 1699, EZ	ABC, \$ 22.00 (MMR)	Park (GREENVILLE)
WDLX-F, 93.3, 100 KW @ 1781, AC	ABC, \$ 30.00 (Banner)	(WASHINGTON)
WQDW-F, 97.7, 3 KW @ 249, BLACK	, \$ 13.00 (Republic)	(KINSTON)
WRHT-F, 96.3, 50 KW @ 472, CHR	CNN, \$ 16.00 (---)	(MOREHEAD)
WRNS-F, 95.1, 100 KW @ 1499, COUNTRY	ABC UNIULT, \$ 40.00 (McGuild)	Pinnacle (KINSTON)
WRQR-F, 94.3, 2 KW @ 407, AC	, \$ 12.00 (TN)	(FARMVILLE)
WSFL-F, 106.5, 100 KW @ 915, CLASSIC AOR	UNIPWR, \$ NA (Eastman)	(NEW BERN)
WVVY-F, 99.5, 17 KW @ 843, AC	, \$ 19.00 (---)	Willis (GRIFTON)
WXQR-F, 105.5, 3 KW @ 298, AOR	ABC, \$ 14.00 (TN)	(JACKSONVILLE)

OTHER RANKED STATIONS -- See Raleigh

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 58/670,800

Stations: 24/19

1991 Revenue: \$20,000,000

MSA Rank/Pop: 81/633,000

Diaries: 1212/554:1/49.2%

HH Inc.: \$26,955

ADI # 35 (w/Asheville)

Sample Target: 1120

Retail \$: 4.9 Bil

Average Person Ratings: 16.1

% Below Line: 3.3

Pop per Station: 35,305

Market TSL: 21.75 hours

% Not Listed: 16.4

#1 Biller: WHYI-F \$4,000,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WSSL-AF (C)	159/14.7	17.1	13.8	15.7	9.9	15.3	287/3089	1798/26.8	29.6	23.2	E	WSSL-AF
2. WESC-F (C)	142/13.1	10.6	12.0	12.7	12.2	12.1	270/3368	1783/26.6	23.6	22.9	E	WESC-F
3. WHYI-F (AC)	100/ 9.2	10.3	8.5	9.5	11.8	9.4	167/2544	1460/21.8	21.7	22.4	F	WHYI-F
4. WROQ-F (AOR)	84/ 7.8	4.7	8.5	8.0	8.5	7.3	118/1467	977/14.6	13.2	17.0	C	WROQ-F
5. WLWZ-F (B)	75/ 6.9	5.7	5.9	4.9	4.6	5.8	76/670	652/ 9.7	9.8	8.8	C	WLWZ-F
6. WSPA-F (SAC)	69/ 6.4	4.9	8.0	7.6	7.6	6.7	105/1471	999/14.9	13.7	15.7	C	WSPA-F
7. WFBC-F (O)	58/ 5.4	7.0	4.6	4.3	5.6	5.3	89/1710	1005/15.0	14.2	14.1	D	WFBC-F
8. WBBO-F (CHR)	38/ 3.5	3.9	3.0	3.9	3.7	3.6	64/1345	798/11.9	12.2	10.6	B	WBBO-F
9. WMUU-F (SAC)	34/ 3.1	1.5	3.0	2.7	2.7	2.6	17/657	341/ 5.1	5.5	5.9	A	WMUU-F
10. WMMM-F (AC)	20/ 1.8	1.1	1.6	1.8	1.9	1.6	31/603	425/ 6.3	5.6	8.8	B	WMMM-F
11. WSPA (FS)	19/ 1.8	1.6	2.8	1.0	1.9	1.8	20/349	290/ 4.3	3.9	4.7	A	WSPA
12. WRIX-F (C)	18/ 1.7	1.3	0.6	0.7	0.6	1.1	19/290	248/ 3.7	2.7	2.2	A	WRIX-F
13. WFBC (N/T)	17/ 1.6	3.0	2.8	2.5	2.4	2.5	18/321	286/ 4.3	5.1	3.9	A	WFBC
14. WPEG-F (B)	13/ 1.2	1.3	1.9	0.8	0.9	1.3	14/176	150/ 2.2	3.2	2.4		WPEG-F
15.												

12+ FM SHARE (METRO): 91.82% (831 of 905) (SUM 91: 88.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSSL-AF>	1 WSSL-AF	1 WSSL-AF	1 WSSL-AF<	1 WSSL-AF	1 WESC-F>	1 WESC-F	1 WSSL-AF	1 WSSL-AF	1 WSSL-AF>>	1 WSSL-F>>
2 WBBO-F	2 WROQ-F>	2 WHYI-F	2 WHYI-F>	2 WHYI-F	2 WSSL-AF	2 WSSL-AF	2 WESC-F>	2 WESC-F	2 WLWZ-F<	2 WESC-F
3 WLWZ-F	3 WHYI-F	3 WROQ-F	3 WESC-F	3 WESC-F>	3 WHYI-F	4 WHYI-F>	3 WHYI-F	3 WROQ-F	3 WESC-F	3 WHYI-F
4 WESC-F	4 WLWZ-F	4 WESC-F	4 WROQ-F	4 WROQ-F	4 WSPA-F	4 WROQ-F<	4 WROQ-F<	4 WHYI-F	4 WBBO-F	4 WLWZ-F
5	5 WESC-F>	5 WLWZ-F	5 WLWZ-F<	5 WLWZ-F	5 WFBC-F	5 WLWZ-F<	5 WSPA-F>	5 WFBC-F	5 WROQ-F<	5
6	6 WBBO-F	6 WFBC-F	6 WFBC-F	6 WFBC-F	6	6 WSPA-F	6 WLWZ-F>	6 WLWZ-F	6 WFBC-F<	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSSL-AF>	1 WSSL-AF	1 WHYI-F	1 WSSL-AF	1 WHYI-F	1 WROQ-F	1 WROQ-F<	1 WSSL-AF	1 WSSL-AF	1 WSSL-AF
2 WROQ-F>	2 WHYI-F	2 WSSL-AF>	2 WHYI-F>	2 WSSL-AF	2 WSSL-AF>	2 WSSL-AF>>	2 WROQ-F>	2 WROQ-F>	2 WROQ-F
3 WBBO-F	3 WROQ-F<	3 WESC-F	3 WESC-F	3 WESC-F>	3 WBBO-F	3 WLWZ-F	3 WHYI-F	3 WHYI-F	3 WESC-F
4 WHYI-F	4 WESC-F	4 WLWZ-F	4 WLWZ-F	4 WFBC-F	4 WLWZ-F>	4 WHYI-F	4 WLWZ-F	4 WESC-F	4 WHYI-F>
5 WLWZ-F	5 WLWZ-F>	5 WROQ-F	5 WROQ-F	5 WSPA-F<	5 WCKZ-F	5 WESC-F	5 WESC-F	5 WLWZ-F>	5 WLWZ-F
6 WESC-F	6 WBBO-F	6 WFBC-F	6 WSPA-F	6 WLWZ-F	6 WESC-F	6	6	6 WFBC-F	6 WFBC-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WESC 660 Greenville	0.8/2.9/ 13/	321	
WHYZ 1070 Greenville	0.9/2.8/ 10/	186	
WMUU 1260 Greenville	0.3/1.0/ 3/	77	
WORD 910 Spartanburg	0.6/2.6/ 9/	235	
WPJM 800 Greer	0.7/1.9/ 11/	142	
WBFM-F 98.1 Seneca	0.6/1.7/ 9/	251	
WCKZ-F 101.9 Gastonia/Chrlt	1.0/4.4/ 31/	593	
WMIT-F 106.9 Black Mountain	0.4/1.7/ 27/	434	
WSNW 1150 Seneca	0.1/0.7/ 1/	47	

RADIO STATIONS

WESC , 660, 50 KW (DAYS, DA),	SEE WESC-FM		
WFBC , 1330, 5 KW (DA-N)	News/Talk	NBC SUN, \$21.00 (Katz)	Multimedia
WHYZ , 1070, 50 KW/1.5 KW (DA-1)	Black	, \$19.00 (K & P)	
WPJM , 800, 1 KW/438 W	Gospel	, \$15.00 (Keystone)	(GREER)
WSPA , 950, 5 KW (DA-N)	Full Service	CBS, \$17.00 (Chrystal)	
WBBO-F, 93.3, 93 KW @ 2030	CHR	, \$29.00 (Torbet)	(FOREST CITY)
WESC-F, 92.5, 100 KW @ 2001	Country	ABC, \$90.00 (Banner)	
WFBC-F, 93.7, 100 KW @ 1850	Oldies	ABC, \$56.00 (Katz)	Multimedia
WLWZ-F, 103.9, 3 KW @ 328	Black	, \$30.00 (HNWH)	Voyager (EASLEY)
WMUU-F, 94.5, 100 KW @ 1200	EZ	APR, \$18.00 (---)	
WHYI-F, 102.5, 20 KW @ 1778	AC	, \$87.00 (Eastman)	AmCom (HNDRSNVLE)
WROQ-F, 101.1, 100 KW @ 987	AOR	ABC, \$40.00 (Banner)	ABS (ANDERSON)
WSPA-F, 98.9, 100 KW @ 1909	Soft AC/EZ	, \$39.00 (Chrystal)	
WSSL-F, 100.5, 100 KW @ 1240	Country	MBS UNIPWR, \$71.00 (Mc-Guild)	CF (GRAY COURT)
WMMM-F, 107.3, 100 KW @ 1010	AC	ABC, \$32.00 (Chrystal)	(ANDERSON)

HARRISBURG

Arbitron Rank/Pop (12+): 75/500,200
 MSA Rank/Pop: 89/597,000
 ADI #48 (w/York & Lancaster)
 Average Person Ratings: 17.8
 Market TSL: 23.75 hours

Stations: 26/15
 Diaries: 1045/479:1/55.3%
 Sample Target: 970
 % Below Line: 18.1
 % Not Listed: 16.8

1991 Revenue: \$14,100,000
 HH Inc.: \$34,026
 Retail \$: 5.0 Bill
 Pop per Station: 33,346
 #1 Biller: WNNK-AF \$4,700,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WRVV-F (CL AOR)	93/10.5	7.0	4.1	3.3	3.3	6.2	152/1900	972/19.4	15.8	9.1	B	WRVV-F
2. WNNK-AF (CHR)	92/10.4	11.6	10.5	14.8	11.3	11.8	124/1862	1365/27.3	30.5	30.2	F	WNNK-AF
3. WTPA-F (AOR)	65/ 7.3	6.3	10.6	8.2	10.6	8.1	94/1316	811/16.2	16.2	17.6	D	WTPA-F
4. WRKZ-F (C)	61/ 6.9	7.1	7.4	9.3	7.9	7.7	149/1934	779/15.6	14.7	15.5	E	WRKZ-F
5. WHP (FS)	60/ 6.7	6.9	6.5	7.9	6.3	7.0	75/1101	788/15.8	14.4	14.0	C	WHP
6. WQXA-F (CHR)	59/ 6.6	5.0	4.1	3.5	4.9	4.8	110/1714	759/15.2	14.2	14.4		WQXA-F
7. WWKL-F (O)	55/ 6.5	6.4	7.4	8.5	10.0	7.2	82/1303	842/16.8	18.0	18.5	D	WWKL-F
8. WIMX-F (AC)	36/ 4.0	5.9	5.9	5.5	4.5	5.3	39/742	602/12.0	15.4	11.4	B	WIMX-F
9. WHYL (BB)	35/ 3.9	3.5	5.4	2.4	5.3	3.8	46/492	376/ 7.5	7.6	8.2	A	WHYL
10. WNCE-F (SAC)	33/ 3.7	3.8	2.7	3.4	4.4	3.4	129/1305	442/ 8.8	10.3	7.4		WNCE-F
11. WHYL-F (C)	25/ 2.8	4.1	4.2	2.5	4.3	3.4	35/410	318/ 6.4	7.1	8.1	B	WHYL-F
12. WLBR (FS)	23/ 2.6	3.8	2.4	2.9	1.4	2.9	25/403	347/ 6.9	9.1	5.3	A	WLBR
13.												
14.												
15.												

12+ FM SHARE (METRO): 80.95% (599 of 740) (SUM 91: 80.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WQXA-F	1 WRVV-F	1 WRVV-F	1 WRVV-F	1 WRVV-F	1 WRKZ-F	1 WNNK-AF	1 WRVV-F	1 WRVV-F	1 WQXA-F	1 WRKZ-F
2 WNNK-AF	2 WNNK-AF	2 WNNK-AF	2 WNNK-AF	2 WNNK-AF	2 WHP	2 WRVV-F	2 WNNK-AF	2 WNNK-AF	2 WNNK-AF	2 WTPA-F
3	3 WTPA-F	3 WTPA-F	3 WTPA-F	3 WTPA-F	3 WWKL-F	3 WTPA-F	3 WHP	3 WQXA-F	3 WHP	3 WWKL-F
4	4 WQXA-F	4 WWKL-F	4 WWKL-F	4 WWKL-F	4 WHYL	4 WHP	4 WTPA-F	4 WTPA-F	4 WRVV-F	4 WHP
5	5	5 WQXA-F	5 WQXA-F	5 WRKZ-F	5 WNNK-AF	5 WRKZ-F	5 WRKZ-F	5 WRKZ-F	5 WTPA-F	5 WNNK-F
6	6	6 WIMX-F	6 WRKZ-F	6 WQXA-F	6 WRVV-F	6 WWKL-F	6 WWKL-F	6 WWKL-F	6 WRKZ-F	6 WLBR
7	7	7	7 WIMX-F	7 WIMX-F	7	7	7 WQXA-F	7 WHYL	7 WWKL-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-AF	1 WNNK-AF	1 WNNK-AF	1 WNNK-AF	1 WNNK-AF	1 WTPA-F	1 WRVV-F	1 WRVV-F	1 WRVV-F	1 WRVV-F
2 WQXA-F	2 WRVV-F	2 WRVV-F	2 WRVV-F	2 WRVV-F	2 WRVV-F	2 WTPA-F	2 WTPA-F	2 WTPA-F	2 WTPA-F
3 WRVV-F	3 WQXA-F	3 WTPA-F	3 WTPA-F	3 WWKL-F	3 WQXA-F	3 WQXA-F	3 WQXA-F	3 WNNK-AF	3 WWKL-F
4 WTPA-F	4 WTPA-F	4 WQXA-F	4 WQXA-F	4 WTPA-F	4 WNNK-AF	4 WNNK-AF	4 WNNK-AF	4 WWKL-F	4 WNNK-AF
5 WIMX-F	5 WIMX-F	5 WIMX-F	5 WWKL-F	5 WRKZ-F	5 WWKL-F	5	5	5 WQXA-F	5 WRKZ-F
6	6	6 WARM-F	6 WIMX-F	6 WIMX-F	6	6	6	6	6 WQXA-F
7	7	7 WWKL-F	7	7	7	7	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WIMX	1460	Harrisburg	1.7/6.2/ 16/ 352
WQLV-F	98.9	Millsbrg/Nwprt	0.8/1.0/ 7/ 56
WUFM-F	100.1	Lebanon	1.0/2.5/ 11/ 165
WYGL-F	100.5	Elizabeth	0.3/1.0/ 6/ 126
WARM-F	103.3	York	1.9/5.7/172/2119
WDAC-F	94.5	Lancaster	1.2/3.2/108/1056
WGCB-F	96.1	Red Lion	0.3/0.9/ 8/ 232
WGTY-F	107.7	Gettysburg	0.3/2.4/ 68/ 820
WHTF-F	92.7	Starview	1.7/8.9/ 61/1196
WIKZ-F	95.1	Chambrsbrg/Hagr	0.3/1.4/ 3/ 74
WQKX-F	94.1	Sunbury	0.4/1.7/ 16/ 214
WSBA	910	York	0.3/1.0/ 59/ 724
WYCR-F	98.5	York/Hanover	1.1/5.5/ 54/1312

RADIO STATIONS

WHP	580	5 KW (DA-N)	Full Service	CBS, NBC-T, \$28.00	(MMR)	Dame
WHYL	960	5 KW/22 W (DA-1)	Nostalgia	UNIULT, \$16.00	(---)	(CARLISLE)
WKBO	1230	1 KW	Talk/News	UNISUP CNN, \$14.00	(Banner)	
WLBR	1270	5 KW/1 KW (DA-2)	Full Service	ABC, \$15.00	(K & P)	(LEBANON)
WRVV-F	97.3	17 KW @ 840	Classic AOR	CBS, \$27.00	(MMR)	Dame
WHYL-F	102.3	3 KW @ 328	Country	CNN, \$25.00	(---)	(CARLISLE)
WIMX-F	99.3	3 KW @ 328	AC	UNIPWR, \$28.00	(Mc-Guild)	
WNNK-F	104.1	23 KW @ 725	CHR	APR, \$88.00	(Christal)	Keymarket
WRKZ-F	106.7	14 KW @ 827	Country	ABC, \$75.00	(Torbet)	THZ (HERSHEY)
WTPA-F	93.5	1.8 KW @ 620	AOR	ABC, \$56.00	(Banner)	
WWKL-F	94.9	25 KW @ 699	Oldies	UNIULT, \$58.00	(Katz)	Barnstable

Other Ranked Stations -- See York or Lancaster

HARTFORD

Arbitron Rank/Pop (12+): 41/990,500

Stations: 27/15

1991 Revenue: \$37,400,000

MSA Rank/Pop: 44/1,130,000
ADI # 24 (w/New Haven)

Diaries: 1382/717:1/49.9%
Sample Target: 1360

HH Inc.: \$42,925
Retail \$: 9.6 Bil

Average Person Ratings: 17.6

% Below Line: 19.4
% Not Listed: 15.1

Pop per Station: 66,033
#1 Biller: WTIC \$7,900,000

Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	12+ METRO
1. WTIC (FS)	213/12.2	13.5	16.1	15.2	15.7	14.3	281/3574	2611/26.4	27.2	28.8	H	WTIC
2. WWYZ-F (C)	146/ 8.4	7.5	7.4	7.8	7.1	7.8	242/3040	1692/17.1	14.4	14.2	E	WWYZ-F
3. WTIC-F (CHR)	133/ 7.6	7.7	8.1	7.7	9.1	7.8	221/3980	2317/23.4	25.5	26.7	F	WTIC-F
4. WHCN-F (AOR)	116/ 6.7	4.7	6.5	6.1	6.9	6.0	172/2993	1815/18.3	14.5	16.3	F	WHCN-F
5. WDRC-F (O)	100/ 5.8	4.5	5.6	6.6	5.7	5.6	211/3380	1524/15.4	13.9	14.4	F	WDRC-F
6. WRCH-F (SAC)	99/ 5.7	7.7	6.4	7.3	6.3	6.8	162/2507	1360/13.7	17.6	17.2	D	WRCH-F
7. WKSS-F (CHR)	98/ 5.6	5.1	4.1	5.1	5.4	5.0	195/3728	1829/18.5	18.2	18.2	D	WKSS-F
8. WZMX-F (AC)	90/ 5.2	6.4	5.1	4.5	4.6	5.3	134/2323	1431/14.4	16.1	13.4	C	WZMX-F
9. WCCC-AF (AOR)	87/ 5.0	4.3	5.4	5.4	4.7	5.0	130/2842	1635/16.5	14.4	14.5	D	WCCC-AF
10. WDRC (BB)	62/ 3.6	3.5	3.1	3.3	1.1	3.4	66/807	709/ 7.2	8.0	2.9		WDRC
11. WYSR-F (AC)	60/ 3.5	3.7	3.7	3.0	3.5	3.5	110/2055	1078/10.9	11.1	10.2		WYSR-F
12. WPOP (N/T)	51/ 2.9	2.5	2.4	3.1	2.4	2.7	54/875	809/ 8.2	9.1	9.0	C	WPOP
13. WAQY-F (AOR)	50/ 2.9	2.9	2.2	1.8	2.2	2.5	168/2822	1086/11.0	9.9	7.7		WAQY-F
14.												
15.												

12+ FM SHARE (METRO): 72.04% (1064 of 1477) (SUM 91: 71.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WHCN-F	1 WHCN-F	1 WHCN-F	1 WWYZ-F	1 WTIC >	1 WTIC >>	1 WTIC	1 WWYZ-F	1 WTIC >	1 WTIC >>
2 WKSS-F>>	2 WTIC-F	2 WTIC-F	2 WWYZ-F	2 WHCN-F	2 WWYZ-F>	2 WTIC-F	2 WWYZ-F	2 WTIC-F	2 WTIC-F	2 WPOP
3 WCCC-AF	3 WCCC-AF	3 WWYZ-F	3 WDRC-F	3 WTIC	3 WDRC-F	3 WHCN-F<	3 WTIC-F	3 WHCN-F	3 WKSS-F	3 WDRC-F>
4 WZMX-F	4 WKSS-F	4 WZMX-F	4 WZMX-F<	4 WDRC-F	4 WRCH-F	4 WWYZ-F<	4 WRCH-F<	4 WTIC <	4 WCCC-AF	4 WTIC-F
5	5 WZMX-F	5 WCCC-AF<	5 WTIC-F	5 WRCH-F<	5 WDRC	5 WCCC-AF	5 WHCN-F	5 WKSS-F	5 WHCN-F	5
6	6 WWYZ-F<	6 WKSS-F	6 WCCC-AF	6 WZMX-F	6	6 WDRC-F	6 WZMX-F	6 WRCH-F	6 WZMX-F	6
7	7 WAQY-F	7 WDRC-F	7 WRCH-F	7 WTIC-F	7	7 WKSS-F<	7 WDRC-F	7 WDRC-F<	7 WRCH-F	7
8	8	8	8 WTIC <	8 WCCC-AF	8	8	8	8	8 WHCN-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>	1 WTIC-F	1 WTIC-F	1 WTIC-F	1 WDRC-F<	1 WCCC-AF	1 WHCN-F	1 WHCN-F>	1 WHCN-F>	1 WHCN-F
2 WZMX-F<	2 WKSS-F	2 WKSS-F	2 WZMX-F	2 WWYZ-F	2 WTIC-F	2 WCCC-AF>	2 WCCC-AF>	2 WWYZ-F<	2 WWYZ-F>
3 WKSS-F>	3 WZMX-F	3 WHCN-F	3 WKSS-F	3 WRCH-F<	3 WHCN-F	3 WAQY-F>	3 WAQY-F	3 WCCC-AF>	3 WTIC
4 WCCC-AF	4 WHCN-F>	4 WWYZ-F	4 WRCH-F	4 WTIC-F	4 WAAF-F	4 WTIC-F<	4 WWYZ-F	4 WAQY-F	4 WCCC-AF
5 WHCN-F	5 WRCH-F<	5 WZMX-F	5 WHCN-F	5 WZMX-F<	5 WKSS-F	5 WWYZ-F	5	5 WDRC-F<	5 WDRC-F
6 WRCH-F	6 WCCC-AF	6 WRCH-F	6 WDRC-F	6 WTIC	6 WAQY-F>	6 WKSS-F	6	6 WTIC-F	6
7	7 WWYZ-F	7 WCCC-AF	7 WWYZ-F	7 WKSS-F	7 WPLR-F	7	7	7	7
8	8	8	8 WYSR-F	8 WHCN-F	8 WZMX-F	8	8	8	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WCNX	1150	MIDDLETOWN	0.6/1.6/ 15/ 272
WNEZ	910	New Britain	0.3/1.7/ 6/ 183
WRYM	840	New Britain	0.7/1.0/ 14/ 101
WAAF-F	107.3	Worcester/Bostn	0.9/2.1/ 53/1030
WCBS	880	New York	0.4/2.0/ 39/ 854
WFAN	660	New York	1.8/5.2/ 85/1530
WHYN	560	Springfield	0.3/0.9/ 59/ 977
WHYN-F	93.1	Springfield	0.5/2.6/ 84/1403
WKCI-F	101.3	Hamden	0.9/6.2/ 97/2138
WOR	710	New York	0.5/1.3/ 22/ 408
WPKX-F	97.9	Enfield	1.1/3.5/110/1324
WPLR-F	99.1	New Haven	1.5/7.5/ 86/1982
WVRX-F	103.7	Westerly/Prvndc	0.3/2.5/ 64/1263

RADIO STATIONS

WDRC, 1300,	5 KW (DA-N)	, Nostalgia	, \$ NA (Mc-Guild)	Buckley
WNEZ, 910,	5 KW (DA-N)	, EZ	, \$ 22.00 (Banner)	DeDominicus
WPOP, 1410,	5 KW (DA-2)	, NEWS/TALK	ABC, \$ 35.00 (Eastman)	Merv Griffin
WTIC, 1080,	50 KW (DA-N)	, FULL SERVICE	CBS, \$ 160.00 (CBS)	Chase
WCCC-F, 106.9,	23 KW @ 731,	AOR	ABC, SOURCE, \$ 40.00 (Durpetti)	
WDRC-C, 102.9,	20 KW @ 810,	OLDIES	, \$ 95.00 (McGuild)	Buckley
WHCN-F, 105.9,	16 KW @ 869,	AOR	ABC, \$ 77.00 (Christal)	Beck-Ross
WYSR-F, 104.1,	18 KW @ 836,	AC	CBS, \$ 61.00 (Eastman)	Merv Griffin (WATERBURY)
WKSS-F, 95.7,	17 KW @ 879,	CHR	APR, \$ 57.00 (MMR)	Precision
WRCH-F, 100.5,	8 KW @ 1250,	SOFT AC	, \$ 57.00 (Banner)	DeDominicus
WTIC-F, 96.5,	20 KW @ 810,	CHR	, \$ 105.00 (HNWH)	Chase
WWYZ-F, 92.5,	18 KW @ 859,	COUNTRY	UNIULT, \$ 65.00 (Banner)	(WATERBURY)
WZMX-F, 93.7,	21 KW @ 774,	AC	, \$ 52.00 (Torbet)	

Miscellaneous: WIOF-F to WYSR-F and from a softer AC to a more up-tempo AC (Sep) . . .

HONOLULU

Arbitron Rank/Pop (12+): 56/704,500
 MSA Rank/Pop: 63/860,000
 No ADI
 Average Person Ratings: 16.1
 Market TSL: 21.50 hours

Stations: 27/27
 Diaries: 1213/581:1/53.1%
 Sample Target: 1150
 % Below Line: 0.0
 % Not Listed: 6.3

1991 Revenue: \$19,400,000
 HH Inc.: \$42,864
 Retail \$: 8.7 Bil
 Pop per Station: 26,092
 #1 Biller: KSSK \$3,800,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KSSK-F (AC)	125/11.0	12.5	11.8	11.8	9.3	11.8	125/1825	1825/25.9	30.0	21.6	C	KSSK-F
2. KIKI-F (CHR)	117/10.3	11.1	10.0	8.2	10.3	9.9	117/1621	1621/23.0	25.2	23.0	C	KIKI-F
3. KSSK (FS)	109/ 9.6	8.4	9.3	11.0	6.6	9.6	109/1251	1251/17.8	17.8	16.5	E	KSSK
4. KCCN-F (E)	104/ 9.2	6.7	9.9	11.4	13.3	9.3	104/1330	1330/18.9	16.9	22.9	C	KCCN-F
5. KQMQ-AF (CHR)	89/ 7.8	9.6	8.3	8.1	9.6	8.4	89/1677	1677/23.8	25.1	25.4	D	KQMQ-AF
6. KRTR-F (AC)	79/ 7.0	5.4	4.3	4.6	5.8	5.3	79/1295	1295/18.4	15.8	17.3	C	KRTR-F
7. KUMU-AF (SAC)	74/ 6.5	9.8	9.5	8.9	8.1	8.7	74/1164	1164/16.5	17.7	16.7	C	KUMU-AF
8. KINE-F (AOR)	47/ 4.1	3.9	2.2	1.6	2.5	3.0	47/654	654/ 9.3	9.3	8.7	B	KINE-F
9. KPOI-F (AOR)	45/ 4.0	2.6	4.4	3.6	3.6	3.7	45/751	751/10.7	7.9	10.5	C	KPOI-F
10. KGU (T)	38/ 3.3	4.3	4.2	5.1	2.3	4.2	38/715	715/10.1	10.3	7.6	B	KGU
11. KIKI (O)	35/ 3.1	2.1	1.9	2.1	3.6	2.3	35/529	529/ 7.5	7.2	8.6		KIKI
12. KDEO-F (C)	30/ 2.6	2.6	2.0	2.6	2.6	2.4	30/602	602/ 8.5	7.2	6.2	A	KDEO-F
13. KULA (E)	23/ 2.0	1.2	0.9	1.0	0.5	1.3	23/228	228/ 3.2	3.8	1.0		KULA
14. KHVH (N/T)	20/ 1.8	2.0	2.6	2.7	2.4	2.3	20/395	395/ 5.6	9.3	8.9	B	KHVH
15. KHHH-F (AOR)	18/ 1.6	2.2	3.3	2.0	1.8	2.3	18/386	386/ 5.5	5.8	5.9		KHHH-F
KCCN (E)	18/ 1.6	2.4	2.5	2.9	3.5	2.4	18/305	305/ 4.3	7.0	7.0		KCCN
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 68.23% (726 of 1064) (SUM 91: 68.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KQMQ-AF	1 KSSK-F	1 KSSK-F>	1 KSSK-F>	1 KSSK	1 KSSK-F<	1 KSSK-F	1 KIKI-F<	1 KIKI-F>	1 KSSK
2 KQMQ-AF	2 KCCN-F<	2 KCCN-F	2 KCCN-F	2 KSSK <	2 KSSK-F	2 KSSK >	2 KCCN-F<	2 KSSK-F	2 KRTR-F<	2 KSSK-F>
3	3 KIKI-F	3 KQMQ-AF	3 KSSK <	3 KCCN-F	3 KUMU-AF>	3 KQMQ-AF	3 KIKI-F	3 KCCN-F	3 KQMQ-AF	3 KIKI-F
4	4 KSSK-F<	KIKI-F	4 KRTR-F	4 KRTR-F	4 KCCN-F	4 KIKI-F<	4 KSSK	4 KSSK	4 KUMU-AF<	4 KCCN-F
5	5 KRTR-F	5 KRTR-F	5 KQMQ-AF	5 KQMQ-AF	5	5 KCCN-F	5 KUMU-AF	5 KQMQ-AF	5 KCCN-F>	5 KUMU-F
6	6 KPOI-F	6 KSSK >	6 KIKI-F	6 KIKI-F	6	6 KRTR-F	KRTR-F<	6 KRTR-F	6 KSSK-F>	6 KWAI
7	7	7 KPOI-F	7	7 KUMU-AF	7	7	7 KQMQ-AF>	7 KUMU-AF	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIKI-F>	1 KQMQ-AF<	1 KSSK-F	1 KSSK-F>	1 KSSK-F>	1 KQMQ-AF	1 KCCN-F	1 KCCN-F	1 KCCN-F>	1 KCCN-F
2 KQMQ-AF	2 KRTR-F	2 KQMQ-AF<	2 KQMQ-AF	2 KSSK >	KIKI-F	2 KPOI-F	2 KPOI-F>	2 KSSK-F	2 KSSK-F>
KRTR-F>	KIKI-F<	3 KRTR-F>	KIKI-F<	3 KQMQ-AF	3 KCCN-F	3 KQMQ-AF	3 KSSK-F	3 KPOI-F<	3 KRTR-F
4 KCCN-F>	4 KSSK-F	4 KCCN-F	4 KRTR-F	4 KRTR-F	4 KPOI-F	4 KIKI-F	4 KRTR-F	4 KQMQ-AF	4 KSSK
5 KSSK-F	5 KCCN-F	5 KIKI-F	5 KSSK	5 KIKI-F	5 KSSK-F	5 KSSK-F	5 KQMQ-AF>	KIKI-F	5 KINE-F
6	6	6	6 KCCN-F	6 KCCN-F	6 KDEO-F>	6 KRTR-F	6 KIKI-F	6 KRTR-F	6 KPOI-F
7	7	7	7	7 KUMU-AF	7 KINE-F	KDEO-F	KEDO-F	7 KINE-F	7
8	8	8	8	8	8 KSSK	8	8 KSSK	8 KSSK	8

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KAIM-F	95.5 Honolulu	1.1/3.0/	12/ 210
KDEO	940 Waipahu	0.7/3.0/	8/ 214
KHNR	650 Honolulu	0.8/3.2/	9/ 224
KISA	1540 Honolulu	1.1/2.7/	12/ 187
KLHT	1040 Honolulu	0.9/2.6/	10/ 180
KNDI	1270 Honolulu	1.0/1.9/	11/ 133
KOHO	1170 Honolulu	0.9/1.5/	10/ 109
KWAI	1080 Honolulu	0.7/1.3/	8/ 92
KZOO	1210 Honolulu	1.1/1.8/	13/ 126

HONOLULU

RADIO STATIONS

KCCN	,	1420,	5 KW	,	Ethnic	,	\$ NA	(K & P)	
KDEO	,	940,	10 KW	-- See	KDEO-FM				
KGU	,	760,	10 KW	,	News/Talk	NBC-T ABC,	\$26.00	(Banner)	Givens
KHVV	,	990,	5 KW	,	News/Talk	NBC ABC,	\$20.00	(HNWH)	
KIKI	,	830,	10 KW	,	Oldies	UNISUP UNIULT,	\$19.00	(Christal)	
KSSK	,	590,	7.5 KW	,	Full Service		\$82.00	(Eastman)	Bedford
KAIM-F,		95.5,	100 KW @ -23	,	Religion		\$13.00	(---)	Billy Graham
KCCN-F,		100.3,	100 KW @ 1965	,	Ethnic		\$38.00	(K & P)	
KDEO-F,		102.7,	61 KW @ 1893	,	Country	MBS,	\$22.00	(K & P)	(WAIPAHU)
KHFX-F,		105.1,	100 KW @ 1948	,	Oldies		\$20.00	(MMR)	
KINE-F,		98.5,	100 KW @ 1073	,	AOR	SMN,	\$22.00	(HNWH)	
KIKI-F,		93.9,	100 KW @ -144	,	CHR		\$40.00	(Christal)	
KPOI-F,		97.5,	80 KW @ 46	,	AOR		\$38.00	(Banner)	
KQMQ-F,		93.1,	54 KW @ -118	,	CHR		\$59.00	(Katz)	
KRTR-F,		96.3,	75 KW @ 2139	,	AC		\$31.00	(Katz)	Mt. Wilson (KAILUA)
KSSK-F,		92.3,	100 KW @ 1948	,	AC		\$43.00	(Eastman)	Bedford (WAIPAHU)
KUMU-F,		94.7,	100 KW @ 79	,	EZ		\$40.00	(Banner)	
KHHH-F,		98.5,	100 KW @ 1073	,	AOR	SMN,	\$21.00	(---)	

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

HOUSTON

Arbitron Rank/Pop (12+): 10/3,015,300
 MSA Rank/Pop: 8/3,700,000
 ADI # 10
 Average Person Ratings: 18.1
 Market TSL: 23.75 hours

Stations: 32/31
 Diaries: 2368/1273:1/43.1%
 Sample Target: 2330
 % Below Line: 1.1
 % Not Listed: 13.1

1991 Revenue: \$126,000,000
 HH Inc.: \$33,870
 Retail \$: 27.6 Bil
 Pop per Station: 97,267
 #1 Biller: KILT-AF \$15,300,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KILT-F (C)	464/ 8.5	8.1	8.7	8.9	8.2	8.6	503/6521	5881/19.5	19.6	20.5	J	KILT-F
2. KIKK-F (C)	421/ 7.7	7.5	7.1	6.6	8.1	7.2	467/6544	5801/19.2	19.9	20.2	I	KIKK-F
3. KLOL-F (AOR)	346/ 6.3	6.8	5.8	5.4	5.1	6.1	369/4963	4623/15.3	16.6	14.7	I	KLOL-F
4. KBXX-F (CHR)	277/ 5.1	4.6	4.7	6.1	4.8	5.1	312/4493	3932/13.0	13.0	12.4	D	KBXX-F
5. KMJQ-F (B)	251/ 4.6	4.7	3.8	4.1	5.1	4.3	279/3968	3551/11.8	11.7	13.8	I	KMJQ-F
6. KODA-F (SAC)	250/ 4.6	5.0	4.7	5.7	5.8	5.0	263/4229	3869/12.8	14.1	14.6	H	KODA-F
7. KQUE-F (BB)	245/ 4.5	4.1	4.6	3.4	4.5	4.2	257/2611	2395/ 7.9	7.9	8.1	E	KQUE-F
8. KTRH (N/T)	231/ 4.2	4.1	4.8	5.3	4.7	4.6	277/5093	4314/14.3	14.7	14.3	I	KTRH
9. KHMx-F (AC)	227/ 4.2	4.6	4.9	6.2	4.9	5.0	235/4639	4448/14.8	14.6	14.3	H	KHMx-F
10. KRBE-F (CHR)	222/ 4.1	5.1	4.6	4.0	4.2	4.4	246/5007	4601/15.3	16.8	17.1	F	KRBE-F
11. KZFX-F (CL AOR)	208/ 3.8	3.2	3.3	2.6	3.9	3.2	221/3677	3440/11.4	10.8	11.6	G	KZFX-F
12. KHYS-F (B/AC)	198/ 3.6	3.6	3.4	2.7	2.6	3.3	240/2919	2391/ 7.9	7.6	8.1	C	KHYS-F
13. KLDE-F (O)	178/ 3.3	4.0	3.8	3.8	4.1	3.7	193/3837	3527/11.7	12.8	11.6	H	KLDE-F
14. KLTR-F (AC)	158/ 2.9	2.7	3.5	2.6	2.5	2.9	162/2867	2806/ 9.3	10.7	10.1	G	KLTR-F
15. KQQK-F (SP)	149/ 2.7	1.9	1.9	2.3	1.3	2.2	150/1904	1846/ 6.1	4.9	3.7	C	KQQK-F
KPRC (T)	149/ 2.7	3.6	2.2	2.7	2.9	2.8	156/2736	2554/ 8.5	9.6	8.4	E	KPRC
17. KKBQ-F (C)	99/ 1.8	2.3	2.7	2.2	2.4	2.3	105/2792	2598/ 8.6	8.3	13.1	G	KKBQ-F
18. KLAT (SP)	96/ 1.8	1.4	1.5	1.2	1.5	1.5	96/1274	1274/ 4.2	3.8	3.1	D	KLAT
19. KSEV (SP)	94/ 1.7	2.0	1.5	1.4	0.7	1.6	106/1443	1339/ 4.4	4.6	2.2	B	KSEV
20. KEYH (SP)	69/ 1.3	1.1	1.8	1.8	1.5	1.5	69/775	775/ 2.6	2.3	2.3	C	KEYH
21. KLVL (SP)	63/ 1.2	0.9	0.7	0.5	0.5	0.8	63/765	765/ 2.5	2.0	1.2		KLVL
22. KXYZ (SP)	62/ 1.1	1.7	1.2	1.5	1.0	1.4	62/850	850/ 2.8	3.6	3.0	C	KXYZ
23. KLTN-F (SP)	59/ 1.1					0.3	59/726	703/ 2.3	0.0	0.0		KLTN-F

12+ FM SHARE (METRO): 80.72% (3822 of 4735) (SUM 91: 80.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KBXX-F>	1 KLOL-F>	1 KILT-F	1 KIKK-F<	1 KILT-F<	1 KILT-F	1 KILT-F	1 KIKK-F	1 KILT-F<	1 KMJQ-F	1 KTRH
2 KRBE-F	2 KILT-F	2 KLOL-F	2 KILT-F	2 KIKK-F>	2 KIKK-F	2 KIKK-F<	2 KILT-F	2 KIKK-F	2 KBXX-F	2 KILT-F
3 KMJQ-F	3 KBXX-F<	3 KIKK-F	3 KLOL-F	3 KLOL-F	3 KQUE-F	3 KLOL-F	3 KLOL-F	3 KHYS-F<	3 KHYS-F<	3 KPRC
4 KLOL-F	4 KIKK-F	4 KHMx-F<	4 KZFX-F<	4 KZFX-F	4 KTRH >	4 KTRH	4 KODA-F	4 KBXX-F<	4 KILT-F	4 KLOL-F
5 KHMx-F	5 KZFX-F	5 KHMx-F	5 KHMx-F	5 KODA-F	5 KODA-F<	5 KQUE-F	5 KQUE-F	5 KODA-F<	5 KPRC	5 KIKK-F
6 KRBE-F	6 KODA-F	6 KODA-F<	6 KHMx-F	6 KHMx-F	6 KPRC	6 KHMx-F	6 KHMx-F	6 KHMx-F	6 KRBE-F	6 KMJQ-F>>
7 KMJQ-F	7 KBXX-F<	7 KLDE-F<	7 KLDE-F	7 KLDE-F	7 KLDE-F	7 KODA-F	7 KBXX-F	7 KZFX-F	7 KIKK-F<	7 KODA-F
8 KZFX-F	8 KMJQ-F	8 KHYS-F>	8 KHYS-F	8 KHYS-F	8 KHYS-F	8 KBXX-F	8 KRBE-F<	8 KMJQ-F<	8 KLOL-F	8 KBXX-F
9 KODA-F	9 KHYS-F	9	9	9	9	9 KMJQ-F<	9 KZFX-F	9 KRBE-F	9 KTRH	9 KLDE-F
10	10	10 KRBE-F	10	10	10	10	10	10	10	10 KHYS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRBE-F	1 KILT-F	1 KHMx-F	1 KILT-F	1 KILT-F<	1 KLOL-F>	1 KLOL-F>>	1 KLOL-F>>	1 KLOL-F>	1 KLOL-F
2 KILT-F<	2 KHMx-F	2 KIKK-F<	2 KIKK-F	2 KIKK-F	2 KBXX-F>	2 KILT-F<	2 KZFX-F	2 KILT-F	2 KILT-F<
3 KMJQ-F	3 KIKK-F<	3 KODA-F<	3 KODA-F	3 KODA-F	3 KRBE-F	3 KZFX-F	3 KILT-F	3 KIKK-F	3 KIKK-F
4 KIKK-F	4 KRBE-F<	4 KILT-F	4 KHMx-F	4 KHMx-F	4 KILT-F	4 KBXX-F	4 KIKK-F	4 KZFX-F>	4 KZFX-F>
5 KBXX-F<	5 KMJQ-F	5 KBXX-F	5 KHYS-F<	5 KLDE-F	5 KMJQ-F>	5 KIKK-F	5 KHMx-F>	5 KHMx-F	5 KTRH
6 KLOL-F	6 KBXX-F	6 KHYS-F	6 KMJQ-F	6 KHYS-F	6 KIKK-F<	6 KHMx-F	6 KODA-F	6 KBXX-F	6 KHMx-F
7 KHMx-F	7 KLOL-F	7 KMJQ-F	7 KLTR-F	7 KLTR-F	7 KODA-F	7 KRBE-F<	7 KBXX-F	7 KMJQ-F	7 KLDE-F<
8 KLTR-F	8 KODA-F	8 KLOL-F	8 KLDE-F<	8 KMJQ-F	8 KZFX-F	8 KMJQ-F	8 KLTN-F	8 KRBE-F	8 KHYS-F
9 KODA-F	9 KHYS-F	9 KZFX-F	9 KRBE-F	9 KBXX-F<	9 KHMx-F	9 KODA-F	9 KQQK-F	9 KHYS-F	9 KSEV
10 KHYS-F	10 KLTR-F	10 KLAT	10 KBXX-F	10 KQUE-F	10 KLTR-F	10	10 KMJQ-F	10 KODA-F	10

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KCOH	1430	Houston	0.5/2.2/ 28/ 686
KIKK	650	Pasadena	0.3/1.1/ 34/ 449
KILT	610	Houston	0.3/1.8/ 15/ 612
KKZR-F	106.9	Conroe/Houston	0.6/2.2/ 40/ 754
KMPQ	980	Rosenberg	0.4/1.0/ 23/ 342
KRTS-F	92.1	Seabrook/Houstrn	0.7/2.5/ 37/ 776
KWWJ	1360	Baytown	0.6/1.5/ 34/ 464
KYOK	1590	Houston	0.3/1.6/ 17/ 489
KYST	920	Texas City	0.3/1.0/ 16/ 291

HOUSTON

RADIO STATIONS

AM STATIONS

KCOH, 1430, 5 KW/55W	, BLACK	SBN, NBN, \$ 45.00 (Roslin)	
KEYH, 850, 10 KW (DAYS)	, HISPANIC	, \$ 44.00 (---)	
KIKK, 650, 250 W (DAYS)	, COUNTRY OLDIES	, \$ N/A (Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY OLDIES	UNISUP, \$ N/A (Group W)	Westinghouse
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	, \$ 61.00 (Katz Hisp)	Tichenor
KNUZ, 1230, 1 KW	, OLDIES	, \$ N/A (Banner)	
KPRC, 950, 5 KW (DA-N)	, TALK	CBS, \$ 75.00 (Banner)	
KSEV, 700, 2.6 KW/1 KW (DA-1)	, TALK	NBC, BRN, \$ 40.00 (Banner)	
KTRH, 740, 50 KW (DA-1)	, NEWS	ABC, MBS, \$ 181.00 (CBS)	Rusk
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	, \$ 43.00 (Caballero)	Infinity
KYDK, 1590, 5 KW (DA-N)	, BLACK	SMN, \$ 46.00 (McGuild)	Noble

FM STATIONS

KBXX, 97.9, 100 KW @ 1919, CHR		, \$ 100.00 (Katz)	Cook Inlet
KHCB, 105.7, 100 KW @ 1614, RELIGION		, \$ 33.00 (---)	
KHMX, 96.5, 97 KW @ 1919, AC		, \$ 145.00 (Mc-Guild)	Nationwide
KHYS, 98.5, 100 KW @ 417, BLACK AC	UNIPWR, CBS,	\$ 65.00 (Christal)	Clear Channel (BEAUMONT)
KIKK, 95.7, 95 KW @ 1919, COUNTRY		, \$ 225.00 (Torbet)	Viacom
KILT, 100.3, 100 KW @ 1919, COUNTRY	UNISUP,	\$ 225.00 (Group W)	Westinghouse
KKZR, 106.9, 100 KW @ 1125, AOR		, \$ 50.00 (Banner)	(CONROE)
KKBQ, 92.9, 97 KW @ 1919, COUNTRY		, \$ 120.00 (McGuild)	Gannett
KLDE, 94.5, 95 KW @ 1919, OLDIES	UNIULT,	\$ 160.00 (Durpetti)	Entercom
KLDL, 101.1, 95 KW @ 1919, AOR	SOURCE,	\$ 192.00 (CBS)	Rusk
KLTR, 93.7, 100 KW @ 1719, AC	CBS,	\$ 136.00 (CBS)	CBS
KMJQ, 102.1, 100 KW @ 1719, BLACK		, \$ 191.00 (Mc-Guild)	Noble
KODA, 99.1, 100 KW @ 1919, SOFT AC		, \$ 154.00 (MMR)	Legacy
KQUE, 102.9, 100 KW @ 971, NOSTALGIA	ABC,	\$ 75.00 (Banner)	
KRBE, 104.1, 100 KW @ 1909, CHR		, \$ 130.00 (Eastman)	Susquehanna
KRTS, 92.1, 33 KW @ 604, CLASSICAL		, \$ 70.00 (CMBS)	(SEABROOK)
KZFX, 107.5, 95 KW @ 1971, CLASSIC AOR		, \$ 140.00 (Katz)	Shamrock
KQQK, 106.5, 100 KW @ 699, HISPANIC		, \$ 60.00 (Caballero)	(GALVESTON)

Miscellaneous: KKHU-F changes to KKZR-F (Sep) . . .

HUNTSVILLE

Arbitron Rank/Pop (12+): 109/335,800
 MSA Rank/Pop: 181/356,000 (E)
 ADI # 88 (w/Decatur)
 Average Person Ratings: 15.6
 Market TSL: 21.25 hours

Stations: 17/15
 Diaries: 935/359:1/55.0%
 Sample Target: 800
 % Below Line: 4.8
 % Not Listed: 16.4

1991 Revenue: \$9,800,000
 HH Inc.: \$31,600
 Retail \$: 2.9 Bil
 Pop per Station: 22,386
 #1 Biller: WDRM-AF \$3,300,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WDRM-F (C)	135/25.8	23.8	24.8	21.7	25.3	24.0	243/2370	1253/17.3	40.7	40.3	E	WDRM-F
2. WZYP-F (CHR)	63/12.0	12.6	14.6	12.4	12.9	12.9	96/1403	874/26.0	27.4	30.3	O	WZYP-F
3. WAHR-F (AC)	46/ 8.8	8.3	8.4	6.5	5.7	8.0	60/887	649/19.3	18.4	16.3	C	WAHR-F
4. WRSA-F (SAC)	40/ 7.6	7.3	10.9	10.2	7.2	9.0	68/720	470/14.0	14.9	15.6	B	WRSA-F
5. WEUP (B)	27/ 5.2	5.0	2.9	4.8	6.3	4.5	27/324	304/ 9.1	9.5	10.0	A	WEUP
6. WTAK (ADR)	24/ 4.6	5.5	4.8	8.0	7.8	5.7	25/294	261/ 7.8	6.8	9.7	B	WTAK
7. WENN-F (B)	16/ 3.1	3.7	3.9	3.9	3.0	3.7	29/429	279/ 8.3	7.1	8.2		WENN-F
8. WJRA (C)	14/ 2.7	0.4	---	1.4	---	1.1	14/45	45/ 1.3	1.4	0.0		WJRA
WHVK-F (C)	14/ 2.7	3.4	1.8	3.4	1.3	2.8	30/633	292/ 8.7	9.5	5.4	A	WHVK-F
WBHP (C)	14/ 2.7	3.6	3.8	3.2	2.4	3.3	16/268	238/ 7.1	8.4	7.7	B	WBHP
11. WQLT-F (AC/O)	12/ 2.3	2.1	1.8	2.3	3.9	2.1	55/765	277/ 8.2	8.3	7.7	A	WQLT-F
12. WKDF-F (AOR)	9/ 1.7	0.4	---	---	0.4	0.5	43/501	116/ 3.5	1.5	1.1		WKDF-F
WVNN (T)	9/ 1.7	1.4	1.6	3.0	1.3	1.9	11/279	243/ 7.2	5.2	5.6		WVNN
WNDA-F (REL)	9/ 1.7	1.1	1.4	2.1	1.8	1.6	13/220	209/ 6.2	4.6	4.8	A	WNDA-F

12+ FM SHARE (METRO): 79.00% (346 of 438) (SUM 91: 74.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WZYP-F>>	1 WDRM-F	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F
2 WDRM-F>>	2 WZYP-F>	2 WZYP-F	2 WAHR-F>	2 WAHR-F>	2 WRSA-F>	2 WZYP-F>	2 WZYP-F	2 WZYP-F	2 WZYP-F>	2 WAHR-F
3 WEUP	3 WAHR-F	3 WAHR-F>	3 WZYP-F>	3 WZYP-F>	3 WAHR-F	3 WAHR-F	3 WAHR-F	3 WAHR-F	3 WRSA-F	3 WZYP-F
4	4 WTAK	4 WTAK	4 WTAK	4 WTAK	4 WEUP	4 WRSA-F	4 WRSA-F>	4 WRSA-F>	4 WENN-F	4 WENN-F
5	5	5	5	5	5	5 WEUP >	5	5	5 WAHR-F>	5 WEUP

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZYP-F>	1 WDRM-F	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WZYP-F>	1 WTAK	1 WTAK	1 WDRM-F>>	1 WDRM-F>>
2 WDRM-F>>	2 WZYP-F>	2 WAHR-F	2 WAHR-F>	2 WAHR-F>	2 WTAK	2 WDRM-F<	2 WDRM-F	2 WZYP-F	2 WAHR-F
3 WENN-F>>	3 WAHR-F	3 WZYP-F>	3 WAHR-F>>	3 WZYP-F>	WDRM-F>	3 WZYP-F>	3 WAHR-F	3 WTAK	3 WTAK
4	4	4 WHVK-F>	4	4 WEUP	4 WENN-F>	4 WAHR-F	4 WZYP-F>>	4 WAHR-F	4 WZYP-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WAVD 1400 Decatur	0.4/1.9/	3/	80	
WTKI 1450 Huntsville	0.4/1.3/	2/	44	
WYAM-F 106.1 Hartsville	0.4/1.2/	2/	40	

RADIO STATIONS

WBHP, 1230, 1 KW	COUNTRY	ABC, \$ 25.00 (Katz)	
WEUP, 160D, 5 KW/500 W (DA-N)	BLACK	SBN, \$ 13.00 (---)	
WTAK, 1000, 10 KW (DAYS,DA)	AOR	\$ 21.00 (Regional)	
WVNN, 770, 10 KW/250 W (DA-N)	TALK	ABC BRN, \$ 12.00 (Christal)	Athens (ATHENS)
WAHR-F, 99.1, 100 KW @ 984	AC	NBC, \$ 30.00 (Torbet)	
WDRM-F, 102.1, 100 KW @ 728	COUNTRY	\$ 70.00 (Katz)	(DECATUR)
WHVK-F, 93.3, 100 KW @ 984	COUNTRY	ABC, \$ 15.00 (Christal)	(TULLAHOVA, TN)
WNDA-F, 95.1, 50 KW @ 112	RELIGION	\$ 11.00 (---)	
WQLT-F, 107.3, 100 KW @ 1000	AC/OLDIES	ABC, \$ 14.00 (Torbet)	(FLORENCE)
WRSA-F, 96.9, 100 KW @ 830	EZ/SOFT AC	CBS, \$ 20.00 (---)	(DECATUR)
WZYP-F, 104.3, 100 KW @ 1115	CHR	ABC, \$ 47.00 (Christal)	Athens (ATHENS)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,035,500
 MSA Rank/Pop: 40/1,260,000
 ADI # 26
 Average Person Ratings: 16.9
 Market TSL: 22.25 hours

Stations: 19/16
 Diaries: 1653/626:1/51.1%
 Sample Target: 1650
 % Below Line: 1.6
 % Not Listed: 10.6

1991 Revenue: \$47,000,000
 HH Inc.: \$32,434
 Retail \$: 11.0 Bil
 Pop per Station: 64,718
 #1 Biller: WFBQ-F \$10,000,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WFMS-F (C)	245/14.0	12.7	14.1	10.8	12.4	12.9	329/3648	2610/25.2	23.3	23.8	G	WFMS-F
2. WFBQ-F (AOR)	201/11.5	14.3	12.4	15.0	12.1	13.3	400/5070	2756/26.6	27.6	5.3	I	WFBQ-F
3. WIBC (FS)	198/11.3	12.2	12.0	12.4	11.5	12.0	216/2686	2272/21.9	22.3	20.6	H	WIBC
4. WZPL-F (CHR)	143/ 8.2	9.2	9.8	10.2	9.8	9.4	191/2914	2156/20.8	22.6	24.3	F	WZPL-F
5. WKLR-F (O)	123/ 7.0	5.4	4.1	4.8	7.2	5.3	171/2796	1849/17.9	16.1	15.0	E	WKLR-F
6. WENS-F (AC)	120/ 6.9	6.9	7.0	6.7	6.9	6.9	1352/492	1944/18.8	16.8	18.7	F	WENS-F
7. WTPI-F (SAC)	111/ 6.4	4.9	6.4	5.6	6.5	5.8	129/1791	1428/13.8	11.4	13.0	E	WTPI-F
8. WTLC-F (B)	92/ 5.3	4.3	5.5	6.6	8.2	5.4	103/1185	1093/10.6	9.1	12.5	E	WTLC-F
9. WHHH-F (CHR/U)	91/ 5.2	4.9	5.0	2.2	---	4.3	93/1326	1289/12.4	11.7	0.0	A	WHHH-F
10. WRZX-F (AOR)	63/ 3.6	4.3	3.5	4.4	5.1	4.0	92/1663	1192/11.5	13.8	13.2		WRZX-F
11. WTLC (B/G)	57/ 3.3	3.4	3.6	4.4	3.5	3.7	58/671	632/ 6.1	6.8	6.6		WTLC
12. WNDE (T)	41/ 2.3	2.1	2.0	2.0	1.5	2.1	45/907	771/ 7.4	6.6	5.3	B	WNDE
13.												
14.												
15.												

12+ FM SHARE (METRO): 79.77% (1246 of 1562) (SUM 91: 80.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WZPL-F >>	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F <	1 WFMS-F	1 WIBC >	1 WFBQ-F	1 WFMS-F >	1 WFMS-F >	1 WZPL-F	1 WFMS-F
2 WHHH-F >	2 WFMS-F	2 WFMS-F >	2 WFMS-F >	2 WFBQ-F >	2 WFMS-F >	2 WIBC	2 WFBQ-F	2 WIBC <	2 WFMS-F	2 WIBC
3 WFMS-F	3 WZPL-F	3 WKLR-F	3 WKLR-F	3 WKLR-F	3 WKLR-F	3 WFMS-F >>	3 WIBC <	3 WFBQ-F	3 WIBC	3 WFBQ-F
4 WTLC-F	4 WENS-F	WENS-F	4 WENS-F	4 WENS-F	4 WTPI-F	4 WZPL-F	4 WKLR-F	4 WZPL-F	4 WENS-F <	4 WENS-F
5	5 WHHH-F	5 WZPL-F	5 WTPI-F	5 WTPI-F	5 WFBQ-F	5 WKLR-F <	5 WTPI-F	5 WENS-F	5 WHHH-F	5 WTLC-F
6	6 WTLC-F <	6 WTPI-F	6 WZPL-F	6 WIBC	6 WTLC <	6 WENS-F <	WENS-F	6 WKLR-F	6 WFBQ-F <	6 WKLR-F
7	7 WRZX-F	7 WHHH-F <	7 WIBC	7 WZPL-F	7 WENS-F	7 WTPI-F >	7 WZPL-F >	7 WTPI-F	7 WTLC-F	7
8	8	8 WTLC-F	8 WTLC-F	8 WTLC-F	8	8	8	8 WHHH-F <	8 WTPI-F <	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHHH-F <	1 WFBQ-F	1 WFBQ-F	1 WFMS-F	1 WFMS-F >	1 WFBQ-F >>	1 WFBQ-F >	1 WFBQ-F	1 WFBQ-F >	1 WFBQ-F
2 WZPL-F	2 WZPL-F	2 WENS-F	2 WENS-F <	2 WENS-F	2 WZPL-F >	2 WFMS-F >	2 WFMS-F >>	2 WFMS-F >	2 WFMS-F >
3 WFMS-F	3 WENS-F <	3 WZPL-F	3 WFBQ-F	3 WFBQ-F	3 WHHH-F	3 WZPL-F	3 WRZX-F	3 WKLR-F >	3 WKLR-F >
4 WFBQ-F	4 WFMS-F	4 WFMS-F <	4 WZPL-F	4 WTPI-F	4 WTLC-F	WRZX-F >	4 WZPL-F	4 WRZX-F <	4 WIBC
5 WENS-F >	5 WHHH-F	5 WTLC-F >	5 WTPI-F	5 WKLR-F	WRZX-F	5 WTLC-F	5 WTLC-F	5 WZPL-F	5 WRZX-F
6 WRZX-F	6 WTLC-F >	6 WTPI-F	6 WKLR-F	6 WZPL-F	WFMS-F	WHHH-F	6 WHHH-F	6 WIBC	WENS-F
7	7 WTPI-F	7 WHHH-F	7 WHHH-F	7 WTLC-F	7	7	7	7 WENS-F	7
8	WRZX-F	8 WRZX-F	8 WTLC-F	WIBC	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WCBK-F 102.3 Martinsville	0.6/1.3/	13/	180
WNTS 1590 Beech Grove	0.4/1.7/	7/	189
WTTS-F 92.3 Bloomington	1.4/6.9/	59/1387	
WXIR-F 98.3 Plainfield/Indy	0.3/1.8/	7/	201
WKKG-F 101.5 Columbus	0.5/2.0/	85/1015	
WLW 700 Cincinnati	0.7/2.1/	51/	908
WQME-F 98.7 Anderson	0.4/1.4/	28/	375

INDIANAPOLIS

RADIO STATIONS

WIBC, 1070, 50 KW/10 KW (DA-2), FULL SERVICE	NBC-T NBC, \$ 140.00 (Durpetti)	Sconnix
WNDE, 1260, 5 KW (DA-N), TALK	MBS, \$ 33.00 (Katz)	Broadcast Alchemy
WTLC, 1310, 5 KW/1 KW (DA-2), BLACK/GOSPEL	CBS UNISUP, \$ 30.00 (MMR)	Panache
WENS-F, 97.1, 23 KW @ 738, AC	, \$ 94.00 (McGuild)	Emmis
WFMS-F, 95.5, 13 KW @ 991, COUNTRY	, \$ 108.00 (Eastman)	Susquehanna
WRZX-F, 103.3, 18 KW @ 850, AOR	ABC, \$ 52.00 (Banner)	ML/WIN
WHHH-F, 96.3, 0.6 KW @ 705, CHR/URBAN	, \$ 34.00 (---)	
WKLR-F, 93.1, 13 KW @ 1023, OLDIES	, \$ 80.00 (Durpetti)	Sconnix
WFBQ-F, 94.7, 52 KW @ 850, AOR	SOURCE, \$ 175.00 (Katz)	Broadcast Alchemy
WPZZ-F, 95.9, 3 KW @ 298, GOSPEL	SBN NBN, \$ 17.00 (Regional)	Willis (FRANKLIN)
WSYW-F, 107.1, 3 KW @ 298, CLASSICAL	UPI, \$ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 449, BLACK	, \$ 56.00 (MMR)	Panache
WTPI-F, 107.9, 22 KW @ 761, SOFT AC	, \$ 68.00 (Torbet)	Mystar
WZPL-F, 99.5, 13 KW @ 991, CHR	APR, \$ 92.00 (HNWH)	Booth
WTTS-F, 92.3, 37 KW @ 1089, AOR	, \$ 32.00 (Banner)	Sarkes Tarzian (BLOOMINGTON)

Miscellaneous: WFXF-F to WRZX-F (Aug) . . . WTUX to WTLC and from Nostalgia to Black/Gospel (Aug) . . .

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

JACKSON

Arbitron Rank/Pop (12+): 116/323,200
 MSA Rank/Pop: 121/406,000
 ADI # 86
 Average Person Ratings: 15.9
 Market TSL: 21.25 hours

Stations: 20/20
 Diaries: 785/412:1/42.7%
 Sample Target: 800
 % Below Line: 0.0
 % Not Listed: 18.3

1991 Revenue: \$12,100,000
 HH Inc.: \$28,902
 Retail \$: 3.0 Bil
 Pop per Station: 16,160
 #1 Biller: WMSI-F \$3,600,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WMSI-F (C)	89/17.3	18.7	18.8	19.4	16.1	18.5	176/2137	1049/32.5	29.7	29.1	E	WMSI-F
2. WJMI-F (B)	65/12.6	11.6	10.0	7.5	12.6	10.4	130/1665	731/22.6	22.6	24.7	C	WJMI-F
3. WKXI-F (B)	45/ 8.8	10.3	10.7	8.0	9.5	9.4	80/1053	599/18.5	22.6	19.9		WKXI-F
4. WSTZ-F (AOR)	40/ 7.8	5.3	8.0	6.0	6.7	6.8	62/734	455/14.1	13.4	12.7	C	WSTZ-F
5. WTYX-F (O)	30/ 5.8	5.4	3.9	4.1	4.5	4.8	41/776	487/15.1	14.0	17.5	C	WTYX-F
6. WJDX-F (AC)	25/ 4.9	6.1	5.4	7.1	4.3	5.9	32/808	516/16.0	18.6	14.5	B	WJDX-F
7. WOAD (G/B)	21/ 4.1	4.7	5.9	5.7	11.1	5.1	21/311	311/ 9.6	12.2	17.1	A	WOAD
8. WKQB-F (CHR)	19/ 3.7	3.2	3.0	3.7	3.3	3.4	31/633	393/12.2	10.7	13.5	B	WKQB-F
9. WIIN-F (C)	17/ 3.3	2.6	1.4	1.1	1.2	2.1	19/455	317/ 9.8	6.2	5.8		WIIN-F
10. WLIN-F (SAC)	15/ 2.9	3.9	4.1	4.1	2.4	3.8	18/342	274/ 8.5	12.6	8.1		WLIN-F
11. WZRZ (BB)	9/ 1.8	0.7	2.3	0.5	0.9	1.3	11/125	118/ 3.7	3.0	2.3		WZRZ
13. WJNT (T)	9/ 1.8	1.6	1.6	2.1	1.2	1.8	9/202	195/ 6.0	4.4	5.1		WJNT
14.												
15.												

12+ FM SHARE (METRO): 84.05% (353 of 420) (SUM 91: 76.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F>>	1 WJMI-F>	1 WMSI-F	1 WMSI-F	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F>	1 WJMI-F>	1 WKXI-F
2 WKQB-F	2 WKXI-F<	2 WJMI-F	2 WSTZ-F<	2 WJMI-F<	2 WTYX-F>	2 WJMI-F>	2 WJMI-F	2 WJMI-F>	2 WKXI-F	2 WJMI-F<
3 WKXI-F>	3 WSTZ-F	3 WSTZ-F<	3 WJMI-F	3 WSTZ-F	3 WOAD <	3 WKXI-F	3 WSTZ-F	3 WKXI-F	3 WMSI-F>	3 WMSI-F>
4 WMSI-F	WMSI-F>	4 WKXI-F>	4 WKXI-F	4 WKXI-F	4 WLIN-F	4 WTYX-F	4 WKXI-F	4 WSTZ-F	4 WSTZ-F	4 WOAD
5	5 WJDX-F	5 WTYX-F	5 WTYX-F	5 WTYX-F>	WJMI-F	WSTZ-F>	5 WTYX-F>	5 WTYX-F	5 WJDX-F	WJDX-F
6	6	6 WJDX-F	6 WJDX-F	6 WJDX-F	6	6 WJDX-F	6 WJDX-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMI-F>	1 WJMI-F>	1 WJMI-F	1 WJMI-F	1 WMSI-F>	1 WSTZ-F	1 WSTZ-F	1 WSTZ-F	1 WSTZ-F	1 WMSI-F
2 WMSI-F	2 WMSI-F	2 WMSI-F	2 WMSI-F	2 WJMI-F	WJMI-F>	2 WJMI-F	2 WKXI-F	2 WMSI-F	2 WSTZ-F>
WKXI-F>>	3 WKXI-F>	WJDX-F	3 WKXI-F>	3 WKXI-F	3 WMSI-F>	3 WKXI-F	3 WJMI-F	3 WJMI-F>	3 WJMI-F
4 WSTZ-F	4 WJDX-F	4 WKXI-F	4 WTYX-F	4 WTYX-F	4 WKXI-F>	4 WMSI-F>>	4 WMSI-F>>	4 WKXI-F>	4 WTYX-F
WOAD	5 WSTZ-F>	5 WSTZ-F>	WJDX-F>	5 WJDX-F	5 WKQB-F	5	5	5 WTYX-F	5 WKXI-F
WKQB-F	6 WTYX-F	6 WTYX-F>	6 WSTZ-F	6	WIIN-F	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WHJT-F 93.5	Clinton/Jackson	0.6/2.3/	6/ 160
WJDS 620	Jackson	0.6/1.7/	3/ 80
WJXN-AF 92.9	Utica/Jackson	1.2/2.8/	11/ 139
WKXI 1300	Jackson	1.2/6.0/	10/ 226
WMGO 1370	Canton	1.6/3.3/	8/ 108
WRJH-F 97.7	Brandon/Jackson	0.6/3.3/	13/ 167
WSLI 930	Jackson	1.4/6.2/	7/ 208

RADIO STATIONS

WJNT , 1180, 50 KW/500W (DA-2),	Talk	CBS ABC, \$14.00	(---)
WKXI , 1300, 5 KW/1 KW	Black	UNISUP SBN, \$13.00	(Banner)
WMGO , 1370, 1 KW (DAYS)	AC	UNIULT, \$10.00	(Bunchez) Opus
WOAD , 1400, 1 KW	Gospel/Black	ABC, \$18.00	(Durpetti) Holt
WSLI , 930, 5 KW (DA-N)	Talk	NBC-T MBS, \$19.00	(Eastman) Spur
WJDX-F, 96.3, 100 KW @ 1410	AC		(Eastman) Spur
WJMI-F, 99.7, 100 KW @ 1059	Black	ABC CBS, \$44.00	(Durpetti) Holt
WKXI-F, 107.5, 100 KW @ 951	Black		(Banner) (MAGEE)
WLIN-F, 101.7, 6 KW @ 298	Soft AC	UNIULT, \$16.00	(Regional) (GLUCKSTADT)
WMSI-F, 102.9, 100 KW @ 1800	Country	ABC, \$82.00	(Mc-Guild) CF
WJXN-F, 92.9, 2 KW @ 574	Gospel/Black		(UTICA)
WKQB-F, 95.5, 100 KW @ 1086	CHR	UNIPWR, \$21.00	(HNWH) Jenne
WSTZ-F, 106.7, 100 KW @ 1063	AOR		(HNWH) Lewis (VICKSBURG)
WTYX-F, 94.7, 100 KW @ 1115	Oldies	ABC, \$42.00	(Banner) Opus

JACKSONVILLE

Arbitron Rank/Pop (12+): 50/791,600
 MSA Rank/Pop: 57/947,000
 Average Person Ratings: 16.2
 Market TSL: 21.75 hours

Stations: 24/22
 Diaries: 1347/588:1/49.5%
 Sample Target: 1200
 % Below Line: 0.8
 % Not Listed: 19.0

1991 Revenue: \$24,200,000
 HH Inc.: \$31,680
 Retail \$: 7.5 Bil
 Pop per Station: 35,981
 #1 Biller: WAPE-F \$4,300,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WQIK-F (C)	141/11.0	12.8	13.2	11.9	10.4	12.2	164/2120	1767/22.3	22.8	19.0	F	WQIK-F
2. WAPE-F (CHR)	132/10.3	9.1	9.7	11.7	9.6	10.2	146/2138	1881/23.8	25.7	24.1	F	WAPE-F
3. WYV-F (AOR)	105/ 8.2	7.5	6.9	8.2	8.1	7.7	109/1418	1318/16.6	16.0	16.2	E	WYV-F
4. WEJZ-F (SAC)	91/ 7.1	9.1	7.4	9.8	7.4	8.4	100/1522	1344/17.0	18.3	16.9	D	WEJZ-F
5. WROO-F (C)	87/ 6.8	6.9	7.3	5.4	5.7	6.6	107/1520	1293/16.3	15.1	11.6	C	WROO-F
6. WIVY-F (AC)	77/ 6.0	7.5	4.7	4.8	7.0	5.8	82/1557	1339/16.9	18.8	15.0	D	WIVY-F
7. WKQL-F (O)	74/ 5.8	6.1	5.3	6.7	6.6	6.0	85/1315	1190/15.0	15.1	15.0	D	WKQL-F
WHJX-F (B)	74/ 5.8	4.8	4.9	5.1	7.6	5.2	94/1090	841/10.6	11.4	11.9	C	WHJX-F
9. WOKV-F (N/T)	38/ 3.0	2.3	2.4	1.5	1.1	2.3	43/594	505/ 6.4	5.0	4.0	C	WOKV-F
WOKV (N/T)	38/ 3.0	2.0	4.6	3.7	3.2	3.3	40/652	598/ 7.6	5.3	7.2		WOKV
WAIA-F (CL AOR)	38/ 3.0	2.2	2.3	3.1	3.1	2.7	45/851	741/ 9.4	9.1	8.7	B	WAIA-F
12. WSVF (G)	30/ 2.3	2.1	2.6	1.4	2.1	2.1	30/333	333/ 4.2	4.0	3.8	A	WSVF
13. WCGF (G)	25/ 1.9	1.7	1.4	1.6	1.5	1.6	25/314	314/ 4.0	3.7	3.9	A	WCGF
14. WJBT-F (B)	23/ 1.8	3.8	2.2	1.6	1.4	2.3	26/501	473/ 6.0	8.9	6.6	A	WJBT-F

12+ FM SHARE (METRO): 86.53% (899 of 1039) (SUM 91: 86.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F>>	1 WYV-F	1 WYV-F<	1 WQIK-F	1 WQIK-F>	1 WQIK-F>	1 WQIK-F>	1 WQIK-F	1 WQIK-F	1 WAPE-F	1 WQIK-F
2 WYV-F	2 WAPE-F>	2 WAPE-F<	2 WYV-F	2 WKQL-F	2 WEJZ-F<	2 WAPE-F	2 WYV-F<	2 WAPE-F	2 WHJX-F	2 WROO-F
3 WHJX-F	3 WQIK-F	3 WQIK-F	WAPE-F	WAPE-F<	3 WKQL-F	3 WYV-F	3 WEJZ-F	3 WYV-F	3 WYV-F	3 WHJX-F<
4	4 WROO-F<	4 WIVY-F	4 WKQL-F	4 WYV-F	4 WROO-F	4 WROO-F	4 WYV-F<	4 WYV-F	4 WEJZ-F	4 WYV-F<
5	5 WIVY-F	5 WHJX-F<	5 WIVY-F	5 WEJZ-F	5 WOKV	5 WEJZ-F	5 WKQL-F	5 WROO-F<	5 WQIK-F	5 WEJZ-F
6	WHJX-F>	6 WROO-F<	6 WEJZ-F	6 WROO-F	WAPE-F<	6 WHJX-F<	6 WROO-F	6 WKQL-F	6 WROO-F	6
7	7 WEJZ-F	7 WEJZ-F<	7 WROO-F	7 WIVY-F	7 WIVY-F	7 WKQL-F	7	7 WHJX-F<	7 WIVY-F	7
8	8 WAIA-F	8 WKQL-F	8 WHJX-F	8 WHJX-F	8	8	8	8 WIVY-F>	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-F>>	1 WAPE-F	1 WIVY-F	1 WQIK-F	1 WQIK-F	1 WYV-F>>	1 WYV-F>>	1 WYV-F>>	1 WYV-F>	1 WYV-F
2 WQIK-F	2 WIVY-F	2 WROO-F	WAPE-F	2 WEJZ-F	2 WHJX-F	2 WAPE-F>	2 WAPE-F>	2 WAPE-F	2 WQIK-F
3 WHJX-F	3 WQIK-F	WQIK-F	3 WIVY-F<	3 WIVY-F	3 WQIK-F	3 WROO-F	3 WROO-F>	3 WQIK-F	3 WKQL-F
4 WEJZ-F	4 WEJZ-F	WEJZ-F	4 WEJZ-F	4 WKQL-F	WAPE-F	WHJX-F	4 WQIK-F	4 WKQL-F<	WAPE-F
5 WIVY-F	5 WROO-F<	5 WAPE-F	5 WHJX-F	WAPE-F<	5 WAIA-F	5 WQIK-F	WHJX-F	5 WROO-F	5 WROO-F
6 WROO-F	6 WHJX-F>	6 WHJX-F	6 WROO-F	6 WROO-F	6 WROO-F	6 WAIA-F	6 WAIA-F	WHJX-F	6 WHJX-F<
7 WYV-F	7 WYV-F	7 WKQL-F	7 WKQL-F	7 WHJX-F	WIVY-F	7 WIVY-F	7 WIVY-F	7 WIVY-F<	7 WEJZ-F
8	8	8	8	8	8	8	8	8 WAIA-F	8 WIVY-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WFOY	1240	St. Augustine	0.5/1.1/ 7/ 89
WNZS	930	Jacksonville	0.3/1.7/ 4/ 133
WPDQ	690	Jacksonville	0.9/2.3/ 14/ 262
WQIK	1320	Jacksonville	0.1/1.2/ 1/ 94
WROS	1050	Jacksonville	0.6/2.0/ 8/ 167
WSOS-F	105.5	St. Augustine	0.4/1.2/ 5/ 111
WUVU-F	97.7	St. Augustine	0.3/0.7/ 4/ 58
WZAZ	1400	Jacksonville	1.2/2.8/ 16/ 222
WJHM-F	101.9	Dytn Bch/Orlndo	0.3/1.1/ 15/ 167
WNFI-F	99.9	Palatka	0.5/3.1/ 14/ 389

RADIO STATIONS

WCGL	1360,	5 KW (DAYS)	Gospel	SBN, \$ 16.00	(K & P)	Pacific
WOKV	600,	5 KW (DA-N)	News/Talk	NBC T, CBS, \$ 34.00	(MMR)	Genesis
WPDQ	690,	50 KW/10 KW(DA-2),	Talk	ABC, \$ 18.00	(---)	
WSVE	1280,	5 KW/132 KW	Gospel	NBN UNIPWR, \$ 15.00	(Republic)	
WAIA-F,	93.3,	50 KW @ 462	Classic AOR	\$ 21.00	(---)	(ST. MARYS)
WAPE-F,	95.1,	100 KW @ 459	CHR	\$ 90.00	(HNWH)	Evergreen
WEJZ-F,	96.1,	100 KW @ 830	Soft AC	\$ 55.00	(Katz)	Renda
WYV-F,	104.5,	100 KW @ 1014	AOR	NBC, \$ 71.00	(Mc-Guild)	Metroplex
WHJX-F,	101.5,	100 KW @ 1463	Black	ABC, \$ 40.00	(Durpetti)	(BRUNSWICK, GA)
WIVY-F,	102.9,	98 KW @ 1014	AC	\$ 60.00	(Durpetti)	Taylor
WJBT-F,	92.7,	6 KW @ 298	Black	CBS, \$ 22.00	(K & P)	(GREEN COVE)
WKQL-F,	96.9,	100 KW @ 1014	Oldies	\$ 61.00	(MMR)	Pacific
WOKV-F,	100.7,	100 KW @ 453	News/Talk	NBC-T, CBS, \$ NA	(---)	Osborn (BRUNSWICK, GA)
WQIK-F,	99.1,	100 KW @ 1014	Country	ABC, \$ 94.00	(Eastman)	Jacor
WROO-F,	107.3,	100 KW @ 705	Country	\$ 42.00	(Banner)	Paxson

JOHNSON CITY-KINGSPORT

Arbitron Rank/Pop (12+): 94/374,000
 MSA Rank/Pop: 109/454,000
 Average Person Ratings: 15.9
 Market TSL: 21.75 hours

Stations: 22/19
 Diaries: 895/418:1/55.5%
 Sample Target: 860
 % Below Line: 5.6
 % Not Listed: 11.3

1991 Revenue: \$9,600,000
 HH Inc.: \$27,034
 Retail \$: 2.6 Bil
 Pop per Station: 19,684
 #1 Biller: WXBQ-F \$1,950,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WXBQ-F (C)	163/27.5	28.2	25.2	24.9	20.9	26.5	232/2495	1702/45.5	43.4	33.2	C	WXBQ-F
2. WQUT-F (CHR)	101/17.0	15.7	16.3	14.9	21.1	16.0	115/1623	1195/32.0	29.3	35.9	C	WQUT-F
3. WTFM-F (AC)	85/14.3	13.6	12.1	13.2	10.9	13.3	95/1246	1030/27.5	28.8	25.3	C	WTFM-F
4. WUSJ-F (C)	28/4.7	2.2	5.4	5.6	4.4	4.5	29/486	467/12.5	8.0	9.9	A	WUSJ-F
5. WIMZ-F (AOR)	24/4.0	3.5	4.7	4.2	4.4	4.1	35/468	241/6.4	8.0	9.5		WIMZ-F
WJCW (FS)	24/4.0	4.5	3.3	3.8	5.1	3.9	25/428	417/11.1	10.6	11.3	A	WJCW
7. WKOS-F (O)	17/2.9	3.8	2.4	2.4	2.0	2.9	18/290	277/7.4	8.9	6.6	A	WKOS-F
WETB (REL)	17/2.9	1.2	1.6	0.9	2.4	1.7	17/191	191/5.1	2.3	7.2		WETB
9. WKPT (SAC)	12/2.0	4.8	3.3	2.2	2.0	3.1	12/232	232/6.2	8.5	6.4	A	WKPT
10. WZAP (REL)	10/1.7	0.7	2.3	0.7	3.3	1.4	11/212	180/4.8	2.2	5.9		WZAP
11. WBEJ (C)	9/1.5	0.5	1.9	0.9	0.9	1.2	9/151	136/3.6	1.4	3.2		WBEJ
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 83.27% (438 of 526) (SUM 91: 79.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUT-F>>	1 WQUT-F	1 WXBQ-F>	1 WXBQ-F>>	1 WXBQ-F>>	1 WXBQ-F>>	1 WXBQ-F>>	1 WXBQ-F>>	1 WXBQ-F>>	1 WQUT-F	1 WXBQ-F>>
2 WXBQ-F	2 WXBQ-F>>	2 WQUT-F	2 WTFM-F	2 WTFM-F<	2 WTFM-F>	2 WQUT-F	2 WTFM-F<	2 WQUT-F	2 WXBQ-F>	2 WTFM-F>
3 WTFM-F	3 WTFM-F>	3 WTFM-F>>	3 WQUT-F>>	3 WQUT-F>>	3 WUSJ-F	3 WTFM-F>>	3 WQUT-F>>	3 WTFM-F>>	3 WTFM-F>>	3 WQUT-F
4	4 WIMZ-F	4 WIMZ-F	4	4	4	4	4	4	4	4
5	5	5	5	5	5 WJCW	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXBQ-F	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F>	1 WXBQ-F>>	1 WQUT-F>>	1 WQUT-F>>	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F>>
2 WTFM-F	2 WTFM-F	2 WTFM-F	2 WTFM-F	2 WTFM-F>	2 WIMZ-F	2 WXBQ-F>>	2 WQUT-F>>	2 WQUT-F>>	2 WQUT-F>
3 WQUT-F	3 WQUT-F	3 WQUT-F>>	3 WQUT-F	3 WQUT-F	3 WXBQ-F>>	3 WIMZ-F>	3 WIMZ-F	3 WTFM-F	3 WTFM-F>>
4	4	4 WIMZ-F	4	4	4	4 WTFM-F	4 WTFM-F	4 WIMZ-F	4 WIMZ-F
									WKOS-F
									WJCW

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WABN 1230 Abingdon	0.5/1.5/ 3/	57	
WABN-F 92.7 Abingdon/Bristol	0.7/1.8/ 4/	66	
WDUF 1120 Duffield	0.3/1.1/ 12/	69	
WGAT 1050 Gate City	0.7/2.6/ 4/	98	
WIKQ-F 94.9 Greenville	0.5/2.9/ 5/	209	
WJTZ 640 Blountville	0.3/1.7/ 2/	78	
WKIN 1320 Kingsport	0.5/2.5/ 3/	95	
WMEV-F 93.9 Marion	0.7/2.8/ 45/	488	
WXBQ 980 Bristol	0.3/2.9/ 3/	132	
WIVK-F 107.7 Knoxville	1.2/3.6/ 48/	718	
WHIT-F 106.9 Black Mountain	0.3/2.1/ 6/	167	

RADIO STATIONS

WJCW , 910, 5 KW/1 KW (DA-N) , Full Service	CBS MBS, \$19.00	(Katz)	Bloomington
WKPT , 1400, 1 KW , EZ	ABC, \$13.00	(Eastman)	Home News
WFHG , 980, 5 KW/1 KW (DA-N) , Country	ABC SMN, \$10.00	(Mc-Guild)	Nininger
WKOS-F, 104.9, 1.4 KW @ 479 , Oldies	, \$13.00	(Katz)	Bahake1
WQUT-F, 101.5, 100 KW @ 1499 , CHR	UNIPWR, \$43.00	(Katz)	Bloomington
WTFM-F, 98.5, 100 KW @ 1260 , AC	ABC, \$40.00	(Eastman)	Home News
WUSJ-F, 99.3, .4 KW @ ? , Country	NBC, \$20.00	(Durpetti)	
WXBQ-F, 96.9, 67 KW @ 2240 , Country	ABC, \$46.00	(Mc-Guild)	Nininger

Other Ranked Stations - See Knoxville

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,307,900
 MSA Rank/Pop: 29/1,600,000
 ADI # 29
 Average Person Ratings: 17.7
 Market TSL: 23.25 hours

Stations: 23/23
 Diaries: 1603/816:1/50.3%
 Sample Target: 1560
 % Below Line: 0.0
 % Not Listed: 8.7

1991 Revenue: \$40,800,000
 HH Inc.: \$35,265
 Retail \$: 12.9 Bil
 Pop per Station: 56,865
 #1 Biller: KFKF-F \$5,100,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KFKF-F (C)	260/11.2	11.4	11.7	10.6	10.5	11.2	293/3456	2938/22.5	22.7	19.5	G	KFKF-F
2. WDAF (C/FS)	249/10.8	9.8	11.8	12.7	10.4	11.3	353/4324	2920/22.3	25.1	19.3	F	WDAF
3. KPRS-F (B)	177/ 7.6	6.8	6.8	7.5	6.2	7.2	185/1571	1436/11.0	11.6	10.1	C	KPRS-F
4. KQRC-F (AOR)	169/ 7.3	5.7	2.5	2.4	3.6	4.5	217/2545	1883/14.4	11.6	11.3	C	KQRC-F
5. KYYS-F (AOR)	134/ 5.8	6.9	6.9	7.8	9.2	6.9	196/2809	1930/14.8	16.2	19.8	F	KYYS-F
KLTH-F (SAC)	134/ 5.8	5.2	5.8	4.7	3.2	5.4	150/2176	1816/13.9	12.4	8.8	B	KLTH-F
7. KCFX-F (CL AOR)	122/ 5.3	4.6	4.8	5.0	4.8	4.9	133/2387	2030/15.5	15.7	15.9	E	KCFX-F
8. KCMO (N/T)	103/ 4.4	5.3	4.2	4.6	4.2	4.6	127/2157	1589/12.1	12.5	11.9	E	KCMO
9. KUDL-F (AC)	98/ 4.2	5.8	4.7	3.2	4.0	4.5	112/2233	1927/14.7	16.7	13.3	D	KUDL-F
10. KMBZ (N/T)	87/ 3.8	4.6	5.2	5.0	7.5	4.7	94/1797	1617/12.4	13.0	17.0	E	KMBZ
11. KMXV-F (AC)	84/ 3.6	4.4	3.5	4.1	3.4	3.9	99/1860	1560/11.9	13.2	9.6	D	KMXV-F
KCMO-F (O)	84/ 3.6	3.8	3.8	4.1	4.7	3.8	113/2078	1572/12.0	13.6	12.5	C	KCMO-F
13. KBEQ-F (CHR)	79/ 3.4	3.3	4.0	5.4	5.2	4.0	99/2531	1974/15.1	12.8	20.4	D	KBEQ-F
14. KJLA (BB)	57/ 2.5	2.2	2.6	1.6	---	2.2	58/851	823/ 6.3	5.1	0.0	A	KJLA
15. KKJF-F (AC)	55/ 2.4	1.5	3.2	2.9	4.0	2.5	70/1283	909/ 7.0	5.9	11.6	C	KKJF-F
16. KXTR-F (CL)	48/ 2.1	2.1	2.2	2.4	2.0	2.2	50/944	813/ 6.2	6.5	5.1	B	KXTR-F
17. KXXR-F (C)	47/ 2.0	1.6	1.1	1.0	0.9	1.4	74/1154	783/ 6.0	7.0	3.0		KXXR-F
18. WHB (O)	34/ 1.5	2.0	1.4	1.4	1.4	1.6	45/1081	696/ 5.3	7.4	6.6		WHB
19. KPRT (G)	31/ 1.3	1.8	1.0	1.2	2.1	1.3	31/476	476/ 3.6	3.6	4.0	A	KPRT
20.												

12+ FM SHARE (METRO): 70.50% (1491 of 2115) (SUM 91: 67.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRS-F	1 KQRC-F	1 KFKF-F	1 KFKF-F	1 KFKF-F	1 WDAF	1 KFKF-F	1 KFKF-F	1 KFKF-F	1 WDAF	1 WDAF
2 KQRC-F	2 KYYS-F	2 KQRC-F	2 KCFX-F	2 KPRS-F	2 KFKF-F	2 WDAF	2 KQRC-F	2 KQRC-F	2 KQRC-F	2 KCMO
3 KFKF-F	3 KPRS-F	3 KPRS-F	3 KPRS-F	3 KCFX-F	3 KLTH-F	3 KYYS-F	3 KLTH-F	3 WDAF	3 KPRS-F	3 KFKF-F
4 KXXR-F	4 KFKF-F	4 KYYS-F	4 KYYS-F	4 KYYS-F	4 KCMO	4 KPRS-F	4 KQRC-F	4 KPRS-F	4 KFKF-F	4 KLTH-F
5 KBEQ-F	5 KCFX-F	5 KCFX-F	5 KQRC-F	5 KLTH-F	5 KMBZ	5 KLTH-F	5 KYYS-F	5 KYYS-F	5	5 KQRC-F
6	6 KMXV-F	6 KLTH-F	6 KLTH-F	6 WDAF	6	6 KCMO	6 KPRS-F	6 KLTH-F	6	6 KPRS-F
7	7 KUDL-F	7 KUDL-F	7 WDAF	7 KQRC-F	7	7 KQRC-F	7 KCFX-F	7	7	7 KKJF-F
8	8	8	8 KUDL-F	8 KCMO-F	8	8	8 KCFX-F	8	8	8 KMBZ
9	9	9	9 KCMO-F	9	9	9	9 KCMO	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQRC-F	1 KQRC-F	1 KPRS-F	1 KFKF-F	1 KFKF-F	1 KQRC-F	1 KYYS-F	1 KYYS-F	1 KYYS-F	1 KFKF-F
2 KPRS-F	2 KPRS-F	2 KQRC-F	2 KPRS-F	2 KLTH-F	2 KYYS-F	2 KQRC-F	2 KCFX-F	2 KQRC-F	2 KCFX-F
KFKF-F	3 KFKF-F	3 KYYS-F	3 KQRC-F	3 KPRS-F	3 KPRS-F	3 KCFX-F	3 KFKF-F	3 KCFX-F	3 KYYS-F
4 KKJF-F	4 KYYS-F	4 KFKF-F	4 KLTH-F	4 KMXV-F	4 KFKF-F	4 KFKF-F	4 KQRC-F	4 KFKF-F	4 WDAF
5 KUDL-F	5 KMXV-F	5 KMXV-F	5 KUDL-F	5 KUDL-F	5 KBEQ-F	5 KPRS-F	5 KPRS-F	5 KPRS-F	5 KPRS-F
KBEQ-F	6 KLTH-F	6 KLTH-F	6 KMXV-F	6 KQRC-F	6 KUDL-F	6	6	6 WDAF	6 KQRC-F
7 KYYS-F	7 KCFX-F	7 KCFX-F	7 KYYS-F	7 WDAF	7 KMXV-F	7	7	7	7 KMBZ
KCFX-F	8 KUDL-F	8 KUDL-F	8	8 KYYS-F	8	8	8	8	8
9 KMXV-F	9 KBEQ-F	9 KBEQ-F	9	9 KCMO-F	9	9	9	9	9

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KBZR	1030	Blue Sprng/KCty	0.6/1.7/ 13/ 224
KCCV	760	Overland Park	1.0/2.4/ 36/ 407
KCNW	1380	Fairway/KC	0.3/1.1/ 7/ 141
KNHN	1340	Kansas City	0.8/4.5/ 19/ 590

KANSAS CITY

RADIO STATIONS

AM STATIONS

KBZR, 1030, 1 KW/500 W (DA-1) ,	AOR	CBS, \$ 19.00	(MMR)	(BLUE SPG)
KCCV, 760, 6 KW/(DAYS) ,	Religion	, \$ 18.00	(---)	Bott
KCMO, 810, 50 KW/5 KW (DA-2) ,	Talk/News	CBS MBS, \$ 68.00	(Mc-Guild)	Gannett
KCNW, 1380, 2.5 KW ,	Religion	, \$ 19.00	(---)	Marsh
KJLA, 1190, 5 KW/250 W (DA-N) ,	Nostalgia	MBS, \$ 21.00	(Roslin)	
KMBZ, 980, 5 KW (DA-2) ,	News/Talk	NBC, \$ 64.00	(Durpetti)	Bonneville
KNHN, 1340, 1 KW ,	News	CNN UNISUP, \$ 22.00	(---)	
KPRT, 1590, 1 KW/47 W ,	Gospel	MBS, \$ 20.00	(Eastman)	
WDAF, 610, 5 KW ,	Country/FS	ABC, \$ 94.00	(Katz)	Great American
WHB , 710, 10 KW/5 KW (DA-2) ,	Oldies	APR, \$ NA	(Christal)	Shamrock

FM STATIONS

KBEQ, 104.3, 100 KW @ 987 ,	CHR	ABC, \$ 70.00	(CBS)	Noble
KXXR, 107.3, 100 KW @ 1184 ,	Country (w/KFKF)	SMN, \$ 25.00	(Torbet)	(LEXINGTON)
KCFX, 101.1, 97 KW @ 1056 ,	Classic AOR	UNIPWR, \$ 70.00	(MMR)	Heritage
KCMO, 94.9, 100 KW @ 1056 ,	Oldies	, \$ 47.00	(Mc-Guild)	Gannett
KFKF, 94.1, 100 KW @ 994 ,	Country	, \$108.00	(HNWH)	Sconnix
KLTH, 99.7, 100 KW @ 987 ,	Soft AC/EZ	UNIULT, \$ 49.00	(Durpetti)	Bonneville
KMXV, 93.3, 100 KW @ 1066 ,	AC	, \$ 50.00	(MMR)	Apollo
KPRS, 103.3, 100 KW @ 994 ,	Black	SBN ABC, \$ 48.00	(Eastman)	
KQRC, 98.9, 100 KW @ 1056 ,	AOR	, \$ 49.00	(HNWH)	Journal Co
KUDL, 98.1, 100 KW @ ? ,	AC	APR, \$ 60.00	(Christal)	Shamrock
KXTR, 96.5, 99 KW @ 984 ,	Classical	UNIULT, \$ 41.00	(CHBS)	
KKCJ, 106.5, 100 KW @ 982 ,	Country	, \$ NA	(HNWH)	(LIBERTY)
KYYS, 102.1, 100 KW @ 1000 ,	AOR	SOURCE, \$ 96.00	(Katz)	Great American

KNOXVILLE

Arbitron Rank/Pop (12+): 70/518,200
 MSA Rank/Pop: 84/612,000
 ADI # 62
 Average Person Ratings: 15.3
 Market TSL: 20.50 hours

Stations: 21/20
 Diaries: 1135/457:1/53.2%
 Sample Target: 990
 % Below Line: 0.6
 % Not Listed: 12.1

1991 Revenue: \$13,800,000
 HH Inc.: \$28,176
 Retail \$: 4.9 Bil
 Pop per Station: 25,910
 #1 Biller: WIVK-AF \$7,000,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WIVK-F (C)	246/30.9	28.6	30.8	32.1	33.4	30.6	391/4472	2557/49.3	43.6	48.4	H	WIVK-F
2. WMYU-F (AC)	81/10.2	8.5	9.0	8.8	9.6	9.1	114/1886	1350/26.1	23.3	25.3	E	WMYU-F
3. WEZK-F (SAC)	77/ 9.7	13.5	12.0	13.1	10.9	12.1	117/1790	1054/20.3	26.9	28.0	C	WEZK-F
4. WIMZ-F (AOR)	74/ 9.3	8.2	7.4	8.2	7.0	8.3	130/1831	999/19.3	18.2	17.9	C	WIMZ-F
5. WOKI-F (CHR)	62/ 7.8	10.4	9.0	7.2	9.7	8.6	150/2493	1029/19.9	22.4	21.5	C	WOKI-F
6. WEMQ-AF (BB)	32/ 4.0	2.8	6.0	3.0	4.1	4.0	32/434	413/ 8.0	6.0	6.5	A	WEMQ-AF
7. WWZZ-F (C)	24/ 3.0	3.6	2.4	3.9	4.1	3.2	26/477	444/ 8.6	8.8	8.2	A	WWZZ-F
8. WIVK (C)	22/ 2.8	2.2	2.5	2.9	2.4	2.6	29/611	418/ 8.1	6.2	5.9		WIVK
9. WJBZ-F (G/B)	20/ 2.5	2.6	2.4	1.8	2.5	2.3	22/435	358/ 6.9	6.8	4.8	A	WJBZ-F
10.												

12+ FM SHARE (METRO): 89.27% (624 of 699) (SUM 91: 87.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-F	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>
2 WIVK-F>	2 WIMZ-F>	2 WIMZ-F<	2 WMYU-F	2 WMYU-F	2 WMYU-F	2 WMYU-F	2 WMYU-F	2 WMYU-F	2 WIMZ-F	2 WOKI-F
3 WIMZ-F	3 WOKI-F	3 WMYU-F	3 WIMZ-F<	3 WEZK-F	3 WEZK-F>	3 WIMZ-F	3 WMYU-F	3 WMYU-F	3 WOKI-F	3 WKXV
4	4 WEZK-F	4 WEZK-F>	4 WEZK-F>	4 WIMZ-F>	4 WEMQ-AF	4 WEZK-F	4 WIMZ-F	4 WIMZ-F	4 WMYU-F	4
5	5 WMYU-F>	5 WOKI-F	5 WOKI-F	5 WOKI-F	5	5 WOKI-F>>	5 WOKI-F>	5 WOKI-F>>	5 WEZK-F>	5
6	6 WWZZ-F	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIVK-F>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIMZ-F	1 WIMZ-F	1 WIMZ-F	1 WIVK-F>>	1 WIVK-F>>
2 WEZK-F	2 WIMZ-F	2 WMYU-F	2 WMYU-F	2 WMYU-F>	2 WIVK-F>>	2 WIVK-F>>	2 WIVK-F>>	2 WIMZ-F>	2 WIMZ-F
3 WOKI-F	3 WOKI-F	3 WIMZ-F	3 WEZK-F>	3 WEZK-F>	3 WWZZ-F	3 WOKI-F	3 WOKI-F	3 WMYU-F	3 WMYU-F
WIMZ-F>>	4 WEZK-F	4 WOKI-F	4 WIMZ-F	4 WIMZ-F	WOKI-F	4 WEZK-F>	WEZK-F>>	4 WEZK-F	4 WEZK-F>
5 WMYU-F>	5 WMYU-F>>	5 WEZK-F>	5 WOKI-F	5 WOKI-F	5 WMYU-F	5 WMYU-F	5 WMYU-F	5 WOKI-F	5 WOKI-F
6 WWZZ-F	6 WWZZ-F	6 WWZZ-F	6	6	6 WEZK-F	6 WWZZ-F	6	6 WWZZ-F	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WDLY-F 105.5 Gatlinburg	0.8/3.0/	7/	189
WGAP 1400 Maryville	0.5/2.5/	4/	130
WGAP-F 95.7 Maryville	0.3/2.5/	2/	138
WKXV 900 Knoxville	1.3/1.7/	11/	113
WNOX-FF 99.1 Loudon/Knoxville	0.6/2.9/	6/	209
WRJZ 620 Knoxville	1.5/4.3/	14/	268
WSEV 930 Sevierville	0.4/1.2/	3/	64
WUTK 850 Knoxville	0.9/3.1/	8/	185
WXST-F 105.3 Loudon	0.9/3.6/	16/	306
WXVO-F 98.7 Oliver Springs	0.6/0.8/	5/	61

RADIO STATIONS

WIMZ , 1240, 1 KW , SEE WIMZ-FM
 WIVK , 990, 10 KW (DA-1) , SEE WIVK-FM

WEZK-F, 97.5, 100 KW @ 1138 , Soft AC UNISUP, \$40.00 (Durpetti) South Central
 WIMZ-F, 103.5, 100 KW @ 1719 , AOR SOURCE, \$41.00 (Christal) Stoner
 WIVK-F, 107.7, 100 KW @ 1968 , Country ABC, \$146.00 (Katz) Dick
 WJBZ-F, 96.3, 1.2 KW @ 479 , Gospel , \$12.00 (---) (SEYHOOR)
 WMYU-F, 102.1, 15 KW @ 1978 , Oldies/AC CNN UNIPWR, \$68.00 (Eastman) Jacor
 WOKI-F, 100.3, 100 KW @ 2001 , CHR ABC CBS, \$30.00 (HNWH) (OAK RIDGE)
 WWZZ-F, 93.1, 2.4 KW @ 512 , Country , \$15.00 (Schubert) (KARNS)

LANSING

Arbitron Rank/Pop (12+): 98/359,000
 MSA Rank/Pop: 110/436,000
 ADI # 103
 Average Person Ratings: 16.8
 Market TSL: 22.25 hours

Stations: 16/13
 Diaries: 925/388:1/52.7%
 Sample Target: 860
 % Below Line: 5.1
 % Not Listed: 19.1

1991 Revenue: \$11,400,000
 HH Inc.: \$32,649
 Retail \$: 3.5 Bil
 Pop per Station: 27,615
 #1 Biller: WITL-AF \$3,100,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WITL-AF (C)	114/18.9	18.2	19.1	15.6	15.2	18.0	234/2078	1078/30.0	31.6	26.0	E	WITL-AF
2. WJXQ-F (AOR)	72/12.0	10.9	10.7	9.7	10.3	10.8	118/1331	841/23.4	21.3	19.6	B	WJXQ-F
3. WVIC-F (CHR)	70/11.6	11.6	12.2	10.4	9.6	11.4	114/1798	1103/30.7	30.6	29.0	D	WVIC-F
4. WJIM-F (SAC)	39/ 6.5	6.3	6.4	5.8	8.5	6.3	53/748	574/16.0	15.2	16.5	B	WJIM-F
5. WFMK-F (AC)	33/ 5.5	8.3	5.6	8.8	5.4	7.1	45/992	551/15.3	20.4	17.7	C	WFMK-F
6. WIBM-F (O)	29/ 4.8	5.6	5.1	5.3	5.1	5.2	48/1057	530/14.8	18.3	16.8	B	WIBM-F
7. WILS-F (C)	27/ 4.5	2.5	1.5	1.6	1.3	2.5	34/347	319/ 8.9	6.7	6.0	A	WILS-F
8. WJR (FS)	26/ 4.3	5.5	5.6	5.1	4.3	5.1	92/1264	338/ 9.4	9.4	11.8		WJR
9. WMMQ-F (CL AOR)	25/ 4.2	3.5	3.6	3.7	2.7	3.8	25/465	455/12.7	12.2	10.9	B	WMMQ-F
10. WQHH-F (B)	24/ 4.0	1.6	2.1	2.5	1.4	2.5	24/236	222/ 6.2	6.0	0.0	A	WQHH-F
11. WJIM (T)	13/ 2.2	2.8	2.5	1.9	1.4	2.3	13/307	272/ 7.6	8.1	5.0		WJIM
12. WXXM-F (J/NAC)	8/ 1.3	2.1	2.1	4.2	4.5	2.4	12/262	215/ 6.0	7.6	16.9	A	WXXM-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 90.55% (441 of 487) (SUM 91: 88.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-F>>	1 WJXQ-F	1 WITL-AF	1 WITL-AF>	1 WITL-AF>	1 WITL-AF>>	1 WITL-AF	1 WITL-AF>	1 WITL-AF>	1 WITL-AF<	1 WITL-F>
2 WITL-AF	2 WITL-AF	2 WJXQ-F>	2 WJXQ-F	2 WJXQ-F	2 WJIM-F	2 WVIC-F	2 WJXQ-F	2 WJXQ-F	2 WJXQ-F>	2 WJXQ-F>
3 WJXQ-F>	3 WVIC-F>	3 WVIC-F>	3 WVIC-F	3 WJIM-F	3 WJR	3 WJXQ-F>	3 WVIC-F	3 WVIC-F	3 WVIC-F>>	3 WVIC-F
4 WQHH-F	4 WQHH-F	4 WFMK-F	4 WFMK-F	4 WVIC-F	4 WIBM-F	4 WJIM-F	4 WJIM-F	4 WJIM-F	4 WQHH-F	4 WILS-F
5	5 WMMQ-F	5 WMMQ-F<	5 WJIM-F	5 WFMK-F	5 WVIC-F	5 WJR	5 WFMK-F	5 WFMK-F	5 WJIM-F<	5
6	6 WFMK-F	6 WJIM-F	6 WIBM-F	6 WIBM-F	6 WFMK-F	6 WFMK-F	6 WMMQ-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVIC-F	1 WITL-AF	1 WITL-AF>	1 WITL-AF	1 WITL-AF>	1 WJXQ-F>>	1 WJXQ-F>>	1 WJXQ-F>	1 WJXQ-F>	1 WITL-AF
2 WITL-AF	2 WVIC-F>	2 WVIC-F	2 WVIC-F>	2 WFMK-F	2 WVIC-F>	2 WITL-AF>	2 WITL-AF>>	2 WITL-AF>	2 WJXQ-F>>
3 WQHH-F	3 WQHH-F	3 WFMK-F>	3 WFMK-F	3 WVIC-F	3 WITL-AF	3 WVIC-F	3 WMMQ-F>	3 WVIC-F	3 WJIM-F
4 WJXQ-F>	4 WJXQ-F	4 WILS-F	4 WJXQ-F	4 WJIM-F	4 WQHH-F>	4 WMMQ-F	4 WXXM-F	4 WMMQ-F	4 WIBM-F
5 WMMQ-F	5 WFMK-F>	5 WIBM-F	5 WQHH-F	5 WIBM-F>	5 WMMQ-F	5	5	5	5 WMMQ-F
6	6 WMMQ-F	6 WQHH-F	6 WJIM-F	6 WILS-F	6	6	6	6	6 WVIC-F
7	7	7 WJXQ-F	7 WIBM-F	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WILS 1320 Lansing	0.3/1.8/	2/	65	
WBCT-F 93.7 Gr Rapids/Kalmz	0.5/2.7/	8/	248	
WIOG-F 102.5 Bay City/Flint	0.3/3.1/	12/	378	

RADIO STATIONS

WILS , 1320, 5 KW/1 KW (DA-3), Black	ABC, \$10.00 (Christal)	MacDonald
WJIM , 1240, 1 KW , Talk	NBC, \$12.00 (Torbet)	Double L
WFMK-F, 99.1, 28 KW @ 600 , AC	, \$41.00 (Eastman)	Liggett
WIBM-F, 94.1, 40 KW @ 551 , Oldies	, \$26.00 (MMR)	CR (JACKSON)
WITL-F, 100.7, 27 KW @ 643 , Country	ABC, \$65.00 (Banner)	
WJIM-F, 97.5, 28 KW @ 440 , Soft AC	, \$24.00 (Torbet)	Double L
WJXQ-F, 106.1, 50 KW @ 489 , AOR	ABC, \$27.00 (Durpetti)	(JACKSON)
WILS-F, 101.7, 2.1 KW @ 377 , Country	ABC, \$19.00 (Christal)	MacDonald
WMMQ-F, 92.7, 1.5 KW @ 466 , Classic AOR	SOURCE NBC, \$21.00 (HNWH)	(CHARLOTTE)
WVIC-F, 94.9, 49 KW @ 500 , CHR	UNIPWR, \$53.00 (Katz)	Goodrich
WQHH-F, 96.5, 3 KW @ 328 , Black	, \$17.00 (Patt)	(DE WITT)
WXXM-F, 92.1, 4 KW @ 400 , Jazz/NAC	ABC, \$18.00 (HNWH)	(ST. JOHNS)

WJR - See Detroit

LAS VEGAS

Arbitron Rank/Pop (12+): 60/661,700
 MSA Rank/Pop: 72/670,000
 ADI # 79
 Average Person Ratings: 16.8
 Market TSL: 22.50 hours

Stations: 23/23
 Diaries: 1021/648:1/44.0%
 Sample Target: 1010
 % Below Line: 0.0
 % Not Listed: 18.5
 1991 Revenue: \$22,000,000
 HH Inc.: \$31,781
 Retail \$: 6.1 Bil
 Pop per Station: 28,769
 #1 Biller: KFMS-AF \$3,400,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KFMS-AF (C)	87/ 7.8	8.1	7.9	10.4	10.1	8.6	89/1071	1027/15.5	17.2	18.4	E	KFMS-AF
2. KMZQ-F (AC)	86/ 7.7	8.5	7.3	6.3	8.1	7.4	88/1132	1114/16.8	19.3	16.2	D	KMZQ-F
3. KWNR-F (C)	80/ 7.2	4.7	8.3	3.9	4.7	6.0	86/912	844/12.8	13.3	9.2	B	KWNR-F
4. KOMP-F (AOR)	68/ 6.1	7.0	8.4	7.8	4.7	7.3	73/867	859/13.0	14.0	12.8	D	KOMP-F
KLUC-F (CHR)	68/ 6.1	8.0	7.7	8.7	8.8	7.6	68/1308	1286/19.4	24.4	27.8	D	KLUC-F
6. KKLZ-F (CL AOR)	62/ 5.6	5.5	5.3	7.2	5.8	5.9	64/1013	976/14.7	13.8	14.9	D	KKLZ-F
7. KEDG-F (AOR)	60/ 5.4	3.0	2.1	3.8	3.2	3.6	60/747	745/11.3	10.1	9.1	B	KEDG-F
8. KXTZ-F (SAC)	54/ 4.9	6.5	7.3	5.8	5.9	6.1	54/688	661/10.0	10.9	11.7	C	KXTZ-F
9. KJUL-F (BB)	52/ 4.7	3.4	1.9	3.7	4.1	3.4	54/533	500/ 7.6	7.3	7.9	A	KJUL-F
10. KRLV-F (SAC)	46/ 4.1	6.2	4.7	4.2	4.7	4.8	46/774	767/11.6	13.8	10.1	C	KRLV-F
11. KYRK-F (CHR)	43/ 3.9	3.8	4.7	3.3	3.9	3.9	49/897	830/12.5	14.3	15.5	B	KYRK-F
12. KUDA-F (O)	34/ 3.1	4.0	2.5	3.6	4.6	3.3	34/780	766/11.6	11.2	10.6	C	KUDA-F
13. KDOL (SP)	31/ 2.8	1.3	0.8	---	1.2	1.2	31/224	224/ 3.4	2.8	1.5	A	KDOL
14. KRRI-F (O)	27/ 2.4	1.4	2.1	1.6	1.3	1.9	27/584	583/ 8.8	6.3	4.6	A	KRRI-F
15. KORK (BB)	24/ 2.2	2.3	3.1	3.2	2.3	2.7	24/279	273/ 4.1	7.0	5.5	A	KORK
KDWN (T)	24/ 2.2	4.8	2.8	2.5	1.3	3.1	25/458	441/ 6.7	9.4	4.7	A	KDWN
17. KNUU (N/T)	22/ 2.0	2.6	1.6	1.8	2.1	2.0	22/426	426/ 6.4	7.2	6.9	A	KNUU

12+ FM SHARE (METRO): 85.97% (778 of 905) (SUM 91: 87.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KYRK-F	1 KEDG-F	1 KMZQ-F	1 KMZQ-F	1 KMZQ-F	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KEDG-F	1 KOMP-F
2 KLUC-F	2 KOMP-F	2 KOMP-F	2 KKLZ-F	2 KFMS-AF	2 KXTZ-F	2 KMZQ-F	2 KMZQ-F	2 KMZQ-F	2 KWNR-F	2 KFMS-F
3 KDOL	3 KMZQ-F	3 KWNR-F	3 KKLZ-F	3 KKLZ-F	3 KJUL-F	3 KWNR-F	3 KWNR-F	3 KWNR-F	3 KOMP-F	3 KDWN
4	4 KWNR-F	4 KKLZ-F	4 KOMP-F	4 KWNR-F	4 KMZQ-F	4 KKLZ-F	4 KOMP-F	4 KLUC-F	4 KLUC-F	4 KXTZ-F
5	5 KLUC-F	5 KFMS-AF	5 KWNR-F	5 KWNR-F	5 KWNR-F	5 KOMP-F	5 KKLZ-F	5 KEDG-F	5 KYRK-F	5 KNUU
6	6 KKLZ-F	6 KEDG-F	6 KRLV-F	6 KRLV-F	6 KKLZ-F	6 KLUC-F	6 KJUL-F	6 KOMP-F	6 KMZQ-F	6 KWNR-F
7	7 KFMS-AF	7 KLUC-F	7 KLUC-F	7 KLUC-F	7	7 KXTZ-F	7 KLUC-F	7 KKLZ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KEDG-F	1 KMZQ-F	1 KMZQ-F	1 KMZQ-F	1 KMZQ-F	1 KEDG-F	1 KOMP-F	1 KOMP-F	1 KOMP-F	1 KKLZ-F
2 KMZQ-F	2 KEDG-F	2 KWNR-F	2 KFMS-AF	2 KFMS-AF	2 KOMP-F	2 KEDG-F	2 KKLZ-F	2 KKLZ-F	2 KOMP-F
3 KLUC-F	3 KWNR-F	3 KLUC-F	3 KWNR-F	3 KWNR-F	3 KWNR-F	3 KWNR-F	3 KWNR-F	3 KWNR-F	3 KFMS-AF
4 KFMS-AF	4 KLUC-F	4 KEDG-F	4 KLUC-F	4 KRLV-F	4 KKLZ-F	4 KKLZ-F	4 KMZQ-F	4 KEDG-F	4 KWNR-F
5 KYRK-F	5 KFMS-AF	5 KFMS-AF	5 KEDG-F	5 KLUC-F	5 KYRK-F	5 KMZQ-F	5 KEDG-F	5 KFMS-AF	5 KMZQ-F
6 KWNR-F	6 KOMP-F	6 KRLV-F	6 KRLV-F	6	6 KLUC-F	6	6	6 KMZQ-F	6 KUDA-F
7 KOMP-F	7 KRLV-F	7 KOMP-F	7 KOMP-F	7	7	7	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KEYV-F	93.1	Las Vegas	1.1/3.7/ 12/ 249
KLAV	1230	Las Vegas	0.5/1.4/ 6/ 92
KMTW	1340	Las Vegas	0.5/1.8/ 5/ 122
KOWA	870	Laughlin/E LasV	0.9/1.9/ 19/ 217
KVEG	840	N Las Vegas	0.4/2.0/ 4/ 135

RADIO STATIONS

KDWN	, 720,	50 KW (DA-N)	, Talk	, \$20.00	(Roslin)	
KENO	, 1460,	5 KW/1 KW(DA-2)	, Oldies	UNISUP UNIULT, \$12.00	(Christal)	Lotus
KMTW	, 1340,	1 KW	, AOR	SMN, \$13.00	(Banner)	
KNUU	, 970,	5 KW/500 W (DA-2)	, News/Talk	MBS CBS, \$16.00	(---	
KORK	, 920,	5 KW/500 W (DA-2)	, Nostalgia	ABC, \$18.00	(Banner)	Anchor
KEYV-F,	93.1,	25 KW @ 3726	, Jazz/NAC	, \$25.00	(HNWH)	
KFMS-F,	101.9,	100 KW @ 1181	, Country	, \$73.00	(Katz)	
KJUL-F,	104.3,	25 KW @ 3726	, Nostalgia	UNISUP UNIULT, \$21.00	(---	Amer Bdcst System
KKLZ-F,	96.3,	100 KW @ 1175	, Classic AOR	, \$44.00	(Banner)	
KLUC-F,	98.5,	100 KW @ 1181	, CHR	APR, \$60.00	(Mc-Guild)	Nationwide
KEDG-F,	103.5,	100 KW @ 1210	, AOR	CNN UNISUP, \$24.00	(Schubert)	
KMZQ-F,	100.5,	100 KW @ 1105	, AC	, \$50.00	(Eastman)	Commonwealth (HENDERSON)
KOMP-F,	92.3,	100 KW @ 1519	, AOR	, \$46.00	(Christal)	Lotus
KRLV-F,	106.5,	100 KW @ 1155	, Soft AC	CBS, \$32.00	(MMR)	
KRRI-F,	105.5,	3.7 KW @ 1476	, Oldies	NBC, \$18.00	(Roslin)	(BOULDER)
KUDA-F,	107.5,	25 KW @ 3726	, Oldies	, \$38.00	(CBS)	Americom (PAHRUMP)
KWNR-F,	95.5,	100 KW @ 1161	, Country	UNIULT, \$23.00	(Banner)	(HENDERSON)
KXTZ-F,	94.1,	100 KW @ 1210	, EZ/Soft AC	, \$35.00	(Durpetti)	Parker (HENDERSON)
KYRK-F,	97.1,	100 KW @ 1919	, CHR	, \$27.00	(Banner)	Anchor

LITTLE ROCK

Arbitron Rank/Pop (12+): 83/425,800
 MSA Rank/Pop: 97/523,000
 ADI # 57
 Average Person Ratings: 16.1
 Market TSL: 21.50 hours

Stations: 19/19
 Diaries: 927/459:1/47.9%
 Sample Target: 910
 % Below Line: 0.0
 % Not Listed: 11.4

1991 Revenue: \$13,500,000
 HH Inc.: \$30,766
 Retail \$: 4.4 Bil
 Pop per Station: 22,410
 #1 Biller: KSSN-F \$4,200,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KSSN-F (C)	154/22.5	20.9	25.7	24.7	17.3	23.5	310/3412	1697/39.9	36.2	33.9	F	KSSN-F
2. KMJX-F (AOR)	70/10.2	11.3	10.0	7.7	11.2	9.8	97/1132	786/18.5	18.7	19.2	D	KMJX-F
3. KIPR-F (B)	64/ 9.3	10.1	9.4	7.4	8.9	9.1	122/1170	668/15.7	15.6	14.5	B	KIPR-F
4. KARN (N/T)	54/ 7.9	9.1	7.2	5.2	6.1	7.3	63/898	674/15.8	17.6	12.4	B	KARN
5. KURB-F (AC)	47/ 6.9	6.0	6.7	6.2	8.6	6.4	80/1368	797/18.7	19.0	23.8	B	KURB-F
6. KOLL-F (O)	40/ 5.8	3.8	4.6	3.2	5.2	4.3	77/1127	592/13.9	13.0	14.9	D	KOLL-F
7. KDDK-F (C)	34/ 5.0	---	---	---	---	1.3	54/800	543/12.8	0.0	0.0		KDDK-F
8. KEZQ-F (SAC)	32/ 4.7	6.6	6.3	8.4	8.5	6.5	47/734	434/10.2	14.4	17.9	D	KEZQ-F
9. KKYK-F (CHR)	25/ 3.6	4.2	3.9	5.1	5.5	4.2	58/1082	530/12.4	14.8	17.6	B	KKYK-F
10. KHLT-F (AC)	20/ 2.9	2.0	2.8	4.2	4.6	3.0	40/820	437/10.3	9.3	13.8	D	KHLT-F
11. KLRG (G)	15/ 2.2	2.5	1.9	2.0	2.2	2.2	17/158	144/ 3.4	5.2	5.2	A	KLRG
12.												
13.												
14.												
15.												

12+ FH SHARE (METRO): 81.71% (496 of 607) (SUM 91: 86.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIPR-F	1 KMJX-F	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>
2 KSSN-F>>	2 KSSN-F>	2 KMJX-F>	2 KURB-F	2 KOLL-F	2 KARN >	2 KMJX-F<	2 KARN	2 KMJX-F	2 KIPR-F>	2 KARN >
3 KKYK-F	3 KIPR-F	3 KIPR-F	3 KOLL-F	3 KURB-F	3 KEZQ-F	3 KARN	3 KMJX-F	3 KIPR-F	3 KMJX-F>	3 KMJX-F
4	4 KURB-F>	4 KURB-F	KMJX-F	4 KMJX-F	4 KOLL-F	4 KIPR-F	4 KIPR-F	4 KURB-F<	4 KKYK-F	4 KURB-F
5	5 KKYK-F	5 KOLL-F	5 KIPR-F>	5 KIPR-F	5	5 KURB-F>	5 KOLL-F	5 KOLL-F	5	5 KIPR-F
6	6	6	6 KDDK-F	6 KDDK-F<	6	6	6 KURB-F	6 KARN >	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJX-F	1 KSSN-F	1 KSSN-F>>	1 KSSN-F>	1 KSSN-F>>	1 KMJX-F>>	1 KMJX-F>>	1 KMJX-F	1 KSSN-F<	1 KSSN-F>>
2 KSSN-F	2 KMJX-F	2 KURB-F	2 KIPR-F	2 KOLL-F	2 KSSN-F	2 KSSN-F>	2 KSSN-F>	2 KMJX-F>>	2 KMJX-F
KIPR-F>>	3 KIPR-F	3 KMJX-F	3 KMJX-F	3 KURB-F	3 KKYK-F	3 KURB-F	3 KURB-F>	3 KURB-F	3 KARN
4 KURB-F>	4 KURB-F>>	4 KIPR-F	4 KURB-F	4 KIPR-F	KIPR-F>	KIPR-F>	4 KIPR-F	4 KIPR-F	4 KURB-F
5 KKYK-F	5 KOLL-F	5 KDDK-F	5 KOLL-F>	5 KDDK-F	5 KURB-F	5 KKYK-F	KARN >	5 KARN	5 KOLL-F>
6	KDDK-F	6 KOLL-F	6 KDDK-F	6 KMJX-F	6	6 KARN	6 KHLT-F	6 KOLL-F	6 KIPR-F
7	7	7	7	KEZQ-F	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/A&H/CUME	CUME	TSA	TSA
KAAY 1090 Little Rock	0.6/1.4/	8/	161	
KAKI-AF 107.1 Benton/Ltl Rock	1.4/3.1/	14/	178	
KBIS 1010 Little Rock	1.3/4.9/	11/	303	
KGHT 880 Sherdn/Lttl Rck	0.4/1.2/	4/	66	
KITA 1440 Little Rock	1.2/4.3/	8/	192	
KMTL 760 Sherwood/LtlRck	1.3/1.2/	11/	141	
KMZ-F 106.3 Lonoke/L. Rock	1.3/4.5/	12/	215	

RADIO STATIONS

KAAY, 1090, 50 KW (DA-1)	, RELIGION		\$ 15.00 (---)	Beasley
KARN, 920, 5 KW (DA-2)	, NEWS/TALK	CBS	\$ 25.00 (Katz)	
KBIS, 1010, 10 KW/5 KW (DA-N)	, BUSINESS NEWS	BRN NBC	\$ 14.00 (Christal)	Signal
KGKO, 850, 1 KW (DAYS)	, NOSTALGIA	UNISUP CNN	\$ 12.00 (---)	(BENTON)
KITA, 1440, 5 KW/249W	, RELIGION		\$ 10.00 (---)	
KLRG, 1150, 5 KW/1 KW (DA-N)	, GOSPEL	MBS	\$ 13.00 (K & P)	Willis
KDDK-F, 100.3, 44 KW @ 1368	COUNTRY	CBS	\$ 16.00 (---)	
KHLT-F, 94.1, 100 KW @ 771	AC		\$ 34.00 (Christal)	Signal
KIPR-F, 92.3, 100 KW @ 938	BLACK		\$ 24.00 (Katz)	(PINE BLUFF)
KKYK-F, 103.7, 100 KW @ 1509	CHR		\$ 25.00 (Banner)	
KMJX-F, 105.1, 79 KW @ 1053	AOR	ABC	\$ 45.00 (HNWH)	(CONWAY)
KMZ-F, 106.3, 3 KW @ 289	BLACK	NBS	\$ 17.00 (K & P)	Willis (LONOKE)
KOLL-F, 94.9, 96 KW @ 1843	OLDIES	UNIPWR	\$ 35.00 (McGuild)	So. Starr (HAUMELLE)
KSSN-F, 95.7, 92 KW @ 1663	COUNTRY	ABC	\$ 94.00 (Katz)	South. Skies
KURB-F, 98.5, 99 KW @ 879	AC	SOURCE	\$ 32.00 (Eastman)	GHB (Buck)
KEZQ-F, 102.9, 50 KW @ 495	SOFT AC		\$ 36.00 (Mc-Guild)	(SHERIDAN)

Miscellaneous: KEZQ-F flips to 102.9 . . . KXIK-F changes to 100.3, changes calls to KDDK-F . . .

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,483,300
 MSA Rank/Pop: 2/12,100,000
 Average Person Ratings: 17.6
 Market TSL: 23.15 hours

Stations: 46/44
 Diaries: 4836/1961:1/48.4%
 Sample Target: 4020
 % Below Line: 1.0
 % Not Listed: 11.1

1991 Revenue: \$402,000,000
 HH Inc.: \$42,203
 Retail \$: 92.5 Bill
 Pop per Station: 215,529
 #1 Biller: KABC \$35,000,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KOST-F (AC)	864/ 5.2	5.0	4.8	6.0	5.9	5.3	1025/17983	15005/15.8	16.2	17.7	K	KOST-F
2. KPWR-F (CHR)	739/ 4.4	4.2	5.0	4.3	3.5	4.5	820/16543	15042/15.9	14.9	11.9	J	KPWR-F
3. KIIS-F (CHR)	702/ 4.2	4.4	4.9	4.8	5.2	4.6	822/18878	16145/17.0	17.5	17.7	K	KIIS-F
4. KROQ-F (AOR)	676/ 4.0	3.1	3.1	3.2	2.7	3.3	779/12170	10514/11.1	9.7	7.9	I	KROQ-F
5. KLSX-F (CL AOR)	665/ 4.0	3.3	3.0	2.8	2.8	3.3	769/12867	10617/11.2	10.9	9.2	J	KLSX-F
6. KRTH-F (O)	646/ 3.9	4.1	3.5	4.0	3.8	3.9	797/15961	12653/13.3	14.2	12.7	J	KRTH-F
7. KKBT-F (B)	631/ 3.8	3.8	3.8	3.8	4.9	3.8	734/9255	7915/ 8.3	8.0	9.8	J	KKBT-F
8. KABC (T)	612/ 3.7	4.4	3.4	4.2	4.7	3.9	686/10147	8772/ 9.3	10.9	11.6	K	KABC
9. KLOS-F (AOR)	606/ 3.6	4.0	3.5	4.4	4.5	3.9	878/14879	10937/11.5	11.2	11.7	K	KLOS-F
10. KTNQ (SP)	597/ 3.6	3.2	2.3	3.0	2.4	3.0	618/7087	6727/ 7.1	7.2	5.8		KTNQ
11. KLVE-F (SP)	593/ 3.5	4.4	3.3	4.0	3.5	3.8	659/8014	7252/ 7.6	8.2	7.4	J	KLVE-F
12. KYSR-F (SAC)	592/ 3.5	3.7	3.2	2.9	2.8	3.3	620/9288	8671/ 9.1	10.4	8.4	I	KYSR-F
13. KBIG-F (AC)	509/ 3.0	4.0	4.2	3.2	3.8	3.6	626/11229	9343/ 9.9	10.8	12.0	K	KBIG-F
14. KTWV-F (J/NAC)	465/ 2.8	2.1	3.1	2.2	2.5	2.5	558/9296	8015/ 8.5	7.3	7.7	J	KTWV-F
15. KFI (T)	458/ 2.7	2.9	2.5	2.7	2.1	2.7	790/12028	7694/ 8.1	8.3	6.7	H	KFI
16. KFVB (N)	447/ 2.7	2.9	3.2	2.5	3.1	2.8	489/12930	11665/12.3	13.4	12.6	K	KFVB
17. KNX (N)	427/ 2.6	2.5	2.4	2.8	2.6	2.6	587/13400	9877/10.4	10.4	10.4	K	KNX
18. KQLZ-F (AOR)	389/ 2.3	2.3	2.2	2.4	2.2	2.3	494/9495	7192/ 7.6	7.9	7.3	I	KQLZ-F
19. KKHJ (SP)	353/ 2.1	2.2	2.3	1.9	2.1	2.1	362/5214	4967/ 5.2	5.7	5.3	D	KKHJ
20. KKG0-F (CL)	350/ 2.1	1.6	1.7	1.3	1.4	1.7	399/6729	6013/ 6.3	5.2	5.1	E	KKG0-F
21. KCBS-F (O)	339/ 2.0	2.0	1.9	1.4	1.4	1.8	414/8923	7268/ 7.7	7.8	5.9	H	KCBS-F
22. KLAX-F (SP)	331/ 2.0	0.7	0.5	0.7	0.9	1.0	341/4017	3978/ 4.2	2.5	2.8		KLAX-F
23. KWKW (SP)	313/ 1.9	3.4	4.2	3.8	3.1	3.3	314/4677	4659/ 4.9	6.4	6.2	I	KWKW
24. KZLA-F (C)	306/ 1.8	2.0	2.3	2.4	2.6	2.1	368/6351	5344/ 5.6	5.0	5.7	J	KZLA-F
25. KALI (SP)	225/ 1.3	1.8	1.2	1.0	1.1	1.3	226/2639	2622/ 2.8	4.1	2.6	E	KALI
26. KMPC (SPRST)	167/ 1.0	1.3	2.4	2.8	2.6	1.9	200/4395	3606/ 3.8	5.2	6.7	J	KMPC
27. KLIT-F (SAC)	153/ 0.9	1.2	1.3	1.5	1.6	1.2	214/4700	3985/ 4.2	5.1	5.2	F	KLIT-F
28. KJLH-F (B)	153/ 0.9	0.9	1.1	1.2	1.4	1.0	154/3309	3287/ 3.5	3.3	4.9	E	KJLH-F
29. KNAC-F (AOR)	145/ 0.9	0.5	0.9	0.9	0.8	0.8	153/3251	3003/ 3.2	2.3	2.9		KNAC-F
30. KRLA (AC)	136/ 0.8	0.7	0.6	1.0	0.8	0.8	141/2677	2476/ 2.6	2.9	2.8		KRLA
31. KLAC (C)	131/ 0.8	0.6	0.9	0.6	0.6	0.7	158/2991	2601/ 2.7	2.7	2.3		KLAC
32. KAJZ-FF (J/NAC)	126/ 0.8	0.7	0.7	0.5	----	0.7	127/2886	2845/ 3.0	3.0	0.0		KAJZ-FF
33.												
34.												
35.												

12+ FM SHARE (METRO): 70.83% (10517 of 14849) (SUM 91: 69.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F >	1 KROQ-F	1 KOST-F	1 KOST-F <	1 KOST-F	1 KABC >	1 KLSX-F	1 KOST-F	1 KOST-F	1 KROQ-F	1 KABC >>
2 KIIS-F >	2 KOST-F	2 KLSX-F	2 KLSX-F <	2 KLSX-F <	2 KYSR-F	2 KLOS-F	2 KTNQ <	2 KPWR-F	2 KPWR-F	2 KFVB
3 KROQ-F >	3 KPWR-F	3 KLOS-F	3 KLOS-F <	3 KRTH-F <	3 KOST-F	3 KABC	3 KRTH-F <	3 KIIS-F	3 KOST-F	3 KNX
4 KKBT-F	4 KLOS-F <	4 KROQ-F <	4 KRTH-F <	4 KLOS-F	4 KFVB	4 KTNQ	4 KYSR-F	4 KRTH-F <	4 KABC	4 KOST-F
5	5 KLVE-F <	5 KLVE-F	5 KTNQ	5 KTNQ	5 KNX	5 KIIS-F	5 KIIS-F <	5 KYSR-F	5 KIIS-F	5 KRTH-F >>
6	6 KIIS-F <	6 KTNQ	6 KLVE-F	6 KYSR-F	6 KFI <	6 KLVE-F <	6 KBIG-F	6 KLOS-F <	6 KKBT-F	6 KKBT-F
7	7 KLSX-F <	7 KRTH-F	7 KYSR-F	7 KLVE-F	7 KRTH-F	7 KOST-F	7 KPWR-F	7 KROQ-F	7 KRTH-F <	7 KTNQ >>
8	8 KKBT-F	8 KIIS-F	8 KTWV-F <	8 KTWV-F	8 KKG0-F	8 KKBT-F	8 KLSX-F	8 KKBT-F	8 KTWV-F	8 KROQ-F
9	9 KTNQ	9 KKBT-F	9 KBIG-F	9 KBIG-F	9 KTWV-F	9 KFVB <	9 KBIG-F	9 KBIG-F	9 KLVE-F	9 KPWR-F
10	10 KQLZ-F	10 KPWR-F	10 KKBT-F	10 KKBT-F	10	10 KPWR-F	10 KROQ-F	10 KLVE-F	10 KKG0-F	10 KLSX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KOST-F	1 KOST-F >	1 KOST-F	1 KOST-F >	1 KOST-F >	1 KROQ-F >	1 KROQ-F	1 KLOS-F <	1 KLOS-F <	1 KLSX-F <
2 KROQ-F	2 KLVE-F <	2 KLVE-F	2 KLVE-F <	2 KRTH-F	2 KPWR-F	2 KLOS-F	2 KLSX-F	2 KLSX-F	2 KLOS-F >
3 KPWR-F	3 KKBT-F	3 KRTH-F	3 KKBT-F <	3 KBIG-F	3 KIIS-F	3 KLSX-F	3 KTNQ	3 KROQ-F	3 KTNQ
4 KKBT-F	4 KIIS-F <	4 KBIG-F <	4 KBIG-F	4 KYSR-F	4 KQLZ-F	4 KPWR-F	4 KROQ-F	4 KTNQ	4 KRTH-F
5 KIIS-F	5 KROQ-F	5 KTNQ	5 KIIS-F	5 KTNQ	5 KKBT-F <	5 KQLZ-F <	5 KLVE-F	5 KRTH-F	5 KLVE-F
6 KLVE-F >	6 KPWR-F	6 KLOS-F	6 KTNQ	6 KLVE-F	6 KLOS-F	6 KTNQ <	6 KQLZ-F	6 KIIS-F <	6 KTWV-F
7 KQLZ-F	7 KTNQ	7 KBIG-F <	7 KRTH-F	7 KTWV-F	7 KLSX-F	7 KIIS-F	7 KRTH-F <	7 KYSR-F	7 KYSR-F
8 KLSX-F	8 KRTH-F <	8 KIIS-F	8 KYSR-F <	8 KKBT-F	8 KLVE-F	8 KLVE-F	8 KOST-F	8 KPWR-F	8 KOST-F
9 KTNQ	9 KBIG-F	9 KLSX-F	9 KROQ-F	9 KIIS-F	9 KTNQ	9 KRTH-F <	9 KPWR-F	9 KKBT-F <	9 KKBT-F
10 KBIG-F	10 KLOS-F	10 KYSR-F	10 KPWR-F	10 KLSX-F	10 KAJZ-FF	10 KAJZ-FF	10 KKHJ	10 KQLZ-F	10 KFI

LOS ANGELES

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
KACE-F	103.9	Inglewood	0.6/2.2/101/2149
KEZY-F	95.9	Anaheim	0.6/2.4/107/2407
KFSG-F	96.3	Los Angeles	0.3/1.3/ 62/1437
KGFJ	1230	Los Angeles	0.5/1.2/ 78/1152
KGIL	1260	San Fernando	0.4/1.1/ 67/1018
KGRB	900	West Covina	0.6/1.6/103/1622
KIEV	870	Glendale	0.3/1.6/ 64/1638
KIKF-F	94.3	Garden Grove/LA	0.5/1.4/ 87/1398
KKLA-F	99.5	Los Angeles	0.4/1.7/ 78/1854
KMAX-F	107.1	Arcadia/LA	0.4/1.2/ 70/1299
KXED	1540	Los Angeles	0.4/1.3/ 65/1193
KGGI-F	99.1	Riverside	0.4/2.0/362/5551
XTRA	690	Tijuana/SnDiego	0.6/1.3/144/2203

RADIO STATIONS

AM STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC,	\$ 425.00 (Katz)	Cap Cities/ABC
KALI,	1430,	5 KW (DA-2)	, HISPANIC	,	\$ 80.00 (Katz Hisp)	United
KFI,	640,	50 KW	, TALK	MBS,	\$ 120.00 (Christal)	Cox
KFWB,	980,	5 KW	, NEWS	CNN ABC,	\$ 315.00 (Group W)	Westinghouse
KGFJ,	1230,	1 KW	, BLACK OLDIES	SBN, MBS,	\$ 65.00 (Roslin)	
KGIL,	1260,	5 KW (DA-2)	, TALK	,	\$ 55.00 (HNWH)	Buckley
KIEV,	870,	10 KW/1 KW (DA-2)	, VARIOUS	,	\$ NA (---)	
KKHJ,	930,	5 KW (DA-N)	, HISPANIC	,	\$ 100.00 (Katz Hisp)	
KLAC,	570,	5 KW (DA-N)	, COUNTRY	ABC,	\$ 90.00 (Eastman)	Malrite
KMPC,	710,	50 KW/10 KW (DA-N)	, SPORTS	NBC,	\$ 200.00 (Durpetti)	Golden West
KNX,	1070,	50 KW	, NEWS	CBS,	\$ 315.00 (CBS)	CBS
KRLA,	1110,	50 KW/20 KW (DA-2)	, OLDIES	,	\$ 82.00 (MMR)	Greater Media
KXED,	1540,	50 KW/10 KW (DA-2)	, SEE KLAX-F			
KTNQ,	1020,	50 KW (DA-2)	, HISPANIC	,	\$ 160.00 (Caballero)	Heftel
KWKW,	1330,	5 KW (DA-N)	, HISPANIC	,	\$ 190.00 (Lotus)	Lotus

FM STATIONS

KACE,	103.9,	1.6 KW @ 371,	BLACK AC	APR, UNIULT,	\$ 90.00 (K & P)	All Pro
KBIG,	104.3,	105 KW @ 2890,	AC	,	\$ 350.00 (CBS)	Bonneville
KCBS,	93.1,	29 KW @ 3496,	OLDIES	CBS,	\$ 190.00 (CBS)	CBS
KFSG,	96.3,	54 KW @ 480,	RELIGION	,	\$ NA (---)	
KIIS,	102.7,	8 KW @ 2959,	CHR	,	\$ 450.00 (McGuild)	Gannett
KJLH,	102.3,	2.2 KW @ 338,	BLACK	,	\$ 100.00 (Roslin)	
KKBT,	92.3,	43 KW @ 2909,	BLACK	,	\$ 325.00 (MMR)	Evergreen
KKGO,	105.1,	18 KW @ 2886,	CLASSICAL	APR,	\$ 125.00 (CMBS)	Mt. Wilson
KKLA,	99.5,	30 KW @ 669,	RELIGION	,	\$ NA (---)	
KLIT,	101.9,	2.5 KW @ 2831,	SOFT AC	,	\$ 105.00 (Banner)	Golden West
KLOS,	95.5,	61 KW @ 3129,	AOR	ABC,	\$ 475.00 (Katz)	Cap Cities/ABC
KLSX,	97.1,	21 KW @ 3001,	CLASSIC AOR	,	\$ 300.00 (MMR)	Greater Media
KLVE,	107.5,	30 KW @ 2998,	HISPANIC	,	\$ 210.00 (Caballero)	Heftel
KMAX,	107.1,	3 KW @ ? ,	ETHNIC/RELIG	,	\$ 60.00 (---)	Douglas
KNAC,	105.5,	1 KW @ 469,	AOR	ABC,	\$ 101.00 (---)	
KOST,	103.5,	13 KW @ 3100,	AC	,	\$ 510.00 (Christal)	Cox
KPHR,	105.9,	72 KW @ 771,	CHR	,	\$ 350.00 (HNWH)	Emmis
KQLZ,	100.3,	5 KW @ 3004,	AOR	SOURCE,	\$ 240.00 (Durpetti)	Westwood One
KROQ,	106.7,	6 KW @ 1387,	AOR	,	\$ 270.00 (Torbet)	Infinity
KRTH,	101.1,	51 KW @ 3129,	OLDIES	UNIULT,	\$ 384.00 (Banner)	Beasley
KLAX,	97.9,	79 KW @ 410,	HISPANIC	,	\$ 100.00 (---)	SBS
KTWV,	94.7,	55 KW @ 2831,	JAZZ/NAC	,	\$ 340.00 (Group W)	Westinghouse
KYSR,	98.7,	75 KW @ 1181,	SOFT AC/EZ	,	\$ 255.00 (Torbet)	Viacom
KZLA,	93.9,	19 KW @ 3136,	COUNTRY	,	\$ 290.00 (Eastman)	Malrite

Miscellaneous: KACE-F: From Jazz/NAC to Black AC (Aug) . . . KXEZ-F changes to KYSR-F (Sep) . . . KSKQ-F to KLAX-F (Aug) . . . KSKQ to KXED (Aug) . . . KOCM-F to KAJZ-F and KSRF-F to KBJZ-F in Sep: both change to Jazz format . . .

LOUISVILLE

Arbitron Rank/Pop (12+): 51/791,500
 MSA Rank/Pop: 52/968,000
 Average Person Ratings: 15.6
 Market TSL: 20.75 hours

Stations: 19/18
 Diaries: 1414/560:1/52.8%
 Sample Target: 1320
 % Below Line: 0.5
 % Not Listed: 9.0

1991 Revenue: \$25,500,000
 HH Inc.: \$30,273
 Retail \$: 7.6 Bil
 Pop per Station: 43,972
 #1 Biller: WHAS \$7,000,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WAMZ-F (C)	271/22.0	18.4	21.4	22.9	17.9	21.2	413/4117	2665/33.7	32.8	30.4	G	WAMZ-F
2. WHAS (FS)	152/12.3	12.7	14.6	14.5	14.3	13.5	182/2887	2213/28.0	29.0	30.5	H	WHAS
3. WDJX-F (CHR)	123/10.0	9.5	8.5	7.6	8.0	8.9	145/2553	1932/24.4	25.5	21.8	D	WDJX-F
4. WQMF-F (AOR)	91/ 7.4	8.5	7.5	7.1	10.4	7.6	136/1786	1393/16.3	18.7	19.5	D	WQMF-F
5. WRKA-F (O)	90/ 7.3	5.7	6.2	5.0	6.7	6.1	96/1548	1457/18.4	14.6	18.3	C	WRKA-F
6. WGZB-F (B)	89/ 7.2	5.4	5.9	5.9	5.8	6.1	94/991	909/11.5	9.6	10.7	B	WGZB-F
7. WVEZ-F (SAC)	75/ 6.1	5.0	5.0	6.4	6.9	5.6	81/1413	1228/15.5	13.4	15.6	D	WVEZ-F
8. WLRS-F (AC)	59/ 4.8	5.9	4.8	4.8	4.6	5.1	59/1164	1125/14.2	14.5	13.0	B	WLRS-F
9. WZKS-F (CHR)	38/ 3.1	2.7	1.5	3.7	3.5	2.8	39/821	748/ 9.5	8.2	13.5	B	WZKS-F
10. WAVG (T/O)	36/ 2.9	5.1	5.0	3.1	2.2	4.0	39/637	621/ 7.8	9.0	6.3	A	WAVG
11. WWKY (C)	29/ 2.4	2.7	1.6	0.8	1.1	1.9	35/562	493/ 6.2	5.5	5.3	A	WWKY
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 74.98% (842 of 1123) (SUM 91: 72.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WDJX-F>>	1 WAMZ-F>	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F>	1 WHAS
2 WAMZ-F>	2 WQMF-F>	2 WDJX-F	2 WRKA-F>	2 WRKA-F>	2 WHAS >>	2 WHAS >>	2 WHAS	2 WDJX-F<	2 WDJX-F	2 WAMZ-F>
3 WAMZ-F>	3 WDJX-F>	3 WQMF-F	3 WDJX-F<	3 WHAS <	3 WRKA-F	3 WDJX-F	3 WDJX-F	3 WHAS >	3 WHAS	3 WRKA-F
4 WQMF-F	4 WGZB-F>	4 WRKA-F	4 WGZB-F	4 WVEZ-F	4 WVEZ-F>	4 WQMF-F	4 WRKA-F	4 WRKA-F<	4 WRKA-F	4 WGZB-F>
5 WQMF-F	5 WLRS-F>	5 WGZB-F	5 WHAS	5 WDJX-F	5	5 WRKA-F	5 WQMF-F	5 WQMF-F<	5 WQMF-F	5 WGZB-F>
6	6	6 WHAS <	6 WVEZ-F<	6 WGZB-F	6	6	6 WVEZ-F<	6 WGZB-F	6 WRKA-F	6 WDJX-F
7	7	7 WVEZ-F	7 WQMF-F	7 WQMF-F	7	7	7	7 WVEZ-F	7	7
8	8	8 WLRS-F	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJX-F	1 WAMZ-F>	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F>>	1 WQMF-F>	1 WAMZ-F	1 WAMZ-F>>	1 WAMZ-F>	1 WAMZ-F>>
2 WAMZ-F>	2 WDJX-F>	2 WDJX-F	2 WDJX-F>	2 WVEZ-F	2 WDJX-F	2 WQMF-F>	2 WQMF-F>	2 WQMF-F>	2 WRKA-F
3 WQMF-F	3 WGZB-F	3 WGZB-F>	3 WGZB-F	3 WDJX-F	3 WAMZ-F>	3 WDJX-F>	3 WHAS	3 WRKA-F	3 WHAS
4 WLRS-F	4 WQMF-F<	4 WQMF-F	4 WLRS-F<	4 WRKA-F	4 WGZB-F>>	4 WGZB-F	4 WGZB-F	4 WDJX-F	4 WQMF-F>
5 WGZB-F	5 WLRS-F>	5 WLRS-F	5 WRKA-F	5 WGZB-F	5	5 WHAS	5 WHAS	5 WHAS	5 WGZB-F
6	6	6 WZKS-F	6 WVEZ-F	6 WLRS-F	6	6	6	6 WGZB-F>	6 WVEZ-F
7	7	7 WVEZ-F	7 WQMF-F	7 WHAS	7	7	7	7	7 WDJX-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WDJX 1080 Louisville	0.4/1.6/	5/ 138		
WFIA 900 Louisville	0.6/2.5/	8/ 208		
WLLV 1240 Louisville	1.2/2.5/	15/ 199		
WLOU 1350 Louisville	1.4/4.3/	17/ 338		
WTHT 620 Louisville	0.4/1.3/	8/ 116		
WXVW 1450 Jeffersonvl/Lvl	0.8/3.0/	10/ 252		
WZCC 1570 New Albany	0.3/0.9/	4/ 71		
WVLK-F 92.9 Lexington	0.5/0.9/	44/ 597		

RADIO STATIONS

WAVG , 970, 5 KW (DA-N) ,	Talk/Oldies	UNISUP, \$ 24.00	(Durpetti)
WHAS , 840, 50 KW ,	Full Service	ABC, \$120.00	(Christal)
WLOU , 1350, 5 KW/500 W (DA-N),	Black	SBN, \$ 25.00	(---)
WWKY , 790, 5 KW/1 KW (DA-2),	Country	NBC, \$ 19.00	(Katz)
WXVW , 1450, 1 KW ,	Nostalgia	SMN UNISUP, \$ 23.00	(K & P)
WAMZ-F, 97.5, 100 KW @ 500 ,	Country	, \$102.00	(Christal)
WDJX-F, 99.7, 24 KW @ 715 ,	CHR	APR, \$ 60.00	(Eastman)
WGZB-F, 96.5, 3 KW @ 295 ,	Black	CNN, \$ 30.00	(---)
WLRS-F, 102.3, 3 KW @ 285 ,	AC	UNIPWR, \$ 35.00	(Durpetti)
WQMF-F, 95.7, 34 KW @ 581 ,	AOR	, \$ 61.00	(HNWH)
WRKA-F, 103.1, 3 KW @ 276 ,	Oldies	, \$ 44.00	(Banner)
WVEZ-F, 106.9, 25 KW @ 669 ,	Soft AC	, \$ 65.00	(Katz)
WZKS-F, 103.9, 1 KW @ 489 ,	Country	, \$ 26.00	(MMR)
			Clear Channel
			Johnson
			Wilks-Schwartz
			Beck Ross
			Franklin
			Wilks-Schwartz

MADISON

Arbitron Rank/Pop (12+): 117/313,300
 MSA Rank/Pop: 136/356,000
 ADI # 92
 Average Person Ratings: 18.0
 Market TSL: 23.25 hours

Stations: 15/14
 Diaries: 843/372:1/58.4%
 Sample Target: 760
 % Below Line: 0.5
 % Not Listed: 16.8

1991 Revenue: \$14,700,000
 HH Inc.: \$33,352
 Retail \$: 3.4 Bil
 Pop per Station: 22,378
 #1 Biller: WIBA-F \$2,500,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WIBA-F (AOR)	79/14.0	11.8	11.7	12.2	15.4	12.4	134/1748	916/29.2	27.1	30.6	D	WIBA-F
2. WWQM-F (C)	71/12.6	10.6	12.3	9.9	6.7	11.4	98/1107	751/24.0	20.7	16.4	C	WWQM-F
3. WZEE-F (CHR)	66/11.7	12.2	12.1	9.0	11.7	11.3	123/1812	949/30.3	28.5	28.6	C	WZEE-F
4. WOLX-F (O)	42/ 7.4	7.3	7.9	9.2	8.9	7.9	128/1721	697/22.2	22.7	24.6	C	WOLX-F
WIBA (FS)	42/ 7.4	6.3	5.5	5.0	6.3	6.1	53/680	585/18.7	18.2	17.7	C	WIBA
6. WMGN-F (AC)	36/ 6.4	5.9	5.3	7.3	6.1	6.2	50/757	520/16.6	14.2	16.1	C	WMGN-F
7. WTSO (C)	30/ 5.3	5.7	5.1	6.1	5.5	5.6	42/765	487/15.5	12.5	11.1	C	WTSO
8. WTDY (N/T)	27/ 4.8	5.5	4.0	4.0	3.8	4.6	36/445	364/11.6	13.8	9.1	B	WTDY
9. WMLI-F (SAC)	23/ 4.1	4.1	5.0	4.6	3.0	4.4	29/587	458/14.6	13.7	11.9	A	WMLI-F
10. WJJO-F (AOR/AC)	19/ 3.4	3.9	2.6	3.6	3.2	3.4	26/562	341/10.9	12.9	14.2	B	WJJO-F
11. WMMM-F (AOR)	16/ 2.8	1.6	1.8	1.5	1.0	1.9	16/320	320/10.2	5.4	5.7	A	WMMM-F
12. WSJY-F (SAC)	9/ 1.6	2.6	1.8	1.7	1.6	1.9	34/428	161/ 5.1	7.3	4.0	A	WSJY-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 77.87% (366 of 470) (SUM 91: 77.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WZEE-F>	1 WIBA-F>	1 WIBA-F>	1 WIBA-F>	1 WIBA-F	1 WIBA	1 WIBA-F>	1 WIBA-F<	1 WIBA-F	1 WIBA	1 WIBA-F>
2 WWQM-F>	2 WZEE-F	2 WZEE-F	2 WWQM-F	2 WWQM-F	2 WWQM-F	2 WWQM-F>	2 WWQM-F	2 WWQM-F<	2 WZEE-F	2 WZEE-F
3 WIBA-F	3 WWQM-F>	WWQM-F	WOLX-F	3 WOLX-F	3 WOLX-F	3 WZEE-F	3 WZEE-F	3 WZEE-F>	3 WMLI-F<	WOLX-F
4	4 WMGN-F>	4 WOLX-F<	4 WMGN-F	4 WMGN-F	4 WTSO	4 WIBA	4 WMGN-F>	4 WOLX-F<	4 WIBA-F>	4
5	5 WMLI-F	5 WMGN-F>	5 WZEE-F>	5 WZEE-F	5 WTDY >	5 WOLX-F<	5 WOLX-F<	5 WMGN-F	5 WWQM-F>	5
6	6 WOLX-F	6 WMLI-F	6 WMLI-F	6 WIBA	6 WMGN-F	6 WTSO	6 WTDY	6 WIBA	6 WTDY	6
7	7 WJJO-F	7	WIBA	7 WTSO	7	WMGN-F	7 WIBA	7	7 WOLX-F>	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZEE-F	1 WZEE-F<	1 WWQM-F	1 WZEE-F	1 WMGN-F	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>
2 WIBA-F>>	2 WIBA-F>	WMGN-F	2 WMGN-F	2 WWQM-F	2 WZEE-F	2 WWQM-F	2 WWQM-F	2 WWQM-F	2 WWQM-F
3 WWQM-F	3 WWQM-F>	WIBA-F	3 WWQM-F	3 WOLX-F	3 WWQM-F>>	3 WZEE-F>	3 WMMM-F	3 WZEE-F	3 WCLX-F>
4 WMLI-F	4 WMGN-F>	4 WZEE-F	4 WMGN-F	4 WZEE-F>	4 WJJO-F	4 WJJO-F	4 WMLI-F	4 WOLX-F>	4 WTSO
5 WMGN-F>	5 WMLI-F	5 WOLX-F>	5 WOLX-F>	5 WIBA-F	5	5 WMGN-F	5 WMGN-F	5 WJJO-F	5 WJJO-F
6 WMMM-F	6 WOLX-F	6 WMLI-F	6 WMLI-F	6 WMLI-F	6	6	6 WJJO-F	6	6 WZEE-F
7	7 WMMM-F	7 WJJO-F	7	7	7	7	7	7	7 WJJO-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WIBU 1240 Poynette	0.9/3.4/	19/	242	
WYZM-F 105.1 Waunakee/Madson	0.4/3.4/	2/	131	
WJVL-F 99.9 Janesville	0.5/1.6/	41/	560	

RADIO STATIONS

WIBA , 1310, 5 KW (DA-2) , Full Service	CBS, \$37.00 (Katz)	Double L
WIBU , 1240, 1 KW , Nostalgia	, \$10.00 (---)	(POYNETTE)
WTDY , 1480, 5 KW (DA-2) , Talk/News	NBC ABC, \$20.00 (Mc-Guild)	Midwest Family
WTSO , 1070 10 KW/5 KW (DA-2), Country	ABC, \$26.00 (Banner)	Mid Continent
WIBA-F, 101.5, 12 KW @ 1017 , AOR	CBS, \$56.00 (Katz)	Double L
WJJO-F, 94.1, 50 KW @ 492 , AOR/AC	, \$25.00 (HNWH)	(WATERTOWN)
WMAD-F, 92.1, 1.8 KW @ 400 , AOR	, \$23.00 (Torbet)	
WMGN-F, 98.1, 38 KW @ 581 , AC	, \$48.00 (Mc-Guild)	Midwest Family
WMLI-F, 96.3, 5.1 KW @ 672 , Soft AC	UNISUP, \$18.00 (Torbet)	(SAUK CITY)
WMMM-F, 105.5, 4.4 KW @ 384 , AOR/AC	, \$14.00 (---)	(VERONA)
WOLX-F, 94.9, 37 KW @ 1299 , Oldies	, \$48.00 (Christal)	Shockley (BARABOO)
WSJY-F, 107.3, 50 KW @ 500 , EZ	ABC, \$15.00 (---)	(FORT ATKINSON)
WWQM-F, 106.3, 4.5 KW @ 380 , Country	ABC, \$33.00 (Eastman)	Media Capital
WZEE-F, 104.1, 9.4 KW @ 1118 , CHR	, \$35.00 (Banner)	Midcontinent

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 71/513,600
 MSA Rank/Pop: 119/664,000 (McAllen)
 ADI # 114
 Average Person Ratings: 17.8
 Market TSL: 24.25 hours

Stations: 21/19
 Diaries: 984/522:1/49.7%
 Sample Target: 960
 % Below Line: 1.9
 % Not Listed: 13.3

1991 Revenue: \$12,000,000
 HH Inc.: \$21,897
 Retail \$: 3.4 Bil
 Pop per Station: 27,031
 #1 Biller: KTEX-F \$2,200,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KTEX-F (C)	153/16.7	13.5	16.0	20.9	16.8	16.8	158/1748	1649/32.1	30.1	32.3	D	KTEX-F
2. KGBT (SP)	104/11.4	12.5	12.9	13.4	12.9	12.5	118/1144	1013/19.4	21.4	26.4	C	KGBT
3. KBFM-F (CHR)	95/10.4	9.8	11.5	10.9	10.8	10.6	100/1538	1427/27.8	26.7	29.9	C	KBFM-F
4. KFRQ-F (CHR)	81/ 8.9	8.4	4.7	4.3	4.9	6.6	86/1453	1357/26.4	21.6	16.3	C	KFRQ-F
5. KIWW-F (SP)	73/ 8.0	9.7	8.9	7.1	9.3	8.4	79/1015	965/18.8	21.9	21.8	C	KIWW-F
6. KTJN-F (SP)	54/ 5.9	5.0	4.6	3.4	3.5	4.7	55/612	597/11.6	12.4	8.1	B	KTJN-F
7. KVLV-F (O)	43/ 4.7	6.1	6.1	4.3	4.9	5.3	46/803	719/14.0	14.8	12.7	B	KVLV-F
8. KVSE-F (AC)	37/ 4.0	4.4	2.7	4.7	5.7	4.0	38/780	753/14.7	12.0	17.7	B	KVSE-F
9. KQXX-F (SP)	29/ 3.2	4.8	4.2	4.4	4.6	4.2	30/461	423/ 8.2	10.0	11.0	B	KQXX-F
10. KURV (T)	27/ 3.0	3.1	1.9	2.9	2.8	2.7	27/380	356/ 6.9	6.3	6.1	A	KURV
11. KIRT (SP)	25/ 2.7	1.7	3.3	1.2	2.2	2.2	26/320	265/ 5.2	6.6	6.7	A	KIRT
12. KBOR (SP)	15/ 1.6	3.0	2.2	2.1	3.2	2.2	15/278	271/ 5.3	5.4	7.4		KBOR
13.												
14.												
15.												

12+ FM SHARE (METRO): 74.53% (591 of 793) (SUM 91: 72.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F >	1 KTEX-F >	1 KTEX-F >	1 KTEX-F >	1 KTEX-F >	1 KGBT <	1 KTEX-F >	1 KTEX-F >	1 KTEX-F >	1 KBFM-F >	1 KTEX-F >
2 KFRQ-F >	2 KBFM-F >	2 KFRQ-F >	2 KGBT >	2 KGBT >	2 KTEX-F >	2 KGBT >	2 KGBT >	2 KGBT >	2 KTEX-F >	2 KURV >
3 KTEX-F >	3 KFRQ-F >	3 KGBT <	3 KIWW-F >	3 KIWW-F >	3 KIWW-F >	3 KBFM-F >	3 KFRQ-F >	3 KFRQ-F <	3 KIWW-F >	3 KGBT >
4 KVSE-F >	4 KIWW-F >	4 KIWW-F >	4 KFRQ-F >	4 KFRQ-F >	4 KTJN-F >	4 KFRQ-F >	4 KIWW-F <	4 KBFM-F >	4 KTJN-F >	4 KTJN-F >
5	5 KVSE-F >	KBFM-F >	5 KTJN-F >	5 KTJN-F >	KFRQ-F >	5 KIWW-F >	5 KBFM-F >	5 KIWW-F >	5 KFRQ-F >	KIWW-F >
6	6 KGBT >	6 KTJN-F >	6 KBFM-F >	6 KBFM-F >	6 KVLV-F <	6	6 KVLV-F >	6 KTJN-F <	6 KQXX-F >	KBFM-F >
7	7 KTJN-F >	7 KVLV-F >	7 KVLV-F >	7 KVLV-F >	7 KURV >	7	7 KTJN-F >	7 KVLV-F >	7 KGBT >	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTEX-F >	1 KTEX-F >	1 KTEX-F >	1 KTEX-F >	1 KTEX-F >	1 KTEX-F >	1 KTEX-F >	1 KTEX-F >	1 KTEX-F >	1 KTEX-F >
2 KFRQ-F >	2 KBFM-F >	2 KBFM-F >	2 KFRQ-F >	2 KGBT >	KBFM-F >	2 KBFM-F >	2 KFRQ-F >	2 KIWW-F >	2 KIWW-F >
KBFM-F >	3 KFRQ-F >	3 KIWW-F >	3 KGBT >	3 KFRQ-F >	3 KFRQ-F >	3 KFRQ-F >	3 KIWW-F >	3 KGBT >	3 KGBT >
4 KTJN-F >	4 KIWW-F >	4 KFRQ-F >	KBFM-F >	4 KIWW-F >	4 KVSE-F >	4 KVSE-F >	4 KBFM-F >	4 KFRQ-F >	4 KTJN-F >
5 KVSE-F >	5 KVSE-F >	5 KGBT >	5 KIWW-F >	5 KBFM-F >	5 KTJN-F >	KIWW-F >	KBFM-F >	5 KBFM-F >	5 KFRQ-F >
6 KRGE >	KGBT >	6 KVLV-F >	6 KTJN-F >	6 KVLV-F >	KIWW-F >	6 KGBT >	6 KVSE-F >	6 KTJN-F >	6 KVLV-F >
7	7 KTJN-F >	7 KVSE-F >	7 KVLV-F >	KTJN-F >	7	7 KTJN-F >	7 KVLV-F >	7 KVLV-F >	7 KBFM-F >
8	8	8 KIRT >	8	8	8	8	KTJN-F >	8	8

OTHER RATED STATIONS	METRO CUME	TSA TSA	SHARE/RTG/AQH/CUME
KJAV-F 104.9	Alamo/McAllen	0.4/1.1/	4/ 56
KRGE 1290	Westaco	1.5/4.2/	14/ 218
KSOX-AF 102.1	Raymondville/Hrign	0.5/4.0/	5/ 214
KUBR 1210	San Juan	0.7/1.7/	6/ 97
KVJY 840	Pharr	0.9/3.5/	8/ 195
KZSP-F 95.3	S Padre Island	0.3/1.6/	3/ 80
XRYS-F 90.1	Reynoso/McAllen	0.5/3.3/	5/ 168
XVTH-F 107.1	Matamoros/Brwnv	1.3/4.6/	12/ 246

RADIO STATIONS

KBOR, 1600,	1 KW (DA-1)	, SEE KBOR-FM		
KGBT, 1530,	50 KW/10 KW (DA-N),	HISPANIC		
KIRT, 1580,	1 KW/300 W	, HISPANIC		
KRGE, 1290,	5 KW (DA-1)	, HISPANIC	UNIPWR ABC,	\$ 13.00 (Torbet)
KURV, 710,	1 KW/910W (DA-2),	TALK	ABC, CNN,	\$ 15.00 (---)
KVJY, 840,	5 KW/1 KW (DA-1),	EZ	ABC,	\$ 12.00 (Christal)
KBFM-F, 104.1,	100 KW @ 1000, CHR		ABC,	\$ 37.00 (Banner)
KTJN-F, 106.3,	.5 KW @ 633, HISPANIC			\$ 24.00 (Caballero)
KFRQ-F, 94.5,	100 KW @ 1158, CHR			\$ 30.00 (Katz)
KIWW-F, 96.1,	100 KW @ 449, HISPANIC			\$ 32.00 (Katz Hisp)
KQXX-F, 98.5,	100 KW @ 1319, HISPANIC			\$ 24.00 (Caballero)
KVSE-F, 99.5,	100 KW @ 1036, CHR		UNIPWR ABC,	\$ 26.00 (Torbet)
KTEX-F, 100.3,	100 KW @ 449, COUNTRY		ABC,	\$ 50.00 (Christal)
KVLV-F, 107.9,	100 KW @ 718, OLDIES			\$ 24.00 (Torbet)
KVTY-F, 105.3,	3 KW @ 302, RELIGION			\$ 10.00 (---)

Miscellaneous: KRGY-F changes to KVSE-F (Sep) . . .

MEMPHIS

Arbitron Rank/Pop (12+): 43/897,700
 MSA Rank/Pop: 49/989,000
 Average Person Ratings: 16.6
 Market TSL: 22.50 hours

Stations: 23/21
 Diaries: 1368/656:1/46.8%
 Sample Target: 1290
 % Below Line: 0.9
 % Not Listed: 10.3

1991 Revenue: \$27,000,000
 HH Inc.: \$23,401
 Retail \$: 7.2 Bil
 Pop per Station: 42,747
 #1 Biller: WGKX-F \$5,700,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WGKX-F (C)	165/11.1	13.6	11.5	15.7	11.7	13.0	211/2951	2154/24.0	26.8	22.6	G	WGKX-F
2. WHRK-F (B)	149/10.0	9.5	12.4	11.5	11.7	10.9	191/2641	1951/21.7	21.2	24.8	F	WHRK-F
3. WEGR-F (AOR)	146/ 9.8	10.5	10.3	7.7	8.3	9.6	198/2009	1485/16.5	18.8	16.8	E	WEGR-F
4. WDIA (B)	137/ 9.2	8.2	10.2	10.1	11.3	9.4	159/1909	1541/17.2	17.2	20.6		WDIA
5. KJMS-F (B)	128/ 8.6	7.1	6.8	8.5	9.7	7.8	142/1948	1644/18.3	18.2	20.2	C	KJMS-F
6. WMC -F (CHR)	100/ 6.7	6.8	7.0	8.7	6.7	7.3	133/2089	1673/18.6	19.0	18.9	E	WMC -F
7. WRVR-F (AC)	97/ 6.5	8.5	7.4	5.9	5.3	7.1	120/1906	1537/17.1	17.0	14.3	E	WRVR-F
8. WLOK (G)	77/ 5.2	5.6	4.5	3.6	5.0	4.7	78/1057	1022/11.4	11.6	10.5	B	WLOK
9. WMC (T/N)	75/ 5.0	4.4	4.9	3.2	3.9	4.4	86/1121	889/ 9.9	10.9	9.3	B	WMC
10. WPYR-F (O)	56/ 3.8	3.8	3.9	3.6	3.7	3.8	94/1586	1110/12.4	14.0	13.0	C	WPYR-F
11. KFTH-F (B)	33/ 2.2	2.9	2.9	---	0.5	2.0	33/585	585/ 6.5	7.7	3.8	A	KFTH-F
12. WCRV (REL)	32/ 2.1	1.5	1.3	1.5	2.0	1.6	43/711	441/ 4.9	4.0	3.6	A	WCRV
13. WBBP (REL)	30/ 2.0	2.0	0.7	0.6	1.0	1.3	30/422	415/ 4.6	4.1	3.0	A	WBBP
14. WREC (BB)	29/ 1.9	2.2	2.3	1.7	2.3	2.0	53/639	460/ 5.1	5.7	5.9	B	WREC
KWAM (G)	29/ 1.9	0.5	1.5	0.7	1.1	1.1	34/566	477/ 5.3	2.5	3.5		KWAM

12+ FM SHARE (METRO): 67.94% (907 of 1335) (SUM 91: 66.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KJMS-F	1 WEGR-F	1 WEGR-F	1 WGKX-F	1 WDIA <	1 WGKX-F <	1 WGKX-F <	1 WGKX-F	1 WGKX-F	1 WHRK-F	1 WHRK-F
2 WHRK-F >	2 WHRK-F >	2 WHRK-F	2 WDIA	2 WHRK-F	2 WDIA >	2 WEGR-F	2 WEGR-F	2 WEGR-F	2 KJMS-F >	2 KJMS-F >
3 WEGR-F	3 KJMS-F	3 WGKX-F	3 WEGR-F	3 WRVR-F <	3 WMC	3 WHRK-F	3 WMC	3 WDIA	3 WEGR-F	3 WRVR-F
4 WMC -F	4 WMC -F	4 WDIA	4 WRVR-F	4 WEGR-F	4 WLOK <	4 WDIA	4 WRVR-F	4 WMC -F	4 WDIA	4 WDIA
5	5 WGKX-F >	5 KJMS-F <	5 WHRK-F <	5 WHRK-F	5 WRVR-F	5 WLOK	5 WMC -F	5 WHRK-F	5 WGKX-F >	5 WLOK
6	6 WRVR-F	6 WMC -F	6 WMC -F	6 WMC -F	6	6 WRVR-F	6 WDIA	6 KJMS-F <	6 WMC	6 WGKX-F
7	7 WDIA	7 WRVR-F	7 KJMS-F	7 KJMS-F	7	7 WMC -F	7 WHRK-F <	7 WRVR-F >	7	7
8	8	8	8 WPYR-F	8 WPYR-F	8	8 KJMS-F	8 KJMS-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F >	1 WHRK-F <	1 WMC -F	1 WGKX-F	1 WDIA <	1 WEGR-F >>	1 WEGR-F >>	1 WEGR-F >	1 WEGR-F >	1 WEGR-F
2 KJMS-F <	2 WMC -F	2 WGKX-F	2 WMC -F	2 WGKX-F	2 WHRK-F	2 WHRK-F >	2 WHRK-F >	2 WHRK-F	2 WGKX-F <
3 WMC -F >	3 WGKX-F	3 WRVR-F	3 WDIA <	3 WRVR-F	3 KJMS-F >>	3 KJMS-F >	3 WGKX-F	3 KJMS-F	3 WDIA
4 WEGR-F	4 KJMS-F	4 WDIA	4 WHRK-F	4 WMC -F >	4 WMC -F	4 WGKX-F	4 KJMS-F >	4 WGKX-F <	4 WHRK-F
5 WGKX-F >	5 WRVR-F	5 WHRK-F >	5 WRVR-F	5 WHRK-F	5	5 WMC -F	5 WRVR-F	5 WDIA	5 WRVR-F
6 WDIA	6 WDIA	6 WEGR-F	6 KJMS-F	6 WLOK	6	6	6 WMC -F	6 WRVR-F	6 KJMS-F
7	7 WEGR-F	KJMS-F	7 WEGR-F	7 WPYR-F <	7	7	7 WMC	7 WPYR-F	7 WPYR-F
8	8	8	8	8 KJMS-F	8	8	8 WDIA	8 WMC -F	8 WMC

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KHLS-F	96.3	Blytheville	0.3/1.3/	9/ 197
KSUD	730	West Memphis	0.5/2.0/	8/ 200
WEZI	680	Memphis	0.1/1.0/	3/ 127
WHBQ	560	Memphis	0.3/1.8/	5/ 220
WODZ-F	94.3	Germantown	0.9/5.5/	15/ 523
WPLX	1170	Germantwn/Colv1	0.5/1.3/	7/ 126
KFIN-F	107.9	Jonesboro	0.3/1.5/	78/1034
KJBR-F	101.9	Jonesboro	0.6/2.1/	44/ 644

RADIO STATIONS

KWAM,	990,	10 KW/450 W (DA-2),	GOSPEL	UNIULT,	\$ 20.00 (---)	Rivers
WCRV,	640,	10 KW/500 W (DA-2),	RELIGION	,	\$ 17.00 (---)	Bott
WDIA,	1070,	50 KW/5 KW (DA-2),	BLACK	CBS,	\$ 39.00 (McGuild)	Ragan Henry
WHBQ,	560,	5 KW/1 KW (DA-2),	OLDIES	ABC, APR,	\$ 18.00 (Roslin)	
WLOK,	1340,	1 KW (DA-1)	GOSPEL	NBC, SBN,	\$ 25.00 (K & P)	
WMC,	790,	5 KW (DA-N)	TALK/NEWS	,	\$ 31.00 (Banner)	Scripps-Howard
WREC,	600,	5 KW (DA-N)	NOSTALGIA	CBS,	\$ 32.00 (McGuild)	New Market
KJMS-F,	101.1,	100 KW @ 449,	BLACK	NBC,	\$ 43.00 (Durpetti)	Rivers
WEGR-F,	102.7,	100 KW @ 899,	AOR	UNIPWR,	\$ 66.00 (McGuild)	New Market
WODZ-F,	94.3,	6 KW @ 298,	OLDIES	UNISUP, UNIPWR,	\$ 35.00 (MMR)	Ardman
WGKX-F,	105.9,	100 KW @ 994,	COUNTRY	,	\$ 119.00 (Katz)	Barnstable
WHRK-F,	97.1,	100 KW @ 531,	BLACK	NBC,	\$ 74.00 (McGuild)	Ragan Henry
WMC -F,	99.7,	290 KW @ 908,	CHR	SOURCE,	\$ 86.00 (Banner)	Scripps-Howard
WPYR-F,	98.1,	100 KW @ 712,	OLDIES	,	\$ 50.00 (CBS)	Diamond
WRVR-F,	104.5,	100 KW @ 751,	AC	,	\$ 75.00 (MMR)	Keymarket

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,777,200
 MSA Rank/Pop: 24/3,180,000 (Miami)
 38/1,279,600 (Ft. Lauderdale)
 ADI # 15
 Average Person Ratings: 19.0
 Market TSL: 25.75 hours

Stations: 39/34
 Diaries: 2593/1071:1/42.1%
 Sample Target: 2770
 % Below Line: 2.5
 % Not Listed: 6.5

1991 Revenue: \$97,000,000
 HH Inc.: \$33,612
 Retail \$: 28.2 Bill
 Pop per Station: 81,682
 #1 Biller: WIOD \$7,500,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WEDR-F (B)	386/ 7.3	5.7	6.9	4.9	6.2	6.2	427/4301	3686/13.3	11.9	11.9	G	WEDR-F
2. WLYF-F (SAC)	309/ 5.8	5.5	6.6	7.2	7.5	6.3	343/4186	3667/13.2	13.8	15.5	G	WLYF-F
3. WIOD (N/T)	291/ 5.5	4.9	3.9	5.7	4.9	5.0	345/4100	3577/12.9	12.2	11.3	H	WIOD
4. WAQI (SP)	286/ 5.4	4.7	4.9	5.0	4.7	5.0	297/2461	2417/ 8.7	7.4	7.4	E	WAQI
5. WPOW-F (CHR)	265/ 5.0	5.5	5.9	6.2	5.1	5.7	282/4697	4246/15.2	17.8	14.9	G	WPOW-F
6. WSHE-F (AOR)	216/ 4.1	2.9	3.8	3.3	4.1	3.5	255/4114	3444/12.4	10.1	10.1	F	WSHE-F
7. WHYI-F (AC/CHR)	215/ 4.1	3.1	3.8	3.6	2.9	3.6	233/4650	4136/14.9	13.3	12.2	G	WHYI-F
8. WHQT-F (B)	215/ 4.1	5.0	4.3	5.0	4.5	4.6	252/4167	3608/13.0	14.5	12.3	G	WHQT-F
9. WFLC-F (AC)	211/ 4.0	4.2	4.2	3.3	3.9	3.9	226/3852	3452/12.4	13.0	11.4	G	WFLC-F
10. WLVE-F (J/NAC)	209/ 4.0	2.8	3.1	2.8	2.7	3.2	226/2918	2547/ 9.2	7.5	7.5	F	WLVE-F
11. WMXJ-F (O)	187/ 3.5	2.9	2.4	3.1	3.3	3.0	199/3089	2692/ 9.7	8.4	10.3	H	WMXJ-F
12. WKIS-F (C)	179/ 3.4	4.8	4.0	4.0	3.5	4.1	199/2960	2457/ 8.8	10.3	10.4	G	WKIS-F
13. WCMQ-F (SP)	174/ 3.3	1.8	2.0	2.0	2.6	2.3	174/1956	1943/ 7.0	5.0	6.1	G	WCMQ-F
14. WZTA-F (CL AOR)	172/ 3.3	2.9	2.9	2.7	2.5	3.0	203/3577	2870/10.3	9.2	8.4	F	WZTA-F
15. WQBA (SP)	162/ 3.1	3.5	3.3	4.1	2.5	3.5	163/1662	1611/ 5.8	6.4	5.2	F	WQBA
16. WRTO-F (SP)	147/ 2.8	4.6	2.8	1.3	0.9	2.9	147/1805	1805/ 6.5	8.1	2.5	D	WRTO-F
17. WXDJ-F (SP)	145/ 2.7	2.3	3.1	2.4	3.2	2.6	147/1741	1731/ 6.2	4.9	6.5	D	WXDJ-F
18. WJQY-F (SAC)	142/ 2.7	3.3	3.2	3.0	3.2	3.0	153/2493	2291/ 8.2	10.2	9.8	G	WJQY-F
19. WTMI-F (CL)	139/ 2.6	2.7	2.7	2.8	3.4	2.7	165/2411	2090/ 7.5	7.3	8.1	E	WTMI-F
20. WMRZ (BB)	112/ 2.1	2.9	2.1	2.3	2.5	2.3	123/1558	1377/ 5.0	5.5	5.0	D	WMRZ
21. WINZ (N/T)	88/ 1.7	2.2	2.5	2.5	2.6	2.2	106/2165	1898/ 6.8	7.9	7.9	D	WINZ
22. WQBA-F (SP)	85/ 1.6	1.8	1.7	2.0	1.8	1.8	98/1464	1338/ 4.8	5.4	5.3	F	WQBA-F
23. WWFE (SP)	79/ 1.5	1.5	1.4	2.0	2.0	1.6	83/953	917/ 3.3	3.3	3.0	F	WWFE
24. WAXY-F (O)	79/ 1.5	1.6	1.9	1.4	2.1	1.6	83/1975	1742/ 6.3	6.7	8.2	F	WAXY-F

12+ FM SHARE (METRO): 72.03% (3559 of 4941) (SUM 91: 71.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPOW-F >	1 WEDR-F	1 WEDR-F <	1 WEDR-F >	1 WEDR-F >	1 WAQI <	1 WAQI >	1 WLYF-F	1 WEDR-F	1 WEDR-F >	1 WIOD >>
2 WEDR-F	2 WPOW-F <	2 WPOW-F	2 WLVE-F	2 WLVE-F	2 WLYF-F	2 WIOD <	2 WIOD <	2 WLYF-F	2 WPOW-F	2 WAQI >>
3 WSHE-F	3 WSHE-F	3 WSHE-F	3 WHYI-F <	3 WFLC-F <	3 WIOD >	3 WEDR-F <	3 WEDR-F	3 WPOW-F <	3 WIOD	3 WEDR-F >>
4 WHQT-F	4 WFLC-F	4 WLVE-F	4 WFLC-F	4 WHYI-F <	4 WQBA	4 WLYF-F	4 WAQI	4 WIOD	4 WHQT-F	4 WHQT-F <
5 WMXJ-F	5 WHQT-F	5 WFLC-F <	5 WZTA-F	5 WMXJ-F	5 WEDR-F	5 WHYI-F	5 WFLC-F	5 WHYI-F <	5 WAQI	5 WQBA
6	6 WHYI-F <	6 WHYI-F <	6 WHQT-F <	6 WHQT-F <	6 WCMQ-F	6	6	6 WFLC-F	6 WSHE-F	6 WKIS-F
7	7 WZTA-F	7 WHQT-F	7 WPOW-F	7 WZTA-F	7	7	7	7	7	7 WSHE-F
8	8 WLVE-F	8 WZTA-F	8 WMXJ-F	8 WIOD	8	8	8	8	8	8 WPOW-F
9	9	9 WIOD	9 WIOD	9 WPOW-F	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEDR-F	1 WEDR-F	1 WFLC-F <	1 WEDR-F >	1 WEDR-F	1 WSHE-F	1 WEDR-F <	1 WEDR-F	1 WEDR-F	1 WEDR-F
2 WPOW-F	2 WFLC-F	2 WEDR-F	2 WHYI-F	2 WFLC-F	2 WPOW-F	2 WSHE-F	2 WSHE-F	2 WSHE-F <	2 WIOD
3 WSHE-F	3 WPOW-F <	3 WHYI-F	3 WFLC-F	3 WHYI-F	3 WEDR-F >	3 WPOW-F	3 WZTA-F	3 WIOD	3 WZTA-F <
4 WHQT-F	4 WHYI-F	4 WLVE-F	4 WPOW-F	4 WLVE-F	4 WIOD	4 WZTA-F	4 WPOW-F <	4 WZTA-F <	4 WLVE-F
5 WHYI-F	5 WHQT-F	5 WPOW-F	5 WHQT-F	5 WHQT-F <	5 WZTA-F	5 WHQT-F <	5 WLVE-F	5 WPOW-F	5 WSHE-F <
6 WFLC-F >	6 WSHE-F	6 WHQT-F	6 WLVE-F >	6 WRTO-F	6 WFLC-F	6 WIOD	6 WHQT-F	6 WLVE-F	6 WMXJ-F
7 WXDJ-F	7 WLVE-F >	7 WSHE-F	7	7 WMXJ-F	7 WHQT-F	7 WFLC-F <	7 WIOD	7 WHQT-F	7 WPOW-F
8 WZTA-F	8	8 WZTA-F	8	8 WCMQ-F	8	8 WLVE-F	8 WFLC-F	8 WFLC-F	8

OTHER RATED STATIONS

METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAVS 1170	Davie/Miami	0.5/1.8/ 31/ 540
WCMQ 1210	Miami	0.8/2.7/ 41/ 744
WEXY 1520	Wltn Mnrs/Ft Ld	0.6/1.2/ 30/ 332
WFTL 1400	Ft.Lauderdale	1.3/3.5/ 70/ 986
WKAT 1360	North Miami	0.5/1.2/ 28/ 360
WMBM 1490	Miami Beach	0.4/1.6/ 20/ 434
WQAM 560	Miami/Ft. Ldrdl	0.7/3.0/ 41/1011
WRBD 1470	Pompana Beach	0.4/0.7/ 23/ 256
WRHC 1550	Coral Gables	0.3/1.3/ 18/ 367
WSUA 1260	Miami	0.4/1.3/ 21/ 349
WEAT-F 104.3	West Palm Beach	0.5/2.4/161/2165
WJNO 1230	West Palm Beach	0.4/1.5/118/1508
WKGR-F 98.7	Ft Pierce/WPalm	0.3/1.2/ 84/1514
WRMF-F 97.9	West Palm Beach	0.9/3.2/192/2563
WYFX 1040	Boynton Beach	0.6/1.9/ 53/ 809

MIAMI-FT. LAUDERDALE

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW (DA-2)	,	Hispanic	,	\$ 69.00	(Caballero)	
WCMQ,	1210,	25 KW/2.5 KW (DA-2),	,	Hispanic MOR	,	\$ 55.00	(---)	SBS
WFTL,	1400,	1 KW	,	Talk		CNN UNISUP, \$ 39.00	(Roslin)	
WINZ,	940,	50 KW/25 KW (DA-N)	,	News/Talk		CNN CBS, \$ 57.00	(Katz)	Paxson
WIOD,	610,	10 KW (DA-2)	,	News/Talk		MBS, \$139.00	(Christal)	Cox
WMBM,	1490,	1 KW	,	Gospel/Black		NBN, \$ 28.00	(K & P)	
WMRZ,	790,	25 KW	,	Nostalgia		ABC, \$ 47.00	(Banner)	Jeff-Pilot
WQAM,	560,	5 KW/1 KW	,	Sports		NBC SMN, \$ 34.00	(HNWH)	Sunshine Wireless
WQBA,	1140,	50 KW/10 KW (DA-2)	,	Hispanic		\$100.00	(Katz Hisp.)	Tichenor
WRHC,	1550,	10 KW/500 W (DA-1)	,	Hispanic		\$ 31.00	(Lotus)	
WWFE,	670,	50 KW/1 KW (DA-2)	,	Hispanic		UPI, \$ 38.00	(---)	
WVCG,	1080,	50 KW/20 KW (DA-2)	,	Religion/Ethnic		\$ 32.00	(---)	Evergreen

FM STATIONS

WAXY,	105.9,	100 KW @ 1023	,	Oldies		\$ 73.00	(Eastman)	Ackerly
WCMQ,	92.3,	41 KW @ 282	,	Hispanic		\$ 70.00	(---)	SBS
WEDR,	99.1,	100 KW @ 925	,	Black		\$135.00	(McGuild)	Rivers
WFLC,	97.3,	100 KW @ 800	,	AC		\$146.00	(Christal)	Cox
WHQT,	105.1,	100 KW @ 1007	,	Black/AC		\$129.00	(MMR)	EZ
WHYI,	100.7,	100 KW @ 928	,	AC/CHR		\$121.00	(Mc-Guild)	Metroplex
WJQY,	106.7,	100 KW @ 984	,	Soft AC		UNISUP, \$123.00	(Katz)	Tak
WKIS,	99.9,	100 KW @ 984	,	Country		UNIPWR, \$117.00	(HNWH)	Sunshine Wireless
WLVE,	93.9,	96 KW @ 1007	,	Jazz/NAC		\$108.00	(Torbet)	Paxson
WLYF,	101.5,	100 KW @ 810	,	EZ		\$105.00	(Banner)	Jeff-Pilot
WMXJ,	102.7,	100 KW @ 1007	,	Oldies		\$151.00	(Durpetti)	Sconnix
WPOW,	96.5,	100 KW @ 1007	,	CHR		SOURCE, \$120.00	(HNWH)	Beasley
WQBA,	107.5,	95 KW @ 1007	,	Hispanic		\$ 74.00	(Katz Hisp.)	Tichenor
WRTO,	98.3,	100 KW @ 1607	,	Hispanic		\$ 90.00	(Lotus)	(GOULDS)
WSHE,	103.5,	100 KW @ 1007	,	AOR		\$ 96.00	(Schubert)	TK
WTMI,	93.1,	96 KW @ 1007	,	Classical		\$ 84.00	(CMBS)	Marlin
WXDJ,	95.7,	100 KW @ 981	,	Hispanic		\$ 67.00	(Caballero)	
WZTA,	94.9,	100 KW @ 600	,	Classic AOR		\$ 79.00	(Katz)	Paxson

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,319,900
 MSA Rank/Pop: 34/1,400,000
 Average Person Ratings: 18.2
 Market TSL: 23.75 hours

Stations: 28/24
 Diaries: 1675/788:1/53.7%
 Sample Target: 1570
 % Below Line: 2.2
 % Not Listed: 8.5

1991 Revenue: \$41,600,000
 HH Inc.: \$31,752
 Retail \$: 11.6 Bil
 Pop per Station: 54,995
 #1 Biller: WTMJ \$9,200,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WTMJ (FS)	282/11.7	11.7	10.0	11.0	10.6	11.1	326/4569	3725/28.2	27.0	26.2	H	WTMJ
2. WMIL-F (C)	185/ 7.7	7.9	8.4	8.3	7.2	8.1	220/2744	2219/16.8	18.2	15.4	E	WMIL-F
3. WOKY (BB/FS)	158/ 6.6	6.7	5.9	7.4	7.7	6.7	183/2122	1750/13.3	12.9	14.8	D	WOKY
4. WKLH-F (CL AOR)	151/ 6.3	6.9	6.3	5.9	6.3	6.4	176/2788	2417/18.3	17.5	16.7	F	WKLH-F
5. WKTI-F (AC)	149/ 6.2	5.6	5.8	5.8	5.7	5.8	161/3007	2718/20.6	20.4	21.5	G	WKTI-F
6. WLUM-F (CHR)	143/ 6.0	6.1	6.4	7.1	7.6	6.4	157/2727	2463/18.7	18.9	21.2	D	WLUM-F
7. WKKV-AF (B)	124/ 5.2	5.0	4.7	4.7	2.9	4.9	131/1292	1269/ 9.6	10.4	6.8	B	WKKV-AF
8. WLZR-F (AOR)	108/ 4.5	6.2	6.1	6.2	5.3	5.8	149/2680	2016/15.3	16.2	16.0	D	WLZR-F
9. WEZW-F (SAC)	103/ 4.3	4.4	5.6	4.9	5.8	4.8	124/1570	1341/10.2	11.0	14.2	C	WEZW-F
10. WQFM-F (AOR)	97/ 4.0	3.6	3.8	2.6	2.9	3.5	123/2533	1984/15.0	13.3	12.1	C	WQFM-F
11. WZTR-F (O)	91/ 3.8	3.3	4.1	3.2	5.0	3.6	113/2160	1758/13.3	13.6	15.9	C	WZTR-F
12. WISN (T)	89/ 3.7	3.8	4.8	4.8	4.1	4.3	105/1744	1587/12.0	11.0	12.0	C	WISN
13. WMYX-F (AC)	86/ 3.6	4.5	5.2	3.8	4.1	4.3	109/1866	1601/12.1	12.0	13.8	C	WMYX-F
14. WLTQ-F (SAC)	86/ 3.6	4.3	4.6	3.6	4.4	4.0	94/1389	1263/ 9.6	11.1	11.9	C	WLTQ-F
15. WNOV (B/G)	68/ 2.8	2.0	1.5	1.8	1.0	2.0	68/779	773/ 5.9	5.4	2.0	A	WNOV
16. WMVP (B)	55/ 2.3	1.0	2.1	1.5	1.5	1.7	55/671	671/ 5.1	3.6	3.6	A	WMVP
17. WFMR-F (CL)	55/ 2.3	2.6	1.4	2.1	2.2	2.1	56/915	849/ 6.4	6.0	6.4	B	WFMR-F
18. WTKM-F (?)	28/ 1.2	1.1	0.6	0.6	0.5	0.9	49/447	289/ 2.2	2.9	2.3	A	WTKM-F
19. WEMP (O)	27/ 1.1	1.0	0.9	1.1	1.0	1.0	29/688	622/ 4.7	4.5	4.6	A	WEMP
20. WRJN (FS)	24/ 1.0	0.8	1.0	0.6	0.5	0.9	24/355	316/ 2.4	2.4	1.6		WRJN
21. WGN (N/T)	23/ 1.0	0.7	0.5	0.7	0.8	0.7	42/581	324/ 2.5	3.5	2.6		WGN
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 65.10% (1431 of 2198) (SUM 91: 68.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLUM-F >	1 WKLH-F	1 WKLH-F	1 WKLH-F	1 WMIL-F	1 WTMJ >	1 WTMJ >	1 WKLH-F <	1 WTMJ	1 WTMJ >>	1 WTMJ >>
2 WKKV-AF >>	2 WLZR-F <	2 WKTI-F	2 WKTI-F <	2 WKLH-F	2 WOKY	2 WMIL-F <	2 WOKY <	2 WKLH-F <	2 WLUM-F	2 WMIL-F
3 WNOV	3 WKTI-F	3 WMIL-F	3 WMIL-F	3 WKTI-F	3 WMIL-F >	3 WKTI-F	3 WMIL-F	3 WKTI-F <	3 WKKV-AF	3 WTKM-F
4 WLZR-F	4 WLUM-F	4 WLZR-F <	4 WTMJ	4 WTMJ >	4 WEZW-F	4 WKLH-F <	4 WTMJ	4 WMIL-F <	4 WMIL-F	4 WKKV-F
5	5 WQFM-F <	5 WQFM-F <	5 WMYX-F <	5 WMYX-F	5 WISN	5 WOKY	5 WKTI-F	5 WLUM-F	5 WLZR-F	5 WOKY
6	6 WKKV-AF	6 WTMJ	6 WZTR-F	6 WZTR-F <	6	6 WLZR-F	6 WEZW-F <	6 WOKY	6 WKLH-F	6 WMYX-F
7	7 WMIL-F >	7 WLUM-F <	7 WQFM-F	7 WEZW-F	7	7 WEZW-F	7 WISN	7 WISN	7	7 WKTI-F
8	8 WTMJ	8 WKKV-AF	8 WKKV-AF	8 WLTQ-F	8	8 WLUM-F	8 WKKV-AF <	8	8	8 WZTR-F
9	9	9 WZTR-F	9 WLTQ-F	9	9	9	9 WQFM-F	9 WQFM-F	9	9 WQFM-F
10	10	10 WMYX-F	10	10	10	10	10 WMYX-F	10 WEZW-F	10	10 WEZW-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKTI-F	1 WKTI-F >	1 WKTI-F >	1 WKTI-F >	1 WKTI-F	1 WLZR-F	1 WLZR-F	1 WKLH-F	1 WKLH-F	1 WKLH-F <
2 WLUM-F	2 WLUM-F	2 WMIL-F	2 WMIL-F	2 WMIL-F	2 WQFM-F	2 WKLH-F	2 WLZR-F >	2 WLZR-F	2 WTMJ >
3 WKKV-AF	3 WKLH-F	3 WKLH-F	3 WLUM-F <	3 WMYX-F	3 WLUM-F	3 WQFM-F >	3 WTMJ	3 WTMJ	3 WMIL-F
4 WKLH-F >	4 WKKV-AF	4 WLUM-F	4 WKLH-F	4 WLTQ-F <	4 WKLH-F >	4 WTMJ	4 WQFM-F >	4 WQFM-F	4 WLZR-F
5 WNOV >	5 WMIL-F	5 WMYX-F	5 WKKV-AF	5 WKLH-F	5 WKKV-AF	5 WLUM-F	5 WKKV-AF	5 WMIL-F >	5 WEZW-F
6 WMIL-F	6 WMYX-F >	6 WKKV-AF >	6 WMYX-F	6 WLUM-F <	6 WMIL-F	6 WKKV-AF	6 WZTR-F	6 WZTR-F <	6 WQFM-F
7 WLZR-F	7 WLTQ-F	7 WLTQ-F	7 WLTQ-F	7 WKKV-AF	7 WKTI-F	7 WZTR-F	7 WMIL-F	7 WKTI-F	7 WZTR-F
8 WLTQ-F	8	8 WQFM-F	8 WZTR-F	8 WZTR-F	8 WZTR-F	8 WMIL-F	8 WLTQ-F	8 WISN	8 WKTI-F
9 WZTR-F	9	9 WMVP	9	9 WTMJ	9 WISN	9	9	9 WEZW-F	9
10 WQFM-F									

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WBWI-F	92.5	West Bend	0.8/2.7/	24/ 442
WHKQ-F	92.1	Racine	0.4/1.0/	16/ 187
WLZR	1340	Milwaukee	0.3/1.5/	7/ 206
WBBM	780	Chicago	0.4/2.8/	13/ 539
WIIL-F	95.1	Kenosha/Waukegn	0.3/1.8/	16/ 439
WLUP	1000	Chicago	0.6/1.4/	17/ 246

MILWAUKEE

RADIO STATIONS

AM STATIONS

WZMP, 1250, 5 KW (DA-2)	, OLDIES	UNISUP, CBS , \$ NA (Eastman)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N)	, TALK	ABC, MBS , \$ 52.00 (Katz)	Hearst
WHVP, 1290, 5 KW (DA-2)	, BLACK	CBS UNIULT , \$ 23.00 (Banner)	All Pro
WNOV, 860, 250 W (DAYS, DA)	, BLACK/GOSP.	NBN , \$ 21.00 (---)	
WOKY, 920, 5 KW/1 KW (DA-2)	, NOSTALGIA/FS	CNN, MBS , \$ 53.00 (CBS)	Sundance
WTMJ, 620, 5 KW (DA-N)	, FULL SERVICE	CNN, NBC , \$ 130.00 (Christal)	Journal Co.

FM STATIONS

WEZW, 103.7, 20 KW @ 840, EZ/SOFT AC		, \$ 53.00 (MMR)	Multimedia
WFMR, 98.3, 6 KW @ 328, CLASSICAL		, \$ 38.00 (CMBS)	(MENOMONEE FALLS)
WKKV, 100.7, 50 KW @ 500, BLACK		UNIPWR , \$ 40.00 (Torbet)	
WKLH, 96.5, 20 KW @ 810, CLASSIC AOR		, \$ 116.00 (McGuild)	Saga
WKTI, 94.5, 16 KW @ 909, AC/CHR		SOURCE , \$ 106.00 (Christal)	Journal Co.
WLTQ, 97.3, 16 KW @ 912, SOFT AC		ABC , \$ 55.00 (Katz)	Hearst
WLUM, 102.1, 50 KW @ 490, CHR		CBS, UNPWR , \$ 68.00 (Banner)	All Pro
WLZR, 102.9, 50 KW @ 430, AOR		ABC , \$ 70.00 (Eastman)	Great American
WMIL, 106.1, 13 KW @ 974, COUNTRY		UNIULT , \$ 90.00 (CBS)	Sundance
WHYX, 99.1, 50 KW @ 449, AC		CBS , \$ 72.00 (Eastman)	Heritage
WQFM, 93.3, 13 KW @ 991, AOR		ABC , \$ 48.00 (MMR)	Shamrock
WZTR, 95.7, 34 KW @ 610, OLOIES		, \$ 51.00 (Durpetti)	Shockley

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 17/2,060,800 Stations: 19/19 1991 Revenue: \$74,000,000
 MSA Rank/Pop: 16/2,430,000 Diaries: 2009/1026:1/57.4% HH Inc.: \$35,952
 ADI # 13 Sample Target: 1900 Retail \$: 21.0 Bil
 Average Person Ratings: 17.9 % Below Line: 0.0 Pop per Station: 108,463
 Market TSL: 23.25 hours % Not Listed: 16.8 #1 Biller: WCCO \$19,800,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WCCO (FS)	632/17.2	16.5	13.9	18.5	20.1	16.5	852/10791	7910/38.4	38.0	40.4	J	WCCO
2. KEYE-F (C)	375/10.2	10.8	10.9	10.8	9.3	10.7	478/5443	4522/21.9	22.7	21.0	I	KEYE-F
3. KQRS-AF (AOR)	308/ 8.3	9.3	8.4	9.7	9.8	8.9	360/6128	4991/24.2	26.5	24.9	H	KQRS-AF
4. KSTP-F (AC)	261/ 7.1	7.1	7.7	6.0	5.5	7.0	310/5293	4543/22.0	20.8	17.0	G	KSTP-F
5. KDWB-F (CHR)	245/ 6.7	7.0	8.4	8.1	8.7	7.6	269/5137	4544/22.0	21.1	23.4	G	KDWB-F
6. WLTE-F (SAC)	240/ 6.5	7.9	8.7	8.2	8.5	7.8	277/4697	4071/19.8	19.0	19.8	H	WLTE-F
7. KRXX-F (AOR)	213/ 5.8	6.8	6.4	3.0	4.1	5.5	254/3613	2894/14.0	16.3	16.5	E	KRXX-F
8. KQQL-F (O)	211/ 5.7	5.3	4.3	4.9	4.2	5.1	253/4393	3556/17.3	17.3	13.5	E	KQQL-F
9. KTCZ-AF (AOR)	136/ 3.7	4.7	4.2	4.6	2.8	4.3	143/2260	2152/10.4	11.6	9.0	E	KTCZ-AF
10. KSTP (N/T)	125/ 3.4	3.9	3.3	3.0	3.7	3.4	133/2380	2208/10.7	10.4	10.7	D	KSTP
11. KJJO-F (AOR)	84/ 2.3	1.6	2.6	2.0	2.6	2.1	94/1510	1247/ 6.1	6.6	7.5	C	KJJO-F
12. WMIN (BB)	69/ 1.9	1.0	0.8	1.5	1.1	1.3	69/943	943/ 4.6	3.5	3.2	A	WMIN
13. KLBB (BB)	67/ 1.8	1.6	2.5	1.9	1.7	2.0	67/974	974/ 4.7	4.8	4.0	B	KLBB
14. KFAN (SPRST)	39/ 1.1	1.0	0.7	1.2	0.4	1.0	40/857	782/ 3.8	3.5	2.9	A	KFAN

12+ FM SHARE (METRO): 67.86% (2078 of 3062) (SUM 91: 65.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>	1 KQRS-AF	1 KQRS-AF<	1 KEYE-F<	1 WCCO	1 WCCO >>	1 WCCO >>	1 KEYE-F	1 WCCO	1 WCCO >>	1 WCCO >>
2 KRXX-F>	2 KEYE-F	2 KEYE-F	2 KQRS-AF	KEYE-F	2 KEYE-F	2 KQRS-AF	2 WCCO	2 KEYE-F	2 KDWB-F<	2 KDWB-F<
3	3 KRXX-F	3 KSTP-F	3 KSTP-F<	3 KQRS-AF	3 WLTE-F	3 KEYE-F>	3 KQRS-AF	3 KQRS-AF	3 KEYE-F	3 KSTP
4	4 KDWB-F	4 WCCO	4 WCCO	4 KSTP-F	4 KQQL-F<	4 KSTP-F	4 WLTE-F	4 KSTP-F	4 KRXX-F	KEYE-F
5	5 KSTP-F>	5 KQQL-F	5 KQQL-F	5 KQQL-F	5 KSTP-F	5 WLTE-F<	5 KSTP-F	5 KQQL-F	5 KQRS-AF	5 KQRS-F
6	6 WLTE-F	6 KDWB-F<	6 WLTE-F	6 WLTE-F>	6	6 KDWB-F	6 KDWB-F<	6 KDWB-F<	6 KSTP-F	6 KRXX-F
7	WCCO	7 WLTE-F<	7 KTCZ-AF	7 KTCZ-AF	7	7 KQQL-F	7 KQQL-F<	7 WLTE-F	7 WLTE-F<	7 WLTE-F
8	KJJO-F<	8 KRXX-F	8	8	8	8 KRXX-F	8 KRXX-F	KRXX-F>	8 KQQL-F>	8
9	9 KTCZ-AF	9 KTCZ-AF	9	9	9	9 KSTP >	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDWB-F>	1 KEYE-F	1 KSTP-F<	1 KEYE-F	1 KEYE-F	1 KRXX-F	1 KQRS-AF>	1 KQRS-AF>>	1 KQRS-AF>	1 KQRS-AF<
2 KRXX-F	2 KDWB-F<	2 KEYE-F>	2 KSTP-F	2 KSTP-F	2 KQRS-AF	2 KRXX-F	2 KEYE-F>	2 WCCO <	2 WCCO
3 KEYE-F	3 KSTP-F>	3 WLTE-F<	3 WLTE-F	3 WLTE-F	3 KDWB-F>	3 KEYE-F>	3 WCCO	3 KEYE-F	3 KEYE-F>
4 KQRS-AF<	4 WLTE-F	4 KDWB-F<	4 KDWB-F	4 WCCO	4 KEYE-F>	4 WCCO	KRXX-F	4 KRXX-F	4 KQQL-F
5 WLTE-F	5 KQRS-AF<	5 KTCZ-AF	5 KQQL-F>	KQQL-F>	5 KJJO-F>	5 KJJO-F	5 KSTP-F	5 KQQL-F	5 KSTP-F
6 KSTP-F>	6 KRXX-F>	6 KQRS-AF	6 WCCO <	6 KDWB-F<	6 WCCO	KDWB-F	6 KJJO-F	6 KSTP-F	6 KTCZ-AF
7 KJJO-F	7 KTCZ-AF	7 KQQL-F>	7 KQRS-AF	7 KTCZ-AF	7	7 KSTP-F	7 KTCZ-AF	7	7
8	8 KQQL-F	8 WCCO	8 KTCZ-AF	8	8	8	8 KSTP	8	8
9	9	9 KRXX-F	9 KRXX-F	9	9	9	9	9	9

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KMZZ	980	Richfield	0.5/1.5/ 25/ 364
WDGY	630	St. Paul/Minnp1	0.5/1.6/ 19/ 397
WIXK-F	107.1	New Richmond	0.5/1.0/ 22/ 242

RADIO STATIONS

AM STATIONS

KFAN, 1130, 50 KW/25 KW (DA-2), SPORTS	MBS, \$ 40.00 (Katz)	Malrite
KLBB, 1400, 1 KW, NOSTALGIA	ABC UNISUP, \$ 33.00 (Roslin)	
KMZZ, 980, 5 KW (DA-1), AOR	UNIULT, \$ 28.00 (HNWH)	Entercom
KSTP, 1500, 50 KW (DA-N), TALK	ABC, \$ 54.00 (McGuild)	Hubbard
KTCJ, 690, 500 W (DAYS), JAZZ	, \$ 24.00 (Eastman)	American Media
WCCO, 830, 50 KW, FULL SERVICE	CBS, UNISUP, \$ 290.00 (CBS)	CBS
WDGY, 630, 5 KW/500 W (DA-2), COUNTRY	MBS, NBC, \$ 31.00 (Banner)	
WMIN, 1030, 50 KW/1 KW (DA-2), NOSTALGIA	UNIULT, UNISUP, \$ 30.00 (---)	

FM STATIONS

KDWB, 101.3, 100 KW @ 817, CHR	, \$ 129.00 (Banner)	Midcontinent
KEYE, 102.1, 100 KW @ 1033, COUNTRY	, \$ 200.00 (Katz)	Malrite
KJJO, 104.1, 100 KW @ 1069, COUNTRY	ABC, \$ 56.00 (MMR)	Park
KRRX, 93.7, 100 KW @ 820, AOR	SOURCE, \$ 70.00 (HNWH)	Entercom
KQRS, 92.5, 50 KW @ 817, Classic AOR/AOR	ABC, \$ 190.00 (Katz)	Cap.Cities/ABC
KQQL, 107.9, 97 KW @ 1089, OLDIES	, \$ 76.00 (Durpetti)	Trumper
KSTP, 94.5, 95 KW @ 1220, AC	, \$ 148.00 (McGuild)	Hubbard
KTCZ, 97.1, 100 KW @ 236, PROG AOR	, \$ 74.00 (Eastman)	American Media
WLTE, 102.9, 100 KW @ 1033, SOFT AC	, \$ 163.00 (CBS)	CBS

MOBILE

Arbitron Rank/Pop (12+): 89/391,500

Stations: 23/18
Diaries: 947/413:1/46.9%
Sample Target: 860
% Below Line: 10.9
% Not Listed: 10.5

1991 Revenue: \$10,200,000
HH Inc.: \$27,432
Retail \$: 3.4 Bil
Pop per Station: 21,750
#1 Biller: WKSJ-AF \$2,800,000

MSA Rank/Pop: 101/494,000
ADI # 55 (w/Pensacola)
Average Person Ratings: 15.5
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WBLX-F (B)	103/17.0	17.3	17.7	16.5	17.3	17.1	161/1513	886/22.6	22.6	22.4	C	WBLX-F
2. WKSJ-AF (C)	99/16.3	14.0	18.0	20.0	19.7	17.1	116/1391	1130/28.9	28.8	45.5	D	WKSJ-AF
3. WKRK (N/T)	44/ 7.2	5.6	4.7	4.9	6.2	5.6	44/563	563/14.4	10.8	11.4	B	WKRK
4. WGCX-F (AOR)	42/ 6.9	6.8	6.5	5.3	4.4	6.4	72/1149	558/14.3	12.6	11.5	C	WGCX-F
5. WKRK-F (AC)	35/ 5.8	4.8	4.8	5.5	5.6	5.2	84/1325	579/14.8	14.9	17.1	B	WKRK-F
6. WABB-F (CHR)	34/ 5.6	8.1	7.3	8.4	6.8	7.3	66/1330	777/19.8	23.4	21.6	C	WABB-F
7. WXBM-F (C)	33/ 5.4	3.5	2.9	2.8	2.6	3.7	115/1372	384/ 9.8	7.6	5.4		WXBM-F
8. WAVH-F (O)	25/ 4.1	4.7	5.0	3.4	5.6	4.3	61/1096	495/12.6	13.0	15.0	B	WAVH-F
9. WZEW-F (AOR)	24/ 4.0	1.7	2.5	2.1	2.7	2.6	25/433	411/10.5	6.6	6.5	A	WZEW-F
10. WDLT-F (SAC)	18/ 3.0	3.2	3.6	4.3	3.5	3.5	18/390	379/ 9.7	9.2	11.5		WDLT-F
11. WMEZ-F (SAC)	15/ 2.5	3.5	3.9	2.5	3.5	3.1	28/533	316/ 8.1	6.1	6.7		WMEZ-F
12. WGOK (G/B)	13/ 2.1	5.6	5.1	5.9	5.3	4.7	13/318	318/ 8.1	11.1	10.9	A	WGOK
13. WJLQ-F (CHR)	10/ 1.6	1.5	1.4	1.5	0.9	1.5	37/794	243/ 6.2	6.1	7.4		WJLQ-F
14. WZBA-F (C)	9/ 1.5	0.8	1.6	1.8	0.8	1.4	12/285	241/ 6.2	3.6	2.6		WZBA-F
WBLX (B)	9/ 1.5	1.2	2.0	1.3	2.1	1.5	10/185	155/ 4.0	6.2	5.3		WBLX

12+ FM SHARE (METRO): 82.87% (450 of 543) (SUM 91: 78.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX >>	1 WBLX-F>	1 WBLX-F	1 WKSJ-AF	1 WKSJ-AF>	1 WKSJ-AF>>	1 WKSJ-AF	1 WKSJ-AF>	1 WBLX-F<	1 WBLX-F>>	1 WBLX-F
2 WABB	2 WGCX-F	2 WKRK-F	2 WKSJ-AF	2 WBLX-F>	2 WKRK	2 WBLX-F>	2 WBLX-F	2 WKSJ-AF>>	2 WKSJ-AF>	2 WKSJ-F
3	3 WKSJ-AF	3 WGCX-F>	3 WGCX-F	3 WGCX-F	3 WBLX-F>	3 WKRK >	3 WKRK >	3 WGCX-F	3 WABB-F	3 WGCX-F>
4	4 WKRK-F	4 WKRK-F	4 WKRK-F	4 WKRK-F<	4 WAVH-F	4 WXBM-F<	4 WGCX-F	4 WKRK	4 WGCX-F>	4 WKRK-F
5	5 WXBM-F	5 WXBM-F<	5 WXBM-F	5 WXBM-F	5	5 WGCX-F	5 WXBM-F	5 WABB-F	5	5 WKRK
6	WZEW-F	6 WZEW-F	6 WAVH-F	6 WAVH-F	6	6 WKRK-F<	6 WKRK-F	6	6	6
7	7 WABB-F	7 WABB-F	7 WZEW-F	7	7	7 WABB-F	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F	1 WBLX-F>	1 WBLX-F	1 WBLX-F>	1 WKSJ-AF	1 WBLX-F>>	1 WBLX-F>	1 WKSJ-AF	1 WBLX-F	1 WKSJ-AF>
2 WGCX-F>	2 WKRK-F	2 WKRK-F	2 WKSJ-AF	2 WBLX-F>	2 WXBM-F	2 WGCX-F	2 WGCX-F>	2 WKSJ-AF	2 WGCX-F
3 WABB-F>	3 WKSJ-AF	3 WKSJ-AF	3 WKRK-F	3 WKRK-F	3 WZEW-F	3 WKSJ-AF	3 WZEW-F	3 WGCX-F>	3 WBLX-F>
4 WZEW-F	4 WKSJ-AF	4 WXBM-F>	4 WGCX-F	4 WXBM-F	4 WZBA-F>	4 WZEW-F	4 WZEW-F	4 WZEW-F	4 WXBM-F
5 WKRK-F>	5 WXBM-F	5 WGCX-F	5 WXBM-F	5 WAVH-F	5 WKRK-F	5 WXBM-F	5 WXBM-F	5 WXBM-F	5 WZEW-F
6	6 WZEW-F	6 WZEW-F	6 WABB-F	6	6 WGCX-F>	6 WKRK-F	6 WKRK-F	6 WKRK-F	6 WKRK-F
7	7 WABB-F	7	7	7	7	7 WABB-F	7 WABB-F	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WABB	1480	Mobile	1.2/3.4/	11/ 203
WBHY	840	Mobile	0.7/1.8/	4/ 71
WHEP	1310	Foley	0.3/1.3/	2/ 49
WLTV	1410	Mobile	1.2/3.4/	7/ 133
WMOB	1360	Mobile	0.3/1.9/	2/ 85
WOWW-F	107.3	Pensacola	1.0/3.6/	61/ 848
WWL	870	New Orleans	0.3/2.1/	12/ 208

RADIO STATIONS

WABB	1480	5 KW (DA-N)	Talk	SUN UPI, \$11.00	(Christal)	Dittman
WBLX	660	22 KW/1 KW (DA-2)	Black	\$10.00	(---)	
WGOK	900	1 KW/500 W (DA-2)	Gospel/Black	SBN, \$16.00	(Roslin)	
WKRK	710	1 KW/500 W (DA-N)	News/Talk	CBS MBS, \$23.00	(Katz)	
WLPR	960	5 KW/1 KW (DA-2)	Nostalgia	SMN, \$13.00	(---)	
WABB-F	97.5	100 KW @ 1348	CHR	ABC, \$46.00	(Christal)	Dittman
WAVH-F	96.1	100 KW @ 1342	Oldies	UNISUP, \$24.00	(Durpetti)	AT&T
WBLX-F	92.9	100 KW @ 1555	Black	UNIPWR ABC, \$40.00	(HNWH)	
WDLT-F	98.3	6 KW @ 298	Soft AC	UNISUP, \$18.00	(K & P)	
WGCX-F	104.1	100 KW @ 1555	AOR	ABC UNIPWR, \$30.00	(Eastman)	(ATHORE)
WKRK-F	99.9	100 KW @ 1755	AC	MBS, \$26.00	(Katz)	
WKSJ-F	94.9	100 KW @ 410	Country	ABC, \$61.00	(Banner)	Franklin
WZBA-F	104.9	33 KW @ 183	Country	\$12.00	(---)	Waldron (MOSS POINT)
WZEW-F	92.1	14 KW @ 449	AOR	CNN, \$15.00	(---)	(FAIRHOPE)

Other Ranked Stations - See Pensacola

NASHVILLE

Arbitron Rank/Pop (12+): 45/836,500
 MSA Rank/Pop: 47/994,000
 ADI # 32
 Average Person Ratings: 16.3
 Market TSL: 21.75 hours

Stations: 20/19
 Diaries: 1334/627:1/50.5%
 Sample Target: 1240
 % Below Line: 1.6
 % Not Listed: 9.7

1991 Revenue: \$33,000,000
 HH Inc.: \$33,040
 Retail \$: 8.1 Bill
 Pop per Station: 44,026
 #1 Biller: WSIX-F \$5,700,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WSIX-F (C)	185/13.6	13.4	12.6	11.6	10.1	12.8	265/3101	2050/24.5	24.9	21.1	G	WSIX-F
2. WSM -F (C)	150/11.0	11.0	11.6	12.6	11.9	11.6	279/3839	2144/25.6	24.2	22.7	G	WSM -F
3. WYHY-F (CHR)	123/ 9.0	9.7	7.1	9.1	11.0	8.7	191/3367	1946/23.3	24.0	27.2	F	WYHY-F
4. WQQK-F (B)	118/ 8.7	6.7	8.4	6.0	7.9	7.4	120/1273	1182/14.1	12.2	13.0	C	WQQK-F
5. WKDF-F (AOR)	109/ 8.0	7.5	8.0	9.2	7.3	8.2	206/3091	1648/19.7	17.5	17.5	F	WKDF-F
6. WZEZ-F (SAC)	78/ 5.7	6.3	7.0	6.1	7.2	6.3	93/1509	1233/14.7	16.8	14.6	D	WZEZ-F
7. WLAC-F (AC)	74/ 5.4	4.8	6.7	5.2	6.1	5.5	93/1904	1316/15.7	15.1	18.4	E	WLAC-F
8. WGFY-F (CL AOR)	68/ 5.0	4.8	5.0	5.5	4.9	5.1	84/1635	1237/14.8	13.9	14.3	C	WGFY-F
9. WRMX-F (AC)	58/ 4.3	4.0	3.6	3.1	4.0	3.8	74/1255	1026/12.3	11.2	12.1	C	WRMX-F
10. WLAC (T/REL)	55/ 4.0	4.1	3.8	3.5	2.2	3.8	62/926	808/ 9.7	10.6	6.2	C	WLAC
11. WSM (C)	46/ 3.4	3.5	3.7	3.7	3.6	3.6	65/1092	680/ 8.1	9.5	8.2		WSM
12. WVOL (B)	34/ 2.5	1.8	2.3	2.2	2.6	2.2	34/585	585/ 7.0	5.1	6.4		WVOL
13. WAMB-AF (BB)	31/ 2.3	1.3	1.6	1.7	1.5	1.7	31/392	387/ 4.6	3.2	3.3		WAMB-AF
14. WRLT-F (AOR)	25/ 1.8	2.0	1.0	1.7	1.6	1.6	25/482	474/ 5.7	4.3	3.6	B	WRLT-F
15. WBVR-F (C)	22/ 1.6	2.6	1.2	2.0	1.8	1.9	84/1495	476/ 5.7	6.0	5.9	C	WBVR-F

12+ FM SHARE (METRO): 84.09% (1036 of 1232) (SUM 91: 85.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WQQK-F	1 WQQK-F
2 WQQK-F	2 WKDF-F	2 WSM -F	2 WSM -F	2 WSM -F	2 WSM -F	2 WSM -F	2 WSM -F	2 WSM -F	2 WKDF-F	2 WSIX-F
3 WKDF-F	3 WQQK-F	3 WKDF-F	3 WKDF-F	3 WQQK-F	3 WQQK-F	3 WZEZ-F	3 WYHY-F	3 WYHY-F	3 WYHY-F	3 WSM -F
4	4 WYHY-F	4 WYHY-F	4 WQQK-F	4 WQQK-F	4 WRMX-F	4 WKDF-F	4 WKDF-F	4 WKDF-F	4 WYHY-F	4 WKDF-F
5	5 WSM -F	5 WQQK-F	5 WYHY-F	5 WYHY-F	5 WLAC -F	5 WQQK-F	5 WLAC -F	5 WKDF-F	5 WSIX-F	5 WSM -F
6	6 WGFY-F	6 WLAC-F	6 WRMX-F	6 WRMX-F	6 WSM	6 WZEZ-F	6 WLAC -F	6 WZEZ-F	6 WLAC-F	6 WZEZ-F
7	7 WLAC-F	7 WGFY-F	7 WZEZ-F	7 WZEZ-F	7 WYHY-F	7 WSM	7 WQQK-F	7 WLAC-F	7 WZEZ-F	7
8	8	8	8 WGFY-F	8 WGFY-F	8	8	8 WGFY-F	8 WGFY-F	8	8
9	9	9	9	9 WLAC-F	9	9	9 WZEZ-F	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WKDF-F	1 WKDF-F	1 WSIX-F	1 WSIX-F	1 WSIX-F
2 WYHY-F	2 WQQK-F	2 WQQK-F	2 WSM -F	2 WSM -F	2 WYHY-F	2 WSIX-F	2 WKDF-F	2 WKDF-F	2 WSM -F
3 WQQK-F	3 WSM -F	3 WKDF-F	3 WQQK-F	3 WQQK-F	3 WSIX-F	3 WYHY-F	3 WSM -F	3 WYHY-F	3 WKDF-F
4 WLAC-F	4 WKDF-F	4 WGFY-F	4 WYHY-F	4 WZEZ-F	4 WQQK-F	4 WQQK-F	4 WQQK-F	4 WSM -F	4 WRMX-F
5 WKDF-F	5 WYHY-F	5 WZEZ-F	5 WLAC-F	5 WLAC-F	5 WSM -F	5 WYHY-F	5 WYHY-F	5 WQQK-F	5 WQQK-F
6 WGFY-F	6 WLAC-F	6 WYHY-F	6 WKDF-F	6 WYHY-F	6 WGFY-F	6 WGFY-F	6 WGFY-F	6 WGFY-F	6 WGFY-F
7	7 WGFY-F	7 WLAC-F	7 WGFY-F	7 WKDF-F	7 WSM -F	7 WLAC-F	7	7 WZEZ-F	7 WYHY-F
8	8	8	8 WZEZ-F	8 WRMX-F	8	8	8	8 WRMX-F	8 WZEZ-F

OTHER RATED STATIONS	METRO CUME	TSA	TSA
SHARE/RTG/AQH/CUME			
WENO 760 Nashville	1.2/1.2/	17/	101
WMDB 880 Nashville	1.0/2.9/	14/	242
WWTN-F 99.7 Manchester	1.0/3.2/	19/	368
WYCF-F 102.9 Shelbyville	0.8/4.4/	22/	618

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N), NOSTALGIA	MBS, \$ 21.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N), TALK/NEWS/RELIG	CBS, \$ 37.00 (Durpetti)	Fairmont
WMDB, 880, 2.5 KW (DAYS,DA), BLACK	, \$ 18.00 (---)	
WSM, 650, 50 KW, COUNTRY	NBC, \$ 44.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2), BLACK	SMN, \$ 24.00 (MMR)	

FM STATIONS

WGFY-F, 104.5, 49 KW @ 1312, CLASSIC AOR	SOURCE, \$ 45.00 (Katz)	(GALLATIN)
WKDF-F, 103.3, 100 KW @ 1233, AOR	ABC, \$ 85.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1233, AC	, \$ 80.00 (Durpetti)	Fairmont
WQQK-F, 92.1, 1.5 KW @ 430, BLACK	, \$ 40.00 (MMR)	
WRMX-F, 96.3, 100 KW @ 810, OLDIES	, \$ 41.00 (McGuild)	(MURFREESBORO)
WSIX-F, 97.9, 100 KW @ 1138, COUNTRY	, \$ 115.00 (Mc-Guild)	Capstar
WSM-F, 95.5, 100 KW @ 1279, COUNTRY	, \$ 83.00 (Christal)	Gaylord
WYCF-F, 102.9, 100 KW @ 810, COUNTRY	, \$ 23.00 (---)	Cromwell (SHELBYVILLE)
WYHY-F, 107.5, 58 KW @ 708, CHR	, \$ 80.00 (Eastman)	Legacy (LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, SOFT AC/EZ	, \$ 57.00 (HNWH)	South Central
WBVR-F, 101.1, 100 KW @ 1289, COUNTRY	ABC, \$ NA (---)	Tremont (RUSSELLVILLE, KY)

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 14/2,218,800
 MSA Rank/Pop: 12/2,670,000
 New York ADI
 Average Person Ratings: 18.3
 Market TSL: 23.25 hours

Stations: 42/14
 Diaries: 1856/1196:1/48.1%
 Sample Target: 1820
 % Below Line: NA
 % Not Listed: NA

1991 Revenue: \$32,100,000
 HH Inc.: \$62,636
 Retail \$: 27.2 Bil
 Pop per Station: 158,485
 #1 Biller: WALK-AF \$7,500,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WALK-F (AC)	192/ 4.7	5.4	5.4	6.2	6.3	5.4	193/2939	2939/13.2	12.1	14.3	H	WALK-F
2. WBAB-F (AOR)	176/ 4.3	4.5	5.1	3.8	4.7	4.4	176/3434	3434/15.5	13.4	14.5	G	WBAB-F
3. WBLI-F (CHR)	162/ 4.0	5.2	4.5	4.6	4.5	4.6	162/2898	2898/13.1	12.7	12.9	G	WBLI-F
4. WYNY-F (C)	151/ 3.7	3.8	3.0	3.6	5.0	3.5	151/1724	1724/ 7.8	8.2	9.1		WYNY-F
5. WHLI (BB)	127/ 3.1	2.0	3.5	3.6	2.3	3.0	127/795	795/ 3.6	3.9	4.2	C	WHLI
6. WKJY-F (SAC)	94/ 2.3	2.5	2.6	2.2	2.9	2.4	94/1468	1468/ 6.6	6.1	7.8	E	WKJY-F
7. WMJC-F (SAC)	87/ 2.1	2.1	1.8	2.5	2.0	2.1	87/1276	1276/ 5.8	5.7	5.6	C	WMJC-F
8. WGSB (BB)	82/ 2.0	2.1	2.1	2.2	2.1	2.1	82/727	727/ 3.3	3.2	3.7	B	WGSB
9. WDRE-F (AOR)	61/ 1.5	2.1	1.7	2.1	1.4	1.8	61/1482	1482/ 6.7	7.3	5.9	D	WDRE-F

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F>	1 WBAB-F>>	1 WBAB-F	1 WALK-F<	1 WALK-F<	1 WHLI <	1 WALK-F>	1 WALK-F	1 WBAB-F	1 WBAB-F>	1 WBAB-F<
2 WBAB-F>	2 WALK-F	2 WALK-F<	2 WBLI-F	2 WBLI-F	2 WALK-F	2 WBLI-F>	2 WBAB-F<	2 WYNY-F	2 WYNY-F	2 WMJC-F
3 WDRE-F	3 WBLI-F	3 WBLI-F>	3 WBAB-F>	3 WBAB-F>	3 WYNY-F	3 WBAB-F	3 WYNY-F	3 WBLI-F	3 WBLI-F	3 WALK-F<
4	4 WDRE-F	4 WYNY-F	4 WYNY-F	4 WKJY-F	4 WBLI-F	4 WYNY-F>	4 WBLI-F	4 WBLI-F	4 WALK-F>	4 WYNY-F
5	5 WKJY-F	WKJY-F	5 WKJY-F	5	5 WGSB	5	5 WKJY-F	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBAB-F>	1 WBAB-F	1 WBAB-F	1 WALK-F	1 WALK-F	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>	1 WBAB-F
2 WALK-F	2 WALK-F>	2 WALK-F>	2 WBLI-F<	2 WBLI-F>	2 WYNY-F	2 WDRE-F	2 WRCN-F	2 WBLI-F	2 WBLI-F
3 WKJY-F	3 WBLI-F	3 WBLI-F>	3 WBAB-F>	3 WBAB-F	WKJY-F	3 WBLI-F	WDRE-F	3 WYNY-F	3 WALK-F
4	4 WDRE-F	4 WYNY-F	4 WKJY-F	4 WYNY-F	4 WDRE-F	4 WKJY-F	4 WBLI-F	WALK-F	4 WYNY-F>
5 WRCN-F	5 WKJY-F	5 WDRE-F	5 WYNY-F	5 WKJY-F	5 WBLI-F	5 WRCN-F	5	5 WKJY-F	5 WKJY-F
6	6	6 WKJY-F	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
WBAZ-F 101.7 Southold	0.5/1.5/	20/	334
WLIX 540 Suffolk	0.3/0.9/	12/	189
WLNG-AF 92.1 Sag Harbor	0.5/1.5/	22/	331
WRCN-F 103.9 Riverhead	0.9/3.1/	35/	687

RADIO STATIONS

WGSB , 740, 25 KW (DAYS, DA) , Nostalgia	UNISUP/ULT, \$ 40.00 (MMR)	Greater Media
WHLI , 1100, 10 KW (DAYS, DA) , Nostalgia	, \$ 40.00 (Katz)	Barnstable
WALK-F, 97.5, 39 KW @ 554 , AC	, \$175.00 (Durpetti)	American
WBAB-F, 102.3, 3 KW @ 269 , AOR	, \$135.00 (MMR)	Noble
WBAZ-F, 101.7, 5.5 KW @ 341 , Soft AC	CNN UNISUP, \$ 36.00 (Schubert)	
WBLI-F, 106.1, 25 KW @ 492 , CHR	, \$125.00 (Katz)	Beck-Ross
WMJC-F, 94.3, 3 KW @ 300 , EZ/Soft AC	, \$ 50.00 (MMR)	Greater Media
WDRE-F, 92.7, 1 KW @ 521 , AOR	, \$ 62.00 (Katz)	
WKJY-F, 98.3, 3 KW @ 328 , Soft AC	, \$ 75.00 (Katz)	Barnstable
WRCN-F, 103.9, 1.5 KW @ 466 , AOR	, \$ 35.00 (McGuild)	

Other Stations - See New York

NEW ORLEANS

Arbitron Rank/Pop (12+): 39/997,900

Stations: 26/23
Diaries: 1628/613:1/44.2%
Sample Target: 1650
% Below Line: 1.1
% Not Listed: 8.6

1991 Revenue: \$30,200,000
HH Inc.: \$26,730
Retail \$: 10.1 Bil
Pop per Station: 43,386
#1 Biller: WWL \$6,200,000

MSA Rank/Pop: 38/1,310,000
ADI # 36
Average Person Ratings: 17.1
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WQUE-F (B)	189/11.1	9.0	8.8	10.1	10.0	9.8	247/3061	2463/24.7	20.2	23.2	E	WQUE-F
2. WWL (N/T)	179/10.5	9.2	9.5	11.4	8.1	10.1	237/2902	2181/21.9	20.5	20.4	G	WWL
3. WYLD-F (B)	148/ 8.7	9.6	8.5	9.2	10.8	9.0	156/2266	2094/21.0	21.0	22.1	D	WYLD-F
4. WNOE-F (C)	136/ 8.0	8.6	8.0	8.5	7.4	8.3	209/2459	1637/16.4	17.0	16.3	D	WNOE-F
5. WLMG-F (SAC)	116/ 6.8	6.7	5.7	4.8	5.4	6.0	129/1878	1549/15.5	16.2	13.1	D	WLMG-F
KMEZ-F (B)	116/ 6.8	6.8	6.3	3.2	1.9	5.8	116/1347	1347/13.5	11.6	5.0	B	KMEZ-F
7. WEZB-F (CHR)	111/ 6.5	6.2	8.7	7.4	8.1	7.2	136/2893	2296/23.0	20.7	23.8	F	WEZB-F
8. WBYU (BB)	71/ 4.2	3.4	4.2	3.4	3.8	3.8	71/702	702/ 7.0	6.8	8.2	B	WBYU
9. WLTS-F (AC)	69/ 4.0	3.6	4.2	5.0	4.2	4.2	81/1422	1156/11.6	11.6	12.1	D	WLTS-F
10. WMXZ-F (AC)	67/ 3.9	3.1	3.5	3.6	5.3	3.5	75/1350	1114/11.2	11.1	15.5	B	WMXZ-F
11. WCKW-F (CL AOR)	58/ 3.4	3.6	3.7	3.5	4.6	3.5	113/1962	1179/11.8	12.7	11.5	C	WCKW-F
12. WBOK (G)	52/ 3.0	2.7	3.6	3.5	3.2	3.2	52/612	598/ 6.0	7.6	6.8	B	WBOK
KQLD-F (O)	52/ 3.0	3.9	3.3	3.0	4.2	3.3	61/1199	968/ 9.7	12.4	11.9	C	KQLD-F
14. WRNO-F (AOR)	43/ 2.5	2.5	2.4	3.3	3.3	2.7	65/1268	872/ 8.7	9.5	8.4	C	WRNO-F
15. WYLD (G)	34/ 2.0	3.6	2.3	2.9	2.9	2.7	38/600	502/ 5.0	6.3	6.0	A	WYLD

12+ FM SHARE (METRO): 74.22% (1160 of 1563) (SUM 91: 74.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUE-F>>	1 WQUE-F	1 WQUE-F	1 KMEZ-F	1 KMEZ-F<	1 WWL >	1 WWL >	1 WWL >	1 WWL	1 WQUE-F	1 WWL
2 WYLD-F	2 WYLD-F	2 WYLD-F<	2 WQUE-F	2 WLMG-F	2 WNOE-F	2 WEZB-F<	2 WQUE-F<	2 WQUE-F	2 WYLD-F>	2 WQUE-F<
3 WEZB-F	3 KMEZ-F	3 KMEZ-F	3 WLMG-F<	3 WNOE-F	3 WLMG-F	3 WQUE-F	3 WLMG-F	3 WNOE-F	3 KMEZ-F>	3 WBOK
4	4 WEZB-F	4 WLMG-F<	4 WNOE-F	4 WQUE-F<	4 WBYU >	4 WYLD-F	4 WNOE-F	4 WYLD-F	4 WEZB-F	4 WYLD-F
5	5 WNOE-F	5 WNOE-F	5 WWL	5 WWL	5 KMEZ-F	5 WYLD-F	5 WLMG-F<	5 WNOE-F	5 WNOE-F	5 WNOE-F
6	6 WLMG-F<	6 WWL	6 WYLD-F	6 WYLD-F	6	6 WLMG-F>	6 WLTS-F	6 KMEZ-F	6 WWL	6 KMEZ-F
7	7 WMXZ-F	WEZB-F	7 WEZB-F<	7 WEZB-F	7	7	7 KMEZ-F	7 WEZB-F	7	7
8	8 WCKW-F	8	8 WLTS-F	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUE-F	1 WQUE-F<	1 KMEZ-F	1 WQUE-F	1 KMEZ-F	1 WQUE-F>>	1 WQUE-F>	1 WQUE-F	1 WQUE-F>	1 WWL
2 WYLD-F	2 WYLD-F	2 WYLD-F<	2 WYLD-F	2 WQUE-F<	2 WRNO-F	2 WYLD-F	2 WNOE-F	2 WWL	2 WLMG-F<
3 WEZB-F	3 KMEZ-F<	3 WQUE-F	3 KMEZ-F	3 WYLD-F	3 WYLD-F>	3 WRNO-F	3 WCKW-F	3 WNOE-F	3 WNOE-F
4 WMXZ-F	4 WEZB-F>	4 WLTS-F	4 WLMG-F<	4 WLMG-F	4 WCKW-F>	4 WCKW-F	4 KMEZ-F	4 WLMG-F<	4 WQUE-F
KMEZ-F	5 WLTS-F	5 WEZB-F	5 WEZB-F	5 WNOE-F	5 WWL	5 WNOE-F	5 WLMG-F	5 KMEZ-F<	5 KMEZ-F
6 WLMG-F>	6 WMXZ-F	6 WLMG-F	6 WNOE-F	6 WLTS-F	6 WNOE-F	6 KMEZ-F	6 WYLD-F	6 WYLD-F	6 WCKW-F
7 WNOE-F	7 WLMG-F	7 WNOE-F	7 WMXZ-F	7 WEZB-F<	7 WEZB-F	7 WWL	7 WWL	7 WCKW-F	7 WYLD-F
8	8	8 WMXZ-F>	8 WLTS-F	8 WMXZ-F	8	8	8 WRNO-F	8 WEZB-F	8
9	9	9 WCKW-F	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10 WEZB-F	10	10

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KHOM-F	104.1	Houma	1.5/5.1/	53/ 977
WADU	830	Norco/Kenner	0.3/1.2/	9/ 152
WASO	730	Covington	0.4/1.1/	8/ 136
WNOE	1060	New Orleans	0.6/2.4/	16/ 316
WQUE	1280	New Orleans	0.4/2.3/	9/ 285
WSMB	1350	New Orleans	1.4/4.5/	24/ 454
WYAT	990	New Orleans	0.8/1.3/	14/ 134
WZRH-F	106.1	Picayne	0.6/2.1/	15/ 253
WFMF-F	102.5	Baton Rouge	0.4/1.9/	29/ 636
WKJN-F	103.3	Hammond	0.4/2.5/	65/ 989
WYNK-F	101.5	Baton Rouge	0.3/1.2/	82/1043

NEW ORLEANS

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN, UNIULT, \$ 23.00 (Roslin)	
WBYU, 1450, 1 KW	, NOSTALGIA/EZ	SMN, \$ 31.00 (Roslin)	
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC, \$ NA (Mc-Guild)	New Market
WSMB, 1350, 5 KW (DA-2)	, TALK	ABC, \$ 25.00 (---)	
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS, \$ 23.00 (---)	GHB (Buck)
WWL, 870, 50 KW (DA-1)	, NEWS/TALK	ABC, \$ 118.00 (Katz)	Keymarket
WYAT, 990, 250 W	, OLDIES	CBS, UNISP, \$ 21.00 (Durpetti)	Muniz
WYLD, 940, 10 KW/500 W (DA-2)	, GOSPEL	, \$ 21.00 (HNWH)	Interurban

FM STATIONS

KHOM, 104.1, 100 KW @ 1945, OLDIES	UNISUP, NBC, \$ 25.00 (Torbet)	(HOUMA)
KMEZ, 102.9, 4.7 KW @ 604, BLACK AC	SMN, \$ 26.00 (---)	(BELLE CHASE)
KQLD, 106.7, 100 KW @ 981, OLDIES	ABC, \$ 37.00 (McGuild)	Beasley (PORT SULPHUR)
WKWK, 92.3, 100 KW @ 1945, CLASSIC AOR	SOURCE, \$ 40.00 (Banner)	(LAPLACE)
WEZB, 97.1, 100 KW @ 449, CHR	, \$ 90.00 (MMR)	EZ
WLMG, 101.9, 100 KW @ 830, SOFT AC	, \$ 59.00 (Katz)	Keymarket
WLTS, 105.3, 100 KW @ 902, AC	CBS, \$ 56.00 (Durpetti)	Muniz
WMXZ, 95.7, 100 KW @ 984, AC	, \$ NA (MMR)	Stoner
WNOE, 101.1, 100 KW @ 1004, COUNTRY	ABC, \$ 60.00 (McGuild)	Keymarket
WQUE, 93.3, 93 KW @ 459, BLACK	, \$ 75.00 (Christal)	Clear Channel
WRNO, 99.5, 100 KW @ 1004, AOR	ABC UNIPWR, \$ 44.00 (MMR)	Galloway
WYLD, 98.5, 100 KW @ 361, BLACK	ABC, \$ 60.00 (HNWH)	Interurban

NEW YORK

Arbitron Rank/Pop (12+): 1/14,024,700
 MSA Rank/Pop: 1/15,400,000
 ADI # 1
 Average Person Ratings: 19.2
 Market TSL: 25.50 hours

Stations: 43/41
 Diaries: 5798/2419:1/46.4%
 Sample Target: 4400
 % Below Line: 0.6
 % Not Listed: 11.0
 1991 Revenue: \$334,000,000
 HH Inc.: \$41,370
 Retail \$:113.0 Bil
 Pop per Station: 342,065
 #1 Biller: WINS \$30,000,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WRKS-F (B)	1775/ 6.6	5.6	5.5	5.2	4.8	5.7	1830/21304	20523/14.6	13.5	12.3	I	WRKS-F
2. WLTW-F (SAC)	1378/ 5.1	5.2	5.4	5.8	4.9	5.4	1394/18661	18079/12.9	12.8	12.7	K	WLTW-F
3. WCBS-F (O)	1348/ 5.0	5.0	4.2	4.9	5.1	4.8	1403/18969	18119/12.9	13.5	14.1	K	WCBS-F
4. WXRK-F (CL AOR)	1275/ 4.7	4.5	4.1	3.9	3.8	4.3	1369/22486	20302/14.5	13.4	12.5	J	WXRK-F
5. WBLN-F (B)	1200/ 4.4	4.3	4.9	4.4	4.2	4.5	1232/17400	16752/11.9	11.8	10.9	I	WBLN-F
6. WABC (T)	1128/ 4.2	3.4	3.2	3.3	2.6	3.5	1290/16370	14135/10.1	8.8	8.4	I	WABC
7. WINS (N)	1030/ 3.8	3.7	3.8	4.1	4.3	3.8	1038/22916	22584/16.1	16.7	17.4	K	WINS
8. WPAT-AF (SAC)	1029/ 3.8	4.5	4.3	3.5	4.6	4.0	1099/13632	12833/ 9.2	10.5	10.5	I	WPAT-AF
9. WOR (T)	1016/ 3.8	3.2	4.0	3.3	4.0	3.6	1130/14151	12673/ 9.0	8.2	8.4	J	WOR
10. WHTZ-F (CHR)	981/ 3.6	4.0	3.6	3.3	3.8	3.6	1005/21391	20936/14.9	15.6	15.4	I	WHTZ-F
11. WNEW-F (AOR)	960/ 3.6	3.1	3.7	3.8	4.0	3.5	1125/17288	15516/11.1	10.6	11.7	K	WNEW-F
12. WMXV-F (AC)	925/ 3.4	3.8	4.3	4.2	3.4	3.9	972/16413	15698/11.2	11.2	10.9	K	WMXV-F
13. WQHT-F (CHR)	897/ 3.3	3.6	3.9	4.8	4.2	3.9	916/17417	16781/12.0	11.7	12.0	I	WQHT-F
14. WPLJ-F (CHR)	873/ 3.2	3.1	2.8	2.8	2.3	3.0	905/20385	19153/13.7	14.1	11.6	G	WPLJ-F
15. WCBS (N)	867/ 3.2	3.0	3.4	3.0	3.5	3.2	969/21547	19182/13.7	12.7	14.4	K	WCBS
16. WYNY-F (C)	827/ 3.1	2.8	2.7	2.7	3.5	2.8	891/11282	10212/ 7.3	7.3	8.0	I	WYNY-F
17. WFAN (SPRPTS)	792/ 2.9	3.0	2.4	3.0	3.3	2.8	1007/17283	13977/10.0	9.1	10.2	K	WFAN
18. WQCD-F (J/NAC)	639/ 2.4	2.2	2.3	1.9	2.0	2.2	665/10324	9863/ 7.0	6.1	6.2	H	WQCD-F
19. WSKQ-F (SP)	637/ 2.4	2.7	2.2	2.4	2.0	2.4	640/6209	6160/ 4.4	4.9	4.3	H	WSKQ-F
20. WADO (SP)	454/ 1.7	1.6	1.6	1.9	1.5	1.7	463/5026	4995/ 3.6	3.5	2.8	F	WADO
21. WNEW (BB)	444/ 1.6	2.0	1.9	1.9	2.5	1.9	494/7953	6893/ 4.9	4.9	6.1		WNEW
22. WQXR-AF (CL)	419/ 1.5	1.6	1.9	1.4	1.8	1.6	442/6795	6290/ 4.5	5.3	5.4	F	WQXR-AF
23. WLIB (B/T)	386/ 1.4	1.1	1.3	1.2	1.7	1.3	386/4281	4281/ 3.1	2.7	3.2		WLIB
24. WSKQ (SP)	338/ 1.3	1.2	1.2	1.1	1.2	1.2	339/2967	2935/ 2.1	2.6	2.1		WSKQ
25. WNCN-F (CL)	251/ 0.9	1.2	1.3	1.5	1.1	1.2	256/6210	6009/ 4.3	4.5	4.4		WNCN-F
26. WKDM (SP)	214/ 0.8	0.6	0.8	0.7	0.8	0.7	214/2735	2735/ 2.0	1.7	1.6		WKDM
27. WALK-F (AC)	198/ 0.7	0.9	0.9	1.0	1.0	0.9	203/3534	3264/ 2.3	2.3	2.8	H	WALK-F
28. WBLI-F (CHR)	185/ 0.7	0.8	0.7	0.7	0.7	0.7	194/3505	3273/ 2.3	2.2	2.2	G	WBLI-F
WBAB-F (AOR)	185/ 0.7	0.7	0.8	0.7	0.8	0.7	185/3828	3785/ 2.7	2.4	2.9		WBAB-F
30. WWRL (G)	184/ 0.7	0.7	0.7	0.8	0.8	0.7	184/2272	2272/ 1.6	1.7	1.8		WWRL

12+ FM SHARE (METRO): 69.25% (16625 of 24006) (SUM 91: 68.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRKS-F	1 WRKS-F	1 WRKS-F	1 WRKS-F	1 WRKS-F	1 WRKS-F	1 WRKS-F	1 WRKS-F	1 WRKS-F	1 WRKS-F	1 WRKS-F
2 WHTZ-F	2 WXRK-F	2 WXRK-F	2 WXRK-F	2 WXRK-F	2 WXRK-F	2 WXRK-F	2 WXRK-F	2 WXRK-F	2 WXRK-F	2 WXRK-F
3 WQHT-F	3 WNEW-F	3 WCBS-F	3 WXRK-F	3 WLTW-F	3 WABC	3 WCBS	3 WCBS-F	3 WLTW-F	3 WINS	3 WINS
4 WBLN-F	4 WQHT-F	4 WLTW-F	4 WLTW-F	4 WXRK-F	4 WPAT-AF	4 WRKS-F	4 WABC	4 WLTW-F	4 WFAN	4 WBLN-F
5 WPLJ-F	5 WLTW-F	5 WNEW-F	5 WNEW-F	5 WNEW-F	5 WINS	5 WOR	5 WPAT-AF	5 WNEW-F	5 WQHT-F	5 WRKS-F
6	6 WMXV-F	6 WBLN-F	6 WMXV-F	6 WBLN-F	6 WLTW-F	6 WCBS-F	6 WNEW-F	6 WBLN-F	6 WCBS-F	6 WCBS
7	7 WBLN-F	7 WMXV-F	7 WBLN-F	7 WMXV-F	7 WCBS	7 WABC	7 WMXV-F	7 WPAT-AF	7 WOR	7 WLTW-F
8	8 WHTZ-F	8 WPLJ-F	8 WQCD-F	8 WYNY-F	8 WYNY-F	8 WLTW-F	8 WBLN-F	8 WMXV-F	8 WHTZ-F	8 WCBS-F
9	9 WPLJ-F	9 WHTZ-F	9 WYNY-F	9 WQCD-F	9 WFAN	9 WFAN	9 WXRK-F	9 WHTZ-F	9 WPAT-AF	9 WFAN
10	10 WSKQ-F	10 WQHT-F	10 WPLJ-F	10 WPLJ-F	10 WBLN-F	10 WHTZ-F	10 WHTZ-F	10 WYNY-F	10 WABC	10 WYNY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRKS-F	1 WRKS-F	1 WRKS-F	1 WRKS-F	1 WLTW-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F
2 WPLJ-F	2 WLTW-F	2 WLTW-F	2 WLTW-F	2 WRKS-F	2 WQHT-F	2 WNEW-F	2 WNEW-F	2 WNEW-F	2 WCBS-F
3 WHTZ-F	3 WPLJ-F	3 WMXV-F	3 WMXV-F	3 WCBS-F	3 WRKS-F	3 WRKS-F	3 WRKS-F	3 WRKS-F	3 WNEW-F
4 WQHT-F	4 WMXV-F	4 WPLJ-F	4 WPLJ-F	4 WMXV-F	4 WNEW-F	4 WQHT-F	4 WFAN	4 WCBS-F	4 WFAN
5 WBLN-F	5 WBLN-F	5 WBLN-F	5 WBLN-F	5 WBLN-F	5 WHTZ-F	5 WHTZ-F	5 WQHT-F	5 WFAN	5 WRKS-F
6 WLTW-F	6 WHTZ-F	6 WSKQ-F	6 WCBS-F	6 WPLJ-F	6 WBLN-F	6 WBLN-F	6 WBLN-F	6 WBLN-F	6 WLTW-F
7 WMXV-F	7 WQHT-F	7 WNEW-F	7 WHTZ-F	7 WYNY-F	7 WMXV-F	7 WFAN	7 WMXV-F	7 WQHT-F	7 WBLN-F
8 WNEW-F	8 WNEW-F	8 WYNY-F	8 WXRK-F	8 WSKQ-F	8 WLTW-F	8 WMXV-F	8 WQCD-F	8 WHTZ-F	8 WQCD-F
9 WXRK-F	9 WXRK-F	9 WXRK-F	9 WYNY-F	9 WXRK-F	9 WPLJ-F	9 WLTW-F	9 WCBS-F	9 WYNY-F	9 WYNY-F
10	10 WYNY-F	10 WQCD-F	10 WSKQ-F	10 WQCD-F	10	10 WPLJ-F	10 WLTW-F	10 WMXV-F	10 WMXV-F

NEW YORK

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

WDHA-F	105.5	Dover	0.4/1.4/105/2110
WDRE-F	92.7	Garden City/NY	0.6/2.5/164/3504
WEVD	1050	New York	0.3/1.5/ 83/2182
WFME-F	94.7	Newark	0.5/1.5/156/2551
WGSN	740	Huntington	0.3/0.6/ 91/ 975
WHLI	1100	Hempstead	0.5/0.6/131/ 884
WHUD-F	100.7	Peekskill	0.5/1.1/230/2666
WKJY-F	98.3	Hempstead	0.4/1.1/ 99/1590
WMJC-F	94.3	Smithtown/LngIs	0.3/0.9/ 89/1307
WEZN-F	99.9	Bridgeport	0.3/1.1/174/3407
WKXW-F	101.5	Trenton	0.3/1.7/139/3606

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, Talk	ABC,	\$260.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	, Hispanic	,	\$110.00	(Katz Hisp)	Tichenor
WCBS,	880,	50 KW	, News	CBS,	\$365.00	(CBS)	CBS
WEVD,	1050,	50 KW (DA-1)	, Nostlgia/FS/Ethnic	MBS NBC,	\$ 80.00	(Groskin)	Forward
WFAN,	660,	50 KW	, Sports	NBC UNIPWR,	\$350.00	(HNWH)	Infinity (p)
WINS,	1010,	50 KW (DA-1)	, News	CNN, ABC,	\$405.00	(Group W)	Westinghouse
WKDM,	1380,	5 KW (DA-1)	, Hispanic	CRC, CBS,	\$ 84.00	(Katz Hisp)	United
WLIB,	1190,	10 KW (Days, DA)	, Black News/Talk	SBN,	\$ 88.00	(Mc-Guild)	Inner City
WMCA,	570,	5 KW (DA-1)	, Religion	,	\$ NA	(---)	Salem
WNEW,	1130,	50 KW (DA-N)	, Nostalgia	MBS, NBC,	\$160.00	(Schubert)	Westwood One
WOR,	710,	50 KW (DA-1)	, Talk	ABC, NBC,	\$290.00	(Mc-Guild)	Buckley
WPAT,	930,	5 KW (DA-2)	, SEE WPAT-FM				
WQXR,	1560,	50 KW (DA-2)	, SEE WQXR-FM				
WSKQ,	620,	5 KW (DA-2)	, Hispanic	,	\$110.00	(---)	SBS
WWRL,	1600,	5 KW (DA-2)	, Gospel	MBS NBN,	\$ 45.00	(K & P)	Unity
WWDJ,	970,	5 KW (DA-2)	, Religion	,	\$ 50.00	(---)	Communicom
WZRC,	1480,	5 KW (DA-2)	, AOR	,	\$ NA	(Torbet)	Infinity

FM STATIONS

WBLS,	107.5,	5.4 KW @ 1220	, Black	ABC,	\$300.00	(Mc-Guild)	Inner City
WCBS,	101.1,	6.8 KW @ 1325	, Oldies	CBS,	\$420.00	(CBS)	CBS
WHTZ,	100.3,	7.8 KW @ 1220	, CHR	,	\$300.00	(Christal)	Malrite
WFME,	94.7,	37 KW @ 571	, Religion	,	\$ NA	(---)	Family
WHUD,	100.7,	50 KW @ 500	, EZ/Soft AC	,	\$100.00	(Katz)	(PEEKSKILL)
WLTW,	106.7,	7.8 KW @ 1223	, Soft AC	,	\$440.00	(Katz)	Viacom
WNCN,	104.3,	7.8 KW @ 1220	, Classical	CNN UNISUP,	\$170.00	(CMBS)	GAF
WNEW,	102.7,	7.8 KW @ 1220	, AOR	SOURCE UNIPWR,	\$350.00	(Group W)	Westinghouse
WMXV,	105.1,	7.8 KW @ 1222	, AC	UNIPWR,	\$320.00	(Mc-Guild)	Bonneville
WPAT,	93.1,	5.4 KW @ 1420	, EZ	,	\$230.00	(MMR)	Park
WPLJ,	95.5,	6.7 KW @ 1345	, CHR	,	\$200.00	(Katz)	Cap Cities/ABC
WQCD,	101.9,	5.3 KW @ 1420	, Jazz	UNISUP,	\$270.00	(Christal)	Tribune Co.
WQHT,	97.1,	6.7 KW @ 1338	, CHR	,	\$300.00	(HNWH)	Emmis
WQXR,	96.3,	7.8 KW @ 1223	, Classical	UNISUP,	\$175.00	(MMR)	New York Times
WRKS,	98.7,	7.8 KW @ 1223	, Black	SOURCE UNIPWR,	\$300.00	(Durpetti)	Summit
WSKQ,	97.9,	7.8 KW @ 1224	, Hispanic	,	\$100.00	(---)	SBS
WXRK,	92.3,	7.6 KW @ 1223	, Classic AOR	ABC,	\$400.00	(Torbet)	Infinity
WYNY,	103.5,	6.7 KW @ 1391	, Country	NBC MBS,	\$240.00	(Schubert)	Westwood One

NORFOLK

Arbitron Rank/Pop (12+): 33/1,171,000
 MSA Rank/Pop: 34/1,390,000
 ADI # 38
 Average Person Ratings: 15.8
 Market TSL: 21.25 hours

Stations: 27/26
 Diaries: 1690/693:1/52.1%
 Sample Target: 1450
 % Below Line: 0.4
 % Not Listed: 11.8

1991 Revenue: \$30,600,000
 HH Inc.: \$34,700
 Retail \$: 10.9 Bil
 Pop per Station: 45,038
 #1 Biller: WNOR-F \$4,100,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG		Revenue Level	
		92	92	91	91			92	91				
1. WOWI-F (B)	234/12.6	12.7	9.6	11.4	9.3	11.6	253/2874	2549/21.8	22.3	15.9	D	WOWI-F	
2. WFOG-F (SAC)	145/ 7.8	7.6	7.8	8.7	8.1	8.0	163/2026	1761/15.0	16.4	14.0	D	WFOG-F	
3. WNOR-AF (AOR)	135/ 7.3	7.7	6.5	7.7	8.8	7.3	142/2250	2117/18.1	18.7	19.2	F	WNOR-AF	
4. WCMS-AF (C)	134/ 7.2	6.8	8.1	8.1	9.1	7.5	150/2057	1693/14.5	14.7	17.2	E	WCMS-AF	
5. WGH -F (C)	130/ 7.0	4.5	4.5	3.7	3.1	4.9	166/1994	1505/12.9	10.8	8.0	C	WGH -F	
6. WAFX-F (CL AOR)	101/ 5.4	4.8	4.4	4.7	5.1	4.8	133/2247	1751/15.0	15.2	16.8	E	WAFX-F	
7. WWDE-F (AC)	98/ 5.3	7.9	5.8	6.1	4.7	6.3	103/1782	1648/14.1	15.0	12.5	F	WWDE-F	
8. WJQI-AF (SAC)	95/ 5.1	4.3	5.5	4.3	4.6	4.8	97/1439	1363/11.9	11.0	10.6	C	WJQI-AF	
9. WMXN-F (AC)	88/ 4.7	5.9	6.4	4.0	5.0	5.3	92/1869	1681/14.4	15.5	15.8	B	WMXN-F	
10. WLTY-F (O)	81/ 4.4	4.3	4.6	3.8	4.8	4.3	89/1390	1239/10.6	12.0	13.1	D	WLTY-F	
11. WNVZ-F (CHR)	80/ 4.3	4.0	4.9	5.2	4.3	4.6	87/1934	1748/14.9	16.4	16.7	D	WNVZ-F	
12. WKOC-FF (AOR)	62/ 3.3	2.6	3.8	4.0	4.3	3.4	72/1184	995/ 8.5	6.7	12.6	C	WKOC-FF	
13. WNIS (N/T)	56/ 3.0	3.9	3.1	3.6	3.6	3.4	60/1013	943/ 8.1	7.8	8.2	B	WNIS	
14. WPCE (G)	36/ 1.9	1.7	2.4	3.2	2.1	2.3	36/456	443/ 3.8	5.0	3.8	A	WPCE	
WMYA-F (B/AC)	36/ 1.9	2.2	3.6	3.0	5.0	2.7	52/874	716/ 6.1	6.7	10.6		WMYA-F	
16. WTAR (T)	32/ 1.7	2.0	1.8	2.0	1.7	1.9	35/844	779/ 6.7	6.9	7.4	B	WTAR	
17. WMYK-F (B)	23/ 1.2	1.0	0.8	0.4	0.6	0.9	26/563	480/ 4.1	3.0	1.8		WMYK-F	
18. WBSK (B)	22/ 1.2	2.1	1.2	1.3	2.3	1.5	25/440	405/ 3.5	4.2	5.2	A	WBSK	
19.													
20.													

12+ FM SHARE (METRO): 88.45% (1447 of 1636) (SUM 91: 86.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOWI-F>>	1 WOWI-F	1 WOWI-F>	1 WOWI-F	1 WOWI-F	1 WFOG-F	1 WOWI-F	1 WOWI-F	1 WOWI-F>	1 WOWI-F>>	1 WOWI-F>>
2 WNVZ-F>>	2 WNOR-AF>	2 WNOR-AF	2 WGH -F	2 WGH -F	2 WCMS-AF>	2 WFOG-F	2 WFOG-F	2 WNOR-AF<	2 WGH -F	2 WGH -F
3 WGH -F	3 WAFX-F	3 WGH -F	3 WNOR-AF	3 WCMS-AF<	3 WGH -F	3 WCMS-AF	3 WNOR-AF<	3 WGH -F<	3 WNOR-AF	3 WFOG-F
4	4 WMXN-F	4 WAFX-F	4 WWDE-F	4 WNOR-AF	4 WLTY-F	4 WNOR-AF	4 WCMS-AF>	4 WCMS-AF	4 WAFX-F	4 WNOR-F
5	5 WGH -F	5 WWDE-F<	5 WAFX-F	5 WWDE-F<	5 WWDE-F	5 WWDE-F	5 WGH -F	5 WFOG-F	5 WWDE-F	5 WWDE-F
6	6 WJQI-AF	6 WJQI-AF<	6 WCMS-AF	6 WFOG-F<	6 WNIS	6 WGH -F	6 WMXN-F	6 WJQI-AF<	6 WJQI-AF	6 WCMS-F
7	7 WWDE-F	7 WMXN-F	7 WJQI-AF	7 WJQI-AF	7	7 WJQI-AF<	7 WJQI-AF<	7 WMXN-F	7 WNVZ-F	7 WMYA-F
8	8 WKOC-FF<	8 WCMS-AF	8 WLTY-F<	8 WAFX-F<	8	8 WLTY-F<	8 WWDE-F	8 WWDE-F<	8	8 WLTY-F
9	9 WNVZ-F	9	9 WFOG-F	9 WLTY-F	9	9 WAFX-F	9 WAFX-F	9 WAFX-F	9	9 WAFX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOWI-F>	1 WOWI-F>	1 WOWI-F>	1 WOWI-F>	1 WOWI-F	1 WOWI-F	1 WNOR-AF	1 WNOR-AF>	1 WNOR-AF	1 WNOR-AF
2 WMXN-F>	2 WJQI-AF	2 WJQI-AF	2 WJQI-AF	2 WJQI-AF	2 WNOR-AF>	2 WOWI-F>	2 WOWI-F	2 WOWI-F	2 WOWI-F
3 WJQI-AF	3 WMXN-F	3 WMXN-F	3 WMXN-F	3 WMXN-F<	3 WAFX-F>	3 WAFX-F>	3 WAFX-F	3 WAFX-F	3 WCMS-AF
4 WNOR-AF	4 WNOR-AF	4 WWDE-F	4 WWDE-F	4 WGH -F<	4 WNVZ-F	4 WGH -F	4 WKOC-FF	4 WGH -F>	4 WAFX-F<
5 WNVZ-F	5 WWDE-F	5 WNOR-AF	5 WGH -F	5 WWDE-F	5 WGH -F>>	5 WKOC-FF	5 WGH -F	5 WCMS-AF	5 WGH -F>
6 WWDE-F	6 WNVZ-F	6 WGH -F	6 WFOG-F	6 WCMS-AF	6 WMYK-F	6 WCMS-AF	6 WCMS-AF	6 WKOC-FF	6 WLTY-F
7 WAFX-F>>	7 WGH -F	7 WKOC-FF	7 WNOR-AF	7 WMXN-F	7 WMXN-F	7 WNVZ-F	7 WWDE-F	7 WWDE-F	7 WKOC-FF
8	8 WKOC-FF	8 WNVZ-F	8 WLTY-F	8 WLTY-F	8	8	8 WMXN-F	8	8 WWDE-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WBSK-F 107.7 Windsor/Norfolk	0.5/1.9/ 11/ 243		
WGH 1310 Newport News	0.6/2.3/ 12/ 328		
WMBG 740 Williamsburg	0.3/0.7/ 8/ 105		
WTJZ 1270 Newport News	0.7/2.0/ 24/ 287		
WDCK-F 96.5 Williamsburg	0.4/1.6/ 18/ 392		

NORFOLK

RADIO STATIONS

AM STATIONS

WBSK , 1350, 5 KW/1 KW (DA-2) ,	Black	NBN ABC, \$ 28.00	(Mc-Guild)	Ragan Henry
WNIS , 850, 5 KW/1 KW (DA-2) ,	News/Talk	NBC ABC, \$ 36.00	(MMR)	Sinclair
WPCE , 1400, 1 KW/250 W ,	Gospel	SBN, \$ 23.00	(Mc-Guild)	Willis
WTAR , 790, 5 KW (DA-1) ,	Talk/News	CBS CNN, \$ 29.00	(Katz)	Landmark

FM STATIONS

WAFX , 106.9, 100 KW @ 938 ,	Classic AOR	, \$ 63.00	(CBS)	Radio Ventures
WCHS , 100.5, 50 KW @ 499 ,	Country	ABC, \$ 86.00	(Eastman)	
WFOG , 92.9, 50 KW @ 479 ,	EZ	UNIULT, \$ 64.00	(MMR)	Sunshine Wireless
WGH , 97.3, 74 KW @ 394 ,	Country	ABC, \$ 39.00	(Durpetti)	Susquehanna
WJQI , 94.9, 50 KW @ 499 ,	Soft AC	UNIPWR UNISUP, \$ 46.00	(HNWH)	Coleman
WKOC , 93.7, 100 KW @ 997 ,	AOR	ABC, \$ 32.00	(Durpetti)	Edge (ELIZABETH CITY)
WKOD , 94.1, 50 KW @ 500 ,	AOR	ABC, \$ NA	(Durpetti)	Eure
WLTY , 95.7, 40 KW @ 879 ,	Oldies	, \$ 61.00	(Katz)	Landmark
WMXN , 105.3, 50 KW @ 500 ,	AC	, \$ 38.00	(Katz)	ML/Win
WMYA , 96.1, 50 KW @ 482 ,	Black AC	SMN, \$ 31.00	(Torbet)	Willis (CAPE CHARLES)
WMYK , 92.1, 3.7 KW @ 413 ,	Black	SMN, \$ 25.00	(Torbet)	Willis (MOYOCK)
WNOR , 98.7, 46 KW @ 518 ,	AOR	SOURCE, \$ 95.00	(Mc-Guild)	Saga
WNVZ , 104.5, 50 KW @ 479 ,	CHR	, \$ 63.00	(Banner)	Wilks-Schwartz
WOWI , 102.9, 50 KW @ 469 ,	Black	SBN UNIULT, \$ 58.00	(Mc-Guild)	Ragan Henry
WVOE , 101.3, 50 KW @ 500 ,	AC	CBS, \$ 94.00	(Christal)	Edens

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 52/787,900
 MSA Rank/Pop: 53/978,000
 ADI # 40
 Average Person Ratings: 15.7
 Market TSL: 21.25 hours

Stations: 20/20
 Diaries: 1317/598:1/52.8%
 Sample Target: 1250
 % Below Line: 0.0
 % Not Listed: 10.6

1991 Revenue: \$23,300,000
 HH Inc.: \$26,669
 Retail \$: 7.5 Bil
 Pop per Station: 39,395
 #1 Biller: KXXY-AF \$5,400,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KXXY-AF (C)	233/18.8	17.9	18.0	18.3	18.6	18.3	293/3069	2447/31.1	35.5	31.0	G	KXXY-AF
2. KEBC-F (C)	129/10.4	8.8	7.2	8.0	7.4	8.6	171/2372	1669/21.2	20.9	19.4	C	KEBC-F
3. KJYO-F (CHR)	125/10.1	9.6	10.9	9.9	10.6	10.1	147/2269	1876/23.8	22.4	25.0	C	KJYO-F
4. KTOK (N/T)	109/ 8.8	7.4	6.9	7.6	6.8	7.7	123/1548	1308/16.6	16.0	15.5	D	KTOK
5. KMGL-F (AC)	84/ 6.8	6.3	7.0	6.4	7.0	6.6	106/1617	1251/15.9	14.4	17.1	C	KMGL-F
6. KATT-F (AOR)	79/ 6.4	9.0	7.3	7.7	8.7	7.6	125/1960	1211/15.4	18.2	20.9		KATT-F
7. KR XO-F (CL AOR)	73/ 5.9	6.6	6.1	6.8	6.3	6.3	88/1471	1261/16.0	14.2	14.3	D	KR XO-F
8. WKY (SAC)	53/ 4.3	7.2	6.2	4.4	3.7	5.5	69/957	745/ 9.5	12.1	9.2	B	WKY
9. KOQL-F (AC)	48/ 3.9	5.1	4.3	4.5	5.2	4.4	65/1243	946/12.0	12.0	13.9	C	KOQL-F
10. KOMA-F (O)	42/ 3.4	2.6	2.6	3.7	3.5	3.1	53/1137	806/10.2	6.5	10.8	C	KOMA-F
11. KYIS-F (CHR)	40/ 3.2	2.8	3.8	2.6	3.5	3.1	45/1071	876/11.1	11.7	15.2	B	KYIS-F
12. KNTL-F (REL)	22/ 1.8	2.1	1.4	1.6	1.4	1.7	22/341	333/ 4.2	5.0	4.1	A	KNTL-F
13. KTNT-F (J/NAC)	20/ 1.6	1.3	1.7	1.7	1.2	1.6	22/348	322/ 4.1	4.5	3.9	A	KTNT-F
14. WWLS (SPRTS)	14/ 1.1	0.7	0.8	1.5	1.0	1.0	15/359	283/ 3.6	3.0	2.4		WWLS
15.												

12+ FM SHARE (METRO): 80.94% (896 of 1107) (SUM 91: 79.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KXXY-AF>	1 KXXY-AF>>	1 KXXY-AF>>	1 KXXY-AF>>	1 KXXY-AF<	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-F>>
2 KXXY-AF>	2 KATT-F	2 KEBC-F	2 KEBC-F	2 KEBC-F	2 KTOK	2 KTOK	2 KEBC-F	2 KJYO-F	2 KJYO-F	2 KTOK
3 KEBC-F	3 KJYO-F	3 KJYO-F	3 KR XO-F	3 KR XO-F	3 KEBC-F>	3 KJYO-F	3 KTOK <	3 KJYO-F>	3 KATT-F	3 KEBC-F
4	4 KR XO-F	4 KATT-F<	4 KMGL-F	4 WKY	4 KR XO-F	4 KR XO-F	4 KR XO-F	4 KR XO-F	4 KR XO-F	4 KATT-F>
5	5 KEBC-F	5 KR XO-F	5 KJYO-F	5 KJYO-F	5 KMGL-F	5 KR XO-F	5 KMGL-F>	5 KMGL-F>	5 KTOK >	5 KR XO-F
6	6 KMGL-F	6 KMGL-F>	6 KATT-F	6 KATT-F<	6	6 KMGL-F>	6 KATT-F<	6 KATT-F	6 KMGL-F<	6 KJYO-F
7	7 KYIS-F	7 KOQL-F	7 KOQL-F	7 KTOK	7	7 KATT-F	7 KR XO-F	7 KR XO-F>	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXXY-AF>	1 KXXY-AF>>	1 KXXY-AF>>	1 KXXY-AF>>	1 KXXY-AF>>	1 KATT-F>>	1 KATT-F<	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>
2 KJYO-F>	2 KJYO-F>	2 KR XO-F	2 KMGL-F	2 KEBC-F<	2 KXXY-AF	2 KXXY-AF>	2 KATT-F	2 KATT-F	2 KEBC-F
3 KATT-F	3 KEBC-F	3 KEBC-F	3 KJYO-F	3 KMGL-F>	3 KR XO-F	3 KR XO-F	3 KR XO-F>	3 KEBC-F<	3 KR XO-F
4 KYIS-F	4 KMGL-F	4 KJYO-F	4 KEBC-F>	4 KJYO-F	4 KJYO-F	4 KJYO-F	4 KJYO-F	4 KR XO-F>	4 KATT-F
5 KMGL-F>	5 KR XO-F	5 KMGL-F>	5 KR XO-F	5 KR XO-F	5 KEBC-F>>	5 KEBC-F>	5 KEBC-F>	5 KJYO-F>	5 KTOK
6 KEBC-F	6 KATT-F	6 KYIS-F	6 KATT-F	6	6 KYIS-F	6 KMGL-F	6 KTOK	6 KOQL-F	6 KJYO-F
7 KOQL-F	7 KYIS-F	7 KATT-F	7 KYIS-F	7	7 KNTL-F	7	7 KMGL-F	7 KMGL-F	7 KOQL-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KIRC-F	105.5	Seminola/Shawne	0.3/0.8/	11/ 113
KOMA	1520	Oklahoma City	1.0/4.7/	26/ 756
KPRW	1140	Oklahoma City	0.2/1.5/	2/ 119
KQCV	800	Oklahoma City	1.0/2.5/	13/ 229
KTLY	1220	Midwest Cty/OK	0.5/2.0/	6/ 160

RADIO STATIONS

KOMA	1520	50 KW (DA-N)	Oldies	CBS, \$29.00	(CBS)	Diamond
KPRW	1140	1 KW (DAYS)	AOR	BRN, \$19.00	(Banner)	Surrey
KQCV	800	250 W/500 W	Religion	\$14.00	(---)	Bott
KTOK	1000	5 KW (DA-2)	News/Talk	ABC MBS, \$53.00	(Christal)	Clear Channel
WKY	930	5 KW (DA-N)	EZ	\$24.00	(Torbet)	Gaylord
WWLS	640	1 KW (DA-N)	Sports	CBS, \$18.00	(McGuild)	(MOORE)
KATT-F	100.5	97 KW @ 1191	AOR	SOURCE, \$59.00	(Banner)	Surrey
KEBC-F	94.7	100 KW @ 1387	Country	ABC, \$38.00	(Schubert)	Independence
KJYO-F	102.7	98 KW @ 899	CHR	\$43.00	(Christal)	Clear Channel
KOMA-F	92.5	100 KW @ 899	Oldies	\$37.00	(Torbet)	Wilks-Schwartz
KMGL-F	104.1	99 KW @ 1361	AC	\$44.00	(Eastman)	Renda
KNTL-F	104.9	3.3 KW @ 298	Religion	APR, \$17.00	(---)	CBN (BETHANY)
KOQL-F	101.9	98 KW @ 1387	Oldies	\$36.00	(Katz)	Entercom
KR XO-F	107.7	99 KW @ 991	Classic AOR	\$54.00	(CBS)	Diamond
KTNT-F	97.7	3 KW @ 298	Jazz/NAC	\$22.00	(---)	(EDMOND)
KXXY-F	96.1	98 KW @ 1171	Country	MBS, \$115.00	(Mc-Guild)	NewMarket
KYIS-F	98.9	100 KW @ 1099	CHR	APR, \$30.00	(HNWH)	

Miscellaneous: KPRW: From Business News to AOR simulcasting with KATT-F (Aug) . . . KOMA now simulcasting with KOMA-F . . .

OMAHA

Arbitron Rank/Pop (12+): 74/502,900
 MSA Rank/Pop: 82/623,000
 ADI # 73
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 17/15
 Diaries: 1075/468:1/56.5%
 Sample Target: 980
 % Below Line: 1.6
 % Not Listed: 12.7

1991 Revenue: \$21,000,000
 HH Inc.: \$35,758
 Retail \$: 4.9 Bil
 Pop per Station: 33,526
 #1 Biller: WOW -AF \$3,800,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WOW -F (C)	132/15.4	13.3	11.3	12.6	11.3	13.1	164/1655	1250/24.9	21.3	19.3	E	WOW -F
2. KFAB (FS)	95/11.1	8.2	13.1	14.6	11.6	11.8	157/2307	1383/27.5	24.0	27.5	E	KFAB
3. KEZO-AF (AOR)	91/10.7	8.6	7.8	10.6	10.6	9.4	117/1648	1206/24.0	24.5	21.9	E	KEZO-AF
4. KQKQ-F (CHR)	91/10.6	11.3	12.7	8.6	8.8	10.8	108/1897	1351/26.9	27.8	26.0	D	KQKQ-F
5. KESY-AF (SAC)	65/ 7.6	7.0	8.0	8.8	7.8	7.8	79/1115	882/17.5	17.9	17.5	C	KESY-AF
6. KEFM-F (AC)	53/ 6.2	7.5	9.7	6.9	6.8	7.6	87/1533	980/19.5	19.1	18.3		KEFM-F
7. KGOR-F (O)	46/ 5.4	7.1	7.4	6.0	9.8	6.5	68/1359	937/18.6	21.0	20.9	D	KGOR-F
8. WOW (C)	42/ 4.9	4.6	2.8	4.1	3.9	4.1	118/1252	504/10.0	9.8	10.1		WOW
9. KKAR (T)	39/ 4.6	4.4	3.1	2.9	1.9	3.8	41/650	581/11.6	11.6	8.1	B	KKAR
10. KRRK-F (AOR)	29/ 3.4	4.8	2.7	2.5	2.9	3.4	39/601	511/10.2	11.3	6.5	A	KRRK-F
11. KKCD-F (CL AOR)	25/ 2.9	3.2	3.9	3.1	2.0	3.3	26/499	480/ 9.5	10.8	6.3	B	KKCD-F
12. KXKT-F (CHR)	20/ 2.3	2.7	3.3	4.1	5.1	3.1	33/831	544/10.8	13.4	18.7	B	KXKT-F
13. KFMQ-F (AOR)	9/ 1.1	0.9	0.9	1.0	0.7	1.0	42/959	297/ 5.9	5.9	5.9		KFMQ-F
14.												
15.												

12+ FM SHARE (METRO): 75.00% (561 of 748) (SUM 91: 76.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF	1 WOW -F	1 WOW -F	1 WOW -F>	1 KFAB	1 KFAB	1 WOW -F	1 WOW -F	1 KQKQ-F>	1 KFAB >>
2 KXKT-F	2 WOW -F	2 KEZO-AF>	2 KEZO-AF>	2 KEZO-AF>	2 WOW -F>	2 WOW -F>	2 KEZO-AF>	2 KEZO-AF	2 WOW -F	2 WOW -F>
3 KRRK-F	3 KQKQ-F>	3 KQKQ-F	3 KEFM-F<	3 KEFM-F	3 KESY-AF>	3 KEZO-AF	3 KQKQ-F	3 KQKQ-F	3 KFAB	3 KKAR <
4	4 KEFM-F	4 KEFM-F	4 KGOR-F<	4 KGOR-F<	4 WOW	4 KESY-AF<	4 KESY-AF	4 KFAB	4 KEZO-AF>	4 KQKQ-F
5	5 KRRK-F	5 KGOR-F	5 KQKQ-F	5 KQKQ-F	5 KKAR	5 KQKQ-F	5 KKAR <	5 KESY-AF	5 KESY-AF	5 KEZO-F
6	6 KKCD-F	6 KESY-AF	6 KESY-AF	6 KESY-AF<	6 KGOR-F	6 KEFM-F	6 KFAB	6 KEFM-F<	6	6 KESY-F
7	7	7	7	7 KFAB	7 KEFM-F	7 KGOR-F<	7 KEFM-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KEZO-AF	1 KEZO-AF<	1 KEZO-AF	1 WOW -F>	1 WOW -F>	1 KEZO-AF	1 KEZO-AF>	1 KEZO-AF>	1 KEZO-AF	1 WOW -F<
WOW -F	2 WOW -F	2 WOW -F	2 KQKQ-F	2 KEFM-F	2 WOW -F	2 WOW -F>	2 WOW -F>	2 WOW -F>	2 KEZO-AF>
KQKQ-F>>	KQKQ-F>	KQKQ-F	3 KEZO-AF<	3 KQKQ-F	3 KQKQ-F>	3 KQKQ-F	3 KKCD-F	3 KQKQ-F	3 KKAR
4 KXKT-F	4 KEFM-F>	4 KEFM-F>	4 KEFM-F	4 KGOR-F	4 KRRK-F	4 KRRK-F	4 KRRK-F	4 KGOR-F	4 KGOR-F
KEFM-F	5 KESY-AF	5 KESY-AF	5 KGOR-F	5 KEZO-AF	5 KXKT-F	5 KKCD-F	5 KQKQ-F	5 KEFM-F	5 KEFM-F
6 KRRK-F	6 KGOR-F	6 KGOR-F	6 KESY-AF	6 KESY-AF	6 KGOR-F	6	6	6	6 KFAB <
7	7	7	7	7 KFAB	7	7	7	7	7 KQKQ-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KOIL 1290 Omaha	0.7/4.3/	7/	263	
KZKX-F 96.9 Seward	0.6/3.8/	93/1164		

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, FULL SERVICE	NBC, \$ 70.00 (Christal)	Henry
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, \$ 22.00 (HNWH)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	CBS UNIULT, \$ 20.00 (Banner)	
WOW, 590, 5 KW	, SEE WOW-FM		
KEFM-F, 96.1, 100 KW @ 1440, AC		, \$ 48.00 (McGuild)	
KESY-F, 104.5, 100 KW @ 1087, SOFT AC/EZ		ABC, \$ 34.00 (Durpetti)	Sun Group
KEZO-F, 92.3, 100 KW @ 1210, AOR		, \$ 70.00 (MMR)	Narragansett
KGOR-F, 99.9, 115 KW @ 1230, OLDIES		NBC, UNIPWR, \$ 46.00 (Christal)	Henry
KKCD-F, 105.9, 6 KW @ 328, CLASSIC AOR		, \$ 24.00 (K & P)	
KQKQ-F, 98.5, 100 KW @ 508, CHR		, \$ 59.00 (HNWH)	
KRRK-F, 93.3, 3.6 KW @ 426, AOR		, \$ 19.00 (---)	(BENNINGTON)
KXKT-F, 103.7, 100 KW @ 1246, CHR		, \$ 25.00 (Banner)	(ATLANTIC, IA)
WOW-F, 94.1, 100 KW @ 508, COUNTRY		ABC, \$ 84.00 (Torbet)	Great Empire

ORLANDO

Arbitron Rank/Pop (12+): 42/945,800

Stations: 25/21
Diaries: 1337/707:1/46.3%
Sample Target: 1260
% Below Line: 4.8
% Not Listed: 12.0

1991 Revenue: \$44,100,000
HH Inc.: \$32,809
Retail \$: 10.6 Bil
Pop per Station: 45,038
#1 Biller: WWKA-F \$6,000,000

MSA Rank/Pop: 46/1,070,000
ADI # 25
Average Person Ratings: 16.1
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WWKA-F (C)	164/10.8	10.4	11.2	12.6	13.6	11.3	321/4406	1984/21.0	21.3	20.0	G	WWKA-F
2. WJHM-F (B)	136/ 9.0	8.9	9.5	6.0	7.1	8.4	266/3064	1557/16.5	16.9	14.4	F	WJHM-F
3. WDBO (FS)	119/ 7.8	7.2	7.7	7.5	6.9	7.6	153/1990	1436/15.2	15.7	13.8	D	WDBO
4. WHTQ-F (AOR)	85/ 5.6	6.1	5.0	6.3	5.8	5.8	204/3262	1379/14.6	16.1	13.1	E	WHTQ-F
5. WXXL-F (CHR)	84/ 5.5	4.9	5.3	4.7	3.6	5.1	144/2156	1375/14.5	14.4	13.9	C	WXXL-F
6. WOMX-F (AC)	82/ 5.4	4.8	4.9	4.8	3.5	5.0	132/2610	1531/16.2	16.9	14.5	D	WOMX-F
7. WDIZ-F (AOR)	77/ 5.1	4.1	5.2	4.9	4.2	4.8	142/2683	1493/15.8	15.0	13.6	E	WDIZ-F
8. WMMO-F (AC/AOR)	73/ 4.8	5.9	5.0	6.1	6.8	5.4	86/1432	1174/12.4	11.9	12.8	E	WMMO-F
9. WVRI-F (AC)	71/ 4.7	5.4	4.7	4.9	5.5	4.9	114/2186	1258/13.3	15.0	14.3	F	WVRI-F
10. WOCL-F (O)	71/ 4.7	5.4	4.1	5.6	5.5	4.9	195/2910	1362/14.4	14.1	14.4	G	WOCL-F
11. WMGF-F (SAC)	69/ 4.5	6.4	6.5	4.0	4.3	5.3	134/2035	1082/11.4	12.6	11.3	C	WMGF-F
12. WLOQ-F (J)	59/ 3.9	3.4	3.4	3.1	4.0	3.5	71/1105	830/ 9.3	9.9	8.7	C	WLOQ-F
13. WWNZ (N/T)	53/ 3.5	3.7	3.3	2.7	2.7	3.3	71/1171	968/10.2	9.0	7.2	B	WWNZ
14. WHVE-F (CHR)	38/ 2.5	2.7	9.5	6.0	7.1	5.2	63/1425	817/ 8.6	9.8	14.4	C	WHVE-F

12+ FM SHARE (METRO): 82.49% (1102 of 1336) (SUM 91: 86.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F >>	1 WHTQ-F <	1 WWKA-F	1 WWKA-F >	1 WWKA-F >	1 WWKA-F <	1 WDBO <	1 WWKA-F >	1 WWKA-F	1 WJHM-F >	1 WDBO >>
2 WXXL-F	2 WXXL-F <	2 WJHM-F	2 WMMO-F	2 WMMO-F	2 WDBO >	2 WWKA-F >	2 WDBO <	2 WJHM-F >	2 WWKA-F	2 WJHM-F
3	3 WJHM-F	3 WHTQ-F	3 WDIZ-F <	3 WDIZ-F <	3 WOCL-F	3 WJHM-F >	3 WOMX-F	3 WDBO	3 WDBO	3 WOCL-F
4	4 WDIZ-F	4 WDIZ-F <	4 WOMX-F	4 WOMX-F <	4 WMGF-F	4 WOMX-F	4 WJHM-F	4 WXXL-F <	4 WXXL-F	4 WMGF-F
5	5 WMMO-F	5 WMMO-F <	5 WJHM-F	5 WOCL-F <	5 WWNZ	5 WOCL-F <	5 WMMO-F <	5 WOMX-F <	5 WHTQ-F	5 WWKA-F
6	6 WWKA-F	6 WOMX-F	6 WHTQ-F <	6 WJHM-F <	6	6 WDIZ-F	6 WHTQ-F <	6 WHTQ-F <	6 WMGF-F	6
7	7 WOMX-F	7 WXXL-F	7 WOCL-F	7 WHTQ-F	7	7	7 WVRI-F <	7 WDIZ-F <	7	7
8	8 WVRI-F	8	8	8	8	8	8 WOCL-F <	8 WVRI-F <	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJHM-F >>	1 WJHM-F	1 WWKA-F	1 WJHM-F <	1 WWKA-F >	1 WXXL-F >>	1 WDIZ-F	1 WDIZ-F	1 WDIZ-F	1 WWKA-F
2 WHTQ-F	2 WWKA-F	2 WMMO-F	2 WWKA-F	2 WMGF-F	2 WHTQ-F	2 WXXL-F	2 WMMO-F	2 WWKA-F	2 WDIZ-F
3 WXXL-F	3 WHTQ-F	3 WHTQ-F	3 WOMX-F	3 WOMX-F	3 WJHM-F >	3 WHTQ-F	3 WHTQ-F >	3 WHTQ-F	3 WMMO-F
4 WWKA-F	4 WXXL-F	4 WOMX-F	4 WVRI-F	4 WJHM-F	4 WDIZ-F	4 WMMO-F >	4 WWKA-F	4 WMMO-F	4 WHTQ-F
5 WOMX-F	5 WOMX-F	5 WJHM-F	5 WMGF-F <	5 WVRI-F	5 WVRI-F	5 WWKA-F	5 WLOQ-F	5 WXXL-F	5 WLOQ-F
6 WDIZ-F	6 WVRI-F	6 WXXL-F	6 WHTQ-F	6 WOCL-F	6 WWKA-F	6 WJHM-F	6 WOMX-F	6 WJHM-F	6 WOCL-F
7 WVRI-F	7 WMMO-F	7 WVRI-F >	7 WOCL-F	7 WMMO-F	7 WMMO-F	7 WOMX-F	7 WXXL-F	7 WOMX-F	7 WDBO
8	8	8 WMGF-F	8	8	8	8	8 WDBO	8	8

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
WAJL	1190 Pncstle/Skylke	0.4/1.0/	6/ 91
WGTO	540 Pine Hills/Orl	0.9/2.9/	18/ 339
WHBS	1270 Eatonville/Orl	0.5/0.8/	7/ 73
WHOO	990 Orlando	0.5/0.7/	11/ 167
WONQ	1140 Orlando	1.0/1.3/	15/ 119
WTLN-F	95.3 Apopka/Orlando	1.3/4.8/	36/ 544
WTRR	1400 Sanford/Orlando	0.9/1.6/	35/ 348
WCFB-F	94.5 Daytona Bch/Orl	2.0/5.7/	75/1202
WEZY-F	94.1 Lakeland	1.2/2.6/	97/1077
WGNE-F	98.1 Titusville	0.4/3.3/	54/1042
WPCV-F	97.5 Winter Haven/Lk	1.3/5.1/	116/1535

ORLANDO

RADIO STATIONS

WDBO , 580, 5 KW (DA-N)	, Full Service	ABC, \$ 50.00	(Katz)	NewCity
WWNZ , 740, 50 KW (DA-2)	, News/Talk	CBS MBS, \$ 36.00	(Christal)	Paxson
WDIZ-F, 100.3, 100 KW @ 1187	, AOR	ABC, \$ 91.00	(MMR)	Shamrock-Lynett
WHTQ-F, 96.5, 100 KW @ 1597	, AOR	SOURCE, \$ 69.00	(Schubert)	TK
WJHM-F, 101.9, 28 KW @ 1584	, Black	, \$ 84.00	(HNWH)	Beasley (DYTNA BCH)
WLQF-F, 103.1, 2.7 KW @ 351	, Jazz	, \$ 47.00	(Banner)	
WMGF-F, 107.7, 100 KW @ 1584	, Soft AC	NBC, \$ 55.00	(MMR)	Metroplex
WMMO-F, 98.9, 38 KW @ 492	, AC/AOR	, \$ 78.00	(Eastman)	Granum
WOCL-F, 105.9, 100 KW @ 1581	, Oldies	APR, \$109.00	(Christal)	American (DELAND)
WOMX-F, 105.1, 100 KW @ 1309	, AC/CHR	, \$ 64.00	(Mc-Guild)	Nationwide
WVRI-F, 101.1, 100 KW @ 1597	, AC	, \$100.00	(Banner)	Paxson (COCOA BEACH)
WTLN-F, 95.3, 3 KW @ 298	, Religion	, \$ 17.00	(Keystone)	(APOPKA)
WWKA-F, 92.3, 100 KW @ 1338	, Country	, \$137.00	(Katz)	NewCity
WXXL-F, 106.7, 100 KW @ 387	, CHR	, \$ 47.00	(Durpetti)	Taylor (LEESBURG)
WHVE-F, 104.1, 100 KW @ 1597	, CHR	, \$ 43.00	(Christal)	(COCOA BEACH)

WWLV-F - See Daytona Beach

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,085,500
 MSA Rank/Pop: 4/4,940,000
 ADI # 4
 Average Person Ratings: 19.0
 Market TSL: 24.75 hours

Stations: 33/23
 Diaries: 2648/1543:1/47.8%
 Sample Target: 2720
 % Below Line: 5.2
 % Not Listed: 10.9

1991 Revenue: \$132,100,000
 HH Inc.: \$37,692
 Retail \$: 38.0 Bill
 Pop per Station: 177,630
 #1 Biller: KYW \$16,500,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KYW (N)	561/ 7.2	6.6	8.4	7.6	7.5	7.4	603/13120	11877/29.1	27.1	31.4	J	KYW
2. WYSP-F (AOR)	534/ 6.9	6.5	5.9	6.2	5.9	6.4	712/11864	8511/20.8	18.4	17.8	I	WYSP-F
3. WUSL-F (B)	462/ 6.0	6.9	7.1	6.8	6.8	6.7	573/6907	5473/13.4	13.1	13.7	I	WUSL-F
4. WMMR-F (AOR)	452/ 5.8	5.5	6.2	7.2	6.4	6.2	588/10105	7100/17.4	17.3	17.8	I	WMMR-F
5. WIOQ-F (CHR)	412/ 5.3	4.3	3.5	4.4	4.1	4.4	514/8275	6524/16.0	14.5	16.2	G	WIOQ-F
6. WXTU-F (C)	386/ 5.0	4.9	4.3	4.9	4.7	4.8	544/6616	4501/11.0	11.2	10.9	G	WXTU-F
7. WOGL-F (O)	368/ 4.7	5.1	3.8	4.6	5.0	4.5	477/7477	5825/14.3	14.1	15.2	I	WOGL-F
8. WYXR-F (AC)	367/ 4.7	5.1	4.2	3.8	4.3	4.4	425/8064	6700/16.4	15.2	15.3	G	WYXR-F
9. WWDB-F (T)	364/ 4.7	3.9	4.8	4.7	5.0	4.5	432/5735	4575/11.2	9.9	10.7	G	WWDB-F
10. WEGX-F (CHR)	346/ 4.5	4.6	4.9	4.9	3.7	4.7	414/8372	6743/16.5	18.1	18.1	F	WEGX-F
11. WPEN (BB)	341/ 4.4	6.4	5.5	4.3	6.3	5.2	380/4288	3864/ 9.5	11.1	11.3	G	WPEN
12. WEAZ-F (SAC)	314/ 4.1	5.3	6.0	5.1	5.2	5.1	400/6236	5005/12.3	13.3	13.5	H	WEAZ-F
13. WMGK-F (AC)	310/ 4.0	4.3	3.6	4.2	3.9	4.0	357/5970	5008/12.3	12.2	12.2	H	WMGK-F
14. WIP (SPRPTS)	251/ 3.2	2.8	3.4	4.0	2.7	3.3	333/4829	3814/ 9.3	8.1	8.5	E	WIP
15. WDAS-F (B)	237/ 3.1	3.5	3.4	3.1	3.8	3.3	259/3412	2998/ 7.3	8.0	9.8	F	WDAS-F
16. WFLN-F (CL)	233/ 3.0	2.4	2.9	2.9	2.9	2.8	284/4061	3331/ 8.2	8.2	7.8	F	WFLN-F
17. WKSZ-F (AC)	156/ 2.0	2.1	2.4	2.1	2.6	2.2	180/3375	2768/ 6.8	6.7	8.4	G	WKSZ-F
18. WHAT (B/T)	90/ 1.2	0.9	1.1	1.5	0.6	1.2	90/939	939/ 2.3	2.3	1.7	C	WHAT
19. WDAS (G)	74/ 1.0	0.9	1.0	1.1	1.0	1.0	75/1312	1288/ 3.2	3.2	3.3		WDAS
20.												

12+ FM SHARE (METRO): 76.56% (5288 of 6907) (SUM 91: 75.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F	1 WMMR-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 KYW >	1 KYW	1 WMMR-F	1 KYW <	1 WUSL-F >	1 KYW >>
2 WUSL-F	2 WYSP-F	2 WMMR-F	2 WMMR-F	2 WMMR-F	2 WWDB-F <	2 WYSP-F >	2 WIOQ-F <	2 WMMR-F	2 WIOQ-F <	2 WWDB-F >>
3 WEGX-F >>	3 WUSL-F	3 WUSL-F <	3 WOGL-F	3 WOGL-F	3 WPEN	3 WMMR-F	3 WYSP-F	3 WYSP-F	3 WYXR-F	3 WUSL-F >>
4 WYSP-F	4 WYXR-F <	4 WYXR-F	4 WYXR-F	4 WMGK-F <	4 WXTU-F	4 WPEN	4 WXTU-F <	4 WYSP-F	4 WWDB-F	4 WXTU-F <
5 WYXR-F	5 WEGX-F	5 WOGL-F <	5 WMGK-F	5 KYW	5 WOGL-F	5 WYXR-F	5 WYXR-F	5 WWDB-F <	5 KYW	5 WPEN
6	6 WIOQ-F >	6 WIOQ-F <	6 KYW	6 WYXR-F <	6 WEAZ-F	6 WUSL-F <	6 WEAZ-F <	6 WXTU-F	6 WMMR-F	6 WYXR-F
7	7 WMGK-F	7 WEGX-F <	7 WUSL-F	7 WXTU-F	7 WFLN-F	7 WXTU-F	7 WOGL-F <	7 WUSL-F	7 WYSP-F	7 WYSP-F
8	8 WDAS-F	8 WMGK-F	8 WXTU-F <	8 WUSL-F	8 WYSP-F	8 WYSP-F	8 WYSP-F	8 WYXR-F	8 WOGL-F	8 WFLN-F
9	9 WXTU-F	9 KYW	9 WDAS-F	9 WDAS-F	9 WMGK-F	9 WMGK-F	9 WMGK-F	9 WOGL-F	9 WFLN-F	9
10	10 WOGL-F	10 WXTU-F	10 WEGX-F	10 WEAZ-F	10	10 WOGL-F	10 WEGX-F	10 WEAZ-F	10 WDAS-F	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOQ-F	1 WUSL-F <	1 WYXR-F <	1 WYXR-F	1 WMGK-F	1 WMMR-F <	1 WYSP-F	1 WYSP-F <	1 WYSP-F	1 WYSP-F
2 WUSL-F	2 WYXR-F	2 WMMR-F <	2 WUSL-F	2 WYXR-F	2 WYSP-F >	2 WMMR-F	2 WMMR-F >	2 WMMR-F	2 WMMR-F
3 WEGX-F <	3 WMMR-F	3 WMGK-F	3 WMGK-F	3 WOGL-F	3 WUSL-F	3 WUSL-F	3 WIP	3 WUSL-F	3 WOGL-F
4 WYXR-F >	4 WIOQ-F	4 WUSL-F	4 WYSP-F	4 WEAZ-F <	4 WEGX-F <	4 WEGX-F <	4 WUSL-F	4 WOGL-F <	4 WIP
5 WYSP-F	5 WEGX-F	5 WYSP-F	5 WYSP-F	5 WXTU-F	5 WIOQ-F >	5 WIP	5 WOGL-F	5 WIP <	5 KYW
6 WMMR-F >	6 WYSP-F	6 WDAS-F	6 WOGL-F	6 KYW <	6 WYXR-F	6 WIOQ-F	6 WMGK-F	6 WIOQ-F <	6 WXTU-F
7 WXTU-F	7 WMGK-F	7 WEGX-F	7 WMMR-F	7 WUSL-F	7 WIP	7 WYXR-F	7 WEGX-F <	7 WEGX-F	7 WUSL-F
8 WDAS-F	8 WDAS-F	8 WXTU-F	8 WEGX-F	8 WMMR-F <	8	8 WOGL-F	8 WXTU-F	8 WYXR-F	8 WDAS-F <
9 WEAZ-F	9 WXTU-F	9 WOGL-F	9 WEAZ-F	9 WYSP-F <	9	9 WXTU-F	9 WDAS-F	9 KYW	9 WMGK-F
10 WMGK-F	10 WEAZ-F	10 KYW	10 WXTU-F	10 WDAS-F	10	10 WDAS-F	10 WYXR-F	10 WDAS-F	10 WYXR-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WEAZ	560	Philadelphia	0.9/3.0/	89/1436
WNAP	1110	Norristown	0.9/1.2/	69/ 480
WOGL	1210	Philadelphia	0.9/4.4/	76/2156
WZZD	990	Philadelphia	0.5/1.6/	44/ 707
WABC	770	New York	0.4/0.9/	75/1130
WCHR-F	94.5	Trenton/Phila	0.3/1.3/	46/ 765
WFMZ-F	100.7	Allentown	0.8/1.5/	190/1978
WJBR-F	99.5	Wilmington	0.6/2.6/	132/2281
WKXW-F	101.5	Trenton	0.6/3.0/	94/2425
WOR	710	New York	0.3/0.9/	92/1378
WPST-F	97.5	Trenton/Phily	0.9/4.0/	117/2615
WRDR-F	104.9	Egg Harbor	0.4/1.2/	90/1200
WSTW-F	93.7	Wilmington	0.5/1.9/	138/2210
WZZO-F	95.1	Bethlehem/Alltn	0.4/1.1/	189/2709

PHILADELPHIA

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1) , NEWS	NBC APR, \$ 290.00 (Group W)	Westinghouse
WDAS, 1480, 5 KW/1 KW (DA-2) , GOSPEL	NBN, \$ 41.00 (McGuild)	Unity
WEAZ, 560, 5 KW (DA-2) , EZ	UNISUP, \$ NA (McGuild)	
WHAT, 1340, 1 KW , BLACK TALK	, \$ 43.00 (---)	
WIP , 610, 5 KW (DA-1) , SPORTS	MBS, \$ 80.00 (Katz)	
WGL, 1210, 50 KW , SEE WOGL-FM		
WPEN, 950, 5 KW (DA-N) , NOSTALGIA/FS	UNIULT, \$ 130.00 (MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA) , OLDIES	, \$ NA (Durpetti)	Pyramid
WTEL, 860, 10 KW/500 W (DA-2), HISPANIC	, \$ 28.00 (Katz Hisp.)	Beasley
WZZD, 990, 50 KW/10 KW (DA-2), RELIGION	, \$ 30.00 (---)	Communicom

FM STATIONS

WDAS, 105.3, 3.3 KW @ 869, BLACK	, \$ 78.00 (McGuild)	Unity
WEAZ, 101.1, 14 KW @ 941, SOFT AC/EZ	UNISUP, \$ 180.00 (McGuild)	
WEGX, 106.1, 23 KW @ 741, CHR	ABC, \$ 100.00 (Eastman)	Malrite
WFLN, 95.7, 50 KW @ 499, CLASSICAL	, \$ 104.00 (CMBS)	Marlin
WIOQ, 102.1, 27 KW @ 649, CHR/DANCE	, \$ 130.00 (Christal)	EZ
WKSZ, 100.3, 35 KW @ 600, SOFT AC	, \$ 144.00 (HNWH)	
WMGK, 102.9, 8.5 KW @ 1181, AC	, \$ 170.00 (MMR)	Greater Media
WMMR, 93.3, 29 KW @ 669, AOR	SOURCE UNIPWR, \$ 283.00 (Group W)	Westinghouse
WGL, 98.1, 13 KW @ 1000, OLDIES	CBS, \$ 180.00 (CBS)	CBS
WUSL, 98.9, 18 KW @ 830, BLACK	ABC, \$ 195.00 (Katz)	Tak
WVDB, 96.5, 17 KW @ 866, TALK	ABC, \$ 105.00 (Banner)	Panache
WXTU, 92.5, 16 KW @ 899, COUNTRY	MBS UNIULT, \$ 140.00 (Banner)	Beasley
WYSP, 94.1, 16 KW @ 899, CLASSIC AOR	ABC, \$ 255.00 (Torbet)	Infinity
WYXR, 104.5, 16 KW @ 872, AC	, \$ 110.00 (Durpetti)	Pyramid

WAAF -- SEE WORCESTER

PHOENIX

Arbitron Rank/Pop (12+): 22/1,811,600
MSA Rank/Pop: 19/2,180,000
ADI # 20
Average Person Ratings: 16.2
Market TSL: 21.50 hours

Stations: 27/27
Diaries: 1880/958:1/51.1%
Sample Target: 1780
% Below Line: 0.0
% Not Listed: 9.6

1991 Revenue: \$70,500,000
HH Inc.: \$32,545
Retail \$: 17.5 Bil
Pop per Station: 67,096
#1 Biller: KNIX-AF \$10,900,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KNIX-F (C)	367/12.5	11.7	10.9	11.7	9.1	11.7	478/5203	4247/23.4	24.5	22.3	I	KNIX-F
2. KMLE-F (C)	232/ 7.9	6.3	7.1	7.3	6.4	7.2	274/3517	3032/16.7	14.3	15.3	F	KMLE-F
3. KTAR (N/T)	199/ 6.8	7.5	8.0	9.6	8.6	8.0	209/3378	3251/17.9	19.2	23.2	H	KTAR
4. KUPD-F (AOR)	175/ 6.0	6.9	5.4	6.5	7.1	6.2	202/3048	2660/14.7	16.0	14.7	G	KUPD-F
5. KFYI (T)	163/ 5.5	4.1	3.2	4.3	4.0	4.3	173/1656	1615/ 8.9	8.3	8.8	D	KFYI
6. KKLT-F (SAC)	145/ 4.9	6.4	4.8	5.5	4.6	5.4	151/2174	1989/11.0	13.3	14.1	F	KKLT-F
7. KVRV-F (AC)	133/ 4.5	3.6	3.6	3.1	3.9	3.7	144/2530	2359/13.0	12.3	13.8	C	KVRV-F
8. KPSN-F (O)	124/ 4.2	2.0	1.2	2.3	2.3	2.4	129/2213	2069/11.4	7.1	7.1	E	KPSN-F
9. KDKB-F (AOR)	120/ 4.1	4.1	3.5	3.5	4.2	3.8	131/2578	2390/13.2	12.4	12.4	E	KDKB-F
10. KOY -F (CHR)	119/ 4.0	3.5	3.3	4.3	4.7	3.8	127/2651	2439/13.5	14.3	16.1	D	KOY -F
11. KKFR-F (CHR)	115/ 3.9	3.9	3.6	3.1	4.4	3.6	126/2266	2073/11.4	12.6	13.0	C	KKFR-F
12. KOY (BB)	94/ 3.2	4.2	3.9	3.1	2.8	3.6	106/1596	1371/ 7.6	8.9	7.5	C	KOY
13. KSLX-F (CL AOR)	93/ 3.2	4.1	4.9	4.2	3.6	4.1	99/2310	2209/12.2	12.0	11.7	F	KSLX-F
14. KESZ-F (AC)	84/ 2.9	3.1	3.6	2.9	3.7	3.1	90/1819	1687/ 9.3	8.5	10.3	E	KESZ-F
15. KOOL-F (O)	80/ 2.7	3.6	3.4	2.8	4.5	3.1	83/1813	1714/ 9.5	11.1	10.8	F	KOOL-F
16. KZON-F (AOR)	79/ 2.7	2.0	2.8	2.7	3.1	2.5	87/1328	1236/ 6.8	6.8	9.7	D	KZON-F
17. KZRX-F (AOR)	60/ 2.0	2.0	2.0	1.6	1.9	1.9	76/1151	1025/ 5.7	6.7	4.6	B	KZRX-F
18. KUKQ (AOR)	56/ 1.9	1.8	2.0	1.4	1.4	1.8	57/827	793/ 4.4	4.0	3.2	A	KUKQ
19. KONC-F (CL)	51/ 1.7	1.5	2.2	2.3	2.1	1.9	51/858	845/ 4.7	3.9	4.2	C	KONC-F
20. KOOL (O)	35/ 1.2	1.0	1.1	2.0	1.7	1.3	35/695	650/ 3.6	3.4	4.1		KOOL

12+ FM SHARE (METRO): 74.44% (1977 of 2656) (SUM 91: 70.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KKFR-F	1 KUPD-F<	1 KNIX-F	1 KNIX-F>	1 KNIX-F>	1 KNIX-F	1 KNIX-F	1 KNIX-F>	1 KNIX-F>	1 KNIX-F>	1 KNIX-F>>
2 KOY -F>>	2 KNIX-F	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KTAR >	2 KTAR >	2 KMLE-F	2 KMLE-F>	2 KMLE-F	2 KFYI >>
3 KMLE-F	3 KMLE-F	3 KUPD-F>	3 KUPD-F	3 KUPD-F<	3 KFYI	3 KMLE-F	3 KFYI	3 KTAR <	3 KKFR-F<	3 KTAR >>
4	4 KVRV-F	4 KDKB-F<	4 KDKB-F<	4 KPSN-F	4 KKLT-F<	4 KUPD-F>	4 KUPD-F	4 KKLT-F	4 KFYI	4 KUPD-F
5	5 KDKB-F	5 KVRV-F	5 KPSN-F	5 KDKB-F<	5 KMLE-F<	5 KFYI	5 KKLT-F<	5 KUPD-F<	5 KPSN-F<	KOY
6	6 KSLX-F	6 KPSN-F	6 KKLT-F	6 KKLT-F	6 KOY	6 KKLT-F	6 KTAR	6 KVRV-F	6 KVRV-F<	6 KMLE-F
7	7 KOY -F	7 KSLX-F	7 KSLX-F	7 KFYI	7 KPSN-F	7 KOY -F	7 KVRV-F<	7 KOY -F<	7 KOY -F<	7
8	8	8 KKLT-F	8 KFYI	8 KSLX-F	8	8	8 KDKB-F	8 KPSN-F	8 KUPD-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KVRV-F<	1 KNIX-F	1 KNIX-F>	1 KNIX-F>	1 KNIX-F>	1 KUPD-F>	1 KUPD-F>	1 KUPD-F>	1 KNIX-F<	1 KNIX-F>
2 KNIX-F<	2 KVRV-F	2 KVRV-F	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KUPD-F	2 KMLE-F
3 KOY -F	3 KMLE-F	3 KMLE-F	3 KVRV-F	3 KPSN-F	3 KNIX-F	3 KNIX-F	3 KDKB-F<	3 KMLE-F	3 KUPD-F
4 KMLE-F	4 KUPD-F	4 KDKB-F	4 KPSN-F	4 KKLT-F<	4 KUPD-F	4 KDKB-F	4 KNIX-F	4 KDKB-F	4 KFYI
5 KUPD-F	5 KOY -F	5 KUPD-F	5 KUPD-F	5 KUPD-F	5 KVRV-F	5 KSLX-F	5 KSLX-F	5 KFYI	5 KDKB-F
6 KKFR-F	6 KKFR-F	6 KPSN-F	6 KOY -F	6 KESZ-F	6 KOY -F	6 KZRX-F	6 KKLT-F	6 KSLX-F	6 KSLX-F<
7 KUKQ	7 KDKB-F	7 KZON-F	7 KKLT-F	7	7 KZRX-F	7	7 KFYI	7	7 KTAR
8	8	8	8	8	8 KDKB-F	8	8	8	8
9	9	9	9	9	9 KUKQ	9	9	9	9

OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
KCWW 1580	Tempe/Phoenix	0.7/2.2/ 21/ 435
KISP 1230	Phoenix	0.6/1.3/ 26/ 239
KMEO 740	Phoenix	1.0/3.1/ 29/ 561
KPHX 1480	Phoenix	0.6/1.0/ 19/ 190
KSUN 1400	Phoenix	0.3/0.6/ 12/ 151
KVVA 860	Phoenix	0.7/1.1/ 21/ 216
KXAM 1310	Mesa/Phoenix	0.5/1.8/ 14/ 369

PHOENIX

RADIO STATIONS

AM STATIONS

KFYI	,	910,	5 KW (DA-N)	,	Talk/News		CBS, \$ 50.00	(Durpetti)	Broadcast Group
KLFF	,	1360,	5 KW/1 KW (DA-N),	,	Nostalgia		NBC, \$ 31.00	(---)	
KHEO	,	740,	1 KW/292 W	,	EZ		, \$ NA	(Schubert)	Bonneville
KOOL	,	960,	5 KW (DA-N)	,	SEE KOOL-FM				
KOY	,	550,	5 KW/1 KW	,	Nostalgia	UNISUP UNIULT, \$ 40.00		(Christal)	Edens
KPHX	,	1480,	1 KW/500W (DA-2),	,	Hispanic		, \$ 27.00	(Caballero)	
KSUN	,	1400,	1 KW	,	Hispanic		, \$ 26.00	(Cabellero)	
KTAR	,	620,	5 KW (DA-N)	,	News/Talk	CBS ABC, \$171.00		(CBS)	Pulitzer
KUKQ	,	1060,	5 KW/1 KW (DA-2),	,	AOR		, \$ 25.00	(Banner)	
KVVA	,	860,	1 KW (DA-N)	,	Hispanic		, \$ 25.00	(Lotus)	
KXAM	,	1310,	5 KW/500W (DA-2),	,	Nostalgia		, \$ 20.00	(---)	
KXEG	,	1010,	1 KW/250 W	,	Religion		, \$ 13.00	(---)	Mid-America Gospel

FM STATIONS

KDKB	,	93.3,	100 KW @ 1538	,	AOR		, \$ 73.00	(Torbet)	Sandusky
KESZ	,	99.9,	100 KW @ 1670	,	AC		, \$ 79.00	(Banner)	
KZRX	,	100.3,	90 KW @ 2047	,	AOR	ABC UNIPWR, \$ 36.00		(Roslin)	(GLOBE)
KKFR	,	92.3,	100 KW @ 1647	,	CHR		, \$ 58.00	(Durpetti)	Broadcast Group
KKLT	,	98.7,	115 KW @ 1679	,	Soft AC		, \$ 90.00	(CBS)	Pulitzer
KMLE	,	107.9,	100 KW @ 1000	,	Country		, \$ 95.00	(Eastman)	Shamrock
KZON	,	101.5,	100 KW @ 1738	,	AOR	APR, \$ 60.00		(MHR)	Sundance
KNIX	,	102.5,	98 KW @ 1620	,	Country		, \$218.00	(Katz)	Buck Owens
KONC	,	106.3,	3 KW @ 325	,	Classical	NBC, \$ 40.00		(CHBS)	(SUN CITY)
KOOL	,	94.5,	100 KW @ 1653	,	Oldies	SHN, \$ 96.00		(HNWH)	Adams
KOY	,	95.5,	96 KW @ 1571	,	CHR		, \$ 61.00	(Christal)	Edens
KPSN	,	96.9,	100 KW @ 1558	,	Oldies		, \$ 60.00	(Schubert)	Bonneville
KSLX	,	100.7,	100 KW @ 1840	,	Classic AOR		, \$ 81.00	(Eastman)	Great American
KUPD	,	97.9,	100 KW @ 1620	,	AOR		, \$111.00	(Banner)	
KVRY	,	104.7,	100 KW @ 1548	,	AC		, \$ 62.00	(Mc-Guild)	Nationwide

Miscellaneous: KMXX-F to KZON-F (Aug) . . .

PITTSBURGH

Arbitron Rank/Pop (12+): 20/1,889,000
 MSA Rank/Pop: 22/2,100,000
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 29/29
 Diaries: 1988/950:1/54.1%
 Sample Target: 1940
 % Below Line: 0.0
 % Not Listed: 10.7

1991 Revenue: \$52,000,000
 HH Inc.: \$30,643
 Retail \$: 14.5 Bil
 Pop per Station: 65,137
 #1 Biller: KDKA \$8,200,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KDKA (T/FS)	467/13.8	13.1	12.0	11.3	13.1	12.6	556/7647	6172/32.7	31.5	33.2	H	KDKA
2. WDVE-F (AOR)	346/10.3	10.4	9.7	11.7	11.3	10.5	526/5781	3918/20.7	21.1	22.5	H	WDVE-F
3. WWSW-AF (O)	319/ 9.4	9.3	8.8	8.9	8.3	9.1	401/5966	4343/23.0	23.4	24.0	H	WWSW-AF
4. WDSY-AF (C)	224/ 6.6	7.1	6.3	6.6	5.4	6.7	324/3805	2755/14.1	15.7	12.2	D	WDSY-AF
5. WBZZ-F (CHR)	182/ 5.4	5.9	5.3	4.8	5.9	5.4	228/4860	3835/20.3	19.1	21.0	G	WBZZ-F
6. WTAE (T)	181/ 5.4	4.6	5.6	5.6	6.0	5.3	187/2424	2274/12.0	12.2	15.0	E	WTAE
7. WJAS (BB)	173/ 5.1	4.0	4.2	4.3	3.0	4.4	190/2071	1913/10.1	8.6	8.5	B	WJAS
8. WAMO-F (B)	163/ 4.8	5.0	5.8	5.0	5.0	5.2	185/2407	1997/10.6	9.9	10.9	C	WAMO-F
9. WSHH-F (SAC)	160/ 4.7	5.8	6.1	6.2	6.8	5.7	209/2996	2537/13.4	14.0	15.2	D	WSHH-F
10. WLTJ-F (SAC)	138/ 4.1	4.5	5.2	2.8	4.1	4.2	163/2381	2058/10.9	10.7	10.5	E	WLTJ-F
11. WVTY-F (AC)	127/ 3.8	3.7	4.1	3.6	3.5	3.8	146/2728	2319/12.3	12.6	11.4	D	WVTY-F
WMXP-F (CHR)	127/ 3.8	3.3	4.1	3.7	3.1	3.7	147/3138	2619/13.9	11.7	12.6	C	WMXP-F
13. WRRK-F (AC)	94/ 2.8	3.6	2.9	2.4	3.0	2.9	145/2958	2144/11.3	12.1	11.8	C	WRRK-F
14. KQV (N/T)	78/ 2.3	2.0	2.0	2.0	2.0	2.1	79/1425	1404/ 7.4	7.1	7.0	C	KQV
15.												

12+ FM SHARE (METRO): 65.08% (1961 of 3013) (SUM 91: 68.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F	1 WDVE-F>>	1 WDVE-F>	1 WWSW-AF<	1 WWSW-AF	1 KDKA >	1 KDKA >	1 WDVE-F	1 WDVE-F	1 KDKA >>	1 KDKA >>
2 WMXP-F>	2 WBZZ-F	2 WWSW-AF>	2 WDVE-F>>	2 WDVE-F>	2 WWSW-AF	2 WDVE-F	2 WWSW-AF	2 WWSW-AF	2 WDVE-F>	2 WTAE >>
3 WAMO-F	3 WWSW-AF<	3 WBZZ-F	3 KDKA	3 KDKA	3 WTAE	3 WWSW-AF>	3 KDKA	3 KDKA >	3 WWSW-AF	3 WWSW-F
4 WWSW-AF>	4 WAMO-F<	4 WAMO-F	4 WDSY-AF	4 WDSY-AF	WJAS	4 WDSY-AF<	4 WDSY-AF<	4 WDSY-AF	4 WDSY-AF	4
5 WRRK-F	5 WMXP-F	5 WDSY-AF	5 WAMO-F<	5 WLTJ-F	5 WDSY-AF	5 WTAE	5 WTAE	5 WBZZ-F<	5 WMXP-F	5
WDVE-F	6 WDSY-AF	6 WVTY-F	6 WLTJ-F<	6 WVTY-F	6 WSHH-F>	6 WSHH-F<	6 WSHH-F<	6 WTAE	6 WAMO-F<	6
7	7 WRRK-F	KDKA	7 WBZZ-F<	7 WBZZ-F	7 WMBS	7 WBZZ-F	7 WJAS	7 WJAS	7 WBZZ-F	7
8	8 WVTY-F	8 WLTJ-F<	8 WVTY-F	8 WAMO-F	8	8 WLTJ-F	8 WLTJ-F<	8 WAMO-F	8	8
9	9 WLTJ-F	9 WMXP-F	9 WSHH-F	9 WSHH-F	9	9 WJAS <	9 WBZZ-F	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBZZ-F	1 WDVE-F	1 WWSW-AF	1 WWSW-AF	1 WWSW-AF>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F
2 WDVE-F>	2 WBZZ-F	WDVE-F	2 WDVE-F	2 WLTJ-F	2 WRRK-F>	2 WRRK-F	2 WDSY-AF	2 WWSW-AF>	2 WWSW-AF>
3 WMXP-F	3 WWSW-AF	3 WBZZ-F	3 WBZZ-F	3 WDSY-AF	3 WMXP-F	3 WMXP-F	3 WWSW-AF	3 KDKA	3 KDKA
4 WAMO-F	4 WAMO-F	4 WAMO-F	4 WLTJ-F	WDVE-F<	4 WAMO-F	4 WDSY-AF	4 WMXP-F	4 WRRK-F<	4 WDSY-AF>
5 WVTY-F>	5 WVTY-F<	5 WLTJ-F	WAMO-F	5 WBZZ-F	5 WBZZ-F>	5 WAMO-F<	5 WBZZ-F<	5 WDSY-AF	5 WVTY-F
6 WDSY-AF	6 WMXP-F	6 WDSY-AF	6 WVTY-F	6 KDKA <	6	6 WWSW-AF	6 WRRK-F	6 WAMO-F<	6 WAMO-F
7 WRRK-F	7 WLTJ-F<	WVTY-F	7 WDSY-AF	7 WAMO-F<	7	7 WBZZ-F	7 WAMO-F	7 WMXP-F	7 WTAE
8 WLTJ-F	8 WDSY-AF>	8 WSHH-F	8 WMXP-F<	8 WSHH-F	8	8	8 KDKA	8 WVTY-F	8
9 WWSW-AF	9 WSHH-F	9 WMXP-F>	9 WSHH-F	9 WVTY-F	9	9	9	9 WBZZ-F	9

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WASP 1130	Brownsville	0.3/0.8/	14/ 216
WCVI 1340	Connellsville	0.4/1.2/	14/ 220
WEDO 810	McKeesport	0.3/1.5/	12/ 307
WHJB 620	Greensburg/Ptbg	0.3/1.7/	12/ 383
WJPA 1450	Washington	0.1/0.6/	5/ 119
WJPA-F 95.3	Washington	0.4/1.1/	12/ 201
WKPA 1150	New Kensington	0.3/1.0/	10/ 185
WMBS 590	Uniontown	1.3/2.3/	48/ 479
WORD-F 104.7	Pittsburgh	0.6/2.7/	27/ 634
WPIT 730	Pittsburgh	0.4/1.4/	12/ 297
WPIT-F 101.5	Pittsburgh	0.8/3.7/	34/ 905
WSSZ-F 107.1	Greensburg	0.6/2.0/	19/ 421
WKKS-F 106.7	Beaver Falls	1.2/4.3/	65/1138

PITTSBURGH

RADIO STATIONS

AM STATIONS

KDKA, 1020,	50 KW	,	News/Talk	NBC, \$151.00	(Group W)	Westinghouse
KQV, 1410,	5 KW (DA-2)	,	News	CBS NBC-T, \$ 38.00	(Schubert)	
WDSY, 1080,	50 KW (DAYS, DA)	,	Country	, \$ NA	(Durpetti)	Entercom
WJAS, 1320,	5 KW (DA-N)	,	Nostalgia	UNISUP CNN, \$ 35.00	(Eastman)	
WMBS, 590,	1 KW (DA-N)	,	MOR/Full Service	CBS, \$ 17.00	(Durpetti)	(UNIONTOWN)
WPIT, 730,	5 KW/24 W	,	Religion	, \$ NA	(---)	Pyramid
WTAE, 1250,	5 KW (DA-N)	,	Talk/News	ABC MBS, \$ 64.00	(Katz)	Hearst
WWSW, 970,	5 KW (DA-2)	,	See WWSW-FM			

FM STATIONS

WAMO, 105.9,	72 KW @ 430	,	Black	SBN, \$ 50.00	(HNWH)	Sheridan
WBZZ, 93.7,	41 KW @ 551	,	CHR	, \$115.00	(Banner)	EZ
WDSY, 107.9,	50 KW @ 500	,	Country	UNIPWR, \$ 54.00	(Durpetti)	Entercom
WDVE, 102.5,	55 KW @ 820	,	AOR	SOURCE, \$141.00	(Christal)	Broadcast Alchemy
WLTJ, 92.9,	47 KW @ 889	,	Soft AC	, \$ 60.00	(Torbet)	Frischling
WMXP, 100.7,	17 KW @ 850	,	CHR	ABC, \$ 43.00	(Durpetti)	Signature
WORD, 104.7,	50 KW @ 500	,	Religion	, \$ NA	(---)	
WPIT, 101.5,	48 KW @ 505	,	Religion	, \$ NA	(---)	Pyramid
WRRK, 96.9,	45 KW @ 531	,	AOR	ABC, \$ 45.00	(MMR)	Benns (BRADDOCK)
WSHH, 99.7,	11 KW @ 928	,	Soft AC	UPI UNISUP, \$ 60.00	(Eastman)	Renda
WVTY, 96.1,	50 KW @ 500	,	AC	, \$ 57.00	(Katz)	Hearst
WWSW, 94.5,	50 KW @ 810	,	Oldies	ABC, \$140.00	(Mc-Guild)	Shamrock

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,432,900
 MSA Rank/Pop: 42/1,430,000
 ADI # 27
 Average Person Ratings: 16.0
 Market TSL: 21.50 hours

Stations: 26/24
 Diaries: 1539/931:1/50.5%
 Sample Target: 1580
 % Below Line: 1.0
 % Not Listed: 12.9

1991 Revenue: \$48,300,000
 HH Inc.: \$32,021
 Retail \$: 12.8 Bill
 Pop per Station: 59,704
 #1 Biller: KKCW-F \$7,000,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KUPL-AF (C)	219/ 9.5	9.5	10.4	8.9	9.7	9.6	241/3312	2869/20.2	22.0	17.6	G	KUPL-AF
2. KKRZ-F (CHR)	180/ 7.8	8.4	7.7	8.0	8.9	8.0	192/3077	2791/19.5	20.5	22.4	F	KKRZ-F
3. KWJJ-AF (C)	167/ 7.3	6.7	6.7	5.3	5.9	6.5	191/2946	2346/16.4	15.2	14.5	B	KWJJ-AF
4. KXL (N/T)	162/ 7.0	6.4	6.5	7.3	5.2	6.8	193/2424	2106/14.7	12.0	11.8	E	KXL
5. KEX (FS)	148/ 6.4	10.7	9.0	7.8	6.0	8.5	168/2700	2279/15.9	29.3	13.3	G	KEX
6. KKCW-F (AC)	144/ 6.3	5.8	5.8	6.4	5.5	6.1	155/2519	2266/15.8	15.5	15.2	H	KKCW-F
7. KKSJ-F (O)	135/ 5.9	6.0	5.1	6.4	6.8	5.8	156/2865	2538/17.7	18.1	16.0	E	KKSJ-F
8. KUFO-F (AOR)	133/ 5.8	6.7	4.5	5.7	7.4	5.7	152/2283	2091/14.6	14.3	16.7	D	KUFO-F
9. KINK-F (AOR)	130/ 5.7	5.4	7.5	8.3	6.2	6.7	143/2168	1936/13.5	15.5	14.6	G	KINK-F
10. KXL -F (SAC)	97/ 4.2	3.3	3.5	3.9	3.5	3.7	107/1506	1239/ 8.6	9.5	8.9	D	KXL -F
KGON-F (AOR)	97/ 4.2	3.3	5.9	4.0	3.4	4.3	102/1767	1634/11.4	11.1	12.0	D	KGON-F
12. KKSJ (BB)	88/ 3.8	4.4	3.8	3.9	3.5	4.0	97/1184	1095/ 7.6	8.9	6.6	B	KKSJ
13. KXYQ-F (CHR)	60/ 2.6	3.0	3.6	3.2	3.5	3.1	90/1808	1298/ 9.1	9.7	11.2	B	KXYQ-F
14. KMXI-F (AC)	49/ 2.1	1.7	1.3	1.7	2.0	1.7	54/1205	1092/ 7.6	6.0	8.0	B	KMXI-F
15. KPDQ-F (REL)	33/ 1.4	1.1	1.5	0.9	1.4	1.2	38/576	511/ 3.6	5.1	4.1	B	KPDQ-F
KFXX (SPRTS)	33/ 1.4	1.1	1.0	---	0.5	0.9	33/534	511/ 3.6	2.9	1.4		KFXX
17. KZRC (AOR)	23/ 1.0	0.6	1.8	1.0	0.6	1.1	23/265	265/ 1.8	1.5	1.6	A	KZRC
KDBX-F (?)	23/ 1.0	0.5	0.7	1.1	0.3	0.8	23/233	233/ 1.6	2.0	1.0		KDBX-F

12+ FM SHARE (METRO): 72.41% (1449 of 2001) (SUM 91: 74.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F >>	1 KUFO-F	1 KUPL-AF	1 KUPL-AF <	1 KUPL-AF	1 KXL	1 KEX	1 KUPL-AF >	1 KUPL-AF >	1 KXL	1 KXL >>
2	2 KUPL-AF <	2 KUFO-F <	2 KINK-F	2 KINK-F	2 KUPL-AF	2 KXL	2 KKCW-F <	2 KKRZ-F	2 KKRZ-F	2 KEX <
3	3 KWJJ-AF <	3 KINK-F	3 KKSJ-F <	3 KKCW-F <	3 KEX	3 KUPL-AF	3 KWJJ-AF	3 KWJJ-AF <	3 KWJJ-AF	3 KUPL-F
4	4 KKRZ-F	4 KKCW-F <	4 KKCW-F	4 KKSJ-F	4 KKSJ-F <	4 KKRZ-F <	4 KKRZ-F <	4 KKCW-F	4 KUPL-AF <	4 KUFO-F
5	5 KGON-F	5 KWJJ-AF	5 KUFO-F <	5 KWJJ-AF	5 KKCW-F	5 KKCW-F <	5 KXL	5 KUFO-F	5 KUFO-F	5 KWJJ-F
6	6 KINK-F	6 KKSJ-F	6 KWJJ-AF	6 KUFO-F	6 KWJJ-AF	6 KINK-F	6 KKSJ-F	6 KINK-F	6 KEX	6 KKSJ-F
7	7 KKCW-F	7 KKRZ-F <	7 KKRZ-F	7 KEX	KKSJ <	7 KWJJ-AF <	KEX	7 KKSJ-F <	7 KINK-F	7
8	8 KXYQ-F	8 KGON-F >	KGON-F <	8 KKRZ-F <	8 KXL -F	8 KKSJ-F	8 KINK-F	8 KEX	8	8
9	9 KKSJ-F	9 KEX	9 KEX	9 KGON-F	9 KINK-F	9 KUFO-F <	9 KGON-F <	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUPL-AF >	1 KUPL-AF	1 KUPL-AF <	1 KKCW-F <	1 KKCW-F	1 KUFO-F >	1 KUFO-F >	1 KUFO-F >	1 KUFO-F	1 KKSJ-F <
2 KUFO-F	2 KKRZ-F	2 KKCW-F	2 KUPL-AF >	2 KUPL-AF	2 KGON-F	2 KGON-F	2 KINK-F	2 KGON-F	2 KUPL-AF
3 KKRZ-F	3 KWJJ-AF	3 KKRZ-F	3 KINK-F <	3 KINK-F	3 KWJJ-AF	3 KWJJ-AF	3 KGON-F	3 KWJJ-AF	3 KINK-F
4 KWJJ-AF	KUFO-F	4 KWJJ-AF	4 KKRZ-F	4 KKRZ-F <	4 KKRZ-F >	4 KKRZ-F	4 KUPL-AF	KINK-F	4 KUFO-F
5 KXYQ-F	5 KKCW-F <	KXYQ-F	5 KWJJ-AF	5 KKSJ-F	5 KKCW-F	5 KINK-F <	5 KWJJ-AF	5 KUPL-AF	5 KWJJ-AF
6 KKCW-F	6 KXYQ-F >	6 KUFO-F	6 KXYQ-F	6 KWJJ-AF	6 KBBT >	6 KUPL-AF >	6 KKRZ-F	KKSJ-F >	6 KGON-F
7 KGON-F	7 KINK-F	7 KINK-F >	KKSJ-F <	KXL -F	7 KUPL-AF	7 KKSJ-F	7 KKSJ-F >	7 KEX <	7 KEX
8 KINK-F	8 KGON-F	8 KGON-F	8 KUFO-F	8 KEX <	8	8 KZRC	8 KZRC	8 KKRZ-F	8 KXL
9	9	9	9 KXL -F	9 KXYQ-F	9	9 KKCW-F	KEX	9 KKCW-F	9 KKCW-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KBBT 970 Portland	0.9/2.3/ 21/	334	
KBMS 1480 Vncvr/Portland	0.5/1.2/ 12/	165	
KKEY 1150 Portland	0.5/1.2/ 11/	166	
KWIP 880 Dallas/Salem	0.5/0.6/ 19/	123	
KFAT-F 106.1 Corvallis	0.6/0.8/ 28/	350	
KHPE-F 107.9 Albany	0.4/0.9/ 20/	302	

PORTLAND, OR

RADIO STATIONS

AM STATIONS

KBBT, 970, 5 KW (DA-1)	, AOR	, \$ N/A (Christal)	Henry
KEX, 1190, 50 KW (DA-1)	, FULL SERVICE	ABC, \$ 101.00 (Katz)	Great American
KFXX, 1520, 50 KW/10 KW (DA-1)	, SPORTS	CNN, \$ 26.00 (HNWH)	
KGW, 620, 5 KW (DA-N)	, SEE KINK-FM		
KKSN, 910, 5 KW (DA-2)	, NOSTALGIA UNISP, UNILT	, \$ 35.00 (Christal)	Heritage
KUPL, 1330, 5 KW (DA-1)	, SEE KUPL-F		
KWJJ, 1080, 50 KW/10 KW (DA-N)	, SEE KWJJ-F		
KXL, 750, 50 KW/20 KW (DA-1)	, NEWS/TALK	CBS, \$ 64.00 (McGuild)	Alexander
KZRC, 1010, 5 KW (DAYS)	, AOR	SMN, \$ 22.00 (Torbet)	

FM STATIONS

KGON, 92.3, 100 KW @ 1266	, AOR	, \$ 65.00 (Eastman)	
KINK, 101.9, 100 KW @ 1673	, PROG AOR	, \$ 125.00 (MMR)	
KKCW, 103.3, 90 KW @ 1653	, AC	, \$ 151.00 (Durpetti)	Trumper
KKRZ, 100.3, 95 KW @ 1433	, CHR	ABC, \$ 97.00 (Katz)	Great American
KKSN, 97.1, 100 KW @ 1000	, OLDIES	UNIULT, \$ 70.00 (Christal)	Heritage
KMXI, 106.7, 94 KW @ 846	, AC	ABC, SOURCE, \$ 40.00 (HNWH)	Fairmont
KPDQ, 93.7, 100 KW @ 941	, RELIGION	, \$ 21.00 (---)	
KUFO, 101.1, 100 KW @ 1640	, AOR	, \$ 60.00 (Christal)	Henry
KUPL, 98.5, 100 KW @ 1105	, COUNTRY	APR, \$ 100.00 (Banner)	Scripps-Howard
KWJJ, 99.5, 94 KW @ 869	, COUNTRY	UNISUP, ABC, \$ 40.00 (HNWH)	Park
KXL, 95.5, 100 KW @ 991	, SOFT AC/EZ	UNISUP, \$ 54.00 (McGuild)	Alexander
KXYQ, 105.1, 100 KW @ 1840	, CHR	ABC, \$ 41.00 (Banner)	Van Halen (SALEM)

PROVIDENCE

Arbitron Rank/Pop (12+): 29/1,282,900
 MSA Rank/Pop: 58/918,000
 ADI # 43
 Average Person Ratings: 17.5
 Market TSL: 23.25 hours

Stations: 40/22
 Diaries: 1693/758:1/52.6%
 Sample Target: 1530
 % Below Line: 16.1
 % Not Listed: 12.1

1991 Revenue: \$24,000,000
 HH Inc.: \$34,562
 Retail \$: 6.7 Bill
 Pop per Station: 58,313
 #1 Biller: WHJY-F \$4,200,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WHJY-F (AOR)	223/ 9.9	8.1	8.1	7.9	6.8	8.5	254/3356	2699/21.0	20.4	18.6	F	WHJY-F
2. WPRO-F (CHR)	204/ 9.1	7.7	8.1	8.7	9.3	8.4	215/3953	3626/28.3	26.0	26.1	E	WPRO-F
3. WWLI-F (SAC)	154/ 6.9	6.6	7.4	5.8	6.1	6.7	164/2314	1957/15.3	15.9	14.4	D	WWLI-F
4. WWBB-F (O)	135/ 6.0	6.3	5.8	5.2	5.9	5.8	143/2195	1930/15.0	16.5	16.2	E	WWBB-F
5. WCTK-F (C)	105/ 4.7	4.5	3.7	3.4	3.7	4.1	161/1836	1217/ 9.5	8.8	8.7		WCTK-F
6. WHJJ (N/T)	104/ 4.6	6.0	6.0	6.0	5.7	5.7	104/1270	1270/ 9.9	13.4	14.1	D	WHJJ
7. WSNE-F (AC)	100/ 4.4	4.8	5.3	6.5	4.7	5.3	108/2164	1931/15.1	15.4	15.6	E	WSNE-F
8. WBRU-F (AOR)	90/ 4.0	4.2	2.7	2.2	3.3	3.3	101/1627	1445/11.3	11.0	9.3		WBRU-F
9. WPRO (T)	89/ 4.0	5.1	4.3	5.1	5.4	4.6	91/1706	1629/12.7	15.8	17.4	D	WPRO
10. WLKW (BB/EZ)	83/ 3.7	2.0	3.9	3.2	2.8	3.2	84/922	866/ 6.8	5.2	6.3		WLKW
11. WPLM-F (BB)	81/ 3.6	3.3	2.9	3.8	4.1	3.4	149/1783	1013/ 7.9	7.9	9.0		WPLM-F
12. WWRX-F (CL AOR)	80/ 3.6	3.6	3.9	4.2	4.4	3.8	144/2585	1571/12.2	14.0	13.0		WWRX-F
13. WWKX-F (CHR)	59/ 2.6	3.5	2.1	3.0	3.1	2.8	62/1361	1327/10.3	10.9	10.5		WWKX-F
14. WFHN-F (CHR)	40/ 1.8	2.2	1.9	2.3	1.9	2.0	48/789	656/ 5.1	5.1	3.9		WFHN-F
15. WBSM (T)	36/ 1.6	1.1	1.9	1.7	1.4	1.6	42/447	408/ 3.2	2.5	2.8		WBSM

12+ FM SHARE (METRO): 77.59% (1534 of 1977) (SUM 91: 71.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F >>	1 WHJY-F >	1 WHJY-F	1 WHJY-F	1 WHJY-F	1 WWLI-F	1 WHJY-F	1 WHJY-F	1 WHJY-F	1 WPRO-F	1 WHJJ
2 WWKX-F	2 WPRO-F >	2 WPRO-F >	2 WPRO-F >	2 WPRO-F <	2 WWBB-F <	2 WPRO-F	2 WWLI-F <	2 WPRO-F >	2 WHJY-F >	2 WHJY-F
3 WHJY-F	3 WBRU-F	3 WWBB-F	3 WWBB-F	3 WWBB-F	3 WHJJ	3 WWLI-F	3 WPRO-F	3 WWLI-F	3 WWKX-F	3 WPRO-F <
4	4 WWRX-F	4 WWLI-F	4 WWLI-F <	4 WWLI-F	4 WPRO	4 WPRO	4 WWBB-F	4 WWBB-F <	4 WWBB-F	4 WWBB-F
5	5 WSNE-F >	5 WSNE-F	5 WSNE-F >	5 WSNE-F >	5 WLKW	5 WWBB-F	5 WSNE-F	5 WHJJ	5 WPRO	5 WCTK-F
6	6 WCTK-F	6 WBRU-F	6 WBRU-F <	6 WCTK-F	6 WCTK-F	6 WHJJ	6 WCTK-F	6 WCTK-F	6 WLKW <	6 WWLI-F <
7	7 WWLI-F	7 WWRX-F	7 WWRX-F	7 WBRU-F <	7 WPRO-F	7 WSNE-F	7 WCTK-F	7 WSNE-F	7 WBRU-F <	7 WBZ <
8	8 WWKX-F	8 WCTK-F	8 WCTK-F	8 WWRX-F	8	8 WCTK-F	8 WPRO	8 WBRU-F	8 WHJJ <	8 WPRO

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WPRO-F >	1 WWLI-F	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F
2 WHJY-F >	2 WHJY-F >	2 WHJY-F	2 WWLI-F	2 WPRO-F	2 WPRO-F >>	2 WPRO-F >	2 WPRO-F	2 WPRO-F	2 WWBB-F >
3 WBRU-F	3 WBRU-F	3 WSNE-F	3 WSNE-F	3 WSNE-F >	3 WZOU-F	3 WBRU-F >	3 WBRU-F	3 WBRU-F	3 WPRO-F >
4 WWRX-F	4 WWRX-F <	4 WWLI-F	4 WHJY-F >	4 WWBB-F	4 WZLX-F	4 WWRX-F <	4 WWRX-F	4 WBRU-F	4 WBRU-F
5 WWKX-F	5 WSNE-F	5 WBRU-F	5 WBRU-F <	5 WHJY-F	5 WWKX-F	5 WCTK-F	5 WSNE-F	5 WCTK-F	5 WCTK-F <
6 WSNE-F >	6 WWLI-F	6 WWRX-F	6 WWRX-F <	6 WCTK-F	6 WBRU-F	6 WSNE-F	6 WCTK-F >	6 WWRX-F	6 WWRX-F <
7 WWLI-F	7 WWKX-F	7 WFHN-F	7 WWBB-F	7 WWRX-F	7 WWBB-F	7 WWBB-F	7 WWBB-F	7 WSNE-F	7 WWLI-F
8	8 WFHN-F	8 WCTK-F	8	8	8	8	8	8	8 WSNE-F
9	9	9 WWKX-F	9	9	9	9	9	9	9

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WALE	990	Providence	1.2/2.7/ 28/ 365
WARV	1590	Warwick/Prvdnce	0.5/1.4/ 11/ 185
WNBH	1340	New Bedford	0.4/1.6/ 11/ 238
WNRI	1380	Woonsocket	0.7/1.2/ 15/ 148
WOTB-F	100.3	Middletown/Prov	0.6/1.8/ 13/ 245
WPJB-F	102.7	Naragansett Pier	0.3/0.8/ 7/ 122
WSAR	1480	Fall River	0.4/1.0/ 9/ 131
WWRX	1110	Providence	0.9/3.4/ 21/ 439

WAAF-F	107.3	Worcester/Bstn	1.0/3.5/899/ 0
WBCN-F	104.1	Boston	0.9/3.2/ 68/1162
WBMX-F	98.5	Boston	0.5/3.1/ 45/ 977
WBOS-F	92.9	Brookline/Bstn	0.7/3.1/ 30/ 603
WBZ	1030	Boston	0.7/3.7/ 59/1258
WCAV-F	97.7	Brockton	0.5/1.2/ 31/ 503
WCDJ-F	96.9	Boston	1.1/2.5/ 35/ 476
WCIB-F	101.9	Falmouth/Hyanis	0.4/1.6/ 30/ 521
WCRB-F	102.5	Waltham/Boston	1.0/3.4/ 28/ 519
WFAN	660	New York	0.4/1.9/ 24/ 553
WHDH	850	Boston	0.3/1.6/ 24/ 676
WODS-F	103.3	Boston	1.2/4.8/ 82/1351
WRKO	680	Boston	0.4/1.2/ 43/ 744
WVBF-F	105.7	Framington	0.8/2.3/ 53/ 790
WXKS-F	107.9	Medford/Boston	0.6/3.8/ 85/1357
WZLX-F	100.7	Boston	1.0/3.0/ 55/ 963
WZOU-F	94.5	Boston	1.1/5.5/ 66/1549

PROVIDENCE

RADIO STATIONS

WALE, 990, 50 KW/500 W (DA-2), TALK	, \$ 25.00 (---)	
WWRX, 1110, 5 KW (DAYS) , NEWS/TALK	CBS, \$ 24.00 (Durpetti)	
WHJJ, 920, 5 KW (DA-N) , NEWS/TALK	NBC, \$ 50.00 (Katz)	Merv Griffin
WLKW, 790, 5 KW (DA-2) , EZ	, \$ 22.00 (CMBS)	
WPRO, 630, 5 KW (DA-N) , TALK/NEWS	ABC, \$ 53.00 (Banner)	Capital Cities/ABC
WBRU-F, 95.5, 20 KW @ 440, AOR	APR, \$ 40.00 (MMR)	
WCTK-F, 98.1, 47 KW @ 508, COUNTRY	, \$ 38.00 (Torbet)	Hall (NEW BEDFORD)
WFHN-F, 107.1, 3 KW @ 374, CHR	, \$ 34.00 (Christal)	H & D (FAIRHAVEN, MA)
WHJY-F, 94.1, 50 KW @ 440, AOR	, \$ 93.00 (Katz)	Merv Griffin
WPRO-F, 92.3, 39 KW @ 551, CHR	ABC, \$ 83.00 (Banner)	Capital Cities/ABC
WSNE-F, 93.3, 30 KW @ 612, AC	, \$ 80.00 (Eastman)	Beck-Ross (TAUNTON, MA)
WWBB-F, 101.5, 14 KW @ 940, OLDIES	, \$ 69.00 (McGuild)	Wilks-Schwartz
WWKX-F, 106.3, 1.2 KW @ 194, CHR	UNIPWR, \$ 35.00 (Christal)	
WWLI-F, 105.1, 50 KW @ 500, SOFT AC	, \$ 71.00 (McGuild)	Zimmerman
WWRX-F, 103.7, 50 KW @ 500, CLASSIC AOR	CNN, \$ 46.00 (Durpetti)	

Other Stations - See Boston or New Bedford

RALEIGH

Arbitron Rank/Pop (12+): 61/645,800
 MSA Rank/Pop: 70/707,000
 Average Person Ratings: 15.3
 Market TSL: 20.25 hours

Stations: 26/22
 Diaries: 1136/569:1/50.3%
 Sample Target: 1050
 % Below Line: 3.4
 % Not Listed: 21.5

1991 Revenue: \$26,300,000
 HH Inc.: \$34,902
 Retail \$: 6.4 Bil
 Pop per Station: 29,354
 #1 Biller: WRDU-F \$5,250,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WQOK-F (B)	96/ 9.7	10.1	9.8	10.2	10.1	9.9	202/2273	1133/17.5	16.4	16.5	D	WQOK-F
2. WDCG-F (CHR)	84/ 8.5	6.0	7.0	5.8	7.7	6.8	155/2444	1330/20.6	17.5	19.7	D	WDCG-F
3. WPTF (FS)	77/ 7.8	8.0	9.1	7.5	9.4	8.1	121/1640	1142/17.7	16.2	17.5	D	WPTF
4. WQDR-F (C)	69/ 7.0	8.6	8.4	6.2	5.5	7.6	194/2525	1047/16.2	16.1	12.3	E	WQDR-F
5. WRDU-F (AOR)	61/ 6.2	8.2	9.3	7.2	8.1	7.7	128/1852	1137/17.6	18.3	19.2	G	WRDU-F
6. WRAL-F (AC)	56/ 5.7	5.7	7.0	8.1	9.2	6.6	113/2448	1264/19.6	17.7	21.1	E	WRAL-F
7. WTRG-F (O)	52/ 5.3	7.4	3.1	5.3	3.9	5.3	127/1749	829/12.8	15.7	13.7	D	WTRG-F
8. WYLT-F (SAC)	42/ 4.2	3.1	4.5	5.3	4.0	4.3	66/1267	779/12.1	9.8	11.9	C	WYLT-F
9. WZZU-F (CL AOR)	36/ 3.6	4.7	2.3	3.8	3.7	3.6	67/1371	860/13.3	14.9	12.1	C	WZZU-F
10. WFXC-F (B)	34/ 3.4	3.4	4.1	4.5	5.3	3.8	45/758	569/ 8.8	9.1	9.1	B	WFXC-F
11. WKIX (BB)	24/ 2.4	1.7	2.8	1.9	1.0	2.2	30/454	343/ 5.3	4.0	3.4	A	WKIX
12. WPCM-F (C)	17/ 1.7	1.8	3.2	1.6	3.1	2.1	106/1512	474/ 7.3	6.1	6.8	A	WPCM-F
13. WLLC (B/G)	16/ 1.6	2.0	1.7	2.6	2.1	2.0	20/341	260/ 4.0	4.0	5.3	A	WLLC
14. WNND-F (J/NAC)	15/ 1.5	1.9	2.3	1.5	2.1	1.8	15/287	272/ 4.2	6.1	6.4	B	WNND-F
15. WDNC (BB)	14/ 1.4	0.9	2.1	1.2	1.6	1.4	15/471	361/ 5.6	4.3	4.5	B	WDNC

12+ FM SHARE (METRO): 78.09% (606 of 776) (SUM 91: 79.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F	1 WQOK-F	1 WQOK-F	1 WTRG-F	1 WTRG-F	1 WPTF	1 WPTF	1 WPTF	1 WQOK-F	1 WQOK-F	1 WQOK-F
2 WQOK-F	2 WDCG-F	2 WDCG-F	2 WQOK-F	2 WQOK-F	2 WQDR-F	2 WDCG-F	2 WQOK-F	2 WDCG-F	2 WDCG-F	2 WDCG-F
3	3 WRDU-F	3 WRDU-F	3 WRAL-F	3 WRAL-F	3 WTRG-F	3 WQDR-F	3 WDCG-F	3 WQDR-F	3 WRDU-F	3 WPTF
4	4 WZZU-F	4 WTRG-F	4 WRDU-F	4 WQDR-F	4 WRAL-F	4 WQOK-F	4 WQDR-F	4 WPTF	4 WQDR-F	4 WQDR-F
5	5 WRAL-F	5 WRAL-F	5 WDCG-F	5 WRDU-F	5 WYLT-F	5 WRDU-F	5 WRAL-F	5 WRDU-F	5 WZZU-F	5 WRDU-F
6	6 WQDR-F	6 WQDR-F	6 WQDR-F	6 WPTF	6 WKIX	6 WRAL-F	6 WRDU-F	6 WRAL-F	6 WFXC-F	6 WYLT-F
7	7 WFXC-F	7 WZZU-F	7 WPTF	7 WDCG-F	7	7 WTRG-F	7 WYLT-F	7 WTRG-F	7 WRAL-F	7
8	8	8	8 WYLT-F	8 WYLT-F	8	8 WYLT-F	8 WTRG-F	8 WYLT-F	8 WYLT-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQOK-F	1 WQOK-F	1 WQOK-F	1 WQOK-F	1 WRAL-F	1 WQOK-F	1 WRDU-F	1 WRDU-F	1 WRDU-F	1 WTRG-F
2 WDCG-F	2 WDCG-F	2 WRDU-F	2 WDCG-F	2 WQOK-F	2 WDCG-F	2 WDCG-F	2 WDCG-F	2 WQOK-F	2 WPTF
3 WRDU-F	3 WRDU-F	3 WRAL-F	3 WRAL-F	3 WQDR-F	3 WRDU-F	3 WQOK-F	3 WZZU-F	3 WTRG-F	3 WRDU-F
4 WRAL-F	4 WRAL-F	4 WDCG-F	4 WRDU-F	4 WDCG-F	4 WZZU-F	4 WZZU-F	4 WTRG-F	4 WDCG-F	4 WQOK-F
5 WPCM-F	5 WZZU-F	5 WQDR-F	5 WYLT-F	5 WYLT-F	5 WFXC-F	5 WPTF	5 WQOK-F	5 WZZU-F	5 WQDR-F
6	6 WQDR-F	6 WQDR-F	6 WYLT-F	6 WTRG-F	6 WYLT-F	6 WFXC-F	6 WPTF	6 WPTF	6 WDCG-F
7	7	7 WFXC-F	7 WTRG-F	7 WFXC-F	7 WRAL-F	7 WQDR-F	7 WQDR-F	7 WQDR-F	7 WZZU-F
8	8	8 WYLT-F	8 WFXC-F	8	8 WQDR-F	8	8	8	8

OTHER RATED STATIONS METRO CUME TSA SHARE/RTG/AQH/CUME

WAUG 750 New Hope/Raleig	0.8/1.8/ 13/ 163
WCLY 1550 Raleigh	0.9/2.0/ 9/ 127
WFXK-F 104.3 Tarboro/Raleigh	1.2/3.1/ 26/ 600
WHLQ-AF 102.5 Louisburg	0.5/1.8/ 8/ 164
WKTC-F 96.9 Tarboro/Rcky Mt	1.1/3.4/ 77/1002
WPJL 1240 Raleigh	1.2/1.7/ 12/ 134
WSRC 1410 Durham	0.9/1.7/ 9/ 113
WJMH-F 102.1 Reidsville	0.6/4.2/ 49/ 777
WKRR-F 92.3 Asheboro/Grnbro	0.6/3.2/ 37/ 623
WQMG-F 97.1 Greensboro	0.5/2.1/ 37/ 522

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), NOSTALGIA	CBS, \$ 20.00 (Christal)
WKIX, 850, 10 KW/5 KW (DA-2), NOSTALGIA	UNISUP HBS, \$ 17.00 (CBS)
WLLC, 570, 500 W/55 W, BLACK/GOSPEL	SBN, \$ 16.00 (---)
WPTF, 680, 50 KW (DA-N), FULL SERVICE	ABC,CNN, \$ 55.00 (McGuild)
WDCG-F, 105.1, 100 KW @ 1525, CHR	ABC, \$ 49.00 (Christal)
WFXC-F, 107.1, 1.2 KW @ 505, BLACK	\$ 29.00 (Eastman)
WNND-F, 103.9, 3 KW @ 298, JAZZ/NAC	\$ 25.00 (Banner)
WQDR-F, 94.7, 99 KW @ 1128, COUNTRY	ABC, UNILT, \$ 75.00 (McGuild)
WQOK-F, 97.5, 100 KW @ 981, BLACK	ABC, \$ 50.00 (Durpetti)
WRAL-F, 101.5, 100 KW @ 1889, AC	\$ 90.00 (Katz)
WRDU-F, 106.1, 100 KW @ 1348, AOR	SOURCE, \$ 118.00 (MMR)
WTRG-F, 100.7, 100 KW @ 1968, OLDIES	NBC CBS, \$ 55.00 (HNWH)
WYLT-F, 96.1, 100 KW @ 984, SOFT AC	UNISUP, UNIPWR, \$ 42.00 (CBS)
WZZU-F, 93.9, 100 KW @ 1269, CLASSIC AOR	ABC, \$ 32.00 (Torbet)
	Universal/Alchemy
	Voyager (WILSON)
	Joyner (ROCKY MOUNT)
	Universal/Alchemy
	Village (BURLINGTON)

RICHMOND

Arbitron Rank/Pop (12+): 55/736,100

Stations: 22/21
Diaries: 1269/850:1/54.6%
Sample Target: 1160
% Below Line: 1.3
% Not Listed: 10.6

1991 Revenue: \$28,700,000
HH Inc.: \$36,708
Retail \$: 7.3 Bil
Pop per Station: 35,052
#1 Biller: WRVA \$4,400,000

MSA Rank/Pop: 61/861,000
ADI # 60
Average Person Ratings: 16.3
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WRVA (FS)	144/12.0	11.6	12.5	12.2	10.5	12.1	163/1703	1543/21.0	21.4	20.5	F	WRVA
2. WKHK-F (C)	139/11.6	14.0	10.8	10.7	10.5	11.8	155/1668	1497/20.3	22.2	21.1	E	WKHK-F
3. WCDX-F (B)	121/10.1	8.4	11.7	10.7	11.4	10.2	131/1470	1344/18.3	17.0	16.4	D	WCDX-F
4. WPLZ-F (B)	103/ 8.6	6.7	7.5	6.1	8.1	7.2	113/1435	1265/17.2	14.0	14.3	C	WPLZ-F
5. WRXL-F (AOR)	89/ 7.4	7.3	6.8	6.4	9.3	7.0	95/1494	1355/18.4	16.9	21.9	F	WRXL-F
6. WMBX-F (AC)	88/ 7.3	7.1	5.9	5.4	6.2	6.4	109/1736	1468/19.9	19.6	15.4	E	WMBX-F
7. WTVR-F (SAC)	87/ 7.2	6.0	7.9	6.9	6.5	7.0	98/1233	1062/14.4	13.5	13.4	C	WTVR-F
8. WRVQ-F (CHR)	83/ 6.9	7.4	6.5	9.3	9.0	7.5	98/1689	1365/18.5	20.6	23.4	F	WRVQ-F
9. WDCK-F (O)	60/ 5.0	5.0	4.5	4.0	3.2	4.6	71/1278	1097/14.9	14.4	13.4	B	WDCK-F
10. WVG0-F (CL AOR)	51/ 4.2	4.8	5.0	4.3	3.7	4.6	55/959	851/11.6	12.5	12.2	C	WVG0-F

12+ FM SHARE (METRO): 79.63% (856 of 1075) (SUM 91: 78.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F	1 WRXL-F<	1 WCDX-F	1 WKHK-F	1 WKHK-F	1 WRVA >	1 WRVA >	1 WKHK-F	1 WKHK-F>	1 WCDX-F<	1 WCDX-F<
WCDX-F>>	2 WCDX-F>	2 WKHK-F<	2 WCDX-F	2 WCDX-F<	2 WKHK-F	2 WKHK-F	2 WTVR-F<	2 WRVA	2 WRVA	2 WRVA >>
3 WPLZ-F	3 WPLZ-F	3 WPLZ-F<	3 WPLZ-F	3 WMBX-F	3 WTVR-F>	3 WCDX-F	3 WRVA	3 WCDX-F<	3 WPLZ-F>	3 WPLZ-F>>
4	4 WMBX-F	4 WRXL-F	WMBX-F	4 WPLZ-F	4 WDCK-F	4 WMBX-F	4 WRXL-F	4 WRXL-F<	4 WRXL-F	4 WDCK-F<
5	5 WRVQ-F	5 WMBX-F	5 WRXL-F	5 WRXL-F	5 WPLZ-F	5 WPLZ-F<	5 WRXL-F<	5 WMBX-F	WRVQ-F	5 WKHK-F
6	6 WKHK-F	6 WRVQ-F	6 WDCK-F	6 WDCK-F	6 WMBX-F	6 WMBX-F	6 WCDX-F	6 WPLZ-F	6 WKHK-F>	6
7	7 WVG0-F	7 WDCK-F	7 WVG0-F	7 WRVA	7	7 WRXL-F<	7 WRVQ-F	7 WTVR-F	7	7
8	8	8 WVG0-F	WRVQ-F	8 WRVQ-F	8	8 WTVR-F	8	8 WRVQ-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPLZ-F	1 WCDX-F	1 WCDX-F<	1 WPLZ-F<	1 WMBX-F	1 WCDX-F	1 WRXL-F>	1 WRXL-F>	1 WRXL-F	1 WKHK-F
WCDX-F	2 WPLZ-F	2 WMBX-F>	2 WMBX-F<	2 WPLZ-F<	2 WRXL-F	2 WCDX-F>	2 WCDX-F>	2 WCDX-F<	2 WRXL-F
3 WRXL-F	3 WMBX-F	3 WPLZ-F	3 WCDX-F	3 WCDX-F<	3 WPLZ-F	3 WVG0-F	3 WVG0-F>	3 WKHK-F	3 WCDX-F
4 WRVQ-F	4 WRXL-F	4 WRVQ-F	4 WKHK-F	4 WKHK-F	4 WMBX-F	4 WPLZ-F	4 WPLZ-F	4 WPLZ-F	4 WDCK-F
5 WKHK-F>	WRVQ-F	5 WVG0-F	5 WRVQ-F>	5 WRVQ-F	5 WRVQ-F>	5 WMBX-F	WKHK-F	5 WVG0-F	5 WPLZ-F
6 WMBX-F	6 WKHK-F>	6 WRXL-F	6 WRXL-F	6 WRVA	6 WVG0-F	6 WRVQ-F	6 WRVQ-F	6 WMBX-F	6 WVG0-F
7	7 WVG0-F	WKHK-F	7	WDCK-F	7 WKHK-F	7 WKHK-F	WMBX-F	WDCK-F	7 WRVA
8	8	8	8	8	8	8	8	8	8 WMBX-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WCLM 1450 Highland/Rchmd	0.3/1.0/ 4/ 72		
WDYL-F 92.1 Chester/Richmd	0.8/3.2/ 12/ 284		
WFTH 1590 Richmond	1.1/1.8/ 13/ 136		
WGCV 1240 Petersburg	1.1/2.1/ 13/ 165		
WGGM 820 Chester/Richmd	0.3/1.1/ 4/ 81		
WLEE 1320 Richmond	1.3/2.5/ 16/ 181		
WRBN 1540 Richmond	0.5/1.2/ 6/ 90		
WRNL 910 Richmond	0.3/1.7/ 5/ 141		
WSVS-F 104.7 Crewe/Richmond	0.7/3.0/ 45/ 543		
WTVR 1380 Richmond	0.7/2.7/ 9/ 223		
WXGI 950 Richmond	0.5/3.1/ 7/ 281		
WAFX-F 106.9 Suffolk/Norfolk	1.3/5.0/ 41/ 660		

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN, \$ 15.00 (---)	
WFTH, 1590, 5 KW (DAYS)	, GOSPEL	UNIULT, \$ 14.00 (---)	
WLEE, 1320, 5 KW (DAYS)	, TALK	ABC NBC, \$ 16.00 (---)	
WRNL, 910, 5 KW (DA-N)	, OLDIES	, \$ NA (Katz)	Capitol-Goodman
WRVA, 1140, 50 KW (DA-1)	, FULL SERVICE	CBS, \$ 94.00 (Christal)	Clear Channel
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC, \$ 20.00 (MMR)	Park
WXGI, 950, 5 KW/50 W	, COUNTRY	NBC, \$ 15.00 (---)	
WCDX-F, 92.7, 2.4 KW @ 367,	BLACK	, \$ 55.00 (MHR)	Sinclair (MECHANICSVILLE)
WDYL-F, 92.1, 3 KW @ 298,	RELIGION	CNN, \$ 16.00 (---)	(CHESTER)
WKHK-F, 95.3, 13 KW @ 449,	COUNTRY	UNIULT, \$ 75.00 (Banner)	(COLONIAL HGTS)
WMBX-F, 103.7, 20 KW @ 840,	AC	APR, \$ 72.00 (Banner)	Radio Ventures
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	UNIPWR, \$ 43.00 (McGuild)	
WRVQ-F, 94.5, 200 KW @ 351,	CHR	ABC, \$ 90.00 (Christal)	Clear Channel
WRXL-F, 102.1, 140 KW @ 321,	AOR	, \$ 99.00 (Katz)	Capitol-Goodman
WTVR-F, 98.1, 50 KW @ 840,	EZ/SOFT AC	ABC, \$ 41.00 (MHR)	Park
WVG0-F, 106.5, 8 KW @ 1233,	CLASSIC AOR	, \$ 32.00 (Torbet)	Benchmark

WDCK, WAFX -- See Norfolk

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 28/1,297,500

Stations: 42/14
Diaries: 1396/929.1/44.5%
Sample Target: 1420
% Below Line: 49.2
% Not Listed: 13.3

1991 Revenue: \$18,000,000
HH Inc.: \$36,090
Retail \$: 16.9 Bill
Pop per Station: 92,678
#1 Biller: KFRG-F \$4,500,000

MSA Rank/Pop: 11/2,440,000
Los Angeles ADI
Average Person Ratings: 17.7
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KFRG-F (C)	254/11.0	8.3	9.6	11.5	10.1	10.1	340/3616	2764/21.3	18.5	18.6	F	KFRG-F
2. KGGI-F (CHR)	193/ 8.4	8.9	8.7	9.1	7.3	8.8	291/3557	2474/19.1	18.9	17.3	E	KGGI-F
3. KFI (T)	156/ 6.8	6.0	5.1	5.5	5.8	5.8	236/2981	2036/15.7	12.9	12.6		KFI
4. KCAL-F (AOR)	112/ 4.9	3.5	4.5	2.8	3.1	3.9	123/1867	1516/11.7	8.7	8.2	D	KCAL-F
5. KLOS-F (AOR)	106/ 4.6	5.3	6.1	6.1	4.4	5.5	161/2576	1689/13.0	13.2	11.8		KLOS-F
6. KOST-F (AC)	78/ 3.4	4.6	4.9	5.2	4.5	4.5	130/2457	1405/10.8	12.4	13.5		KOST-F
7. KRTH-F (O)	69/ 3.0	3.3	3.2	3.7	3.4	3.3	104/2280	1427/11.0	11.6	11.4		KRTH-F
8. KNX (N)	68/ 3.0	1.8	1.8	2.7	2.1	2.3	96/1905	1261/ 9.7	8.3	7.4		KNX
9. KKBT-F (B)	66/ 2.9	2.4	1.6	1.7	2.1	2.2	94/1139	739/ 5.7	5.3	5.3		KKBT-F
10. KIIS-F (CHR)	53/ 2.3	3.7	3.0	3.2	3.3	3.0	104/2399	1497/11.5	13.7	13.2		KIIS-F
11. KHTX-F (O)	51/ 2.2	3.2	2.7	4.7	3.4	3.2	67/1389	1095/ 8.4	6.7	9.6	C	KHTX-F
12. KWRP-F (SAC)	50/ 2.2	1.4	2.0	1.0	1.2	1.6	50/392	392/ 3.0	2.4	2.1		KWRP-F
13. KQLZ-F (AOR)	47/ 2.0	4.0	3.5	2.8	2.1	3.1	71/1635	1104/ 8.5	9.9	7.2		KQLZ-F
14. KCKC-AF (C)	46/ 2.0	2.3	3.3	3.8	3.1	2.8	50/838	777/ 6.0	5.6	7.1	B	KCKC-AF
15. KPWR-F (CHR)	44/ 1.9	1.5	1.4	0.9	0.6	1.4	54/1049	789/ 6.1	5.3	3.4		KPWR-F
16. KROQ-F (AOR)	43/ 1.9	1.9	2.0	2.1	2.9	2.0	84/1260	828/ 6.4	6.1	5.2		KROQ-F
17. KBIG-F (AC)	43/ 1.9	1.7	2.3	1.4	2.4	1.8	51/1173	812/ 3.6	6.0	7.9		KBIG-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 76.55% (1528 of 1996) (SUM 91: 72.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F >>	1 KGGI-F	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >>	1 KFRG-F	1 KFRG-F >	1 KFRG-F >	1 KFRG-F	1 KGGI-F >	1 KFRG-F
2 KIIS-F	2 KCAL-F <	2 KGGI-F	2 KGGI-F	2 KGGI-F <	2 KFI >>	2 KLOS-F	2 KGGI-F <	2 KGGI-F	2 KFRG-F	2 KFI
3 KQLZ-F	3 KFRG-F	3 KCAL-F	3 KCAL-F	3 KCAL-F <	3 KNX >	3 KFI >	3 KFI >	3 KFI	3 KROQ-F	3 KNX >>
4	4 KLOS-F >	4 KLOS-F	4 KLOS-F	4 KFI <	4 KWRP-F	4 KGGI-F	4 KCAL-F >	4 KCAL-F	4 KFI	4 KRSO <
5	5 KOST-F	5 KFI >	5 KFI >	5 KLOS-F >	5 KGGI-F	5 KCAL-F	5	5 KLOS-F	5 KCAL-F	5 KABC
6	6 KPWR-F	6 KOST-F	6 KOST-F	6 KOST-F <	6	6 KNX	6	6	6	6 KGGI-F <
7	7	7 KRTH-F	7 KRTH-F	7 KRTH-F	7	7	7	7	7	7 KFWB
8	8	8 KKBT-F	8 KKBT-F	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGI-F >>	1 KGGI-F	1 KFRG-F	1 KFRG-F >	1 KFRG-F >	1 KGGI-F	1 KCAL-F	1 KCAL-F	1 KCAL-F <	1 KFRG-F >
2 KKBT-F	2 KFRG-F >	2 KGGI-F	2 KGGI-F >	2 KGGI-F	2 KPWR-F	2 KLOS-F	2 KLOS-F >	2 KFRG-F	2 KCAL-F
3 KFRG-F	3 KOST-F >	3 KOST-F >	3 KOST-F >	3 KOST-F >	3 KCAL-F >	3 KGGI-F	3 KFRG-F	3 KLOS-F	3 KLOS-F
4 KIIS-F	4 KKBT-F	4 KRTH-F	4 KKBT-F	4 KFI	4 KLOS-F	4 KFRG-F	4 KGGI-F	4 KGGI-F	4 KFI >
5 KROQ-F	5 KLOS-F	5 KCAL-F	5 KRTH-F	5 KRTH-F	5 KQLZ-F	5 KPWR-F >	5 KFI <	5 KFI >	5 KGGI-F >
6 KOST-F	6 KROQ-F	6 KLOS-F	6 KCAL-F	6 KCAL-F	6 KFRG-F	6 KKBT-F	6 KKBT-F	6 KRTH-F	6 KRTH-F
7 KLOS-F	7 KRTH-F	7	7 KLOS-F	7	7 KROQ-F	7 KFI	7	7	7 KKBT-F
8 KQLZ-F	KCAL-F	8	8	8	8 KIIS-F	8 KQLZ-F	8	8	8
KLVE-F									

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KCAL	1410	Redlands	1.0/2.3/ 25/ 334
KDIF	1440	Riverside/SB	1.2/2.9/ 28/ 375
KHSJ	1320	Hemet	0.3/1.0/ 8/ 131
KMEN	1290	San Bernardino	0.4/1.2/ 11/ 183
KOLA-F	99.9	San Bernardino	1.3/5.5/ 32/ 805
KQLH-F	92.7	Riverside	1.2/3.1/ 27/ 422
KRSO	590	San Bernardino	1.4/3.3/ 33/ 501
KABC	790	Los Angeles	1.3/3.8/ 45/ 859
KBRT	740	Avalon	0.5/1.5/ 15/ 280
KCBS-F	93.1	Los Angeles	1.6/5.8/ 48/1016
KFWB	980	Los Angeles	0.7/5.2/ 38/1135
KIKF-F	94.3	Garden Grove/LA	0.4/0.6/ 9/ 84
KKGO-F	105.1	Los Angeles	0.7/3.0/ 24/ 599
KLAC	570	Los Angeles	1.0/2.1/ 24/ 295
KLIT-F	101.9	Glendale/LA	1.1/2.7/ 32/ 562
KLSX-F	97.1	Los Angeles	1.7/6.4/ 69/1305
KLVE-F	107.5	Los Angeles	1.7/4.1/ 54/ 669
KMPC	710	Los Angeles	0.3/1.4/ 12/ 285
KTNO	1020	Los Angeles	0.7/1.8/ 20/ 325
KTWV-F	94.7	Los Angeles	1.7/4.3/ 73/ 817
KWVE-F	107.9	San Clemente	0.4/0.9/ 11/ 212
KYSR-F	98.7	Los Angeles	0.3/1.7/ 12/ 402
KZLA-F	93.9	Los Angeles	1.2/3.8/ 38/ 638
XTRA	690	Tijuana/SnDiego	0.5/1.3/ 14/ 309

RIVERSIDE-SAN BERNARDINO

RADIO STATIONS

KCAL, 1410, 5 KW/4 KW (DA-N), HISPANIC	, \$ 26.00 (Lotus)	
KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY	ABC, \$ 35.00 (HNWH)	All Pro
KDIF, 1440, 1 KW, HISPANIC	UPI, \$ 20.00 (Katz Hisp.)	
KMEN, 1290, 5 KW (DA-2), SPORTS	SMN, \$ 17.00 (McGuild)	American
KRSO, 590, 1 KW (DA-2), NOSTALGIA	NBC, UNISUP, \$ 23.00 (Katz)	Henry
KCKC-F, 103.9, 38 W @ 2539, COUNTRY	, \$ 25.00 (HNWH)	All Pro
KCAL-F, 96.7, 1.8 KW @ 377, AOR	, \$ 50.00 (Torbet)	Anaheim
KFRG-F, 95.1, 50 KW @ 321, COUNTRY	ABC, \$ 91.00 (MMR)	Amaturo
KGGI-F, 99.1, 2.6 KW @ 1843, CHR	ABC, \$ 70.00 (McGuild)	American
KHTX-F, 97.5, 68 KW @ 1571, OLDIES	, \$ 45.00 (Katz)	Henry
KOLA-F, 99.9, 31 KW @ 1630, OLDIES	ABC, \$ 35.00 (Banner)	
KQLH-F, 92.7, 3 KW @ 299, AC	MBS, \$ 30.00 (Banner)	
KWRP-F, 96.1, 60 W @ 1522, EZ	CBS, \$ 25.00 (---)	

Miscellaneous: KBON-F to KCKC-F and from Oldies to Country (Sep) . . .

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 96/367,200

Stations: 18/16
Diaries: 951/386:1/53.8%
Sample Target: 850
% Below Line: 2.9
% Not Listed: 14.8

1991 Revenue: \$12,700,000
HH Inc.: \$31,409
Retail \$: 3.4 Bil
Pop per Station: 22,950
#1 Biller: WXLK-F \$2,900,000

MSA Rank/Pop: 192/380,000 (Roanoke only)
ADI # 65
Average Person Ratings: 16.9
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WYYD-F (C)	108/17.4	18.8	14.8	11.8	12.1	15.7	167/1758	1083/29.5	31.4	22.3	D	WYYD-F
2. WXLK-F (CHR)	75/12.1	14.0	14.1	13.3	16.1	13.4	153/2318	1056/28.6	28.9	33.6	D	WXLK-F
3. WPVR-F (SAC)	64/10.3	8.3	9.7	10.7	10.3	9.8	105/1301	702/19.1	17.2	16.4	C	WPVR-F
4. WROV-F (AOR)	48/ 7.7	8.6	8.0	8.5	7.7	8.2	91/1107	592/16.1	15.3	13.7	C	WROV-F
5. WSLQ-F (AC)	45/ 7.2	4.7	8.5	9.7	10.3	7.5	115/1730	683/18.6	15.0	22.1	C	WSLQ-F
6. WJLM-F (C)	33/ 5.3	6.0	5.1	5.9	3.4	5.6	41/532	419/11.4	11.2	8.4	B	WJLM-F
7. WJJS-F (B)	29/ 4.7	5.3	5.9	1.0	1.3	4.2	34/323	276/ 7.5	8.1	3.4	A	WJJS-F
8. WVLR-FF (SAC)	27/ 4.3	0.8	0.5	1.7	1.5	1.8	38/521	275/ 7.5	5.2	5.2		WVLR-FF
9. WFIR (FS)	24/ 3.9	4.6	5.1	5.4	5.9	4.8	27/388	299/ 8.1	11.1	10.7	B	WFIR
10. WSLC (C/FS)	22/ 3.5	3.9	2.6	2.9	2.4	3.2	23/351	290/ 7.9	5.4	6.6		WSLC
11. WJMH-F (B)	14/ 2.3	1.1	1.1	1.2	2.0	1.4	42/701	164/ 4.5	3.5	5.2		WJMH-F
12. WGOL-F (O)	10/ 1.6	1.7	2.3	3.6	2.6	2.3	10/187	187/ 5.1	5.8	5.1	A	WGOL-F
WLVA (AC)	10/ 1.6	---	0.9	0.3	---	0.7	10/114	114/ 3.1	0.0	0.0		WLVA
14. WROV (AC)	8/ 1.3	0.9	0.8	1.0	1.6	1.0	8/171	171/ 4.7	3.6	5.1		WROV

12+ FM SHARE (METRO): 86.39% (457 of 529) (SUM 91: 82.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F>>	1 WYYD-F<	1 WYYD-F	1 WYYD-F>	1 WYYD-F>	1 WYYD-F>	1 WYYD-F>	1 WYYD-F>	1 WYYD-F>	1 WYYD-F>	1 WYYD-F>
2 WJMH-F	2 WXLK-F	2 WXLK-F	2 WSLQ-F	2 WSLQ-F<	2 WPVR-F>	2 WXLK-F>	2 WXLK-F>	2 WXLK-F>	2 WXLK-F>	2 WPVR-F
3 WVLR-FF	3 WROV-F>	3 WROV-F	WROV-F	3 WPVR-F<	3 WSLQ-F	3 WPVR-F	3 WPVR-F	3 WPVR-F	3 WPVR-F	3 WSLQ-F
WJJS-F	4 WVLR-FF	4 WSLQ-F>	4 WXLK-F	4 WXLK-F	4 WXLK-F	4 WROV-F	4 WROV-F	4 WROV-F	4 WROV-F	4 WFIR
5	5 WSLQ-F	5 WPVR-F	5 WPVR-F>	5 WROV-F>	5 WSLC	5 WSLQ-F	5 WSLQ-F	5 WSLQ-F>	5 WSLQ-F>	5 WJJS-F
6	6 WJLM-F	6 WVLR-FF	6 WVLR-FF	6 WVLR-FF	6 WROV-F	6 WJLM-F>	6 WJLM-F>	6 WJLM-F	6 WROV-F>	6
7	7 WJJS-F	7 WJLM-F	7	7	7	7	7	7	7 WSLQ-F>	7
8	8 WPVR-F	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXLK-F	1 WXLK-F	1 WXLK-F>	1 WXLK-F	1 WYYD-F	1 WROV-F	1 WROV-F	1 WYYD-F	1 WROV-F	1 WYYD-F
2 WYYD-F	2 WYYD-F	2 WYYD-F>	2 WYYD-F	2 WXLK-F	2 WXLK-F	2 WYYD-F>	2 WYYD-F>	2 WYYD-F>	2 WROV-F>
WJLM-F>	3 WJLM-F	3 WSLQ-F	3 WSLQ-F>	3 WSLQ-F	3 WYYD-F	3 WXLK-F	3 WVLR-FF>	3 WSLQ-F	3 WSLQ-F
4 WVLR-FF	4 WSLQ-F	4 WPVR-F>	4 WPVR-F	4 WPVR-F>	4	4 WVLR-FF>	4 WXLK-F	4 WXLK-F	4 WPVR-F>
5 WSLQ-F	5 WPVR-F	5 WJLM-F	5 WJLM-F>	5 WJLM-F	5	5 WSLQ-F>	5 WSLQ-F	5 WFIR	5 WXLK-F
WROV-F	6 WVLR-FF	6 WVLR-FF	6 WROV-F	6 WROV-F	6	6 WJJS-F	6 WJJS-F	6 WVLR-FF	6 WFIR
WJJS-F>	7 WROV-F	7 WROV-F	7 WVLR-FF	7	7	7	7	7	7
	WJJS-F	WJJS-F				WFIR	WFIR	WPVR-F	7 WVLR-FF

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WLLL 930 Lynchburg	0.5/1.2/ 3/ 45
WTOY 1480 Salem/Roanoke	0.8/2.8/ 5/ 102
WQOK-F 97.5 S.Boston/Ralgh.	0.6/2.7/ 21/ 456

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	FULL SERVICE	CBS, \$ 20.00 (Christal)	Gibbons
WJJS, 1320, 1 KW/24 W	BLACK	ABC, UNISUP, \$ 15.00 (K & P)	(LYNCHBURG)
WROV, 1240, 1 KW	OLDIES	SMN, ABC, \$ 13.00 (HNWH)	Weil
WSLC, 610, 5 KW/1 KW (DA-2),	COUNTRY/FS	NBC, \$ 18.00 (Katz)	Mel Wheeler
WJLM-F, 93.5, 6 KW @ 98,	COUNTRY	MBS, UNIULT, \$ 21.00 (Torbet)	(SALEM)
WGOL-F, 98.3, 3.9 KW @ 239,	OLDIES	UNISUP, UNIULT, \$ 18.00 (Roslin)	(LYNCHBURG)
WLYK-F, 100.1, .7 KW @ 646,	CHR	UNIPWR, \$ 13.00 (McGuild)	Coleman (LYNCHBURG)
WPVR-F, 94.9, 100 KW @ 1981,	EZ/SOFT AC	\$ 32.00 (Christal)	Gibbons
WROV-F, 96.3, 14 KW @ 2076,	AOR	ABC, \$ 38.00 (HNWH)	Weil (MARTINSVILLE)
WSLQ-F, 99.1, 200 KW @ 1991,	AC	ABC, \$ 37.00 (Katz)	Mel Wheeler
WXLK-F, 92.3, 93 KW @ 2050,	CHR	UNIPWR, \$ 63.00 (McGuild)	Coleman
WJJS-F, 101.7, 3.4 KW @ 289,	BLACK	SMN, ABC, \$ 11.00 (K & P)	(LYNCHBURG)
WYYD-F, 107.9, 21 KW @ 1768,	COUNTRY	MBS, \$ 45.00 (McGuild)	(AMHURST)
WVLR-F, 102.7, 22 KW @ 745,	SOFT AC	\$ 13.00 (Savalli)	(LYNCHBURG)

Miscellaneous: WZST-F to WVLR-F (Apr) . . .

ROCHESTER

Arbitron Rank/Pop (12+): 46/830,000
 MSA Rank/Pop: 51/996,000
 ADI # 72
 Average Person Ratings: 16.4
 Market TSL: 21.50 hours

Stations: 17/12
 Diaries: 1325/626:1/54.7%
 Sample Target: 1260
 % Below Line: 3.1
 % Not Listed: 15.8

1991 Revenue: \$23,800,000
 HH Inc.: \$36,263
 Retail \$: 7.9 Bil
 Pop per Station: 69,166
 #1 Biller: WCMF-F \$5,300,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WCMF-F (AOR)	208/15.3	16.3	14.8	16.2	19.2	15.6	248/2781	2385/28.7	29.5	32.4	G	WCMF-F
2. WHAM (FS)	163/12.0	13.5	13.0	15.2	11.7	13.4	190/2422	2164/26.1	27.7	24.1	E	WHAM
3. WBEE-F (C)	143/10.5	13.2	11.2	10.3	11.8	11.3	193/2171	1718/20.7	22.2	19.2	D	WBEE-F
4. WPXY-AF (CHR)	128/ 9.4	8.3	10.5	9.9	9.7	9.5	137/2163	2038/24.6	27.1	27.4	D	WPXY-AF
5. WKLX-F (O)	90/ 6.6	4.6	4.6	6.1	6.5	5.5	106/1862	1616/19.5	14.2	17.6	C	WKLX-F
6. WVOR-F (AC)	85/ 6.2	7.1	7.0	6.9	5.9	6.8	95/1659	1523/18.3	18.3	17.3	E	WVOR-F
7. WRMM-F (SAC)	84/ 6.2	6.5	---	7.2	6.0	5.0	91/1778	1612/19.4	18.8	19.1	D	WRMM-F
8. WDKX-F (B)	69/ 5.1	5.5	4.6	5.4	5.2	5.2	70/928	914/11.0	11.0	9.9	B	WDKX-F
9. WBBF (BB)	51/ 3.7	3.8	4.3	3.9	3.5	3.9	51/554	554/ 6.7	8.0	7.7	A	WBBF
10. WRQI-F (CL AOR)	49/ 3.6	2.2	4.7	2.1	2.4	3.1	55/1164	1036/12.5	9.5	8.2	B	WRQI-F
11. WMAX-F (AOR/AC)	35/ 2.6	2.2	---	---	---	1.2	35/607	607/ 7.3	5.5	0.0		WMAX-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 80.38% (922 of 1147) (SUM 91: 81.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-AF >>	1 WCMF-F >>	1 WCMF-F >>	1 WCMF-F >	1 WCMF-F	1 WHAM >	1 WCMF-F	1 WCMF-F	1 WCMF-F	1 WCMF-F	1 WHAM >
2 WCMF-F	2 WPXY-AF >	2 WPXY-AF	2 WBEE-F	2 WBEE-F	2 WBEE-F >	2 WHAM >	2 WHAM	2 WHAM	2 WPXY-AF >	2 WCMF-F
3	3 WBEE-F	3 WBEE-F	3 WKLX-F <	3 WKLX-F	3 WKLX-F	3 WBEE-F	3 WBEE-F	3 WBEE-F	3 WHAM >	3 WDKX-F >
4	4 WDKX-F	4 WKLX-F	4 WVOR-F	4 WVOR-F <	4 WVOR-F	4 WPXY-AF	4 WPXY-AF <	4 WPXY-AF >	4 WBEE-F	4 WBEE-F
5	5 WRQI-F <	5 WVOR-F	5 WHAM	5 WHAM	5 WBBF <	5 WVOR-F	5 WKLX-F	5 WVOR-F <	5 WRMM-F	5
6	6 WRMM-F	6 WRMM-F <	6 WPXY-AF	6 WRMM-F <	6 WRMM-F	6 WRMM-F <	6 WRMM-F	6 WRMM-F	6 WDKX-F	6
7	7 WMAX-F	7 WDKX-F <	7 WRMM-F	7 WPXY-AF	7	7 WKLX-F >	7 WVOR-F >	7 WKLX-F >	7	7
8	8 WKLX-F	8 WHAM	8 WRQI-F	8 WRQI-F	8	8	8	8	8	8
9	9	9 WRQI-F	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCMF-F <	1 WCMF-F <	1 WCMF-F	1 WPXY-AF <	1 WBEE-F >	1 WCMF-F >>	1 WCMF-F >>	1 WCMF-F >	1 WCMF-F >>	1 WCMF-F >
2 WPXY-AF >>	2 WPXY-AF >	WBEE-F	2 WCMF-F	2 WVOR-F <	2 WPXY-AF	2 WPXY-AF	2 WRQI-F	2 WHAM	2 WHAM
3 WDKX-F >	3 WDKX-F <	3 WPXY-AF	3 WBEE-F	3 WRMM-F	3 WDKX-F >	WBEE-F	3 WBEE-F	3 WKLX-F <	3 WBEE-F <
4 WRMM-F >	4 WBEE-F	4 WRMM-F	4 WRMM-F <	4 WPXY-AF <	4 WBEE-F >	4 WRQI-F	4 WMAX-F >	4 WBEE-F	4 WKLX-F
5 WKLX-F	5 WRMM-F >	5 WDKX-F	5 WVOR-F	5 WCMF-F	5 WKLX-F	5 WDKX-F	5 WHAM >	5 WPXY-AF <	5 WVOR-F <
6 WBEE-F	6 WVOR-F	6 WVOR-F	6 WDKX-F	6 WKLX-F >	6	6 WMAX-F	6 WPXY-AF	6 WRQI-F	6 WRQI-F >
7	7 WRQI-F	7 WRQI-F >	7 WKLX-F	7 WDKX-F	7	7	7 WKLX-F	7 WVOR-F	7 WMAX-F
8	8	8 WMAX-F	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WGRF-F 96.9 Buffalo	0.5/0.9/ 19/ 238		
WMJQ-F 102.5 Buffalo	0.8/2.7/ 24/ 563		
WNTQ-F 93.1 Syracuse	0.4/1.5/ 23/ 280		
WNUC-F 107.7 Weathersfld/Bf1	0.7/2.5/ 35/ 423		
WYLF 850 Penn Yan	0.6/1.6/ 13/ 255		

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	NOSTALGIA	UNIULT, \$ 25.00 (Katz)	Heritage
WHAM, 1180, 50 KW	FULL SERVICE	CBS, NBC-T, \$ 58.00 (McGuild)	Lincoln
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	UNIULT, \$ 64.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 449,	AOR	\$ 106.00 (Torbet)	Stoner
WDKX-F, 103.9, .8 KW @ 541,	BLACK	\$ 30.00 (Williams)	
WKLX-F, 98.9, 37 KW @ 564,	OLDIES	\$ 51.00 (Durpetti)	
WPXY-F, 97.9, 50 KW @ 400,	CHR	\$ 68.00 (HMR)	Pyramid
WRQI-F, 95.1, 50 KW @ 496,	CL AOR	\$ 28.00 (HNWH)	(BRISTOL)
WRMM-F, 101.3, 27 KW @ 195,	SOFT AC	\$ 55.00 (Christal)	Atlantic
WVOR-F, 100.5, 50 KW @ 479,	AC	\$ 87.00 (McGuild)	Lincoln
WMAX-F, 106.7, 3.5 KW @ 266,	AOR/AC	\$ 16.00 (---)	(IRONDUQUOIT)

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1,274,900
 MSA Rank/Pop: 30/1,480,000
 Average Person Ratings: 16.2
 Market TSL: 22.00 hours

Stations: 32/25
 Diaries: 1599/797:1/49.1%
 Sample Target: 1480
 % Below Line: 5.3
 % Not Listed: 13.9

1991 Revenue: \$55,000,000
 HH Inc.: \$37,407
 Retail \$: 11.9 Bil
 Pop per Station: 50,996
 #1 Biller: KRAK-AF \$10,400,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KFBK (N/T)	264/12.8	10.7	11.8	12.5	10.7	11.9	369/4168	3135/24.6	22.4	21.2	H	KFBK
2. KRAK-F (C)	197/9.5	6.2	8.6	11.4	9.4	8.9	244/3166	2347/18.4	17.3	18.0	I	KRAK-F
3. KSFM-F (CHR)	148/7.2	7.7	8.0	7.7	6.3	7.6	210/3447	2275/17.8	18.1	16.4	F	KSFM-F
4. KRXQ-F (AOR)	139/6.7	5.3	7.3	6.0	6.6	6.3	159/2140	1903/14.9	12.6	13.1	F	KRXQ-F
5. KSEG-F (CL AOR)	128/6.2	6.0	5.6	4.5	5.2	5.6	161/2428	1834/14.4	12.7	11.1	D	KSEG-F
6. KYMX-F (SAC)	101/4.9	5.9	4.5	4.4	5.7	4.9	127/2007	1586/12.4	14.9	13.8	D	KYMX-F
7. KXOA-F (AC)	94/4.5	5.0	4.6	6.7	5.6	5.2	117/2059	1777/13.9	14.5	16.2	G	KXOA-F
8. KNCI-F (C)	89/4.3	5.1	3.4	2.4	2.7	3.8	137/1294	1645/12.9	14.5	10.8	E	KNCI-F
9. KHYL-F (O)	85/4.1	2.6	4.4	3.4	5.5	3.6	107/2308	1661/13.0	10.5	13.5	E	KHYL-F
10. KGBY-F (AC)	82/4.0	5.5	4.3	3.4	4.4	4.3	100/1817	1533/12.0	15.7	11.5	D	KGBY-F
11. KPPT-F (J/NAC)	61/3.0	2.4	3.1	2.8	3.2	2.8	65/1105	948/7.4	8.3	8.4	D	KPPT-F
12. KCTC (BB/EZ)	52/2.5	2.9	3.8	2.9	2.8	3.0	59/843	779/6.1	6.6	7.3	B	KCTC
13. KWOD-F (CHR)	49/2.4	3.2	3.5	3.9	4.5	3.3	61/1451	1123/8.8	9.6	11.5	C	KWOD-F
14. KRAK (C)	43/2.1	2.7	2.5	2.2	2.9	2.4	79/1265	661/5.2	5.9	5.8		KRAK
15. KGO (N/T)	34/1.6	1.4	1.4	1.3	1.7	1.4	88/1590	550/4.3	3.9	4.4		KGO
16. KNBR (T)	29/1.4	1.3	1.5	---	1.0	1.0	106/1670	469/3.7	4.9	4.0		KNBR
17. KRXC-AA (SP)	27/1.3	0.9	0.9	2.0	0.9	1.3	49/442	269/2.1	1.9	2.3	C	KRXC-AA
18. KXOA (O)	26/1.3	0.7	0.4	0.6	1.1	0.8	26/363	363/2.8	2.6	3.2		KXOA
19. KSMJ (O)	21/1.0	1.0	1.4	1.2	0.8	1.1	22/469	409/3.2	3.5	3.5		KSMJ
20.												

12+ FM SHARE (METRO): 68.52% (1219 of 1779) (SUM 91: 71.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F >	1 KRXQ-F >	1 KRXQ-F	1 KFBK <	1 KFBK <	1 KFBK >	1 KFBK >>	1 KFBK >	1 KRAK-F	1 KSFM-F	1 KFBK >>
2 KSEG-F	2 KSFM-F <	2 KRAK-F	2 KRAK-F	2 KRAK-F	2 KRAK-F	2 KRAK-F >	2 KRAK-F >	2 KFBK	2 KRAK-F <	2 KYMX-F
KRXQ-F	3 KSEG-F >	3 KSEG-F	3 KSEG-F >	3 KSEG-F	3 KYMX-F	3 KSEG-F	3 KSFM-F <	3 KSFM-F	3 KRXQ-F >	3 KRAK-F
KRAK-F	4 KRAK-F >	KFBK	4 KRXQ-F	4 KXOA-F	4 KXOA-F	KRXQ-F	4 KRXQ-F	4 KSEG-F	4 KYMX-F <	4 KGO
5	5 KFBK <	5 KSFM-F	5 KYMX-F	5 KRXQ-F <	5 KHYL-F	5 KSFM-F	5 KSEG-F	KRXQ-F	5 KXOA-F	KXOA-F <
6	6 KGBY-F	6 KXOA-F <	6 KNCI-F	6 KHYL-F <	6	6 KXOA-F	6 KYMX-F	6 KSEG-F	6 KSEG-F >	6 KSEG-F <
7	7 KNCI-F	7 KGBY-F <	KHYL-F <	7 KNCI-F	7	7	7 KXOA-F	7	7	7 KRXQ-F
8	8 KWOD-F	8 KNCI-F <	8 KGBY-F	8 KGBY-F	8	8	8	8	8	8
9	9	9 KHYL-F	9 KSFM-F	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRXQ-F	1 KRAK-F	1 KRAK-F >	1 KRAK-F	1 KRAK-F >	1 KRXQ-F >	1 KRXQ-F >	1 KRXQ-F	1 KRXQ-F	1 KFBK
2 KSFM-F >	2 KSFM-F <	2 KGBY-F	2 KXOA-F	2 KXOA-F	2 KSFM-F >	2 KSEG-F	2 KSEG-F	2 KFBK <	2 KSEG-F
3 KGBY-F	3 KRXQ-F	3 KSEG-F	3 KGBY-F	3 KFBK <	3 KSEG-F	3 KSFM-F	3 KFBK >	3 KSEG-F >	3 KRAK-F
4 KYMX-F	4 KGBY-F	KNCI-F	4 KSFM-F <	4 KGBY-F	KRAK-F	4 KFBK >	4 KSFM-F >	4 KSFM-F <	4 KRXQ-F
KWOD-F	5 KSEG-F	5 KXOA-F	5 KRXQ-F	5 KHYL-F <	5 KWOD-F	5 KRAK-F	5 KRAK-F	5 KRAK-F	5 KHYL-F <
KSEG-F	6 KXOA-F	6 KSFM-F >	6 KNCI-F	6 KNCI-F	6 KMEL-F	6 KWOD-F	6 KWOD-F	6 KNCI-F	6 KSFM-F
KRAK-F	7 KNCI-F	7 KRXQ-F	7 KSEG-F	7 KYMX-F	7	7	KNCI-F >	7	7 KNCI-F
8 KXOA-F >	8 KYMX-F	8	KHYL-F <	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KFIA 710 Carmichael	0.7/2.8/	20/	493	
KFIA-F 101.9 Shngle Sp/Scrmnt	0.7/1.7/	19/	330	
KOWL 1490 S. Lake Tahoe	0.1/0.4/	3/	50	
KQBR-F 105.5 Davis/Scrmnto	0.4/2.4/	5/	94	
KRFD-F 99.9 Marysville	0.5/2.3/	14/	481	
KRLT-F 93.9 S L/Tahoe	0.3/0.7/	5/	94	
KTHO 590 S. Lake Tahoe	0.4/0.6/	9/	108	
KCBS 740 San Francisco	0.3/2.3/	35/	980	
KFRC 610 San Francisco	0.8/3.2/	68/	1005	
KMEL-F 106.1 San Francisco	0.4/2.5/	85/	1234	
KPLA 770 Riverbank/Sacmt	0.3/0.9/	7/	196	
KSFO 560 San Francisco	0.4/1.3/	23/	505	

SACRAMENTO

RADIO STATIONS

AM STATIONS

KCTC	,	1320,	5 KW (DA-2)	,	EZ/Nostalgia	UNIULT UNISUP,	\$ 31.00	(Christal)	Tribune Co.
KFBK	,	1530,	50 KW (DA-2)	,	News/Talk	ABC APR,	\$159.00	(Group W)	Westinghouse
KRAK	,	1140,	50 KW (DA-2)	,	SEE KRAK-FM				
KRCX	,	1110,	5 KW/500 W (DA-2),		Hispanic		\$ 39.00	(Katz Hisp.)	Fuller-Jeffrey
KSAC	,	1240,	1 KW	,	Sports		\$ 25.00	(K & P)	
KSMJ	,	1380,	5 KW (DA-2)	,	Oldies	SMN,	\$ NA	(MMR)	Booth
KXOA	,	1470,	5 KW/1 KW (DA-2)	,	Oldies		\$ 27.00	(Banner)	Brown

FM STATIONS

KGBY-F,	92.5,	50 KW @ 449	,	AC		\$ 57.00	(Group W)	Westinghouse
KHYL-F,	101.1,	36 KW @ 173	,	Oldies		\$ 61.00	(Eastman)	American Media
KNCI-F,	98.5,	50 KW @ 500	,	Country		\$ 60.00	(Mc-Guild)	Nationwide
KQPT-F,	100.5,	115 KW @ 380	,	Jazz/NAC	SOURCE,	\$ 59.00	(CBS)	Duchossois
KRAK-F,	105.1,	50 KW @ 500	,	Country		\$190.00	(Katz)	EZ
KRXQ-F,	93.7,	25 KW @ 298	,	AOR		\$ 95.00	(Torbet)	Fuller-Jeffrey
KSEG-F,	96.9,	50 KW @ 500	,	Classic AOR	ABC,	\$ 58.00	(Christal)	Great American
KSFM-F,	102.5,	50 KW @ 500	,	CHR		\$ 81.00	(MMR)	Booth
KWOD-F,	106.5,	50 KW @ 500	,	CHR	CBS ABC,	\$ 46.00	(HNWH)	
KXOA-F,	107.9,	50 KW @ 404	,	AC		\$140.00	(Banner)	Brown
KYMX-F,	96.1,	50 KW @ 476	,	Soft AC/EZ		\$ 65.00	(Christal)	Tribune Co.

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 115/324,500
 MSA Rank/Pop: 120/408,000
 ADI # 59 (w/Flint)
 Average Person Ratings: 18.5
 Market TSL: 24.25 hours

Stations: 21/14
 Diaries: 843/385:1/51.2%
 Sample Target: 820
 % Below Line: 6.3
 % Not Listed: 11.5

1991 Revenue: \$10,400,000
 HH Inc.: \$30,637
 Retail \$: 3.0 Bill
 Pop per Station: 23,178
 #1 Biller: WIOG-F \$2,300,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WKCO-F (C)	84/14.0	12.2	14.3	11.8	13.3	13.1	184/2027	932/28.7	26.7	24.4	C	WKCO-F
2. WSWG (FS)	73/12.2	10.7	10.0	12.2	11.2	11.3	77/873	758/23.4	21.0	21.3	C	WSGW
3. WHNN-F (O)	65/10.8	9.3	10.4	11.1	15.1	10.4	125/1822	793/24.4	22.6	31.3	D	WHNN-F
4. WIOG-F (CHR/AC)	49/ 8.2	8.5	8.5	11.7	15.8	9.2	148/2379	694/21.4	26.1	35.1	D	WIOG-F
5. WTLZ-F (B)	43/ 7.2	5.1	5.3	5.3	5.3	5.7	51/531	357/11.0	11.3	10.0	B	WTLZ-F
6. WGER-F (SAC)	34/ 5.7	8.2	7.9	6.8	6.0	7.2	39/560	490/15.1	16.2	14.8	B	WGER-F
7. WKQZ-F (AOR)	32/ 5.3	6.5	9.2	7.0	9.6	7.0	82/1112	496/15.3	16.5	19.0	C	WKQZ-F
8. WTCF-F (CHR)	30/ 5.0	5.6	3.3	1.3	1.5	3.8	32/565	546/16.8	14.7	4.5	A	WTCF-F
9. WIXC-F (C)	23/ 3.8	3.3	2.5	----	----	2.4	24/455	364/11.2	7.6	0.0		WIXC-F
10. WCEN-F (C)	22/ 3.7	3.3	1.6	2.1	1.5	2.7	82/740	275/ 8.5	8.7	4.2	B	WCEN-F
11. WKNX (BB)	19/ 3.2	2.0	4.0	1.9	1.2	2.8	23/290	165/ 5.1	4.8	4.9	A	WKNX
12. WJR (FS)	11/ 1.8	2.2	2.1	2.6	1.2	2.2	79/1147	199/ 6.1	7.5	5.0		WJR
13. WBTZ-F (AC)	11/ 1.8	2.0	----	1.1	0.9	1.2	20/358	233/ 7.2	5.7	2.5	A	WBTZ-F
14. WDFD (BB)	10/ 1.7	2.0	2.1	2.4	2.8	2.0	82/814	134/ 4.1	5.2	4.8		WDFD
15.												

12+ FM SHARE (METRO): 77.21% (410 of 531) (SUM 91: 81.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTCF-F>>	1 WIOG-F	1 WHNN-F<	1 WHNN-F	1 WHNN-F<	1 WSWG	1 WSWG	1 WKCO-F>	1 WKCO-F	1 WSWG	1 WKCO-F>
2 WIOG-F	2 WKCO-F<	2 WKCO-F>	2 WKCO-F>	2 WKCO-F>	2 WKCO-F	2 WKCO-F>	2 WHNN-F	2 WHNN-F	2 WTLZ-F<	2 WSWG
3 WTLZ-F	3 WTLZ-F	3 WIOG-F	3 WIOG-F	3 WSWG	3 WHNN-F>	3 WHNN-F	3 WSWG	3 WSWG	3 WHNN-F	3 WTLZ-F
4 WKQZ-F	4 WKQZ-F	4 WTLZ-F	4 WSWG	4 WIOG-F	4 WGER-F	4 WIOG-F	4 WIOG-F>	4 WIOG-F	4 WTCF-F<	4 WIOG-F
5 WKCO-F	5 WHNN-F>	5 WKQZ-F	5 WTLZ-F	5 WTLZ-F	5 WKNX	5 WTLZ-F	5 WGER-F	5 WTLZ-F	5 WKCO-F	5 WHNN-F
6 WIXC-F	6 WTCF-F	6 WSWG	6 WKQZ-F	6 WGER-F<	6	6 WGER-F	6 WTLZ-F<	6 WGER-F	6 WIOG-F	6
7	7	7 WGER-F	7 WGER-F	7 WKQZ-F	7	7 WKQZ-F	7 WTCF-F	7 WKNX <	7 WKQZ-F	7
							8 WKQZ-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTLZ-F>	1 WTLZ-F	1 WIOG-F	1 WHNN-F	1 WHNN-F	1 WKCO-F	1 WKQZ-F	1 WKQZ-F	1 WKCO-F<	1 WKCO-F
2 WKCO-F	2 WIOG-F>	2 WTLZ-F	2 WIOG-F<	2 WKCO-F	WHNN-F	WKCO-F	2 WSWG	2 WHNN-F>	2 WHNN-F
3 WIOG-F>	3 WKCO-F>	3 WKQZ-F	3 WTLZ-F	3 WIOG-F	WBTZ-F	3 WIOG-F	3 WSWG	3 WSWG	3 WSWG >
4 WTCF-F>>	4 WKQZ-F	4 WKCO-F	WKCO-F>	4 WTLZ-F	4 WKQZ-F	4 WHNN-F>	WIOG-F	WKQZ-F	4 WKQZ-F>
5 WWCK-F	5 WHNN-F	5 WHNN-F	5 WGER-F>	5 WGER-F>	5 WIOG-F	5 WTLZ-F	5 WHNN-F	5 WIOG-F	5 WIOG-F
6 WIXC-F	6 WGER-F	6 WGER-F	6 WKQZ-F	6 WSWG	6 WTLZ-F	6 WSWG	6 WTLZ-F	6 WTLZ-F	6 WTLZ-F
7 WGER-F	7 WIXC-F	7 WIXC-F	7	7 WKQZ-F	7 WTCF-F	7 WTCF-F	7 WTLZ-F	7	7 WCEN-F
						WCEN-F			WCEN-F
						WBTZ-F			

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WMAX 1440	Bay City/Saginw	0.3/2.7/	2/ 107
WSAM 1400	Saginaw/BayCity	1.0/4.4/	7/ 160
WCRZ-F 107.9	Flint	0.8/2.5/	93/1208
WDZZ-F 92.7	Flint	0.5/2.6/	39/ 649
WUPS-F 98.5	Houghtn Lk/Mt P	0.5/2.3/	14/ 384
WWCK-F 105.5	Flint	0.7/5.6/	99/1476
WWW-F 106.7	Detroit	0.3/1.8/	11/ 162

RADIO STATIONS

WMAX, 1460,		, NEWS	CNN, \$ 13.00 (---)	
WKNX, 1210,	10 KW (DAYS)	, NOSTALGIA	, \$ 10.00 (Patt)	
WSAM, 1400,	1 KW (DA-2)	, OLDIES	ABC, \$ 12.00 (Christal)	MacDonald
WSGW, 790,	5 KW/1 KW (DA-2),	FULL SERVICE	NBC, MBS, \$ 36.00 (Katz)	Booth
WCEN-F, 94.5,	100 KW @ 981,	COUNTRY	UNISUP, MBS, \$ 19.00 (Patt)	(MT. PLEASANT)
WGER-F, 106.3,	2 KW @ 380,	SOFT AC	MBS, \$ 28.00 (McGuild)	
WHNN-F, 96.1,	100 KW @ 1020,	OLDIES	UNIULT, \$ 54.00 (Eastman)	Liggett
WIOG-F, 102.5,	86 KW @ 800,	CHR/AC	ABC, SOURCE, \$ 55.00 (Katz)	Booth
WKCO-F, 98.1,	50 KW @ 492,	COUNTRY	ABC, \$ 41.00 (Christal)	MacDonald
WKQZ-F, 93.3,	38 KW @ 554,	AOR	UNIPWR ABC, \$ 29.00 (Banner)	
WBTZ-F, 100.9,	2.6 KW @ 500,	AC	, \$ 13.00 (Banner)	(PINCONNING)
WTCF-F, 100.5,	3 KW @ 328,	CHR	CNN, \$ 10.00 (---)	(CARROLLTON)
WTLZ-F, 107.1,	5 KW @ 398,	BLACK	SBN, \$ 20.00 (Roslin)	Taylor
WIXC-F, 97.3,	3 KW @ 328,	COUNTRY	, \$ NA (Durpetti)	(ESSEXVILLE)

Other Ranked Stations - See Flint and Detroit

Miscellaneous: WUNI changes to WMAX (July) . . .

ST. LOUIS

Arbitron Rank/Pop (12+): 18/2,019,100 Stations: 30/30 1991 Revenue: \$65,300,000
 MSA Rank/Pop: 14/2,490,000 Diaries: 2084/969:1/52.4% HH Inc.: \$35,186
 Average Person Ratings: 17.9 Sample Target: 1940 Retail \$: 19.0 Bil
 Market TSL: 23.25 hours % Below Line: 0.0 Pop per Station: 67,303
 #1 Biller: KMOX \$19,000,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KMOX (N/T)	633/17.5	19.0	18.7	17.1	19.4	18.1	717/7999	7145/35.4	36.8	37.7	J	KMOX
2. KSHE-F (AOR)	310/ 8.6	8.4	7.3	8.8	9.7	8.3	369/4831	3862/19.1	19.2	19.9	H	KSHE-F
3. WIL -F (C)	285/ 7.9	9.0	6.7	6.7	7.7	7.6	381/5032	3681/18.2	16.0	14.9	F	WIL -F
4. KMJM-F (B)	274/ 7.6	7.3	7.0	7.4	7.1	7.3	275/2453	2384/11.8	12.5	11.6	G	KMJM-F
5. KSD -F (CL AOR)	176/ 4.9	5.4	5.2	5.9	5.7	5.3	189/3882	3550/17.6	17.3	16.4	G	KSD -F
6. WKBQ-F (CHR)	173/ 4.8	3.6	4.8	5.0	4.3	4.6	195/3938	3468/17.2	14.9	17.1	D	WKBQ-F
7. KYKY-F (AC)	171/ 4.7	5.6	5.1	6.2	5.9	5.4	178/3514	3328/16.5	16.5	17.4	H	KYKY-F
8. KEZK-F (SAC)	168/ 4.6	4.2	4.8	4.4	3.5	4.5	180/2949	2701/13.4	10.9	12.1	E	KEZK-F
9. KLOU-F (O)	145/ 4.0	3.4	4.8	3.4	4.0	3.9	169/3017	2573/12.7	13.0	11.5	E	KLOU-F
10. WKKX-F (C)	119/ 3.3	2.8	2.8	2.6	2.8	2.9	142/2070	1827/ 9.0	7.3	7.2	C	WKKX-F
11. KRJY-F (SAC)	86/ 2.4	1.1	1.8	0.9	2.1	1.5	90/1512	1463/ 7.2	5.1	5.8		KRJY-F
12. KATZ (B)	78/ 2.2	1.2	1.4	1.5	1.7	1.6	78/965	965/ 4.8	4.1	4.2		KATZ
13. WEW (BB)	73/ 2.0	1.0	2.3	2.4	1.9	1.9	75/798	728/ 3.6	2.8	4.0		WEW
14. KFUD-F (CL)	73/ 2.0	2.8	2.6	2.1	1.9	2.4	82/1900	1705/ 8.4	7.6	6.6	B	KFUD-F
15. KXOK (B)	69/ 1.9	1.7	1.5	1.2	1.8	1.6	69/1057	1034/ 5.1	4.8	4.1	A	KXOK
16. WFXB-F (AOR)	63/ 1.7	1.6	1.6	1.5	1.2	1.6	63/1247	1191/ 5.9	5.0	6.0	C	WFXB-F
17. KFVB-F (AOR)	62/ 1.7	1.1	1.0	1.0	1.1	1.2	69/1448	1189/ 5.9	5.1	7.1		KFVB-F
18. KHTK-F (CHR)	57/ 1.6	1.8	2.1	2.5	3.2	2.0	59/1989	1837/ 9.1	9.5	11.4	B	KHTK-F
19. WRTH (BB)	54/ 1.5	2.1	1.6	2.4	1.2	1.9	55/995	970/ 4.8	4.1	3.8		WRTH
20. WIBV (REL)	52/ 1.4	1.1	1.2	1.6	1.0	1.3	54/852	817/ 4.0	3.2	3.8		WIBV
21. KUSA (C)	42/ 1.2	1.3	1.3	1.4	1.2	1.3	60/1250	890/ 4.4	4.2	3.5	B	KUSA
22. KATZ-F (B/J)	40/ 1.1	2.0	1.4	1.4	1.2	1.5	40/833	825/ 4.1	5.4	3.5	C	KATZ-F
23.												
24.												
25.												

12+ FM SHARE (METRO): 66.39% (2232 of 3362) (SUM 91: 66.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJM-F	1 KSHE-F	1 KSHE-F	1 KSHE-F	1 KSHE-F	1 KMOX	>> 1 KMOX	>> 1 KMOX	1 KMOX	> 1 KMOX	>> 1 KMOX
2 WKBQ-F	>> 2 KMJM-F	2 KMJM-F	2 KMOX	2 KMOX	2 WIL -F	> 2 WIL -F	2 KSHE-F	2 KSHE-F	2 KMJM-F	> 2 KMJM-F
3 KHTK-F	3 KSD -F	3 KMOX	< 3 WIL -F	3 WIL -F	3 KEZK-F	3 KSHE-F	3 WIL -F	< 3 WIL -F	< 3 KSHE-F	> 3 KSHE-F
4	4 KYKY-F	4 WIL -F	4 KSD -F	4 KSD -F	4 KLOU-F	4 KMJM-F	4 KMJM-F	4 KMJM-F	4 WKBQ-F	4 WIL -F
5	5 WIL -F	KSD -F	5 KYKY-F	5 KLOU-F	5	5 KSD -F	< 5 KYKY-F	< 5 KSD -F	5 KEZK-F	5 KSD -F
6	6 WKBQ-F	6 KYKY-F	6 KLOU-F	6 KYKY-F	6	6 KYKY-F	6 KEZK-F	6 KYKY-F	6 WIL -F	6
7	7 WKKX-F	7 KLOU-F	7 KMJM-F	7 KMJM-F	7	7 WKBQ-F	7 WKBQ-F	7 KEZK-F	7	7
8	8 KMOX	8 WKBQ-F	8 KEZK-F	8 KEZK-F	8	8 WKKX-F	KLOU-F	8 WKBQ-F	8	8
9	9	9 KEZK-F	9	9	9	9	9 KSD -F	9 KLOU-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJM-F	1 KMJM-F	1 KYKY-F	1 KMJM-F	1 KMOX	1 KSHE-F	1 KSHE-F	>> 1 KSHE-F	>> 1 KSHE-F	>> 1 KSHE-F
2 WKBQ-F	2 KYKY-F	2 KSHE-F	2 KYKY-F	2 WIL -F	2 KMJM-F	2 KSD -F	2 KSD -F	2 KSD -F	2 KMOX
3 KYKY-F	3 KSHE-F	3 KMJM-F	3 WIL -F	3 KYKY-F	3 WKBQ-F	3 KMJM-F	3 WIL -F	3 KMOX	3 WIL -F
4 KSHE-F	4 WKBQ-F	4 KSD -F	KSHE-F	4 KMJM-F	KSD -F	4 WIL -F	4 WKKX-F	4 WIL -F	4 KSD -F
5 WKKX-F	5 KSD -F	5 WIL -F	5 KMOX	5 KEZK-F	5 WIL -F	5 WKKX-F	5 KMOX	< 5 KMJM-F	5 KLOU-F
6 WIL -F	6 WIL -F	6 WFXB-F	6 KEZK-F	6 KLOU-F	6 WKKX-F	WKBQ-F	6 KMJM-F	6 KLOU-F	6 WKKX-F
7 KSD -F	7 WFXB-F	7 KMOX	7 KSD -F	7 KSHE-F	7 KYKY-F	7	7 KLOU-F	7	7 KYKY-F
8 KEZK-F	8 WKKX-F	8 WKKX-F	8 WKBQ-F	8 KSD -F	8 KLOU-F	8	8 KYKY-F	8	8 KMJM-F
9 KHTK-F	9 KEZK-F	KEZK-F	9 KLOU-F	9	KHTK-F	9	9 WKBQ-F	9	9
10 WFXB-F	10	10	10	10	10	10	KASP	10	10

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KASP	1380	St. Louis	0.7/2.0/ 26/ 408
KEZK	590	Wood River/St.L	0.6/2.9/ 23/ 577
KIRL	1460	St. Charles/St.L	0.4/1.1/ 16/ 222
KLPW	1220	Union/Washingtn	0.3/0.7/ 12/ 133
WBGZ	1570	Alton	0.3/0.7/ 11/ 144
WCBW-F	104.9	Columbia/St. L.	0.8/2.7/ 31/ 587
WESL	1490	E. St. Louis	0.7/1.5/ 24/ 304
WGNU	920	Granite City	0.5/1.6/ 17/ 325

ST. LOUIS

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (DA-N)	, BLACK	SBN NBN, \$	35.00 (K & P)	Interurban
KEZK, 59,	1 KW (DA-2)	, SEE KEZK-FM			
KMOX, 1120,	50 KW	, TALK/FULL SERVICE	CBS, \$	322.00 (CBS)	CBS
KSIV, 1320,	5 KW/125 W	, RELIGION	, \$	19.00 (---)	Bott
KUSA, 550,	5 KW (DA-N)	, COUNTRY OLDIES	MBS, \$	40.00 (McGuild)	Gannett
KXOK, 630,	5 KW (DA-2)	, BLACK	, \$	30.00 (Torbet)	
KXEN, 1010,	50 KW (DAYS, DA)	, RELIGION	, \$	24.00 (---)	Mid America Gospel
WESL, 1490,	700 W/1 KW (DA-1),	GOSPEL	SBN UNIULT, \$	23.00 (K & P)	Willis
WEW, 770,	1 KW (DAYS)	, NOSTALGIA	, \$	26.00 (Roslin)	
WIBV, 1260,	5 KW (DA-2)	, MOR	MBS, NBC-T, \$	20.00 (---)	
WRTH, 1430,	5 KW (DA-2)	, NOSTALGIA	UNISUP ABC, \$	40.00 (Eastman)	Heritage
KASP, 1380,	5 KW/1 KW (DA-2)	, SPORTS	, \$	24.00 (Katz)	Evergreen

FM STATIONS

KATZ, 100.3,	50 KW @ 489,	BLACK	NBN, \$	36.00 (K & P)	Interurban
KEZK, 102.5,	100 KW @ 1027,	SOFT AC/EZ	UNIULT, \$	79.00 (MMR)	Adams
KFUO, 99.1,	100 KW @ 1027,	CLASSICAL	NBC, \$	43.00 (CMBS)	
KFXB, 105.7,	100 KW @ 1374,	AOR	, \$	42.00 (Durpetti)	(ST. GENEVIEVE)
WFXB, 101.1,	50 KW @ 594,	AOR	, \$	NA (Torbet)	River Cities
KHTK, 97.1,	100 KW @ 561,	CHR	, \$	38.00 (Torbet)	Frischling
KLOU, 103.3,	100 KW @ 918,	OLDIES	CBS, \$	78.00 (CBS)	CBS
KMJM, 107.7,	100 KW @ 1027,	BLACK	, \$	100.00 (McGuild)	Noble
KRJY, 96.3,	100 KW @ 551,	SOFT AC	, \$	46.00 (Banner)	
KSD, 93.7,	100 KW @ 859,	CLASSIC AOR	, \$	112.00 (McGuild)	Gannett
KSHE, 94.7,	100 KW @ 1027,	AOR	, \$	156.00 (HNWH)	Emmis
KYKY, 98.1,	100 KW @ 541,	AC	, \$	139.00 (MMR)	EZ
WCBW, 104.9,	10 KW @ 620,	RELIGION	, \$	21.00 (---)	Universal (COLUMBIA)
WIL, 92.3,	100 KW @ 1020,	COUNTRY	ABC, \$	90.00 (Eastman)	Heritage
WKBQ, 106.5,	90 KW @ 1027,	CHR	, \$	64.00 (Katz)	Evergreen
WKKX, 104.1,	39 KW @ 551,	COUNTRY	, \$	46.00 (Banner)	(JERSEVILLE, IL)

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 76/495,200 Stations: 34/20 1991 Revenue: \$11,900,000
 MSA Rank/Pop: 134/362,300 (Monterey) Diaries: 1090/454:1/48.4% HH Inc.: \$39,277
 188,244,400 (Santa Cruz) Sample Target: 970 Retail \$: 4.5 Bil
 ADI # 111 % Below Line: 25.7 Pop per Station: 24,760
 Average Person Ratings: 16.7 % Not Listed: 16.9 #1 Biller: KDON-AF \$2,000,000
 Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KDON-F (CHR)	87/10.5	11.0	9.9	11.8	9.6	10.8	92/1251	1189/24.0	27.5	23.3	D	KDON-F
2. KTOM-AF (C)	61/ 7.4	10.1	6.0	8.4	8.7	8.0	61/650	637/12.9	18.2	19.3	C	KTOM-AF
3. KGO (N/T)	57/ 6.9	5.9	8.2	8.3	9.7	7.3	65/796	717/14.5	14.7	19.3		KGO
4. KWAV-F (AC)	50/ 6.0	4.4	4.7	4.5	4.3	4.9	50/797	794/16.0	12.4	14.0		KWAV-F
5. KMBY-F (AOR)	40/ 4.8	4.8	2.7	3.6	2.4	4.0	41/581	559/11.3	12.7	8.4	C	KMBY-F
6. KTGE (SP)	39/ 4.7	6.3	4.0	2.9	2.8	4.5	40/390	381/ 7.7	8.8	5.3	B	KTGE
7. KBAY-F (SAC)	37/ 4.5	3.0	4.8	5.1	4.0	4.3	39/414	381/ 7.7	8.2	8.3		KBAY-F
8. KUFX-F (CL AOR)	28/ 3.4	2.2	3.5	3.5	5.2	3.2	37/570	539/10.9	9.5	13.4		KUFX-F
9. KBOQ-F (CL)	27/ 3.3	4.1	5.3	2.8	3.3	3.9	28/379	368/ 7.4	9.8	8.0	B	KBOQ-F
10. KOCN-F (SAC)	26/ 3.1	1.9	3.0	3.7	2.0	2.9	26/333	333/ 6.7	6.6	5.4	B	KOCN-F
11. KLFA-F (SP)	24/ 2.9	2.9	1.8	1.5	2.9	2.3	24/222	222/ 4.5	4.5	4.8		KLFA-F
12. KNBR (T)	20/ 2.4	1.8	2.1	1.0	3.1	1.8	25/441	399/ 8.1	7.2	7.9		KNBR
KDBQ-FF (AOR)	20/ 2.4	2.2	2.1	2.6	3.4	2.3	21/333	317/ 6.4	9.0	11.2		KDBQ-FF
14. KRAY-F (SP)	19/ 2.3	2.0	2.9	1.8	1.4	2.3	19/320	320/ 6.5	5.0	4.9	B	KRAY-F
15. KCBS (N/T)	17/ 2.1	1.9	2.5	2.6	2.8	2.3	19/405	379/ 7.7	8.0	8.8		KCBS
KHIP-F (O)	17/ 2.1	1.6	2.7	1.9	2.5	2.1	19/403	366/ 7.4	6.5	6.6		KHIP-F
17. KCTY (SP)	16/ 1.9	2.0	3.1	4.7	2.9	2.9	16/280	280/ 5.7	5.4	6.6		KCTY
18.												
19.												
20.												

12+ FM SHARE (METRO): 69.77% (480 of 688) (SUM 91: 66.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F>	1 KDON-F>	1 KDON-F<	1 KDON-F<	1 KGO	1 KDON-F	1 KDON-F>	1 KDON-F>	1 KDON-F>	1 KGO >
2 KMBY-F	2 KMBY-F	2 KWAV-F	2 KWAV-F<	2 KWAV-F<	2 KTOM-AF	2 KGO	2 KTOM-AF	2 KTOM-AF	2 KGO	2 KDON-F
3 KWAV-F	3 KWAV-F	3 KTGE	3 KTGE	3 KTGE	3 KBAY-F>	3 KTOM-AF>	3 KGO <	3 KWAV-F	3 KWAV-F	3 KWAV-F
4	4 KTGE	4 KMBY-F	4 KUFX-F<	4 KTOM-AF	4 KWAV-F	4 KWAV-F<	4 KWAV-F	4 KMBY-F	4	4 KLFA-F
5	5 KTOM-AF	5 KTOM-AF	5 KTOM-AF	5	5 KBOQ-F	5 KTGE	5 KMBY-F	5 KGO	5	5 KCTY
6	6	6 KUFX-F	6 KMBY-F	6	6	6	6	6	6	6 KNBR

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F>>	1 KDON-F>	1 KWAV-F	1 KDON-F	1 KWAV-F	1 KDON-F>	1 KDON-F	1 KMBY-F	1 KDON-F	1 KTGE
2 KTOM-AF	2 KWAV-F>	2 KDON-F>	2 KWAV-F>	2 KDON-F>	2 KMBY-F>	2 KMBY-F>	2 KTGE	2 KTGE	2 KTOM-AF
3 KWAV-F	3 KTOM-AF	3 KOCN-F	3 KTOM-AF	3 KTOM-AF	3 KWAV-F	3 KTGE	3 KDON-F	3 KMBY-F>	3 KMBY-F
KRAY-F	KMBY-F	4 KUFX-F	4 KOCN-F	4 KOCN-F	KLFA-F>	4 KLFA-F	4 KUFX-F	4 KUFX-F	4 KUFX-F
5 KMEL-F	5	5	5	5 KBAY-F	5 KTGE >	5 KUFX-F	5 KTOM-AF>	5 KWAV-F	5 KGO
KOCN-F	6	6	6	6	6	6 KTOM-AF	6 KLFA-F	6 KTOM-AF	6 KDON-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	CUME	TSA	TSA
KIEZ 540 Carmel Valley	0.8/2.2/	7/	110	
KKMC 840 Gonzales/Slinas	0.7/2.0/	6/	103	
KLAU 1540 Capitola/Montry	0.7/2.1/	6/	102	
KNRY 1240 Monterey/Salins	0.4/2.0/	3/	98	
KPIG-F 107.5 Freedom	1.7/4.4/	14/	218	
KSCO 1080 Santa Cruz/Mntr	1.4/4.0/	12/	199	
KSUR-F 99.5 Greenfield	0.8/1.7/	7/	94	
KXDC-F 101.7 Carmel/Monterey	1.7/4.4/	14/	217	
KFRC 610 San Francisco	0.5/1.5/	5/	84	
KITS-F 105.3 San Francisco	0.4/1.5/	3/	95	
KKHI-F 95.7 San Francisco	0.6/1.0/	5/	48	
KLOK 1170 San Jose/SF	0.4/1.8/	4/	100	
KMEL-F 106.1 San Francisco	1.2/3.6/	11/	191	
KOME-F 98.5 San Jose/San Fr	0.5/2.8/	4/	139	
KSJO-F 92.3 San Jose	0.6/2.7/	9/	166	

SALINAS-MONTEREY-SANTA CRUZ

RADIO STATIONS

KCTY	,	980,	1 KW/247W (DA-1),	Hispanic	,	\$ NA	(Lotus)	
KSCO	,	1080,	10 KW/5 KW (DA-2),	Talk	UNISUP NBC,	\$15.00	(---)	
KTGE	,	1570,	5 KW/500W (DA-1),	Hispanic	,	\$13.00	(Caballero)	
KTOM	,	1380,	5 KW (DA-2)	, see KTOM-F				
KBOQ-F,		92.7,	1 KW @ 567	, Classical	,	\$25.00	(Durpetti)	
KRAY-F,		103.9,	5.8 KW @ -134	, Hispanic	,	\$26.00	(Lotus)	
KDON-F,		102.5,	19 KW @ 2270	, CHR	,	\$45.00	(Christal)	Henry
KHIP-F,		93.5,	.9 W @ 1519	, Oldies	UNISUP UNIULT,	\$15.00	(Eastman)	(HOLLISTER)
KLFA-F,		93.9,	5.4 KW @ 702	, Hispanic	,	\$14.00	(Caballero)	(KING CITY)
KMBY-F,		107.1,	.9 KW @ 604	, AOR	,	\$30.00	(HNWH)	
KOCN-F,		104.9,	1.9 KW @ 600	, Soft AC	MBS UNISUP,	\$23.00	(Torbet)	
KPIG-F,		107.5,	2.9 KW @ 335	, Country	,	\$15.00	(Katz)	
KSUR-F,		99.5,	50 KW @ 492	, Classical	,	\$13.00	(CMBS)	Mt. Wilson (GREENFIELD)
KTOM-F,		100.7,	1 KW @ 2420	, Country	ABC,	\$41.00	(Katz)	Magic
KWAV-F,		96.9,	18 KW @ 2450	, AC	APR,	\$38.00	(HNWH)	Buckley
KXDC-F,		101.7	.8 KW @ 590	, Jazz/NAC	,	\$14.00	(---)	

Other Ranked Stations - See San Jose and San Francisco

SALT LAKE CITY

Arbitron Rank/Pop (12+): 36/1,044,300

Stations: 27/27
Diaries: 1444/723:1/54.8%
Sample Target: 1380
% Below Line: 0.0
% Not Listed: 10.1

1991 Revenue: \$31,000,000
HH Inc.: \$29,410
Retail \$: 7.6 Bil
Pop per Station: 38,677
#1 Biller: KKAT-F \$4,300,000

MSA Rank/Pop: 46/1,080,000
ADI # 42
Average Person Ratings: 15.2
Market TSL: 20.00 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KKAT-F (C)	192/12.1	12.9	10.4	10.8	11.0	11.6	228/3145	2632/25.2	25.3	22.8	F	KKAT-F
2. KSFI-F (SAC)	159/10.0	8.4	8.9	6.7	6.6	8.5	190/2890	2397/23.0	20.3	17.7	E	KSFI-F
3. KLZX-AF (CL AOR)	108/ 6.8	6.3	6.7	6.0	7.3	6.4	113/1513	1453/13.9	13.9	15.2	E	KLZX-AF
4. KSOP-AF (C)	99/ 6.2	6.8	7.1	7.5	8.2	6.9	134/2398	1817/17.4	16.1	17.9	D	KSOP-AF
5. KSL (FS)	81/ 5.1	5.2	6.1	8.4	4.4	6.2	99/2222	1821/17.4	17.5	17.2	E	KSL
6. KISN-F (CHR)	80/ 5.0	5.1	3.8	4.8	5.5	4.7	101/1990	1651/15.8	15.2	17.6	E	KISN-F
7. KBER-F (AOR)	79/ 5.0	6.0	6.9	7.9	5.3	6.4	96/1792	1553/14.9	15.7	13.4		KBER-F
8. KUTQ-F (CHR)	69/ 4.3	5.3	4.1	3.6	4.1	4.3	77/1748	1524/14.6	14.3	12.2		KUTQ-F
9. KXRK-F (AOR)	60/ 3.8	2.2	2.5	0.6	1.3	2.3	64/973	926/ 8.9	6.1	4.6		KXRK-F
10. KCPX-F (AC)	59/ 3.7	2.3	3.8	3.2	3.6	3.3	68/1215	1077/10.3	12.0	11.7		KCPX-F
11. KDYL (BB)	53/ 3.3	2.3	2.8	2.2	2.2	2.7	57/615	598/ 5.7	5.7	5.4		KDYL
12. KALL-F (O/AC)	45/ 2.8	2.8	2.3	1.8	1.8	2.4	59/1110	965/ 9.2	7.1	8.7		KALL-F
13. KZHT-F (CHR)	44/ 2.8	2.1	2.3	2.3	3.2	2.4	45/1356	1288/12.3	9.9	11.0		KZHT-F
14. KTKK (T)	39/ 2.5	2.2	1.9	2.3	2.5	2.2	39/365	365/ 3.5	3.6	4.0		KTKK
15. KMGR-F (SAC)	37/ 2.3	2.5	2.7	2.3	3.5	2.5	38/881	865/ 8.3	8.4	8.5		KMGR-F
16. KBZN-F (J/NAC)	36/ 2.3	2.5	2.5	2.2	2.2	2.4	37/809	768/ 7.4	5.4	6.1		KBZN-F
KALL (FS)	36/ 2.3	2.4	2.4	1.9	3.3	2.3	36/776	773/ 7.4	6.5	8.0		KALL
18. KSOS-F (AC)	35/ 2.2	2.0	1.1	1.6	1.1	1.7	42/556	467/ 4.5	5.6	4.5		KSOS-F
19. KRSP-F (AOR)	34/ 2.1	3.1	2.3	3.0	2.4	2.6	35/1096	1035/ 9.9	8.8	9.6		KRSP-F
20. KBCF-F (C)	25/ 1.6	1.9	2.3	2.3	1.5	2.0	27/546	488/ 4.7	3.9	4.4		KBCF-F

12+ FM SHARE (METRO): 82.84% (1183 of 1428) (SUM 91: 81.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUTQ-F >	1 KKAT-F >	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F >	1 KKAT-F >
2 KBER-F	2 KSFI-F	2 KSFI-F >	2 KSFI-F	2 KSFI-F	2 KKAT-F	2 KSFI-F <	2 KSFI-F >	2 KSFI-F >	2 KUTQ-F	2 KSFI-F
3 KZHT-F	3 KLZX-AF	3 KLZX-AF >	3 KLZX-AF	3 KLZX-AF >	3 KSL	3 KLZX-AF	3 KLZX-AF <	3 KLZX-AF	3 KSFI-F <	3 KALL >
4 KKAT-F >	4 KISN-F	4 KSOP-AF	4 KSOP-AF	4 KSOP-AF >	4 KDYL <	4 KSL	4 KSOP-AF	4 KSOP-AF	4 KBER-F >	4 KBER-F <
5 KISN-F	5 KBER-F	5 KISN-F	5 KISN-F	5 KISN	5 KSOP-AF	5 KSOP-AF <	5 KISN-F	5 KBER-F <	5 KZHT-F	5 KSL
6	6 KSOP-AF <	6 KBER-F	6 KALL-F	6 KCPX-F <	6 KLZX-AF >	6 KISN-F >	6	6 KCPX-F	6 KSOP-AF	6 KLRK-F
7	7 KXRK-F	7	7 KCPX-F	7 KALL-F	7	7	7	7 KISN-F	7	7 KTKK

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKAT-F >	1 KKAT-F >	1 KKAT-F	1 KKAT-F	1 KSFI-F	1 KXRK-F >	1 KLZX-AF	1 KLZX-AF >	1 KLZX-AF	1 KKAT-F <
2 KSFI-F	2 KSFI-F	2 KISN-F	2 KSFI-F >	2 KKAT-F >	2 KSFI-F	2 KKAT-F	2 KKAT-F >	2 KKAT-F >	2 KLZX-AF >
3 KSOP-AF	3 KISN-F	3 KSFI-F >	3 KISN-F <	3 KSOP-AF	3 KKAT-F	3 KXRK-F	3 KSFI-F	3 KSFI-F >	3 KSFI-F
4 KISN-F	4 KSOP-AF >	4 KSOP-AF >	4 KSOP-AF >	4 KISN-F	KBER-F	4 KSFI-F	4 KBER-F	4 KXRK-F <	4 KSOP-AF
5 KBER-F	5 KBER-F	5 KCPX-F	5 KCPX-F	5 KCPX-F	5 KLZX-AF	5 KBER-F >	5 KSOP-AF	5 KSOP-AF	5
6 KXRK-F	6 KMGR-F	6 KBER-F	6 KBER-F	6 KALL-F	6 KRSP-F	6 KRSP-F <	KXRK-F	6 KBER-F	6
KUTQ-F	7 KUTQ-F	7 KMGR-F	7	7	7 KISN-F	7 KISN-F	7 KRSP-F	7	7
8 KMGR-F	8	8	8	8	8 KZHT-F	8	KISN-F	8	8
					KUTQ-F				

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KCNR	1320	Salt Lake City	0.5/2.8/	8/ 300
KFAM	700	N Salt Lake City	1.0/3.2/	21/ 413
KISN	570	Salt Lake City	0.2/2.4/	5/ 305
KJQN-F	95.5	Ogden/Slt.Lk.Ct	0.8/5.7/	14/ 670
KZQQ-F	107.9	Roy/SL City	1.2/2.3/	20/ 315

SALT LAKE CITY

RADIO STATIONS

AM STATIONS

KALL,	910,	5 KW/1KW (DA-N)	,	Full Service	ABC MBS, \$30.00	(Eastman)	Hatch
KDYL,	1280,	5 KW/500W (DA-N)	,	Nostalgia	SMN, \$29.00	(CBS)	
KISN,	570,	5 KW (DA-1)	,	SEE KISN-FM			
KSL,	1160,	50 KW	,	Full Service	CNN CBS, \$75.00	(CBS)	Bonneville
KTKK,	630,	1 KW/500 W (DA-2)	,	Talk	ABC NBC, \$30.00	(K & P)	
KCPX,	1320,	5 KW (DA-1)	,	AC	MBS, \$20.00	(MMR)	John Price

FM STATIONS

KALL,	94.1,	40 KW @ 3060	,	Oldies/AC	ABC, \$31.00	(Eastman)	Hatch
KBCK,	105.7,	7 KW @ 3660	,	Country	, \$23.00	(---)	Mid America Gospel
KBER,	101.1,	25 KW @ 3739	,	AOR	, \$49.00	(Torbet)	(OGDEN)
KBZN,	97.9,	26 KW @ 3769	,	Jazz/NAC	, \$26.00	(---)	(OGDEN)
KCPX,	98.7,	40 KW @ 2929	,	AC	, \$47.00	(MMR)	John Price
KISN,	97.1,	30 KW @ 3651	,	CHR	, \$61.00	(Mc-Guild)	
KJQN,	95.5,	50 KW @ 679	,	AOR	, \$28.00	(Schubert)	(OGDEN)
KKAT,	101.9,	26 KW @ 3739	,	Country	, \$93.00	(Banner)	Apollo (OGDEN)
KLZX,	93.3,	26 KW @ 3739	,	Classic AOR	ABC, \$66.00	(Christal)	Citadel
KMGR,	107.5,	45 KW @ 2850	,	Soft AC	UNISUP UNIULT, \$34.00	(HNWH)	Ragan Henry (OREM)
KQOL,	106.5,	8 KW @ 2709	,	EZ	UNIULT, \$24.00	(---)	(SPANISH FORK)
KZHT,	94.9,	48 KW @ 2798	,	CHR	, \$33.00	(Katz)	(PROVO)
KRSP,	103.5,	28 KW @ 3628	,	AOR	ABC, \$48.00	(Banner)	
KSFI,	100.3,	26 KW @ 3739	,	EZ/Soft AC	, \$65.00	(CBS)	
KSOP,	104.3,	25 KW @ 3638	,	Country	, \$54.00	(MMR)	
KSOS,	106.9,	68 KW @ 2368	,	AC	, \$20.00	(Moore)	(BRIGHAM)
KUTQ,	99.5,	40 KW @ 2952	,	CHR	SOURCE, NBC, \$32.00	(K & P)	Citadel (BOUNTIFUL)
KXRK,	96.1,	55 KW @ 2631	,	AOR	UNIULT UNISUP, \$19.00	(HNWH)	(PROVO)

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,078,100

Stations: 29/29
Diaries: 1494/722:1/49.9%
Sample Target: 1390
% Below Line: 0.0
% Not Listed: 9.1

1991 Revenue: \$39,000,000
HH Inc.: \$29,279
Retail \$: 9.6 Bil
Pop per Station: 37,175
#1 Biller: KCYY-F+ \$7,200,000

MSA Rank/Pop: 36/1,350,000
ADI # 43
Average Person Ratings: 17.3
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KXTN-F (SP)	158/ 8.5	9.1	8.5	7.5	9.7	8.4	208/2278	1764/16.4	15.2	19.1	E	KXTN-F
2. KTFM-F (CHR)	154/ 8.3	8.0	10.0	9.2	9.3	8.9	161/2439	2233/20.7	19.5	21.7	E	KTFM-F
KCYY-F (C)	154/ 8.3	9.7	12.1	9.9	12.4	10.0	188/2846	2247/20.8	22.7	24.0	G	KCYY-F
4. KAJA-F (C)	115/ 6.2	7.4	6.3	6.9	6.3	6.7	153/2306	1751/16.2	16.9	17.8	D	KAJA-F
5. KQXT-F (SAC)	112/ 6.0	5.1	5.2	6.5	5.0	5.7	120/1502	1345/12.5	13.1	11.9	D	KQXT-F
6. KISS-F (AOR)	107/ 5.7	5.8	5.3	0.4	1.1	4.3	128/1788	1512/14.0	16.0	4.4	C	KISS-F
7. WOAI (N/T)	88/ 4.7	5.2	5.5	3.7	4.4	4.8	115/1954	1434/13.3	14.0	11.0	G	WOAI
KCOR (SP)	88/ 4.7	3.4	3.4	3.7	3.6	3.8	88/721	715/ 6.6	5.9	7.2	D	KCOR
9. KSRR-F (AC)	85/ 4.6	3.4	3.6	3.5	3.9	3.8	91/1587	1406/13.0	12.8	14.6	C	KSRR-F
10. KZEP-AF (AOR)	74/ 4.0	3.8	3.8	4.3	4.0	4.0	81/1295	1169/10.8	11.6	9.8	D	KZEP-AF
11. KTSA (N/T)	71/ 3.8	3.5	2.5	2.9	2.0	3.2	83/1291	1003/ 9.3	9.0	6.2	C	KTSA
12. KSAQ-F (AOR)	70/ 3.8	4.5	3.0	4.9	4.1	4.1	78/1506	1344/12.5	14.4	12.7	C	KSAQ-F
13. KSMG-F (O)	65/ 3.5	4.8	3.3	3.7	3.4	3.8	74/1222	1130/10.5	12.1	9.3	E	KSMG-F
14. KKYY (C)	55/ 3.0	3.3	3.8	4.2	4.6	3.6	119/1718	730/ 6.8	6.5	9.5	D	KKYY
15. KONO-F (O)	53/ 2.8	2.1	1.7	2.3	2.8	2.2	66/1325	958/ 8.9	8.6	12.4	B	KONO-F
16. KLUP (BB)	46/ 2.5	2.0	1.3	---	0.2	1.5	47/472	470/ 4.4	4.3	0.4	A	KLUP
17. KSJL (AOR)	32/ 1.7	1.8	0.5	0.5	1.4	1.1	33/342	272/ 2.5	3.4	3.4	A	KSJL
18. KKYY-F (C)	30/ 1.6	2.0	2.2	2.3	2.9	2.0	62/999	628/ 5.8	5.7	8.8	C	KKYY-F
19. KRIO-F (C)	26/ 1.4	1.5	1.6	2.1	2.4	1.6	29/712	650/ 6.0	4.8	5.5	B	KRIO-F
20. KSAH (SP)	23/ 1.2	0.9	1.1	2.0	1.7	1.3	31/341	233/ 2.2	2.2	1.9		KSAH

12+ FM SHARE (METRO): 71.00% (1202 of 1693) (SUM 91: 72.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KISS-F<	1 KXTN-F	1 KXTN-F	1 KXTN-F<	1 KQXT-F	1 KCYY-F<	1 KCYY-F	1 KCYY-F	1 KTFM-F<	1 KAJA-F
2 KSAQ-F>	2 KXTN-F	2 KCYY-F	2 KCYY-F>	2 KCYY-F>	2 WOAI	2 KTFM-F	2 KXTN-F	2 KXTN-F<	2 KXTN-F>	2 KXTN-F
3 KCYY-F	3 KCYY-F	3 KISS-F<	3 KAJA-F<	3 KAJA-F	3 KCYY-F	3 WOAI	3 KQXT-F	3 KTFM-F	3 KCYY-F	3 KTFM-F
4 KXTN-F	4 KTFM-F	4 KTFM-F<	4 KZEP-AF	4 KQXT-F<	4 KCOR <	4 KXTN-F<	4 KTFM-F	4 KISS-F	4 KAJA-F<	4 KTSA
5	5 KSRR-F	5 KAJA-F	5 KQXT-F	5 KZEP-AF	5 KXTN-F<	5 KAJA-F	5 KAJA-F<	5 KAJA-F	5 KSAQ-F<	5 KISS-F<
6	KAJA-F	6 KQXT-F	6 KISS-F	6 KISS-F<	6 KTSA	6 KQXT-F<	6 KISS-F	6 KQXT-F	6	6 KKYY
7	7 KZEP-AF	7 KTFM-F	7 KTFM-F	7 KSMG-F<	7 KAJA-F	7 KISS-F	7 WOAI	7	7	7 KDRY <
8	8 KSAQ-F	8 KSRR-F	8 KSMG-F	8 KTFM-F	8 KKYY	8 KCOR	8 KSRR-F	8	8	8 KSRR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTFM-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KISS-F	1 KISS-F>	1 KISS-F	1 KISS-F	1 KXTN-F<
2 KAJA-F	2 KXTN-F	2 KXTN-F>	2 KXTN-F	2 KXTN-F	2 KSRR-F	2 KXTN-F	2 KZEP-AF	2 KXTN-F	2 KZEP-AF
3 KSAQ-F	3 KAJA-F	3 KAJA-F	3 KAJA-F<	3 KQXT-F	3 KTFM-F>	3 KZEP-AF	KXTN-F>	3 KZEP-AF	3 KISS-F
4 KCYY-F	4 KTFM-F	4 KSRR-F	4 KQXT-F	KAJA-F>	4 KXTN-F	4 KTFM-F	4 KCYY-F	4 KTFM-F	4 KCYY-F
5 KISS-F	5 KSRR-F	5 KTFM-F	5 KTFM-F	5 KSRR-F	5 KCYY-F	5 KCYY-F<	5 KAJA-F	KCYY-F	5 KSMG-F<
6 KSRR-F	6 KSAQ-F	6 KQXT-F	6 KSRR-F	6 KTFM-F	6 KSAQ-F	6 KSRR-F>	6 KTFM-F	6 KSRR-F	6 KTFM-F
KQXT-F	KQXT-F	7	7	KSMG-F	7	7 KAJA-F	7	7 KAJA-F	KAJA-F
8 KXTN-F	8 KISS-F	8	8	8	8	8	8	8	8 WOAI

OTHER RATED STATIONS METRO CUME TSA TQA SHARE/RTG/AQH/CUME

KCHL	1480	San Antonio	0.9/1.3/ 16/ 143
KDRY	1100	Alamo Heights	0.4/1.4/ 8/ 187
KEDA	1540	San Antonio	0.6/2.0/ 12/ 218
KGNB	1420	New Braunfels	0.3/1.7/ 6/ 196
KONO	860	San Antonio	0.4/2.7/ 12/ 400
KSLR	630	San Antonio	1.0/3.0/ 21/ 386
KVAR	1160	San Antonio	0.6/2.1/ 11/ 223
KWED	1580	Seguin	0.5/1.3/ 9/ 137

SAN ANTONIO

RADIO STATIONS

AM STATIONS

KCOR, 1350,	5 KW (DA-N)	, HISPANIC		, \$ 57.00 (Katz)	Tichenor
KEDA, 1540,	5 KW/1 KW (DA-N),	HISPANIC		, \$ 25.00 (Caballero)	
KKYX, 680,	50 KW/10 KW(DA-N),	COUNTRY	ABC	, \$ 54.00 (Katz)	New City
KONO, 860,	5 KW/1 KW	, SEE KONO-FM			
KSAH, 720,	10 KW/1 KW (DA-2),	HISPANIC		, \$ 22.00 (Caballero)	
KTSA, 550,	5 KW (DA-N)	, NOSTALGIA/FS	NBC-T ABC	, \$ 29.00 (Banner)	
KZVE, 1310,	5 KW/280 W(DA-1),	HISPANIC		, \$ 25.00 (Schubert)	TK
WOAI, 1200,	50 KW	, NEWS/TALK	CBS	, \$ 88.00 (Christal)	Clear Channel

FM STATIONS

KAJA, 97.3,	100 KW @ 984,	COUNTRY		, \$ 58.00 (Christal)	Clear Channel
KCYY, 100.3,	98 KW @ 581,	COUNTRY		, \$ 100.00 (Katz)	NewCity
KISS, 99.5,	100 KW @ 1112,	AOR	SMN ABC	, \$ 44.00 (MMR)	Adams
KKYX, 106.7,	100 KW @ 1017,	COUNTRY		, \$ 50.00 (Banner)	
KONO, 101.1,	100 KW @ 649,	OLDIES	UNIULT NBC	, \$ 40.00 (Christal)	(FREDICKSBURG)
KQXT, 101.9,	100 KW @ 669,	SOFT AC/EZ		, \$ NA (Group W)	Westinghouse
KRIO, 94.1,	22 KW @ 695,	COUNTRY		, \$ 25.00 (---)	(FLORESVILLE)
KSAQ, 96.1,	100 KW @ 479,	AOR		, \$ 49.00 (Eastman)	Inner City
KSMG, 105.3,	100 KW @ 1250,	OLDIES		, \$ 60.00 (CBS)	Rusk
KSRR, 92.9,	100 KW @ 1017,	AC/CHR		, \$ 41.00 (Christal)	Booth
KTFM, 102.7,	100 KW @ 669,	CHR		, \$ 70.00 (Banner)	
KXTN, 107.5,	100 KW @ 1469,	HISPANIC		, \$ 53.00 (Schubert)	TK
KZEP, 104.5,	100 KW @ 659,	AOR	MBS	, \$ 55.00 (HNWH)	Lotus

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,173,700
 MSA Rank/Pop: 13/2,540,000
 ADI # 24
 Average Person Ratings: 16.9
 Market TSL: 22.25 hours

Stations: 40/30
 Diaries: 2142/1015:1/45.9%
 Sample Target: 1920
 % Below Line: 6.9
 % Not Listed: 10.6

1991 Revenue: \$86,000,000
 HH Inc.: \$41,672
 Retail \$: 19.9 Bil
 Pop per Station: 72,456
 #1 Biller: KFMB \$10,000,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KSON-AF (C)	321/ 8.8	7.6	8.2	7.5	7.1	8.0	321/3946	3946/18.2	14.3	14.1	H	KSON-AF
2. KGB -F (AOR)	213/ 5.8	4.5	5.3	5.5	4.9	5.3	213/3345	3345/15.4	14.1	14.2	H	KGB -F
3. XTRA-F (AOR)	210/ 5.7	5.7	4.5	5.4	5.5	5.3	210/3092	3092/14.2	15.7	14.0	G	XTRA-F
4. KFMB-F (AC)	200/ 5.4	5.7	5.0	4.4	4.7	5.1	200/3687	3687/17.0	16.6	14.5	G	KFMB-F
5. KSDO (N/T)	196/ 5.3	5.4	5.1	4.6	5.6	5.1	196/2748	2748/12.6	11.0	12.1	G	KSDO
6. KFMB (FS)	182/ 4.9	4.0	3.6	4.0	5.0	4.1	182/2650	2650/12.2	11.4	13.3	I	KFMB
7. XHTZ-F (CHR)	162/ 4.4	4.2	3.5	4.0	3.4	4.0	162/2823	2823/13.0	14.5	12.0	C	XHTZ-F
8. KJQY-F (SAC)	157/ 4.3	4.8	5.4	5.7	5.2	5.1	157/2215	2215/10.2	12.0	12.9	G	KJQY-F
9. KKLO-AF (CHR)	152/ 4.2	5.6	4.9	6.5	6.5	5.3	152/3355	3355/15.4	18.3	19.9	H	KKLO-AF
10. KFSD-F (CL)	127/ 3.5	2.8	3.1	4.0	3.8	3.3	127/1829	1829/ 8.4	7.8	8.2	D	KFSD-F
11. KYXY-F (AC)	120/ 3.3	4.2	4.1	5.8	4.0	4.3	120/2274	2274/10.5	11.3	10.7	F	KYXY-F
12. KBZS-F (O)	118/ 3.2	2.6	2.0	1.9	1.5	2.4	118/2274	2274/10.5	8.8	6.5	C	KBZS-F
13. KPOP (BB)	117/ 3.2	3.6	3.9	3.6	3.8	3.6	117/1424	1424/ 6.6	6.2	7.0	C	KPOP
14. KIFM-F (J)	108/ 2.9	3.6	3.6	4.1	4.3	3.5	108/2015	2015/ 9.3	9.4	11.2	G	KIFM-F
15. KCLX-F (CL AOR)	97/ 2.6	2.3	3.0	3.0	2.8	2.7	97/1853	1853/ 8.5	8.7	10.0	D	KCLX-F
16. KIOZ-F (AOR)	91/ 2.5	4.4	3.2	2.1	4.0	3.0	91/1575	1575/ 7.2	8.4	7.6	D	KIOZ-F
17. KFI (T)	77/ 2.1	1.6	1.4	1.3	1.9	1.6	77/1068	1068/ 4.9	4.7	4.3		KFI
18. XHRM-F (B)	67/ 1.8	2.9	1.3	0.9	1.7	1.7	67/1312	1312/ 6.0	7.8	6.4	C	XHRM-F
XEMO (SP)	67/ 1.8	1.3	1.5	1.5	0.9	1.5	67/893	893/ 4.1	2.2	2.1	B	XEMO
20. KNX (N)	59/ 1.6	1.8	1.4	1.5	1.7	1.6	59/1192	1192/ 5.5	5.7	5.5		KNX
21. KCBQ-F (P)	56/ 1.5	1.9	2.6	2.4	2.9	2.1	56/1238	1238/ 5.7	6.6	7.6	F	KCBQ-F
22. XLTN-F (SP)	53/ 1.4	1.6	1.8	1.0	0.8	1.5	53/758	758/ 3.5	3.3	2.7	C	XLTN-F
23. XHKY-F (SP)	49/ 1.3	0.9	1.1	0.3	0.4	0.9	49/543	543/ 2.5	2.2	1.2		XHKY-F
24. XTRA (SPRST)	40/ 1.1	1.3	1.8	2.1	2.0	1.6	40/1143	1143/ 5.3	3.7	5.9	C	XTRA
25. KCBQ (O)	39/ 1.1	1.2	1.4	1.3	0.7	1.3	39/795	795/ 3.7	3.7	2.6		KCBQ

12+ FM SHARE (METRO): 72.75% (2392 of 3288) (SUM 91: 72.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 XHTZ-F >>	1 KGB -F <	1 KSON-AF	1 KSON-AF	1 KSON-AF >	1 KSON-AF <	1 KSON-AF	1 KSON-AF >	1 KSON-AF	1 XHTZ-F	1 KSON-F
2 KKLO-AF >>	2 XTRA-F	2 KGB -F <	2 KFMB-F	2 KFMB-F >	2 KSDO	2 KFMB-F <	2 KSDO	2 XTRA-F	2 KSON-AF	2 KYXY-F
3 KIOZ-F	3 KSON-AF	3 XTRA-F	3 KGB -F	3 KGB -F	3 KFMB >	3 KSDO	3 KGB -F <	3 KGB -F	3 XTRA-F	3 KSDO >>
4 XTRA-F	4 KFMB-F	4 KFMB-F >	4 XTRA-F >	4 XTRA-F >	4 KPOP	4 KGB -F	4 KFMB-F	4 KFMB-F <	4 KKLO-AF	4 KGB -F <
5	5 KKLO-AF	5 KKLO-AF	5 KJQY-F	5 KJQY-F <	5 KFSD-F <	5 KFMB	5 XTRA-F	5 KFMB <	5 KGB -F	5 KFMB
6	6 XHTZ-F	6 KJQY-F	6 KYXY-F	6 KBZS-F	6 KJQY-F	6 XTRA-F	6 KJQY-F >	6 XHTZ-F	6 KFSD-F	6 KNX <
7	7 KCLX-F	7	7 KBZS-F <	7 KSDO	7 KFMB-F	7	7	7	7	7 KFI

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 XTRA-F	1 KSON-AF >	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KGB -F <	1 KGB -F <	1 KGB -F	1 KGB -F	1 KSON-AF
2 KSON-AF	2 KFMB-F	2 KFMB-F	2 KFMB-F >	2 KFMB-F >	2 XTRA-F >	2 XTRA-F >	2 XTRA-F	2 XTRA-F	2 KGB -F
3 KKLO-AF	3 KGB -F <	3 KGB -F >	3 XTRA-F	3 KJQY-F	3 XHTZ-F	3 KSON-AF	3 KSON-AF >	3 KSON-AF >	3 XTRA-F
4 KGB -F	4 XTRA-F	4 XTRA-F	4 KJQY-F	4 KYXY-F	4 KKLO-AF	4 KFMB-F	4 KFMB-F	4 KFMB-F	4 KFMB <
5 XHTZ-F	5 KKLO-AF	5 KYXY-F <	5 KYXY-F	5 XTRA-F	5 KIOZ-F	5 KIOZ-F <	5 KCLX-F	5 KCLX-F	5 KFMB-F
6 XEMO	6 KJQY-F	6 KKLO-AF	KGB -F	KBZS-F	6 KFMB-F	6 XHTZ-F	6 KIOZ-F	6 KFMB	6 KSDO
7 XHRM-F	7 KYXY-F	KJQY-F	7 KKLO-AF	7 KIFM-F	7 KSON-AF	7 KKLO-AF <	7	7	7 KCLX-F
8 KFMB-F	8 XHRM-F	8 KCLX-F	8 KBZS-F	KGB -F	8 KCLX-F	8 KCLX-F	8	8	8 KBZS-F

OTHER RATED STATIONS		METRO CUME	TSA TSA
		SHARE/RTG/AQH/CUME	
KGMG	1320 Oceanside	0.3/1.3/	12/ 279
KKOS-F	95.9 Carlsbad	0.6/2.5/	23/ 538
KOWF-F	92.1 Escondido/SD	0.4/1.9/	16/ 421
KPRZ	1210 San Marcos/SD	0.4/1.6/	14/ 346
KSPA	1450 Escondido/SD	0.7/1.6/	26/ 346
KABC	790 Los Angeles	0.4/1.1/	13/ 242
KBIG-F	104.3 Los Angeles	0.3/1.0/	12/ 207
KLOS-F	95.5 Los Angeles	0.5/2.7/	20/ 589
KLVE-F	107.5 Los Angeles	0.4/0.8/	15/ 170
KOST-F	103.5 Los Angeles	0.4/1.7/	16/ 364
KRTH-F	101.1 Los Angeles	0.3/2.2/	12/ 485
KWVE-F	107.9 San Clemente	0.4/1.7/	15/ 365
XPRS	1090 Tijuana	0.4/0.4/	16/ 95

SAN DIEGO

RADIO STATIONS

AM STATIONS

KCBQ, 1170, 50 KW/5 KW (DA-2) ,	SEE KCBQ-FM			
KCEO, 1000, 2.5 KW/250 W (DA-1) ,	BUSINESS NEWS	BRN ABC, \$ 30.00	(---)	
KFMB, 760, 5 KW (DA-N) ,	Full Service	CBS, \$170.00	(Mc-Guild)	Midwest TV
KPOP, 1360, 5 KW/1 KW ,	Nostalgia	NBC, UNISUP, \$ 47.00	(Katz)	Brown
KSDO, 1130, 10 KW (DA-2) ,	News/Talk	ABC, \$109.00	(Durpetti)	Gannett
XTRA, 690, 50 KW (DA-2) ,	Sports	MBS, \$ 55.00	(MMR)	Noble

FM STATIONS

KCBQ, 105.3, 29 KW @ 620 ,	Oldies	, \$ 83.00	(HNWH)	Adams
KFMB, 100.7, 30 KW @ 620 ,	AC	, \$144.00	(Mc-Guild)	Midwest TV
KFSD, 94.1, 100 KW @ 640 ,	Classical	, \$ 71.00	(HNWH)	Lotus
KGB, 101.5, 50 KW @ 500 ,	AOR	, \$159.00	(Katz)	Brown
KIFM, 98.1, 28 KW @ 640 ,	Jazz	, \$100.00	(CBS)	
KIOZ, 102.1, 10 KW @ 980 ,	AOR	, \$ 51.00	(Banner)	(OCEANSIDE)
KJQY, 103.7, 36 KW @ 581 ,	Soft AC	, \$128.00	(MMR)	Legacy
KBZS, 94.9, 22 KW @ 328 ,	Oldies	, \$ 60.00	(Eastman)	Anaheim
KKLQ, 106.5, 50 KW @ 440 ,	CHR	APR MBS, \$165.00	(Christal)	Edens
KCLX, 102.9, 32 KW @ 617 ,	Classic AOR	, \$ 70.00	(Durpetti)	Gannett
KSON, 97.3, 50 KW @ 440 ,	Country	, \$171.00	(Banner)	Jeff-Pilot
KYXY, 96.5, 41 KW @ 541 ,	AC	, \$ 95.00	(HNWH)	
XHRM, 92.5, 100 KW @ ? ,	Black	ABC, \$ 45.00	(K & P)	(TIJUANA)
XHTZ, 90.3, 100 KW @ 994 ,	CHR	ABC, \$ 40.00	(---)	(TIJUANA)
XLTN, 104.5, 60 KW @ 994 ,	Hispanic	, \$ 35.00	(Katz Hisp)	(TIJUANA)
XTRA, 91.1, 100 KW @ 686 ,	AOR	, \$135.00	(MMR)	Noble (TIJUANA)

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,178,000 Stations: 53/50 1991 Revenue: \$170,700,000
 MSA Rank/Pop: 28/1,614,600 (San Francisco) Diaries: 4195/1234:1/45.9% HH Inc.: \$45,702
 20/2,117,800 (Oakland) Sample Target: 3000 Retail \$: 40.8 Bil
 ADI # 5 % Below Line: 1.2 Pop per Station: 103,560
 Average Person Ratings: 16.0 % Not Listed: 11.9 #1 Biller: KGO \$23,000,000
 Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KGO (N/T)	596/ 7.2	7.7	8.4	8.4	8.0	7.9	741/11715	9559/18.5	17.1	18.2	K	KGO
2. KMEL-F (CHR)	446/ 5.4	5.6	4.6	5.3	5.3	5.2	499/8030	7062/13.6	14.5	13.7	I	KMEL-F
3. KCBS (N/T)	407/ 4.9	4.4	4.9	5.5	4.1	4.9	478/10091	8382/16.2	16.5	14.4	I	KCBS
4. KFRC (BB)	402/ 4.8	3.5	4.5	4.3	4.9	4.3	468/6349	5348/10.3	8.9	10.3	F	KFRC
5. KIOI-F (AC)	347/ 4.2	3.5	3.3	2.7	3.2	3.4	352/6258	6112/11.8	10.3	10.1	I	KIOI-F
6. KNBR (T)	326/ 3.9	4.5	3.4	3.3	4.5	3.8	483/8694	6265/12.1	12.9	14.7	I	KNBR
7. KKSF-F (J/NAC)	294/ 3.5	2.7	2.7	2.5	2.7	2.8	297/481	4100/ 7.9	8.3	6.6	G	KKSF-F
8. KSAN-F (C)	281/ 3.4	4.0	3.7	2.9	2.5	3.5	289/4661	4408/ 8.5	8.9	7.3	I	KSAN-F
9. KSOL-F (B)	271/ 3.3	2.9	2.8	2.9	2.8	3.0	276/5666	5447/10.5	11.0	10.3	F	KSOL-F
10. KOIT-AF (SAC)	253/ 3.1	3.8	4.3	3.6	3.0	3.7	263/5894	5570/10.8	11.6	9.5	I	KOIT-AF
11. KITS-F (CHR)	244/ 2.9	3.2	2.5	3.1	2.7	2.9	250/4117	3914/ 7.6	8.8	6.8	H	KITS-F
12. KBLX-AF (J/NAC)	225/ 2.7	2.9	1.9	2.4	2.5	2.5	231/4215	4069/ 7.9	7.8	6.9	F	KBLX-AF
13. KRQR-F (AOR)	190/ 2.3	2.5	2.5	2.2	2.8	2.4	200/3619	3345/ 6.5	7.6	7.9	G	KRQR-F
14. KSFO (O)	182/ 2.2	2.2	1.5	1.8	2.6	1.9	209/5182	4552/ 8.8	8.6	9.9	H	KSFO
15. KBAY-F (SAC)	179/ 2.2	2.1	2.3	2.3	2.0	2.2	219/2970	2512/ 4.9	4.3	4.4	E	KBAY-F
16. KOFY (SP)	168/ 2.0	1.9	2.0	0.7	0.8	1.6	171/1856	1811/ 3.5	3.3	2.4	B	KOFY
17. KFRC-F (O)	165/ 2.0	1.7	1.5	1.8	2.3	1.8	173/3884	3677/ 7.1	6.8	9.1	E	KFRC-F
18. KDFC-AF (CL)	159/ 1.9	2.1	2.2	2.3	2.3	2.1	162/3559	3449/ 6.7	6.6	6.7	E	KDFC-AF
19. KFOG-F (AOR)	157/ 1.9	1.8	1.8	1.6	2.3	1.8	160/3309	3125/ 6.0	6.6	7.2	G	KFOG-F
20. KSJO-F (AOR)	153/ 1.8	1.7	1.5	1.8	1.6	1.7	164/2972	2793/ 5.4	5.1	4.8	E	KSJO-F
21. KABL-AF (SAC)	148/ 1.8	2.8	3.2	3.0	2.7	2.7	169/4267	3996/ 7.7	8.1	10.3	E	KABL-AF
22. KHQT-F (CHR)	128/ 1.5	1.5	1.8	1.5	1.8	1.6	128/2327	2285/ 4.4	4.5	4.5	D	KHQT-F
23. KOME-F (AOR)	121/ 1.5	1.1	1.4	1.8	1.4	1.5	127/2486	2320/ 4.5	3.9	4.4	F	KOME-F
24. KBRG-F (SP)	121/ 1.5	1.4	1.4	2.1	2.0	1.6	122/1257	1239/ 2.4	2.6	3.3	C	KBRG-F
25. KKHI-AF (CL)	111/ 1.4	2.2	2.3	1.6	2.2	1.9	120/2687	2750/ 5.3	5.7	5.9	D	KKHI-AF
26. KEZR-F (AC)	107/ 1.3	1.1	0.9	1.5	1.2	1.2	109/1919	1884/ 3.6	4.1	3.6	E	KEZR-F
27. KYA -F (O)	104/ 1.3	1.3	1.3	1.4	1.2	1.3	109/3112	2954/ 5.7	5.5	4.9	KYA -F	
28. KJAZ-F (J)	90/ 1.1	1.1	1.2	1.0	0.8	1.1	95/1717	1642/ 3.2	3.3	3.1	D	KJAZ-F
29. KNEW (C)	81/ 1.0	1.1	1.2	1.2	0.8	1.1	84/1214	1186/ 2.3	3.0	2.4	KNEW	
30. KDIA (B)	80/ 1.0	1.1	0.8	0.9	1.0	0.9	81/1275	1267/ 2.4	2.5	2.2	C	KDIA

12+ FM SHARE (METRO): 65.03% (4752 of 7307) (SUM 91: 63.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F >	1 KMEL-F >	1 KMEL-F	1 KKSF-F	1 KGO	1 KGO	1 KGO	1 KGO	1 KGO	1 KMEL-F <	1 KGO >>
2 KSOL-F >>	2 KITS-F <	2 KIOI-F	KGO	2 KKSF-F	2 KFRC	2 KCBS >	2 KFRC	2 KMEL-F	2 KGO >	2 KCBS >>
3	3 KIOI-F	3 KKSF-F	3 KIOI-F	3 KIOI-F	3 KCBS	3 KFRC <	3 KMEL-F	3 KFRC	3 KIOI-F <	3 KNBR >>
4	4 KRQR-F	4 KGO	4 KMEL-F	4 KSAN-F <	4 KNBR	4 KNBR	4 KNBR	4 KCBS <	4 KNBR	4 KMEL-F
5	5 KSJO-F <	5 KITS-F	5 KBLX-AF	5 KCBS	5 KKSF-F	KMEL-F	5 KIOI-F <	5 KIOI-F	5 KSOL-F	5 KBLX-F
6	6 KOFY	6 KOIT-AF	KOIT-AF	6 KNBR	6 KSAN-F	6 KIOI-F	6 KSAN-F <	6 KSAN-F	6 KSFO	6 KKSF-F
7	7 KSAN-F <	KSAN-F	KSAN-F	7 KOIT-AF	7 KOIT-AF <	7 KSAN-F	7 KCBS	KITS-F <	7 KCBS <	7 KFRC
8	8 KSOL-F	8 KBLX-AF <	8 KCBS <	KMEL-F <	8 KSFO	8 KOIT-AF	8 KKSF-F	8 KSOL-F	8 KBLX-AF	8
9	9 KOIT-AF <	9 KRQR-F	9 KNBR	9 KBLX-AF	KIOI-F	KKSF-F	9 KOIT-AF	KKSF-F	9 KITS-F	9
10	10 KBRG-F	10 KSOL-F	10 KITS-F	10 KFRC-F	KBAY-F	10 KSJO-F	10 KSOL-F	10 KNBR	KKSF-F	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F	1 KMEL-F	1 KMEL-F	1 KIOI-F	1 KIOI-F	1 KMEL-F	1 KITS-F <	1 KITS-F	1 KMEL-F <	1 KGO
2 KOFY	2 KIOI-F	2 KIOI-F	2 KMEL-F	2 KKSF-F	2 KITS-F	2 KMEL-F	2 KRQR-F <	2 KITS-F <	2 KNBR
3 KIOI-F >	3 KOFY	3 KFRC-F	3 KKSF-F <	3 KBLX-AF	3 KRQR-F >	3 KRQR-F	3 KSJO-F <	3 KRQR-F	3 KCBS
4 KSOL-F	4 KOIT-AF	4 KBLX-AF <	4 KOIT-AF	KOIT-AF	4 KSOL-F	4 KSJO-F	4 KMEL-F	KGO	4 KKSF-F <
5 KITS-F	5 KBLX-AF	5 KOIT-AF	5 KBLX-AF	5 KGO	5 KBRG-F	5 KSAN-F	5 KSAN-F <	5 KNBR	5 KSAN-F
6 KHQT-F	6 KITS-F	6 KSAN-F	6 KOFY	6 KMEL-F	KIOI-F <	6 KIOI-F	6 KGO	6 KSAN-F	6 KFOG-F
7 KOIT-AF	7 KFRC-F <	KKSF-F	7 KGO	7 KFRC-F	7 KSJO-F >	7 KSOL-F	7 KNBR <	KKSF-F	7 KRQR-F
KBRG-F	8 KSOL-F	8 KGO	KFRC-F	8 KSAN-F	8 KSAN-F	8 KOME-F	8 KOME-F	8 KIOI-F	KMEL-F
9 KSJO-F	9 KSAN-F	9 KITS-F <	9 KSAN-F <	9 KCBS	9 KHQT-F	9 KBRG-F	KFOG-F	KFOG-F	9 KITS-F
10 KFOG-F	KKSF-F	10 KOFY	10 KSOL-F	10	10 KOME-F	10 KGO	10 KIOI-F	10 KCBS	KIOI-F

SAN FRANCISCO

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
KARA-F	105.7	Santa Clara/SJ	0.9/3.0/ 81/1662
KDBK-FF	98.9	San Francisco	0.7/3.0/ 83/1890
KEEN	1370	San Jose	0.5/1.2/ 44/ 611
KFAX	1100	San Francisco	0.7/1.7/ 61/ 948
KHTT-F	92.9	Healdsbrg/SntRs	0.4/1.3/ 39/ 737
KIQI	1010	San Francisco	0.4/1.6/ 42/ 853
KKIQ-F	101.7	Livermore/Plsnt	0.6/2.0/ 50/1060
KLOK	1170	SanJose/SanFran	0.5/1.5/ 51/ 902
KMGG-F	97.7	Monte Rio/SntRs	0.4/0.8/ 33/ 427
KRPQ-F	104.9	Rohnert Park	0.5/1.0/ 39/ 525
KRTY-F	95.3	Los Gatos	0.8/2.0/ 70/1091
KUFY-F	94.5	Gilroy	0.7/3.4/ 94/2325
KXFX-F	101.7	Santa Rosa	0.6/1.2/ 46/ 647
KZST-F	100.1	Santa Rosa	0.5/1.6/ 39/ 837
KDON-F	102.5	Salinas/SntCruz	0.4/1.2/129/1917
KRAK	1140	Sacramento	0.4/0.8/102/1555
KSFH-F	102.5	Woodland/Scrmnt	0.4/1.1/206/3450

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, SEE KABL-FM		
KCBS, 740, 50 KW (DA-2)	, NEWS	CBS, \$ 245.00 (CBS)	CBS
KDIA, 1310, 5 KW (DA-1)	, BLACK	, \$ 41.00 (---)	
KEST, 1450, 1 KW	, ETHNIC	, \$ 45.00 (---)	Douglas
KFAX, 1100, 50 KW (DA-1)	, RELIGION	, \$ 40.00 (---)	Salem
KFRC, 610, 5 KW	, NOSTALGIA	MBS, UNISUP, \$ 90.00 (Schubert)	Bedford
KGO, 810, 50 KW	, TALK/NEWS	ABC, \$ 350.00 (Banner)	Cap. Cities/ABC
KIQI, 1010, 10 KW/500W (DA-1)	, HISPANIC	, \$ 50.00 (Caballero)	
KNBR, 680, 50 KW	, TALK	NBC, \$ 161.00 (Eastman)	Susquehanna
KNEW, 910, 5 KW (DA-N)	, COUNTRY	, \$ NA (McGuild)	Malrite
KOFY, 1050, 50 KW/1 KW (DA-2)	, HISPANIC	, \$ 60.00 (Lotus)	
KSFO, 560, 5 KW (DA-N)	, OLDIES	UNIPWR, \$ 106.00 (MMR)	

FH STATIONS

KABL, 98.1, 100 KW @ 940, EZ/SOFT AC		UNISUP, \$ 105.00 (Christal)	Shamrock
KBLX, 102.9, 7 KW @ 1290, JAZZ/URBAN		, \$ 110.00 (HNWH)	Inner City
KBRG, 104.9, 3 KW @ 300, HISPANIC		, \$ 53.00 (Katz Hisp)	
KDBK, 98.9, 7 KW @ 1450, AOR		ABC, \$ 75.00 (Katz)	Viacom
KDFC, 102.1, 33 KW @ 1050, CLASSICAL		, \$ 78.00 (CMBS)	
KFOG, 104.5, 8 KW @ 1450, AOR		SOURCE, \$ 130.00 (Eastman)	Susquehanna
KFRC, 99.7, 45 KW @ 1240, OLDIES		, \$ 85.00 (Schubert)	Bedford
KIOI, 101.3, 125 KW @ 1161, AC		, \$ 222.00 (Durpetti)	Fairmont
KITS, 105.3, 15 KW @ 1200, CHR/AOR		UNIPWR ABC, \$ 150.00 (HNWH)	Entercom
KJAZ, 92.7, 2 KW @ 400, JAZZ		, \$ 75.00 (K & P)	
KKHI, 95.7, 7 KW @ 1306, CLASSICAL		, \$ 88.00 (HNWH)	Buckley
KKSF, 103.7, 8 KW @ 1469, JAZZ/NAC		, \$ 155.00 (Banner)	Brown
KMEL, 106.1, 69 KW @ 1289, CHR		, \$ 205.00 (Christal)	Evergreen
KOIT, 96.5, 33 KW @ 1410, SOFT AC		, \$ 200.00 (Torbet)	Bonneville
KRQR, 97.3, 82 KW @ 1099, AOR		CBS, \$ 155.00 (CBS)	CBS
KSAN, 94.9, 30 KW @ 1210, COUNTRY		, \$ 210.00 (McGuild)	Malrite
KSOL, 107.7, 9 KW @ 1161, BLACK		APR, \$ 110.00 (MMR)	United
KYA, 93.3, 50 KW @ 500, OLDIES		UNIPWR, \$ 97.00 (MMR)	

Other Ranked Stations - See San Jose

SAN JOSE

Arbitron Rank/Pop (12+): 31/1,272,300

Stations: 40/16
Diaries: 1685/755:1/44.6%
Sample Target: 1540
% Below Line: NA
% Not Listed: NA

1991 Revenue: \$27,000,000
HH Inc.: \$51,455
Retail \$: 13.1 Bil
Pop per Station: 79,518
#1 Biller: KOMF-F \$4,300,000

MSA Rank/Pop: 31/1,470,000
San Francisco ADI
Average Person Ratings: 15.7
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KBAY-F (SAC)	120/ 6.0	5.5	6.1	5.9	6.3	5.9	198/2704	1561/12.3	10.6	11.6	E	KBAY-F
2. KHQT-F (CHR)	114/ 5.7	5.6	6.5	5.3	6.9	5.8	128/2311	1936/15.2	15.0	16.2	D	KHQT-F
3. KEZR-F (AC)	100/ 5.0	4.0	3.4	5.2	4.8	4.4	104/1800	1551/12.2	12.6	13.8	E	KEZR-F
4. KSJO-F (AOR)	94/ 4.7	5.0	4.3	5.1	4.7	4.8	144/2501	1628/12.8	12.7	12.5	E	KSJO-F
5. KOMF-F (AOR)	84/ 4.2	3.4	4.2	3.5	4.8	3.8	121/2255	1454/11.4	9.1	12.2	F	KOMF-F
6. KARA-F (AC)	70/ 3.5	3.6	3.5	3.1	2.8	3.4	80/1560	1160/ 9.1	9.4	7.3	E	KARA-F
7. KRTY-F (C)	62/ 3.1	3.5	3.5	3.3	2.5	3.3	69/1080	847/ 6.7	7.7	6.8	C	KRTY-F
8. KUFX-F (CL AOR)	44/ 2.2	2.4	2.8	3.2	4.1	2.7	87/2160	1250/ 9.8	9.0	12.4	C	KUFX-F
9. KBRG-F (SP)	43/ 2.2	3.2	3.6	3.2	2.0	3.0	100/1090	517/ 4.1	5.5	4.4	C	KBRG-F
10. KEEN (SAC)	33/ 1.7	1.2	2.7	1.2	1.8	1.7	41/577	454/ 3.6	3.1	4.4	B	KEEN
11. KDFC-AF (CL)	32/ 1.7	1.6	2.1	1.6	1.9	1.8	70/1700	642/ 5.0	5.3	5.7		KDFC-AF
12. KLOK (SP)	23/ 1.2	1.7	1.4	1.5	0.8	1.5	37/664	377/ 3.0	4.7	2.9	B	KLOK
13. KSJX (E)	17/ 0.9	---	0.5	0.4	0.3	0.4	17/214	201/ 1.6	0.0	0.7		KSJX
14. KAZA (SP)	13/ 0.7	1.2	0.5	0.9	1.3	0.8	19/365	235/ 1.8	2.8	2.6	B	KAZA
15. KLIV (BB)	9/ 0.5	0.6	0.8	---	0.5	0.5	10/460	396/ 3.1	2.4	1.9		KLIV

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KSJO-F	1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KBAY-F>	1 KSJO-F	1 KBAY-F	1 KBAY-F<	1 KHQT-F>	1 KBAY-F
2 KSJO-F	2 KOMF-F	2 KSJO-F<	2 KOMF-F	2 KBAY-F	2 KARA-F	2 KBAY-F<	2 KEZR-F	2 KEZR-F	2 KBAY-F	2 KOMF-F
3	KEZR-F<	3 KOME-F	3 KBAY-F	3 KOME-F	3 KEZR-F	3 KHQT-F<	3 KHQT-F<	3 KHQT-F<	3 KEZR-F	3 KHQT-F
4	4 KHQT-F>	4 KHQT-F	4 KSJO-F<	4 KARA-F	4 KRTY-F	4 KEZR-F	4 KARA-F<	4 KOME-F	4 KOME-F>	4 KEZR-F
5	5 KBRG-F>	5 KBAY-F	5 KARA-F	5 KSJO-F	5	5 KOME-F	5 KSJO-F	5 KSJO-F	5	5 KEEN
6	6 KBAY-F	KARA-F	6 KRTY-F	6 KRTY-F	6	6 KARA-F	6 KOMF-F	6 KRTY-F	6	6
7	7	7 KRTY-F	7	7	7	7	7 KRTY-F>	7 KARA-F>	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F	1 KEZR-F	1 KEZR-F>	1 KEZR-F>	1 KEZR-F	1 KHQT-F	1 KSJO-F<	1 KSJO-F	1 KOMF-F	1 KOMF-F
2 KSJO-F	2 KHQT-F	2 KUFX-F	2 KHQT-F	2 KBAY-F>	2 KOMF-F	2 KOMF-F>	2 KOMF-F>	2 KSJO-F>	2 KSJO-F
3 KEZR-F>	3 KSJO-F>	KBAY-F	3 KBAY-F	3 KRTY-F	3 KSJO-F	3 KHQT-F	3 KEZR-F>	3 KHQT-F	3 KARA-F
4 KBRG-F	4 KUFX-F	4 KRTY-F	4 KARA-F	KARA-F	4 KBRG-F>>	4 KBRG-F	4 KHQT-F	4 KEZR-F	4 KBAY-F
5 KARA-F	5 KOMF-F	KOME-F	5 KSJO-F	5 KUFX-F	5 KLOK	5 KEZR-F	KBRG-F	KARA-F	5 KEZR-F<
6 KOMF-F	6 KBAY-F	6 KARA-F	6 KRTY-F<	6	6	6	6 KRTY-F	6 KRTY-F	6 KRTY-F
7	KARA-F	7 KHQT-F	7 KUFX-F	7	7	7	KBAY-F	7	7

OTHER RATED STATIONS

METRO SHR/CUME RTG

See San Francisco for more about the following stations.

KABL-F	0.8/3.3	KKHI-F	1.5/4.9
KBLX-F	2.1/5.0	KKSF-F	2.6/5.7
KCBS	4.0/14.2	KMEL-F	2.6/9.1
KDBK-F	0.4/2.4	KNBR	3.5/11.3
KFAX	0.4/1.5	KOFY	1.2/2.7
KFOG-F	0.7/2.9	KOIT-AF	2.5/8.4
KFRC	2.5/5.7	KSAN-F	1.0/6.9
KFRC-F	1.1/5.5	KSFO	1.2/6.0
KGO	7.2/18.1	KYA -F	0.7/4.2
KIOI-F	3.6/11.2	KSOL-F	1.5/7.0
KITS-F	2.6/7.7	KDON-F	1.4/3.5

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS, DA)	, HISPANIC	CRC, \$ 33.00 (Caballero)
KEEN, 1370, 5 KW (DA-2)	, EZ	UPI, \$ NA (MMR)
KLOK, 1170, 50 KW/5 KW (DA-2)	, HISPANIC	, \$ 37.00 (Katz Hisp)
KNTA, 1430, 1 KW (DA-1)	, HISPANIC	, \$ 40.00 (Lotus)
KSJX, 1500, 10 KW/5 KW (DA-2)	, AOR	ABC, \$ 22.00 (Durpetti)
KARA-F, 105.7, 50 KW @ 500	, OLDIES	, \$ 82.00 (Eastman)
KBAY-F, 100.3, 15 KW @ 2578	, EZ	, \$ 74.00 (MMR)
KEZR-F, 106.5, 50 KW @ 430	, AC	, \$ 80.00 (Christal)
KHQT-F, 97.7, 1.6 KW @ 449	, CHR	, \$ 61.00 (HNWH)
KOME-F, 98.5, 13 KW @ 880	, AOR	, \$100.00 (Torbet)
KRTY-F, 95.3, .4 KW @ 859	, COUNTRY	UNISUP UNIULT, \$ 41.00 (Durpetti)
KSJO-F, 92.3, 50 KW @ 466	, AOR	ABC, \$ 68.00 (Durpetti)
KUFX-F, 94.5, 1.2 KW @ 2535	, CL AOR	, \$ 70.00 (Katz)
KDBQ-F, 99.1, 1.1 KW @ 2617	, AOR	, \$ NA (Katz)
		Viacom (SANTA CRUZ)

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 13/2,342,500
 MSA Rank/Pop: 23/2,450,000 S
 Average Person Ratings: 15.9
 Market TSL: 21.00 hours

Stations: 29/29
 Diaries: 1990/1177:1/49.0%
 Sample Target: 1980
 % Below Line: 0.0
 % Not Listed: 10.4

1991 Revenue: \$88,100,000
 HH Inc.: \$37,172
 Retail \$: 22.9 Bil
 Pop per Station: 80,775
 #1 Biller: KIRO \$17,000,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KMPS-AF (C)	312/ 8.4	7.8	9.0	6.8	7.8	8.0	397/5227	4268/18.2	17.4	15.6	H	KMPS-AF
2. KIRO (N/T)	285/ 7.6	7.4	7.3	9.2	10.6	7.9	327/5674	4959/21.2	22.5	26.1	J	KIRO
3. KUBE-F (CHR)	247/ 6.6	6.2	6.1	4.5	4.7	5.8	275/4777	4329/18.5	17.9	17.4	G	KUBE-F
4. KBSG-AF (O)	200/ 5.3	5.2	5.3	4.8	4.5	5.2	233/4239	3535/15.1	15.0	12.1	G	KBSG-AF
5. KLSY-F (AC)	198/ 5.3	4.5	3.6	3.7	3.4	4.3	220/2974	2692/11.5	11.9	12.3	G	KLSY-F
6. KOMO (FS)	196/ 5.3	4.4	4.3	6.5	5.2	5.1	214/3885	3379/14.4	13.3	15.0	G	KOMO
7. KRPM-F (C)	164/ 4.4	4.0	3.8	5.2	2.8	4.3	201/2998	2383/10.2	10.3	8.0	D	KRPM-F
8. KXR-F (AOR)	148/ 4.0	4.2	4.4	3.5	5.2	4.0	173/2974	2574/11.0	11.6	12.4	G	KXR-F
9. KISW-F (AOR)	144/ 3.9	3.9	3.4	2.4	4.7	3.4	166/2883	2466/10.5	12.2	11.1	F	KISW-F
10. KPLZ-F (CHR)	139/ 3.7	4.7	5.1	6.9	6.4	5.1	180/3893	3381/14.4	17.6	19.2	G	KPLZ-F
11. KZOK-F (CL AOR)	132/ 3.5	4.3	3.7	3.6	3.7	3.8	142/3154	2836/12.1	12.4	12.1	E	KZOK-F
12. KEZ-F (SAC)	122/ 3.3	2.5	3.4	2.7	3.5	3.0	138/1327	1086/ 4.6	5.8	5.6	C	KEZ-F
13. KKNW-F (J/NAC)	118/ 3.2	2.9	2.9	2.1	2.3	2.8	119/1583	1532/ 6.5	6.6	6.0	D	KKNW-F
KING-F (CL)	118/ 3.2	3.1	4.1	3.4	3.4	3.5	124/2162	2053/ 8.8	8.2	9.3	E	KING-F
15. KNDD-F (AOR)	111/ 3.0	3.3	2.4	3.2	1.5	3.0	116/1919	1800/ 7.7	8.5	5.7	C	KNDD-F
16. KIXI (BB)	94/ 2.5	3.5	3.3	3.8	3.8	3.3	113/1863	1654/ 7.1	8.5	9.1	D	KIXI
17. KVI (O)	93/ 2.5	2.1	1.1	1.3	1.1	1.8	94/1723	1641/ 7.0	5.7	5.5	B	KVI
18. KLTX-F (SAC)	89/ 2.4	2.9	2.3	2.9	2.8	2.6	110/1951	1739/ 7.4	7.5	7.5	D	KLTX-F
19. KING (N/T)	77/ 2.1	2.8	2.9	2.5	2.4	2.6	99/1664	1457/ 6.2	7.5	6.6	D	KING
20. KCMS-F (REL)	73/ 2.0	2.2	1.7	2.2	1.7	2.0	78/1095	976/ 4.2	4.7	4.7	B	KCMS-F
21. KWMX-F (AC)	72/ 1.9	2.3	1.7	1.9	2.2	2.0	75/1216	1119/ 4.8	6.2	5.8	D	KWMX-F
22. KMTT-F (AC)	66/ 1.8	2.3	2.3	2.3	3.3	2.2	92/1500	1206/ 5.1	7.3	7.4	C	KMTT-F
23. KJR (SPRTS)	49/ 1.3	1.8	2.3	1.8	0.7	1.8	53/1300	1211/ 5.2	7.3	3.5	A	KJR
24.												
25.												

12+ FM SHARE (METRO): 72.50% (2423 of 3342) (SUM 91: 70.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUBE-F >>	1 KUBE-F	1 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KIRO >	1 KIRO	1 KMPS-AF	1 KMPS-AF	1 KIRO	1 KIRO >>
2 KPLZ-F >	2 KISW-F	2 KBSG-AF <	2 KBSG-AF	2 KBSG-AF	2 KOMO <	2 KMPS-AF	2 KUBE-F <	2 KUBE-F <	2 KUBE-F	2 KMPS-F
3 KMPS-AF	3 KMPS-AF	3 KUBE-F	3 KLSY-F	3 KLSY-F	3 KMPS-AF	3 KOMO	3 KLSY-F	3 KIRO	3 KLSY-F	3 KKNW-F
4	4 KXR-F	4 KLSY-F	4 KIRO	4 KIRO	4 KBSG-AF	4 KUBE-F	4 KOMO <	4 KBSG-AF	4 KMPS-AF >	4 KVI
5	5 KLSY-F <	5 KXR-F <	5 KXR-F <	5 KRPM-F	5 KEZ-F	5 KBSG-AF <	5 KBSG-AF <	5 KLSY-F <	5 KEZ-F	5 KXR-F
6	6 KZOK-F <	6 KISW-F	6 KRPM-F	6 KXR-F	6 KING-F <	6 KLSY-F	6 KIRO	6 KXR-F <	6 KBSG-AF	6 KLSY-F
7	7 KNDD-F	7 KZOK-F	7 KUBE-F <	7 KUBE-F	7 KLSY-F	7 KISW-F	7 KISW-F	7 KRPM-F	7 KXR-F <	7 KJR
8	8 KPLZ-F	8 KRPM-F	8 KZOK-F	8 KOMO	8 KIXI	8 KPLZ-F	8 KRPM-F	8 KOMO	8	8
9	9 KRPM-F >	9 KIRO	9 KKNW-F	9 KKNW-F <	9 KRPM-F	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMPS-AF	1 KUBE-F	1 KLSY-F >	1 KLSY-F	1 KLSY-F	1 KISW-F	1 KISW-F	1 KISW-F	1 KISW-F	1 KMPS-AF
2 KPLZ-F	2 KLSY-F	2 KMPS-AF	2 KMPS-AF	2 KMPS-AF <	2 KXR-F >	2 KXR-F	2 KXR-F	2 KMPS-AF	2 KIRO <
3 KNDD-F	3 KMPS-AF	3 KXR-F	3 KUBE-F	3 KBSG-AF >	3 KZOK-F	3 KZOK-F	3 KMPS-AF	3 KXR-F	3 KBSG-AF
4 KLSY-F >	4 KPLZ-F	4 KBSG-AF	4 KBSG-AF >	4 KUBE-F	4 KPLZ-F >	4 KMPS-AF	4 KZOK-F	4 KZOK-F	4 KXR-F
5 KISW-F	5 KNDD-F	5 KZOK-F	5 KPLZ-F	5 KRPM-F	5 KMPS-AF	5 KRPM-F <	5 KRPM-F	5 KBSG-AF <	5 KISW-F
6 KZOK-F	6 KXR-F	6 KWMX-F	6 KRPM-F	6 KWMX-F	6 KNDD-F	6 KNDD-F <	6 KNDD-F >	6 KIRO	6 KZOK-F
7	7 KZOK-F	7 KPLZ-F	7 KWMX-F	7	7 KLSY-F	7 KUBE-F >	7 KIRO	7 KRPM-F <	7 KRPM-F
8	8	8 KNDD-F	8	8	8 KRPM-F	8	8	8 KUBE-F	8 KOMO
9	9	9 KLTX-F	9	9	9	9	9	9	9 KKNW-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA/AQH	TSA/CUME
KCIS 630 Edmonds	0.7/2.1/	26/	500	
KEZX 1150 Seattle	0.6/1.3/	25/	307	
KGNW 820 Burien/Seattle	0.8/0.8/	30/	567	
KKFX 1250 Seattle	0.4/1.8/	15/	444	

SEATTLE-TACOMA

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, RELIGION	, \$ 25.00 (---)	
KCIS, 630, 5 KW/2.5 KW (DA-2)	, RELIGION	UPI, \$ 35.00 (---)	
KING, 1090, 50 KW (DA-2)	, TALK/NEWS	CNN ABC, \$ 53.00 (MMR)	
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS, \$ 285.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/10 KW (DA-2)	, NOSTALGIA	UNISUP UNIULT, \$ 50.00 (Schubert)	Sandusky
KJR, 950, 5 KW (DA-N)	, SPORTS/TALK	, \$ 50.00 (HNWH)	Ackerly
KKFX, 1250, 5 KW (DA-N)	, BLACK	ABC, \$ 37.00 (HNWH)	Bingham
KMPS, 1300, 5 KW (DA-N)	, SEE KMPS-F		
KOMO, 1000, 50 KW (DA-N)	, FULL SERVICE	ABC, \$ 105.00 (Katz)	
KVI, 570, 5 KW	, OLDIES	, \$ 45.00 (Banner)	Golden West

FM STATIONS

KBSG, 97.3, 55 KW @ 2890,	OLDIES	, \$ 101.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 718,	RELIGION	UPI, \$ 44.00 (---)	
KEZX, 98.9, 100 KW @ 1109,	EZ	ABC, \$ 50.00 (Durpetti)	Park
KING, 98.1, 100 KW @ 699,	CLASSICAL	, \$ 77.00 (MMR)	
KISW, 99.9, 100 KW @ 1148,	AOR	, \$ 94.00 (McGuild)	Nationwide
KKNW, 106.9, 100 KW @ 820,	JAZZ/NAC	, \$ 63.00 (Banner)	Brown
KLSY, 92.5, 58 KW @ 2342,	AC	APR ABC, \$ 91.00 (Christal)	Sandusky
KLTX, 95.7, 100 KW @ 1181,	SOFT AC	, \$ 59.00 (HNWH)	Ackerly
KMPS, 94.1, 98 KW @ 1167,	COUNTRY	APR, \$ 155.00 (McGuild)	EZ
KNDD, 107.7, 100 KW @ 1194,	AOR	, \$ 52.00 (Schubert)	Noble
KPLZ, 101.5, 100 KW @ 1200,	CHR	, \$ 130.00 (Durpetti)	Golden West
KRPM, 106.1, 58 KW @ 2342,	COUNTRY	UNIPWR, \$ 68.00 (Christal)	Heritage
KMTT, 103.7, 100 KW @ 1670,	AC/ROCK	, \$ 57.00 (Durpetti)	Entercom
KUBE, 93.3, 100 KW @ 1289,	CHR	, \$ 130.00 (MMR)	Cook Inlet
KWMX, 100.7, 100 KW @ 731,	AC	, \$ 55.00 (Torbet)	Bonneville
KXRX, 96.5, 81 KW @ 1220,	AOR	, \$ 107.00 (Katz)	Shamrock
KZOK, 102.5, 100 KW @ 1171,	CLASSIC AOR	, \$ 69.00 (Eastman)	Adams

SHREVEPORT

Arbitron Rank/Pop (12+): 122/300,000
 MSA Rank/Pop: 134/360,000
 ADI # 65
 Average Person Ratings: 17.0
 Market TSL: 22.75 hours

Stations: 14/13
 Diaries: 855/351:1/49.9%
 Sample Target: 810
 % Below Line: 4.7
 % Not Listed: 13.4

1991 Revenue: \$9,200,000
 HH Inc.: \$25,952
 Retail \$: 2.7 Bil
 Pop per Station: 23,076
 #1 Biller: KRMD-AF \$2,300,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KRMD-AF (C)	108/21.2	21.4	23.1	18.4	20.7	21.0	151/1684	1054/35.1	34.8	31.0	D	KRMD-AF
2. KMJJ-F (B)	97/19.1	19.3	18.5	18.8	19.3	18.9	102/833	767/25.6	25.2	23.6	B	KMJJ-F
3. KWKH-F (C)	38/ 7.5	7.8	5.6	5.1	6.1	6.5	61/910	506/16.9	15.3	13.8	C	KWKH-F
KEEL (BB)	38/ 7.5	6.1	6.8	5.6	9.0	6.5	45/600	474/15.8	14.2	14.3	A	KEEL
5. KVKI-F (AC)	30/ 5.9	5.5	3.8	3.4	4.2	4.7	38/714	501/16.7	17.5	14.1	B	KVKI-F
KOKA (G)	30/ 5.9	8.2	6.6	7.7	8.0	7.1	32/352	328/10.9	10.6	11.1	A	KOKA
7. KITT-F (AC)	25/ 4.9	4.2	4.8	5.3	4.2	4.8	53/934	386/12.9	13.0	14.1	C	KITT-F
8. KTUX-F (CHR)	24/ 4.7	5.5	5.0	6.2	5.9	5.3	60/943	416/13.9	14.0	15.7	B	KTUX-F
9. KWKH (C)	18/ 3.5	2.1	3.6	5.1	3.4	3.6	23/399	268/ 8.9	7.1	8.0		KWKH
KTAL-F (AOR)	18/ 3.5	6.1	5.0	7.7	5.7	5.6	45/765	286/ 9.5	11.3	13.1	B	KTAL-F
11. KLKL-F (O)	9/ 1.8	4.2	3.8	4.1	4.4	3.5	11/287	263/ 8.8	8.3	12.4	A	KLKL-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 78.46% (346 of 441) (SUM 91: 75.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJJ-F>>	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF>>	1 KRMD-AF>	1 KRMD-AF	1 KMJJ-F>>	1 KOKA >>
2 KRMD-AF>>	2 KMJJ-F>>	2 KMJJ-F>>	2 KMJJ-F>>	2 KMJJ-F>>	2 KEEL	2 KMJJ-F>	2 KMJJ-F>	2 KMJJ-F>	2 KRMD-AF>	2 KMJJ-F>>
3 KTUX-F	3 KTUX-F	3 KVKI-F	3 KVKI-F	3 KVKI-F	3 KWKH-F<	3 KWKH-F	3 KWKH-F	3 KEEL >	3 KOKA >	3 KRMD-F
4	4 KVKI-F	4 KWKH-F	4 KWKH-F	4 KVKI-F	4 KMJJ-F	4 KOKA	4 KVKI-F	4 KWKH-F	4 KTUX-F	4 KWKH-F
5	KITT-F	5 KITT-F	5 KITT-F	5 KITT-F	5 KOKA >	5 KVKI-F	KITT-F<	5 KVKI-F	5	5
6	6 KTAL-F	6 KTUX-F	6 KOKA	6 KOKA	6 KWKH	6 KITT-F	6 KEEL >	6 KITT-F<	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRMD-AF	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF	1 KRMD-AF	1 KMJJ-F>>	1 KMJJ-F	1 KRMD-AF	1 KMJJ-F	1 KRMD-AF
2 KMJJ-F>	2 KMJJ-F>>	2 KMJJ-F>>	2 KMJJ-F>>	2 KMJJ-F>	2 KRMD-AF>>	2 KRMD-AF>>	2 KMJJ-F>	2 KRMD-AF>>	2 KMJJ-F>
3 KTUX-F>>	3 KTUX-F	3 KVKI-F	3 KVKI-F	3 KVKI-F	3 KTUX-F>	3 KTUX-F	3 KTAL-F	3 KWKH-F>	3 KWKH-F>
4 KTAL-F	4 KITT-F	KITT-F	4 KOKA	4 KOKA >	4 KTAL-F>>	KTAL-F>	4 KTUX-F	4 KTAL-F	4 KVKI-F
KITT-F>	5 KVKI-F	5 KWKH-F>	5 KITT-F	5 KWKH-F	5	5 KVKI-F	KVKI-F	5 KVKI-F	KTAL-F
6 KVKI-F	6	6 KTUX-F	6 KTUX-F	KITT-F	6	6 KITT-F	KITT-F	6 KTUX-F	KITT-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KASO 1240 Minden	0.8/1.3/	4/	48	
KFLO 1300 Shreveport	0.4/1.2/	2/	37	

RADIO STATIONS

KEEL , 710, 50 KW/5 Kw (DA-2),	Nostalgia	ABC UNISUP, \$23.00	(Katz)	Multimedia
KOKA , 980, 5 KW/80 w (DA-1),	Gospel	SBN NBC, \$18.00	(HNWH)	
KWKH , 1130, 50 KW (DA-N)	SEE KWKH-FM			
KITT-F, 93.7, 100 KW @ 1010	AC	ABC, \$34.00	(Katz)	Multimedia
KLKL-F, 92.1, 3.3 KW @ 298	Oldies	, \$21.00	(Durpetti)	Dowe (BENTON)
KMJJ-F, 100.1, 3 KW @ 298	Black	SBN, \$26.00	(McGuild)	Sun Group
KRMD-F, 101.1, 100 KW @ 1118	Country	, \$53.00	(Eastman)	AmCom
KTAL-F, 98.1, 100 KW @ 1361	AOR	, \$28.00	(Banner)	(TEXARKANA)
KTUX-F, 98.9, 100 KW @ 718	CHR	, \$25.00	(Banner)	(CARTHAGE)
KVKI-F, 96.5, 100 KW @ 797	AC	, \$22.00	(Christal)	
KWKH-F, 94.5, 100 KW @ 321	Country	MBS, \$41.00	(Christal)	Great Empire

SPOKANE

Arbitron Rank/Pop (12+): 102/354,600
 MSA Rank/Pop: 130/359,000
 ADI # 80
 Average Person Ratings: 16.0
 Market TSL: 21.50 hours

Stations: 19/19
 Diaries: 911/389:1/51.8%
 Sample Target: 830
 % Below Line: 0.0
 % Not Listed: 12.1

1991 Revenue: \$11,200,000
 HH Inc.: \$27,026
 Retail \$: 3.1 Bil
 Pop per Station: 18,663
 #1 Biller: KGA/ \$2,200,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KDRK-F (C)	70/12.3	12.4	9.7	7.4	9.9	10.4	88/1164	809/22.8	21.1	18.7	D	KDRK-F
2. KZZU-F (CMR)	58/10.2	9.6	9.3	10.8	14.2	10.0	70/1030	812/22.9	21.0	27.0	C	KZZU-F
3. KISC-F (AC)	52/ 9.1	9.7	9.2	11.7	11.5	9.9	74/922	663/18.7	19.4	21.2	C	KISC-F
4. KEZE-F (AOR)	49/ 8.6	7.1	9.3	7.8	5.2	8.2	62/702	556/15.7	15.0	12.1	C	KEZE-F
5. KEYF-F (O)	45/ 7.9	8.3	6.0	8.0	8.8	7.6	55/893	702/19.8	19.1	15.6	B	KEYF-F
6. KXLY-F (SAC)	39/ 6.9	6.4	6.6	7.8	4.1	6.9	47/633	504/14.2	12.4	9.7	B	KXLY-F
7. KKZX-F (CL AOR)	36/ 6.3	6.7	7.8	5.5	5.6	6.6	47/630	489/13.8	13.8	13.8	B	KKZX-F
8. KXLY (N/T)	30/ 5.3	4.4	6.4	7.4	6.1	5.9	38/553	471/13.3	10.8	12.2	B	KXLY
9. KAQQ (BB)	23/ 4.0	5.0	3.8	3.2	3.6	4.0	34/463	303/ 8.5	8.9	7.3	A	KAQQ
10. KKPL-F (SAC)	19/ 3.3	3.0	2.6	3.0	5.2	3.0	19/355	325/ 9.2	7.8	10.1		KKPL-F
11. KJRB (T)	18/ 3.2	3.0	1.9	1.9	2.3	2.5	24/344	283/ 8.0	8.3	7.4	A	KJRB
12. KGA (C)	17/ 3.0	4.8	6.2	3.5	4.0	4.4	23/436	322/ 9.1	11.4	9.2		KGA
13. KCDA-F (C)	10/ 1.8	3.0	2.1	3.5	1.4	2.6	11/209	188/ 5.3	6.1	4.6	A	KCDA-F
14. KKCH-F (?)	9/ 1.6	0.5	1.0	----	----	0.8	11/132	121/ 3.4	2.6	0.0		KKCH-F
15.												

12+ FM SHARE (METRO): 79.40% (397 of 500) (SUM 91: 77.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	DVERNIGHT
1 KZZU-F>>	1 KEZE-F<	1 KDRK-F	1 KISC-F	1 KISC-F<	1 KDRK-F	1 KDRK-F	1 KDRK-F	1 KDRK-F	1 KZZU-F	1 KDRK-F>
2 KEZE-F	2 KZZU-F<	2 KISC-F<	2 KDRK-F<	2 KDRK-F<	2 KXLY-F	2 KISC-F<	2 KEZE-F<	2 KZZU-F<	2 KDRK-F>	2 KXLY-F>
KDRK-F	3 KDRK-F	3 KEZE-F	3 KEYF-F	3 KEYF-F	3 KXLY	3 KZZU-F	3 KISC-F	3 KISC-F	3 KEZE-F	3 KEZE-F
4	4 KKZX-F	4 KZZU-F	4 KZZU-F	4 KZZU-F	KEYF-F	4 KEZE-F	4 KZZU-F	4 KEZE-F	4 KISC-F	4 KISC-F
5	5 KISC-F>	5 KEYF-F	5 KEZE-F	5 KKZX-F	5 KISC-F	5 KXLY	5 KEYF-F>	5 KEYF-F	5 KXLY-F	5
6	6 KEYF-F	6 KKZX-F	6 KKZX-F	KEZE-F	6 KAQQ	6 KKZX-F<	6 KKZX-F<	6 KKZX-F	6 KXLY	6
									KKZX-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDRK-F	1 KZZU-F	1 KZZU-F	1 KDRK-F<	1 KISC-F<	1 KEZE-F>>	1 KEZE-F>	1 KKZX-F	1 KEZE-F>	1 KEYF-F
2 KZZU-F	KDRK-F	2 KDRK-F	2 KISC-F	2 KDRK-F>	2 KDRK-F>	2 KKZX-F	2 KEZE-F	2 KKZX-F	2 KKZX-F
3 KISC-F>	3 KISC-F>>	3 KISC-F>	3 KZZU-F>	3 KZZU-F	3 KKZX-F>	3 KZZU-F	3 KZZU-F>	3 KEYF-F	KEZE-F>
4 KEZE-F>	4 KEZE-F	4 KEYF-F>	4 KEYF-F>	4 KEYF-F>	4 KZZU-F	4 KDRK-F>	4 KISC-F	4 KDRK-F>	4 KISC-F
5 KKZX-F	KEYF-F	5 KKZX-F	5 KKPL-F	5 KKPL-F	KAAR-F	5 KISC-F	5 KEYF-F	5 KZZU-F	KDRK-F
KKCH-F>	6 KKZX-F	KEZE-F	6 KEZE-F	6	6	6 KEYF-F	KDRK-F	KISC-F	6 KZZU-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KAAR-F 95.3	Medical Lk/Spkn	1.1/3.7/	6/ 167
KSVY 1550	Spokane	1.1/1.2/	6/ 44
KTRW 970	Spokane	1.2/3.2/	7/ 125
KVNI 1080	Coeur D Alene	0.4/1.6/	2/ 71
KVXO-F 103.9	Spokane	0.7/2.7/	4/ 104

RADIO STATIONS

KAQQ , 590,	5 KW	Nostalgia	UNISUP CNN, \$16.00	(MMR)	Home News
KGA , 1510,	50 KW (DA-N)	Country	ABC, \$ NA	(Eastman)	Citadel
KJRB , 790,	5 KW (DA-N)	Talk	UNISUP UNIULT, \$15.00	(Mc-Guild)	Apollo
KTRW , 970,	5 KW/1 KW (DA-N)	Country	UNIULT, \$14.00	(Christal)	Highsmith
KXLY , 920,	5 KW	News/Talk	CBS MBS, \$22.00	(Torbet)	Morgan Murphy
KAAR-F, 95.3,	1.3 KW @ 672	Oldies	APR, \$14.00	(---)	Sunbrook (MEDICAL LAKE)
KCDA-F, 103.1,	2.4 KW @ 1886	Country	SMN, \$15.00	(Roslin)	(COEUR d'ALENE)
KDRK-F, 93.7,	56 KW @ 2378	Country	\$50.00	(Eastman)	Citadel
KEYF-F, 101.1,	100 KW @ 843	Oldies	\$24.00	(---)	(CHENEY)
KEZE-F, 105.7,	100 KW @ 1909	ADR	UNIPWR, \$31.00	(Mc-Guild)	Apollo
KISC-F, 98.1,	94 KW @ 2030	AC	\$43.00	(MMR)	Home News
KKPL-F, 96.1,	56 KW @ 2378	Soft AC	UNISUP, \$21.00	(Banner)	(OPPORTUNITY)
KKZX-F, 98.9,	100 KW @ 1614	Classic AOR	\$25.00	(Banner)	
KXLY-F, 99.9,	37 KW @ 2998	EZ/Soft AC	\$28.00	(Torbet)	Morgan Murphy
KZZU-F, 92.9,	85 KW @ 2080	CHR	\$36.00	(Christal)	Highsmith

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 72/509,900

Stations: 27/12
Diaries: 1057/482:1/49.9%
Sample Target: 980
% Below Line: 27.0
% Not Listed: 14.8

1991 Revenue: \$10,500,000
HH Inc.: \$34,910
Retail \$: 4.6 Bl
Pop per Station: 42,491
#1 Biller: WHYN-F \$2,600,000

MSA Rank/Pop: 85/596,000
ADI # 96
Average Person Ratings: 16.8
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WAQY-AF (AOR)	101/11.8	10.7	8.6	9.0	10.8	10.0	107/1477	1401/27.5	25.2	26.2	D	WAQY-AF
2. WMAS-F (AC)	86/10.0	7.4	6.9	7.7	10.0	8.0	88/1012	976/19.1	17.3	22.9	C	WMAS-F
3. WPXK-F (C)	82/ 9.6	8.1	10.6	10.0	9.5	9.6	87/945	873/17.1	15.1	16.6	C	WPXK-F
4. WHYN-F (AC)	69/ 8.1	7.8	8.7	6.7	6.9	7.8	75/1123	1002/19.7	19.2	21.8	D	WHYN-F
5. WTIC-F (CHR)	68/ 7.9	7.4	6.9	5.4	7.2	6.9	68/1041	1041/20.4	20.1	23.1		WTIC-F
6. WMAS (BB)	53/ 6.2	5.2	6.6	6.8	5.2	6.2	53/462	462/ 9.1	8.1	9.9	B	WMAS
7. WHYN (FS)	52/ 6.1	8.6	6.2	7.5	5.5	7.1	53/892	882/17.3	18.6	14.6	C	WHYN
8. WAAF-F (AOR)	26/ 3.0	2.5	2.7	4.3	3.7	3.1	26/555	505/ 9.9	9.6	10.1		WAAF-F
9. WRCH-F (SAC)	24/ 2.8	3.1	3.6	2.8	3.2	3.1	24/468	445/ 8.7	8.4	10.1		WRCH-F
10. WDRC-F (O)	22/ 2.6	2.8	2.5	3.1	3.4	2.8	22/433	424/ 8.3	8.6	10.5		WDRC-F
11. WNNZ (N/T)	21/ 2.5	2.3	2.0	1.6	0.7	2.1	22/333	320/ 6.3	6.4	3.5		WNNZ
12. WKSS-F (CHR)	18/ 2.1	2.1	1.8	2.5	1.7	2.1	19/541	534/10.5	13.2	12.3		WKSS-F
13. WCCC-F (AOR)	15/ 1.8	2.7	2.7	2.5	2.6	2.4	16/543	520/10.2	10.3	10.2		WCCC-F
14.												
15.												

12+ FM SHARE (METRO): 77.64% (566 of 729) (SUM 91: 75.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-AF>	1 WAQY-AF	1 WAQY-AF	1 WAQY-AF	1 WPXK-F<	1 WAQY-AF	1 WMAS-F	1 WAQY-AF	1 WAQY-AF<	1 WHYN
2 WAQY-AF>	2 WMAS-F	2 WMAS-F	2 WHYN-F<	2 WPXK-F	2 WMAS	2 WMAS-F	2 WAQY-AF>	2 WPXK-F<	2 WTIC-F	WAQY-F<
3 WAAF-F	3 WTIC-F>	3 WHYN-F	3 WPXK-F	3 WMAS-F	3 WHYN	3 WHYN-F	3 WHYN-F	3 WMAS-F	3 WPXK-F	3 WHYN-F<
4	4 WHYN-F	4 WPXK-F	WMAS-F>	4 WHYN-F>	4 WMAS-F	4 WPXK-F<	4 WPXK-F	4 WHYN-F	4 WHYN	> 4 WTIC-F
5	5 WPXK-F	5 WTIC-F	5 WHYN	5 WHYN	5 WHYN-F>	5 WHYN	5 WMAS	5 WTIC-F	5	5
6	6	6	6	6	6 WAQY-AF	6 WMAS <	6 WTIC-F>	6 WMAS	6	6
7	7	7	7	7	7	7 WTIC-F>>	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMAS-F	1 WMAS-F	1 WHYN-F	1 WMAS-F>	1 WMAS-F	1 WAQY-AF>>	1 WAQY-AF>>	1 WAQY-AF>>	1 WAQY-AF>>	1 WAQY-AF>>
2 WTIC-F>	2 WTIC-F	2 WPXK-F	2 WHYN-F	WHYN-F	2 WTIC-F>	2 WTIC-F	2 WMAS-F	2 WPXK-F<	2 WPXK-F
3 WAQY-AF>	3 WHYN-F	3 WMAS-F	3 WTIC-F<	3 WPXK-F>	3 WAAF-F	3 WMAS-F	3 WPXK-F	3 WMAS-F	3 WMAS-F
4 WHYN-F	4 WAQY-AF	4 WAQY-AF	4 WPXK-F	4 WAQY-AF	4 WCCC-F	4 WAAF-F	4 WTIC-F	4 WHYN-F	4 WHYN-F
5 WPXK-F	5 WPXK-F>	5 WTIC-F	5 WAQY-AF	5	WMAS-F	5 WPXK-F	5 WAAF-F	5 WHYN	WHYN
6	6 WKSS-F	6 WKSS-F	6	6	6 WHYN-F	WHYN-F	WHYN-F	6 WTIC-F	6

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WARE 1250	Ware	0.4/1.5/	3/ 79
WHMP 1400	Northampton	1.3/4.2/	11/ 216
WHMP-F 99.3	Northampton	1.4/7.1/	13/ 405
WRNX-F 100.9	Amherst/Nrthmpt	0.9/3.3/	9/ 178
WDRC 1360	Hartford	0.5/1.2/	4/ 62
WFAN 660	New York	0.5/1.7/	4/ 85
WHCN-F 105.9	Hartford	0.9/5.7/	8/ 293
WRSI-F 95.3	Greenfield	0.6/2.1/	14/ 189
WSRS-F 96.1	Worcester	0.6/3.9/	8/ 227
WTIC 1080	Hartford	1.4/4.5/	12/ 235
WWYZ-F 92.5	Waterbury	0.6/3.0/	5/ 180
WYSR-F 104.1	Waterbury/Hrtfd	1.2/3.3/	10/ 170
WZMX-F 93.7	Hartford	0.6/3.2/	5/ 165

RADIO STATIONS

WHMP, 1400, 1 KW	, EZ/FS	NBC, \$ 13.00 (K & P)	Sillerman (NORTHAMPTON)
WHYN, 560, 5 KW/1 KW (DA-2)	, FULL SERVICE	ABC, \$ 37.00 (McGuild)	Wilks-Schwartz
WMAS, 1450, 1 KW	, NOSTALGIA	MBS, \$ 28.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2)	, TALK/NEWS	UNIULT, CBS, \$ 14.00 (Eastman)	
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	, \$ 12.00 (Roslin)	
WAQY-F, 102.1, 17 KW @ 781, AOR		ABC, \$ 55.00 (Katz)	Saga
WHMP-F, 99.3, 3 KW @ 321, CHR		, \$ 15.00 (K & P)	Sillerman (NORTHAMPTON)
WHYN-F, 93.1, 9 KW @ 1000, AC		, \$ 59.00 (McGuild)	Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 194, AC		, \$ 33.00 (Banner)	Lappin
WPXK-F, 97.9, 2.2 KW @ 528, COUNTRY		, \$ 25.00 (Durpetti)	(ENFIELD)

Other Ranked Stations -- See Hartford or Boston

SYRACUSE

Arbitron Rank/Pop (12+): 68/545,500
 MSA Rank/Pop: 78/656,000
 ADI # 66
 Average Person Ratings: 15.9
 Market TSL: 21.00 hours

Stations: 21/16
 Diaries: 1013/539:1/52.4%
 Sample Target: 1020
 % Below Line: 8.9
 % Not Listed: 16.0

1991 Revenue: \$17,600,000
 HH Inc.: \$33,946
 Retail \$: 5.1 Bil
 Pop per Station: 34,093
 #1 Biller: WYYY-F \$4,800,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WNTQ-F (CHR)	97/11.2	9.7	9.3	9.9	10.2	10.0	130/2077	1630/29.9	24.5	28.7	D	WNTQ-F
2. WAQX-F (AOR)	90/10.4	10.0	8.1	9.5	9.5	9.5	105/1487	1309/24.0	23.2	22.2	C	WAQX-F
3. WYYY-F (AC)	79/ 9.1	11.1	10.8	10.7	10.1	10.4	94/1547	1329/24.4	25.5	25.5	F	WYYY-F
4. WSYR (FS)	77/ 8.9	12.1	12.7	13.5	9.4	11.8	91/1290	1149/21.1	24.5	22.0	E	WSYR
5. WRHP-F (SAC)	58/ 6.7	6.6	5.8	6.4	5.9	6.4	82/1010	739/13.5	12.5	12.5	B	WRHP-F
6. WKFM-F (CL AOR)	51/ 5.9	7.0	5.2	5.0	7.5	5.8	69/1323	1029/18.9	19.4	17.7	C	WKFM-F
7. WSEN-AF (O)	44/ 5.0	4.0	4.5	5.4	6.1	4.7	59/1074	893/16.4	12.6	16.6	B	WSEN-AF
8. WEZG-F (SAC)	36/ 4.2	3.3	3.6	3.7	3.0	3.7	36/486	746/ 8.7	10.0	10.7	B	WEZG-F
9. WPCX-F (C)	33/ 3.8	3.1	3.5	3.2	2.7	3.4	66/763	426/ 7.8	7.5	6.9		WPCX-F
10. WHEN (FS)	30/ 3.5	3.0	3.4	3.8	3.3	3.4	35/645	479/ 8.8	10.4	10.6	B	WHEN
11. WFBL (BB)	29/ 3.3	2.2	2.1	2.9	2.0	2.6	33/489	408/ 7.5	7.0	6.5	A	WFBL
12. WOLF (B)	17/ 2.0	1.1	2.1	1.4	1.7	1.6	17/157	157/ 2.9	2.7	2.7		WOLF
WNRD (C)	17/ 2.0	2.4	1.6	1.4	2.5	1.9	17/219	219/ 4.0	5.2	4.9	A	WNRD
14. WOUR-F (AOR)	16/ 1.8	1.7	1.0	1.8	1.0	1.6	37/500	262/ 4.8	6.1	5.2		WOUR-F
15. WFRG-F (C)	15/ 1.7	1.5	2.2	1.0	1.4	1.6	35/431	222/ 4.1	3.8	3.8		WFRG-F
WMHR-F (REL)	15/ 1.7	2.6	2.2	1.8	1.8	2.1	27/473	228/ 4.2	5.2	3.4	A	WMHR-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 75.96% (553 of 728) (SUM 91: 74.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F >>	1 WAQX-F >	1 WAQX-F	1 WYYY-F	1 WYYY-F	1 WSYR	1 WSYR	1 WNTQ-F	1 WNTQ-F	1 WNTQ-F <	1 WSYR >>
2 WAQX-F	2 WNTQ-F	2 WNTQ-F	2 WAQX-F <	2 WAQX-F <	2 WRHP-F >	2 WYYY-F <	2 WAQX-F	WAQX-F >	2 WAQX-F >	2 WAQX-F
3 WYYY-F	3 WKFM-F	3 WYYY-F >	3 WNTQ-F >	3 WNTQ-F >	3 WYYY-F	3 WAQX-F <	3 WYYY-F	3 WSYR	3 WSYR >	3 WNTQ-F >
4	4 WYYY-F	4 WKFM-F >	4 WKFM-F	4 WSEN-AF <	4 WNTQ-F	4 WNTQ-F	4 WRHP-F	4 WYYY-F <	4 WYYY-F >	4 WPCX-F
5	5	5 WSEN-AF	5 WSEN-AF	5 WKFM-F	5 WSEN-AF	5	5 WSYR	5 WKFM-F	5	5
6	6	6	6	6	WFBL	6	6	6 WRHP-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNTQ-F >>	1 WNTQ-F >	1 WYYY-F >	1 WNTQ-F <	1 WYYY-F	1 WAQX-F >>	1 WAQX-F >>	1 WAQX-F >>	1 WAQX-F >>	1 WAQX-F >
2 WAQX-F	2 WYYY-F	2 WNTQ-F	2 WYYY-F >	2 WNTQ-F >	2 WNTQ-F	2 WKFM-F >	2 WKFM-F >	2 WKFM-F	2 WKFM-F
3 WKFM-F	3 WAQX-F >	3 WAQX-F >	3 WAQX-F	3 WSEN-AF	3 WKFM-F	3 WNTQ-F >	3 WYYY-F	3 WNTQ-F	3 WYYY-F
4 WYYY-F >	4 WKFM-F >	4 WEZG-F	4 WKFM-F	4 WSEN-AF	4	4 WYYY-F	4 WNTQ-F	4 WYYY-F >	4 WSEN-AF
5 WOLF	5 WEZG-F	5 WKFM-F	5 WSEN-AF	WAQX-F	5	5	5 WSEN-AF	5 WSYR <	WNTQ-F
6	6	6	6	6	6	6	6 WPCX-F	6 WSEN-AF	6 WSYR

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WSCP-AF 101.7	Sandy Crk/Pulaski	1.3/2.4/ 11/ 172
WBEE-F 92.5	Rochester	0.7/1.4/ 60/ 518
WUUU-F 102.5	Rome/Utica	0.8/2.8/ 20/ 330

RADIO STATIONS

WFBL, 1390,	5 KW (DA-N)	, NOSTALGIA	CNN, UNISUP	, \$ 16.00 (Christal)	Wilks-Schwartz
WHEN, 620,	5 KW/1 KW (DA-N)	, FULL SERVICE/AC	ABC	, \$ 21.00 (MMR)	Park
WNRD, 1260,	5 KW (DA-N)	, COUNTRY	ABC, UNISUP	, \$ 18.00 (McGuild)	Osborn
WOLF, 1490,	1 KW	, BLACK	SBN	, \$ 14.00 (---)	
WSYR, 570,	5 KW (DA-2)	, FULL SERVICE	MBS NBC	, \$ 67.00 (Katz)	NewCity
WAQX-F, 95.7,	25 KW @ 298, AOR		ABC	, \$ 41.00 (Banner)	
WEZG-F, 100.9,	3 KW @ 164, SOFT AC		UNISUP	, \$ 24.00 (Eastman)	Levite
WKFM-F, 104.7,	50 KW @ 466, CLASSIC AOR			, \$ 47.00 (Christal)	Wilks-Schwartz
WMHR-F, 102.9,	20 KW @ 781, RELIGION			, \$ 13.00 (---)	
WNTQ-F, 93.1,	97 KW @ 659, CHR			, \$ 53.00 (McGuild)	Osborn
WRHP-F, 107.9,	50 KW @ 500, EZ		ABC	, \$ 32.00 (MMR)	Park
WSEN-F, 92.1,	25 KW @ 298, OLDIES		CBS, UNISUP	, \$ 30.00 (HNWH)	Buckley
WYYY-F, 94.5,	100 KW @ 649, AC			, \$ 99.00 (Katz)	NewCity
WPCX-F, 106.9,	14 KW @ 469, COUNTRY			, \$ 19.00 (Market 4)	(AUBURN)

Other Ranked Stations - See Utica

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,849,200
 MSA Rank/Pop: 20/2,110,000
 ADI # 14
 Average Person Ratings: 17.6
 Market TSL: 23.50 hours

Stations: 27/24
 Diaries: 1993/928:1/48.5%
 Sample Target: 1810
 % Below Line: 8.8
 % Not Listed: 12.5

1991 Revenue: \$57,900,000
 HH Inc.: \$29,615
 Retail \$: 17.7 Bil
 Pop per Station: 77,050
 #1 Biller: WQYK-AF \$8,000,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WQYK-F (C)	400/12.3	11.9	12.3	11.6	10.1	12.0	445/4986	4271/23.1	20.0	19.5	H	WQYK-F
2. WWRM-F (SAC)	243/ 7.5	7.7	8.4	10.3	7.3	8.5	284/3790	3176/17.2	18.3	19.6	G	WWRM-F
3. WFLA (N/T)	229/ 7.0	7.1	7.8	4.5	6.5	6.6	268/3159	2573/13.9	13.4	13.9	D	WFLA
4. WFLZ-F (CHR)	210/ 6.5	4.9	6.3	6.0	6.8	5.9	296/4531	3095/16.7	14.8	16.9	F	WFLZ-F
5. WMTX-F (AC)	204/ 6.3	5.9	6.2	6.2	5.5	6.2	222/2896	2594/14.0	15.2	13.9	F	WMTX-F
6. WUSA-AF (BB)	196/ 6.0	6.5	6.4	6.6	7.3	6.4	218/2943	2487/13.4	14.5	17.2	H	WUSA-AF
7. WXTB-F (AOR)	194/ 6.0	6.9	5.6	7.1	5.8	6.4	216/2276	1984/10.7	12.0	10.9	E	WXTB-F
8. WGUL-AF (BB)	165/ 5.1	4.5	4.1	5.6	4.8	4.8	177/1785	1662/ 9.0	7.3	9.4	C	WGUL-AF
9. WYNF-F (AOR)	147/ 4.5	3.9	5.2	5.5	5.3	4.8	281/3995	2486/13.4	12.2	13.3	G	WYNF-F
10. WRBQ-F (CHR)	141/ 4.3	4.3	4.1	3.7	4.5	4.1	163/3417	2953/16.0	15.2	16.3	F	WRBQ-F
11. WDUV-F (SAC)	140/ 4.3	5.4	4.5	3.4	4.6	4.4	263/3514	1833/ 9.9	10.9	10.2	E	WDUV-F
12. WHPT-F (AC/AOR)	133/ 4.1	5.0	4.8	2.6	2.6	4.1	234/3205	1888/10.2	11.7	7.5	D	WHPT-F
13. WYUU-F (O)	120/ 3.7	3.6	3.4	4.6	3.9	3.8	128/2301	2011/10.9	11.0	10.1	E	WYUU-F
14. WRBQ (B)	80/ 2.5	1.7	1.5	----	0.4	1.4	83/882	829/ 4.5	2.6	1.6		WRBQ
15. WLUV-F (BB)	43/ 1.3	1.6	1.5	2.2	1.6	1.6	43/547	547/ 3.0	3.6	3.9	A	WLUV-F
16. WQYK (C)	33/ 1.0	0.4	0.8	0.7	0.7	0.7	34/598	565/ 3.1	1.6	2.5		WQYK
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 79.35% (2259 of 2847) (SUM 91: 78.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WXTB-F	1 WQYK-F	1 WQYK-F	1 WQYK-F>	1 WQYK-F>	1 WQYK-F	1 WQYK-F	1 WQYK-F>	1 WQYK-F	1 WQYK-F>>
2 WRBQ-F>	2 WQYK-F<	2 WMTX-F	2 WMTX-F	2 WMTX-F	2 WFLA	2 WFLA	2 WWRM-F	2 WWRM-F	2 WFLZ-F	2 WFLA >>
3 WXTB-F>	3 WMTX-F	3 WXTB-F	3 WUSA-AF	3 WUSA-AF	3 WWRM-F	3 WYNF-F	3 WFLA <	3 WXTB-F<	3 WXTB-F>	3 WHNZ >>
4 WMTX-F	4 WFLZ-F	4 WYNF-F	4 WHPT-F<	4 WWRM-F<	4 WGUL-AF	4 WUSA-AF<	4 WUSA-AF	4 WMTX-F<	4 WWRM-F	4 WXTB-F
5 WQYK-F	5 WYNF-F>	5 WUSA-AF	5 WYNF-F	5 WHPT-F	5 WUSA-AF	5 WMTX-F<	5 WFLZ-F	5 WFLZ-F	5 WFLA	5 WWRM-F<
6	6 WRBQ-F<	6 WFLZ-F	6 WYUU-F<	6 WYUU-F	6 WDUV-F	6 WWRM-F	6 WXTB-F<	6 WUSA-AF	6 WRBQ-F	6 WRBQ <
7	7 WHPT-F	7 WHPT-F	7 WXTB-F	7 WYNF-F	7	7 WGUL-AF	7 WFLZ-F<	7 WFLA	7 WRBQ >	7 WDUV-F
8	8	8 WWRM-F<	8 WWRM-F<	8 WXTB-F	8	8 WFLZ-F	8 WGUL-AF	8	8	8
9	9	9 WYUU-F<	9 WFLZ-F	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQYK-F	1 WQYK-F<	1 WMTX-F	1 WQYK-F	1 WQYK-F	1 WXTB-F>>	1 WXTB-F>	1 WYNF-F	1 WXTB-F	1 WQYK-F
2 WXTB-F<	2 WMTX-F	2 WQYK-F	2 WMTX-F	2 WMTX-F	2 WFLZ-F	2 WYNF-F>	2 WXTB-F>	2 WYNF-F	2 WYNF-F
3 WFLZ-F	3 WFLZ-F	3 WHPT-F	3 WUSA-AF	3 WWRM-F<	3 WYNF-F	3 WFLZ-F	3 WMTX-F	3 WQYK-F	3 WXTB-F
4 WMTX-F	4 WRBQ-F	4 WRBQ-F	4 WWRM-F	4 WUSA-AF>	4 WQYK-F	4 WQYK-F<	4 WFLZ-F	4 WMTX-F	4 WYUU-F
5 WRBQ-F>	5 WXTB-F<	5 WFLZ-F	5 WHPT-F	5 WHPT-F	5 WWRM-F	5 WMTX-F>	5 WQYK-F	5 WFLZ-F	5 WMTX-F
6 WYNF-F	6 WHPT-F>	6 WWRM-F	6 WFLZ-F<	6 WRBQ-F	6 WRBQ	6	6 WFLA	6 WYUU-F<	6 WHPT-F<
7 WUSA-AF	7 WWRM-F	7 WXTB-F	7 WRBQ-F	7	7 WMTX-F	7	7 WHPT-F	7 WHPT-F<	7 WFLA
8 WWRM-F	8 WUSA-AF	8 WUSA-AF	8 WXTB-F	8	8 WRBQ-F	8	8	8 WFLA	8 WUSA-AF
9	9	9	9	9	9	9	9	9 WUSA-AF	9

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAMA 1550 Tampa	0.4/0.6/ 12/ 116
WFNS 910 Plant City	0.6/2.5/ 19/ 533
WHNZ 570 Pinellas Park/T	0.8/3.7/ 38/ 956
WPAS 1400 Zephyrhills	0.4/0.8/ 15/ 176
WRXB 1590 St Pete Bch/Tam	0.8/1.3/ 27/ 245
WSUN 620 St Petersburg/T	0.7/3.0/ 31/ 769
WTMP 1150 Tampa	0.7/2.6/ 24/ 490
WWJB 1450 Brooksville	0.4/0.5/ 14/ 101

WKTK-F 98.5 Crystal River 0.4/1.2/ 43/ 547

TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WDAE, 1250, 5 KW (DA-2)	, SEE WUSA-FM		
WFLA, 970, 5 KW (DA-2)	, TALK	CBS ABC, \$ 58.00 (Eastman)	Jacor
WGUL, 860, 2 KW/1.6KW (DA-2)	, SEE WGUL-F		
WHNZ, 570, 5 KW/10 KW (DA-2)	, TALK	MBS CNN, \$ 40.00 (Schubert)	Paxson
WMTX, 1040, 5 KW (DAYS)	, SEE WMTX-F		
WQYK, 1010, 50 KW/5 KW (DA-2)	, SEE WQYK-F		
WRBQ, 1590, 5 KW/1 KW (DA-2)	, SEE WRBQ-F		
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN ABC, \$ 24.00 (K & P)	
WSUN, 620, 10 KW (DA-N)	, TALK	NBC, \$ 44.00 (Durpetti)	Cox
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BLACK	SBN UNIPWR, \$ 35.00 (HNWH)	

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358, CHR		ABC, \$ 88.00 (Eastman)	Jacor
WGUL, 105.5, 3.7 KW @ 256, NOSTALGIA		ABC UNISUP, \$ 44.00 (K & P)	Marcocci
WLVU, 106.3, 3.3 KW @ 298, NOSTALGIA		APR, \$ 31.00 (---	
WMTX, 95.7, 100 KW @ 607, AC		, \$ 95.00 (MMR)	Metroplex
WQYK, 99.5, 100 KW @ 551, COUNTRY		, \$ 170.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 561, CHR		ABC, \$ 90.00 (Christal)	Clear Channel
WWRM, 107.3, 100 KW @ 620, SOFT AC		, \$ 136.00 (Durpetti)	Cox
WXTB, 97.9, 100 KW @ 600, AOR		ABC, \$ 69.00 (Banner)	Great American
WUSA, 100.7, 100 KW @ 600, AC		ABC, \$ 150.00 (McGuild)	Gannett
WYNF, 94.9, 100 KW @ 1290, AOR		CBS, \$ 130.00 (CBS)	CBS
WYUU, 92.5, 50 KW @ 400, OLDIES		UPI UNIULT, \$ 80.00 (Banner)	Entercom
WDUV, 103.3, 100 KW @ 581, EZ		MBS, \$ 72.00 (Christal)	(BRADENTON)
WHPT, 102.5, 100 KW @ 1666, AC/AOR		, \$ 60.00 (Schubert)	Paxson (SARASOTA)

Miscellaneous: WRBQ-AM: From CHR to Black (Aug) . . .

TOLEDO

Arbitron Rank/Pop (12+): 73/504,300
 MSA Rank/Pop: 83/620,000
 ADI # 64
 Average Person Ratings: 16.3
 Market TSL: 21.50 hours

Stations: 23/16
 Diaries: 1196/422:1/51.7%
 Sample Target: 1120
 % Below Line: 12.5
 % Not Listed: 14.0

1991 Revenue: \$13,500,000
 HH Inc.: \$31,175
 Retail \$: 4.7 Bil
 Pop per Station: 31,518
 #1 Biller: WIOT-F \$2,600,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WIOT-F (AOR)	105/12.8	11.5	12.8	14.4	12.6	12.9	180/2246	1259/25.0	26.6	24.4	D	WIOT-F
2. WKKO-F (C)	79/ 9.6	10.5	9.6	9.4	9.4	9.8	101/1364	909/18.0	19.8	18.8	D	WKKO-F
3. WVKS-F (CHR)	69/ 8.4	9.9	8.9	6.9	7.9	8.5	127/2111	1267/25.1	26.5	24.1	C	WVKS-F
4. WSPD (N/T/FS)	67/ 8.2	7.8	6.3	7.9	5.9	7.6	75/937	807/16.0	14.4	13.0	C	WSPD
5. WWM-F (AC)	65/ 7.9	8.0	7.7	8.8	7.4	8.1	74/1090	925/18.3	19.2	19.7	C	WWM-F
6. WLQR-F (SAC)	60/ 7.3	5.9	6.6	6.4	8.4	6.6	80/1044	758/15.0	12.9	17.9	C	WLQR-F
7. CKLW (BB)	39/ 4.7	3.4	5.3	5.0	4.5	4.6	95/938	448/ 8.9	7.3	10.8		CKLW
8. WKKR-F (CL AOR)	34/ 4.1	3.2	2.7	2.2	3.2	3.0	53/894	602/11.9	10.1	9.8	B	WKKR-F
WRQN-F (O)	34/ 4.1	4.6	7.1	6.4	7.7	5.6	39/928	720/14.3	16.2	22.7	C	WRQN-F
10. WJR (FS)	27/ 3.3	3.5	3.0	4.1	5.4	3.5	80/1511	604/12.0	11.0	14.0		WJR
11. WVOI (B)	27/ 3.2	2.3	2.3	2.6	2.4	2.6	27/325	325/ 6.4	6.0	6.7	A	WVOI
12. WTWR-F (AC)	19/ 2.3	3.2	3.0	2.0	---	2.6	24/716	551/10.9	12.1	0.0	A	WTWR-F
WTOD (C)	19/ 2.3	4.0	3.7	3.0	2.4	3.3	29/384	262/ 5.2	5.1	6.1		WTOD
14. WJLB-F (B)	18/ 2.2	1.0	1.5	1.5	1.5	1.5	18/249	219/ 4.3	3.4	4.4		WJLB-F

12+ FM SHARE (METRO): 71.85% (508 of 707) (SUM 91: 74.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVKS-F	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F>	1 WIOT-F>	1 WSPD	1 WKKO-F	1 WIOT-F	1 WIOT-F>	1 WIOT-F	1 WSPD
2 WIOT-F	2 WVKS-F>	2 WVKS-F	2 WWM-F	2 WWM-F<	2 WKKO-F	2 WIOT-F	2 WSPD	2 WVKS-F	2 WWM-F>	2 WKKO-F
3 WTWR-F	3 WKKR-F	3 WWM-F	WVKS-F	3 WVKS-F	3 WLQR-F	3 WSPD	3 WKKO-F<	WKKO-F	3 WSPD	3 WIOT-F>
4	WWM-F	4 WKKO-F	4 WLQR-F	WKKO-F	4 CKLW <	4 WVKS-F	4 WLQR-F	4 WKKO-F	4 WKKO-F	4 WWM-F
5	5 WKKO-F	5 WLQR-F	WKKO-F	5 WLQR-F>	5 WWM-F	5 WWM-F<	WLQR-F>	5 WWM-F	5 WVKS-F>	5
6	6	6 WKKR-F	6	6 WSPD	6	6 WLQR-F>	6 WWM-F>	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOT-F>	1 WIOT-F	1 WVKS-F	1 WVKS-F	1 WVKS-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>
2 WVKS-F	2 WVKS-F>	2 WIOT-F	2 WIOT-F<	2 WKKO-F<	2 WKKR-F>	2 WKKR-F>	2 WKKR-F	2 WKKR-F	2 WSPD
3 WJLB-F	3 WWM-F	3 WWM-F	3 WWM-F	3 WWM-F	3 WVKS-F>	3 WVKS-F	3 WJR	3 WWM-F	3 WWM-F
WWM-F	4 WKKO-F>	4 WKKO-F>	WKKO-F	WLQR-F>	4 WWM-F	4	4 WVKS-F	4 WVKS-F	4 WKKR-F
WKKO-F	5 WVOI	5 WLQR-F	5 WLQR-F	5 WIOT-F>	WVOI	5	5 WSPD	WKKO-F	WKKO-F
6 WTWR-F	6 WLQR-F	6 WVOI	6	6 WRQN-F	6 WKKO-F	6	6	6	6 WRQN-F
7 WVOI	7	7 WKKR-F	7	7	7	7	7	7	7 WLQR-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WCWA 1230 Toledo	0.9/3.1/	10/	218	
WJYM 730 Bowling Green	0.5/1.4/	5/	87	
WMTR-F 96.1 Archbold/Wauson	0.6/1.6/	9/	148	
WRED-F 95.7 Gibonsburg	0.1/1.3/	1/	89	
WWM 1470 Toledo	1.1/5.2/	9/	260	
CIMX-F 88.7 Windsor/Detroit	0.9/3.3/	8/	210	
WHYT-F 96.3 Detroit	0.5/1.5/	7/	211	
WIQB-F 102.9 Ann Arbor	0.5/2.6/	22/	402	
WLLZ-F 98.7 Detroit	0.5/1.8/	5/	186	

RADIO STATIONS

WCWA , 1230, 1 KW	Oldies	MBS CBS, \$12.00	(Eastman)	Reams
WSPD , 1370, 5 KW (DA-N)	Full Service/Talk/News	NBC, \$30.00	(MMR)	Stratford
WTOD , 1560, 5 KW (DAYS, DA)	SEE WKKO-FM			
WVOI , 1520, 1 KW (DA-2)	Black	SBN UNIPWR, \$16.00	(Regional)	
WWM , 1470, 1 KW (DA-2)	News	CNN, \$12.00	(Durpetti)	Dickey
WIOT-F, 104.7, 50 KW @ 540	AOR	SOURCE, \$55.00	(Eastman)	Reams
WKKO-F, 99.9, 50 KW @ 500	Country	ABC, \$62.00	(Katz)	Booth
WLQR-F, 101.5, 19 KW @ 810	Soft AC	, \$31.00	(MMR)	Stratford
WRQN-F, 93.5, 4.1 KW @ 397	Oldies	ABC, \$34.00	(Banner)	ABS (BOWLING GREEN)
WTWR-F, 98.3, 1.4 KW @ 500	AC	AP, \$12.00	(Patt)	(MONROE)
WVKS-F, 92.5, 50 KW @ 479	CHR	ABC, \$41.00	(McGuild)	Noble
WWM-F, 105.5, 2.7 KW @ 344	AC	, \$40.00	(Durpetti)	Dickey
WKKR-F, 94.5, 30 KW @ 630	CL AOR	ABC, \$17.00	(HNWH)	(PORT CLINTON)

Other Ranked Stations - See Detroit

TUCSON

Arbitron Rank/Pop (12+): 65/569,500

Stations: 24/19
Diaries: 1113/512:1/53.7%
Sample Target: 1030
% Below Line: 4.1
% Not Listed: 14.5

1991 Revenue: \$16,400,000
HH Inc.: \$26,940
Retail \$: 4.8 Bil
Pop per Station: 29,973
#1 Biller: KCUB \$3,200,000

MSA Rank/Pop: 77/666,000
ADI # 79
Average Person Ratings: 16.2
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KIIM-F (C)	186/20.1	19.6	18.9	20.1	17.6	19.7	205/2192	1908/33.5	32.5	26.4	D	KIIM-F
2. KRQQ-F (CHR)	95/10.3	10.2	10.0	12.1	10.5	10.6	116/1956	1604/28.2	25.1	27.6	D	KRQQ-F
3. KWFM-AF (O)	82/ 8.8	6.8	8.2	6.5	7.6	7.6	101/1493	1142/20.1	22.1	20.5	D	KWFM-AF
4. KKLD-F (AC)	76/ 8.2	7.5	7.8	7.6	8.4	7.8	78/972	907/15.9	16.0	16.1	C	KKLD-F
5. KLPX-F (AOR)	64/ 6.9	10.8	9.3	7.6	9.9	8.6	66/1109	1049/18.4	23.3	19.4	D	KLPX-F
6. KNST (N/T)	36/ 3.9	4.5	5.3	5.0	3.7	4.7	37/621	611/10.7	11.5	9.7	C	KNST
7. KMRR (BB)	31/ 3.4	3.1	3.1	4.6	2.3	3.5	31/427	421/ 7.4	5.9	4.1		KMRR
8. KJYK (CHR)	29/ 3.1	2.5	2.9	2.5	2.8	2.8	29/478	472/ 8.3	6.5	6.4		KJYK
9. KTZN-F (SAC)	28/ 3.0	2.8	2.4	1.4	1.3	2.4	28/577	560/ 9.8	11.0	4.1		KTZN-F
10. KXEW (SP)	21/ 2.3	1.2	1.7	1.0	1.6	1.5	21/225	225/ 4.0	3.3	2.6		KXEW
11. KGVY (BB)	27/ 1.9	3.0	2.1	4.8	2.3	3.0	30/259	235/ 4.1	3.9	4.4		KGVY
12. KCUB (C)	18/ 1.9	2.9	2.3	2.5	3.0	2.4	19/396	376/ 6.6	6.3	6.8	B	KCUB
13. KTKT (N/T)	15/ 1.6	1.4	1.0	1.7	2.0	1.4	16/452	420/ 7.4	6.2	8.1		KTKT
14. KRKN-F (CL AOR)	13/ 1.4	0.6	---	---	---	0.5	13/225	205/ 3.6	2.1	0.0		KRKN-F
15. KUPD-F (AOR)	12/ 1.3	1.4	1.3	0.9	2.7	1.2	16/347	264/ 4.6	5.2	6.2		KUPD-F
KQTL (REL)	12/ 1.3	1.1	1.4	2.5	2.5	1.6	13/215	206/ 3.6	2.4	3.7		KQTL
17. KTUC (T)	11/ 1.2	2.1	1.6	1.5	1.7	1.6	11/277	267/ 4.7	5.3	4.7		KTUC
18. KNIX-F (C)	10/ 1.1	---	---	---	---	0.3	60/524	63/ 1.1	0.0	0.0		KNIX-F
19.												
20.												

12+ FM SHARE (METRO): 73.45% (581 of 791) (SUM 91: 71.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F>>	1 KIIM-F<	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>>	1 KIIM-F>>	1 KIIM-F>>	1 KIIM-F>>	1 KRQQ-F<	1 KIIM-F>>
2 KJYK	2 KRQQ-F>	2 KRQQ-F	2 KWFM-AF	2 KWFM-AF	2 KWFM-AF	2 KRQQ-F	2 KWFM-AF	2 KRQQ-F	2 KIIM-F>	2 KRQQ-F>
3 KIIM-F	3 KLPX-F>	3 KWFM-AF	3 KKLD-F	3 KKLD-F	3 KKLD-F	3 KKLD-F<	3 KRQQ-F	3 KWFM-AF	3 KKLD-F	3 KCUB >
4	4 KKLD-F	4 KLPX-F<	4 KRQQ-F<	4 KRQQ-F	4 KMRR	4 KWFM-AF	4 KKLD-F	4 KLPX-F	4 KJYK	4 KWFM-F
5	5 KWFM-AF>	5 KKLD-F	5 KLPX-F	5 KLPX-F	5 KNST	5 KLPX-F	5 KLPX-F	5 KKLD-F>	5 KLPX-F>	5 KLPX-F
6	6 KJYK	6	6	6	6	6 KNST >	6 KNST >	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F	1 KIIM-F	1 KKLD-F	1 KIIM-F>	1 KIIM-F>	1 KRQQ-F	1 KLPX-F<	1 KIIM-F	1 KLPX-F	1 KIIM-F>
KIIM-F>>	2 KRQQ-F	2 KIIM-F	2 KKLD-F	2 KKLD-F	KLPX-F>	2 KRQQ-F	2 KLPX-F<	KIIM-F	2 KLPX-F<
3 KWFM-AF	3 KKLD-F	3 KRQQ-F	3 KRQQ-F<	3 KWFM-AF>	3 KIIM-F	3 KIIM-F>>	3 KRQQ-F>>	3 KRQQ-F	3 KWFM-AF>
4 KKLD-F	4 KWFM-AF>	4 KWFM-AF>	4 KWFM-AF>	4 KRQQ-F>	4 KJYK	>	4 KWFM-AF	4 KWFM-AF>	4 KRQQ-F
5 KRKN-F	5 KLPX-F>	5 KLPX-F	5 KLPX-F	5 KXEW	5	5 KWFM-AF	KUPD-F	5 KKLD-F>	5 KLPX-F
KLPX-F	6 KTZN-F	6 KTZN-F	6	6	6	KUPD-F	6 KKLD-F	6 KJYK	6
KJYK									

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KOHT-F	98.3	Marana/Tucson	0.3/1.4/	3/ 88
KTZR	1450	Tucson	0.6/2.6/	6/ 146
KCDF-F	105.3	Kearny/Tucson	0.6/3.2/	8/ 196
KOOL-F	94.5	Phoenix	0.3/1.3/	3/ 98
KZRX-F	100.3	Globe	0.8/2.2/	9/ 152

RADIO STATIONS

KWFM, 790,	5 KW/500 W (DA-2),	SEE KWFM-F		
KCUB, 1290,	1 KW	, SEE KIIM-F		
KGVY, 1080,	1 KW (DAYS)	, NOSTALGIA	APR , \$ 20.00 (K & P)	
KJYK, 1490,	1 KW (DA-1)	, CHR	, \$ 14.00 (Christal)	Duchossois
KMRR, 1330,	2 KW/5 KW (DA-2),	NOSTALGIA	SMN , \$ 17.00 (Eastman)	
KNST, 940,	1 KW/250 W (DA-2),	NEWS/TALK	ABC, MBS , \$ 27.00 (McGuilid)	Nationwide
KQTL, 1210,	10 KW/1 KW (DA-2),	HISPANIC	, \$ 17.00 (Caballero)	
KTKT, 990,	10 KW/1 KW (DA-N),	NEWS/TALK	CNN, UNISUP , \$ 16.00 (HNWH)	Lotus
KTUC, 1400,	1 KW	, TALK	CBS, APR , \$ 13.00 (Roslin)	
KTZR, 1450,	1 KW	, HISPANIC	, \$ 12.00 (K & P)	
KXEW, 1600,	1 KW (DA-2)	, HISPANIC	CRC , \$ 14.00 (Lotus)	
KIIM-F,	99.5,	93 KW @ 2037, COUNTRY	, \$ 70.00 (Katz)	
KKLD-F,	94.9,	100 KW @ 1952, AC	, \$ 41.00 (Christal)	Duchossois
KLPX-F,	96.1,	93 KW @ 88, AOR	, \$ 45.00 (HNWH)	Lotus
KRQQ-F,	93.7,	91 KW @ 2030, CHR	, \$ 63.00 (McGuilid)	Nationwide
KTZN-F,	92.1,	50 KW @ 500, SOFT AC	, \$ 14.00 (Eastman)	(GREEN VALLEY)
KWFM-F,	92.9,	90 KW @ 2038, OLDIES	CBS , \$ 47.00 (MMR)	American

TULSA

Arbitron Rank/Pop (12+): 63/608,500
 MSA Rank/Pop: 72/746,000
 ADI # 58
 Average Person Ratings: 16.2
 Market TSL: 22.00 hours

Stations: 20/20
 Diaries: 1229/495:1/51.0%
 Sample Target: 1120
 % Below Line: 0.0
 % Not Listed: 10.6

1991 Revenue: \$19,700,000
 HH Inc.: \$26,033
 Retail \$: 5.5 Bil
 Pop per Station: 30,425
 #1 Biller: KWEN-F \$3,600,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KWEN-F (C)	183/18.6	18.7	17.2	15.8	15.7	17.6	289/3048	1982/32.6	34.7	28.0	E	KWEN-F
2. KMYZ-F (AOR)	98/10.0	8.7	8.4	8.7	9.6	8.9	165/1758	1182/19.4	21.7	21.2	D	KMYZ-F
3. KRMG (FS)	75/ 7.6	9.3	9.7	9.2	7.8	8.9	104/1492	1161/19.1	21.9	18.5	D	KRMG
4. KBEZ-F (SAC)	67/ 6.8	6.3	6.0	7.5	6.7	6.7	99/1333	902/14.8	14.2	14.3	C	KBEZ-F
5. KMOD-F (AOR)	59/ 6.0	6.3	6.1	8.3	8.2	6.7	97/1360	917/15.1	15.3	17.8	D	KMOD-F
6. KTFX-F (C)	46/ 4.7	4.4	4.2	3.0	5.0	4.1	62/1101	790/13.0	11.0	10.8	B	KTFX-F
7. KVOO (C)	45/ 4.6	5.4	4.5	6.5	5.2	5.3	75/950	608/10.0	11.4	11.3	D	KVOO
8. KRAV-F (AC)	44/ 4.5	5.5	4.8	4.2	4.0	4.8	55/919	739/12.1	12.7	11.1	B	KRAV-F
KQLL-F (O)	44/ 4.5	4.3	4.2	4.3	4.7	4.3	60/1063	664/10.9	13.2	14.5	B	KQLL-F
KAYI-F (CHR)	44/ 4.5	5.0	5.7	4.0	4.3	4.8	67/1194	733/12.0	14.5	16.0	C	KAYI-F
11. KVOO-F (C)	40/ 4.1	4.0	3.2	4.8	4.1	4.0	56/960	653/10.7	10.3	9.9		KVOO-F
12. KTOW-F (B)	25/ 2.5	2.5	1.6	4.2	2.4	2.7	25/299	299/ 4.9	3.6	4.1	A	KTOW-F
13. KTHK-F (CL AOR)	20/ 2.0	2.1	1.9	2.2	3.2	2.0	22/534	453/ 7.4	8.5	10.8		KTHK-F
KCMA-F (CL)	20/ 2.0	1.2	2.5	0.9	1.1	1.6	22/308	271/ 4.5	3.7	4.4	A	KCMA-F
15. KXOJ-F (REL)	17/ 1.7	0.6	1.4	1.2	1.1	1.2	17/369	359/ 5.9	2.4	4.5		KXOJ-F
KSTM-F (AOR)	17/ 1.7	1.2	2.4	1.0	2.1	1.6	19/514	410/ 6.7	5.8	7.4	A	KSTM-F

12+ FM SHARE (METRO): 83.75% (737 of 880) (SUM 91: 80.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMYZ-F>>	1 KWEN-F	1 KWEN-F>	1 KWEN-F>>	1 KWEN-F>>	1 KWEN-F>	1 KWEN-F>	1 KWEN-F>	1 KWEN-F>>	1 KMYZ-F	1 KRMG
2 KWEN-F	2 KMYZ-F>	2 KMYZ-F	2 KMOD-F	2 KMOD-F	2 KRMG	2 KRMG >	2 KMYZ-F	2 KMYZ-F>	2 KWEN-F>	2 KWEN-F
3 KAYI-F	3 KMOD-F	3 KMOD-F>	3 KQLL-F<	3 KRMG	3 KBEZ-F>	3 KMYZ-F<	3 KBEZ-F<	3 KRMG	3 KRMG	3 KMYZ-F
4	4 KTFX-F	4 KRAV-F	4 KRMG <	4 KQLL-F	4 KVOO	4 KMOD-F	4 KRMG	4 KBEZ-F	4 KTFX-F	4 KTOW-F
5	5 KRAV-F	5 KQLL-F<	5 KRAV-F	5 KMYZ-F<	5 KQLL-F	5 KBEZ-F	5 KMOD-F	5 KMOD-F<	5 KBEZ-F	5 KTFX-F
6	6 KAYI-F	6 KRMG	6 KMYZ-F	6 KRAV-F	6 KVOO-F	6 KVOO-F	6 KRAV-F	6 KRAV-F<	6 KAYI-F	6 KMOD-F
7	7	7 KBEZ-F	7 KBEZ-F	KBEZ-F	7	7 KVOO-F	KRAV-F<	7 KQLL-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWEN-F	1 KWEN-F>>	1 KWEN-F>>	1 KWEN-F>>	1 KWEN-F>>	1 KMYZ-F>>	1 KMYZ-F	1 KWEN-F<	1 KWEN-F>	1 KWEN-F>
2 KMYZ-F>>	2 KMYZ-F>	2 KAYI-F	2 KMYZ-F	2 KQLL-F	2 KWEN-F	2 KWEN-F	2 KMOD-F>	2 KMOD-F	2 KMOD-F>
3 KTFX-F	3 KAYI-F>	3 KMYZ-F	3 KAYI-F	3 KBEZ-F	3 KTFX-F	3 KMOD-F>	3 KMYZ-F>	3 KMYZ-F>	3 KRMG
KBEZ-F	4 KRAV-F	4 KRAV-F	4 KQLL-F	4 KAYI-F<	4 KMOD-F>>	4 KTFX-F	4 KTFX-F	4 KTFX-F	4 KMYZ-F
KAYI-F>	5	5 KTOW-F	5 KRAV-F	5 KRMG	5 KTOW-F	5 KRAV-F	KRAV-F	KRMG	5 KRAV-F
6 KVOO-F	6	6 KQLL-F	6 KBEZ-F	6 KRAV-F	6 KRAV-F	6	6 KRMG	6 KRAV-F	6 KTFX-F<
KRAV-F	7	7	7 KRMG	7 KMYZ-F	KAYI-F	7	7 KTHK-F	7 KQLL-F	7 KQLL-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KAC	1300	Tulsa	0.5/1.7/	5/ 114
KCFO	970	Tulsa	0.4/2.7/	6/ 208
KGTO	1050	Tulsa	1.4/3.1/	16/ 269
KPEK-F	104.9	Bristow	1.3/1.5/	13/ 94

RADIO STATIONS

KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION	, \$ 12.00 (---)	Salem
KGTO, 1050, 1 KW (DAYS), NOSTALGIA	CNN, \$ 13.00 (Torbet)	
KRMG, 740, 50 KW/25 KW (DA-2), FULL SERVICE	NBC-T ABC, \$ 52.00 (Katz)	NewCity
KVOO, 1170, 50 KW (DA-N), COUNTRY	UNISUP UNIULT, \$ NA (Durpetti)	Great Empire
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC, \$ 35.00 (MMR)	Naragansett (MUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 1319, SOFT AC/EZ	, \$ 33.00 (Eastman)	Renda
KCMA-F, 92.1, 27 KW @ 656, CLASSICAL	, \$ 19.00 (CMBS)	
KMOD-F, 97.5, 96 KW @ 1328, AOR/CL AOR	, \$ 64.00 (Christal)	Clear Channel
KMYZ-F, 104.5, 70 KW @ 1128, AOR	ABC, \$ 48.00 (Torbet)	Shamrock-Lynette (PRYOR)
KQLL-F, 106.1, 100 KW @ 1322, OLDIES	, \$ 25.00 (Christal)	Federated (OWASSO)
KRAV-F, 96.5, 100 KW @ 1328, AC	UNISUP, \$ 28.00 (Torbet)	
KSTM-F, 99.5, 100 KW @ 981, AOR	UNISUP, \$ 17.00 (Schubert)	(HENRYETTA)
KTFX-F, 103.3, 100 KW @ 1279, COUNTRY	, \$ 21.00 (---)	
KTHK-F, 94.1, 18 KW @ 817, CLASSIC AOR	, \$ 22.00 (---)	(OKMULGEE)
KTOW-F, 102.3, 1.7 KW @ 436, BLACK	, \$ 17.00 (---)	(SAND SPRINGS)
KVOO-F, 98.5, 100 KW @ 1227, COUNTRY	NBC UNIULT, \$ 55.00 (Durpetti)	Great Empire
KWEN-F, 95.5, 96 KW @ 1328, COUNTRY	, \$ 84.00 (Katz)	NewCity

WASHINGTON

Arbitron Rank/Pop (12+): 7/3,388,800
 MSA Rank/Pop: 6/3,820,000
 ADI # 9
 Average Person Ratings: 16.8
 Market TSL: 22.50 hours

Stations: 36/30
 Diaries: 2456/1380:1/50.4%
 Sample Target: 2370
 % Below Line: 3.1
 % Not Listed: 14.3

1991 Revenue: \$144,000,000
 HH Inc.: \$48,038
 Retail \$: 33.9 Bil
 Pop per Station: 112,960
 #1 Biller: WMZQ-AF \$14,600,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WPGC-F (CHR/U)	504/ 8.9	8.6	8.8	9.2	7.8	8.9	579/7392	6345/18.7	19.8	18.5	I	WPGC-F
2. WKYS-F (B)	333/ 5.9	5.7	4.3	5.4	4.5	5.3	350/4787	4429/13.1	13.9	13.8	I	WKYS-F
3. WMZQ-AF (C)	296/ 5.2	7.6	6.1	5.8	5.5	6.2	364/5544	4406/13.0	15.3	12.1	I	WMZQ-AF
4. WMMJ-F (B/AC)	270/ 4.8	3.0	4.0	3.9	3.5	3.9	270/2605	2578/ 7.6	7.0	7.6	E	WMMJ-F
5. WRQX-F (CHR)	262/ 4.6	4.4	3.9	4.4	3.1	4.3	286/4989	4257/12.6	13.0	11.9	G	WRQX-F
6. WGAY-F (SAC)	244/ 4.3	5.4	5.0	5.2	5.5	5.0	285/4368	3895/11.5	12.9	11.8	H	WGAY-F
7. WMAL (FS)	243/ 4.3	4.3	4.9	5.1	3.6	4.7	261/4012	3652/10.8	13.2	11.5	I	WMAL
8. WWDC-F (AOR)	232/ 4.1	3.6	4.0	3.0	5.2	3.7	330/6619	4545/14.0	13.0	14.5	H	WWDC-F
9. WHUR-F (B)	216/ 3.8	3.8	2.9	3.3	3.2	3.5	236/4440	4231/12.5	12.6	11.9	F	WHUR-F
WASH-F (AC)	216/ 3.8	4.1	3.2	4.7	4.1	3.9	252/4584	3935/11.6	13.1	11.3	H	WASH-F
11. WGMS-F (CL)	215/ 3.8	2.6	2.9	2.8	3.0	3.0	227/3151	2948/ 8.7	7.9	7.2	G	WGMS-F
12. WHFS-F (AOR)	178/ 3.1	3.0	2.9	2.3	2.5	2.8	258/3954	2993/ 8.8	8.7	7.7	E	WHFS-F
13. WJFK-F (CL AOR)	174/ 3.1	3.3	3.0	2.5	2.1	3.0	205/3814	3372/10.0	9.9	8.0	E	WJFK-F
14. WTOP (N/T)	169/ 3.0	3.6	3.7	4.3	4.2	3.7	202/5126	4375/12.9	14.5	15.4	I	WTOP
15. WCXR-F (CL AOR)	164/ 2.9	2.5	3.3	2.3	3.4	2.8	182/3893	3451/10.2	10.3	12.1	H	WCXR-F
16. WXTR-F (O)	158/ 2.8	2.6	3.2	3.1	3.3	2.9	191/3859	3300/ 9.7	10.4	11.5	H	WXTR-F
17. WLTT-F (AC)	150/ 2.6	2.6	3.0	2.9	4.0	2.8	177/3742	3210/ 9.5	9.8	11.7	H	WLTT-F
18. WOL (B/T)	111/ 2.0	2.0	1.7	2.0	2.2	1.9	111/1152	1111/ 3.3	2.9	4.2	C	WOL
19. WJZE-F (J)	104/ 1.8	2.8	1.1	1.7	1.8	1.9	113/2077	1973/ 5.8	6.1	5.1	D	WJZE-F
20. WWRC (T)	82/ 1.4	1.3	2.1	2.0	1.9	1.7	85/1878	1749/ 5.2	4.8	5.2	D	WWRC
21. WIYY-F (AOR)	68/ 1.2	1.1	1.3	0.9	1.2	1.1	146/2851	1506/ 4.4	4.6	3.7		WIYY-F
22. WWDC (BB)	61/ 1.1	1.6	1.2	0.7	0.8	1.1	62/825	791/ 2.3	3.0	2.1	C	WWDC
23.												
24.												
25.												

12+ FM SHARE (METRO): 82.90% (4038 of 4871) (SUM 91: 82.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F >>	1 WPGC-F	1 WPGC-F	1 WKYS-F	1 WKYS-F	1 WMAL	1 WKYS-F <	1 WPGC-F >	1 WPGC-F >	1 WPGC-F >	1 WKYS-F
2 WRQX-F >	2 WKYS-F	2 WKYS-F	2 WMMJ-F	2 WMMJ-F	2 WMMJ-F	2 WMAL <	2 WMZQ-AF	2 WMZQ-AF	2 WHUR-F	2 WMMJ-F >>
3 WWDC-F >	3 WRQX-F	3 WRQX-F	3 WPGC-F <	3 WMZQ-AF <	3 WPGC-F <	3 WPGC-F	3 WKYS-F <	3 WKYS-F <	3 WKYS-F >	3 WHUR-F
4 WHUR-F >	4 WWDC-F	4 WMMJ-F <	4 WMZQ-AF	4 WPGC-F	4 WMZQ-AF	4 WJFK-F	4 WRQX-F	4 WRQX-F	4 WMMJ-F	4 WGAY-F
5	5 WHFS-F	5 WMZQ-AF <	5 WRQX-F	5 WRQX-F	5 WRQX-F	5 WMZQ-AF	5 WGAY-F <	5 WMMJ-F	5 WWDC-F <	5 WPGC-F >>
6	6 WJFK-F	6 WWDC-F	6 WASH-F	6 WASH-F	6 WTOP	6 WWDC-F <	6 WMMJ-F	6 WMAL	6 WRQX-F	6 WWRC >>
7	7 WHUR-F <	7 WASH-F	7 WHFS-F	7 WHUR-F	7 WASH-F	7 WTOP <	7 WMAL	7 WWDC-F	7 WTOP	7 WWDC-F
8	8 WMZQ-AF	8 WHUR-F	8 WASH-F	8 WLTT-F	8 WXTR-F	8 WRQX-F <	8 WASH-F	8 WGAY-F	8 WHFS-F	8 WMAL <
9	9 WCXR-F	9 WJFK-F	9 WWDC-F	9 WGAY-F	9	9 WMMJ-F	9 WWDC-F	9 WASH-F <	9 WGMS-F <	9 WTOP
10	10	10 WHFS-F	10 WHUR-F	10 WCXR-F	10	10 WGAY-F	10 WGMS-F	10 WGMS-F	10 WASH-F	10 WMZQ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGC-F >>	1 WPGC-F	1 WKYS-F	1 WPGC-F	1 WASH-F	1 WPGC-F	1 WPGC-F	1 WKYS-F	1 WWDC-F	1 WKYS-F
2 WKYS-F	2 WKYS-F	2 WPGC-F	2 WKYS-F	2 WMMJ-F <	2 WWDC-F >	2 WWDC-F	2 WHFS-F	2 WPGC-F	2 WWDC-F
3 WRQX-F >	3 WRQX-F >	3 WRQX-F	3 WASH-F <	3 WKYS-F <	3 WJFK-F >	3 WKYS-F	3 WWDC-F <	3 WKYS-F	3 WMMJ-F
4 WJFK-F	4 WMZQ-AF	4 WMZQ-AF	4 WRQX-F	4 WPGC-F <	4 WKYS-F >	4 WHFS-F	4 WPGC-F	4 WJFK-F	4 WMZQ-AF
5 WHUR-F	5 WHUR-F	5 WMMJ-F	5 WRQX-F	5 WRQX-F <	5 WIYY-F	5 WJFK-F	5 WCXR-F	5 WCXR-F	5 WCXR-F
6 WMZQ-AF	6 WASH-F <	6 WASH-F <	6 WMZQ-AF	6 WMZQ-AF	6 WRQX-F	6 WCXR-F	6 WMZQ-AF <	6 WHFS-F <	6 WHFS-F <
7	7 WHFS-F	7 WHFS-F	7 WHUR-F	7 WGAY-F	7 WHFS-F	7 WRQX-F <	7 WJFK-F	7 WMMJ-F	7 WPGC-F
8 WHFS-F	8 WJFK-F	8 WHUR-F	8 WXTR-F	8 WHUR-F <	8 WHUR-F	8 WHUR-F	8 WHUR-F	8 WMZQ-AF	8 WJFK-F <
9 WWDC-F	9 WMMJ-F	9 WCXR-F	9	9 WLTT-F	9 WCXR-F >	9 WMZQ-AF	9 WRQX-F	9 WRQX-F <	9 WHUR-F
10 WIYY-F	10 WCXR-F	10 WGAY-F	10	10 WXTR-F	10	10	10 WLTT-F	10 WHUR-F	10

OTHER RATED STATIONS

METRO CUME TSA TSA
 SHARE/RTG/AQH/CUME

WAVA-F	105.1	Arlington/Wshntn	0.8/3.6/	60/1586
WFRE-F	99.9	Frederick	1.0/1.6/	78/ 856
WMDO	1540	Wheaton	0.7/1.4/	42/ 474
WPGC	1580	Morningside/Was	0.7/1.4/	44/ 518
WRCY-F	107.7	Warrenton/Wash	0.5/1.5/	79/1059
WTEM	570	Bethesda	0.6/3.2/	38/1139
WYCB	1340	Washington	0.7/2.3/	41/ 769
WZYQ-F	103.9	Brdck Hts/Frdrk	0.3/0.9/	19/ 377
WARX-F	106.9	Hagerstown/Fred	0.3/0.9/	50/ 596
WFLS-F	93.3	Fredericksburg	0.6/1.8/	93/1274
WINC-F	92.5	Winchester	0.4/1.1/	70/1151
WPOC-F	93.1	Baltimore	0.3/1.5/	142/1902
WXVY-F	102.7	Baltimore	0.3/2.1/	45/1150

WASHINGTON

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20W (DA-1)	,	News	UNISUP CNN,	\$ 32.00	(Group W)	Westinghouse
WDCT,	1310,	5 KW/500 W	,	Religion	,	\$ 27.00	(---)	Marsh
WFAX,	1220,	5 KW (DAYS)	,	Religion	,	\$ 21.00	(---)	
WMAL,	630,	5 KW (DA-2)	,	Full Service	ABC,	\$175.00	(Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	,	Hispanic	,	\$ 37.00	(Katz Hisp.)	
WOL,	1450,	1 KW	,	Black Talk	NBN UNIULT,	\$ 52.00	(Schubert)	Almic
WTOP,	1500,	50 KW (DA-2)	,	News	CBS MBS,	\$170.00	(CBS)	Evergreen
WWDC,	1260,	5 KW (DA-2)	,	Nostalgia	UNISUP UNIULT,	\$ 45.00	(Christal)	
WWRC,	980,	5 KW (DA-N)	,	Talk	ABC,	\$ 58.00	(MMR)	Greater Media
WYCB,	1340,	1 KW	,	Gospel	SBN,	\$ 38.00	(---)	

FM STATIONS

WASH,	97.1,	26 KW @ 686	,	AC	UNISUP,	\$169.00	(HNWH)	Evergreen
WAVA,	105.1,	50 KW @ 498	,	Religion	,	\$ NA	(---)	Salem
WCXR,	105.9,	28 KW @ 649	,	Classic AOR	,	\$171.00	(Group W)	Westinghouse
WGAY,	99.5,	21 KW @ 771	,	Soft AC/EZ	,	\$157.00	(MMR)	Greater Media
WGMS,	103.5,	46 KW @ 508	,	Classical	MBS,	\$125.00	(Durpetti)	
WHFS,	99.1,	50 KW @ 459	,	Prog AOR	APR,	\$ 79.00	(Banner)	Duchossois (ANNAPOLIS)
WHUR,	96.3,	24 KW @ 669	,	Black	,	\$ 83.00	(Durpetti)	Howard Univ.
WJFK,	106.7,	23 KW @ 731	,	Classic AOR	ABC,	\$ 78.00	(Torbet)	Infinity
WJZE,	100.3,	40 KW @ 331	,	Jazz	APR,	\$ 68.00	(Mc-Guild)	United
WKYS,	93.9,	50 KW @ 479	,	Black	,	\$180.00	(Banner)	Albimar
WLTT,	94.7,	23 KW @ 741	,	AC	,	\$159.00	(CBS)	CBS
WMMJ,	102.3,	2.9 KW @ 479	,	Black AC/Oldies	ABC MBS,	\$ 78.00	(Schubert)	Almic
WMZQ,	98.7,	50 KW @ 489	,	Country	,	\$250.00	(Christal)	Viacom
WPGC,	95.5,	50 KW @ 500	,	CHR/Urban	,	\$175.00	(Banner)	Cook Inlet
WRQX,	107.3,	36 KW @ 590	,	AC/CHR	ABC,	\$100.00	(Katz)	Cap Cities/ABC
WWDC,	101.1,	32 KW @ 761	,	AOR	UNIPWR,	\$170.00	(Christal)	
WXTR,	104.1,	22 KW @ 764	,	Oldies	,	\$154.00	(Mc-Guild)	Radio Ventures

WEST PALM BEACH

Arbitron Rank/Pop (12+): 49/797,900
 MSA Rank/Pop: 60/885,000
 Average Person Ratings: 17.2
 Market TSL: 23.00 hours

Stations: 36/16
 Diaries: 1302/613:1/42.6%
 Sample Target: 1180
 % Below Line: 29.9
 % Not Listed: 12.3

1991 Revenue: \$23,400,000
 HH Inc.: \$37,870
 Retail \$: 8.5 Bil
 Pop per Station: 49,868
 #1 Biller: WRMF-F \$5,900,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WRMF-F (AC)	146/10.7	9.9	9.4	10.5	8.1	10.1	204/2528	1659/20.8	21.5	17.9	G	WRMF-F
2. WEAT-F (SAC)	132/ 9.6	8.2	12.0	12.8	15.4	10.6	167/2339	1470/18.4	19.6	26.9	E	WEAT-F
3. WJNO (N/T)	97/ 7.1	7.7	8.4	7.5	9.2	7.7	124/1625	1105/13.8	15.4	15.4	E	WJNO
4. WIRK-F (C)	91/ 6.6	7.5	6.1	7.5	5.7	6.9	125/1563	1049/13.1	14.9	10.5	D	WIRK-F
5. WKGR-F (AOR)	69/ 5.0	5.3	5.2	5.6	5.8	5.3	99/1843	1128/14.1	14.5	15.2	D	WKGR-F
6. WOVV-F (CHR)	56/ 4.1	3.4	3.3	4.2	3.7	3.8	88/1826	1075/13.5	13.3	12.8	D	WOVV-F
7. WNGS-F (SAC)	41/ 3.0	2.8	2.4	2.9	2.7	2.8	41/492	468/ 5.9	6.1	7.0	C	WNGS-F
8. WEDR-F (B)	38/ 2.8	1.9	2.7	2.2	2.5	2.4	151/1718	509/ 6.4	6.0	7.4		WEDR-F
9. WIOD (N/T)	37/ 2.7	1.7	1.8	3.9	2.1	2.5	185/2282	436/ 5.5	5.1	5.6		WIOD
10. WSHE-F (AOR)	35/ 2.6	2.3	2.4	2.5	2.4	2.5	465/2471	646/ 8.1	8.9	7.8		WSHE-F
WLYF-F (SAC)	35/ 2.6	1.5	2.2	1.7	1.5	2.0	178/2230	502/ 6.3	6.2	5.6		WLYF-F
12. WZZR-F (CHR)	34/ 2.5	2.3	2.7	1.6	0.4	2.3	55/783	435/ 5.5	6.0	2.4	B	WZZR-F
13. WHQT-F (B)	33/ 2.4	1.9	2.4	1.8	2.5	2.1	105/1678	478/ 6.0	6.5	7.8		WHQT-F
14. WEAT (SAC/EZ)	28/ 2.0	2.2	0.7	0.4	0.7	1.3	28/405	405/ 5.1	5.3	0.0		WEAT
15. WDBF (BB)	26/ 1.9	1.7	1.3	1.7	1.6	1.6	26/259	224/ 2.8	4.7	4.0	A	WDBF
16. WZTA-F (AOR)	24/ 1.8	1.9	1.4	0.9	3.0	1.5	126/2130	580/ 7.3	7.4	8.0		WZTA-F
WTMI-F (CL)	24/ 1.8	1.7	1.1	0.7	1.4	1.3	90/1339	301/ 3.8	4.6	4.2		WTMI-F
WOLL-F (O)	24/ 1.8	2.9	4.0	2.7	3.3	2.8	28/588	513/ 6.4	8.9	9.0	C	WOLL-F
19. WKIS-F (C)	22/ 1.6	2.2	1.5	1.5	2.3	1.7	141/1944	502/ 6.3	7.5	4.9		WKIS-F
WYFX (B)	22/ 1.6	0.8	1.8	2.2	2.8	1.6	47/668	260/ 3.3	3.3	5.4		WYFX
21. WHYI-F (CHR)	19/ 1.4	1.1	0.7	1.4	1.3	1.1	119/2442	497/ 6.2	5.6	7.0		WHYI-F
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 75.52% (907 of 1201) (SUM 91: 77.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WEAT-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WEAT-F	1 WEAT-F
2 WHQT-F	2 WKGR-F	2 WKGR-F	2 WKGR-F	2 WIRK-F	2 WRMF-F	2 WJNO	2 WEAT-F	2 WEAT-F	2 WOVV-F	2 WJNO
3 WEDR-F	3 WZZR-F	3 WIRK-F	3 WIRK-F	3 WEAT-F	3 WJNO	3 WEAT-F	3 WJNO	3 WJNO	3 WKGR-F	3 WPBR
4 WRMF-F	4 WIRK-F	4 WEAT-F	4 WEAT-F	4 WKGR-F	4 WIRK-F	4 WIRK-F	4 WIRK-F	4 WIRK-F	4 WHQT-F	4 WIOD
5 WPOW-F	5 WOVV-F	5 WOVV-F	5	5	5	5	5	5 WKGR-F	5 WRMF-F	5 WRMF-F
6	6 WSHE-F	6	6	6	6	6	6	6	6 WJNO	6 WNGS-F
7	7 WEDR-F	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEDR-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WSHE-F	1 WKGR-F	1 WZZR-F	1 WRMF-F	1 WRMF-F
2 WOVV-F	2 WIRK-F	2 WKGR-F	2 WEAT-F	2 WEAT-F	2 WKGR-F	2 WZZR-F	2 WKGR-F	2 WKGR-F	2 WKGR-F
3 WIRK-F	3 WKGR-F	3 WIRK-F	3 WIRK-F	3 WIRK-F	3 WZZR-F	3 WSHE-F	3 WRMF-F	3 WIRK-F	3 WIRK-F
4 WRMF-F	4 WOVV-F	4 WZTA-F	4 WKGR-F	4 WKGR-F	4 WEDR-F	4 WRMF-F	4 WZTA-F	4 WZZR-F	4 WEAT-F
5 WZZR-F	5 WEDR-F	5 WOVV-F	5 WOVV-F	5	5 WOVV-F	5 WEDR-F	5 WIRK-F	5 WSHE-F	5 WJNO
6 WHQT-F	6 WZTA-F	6	6	6	6	6 WOVV-F	6 WIRK-F	6 WEAT-F	6 WIOD
7	7	7	7	7	7	7 WIRK-F	7 WIOD	7	7 WZZR-F

OTHER RATED STATIONS

STATION	SHARE	RTG	AQH	CUME
WBZT	1290	West Palm Beach	1.2/4.8/	18/ 390
WPBR	1340	Palm Beach	0.4/2.3/	5/ 212
WPOM	1600	Riviera Beach	1.1/2.5/	15/ 196
WSBR	740	Boca Rtn/WP1mBc	0.6/3.0/	19/ 460
WSWN	900	Belle Glade	1.1/1.5/	21/ 188
WFLC-F	97.3	Miami/Ft.Laud.	0.7/3.7/	87/1655
WHLG-F	102.3	Stuart	0.4/0.9/	73/ 578
WINZ	940	Miami	0.9/2.6/	51/1029
WJQY-F	106.7	Ft. Lauderdale	0.7/2.5/	79/1181
WLVE-F	93.9	Miami Beach	1.1/4.6/	121/1610
WMRZ	790	South Miami	0.5/2.2/	52/ 759
WMXJ-F	102.7	Pompano Beach	0.9/5.0/	99/1876
WPOW-F	96.5	Miami/Ft.Ldrdle	1.2/5.3/	92/1833
WQAM	560	Miami/Ft.Ldrdle	0.3/2.0/	19/ 563
WQBA-F	107.5	Miami/Ft.Lauder	1.0/1.5/	21/ 295

WEST PALM BEACH

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2) , SEE WEAT-F	, \$		
WJNO, 1230, 1 KW , NEWS/TALK	CBS, ABC, \$	57.00 (Banner)	Fairbanks
WYFX, 1040, 25 KW/1 KW (DA-2) , BLACK	SBN, \$	20.00 (K & P)	
WEAT-F, 104.3, 56 KW @ 1250, EZ/SOFT AC	, \$	77.00 (Durpetti)	Taylor
WIRK-F, 107.9, 100 KW @ 341, COUNTRY	ABC, \$	60.00 (HNWH)	Price
WKGR-F, 98.7, 100 KW @ 1381, AOR	UPI, \$	58.00 (Christal)	Amaturo (FORT PIERCE)
WNGS-F, 92.1, 6 KW @ 380, SOFT AC	, \$	30.00 (Eastman)	
WOLL-F, 94.3, 6 KW @ 328, OLDIES	, \$	38.00 (Katz)	Lappin
WQVW-F, 95.5, 100 KW @ 981, CHR	SOURCE, \$	50.00 (McGuild)	Ardman (FORT PIERCE)
WRMF-F, 97.9, 100 KW @ 1348, AC	, \$	125.00 (Banner)	Fairbanks

Other Ranked Stations - See Miami

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/F/S - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

***** R E V E N U E L E V E L C O D E S *****

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999	*
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999	*
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999	*
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999	*
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +	*
* F - \$ 4,000,000 to \$ 4,999,999		*

WICHITA

Arbitron Rank/Pop (12+): 87/397,200

Stations: 18/18
Diaries: 890/446:1/49.7%
Sample Target: 870
% Below Line: 0.0
% Not Listed: 10.0

1991 Revenue: \$15,400,000
HH Inc.: \$35,665
Retail \$: 3.7 Bil
Pop per Station: 22,066
#1 Biller: KFDI-AF \$5,300,000

MSA Rank/Pop: 102/458,000
ADI # 61
Average Person Ratings: 15.6
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. KZSN-AF (C)	95/15.3	15.6	12.8	13.2	16.7	14.2	119/1500	1113/28.0	30.0	26.9	D	KZSN-AF
2. KFDI-F (C)	78/12.6	13.0	15.0	12.9	13.5	13.4	113/1413	1020/25.7	24.8	25.3	G	KFDI-F
3. KKRD-F (CHR)	63/10.2	7.6	7.6	7.3	6.7	8.2	71/1069	858/21.6	19.7	20.1	C	KKRD-F
4. KRBB-F (AC)	43/ 6.9	5.9	5.8	7.1	5.4	6.4	48/776	643/16.2	13.4	14.5	C	KRBB-F
KICT-F (AOR)	43/ 6.9	6.2	9.3	5.0	8.1	6.8	64/955	621/15.6	14.8	15.6	C	KICT-F
6. KNSS (N/T)	40/ 6.5	6.6	4.4	5.0	4.2	5.6	43/497	458/11.5	13.7	10.1		KNSS
7. KFDI (C)	38/ 6.1	7.1	7.0	7.7	7.9	7.0	55/692	471/11.9	12.1	13.9		KFDI
8. KRZZ-F (CL AOR)	35/ 5.6	5.9	5.3	6.6	6.1	5.8	36/673	617/15.5	14.5	13.8	C	KRZZ-F
9. KXLK-F (AC)	27/ 4.4	3.1	4.4	4.8	4.7	4.2	33/564	456/11.5	9.2	12.4	A	KXLK-F
10. KOEZ-F (SAC)	25/ 4.0	5.6	5.2	4.8	4.8	4.9	36/465	335/ 8.4	10.0	8.6	B	KOEZ-F
11. KEYN-F (O)	23/ 3.7	3.8	3.8	5.3	5.6	4.2	34/703	518/13.0	14.4	13.1	B	KEYN-F
12. KYQQ-F (CHR)	13/ 2.1	2.6	3.2	2.9	3.6	2.7	25/546	280/ 7.0	9.9	11.4	A	KYQQ-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 80.29% (448 of 558) (SUM 91: 82.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KKRD-F>>	1 KZSN-AF>	1 KZSN-AF>	1 KZSN-AF>	1 KZSN-AF>	1 KFDI-F>	1 KFDI-F<	1 KZSN-AF	1 KZSN-AF>	1 KZSN-AF	1 KFDI-F>>
2 KZSN-AF>	2 KICT-F<	2 KKRD-F<	2 KRBB-F	2 KFDI-F>	2 KZSN-AF	2 KZSN-AF>	2 KFDI-F	2 KKRD-F>	2 KKRD-F>	2 KZSN-F>
3 KICT-F>	3 KKRD-F	3 KRBB-F<	KFDI-F	3 KRBB-F	3 KFDI	3 KKRD-F	3 KRBB-F<	3 KFDI-F>	3 KFDI-F>	3 KFDI
4 KYQQ-F	4 KRZZ-F	4 KICT-F	4 KICT-F	4 KICT-F	4 KNSS >	4 KFDI <	4 KNSS	4 KRBB-F	4 KNSS	4 KNSS
5	5 KRBB-F	5 KRZZ-F	5 KRZZ-F	5 KRZZ-F	5 KOEZ-F	5 KRBB-F	5 KRBD-F	KICT-F	5 KRBD-F	5 KRBD-F
6	6 KXLK-F	6 KFDI-F	6 KKRD-F	6 KKRD-F	6 KRBB-F	6 KNSS	6 KICT-F>	6 KRZZ-F	6 KRZZ-F	6
7	7	7 KXLK-F	7 KXLK-F	7 KXLK-F	7	7 KICT-F	7	7	7	7
8	8	8	8 KEYN-F	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZSN-AF	1 KZSN-AF>	1 KZSN-AF>>	1 KZSN-AF>	1 KZSN-AF>	1 KKRD-F	1 KICT-F>	1 KICT-F	1 KZSN-AF	1 KZSN-AF>
2 KKRD-F>	2 KKRD-F	2 KXLK-F	2 KRBB-F	2 KRBB-F	2 KICT-F>	2 KZSN-AF	2 KZSN-AF	2 KICT-F	2 KFDI-F
3 KRBB-F	3 KRBB-F	KRBB-F	3 KKRD-F	3 KFDI-F	3 KZSN-AF>	3 KKRD-F	3 KRZZ-F>	3 KRZZ-F	3 KICT-F<
4 KRZZ-F>	4 KXLK-F	4 KKRD-F	4 KXLK-F	4 KXLK-F	4 KRZZ-F	4 KRZZ-F>>	4 KKRD-F>	4 KKRD-F	4 KRZZ-F>
5 KXLK-F	5 KRZZ-F	5 KFDI-F	5 KFDI-F>	5 KKRD-F	KRBB-F>	5 KRBB-F	5 KFDI-F	5 KFDI-F	5 KRBB-F
KICT-F	6 KICT-F	6 KRZZ-F	6 KEYN-F	6 KEYN-F	6 KYQQ-F	6	6	6 KRBB-F	6 KNSS
7	7	7 KICT-F	7	7	7	7	7	7 KNSS	7 KRBD-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KBUZ-F 99.1	ElDorado	0.6/4.0/	7/	195
KFH 1330	Wichita	1.3/6.1/	18/	358
KLLS-F 104.5	Augusta/Wichita	0.3/2.4/	2/	111
KQAM 1410	Wichita	1.8/5.8/	12/	249
KSGL 900	Wichita	1.6/3.4/	10/	148

RADIO STATIONS

KFOI, 1070,	10 KW/1 KW (DA-N),	COUNTRY	ABC, \$	NA (Torbet)	Great Empire
KFH, 1330,	5 KW (DA-N)	, OLDIES	CBS, MBS, \$	NA (Banner)	Midcontinent
KNSS, 1240,	1 KW	, NEWS/TALK	MBS, ABC, \$	21.00 (Durpetti)	
KQAM, 1410,	5 KW/1 KW (DA-2),	NOSTALGIA	MBS, \$	13.00 (Eastman)	Clear Channel
KZSN, 1480,	5 KW/1 KW (DA-2),	SEE KZSN-FM			
KBUZ-F, 99.1,	45 KW @ 515,	BLACK	SBN, \$	18.00 (---)	(EL DORARDO)
KEYN-F, 103.7,	100 KW @ 859,	OLDIES		\$ 29.00 (Eastman)	Clear Channel
KFDI-F, 101.3,	100 KW @ 1138,	CDOUNTRY	ABC, \$	105.00 (Torbet)	Great Empire
KICT-F, 95.1,	100 KW @ 899,	AOR	ABC, \$	28.00 (McGuild)	Lakoduk
KKRD-F, 107.3,	100 KW @ 859,	CHR		\$ 38.00 (HNWH)	
KOEZ-F, 92.3,	100 KW @ 640,	EZ/SOFT AC	UNIULT, \$	22.00 (---)	(NEWTON)
KRBB-F, 97.9,	100 KW @ 987,	AC		\$ 33.00 (Christal)	
KRZZ-F, 96.3,	50 KW @ 494,	CLASSIC AOR		\$ 36.00 (Durpetti)	(DERBY)
KXLK-F, 105.3,	100 KW @ 987,	AC	APR, \$	29.00 (Banner)	Midcontinent (HAYSVILLE)
KYQQ-F, 106.5,	100 KW @ 1115,	CHR		\$ 19.00 (K & P)	(ARKANSAS CITY)
KZSN-F, 102.1,	100 KW @ 1032,	COUNTRY		\$ 48.00 (Katz)	Southern Skies (HUTCHINSON)

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/627,000

Stations: 36/27
Diaries: 1184/530:1/52.8%
Sample Target: 1100
% Below Line: 7.4
% Not Listed: 16.1

1991 Revenue: \$15,000,000
HH Inc.: \$28,134
Retail \$: 5.6 Bil
Pop per Station: 23,222
#1 Biller: WKRZ-F \$4,200,000

MSA Rank/Pop: 70/740,000
ADI # 49
Average Person Ratings: 18.3
Market TSL: 24.25 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WKRZ-F (CHR)	175/15.3	15.8	14.4	16.5	15.0	15.5	201/2698	2203/35.1	35.1	35.3	F	WKRZ-F
2. WEZX-F (AOR)	91/ 7.9	7.9	7.1	8.0	7.8	7.7	98/1133	1039/16.6	16.7	15.7	C	WEZX-F
3. WNAK (BB/FS)	66/ 5.8	4.1	6.9	5.2	6.1	5.5	66/479	479/ 7.6	7.3	8.0	B	WNAK
4. WARM (FS)	65/ 5.7	6.6	3.9	6.5	5.7	5.7	69/920	888/14.2	15.1	13.7	C	WARM
5. WDLS-F (C)	56/ 4.9	5.3	3.5	5.8	5.9	4.9	60/738	682/10.9	9.1	11.2	A	WDLS-F
6. WEJL (BB)	46/ 4.0	3.4	4.0	4.3	3.7	3.9	50/505	467/ 7.4	9.3	6.9	A	WEJL
7. WMGS-F (AC)	43/ 3.8	4.8	4.9	5.4	6.3	4.7	56/896	756/12.1	11.4	14.8	C	WMGS-F
8. WILK (T)	41/ 3.6	2.4	3.5	1.8	1.6	2.8	44/556	513/ 8.2	6.7	6.4	A	WILK
9. WWSH-F (SAC)	40/ 3.5	2.7	2.5	3.3	3.0	3.0	42/610	535/ 8.5	7.3	9.0	A	WWSH-F
10. WGBI-F (AC)	34/ 3.0	2.8	3.4	2.4	3.3	2.9	50/785	602/ 9.6	9.3	9.0	A	WGBI-F
11. WSGD-F (O)	27/ 2.4	1.7	2.0	3.2	2.6	2.3	59/628	405/ 6.5	5.6	6.9	A	WSGD-F
12. WTLQ-F (CHR)	25/ 2.2	2.5	2.1	2.3	2.6	2.3	25/631	611/ 9.7	9.5	10.4	A	WTLQ-F
13. WSBG-F (CHR)	24/ 2.1	1.5	2.1	1.2	0.5	1.7	25/419	372/ 5.9	3.8	3.5	A	WSBG-F
14. WYOS-F (O)	20/ 1.7	1.8	2.6	1.2	2.0	1.8	20/300	300/ 4.8	5.5	5.1	A	WYOS-F
15. WZZO-F (AOR)	19/ 1.7	2.3	1.2	1.5	1.3	1.7	58/539	289/ 4.6	6.5	3.9		WZZO-F

12+ FM SHARE (METRO): 71.10% (684 of 962) (SUM 91: 72.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F>>	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>>	1 WARM
2 WTLQ-F>	2 WEZX-F>>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WNAK	2 WARM	2 WEZX-F>	2 WEZX-F>	2 WEZX-F>	2 WKRZ-F
3 WBSG-F	3 WTLQ-F	3 WMGS-F	3 WMGS-F	3 WDLS-F<	3 WARM >	3 WEZX-F>	3 WILK <	3 WDLS-F	3 WDLS-F	3 WMGS-F
4	4 WMGS-F	4 WDLS-F	4 WDLS-F	4 WMGS-F	4 WEJL <	4 WNAK	4 WEJL <	4 WTLQ-F	4 WTLQ-F	4 WEZX-F
5	5 WDLS-F	5 WGBI-F	5 WGBI-F	5	5 WDLS-F	5	5 WARM	5	5	5 WDLS-F
6	6	6	6	6	6 WILK	6	6 WNAK	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEZX-F>	1 WKRZ-F>>	1 WEZX-F	1 WKRZ-F>>	1 WKRZ-F>>	1 WEZX-F>>	1 WEZX-F>>	1 WEZX-F>>	1 WEZX-F	1 WEZX-F>
2 WTLQ-F>	2 WEZX-F>>	2 WMGS-F	2 WEZX-F	2 WGBI-F<	2 WZZO-F>	2 WKRZ-F>	2 WSBG-F>	2 WKRZ-F>>	2 WKRZ-F>>
3 WKRZ-F>	3 WMGS-F	3 WGBI-F>	3 WMGS-F	3 WMGS-F	3 WTLQ-F>	3 WZZO-F>	3 WZZV-F	3 WZZO-F	3 WARM
4 WDLS-F	4 WGBI-F	4 WDLS-F	4 WGBI-F	4 WDLS-F	4 WKRZ-F	4 WTLQ-F	4 WYOS-F	4 WMGS-F	4 WDLS-F
5	5 WDLS-F	5 WKRZ-F<	5 WDLS-F	5 WEZX-F	5 WYSP-F	5	5 WMGS-F	5	5
6	6	6 WYOS-F	6	6	6 WZZV-F	6	6 WDLS-F	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	CUME	TSA	TSA
WARD 1550 Pittston	0.9/2.7/ 11/ 180			
WBAX 1240 Wilkes-Barre	1.5/3.3/ 17/ 206			
WCDL 1440 Carbondale	1.0/1.9/ 15/ 143			
WCNR 930 Bloomsburg	0.5/1.5/ 6/ 96			
WGBI 910 Scrntn/Wlks Brr	0.4/2.2/ 5/ 163			
WHLM-F 106.5 Bloomsburg	1.3/4.7/ 22/ 421			
WICK 1400 Scranton	0.5/2.9/ 6/ 181			
WJMW 550 Bloomsburg	0.3/1.2/ 4/ 91			
WKAB-F 103.5 Berwick	0.3/1.5/ 4/ 144			
WQEQ-F 103.1 Freeland/Hazltn	1.2/2.4/ 18/ 179			
WWDL-F 104.9 Scranton/WB	0.9/3.2/ 11/ 216			
WYMK-F 107.7 Tunkhannock	0.4/1.6/ 12/ 157			
WZZV-F 95.7 Olyphant	1.4/2.6/ 16/ 169			
WAEB-F 104.1 Allentown	0.6/3.0/ 27/ 406			
WFMZ-F 100.7 Allentown	1.1/3.1/ 23/ 290			
WILQ-F 105.1 Williamsport	0.4/1.6/ 21/ 269			
WKSJ-F 102.7 Williamsport	0.7/2.1/ 33/ 394			
WLEV-F 96.1 Easton	1.0/3.5/ 20/ 354			
WODE-F 99.9 Easton/Allentwn	1.0/4.7/ 27/ 481			
WXTU-F 92.5 Philadelphia	0.5/2.3/ 16/ 287			
WYSP-F 94.1 Philadelphia	0.3/1.5/ 7/ 162			

WILKES BARRE-SCRANTON

RADIO STATIONS

WARM	,	590,	5 KW (DA-2)	,	Full Service	NBC, \$37.00	(Mc-Guild)	Susquehanna
WBAX	,	1240,	1 KW	,	Nostalgia	CNN UNISUP, \$14.00	(Torbet)	
WEJL	,	630,	500 W/32 W	,	Nostalgia/FS	ABC UNISUP, \$18.00	(Christal)	Shamrock-Lynett
WILK	,	980,	5 KW/1 KW (DA-2)	,	Talk	CNN ABC, \$15.00	(Katz)	Keymarket
WNAK	,	730,	1 KW (DAYS)	,	Nostalgia/FS	NBC, \$22.00	(K & P)	
WDLS-F,		93.7,	.8 KW @ 679	,	Country	UNIULT UNISUP, \$20.00	(---)	(DALLAS)
WEZX-F,		107.1,	1.9 KW @ 1266	,	AOR	ABC, \$39.00	(Christal)	Shamrock-Lynett
WGBI-F,		101.3,	7 KW @ 1109	,	AC	CBS, \$19.00	(Torbet)	
WHLM-F,		106.5,	36 KW @ 577	,	CHR	UNIULT, \$16.00	(Banner)	(BLOOMSBURG)
WKRZ-F,		98.5,	8.7 KW @ 1171	,	CHR	, \$85.00	(Katz)	Keymarket
WMGS-F,		92.9,	5.3 KW @ 1384	,	AC	, \$31.00	(Mc-Guild)	Susquehanna
WSBG-F,		93.5,	1 KW @ 781	,	CHR	APR, \$13.00	(Mkt 4)	(STROUDSBERG)
WSGD-F,		94.3,	1.1 KW @ 771	,	Oldies	, \$19.00	(Eastman)	(CARBONDALE)
WTLQ-F,		102.3,	3 KW @ 72	,	CHR	ABC, \$18.00	(Eastman)	(PITTSTON)
WWDL-F,		104.9,	.3 KW @ 1092	,	Soft AC	ABC, \$14.00	(Roslin)	
WWSH-F,		97.9,	20 KW @ 728	,	EZ	UNISUP, \$19.00	(K & P)	(HAZLETON)
WYOS-F,		92.1,	.9 KW @ 663	,	Oldies	CNN UNISUP, \$16.00	(Torbet)	

YORK

Arbitron Rank/Pop (12+): 102/354,600
MSA Rank/Pop: 114/415,000
ADI # 47 (w/Harrisburg & Lancaster)
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 31/10
Diaries: 880/403:1/60.9%
Sample Target: 810
% Below Line: 40.9
% Not Listed: 12.7

1991 Revenue: \$11,700,000
HH Inc.: \$32,405
Retail \$: 3.2 Bil
Pop per Station: 35,460
#1 Biller: WARM-F \$3,300,000

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WARM-F (AC)	75/11.9	14.1	14.2	10.6	12.3	12.7	172/2106	945/26.6	23.5	22.8	E	WARM-F
2. WGTY-F (C)	61/ 9.7	10.0	9.4	12.3	8.1	10.4	68/820	682/19.2	15.3	15.6	C	WGTY-F
3. WSBA (FS)	49/ 7.8	4.9	4.6	6.0	6.6	5.8	59/724	632/17.8	14.4	14.5	D	WSBA
4. WRKZ-F (C)	37/ 5.9	7.7	8.3	6.5	7.9	7.1	146/1827	477/13.5	14.4	14.0		WRKZ-F
5. WYCR-F (CHR)	33/ 5.3	8.3	6.3	8.4	10.0	7.1	53/1305	738/20.8	22.7	24.9	C	WYCR-F
6. WNCE-F (SAC)	32/ 5.1	4.0	6.5	5.5	5.8	5.3	128/1261	363/10.2	9.7	12.5		WNCE-F
7. WQXA-F (CHR)	26/ 4.1	5.8	4.6	4.4	4.4	4.7	108/1661	443/12.5	14.5	12.9	C	WQXA-F
8. WTPA-F (AOR)	25/ 4.0	4.0	4.2	4.5	3.5	4.2	93/1307	393/11.1	10.6	10.1		WTPA-F
WRVV-F (AOR)	25/ 4.0	1.8	0.5	0.8	0.2	1.8	149/1838	320/ 9.0	4.6	2.6		WRVV-F
10. WGRX-F (AOR)	20/ 3.2	4.0	4.0	3.7	3.6	3.7	28/584	376/10.6	11.5	12.4		WGRX-F
11. WDAC-F (REL)	17/ 2.7	1.8	1.2	1.8	1.2	1.9	107/1030	221/ 6.2	5.0	3.9		WDAC-F
12. WHVR (AC/FS)	15/ 2.4	1.2	3.2	1.3	1.2	2.0	15/200	200/ 5.6	3.7	4.4		WHVR
WHTF-F (CL AOR)	15/ 2.4	2.8	1.7	3.1	2.8	2.5	61/1172	306/ 8.6	11.2	10.5	B	WHTF-F
14. WWMD-F (SAC)	14/ 2.2	1.8	0.9	1.5	1.5	1.6	14/281	179/ 5.0	5.0	4.2		WWMD-F
WWKL-F (AC)	14/ 2.2	2.5	2.5	3.4	2.1	2.7	80/1275	271/ 7.6	7.1	6.1		WWKL-F

12+ FM SHARE (METRO): 83.03% (455 of 548) (SUM 91: 84.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F	1 WARM-F	1 WARM-F>	1 WARM-F>	1 WARM-F>	1 WARM-F	1 WARM-F<	1 WARM-F>	1 WARM-F	1 WGTY-F	1 WGTY-F>
3 WYCR-F	2 WGTY-F>	2 WGTY-F>	2 WGTY-F>	2 WGTY-F>	2 WSBA	2 WSBA	2 WGTY-F	2 WGTY-F>	2 WSBA	2 WGRX-F
4 WTPA-F	3 WYCR-F	3 WRVV-F<	3 WRVV-F	3 WRKZ-F	3 WGTY-F	3 WGTY-F>	3 WRKZ-F	3 WSBA	3 WARM-F>	3 WNCE-F
5 WRVV-F	4 WTPA-F	4 WTPA-F	4 WTPA-F	4 WRVV-F	4 WRKZ-F	4	4 WNCE-F	4 WYCR-F	4 WYCR-F	4 WRKZ-F
WHTF-F	5 WRVV-F	WYCR-F	5	5	5 WNCE-F	5	WYCR-F	5	5	WSBA

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQXA-F	1 WARM-F	1 WARM-F>	1 WARM-F>	1 WARM-F>	1 WYCR-F>	1 WTPA-F	1 WGTY-F	1 WARM-F	1 WARM-F
WGTY-F	2 WGTY-F>	2 WGTY-F>	2 WGTY-F>	2 WGTY-F>	2 WARM-F	WGTY-F	2 WTPA-F	2 WGTY-F<	2 WGTY-F
3 WYCR-F>	3 WYCR-F	3 WRVV-F	3 WRKZ-F	3 WRVV-F	3 WIYY-F>	3 WARM-F	3 WHTF-F	3 WTPA-F>	3 WTPA-F
4 WARM-F	4 WQXA-F	WGRX-F	WYCR-F	WRKZ-F	4 WTPA-F	4 WYCR-F	4 WRVV-F	4 WRVV-F	4 WRKZ-F
WRKZ-F	5 WRVV-F	WYCR-F	5 WRVV-F	5	WQXA-F	WHTF-F	5 WARM-F	5 WYCR-F	5 WRVV-F
WNCE-F	WRKZ-F	6	WNCE-F	6	6	6 WRVV-F	6 WNCE-F	6 WRKZ-F	6 WSBA
	WGRX-F						WRKZ-F		

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WGCB-F	96.1	Red Lion	0.5/2.2/	7/ 204
WGET	1320	Gettysburg	1.4/4.5/	9/ 163
WOYK	1350	York	0.8/3.5/	5/ 129
WBAL	1090	Baltimore	0.5/2.6/	4/ 152
WFRE-F	99.9	Frederick	0.5/3.5/	5/ 155
WHP	580	Harrisburg	1.4/5.1/	74/1074
WHYL	960	Carlisle/Harris	0.5/1.7/	46/ 479
WHYL-F	102.3	Carlisle/Harris	0.8/1.7/	35/ 410
WIMX-F	99.3	Harrisburg	0.5/2.8/	39/ 742
WIOV-F	105.1	Ephrata/Lancast	1.0/2.5/	54/ 898
WIYY-F	97.9	Baltimore	1.6/5.6/	13/ 269
WLAN-F	96.9	Lancaster	0.5/2.5/	31/ 920
WLIF-F	101.9	Baltimore	1.1/3.0/	7/ 109
WNNK-F	104.1	Harrisburg	1.3/6.5/117/1829	
WPOC-F	93.1	Baltimore	1.3/4.4/	8/ 217
WMMX-F	106.5	Baltimore	0.8/2.8/	5/ 100

RADIO STATIONS

WGET, 1320,	1 KW/500 W (DA-2), FULL SERVICE	MBS, \$	13.00 (Banner)	(GETTYSBURG)
WHVR, 1280,	5 KW/500 W (DA-2), AC/MOR	NBC, \$	12.00 (HNWH)	
WSBA, 910,	5 KW/1 KW (DA-2), FULL SERVICE		\$ 47.00 (Eastman)	Susquehanna
WARM-F,	103.3, 6.4 KW @ 1305, SOFT AC		\$ 75.00 (Eastman)	Susquehanna
WGTY-F,	107.7, 16 KW @ 850, COUNTRY	MBS, \$	34.00 (Banner)	(GETTYSBURG)
WHTF-F,	92.7, 1.4 KW @ 699, CLASSIC AOR	SOURCE, \$	25.00 (McGuild)	(STARVIEW)
WQXA-F,	105.7, 25 KW @ 215, CHR		\$ 28.00 (Durpetti)	
WYCR-F,	98.5, 11 KW @ 928, CHR		\$ 37.00 (HNWH)	

Other Ranked Stations -- See Harrisburg, Lancaster and Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 86/407,000

Stations: 23/16
Diaries: 1028/396:1/54.9%
Sample Target: 940
% Below Line: 4.4
% Not Listed: 13.5

1991 Revenue: \$10,800,000
HH Inc.: \$29,417
Retail \$: 3.6 Bil
Pop per Station: 25,437
#1 Biller: WHOT-F \$2,000,000

MSA Rank/Pop: 100/504,000

ADI # 89

Average Person Ratings: 16.9

Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	SPG 92	WIN 92	FAL 91	SUM 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	SUM 91	Revenue Level	
1. WQXK-F (C)	87/12.6	14.5	13.1	12.0	11.6	13.1	163/1567	912/22.4	24.8	20.0	D	WQXK-F
2. WKBN (N/T)	76/11.0	12.4	12.4	11.5	10.4	11.8	101/1244	876/21.5	22.2	19.8	C	WKBN
3. WBBG-F (O)	68/ 9.9	9.3	9.5	8.2	8.7	9.2	83/1353	961/23.9	21.4	22.7	C	WBBG-F
4. WKBN-F (SAC)	64/ 9.3	8.3	10.3	8.4	10.0	9.1	86/1200	809/11.9	20.9	24.4	C	WKBN-F
5. WNCDF (CL AOR)	58/ 8.4	7.2	6.4	7.6	7.7	7.4	61/900	775/19.0	18.9	17.9	B	WNCDF
6. WHOT-F (CHR)	49/ 7.1	8.0	8.0	10.6	10.8	8.4	85/1619	935/23.0	23.3	32.6	D	WHOT-F
7. WYFM-F (AC)	46/ 6.7	4.6	5.5	4.5	3.6	5.3	64/1035	675/16.6	16.3	14.4	B	WYFM-F
8. WHOT (BB)	23/ 3.3	3.0	3.5	4.8	5.0	3.7	28/446	385/ 9.5	7.8	9.8	A	WHOT
9. WRKU-F (AOR)	21/ 3.0	3.3	1.4	2.9	3.1	2.7	31/603	331/ 8.1	8.1	7.1	A	WRKU-F
10. WBBW (T)	20/ 2.9	2.6	2.2	2.4	1.9	2.5	20/415	391/ 9.6	10.4	8.3	A	WBBW
11. WGFT (REL)	17/ 2.5	1.7	2.5	0.8	0.8	1.9	17/125	125/ 3.1	3.0	2.7	A	WGFT
12. WSOM (FS)	13/ 1.9	1.7	2.0	2.6	2.2	2.0	21/294	198/ 4.9	6.5	5.7	A	WSOM
13. WANR (B)	11/ 1.6	0.8	0.5	1.1	0.5	1.0	11/108	108/ 2.7	2.3	1.9		WANR
14.												
15.												

12+ FM SHARE (METRO): 70.97% (423 of 596) (SUM 91: 71.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCDF	1 WNCDF	1 WQXK-F	1 WBBG-F	1 WQXK-F	1 WKBN >	1 WKBN	1 WQXK-F	1 WQXK-F	1 WQXK-F	1 WKBN >>
2 WHOT-F	2 WQXK-F	2 WBBG-F	2 WQXK-F	2 WBBG-F	2 WBBG-F	2 WQXK-F	2 WKBN <	2 WBBG-F	2 WKBN	2 WQXK-F
3 WQXK-F	3 WHOT-F	3 WNCDF	3 WNCDF	3 WKBN-F	3 WQXK-F	3 WBBG-F	3 WBBG-F	3 WKBN	3 WNCDF	3 WNCDF
4 WYFM-F	4 WYFM-F	4 WYFM-F	4 WKBN-F	4 WNCDF	4 WKBN-F	4 WKBN-F	4 WKBN-F	4 WKBN-F	4 WKBN-F	4 WBBG-F
5 WKBN-F	5 WKBN-F	5 WYFM-F	5 WYFM-F	5 WYFM-F	5 WYFM-F	5 WYFM-F	5 WNCDF	5 WNCDF	5 WBBG-F	5
6	6 WBBG-F	6 WHOT-F	6 WHOT-F	6 WHOT-F	6 WHOT-F	6 WHOT-F	6 WHOT-F	6 WHOT-F	6 WBBW	6
7	7 WRKU-F	7 WRKU-F	7 WRKU-F	7 WRKU-F	7	7 WNCDF	7 WYFM-F	7 WYFM-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-F	1 WQXK-F	1 WQXK-F	1 WKBN-F	1 WQXK-F	1 WNCDF	1 WNCDF	1 WNCDF	1 WNCDF	1 WBBG-F
2 WQXK-F	2 WKBN-F	2 WKBN-F	2 WQXK-F	2 WKBN-F	2 WHOT-F	2 WHOT-F	2 WHOT-F	2 WBBG-F	2 WNCDF
3 WYFM-F	3 WYFM-F	3 WYFM-F	3 WBBG-F	3 WBBG-F	3 WQXK-F	3 WQXK-F	3 WQXK-F	3 WQXK-F	3 WQXK-F
4 WNCDF	4 WNCDF	4 WNCDF	4 WYFM-F	4 WYFM-F	4 WBBG-F	4 WRKU-F	4 WRKU-F	4 WHOT-F	4 WYFM-F
5 WZAK-F	5 WHOT-F	5 WHOT-F	5 WHOT-F	5 WNCDF	5 WYFM-F	5 WYFM-F	5 WYFM-F	5 WYFM-F	5 WHOT-F
6 WBBG-F	6 WBBG-F	6 WBBG-F	6 WNCDF	6 WHOT-F	6 WENZ-F	6 WYFM-F	6 WKBN	6 WRKU-F	6 WRKU-F
7 WKBN-F	7 WGFT	7 WRKU-F	7 WGFT	7 WGFT	7	7	7 WBBG-F	7	7 WKBN-F
8 WBBG-F	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WHTX-F	95.9	Shaprsville	0.4/1.9/	5/ 133
WNRB	1540	Niles	0.7/2.3/	5/ 92
WRRO	1440	Warren	0.7/3.7/	5/ 149
WENZ-F	107.9	Cleveland	1.5/7.2/	12/ 346
WNCX-F	98.5	Cleveland	0.4/1.2/	3/ 72
WONE-F	97.5	Akron/Cleveland	0.6/2.7/	5/ 187
WPIC	790	Sharon/Hermitge	0.4/2.9/	18/ 351
WTOF-F	98.1	Canton/Akron	0.4/1.7/	7/ 132
WZAK-F	93.1	Cleveland	0.4/1.8/	3/ 83
WZKL-F	92.5	Alliance/Canton	0.6/1.7/	9/ 239

RADIO STATIONS

WBBW	, 1240,	1 KW (DA-1)	, Talk	ABC, \$18.00	(Christal)	H & D
WHOT	, 1390,	5 KW (DA-2)	, Nostalgia	UNISUP UNILT, \$14.00	(Mc-Guild)	Myron Jones
WKBN	, 570,	5 KW (DA-N)	, Talk/News	CBS, \$31.00	(Katz)	
WSOM	, 600,	1 KW/45 W	, Nostalgia	, \$13.00	(Banner)	Lincoln (SALEM)
WBBG-F	, 93.3,	50 KW @ 279	, Oldies	ABC, \$40.00	(Christal)	H & D
WHOT-F	, 101.1,	25 KW @ 695	, CHR	, \$47.00	(Mc-Guild)	Myron Jones
WKBN-F	, 98.9,	4.5 KW @ 1371	, Soft AC/EZ	CBS UNISUP, \$33.00	(Katz)	
WNCDF	, 106.1,	3 KW @ 328	, AOR/Classic	, \$23.00	(Torbet)	(NILES)
WQXK-F	, 105.1,	88 KW @ 430	, Country	UNILT, \$50.00	(Banner)	Lincoln (SALEM)
WRKU-F	, 95.1,	19 KW @ 804	, AOR	, \$16.00	(---)	(GROVE CITY)
WYFM-F	, 102.9,	26 KW @ 459	, AC	ABC, \$26.00	(Durpetti)	Regional (SHARON)

Other Ranked Stations - See Cleveland



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