

# AMERICAN RADIO

SPRING 1993



James H. Duncan, Jr.

AMERICAN RADIO  
SPRING 1993 REPORT  
(Arbitron Rating Period: 1 April 1993 - 23 June 1993)

Compiled and Edited By:

James H. Duncan, Jr.  
DUNCAN'S AMERICAN RADIO, INC.  
PO Box 90284  
Indianapolis, IN 46290

(317) 630-2888 - Office Line  
(317) 844-0988 - Jim Duncan's line

August 1993

Volume XVIII Number 1  
ISSN 0738-8675

## INTRODUCTION

This is the 19th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

Jim Duncan, Jr.  
Duncan's American Radio, Inc.  
PO Box 90284  
Indianapolis, IN 46290  
(317) 630-2888  
(317) 844-0988

I strongly urge all of you (particularly new subscribers) to carefully read the definition pages at the beginning of this edition. This will help you to understand all of the information given in the Individual Market Reports. However, if you have any questions, please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also, I always enjoy talking about American Radio.

ALL ARBITRON AUDIENCE ESTIMATES ARE COPYRIGHTED (1993) BY THE ARBITRON COMPANY AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR PERMISSION OF ARBITRON.

Subscribers may quote American Radio for sales and advertising purposes. However, you must be an Arbitron subscriber if any of their data is involved. Secondly, I must be notified. I always give permission, but I like to make certain that my work is properly quoted. the phrase, "American Radio" by James Duncan, Jr. must always be cited.

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

PRINTED IN THE UNITED STATES OF AMERICA

COPYRIGHT (C) by Duncan's American Radio, Inc.

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

Any corrections made by Arbitron to earlier published reports are included if they are received by 20 August, 1993.

Work on this edition was completed on 27 August, 1993. Mailing will begin on 03 September, 1992. If your copy is defective in any way, let me know and I will promptly mail you another copy.

TABLE OF CONTENTS

Individual Market Reports for these markets in alphabetical order:

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

## INDIVIDUAL MARKET REPORTS

NOTE: Following these definition pages the Individual Market Reports can be found in alphabetical order.

### DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-term subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain an Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000  
MSA Rank/Pop: 44/601,000  
ADI #50  
Average Person Rating: 18.4  
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's at least the largest MSA is listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The APR is the Average Person Rating. The APR indicated the percentage of the 12+ population which is using radio from 6 am-midnight, Mon-Sun (the Broadcast Week). The APR is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case, the average listener spends 24.5 hours listening to radio.

Stations: 27/20  
Diaries: 701/730:1/53.5%  
Sample Target: 647  
% Below Line: 3.3  
% Not Listed: 8.6

There were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro, but they still qualified for inclusion in the rating book. You should be aware that some stations appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" is a bit complex, but it is all very important:

- 1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro
- 2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+
- 3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary.

The sample target shows a number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The % below line figure indicated the percentage of total radio listening earned by below the line stations.

This figure along with the "% Not Listed" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and salability of local radio.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

Est. 1992 Revenue: \$14,500,000  
HH Income: \$25,700  
Retail \$: 3.5 Bil  
Pop Per Station: 25,600  
#1 Biller: WAAA \$2,000,000

The revenue estimates are based upon calculations made in the 1993 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is \$25,700.

Total retail sales in the market are estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October, 1992.

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1992 gross revenue. This data is extracted from the 1992 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	WIN				SPG 4				12+ TSA		12+ METRO		REVENUE LEVEL
		93	92	92	92	AVG.	1/4/CUME	CUME/CUME	FAL	SPG	RATING	92	92	
1. WAAA-F (AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	1689			I	

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6 am-midnight). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

- CHR - Contemporary Hit Radio, Top 40, Contemporary
- AC - Adult Contemporary
- O - Oldies (1955 to current)
- B - Black (audience predominantly black -- over 75%)
- U - Urban (majority of audience is non-white although a large segment is white)
- EZ - Easy Listening, Beautiful Music
- AOR - Album Oriented Rock, also includes Classic Rock
- Cl. - Classical
- C - Country
- T - Talk
- N - News
- SP - Hispanic/Spanish
- BB - Big Band/Nostalgia
- MOR/FS - Middle of the Road (MOR), Full Service, Variety
- J/NAC - Jazz, New Adult Contemp
- REL - Religion, Christian, Christian Music
- G - Gospel
- E - Ethnic
- ?? - Other, Unknown
- SAC - Soft Adult Contemporary
- CL AOR - Classic Rock, Classic AOR
- S/T - Sports/Talk

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four-book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and Weekly cumc. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

The "REVENUE LEVEL" gives an estimate of the revenue of most stations listed in this area. Not all stations have a revenue level included. In most cases these stations are out-of-market stations as you should look to their home markets for revenue information. For some stations (and, indeed entire markets) I was unable to make revenue estimates. Revenue levels come from the latest edition of Duncan's Radio Market Guide.

The codes for the revenue levels are as follows:

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	

12+ METRO SHARE (METRO): 76.96% (3732 of 4849) (SPG. 92: 76.10%)

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

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR. AVG. The criteria for the rankings is as follows:

TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro  
 18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro  
 18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro  
 25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro  
 25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro  
 35+ : Adults 35+, Mon-Sun, 6A-MID, Metro  
 12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-MID  
 12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P  
 12+ PHD: Total persons, 12+, Mon-Fri, Metro, 3P-7P  
 12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID  
 OVERNIGHT: Total persons, 12+, Mon-Sun, 12MID-6A

WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro  
 WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro  
 WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro  
 WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro  
 WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro  
 MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro  
 MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro  
 MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro  
 MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked station. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations are very close in share.

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>	<u>SPG 92</u>
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to the AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share, 12+ cume rating, TSA 1/4 and TSA Cume are listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR ABC, \$ 73.00 (Torbet) XYZ Group

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now, nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities' data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations, night power is listed if it differs from day power. Directionality is indicated as follows:

DA, DAYS - Directional daytimer  
 DA-1 - Directional day and night - 1 pattern  
 DA-2 - Directional day and night - 2 patterns  
 DA-N - Directional at night only  
 DA-D - Directional during the day only

WAAA-F programs a CHR format.

Next is the station's network affiliation if it has one:

ABC	ABC	BRN	Business Radio Network
AP	Associated Press Radio	NBC	NBC
CBS	CBS	NBC-T	NBC Talk
MBS	Mutual	Source	NBC Source
AURN	American Urban Radio	UNISUP	Unistar (Super)
UPI	United Press International	UNIULT	Unistar (Ultimate)
SUN	Sun Radio Network	UNIPWR	Unistar (Power)
		SMN	Satellite Music Network
		CNN	Cable News Network

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any.

Next are the "Miscellaneous Comments." These include:

CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.

FORMAT CHANGES: This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.

STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases, I had to estimate the sale price.

MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.



AKRON

Arbitron Rank/Pop (12+): 68/551,400

Stations: 27/7

1992 Revenue: \$12,900,000

MSA Rank/Pop: 76/654,000

Diaries: 1088/507:1/57.5%

HM Inc.: \$30,618

Cleveland ADI

Sample Target: 1030

Retail \$: 4.7 Bil

Average Person Ratings: 17.4

% Below Line: 56.4

Pop per Station: 78,771

Market TSL: 22.75 hours

% Not Listed: 13.4

#1 Biller: WKDD-F \$2,900,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WGAR-F (C)	81/ 8.4	8.7	9.2	7.7	6.5	8.5	129/1707	1041/18.9	17.0	15.5		WGAR-F
2. WKDD-F (CHR)	66/ 6.9	3.8	5.9	5.7	6.5	5.6	92/1601	956/17.3	16.8	17.7	D	WKDD-F
3. WDOK-F (SAC)	62/ 6.5	6.6	6.6	4.3	6.4	6.0	79/1125	790/14.3	12.3	12.9		WDOK-F
4. WNIR-F (T)	61/ 6.3	7.5	5.3	6.6	7.4	6.4	80/ 844	602/10.9	12.3	13.0	D	WNIR-F
WMJI-F (O)	61/ 6.3	6.7	4.8	6.3	5.1	6.0	82/1232	840/15.2	14.6	15.4		WMJI-F
6. WONE-F (AOR)	60/ 6.2	6.1	5.6	6.3	6.5	6.1	115/1601	928/16.8	15.1	16.8	D	WONE-F
7. WAKR (FS)	48/ 5.0	5.2	5.4	6.0	4.7	5.4	56/ 950	786/14.3	14.6	14.3	D	WAKR
8. WRMR (BB)	44/ 4.6	3.5	2.3	2.6	3.1	3.3	63/ 634	400/ 7.3	5.1	6.4		WRMR
9. WQMX-F (AC)	36/ 3.7	2.4	3.5	4.1	5.1	3.4	62/ 964	547/ 9.9	8.6	9.3	D	WQMX-F
WLTF-F (AC)	36/ 3.7	3.0	3.3	4.0	3.2	3.5	49/ 989	613/11.1	10.3	9.3		WLTF-F
11. WMHS-F (AOR)	33/ 3.4	5.0	4.7	4.4	4.7	4.4	48/1087	667/12.1	17.7	12.8		WMHS-F
12. WNCX-F (CL AOR)	32/ 3.3	3.8	5.6	4.6	3.5	4.3	59/1153	732/13.3	13.2	9.6		WNCX-F
13. WQXK-F (C)	31/ 3.2	2.5	3.6	2.1	2.4	2.9	86/1066	401/ 7.3	8.4	7.2		WQXK-F
14. WZAK-F (B)	30/ 3.1	2.6	3.0	3.8	3.0	3.1	37/ 553	391/ 7.1	5.7	5.6		WZAK-F
WQAL-F (AC)	30/ 3.1	3.4	3.4	2.8	2.4	3.2	51/ 939	545/ 9.9	12.8	9.3		WQAL-F

12+ FM SHARE (METRO): 83.17% (692 of 832) (SPG 92: 82.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHO-F	1 WONE-F>	1 WONE-F	1 WMJI-F<	1 WMJI-F	1 WGAR-F<	1 WKKO-F	1 WGAR-F	1 WGAR-F<	1 WONE-F	1 WGAR-F
2 WKDD-F	2 WKDD-F	2 WKDD-F<	2 WKDD-F	2 WKDD-F<	2 WNIR-F<	2 WAKR	2 WNIR-F	2 WKDD-F<	2 WKDD-F<	2 WAKR
3 WQAL-F	3 WGAR-F	3 WMJI-F	3 WONE-F	3 WGAR-F<	3 WDOK-F<	3 WGAR-F>	3 WDOK-F	3 WONE-F	3 WGAR-F	3 WKDD-F
4	4 WMHS-F<	4 WGAR-F	4 WGAR-F	4 WONE-F<	4 WMJI-F	4 WMJI-F	4 WKDD-F	4 WMJI-F	4 WMJI-F	4 WONE-F
5	5 WNCX-F	5 WDOK-F<	5 WDOK-F	5 WDOK-F	5 WAKR	5 WDOK-F	5 WONE-F	5 WDOK-F	5 WZAK-F	5 WDOK-F
6	6 WLTF-F	6 WNCX-F	6	6	6 WRMR	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 WKDD-F	1 WKDD-F	1 WKDD-F	1 WKDD-F>	1 WKDD-F<	1 WONE-F	1 WONE-F>	1 WONE-F	1 WONE-F	1 WMJI-F>
2 WZAK-F	2 WZAK-F	2 WONE-F	2 WGAR-F	2 WDOK-F	2 WGAR-F	2 WNCX-F<	2 WNCX-F	2 WMJI-F	2 WONE-F
3 WONE-F	3 WONE-F	3 WDOK-F	3 WDOK-F	3 WGAR-F	3 WQXK-F	3 WMHS-F	3 WMHS-F	3 WNCX-F	3 WNCX-F
WGAR-F	4 WGAR-F	4 WONE-F	4 WQAL-F	4 WQAL-F	4 WNCX-F	4 WGAR-F	4 WKDD-F	4 WGAR-F	4 WMHS-F<
WQAL-F	5 WENZ-F	5 WLTF-F	5 WQAL-F	5 WLTF-F	5 WMHS-F	5 WKDD-F	5 WLTF-F	5 WMHS-F<	5 WGAR-F<
WENZ-F	WLTF-F	WZAK-F	6	6	6 WZAK-F	6	6	6 WKDD-F	6 WKDD-F

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		102 ( 3)	102 ( 3)	12.3	NH	WHLO (REL)	640 Akron	0.4/2.8/	8/ 292
AOR/CLASSIC AOR		132 ( 4)	132 ( 4)	15.9	18.6	WSLR (C)	1350 Akron	1.6/4.2/	19/ 313
COUNTRY	15 ( 1)	112 ( 2)	127 ( 3)	15.3	14.0				
NEWS/TALK	29 ( 2)	61 ( 1)	90 ( 3)	10.8	19.2	WHBC-F (SAC)	94.1 Canton	0.8/4.2/	88/1180
TOP 40/CHR/CONTEMP		96 ( 3)	96 ( 3)	11.5	10.5	WKBN-F (SAC)	98.9 Youngstown	0.5/1.1/	7/ 118
BLACK/URBAN		30 ( 1)	30 ( 1)	3.6	4.2	WRQK-F (AOR)	106.9 Canton	0.7/4.6/	45/ 868
SOFT AC		75 ( 3)	75 ( 3)	9.0	8.0	WTOF-F (REL)	98.1 Canton	0.5/2.6/	10/ 289
HISPANIC									
OLDIES		61 ( 1)	61 ( 1)	7.3	NA	See Cleveland for more about the following:			
FULL SVC/VARIETY	48 ( 1)		48 ( 1)	5.8	NA	WCLV-F	0.4/2.5	WKNR	1.4/5.8
NOSTALGIA	44 ( 1)		44 ( 1)	5.3	3.5	WENZ-F	1.7/7.8	WNWV-F	1.5/4.4
RELIGION/GOSPEL	4 ( 1)	5 ( 1)	9 ( 2)	1.1	1.1	WJMO-F	1.5/6.1	WWWE	1.7/7.1
CLASSICAL		4 ( 1)	4 ( 1)	0.5	1.2				
JAZZ/NEW AC		14 ( 1)	14 ( 1)	1.7	1.9				
OTHERS UNKNOWN									
	140 ( 6)	692 (21)	832 (27)						

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	( --- )	Hortenson
WSLR	, 1350,	5 KW (DA-1)	, Country		SMN ABC, \$20.00	(Eastman)	Barnstable
WKDD-F,	96.5,	50 KW @ 440	, CHR		, \$74.00	(Eastman)	Barnstable
WONE-F,	97.5,	12 KW @ 889	, AOR		, \$51.00	(Mc-Guild)	Ragan Henry
WQMX-F,	94.0,	16 KW @ 879	, Country		, \$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

Miscellaneous: WQMX-F: From AC to Country (April) . . .

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/748,000  
 HSA Rank/Pop: 62/861,000  
 ADI # 52  
 Average Person Ratings: 16.6  
 Market TSL: 22.25 hours

Stations: 31/28  
 Diaries: 1254/596:1/58.2%  
 Sample Target: 1170  
 % Below Line: 2.1  
 % Not Listed: 13.8

1992 Revenue: \$21,000,000  
 HH Inc.: \$34,434  
 Retail \$: 7.2 Bil  
 Pop per Station: 26,714  
 #1 Biller: WGNA-AF \$3,700,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WGNA-AF (C)	153/12.4	10.6	10.6	13.1	9.3	11.7	240/2512	1575/21.1	20.6	20.5	E	WGNA-AF
2. WFLY-F (CHR)	121/ 9.8	9.3	8.6	9.7	9.2	9.4	153/2531	1899/25.4	23.7	25.4	O	WFLY-F
3. WGY (FS)	110/ 8.9	9.6	9.1	7.8	8.9	8.9	146/2110	1490/19.9	21.3	20.8	O	WGY
4. WPYX-F (AOR)	83/ 6.7	5.7	8.2	6.9	5.2	6.9	132/2356	1587/21.2	21.3	17.8	D	WPYX-F
5. WKLI-F (AC)	74/ 6.0	7.2	5.8	5.7	7.3	6.2	84/1299	1180/15.8	15.1	16.3	D	WKLI-F
6. WROW-F (SAC)	72/ 5.8	6.5	6.8	5.9	6.9	6.3	93/1428	1076/14.4	13.9	14.8	C	WROW-F
7. WQBK-F (CL AOR)	62/ 5.0	3.4	5.3	6.1	5.8	5.0	66/1373	1235/16.5	15.9	14.8	C	WQBK-F
8. WZRO-F (AOR)	41/ 3.3	2.6	3.0	3.8	4.5	3.2	47/793	714/ 9.5	7.6	8.0	A	WZRO-F
WGY -F (O)	41/ 3.3	3.8	5.8	4.3	5.8	4.3	74/1604	1016/13.6	17.8	16.3	B	WGY -F
10. WQBK (T)	40/ 3.2	3.4	5.3	6.1	5.8	3.2	40/562	544/ 7.3	7.2	7.5	B	WQBK
11. WEQX-F (AOR)	37/ 3.0	2.1	1.7	1.2	1.5	2.0	53/676	420/ 5.6	5.1	4.6	A	WEQX-F
12. WTRY-AF (O)	29/ 2.3	2.0	2.4	2.3	2.3	2.3	31/696	605/ 8.1	9.5	8.9	B	WTRY-AF
13. WXLE-F (AOR)	26/ 2.1	1.8	---	---	---	---	31/565	500/ 6.7	---	---	---	WXLE-F
14. WABY (BB)	24/ 1.9	2.3	1.7	2.3	1.5	2.1	24/345	327/ 4.4	3.7	5.0	A	WABY
15. WPTR (N)	22/ 1.8	2.2	1.6	2.3	2.6	2.0	22/667	565/ 7.6	6.8	9.1	A	WPTR

12+ FM SHARE (METRO): 76.43% (817 of 1069) (SPG 92: 74.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WFLY-F >>	1 WFLY-F <	1 WGNA-AF	1 WGNA-AF >	1 WGNA-AF >	1 WGY <	1 WGNA-AF	1 WGNA-AF >	1 WGNA-AF	1 WFLY-F >	1 WGY >
2 WZRO-F	2 WPYX-F <	2 WFLY-F <	2 WFLY-F <	2 WKLI-F <	2 WGNA-AF >	2 WGY	2 WGY	2 WFLY-F >	2 WGY >	2 WQBK-F
3	3 WGNA-AF >	3 WPYX-F	3 WKLI-F	3 WFLY-F	3 WROW-F >	3 WQBK-F	3 WKLI-F	3 WGY	3 WPYX-F	3 WPTR <
4	4 WQBK-F <	4 WKLI-F	4 WPYX-F	4 WPYX-F	4 WQBK-F <	4 WFLY-F	4 WFLY-F <	4 WPYX-F <	4 WZRO-F <	4 WKLI-F
5	5 WKLI-F	5 WQBK-F	5 WQBK-F <	5 WGY	5 WKLI-F	5 WPYX-F	5 WPYX-F <	5 WKLI-F	5 WROW-F	5 WGNA-AF
6	6 WEQX-F <	6 WGY	6 WGY	6 WQBK-F	6	6 WKLI-F	6 WROW-F	6 WROW-F	6	6
7	7	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 WFLY-F	1 WFLY-F <	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF	1 WZRO-F	1 WPYX-F	1 WPYX-F	1 WPYX-F	1 WGNA-AF
2 WPYX-F	2 WGNA-AF	2 WFLY-F	2 WFLY-F	2 WKLI-F >	2 WPYX-F	2 WQBK-F	2 WQBK-F	2 WGNA-AF <	2 WPYX-F <
3 WKLI-F	3 WKLI-F	3 WKLI-F	3 WKLI-F >	3 WFLY-F >	3 WQBK-F	3 WEQX-F	3 WEQX-F	3 WQBK-F >	3 WQBK-F
4 WGNA-AF	4 WPYX-F	4 WPYX-F	4 WPYX-F	4 WGY	4 WFLY-F	4 WZRO-F	4 WFLY-F	4 WFLY-F	4 WGY
5	5	5	5 WROW-F	5 WROW-F	5 WGNA-AF	5 WFLY-F	5 WGNA-AF	5 WGY	5 WEQX-F
6	6	6	6	6	6	6 WGNA-AF	6 WXLE-F	6 WEQX-F	6 WFLY-F
7	7	7	7	7	7	7	7	7	7 WGY -F

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		120 ( 6)	120 ( 6)	11.2	NM	WBUG-F (C)	101.1 Ft. Plain	0.9/1.7/	22/ 374
AOR/CLASSIC AOR		266 ( 6)	266 ( 6)	24.9	20.9	WCDA-F (AC)	96.3 Voorheesville	0.4/1.6/	6/ 139
COUNTRY	6 ( 1)	158 ( 2)	164 ( 3)	15.3	11.7	WCKL (BB)	560 Catskill	0.4/1.3/	5/ 99
NEWS/TALK	67 ( 3)		67 ( 3)	6.3	7.1	WCTW-F (AC)	98.5 Catskill	0.5/1.7/	16/ 286
						WHAZ (?)	1330 Troy	0.3/2.3/	4/ 178
TOP 40/CHR/CONTEMP		121 ( 1)	121 ( 1)	11.3	13.1	WHRL-F (J/NAC)	103.1 Albany	1.5/2.9/	19/ 218
BLACK/URBAN						WRAV-F (AC)	94.5 Ravona	1.4/5.5/	18/ 459
SOFT AC	14 ( 1)	72 ( 1)	86 ( 2)	8.0	10.3	WROW (SAC)	590 Albany	1.1/4.7/	18/ 473
HISPANIC						WSHQ-F (O)	103.5 Cobbleskill	0.7/1.4/	12/ 255
OLDIES	13 ( 1)	66 ( 3)	79 ( 4)	7.4	NA	WSSV-F (AC)	101.3 Stillwater	0.6/1.3/	10/ 210
						WWCP-F (AC)	96.7 Clifton Park	0.9/4.2/	11/ 344
FULL SVC/VARIETY	110 ( 1)		110 ( 1)	10.3	10.6	WFAN (T)	660 New York	0.4/1.3/	14/ 180
NOSTALGIA	38 ( 3)		38 ( 3)	3.6	3.6	WJIV-F (REL)	101.9 Cherry Valley	1.0/2.6/	14/ 242
RELIGION/GOSPEL		12 ( 1)	12 ( 1)	1.1	NA	WMVI (BB)	1160 Hchanicville	0.7/1.1/	9/ 84
CLASSICAL									
JAZZ/NEW AC		19 ( 1)	19 ( 1)	1.8	1.1				
OTHERS UNKNOWN	4 ( 1)		4 ( 1)	0.4	0.9				
	252 (11)	817 (20)	1069 (31)						

ALBANY-SCHENECTEDY-TROY

RADIO STATIONS

WABY , 1400, 1 KW	, Nostalgia	UNISTR, \$18.00 (D&R)	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 UNISTR, \$23.00 (Mc-Guild)	Herv Griffin
WEQX-F, 102.7, 1.3 KW @ 759	, AOR	ABC, APR, \$21.00 ( --- )	(MANCHESTER)
WFLY-F, 92.3, 17 KW @ 850	, CHR	ABC, \$56.00 (Torbet)	
WGNA-F, 107.7, 12 KW @ 981	, Country	UNISTR, \$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 (D&R)	Bendat
WPYX-F, 106.5, 16 KW @ 909	, AOR	ABC, \$59.00 (Mc-Guild)	Herv Griffin
WQBK-F, 103.9, 3 KW @ 298	, Classic AOR	NBC, ABC, \$30.00 (Banner)	
WROW-F, 95.5, 12 KW @ 1023	, Soft AC	ABC, \$40.00 (Torbet)	
WWCP-F, 96.7, 3 KW @ 239	, CHR/AOR	SMN SOURCE, \$19.00 (K & P)	
WXLE-F, 102.3, 5 KW @ 351	, AOR	, \$16.00 ( --- )	(MECHANICVILLE)
WZRQ-F, 102.3, 4.1 KW @ 387	, AOR	SMN, \$19.00 (Eastman)	(SARATOGA)

Miscellaneous: WXLE-F signs on from Mechanicville with an AOR format . . . WGY A/F sold by Empire to Dame for \$5,500,000. . .

\*\*\*\*\* 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	

ALBUQUERQUE

Arbitron Rank/Pop (12+): 79/475,400  
 HSA Rank/Pop: 99/507,000  
 ADI # 51  
 Average Person Ratings: 16.9  
 Market TSL: 22.25 hours

Stations: 26/23  
 Diaries: 938/507:1/49.2%  
 Sample Target: 930  
 % Below Line: 3.2  
 % Not Listed: 10.6

1992 Revenue: \$17,300,000  
 HH Inc.: \$27,783  
 Retail \$: 4.2 Bill  
 Pop per Station: 20,670  
 #1 Biller: KRST-AF \$3,500,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KRST-F (C)	117/14.6	14.5	12.4	15.5	16.0	14.3	166/1841	1261/26.5	27.5	29.8	E	KRST-F
2. KKOB (FS)	77/ 9.6	12.5	11.0	10.9	8.4	11.0	108/1591	1032/21.7	26.3	21.0	D	KKOB
3. KKSS-F (CHR)	66/ 8.2	6.3	7.5	7.5	4.9	7.4	93/1315	932/19.6	16.8	17.0	C	KKSS-F
4. KZRR-AF (AOR)	51/ 6.3	6.8	4.5	6.6	4.4	6.1	69/1114	770/16.2	12.7	13.3	C	KZRR-AF
5. KKOB-F (AC)	46/ 5.7	7.2	6.9	7.2	7.5	6.8	70/1188	820/17.2	18.8	19.6	D	KKOB-F
6. KHFM-F (CL)	35/ 4.4	3.7	3.5	2.2	4.7	3.5	52/ 666	457/ 9.6	8.8	10.5	B	KHFM-F
KLSK-F (CL AOR)	35/ 4.4	4.5	3.9	3.8	5.7	4.2	69/1262	758/15.9	13.1	14.8	C	KLSK-F
8. KZRQ-F (AOR)	33/ 4.1	4.5	3.8	3.7	2.8	4.0	44/ 727	519/10.9	8.4	8.4	A	KZRQ-F
9. KMGA-F (SAC)	31/ 3.9	4.4	3.8	4.4	3.7	4.1	52/ 847	542/11.4	9.3	11.0	A	KMGA-F
10. KZKL-F (O)	29/ 3.6	3.3	4.3	4.4	3.7	3.9	35/ 729	625/13.1	11.1	11.6	B	KZKL-F
11. KASY-F (C)	28/ 3.5	1.9	3.1	1.8	3.4	2.6	36/ 647	486/10.2	8.1	4.7	A	KASY-F
12. KKJY-F (SAC)	27/ 3.4	4.2	4.5	3.8	6.0	4.0	46/ 660	418/ 8.8	9.8	10.2	B	KKJY-F
13. KIVA (BB)	24/ 3.0	2.7	2.1	2.4	1.6	2.6	24/ 281	275/ 5.8	4.4	3.3	A	KIVA
KXKS (SP)	24/ 3.0	1.5	2.8	0.8	1.7	2.0	26/ 236	182/ 3.8	3.7	2.9		KXKS
15. KOLT-F (C)	20/ 2.5	2.7	3.0	3.7	3.2	3.5	49/ 922	497/10.5	10.0	11.2	B	KOLT-F
16. KAMX-F (AC)	14/ 1.7	2.7	1.1	1.8	2.3	1.8	15/ 370	290/ 6.1	5.2	8.8	A	KAMX-F
17. KBAC-F (AOR)	13/ 1.6	0.6	1.8	1.5	1.6	1.4	19/ 310	217/ 4.6	4.6	4.0		KBAC-F
18. KALY (SP)	12/ 1.5	0.5	0.9	---	---	---	12/ 112	112/ 2.4	1.6	---		KALY
19.												
20.												

12+ FM SHARE (METRO): 78.30% (563 of 719) (SPG 92: 83.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F >>	1 KRST-F >	1 KRST-F >	1 KRST-F >	1 KRST-F >	1 KKOB <	1 KRST-F <	1 KRST-F <	1 KRST-F >	1 KKSS-F	1 KKOB >>
2 KZRQ-F	2 KZRR-AF	2 KZRR-AF	2 KZRR-AF	2 KZRR-AF <	2 KRST-F >>	2 KKOB >>	2 KKOB >	2 KKSS-F	2 KRST-F >	2 KRST-F
3	3 KKSS-F	3 KKOB-F	3 KKOB-F	3 KKOB-F	3 KHFM-F	3 KKSS-F <	3 KZRR-AF <	3 KKOB-F <	3 KKOB	KKSS-F
4	4 KKOB-F	4 KKSS-F	4 KLSK-F	4 KKOB <	4 KKJY-F <	4 KKOB-F	4 KKOB-F	4 KZRR-AF	4 KKJY-F	4 KKOB-F
5	KZRQ-F	5 KLSK-F	5 KZKL-F	5 KLSK-F	5 KIVA	5 KZRR-AF	5 KMGA-F	5 KKOB <	5 KASY-F	5
6	6 KLSK-F	6	KKOB	6	6	6	6 KKSS-F	6 KLSK-F	KZRQ-F	6
7	7	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 KRST-F	1 KRST-F >	1 KRST-F	1 KRST-F >>	1 KRST-F >	1 KKSS-F	1 KZRR-AF <	1 KZRR-AF	1 KRST-F <	1 KRST-F >
2 KKSS-F	2 KKOB-F <	2 KZRR-AF	2 KKOB-F	2 KKOB-F	2 KRST-F	2 KRST-F >	2 KRST-F	2 KZRR-AF	2 KZRR-AF
3	3 KKSS-F	3 KMGA-F	3 KMGA-F	3 KMGA-F	3 KZRR-AF	3 KKSS-F	3 KZRQ-F	3 KLSK-F	3 KKOB <
4	4 KZRR-AF	4 KOLT-F	4 KKSS-F	4 KZRR-AF	4 KXKS	KZRQ-F >	4 KLSK-F	4 KKSS-F	4 KLSK-F
5	5 KMGA-F	KASY-F	5 KZRR-AF	5	KZRQ-F	5 KLSK-F	5 KKSS-F	KKOB	5 KZKL-AF
6	6 KOLFT-F	6	6	6	6	6	6	6 KZRQ-F	6

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/PTG/AQH/CUME		
AC		60 ( 2)	60 ( 2)	8.3	NH	KDAZ (REL)	730	Albuquerque	0.4/1.4/ 3/ 67
AOR/CLASSIC AOR	1 ( 1)	137 ( 5)	138 ( 6)	19.2	18.7	KMBA (T)	1050	Los Ranchos	0.5/1.5/ 4/ 73
COUNTRY	1 ( 1)	165 ( 3)	166 ( 4)	23.1	22.5	KRBL-F (AOR)	98.5	Los Alamos	0.7/5.6/ 37/ 590
NEWS/TALK	4 ( 1)		4 ( 1)	0.6	0.4	KRZY (C)	1450	Albuquerque	0.1/1.0/ 1/ 52
TOP 40/CHR/CONTEMP		66 ( 1)	66 ( 1)	9.2	5.6	KBOM-F (O)	106.7	Santa Fe	0.9/2.7/ 15/ 346
BLACK/URBAN						KIOT-F (J/NAC)	102.3	Espanola	0.7/2.9/ 18/ 275
SOFT AC		58 ( 2)	58 ( 2)	8.1	11.1				
HISPANIC	36 ( 2)		36 ( 2)	5.0	6.9				
OLDIES	10 ( 1)	36 ( 2)	46 ( 3)	6.4	NA				
FULL SVC/VARIETY	77 ( 1)		77 ( 1)	10.7	9.6				
NOSTALGIA	24 ( 1)		24 ( 1)	3.3	1.8				
RELIGION/GOSPEL	3 ( 1)		3 ( 1)	0.4					
CLASSICAL		35 ( 1)	35 ( 1)	4.9	5.3				
JAZZ/NEW AC		6 ( 1)	6 ( 1)	0.8					
OTHERS UNKNOWN									
	156 ( 9)	563 ( 17)	719 ( 26)						

ALBUQUERQUE

RADIO STATIONS

AM STATIONS

KABQ, 1350, 5 KW/500 W (DA-2), HISPANIC	, \$ 13.00 (Lotus)	
KDEF, 1150, 5 KW/500 W (DA-2), TALK/SPORTS	, \$ 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 (Christal)	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, COUNTRY	, \$ 18.00 (Christal)	
KIOT, 102.3, 9 KW @ 538, JAZZ/AOR	, \$ 19.00 ( --- )	(ESPANOLA)
KZRQ, 105.1, 100 KW @ 1935, AOR	SMN, \$ 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 (O & R)	Sun Group (SANTA FE)
KLSK, 104.1, 100 KW @ 1876, CL AOR	, \$ 36.00 (Eastman)	(SANTA FE)
KMGA, 99.5, 23 KW @ 4130, SOFT AC	UNISTR, \$ 24.00 (Christal)	Spacecom
KOLT, 105.9, 100 KW @ 1935, COUNTRY	, \$ 21.00 (Katz)	(SANTA FE)
KRST, 92.3, 22 KW @ 4159, COUNTRY	, \$ 70.00 (Katz)	Commonwealth
KRBL, 98.5, 94 KW @ 1781, AOR	ABC, \$ 18.00 (Torbet)	(LOS ALAMOS)
KZKL, 101.7, 3 KW @ 98, OLDIES	, \$ 27.00 (Christal)	Territorial (RIO RANCHO)
KZRR, 94.1, 23 KW @ 4130, AOR	SOURCE, \$ 50.00 (Eastman)	Anchor

Miscellaneous: KZRR A/F and KLSK-F are merging into one company: \$4,600,000 est. value. . . KIVA, KZRQ-F sold to Territorial (D) for \$880,000. . . KNYN-F (Santa Fe) sold for \$525,000 (Fisher). . .

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 64/596,100  
 MSA Rank/Pop: 74/687,000  
 Philadelphia ADI  
 Average Person Ratings: 18.2  
 Market TSL: 24.00 hours

Stations: 40/14  
 Diaries: 1049/568:1/55.1%  
 Sample Target: 1050  
 % Below Line: 22.2  
 % Not Listed: 9.6

1992 Revenue: \$16,900,000  
 HH Inc.: \$33,734  
 Retail \$: 5.3 B11  
 Pop per Station: 42,579  
 #1 Biller: WLEV-F \$3,900,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WLEV-F (AC)	121/11.2	13.1	11.0	11.5	11.1	11.7	129/1720	1492/25.0	25.7	23.1	E	WLEV-F
2. WZZO-F (AOR)	118/10.9	8.8	11.4	9.6	9.5	10.2	136/1688	1347/22.6	23.6	23.0	D	WZZO-F
3. WAEB-F (CHR)	113/10.4	10.0	8.9	10.9	10.0	10.1	125/1802	1584/26.6	27.8	24.0	D	WAEB-F
4. WFMZ-F (SAC)	100/ 9.2	12.2	11.7	11.8	12.4	11.2	130/1382	1116/18.7	20.2	21.3	D	WFMZ-F
5. WODE-F (O)	75/ 6.9	8.1	7.9	9.2	6.9	8.0	96/1681	1205/20.2	22.5	21.5	D	WODE-F
6. WAEB (N/T)	54/ 5.0	4.9	4.3	4.9	5.1	4.8	61/1060	984/16.5	14.8	14.4	C	WAEB
7. WKAP (BB)	43/ 4.0	2.0	2.4	2.9	1.8	2.8	44/ 370	362/ 6.1	7.5	6.0	A	WKAP
8. WYSP-F (CL AOR)	34/ 3.1	3.0	3.0	3.6	2.8	3.2	38/ 768	605/10.1	12.5	10.6		WYSP-F
9. WXKW (C)	28/ 2.6	3.1	1.9	4.0	2.4	2.9	29/ 416	392/ 6.6	5.1	5.6	B	WXKW
10. WXTU-F (C)	26/ 2.4	1.7	3.3	2.6	3.9	2.5	35/ 680	491/ 8.2	7.8	6.6		WXTU-F
11. WEST (BB)	23/ 2.1	2.5	3.4	2.9	2.6	2.7	23/ 287	287/ 4.8	6.0	4.6	A	WEST
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 75.31% (723 of 960) (SPG 92: 78.35%)

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 WLEV-F<	1 WLEV-F<	1 WZZO-F<	1 WAEB-F>	1 WZZO-F>
2	2 WAEB-F	2 WLEV-F	2 WZZO-F	2 WZZO-F	2 WLEV-F	2 WAEB-F<	2 WZZO-F	2 WLEV-F	2 WZZO-F	2 WAEB-F
3	3 WLEV-F>	3 WAEB-F>	3 WODE-AF<	3 WODE-AF	3 WODE-AF	3 WZZO-F>	3 WFMZ-F	3 WAEB-F	3 WLEV-F	3 WLEV-F
4	4 WYSP-F	4 WODE-AF	4 WAEB-F>	4 WAEB-F>	4 WAEB	4 WFMZ-F<	4 WAEB-F	4 WFMZ-F>	4 WFMZ-F	4 WOR
5	5	5	5	5 WFMZ-F	5 WKAP	5 WAEB	5 WODE-AF	5 WODE-AF	5 WODE-AF	5 WODE-F
6	6	6	6	6 WAEB-F	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 WZZO-F	1 WAEB-F<	1 WLEV-F	1 WLEV-F	1 WLEV-F>>	1 WZZO-F	1 WZZO-F>>	1 WZZO-F	1 WZZO-F>>	1 WZZO-F>
2 WLEV-F	2 WLEV-F	2 WZZO-F	2 WAEB-F	2 WODE-AF	2 WIOQ-F	2 WAEB-F<	2 WYSP-F	2 WLEV-F	2 WLEV-F
3 WIOQ-F	3 WZZO-F>>	3 WODE-AF	3 WZZO-F	3 WAEB-F	3 WYSP-F	3 WYSP-F	3 WLEV-F	3 WYSP-F<	3 WODE-AF
4	4	4 WYSP-F	4 WODE-AF	4 WZZO-F	4 WYSP-F	4 WLEV-F	4	4 WAEB-F	4 WYSP-F
5	5	5 WFMZ-F	5	5 WFMZ-F	5	5	5	5 WODE-AF	5 WAEB-F

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		141 ( 4)	141 ( 4)	14.7	NM	WGPA (FS) 1100	Bethlehem 0.4/1.5/ 4/ 87		
AOR/CLASSIC AOR		164 ( 4)	164 ( 4)	17.1	15.2	WLSM (BB) 1410	Lansford 0.9/1.0/ 19/ 93		
COUNTRY	28 ( 1)	26 ( 1)	54 ( 2)	5.6	7.7	WRNJ (FS) 1000	Hckststwn, NJ 1.2/2.5/ 13/ 151		
NEWS/TALK	105 ( 6)	10 ( 1)	115 ( 7)	12.0	12.5	WRNJ-F (?) 107.1	Hckststwn, NJ 0.6/1.7/ 7/ 120		
						WYNS (O) 1160	Lehightown 1.0/2.3/ 12/ 160		
TOP 40/CHR/CONTEMP		155 ( 7)	155 ( 7)	16.1	15.2	WAVT-F (CHR) 101.9	Pottsville 0.4/1.0/ 48/ 637		
BLACK/URBAN		5 ( 1)	5 ( 1)	0.5		WBVN-F (REL) 107.5	Boyertown 1.2/2.9/ 13/ 189		
SOFT AC		103 ( 2)	103 ( 2)	10.7	1.0	WKRZ-F (CHR) 98.5	Wilkes Barre 0.5/1.5/ 13/ 215		
HISPANIC						WMGH-F (AC) 105.5	Tamaqua 0.5/0.9/ 9/ 226		
OLDIES	11 ( 1)	81 ( 3)	92 ( 4)	9.6	NA	WRFY-F (CHR) 102.5	Reading 0.4/2.2/ 29/ 428		
FULL SVC/VARIETY	17 ( 2)		17 ( 2)	1.8	1.9	WSBG-F (CHR) 93.5	Stroudsburg 0.5/1.3/ 26/ 418		
NOSTALGIA	76 ( 3)		76 ( 3)	7.9	3.0				
RELIGION/GOSPEL		13 ( 1)	13 ( 1)	1.4					
CLASSICAL		14 ( 1)	14 ( 1)	1.5	0.6				
JAZZ/NEW AC		5 ( 1)	5 ( 1)	0.5					
OTHERS UNKNOWN		6 ( 1)	6 ( 1)	0.6	1.8				
	237 (13)	723 (27)	960 (40)						

See New York or Philadelphia for more information about the following:

KYW 0.7/4.6	WJJZ-F 0.5/1.6	WXRK-F 0.5/2.2
WABC 1.9/4.0	WMGK-F 0.6/2.6	WYXR-F 0.7/4.4
WBEB-F 0.3/2.2	WMHR-F 0.6/4.2	
WCBS-F 0.3/1.0	WDGL-F 0.3/1.5	
WFAN 0.6/2.3	WOR 1.2/2.9	
WFLN-F 1.3/3.3	WPLJ-F 0.5/2.5	
WIOQ-F 1.8/5.8	WUSL-F 0.5/3.0	
WIP 0.3/1.8	WVDB-F 0.9/2.5	

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)	Telemedia
WKAP, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA	UNISTR, APR , \$ 16.00 (D & R)	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		, \$ 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)	Telemedia
WODE-F, 99.9, 50 KW @ 449, OLDIES		, \$ 40.00 (D & R)	Roth
WZZO-F, 95.1, 30 KW @ 630, AOR		, \$ 64.00 (D & R)	Holt

Other Ranked Stations -- See Philadelphia

Miscellaneous: WZZO-F sold by Holt to CRB for \$9,375,000 (D) . . .

ALTOONA

Arbitron Rank/Pop (12+): 229/109,000  
 HSA Rank/Pop: 278/130,000  
 ADI # 83 (w/Johnstown)  
 Average Person Ratings: 15.7  
 Market TSL: 21.25 hours

Stations: 12/9  
 Diaries: 670/163:1/63.2%  
 Sample Target: 610  
 % Below Line: 2.3  
 % Not Listed: 16.4

1992 Revenue: \$4,100,000  
 HH Inc.: \$26,587  
 Retail \$: 1.06 B11  
 Pop per Station: 12,111  
 #1 Biller: WPRR-F \$700,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WFGY-F (C)	42/24.6	----	18.4	----	13.1	----	186/1677	388/35.6	0.0	33.4	B	WFGY-F
2. WHPA-F (AC)	21/12.3	----	8.2	----	10.6	----	23/318	256/23.5	0.0	21.5	B	WHPA-F
WPRR-F (CHR)	21/12.3	----	12.2	----	15.2	----	38/534	308/28.3	0.0	28.7	B	WPRR-F
4. WRTA (T)	19/11.1	----	6.6	----	7.6	----	22/254	222/20.4	0.0	19.7	A	WRTA
5. WALY-F (AC/O)	15/ 8.8	----	7.7	----	9.1	----	17/313	250/22.9	0.0	19.4	A	WALY-F
6. WVAH (C)	10/ 5.8	----	8.2	----	12.6	----	11/190	156/14.3	0.0	20.5	A	WVAH
7. WKMC (BB)	7/ 4.1	----	5.6	----	5.1	----	10/124	86/ 7.9	0.0	9.2	A	WKMC
8.												
9.												
10.												

12+ FM SHARE (METRO): 72.07% (103 of 143) (SPG 92: 69.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WPRR-F>>	1 WFGY-F	1 WFGY-F>>	1 WFGY-F>	1 WFGY-F>>	1 WFGY-F>	1 WFGY-F>	1 WFGY-F>	1 WFGY-F>	1 WFGY-F>	1 WFGY-F>
2	2 WPRR-F	2 WHPA-F<	2 WHPA-F	2 WHPA-F	2 WRTA >	2 WRTA	2 WRTA-F	2 WPRR-F>	2 WPRR-F>	2 WRTA
3	3 WHPA-F>	3 WPRR-F	3 WALY-F<	3 WHPA-F	3 WHPA-F	3 WHPA-F<	3 WHPA-F	3 WHPA-F	3 WVAH	3 WPRR-F
4	4	4 WALY-F	4 WPRR-F	4 WPRR-F	4 WALY-F	4 WPRR-F	4 WPRR-F	4 WALY-F	4 WRTA	4
5	5	5	5	5	5	5 WALY-F	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 WFGY-F	1 WFGY-F	1 WHPA-F	1 WFGY-F>	1 WFGY-F	1 WFGY-F	1 WFGY-F	1 WFGY-F	1 WFGY-F>>	1 WFGY-F>>
2 WPRR-F	2 WPRR-F	2 WFGY-F	2 WHPA-F	2 WHPA-F>	2	2 WPRR-F>	WPRR-F	2 WPRR-F	2 WALY-F
3	3 WHPA-F>	3 WPRR-F	3 WPRR-F	3 WALY-F>	3	3 WHPA-F>	3 WHPA-F	3 WHPA-F<	WPRR-F
4	4	4 WALY-F	4 WALY-F	4	4	4 WALY-F	4	4 WALY-F	4 WHPA-F
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME	TSA
AC		21 ( 1)	21 ( 1)	15.0	NM	WFBG (SAC) 1290	Altoona	1.8/11.3/ 5/ 144	
AOR/CLASSIC AOR		3 ( 2)	3 ( 2)	2.0	11.4	WTRN (FS) 1340	Tyrone	0.6/3.7/ 1/ 40	
COUNTRY	10 ( 1)	42 ( 1)	52 ( 2)	36.3	32.3				
NEWS/TALK	19 ( 1)		19 ( 1)	13.2	7.8	WBXQ-F (CL AOR) 94.3	Cresson	1.2/8.2/ 16/ 229	
TOP 40/CHR/CONTEMP		21 ( 1)	21 ( 1)	15.0	15.6	WDVE-F (AOR) 102.5	Pittsburgh	0.6/2.8/ 14/ 240	
BLACK/URBAN						WQWK-F (?) 97.1	Unvsty Prkwy	0.6/3.9/ 27/ 390	
SOFT AC	3 ( 1)		3 ( 1)	2.0	NA				
HISPANIC									
OLDIES		15 ( 1)	15 ( 1)	10.4	NA				
FULL SVC/VARIETY	1 ( 1)		1 ( 1)	0.6	6.6				
NOSTALGIA	7 ( 1)		7 ( 1)	5.0	6.6				
RELIGION/GOSPEL									
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN		1 ( 1)	1 ( 1)	0.6	1.2				
	40 ( 5)	103 ( 7)	143 ( 12)						

RADIO STATIONS

WFBG	, 1290,	5 KW/1 KW (DA-N),	Full Service	UNISTR, \$14.00	(Christal)	
WKMC	, 1370,	5 KW/38 W (DA-1),	Nostalgia	UNISTR CNN, \$11.00	(Roslin)	(ROARING SPG)
WRTA	, 1240,	1 KW	Talk	NBC-T SUN, \$15.00	( --- )	
WVAH	, 1430,	5 KW/1 KW (DA-N),	Country	ABC, \$17.00	(Torbet)	
WALY-F,	103.9,	3.1 KW @ 984	AC/Oldies	UNISTR AP, \$16.00	(Katz)	(BELLWOOD)
WFGY-F,	98.1,	30 KW @ 1020	Country	CBS, \$22.00	(Christal)	
WHPA-F,	104.9,	14 KW @ 1417	AC	CNN, \$16.00	(Roslin)	(HOLLIDAYSBURG)
WPRR-F,	100.1,	6 KW @ 312	CHR	ABC, \$21.00	(Torbet)	

WBXQ-F -- see Johnstown



ANCHORAGE

Arbitron Rank/Pop (12+): 167/186,400  
 MSA Rank/Pop: 192/224,800  
 No ADI  
 Average Person Ratings: 16.7  
 Market TSL: 22.50 hours

Stations: 17/17  
 Diaries: 593/314:1/52.4%  
 Sample Target: 610  
 % Below Line: 0.0  
 % Not Listed: 10.9

1992 Revenue: \$10,300,000  
 MH Inc.: \$42,140  
 Retail \$: 2.0 Bill  
 Pop per Station: 10,965  
 #1 Biller: KASH-F \$1,500,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KBFX-F (AOR)	36/11.5	10.7	8.5	8.0	12.3	----	44/514	433/23.2	23.6	17.3	C	KBFX-F
2. KASH-F (C)	27/ 8.7	9.0	11.5	12.1	11.0	----	34/405	325/17.4	16.7	17.2	C	KASH-F
KGOT-F (CHR)	27/ 8.7	7.3	8.1	8.3	12.3	----	29/500	402/21.6	23.5	24.9	B	KGOT-F
4. KEAG-F (O)	25/ 8.0	6.3	5.9	5.2	----	----	29/415	332/17.8	17.7	16.8	B	KEAG-F
5. KWHL-F (AOR)	24/ 7.7	7.3	8.1	7.3	6.7	----	27/417	323/17.3	17.2	16.6	C	KWHL-F
6. KPXR-F (CHR)	22/ 7.1	8.0	10.0	6.6	9.0	----	24/473	404/21.7	21.7	21.0	B	KPXR-F
7. KYMG-F (AC)	21/ 6.7	5.7	7.0	5.5	9.0	----	28/405	310/16.6	14.4	15.9	C	KYMG-F
8. KENI (N/T)	16/ 5.1	5.7	5.2	6.9	4.0	----	17/289	240/12.9	13.0	9.7	B	KENI
9. KFQD (FS)	14/ 4.5	4.3	2.6	5.9	4.3	----	16/232	188/10.1	11.7	10.0	A	KFQD
10. KNIK-F (J/NAC)	13/ 4.2	3.7	4.4	4.5	3.3	----	14/181	172/ 9.2	9.0	8.2	A	KNIK-F
11. KBRJ-F (C)	12/ 3.8	3.7	3.3	2.1	2.0	----	15/309	257/13.8	10.6	10.4	A	KBRJ-F
12. KHAR (BB/EZ)	11/ 3.5	4.7	3.0	3.5	0.7	----	16/102	78/ 4.2	7.2	5.3	A	KHAR
KYAK (C)	11/ 3.5	4.3	3.7	4.8	3.0	----	12/220	167/ 9.0	9.1	9.3	A	KYAK
14. KLEF-F (CL)	10/ 3.2	4.7	3.0	4.2	6.3	----	10/204	178/ 9.5	11.5	8.2	A	KLEF-F
15. KBYR (O)	6/ 1.9	3.7	1.9	0.7	1.7	----	7/161	129/ 6.9	12.7	5.8	A	KBYR

12+ FM SHARE (METRO): 78.06% (217 of 278) (SPG 92: 80.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPXR-F>>	1 KBFX-F	1 KBFX-F>	1 KBFX-F	1 KBFX-F	1 KEAG-F	1 KASH-F<	1 KBFX-F	1 KBFX-F>	1 KPXR-F	1 KWHL-F
2 KBFX-F	2 KGOT-F<	2 KASH-F	2 KEAG-F<	2 KEAG-F	2 KASH-F>	2 KBFX-F	2 KASH-F<	2 KASH-F	2 KWHL-F	2 KBRJ-F
3 KGOT-F	3 KWHL-F>	3 KASH-F	3 KASH-F	3 KASH-F	3 KBFX-F	3 KENI <	3 KEAG-F	3 KGOT-F	3 KBFX-F<	3 KKSD-F
4	4 KASH-F	4 KGOT-F	4 KYMG-F	4 KYMG-F	4 KYMG-F	4 KGOT-F	4 KYMG-F<	4 KWHL-F	4 KGOT-F	4 KASH-F
5	5 KPXR-F	5 KEAG-F	5 KWHL-F	5 KWHL-F	KFQD	KEAG-F	5 KGOT-F	5 KYMG-F	5	5 KBFX-F
6	6	KYMG-F	6	6	KYMG-F	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 KGOT-F	1 KGOT-F	1 KWHL-F	1 KASH-F<	1 KASH-F	1 KWHL-F	1 KBFX-F>	1 KBFX-F	1 KBFX-F>	1 KBFX-F>
2 KPXR-F	2 KBFX-F	2 KASH-F	2 KYMG-F	2 KEAG-F	2 KBFX-F	2 KWHL-F<	2 KGOT-F	2 KWHL-F	2 KEAG-F
3	3 KPXR-F	3 KBFX-F	3 KBFX-F	3 KYMG-F	3 KGOT-F	3 KGOT-F>	3 KNIK-F	3 KGOT-F	3 KASH-F
4	4 KWHL-F	4	4 KGOT-F	4 KBFX-F	4 KPXR-F	4 KASH-F	4 KASH-F	4 KEAG-F	4 KWHL-F
5	5 KYMG-F	5	5 KEAG-F	KFQD	5	5 KNIK-F	5 KWHL-F	5 KYMG-F	5 KYMG-F
6	6 KASH-F	6	6 KPXR-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		21 ( 1)	21 ( 1)	7.6	NM	KFFR (REL) 1020	Eagle River	0.3/2.0/	1/ 37
AOR/CLASSIC AOR		60 ( 2)	60 ( 2)	21.6	19.2	KKSD (T) 1080	Anchorage	0.6/5.3/	2/ 130
COUNTRY	11 ( 1)	39 ( 2)	50 ( 3)	18.0	21.4				
NEWS/TALK	18 ( 2)		18 ( 2)	6.5	6.4				
TOP 40/CHR/CONTEMP		49 ( 2)	49 ( 2)	17.6	20.9				
BLACK/URBAN									
SOFT AC					3.4				
HISPANIC									
OLDIES	6 ( 1)	25 ( 1)	31 ( 2)	11.2	NA				
FULL SVC/VARIETY	14 ( 1)		14 ( 1)	5.0	NA				
NOSTALGIA	11 ( 1)		11 ( 1)	4.0	NA				
RELIGION/GOSPEL	1 ( 1)		1 ( 1)	0.4	NA				
CLASSICAL		10 ( 1)	8 ( 1)	3.6	3.4				
JAZZ/NEW AC		13 ( 1)	13 ( 1)	4.7	5.1				
OTHERS UNKNOWN									
	61 ( 7)	217 (10)	278 (17)						

ANCHORAGE

RADIO STATIONS

KBYR	,	700,	10 KW	,	Oldies		CBS, \$11.00 (IMN)	Northern TV
KENI	,	550,	5 KW (DA -1)	,	Talk		NBC ABC, \$18.00 (D & R)	
KFQD	,	750,	50 KW	,	AC		ABC, \$16.00 (Mc-Guild)	
KHAR	,	590,	5 KW	,	Nostalgia/EZ		, \$12.00 (Tacher)	
KYAK	,	650,	50 KW (DA-1)	,	Country		MBS, \$15.00 (Christal)	
KASH-F,		107.5,	100 KW @ -289	,	Country		ABC, \$31.00 (HMR)	Comm. Pacific
KBFX-F,		100.5,	25 KW @ 174	,	Classic AOR		, \$27.00 (D & R)	
KBRJ-F,		104.1,	55 KW @ 62	,	Country		, \$13.00 (Tacher)	
KEAG-F,		97.3,	100 KW @ 594	,	Oldies		, \$14.00 (Banner)	
KGOT-F,		101.3,	26 KW @ -66	,	CHR		MBS, \$23.00 (Christal)	
KLEF-F,		98.1,	25 KW @ 30	,	Classical		, \$19.00 (CMBS)	
KNIK-F,		105.3,	51 KW @ 256	,	Jazz/NAC		CBS, \$17.00 (IMN)	Northern TV
KPXR-F,		102.1,	25 KW @ 164	,	CHR		, \$26.00 (Katz)	T. Ingstad
KWHL-F,		106.5,	100 KW @ -89	,	AOR		, \$27.00 (Mc-Guild)	
KVHG-F,		98.9,	100 KW @ 500	,	AC		AP, \$16.00 (Banner)	

Miscellaneous: KHAR, KBRJ-F sold to Roy Paschal for \$800,000 . . . KYAK, KGOT-F sold by receiver to Craig McCaw for \$625,000 (the January deal with Community Pacific did not close). . . KBFX-F sold to Community Pacific (D) for \$1,300,000. . .

ANN ARBOR

Arbitron Rank/Pop (12+): 142/245,200  
 MSA Rank/Pop: 156/285,700  
 Detroit ADI  
 Average Person Ratings: 14.8  
 Market TSL: 19.25 hours

Stations: 23/4  
 Diaries: 638/384:1/48.6%  
 Sample Target: 680  
 % Below Line: 61.6  
 % Not Listed: 24.6

1992 Revenue: NA  
 HH Inc.: \$39,687  
 Retail \$: 2.4 B11  
 Pop per Station: 61,300  
 #1 Biller: WIQB-F NA

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. WJR (FS)	39/10.8	14.1	14.4	11.4	14.2	----	39/586	586/23.9	26.7	26.0	WJR
2. WWW-F (C)	23/ 6.4	7.7	7.5	5.4	5.0	----	23/332	332/13.5	16.1	16.3	WWW-F
3. WHY-F (CHR)	20/ 5.5	3.5	5.5	3.7	3.9	----	20/404	404/16.5	14.9	17.3	WHY-F
4. WJLB-F (B)	19/ 5.2	4.8	2.3	4.0	3.3	----	19/242	242/ 9.9	11.5	8.9	WJLB-F
5. WIQB-F (AOR)	18/ 5.0	4.5	4.6	6.6	8.6	----	18/416	416/17.0	15.0	17.8	WIQB-F
6. WKQI-F (AC)	17/ 4.7	2.7	2.9	3.7	1.9	----	17/370	370/15.1	11.1	14.7	WKQI-F
7. WCSX-F (CL. AOR)	16/ 4.4	4.0	4.3	3.1	5.6	----	16/382	382/15.6	13.1	14.5	WCSX-F
8. CIMX-F (AOR)	15/ 4.1	2.7	4.9	4.3	1.9	----	15/309	309/12.6	10.8	9.2	CIMX-F
9. WQKL-F (O)	15/ 4.1	2.7	2.0	1.7	1.7	----	15/251	251/10.2	8.1	5.6	WQKL-F
10. WAAM (FS)	14/ 3.9	1.1	1.7	2.6	1.1	----	14/488	188/ 7.7	6.2	8.0	WSSM

12+ FM SHARE (METRO): 78.02% (213 of 273) (SPG 92: 72.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJLB-F<	1 WIQB-F	1 WJR	1 WJR	1 WJR	1 WJR >>	1 WJR >>	1 WWW-F	1 WJR <	1 WJR >	1 WJR
2 WHY-F>>	CIMX-F	2 WIQB-F<	2 WQKL-F	2 WWW-F	2 WAAM	2 WIQB-F	2 WJR	2 WWW-F	2 WHY-F	2 WHY-F
3	3 WHY-F	3 WWW-F	3 WCSX-F	3 WQKL-F	3 WWW-F	3 WKQI-F	3 WIQB-F	3 WHY-F	3 WJLB-F	3
4	4 WWW-F	4 WCSX-F	WWW-F	4 WCSX-F	4 WQKL-F	4 WWW-F	4 WNIC-F	4 WKQI-F	4 CIMX-F	4
5	5	5	5 WIQB-F	5 WIQB-F	5	5 WAAM	5 WAAM	5	5	5
						6	6 WQKL-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 WKQI-F	1 WJLB-F	1 WJLB-F	1 WKQI-F	1 WJR		1 CIMX-F	1 CIMX-F<	1 CIMX-F	1 WJR	1 WJR >
2 WJLB-F	2 WKQI-F	2 WNIC-F	2 WJLB-F	2 WQKL-F		2 WIQB-F	2 WAAM	2 WCSX-F	2 WIQB-F	2 WCSX-F
	CIMX-F	3 WHY-F	WWW-F	WWW-F		3 WCSX-F	3 WCSX-F	WHY-F	3 CIMX-F	WWW-F
4	4 WNIC-F	4	4 WQKL-F	4		WRIF-F	4 WHY-F	WJR	WCSX-F	4 WIQB-F
5	5 WIQB-F	5	5 WAAM	5		WWW-F	WWW-F			WQKL-F
			WHY-F							

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME TSA	TSA SHARE/RTG/AQH/CUME
AC		32 ( 3)	32 ( 3)	12.0	NH	WWCM (REL) 990 YPSILANTI	0.8/2.7/ 3/ 67	
AOR/CLASSIC		61 ( 5)	61 ( 5)	22.3	27.1			
COUNTRY		23 ( 1)	23 ( 1)	8.4	10.8	See Detroit for more information about the following stations:		
NEWS/TALK	4 ( 1)		4 ( 1)	1.4	2.9			
TOP 40/CHR/CONTEMP		20 ( 1)	20 ( 1)	7.3	9.4	WJOI-F 1.7/8.0	WNIC-F 3.6/11.7	
BLACK/URBAN		24 ( 2)	24 ( 2)	9.0	2.9	WJZZ-F 1.1/4.2	WOMC-F 1.7/ 7.1	
SOFT AC		14 ( 2)	14 ( 2)	5.1	4.7	WLLZ-F 1.4/8.5	WQWF-F 0.6/ 3.1	
HISPANIC						WLTJ-F 2.2/9.9	WQRS-F 2.2/ 6.7	
OLDIES		21 ( 2)	21 ( 2)	8.0	NA	WUZZ-F 1.7/2.9	WRIF-F 1.9/10.3	
						WMXD-F 1.4/4.4	WWJ 1.1/ 7.5	
FULL SVRC/VARIETY	53 (2)		53 ( 2)	19.4	21.7			
NOSTALGIA					1.1			
RELIGION/GOSPEL	3 (1)	6 ( 1)	9 ( 2)	3.2	1.4			
CLASSICAL		8 ( 1)	8 ( 1)	3.0	2.5			
JAZZ/NEW AC		4 ( 1)	4 ( 1)	1.4	4.3			
OTHERS UNKNOWN								
	60 ( 4)	213 (19)	273 (23)					

RADIO STATIONS

WAAM , 1600, 5 KW (DA-2) , Full Service MBS NBC, \$15.00 (Patt)  
 WPZA , 1050, 5 KW/500 W , Full Service ABC, \$11.00 (Roslin)  
 WWCM , 990, 500 W/250 W , Religion , \$ 9.00 (Word) (YPSILANT)

WQKL-F, 107.1, 3 KW @ 259 , Oldies UNISTR , \$21.00 (Mich Spot) Midwest Family  
 WIQB-F, 102.9, 49 KW @ 500 , AOR UNIULT MBS, \$50.00 (Christal)

Other ranked stations -- see Detroit

Miscellaneous: WAMX-F changes to WQKL-F and format from Jazz/Nac to Oldies. . .

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 134/263,700  
 MSA Rank/Pop: 150/318,000  
 ADI # 67 (w/Green Bay)  
 Average Person Ratings: 17.1  
 Market TSL: 22.25 hours

Stations: 23/15  
 Diaries: 744/354:1/66.4%  
 Sample Target: 710  
 % Below Line: 15.8  
 % Not Listed: 14.2

1992 Revenue: \$9,000,000  
 HH Inc.: \$32,913  
 Retail \$: 2.6 Btl  
 Pop per Station: 17,580  
 #1 Biller: WAPL-F \$2,400,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WUSW-F (C)	55/12.2	9.2	6.9	6.6	4.9	----	66/581	448/17.0	16.5	15.4	B	WUSW-F
2. WAPL-F (AOR)	50/11.1	13.6	15.2	14.9	15.5	----	150/1780	712/27.0	30.2	30.9	D	WAPL-F
3. WIXX-F (CHR)	33/ 7.3	7.0	9.5	9.3	7.4	----	125/2136	711/21.6	27.0	28.4		WIXX-F
4. WMGV-F (AC)	32/ 7.1	6.1	6.7	6.6	6.3	----	61/881	570/27.0	20.7	22.2	C	WMGV-F
5. WNAM (BB)	31/ 6.9	5.5	4.6	6.8	7.9	----	44/575	368/14.0	13.4	11.8	A	WNAM
6. WHBY (FS)	30/ 6.7	9.9	8.1	7.5	7.4	----	31/515	475/18.0	21.6	16.8	C	WHBY
7. WROE-F (SAC)	26/ 5.8	6.1	7.5	7.5	6.3	----	34/500	393/14.9	15.2	17.3	C	WROE-F
8. WPKR-F (C)	19/ 4.2	3.3	3.0	0.7	0.7	----	53/649	297/11.3	10.2	9.5	A	WPKR-F
9. WOSH (T)	17/ 3.8	4.4	2.4	3.4	1.9	----	17/318	282/10.7	10.7	7.4	B	WOSH
10. WGEE (C)	14/ 3.1	2.2	2.4	1.6	2.3	----	57/635	198/ 7.5	4.1	10.1		WGEE
11. WOZZ-F (AOR)	12/ 2.7	3.1	5.5	3.4	3.5	----	34/631	260/ 9.9	10.7	11.4	B	WOZZ-F
12. WKFX-F (N)	11/ 2.4	3.3	1.4	2.9	3.7	----	24/552	292/11.1	10.9	4.4	A	WKFX-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 70.47% (272 of 386) (SPG 92: 71.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WIXX-F>	1 WAPL-F>	1 WAPL-F	1 WUSW-F	1 WUSW-F>	1 WNAM	1 WUSW-F<	1 WUSW-F<	1 WAPL-F<	1 WAPL-F	1 WAPL-F>>
2 WMGV-F	2 WUSW-F	2 WUSW-F>	2 WAPL-F>	2 WAPL-F	WUSW-F	2 WHBY <	2 WAPL-F>	2 WUSW-F>	2 WIXX-F<	2 WUSW-F
3 WAPL-F	3 WMGV-F	3 WMGV-F	3 WROE-F	3 WROE-F	3 WHBY >	3 WAPL-F	3 WROE-F	3 WMGV-F<	3 WMGV-F<	3 WMGV-F
4	4 WIXX-F	WIXX-F	4 WIXX-F	4 WIXX-F	4	4 WNAM	4 WNAM	4 WIXX-F	4 WUSW-F	WHBY
5	5 WROE-F	5 WROE-F	5	5	5	5 WMGV-F	5 WHBY	5	5	5
6	6	6	6	6	6	6 WIXX-F	6	6	6	6
7	7	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 WAPL-F	1 WAPL-F	1 WUSW-F	1 WUSW-F<	1 WUSW-F	1 WAPL-F	1 WAPL-F>>	1 WAPL-F	1 WAPL-F	1 WUSW-F
2 WMGV-F	2 WMGV-F<	2 WROE-F	2 WAPL-F	2 WROE-F	2 WMGV-F	2 WUSW-F>	2 WUSW-F	2 WUSW-F>>	2 WAPL-F>>
3 WIXX-F	3 WUSW-F<	3 WIXX-F	3 WMGV-F	3 WIXX-F	3 WUSW-F	3 WMGV-F	3 WHBY	3 WHBY	3 WHBY
4	4 WIXX-F<	WAPL-F	WROE-F	4 WAPL-F	4 WIXX-F	4 WIXX-F	WOZZ-F	WIXX-F	WKFX-F
5	5 WROE-F	5 WMGV-F	WIXX-F	5 WMGV-F	5	WOZZ-F	WROE-F	WMGV-F	5

FORMATS	AM	FH	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		36 ( 2)	36 ( 2)	9.3	NM	WEMI-F (REL) 100.1	NEENAH 1.6/4.9/ 7/ 198		
AOR/CLASSIC AOR		62 ( 2)	62 ( 2)	16.1	24.6	WFON-F (O) 107.3	FONO OU LAC 1.8/6.4/ 28/ 413		
COUNTRY	14 ( 1)	74 ( 2)	88 ( 3)	22.8	14.7	WMBE (BB) 1530	CHILTON 1.1/2.2/ 11/ 157		
NEWS/TALK	17 ( 1)		17 ( 1)	4.4	2.9	WQWH (O) 1050	KAUKAUNA 1.8/6.3/ 13/ 289		
						WRJQ (E) 1570	APPLETON 0.9/3.5/ 9/ 189		
TOP 40/CHR/CONTEMP		33 ( 1)	33 ( 1)	8.5	19.3				
BLACK/URBAN						WEZR-F (SAC) 107.5	BRILLION 1.3/3.0/ 16/ 197		
SOFT AC		37 ( 3)	37 ( 3)	9.6	8.9	WGN (FS) 720	CHICAGO 0.4/2.1/ 4/ 101		
HISPANIC						WQLH-F (SAC) 98.5	GREEN BAY 1.1/6.3/ 48/ 738		
OLOIES	8 ( 1)	19 ( 2)	27 ( 3)	7.0	NA	WRVH-F (REL) 102.7	SURING 0.9/1.9/ 14/ 170		
FULL SVC/VARIETY	35 ( 3)		35 ( 3)	9.1	10.4	WTHJ (FS) 620	MILWAUKEE 0.7/3.1/ 15/ 230		
NOSTALGIA	36 ( 2)		36 ( 2)	9.3	7.0	WYCO-F (AC) 107.9	WAUSAU 0.9/2.3/ 20/ 178		
RELIGION/GOSPEL		11 ( 2)	11 ( 2)	2.8	2.2				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN	4 ( 1)		4 ( 1)	1.0	3.1				
	114 ( 9)	272 (14)	386 (23)						

APPLETON-OSHKOSH

RADIO STATIONS

WHBY	,	1150,	5 KW (DA-2)	,	Full Service		CBS, \$25.00 (Eastman)	Woodward
WNAM	,	1280,	5 KW (DA-2)	,	Nostalgia		UNISTR ABC, \$15.00 (Torbet)	
WOSH	,	1490,	1 KW	,	Talk		CNN NBC, \$13.00 (Mc-Guild)	Midwest Family
WQWM	,	1050,	1 KW/500 W (DA-2)	,	Oldies		UNISTR, \$10.00 (D & R)	
WRJQ	,	1570,	1 KW/500 W (DA-N)	,	Ethnic		, \$10.00 ( --- )	
WAPL-F	,	105.7,	100 KW @ 420	,	AOR		ABC, \$50.00 (Eastman)	Woodward
WKFX-F	,	104.9,	1.4 KW @ 479	,	Oldies		NBC, \$15.00 (Katz)	WinCom
WMGV-F	,	103.9,	6 KW @ 318	,	CHR		, \$28.00 (Mc-Guild)	Midwest Family
WOZZ-F	,	93.5,	50 KW @ 492	,	AOR		SMN, \$17.00 (D & R)	Midwest Family
WPKR-F	,	99.5,	50 KW @ 298	,	Country		NBC, \$15.00 ( --- )	(OHRO)
WROE-F	,	94.3,	5.6 KW @ 338	,	Soft AC		AP, \$20.00 (Christal)	Lake Shore
WUSW-F	,	96.9,	6 KW @ 328	,	Country		ABC, \$18.00 (K & P)	

Other ranked stations -- see Green Bay

Miscellaneous: WOZZ-F sold to Midwest Communications (D) for \$2,100,000 (E) . . . WQWM sold for \$380,000. . .

ASHEVILLE

Arbitron Rank/Pop (12+): 180/167,000  
 MSA Rank/Pop: 225/180,000  
 ADI # 35 (w/Greenville & Spartanburg)  
 Average Person Ratings: 16.6  
 Market TSL: 22.00 hours

Stations: 16/5  
 Diaries: 658/254:1/56.6%  
 Sample Target: 610  
 % Below Line: 37.9  
 % Not Listed: 17.3

1992 Revenue: \$5,400,000  
 HH Inc.: \$26,344  
 Retail \$: 1.42 Bill  
 Pop per Station: 33,400  
 #1 Biller: WWNC \$2,500,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WWNC (C/FS)	67/24.2	----	20.1	----	20.1	----	80/650	551/33.0	0.0	34.5	D	WWNC
2. WESC-AF (C)	40/14.5	----	13.4	----	11.7	----	110/1217	459/27.5	0.0	24.6		WESC-AF
3. WKSF-F (CHR)	33/11.9	----	12.7	----	17.4	----	61/921	494/29.6	0.0	30.6	C	WKSF-F
4. WMYI-F (AC)	23/ 8.3	----	8.6	----	9.8	----	52/681	365/21.9	0.0	22.1		WMYI-F
5. WISE (BB)	14/ 5.1	----	5.2	----	3.8	----	20/189	128/ 7.7	0.0	9.7	A	WISE
6. WSPA-F (SAC)	10/ 3.6	----	4.5	----	3.8	----	19/338	143/ 8.6	0.0	9.0		WSPA-F
7. WBBO-F (CHR)	10/ 3.6	----	2.2	----	1.9	----	25/315	130/ 7.8	0.0	8.0		WBBO-F
8. WFBC-F (O)	7/ 2.5	----	3.7	----	2.3	----	14/282	134/ 8.0	0.0	10.6		WFBC-F
9. WHIT-F (REL)	5/ 1.8	----	3.0	----	3.8	----	24/363	133/ 8.0	0.0	10.3	B	WHIT-F
WSKY (AC)	5/ 1.8	----	1.1	----	1.1	----	5/92	92/ 5.5	0.0	6.0	A	WSKY

12+ FM SHARE (METRO): 62.00% (142 of 229) (SPG 92: 62.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WKSF-F >>	1 WESC-AF >	1 WESC-AF	1 WESC-AF <	1 WWNC <	1 WWNC >>	1 WWNC >>	1 WWNC >>	1 WWNC >	1 WKSF-F <	1 WESC-F
2	2 WKSF-F >>	2 WKSF-F <	2 WWNC <	2 WESC-AF	2 WESC-AF	2 WESC-AF	2 WESC-AF	2 WESC-AF	2 WWNC <	2 WWNC
3	3 WMYI-F	3 WWNC	3 WKSF-F	3 WKSF-F	3 WTZQ-AF	3 WKSF-F <	3 WKSF-F	3 WKSF-F	3 WESC-F >	3 WKSF-F
4	4 WWNC	4 WMYI-F	4 WMYI-F	4 WMYI-F	4 WMYI-F	4 WMYI-F	4 WMYI-F	4 WMYI-F	4	4

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 WESC-AF	1 WESC-AF >>>	1 WESC-AF	1 WESC-AF >>>	1 WESC-AF >	1 WKSF-F	1 WKSF-F >>>	1 WKSF-F	1 WKSF-F	1 WWNC <
2 WBBO-F	2 WKSF-F	2 WKSF-F	2 WMYI-F	2 WWNC >	2 WESC-AF	2 WESC-AF >	2 WESC-AF	2 WWNC	2 WKSF-F
3	3 WNYI-F	3 WWNC	3 WWNC	3 WMYI-F <	3	3 WMYI-F	3 WMYI-F	3 WESC-AF <	3 WMYI-F >
4	4 WWNC	4 WMYI-F	4 WKSF-F	4 WKSF-F	4	4	4	4 WMYI-F	4 WESC-AF

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA 3/	TSA 20/
AC	5 ( 1)	23 ( 1)	28 ( 2)	12.2	NM	WMUU-F (EZ)	94.5	GREENVILLE	0.7/2.2/ 3/ 72
AOR/CLASSIC AOR		8 ( 2)	8 ( 2)	3.5	2.7	WROQ-F (AOR)	101.1	ANDERSON	1.1/3.7/ 20/ 256
COUNTRY	68 ( 2)	41 ( 2)	109 ( 4)	47.6	40.9	WCKZ-F (B)	101.9	GASTONIA	1.1/3.2/ 7/ 157
NEWS/TALK						WIVK-F (C)	107.7	KNOXVILLE	0.7/2.5/ 4/ 48
TOP 40/CHR/CONTEMP		43 ( 2)	43 ( 2)	18.8	19.5	WXRC-F (AOR)	95.7	HICKORY	1.8/5.2/ 8/ 145
BLACK/URBAN	3 ( 1)		3 ( 1)	1.3	NA				
SOFT AC		12 ( 2)	12 ( 2)	5.2	5.5				
HISPANIC									
OLDIES		7 ( 1)	7 ( 1)	3.1	NA				
FULL SVC/VARIETY									
NOSTALGIA	14 ( 1)		14 ( 1)	6.1	6.4				
RELIGION/GOSPEL		5 ( 1)	5 ( 1)	2.2	8.6				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	87 ( 5)	142 (11)	229 (16)						

RADIO STATIONS

WISE , 1310, 5 KW/1 KW (DA-N), Nostalgia SMN, \$11.00 ( --- )  
 WSKY , 1230, 1 KW/250 W, AC, CBS, \$ 9.00 ( --- )  
 WTOO , 1380, 5 KW/1 KW (DA-N), Gospel, MBS, \$ 8.00 ( --- )  
 WWNC , 570, 5 KW (DA-N), Country/FS, UNISTR ABC, \$43.00 (Mc-Guild) Heritage Bdcst  
 WHIT-F, 106.9, 36 KW @ 3090, Religion, AP, \$14.00 ( --- ) (BLACK MT.)  
 WKSF-F, 99.9, 48 KW @ 2621, CHR, UNISTR ABC, \$38.00 (Mc-Guild) Heritage Bdcst

Other ranked stations -- see Greenville, SC

Miscellaneous: WTOO sold by Buck for \$295,000 . . .

ATLANTA

Arbitron Rank/Pop (12+): 12/2,523,700  
 MSA Rank/Pop: 9/2,870,000  
 ADI # 10  
 Average Person Ratings: 17.8  
 Market TSL: 23.50 hours

Stations: 21/21  
 Diaries: 2141/1179:1/50.8%  
 Sample Target: 2030  
 % Below Line: 0.0  
 % Not Listed: 11.5

1992 Revenue: \$104,000,000  
 HH Inc.: \$36,639  
 Retail \$: 25.0 Bil  
 Pop per Station: 120,176  
 #1 Biller: WSB \$11,600,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUN 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WVEE-F (B)	597/13.3	11.1	12.1	11.9	13.4	12.1	639/5838	5293/21.0	20.1	20.9	I	WVEE-F
2. WKHX-F (C)	430/ 9.6	9.0	8.7	8.3	8.0	8.9	497/6111	5039/20.0	17.9	16.7	G	WKHX-F
3. WPCH-F (SAC)	362/ 8.0	6.9	8.6	6.7	6.6	7.6	402/6030	5142/20.4	21.5	18.6	I	WPCH-F
4. WSB -F (AC)	293/ 6.5	5.8	7.4	6.6	7.8	6.6	332/5593	4850/19.2	19.2	20.2	I	WSB -F
5. WSTR-F (CHR/AC)	277/ 6.2	5.9	3.6	4.0	4.9	4.9	297/4717	4191/16.6	13.3	15.5	F	WSTR-F
6. WALR-F (B/AC)	265/ 5.9	6.1	5.5	5.7	3.9	5.8	303/3758	3287/13.0	12.6	10.2	E	WALR-F
7. WGST (N/T)	250/ 5.6	5.2	4.7	5.9	5.7	5.4	275/4295	3859/15.3	13.2	14.5	G	WGST
8. WSB (FS)	238/ 5.3	5.8	5.4	5.3	5.7	5.5	264/4473	3902/15.5	17.3	17.8	I	WSB
9. WYAY-FF (C)	234/ 5.2	6.7	6.4	6.5	5.8	6.2	418/5773	3423/13.6	15.5	13.6	H	WYAY-FF
10. WZGC-F (CL AOR)	217/ 4.8	4.6	4.0	4.7	4.3	4.5	259/4468	3790/15.0	13.7	14.6	G	WZGC-F
11. WKLS-F (AOR)	208/ 4.6	5.0	5.6	5.5	6.4	5.2	261/4709	3718/14.7	13.8	16.5	H	WKLS-F
12. WFOX-F (O)	184/ 4.1	4.5	3.5	4.7	4.2	4.2	256/4360	3338/13.2	13.7	13.9	H	WFOX-F
13. WNNX-F (AC)	184/ 4.1	4.0	4.9	4.0	4.6	4.3	208/3481	2948/11.7	15.0	14.7	G	WNNX-F
14. WAOK (G/B)	86/ 1.9	3.4	3.0	3.1	2.4	2.9	86/1111	1111/ 4.4	5.8	6.0	C	WAOK
15. WQXI (BB)	62/ 1.4	1.5	1.4	1.5	1.0	1.5	62/899	892/ 3.5	3.2	3.2		WQXI

12+ FH SHARE (METRO): 81.65% (3253 of 3984) (SPG 92: 80.53%)

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 WPCH-F >	1 WVEE-F >	1 WVEE-F <	1 WVEE-F >	1 WVEE-F >>	1 WVEE-F >
2 WSTR-F	2 WKHX-F	2 WKHX-F	2 WKHX-F	2 WKHX-F	2 WKHX-F	2 WKHX-F	2 WKHX-F <	2 WKHX-F	2 WALR-F	2 WKHX-F
3	3 WSTR-F <	3 WSTR-F <	3 WPCH-F <	3 WPCH-F <	3 WSB <	3 WSB <	3 WPCH-F	3 WPCH-F	3 WPCH-F	3 WALR-F
4	4 WZGC-F <	4 WPCH-F	4 WSB -F <	4 WSB -F <	4 WGST <	4 WSB-F	4 WGST	4 WSTR-F <	4 WSTR-F <	4 WPCH-F
5	5 WKLS-F	5 WALR-F <	5 WALR-F <	5 WALR-F <	5 WSB -F	5 WPCH-F	5 WSB -F	5 WSB -F	5 WSB -F <	5 WSB
6	6 WNNX-F	6 WSB -F	6 WSTR-F	6 WSTR-F	6 WVEE-F	6 WYAY-FF	6 WSTR-F <	6 WALR-F <	6 WKHX-F	6 WYAY-FF
7	7 WALR-F	7 WZGC-F	7 WZGC-F	7 WZGC-F	7 WFOX-F	7 WKLS-F	7 WALR-F	7 WNNX-F <	7 WGST	7
8	8	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 WVEE-F	1 WVEE-F >	1 WVEE-F	1 WVEE-F >	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WKHX-F
2 WKHX-F	2 WKHX-F <	2 WSTR-F	2 WKHX-F	2 WKHX-F	2 WKLS-F	2 WZGC-F <	2 WZGC-F	2 WZGC-F <	2 WKHX-F
3 WYAY-FF	3 WSTR-F	3 WKHX-F	3 WSB -F <	3 WPCH-F <	3 WNNX-F	3 WKLS-F	3 WKLS-F	3 WKHX-F	3 WZGC-F <
4 WNNX-F	4 WSB -F	4 WSB -F	4 WSTR-F <	4 WSB -F	4 WZGC-F	4 WKHX-F <	4 WKHX-F	4 WKLS-F	4 WGST
5 WSTR-F	5 WYAY-FF	5 WALR-F	5 WPCH-F	5 WSTR-F	5 WKHX-F	5 WNNX-F >	5 WNNX-F	5 WGST	5 WPCH-F
6 WSB -F	6 WALR-F <	6 WPCH-F	6 WALR-F	6 WALR-F	6	6 WALR-F <	6 WSTR-F	6 WALR-F	6 WKLS-F <
7	7 WNNX-F	7 WYAY-FF	7 WYAY-FF	7 WYAY-FF	7	7 WSTR-F	7 WALR-F	7 WNNX-F	7 WALR-F <
8	8	8	8	8	8	8	8	8	8 WFOX-F

FORMATS	AM	FH	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
AC		477 ( 2)	477 ( 2)	12.0	NM	WAFS (REL) 920 Atlanta	0.5/1.2/ 22/ 310	
AOR/CLASSIC AOR		425 ( 2)	425 ( 2)	10.7	12.1	WCNN (SPRTS) 680 N. Atlanta	0.6/4.4/ 32/1209	
COUNTRY		664 ( 3)	664 ( 3)	16.7	16.3	WHNE (REL) 1170 Cumming	0.4/0.6/ 18/ 148	
NEWS/TALK	277 ( 2)		277 ( 2)	7.0	7.8	WIGO (B) 1340 Atlanta	0.3/0.9/ 15/ 215	
TOP 40/CHR/CONTEMP		277 ( 1)	277 ( 1)	7.0	5.3	WYZE (G) 1480 Atlanta	0.3/1.2/ 13/ 307	
BLACK/URBAN	15 ( 1)	862 ( 2)	877 ( 3)	22.0	19.7			
SOFT AC		362 ( 1)	362 ( 1)	9.1	7.5			
HISPANIC								
OLDIES		186 ( 1)	186 ( 1)	4.7	NA			
FULL SVC/VARIETY	238 ( 1)		238 ( 1)	6.0	6.5			
NOSTALGIA	62 ( 1)		62 ( 1)	1.6	1.1			
RELIGION/GOSPEL	139 ( 4)		139 ( 4)	3.5	4.7			
CLASSICAL								
JAZZ/NEW AC								
OTHERS UNKNOWN								
	731 ( 9)	3253 (12)	3984 (21)					

ATLANTA  
-----

RADIO STATIONS  
-----

AM STATIONS  
-----

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

FM STATIONS  
-----

WALR,	104.7,	100 KW @ 981	,	Black AC	UNISTR,	\$ 66.00	(Banner)	(ATHENS)
WNNX,	99.7,	100 KW @ 1033	,	AC/AOR		\$160.00	(HMR)	Susquehanna
WFOX,	97.1,	97 KW @ 1571	,	Oldies		\$167.00	(Group W)	Shamrock (GAINESVILLE)
WKHX,	101.5,	99 KW @ 968	,	Country		\$135.00	(Katz)	Cap Cities/ABC
WKLS,	96.1,	99 KW @ 984	,	AOR	SOURCE,	\$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/CHR		\$138.00	(CBS)	Jeff-Pilot
WVEE,	103.3,	100 KW @ 1020	,	Black	ABC,	\$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		\$170.00	(Mc-Guild)	NewCity (GAINESVILLE)
WZGC,	92.9,	99 KW @ 909	,	Classic AOR		\$150.00	(D&R)	Infinity

Miscellaneous: WYAY-F (Gainesville) sold by NewCity to Cap Cities/ABC (D) for \$19,000,000 (MVP) . . . WYAI-F (La Grange) sold by NewCity to Cox (D) for \$8,000,000 (MVP). . . WCNN changes from News to Sports (June). . .



ATLANTIC CITY

Arbitron Rank/Pop (12+): 163/194,300  
 MSA Rank/Pop: 148/324600  
 Philadelphia ADI  
 Average Person Ratings: 17.8  
 Market TSL: 23.50 hours

Stations: 29/11  
 Diaries: 586/332:1/41.2%  
 Sample Target: 610  
 % Below Line: 27.8  
 % Not Listed: 12.5

1992 Revenue: \$6,800,000  
 HH Inc.: \$32,647  
 Retail \$: 3.2 Bil  
 Pop per Station: 17,664  
 #1 Biller: WAVV-F \$2,200,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WFPG-F (SAC)	45/13.0	10.0	10.1	11.7	13.5	----	56/592	454/23.4	20.3	20.9	D	WFPG-F
2. WAVV-F (AC)	28/ 8.1	8.1	10.1	9.9	10.4	----	32/520	432/22.2	21.5	25.2	D	WAVV-F
3. WRDR-F (BB)	27/ 7.8	7.2	4.8	5.5	7.0	----	31/348	266/13.7	11.8	9.5	B	WRDR-F
4. WTTT-F (B)	22/ 6.4	5.0	5.6	----	----	----	24/251	225/11.6	9.8	11.5	A	WTTT-F
5. WOND (T)	19/ 5.5	3.4	3.5	5.2	1.8	----	24/296	235/12.1	11.2	9.6	A	WOND
WBSB-F (CHR)	19/ 5.5	6.3	7.4	8.5	3.1	----	27/481	323/16.6	16.0	18.5	C	WBSB-F
7. WMID-F (AC)	17/ 4.9	4.4	3.5	5.8	4.6	----	22/342	290/14.9	14.7	15.4	B	WMID-F
WZXL-F (AOR)	17/ 4.9	2.8	2.7	3.5	3.4	----	42/466	228/11.7	12.5	13.1		WZXL-F
9. WMGM-F (AC)	16/ 4.6	4.1	3.7	4.4	3.4	----	18/316	242/12.5	13.3	15.4	B	WMGM-F
10. WKOE-F (C)	12/ 3.5	2.5	2.1	2.9	1.5	----	14/198	156/ 8.0	5.4	6.9		WKOE-F
11. WMID (BB)	10/ 2.9	4.4	3.5	5.8	4.6	----	14/230	150/ 7.7	9.2	7.7		WMID

12+ FM SHARE (METRO): 86.09% (260 of 302) (SPG 92: 86.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSB-F>>	1 WFPG-F	1 WFPG-F	1 WFPG-F>	1 WFPG-F>	1 WFPG-F	1 WFPG-F	1 WFPG-F>	1 WFPG-F>	1 WBSB-F	1 WMID
2 WAVV-F>	WAVV-F	2 WAVV-F	2 WTTT-F<	2 WTTT-F	WRDR-F>	2 WRDR-F	2 WTTT-F<	2 WAVV-F	2 WFPG-F<	2 WTTT-F
3 WIOQ-F	3 WZXL-F	3 WTTT-F	3 WMID-F<	3 WMID-F<	3 WOND	3 WAVV-F	3 WAVV-F<	3 WTTT-F	3 WZXL-F	3 WRDR-F
4	4 WTTT-F	4 WZXL-F	4 WAVV-F	4 WAVV-F	4	4 WTTT-F	4 WRDR-F	4 WBSB-F	4 WRDR-F	4 WAVV-F
5	5 WMID-F	5 WMID-F	5	5	5	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 WAVV-F	1 WFPG-F<	1 WFPG-F	1 WFPG-F	1 WFPG-F>		1 WZXL-F	1 WZXL-F>	1 WFPG-F	1 WZXL-F	1 WFPG-F<
2 WFPG-F	2 WAVV-F>	2 WAVV-F	2 WAVV-F	2 WTTT-F		2 WAVV-F	2 WAVV-F	WMID-F	2 WMID-F	2 WMID-F>
WBSB-F	3 WBSB-F	3 WTTT-F	3 WTTT-F>	3 WAVV-F>		3 WMGM-F	WMID-F	3 WZXL-F	3 WFPG-F	3 WZXL-F
4	4 WTTT-F	4 WZXL-F	4	4		WTTT-F	4 WFPG-F	4 WAVV-F	4 WAVV-F	4 WIP
5	5	WMID-F	5	5			WTTT-F	WTTT-F	5	5

FORMATS	AH	FH	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	SHARE/RTG/AQH/CUME
AC		66 ( 5)	66 ( 5)	22.0	NH		WFPG (SAC) 1450 ATLANTIC CITY	0.3/3.2/ 1/ 76
AD/CLASSIC		33 ( 3)	33 ( 3)	11.0			WUSS (B) 1490 ATLANTIC CITY	0.6/4.3/ 2/ 87
COUNTRY		20 ( 2)	20 ( 3)	7.0	7.3		WKTU-F (O) 98.3 OCEAN CITY	1.2/7.6/ 10/276
NEWS/TALK	28 ( 4)	5 ( 2)	33 ( 6)	11.0	7.3		WSKR-F (SPRTS)102.7 PETERSBURG	0.9/3.1/ 4/ 78
TOP 40/CHR/CONTEMP		24 ( 2)	24 ( 2)	8.0	11.4		See New York or Philadelphia for more information aboutthe following...	
BLACK/URBAN		22 ( 1)	24 ( 2)	8.0	10.5			
SOFT AC	1 ( 1)	48 ( 2)	49 ( 3)	16.2	14.0			
HISPANIC							WABC 0.6/2.9	WMHR-F 2.9/10.7
OLDIES	1 ( 1)	11 ( 2)	12 ( 3)	4.0	NA		WBEB-F 0.9/2.6	WUGL 0.3/2.3
FULL SVRC/VARIETY							WFAN 0.3/2.1	WUGL-F 2.0/5.4
NOSTALGIA	10 ( 1)	27 ( 1)	37 ( 2)	12.2	9.8		WFLN-F 1.2/2.7	WWDB-F 0.6/2.7
RELIGION/GOSPEL							WIOQ-F 1.4/6.6	WXTU-F 2.3/7.9
CLASSICAL		4 ( 1)	4 ( 1)	1.3			WIP 1.7/5.3	WYSP-F 1.7/6.8
JAZZ/NEW AC					5.7		WMGK-F 0.3/2.6	WYXR-F 1.2/4.5
OTHERS UNKNOWN								
	42 ( 8)	260 (21)	302 (29)					

RADIO STATIONS

WFPG , 1450, 1 KW	-- SEE WFPG-F							
WMID , 1340, 1 KW	, Nostalgia				NBC, NBC-T, \$14.00	(Banner)		
WOND , 1400, 1 KW	, Talk				ABC, CNN, \$15.00	(Mc-Guild)		
WUSS , 1490, 1 KW/250 W	, Black				AURN, \$13.00	(K & P)		
WAVV-F, 95.1, 50 KW @ 331	, AC				, \$45.00	(Katz)		
WBSB-F, 97.3, 50 KW @ 142	, CHR				, \$23.00	(D & R)		
WFPG-F, 96.9, 50 KW @ 298	, Soft AC/EZ				, \$36.00	(Eastman)	(MILLVILLE)	
WMGM-F, 103.7, 50 KW @ 348	, AC				, \$19.00	(Mc-Guild)	Hartstone/Dickstein	
WMID-F, 99.3, 3.4 KW @ 268	, AC				, \$17.00	(Banner)	(PLEASANT.)	
WRDR-F, 104.9, 10 KW @ 508	, Nostalgia				AP, \$15.00	( --- )	(EGG HARBOR)	
WTTT-F, 96.1, 2.3 KW @ 371	, Black				SMN, \$13.00	( --- )	(MRGATE.)	
WKTU-F, 98.3, 3 KW @ 328	, Oldies				, \$14.00	(Christal)	(OCEAN C.)	
WKOE-F, 106.3, 3 KW @ 308	, Country				SMN, \$18.00	(Eastman)	(OCEAN C.)	
WZXL-F, 100.7, 38 KW @ 101	, AOR				, \$15.00	(D & R)	Ragen Henry (WILDWOOD)	

Other ranked stations -- see Philadelphia

AUGUSTA  
-----

Arbitron Rank/Pop (12+): 113/329,500  
MSA Rank/Pop: 118/401,900  
ADI # 111  
Average Person Ratings: 16.8  
Market TSL: 22.25 hours

Stations: 21/19  
Diaries: 964/342:1/50.6%  
Sample Target: 810  
% Below Line: 0.9  
% Not Listed: 10.5

1992 Revenue: \$8,800,000  
HH Inc.: \$29,543  
Retail \$: 3.0 Bil  
Pop per Station: 17,342  
#1 Biller: WBBQ-AF \$2,900,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WFXA-FF (B)	105/19.0	19.1	15.6	14.6	15.6	----	120/1108	903/27.4	26.8	24.8	C	WFXA-FF
2. WBBQ-AF (AC/CHR)	95/17.2	18.3	19.6	18.2	23.0	----	116/1555	1229/37.3	33.0	38.4	D	WBBQ-AF
3. WKXC-F (C)	69/12.5	13.5	12.2	14.6	14.4	----	97/1202	884/26.8	24.0	27.1	C	WKXC-F
4. WZNY-F (AC)	35/ 6.3	7.8	9.0	7.6	7.8	----	62/932	613/18.6	20.3	22.0	C	WZNY-F
5. WRXR-F (AOR)	34/ 6.1	5.0	6.6	7.5	5.7	----	43/609	509/15.4	13.7	18.1	B	WRXR-F
6. WGAC (T)	29/ 5.2	5.5	3.8	4.0	2.9	----	30/4345	388/11.8	10.9	9.9	B	WGAC
7. WSLT-F (SAC)	23/ 4.2	3.9	4.8	4.3	5.4	----	27/495	441/13.4	7.7	8.1		WSLT-F
8. WGUS-F (C)	19/ 3.4	3.0	4.9	3.6	4.3	----	23/452	386/11.7	10.3	12.6	A	WGUS-F
9. WKZK (G)	16/ 2.9	4.6	4.3	9.2	5.0	----	18/107	95/12.9	4.4	8.4	A	WKZK
10. WGOR-F (O)	15/ 2.7	1.5	1.0	2.6	1.4	----	15/312	307/ 9.3	7.1	6.2		WGOR-F
11. WTHB (G)	14/ 2.5	.6	3.3	.5	----	----	17/146	117/ 3.6	2.1	4.8		WTHB
12. WTHO-F (C)	11/ 2.0	.9	1.5	1.0	----	----	13/146	75/ 2.3	2.5	3.4		WTHO-F
13. WCHZ-F (JINAC)	10/ 1.8	----	----	----	----	----	12/189	171/ 5.2	----	----		WCHZ-F
14.												
15.												

12+ FM SHARE (METRO): 85.48% (424 of 496) (SPG 92: 86.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFXA-F>>	1 WFXA-FF>	1 WFXA-FF	1 WFXA-FF	1 WFXA-FF<	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>	1 WFXA-FF	1 WFXA-FF>>	1 WBBQ-F
2 WKXC-F	2 WBBQ-AF>	2 WBBQ-AF	2 WBBQ-AF	2 WBBQ-AF	2 WKXC-F	2 WFXA-FF<	2 WFXA-FF<	2 WBBQ-AF>	2 WBBQ-AF<	2 WFXA-F
3 WBBQ-AF	3 WRXR-F<	3 WKXC-F>	3 WKXC-F>	3 WKXC-F>	3 WFXA-FF>	3 WKXC-F>	3 WKXC-F>	3 WKXC-F>	3 WKXC-F	3 WKXC-F
4	4 WKXC-F>>	4 WRXR-F	4 WRXR-F	4 WZNY-F	4 WGAC	4 WZNY-F	4 WGAC	4 WRXR-F	4 WRXR-F	4
5	5 WZNY-F	5 WZNY-F	5 WZNY-F	5 WRXR-F	5 WZNY-F	5 WRXR-F	5 WZNY-F	5 WZNY-F	5 WGAC	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 WFXA-FF	1 WFXA-FF>	1 WFXA-FF	1 WFXA-FF>	1 WFXA-FF<	1 WFXA-FF	1 WFXA-FF>	1 WFXA-FF	1 WFXA-FF	1 WBBQ-AF<
2 WBBQ-AF	2 WBBQ-AF>	2 WBBQ-AF	2 WBBQ-AF	2 WBBQ-AF	2 WBBQ-AF	2 WRXR-F	2 WRXR-F	2 WBBQ-AF	2 WFXA-FF>
3 WKXC-F	3 WKXC-F>	3 WKXC-F	3 WKXC-F>	3 WKXC-F>	3 WKXC-F	3 WBBQ-AF	3 WBBQ-AF	3 WRXR-F<	3 WKXC-F<
4 WRXR-F	4 WRXR-F	4	4 WZNY-F	4 WZNY-F>	4	4 WKXC-F>	4	4 WKXC-F>	4 WRXR-F>
5	5 WZNY-F	5	5	5 WSLT-F	5	5 WGAC	5	5 WZNY-F	5 WZNY-F
					6	6	6	6	6 WGAC

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	SHARE/RTG/AQH/CUME
AC	2 ( 1)	133 ( 3)	135 ( 4)	27.2	NM	WAJY (AC) 102.7	NwE11n SC 0.9/3.0/ 5/ 104
AOR/CLASSIC		34 ( 1)	34 ( 1)	7.0	7.4	WCHZ (J/NAC) 95.1	Harlem 1.8/5.2/ 12/ 189
COUNTRY		102 ( 4)	102 ( 1)	21.0	22.3	WFAM (REL) 1050	Augusta 0.5/1.9/ 3/ 66
NEWS/TALK	29 ( 1)		29 ( 1)	6.0	4.3	WRDW (B) 1480	Augusta 1.1/2.2/ 6/ 71
TOP 40/CHR/CONTEMP					22.1	WTWA (?) 1240	Thomson 0.4/1.0/ 2/ 43
BLACK/URBAN	6 ( 1)	107 ( 3)	113 ( 4)	23.0	17.1	WCOS (C) 97.5	Columbia, SC 0.5/3.2/ 11/ 210
SOFT AC		23 ( 1)	23 ( 1)	5.0	5.4	WDM (B) 101.3	Sumter, SC 0.4/1.5/ 6/ 149
HISPANIC							
OLDIES		15 ( 1)	15 ( 1)	3.0	NA		
FULL SVRC/VARIETY							
NOSTALGIA							
RELIGION/GOSPEL	33 ( 3)		33 ( 3)	7.0	8.6		
CLASSICAL							
JAZZ/NEW AC		10 ( 1)	10 ( 1)	2.0			
OTHERS UNKNOWN	2 ( 1)		2 ( 1)	.4	.9		
	72 ( 7)	424 (14)	496 (21)				

AUGUSTA

-----

RADIO STATIONS

-----

WGAC	,	580,	5 KW/1 KW (DA-N)	,	Talk		CBS, \$15.00	(Roslin)	Beasley
WKZK	,	1600,	500 W (DAYS)	,	Gospel		AURN, \$11.00	(Dora)	
WTHB	,	1550,	5 KW/11 W	,	Gospel/Black		ABC, \$ 9.00	(Katz)	
WBBO-F,		104.3,	100 KW @ 1000	,	CHR		ABC, \$70.00	(Eastman)	
WSLT-F,		98.3,	2.8 KW @ 485	,	Soft AC		AP, \$15.00	( --- )	(CLEARWATER, SC)
WFXA-F,		103.1,	3 KW @ 298	,	Black		ABC CBS, \$27.00	(Katz)	
WGUS-F,		102.3,	1.5 KW @ 666	,	Country		, \$17.00	(Torbet)	Benchmark
WKXC-F,		99.5,	23 KW @ 728	,	Country		HBS, \$30.00	(Mc-Guild)	(AIKEN, SC)
WGOR-F,		94.3,	6 KW @ 298	,	Oldies		CNN, \$10.00	(K & P)	(MARTINEZ)
WRXR-F,		96.3,	15 KW @ 899	,	AOR/Classic		ABC, \$21.00	(Christal)	(AIKEN, SC)
WTHO-F,		101.7,	3 KW @ 298	,	Country		NBC, \$ 9.00	(Regional)	(THOMSON)
WZNY-F,		105.7,	100 KW @ 1168	,	AC		UNISTR AP, \$42.00	(Torbet)	Benchmark

Miscellaneous: WCNA changes to WSLT-F (March) . . . WMTZ-F changes to WGOR-F (Dec 92). . . WGUS A/F sold by HVS to Benchmark (D) for \$1,200,000. . .

AUSTIN

Arbitron Rank/Pop (12+): 59/686,200  
 MSA Rank/Pop: 66/762,000  
 Average Person Ratings: 16.7  
 Market TSL: 22.00 hours

Stations: 27/20  
 Diaries: 1112/617:1/47.1%  
 Sample Target: 1100  
 % Below Line: 3.7  
 % Not Listed: 14.2

1992 Revenue: \$25,400,000  
 HH Inc.: \$31,525  
 Retail \$: 6.8 Bill  
 Pop per Station: 34,310  
 #1 Biller: KASE-F \$6,000,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KASE-F (C)	155/13.5	14.4	15.2	16.3	15.3	14.9	225/2631	1918/28.0	29.2	28.4	G	KASE-F
2. KHFI-F (CHR)	113/ 9.9	7.5	8.5	7.9	7.2	8.5	127/1899	1681/24.5	19.9	21.7	C	KHFI-F
3. KLBJ-F (AOR)	108/ 9.4	7.1	6.6	7.7	6.4	7.7	124/1665	1453/21.2	19.3	16.9	D	KLBJ-F
4. KLBJ (N/T)	77/ 6.7	6.9	6.9	6.0	6.3	6.6	88/1448	1296/18.9	16.8	15.8	D	KLBJ
5. KKMJ-F (SAC)	71/ 6.2	7.0	7.7	7.1	8.3	7.0	82/1298	1116/16.3	17.7	20.3	D	KKMJ-F
6. KPEZ-F (CL AOR)	62/ 5.4	3.5	4.3	5.3	4.8	4.6	69/1181	1075/15.7	12.7	12.5	C	KPEZ-F
7. KVET-F (C)	55/ 4.8	6.0	6.1	4.9	5.8	5.5	67/1247	1042/15.2	15.3	13.7	D	KVET-F
KEYI-F (AC)	55/ 4.8	3.3	2.7	3.4	3.1	3.6	59/1071	964/14.0	9.6	12.9	B	KEYI-F
9. KGSR-F (AOR)	42/ 3.7	4.5	5.8	4.6	3.6	4.7	50/825	783/11.4	11.6	9.4	C	KGSR-F
10. KFGI-AF (C)	38/ 3.3	2.3	2.0	3.2	2.3	2.7	43/982	844/12.3	7.6	7.9	B	KFGI-AF
11. KKL-B (SP)	31/ 2.7	0.8	1.1	---	---	---	33/244	238/ 3.5	3.3	---		KKL-B
12. KHHT-F (CHR/AC)	27/ 2.4	1.8	2.4	2.5	4.1	2.3	54/1194	645/ 9.4	11.1	13.2	B	KHHT-F
13. KNNC-F (J/NAC)	21/ 1.8	1.7	1.7	1.8	1.7	1.8	23/542	464/ 6.8	7.2	7.4	A	KNNC-F
14. KLTD-F (O)	20/ 1.7	3.2	1.1	1.3	2.2	1.8	48/780	387/ 5.6	4.8	9.0	C	KLTD-F
15. KMOW (BB)	17/ 1.5	1.5	1.7	2.0	1.6	1.8	17/199	199/ 2.9	3.4	3.0	A	KMOW
16. KTXZ (SP)	14/ 1.2	1.2	1.5	1.2	1.6	1.3	14/121	121/ 1.8	3.2	3.7	A	KTXZ
17. KVET (C)	13/ 1.1	0.7	1.1	1.5	0.7	1.1	19/395	301/ 4.4	3.8	2.6		KVET
KIXL (REL)	13/ 1.1	1.5	0.8	1.4	0.9	1.2	15/336	298/ 4.3	2.8	2.4		KIXL
19.												
20.												

12+ FM SHARE (METRO): 83.28% (817 of 981) (SPG 92: 84.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KHFI-F >>	1 KLBJ-F <	1 KASE-F <	1 KLBJ-F <	1 KASE-F <	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KHFI-F <	1 KASE-F
2 KASE-F	2 KHFI-F <	2 KLBJ-F	2 KASE-F >	2 KLBJ-F >	2 KLBJ <	2 KLBJ-F	2 KLBJ-F	2 KHFI-F <	2 KASE-F >>	2 KLBJ
3 KVET-F >	3 KASE-F >>	3 KHFI-F >	3 KPEZ-F <	3 KHFI-F <	3 KKMJ-F >>	3 KHFI-F	3 KHFI-F	3 KLBJ-F >	3 KLBJ-F	3 KHFI-F >
4	4 KPEZ-F	4 KPEZ-F	4 KHFI-F	4 KPEZ-F	4	4 KVET-F	4 KLBJ <	4 KLBJ	4 KVET-F	4 KLBJ-F
5	5 KEYI-F	5 KEYI-F	5 KKMJ-F	5 KKMJ-F	5	5 KLBJ	5 KKMJ-F	5 KKMJ-F <	5 KEYI-F	5
6	6	6 KKMJ-F	6	KLBJ	6	6 KKMJ-F	6 KPEZ-F	6 KPEZ-F	6	6
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 KHFI-F	1 KHFI-F	1 KASE-F	1 KHFI-F <	1 KASE-F	1 KHFI-F	1 KLBJ-F >>	1 KLBJ-F	1 KLBJ-F >	1 KLBJ-F >
2 KASE-F	2 KASE-F >	2 KHFI-F	2 KASE-F >	2 KKMJ-F <	2 KLBJ-F	2 KASE-F	2 KASE-F	2 KASE-F >	2 KASE-F >
3 KEYI-F	3 KLBJ-F	3 KLBJ-F	3 KKMJ-F >	3 KHFI-F >	3 KASE-F	3 KHFI-F	3 KPEZ-F	3 KPEZ-F	3 KPEZ-F
4 KPEZ-F	4 KEYI-F	4 KGSR-F	4 KLBJ-F <	4 KLBJ-F	4 KPEZ-F	4 KPEZ-F	4 KHFI-F	4 KHFI-F	4 KLBJ
5 KHHT-F	5 KPEZ-F	5 KPEZ-F	5 KPEZ-F <	5 KGSR-F	5 KLBJ	5	5 KKL-B <	5 KLBJ <	5 KEYI-F
KKL-B	6	KVET-F	6 KEYI-F	6 KPEZ-F	6	6	6	6 KEYI-F	6 KKL-B
KKMJ-F	7	7 KKMJ-F	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		55 ( 1)	55 ( 1)	5.6	NH		KELG (SP) 1440 Elgin	0.6/1.2/ 7/	85	
AOR/CLASSIC AOR		216 ( 4)	216 ( 4)	22.0	22.1					
COUNTRY	14 ( 2)	251 ( 4)	265 ( 6)	27.0	27.8	KISS-F (AOR) 99.5	San Antonio	0.3/2.0/ 6/	169	
NEWS/TALK	88 ( 3)		88 ( 3)	9.0	9.2	KSAH (SP) 720	San Antonio	0.5/1.6/ 10/	142	
TOP 40/CHR/CONTEMP		140 ( 2)	140 ( 2)	14.3	14.4	KTSA (T) 550	San Antonio	0.3/2.4/ 9/	240	
BLACK/URBAN						KXTN-F (SP) 107.5	San Antonio	1.0/2.7/ 12/	225	
SOFT AC		71 ( 1)	71 ( 1)	7.2	10.5	WACO-F (C) 99.9	Waco	0.3/1.2/ 36/	535	
HISPANIC	27 ( 3)	43 ( 2)	70 ( 5)	7.1	3.2	WBAP (FS/C) 820	Ft. Worth	0.4/1.0/ 11/	205	
OLDIES		20 ( 1)	20 ( 1)	2.0	NA	WOAI (N/T) 1200	San Antonio	0.6/4.0/ 14/	406	
FULL SVC/VARIETY	5 ( 1)		5 ( 1)	0.5	NA					
NOSTALGIA	17 ( 1)		17 ( 1)	1.7	2.0					
RELIGION/GOSPEL	13 ( 1)		13 ( 1)	1.3	1.1					
CLASSICAL										
JAZZ/NEW AC		21 ( 1)	21 ( 1)	2.1	NA					
OTHERS UNKNOWN										
	164 (11)	817 (16)	981 (27)							

AUSTIN

-----

RADIO STATIONS

-----

KLBJ	,	590,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS, \$40.00	(Eastman)	
KMOW	,	1490,	1 KW	Nostalgia	UNISTR CNN, \$20.00	(Christal)	
KTXZ	,	1560,	2.5 KW (DA-2)	Hispanic	UNISTR, \$19.00	(Lotus)	
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	UNISTR, \$22.00	(MMR)	(LULING)
KHHT-F,	93.3,	93 KW @ 1948	,	Country	,\$ 44.00	(Banner)	Booth (KILLEEN)
KEYI-F,	103.5,	90 KW @ 1246	,	AC	,\$ 35.00	(Christal)	
KGSR-F,	107.1,	46 KW @ 518	,	AOR	,\$ 33.00	(Mc-Guild)	Beasley (BASTROP)
KHFI-F,	96.7,	100 KW @ 686	,	CHR	,\$ 36.00	(Christal)	Clear Channel (GEORGETOWN)
KKLB-F,	92.5,	1.6 KW @ 449	,	Hispanic	,\$ 14.00	(Caballero)	(ELGIN)
KKMJ-F,	95.5,	100 KW @ 1000	,	Soft AC	,\$ 61.00	(MMR)	Amaturo
KLBJ-F,	93.7,	97 KW @ 1050	,	AOR	CBS, MBS, \$64.00	(Eastman)	
KLTD-F,	98.9,	19 KW @ 298	,	Oldies	UNISTR, \$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	ABC, \$40.00	(Katz)	Spur

Miscellaneous: KHXX-F: from AC/CHR to Country (Feb) . . . KHXX-F sold by Booth/Genesis to KLBJ A/F for \$2,500,000 (Chapin) . . .  
 KHXX-F changed calls to KHHT-F (May) . . .

BAKERSFIELD

Arbitron Rank/Pop (12+): 89/397,200

Stations: 28/24  
Diaries: 856/464:1/48.3%  
Sample Target: 830  
% Below Line: 4.6  
% Not Listed: 13.7

1992 Revenue: \$13,200,000  
HH Inc.: \$34,834  
Retail \$: 3.6 Bil  
Pop per Station: 16,550  
#1 Biller: KUZZ-AF \$2,500,000

MSA Rank/Pop: 91/558,000  
ADI # 131  
Average Person Ratings: 16.6  
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KUZZ-F (C)	90/13.7	15.9	16.6	15.9	14.2	15.5	101/1286	1145/28.8	27.9	27.2	D	KUZZ-F
2. KXXX-F (CHR)	78/11.8	9.2	10.6	10.2	10.3	10.5	78/1075	1057/26.6	23.7	22.2	C	KXXX-F
3. KERN (N/T)	51/ 7.7	6.8	6.7	6.8	6.9	7.0	53/ 660	628/15.8	14.6	14.8	C	KERN
4. KRAB-F (AOR)	39/ 5.9	6.9	4.8	6.0	7.2	5.9	39/ 530	530/15.3	11.1	12.9	B	KRAB-F
5. KGFH-F (SAC)	34/ 5.2	5.8	3.2	4.9	5.2	4.8	34/ 499	471/11.9	8.9	10.9	B	KGFH-F
6. KERN-F (O)	30/ 4.6	3.6	3.3	4.4	2.7	4.0	30/ 600	589/14.8	11.1	10.9	B	KERN-F
7. KSUV-AF (SP)	26/ 4.0	4.8	2.2	4.0	3.1	3.8	26/ 283	283/ 7.1	5.3	6.3	A	KSUV-AF
8. KLLY-F (AC)	24/ 3.6	3.9	3.8	5.2	4.1	4.1	25/ 369	360/ 9.1	10.0	10.2	C	KLLY-F
9. KIWI-F (SP)	22/ 3.3	3.0	2.1	1.1	3.0	2.4	23/ 212	196/ 4.9	5.4	4.1	A	KIWI-F
KKBB-F (CL AOR)	22/ 3.3	2.7	2.4	2.3	3.6	2.7	22/ 375	365/ 9.2	7.6	8.5	B	KKBB-F
11. KWAC (SP)	20/ 3.0	---	4.9	4.2	5.2	---	20/ 250	235/ 5.9	7.7	9.4		KWAC
12. KNZR (N/T)	16/ 2.4	2.9	1.7	1.8	0.8	2.2	17/ 267	257/ 6.5	7.3	5.2	A	KNZR
13. KCWR (C)	15/ 2.3	2.7	2.4	4.9	3.8	3.1	16/ 282	247/ 6.2	5.4	5.5	A	KCWR
14. KCNQ-F (C)	14/ 2.1	1.9	1.4	1.1	1.3	1.6	15/ 102	92/ 2.3	1.5	2.6		KCNQ-F
15. KTIE-F (C)	13/ 2.0	1.3	1.0	1.8	1.1	1.2	16/ 325	294/ 7.4	5.1	4.0		KTIE-F
KMYX-AF (AC/O)	13/ 2.0	0.7	2.3	2.3	1.3	1.8	13/ 234	224/ 5.6	4.1	5.0		KMYX-AF
16.												
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 75.22% (428 of 569) (SPG 92: 70.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KXXX-F>>	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F	1 KUZZ-F>	1 KERN <	1 KUZZ-F<	1 KXXX-F>	1 KUZZ-F>
2 KUZZ-F>	2 KXXX-F	2 KXXX-F	2 KXXX-F>	2 KXXX-F	2 KERN >	2 KERN <	2 KUZZ-F	2 KXXX-F>	2 KUZZ-F>	2 KVI-F<
3	3 KRAB-F>	3 KRAB-F	3 KERN	3 KERN	3 KGFH-F	3 KXXX-F>>	3 KXXX-F>	3 KRAB-F	3 KRAB-F	3 KCNQ-F
4	4 KSUV-AF	4 KERN	4 KRAB-F<	4 KERN-F	4 KERN-F	4	4 KGFH-F	4 KERN	KERN-F<	KRAB-F
5	5 KKBB-F	5 KERN-F	5 KERN-F	5 KRAB-F	5 KXXX-F	5	5 KRAB-F	5 KGFH-F<	5 KSUV-F	KXXX-F
6	6	6	6	6	6	6	6	6 KKBB-F	6	6 KERN-F
7	7	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 KXXX-F	1 KUZZ-F<	1 KUZZ-F	1 KUZZ-F<	1 KUZZ-F	1 KXXX-F	1 KRAB-F>	1 KRAB-F	1 KUZZ-F	1 KUZZ-F
2 KUZZ-F	2 KXXX-F>>	2 KXXX-F	2 KXXX-F>>	2 KXXX-F	2 KUZZ-F	2 KUZZ-F	KUZZ-F	2 KRAB-F<	2 KERN
3 KRAB-F	3 KRAB-F	3 KLLY-F	3 KLLY-F	3 KLLY-F	3 KRAB-F	3 KXXX-F	3 KKBB-F	3 KERN	3 KRAB-F
KCHT-F	KIWI-F	4 KIWI-F	4 KGFH-F	4 KGFH-F	4	4 KKBB-F	4 KERN	4 KXXX-F	4 KERN-F
5	5 KLLY-F	5	5 KIWI-F	5 KERN-F	5	5 KERN	KSUV-AF	5 KKBB-F	5 KKBB-F
6	6 KSUV-AF	6	6	6	6	6	6	6 KERN-F	6

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
AC		24 ( 1)	24 ( 1)	4.2	NM	KBID (?)	1350 Bakersfield 1.1/4.6/ 7/ 197
AOR/CLASSIC AOR		64 ( 3)	64 ( 3)	11.2	12.6	KCHT-F (CHR)	99.3 Bakersfield 1.1/4.8/ 8/ 212
COUNTRY	18 ( 2)	123 ( 4)	141 ( 6)	24.8	25.1	KGEO (O)	1230 Bakersfield 0.9/2.7/ 6/ 108
NEWS/TALK	84 ( 4)		84 ( 4)	14.8	8.9	KHIS-F (REL)	96.5 Bakersfield 0.5/2.9/ 3/ 117
TOP 40/CHR/CONTEMP		95 ( 3)	95 ( 3)	16.7	13.7	KVLI-AF (C)	104.5 Lake Isbilla 1.4/2.4/ 9/ 95
BLACK/URBAN						KBOS-F (CHR)	94.9 Tulane 1.5/4.4/ 60/ 756
SOFT AC	5 ( 1)	42 ( 2)	47 ( 3)	8.3	6.0	KFI (T)	640 Los Angeles 1.2/2.4/ 13/ 196
HISPANIC	21 ( 2)	47 ( 2)	68 ( 4)	12.0	16.2	KLOS-F (AOR)	95.5 Los Angeles 0.5/2.3/ 16/ 219
OLDIES	6 ( 1)	30 ( 1)	36 ( 2)	6.3	NA	KMJ (N/T)	580 Fresno 1.4/2.3/ 54/ 560
FULL SVC/VARIETY							
NOSTALGIA							
RELIGION/GOSPEL		3 ( 1)	3 ( 1)	0.5	1.5		
CLASSICAL					3.5		
JAZZ/NEW AC							
OTHERS UNKNOWN	7 ( 1)		7 ( 1)	1.2	2.0		
	141 (11)	428 (17)	569 (28)				

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	UNISTR, \$12.00	(Mc-Guild)	
KWAC ,	1490,	1 KW	, Hispanic	, \$24.00	(Lotus)	
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	UNISTR, \$25.00	(Mc-Guild)	
KIWI-F,	92.1,	6 KW @ 164	, Hispanic	, \$21.00	(CMB5)	
KKBB-F,	97.7,	3 KW @ 298	, Classic AOR	, \$20.00	(Eastman)	(SHAFTER)
KKXX-F,	105.3,	35 KW @ 581	, CHR	, \$32.00	(D & R)	Salem (DELAND)
KLLY-F,	95.3,	13 KW @ 462	, AC	AP, \$22.00	(D & R)	Buckley (OILDALE)
KRAB-F,	106.3,	3.9 KW @ 374	, AOR	, \$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)	

Miscellaneous: KWAC was delisted from the Winter 1993 Arbitron . . . KCHT-F sold to Salem for \$750,000 (MVP) . . .  
 KMQX A/F (Taft) sold for \$322,000 (95%). . . KIWI-F changes from EZ to Hispanic. . .

BALTIMORE

Arbitron Rank/Pop (12+): 19/2,033,200  
 MSA Rank/Pop: 17/2,400,000  
 ADI # 22  
 Average Person Ratings: 19.1  
 Market TSL: 24.75 hours

Stations: 39/21  
 Diaries: 2046/994:1/52.8%  
 Sample Target: 1920  
 % Below Line: 15.8  
 % Not Listed: 12.0

1992 Revenue: \$60,000,000  
 MM Inc.: \$36,013  
 Retail \$: 18.0 B11  
 Pop per Station: 96,819  
 #1 Biller: WBAL \$10,000,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WPOC-F (C)	344/ 8.9	8.2	7.5	8.0	8.7	8.2	376/4262	3736/18.4	16.4	17.3	G	WPOC-F
2. WBAL (N/T)	304/ 7.8	7.7	7.7	10.2	9.5	8.4	312/4288	4071/20.0	18.0	21.8	I	WBAL
3. WXYV-F (B)	228/ 5.9	6.7	6.3	6.4	6.3	6.3	236/3338	3196/15.7	15.0	14.4	G	WXYV-F
4. WQSR-F (O)	222/ 5.7	5.2	5.7	5.9	5.3	5.6	242/3160	2927/14.4	13.8	13.7	H	WQSR-F
5. WLIF-F (SAC)	217/ 5.6	7.2	7.1	7.2	7.3	6.8	227/3074	2877/14.2	16.3	16.6	H	WLIF-F
6. WWMX-F (AC)	211/ 5.4	5.3	5.5	5.3	5.6	5.4	218/3493	3317/16.3	16.6	15.7	H	WWMX-F
7. WERQ-F (CHR)	204/ 5.2	4.0	4.9	4.2	4.7	4.6	210/3211	3029/14.9	13.9	13.3	O	WERQ-F
8. WCBM (T)	185/ 4.8	5.1	3.2	2.5	2.8	3.9	190/1854	1772/ 8.7	7.7	7.5	B	WCBM
9. WIYY-F (AOR)	164/ 4.2	4.0	5.8	5.7	5.2	4.9	204/3571	3009/14.8	17.1	16.0	G	WIYY-F
10. WVRT-F (AC)	125/ 3.2	2.7	2.4	3.7	3.2	3.0	135/2752	2517/12.4	10.5	12.4	D	WVRT-F
11. WHFS-F (AOR)	110/ 2.8	3.4	3.4	3.8	3.7	3.4	120/1971	1805/ 8.9	8.8	9.0	C	WHFS-F
12. WGRX-F (CL AOR)	101/ 2.6	2.2	2.3	2.2	1.7	2.3	145/2767	2126/10.5	8.3	8.0	C	WGRX-F
13. WITH (BB)	91/ 2.3	2.8	3.0	1.8	2.4	2.5	91/917	917/ 4.5	5.3	4.5	B	WITH
14. WWIN-F (B)	87/ 2.2	3.1	3.4	3.0	3.1	2.9	87/1301	1301/ 6.4	8.3	8.0	D	WWIN-F
15. WPGC-F (CHR)	77/ 2.0	1.7	1.3	1.8	1.7	1.7	83/1593	1463/ 7.2	6.1	7.7	D	WPGC-F
17. WRBS-F (REL)	77/ 2.0	1.8	1.6	1.4	1.3	1.7	80/890	825/ 4.1	4.4	4.7	D	WRBS-F
17. WJFK (T)	70/ 1.8	1.4	1.1	1.1	0.7	1.4	71/727	698/ 3.4	3.1	2.5	D	WJFK
WCAO (G)	70/ 1.8	2.6	2.3	1.4	1.6	2.0	75/1100	975/ 4.8	4.4	4.2	D	WCAO
19.												
20.												

12+ FM SHARE (METRO): 74.25% (2540 of 3421) (SPG 92: 75.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WERQ-F	1 WXYV-F	1 WOPC-F	1 WPOC-F	1 WPOC-F	1 WBAL	1 WBAL	1 WPOC-F	1 WPOC-F	1 WBAL	1 WBAL
2 WXYV-F	2 WIYY-F	2 WQSR-F	2 WQSR-F	2 WQSR-F	2 WPOC-F	2 WPOC-F	2 WLIF-F	2 WWMX-F	2 WXYV-F	2 WXYV-F
3 WERQ-F	3 WXYV-F	3 WWMX-F	3 WWMX-F	3 WWMX-F	3 WCBM	3 WQSR-F	3 WBAL	3 WLIF-F	3 WQSR-F	3 WWIN-F
4 WPOC-F	4 WWMX-F	4 WXYV-F	4 WXYV-F	4 WXYV-F	4 WLIF-F	4 WXYV-F	4 WQSR-F	4 WQSR-F	4 WCBM	4 WIYY-F
5 WWMX-F	5 WIYY-F	5 WBAL	5 WBAL	5 WBAL	5 WQSR-F	5 WWMX-F	5 WWMX-F	5 WERQ-F	5 WPOC-F	5 WPOC-F
6 WHFS-F	6 WERQ-F	6 WLIF-F	6 WLIF-F	6 WLIF-F	6	6 WLIF-F	6 WCBM	6 WXYV-F	6	6 WCBM
7 WVRT-F	7 WBAL	7 WIYY-F	7 WIYY-F	7 WIYY-F	7	7 WCBM	7 WERQ-F	7 WCBM	7	7
8	8	8 WLIF-F	8	8	8	8	8	8 WBAL	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 WXYV-F	1 WXYV-F	1 WXYV-F	1 WWMX-F	1 WWMX-F	1 WERQ-F	1 WIYY-F	1 WIYY-F	1 WPOC-F	1 WPOC-F
2 WERQ-F	2 WWMX-F	2 WQSR-F	2 WXYV-F	2 WQSR-F	2 WIYY-F	2 WERQ-F	2 WGRX-F	2 WIYY-F	2 WBAL
3 WIYY-F	3 WERQ-F	3 WWMX-F	3 WQSR-F	3 WLIF-F	3 WXYV-F	3 WXYV-F	3 WPOC-F	3 WQSR-F	3 WQSR-F
4 WWMX-F	4 WQSR-F	4 WVRT-F	4 WLIF-F	4 WPOC-F	4 WHFS-F	4 WPOC-F	4 WXYV-F	4 WBAL	4 WIYY-F
5 WHFS-F	5 WVRT-F	5 WLIF-F	5 WPOC-F	5 WXYV-F	5 WXZL-F	5 WGRX-F	5 WJFK	5 WERQ-F	5 WGRX-F
6 WPGC-F	6 WLIF-F	6 WPOC-F	6 WVRT-F	6 WVRT-F	6 WVRT-F	6 WHFS-F	6	6 WXYV-F	6 WXYV-F
7	7 WPOC-F	7 WERQ-F	7 WERQ-F	7 WBAL	7	7	7	7 WGRX-F	7 WWMX-F
8	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		372 ( 4)	372 ( 4)	10.9	NH	WBGR (G) 860	Baltimore	0.8/2.1/	32/ 432
AOR/CLASSIC AOR		462 ( 6)	462 ( 6)	13.5	7.3	WERQ (T) 1010	Baltimore	0.2/0.9/	9/ 182
COUNTRY		409 ( 3)	409 ( 3)	12.0	11.0	WHLP (FS) 1360	Baltimore	0.8/1.6/	32/ 317
NEWS/TALK	594 ( 5)		594 ( 5)	17.4	16.5	WWIN (G) 1400	Baltimore	1.1/3.0/	42/ 609
TDP 40/CHR/CONTEMP		316 ( 3)	316 ( 3)	9.2	7.3	WXCY-F (C) 103.7	Havre de Grace	0.6/1.5/	52/ 503
BLACK/URBAN		375 ( 4)	375 ( 4)	11.0	13.3	WXZL-F (AOR) 103.1	Grasonville	1.1/3.6/	51/ 873
SOFT AC		278 ( 4)	278 ( 4)	8.1	9.4	WFRE-F (SAC) 99.9	Frederick	0.4/1.4/	55/ 742
HISPANIC						WWMD-F (SAC) 104.7	Hagerstown	0.7/0.8/	55/ 521
OLDIES		251 ( 3)	251 ( 3)	7.3	NA				
FULL SVC/VARIETY	53 ( 2)		53 ( 2)	1.5	1.4				
NOSTALGIA	91 ( 1)		91 ( 1)	2.7	2.7				
RELIGION/GOSPEL	143 ( 3)	77 ( 1)	220 ( 4)	6.4	6.1				
CLASSICAL					0.5				
JAZZ/NEW AC									
OTHERS UNKNOWN									
	881 (11)	2540 (28)	3421 (39)						
						See Washington for more information about the following:			
						WASH-F 0.5/2.5	WMAL	C.5/1.4	
						WBIG-F 0.3/1.6	WMZQ-F	1.1/2.7	
						WGAY-G 0.5/2.9	WRQX-F	C.9/3.9	
						WHUR-F 1.1/4.2	WTOP	0.7/5.0	
						WJFK-F 0.2/1.1	WWDC-F	1.0/6.8	
						WKYS-F 0.5/2.8	WXTR-F	0.4/2.2	
						WLTT-F 0.5/1.7			



BALTIMORE  
-----

RADIO STATIONS  
-----

AM STATIONS  
-----

WBAL, 1090, 50 KW (DA-N) , NEWS/TALK	CBS, \$ 146.00 (D&R)	Hearst
WBGR, 860, 2.5 KW/100 W (DA-1), GOSPEL	AURN, \$ 45.00 (Roslin)	Mortenson
WCAO, 600, 5 KW (DA-1) , GOSPEL	NBC, \$ 37.00 (Mc-Guild)	Summit
WCBM, 680, 10 KW/5 KW (DA-2) , TALK	NBC ABC, \$ 43.00 (Katz)	
WHLP, 1360, 5 KW/1.7 KW (DA-1), BLACK	SBN, \$ 31.00 (Roslin)	
WITH, 1230, 1 KW , NOSTALGIA	HBS, \$ 37.00 (Roslin)	
WWIN, 1400, 1 KW , GOSPEL	, \$ 29.00 (Torbet)	

FM STATIONS  
-----

WVRT, 104.3, 50 KW @ 420, AC/CHR	, \$ 101.00 (Banner)	Scripps-Howard
WERQ, 92.3, 37 KW @ 571, CHR	APR, \$ 60.00 (MMR)	Almic
WGRX, 100.7, 16 KW @ 859, CLASSIC AOR	ABC, \$ 47.00 (MMR)	Shamrock-Lynett (WESTMINSTER)
WIYY, 97.9, 14 KW @ 951, AOR	ABC, \$ 142.00 (D&R)	Hearst
WLIF, 101.9, 14 KW @ 961, EZ/SOFT AC	, \$ 138.00 (Eastman)	Infinity
WPOC, 93.1, 16 KW @ 859, COUNTRY	ABC, \$ 119.00 (Mc-Guild)	Nationwide
WQSR, 105.7, 50 KW @ 492, OLDIES	, \$ 140.00 (Christal)	Sconnix
WRBS, 95.1, 50 KW @ 498, RELIGION	, \$ 23.00 (---)	
WWIN, 95.9, 3 KW @ 298, BLACK	UNISTR, \$ 59.00 (Torbet)	
WWMX, 106.5, 7.4 KW @ 1217, AC	, \$ 172.00 (Katz)	Capitol-Goodman
WXYV, 102.7, 50 KW @ 400, BLACK	, \$ 127.00 (McGuild)	Summit

OTHER RANKED STATIONS -- SEE WASHINGTON

Miscellaneous: WBSB-F to WVRT-F (Jan) . . . WERQ A/F: sold by United to Cathy Hughes (Almic) for \$9,000,000 (Star) . . . WEBB changed to WHLP (Dec) . . . WVRT-F sold by Scripps-Howard to Capitol for \$9,750,000 (D) . . .

BATON ROUGE

Arbitron Rank/Pop (12+): 83/430,800  
 HSA Rank/Pop: 92/543,000  
 ADI # 95  
 Average Person Ratings: 16.2  
 Market TSL: 21.50 hours

Stations: 20/13  
 Diaries: 934/461:1/47.3%  
 Sample Target: 930  
 % Below Line: 11.6  
 % Not Listed: 13.0

1992 Revenue: \$13,100,000  
 HH Inc.: \$28,134  
 Retail \$: 4.3 Bil  
 Pop per Station: 33,138  
 #1 Biller: WYNK-AF \$3,700,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WYNK-F (C)	126/18.0	17.8	18.7	18.3	23.4	18.2	286/3512	1501/34.8	35.5	34.2	E	WYNK-F
2. KQXL-F (B)	84/12.0	11.6	11.4	10.8	11.7	11.5	114/1196	865/20.1	20.0	21.3	C	KQXL-F
3. WXOK (B)	62/ 8.9	11.1	11.3	6.6	9.1	9.5	72/890	742/17.2	15.7	16.6	B	WXOK
4. WFMF-F (CHR)	45/ 6.4	5.6	7.1	8.6	6.2	6.9	71/1452	850/19.7	20.1	19.0	C	WFMF-F
5. KRVE-F (AC)	43/ 6.2	4.9	5.4	4.8	5.3	5.3	48/765	658/15.3	14.8	13.8	A	KRVE-F
6. WJBO (N/T)	41/ 5.9	5.3	7.1	7.3	5.5	6.4	49/833	641/14.9	17.1	12.4	C	WJBO
7. WKJN-F (C)	40/ 5.7	5.3	5.5	6.4	5.8	5.7	61/1326	770/17.9	16.4	16.0	D	WKJN-F
8. WTGE-F (AOR)	31/ 4.4	3.9	4.1	5.3	3.0	4.4	65/1183	592/13.7	13.2	13.4	B	WTGE-F
9. WCKW-F (CL AOR)	30/ 4.3	4.0	3.9	4.7	3.0	4.2	79/1255	523/12.1	11.4	11.4		WCKW-F
10. WGGZ-F (O)	25/ 3.6	5.5	3.3	3.1	4.7	3.9	45/990	422/ 9.8	11.4	11.4	C	WGGZ-F
11. WQUE-F (B)	23/ 3.3	2.6	2.2	2.0	1.7	2.5	74/883	369/ 8.6	5.3	4.8		WQUE-F
12. WNDC (G)	17/ 2.4	2.5	2.6	2.2	0.9	2.4	18/243	221/ 5.1	4.7	2.9		WNDC
13.												
14.												
15.												

12+ FM SHARE (METRO): 78.78% (479 of 608) (SPG 92: 79.14%)

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

FORMATS	AM	FH	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		43 ( 1)	43 ( 1)	7.1	NM	WIBR (C)	1300	Baton Rouge	0.4/2.3/ 5/ 167
AOR/CLASSIC AOR		61 ( 2)	61 ( 2)	10.0	7.1	WXLT-F (SAC)	94.1	McComb MS	0.9/2.3/ 18/ 311
COUNTRY	3 ( 1)	170 ( 3)	173 ( 4)	28.5	35.3				
NEWS/TALK	47 ( 2)		47 ( 2)	7.7	8.0	KHOM-F (O)	104.1	Houma	1.7/6.6/ 51/ 766
TOP 40/CHR/CONTEMP		48 ( 2)	48 ( 2)	7.9	7.3	KTDY-F (CHR)	99.9	Lafayette	0.4/2.8/ 66/1046
BLACK/URBAN	62 ( 1)	110 ( 3)	172 ( 4)	28.3	26.4	KXKC-F (C)	99.1	New Iberia	0.6/2.9/ 82/1155
SOFT AC		6 ( 1)	6 ( 1)	1.0	0.5	WHL (N/T)	870	New Orleans	0.9/3.6/ 29/ 540
HISPANIC						WYLD-F (B)	98.5	New Orleans	0.4/2.5/ 10/ 301
OLDIES		37 ( 2)	37 ( 2)	6.1	NA				
FULL SVC/VARIETY									
NOSTALGIA									
RELIGION/GOSPEL	17 ( 1)	4 ( 1)	21 ( 2)	3.5	2.0				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	129 ( 5)	479 ( 14)	608 ( 19)						

BATON ROUGE

RADIO STATIONS

WJBO	,	1150,	5 KW (DA-1)	,	Talk/News	CBS, NBC-T,	\$25.00	(Christal)	Jenne
WNDC	,	910,	1 KW (DA-1)	,	Gospel		\$15.00	( --- )	
WXOK	,	1460,	5 KW/1 KW (DA-3)	,	Black	AURN,	\$19.00	(Banner)	
KQXL-F,		106.5,	50 KW @ 298	,	Black	AURN ABC,	\$26.00	(Banner)	(NEW ROADS)
KRVE-F,		96.1,	43 KW @ 449	,	AC		\$22.00	(K & P)	(BRUSLY)
WFHF-F,		102.5,	100 KW @ 1260	,	CHR	UNISTR,	\$45.00	(Christal)	Jenne
WGGZ-F,		98.1,	100 KW @ 1500	,	Oldies	UNISTR,	\$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	(Torbet)	Narragansett

Other Ranked Stations - See New Orleans

Miscellaneous: WXLT-F (Kentwood) sold to owners of WXOK, KQXL-F for \$1,900,000 (Bergner) . . .

\*\*\*\*\* 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		*

BINGHAMTON

Arbitron Rank/Pop (12+): 149/219,000  
 MSA Rank/Pop: 169/264,500  
 ADI # 134  
 Average Person Ratings: 17.1  
 Market TSL: 22.50 hours

Stations: 11/10  
 Diaries: 833/263:1/59.1%  
 Sample Target: 770  
 % Below Line: 1.1  
 % Not Listed: 19.2

1992 Revenue: \$7,000,000  
 HH Inc.: \$33,274  
 Retail \$: 2.0 Bill  
 Pop per Station: 21,900  
 #1 Biller: WHWK-F \$1,600,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WHWK-F (C)	76/20.3	18.9	14.6	20.4	14.0	----	151/1245	654/29.9	30.9	24.0	C	WHWK-F
2. WAAL-F (CHR)	58/15.5	13.7	17.8	15.8	16.5	----	101/1375	779/35.6	32.0	36.8	C	WAAL-F
3. WMXW-F (SAC)	43/11.5	8.9	9.7	8.3	7.1	----	49/553	495/22.6	18.8	19.9	C	WMXW-F
4. WKGB-F (AOR)	39/10.4	11.1	13.2	10.9	9.3	----	55/672	441/20.1	21.1	21.7	B	WKGB-F
5. WNBFB (N/T)	35/ 9.3	12.3	11.5	10.6	14.8	----	36/465	442/20.2	24.2	20.6	C	WNBFB
6. WMRV-F (AC)	23/ 6.1	6.3	6.0	6.6	7.1	----	31/465	458/20.9	18.1	19.0	B	WMRV-F
7. WINR (BB)	16/ 4.3	5.1	5.4	6.6	5.2	----	18/243	219/10.0	11.1	11.6	A	WINR
8. WGRG-F (O)	8/ 2.1	2.0	2.9	2.6	4.7	----	9/238	217/ 9.9	7.9	9.8	A	WGRG-F
9.												
10.												

12+ FM SHARE (METRO): 82.18% (249 of 303) (SPG 92: 77.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WAAL-F>>	1 WKGB-F<	1 WAAL-F<	1 WHWK-F	1 WHWK-F	1 WHWK-F>	1 WHWK-F	1 WHWK-F>	1 WHWK-F	1 WAAL-F	1 WHWK-F
2 WHWK-F>	2 WAAL-F>>	2 WKGB-F<	WKGB-F<	2 WMXW-F<	2 WNBFB	< 2 WAAL-F	2 WMXW-F<	2 WAAL-F>	2 WHWK-F	WNBFB
3	3 WHWK-F>	3 WHWK-F	3 WMXW-F<	3 WKGB-F	3 WMXW-F>	3 WMXW-F	3 WAAL-F	3 WMXW-F	3 WKGB-F	3 WAAL-F
4	4 WMXW-F	4 WMXW-F>	4 WAAL-F>	4 WAAL-F	4	4 WNBFB	4 WKGB-F<	4 WKGB-F<	4 WNBFB	4 WKGB-F
5	5	5	5	5	5	5 WKGB-F	5 WNBFB	5 WNBFB	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 WAAL-F	1 WAAL-F>	1 WKGB-F	1 WAAL-F<	1 WHWK-F<	1 WAAL-F	1 WKGB-F>>	1 WKGB-F	1 WKGB-F	1 WKGB-F
2 WMXW-F	2 WKGB-F<	2 WHWK-F	2 WHWK-F	2 WMXW-F>	2 WKGB-F	2 WAAL-F>>	2 WAAL-F	2 WAAL-F	2 WHWK-F
WGRG-F	3 WHWK-F	3 WAAL-F	WMXW-F	3 WMRV-F	3	3 WHWK-F>	3 WHWK-F	3 WHWK-F	3 WAAL-F<
4	4 WMXW-F	4	4 WMRV-F	4 WAAL-F	4	4	4	4 WMXW-F	4 WMXW-F
5	5	5	5 WKGB-F	5					

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC	1 ( 1)	27 ( 2)	28 ( 3)	9.2	NH	WKOP (C) 1360 Binghamton	0.5/2.5/	2/	54
AOR/CLASSIC AOR		39 ( 1)	39 ( 1)	12.9	15.8	WMRV (AC) 1430 Endicott	0.3/3.8/	2/	102
COUNTRY	2 ( 1)	76 ( 1)	78 ( 2)	25.7	17.5				
NEWS/TALK	35 ( 1)		35 ( 1)	11.6	1.0	WYXL-F (AC) 97.3 Ithaca	1.1/4.0/	13/	210
TOP 40/CHR/CONTEMP		58 ( 1)	58 ( 1)	19.1	21.2				
BLACK/URBAN									
SOFT AC		43 ( 1)	43 ( 1)	14.2	11.6				
HISPANIC									
OLOIES		8 ( 1)	8 ( 1)	2.6	NA				
FULL SVC/VARIETY									
NOSTALGIA	16 ( 1)		16 ( 1)	5.3	6.5				
RELIGION/GOSPEL									
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	54 ( 4)	249 ( 7)	303 ( 11)						

RAOIO STATIONS

WINR , 680,	1 KW/500 W (DA-2)	Nostalgia	CBS, \$14.00 (Roslin)	
WNBFB , 1290,	5 KW (DA-N)	Full Service	NBC, \$25.00 (Katz)	Stoner
WALL-F, 99.1,	7 KW @ 1089	CHR	ABC, \$34.00 (Eastman)	Regional
WGRG-F, 101.7,	1 KW @ 558	Oldies	\$12.00 (Eastman)	(OWEGO)
WHWK-F, 98.1,	10 KW @ 961	Country	\$35.00 (Katz)	Stoner
WKGB-F, 92.5,	1.3 KW @ 708	AOR	SOURCE, \$20.00 (D & R)	(SUSQUEHANNA)
WMRV-F, 105.7,	35 KW @ 571	AC	UNISTR, \$25.00 (Banner)	Beacon (ENDICOTT)
WMXW-F, 103.3,	.6 KW @ 1014	Soft AC	\$21.00 ( --- )	(VESTAL)

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/763,600  
 HSA Rank/Pop: 59/942,000  
 ADI # 49  
 Average Person Ratings: 16.9  
 Market TSL: 22.0 hours

Stations: 24/20  
 Diaries: 1261/606:1/52.3%  
 Sample Target: 1210  
 % Below Line: 0.0  
 % Not Listed: 11.7

1992 Revenue: \$25,100,000  
 MH Inc.: \$27,025  
 Retail \$: 6.9 Bill  
 Pop per Station: 38,180  
 #1 Biller: WZZK-AF \$6,100,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WZZK-AF (C)	228/17.7	18.4	20.0	16.6	18.0	18.3	319/3970	2652/34.7	32.7	30.8	G	WZZK-AF
2. WENN-F (B)	144/11.1	10.9	8.8	9.3	8.6	10.0	201/2096	1506/19.7	16.7	17.1	D	WENN-F
3. WERC (N/T)	108/ 8.4	6.4	5.5	6.0	6.8	6.6	109/1226	1182/15.5	12.8	14.6	C	WERC
4. WODL-F (C)	99/ 7.7	5.9	4.0	2.0	2.0	4.9	153/2001	1517/19.9	10.5	6.1	B	WOOL-F
5. WZRR-F (AOR)	87/ 6.7	7.9	7.6	9.1	10.5	7.8	125/1900	1357/17.8	17.8	19.5	E	WZRR-F
6. WMJJ-F (AC)	78/ 6.0	6.3	8.0	9.6	8.6	7.5	97/1691	1322/17.3	17.1	20.8	F	WMJJ-F
7. WAPI-F (CHR)	70/ 5.4	6.8	5.0	5.9	6.6	5.8	111/1939	1304/17.1	17.3	18.1	B	WAPI-F
8. WATV (B)	53/ 4.1	5.3	4.8	3.7	5.3	4.5	53/763	763/10.0	9.1	9.6	A	WATV
9. WTUG-F (B)	50/ 3.9	2.8	3.6	3.5	3.9	3.5	95/1174	645/ 8.4	7.8	6.8		WTUG-F
10. WAPI (BB)	34/ 2.6	4.0	3.5	3.3	3.7	3.4	35/606	565/ 7.4	8.2	9.4	B	WAPI
11. WJLD (B)	33/ 2.6	2.1	2.1	2.2	2.7	2.3	33/639	639/ 8.4	6.2	5.1	A	WJLD
12. WDJC-F (REL)	29/ 2.2	3.0	2.1	2.5	3.0	2.5	65/1214	663/ 8.7	7.8	9.8	B	WDJC-F
13. WAGG (G)	28/ 2.2	2.6	4.1	3.9	3.4	3.2	34/498	472/ 6.2	7.7	6.8	A	WAGG
14. WZBQ-F (CHR)	26/ 2.0	1.8	2.3	1.8	1.7	2.0	50/1159	610/ 8.0	7.2	5.7	A	WZBQ-F
15. WJOX (SPRTS)	15/ 1.2	1.1	1.3	1.3	1.2	1.2	20/549	455/ 6.0	5.3	5.5		WJOX

12+ FM SHARE (METRO): 73.36% (837 of 1141) (SPG 92: 72.72%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		84 ( 2)	84 ( 2)	7.4	NM	WAYE (G) 1220 Birmingham	0.5/2.5/ 6/ 201		
AOR/CLASSIC AOR		87 ( 1)	87 ( 1)	7.6	11.6	WCEO (T) 1260 Birmingham	0.3/3.0/ 4/ 229		
COUNTRY	10 ( 1)	340 ( 5)	350 ( 6)	30.7	25.7	WFFN-F (C) 95.3 Cordova	0.4/1.7/ 7/ 146		
NEWS/TALK	117 ( 3)		117 ( 3)	10.3	7.6	WKLD-F (AC) 97.7 Onconta	0.5/0.9/ 6/ 102		
						WYDE (BB) 850 Birmingham	1.0/2.2/ 17/ 172		
TOP 40/CHR/CONTEMP		96 ( 2)	96 ( 2)	8.4	9.6				
BLACK/URBAN	86 ( 2)	194 ( 2)	280 ( 4)	24.5	22.8	WHMA-F (C) 100.5 Anniston	0.5/2.4/101/ 900		
SOFT AC		7 ( 1)	7 ( 1)	0.6	0.7	WQSB-F (C) 105.1 Albertville	0.9/1.9/ 77/ 762		
HISPANIC						WRSB-F (SAC) 96.9 Decatur	0.5/2.2/ 45/ 590		
OLDIES					NA				
FULL SVC/VARIETY									
NOSTALGIA	47 ( 2)		47 ( 2)	4.1	4.1				
RELIGION/GOSPEL	34 ( 2)	29 ( 1)	63 ( 3)	5.5	8.1				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN					0.4				
	304 (10)	837 (14)	1141 (24)						

BIRMINGHAM

-----

RADIO STATIONS

-----

WAGG	,	1320,	5 KW (DAYS)	,	Gospel	AURN, \$ 30.00	(D&R)	
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	UNISTR, \$ 16.00	( --- )	Willis
WERC	,	960,	5 KW (DA-N)	,	News/Talk	ABC, \$ 40.00	(Mc-Guild)	Ameron
WJLD	,	1400,	1 KW	,	Black	SMN MBS, \$ 19.00	(K & P)	
WJOX	,	690,	50 KW/500 W	,	Sports	, \$ 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)	Crawford
WENN-F,		107.7,	100 KW @ 1036	,	Black	AURN, \$ 54.00	(D&R)	
WODL-F,		106.9,	99 KW @ 994	,	Country	ABC, \$ 37.00	(Katz)	NewCity
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

BLOOMINGTON, IL

Arbitron Rank/Pop (12+): 226/111,100  
 MSA Rank/Pop: 278/135,000  
 Peoria ADI  
 Average Person Ratings: 16.7  
 Market TSL: 22.00 hours

Stations: 12/4  
 Diaries: 655/170:1/62.6%  
 Sample Target: 610  
 % Below Line: 15.6  
 % Not Listed: 16.7

1992 Revenue: \$4,800,000  
 HH Inc.: \$35,159  
 Retail \$: 1.21 Bil  
 Pop per Station: 27,775  
 #1 Biller: WJBC \$2,300,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WJBC (FS)	50/26.9	----	27.3	----	25.9	----	55/518	468/42.1	0.0	42.3	D	WJBC
2. WBWN-F (C)	40/21.5	----	6.4	----	5.4	----	49/481	364/32.8	0.0	14.8	A	WBWN-F
3. WBNO-F (CHR)	26/14.0	----	15.1	----	17.8	----	31/535	396/35.6	0.0	36.7	C	WBNO-F
4. WWCT-F (AOR)	11/ 5.9	----	12.8	----	10.8	----	23/299	199/17.9	0.0	20.3		WWCT-F
5. WIHN-F (AC/O)	10/ 5.4	----	9.3	----	3.8	----	12/218	175/15.8	0.0	20.0	B	WIHN-F
6. WKZW-F (CHR)	8/ 4.3	----	2.9	----	2.7	----	14/300	212/19.1	0.0	15.4		WKZW-F
7.												
8.												
9.												
10.												

12+ FM SHARE (METRO): 65.16% (101 OF 155) (SPG 92: 62.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHO	12+ EVE	OVERNIGHT
1 WBNO-F >>	1 WBWN-F >	1 WBWN-F >	1 WBWN-F >	1 WBWN-F >	1 WJBC >>	1 WJBC >>	1 WJBC	1 WBNO-F	1 WJBC <	1 WJBC >>
2 WBWN-F	2 WBNO-F >	2 WBNO-F >	2 WBNO-F <	2 WJBC	2 WBWN-F	2 WBWN-F	2 WBWN-F	2 WJBC	2 WBWN-F >	2
WKZW-F	3 WWCT-F	3 WJBC	3 WJBC	3 WBNO-F	3	3 WBNO-F	3 WBNO-F	3 WBNO-F	3 WBNO-F	3
4	4	4	4 WIHN-F	4 WIHN-F	4	4	4	4	4	4
5	5	5	5	5	5	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 WBWN-F	1 WBNO-F <	1 WBNO-F	1 WBNO-F	1 WJBC <	1 WBWN-F	1 WBWN-F >>	1 WBWN-F	1 WBWN-F >>	1 WBWN-F >>
2 WBNO-F	2 WBWN-F >>	2 WBWN-F	WBWN-F >	2 WBWN-F	2 WWCT-F	2 WWCT-F >	2 WWCT-F	2 WWCT-F <	2 WJBC
3 WKZW-F	3 WKZW-F	3 WIHN-F	3 WJBC >	WBNO-F >	3 WBNO-F	3 WBNO-F	3 WBNO-F	3 WBNO-F	3 WBNO-F
4	4 WJBC	WJBC	4	4 WIHN-F	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		10 ( 1)	10 ( 1)	6.4	NM	WFMB-F (C) 104.5 Springfield	1.1/2.4/ 2/ 39
AOR/CLASSIC AOR		11 ( 1)	11 ( 1)	7.0	14.7	WGCY-F (SAC) 106.3 Gibson City	1.1/1.6/ 2/ 40
COUNTRY		43 ( 2)	43 ( 2)	28.0	10.2	WGN (T/FS) 720 Chicago	0.5/6.9/ 7/ 157
NEWS/TALK	3 ( 1)		3 ( 1)	2.0	2.9	WLS (T) 890 Chicago	1.6/7.0/ 10/ 151
TOP 40/CHR/CONTEMP		34 ( 2)	34 ( 2)	22.0	22.6	WVAZ-F (B) 102.7 Chicago	0.5/1.9/ 1/ 21
BLACK/URBAN		1 ( 1)	1 ( 1)	.6		WXCL-F (C) 104.9 Pekin	0.5/1.8/ 6/ 113
SOFT AC		2 ( 1)	2 ( 1)	1.2	.7		
HISPANIC							
OLDIES					NA		
FULL SVC/VARIETY	51 ( 2)		51 ( 2)	33.0	34.3		
NOSTALGIA							
RELIGION GOSPEL							
CLASSICAL							
JAZZ/NEW AC							
OTHERS UNKNOWN							
	54 ( 3)	101 ( 9)	155 ( 12)				

RADIO STATIONS

WJBC , 1230, 1 KW , Full Service	ABC, \$44.00 (Mc-Guild)	Bloomington
WBNO-F, 101.5, 50 KW @ 459 , CHR	, \$34.00 (Mc-Guild)	Bloomington
WIHN-F, 96.7, 6 KW @ 298 , AC/Oldies	UNISTR, \$17.00 ( --- )	(NORMAL)
WBWN-F, 104.1, 32 KW @ 299 , Country	CNN, \$20.00 ( --- )	Keister (LEROY)

Other rated stations -- see Peoria

Miscellaneous: WRZX-F changes to WBWN-F (December) . . .

BOISE

Arbitron Rank/Pop (12+): 141/245,500  
 MSA Rank/Pop: 202/209,400  
 ADI # 133  
 Average Person Ratings: 15.9  
 Market TSL: 21.75 hours

Stations: 16/15  
 Diaries: 727/338:1/57.6%  
 Sample Target: 690  
 % Below Line: 1.5  
 % Not Listed: 14.9

1992 Revenue: \$9,300,000  
 HH Inc.: \$29,101  
 Retail \$: 2.7 B11  
 Pop per Station: 16,367  
 #1 Biller: KCIX-F \$2,250,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/SHR	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level1	
1. KQFC-F (C)	48/12.3	12.3	17.2	14.6	9.7	----	63/762	553/22.5	20.1	25.6	C	KQFC-F
2. KJOT-F (AOR)	42/10.8	8.7	8.2	8.2	8.9	----	68/671	481/19.6	14.6	16.8	B	KJOT-F
3. KCIX-F (AC)	40/10.3	9.3	10.5	8.8	13.4	----	48/598	522/21.3	18.9	20.9	D	KCIX-F
4. KLTB-F (O)	29/ 7.4	7.9	4.6	5.5	7.6	----	40/571	397/16.2	15.4	13.6	B	KLTB-F
5. KBOI (FS)	28/ 7.2	7.1	6.2	8.5	6.6	----	44/675	393/16.0	17.7	15.5	C	KBOI
KZMG-F (CHR)	28/ 7.2	5.7	4.4	3.3	2.4	----	38/598	472/19.2	13.4	13.1	A	KZMG-F
KIDO (NIT)	28/ 7.2	5.7	6.2	6.3	5.3	----	30/448	370/15.1	14.7	14.7	B	KIDO
8. KIZN-F (C)	18/ 4.6	6.0	5.9	6.6	5.0	----	32/517	358/14.6	16.3	16.1	B	KIZN-F
9. KHEZ-F (EZ/SAC)	17/ 4.4	4.4	3.8	5.8	5.3	----	24/341	243/ 9.9	10.9	8.7	A	KHEZ-F
10. KLCI-F (CL.AOR)	16/ 4.1	4.1	3.3	3.3	3.7	----	16/306	270/11.0	9.9	9.5	A	KLCI-F
11. KFXD-F (AC/CHR)	14/ 3.6	4.9	7.4	9.3	10.0	----	16/348	305/12.4	16.5	18.5	B	WFXD-F
12. KGEM (BB)	12/3.1	5.4	5.1	4.1	3.2	---	25/268	176/ 7.2	7.7	6.9	A	WGEM

12+ FM SHARE (METRO): 78.92% (262 of 332) (SPG 92: 78.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KZMG-F>>	1 KJOT-F>	1 KJOT-F	1 KCIX-F<	1 KQFC-F<	1 KQFC-F<	1 KQFC-F<	1 KQFC-F	1 KJOT-F<	1 KCIX-F<	1 KIDO
2	2 KCIX-F	2 KQFC-F	2 KQFC-F<	2 KCIX-F	2 KBOI	2 KBOI	2 KJOT-F<	2 KQFC-F<	2 KJOT-F	2 KJOT-F
3	3 KQFC-F	3 KCIX-F>	3 KJOT-F	3 KJOT-F	3 KIDO <	3 KCIX-F	3 KCIX-F	3 KCIX-F	3 KZMG-F	3 KCIX-F
4	4 KLCI-F	4 KLTB-F	4 KLTB-F	4 KLTB-F	4 KLTB-F	4 KJOT-F	KIDO	4 KZMG-F	4 KQFC-F	4 KHEZ
5	5 KZMG-F	5 KLCI-F	5	5 KBOI	5 KCIX-F	5	5 KLTB-F	5 KLTB-F	5	5
6	6	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 KZMG-F	1 KCIX-F>	1 KCIX-F	1 KCIX-F	1 KCIX-F	1 KJOT-F	1 KJOT-F>>	1 KJOT-F	1 KJOT-F>>	1 KJOT-F
2 KCIX-F	2 KQFC-F	2 KJOT-F	2 KQFC-F>>	2 KCIX-F>	2 KLCI-F	2 KLCI-F	2 KLCI-F	2 KQFC-F	2 KQFC-F<
KQFC-F	KZMG-F	3 KLCI-F	3 KJOT-F	3 KBOI	KQFC-F	KQFC-F	KQFC-F	3 KCIX-F<	3 KCIX-F
4 KIZN-F	KJOT-F	KQFC-F	KLTB-F	4 KLTB-F	KZMG-F	4 KCIX-F	KCIX-F	4 KLTB-F	4 KLTB-F
5	5 KIZN-F	KIZN-F	KZMG-F	5 KJOT-F	5	5	5	5 KLCI-F	5 KBOI
				KFXD-F					KLCI-F

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		54 ( 2)	54 ( 2)	16.2	NM		KBGN (REL) 1060 Coldwell	0.5/2.5/	9/	127
AOR/CLASSIC AOR		58 ( 2)	58 ( 2)	17.4	13.4		KBXL-F (SAC) 94.1 Coldwell	0.5/4.0/	2/	130
COUNTRY		68 ( 3)	68 ( 3)	20.4	26.9		KCID-F (C) 107.1 Coldwell	0.5/1.8/	2/	46
NEWS/TALK	28 ( 1)		28 ( 1)	8.4	7.8		KJHY-F (J/NAC) 101.7 Emmet	1.5/3.4/	7/	91
TOP 40/CHR/CONTEMP		28 ( 1)	28 ( 1)	8.4	13.7					
BLACK/URBAN										
SOFT AC		19 ( 2)	19 ( 2)	6.0	6.3					
HISPANIC										
OLDIES		29 ( 1)	29 ( 1)	9.0	NA					
FULL SVC/VARIETY	28 ( 1)		28 ( 1)	8.4	7.2					
NOSTALGIA	12 ( 1)		12 ( 1)	4.0	6.0					
RELIGION GOSPEL	2 ( 1)		2 ( 1)	0.6	0.6					
CLASSICAL										
JAZZ/NEW AC		6 ( 1)	6 ( 1)	2.0						
OTHERS UNKNOWN										
	70 ( 4)	262 (12)	332 (16)							

RADIO STATIONS

KBOI , 670,	50 KW (DA-N) , Full Service	MBS ABC, \$24.00 (Katz)	Pacific NW
KGEM , 1140,	10 KW (DA-2) , Nostalgia	UNISTR, \$14.00 (MHR)	
KIDO , 630,	5 KW (DA-2) , News/Talk	NBC, \$18.00 (Christal)	Sundance
KBXL-F, 94.1,	40 KW @ 2568 , Soft AC/EZ	, \$11.00 ( --- )	(CALDWELL)
KCIX-F, 105.9,	49 KW @ 2699 , AC	AP, \$44.00 (Mc-Guid)	Metrocom
KFXD-F, 94.9,	49 KW @ 2692 , AC/CHR	, \$24.00 (Roslin)	(NAMPA)
KHEZ-F, 103.3,	54 KW @ 2588 , Soft AC/EZ	NBC, \$13.00 (Christal)	Citadel
KIZN-F, 92.3,	44 KW @ 2499 , Country	, \$16.00 (Banner)	(CALDWELL)
KJOT-F, 105.1,	53 KW @ 2588 , AOR	, \$23.00 (MHR)	
KLCI-F, 96.9,	44 KW @ 2519 , AOR/Classic	UNISTR, \$15.00 (K & P)	(NAMPA)
KLTB-F, 104.3,	52 KW @ 2578 , Oldies	, \$20.00 (Christal)	Sundance
KQFC-F, 97.9,	47 KW @ 2499 , Country	, \$30.00 (Katz)	Pacific NW
KZMG-F, 93.1,	50 KW @ 2631 , CHR	, \$14.00 (Durpetti)	(NEW PLYMOUTH)

Miscellaneous: KZMG-F sold to owners fo KIZN-F (D) for \$750,000. . .



BOSTON

Arbitron Rank/Pop (12+): 9/3,202,100  
 MSA Rank/Pop: 10/3,740,000  
 ADI # 6  
 Average Person Ratings: 18.0  
 Market TSL: 23.50 hours

Stations: 37/33  
 Diaries: 2475/1294:1/49.2%  
 Sample Target: 2410  
 % Below Line: 2.1  
 % Not Listed: 13.8

1992 Revenue: \$115,600,000  
 HH Inc.: \$35,763  
 Retail \$: 34.4 Bil  
 Pop per Station: 97,033  
 #1 Biller: WBCN-F \$14,200,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WXKS-F (CHR)	476/ 8.3	7.8	7.0	7.5	6.9	7.7	620/10166	7421/23.2	21.0	20.4	I	WXKS-F
2. WBZ (N/T)	351/ 6.1	7.3	7.4	6.6	6.3	6.9	475/8284	5887/18.4	20.8	16.9	I	WBZ
3. WRKO (N/T)	350/ 6.1	4.8	5.5	6.7	5.5	5.8	422/6046	4827/15.1	12.5	15.7	I	WRKO
4. WMJX-F (AC)	326/ 5.7	5.1	5.3	4.7	5.3	5.2	369/5846	4955/15.5	15.8	15.4	H	WMJX-F
5. WBCN-F (AOR)	302/ 5.2	5.0	5.3	5.4	5.3	5.2	412/6951	5240/16.4	15.2	14.4	I	WBCN-F
6. WHDH (T)	253/ 4.4	4.1	3.8	3.2	4.4	3.9	281/4479	3872/12.1	10.6	11.1	E	WHDH
7. WBX-F (AC)	231/ 4.0	3.8	3.5	3.6	3.5	3.7	288/5547	4308/13.5	12.6	12.1	F	WBX-F
8. WZOU-F (CHR)	229/ 4.0	4.0	4.5	4.9	4.8	4.4	334/8027	5274/16.5	16.1	17.8	H	WZOU-F
9. WZLX-F (CL AOR)	214/ 3.7	3.8	3.6	3.2	4.6	3.6	279/5466	4020/12.6	12.2	13.1	G	WZLX-F
10. WODS-F (O)	213/ 3.7	4.3	4.7	5.5	5.1	4.6	339/6320	4139/12.9	14.0	13.8	H	WODS-F
11. WSSH-F (SAC)	204/ 3.5	3.9	4.2	4.0	5.0	3.9	286/4705	3371/10.5	10.5	13.1	H	WSSH-F
12. WCLB-F (C)	204/ 3.5	3.3	2.4	2.8	2.7	3.0	285/4153	2896/ 9.0	7.8	8.5	G	WCLB-F
13. WBOS-F (AOR)	188/ 3.3	3.1	3.8	2.5	2.1	3.2	253/4462	3289/10.3	11.2	6.5	E	WBOS-F
14. WCRB-F (CL)	178/ 3.1	3.3	2.4	2.1	2.5	2.7	241/3952	2815/ 8.8	6.9	6.8	E	WCRB-F
15. WPLM-AF (BB)	135/ 2.4	2.0	2.0	2.1	2.1	2.1	271/3666	2050/ 6.4	5.2	5.3	C	WPLM-AF
16. WILD (B)	127/ 2.2	1.7	1.8	2.4	1.7	2.0	133/1179	1159/ 3.6	3.1	2.7	B	WILD
17. WBCS-F (C)	121/ 2.1	1.6	2.5	2.0	2.0	2.1	167/2686	1806/ 5.6	6.1	6.2	D	WBCS-F
18. WAAF-F (AOR)	118/ 2.0	2.2	2.3	2.5	1.6	2.3	267/4784	2398/ 7.5	7.4	7.1	H	WAAF-F
19. WEEI (SPRTS)	114/ 2.0	1.8	2.1	1.9	1.8	2.0	144/3069	2397/ 7.5	7.5	8.1	D	WEEI
20. WXKS (BB)	100/ 1.7	2.8	1.7	2.5	1.6	2.2	102/1574	1561/ 4.9	4.2	4.0	C	WXKS
21. WFNX-F (AOR)	99/ 1.7	2.3	1.9	1.4	2.5	1.8	109/2083	1885/ 5.9	6.2	6.5	C	WFNX-F
22. WCGY-F (AOR)	62/ 1.1	1.0	1.2	1.3	2.0	1.2	88/2695	1931/ 6.0	5.5	5.9	C	WCGY-F
23.												
24.												
25.												

12+ FH SHARE (METRO): 68.63% (3411 of 4970) (SPG 92: 71.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WXKS-F >>	1 WXKS-F >	1 WXKS-F	1 WXKS-F <	1 WXKS-F	1 WBZ <	1 WBZ	1 WXKS-F <	1 WXKS-F >	1 WBCN-F	1 WBZ >
2 WZOU-F	2 WBCN-F	2 WBCN-F	2 WMJX-AF <	2 WMJX-AF	2 WRKO	2 WXKS-F	2 WMJX-F	2 WMJX-F	2 WXKS-F	2 WRKO >
3	3 WMJX-AF	3 WMJX-AF	3 WBCN-F	3 WBCN-F	3 WHDH >	3 WRKO	3 WHDH	3 WBZ <	3 WHDH <	3 WHDH >
4	4 WZLX-F	4 WBX-F	4 WBX-F	4 WBX-F	4 WODS-F	4 WBCN-F	4 WRKO	4 WRKO	4 WRKO	4 WMJX-F
5	5 WZOU-F	5 WZLX-F <	5 WZLX-F	5 WZLX-F	5 WMJX-AF	5 WMJX-F	5 WSSH-F <	5 WBCN-F	5 WMJX-F <	5 WXKS-F
6	6 WBOS-F	6 WBOS-F	6 WODS-F <	6 WODS-F	6 WSSH-F	6 WBX-F	6 WBX-F	6 WZOU-F <	6 WBZ	6 WZLX-F
7	7 WBX-F	7 WZOU-F	7 WBOS-F	7 WCLB-F	7 WCRB-F <	7 WHDH <	7 WBCS-F	7 WZLX-F	7 WZOU-F	7 WZOU-F
8	8	8	8	8	8 WCLB-F	8 WCLB-F	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 WXKS-F	1 WXKS-F >	1 WMJX-AF	1 WXKS-F	1 WMJX-AF	1 WBCN-F	1 WBCN-F >	1 WBCN-F	1 WBCN-F >	1 WBCN-F >
2 WZOU-F	2 WMJX-AF >	2 WXKS-F	2 WMJX-AF	2 WXKS-F	2 WZOU-F	2 WZLX-F <	2 WZLX-F	2 WZLX-F	2 WZLX-F
3 WBOS-F	3 WBOS-F	3 WBOS-F	3 WBX-F	3 WBX-F	3 WAAF-F	3 WXKS-F	3 WXKS-F	3 WXKS-F >	3 WXKS-F
4 WILD	4 WZOU-F	4 WBX-F	4 WBOS-F	4 WBOS-F <	4 WZLX-F	4 WZOU-F	4 WFNX-F	4 WMJX-AF	4 WMJX-AF <
5 WMJX-AF	5 WBX-F	5 WZLX-F	5 WSSH-F	5 WODS-F <	5 WXKS-F	5 WAAF-F <	5 WAAF-F	5 WZOU-F	5 WCLB-F
6 WBCN-F	6 WBCN-F <	6 WZOU-F	6 WZOU-F	6 WSSH-F	6 WFNX-F	6 WFNX-F	6 WZOU-F	6 WBOS-F	6 WBZ
7 WSSH-F	7 WILD	7 WZOU-F	7 WODS-F	7 WCLB-F	7 WBOS-F	7 WBOS-F	7 WMJX-AF	7 WCLB-F	7 WODS-F
8	8	8 WILD	8	8	8	8	8 WCLB-F	8 WAAF-F	8

FORMATS	AM	FH	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		592 ( 3)	592 ( 3)	11.9	NM	WBOQ-F (CL)	104.9 Gloucester
AOR/CLASSIC AOR		1042 ( 8)	1042 ( 8)	21.0	21.8	WCAP (T)	980 Lowell
COUNTRY		325 ( 2)	325 ( 2)	6.5	1.9	WCCM (T)	800 Lawrence
NEWS/TALK	1109 ( 6)		1109 ( 6)	22.3	22.2	WESX (FS)	1230 Salem
TOP 40/CHR/CONTEMP		705 ( 2)	705 ( 2)	14.2	13.6	WEZE (REL)	1260 Boston
BLACK/URBAN	127 ( 1)		127 ( 1)	2.6	2.0	WJDA (FS)	1300 Quincy
SOFT AC	78 ( 2)	204 ( 1)	282 ( 3)	5.7	5.8	WJIB (SAC)	740 Cambridge
HISPANIC						WNTN (?)	1550 Newton
OLDIES		213 ( 1)	213 ( 1)	4.3	NA	WROL (REL)	950 Boston
FULL SVC/VARIETY	43 ( 2)		43 ( 2)	0.9	NA	WSSH (SAC)	1510 Boston
NOSTALGIA	104 ( 2)	131 ( 1)	235 ( 3)	4.7	4.4	WGIR-F (AOR)	101.1 Hnchstr NH
RELIGION/GOSPEL	51 ( 2)		51 ( 2)	1.0	0.8	WNNW (?)	1110 Salem NH
CLASSICAL		199 ( 2)	199 ( 2)	4.0	3.2	WXLO-F (AC)	104.5 Fitchburg
JAZZ/NEW AC						WMJY-F (AOR)	94.1 Providence
OTHERS UNKNOWN	47 ( 2)		47 ( 2)	0.9	0.9		
	1559 (17)	3411 (20)	4970 (37)				

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 (Katz)	Boston Celtics
WHDH, 850, 50 KW (DA-2)	, TALK	NBC, NBC-T, \$ 100.00 (Eastman)	Atlantic
WILD, 1090, 5 KW (DAYS)	, BLACK	AURN, ABC, \$ 42.00 (Roslin)	
WMEX, 1150, 5 KW (DA-2)	, SEE WMJX-FM		
WRKO, 680, 50 KW (DA-2)	, TALK/NEWS	MBS NBC, \$ 215.00 (Eastman)	Atlantic
WROL, 950, 5 KW (DAYS)	, RELIGION	, \$ 24.00 (---)	Carter
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	UNISTR, \$ N/A (Katz)	Pyramid

FH STATIONS

WBCN, 104.1, 19 KW @ 741, AOR		, \$ 300.00 (Torbet)	Infinity
WBMX, 98.5, 9 KW @ 1145, AC		UNISTR, \$ 115.00 (Eastman)	Atlantic
WBOS, 92.9, 9 KW @ 1149, PROG AOR		, \$ 75.00 (MHR)	Granum
WBCS, 96.9, 13 KW @ 1151, COUNTRY		ABC, \$ 80.00 (MHR)	Greater Media
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 (D&R)	
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		UNISTR, \$ 59.00 (D&R)	(PLYMOUTH)
WSSH, 99.5, 32 KW @ 600, SOFT AC		, \$ 185.00 (MHR)	Granum
WVBF, 105.7, 14 KW @ 954, COUNTRY		, \$ 95.00 (Banner)	Fairbanks
WXKS, 107.9, 24 KW @ 722, CHR		, \$ 245.00 (Katz)	Pyramid
WZLX, 100.7, 20 KW @ 718, CLASSIC AOR		, \$ 130.00 (D&R)	Infinity
WZOU, 94.5, 12 KW @ 1053, CHR		, \$ 145.00 (D&R)	Ardman

WAAF -- SEE WORCESTER

Miscellaneous: WVBF-F changes to WCLB-F and format from AC to Country (Feb) . . . WCDJ-F changes to Country (May) . . . WCDJ-F changes to WBCS-F and from Jazz/NAC to Country (May) . . .

BRIDGEPORT

Arbitron Rank/Pop (12+): 95/368,600  
 MSA Rank/Pop: 107/443,500 Co.  
 New York ADI  
 Average Person Ratings: 18.2  
 Market TSL: 23.75 hours

Stations: 34/4  
 Diaries: 886/416:1/49.8%  
 Sample Target: 860  
 % Below Line: 58.3  
 % Not Listed: 15.4

1992 Revenue: \$19,500,000  
 HH Inc.: \$52,365  
 Retail \$: 7.7 Bil  
 Pop per Station: NA  
 #1 Biller: WEZN-F \$4,500,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WICC (FS)	90/13.4	12.9	13.5	12.2	12.9	----	90/1095	1095/29.7	26.8	30.3	C	WICC
2. WEZN-F (SAC)	78/11.6	12.6	10.8	13.3	15.6	----	78/981	981/26.6	28.5	26.0	F	WEZN-F
3. WEBE-F (AC)	53/ 7.9	8.3	8.7	9.6	8.8	----	53/833	833/22.6	21.9	21.3	F	WEBE-F
4. WKCI-F (CHR)	45/ 6.7	6.9	5.1	9.2	10.0	----	45/811	811/22.0	23.2	22.2		WKCI-F
5. WPLR-F (AOR)	43/ 6.4	8.2	8.7	6.9	6.0	----	43/620	620/16.8	17.5	18.0		WPLR-F
6. WFAN (SPRST)	39/ 5.8	5.5	4.8	4.2	4.0	----	39/598	598/16.2	15.5	15.6		WFAN
7. WRKS-F (B)	25/ 3.7	2.5	1.5	2.1	2.2	----	25/331	331/ 9.0	5.3	6.0		WRKS-F
8. WRKI-F (AOR)	20/ 3.0	2.6	2.0	1.5	1.5	----	20/335	335/ 9.1	10.0	9.1	B	WRKI-F
9. WCBS (N)	19/ 2.8	2.9	3.6	3.7	3.2	----	19/459	459/12.5	13.3	14.3		WCBS
10. WEFX-F (CL AOR)	18/ 2.7	2.0	3.5	2.6	2.9	----	18/302	302/ 8.2	7.5	10.2	B	WEFX-F
11. WXYZ-F (C)	16/ 2.4	3.4	2.6	1.5	1.8	----	16/212	212/ 5.8	7.1	5.5		WXYZ-F

NOTE: THE BRIDGEPORT METRO AND TSA ARE THE SAME.

12+ FM SHARE (METRO): 66.02% (375 of 568) (SPG 92: 62.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 WKCI-F >>	1 WPLR-F >	1 WEZN-F <	1 WEBE-F <	1 WEZN-F <	1 WICC >	1 WICC >>	1 WEZN-F >	1 WEZN-F >	1 WICC <	1 WICC <
2 WQHT-F	2 WEZN-F	2 WEBE-F <	2 WEZN-F	2 WEBE-F >	2 WEZN-F >	2 WFAN	2 WEBE-F	2 WKCI-F <	2 WKCI-F	2 WFAN
3 WRKS-F	3 WKCI-F	3 WPLR-F >	3 WPLR-F	3 WPLR-F <	3 WEBE-F	3 WEZN-F	3 WICC	3 WPLR-F <	3 WEZN-F	3 WEZN-F
4	4 WEBE-F	4 WKCI-F	4 WFAN <	4 WICC	4 WFAN	4 WEBE-F	4 WPLR-F	4 WEBE-F <	4 WRKS-F	4
5	5	5	5 WICC	WFAN	5	5	5 WKCI-F	5 WICC	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 WKCI-F	1 WEZN-F	1 WEZN-F	1 WEBE-F	1 WEBE-F <	1 WKCI-F	1 WPLR-F >>	1 WPLR-F	1 WPLR-F	1 WFAN <
2 WPLR-F	2 WEBE-F	2 WEBE-F	WEZN-F >	2 WEZN-F >	2 WPLR-F	2 WFAN	2 WFAN	2 WFAN >	2 WPLR-F >
3 WRKS-F	3 WKCI-F	3 WKCI-F	3 WKCI-F	3 WICC	3 WRKI-F	3 WEZN-F	3 WEZN-F	3 WEZN-F	3 WEZN-F
4 WRKI-F	4 WPLR-F	WPLR-F	4 WICC	4	4 WEFX-F	WKCI-F	4 WRKS-F	4 WKCI-F	4 WEBE-F
WQHT-F	5	WRKI-F	5	5	5	5	5	5 WEBE-F	5
WEZN-F	6	WRKS-F	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		55 ( 2)	55 ( 2)	9.7	NM	WFIF 1500 (REL) Milford	0.4/2.1/ 3/	76	
AOR/CLASSIC AOR		90 ( 5)	90 ( 5)	15.9	18.7	WCUM 1450 (SP) Bridgeport	0.9/2.1/ 6/	78	
COUNTRY		25 ( 2)	25 ( 2)	4.2	4.5				
NEWS/TALK	79 ( 4)		79 ( 4)	14.0	15.9	WORC-F 102.9 (0) Hartford	0.4/3.5/ 3/	128	
OLDIES		19 ( 3)	19 ( 3)	3.4	NA	WKHL-F 96.7 (0) Stamford	1.6/6.2/ 11/	230	
TOP 40/CHR/CONTEMP		59 ( 5)	59 ( 5)	10.4	10.7	WKSS-F 95.7 (CHR) Hartford	0.4/2.0/ 3/	73	
BLACK/URBAN		41 ( 3)	41 ( 3)	7.2	2.4	WTIC-F 96.5 (CHR) Hartford	0.3/1.2/ 2/	44	
SOFT AC		80 ( 2)	80 ( 2)	14.1	13.8	WZMX-F 93.7 (AC) Hartford	0.3/1.4/ 2/	52	
HISPANIC	6 ( 1)		6 ( 1)	1.1	1.2				
FULL SERVICE/VARIETY	90 ( 1)		90 ( 1)	15.9	15.7				
NOSTALGIA	15 ( 2)		15 ( 2)	2.7	3.7	SEE NEW YORK OR NASSAU-SUFFOLK FOR MORE INFORMATION ABOUT THESE STATIONS			
RELIGION/GOSPEL	3 ( 1)		3 ( 1)	0.5	0.7	WABC 2.2/6.6 WPLJ-F 0.4/2.9			
CLASSICAL		2 ( 1)	2 ( 1)	0.4	1.0	WBLI-F 0.4/1.8 WQCD-F 0.3/2.7			
JAZZ/NEW AC		2 ( 1)	2 ( 1)	0.4	NA	WBLS-F 0.3/2.1 WQEW 0.6/1.4			
OTHERS UNKNOW					0.3	WCBS-F 0.7/2.3 WQHT-F 2.1/9.7			
						WGSM 1.6/3.3 WQXR-F 0.3/1.5			
						WHTZ-F 0.7/4.1 WXRK-F 1.0/3.1			
						WOR 0.9/4.2 WYNY-F 1.3/4.4			
						WPAT-F 0.3/2.2			

RADIO STATIONS

WCUM , 1450, 1 KW	Hispanic	\$ 15.00 ( --- )	
WICC , 600, 1 Kw/500 W (DA-2), Full Service		\$ 49.00 (Banner)	ML/WIN
WEZN-F, 99.9, 28 KW @ 669	Soft AC	\$105.00 (Katz)	NewCity
WEBE-F, 107.9, 50 KW @ 384	AC	\$ 98.00 (Banner)	ML/WIN (WESTPORT)
WEFX-F, 95.9, 3 KW @ 298	Classic AOR	\$ 45.00 (Eastman)	CRB (NORWALK)
WRKI-F, 95.1, 50 KW @ 469	AOR	\$ 50.00 (Eastman)	(BROOKFIELD)

Other ranked stations -- see New York, Hartford, or New Haven

Miscellaneous: WAOS (Ansonia) sold for \$450,000. . .

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 41/989,500  
 MSA Rank/Pop: 55/1,190,000 B  
 ADI # 38  
 Average Person Ratings: 17.5  
 Market TSL: 22.75 hours

Stations: 23/21  
 Diaries: 1338/740:1/54.3%  
 Sample Target: 1420  
 % Below Line: 2.4  
 % Not Listed: 10.5

1992 Revenue: \$30,000,000  
 HH Inc.: \$27,650  
 Retail \$: 8.5 Bil  
 Pop per Station: 47,119  
 #1 Biller: WHTT A/F \$3,625,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WYRK-F (C)	199/11.5	9.8	10.5	10.9	11.3	10.7	222/2510	2099/21.2	20.4	21.4	E	WYRK-F
2. WHTT-F (O)	152/ 8.8	7.1	8.2	6.6	8.2	7.7	160/2321	2113/21.4	20.8	21.1	E	WHTT-F
3. WKSE-F (CHR)	134/ 7.7	6.7	6.8	7.3	7.7	7.1	152/2607	2223/22.5	21.1	21.9	E	WKSE-F
4. WJYE-F (SAC)	126/ 7.3	6.6	8.7	7.1	6.9	7.4	128/1971	1849/18.7	18.7	16.8	D	WJYE-F
5. WBEN (FS/T)	123/ 7.1	8.7	8.2	7.6	7.1	7.9	133/2017	1856/18.8	20.0	18.6	E	WBEN
6. WGR (N/T)	122/ 7.0	9.3	7.5	5.3	5.5	7.3	144/2561	2215/22.4	26.1	19.4	D	WGR
7. WBLK-F (B)	108/ 6.2	6.4	6.7	7.8	5.1	6.8	111/1233	1161/11.7	11.0	9.6	C	WBLK-F
8. WGRF-F (AOR)	100/ 5.8	5.7	6.7	6.7	6.5	6.2	145/2146	1666/16.8	19.7	18.5	D	WGRF-F
9. WUFX-F (CL AOR)	97/ 5.6	6.2	5.2	7.0	6.9	6.0	115/1615	1338/13.5	14.2	18.6	D	WUFX-F
10. WECK (BB)	86/ 5.0	5.2	3.9	4.0	3.8	4.5	90/ 929	912/ 9.2	9.3	8.0	B	WECK
11. WMJQ-F (AC)	81/ 4.7	5.3	4.8	5.6	5.7	5.1	121/2586	1829/18.5	17.7	19.3	D	WMJQ-F
12. WBUF-F (AC)	68/ 3.9	3.4	5.0	3.6	4.4	4.0	75/1372	1188/12.0	13.5	14.3	C	WBUF-F
13. CFNY-F (AOR)	29/ 1.7	0.9	1.0	1.8	0.8	1.4	30/424	419/ 4.2	3.0	4.0	D	CFNY-F
14. WTKB (T)	27/ 1.6	1.0	0.9	1.0	0.9	1.1	27/678	646/ 6.5	5.1	4.3	D	WTKB
15. WNUC-F (C)	21/ 1.2	1.2	1.0	1.4	1.7	1.2	48/904	477/ 4.8	5.6	4.6	A	WNUC-F

12+ FM SHARE (METRO): 73.37% (1135 of 1547) (SPG 92: 76.79%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		149 ( 2)	149 ( 2)	9.6	NH	WDCX-F (REL)	99.5 Buffalo 0.5/2.7/ 10/ 378
AOR/CLASSIC AOR		226 ( 3)	226 ( 3)	14.6	18.6	WHL0 (BB)	1270 Niagara Falls 0.3/1.1/ 6/ 106
COUNTRY	9 ( 1)	220 ( 2)	229 ( 2)	14.8	13.5	WHTT (O)	1120 Buffalo 0.5/2.0/ 8/ 198
NEWS/TALK	149 ( 2)		149 ( 2)	9.6	7.1	WLVL (O)	1340 Lockport 1.0/1.9/ 19/ 189
TOP 40/CHR/CONTEMP			134 ( 1)	8.7	8.6	WUFO (B)	1080 Amherst 0.8/1.8/ 13/ 182
BLACK/URBAN	13 ( 1)	108 ( 1)	121 ( 1)	7.8	6.7	WXRL (C)	1300 Lancaster 0.5/2.8/ 9/ 288
SOFT AC		126 ( 1)	126 ( 1)	8.1	9.6	CKEY-F (?)	101.1 Ft Erie, ONT 0.4/1.6/ 9/ 182
HISPANIC						CILQ-F (?)	107.1 Toronto 0.3/1.7/ 6/ 183
OLDIES	26 ( 2)	152 ( 1)	178 ( 3)	11.5	NA		
FULL SVC/VARIETY	123 ( 1)		123 ( 1)	8.0	8.6		
NOSTALGIA	92 ( 2)		92 ( 2)	5.9	4.6		
RELIGION/GOSPEL		8 ( 1)	8 ( 1)	0.5	1.2		
CLASSICAL							
JAZZ/NEW AC							
OTHERS UNKNOWN		12 ( 2)	12 ( 2)	0.8	NA		
	412 ( 9)	1135 ( 13)	1547 ( 23)				

BUFFALO-NIAGARA FALLS

RADIO STATIONS

AM STATIONS

WBEN,	930,	5 KW (DA-N)	, Full Service	CBS, \$ 70.00	(D&R)	Algonquin
WECK,	1230,	1 KW	, Nostalgia	NBC UNISTR, \$ 29.00	(Mc-Guild)	EBE
WGR,	550,	5 KW (DA-N)	, News/Talk	ABC, \$ 49.00	(Katz)	
WUFO,	1080,	1 KW (DAYS)	, Black	AURN, \$ 16.00	(Williams)	Sheridan
WWKB,	1520,	50 KW (DA-1)	, Talk	ABC CNN, \$ 34.00	(Banner)	Price

FH STATIONS

WBLK-F,	93.7,	50 KW @ 400,	Black	CBS, \$ 40.00	(D&R)	
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,	Country	UNISTR, \$ 30.00	(---)	(WETHERSFIELD)
WGRF-F,	96.9,	13 KW @ 888,	AOR	, \$ 80.00	(Katz)	
WHTT-F,	104.1,	50 KW @ 390,	Oldies	, \$ 85.00	(HMR)	Pyramid
WJYE-F,	96.1,	50 KW @ 479,	Soft AC	UNISTR, \$ 70.00	(Mc-Guild)	EBE
WKSE-F,	98.5,	46 KW @ 420,	CHR	ABC, \$ 60.00	(Banner)	Price
WHLQ-F,	102.5,	105 KW @ 1338,	AC/CHR	SOURCE, \$ 51.00	(D&R)	Algonquin
WUFX-F,	103.3,	49 KW @ 341,	Classic AOR	CBS, \$ 50.00	(Katz)	Metroplex
WYRK-F,	106.5,	50 KW @ 390,	Country	, \$ 70.00	(Christal)	Stoner

\*\*\*\*\* 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	

CANTON

Arbitron Rank/Pop (12+): 114/328,500  
 MSA Rank/Pop: 125/394,100  
 Cleveland ADI  
 Average Person Ratings: 17.4  
 Market TSL: 23.00 hours

Stations: 33/8  
 Diaries: 824/399:1/54.0%  
 Sample Target: 810  
 % Below Line: 44.7  
 % Not Listed: 12.6

1992 Revenue: \$8,000,000  
 HH Inc.: \$28,884  
 Retail \$: 2.9 Bil  
 Pop per Station: 41,063  
 #1 Biller: WHBC \$2,000,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WHBC (FS)	73/12.8	13.6	11.2	15.8	13.0	----	74/882	845/25.7	26.7	24.6	D	WHBC
2. WHBC-F (SAC)	69/12.1	7.4	9.5	8.6	7.7	----	81/1002	859/26.1	19.5	22.4	C	WHBC-F
3. WQXK-F (C)	64/11.2	13.3	12.2	12.0	10.2	----	105/1168	761/23.2	22.8	19.8		WQXK-F
4. WZKL-F (O)	42/ 7.4	8.4	5.2	3.8	3.3	----	63/800	546/16.6	14.5	15.5	C	WZKL-F
5. WRQK-F (AOR)	41/ 7.2	5.4	8.2	5.9	8.8	----	61/758	547/16.7	13.6	17.5	C	WRQK-F
6. WONE-F (AOR)	27/ 4.7	6.6	8.0	3.0	3.7	----	62/678	371/11.3	11.9	15.7		WONE-F
7. WNIR-F (T)	20/ 3.5	3.1	1.5	2.3	3.3	----	23/268	221/ 6.7	6.3	4.7		WNIR-F
8. WKDD-F (CHR)	19/ 3.3	5.0	3.8	3.4	3.3	----	26/570	415/12.6	15.0	16.6		WKDD-F
9. WKNR (SPORTS)	12/ 2.1	1.1	1.2	.5	----	----	12/173	151/ 4.6	4.4	2.7		WKNR
10. WQMX-F (AC)	12/ 2.1	1.4	2.3	1.6	2.7	----	20/335	196/ 6.0	6.4	6.1		WQMX-F

12+ FM SHARE (METRO): 74.34% (371 of 499) (SPG 92: 79.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQK-F	1 WRQK-F	1 WHBC-F	1 WHBC-F	1 WHBC-F	1 WHBC-F	1 WHBC-F	1 WHBC-F	1 WHBC-F	1 WQXK-F	1 WHBC-F
2 WQXK-F	2 WQXK-F	2 WQXK-F	2 WZKL-F	2 WZKL-F	2 WHBC-F	2 WHBC-F	2 WQXK-F	2 WQXK-F	2 WHBC	2 WQXK-F
3	3 WONE-F	3 WZKL-F	3 WQXK-F	3 WQXK-F	3 WQXK-F	3 WQXK-F	3 WHBC-F	3 WZKL-F	3 WRQK-F	3 WHBC-F
4	4 WHBC-F	4 WRQK-F	4 WRQK-F	4 WRQK-F	4 WZKL-F	4 WZKL-F	4 WHBC	4 WHBC	4 WHBC-F	4 WZKL-F
5	5	5 WONE-F	5 WONE-F	5 WONE-F	5	5 WRQK-F	5 WRQK-F	5	5 WZKL-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 WRQK-F	1 WHBC-F	1 WHBC-F	1 WHBC-F	1 WHBC-F	1 WRQK-F	1 WRQK-F	1 WONE-F	1 WONE-F	1 WZKL-F
2 WQXK-F	2 WRQK-F	2 WQXK-F	2 WQXK-F	2 WQXK-F	2 WQXK-F	2 WONE-F	2 WRQK-F	2 WZKL-F	2 WHBC-F
3 WHBC-F	3 WQXK-F	3 WQXK-F	3 WZKL-F	3 WZKL-F	3 WONE-F	3 WQXK-F	3 WNCX-F	3 WRQK-F	3 WONE-F
4	4 WONE-F	4 WONE-F	4 WRQK-F	4 WRQK-F	4 WKDD-F	4	4 WQXK-F	4 WHBC-F	4 WQXK-F
5	5	5 WKDD-F	5	5	5	5	5	5 WQXK-F	5 WRQK-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		25 ( 3)	25 ( 3)	5.0	NM	WDPN (EZ) 1310	Alliance	1.8/5.2/ 10/	170
AOR/CLASSIC AOR		82 ( 4)	82 ( 4)	16.4	22.9	WINW (BB) 1520	Canton	0.4/1.8/ 2/	58
COUNTRY	3 ( 1)	76 ( 4)	79 ( 5)	16.0	17.1	WNPQ-F (SAC) 95.9	New Philly	0.7/4.0/ 6/	227
NEWS/TALK	27 ( 4)	20 ( 1)	47 ( 5)	9.4	4.3	WTOF-F (REL) 98.1	Canton	0.5/2.7/ 4/	112
TOP 40/CHR/CONTEMP		28 ( 3)	28 ( 3)	6.0	7.1	WHOT-F (CHR) 101.1	Youngstown	0.4/2.8/ 10/	256
BLACK/URBAN		11 ( 2)	11 ( 2)	2.2	1.8	WKBN (N/T) 570	Youngstown	0.4/1.3/ 11/	129
SOFT AC	10 ( 1)	77 ( 3)	87 ( 4)	17.4	16.5	WQKT-F (C) 104.5	Wooster	0.7/3.3/4.0/	549
HISPANIC						WSOM (FS) 600	Salem	0.9/3.4/ 13/	179
OLDIES		49 ( 2)	49 ( 2)	10.0	NA	WTUZ-F (C) 99.9	Uhrichsville	0.4/1.3/ 46/	436
FULL SVC/VARIETY	78 ( 2)		78 ( 2)	16.0	14.1	See Cleveland or Akron for more information			
NOSTALGIA	10 ( 2)		10 ( 2)	2.0	1.6	about the following...			
RELIGION GOSPEL		3 ( 1)	3 ( 1)	0.6	0.8				
CLASSICAL						WAKR	1.1/2.7	WNCX-F	1.6/5.5
JAZZ/NEW AC						WDOK-F	0.7/4.4	WQAL-F	1.6/6.7
OTHERS UNKNOWN					1.0	WENZ-F	1.2/5.5	WRMR	1.4/3.3
	128 (10)	371 (23)	499 (33)			WGAR-F	1.1/4.6	WSLR	0.5/2.6
						WJMO-F	0.9/2.3	WWWE	1.2/4.3
						WLTF-F	0.7/4.0	WZAK-F	1.1/4.0
						WMJI-F	1.2/5.3		
						WMHS-F	0.9/5.7		

RADIO STATIONS

WDPN , 1310, 1 KW/500 W (DA-1)	, Soft AC/EZ	ABC, \$11.00 (Katz)	(ALLIANCE)
WHBC , 1480, 5 KW (DA-2)	, Full Service	ABC, \$48.00 (Christal)	
WHBC-F, 94.1, 45 KW @ 515	, Soft AC/EZ	ABC, \$40.00 (Christal)	
WNPQ-F, 95.9, 2 KW @ 400	, (?)	, \$ NA (Regional)	(NEW PHILADELPHIA)
WRQK-F, 106.9, 28 KW @ 341	, AOR	ABC, \$30.00 (Eastman)	
WZKL-F, 92.5, 50 KW @ 500	, Oldies	, \$28.00 (D & R)	(ALLIANCE)
WTOF-F, 98.1, 36 KW @ 570	, Religion	USA, \$14.00 ( --- )	Mortenson

Other ranked stations -- see Akron, Cleveland or Youngstown

CEDAR RAPIDS

Arbitron Rank/Pop (12+): 198/141,900  
 MSA Rank/Pop: 230/172,000  
 ADI # 82 (w/Waterloo & Dubuque)  
 Average Person Ratings: 16.1  
 Market TSL: 21.00 hours

Stations: 15/10  
 Diaries: 672/211:1/61.3%  
 Sample Target: 635  
 % Below Line: 4.4  
 % Not Listed: 15.7

1992 Revenue: \$8,000,000  
 HH Inc.: \$32,202  
 Retail \$: 1.6 Bill  
 Pop per Station: 14,190  
 #1 Biller: WMT \$1,900,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KHAK-AF (C)	43/18.7	----	17.7	----	12.7	----	110/1253	501/35.3	0.0	32.4	C	KHRK-AF
2. WMT (FS)	39/17.0	----	14.5	----	13.8	----	86/1029	456/32.1	0.0	28.1	C	WMT
3. KRNA-F (AOR)	27/11.8	----	10.8	----	9.9	----	61/948	352/24.8	0.0	19.4	C	KRNA-F
4. KQCR-F (CHR)	25/10.9	----	8.4	----	9.9	----	38/663	402/28.3	0.0	25.7	B	KQCR-F
5. WMT-F (AC)	21/ 9.2	----	9.6	----	13.0	----	34/545	302/21.3	0.0	19.3	C	WMT -F
6. KKRQ-F (O)	13/ 5.7	----	8.0	----	8.7	----	40/688	268/18.9	0.0	19.8	B	KKRQ-F
7. KCRG (BB)	8/ 3.5	----	2.0	----	3.2	----	14/316	169/11.9	0.0	9.2	A	KCRG
8. KMRY (BB)	5/ 2.2	----	3.6	----	4.7	----	7/128	108/ 7.6	0.0	8.9	A	KMRY
9.												
10.												

12+ FM SHARE (METRO): 70.98% (137 of 193) (SPG 92: 72.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KQCR-F >>	1 KHAK-AF	1 KHAK-AF	1 KHAK-AF <	1 KHAK-AF >	1 WMT >>	1 WMT	1 KHAK-AF >	1 KHAK-AF >	1 KQCR-F <	1 KHAK-F
2	2 KRNA-F >	2 KRNA-F >	2 KRNA-F	2 KRNA-F	2 KHAK-AF >	2 KHAK-F >	2 KRNA-F <	2 KRNA-F <	2 WMT	2 WMT
3	3 KQCR-F >	3 WMT -F	3 WMT -F >	3 WMT -F	3 WMT -F	3 KRNA-F <	3 WMT <	3 KQCR-F	3 KHAK-AF >	3
4	4 WMT -F	4 KQCR-F	4	4 WMT	4	4 WMT -F	4 WMT -F	4 WMT -F	4 KRNA-F	4
5	5	5	5	5	5	5	5	5 WMT -F	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 KHAK-AF	1 KHAK-AF >	1 KHAK-AF	1 KHAK-AF >	1 KHAK-AF >>	1 KHAK-AF	1 KRNA-F >	1 KRNA-F	1 KRNA-F	1 KRNA-F
KQCR-F	2 KQCR-F >>	2 KQCR-F	2 WMT -F	2 WMT -F >	2 KRNA-F	2 KHAK-F >>	2 KHAK-AF	2 KHAK-AF >	2 KHAK-AF >
3 KRNA-F	3 KRNA-F	3 WMT -F	KQCR-F >	3 KKRQ-F	3	3	3 KQCR-F	3 WMT -F	3 WMT
4	4 WMT -F	KRNA-F	4 KRNA-F	KQCR-F	4	4	WMT -F	4 WMT	WMT -F
5	5	5	5	5	5	5	KFMH-F	5	5

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA 7/	TSA 144
AC			22 ( 2)	11.4	NM	KTOF-F (REL) 104.5	CEDAR RAPIDS 0.9/6.3/	7/	144
AOR/CLASSIC AOR			30 ( 2)	15.5	16.4				
COUNTRY	1 ( 1)		42 ( 1)	22.3	21.7	KFMH-F (AOR) 99.7	MUSCATINE 1.3/4.8/	17/	207
NEWS/TALK					0.5	KFMW-F (CHR) 107.9	WATERLOO 0.9/11.6/18/	386	
TOP 40/CHR/CONTEMP			28 ( 3)	14.5	13.0	KMXG-F (AC) 96.1	CLINTON 0.4/1.6/	4/	63
BLACK/URBAN						KOKZ-F (CHR) 105.7	WATERLOO 0.4/8.0/	8/	261
SOFT AC						WHO (FS) 1040	DES MOINES 1.3/6.7/	16/	342
HISPANIC									
OLDIES			13 ( 1)	6.7	NA				
FULL SVC/VARIETY	42 ( 2)		42 ( 2)	21.8	19.8				
NOSTALGIA	13 ( 2)		13 ( 2)	6.7	6.8				
RELIGION/GOSPEL			2 ( 1)	1.0	0.5				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	56 ( 5)	137 ( 10)	193 ( 15)						

RADIO STATIONS

KCRG , 1600,	5 KW (DA-N),	Nostalgia	ABC, \$ 9.00	(K & P)
KMRY , 1450,	1 KW (DA-1),	Nostalgia	SHN, \$11.00	( --- )
WMT , 600,	5 KW (DA-N),	Full Service	MBS CBS, \$35.00	(Katz)
KHAK-F, 98.1,	100 KW @ 459,	Country	ABC, \$40.00	(Christal)
KKRQ-F, 100.7,	100 KW @ 531,	Oldies	ABC, \$23.00	(Banner) Ingstad (IOWA CITY)
KQCR-F, 102.9,	100 KW @ 390,	CHR	\$22.00	(D & R)
KRNA-F, 94.1,	100 KW @ 981,	AOR	UPI, \$28.00	(Roslin) (IOWA CITY)
KTOF-F, 104.5,	100 KW @ 551,	Religion	\$ 9.00	( --- )
WMT -F, 96.5,	100 KW @ 520,	AC	CBS MBS, \$30.00	(Katz)

Other ranked stations -- see Waterloo

CHARLESTON, SC

Arbitron Rank/Pop (12+): 85/425,800  
 MSA Rank/Pop: 94/518,000  
 ADI # 105  
 Average Person Ratings: 17.7  
 Market TSL: 23.25 hours

Stations: 21/18  
 Diaries: 900/473:1/47.0%  
 Sample Target: 900  
 % Below Line: 1.7  
 % Not Listed: 11.6

1992 Revenue: \$11,700,000  
 HH Inc.: \$27,801  
 Retail \$: 3.7 Bill  
 Pop per Station: 23,656  
 #1 Biller: WEZL-F \$2,400,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WEZL-F (C)	106/14.1	9.2	11.6	10.6	10.2	11.4	125/1339	1127/26.5	23.2	22.8	D	WEZL-F
2. WWVZ-F (B)	101/13.4	12.8	14.8	15.0	13.5	14.0	129/1254	931/21.9	21.5	19.5	C	WWVZ-F
3. WTMA (N/T)	56/ 7.4	8.9	6.9	5.8	5.2	7.3	56/717	687/16.1	14.4	10.2	C	WTMA
4. WAVF-F (AOR)	49/ 6.5	4.9	7.0	4.9	7.1	5.8	50/784	705/16.6	15.4	19.7	C	WAVF-F
5. WBUB-F (C)	46/ 6.1	7.9	8.7	7.1	12.1	7.5	68/1007	741/17.4	18.3	21.9	C	WBUB-F
6. WXTX-F (AC)	36/ 4.8	6.4	4.4	6.1	4.6	5.4	45/755	580/13.6	13.3	12.4	C	WXTX-F
WPAL (B)	36/ 4.8	3.8	4.7	4.7	3.1	4.5	37/479	441/10.4	8.5	8.4	A	WPAL
8. WXLV-F (O)	35/ 4.6	4.1	4.4	5.8	5.3	4.7	48/784	657/15.4	13.6	14.2	B	WXLV-F
9. WSUY-F (AOR)	33/ 4.4	4.9	4.0	3.8	4.3	4.3	33/491	482/11.3	10.0	10.9	B	WSUY-F
10. WYBB-F (CL AOR)	29/ 3.9	3.8	4.3	5.7	5.9	4.4	30/607	577/13.6	14.8	17.0	A	WYBB-F
WSSX-F (AC)	29/ 3.9	4.7	5.7	5.8	6.4	5.0	30/723	668/15.7	19.2	19.8	C	WSSX-F
12. WMGL-F (B/AC)	25/ 3.3	2.0	---	---	---	---	29/288	223/ 5.2	---	---	---	WMGL-F
13. WDXZ-F (CHR)	17/ 2.3	1.1	2.3	3.3	1.9	2.3	17/376	366/ 8.6	10.1	8.4	A	WDXZ-F
14. WQIZ (G)	16/ 2.1	3.2	2.1	3.3	1.3	2.7	48/193	98/ 2.3	2.4	2.8	A	WQIZ
WSSP-F (CHR)	16/ 2.1	1.6	1.4	1.3	2.8	1.6	18/409	386/ 9.1	8.1	4.4	A	WSSP-F
16. WTUA-F (G)	11/ 1.5	2.4	0.8	1.5	1.3	1.6	17/243	93/ 2.2	2.6	2.3	---	WTUA-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 81.98% (546 of 666) (SPG 92: 85.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ HID	12+ PMD	12+ EVE	OVERNIGHT
1 WWVZ-F >>	1 WWVZ-F <	1 WWVZ-F <	1 WEZL-F <	1 WEZL-F >	1 WEZL-F >	1 WEZL-F >	1 WEZL-F	1 WEZL-F	1 WWVZ-F >>	1 WPAL
2	2 WAVF-F <	2 WEZL-F	2 WWVZ-F >	2 WWVZ-F	2 WTMA >	2 WWVZ-F >	2 WTMA	2 WWVZ-F >	2 WAVF-F >	2 WWVZ-F >
3	3 WEZL-F >	3 WAVF-F	3 WTMA <	3 WTMA	3 WBUB-F <	3 WTMA	3 WWVZ-F	3 WAVF-F	3 WEZL-F >	3 WEZL-F
4	4 WSSX-F	4 WTMA	4 WXLV-F	4 WXLV-F <	4 WWVZ-F	4 WAVF-F	4 WAVF-F	4 WTMA	4 WYBB-F	4 WAVF-F
5	5 WYBB-F	5 WXLV-F	5 WAVF-F	5 WBUB-F	5	5 WBUB-F	5 WXLV-F	5 WBUB-F	5 WPAL	5
6	6	6	6	6	6	6	6	6	WSSP-F	6
7	7	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 WWVZ-F	1 WWVZ-F	1 WEZL-F	1 WWVZ-F <	1 WEZL-F >	1 WAVF-F	1 WAVF-F	1 WEZL-F	1 WAVF-F <	1 WEZL-F >
2 WEZL-F	2 WEZL-F >	2 WWVZ-F	2 WEZL-F >	2 WWVZ-F	2 WWVZ-F	2 WWVZ-F >	2 WAVF-F	2 WWVZ-F <	2 WTMA
3 WSSX-F	3 WSSX-F	3 WBUB-F	3 WXTX-F	3 WBUB-F <	3 WYBB-F	3 WEZL-F	3 WWVZ-F	3 WEZL-F >	3 WWVZ-F
4 WAVF-F	4 WXTX-F	4 WSUY-F	4 WBUB-F	4 WSUY-F	4	4 WYBB-F	4 WMGL-F	4 WTMA	4 WAVF-F
5 WXTX-F	5 WBUB-F	5 WXTX-F	5 WSUY-F	5 WXTX-F	5	5	5 WSSX-F	5 WYBB-F	5 WXLV-F
6 WBUB-F	6 WAVF-F	6	6	6	6	6	6 WXLV-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC	3 ( 1)	115 ( 4)	118 ( 5)	18.0	NM	WXTX (AC) 1390	CHARLESTON 0.4/1.5/	3/	65
AGR/CLASSIC AOR		78 ( 2)	78 ( 2)	12.0	14.4	WZJY (G) 1480	MT PLEASANT 1.2/1.9/	9/	81
COUNTRY		156 ( 3)	156 ( 3)	23.4	25.4				
NEWS/TALK	56 ( 1)		56 ( 1)	8.4	5.7	WHLZ-F (C) 92.5	MANNING 0.5/2.2/	37/	403
TOP 40/CHR/CONTEMP		16 ( 1)	16 ( 1)	2.4	7.5	WNCK-F (?) 99.7	PORT ROYAL 0.5/2.6/	7/	154
BLACK/URBAN	36 ( 1)	131 ( 3)	167 ( 4)	25.0	24.3	WWDH-F (B) 101.3	SUMTER 0.7/3.0/	39/	537
SOFT AC									
HISPANIC									
OLDIES		35 ( 1)	35 ( 1)	5.2	NA				
FULL SVC/VARIETY									
NOSTALGIA									
RELIGION/GOSPEL	25 ( 2)	11 ( 1)	36 ( 3)	5.4	6.4				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN		4 ( 1)	4 ( 1)	0.6	0.5				
	120 ( 5)	546 ( 16)	666 ( 21)						



CHARLESTON, SC

-----

RADIO STATIONS

-----

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

Miscellaneous: WSSX-F and WDKX-F swapped between Dudley and Faircom with Faircom also receiving \$400,000. . .

CHARLESTON, WV

Arbitron Rank/Pop (12+): 153/211,600  
 MSA Rank/Pop: 177/248,600  
 ADI #55 (w/Huntington)  
 Average Person Ratings: 15.5  
 Market TSL: 20.75 hours

Stations: 15/13  
 Diaries: 771/274:1/56.9%  
 Sample Target: 680  
 % Below Line: 1.5  
 % Not Listed: 11.6

1992 Revenue: \$8,100,000  
 HH Inc.: \$26,764  
 Retail \$: 1.9 Bil  
 Pop per Station: 16,277  
 #1 Biller: WQBE-AF \$2,000,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WQBE-F (C)	79/24.1	30.2	35.7	30.6	26.0	----	136/1661	863/40.8	45.3	44.3	D	WQBE-F
2. WKWS-F (C)	39/11.9	6.5	3.8	6.0	2.9	----	63/782	475/22.4	15.4	11.4	B	WKWS-F
3. WWSR-F (CHR)	31/ 9.5	9.3	8.8	8.1	11.8	----	43/681	423/20.0	19.5	22.7	C	WWSR-F
4. WKLC-F (AOR)	30/ 9.1	7.4	8.8	6.3	9.4	----	65/1038	386/18.7	17.2	19.4	C	WKLC-F
WVAF-F (AC)	30/ 9.1	10.5	8.0	8.1	11.5	----	34/539	415/19.6	23.1	22.1	C	WVAF-F
6. WCHS (FS)	26/ 7.9	10.2	6.8	7.5	7.4	----	34/456	367/17.3	20.2	14.4	B	WCHS
7. WBES-F (SAC)	16/ 4.9	3.7	4.7	3.6	5.3	----	16/217	187/ 8.8	10.5	8.8	B	WBES-F
WKAZ-F (O)	16/ 4.9	3.7	4.7	6.3	7.1	----	21/413	295/13.9	13.7	13.6	A	WKAZ-F
9. WJYP-F (REL)	8/ 2.4	2.8	0.6	3.0	1.5	----	9/153	145/ 6.9	6.0	6.1	A	WJYP-F
10. WQBE (C)	5/ 1.5	2.2	2.7	2.4	1.8	----	7/158	110/ 5.2	7.8	5.0		WQBE

12+ FM SHARE (METRO): 87.59% (254 of 290) (SPG 92: 87.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWSR-F>>	1 WKLC-F<	1 WQBE-F>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F	1 WQBE-F
2 WQBE-F	2 WQBE-F	2 WKWS-F	2 WKWS-F	2 WKWS-F	2 WKWS-F	2 WKWS-F<	2 WKWS-F<	2 WKLC-F<	2 WKWS-F	2 WKWS-F
WKWS-F	3 WKWS-F	3 WKLC-F	3 WVAF-F	3 WVAF-F	3 WVAF-F	3 WVAF-F	3 WCHS <	3 WKWS-F	WWSR-F	3 WWSR-F
4	4 WWSR-F>	4 WVAF-F	4 WKLC-F	4 WKLC-F	4 WBES-F	4 WCHS	4 WKLC-F<	4 WWSR-F<	4 WKLC-F	4
5	5 WVAF-F	5	5	5 WKAZ-F	WKWS-F	WWSR-F	5 WVAF-F	5 WVAF-F<	5 WCHS	5
6	6	6	6	6	6	6	6	6 WCHS	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 WWSR-F	1 WQBE-F	1 WQBE-F	1 WQBE-F	1 WQBE-F>	1 WKLC-F	1 WKLC-F>	1 WKLC-F	1 WQBE-F	1 WQBE-F>>
2 WKLC-F	2 WVAF-F	2 WVAF-F	2 WVAF-F<	2 WVAF-F	2 WKWS-F	2 WKWS-F	2 WQBE-F	2 WKLC-F	2 WKLC-F
3 WVAF-F	WWSR-F	3 WKWS-F	3 WKWS-F	3 WKWS-F>>	WWSR-F	WQBE-F>	3 WKWS-F	3 WKWS-F>	3 WKWS-F>
WQBE-F	4 WKWS-F	4	4 WWSR-F	4 WKAZ-F	4	4 WWSR-F	4	4 WWSR-F	4
WKWS-F				WWSR-F					

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
AC		32 ( 2)	32 ( 2)	11.0	NM	WCAW (C) 680 Charleston	0.3/3.0/ 1/ 65	
AOR/CLASSIC AOR		30 ( 1)	30 ( 1)	10.3	11.2	WCZR (T) 1490 Charleston	0.6/1.9/ 2/ 40	
COUNTRY	6 ( 2)	118 ( 2)	124 ( 4)	43.0	44.1	WSCW (REL) 1410 Charleston	0.6/2.7/ 2/ 72	
NEWS/TALK	2 ( 1)		2 ( 1)	.6				
TOP 40/CHR/CONTEMP		31 ( 1)	31 ( 1)	11.0	10.2	WEMM-F (REL) 107.9 Huntington	0.9/5.2/ 12/ 336	
BLACK/URBAN						WRVC-F (AC) 93.7 Ashland	0.6/2 6/ 21/ 403	
SOFT AC		16 ( 1)	16 ( 1)	6.0	5.4			
HISPANIC					NA			
OLDIES		16 ( 1)	16 ( 1)	6.0				
FULL SVC/VARIETY	26 ( 1)		26 ( 1)	9.0	7.8			
NOSTALGIA								
RELIGION GOSPEL	2 ( 1)	11 ( 2)	13 ( 3)	4.4	2.4			
CLASSICAL								
JAZZ/NEW AC								
OTHERS UNKNOWN								
	36 ( 5)	254 ( 10)	290 ( 15)					

RADIO STATIONS

WCHS , 580, 5 KW (DA-N) , Full Service MBS CBS, \$17.00 (Eastman)  
 WCAW , 680, 50 KW/250 W (DA-N) -- see WVAF-F  
 WQBE , 950, 5 KW/1 KW (DA-N) -- see WQBE-F

WBES-F, 94.5, 3 KW @ 328 , Soft AC/EZ ABC, \$14.00 (K & P) (DUNBAR)  
 WVAF-F, 99.9, 50 KW @ 489 , AC/CHR ABC, \$26.00 (Banner) Franklin  
 WKWS-F, 96.1, 50 KW @ 361 , Country , \$16.00 (Eastman)  
 WKLC-F, 105.1, 3.6 KW @ 1663 , AOR SOURCE ABC, \$35.00 (D & R) Martin (ST. ALBANS)

WJYP-F, 100.9, 3 KW @ 298 , Religion , \$10.00 ( --- ) CLW  
 WKAZ-F, 107.3, 24 KW @ 676 , Oldies UNISTR NBC, \$18.00 (Mc-Guild) (MIAHI)  
 WQBE-F, 97.5, 50 KW @ 500 , Country ABC, \$48.00 (Christal) Nininger  
 WWSR-F, 102.7, 50 KW @ 403 , CHR UNISTR, \$35.00 (Katz) Ardman

CHARLOTTE

Arbitron Rank/Pop (12+): 39/1,010,600  
 MSA Rank/Pop: 43/1,140,000  
 ADI # 30  
 Average Person Ratings: 15.8  
 Market TSL: 21.0 hours

Stations: 23/19  
 Diaries: 1395/724:1/49.6%  
 Sample Target: 1310  
 % Below Line: 3.9  
 % Not Listed: 14.2

1992 Revenue: \$36,800,000  
 HH Inc.: \$31,722  
 Retail \$: 9.0 Bill  
 Pop per Station: 53,189  
 #1 Biller: WSOC-F \$6,100,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WPEG-F (B)	171/10.7	12.3	10.2	9.5	11.8	10.7	238/2440	1726/17.1	18.0	17.6	F	WPEG-F
2. WSOC-F (C)	165/10.3	12.5	11.3	11.9	14.9	11.5	290/4388	2338/23.1	25.2	27.0	G	WSOC-F
3. WTDR-F (C)	144/ 9.0	9.1	7.7	8.7	7.0	8.6	253/3527	1890/18.7	17.8	15.6	D	WTDR-F
4. WBT (FS)	141/ 8.8	8.1	8.1	7.6	6.7	8.2	152/1910	1649/16.3	16.9	15.9	E	WBT
5. WRFX-F (AOR)	123/ 7.7	7.6	8.6	7.1	6.1	7.8	195/2985	1954/19.3	18.3	16.3	G	WRFX-F
6. WEZC-F (SAC)	93/ 5.8	5.3	6.1	6.4	6.7	5.9	162/2365	1576/15.6	13.6	14.4	D	WEZC-F
7. WWMG-F (O)	81/ 5.1	3.3	2.8	4.1	4.8	3.8	132/2093	1358/13.4	8.5	11.7	D	WWMG-F
8. WCKZ-F (CHR/U)	78/ 4.9	5.3	3.7	3.6	4.5	4.4	122/2650	1701/16.8	14.1	14.6	C	WCKZ-F
9. WBT -F (AC)	77/ 4.8	8.1	8.1	7.6	6.7	5.2	167/3177	1660/16.4	15.5	15.5	D	WBT -F
10. WMXC-F (AC)	75/ 4.7	4.6	5.1	3.5	4.0	4.5	106/1692	1185/11.7	11.9	11.5	E	WMXC-F
11. WXRC-F (AOR)	42/ 2.6	2.3	3.4	2.8	2.7	2.8	107/1633	808/ 8.0	9.3	8.1	B	WXRC-F
12. WAQQ-F (CHR)	38/ 2.4	2.1	2.3	2.6	2.1	2.4	45/1299	853/ 8.4	8.7	7.5	B	WAQQ-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 85.21% (1170 of 1373) (SPG 92: 87.70%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		172 ( 3)	172 ( 3)	12.5	NM	WAQS (O) 610 Charlotte	0.5/2.8/ 9/ 319		
AOR/CLASSIC AOR		179 ( 3)	179 ( 3)	13.0	10.8	WHVN (REL) 1240 Charlotte	0.6/1.6/ 9/ 160		
COUNTRY		327 ( 3)	327 ( 3)	23.8	28.3	WGIV (B) 1600 Charlotte	1.0/2.7/ 16/ 271		
NEWS/TALK						WGSP (REL) 1310 Charlotte	0.9/1.8/ 15/ 182		
TOP 40/CHR/CONTEMP		116 ( 2)	116 ( 2)	8.4	7.7	WLTC (REL) 1370 Gastonia	0.4/0.8/ 6/ 81		
BLACK/URBAN	16 ( 1)	178 ( 2)	194 ( 3)	14.1	15.1	WRDX-F (AC) 99.7 Kannapolis	1.3/4.4/ 24/ 582		
SOFT AC		93 ( 1)	93 ( 1)	6.8	7.7	WSAT (8B) 1280 Salisbury	0.5/1.0/ 8/ 120		
HISPANIC									
OLDIES	8 ( 1)	81 ( 1)	89 ( 2)	6.5	NA	WFMX-F (C) 105.7 Statesville	1.1/4.1/ 89/1470		
FULL SVC/VARIETY	141 ( 1)		141 ( 1)	10.3	7.7	WJMH-F (B) 102.1 Reidsville	0.4/0.8/ 15/ 289		
NOSTALGIA	8 ( 1)		8 ( 1)	0.6	0.4	WKRR-F (AOR) 92.3 Asheboro	0.9/3.3/ 42/ 929		
RELIGION/GOSPEL	30 ( 3)	24 ( 1)	54 ( 4)	3.9	2.8	WHIT-F (REL) 106.3 Black Mt.	1.5/4.5/ 67/1127		
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN					0.8				
	203 ( 7)	1170 (16)	1373 (23)						

CHAR\_OTTE

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, FULL SERVICE	CBS , \$ 76.00 (Banner)	Jeff-Pilot
WGSP, 1310, 1 KW/65 W	, RELIGION	AURN , \$ NA ( --- )	
WAQF-F, 95.1, 100 KW @ 1542, CHR		SOURCE , \$ 35.00 (D&R)	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 ( --- )	Beasley
WEZC-F, 102.9, 31 KW @ 1535, SOFT AC/EZ	ABC, UNISTR , \$ 44.00 (Christal)		Trumper (HICKORY)
WPEG-F, 97.9, 50 KW @ 390, BLACK	CBS, UNISTR , \$ 75.00 (Katz)		Broadcast Partners
WMXC-F, 104.7, 100 KW @ 1230, AC	, \$ 68.00 (D&R)		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 (D&R)		EZ
WTDR-F, 96.9, 100 KW @ 1548, COUNTRY	, \$ 55.00 (Christal)		Trumper (STATESVILLE)
WMMG-F, 96.1, 100 KW @ 1738, OLDIES	CBS , \$ 52.00 (Katz)		Dalton (SHELBY)
WXRC-F, 95.7, 100 KW @ 1276, AOR	ABC , \$ 26.00 ( --- )		(HICKORY)

Miscellaneous: WEZC-F sold by Keymarket to Trumper for \$6,000,000 . . . WMMG-F sold by Voyager to Dalton for \$4,500,000 . . . WCKZ-F sold from receivership to Braodcasting Partners (0) for \$3,000,000 (Bargner) . . .

\*\*\*\*\* 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		*

\*\*\*\*\*

CHATTANOOGA

Arbitron Rank/Pop (12+): 95/368,600  
 MSA Rank/Pop: 107/443,000  
 ADI # 85  
 Average Person Ratings: 17.3  
 Market TSL: 22.75 hours

Stations: 19/19  
 Diaries: 902/409:1/53.9%  
 Sample Target: 840  
 % Below Line: 0.0  
 % Not Listed: 14.4

1992 Revenue: \$12,700,000  
 HH Inc.: \$27,424  
 Retail \$: 3.2 Btl  
 Pop per Station: 19,400  
 #1 Biller: WUSY-F \$3,400,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WUSY-F (C)	152/23.9	26.6	21.8	22.0	21.5	23.6	308/2945	1508/40.9	37.7	36.7	E	WUSY-F
2. WJTT-F (B)	66/10.4	8.5	7.7	10.4	7.6	9.3	74/ 651	529/14.4	14.7	13.8	C	WJTT-F
3. WDEF-F (SAC)	48/ 7.5	8.9	12.2	9.6	8.8	9.6	63/1031	743/20.2	21.4	20.5	C	WDEF-F
4. WSKZ-F (CHR)	46/ 7.2	8.9	5.8	6.9	9.4	7.2	92/1633	778/21.1	18.9	23.0	C	WSKZ-F
5. WGOV (T)	39/ 6.1	5.0	4.9	3.3	3.5	4.8	41/ 546	498/13.5	10.0	8.5	A	WGOV
6. WOOD-F (C)	37/ 5.8	4.0	6.3	4.6	5.3	5.2	55/1008	626/17.0	16.4	17.0	B	WOOD-F
7. WLMX-F (AC)	33/ 5.2	4.3	6.0	5.1	6.0	5.2	33/ 649	615/16.7	17.6	15.0	C	WLMX-F
8. WFXS-F (CL AOR)	32/ 5.0	2.9	4.8	4.7	6.1	4.4	35/ 446	355/ 9.6	10.3	11.5	B	WFXS-F
9. WJRX-F (REL)	16/ 2.5	2.3	2.4	3.6	3.5	2.7	18/ 263	238/ 6.5	7.9	8.3	A	WJRX-F
10. WSGC-F (O)	14/ 2.2	1.4	2.0	3.4	2.0	2.3	15/ 414	352/ 9.5	8.0	9.2		WSGC-F
11. WNOO (B)	12/ 1.9	3.8	3.2	3.4	2.8	3.1	12/ 192	192/ 5.2	6.2	5.5	A	WNOO
WOOD (C)	12/ 1.9	3.4	1.7	1.6	2.0	2.2	12/ 226	198/ 5.4	4.6	6.0	A	WOOD
13. WBDX-F (SAC)	11/ 1.7	1.4	1.7	1.3	1.0	1.5	15/ 361	317/ 8.6	5.5	5.5		WBDX-F
14.												
15.												

12+ FM SHARE (METRO): 84.59% (461 of 545) (SPG 92: 85.55%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
AC	2 ( 1)	33 ( 1)	35 ( 2)	6.4	NM		WDEF (SAC) 1370	Chattanooga	0.8/4.2/	5/ 155
AOR/CLASSIC AOR		32 ( 1)	32 ( 1)	5.9	7.2		WEPG (?) 910	S. Pittsburg	0.6/1.6/	4/ 170
COUNTRY	19 ( 2)	189 ( 2)	208 ( 4)	38.2	32.4		WFLI (REL) 1070	Lookout Mt.	0.5/3.0/	6/ 199
NEWS/TALK	39 ( 1)		39 ( 1)	7.2	4.1		WKXJ-F (CHR) 97.3	S. Pittsburg	0.9/4.6/	14/ 318
TOP 40/CHR/CONTEMP		52 ( 2)	52 ( 2)	9.5	11.1		WLMX (AC) 980	Rossville GA	0.3/1.4/	2/ 50
BLACK/URBAN	12 ( 1)	66 ( 1)	78 ( 2)	14.3	12.3		WQCH (C) 1590	Lafayette GA	1.1/2.1/	7/ 78
SOFT AC	5 ( 1)	59 ( 2)	64 ( 3)	11.7	13.5					
HISPANIC										
OLDIES		14 ( 1)	14 ( 1)	2.6	NA					
FULL SVC/VARIETY										
NOSTALGIA										
RELIGION/GOSPEL	3 ( 1)	16 ( 1)	19 ( 2)	3.5	5.3					
CLASSICAL										
JAZZ/NEW AC										
OTHERS UNKNOWN	4 ( 1)		4 ( 1)	0.7	0.8					
	84 ( 8)	461 (11)	545 (19)							

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N), EZ	CBS, \$ 21.00 (MHR)	Park
WOOD, 1310, 5 KW (DA-N), NOSTALGIA	SHN UNISTR, \$ 17.00 (Banner)	Bahakel
WFLI, 1070, 50 KW/2.5 KW(DA-2), RELIGION	ABC, \$ 12.00 (---)	(LOOKOUT MT.)
WGOV, 1150, 5 KW/1 KW (DA-N), TALK	SUN, MBS, \$ 18.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS), BLACK	AURN, \$ 14.00 (Banner)	
WBOX-F, 102.7, 6 KW @ 817, SOFT AC	, \$ 15.00 (---)	(TRENTON)
WDEF-F, 92.3, 100 KW @ 1181, EZ/SOFT AC	CBS, \$ 33.00 (MHR)	Park
WOOD-F, 96.5, 100 KW @ 1079, COUNTRY	UNISTR, \$ 31.00 (Banner)	Bahakel
WFXS-F, 102.3, 3 KW @ 285, CLASSIC AOR	, \$ 19.00 (Banner)	(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 (D & R)	(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)	Mak (ROSSVILLE, GA)
WSGC-F, 101.9, 3 KW @ 702, OLDIES	SHN, \$ 19.00 (Banner)	(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

Miscellaneous: WJRX-F sold to Bloomington (D) for \$1,300,000 . . .

CHICAGO

Arbitron Rank/Pop (12+): 3/6,710,800  
 HSA Rank/Pop: 3/8,240,000  
 Average Person Ratings: 18.6  
 Market TSL: 24.0 hours

Stations: 41/41  
 Diaries: 3625/1851:1/49.0X  
 Sample Target: 3470  
 % Below Line: 0.0  
 % Not Listed: 10.8

1992 Revenue: \$247,900,000  
 HH Inc.: \$33,675  
 Retail \$: 63.3 Bill  
 Pop per Station: 163,678  
 #1 Biller: WGN \$40,400,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WGCI-F (B)	862/ 6.9	7.4	7.6	7.2	7.3	7.3	873/9967	9832/14.7	13.8	13.6	I	WGCI-F
2. WGN (FS/T)	829/ 6.7	6.5	8.5	6.8	7.6	7.1	993/13619	11124/16.6	19.2	16.4	K	WGN
3. WUSN-F (C)	715/ 5.7	6.2	5.7	4.3	5.5	5.5	736/8553	8190/12.2	13.0	11.8	I	WUSN-F
4. WBBM-F (CHR)	709/ 5.7	5.0	4.6	5.6	5.7	5.2	727/12466	12017/17.9	15.6	15.9	H	WBBM-F
5. WLIT-F (SAC)	504/ 4.0	4.6	3.7	3.6	3.4	4.0	514/7862	7723/11.5	10.4	9.3	H	WLIT-F
6. WBBM (N)	479/ 3.8	4.2	3.9	4.0	3.9	4.0	507/11531	10445/15.6	16.1	14.1	J	WBBM
7. WLS -AF (T)	443/ 3.6	4.3	3.5	2.8	3.0	3.6	531/7462	6138/ 9.1	9.4	8.8	E	WLS -AF
8. WJMK-F (O)	434/ 3.5	2.2	3.1	2.8	3.3	2.9	445/9147	8811/13.1	11.1	9.9	I	WJMK-F
9. WVAZ-F (B/AC)	413/ 3.3	3.2	2.8	4.2	4.4	3.4	425/5622	5549/ 8.3	7.5	10.6	I	WVAZ-F
10. WNUA-F (J/NAC)	411/ 3.3	3.4	3.5	2.6	3.1	3.2	414/6123	6022/ 9.0	9.2	8.7	H	WNUA-F
11. WJJD (BB)	406/ 3.3	3.5	3.0	4.0	3.7	3.5	430/5354	4836/ 7.2	6.9	8.2	G	WJJD
12. WCKG-F (CL AOR)	374/ 3.0	2.4	2.2	2.3	2.8	2.5	389/8261	7831/11.7	10.0	10.9	I	WCKG-F
13. WMAQ (N)	355/ 2.9	2.7	2.5	2.7	2.9	2.7	393/10507	9170/13.7	12.8	13.8	K	WMAQ
14. WKQX-F (AC)	353/ 2.8	2.8	2.9	2.1	2.0	2.7	360/7528	7403/11.0	10.1	10.0	G	WKQX-F
15. WMBZ-F (AOR)	344/ 2.8	3.3	3.4	3.7	4.6	3.3	381/8071	7397/11.0	11.8	13.1	H	WMBZ-F
16. WLUP-F (AOR)	332/ 2.7	2.6	3.0	3.2	3.1	2.9	344/6883	6680/10.0	11.7	11.7	J	WLUP-F
17. WPNT-F (AC)	304/ 2.4	2.6	2.0	2.2	2.3	2.3	315/6096	5943/ 8.9	8.2	9.2	G	WPNT-F
18. WXRT-F (AOR)	300/ 2.4	2.3	2.9	3.5	3.3	2.8	308/5557	5352/ 8.0	8.2	8.0	I	WXRT-F
19. WLUP (T)	255/ 2.0	2.7	3.0	3.5	2.9	2.8	281/4614	4196/ 6.3	7.7	6.1	H	WLUP
20. WOJO-F (SP)	223/ 1.8	1.7	1.7	1.9	1.8	1.8	223/2710	2675/ 4.0	3.9	3.8	F	WOJO-F
21. WSCR (SPRTS)	220/ 1.8	2.0	1.6	1.4	1.2	1.7	231/2758	2618/ 3.9	3.1	2.6	C	WSCR
22. WNIB-F (CL)	196/ 1.6	1.9	1.3	1.3	1.7	1.5	203/4042	3979/ 5.9	5.0	4.7	E	WNIB-F
23. WTHX-F (AC)	187/ 1.5	1.7	1.5	2.1	1.7	1.7	193/4566	4397/ 6.6	5.1	7.7	G	WTHX-F
24. WGCI (B/O)	155/ 1.2	1.0	1.5	1.5	0.9	1.3	155/2676	2660/ 4.0	3.4	2.9		WGCI
25. WFHT-F (CL)	146/ 1.2	1.1	1.5	1.4	0.8	1.3	152/3031	2954/ 4.4	5.1	3.9	E	WFHT-F
26. WAIT (BB/EZ)	142/ 1.1	0.9	0.6	0.7	0.7	0.8	155/1569	1447/ 2.2	1.3	1.3		WAIT
27. WJPC (B)	131/ 1.1	0.7	0.7	0.3	---	0.7	131/2253	2251/ 3.4	2.1	---		WJPC
28. WJPC-F (B)	120/ 1.0	0.7	0.4	0.5	0.3	0.7	121/2294	2284/ 3.4	1.9	1.6		WJPC-F
29.												
30.												

12+ FM SHARE (METRO): 67.90% (7544 of 11110) (SPG 92: 68.04%)

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

CHICAGO

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME
AC		844 ( 3)	844 ( 3)	7.6	NH	WABT-F (CHR) 103.9	Dundee 0.3/1.0/ 42/ 740
AOR/CLASSIC AOR		1502 ( 6)	1502 ( 6)	13.5	15.6	WYSY-F (AOR) 107.9	Aurora 0.7/3.4/ 95/2456
COUNTRY		780 ( 2)	780 ( 2)	7.0	6.1	WBUS-F (CHR) 99.9	Kankakee 0.3/2.3/ 55/1851
NEWS/TALK	1615 ( 5)	137 ( 1)	1752 ( 6)	15.8	23.7	WCCQ-F (C) 98.3	Crest Hill 0.5/1.2/ 66/ 811
						WIIF-F (AOR) 95.1	Kenosha 0.5/1.9/ 71/1407
TOP 40/CHR/CONTEMP		785 ( 3)	785 ( 3)	7.1	6.7	WIND (SP) 560	Chicago 0.6/1.6/ 89/1198
BLACK/URBAN	381 ( 3)	1395 ( 3)	1776 ( 6)	16.0	14.8	WTAQ (SP) 1300	LaGrange 0.6/1.2/ 79/ 834
SOFT AC		504 ( 1)	504 ( 1)	4.5	4.8	WTAS-F (?) 102.3	Crete 0.4/0.5/ 45/ 339
HISPANIC	151 ( 2)	223 ( 1)	374 ( 3)	3.4	4.4	WVON (B) 1450	Chicago 0.8/1.3/ 95/ 847
OLDIES		434 ( 1)	434 ( 1)	3.9	NA	WVHN (?) 1510	Joliet 0.3/0.7/ 42/ 440
						WYCA-F (REL) 92.3	Hammond 0.8/1.9/106/1307
FULL SVC/VARIETY	829 ( 1)		829 ( 2)	7.5	0.5	WYLL-F (REL) 106.7	Des Plns 0.3/1.5/ 43/1038
NOSTALGIA	548 ( 2)		548 ( 2)	4.9	4.1		
RELIGION/GOSPEL		142 ( 2)	142 ( 2)	1.3	1.3		
CLASSICAL		342 ( 2)	342 ( 2)	3.1	2.8		
JAZZ/NEW AC		411 ( 1)	411 ( 1)	3.7	3.4		
OTHERS UNKNOWN	42 ( 1)	45 ( 1)	87 ( 2)	0.8	0.3		
	3566 (14)	7544 (27)	11110 (41)				

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, \$ 250.00 (CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, BLACK OLDIES/GOSPEL	AURN, \$ 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)	Tichenor
WJJD, 1160, 50 KW/5KW (DA-2)	, NOSTALGIA	UNISTR, \$ 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 (HMR)	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	CBS, \$ 45.00 (Lotus Hisp)	Lotus
WVON, 1450, 1 KW	, BLACK/TALK	MBS, \$ 50.00 (Roslin)	

FH 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 (D&R)	
WGCI, 107.5, 33 KW @ 600, BLACK	, \$ 225.00 (McGuild)	Gannett
WJMK, 104.3, 4 KW @ 1568, OLDIES	UNISTR, \$ 211.00 (Katz)	Infinity
WJPC, 106.3, 3 KW @ 397, BLACK	AURN, \$ 40.00 ( --- )	Johnson Pub.
WKQX, 101.1, 6 KW @ 1171, AC/AOR	SOURCE, \$ 160.00 (D&R)	Emmis
WLIT, 93.9, 4 KW @ 1581, SOFT AC	ABC, \$ 195.00 (Banner)	Viacom
WLS, 94.7, 4.4 KW @ 1528, SEE WLS AM		
WLUP, 97.9, 6 KW @ 1171, AOR	, \$ 320.00 (HMR)	Evergreen
WNIB, 97.1, 8.4 KW @ 1191, CLASSICAL	, \$ 110.00 (CMBS)	
WNUA, 95.5, 8.3 KW @ 1171, JAZZ/NAC	, \$ 165.00 (D&R)	Pyramid
WOJO, 105.1, 7.2 KW @ 1171, HISPANIC	, \$ 105.00 (Katz Hisp)	Tichenor
WPNT, 100.3, 8.2 KW @ 1171, AC	, \$ 135.00 (Eastman)	Century
WTMX, 101.9, 4.2 KW @ 1558, AC	, \$ 150.00 (McGuild)	Bonneville
WUSN, 99.5, 6 KW @ 1171, COUNTRY	, \$ 160.00 (Torbet)	Infinity
WVAZ, 102.7, 6 KW @ 1171, BLACK AC	UPI, \$ 205.00 (Banner)	Broadcast Partners
WWBZ, 103.5, 4.3 KW @ 1548, AOR	, \$ 135.00 (Eastman)	Major
WXRT, 93.1, 6.7 KW @ 1309, PROG AOR	, \$ 175.00 (CBS)	Diamond

Miscellaneous: WWBZ-F sold by Devine to Evergreen (D) for about \$30,000,000 (Star) . . .

CINCINNATI

Arbitron Rank/Pop (12+): 32/1,196,600  
 MSA Rank/Pop: 30/1,730,000  
 ADI # 31  
 Average Person Ratings: 16.7  
 Market TSL: 21.75 hours

Stations: 27/21  
 Diaries: 1477/810:1/51.4%  
 Sample Target: 1480  
 % Below Line: 3.6  
 % Not Listed: 9.6

1992 Revenue: \$59,900,000  
 HH Inc.: \$32,910  
 Retail \$: 13.6 Bl  
 Pop per Station: 56,981  
 #1 Biller: WLW \$15,600,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WLW (FS/T)	235/11.8	10.0	12.9	13.4	13.9	12.0	366/5900	3985/33.3	29.2	31.7	J	WLW
2. WUBE AF (C)	201/10.1	11.1	8.7	8.3	9.8	9.6	277/3560	2533/21.2	17.9	16.3	G	WUBE AF
3. WEBN-F (AOR)	150/ 7.5	6.0	6.1	7.3	7.0	6.7	191/3171	2391/20.0	17.7	17.5	H	WEBN-F
4. WOFX-F (CL AOR)	134/ 6.7	5.3	5.6	5.4	5.8	5.8	181/3079	2266/18.9	16.4	13.8	E	WOFX-F
5. WGRR-F (O)	132/ 6.6	5.6	5.8	5.8	5.8	6.0	177/2902	2042/17.1	16.2	17.3	F	WGRR-F
7. WKRK-F (CHR)	132/ 6.6	5.9	6.4	6.1	6.8	6.3	196/3788	2728/22.8	21.2	21.4	F	WKRK-F
7. WNNK-F (AC)	120/ 6.0	5.5	5.3	4.9	5.9	5.4	143/2388	1883/15.7	13.5	15.0	F	WNNK-F
8. WIZF-F (B)	119/ 6.0	5.0	6.3	5.4	6.4	5.7	124/1442	1328/11.1	10.7	11.3	C	WIZF-F
9. WKCY (N/T)	106/ 5.3	5.2	4.5	3.8	3.6	4.7	115/1400	1238/10.3	10.2	8.6	D	WKCY
10. WRRM-F (AC)	88/ 4.4	4.7	4.4	4.4	3.5	4.5	108/1784	1511/12.6	12.5	10.8	E	WRRM-F
11. WIHJ-F (SAC)	62/ 3.1	3.9	4.4	4.6	5.2	4.0	80/1743	1188/ 9.9	11.3	11.8	D	WIHJ-F
12. WLWA (T)	58/ 2.9	3.3	3.4	3.0	2.9	3.2	62/1421	1162/ 9.7	13.9	10.0	D	WLWA
13. WYGY-F (C)	46/ 2.3	0.9	0.5	2.1	1.9	1.5	55/1218	962/ 8.0	2.6	7.5		WYGY-F
14. WBND (BB)	34/ 1.7	3.6	3.7	3.9	2.4	3.2	34/348	348/ 2.9	3.7	3.5	A	WBND
15. WAKW-F (REL)	27/ 1.4	1.0	1.4	1.0	1.3	1.2	34/692	458/ 3.8	4.1	3.9		WAKW-F
17. WAQZ-F (AOR)	27/ 1.4	2.7	1.9	2.1	1.4	2.0	34/792	671/ 5.6	6.2	4.1	A	WAQZ-F
17. WCIN (B)	22/ 1.1	1.7	1.0	1.1	1.5	1.2	22/454	454/ 3.8	3.2	4.0		WCIN
17. WSAI (SPRST)	22/ 1.1	1.3	1.2	---	0.7	0.9	23/556	459/ 3.8	3.6	3.3		WSAI
19.												
20.												

12+ FM SHARE (METRO): 72.61% (1312 of 1807) (SPG 92: 69.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRK-F	1 WEBN-F	1 WUBE-AF	1 WUBE-AF	1 WUBE-AF	1 WLW	1 WLW	1 WUBE-F	1 WUBE-F	1 WLW	1 WLW
2 WIZF-F	2 WOFX-F	2 WEBN-F	2 WGRR-F	2 WGRR-F	2 WUBE-AF	2 WUBE-F	2 WLW	2 WLW	2 WIZF-F	2 WIZF-F
3 WUBE-AF	3 WOFX-F	3 WNNK-F	3 WKRK-F	3 WLW	3 WGRR-F	3 WEBN-F	3 WKCY	3 WOFX-F	3 WKRK-F	3 WLWA
4 WKRK-F	4 WGRR-F	4 WLW	4 WEBN-F	4 WKCY	4 WNNK-F	4 WNNK-F	4 WEBN-F	4 WOFZ-F	4 WGRR-F	4 WGRR-F
5 WIZF-F	5 WLW	5 WOFX-F	5 WOFX-F	5	5 WGRR-F	5 WEBN-F	5 WKRK-F	5 WEBN-F	5 WEBN-F	5 WUBE-F
6 WNNK-F	6 WNNK-F	6 WNNK-F	6 WNNK-F	6	6 WKCY	6 WGRR-F	6 WNNK-F	6 WUBE-F	6	6
7	7	7	7	7	7	7	7 WOFX-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 WKRK-F	1 WNNK-F	1 WUBE-AF	1 WNNK-F	1 WUBE-AF	1 WEBN-F	1 WEBN-F	1 WOFX-F	1 WEBN-F	1 WLW
2 WOFX-F	2 WUBE-AF	2 WEBN-F	2 WUBE-AF	2 WNNK-F	2 WOFX-F	2 WOFX-F	2 WEBN-F	2 WOFX-F	2 WEBN-F
3 WNNK-F	3 WKRK-F	3 WNNK-F	3 WKRK-F	3 WGRR-F	3 WUBE-AF	3 WUBE-AF	3 WLW	3 WLW	3 WOFX-F
4 WIZF-F	4 WIZF-F	4 WKRK-F	4 WGRR-F	4 WRRM-F	4 WKRK-F	4 WLW	4 WUBE-AF	4 WUBE-AF	4 WGRR-F
5 WUBE-AF	5 WOFX-F	5 WIZF-F	5 WIZF-F	5 WIZF-F	5 WIZF-F	5 WKRK-F	5 WGRR-F	5 WGRR-F	5 WUBE-AF
6 WEBN-F	6 WEBN-F	6 WOFX-F	6 WOFX-F	6 WKRK-F	6	6 WIZF-F	6	6	6
7	7 WRRM-F	7 WRRM-F	7 WEBN-F	7 WEBN-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO SHARE	CUME RTG/AQH/CUME	TSA	TSA
AC		208 (2)	208 (2)	11.5	NM	WNLN-F (REL)	104.3	Harrison	0.5/1.4/	14/ 233
AOR/CLASSIC AOR		334 (5)	334 (5)	18.5	18.5	WOXY-F (AOR)	97.7	Oxford	0.7/2.2/	21/ 393
COUNTRY	1 (1)	276 (4)	277 (5)	15.3	12.7					
NEWS/TALK	185 (3)		185 (3)	10.2	4.3					
TOP 40/CHR/CONTEMP		139 (2)	139 (2)	7.7	7.5	WGTZ-F (CHR)	92.9	Eaton	0.4/1.4/	22/ 627
BLACK/URBAN	22 (1)	125 (2)	147 (3)	8.1	8.7	WHKO-F (C)	99.1	Dayton	0.7/2.9/	63/1031
SOFT AC		62 (1)	62 (1)	3.4	5.7	WPFB (FS)	910	Middleton	0.5/2.4/	27/ 497
HISPANIC						WPFB-F (C)	105.9	Middleton	0.8/3.6/	41/ 816
OLDIES		132 (1)	132 (1)	7.3	NA	WROU-F (B)	92.1	W. Carrollton	0.3/1.1/	6/ 172
FULL SVC/VARIETY	253 (2)		253 (2)	14.0	19.5	WTUE-F (AOR)	104.7	Dayton	0.5/2.2/	21/ 658
NOSTALGIA	34 (1)		34 (1)	1.9	2.6					
RELIGION/GOSPEL		36 (2)	36 (2)	2.0	1.7					
CLASSICAL										
JAZZ/NEW AC										
OTHERS UNKNOWN										
	495 (8)	1312 (19)	1807 (27)							



CINCINNATI

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black		\$ 25.00	(CMBS)	
WCKY,	1530,	50 KW (DA-N)	Talk/News	CBS NBC,	\$ 52.00	(Mc-Guild)	Federated
WLWA,	550,	5 KW/1KW (DA-2)	Talk	ABC,	\$ 78.00	(Katz)	Jacor
WLW,	700,	50 KW	Full Service/Talk	APR ABC,	\$200.00	(Eastman)	Jacor
WBND,	1180,	1 KW (Days, DA)	Nostalgia	SHN CNN,	\$ 35.00	(Schubert)	(FLORENCE, KY)
WNOP,	740,	1 KW (Days, DA)	Jazz/Variety		\$ 25.00	( --- )	
WSAI,	1360,	5 KW (DA-N)	Sports		\$ NA	(MHR)	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	(D&R)	Interurban
WKRQ,	101.9,	16 KW @ 876	CHR	ABC,	\$110.00	(Katz)	Great American
WOFX,	94.9,	31 KW @ 640	C1 AOR		\$ 64.00	(Katz)	Heritage (FAIRFIELD)
WRRM,	98.5,	18 KW @ 807	AC		\$ 75.00	(Christal)	Susquehanna
WUBE,	105.1,	11 KW @ 918	Country	ABC,	\$ 78.00	(Christal)	American Media
WIMJ,	92.5,	16 KW @ 906	Soft AC/EZ	CBS,	\$ 55.00	(Mc-Guild)	Federated
WWNK,	94.1,	32 KW @ 600	AC		\$ 85.00	(MHR)	Booth
WYGY,	96.5,	20 KW @ 810	Country	SOURCE UNISTR,	\$ 43.00	(Christal)	American Media (HAMILTON)

Miscellaneous: WKRC: from Great American to Jacor for \$1,600,000 . . . WMLX changes to WBND (Apr). . . WZRZ-F changes to WYGY-F and format from AOR to Country (Jan). . . WKRC changes to WLWA and from FS to Talk (June). . .

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,737,300  
 MSA Rank/Pop: 26/1,840,000  
 ADI # 12  
 Average Person Ratings: 18.1  
 Market TSL: 23.50 hours

Stations: 26/23  
 Diaries: 1730/1004:1/52.2%  
 Sample Target: 1810  
 % Below Line: 2.0  
 % Not Listed: 9.7  
 1992 Revenue: \$57,400,000  
 HH Inc.: \$29,425  
 Retail \$: 13.7 B11  
 Pop per Station: 75,535  
 #1 Biller: WLTF-F \$7,600,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WGAR-F (C)	277/ 8.8	8.6	10.9	8.0	9.6	9.1	389/5188	3471/20.0	19.6	17.3	F	WGAR-F
2. WHJI-F (O)	265/ 8.4	6.2	8.0	7.2	7.2	7.5	339/4272	3120/18.0	19.6	19.3	G	WHJI-F
3. WZAK-F (B)	229/ 7.3	8.1	7.2	6.7	6.7	7.3	272/3158	2526/14.5	12.9	13.2	G	WZAK-F
4. WDOK-F (SAC)	228/ 7.2	7.9	6.3	6.4	7.4	7.0	304/3899	2765/15.9	16.6	16.8	G	WDOK-F
5. WRMR (BB)	190/ 6.0	7.5	5.3	6.4	5.3	6.3	243/2461	1904/11.0	10.0	9.7	C	WRMR
6. WQAL-F (AC)	171/ 5.4	5.1	5.1	5.5	5.7	5.3	230/4181	3111/17.9	18.2	16.8	E	WQAL-F
7. WWWE (T)	166/ 5.3	5.6	5.7	4.8	3.7	5.4	217/3819	2820/16.2	15.0	13.7	E	WWWE
8. WNCX-F (CL AOR)	166/ 5.3	5.8	4.3	4.4	4.0	5.0	231/4097	2872/16.5	14.6	14.2	F	WNCX-F
9. WLTF-F (AC)	164/ 5.2	5.6	5.9	6.2	7.2	5.7	227/4050	2939/16.9	16.6	17.4	H	WLTF-F
10. WMMS-F (AOR)	162/ 5.2	6.1	7.6	7.0	8.6	6.5	211/4223	2992/17.2	22.4	20.7	G	WMMS-F
11. WJMO-F (CHR/U)	149/ 4.7	4.5	3.3	4.5	4.7	4.2	176/3519	3013/17.3	13.5	15.3	C	WJMO-F
12. WKNR (SPR/TS)	121/ 3.8	2.1	2.6	3.1	2.6	2.9	154/2696	2152/12.4	8.7	9.1	C	WKNR
13. WCLV-F (CL)	86/ 2.7	2.6	2.8	2.2	2.2	2.6	92/1306	1104/ 6.4	6.4	6.2	C	WCLV-F
14. WENZ-F (CHR)	84/ 2.7	2.6	2.5	2.8	2.5	2.7	113/2341	1558/ 9.0	10.4	11.3	C	WENZ-F
15. WNWV-F (J/NAC)	73/ 2.3	2.6	2.8	3.0	2.5	2.7	98/1626	1216/ 7.0	7.9	7.2	C	WNWV-F
16. WJMO (B)	53/ 1.7	2.5	1.9	2.5	2.1	2.2	55/ 960	938/ 5.4	5.5	5.0	B	WJMO
17. WHK (N/T)	51/ 1.6	1.5	2.0	1.9	1.0	1.8	54/1113	999/ 5.8	9.2	4.9	B	WHK
18. WERE (T)	48/ 1.5	1.3	1.1	1.4	2.0	1.3	49/1017	970/ 5.6	5.5	6.5	C	WERE
19.												
20.												

12+ FM SHARE (METRO): 74.22% (2107 of 2839) (SPG 92: 77.67%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		335 ( 2)	335 ( 2)	11.8	NH	WABQ (REL)	1540 Cleveland 0.6/1.6/ 20/ 296
AOR/CLASSIC AOR		367 ( 3)	367 ( 3)	12.9	14.9	WBKC (FS)	1460 Painesville 0.4/0.7/ 13/ 116
COUNTRY		277 ( 1)	277 ( 1)	9.8	10.7	WELW (FS)	1330 Willoughby 0.5/1.8/ 18/ 317
NEWS/TALK	386 ( 4)		386 ( 4)	13.6	10.4	WEOL (FS)	930 Elyria 1.1/2.5/ 37/ 535
						WOBL (?)	1320 Oberlin 0.3/0.7/ 10/ 113
TOP 40/CHR/CONTEMP		247 ( 3)	247 ( 3)	8.7	8.8		
BLACK/URBAN	53 ( 1)	229 ( 1)	282 ( 2)	9.9	9.7	WKDD-F (CHR)	96.5 Akron 0.4/4.2/106/2342
SOFT AC		228 ( 1)	228 ( 2)	8.0	8.2	WONE-F (AOR)	97.5 Akron 1.2/1.6/156/2726
HISPANIC							
OLDIES		265 ( 1)	265 ( 1)	9.3	NA	WJR (FS)	760 Detroit 0.3/1.5/ 12/ 385
FULL SVC/VARIETY	75 ( 4)		75 ( 4)	2.6	1.0		
NOSTALGIA	190 ( 1)		190 ( 1)	6.7	5.8		
RELIGION/GOSPEL	18 ( 1)		18 ( 1)	0.6	1.7		
CLASSICAL		86 ( 1)	86 ( 1)	3.0	2.4		
JAZZ/NEW AC		73 ( 1)	73 ( 1)	2.6	2.7		
OTHERS UNKNOWN	10 ( 1)		10 ( 1)	0.4	0.4		
	732 (12)	2107 (14)	2839 (26)				

CLEVELAND

RADIO STATIONS

AM STATIONS

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

FM STATIONS

WCLV, 95.5, 31 KW @ 620	, Classical	, \$ 57.00	(CMBS)	
WDOK, 102.1, 12 KW @ 1004	, Soft AC/EZ	, \$ 80.00	(MMR)	
WGAR, 99.5, 50 KW @ 499	, Country	ABC, \$ 78.00	(D & R)	Nationwide
WJMO, 92.3, 40 KW @ 236	, Urban/CHR	ABC, \$ 46.00	(MHR)	Zapis
WLTF, 106.5, 11 KW @ 1059	, AC	APR, \$155.00	(Christal)	Booth
WMJI, 105.7, 27 KW @ 899	, Oldies	, \$130.00	(Katz)	Legacy
WMMS, 100.7, 34 KW @ 600	, AOR	SOURCE NBC, \$151.00	(Katz)	Shamrock
WNCX, 98.5, 16 KW @ 961	, Classic AOR	ABC MBS, \$ 88.00	(Mc-Guild)	Metroplex
WNWV, 107.3, 50 KW @ 466	, Jazz/NAC	, \$ 53.00	(Torbet)	(ELYRIA)
WENZ, 107.9, 16 KW @ 750	, CHR	SOURCE UNISTR, \$ 57.00	(Torbet)	Ardman
WQAL, 104.1, 11 KW @ 1059	, AC	UNISTR, \$ 65.00	(Banner)	HL/Win
WZAK, 93.1, 28 KW @ 620	, Black	CBS, \$ 85.00	(D & R)	Zapis

Miscellaneous: WHK, WMMS-F sold by Malrite to Shamrock . . .

\*\*\*\*\* 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	

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 110/341,300  
 MSA Rank/Pop: 117/406,000  
 ADI # 98 (w/Pueblo)  
 Average Person Ratings: 17.1  
 Market TSL: 22.50 hours

Stations: 21/17  
 Diaries: 796/429:1/56.6%  
 Sample Target: 800  
 % Below Line: 4.8  
 % Not Listed: 14.6

1992 Revenue: \$10,500,000  
 HH Inc.: \$29,615  
 Retail \$: 3.0 B11  
 Pop per Station: 20,076  
 #1 Biller: KKCS-AF \$2,200,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KKCS-F (C)	101/17.4	17.7	15.5	15.4	13.3	16.5	130/1414	1001/29.3	27.1	26.2	D	KKCS-F
2. KKFH-F (CL AOR)	57/ 9.8	6.8	6.3	8.1	9.0	7.6	73/906	701/20.5	13.8	16.6	C	KKFH-F
3. KKMG-F (CHR)	54/ 9.3	9.8	8.3	7.2	9.7	8.7	86/965	642/18.8	18.0	21.2	B	KKMG-F
4. KVOR (N/T)	38/ 6.5	6.5	5.2	5.9	5.8	6.0	38/543	510/14.9	13.5	12.4	B	KVOR
5. KSPZ-F (O)	36/ 6.2	5.2	7.0	7.3	7.6	6.4	47/687	533/15.6	16.8	16.2	B	KSPZ-F
KILO-F (AOR)	36/ 6.2	8.3	7.2	5.6	4.3	6.8	48/692	518/15.2	16.0	12.8	B	KILO-F
7. KKLI-F (SAC)	35/ 6.0	6.3	5.7	5.6	8.6	5.9	48/674	489/14.3	13.9	20.4	B	KKLI-F
8. KIKX-F (CHR)	30/ 5.2	3.0	3.3	2.2	2.2	3.4	33/440	376/11.0	10.0	12.2	A	KIKX-F
9. KRDO-F (SAC)	29/ 5.0	2.5	4.8	6.8	5.6	---	48/689	420/12.3	12.0	12.7	B	KRDO-F
10. KVUU-AF (AC)	23/ 4.0	6.2	5.4	7.2	5.6	6.1	29/651	469/13.7	15.8	18.7	B	KVUU-AF
11. KOA (N/T)	22/ 3.8	4.3	4.1	3.9	3.4	4.0	50/679	359/10.5	12.8	8.9	A	KOA
12. KCMN (BB)	8/ 1.4	2.2	1.5	2.2	2.7	1.8	8/98	92/ 2.7	2.8	3.6	A	KCMN
13. KHII-F (C?)	7/ 1.2	2.3	0.9	1.6	---	1.5	8/236	19/ 5.6	4.5	---	---	KHII-F
14. KGFT-F (REL)	6/ 1.0	0.7	2.0	1.3	3.4	1.3	13/209	148/ 4.3	4.6	14.3	---	KGFT-F

12+ FM SHARE (METRO): 84.71% (421 of 497) (SPG 92: 82.63%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC	1 ( 1)	22 ( 1)	23 ( 2)	4.6	NH	KIBQ-F (REL)	96.1	Fountain	0.7/2.6/ 5/ 97
AOR/CLASSIC AOR		93 ( 2)	93 ( 2)	18.7	19.7	KKCS (C)	1460	Colo Spgs	0.3/2.0/ 3/ 79
COUNTRY	5 ( 2)	108 ( 2)	113 ( 4)	22.7	17.8	KRDO (C)	1240	Colo Spgs	0.5/4.0/ 8/ 193
NEWS/TALK	62 ( 3)		62 ( 3)	12.5	11.2				
TOP 40/CHR/CONTEMP		84 ( 2)	84 ( 2)	16.9	14.0	KDZA-F (?)	107.9	Pueblo	0.3/1.7/ 17/ 301
BLACK/URBAN						KNUS (T)	710	Denver	0.3/1.4/ 2/ 54
SOFT AC		64 ( 2)	64 ( 2)	12.9	16.7	KVOD-F (CL)	99.5	Denver	0.3/1.8/ 2/ 60
HISPANIC									
OLDIES		36 ( 1)	36 ( 1)	7.2	NA				
FULL SVC/VARIETY									
NOSTALGIA	8 ( 1)		8 ( 1)	1.6	3.2				
RELIGION/GOSPEL		10 ( 2)	10 ( 2)	2.0	0.4				
CLASSICAL		2 ( 1)	2 ( 1)	0.4	0.6				
JAZZ/NEW AC									
OTHERS UNKNOWN		2 ( 1)	2 ( 1)	0.4	0.8				
	76 ( 7)	421 (14)	497 (21)						

COLORADO SPRINGS

RADIO STATIONS

KCHN, 1530, 1 KW (DAYS)	, NOSTALGIA	CNN, UNISTR	, \$ 13.00 (K & P)	
KRDO, 1240, 1 KW (DA-1)	, COUNTRY	ABC	, \$ 13.00 (D&R)	
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)	Pourtales
KGFT-F, 100.7, 13 KW @ 2122	RELIGION		, \$ 21.00 (Banner)	Salem (PUEBLO)
KHII-F, 105.5, .4 KW @ 2227	Country	ABC	, \$ 12.00 (HNWH)	(SECURITY)
KIKX-F, 102.7, 100 KW @ 2001	CHR		, \$ 24.00 (Torbet)	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 (D&R)	Tippie
KKMG-F, 98.9, 70 KW @ 2299	CHR		, \$ 20.00 (Christal)	(PUEBLO)
KRDO-F, 95.1, 96 KW @ 2011	EZ	ABC	, \$ 29.00 (D&R)	
KSPZ-F, 92.9, 72 KW @ 2129	OLDIES	UNISTR	, \$ 32.00 (Katz)	Pourtales
KVUU-F, 99.9, 68 KW @ 2001	AC		, \$ 27.00 (Katz)	Pourtales (PUEBLO)

KOA -- See Denver

\*\*\*\*\* 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	H/FS - Middle of Road, (HOR) 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		*

COLUMBIA, SC

Arbitron Rank/Pop (12+): 92/387,000  
 MSA Rank/Pop: 106/465,000  
 ADI # 86  
 Average Person Ratings: 17.5  
 Market TSL: 23.25 hours

Stations: 16/15  
 Diaries: 919/455:1/51.9%  
 Sample Target: 850  
 % Below Line: 0.3  
 % Not Listed: 13.5

1992 Revenue: \$15,100,000  
 HH Inc.: \$32,602  
 Retail \$: 3.8 Bil  
 Pop per Station: 25,800  
 #1 Biller: WCOS-AF \$2,800,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WWDH-F (B)	139/20.5	18.1	16.9	20.2	18.4	18.9	202/1836	965/24.9	24.5	25.8	D	WWDH-F
2. WCOS-F (C)	90/13.3	12.3	12.9	10.6	13.4	12.3	177/1954	983/25.4	25.2	25.7	D	WCOS-F
3. WNOK-F (CHR)	59/ 8.7	7.2	5.7	7.9	8.5	7.4	82/1342	856/22.1	17.3	21.6	C	WNOK-F
4. WVOC (N/T)	52/ 7.7	6.3	7.3	8.3	6.4	7.4	60/ 761	623/16.1	17.8	14.7	C	WVOC
5. WTCB-F (AC)	51/ 7.5	7.5	7.3	4.2	6.0	6.6	87/1145	733/18.9	15.2	14.0	C	WTCB-F
6. WMFX-F (CL AOR)	34/ 5.0	4.2	4.0	7.1	7.2	5.1	56/ 724	528/13.6	12.1	14.9	D	WMFX-F
7. WOMG-F (O)	31/ 4.6	4.8	4.8	5.2	5.7	4.9	41/ 586	506/13.1	15.6	14.1	C	WOMG-F
8. WHKZ-F (C)	30/ 4.4	6.9	5.7	7.1	6.0	6.0	37/ 640	589/15.2	14.5	13.5	B	WHKZ-F
9. WARQ-F (AOR)	28/ 4.1	5.1	5.6	1.8	1.9	4.2	32/ 468	411/10.6	12.1	6.9	A	WARQ-F
10. WSCQ-F (SAC)	25/ 3.7	5.4	4.6	2.9	2.2	4.2	26/ 416	381/ 9.8	10.2	7.3	A	WSCQ-F
11. WTGH (G)	23/ 3.4	3.6	3.8	2.6	3.0	3.4	24/ 285	262/ 6.8	7.6	6.2	A	WTGH
12. WOIC (B)	16/ 2.4	1.6	2.4	2.4	2.7	2.2	16/ 248	248/ 6.4	7.2	5.9	A	WOIC
13.												
14.												
15.												

12+ FM SHARE (METRO): 83.99% (493 of 587) (SPG 92: 84.66%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		53 ( 2)	53 ( 2)	9.0	NH	WCOS (C)	1400	Columbia	0.1/2.1/ 2/ 112
AOR/CLASSIC AOR		62 ( 2)	62 ( 2)	10.6	8.5	WKWQ-F (?)	93.1	Batesburg	0.6/3.6/ 5/ 195
COUNTRY	1 ( 2)	120 ( 2)	121 ( 3)	20.6	22.7	WOMG (O)	1320	Columbia	0.3/1.5/ 2/ 58
NEWS/TALK	52 ( 1)		52 ( 1)	8.9	7.6	WZNY-F (AC)	105.7	Augusta	0.3/1.4/ 11/ 246
TOP 40/CHR/CONTEMP		59 ( 1)	59 ( 1)	10.1	10.0				
BLACK/URBAN	16 ( 1)	139 ( 1)	155 ( 2)	26.4	28.1				
SOFT AC		25 ( 1)	25 ( 1)	4.3	NA				
HISPANIC									
OLDIES	2 ( 1)	31 ( 1)	33 ( 2)	5.6	NA				
FULL SVC/VARIETY									
NOSTALGIA									
RELIGION/GOSPEL	23 ( 1)		23 ( 1)	3.9	3.9				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN		4 ( 1)	4 ( 1)	0.7	0.4				
	94 ( 5)	493 ( 12)	587 ( 16)						

COLUMBIA, SC  
-----

RADIO STATIONS  
-----

WOIC, 1230, 1 KW (DA-1)	, BLACK	, \$ 14.00 (Katz)	Voyager
WQXL, 1470, 5 KW (DAYS)	, RELIGION	, \$ 12.00 (---)	
WTGH, 620, 1 KW/125 W (DA-1),	GOSPEL	AURN, \$ 15.00 (---)	Willis
WVOC, 560, 5 KW (DA-N)	, NEWS/TALK	CNN MBS, \$ 24.00 (Banner)	
WARQ-F, 93.5, 1.7 KW @ 426, AOR		, \$ 30.00 (Banner)	
WCOS-F, 97.5, 100 KW @ 984, COUNTRY		ABC, \$ 71.00 (Katz)	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		UNISTR, \$ 17.00 (---)	Willis (BATESBURG)
WHFX-F, 102.3, 3 KW @ 321, AOR		, \$ 47.00 (D & R)	(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 (Torbet)	John Price
WSCQ-F, 100.1, 5.9 KW @ 331, AC		CBS 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		UNISTR, \$ 53.00 (D & R)	(SUHTER)

Miscellaneous: WHFX-F sold by receivership to PNC Bank/Clyde Haehnie for \$4,500,000. . . WCOS A/F sold by Ragan Henry to Benchmark (D) for \$9,600,000 (Americom) . . . WHKZ-F sold to Benchmark (D) for \$2,700,000 (Americom) . . .

COLUMBUS, GA  
-----

Arbitron Rank/Pop (12+): 161/201,700  
 HSA Rank/Pop: 184/251,000  
 Average Person Ratings: 17.8  
 Market TSL: 23.50 hours

Stations: 13/12  
 Diaries: 643/314:1/42.9%  
 Sample Target: 640  
 % Below Line: 0.6  
 % Not Listed: 8.6

1992 Revenue: \$7,300,000  
 HH Inc.: \$27,577  
 Retail \$: 1.83 Bll  
 Pop per Station: 16,808  
 #1 Biller: WSTH-AF \$1,500,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WFXE-F (B)	42/11.7	----	9.9	----	9.5	----	48/602	511/25.3	0.0	24.9	B	WFXE-F
WGSY-F (AC)	42/11.7	----	12.7	----	15.9	----	52/719	565/28.0	0.0	25.5	C	WGSY-F
WSTH-F (C)	42/11.7	----	-----	----	-----	----	97/1126	507/25.1	0.0	25.4	C	WSTH-F
4. WAGH-F (B)	41/11.4	----	13.6	----	11.0	----	44/604	458/22.7	0.0	23.7	B	WAGH-F
5. WVRK-F (AOR)	37/10.3	----	10.8	----	6.9	----	58/812	369/18.3	0.0	13.0	C	WVRK-F
6. WKCN-F (C)	33/ 9.2	----	-----	----	-----	----	42/608	378/18.7	0.0	0.0		WKCN-F
7. WRCG (N/T)	32/ 8.9	----	3.3	----	5.8	----	33/345	325/16.1	0.0	9.6	A	WRCG
8. WOKS (B)	22/ 6.1	----	7.2	----	8.1	----	23/288	271/13.4	0.0	13.7	A	WOKS
9. WCGQ-F (CHR)	17/ 4.7	----	7.8	----	13.5	----	41/838	369/18.3	0.0	19.2	B	WCGQ-F
10. WEAM (G)	9/ 2.5	----	6.0	----	2.9	----	12/139	91/ 4.5	0.0	8.2	A	WEAM

12+ FM SHARE (METRO): 79.27% (260 of 328) (SPG 92: 80.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAGH-F>>	1 WVRK-F>	1 WVRK-F<	1 WGSY-F	1 WGSY-F	1 WSTH-F	1 WGSY-F	1 WRCG-F	1 WVRK-F<	1 WAGH-F<	1 WAGH-F
2 WFXE-F	2 WAGH-F	2 WGSY-F<	2 WFXE-F<	2 WFXE-F	2 WRCG-F	2 WSTH-F<	2 WSTH-F	2 WGSY-F<	2 WFXE-F>	2 WGSY-F
3 WKCN-F	WFXE-F>	3 WFXE-F<	3 WAGH-F	3 WAGH-F	WGSY-F	3 WFXE-F<	WGSY-F<	3 WFXE-F	3 WVRK-F	3 WRCG
4	4 WGSY-F	4 WAGH-F	4 WKCN-F<	4 WSTH-F<	4 WOKS	4 WAGH-F	4 WKCN-F	4 WKCN-F	4	4
5	5	5	5 WVRK-F	5 WKCN-F	5	5	5 WFXE-F	WSTH-F	5	5
6	6	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 WFXE-F	1 WFXE-F	1 WFXE-F	1 WGSY-F<	1 WGSY-F	1 WVRK-F	1 WVRK-F>>	1 WVRK-F	1 WVRK-F>	1 WSTH-F
WVRK-F	2 WAGH-F<	2 WAGH-F	2 WFXE-F>	2 WFXE-F	2 WAGH-F	2 WAGH-F	2 WAGH-F	2 WAGH-F	2 WVRK-F
3 WAGH-F	3 WVRK-F	3 WGSY-F	3 WAGH-F<	3 WKCN-F<	3 WFXE-F	3 WFXE-F	3 WFXE-F	3 WSTH-F<	WGSY-F<
WGSY-F	WGSY-F	4 WKCN-F	4 WKCN-F	4 WAGH-F	WKCN-F	4	4 WGSY-F	4 WFXE-F	4 WAGH-F
5	5 WKCN-F	5 WVRK-F	5	5	5 WSTH-F	5	WRCG	WGSY-F	5 WRCG-F
								WRCG-F	

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQN/CUME	TSA	TSA
AC		42 ( 1)	42 ( 1)	13.0	NM	WSTH (C) 540	1.4/4.1/ 6/	85	
AOR/CLASSIC AOR		37 ( 1)	37 ( 1)	11.2	12.1	WVFJ-F (REL) 93.3	MANCHESTER	1.1/4.5/ 24/	239
COUNTRY	5 ( 1)	75 ( 2)	80 ( 3)	24.3	18.5				
NEWS/TALK	32 ( 1)		32 ( 1)	*0.0	3.7	WZHT-F (B) 105.7	TROY, AL	0.6/3.6/ 37/	446
TOP 40/CHR/CONTEHP		17 ( 1)	17 ( 1)	5.1	8.8				
BLACK/URBAN	22 ( 1)	85 ( 3)	107 ( 4)	33.0	34.3				
SOFT AC									
HISPANIC									
OLDIES									
FULL SVC/VARIETY									
NOSTALGIA									
RELIGION/GOSPEL	9 ( 1)	4 ( 1)	13 ( 2)	4.0	8.4				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	68 ( 4)	260 ( 9)	328 (13)						

RADIO STATIONS

WEAM , 1580,	2.3 KW/1 KW (DA-1)	, Gospel	, \$ 8.00 ( --- )	GMB
WOKS , 1340,	1 KW (DA-1)	, Black	AURN, \$13.00	(Kat2)
WRCG , 1420,	5 KW (DA-N)	, News/Talk	ABC CBS, \$11.00	(Christal)
WAGH-F, 98.3,	3 KW @ 328	, Black	, \$16.00	(K & P) (FT. MITCHELL)
WCGQ-F, 107.3,	100 KW @ 1010	, CHR	ABC, \$24.00	(Christal)
WFXE-F, 104.9,	6 KW @ 289	, Black	ABC, \$17.00	(Kat2)
WGSY-F, 100.1,	6 KW @ 328	, AC	, \$23.00	(Torbet) Woodfin (PHOENIX CITY)
WKCN-F, 99.3,	50 KW @ 492	, Country	, \$20.00 ( --- )	(LUMPKIN)
WSTH-F, 106.1,	100 KW @ 981	, Country	NBC ABC, \$26.00	(Kat2) (ALEX. CITY)
WVFJ-F, 93.3,	100 KW @ 1250	, Religion	, \$ 8.00	(Regional) (MANCHESTER)
WVRK-F, 102.9,	100 KW @ 1519	, AOR	UNISTR ABC, \$21.00	(Mc-Guild)



COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,171,100  
 MSA Rank/Pop: 35/1,360,000  
 ADI # 34  
 Average Person Ratings: 15.9  
 Market TSL: 21.0 hours

Stations: 27/23  
 Diaries: 1453/806:1/52.6%  
 Sample Target: 1430  
 % Below Line: 3.1  
 % Not Listed: 13.6

1992 Revenue: \$45,300,000  
 HH Inc.: \$27,661  
 Retail \$: 11.5 Bil  
 Pop per Station: 50,917  
 #1 Biller: WSNY-F \$8,300,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WTVN (FS)	167/ 9.0	9.2	8.0	8.7	9.0	8.7	202/2589	2107/18.0	18.1	17.1	G	WTVN
2. WNCI-F (CHR)	164/ 8.8	8.5	8.4	7.7	10.5	8.4	217/3443	2457/21.0	23.2	25.7	H	WNCI-F
3. WLVO-F (AOR)	155/ 8.3	8.2	6.7	6.7	6.7	7.5	178/2549	2148/18.3	17.1	16.5	G	WLVO-F
4. WSNY-F (AC)	145/ 7.8	8.4	9.9	7.9	7.8	8.5	159/2722	2354/20.1	22.1	18.1	H	WSNY-F
5. WBZX-F (AOR)	107/ 5.7	6.0	6.5	6.4	4.2	6.2	141/2124	1672/14.3	16.1	13.4	E	WBZX-F
6. WHOK-F (C)	96/ 5.2	6.3	5.4	5.9	5.5	5.7	160/2335	1608/13.7	13.3	13.7	E	WHOK-F
7. WRVF-F (C)	94/ 5.0	5.5	5.1	5.3	4.3	5.2	95/1306	1248/10.7	10.1	8.3	C	WRVF-F
8. WCOL-F (O)	85/ 4.6	4.3	4.1	4.3	3.7	4.3	104/1865	1564/13.4	13.0	10.5	D	WCOL-F
9. WWHT-FF (CHR)	71/ 3.8	3.0	3.3	3.9	4.3	3.5	87/1578	1341/11.5	9.6	11.6	B	WWHT-FF
10. WVKO (B)	63/ 3.4	3.0	3.1	2.9	4.1	3.1	63/689	689/ 5.9	5.6	7.1	B	WVKO
11. WCKX-F (B)	59/ 3.2	2.7	3.1	2.2	2.8	2.8	63/1038	990/ 8.5	7.1	6.3	A	WCKX-F
12. WBNS-F (D)	56/ 3.0	2.3	2.5	3.4	3.6	2.8	70/1832	1538/13.1	10.6	10.0	C	WBNS-F
13. WCLT-F (C)	53/ 2.8	3.1	2.2	2.3	4.3	2.6	108/1368	732/ 6.3	5.8	6.4	A	WCLT-F
14. WWCD-F (AOR)	43/ 2.3	2.1	2.4	1.7	2.2	2.1	44/993	950/ 8.1	7.1	6.0	B	WWCD-F
15. WBNS (BB)	42/ 2.3	2.6	2.7	3.0	2.8	2.7	43/758	732/ 6.3	11.7	6.7	B	WBNS
16. WCOL (O)	39/ 2.1	2.1	1.5	0.9	1.0	1.7	43/837	793/ 6.8	5.9	3.5		WCOL
17. WLW (FS)	35/ 1.9	1.4	1.8	1.3	1.8	1.6	73/1386	803/ 6.9	5.3	5.8		WLW
18. WCEZ-F (SAC)	31/ 1.7	1.2	2.3	2.4	1.7	1.9	35/613	530/ 4.5	4.7	4.1	A	WCEZ-F
19. WHNI (C)	30/ 1.6	1.3	2.6	2.3	2.5	2.0	31/382	364/ 3.1	3.9	4.4	A	WHNI
20. WRZR-F (ADR)	19/ 1.0	1.2	0.7	2.7	2.0	1.4	21/576	506/ 4.3	3.8	4.9		WRZR-F

12+ FM SHARE (METRO): 75.28% (1212 of 1610) (SPG 92: 75.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWHT-FF >	1 WLVO-F	1 WLVO-F <	1 WNCI-F <	1 WSNY-F <	1 WTVN >	1 WTVN	1 WNCI-F	1 WLVO-F <	1 WTVN-F <	1 WTVN
2 WCKX-F	2 WNCI-F	2 WNCI-F	2 WLVO-F <	2 WNCI-F	2 WSNY-F >	2 WNCI-F	2 WSNY-F <	2 WNCI-F	2 WSNY-F <	2 WNCI-F <
3 WNCI-F <	3 WBZX-F >	3 WSNY-F	3 WSNY-F >	3 WLVO-F	3 WCOL-F	3 WLVO-F	3 WTVN-F <	3 WSNY-F	3 WBZX-F	3 WHOK-F
4 WBZX-F	4 WSNY-F >	4 WBZX-F	4 WRVF-F <	4 WTVN	4 WCOL-F	4 WSNY-F >	4 WLVO-F >	4 WTVN	4 WLVO-F <	4 WCKX-F <
5	5 WRVF-F	5 WRVF-F	5 WCOL-F	5 WRVF-F <	5 WRVF-F	5 WHOK-F	5 WHOK-F	5 WRVF-F	5 WBZX-F	5 WWHT-FF <
6	6 WHOK-F	6 WCOL-F <	6 WTVN-F	6 WCOL-F	6	6 WRVF-F	6 WBZX-F	6 WRVF-F	6 WNCI-F	6 WCOL-F
7	7 WWHT-FF	7 WTVN	7 WBZX-F	7 WHOK-F	7	7 WCOL-F	7 WCOL-F	7 WHOK-F	7 WCKX-F	7
8	8	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 WNCI-F	1 WNCI-F	1 WNCI-F	1 WSNY-F	1 WSNY-F	1 WBZX-F	1 WLVO-F	1 WLVO-F	1 WLVO-F	1 WLVO-F
2 WLVO-F	2 WLVO-F	2 WNCI-F	2 WNCI-F	2 WNCI-F >	2 WLVO-F	2 WBZX-F	2 WNCI-F	2 WBZX-F <	2 WTVN <
3 WWHT-FF	3 WSNY-F >	3 WSNY-F	3 WLVO-F >	3 WLVO-F	3 WNCI-F	3 WNCI-F >	3 WBZX-F	3 WNCI-F >	3 WNCI-F >
4 WSNY-F	4 WBZX-F	4 WRVF-F	4 WHOK-F	4 WRVF-F	4 WWCD-F	4	4 WRVF-F	4 WTVN <	4 WBZX-F
5 WBZX-F	5 WHOK-F	5 WHOK-F	5 WRVF-F	5 WCOL-F <	5 WWHT-FF	5	5 WCOL-F	5 WRVF-F	5 WRVF-F <
6	6 WWHT-FF	6 WBZX-F	6 WCOL-F	6 WHOK-F	6 WRVF-F	6	6 WHOK-F	6 WCOL-F	6 WCOL-F
7	7	7	7 WBZX-F	7 WTVN-F	7	7	7	7 WSNY-F	7 WSNY-F

FORMATS	AM	FH	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		145 ( 1)	145 ( 1)	9.0	NH	WCLT (FS) 1430 Newark	0.4/1.3/ 7/ 148
AOR/CLASSIC AOR		324 ( 4)	324 ( 4)	20.1	17.2	WRFD (REL) 880 Columbus	0.8/2.2/ 21/ 376
COUNTRY	37 ( 2)	259 ( 5)	296 ( 7)	18.4	19.8	WSWZ-F (O) 103.5 Lancaster	0.6/1.6/ 16/ 264
NEWS/TALK						WKKJ-F (C) 93.3 Chillicothe	0.4/1.0/ 37/ 547
TOP 40/CHR/CONTEMP		235 ( 3)	235 ( 3)	14.5	17.8	WHRN-F (C) 106.9 Marion	0.4/1.0/ 37/ 578
BLACK/URBAN	63 ( 1)	59 ( 1)	122 ( 2)	7.6	7.9	WHIZ-F (SAC) 102.5 Zanesville	0.3/0.9/ 15/ 336
SOFT AC		37 ( 2)	37 ( 2)	2.3	1.9		
HISPANIC							
OLDIES	39 ( 1)	153 ( 3)	192 ( 4)	11.9	NA		
FULL SVC/VARIETY	202 ( 2)		202 ( 2)	12.5	12.3		
NOSTALGIA	42 ( 1)		42 ( 1)	2.6	3.2		
RELIGION/GOSPEL	15 ( 1)		15 ( 1)	0.9	1.4		
CLASSICAL							
JAZZ/NEW AC							
OTHERS UNKNOW							
	398 ( 8)	1212 ( 19)	1610 ( 27)				

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-FH			
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
WVKO,	1580,	1 KW/250 W (DA-2),	Black	AURN UNISTR, \$ 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	AURN, \$ 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	(D&R)	
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	(HMR)	Nationwide
WRVF,	98.9,	3 KW @ 328	, Country	, \$ 29.00	(D&R)	(UPPER ARLINGTON)
WRZR,	103.1,	3 KW @ 298	, AOR	SHN, \$ 24.00	(D&R)	Ragan Henry (JOHNSTOWN)
WSNY,	94.7,	22 KW @ 754	, AC	, \$168.00	(Mc-Guild)	Saga
WWCD,	101.1,	3 KW @ 328	, Prog AOR	, \$ NA	(D&R)	(GROVE CITY);
WWHT,	105.7,	6 KW @ 328	, CHR	ABC, \$ NA	(Torbet)	(MARYSVILLE);

Miscellaneous: WTLI-F changes to WAHC-F and simulcasts with WWCD-F (May) . . .

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 132/280,700  
 HSA Rank/Pop: 139/349,800  
 ADI # 123  
 Average Person Ratings: 17.1  
 Market TSL: 22.75 hours

Stations: 19/18  
 Diaries: 831/338:1/44.1%  
 Sample Target: 750  
 % Below Line: 0.4  
 % Not Listed: 14.6

1992 Revenue: \$8,000,000  
 HH Inc.: \$27,776  
 Retail \$: 2.5 Bil  
 Pop per Station: 15,594  
 #1 Biller: KOUL-F \$1,350,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KRYS-AF (C)	70/14.5	17.1	13.7	12.7	10.7	----	115/1330	930/33.1	23.6	30.7	C	KRYS-AF
2. KOUL-F (C)	58/12.1	10.6	13.3	14.6	14.2	----	81/1066	788/28.1	26.1	27.6	C	KOUL-F
KZFM-F (CHR)	58/12.1	10.4	12.9	12.4	12.2	----	91/1200	872/31.1	26.1	27.6	C	KZFM-F
4. KNCN-F (AOR)	46/ 9.6	9.0	7.8	9.1	9.1	----	59/720	585/20.8	19.2	20.2	B	KNCN-F
5. KUNO-AF (SP)	34/ 7.0	8.6	17.2	10.8	9.3	----	41/531	399/14.2	15.5	13.1	B	KUNO-AF
6. KEYS (N/T)	29/ 6.0	4.3	3.4	1.8	0.8	----	34/336	314/11.2	10.7	8.1	A	KEYS
7. KLTG-F (O)	26/ 5.4	7.1	6.3	5.8	8.3	----	31/556	403/14.4	15.9	16.0	B	KLTG-F
8. KMXR-F (AC)	20/ 4.2	4.3	5.9	4.7	5.9	----	27/437	309/11.0	11.6	15.9	A	KMXR-F
9. KBSO-F (SP)	14/ 2.9	2.4	-----	-----	-----	----	14/280	265/ 9.4	6.5	-----	-----	KBSO-F
10. KCCT (SP)	12/ 2.5	1.0	1.7	2.2	3.4	----	12/127	114/ 4.1	3.6	5.7	A	KCCT
KMIQ-F (SP)	12/ 2.5	4.5	3.0	2.7	5.3	----	12/289	265/ 9.4	11.6	9.7	A	KMIQ-F
KQTX-F (CHR)	12/ 2.5	1.4	2.7	2.0	2.0	----	12/259	243/ 8.7	8.1	7.5	A	KQTX-F
13. KWVS (J/NAC)	10/ 2.1	2.0	2.1	2.4	2.4	----	10/154	154/ 5.5	5.8	6.4	A	KWVS-F
14.												
15.												

12+ FM SHARE (METRO): 80.29% (330 of 411) (SPG 92: 82.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KZFM-F>>	1 KNCN-F	1 KRYS-AF	1 KRYS-AF>	1 KRYS-AF>	1 KRYS-AF	1 KRYS-AF<	1 KRYS-AF	1 KRYS-AF>	1 KZFM-F>	1 KZFM-F
2	2 KRYS-AF	2 KOUL-F<	2 KOUL-F<	2 KOUL-F	2 KOUL-F<	2 KOUL-F<	2 KOUL-F	2 KZFM-F<	2 KRYS-AF	2 KOUL-F
3	3 KOUL-F<	3 KNCN-F	3 KNCN-F<	3 KNCN-F	3 KSAB-AF	3 KZFM-F	3 KEYS-F<	3 KOUL-F	3 KNCN-F	3 KNCN-F
4	4 KZFM-F	4 KZFM-F	4 KLTG-F	4 KLTG-F	4 KUNO-F	4 KUNO	4 KNCN-F	4 KNCN-F	4 KOUL-F	4 KRYS-F
5	5	5 KLTG-F	5 KZFM-F	5 KZFM-F	5	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 KOUL-F	1 KRYS-AF>	1 KRYS-AF	1 KRYS-AF>	1 KRYS-AF>		1 KNCN-F	1 KNCN-F>>	1 KNCN-F	1 KNCN-F>	1 KNCN-F
KZFM-F	2 KOUL-F	2 KOUL-F	2 KOUL-F	2 KOUL-F>		2 KZFM-F	2 KRYS-AF	2 KRYS-AF	2 KRYS-AF	2 KRYS-AF
3 KMXR-F	KZFM-F>	3 KZFM-F	3 KZFM-F	3 KLTG-F		3 KOUL-F	3 KOUL-F	3 KEYS-F	3 KOUL-F	3 KOUL-F
KRYS-F	4 KMXR-F	KMXR-F	4 KMXR-F	KMXR-F		4 KRYS-AF	4 KZFM-F	KOUL-F	4 KZFM-F	4 KEYS-F
5	5 KNCN-F	5	KLTG-F	5		5	5	5	5	5 KLTG-F

FORHATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
AC		20 ( 1)	20 ( 1)	4.7	NM	KCTA (REL) 1030	CORPUS 0.4/2.1/ 5/ 105
AOR/CLASSIC AOR		46 ( 1)	46 ( 1)	11.2	12.7	KDAE (?) 1590	SINTON 0.4/1.4/ 4/ 65
COUNTRY	1 ( 1)	127 ( 2)	128 ( 3)	31.1	33.2	KSIX (EZ) 1230	CORPUS 0.8/3.7/ 8/ 183
NEWS/TALK	31 ( 2)		31 ( 2)	7.5	4.1		
TOP 40/CHR/CONTEMP		70 ( 2)	70 ( 2)	17.0	15.4	KTSA (N/T) 550	SAN ANTONIO 0.4/1.3/ 7/ 88
BLACK/URBAN							
SOFT AC	4 ( 1)		4 ( 1)	1.0	2.0		
HISPANIC	41 ( 2)	31 ( 3)	72 ( 5)	17.5	14.2		
OLOIES		26 ( 1)	26 ( 1)	6.3	NA		
FULL SVC/VARIETY							
NOSTALGIA							
RELIGION/GOSPEL	2 ( 1)		2 ( 1)	0.5	1.3		
CLASSICAL							
JAZZ/NEW		10 ( 1)	10 ( 1)	2.4	2.5		
OTHERS UNKNOWN	2 ( 1)		2 ( 1)	0.5	NA		
	81 ( 8)	330 ( 11)	411 ( 19)				

RADIO STATIONS

KCCT , 1150, 1 KW/500 W (DA-2)	Hispanic	CRC, \$15.00 (Caballero)	
KCTA , 1030, 50 KW (DAYS)	Religion	\$ 9.00 ( --- )	
KEYS , 1440, 1 KW (OA-N)	News/Talk	UNISTR CNN, \$13.00 (Banner)	
KUNO , 1400, 1 KW	Hispanic	\$ 27.00 (Katz)	Tichenor
KBSO-F, 94.7, 3 KW @ 289	Hispanic	\$ 12.00 (Caballero)	
KQTX-F, 105.5, 1.9 KW @ 354	CHR	ABC, \$15.00 (Christal)	(PORTLAND)
KLTG-F, 96.5, 100 KW @ 869	Oldies	\$ 21.00 (Mc-Guild)	
KMIQ-F, 105.1, 3 KW @ 298	Hispanic	\$ 13.00 (Caballero)	(BOBSTOWN)
KMXR-F, 93.9, 100 KW @ 840	AC	\$ 22.00 ( --- )	
KNCN-F, 101.3, 100 KW @ 361	AOR	\$ 26.00 (Torbet)	Tippie (SINTON)
KOUL-F, 103.7, 100 KW @ 941	Country	AP, \$32.00 (Mc-Guild)	(SINTON)
KRYS-F, 99.1, 100 KW @ 928	Country	ABC, \$25.00 (Banner)	
KSAB-F, 99.9, 100 KW @ 269	-- see KUNO		
KWVS-F, 97.5, 100 KW @ 131	Jazz/Variety	\$ 11.00 (D & R)	(KINGSVILLE)
KZFM-F, 95.5, 100 KW @ 994	CHR	\$ 30.00 (Banner)	

Miscellaneous: KRYS A/F sold for \$3,100,000 . . . KQTX-F (Portland) sold for \$818,000 (Fischer) . . .

DALLAS-Ft. WORTH

Arbitron Rank/Pop (12+): 8/3,401,900

Stations: 33/33

1992 Revenue: \$136,900,000

HSA Rank/Pop: 13/2,608,800 D  
ADI # 8

Diaries: 2518/1351:1/47.1%

HH Inc.: \$34,930

Sample Target: 2420

Retail \$: 37.6 Bil

Average Person Ratings: 17.5

% Below Line: 0.0

Pop per Station: 103,088

Market TSL: 23.0 hours

% Not Listed: 7.1

#1 Biller: KVIL-AF \$17,500,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KSCS-F (C)	475/ 8.0	8.8	9.8	9.5	9.5	9.0	520/7903	6929/20.4	22.0	22.1	I	KSCS-F
2. WBAP (FS/C)	377/ 6.3	4.8	3.8	5.4	5.3	5.1	516/7250	5377/15.8	12.1	14.7	I	WBAP
3. KPLX-F (C)	313/ 5.3	5.4	6.0	5.6	5.8	5.6	357/6061	5186/15.2	17.6	16.4	I	KPLX-F
4. KVIL-AF (AC)	292/ 4.9	5.0	5.7	5.0	6.3	5.2	303/4383	4106/12.1	15.6	12.7	J	KVIL-AF
5. KJHZ-F (B)	255/ 4.3	5.1	5.0	5.8	5.6	5.1	275/5027	4561/13.4	14.5	15.1	F	KJHZ-F
6. KTXQ-F (AOR)	243/ 4.1	4.3	4.5	3.8	4.3	4.2	254/4666	4235/12.4	12.2	12.5	H	KTXQ-F
7. KHKS-F (CHR)	242/ 4.1	3.4	2.3	3.5	3.1	3.3	255/4724	4401/12.9	7.7	8.1	E	KHKS-F
8. KDMX-F (AC)	236/ 4.0	3.6	4.4	4.0	3.4	4.0	245/4190	4007/11.8	11.2	11.6	F	KDMX-F
9. KKDA-F (B)	235/ 3.9	4.8	4.4	4.0	4.5	4.3	275/4470	3856/11.3	11.4	10.4	H	KKDA-F
10. KRLD (N/T)	233/ 3.9	4.3	3.3	3.2	3.4	3.7	292/5627	4569/13.4	14.2	13.7	H	KRLD
11. KOAI-F (J/NAC)	231/ 3.9	2.9	2.6	1.1	2.0	2.6	247/3255	3118/ 9.2	7.4	7.2	E	KOAI-F
12. KLUV-F (O)	230/ 3.9	4.1	3.1	2.9	2.9	3.5	262/5469	4849/14.3	10.7	10.2	F	KLUV-F
13. KZPS-F (CL AOR)	228/ 3.8	3.2	2.8	2.9	2.7	3.2	277/5013	4226/12.4	10.6	9.0	F	KZPS-F
14. KYNG-F (C)	186/ 3.1	4.5	4.1	5.1	4.1	4.2	242/3745	3073/ 9.0	9.7	9.6	E	KYNG-F
15. KLTY-F (REL)	177/ 3.0	2.6	2.9	2.2	2.5	2.7	199/2780	2330/ 6.8	6.8	6.3	D	KLTY-F
16. KLRX-F (SAC)	168/ 2.8	2.8	3.2	3.6	3.8	3.1	179/3264	3001/ 8.8	9.1	10.6	F	KLRX-F
17. KEGF-F (CHR)	156/ 2.6	2.7	3.1	2.7	3.1	2.8	169/3832	3531/10.4	11.9	12.7	F	KEGF-F
18. KSNN-F (C)	156/ 2.6	2.1	1.3	1.5	1.2	1.9	187/2232	1919/ 5.6	5.2	7.0	D	KSNN-F
19. KLIF (T)	141/ 2.4	3.1	2.9	2.8	2.5	2.8	150/2491	2279/ 6.7	8.0	7.0	F	KLIF
20. KDGE-F (AOR)	133/ 2.2	1.9	2.7	2.4	1.5	2.3	144/2679	2422/ 7.1	8.3	6.5	C	KDGE-F
21. KKDA (B/O)	130/ 2.2	1.5	2.0	1.9	2.5	1.9	138/1546	1492/ 4.4	4.4	5.4		KKDA
22. KAAH (BB)	123/ 2.1	1.6	2.3	1.8	1.6	2.0	136/1563	1497/ 4.4	4.2	4.4	B	KAAH
23. WRR -F (CL)	114/ 1.9	2.2	2.7	2.3	2.0	2.3	116/2182	2052/ 6.0	7.5	5.8	C	WRR -F
24. KHVN (G)	110/ 1.8	1.4	2.1	1.4	1.9	1.7	110/1409	1374/ 4.0	4.2	4.1	B	KHVN
25. KDZR-F (AOR)	99/ 1.7	1.6	1.4	1.5	1.4	1.6	128/2332	1869/ 5.5	4.5	4.1	B	KDZR-F
26. KRVA (SP)	61/ 1.0	1.0	0.8	0.7	1.0	0.9	61/652	652/ 1.9	1.5	2.0		KRVA
27. KESS (SP)	54/ 0.9	1.5	1.6	1.9	2.4	1.5	54/976	973/ 2.9	2.7	3.8	C	KESS
28.												
29.												
30.												

12+ FM SHARE (METRO): 75.94% (4204 of 5536) (SPG 92: 75.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJHZ-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 WBAP	1 KSCS-F	1 WBAP	1 KSCS-F	1 KOAI-F	1 KRLO
2 KHKS-F	2 KTXQ-F	2 KTXQ-F	2 KVIL-AF	2 KVIL-AF	2 KSCS-F	2 KVIL-AF	2 KSCS-F	2 WBAP	2 KJHZ-F	2 KSCS-F
3 KKDA-F	3 KZPS-F	3 KVIL-AF	3 KZPS-F	3 KZPS-F	3 KRLD	3 WBAP	3 KPLX-F	3 KPLX-F	3 WBAP	3 WBAP
4 KSCS-F	4 KHKS-F	4 KZPS-F	4 KTXQ-F	4 KPLX-F	4 KPLX-F	4 KRLD	4 KVIL-AF	4 KJHZ-F	4 KSCS-F	4 KVIL-F
5	5 KDMX-F	5 KDMX-F	5 KDMX-F	5 WBAP	5 KVIL-AF	5 KPLX-F	5 KDMX-F	5 KVIL-AF	5 KHKS-F	5 KLTY-F
6	6 KKDA-F	6 KPLX-F	6 KPLX-F	6 KLUV-F	6 KLUV-F	6 KTXQ-F	6 KTXQ-F	6 KDMX-F	6 KOAI-F	6 KLIF-F
7	7 KJHZ-F	7 WBAP	7 KLUV-F	7 KTXQ-F	7 KOAI-F	7 KEGF-F	7 KZPS-F	7 KTXQ-F	7 KRLD-F	7 KKDA-F
8	8 KLTY-F	8 KLUV-F	8 WBAP	8 KDMX-F	8	8 KHKS-F	8	8	8	8
9	9 KVIL-AF	9	9 KOAI-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 KHKS-F	1 KDMX-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KDGE-F	1 KTXQ-F	1 KTXQ-F	1 KSCS-F	1 WBAP	
2 KJHZ-F	2 KSCS-F	2 KDMX-F	2 KVIL-AF	2 KVIL-AF	2 KKDA-F	2 KZPS-F	2 KZPS-F	2 KTXQ-F	2 KSCS-F	
3 KDMX-F	3 KHKS-F	3 KVIL-AF	3 KDMX-F	3 KPLX-F	3 KHKS-F	3 KSCS-F	3 KSCS-F	3 KZPS-F	3 KZPS-F	
4 KYNG-F	4 KLTY-F	4 KLTY-F	4 KPLX-F	4 KDMX-F	4 KSCS-F	4 WBAP	4 WBAP	4 WBAP	4 KTXQ-F	
5 KKDA-F	5 KTXQ-F	5 KTXQ-F	5 KLTY-F	5 KLUV-F	5 KEGF-F	5 KEGF-F	5 KDMX-F	5 KLUV-F	5 KLUV-F	
6 KDGE-F	6 KYNG-F	6 KZPS-F	6 KHKS-F	6 KLTY-F	6 KJHZ-F	6 KHKS-F	6 KEGF-F	6 KOAI-F	6 KOAI-F	
7 KSCS-F	7 KPLX-F	7 KPLX-F	7 KKDA-F	7 KOAI-F	7 KTXQ-F	7 KDGE-F	7 KJHZ-F	7 KEGF-F	7 KRLD	
8 KPLX-F	8 KKDA-F	8 KHKS-F	8 KTXQ-F	8 KTXQ-F	8	8 KJHZ-F	8 KHKS-F	8	8 KPLX-F	
9 KTXQ-F	9 KVIL-AF	9 KYNG-F	9	9 KZPS-F	9	9 KKDA-F	9 KLIF	9	9 KDMX-F	

DALLAS-FT. WORTH

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	----	-	%	-----	SHARE/RTG/AQH/CUME		
AC	5 ( 1)	523 ( 2)	528 ( 3)	9.5	NM	KCYT-F (BB) 106.7 Granbury	0.4/0.9/ 29/ 329		
AOR/CLASSIC AOR		703 ( 4)	703 ( 4)	12.7	12.7	KGBS (T) 1190 Dallas	0.5/2.1/ 30/ 767		
COUNTRY		1130 ( 4)	1130 ( 4)	20.4	21.1	KHRT (BB) 1480 Dallas	0.8/2.0/ 49/ 673		
NEWS/TALK	401 ( 3)		401 ( 3)	7.2	7.5	KRVA-F (SP) 106.9 McKinney	0.2/0.8/ 14/ 283		
TOP 40/CHR/CONTEMP		398 ( 2)	398 ( 2)	7.2	3.4	KTNO (SP) 1540 Ft.Worth	0.4/1.1/ 22/ 377		
BLACK/URBAN	130 ( 1)	490 ( 2)	620 ( 3)	11.2	13.7				
SOFT AC		168 ( 1)	168 ( 1)	3.0	4.1				
HISPANIC	137 ( 3)	14 ( 1)	151 ( 4)	2.7	4.0				
OLDIES		230 ( 1)	230 ( 1)	4.2	NA				
FULL SVC/VARIETY	377 ( 1)		377 ( 1)	6.8	5.8				
NOSTALGIA	172 ( 2)	26 ( 1)	198 ( 3)	3.6	2.3				
RELIGION/GOSPEL	110 ( 1)	177 ( 1)	287 ( 2)	5.2	4.8				
CLASSICAL		114 ( 1)	114 ( 1)	2.1	2.1				
JAZZ/NEW AC		231 ( 1)	231 ( 1)	4.2	3.4				
OTHERS UNKNOWN									
	1332 (12)	4204 (21)	5536 (33)						

RADIO STATIONS

AM STATIONS

KAAM, 1310, 5 KW (DA-N)	, Nostalgia	SMN APR, \$ 46.00	(D&R)	Bonneville
KESS, 1270, 5 KW (DA-1)	, Hispanic	, \$ 48.00	(Katz Hisp.)	
KFJZ, 870, 500 W (DAYS)	, Hispanic	ABC UNISTR, \$ 32.00	(Lotus)	
KHVN, 970, 1 KW/270 W	, Gospel	ABC UNISTR, \$ 31.00	(Mc-Guild)	Summit
KKDA, 730, 500 W	, Black Oldies	APR, \$ NA	(Christal)	
KLIF, 570, 5 KW, (DA-2)	, Talk	CBS NBC, \$ 75.00	(Eastman)	Susquehanna
KNRB, 1360, 5 KW/1 KW (DA-1)	, Religion	, \$ 25.00	( --- )	Marsh
KRLO, 1080, 50 KW (DA-N)	, News	CBS, \$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	( --- )	
WBAP, 820, 50 KW	, Full Service	ABC, \$220.00	(Banner)	Cap Cities/ABC

FM STATIONS

KOAI, 107.5, 25 KW @ 1279	, Jazz/NAC	UNISTR, \$ 80.00	(MHR)	Granum
KDGE, 94.5, 100 KW @ 1896	, AOR	, \$ 60.00	(K & P)	(GAINESVILLE)
KDMX, 102.9, 100 KW @ 1299	, AC	, \$100.00	(MHR)	Nationwide
KEGL, 97.1, 100 KW @ 1460	, CHR	, \$109.00	(Christal)	Sandusky
KJMZ, 100.3, 89 KW @ 1269	, Black	ABC, \$ 85.00	(Mc-Guild)	Summit
KKDA, 104.5, 98 KW @ 1591	, Black	APR, \$164.00	(Christal)	
KLRX, 97.9, 100 KW @ 1610	, Soft AC	, \$ 80.00	(Katz)	Cox
KLTY, 94.1, 100 KW @ 1591	, Religion	ABC, \$ 60.00	(K & P)	
KLUV, 98.7, 100 KW @ 1585	, Oldies	, \$119.00	(Mc-Guild)	TK
KHKS, 106.1, 100 KW @ 1585	, CHR	, \$100.00	(D&R)	Gannett
KSNM, 94.9, 100 KW @ 1699	, Country	, \$ 90.00	(Group W)	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
KRVA, 106.9, 3 KW @ 351	, Hispanic	, \$ 60.00	(Caballero)	
KTXQ, 102.1, 100 KW @ 433	, AOR	CBS, \$180.00	(Caballero)	CBS
KVIL, 103.7, 100 KW @ 1571	, AC	, \$335.00	(Torbet)	Infinity
KZPS, 92.5, 96 KW @ 1591	, Classic AOR	, \$100.00	(D&R)	Bonneville
WRR, 101.1, 98 KW @ 1509	, Classical	APR, \$ 70.00	(CMBS)	City of Dallas

Miscellaneous: KSSA A/F changes to KRVA A/F (Jan) . . . KLRX-F sold by Cox to CBS (D) for WYNF-F in Tampa plus about \$6,000,000. . . KSNM-F sold by Evergreen to Alliance (D) for \$11,000,000 (Star). . .

DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 130/281,700  
 MSA Rank/Pop: 141/348,100  
 ADI # 84  
 Average Person Ratings: 15.6  
 Market TSL: 20.50 hours

Stations: 16/11  
 Diaries: 863/326:1/56.6%  
 Sample Target: 800  
 % Below Line: 4.3  
 % Not Listed: 14.8

1992 Revenue: \$10,000,000  
 HH Inc.: \$31,040  
 Retail \$: 2.9 Bil  
 Pop per Station: 25,609  
 #1 Biller: WLLR-AF \$2,600,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WLLR-AF (C)	90/20.5	15.3	17.8	16.3	16.3	----	163/1749	967/34.3	31.2	29.3	D	WLLR-AF
2. WOC (N/T)	47/10.7	10.1	7.9	10.8	9.2	----	51/653	570/20.2	21.9	16.1	B	WOC
WPXR-F (CHR)	47/10.7	11.2	12.8	12.2	12.4	----	90/1602	764/27.1	25.9	29.5	C	WPXR-F
4. WXLP-F (AOR)	46/10.5	10.8	12.8	13.3	13.0	----	109/1158	562/20.0	22.0	23.0	C	WXLP-F
5. KRVR-F (SAC)	42/ 9.5	12.1	8.8	9.2	9.2	----	45/727	587/20.8	19.4	19.3	B	KRVR-F
6. KUUL-F (O)	41/ 9.3	8.9	8.6	19.2	10.5	----	68/1364	678/24.1	23.3	23.0	C	KUUL-F
7. KMXG-F (AC)	27/ 6.1	5.5	5.2	5.6	4.6	----	38/869	487/17.3	14.0	16.3		KMXG-F
8. KFMM-F (AOR)	14/ 3.2	3.2	2.3	2.7	3.4	----	34/442	187/ 6.6	7.7	6.0	A	KFMM-F
9. WGN (FS/T)	8/ 1.8	2.1	1.8	1.6	2.7	----	29/537	172/ 6.1	5.9	6.2		WGN
10. WKBF (C)	5/ 1.1	0.9	3.4	3.8	2.5	----	8/190	103/ 3.7	5.8	5.3		WKBF-F

12+ FM SHARE (METRO): 80.27% (301 of 375) (SPG 92: 80.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	0^ERNIGHT
1 WPXR-F>>	1 WXLP-F	1 WLLR-AF	1 WLLR-AF>	1 WLLR-AF>	1 WLLR-AF>	1 WLLR-AF>	1 WLLR-AF>	1 WLLR-AF>	1 WLLR-F	1 WOC
2	2 WPXR-F	2 WXLP-F	2 KUUL-F<	2 KUUL-F<	2 WOC	2 WOC	2 KRVR-F<	2 WPXR-F<	2 WPXR-F	2 WLLR-F
3	WLLR-AF>	3 KUUL-F	3 WXLP-F>	3 WXLP-F>	3 KUUL-F	3 WXLP-F<	3 WOC <	3 WXLP-F	3 WXLP-F<	3 WXLP-F
4	4 KMXG-F	4 WPXR-F<	4 KRVR-F	4 KRVR-F>	4 KRVR-F	4 KUUL-F<	4 WXLP-F<	4 KRVR-F<	4 WOC	4 KUUL-F
5	5 KRVR-F	5 KRVR-F	5 KMXG-F	5 KMXG-F	5 KMXG-F	5 WPXR-F	5 KUUL-F	5 WOC	5	5 KRVR-F
6	6	6 KMXG-F	6	6 WPXR-F	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 WPXR-F	1 WPXR-F<	1 WLLR-AF	1 WLLR-AF>	1 WLLR-AF>>	1 WXLP-F	1 WXLP-F>>	1 WXLP-F	1 WXLP-F	1 WLLR-AF>
2 KMXG-F	2 WLLR-AF>	2 WPXR-F	2 WPXR-F	2 KUUL-F	2 WPXR-F	2 WLLR-F	2 WLLR-AF	2 WLLR-AF>	2 WXLP-F
WLLR-AF	3 KMXG-F<	3 WXLP-F	3 KUUL-F<	3 KRVR-F<	3 KRVR-F	3 WPXR-F	3 WPXR-F	3 KUUL-F>	3 KUUL-F>
4	4 WXLP-F	4 KMXG-F	4 KRVR-F	4 WPXR-F	4 KMXG-F	4 KMXG-F	4 KMXG-F	4 KRVR-F	4 KRVR-F
5	5 KRVR-F	5	5 KMXG-F	5 KMXG-F			KFMM-F	5	5

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-	-----	SHARE/RTG/AQH/CUME		
AC		27 ( 1)	27 ( 1)	7.2	NM		KQCS-F ( ? ) 93.5	Bettendorf	0.5/3.7/	2/ 103
AOR/CLASSIC AOR		60 ( 2)	60 ( 2)	16.0	17.7					
COUNTRY	8 ( 2)	87 ( 1)	95 ( 3)	25.3	25.7		KLNT (BB) 1390	Clinton	0.7/1.5/	13/ 154
NEWS/TALK	49 ( 2)		49 ( 2)	13.0	11.4		WIND (SP) 560	Chicago	0.7/1.3/	3/ 38
TOP 40/CHR/CONTEMP		47 ( 1)	47 ( 1)	13.0	15.1		WLS (T) 890	Chicago	0.5/1.5/	19/ 222
BLACK/URBAN							WMT (FS) 600	Cedar Rapids	0.7/3.0/	17/ 263
SOFT AC		42 ( 1)	42 ( 1)	11.2	10.3					
HISPANIC	3 ( 1)		3 ( 1)	18.0	NA					
OLDIES		41 ( 1)	41 ( 1)	11.0	NA					
FULL SVC/VARIETY	11 ( 2)		11 ( 2)	3.0	1.9					
NOSTALGIA	3 ( 1)		3 ( 1)	0.8	0.8					
RELIGION/GOSPEL					1.1					
CLASSICAL										
JAZZ/NEW AC										
OTHERS UNKNOWN		2 ( 1)	2 ( 1)	0.5						
	74 ( 8)	301 ( 8)	375 ( 16)							

RADIO STATIONS

WKBF , 1270, 5 KW (DA-N)	Country	SHN, \$15.00 (Mc-Guild)	Roth
WOC , 1420, 5 KW (DA-2)	News/Talk	ABC NBC, \$25.00 (Christal)	
KFMM-F, 99.7, 100 KW @ 895	AOR	\$14.00 ( --- )	(MUSCATINE)
KMXG-F, 96.1, 100 KW @ 911	AC	UNIPWR, \$20.00 (Eastman)	Arrow (CLINTON)
KRVR-F, 106.5, 60 KW @ 210	Soft AC	\$20.00 (Katz)	Dudley
KUUL-F, 103.7, 100 KW @ 1190	Oldies	CBS UNISTR, \$30.00 (Christal)	
WLLR-F, 101.3, 50 KW @ 500	Country	\$55.00 (Katz)	Sconnix
WPXR-F, 98.9, 39 KW @ 900	CHR	\$34.00 (Mc-Guild)	Roth
WXLP-F, 96.9, 50 KW @ 500	AOR	SOURCE UNISTR, \$38.00 (Katz)	Goodrich

WGN -- see Chicago

WMT -- see Cedar Rapids

Miscellaneous: KMJC-F changed calls to KMXG-F (April) . . . KRVR-F sold by Community Radio to Dudley for \$1,600,000. . .

DAYTON

Arbitron Rank/Pop (12+): 47/830,800  
 MSA Rank/Pop: 54/944,000  
 ADI # 53  
 Average Person Ratings: 17.2  
 Market TSL: 22.75 hours

Stations: 28/21  
 Diaries: 1261/659:1/55.5%  
 Sample Target: 1240  
 % Below Line: 11.3  
 % Not Listed: 10.5

1992 Revenue: \$22,000,000  
 HH Inc.: \$31,515  
 Retail \$: 7.4 Bill  
 Pop per Station: 39,562  
 #1 Biller: WHIO \$3,200,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WHKO-F (C)	150/10.5	12.7	12.4	11.9	12.9	11.9	220/3106	1984/23.9	25.0	23.6	D	WHKO-F
2. WROU-F (B)	125/8.8	6.7	5.8	8.8	4.6	7.5	127/1102	1014/12.2	9.6	9.0	B	WROU-F
3. WMMX-F (AC)	115/8.1	6.3	6.1	7.9	5.8	7.1	127/1551	1312/15.8	13.8	13.9	E	WMMX-F
4. WTUE-F (AOR)	102/7.1	7.3	7.1	6.8	8.8	7.1	136/2123	1358/16.3	20.7	19.1	E	WTUE-F
5. WGTZ-F (CHR)	101/7.1	6.0	6.1	7.1	7.2	6.6	153/2700	1804/21.7	20.9	19.8	D	WGTZ-F
6. WLW (FS/T)	86/6.0	4.6	5.6	5.4	5.9	5.4	213/3466	1365/16.4	14.1	14.3		WLW
7. WHIO (N/T)	81/5.7	7.1	8.7	9.1	7.6	7.7	94/1531	1299/15.6	18.7	16.8	E	WHIO
8. WLQT-F (SAC)	74/5.2	4.8	5.9	3.5	4.3	4.9	89/1380	1148/13.8	14.4	11.4	C	WLQT-F
9. WYMJ-F (O)	68/4.8	4.5	4.2	3.4	4.0	4.2	73/1054	942/11.3	11.2	12.1	C	WYMJ-F
10. WPFB-F (C)	51/3.6	1.3	1.2	1.2	1.4	3.2	81/1246	731/8.8	7.7	5.8		WPFB-F
11. WAZU-F (AOR)	47/3.3	5.1	3.5	4.0	5.9	4.0	61/1089	808/9.7	12.3	13.7	C	WAZU-F
12. WONE (C)	37/2.6	4.1	2.7	2.8	3.6	3.1	38/643	564/6.8	7.8	7.9	C	WONE
13. WLSN-F (SAC)	32/2.2	0.7	1.6	0.8	2.0	1.3	42/469	325/3.9	3.9	4.0		WLSN-F
14. WDAO (B)	30/2.1	1.5	2.9	1.4	1.9	2.0	30/358	358/4.3	5.8	4.3	A	WDAO
15. WPFB (FS)	25/1.8	1.3	1.2	1.2	1.4	1.4	32/541	294/3.5	2.1	3.2		WPFB

12+ FM SHARE (METRO): 76.53% (978 of 1278) (SPG 92: 74.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F<	1 WTUE-F>	1 WTUE-F<	1 WHKO-F<	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WHKO-F<	1 WHKO-F	1 WLW	1 WHIO <
2 WROU-F>>	2 WGTZ-F<	2 WMMX-F<	2 WMMX-F	2 WMMX-F	2 WHIO	2 WMMX-F	2 WMMX-F	2 WROU-F	2 WROU-F	2 WROU-F
3 WHKO-F	3 WMMX-F	3 WROU-F<	3 WTUE-F<	3 WROU-F	3 WLW	3 WTUE-F	3 WTUE-F	3 WMMX-F	3 WGTZ-F	3 WHKO-F
4	4 WROU-F	4 WHKO-F	4 WROU-F<	4 WYMJ-F	4 WMMX-F	4 WROU-F	4 WLQT-F<	4 WTUE-F	4 WHKO-F	4 WYHJ-F
5	5 WHKO-F	5 WGTZ-F	5 WYMJ-F	5 WYMJ-F	5 WYMJ-F	5 WHIO <	5 WROU-F	5 WGTZ-F	5 WHIO	5
6	6	6 WYHJ-F	6 WLQT-F	6 WLQT-F	6	6 WGTZ-F	6 WHIO	6 WLQT-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 WGTZ-F	1 WMMX-F<	1 WMMX-F	1 WMMX-F	1 WMMX-F<	1 WTUE-F	1 WTUE-F>>	1 WTUE-F	1 WTUE-F>	1 WTUE-F
2 WMMX-F	2 WGTZ-F	2 WTUE-F	2 WHKO-F<	2 WHKO-F	2 WGTZ-F	2 WROU-F	2 WLW	2 WROU-F<	2 WHKO-F
3 WHKO-F	3 WTUE-F	3 WGTZ-F	3 WROU-F	3 WROU-F	3 WROU-F	3 WGTZ-F	3 WROU-F	3 WHKO-F<	3 WLW
4	4 WROU-F	4 WLQT-F	4 WGTZ-F	4 WYMJ-F	4 WMMX-F	4 WMMX-F	4 WHKO-F	4 WMMX-F	4 WYHJ-F
5 WTUE-F	5 WHKO-F>	5 WHKO-F	5 WTUE-F<	5 WGTZ-F	5 WAZU-F	5 WHKO-F	5 WMMX-F	5 WGTZ-F	5 WLQT-F
6	6 WLQT-F	6 WROU-F	6 WYHJ-F	6 WLQT-F<	6	6 WLW	6	6 WLW <	6 WMMX-F
7	7	7	7	7 WTUE-F	7	7	7	7 WYHJ-F	7 WROU-F

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
AC		123 ( 2)	123 ( 2)	9.6	NM		WBLY (O) 1600 Springfield	0.4/1.7/	5/	140
AOR/CLASSIC AOR		175 ( 4)	175 ( 4)	13.7	19.3		WCLR-F (EZ) 95.7 Piqua	1.3/4.6/	44/	611
COUNTRY	37 ( 1)	226 ( 4)	263 ( 5)	20.6	22.6		WDJK-F (CHR) 95.3 Xenia	0.9/4.8/	13/	422
NEWS/TALK	102 ( 3)		102 ( 3)	8.0	8.4		WFCJ-F (REL) 93.7 Miamisburg	1.2/3.3/	31/	528
							WING (T) 1410 Dayton	1.1/5.3/	16/	473
TOP 40/CHR/CONTEMP		114 ( 2)	114 ( 2)	8.9	9.2		WIZE (FS) 1340 Springfield	1.1/2.7/	15/	228
BLACK/URBAN	30 ( 1)	125 ( 1)	155 ( 2)	12.1	7.2		WKSJ-F (C) 101.7 Urbana	1.3/2.8/	48/	484
SOFT AC		124 ( 3)	124 ( 3)	9.7	9.2		WTRJ-F (AC) 96.9 Troy	0.6/1.9/	8/	163
HISPANIC										
OLDIES	5 ( 1)	74 ( 2)	79 ( 3)	6.2	NA		WGRF-F (O) 103.5 Hamilton	0.4/1.9/	52/	846
							WLWA (T) 550 Cincinnati	0.4/1.2/	10/	367
FULL SVC/VARIETY	126 ( 3)		126 ( 3)	9.9	7.0		WOFX-F (CL AOR) 94.9 Fairfield	1.5/5.5/	64/	1299
NOSTALGIA					3.6		WQXY-F (AOR) 97.7 Oxford	0.4/1.3/	19/	310
RELIGION/GOSPEL		17 ( 1)	17 ( 1)	1.3	1.1		WQYF-F (C) 96.5 Hamilton	0.5/2.5/	22/	586
CLASSICAL										
JAZZ/NEW AC										
OTHERS UNKNOWN					0.5					
	300 ( 9)	978 ( 19)	1278 ( 28)							

DAYTON

RADIO STATIONS

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

WLW - See Cincinnati

Miscellaneous: WAZU-F from AOR to Classic AOR (March) . . . WWSN-F changes to WHMX-F (April) . . .  
 WOJK-F (Xenia) sold by Vernon Baker for \$800,000. . .

\*\*\*\*\* F O R M A T C O 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	



DAYTONA BEACH

Arbitron Rank/Pop (12+): 107/343,900  
 MSA Rank/Pop: 127/382,800  
 Orlando ADI  
 Average Person Ratings: 18.1  
 Market TSL: 24.25 hours

Stations: 23/8  
 Diaries: 743/463:1/47.3%  
 Sample Target: 770  
 % Below Line: 58.6  
 % Not Listed: 12.7

1992 Revenue: \$0  
 HH Inc.: \$25,302  
 Retail \$: 3.1 Bil  
 Pop per Station: 42,988  
 #1 Biller: NA \$0

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. WMGF-F (SAC)	76/12.2	8.7	5.6	7.1	3.7	----	116/1171	691/20.1	17.5	12.1	WMGF-F
2. WGNE-F (C)	62/10.0	11.1	7.8	8.1	6.6	----	66/874	798/23.2	19.9	15.1	WGNE-F
3. WOCL-F (D)	51/ 8.2	7.8	7.6	7.0	7.4	----	78/1104	580/16.9	18.2	16.4	WOCL-F
4. WJHM-F (B)	43/ 6.9	7.0	6.7	7.8	7.4	----	74/996	594/17.3	14.0	13.7	WJHM-F
5. WROD (BB)	41/ 6.6	9.7	6.5	9.0	7.4	----	43/401	380/11.0	12.1	10.6	WROD
6. WCFB-F (C)	34/ 5.5	3.5	4.0	4.8	10.0	----	87/1170	496/14.4	9.9	10.2	WCFB-F
7. WKKA-F (C)	29/ 4.7	4.7	7.1	6.5	7.7	----	82/1073	412/12.0	13.9	14.3	WKKA-F
8. WNDB (T)	26/ 4.2	5.7	4.3	3.9	3.9	----	26/344	344/10.0	12.5	8.8	WNDB
9. WOMX-F (AC)	25/ 4.0	3.0	2.9	2.0	3.0	----	27/564	476/13.8	9.1	11.2	WOMX-F
10. WDIZ-F (AOR)	22/ 3.5	4.7	4.9	6.1	6.3	----	38/643	389/11.3	14.4	15.1	WDIZ-F
11. WHTQ-F (AOR)	17/ 2.7	4.0	9.6	5.9	5.5	----	21/529	299/ 8.7	13.6	16.9	WHTQ-F
WNFI-F (AOR)	17/ 2.7	3.8	3.6	2.9	2.2	----	25/556	385/11.2	11.3	11.7	WNFI-F

13.  
14.  
15.

12+ FM SHARE (METRO): 78.23% (424 of 542) (SPG 92: 78.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WMGF-F<	1 WOCL-F	1 WOCL-F	1 WMGF-F<	1 WMGF-F	1 WMGF-F<	1 WMGF-F>	1 WMGF-F	1 WJHM-F	1 WMGF-F
2	2 WGNE-F<	2 WMGF-F	2 WMGF-F	2 WOCL-F	2 WGNE-F<	2 WGNE-F>	2 WOCL-F<	2 WGNE-F	2 WMGF-F	2 WGNE-F>
3	3 WOCL-F	3 WGNE-F	3 WGNE-F	3 WGNE-F	3 WROD	3 WOCL-F<	3 WGNE-F	3 WJHM-F	3 WOCL-F<	3 WJHM-F
4	4 WJHM-F<	4 WCFB-F	4 WCFB-F	4 WCFB-F	4 WOCL-F	4 WCFB-F<	4 WROD	4 WOCL-F	4	4 WSBF-F
5	5 WCFB-F	5 WDIZ-F	5 WOMX-F	5	5 WNDB	5 WROD	5 WCFB-F<	5 WCFB-F	5	5
6	6	6	6	6	6	6	6 WNDB	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 WGNE-F	1 WMGF-F>	1 WMGF-F	1 WMGF-F>	1 WMGF-F>>	1 WJHM-F	1 WDIZ-F	1 WCFB-F	1 WOCL-F>	1 WOCL-F
2 WMGF-F	2 WJHM-F	2 WOMX-F	2 WOCL-F	2 WOCL-F	2 WOCL-F	2 WDIZ-F	2 WGNE-F	2 WGNE-F	2 WGNE-F>
3 WCFB-F	3 WGNE-F	3 WGNE-F	3 WGNE-F	3 WGNE-F<	3 WGNE-F	3 WCFB-F	3 WICL-F	3 WDIZ-F	3 WCFB-F
4 WDIZ-F	4 WOMX-F	4 WOCL-F	4 WOMX-F	4 WOMX-F	4 WDIZ-F	4 WGNE-F	4 WGNE-F	4 WCFB-F	4 WDIZ-F
5 WOCL-F	5	5 WCFB-F	5	5 WCFB-F	5	5 WJHM-F	5 WMGF-F	5 WNFI-F	5 WMGF-F
6 WOMX-F	6	6	6	6	6	6	6	6	6 WNFI-F
7 WKKA-F									
8 WXXL-F									

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		47 ( 3)	47 ( 3)	9.0	NM		WMFJ (REL) 1450 DAYTONA BEACH	0.3/1.6/ 2/	55	
AOR/CLASSIC AOR		56 ( 3)	56 ( 3)	10.3	16.5		WPUL (B) 1590 DAYTONA BEACH	1.1/2.2/ 7/	77	
COUNTRY		125 ( 3)	125 ( 3)	23.0	16.9		WXVQ (T?) 1490 DAYTONA BEACH	1.1/2.7/ 7/	92	
NEWS/TALK	33 ( 2)	4 ( 1)	37 ( 3)	7.0	5.0		WBOB (FS) 580 ORLANDO	2.3/6.7/ 22/	410	
TOP 40/CHR/CONTEMP		13 ( 1)	13 ( 1)	2.3	6.6		WJRR-F (AC) 101.1 COCOA BEACH	2.1/9.8/ 25/	576	
BLACK/URBAN	7 ( 1)	43 ( 1)	50 ( 2)	9.2	9.1		WLOQ-F (J) 103.1 WINTER PARK	1.4/3.1/ 9/	141	
SOFT AC		76 ( 1)	76 ( 1)	14.0	11.0		WMMO-F (AC) 98.9 ORLANDO	1.4/3.9/ 12/	226	
HISPANIC							WTKS-F (T) 104.1 COCOA BEACH	0.6/3.8/ 9/	266	
OLDIES		51 ( 1)	51 ( 1)	9.4	NA		WTRR (?) 1400 SEMINOLE	0.6/1.6/ 4/	54	
FULL SVC/VARIETY	15 ( 1)		15 ( 1)	3.0	1.7		WXXL-F (CHR) 106.7 LEESBURG	2.1/8.5/ 19/	457	
NOSTALGIA	57 ( 2)		57 ( 2)	11.0	10.3					
RELIGION GOSPEL	2 ( 1)		2 ( 1)	0.3	1.2					
CLASSICAL										
JAZZ/NEW AC		9 ( 1)	9 ( 1)	2.0	1.0					
OTHERS UNKNOWN	4 ( 1)		4 ( 1)	.7	2.1					

RADIO STATIONS

WNOB , 1150, 1 KW (DA-N) , News/Talk CBS, ABC, \$20.00 (Torbet) Root  
 WPUL , 1590, 1 KW (DAYS) , Black AURN SMN, \$12.00 (K & P)  
 WROD , 1340, 1 KW , Nostalgia UNISTR ABC, \$22.00 (Regional)  
 WSBF , 1230, 1 KW , Nostalgia MBS, \$13.00 ( --- ) (NEW SMYRNA)  
 WGNE-F, 98.1, 50 KW @ 348 , Country , \$29.00 (Banner) So. Starr (TITUSVILLE)  
 WNFI-F, 99.9, 100 KW @ 1200 , AOR UNISTR ABC, \$44.00 (Katz) Heritage Bdcst. (PALATKA)  
 WCFB-F, 94.5, 100 KW @ 1200 , Soft AC/EZ , \$31.00 (Katz) Root

Other ranked stations -- see Orlando

DENVER

Arbitron Rank/Pop (12+): 24/1,557,800  
 MSA Rank/Pop: 27/1,930,000  
 ADI # 21  
 Average Person Ratings: 17.3  
 Market TSL: 22.50 hours

Stations: 27/27  
 Diaries: 1769/881:1/53.6%  
 Sample Target: 1720  
 % Below Line: 0.0  
 % Not Listed: 11.4

1992 Revenue: \$72,800,000  
 HH Inc.: \$33,625  
 Retail \$: 16.0 Btl  
 Pop per Station: 57,696  
 #1 Biller: KOA \$12,500,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KYGO-F (C)	297/11.0	11.2	10.8	13.0	9.6	11.5	350/4138	3483/22.4	21.8	20.7	I	KYGO-F
2. KOA (N/T)	274/10.2	9.6	8.8	7.0	8.6	8.9	379/5738	4349/27.9	26.8	23.1	I	KOA
3. KRFX-F (CL AOR)	175/ 6.5	6.2	4.8	5.0	3.8	5.6	234/3492	2743/17.6	14.0	10.6	E	KRFX-F
4. KXKL-AF (O)	149/ 5.5	4.3	5.4	5.9	6.3	5.3	181/3121	2655/17.0	16.0	17.8	H	KXKL-AF
5. KOSI-F (SAC)	145/ 5.4	6.9	6.1	5.3	7.8	5.9	171/2946	2510/16.1	17.6	17.7	G	KOSI-F
6. KBCO-F (AOR)	137/ 5.1	6.4	6.3	4.4	6.0	5.6	169/2156	1850/11.9	13.8	12.7	H	KBCO-F
7. KQKS-F (CHR)	132/ 4.9	5.8	6.0	5.4	5.7	5.5	146/2515	2098/13.5	13.7	14.3	D	KQKS-F
8. KBPI-F (AOR)	117/ 4.4	5.2	6.5	6.2	6.3	5.6	142/2730	2243/14.4	14.5	14.6	F	KBPI-F
9. KWMX-AF (AC/CHR)	101/ 3.7	2.7	2.3	3.2	4.2	3.0	105/2339	2147/13.8	7.9	11.9	C	KWMX-AF
10. KHOW-AF (SAC)	98/ 3.7	3.8	4.7	4.3	4.4	4.1	111/2291	2008/12.9	13.0	12.6	F	KHOW-AF
11. KMJI-F (AC)	93/ 3.5	3.6	3.4	4.0	5.0	3.6	99/2152	1919/12.3	11.8	14.3	E	KMJI-F
12. KHII-F (J/NAC)	78/ 2.9	2.7	3.0	2.6	2.9	2.8	86/1602	1395/ 9.0	8.0	7.5	D	KHII-F
13. KYGO (C)	77/ 2.9	2.0	2.4	1.9	2.2	2.3	86/1120	963/ 6.2	6.3	5.1		KYGO
14. KEZW (BB)	65/ 2.4	2.7	1.7	2.5	2.4	2.3	65/797	792/ 5.1	4.0	5.1	C	KEZW
15. KYBG (SPRST)	63/ 2.3	1.8	2.0	2.3	2.0	2.1	76/1234	1051/ 6.7	6.6	5.3	B	KYBG
16. KAZY-F (AOR)	62/ 2.3	2.1	2.8	3.1	3.0	2.6	79/1797	1422/ 9.1	10.3	10.9	E	KAZY-F
17. KRZN (BB)	58/ 2.2	1.5	1.8	2.4	2.0	2.0	63/872	763/ 4.9	5.2	5.1	A	KRZN
18. KZDG-F (AOR)	57/ 2.1	2.0	0.5	1.7	1.1	1.6	78/1461	1086/ 7.0	2.6	3.1		KZDG-F
19. KNUS (T)	56/ 2.1	1.7	1.7	0.9	0.8	1.6	58/1014	957/ 6.1	4.3	3.3	A	KNUS
20. KVOD-F (CL)	46/ 1.7	2.7	2.7	2.7	2.4	2.5	58/1138	943/ 6.1	7.4	7.4	C	KVOD-F

12+ FM SHARE (METRO): 71.44% (1701 of 2381) (SPG 92: 76.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KYGO-F>	1 KYGO-F>	1 KYGO-F	1 KYGO-F	1 KOA >	1 KYGO-F<	1 KYGO-F>	1 KYGO-F<	1 KOA >>	1 KOA >
2	2 KRFX-F<	2 KRFX-F	2 KRFX-F	2 KRFX-F<	2 KYGO-F>	2 KOA >	2 KOA >	2 KQKS-F<	2 KYGO-F>	2 KYGO-F>
3	3 KBPI-F	3 KBCO-AF<	3 KBCO-AF<	3 KOA	3 KXKL-AF<	3 KRFX-F	3 KRFX-F	3 KRFX-F	3 KYGO-F	3 KQKS-F
4	4 KQKS-F	4 KOA	4 KOA	4 KBCO-AF	4 KOSI-F	4 KXKL-AF	4 KXKL-AF	4 KXKL-AF	4 KOSI-F	4 KRFX-F<
5	5 KBCO-AF	5 KXKL-AF	5 KXKL-AF	5 KXKL-AF	5	5 KHOW-AF	5 KBCO-F	5 KBCO-F	5 KRFX-F	5 KEZW
6	6 KWMX-AF	6 KOSI-F	6 KOSI-F	6 KOSI-F	6	6 KOSI-F	6 KOSI-F	6 KQKS-F	6 KBPI-F	6 KOSI-F
7	7 KAZY-F	7 KBPI-F	7	7	7 KHOW-AF	7	7 KBCO-F	7 KOSI-F	7	7
8	8	8	8	8	8 KMJI-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 KYGO-F	1 KYGO-F>	1 KYGO-F	1 KYGO-F>	1 KYGO-F>	1 KBPI-F	1 KYGO-F<	1 KRFX-F	1 KRFX-F	1 KRFX-F<
2 KQKS-F	2 KWMX-AF	2 KRFX-F	2 KOSI-F	2 KOSI-F<	2 KAZY-F	2 KRFX-F<	2 KYGO-F	2 KYGO-F	2 KOA <
3 KBPI-F	3 KQKS-F	3 KWMX-AF	3 KXKL-AF<	3 KXKL-AF	3 KQKS-F	3 KBPI-F	3 KBCO-AF	3 KOA	3 KYGO-F
4 KWMX-AF	4 KRFX-F	4 KBCO-AF	4 KWMX-AF<	4 KBCO-AF<	4 KYGO-F	4 KAZY-F	4 KBPI-F	4 KBCO-AF	4 KBCO-AF>
5 KZDG-F	5 KBPI-F	5 KHII-F	5 KBCO-AF	5 KOA <	5 KRFX-F	5 KBCO-AF	5 KAZY-F	5 KRFX-F	5 KXKL-AF
6	6 KBCO-AF	6 KOSI-F	6 KMJI-F	6 KHOW-AF<	6	6 KQKS-F	6 KOA	6 KXKL-AF	6 KYBG-AF
7	7 KOSI-F	7 KXKL-AF	7 KRFX-F	7 KMJI-F	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 92	METRO CUME	TSA	TSA	OTHER RATED STATIONS	SHARE/RTG/AQH/CUME
AC	3 ( 1)	191 ( 2)	194 ( 3)	8.1	NM	KBNO (SP)	1220	Denver		0.4/1.4/ 13/ 236
AOR/CLASSIC AOR		584 ( 6)	584 ( 6)	24.5	23.4	KCUV (SP)	1150	Englewood		0.8/1.2/ 22/ 203
COUNTRY	77 ( 1)	297 ( 1)	374 ( 2)	15.7	14.2	KOKO (B)	1510	Littleton		1.2/1.9/ 31/ 298
NEWS/TALK	393 ( 3)		393 ( 3)	16.5	13.1	KTCL-F (AOR)	93.3	Ft. Collins		1.3/4.5/ 55/1060
TOP 40/CHR/CONTEMP		132 ( 1)	132 ( 1)	5.5	10.8					
BLACK/URBAN	31 ( 1)		31 ( 1)	1.3	0.4					
SOFT AC	13 ( 1)	230 ( 2)	243 ( 3)	10.2	12.7					
HISPANIC	34 ( 2)		34 ( 2)	1.4	1.2					
OLDIES	6 ( 1)	143 ( 1)	149 ( 2)	6.3	NA					
FULL SVC/VARIETY										
NOSTALGIA	123 ( 2)		123 ( 2)	5.2	4.8					
RELIGION/GOSPEL										
CLASSICAL		46 ( 1)	46 ( 1)	1.9	2.7					
JAZZ/NEW AC		78 ( 1)	78 ( 1)	3.3	3.1					
OTHERS UNKNOWN					0.3					
	680 (12)	1701 (15)	2381 (27)							

DENVER

-----

RADIO STATIONS

-----

AM STATIONS

-----

KBNO, 1220, 1 KW/17 W	, HISPANIC	CBS, \$ 28.00 (Katz Hisp.)	
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 (Banner)	Tribune Co.
KHOW, 630, 5 KW (DA-N)	, SEE KHOW-FM		
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION	, \$ 18.00 (---)	Mortenson
KLZ, 560, 5 KW (DA-1)	, AOR	SMN UNIPWR, \$ 33.00 (McGuilid)	Crawford
KNUS, 710, 5 KW (DA-1)	, NEWS/TALK	CNN BRN, \$ 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 (Christal)	
KYBG, 1090, 50 KW/500 W (DA-2)	, SPORTS TALK	APR NBC, \$ 46.00 (Torbet)	Century
KYGO, 950, 5 KW (DA-N)	, COUNTRY	APR, \$ NA (CBS)	Jeff-Pilot

FM STATIONS

-----

KAZY, 106.7, 100 KW @ 987, AOR		ABC, \$ 63.00 (Eastman)	Jacor	
KBCO, 97.3, 100 KW @ 1542, PROG AOR		, \$ 162.00 (MHR)	Noble	(BOULDER)
KBPI, 105.9, 99 KW @ 1469, AOR		SOURCE, \$ 86.00 (Banner)	Great American	
KZDG, 92.5, 57 KW @ 1237, COUNTRY		, \$ 37.00 (K & P)		(GREELEY)
KHIM, 94.7, 100 KW @ 984, JAZZ/NAO		, \$ 56.00 (D&R)	Chrysler Capital	(BOULDER)
KHOW, 95.7, 100 KW @ 1607, SOFT AC		MBS, \$ 70.00 (MHR)	Noble	
KMJI, 100.3, 100 KW @ 1151, AC		, \$ 81.00 (Christal)	Booth	
KOSI, 101.1, 100 KW @ 1624, SOFT AC		, \$ 100.00 (Banner)	Tribune Co.	
KQKS, 104.3, 28 KW @ 1450, CHR		, \$ 57.00 (Torbet)	Western Cities	(LONGMOUNT)
KRFX, 103.5, 100 KW @ 1050, CL AOR		CBS, \$ 71.00 (Eastman)	Jacor	
KWMX, 107.5, 91 KW @ 1197, CHR/AC		, \$ 53.00 (CBS)	Jeff-Pilot	
KTCL, 93.3, 100 KW @ 1328, AOR		, \$ 37.00 (McGuilid)		(FT COLLINS)
KVOD, 99.5, 100 KW @ 279, CLASSICAL		, \$ 68.00 (CMBS)	Henry	
KXKL, 105.1, 100 KW @ 1168, OLDIES		, \$ 141.00 (Katz)	Shamrock	
KYGO, 98.5, 100 KW @ 718, COUNTRY		, \$ 160.00 (CBS)	Jeff-Pilot	

Miscellaneous: KZDG-F changes to Country (Feb) . . . KRXV A/F changes to KWMX A/F (Feb) and format to more of a CHR/AC . . . KDEN sold to Kid's Airwaves for \$800,000. . .

DES MOINES

Arbitron Rank/Pop (12+): 112/333,200  
 MSA Rank/Pop: 123/398,000  
 ADI # 70  
 Average Person Ratings: 16.6  
 Market TSL: 21.75 hours

Stations: 13/13  
 Diaries: 862/387:1/59.6%  
 Sample Target: 790  
 % Below Line: 0.0  
 % Not Listed: 12.7

1992 Revenue: \$14,300,000  
 HH Inc.: \$31,632  
 Retail \$: 3.8 Btl  
 Pop per Station: 25,631  
 #1 Biller: WHO \$3,000,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KJJY-F (C)	111/20.1	19.3	18.9	19.0	17.8	19.3	146/1698	1098/33.0	30.2	27.4	D	KJJY-F
2. KGGO-AF (AOR)	78/14.1	14.0	13.6	15.6	18.2	14.3	141/1649	921/27.6	30.0	28.7	D	KGGO-AF
3. WHO (FS)	72/13.0	18.1	12.5	14.6	10.7	14.6	217/2593	839/25.2	30.4	22.5	E	WHO
4. KSTZ-F (CHR)	54/ 9.8	8.3	12.3	10.6	13.1	10.3	99/1712	890/26.7	28.3	31.6		KSTZ-F
5. KLYF-F (AC)	45/ 8.1	7.6	8.7	6.8	9.9	7.8	79/1140	603/18.1	15.8	17.0	C	KLYF-F
6. KFVG-F (AOR)	29/ 5.2	5.3	4.7	4.7	3.4	5.0	36/511	336/10.1	11.7	10.3	B	KFVG-F
7. KRNT (BB)	28/ 5.1	4.8	5.9	6.5	5.4	5.6	34/573	368/11.0	15.9	12.0	A	KRNT
8. KIOA-AF (O)	27/ 4.9	6.5	5.8	6.8	5.8	6.0	91/1356	600/18.0	14.2	17.4		KIOA-AF
9. KEZT-F (SAC)	18/ 3.3	1.8	2.3	1.7	1.9	2.3	39/669	326/ 9.8	8.3	7.6	A	KEZT-F
10. KMXD-F (SAC)	13/ 2.4	1.9	2.8	2.5	2.3	2.4	14/288	237/ 7.1	6.1	5.5	A	KMXD-F
11. KWKY (REL)	8/ 1.4	1.1	1.3	0.8	0.9	1.2	10/209	156/ 4.7	4.6	2.8	A	KWKY
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 75.98% (367 of 483) (SPG 92: 78.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MIO	12+ PHD	12+ EVE	OVERNIGHT
1 KSTZ-F >>	1 KGGO-AF >>	1 KJJY-F <	1 KJJY-F <	1 KJJY-F <	1 KJJY-F <	1 KJJY-F <	1 KJJY-F <	1 KJJY-F <	1 KJJY-F <	1 WHO
2 KGGO-AF	2 KJJY-F	2 KGGO-AF	2 KGGO-AF	2 KGGO-AF	2 WHO >	2 WHO	2 KGGO-AF	2 KGGO-AF	2 WHO >	2 KJJY-F <
KJJY-F	3 KSTZ-F >	3 KSTZ-F <	3 KLYF-F <	3 KLYF-F >	3 KLYF-F	3 KGGO-AF	3 WHO	3 KSTZ-F <	3 KGGO-AF	3 KGGO-F
4	4 KFVG-F	4 KLYF-F	4 KFVG-F <	4 WHO	4 KRNT	4 KSTZ-F <	4 KLYF-F	4 KLYF-F	4 KRNT	4 KRNT
5	5 KLYF-F	5 KFVG-F	5 KSTZ-F	KFVG-F <	5	5 KLYF-F	5 KSTZ-F	WHO	5	5 KSTZ-F
6	6	6	6	6 KSTZ-F	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 KJJY-F	1 KGGO-AF <	1 KGGO-AF	1 KJJY-F >	1 KJJY-F	1 KGGO-AF	1 KGGO-AF >>	1 KGGO-AF	1 KGGO-AF >	1 KGGO-AF <
2 KGGO-AF	2 KSTZ-F <	KSTZ-F	2 KLYF-F	2 KLYF-F >	2 KSTZ-F	2 KJJY-F >	2 KJJY-F	2 KJJY-F >	2 KJJY-F >
3 KSTZ-F	3 KJJY-F >>	3 KJJY-F	3 KSTZ-F <	3 KSTZ-F	3	3 KFVG-F	3	3 KFVG-F	3 KFVG-F
4	4	4	4 KGGO-AF >	4 KGGO-AF	4	4 KSTZ-F	4	4 KSTZ-F	4 WHO
5	5	5	5	5 KIOA-AF	5	5	5	WHO	5 KIOA-AF

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		45 ( 1)	45 ( 1)	9.3	NM		NONE		
AOR/CLASSIC AOR	1 ( 1)	106 ( 2)	107 ( 3)	22.2	24.0				
COUNTRY		111 ( 1)	111 ( 1)	23.0	19.8				
NEWS/TALK									
TOP 40/CHR/CONTEMP		54 ( 1)	54 ( 1)	11.2	14.6				
BLACK/URBAN									
SOFT AC		31 ( 2)	31 ( 2)	6.4	4.6				
HISPANIC									
OLDIES	7 ( 1)	20 ( 1)	27 ( 2)	5.6	NA				
FULL SVC/VARIETY	72 ( 1)		72 ( 1)	14.9	11.9				
NOSTALGIA	28 ( 1)		28 ( 1)	5.8	6.1				
RELIGION/GOSPEL	8 ( 1)		8 ( 1)	1.7	1.5				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	116 ( 5)	367 ( 8)	483 ( 13)						

RADIO STATIONS

KOLS, 1310, 500 W (OAYS), COUNTRY	MBS, \$ 10.00 ( --- )	(PERRY)
KIOA, 940, 10 KW/5 KW (OA-2), OLDIES	ABC, \$ NA (Banner)	Saga
KRNT, 1350, 5 KW (OA-N), NOSTALGIA	CBS, UNISTR, \$ 24.00 (Katz)	Saga
WHO, 1040, 50 KW, FULL SERVICE	MBS, ABC, \$ 65.00 (Christal)	Palmer
KFVG-F, 103.3, 100 KW @ 745, PROG AOR	\$ 21.00 (D&R)	(PELLA)
KEZT-F, 104.1, 100 KW @ 1010, SOFT AC/EZ	\$ 16.00 (D&R)	(AMES)
KGGO-F, 94.9, 100 KW @ 1066, AOR	SOURCE, \$ 53.00 (Eastman)	Stoner
KIOA-F, 93.3, 100 KW @ 1063, OLDIES	ABC, \$ 31.00 (Banner)	Saga
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 ( --- )	(ANKENY)
KSTZ-F, 102.5, 100 KW @ 1260, CHR/AC	ABC, \$ 44.00 (Katz)	Saga

Miscellaneous: KIOA A/F sold by Midwest to Saga for \$2,700,000 (HVP) . . . KRNT-F changed calls to KSTZ-F (June) . . .

DETROIT

Arbitron Rank/Pop (12+): 6/3,627,400  
 MSA Rank/Pop: 5/4,660,000  
 ADI # 9  
 Average Person Ratings: 17.8  
 Market TSL: 23.25 hours

Stations: 32/31  
 Diaries: 2605/1392:1/50.2%  
 Sample Target: 2560  
 % Below Line: 0.3  
 % Not Listed: 8.4

1992 Revenue: \$124,400,000  
 HH Inc.: \$34,932  
 Retail \$: 37.0 Bill  
 Pop per Station: 117,013  
 #1 Biller: WJR \$18,000,000

12+ METRO	1/4/SMARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WJR (FS/T)	601/ 9.3	7.4	7.5	7.2	8.8	7.9	806/10879	7840/21.6	20.0	20.2	J	WJR
2. WWWW-AF (C)	531/ 8.2	6.7	9.1	7.9	7.2	8.2	563/6782	6128/16.9	17.8	14.5	H	WWWW-AF
3. WJLB-F (B)	408/ 6.3	6.3	6.4	6.2	6.8	6.3	440/6028	5524/15.2	14.0	13.7	H	WJLB-F
4. WHYT-F (CHR)	372/ 5.7	5.1	4.7	4.9	5.1	5.1	410/7737	6932/19.1	16.6	18.8	F	WHYT-F
5. WMXD-F (B/AC)	307/ 4.7	4.0	3.4	4.1	4.1	4.1	313/4237	4095/11.3	9.0	8.8	F	WMXD-F
6. WCSX-F (CL AOR)	289/ 4.5	3.0	3.4	4.3	3.2	3.8	316/5079	4419/12.2	11.7	12.8	H	WCSX-F
7. WKQI-F (AC)	288/ 4.4	4.0	4.2	4.7	4.3	4.3	308/5939	5476/15.1	14.5	16.0	I	WKQI-F
8. WJOI-F (SAC)	281/ 4.3	4.4	4.0	4.0	4.3	4.2	296/4403	4106/11.3	10.2	11.2	F	WJOI-F
9. WWJ (N)	280/ 4.3	5.9	5.7	5.0	4.6	5.2	291/6215	5808/16.0	20.6	16.0	I	WWJ
10. WXYT (T)	278/ 4.3	5.2	5.5	4.0	4.0	4.8	283/3904	3755/10.5	10.7	9.2	G	WXYT
11. WOMC-F (O)	265/ 4.1	3.5	4.6	4.2	3.9	4.1	274/5144	4828/13.3	15.2	12.2	H	WOMC-F
12. WLTI-F (SAC)	258/ 4.0	4.6	3.3	4.3	4.0	4.1	268/4827	4530/12.5	11.1	11.8	G	WLTI-F
13. WNIC-F (AC)	245/ 3.8	3.5	3.4	3.7	3.7	3.6	266/4327	3951/10.9	10.6	12.6	G	WNIC-F
14. WRIF-F (AOR)	210/ 3.2	2.9	2.7	2.6	2.9	2.9	240/4602	3918/10.8	10.8	11.3	F	WRIF-F
15. WJZZ-F (J)	204/ 3.2	3.2	3.8	3.6	3.6	3.5	211/3145	2960/ 8.2	9.3	8.9	F	WJZZ-F
16. WDZR-F (AOR)	145/ 2.2	3.0	2.0	2.1	2.0	2.3	147/2885	2786/ 7.7	6.2	6.1		WDZR-F
17. CIMX-F (AOR)	126/ 1.9	1.8	1.6	1.3	1.7	1.7	155/2966	2384/ 6.6	4.6	5.4		CIMX-F
18. CKWW (BB)	124/ 1.9	0.4	---	---	---	---	129/1292	1212/ 3.3	---	---		CKWW
19. WLLZ-F (AOR)	115/ 1.8	2.8	3.6	4.0	3.7	3.1	128/4348	3924/10.8	12.4	13.3	H	WLLZ-F
20. WQRS-F (CL)	114/ 1.8	2.4	2.0	1.6	2.1	2.0	125/1905	1712/ 4.7	6.1	5.6	D	WQRS-F
21. WOWF-F (AC)	80/ 1.2	1.0	2.0	2.0	2.1	1.6	83/2013	1884/ 5.2	10.6	10.4		WOWF-F
22. CKLW-F (O)	75/ 1.2	0.7	0.7	0.6	0.7	0.8	85/1787	1531/ 4.2	3.3	3.7		CKLW-F
WCHB (G)	75/ 1.2	1.0	0.9	1.0	0.7	1.0	77/834	799/ 2.2	2.1	2.0		WCHB
24. WMUZ-F (REL)	63/ 1.0	1.0	0.8	1.0	0.7	1.0	74/1188	1035/ 2.9	3.0	3.6		WMUZ-F
25.												

12+ FH SHARE (METRO): 73.44% (4356 of 5931) (SPG 92: 73.36%)

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-AF	1 WWWW-AF	1 WWWW-AF	1 WJR	> 1 WJR	> 1 WWWW-AF	1 WWWW-AF	1 WJR	1 WWJ
2 WJLB-F>>	2 WCSX-F<	2 WCSX-F<	2 WCSX-F<	2 WCSX-F<	2 WWWW-AF	2 WWJ	2 WXYT <	2 WJLB-F	2 WJLB-F	2 WJR
3	3 WHYT-F	3 WJLB-F	3 WMXD-F<	3 WMXD-F	3 WWJ	3 WWWW-AF	3 WJR	3 WWWW-AF<	3 WWWW-AF<	3 WWWW-F
4	4 WRIF-F<	4 WMXD-F	4 WKQI-F<	4 WKQI-F<	WJOI-F	WKQI-F	4 WLTI-F<	WHYT-F	4 WHYT-F	4 WMXD-F<
5	5 WWWW-AF	WKQI-F	5 WJLB-F<	5 WJLB-F<	5 WMXD-F	5 WJLB-F	5 WJOI-F	5 WCSX-F	5 WMXD-F	5 WJLB-F
6	6 WKQI-F	6 WHYT-F	6 WNIC-F	6 WNIC-F	6 WXYT	6 WHYT-F	6 WMXD-F	6 WMXD-F	6 WCSX-F	6 WCSX-F
7	7 WNIC-F	7 WNIC-F	7 WOMC-F	7 WJR <	7	WCSX-F	WOMC-F	7 WLTI-F	7 WJZZ-F	7 WJOI-F
8	8 WOZR-F	8 WRIF-F<	8 WJR	8 WLTI-F<	8	8 WNIC-F	8 WJLB-F	8	8	8
9	9	9 WOMC-F	9	9 WOMC-F	9	9	9 WNIC-F	9	9	9
10	10	10	10	10	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 WJLB-F	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WWWW-AF	1 WRIF-F	1 WRIF-F<	1 WCSX-F	1 WCSX-F	1 WCSX-F
2 WHYT-F	2 WHYT-F	2 WNIC-F	2 WWWW-AF	2 WNIC-F	2 WHYT-F	2 WCSX-F>	2 WRIF-F	2 WWWW-AF	2 WWWW-AF
3 WWWW-AF	3 WWWW-AF<	3 WWWW-AF	3 WNIC-F<	3 WKQI-F<	3 WDZR-F	3 WWWW-AF	3 WXYT	3 WRIF-F	3 WJR
4 WMXD-F	4 WNIC-F	4 WMXD-F	4 WKQI-F<	4 WJLB-F<	4 WCSX-F	4 WJLB-F	4 WJLB-F	4 WXYT	4 WXYT
5 WNIC-F	5 WMXD-F	5 WKQI-F	5 WMXD-F	5 WMXD-F	5 WLLZ-F	5 WHYT-F	5 WWWW-AF	5 WHYT-F	5 WMXD-F
WRIF-F	6 WKQI-F	6 WHYT-F	6 WHYT-F	6 WLTI-F	6 WWWW-AF	WXYT <	6 CIMX-F	6 WJR <	6 WJZZ-F
CIMX-F	7 WCSX-F	7 WCSX-F	7 WLTI-F	7 WOMC-F	7 CIMX-F	7 WDZR-F	7 WJZZ-F	7 WJZZ-F	7 WOMC-F
8 WDZR-F	8 WLTI-F	8 WLTI-F	8 WOMC-F	8	8	8	8 WJZZ-F	8	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

DETROIT  
-----

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
-----	--	--	----	-	-	-----	-----	-----	-----
AC		325 ( 3)	325 ( 3)	5.5	NM	WGPR-F (B) 107.5 Detroit	0.6/4.0/ 37/1500		
AOR/CLASSIC AOR		885 ( 5)	885 ( 5)	14.9	15.0	WMKM (B) 1440 Inkster	0.4/1.2/ 26/ 458		
COUNTRY	76 ( 1)	474 ( 2)	550 ( 3)	9.3	8.0	WMTG (B/O) 1310 Dearborn	0.3/1.6/ 21/ 611		
NEWS/TALK	558 ( 2)		558 ( 2)	9.4	9.5	WPHM (FS) 1380 Port Haven	0.3/0.6/ 26/ 273		
TOP 40/CHR/CONTEMP		372 ( 1)	372 ( 1)	6.3	8.0	WQBH (B) 1400 Detroit	0.8/2.1/ 53/ 781		
BLACK/URBAN	97 ( 3)	752 ( 3)	849 ( 6)	14.3	16.4	CKLW (O) 800 Windsor ONT	0.4/2.6/ 42/1405		
SOFT AC		539 ( 2)	539 ( 2)	9.1	9.2	WITL-F (C) 100.7 Lansing	0.3/0.7/165/1616		
HISPANIC									
OLDIES	23 ( 1)	340 ( 2)	363 ( 3)	6.1	NA				
FULL SVC/VARIETY	622 ( 2)		622 ( 2)	10.5	9.7				
NOSTALGIA	124 ( 1)		124 ( 1)	2.1	3.2				
RELIGION/GOSPEL	75 ( 1)	63 ( 1)	138 ( 2)	2.3	0.8				
CLASSICAL		114 ( 1)	114 ( 1)	1.9	2.3				
JAZZ/NEW AC		204 ( 1)	204 ( 1)	3.4	4.0				
OTHERS UNKNOWN									
	-----	-----	-----						
	1575 (11)	4356 (21)	5931 (32)						

RADIO STATIONS  
-----

AM STATIONS  
-----

WCHB, 1440, 1 KW (DA-2)	, GOSPEL/BLACK	AURN, \$ 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
WMKM, 1440, 1 KW	, BLACK	, \$ 35.00 ( --- )	
WMTG, 1310, 5 KW (DA-2)	, BLACK OLDIES	SHN, \$ 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	MBS, CNN, \$ 82.00 (D&R)	
CKLW, 800, 50 KW (DA-2)	, OLDIES	UNISTR, \$ N/A ( --- )	(WINDSOR ONT)
CKWW, 580, 500 W	, NOSTALGIA	, \$ 40.00 (MHR)	(WINDSOR ONT)

FM STATIONS  
-----

WCSX, 94.7, 14 KW @ 945, CLASSIC AOR	UNISTR, \$ 140.00 (McGuild)	Greater Media
WOWF, 99.5, 21 KW @ 755, AC/Talk	SOURCE, \$ 68.00 (Group W)	Alliance
WGPR, 107.5, 50 KW @ 361, BLACK	AURN, \$ 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 (MHR)	Booth
WJOL, 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 (Banner)	Brdcst. Partners
WLLZ, 98.7, 50 KW @ 479, AOR	, \$ 154.00 (Group W)	Westinghouse
WLTI, 93.1, 27 KW @ 669, SOFT AC	, \$ 130.00 (Christal)	Viacom
WMUZ, 103.5, 50 KW @ 466, RELIGION	, \$ 45.00 (Crawford)	
WMXD, 92.3, 22 KW @ 699, URBAN/AC	, \$ 75.00 (D&R)	
WNIC, 100.3, 32 KW @ 600, AC	, \$ 154.00 (McGuild)	Fairmont
WQMC, 104.3, 190 KW @ 361, OLDIES	UNISTR, \$ 150.00 (Torbet)	Infinity
WQRS, 105.1, 20 KW @ 784, CLASSICAL	, \$ 82.00 (CHBS)	Marlin
WRIF, 101.1, 27 KW @ 879, AOR	ABC, \$ 120.00 (Banner)	Great American
WWWW, 106.7, 61 KW @ 508, COUNTRY	UNISTR, \$ 157.00 (Eastman)	Shamrock
WDZR, 102.7, 50 KW @ 499, AOR	SHN NBC, \$ 60.00 (D&R)	Ragan Henry
CIMX, 88.7, 100 KW @ 577, AOR	, \$ NA ( --- )	(WINDSOR, ONT)
CKLW, 93.9, 100 KW @ 699, OLDIES	, \$ 61.00 ( --- )	(WINDSOR, ONT)

Miscellaneous: WLQV sold by Michael Glintner for \$2,800,000. . . CKLW changes to Oldies. . . The old Nostalgia format is on CKWW. . . WOWF-F drops Talk/Full Service format. . .

DULUTH  
-----

Arbitron Rank/Pop (12+): 210/126,900  
MSA Rank/Pop: 187/236,000  
ADI # 126  
Average Person Ratings: 17.6  
Market TSL: 23.00 hours

Stations: 10/10  
Diaries: 622/204:1/62.4%  
Sample Target: 610  
% Below Line: 0.0  
% Not Listed: 16.6

1992 Revenue: \$4,300,000  
HH Inc.: \$29,123  
Retail \$: 1.84 B11  
Pop per Station: 12,690  
#1 Biller: WAVC-F \$900,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WAVC-F (C)	41/18.4	----	14.3	----	12.8	----	63/645	408/32.2	0.0	25.7	B	WAVC-F
2. KDAL-F (SAC)	33/14.8	----	11.5	----	10.3	----	39/497	369/29.1	0.0	26.0	A	KDAL-F
3. KDAL (FS)	30/13.5	----	15.2	----	15.8	----	46/575	347/27.3	0.0	27.8	B	KDAL
4. KQDS-F (AOR)	23/10.3	----	7.4	----	9.8	----	50/584	314/24.7	0.0	18.7	B	KQDS-F
5. KZIO-F (CHR)	18/18.1	----	10.6	----	11.5	----	39/486	291/22.9	0.0	24.5	B	KZIO-F
6. WEBC (N/T)	14/ 6.3	----	5.1	----	4.3	----	19/324	242/19.1	0.0	15.1	A	WEBC
7. KXTP (BB)	10/ 4.5	----	5.5	----	4.7	----	10/168	147/11.6	0.0	11.8	A	KXTP
8. WDSM (C)	9/ 4.0	----	3.7	----	5.1	----	13/257	155/12.2	0.0	10.9	A	WDSM
9. WAKX-F (O)	6/ 2.7	----	4.6	----	6.4	----	14/346	175/13.8	0.0	16.2	A	WAKX-F
10. WWJC (REL)	2/ 0.9	----	1.4	----	.4	----	8/ 91	35/ 2.8	0.0	3.9	A	WWJC

12+ FH SHARE (METRO): 65.05% (121 of 186) (SPG 92: 62.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZIO-F>	1 KQDS-F	1 WAVC-F<	1 WAVC-F	1 WAVC-F	1 KDAL	1 KDAL	1 WAVC-F	1 WAVC-F	1 KZIO-F<	1 WAVC-F
2 KQDS-F>	WAVC-F>	2 KDAL-F	2 KDAL-F>	2 KDAL-F>	2 KDAL-F	2 WAVC-F	2 KDAL-F	2 KDAL-F	2 KQDS-F<	2 WEBC-F
3 WAVC-F	3 KDAL-F<	3 KQDS-F>	3 KQDS-F>	3 KQDS-F	WAVC-F>	3 KDAL-F>	3 KDAL	3 KQDS-F<	3 WAVC-F	3 KDAL
4	4 KZIO-F	4 KZIO-F	4 KDAL	4 KDAL	4	4 KQDS-F	4 KQDS-F	4 KDAL	4 KDAL	4 KZIO-F
5	5	5	5	5	5	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 KQDS-F	1 WAVC-F	1 WAVC-F	1 KDAL-F	1 KDAL-F<	1 WAVC-F	1 KQDS-F	1 KQDS-F	1 WAVC-F	1 WAVC-F>
2 KZIO-F	2 KZIO-F	2 KDAL-F	2 WAVC-F>	2 WAVC-F>	2 KQDS-F	2 WAVC-F>	2 WAVC-F	2 KQDS-F>	2 KQDS-F<
3 KQDS-F	KDAL-F>	3 KZIO-F	3 KXIO-F	3 KZIO-F	3 KZIO-F	3 KDAL-F	3 KDAL-F	3 KDAL-F	3 KDAL-F
4 WAVC-F	4 KQDS-F	4	4 KQDS-F	4 KQDS-F	4	4	4 WAKX-F	4 KDAL	4 KDAL
5	5	5	5	5	5	5	WEBC	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FH	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC					NH		NONE
AOR/CLASSIC AOR		23 ( 1)	23 ( 1)	12.3	8.9		
COUNTRY	9 ( 1)	41 ( 1)	50 ( 2)	27.0	24.0		
NEWS/TALK	14 ( 1)		14 ( 1)	8.0	6.1		
TOP 40/CHR/CONTEMP		18 ( 1)	18 ( 1)	10.0	14.5		
BLACK/URBAN							
SOFT AC		33 ( 1)	33 ( 1)	18.0	14.0		
HISPANIC							
OLDIES		6 ( 1)	6 ( 1)	3.2	NA		
FULL SVC/VARIETY	30 ( 1)		30 ( 1)	16.1	18.4		
NOSTALGIA	10 ( 1)		10 ( 1)	5.3	6.7		
RELIGION GOSPEL		2 ( 1)	2 ( 1)	1.0	1.7		
CLASSICAL							
JAZZ/NEW AC							
OTHERS UNKNOWN							
	63 ( 4)	121 ( 6)	186 ( 10)				

RADIO STATIONS

KDAL , 610, 5 KW (DA-N)	Full Service	CBS, \$24.00 (Katz)	Shockley
KXTP , 970, 1 KW/27 W	Nostalgia	UNISTR ABC, \$12.00 (K & P)	
WDSM , 710, 10 KW/5 KW (DA-N)	Country	NBC, \$13.00 (Torbet)	
WEBC , 560, 5 KW (DA-N)	News/Talk	NBC-T ABC, \$14.00 (Christal)	Brill
WWJC , 850, 10 KW (DAYS)	Religion	\$ 8.00 ( --- )	
KDAL-F, 95.7, 100 KW @ 804	Soft AC	\$22.00 (Katz)	Shockley
KQDS-F, 94.9, 100 KW @ 699	AOR	ABC, \$19.00 (K & P)	
KZIO-F, 102.5, 100 KW @ 600	CHR	ABC, \$21.00 (Torbet)	
WAKX-F, 98.9, 100 KW @ 600	Oldies	\$16.00 (K & P)	
WAVC-F, 105.1, 100 KW @ 790	Country	\$25.00 (Christal)	Brill

EL PASO

Arbitron Rank/Pop (12+): 77/492,700  
 MSA Rank/Pop: 86/600,000  
 ADI # 100  
 Average Person Ratings: 17.6  
 Market TSL: 23.25 hours

Stations: 23/19  
 Diaries: 900/547:1/49.0%  
 Sample Target: 930  
 % Below Line: 2.2  
 % Not Listed: 9.1

1992 Revenue: \$12,600,000  
 HH Inc.: \$26,336  
 Retail \$: 3.8 B11  
 Pop per Station: 25,932  
 #1 Biller: KHEY-AF \$3,400,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KPRR-F (CHR)	116/13.4	8.5	10.2	9.3	11.4	10.4	125/1593	1456/29.6	26.6	27.0	C	KPRR-F
2. KLAQ-F (AOR)	114/13.2	13.0	11.5	10.3	11.3	12.0	132/1568	1319/26.8	26.0	23.8	C	KLAQ-F
3. KHEY-F (C)	100/11.6	13.6	11.5	14.5	14.1	12.8	111/1485	1283/26.0	26.5	31.5	E	KHEY-F
4. KBNA-AF (SP)	94/10.9	10.4	8.8	9.6	7.9	9.9	101/1200	1080/21.9	18.0	18.0	C	KBNA-AF
5. KTSM-F (SAC)	62/ 7.2	7.3	6.4	7.4	6.7	7.1	85/1232	977/19.8	19.5	15.3	B	KTSM-F
6. KTSM (N/T)	51/ 5.9	5.1	4.3	6.7	4.5	5.5	52/585	552/11.2	9.0	10.5	B	KTSM
7. KOFX-F (O)	38/ 4.4	4.1	4.6	4.0	3.9	4.3	44/818	742/15.1	13.7	14.0	B	KOFX-F
8. KAMZ-F (SP)	37/ 4.3	5.0	5.9	9.3	10.5	6.1	41/1018	889/18.0	16.7	21.4	A	KAMZ-F
9. KINT-F (AC)	32/ 2.7	2.9	3.0	---	---	---	37/720	581/11.8	6.1	---	B	KINT-F
10. KSET-F (C)	25/ 2.9	4.6	5.2	4.8	4.6	4.4	27/673	617/12.5	12.5	13.1	A	KSET-F
11. XHH -F (SP)	21/ 2.4	2.9	2.3	1.8	1.2	2.4	25/345	322/ 6.5	5.8	2.9		XHH -F
KROD (AOR)	21/ 2.4	1.6	1.7	1.1	1.4	1.7	31/570	425/ 8.6	7.2	6.3		KROD
13. KAMA (SP)	18/ 2.1	2.4	4.4	4.4	3.7	3.3	26/520	398/ 8.1	10.6	8.4	C	KAMA
14. KHEY (C)	16/ 1.8	1.0	2.1	1.6	1.2	1.6	17/306	581/11.8	4.7	5.4	E	KHEY
15. KVIV (SP)	9/ 1.0	1.8	1.2	1.6	0.9	1.4	10/140	116/ 2.4	2.2	2.4		KVIV

12+ FM SHARE (METRO): 81.42% (640 of 786) (SPG 92: 80.62%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		32 ( 1)	32 ( 1)	4.1	NM	KPAS-F (REL)	103.1 Fabens	0.5/1.2/	4/ 68
AOR/CLASSIC AOR	21 ( 1)	114 ( 1)	135 ( 2)	17.2	12.3	KSVE (SP)	1150 El Paso	0.6/2.2/	7/ 127
COUNTRY	16 ( 1)	125 ( 2)	141 ( 3)	17.9	16.7	XROK (SP)	800 Juarez	0.5/2.2/	12/ 178
NEWS/TALK	51 ( 1)		51 ( 1)	6.5	4.9				
TOP 40/CHR/CONTEMP		116 ( 1)	116 ( 1)	14.8	12.5	XEJ (SP)	970 Juarez	0.5/1.7/	5/ 105
BLACK/URBAN						XHIM-F (SP)	105.1 Juarez	0.6/2.2/	5/ 106
SOFT AC		62 ( 1)	62 ( 1)	7.9	7.3	XHPX-F (SP)	98.3 Juarez	0.6/3.0/	5/ 146
HISPANIC	58 ( 6)	149 ( 6)	207 (12)	26.3	27.6	XHTO-F (SP)	104.3 Juarez	0.6/2.3/	5/ 112
OLDIES		38 ( 1)	38 ( 1)	4.8	NA				
FULL SVC/VARIETY									
NOSTALGIA									
RELIGION/GOSPEL		4 ( 1)	4 ( 1)	0.5	1.5				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									

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	SMN, \$ 17.00 (D & R)	D & F	
KTSM, 1380,	5 KW/500 W	TALK/NEWS	NBC-T CBS, \$ 20.00 (Christal)		
KVIV, 1340,	1 KW	HISPANIC	CRC, \$ 15.00 (Lotus)		
KSET-F, 94.7,	61 KW @ 981	HISPANIC COUNTRY	NA (D & R)		
KAMZ-F, 93.1,	30 KW @ 1168	HISPANIC CHR	\$ 29.00 (Eastman)	Pinnacle	
KBNA-F, 97.5,	100 KW @ 1089	HISPANIC	\$ 34.00 (Katz Hisp)	Tichenor	
KINT-F, 93.9,	96 KW @ 1210	AC	\$ 28.00 ( --- )		
KHEY-F, 96.3,	100 KW @ 1391	COUNTRY	\$ 69.00 (Katz)	Ragan Henry	
KLAQ-F, 95.5,	100 KW @ 1391	AOR	SOURCE, \$ 40.00 (D & R)	D & F	
KOFX-F, 92.3,	100 KW @ 1860	OLDIES	UNISTR, \$ 34.00 (Mc-Guild)		
KPRR-F, 102.1,	100 KW @ 1191	CHR	\$ 33.00 (D & R)		
KTSM-F, 99.9,	100 KW @ 1820	EZ/SOFT AC	\$ 22.00 (Christal)		



ERIE

Arbitron Rank/Pop (12+): 147/226,600 Stations: 13/12 1992 Revenue: \$6,000,000  
 MSA Rank/Pop: 165/275,300 Diaries: 766/296:1/61.0% MM Inc.: \$31,966  
 ADI # 143 Sample Target: 680 Retail \$: 1.9 Bil  
 Average Person Ratings: 16.4 % Below Line: 1.6 Pop per Station: 18,883  
 Market TSL: 21.75 hours % Not Listed: 18.5 #1 Biller: WXXC-F \$1,400,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WJET-F (CHR)	56/15.1	14.3	12.0	13.9	17.3	----	59/939	857/37.8	35.2	30.1	C	WJET-F
2. WXXC-F (AC)	51/13.7	13.2	12.3	14.8	14.6	----	59/907	675/29.8	30.1	29.3	C	WXXC-F
3. WRKT-F (AOR)	47/12.6	12.0	15.6	13.9	16.7	----	53/749	611/27.0	24.0	25.4	C	WRKT-F
4. WXTA-F (C)	45/12.1	13.2	11.7	8.3	10.0	----	56/569	434/19.2	19.4	22.0	B	WXTA-F
5. WEYZ (BB)	32/ 8.6	7.2	8.4	7.4	6.5	----	32/319	312/13.8	13.8	13.4	A	WEYZ
6. WMXE-F (AC/CHR)	30/ 8.1	13.2	14.2	11.5	9.4	----	42/823	594/26.2	27.9	35.2	B	WMXE-F
7. WLKK (T)	14/ 3.8	5.7	6.7	5.9	5.1	----	15/298	267/11.8	14.8	12.4	A	WLKK
8. WZPR-F (C)	10/ 2.7	2.0	1.1	1.5	2.7	----	60/707	127/ 5.6	5.6	6.4	A	WZPR-F

12+ FM SHARE (METRO): 82.51% (250 of 303) (SPG 92: 80.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJET-F>>	1 WJET-F<	1 WRKT-F<	1 WXXC-F	1 WXXC-F	1 WXXC-F<	1 WRKT-F<	1 WXXC-F<	1 WJET-F	1 WJET-F>	1 WRKT-F
2	2 WRKT-F>>	2 WJET-F<	2 WRKT-F	2 WXXC-F	2 WXTA-F	2 WJET-F<	2 WRKT-F<	2 WXTA-F	2 WXXC-F<	2 WJET-F
3	3 WXXC-F	3 WXXC-F>	3 WJET-F	3 WJET-F	WEYZ-F>	3 WXXC-F	3 WJET-F<	3 WRKT-F<	3 WXTA-F<	3 WXXC-F
4	WMXE-F<	4 WXTA-F<	4 WXTA-F<	WXTA-F>	4	4 WXTA-F>	4 WXTA-F<	4 WXXC-F	4 WRKT-F	WXTA-F
5	5 WXTA-F	5 WMXE-F	5 WMXE-F	5	5	5	5 WEYZ	5 WEYZ-F	5 WMXE-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 WJET-F	1 WJET-F>>	1 WJET-F	1 WJET-F>	1 WXXC-F<	1 WRKT-F	1 WRKT-F>>	1 WRKT-F	1 WRKT-F>>	1 WRKT-F>
2 WMXE-F	2 WMXE-F	2 WXXC-F	2 WXXC-F	2 WJET-F>	2 WJET-F	2 WJET-F>	2 WJET-F	2 WXXC-F	2 WXXC-F
3	3 WXXC-F	WMXE-F	3 WMXE-F	3 WMXE-F<	3	3 WXTA-F	3	3 WJET-F	3 WXTA-F>
4	4 WRKT-F	4	4 WXTA-F	4 WXTA-F	4	4 WXXC-F	4	4 WXTA-F	4 WJET-F
5	5 WXTA-F	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	SPG 92		OTHER RATED STATIONS				METRO CUME SHARE/RTG/AQH/CUME
	--	--	----	%	%	-----				-----
AC		81 ( 2)	81 ( 2)	28.0	NM	WCTL-F (REL)	106.3	Union City	1.3/4.6/	5/ 166
AOR/CLASSIC AOR		47 ( 4)	47 ( 1)	16.0	18.5	WPSE (T)	1450	Erie	0.5/2.3/	2/ 53
COUNTRY		55 ( 2)	55 ( 2)	18.1	15.2	WRIE (O)	1260	Erie	0.8/3.8/	3/ 91
NEWS/TALK	16 ( 2)		16 ( 2)	5.2	7.9	WVCB (BB)	1370	Corry	0.5/1.7/	3/ 45
TOP 40/CHR/CONTEMP		56 ( 1)	56 ( 1)	5.2	14.2	WREO-F (SAC)	97.1	Ashtabula, OH	1.6/5.3/	15/ 341
BLACK/URBAN										
SOFT AC		6 ( 1)	6 ( 1)	2.0						
HISPANIC										
OLDIES	3 ( 1)		3 ( 1)	1.0	NA					
FULL SVC/VARIETY										
NOSTALGIA	34 ( 2)		34 ( 2)	11.2	9.9					
RELIGION GOSPEL		5 ( 1)	5 ( 1)	2.0	0.7					
CLASSICAL										
JAZZ/NEW AC										
OTHERS UNKNOWN										
	-----	-----	-----							
	53 ( 5)	250 ( 8)	303 ( 13)							

RADIO STATIONS

WEYZ , 1330, 5 KW	, Nostalgia	ABC, \$16.00 (Katz)	Burbach
WLKK , 1400, 1 KW	, Talk	MBS NBC, \$15.00 ( --- )	
WRIE , 1260, 5 KW (DA-2)	, Oldies	SMN, \$ 9.00 (Christal)	K & K
WCTL-F, 106.3, 3 KW @ 298	, Religion	IBN, \$ 7.00 ( --- )	(UNION CITY)
WJET-F, 102.3, .5 KW @ 669	, CHR	, \$29.00 (Banner)	Myron Jones
WMXE-F, 103.7, 50 KW @ 500	, AC	ABC, \$27.00 (Katz)	Burbach
WRKT-F, 100.9, 6 KW @ 262	, AOR	, \$26.00 (Eastman)	(NORTH EAST)
WXXC-F, 99.9, 50 KW @ 492	, AC	SMN, \$31.00 (Christal)	K & K
WXTA-F, 97.9, 10 KW @ 507	, Country	UNISTR, \$22.00 (Torbet)	(EDINBORO)
WZPR-F, 100.3, 20 KW @ 587	, Country	ABC, \$14.00 ( --- )	(MEADVILLE)

EUGENE

Arbitron Rank/Pop (12+): 143/241,100  
 MSA Rank/Pop: 158/285,000  
 ADI # 124  
 Average Person Ratings: 16.3  
 Market TSL: 21.50 hours

Stations: 14/14  
 Diaries: 706/342:1/57.2%  
 Sample Target: 690  
 % Below Line: 1.4  
 % Not Listed: 20.1

1992 Revenue: \$8,200,000  
 MH Inc.: \$26,747  
 Retail \$: 2.4 Bill  
 Pop per Station: 17,221  
 #1 Biller: KUGN-F \$1,600,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KUGN-F (C)	48/12.2	19.8	17.2	13.6	14.1	----	51/592	514/21.3	28.6	27.9	C	KUGN-F
2. KMGE-F (AC)	42/10.7	12.6	14.1	12.4	9.9	----	52/758	579/24.0	23.8	26.6	C	KHGE-F
3. KKNU-F (C)	35/ 8.9	8.1	5.5	10.1	8.7	----	41/574	463/19.2	18.3	16.6		KKNU-F
4. KZEL-F (AOR)	32/ 8.1	6.2	5.8	4.7	9.0	----	65/692	426/17.7	15.4	17.7	B	KZEL-F
5. KPNW (FS)	30/ 7.6	4.8	5.0	4.7	4.8	----	40/572	360/14.9	17.9	10.6		KPNW
6. KDUK-F (CHR)	27/ 6.9	3.7	6.1	6.5	6.0	----	59/880	430/17.8	11.8	12.7		KDUK-F
KPNW-F (SAC)	27/ 6.9	8.4	4.7	6.5	5.4	----	33/624	427/17.7	15.7	15.2		KPNW-F
8. KUGN (FS)	21/ 5.3	7.0	7.8	6.2	8.1	----	27/423	359/14.9	17.6	17.0	C	KUGN
9. KAVE-AF (O)	17/ 4.3	4.5	5.0	4.1	4.5	----	17/248	208/ 8.6	10.3	10.7	A	KAVE-AF
10. KKXO (BB)	14/ 3.6	2.5	3.0	1.8	2.1	----	15/183	171/ 7.1	6.3	7.7	A	KKXO
11. KEED (C)	8/ 2.0	1.1	1.7	2.4	3.3	----	8/99	99/ 4.1	4.2	4.8		KEED
12. KORE (REL)	8/ 2.0	.6	.8	.6	1.5	----	8/122	113/ 4.7	4.7	2.6		KORE

12+ FH SHARE (METRO): 71.97% (226 of 314) (SPG 92: 75.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDUK-F>>	1 KMGE-F	1 KMGE-F	1 KMGE-F	1 KMGE-F	1 KUGN-F	1 KUGN-F<	1 KMGE-F	1 KUGN-F<	1 KUGN-F	1 KKNU-F>
2 KKNU-F>	2 KZEL-F<	2 KZEL-F<	2 KZEL-F<	2 KUGN-F	2 KPNW	2 KMGE-F	2 KUGN-F	2 KHGE-F	2 KDUK-F	2 KUGN
3	3 KKNU-F>	3 KKNU-F	3 KUGN-F	3 KZEL-F<	3 KPNW-F	3 KPNW	3 KKNU-F<	3 KKNU-F	3 KKNU-F	3 KUGN-F
4	4 KAVE-AF	4 KUGN-F>	4 KKNU-F	4 KKNU-F	4 KUGN	4 KUGN	4 KZEL-F	4 KZEL-F	4 KUGN	4 KZEL-F
5	5 KDUK-F	5	5 KPNW-F	5 KPNW-F<	5	5 KKNU-F	5 KPNW	5 KDUK-F	5 KMGE-F	5 KPNW-F
6	6	6	6	6 KPNW	6	6	KPNW-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 KDUK-F	1 KMGE-F>	1 KMGE-F	1 KMGE-F>	1 KMGE-F>	1 KAVE-AF	1 KZEL-F>	1 KZEL-F	1 KZEL-F>	1 KZEL-F>
2 KMGE-F	2 KKNU-F>	2 KKNV-F	2 KKNU-F<	2 KUGN-F	2 KZEL-F	2 KAVE-AF	2 KAVE-AF	2 KAVE-AF	2 KPNW
3 KKNO-F	3 KUGN-F	3 KUGN-F	3 KUGN-F	3 KPNW-F	3 KDVK-F	3 KKNU-F	3 KMGE-F	3 KPNW	3 KMGE-F
4 KZEL-F	4 KDUK-F>	4 KZEL-F	4 KPNW-F	4 KKNU-F>	4 KKNV-F	4	4 KKNV-F	4 KKNU-F	4 KKNU-F
5	5 KZEL-F	5	5	5					5 KUGN-F

FORMATS	AM	FH	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		42 ( 1)	42 ( 1)	13.3	NM	KNND (?) 1400 Cottage Grove	1.3/3.1/	5/	75
AOR/CLASSIC AOR		32 ( 1)	32 ( 1)	10.1	21.6				
COUNTRY NEWS/TALK	8 ( 1)	83 ( 2)	91 ( 3)	30.0	24.1				
TOP 40/CHR/CONTEMP		27 ( 1)	27 ( 1)	9.0	7.1				
BLACK/URBAN		27 ( 1)	27 ( 1)	9.0	6.4				
SOFT AC		27 ( 1)	27 ( 1)	9.0	6.4				
HISPANIC		27 ( 1)	27 ( 1)	9.0	6.4				
OLDIES	2 ( 1)	15 ( 1)	17 ( 2)	5.4	NA				
FULL SVC/VARIETY	51 ( 2)		51 ( 2)	16.2	16.0				
NOSTALGIA	14 ( 1)		14 ( 1)	4.4	3.9				
RELIGION GOSPEL	8 ( 1)		8 ( 1)	3.0	1.1				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN	5 ( 1)		5 ( 1)	2.0					
	88 ( 7)	226 ( 7)	314 ( 14)						

EUGENE

-----

RADIO STATIONS

-----

KDUK	,	1280,	5 KW/1 KW (DA-N)	,	Oldies						
KEED	,	1600,	5 KW/1 KW (DA-N)	,	Country						
KKXO	,	1450,	1 KW		Nostalgia						
KPNW	,	1120,	50 KW (DA-1)		Full Service						
KUGN	,	590,	5 KW/1 KW (DA-N)		Full Service						
KAVE-F	,	95.3,	.6 KW @ 1207		Oldies						
KDUK-F	,	104.7,	62 KW @ 2325		CHR						
KHGE-F	,	94.5,	100 KW @ 1299		AC/CHR						
KPNW-F	,	99.1,	100 KW @ 1630		Soft AC						
KKNN-F	,	93.1,	100 KW @ 984		Country						
KUGN-F	,	97.9,	100 KW @ 1010		Country						
KZEL-F	,	96.1,	100 KW @ 1092		AOR						

Miscellaneous: KSND-F changes to KGNU-F and format CHR to Country (Jan). . . KLCS-F changes to KDUK-F and format from AOR to CHR (Feb). . .

EVANSVILLE

Arbitron Rank/Pop (12+): 146/232,100  
 MSA Rank/Pop: 162/279,600  
 ADI # 94  
 Average Person Ratings: 16.7  
 Market TSL: 22.00 hours

Stations: 15/13  
 Diaries: 738/314:1/61.9%  
 Sample Target: 700  
 % Below Line: 6.7  
 % Not Listed: 10.9

1992 Revenue: \$10,000,000  
 HH Inc.: \$30,062  
 Retail \$: 2.2 Bil  
 Pop per Station: 17,854  
 #1 Biller: WIKY-F \$2,500,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WIKY-F (FS)	63/16.3	16.4	18.3	19.2	15.1	----	85/1222	741/31.9	32.6	33.3	D	WIKY-F
2. WKDQ-F (AC)	58/15.0	8.9	6.7	9.8	11.2	----	97/1360	669/28.8	22.3	18.2	C	WKDQ-F
3. WYNG-F (C)	56/14.5	15.0	17.5	15.0	15.8	----	80/996	647/27.9	25.9	30.9	D	WYNG-F
4. WSTO-F (CMR)	41/10.6	11.5	11.1	11.9	15.3	----	91/1515	645/27.8	29.3	30.8	C	WSTO-F
5. WGBF-F (AOR)	28/ 7.2	6.6	7.3	5.7	3.1	----	38/497	350/15.1	14.6	15.2	C	WGBF-F
6. WJPS-AF (O)	25/ 6.5	5.8	4.3	3.9	4.7	----	40/560	318/13.7	14.9	11.7	A	WJPS-AF
7. WBKR-F (C)	23/ 5.9	6.3	8.9	7.5	6.0	----	110/1503	427/18.4	18.7	19.3	C	WBKR-F
8. WWOK (BB)	20/ 5.2	3.5	5.4	5.4	5.7	----	26/286	198/ 8.5	8.8	10.4	A	WWOK
9. WRBT-F (AOR)	12/ 3.1	2.9	4.9	3.6	6.5	----	27/564	241/10.4	8.8	11.1	A	WRBT-F
10. WGAB (T)	9/ 2.3	5.2	.8	1.3	----	----	14/147	93/ 4.0	6.3	2.6	A	WGAB

12+ FM SHARE (METRO): 89.85% (310 of 345) (SPG 92: 89.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WSTO-F>>	1 WKDQ-F>	1 WKDQ-F	1 WKDQ-F	1 WKDQ-F	1 WIKY-F	1 WIKY-F	1 WIKY-F>	1 WIKY-F<	1 WKDQ-F	1 WGBF-F
2 WKDQ-F>	2 WGBF-F	2 WIKY-F	2 WIKY-F	2 WIKY-F<	2 WYNG-F>	2 WYNG-F<	2 WKDQ-F	2 WKDQ-F	2 WSTO-F	2 WYNG-F
3	3 WSTO-F<	3 WSTO-F<	3 WYNG-F<	3 WYNG-F<	3 WKDQ-F	3 WKDQ-F	3 WYNG-F	3 WYNG-F	3 WKDQ-F	3 WKDQ-F
4	4 WIKY-F	4 WGBF-F	4 WSTO-F	4 WJPS-AF<	4 WWOK	4 WSTO-F	4 WSTO-F	4 WSTO-F<	4 WIKY-F	4 WIKY-F
5	5 WYNG-F	5 WYNG-F	5 WJPS-AF	5 WSTO-F	5 WJPS-AF	5	5 WGBF-F	5 WGBF-F	5 WGBF-F	5
6	6	6	6 WGBF-F	6 WGBF-F	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 WSTO-F	1 WKDQ-F<	1 WKDQ-F	1 WIKY-F<	1 WIKY-F<	1 WGBF-F	1 WGBF-F	1 WKDQ-F	1 WGBF-F<	1 WKDQ-F
2 WIKY-F	2 WSTO-F	2 WKDQ-F	2 WKDQ-F<	2 WKDQ-F	2 WKDQ-F	2 WKDQ-F>	2 WGBF-F	2 WKDQ-F>	2 WGBF-F
3 WYNG-F	3 WIKY-F<	3 WIKY-F	3 WSTO-F<	3 WYNG-F	3 WSTO-F	3	3 WJPS-AF	3 WIKY-F	3 WYNG-F
4 WKDQ-F	4 WYNG-F>	4 WYNG-F	4 WYNG-F>	4 WSTO-F	4 WBKR-F	4	4 WBKR-F	4 WJPS-AF	4 WJPS-AF
5	5	5	5	5 WJPS-AF	5 WIKY-F	5	5	5 WYNG-F	5 WIKY-F
					5 WRBT-F			5 WRBT-F	

FORHATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		58 ( 1)	58 ( 1)	17.0	NM	WBLZ-F (CHR)	106.7 Mt. Vernon 0.5/2.8/ 6/ 117
AOR/CLASSIC AOR		43 ( 3)	43 ( 3)	12.4	13.8	WSON (BB)	860 Hndrsn KY 0.8/2.5/ 4/ 78
COUNTRY		79 ( 2)	79 ( 2)	23.0	31.2	WVHI (REL)	1330 Evansville 0.5/3.7/ 2/ 108
NEWS/TALK	9 ( 1)		9 ( 1)	3.0	.9	WKDQ-F (AOR?)	93.9 Mdsnvllle KY 0.8/2.5/ 13/ 221
TOP 40/CHR/CONTEMP		43 ( 2)	43 ( 2)	12.4	12.5		
BLACK/URBAN							
SOFT AC							
HISPANIC							
OLDIES	1 ( 1)	24 ( 1)	25 ( 2)	7.2	NA		
FULL SVC/VARIETY		63 ( 1)	63 ( 1)	18.2	20.8		
NOSTALGIA	23 ( 2)		23 ( 2)	7.0	7.0		
RELIGION GOSPEL	2 ( 1)		2 ( 1)	0.5	1.2		
CLASSICAL		5 ( 1)	5 ( 1)	1.0	1.2		
JAZZ/NEW AC							
OTHERS UNKNOWN							
	35 ( 5)	310 (10)	345 (15)				

RADIO STATIONS

WGAB , 1180, 670 (DAYS)	, TALK	IBN, MBS , \$10.00 ( --- )	(NEWBURGH)
WJPS , 1400, 1 KW	-- see WJPS-F (LHA)		South Central
WWOK , 1280, 5 KW/1 KW (DA-N)	, Nostalgia	UNIULT UNISUP, \$14.00 (Banner)	
WGBF-F, 103.1, 1.7 KW @ 443	, AOR	SOURCE ABC, \$17.00 (Banner)	(HENDERSON, KY)
WIKY-F, 104.1, 39 KW @ 571	, Full Service	MBS, \$50.00 (Katz)	South Central
WJPS-F, 106.1, 6 KW @ 328	, Oldies	UNIULT UNISUP, \$15.00 (Katz)	(NEWBURGH)
WKDQ-F, 99.5, 100 KW @ 476	, AC	ABC, \$34.00 (Christal)	(HENDERSON)
WRBT-F, 94.9, 50 KW @ 420	, Classic AOR		(MT. CARMEL, I.)
WSTO-F, 96.1, 100 KW @ 1000	, CHR	ABC, \$45.00 (Banner)	(OWENSBORO)
WYNG-F, 105.3, 50 KW @ 390	, Country	CBS, \$46.00 (Eastman)	Pinnacle
WBKR-F -- see Owensboro in 1993 Small Market edition			

Miscellaneous: WOI, WBKR-F (Owensboro) sold to Brill for \$2,700,000. . .

FARGO

Arbitron Rank/Pop (12+): 207/129,600  
 MSA Rank/Pop: 243/159,000  
 ADI # 108  
 Average Person Ratings: 19.4  
 Market TSL: 25.00 hours

Stations: 11/10  
 Diaries: 688/188:1/63.1%  
 Sample Target: 610  
 % Below Line: 0.4  
 % Not Listed: 13.1

1992 Revenue: \$7,700,000  
 HM Inc.: \$29,541  
 Retail \$: 1.6 Bill  
 Pop per Station: 12,960  
 #1 Biller: KFGO \$1,600,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KFGO-F (C)	39/15.5	----	12.2	----	3.6	----	70/850	424/32.7	0.0	24.1	B	KFGO-F
2. KFGO (C/FS)	30/12.0	----	11.8	----	14.5	----	59/787	360/27.8	0.0	23.4	C	KFGO
3. KQWB-F (AOR)	25/10.0	----	10.9	----	13.6	----	30/446	294/22.7	0.0	23.4	C	KQWB-F
4. KVOX-F (C)	23/ 9.2	----	10.1	----	12.3	----	33/533	326/25.2	0.0	24.4	B	KVOX-F
WDAY (FS)	23/ 9.2	----	10.1	----	9.5	----	41/667	319/24.6	0.0	19.9	C	WDAY
6. KLTA-F (AC)	22/ 8.8	----	11.3	----	9.5	----	27/407	314/24.2	0.0	26.0	C	KLTA-F
7. WDAY-F (CHR)	20/ 8.0	----	10.1	----	15.0	----	33/555	375/28.9	0.0	32.0	B	WDAY-F
8. KPFX-F (AOR)	17/ 6.8	----	-----	----	-----	----	24/296	214/16.5	0.0	0.0		KPFX
9. KVOX (BB)	10/ 4.0	----	4.6	----	2.3	----	14/203	126/ 9.7	0.0	9.0	A	KVOX
10. KKDL-F (O)	8/ 3.2	----	3.8	----	3.6	----	17/267	159/12.3	0.0	13.9	A	KKDL-F

12+ FM SHARE (METRO): 71.10% (155 of 218) (SPG 92: 68.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFGO-F	1 KFGO-F<	1 KFGO-F>	1 KFGO-F	1 KFGO-F	1 KFGO >	1 KFGO-F<	1 KFGO-F<	1 KFGO-F>	1 KFGO-F	1 KFGO-F>
2 KLTA-F	2 KQWB-F>	2 KQWB-F	2 KLTA-F>	2 KLTA-F	2 WDAY >	2 KFGO	2 WDAY	2 KQWB-F	2 KFGO <	2 KFGO
WDAY-F	3 WDAY-F	3 KLTA-F<	3 KVOX-F	3 KVOX-F	3 KVOX-F	3 KLTA-F	3 KFGO	3 WDAY-F<	3 KQWB-F	3 KQWB-F
4 KQWB-F	KPFX-F	4 KVOX-F	WDAY-F	4 WDAY-F	4 KFGO-F	WDAY	4 KQWB-F	4 KVOX-F	4 WDAY-F	WDAY
5	5	5	KQWB-F	KFGO	5	5	5	5	5	5
6	6	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 KFGO-F	1 KFGO-F	1 WDAY-F	1 KFGO-F	1 KFGO-F	1 KQWB-F	1 KQWB-F	1 KFGO-F	1 KFGO-F	1 KFGO-F<
2 WDAY-F	WDAY-F	2 KFGO-F	2 WDAY-F<	2 KLTA-F	2 KFGO-F	2 KFGO-F	KQWB-F	KQWB-F	2 KFGO
3 KVOX-F	3 KQWB-F	KLTA-F	3 KLTA-F	3 WDAY-F	3 KPFX-F	3 KPFX-F>>	3 KLTA-F	3 KPFX-F	KVOX-F
4 KQWB-F	4 KLTA-F	4 KQWB-F	4 KVOX-F	4 KVOX-F	4 KVOX-F	4	KPFX-F	4 KVOX-F	4 KQWB-F
5	5 KVOX-F	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		22 ( 1)	22 ( 1)	10.1	NM		KYCK-F (C)	97.1 CROOKSTON MN 0.4/1.9/ 40/ 502
AOR/CLASSIC AOR		42 ( 2)	42 ( 2)	19.3	12.6			
COUNTRY NEWS/TALK	30 ( 1)	63 ( 3)	93 ( 4)	42.7	39.3			
TOP 40/CHR/CONTEMP		20 ( 1)	20 ( 1)	9.2	11.7			
BLACK/URBAN								
SOFT AC								
HISPANIC								
OLDIES		8 ( 1)	8 ( 1)	3.7	NA			
FULL SVC/VARIETY	23 ( 1)		23 ( 1)	10.6	11.7			
NOSTALGIA	10 ( 1)		10 ( 1)	4.6	5.3			
RELIGION/GOSPEL								
CLASSICAL								
JAZZ/NEW AC								
OTHERS UNKNOWN					1.0			
	63 ( 3)	155 ( 8)	218 ( 11)					

RADIO STATIONS

KFGO , 790, 5 KW (DA-N)	, Country/FS	CBS, \$34.00 (CBS)
KQWB , 1550, 10 KW/5 KW (DA-N)	, Oldies	UNIULT UNISUP, \$ --- (HNWH) Brill
KVOX , 1280, 5 KW/1 KW (DA-N)	, Nostalgia	SMN ABC, \$11.00 (Torbet)
WDAY , 970, 5 KW (DA-N)	, Full Service	MBS NBC, \$21.00 (Katz) Forum
KFGO-F, 101.9, 100 KW @ 866	, Country	, \$20.00 (CBS)
KKDL-F, 95.1, 100 KW @ 276	, Oldies	, \$13.00 ( --- )
KLTA-F, 105.1, 100 KW @ 649	, AC	, \$23.00 (Christal) T. Ingstad (DETROIT LAKES) (BRECKENRIDGE)
KPFX-F, 107.9, 100 KW @ 649	, Classic AOR	, \$15.00 (Christal)
KQWB-F, 98.7, 100 KW @ 581	, AOR	UNISTR, \$22.00 (D & R) Brill
KVOX-F, 99.9, 100 KW @ 380	, Country	ABC, \$20.00 (Torbet)
WDAY-F, 93.7, 100 KW @ 1141	, CHR	, \$24.00 (Katz) Forum

FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 122/309,100  
 MSA Rank/Pop: 164/276,200  
 Raleigh ADI  
 Average Person Ratings: 16.4  
 Market TSL: 21.50 hours

Stations: 20/12  
 Diaries: 766/404:1/45.2%  
 Sample Target: 760  
 % Below Line: 12.4  
 % Not Listed: 11.6

1992 Revenue: \$9,100,000  
 MH Inc.: \$28,045  
 Retail \$: 1.8 Bil  
 Pop per Station: 25,758  
 #1 Biller: WKML-F \$2,200,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WKML-F (C)	105/20.7	20.9	16.9	18.0	16.0	----	232/2157	918/29.7	29.7	27.9	D	WKML-F
2. WZFX-F (B)	100/19.7	24.7	20.2	20.6	20.9	----	161/1756	951/30.8	34.2	32.0	C	WZFX-F
3. WFNC (N/T)	39/ 7.7	4.5	4.5	6.5	4.1	----	42/445	350/11.3	10.0	8.4	B	WFNC
4. WQSM-F (AC)	38/ 7.5	7.4	10.0	8.3	8.2	----	48/768	554/17.9	17.2	21.4	C	WQSM-F
5. WRCQ-F (AOR)	32/ 6.3	5.1	7.7	6.3	4.7	----	41/571	384/12.4	12.1	12.3	C	WRCQ-F
6. WIDU (G)	24/ 4.7	4.3	3.7	3.0	3.1	----	24/243	243/ 7.9	7.1	5.8	A	WIDU
7. WAZZ-F (CHR)	17/ 3.3	4.7	4.9	5.5	8.0	----	31/728	398/12.9	14.5	15.2	A	WAZZ-F
8. WSTS-F (G)	15/ 3.0	2.0	2.6	4.2	4.3	----	20/293	198/ 6.4	4.1	5.1		WSTS-F
9. WRAL-F (AC)	14/ 2.8	2.0	2.9	1.6	1.6	----	30/695	374/12.1	8.4	9.5		WRAL-F
10. WDCG-F (CHR)	11/ 2.2	.8	1.6	1.8	1.6	----	17/476	288/ 9.3	5.5	7.0		WDCG-F
11. WIOZ-F (EZ)	12/ 2.4	----	----	----	----	----	32/304	114/ 3.7	----	----		WIOZ-F
12. WFMO	9/ 1.8	1.2	2.8	4.0	3.1		11/ 75	61/ 2.0	2.3	3.6		WFMO

12+ FM SHARE (METRO): 83.52% (375 of 449) (SPG 92: 85.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZFX-F >>	1 WZFX-F	1 WZFX-F	1 WZFX-F <	1 WKML-F <	1 WKML-F >>	1 WKML-F >	1 WKML-F >	1 WKML-F <	1 WZFX-F >>	1 WZFX-F
2	2 WKML-F >	2 WKML-F >>	2 WKML-F >	2 WZFX-F >	2 WFNC	2 WZFX-F >	2 WZFX-F >	2 WZFX-F >>	2 WKML-F >	2 WKML-F >>
3	3 WRCQ-F >>	3 WRCQ-F	3 WQSM-F	3 WQSM-F	3 WZFX-F	3 WFNC >	3 WFNC >	3 WRCQ-F	3 WQSM-F >	3
4	4 WQSM-F	4 WQSM-F	4 WRCQ-F	4 WRCQ-F	4 WQSM-F	4 WQSM-F	4 WRCQ-F <	4 WQSM-F	4	4
5	5	5	5 WFNC	5 WFNC	5	5	5 WQSM-F	5	5	5
WOH 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 WZFX-F	1 WZFX-F >	1 WZFX-F	1 WZFX-F	1 WZFX-F <		1 WZFX-F	1 WZFX-F	1 WRCQ-F	1 WZFX-F <	1 WKML-F
2 WKML-F	2 WKML-F >	2 WKML-F	2 WKML-F >	2 WKML-F >		2 WKML-F	2 WKML-F	2 WZFX-F	2 WKML-F >	2 WZFX-F
3	3 WQSM-F >	3	3 WQSM-F >	3 WQSM-F >		3	3 WRCQ-F >>	3 WKML-F	3 WRCQ-F >	3 WRCQ-F
4	4	4	4	4		4	4	4	4 WFNC	4 WFNC >
5	5	5	5	5		5	5	5	5 WQSM-F	5 WQSM

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		52 ( 2)	52 ( 2)	12.0	NM	WFLB 1490 Fayetteville	0.4/3.0/ 2/ 93		
AOR/CLASSIC AOR		38 ( 3)	38 ( 3)	8.4	11.1	WQOR-F 105.7 Elizabethtown	0.6/1.9/ 10/ 102		
COUNTRY		113 ( 2)	113 ( 2)	25.1	23.1	WZNS-F 92.9 Dillion	0.4/3.9/ 16/ 314		
NEWS/TALK	39 ( 1)		39 ( 1)	9.0	5.2	WNND-F 103.9 Fuquay	0.6/2.1/ 4/ 77		
TOP 40/CHR/CONTEMP		28 ( 2)	28 ( 2)	6.2	7.5	WQOR-F 94.7 Raleigh	1.6/8.5/ 45/ 755		
BLACK/URBAN		107 ( 2)	107 ( 2)	24.9	23.4	WQMG-F 97.1 Greensboro	1.4/2.3/ 9/ 106		
SOFT AC		12 ( 1)	12 ( 1)	3.0		WRDU-F 106.1 Raleigh	0.8/1.9/ 6/ 118		
HISPANIC						WTRG-F 100.7 Raleigh	0.8/5.0/ 28/ 486		
OLDIES		4 ( 1)	4 ( 1)	1.0					
FULL SVC/VARIETY									
NOSTALGIA									
RELIGION GOSPEL	33 ( 2)	15 ( 1)	48 ( 3)	11.0	10.9				
CLASSICAL									
JAZZ/NEW AC		3 ( 1)	3 ( 1)	1.0					
OTHERS UNKNOWN	2 ( 1)	3 ( 1)	5 ( 2)	1.1	0.9				
	74 ( 4)	375 (16)	449 (20)						

RADIO STATIONS

WFMO , 860, 1 KW (DAYS) , Gospel	UNISTR, \$ 9.00 (TN)	(FAIRMONT)
WFNC , 640, 10 KW/1 KW , News/Talk	CBS, \$18.00 (Katz)	Cape Fear
WIDU , 1600, 1 KW/25 W , Gospel	, \$10.00 (D & R)	
WKML-F, 95.7, 100 KW @ 1053 , Country	ABC, \$50.00 (Hc-Guild)	Beasley (LUMBERTON)
WAZZ-F, 96.5, 80 KW @ 794 , CHR	NBC, \$13.00 (Hc-Guild)	Carolina (LAURINBURG)
WQSM-F, 98.1, 100 KW @ 830 , AC	, \$40.00 (Katz)	Cape Fear
WRCQ-F, 103.5, 48 KW @ 443 , AOR/Classic	, \$18.00 ( --- )	(DUNN)
WSTS-F, 100.9, 3 KW @ 298 , Gospel	UNISTR, \$10.00 (Southern)	(FAIRMONT)
WZFX-F, 99.1, 100 KW @ 981 , Black	ABC, \$34.00 (HNWH)	Joyner (WHITEVILLE)

WRAL-F -- see Raleigh

Miscellaneous: WMXF-F changes to WAZZ-F (June) . . .

FLINT

Arbitron Rank/Pop (12+): 105/346,300  
 MSA Rank/Pop: 113/429,000  
 ADI # 57 (w/Saginaw)  
 Average Person Ratings: 17.1  
 Market TSL: 22.50 hours

Stations: 27/11  
 Diaries: 969/357:1/48.4%  
 Sample Target: 900  
 % Below Line: 32.0  
 % Not Listed: 13.0

1992 Revenue: \$9,700,000  
 MH Inc.: \$29,125  
 Retail \$: 3.5 Bil  
 Pop per Station: 31,482  
 #1 Biller: WCRZ-F \$3,000,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WCRZ-F (AC)	79/13.4	12.8	15.4	14.1	14.2	----	93/1211	995/28.7	25.0	27.4	E	WCRZ-F
2. WDZZ-F (B)	70/11.8	12.6	16.4	13.1	13.5	----	73/829	755/21.8	22.7	23.4	C	WDZZ-F
3. WWCK-AF (CHR)	64/10.9	8.7	8.6	10.0	10.5	----	80/1172	896/25.9	23.3	23.4	D	WWCK-AF
4. WFDF (BB)	47/ 8.0	4.8	6.6	6.9	4.8	----	56/559	414/12.0	11.1	10.4	B	WFDF
5. WJR (FS)	41/ 6.9	6.7	6.1	7.4	5.3	----	68/877	592/17.1	14.3	13.5		WJR
6. WHNN-F (O)	33/ 5.6	6.1	5.8	4.5	6.2	----	56/933	568/16.4	14.5	14.7		WHNN-F
7. WKCF-F (C)	31/ 5.2	7.2	5.6	4.1	4.7	----	57/930	556/16.1	17.6	13.9		WKCF-F
8. WKMF-AF (C)	28/ 4.8	7.8	3.1	3.8	4.2	----	44/597	370/10.7	12.8	7.9	B	WKMF-AF
9. WIOG-F (CHR/AC)	20/ 3.4	4.3	6.3	6.2	8.7	----	34/894	580/16.7	19.5	20.7		WIOG-F
10. WOVE-F (B)	16/ 2.7	1.7	0.7	1.5	0.5	----	16/253	230/ 6.6	5.1	3.6	A	WOVE-F

12+ FM SHARE (METRO): 77.43% (398 of 514) (SPG 92: 78.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WDZZ-F	1 WWCK-AF	1 WCRZ-F	1 WCRZ-F	1 WCRZ-F	1 WFDF	1 WCRZ-F	1 WCRZ-F	1 WCRZ-F	1 WDZZ-F	1 WDZZ-F
2 WWCK-AF	2 WCRZ-F	2 WWCK-AF	2 WDZZ-F	2 WDZZ-F	2 WCRZ-F	2 WFDF	2 WWCK-AF	2 WWCK-AF	2 WJR	2 WWCK-F
3	3 WDZZ-F	3 WDZZ-F	3 WWCK-AF	3 WWCK-AF	3 WJR	3 WDZZ-F	3 WDZZ-F	3 WDZZ-F	3 WWCK-F	3 WCRZ-F
4	4	4 WHNN-F	4 WHNN-F	4 WHNN-F	4 WHNN-F	4 WWCK-AF	4 WFDF	4 WKMF-AF	4 WCRZ-F	4 WFDF
5	5	5 WKCF-F	5 WKCF-F	5 WKCF-F	5	5 WJR	5 WKCF-F	5 WKCF-F	5	5 WHNN-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 WWCK-AF	1 WCRZ-F	1 WCRZ-F	1 WCRZ-F	1 WCRZ-F	1 WDZZ-F	1 WWCK-AF	1 WWCK-AF	1 WCRZ-F	1 WCRZ-F
2 WCRZ-F	2 WWCK-AF	2 WDZZ-F	2 WDZZ-F	2 WDZZ-F	2 WWCK-AF	2 WDZZ-F	2 WCRZ-F	2 WWCK-AF	2 WWCK-AF
3 WDZZ-F	3 WDZZ-F	3 WWCK-AF	3 WWCK-AF	3 WHNN-F	3 WCRZ-F	3 WCRZ-F	3 WDZZ-F	3 WDZZ-F	3 WDZZ-F
4	4	4 WIOG-F	4 WHNN-F	4 WWCK-AF	4	4	4 WKMF-AF	4 WKCF-F	4 WJR
5	5	5	5	5 WIOG-F	5	5	WLLZ-F	5	5 WKCF-F
					6	6	6	6	6 WKMF-AF

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		87 ( 2)	87 ( 2)	16.9	NM	WFLT (REL) 1420	FLINT 1.7/4.0/ 10/ 138
AOR/CLASSIC AOR		33 ( 5)	33 ( 5)	6.4	4.3	WTAC (REL) 600	FLINT 0.5/2.2/ 3/ 77
COUNTRY	4 ( 1)	64 ( 4)	68 ( 5)	13.2	11.5	WWGZ-F (AC) 103.1	LAPEER 1.4/3.3/ 16/ 212
NEWS/TALK	8 ( 2)		8 ( 2)	1.6	2.3	WITL-F (C) 100.7	LANSING 1.2/2.5/ 21/ 219
TOP 40/CHR/CONTEMP	1 ( 1)	83 ( 2)	84 ( 3)	16.3	17.5		
BLACK/URBAN		98 ( 4)	98 ( 4)	19.1	21.2		
SOFT AC					0.8		
HISPANIC						WCSX-F 0.8/4.4	WWJ 1.0/3.3
OLDIES		33 ( 1)	33 ( 1)	6.4	NA	WJLB-F 0.3/1.3	WXYT-F 0.3/1.3
FULL SVC/VARIETY	41 ( 1)		41 ( 1)	8.0	7.2	WLLZ-F 1.0/2.4	
NOSTALGIA	49 ( 2)		49 ( 2)	9.5	7.8	WRIF-F 1.2/4.3	
RELIGION/GOSPEL	13 ( 2)		13 ( 2)	2.5	2.5		
CLASSICAL							
JAZZ/NEW AC						WUVE-F 1.4/4.9	WKQZ-F 1.2/3.6
OTHERS UNKNOWN						WIXC-F 0.3/1.2	WTLZ-F 1.7/6.4
	116 ( 9)	398 ( 18)	514 ( 27)			WKNX 0.3/1.4	

RADIO STATIONS

WFDF , 910, 5 KW/1 KW (DA-N)	Nostalgia	CBS, \$18.00 (Torbet)	McVay
WFLT , 1420, 500 W/144 W	Religion	MBS, \$10.00 (P/W)	
WKMF , 1470, 5 KW/1 KW (DA-N)	See WKMF-F	\$ NA (Katz)	Faircom
WCRZ-F, 107.9, 50 KW @ 331	AC	\$62.00 (Katz)	Faircom
WDZZ-F, 92.7, 3 KW @ 256	Black	\$40.00 (Torbet)	McVay
WKMF-F, 101.7, 3 KW @ 328	Country	\$19.00 (Katz)	(TUSCOLA)
WWCK-F, 105.5, 3 KW @ 328	CHR	NBC, \$43.00 (Christal)	

Other ranked stations -- see Saginaw or Detroit

FORT PIERCE, FL

Arbitron Rank/Pop (12+): 118/319,100  
 MSA Rank/Pop: 173/261,500  
 ADI # 46 (w/West Palm Beach)  
 Average Person Ratings: 16.3  
 Market TSL: 22.00 hours

Stations: 21/11  
 Diaries: 732/436:1/50.6%  
 Sample Target: 750  
 % Below Line: 29.6  
 % Not Listed: 17.1  
 1992 Revenue: NA  
 HH Inc.: \$26,788  
 Retail \$: 3.0 Bill  
 Pop per Station: 29,009  
 #1 Biller: NA NA

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. WHLG-F (EZ)	68/13.1	12.3	14.1	11.2	13.0	----	68/513	513/16.1	15.9	17.1	WHLG-F
2. WZZR-F (AOR)	59/11.3	7.7	8.9	11.6	3.3	----	59/610	585/18.3	15.1	15.9	WZZR-F
3. WAVW-F (C)	46/ 8.8	8.1	7.4	8.4	8.8	----	46/497	469/14.7	16.3	14.0	WAVW-F
4. WGYL-F (SAC)	42/ 8.1	7.7	7.2	7.7	6.6	----	45/494	471/14.8	13.9	14.5	WGYL-F
5. WOVV-F (CHR)	41/ 7.9	7.2	7.8	10.9	11.5	----	45/735	669/21.0	20.2	23.1	WOVV-F
6. WKGR-F (AOR)	27/ 5.2	7.4	6.1	6.6	15.4	----	28/662	612/19.2	19.2	15.9	WKGR-F
7. WQOL-F (O)	22/ 4.2	5.1	5.2	5.8	5.1	----	25/361	333/10.4	12.6	10.6	WQOL-F
8. WIRK-F (C)	20/ 3.8	4.0	4.3	1.9	5.1	----	24/351	315/ 9.9	10.2	8.5	WIRK-F
9. WRMF-F (AC)	17/ 3.3	1.5	2.4	2.6	1.6	----	17/296	278/ 8.7	7.0	7.6	WRMF-F
10. WEAT-F (SAC)	16/ 3.1	3.7	3.7	3.2	2.9	----	18/285	247/ 7.7	10.1	9.1	WEAT-F
11. WAXE (BB)	12/ 2.3	1.8	2.2	1.7	.8	----	12/165	165/ 5.2	3.7	5.2	WAXE
12.											
13.											
14.											
15.											

12+ FH SHARE (METRO): 87.26% (377 of 432) (SPG 92: 86.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WOVV-F>>	1 WZZR-F>>	1 WZZR-F>>	1 WZZR-F>	1 WZZR-F>	1 WHLG-F>	1 WHLG-F>	1 WZZR-F<	1 WHLG-F	1 WHLG-F	1 WAVW-F>>
2 WIRK-F	2 WOVV-F>	2 WOVV-F<	2 WOVV-F<	2 WAVW-F	2 WGYL-F	2 WGYL-F	2 WHLG-F>	2 WZZR-F	2 WZZR-F	2 WZZR-F
3 WKGR-F	3 WKGR-F	3 WAVW-F<	3 WKGR-F	3 WOVV-F	3 WAVW-F>	3 WAVW-F>	3 WGYL-F<	3 WOVV-F<	3 WOVV-F<	3
4	4 WAVW-F	4 WKGR-F	4 WAVW-F>	4 WKGR-F	4	4 WAVW-F	4 WAVW-F	4 WAVW-F	4 WAVW-F	4
5	5	5	5 WQOL-F	5 WQOL-F	5	5 WOVV-F	5 WOVV-F	5 WGYL-F	5 WGYL-F	5
6	6	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 WOVV-F	1 WOVV-F>	1 WOVV-F	1 WOVV-F>	1 WOVV-F	1 WZZR-F	1 WZZR-F>>	1 WZZR-F	1 WZZR-F>>	1 WZZR-F>>
2 WZZR-F	2 WZZR-F>	2 WZZR-F	2 WAVW-F	2 WAVW-F	2 WAVQ-F	2	2 WKGR-F	2 WKGR-F	2 WKGR-F
WRMF-F	3 WKGR-F	3 WKGR-F	3 WZZR-F	3 WQOL-F	3 WSWN-F	3	3 WOVV-F	3 WAVW-F	3 WAVW-F
4 WSWN-F	4 WRMF-F	4	4	4 WGYL-F	4 WOVV-F	4	4	4	4
5	5 WAVW-F	5	5	5 WZZR-F	5	5	5	5	5

FORMATS	AM	FH	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC	8 ( 1)	19 ( 2)	27 ( 3)	6.2	NM	WIRA (FS) 1400 Fort Pierce	1.0/4.1/	5/	130
AOR/CLASSIC AOR		86 ( 2)	86 ( 2)	20.0	18.9	WJNX (T) 1330 Fort Pierce	1.0/4.8/	5/	153
COUNTRY		66 ( 2)	66 ( 2)	15.2	14.7	WPSL (FS) 1590 Port St. Lucie	1.0/2.5/	5/	81
NEWS/TALK	16 ( 3)		16 ( 3)	4.0	4.0	WSTU (AC) 1450 Stuart	1.5/4.4/	8/	141
						WTTB (T) 1490 Vero Beach	1.2/3.6/	6/	115
TOP 40/CHR/CONTEMP		41 ( 1)	41 ( 1)	9.4	9.8				
BLACK/URBAN					.9	WJNO (N/T) 1230 West Palm	1.0/1.8/	6/	63
SOFT AC		137 ( 4)	137 ( 4)	32.0	31.5	WOLL-F (O) 94.3 Riviera Beach	1.2/2.8/	6/	101
HISPANIC						WRLX-F (EZ) 92.1 West Palm	2.1/2.8/	11/	96
OLDIES		28 ( 2)	28 ( 2)	6.4	NA	WSWN (G) 900 Belle Glade	1.7/2.7/	9/	105
FULL SVC/VARIETY	10 ( 2)		10 ( 2)	2.3	1.9	WLRQ (AC) 99.3 Cocoa	0.4/1.8/	2/	56
NOSTALGIA	12 ( 1)		12 ( 1)	3.0	4.2				
RELIGION GOSPEL	9 ( 1)		9 ( 1)	2.0	2.3				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									

RADIO STATIONS

WAXE , 1370, 1 KW/85 W	Nostalgia	\$11.00 ( --- )	(VERO BEACH)
WIRA , 1400, 1 KW	Nostalgia	UNISTR NBC, \$13.00 (Mc-Guild)	Ardman
WSTU , 1450, 1 KW	AC	ABC, \$14.00 ( --- )	(STUART)
WAVW-F, 101.7, 6 KW @ 348	Country	ABC, \$20.00 (Roslin)	(VERO BEACH)
WHLG-F, 102.3, 3 KW @ 285	Soft AC/EZ	AP, \$26.00 ( --- )	(STUART)
WQOL-F, 103.7, 50 KW @ 476	Oldies	UNISTR CNN, \$16.00 ( --- )	(VERO BEACH)
WGYL-F, 93.7, 50 KW @ 479	Soft AC/EZ	, \$16.00 ( --- )	(VERO BEACH)
WZZR-F, 92.7, 50 KW @ 482	AOR	, \$27.00 (Katz)	CRB (STUART)

Other ranked stations -- see West Palm Beach



FORT WAYNE

Arbitron Rank/Pop (12+): 124/302,100

Stations: 16/14  
Diaries: 745/406:1/58.8%  
Sample Target: 760  
% Below Line: 4.8  
% Not Listed: 16.1

1992 Revenue: \$11,300,000  
HH Inc.: \$31,658  
Retail \$: 3.0 Bil  
Pop per Station: 21,579  
#1 Biller: WAJI-F \$2,200,000

MSA Rank/Pop: 131/366,900  
ADI # 101  
Average Person Ratings: 16.7  
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WBTU-F (C)	52/10.3	11.5	7.6	9.0	8.7	----	154/1883	641/21.2	20.0	19.8	C	WBTU-F
2. WAJI-F (AC)	47/ 9.3	11.5	7.6	9.0	8.7	----	84/1253	645/21.4	23.5	21.8	D	WAJI-F
3. WMEE-F (CHR)	43/ 8.5	12.5	11.1	9.9	11.8	----	105/1936	915/30.3	28.6	31.4	C	WMEE-F
4. WBVR-F (CL AOR)	38/ 7.5	6.9	7.7	5.9	7.4	----	86/1316	564/18.7	18.0	19.1	C	WBVR-F
5. WOWO (FS)	36/ 7.1	5.6	5.9	7.7	5.9	----	77/1349	597/19.8	20.4	17.4	C	WOWO
6. WXKE-F (AOR)	30/ 6.0	7.6	9.8	8.0	5.7	----	41/549	433/14.3	13.5	14.4	C	WXKE-F
WGL -AF (N/T)	30/ 6.0	5.6	5.7	4.7	4.5	----	40/618	482/16.0	13.4	13.8	A	WGL -AF
8. WDJB-F (CHR)	25/ 5.0	5.2	5.5	7.1	6.9	----	39/858	558/18.5	15.3	18.2	B	WDJB-F
9. WJLT-F (O)	22/ 4.4	4.4	5.0	4.5	4.7	----	28/489	411/13.6	15.3	14.5	B	WJLT-F
WQHK (C)	22/ 4.4	5.8	3.6	3.9	4.9	----	29/423	295/ 9.8	10.5	7.8	A	WQHK
WHRI-F (SAC)	22/ 4.4	2.4	2.3	3.0	2.8	----	53/592	251/ 8.3	6.6	7.1		WHRI-F
12. WJFX-F (B)	21/ 4.2	6.0	5.9	3.0	5.7	----	22/290	262/ 8.7	10.3	8.4	A	WJFX-F
13. WFWI-F (AC)	20/ 4.0	---	---	---	---	----	24/379	301/10.0	0.0	0.0		WFWI-F
14. WOWO-F (FS)	13/ 2.6	0.8	0.8	0.9	0.8	----	18/300	122/ 4.0	3.7	4.1	C	WOWO-F
15.												

12+ FM SHARE (METRO): 80.61% (341 of 423) (SPG 92: 76.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WDJB-F	1 WBVR-F	1 WAJI-F	1 WAJI-F	1 WAJI-F	1 WOWO	1 WBTU-F	1 WGL -AF	1 WBTU-F	1 WDJB-F	1 WOWO
WMEE-F	2 WXKE-F	2 WBVR-F	2 WBTU-F	2 WBTU-F	2 WBTU-F	2 WAJI-F	WAJI-F	2 WAJI-F	2 WOWO	2 WAJI-F
3 WJFX-F	3 WAJI-F	3 WBTU-F	WBVR-F	3 WBVR-F	3 WAJI-F	3 WOWO	<	3 WBTU-F	3 WBVR-F	3 WJFX-F
4	4 WMEE-F	4 WMEE-F	4 WMEE-F	4 WMEE-F	4 WGL -AF	4 WMEE-F	4 WBVR-F	4 WMEE-F	4 WMEE-F	4 WBTU-F
5	5 WBTU-F	5 WXKE-F	5 WXKE-F	5 WXKE-F	5 WQHK-F	5 WBVR-F	5 WXKE-F	5 WXKE-F	5 WBTU-F	5
6	6	6	6	6	6	6	6	6	6	6
							WOWO			

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 WOJB-F	1 WAJI-F	1 WAJI-F	1 WAJI-F	1 WAJI-F	1 WXKE-F	1 WBVR-F	1 WBVR-F	1 WBVR-F	1 WBVR-F
2 WBTU-F	2 WMEE-F	2 WBTU-F	2 WMEE-F	2 WBTU-F	2 WBVR-F	2 WXKE-F	2 WXKE-F	2 WXKE-F	2 WBTU-F
3 WMEE-F	3 WBTU-F	3 WMEE-F	3 WBTU-F	3 WMEE-F	3 WMEE-F	3 WBTU-F	3 WBTU-F	3 WBTU-F	3 WGL -AF
4 WFWI-F	4 WDJB-F	4 WFWI-F	4 WDJB-F	4 WFWI-F	4	4 WGL -AF	WGL -AF	4 WAJI-F	4 WAJI-F
5	5 WBVR-F	5	5 WBVR-F	5 WBVR-F	5	5	5	5 WGL -AF	5 WXKE-F
6	6	6	6	6	6	6	6	6	6
				WJLT-F					6 WOWO

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
-----	---	---	-----	-	-	-----	-----	-----	-----
AC		67 ( 2)	67 ( 2)	15.8	NM	WFBQ-F (AOR)	94.7	INDIANAPOLIS	0.4/1.6/ 30/ 398
AOR/CLASSIC AOR		70 ( 3)	70 ( 3)	16.5	18.1				
COUNTRY	22 ( 1)	52 ( 1)	74 ( 2)	17.5	13.1				
NEWS/TALK	24 ( 1)	6 ( 1)	30 ( 2)	7.1	6.6				
TOP 40/CHR/CONTEMP		68 ( 2)	68 ( 2)	16.1	19.2				
BLACK/URBAN		21 ( 1)	21 ( 1)	5.0	6.9				
SOFT AC		22 ( 1)	22 ( 1)	5.2	2.7				
HISPANIC									
OLDIES		22 ( 1)	22 ( 1)	5.2	NA				
FULL SVC/VARIETY	36 ( 1)	13 ( 1)	49 ( 2)	11.6	9.1				
NOSTALGIA					4.2				
RELIGION/GOSPEL					0.7				
CLASSICAL									
JAZZ/NEW AC					1.3				
OTHERS UNKNOWN									
	82 ( 3)	341 (13)	423 (16)						

FORT WAYNE  
-----

RADIO STATIONS  
-----

WGL	,	1250,	2.5 KW/1.4 KW (DA-2)	,	News/Talk	NBC-T CNN,	\$16.00	( --- )	
WOWO	,	1190,	50 KW (DA-N)	,	Full Service	CBS,	\$30.00	(Katz)	Price
WQHK	,	1380,	5 KW (DA-2)	,	Country	SMN ABC,	\$17.00	(Christal)	Federated
WAJI-F,		95.1,	39 KW @ 679	,	AC		\$50.00	(Katz)	Sarkes-Tarzian
WBTU-F,		93.3,	50 KW @ 492	,	Country	UNISTR HBS,	\$28.00	(Eastman)	(KENDALVILLE)
WBYS-F,		98.9,	50 KW @ 453	,	AOR/Classic	UNISTR,	\$22.00	(Eastman)	(VAN WERT)
WDJB-F,		106.3,	3 KW @ 426	,	CHR		\$16.00	(Banner)	(COLUM. CITY)
WFWI-F,		92.3,	3.8 KW @ 403	,	AC		\$15.00	( --- )	
WJFX-F,		107.9,	2.5 KW @ 358	,	Black		\$15.00	(MMR)	(NEW HAVEN)
WJLT-F,		101.7,	3 KW @ 328	,	Oldies		\$18.00	(Banner)	Sarkes-Tarzian
WMEE-F,		97.3,	26 KW @ 689	,	CHR	ABC,	\$44.00	(Christal)	Federated
WOWO-F,		103.1,	3 KW @ 298	,	Full Service	CBS,	\$ NA	(Katz)	Price (HUNTINGTON)
WXKE-F,		103.9,	3 KW @ 249	,	AOR	SOURCE,	\$25.00	(D & R)	
WHRI-F,		106.9,	50 KW @ 500	,	Soft AC/EZ	ABC,	\$14.00	( --- )	(MARION)
			CKLW -- see Detroit						

Miscellaneous: WLYV sold by Fairfield for \$30,000. . .

FRESNO

Arbitron Rank/Pop (12+): 67/567,400  
 MSA Rank/Pop: 80/638,000  
 ADI # 56  
 Average Person Ratings: 17.7  
 Market TSL: 23.00 hours

Stations: 34/30  
 Diaries: 983/577:1/47.6%  
 Sample Target: 980  
 % Below Line: 1.9  
 % Not Listed: 12.1

1992 Revenue: \$21,000,000  
 HH Inc.: \$35,174  
 Retail \$: 4.6 Bill  
 Pop per Station: 18,913  
 #1 Biller: KMJ \$4,700,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KMJ (N/T)	125/12.5	15.0	12.4	14.1	9.1	13.5	211/2354	1376/24.3	23.2	21.1	F	KMJ
2. KNAX-F (C)	70/ 7.0	7.8	8.1	9.5	9.5	8.1	76/1107	887/15.6	18.3	17.7	E	KNAX-F
3. KSKS-F (C)	69/ 6.9	7.0	6.5	4.6	4.3	6.3	158/1994	904/15.9	14.5	11.1	B	KSKS-F
4. KBOS-F (CHR)	63/ 6.3	4.2	6.1	4.3	4.7	5.2	128/1909	998/17.6	18.4	14.1	C	KBOS-F
5. KJFX-F (CL AOR)	61/ 6.1	3.1	2.6	3.2	2.9	3.6	76/996	652/11.5	9.8	9.6	C	KJFX-F
6. KRZR-F (AOR)	51/ 5.1	4.6	5.8	4.8	5.5	5.1	87/1064	641/11.3	10.6	13.5	C	KRZR-F
7. KTHT-F (CHR)	45/ 4.5	4.7	2.9	5.2	4.4	4.3	60/1032	772/13.6	10.4	13.1	B	KTHT-F
8. KQPW-F (CHR)	44/ 4.4	3.2	3.6	4.8	4.5	4.0	70/1536	954/16.8	13.6	12.9	B	KQPW-F
9. KFSO-F (O)	37/ 3.7	4.6	3.7	3.9	4.3	4.0	75/1298	716/12.6	11.5	11.9	C	KFSO-F
10. KJOI-F (SAC)	36/ 3.6	3.5	3.7	4.7	4.7	3.9	76/928	532/ 9.4	10.8	11.5	C	KJOI-F
11. KXMX-F (SP)	32/ 3.2	3.1	2.7	2.1	2.8	2.8	34/414	368/ 6.5	6.5	5.5	A	KXMX-F
12. KGST (SP)	26/ 2.6	2.6	6.1	3.3	4.0	3.7	26/404	357/ 6.3	8.6	7.3	B	KGST
13. KKDJ-F (AOR)	24/ 2.4	2.7	1.9	1.9	2.3	2.2	37/692	382/ 6.7	5.6	8.3	C	KKDJ-F
14. KFRE (C)	23/ 2.3	3.2	3.2	3.3	3.3	3.0	56/718	313/ 5.5	8.1	7.1	C	KFRE
15. KEZL-F (J/NAC)	23/ 2.3	1.5	2.0	2.9	1.7	2.2	26/369	317/ 5.6	5.3	6.5	A	KEZL-F
16. KSLK-F (SAC)	20/ 2.0	1.7	1.6	0.9	---	1.6	37/380	291/ 5.1	3.3	---	A	KSLX-F
17. KSKY-F (AC)	19/ 1.9	1.8	1.0	1.8	2.5	1.6	26/573	478/ 8.4	6.0	7.4	B	KSKY-F
18. KOQO (SP)	15/ 1.5	1.3	1.5	1.5	1.9	1.5	16/302	258/ 4.5	3.1	3.7	A	KOQO
19. KTAA-F (C)	14/ 1.4	1.3	1.9	1.3	2.5	1.5	17/276	244/ 4.3	5.1	4.6	A	KTAA-F
20.												

12+ FM SHARE (METRO): 73.36% (647 of 882) (SPG 92: 68.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 KBOS-F	1 KJFX-F	1 KJFX-F	1 KJFX-F	1 KMJ	1 KMJ	>> 1 KMJ	>> 1 KMJ	>> 1 KMJ	1 KBOS-F	1 KMJ
2 KQPW-F	2 KRZR-F	2 KSKS-F	2 KSKS-F	2 KSKS-F	2 KNAX-F	2 KSKS-F	2 KSKS-F	2 KNAX-F	2 KRZR-F	2 KBOS-F
3 KRZR-F	3 KBOS-F	3 KNAX-F	3 KNAX-F	3 KJFX-F	3 KSKS-F	3 KNAX-F	3 KJFX-F	3 KJFX-F	3 KQPW-F	3 KXMX-F
4 KTHT-F	4 KSKS-F	4 KMJ	4 KMJ	4 KNAX-F	4 KFSO-F	4 KBOS-F	4 KNAX-F	4 KSKS-F	4 KTHT-F	4 KGST
5	5 KTHT-F	5 KRZR-F	5 KTHT-F	5 KFSO-F	5 KJOI-F	5 KRZR-F	5 KJOI-F	5 KBOS-F	5 KMJ	5 KFRE
6	6 KNAX-F	6 KBOS-F	6 KRZR-F	6 KTHT-F	6	6 KJFX-F	6 KFSO-F	6	6 KRZR-F	6
7	7	7	7	7	7	7	7	7	7	7
8	8	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 KXMX-F	1 KSKS-F	1 KSKS-F	1 KSKS-F	1 KSKS-F	1 KRZR-F	1 KJFX-F	1 KJFX-F	1 KJFX-F	1 KMJ
2 KBOS-F	2 KRZR-F	2 KTHT-F	2 KNAX-F	2 KNAX-F	2 KBOS-F	2 KRZR-F	2 KRZR-F	2 KMJ	2 KJFX-F
3 KSKS-F	3 KTHT-F	3 KBOS-F	3 KTHT-F	3 KTHT-F	3 KNAX-F	3 KBOS-F	3 KNAX-F	3 KRZR-F	3 KNAX-F
4 KJFX-F	4 KXMX-F	4 KEZL-F	4 KBOS-F	4 KMJ	4 KQPW-F	4 KNAX-F	4 KMJ	4 KNAX-F	4 KRZR-F
5 KNAX-F	5 KJFX-F	5 KGST	5 KJOI-F	5 KJOI-F	5 KMJ	5 KQPW-F	5 KOQO	5 KBOS-F	5 KSKS-F
6 KQPW-F	6 KGST-F	6 KRZR-F	6 KJFX-F	6 KBOS-F	6	6 KMJ	6 KXMX-F	6 KQPW-F	6 KFSO-F
7 KTHT-F	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		23 ( 2)	23 ( 2)	2.6	NM	KFCL-F (CL)	104.1 Woodlake	1.2/2.9/	27/ 353
AOR/CLASSIC AOR		136 ( 3)	136 ( 3)	15.4	12.5	KFIG (O)	1430 Fresno	0.7/1.9/	8/ 128
COUNTRY	25 ( 2)	158 ( 4)	183 ( 6)	20.7	21.7	KHOT (SP)	1250 Madera	0.3/0.9/	5/ 92
NEWS/TALK	136 ( 3)	9 ( 1)	145 ( 4)	16.4	11.2	KIRV (SP)	1510 Fresno	0.3/2.1/	3/ 119
TOP 40/CHR/CONTEMP		152 ( 3)	152 ( 3)	17.2	11.2	KKTR (T)	1340 Fresno	0.5/1.8/	5/ 116
BLACK/URBAN		56 ( 2)	56 ( 2)	6.3	2.9	KMAK-F (REL)	100.3 Orange Cove	0.3/1.9/	4/ 115
SOFT AC		32 ( 1)	86 ( 6)	9.8	10.7	KMPH-F (T)	107.5 Hanford	0.9/3.6/	17/ 432
HISPANIC	54 ( 5)	37 ( 1)	52 ( 3)	5.9	11.9	KRDU (REL)	1130 Dinuba	0.5/1.2/	7/ 233
OLDIES	15 ( 2)	37 ( 1)	52 ( 3)	5.9	NA	KSEQ-F (AC)	97.1 Visalia	0.4/2.7/	35/ 542
FULL SVC/VARIETY						KXEX (SP)	1550 Fresno	0.7/3.0/	9/ 197
NOSTALGIA						KYNO (O)	1300 Fresno	0.8/4.5/	8/ 267
RELIGION/GOSPEL	5 ( 1)	9 ( 2)	14 ( 3)	1.6	2.4	KCIV-F (REL)	99.9 Mt. Bullian	0.6/1.8/	7/ 188
CLASSICAL		12 ( 1)	12 ( 1)	1.4	1.9	KJUG (C)	1270 Tulane	0.2/0.1/	4/ 117
JAZZ/NEW AC		23 ( 1)	23 ( 1)	2.6	2.0	KJUG-F (C)	106.7 Tulane	0.5/1.3/	65/ 820
OTHERS UNKNOWN						KNBR (T)	680 San Frncsco	0.6/2.3/	17/ 312
	235 (13)	647 (21)	882 ( 34)						

FRESNO

RADIO STATIONS

KFSO	, 980,	500 W/48 W	, Oldies				
KFRE	, 940,	50 KW (DA-2)	, Country	ABC UNISTR,	\$32.00	(D&R)	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	(SBS)	
KYNO	, 1300,	5 KW/1 KW (DA-N)	, Oldies	SMN CNN,	\$16.00	(Banner)	Brown
KBOS-F,	94.9,	17 KW @ 850	, CHR	ABC,	\$37.00	(Eastman)	(TULARE)
KMPH-F,	107.5,	21 KW @ 790	, News	CBS APR,	\$20.00	(Eastman)	(HANFORD)
KEZL-F,	96.7,	25 KW @ 298	, Jazz/NAC		\$22.00	(Mc-Guild)	Americom (FOWLER)
KSXY-F,	101.1,	4.7 KW @ 1076	, AC		\$27.00	(Torbet)	
KFSO-F,	92.9,	19 KW @ 820	, Oldies		\$43.00	(Mc-Guild)	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	(MHR)	(DINUBA)
KKDJ-F,	105.9,	2.4 KW @ 1958	, AOR		\$36.00	(D&R)	
KNAX-F,	97.9,	48 KW @ 289	, Country	ABC,	\$55.00	(D&R)	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	, Hispanic		\$13.00	( --- )	(KERMAN)
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:	KHOT, KXXM-F (Madera) sold for \$775,000 (Jorgenson) . . . KRZR-F (Hanford) sold for \$950,000 (Kalil) . . .						

\*\*\*\*\* 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		*

\*\*\*\*\*

GAINESVILLE-OCALA

Arbitron Rank/Pop (12+): 111/338,800  
 MSA Rank/Pop: 204/207,300+  
 ADI # 164  
 Average Person Ratings: 16.8  
 Market TSL: 22.50 hours

Stations: 29/17  
 Diaries: 775/437:1/43.5%  
 Sample Target: 800  
 % Below Line: 19.5  
 % Not Listed: 22.1

1992 Revenue: \$5,600,000  
 HH Inc.: \$27,986  
 Retail \$: 3.0 Bil  
 Pop per Station: 19,929  
 #1 Biller: WHTK-F \$1,900,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. WKTK-F (AC)	60/10.5	11.4	9.0	11.2	11.3	----	90/1119	738/21.8	19.5	20.6	WKTK-F
2. WTRS-F (C)	54/ 9.5	8.6	10.8	-----	-----	----	80/898	615/18.2	14.4	16.4	WTRS-F
3. WRUF-F (AOR)	40/ 7.0	7.1	6.4	10.7	9.2	----	54/838	587/17.3	19.3	19.8	WRUF-F
4. WMFQ-F (SAC)	35/ 6.1	4.3	5.3	1.0	1.3	----	44/480	365/10.8	9.0	9.8	WMFQ-F
5. WMMZ-F (CHR)	28/ 4.9	4.9	6.2	6.8	8.8	----	43/945	624/18.4	16.4	18.2	WMMZ-F
6. WJHM-F (B)	25/ 4.4	7.7	4.9	3.9	5.4	----	30/511	344/10.2	11.7	10.3	WJHM-F
7. WYGC-F (C)	24/ 4.2	4.7	4.4	8.7	11.3	----	33/382	286/ 8.4	7.7	9.1	WYGC-F
8. WYKS-F (CHR)	18/ 3.2	4.3	2.9	7.8	6.3	----	21/420	386/11.4	12.8	11.3	WYKS-F
9. WCFB-F (C)	17/ 3.0	0.9	1.5	-----	-----	----	26/306	186/ 5.5	3.3	3.2	WCFB-F
10. WMGF-F (SAC)	16/ 2.8	3.2	.9	-----	-----	----	23/306	194/ 5.7	5.3	4.5	WMGF-F
11. WRRX-AF (AOR)	13/ 2.3	1.7	2.0	5.4	11.7	----	16/354	296/ 8.7	8.5	6.5	WRRX-AF
WRZN (BB)	13/ 2.3	2.4	2.4	-----	-----	----	34/307	129/ 3.8	3.6	3.6	WRZN
12.											
13.											
14.											
15.											

12+ FH SHARE (METRO): 85.59% (380 OF 444) (SPG 92: 81.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WRUF-F	1 WKTK-F	1 WKTK-F	1 WKTK-F	1 WTRS-F	1 WKTK-F	1 WKTK-F	1 WKTK-F	1 WTRS-F	1 WMFQ-F
2 WMMZ-F	2 WKTK-F	2 WRUF-F	2 WTRS-F	2 WTRS-F	2 WKTK-F	2 WTRS-F	2 WTRS-F	2 WRUF-F	2 WRUF-F	2 WTRS-F
3 WCFB-F	3 WYGC-F	3 WTRS-F	3 WRUF-F	3 WRUF-F	3 WMFQ-F	3 WMFQ-F	3 WMFQ-F	3 WTRS-F	3 WJHM-F	3 WKTK-F
4	4 WMMZ-F	4 WMMZ-F	4 WYGC-F	4 WYGC-F	4	4 WRUF-F	4 WRUF-F	4 WMMZ-F	4 WKTK-F	4 WJHM-F
5	5 WJHM-F	5 WYGC-F	5 WMMZ-F	5 WMMZ-F	5	5 WYGC-F	5 WYGC-F	5	5	5
6	6	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 WJHM-F	1 WKTK-F	1 WKTK-F	1 WKTK-F	1 WKTK-F	1 WRUF-F	1 WRUF-F	1 WYGC-F	1 WRUF-F	1 WKTK-F
2 WRVF-F	2 WHTQ-F	2 WCFB-F	2 WTRS-F	2 WTRS-F	2 WYKS-F	2 WYGC-F	2 WRUF-F	2 WKTK-F	2 WRUF-F
3 WYKS-F	3 WMMZ-F	3 WMMZ-F	3 WMMZ-F	3 WCFB-F	3 WOCL-F	3 WKTK-F	3 WTRS-F	3 WTRS-F	3 WTRS-F
4	4 WRUF-F	4 WTRS-F	4 WJHM-F	4 WMMZ-F	4 WKTK-F	4 WMMZ-F	4 WRRX-AF	4 WYGC-F	4 WYGC-F
5	5 WYKS-F	5 WRVF-F	5 WYKS-F	5	5 WMMZ-F	5 WTRS-F	5 WKTK-F	5 WMMZ-F	5

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		60 ( 1)	60 ( 1)	14.0	NH	WLUS (BB) 980	Gainesville	1.4/2.7/	9/ 129
AOR/CLASSIC AOR	3 ( 1)	59 ( 5)	62 ( 6)	14.0	11.1	WMOP (C) 900	Ocala	1.6/4.5/	9/ 151
COUNTRY	9 ( 1)	106 ( 5)	115 ( 6)	26.0	28.1	WOCA (T) 1370	Ocala	1.9/3.7/	11/ 127
NEWS/TALK	11 ( 1)		11 ( 1)	3.0	4.5	WRUF (?) 850	Gainesville	0.9/2.8/	5/ 102
						WTMC (?) 1290	Ocala	0.7/2.9	4/ 98
TOP 40/CHR/CONTEMP		48 ( 3)	48 ( 3)	11.0	13.8	WWGO-F (O) 95.5	Silver Springs	2.1/5.0/	13/ 179
BLACK/URBAN	11 ( 1)	26 ( 2)	37 ( 3)	8.3	10.7	WWLO-AF(B) 1430	Gainesville	2.1/4.5/	12/ 152
SOFT AC		51 ( 2)	51 ( 2)	11.4	1.8				
HISPANIC						WFYV-F (AOR) 104.5	Jacksonville	0.4/2.0/	2/ 77
OLDIES		23 ( 2)	23 ( 2)	5.1	NA	WHTQ-F (AOR) 96.5	Orlando	0.4/1.3/	4/ 114
						WNFI-F (AOR) 99.9	Palatka	0.9/6.0/	7/ 330
FULL SVC/VARIETY						WOCL-F (O) 105.9	DeLand	1.9/7.4/	35/ 449
NOSTALGIA	21 ( 2)		21 ( 2)	5.0	8.8	WQIK-F (C) 99.1	Jacksonville	1.6/1.9/	51/ 532
RELIGION GOSPEL						WWKA-F (C) 92.3	Orlando	0.4/3.5/	6/ 160
CLASSICAL						WXOF-F (?) 97.1	Beverly Hills	1.2/1.4/	31/ 249
JAZZ/NEW AC						WXXL-F (CHR) 106.7	Susberg	0.4/2.6/	7/ 216
OTHERS UNKNOWN	9 ( 2)	7 ( 1)	16 ( 3)	4.0	2.9				
	64 ( 8)	380 (21)	444 (29)						



GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/571,500  
 MSA Rank/Pop: 74/673,000  
 ADI # 37 (w/Kalamazoo)  
 Average Person Ratings: 16.9  
 Market TSL: 22.25 hours

Stations: 23/19  
 Diaries: 978/584:1/52.5%  
 Sample Target: 1020  
 % Below Line: 8.4  
 % Not Listed: 14.6

1992 Revenue: \$23,200,000  
 HM Inc.: \$34,367  
 Retail \$: 5.7 Bil  
 Pop per Station: 30,079  
 #1 Biller: WCUZ-AF \$4,250,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WLHT-F (AC)	97/10.0	8.0	7.1	5.7	10.3	7.7	115/1254	1117/19.5	15.7	20.1	F	WLHT-F
2. WKLQ-F (AOR)	92/ 9.5	8.3	10.4	13.7	9.7	10.5	161/1984	1136/19.9	21.0	22.7	D	WKLQ-F
3. WBCT-F (C)	73/ 7.6	5.6	5.7	4.8	3.8	5.9	190/2237	877/15.3	11.0	14.0	C	WBCT-F
4. WOOD-F (SAC)	72/ 7.5	8.1	4.7	7.8	6.5	7.0	128/2063	1092/19.1	16.1	16.8	D	WOOD-F
5. WCUZ-F (C)	71/ 7.3	7.0	5.9	10.3	9.0	7.6	114/1931	1176/20.6	16.6	20.1	E	WCUZ-F
6. WGRD-F (CHR)	62/ 6.4	5.4	7.2	7.2	7.3	6.6	87/1808	1139/19.9	21.5	23.0	C	WGRD-F
7. WOOD (FS)	58/ 6.0	9.1	7.0	6.0	5.1	7.0	65/1170	1024/17.9	17.6	14.4	D	WOOD
8. WODJ-F (O)	45/ 4.7	5.3	4.8	4.7	6.6	4.9	61/1234	801/14.0	15.9	15.7	D	WODJ-F
9. WLAV-F (AOR)	45/ 4.7	4.1	2.6	4.0	3.7	3.9	83/1510	879/15.4	10.0	13.2	C	WLAV-F
10. WSNX-F (CHR)	41/ 4.2	3.5	3.0	3.0	4.2	3.4	77/1408	776/13.6	13.9	12.8	C	WSNX-F
11. WMUS-AF (C)	34/ 3.5	3.7	2.7	4.4	4.6	3.6	88/1272	578/10.1	10.2	11.9	D	WMUS-AF
12. WKEZ-F (EZ/SAC)	23/ 2.4	3.2	4.1	2.4	2.9	3.0	43/500	294/ 5.1	7.4	6.3	B	WKEZ-F
13. WFGR-F (CL)	21/ 2.2	2.0	2.5	0.8	---	1.9	29/434	369/ 6.5	5.8	---	A	WFGR-F
14. WJQK-F (REL)	17/ 1.8	1.5	1.6	1.6	1.7	1.6	25/363	244/ 4.3	4.4	5.6		WJQK-F
15. WCUZ (C)	16/ 1.7	2.1	0.9	1.4	2.3	1.5	21/486	439/ 7.7	2.3	7.5	B	WCUZ
16. WKWM (B)	15/ 1.6	1.9	4.4	1.7	0.8	2.4	16/123	120/ 2.1	3.4	2.5	A	WKWM
17.												
18.												
19.												
20.												

12+ FH SHARE (METRO): 86.55% (714 of 825) (SPG 92: 88.23%)

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

FORMATS	AH	FH	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		101 ( 2)	101 ( 2)	12.2	NH	WFUR (REL) 1570	Grand Rapids	0.2/1.1/	2/ 61
AOR/CLASSIC AOR		137 ( 2)	137 ( 2)	16.6	20.7	WFUR-F (REL) 102.9	Grand Rapids	1.2/5.7/	31/ 520
COUNTRY	18 ( 2)	177 ( 3)	195 ( 5)	23.6	19.1	WGHN-F (AC) 92.1	Grand Haven	0.4/1.7/	4/ 133
NEWS/TALK					0.4	WHTC (FS) 1450	Holland	0.8/2.7/	10/ 170
TOP 40/CHR/CONTEMP		103 ( 2)	103 ( 2)	12.5	13.8	WLAV (O) 1340	Grand Rapids	1.1/2.0/	11/ 116
BLACK/URBAN	15 ( 1)		15 ( 1)	1.8	0.9	WHRR-F (EZ) 101.7	Huskegon	0.6/1.4/	24/ 313
SOFT AC		101 ( 3)	101 ( 3)	12.2	11.8				
HISPANIC									
OLDIES	11 ( 1)	45 ( 1)	56 ( 2)	6.8	NA				
FULL SVC/VARIETY	66 ( 2)		66 ( 2)	8.0	8.3				
NOSTALGIA									
RELIGION/GOSPEL	2 ( 1)	29 ( 2)	31 ( 3)	3.8	4.3				
CLASSICAL		21 ( 1)	21 ( 1)	2.5	NA				
JAZZ/NEW AC									
OTHERS UNKNWN					0.4				
	111 ( 7)	714 (16)	825 (23)						

GRAND RAPIDS

-----

RADIO STATIONS

-----

WCUZ	,	1230,	1 KW	--	See WCUZ-FM				
WKWH	,	1140,	5 KW (DAYS, DA),		Black		AURN, \$17.00	(Patt)	
WOOD	,	1300,	5 KW (DA-N)	,	Full Service/Talk		MBS 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	(D&R)	Regional
WBCT-F,		93.7,	320 KW @ 781	,	Country		ABC, \$45.00	(D&R)	Radio Assoc.
WKLQ-F,		94.5,	50 KW @ 500	,	AOR		ABC, \$50.00	(Banner)	Bloomington (HOLLAND)
WFGR-F,		98.7,	2.8 KW @ 492	,	Classical		\$27.00	(CMBS)	
WLAV-F,		96.9,	50 KW @ 500	,	AOR		SOURCE, \$37.00	(MHR)	Adams
WLHT-F,		95.7,	40 KW @ 551	,	AC		\$72.00	(Eastman)	Liggett
WODJ-F,		107.3,	50 KW @ 492	,	Oldies		UNISTR, \$59.00	(Katz)	Goodrich(GREENVILLE)
WOOD-F,		105.7,	265 KW @ 810	,	Soft AC		\$54.00	(Katz)	
WKEZ-F,		96.1,	50 KW @ 492	,	SAC/EZ		CBS, \$23.00	(Patt)	(HOLLAND)
WMUS-F,		106.9,	50 KW @ 479	,	Country		ABC, \$45.00	(D&R)	(MUSKEGON)
WSNX-F,		104.5,	50 KW @ 361	,	CHR		UNISTR, \$30.00	(Katz)	Goodrich (MUSKEGON)



GREEN BAY  
-----

Arbitron Rank/Pop (12+): 185/161,300  
MHA Rank/Pop: 208/199,000  
ADI # 67 (w/Appleton)  
Average Person Ratings: 17.8  
Market TSL: 23.00 hours

Stations: 16/8  
Diaries: 646/250:1/63.8%  
Sample Target: 610  
% Below Line: 26.8  
% Not Listed: 13.2

1992 Revenue: \$8,300,000  
HH Inc.: \$30,872  
Retail \$: 1.94 Btl  
Pop per Station: 20,163  
#1 Biller: WIXX-F \$2,400,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WIXX-F (CHR)	50/17.4	----	17.8	----	18.1	----	140/2281	678/42.1	0.0	42.1	D	WIXX-F
2. WAPL-F (AOR)	39/13.6	----	12.3	----	13.8	----	137/1756	444/27.6	0.0	25.9		WAPL-F
3. WQLH-F (SAC)	30/10.5	----	14.7	----	11.0	----	52/793	417/25.9	0.0	27.6	C	WQLH-F
4. WGEE (C)	29/10.1	----	7.2	----	8.5	----	61/651	277/17.2	0.0	13.3	C	WGEE
5. WJLW-F (C)	19/ 6.6	----	10.3	----	5.0	----	32/426	214/13.3	0.0	17.2	B	WJLW-F
6. WDUZ (FS)	18/ 6.3	----	4.8	----	7.1	----	20/408	318/19.7	0.0	17.3	A	WDUZ
7. WNFL (N/T)	15/ 5.2	----	5.8	----	7.1	----	20/392	262/16.2	0.0	20.0	B	WNFL
8. WNAH (BB)	12/ 4.2	----	4.1	----	5.7	----	44/544	117/ 7.3	0.0	7.3		WNAH
9. WOZZ-F (CL AOR)	10/ 3.5	----	1.7	----	2.8	----	32/600	159/ 9.9	0.0	7.4		WOZZ-F
WKFJ-F (O)	10/ 3.5	----	3.1	----	3.9	----	24/565	187/11.6	0.0	11.0		WKFJ-F
11. WHET-F (CHR)	7/ 2.4	----	2.4	----	2.8	----	21/479	212/13.1	0.0	10.9	A	WHET-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 73.90% (184 of 249) (SPG 92: 72.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F>>	1 WAPL-F>	1 WIXX-F<	1 WIXX-F	1 WQLH-F	1 WGEE	1 WIXX-F	1 WIXX-F	1 WIXX-F<	1 WIXX-F<	1 WGEE
2	2 WIXX-F>>	2 WAPL-F>	2 WQLH-F	WIXX-F	2 WQLH-F<	2 WGEE	2 WQLH-F<	2 WAPL-F>	2 WAPL-F>>	WIXX-F
3	3 WQLH-F	3 WQLH-F>>	WAPL-F>>	3 WAPL-F>>	3 WIXX-F	3 WAPL-F<	3 WQLH-F<	3 WQLH-F	3 WDUZ	WAPL-F
4	4 WOZZ-F	4	4	4 WJLW-F	4 WDUZ	4 WQLH-F	4 WNFL	4 WGEE	WQLH-F	4 WJLW-F
5	5	5	5	5 WNFL	5	5	5	5	5	5
				WDUZ						

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 WIXX-F	1 WIXX-F	1 WIXX-F>	1 WIXX-F>	1 WQLH-F	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F	1 WAPL-F>	1 WAPL-F
2 WAPL-F	2 WAPL-F	2 WQLH-F>	2 WQLH-F	2 WIXX-F>	2 WJLW-F>	2 WIXX-F>	2 WIXX-F>>	2 WIXX-F>>	2 WIXX-F
3 WQLH-F	3 WQLH-F>>	3 WJLW-F>	3 WAPL-F>>	3 WAPL-F>	3 WIXX-F>	3 WOZZ-F>	3 WQLH-F	3 WQLH-F	3 WQLH-F>
4	4	4 WAPL-F	4 WJLW-F	4 WKFJ-F	4 WOZZ-F	4	4	4 WOZZ-F	4 WOZZ-F
				WOUZ-F					WNFL
									WJLW-F

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC					NM	WEZR-F (SAC) 107.5	Brillion 1.4/5.0/ 13/ 167
AOR/CLASSIC AOR		49 ( 2)	49 ( 2)	19.7	16.1		
COUNTRY	29 ( 1)	19 ( 1)	48 ( 2)	19.3	24.8	WAUN-F (E/V) 92.7	Kewaunee 0.3/2.4/ 10/ 158
NEWS/TALK	15 ( 1)		15 ( 1)	6.0	6.7	WQWM-F (O) 1050	Kaukauna 1.0/4.3/ 13/ 292
TOP 40/CHR/CONTEMP		57 ( 2)	57 ( 2)	22.9	23.2	WROE-F (SAC) 94.3	Neenah 0.3/2.0/ 30/ 455
BLACK/URBAN						WRVM-F (REL) 102.7	Suring 0.3/1.4/ 18/ 235
SOFT AC		35 ( 3)	35 ( 3)	14.1	16.9		
HISPANIC							
OLDIES	3 ( 1)	10 ( 1)	13 ( 2)	5.2	NA		
FULL SVC/VARIETY	18 ( 1)		18 ( 1)	7.2	5.9		
NOSTALGIA	12 ( 1)		12 ( 1)	4.8	NA		
RELIGION/GOSPEL		1 ( 1)	1 ( 1)	0.4	0.8		
CLASSICAL							
JAZZ/NEW AC							
OTHERS UNKNOWN		1 ( 1)	1 ( 1)	0.4	1.2		
	65 ( 5)	184 (11)	249 (16)				

RADIO STATIONS  
-----

WDUZ , 1400, 1 KW	Full Service	MBS ABC, \$16.00 (Mc-Guild)
WGEE , 1360, 5 KW (DA-N)	Country	ABC, \$22.00 (Banner) Midwest
WNFL , 1440, 5 KW/500 W (DA-2)	News/Talk	CBS ABC, \$18.00 (Katz) WinCom
WHET-F, 99.7, 50 KW @ 610	CHR	\$10.00 (D & R) (STURGEON BAY)
WIXX-F, 101.1, 100 KW @ 1079	CHR	\$53.00 (Banner) Midwest
WJLW-F, 95.9, 3 KW @ 298	Country	MBS, \$20.00 (K & P) (DE PERE)
WQLH-F, 98.5, 100 KW @ 500	Soft AC	ABC, \$24.00 (Mc-Guild)

Other ranked stations -- see Appleton-Oshkosh

GREENSBORO-WS

Arbitron Rank/Pop (12+): 49/820,400  
 HSA Rank/Pop: 56/942,000  
 ADI # 48  
 Average Person Ratings: 16.3  
 Market TSL: 21.75 hours

Stations: 26/20  
 Diaries: 1159/708:1/50.1%  
 Sample Target: 1210  
 % Below Line: 6.1  
 % Not Listed: 14.6

1992 Revenue: \$22,800,000  
 HH Inc.: \$26,025  
 Retail \$: 7.6 Bil  
 Pop per Station: 41,020  
 #1 Biller: WTQR-F \$6,000,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WTQR-F (C)	219/16.4	18.1	19.4	18.0	18.9	18.0	390/4565	2499/30.5	34.3	33.2	G	WTQR-F
2. WKRR-F (AOR)	115/ 8.6	8.4	7.4	6.4	7.8	7.7	136/2220	1570/19.1	18.2	19.8	D	WKRR-F
3. WKZL-F (CHR)	86/ 6.4	4.6	4.3	5.7	6.7	5.3	123/2015	1445/17.6	16.3	16.7	C	WKZL-F
4. WJMH-F (B)	85/ 6.4	7.6	8.2	8.0	7.8	7.6	144/2290	1373/16.7	18.4	19.3	C	WJMH-F
5. WMAG-F (AC)	71/ 5.3	4.6	3.5	4.1	4.8	4.4	109/1615	1021/12.4	10.6	12.8	D	WMAG-F
6. WQMG-F (B)	70/ 5.2	3.8	5.0	4.4	5.9	4.6	90/1447	1054/12.8	13.4	13.8	C	WQMG-F
7. WSJS (FS)	65/ 4.9	7.2	6.4	5.9	6.3	6.1	71/1084	954/11.6	12.7	13.1	D	WSJS
8. WWWB-F (AC)	53/ 4.0	4.8	3.9	4.7	4.0	4.4	64/1081	768/ 9.4	11.3	11.4	C	WWWB-F
9. WNEU-F (C)	47/ 3.5	2.3	1.4	1.5	1.7	2.2	77/1239	782/ 9.5	6.3	5.2		WNEU-F
10. WMQX-F (O)	41/ 3.1	3.2	3.5	3.5	1.6	3.3	84/1418	831/10.1	10.1	8.6	C	WMQX-F
11. WFMX-F (C)	38/ 2.8	3.2	2.2	2.9	2.6	2.8	83/1506	703/ 8.6	8.1	8.2		WFMX-F
12. WKSI-F (CHR)	37/ 2.8	3.1	3.5	4.0	2.6	3.4	52/1563	967/11.8	11.0	11.8	B	WKSI-F
13. WPCM-F (C)	32/ 2.4	2.4	3.1	2.0	1.3	2.5	110/1704	566/ 6.9	6.9	4.8	B	WPCM-F
14. WHPE-F (REL)	30/ 2.2	1.9	1.8	2.0	1.6	2.0	38/580	398/ 4.9	4.2	4.2	A	WHPE-F
15. WAAA (B)	26/ 1.9	0.7	0.8	1.2	1.5	1.2	26/287	274/ 3.3	2.2	3.1		WAAA
16. WMFR (BB)	23/ 1.7	1.4	1.8	1.9	1.1	1.7	23/319	319/ 3.9	2.8	2.6		WMFR
18. WWGL (REL)	23/ 1.7	1.5	2.4	1.8	1.6	1.9	34/638	441/ 5.4	6.0	4.4	A	WWGL-F
19.												
20.												

12+ FM SHARE (METRO): 86.77% (990 of 1141) (SPG 92: 84.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	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 WKRR-F	WKRR-F >	2 WKRR-F	2 WKRR-F	2 WKRR-F	2 WSJS	2 WKZL-F <	2 WKRR-F >	2 WKRR-F >	2 WTQR-F	2 WQMG-F >
3 WQMG-F	3 WKZL-F	3 WKZL-F	3 WKZL-F	3 WKZL-F	3 WMAG-F	3 WKRR-F <	3 WKZL-F <	3 WJMH-F <	3 WQMG-F <	3 WKRR-F
4 WTQR-F	4 WJMH-F	4 WMAG-F	4 WMAG-F	4 WMAG-F	4	4 WSJS	4 WWWB-F <	4 WKZL-F <	4 WKRR-F	4 WSJS
5	5 WQMG-F	5 WQMG-F	5 WWWB-F	5 WWWB-F	5	5 WMAG-F	5 WMAG-F <	5 WQMG-F	5	5 WAAA
6	6	6 WJMH-F	6 WQMG-F	6 WQMG-F	6	6	6 WSJS	6	6	6
7	7	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 WQMG-F	1 WKZL-F	1 WTQR-F	1 WTQR-F	1 WTQR-F >	1 WTQR-F	1 WKRR-F <	1 WKRR-F	1 WTQR-F	1 WTQR-F
2 WJMH-F	2 WTQR-F	2 WKZL-F	2 WKZL-F <	2 WWWB-F <	2 WKRR-F	2 WTQR-F >	2 WTQR-F	2 WKRR-F >	2 WKRR-F
3 WKRR-F	3 WKRR-F <	3 WKRR-F	3 WKRR-F	3 WKZL-F	3 WJMH-F	3 WJMH-F >	3 WKZL-F	3 WKZL-F	3 WKZL-F
4 WQMG-F	4 WQMG-F	4 WQMG-F	4 WMAG-F <	4 WMAG-F	4 WQMG-F	4 WKZL-F	4 WJMH-F	4 WJMH-F	4 WMAG-F
5 WQMG-F	5 WJMH-F	5 WWWB-F	5 WQMG-F	5 WKRR-F	5	5 WQMG-F	5 WMAG-F	5 WQMG-F <	5 WMQX-F
6 WKSI-F	6	6 WMAG-F	6 WWWB-F	6	6	6	6 WQMG-F	6 WMAG-F	6 WQMG-F
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		85 ( 2)	85 ( 2)	7.4	NM	WKEW ( ?)	1400 GREENSBORO	0.4/2.1/	6/	197
AOR/CLASSIC AOR		139 ( 4)	139 ( 4)	12.2	10.0	WLXN ( T)	1440 LEXINGTON	0.7/1.6/	9/	143
COUNTRY		336 ( 4)	336 ( 3)	29.4	27.5	WQMG ( B)	1510 GREENSBORO	1.0/1.9/	14/	158
NEWS/TALK	9 ( 1)		9 ( 1)	0.8	NA	WTNC ( G)	790 THOMASVILLE	0.6/1.6/	8/	128
TOP 40/CHR/CONTEMP		123 ( 2)	123 ( 2)	10.8	11.5	WEZC-F ( SAC)	102.9 HICKORY	0.4/1.5/	33/	501
BLACK/URBAN	40 ( 2)	155 ( 2)	195 ( 4)	17.1	20.1	WRDX-F ( AC)	106.5 SALISBURY	1.0/2.4/	18/	303
SOFT AC		58 ( 2)	58 ( 2)	5.1	2.0	WRFX-F ( AOR)	99.7 KANNAPOLIS	0.4/2.0/	50/	765
HISPANIC						WROV-F ( AOR)	96.3 ROANOKE	0.7/2.6/	49/	731
OLDIES		41 ( 1)	41 ( 1)	3.6	NA	WZZU-F ( AOR)	93.9 BURLINGTON	0.6/2.4/	37/	703
FULL SVC/VARIETY	65 ( 1)		65 ( 1)	5.7	7.4					
NOSTALGIA	23 ( 1)		23 ( 1)	2.0	2.4					
RELIGION/GOSPEL	8 ( 1)	53 ( 2)	61 ( 3)	5.3	4.9					
CLASSICAL										
JAZZ/NEW AC										
OTHERS UNKNOWN					0.8					
	151 ( 6)	990 ( 20)	1141 ( 26)							

GREENSBORO-WS  
-----

RADIO STATIONS  
-----

WAAA	,	980,	1 KW/69 W	,	Black	AURN, \$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	\$15.00	( --- )	
WKRR-F,		92.3,	100 KW @ 1289	,	Classic AOR	\$43.00	(D & R)	Beasley (REIDSVILLE)
WKSI-F,		98.7,	100 KW @ 718	,	CHR	\$71.00	(Katz)	Dick
WKZL-F,		107.5,	100 KW @ 500	,	CHR	\$38.00	(Eastman)	Bahakel
WMAG-F,		99.5,	100 KW @ 1499	,	AC	\$42.00	(Katz)	
						\$68.00	(Christal)	Voyager
WNEU-F,		94.5,	100 KW @ 981	,	Country	UNISTR, \$28.00	(Christal)	Ragan Henry (EDEN)
WMQX-F,		93.1,	100 KW @ 1099	,	Oldies	\$38.00	(HMR)	EBE
WPCH-F,		101.1,	100 KW @ 1191	,	Country	MBS, \$24.00	(Mc-Guild)	(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	UNISTR, \$44.00	(HMR)	

Miscellaneous: WGLD, WWWB-F sold by Bernie Mann to First Union Bank for \$3,500,000 . . . WGLD, WWWB-F sold by First Union to Franklin for \$3,000,000. . . WMQX A/F sold by EBE to Max Radio for \$2,500,000 (Blackburn) . . .

\*\*\*\*\* 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		*

GREENVILLE, NC

Arbitron Rank/Pop (12+): 81/449,000  
 MSA Rank/Pop: NA  
 ADI # 103  
 Average Person Ratings: 16.4  
 Market TSL: 21.50 hours

Stations: 28/21  
 Diaries: 950/473:1/52.7%  
 Sample Target: 900  
 % Below Line: 10.0  
 % Not Listed: 17.8

1992 Revenue: \$0  
 HH Inc.: \$27,695  
 Retail \$: 3.5 Bil  
 Pop per Station: 21,381  
 #1 Biller: NA \$0

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. WRNS-F (C)	162/22.0	23.6	24.9	23.8	20.2	23.6	253/2208	1470/32.7	35.5	34.3	WRNS-F
2. WIKS-F (B)	121/16.4	16.4	12.4	11.8	11.5	14.3	157/1744	1182/26.3	23.3	22.4	WIKS-F
3. WDLX-F (CHR/AC)	38/ 5.2	6.7	7.3	5.8	6.3	6.3	57/1154	758/16.9	17.4	20.3	WDLX-F
4. WNCT-F (SAC)	33/ 4.5	3.1	4.2	6.6	5.9	4.6	53/696	473/10.5	10.3	12.2	WNCT-F
5. WSFL-F (CL AOR)	31/ 4.2	4.2	5.4	7.2	5.7	5.3	32/695	590/13.1	11.6	13.4	WSFL-F
6. WKOO-F (O)	27/ 3.7	5.0	3.7	4.1	5.4	4.1	33/547	429/ 9.6	7.8	12.0	WKOO-F
7. WRTH-F (CHR)	22/ 3.0	3.5	4.0	2.4	4.0	3.2	22/506	506/11.3	10.1	9.6	WRTH-F
8. WTRG-F (O)	21/ 2.8	3.2	2.6	3.4	2.6	3.0	101/1134	296/ 6.6	7.6	6.8	WTRG-F
9. WRDU-F (AOR)	20/ 2.7	1.8	2.0	2.2	2.1	2.2	64/780	270/ 6.0	6.6	5.7	WRDU-F
10. WKQT-F (AC)	17/ 2.3	1.2	2.0	1.0	2.0	1.3	17/443	441/ 9.8	6.6	7.8	WKQT-F
11. WXQR-F (AOR)	16/ 2.2	2.1	0.9	3.2	2.4	2.1	16/327	319/ 7.1	3.4	5.9	WXQR-F
12.											
13.											
14.											
15.											

12+ FM SHARE (METRO): 93.23% (565 of 606) (SPG 92: 92.08%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		31 (14)	31 ( 4)	5.1	NH	WELS (C) 1010	KINSTON 0.7/2.1/ 5/ 94		
AOR/CLASSIC AOR		67 ( 3)	67 ( 3)	11.1	12.4	WHTE-F (REL) 103.7	WILLIAMSTON 1.2/4.5/ 24/ 442		
COUNTRY	6 ( 2)	168 ( 2)	174 ( 4)	28.7	27.3	WJNC (FS) 1240	JACKSONVILLE 1.8/4.8/ 13/ 215		
NEWS/TALK	4 ( 1)		4 ( 1)	0.7	1.5	WLAS (T) 910	JACKSONVILLE 0.5/2.8/ 4/ 130		
TOP 40/CHR/CONTEMP		60 ( 2)	60 ( 2)	9.9	7.9	WMBL (BB) 740	MOREHEAD CTY 0.8/1.8/ 7/ 101		
BLACK/URBAN		137 ( 2)	137 ( 2)	22.6	14.1	WNBR-F (?) 94.1	ORIENTAL 0.8/1.7/ 6/ 90		
SOFT AC		33 ( 1)	33 ( 1)	5.4	7.3	WORD-F (REL) 98.9	WINDSOR 0.4/0.9/ 9/ 125		
HISPANIC						WFXX-F (B) 104.3	TARBORO 2.2/4.4/ 5H/ 643		
OLDIES		48 ( 2)	48 ( 2)	7.9	NA	WGTH (REL/G) 590	WILSON 0.7/1.5/ 17/ 156		
FULL SVC/VARIETY	17 ( 2)		17 ( 2)	2.8	1.3	WKTC-F (C) 96.9	GOLDSBORO 0.8/4.6/ 69/ 948		
NOSTALGIA	6 ( 1)		6 ( 1)	1.0	NA	WKXB-F (?) 99.9	BURGAW 0.4/1.7/ 1C/ 177		
RELIGION/GOSPEL	8 ( 2)	12 ( 2)	20 ( 4)	3.3	2.7				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN		9 ( 2)	9 ( 2)	1.5	0.5				
	41 ( 8)	565 (20)	606 (28)						

RADIO STATIONS

WELS, 1010, 1 KW/500 W (DA-N), COUNTRY	NBC, \$ 9.00 (DORA)	(KINSTON)
WIKS-F, 101.9, 100 KW @ 981, BLACK	ABC, UNILT, \$ 33.00 (D & R)	Taylor (NEW BERN)
WKOO-F, 98.7, 100 KW @ 298, OLDIES	MBS, \$ 19.00 (D & R)	(JACKSONVILLE)
WKQT-F, 103.3, 100 KW @ 459, AC	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/CHR	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 UNISTR, \$ 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	UNISTR, \$ NA (Eastman)	(NEW BERN)
WTND-F, 99.5, 17 KW @ 843, AC	UNISTR, \$ 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+): 60/678,500

Stations: 28/21

1992 Revenue: \$21,200,000

MSA Rank/Pop: 81/633,000  
ADI # 35 (w/Asheville)

Diaries: 1172/579:1/50.4%

HH Inc.: \$26,955

Average Person Ratings: 16.7

Sample Target: 1120

Retail \$: 5.2 B11

Market TSL: 22.00 hours

% Below Line: 4.7

Pop per Station: 32,310

% Not Listed: 13.8

#1 Biller: WHYI-F \$4,200,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WSSL-AF (C)	208/18.4	16.2	18.2	14.7	17.1	16.9	342/3707	2208/32.5	28.8	29.6	F	WSSL-AF
2. WESC-AF (C)	151/13.3	13.5	14.9	13.9	11.8	13.9	314/3388	1654/24.4	25.1	23.6	E	WESC-AF
3. WHYI-F (AC)	112/ 9.9	10.1	10.3	9.2	10.3	9.3	168/2464	1488/21.9	23.5	21.7	F	WHYI-F
4. WROQ-F (AOR)	91/ 8.0	7.5	6.0	7.8	4.7	7.3	151/1787	1183/17.4	13.4	13.2	D	WROQ-F
5. WLWZ-FF (B)	70/ 6.2	5.7	4.9	6.9	5.7	5.9	77/ 934	789/11.6	8.6	9.8	C	WLWZ-FF
6. WSPA-F (SAC)	54/ 4.8	7.8	6.5	6.4	4.9	6.4	104/1658	1043/15.4	12.4	13.7	C	WSPA-F
7. WFBC-F (O)	47/ 4.1	4.4	6.1	5.4	7.0	5.0	86/1709	1081/15.9	15.4	14.2	D	WFBC-F
8. WFBC (N/T)	46/ 4.1	3.4	3.1	1.6	3.0	3.1	48/ 549	476/ 7.0	7.3	5.1	B	WFBC
9. WBBO-F (CHR)	37/ 3.3	3.3	2.1	3.5	3.9	3.1	71/1199	666/ 9.8	7.9	12.2	B	WBBO-F
10. WMUU-F (SAC)	33/ 2.9	3.1	2.3	3.1	1.5	2.9	43/ 590	422/ 6.2	5.4	5.5	A	WMUU-F
11. WSPA (FS)	22/ 1.9	1.2	2.2	1.8	1.6	1.8	30/ 347	244/ 3.6	4.0	3.9	A	WSPA
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 88.02% (860 of 977) (SPG 92: 89.69%)

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

FORHATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		112 ( 1)	112 ( 1)	11.5	NH	WASC (B) 1530 Spartanburg	0.4/1.4/ 5/ 97
AOR/CLASSIC AOR		95 ( 2)	95 ( 2)	9.7	5.6	WCKI (G) 1300 Greer	0.4/0.9/ 5/ 63
COUNTRY	14 ( 2)	351 ( 3)	365 ( 5)	37.4	36.8	WORD (N/T) 960 Spartanburg	0.7/2.7/ 10/ 199
NEWS/TALK	54 ( 2)		54 ( 2)	5.5	4.7	WHYZ (B) 1070 Greenville	0.9/3.9/ 10/ 278
TOP 40/CHR/CONTEMP		53 ( 3)	53 ( 3)	5.4	5.3	WPJH (?) 800 Greer	0.6/1.8/ 8/ 126
BLACK/URBAN	15 ( 2)	103 ( 5)	118 ( 7)	12.1	10.9	WRX-F (C) 103.1 Honea Path	0.5/2.6/ 15/ 248
SOFT AC		92 ( 3)	92 ( 3)	9.4	8.9	WMM-F (CHR) 107.3 Anderson	1.1/5.2/ 19/ 451
HISPANIC						WBFM-F (E2) 98.1 Seneca	0.4/1.3/ 6/ 147
OLDIES		47 ( 1)	47 ( 1)	4.8	NA	WKS-F (CHR) 99.9 Ashville	0.4/2.8/ 62/1135
FULL SVC/VARIETY	22 ( 1)		22 ( 1)	2.3	2.0	WHIT-F (REL) 106.9 Black Mtn.	0.6/2.6/ 26/ 489
NOSTALGIA						WMTY-F (B) 103.5 Greenwood	0.4/1.7/ 38/ 522
RELIGION/GOSPEL	5 ( 1)	7 ( 1)	12 ( 2)	1.2	2.4	WCKZ-F (B) 101.9 Gastonia	1.1/5.6/ 24/ 661
CLASSICAL						WPEG-F (B) 97.9 Concord	1.5/4.3/ 24/ 426
JAZZ/NEW AC						WXRC-F (AOR) 95.7 Hickory	0.4/1.4/ 12/ 286
OTHERS UNKNOWN	7 ( 1)		7 ( 1)	0.7	1.1		
	117 ( 9)	860 (19)	977 (28)				

RADIO STATIONS

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

HARRISBURG

Arbitron Rank/Pop (12+): 74/507,300  
 HSA Rank/Pop: 89/597,000  
 ADI #44 (w/York & Lancaster)  
 Average Person Ratings: 17.0  
 Market TSL: 22.25 hours

Stations: 30/19  
 Diaries: 1023/496:1/57.7%  
 Sample Target: 970  
 % Below Line: 12.7  
 % Not Listed: 15.9

1992 Revenue: \$14,500,000  
 HH Inc.: \$34,026  
 Retail \$: 5.1 Bill  
 Pop per Station: 26,700  
 #1 Biller: WNNK-AF \$4,500,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WNNK-AF (CHR)	106/12.3	11.9	10.4	10.4	11.6	11.3	131/2192	1623/32.0	27.9	30.5	F	WNNK-AF
2. WHP (FS)	84/ 9.8	8.6	7.5	6.7	6.9	8.2	109/1324	937/18.5	17.3	14.4	C	WHP
3. WRVV-F (AOR/AC)	73/ 8.5	7.6	9.5	10.5	7.0	9.0	141/1903	952/18.8	21.5	15.8	C	WRVV-F
4. WTPA-F (AOR)	70/ 8.1	8.5	7.1	7.3	6.3	7.6	112/1524	870/17.1	15.5	16.2	D	WTPA-F
5. WRKZ-F (C)	61/ 7.1	10.7	11.7	6.9	7.1	9.1	187/2262	815/16.1	19.4	14.7	E	WRKZ-F
6. WHYL (BB)	47/ 5.5	3.2	4.2	3.9	3.5	4.2	65/656	413/ 8.1	8.3	7.6	A	WHYL
WWKL-F (O)	47/ 5.5	5.1	5.8	6.2	6.4	5.7	87/1417	776/15.3	15.1	18.0	D	WWKL-F
8. WROZ-F (SAC)	33/ 3.8	3.8	3.2	3.7	3.8	3.6	128/1790	535/10.5	7.9	10.3		WROZ-F
9. WLBR (FS)	27/ 3.1	2.3	1.5	2.6	3.8	2.4	27/387	330/ 6.5	5.3	9.1	A	WLBR
10. WHYL-F (C)	24/ 2.8	3.6	2.1	2.8	4.1	2.8	26/437	394/ 7.8	5.9	7.1	A	WHYL-F
11. WIMX-F (AC)	23/ 2.7	4.2	3.7	4.0	5.9	3.7	36/621	497/ 9.8	14.0	15.4	B	WIMX-F
12. WHTF-F (CL AOR)	18/ 2.1	1.8	1.2	1.7	1.8	1.7	81/1229	414/ 8.2	6.5	6.6		WHTF-F
13. WQLV-F (SAC)	17/ 2.0	0.5	0.7	0.8	0.8	1.0	18/180	146/ 2.9	2.2	2.1		WQLV-F

12+ FM SHARE (METRO): 74.97% (542 of 723) (SPG 92: 78.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-AF>>1	WTPA-F<	1 WNNK-AF<	1 WRVV-F<	1 WNNK-AF<	1 WHP >	1 WNNK-AF>	1 WHP	1 WNNK-AF>	1 WNNK-AF	1 WNNK-F
2	2 WRVV-F<	2 WRVV-F<	2 WNNK-AF	2 WRVV-F	2 WRKZ-F	2 WHP	2 WNNK-AF	2 WTPA-F	2 WHP <	2 WHP
3	3 WNNK-AF>>3	WTPA-F>	3 WTPA-F	3 WTPA-F	3 WHYL	3 WTPA-F	3 WRVV-F	3 WRVV-F	3 WTPA-F	3 WLBR
4	4	4 WWKL-F	4 WWKL-F	4 WWKL-F	4 WNNK-AF	4 WRVV-F<	4 WTPA-F	4 WRKZ-F<	4 WRVV-F	4 WRVV-F
5	5	5 WHP	5 WRKZ-F<	5 WHP	5 WWKL-F	5 WRKZ-F	5 WRKZ-F	5 WHYL-F	5 WWKL-F	5 WTPA-F
6	6	6	6 WHP	WRKZ-F	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 WNNK-AF	1 WNNK-AF>	1 WNNK-AF	1 WNNK-AF>	1 WNNK-AF	1 WTPA-F	1 WTPA-F	1 WTPA-F	1 WTPA-F	1 WTPA-F<
2 WTPA-F	2 WRVV-F	WRVV-F	2 WRVV-F	2 WRVV-F	2 WRVV-F	2 WRVV-F>	2 WRVV-F	2 WRVV-F	2 WRVV-F
3 WROZ-F	WTPA-F>>	3 WTPA-F	3 WWKL-F	3 WWKL-F	WNNK-AF	3 WNNK-AF>	3 WNNK-AF	3 WNNK-AF>	3 WNNK-AF<
WRVV-F	4	4	4 WTPA-F	4 WRKZ-F	4 WHTF-F	4 WHTF-F	4 WHP	4 WHP	4 WHP
5	5	5	5 WRKZ-F	5 WTPA-F	5	5	5 WHTF-F	5 WWKL-F	5 WWKL-F

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUMÉ TSA	SHARE/RTG/AQH/CUME
AC		110 ( 4)	110 ( 4)	15.2	NM	WADV (G)	940	LEBANON	0.3/1.8/ 6/ 166
AOR/CLASSIC AOR		92 ( 3)	92 ( 3)	12.7	10.1	WCHB (?)	1460	HARRISBURG	0.8/4.6/ 8/ 271
COUNTRY		93 ( 4)	93 ( 4)	12.9	14.9	WCTX-F (O)	92.1	PALMYRA	0.3/1.2/ 4/ 90
NEWS/TALK	5 ( 1)		5 ( 1)	0.7	NA	WKBO (T)	1230	HARRISBURG	0.6/4.1/ 5/ 207
TOP 40/CHR/CONTEMP	1 ( 1)	129 ( 5)	130 ( 6)	18.0	22.2	WQIC-F (CHR)	100.1	LEBANON	0.7/2.4/ 6/ 142
BLACK/URBAN						WWII (FS)	720	SHIPPHANS TWN	0.8/2.8/ 9/ 198
SOFT AC		56 ( 3)	56 ( 3)	7.8	7.7	WYGL-F (C)	100.5	ELIZABETH	0.5/1.8/ 28/ 290
HISPANIC						WARM-F (AC)	103.3	YORK	1.0/4.1/138/1732
OLDIES		50 ( 2)	50 ( 2)	6.9	NA	WDAC-F (REL)	94.5	LANCASTER	1.4/4.1/ 77/ 906
FULL SVC/VARIETY	118 ( 3)		118 ( 3)	16.3	12.5	WIOV-F (C)	105.1	EPHRATA	0.5/2.0/ 75/ 967
NOSTALGIA	47 ( 1)		47 ( 1)	6.5	4.0	WLAN-F (CHR)	96.9	LANCASTER	0.7/4.6/ 45/1201
RELIGION/GOSPEL	3 ( 1)	12 ( 1)	15 ( 2)	2.1	3.0	WQXA-F (AC)	105.7	YORK	0.6/6.9/ 25/ 952
CLASSICAL						WYCR-F (CMR)	98.5	YORK	0.7/4.7/ 69/1405
JAZZ/NEW AC						WGRX-F (CL AOR)	100.7	WSTHNSTR HD	0.5/2.3/ 35/ 614
OTHERS UNKNOWN	7 ( 1)		7 ( 1)	1.0	0.9	WRFY-F (CHR)	102.5	READING	0.7/1.8/ 37/ 548
						WVMD-F (EZ)	104.7	HAGERSTOWN	0.7/1.4/ 37/ 382

RADIO STATIONS

WHP	580, 5 KW (DA-N)	Full Service	CNN ABC, \$28.00 (HMR)	Dame
WHYL	960, 5 KW/22 W (DA-1)	Nostalgia	UNISTR, \$16.00 ( --- )	(CARLISLE)
WLBR	1270, 5 KW/1 KW (DA-2)	Full Service	ABC, \$15.00 (K & P)	(LEBANON)
WRVV-F	97.3, 17 KW @ 840	AOR/AC	\$27.00 (HMR)	Dame
WHYL-F	102.3, 3 KW @ 328	Country	CNN, \$25.00 ( --- )	(CARLISLE)
WIMX-F	99.3, 3 KW @ 328	AC	UNISTR, \$28.00 (HC-Guild)	
WNNK-F	104.1, 23 KW @ 725	CHR	APR, \$88.00 (Christal)	Calendar
WRKZ-F	106.7, 14 KW @ 827	Country	ABC, \$75.00 (Torbet)	Telemidia (HERSHEY)
WTPA-F	93.5, 1.8 KW @ 620	AOR	\$56.00 (Banner)	
WWKL-F	94.9, 25 KW @ 699	Oldies	UNISTR, \$58.00 (Katz)	Barnstable

Other Ranked Stations -- See York or Lancaster

HARTFORD

Arbitron Rank/Pop (12+): 40/990,600  
 MSA Rank/Pop: 44/1,130,000  
 ADI # 24 (w/New Haven)  
 Average Person Ratings: 16.6  
 Market TSL: 22.0 hours

Stations: 25/15  
 Diaries: 1465/676:1/54.9%  
 Sample Target: 1360  
 % Below Line: 18.3  
 % Not Listed: 17.5

1992 Revenue: \$36,900,000  
 HH Inc.: \$42,925  
 Retail \$: 9.1 Bill  
 Pop per Station: 66,040  
 #1 Biller: WTIC \$7,400,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WTIC (FS)	206/12.5	14.7	13.0	12.2	13.5	13.1	269/3682	2673/27.0	28.0	27.2	H	WTIC
2. WYVZ-F (C)	124/ 7.5	6.0	10.1	8.4	7.5	8.0	241/3037	1522/15.4	18.1	14.4	E	WYVZ-F
3. WRCH-F (AC)	116/ 7.0	8.8	7.7	5.7	7.7	7.3	184/2905	1668/16.8	16.1	17.6	D	WRCH-F
4. WHCN-F (AOR)	106/ 6.4	4.2	4.3	6.7	4.7	5.4	167/2669	1486/15.0	13.1	14.5	F	WHCN-F
5. WKSS-F (CHR)	102/ 6.2	5.1	4.7	5.6	5.1	5.4	211/4324	2026/20.5	17.1	18.2	D	WKSS-F
6. WTIC-F (CHR)	97/ 5.9	6.1	6.8	7.6	7.7	6.6	191/4187	2222/22.4	21.7	25.5	F	WTIC-F
7. WDRC-F (O)	77/ 4.7	5.0	4.3	5.8	4.5	5.0	163/2972	1490/15.0	13.5	13.9	F	WDRC-F
WZMX-F (AC)	77/ 4.7	5.3	5.2	5.2	6.4	5.1	125/2703	1621/16.4	15.8	16.1	D	WZMX-F
9. WCCC-F (AOR)	75/ 4.6	5.0	5.6	4.7	4.2	5.0	128/2620	1471/14.8	15.1	14.4	C	WCCC-F
10. WAQY-AF (AOR)	64/ 3.9	2.7	3.0	2.9	2.9	3.1	173/2923	1213/12.2	10.4	9.9		WAQY-AF
11. WDRC (BB)	55/ 3.3	4.2	3.5	3.6	3.5	3.7	55/757	695/ 7.0	7.6	8.0	B	WDRC
WPOP (N/T)	55/ 3.3	2.7	3.1	2.9	2.5	3.0	56/971	878/ 8.9	8.0	9.1	C	WPOP
13.												
14.												
15.												

12+ FM SHARE (METRO): 71.89% (977 of 1359) (SPG 92: 72.45%)

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 WYVZ-F	1 WYVZ-F	1 WTIC >>	1 WTIC >>	1 WTIC <	1 WTIC	1 WTIC	1 WTIC >
2 WKSS-F >>	2 WKSS-F	2 WYVZ-F	WHCN-F	2 WHCN-F	2 WYVZ-F	2 WHCN-F	2 WRCH-F	2 WYVZ-F	2 WKSS-F	2 WPOP <
3	3 WCCC-F	3 WKSS-F	3 WDRC-F	WTIC	3 WRCH-F	3 WYVZ-F	3 WHCN-F	3 WRCH-F	3 WTIC-F	3 WTIC-F
4	4 WTIC-F	4 WCCC-F	4 WTIC	4 WRCH-F	4 WDRC-F	4 WTIC-F	4 WYVZ-F	4 WKSS-F	4 WYVZ-F	4 WKSS-F
5	WAQY-AF	5 WDRC-F	5 WZMX-F	5 WDRC-F	5 WDRC	5 WKSS-F	5 WDRC-F	5 WHCN-F	5 WHCN-F	5 WYVZ-F
6	6 WZMX-F	6 WZMX-F	6 WRCH-F	6 WZMX-F	6 WPOP	6 WCCC-F	6	6	6	6
7	7	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 WKSS-F	1 WKSS-F	1 WTIC-F	1 WKSS-F	1 WRCH-F	1 WCCC-F	1 WHCN-F	1 WHCN-F	1 WHCN-F	1 WHCN-F
WTIC-F	WTIC-F	WKSS-F	2 WTIC-F	2 WYVZ-F	2 WAQY-AF	2 WCCC-F	2 WCCC-F	2 WCCC-F	2 WYVZ-F
3 WHCN-F	3 WZMX-F	3 WZMX-F	WZMX-F	3 WTIC	WHCN-F	3 WAQY-AF	3 WAQY-AF	3 WYVZ-F	3 WTIC
4 WZMX-F	4 WHCN-F	4 WYVZ-F	4 WRCH-F	4 WZMX-F	4 WKSS-F	4 WKSS-F	4 WRCH-F	4 WAQY-AF	4 WDRC-F
5 WRCH-F	5 WRCH-F	5 WYVZ-F	5 WYVZ-F	5 WKSS-F	5	5	WTIC	5 WTIC	5 WCCC-F
WAQY-AF	6 WAQY-AF	WHCN-F	6 WDRC-F	6 WDRC-F	6	6	6 WKSS-F	6 WDRC-F	6 WRCH-F
7 WCCC-F	7	WRCH-F	7	7 WYVZ-F	7	7	7	7	7
8	8	8	8	8 WTIC-F	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		132 ( 2)	132 ( 2)	9.7	NM	WLAT (SP) 1230	Manchester 0.5/0.8/ 9/ 90		
AOR/CLASSIC AOR	2 ( 1)	283 ( 5)	285 ( 6)	21.0	17.6	WLVX (REL) 1550	Bloomfield 0.5/0.7/ 8/ 77		
COUNTRY		140 ( 2)	140 ( 2)	10.3	9.7	WHMW (FS) 1470	Meridon 0.6/1.0/ 17/ 167		
NEWS/TALK	85 ( 3)		85 ( 3)	6.3	4.8	WNEZ (BB) 910	New Britain 0.5/3.1/ 9/ 330		
TOP 40/CHR/CONTEMP		221 ( 3)	221 ( 3)	16.3	17.0	WKCI-F (CHR) 101.3	New Haven 1.3/8.0/112/2449		
BLACK/URBAN						WPLR-F (AOR) 99.1	New Haven 2.0/8.0/134/2392		
SOFT AC	9 ( 1)	116 ( 1)	125 ( 2)	9.2	9.2				
HISPANIC	9 ( 1)		9 ( 1)	0.7	0.8	WAAF-F (AOR) 107.3	Worcester 0.4/1.9/ 66/1225		
OLDIES		77 ( 1)	77 ( 1)	5.7	NA	WABC (T) 770	New York 0.4/1.5/ 36/ 500		
FULL SVC/VARIETY	222 ( 3)		222 ( 3)	16.3	16.3	WFAN (SPRST) 660	New York 1.4/5.2/105/1690		
NOSTALGIA	55 ( 1)		55 ( 1)	4.0	4.1	WHYN (FS) 560	Springfld MA 0.4/1.4/ 79/1154		
RELIGION/GOSPEL	8 ( 1)		8 ( 1)	0.6	0.5	WPKX-F (C) 97.9	Enfield 1.0/3.7/111/1430		
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN					1.0				
	382 (11)	977 (14)	1359 (25)						

HARTFORD

RADIO STATIONS

WDRC, 1300, 5 KW (DA-N)	, Nostalgia	UNISTR CNN, \$ NA (Mc-Guild)	Buckley
WNEZ, 910, 5 KW (DA-N)	, EZ	, \$ 22.00 (Eastman)	DeDominicus
WPDZ, 1410, 5 KW (DA-2)	, NEWS/TALK	ABC, \$ 35.00 (D&R)	Herv Griffin
WTIC, 1080, 50 KW (DA-N)	, FULL SERVICE	CBS, \$ 160.00 (Group W)	Chase
WCCC-F, 106.9, 23 KW @ 731, AOR		ABC, \$ 50.00 (D&R)	
WDRC-C, 102.9, 20 KW @ 810, OLDIES		, \$ 95.00 (McGuild)	Buckley
WHCN-F, 105.9, 16 KW @ 869, AOR/CLASSIC		ABC, \$ 77.00 (Christal)	Beck-Ross
WYSR-F, 104.1, 18 KW @ 836, AC		, \$ 61.00 (D&R)	Herv Griffin (WATERBURY)
WKSS-F, 95.7, 17 KW @ 879, CHR		APR, \$ 57.00 (MHR)	Precision
WRCH-F, 100.5, 8 KW @ 1250, SOFT AC		, \$ 57.00 (Eastman)	DeDominicus
WTIC-F, 96.5, 20 KW @ 810, CHR		, \$ 105.00 (Group W)	Chase
WVYZ-F, 92.5, 18 KW @ 859, COUNTRY		UNISTR, \$ 65.00 (Banner)	(WATERBURY)
WZMX-F, 93.7, 21 KW @ 774, AC		, \$ 52.00 (Katz)	

\*\*\*\*\* 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		*



HONOLULU

Arbitron Rank/Pop (12+): 56/712,400  
 MSA Rank/Pop: 63/860,000  
 NO ADI  
 Average Person Ratings: 15.9  
 Market TSL: 21.25 hours

Stations: 28/28  
 Diaries: 1243/573:1/53.2%  
 Sample Target: 1150  
 % Below Line: 0.0  
 % Not Listed: 6.9

1992 Revenue: \$19,700,000  
 HH Inc.: \$42,864  
 Retail \$: 8.8 Bil  
 Pop per Station: 25,443  
 #1 Biller: KSSK \$3,800,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KSSK-F (AC)	122/10.8	14.7	11.1	11.0	12.5	11.9	122/1830	1830/25.7	23.9	30.0	D	KSSK-F
2. KSSK (FS)	117/10.3	9.7	10.6	9.6	8.4	10.0	117/1190	1190/16.7	18.1	17.8	E	KSSK
3. KIKI-F (CHR)	99/ 8.7	8.4	9.6	10.3	11.1	9.3	99/1750	1750/24.6	22.8	25.2	C	KIKI-F
4. KQMQ-AF (CHR)	93/ 8.2	8.9	6.7	7.8	9.6	7.9	93/1689	1689/23.7	22.2	25.1	D	KQMQ-AF
5. KUMU-AF (EZ/SAC)	92/ 8.2	9.2	7.7	6.5	9.8	7.9	92/1118	1118/15.7	17.3	17.7	C	KUMU-AF
6. KRTR-F (AC)	85/ 7.5	4.8	5.7	7.0	5.4	6.3	85/1259	1259/17.7	15.4	15.8	D	KRTR-F
7. KCCN-F (E)	73/ 6.4	6.2	7.2	9.2	6.7	7.3	73/1175	1175/16.5	16.1	16.9	D	KCCN-F
8. KGU (N/T)	60/ 5.3	4.2	5.5	3.3	4.3	4.6	60/886	886/12.4	14.4	10.3	C	KGU
9. KINE-F (E)	58/ 5.1	4.5	3.9	4.1	3.9	4.4	58/728	728/10.2	9.1	9.3	A	KINE-F
10. KDEO-F (C)	38/ 3.4	2.2	4.8	2.6	2.6	3.3	38/689	689/ 9.7	9.3	7.2	A	KDEO-F
11. KPOI-F (AOR)	36/ 3.2	3.5	4.3	4.0	2.6	3.8	36/691	691/ 9.7	10.2	7.9	C	KPOI-F
12. KIKI (O)	24/ 2.1	2.1	2.1	3.1	2.1	2.4	24/478	478/ 6.7	5.7	7.2		KIKI
13. KCCN (E)	19/ 1.7	2.2	2.6	1.6	2.4	2.0	19/441	441/ 6.2	4.8	7.0		KCCN
KHVV-AF (N/T)	19/ 1.7	1.8	1.6	3.4	4.2	2.1	19/554	554/ 7.8	8.1	15.1		KHVV-AF
15. KULA (BB)	18/ 1.6	1.4	2.3	2.0	1.2	1.8	18/249	249/ 3.5	3.6	3.8		KULA

12+ FM SHARE (METRO): 67.65% (713 of 1054) (SPG 92: 67.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KIKI-F>	1 KIKI-F	1 KSSK-F>	1 KSSK-F>	1 KSSK-F	1 KSSK	1 KSSK	1 KSSK-F	1 KIKI-F<	1 KIKI-F	1 KRTR-F
2 KQMQ-AF>>	KQMQ-AF<	2 KQMQ-AF<	2 KSSK <	2 KSSK	2 KUMU-AF	2 KSSK-F>	2 KSSK <	2 KSSK-F	2 KQMQ-AF<	2 KSSK
3 KCCN-F	3 KSSK-F	3 KIKI-F	3 KRTR-F	3 KRTR-F	3 KSSK-F>	3 KQMQ-AF	3 KUMU-AF	3 KUMU-AF<	3 KRTR-F	3 KSSK-F
4	4 KRTR-F	KRTR-F	4 KINE-F	4 KINE-F	4	4 KIKI-F<	4 KGU	4 KQMQ-AF<	4 KCCN-F	4 KAIM
5	5 KCCN-F	5 KSSK	5 KCCN-F	5 KCCN-F<	5	5 KRTR-F<	5 KQMQ-AF	5 KSSK	5 KSSK-F	5 KCCN-F
6	6 KDEO-F	6 KCCN-F	6 KQMQ-AF	6 KUMU-AF	6	6 KUMU-AF	6 KIKI-F	6 KCCN-F	6	6 KGU
7	7	7	7	7	7	7	7	7	7	7
8	8	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 KQMQ-AF	1 KQMQ-AF<	1 KSSK-F	1 KSSK-F	1 KSSK-F	1 KIKI-F	1 KIKI-F>	1 KCCN-F	1 KSSK-F	1 KSSK-F
2 KIKI-F	2 KRTR-F<	2 KRTR-F	2 KRTR-F<	2 KSSK	2 KSSK-F	2 KSSK-F<	2 KPOI-F	2 KIKI-F<	2 KSSK
3 KRTR-F	3 KSSK-F>	3 KINE-F	3 KQMQ-AF	3 KRTR-F>	3 KQMQ-AF	3 KQMQ-AF	3 KRTR-F	3 KCCN-F	KCCN-F<
KCCN-F	4 KIKI-F	4 KQMQ-AF	4 KSSK	4 KUMU-AF<	4 KDEO-F	4 KCCN-F<	4 KSSK-F	4 KINE-F	4 KINE-F
5	5 KCCN-F	5 KIKI-F	5 KIKI-F	5 KQMQ-AF	5	5 KDEO-F	KDEO-F	5 KQMQ-AF	5 KRTR-F
6	6 KINE-F	6	6	6 KINE-F	6	6 KPOI-F	6 KIKI-F	KSSK	6 KPOI-F
7	7	7	7	7	7	7	7	7	7
									KUMU-AF
									KGU

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		207 ( 2)	207 ( 2)	19.6	NM	KAIM (REL) 870 Honolulu	0.4/2.0/ 5/ 144
AOR/CLASSIC AOR		52 ( 2)	52 ( 2)	4.9	5.1	KAIM-F (REL) 95.5 Honolulu	1.1/3.1/ 13/ 223
COUNTRY	14 ( 1)	38 ( 1)	52 ( 2)	4.9	4.7	KDEO (C) 940 Waipahu	1.2/3.4/ 14/ 245
NEWS/TALK	84 ( 4)	8 ( 1)	92 ( 5)	8.7	7.3	KGUY-F (AOR) 107.9 Aiea	1.4/4.6/ 16/ 327
TOP 40/CHR/CONTEMP	8 ( 1)	184 ( 2)	192 ( 3)	18.2	22.0	KHNR (T) 650 Honolulu	0.7/3.1/ 8/ 220
BLACK/URBAN						KISA (E) 1540 Honolulu	0.6/2.3/ 7/ 161
SOFT AC	12 ( 1)	80 ( 1)	92 ( 2)	8.7	10.5	KLHT (REL) 1040 Honolulu	0.7/1.9/ 8/ 133
HISPANIC						KNDI (REL) 1270 Honolulu	1.1/1.8/ 12/ 129
OLDIES	24 ( 1)		24 ( 1)	2.3	NA	KWAI (T) 1080 Honolulu	0.4/1.3/ 5/ 93
FULL SVC/VARIETY	117 ( 1)		117 ( 1)	11.1	9.0	KZOO (E) 1210 Honolulu	1.1/2.3/ 13/ 166
NOSTALGIA	18 ( 1)		18 ( 1)	1.7	NA		
RELIGION/GOSPEL	17 ( 2)	13 ( 1)	30 ( 3)	2.8	1.8		
CLASSICAL							
JAZZ/NEW AC							
OTHERS UNKNOWN	39 ( 3)	131 ( 2)	170 ( 5)	16.0	13.0		
	341 (15)	713 (12)	1054 (27)				

HONOLULU

-----

RADIO STATIONS

-----

KCCN	,	1420,	5 KW	,	Ethnic	,	\$ NA	(Banner)	
KDEO	,	940,	10 KW	,	Country		MBS, \$16.00	(K & P)	
KGU	,	760,	10 KW	,	News/Talk		NBC-T ABC, \$26.00	(Banner)	Givens
KHVM	,	990,	5 KW	,	News/Talk		NBC ABC, \$20.00	( --- )	
KIKI	,	830,	10 KW	,	Oldies		UNISTR, \$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	(Banner)	
KDEO-F,		102.7,	61 KW @ 1893	,	AOR		MBS, \$22.00	(K & P)	(WAIPAHU)
KINE-F,		105.1,	100 KW @ 1948	,	Oldies		, \$20.00	(HMR)	
KHHH-F,		98.5,	100 KW @ 1073	,	News/Talk		ABC NBC, \$22.00	( --- )	
KIKI-F,		93.9,	100 KW @ -144	,	CHR		, \$40.00	(Christal)	
KPOI-F,		97.5,	80 KW @ 46	,	AOR		, \$38.00	(Katz)	
KQMQ-F,		93.1,	54 KW @ -118	,	CHR		, \$59.00	(Katz)	
KRTR-F,		96.3,	75 KW @ 2139	,	AC		, \$31.00	(Katz)	(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)	

Miscellaneous: KQMQ-F turned over to Greyhound Financial . . .

HOUSTON

Arbitron Rank/Pop (12+): 10/3,047,300

Stations: 33/33

1992 Revenue: \$129,500,000

MSA Rank/Pop: 8/3,700,000

Diaries: 2318/1315:1/44.8%

HH Inc.: \$33,870

ADI # 11

Sample Target: 2330

Retail \$: 28.9 Bil

Average Person Ratings: 17.7

% Below Line: 0.0

Pop per Station: 93,342

Market TSL: 23.25 hours

% Not Listed: 11.5

#1 Biller: KILT-AF \$16,000,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KILT-F (C)	414/ 7.7	7.4	8.8	8.5	8.1	8.1	441/6351	5840/19.2	19.7	19.6	J	KILT-F
2. KIKK-F (C)	334/ 6.2	5.7	6.4	7.7	7.5	6.5	378/5884	5197/17.1	18.4	19.9	I	KIKK-F
3. KBXX-F (CHR)	285/ 5.3	5.0	5.2	5.1	4.6	5.2	314/4691	4115/13.5	11.8	13.0	F	KBXX-F
4. KLOL-F (AOR)	256/ 4.7	5.0	4.5	6.3	6.8	5.1	267/4320	4041/13.3	13.3	16.6	I	KLOL-F
5. KTRH (N/T)	248/ 4.6	4.3	4.7	4.2	4.1	4.5	275/5267	4788/15.7	17.8	14.7	I	KTRH
6. KHM-F (AC)	243/ 4.5	4.9	4.9	4.2	4.6	4.6	259/4365	4122/13.5	14.3	14.6	H	KHM-F
7. KKBQ-AF (C)	243/ 4.5	4.8	2.9	1.8	2.3	3.5	253/3773	3593/11.8	9.9	8.3	E	KKBQ-AF
8. KMJQ-F (B)	245/ 4.5	4.6	4.2	4.6	4.7	4.5	291/4975	4373/14.4	11.6	11.7	H	KMJQ-F
9. KODA-F (SAC)	221/ 4.1	3.6	4.8	4.6	5.0	4.3	245/4107	3679/12.1	12.9	14.1	H	KODA-F
10. KQUE-F (BB)	217/ 4.0	3.7	3.8	4.5	4.1	4.0	233/2703	2550/ 8.4	7.5	7.9	E	KQUE-F
11. KRBE-F (CHR)	204/ 3.8	4.2	4.4	4.1	5.1	4.1	217/4836	4379/14.4	14.5	16.8	F	KRBE-F
12. KLDE-F (O)	185/ 3.4	3.5	4.2	3.3	4.0	3.6	215/3861	3422/11.2	12.2	12.8	H	KLDE-F
13. KPRC (T)	181/ 3.4	1.9	2.5	2.7	3.6	2.6	183/2904	2827/ 9.3	7.5	9.6	E	KPRC
14. KZFX-F (CL AOR)	177/ 3.3	3.6	3.3	3.8	3.2	3.5	186/3449	3252/10.7	10.3	10.8	G	KZFX-F
15. KHYS-F (B/AC)	151/ 2.8	4.1	2.7	3.6	3.6	3.3	207/2835	2331/ 7.6	6.7	7.6	D	KHYS-F
16. KLTR-F (AC)	144/ 2.7	2.4	3.2	2.9	2.7	2.8	155/3124	2990/ 9.8	8.8	10.7	F	KLTR-F
17. KSEV (SP)	142/ 2.6	2.8	2.0	1.7	2.0	2.3	151/2137	2029/ 6.7	5.8	4.6		KSEV
18. KQK-F (SP)	131/ 2.4	2.5	2.0	2.7	1.9	2.4	133/1832	1757/ 5.8	4.5	4.9		KQK-F
19. KKZR-F (AOR)	121/ 2.2	2.1	1.8	0.6	0.4	1.7	150/2351	1963/ 6.4	4.2	1.8	B	KKZR-F
20. KLAT (SP)	86/ 1.6	2.4	1.6	1.8	1.4	1.9	86/1408	1408/ 4.6	3.3	3.8	D	KLAT
21. KLTN-F (SP)	75/ 1.4	0.9	1.5	1.1	---	1.2	76/1076	1051/ 3.4	2.7	---		KLTN-F
22. KXYZ (SP)	64/ 1.2	1.0	0.9	1.1	1.7	1.1	64/1054	1054/ 3.5	2.6	3.6	D	KXYZ
23. KEYH (SP)	64/ 1.2	1.5	1.2	1.3	1.1	1.3	64/886	878/ 2.9	1.5	2.3		KEYH
24.												
25.												

12+ FM SHARE (METRO): 77.48% (3699 of 4774) (SPG 92: 79.39%)

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

HOUSTON

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		387 ( 2)	387 ( 2)	8.1	NM	KCOH (B) 1430 Houston	0.9/2.5/ 52/ 792
AOR/CLASSIC AOR		554 ( 3)	554 ( 3)	11.6	11.5	KIKK (C) 650 Pasadena	0.3/1.2/ 16/ 404
COUNTRY	53 ( 3)	991 ( 3)	1044 ( 6)	21.9	21.4	KILT (C) 610 Houston	0.5/1.8/ 35/ 634
NEWS/TALK	429 ( 2)		429 ( 2)	9.0	11.1	KLVL (SP) 1480 Pasadena KMPQ (SP) 980 Rosenberg	0.9/2.3/ 49/ 697 0.7/1.4/ 39/ 444
TOP 40/CHR/CONTEMP		489 ( 2)	489 ( 2)	10.2	11.2	KNUZ (O) 1230 Houston	0.4/1.0/ 23/ 312
BLACK/URBAN	68 ( 2)	396 ( 2)	464 ( 4)	9.7	10.9	KRTS-F (CL) 92.1 Seabrook	1.0/3.5/ 56/1116
SOFT AC		221 ( 1)	221 ( 1)	4.6	5.8	KWWJ (REL) 1360 Baytown	1.1/2.1/ 59/ 626
HISPANIC	444 ( 6)	202 ( 2)	650 ( 8)	13.6	8.0	KYOK (B) 1590 Houston	0.3/1.0/ 18/ 316
OLDIES	23 ( 1)	165 ( 1)	188 ( 2)	3.9	NA		
FULL SVC/VARIETY							
NOSTALGIA		217 ( 1)	217 ( 1)	4.5	4.7		
RELIGION/GOSPEL	59 ( 1)		59 ( 1)	1.2	0.9		
CLASSICAL		53 ( 1)	53 ( 1)	1.1	0.8		
JAZZ/NEW AC							
OTHERS UNKNWN					0.4		
	1075 (15)	3699 (18)	4774 (33)				

RADIO STATIONS

AM STATIONS

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

FM STATIONS

KBXX, 97.9, 100 KW @ 1919, CHR/URBAN		, \$ 100.00 (Banner)	Cook Inlet
KHCB, 105.7, 100 KW @ 1614, RELIGION		, \$ 33.00 (---)	
KHMX, 96.5, 97 KW @ 1919, AC		, \$ 145.00 (D&R)	Nationwide
KHYS, 98.5, 100 KW @ 417, BLACK AC	UNIPWR, CBS,	\$ 65.00 (Mc-Guild)	Clear Channel (BEAUMONT)
KIKK, 95.7, 95 KW @ 1919, COUNTRY		, \$ 225.00 (Torbet)	Viacom
KILT, 100.3, 100 KW @ 1919, COUNTRY	UNISTR, \$	225.00 (Group W)	Westinghouse
KKZR, 106.9, 100 KW @ 1125, AOR	ABC, \$	50.00 (Banner)	(CONROE)
KKBQ, 92.9, 97 KW @ 1919, COUNTRY		, \$ 120.00 (McGuild)	Gannett
KLDE, 94.5, 95 KW @ 1919, OLDIES	UNISTR, \$	160.00 (D&R)	Entercom
KLLO, 101.1, 95 KW @ 1919, AOR	SOURCE, \$	192.00 (CBS)	Evergreen
KLTR, 93.7, 100 KW @ 1719, AC	CBS, \$	136.00 (CBS)	CBS
KHJQ, 102.1, 100 KW @ 1719, BLACK		, \$ 191.00 (Mc-Guild)	Noble
KODA, 99.1, 100 KW @ 1919, SOFT AC		, \$ 154.00 (MHR)	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 (K & P)	(SEABROOK)
KZFX, 107.5, 95 KW @ 1971, CLASSIC AOR		, \$ 140.00 (Katz)	Shamrock
KCQK, 106.5, 100 KW @ 699, HISPANIC		, \$ 60.00 (Caballero)	(GALVESTON)

Miscellaneous: KTRH, KLLO-F sold by Rusk to Evergreen for \$51,000,000 (MVP) . . . KIKK A/F sold by Viacom to Westinghouse for \$20,000,000 plus WCPT, WCXR-F in Washington (MVP; Star). . . KNUZ changes from Oldies to News (July). . .

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 136/262,500  
 MSA Rank/Pop: 153/310,000  
 ADI # 55 (w/Charleston)  
 Average Person Ratings: 15.02  
 Market TSL: 20.00 hours

Stations: 18/15  
 Diaries: 822/319:1/55.8%  
 Sample Target: 750  
 % Below Line: 9.4  
 % Not Listed: 13.7

1992 Revenue: \$6,300,000  
 MH Inc.: \$23,741  
 Retail \$: 2.0 Bill  
 Pop per Station: 17,500  
 #1 Biller: WTCR-AF \$3,000,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WTCR-AF (C)	111/28.1	30.5	31.9	35.7	29.2	----	149/1709	1227/46.7	47.5	48.3	E	WTCR-AF
2. WKEE-F (CHR)	68/17.2	2.3	.7	1.3	1.0	----	94/1461	862/32.8	30.1	30.2	C	WKEE-F
3. WRVC-F (AC)	31/ 7.8	8.3	7.5	7.8	11.1	----	59/978	515/19.6	21.8	19.3	C	WRVC-F
4. WLGC-F (C)	21/ 5.3	3.3	2.5	1.1	1.8	----	23/457	326/12.4	9.9	6.3	A	WLGC-F
WKLC-F (AOR)	21/ 3.5	5.3	3.5	5.9	5.5	----	31/639	323/12.3	11.6	10.5		WKLC-F
6. WEMH-F (REL)	20/ 5.1	3.3	4.7	3.8	3.0	----	23/432	282/10.7	8.8	12.6	B	WEMH-F
7. WXVK-F (C)	12/ 3.0	3.5	4.5	2.4	2.5	----	17/318	266/10.1	9.1	10.6	A	WXVK-F
8. WMLV-F (SAC)	10/ 2.5	1.5	----	1.3	1.3	----	10/ 66	66/ 2.5	4.5	----		WMLV-F
WPAY-F (C)	10/ 2.5	2.3	3.5	4.8	2.5	----	59/825	241/ 9.2	6.7	7.7		WPAY-F
10. WTKZ (T)	9/ 2.3	2.0	2.7	2.7	1.5	----	9/161	131/ 5.0	6.6	6.6	A	WTKZ

12+ FM SHARE (METRO): 91.79% (313 of 341) (SPG 92: 88.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKEE-F>>	1 WTCR-AF<	1 WTCR-AF<	1 WTCR-AF>>	1 WTCR-AF>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>	1 WTCR-AF<
2	2 WKEE-F>>	2 WKEE-F>	2 WKEE-F>>	2 WKEE-F>>	2 WRVC-F<	2 WKEE-F>>	2 WKEE-F>	2 WKEE-F>>	2 WKEE-F>>	2 WRVC-F
3	3 WKLC-F	3 WRVC-F	3 WRVC-F>	3 WRVC-F>	3 WKEE-F	3 WRVC-F	3 WRVC-F>	3 WRVC-F>	3 WRVC-F	3 WEMH-F
4	4	4 WKLC-F	4 WLGC-F	4 WLGC-F	4 WEMH-F	4	4 WLGC-F	4 WKLC-F	4	4 WEMH-F
5	5	5 WLGC-F	5	5	5	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 WKEE-F	1 WTCR-AF<	1 WTCR-AF	1 WTCR-AF>	1 WTCR-AF>>	1 WKEE-F	1 WTCR-AF	1 WTCR-AF	1 WTCR-AF>	1 WTCR-AF>>
2 WTCR-AF	2 WKEE-F>>	2 WKEE-F	2 WKEE-F>>	2 WKEE-F>>	2 WKLC-F	2 WKEE-F	2 WKEE-F	2 WKEE-F>	2 WKEE-F
3	3 WXVK-F	3	3 WRVC-F	3 WRVC-F	3 WTCR-AF	3 WKLC-F>>	3 WKLC-F	3 WRVC-F	3 WRVC-F
4	4 WKLC-F	4	4	4	4	4	4	4 WKLC-F	4 WKLC-F
									4 WKLC-F

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		36 ( 2)	36 ( 2)	11.0	NM	WCHI (?) 1340	Ashland, KY	0.3/1.5/	1/ 39
AOR/CLASSIC AOR		21 ( 1)	21 ( 1)	6.1	4.1	WCHI-F (AC) 92.7	Ashland, KY	1.3/4.2/	5/ 112
COUNTRY	9 ( 2)	155 ( 5)	164 ( 7)	48.0	47.8	WGOH (C) 1370	Grayson, KY	1.0/3.2/	4/ 87
NEWS/TALK	9 ( 1)		9 ( 1)	3.0	3.2	WAEZ (EZ) 106.3	Milton, WV	1.1/6.5/	9/ 295
TOP 40/CHR/CONTEMP		68 ( 1)	68 ( 1)	20.0	17.2	WQBE-F (C) 97.5	Charleston	1.5/2.4/	36/ 559
BLACK/URBAN									
SOFT AC	1 ( 1)	13 ( 2)	14 ( 3)	4.1	2.3				
HISPANIC									
OLDIES	8 ( 1)		8 ( 1)	2.3	NA				
FULL SVC/VARIETY					1.2				
NOSTALGIA									
RELIGION GOSPEL		20 ( 1)	20 ( 1)	6.0	5.5				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN	1 ( 1)		1 ( 1)	.2	2.3				
	28 ( 6)	313 (12)	341 (18)						

RADIO STATIONS

WKEE , 800, 5 KW/185 W (DA-2), Oldies UNISTR CNN, \$ NA (D & R) Adventure  
 WTCR , 1420, 5 KW/500 W (DA-N), Country ABC, \$ NA (Katz) CRB  
 WTKZ , 930, 5 KW/1 KW (DA-N), Talk IBN NBC, \$11.00 (Banner)

WAEZ-F, 106.3, .5 KW @ 1092, Soft AC/EZ UNISTR, \$10.00 ( --- ) (MILTON)  
 WEMH-F, 107.9, 50 KW @ 500, Religion, \$16.00 ( --- ) Hortenson  
 WKEE-F, 100.5, 53 KW @ 561, CHR, ABC, \$38.00 (D & R) Adventure  
 WLGC-F, 105.7, 12 KW @ 479, Country, \$11.00 (D & R) (GREENUP)

WRVC-F, 93.7, 100 KW @ 738, AC, NBC, \$24.00 (Banner) (ASHLAND)  
 WTCR-F, 103.3, 50 KW @ 492, Country, ABC, \$51.00 (Katz) CRB  
 WXVK-F, 97.1, 1.3 KW @ 495, Country, \$16.00 ( --- ) Adventure (COAL GROVE, OH)  
 WPAY-F, 104.1, 100 KW @ 840, Country, CBS UNISTR, \$ NA (Regional) Braden (PORTSMOUTH)

WKLC-F -- see Charleston

Miscellaneous: WXVK-F sold to Adventure (D) for \$260,000 plus WEEL-F in Shadyside WV . . .

HUNTSVILLE

Arbitron Rank/Pop (12+): 108/343,500  
 MSA Rank/Pop: 181/356,000  
 ADI # 81 (w/Decatur)  
 Average Person Ratings: 16.0  
 Market TSL: 21.25 hours

Stations: 18/15  
 Diaries: 830/414:1/53.7%  
 Sample Target: 800  
 % Below Line: 9.1  
 % Not Listed: 18.0

1992 Revenue: \$10,200,000  
 HH Inc.: \$31,600  
 Retail \$: 2.8 Bil  
 Pop per Station: 22,900  
 #1 Biller: WDRM-F \$3,700,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. WDRM-F (C)	124/22.5	22.2	24.4	25.8	23.8	----	217/2262	1344/29.1	42.8	40.7	WDRM-F
2. WZYP-F (CHR)	56/10.2	9.3	8.4	12.0	12.6	----	96/1402	808/23.5	26.8	27.4	WZYP-F
3. WAHR-F (AC)	39/ 7.1	8.5	7.9	8.8	8.3	----	50/709	556/16.2	17.4	18.4	WAHR-F
4. WRSA-F (SAC)	37/ 6.7	9.5	10.5	7.6	7.3	----	70/840	501/14.6	16.6	14.9	WRSA-F
5. WEUP (B)	27/ 4.9	3.0	4.5	5.2	5.0	----	29/375	367/10.7	11.0	9.5	WEUP
6. WKDF-F (AOR)	26/ 4.7	3.7	2.6	1.7	.4	----	47/637	299/ 8.7	4.0	1.5	WKDF-F
7. WBHP (C/FS)	24/ 4.4	4.2	2.6	2.7	3.6	----	24/260	252/ 7.3	9.0	8.4	WBHP
8. WENN-F (B)	21/ 3.8	3.9	3.4	3.1	3.7	----	29/402	310/ 9.0	7.8	7.1	WENN-F
9. WVNN (T)	18/ 3.3	3.7	2.1	1.7	1.4	----	25/355	263/ 7.7	7.3	5.2	WVNN
10. WHVK-F (C)	16/ 2.9	3.2	4.8	2.7	3.4	----	44/661	354/10.3	10.1	9.5	WHVK-F
11. WAZK (AOR)	15/ 2.7	5.3	3.3	----	----	----	22/309	263/ 7.7	5.9	0.0	WAZK
12. WTAK (AOR)	13/ 2.4	2.3	4.8	4.6	5.5	----	13/169	157/ 4.6	5.9	6.8	WTAK
13. WNDA-F (REL)	12/ 2.2	1.8	1.0	1.7	1.1	----	17/369	316/ 9.2	4.1	4.6	WNDA-F
14.											
15.											

12+ FM SHARE (METRO): 80.04% (361 of 451) (SPG 92: 78.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F>>	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 WZYP-F<	1 WDRM-F>>
2 WDRM-F>>	WDRM-F>	2 WZYP-F<	2 WAHR-F	2 WAHR-F	2 WRSA-F>	2 WZYP-F	2 WAHR-F<	2 WZYP-F	2 WDRM-F>	2 WEUP <
3	3 WKDF-F<	3 WAHR-F>	3 WZYP-F>	3 WZYP-F>	3 WBHP-F	3 WRSA-F	3 WZYP-F	3 WAHR-F<	3 WAHR-F	3 WZYP-F
4	4 WAHR-F	4 WKDF-F	4	4 WKDF-F	4 WAHR-F	4 WAHR-F	4 WVNN-F<	4 WRSA-F	4 WENN-F	4 WENN-F
5	5 WEUP	5 WEUP	5	5	5	5 WBHP	5 WKDF-F	5	5	5
6	6	6	6	6	6	6	6 WBHP	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 WZYP-F	1 WDRM-F	1 WDRM-F	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F	1 WKDF-F	1 WKDF-F	1 WDRM-F	1 WDRM-F>>
2 WDRM-F	2 WZYP-F	2 WAHR-F	2 WAHR-F<	2 WAHR-F>	WZYP-F	2 WZYP-F	2 WAHR-F	2 WZYP-F	2 WAHR-F
3 WAHR-F	3 WAHR-F>	3 WZYP-F	3 WZYP-F>	3 WZYP-F	WKDF-F	3 WDRM-F	WENN-F	WKDF-F	3 WZYP-F
WEUP	4 WEUP	4	4 WEUP	4 WEUP	4	4	4	4 WAHR-F	WKDF-F
WENN-F	5	5	5	WRSA-F	5	5 WHVK-F	5	5 WENN-F	5 WAZK-F
						WAHR-F			

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQM/CUME	TSA	TSA
AC		51 ( 3)	51 ( 3)	11.3	NM	WJRA	1310	Priceville	0.9/1.1/ 5/ 39
AOR/CLASSIC	13 ( 1)	41 ( 2)	54 ( 3)	12.0	8.2	WLOR	1550	Huntsville	0.5/1.5/ 3/ 52
COUNTRY	29 ( 2)	140 ( 2)	169 ( 4)	37.5	38.4	WQLT-F	107.3	Florence	1.1/7.5/ 47/ 847
NEWS/TALK	18 ( 1)		18 ( 1)	4.0	1.7	WYAM-F	106.2	Hartselle	1.1/3.7/ 6/ 134
TOP 40/CHR/CONTEMP		59 ( 2)	59 ( 2)	13.1	15.7	WAPI-F (CHR)	94.5	Birmingham	0.5/1.2/ 13/ 205
BLACK/URBAN	27 ( 1)	21 ( 1)	48 ( 2)	10.6	10.6				
SOFT AC		37 ( 1)	37 ( 1)	8.2	8.9				
HISPANIC									
OLDIES									
FULL SRVC VARIETY									
NOSTALGIA									
RELIGION/GOSPEL		12 ( 1)	12 ( 1)	2.7	1.3				
CLASSICAL									
JAZZ/NEW AC									
UNKNOWN/OTHERS	3 ( 1)		3 ( 1)	0.7	1.7				
	90 ( 6)	361 ( 12)	451 ( 18)						

HUNTSVILLE

RADIO STATIONS

WBHP, 1230, 1 KW, COUNTRY	ABC, \$ 25.00 (Katz)	
WEUP, 1600, 5 KW/500 W (DA-N), BLACK	AURN, \$ 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)	(TULLAHOMA, 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)
WAZK-F, 92.5, 3 KW @ 418, AOR	SMN, \$ 17.00 (---)	(TRINITY)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,050,000  
 MSA Rank/Pop: 40/1,260,000  
 ADI # 27  
 Average Person Ratings: 16.8  
 Market TSL: 22.25 hours

Stations: 24/22  
 Diaries: 1745/602:1/52.4%  
 Sample Target: 1650  
 % Below Line: 1.5  
 % Not Listed: 8.3

1992 Revenue: \$46,400,000  
 HH Inc.: \$32,434  
 Retail \$: 11.7 Bil  
 Pop per Station: 47,727  
 #1 Biller: WFBQ-F \$10,900,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WFMS-F (C)	285/16.2	15.8	15.7	14.0	12.7	15.4	396/4102	2942/28.0	27.1	23.3	G	WFMS-F
2. WFBQ-F (AOR)	212/12.0	12.9	11.0	11.5	14.3	11.9	434/5203	2705/25.8	25.8	27.6	I	WFBQ-F
3. WIBC (T/N)	194/11.0	11.5	11.7	11.3	12.2	11.4	218/3125	2633/25.1	19.7	22.3	G	WIBC
4. WENS-F (AC)	141/ 8.0	6.1	7.4	6.9	6.9	7.1	177/2486	1957/18.6	19.2	16.8	F	WENS-F
5. WKLR-F (O)	110/ 6.2	4.5	5.5	7.0	5.4	5.8	159/2840	1876/17.9	16.3	16.1	E	WKLR-F
6. WHHH-F (U/CHR)	108/ 6.1	5.1	5.3	5.2	4.9	5.4	110/1528	1440/13.7	13.2	11.7	B	WHHH-F
7. WTPI-F (SAC)	102/ 5.8	6.6	5.5	6.4	4.9	6.1	120/1710	1377/13.1	14.5	11.4	E	WTPI-F
8. WZPL-F (CHR)	92/ 5.2	7.1	7.0	8.2	9.2	6.9	151/2896	1868/17.8	21.6	22.6	F	WZPL-F
9. WRZX-F (AOR)	87/ 4.9	4.4	6.0	3.6	4.3	4.7	122/1784	1034/ 9.8	11.9	13.8	C	WRZX-F
10. WTLC-F (B)	74/ 4.2	4.9	5.5	5.3	4.3	5.0	85/1344	1173/11.2	11.4	9.1	D	WTLC-F
11. WTT5-F (AOR)	26/ 1.5	1.4	1.2	1.4	1.4	1.4	51/1218	674/ 6.4	6.1	6.7		WTT5-F
12. WNDE (T)	24/ 1.4	3.4	3.4	2.3	2.1	2.6	30/820	680/ 6.5	10.8	6.6	B	WNDE
13. WTLC-F (B/G)	22/ 1.2	0.9	1.3	3.3	3.4	1.7	22/325	322/ 3.1	2.9	6.8	D	WTLC
14. WQFE-F (SAC)	22/ 1.2	1.5	1.1	---	---	1.3	22/278	278/ 2.6	2.2	---	A	WQFE-F
15. WXTZ-F (SAC/EZ)	19/ 1.1	---	---	---	---	1.1	21/298	259/ 2.5	---	---		WXTZ-F

12+ FH SHARE (METRO): 82.58% (1333 of 1614) (SPG 92: 78.49%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
AC		150 ( 2)	150 ( 2)	9.3	NM		WBRI (REL) 1500 Indianapolis	0.7/1.5/ 14/	170	
AOR/CLASSIC AOR		325 ( 3)	325 ( 3)	20.1	22.1		WCKN (C) 1430 Indianapolis	0.9/2.2/ 17/	282	
COUNTRY	16 ( 1)	305 ( 2)	321 ( 3)	19.9	15.3		WPZZ-F (G) 95.9 Franklin	0.5/1.8/ 9/	228	
NEWS/TALK	218 ( 2)		218 ( 2)	13.5	2.3		WSYW-F (CL) 107.1 Danville	0.5/2.0/ 9/	141	
TOP 40/CHR/CONTEMP		92 ( 1)	92 ( 1)	5.7	15.7		WXIR-F (REL) 98.3 Plainfield	0.5/2.4/ 9/	272	
BLACK/URBAN	22 ( 1)	182 ( 2)	204 ( 3)	12.6	5.8		WLW (REL) 950 Indianapolis	0.3/2.1/ 7/	273	
SOFT AC		143 ( 3)	143 ( 3)	8.9	5.4		WXXP-F (AC) 97.9 Anderson	0.5/1.6/ 24/	332	
HISPANIC										
OLDIES		110 ( 1)	110 ( 1)	6.8	NA		WKKG-F (C) 101.5 Columbus	1.1/2.1/101/1111		
FULL SVC/VARIETY	6 ( 1)		6 ( 1)	0.4	14.0		WLW (FS) 700 Cincinnati	0.3/1.6/ 38/	772	
NOSTALGIA										
RELIGION/GOSPEL	19 ( 2)	18 ( 2)	37 ( 4)	2.3	1.2					
CLASSICAL		8 ( 1)	8 ( 1)	0.5	0.7					
JAZZ/NEW AC										
OTHERS UNKNOWN										
	281 ( 7)	1333 ( 17)	1614 ( 24)							



INDIANAPOLIS

RADIO STATIONS

WIBC, 1070, 50 KW/10 KW (DA-2), TALK/NEWS	NBC-T NBC, \$ 140.00 (Christal)	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, \$ 30.00 (D&R)	Panache
WENS-F, 97.1, 23 KW @ 738, AC	, \$ 94.00 (McGuild)	Emmis
WFMS-F, 95.5, 13 KW @ 991, COUNTRY	, \$ 108.00 (MHR)	Susquehanna
WRZX-F, 103.3, 18 KW @ 850, AOR	ABC, \$ 52.00 (Banner)	Broadcast Alchemy
WHHH-F, 96.3, 0.6 KW @ 705, CHR/URBAN	, \$ 34.00 ( --- )	
WKLR-F, 93.1, 13 KW @ 1023, OLDIES	, \$ 80.00 (Christal)	Sconnix
WFBQ-F, 94.7, 52 KW @ 850, AOR	SOURCE, \$ 175.00 (Katz)	Broadcast Alchemy
WPZZ-F, 95.9, 3 KW @ 298, GOSPEL	AURN, \$ 17.00 (Regional)	Willis (FRANKLIN)
WSYW-F, 107.1, 3 KW @ 298, CLASSICAL	, \$ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 449, BLACK	CBS, \$ 56.00 (D&R)	Panache
WTPI-F, 107.9, 22 KW @ 761, SOFT AC	, \$ 68.00 (D&R)	Mystar
WZPL-F, 99.5, 13 KW @ 991, CHR	APR, \$ 92.00 (D&R)	Booth
WXTZ-F, 93.9, 2.8 KW @ 492, EZ	, \$ 20.00 ( --- )	(NOBLESVILLE)
WTTS-F, 92.3, 37 KW @ 1089, AOR	, \$ 32.00 (Banner)	Sarkes Tarzian (BLOOMINGTON)

Miscellaneous: WAJC-F sold by Butler University to Susquehanna for \$7,200,000 (Stevens) . . . WCKN, WRZX-F sold by HL/WIN to Broadcast Alchemy for \$7,000,000 (Stevens) . . . WIBC changes from Full Service to Talk/News (April) . . .

\*\*\*\*\* 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+): 115/327,200  
 HSA Rank/Pop: 121/406,000  
 Average Person Ratings: 16.6  
 Market TSL: 22.00 hours

Stations: 17/17  
 Diaries: 823/398:1/44.6%  
 Sample Target: 800  
 % Below Line: 0.0  
 % Not Listed: 20.6

1992 Revenue: \$12,700,000  
 MM Inc.: \$28,902  
 Retail \$: 3.1 B11  
 Pop per Station: 19,247  
 #1 Biller: WMSI-F \$3,700,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WMSI-F (C)	88/16.2	16.0	21.4	17.3	18.7	17.7	217/2389	1028/31.4	34.5	29.7	E	WMSI-F
2. WJMI-F (B)	62/11.5	8.2	10.6	12.6	11.6	10.7	126/1343	735/22.5	23.1	22.6	C	WJMI-F
3. WKXI-F (B)	56/10.3	11.5	11.5	8.8	10.3	10.5	78/1014	731/22.3	20.3	22.6	B	WKXI-F
4. WJDX-F (AC)	43/ 7.9	7.0	4.4	4.9	6.1	6.1	73/1273	684/20.9	15.9	18.6	B	WJDX-F
5. WOAD (G/B)	34/ 6.3	4.9	6.9	4.1	4.7	5.6	34/409	402/12.3	13.0	12.2	A	WOAD
6. WSTZ-F (AOR)	33/ 6.1	8.2	7.6	7.8	5.3	7.4	51/687	495/15.1	14.2	13.4	C	WSTZ-F
7. WTYX-F (O)	28/ 5.2	3.9	3.5	5.8	5.4	4.6	53/959	539/16.5	12.0	14.0	C	WTYX-F
8. WLIN-F (SAC)	15/ 2.8	3.3	2.8	2.9	3.9	3.0	16/309	277/ 8.5	8.0	12.6	A	WLIN-F
9. WKQB-F (CHR)	14/ 2.6	2.9	2.8	3.7	3.2	3.0	32/629	344/10.5	9.8	10.7	A	WKQB-F
10. WJNT (T)	13/ 2.4	3.1	1.4	1.8	1.6	2.2	15/212	181/ 5.5	5.7	4.4	A	WJNT
11. WIIN-F (C)	10/ 1.8	1.6	3.0	3.3	2.6	2.4	14/354	205/ 6.3	10.0	6.2		WIIN-F
12. WHGO (B)	9/ 1.7	2.9	1.2	1.6	0.7	1.9	10/101	91/ 2.8	1.9	1.5		WHGO
WZRX (BB)	9/ 1.7	0.4	0.9	1.8	0.7	1.2	9/111	111/ 3.4	2.5	3.0		WZRX

12+ FM SHARE (METRO): 82.37% (355 of 431) (SPG 92: 85.50%)

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 WJMI-F
2 WKXI-F	2 WMSI-F	2 WJMI-F	2 WJMI-F	2 WJDX-F	2 WOAD	2 WKXI-F	2 WJMI-F	2 WJMI-F	2 WKXI-F	2 WKXI-F
3	3 WSTZ-F	3 WJDX-F	3 WJDX-F	3 WJMI-F	3 WTYX-F	3 WJMI-F	3 WJDX-F	3 WJDX-F	3 WMSI-F	3 WSLI-F
4	4 WKXI-F	4 WKXI-F	4 WKXI-F	4 WKXI-F	4 WKXI-F	4 WJDX-F	4 WKXI-F	4 WKXI-F	4	4 WMSI-F
5	5 WJDX-F	5 WSTZ-F	5 WSTZ-F	5 WTYX-F	5 WJDX-F	5 WOAD	5 WJNT	5	5	5
6	6	6	6 WTYX-F	6 WSTZ-F	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 WKXI-F	1 WJMI-F	1 WJMI-F	1 WMSI-F	1 WMSI-F	1 WSTZ-F	1 WSTZ-F	1 WSTZ-F	1 WMSI-F	1 WMSI-F
2 WJMI-F	2 WKXI-F	2 WMSI-F	2 WJMI-F	2 WJDX-F	2 WJMI-F	2 WMSI-F	2 WMSI-F	2 WSTZ-F	2 WSTZ-F
3 WMSI-F	3 WMSI-F	3 WJDX-F	3 WJDX-F	3 WJMI-F	3 WKXI-F	3 WJMI-F	3 WJMI-F	3 WJMI-F	3 WJMI-F
4 WJDX-F	4 WJDX-F	4 WKXI-F	4 WKXI-F	4 WKXI-F	4 WJDX-F	4 WJDX-F	4 WJDX-F	4 WKXI-F	4 WKXI-F
5	5	5	5 WOAD	5 WOAD	5	5 WKXI-F	5 WKXI-F	5 WJDX-F	5 WJDX-F

FORHATS	AH	FH	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		43 ( 1)	43 ( 1)	10.0	NM	WBKJ-F (C) 105.1	KOSCIUSKO 0.7/3.9/ 35/	391	
AOR/CLASSIC AOR		33 ( 1)	33 ( 1)	7.7	6.5	WHJT-F (REL) 93.5	CLINTON 0.4/3.8/ 2/	134	
COUNTRY		102 ( 3)	102 ( 3)	23.7	26.8	WKXI (B) 1300	JACKSON 0.6/4.6/ 3/	166	
NEWS/TALK	21 ( 2)		21 ( 2)	4.9	3.9	WSLI (T) 930	JACKSON 1.5/6.1/ 8/	251	
TOP 40/CHR/CONTEMP		14 ( 1)	14 ( 1)	3.2	3.9				
BLACK/URBAN	12 ( 2)	118 ( 2)	130 ( 4)	30.2	29.4				
SOFT AC		15 ( 1)	15 ( 1)	3.5	4.8				
HISPANIC									
OLDIES		28 ( 1)	28 ( 1)	6.5	NA				
FULL SVC/VARIETY									
NOSTALGIA	9 ( 1)		9 ( 1)	2.1	0.9				
RELIGION/GOSPEL	34 ( 1)	2 ( 1)	36 ( 2)	8.4	6.3				
CLASSICAL									
JAZZ/NEW									
OTHERS UNKNOWN					0.2				
	76 ( 6)	355 ( 11)	431 ( 17)						

JACKSON  
-----

RADIO STATIONS  
-----

WJNT	,	1180,	50 KW/500W (DA-2),	Talk	CBS ABC,	\$14.00	( --- )	
WKXI	,	1300,	5 KW/1 KW	Black	AURN UNISTR,	\$13.00	(Banner)	Opus
WMGO	,	1370,	1 KW (DAYS)	AC	UNISTR,	\$10.00	(Gert)	
WOAD	,	1400,	1 KW	Gospel/Black	NBC,	\$18.00	(D & R)	Holt
WSLI	,	930,	5 KW (DA-N)	Talk	USA CBS,	\$19.00	( --- )	Spur
WJDX-F,		96.3,	100 KW @ 1410	AC		\$29.00	( --- )	Spur
WJHI-F,		99.7,	100 KW @ 1059	Black	ABC,	\$44.00	(D & R)	Holt
WKXI-F,		107.5,	100 KW @ 951	Black		\$22.00	(Banner)	(MAGEE)
WLIN-F,		101.7,	6 KW @ 298	Soft AC	UNISTR,	\$16.00	(Eastman)	(GLUCKSTADT)
WMSI-F,		102.9,	100 KW @ 1800	Country	ABC,	\$82.00	(Mc-Guild)	Capstar
WJXN-F,		92.9,	2 KW @ 574	Gospel/Black		\$ NA	( --- )	(UTICA)
WKQB-F,		95.5,	100 KW @ 1086	CHR	UNISTR,	\$21.00	(D & R)	Jenne
WSTZ-F,		106.7,	100 KW @ 1063	AOR		\$28.00	(D & R)	Lewis (VICKSBURG)
WTYX-F,		94.7,	100 KW @ 1115	Oldies	ABC,	\$42.00	(Banner)	Opus

\*\*\*\*\* 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		*

JACKSONVILLE

Arbitron Rank/Pop (12+): 50/799,300

Stations: 22/21  
Diaries: 1201/666:1/46.6%  
Sample Target: 1200  
% Below Line: 0.4  
% Not Listed: 18.8

1992 Revenue: \$25,600,000  
HH Inc.: \$31,680  
Retail \$: 8.1 B11  
Pop per Station: 38,062  
#1 Biller: WQIK-F \$4,900,000

MSA Rank/Pop: 57/947,000  
ADI # 54  
Average Person Ratings: 15.9  
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WQIK-F (C)	148/11.6	13.1	10.4	11.0	12.8	11.5	195/2305	1739/21.8	24.3	22.8	F	WQIK-F
2. WEJZ-F (SAC)	108/ 8.5	7.8	9.2	7.1	9.1	8.2	115/1766	1504/18.8	20.2	18.3	E	WEJZ-F
3. WROO-F (C)	101/ 7.9	7.3	8.7	6.8	6.9	7.7	123/1603	1246/15.6	16.1	15.1	D	WROO-F
4. WHJX-F (B)	99/ 7.8	4.7	5.2	5.8	4.8	5.9	133/1508	1167/14.6	9.9	11.4	C	WHJX-F
5. WAPE-F (CHR)	98/ 7.7	6.6	6.1	10.3	9.1	7.7	111/1983	1800/22.5	20.9	25.7	E	WAPE-F
6. WFYV-F (AOR)	97/ 7.6	5.8	6.9	8.2	7.5	7.1	98/1374	1309/16.4	16.3	16.0	E	WFYV-F
7. WOKV (N/T)	64/ 5.0	6.6	4.8	3.0	2.0	4.9	66/ 970	926/11.6	11.7	5.3	C	WOKV
8. WIVY-F (AC)	60/ 4.7	5.4	6.5	6.0	7.5	5.7	64/1253	1123/14.0	16.9	18.8	D	WIVY-F
9. WKQL-F (O)	53/ 4.2	6.3	4.2	5.8	6.1	5.1	63/1298	1024/12.8	13.0	15.1	D	WKQL-F
10. WJBT-F (B)	45/ 3.5	2.5	1.9	1.8	3.8	2.4	46/ 831	808/10.1	6.3	8.9	A	WJBT-F
11. WATA-F (CL AOR)	40/ 3.1	2.8	3.8	3.0	2.2	3.2	43/1047	944/11.8	10.4	9.1		WATA-F
12. WCGL (G)	19/ 1.5	1.3	2.2	1.9	1.7	1.7	19/ 242	242/ 3.0	4.3	3.7		WCGL
13. WBYB-F (B)	17/ 1.3	2.8	1.5	3.0	2.3	2.2	18/ 464	360/ 4.5	4.8	5.0	A	WBYB-F
WFOY (BB)	17/ 1.3	0.6	0.6	0.5	0.9	0.8	17/ 167	118/ 1.5	0.8	1.8		WFOY
WZAZ (B)	17/ 1.3	1.2	1.1	1.2	0.9	1.2	17/ 223	223/ 2.8	3.3	2.5		WZAZ

12+ FH SHARE (METRO): 86.16% (890 of 1033) (SPG 92: 88.77%)

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

FORHATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		64 ( 2)	64 ( 2)	6.2	NM	WNZS (SPRTS) 930	Jacksonville 0.5/2.4/	6/	194
AOR/CLASSIC AOR		152 ( 3)	152 ( 3)	14.7	12.2	WPDQ (T) 690	Jacksonville 0.3/2.6/	7/	252
COUNTRY	1 ( 1)	249 ( 2)	250 ( 3)	24.2	24.0	WQIK (C) 1320	Jacksonville 0.1/1.4/	1/	138
NEWS/TALK	74 ( 3)		74 ( 3)	7.2	5.9	WSOS-F (AC) 105.5	St. Augustine 0.3/0.8/	4/	64
TOP 40/CHR/CONTEMP		103 ( 2)	103 ( 2)	9.8	11.7	WSTF-F (CL AOR) 97.9	St. Augustine 1.2/3.8/	15/	315
BLACK/URBAN	17 ( 1)	161 ( 3)	178 ( 4)	17.2	12.0	WSVE (G) 1280	Jacksonville 1.2/2.3/	15/	184
SOFT AC		108 ( 1)	108 ( 1)	10.5	10.9	WNFI-F (CHR) 99.9	Palatka 0.4/2.3/	10/	365
HISPANIC									
OLDIES		53 ( 1)	53 ( 1)	5.1	NA				
FULL SVC/VARIETY									
NOSTALGIA	17 ( 1)		17 ( 1)	1.6	1.1				
RELIGION/GOSPEL	34 ( 2)		34 ( 2)	3.3					
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN					1.0				
	143 ( 8)	890 ( 14)	1033 ( 22)						

JACKSONVILLE

-----

RADIO STATIONS

-----

WCGL ,	1360,	5 KW (DAYS)	,	Gospel	AURN, \$ 16.00	(K & P)	
WOKV ,	600,	5 KW (DA-N)	,	News/Talk	CNN, CBS, \$ 34.00	(Mc-Guild)	Prism
WPDQ ,	690,	50 KW/10 KW(DA-2),	,	Talk	ABC, \$ 18.00	( --- )	Genesis
WSVE ,	1280,	5 KW/132 W	,	Gospel	AURN UNISTR, \$ 15.00	(Republic)	
WAIA-F,	93.3,	50 KW @ 462	,	Classic AOR	, \$ 21.00	(Banner)	Paxson (ST. MARYS)
WAPE-F,	95.1,	100 KW @ 459	,	CHR	, \$ 90.00	(O & R)	Evergreen
WEJZ-F,	96.1,	100 KW @ 830	,	Soft AC	, \$ 55.00	(Katz)	Renda
WFYV-F,	104.5,	100 KW @ 1014	,	AOR	, \$ 71.00	(D & R)	Evergreen
WHJX-F,	101.5,	100 KW @ 1463	,	Black	ABC, \$ 40.00	(Christal)	(BRUNSWICK, GA)
WIVY-F,	102.9,	98 KW @ 1014	,	AC	, \$ 60.00	(MMR)	Taylor
WJBT-F,	92.7,	6 KW @ 298	,	Black	CBS, \$ 22.00	(K & P)	(GREEN COVE)
WKQL-F,	96.9,	100 KW @ 1014	,	Oldies	AP, \$ 61.00	(Mc-Guild)	Prism
WBYB-F,	100.7,	100 KW @ 453	,	Black AC	SMN, NBC, \$ NA	(Christal)	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
Miscellaneous: WCRJ sold for \$500,000. . .							

JOHNSON CITY-KINGSPORT

Arbitron Rank/Pop (12+): 94/374,000  
 MSA Rank/Pop: 93/376,400  
 ADI # 90  
 Average Person Ratings: 16.5  
 Market TSL: 22.00 hours

Stations: 25/20  
 Diaries: 891/422:1/54.0%  
 Sample Target: 860  
 % Below Line: 7.7  
 % Not Listed: 12.9

1992 Revenue: \$10,000,000  
 HH Inc.: \$27,034  
 Retail \$: 2.8 Bil  
 Pop per Station: 18,820  
 #1 Biller: WXBQ-F \$2,000,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WXBQ-F (C)	177/28.5	27.6	28.2	24.9	22.7	----	240/2439	1682/44.7	44.4	43.4	D	WXBQ-F
2. WQUT-F (CHR)	82/13.2	13.5	15.7	14.9	18.0	----	95/1547	1087/28.9	30.4	29.3	C	WQUT-F
3. WTFM-F (AC)	78/12.6	14.3	13.6	13.2	14.2	----	88/1257	969/25.7	26.8	28.8	C	WTFM-F
4. WUSJ-F (C)	28/4.5	4.1	2.2	5.6	5.9	----	28/559	521/13.8	11.7	8.0		WUSJ-F
5. WJCV (FS)	25/4.0	3.2	4.5	3.4	4.3	----	27/395	372/9.9	9.4	10.6		WJCV
6. WIMZ-F (AOR)	19/3.1	2.9	3.5	4.2	4.3	----	42/578	313/8.3	7.2	8.0		WIMZ-F
7. WKOS-F (O)	18/2.9	4.1	3.8	2.4	2.9	----	19/302	284/7.5	9.0	8.9		WKOS-F
8. WHEV-F (C)	14/2.3	2.7	1.0	1.5	---	----	50/497	182/4.8	6.3	5.2		WHEV-F
9. WZAP (REL)	13/2.1	0.9	0.7	0.7	0.9	----	19/227	172/4.6	3.2	2.2		WZAP
WKPT (EZ)	13/2.1	1.9	4.8	2.2	2.1	----	13/253	253/6.7	6.6	8.5		WKPT

12+ FM SHARE (METRO): 85.19% (460 of 540) (SPG 92: 80.34%)

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

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 WJCV	1 WJCV>>	1 WJCV>	1 WJCV>>	1 WJCV>>	1 WJCV>	1 WJCV>>	1 WJCV>	1 WJCV>>	1 WJCV>>
2 WQUT-F	2 WQUT-F>	2 WQUT-F>	2 WQUT-F>	2 WQUT-F>	2 WQUT-F>	2 WQUT-F>	2 WQUT-F>	2 WQUT-F>	2 WQUT-F>
3 WJCV	3 WJCV>>	3 WJCV>	3 WJCV>>	3 WJCV>>	3 WJCV>	3 WJCV>>	3 WJCV>	3 WJCV>>	3 WJCV>>
4 WJCV	4 WJCV>	4 WJCV>	4 WJCV>	4 WJCV>	4 WJCV>	4 WJCV>	4 WJCV>	4 WJCV>	4 WJCV>

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		82 ( 3)	82 ( 3)	15.1	NH	WABN-F (AOR) 92.7	Abingdon 1.5/4.0/ 10/ 182
AOR/CLASSIC AOR		28 ( 2)	28 ( 2)	5.1	3.8	WBEJ (C) 1240	Elizabethton 1.1/2.9/ 7/ 111
COUNTRY	17 ( 4)	238 ( 6)	255 (10)	47.2	40.8	WEMB (C) 1420	Erwin 0.6/1.4/ 4/ 51
NEWS/TALK						WETB (REL) 790	Johnson Cty 1.1/3.8/ 7/ 152
TOP 40/CHR/CONTEMP		82 ( 1)	82 ( 1)	15.1	19.5	WGAT (C) 1050	Gate Cty 0.5/1.6/ 4/ 77
BLACK/URBAN						WGOC (?) 640	Blountville 0.5/2.5/ 3/ 95
SOFT AC	13 ( 1)		13 ( 1)	2.4	5.3	WIKQ-F (AC) 94.9	Greenville 0.3/3.6/ 9/ 213
HISPANIC						WJDT-F (C) 106.5	Rogasville 0.5/0.9/ 8/ 119
OLDIES		18 ( 1)	18 ( 1)	3.3	NA	WRGS (FS) 1370	Rogasville 0.3/2.2/ 3/ 104
FULL SVC/VARIETY	27 ( 2)		27 ( 2)	5.0	5.5	WEYE-F (?) 104.3	Surgoinsville 0.2/1.2/ 1/ 56
NOSTALGIA						WXBQ (C) 980	Bristol 0.5/3.8/ 3/ 171
RELIGION/GOSPEL	20 ( 2)	11 ( 1)	31 ( 3)	6.0	2.5	WAXM-F (C) 93.5	Big Stn Gap 0.6/2 0/ 16/ 224
CLASSICAL						WIVK-F (C) 107.7	Knoxville 1.9/5.5/ 68/ 768
JAZZ/NEW AC						WHIT-F (REL) 106.9	Blck Mtn 1.8/3.5/ 17/ 260
OTHERS UNKNOWN	3 ( 1)	1 ( 1)	4 ( 2)	0.7	1.3	WYU-F (AC) 102.1	Knoxville 0.3/1.4/ 7/ 210
	80 (10)	460 (15)	540 (25)				

RADIO STATIONS

WJCV , 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  
 WXBQ , 980, 5 KW/1 KW (DA-N) , Country ABC, \$10.00 (Christal) Nininger  
 WKOS-F, 104.9, 1.4 KW @ 479 , Oldies , \$13.00 (Katz) Bahakel  
 WQUT-F, 101.5, 100 KW @ 1499 , CHR UNISTR, \$43.00 (Katz) Bloomington  
 WJCV, 98.5, 100 KW @ 1260 , AC ABC, \$40.00 (Eastman) Home News  
 WUSJ-F, 99.3, .4 KW @ ? , Country NBC, \$20.00 (D & R)  
 WXBQ-F, 96.9, 67 KW @ 2240 , Country ABC, \$46.00 (Christal) Nininger

Other Ranked Stations - See Knoxville

Miscellaneous: WITH sold to Home News (D) for \$11,000. . .

JOHNSTOWN

Arbitron Rank/Pop (12+): 162/200,000  
 MSA Rank/Pop: 185/239,300  
 ADI # 89 (w/Altoona)  
 Average Person Ratings: 18.3  
 Market TSL: 24.25 hours

Stations: 24/14  
 Diaries: 715/280:1/65.2%  
 Sample Target: 680  
 % Below Line: 27.4  
 % Not Listed: 15.9

1992 Revenue: \$4,800,000  
 MH Inc.: \$23,464  
 Retail \$: 1.3 Bil  
 Pop per Station: 14,286  
 #1 Biller: WKYE-F \$1,000,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WFGY-F (C)	37/10.1	6.9	6.9	3.1	3.1	----	86/814	366/18.3	15.4	13.6		WFGY-F
2. WGLU-F (CHR)	35/ 9.6	12.8	11.5	14.1	13.1	----	41/586	484/24.2	26.5	28.6	B	WGLU-F
3. WKQS-F (O)	34/ 9.3	8.7	10.3	8.2	9.7	----	34/439	422/21.1	19.9	22.2	B	WKQS-F
4. WKYE-F (AC)	31/ 8.5	10.0	8.9	9.9	12.9	----	40/667	451/22.6	23.9	21.7	C	WKYE-F
5. WJAC (FS)	22/ 6.0	5.0	6.9	6.2	5.1	----	22/287	278/13.9	14.8	16.0	A	WJAC
6. WYSN-F (BB)	21/ 5.8	10.9	8.0	9.0	6.3	----	24/305	265/13.3	15.6	12.6	B	WYSN-F
7. WDVE-F (AOR)	17/ 4.7	4.7	6.6	5.6	4.3	----	32/470	279/14.0	11.0	16.4		WDVE-F
8. WFRB-F (C)	15/ 4.1	1.9	1.4	2.3	3.1	----	19/204	153/ 7.7	5.2	4.7		WFRB-F
9. WVSC (C)	15/ 4.1	3.1	4.3	3.1	2.6	----	15/204	165/ 8.3	6.5	7.3	A	WVSC
10. WVSC-F (AC)	12/ 3.3	3.7	3.4	3.4	2.6	----	12/149	138/ 6.9	9.1	8.9	A	WVSC-F
11. WBXQ-F (AOR)	10/ 2.7	1.6	1.7	1.7	2.0	----	11/133	96/ 4.8	3.4	4.8		WBXQ-F
12. WQZS-F (AOR)	10/ 2.7	---	---	---	---	----	11/118	112/ 5.6	---	---		WQZS-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 86.32% (265 of 307) (SPG 92: 81.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WGLU-F>>	1 WGLU-F	1 WKYE-F<	1 WKYE-F	1 WKYE-F	1 WFGY-F	1 WGLU-F<	1 WKYE-F	1 WGLU-F	1 WFGY-F	1 WVSC-F
2	2 WDVE-F	2 WGLU-F<	2 WKQS-F	2 WKQS-F	2 WKQS-F	2 WKQS-F	2 WKQS-F	2 WKYE-F	2 WGLU-F<	2 WKQS-F
3	3 WKQS-F	3 WKQS-F	3 WFGY-F<	3 WFGY-F	3 WJAC	3 WFGY-F	3 WFGY-F<	WFGY-F	3 WKQS-F	3 WJAC
4	4 WKYE-F	4 WFGY-F	4 WGLU-F	4 WGLU-F	WKYE-F<	4 WKYE-F	4 WGLU-F	4 WKQS-F	4	4
5	5	5	5	5	5 WYSN-F	5 WJAC	5 WYSN-F	5 WYSN-F	5	5
6	6	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 WGLU-F	1 WGLU-F>	1 WKYE-F	1 WGLU-F	1 WKYE-F<		1 WDVE-F	1 WDVE-F>	1 WGLU-F	1 WKYE-F	1 WKYE-F
2 WBZZ-F	2 WKYE-F	2 WKQS-F	2 WJAC	2 WKQS-F		2 WQZS-F	2 WGLU-F>	2 WDVE-F	2 WDVE-F<	2 WKQS-F
3 WBXQ-F	3 WKQS-F>	3 WGLU-F	WKYE-F	3 WFGY-F		WGLU-F	3 WKQS-F	3 WFGY-F	3 WKQS-F	3 WFGY-F
4	4	4	4 WFGY-F	4 WGLU-F		4	WQZS-F	WKQS-F	4 WGLU-F	4 WGLU-F
5	5	5	5	5 WJAC		5	WFGY-F	5	WFGY-F	5

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		43 ( 2)	43 ( 2)	14.0	NH	WADJ-F (FS) 1330	SOMERSET 0.5/1.5/ 2/ 30		
AOR/CLASSIC AOR		40 ( 4)	40 ( 4)	13.0	11.1	WCCZ-F (O) 97.3	SPANGLER 0.8/3.9/ 7/ 144		
COUNTRY	15 ( 1)	68 ( 6)	83 ( 7)	27.0	25.3	WKXU-F (C) 105.7	PORTAGE 0.8/3.8/ 3/ 81		
NEWS/TALK	3 ( 1)		3 ( 1)	0.9	4.0	WNTJ (T) 1490	JOHNSTOWN 0.8/4.6/ 3/ 92		
						WQKK-F (C) 99.1	EBENSBURG 1.6/6.4/ 6/ 151		
TOP 40/CHR/CONTEMP		48 ( 3)	48 ( 3)	16.0	16.8				
BLACK/URBAN						WBZZ-F (CHR) 93.7	PITTSBURGH 1.6/8.9/ 12/ 330		
SOFT AC		1 ( 1)	1 ( 1)	0.3	1.7	WDSY-F (C) 107.9	PITTSBURGH 0.8/4.1/ 8/ 135		
HISPANIC						WLTJ-F (SAC) 92.9	PITTSBURGH 0.3/4.3/ 7/ 134		
OLDIES		44 ( 3)	44 ( 3)	14.3	NA	WOWQ-F (C) 102.1	DUBOIS 1.1/5.0/ 19/ 261		
FULL SVC/VARIETY	24 ( 2)		24 ( 2)	8.0	NA	WPRR-F (CHR) 100.1	ALTOONA 1.9/6.2/ 13/ 180		
NOSTALGIA		21 ( 1)	21 ( 1)	7.0	9.4	WRRK-F (AOR) 96.9	BRADDOCK 0.8/3.7/ 6/ 171		
RELIGION/GOSPEL						WWSW-F (O) 94.5	PITTSBURGH 1.9/5.1/ 16/ 193		
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN					1.0				
	42 ( 4)	265 (2D)	307 (24)						

RADIO STATIONS

WJAC , 850, 10 KW (DA-1)	, Full Service	SMN NBC, \$16.00	(Mc-Guilld)
WNTJ , 1490, 1 KW	, News/Talk	NBC-T CNN, \$11.00	(Banner)
WVSC , 990, 10 KW/100 W (DA-1),	Country	UNISTR ABC, \$10.00	(Regional)
			(SOMERSET)
WBXQ-F, 94.3, 350 w @ 958	, AOR/Classic	ABC, \$15.00	(Banner)
WGLU-F, 92.1, 300 w @ 1043	, CHR	SOURCE, \$24.00	(Christal)
WIYQ-F, 99.1, 50 KW @ 500	, Oldies	SMN, \$11.00	(Dome)
WKQS-F, 96.5, 50 KW @ 489	, AC	UNISTR CNN, \$18.00	(Banner)
WQZS-F, 93.3, 0.6 KW @ 964	, AOR	, \$11.00	( --- )
WKYE-F, 95.5, 57 KW @ 1059	, AC	UNISTR, \$25.00	(Mc-Guild)
WVSC-F, 97.7, 3 KW @ 266	, AC	UNISTR ABC, \$10.00	(Regional)
WYSN-F, 101.7, .7 KW @ 643	, Nostalgia	UNISTR CNN, \$12.00	(Roslin)
			(CENTRAL CITY)

WDVE-F -- see Pittsburgh

WFGY-F -- see Altoona

Miscellaneous: WJAC, WKYE-F sold for \$2,750,000. . .

KALAMAZOO

Arbitron Rank/Pop (12+): 165/188,300  
 MSA Rank/Pop: 195/221,000  
 ADI #37 (w/Grand Rapids)  
 Average Person Ratings: 15.9  
 Market TSL: 21.00 hours

Stations: 22/10  
 Diaries: 657/287:1/51.9%  
 Sample Target: 680  
 % Below Line: 29.8  
 % Not Listed: 20.1

1992 Revenue: \$8,500,000  
 HH Inc.: \$35,566  
 Retail \$: 1.9 Bil  
 Pop per Station: 18,830  
 #1 Biller: WKFR-F \$1,800,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUHE	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. WBCT-F (C)	44/14.7	9.2	1.7	3.3	2.4	----	93/897	377/20.0	18.0	8.4	
2. WRKR-F (AOR)	33/11.0	7.7	10.2	11.7	13.1	----	55/793	455/24.2	18.2	21.1	C
3. WKFR-F (CHR)	30/10.0	9.5	13.2	12.3	13.8	----	71/956	495/26.3	25.5	33.1	C
4. WKZO (N/T)	21/ 7.0	7.4	9.8	7.3	10.7	----	41/709	415/22.0	20.7	24.7	C
5. WNNW-F (C)	19/ 6.4	9.2	10.2	10.3	9.3	----	54/688	259/13.8	16.8	17.8	C
6. WOOD-F (SAC)	18/ 6.0	6.0	10.5	4.7	4.8	----	45/675	350/18.6	19.0	22.2	
7. WFAT-F (O)	17/ 5.7	8.8	2.7	5.3	2.8	----	23/402	304/16.1	18.0	8.0	A
8. WQLR-F (AC)	16/ 5.4	6.3	6.1	9.0	9.0	----	21/444	290/15.4	16.4	17.2	C
9. WKLQ-F (AOR)	11/ 3.7	3.2	3.1	3.3	2.8	----	41/481	190/10.1	10.6	7.4	
10. WKMI (T)	9/ 3.0	2.1	1.7	3.3	1.0	----	10/206	182/ 9.7	10.0	7.2	B

12+ FH SHARE (METRO): 84.52% (202 of 239) (SPG 92: 82.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKFR-F >>	1 WRKR-F	1 WRKR-F	1 WBCT-F	1 WBCT-F >	1 WBCT-F <	1 WKZO <	1 WBCT-F <	1 WBCT-F	1 WBCT-F	1 WBCT-F
2	2 WBCT-F <	WBCT-F >	2 WRKR-F >	2 WRKR-F >	2 WKZO	2 WBCT-F	2 WRKR-F	2 WRKR-F	2 WKFR-F	2 WRKR-F
3	3 WKFR-F >	3 WKFR-F	3 WQLR-F <	3 WFAT-F <	3 WNNW-F	3 WRKR-F	3 WOOD-F	3 WKFR-F	WKZO	3 WKZO
4	4 WKLQ-F	4 WQLR-F	4 WFAT-F	4 WQLR-F	4 WFAT-F	WKFR-F	WKFR-F	4 WOOD-F	4 WRKR-F	WOOD-F
5	5 WQLR-F	5 WFAT-F	5 WKFR-F	5 WNNW-F	WOOD-F	5	5 WQLR-F	5	5	5
6	6	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 WKFR-F	1 WKFR-F	1 WRKR-F	1 WBCT-F	1 WBCT-F	1 WRKR-F	1 WRKR-F	1 WRKR-F	1 WRKR-F	1 WRKR-F
2 WRKR-F	2 WRKR-F	WQLR-F	2 WKFR-F	2 WFAT-F	2 WBCT-F >	2 WBCT-F >	2 WBCT-F	2 WBCT-F >	WBCT-F >
WBCT-F	3 WBCT-F	3 WFAT-F	3 WFAT-F	3 WQLR-F	3 WKFR-F	3 WKFR-F	3 WKFR-F	3 WKFR-F	3 WQLR-F
4 WGRD-F	4 WOOD-F	WKFR-F	WRKR-F	WOOD-F	WKLQ-F	4 WKLQ-F	4	4 WKLQ-F	4 WNNW-F
WOOD-F	WQLR-F	5 WOOD-F	WOOD-F		5	5	5	5	WKMI
		WBCT-F							WFAT-F

FORMATS	AM	FH	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		17 ( 2)	17 ( 2)	7.1	NH	WHEZ (BB) 1560	Portage 0.7/1.6/	2/	30
AOR/CLASSIC AOR		47 ( 4)	47 ( 4)	19.7	19.6	WKPR (REL) 1420	Kalamazoo 0.7/1.8/	2/	33
COUNTRY	1 ( 1)	63 ( 2)	64 ( 3)	26.8	16.2	WQSN (C) 1470	Kalamazoo 0.3/2.9/	1/	55
NEWS/TALK	30 ( 2)		30 ( 2)	12.6	2.1	WBCK (FS) 930	Battle Creek 0.3/3.1/	1/	80
TOP 40/CHR/CONTEMP		34 ( 2)	34 ( 2)	14.2	20.9	WBXX-F (AC) 95.3	Battle Creek 0.3/2.5/	3/	101
BLACK/URBAN						WGRD-F (CHR) 97.9	Grand Rapids 1.3/8.2/	18/	432
SOFT AC		20 ( 2)	20 ( 2)	8.4	13.2	WKEZ-F (SAC) 96.1	Holland 0.7/1.3/	7/	69
HISPANIC						WLAV-F (AOR) 96.9	Grand Rapids 0.7/3.8/	10/	221
OLDIES		20 ( 2)	20 ( 2)	8.4	NA	WFRN-F (REL) 104.7	Elkhart IN 0.3/1.5/	8/	117
FULL SVC/VARIETY	2 ( 2)		2 ( 2)	0.8	13.2	WIBM-F (O) 94.1	Jackson 1.0/5.6/	5/	141
NOSTALGIA	2 ( 1)		2 ( 1)	0.8	NA	WJR (FS) 760	Detroit 0.3/1.4/	4/	132
RELIGION/GOSPEL	2 ( 1)	1 ( 1)	3 ( 2)	1.3	0.9	WJXQ-F (AOR) 106.1	Jackson 0.3/3.2/	5/	152
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	37 ( 7)	202 (15)	239 (22)						

RADIO STATIONS

WKMI , 1360, 5 KW/1 KW (DA-2) , Talk ABC, \$13.00 (Katz)  
 WKPR , 1420, 1 KW (DAYS) , Religion , \$ 8.00 ( --- ) Kuiper  
 WKZO , 590, 5 KW (DA-N) , Full Service MBS CBS, \$23.00 (D & R) Radio Assoc.  
 WQSN , 1470, 800 W/1 KW , Country , \$ 9.00 (Banner) Fairfield  
 WFAT-F, 96.5, 3 KW @ 213 , Oldies , \$10.00 (Christal) (PORTAGE)  
 WKFR-F, 103.3, 50 KW @ 483 , CHR UNISTR, \$45.00 (Katz) (BATTLE CREEK)  
 WNNW-F, 98.5, 50 KW @ 469 , Country ABC, \$31.00 (Christal) (COLDWATER)  
 WQLR-F, 106.5, 33 KW @ 600 , AC , \$30.00 (Banner) Fairfield  
 WRKR-F, 107.7, 50 KW @ 500 , AOR/Classic , \$38.00 (D & R) (PORTAGE)

Other ranked stations -- see Grand Rapids

Miscellaneous: WRKR-F and WKMI/WKFR-F merged into one corporation: estimated value of \$8,800,000. . .



KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,327,400

Stations: 25/23  
Diaries: 1585/837:1/53.0%  
Sample Target: 1560  
% Below Line: 1.0  
% Not Listed: 8.5

1992 Revenue: \$42,000,000  
HH Inc.: \$35,265  
Retail \$: 13.0 Bil  
Pop per Station: 57,713  
#1 Biller: KFKF-F \$6,100,000

MSA Rank/Pop: 29/1,600,000  
ADI # 28  
Average Person Ratings: 16.7  
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WDAF (C/FS)	249/11.2	12.0	9.5	10.8	9.8	10.9	373/4855	3187/24.0	19.0	25.1	G	WDAF
2. KFKF-F (C)	245/11.0	11.1	13.4	11.2	11.4	11.7	281/3377	2779/20.9	25.4	22.7	G	KFKF-F
3. KPRS-F (B)	200/9.0	7.6	7.7	7.6	6.8	8.0	215/1765	1485/11.2	12.1	11.6	D	KPRS-F
4. KQRC-F (AOR)	142/ 6.4	5.6	5.8	7.3	5.7	6.3	191/2712	1996/15.0	13.0	11.6	C	KQRC-F
5. KBEQ-AF (CHR)	122/ 5.5	4.2	4.1	4.0	3.8	4.5	175/2967	2102/15.8	14.1	12.8	C	KBEQ-AF
6. KLTH-F (SAC)	104/ 4.7	6.0	4.5	5.8	5.2	5.3	134/1976	1567/11.8	11.8	12.4	D	KLTH-F
7. KMBZ (N/T)	90/ 4.1	5.5	4.9	3.8	4.6	4.6	100/1844	1682/12.7	13.0	13.0	D	KMBZ
KCFX-F (CL AOR)	90/ 4.1	3.9	5.0	5.3	4.6	4.6	102/2159	1782/13.4	19.5	15.7	G	KCFX-F
9. KUDL-F (AC)	87/ 3.9	3.9	4.1	4.2	5.8	4.0	106/2301	1848/13.9	13.0	16.7	D	KUDL-F
10. KISF-F (CHR)	86/ 3.9	2.1	1.1	2.0	1.6	2.3	124/2091	1492/11.2	6.2	7.0	A	KISF-F
11. KCMO-F (O)	85/ 3.8	4.2	4.0	3.6	3.8	3.9	111/2161	1631/12.3	11.3	13.6	C	KCMO-F
KYYS-F (AOR)	85/ 3.8	5.1	6.0	5.8	6.9	5.2	121/2440	1736/13.1	15.5	16.2	F	KYYS-F
13. KMXV-F (AC)	83/ 3.7	4.4	3.5	3.6	4.4	3.8	99/1947	1565/11.8	8.4	13.2	D	KMXV-F
14. KCMO (N/T)	78/ 3.5	3.6	4.9	4.4	5.3	4.1	108/1837	1394/10.5	12.8	12.5	D	KCMO
15. KXTR-F (CL)	52/ 2.3	2.5	2.5	2.1	2.1	2.4	58/1062	913/ 6.9	6.9	6.5	B	KXTR-F
16. KPRT (G)	49/ 2.2	1.5	1.1	1.3	1.8	1.5	53/567	540/ 4.1	2.7	3.6	A	KPRT
17. KFEZ (BB)	40/ 1.8	3.4	1.6	2.5	2.2	2.3	40/619	603/ 4.5	5.0	5.1	A	KFEZ
18. WHB (O)	38/ 1.7	1.8	1.4	1.5	2.0	1.6	57/1354	848/ 6.4	6.4	7.4		WHB
19. KKCF-F (C)	30/ 1.4	1.8	2.7	2.4	1.5	2.1	46/1159	838/ 6.3	8.2	5.9		KKCF-F
20. KCCV (REL)	28/ 1.3	0.9	1.0	1.0	0.9	1.1	30/360	344/ 2.6	2.0	2.2		KCCV

12+ FM SHARE (METRO): 70.44% (1432 of 2033) (SPG 92: 68.68%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		170 ( 2)	170 ( 2)	8.7	NH	KBEA (BB) 1480	Mission KS 0.4/1.0/ 8/	134	
AOR/CLASSIC AOR		317 ( 3)	317 ( 3)	15.6	19.2	KNHN (N) 1340	Kansas City 0.9/3.6/ 19/	483	
COUNTRY	249 ( 1)	285 ( 3)	534 ( 4)	26.3	24.8				
NEWS/TALK	187 ( 3)		187 ( 3)	9.2	11.4	KMZU-F (C) 100.7	Carrollton MO 0.5/0.6/ 37/	389	
TOP 40/CHR/CONTEMP	2 ( 1)	219 ( 3)	221 ( 4)	10.9	3.6	KLZR-F (CHR) 105.9	Lawrence KS 0.6/1.3/ 34/	457	
BLACK/URBAN		200 ( 1)	200 ( 1)	9.8	7.4				
SOFT AC		104 ( 1)	104 ( 1)	5.1	5.6	KBZR changes to KBEQ and simulcasts with KBEQ-F			
HISPANIC									
OLDIES	38 ( 1)	85 ( 1)	123 ( 2)	6.1	NA				
FULL SVC/VARIETY									
NOSTALGIA	48 ( 2)		48 ( 2)	2.4	2.4				
RELIGION/GOSPEL	77 ( 2)		77 ( 2)	3.8	3.0				
CLASSICAL		52 ( 1)	52 ( 1)	2.6	2.3				
JAZZ/NEW AC									
OTHERS UNKNOWN					0.6				
	601 (10)	1432 (15)	2033 (25)						

KANSAS CITY

RADIO STATIONS

AM STATIONS

KBEQ,	1030,	1 KW/500 W (DA-1)	,	Country	CBS,	\$ 19.00	(Torbet)		(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	
KFEZ,	1190,	5 KW/250 W (DA-N)	,	Nostalgia	APR,	\$ 21.00	( --- )		
KMBZ,	980,	5 KW (DA-2)	,	News/Talk	NBC,	\$ 64.00	(D&R)	Bonneville	
KNMN,	1340,	1 KW	,	News	CNN UNISTR,	\$ 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	(MMR)	Apollo	

FM STATIONS

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

Miscellaneous: KXXR-F changes to KISF-F (Feb) . . . KBEQ-F changes from CHR to Country (Feb) . . .  
 WHB, KUDL-F sold by Shamrock to Apollo (D) for \$5,000,000. . .

\*\*\*\*\* FORMAT CODES \*\*\*\*\*

* 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		*

\*\*\*\*\*

\*\*\*\*\* 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		*

\*\*\*\*\*

KNOXVILLE

Arbitron Rank/Pop (12+): 71/525,500  
 HSA Rank/Pop: 84/612,000  
 ADI # 62  
 Average Person Ratings: 16.2  
 Market TSL: 21.75 hours

Stations: 17/17  
 Diaries: 1056/497:1/52.3%  
 Sample Target: 990  
 % Below Line: 0.0  
 % Not Listed: 10.8

1992 Revenue: \$16,300,000  
 HH Inc.: \$28,176  
 Retail \$: 5.2 Bil  
 Pop per Station: 30,912  
 #1 Biller: WIVK-AF \$6,900,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WIVK-F (C)	278/32.7	31.9	31.1	30.9	28.6	31.7	455/4577	2717/51.7	53.9	43.6	G	WIVK-F
2. WEZK-F (SAC)	81/ 9.5	8.8	8.9	9.7	13.5	9.2	134/1875	1090/20.7	20.5	26.9	D	WEZK-F
3. WIMZ-F (AOR)	76/ 9.0	7.1	7.4	9.3	8.2	8.2	125/1640	928/17.7	18.0	18.2	C	WIMZ-F
4. WHYU-F (AC)	62/ 7.3	8.1	8.6	10.2	8.5	8.6	91/1480	984/18.7	26.0	23.3	D	WHYU-F
WOKI-F (C)	62/ 7.3	7.9	7.5	7.8	10.4	7.6	164/2457	1005/19.1	18.4	22.4	C	WOKI-F
6. WWZZ-F (CHR)	56/ 6.6	4.5	3.2	3.0	3.6	4.3	63/954	787/15.0	7.7	8.8	A	WWZZ-F
7. WQBB-AF (BB)	43/ 5.1	5.3	5.5	4.0	2.8	5.0	51/588	418/ 8.0	9.2	6.5	A	WQBB-AF
8. WIVK (N/T)	42/ 4.9	4.9	4.6	2.8	2.2	4.3	57/849	587/11.2	11.5	6.2		WIVK
9. WJBZ-F (G)	18/ 2.1	3.1	3.0	2.5	2.6	2.8	31/323	273/ 5.2	6.9	6.8	A	WJBZ-F

12+ FM SHARE (METRO): 91.41% (692 of 757) (SPG 92: 90.07%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		62 ( 1)	62 ( 1)	8.2	NM	WGAP (C) 1400 Maryville	0.4/1.2/	3/	64
AOR/CLASSIC AOR		76 ( 1)	76 ( 1)	10.0	9.3	WGAP-F (C) 95.7 Maryville	0.9/2.1/	8/	112
COUNTRY	3 ( 1)	352 ( 4)	355 ( 5)	46.9	41.0	WKGN (B) 1340 Knoxville	0.5/1.5/	4/	77
NEWS/TALK	42 ( 1)		42 ( 1)	5.5	1.2	WNOX-F (?) 99.1 Loudon	0.4/1.6/	3/	125
TOP 40/CHR/CONTEMP		56 ( 1)	56 ( 1)	7.4	11.6	WRJZ (REL) 620 Knoxville	0.8/3.4/	9/	279
BLACK/URBAN	4 ( 1)		4 ( 1)	0.5	---	WDLY-F (C) 105.5 Gatlinburg	0.5/2.5/	6/	165
SOFT AC		81 ( 1)	81 ( 1)	10.7	15.0	WXST-F (O) 105.3 Loudon	1.2/2.7/	19/	356
HISPANIC						WEMQ-F changes to WQBB-F (May) . . .			
OLDIES		10 ( 1)	10 ( 1)	1.3	NA				
FULL SVC/VARIETY									
NOSTALGIA	9 ( 1)	34 ( 1)	43 ( 2)	5.7	3.1				
RELIGION/GOSPEL	7 ( 1)	18 ( 1)	25 ( 2)	3.3	6.7				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN		3 ( 1)	3 ( 1)	0.4					
	65 ( 5)	692 (12)	757 (17)						

RADIO STATIONS

WIMZ , 1240, 1 KW	, SEE WIMZ-FM				
WIVK , 990, 10 KW (DA-1)	, News/Talk	ABC, BRN, \$25.00	(Katz)	Dick	
WEZK-F, 97.5, 100 KW @ 1138	, Soft AC	UNISTR, \$40.00	(D & R)	South Central	
WIMZ-F, 103.5, 100 KW @ 1719	, AOR	SOURCE, \$41.00	(Christal)	South Central	
WIVK-F, 107.7, 100 KW @ 1968	, Country	BRN ABC, \$146.00	(Katz)	Dick	
WJBZ-F, 96.3, 1.2 KW @ 479	, Gospel	, \$12.00	( --- )	(SEYMOUR)	
WHYU-F, 102.1, 15 KW @ 1978	, Oldies/AC	CNN UNISTR, \$68.00	(Eastman)	Jacor	
WOKI-F, 100.3, 100 KW @ 2001	, Country	ABC CBS, \$30.00	(D & R)	(OAK RIDGE)	
WQBB-F, 104.5, 2 KW @ 393	, Nostalgia	, \$ N/A	(Roslin)		
WWZZ-F, 93.1, 2.4 KW @ 512	, CHR	, \$15.00	(D & R)	(KARNS)	

Miscellaneous: WOKI-F changes from CHR to Country (Apr) . . . WWZZ-F changes from Country to CHR (Apr) . . .  
 WKNF-F (Oak Ridge) sold to owners of WOKI-F for \$533,000 . . .

LAKELAND

Arbitron Rank/Pop (12+): 104/354,300  
 MSA Rank/Pop: 116/414,200  
 Tampa ADI  
 Average Person Ratings: 17.4  
 Market TSL: 23.50 hours

Stations: 35/7  
 Diaries: 780/454:1/47.4%  
 Sample Target: 810  
 % Below Line: 44.3  
 % Not Listed: 15.5

1992 Revenue: \$6,500,000  
 HH Inc.: \$27,528  
 Retail \$: 3.1 Bill  
 Pop per Station: 50,614  
 #1 Biller: WPCV-F \$3,100,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. WPCV-F (C)	131/21.2	21.6	18.4	21.2	17.1	----	137/1397	1273/35.9	33.1	31.0	WPCV-F
2. WEZY-F (EZ/SAC)	57/ 9.2	12.6	10.7	9.2	11.7	----	66/661	524/14.8	18.6	16.9	WEZY-F
3. WFLZ-F (CHR)	45/ 7.3	5.9	6.9	7.3	8.7	----	55/710	602/17.0	14.8	16.6	WFLZ-F
4. WONN (BB)	21/ 3.4	3.7	2.4	2.6	2.3	----	21/247	247/ 7.0	6.6	4.9	WONN
5. WLKF (T)	20/ 3.2	1.6	3.1	2.0	1.6	----	20/251	251/ 7.1	5.1	5.2	WLKF
WOHX-F (AC)	20/ 3.2	1.6	2.5	.9	1.0	----	20/274	253/ 7.1	6.5	7.9	WOHX-F
WHPT-F (AC/AOR)	20/ 3.2	3.3	5.1	1.8	1.2	----	25/412	327/ 9.2	6.2	9.4	WHPT-F
8. WJHM-F (B)	19/ 3.1	2.1	3.5	1.6	2.6	----	19/229	229/ 6.5	4.9	5.8	WJHM-F
9. WYNE-F (AOR)	18/ 2.6	5.2	4.0	5.1	7.3	----	22/353	299/ 8.4	10.6	10.0	WYNE-F
10. WRBQ-F (C)	16/ 2.6	1.6	2.7	1.8	2.4	----	20/361	305/ 8.6	7.2	9.1	WRBQ-F

12+ FM SHARE (METRO): 83.91% (438 of 522) (SPG 92: 88.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WPCV-F	1 WPCV-F>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>
2 WFLZ-F>>	2 WFLZ-F>	2 WFLZ-F	2 WFLZ-F	2 WFLZ-F	2 WEZY-F>>	2 WEZY-F	2 WEZY-F	2 WEZY-F	2 WEZY-F	2 WEZY-F
3 WJHM-F	3 WOHX-F	3 WHPT-F	3 WHPT-F	3 WHPT-F	3	3 WFLZ-F	3 WFLZ-F	3 WFLZ-F	3 WEZY-F	3 WFLZ-F
4	4	WOHX-F	4 WOHX-F	4	4	4 WONN	4 WLKF-F	4	4 WJHM-F	4 WOHX-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 WJHM-F	1 WPCV-F>	1 WPCV-F	1 WPCV-F>>	1 WPCV-F>>	1 WFLZ-F	1 WPCV-F>	1 WPCV-F	1 WPCV-F>>	1 WPCV-F>>
2 WPCV-F	2 WOMX-F<	2 WOMX-F	2 WFLZ-F	2 WFLZ-F	2 WPCV-F	2 WFLZ-F	2 WHPT-F	2 WFLZ-F	2 WHPT-F
3 WFLZ-F	3 WFLZ-F>	3 WFLZ-F	3 WOHX-F	3 WOMX-F	3 WDIZ-F	3 WYNE-F	3 WYNE-F	3 WYNE-F	3 WYNE-F
4	4 WJHM-F	4 WWRM-F	4 WJHM-F	4 WEZY-F	4	4 WJRR-F	4 WJRR-F	4 WHPT-F	4 WOCL-F
5	WRBQ-F	5	5	5	5	5	WFLZ-F	5	5

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		46 ( 5)	46 ( 5)	9.0	NM	WHNR (BB)	1360 Cypress Garden	0.8/1.7/	5/	61
AOR/CLASSIC		58 ( 5)	58 ( 5)	11.1	7.9	WTWB (G)	1570 Aubundale	0.8/2.0/	5/	71
COUNTRY	8 ( 1)	171 ( 5)	179 ( 6)	34.2	30.3	WWAB (B)	1330 Lakeland	1.5/3.0/	9/	105
NEWS/TALK	32 ( 1)	2 ( 1)	34 ( 5)	7.0	5.0	See Orlando or Tampa for more informaton on the following...				
TOP 40/CHR/CONTEMP		52 ( 2)	52 ( 2)	10.0	14.0	WCFB-F	0.5/2.2	WJRR-F	2.3/5.8	
BLACK/URBAN	11 ( 2)	19 ( 1)	30 ( 3)	6.0	4.1	WUSA-F	0.5/1.8	WMGF-F	1.3/5.0	
SOFT AC		77 ( 4)	77 ( 4)	15.0	15.1	WDBO	0.3/1.3	WHMO-F	0.6/2.3	
HISPANIC						WDIZ-F	1.1/3.6	WHTX-F	0.8/3.1	
OLDIES		13 ( 1)	13 ( 1)	3.0	NA	WUVU-F	0.5/1.9	WOCL-F	2.1/7.2	
FULL SRVC VARIETY	2 ( 1)		2 ( 1)	.3		WFLA	0.6/2.3	WQYK	1.3/2.5	
NOSTALGIA	26 ( 2)		26 ( 2)	5.0	3.5	WFNS	0.6/1.5	WQYK-F	2.3/7.0	
RELIGION/GOSPEL	5 ( 1)		5 ( 1)	.9	.4	WHTQ-F	0.5/3.0	WSUN	0.6/1.5	
CLASSICAL						WTKS-F	0.3/2.0	WWKA-F	1.1/5.6	
JAZZ/NEW AC						WTMP	0.3/1.1	WXTB-F	1.6/3.7	
UNKNOWN/OTHERS						WWRM-F	1.5/3.7			
	84 (11)	438 (24)	522 (35)			WXXL-F	1.1/5.5			

RADIO STATIONS

WLKF , 1430, 5 KW/1 KW (DA-2) , Talk NBC-T ABC, \$15.00 (Banner) Root  
 WONN , 1230, 1 KW , Nostalgia UNISTR NBC, \$13.00 (Torbet) Hall  
 WEZY-F, 94.1, 100 KW @ 430 , Soft AC/EZ , \$43.00 (Banner) Paxson  
 WPCV-F, 97.5, 100 KW @ 1017 , Country NBC, \$70.00 (Torbet) Hall

Other ranked stations -- see Orlando or Tampa

Miscellaneous: WEZY-F sold by Root to Paxson (D) for \$4,750,000 (MVP; Rumbaut) . . .

LANCASTER

Arbitron Rank/Pop (12+): 99/362,600  
 MSA Rank/Pop: 112/430,600  
 ADI # 44 (w/Harrisburg & York)  
 Average Person Ratings: 17.0  
 Market TSL: 22.50 hours

Stations: 30/6  
 Diaries: 836/434:1/59.4%  
 Sample Target: 810  
 % Below Line: 47.0  
 % Not Listed: 20.7

1992 Revenue: \$7,200,000  
 HH Inc.: \$33,808  
 Retail \$: 3.4 Bill  
 Pop per Station: 60,417  
 #1 Biller: WIOV-F \$2,500,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. WARM-F (AC)	56/ 9.1	12.8	10.2	10.3	9.7	----	125/1462	660/18.2	24.0	20.9	
2. WRKZ-F (C)	52/ 8.5	5.0	6.3	7.0	6.2	----	125/1395	620/17.1	11.1	13.9	WRM-F
WIOV-F (C)	52/ 8.5	9.8	10.0	8.6	12.3	----	63/873	713/19.7	19.8	19.6	D
4. WDAC-F (REL)	49/ 8.0	5.9	8.0	6.7	5.5	----	68/748	549/15.1	12.0	13.3	C
5. WROZ-F (SAC)	48/ 7.8	8.1	7.4	8.6	8.8	----	92/1205	651/18.0	16.1	18.2	C
6. WLAN-F (CHR)	35/ 5.7	6.0	5.8	6.7	6.7	----	42/996	750/20.6	22.9	17.7	C
WHTF-F (CL AOR)	35/ 5.7	4.1	6.5	6.8	6.5	----	63/841	445/12.3	13.5	15.6	
8. WRVV-F (AC/AOR)	30/ 4.9	7.1	2.6	0.4	---	----	60/862	446/12.3	16.2	7.5	
9. WHYL (BB)	12/ 2.0	1.6	0.6	1.1	0.7	----	16/197	109/ 3.0	2.8	2.7	
WTPA-F (AOR)	12/ 2.0	1.0	0.6	2.7	1.6	----	39/567	199/ 5.5	5.3	5.2	
11. WLPA (T)	11/ 1.8	0.5	2.0	1.6	0.4	----	11/259	246/ 6.8	5.2	5.1	
12.											
13.											
14.											
15.											

12+ FM SHARE (METRO): 91.80% (448 of 488) (SPG 92: 90.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MIO	12+ PHD	12+ EVE	OVERNIGHT
1 WLAN-F>>	1 WHTF-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WRKZ-F<	1 WIOV-F	1 WARM-F	1 WARM-F	1 WDAC-F<	1 WRKZ-F
2	2 WRVV-F<	2 WROZ-F	2 WROZ-F<	2 WRKZ-F	2 WARM-F	WRKZ-F<	2 WROZ-F	2 WDAC-F	2 WLAN-F	2 WOAC-F>
3	3 WARM-F	3 WHTF-F	3 WIOV-F	WROZ-F<	WIOV-F<	3 WROZ-F<	3 WRKZ-F<	3 WRKZ-F<	3 WARM-F	3
4	4 WLAN-F	4 WDAC-F	4 WDAC-F<	4 WIOV-F	4 WDAC-F	4 WDAC-F	4 WARM-F<	4 WIOV-F	4 WHTF-F	4
5	WROZ-F	WIOV-F	5 WRKZ-F<	5 WDAC-F	5 WROZ-F	5 WOAC-F	5 WDAC-F	5 WROZ-F	WRKZ-F	5
6	6 WDAC-F	6 WRVV-F	6 WRVV-F	WRVV-F	6	6 WLAN-F	WRVV-F	6 WRVV-F	6 WLPA	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 WROZ-F	1 WARM-F	1 WARM-F	1 WARM-F<	1 WARM-F<	1 WHTF-F	1 WHTF-F	1 WRVV-F	1 WHTF-F	1 WRKZ-F
WARM-F	2 WROZ-F<	2 WHTF-F	2 WROZ-F	2 WROZ-F>	2 WLAN-F	2 WRVV-F>	WARM-F	2 WRVV-F<	2 WRVV-F
3 WLAN-F	3 WDAC-F	WRVV-F	3 WDAC-F>	3 WDAC-F	WROZ-F	3 WIOV-F	3 WLAN-F	3 WIOV-F	WIOV-F
4 WDAC-F	WLAN-F	4 WLAN-F	4 WLAN-F	4 WIOV-F	WARM-F	4 WRKZ-F	4 WRKZ-F	4 WARM-F	4 WARM-F
5 WYCR-F	5 WHTF-F	WRVV-F	5 WIOV-F	5 WRKZ-F	WRVV-F	5 WTPA	5 WTPA-F	WRKZ-F	WHTF-F
6	6	6	6 WRKZ-F	6	6	6	6 WOAC-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		91 ( 3)	91 ( 3)	18.7	NM	WLAN (O) 1390 LANCASTER	0.7/2.9/ 4/ 105
AOR/CLASSIC AOR		58 ( 5)	58 ( 5)	11.9	16.0		
COUNTRY		106 ( 3)	106 ( 3)	21.7	20.2	WEEU (FS) 850 READING	1.3/2.4/ 8/ 96
NEWS/TALK	19 ( 3)	3 ( 1)	22 ( 4)	4.5	4.0	WIYY-F (AOR) 97.9 BALTIMORE	0.7/1.7/ 12/ 195
TOP 40/CHR/CONTEMP		57 ( 5)	57 ( 5)	11.7	16.4	WRFY-F (CHR) 102.5 READING	1.1/4.7/ 13/ 258
BLACK/URBAN					1.6	WVMD-F (SAC) 104.7 MAGERSTOWN	1.6/1.3/ 24/ 231
SOFT AC		61 ( 3)	61 ( 3)	12.5	21.5	WXCY-F (C) 103.7 HVRE DE GRCE	0.3/1.7/ 2/ 90
HISPANIC						SEE HARRISBURG OR YORK	SEE PHILADELPHIA FOR
OLDIES	4 ( 1)	15 ( 2)	19 ( 3)	3.9	NA	FOR MORE INFORMATION	MORE INFORMATION
FULL SVC/VARIETY	13 ( 2)		13 ( 2)	2.7	2.2	ABOUT THESE STATIONS:	ABOUT THESE STATIONS:
NOSTALGIA	12 ( 1)		12 ( 1)	2.5	NA	WHP 0.8/3.5	KYW 0.7/3.5 WOGL-F 0.6/2.6
RELIGION/GOSPEL		49 ( 1)	49 ( 1)	10.0	10.2	WNNK-F 0.7/4.6	WBEB-F 0.5/1.9 WvDB-F 0.5/1.4
CLASSICAL						WQXA-F 0.8/6.0	WIOQ-F 0.8/3.1 WYSP-F 0.7/2.6
JAZZ/NEW AC						WVMD-F 1.6/6.9	WIP 0.7/1.9
OTHERS UNKNOWN						WYCR-F 1.5/9.6	WVMD-F 0.5/2.5
	40 ( 7)	448 (23)	488 (30)				

RADIO STATIONS

WLAN , 1390, 5 KW/1 KW (DA-2) , Oldies , \$10.00 (D & R) Peoples  
 WLPA , 1490, 1 KW , Talk , HBS CNN, \$13.00 (Torbet) Hall

WDAC-F, 94.5, 19 KW @ 810 , Religion , \$35.00 (Savalli)  
 WIOV-F, 105.1, 50 KW @ 500 , Country , ABC, \$43.00 (Banner) Brill (EPHRATA)  
 WLAN-F, 96.9, 50 KW @ 500 , CHR , ABC, \$38.00 (D & R) Peoples  
 WROZ-F, 101.3, 7 KW @ 1289 , Soft AC/EZ , \$41.00 (Torbet) Hall

Other ranked stations -- see Harrisburg and York

LANSING

Arbitron Rank/Pop (12+): 100/361,600  
 HSA Rank/Pop: 110/436,000  
 ADI # 104  
 Average Person Ratings: 17.1  
 Market TSL: 22.50 hours

Stations: 18/15  
 Diaries: 891/406:1/55.9%  
 Sample Target: 860  
 % Below Line: 5.0  
 % Not Listed: 18.3

1992 Revenue: \$12,300,000  
 HH Inc.: \$32,649  
 Retail \$: 3.5 Btl  
 Pop per Station: 24,107  
 #1 Biller: WITL-AF \$3,300,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WITL-F (C)	95/15.4	17.8	16.2	18.1	18.0	16.9	223/2026	1007/27.8	29.8	29.2	E	WITL-F
2. WVIC-F (CHR)	71/11.5	12.5	8.5	11.6	11.6	11.0	106/1491	1039/28.7	25.8	30.6	D	WVIC-F
3. WFMK-F (AC)	60/ 9.7	7.2	6.4	5.5	8.3	7.2	80/ 992	662/18.3	17.6	20.4	C	WFMK-F
4. WJXQ-F (AOR)	50/ 8.1	9.2	11.6	12.0	10.9	10.2	84/1262	800/22.1	20.6	21.3	C	WJXQ-F
5. WJIM-F (SAC)	37/ 6.0	6.7	7.9	6.5	6.3	6.8	45/ 718	517/14.3	19.3	15.2	B	WJIM-F
6. WHMQ-F (CL AOR)	30/ 4.9	3.1	3.9	4.2	3.5	4.0	30/ 576	543/15.0	14.0	12.2	A	WHMQ-F
WQHH-F (B)	30/ 4.9	4.3	3.6	4.0	1.6	4.2	32/ 442	395/10.9	7.6	6.0	A	WQHH-F
8. WILS-F (C)	28/ 4.5	4.3	3.1	4.5	2.5	4.1	29/ 411	389/10.8	9.3	6.7	A	WILS-F
9. WJIM (T)	25/ 4.0	2.2	2.5	2.2	2.8	2.7	27/ 338	326/ 9.0	8.5	8.1	A	WJIM
10. WJR (FS)	23/ 3.7	5.7	5.9	4.3	5.5	4.9	74/1217	434/12.0	12.5	9.4		WJR
11. WIBM-F (O)	19/ 3.1	3.9	4.6	4.8	5.6	4.1	41/ 948	535/14.8	15.4	18.3	C	WIBM-F
12. WWDX-F (AOR)	18/ 2.9	1.0	1.3	1.3	2.1	1.6	20/ 290	257/ 7.1	5.6	7.6		WWDX-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 88.32% (446 of 505) (SPG 92: 89.47%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		60 ( 1)	60 ( 1)	11.9	NM	WIBM (FS)	1450 Jackson	0.6/0.4/	5/ 60
AOR/CLASSIC AOR		98 ( 3)	98 ( 3)	19.4	18.5	WITL (C)	1010 Lansing	0.2/1.9/	3/ 117
COUNTRY	1 ( 1)	123 ( 2)	124 ( 3)	24.6	25.3	WVFN (SPRTS)	730 East Lansing	0.5/1.5/	3/ 66
NEWS/TALK	28 ( 2)		28 ( 2)	5.5	3.4	WXLA (B)	1180 Dimondale	0.5/1.2/	3/ 44
TOP 40/CHR/CONTEMP		76 ( 2)	76 ( 2)	15.0	15.2	WIOG-F (CHR)	102.5 Bay City	0.8/4.2/	20/ 373
BLACK/URBAN	3 ( 1)	30 ( 1)	33 ( 2)	6.5	2.3	WOOD-F (SAC)	105.7 Grand Rapids	0.5/2.9/	17/ 376
SOFT AC		40 ( 2)	40 ( 2)	7.9	8.8				
HISPANIC									
OLDIES		19 ( 1)	19 ( 1)	3.8	NA				
FULL SVC/VARIETY	27 ( 2)		27 ( 2)	5.3	6.5				
NOSTALGIA									
RELIGION/GOSPEL									
CLASSICAL									
JAZZ/NEW AC					2.5				
OTHERS UNKNOWN									
-----		59 ( 6)	446 (12)	505 (18)					

LANSING

RADIO STATIONS

WILS	,	1320,	5 KW/1 KW (DA-3),	Black	,	\$10.00	(HNWH)	MacDonald	
WJIM	,	1240,	1 KW	Talk		NBC, \$12.00	(Mc-Guild)	Liggett	
WFMK-F,		99.1,	28 KW @ 600	AC		\$41.00	(Eastman)	Liggett	
WIBH-F,		94.1,	40 KW @ 551	Oldies		\$26.00	(Christal)	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	(Mc-Guild)	Liggett	
WJXQ-F,		106.1,	50 KW @ 489	AOR		ABC, \$27.00	(D & R)		(JACKSON)
WILS-F,		101.7,	2.1 KW @ 377	Country		\$19.00	(D & R)	MacDonald	
WMMQ-F,		92.7,	1.5 KW @ 466	Classic AOR	SOURCE	NBC, \$21.00	(D & R)	Goodrich	(CHARLOTTE)
WVIC-F,		94.9,	49 KW @ 500	CHR	UNISTR,	\$53.00	(Katz)	Goodrich	
WQHH-F,		96.5,	3 KW @ 328	Black		\$17.00	(Michigan Spot)		(DE WITT)
WWDX-F,		92.1,	4 KW @ 400	New AOR	ABC,	\$18.00	(HNWH)		(ST. JOHNS)

WJR - See Detroit

Miscellaneous: WJIM-F (St. John's) sold for \$550,000 . . . WJIM-F changes from Jazz/NAC to New AOR in May . . .  
WJIM A/F sold by Double L to Liggett for \$3,500,000 (Blackburn) . . . WJIM-F changes to WWDX-F (May) . . .

\*\*\*\*\* 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	

LAS VEGAS

Arbitron Rank/Pop (12+): 57/701,300  
 MSA Rank/Pop: 72/670,000  
 ADI # 77  
 Average Person Ratings: 16.9  
 Market TSL: 22.50 hours

Stations: 23/23  
 Diaries: 968/724:1/47.4%  
 Sample Target: 1010  
 % Below Line: 0.0  
 % Not Listed: 14.6

1992 Revenue: \$22,400,000  
 HH Inc.: \$31,781  
 Retail \$: 6.2 B11  
 Pop per Station: 30,491  
 #1 Biller: KFMS-AF \$2,900,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KLUC-F (CHR)	100/ 8.4	8.8	6.1	6.1	8.0	7.4	100/1647	1629/23.2	19.7	24.4	D	KLUC-F
2. KFMS-AF (C)	96/ 8.1	7.1	9.5	7.8	8.1	8.1	100/1088	1051/15.0	16.9	17.2	D	KFMS-AF
3. KMZQ-F (AC)	81/ 6.8	4.6	4.8	7.7	8.5	6.0	81/1222	1214/17.3	14.0	19.3	D	KMZQ-F
4. KWNR-F (C)	77/ 6.5	6.8	6.8	7.2	4.7	6.8	77/1027	1009/14.4	14.4	13.3	C	KWNR-F
5. KJUL-F (BB/EZ)	71/ 6.0	6.5	6.4	4.7	3.4	5.9	77/779	737/10.5	8.4	7.3	B	KJUL-F
6. KXTZ-F (SAC)	69/ 5.8	4.8	4.9	4.9	6.5	5.1	71/890	829/11.8	11.5	10.9	B	KXTZ-F
7. KDWN (T)	61/ 5.1	3.6	3.4	2.2	4.8	3.6	65/783	723/10.3	8.3	9.4	A	KDWN-F
8. KOMP-F (AOR)	59/ 5.0	5.0	6.2	6.1	7.0	5.6	60/972	949/13.5	13.6	14.0	D	KOMP-F
KRLV-F (SAC)	59/ 5.0	6.3	4.9	4.1	6.2	5.1	59/951	951/13.6	11.4	13.8	B	KRLV-F
KFBI-F (AOR)	59/ 5.0	4.6	3.9	3.1	4.0	4.2	59/1077	1070/15.3	10.6	11.2	C	KFBI-F
11. KKLZ-F (CL AOR)	57/ 4.8	4.8	5.4	4.6	5.5	4.9	57/863	855/12.2	13.1	13.8	D	KKLZ-F
12. KRRI-F (O)	44/ 3.7	3.2	1.7	2.4	1.4	2.8	44/663	653/ 9.3	6.3	6.3	A	KRRI-F
13. KEDG-F (AOR)	41/ 3.5	2.7	5.1	5.4	3.0	4.2	41/690	678/ 9.7	12.2	10.1	B	KEDG-F
14. KNUU (T)	24/ 2.0	1.8	2.3	2.0	2.6	2.0	24/540	540/ 7.7	7.7	7.2	B	KNUU
15. KXPT-F (AC)	23/ 1.9	2.1	2.7	3.9	3.8	2.7	23/455	449/ 6.4	14.0	14.3	A	KXPT-F
16. KEYV-F (C)	21/ 1.8	1.2	1.1	1.1	1.0	1.3	26/488	409/ 5.8	5.2	4.2	B	KEYV-F
17. KDOL (SP)	19/ 1.6	2.7	0.8	2.8	1.3	2.0	19/213	213/ 3.0	1.7	2.8	B	KDOL
KORK (BB)	19/ 1.6	2.2	2.3	2.2	2.3	2.1	19/374	370/ 5.3	6.0	7.0	A	KORK
19.												
20.												

12+ FM SHARE (METRO): 84.22% (854 of 1014) (SPG 92: 83.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KLUC-F>>	1 KLUC-F	1 KLUC-F<	1 KF3I-F	1 KFMS-AF<	1 KJUL-F<	1 KFMS-AF<	1 KDWN	1 KLUC-F	1 KLUC-F>	1 KORK
2	2 KOMP-F	2 KMZQ-F	KMZQ-F<	2 KMZQ-F<	2 KFMS-AF	2 KFBI-F	2 KXTZ-F	2 KMZQ-F	2 KFMS-AF	KLUC-F<
3	3 KMZQ-F	3 KOMP-F	3 KFMS-AF<	3 KFBI-F	3 KXTZ-F	3 KJUL-F	KMZQ-F<	3 KFMS-AF	KMZQ-F	3 KNUU
4	4 KKLZ-F<	KFMS-AF	4 KWNR-F<	KWNR-F	4 KDWN	4 KMZQ-F<	4 KFMS-AF	4 KWNR-F	4 KFBI-F	4 KXTZ-F
5	5 KFBI-F	KFBI-F	5 KKLZ-F	5 KLUC-F<	5 KWNR-F	5 KLUC-F	KLUC-F	5 KJUL-F	5 KOMP-F	5 KFMS-F
6	KEDG-F	KWNR-F	KLUC-F	6 KKLZ-F	6	KDWN	KWNR-F<	KXTZ-F	6	6 KFBI-F
7	7 KWNR-F	7 KKLZ-F	7	7	7	7	7	7	7	7
8	8	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 KLUC-F	1 KLUC-F>	1 KLUC-F	1 KLUC-F<	1 KFMS-AF	1 KOMP-F	1 KOMP-F	1 KFBI-F	1 KKLZ-F<	1 KFBI-F<
2 KFMS-AF	2 KMZQ-F	2 KMZQ-F	2 KMZQ-F<	2 KMZQ-F<	2 KLUC-F	2 KKLZ-F	2 KKLZ-F	2 KFBI-F	2 KKLZ-F>
3 KEDG-F	3 KFMS-AF	3 KFMA-AF	3 KFMS-AF	3 KWNR-F	3 KEDG-F	3 KFBI-F	3 KOMP-F	3 KOMP-F>	3 KOMP-F
4 KWNR-F	4 KEDG-F	4 KOMP-F	KWNR-F	4 KLUC-F	4 KMZQ-F	4 KLUC-F	4 KLUC-F	4 KLUC-F	4 KMZQ-F
KMZQ-F	KWNR-F	5 KWNR-F	5	5 KXTZ-F	KLUC-F	5 KMZQ-F	5	5 KMZQ-F	KDWN
6	6	6 KEDG-F	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQM/CUME	TSA	TSA
AC		104 ( 2)	104 ( 2)	10.3	NM	KLAV (T) 1230	LAS VEGAS 0.9/2.0/	11/	143
AOR/CLASSIC AOR	7 ( 1)	216 ( 4)	223 ( 5)	22.0	18.3	KMTW (AOR) 1340	LAS VEGAS 0.6/1.9/	7/	131
COUNTRY	10 ( 2)	191 ( 3)	201 ( 5)	19.8	15.8	KOWA (C) 870	LAUGHLIN 0.6/1.9/	8/	155
NEWS/TALK	105 ( 4)		105 ( 4)	10.4	9.2	KVEG (T) 840	N. LAS VEGAS 0.8/2.1/	9/	145
TOP 40/CHR/CONTEMP		100 ( 1)	100 ( 1)	9.9	14.2				
BLACK/URBAN		82 ( 2)	82 ( 2)	8.1	15.0				
SOFT AC		19 ( 1)	19 ( 1)	1.9	1.5				
HISPANIC		44 ( 1)	44 ( 1)	4.3	NA				
OLDIES									
FULL SVC/VARIETY									
NOSTALGIA	19 ( 1)	71 ( 1)	90 ( 2)	8.9	6.7				
RELIGION/GOSPEL					1.0				
CLASSICAL									
JAZZ/NEW AC					1.2				
OTHERS UNKNOWN					0.8				
	160 ( 9)	854 ( 14)	1014 ( 23)						



LAS VEGAS

RADIO STATIONS

KDWN	, 720,	50 KW (DA-N)	, Talk				
KENO	, 1460,	5 KW/1 KW(DA-2)	, News	UNISUP	UNIULT, \$12.00	(Christal)	Lotus
KMTW	, 1340,	1 KW	, AOR	SMN,	\$13.00	(D & R)	
KNUU	, 970,	5 KW/500 W (DA-2)	, News/Talk	CBS,	\$16.00	( --- )	
KORK	, 920,	5 KW/500 W (DA-2)	, Nostalgia	ABC,	\$18.00	(Christal)	Lotus
KEYV-F,	93.1,	25 KW @ 3726	, Country		\$25.00	(Katz)	
KFMS-F,	101.9,	100 KW @ 1181	, Country		\$73.00	(Katz)	
KJUL-F,	104.3,	25 KW @ 3726	, Nostalgia	UNISTR,	\$21.00	(K & P)	Amer Bdcst System
KKLZ-F,	96.3,	100 KW @ 1175	, Classic AOR		\$44.00	(D & R)	
KLUC-F,	98.5,	100 KW @ 1181	, CHR	APR,	\$60.00	(Mc-Guild)	Nationwide
KEDG-F,	103.5,	100 KW @ 1210	, AOR		\$24.00	(Torbet)	
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		\$32.00	(MMR)	
KRRI-F,	105.5,	3.7 KW @ 1476	, Oldies	NBC,	\$18.00	(Mc-Guild)	(BOULDER)
KFBI-F,	107.5,	25 KW @ 3726	, AOR		\$38.00	( --- )	Americom (PAHRUMP)
KWNR-F,	95.5,	100 KW @ 1161	, Country	UNISTR,	\$23.00	(Banner)	(HENDERSON)
KXTZ-F,	94.1,	100 KW @ 1210	, EZ/Soft AC		\$35.00	(D & R)	Parker (HENDERSON)
KXPT-F,	97.1,	100 KW @ 1919	, AC		\$27.00	(Christal)	Lotus

Miscellaneous: KLUC-AM changes to KXNO and format to Tourist Info. (May) . . . KUOA-F changes to KFBI-F and format to AOR (Dec) . . . KYRK-F changes to KXPT-F (Feb) . . . KXPT-F reclassified as AC. . .

\*\*\*\*\* 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		*

\*\*\*\*\*

LEXINGTON

Arbitron Rank/Pop (12+): 125/300,400  
 HSA Rank/Pop: 137/352,400  
 ADI # 72  
 Average Person Ratings: 15.1  
 Market TSL: 20.00 hours

Stations: 14/12  
 Diaries: 798/376:1/51.9%  
 Sample Target: 740  
 % Below Line: 3.1  
 % Not Listed: 12.8

1992 Revenue: \$13,500,000  
 HH Inc.: \$30,100  
 Retail \$: 3.2 B11  
 Pop per Station: 25,033  
 #1 Biller: WVLK-F \$3,200,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WVLK-F (C)	87/19.2	22.7	21.9	20.7	13.0	----	269/2882	1060/35.3	38.7	34.8	E	WVLK-F
2. WKQQ-F (AOR)	58/12.8	13.5	14.7	12.9	17.4	----	121/1653	839/27.9	28.3	27.1	E	WKQQ-F
3. WCKU-F (B)	46/10.1	9.0	9.1	6.9	12.6	----	65/870	560/18.6	14.8	12.5	B	WCKU-F
4. WMXL-F (AC)	45/9.9	7.7	9.3	9.4	13.0	----	95/1633	828/27.6	25.3	29.8	D	WMXL-F
5. WVLK (FS)	32/7.0	9.0	6.4	6.7	6.5	----	38/604	492/16.4	18.4	15.8	C	WVLK
6. WWYC-F (C)	27/5.9	2.1	2.9	3.2	1.5	----	46/959	488/16.2	8.9	10.7		WWYC-F
WGKS-F (SAC)	27/5.9	5.4	6.4	7.6	5.2	----	46/888	540/18.0	17.7	18.6	B	WGKS-F
8. WTKT-F (O)	20/4.4	5.4	5.8	6.4	5.2	----	27/633	466/15.5	17.3	16.2	B	WTKT-F
9. WLXG (T)	18/4.0	3.5	1.7	1.6	1.3	----	19/355	332/11.1	9.5	8.1	A	WLXG
10. WJMM-F (REL)	8/1.8	0.6	0.4	1.8	1.5	----	8/224	183/6.1	4.9	5.2		WJMM-F
WCGW (REL)	8/1.8	1.3	0.8	1.6	1.5	----	12/186	116/3.9	1.5	3.3		WCGW

12+ FM SHARE (METRO): 80.30% (318 of 396) (SPG 92: 84.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WCKU-F >>	1 WKQQ-F	1 WVLK-F	1 WVLK-F	1 WVLK-F	1 WVLK-F >	1 WVLK-F >	1 WVLK-F >	1 WVLK-F	1 WVLK-F	1 WVLK-F >
2	2 WVLK-F >	2 WKQQ-F	2 WKQQ-F	2 WKQQ-F	2 WVLK >	2 WVLK	2 WKQQ-F	2 WKQQ-F	2 WKQQ-F <	2 WKQQ-F >
3	3 WMXL-F	3 WMXL-F	3 WMXL-F >	3 WMXL-F >	3 WMXL-F	3 WKQQ-F <	3 WMXL-F <	3 WCKU-F <	3 WCKU-F >	3 WMXL-F
4	WCKU-F	4 WCKU-F >	4 WCKU-F	4 WCKU-F	4 WGKS-F	4 WMXL-F	4 WLXG	4 WMXL-F	4	4 WWYC-F
5	5	5	5 WTKT-F	5 WGKS-F	5	5 WCKU-F	5 WCKU-F	5	5	5 WCKU-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 WKQQ-F	1 WKQQ-F	1 WKQQ-F	1 WVLK-F	1 WVLK-F >	1 WKQQ-F	1 WKQQ-F	1 WKQQ-F	1 WKQQ-F	1 WKQQ-F <
2 WVLK-F	2 WVLK-F	2 WMXL-F	2 WKQQ-F <	2 WMXL-F	2 WVLK-F	2 WVLK-F >	2 WVLK-F	2 WVLK-F >	2 WVLK-F >
3 WCKU-F	3 WMXL-F	WVLK-F	3 WMXL-F	3 WKQQ-F	3	3 WCKU-F	3	3 WMXL-F	3 WMXL-F
4	4 WCKU-F >>	4 WCKU-F	4 WCKU-F >	4 WCKU-F	4	4 WMXL-F	4	4 WCKU-F	4 WCKU-F
5	5	5	5	5 WGKS-F	5	5 WWYC-F	5	5	5 WLXG-F WTKT-F

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		45 ( 1)	45 ( 1)	11.3	NH	WBBE (BB) 1580	Georgetown	1.3/3.0/	7/ 108
AOR/CLASSIC AOR		58 ( 1)	58 ( 1)	15.0					
COUNTRY		114 ( 2)	114 ( 2)	29.0	26.2	WHAS (FS) 840	Louisville	1.1/4.0/	24/ 530
NEWS/TALK	18 ( 1)		18 ( 1)	5.0	2.0	WLW (FS) 700	Cincinnati	2.0/3.8/	15/ 251
TOP 40/CHR/CONTEMP					14.6				
BLACK/URBAN		46 ( 1)	46 ( 1)	12.0	10.9				
SOFT AC		27 ( 1)	27 ( 1)	7.0	8.4				
HISPANIC									
OLDIES		20 ( 1)	20 ( 1)	5.0	NA				
FULL SVC/VARIETY	46 ( 3)		46 ( 3)	12.0	9.1				
NOSTALGIA	6 ( 1)		6 ( 1)	2.0	NA				
RELIGION/GOSPEL	8 ( 1)	8 ( 1)	16 ( 2)	4.0	1.5				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	78 ( 6)	318 ( 8)	396 ( 14)						

RADIO STATIONS

WLAP , 630, 5 KW/1 KW (DA-2) , Oldies	UNIULT, \$14.00 (Durpetti) Trumper
WLXG , 1300, 2.5 KW/1 KW (DA-N) , Talk	NBC, ABC, \$11.00 (Banner) Martin
WVLK , 590, 5 KW/1 KW (DA-2) , Full Service	ABC, \$32.00 (Katz) Bluegrass
WCKU-F, 102.5, 2 KW @ 400 , Black	UNISTR, ABC, \$18.00 (Torbet) (NICHOLASVILLE)
WGKS-F, 96.9, 41 KW @ 548 , Soft AC	UNISTR, \$21.00 (Banner) Martin (PARIS)
WJMM-F, 106.3, 3 KW @ 298 , Religion	USA, \$14.00 ( --- ) Hortenson (VERSAILLES)
WKQQ-F, 98.1, 100 KW @ 561 , AOR	, \$54.00 (Christal) Village
WWYC-F, 100.1, 1.4 KW @ 459 , Country	, \$15.00 ( --- ) Trumper (WINCHESTER)
WMXL-F, 94.5, 100 KW @ 640 , AC	, \$50.00 (D & R) Trumper
WTKT-F, 103.3, 6 KW @ 298 , Oldies	, \$20.00 (Eastman) (GEORGETOWN)
WVLK-F, 92.9, 100 KW @ 850 , Country	, \$55.00 (Katz) Bluegrass

Miscellaneous: WHRS-F changes to WWYC-F and format from AC to Country (Feb) . . .

LINCOLN  
-----

Arbitron Rank/Pop (12+): 171/181,800      Stations: 17/11      1992 Revenue: \$9,200,000  
 MSA Rank/Pop: 201/216,300      Diaries: 630/289:1/61.5%      HM Inc.: \$35,589  
 ADI # 99      Sample Target: 610      Retail \$: 1.6 Bill  
 Average Person Ratings: 16.3      % Below Line: 7.7      Pop per Station: 16,509  
 Market TSL: 21.50 hours      % Not Listed: 13.8      #1 Biller: KFOR \$2,000,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KZKX-F (C)	47/15.8	10.5	14.8	13.3	11.6	----	68/851	570/31.4	23.2	25.7	C	KZKX-F
2. KFOR (FS)	36/12.1	10.9	10.7	13.3	10.6	----	37/451	427/23.5	24.8	23.4	D	KFOR
3. KTGL-F (CL AOR)	28/ 9.4	8.9	6.2	8.2	7.9	----	42/455	314/17.3	20.2	15.2	C	KTGL-F
4. KIBZ-F (AOR)	22/ 7.4	5.1	5.2	0.7	2.0	----	25/346	270/14.9	11.8	11.0	A	KIBZ-F
5. KFRX-F (CHR)	20/ 6.7	7.7	11.7	8.2	6.6	----	28/573	407/22.4	22.8	28.2	B	KFRX-F
6. KLIN (T/FS)	20/ 6.7	5.4	5.9	5.1	4.6	----	20/304	286/15.7	16.9	14.2	B	KLIN
7. KKNB-F (CHR)	15/ 5.1	3.8	3.1	5.1	4.0	----	18/339	247/13.6	14.9	15.4	A	KKNB-F
8. KFGE-F (C)	14/ 4.7	2.6	3.8	---	---	----	17/239	227/12.5	7.9	10.9	A	KFGE-F
9. KEZG-F (SAC)	11/ 3.7	8.3	4.5	6.1	6.9	----	16/270	212/11.7	14.7	11.1	B	KEZG-F
10. KYNN-F (C)	10/ 3.4	4.2	3.1	8.2	9.2	----	30/467	210/11.6	12.4	15.1	A	KYNN-F
KLDZ-F (O)	10/ 3.4	3.5	3.8	4.8	7.6	----	15/354	263/14.5	11.4	11.0	B	KLDZ-F

12+ FM SHARE (METRO): 73.83% (189 OF 256) (SPG 92: 72.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFRX-F >>	1 KTGL-F	1 KZKX-F <	1 KZKX-F >	1 KZKX-F >	1 KFOR <	1 KFOR <	1 KZKX-F >	1 KZKX-F >	1 KFRX-F	1 KIBZ-F
2 KKNB-F >	2 KIBZ-F	2 KTGL-F	2 KTGL-F >	2 KTGL-F >	2 KZKX-F >	2 KZKX-F >	2 KTGL-F <	2 KTGL-F <	2 KFOR <	2 KLIN
3 KFGE-F >	3 KZKX-F	3 KIBZ-F >	3 KFOR	3 KFOR	3 KLIN	3 KLIN <	3 KFOR	3 KFOR	3 KKNB-F	3 KFOR
4	4 KKNB-F	4 KFOR	4 KIBZ-F	4 KIBZ-F	4	4 KTGL-F	4 KFOR	KIBZ-F	KIBZ-F	4
5	5 KFRX-F	KFRX-F	5 KLDZ-F	5 KLDZ-F	5	5	5	5 KFRX-F	5 KZKX-F	5
6	6	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 KFRX-F	1 KZKX-F >	1 KZKX-F	1 KZKX-F >	1 KZKX-F >	1 KIBZ-F	1 KTGL-F <	1 KTGL-F	1 KTGL-F	1 KZKX-F <
2 KKNB-F	2 KFRX-F	2 KTGL-F	2 KFRX-F	2 KFOR	2 KTGL-F	2 KIBZ-F >>	2 KIBZ-F	2 KIBZ-F	2 KTGL-F >
3 KFGE-F	3 KTGL-F	3 KEZG-F	3 KFOR	3 KLDZ-F	3 KFRX-F	3 KKNB-F	3 KKNB-F	3 KZKX-F >>	3 KIBZ-F
4	4 KFGE-F	KFGE-F	4 KEZG-F	KEZG-F	KKNB-F	4 KZKX-F	4 KZKX-F	4	4 KFOR
5	5 KKNB-F	KFRX-F	5 KLIN	5 KLIN	5 KZKX-F	5	KFGE-F	5	5
		KKNB-F	KTGL-F	KTGL-F					

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		6 ( 1)	6 ( 1)	2.3	NM	KEFM-F (AC) 96.1	2.0/8.4/ 12/ 237
AOR/CLASSIC AOR		53 ( 3)	53 ( 3)	21.0	19.7	KEZO-F (AOR) 92.3	1.0/5.4/ 7/ 232
COUNTRY	5 ( 1)	71 ( 3)	76 ( 4)	30.0	18.4	KFAB (FS) 1110	2.0/10.5/32/ 516
NEWS/TALK	20 ( 1)		20 ( 1)	8.0	NA	KGOR-F (O) 99.9	0.3/3.8/ 5/ 171
						KQKQ-F (CHR) 98.5	0.7/8.7/ 9/ 273
TOP 40/CHR/CONTEMP		37 ( 3)	37 ( 3)	14.4	18.0	WOW (C) 590	1.7/3.6/ 10/ 172
BLACK/URBAN							
SOFT AC		11 ( 1)	11 ( 1)	4.2	5.3		
HISPANIC							
OLDIES		11 ( 2)	11 ( 2)	4.2	NA		
FULL SVC/VARIETY	42 ( 2)		42 ( 2)	16.4	10.6		
NOSTALGIA					2.9		
RELIGION/GOSPEL							
CLASSICAL							
JAZZ/NEW AC							
OTHERS UNKNOWN							
	67 ( 4)	189 (13)	256 (17)				

RADIO STATIONS  
-----

KFOR , 1240, 1 KW	, Full Service	ABC, \$35.00 (Katz)	May
KHAT , 1530, 5 KW (DAYS)	, Nostalgia	CNN, \$11.00 (Durpetti)	Tate
KLIN , 1400, 1 KW	, Talk/FS	CNN CBS, \$17.00 ( --- )	
KEZG-F, 107.3, 100 KW @ 548	, Soft AC/EZ	UNISUP CBS, \$16.00 ( --- )	
KFGE-F, 105.3, 3 KW @ 328	, Country	, \$10.00 ( --- )	
KYNN-F, 101.9, 100 KW @ 180	, Country	, \$21.00 (Banner)	Midwest Comm.
KFRX-F, 102.7, 100 KW @ 430	, CHR	, \$25.00 (Katz)	May
KIBZ-F, 106.3, 3 KW @ 144	, AOR	, \$14.00 (Durpetti)	Tate
KKNB-F, 104.1, 50 KW @ 223	, CHR	, \$13.00 ( --- )	(CRETE)
KLDZ-F, 95.1, 50 KW @ 285	, Oldies	ABC, \$17.00 (Christal)	
KTGL-F, 92.9, 100 KW @ 810	, Classic AOR	, \$24.00 (K & P)	(BEATRICE)
KZKX-F, 96.9, 100 KW @ 581	, Country	, \$29.00 (HNWH)	(SEWARD)

KFAB -- see Omaha

Miscellaneous: KFMQ sold by Midwest to Ray Lamb for \$200,000 (Chapin) . . .

LITTLE ROCK

Arbitron Rank/Pop (12+): 82/431,000  
 MSA Rank/Pop: 97/523,000  
 ADI # 58  
 Average Person Ratings: 16.1  
 Market TSL: 21.50 hours

Stations: 21/20  
 Diaries: 916/471:1/52.1%  
 Sample Target: 910  
 % Below Line: 0.6  
 % Not Listed: 11.0

1992 Revenue: \$14,100,000  
 HH Inc.: \$30,766  
 Retail \$: 4.4 B11  
 Pop per Station: 21,550  
 #1 Biller: KSSN-F \$4,700,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KSSN-F (C)	119/17.2	18.4	19.1	22.5	20.9	19.3	268/3004	1413/32.8	41.2	36.2	F	KSSN-F
2. KIPR-F (B)	82/11.8	8.9	10.2	9.3	10.1	10.1	117/1075	677/15.7	16.2	15.6	C	KIPR-F
3. KDDK-F (C)	73/10.5	8.2	9.8	5.0	---	8.4	106/1555	903/21.0	22.5	0.0	A	KDDK-F
4. KARN (N/T)	52/ 7.5	10.8	8.7	7.9	9.1	8.7	61/900	740/14.2	15.8	17.6	C	KARN
5. KMJX-F (AOR)	46/ 6.6	9.8	8.7	10.2	11.3	8.8	74/1092	646/15.0	16.4	18.7	C	KMJX-F
KURB-F (AC)	46/ 6.6	7.1	7.2	6.9	6.0	7.0	78/1505	817/19.0	17.5	18.9	C	KURB-F
7. KHLT-F (AC)	33/ 4.8	4.5	3.0	2.9	2.0	3.8	73/1007	560/13.0	8.8	9.3	B	KHLT-F
8. KOLL-F (O)	29/ 4.2	3.5	3.2	5.8	3.8	4.2	60/1128	596/13.8	10.5	13.0	B	KOLL-F
9. KEZQ-F (SAC)	27/ 3.9	3.5	3.0	4.7	6.6	3.8	43/677	460/10.7	6.3	14.4	B	KEZQ-F
KKYK-F (CHR)	27/ 3.9	5.1	3.8	3.6	4.2	4.1	55/1086	547/12.7	13.9	14.8	B	KKYK-F
11. KMZX-F (8)	12/ 1.7	2.2	3.0	1.3	2.5	2.1	15/280	232/ 5.4	5.8	6.6	A	KMZX-F
12. KGKO-AF (BB)	11/ 1.5	1.5	1.6	1.4	1.3	1.5	21/273	175/ 4.1	5.7	4.8	A	KGKO-AF
13. KLRG (G)	10/ 1.4	2.2	1.7	2.2	2.5	1.9	13/205	175/ 4.1	3.9	5.2	A	KLRG
14. KBIS (N)	9/ 1.3	1.2	0.6	1.3	1.2	1.1	10/251	187/ 4.3	4.2	4.4		KBIS
KITA (REL)	9/ 1.3	1.2	2.1	1.2	1.0	1.5	10/180	161/ 3.7	5.5	3.7		KITA

12+ FM SHARE (METRO): 85.39% (526 of 616) (SPG 92: 80.58%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
AC		83 ( 3)	83 ( 3)	13.5	NM		KAAY (REL) 1090 Little Rock	1.3/3.1/ 13/ 247	
AOR/CLASSIC AOR		46 ( 1)	46 ( 1)	7.5	12.5		KLPQ-F (?) 102.5 Cabot	0.6/1.0/ 6/ 55	
COUNTRY		192 ( 2)	192 ( 2)	31.2	28.2		KYFX-F (J/NAC) 99.5 Little Rock	0.7/2.0/ 10/ 123	
NEWS/TALK	61 ( 2)		61 ( 2)	9.9	11.3		KYTN-F (REL) 107.7 Wrghtsville	1.3/3.5/ 9/ 150	
TOP 40/CHR/CONTEMP		27 ( 1)	27 ( 1)	4.4	4.7		KLAZ-F (AC) 105.9 Hot Springs	0.6/3.0/ 26/ 529	
BLACK/URBAN		94 ( 2)	94 ( 2)	15.3	13.9				
SOFT AC		27 ( 1)	27 ( 1)	4.4	7.8				
HISPANIC									
OLDIES		29 ( 1)	29 ( 1)	4.7	NA				
FULL SVC/VARIETY									
NOSTALGIA	1 ( 1)	10 ( 1)	11 ( 2)	1.8	1.1				
RELIGION/GOSPEL	28 ( 3)	9 ( 1)	37 ( 4)	6.0	5.3				
CLASSICAL									
JAZZ/NEW AC		5 ( 1)	5 ( 1)	0.8	NA				
OTHERS UNKNOWN		4 ( 1)	4 ( 1)	0.6	0.8				
	90 ( 6)	526 ( 15)	616 ( 21)						

LITTLE ROCK  
-----

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	UNISTR 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	, \$ 16.00 (Mc-Guild)	
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 (D & R)	(CONWAY)
KMZK-F, 106.3, 3 KW @ 289,	BLACK	SMN, \$ 17.00 (K & P)	Willis (LONOKE)
KOLL-F, 94.9, 96 KW @ 1843,	OLDIES	UNISTR, \$ 35.00 (---)	So. Starr (MAUMELLE)
KSSN-F, 95.7, 92 KW @ 1663,	COUNTRY	ABC, \$ 94.00 (Katz)	South. Skies
KURB-F, 98.5, 99 KW @ 879,	AC	, \$ 32.00 (D & R)	GHB (Buck)
KEZQ-F, 102.9, 50 KW @ 495,	SOFT AC	UNISTR, \$ 36.00 (Mc-Guild)	GHB (Buck) (SHERIDAN)

Miscellaneous: KAKI-F changes to KGKO-F (Jan) . . . KEZQ-F (Jacksonville) sold to Buck for \$1,300,000 (Bergner) . . .

\*\*\*\*\* 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		*

\*\*\*\*\*

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,607,400

Stations: 49/45  
Diaries: 4414/2176:1/48.2%  
Sample Target: 4020  
% Below Line: 2.2  
% Not Listed: 9.9

1992 Revenue: \$396,000,000  
HH Inc.: \$42,506  
Retail \$: 93.0 Bill  
Pop per Station: 213,498  
#1 Biller: KABC \$31,000,000

HSA Rank/Pop: 2/12,100,000  
ADI # 2  
Average Person Ratings: 18.2  
Market TSL: 24.00 hours

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KLAX-F (SP)	996/ 5.7	7.2	5.3	2.0	0.7	5.1	1020/10078	9599/10.0	8.4	2.5	D	KLAX-F
2. KOST-F (AC)	887/ 5.1	5.5	5.1	5.2	5.0	5.2	1102/19213	15613/16.3	16.7	16.2	K	KOST-F
3. KPWR-F (CHR/D)	867/ 5.0	5.0	5.1	4.4	4.2	4.9	947/19304	17096/17.8	15.4	14.9	J	KPWR-F
4. KFI (T)	794/ 4.5	4.3	3.7	2.7	2.9	3.8	1198/15249	10249/10.7	9.4	8.3	I	KFI
5. KROQ-F (AOR)	749/ 4.3	3.9	3.8	4.0	3.1	4.0	875/13154	11121/11.6	10.1	9.7	K	KROQ-F
6. KIIS-F (CHR)	700/ 4.0	4.3	4.1	4.2	4.4	4.2	839/19242	16291/17.0	17.2	17.2	K	KIIS-F
7. KRTH-F (O)	680/ 3.9	3.7	4.4	3.9	4.1	4.0	798/15578	12283/12.8	14.5	14.2	K	KRTH-F
8. KLOS-F (AOR)	678/ 3.9	3.8	3.2	3.6	4.0	3.6	935/15996	11573/12.0	10.1	11.2	K	KLOS-F
9. KABC (T)	644/ 3.7	3.9	3.5	3.7	4.4	3.7	713/10700	9572/ 9.9	8.7	10.9	K	KABC
10. KLSX-F (CL AOR)	628/ 3.6	3.8	3.6	4.0	3.3	3.8	746/12684	10581/11.0	10.8	10.9	J	KLSX-F
11. KLVE-F (SP)	618/ 3.5	2.4	3.4	3.5	4.4	3.2	690/7838	6949/ 7.2	8.2	8.2	K	KLVE-F
12. KFVB (N)	567/ 3.2	2.9	2.6	2.7	2.9	2.9	605/15223	13808/14.4	12.6	13.4	K	KFVB
KBIG-F (AC)	567/ 3.2	3.5	3.7	3.0	4.0	3.4	701/12592	10196/10.6	11.4	10.8	K	KBIG-F
14. KKBTF-F (B)	544/ 3.1	3.4	3.1	3.8	3.8	3.4	618/9491	7961/ 8.3	6.7	8.0	J	KKBT-F
15. KYSR-F (SAC)	533/ 3.0	3.0	2.6	3.5	3.7	3.0	582/10539	9286/ 9.7	9.3	10.4	J	KYSR-F
16. KTWV-F (J/NAC)	389/ 2.2	2.3	2.5	2.8	2.1	2.5	477/8918	7420/ 7.7	8.2	7.3	I	KTWV-F
17. KZLA-F (C)	388/ 2.2	2.1	2.4	1.8	2.0	2.1	441/6143	5237/ 5.5	6.2	5.0	I	KZLA-F
18. KNX (N)	382/ 2.2	2.7	2.7	2.6	2.5	2.6	523/13045	9641/10.0	11.2	10.4	K	KNX
19. KTNQ (SP)	362/ 2.1	2.2	2.8	3.6	3.2	2.7	383/4673	4347/ 4.5	5.9	7.2	K	KTNQ
20. KCBS-F (O)	299/ 1.7	1.7	1.9	2.0	2.0	1.8	384/8414	6457/ 6.7	7.1	7.8		KCBS-F
21. KKHJ (SP)	272/ 1.6	1.4	1.6	2.1	2.2	1.7	281/4604	4214/ 4.4	4.2	5.7	E	KKHJ
22. KWKW (SP)	258/ 1.5	1.1	1.3	1.9	3.4	1.5	260/3610	3469/ 3.6	3.5	6.4	I	KWKW
23. KKG0-F (CL)	242/ 1.4	1.7	1.9	2.1	1.6	1.8	285/5845	4956/ 5.2	6.7	5.2	G	KKGO-F
24. KXED (SP)	200/ 1.1	0.8	---	0.4	0.6	---	204/1884	1859/ 1.9	---	2.0		KXED
25. KJQI-AA (EZ)	173/ 1.0	0.5	---	0.4	---	0.5	197/2881	2385/ 2.5	0.1	---		KJQI-AA
26. KXEZ-F (SAC)	171/ 1.0	1.4	1.7	2.3	2.3	1.6	200/5855	4888/ 5.1	5.8	7.9	H	KXEZ-F
27. KAJZ-FF (J)	169/ 1.0	1.1	0.5	0.8	0.7	0.9	170/2760	2703/ 2.8	1.6	2.7		KAJZ-FF
28. KACE-F (B)	165/ 0.9	0.6	0.9	0.6	0.8	0.8	166/3457	3452/ 3.6	2.5	2.1		KACE-F
29. KLIT-F (SAC)	161/ 0.9	1.2	1.1	0.9	1.2	1.0	182/4429	3804/ 4.0	4.3	5.1	F	KLIT-F
30. KMPC (SPRTS)	159/ 0.9	0.6	0.8	1.0	1.3	0.8	190/4061	3401/ 3.5	3.9	5.2		KMPC
31. KNAC-F (AOR)	152/ 0.9	0.6	0.5	0.9	0.5	0.7	158/3269	3044/ 3.2	2.6	2.3		KNAC-F
32. KRLA (O)	149/ 0.9	0.5	0.6	0.8	0.7	0.7	163/3027	2740/ 2.9	2.6	2.9		KRLA
33.												
34.												
35.												

12+ FM SHARE (METRO): 71.71% (11307 of 15767) (SPG 92: 68.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KPWR-F>>	1 KLAX-F	1 KLAX-F	1 KLOS-F<	1 KOST-F	1 KFI	1 KLSX-F	1 KFI	1 KLAX-F	1 KROQ-F	1 KABC
2 KROQ-F	2 KROQ-F<	2 KOST-F	2 KLAX-F<	2 KLOS-F<	2 KABC	2 KLOS-F	2 KOST-F	KPWR-F	2 KPWR-F	2 KFI
3 KIIS-AF	3 KLOS-F<	3 KLOS-F	3 KOST-F<	3 KLAX-F	3 KFVB	3 KABC	3 KLAX-F	3 KOST-F	3 KOST-F	3 KFVB
4 KLAX-F	4 KPWR-F<	4 KROQ-F	4 KRTH-F<	4 KRTH-F	4 KOST-F<	4 KFVB-F	4 KRTH-F	4 KROQ-F	4 KLAX-F	4 KOST-F>
5	5 KOST-F	5 KLSX-F<	5 KLSX-F	5 KLSX-F	5 KRTH-F	5 KRTH-F	5 KIIS-AF	5 KLOS-F<	5 KKBTF-F	5 KLSX-F<
6	6 KIIS-AF<	6 KIIS-AF<	6 KLVE-F	6 KBIG-F<	6 KBIG-F<	6 KLAX-F	6 KPWR-F<	6 KRTH-F	6 KABC	6 KNX
7	7 KLVE-F	7 KLVE-F	7 KBIG-F	7 KLVE-F<	7 KNX	KFI	7 KYSR-F<	7 KIIS-AF	7 KIIS-AF<	7 KLAX-F
8	8 KLSX-F	8 KPWR-F	8 KYSR-F	8 KFI	8 KLAX-F	8 KLVE-F<	8 KLVE-F	8 KFI	8 KLVE-F	8 KKBTF-F<
9	9 KTSR-F	9 KRTH-F	9 KFI	9 KYSR-F	9 KTWV-F	9 KOST-F	9 KROQ-F	9 KFVB-F	9 KFI	9 KTNQ-F
10	10 KKBTF-F	10 KYSR-F	10 KIIS-AF	10 KIIS-AF	10 KRBTF-F	10 KRTH-F	10 KABC	10 KYSR-F	10	10 KPWR-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 KROQ-F	1 KLAX-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KPWR-F	1 KLAX-F<	1 KLOS-F	1 KLOS-F<	1 KLOS-F
2 KPWR-F	2 KROQ-F<	2 KLAX-F	2 KLAX-F	2 KBIG-F<	KROQ-F	2 KROQ-F<	2 KLAX-F	2 KLAX-F	2 KLSX-F
3 KIIS-AF	3 KOST-F	3 KLVE-F	3 KBIG-F	3 KLAX-F	3 KIIS-AF	3 KLOS-F	3 KLSX-F	3 KLSX-F	3 KLAX-F
4 KLAX-F	4 KIIS-AF	4 KYSR-F	4 KIIS-AF	4 KRTH-F	4 KLSX-F	4 KPWR-F<	4 KROQ-F	4 KROQ-F	4 KFI
5 KOST-F	5 KPWR-F	5 KROQ-F	5 KYSR-F<	5 KLVE-F<	5 KLVE-F	5 KLSX-F	5 KLVE-F	5 KLVE-F	5 KRTH-F
6 KKBTF-F	6 KYSR-F	6 KLOS-F	6 KRTH-F<	6 KYSR-F	6 KLOS-F	6 KLVE-F	6 KOST-F	6 KPWR-F	6 KOST-F
7 KYSR-F	7 KKBTF-F<	7 KKBTF-F	7 KROQ-F	7 KIIS-AF<	7 KOST-F	7 KIIS-AF	7 KKBTF-F	7 KIIS-AF	7 KLVE-F
8 KLVE-F	8 KLVE-F	8 KIIS-AF	8 KLVE-F	8 KLOS-F	8 KYSR-F	8 KOST-F	8 KYSR-F	8 KRTH-F<	8 KTWV-F
9	9 KLOS-F	9 KBIG-F	9 KPWR-F<	9 KFI	9 KKBTF-F	9 KYSR-F	9 KIIS-AF	9 KOST-F	9 KKBTF-F
10	10	10	10 KKBTF-F	10	10 KNAC-F	10 KKBTF-F	10 KRTH-F	10 KFI	10 KROQ-F

LOS ANGELES

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		1454 ( 2)	1454 ( 2)	9.2	NM	KALI (SP) 1430	San Gabriel	0.4/1.2/	66/1180
AOR/CLASSIC AOR		2207 ( 4)	2207 ( 4)	14.0	15.6	KEZY-F (CHR) 95.9	Anaheim	0.3/2.2/	53/2275
COUNTRY	100 ( 1)	506 ( 3)	606 ( 4)	3.8	3.7	KGfJ (B) 1230	Los Angeles	0.6/2.0/111/	1879
NEWS/TALK	2718 ( 3)		2718 ( 7)	17.2	16.0	KIEV (T) 870	Glendale	0.4/1.5/	68/1573
TOP 40/CHR/CONTEMP		1761 ( 4)	1761 ( 4)	11.2	10.9	KIKF-F (C) 94.3	Garden Grove	0.4/1.3/	69/1342
BLACK/URBAN	111 ( 1)	840 ( 3)	951 ( 4)	6.0	5.8	KJLH-F (B) 102.3	Compton	0.7/4.0/134/	3877
SOFT AC	173 ( 2)	914 ( 4)	1087 ( 6)	6.9	5.4	KKLA-F (REL) 99.5	Los Angeles	0.5/1.7/	92/1973
HISPANIC	1209 ( 6)	1614 ( 2)	2823 ( 8)	17.9	19.1	KLAC (C) 570	Los Angeles	0.6/2.8/113/	2940
OLDIES	149 ( 1)	979 ( 2)	1128 ( 3)	7.2	NA	KMAX-F (E) 107.1	Arcadia	0.4/1.4/	75/1471
FULL SVC/VARIETY						KMGX-F (SAC) 94.3	San Fernando	0.3/0.9/	49/ 832
NOSTALGIA					0.3	KNIZ (SP) 1480	Santa Ana	1.3/0.8/	51/ 726
RELIGION/GOSPEL		85 ( 1)	85 ( 1)	0.5	0.6	KFRG-F (C) 95.1	San Brndino	0.3/1.3/300/	4869
CLASSICAL		242 ( 1)	242 ( 1)	1.5	1.8	KGGI-F (CHR) 99.1	Riverside	0.8/3.4/423/	7427
JAZZ/NEW AC		389 ( 3)	389 ( 3)	2.5	3.2	KTPI-F (?) 103.1	Tehachapi	0.4/0.7/	81/ 696
OTHERS UNKNOWN		147 ( 2)	147 ( 2)	0.9	NA	XTRA (SPRTS) 690	Tijuana	0.6/2.6/158/	3605
	4460 (18)	11307 (31)	15767 (49)						

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC, \$ 425.00 (Katz)	Cap Cities/ABC
KALI, 1430, 5 KW (OA-2)	, HISPANIC	, \$ 80.00 (Katz)	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	AURN, MBS, \$ 65.00 (Roslin)	
KGIL, 1260, 5 KW (OA-2)	, TALK	, \$ 55.00 (MHW)	Buckley
KIEV, 870, 10 KW/1 KW (OA-2)	, VARIOUS	UNISTR CNN, \$ NA (---)	
KKHJ, 930, 5 KW (OA-N)	, HISPANIC	, \$ 100.00 (Katz Hisp)	
KLAC, 570, 5 KW (OA-N)	, COUNTRY	ABC, \$ 90.00 (Eastman)	Shamrock
KMPC, 710, 50 KW/10 KW (OA-N)	, SPORTS	, \$ 200.00 (Banner)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS, \$ 315.00 (CBS)	CBS
KRLA, 1110, 50 KW/20 KW (OA-2)	, OLDIES	, \$ 82.00 (MHR)	Greater Media
KXEO, 1540, 50 KW/10 KW (OA-2)	, SEE KLAX-F		
KTNQ, 1020, 50 KW (OA-2)	, HISPANIC	, \$ 160.00 (Caballero)	HefTel
KWKW, 1330, 5 KW (OA-N)	, HISPANIC	, \$ 190.00 (Lotus)	Lotus

FM STATIONS

KACE, 103.9, 1.6 KW @ 371, BLACK AC	APR, UNISTR, \$ 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	APR, \$ NA (---)	
KIIS, 102.7, 8 KW @ 2959, CHR	, \$ 450.00 (McGuilid)	Gannett
KJLH, 102.3, 2.2 KW @ 338, BLACK	, \$ 100.00 (Roslin)	
KKBT, 92.3, 43 KW @ 2909, BLACK	, \$ 325.00 (MHR)	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 (MHR)	Greater Media
KLVE, 107.5, 30 KW @ 2998, HISPANIC	, \$ 210.00 (Caballero)	HefTel
KAXX, 107.1, 3 KW @ ?, ETHNIC/RELIG	, \$ 60.00 (---)	Oouglas
KNAC, 105.5, 1 KW @ 469, AOR	ABC, \$ 101.00 ( --- )	
KOST, 103.5, 13 KW @ 3100, AC	, \$ 510.00 (Christal)	Cox
KPWR, 105.9, 72 KW @ 771, CHR	, \$ 350.00 (D & R)	Emmis
KXEZ, 100.3, 5 KW @ 3004, Soft AC	SOURCE, \$ 240.00 (Durpetti)	Viacom
KROQ, 106.7, 6 KW @ 1387, AOR	, \$ 270.00 (Torbet)	Infinity
KRTH, 101.1, 51 KW @ 3129, OLDIES	UNISTR, \$ 384.00 (Banner)	Beasley
KLAX, 97.9, 79 KW @ 410, HISPANIC	, \$ 200.00 (SBS)	SBS
KTWV, 94.7, 55 KW @ 2831, JAZZ/NAC	, \$ 340.00 (Group W)	Westinghouse
KYSR, 98.7, 75 KW @ 1181, SOFT AC	, \$ 255.00 (Torbet)	Viacom
KZLA, 93.9, 19 KW @ 3136, COUNTRY	, \$ 290.00 (Eastman)	Shamrock

Miscellaneous: KQLZ-F: From AOR to Soft AC (Apr) . . . KLAC, KZLA-F sold by Malrite to Shamrock . . .  
 KQLZ-F sold by Westwood One to Viacom (D) for \$40,000,000 . . . KFOX-F (Redondo Beach)  
 sold for \$9,800,000 (MVP; Blackburn) . . . KRTH-F sold by Beasley to Infinity (D) for  
 \$110,000,000. . . KQLZ-F changed to KXEZ-F and from AOR to Soft AC in April. . .

LOUISVILLE

Arbitron Rank/Pop (12+): 51/796,200  
 MSA Rank/Pop: 52/968,000  
 ADI # 47  
 Average Person Ratings: 16.3  
 Market TSL: 21.75 hours

Stations: 20/20  
 Diaries: 1275/624:1/51.8%  
 Sample Target: 1320  
 % Below Line: 0.0  
 % Not Listed: 11.1

1992 Revenue: \$28,000,000  
 HH Inc.: \$30,273  
 Retail \$: 7.5 Bill  
 Pop per Station: 39,810  
 #1 Biller: WHAS \$7,000,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WAMZ-F (C)	233/18.0	17.1	20.5	22.0	18.4	19.4	359/3809	2493/31.3	33.9	32.8	G	WAMZ-F
2. WHAS (FS)	171/13.2	15.8	12.9	12.3	12.7	13.6	231/3109	2263/28.4	31.4	29.0	H	WHAS
3. WDJX-AF (CHR)	130/10.0	8.2	8.2	10.0	9.5	9.1	167/2374	1826/22.9	22.0	25.5	D	WDJX-AF
4. WQMF-F (AOR)	114/ 8.8	12.2	9.9	7.4	8.5	9.6	136/1877	1551/19.5	20.6	18.7	E	WQMF-F
5. WGZB-F (B)	89/ 6.9	5.5	7.6	7.2	5.4	6.8	106/988	888/11.2	10.8	9.6	B	WGZB-F
6. WRKA-F (AC)	77/ 5.9	4.9	5.7	7.3	5.7	6.0	82/1533	1368/17.2	17.7	14.6	O	WRKA-F
7. WVEZ-F (SAC)	72/ 5.5	5.8	5.1	6.1	5.0	5.6	83/1230	1007/12.6	14.4	13.4	D	WVEZ-F
8. WLRS-F (AC)	55/ 4.2	5.0	4.8	4.8	5.9	4.7	55/979	972/12.2	14.4	14.5	C	WLRS-F
9. WAVG (BB)	44/ 3.4	3.4	3.7	2.9	5.1	3.6	51/723	643/ 8.1	9.6	9.0	A	WAVG
10. WHKW-F (C)	40/ 3.1	1.8	1.8	3.1	2.7	2.5	40/728	728/ 9.1	6.8	8.2	A	WHKW-F
11. WWKY (T)	39/ 3.0	4.2	2.5	2.4	2.7	3.0	43/614	577/ 7.2	5.9	5.5	A	WWKY-F
12. WLOU (B)	22/ 1.7	1.7	2.2	1.4	2.5	1.8	22/444	436/ 5.5	5.3	5.3	A	WLOU
14. WLSY-F (AC)	22/ 1.7	---	---	---	---	1.7	23/318	309/ 3.9	---	---		WLSY-F

12+ FM SHARE (METRO): 72.70% (839 of 1154) (SPG 92: 68.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-AF >>> 1 WQMF-F	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >	1 WHAS	1 WHAS	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F
2 WGZB-F	2 WDJX-AF <	2 WQMF-F	2 WQMF-F	2 WQMF-F	2 WAMZ-F >>	2 WAMZ-F >	2 WHAS	2 WHAS	2 WGZB-F	2 WGZB-F
3 WAMZ-F >>	3 WAMZ-F <	3 WDJX-AF	3 WRKA-F <	WHAS	3 WRKA-F	3 WDJX-AF	3 WQMF-F <	3 WDJX-F	3 WDJX-AF <	3 WHAS
4	4 WGZB-F >	4 WRKA-F <	4 WHAS	4 WRKA-F	4 WVEZ-F <	4 WQMF-F	4 WDJX-AF	4 WQMF-F	4 WHAS	4 WQMF-F
5	5 WLRS-F	5 WGZB-F	5 WDJX-AF	5 WGZB-F <	5 WAVG	5 WRKA-F	5 WVEZ-F	5 WGZB-F	5 WQMF-F	5 WWKY
6	6	6 WHAS	6 WGZB-F	6 WVEZ-F	6	6 WVEZ-F	6 WRKA-F	6 WVEZ-F	6	6 WDJX

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-AF	1 WDJX-AF	1 WDJX-AF	1 WAMZ-F >	1 WAMZ-F >	1 WQMF-F	1 WQMF-F >	1 WQMF-F	1 WQMF-F	1 WAMZ-F
2 WAMZ-F	2 WAMZ-F <	2 WAMZ-F	2 WDJX-AF	2 WRKA-F	2 WDJX-AF	2 WAMZ-F	2 WAMZ-F	2 WAMZ-F >	2 WQMF-F
3 WGZB-F	3 WGZB-F >	3 WGZB-F	3 WRKA-F	3 WDJX-AF	3 WAMZ-F	3 WQJX-AF >	3 WDJX-AF	3 WDJX-AF	3 WHAS >>
4	4 WLRS-F >	4 WLRS-F	4 WGZB-F	4 WGZB-F	4	4 WGZB-F	4 WGZB-F	4 WHAS	4 WRKA-F
5	5 WQMF-F	5	5 WVEZ-F	5 WHAS <	5	5	5	5	5 WDJX-AF
6	6 WVEZ-F	6	6 WLRS-F	6 WVEZ-F					

FORMATS	AM	FH	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		154 ( 3)	154 ( 3)	13.3	NM	WTHQ-AF (C)	101.3	Shelbyville	0.9/1.7/ 15/ 153
AOR/CLASSIC AOR		114 ( 1)	114 ( 1)	9.9	9.6	WFIA (REL)	900	Louisville	0.7/2.3/ 12/ 207
COUNTRY	13 ( 2)	281 ( 3)	294 ( 5)	25.5	25.1	WLLV (REL)	1240	Louisville	0.9/2.2/ 12/ 179
NEWS/TALK	39 ( 1)		39 ( 1)	3.4	5.7	WTHT (C)	620	Louisville	0.7/2.3/ 11/ 248
						WXVW (BB)	1450	Jffersonville	0.3/1.7/ 4/ 135
TOP 40/CHR/CONTEMP	1 ( 1)	129 ( 1)	130 ( 2)	11.3	13.9				
BLACK/URBAN	22 ( 1)	89 ( 1)	111 ( 2)	9.6	8.9				
SOFT AC		72 ( 1)	72 ( 1)	6.2	5.6				
HISPANIC									
OLDIES									
FULL SVC/VARIETY	171 ( 1)		171 ( 1)	14.8	14.7				
NOSTALGIA	48 ( 2)		48 ( 2)	4.2	0.9				
RELIGION/GOSPEL	21 ( 2)		21 ( 2)	1.8	1.4				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN					1.1				
	315 ( 10)	839 ( 10)	1154 ( 20)						



LOUISVILLE

RADIO STATIONS

WAVG	,	970,	5 KW (DA-N)	,	Nostalgia	SMN CBS, \$ 24.00	(D&R)	
WHAS	,	840,	50 KW	,	Full Service	ABC, \$120.00	(Christal)	Clear Channel
WLOU	,	1350,	5 KW/500 W (DA-N)	,	Black	AURN, \$ 25.00	( --- )	Johnson
WWKY	,	790,	5 KW/1 KW (DA-2)	,	Talk	NBC, \$ 19.00	(Katz)	Prism
WXVW	,	1450,	1 KW	,	Nostalgia	SMN, \$ 23.00	(Roslin)	
WAMZ-F,		97.5,	100 KW @ 500	,	Country			
WDJX-F,		99.7	24 KW @ 715	,	CHR	\$102.00	(Christal)	Clear Channel
WGZB-F,		96.5,	3 KW @ 295	,	Black	APR, \$ 60.00	(Eastman)	Stoner
WLRB-F,		102.3,	3 KW @ 285	,	AC	\$ 30.00	(Mc-Guild)	
WQMF-F,		95.7,	34 KW @ 581	,	AOR	UNISTR, \$ 35.00	(Torbet)	Beck Ross
WRKA-F,		103.1,	3 KW @ 276	,	Oldies	\$ 61.00	(Katz)	
WVEZ-F,		106.9,	25 KW @ 669	,	Soft AC	\$ 44.00	(Banner)	Franklin
WHKW-F,		103.9,	1 KW @ 489	,	Country	\$ 65.00	(Katz)	Prism
WLSY-F,		101.7,	1.9 KW @ 413	,	AC	\$ 26.00	(Eastman)	
						\$ 17.00	(Mc-Guild)	(JEFFERSONTOWN)

Miscellaneous: WZKS-F changes to WHKW-F (March) . . . WTFX-F (CP) sold by Joyner to Prism for \$3,300,000 (Americom) . . . WDJX-AM changes to WWSN (May) . . . WWKY changes from Country to Talk. . . WSLM-F (Salem) sold to Snowden/Clear Channel (D) for \$2,400,000. . .

LUBBOCK

Arbitron Rank/Pop (12+): 168/185,800  
 MSA Rank/Pop: 196/223,000  
 ADI # 149  
 Average Person Ratings: 17.1  
 Market TSL: 22.50 hours

Stations: 15/15  
 Diaries: 657/283:1/48.9%  
 Sample Target: 610  
 % Below Line: 0.0  
 % Not Listed: 8.8

1992 Revenue: \$6,600,000  
 HH Inc.: \$27,735  
 Retail \$: 2.1 B11  
 Pop per Station: 12,387  
 #1 Biller: KLLL-AF \$2,100,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KLLL-F (C)	88/27.7	28.7	29.8	30.9	25.4	----	131/1283	819/44.1	40.5	46.2	D	KLLL-F
2. KZII-F (CHR)	42/13.2	10.4	11.7	9.7	10.7	----	52/696	516/27.8	27.7	27.3	B	KZII-F
3. KFMY-F (AOR)	41/12.9	9.0	12.0	11.5	9.8	----	48/586	432/23.3	18.7	22.4	C	KFMY-F
4. KKCL-F (O)	31/ 9.7	8.6	7.4	7.9	6.2	----	42/627	440/23.7	20.5	18.2	A	KKCL-F
5. KONE-F (C)	20/ 6.3	4.7	2.3	6.1	8.1	----	40/537	312/16.8	16.3	13.6		KONE-F
6. KRLB-F (AC)	13/ 4.1	1.5	10.0	6.8	8.5	----	15/367	373/20.1	25.0	26.1	B	KRLB-F
7. KKIK-F (SP)	12/ 3.8	2.5	0.3	1.4	4.2	----	29/258	167/ 9.0	4.1	7.0	A	KKIK-F
8. KFYO (FS/C)	11/ 3.5	4.3	3.9	6.5	3.9	----	24/372	199/10.7	12.4	10.6	B	KFYO
9. KEJS-F (SP)	9/ 2.8	0.4	---	---	---	----	12/73	63/ 3.4	1.6	----		KEJS-F

12+ FM SHARE (METRO): 91.03% (264 of 290) (SPG 92: 88.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KZII-F>>	1 KFMY-F<	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KZII-F>	1 KLLL-F
2 KLLL-F	2 KLLL-F>	2 KFMY-F>	2 KKCL-F<	2 KKCL-F	2 KKCL-F>	2 KFMY-F	2 KKCL-F>	2 KFMY-F	2 KLLL-F<	2 KKIK-F
3 KFMY-F	3 KZII-F>>	3 KZII-F<	3 KFMY-F>	3 KFMY-F>	3 KONE-F	3 KZII-F	3 KFMY-F	3 KZII-F>	3 KFMY-F>	3 KFMY-F
4	4	4 KKCL-F	4 KONE-F	4 KONE-F	4 KFYO	4 KKCL-F	4 KZII-F	4	4	4 KZII-F
5	5	5 KONE-F	5 KZII-F	5 KZII-F	5	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 KLLL-F	1 KLLL-F>>	1 KLLL-F	1 KLLL-F>>	1 KLLL-F>>	1 KFMY-F	1 KFMY-F>>	1 KFMY-F	1 KFMY-F	1 KLLL-F>>
2 KZII-F	2 KZII-F<	2 KFMY-F	2 KZII-F>	2 KKCL-F	2 KZII-F	2 KLLL-F	2 KLLL-F	2 KLLL-F>>	2 KKCL-F
3 KFMY-F	3 KFMY-F	3 KRLB-F	3 KFMY-F>	3 KZII-F	3 KLLL-F	3 KZII-F>>	3 KKCL-F	3 KKCL-F	3 KFMY-F>>
4	4 KONE-F	4 KKCL-F	4 KKCL-F	4 KFMY-F	4	4	4	4 KZII-F	4
	KRLB-F		KONE-F						

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		17 ( 2)	17 ( 2)	6.0	NM	KCAS (BB) 1050 Slaton	0.3/1.9/ 1/ 48
AOR/CLASSIC AOR		41 ( 1)	41 ( 1)	14.1	13.9	KJAK-F (REL) 92.7 Slaton	1.3/5.9/ 6/ 164
COUNTRY	5 ( 1)	108 ( 2)	113 ( 3)	40.0	39.1	KKAM (?) 1340 Lubbock	1.3/3.6/ 5/ 82
NEWS/TALK					0.4	KLFB (SP) 1420 Lubbock	1.6/2.4/ 7/ 69
TOP 40/CHR/CONTEMP		42 ( 1)	42 ( 1)	14.4	13.5	KLLL (C) 1590 Lubbock	1.6/4.3/ 5/ 84
BLACK/URBAN						KMHX-F (AC) 104.7 Lamesa	1.3/7.1/ 10/ 206
SOFT AC					2.6		
HISPANIC	5 ( 1)	21 ( 2)	26 ( 3)	9.0	3.4		
OLDIES		31 ( 1)	31 ( 1)	11.0	NA		
FULL SVC/VARIETY	11 ( 1)		11 ( 1)	4.0	NA		
NOSTALGIA	1 ( 1)		1 ( 1)	0.3	3.8		
RELIGION/GOSPEL		4 ( 1)	4 ( 1)	1.3	1.9		
CLASSICAL							
JAZZ/NEW AC							
OTHERS UNKNOWN	4 ( 1)		4 ( 1)	1.3	NA		
	26 ( 5)	264 (10)	290 (15)				

RADIO STATIONS

KCAS	1050	250 W (DAYS)	Nostalgia	\$ 8.00 ( --- )	(SLATON)
KFYO	790	5 KW/1 KW (DA-2)	Country/FS	CBS, \$14.00 (Torbet)	Seaton
KXTQ	950	5 KW/500 W (DA-2)	Hispanic	\$10.00 (Banner)	
KEJS-F	106.5	34 KW @ 587	Hispanic	\$11.00 ( --- )	
KFMY-F	94.5	100 KW @ 817	AOR	ABC, \$23.00 (Katz)	Sonance
KJAK-F	92.7	100 KW @ 584	Religion	\$ 8.00 ( --- )	(SLATON)
KRLB-F	99.5	100 KW @ 859	AC	ABC, \$27.00 (Christal)	Sonance
KKCL-F	98.1	50 KW @ 295	Oldies	NBC, \$18.00 (Christal)	Amer. General (LORENZO)
KLLL-F	96.3	100 KW @ 817	Country	MBS, \$46.00 (Eastman)	Pinnaacle (LAMESA)
KMHX-F	104.7	100 KW @ 915	Oldies	\$ 8.00 (Banner)	Oowdy
KONE-F	101.1	100 KW @ 751	Country	UNISTR, \$15.00 ( --- )	Lotus
KKIK-F	93.7	100 KW @ 741	SEE KXTQ		
KZII-F	102.5	100 KW @ 817	CHR	\$25.00 (Torbet)	

Miscellaneous: KFMY changes to KKAM in April. . . KJXB, KRLB-F sold by receivership to Sonance (D) for \$760,000. . .

MACON

Arbitron Rank/Pop (12+): 144/235,400  
 HSA Rank/Pop: 160/283,200  
 ADI # 120  
 Average Person Ratings: 17.4  
 Market TSL: 23.00 hours

Stations: 17/14  
 Diaries: 689/342:1/39.8%  
 Sample Target: 690  
 % Below Line: 2.4  
 % Not Listed: 12.5

1992 Revenue: \$8,700,000  
 HH Inc.: \$31,259  
 Retail \$: 2.3 Bil  
 Pop per Station: 16,814  
 #1 Biller: WDEn-AF \$3,000,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WDEn-F (C)	19/22.2	19.6	20.4	20.2	19.5	----	173/1708	804/34.2	30.2	34.1	E	WDEn-F
2. WPEZ-F (AC)	37/ 9.0	11.7	7.5	12.0	11.3	----	59/732	460/19.5	17.7	18.8	C	WPEZ-F
3. WPGA-F (B)	36/ 8.8	3.1	7.3	7.4	10.8	----	42/521	410/17.4	11.3	18.5	A	WPGA-F
WQBZ-F (AOR)	36/ 8.8	9.1	10.2	7.9	10.8	----	67/651	389/16.5	15.8	17.0	B	WQBZ-F
5. WDDO (G)	32/ 7.8	9.1	8.6	5.9	8.9	----	34/300	268/11.4	12.4	13.6	A	WDDO
6. WFXM-F (B)	29/ 7.1	8.9	8.1	6.4	7.0	----	35/464	370/15.7	17.0	18.4	B	WFXM-F
7. WAYS-F (O)	25/ 6.1	6.8	7.8	7.4	10.1	----	47/931	506/21.5	17.2	20.4	C	WAYS-F
8. WMAZ (N/T)	14/ 3.4	3.1	4.0	4.8	2.6	----	22/437	291/12.4	13.0	11.2	A	WMAZ
WVVY-F (CHR)	14/ 3.4	1.3	1.6	1.5	1.0	----	18/259	188/ 8.0	3.1	3.8		WVVY-F
10. WMKS-F (C)	10/ 2.4	4.4	---	---	---	----	13/291	221/ 9.4	10.0	0.0	A	WMKS-F
11. WXKO (G)	9/ 2.2	---	1.6	3.8	1.2	----	14/97	67/ 2.8	0.0	3.5		WXKO
12. WRCC-F (C)	8/ 2.0	2.1	2.2	3.1	0.5	----	10/112	93/ 4.0	4.8	5.6	A	WRCC-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 84.07% (301 of 358) (SPG 92: 79.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFXM-F>>	1 WQBZ-F<	1 WDEn-F	1 WDEn-F>	1 WDEn-F>	1 WDEn-F>>	1 WDEn-F>>	1 WDEn-F>	1 WDEn-F>>	1 WDEn-F>	1 WDEn-F
2	2 WDEn-F>	2 WPGA-F	2 WPEZ-F	2 WPEZ-F	2 WDDO <	2 WPEZ-F<	2 WPEZ-F>	2 WQBZ-F<	2 WFXM-F	2 WPGA-F
3	3 WPGA-F	WQBZ-F<	3 WPGA-F	3 WPGA-F	3 WPEZ-F	3 WDDO	3 WQBZ-F<	3 WPEZ-F<	3 WPGA-F	3
4	4 WPEZ-F	4 WPEZ-F	4 WQBZ-F	4 WQBZ-F<	4 WAYS-F	4 WAYS-F<	4 WPGA-F	4 WPGA-F	4 WQBZ-F<	4
5	5 WFXM-F	5	5 WAYS-F	5 WAYS-F	5 WPGA-F	5 WPGA-F	5 WAYS-F	5	5 WDDO	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 WPGA-F	1 WDEn-F	1 WDEn-F	1 WDEn-F<	1 WDEn-F>	1 WQBZ-F	1 WQBZ-F>	1 WDEn-F	1 WDEn-F	1 WDEM-F>>
2 WVVY-F	2 WPGA-F	2 WPEZ-F	2 WPGA-F	2 WPEZ-F>	2 WFXM-F	2 WDEn-F>	2 WPGA-F	WQBZ-F>	2 WQBZ-F<
3 WQBZ-F	3 WPEZ-F	3 WPGA-F	3 WPEZ-F>	3 WPGA-F	3 WPGA-F	3 WPGA-F	3 WPEZ-F	3 WPEZ-F	3 WAYS-F<
4 WDDO	WQBZ-F	4	4 WFXM-F	4 WDDO	4	4 WFXM-F	WAYS-F	WPGA-F	4 WPEZ-F
5	5 WVVY-F	5	WQBZ-F	5 WFXM-F	5	5 WPEZ-F	5	5 WAYS-F	5 WPGA-F

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	----	-	-	-	-----	SHARE/RTG/AQH/CUME	-----	-----
AC		37 ( 1)	37 ( 1)	10.3	NM	WKXK (B)	1280	MACON	0.5/1.8/	4/ 67
AOR/CLASSIC AOR		36 ( 1)	36 ( 1)	10.0	11.7	WNEX-F (?)	107.1	GORDON	1.2/4.0/	8/ 143
COUNTRY		109 ( 3)	109 ( 3)	30.4	25.9					
NEWS/TALK	14 ( 1)		14 ( 1)	4.0	4.6	WALR-F (B)	104.7	ATHENS	1.2/4.1/	18/ 281
TOP 40/CHR/CONTEMP		14 ( 1)	14 ( 1)	4.0	2.8	WVEE-F (B)	103.3	ATLANTA	0.7/3.3/	10/ 206
BLACK/URBAN	2 ( 1)	73 ( 4)	75 ( 5)	21.0	22.5	WVFJ-F (REL)	93.3	MANCHESTER	0.5/4.7/	7/ 204
SOFT AC					0.6					
HISPANIC										
OLDIES		25 ( 1)	25 ( 1)	7.0	NA					
FULL SVC/VARIETY					0.6					
NOSTALGIA										
RELIGION/GOSPEL	41 ( 2)	2 ( 1)	43 ( 3)	12.0	12.0					
CLASSICAL										
JAZZ/NEW AC										
OTHERS UNKNOWN		5 ( 1)	5 ( 1)	1.3	0.9					
	57 ( 4)	301 (13)	358 (17)							

RADIO STATIONS

WDDO , 1240, 1 KW	Gospel	MBS, \$13.00 (Christal)
WMAZ , 940, 50 KW/10 KW (OA-2),	News/Talk	MBS ABC, \$17.00 (Katz)
WXKO , 1150, 1 KW (DAYS)	Gospel	\$10.00 ( --- )
		Woodfin (FORT VALLEY)
WAYS-F, 99.1, 100 KW @ 663	Oldies	MBS ABC, \$37.00 (Katz)
WDEn-F, 105.3, 100 KW @ 659	Country	NBC, \$52.00 (Mc-Guild)
WFXM-F, 100.1, 3 KW @ 298	Black	AURN, \$18.00 (Torbet)
WVVY-F, 97.9, 11 KW @ 500	CHR	\$NA (Banner)
		Woodfin (FORSYTH)
WNEX-F, 107.1, 2.2 KW @ 541	CHR	ABC, \$ 9.00 ( --- )
WPEZ-F, 107.9, 100 KW @ 689	AC	UNISTR, \$30.00 (Christal)
WPGA-F, 100.9, 2.2 KW @ 354	Black	ABC, \$20.00 (D & R)
WQBZ-F, 106.3, 50 KW @ 492	AOR	UNISTR, \$22.00 (Banner)
WRCC-F, 101.7, 2.5 KW @ 351	Country	SMN, \$10.00 (DORA)
		Taylor (FORT VALLEY)
		Tim (WARNER-ROBINS)

Miscellaneous: WIBB changes to WKXK (March) . . . WKXK-F changes to WVVY-F and format to CHR (March) . . .

MADISON

Arbitron Rank/Pop (12+): 120/316,500  
 MSA Rank/Pop: 136/356,000  
 ADI # 91  
 Average Person Ratings: 16.7  
 Market TSL: 22.75 hours

Stations: 17/14  
 Diaries: 759/417:1/58.7%  
 Sample Target: 760  
 % Below Line: 1.7  
 % Not Listed: 17.5

1992 Revenue: \$15,900,000  
 HH Inc.: \$33,352  
 Retail \$: 3.4 Bill  
 Pop per Station: 22,607  
 #1 Biller: WIBA-F \$2,900,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WZEE-F (CHR)	67/12.7	11.3	9.9	11.7	12.2	11.4	128/2156	1094/34.6	28.9	28.5	C	WZEE-F
2. WIBA-F (AOR)	56/10.6	10.9	13.6	14.0	11.8	12.3	122/1516	835/26.4	30.0	27.1	D	WIBA-F
3. WOLX-F (O)	46/ 8.7	7.7	6.4	7.4	7.3	7.6	104/1668	751/23.7	19.7	22.7	D	WOLX-F
4. WIBA (FS)	44/ 8.3	5.4	7.8	7.4	6.3	7.2	47/656	580/18.3	17.8	18.2	D	WIBA
5. WWQM-F (C)	40/ 7.6	10.3	9.3	12.6	10.6	10.0	53/860	630/19.9	18.8	20.7	D	WWQM-F
6. WMGN-F (AC)	36/ 6.8	6.2	6.0	6.4	5.9	6.4	62/808	483/15.3	14.5	14.2	C	WMGN-F
7. WMLI-F (SAC)	30/ 5.7	4.0	3.1	4.1	4.1	4.2	36/545	434/13.7	11.1	13.7	B	WMLI-F
8. WJJO-F (AOR/AC)	27/ 5.1	3.8	2.5	3.4	3.9	3.7	48/970	538/17.0	11.7	12.9	B	WJJO-F
9. WTDY-F (N/T)	26/ 4.9	5.6	5.0	4.8	5.5	5.1	29/448	396/12.5	12.1	13.8	B	WTDY
10. WTSO (C)	16/ 3.0	3.6	6.2	5.3	5.7	4.5	24/471	278/ 8.8	24.2	12.5	C	WTSO
11. WSJY-F (SAC)	14/ 2.7	1.6	1.6	1.6	2.6	1.9	33/521	229/ 7.2	5.0	7.3	A	WSJY-F
12. WMMH-F (AOR)	10/ 1.9	2.2	3.3	2.8	1.6	2.6	13/304	230/ 7.3	8.4	5.4	A	WMMH-F
13. WYZH-F (C)	8/ 1.5	2.4	1.0	0.4	0.6	1.3	13/294	173/ 5.5	4.0	3.2		WYZH-F
14.												
15.												

12+ FM SHARE (METRO): 77.24% (336 of 435) (SPG 92: 75.76%)

TEES	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F >>	1 WZEE-F <	1 WIBA-F <	1 WIBA-F	1 WIBA-F	1 WIBA >	1 WZEE-F <	1 WIBA-F <	1 WZEE-F	1 WZEE-F	1 WIBA >
2	2 WIBA-F >>	2 WZEE-F >	2 WMGN-F	2 WMGN-F	2 WOLX-F	2 WIBA-F <	2 WOLX-F <	2 WIBA-F	2 WMLI-F >	2 WZEE-F
3	3 WMGN-F	3 WOLX-F	3 WOLX-F	3 WOLX-F	3 WWQM-F	3 WIBA	3 WZEE-F	3 WOLX-F	3 WIBA-F	3 WMGN-F
4	4 WMLI-F	4 WMGN-F	4 WJJO-F	4 WWQM-F <	4 WTDY	4 WWQM-F <	4 WTDY	4 WMGN-F <	4 WIBA	4 WOLX-F
5	5 WWQM-F	5 WMLI-F	5 WJJO-F	5 WMGN-F	5 WOLX-F	5 WMGN-F	5 WOLX-F	5 WMGN-F <	5 WWQM-F	5
6	6	6 WWQM-F	6	6 WMLI-F	6	6	6 WWQM-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 WZEE-F	1 WZEE-F >	1 WMGN-F	1 WZEE-F >	1 WMGN-F	1 WZEE-F	1 WIBA-F >	1 WIBA-F	1 WIBA-F >	1 WIBA-F >
2 WIBA-F	2 WMGN-F <	2 WIBA-F	2 WMGN-F <	2 WOLX-F	2 WIBA-F	2 WZEE-F >>	2 WJJO-F	2 WZEE-F	2 WWQM-F
3 WOLX-F	3 WIBA-F >	3 WZEE-F	3 WOLX-F <	3 WZEE-F <	3 WMLI-F	3 WWQM-F	3 WWQM-F	3 WOLX-F	3 WJJO-F
4	4 WMLI-F	4 WWQM-F	4 WIBA-F	4 WIBA-F	4 WOLX-F	4 WJJO-F	4	4 WJJO-F	4 WOLX-F
5	5 WOLX-F	5 WMLI-F	5 WMLI-F	5 WMLI-F	5	5 WMLI-F	5	5 WWQM-F	5 WTDY

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		36 ( 1)	36 ( 1)	8.3	NH	WIBU (BB) 1240 Poyette	1.1/4.2/	9/	213
AOR/CLASSIC		93 ( 3)	93 ( 3)	21.4	16.7				
COUNTRY	16 ( 1)	50 ( 3)	66 ( 4)	15.2	20.5	WEKZ-F (C) 93.7 Monroe	0.4/2.0/	3/	102
NEWS/TALK	33 ( 3)		33 ( 3)	7.6	7.8	WGN (FS/T 720 Chicago)	0.8/2.0/	15/	224
TOP 40/CHR/CONTEMP		67 ( 1)	67 ( 1)	15.4	15.2	WISN (N/T) 1130 Milwaukee	0.6/1.5/	10/	106
BLACK/URBAN									
SOFT AC		44 ( 2)	44 ( 2)	10.1	8.8				
HISPANIC									
OLDIES		46 ( 1)	46 ( 1)	10.6	NA				
FULL SRVC VARIETY	44 ( 1)		44 ( 1)	10.1	8.3				
NOSTALGIA	6 ( 1)		6 ( 1)	1.4	0.8				
RELIGION/GOSPEL									
CLASSICAL									
JAZZ/NEW AC									
UNKNOWN/OTHERS					0.8				
	99 ( 6)	336 ( 11)	435 ( 17)						

MADISON

-----

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	(D & R)	(WATERTOWN)
WMAD-F,	92.1,	1.8 KW @ 400	,	AOR	, \$23.00	(Torbet)	Double L
WMGN-F,	98.1,	38 KW @ 581	,	AC	, \$48.00	(Mc-Guild)	Midwest Family
WMLI-F,	96.3,	5.1 KW @ 672	,	Soft AC	UNISTR, \$18.00	(Mc-Guild)	(SAUK CITY)
WMMH-F,	105.5,	4.4 KW @ 384	,	AOR/AC	, \$14.00	(K & P)	(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	(Christal)	Media Capital
WZEE-F,	104.1,	9.4 KW @ 1118	,	CHR	, \$35.00	(Banner)	Midcontinent

MANCHESTER

Arbitron Rank/Pop (12+): 175/170,600  
 MSA Rank/Pop: 248/150,600  
 Boston ADI  
 Average Person Ratings: 19.0  
 Market TSL: 24.75 hours

Stations: 29/7  
 Diaries: 643/265:1/54.8%  
 Sample Target: 610  
 % Below Line: 48.8  
 % Not Listed: 11.1

1992 Revenue: \$6,500,000  
 HM Inc.: \$43,575  
 Retail \$: 2.8 Bil  
 Pop per Station: 24,371  
 #1 Biller: WZID-F \$2,000,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WZID-F (SAC)	59/18.2	19.6	13.0	14.9	16.4	----	97/1159	592/34.7	31.8	27.7	D	WZID-F
2. WGIR-F (AOR)	34/10.5	7.9	9.9	8.8	8.5	----	72/1308	471/27.6	25.1	27.4	C	WGIR-F
3. WOKQ-F (C)	25/ 7.7	7.1	8.6	6.1	6.8	----	51/686	294/17.2	15.8	19.0		WOKQ-F
4. WFEA (BB)	18/ 5.6	4.6	5.5	7.1	1.7	----	30/321	216/12.7	9.8	11.1	B	WFEA
5. WSSH-F (SAC)	17/ 5.2	4.6	5.1	3.7	5.5	----	37/559	243/14.2	14.6	14.1		WSSH-F
6. WXKS-F (CHR)	14/ 4.3	2.1	1.7	2.0	1.7	----	34/586	281/16.5	11.8	11.3		WXKS-F
7. WZOU-F (CHR)	13/ 4.0	2.9	3.4	3.4	6.1	----	26/625	258/15.1	14.1	16.8		WZOU-F
8. WGIR (N/T)	12/ 3.7	4.6	6.5	3.0	7.5	----	23/403	230/13.5	15.1	19.5	C	WGIR
9. WODS-F (O)	11/ 3.4	3.2	4.8	2.7	3.1	----	26/469	203/11.9	8.8	12.1		WODS-F
10. WAAF-F (AOR)	10/ 3.1	2.9	2.7	3.4	3.4	----	25/558	198/11.6	10.3	10.7		WAAF-F
WBCN-F (AOR)	10/ 3.1	4.6	3.1	2.7	3.4	----	35/559	197/11.5	10.9	8.6		WBCN-F
12. WRKO (T)	9/ 2.8	2.9	2.7	3.7	2.0	----	20/350	142/ 8.3	7.3	7.3		WRKO
13.												
14.												
15.												

12+ FM SHARE (METRO): 84.38% (243 of 288) (SPG 92: 78.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXKS-F	1 WGIR-F<	1 WZID-F	1 WZID-F	1 WZID-F>	1 WZID-F>>	1 WZID-F>>	1 WZID-F>	1 WZID-F>	1 WZID-F	1 WBZ >
2 WZOU-F	2 WZID-F>	2 WGIR-F>>	2 WGIR-F>>	2 WGIR-F>	2 WOKQ-F	2 WGIR-F<	2 WGIR-F	2 WGIR-F>	2 WGIR-F	2 WZID-F
3 WZID-F	3 WAAF-F	3 WOKQ-F	3 WOKQ-F	3 WOKQ-F	3 WFEA	3 WGIR	3 WOKQ-F>	3 WOKQ-F	3 WZOU-F	3
4 WGIR-F	4 WZOU-F	4 WSSH-F	4 WSSH-F	4 WSSH-F	4 WSSH-F	4 WFEA	4 WSSH-F	4 WSSH-F	4 WOKQ-F	4
5	5	5	5 WBCN-F	5	5 WGIR-F	5 WOKQ-F	5 WFEA	5 WXS-F	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 WZID-F	1 WZID-F	1 WZID-F	1 WZID-F>	1 WZID-F>>	1 WGIR-F	1 WGIR-F>	1 WGIR-F	1 WGIR-F	1 WZID-F
2 WXKS-F	2 WGIR-F>	2 WGIR-F	2 WGIR-F>>	2 WGIR-F>	2 WAAF-F	2 WZID-F	2 WBCN-F	2 WZID-F>>	2 WGIR-F>
WGIR-F	3 WZOU-F	3 WZOU-F	3 WOKQ-F	3 WSSH-F	WZID-F	WAAF-F	3 WZID-F	3 WBCN-F	3 WBCN-F
4 WOKQ-F	4 WXKS-F	4	4 WXKS-F	4 WOKQ-F	WZOU-F	WBCN-F	WAAF-F	4 WOKQ-F	4 WOKQ-F
WZOU-F	5 WOKQ-F	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		18 ( 5)	18 ( 5)	6.2	NM	WDER (REL) 1320 Derry	0.3/2.1/ 3/ 69		
AOR/CLASSIC AOR		68 ( 7)	68 ( 7)	24.0	24.1	WJYY-F (AC) 105.5 Concord	0.6/3.7/ 15/ 270		
COUNTRY		32 ( 2)	32 ( 2)	11.1	9.7	WNNH-F (O) 99.1 Henniker	1.2/4.9/ 32/ 364		
NEWS/TALK	26 ( 4)		26 ( 4)	9.0	14.8	WHEB-F (AOR) 100.3 Portsmouth	0.6/6.5/ 6/ 213		
TOP 40/CHR/CONTEMP		30 ( 3)	30 ( 3)	10.4	9.7	WHOB-F (CHR) 106.3 Nashua	0.9/8.8/ 17/ 417		
BLACK/URBAN						WHOM-F (SAC) 94.9 Mt. Wshngtn	0.3/3.9/ 14/ 319		
SOFT AC		77 ( 3)	77 ( 3)	27.0	20.6	WXLO-F (AC) 104.5 Fitchburg	1.9/9.0/ 10/ 273		
HISPANIC									
OLDIES		15 ( 2)	15 ( 2)	5.2	NA	See Boston for more information about the following:			
FULL SVC/VARIETY						WBOS-F 2.2/5.2	WLYT-F 1.5/5.5		
NOSTALGIA	18 ( 1)		18 ( 1)	6.2	6.2	WBMX-F 0.3/4.3	WMJX-F 1.2/3.8		
RELIGION/GOSPEL	1 ( 1)		1 ( 1)	0.3	NA	WBOS-F 1.2/3.8	WZLX-F 1.2/3.9		
CLASSICAL		3 ( 1)	3 ( 1)	1.0	NA	WBZ 1.2/7.9			
JAZZ/NEW AC						WCGY-F 1.2/8.3			
OTHERS UNKNOWN					1.2	WCRB-F 0.9/2.9			
	45 ( 6)	243 (23)	288 (29)			WHDH 0.3/2.8			

RADIO STATIONS

WFEA , 1370, 5 KW (DA-2) , Nostalgia  
 WGIR , 610, 5 KW/1 KW (DA-2), News/Talk  
 NBC-T CBS, \$17.00 (Mc-Guild) Saga  
 ABC, \$28.00 (Banner) Knight Quality  
 WGIR-F, 101.1, 14 KW @ 951 , AOR , \$50.00 (Banner) Knight Quality  
 WJYY-F, 105.5, 1.5 KW @ 456 , Soft AC , \$15.00 (Eastman) (CONCORD)  
 WNNH-F, 99.1, 1.3 KW @ 711 , Oldies , \$16.00 (D & R) (HENNIKER)  
 WZID-F, 95.7, 15 KW @ 925 , Soft AC/EZ , \$45.00 (Mc-Guild) Saga  
 WHOB-F, 106.3, 3 KW @ 328 , CHR , \$26.00 (Torbet) (NASHUA)

Other ranked stations -- see Boston or Portsmouth

Miscellaneous: WJYY-F sold by Empire for \$550,000 . . .

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 70/526,000  
 MSA Rank/Pop: 119/664,000 (McAllen)  
 ADI # 114  
 Average Person Ratings: 17.1  
 Market TSL: 22.50 hours

Stations: 25/21  
 Diaries: 943/558:1/47.9%  
 Sample Target: 960  
 % Below Line: 3.2  
 % Not Listed: 11.7

1992 Revenue: \$12,400,000  
 HH Inc.: \$21,897  
 Retail \$: 3.6 Bil  
 Pop per Station: 25,048  
 #1 Biller: KTEX-F \$2,500,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KTEX-F (C)	114/12.7	15.1	12.7	16.7	13.5	14.3	121/1412	1288/24.5	27.8	30.1	D	KTEX-F
2. KBFM-F (CHR)	107/11.9	11.9	9.4	10.4	9.8	10.9	114/1574	1468/27.9	25.7	26.7	C	KBFM-F
3. KIWW-F (SP)	87/ 9.7	6.4	8.4	8.0	9.7	8.1	97/1577	1406/26.7	20.7	21.9	C	KIWW-F
4. KGBT (SP)	86/ 9.6	11.6	13.2	11.4	12.5	11.5	101/1168	1056/20.1	21.0	21.4	C	KGBT-F
5. KVLY-F (O)	60/ 6.7	6.6	4.3	4.7	6.1	5.6	62/861	791/15.0	14.9	14.8	B	KVLY-F
6. KFRQ-F (C)	59/ 6.6	8.6	10.6	8.9	8.4	8.7	66/1173	1046/19.9	24.3	21.6	C	KFRQ-F
7. KTJN-FF (SP)	53/ 5.9	4.8	6.5	5.9	5.0	5.5	56/886	824/15.7	13.7	12.4	A	KTJN-FF
8. KQXX-F (SP)	35/ 3.9	5.1	4.3	3.2	4.8	4.1	36/510	492/ 9.4	9.9	10.0	B	KQXX-F
9. KKPS-F (SP)	34/ 3.8	3.6	3.9	4.0	4.4	3.8	38/840	776/14.8	13.3	12.0	A	KKPS-F
10. KURV (T)	21/ 2.3	1.7	1.5	.7	----	2.1	21/320	311/ 5.9	5.9	6.3	A	KURV
11. KVJY (EZ)	18/ 2.0	1.1	2.3	0.9	1.1	1.6	20/251	227/ 4.3	4.1	2.5		KVJY
KVPA (AOR)	18/ 2.0	----	----	----	----	----	18/158	158/ 3.0	0.0	0.0		KVPA-F
13. KBOR (SP)	15/ 1.7	2.5	1.9	1.6	3.0	1.9	15/308	308/ 5.9	5.1	5.4	A	KBOR
KIRT (SP)	15/ 1.7	1.5	1.4	2.7	1.7	1.8	15/239	228/ 4.3	4.3	6.6	A	KIRT
15. KRGE (SP)	14/ 1.6	2.4	2.7	1.5	3.3	2.1	14/228	218/ 4.1	4.9	5.4		KRGE

12+ FH SHARE (METRO): 77.05% (611 of 793) (SPG 92: 72.57%)

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

FORMATS	AM	FH	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC						NM KJAV-F (SP) 104.9 Alamo	0.9/2.1/ 3/ 113		
AOR/CLASSIC		18 ( 1)	18 ( 1)	2.3		NA KSOX-AF (C) 102.1 Raymondville	0.9/4.3/ 10/ 273		
COUNTRY	1 ( 1)	183 ( 4)	184 ( 5)	23.2	15.8	KUBR (SP) 1210 San Juan	0.8/1.5/ 7/ 80		
NEWS/TALK	21 ( 1)		21 ( 1)	2.6	3.4	XERT (SP) 1170 Raynosa, MX	0.6/1.3 5/ 68		
TOP 40/CHR/CONTEMP		107 ( 1)	107 ( 1)	13.5	24.9	KNCN-F (C) 101.3 Sinton	0.3/2.1/ 3/ 111		
BLACK/URBAN						XHNA-F (SP) 105.9 Matamoros, MX	0.4/1.6/ 4/ 86		
SOFT AC	18 ( 1)		18 ( 1)	2.3	1.2	XRYS-F (SP) 90.1 Raynosa, MX	1.0/1.3/ 9/ 227		
HISPANIC	132 ( 6)	243 ( 9)	370 (15)	46.7	47.9	XVTH-F (SP) 107.1 MaTomoros, MX	1.4/5.7/ 13/ 306		
OLDIES		60 ( 1)	60 ( 1)	7.6	NA				
FULL SRVC VARIETY						KVTY-F changes calls to KTJX-F (May)			
NOSTALGIA									
RELIGION/GOSPEL									
CLASSICAL									
JAZZ/NEW AC									
UNKNOWN/OTHERS									
	182 ( 9)	611 (16)	793 (25)						

MCALLEN-BROWNSVILLE

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, SEE KBOR-FM		
KGBT, 1530, 50 KW/10 KW (DA-N), HISPANIC		, \$ 44.00 (Katz)	Tichenor
KIRT, 1580, 1 KW/300 W	, HISPANIC	, \$ 12.00 (Lotus)	
KRGE, 1290, 5 KW (DA-1)	, HISPANIC	, \$ 13.00 (Christian)	
KURV, 710, 1 KW/910W (DA-2)	, TALK	ABC, CBS, \$ 15.00 (---)	
KVJY, 840, 5 KW/1 KW (DA-1)	, EZ	ABC, \$ 12.00 (Christal)	Tate
KBFH-F, 104.1, 100 KW @ 1000, CHR		ABC, \$ 37.00 (D & R)	
KTJN-F, 106.3, .5 KW @ 633, HISPANIC		, \$ 24.00 (Caballero)	
KFRQ-F, 94.5, 100 KW @ 1158, Country		, \$ 30.00 (Katz)	
KIWW-F, 96.1, 100 KW @ 449, HISPANIC		, \$ 32.00 (Katz Hisp)	Tichenor
KQXX-F, 98.5, 100 KW @ 1319, HISPANIC		, \$ 24.00 (Lotus)	
KKPS-F, 99.5, 100 KW @ 1036, HISPANIC		, \$ 26.00 (N/A)	Spectrum
KTEX-F, 100.3, 100 KW @ 449, COUNTRY		ABC, \$ 50.00 (Christal)	Tate
KVLY-F, 107.9, 100 KW @ 718, OLDIES		, \$ 24.00 (Torbet)	Tippie
KVTY-F, 105.3, 3 KW @ 302, HISPANIC		, \$ 10.00 (---)	



MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank/Pop (12+): 98/363,900  
 HSA Rank/Pop: 116/412,200  
 Orlando ADI  
 Average Person Ratings: 16.1  
 Market TSL: 21.25 hours

Stations: 26/8  
 Diaries: 892/408:1/59.2%  
 Sample Target: 810  
 % Below Line: 46.3  
 % Not Listed: 16.0

1992 Revenue: NA  
 HH Inc.: \$30,004  
 Retail \$: 3.0 Bil  
 Pop per Station: 45,487  
 #1 Biller: NA NA

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. WMHB (BB/FS)	59/10.1	8.5	10.0	10.5	11.0	----	59/547	547/15.0	14.9	14.3	WMHB
2. WKKA-F (C)	47/ 8.0	11.3	7.8	8.8	10.1	----	77/1074	664/18.2	20.9	18.9	WKKA-F
3. WHKR-F (C)	37/ 6.3	4.1	5.0	4.5	4.9	----	38/431	420/11.5	9.1	11.0	WHKR-F
4. WLRQ-F (AC)	36/ 6.1	8.2	7.3	8.6	7.1	----	37/605	598/16.4	15.2	15.2	WLRQ-F
5. WAOA-F (CHR)	35/ 6.0	4.8	4.8	4.0	4.1	----	36/587	564/15.5	13.8	14.1	WAOA-F
6. WHTQ-F (AOR)	33/ 5.6	7.1	7.8	8.6	7.6	----	51/896	597/16.4	16.7	18.8	WHTQ-F
7. WJHM-F (B)	26/ 4.4	3.0	3.6	3.1	3.5	----	70/942	347/ 9.5	9.0	8.6	WJHM-F
8. WDIZ-F (AOR)	25/ 4.3	2.8	3.0	4.3	3.5	----	49/874	483/13.3	11.9	12.7	WDIZ-F
9. WTAI (T)	21/ 3.6	3.9	3.9	0.5	1.3	----	21/173	173/ 4.8	7.0	4.7	WTAI
10. WJRR-F (AC)	20/ 3.4	2.5	3.9	3.8	3.7	----	36/809	471/12.9	8.7	12.5	WJRR-F
WTKS-F (N/T)	20/ 3.4	0.7	1.8	2.7	5.4	----	24/431	301/ 8.3	5.4	7.3	WTKS-F
12. WGGD-F (O)	19/ 3.2	3.7	5.0	3.1	3.0	----	19/319	319/ 8.8	8.2	9.4	WGGD-F
13. WMGF-F (SAC)	18/ 3.1	3.0	2.8	0.9	1.1	----	96/1028	340/ 9.3	7.7	5.2	WMGF-F
14. WOMX-F (AC)	18/ 3.1	3.4	2.3	2.9	4.3	----	45/942	465/12.8	9.7	11.5	WOMX-F

12+ FM SHARE (METRO): 79.31% (391 of 493) (SPG 92: 81.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WAOA-F	1 WHTQ-F	1 WHTQ-F	1 WHTQ-F	1 WMHB	1 WMHB	1 WMHB	1 WMHB	1 WAOA-F	1 WMHB
WAOA-F	2 WHTQ-F	2 WAOA-F	2 WLRQ-F	2 WHKR-F	2 WKKA-F	2 WKKA-F	2 WKKA-F	2 WKKA-F	2 WJHM-F	2 WLRQ-F
3	3 WJRR-F	WLRQ-F	3 WKKA-F	WKKA-F	3 WHKR-F	3 WLRQ-F	3 WLRQ-F	3 WAOA-F	WMHB	3 WDIZ-F
4	4 WLRQ-F	4 WKKA-F	4 WHKR-F	4 WLRQ-F	4 WLRQ-F	4 WHKR-F	4 WHKR-F	4 WHTQ-F	4 WKKA-F	WJHM-F
5	WDIZ-F	5 WDIZ-F	5 WAOA-F	5	WTAI	5	5	5 WHKR-F	5	5
6	6	6	WDIZ-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 WAOA-F	1 WAOA-F	1 WHKR-F	1 WLRQ-F	1 WLRQ-F	1 WJHM-F	1 WHTQ-F	1 WHTQ-F	1 WHTQ-F	1 WHTQ-F
2 WJHM-F	2 WLRQ-F	WLRQ-F	2 WKKA-F	WKKA-F	2 WAOA-F	2 WAOA-F	2 WAOA-F	2 WAOA-F	2 WHKR-F
WDIZ-F	3 WHKR-F	3 WAOA-F	3 WAOA-F	3 WHKR-F	WKKA-F	3 WJRR-F	3 WJRR-F	3 WJRR-F	3 WAOA-F
4	4 WDIZ-F	4 WHTQ-F	4 WDIZ-F	4 WHTQ-F	4	4 WJHM-F	4 WDIZ-F	4 WDIZ-F	4 WJRR-F
5	WHTQ-F	WKKA-F	WHTQ-F	5	5	5 WDIZ-F	5	5 WHKR-F	5 WKKA-F
6	6	6 WJRR-F	6	6	6	6	6	6	6 WDIZ-F
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		77 ( 4)	77 ( 4)	15.6	NM	WWHL (?)	1350	Cocoa	0.5/2.7/	3/ 111
AOR/CLASSIC AOR		61 ( 3)	61 ( 3)	12.4	13.6	WKKO (B)	860	Cocoa	1.9/2.4/	11/ 86
COUNTRY		94 ( 4)	94 ( 4)	19.1	17.9					
NEWS/TALK	21 ( 1)	20 ( 1)	41 ( 2)	8.3	4.7	WGYL-F (SAC)	93.7	Vero Beach	2.2/5.0/	13/ 183
TOP 40/CHR/CONTEMP		40 ( 2)	40 ( 2)	8.1	6.2	WKGR-F (AOR)	98.7	Fort Pierce	0.5/2.2/	5/ 92
BLACK/URBAN	11 ( 1)	26 ( 1)	37 ( 2)	7.5	4.7	WPCV-F (C)	97.5	Winter Haven	0.5/1.9/	3/ 94
SOFT AC		31 ( 2)	31 ( 2)	6.3	3.8	WQOL-F (O)	103.7	Vero Beach	1.0/3.2/	6/ 118
HISPANIC										
OLDIES		40 ( 3)	40 ( 3)	8.1	NA					
FULL SVC/VARIETY	8 ( 1)		8 ( 1)	1.6	0.4	WDBO	1.4/2.9	WOCL-F	2.6/9.7	
NOSTALGIA	59 ( 1)		59 ( 1)	12.0	11.9	WGNE-F	1.2/3.0	WXXL-F	0.9/4.5	
RELIGION/GOSPEL						WLOQ-F	0.3/1.3			
CLASSICAL						WMMO-F	0.5/2.7			
JAZZ/NEW AC		2 ( 1)	2 ( 1)	0.4	0.6					
OTHERS UNKNOWN	3 ( 1)		3 ( 1)	0.6	0.9					
	102 ( 5)	391 (21)	493 (26)							

RADIO STATIONS

WMHB , 1240, 1 KW , Nostalgia ABC MBS, \$22.00 (Torbet)  
 WTAI , 1560, 5 KW (DAYS) , News/Talk CBS ABC, \$15.00 (Mc-Guild)  
 WAOA-F, 107.1, 100 KW @ 485 , CHR , \$18.00 (Mc-Guild)  
 WGGD-F, 102.3, 3 KW @ 203 , Oldies , \$22.00 (Torbet) City  
 WHKR-F, 102.7, 50 KW @ 500 , Country , \$30.00 (K & P) (ROCKLEDGE)  
 WLRQ-F, 99.3, 50 KW @ 492 , AC , \$24.00 (Eastman)

Other rated stations -- see Orlando or Daytona Beach

MEMPHIS  
-----

Arbitron Rank/Pop (12+): 43/908,300  
 MSA Rank/Pop: 49/989,000  
 ADI # 42  
 Average Person Ratings: 17.9  
 Market TSL: 23.75 hours

Stations: 22/21  
 Diaries: 1348/674:1/46.1%  
 Sample Target: 1290  
 % Below Line: 0.7  
 % Not Listed: 9.1

1992 Revenue: \$28,500,000  
 HH Inc.: \$23,401  
 Retail \$: 7.2 Bill  
 Pop per Station: 43,252  
 #1 Biller: WGKX-F \$6,700,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WHRK-F (B)	184/11.3	10.0	10.9	10.0	9.5	10.6	240/2911	2215/24.4	22.0	21.2	E	WHRK-F
2. WGKX-F (C)	155/ 9.5	11.6	16.1	11.1	13.6	12.1	198/2728	1945/21.4	28.3	26.8	G	WGKX-F
3. WDIA (B)	154/ 9.5	9.7	10.8	9.2	8.2	9.8	175/2149	1863/20.5	20.4	17.2	C	WDIA
4. WEGR-F (AOR)	143/ 8.8	7.2	8.4	9.8	10.5	8.6	199/2304	1607/17.7	16.0	18.8	E	WEGR-F
5. WMC -F (CHR)	138/ 8.5	7.4	7.9	6.7	6.8	7.7	164/2311	1737/19.1	18.3	19.0	E	WMC -F
6. KJMS-F (B)	120/ 7.4	8.4	5.8	8.6	7.1	7.6	131/2059	1831/20.2	18.0	18.2	C	KJMS-F
7. WRVR-F (AC)	108/ 6.6	7.7	6.2	6.5	8.5	6.8	137/1855	1387/15.3	14.5	17.0	E	WRVR-F
8. WOGY-F (C)	88/ 5.4	2.6	0.5	0.9	1.6	2.4	94/1169	1099/12.1	3.4	5.8		WOGY-F
9. WLOK (G)	80/ 4.9	5.2	6.1	5.2	5.6	5.4	80/1004	1004/11.1	12.4	11.6	B	WLOK
10. WMC (N/T)	76/ 4.7	5.1	4.7	5.0	4.4	4.9	81/1130	1029/11.3	13.0	10.9	C	WMC
11. WYKL-F (O)	40/ 2.5	3.8	2.6	3.8	3.8	3.2	63/1449	991/10.9	10.9	14.0	C	WYKL-F
12. KFTH-F (B)	36/ 2.2	2.6	3.5	2.2	2.9	2.6	36/708	708/ 7.8	9.3	7.7	A	KFTH-F
13. WREC (BB)	32/ 2.0	1.2	2.0	1.9	2.2	1.8	44/763	565/ 6.2	6.9	5.7	B	WREC
15. WPLX (BB)	32/ 2.0	1.1	1.0	0.5	---	1.2	32/192	192/ 2.1	1.1	---		WPLX

12+ FM SHARE (METRO): 69.73% (1032 of 1480) (SPG 92: 71.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MIO	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F >>	1 WHRK-F <	1 WEGR-F <	1 WEGR-F <	1 WEGR-F <	1 WDIA	1 WEGR-F <	1 WMC -F	1 WHRK-F <	1 WHRK-F >	1 WHRK-F
2 KJMS-F	2 WEGR-F >	2 WHRK-F	2 WMC -F <	2 WMC -F	2 WGKS-F	2 WHRK-F <	WEGR-F <	2 WGKS-F	2 KJMS-F >	2 WLOK <
3 WMC -F	3 KJMS-F <	3 WMC -F	3 WRVR-F <	WRVR-F <	3 WRVR-F	3 WDIA <	3 WGKS-F <	3 WMC -F <	3 WMC -F	3 KJMS-F
4	4 WMC -F	4 WGKX-F	4 WHRK-F	4 WDIA <	4 WMC	4 WGKS-F	4 WRVR-F	4 WEGR-F	4 WDIA	4 WDIA
5	5 WGKX-F	5 KJMS-F <	5 WDIA <	5 WGKX-F <	5 WLOK	5 WMC -F	5 WMC	5 WDIA	5 WEGR-F	5 WGKX-F
6	6	6 WRVR-F	6 WGKX-F	6 WHRK-F	6 WMC -F	6 WRVR-F	6 WHRK-F <	6 WRVR-F <	6	6 WMC -F
7	7	7	7	7	7	7	7 WDIA	7 KJMS-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 WHRK-F	1 WHRK-F >	1 WHRK-F	1 WHRK-F <	1 WMC -F	1 WHRK-F	1 WEGR-F >	1 WEGR-F	1 WEGR-F >	1 WEGR-F
2 KJMS-F	2 WMC -F <	2 WMC -F	2 WMC -F	2 WHRK-F <	2 WEGR-F	2 WHRK-F	2 WHRK-F	2 WHRK-F <	2 WDIA <
3 WEGR-F	3 WEGR-F	3 WEGR-F	3 WEGR-F <	3 WRVR-F <	3 KJMS-F	3 KJMS-F	3 WGKX-F	3 WGKX-F <	3 WRVR-F
4 WMC -F	4 KJMS-F	4 KJMS-F	4 WRVR-F	4 WDIA <	4 WGKX-F	4 WGKX-F	4 KJMS-F	4 KJMS-F	4 KJMS-F
5 WGKS-F	5 WGKX-F	5 WGKS-F	5 WGKS-F <	5 WGKS-F	WMC -F	5 WMC -F	5 WDIA	5 WMC -F	5 WHRK-F
6 WOGY-F	6	6 WRVR-F	6 WDIA <	6	6	6	6 WMC -F	6 WDIA	6 WMC -F <
			7 KJMS-F	7	7	7	7	7 WRVR-F	7 KJMS-F

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		108 ( 1)	108 ( 1)	7.3	NH	KHLS-F (C)	96.3	Blythville AR	0.6/1.3/ 17/ 255
AOR/CLASSIC AOR		143 ( 1)	143 ( 1)	9.7	11.5	KWAH (G)	990	Memphis	0.4/2.7/ 8/ 264
COUNTRY	3 ( 1)	263 ( 4)	266 ( 5)	18.0	15.2	WBBP (REL)	1480	Memphis	1.7/3.7/ 27/ 339
NEWS/TALK	83 ( 2)		83 ( 2)	5.7	4.8	WCRV (REL)	640	Collierville	1.4/4.7/ 32/ 585
TOP 40/CHR/CONTEMP		138 ( 1)	138 ( 1)	9.3	7.5	WHBQ (SPRTS)	560	Memphis	0.4/2.2/ 9/ 298
BLACK/URBAN	162 ( 2)	340 ( 3)	502 ( 5)	33.9	30.6	WNWZ (B)	1430	Germantown	0.5/1.6/ 8/ 147
SOFT AC					0.2	WOGY (C)	680	Memphis	0.2/0.8/ 3/ 82
HISPANIC						KFIN-F (C)	107.9	Jnsboro AR	0.7/1.5/114/ 974
OLDIES		40 ( 1)	40 ( 1)	2.7	NA				
FULL SVC/VARIETY									
NOSTALGIA	64 ( 2)		64 ( 2)	4.3	2.4				
RELIGION/GOSPEL	136 ( 4)		136 ( 4)	9.2	11.9				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN					0.6				
	448 (11)	1032 (11)	1480 (22)						

MEMPHIS  
-----

RADIO STATIONS  
-----

KWAM, 990, 10 KW/450 W (DA-2), GOSPEL	UNISTR, \$ 20.00 (D&R)	Rivers
WCRV, 640, 10 KW/500 W (DA-2), RELIGION	, \$ 17.00 ( --- )	Bott (COLLIERVILLE)
WDIA, 1070, 50 KW/5 KW (DA-2), BLACK	CBS, \$ 39.00 (McGuild)	Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-2), TALK	, \$ 18.00 (Katz)	
WLOK, 1340, 1 KW (DA-1), GOSPEL	NBC, AURN, \$ 25.00 (K & P)	
WMC, 790, 5 KW (DA-N), TALK/NEWS	ABC, NBC, \$ 31.00 (Banner)	Scripps-Howard
WREC, 600, 5 KW (DA-N), NOSTALGIA	AP, CBS, \$ 32.00 (McGuild)	New Market

KJHS-F, 101.1, 100 KW @ 449, BLACK	CBS NBC, \$ 43.00 (K & P)	Rivers
WEGR-F, 102.7, 100 KW @ 899, AOR	UNISTR, \$ 66.00 (McGuild)	New Market
WOGY-F, 94.3, 6 KW @ 298, COUNTRY	UNISTR, \$ 35.00 (MHR)	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
WYKL-F, 98.1, 100 KW @ 712, OLDIES	ABC, \$ 50.00 (CBS)	Barnstable (OSCEOLA, AR)
WRVR-F, 104.5, 100 KW @ 751, AC	, \$ 75.00 (MHR)	Keymarket

Miscellaneous: WODZ A/F changes to WOGY A/F and format from Oldies to Country (Feb) . . . WPYR-F changes to WYKL-F (March) . . . WMC A/F sold by Scripps Howard for \$8,100,000 (E) . . . WYYA-F (Olive) sold to NewMarket (D) for \$1,275,000. . .

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,803,600  
 HSA Rank/Pop: 24/3,180,000 M  
 ADI # 15  
 Average Person Ratings: 20.0  
 Market TSL: 26.25 hours

Stations: 39/35  
 Diaries: 2886/971:1/42.2%  
 Sample Target: 2770  
 % Below Line: 2.3  
 % Not Listed: 7.6

1992 Revenue: \$104,000,000  
 HH Inc.: \$33,612  
 Retail \$: 28.8 Bill  
 Pop per Station: 80,103  
 #1 Biller: WIOD \$9,000,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WEDR-F (B)	440/ 7.9	6.4	6.6	7.3	5.7	7.1	477/5055	4471/15.9	13.6	11.9	G	WEDR-F
2. WLYF-F (SAC)	331/ 5.9	5.3	5.5	5.8	5.5	5.6	354/4435	3914/14.0	13.1	13.8	H	WLYF-F
3. WPOW-F (CHR)	285/ 5.1	5.3	5.3	5.0	5.5	5.1	324/5562	4777/17.0	15.4	17.8	G	WPOW-F
4. WAQI (SP)	268/ 4.8	3.9	3.7	5.4	4.7	4.5	275/2157	2067/ 7.4	7.4	7.4	E	WAQI
5. WHQT-F (B/CHR)	259/ 4.6	4.7	4.7	4.1	5.0	4.5	282/4649	4151/14.8	12.8	14.5	F	WHQT-F
6. WHYI-F (AC)	248/ 4.4	2.8	3.8	4.1	3.1	3.8	268/4976	4364/15.6	13.4	13.3	G	WHYI-F
7. WFLC-F (AC)	230/ 4.1	3.2	4.8	4.0	4.2	4.0	243/4385	3996/14.3	13.3	13.0	G	WFLC-F
8. WRTO-F (SP)	226/ 4.0	4.2	4.0	2.8	4.6	3.8	228/2508	2445/ 8.7	8.1	8.1	O	WRTO-F
9. WXDJ-F (SP)	220/ 3.9	5.1	3.8	2.7	2.3	3.9	220/2719	2698/ 9.6	8.4	4.9	D	WXDJ-F
10. WSHE-F (AOR)	219/ 3.9	3.6	3.6	4.1	2.9	3.8	237/3856	3384/12.1	10.7	10.1	G	WSHE-F
11. WIOD (N/T)	186/ 3.3	4.5	5.4	5.5	4.9	4.7	224/3123	2616/ 9.3	14.6	12.2	H	WIOD
12. WKIS-F (C)	176/ 3.1	3.4	3.2	3.4	4.8	3.3	191/3205	2732/ 9.7	8.8	10.3	G	WKIS-F
13. WJQY-F (SAC)	164/ 2.9	2.7	3.3	2.7	3.3	2.9	175/2914	2611/ 9.3	9.6	10.2	F	WJQY-F
14. WQBA (SP)	158/ 2.8	3.4	3.5	3.1	3.5	3.2	161/1806	1759/ 6.3	7.1	6.4	F	WQBA
15. WLVE-F (J/NAC)	150/ 2.7	3.5	3.0	4.0	2.8	3.3	170/2688	2362/ 8.4	8.7	7.5	G	WLVE-F
16. WZTA-F (CL AOR)	145/ 2.6	2.6	2.9	3.3	2.9	2.9	161/3321	2799/10.0	10.0	9.2	E	WZTA-F
17. WINZ (N/T)	130/ 2.3	2.9	2.1	1.7	2.2	2.3	145/2742	2358/ 8.4	8.5	7.9	E	WINZ
18. WMXJ-F (O)	130/ 2.3	2.6	3.1	3.5	2.9	2.9	148/2876	2545/ 9.1	9.0	8.4	G	WMXJ-F
19. WTHI-F (CL)	120/ 2.1	2.9	2.5	2.6	2.7	2.5	138/2213	1906/ 6.8	7.2	7.3	E	WTHI-F
20. WCMQ-F (SP)	112/ 2.0	1.3	2.0	3.3	1.8	2.2	113/1579	1548/ 5.5	5.8	5.0	F	WCMQ-F
21. WCMQ (SP)	111/ 2.0	1.0	1.1	0.8	1.1	1.2	111/1122	1122/ 4.0	3.0	2.9		WCMQ
22. WQAM (SPRTS)	105/ 1.9	2.0	1.5	0.7	0.9	1.5	115/1810	1564/ 5.6	4.5	4.1	B	WQAM
23. WQBA-F (SP)	103/ 1.8	2.4	1.6	1.6	1.8	1.9	117/1867	1681/ 6.0	5.4	5.4	F	WQBA-F
24. WMRZ (BB)	102/ 1.8	2.1	2.2	2.1	2.9	2.1	111/1653	1487/ 5.3	5.1	5.5	C	WMRZ
25. WAXY-F (O)	67/ 1.2	1.6	1.1	1.5	1.6	1.4	72/2097	1892/ 6.7	5.9	6.7	C	WAXY-F

12+ FM SHARE (METRO): 71.94% (3717 of 5167) (SPG 92: 81.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WLYF-F	1 WEDR-F	1 WLYF-F	1 WEDR-F	1 WEDR-F	1 WIOD
2 WPOW-F	2 WPOW-F	2 WHYI-F	2 WHYI-F	2 WHYI-F	2 WAQI	2 WAQI	2 WEDR-F	2 WPOW-F	2 WHQT-F	2 WEDR-F
3 WHYI-F	3 WHYI-F	3 WPOW-F	3 WHQT-F	3 WHQT-F	3 WEDR-F	3 WRTO-F	3 WFLC-F	3 WLYF-F	3 WPOW-F	3 WHQT-F
4 WSHE-F	4 WSHE-F	4 WFLC-F	4 WFLC-F	4 WFLC-F	4 WRTO-F	4 WLYF-F	4 WIOD	4 WHYI-F	4 WAQI	4 WAQI
5 WFLC-F	5 WFLC-F	5 WHQT-F	5 WSHE-F	5 WRTO-F	5 WQBA	5 WPOW-F	5 WHYI-F	5 WHQT-F	5 WSHE-F	5 WLYF-F
6 WHQT-F	6 WHQT-F	6 WSHE-F	6 WXDJ-F	6 WXDJ-F	6 WIOD	6 WHYI-F	6 WRTO-F	6 WFLC-F	6 WQBA	6 WSHE-F
7 WXDJ-F	7 WXDJ-F	7 WXDJ-F	7 WSHE-F	7 WSHE-F	7 WSHE-F	7 WSHE-F	7 WAQI	7 WXDJ-F	7 WLYF-F	7
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	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 WPOW-F	1 WEDR-F	1 WHYI-F	1 WEDR-F	1 WEDR-F	1 WPOW-F	1 WEDR-F	1 WSHE-F	1 WEDR-F	1 WEDR-F
2 WEDR-F	2 WHYI-F	2 WHQT-F	2 WHQT-F	2 WHQT-F	2 WEDR-F	2 WSHE-F	2 WEDR-F	2 WSHE-F	2 WSHE-F
3 WFLC-F	3 WHQT-F	3 WEDR-F	3 WHYI-F	3 WHYI-F	3 WSHE-F	3 WPOW-F	3 WHYI-F	3 WPOW-F	3 WIOD
4 WHQT-F	4 WPOW-F	4 WFLC-F	4 WPOW-F	4 WRTO-F	4 WFLC-F	4 WHYI-F	4 WFLC-F	4 WZTA-F	4 WZTA-F
5 WHYI-F	5 WFLC-F	5 WPOW-F	5 WFLC-F	5 WFLC-F	5 WHYI-F	5 WFLC-F	5 WZTA-F	5 WFLC-F	5 WHYI-F
6 WSHE-F	6 WSHE-F	6 WRTO-F	6 WRTO-F	6 WLYF-F	6 WZTA-F	6 WZTA-F	6 WXDJ-F	6 WHYI-F	6 WFLC-F
7	7 WXDJ-F	7 WSHE-F	7 WXDJ-F	7 WXDJ-F	7 WHQT-F	7 WXDJ-F	7 WIOD	7 WIOD	7 WXDJ-F
8	8 WRTO-F	8 WXDJ-F	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

MIAMI-FT. LAUDERDALE

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		518 ( 3)	518 ( 3)	10.0	NM	WAVS (E) 1170 Davie	1.0/1.9/ 64/ 633
AOR/CLASSIC AOR		364 ( 2)	364 ( 2)	7.0	6.3	WEXY (REL) 1520 Wilton Manor	0.4/0.9/ 25/ 268
COUNTRY		176 ( 1)	176 ( 1)	3.4	5.2	WFTL (T) 1400 Ft.Lauderdale	1.0/3.0/ 59/ 917
NEWS/TALK	522 ( 6)		522 ( 6)	10.1	10.5	WKAT (?) 1360 N. Miami	0.4/1.5/ 24/ 413
TOP 40/CHR/CONTEMP		285 ( 1)	285 ( 1)	5.5	5.9	WMBM (G) 1490 Miami Beach	0.6/1.7/ 32/ 482
BLACK/URBAN	23 ( 1)	699 ( 2)	722 ( 3)	14.0	13.1	WRBD (B) 1470 Pompano Bch	0.4/1.4/ 29/ 447
SOFT AC	15 ( 1)	547 ( 3)	562 ( 4)	10.9	10.1	WRFM (REL) 830 Hialeah	0.4/0.9/ 23/ 256
HISPANIC	628 ( 5)	661 ( 4)	1289 ( 9)	24.9	24.4	WSUA (SP) 1260 Miami	0.5/1.1/ 26/ 308
OLDIES		197 ( 2)	197 ( 2)	3.8	NA	WWNN (T) 980 Pompano Bch	0.4/1.2/ 25/ 469
FULL SVC/VARIETY						WEAT (EZ) 850 West Palm	0.3/0.8/ 45/ 508
NOSTALGIA	102 ( 1)		102 ( 1)	2.0	3.1	WEAT-F (SAC) 104.3 West Palm	0.9/2.4/152/2117
RELIGION/GOSPEL	80 ( 3)		80 ( 3)	1.5	1.1	WJNO (N/T) 1230 West Palm	0.4/1.2/101/1397
CLASSICAL		120 ( 1)	120 ( 1)	2.3	2.9	WRMF-F (AC) 97.9 West Palm	0.7/3.2/217/2785
JAZZ/NEW AC		150 ( 1)	150 ( 1)	2.9	3.0		
OTHERS UNKNOWN	80 ( 2)		80 ( 2)	1.5	0.6		
	1450 (19)	3717 (20)	5167 (39)				

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)	SBS
WFTL, 1400, 1 KW, Talk	CNN UNISTR, \$ 39.00 (Direct)	
WINZ, 940, 50 KW/25 KW (DA-N), News/Talk	CNN CBS, \$ 57.00 (Katz)	Paxson
WIOO, 610, 10 KW (OA-2), News/Talk	MBS, \$139.00 (Christal)	Cox
WMBM, 1490, 1 KW, Gospel/Black	AURN, \$ 28.00 (K & P)	
WHRZ, 790, 25 KW, Nostalgia	\$ 47.00 (Banner)	Jeff-Pilot
WQAM, 560, 5 KW/1 KW, Sports	UNISTR NBC, \$ 34.00 (D&R)	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 (OA-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 (Mc-Guild)	Ackerly
WCMQ, 92.3, 41 KW @ 282, Hispanic	\$ 70.00 (SBS)	SBS
WEOR, 99.1, 100 KW @ 925, Black	CBS, \$135.00 (McGuild)	Rivers
WFLC, 97.3, 100 KW @ 800, AC	\$146.00 (Christal)	Cox
WHQT, 105.1, 100 KW @ 1007, Black/CHR	\$129.00 (MMR)	Cox
WHYI, 100.7, 100 KW @ 928, AC/CHR	\$121.00 (Mc-Guild)	Metroplex
WJQY, 106.7, 100 KW @ 984, Soft AC	\$123.00 (D&R)	Tak
WKIS, 99.9, 100 KW @ 984, Country	UNISTR, \$117.00 (D&R)	Sunshine Wireless
WLVE, 93.9, 96 KW @ 1007, Jazz/NAC	\$108.00 (Katz)	Paxson
WLYF, 101.5, 100 KW @ 810, EZ	\$105.00 (Banner)	Jeff-Pilot
WMXJ, 102.7, 100 KW @ 1007, Oldies	\$151.00 (Eastman)	Sconnix
WPOW, 96.5, 100 KW @ 1007, CHR	SOURCE, \$120.00 (D&R)	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 (Torbet)	TK
WTMI, 93.1, 96 KW @ 1007, Classical	\$ 84.00 (CMBS)	Marlin
WXDJ, 95.7, 100 KW @ 981, Hispanic	\$ 67.00 ( --- )	
WZTA, 94.9, 100 KW @ 600, Classic AOR	\$ 79.00 (Katz)	Paxson

Miscellaneous: WWFE sold for \$2,700,000. . .

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,330,200  
 HSA Rank/Pop: 34/1,400,000  
 ADI # 29  
 Average Person Ratings: 18.5  
 Market TSL: 24.0 hours

Stations: 25/24  
 Diaries: 1516/877:1/53.0%  
 Sample Target: 1570  
 % Below Line: 0.8  
 % Not Listed: 9.2

1992 Revenue: \$42,500,000  
 HH Inc.: \$31,752  
 Retail \$: 11.2 Bil  
 Pop per Station: 55,425  
 #1 Biller: WTMJ \$9,250,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WTMJ (FS)	232/ 9.4	7.1	11.1	11.7	11.7	9.8	278/3989	3315/24.9	31.3	27.0	H	WTMJ
2. WMIL-F (C)	202/ 8.2	8.5	7.9	7.7	7.9	8.1	257/3012	2283/17.2	16.0	18.2	F	WMIL-F
3. WLUM-F (CHR)	187/ 7.6	6.6	5.1	6.0	6.1	6.3	206/2839	2502/18.8	18.1	18.9	D	WLUM-F
4. WKLH-F (CL AOR)	184/ 7.5	5.9	7.0	6.3	6.9	6.7	200/2668	2354/17.7	16.1	17.5	G	WKLH-F
5. WISN (N/T)	158/ 6.4	6.6	5.5	3.7	3.8	5.6	177/2095	1926/14.5	14.7	11.0	C	WISN
6. WOKY (BB/FS)	141/ 5.7	5.9	6.4	6.6	6.7	6.2	143/1670	1604/12.1	11.9	12.9	D	WOKY
7. WLZR-F (AOR)	130/ 5.3	5.3	6.2	4.5	6.2	5.3	141/2451	2050/15.4	15.1	16.2	E	WLZR-F
8. WKTI-F (AC)	129/ 5.2	5.9	5.1	6.2	5.6	5.6	143/2812	2433/18.2	18.1	20.4	F	WKTI-F
9. WEZW-F (SAC)	114/ 4.6	4.9	4.7	4.3	4.4	4.6	122/1627	1376/10.3	11.7	11.0	C	WEZW-F
10. WMYX-F (AC)	105/ 4.3	4.1	4.5	3.6	4.5	4.1	131/2196	1745/13.1	12.5	12.0	E	WMYX-F
11. WKKV-F (B)	101/ 4.1	5.1	3.8	4.7	5.0	4.4	102/1287	1238/ 9.3	10.1	10.4	B	WKKV-F
12. WLTO-F (SAC)	99/ 4.0	3.7	3.3	3.6	4.3	3.7	109/1613	1460/11.0	9.8	11.1	D	WLTO-F
13. WZTR-F (O)	92/ 3.7	4.2	3.7	3.8	3.3	3.9	113/1953	1552/11.7	13.1	13.6	C	WZTR-F
14. WQFM-F (AOR)	69/ 2.8	3.7	3.1	4.0	3.6	3.4	90/2241	1751/13.2	12.8	13.3	C	WQFM-F
15. WFHR-F (CL)	49/ 2.0	1.6	2.4	2.3	2.6	2.1	50/888	873/ 6.6	6.0	6.0	B	WFHR-F
16. WMVP (B)	49/ 2.0	1.6	1.4	2.3	1.0	1.8	49/621	621/ 4.7	4.8	3.6	A	WMVP
17. WNOV (G/B)	44/ 1.8	1.9	2.6	2.8	2.0	2.3	44/482	482/ 3.6	4.6	5.4	B	WNOV
18.												
19.												
20.												

12+ FM SHARE (METRO): 67.86% (1516 of 2234) (SPG 92: 68.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WLUM-F>>	1 WKLH-F	1 WKLH-F>	1 WKLH-F>	1 WKLH-F>	1 WTMJ >	1 WTMJ >	1 WISN	1 WISN	1 WTMJ	1 WTMJ <
2	2 WLZR-F<	2 WLZR-F<	2 WKTI-F	2 WKTI-F<	2 WOKY	2 WKLH-F	2 WKLH-F	2 WMIL-F	2 WLUM-F>	2 WKKV-F
3	3 WLUM-F	3 WKTI-F	3 WMYX-F	3 WMIL-F<	3 WMIL-F<	3 WMIL-F	3 WMIL-F<	3 WKLH-F<	3 WMIL-F	3 WGN
4	4 WMIL-F	WLUM-F<	4 WLZR-F	4 WISN <	4 WISN	4 WKTI-F	4 WLUM-F	4 WLUM-F<	4 WKKV-F	4 WKTI-F<
5	5 WKTI-F	5 WMIL-F	WISN <	5 WMYX-F	5	5 WLZR-F	WTMJ	5 WTMJ	5 WKLH-F	5 WMIL-F<
6	6 WKKV-AF<	6 WMYX-F	6 WMIL-F	6 WZTR-F<	6	6 WOKY	6 WEZW-F<	6 WOKY <	6 WLZR-F	6 WKLH-F
7	7 WQFM-F	7 WISN	7 WLTO-F	7 WLZR-F<	7	WLMU-F	7 WMYX-F	7 WKTI-F	7	7
8	8	8	8	8 WTMJ <	8	8	8	8	8	8
9	9	9	9	9 WLTO-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 WLUM-F	1 WLUM-F>	1 WKTI-F	1 WLUM-F	1 WKTI-F<	1 WLZR-F	1 WLZR-F<	1 WKLH-F	1 WKLH-F>	1 WKLH-F>
2 WKLH-F	2 WKLH-F	2 WLUM-F	2 WKTI-F<	2 WMYX-F	2 WMIL-F	2 WKLH-F>	2 WLZR-F	2 WLZR-F	2 WISN
3 WKKV-AF	3 WKTI-F	3 WMYX-F	3 WMYX-F<	3 WMIL-F	3 WLUM-F	3 WMIL-F<	3 WISN	3 WISN	3 WLZR-F
4 WLZR-F	4 WKKV-AF<	4 WKLH-F	4 WKLH-F	4 WLTO-F	4 WKKV-AF	4 WQFM-F	WKTI-F	4 WMIL-F	4 WTMJ
5 WMIL-F	5 WMIL-F<	5 WMIL-F	5 WKKV-AF<	5 WKLH-F	5 WKLH-F	5 WISN <	WQFM-F	5 WTMJ <	5 WMIL-F
6 WQFM-F	6 WMYX-F	6 WLTO-F	6 WMIL-F	WLUM-F	6 WQFM-F	6 WKTI-F<	6 WMYX-F	6 WQFM-F	6 WKTI-F<
7	7 WLZR-F	7 WKKV-AF	7 WLTO-F	7 WZTR-F	7 WISN	7 WLUM-F	7 WTMJ	WKTI-F	7 WZTR-F
8	8	8 W R-F	8 WZTR-F	WEZW-F	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		234 ( 2)	234 ( 2)	10.5	NM	WBKV (FS) 1470	West Bend 0.7/1.3/ 19/ 200
AOR/CLASSIC AOR	13 ( 1)	383 ( 3)	396 ( 4)	17.7	18.4	WBWI-F (C) 92.5	West Bend 0.5/2.1/ 18/ 408
COUNTRY		215 ( 2)	215 ( 2)	9.6	9.4	WEMP (O) 1250	Milwaukee 0.8/3.6/ 26/ 516
NEWS/TALK	158 ( 1)		158 ( 1)	7.1	5.3	WHKQ-F (SAC) 92.1	Racine 0.5/1.3/ 19/ 261
TOP 40/CHR/CONTEMP		187 ( 1)	187 ( 1)	8.4	7.4	WLZR (AOR) 1340	Milwaukee 0.5/1.8/ 13/ 239
BLACK/URBAN	49 ( 1)	101 ( 1)	150 ( 2)	6.7	8.7	WRJN (FS) 1400	Racine 1.0/2.3/ 25/ 354
SOFT AC		226 ( 3)	226 ( 3)	10.1	9.8	WTKM-F (E/? ) 104.9	Hartford 1.2/2.9/ 30/ 471
HISPANIC						WGN (FS) 720	Chicago 0.8/3.3/ 39/ 680
OLDIES	20 ( 1)	92 ( 1)	112 ( 2)	5.0	NA		
FULL SVC/VARIETY	293 ( 4)		293 ( 4)	13.1	13.6		
NOSTALGIA	141 ( 1)		141 ( 1)	6.3	7.2		
RELIGION/GOSPEL	44 ( 1)		44 ( 1)	2.0	0.3		
CLASSICAL		49 ( 1)	49 ( 1)	2.2	2.8		
JAZZ/NEW AC							
OTHERS UNKNOWN		29 ( 1)	29 ( 1)	1.3	1.2		
	718 (10)	1516 (15)	2234 (25)				

MILWAUKEE

RADIO STATIONS

AM STATIONS

WEHP, 1250, 5 KW (DA-2)	, OLDIES	UNISTR, 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 UNISTR , \$ 23.00 (Banner)	All Pro
WNOV, 860, 250 W (DAYS, DA)	, BLACK/GOSP.	AURN , \$ 21.00 ( --- )	
WOKY, 920, 5 KW/1 KW (DA-2)	, NOSTALGIA/FS	CNN, MBS , \$ 53.00 (MMR)	Sundance
WTMJ, 620, 5 KW (DA-N)	, FULL SERVICE	NBC-T, CBS , \$ 130.00 (Christal)	Journal Co.

FM STATIONS

WEZW, 103.7, 20 KW @ 840,	EZ/SOFT AC	ABC, MBS , \$ 53.00 (MMR)	Multimedia
WFHR, 98.3, 6 KW @ 328,	CLASSICAL	NBC , \$ 38.00 (CMBS)	(MENOMONEE FALLS)
WKKV, 100.7, 50 KW @ 500,	BLACK	UNISTR , \$ 40.00 (Torbet)	
WKLH, 96.5, 20 KW @ 810,	CLASSIC AOR	, \$ 116.00 (McGuild)	Saga
WKTI, 94.5, 16 KW @ 909,	AC/CHR	ABC , \$ 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	SOURCE , \$ 68.00 (Banner)	All Pro
WLZR, 102.9, 50 KW @ 430,	AOR	ABC , \$ 70.00 (Eastman)	Great American
WHIL, 106.1, 13 KW @ 974,	COUNTRY	, \$ 90.00 (MMR)	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,	OLDIES	, \$ 51.00 (Banner)	Shockley

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 17/2,099,300  
 MSA Rank/Pop: 16/2,430,000  
 ADI # 13  
 Average Person Ratings: 17.8  
 Market TSL: 23.0 Hours

Stations: 21/20  
 Diaries: 1917/1095:1/57.0%  
 Sample Target: 1900  
 % Below Line: 0.6  
 % Not Listed: 14.6

1992 Revenue: \$81,700,000  
 HH Inc.: \$35,952  
 Retail \$: 22.0 Bil  
 Pop per Station: 104,965  
 #1 Biller: WCCO \$20,400,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WCCO (FS)	592/15.9	16.1	14.3	17.2	16.5	16.0	856/10540	7525/35.8	31.6	38.0	K	WCCO
2. KQRS-AF (AOR)	366/ 9.8	8.0	7.8	8.3	9.3	8.4	412/6657	5741/27.3	24.1	26.5	I	KQRS-AF
3. KEEY-F (C)	342/ 9.2	9.2	9.3	10.2	10.8	9.5	392/5598	4774/22.7	22.1	22.7	I	KEEY-F
4. WLTE-F (SAC)	268/ 7.2	7.3	8.6	6.5	7.9	7.4	292/4594	4071/19.4	20.5	19.0	H	WLTE-F
5. KDWB-F (CHR)	254/ 6.8	6.9	6.8	6.7	7.0	6.8	284/5338	4671/22.3	19.5	21.1	G	KDWB-F
6. KSTP-F (AC)	232/ 6.2	6.3	6.0	7.1	7.1	6.4	252/5093	4537/21.6	18.9	20.8	H	KSTP-F
7. KRXX-F (AOR)	217/ 5.8	5.5	6.4	5.8	6.8	5.9	288/3781	2942/14.0	15.8	16.3	E	KRXX-F
8. KTCZ-AF (AOR)	215/ 5.8	5.7	5.3	3.7	4.7	5.1	225/3157	2935/14.0	14.3	11.6	D	KTCZ-AF
9. KSTP (N/T)	195/ 5.2	4.7	4.3	3.4	3.9	4.4	221/3101	2735/13.0	12.7	10.4	D	KSTP
10. KQQL-F (O)	172/ 4.6	5.3	5.8	5.7	5.3	5.4	244/4471	3613/17.2	17.3	17.3	F	KQQL-F
11. KJJO-AF (C)	106/ 2.8	4.0	3.5	2.3	1.6	3.2	128/2848	2228/10.6	10.6	6.6	C	KJJO-AF
12. KLBB (BB)	77/ 2.1	2.7	1.8	1.8	1.6	2.1	77/976	956/ 4.6	4.3	4.8	B	KLBB
13. WBOB-F (C)	56/ 1.5	---	---	---	---	1.5	70/1541	1326/ 6.3	---	---		WBOB-F
14. KFXN (SPRTS)	34/ 0.9	1.4	2.0	1.1	1.0	1.4	40/1204	1103/ 5.3	8.5	3.5	B	KFXN

12+ FM SHARE (METRO): 70.44% (2247 of 3190) (SPG 92: 70.74%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	HEN 18-24	HEN 18-34	HEN 25-34	HEN 18-49	HEN 25-54
1 KDWB-F	1 KEEY-F <	1 KSTP-F	1 KEEY-F	1 KEEY-F	1 KQRS-AF	1 KQRS-AF >>	1 KQRS-AF	1 KQRS-AF >	1 KQRS-AF >
2 KQRS-AF	2 KDWB-F <	2 KEEY-F >	2 KSTP-F <	2 WLTE-F <	2 KRXX-F >	2 KRXX-F >	2 KTCZ-AF	2 KRXX-F <	2 WCCO
3 KTCZ-AF	3 KSTP-F <	3 KQRS-AF	3 WLTE-F	3 KSTP-F	3 KDWB-F	3 KTCZ-AF >	3 KRXX-F	3 KTCZ-AF <	3 KTCZ-AF
4 KEEY-F	4 KQRS-AF	4 KDWB-F	4 KDWB-F	4 WCCO	4 KTCZ-AF	4 KDWB-F	4 KSTP	4 WCCO	4 KSTP <
5 WLTE-F	5 KTCZ-AF <	5 WLTE-F	5 KQRS-AF	5 KQQL-F	5 KEEY-F	5	5 WCCO	5 KSTP	5 KEEY-F
6 KRXX-F	6 WLTE-F	6	6 KTCZ-AF	6 KQRS-AF	6	6	6	6 KEEY-F	6 KQQL-F <
7	7	7	7	7 KDWB-F	7	7	7	7 KQQL-F	7 KRXX-F

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUHE TSA TSA SHARE/RTG/AQH/CUME
AC		232 ( 1)	232 ( 1)	7.3	NH	KCFE-F (?) 105.7	Eden Prairie 0.4/1.5/ 15/ 313
AOR/CLASSIC AOR	7 ( 2)	791 ( 3)	798 ( 5)	25.0	27.1	WIXK-F (?) 107.1	New Richmond 0.4/1.2/ 16/ 299
COUNTRY	25 ( 2)	500 ( 3)	525 ( 5)	16.5	12.7	WTC (?) 1280	Minneapolis 0.3/2.6/ 13/ 548
NEWS/TALK	229 ( 2)		229 ( 2)	7.2	5.7	WDGY (C) 630	St. Paul 0.6/2.9/ 23/ 639
TOP 40/CHR/CONTEMP		254 ( 1)	254 ( 1)	8.0	8.2		
BLACK/URBAN		268 ( 1)	268 ( 1)	8.4	9.2		
SOFT AC							
HISPANIC							
OLDIES		172 ( 1)	172 ( 1)	5.4	NA		
FULL SVC/VARIETY	592 ( 1)		592 ( 1)	18.6	19.3		
NOSTALGIA	77 ( 1)		77 ( 1)	2.4	3.1		
RELIGION/GOSPEL							
CLASSICAL							
JAZZ/NEW AC							
OTHERS UNKNOWN	13 ( 1)	30 ( 2)	43 ( 3)		NA		
	943 ( 9)	2247 (12)	3190 (21)				



MINNEAPOLIS-ST. PAUL

RADIO STATIONS

AM STATIONS

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

FM STATIONS

KDWB, 101.3, 100 KW @ 817, CHR	, \$ 129.00 (Banner)	Midcontinent
KEEY, 102.1, 100 KW @ 1033, COUNTRY	, \$ 200.00 (Christal)	Shamrock
KJJO, 104.1, 100 KW @ 1069, COUNTRY	ABC, \$ 56.00 (MMR)	Park
KRXX, 93.7, 100 KW @ 820, AOR	SOURCE, \$ 70.00 (D&R)	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 (D&R)	Colfax
KSTP, 94.5, 95 KW @ 1220, AC	, \$ 148.00 (McGuild)	Hubbard
KTCZ, 97.1, 100 KW @ 236, PROG AOR	, \$ 74.00 (MMR)	American Media
WBOB, 100.3, 100 KW @ 922, COUNTRY	, \$ 60.00 (D & R)	Colfax
WLTE, 102.9, 100 KW @ 1033, SOFT AC	, \$ 163.00 (CBS)	CBS

Miscellaneous: WCTS-F changes to WBOB-F and now airs a Country format (May) . . . WHIN changes to WCTS and  
 airs a Religious format. . . KFAN, KEEY-F sold by Malrite to Shamrock . . . KQQL-F sold by  
 Trumper to Colfax for \$14,000,000 . . .

MOBILE

Arbitron Rank/Pop (12+): 90/395,900

Stations: 25/18  
Diaries: 841/471:1/43.3%  
Sample Target: 860  
% Below Line: 13.5  
% Not Listed: 12.2

1992 Revenue: \$10,900,000  
HH Inc.: \$27,432  
Retail \$: 3.4 Bil  
Pop per Station: 21,994  
#1 Biller: WKSJ-AF \$3,200,000

HSA Rank/Pop: 101/494,000  
ADI # 63 (w/Pensacola)  
Average Person Ratings: 17.3  
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WKSJ-F (C)	109/16.0	13.6	15.7	15.8	13.8	15.3	118/1453	1195/30.2	30.6	28.8	E	WKSJ-F
2. WBLX-F (B)	98/14.3	10.9	10.7	17.0	17.3	13.2	130/1417	890/22.5	20.1	22.6	D	WBLX-F
3. WABB-F (CHR)	55/ 8.1	6.5	4.3	5.6	8.1	6.1	98/1393	759/19.2	16.6	23.4	C	WABB-F
4. WKRG-F (AC)	45/ 6.6	5.4	6.7	5.8	4.8	6.1	85/1403	716/18.1	14.8	14.9	C	WKRG-F
5. WGOK (B)	39/ 5.7	4.7	4.7	2.1	5.6	4.3	39/384	384/ 9.7	6.9	11.1	A	WGOK
WJLQ-F (CHR)	39/ 5.7	9.4	6.7	1.6	1.5	5.9	69/935	515/13.0	13.9	6.1		WJLQ-F
7. WKRG (N/T)	31/ 4.5	5.6	5.3	7.2	5.6	5.7	31/463	431/10.9	13.3	10.8	C	WKRG
WGXC-F (AOR)	31/ 4.5	7.7	5.2	6.9	6.8	6.1	55/1043	525/13.3	12.8	12.6	B	WGXC-F
9. WAVH-F (O)	29/ 4.2	3.5	3.8	4.1	4.7	3.9	67/1153	519/13.1	12.5	13.0	B	WAVH-F
10. WZEW-F (AOR)	27/ 4.0	3.3	4.7	4.0	1.7	4.0	28/430	418/10.6	11.0	6.6	A	WZEW-F
11. WXBH-F (C)	21/ 3.1	3.8	4.7	5.4	3.5	4.3	119/1451	375/ 9.5	10.7	7.6		WXBH-F
12. WMEZ-F (SAC)	11/ 1.6	2.6	1.7	2.5	3.5	2.1	58/719	208/ 5.3	5.7	6.1		WMEZ-F
13.												
14.												
15.												

12+ FH SHARE (METRO): 84.17% (505 of 600) (SPG 92: 79.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>	1 WBLX-F>	1 WBLX-F<	1 WKSJ-AF>	1 WKSJ-AF>	1 WKSJ-AF>>	1 WKSJ-AF>	1 WKSJ-AF>	1 WKSJ-AF	1 WBLX-F>>	1 WKSJ-F<
2 WABB-F>>	2 WKSJ-AF<	2 WKSJ-AF>	2 WBLX-F	2 WBLX-F	2 WGOK	2 WBLX-F>	2 WBLX-F<	WBLX-F>	2 WKSJ-F	2 WBLX-F
3	3 WABB-F	3 WABB-F	3 WKRG-F	3 WKRG-F	3 WKRG	3 WABB-F	3 WKRG	3 WABB-F	3 WABB-F	3 WGOK
4	4 WKRG-F<	WKRG-F	4 WJLQ-F	4 WABB-F	4 WBLX-F	4 WKRG-F	4 WKRG-F	4 WKRG-F	4 WJLQ-F	WABB-F
5	5 WJLQ-F	5 WJLQ-F	WABB-F	WJLQ-F	5 WAVH-F	5 WKRG	WGOK	5 WJLQ-F	5 WGXC-F	5
6	6 WGXC-F	6 WGXC-F	6 WZEW-F	6 WZEW-F	WKRG-F	6 WJLQ-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	HEN 18-24	HEN 18-34	HEN 25-34	HEN 18-49	HEN 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 WKSJ-AF<	1 WKSJ-AF>
2 WABB-F	2 WABB-F	WJLQ-F	2 WKSJ-AF<	2 WBLX-F	2 WKSJ-AF	2 WKSJ-AF>	2 WBLX-F	2 WBLX-F>	2 WBLX-F
3 WKRG-F	WJLQ-F	3 WKSJ-AF	3 WJLQ-F<	3 WJLQ-F	3 WGXC-F	3 WGXC <	3 WABB-F	3 WKRG-F	3 WKRG-F<
WJLQ-F	4 WKRG-F	4 WKRG-F	4 WABB-F<	4 WKRG-F	4 WKRG-F	4 WABB-F	4 WGXC-F	4 WJLQ-F	4 WABB-F
5	5 WKSJ-AF	WABB-F	5 WKRG-F	5 WABB-F	5	5 WKRG-F	5 WZEW-F	5 WABB-F	5 WZEW-F

FORMATS	AM	FH	TOTAL	%	SPG 92 %	OTHER RATE STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		53 ( 2)	53 ( 2)	8.8	NM	WABB/WNWT (?) 1480	Mobile	0.8/4.5/	6/ 185
AOR/CLASSIC AOR		58 ( 2)	58 ( 2)	9.7	9.3	WABF (?) 1220	Fairhope	0.6/1.4/	4/ 55
COUNTRY		148 ( 5)	148 ( 5)	24.7	21.7	WBHY (REL) 840	Mobile	0.9/1.5/	6/ 64
NEWS/TALK	31 ( 1)		31 ( 1)	5.2	8.1	WDLT-F (AC) 98.3	Chickasaw	1.2/5.5/	8/ 216
						WHEP (BB) 1310	Foley	0.7/1.3/	5/ 53
TOP 40/CHR/CONTEMP		96 ( 3)	96 ( 3)	16.0	11.1	WLTV (REL) 1410	Mobile	0.7/2.8/	5/ 119
BLACK/URBAN	39 ( 1)	98 ( 1)	137 ( 2)	22.8	26.4	WMOB (G) 1360	Mobile	0.3/1.4/	2/ 55
SOFT AC		11 ( 1)	11 ( 1)	1.8	7.3	WZBA-F (C) 104.9	Hoso Pnt MS	1.2/4.1/	8/ 234
HISPANIC						WKNN-F (C) 99.1	Pscgoula HS	0.6/3.2/	47/ 650
OLDIES		29 ( 1)	29 ( 1)	4.8	NA	WOSH-F (REL) 103.1	Ocn Spgs MS	1.3/2.0/	18/ 190
FULL SVC/VARIETY					1.0	WOWW-F (C) 107.3	Pensacola	0.9/3.7/	44/ 742
NOSTALGIA	5 ( 1)		5 ( 1)	0.8	NA	WQID-F (CHR) 93.7	Biloxi	0.3/2.0/	12/ 236
RELIGION/GOSPEL	13 ( 3)	9 ( 1)	22 ( 4)	3.7	4.6				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN	7 ( 2)	3 ( 1)	10 ( 3)	1.7	1.8				
	95 ( 8)	505 (17)	600 (25)						

MOBILE

RADIO STATIONS

WABB	,	1480,	5 KW (DA-N)	,	Oldies	NBC ABC, \$11.00	(Christal)	Dittman
WBLX	,	660,	22 KW/1 KW (OA-2)	,	Black	,	( --- )	
WGOK	,	900,	1 KW/500 W (DA-2)	,	Gospel/Black	AURN, \$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	UNISTR, \$24.00	(Banner)	Franklin
WBLX-F,		92.9,	100 KW @ 1555	,	Black	UNISTR ABC, \$40.00	(D & R)	Calendar
WDLT-F,		98.3,	6 KW @ 298	,	Soft AC	UNISTR, \$18.00	(Torbet)	
WGXC-F,		104.1,	100 KW @ 1555	,	AOR	ABC UNISTR, \$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	,	( --- )	Waldron (MOSS POINT)
WZEW-F,		92.1,	14 KW @ 449	,	AOR	CNN, \$15.00	(Torbet)	(FAIRHOPE)

Other Ranked Stations - See Pensacola

Miscellaneous: WAVH-F sold by Pourtales to Franklin for \$2,000,000 (Blackburn) . . .

\*\*\*\*\* 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	H/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		*

MODESTO

Arbitron Rank/Pop (12+): 121/315,800

Stations: 28/16  
Diaries: 774/408:1/49.2%  
Sample Target: 730  
% Below Line: 18.1  
% Not Listed: 16.5

1992 Revenue: \$10,200,000  
HH Inc.: \$32,820  
Retail \$: 2.7 B11  
Pop per Station: 19,738  
#1 Biller: KMIX-F \$1,850,000

MSA Rank/Pop: 128/382,400  
Sacramento ADI  
Average Person Ratings: 16.0  
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 92	FAL 91	Revenue Level	
1. KATH-F (C)	72/14.3	8.3	4.5	7.2	9.2	---	150/1750	776/24.6	18.7	13.5	C	KATH-F
2. KMIX-F (C)	32/ 6.3	6.7	11.5	10.0	8.1	---	36/602	471/14.9	14.2	20.0	C	KMIX-F
3. KLOC (SP)	28/ 5.6	6.1	5.2	3.9	2.1	---	32/323	224/ 7.1	7.3	5.5	B	KLOC
4. KJSN-F (SAC)	27/ 5.4	7.1	4.5	4.9	6.7	---	32/520	380/12.0	12.8	13.2	C	KJSN-F
5. KDJK-F (AOR)	26/ 5.2	5.5	5.2	6.3	4.2	---	55/781	342/10.8	14.0	12.7	C	KDJK-F
6. KOSO-F (AC)	23/ 4.6	5.7	4.3	7.2	4.6	---	62/1165	445/14.1	15.4	12.7	C	KOSO-F
KNBR (T)	23/ 4.6	3.2	3.8	5.6	3.3	---	74/1019	305/ 9.7	10.3	13.9	C	KNBR
KHTN-F (CHR)	23/ 4.6	4.3	4.5	2.1	0.4	---	45/750	415/13.1	11.1	6.2	A	KHTN-F
9. KHOP-F (AC/CHR)	20/ 4.0	5.9	8.4	9.0	10.8	---	61/1185	465/14.7	21.8	23.4	C	KHOP-F
10. KTRB (C)	17/ 3.4	3.0	3.4	2.8	4.2	---	26/333	215/ 6.8	6.6	9.5	A	KTRB
11. KABX-F (O)	15/ 3.0	2.8	3.8	1.6	3.1	---	25/504	242/ 7.7	9.3	5.4	A	KABX-F
12. KFIV (T)	11/ 2.2	2.0	0.9	0.7	---	---	11/158	112/ 3.5	5.2	2.2	A	KFIV
KVFX-F (CL AOR)	11/ 2.2	3.4	3.6	3.9	5.4	---	31/512	220/ 7.0	9.8	10.0	B	KVFX-F
14.												
15.												

12+ FM SHARE (METRO): 69.12% (291 of 421) (SPG 92: 74.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHTN-F>>	1 KATH-F>>	1 KATH-F>>	1 KATH-F>>	1 KATH-F>>	1 KATH-F>	1 KATH-F>	1 KATH-F>>	1 KATH-F>>	1 KATH-F>	1 KATH-F>
2 KATH-F	2 KDJK-F	2 KDJK-F	2 KJSN-F	2 KJSN-F	2 KMIX-F<	2 KMIX-F	2 KJSN-F<	2 KMIX-F	2 KHTN-F	2 KMIX-F
3	3 KHOP-F	3 KJSN-F	3 KDJK-F	3 KLOC-F	3 KNBR	3 KJSN-F	3 KMIX-F<	3 KJSN-F	3 KOSO-F	3 KDJK-F
4	4 KMIX-F	KMIX-F	KOSO-F	KMIX-F	4 KJSN-F	4 KDJK-F	4 KNBR	4 KNBR	4 KMIX-F	4
5	5	5 KLOC-F	KLOC-F	KOSO-F	KLOC-F	5 KNBR	5 KOSO-F	5 KDJK-F	5	5
6	6	KOSO-F	6	6 KDJK-F	6	6	6	6 KHTN-F	6	6
7	7	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 KATH-F	1 KATH-F>>	1 KATH-F	1 KATH-F>>	1 KATH-F>	1 KDJK-F	1 KATH-F	1 KATH-F	1 KATH-F	1 KATH-F>
2 KJSN-F	2 KLOC	2 KJSN-F	2 KJSN-F	2 KJSN-F>	2 KHOP-F	2 KDJK-F	2 KVFX-F	2 KDJK-F	2 KDJK-F
KLOC	KMIX-F	KLOC	3 KOSO-F<	3 KOSO-F	KATH-F	3 KHOP-F	3 KHOP-F	3 KHOP-F	3 KLOC
4 KOSO-F	4 KOSO-F	4 KOSO-F	4 KMIX-F	4 KMIX-F	4	4	4 KDJK-F	KLOC	4 KVFX-F
KDJK-F	5	KDJK-F	5 KLOC	5 KLOC-F	5	5	5 KNBR	KVFX-F	5
6	6	6	6	6	6	6	KMIX-F	6	6

FORMATS	AM	FH	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		23 ( 1)	23 ( 1)	5.4	NM	KBEE (EZ) 970	MODESTO 2.0/5.3/	17/	318
AOR/CLASSIC AOR		37 ( 2)	37 ( 2)	9.0	10.6	KMIX (C) 1390	TURLOCK 0.6/2.0/	5/	93
COUNTRY	24 ( 3)	109 ( 3)	133 ( 6)	32.0	21.5	KNT0-F (SP) 95.9	LIVINGSTON 1.4/4.1/	16/	260
NEWS/TALK	58 ( 5)		58 ( 5)	14.0	11.7	KUBB-F (C) 96.3	HARIPOSA 1.0/4.1/	31/	506
TOP 40/CHR/CONTEMP		53 ( 3)	53 ( 3)	13.0	17.7	KCBS (N/T) 740	SAN FRAN 2.0/8.6/	46/	850
BLACK/URBAN		2 ( 1)	2 ( 1)	0.4	NA	KCIV-F (REL) 99.9	HT. BULLION 1.0/3.3/	5/	138
SOFT AC	10 ( 1)	27 ( 1)	37 ( 2)	8.8	10.9	KEXX-F (?) 100.9	TRACY 1.8/5.4/	14/	387
HISPANIC	28 ( 1)	16 ( 3)	44 ( 4)	10.4	9.2	KFIE-F (SP) 106.3	MERCED 0.6/3.2/	12/	247
OLDIES		15 ( 1)	15 ( 1)	4.0	NA	KFRC (BB) 610	SAN FRAN 1.0/2.8/	22/	328
FULL SVC/VARIETY						KGO (T) 810	SAN FRAN 0.6/1.9/	25/	371
NOSTALGIA	5 ( 1)		5 ( 1)	1.1	1.1	KMEL-F (CHR) 106.1	SAN FRAN 2.0/4.8/	29/	521
RELIGION/GOSPEL	5 ( 1)		5 ( 1)	1.1	3.5	KWJ (N/T) 580	FRESNO 2.2/4.1/	24/	263
CLASSICAL						KRAK (C) 1140	SACRAMENTO 0.8/2.4/	30/	421
JAZZ/NEW AC						KSOL-F (B) 107.7	SAN FRAN 0.4/2.5/	3/	195
OTHERS UNKNOWN		9 ( 1)	9 ( 1)	2.1	NA	KSTN-F (SP) 107.3	STOCKTON 1.2/2.8/	24/	380
	130 (12)	291 (16)	421 (28)						

MODESTO

-----

RADIO STATIONS

-----

KLOC	,	920,	500 W/2.5 KW (DA-2)	,	Hispanic					
KBEE	,	970,	1 KW (DA-2)	,	EZ					
KTRB	,	860,	50 KW/10 KW (DA-2)	,	Country					
KABX-F	,	97.5,	50 KW @ 489	,	Oldies					
KAMB-F	,	101.5,	50 KW @ 387	,	Religion					
KATH-F	,	103.3,	50 KW @ 500	,	Country					
KDJK-F	,	95.1,	50 KW @ 633	,	AOR					
KHOP-F	,	104.1,	50 KW @ 500	,	CHR					
KHTN-F	,	104.7,	50 KW @ 469	,	CHR					
KJSN-F	,	102.3,	6 KW @ 298	,	Soft AC					
KHIX-F	,	98.3,	2 KW @ 390	,	Country					
KOSO-F	,	93.1,	3 KW @ 1790	,	AC					
KUBB-F	,	96.3,	2 KW @ 2112	,	Country					
KVFX-F	,	96.7,	3 KW @ 328	,	Classic AOR					

KCBS -- see San Francisco

KSGO -- see Stockton

Miscellaneous: KOOK to KBEE and from Oldies to EZ (Sep) . . . KBEE-F to KATH-F and from EZ to Country (Sep) . . .

MONMOUTH-OCEAN

Arbitron Rank/Pop (12+): 44/862,700  
 MSA Rank/Pop: 50/1,002,100  
 New York ADI  
 Average Person Ratings: 17.7  
 Market TSL: 23.00 hours

Stations: 43/8  
 Diaries: 1133/761:1/51.7%  
 Sample Target: 1050  
 % Below Line: 65.3  
 % Not Listed: 10.7

1992 Revenue: NA  
 HM Inc.: \$45,589  
 Retail \$: 8.5 Bill  
 Pop per Station: 107,838  
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. WXRK-F (CL AOR)	91/ 6.0	6.6	6.3	5.3	5.2	----	91/1443	1443/16.7	18.0	17.0	WXRK-F
2. WADB-F (EZ)	87/ 5.7	6.6	5.2	6.8	5.1	----	87/913	913/10.6	11.3	10.5	WADB-F
WOBM-F (AC)	87/ 5.7	4.8	5.8	6.6	4.5	----	87/1132	1132/13.1	12.4	14.7	WOBM-F
4. WABC (T)	82/ 5.4	4.0	3.3	3.3	4.0	----	82/980	980/11.4	9.2	10.0	WABC
5. WPAT-F (SAC)	71/ 4.7	3.5	3.6	2.2	3.7	----	71/845	845/ 9.8	9.7	8.4	WPAT-F
6. WPLJ-F (CHR)	67/ 4.4	3.8	3.6	3.2	4.0	----	67/1439	1439/16.7	16.9	17.0	WPLJ-F
7. WJLK-F (AC)	56/ 3.7	4.1	4.7	5.2	3.1	----	56/887	887/10.3	10.4	9.3	WJLK-F
8. WNEW-F (AOR)	53/ 3.5	2.7	5.0	4.6	4.2	----	53/998	998/11.6	10.1	14.8	WNEW-F
9. WKXW-F (T/O)	52/ 3.4	4.6	3.0	3.6	5.4	----	52/1137	1137/13.2	15.2	12.1	WKXW-F
10. WFAN (SPRTS)	51/ 3.3	4.3	3.8	3.0	2.8	----	51/866	866/10.0	13.8	12.0	WFAN
11. WCBS (N)	49/ 3.2	4.0	3.1	4.0	3.5	----	49/1114	1114/12.9	14.5	13.5	WCBS
12. WQHT-F (CHR)	46/ 3.0	2.0	2.5	1.6	1.9	----	46/797	797/ 9.2	7.8	7.8	WQHT-F
13. WOR (T)	43/ 2.8	4.2	5.3	4.9	5.1	----	43/726	726/ 8.4	10.0	10.3	WOR
14. WLTW-F (SAC)	38/ 2.5	2.7	1.4	2.7	1.9	----	38/816	816/ 9.5	8.3	5.8	WLTW-F
15. WHTG-F (AOR)	36/ 2.4	2.2	1.3	1.2	1.2	----	36/579	579/ 6.7	6.2	4.2	WHTG-F

NOTE: This market's metro and TSA are the same.

12+ FM SHARE (METRO): 80.03% (1090 of 1362) (SPG 92: 77.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQHT-F>	1 WXRK-F>	1 WXRK-F>	1 WXRK-F>	1 WXRK-F>	1 WADB-F	1 WXRK-F>	1 WABC	1 WABC	1 WQHT-F	1 WOR
2 WHTZ-F>	2 WNEW-F	2 WPLJ-F<	2 WOBM-F	2 WQNJ-FF	2 WABC	2 WOBM-F	2 WPAT-F	2 WXRK-F	2 WADB-F>	2 WADB-F
3	3 WPLJ-F>	3 WNEW-F	3 WPLJ-F<	3 WJLK-F	3 WORM-F	3 WADB-F	3 WOBM-F	3 WNEW-F	3 WXRK-F	3 WOBM-F
4	4 WHTG-F	4 WOBM-F	4 WFAN	4 WOBM-F	4 WPAT-F	4 WCBS	4 WADB-F	4 WPAT-F	4 WHTZ-F	4 WXRK-F
5	5 WQHT-F	5 WJLK-F	5 WJLK-F	5 WPLJ-F	5	5 WPLJ-F	5	5 WPLJ-F	5	5 WCBS
6	6	6 WQNJ-FF	6 WQNJ-FF	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 WPLJ-F	1 WPLJ-F>	1 WPLJ-F	1 WPLJ-F	1 WJLK-F	1 WXRK-F	1 WXRK-F>	1 WXRK-F	1 WXRK-F>	1 WXRK-F>
2 WQHT-F	2 WXRK-F	2 WXRK-F	2 WJLK-F	2 WQNJ-FF	2 WNEW-F	2 WNEW-F>	2 WFAN	2 WFAN	2 WFAN >
3 WOBM-F	3 WJLK-F	3 WHTG-F	3 WQNJ-FF	3 WPLJ-F<	3 WQHT-F	3 WFAN	3 WNEW-F	3 WNEW-F	3 WNEW-F
4	4 WQNJ-FF	4 WJLK-F	4 WOBM-F	4 WOBM-F	4 WMMR-F	4 WHTG-F	4 WHTG-F	4	4 WOBM-F
5	5 WQHT-F	5 WQNJ AF	5	5	5	5	5 WPLJ-F	5	5
6	6 WNEW-F	6	6	6	6	6	6 WMMR-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		218 ( 7 )	218 ( 7 )	16.0	NM	WJLK (O)	1310 Asbury Park	0.7/1.8/	11/ 157
AOR/CLASSIC AOR		221 ( 6 )	221 ( 6 )	16.2	16.3	WJRZ-F (CHR)	100.1 Manahawkin	2.3/8.9/	35/ 766
COUNTRY	23 ( 1 )	41 ( 2 )	64 ( 3 )	4.7	5.3	WOBM (C)	1160 Lakewood	1.5/5.0/	23/ 430
NEWS/TALK	232 ( 5 )	61 ( 2 )	293 ( 7 )	21.5	17.8	WZVU-F (AC)	107.1 Long Branch	2.0/6.3/	30/ 544
OLDIES	11 ( 1 )	31 ( 1 )	42 ( 2 )	3.1	NA				
TOP 40/CHR/CONTEMP		202 ( 6 )	202 ( 6 )	14.8	12.2	WAYV-F (AC)	95.1 Atlantic City	0.7/2.3/	10/ 200
BLACK/URBAN		30 ( 2 )	30 ( 2 )	2.2	2.6	WFPG-F (SAC)	96.9 Atlantic City	0.8/2.4/	12/ 210
SOFT AC	6 ( 1 )	208 ( 4 )	214 ( 5 )	15.7	10.9	WIOQ-F (CHR)	102.1 Philadelphia	0.4/1.5/	6/ 126
HISPANIC						WHID-F (AC)	99.3 Pleasantville	0.3/1.1/	5/ 94
FULL SERVICE/VARIETY						WMMR-F (AOR)	93.3 Philadelphia	1.4/5.1/	22/ 438
NOSTALGIA		16 ( 1 )	16 ( 1 )	1.2	4.0	WPST-F (CHR)	97.5 Trenton	1.0/2.9/	15/ 247
RELIGION/GOSPEL		10 ( 1 )	10 ( 1 )	0.7	0.5	WRDR-F (BB)	104.9 Egg Harbor	1.0/2.5/	16/ 216
CLASSICAL		26 ( 2 )	26 ( 1 )	1.9	1.8	WDOB-F (T)	96.5 Philadelphia	0.6/1.0/	9/ 89
JAZZ/NEW AC		26 ( 1 )	26 ( 1 )	1.9	1.2	WXTU-F (C)	92.5 Philadelphia	0.4/1.3/	6/ 116
OTHERS UNKNOWN						WYSP-F (CL AOR)	94.1 Philadelphia	0.8/2.4/	12/ 210
	272 ( 8 )	1090 ( 35 )	1362 ( 43 )			WYXR-F (AC)	104.5 Philadelphia	0.3/1.8/	5/ 155

SEE NEW YORK OR NASSAU-SUFFOLK FOR MORE INFORMATION ABOUT THE FOLLOWING RADIO STATIONS:

WBLS-F	0.5/ 2.7	WNCN-F	1.0/3.3
WCBS-F	2.0/ 7.2	WPAT	0.4/1.4
WDHA-F	0.5/ 1.6	WQCD-F	1.7/5.8
WFHE-F	0.7/ 1.6	WQXR-F	0.7/2.2
WHTZ-F	2.2/10.1	WRKS-F	1.4/4.8
WINS	0.5/ 2.7	WYNY-F	2.3/6.0
WMMX-F	1.6/ 6.7		

MONMOUTH-OCEAN

-----

RADIO STATIONS

-----

WJLK	,	1310,	2.5 KW/1 KW (DA-D),	Oldies	UNISTR SMN, \$ NA	(Katz)	D & F	(ASBURY)
WOBM	,	1160,	5 KW/9 KW (DA-2),	Country	UNISTR, \$ NA	(Katz)		(LAKEWOOD)
WADB-F,		95.9,	4 KW @ 239	, SAC/EZ	, \$ NA	( --- )		(PT. PLEAS.)
WHTG-F,		106.3,	3 KW @ 233	, AOR	, \$ NA	(Banner)		(EATONTOWN)
WJLK-F,		94.3,	3 KW @ 328	, AC	UNISTR, \$ NA	(Katz)	D & F	(ASBURY)
WJRZ-F,		100.1,	1.6 KW @ 449	, CHR	UNISTR ABC, \$ NA	(D&R)		(MANAHAWK)
WOBM-F,		92.7,	1.4 KW @ 485	, AC	, \$ NA	(Katz)		(TOMS RIV.)
WZVU-F,		107.1,	2.3 KW @ 371	, AC	, \$ NA	(Katz)	Kelly	(LONG BRANCH)

WKXW-F -- see Trenton

Other ranked stations -- see New York

MONTGOMERY

Arbitron Rank/Pop (12+): 140/245,700  
 HSA Rank/Pop: 154/295,100  
 ADI # 110  
 Average Person Ratings: 17.1  
 Market TSL: 22.50 hours

Stations: 14/14  
 Diaries: 698/352:1/48.7%  
 Sample Target: 700  
 % Below Line: 0.0  
 % Not Listed: 13.6

1992 Revenue: \$9,300,000  
 MH Inc.: \$27,810  
 Retail \$: 2.3 Bil  
 Pop per Station: 17,550  
 #1 Biller: WLWI-F \$2,800,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WZHT-F (B)	88/21.0	22.0	22.7	19.1	18.9	----	159/1393	770/31.3	29.3	29.1	C	WZHT-F
2. WLWI-F (C)	75/17.9	23.1	20.8	19.6	21.2	----	119/1336	829/33.7	41.8	33.0	D	WLWI-F
3. WFXF-F (AOR)	35/ 8.4	6.0	7.3	9.1	6.6	----	42/490	358/14.6	15.0	14.4	C	WFXF-F
4. WHHY-F (CMR)	30/ 7.2	6.9	9.8	9.1	13.9	----	50/936	516/21.0	24.1	25.9	C	WHHY-F
5. WACV (T)	24/ 5.7	3.0	3.3	4.8	2.3	----	25/334	293/11.9	7.6	8.7	A	WACV
6. WLNE-F (SAC)	23/ 5.5	2.3	3.0	2.6	1.1	----	24/311	293/11.9	10.1	8.8	A	WLNE-F
7. WXVI (B)	20/ 4.8	5.3	4.4	6.0	6.8	----	21/284	268/10.9	9.8	9.4	A	WXVI
8. WSYA-F (AC)	18/ 4.3	3.9	4.9	6.2	8.9	----	34/662	357/14.5	15.7	17.7	B	WSYA-F
9. WBAH-F (G)	14/ 3.3	2.5	2.8	3.3	4.6	----	30/513	254/10.3	12.1	11.0	B	WBAH-F
10. WAPZ (G)	11/ 2.6	1.9	2.3	2.4	0.9	----	11/85	85/ 3.5	3.1	2.9	A	WAPZ
11. WMCZ-F (C)	7/ 1.7	0.9	---	---	---	----	7/147	129/ 5.3	3.6	0.0		WMCZ-F
12.												
13.												
14.												
15.												

12+ FH SHARE (METRO): 80.11% (290 of 362) (SPG 92: 83.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F	1 WZHT-F	1 WZHT-F	1 WLWI-F>	1 WZHT-F	1 WLWI-F>>	1 WLWI-F<	1 WZHT-F>>	1 WZHT-F
2	2 WLWI-F	2 WLWI-F>	2 WLWI-F	2 WLWI-F>	2 WZHT-F>	WLWI-F>	2 WZHT-F<	2 WZHT-F>>	2 WLWI-F>	2 WLWI-F
3	WFXF-F	3 WFXF-F>	3 WFXF-F>	3 WFXF-F>	3 WACV	3 WHHY-F<	3 WACV <	3 WFXF-F	3 WHHY-F	3 WHHY-F
4	4 WHHY-F	4 WHHY-F	4	4 WLNE-F	4 WLNE-F	4 WFXF-F	4 WFXF-F<	4 WHHY-F	4 WXVI	4
5	5	5	5	5 WHHY-F	WXVI	5	5 WLNE-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 WZHT-F	1 WZHT-F>>	1 WZHT-F	1 WZHT-F	1 WZHT-F<	1 WZHT-F	1 WFXF-F<	1 WFXF-F	1 WFXF-F<	1 WFXF-F<
2	2 WLWI-F>	2 WFXF-F	2 WLWI-F>>	2 WLWI-F>>	2 WFXF-F	2 WZHT-F>	2 WZHT-F	2 WZHT-F>	2 WZHT-F
3	3 WHHY-F	3	3	3	3	3 WLWI-F	3 WLWI-F	3 WLWI-F>>	3 WLWI-F>
4	4 WFXF-F	4	4	4	4	4 WHHY-F	WHHY-F	4	4 WACV
5	5	5	5	5	5	5	5	5	5 WLNE-F

FORMATS	AH	FH	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUHE TSA TSA SHARE/RTG/AQH/CUME
AC		18 ( 1)	18 ( 1)	5.0	NM	WHHY (CHR?) 1440	MONTGOMERY 1.2/5.8/ 5/ 158
AOR/CLASSIC AOR		35 ( 1)	35 ( 1)	10.0	8.4	WLWI (BB) 740	MONTGOMERY 2.4/6.6/ 12/ 216
COUNTRY		82 ( 2)	82 ( 2)	23.0	24.9	WSKN (B) 1410	PRATTVILLE 0.5/2.8/ 3/ 75
NEWS/TALK	24 ( 1)		24 ( 1)	7.0	3.8		
TOP 40/CHR/CONTEMP	5 ( 1)	30 ( 1)	35 ( 2)	10.0	13.2		
BLACK/URBAN	22 ( 2)	88 ( 1)	110 ( 3)	30.3	31.4		
SOFT AC		23 ( 1)	23 ( 1)	6.3	3.5		
HISPANIC							
OLDIES		14 ( 1)	14 ( 1)	4.0	NA		
FULL SVC/VARIETY							
NOSTALGIA	10 ( 1)		10 ( 1)	3.0	1.9		
RELIGION/GOSPEL	11 ( 1)		11 ( 1)	3.0	4.1		
CLASSICAL							
JAZZ/NEW AC							
OTHERS UNKNOWN							
	72 ( 6)	290 ( 8)	362 (14)				

RADIO STATIONS

WACV , 1170, 10 KW/1 KW (DA-2)	, Talk	SUN CBS, \$11.00 (Banner)	
WAPZ , 1250, 5 KW (DAYS)	, Nostalgia	AURN, \$ 9.00 ( --- )	(WETUHPKA)
WLWI , 740, 50 KW/184 W	, Oldies	UNISTR HBS, \$10.00 (Katz)	Colonial
WXVI , 1600, 5 KW/1 KW	, Black	ABC, \$10.00 (Mc-Guild)	New South
WBAH-F, 98.9, 100 KW @ 731	, Oldies	UNISTR, \$19.00 (Christal)	
WHHY-F, 101.9, 100 KW @ 1036	, CHR	ABC, \$38.00 (Mc-Guild)	
WLNE-F, 96.1, .9 KW @ 820	, Soft AC	USA, \$12.00 (Banner)	
WLWI-F, 92.3, 100 KW @ 500	, Country	HBS, \$56.00 (Katz)	Colonial
WSYA-F, 103.3, 100 KW @ 1096	, AC	UNISTR, \$24.00 (Torbet)	Magic
WFXF-F, 95.1, 50 KW @ 735	, AOR/Classic	, \$23.00 (Torbet)	(PRATTVILLE)
WZHT-F, 105.7, 100 KW @ 1800	, Black	ABC, \$28.00 (Mc-Guild)	New South (TROY)

Miscellaneous: WACV sold by Woods to Meyer/Baldrige for \$100,000 . . . WACV sold for \$125,000. . .



NASHVILLE

Arbitron Rank/Pop (12+): 45/854,900  
 MSA Rank/Pop: 47/994,000  
 ADI # 33  
 Average Person Ratings: 16.4  
 Market TSL: 21.75 hours

Stations: 23/21  
 Diaries: 1293/661:1/48.2%  
 Sample Target: 1240  
 % Below Line: 2.1  
 % Not Listed: 12.2

1992 Revenue: \$33,700,000  
 HH Inc.: \$33,040  
 Retail \$: 8.4 B11  
 Pop per Station: 40,710  
 #1 Biller: WSM -AF \$6,600,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WSIX-F (C)	218/15.6	14.4	15.3	13.6	13.4	14.7	270/3377	2437/28.5	29.5	24.9	G	WSIX-F
2. WSM -F (C)	182/13.0	11.4	13.4	11.0	11.0	12.2	255/3494	2299/26.9	25.3	24.2	G	WSM -F
3. WKDF-F (AOR)	113/ 8.1	6.9	5.1	8.0	7.5	7.0	226/3070	1628/19.0	16.6	17.5	F	WKDF-F
4. WQQK-F (B)	102/ 7.3	7.2	6.8	8.7	6.7	7.5	109/1250	1130/13.2	12.9	12.2	D	WQQK-F
5. WLAC-F (AC)	77/ 5.5	5.0	5.4	4.0	4.1	5.4	104/2164	1399/16.4	15.9	15.1	B	WLAC-F
6. WYHY-F (CHR)	73/ 5.2	6.1	6.2	9.0	9.7	6.6	136/2828	1635/19.1	20.1	24.0	F	WYHY-F
7. WRMX-F (O)	66/ 4.7	3.1	4.0	4.3	4.0	4.0	80/1401	1037/12.1	12.7	11.2	C	WRMX-F
8. WGFY-F (CL AOR)	64/ 4.6	4.4	3.9	5.0	4.8	4.5	89/1870	1311/15.3	13.9	13.9	C	WGFY-F
9. WZEZ-F (SAC)	62/ 4.4	5.9	6.3	5.7	6.3	5.6	83/1326	997/11.7	14.9	16.8	D	WZEZ-F
10. WLAC (N/T)	49/ 3.5	5.0	5.4	4.0	4.1	4.5	54/831	734/ 8.6	13.6	10.6	E	WLAC
11. WSM (C)	43/ 3.1	3.6	3.6	3.4	3.5	3.4	58/1072	678/ 7.9	10.3	9.5		WSM
12. WMDB (B)	27/ 1.9	1.4	1.7	1.0	1.9	1.5	31/418	301/ 3.5	3.1	3.8		WMDB
13. WRLT-F (AOR)	25/ 1.8	2.3	1.5	1.8	2.0	1.9	26/490	477/ 5.6	4.2	4.3	A	WRLT-F
14. WBVR-F (C)	24/ 1.7	1.5	1.9	1.6	2.6	1.7	130/1891	634/ 7.4	5.5	6.0	B	WBVR-F
14. WVOL (B)	24/ 1.7	2.6	2.3	2.5	1.8	2.3	24/398	398/ 4.7	6.2	5.1		WVOL
16. WAMB (BB)	17/ 1.2	1.5	0.6	2.2	1.3	1.4	17/322	285/ 3.3	2.5	3.1		WAMB
17. WYCO-F (C)	15/ 1.1	1.0	1.2	0.8	0.8	1.0	57/836	331/ 3.9	5.1	4.5		WYCO-F
18. WWTN-F (T)	12/ 0.9	1.6	2.4	1.0	1.0	1.7	17/406	294/ 3.4	6.4	3.6	A	WWTN-F
19.												
20.												

12+ FM SHARE (METRO): 84.54% (1039 of 1229) (SPG 92: 83.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WQQK-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 WSM -F<
3 WYHY-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 WSM -F<	2 WSIX-F
4	3 WSM -F	3 WKDF-F>	3 WKDF-F<	3 WKDF-F<	3 WRMX-F	3 WKDF-F	3 WLAC	3 WKDF-F	3 WSIX-F	3 WQQK-F>
5	4 WQQK-F	4 WQQK-F	4 WLAC-F	4 WLAC-F	4 WZEZ-F	4 WQQK-F	4 WKAF-F	4 WQQK-F	4 WYHY-F	4 WKDF-F<
6	5 WGFY-F	5 WLAC-F	5 WGFY-F<	5 WRMX-F<	5 WSM	5 WLAC-F	5 WLAC-F	5 WYHY-F	5 WKDF-F	5 WSM
7	6 WYHY-F	6 WGFY-F	6 WQQK-F	6 WQQK-F<	6 WLAC-F	6 WZEZ-F	6 WZEZ-F	6 WLAC-F	6	6 WGFY-F
	7	7	7 WRMX-F	7 WGFY-F	7 WLAC	7	7 WRMX-F	7 WRMX-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 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F>	1 WKDF-F	1 WKDF-F>	1 WKDF-F	1 WKDF-F<	1 WSIX-F
2 WSM -F	2 WDM -F	2 WSM -F	2 WSM -F>	2 WSM -F>	2 WSIX-F	2 WSIX-F>	2 WSIX-F	2 WSIX-F>	2 WKDF-F<
3 WQQK-F	3 WQQK-F	3 WQQK-F	3 WQQK-F<	3 WLAC-F	3 WSM -F	3 WSM -F	3 WGFY-F	3 WSM -F	3 WSM -F
4 WYHY-F	4 WKDF-F	4 WLAC-F	4 WLAC-F	4 WQQK-F	4 WYHY-F	4 WGFY-F	4 WSM -F	4 WGFY-F	4 WGFY-F
5 WKDF-F	5 WYHY-F	5 WKDF-F	5 WKDF-F	5 WZEZ-F	5 WQQK-F	5 WQQK-F	5 WQQK-F	5 WRMX-F<	5 WRMX-F>
6	6 WLAC-F	6	6 WYHY-F	6 WRMX-F	6	6	6 WRLT-F	6 WQQK-F	6 WLAC-F<
7	7	7	7	7	7	7	7	7	7 WZEZ-F

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		77 ( 1)	77 ( 1)	6.3	NM	WAKM (C)	950 Franklin	0.4/0.9/	6/ 80
AOR/CLASSIC AOR		208 ( 4)	208 ( 4)	16.9	15.9	WENO (REL)	760 Nashville	0.6/1.3/	9/ 108
COUNTRY	49 ( 2)	439 ( 4)	488 ( 6)	39.7	36.6	WGNS (O)	1450 Murfreesboro	0.5/1.1/	7/ 90
NEWS/TALK	57 ( 2)	12 ( 1)	69 ( 3)	5.6	5.6	WKDA (T)	1240 Nashville	0.6/3.2/	8/ 270
TOP 40/CHR/CONTEMP		73 ( 1)	73 ( 1)	5.9	10.8	WHVK-F (CL AOR)	93.3 Tullahoma	0.4/1.2/	34/ 512
BLACK/URBAN	51 ( 2)	102 ( 1)	153 ( 3)	12.4	11.6				
SOFT AC		62 ( 1)	62 ( 1)	5.0	7.0				
HISPANIC									
OLDIES	7 ( 1)	66 ( 1)	73 ( 2)	5.9	NA				
FULL SVC/VARIETY									
NOSTALGIA	17 ( 1)		17 ( 1)	1.4	1.4				
RELIGION/GOSPEL	9 ( 1)		9 ( 1)	0.7	1.4				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	190 ( 9)	1039 (14)	1229 (23)						

NASHVILLE

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 (D & R)	Fairmont
WHD3, 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 (MHR)	

FH STATIONS

WGFX-F, 104.5, 49 KW @ 1312, CLASSIC AOR	SOURCE , \$ 45.00 (Katz)	Dick (GALLATIN)
WKDF-F, 103.3, 100 KW @ 1233, AOR	ABC , \$ 85.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1233, AC	, \$ 80.00 (D & R)	Fairmont
WQZK-F, 92.1, 1.5 KW @ 430, BLACK	, \$ 40.00 (MHR)	
WRMX-F, 96.3, 100 KW @ 810, OLDIES	, \$ 41.00 ( --- )	Signature (MURFREESBORO)
WSIX-F, 97.9, 100 KW @ 1138, COUNTRY	ABC, \$ 115.00 (Mc-Guild)	Capstar
WSM-F , 95.5, 100 KW @ 1279, COUNTRY	, \$ 83.00 (Christal)	Gaylord
WTCQ-F, 102.9, 100 KW @ 810, COUNTRY	, \$ 23.00 ( --- )	Cromwell (SHELVILLE)
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 (D & R)	South Central
WBVR-F, 101.1, 100 KW @ 1289, COUNTRY	ABC, \$ NA ( --- )	Amaturo (RUSSELLVILLE, KY)

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 14/2,271,800  
 MSA Rank/Pop: 12/2,670,000  
 New York ADI  
 Average Person Ratings: 18.4  
 Market TSL: 23.75 hours

Stations: 43/13  
 Diaries: 1959/1160:1/49.5%  
 Sample Target: 1920  
 % Below Line: NA  
 % Not Listed: NA

1992 Revenue: \$32,900,000  
 HH Inc.: \$62,636  
 Retail \$: 26.1 Bil  
 Pop per Station: NA  
 #1 Biller: WALK-AF \$7,600,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WALK-F (AC)	238/ 5.7	5.8	6.0	4.7	5.4	5.6	240/3040	3040/13.4	14.5	11.8	H	WALK-F
2. WBAB-F (AOR)	201/ 4.8	4.3	4.3	4.3	4.5	4.4	201/2997	2997/13.2	14.1	13.4	G	WBAB-F
3. WBLI-F (CHR)	171/ 4.1	4.3	4.4	4.0	5.2	4.2	171/2723	2723/12.0	12.9	12.7	G	WBLI-F
4. WYNY-F (C)	128/ 3.1	2.7	3.3	3.7	3.8	3.2	128/1621	1621/ 7.1	8.3	8.2	D	WYNY-F
5. WHLI (BB)	113/ 2.7	3.0	2.4	3.1	2.0	2.8	113/925	925/ 4.1	3.2	3.9	C	WHLI
6. WKJY-F (SAC)	107/ 2.6	2.7	3.0	2.3	2.5	2.7	107/1695	1695/ 7.5	6.2	6.1	E	WKJY-F
7. WMJC-F (AC)	85/ 2.0	2.5	1.4	2.1	2.1	2.0	85/1283	1283/ 5.6	5.0	5.7	C	WMJC-F
8. WDRE-F (AOR)	68/ 1.6	1.7	1.2	1.5	2.1	1.5	68/1347	1347/ 5.9	4.3	7.3	D	WDRE-F
9. WGSM (BB)	68/ 1.6	2.7	3.7	2.0	2.1	2.5	68/729	729/ 3.2	3.3	3.2	B	WGSM
10. WRCN-F (AOR)	38/ 0.9	1.2	1.3	0.9	1.4	1.1	38/733	733/ 3.2	3.5	3.5	C	WRCN-F
11. WBZO-F (?)	35/ 0.8	---	---	---	---	NM	35/758	758/ 2.5	---	---		WBZO-F
12. WLNG-F (AC)	19/ 0.5	0.2	0.2	0.5	0.3	0.4	19/355	355/ 1.6	0.8	1.2		WLNG-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 WBAB-F<	1 WALK-AF	1 WALK-AF>	1 WALK-F>	1 WALK-F	1 WALK-F	1 WBAB-F	1 WBAB-F
WBAB-F	2 WBLI-F>	2 WALK-AF<	2 WALK-AF	2 WBAB-F	2 WHLI	2 WBAB-F	2 WBAB-F	2 WBAB-F<	2 WALK-F	2 WALK-F<
WDRE-F	3 WYNY-F	3 WBLI-F>	3 WBLI-F>	3 WBLI-F>	3 WBLI-F	3 WBLI-F>	3 WBLI-F	3 WBLI-F>	3 WBLI-F	3 WYNY-F<
4	4 WDRE-F<	4 WYNY-F<	4 WKJY-F	4 WKJY-F	4 WYNY-F	4 WYNY-F	4 WKJY-F	4 WYNY-F	4 WYNY-F	4 WDRE-F<
5	5 WKJY-F<	5 WKJY-F	5 WYNY-F	5 WYNY-F	5 WGSM	5 WKJY-F	5 WHLI	5 WDRE-F	5 WYNY-F	5
6	6 WALK-AF	6	6	6	6 WMJC-F	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 WBLI-F	1 WBLI-F	1 WBLI-F	1 WBLI-F<	1 WALK-AF	1 WBAB-F	1 WBAB-F>>	1 WBAB-F	1 WBAB-F>>	1 WBAB-F	1 WBAB-F
2 WALK AF	2 WBAB-F>	2 WBAB-F	2 WALK-AF>	2 WBLI-F>>	2 WRCN-F	2 WDRE-F	2 WDRE-F	2 WALK-AF	2 WALK-AF	2 WALK-AF
WBAB-F	3 WALK-AF<	3 WKJY-F	3 WBAB-F	3 WYNY-F	3 WDRE-F	3 WRCN-F	3 WKJY-F	3 WBLI-F	3 WKJY-F	3 WKJY-F
4 WYNY-F	4 WYNY-F	4 WALK-AF	4 WYNY-F	4 WBAB-F	4 WBLI-F	4 WBLI-F	4 WBLI-F	4 WBLI-F	4 WYNY-F	4 WYNY-F
5	5 WKJY-F	5 WYNY-F	5 WKJY-F	5 WKJY-F	5	5 WYNY-F	5 WYNY-F	5 WKJY-F	5 WBLI-F<	5 WBLI-F<
6	6	6	6	6	6	6	6	6	6	6 WDRE-F

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

WLNG	1600 (AC)	Sag Harbor	0.1/0.3/ 3/ 67
WKCI	101.3 (CHR)	New Haven	0.3/1.7/ 12/ 379
WKSS-F	95.7 (CHR)	Hartford	0.3/1.5/ 14/ 350
WPLR-F	99.1 (AOR)	New Haven	0.5/2.5/ 19/ 569
WWYZ-F	92.5 (C)	Waterbury	0.3/1.0/ 12/ 217
WEZN-F	99.9 (SAC)	Bridgeport	0.7/4.4/ 28/1003

SEE NEW YORK FOR MORE INFORMATION ABOUT THESE STATIONS

WABC	5.2/12.2	WLIB	0.3/ 0.8	WQCD-F	2.2/ 5.8
WBSL-F	1.2/ 5.1	WLTW-F	3.1/10.1	WQEW	0.6/ 1.7
WCBS	4.0/16.3	WMXV-F	2.8/ 7.3	WQHT-F	3.0/11.0
WCBS-F	3.6/11.0	WNCN-F	0.8/ 4.3	WQXR-F	1.1/ 3.7
WEVD	0.3/ 2.1	WNEW-F	2.3/ 9.8	WRKS-F	2.8/ 8.8
WFAN	4.3/15.6	WOR	4.0/ 8.8	WSKQ-F	0.8/ 1.8
WFME-F	0.4/ 1.1	WPAT	0.2/ 1.5	WXRK-F	5.3/14.8
WHTZ-F	3.5/15.5	WPAT-F	2.5/ 6.6		
WINS	2.3/11.6	WPLJ-F	3.6/13.5		

RADIO STATIONS

WGSM	740,	25 KW (DAYS, DA)	Nostalgia	UNISTR,	\$ 40.00 (MHR)	Greater Media
WHLI	1100,	10 KW (DAYS, DA)	Nostalgia		\$ 40.00 (Katz)	Barnstable
WALK-F,	97.5,	39 KW @ 554	AC		\$ 175.00 (D&R)	American
WBAB-F,	102.3,	3 KW @ 269	AOR		\$ 135.00 (MMR)	Liberty
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 (MHR)	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 (Mc-Guild)	

Other Stations - See New York

NEW HAVEN

Arbitron Rank/Pop (12+): 91/393,200  
 MSA Rank/Pop: 93/533,300  
 ADI # 24 (w/Hartford)  
 Average Person Ratings: 17.0  
 Market TSL: 22.75 hours

Stations: 29/7  
 Diaries: 892/441:1/48.2%  
 Sample Target: 860  
 % Below Line: 51.0  
 % Not Listed: 16.4

1992 Revenue: \$13,900,000  
 HH Inc.: \$41,735  
 Retail \$: 4.6 B11  
 Pop per Station: 56,171  
 #1 Biller: WPLR-F \$5,200,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WPLR-F (AOR)	61/ 9.1	9.6	9.2	9.4	8.3	----	136/2024	933/23.7	21.2	22.3	G	WPLR-F
2. WKCI-F (CHR)	55/ 8.2	7.1	8.1	9.4	9.7	----	131/2423	998/25.4	22.3	24.9	F	WKCI-F
3. WEZN-F (SAC)	49/ 7.3	8.3	5.4	5.4	7.4	----	147/1895	654/16.6	17.7	13.5		WEZN-F
4. WELI (FS)	47/ 7.0	10.7	8.0	8.3	7.6	----	51/744	634/16.1	20.9	16.8	C	WELI
5. WFAN (SPRST)	39/ 5.8	4.9	5.8	3.7	3.3	----	97/1392	525/13.4	13.5	13.8		WFAN
6. WKSS-F (CHR)	38/ 5.7	4.3	4.0	4.8	5.6	----	77/1511	765/19.5	17.0	17.4		WKSS-F
7. WWYZ-F (C)	36/ 5.4	5.6	5.2	5.1	5.4	----	91/1236	546/13.9	9.7	11.4		WWYZ-F
8. WNHC (B)	26/ 3.9	3.4	2.6	3.2	3.0	----	26/288	271/ 6.9	6.3	6.3	B	WNHC
9. WYBC-F (J/V)	22/ 3.3	2.6	2.3	2.5	3.0	----	25/325	305/ 7.8	8.3	8.7	A	WYBC-F

12+ FM SHARE (METRO): 66.96% (375 of 560) (SPG 92: 67.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WKCI-F	1 WPLR-F	1 WPLR-F	1 WPLR-F	1 WPLR-F	1 WELI	1 WFAN	1 WPLR-F	1 WPLR-F	1 WKCI-F	1 WNHC
2 WKSS-F	2 WKCI-F	2 WKCI-F	2 WKCI-F	2 WKCI-F	2 WEZN-F	2 WPLR-F	2 WEZN-F	2 WEZN-F	2 WPLR-F	2 WELI
3	3 WKSS-F	3 WFAN	3 WFAN	3 WFAN	3 WFAN	WELI	3 WKCI-F	3 WWYZ-F	3 WELI	3
4	4 WEZN-F	4 WKSS-F	4 WEZN-F	4 WEZN-F	4 WWYZ-F	4 WKCI-F	4 WELI	4 WKCI-F	4 WKSS-F	4
5	5 WYBC-F	WEZN-F	5	5 WWYZ-F	5	5 WEZN-F	5	5 WKSS-F	5 WEZN-F	5
6	6	6	6	6	6	6	6	6 WFAN	6	6
7	7	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 WKSS-F	1 WKCI-F	1 WKCI-F	1 WKCI-F	1 WKCI-F	1 WPLR-F	1 WPLR-F	1 WPLR-F	1 WPLR-F	1 WPLR-F
2 WKCI-F	2 WKSS-F	2 WEZN-F	2 WEZN-F	2 WEZN-F	2 WKCI-F	2 WFAN	2 WFAN	2 WFAN	2 WFAN
3 WEBE-F	3 WEZN-F	3 WPLR-F	3 WKSS-F	3 WWYZ-F	WKSS-F	3 WKCI-F	3 WHCN-F	3 WKCI-F	3
4	4 WPLR-F	WKSS-F	4 WPLR-F	4 WNHC	4 WHCN-F	4 WKSS-F	WKCI-F	4 WHCN-F	4
5	5 WYBC-F	5 WYBC-F	5	WPLR-F	5 WFAN	5 WHCN-F	5 WYBC-F	WKSS-F	5
6	6	6	6	6	6	6	6 WWYZ-F	6	6
7	7	7	7	7	7	7	7 WNHC	7	7
8	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		42 ( 3)	42 ( 3)	8.0	NM	WAVZ-F (BB?) 1300	NEW HAVEN 0.7/2.3/ 6/ 130
AOR/CLASSIC AOR		84 ( 3)	84 ( 3)	15.0	16.0	WXCT (SP) 1220	HAMDEN 0.3/1.6/ 5/ 95
COUNTRY		36 ( 1)	36 ( 1)	6.4	6.4		
NEWS/TALK	75 ( 5)		75 ( 5)	13.3	9.8	WFIF (REL) 1500	HILFORD 1.3/1.6/ 12/ 140
TOP 40/CHR/CONTEMP		103 ( 4)	104 ( 4)	18.3	15.8	WMMW (FS) 1470	MERIDEN 1.0/1.6/ 17/ 132
BLACK/URBAN	26 ( 1)	6 ( 1)	32 ( 2)	6.0	5.5	SEE HARTFORD, BRIDGEPORT OR NEW YORK FOR MORE ABOUT THE FOLLOWING:	
SOFT AC		63 ( 2)	63 ( 2)	11.2	9.2	WCCC-F	0.6/ 3.7
HISPANIC	2 ( 1)		2 ( 1)	0.3	NA	WDRC-F	2.8/10.5
OLDIES		19 ( 1)	19 ( 1)	3.3	NA	WHCN-F	2.8/ 9.6
FULL SVC/VARIETY	68 ( 4)		68 ( 4)	12.1	14.7	WRCH-F	2.1/ 6.5
NOSTALGIA	5 ( 1)		5 ( 1)	0.8	2.6	WTIC	1.3/ 4.0
RELIGION/GOSPEL	9 ( 1)		9 ( 1)	2.0	0.6	WTIC-F	1.2/ 8.2
CLASSICAL					0.8	WYSR-F	1.9/ 7.7
JAZZ/NEW AC		22 ( 1)	22 ( 1)	4.0	NA	WZMX-F	1.5/ 8.5
OTHERS UNKNOWN							WABC 1.6/ 3.4
							WCBS 2.5/10.8
							WEBE-F 2.8/ 9.7
							WICC 0.7/ 3.4
							WINS 0.3/ 1.4
							WOR 0.9/ 3.4
							WQHT-F 0.3/ 2.6
							WRKS-F 0.9/ 3.1
	185 ( 13)	375 ( 16)	560 ( 29)				

RADIO STATIONS

WAVZ , 1300, 1 KW (DA-N) , Nostalgia SMN, \$ 23.00 (Mc-Guild) Clear Channel  
 WELI , 960, 5 KW (DA-N) , Full Service , \$ 40.00 (Mc-Guild) Clear Channel  
 WNHC , 1340, 1 KW , Black , \$ NA (D & R)  
 WKCI-F, 101.3, 10 KW @ 1070 , CHR , \$120.00 (Mc-Guild) Clear Channel  
 WPLR-F, 99.1, 14 KW @ 951 , AOR , \$ 80.00 (Eastman)  
 WYBC-F, 94.3, 1 KW @ 125 , Jazz/Various SMN, \$ 20.00 (K & P)

Other ranked stations -- see Hartford, Bridgeport or New York

Miscellaneous: WAVZ sold by Noble to Clear Channel . . .

NEW ORLEANS

Arbitron Rank/Pop (12+): 38/1,011,000  
 MSA Rank/Pop: 38/1,310,000  
 ADI # 40  
 Average Person Ratings: 17.3  
 Market TSL: 22.75 hours

Stations: 23/22  
 Diaries: 1741/581:1/48.3%  
 Sample Target: 1650  
 % Below Line: 0.3  
 % Not Listed: 10.8

1992 Revenue: \$31,100,000  
 HH Inc.: \$26,730  
 Retail \$: 10.0 B11  
 Pop per Station: 45,955  
 #1 Biller: WWL \$6,200,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WWL (N/T)	186/10.6	10.7	10.6	10.5	9.2	10.6	229/2766	2131/21.1	23.2	20.5	G	WWL
2. WNOE-F (C)	180/10.3	7.6	7.6	8.0	8.6	8.4	221/2440	1812/17.9	16.7	17.0	E	WNOE-F
WQUE-F (B)	180/10.3	9.2	10.1	11.1	9.0	10.2	248/3116	2358/23.3	25.7	20.2	D	WQUE-F
4. WYLD-F (B)	160/9.1	8.2	8.7	8.7	9.6	8.7	177/2445	2101/20.8	20.1	21.0	D	WYLD-F
5. WEZB-F (CHR)	125/ 7.1	6.0	8.2	6.5	6.2	7.0	165/2823	2210/21.9	23.2	20.7	E	WEZB-F
6. WLMG-F (SAC)	118/ 6.7	6.8	6.1	6.8	6.7	6.6	140/1982	1567/15.5	13.3	16.2	D	WLMG-F
7. KMEZ-F (B/AC)	99/ 5.7	6.8	6.5	6.8	6.8	6.5	99/1300	1292/12.8	12.8	11.6	B	KMEZ-F
8. WLTS-F (AC)	76/ 4.3	4.2	5.1	4.0	3.6	4.4	100/1647	1223/12.1	14.3	11.6	D	WLTS-F
9. WRNO-F (AOR)	58/ 3.3	3.3	2.8	2.5	2.5	3.0	67/1384	1138/11.3	9.1	9.5	C	WRNO-F
10. WBOK (G)	52/ 3.0	3.2	2.6	3.0	2.7	3.0	61/798	733/ 7.3	6.0	7.6	A	WBOK
11. WCKW-F (CL AOR)	43/ 2.5	4.2	3.1	3.4	3.6	3.4	105/1737	1000/ 9.9	10.1	12.7	C	WCKW-F
12. KQLD-F (O)	42/ 2.4	2.6	2.5	3.0	3.9	2.6	52/962	832/ 8.2	9.2	12.4	C	KQLD-F
WBYU (BB/EZ)	42/ 2.4	2.7	3.9	4.2	3.4	3.3	42/582	563/ 5.6	6.5	6.8	B	WBYU
14. WYLD (B/G)	39/ 2.2	2.4	3.0	2.0	3.6	2.4	49/817	628/ 6.2	5.6	6.3	D	WYLD
15. KHOM-F (O)	33/ 1.9	1.8	1.0	1.5	1.2	1.6	69/1142	655/ 6.5	4.7	6.1	D	KHOM-F
16. WMXZ-F (AC)	30/ 1.7	2.2	3.2	3.9	3.1	2.8	37/999	817/ 8.1	11.3	11.1	C	WMXZ-F
17. WZRH-F (AOR)	28/ 1.6	2.0	1.3	0.6	0.4	1.4	31/605	542/ 5.4	3.7	2.1	D	WZRH-F
18. WSMB (T)	22/ 1.3	1.5	0.9	1.4	0.9	1.3	23/521	486/ 4.8	3.5	3.8	D	WSMB
19.												
20.												

12+ FM SHARE (METRO): 75.46% (1178 of 1561) (SPG 92: 74.25%)

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 WYLD-F <	1 WYLD-F <	1 WYLD-F <	1 WWL >	1 WWL <	1 WWL	1 WWL	1 WQUE-F	1 WYLD-F
2 WEZB-F	2 WYLD-F >	2 WQUE-F <	2 WNOE-F	2 WNOE-F	2 WNOE-F	2 WNOE-F <	2 WNOE-F	2 WQUE-F <	2 WYLD-F >	2 KMEZ-F
3 WYLD-F >	3 WEZB-F <	3 WNOE-F	3 WLMG-F <	3 WWL	3 WLMG-F	3 WEZB-F <	3 WLMG-F	3 WNOE-F	3 KMEZ-F	3 WNOE-F
4	4 WNOE-F >	4 WEZB-F	4 WWL <	4 WLMG-F	4 KMEZ-F	4 WQUE-F >	4 WYLD-F	4 WYLD-F	4 WNOE-F <	4 WQUE-F
5	5 WRNO-F	5 WLMG-F	5 WQUE-F	5 WQUE-F <	5 WYLD-F	5 WLMG-F	5 WQUE-F	5 WLMG-F <	5 WEZB-F	5 WWL
6	6	6 WWL	6 KMEZ-F <	6 KMEZ-F	6	6 WYLD-F	6 WEZB-F	6 WEZB-F	6 WWL	6 WSMB
7	7	7	7 WEZB-F	7 WEZB-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 WQUE-F	1 WQUE-F <	1 WYLD-F	1 WYLD-F <	1 WYLD-F <	1 WQUE-F	1 WQUE-F <	1 WWL	1 WNOE-F <	1 WWL
2 WEZB-F	2 WYLD-F >	2 WQUE-F	2 WQUE-F	2 WLMG-F	2 WYLD-F	2 WYLD-F <	2 WQUE-F	2 WYLD-F <	2 WNOE-F
3 WNOE-F	3 WNOE-F <	3 WNOE-F	3 WNOE-F <	3 WNOE-F	3 WEZB-F	3 WEZB-F <	3 WRND-F	3 WWL <	3 WYLD-F
WYLD-F	4 WEZB-F >	4 WEZB-F	4 WLMG-F	4 WLTS-F <	4 WRNO-F	4 WRND-F	4 WYLD-F	4 WQUE-F	4 WLMG-F
5 KMEZ-F	5 WLMG-F	5 WLMG-F	5 WEZB-F	5 KMEZ-F	5 WNOE-F	5 WNOE-F	5 WNOE-F	5 WEZB-F	5 WQUE-F
WRNO-F	6 WLTS-F	6 WLTS-F	6 WLTS-F	WQUE-F	6	6	6 WEZB-F	6 WRNO-F	6 KMEZ-F
WZRH-F	KMEZ-F	7 KMEZ-F	7	7	7	7	7 WCKW-F	7	7

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		106 ( 2)	106 ( 2)	6.8	NH	WNOE (C) 1060	New Orleans 0.3/2.1/ 9/ 278		
AOR/CLASSIC AOR		129 ( 3)	129 ( 3)	8.3	7.3	WTIX (T) 690	New Orleans 0.6/3.6/ 11/ 407		
COUNTRY	6 ( 1)	180 ( 1)	186 ( 2)	11.9	11.0	WYAT (O) 990	New Orleans 1.0/2.1/ 18/ 214		
NEWS/TALK	218 ( 3)		218 ( 3)	14.0	11.7	WFMF-F (CHR) 102.5	Baton Rouge 0.3/1.6/ 30/ 721		
TOP 40/CHR/CONTEMP		131 ( 2)	131 ( 2)	8.4	7.3				
BLACK/URBAN	8 ( 1)	439 ( 3)	447 ( 4)	28.6	28.8				
SOFT AC		118 ( 1)	118 ( 1)	7.6	8.7				
HISPANIC					1.1				
OLDIES	18 ( 1)	75 ( 2)	93 ( 3)	6.0	NA				
FULL SVC/VARIETY									
NOSTALGIA	42 ( 1)		42 ( 1)	2.7	3.8				
RELIGION/GOSPEL	91 ( 2)		91 ( 2)	5.8	7.3				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	383 ( 9)	1178 ( 14)	1561 ( 23)						

NEW ORLEANS

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	AURN, UNISTR, \$ 23.00 ( --- )	
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 (Katz)	
WTIX, 690, 10 KW/5 KW (DA-2)	, NOSTALGIA	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, UNISTR, \$ 21.00 (Banner)	Muniz
WYLD, 940, 10 KW/500 W (DA-2)	, GOSPEL	, \$ 21.00 (D&R)	Clear Channel

FM STATIONS

KMOM, 104.1, 100 KW @ 1945, OLDIES	UNISTR, NBC, \$ 25.00 (Torbet)	(HOUMA)
KMEZ, 102.9, 4.7 KW @ 604, BLACK AC	SMN, \$ 26.00 (Katz)	(BELLE CHASE)
KGTR, 106.7, 100 KW @ 981, COUNTRY	ABC, \$ 37.00 (McGuild)	NewMarket (PORT SULPHUR)
WCKW, 92.3, 100 KW @ 1945, CLASSIC AOR	SOURCE, \$ 40.00 (Banner)	(LAPLACE)
WEZB, 97.1, 100 KW @ 449, CHR	, \$ 90.00 (MHR)	EZ
WLMG, 101.9, 100 KW @ 830, SOFT AC	, \$ 59.00 (Katz)	Keymarket
WLTS, 105.3, 100 KW @ 902, AC	CBS, \$ 56.00 (Banner)	Muniz
WMXZ, 95.7, 100 KW @ 984, AC	, \$ NA (Banner)	Muniz
WNOE, 101.1, 100 KW @ 1004, COUNTRY	ABC, \$ 60.00 (McGuild)	Keymarket
WQUE, 93.3, 93 KW @ 459, BLACK	, \$ 75.00 (D&R)	Clear Channel
WRNO, 99.5, 100 KW @ 1004, AOR	ABC UNISTR, \$ 44.00 (Christal)	Galloway
WYLD, 98.5, 100 KW @ 361, BLACK	ABC, \$ 60.00 (D&R)	Clear Channel

Miscellaneous: KQLD-F (Port Sulphur) sold by Beasley to NewMarket (D) for \$3,350,000 (Star). . . KQLD-F changes to KGTR-F and format from Oldies to Country (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-	*
* 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		*

\*\*\*\*\*

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: 25.00 hours

Stations: 48/47  
 Diaries: 7600/1852:1/48.5%  
 Sample Target: 4970  
 % Below Line: 0.5  
 % Not Listed: 10.1

1992 Revenue: \$334,000,000  
 HH Inc.: \$41,370  
 Retail \$:113.0 Bil  
 Pop per Station: 299,521  
 #1 Biller: WINS \$30,000,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WRKS-F (B)	1577/ 5.8	5.8	6.5	6.6	5.6	6.2	1633/22375	21462/15.2	14.9	13.5	F	WRKS-F
2. WLTW-F (SAC)	1408/ 5.2	5.3	5.2	5.1	5.2	5.2	1437/21445	20725/14.7	13.5	12.8	K	WLTW-F
3. WABC (T)	1295/ 4.8	3.8	4.2	4.2	3.4	4.3	1470/19355	16936/12.0	9.3	8.8	I	WABC
4. WCBS-F (D)	1285/ 4.8	4.8	4.2	5.0	5.0	4.7	1331/18722	17741/12.6	12.0	13.5	K	WCBS-F
5. WBLS-F (B)	1272/ 4.7	4.4	4.4	4.4	4.3	4.5	1286/17505	17112/12.2	11.8	11.8	I	WBLS-F
6. WXRK-F (CL ADR)	1115/ 4.1	3.8	4.4	4.7	4.5	4.3	1197/19393	17913/12.7	13.2	13.4	K	WXRK-F
7. WPLJ-F (CHR)	1085/ 4.0	3.7	3.4	3.2	3.1	3.6	1168/23621	21886/15.5	13.8	14.1	H	WPLJ-F
8. WHTZ-F (CHR)	1017/ 3.8	3.8	3.6	3.6	4.0	3.7	1045/23563	22819/16.2	14.1	15.6	I	WHTZ-F
9. WQHT-F (CHR/D)	986/ 3.6	3.7	3.6	3.3	3.6	3.6	1035/18786	17615/12.5	11.5	11.7	I	WQHT-F
10. WOR (T)	951/ 3.5	4.0	3.3	3.8	3.2	3.7	1055/13428	11822/ 8.4	8.8	8.2	J	WOR
11. WMXV-F (AC)	930/ 3.4	3.2	3.1	3.4	3.8	3.3	940/16437	16120/11.5	10.5	11.2	K	WMXV-F
12. WINS (N)	914/ 3.4	4.0	3.6	3.8	3.7	3.7	922/22307	21906/15.6	16.5	16.7	K	WINS
13. WCBS (N)	817/ 3.0	3.7	3.4	3.2	3.0	3.3	932/21893	18966/13.5	14.0	12.7	K	WCBS
14. WFAN (SPRPTS)	765/ 2.8	2.3	2.5	2.9	3.0	2.6	979/17526	14014/10.0	8.7	9.1	K	WFAN
15. WNEW-F (ADR)	758/ 2.8	3.5	2.9	3.6	3.1	3.2	819/14509	13449/ 9.6	9.6	10.6	J	WNEW-F
16. WQCO-F (J)	750/ 2.8	2.9	2.8	2.4	2.2	2.7	775/11347	10799/ 7.7	7.6	6.1	H	WQCO-F
17. WPAT-F (SAC)	742/ 2.7	3.0	3.3	3.1	3.7	3.0	788/12208	11568/ 8.2	8.9	8.0	I	WPAT-F
18. WSKQ-F (SP)	573/ 2.1	2.2	2.4	2.4	2.7	2.0	574/6507	6479/ 4.6	3.9	4.9	G	WSKQ-F
19. WYNY-F (C)	561/ 2.1	2.4	2.7	3.1	2.8	2.6	612/9028	8152/ 5.8	6.3	7.3	H	WYNY-F
20. WADO (SP)	442/ 1.6	1.7	1.5	1.7	1.6	1.6	443/4708	4697/ 3.3	2.7	3.5	G	WADO
21. WQXR-F (CL)	407/ 1.5	1.4	1.6	1.4	1.5	1.5	431/7283	6762/ 4.8	4.4	4.8	G	WQXR-F
22. WQEW (BB)	398/ 1.5	1.4	0.2	0.1	0.1	0.8	423/4957	4639/ 3.3	1.2	0.8		WQEW
23. WLIB (B/T)	383/ 1.4	1.9	1.7	1.4	1.1	1.6	383/3581	3567/ 2.5	2.8	2.7		WLIB
24. WNCN-F (CL)	335/ 1.2	1.4	1.3	0.9	1.2	1.2	351/7295	6903/ 4.9	5.0	4.5	F	WNCN-F
25. WSKQ (SP)	272/ 1.0	0.9	1.1	1.3	1.2	1.1	276/3070	3053/ 2.2	2.4	2.6	G	WSKQ
26. WALK-F (AC)	244/ 0.9	0.9	1.0	0.7	0.9	0.9	251/3593	3355/ 2.4	2.6	2.3		WALK-F
27. WFME-F (REL)	214/ 0.8	0.6	0.6	0.5	0.6	0.6	226/3048	2832/ 2.0	1.4	1.5		WFME-F
28. WPAT (EZ)	208/ 0.8	0.6	0.8	0.7	0.8	0.7	211/3756	3680/ 2.6	2.8	2.5		WPAT
29. WHUO-F (SAC)	207/ 0.8	0.6	0.3	0.5	0.7	0.6	304/3349	2167/ 1.5	1.2	1.3		WHUO-F
WBAB-F (ADR)	207/ 0.8	0.7	0.7	0.7	0.7	0.7	208/3323	3266/ 2.3	2.6	2.4		WBAB-F

12+ FH SHARE (METRO): 68.82% (16719 of 24295) (SPG 92: 70.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WRKS-F	1 WRKS-F	1 WRKS-F	1 WCBS-F	1 WCBS-F	1 WABC	> 1 WXRK-F	1 WLTW-F<	1 WABC	1 WRKS-F>	1 WOR
2 WHTZ-F	2 WXRK-F	2 WXRK-F	2 WLTW-F<	2 WLTW-F	2 WCBS-F<	2 WINS	2 WABC	2 WLTW-F	2 WBLS-F	2 WABC
3 WQHT-F>	3 WPLJ-F	3 WPLJ-F<	3 WXRK-F	3 WXRK-F<	3 WLTW-F	< 3 WOR	< 3 WCBS-F	WRKS-F	WHTZ-F	WCBS <
4 WBLS-F	4 WQHT-F<	4 WLTW-F	4 WBLS-F	4 WBLS-F	WOR	4 WRKS-F<	4 WPLJ-F	4 WCBS-F	4 WLTW-F	4 WINS
5	5 WBLS-F	WCBS-F	5 WRKS-F<	5 WRKS-F	5 WINS <	5 WCBS	WRKS-F	5 WPLJ-F	WQHT-F	WBLS-F
6	6 WNEW-F	WBLS-F	6 WPLJ-F	6 WPLJ-F	6 WCBS	6 WCBS-F	6 WBLS-F	6 WBLS-F	6 WOR	6 WRKS-F
7	7 WHTZ-F<	7 WNEW-F<	7 WQCO-F<	7 WMXV-F<	7 WPAT-F	7 WABC <	WMXV-F	WQHT-F	7 WQCO-F	7 WLTW-F
8	8 WLTW-F	8 WQHT-F	8 WNEW-F	8 WQCO-F	8 WBLS-F	8 WFAN	8 WXRK-F	8 WMXV-F	WABC	8 WQHT-F
9	9 WMXV-F	WMXV-F<	WMXV-F	9 WNEW-F	9 WFAN	WHTZ-F	9 WNEW-F	9 WHTZ-F	9 WPLJ-F	9 WFAN
10	10 WCBS-F	10 WHTZ-F	10	10	10 WMXV-F	10 WLTW-F	10 WPAT-F	10 WQCO-F	WFAN	10 WQCO-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 WLTW-F	1 WRKS-F	1 WLTW-F	1 WRKS-F	1 WXRK-F>	1 WXRK-F	1 WXRK-F>	1 WCBS-F
2 WPLJ-F	2 WPLJ-F<	2 WBLS-F	2 WLTW-F	2 WBLS-F<	2 WQHT-F	2 WNEW-F	2 WNEW-F	2 WCBS-F	WXRK-F>
3 WQHT-F	3 WBLS-F	3 WRKS-F	3 WBLS-F	3 WCBS-F<	3 WXRK-F	WPLJ-F<	3 WPLJ-F	3 WNEW-F<	3 WFAN
4 WHTZ-F	4 WLTW-F	4 WMXV-F	4 WPLJ-F<	4 WRKS-F	4 WHTZ-F	4 WRKS-F	4 WRKS-F	4 WPLJ-F	4 WQCO-F
5 WBLS-F	WMXV-F<	5 WPLJ-F	5 WMXV-F	5 WMXV-F	5 WPLJ-F	5 WQHT-F	5 WQCO-F	5 WRKS-F	5 WNEW-F
6 WMXV-F	6 WQHT-F	6 WNEW-F	6 WCBS-F	6 WPLJ-F	6 WBLS-F	6 WHTZ-F	6 WFAN	6 WBLS-F<	6 WPLJ-F
7 WLTW-F	7 WHTZ-F	7 WXRK-F	7 WHTZ-F	7 WQCO-F	7 WNEW-F	7 WBLS-F	7 WQHT-F	7 WQCO-F<	WLTW-F
8 WXRK-F	8 WXRK-F<	8 WQHT-F	8 WQHT-F	8 WSKQ-F	8 WLTW-F	8 WFAN	8 WCBS-F	8 WFAN <	8 WABC
9	9 WNEW-F	9 WCBS-F	9 WXRK-F	WXRK-F	9	9 WLTW-F	9 WBLS-F	9 WQHT-F	WBLS-F
10	10 WCBS-F	10 WSKQ-F	10 WQCO-F	10 WHTZ-F	10	10 WQCO-F	10 WLTW-F	10 WLTW-F	10 WRKS-F

NEW YORK

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME TSA
							SHARE/RTG/AQH/CUHE
AC		1381 ( 4)	1381 ( 4)	5.7	NM	WBBR-F (N/T) 1130 New York	0.3/1.6/ 79/2527
AOR/CLASSIC AOR		2350 ( 5)	2350 ( 5)	9.7	10.4	WBLI-F (CHR) 106.1 Patchogue	0.7/2.2/179/3127
COUNTRY		561 ( 1)	561 ( 1)	2.3	3.1	WDHA-F (AOR) 105.5 Dover	0.3/1.6/119/2613
NEWS/TALK	4813 ( 6)	126 ( 1)	4939 ( 7)	20.3	18.8	WDRE-F (AOR) 92.7 Garden City	0.7/2.7/187/3981
TOP 40/CHR/CONTEMP		3265 ( 4)	3265 ( 4)	13.4	13.0	WEVD (E/BB) 1050 New York	0.4/2.4/110/3585
BLACK/URBAN	456 ( 2)	2849 ( 2)	3305 ( 4)	13.6	12.4	WGSM (BB) 740 Huntington	0.3/0.6/ 91/1027
SOFT AC	208 ( 1)	2476 ( 4)	2684 ( 5)	11.0	12.7	WHLI (BB) 1100 Hempstead	0.6/0.9/173/1323
HISPANIC	1012 ( 4)	573 ( 1)	1585 ( 5)	6.5	6.9	WKDM (SP) 1380 New York	0.6/1.5/167/2100
OLDIES		1285 ( 1)	1285 ( 1)	5.3	NM	WKJY-F (SAC) 98.3 Hempstead	0.4/1.5/119/2161
FULL SERVICE/VARIETY						WMCA (REL) 570 New York	0.3/1.3/ 94/1954
NOSTALGIA	645 ( 3)		645 ( 3)	2.7	3.6	WMGQ-F (AC) 98.3 New Brunswick	0.4/1.0/129/1655
RELIGION/GOSPEL	335 ( 3)	214 ( 1)	549 ( 4)	2.3	2.0	WMJC-F (AC) 94.3 Smithtown	0.3/1.0/ 88/1354
CLASSICAL		742 ( 2)	742 ( 2)	3.1	2.0	WNJR (B) 1430 Newark	0.3/1.0/ 73/1381
JAZZ/NEW AC		750 ( 1)	750 ( 1)	3.1	2.5	WNWK-F (E) 105.9 Newark	0.5/2.2/144/3104
OTHER UNKNOWN	107 ( 1)		107 ( 1)	0.4	NA	WWDJ (REL) 970 Hackensack	0.3/0.8/ 74/1204
	7576 (20)	16719 (27)	24295 (47)			WWRL (G) 1600 New York	0.6/1.5/173/2122
						WWRV (SP) 1330 New York	0.5/0.6/136/ 930
						WKXW-F (T/O) 101.5 Trenton	0.5/2.0/200/4271

RADIO STATIONS

AH 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 (OA-1)	, Nostlgia/FS/Ethnic	UNISTR MBS, \$ 80.00 (Groskin)	Forward
WFAN, 660, 50 KW	, Sports	NBC UNISTR, \$350.00 (Eastman)	Infinity
WINS, 1010, 50 KW (DA-1)	, News	CNN ABC, \$405.00 (Group W)	Westinghouse
WKDM, 1380, 5 KW (DA-1)	, Hispanic	CBS, \$ 84.00 (Katz Hisp)	United
WLIB, 1190, 10 KW (Days, DA)	, Black News/Talk	AURN, \$ 88.00 (Mc-Guild)	Inner City
WHCA, 570, 5 KW (DA-1)	, Religion	, \$ NA ( --- )	Salem
WBBR, 1130, 50 KW (DA-N)	, News	, \$160.00 ( --- )	Bloomburg
WOR, 710, 50 KW (DA-1)	, Talk	ABC NBC, \$290.00 (Mc-Guild)	Buckley
WPAT, 930, 5 KW (DA-2)	, SEE WPAT-FM		
WQEW, 1560, 50 KW (DA-2)	, Nostalgia	, \$ 50.00 (MHR)	New York Times
WSKQ, 620, 5 KW (DA-2)	, Hispanic	, \$110.00 (SBS)	SBS
WWRL, 1600, 5 KW (DA-2)	, Gospel	MBS AURN, \$ 45.00 ( --- )	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)	Shamrock
WFME, 94.7, 37 KW @ 571	, Religion	, \$ NA ( --- )	Family
WHUD, 100.7, 50 KW @ 500	, EZ/Soft AC	APR, \$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	UNISTR, \$170.00 (CMBS)	GAF
WNEW, 102.7, 7.8 KW @ 1220	, AOR	UNISTR, \$350.00 (Group W)	Westinghouse
WMXV, 105.1, 7.8 KW @ 1222	, AC	, \$320.00 (Mc-Guild)	Bonneville
WPAT, 93.1, 5.4 KW @ 1420	, EZ	, \$230.00 (MHR)	Park
WPLJ, 95.5, 6.7 KW @ 1345	, CHR	ABC, \$200.00 (Katz)	Cap Cities/ABC
WQCD, 101.9, 5.3 KW @ 1420	, Jazz	, \$270.00 (Christal)	Tribune Co.
WQHT, 97.1, 6.7 KW @ 1338	, CHR	, \$300.00 (MHR)	Emmis
WQXR, 96.3, 7.8 KW @ 1223	, Classical	UNISTR, \$175.00 (MHR)	New York Times
WRKS, 98.7, 7.8 KW @ 1223	, Black	SOURCE UNISTR, \$300.00 (D&R)	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 (D&R)	Broadcasting Partners

Miscellaneous: WHTZ-F sold by Malrite to Shamrock . . . WWDJ sold by Communicom to H.E. for \$5,000,000 (E) . . .



NORFOLK

Arbitron Rank/Pop (12+): 33/1,191,200  
 MSA Rank/Pop: 34/1,390,000  
 ADI # 39  
 Average Person Ratings: 17.6  
 Market TSL: 23.0 hours

Stations: 28/27  
 Diaries: 1561/763:1/49.8%  
 Sample Target: 1450  
 % Below Line: 0.3  
 % Not Listed: 11.2

1992 Revenue: \$31,000,000  
 HH Inc.: \$34,700  
 Retail \$: 10.6 Bil  
 Pop per Station: 44,119  
 #1 Biller: WNOR-F \$4,200,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WOWI-F (B)	199/ 9.5	11.2	10.9	12.6	12.7	11.0	241/2908	2481/20.8	20.9	22.3	E	WOWI-F
2. WNOR-F (AOR)	158/ 7.5	7.3	6.2	7.2	7.6	7.1	173/2625	2376/19.9	16.7	18.7	F	WNOR-F
3. WFOG-F (SAC)	155/ 7.4	7.6	7.1	7.8	7.6	7.5	164/1943	1805/15.2	14.7	16.4	D	WFOG-F
4. WCMS-AF (C)	148/ 7.0	8.3	8.1	7.2	6.8	7.7	172/2204	1852/15.5	15.1	14.7	E	WCMS-AF
5. WWDE-F (AC)	114/ 5.4	3.5	4.6	5.3	7.9	4.7	121/1921	1736/14.6	13.7	15.0	E	WWDE-F
6. WNVZ-F (CHR)	102/ 4.9	3.6	5.4	4.3	4.0	4.6	107/2106	1977/16.6	18.6	16.4	D	WNVZ-F
7. WHYK-F (B)	97/ 4.6	3.0	2.4	1.2	1.0	2.8	98/1555	1522/12.8	7.4	3.0	C	WHYK-F
8. WMXN-F (AC)	95/ 4.5	3.0	3.8	4.7	5.9	4.0	103/1652	1441/12.1	14.2	15.5	C	WMXN-F
9. WAFX-F (CL AOR)	92/ 4.4	3.7	3.8	5.4	4.8	4.3	138/2323	1717/14.4	14.5	15.2	D	WAFX-F
10. WGH -F (C)	89/ 4.3	7.8	6.2	7.0	4.5	6.3	105/1629	1369/11.5	14.6	10.8	C	WGH -F
11. WNIS (N/T)	88/ 4.2	4.8	5.1	3.0	3.9	4.3	95/1202	1169/ 9.8	10.3	7.8	B	WNIS
12. WJQI-F (SAC)	81/ 3.9	2.6	4.5	4.9	4.1	4.0	87/1436	1385/11.6	10.9	11.0	C	WJQI-F
WLTY-F (O)	81/ 3.9	3.3	3.7	4.4	4.3	3.8	87/1420	1244/10.4	9.5	12.0	C	WLTY-F
14. WKOC-F (AOR)	67/ 3.2	4.6	2.6	2.8	2.2	3.3	75/1218	1018/ 8.5	7.2	6.7	B	WKOC-F
15. WPCE (G)	52/ 2.5	2.0	2.0	1.9	1.7	2.1	52/598	598/ 5.0	3.7	5.0	A	WPCE
16. WHYA-F (B/AC)	47/ 2.2	3.1	2.4	1.9	2.2	2.4	58/940	828/ 7.0	6.7	6.7	B	WHYA-F
17. WTAR (T)	38/ 1.8	1.4	2.5	1.7	2.0	1.9	42/919	855/ 7.2	9.2	6.9	B	WTAR
WSVY-F (B)	38/ 1.8	1.6	0.8	0.5	1.0	1.6	45/692	591/ 5.0	3.3	1.9	B	WSVY-F
19. WXEZ-F (SAC)	31/ 1.5	1.0	0.6	0.5	0.4	0.9	46/488	320/ 2.7	1.9	1.9	B	WXEZ-F
20. WSVY (B)	22/ 1.1	2.3	1.6	1.2	2.1	1.6	23/355	347/ 2.9	3.5	4.2	B	WSVY

12+ FM SHARE (METRO): 85.69% (1593 of 1859) (SPG 92: 86.75%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		209 ( 2)	209 ( 2)	11.2	NM	WGH (SPRST)	1310	Newport News 0.6/2.7/ 15/ 364
AOR/CLASSIC AOR		317 ( 3)	317 ( 3)	17.1	16.9	WKGM (REL)	940	Smithfield 0.3/1.2/ 7/ 161
COUNTRY	7 ( 1)	230 ( 2)	237 ( 3)	12.7	12.9	WLPM (O)	1450	Suffolk 0.3/0.8/ 6/ 90
NEWS/TALK	139 ( 3)		139 ( 3)	7.5	6.5	WMBG (FS)	740	Williamsburg 0.4/1.0/ 10/ 150
TOP 40/CHR/CONTEMP	17 ( 1)	102 ( 1)	119 ( 2)	6.4	4.4	WOJY (REL)	1490	Hampton 0.4/1.4/ 8/ 166
BLACK/URBAN	22 ( 1)	381 ( 4)	403 ( 5)	21.7	20.2	WJZ (CHR?)	1270	Newport News 0.8/2.8/ 17/ 334
SOFT AC		267 ( 3)	267 ( 3)	4.4	13.3	WDCK-F (O)	96.5	Williamsburg 0.3/1.8/ 23/ 465
HISPANIC								
OLDIES	6 ( 1)	87 ( 2)	93 ( 3)	5.0	NA			
FULL SVC/VARIETY	8 ( 1)		8 ( 1)	0.4	NA			
NOSTALGIA								
RELIGION/GOSPEL	67 ( 3)		67 ( 3)	3.6	4.0			
CLASSICAL								
JAZZ/NEW AC								
OTHERS UNKNOWN					0.6			
	266 (11)	1593 (18)	1859 (28)					

NORFOLK

RADIO STATIONS

AM STATIONS

WSVY , 1350, 5 KW/1 KW (DA-2) , Black	AURN 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	AURN UNISTR, \$ 23.00 (Mc-Guild)	Willis
WTAR , 790, 5 KW (DA-1) , Talk/News	NBC CNN, \$ 29.00 (Katz)	Benchmark

FM STATIONS

WAFX , 106.9, 100 KW @ 938 , Classic AOR	, \$ 63.00 (CBS)	Radio Ventures
WCMS , 100.5, 50 KW @ 499 , Country	ABC, \$ 86.00 (MMR)	
WFOG , 92.9, 50 KW @ 479 , EZ/SAC	UNISTR, \$ 64.00 (Banner)	Sunshine Wireless
WGH , 97.3, 74 KW @ 394 , Country	, \$ 39.00 (Eastman)	Susquehanna
WJQI , 94.9, 50 KW @ 499 , Soft AC	UNISTR, \$ 46.00 (D&R)	Coleman
WKOC , 93.7, 100 KW @ 997 , AOR	ABC, \$ 32.00 (Katz)	Benchmark (ELIZABETH CITY)
WXEZ , 94.1, 50 KW @ 500 , EZ	, \$ NA ( --- )	Eure
WLTY , 95.7, 40 KW @ 879 , Oldies	, \$ 61.00 (Katz)	Benchmark
WMXN , 105.3, 50 KW @ 500 , AC	, \$ 38.00 (Banner)	
WMYA , 96.1, 50 KW @ 482 , Black AC	, \$ 31.00 (Torbet)	Willis (CAPE CHARLES)
WHYK , 92.1, 3.7 KW @ 413 , Black	, \$ 25.00 (Torbet)	Willis (MOYOCK)
WNOR , 98.7, 46 KW @ 518 , AOR	, \$ 95.00 (Mc-Guild)	Saga
WNVZ , 104.5, 50 KW @ 479 , CHR	, \$ 63.00 (Banner)	Wilks-Schwartz
WOWI , 102.9, 50 KW @ 469 , Black	AURN, \$ 58.00 (Mc-Guild)	Ragan Henry
WSVY , 107.7, 3 KW @ 328 , Black	AURN, ABC, \$ 28.00 (Mc-Guild)	Ragan Henry (WINDSOR)
WWDE , 101.3, 50 KW @ 500 , AC	CBS, \$ 94.00 (Christal)	

Miscellaneous: WPMH (Portsmouth) sold to Epperson for \$140,000 . . . WBSK A/F changed to WSVY A/F in May. . .  
WNVZ-F sold by Wilks-Schwartz to Max Radio (owners of WWDE-F) (D) for \$3,600,000. . .

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 52/793,900

Stations: 19/19

1992 Revenue: \$23,900,000

MSA Rank/Pop: 53/978,000

Diaries: 1233/611:1/49.8%

HH Inc.: \$26,669

ADI # 45

Sample Target: 1250

Retail \$: 7.5 Bill

Average Person Ratings: 16.2

% Below Line: 0.0

Pop per Station: 41,784

Market TSL: 21.50 hours

% Not Listed: 9.0

#1 Biller: KXXY-AF \$6,400,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUHE	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KXXY-AF (C)	210/16.4	19.5	18.8	18.8	17.9	18.4	274/3143	2333/29.4	31.9	35.5	G	KXXY-AF
2. KEBC-F (C)	109/ 8.5	10.8	8.4	10.4	8.8	9.5	171/2637	1797/22.6	22.0	20.9	C	KEBC-F
3. KJYO-F (CHR)	102/ 8.0	11.5	11.1	10.1	9.6	10.2	134/2274	1830/23.1	22.1	22.4	C	KJYO-F
4. KTOK (N/T)	100/ 7.8	7.8	7.1	8.8	7.4	7.9	109/1421	1289/16.2	16.9	16.0	D	KTOK
5. KATT-F (AOR)	95/ 7.4	6.6	6.2	6.4	9.0	6.7	137/2167	1488/18.7	16.4	18.2	D	KATT-F
6. KR XO-F (CL AOR)	88/ 6.9	6.1	6.5	5.9	6.6	6.4	99/1572	1364/17.2	16.2	14.2	D	KR XO-F
7. KMGL-F (AC)	84/ 6.5	6.2	7.5	6.8	6.3	6.7	96/1367	1072/13.5	15.4	14.4	D	KMGL-F
8. KVSP (B)	75/ 5.8	0.9	0.1	0.2	0.1	1.8	76/636	617/ 7.8	0.3	0.7		KVSP
9. KYIS-F (AC)	59/ 4.6	3.9	2.1	3.2	2.8	3.5	67/1467	1181/14.9	10.0	11.7	C	KYIS-F
10. WKY (EZ)	57/ 4.4	3.6	4.5	4.3	7.2	4.2	69/975	798/10.1	9.7	12.1	B	WKY
11. KOQL-F (O)	43/ 3.4	5.3	4.8	3.9	5.1	4.4	56/1230	881/11.1	12.7	12.0	C	KOQL-F
12. KN TL-F (REL)	40/ 3.1	2.4	2.7	1.8	2.1	2.5	41/528	508/ 6.4	6.5	5.0	A	KN TL-F
13. KTNT-F (J/NAC)	36/ 2.8	1.3	1.9	1.6	1.3	1.9	36/444	444/ 5.6	4.7	5.5	B	KTNT-F
14. KOHA-F (O)	28/ 2.2	2.4	2.9	3.4	2.6	2.7	35/789	651/ 8.2	10.3	6.5	C	KOHA-F
15. KOHA (O)	15/ 1.2	0.9	1.3	1.0	2.5	1.1	21/453	317/ 4.0	6.0	7.3		KOHA

12+ FM SHARE (METRO): 76.88% (898 of 1168) (SPG 92: 78.03%)

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 KJYO-F	1 KATT-F
2 KVSP	2 KATT-F	2 KR XO-F	2 KR XO-F	2 KR XO-F	2 KTOK	2 KJYO-F	2 KTOK	2 KEBC-F	2 KXXY-AF	2 KXXY-F	2 KXXY-F
3 KXXY-AF	3 KR XO-F	3 KATT-F	3 KMGL-F	3 KEBC-F	3 KEBC-F	3 KTOK	3 KMGL-F	3 KTOK	3 KVSP	3 KEBC-F	3 WKY
4	4 KJYO-F	4 KJYO-F	4 KEBC-F	4 KMGL-F	4 WKY	4 KEBC-F	4 KEBC-F	4 KJYO-F	4 KATT-F	4 KATT-F	4 KEBC-F
5	5 KEBC-F	5 KEBC-F	5 KATT-F	5 KATT-F	5 KMGL-F	5 KR XO-F	5 KR XO-F	5 KATT-F	5 KEBC-F	5 KJYO-F	5 KJYO-F
6	6 KYIS-F	6 KMGL-F	6 KJYO-F	6 KJYO-F	6	6	6 KATT-F	6 KMGL-F	6	6	6 KTOK
				7 KTOK							

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 KR XO-F	1 KATT-F	1 KXXY-AF
2 KJYO-F	2 KJYO-F	2 KMGL-F	2 KMGL-F	2 KMGL-F	2 KR XO-F	2 KR XO-F	2 KXXY-AF	2 KXXY-AF	2 KR XO-F
3 KATT-F	3 KMGL-F	3 KYIS-F	3 KJYO-F	3 KJYO-F	3 KXXY-AF	3 KXXY-AF	3 KATT-F	3 KR XO-F	3 KEBC-F
4 KEBC-F	4 KYIS-F	4 KVSP	4 KYIS-F	4 KYIS-F	4 KJYO-F	4 KEBC-F	4 KEBC-F	4 KEBC-F	4 KATT-F
5	5 KATT-F	5 KJYO-F	5 KATT-F	5 KVSP	5 KYIS-F	5 KJYO-F	5 KJYO-F	5 KJYO-F	5 KTOK
6	6 KVSP	6	6 KEBC-F	6 KEBC-F	6	6	6	6 KVSP	6
7	7	7	7 KVSP	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA 9/	TSA 15/	TSA 239
AC		143 ( 2)	143 ( 2)	12.2	NM	KIRC-F (C)	105.9	Seminole	0.6/0.8/	9/ 89
AOR/CLASSIC AOR		183 ( 2)	183 ( 2)	15.7	17.7	KQCV (REL)	800	Oklhma Cty	1.1/2.7/	15/ 239
COUNTRY	4 ( 1)	323 ( 3)	327 ( 4)	28.0	28.9	WVLS (SPRTS)	640	Moore	0.4/2.9/	6/ 278
NEWS/TALK	105 ( 2)		105 ( 2)	9.0	8.8					
TOP 40/CHR/CONTEMP		102 ( 1)	102 ( 1)	8.7	13.5					
BLACK/URBAN	75 ( 1)		75 ( 1)	6.4	NA					
SOFT AC	57 ( 1)		57 ( 1)	4.9	7.8					
HISPANIC										
OLDIES	15 ( 1)	71 ( 2)	86 ( 3)	7.4	NA					
FULL SVC/VARIETY					0.3					
NOSTALGIA										
RELIGION/GOSPEL	14 ( 1)	40 ( 1)	54 ( 2)	4.6	3.9					
CLASSICAL										
JAZZ/NEW AC		36 ( 1)	36 ( 1)	3.1	2.1					
OTHERS UNKNOWN										
	270 ( 7)	898 ( 12)	1168 ( 19)							

OKLAHOMA CITY

RADIO STATIONS

KOMA	, 1520,	50 KW (DA-N)	, Oldies	CBS, \$29.00	(Katz)	Diamond
KVSP	, 1140,	1 KW (DAYS)	, Black	, \$19.00	( --- )	
KQCV	, 800,	250 W/500 W	, Religion	, \$14.00	( --- )	Bott
KTOK	, 1000,	5 KW (DA-2)	, News/Talk	ABC HBS, \$53.00	(Christal)	Clear Channel
WKY	, 930,	5 KW (DA-N)	, EZ	CNN, \$24.00	(Torbet)	Gaylord
WWLS	, 640,	1 KW (DA-N)	, Sports	CBS, \$18.00	(McGuird)	(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	(Banner)	Independence
KJYO-F,	102.7,	98 KW @ 899	, CHR	, \$43.00	(Christal)	Clear Channel
KOMA-F,	92.5,	100 KW @ 899	, Oldies	CBS, \$37.00	(Katz)	Wilks-Schwartz
KMGL-F,	104.1,	99 KW @ 1361	, AC	, \$44.00	(Eastman)	Renda
KNTL-F,	104.9,	3.3 KW @ 298	, Religion	, \$17.00	(---)	CBN (BETHANY)
KOQL-F,	101.9,	98 KW @ 1387	, Oldies	, \$36.00	(D&R)	Entercom
KRXO-F,	107.7,	99 KW @ 991	, Classic AOR	, \$54.00	(Katz)	Diamond
KTNT-F,	97.7,	3 KW @ 298	, Jazz/NAC	, \$22.00	(K & P)	(EDMOND)
KXXY-F,	96.1,	98 KW @ 1171	, Country	, \$115.00	(Mc-Guild)	NewMarket
KVIS-F,	98.9,	100 KW @ 1099	, CHR/AC	APR, \$30.00	(D&R)	

Miscellaneous: KPRW changes to KVSP (March) . . . KPRW changed calls to KVSP (March) and format from AOR to Black. . .

OMAHA

Arbitron Rank/Pop (12+): 75/507,100  
 MSA Rank/Pop: 82/623,000  
 ADI # 73  
 Average Person Ratings: 16.2  
 Market TSL: 21.00 hours

Stations: 19/17  
 Diaries: 1005/534:1/58.9%  
 Sample Target: 980  
 % Below Line: 1.7  
 % Not Listed: 11.7

1992 Revenue: \$21,600,000  
 HH Inc.: \$35,758  
 Retail \$: 5.1 Bill  
 Pop per Station: 29,829  
 #1 Biller: WOW -AF \$4,700,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KQKQ-F (CHR)	97/11.8	11.7	9.8	10.6	11.3	11.0	123/2134	1571/31.0	26.9	27.8	D	KQKQ-F
2. WOW -F (C)	89/10.8	10.7	11.6	15.4	13.3	12.6	126/1375	934/18.4	22.5	21.3	F	WOW -F
3. KEZO-AF (AOR)	86/10.4	9.9	7.4	10.7	8.6	9.6	105/1624	1101/21.7	20.9	24.5	E	KEZO-AF
4. KFAB (FS)	82/10.0	11.4	12.9	11.1	8.2	11.4	149/2125	1254/24.7	33.9	24.0	E	KFAB
5. KGOR-F (O)	68/ 8.3	6.9	7.0	5.4	7.1	6.9	94/1484	1075/21.2	18.7	21.0	D	KGOR-F
6. KESY-AF (SAC)	64/ 7.8	6.4	6.6	7.6	7.0	6.9	76/1205	973/19.2	13.7	17.9	C	KESY-AF
KEFM-F (AC)	64/ 7.8	7.1	9.3	6.2	7.5	7.6	85/1581	1116/22.0	21.4	19.1	D	KEFM-F
8. WOW (C)	38/ 4.6	4.4	4.2	4.9	4.6	5.1	68/1054	519/10.2	9.6	9.8		WOW
9. KXKT-F (CHR)	30/ 3.6	1.6	2.3	2.3	2.7	2.5	42/720	514/10.1	9.8	13.4	A	KXKT-F
10. KKAR (N/T)	28/ 3.4	4.8	4.6	4.6	4.4	4.4	31/637	583/11.5	12.8	11.6	B	KKAR
11. KRRK-F (AOR)	25/ 3.0	3.1	3.8	3.4	4.8	3.3	26/502	466/ 9.2	11.5	11.3	A	KRRK-F
12. KKCD-F (CL AOR)	23/ 3.8	2.8	3.3	2.9	3.2	3.0	23/572	550/10.8	10.1	10.8	B	KKCD-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 75.90% (551 of 726) (SPG 92: 77.28%)

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 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KFAB	> 1 KFAB	1 KEZO-AF	1 KQKQ-F<	1 KQKQ-F<	1 KESY-F
2	2 KQKQ-F	2 KQKQ-F<	2 KGOR-F<	2 KGOR-F	2 WOW -F	2 KQKQ-F	WOW -F	2 KEZO-AF	2 KFAB	> 2 KQKQ-F
3	3 KEFM-F	3 KGOR-F<	3 KEFM-F	WOW -F<	3 KESY-AF<	3 WOW -F	3 KGOR-F<	3 WOW -F	3 KEZO-AF	3 KEZO-F
4	4 WOW -F>	4 KEFM-F	4 WOW -F	4 KEFM-F	4 KGOR-F	4 KEZO-AF	4 KEFM-F<	4 KGOR-F	4 WOW -F	4 KFAB
5	5 KGOR-F	5 WOW -F	5 KQKQ-F	5 KESY-AF	5 WOW	5 KGOR-F	5 KESY-AF<	5 KEFM-F<	5 KEFM-F	5 KEFM-F
6	6 KXKT-F	6	6 KESY-AF	6 KQKQ-F	6	6 KEFM-F	6 KESY-AF	6	6	6
7	7	7	7	7	7	7	7 KKAR	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 KQKQ-F	1 KQKQ-F	1 KEFM-F	1 KQKQ-F<	1 KEFM-F	1 KEZO-AF	1 KEZO-AF>>>1	KEZO-AF	1 KEZO-AF>>>1	KEZO-AF>
2 KXKT-F	2 KEFM-F	2 WOW -F	2 KEFM-F>	2 WOW -F<	2 KRRK-F	2 KQKQ-F	2 KKCD-F	2 KGOR-F	2 KGOR-F<
WOW -F	3 WOW -F	3 KQKQ-F	3 KGOR-F	3 KGOR-F	3 KQKQ-F	3 KEFM-F	KEFM-F	3 WOW -F	3 WOW -F>
4	4 KXKT-F	4 KXKT-F	WOW -F	4 KQKQ-F	4 WOW -F	4 WOW -F	4 KQKQ-F	4 KQKQ-F	4 KEFM-F
5	5 KEZO-AF	5	5 KEZO-AF	KESY-AF>	5	5 KRRK-F	5 WOW -F	5 KEFM-F	5 KESY-AF
6	6	6	KESY-AF	6 KEZO-AF	6	6 KGOR-F	6	6	6 KQKQ-F
7	7	7	7	7 KFAB	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUMÉ SHARE/RTG/AQH/CUME	TSA	TSA
AC		64 ( 1)	64 ( 1)	8.8	NH	KCRO (REL) 660 Omaha	0.9/2.3/ 7/ 167		
AOR/CLASSIC AOR	2 ( 1)	132 ( 3)	134 ( 4)	18.5	20.3	KOIL (O) 1290 Omaha	0.1/1.3/ 1/ 76		
COUNTRY	38 ( 1)	129 ( 3)	167 ( 4)	23.0	21.2	KOTO (FS/V) 1000 Plattsmouth	1.2/1.9/ 13/ 155		
NEWS/TALK	28 ( 1)		28 ( 1)	3.9	5.0				
TOP 40/CHR/CONTEMP		97 ( 1)	97 ( 1)	13.4	16.6	KMA (FS) 960 Shnandoah IA	0.5/1.5/ 33/ 439		
BLACK/URBAN						KYNN-F (C) 101.9 Lincoln	1.2/5.9/ 42/ 847		
SOFT AC	3 ( 1)	61 ( 1)	64 ( 2)	8.8	8.2				
HISPANIC									
OLDIES	1 ( 1)	68 ( 1)	69 ( 2)	9.5	NA				
FULL SVC/VARIETY	96 ( 3)		96 ( 3)	13.2	10.3				
NOSTALGIA									
RELIGION/GOSPEL	7 ( 1)		7 ( 1)	1.0	1.0				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	175 ( 9)	551 (10)	726 (19)						

OMAHA  
-----

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 (Katz)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	CBS UNISTR, \$ 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 (D & R)	Sun Group
KEZO-F, 92.3, 100 KW @ 1210,	AOR	, \$ 70.00 (Torbet)	Narragansett
KGOR-F, 99.9, 115 KW @ 1230,	OLDIES	UNISTR, \$ 46.00 (Christal)	Henry
KKCD-F, 105.9, 6 KW @ 328,	CLASSIC AOR	, \$ 24.00 (Eastman)	
KQKQ-F, 98.5, 100 KW @ 508,	CHR	, \$ 59.00 (Katz)	
KRRR-F, 93.3, 3.6 KW @ 426,	AOR	, \$ 19.00 (---)	(BENNINGTON)
KXKT-F, 103.7, 100 KW @ 1246,	COUNTRY (?)	, \$ 25.00 (Banner)	(ATLANTIC, IA)
WOW-F, 94.1, 100 KW @ 508,	COUNTRY	ABC, \$ 84.00 (Torbet)	Great Empire

KYNN-F - See Lincoln

Miscellaneous: KOIL sold to Mitchell for \$470,000 (Chapin). . .

ORLANDO

Arbitron Rank/Pop (12+): 42/972,000  
 MSA Rank/Pop: 46/1,070,000  
 ADI # 23  
 Average Person Ratings: 16.4  
 Market TSL: 21.75 hours

Stations: 24/21  
 Diaries: 1393/698:1/47.5%  
 Sample Target: 1260  
 % Below Line: 1.9  
 % Not Listed: 10.8

1992 Revenue: \$44,200,000  
 HH Inc.: \$32,809  
 Retail \$: 10.6 Bil  
 Pop per Station: 46,286  
 #1 Biller: WKKA-F \$7,000,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WJHM-F (B)	160/10.0	8.3	9.5	9.0	8.9	9.2	281/3366	1791/18.4	17.6	16.9	E	WJHM-F
2. WKKA-F (C)	137/ 8.6	9.7	12.0	10.8	10.4	10.3	275/3723	1788/18.4	22.6	21.3	H	WKKA-F
3. WDBO (FS)	128/ 8.0	7.9	8.9	7.8	7.2	8.2	161/2254	1695/17.4	18.2	15.7	D	WDBO
4. WOMX-AF (AC)	117/ 7.4	6.1	6.3	5.4	5.1	6.3	186/3241	1959/20.2	15.6	16.1	O	WOMX-AF
5. WMGF-F (SAC)	114/ 7.1	5.6	6.3	4.5	6.4	5.9	261/3234	1545/15.9	15.5	12.6	D	WMGF-F
6. WXXL-F (CHR)	112/ 7.0	6.4	5.0	5.5	4.9	6.0	143/2663	1850/19.0	14.1	14.4	D	WXXL-F
7. WMMO-F (AOR/AC)	94/ 5.9	5.6	4.6	4.8	5.9	5.2	117/1652	1248/12.8	11.3	11.9	F	WMMO-F
8. WDIZ-F (AOR)	87/ 5.4	6.7	4.6	5.1	4.1	5.5	158/2633	1380/14.2	12.7	15.0	E	WDIZ-F
9. WOCL-F (O)	84/ 5.3	5.1	6.0	4.7	5.4	5.3	193/3002	1289/13.3	16.2	14.1	F	WOCL-F
10. WJRR-F (AOR)	69/ 4.3	3.2	3.7	4.7	5.4	4.0	129/2653	1405/14.5	11.7	15.0	E	WJRR-F
11. WLOQ-F (J/NAC)	64/ 4.0	5.8	3.6	3.9	3.4	4.3	76/1144	953/ 9.8	9.5	9.9	C	WLOQ-F
12. WCFB-F (C)	62/ 3.9	4.4	3.3	2.0	1.8	3.4	155/2228	863/ 8.9	7.8	5.8	C	WCFB-F
13. WHTQ-F (AOR)	56/ 3.5	3.6	4.4	5.6	6.1	4.3	116/2648	1339/13.8	13.8	16.1	E	WHTQ-F
14. WTKS-F (T)	44/ 2.8	3.6	2.6	2.5	2.7	2.9	76/1341	702/ 7.2	7.6	9.8	C	WTKS-F
15.												

12+ FM SHARE (METRO): 87.87% (1253 of 1426) (SPG 92: 86.23%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC	1 ( 1)	116 ( 1)	117 ( 2)	8.2	NM	WHBS (SP) 1270 Eatonville	0.8/2.0/ 14/ 202
AOR/CLASSIC AOR COUNTRY	10 ( 1)	306 ( 4)	306 ( 4)	21.5	11.5	WHOO (C) 990 Orlando	0.6/2.1/ 10/ 238
NEWS/TALK	10 ( 1)	219 ( 4)	229 ( 5)	16.1	14.7	WONQ (SP) 1030 Oviedo	0.4/1.4/ 6/ 164
TOP 40/CHR/CONTEMP		44 ( 1)	54 ( 2)	3.8	4.2	WTLN-F (REL) 95.3 Apopka	1.4/4.6/ 27/ 502
BLACK/URBAN		112 ( 1)	112 ( 1)	7.9	8.6	WWNZ (T) 740 Orlando	0.6/3.3/ 11/ 439
SOFT AC		160 ( 1)	160 ( 1)	11.2	10.1	WXTO (SP) 1600 Winter Grdn	0.4/1.0/ 6/ 99
HISPANIC	24 ( 3)	125 ( 2)	125 ( 2)	8.8	10.6	WGNE-F (C) 98.1 Titusville	0.4/2.8/ 77/1265
OLDSIES		84 ( 1)	84 ( 1)	5.9	NA	WEZY-F (SAC) 94.1 Lakeland	0.7/1.8/ 73/ 754
FULL SVC/VARIETY NOSTALGIA	128 ( 1)		128 ( 1)	9.0	8.1	WPCV-F (C) 97.5 Winter Haven	0.8/3.1/159/1859
RELIGION/GOSPEL CLASSICAL		23 ( 1)	23 ( 1)	1.6	3.0		
JAZZ/NEW AC		64 ( 1)	64 ( 1)	4.5	3.9		
OTHERS UNKNW							
	217 ( 8)	1209 (16)	1426 (24)				

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 AP, \$ 36.00	(Banner)	Paxson
WDIZ-F,	100.3,	100 KW @ 1187	, AOR	ABC, \$ 91.00	(MHR)	Shamrock-Lynett
WHTQ-F,	96.5,	100 KW @ 1597	, AOR	SOURCE, \$ 69.00	(Torbet)	TK
WJHM-F,	101.9,	28 KW @ 1584	, Black	, \$ 84.00	(D&R)	Beasley (DYTNA BCH)
WLOQ-F,	103.1,	2.7 KW @ 351	, Jazz	, \$ 47.00	(Eastman)	
WMGF-F,	107.7,	100 KW @ 1584	, Soft AC	, \$ 55.00	(Banner)	Paxson
WMMO-F,	98.9,	38 KW @ 492	, AOR/AC	, \$ 78.00	(Eastman)	Granum
WOCL-F,	105.9,	100 KW @ 1581	, Oldies	AP, \$109.00	(Christal)	American (DELAND)
WOMX-F,	105.1,	100 KW @ 1309	, AC/CHR	, \$ 64.00	(Mc-Guild)	Nationwide
WJRR-F,	101.1,	100 KW @ 1597	, AOR	, \$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	AP, \$ 47.00	(MHR)	Taylor (LEESBURG)
WTKS-F,	104.1,	100 KW @ 1597	, News/Talk	CBS, \$ 43.00	(Banner)	Press (COCOA BEACH)

WCFB-F - See Daytona Beach

Miscellaneous: WVRI-F changes to WJRR-F and format from AC to AOR (April) . . . WWNZ-F changes to WTKS-F (May) . . .



OXNARD-VENTURA

Arbitron Rank/Pop (12+): 116/326,200  
 HSA Rank/Pop: 75/684,400  
 Los Angeles ADI  
 Average Person Ratings: 17.5  
 Market TSL: 22.75 hours

Stations: 33/12  
 Diaries: 845/386:1/51.3%  
 Sample Target: 800  
 % Below Line: 38.3  
 % Not Listed: 12.9

1992 Revenue: \$9,000,000  
 HH Inc.: \$46,538  
 Retail \$: 5.5 Bill  
 Pop per Station: 27,183  
 #1 Biller: NA NA

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. KHAY-F (C)	60/10.5	8.4	8.1	7.9	8.3	----	88/1060	610/18.7	15.7	17.0	KHAY-F
2. KCAQ-F (CHR)	50/ 8.7	7.9	5.8	6.8	6.5	----	59/981	741/22.7	20.3	20.0	KCAQ-F
3. KXLM-F (SP)	42/ 7.3	4.6	3.4	3.6	----	----	44/348	324/9.9	7.7	6.7	KXLM-F
4. KBBY-F (AC)	35/ 6.1	5.1	5.3	3.6	5.1	----	37/550	444/13.6	13.0	12.8	KBBY-F
5. KXLM-F (SP)	24/ 4.2	4.4	6.5	4.2	6.0	----	46/660	310/ 9.5	9.2	10.5	KRUZ-F
6. KLOS-F (AOR)	21/ 3.7	7.5	5.6	5.9	4.9	----	82/1230	480/14.7	16.1	13.1	KLOS-F
7. KNX (N)	20/ 3.5	2.9	3.1	3.8	4.0	----	53/1079	402/12.3	12.1	13.6	KNX
8. KRTH-F (SP)	17/ 3.0	2.0	4.2	4.9	6.3	----	26/292	206/ 6.3	7.4	8.6	KTRO
KELF-F (SP)	17/ 3.0	3.1	3.7	3.2	2.7	----	21/239	188/ 5.8	6.1	6.7	KELF-F
KCBS-F (O)	17/ 3.0	1.6	2.5	2.1	1.1	----	34/694	312/ 9.6	8.3	9.9	KCBS-F
11. KVEN (O)	16/ 2.8	3.3	2.9	2.5	3.1	----	33/1050	498/15.3	12.7	9.8	KRTH-F
12. KNX (T)	14/ 2.4	4.0	3.1	1.5	2.0	----	54/727	251/ 7.7	9.7	7.2	KFI
13. KLSX-F (T)	13/ 2.3	2.9	3.4	1.5	2.0	----	15/300	263/ 8.1	8.7	9.4	KVEN
KXBS-F (O)	13/ 2.3	2.2	1.4	1.9	1.1	----	16/335	270/ 8.3	6.2	5.0	KXBS-F
KLSX-F (CL AOR)	13/ 2.3	2.9	1.5	1.3	1.3	----	38/747	321/ 9.8	8.7	7.9	KLSX-F
KTYD-F (AOR)	13/ 2.3	1.8	1.9	1.9	2.7	----	43/853	310/ 9.5	6.7	6.9	KTYD-F

12+ FM SHARE (METRO): 80.72% (402 of 498) (SPG 92: 74.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KCAQ-F >>	1 KLOS-F	1 KLOS-F	1 KLOS-F	1 KLOS-F	1 KHAY-F	1 KLOS-F >	1 KHAY-F	1 KCAQ-F	1 KCAQ-F >	1 KXBS-F
2 KROQ-F	2 KCAQ-F	2 KHAY-F	2 KHAY-F >	2 KHAY-F >	2 KRUZ-F	2 KHAY-F	2 KBBY-F	2 KHAY-F	2 KLOS-F	2 KHAY-F
KQLZ-F	3 KBBY-F	3 KBBY-F	3 KBBY-F	3 KBBY-F	3 KLOS-F	3 KCAQ-F	3 KLOS-F	3 KLOS-F	3 KXLM-F	KABC
KELF-F	4 KHAY-F	4 KCAQ-F	4 KXLM-F	4 KXLM-F	4 KVEN	4 KVEN <	4 KCAQ-F	4 KBBY-F	4 KHAY-F >	4 KVEN
5	5 KELF-F	5 KXLM-F >	5 KCAQ-F	5 KCAQ-F	5 KFI	5 KBBY-F	5 KXLM-F	5 KXLM-F	5 KQLZ-F	KTRO
6	6 KXLM-F	6 KLSX-F	KBIG-F	KBIG-F	6 KNX	6 KLSX-F	KRUZ-F	KRUZ-F >	KELF-F	6
7	7	KFI	7	7 KRTH-F	7 KRTH-F	7 KXLM-F	7 KFI	7 KRTH-F	7 KTHV-F	7
		KBIG-F		KLSX-F	KFI	KFI		KFI	KOXR	

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 KELF-F	1 KHAY-F	1 KHAY-F	1 KHAY-F	1 KHAY-F >	1 KCAQ-F	1 KLOS-F >	1 KLOS-F >	1 KLOS-F >	1 KLOS-F >>
KCAQ-F >	KBBY-F	2 KBBY-F	2 KBBY-F	2 KBBY-F >	2 KELF-F >	2 KCAQ-F	2 KLSX-F	2 KHAY-F	2 KHAY-F
3 KKB-T-F	3 KCAQ-F >	3 KCAQ-F	3 KCAQ-F >	3 KCAQ-F	3 KXLM-F	3 KXLM-F	3 KXLM-F	3 KXLM-F	3 KLSX-F
KBBY-F >	4 KELF-F	KBIG-F	4 KBIG-F	KBIG-F	KLOS-F	KLSX-F	4 KTYD-F	KLSX-F	4 KXLM-F
5 KXBS-F	5	5	5 KXLM-F	5 KXLM-F	5 KBBY-F	5 KBBY-F	5 KXLM-F	5 KCAQ-F	5 KFI
6	6	6	6 KXBS-F	KRTH-F	6 KTRO	6 KELF-F	KCAQ-F	6 KBBY-F	6 KTYD-F
			KLOS-F	KELF-F	KROQ-F		KBBY-F		KBBY-F
					KPWR-F				
					KLVE-F				
					KFI				

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		61 ( 4)	61 ( 4)	12.2	NA	KDAR-F (REL) 98.3	OXNARD 0.7/4.1/ 5/ 165
AOR/CLASSIC AOR		57 ( 4)	57 ( 4)	11.4	13.6	KKUR-F (AC) 105.5	OJAI 1.6/5.1/ 9/ 187
COUNTRY		60 ( 1)	60 ( 1)	12.0	10.9	KKZZ (BB) 1400	SANTA PAULA 1.7/4.2/ 24/ 187
NEWS/TALK	55 ( 5)		55 ( 5)	11.0	13.8	KOXR (SP) 910	OXNARD 1.6/4.8/ 10/ 159
TOP 40/CHR/CONTEMP		61 ( 3)	61 ( 3)	12.2	8.4	KHTY-F (CHR) 97.5	SNTA BRBRA 0.3/3.9/ 21/ 408
BLACK/URBAN		5 ( 1)	5 ( 1)	1.0	2.7	KTMS (T) 1250	SNTA BRBRA 0.7/2.5/ 23/ 340
SOFT AC		28 ( 2)	28 ( 2)	6.0	7.4		
HISPANIC	31 ( 3)	63 ( 3)	94 ( 6)	19.0	18.3	See Los Angeles for more information about the following:	
OLDIES		46 ( 3)	46 ( 3)	9.2	NA		
FULL SVC/VARIETY						KABC 0.7/3.2	KPWR-F 1.6/8.3
NOSTALGIA	10 ( 1)		10 ( 1)	2.0	0.4	KBIG-F 2.3/7.8	KROQ-F 1.7/4.8
RELIGION GOSPEL		4 ( 1)	4 ( 1)	0.8	1.2	KKBT-F 0.9/5.2	KTNQ 0.9/1.9
CLASSICAL		5 ( 1)	5 ( 1)	1.0	1.2	KKGO-F 0.9/3.4	KTHV-F 2.1/4.4
JAZZ/NEW AC		12 ( 1)	12 ( 1)	2.4	1.6	KLVE-F 0.7/1.7	KYSR-F 0.7/4.9
OTHERS UNKNOWN						KOST-F 0.7/1.7	
	96 ( 9)	402 (24)	498 (33)				

OXNARD-VENTURA

RADIO STATIONS

KOXR	,	910,	5 KW/1 KW (DA-2),	Hispanic	,	\$18.00	(Lotus)	Lotus
KTRO	,	1520,	10 KW/1 KW (DA-2),	Hispanic	,	\$18.00	(Katz Hisp.)	
KVEN	,	1450,	1 KW	Talk		NBC-T ABC, \$19.00	(Radio Time)	
KBBY-F,		95.1,	13 KW @ 876	, AC		UNISTR, \$31.00	(Katz)	
KCAQ-F,		104.7,	3 KW @ 1581	, CHR		, \$30.00	(Mc-Guild)	
KDAR-F,		98.3,	.8 KW @ 886	, Religion		, \$11.00	( --- )	Salem
KELF-F,		95.9,	.4 KW @ 718	, Hispanic		, \$14.00	(Katz Hisp)	(CAMARILLO)
KHAY-F,		100.7,	39 KW @ 1204	, Country		, \$38.00	(Radio Time)	
KKUR-F,		105.5,	3 KW @ 1260	, AC		UNISTR, \$13.00	(Banner)	(OJAI)
KRUZ-F,		103.3,	105 KW @ 2978	, EZ/Soft AC		, \$35.00	(Katz)	(SANTA BARBARA)
KXBS-F,		96.7,	.1 KW @ 1499	, Oldies		, \$11.00	( --- )	(S. PAULA)
KXLM-F,		102.9,	3 KW @ 328	, Hispanic		, \$12.00	( --- )	

Other ranked stations -- see Los Angeles

Miscellaneous: KKUR-F sold by Eric/Chandler to George Duncan for \$725,000 (MVP) . . .

\*\*\*\*\* 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	H/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		*

\*\*\*\*\*

PENSACOLA

Arbitron Rank/Pop (12+): 126/294,100  
 MSA Rank/Pop: 138/350,300  
 ADI # 63 (w/Mobile)  
 Average Person Ratings: 15.7  
 Market TSL: 21.00 hours

Stations: 18/10  
 Diaries: 796/369:1/48.1%  
 Sample Target: 760  
 % Below Line: 32.8  
 % Not Listed: 14.5

1992 Revenue: \$7,700,000  
 HH Inc.: \$30,030  
 Retail \$: 2.6 Bil  
 Pop per Station: 29,410  
 #1 Biller: WOWW-F \$1,600,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WXBH-F (C)	71/15.4	12.8	16.5	8.6	7.2	----	127/1394	780/26.5	25.3	24.1	C	WXBH-F
2. WMEZ-F (SAC)	44/ 9.5	8.8	7.4	6.5	6.0	----	59/733	489/16.6	17.0	14.3	B	WMEZ-F
3. WKRG-F (AC)	32/ 6.9	5.0	6.1	5.9	5.6	----	44/763	541/18.4	13.5	17.2		WKRG-F
4. WBLX-F (B)	31/ 6.7	7.6	8.0	11.3	11.4	----	47/711	417/14.2	13.5	17.7		WBLX-F
5. WABB-F (CHR)	29/ 6.3	4.0	3.0	3.6	3.7	----	53/699	451/15.3	13.1	13.1		WABB-F
WOWW-F (C)	29/ 6.3	9.5	10.4	13.5	10.7	----	52/806	500/17.0	20.2	21.6	C	WOWW-F
7. WAVH-F (O)	26/ 5.6	5.9	3.9	4.1	3.7	----	40/692	467/15.9	16.3	12.0		WAVH-F
8. WTKX-F (AOR)	24/ 5.2	4.6	4.6	3.8	6.6	----	31/603	449/15.3	13.0	13.8	B	WTKX-F
WCOA (FS)	24/ 5.2	6.7	6.7	6.8	7.2	----	25/371	355/12.1	14.5	13.0	B	WCOA
10. WJLQ-F (AC/CHR)	19/ 4.1	7.1	3.5	5.9	7.6	----	33/509	302/10.3	14.5	13.8	B	WJLQ-F
11. WGCX-F (CL AOR)	18/ 3.9	5.0	5.2	4.3	4.3	----	35/673	357/12.1	13.6	11.9		WGCX-F
12. WRNE (B)	15/ 3.3	2.9	3.3	2.5	4.1	----	16/158	155/ 5.3	4.7	5.3	A	WRNE
13. WKG-T-F (BB)	12/ 2.6	2.7	2.6	5.0	2.3	----	12/217	205/ 7.0	6.8	5.1	A	WKG-T-F
14.												
15.												

12+ FM SHARE (METRO): 88.83% (350 of 394) (SPG 92: 88.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F	1 WABB-F	1 WXBH-F	1 WXBH-F	1 WXBH-F	1 WXBH-F	1 WXBH-F	1 WXBH-F	1 WXBH-F	1 WXBH-F	1 WXBH-F
2 WXBH-F	2 WXBH-F	2 WKRG-F	2 WKRG-F	2 WKRG-F	2 WMEZ-F	2 WMEZ-F	2 WMEZ-F	2 WMEZ-F	2 WBLX-F	2 WBLX-F
3 WABB-F	3 WTKX-F	3 WAVH-F	3 WAVH-F	3 WMEZ-F	3 WCOA	3 WKRG-F	3 WCOA	3 WKRG-F	3 WJLQ-F	3 WJLQ-F
4	4 WKRG-F	4 WMEZ-F	4 WMEZ-F	4 WAVH-F	4 WOWW-F	4 WOWW-F	4 WKRG-F	4 WABB-F	4 WTKX-F	4
5	5	5 WTKX-F	5	5	5	5	5 WAVH-F	5 WOWW-F	5 WAVH-F	5
6	6	6 WABB-F	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 WABB-F	1 WKRG-F	1 WKRG-F	1 WXBH-F	1 WXBH-F	1 WTKX-F	1 WTKX-F	1 WGCX-F	1 WXBH-F	1 WXBH-F
2 WXBH-F	2 WBLX-F	2 WBLX-F	2 WMEZ-F	2 WMEZ-F	2 WABB-F	2 WABB-F	2 WXBH-F	2 WTKX-F	2 WAVH-F
3 WBLX-F	3 WJLQ-F	3 WMEZ-F	3 WKRG-F	3 WKRG-F	3 WXBH-F	3 WGCX-F	3 WABB-F	3 WABB-F	3 WKRG-F
4 WKRG-F	4 WABB-F	4 WOWW-F	4 WBLX-F	4 WBLX-F	4 WAVH-F	4 WXBH-F	4 WAVH-F	4 WAVH-F	4 WGCX-F
5 WTKX-F	5 WXBH-F	5	5	5 WAVH-F	5 WGCX-F	5	5 WKRG-F	5	5
					6 WJLQ-F				

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		51 ( 2)	51 ( 2)	13.0	NM	WSWL (T) 790	PENSACOLA 0.4/4.1/	2/	123
AOR/CLASSIC AOR		49 ( 3)	49 ( 3)	12.4	11.7	WVTJ (REL) 610	PENSACOLA 0.7/1.4/	3/	42
COUNTRY		104 ( 3)	104 ( 3)	26.3	33.5				
NEWS/TALK	2 ( 1)		2 ( 1)	15.0	NA	WKSJ-F (C) 94.9	MOBILE 0.9/4.7/	27/	448
TOP 40/CHR/CONTEMP		33 ( 2)	33 ( 2)	8.3	9.4	WKSM-F (AOR) 99.5	FT WALTON 1.5/6.1/	35/	489
BLACK/URBAN	15 ( 1)	31 ( 1)	46 ( 2)	12.0	13.5	WWSF-F (CHR) 98.1	FT WALTON 0.9/8.6/	26/	603
SOFT AC		19 ( 1)	19 ( 1)	5.0	8.8				
HISPANIC									
OLDIES		26 ( 1)	26 ( 1)	7.0	NA				
FULL SVC/VARIETY	24 ( 1)		24 ( 1)	6.0	8.1				
NOSTALGIA		12 ( 1)	12 ( 1)	3.0	3.1				
RELIGION/GOSPEL	3 ( 1)		3 ( 1)	0.7	NA				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	44 ( 4)	350 (14)	394 (18)						

RADIO STATIONS

WCOA , 1370, 5 KW (DA-2)	Full Service	NBC MBS, \$18.00 (Katz)	Muniz
WRNE , 980, 2.5 KW/1 KW (DA-2), Black	Black	AURN SMN, \$10.00 (Roslin)	(GULF BREEZE)
WJLQ-F, 100.7, 100 KW @ 1555	CHR	ABC, \$23.00 (Katz)	Muniz
WKG-T-F, 105.1, 6 KW @ 328	Nostalgia	SMN, \$11.00 ( --- )	(CENTURY)
WMEZ-F, 94.1, 100 KW @ 1328	Soft AC	ABC, \$26.00 (Torbet)	
WOWW-F, 107.3, 100 KW @ 469	Country	UNISTR, \$35.00 (Mc-Guild)	SunGroup
WTKX-F, 101.5, 100 KW @ 400	AOR	CBS, \$27.00 (D & R)	Holt
WXBH-F, 102.7, 100 KW @ 1328	Country	MBS, \$24.00 (Katz)	Calendar (MILTON)

Other ranked stations -- see Mobile

PEORIA  
-----

Arbitron Rank/Pop (12+): 133/278,600  
MSA Rank/Pop: 144/337,400  
ADI # 106  
Average Person Ratings: 15.8  
Market TSL: 21.00 hours

Stations: 19/13  
Diaries: 855/326: 1/57.5%  
Sample Target: 770  
% Below Line: 6.2  
% Not Listed: 10.0

1992 Revenue: \$8,400,000  
HH Inc.: \$36,451  
Retail \$: 2.7 Bil  
Pop per Station: 21,431  
#1 Biller: WWCT-F \$1,550,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WXCL-AF (C)	76/17.3	20.4	14.9	12.1	11.1	----	80/931	831/29.8	33.1	25.0	C	WXCL-AF
2. WWCT-F (AOR)	74/16.9	12.7	11.7	12.4	15.2	----	93/1054	721/25.9	22.1	23.0	C	WWCT-F
3. WSWT-F (SAC)	41/ 9.3	10.6	9.7	11.7	10.8	----	47/678	541/19.4	21.6	22.3	B	WSWT-F
4. WGLO-F (AC)	40/ 9.1	7.5	8.7	8.0	10.8	----	50/791	638/22.9	18.4	19.7	B	WGLO-F
5. WMBD (FS)	36/ 8.2	6.7	9.9	8.0	9.4	----	42/601	532/19.1	17.0	19.8	C	WMBD
6. WKZW-F (CHR)	35/ 8.0	10.3	11.7	13.8	15.2	----	59/1229	729/26.2	27.7	34.2	C	WKZW-F
7. WIRL (T)	19/ 4.3	3.1	4.1	2.7	2.4	----	21/408	350/12.6	11.1	11.4		WIRL
8. WTAZ-F (T)	17/ 3.9	4.6	4.6	4.6	2.9	----	17/312	285/10.2	10.4	11.8	A	WTAZ-F
9. WBGE-F (B)	17/ 3.9	---	---	---	---	----	17/143	115/ 4.1	0.0	0.0		WBGE-F

12+ FH SHARE (METRO): 78.23% (309 of 395) (SPG 92: 74.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKZW-F >>	1 WWCT-F >>	1 WWCT-F >	1 WWCT-F >	1 WWCT-F >	1 WXCL-AF >	1 WXCL-AF >	1 WWCT-F <	1 WWCT-F <	1 WWCT-F <	1 WIRL
2	2 WXCL-AF	2 WXCL-AF	2 WXCL-AF	2 WXCL-AF >	2 WMBD <	2 WMBD	2 WXCL-AF >	2 WXCL-AF >	2 WXCL-AF <	2 WMBD
3	3 WKZW-F	3 WGLO-F	3 WGLO-F >	3 WGLO-F >	3 WGLO-F >	3 WWCT-F >	3 WSWT-F	3 WGLO-F	3 WKZW-F >	3 WWCT-F
4	4 WSWT-F	4 WSWT-F	4 WSWT-F	4 WSWT-F	4 WSWT-F	4	4 WTAZ-F <	4 WSWT-F	4 WGLO-F	4
5	5	5 WKZW-F	5	5	5 WWCT-F	5	5 WGLO-F	5 WKZW-F	5 WSWT-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	HEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWCT-F	1 WWCT-F	1 WSWT-F	1 WXCL-AF	1 WXCL-AF	1 WWCT-F	1 WWCT-F >>	1 WWCT-F	1 WWCT-F >>	1 WWCT-F >>
2 WKZW-F	2 WKZW-F	2 WKZW-F	2 WSWT-F	2 WSWT-F <	2 WKZW-F	2	2 WXCL-AF	2 WXCL-AF	2 WXCL-AF >
3	3 WSWT-F	3	3 WWCT-F	3 WGLO-F	3	3	3	3 WGLO-F	3 WGLO-F >
4	4 WXCL-AF	4	4 WGLO-F	4 WWCT-F	4	4	4	4	4 WMBD
5	5	5	5 WKZW-F	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		42 ( 2)	42 ( 2)	11.0	NM	WCRI-F (EZ)	98.5 EUREKA 0.7/1.3/ 3/ 47
AOR/CLASSIC AOR		74 ( 1)	74 ( 1)	19.0	14.0	WPEO (REL)	1020 PEORIA 1.4/3.8/ 6/ 121
COUNTRY	10 ( 1)	71 ( 2)	81 ( 3)	21.0	17.9	WQEZ-F (EZ)	94.3 CHILLICOTHE 0.9/4.2/ 5/ 130
NEWS/TALK	24 ( 2)	17 ( 1)	41 ( 3)	10.3	12.1	WBNO-F (CHR)	101.5 BLOOMINGTON 1.1/6.6/ 34/ 648
TOP 40/CHR/CONTEMP		40 ( 2)	40 ( 2)	10.1	15.7	WBNO-F (C)	104.1 LEROY 1.1/2.0/ 45/ 469
BLACK/URBAN		17 ( 1)	17 ( 1)	4.3	NA	WGH (FS/T)	720 CHICAGO 1.4/4.2/ 20/ 374
SOFT AC		48 ( 3)	48 ( 3)	12.1	14.0	WIHN-F (AC)	96.7 NORMAL 0.5/1.0/ 11/ 220
HISPANIC						WJBC (FS)	1230 BLOOMINGTON 0.9/2.0/ 57/ 539
OLDIES					NA	WLS (T)	890 CHICAGO 1.1/4.6/ 16/ 257
FULL SVC/VARIETY	46 ( 3)		46 ( 3)	12.0	14.0		
NOSTALGIA							
RELIGION/GOSPEL	6 ( 1)		6 ( 1)	2.0	1.4		
CLASSICAL							
JAZZ/NEW AC							
OTHERS UNKNOWN					0.5		
	86 ( 7)	309 (12)	395 (19)				

RADIO STATIONS

WIRL	1290,	5 KW (DA-2)	Talk	ABC HBS,	\$16.00	(Christal)	Comm. Service
WMBD	1470,	5 KW (DA-2)	Full Service	CBS,	\$32.00	(Katz)	Midwest TV
WPEO	1020,	1 KW (DAYS)	Religion		\$10.00	( --- )	
WXCL	1350,	1 KW (DA-2)	SEE WXCL-F				
WBGE-F,	92.3,	6 KW @ 551	Black	SMN,	\$12.00	(K & P)	
WGLO-F,	95.5,	7 KW @ 620	AC		\$20.00	(D & R)	
WKZW-F,	93.3,	41 KW @ 551	CHR		\$34.00	(Katz)	Cromwell (PEKIN)
WQEZ-F,	94.3,	6 KW @ 300	Soft AC/EZ		\$13.00	(K & P)	Midwest TV (CHILLICOTHE)
WSWT-F,	106.9,	50 KW @ 479	Soft AC		\$25.00	(Christal)	Comm. Service
WTAZ-F,	102.3,	6 KW @ 300	Talk/News	NBC-T ABC,	\$13.00	(K & P)	(MORTON)
WWCT-F,	105.7,	36 KW @ 571	AOR	SOURCE,	\$35.00	(Christal)	
WXCL-F,	104.9,	3 KW @ 328	Country	UNISTR,	\$30.00	(Banner)	Kelly

WJBC -- see Bloomington

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,114,800  
 MSA Rank/Pop: 4/4,940,000  
 ADI # 4  
 Average Person Ratings: 18.9  
 Market TSL: 24.25 hours

Stations: 32/25  
 Diaries: 2952/1394:1/51.4%  
 Sample Target: 2720  
 % Below Line: 4.1  
 % Not Listed: 11.3

1992 Revenue: \$137,400,000  
 HH Inc.: \$37,692  
 Retail \$: 36.8 Bill  
 Pop per Station: 164,592  
 #1 Biller: KYW \$17,000,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KYW (N)	548/ 7.1	8.1	7.0	7.2	6.6	7.4	581/13399	12246/29.8	27.6	27.1	J	KYW
2. WMHR-F (AOR)	509/ 6.6	4.1	5.1	5.8	5.5	5.4	657/10314	7350/17.9	15.2	17.3	I	WMHR-F
3. WYSP-F (CL AOR)	449/ 5.8	6.0	7.7	6.9	6.5	6.6	626/10771	7670/18.6	21.5	18.4	J	WYSP-F
4. WIOQ-F (CHR)	440/ 5.7	6.8	6.4	5.3	4.3	6.1	551/9860	7534/18.3	19.5	14.5	G	WIOQ-F
5. WXTU-F (C)	398/ 5.1	4.1	5.2	5.0	4.9	4.9	567/7024	4808/11.7	11.6	11.2	G	WXTU-F
6. WYXR-F (AC)	393/ 5.1	5.6	4.6	4.7	5.1	5.0	465/9299	7706/18.7	15.0	15.2	H	WYXR-F
7. WWDB-F (T)	391/ 5.0	7.0	4.3	4.7	3.9	5.3	475/6407	5024/12.2	10.3	9.9	G	WWDB-F
8. WUSL-F (B)	363/ 4.7	4.4	4.8	6.0	6.9	5.0	465/7260	5580/13.6	12.2	13.1	I	WUSL-F
9. WPEN (BB/FS)	338/ 4.4	4.8	4.8	4.4	6.4	4.6	363/3994	3663/ 8.9	10.1	11.1	G	WPEN
WOGL-F (D)	338/ 4.4	4.7	4.1	4.7	5.1	4.5	443/7716	5974/14.5	12.6	14.1	I	WOGL-F
11. WMGK-F (AC)	320/ 4.1	3.8	3.7	4.0	4.3	3.9	361/5805	4825/11.7	11.6	12.2	H	WMGK-F
12. WBEB-F (SAC)	307/ 4.0	4.3	4.6	4.1	5.3	4.3	369/6056	5046/12.3	11.8	13.3	H	WBEB-F
13. WDAS-F (B)	281/ 3.6	3.2	3.3	3.1	3.5	3.3	324/4456	3799/ 9.2	8.0	8.0	O	WDAS-F
14. WIP (SPRTS)	221/ 2.8	3.5	4.1	3.2	2.8	3.4	262/4483	3716/ 9.0	12.5	8.1	G	WIP
15. WJZZ-F (J/NAC)	219/ 2.8	4.5	4.4	4.5	4.6	4.1	262/4527	3762/ 9.1	16.9	18.1	G	WJZZ-F
16. WFLN-F (CL)	185/ 2.4	2.7	2.7	3.0	2.4	2.7	245/4015	2985/ 7.3	7.4	8.2	F	WFLN-F
17. WPLY-F (CHR)	183/ 2.4	1.6	2.2	2.0	2.1	2.1	209/4863	4291/10.4	6.7	6.7	F	WPLY-F
18. WIBF-F (ADR)	151/ 1.9	1.9	---	---	---	---	157/2708	2562/ 6.2	---	---	I	WIBF-F
19. WOGL (O)	134/ 1.7	0.4	0.4	0.9	1.1	0.9	151/4252	3770/ 9.2	2.7	5.4	I	WOGL
20. WHAT (B/T)	107/ 1.4	1.2	1.3	1.2	0.9	1.3	107/1155	1146/ 2.8	2.5	2.3	C	WHAT
21. WDAS (G)	102/ 1.3	0.7	1.1	1.0	0.9	1.0	104/1395	917/ 2.2	2.9	3.2	O	WDAS
22.												
23.												
24.												
25.												

12+ FH SHARE (METRO): 75.86% (5220 of 6881) (SPG 92: 76.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F >	1 WMHR-F	1 WMHR-F	1 WMHR-F >	1 WMHR-F	1 KYW >	1 KYW >	1 WMHR-F >	1 WMHR-F <	1 WIOQ-F	1 KYW >
2 WUSL-F >>	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WWDB-F	2 WYSP-F >	2 WYXR-F	2 WIOQ-F	2 WUSL-F	2 WUSL-F
3	3 WIOQ-F	3 WYXR-F	3 WYXR-F	3 WYXR-F <	3 WPEN	3 WMHR-F	3 WWDB-F	3 WWDB-F <	3 WOGL	3 WPEN
4	4 WUSL-F	4 WIOQ-F	4 WOGL-F	4 WOGL-F <	4 WXTU-F	4 WPEN	4 WBEB-F <	4 WXTU-F <	4 WYXR-F	4 WWDB-F
5	5 WYXR-F	5 WUSL-F	5 WMGK-F	5 WMGK-F	5 WOGL-F	5 WOGL-F <	5 WMGK-F	5 WYXR-F	5 KYW <	5 WDAS-F >
6	6 WIBF-F	6 WOGL-F	6 WDAS-F	6 KYW <	6 WBEB-F	6 WWDB-F	6 WXTU-F	6 KYW	6 WDAS-F <	6 WOGL-F
7	7 WDAS-F	7 WDAS-F <	7 KYW	7 WDAS-F	7 WMGK-F	7 WYXR-F	7 WYXR-F	7 WMGK-F	7 WMHR-F	7 WIOQ-F
8	8	8 WMGK-F	8	8 WXTU-F	8	8	8 WOGL-F	8 WYSP-F	8	8 WJZZ-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 WIOQ-F	1 WIOQ-F <	1 WYXR-F	1 WYXR-F	1 WMGK-F <	1 WYSP-F	1 WMHR-F	1 WMHR-F	1 WMHR-F	1 WMHR-F
2 WYXR-F	2 WYXR-F	2 WUSL-F	2 WIOQ-F <	2 WYXR-F	2 WMHR-F	2 WYSP-F >>	2 WYSP-F	2 WYSP-F >>	2 WYSP-F >
3 WUSL-F	3 WUSL-F	3 WMHR-F	3 WMGK-F	3 WBEB-F	3 WIOQ-F	3 WUSL-F <	3 WIBF-F	3 WDAS-F	3 WOGL-F <
4 WYSP-F	4 WMHR-F	4 WIOQ-F	4 WUSL-F <	4 WOGL-F	4 WUSL-F	4 WIOQ-F	4 WIP	4 WOGL-F <	4 WIP
5 WIBF-F	5 WYSP-F	5 WMGK-F	5 WMHR-F	5 WMHR-F <	5 WDAS-F	5 WDAS-F <	5 WUSL-F	5 WIP	5 WDAS-F <
6 WMHR-F	6 WMGK-F	6 WYSP-F	6 WBEB-F	6 WUSL-F <	6 WIP	6 WIBF-F <	6 WDAS-F	6 WUSL-F	6 KYW
7 WPLY-F	7 WPLY-F	7 WBEB-F	7 WYSP-F	7 KYW	7	7 WIP	7 WOGL-F	7 WIOQ-F	7 WXTU-F <
8	8	8 WDAS-F	8	8	8	8	8	8 WYXR-F	8 WJZZ-F
9	9	9	9	9	9	9	9 WWDB-F	9	9

PHILADELPHIA

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME TSA
-----	--	--	----	-	%	-----	SHARE/RTG/AQH/CUME
AC		772 ( 3)	772 ( 3)	11.2	NM	WBEB (SAC) 560 Philadelphia	0.5/2.2/ 47/1095
AOR/CLASSIC AOR		1109 ( 3)	1109 ( 3)	16.1	13.7	WNAP (REL) 1110 Norristown	0.3/0.9/ 27/ 397
COUNTRY		398 ( 1)	398 ( 1)	5.9	5.6	WPGR (O) 1540 Philadelphia	0.6/0.6/ 44/ 265
NEWS/TALK	792 ( 3)	442 ( 2)	1234 ( 5)	18.0	15.1	WWJZ (J) 640 Mt. Holly NJ	1.0/1.8/101/ 979
TOP 40/CHR/CONTEMP		767 ( 5)	767 ( 5)	11.1	11.4	WCHR-F (CHR) 94.5 Trenton	0.4/1.3/ 39/ 708
BLACK/URBAN	107 ( 1)	644 ( 2)	751 ( 3)	11.0	12.9	WFMZ-F (SAC) 100.7 Allentown	0.5/1.6/190/2304
SOFT AC	39 ( 1)	345 ( 2)	384 ( 3)	5.6	7.9	WJBR-F (AC) 99.5 Wilmington	0.8/3.0/154/2544
HISPANIC						WKXW-F (T/O) 101.5 Trenton	0.7/2.7/130/2712
OLDIES	178 ( 2)	338 ( 1)	516 ( 3)	7.5	NA	WPST-F (CHR) 97.5 Trenton	1.0/5.0/134/3031
						WSTW-F (CHR/AC)93.7 Wilmington	0.5/2.4/142/2513
FULL SVC/VARIETY							
NOSTALGIA	338 ( 1)		338 ( 1)	4.9	7.7	WOR (T) 710 New York	0.3/0.8/ 96/1372
RELIGION/GOSPEL	128 ( 2)		128 ( 2)	1.9	2.1		
CLASSICAL		185 ( 1)	185 ( 1)	2.7	2.7		
JAZZ/NEW AC	80 ( 1)	219 ( 1)	299 ( 2)	4.3	NA		
OTHERS UNKNOWN							
	1661 (11)	5220 (21)	6881 (32)				

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	AURN, \$ 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)	Infinity
WOGL, 1210, 50 KW, SEE WOGL-FM		
WPEN, 950, 5 KW (DA-N), NOSTALGIA/FS	UNISTR, \$ 130.00 (MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA), OLDIES	, \$ NA ( --- )	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
WBEB, 101.1, 14 KW @ 941, SOFT AC/EZ	UNISUP, \$ 180.00 (McGuild)	
WJZ, 106.1, 23 KW @ 741, JAZZ/NAC	ABC, \$ 100.00 (Eastman)	Malrite
WFLN, 95.7, 50 KW @ 499, CLASSICAL	, \$ 104.00 (CHBS)	Marlin
WIBF, 103.9, 0.3 KW @ 1000, AOR	, \$ 60.00 (Groskin)	(JENKINTOWN)
WIOQ, 102.1, 27 KW @ 649, CHR/DANCE	, \$ 130.00 (Banner)	EZ
WPLY, 100.3, 35 KW @ 600, CHR	, \$ 144.00 (HNWH)	
WMGK, 102.9, 8.5 KW @ 1181, AC	, \$ 170.00 (MMR)	Greater Media
WMHR, 93.3, 29 KW @ 669, AOR	SOURCE UNISTR, \$ 283.00 (Group W)	Westinghouse
WOGL, 98.1, 13 KW @ 1000, OLDIES	CBS, \$ 180.00 (CBS)	CBS
WUSL, 98.9, 18 KW @ 830, BLACK	, \$ 195.00 (Katz)	Tak
WWDB, 96.5, 17 KW @ 866, TALK	ABC, \$ 105.00 (Banner)	Panache
WXTU, 92.5, 16 KW @ 899, COUNTRY	MBS UNISTR, \$ 140.00 (D&R)	Beasley
WYSP, 94.1, 16 KW @ 899, CLASSIC AOR	ABC, \$ 255.00 (Torbet)	Infinity
WYXR, 104.5, 16 KW @ 872, AC	, \$ 110.00 (Katz)	Pyramid

WAAF -- SEE WORCESTER

Miscellaneous: WEGX-F changes to WJZ-F and format from CHR to Jazz/NAC (March) . . . WKSZ-F changes from AC to CHR (March) . . . WEAZ A/F changed to WBEB A/F in May. . . WPLY-F was WKSZ-F until April. . . WZZD sold by Communicom to H.E. for \$2,600,000 (E). . .

PHOENIX

Arbitron Rank/Pop (12+): 22/1,854,800

HSA Rank/Pop: 19/2,180,000

ADI # 20

Average Person Ratings: 17.5

Market TSL: 23.0 hours

Stations: 30/29  
Diaries: 1853/1001:1/49.7%  
Sample Target: 1780  
% Below Line: 0.5  
% Not Listed: 13.1

1992 Revenue: \$67,600,000  
HH Inc.: \$32,545  
Retail \$: 17.9 Bil  
Pop per Station: 63,959  
#1 Biller: KNIX-AF \$10,200,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KNIX-F (C)	340/10.5	9.7	10.9	12.5	11.7	10.9	392/5239	4486/24.2	25.0	24.5	I	KNIX-F
2. KTAR (N/T)	302/ 9.3	8.5	7.5	6.8	7.5	8.0	316/5747	5491/29.6	21.4	19.2	H	KTAR
3. KMLE-F (C)	216/ 6.7	6.5	6.7	7.9	6.3	7.0	242/3232	2867/15.5	15.8	14.3	G	KMLE-F
4. KFYI (T)	194/ 6.0	6.0	5.2	5.5	4.1	5.7	211/2605	2396/12.9	11.2	8.3	D	KFYI
5. KOY (BB)	155/ 4.8	6.1	6.1	3.2	4.2	5.1	168/2007	1788/ 9.6	9.3	8.9	C	KOY
KKFR-F (CHR)	155/ 4.8	5.0	4.4	3.9	3.9	4.5	165/2800	2596/14.0	12.6	12.6	D	KKFR-F
7. KKLT-F (SAC)	152/ 4.7	4.8	4.7	4.9	6.4	4.8	172/2220	2091/11.3	13.2	13.3	F	KKLT-F
8. KUPD-F (AOR)	151/ 4.7	4.7	5.8	6.0	6.9	5.3	162/2598	2359/12.7	16.4	16.0	G	KUPD-F
9. KPSN-F (O)	143/ 4.4	3.8	3.6	4.2	2.0	4.0	152/2153	2031/10.9	10.0	7.1	B	KPSN-F
10. KVRV-F (AC)	119/ 3.7	2.9	3.8	4.5	3.6	3.7	122/2478	2332/12.6	12.5	12.3	D	KVRV-F
11. KESZ-F (AC)	117/ 3.6	4.0	2.9	2.9	3.1	3.4	118/1914	1842/ 9.9	8.5	8.5	E	KESZ-F
12. KZON-F (AOR)	106/ 3.3	2.5	3.1	2.7	2.0	2.9	113/1353	1253/ 6.8	7.4	6.8	C	KZON-F
13. KSLX-F (CL AOR)	90/ 2.8	3.1	4.0	3.2	4.1	3.3	97/2202	2048/11.0	13.3	12.0	F	KSLX-F
14. KDKB-F (AOR)	85/ 2.6	4.5	3.3	4.1	4.1	3.6	98/2312	2109/11.4	11.8	12.4	E	KDKB-F
15. KOOL-F (O)	77/ 2.4	3.1	2.8	2.7	3.6	2.8	80/1752	1648/ 8.9	9.6	11.1	F	KOOL-F
16. KOY -F (CHR)	76/ 2.3	1.9	3.4	4.0	3.5	2.9	91/2442	2169/11.7	14.3	14.3	D	KOY -F
17. KEDJ-F (AOR)	69/ 2.1	1.5	1.4	1.7	1.5	1.7	70/1101	1036/ 5.6	3.9	3.9	C	KEDJ-F
18. KZRX-F (AOR)	51/ 1.6	1.7	2.6	2.0	2.0	2.0	57/1090	983/ 5.3	6.1	6.7	B	KZRX-F
19.												
20.												

12+ FM SHARE (METRO): 70.81% (1996 of 2819) (SPG 92: 73.26%)

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 KTAR <	1 KNIX-F <	1 KNIX-F <	1 KNIX-F	1 KTAR >>	1 KTAR
2	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KNIX-F >	2 KTAR >	2 KFYI >	2 KTAR	2 KNIX-F	2 KNIX-F
3	3 KNIX-F >	3 KUPD-F	3 KTAR	3 KFYI	3 KMLE-F	3 KMLE-F	3 KMLE-F	3 KFYI <	3 KFYI	3 KFYI
4	4 KKFR-F	4 KTAR	4 KZON-F	4 KPSN-F <	4 KOY >	4 KUPD-F	4 KTAR	4 KPSN-F <	4 KKFR-F	4 KOY
5	5 KDKB-F	5 KPSN-F	5 KPSN-F <	5 KFYI	5 KKLT-F	5 KOY	5 KKLT-F	5 KKFR-F	5 KMLE-F	5 KMLE-F
6	6 KEDJ-F	6 KVRV-F	6 KFYI <	6 KZON-F <	6 KPSN-F	6 KPSN-F	6 KPSN-F	6 KFYI <	6 KSLX-F	6 KUPD-F
7	7 KVRV-F	7 KZON-F	7 KVRV-F	7 KKLT-F	7	7	7 KUPD-F	7 KUPD-F	7 KKLT-F	7 KPSN-F
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	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 KMLE-F	1 KMLE-F <	1 KMLE-F	1 KNIX-F	1 KNIX-F	1 KUPD-F	1 KUPD-F >	1 KUPD-F	1 KUPD-F	1 KTAR
2 KNIX-F	2 KNIX-F >	2 KNIX-F	2 KMLE-F	2 KKLT-F	2 KEDJ-F	2 KMLE-F	2 KMLE-F	2 KNIX-F <	2 KNIX-F
3 KOY -F	3 KKFR-F	3 KVRV-F	3 KKLT-F	3 KMLE-F	3 KZRX-F	3 KEDJ-F <	3 KTAR	3 KTAR <	3 KMLE-F
4	4 KKFR-F	4 KESZ-F	4 KESZ-F	4 KPSN-F <	4 KPSN-F	4 KSLX-AF	4 KNIX-F <	4 KDKB-F	4 KFYI
5	5 KUPD-F	5 KVRV-F <	5 KKFR-F	5 KESZ-F	5 KESZ-F	5 KKFR-F	5 KTAR	5 KNIX-F	5 KFYI
6	6 KKLT-F	6 KKLT-F	6 KVRV-F	6 KVRV-F	6 KZON-F	6 KZON-F	6 KZRX-F <	6 KSLX-AF	6 KZON-F
7	7 KPSN-F	7 KUPD-F	7 KDKB-F	7 KZON-F <	7 KVRV-F <	7	7	7 KSLX-AF	7 KDKB-F <
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
AC		236 ( 2)	236 ( 2)	8.4	NM	KCWW (C) 1580 Tempe	0.7/1.6/ 24/ 307	
AOR/CLASSIC AOR		552 ( 6)	552 ( 6)	19.6	21.1	KMJK-F (B) 106.9 Buckeye	0.4/1.5/ 14/ 271	
COUNTRY	24 ( 1)	556 ( 2)	580 ( 3)	20.6	20.8	KNNS (T) 1360 Glendale	0.4/1.7/ 12/ 307	
NEWS/TALK	508 ( 3)		508 ( 3)	18.0	13.0	KOOL (O) 960 Phoenix	0.8/3.0/ 28/ 606	
TOP 40/CHR/CONTEMP		231 ( 2)	231 ( 2)	8.2	8.3	KPHX (SP) 1480 Phoenix	0.5/1.3/ 18/ 266	
BLACK/URBAN	27 ( 1)	14 ( 1)	41 ( 2)	1.5	0.6	KRDS-F (REL) 105.3 Wickenburg	0.6/1.2/ 18/ 224	
SOFT AC		169 ( 2)	169 ( 2)	6.0	9.0	KSUN (SP) 1400 Phoenix	0.5/1.5/ 20/ 315	
HISPANIC	47 ( 3)		47 ( 3)	1.7	1.8	KUKQ (?) 1060 Tempe	0.5/2.0/ 16/ 380	
OLDIES	27 ( 1)	220 ( 2)	247 ( 3)	8.8	NA	KVVA (SP) 860 Phoenix	0.4/1.1/ 16/ 219	
FULL SVC/VARIETY						KXAM (BB) 1310 Mesa	0.6/1.8/ 20/ 364	
NOSTALGIA	174 ( 2)		174 ( 2)	6.2	5.7	KVOT (B) 1230 Phoenix	0.8/1.7/ 27/ 331	
RELIGION/GOSPEL		18 ( 1)	18 ( 1)	0.6	0.9	KAHM-F (SAC) 102.1 Prescott	0.5/0.7/ 53/ 406	
CLASSICAL					1.7			
JAZZ/NEW AC								
OTHERS UNKNOWN	16 ( 1)		16 ( 1)	0.6	NA			
	823 (12)	1996 (18)	2819 (30)					

PHOENIX

RADIO STATIONS

AM STATIONS

KFYI	, 910,	5 KW (DA-N)	, Talk/News	CBS, \$ 50.00	(D&R)	Broadcast Group
KLFF	, 1360,	5 KW/1 KW (DA-N)	, Nostalgia	NBC, \$ 31.00	( --- )	
KIDR	, 740,	1 KW/292 W	, Children's Radio	, \$ NA	(CBS)	Bonneville
KOOL	, 960,	5 KW (DA-N)	, SEE KOOL-FM			
KOY	, 550,	5 KW/1 KW	, Nostalgia	UNISTR CNN, \$ 40.00	(Christal)	Sundance
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 Hisp)	
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 UNISTR, \$ 36.00	(Roslin)	(GLOBE)
KKFR	, 92.3,	100 KW @ 1647	, CHR	, \$ 58.00	(D&R)	Broadcast Group
KKLT	, 98.7,	115 KW @ 1679	, Soft AC	, \$ 90.00	(CBS)	Pulitzer
KMLE	, 107.9,	100 KW @ 1000	, Country	, \$ 95.00	(Mc-Guild)	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
KEDJ	, 106.3,	3 KW @ 325	, New AOR	NBC, \$ 40.00	( --- )	(SUN CITY)
KOOL	, 94.5,	100 KW @ 1653	, Oldies	, \$ 96.00	(D&R)	Compass
KOY	, 95.5,	96 KW @ 1571	, CHR	, \$ 61.00	(Christal)	Sundance
KPSN	, 96.9,	100 KW @ 1558	, Oldies	, \$ 60.00	(CBS)	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

\*\*\*\*\* 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	



PITTSBURGH

Arbitron Rank/Pop (12+): 20/1,881,900  
 HSA Rank/Pop: 22/2,100,000  
 ADI # 17  
 Average Person Ratings: 17.7  
 Market TSL: 23.25 hours

Stations: 30/29  
 Diaries: 2017/933:1/57.3%  
 Sample Target: 1940  
 % Below Line: 0.3  
 % Not Listed: 11.1

1992 Revenue: \$56,700,000  
 HH Inc.: \$30,643  
 Retail \$: 14.7 Bill  
 Pop per Station: 64,893  
 #1 Biller: KDKA \$9,400,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KDKA (N/T)	498/15.0	14.7	15.2	13.8	13.1	14.7	598/7999	6485/34.5	34.4	31.5	H	KDKA
2. WOVE-F (AOR)	330/ 9.9	8.8	8.7	10.3	10.4	9.4	458/6190	4358/23.2	19.6	21.1	H	WOVE-F
3. WBZZ-F (CHR)	240/ 7.2	6.0	4.5	5.4	5.9	5.8	309/5441	4026/21.4	17.4	19.1	F	WBZZ-F
4. WWSW-AF (O)	233/ 7.0	7.7	7.3	9.4	9.3	7.9	294/5086	3950/21.0	20.5	23.4	H	WWSW-AF
5. WAMO-F (B)	192/ 5.8	5.6	5.2	4.8	5.0	5.4	212/2851	2450/13.0	9.8	9.9	C	WAMO-F
6. WDSY-F (C)	189/ 5.7	6.7	8.1	6.4	7.0	6.7	228/2797	2208/11.7	15.8	14.8	F	WDSY-F
7. WSHH-F (SAC)	179/ 5.4	6.0	6.3	4.7	5.8	5.6	206/2966	2597/13.8	15.3	14.0	E	WSHH-F
8. WVTY-F (SAC)	179/ 5.4	4.2	2.7	3.8	3.7	4.0	204/3279	2896/15.4	15.4	12.6	D	WVTY-F
9. WLTV-F (SAC)	147/ 4.4	4.1	3.0	4.1	4.5	3.9	173/2478	2082/11.1	11.3	10.7	D	WLTV-F
10. WJAS (BB)	145/ 4.4	4.4	4.3	5.1	4.0	4.6	151/1772	1690/ 9.0	9.7	8.6	B	WJAS
11. WTAE (N/T)	122/ 3.7	4.9	5.8	5.4	4.6	5.0	125/2234	2068/11.0	15.5	12.2	F	WTAE
12. WRRK-F (CL AOR)	77/ 2.3	3.4	2.9	2.8	3.6	2.9	91/2570	2090/11.1	10.1	12.1	C	WRRK-F
13. WQKB-F (C)	62/ 1.9	2.2	3.0	3.8	3.3	2.7	92/1703	1258/ 6.7	12.1	11.7	D	WQKB-F
14. WXR-B (C)	54/ 1.6	1.0	---	---	---	---	87/1254	744/ 4.0	---	---	---	WXR-B-F
15. WHBS (FS)	54/ 1.6	0.8	1.5	1.3	1.2	1.3	57/501	434/ 3.3	3.1	2.6	---	WHBS
16. KQV (N/T)	35/ 1.1	1.6	1.8	2.3	2.0	1.7	36/937	920/ 4.9	6.9	7.1	C	KQV
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 66.96% (1980 of 2957) (SPG 92: 70.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F >>	1 WOVE-F >>	1 WOVE-F >>	1 WOVE-F >	1 WOVE-F >	1 KDKA >>	1 KDKA >>	1 KDKA	1 WOVE-F <	1 KDKA >>	1 KDKA >>>
2 WAMO-F	2 WBZZ-F	2 WBZZ-F <	2 WWSW-AF	2 WWSW-AF <	2 WWSW-AF	2 WOVE-F	2 WOVE-F	2 KDKA	2 WOVE-F <	2 WOVE-F
3 WOVE-F	3 WAMO-F <	3 WWSW-AF	3 KDKA	3 KDKA	3 WSHH-F	3 WBZZ-F	3 WWSW-AF	3 WBZZ-F <	3 WAMO-F <	3 WSHH-F
4	4 WVTY-F	4 WVTY-F	4 WVTY-F	4 WDSY-F	4 WJAS	4 WWSW-AF	4 WBZZ-F	4 WWSW-AF	4 WBZZ-F >	4 WVTY-F
5	5 WDSY-F	5 WAMO-F <	5 WDSY-F <	5 WVTY-F <	5 WDSY-F	5 WSHH-F	5 WDSY-F	5 WAMO-F	5 WWSW-AF	5
6	6 KDKA	6 KDKA	6 WBZZ-F	6 WLTV-F	6 WOVE-F	6 WDSY-F	6 WSHH-F	6 WDSY-F	6	6
7	7	7	7 WLTV-F	7 WBZZ-F	7	7 WVTY-F	7 WLTV-F	7 WVTY-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 WBZZ-F	1 WBZZ-F	1 WOVE-F	1 WBZZ-F	1 WWSW-AF	1 WOVE-F	1 WOVE-F >>	1 WOVE-F	1 WOVE-F >>	1 WOVE-F >
2 WAMO-F	2 WAMO-F <	2 WBZZ-F	2 WAMO-F	2 WBZZ-F <	2 WBZZ-F	2	2 KDKA	2 KDKA	2 KDKA
3 WVTY-F	3 WOVE-F <	3 WVTY-F	3 WVTY-F <	3 WVTY-F <	3 WAMO-F	3	3 WDSY-F	3 WWSW-AF	3 WWSW-AF
4 WOVE-F	4 WVTY-F >	4 WAMO-F	4 WOVE-F	4 WOVE-F <	4 WVTY-F	4	4 WLTV-F	4 WDSY-F	4 WDSY-F
5 WWSW-AF	5 WDSY-F	5 WOSY-F	5 WWSW-AF	5 WLTV-F <	5	5	5 WRRK-F	5	5 WLTV-F
6	6 WWSW-AF	6 WLTV-F	6 WLTV-F	6 WAMO-F	6	6	6 WVTY-F	6	6 WVTY-F
7	7	7 WWSW-AF	7	7 WSHH-F <	7	7	7 WAMO-F	7	7
8	8	8	8	8 WDSY-F	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		218 ( 3)	218 ( 3)	7.3	NM	WBCW (FS) 1530	Jeanette 0.4/0.9/ 12/ 172
AOR/CLASSIC AOR		407 ( 2)	407 ( 2)	13.8	11.7	WBVP (FS) 1230	Beaver Flis 0.5/1.1/ 17/ 217
COUNTRY	44 ( 2)	305 ( 3)	349 ( 5)	11.8	8.6	WEDO (C) 810	McKeesport 0.3/2.1/ 10/ 404
NEWS/TALK	665 ( 4)		665 ( 4)	22.5	7.5	WEPP (C) 1080	Pittsburgh 1.0/1.8/ 37/ 411
TOP 40/CHR/CONTEMP		240 ( 1)	240 ( 1)	8.1	10.4	WESA-F (AC) 98.3	Charlroi 0.3/1.8/ 11/ 343
BLACK/URBAN	7 ( 1)	192 ( 1)	199 ( 2)	6.7	5.6	WHJB (FS) 620	Greensburg 0.5/2.5/ 19/ 539
SOFT AC		326 ( 2)	326 ( 2)	11.0	11.7	WJPA-F (O) 95.3	Washington 0.3/0.8/ 12/ 181
HISPANIC						WORD-F (REL) 101.5	Pittsburgh 1.1/3.2/ 49/ 821
OLDIES	23 ( 1)	231 ( 3)	254 ( 4)	8.6	NA	WSSZ-F (O) 107.1	Greensburg 0.4/1.7/ 12/ 326
FULL SVC/VARIETY	99 ( 4)		99 ( 4)	3.3	16.1	WWCS (REL) 540	Canonsburg 0.5/1.7/ 21/ 416
NOSTALGIA	145 ( 1)		145 ( 1)	4.9	4.5	WWKS-F (AC) 106.7	Beaver Flis 0.8/4.2/ 42/1111
RELIGION/GOSPEL	17 ( 1)	38 ( 1)	45 ( 2)	1.5	2.4	WYJZ (B/G) 860	Pittsburgh 0.2/0.7/ 7/ 137
CLASSICAL							
JAZZ/NEW AC							
OTHERS UNKNOWN					0.3		
		977 (14)	1980 (16)	2957 (30)			

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	(Torbet)	
WEEP, 1080, 50 KW (DAYS, DA)	, Country	SMN, \$ NA	(D&R)	Entercom
WJAS, 1320, 5 KW (DA-N)	, Nostalgia	UNISTR CNN, \$ 35.00	(Eastman)	
WMBS, 590, 1 KW (DA-N)	, MOR/Full Service	CBS, \$ 17.00	(Regional)	(UNIDNTOWN)
WPIT, 730, 5 KW/24 W	, Religion	, \$ NA	( --- )	Salem
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	AURN, \$ 50.00	(HNWH)	Sheridan
WBZZ, 93.7, 41 KW @ 551	, CHR	, \$115.00	(Banner)	EZ
WDSY, 107.9, 50 KW @ 500	, Country	UNISTR, \$ 54.00	(D&R)	Entercom
WDVE, 102.5, 55 KW @ 820	, ADR	SOURCE, \$141.00	(Christal)	Broadcast Alchemy
WLTJ, 92.9, 47 KW @ 889	, Soft AC	, \$ 60.00	(MMR)	Frischling
WQKB, 100.7, 17 KW @ 850	, Country	ABC, \$ 43.00	(Banner)	Signature
WORD, 104.7, 50 KW @ 500	, Religion	, \$ NA	( --- )	Entercom
WPIT, 101.5, 48 KW @ 505	, Religion	, \$ NA	( --- )	Salem
WRRK, 96.9, 45 KW @ 531	, CL. ADR	ABC, \$ 45.00	(MMR)	(Frischling) (BRADDOCK)
WSHH, 99.7, 11 KW @ 928	, Soft AC	UPI UNISTR, \$ 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

Miscellaneous: WMXP-F changes to WQKB-F and from CHR to Country (Feb) . . . WRRK-F (Braddock) sold by Bennis to Frischling for \$5,500,000 (Bergner) . . . WPIT-F changes to WORD-F . . .

PORTLAND, ME

Arbitron Rank/Pop (12+): 157/208,800  
 MSA Rank/Pop: 179/246,300  
 ADI # 75  
 Average Person Ratings: 16.1  
 Market TSL: 21.50 hours

Stations: 20/18  
 Diaries: 614/340:1/50.5%  
 Sample Target: 620  
 % Below Line: 1.2  
 % Not Listed: 15.2

1992 Revenue: \$10,000,000  
 HH Inc.: \$35,573  
 Retail \$: 3.2 Bill  
 Pop per Station: 11,600  
 #1 Biller: WBLM-F \$2,500,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WBLM-F (AOR)	58/17.3	13.1	17.3	14.1	13.2	----	149/1881	667/31.9	28.6	34.1	D	WBLM-F
2. WPOR-AF (C)	51/15.2	17.3	12.6	13.0	12.9	----	149/1501	620/29.7	25.8	23.7	D	WPOR-AF
3. WGAN (FS)	28/ 8.3	10.1	8.5	7.1	9.0	----	45/ 645	360/17.2	22.0	16.1		WGAN
4. WMGX-F (CL AOR)	26/ 7.7	8.6	9.7	9.6	7.8	----	41/ 813	435/20.8	23.0	24.0	C	WMGX-F
WCSO-F (CHR)	26/ 7.7	7.1	7.2	3.1	3.3	----	48/ 768	371/17.8	18.5	18.3		WCSO-F
6. WKZS-F (AC)	15/ 4.5	2.1	4.7	3.7	5.7	----	55/ 883	341/16.3	10.5	13.4		WKZS-F
7. WHOM-F (SAC)	11/ 3.3	3.6	6.0	4.8	6.9	----	88/1223	284/13.6	10.5	12.2		WHOM-F
WYNZ (BB)	11/ 3.3	2.1	-----	-----	1.5	----	17 /182	100/ 4.8	5.4	1.3		WYNZ
9. WYNZ-F (O)	10/ 3.0	3.9	6.3	6.5	4.2	----	11/ 204	177/ 8.5	9.1	14.0		WYNZ-F
10. WCLZ-F (J/NAC)	9/ 2.7	2.4	1.6	2.0	3.0	----	25/ 392	138/ 6.6	6.8	6.1		WCLZ-F
WLAM (BB)	8/ 2.4	2.7	2.2	2.8	4.5	----	30/ 279	123/ 5.9	4.8	5.4		WLAM
12. WPKM-F (CL)	7/ 2.1	1.2	0.6	4.2	1.8	----	11/ 160	120/ 5.7	3.7	4.4		WPKM-F
13. WHYR-F (CHR)	6/ 1.8	1.5	1.9	-----	-----	----	11/ 232	132/ 6.3	4.7	5.9		WHYR-F
WTMT-F (O)	6/ 1.8	1.2	-----	5.1	6.3	----	18/ 339	141/ 6.8	4.5	-----		WTMT-F

12+ FM SHARE (METRO): 82.81% (236 of 285) (SPG 92: 83.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 WBLM-F	1 WBLM-F>>	1 WBLM-F>>	1 WBLM-F	1 WBLM-F<	1 WPOR-AF>	1 WPOR-AF<	1 WBLM-F	1 WBLM-F	1 WBLM-F>	1 WPOR-F>
WHYR-F>	2 WMGX-F<	2 WPOR-AF	2 WPOR-AF	2 WPOR-AF>	2 WGAN >	2 WBLM-F>	2 WPOR-AF	2 WPOR-AF>	2 WPOR-AF>	2 WGAN >
3 WCSO-F>	3 WCSO-F>	3 WMGX-F	3 WMGX-F	3 WKZS-F	3	3 WGAN	3 WMGX-F<	3 WCSO-F	3 WGAN	3
4 WPOR-AF	4 WPOR-AF	4 WCSO-F>	4 WCSO-F>	4 WCSO-F	4	4 WMGX-F	4 WGAN	4 WMGX-F<	4 WCSO-F	4
5	5	5	5	5	5	5 WCSO-F	5 WCSO-F	5 WGAN	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 WBLM-F	1 WBLM-F>	1 WMGX-F	1 WBLM-F	1 WPOR-AF<	1 WBLM-F	1 WBLM-F>>	1 WBLM-F	1 WBLM-F>>	1 WBLM-F
2 WCSO-F	2 WMGX-F	2 WCSO-F	2 WCSO-F<	2 WBLM-F<	2 WMGX-F	2	2 WCSO-F	2 WPOR-AF	2 WPOR-AF>
WPOR-AF	WCSO-F	3 WBLM-F	3 WPOR-AF<	3 WCLZ-F<	WZPK-F	3	3 WMGX-F	3 WMGX-F>	3 WMGX-F
4	4 WPOR-AF	4	4 WMGX-F	4 WMGX-F>	4	4	4	4 WCSO-F	4 WCSO-F
5	5 WKZS-F	5	5	5	5	5	5	5	5 WGAN

FORHATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		15 ( 1)	15 ( 1)	5.2	NM	WKRH-F (AOR)	105.9 BATH 0.6/3.6/ 15/ 429
AOR/CLASSIC AOR		88 ( 4)	88 ( 4)	31.0	34.6	WXGL-F (O)	93.9 LEWISTON 0.6/3.2/ 22/ 464
COUNTRY	2 ( 1)	49 ( 1)	51 ( 2)	18.0	15.0	WZPK-F (CHR)	103.7 BERLIN 1.5/7.1/ 30/ 613
NEWS/TALK					1.5		
TOP 40/CHR/CONTEMP		37 ( 3)	37 ( 3)	13.0	2.3	WBQQ-F (?)	99.3 KENNEBUNK 0.6/3.4/ 8/ 133
BLACK/URBAN						WTOS-F (AOR)	105.1 SKOWHEGAN 0.6/3.7/ 22/ 484
SOFT AC		11 ( 1)	11 ( 1)	4.0	7.1		
HISPANIC							
OLDIES		18 ( 3)	18 ( 3)	6.3	NA		
FULL SVC/VARIETY	28 ( 1)		28 ( 1)	9.9	10.2		
NOSTALGIA	19 ( 2)		19 ( 2)	6.6	2.6		
RELIGION/GOSPEL							
CLASSICAL		7 ( 1)	7 ( 1)	2.4	0.8		
JAZZ/NEW AC		9 ( 1)	9 ( 1)	3.1	NA		
OTHERS UNKNOWN		2 ( 1)	2 ( 1)	0.7	1.9		
	49 ( 4)	236 (16)	285 (20)				

RADIO STATIONS

WGAN , 560, 5 KW (DA-1)	Full Service	NBC-T, NBC, \$18.00 (Katz)	Saga
WLAM , 870, 10 KW/1 KW (OA-2),	Nostalgia	SMN ABC, \$10.00 (D & R)	(GORHAM)
WPOR , 1490, 1 KW -- SEE WPOR-F			
WBLM-F, 102.9, 100 KW @ 1460	, AOR	, \$50.00 (Mc-Guild)	Fuller-Jeffrey
WCLZ-F, 98.9, 50 KW @ 400	, Jazz/NAC	, \$15.00 (Christal)	(BRUNSWICK)
WCSO-F, 97.9, 16 KW @ 889	, CHR	, \$22.00 (Banner)	
WHOM-F, 94.9, 48 KW @ 3760	, Soft AC	, \$44.00 (Christal)	Barnstable (MT. WASHINGTON)
WKZS-F, 99.9, 50 KW @ 492	, AC	, \$28.00 (D & R)	(AUBURN)
WMGX-F, 93.1, 50 KW @ 443	, Classic AOR	, \$41.00 (Katz)	Saga
WPKM-F, 106.3, 3 KW @ 298	, Classical	, \$17.00 (CMBS)	
WPOR-F, 101.9, 50 KW @ 500	, Country	ABC, \$55.00 (Mc-Guild)	
WYNZ-F, 100.9, 4.5 KW @ 226	, Oldies	UNISTR, \$18.00 (Katz)	Saga (WESTBROOK)

Miscellaneous: WYNZ A/F sold by Buckley to Saga (D) for \$850,000 (Stevens) . . .

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,473,700

Stations: 29/29  
Diaries: 1676/879:1/53.6%  
Sample Target: 1580  
% Below Line: 0.0  
% Not Listed: 14.3

1992 Revenue: \$52,500,000  
HM Inc.: \$32,021  
Retail \$: 13.0 Bill  
Pop per Station: 50,817  
#1 Biller: KINK-AF \$6,800,000

MSA Rank/Pop: 42/1,430,000  
AOI # 26  
Average Person Ratings: 15.8  
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KUPL-AF (C)	224/ 9.6	7.8	10.4	9.5	9.5	9.3	275/3372	2899/19.7	19.8	22.0	G	KUPL-AF
2. KXL (N/T)	192/ 8.2	8.0	8.2	7.0	6.4	7.9	209/2886	2565/17.4	17.3	12.0	F	KXL
3. KUFO-F (AOR)	162/ 6.9	5.6	7.1	5.8	6.7	6.4	177/2694	2440/16.6	15.5	14.3	E	KUFO-F
4. KKCW-F (AC)	159/ 6.8	5.5	5.6	6.3	5.8	6.1	173/2613	2358/16.0	13.9	15.5	G	KKCW-F
5. KKRZ-F (CHR)	154/ 6.6	8.3	8.0	7.8	8.4	7.7	166/3372	3021/20.5	18.3	20.5	F	KKRZ-F
6. KWJJ-AF (C)	149/ 6.4	6.4	5.0	7.3	6.7	6.3	171/2991	2585/17.5	14.9	15.2	C	KWJJ-AF
7. KINK-AF (AOR)	133/ 5.7	6.1	5.2	5.7	5.6	5.7	138/2345	2163/14.7	12.8	15.5	G	KINK-AF
8. KEX (FS)	131/ 5.6	7.9	7.5	6.4	10.7	6.9	142/3126	2775/18.8	20.9	29.3	G	KEX
9. KGON-F (AOR)	113/ 4.8	4.4	4.4	4.2	3.3	4.5	137/2337	2063/14.0	12.8	11.1	O	KGON-F
10. KKSJ-F (O)	101/ 4.3	4.3	6.1	5.9	6.0	5.2	132/2558	2032/13.8	17.9	18.1	F	KKSJ-F
11. KXYQ-F (CHR)	95/ 4.1	3.8	2.7	2.6	3.0	3.3	115/2323	1821/12.4	9.6	9.7	C	KXYQ-F
12. KXL -F (SAC)	75/ 3.2	3.0	2.6	4.2	3.3	3.3	80/1503	1324/ 9.0	8.3	9.5	O	KXL -F
13. KKSJ (BB)	75/ 3.2	5.1	3.5	3.8	4.4	3.9	103/1156	1047/ 7.1	7.7	8.9	C	KKSJ
14. KOBX-F (REL)	28/ 1.2	1.2	0.7	1.0	0.5	1.0	28/330	330/ 2.2	1.4	2.0		KOBX-F
15. KBBT (AOR)	27/ 1.2	0.7	0.7	0.9	0.9	0.9	30/544	527/ 3.6	3.5	2.5		KBBT
16. KPDQ-F (REL)	27/ 1.2	1.7	1.8	1.4	1.1	1.5	39/809	691/ 4.7	5.1	5.5	B	KPDQ-F
17. KFXX (SPRST)	25/ 1.1	1.1	1.4	1.4	1.1	1.3	26/577	557/ 3.8	3.8	2.9	B	KFXX
18.												
19.												
20.												

12+ FM SHARE (METRO): 70.31% (1407 of 2001) (SPG 92: 68.48%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
AC	19 ( 2)	180 ( 2)	199 ( 4)	9.9	NM	KBMS (B) 1480 Vancouver WA	0.5/1.2/ 13/ 192	
AOR/CLASSIC AOR	47 ( 3)	404 ( 3)	451 ( 6)	22.5	19.7	KCCS (REL) 1220 Salem	0.3/0.8/ 13/ 193	
COUNTRY	52 ( 2)	321 ( 2)	373 ( 4)	18.6	18.7	KKBK-F (?) 106.7 Lake Oswego	0.9/4.2/ 26/ 679	
NEWS/TALK	228 ( 3)		228 ( 3)	11.4	9.1	KMUZ-F (REL) 94.7 Camas, WA	0.9/2.6/ 22/ 400	
TOP 40/CHR/CONTEMP		249 ( 2)	249 ( 2)	11.3	13.3	KPHP (REL?) 1290 Lake Oswego	0.9/1.4/ 22/ 204	
BLACK/URBAN	12 ( 1)		12 ( 1)	0.6	0.5	KUIK (T) 1360 Hillsboro	0.4/1.6/ 9/ 233	
SOFT AC		75 ( 1)	75 ( 1)	3.8	3.9	KWIP (AC) 880 Dallas	0.4/0.5/ 16/ 110	
HISPANIC						KYKN (T) 1430 Keizer	0.5/1.3/ 14/ 242	
OLOIES		101 ( 1)	101 ( 1)	5.0	NA	KZRC (AOR) 1010 Milwaukie	0.7/1.6/ 16/ 231	
FULL SVC/VARIETY	131 ( 1)		131 ( 1)	6.5	12.3			
NOSTALGIA	75 ( 1)		75 ( 1)	3.7	5.1			
RELIGION/GOSPEL	30 ( 2)	77 ( 3)	107 ( 5)	5.3	1.2			
CLASSICAL								
JAZZ/NEW AC								
OTHERS UNKNOW								
	594 (14)	1407 (14)	2001 (29)					

PORTLAND, OR

RADIO STATIONS

AM STATIONS

KBBT, 970, 5 KW (DA-1)	, AOR	, \$ N/A (Eastman)	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 (CBS)	
KINK, 620, 5 KW (DA-N)	, SEE KINK-FM		
KKSN, 910, 5 KW (DA-2)	, NOSTALGIA	UNISTR, NBC, \$ 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 (CBS)	Apogee
KINK, 101.9, 100 KW @ 1673, PROG AOR		, \$ 125.00 (MHR)	
KKCW, 103.3, 90 KW @ 1653, AC		, \$ 151.00 (D&R)	Trumper
KKRZ, 100.3, 95 KW @ 1433, CHR		, \$ 97.00 (Katz)	Great American
KKSN, 97.1, 100 KW @ 1000, OLDIES		UNISTR, \$ 70.00 (Christal)	Heritage
KKBK, 106.7, 94 KW @ 846, AC/OLDIES	ABC, SOURCE	, \$ 40.00 (HNWH)	BayCom
KPDQ, 93.7, 100 KW @ 941, RELIGION		, \$ 21.00 (---)	
KUFO, 101.1, 100 KW @ 1640, AOR		, \$ 60.00 (Eastman)	Henry
KUPL, 98.5, 100 KW @ 1105, COUNTRY		APR, \$ 100.00 (Banner)	Scripps-Howard
KWJJ, 99.5, 94 KW @ 869, COUNTRY	UNISTR, ABC	, \$ 40.00 (D&R)	Park
KXL, 95.5, 100 KW @ 991, SOFT AC/EZ		, \$ 54.00 (McGuild)	Alexander
KXYQ, 105.1, 100 KW @ 1840, CHR		ABC, \$ 41.00 (Torbet)	Van Halen (SALEM)

Miscellaneous: KGW changes to KINK in March . . . KMXI-F (Lake Oswego) sold by Fairmont to Bay-Com for \$3,625,000 . . . KMXI-F changed to KKBK-F in June. . . KUPL A/F sold by Scripps-Howard to BayCom (D) for \$23,000,000. . .

PORTSMOUTH-DOVER-ROCHESTER, NH

Arbitron Rank/Pop (12+): 109/342,700  
 MSA Rank/Pop: 135/359,100  
 Boston ADI  
 Average Person Ratings: 17.6  
 Market TSL: 23.25 hours

Stations: 36/10  
 Diaries: 940/365:1/59.1%  
 Sample Target: 790  
 % Below Line: 44.9  
 % Not Listed: 16.1

1992 Revenue: \$7,900,000  
 HH Inc.: \$40,005  
 Retail \$: 3.7 Bil  
 Pop per Station: 34,270  
 #1 Biller: WOKQ-F \$2,700,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WOKQ-F (C)	78/12.9	13.9	13.1	11.9	12.0	----	89/1050	872/25.4	25.1	25.8	D	WOKQ-F
2. WHEB-F (AOR)	52/ 8.6	10.4	7.9	9.3	8.1	----	57/ 715	632/18.4	19.8	20.7	C	WHEB-F
3. WERZ-F (CHR)	32/ 5.3	6.7	7.6	8.3	5.6	----	39/ 749	686/20.0	18.1	19.7	C	WERZ-F
4. WXKS-F (CHR)	31/ 5.1	2.7	2.3	1.4	2.2	----	33/ 563	544/15.9	10.2	9.9		WXKS-F
5. WSSH-F (SAC)	27/ 4.5	3.5	4.8	4.7	5.2	----	29/ 499	476/13.9	10.8	15.0		WSSH-F
WTSN (FS)	27/ 4.5	3.2	2.7	2.8	4.1	----	27/ 398	392/11.4	7.8	9.5	B	WTSN
7. WDDS-F (O)	22/ 3.6	2.5	1.6	2.0	1.7	----	22/ 324	317/ 9.3	7.4	7.2		WDDS-F
8. WBCN-F (AOR)	21/ 3.5	2.7	5.5	1.6	3.4	----	21/ 326	319/ 9.3	8.7	11.6		WBCN-F
9. WBZ (N/T)	20/ 3.3	3.5	3.1	3.6	2.4	----	23/ 465	363/10.6	12.5	9.7		WBZ
10. WRKO (T)	18/ 3.0	2.8	3.4	4.2	4.4	----	21/ 379	326/ 9.5	7.1	9.8		WRKO
11. WMYF (BB)	16/ 2.7	3.7	1.6	3.3	1.7	----	16/ 148	148/ 4.3	4.0	2.3	A	WMYF
12. WZID-F (SAC)	16/ 2.7	2.7	3.1	3.0	1.9	----	17/ 279	265/ 7.7	6.9	9.6		WZID-F
13. WHOM-F (SAC)	15/ 2.5	3.4	2.4	3.6	2.4	----	31/ 408	230/ 6.7	8.9	9.5	B	WHOM-F
14. WCQL-F (O)	13/ 2.2	3.7	2.7	3.3	3.0	----	18/ 355	295/ 8.6	9.3	8.6		WCQL-F
15.												

12+ FM SHARE (METRO): 81.42% (412 of 506) (SPG 92: 83.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXKS-F>>	1 WHEB-F>	1 WHEB-F<	1 WOKQ-F	1 WOKQ-F	1 WOKQ-F>>	1 WOKQ-F>	1 WOKQ-F>	1 WOKQ-F	1 WXKS-F	1 WTSN
2	2 WERZ-F	2 WOKQ-F>	2 WHEB-F>>	2 WHEB-F>>	2 WTSN	2 WHEB-F	2 WHEB-F>	2 WHEB-F	2 WHEB-F<	2 WBZ
3	3 WOKQ-F	3 WERZ-F	3 WODS-F	3 WSSH-F	3 WSSH-F	3 WTSN	3 WSSH-F	3 WERZ-F	3 WOKQ-F	3 WOKQ-F
4	4 WXKS-F	4 WBCN-F	4 WSSH-F	4 WODS-F	4 WBZ	4 WREZ-F	4 WTSN	4 WXKS-F	4 WERZ-F	4 WHEB-F
5	5 WBCN-F	5	5	5	5	5	5 WERZ-F	5 WBCN-F	5 WTSN	5
6	6	5	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 WHEB-F	1 WHEB-F>	1 WHEB-F	1 WOKQ-F	1 WOKQ-F	1 WHEB-F	1 WHEB-F>>	1 WHEB-F	1 WHEB-F	1 WOKQ-F<<
2 WERZ-F	2 WERZ-F	2 WERZ-F	2 WHEB-F	2 WSSH-F	2 WERZ-F	2 WBCN-F	2 WOKQ-F	2 WOKQ-F>	2 WHEB-F>>
3 WXKS-F	3 WXKS-F	3 WOKQ-F	3 WERZ-F	3 WERZ-F	3 WBCN-F	3 WERZ-F	3 WCGY-F	3 WBCN-F>	3 WBCN-F
4 WOKQ-F	4 WOKQ-F	4 WXKS-F	4	4 WHEB-F	4 WXKS-F	4 WOKQ-F	4 WBCN-F	4 WERZ-F	4 WODS-F
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		30 ( 5)	30 ( 5)	6.0	NM	WCDQ-F (AOR)	92.1	SANFORD	0.7/3.5/ 8/ 194
AOR/CLASSIC AOR		120 (10)	120 (10)	24.0	29.6	WHEH-F (AC)	96.7	ROCHESTER	1.3/5.7/ 8/ 197
COUNTRY		89 ( 4)	89 ( 4)	18.0	15.2	WXBB-F (C)	105.3	KITTERY	0.5/2.0/ 3/ 67
NEWS/TALK	51 ( 6)		51 ( 6)	10.0	11.4	WZNN (T)	930	ROCHESTER	0.3/4.6/ 4/ 196
TOP 40/CHR/CONTEMP		74 ( 3)	74 ( 3)	15.0	14.0	WGIR (N/T)	610	MANCHESTER	0.3/1.1/ 2/ 38
BLACK/URBAN						WGIR-F (ADR)	101.1	MANCHESTER	1.5/8.7/ 9/ 306
SOFT AC		58 ( 3)	58 ( 3)	11.4	12.0	WXLO-F (AC)	104.5	FITCHBURG	0.5/3.1/ 3/ 117
HISPANIC						WPOR-F (C)	101.9	PORTLAND	0.8/2.0/ 45/ 432
OLDIES		35 ( 2)	35 ( 2)	7.0	NA	WBLH-F (AOR)	102.9	PORTLAND	1.2/6.4/ 31/ 577
FULL SVC/VARIETY	27 ( 1)		27 ( 1)	5.3	3.2				
NOSTALGIA	16 ( 1)		16 ( 1)	3.1	1.9				
RELIGION/GOSPEL									
CLASSICAL		6 ( 1)	6 ( 1)	1.1	1.3				
JAZZ/NEW AC					0.8				
OTHERS UNKNOWN									
	94 ( 8)	412 (28)	506 (36)			WAFX-F	1.2/3.8	WHDH	0.8/3.6
						WBCS-F	0.5/1.6	WLYT-F	1.7/8.2
						WBMX-F	0.8/4.6	WMJX-F	0.7/3.2
						WBOQ-F	1.0/1.9	WZLX-F	0.7/4.8
						WBOS-F	0.7/3.7	WZOU-F	1.8/10.0
						WCGY-F	1.3/5.6		
						WEEI	0.7/2.5		
						WFNX-F	0.7/1.7		

PORTSMOUTH-DOVER-ROCHESTER, NH

RADIO STATIONS

WMYF , 1540, 5 KW (DAYS) , Nostalgia	, \$12.00 (Mc-Guild) Precision (EXETER)
WTSN , 1270, 5 KW (DA-2) , Full Service	ABC, \$17.00 (Torbat)
WZNN , 930, 5 KW (DA-2) , News	MBS, \$12.00 ( --- )
WCDQ-F, 92.1, 1.2 KW @ 525 , AOR	, \$12.00 ( --- ) (SANFORD)
WCQL-F, 95.3, 6 KW @ 466 , Oldies	, \$16.00 (Katz) Sunshine (YORK)
WERZ-F, 107.1, 5 KW @ 351 , CHR	, \$35.00 (Mc-Guild) Precision (EXETER)
WHEB-F, 100.3, 50 KW @ 459 , AOR	, \$40.00 (Banner) Knight
WOKQ-F, 97.5, 50 KW @ 492 , Country	, \$55.00 (Mc-Guild) Fuller-Jeffrey
WWEM-F, 96.7, 3 KW @ 298 , AC	, \$18.00 (D & R)

Other ranked stations -- see Boston or Portland

\*\*\*\*\* 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		*

PROVIDENCE

Arbitron Rank/Pop (12+): 31/1,283,100  
 MSA Rank/Pop: 58/918,000  
 ADI # 43  
 Average Person Ratings: 18.2  
 Market TSL: 23.75 hours

Stations: 42/24  
 Diaries: 1643/781:1/56.8%  
 Sample Target: 1530  
 % Below Line: 17.9  
 % Not Listed: 10.0

1992 Revenue: \$25,300,000  
 HH Inc.: \$34,562  
 Retail \$: 6.2 Bil  
 Pop per Station: 53,463  
 #1 Biller: WHJY-F \$4,100,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WHJY-F (AOR)	183/ 7.8	6.7	6.7	9.9	8.1	7.8	235/3099	2593/20.2	18.0	20.4	F	WHJY-F
2. WPRO-F (CHR)	181/ 7.7	9.3	10.0	9.1	7.7	9.0	196/3803	3338/26.0	28.6	26.0	E	WPRO-F
3. WWLI-F (SAC)	175/ 5.5	8.8	6.8	6.9	6.6	7.5	189/2265	2030/15.8	16.7	15.9	E	WWLI-F
4. WSNE-F (AC)	125/ 5.3	5.7	6.3	4.4	4.8	5.4	140/2113	1907/14.9	16.3	15.4	F	WSNE-F
5. WPRO (T)	124/ 5.3	5.5	5.9	4.0	5.1	5.2	124/2019	1992/15.5	14.8	15.8	E	WPRO
6. WHJJ (N/T)	122/ 5.2	4.6	6.3	4.6	6.0	5.2	122/1554	1549/12.1	10.9	13.4	D	WHJJ
7. WWBB-F (O)	120/ 5.1	4.8	4.5	6.0	6.3	5.1	127/2150	1921/15.0	13.5	16.5	E	WWBB-F
8. WCTK-F (C)	116/ 5.0	3.7	4.7	4.7	4.5	4.5	145/1627	1237/ 9.6	10.4	8.8		WCTK-F
9. WWRX-F (CL AOR)	96/ 4.1	3.5	3.5	3.6	3.6	3.7	161/2812	1780/13.9	13.1	14.0		WWRX-F
10. WPLM-F (BB)	92/ 3.9	3.8	4.5	3.6	3.3	4.0	153/1871	1006/ 7.8	8.3	7.9		WPLM-F
11. WWKX-F (CHR)	81/ 3.5	3.9	2.8	2.6	3.5	3.2	87/1636	1509/11.8	10.7	10.9		WWKX-F
12. WFHN-F (CHR)	62/ 2.6	2.2	1.9	1.8	2.2	2.1	73/934	660/ 5.1	4.2	5.1		WFHN-F
WBRU-F (AOR)	62/ 2.6	2.1	2.4	4.0	4.2	2.8	76/1707	1403/10.9	8.8	11.0		WBRU-F
14. WLKW (BB)	50/ 2.1	2.3	2.0	3.7	2.0	2.5	53/830	792/ 6.2	5.0	5.2		WLKW
15. WBSH (T/FS)	37/ 1.6	1.1	1.3	1.6	1.1	1.4	54/439	331/ 2.6	2.5	2.5		WBSH

12+ FM SHARE (METRO): 74.09% (1561 of 2107) (SPG 92: 73.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WWKX-F	1 WHJY-F	1 WHJY-F	1 WHJY-F	1 WWLI-F	1 WHJJ	1 WPRO-F	1 WWLI-F	1 WHJY-F	1 WHJY-F	1 WHJJ
2 WPRO-F	2 WPRO-F	2 WPRO-F	2 WWLI-F	2 WHJY-F	WWLI-F	2 WHJY-F	2 WHJY-F	2 WPRO-F	2 WPRO-F	2 WBZ
3	3 WWRX-F	3 WWLI-F	3 WPRO-F	3 WPRO-F	3 WPRO	3 WPRO	3 WPRO-F	3 WWLI-F	3 WWKX-F	3 WWKX-F
4	4 WSNE-F	4 WSNE-F	4 WSNE-F	4 WWBB-F	4 WPLM-AF	4 WWLI-F	4 WHJJ	4 WSNE-F	4 WPRO	4 WBSH-F
5	5 WWLI-F	5 WWRX-F	5 WWBB-F	5 WSNE-F	5 WCTK-F	5 WHJJ	5 WSNE-F	5 WHJJ	5 WWLI-F	5 WPRO
6	6 WBRU-F	6 WWBB-F	6 WWRX-F	6 WWRX-F	6 WWBB-F	6 WSNE-F	6 WWBB-F	6 WCTK-F	6 WSNE-F	6 WCTK-F
7	7 WWKX-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 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 WSNE-F	2 WSNE-F	2 WWLI-F	2 WPRO-F	2 WPRO-F	2 WWRX-F	2 WWRX-F	2 WWRX-F	2 WWBB-F
3 WWKX-F	3 WWLI-F	3 WWLI-F	3 WSNE-F	3 WSNE-F	3 WAAF-F	3 WPRO-F	3 WWBB-F	3 WPRO-F	3 WWRX-F
4 WWLI-F	4 WHJY-F	4 WHJY-F	4 WHJY-F	4 WCTK-F	4 WWKX-F	4 WWBB-F	4 WPRO-F	4 WWBB-F	4 WWLI-F
5 WSNE-F	5 WBRU-F	5 WWRX-F	5 WCTK-F	5 WHJY-F	5 WWRX-F	5 WBRU-F	5 WBRU-F	5 WWLI-F	5 WPRO-F
6 WBRU-F	6 WWRX-F	6 WWBB-F	6 WWBB-F	6 WWBB-F	6	6 WWKX-F	6 WSNE-F	6	6 WPRO
7	7 WWKX-F	7	7	7	7	7	7	7	7 WSNE-F

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		150 ( 3)	150 ( 3)	7.1	NM	WALE (T) 990	Providence 0.6/2.2/ 15/	317	
AOR/CLASSIC AOR		449 ( 7)	449 ( 7)	21.3	20.6	WARV (REL) 1590	Warwick 0.3/1.4/ 7/	193	
COUNTRY		151 ( 4)	151 ( 4)	7.2	5.0	WHIM (?) 1110	Providence 1.1/3.7/ 27/	498	
NEWS/TALK	366 ( 8)		366 ( 8)	17.4	19.4	WHTB (FS) 1400	Fall River 0.3/0.9/ 8/	119	
						WICE (O) 550	Pawtucket 0.3/1.4/ 7/	179	
TOP 40/CHR/CONTEMP		361 ( 5)	361 ( 5)	17.1	16.9	WNRI (FS) 1380	Woonsocket 1.1/1.8/ 25/	229	
BLACK/URBAN						WOTB-F (J) 100.3	Middletown 0.8/3.0/ 21/	431	
SOFT AC		175 ( 1)	175 ( 1)	8.3	9.5	WRCP (E) 1290	Providence 0.6/0.8/ 13/	100	
HISPANIC						WRIB (REL) 1220	Providence 0.3/0.8/ 7/	102	
OLDIES	7 ( 1)	144 ( 2)	151 ( 3)	7.2	NA	WSAR (T) 1480	Fall River 1.2/2.0/ 27/	260	
FULL SVC/VARIETY	70 ( 3)		70 ( 3)	3.3	2.0	WCTY-F (C) 97.7	Norwich 0.6/1.0/ 69/	598	
NOSTALGIA	50 ( 1)	92 ( 1)	142 ( 2)	6.7	3.8	WFAN (SPR) 660	New York 0.6/2.1/ 37/	619	
RELIGION/GOSPEL	14 ( 2)		14 ( 2)	0.7	NA				
CLASSICAL		20 ( 1)	20 ( 1)	0.9	0.8				
JAZZ/NEW AC		19 ( 1)	19 ( 1)	0.9	1.7				
OTHERS UNKNOWN	39 ( 2)		39 ( 2)	1.9	2.4				
	546 (17)	1561 (25)	2107 (42)						

See Boston for more information about the following:

WAAF-F	1.5/5.0	WCRB-F	0.9/3.1
WBCN-F	1.3/3.5	WHDH	0.6/1.9
WBCS-F	0.3/1.5	WMJX-F	0.6/2.3
WBHX-F	0.5/2.4	WODS-F	1.0/4.8
WBOS-F	1.4/3.5	WRKO	0.8/1.6
WBZ	1.3/4.8	WXKS-F	0.9/4.8
WCLB-F	0.6/2.3	WZLX-F	0.5/3.5
		WZOU-F	0.7/5.9



PROVIDENCE  
-----

RADIO STATIONS  
-----

WALE, 990, 50 KW/500 W (DA-2), TALK			
WHRX, 1110, 5 KW (DAYS)			
WHJJ, 920, 5 KW (DA-N)			
WLKW, 790, 5 KW (DA-2)			
WPRO, 630, 5 KW (DA-N)			
WBRU-F, 95.5, 20 KW @ 440, ADR	SOURCE	\$ 40.00 (MHR)	
WCTK-F, 98.1, 47 KW @ 508, COUNTRY		\$ 38.00 (D & R)	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, ADR	SOURCE	\$ 93.00 (Katz)	Merv Griffin
WPRO-F, 92.3, 39 KW @ 551, CHR	ABC	\$ 83.00 (Mc-Guild)	Telemedia
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 (MHR)	Wilks-Schwartz
WWKX-F, 106.3, 1.2 KW @ 194, CHR	UNISTR	\$ 35.00 (Christal)	
WWLI-F, 105.1, 50 KW @ 500, SOFT AC		\$ 71.00 (Torbet)	Tele-Media
WWRX-F, 103.7, 50 KW @ 500, CLASSIC ADR	CNN	\$ 46.00 (D & R)	

Other Stations - See Boston or New Bedford

Miscellaneous: WWBB-F sold by Wilks-Schwartz to Radio Equity for \$11,650,000 (E) (Blackburn) . . .

PUEBLO  
-----

Arbitron Rank/Pop (12+): 231/102,800  
MSA Rank/Pop: 291/126,000  
ADI #99 (w/Colorado Springs)  
Average Person Ratings: 17.6  
Market TSL: 23.00 hours

Stations: 19/8  
Diaries: 639/161:1/56.3%  
Sample Target: 610  
% Below Line: 38.7  
% Not Listed: 15.5

1992 Revenue: \$3,300,000  
HH Inc.: \$21,414  
Retail \$: 0.9 Bill  
Pop per Station: 12,850  
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KCCY-F (C)	42/23.2	----	18.8	----	20.9	----	50/531	403/39.2	0.0	36.5		KCCY-F
2. KKM-F (CHR)	21/11.6	----	10.6	----	8.6	----	85/951	242/23.5	0.0	22.0		KKM-F
3. KCSJ (N/T)	10/ 5.5	----	7.6	----	8.0	----	13/242	182/17.7	0.0	19.3		KCSJ
KDZA-F (O)	10/ 5.5	----	5.9	----	8.0	----	18/307	168/16.3	0.0	13.7		KDZA-F
KILO-F (AOR)	10/ 5.5	----	2.9	----	2.1	----	49/725	126/12.3	0.0	7.5		KILO-F
6. KRDO-F (SAC)	9/ 5.0	----	4.1	----	5.9	----	45/645	105/10.2	0.0	8.6		KRDO-F
7. KGHF (BB)	8/ 4.4	----	6.5	----	3.7	----	12/184	123/12.0	0.0	11.3		KGHF
KRM-F (SP)	8/ 4.4	----	5.9	----	5.3	----	10/124	72/ 7.0	0.0	8.2		KRM-F
9. KKFH-F (CL AOR)	7/ 3.9	----	1.8	----	2.7	----	71/886	105/10.2	0.0	0.0		KKFH-F
10. KSPZ-F (O)	6/ 3.3	----	3.5	----	0.5	----	46/668	77/ 7.5	0.0	7.6		KSPZ-F
11. KOA (N/T)	5/ 2.8	----	2.9	----	1.6	----	40/596	103/10.0	0.0	8.5		KOA
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 76.47% (117 of 153) (SPG 92: 71.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKM-F>>	1 KCCY-F<	1 KCCY-F>>	1 KCCY-F>>	1 KCCY-F>>	1 KCCY-F>>	1 KCCY-F>>	1 KCCY-F>>	1 KCCY-F>>	1 KCCY-F>	1 KKM-F>
2 KCCY-F>	2 KKM-F>	2 KKM-F>	2 KDZA-F<	2 KDZA-F	2 KCSJ	2 KCSJ <	2 KDZA-F	2 KKM-F>	2 KCCY-F>>	2 KGHF
3	3 KILO-F>	3 KOZA-F	3 KKM-F	3 KKM-F	3 KOZA-F	3 KKM-F>	3 KKM-F>	3 KILO-F	3	3 KCCY-F
4	4	KILO-F	4 KILO-F	4 KILO-F	KRDO-F	4	4	4	4	4
5	5	5	5	5	5	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 KKM-F	1 KCCY-F	1 KCCY-F	1 KCCY-F>>	1 KCCY-F>>	1 KKM-F	1 KCCY-F	1 KCCY-F	1 KCCY-F>	1 KCCY-F>>
2 KCCY-F	2 KKM-F>>	2 KKM-F	2 KKM-F>>	2 KOZA-F	2 KCCY-F	KILO-F	KILO-F	2 KILO-F	2 KDZA-F
3	3	3	3	3 KKM-F	KILO-F	3 KKM-F>>	3 KKM-F	3 KKM-F	KILO-F
4	4	4	4	4	4	4	4	4 KDZA-F	4 KKFH-F
5	5	5	5	5	5	5	5	5 KKFH-F	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		4 ( 1)	4 ( 1)	2.6	NM	KFEL (REL) 970 Pueblo	0.6/3.3/ 3/ 63		
AOR/CLASSIC AOR		17 ( 2)	17 ( 2)	11.1	9.2	KKPC (?) 1230 Pueblo	1.7/3.2/ 3/ 43		
COUNTRY		46 ( 2)	46 ( 2)	30.1	24.6	KRRU (?) 1480 Pueblo	0.6/1.6/ 1/ 20		
NEWS/TALK	15 ( 2)		15 ( 2)	9.8	12.7				
TOP 40/CHR/CONTEMP		22 ( 2)	22 ( 2)	14.4	14.1	KGFT-F (REL) 100.7 Pueblo	0.6/1.8/ 12/ 208		
BLACK/URBAN						KIKX-F (CHR) 102.7 Manitou Spgs	0.6/3.6/ 33/ 423		
SOFT AC		11 ( 2)	11 ( 2)	7.2	9.9	KKCS-F (C) 101.9 Colo. Spgs	2.2/9.3/125/1347		
HISPANIC	8 ( 1)		8 ( 1)	5.2	7.0	KKLI-F (SAC) 106.3 Widefield	1.1/7.1/ 42/ 623		
OLDIES		16 ( 2)	16 ( 2)	10.5	NA	KVUU-F (AC) 99.9 Pueblo	2.2/9.8/ 28/ 628		
FULL SVC/VARIETY									
NOSTALGIA	8 ( 1)		8 ( 1)	5.2	7.7				
RELIGION/GOSPEL	1 ( 1)	1 ( 1)	2 ( 2)	1.3	0.7				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN	4 ( 2)		4 ( 2)						
	36 ( 7)	117 (12)	153 (19)						

RADIO STATIONS  
-----

KCSJ , 590, 1 KW (OA-2) , News/Talk HBS CBS, \$17.00 (Eastman) Sunbrook  
 KGHF , 1350, 5 KW/1 KW (OA-N) , Nostalgia HBS NBC, \$13.00 (Eastman)  
 KRMX , 690, 250 W (DAYS) , Hispanic , \$12.00 (Caballero)

KCCY-F, 97.9, 100 KW @ 1237 , Country ABC, \$25.00 (Mc-Guild) McCoy  
 KDZA-F, 107.9, 100 KW @ 239 , Oldies UNIULT UNISUP, \$15.00 (McCoy)

Other ranked stations -- see Colorado Springs

Miscellaneous: KRYT-F changes to KDZA-F (March). . . KOZA changes to KKPC-A. . . KRYT-F sold to McCoy (O) for \$510,000. . . KRRU sold for \$140,000 . . . KOZA sold by Surrey to local college for \$120,000 . . .

RALEIGH

Arbitron Rank/Pop (12+): 61/661,000  
 MSA Rank/Pop: 70/707,000  
 ADI # 32  
 Average Person Ratings: 15.8  
 Market TSL: 20.50 hours

Stations: 25/21  
 Diaries: 1080/612:1/49.7%  
 Sample Target: 1050  
 % Below Line: 2.9  
 % Not Listed: 20.2

1992 Revenue: \$27,300,000  
 HH Inc.: \$34,902  
 Retail \$: 6.4 Bil  
 Pop per Station: 31,476  
 #1 Biller: WRDU-F \$5,000,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WQOK-F (B)	112/10.7	10.2	9.0	9.7	10.1	9.9	171/1739	1141/17.3	16.4	16.4	D	WQOK-F
2. WRAL-F (AC)	93/ 8.9	8.2	9.4	5.7	5.7	8.1	169/3024	1565/23.7	19.4	17.7	F	WRAL-F
3. WRDU-F (AOR)	83/ 8.0	6.8	8.1	6.2	8.2	7.3	167/2192	1176/17.8	20.3	18.3	G	WRDU-F
4. WPTF (FS)	73/ 7.0	9.3	8.7	7.8	8.0	8.2	120/1776	1118/16.9	17.0	16.2	D	WPTF
5. WDCG-F (CHR)	72/ 6.9	7.3	6.9	8.5	6.0	7.4	139/2461	1426/21.6	19.9	17.5	D	WDCG-F
6. WQDR-F (C)	65/ 6.2	7.1	9.2	7.0	8.6	7.4	221/2792	925/14.0	16.6	16.1	E	WQDR-F
7. WTRG-F (O)	57/ 5.5	5.0	6.0	5.3	7.4	5.5	187/2436	994/15.0	15.4	15.7	D	WTRG-F
8. WFXC-F (B)	40/ 3.8	3.0	3.2	3.4	3.4	3.4	55/ 873	641/ 9.7	9.9	9.1	B	WFXC-F
9. WZZU-F (CL AOR)	38/ 3.6	3.5	2.8	3.6	4.7	3.4	57/1323	840/12.7	14.5	14.9	C	WZZU-F
10. WLLC (B)	37/ 3.5	2.5	1.3	1.6	2.0	2.2	38/ 316	279/ 4.2	2.6	4.0	A	WLLC
11. WNND-F (J/NAC)	32/ 3.1	2.7	1.4	1.5	1.9	2.2	38/ 640	567/ 8.6	5.8	6.1	B	WNND-F
12. WYLT-F (SAC)	25/ 2.4	2.9	3.5	4.2	3.1	3.3	37/1074	697/10.5	11.2	9.8	C	WYLT-F
13. WKIX (BB)	18/ 1.7	1.8	2.3	2.4	1.7	2.1	26/ 375	291/ 4.4	4.9	4.0	A	WKIX
14.												
15.												

12+ FM SHARE (METRO): 80.31% (669 of 833) (SPG 92: 79.55%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		93 ( 1)	93 ( 1)	11.1	NH	WCLY (REL) 1550	Raleigh 0.7/2.1/ 7/ 138		
AOR/CLASSIC AOR		125 ( 3)	125 ( 3)	15.0	16.4	WDNC (BB) 620	Durham 0.9/5.0/ 13/ 410		
COUNTRY	3 ( 1)	90 ( 4)	93 ( 5)	11.1	14.7	WFXK-F (B) 104.3	Tarboro 0.9/3.8/ 34/ 556		
NEWS/TALK						WKTC-F (C) 96.9	Goldboro 0.8/4.4/102/1366		
TOP 40/CHR/CONTEMP		72 ( 1)	72 ( 1)	8.6	7.4	WPJL (REL) 1240	Raleigh 0.5/1.6/ 5/ 113		
BLACK/URBAN	37 ( 1)	175 ( 5)	212 ( 6)	25.5	21.1	WSRC (REL) 1410	Durham 1.1/2.1/ 12/ 139		
SOFT AC		25 ( 1)	25 ( 1)	3.0	4.4	WHLQ-AF (C) 102.5	Louisburg 0.8/2.1/ 9/ 156		
HISPANIC						WJMH-F (B) 102.1	Reidsville 1.0/4.9/ 34/ 685		
OLDIES		57 ( 1)	57 ( 1)	6.8	NA	WKRR-F (AOR) 92.3	Ashboro 0.4/3.5/ 13/ 460		
FULL SVC/VARIETY	73 ( 1)		73 ( 1)	8.8	9.9	WPCM-F (C) 101.1	Burlington 1.1/6.4/ 76/1334		
NOSTALGIA	27 ( 2)		27 ( 2)	3.2	3.3	WQMG-F (B) 97.1	Greensboro 0.4/2.7/ 21/ 423		
RELIGION/GOSPEL	24 ( 3)		24 ( 3)	2.9	3.9				
CLASSICAL									
JAZZ/NEW AC		32 ( 1)	32 ( 1)	3.8	2.4				
OTHERS UNKNOWN					0.4				
	164 ( 8)	669 (15)	833 (25)						

RALEIGH

-----

RADIO STATIONS

-----

WDNC, 620, 5 KW/1 KW (DA-2), NOSTALGIA	CBS, \$ 20.00 (Torbet)	
WKIX, 850, 10 KW/5 KW (DA-2), NOSTALGIA	UNISTR MBS, \$ 17.00 (CBS)	Universal/Alchemy
WLLE, 570, 500 W/55 W, BLACK/GOSPEL	AURN, \$ 16.00 (SMH)	
WPTF, 680, 50 KW (DA-N), FULL SERVICE	ABC,CNN, \$ 55.00 (McGuild)	
WDCG-F, 105.1, 100 KW @ 1525, CHR	ABC, \$ 49.00 (Torbet)	
WFXC-F, 107.1, 1.2 KW @ 505, BLACK	SMN, \$ 29.00 (Eastman)	Pinnacle
WNND-F, 103.9, 3 KW @ 298, JAZZ/NAC	, \$ 25.00 (Banner)	(FUQUAY)
WQDR-F, 94.7, 99 KW @ 1128, COUNTRY	ABC, UNISTR, \$ 75.00 (McGuild)	
WQOK-F, 97.5, 100 KW @ 981, BLACK	ABC, \$ 50.00 (D & R)	Ragan Henry (S BOSTON)
WRAL-F, 101.5, 100 KW @ 1889, AC	, \$ 90.00 (Katz)	Capitol-Goodman
WRDU-F, 106.1, 100 KW @ 1348, AOR	SOURCE, \$ 118.00 (HMR)	Voyager (WILSON)
WTRG-F, 100.7, 100 KW @ 1968, OLDIES	ABC CBS, \$ 55.00 (D & R)	Joyner (ROCKY MOUNT)
WYLT-F, 96.1, 100 KW @ 984, SOFT AC	UNISTR, \$ 42.00 (CBS)	Universal/Alchemy
WZZU-F, 93.9, 100 KW @ 1269, CLASSIC AOR	ABC, \$ 32.00 (Christal)	Village (BURLINGTON)

Miscellaneous: WZZU-F (Burlington) sold by Village to Prism for \$4,000,000 (Americom) . . .

\*\*\*\*\* 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		*

RENO

Arbitron Rank/Pop (12+): 135/262,600  
 HSA Rank/Pop: 174/261,000  
 Average Person Ratings: 17.4  
 Market TSL: 23.25 hours

Stations: 19/18  
 Diaries: 774/339:1/52.5%  
 Sample Target: 690  
 % Below Line: 0.4  
 % Not Listed: 11.2

1992 Revenue: \$9,500,000  
 HH Inc.: \$33,182  
 Retail \$: 2.7 B11  
 Pop per Station: 14,589  
 #1 Biller: KWNZ-F \$1,600,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KOH (N/T)	47/10.3	7.6	9.6	7.9	9.5	----	54/597	489/18.6	15.5	16.4	C	KOH
KBUL-F (C)	47/10.3	12.4	8.3	8.8	10.0	----	63/857	608/23.2	22.8	19.5	C	KBUL-F
3. KOZZ-F (AOR)	43/ 9.4	9.6	8.9	8.1	9.1	----	67/885	561/21.4	21.3	20.4	C	KOZZ-F
KRNO-F (AC)	43/ 9.4	9.1	6.0	6.9	8.2	----	70/787	542/20.6	17.4	16.2	C	KRNO-F
5. KWNZ-F (CHR)	40/ 8.8	8.5	10.8	11.1	14.4	----	61/893	594/22.6	22.4	25.6	C	KWNZ-F
6. KNEV-F (SAC)	29/ 6.4	4.6	7.3	8.1	4.2	-- --	43/514	321/12.2	11.8	13.7	B	KNEV-F
7. KODS-F (O)	26/ 5.7	5.2	6.7	5.9	6.2	----	41/654	366/13.9	17.0	16.1	C	KODS-F
8. KCBN (BB)	22/ 4.8	5.0	0.7	0.5	0.7	----	22/214	206/ 7.8	7.6	4.6	A	KCBN
KTHX-F (AOR)	22/ 4.8	3.9	4.6	8.6	4.2	----	30/221	171/ 6.5	6.7	7.8	B	KTHX-F
10. KRZQ-F (AOR)	19/ 4.2	3.9	3.9	2.7	4.2	----	36/482	254/ 9.7	11.3	11.2	A	KRZQ-F
11. KHIT-F (C)	17/ 3.7	3.0	2.8	3.9	2.0	----	33/467	250/ 9.5	10.6	9.1	A	KHIT-F
12. KZAK-F (AOR)	15/ 3.3	4.8	6.2	4.7	2.7	----	18/254	220/ 8.4	11.1	10.6	A	KZAK-F
13. KROW (C)	8/ 1.8	1.7	3.2	3.9	2.9	----	13/239	157/ 6.0	7.7	8.3	A	KROW

12+ FM SHARE (METRO): 76.79% (311 of 405) (SPG 92: 78.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F >>	1 KOZZ-F	1 KOZZ-F	1 KOZZ-F <	1 KOZZ-F <	1 KOH >	1 KOH >	1 KOH	1 KOZZ-F <	1 KWNZ-F >>	1 KOH >>
2 KBUL-F	2 KWNZ-F	2 KBUL-F <	2 KBUL-F <	2 KBUL-F	2 KBUL-F <	2 KRNO-F <	2 KRNO-F <	2 KBUL-F	2 KRNO-F	2 KRNO-F
3 KOZZ-F	3 KRNO-F	3 KRNO-F	3 KRNO-F	3 KRNO-F	3 KRNO-F	3 KBUL-F <	3 KOZZ-F <	3 KRNO-F	KOH	3 KODS-F
4 KRZQ-F	4 KWNZ-F	4 KTHX-F	4 KOH	4 KCBN	4 KOZZ-F <	4 KBUL-F >	4 KWNZ-F	4 KOZZ-F	4 KOZZ-F	4
5 KBUL-F	5	5 KOH <	5 KNEV-F	5 KNEV-F	5 KWNZ-F	5 KNEV-F	5 KNEV-F	5 KNEV-F	5 KBUL-F	5
6	6	6	6 KNEV-F	6 KTHX-F	6 KODS-F	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 KWNZ-F	1 KWNZ-F	1 KOZZ-F	1 KRNO-F <	1 KBUL-F	1 KOZZ-F	1 KOZZ-F >	1 KOZZ-F	1 KOZZ-F >	1 KOZZ-F <
2 KRZQ-F	2 KRNO-F	KWNZ-F	2 KWNZ-F <	KRNO-F	2 KRZQ-F	2 KTHX-F	KTHX-F	2 KBUL-F	2 KOH
3 KRNO-F	KOZZ-F <	3 KRNO-F	3 KBUL-F	3 KNEV-F	KWNZ-F	3 KRZQ-F	3 KRZQ-F	KTHX-F <	3 KBUL-F
4	4 KBUL-F	KBUL-F	4 KOZZ-F	KWNZ-F <	KZAK-F	4 KZAK-F	KOH	4 KOH	4 KTHX-F
5	5	5 KNEV-F	5 KNEV-F	5 KOZZ-F	5	5 KWNZ-F	5 KZAK-F	5 KRNO-F	5 KRNO-F

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		43 ( 1)	43 ( 1)	10.6	NM	KIZS-F (C)	94.7	CARSON CITY	1.3/5.0/ 7/ 193
AOR/CLASSIC AOR		99 ( 4)	99 ( 4)	24.4	29.7	KNDE-F (?)	100.9	SPARKS	0.9/4.2/ 4/ 131
COUNTRY	8 ( 1)	70 ( 3)	78 ( 4)	19.2	16.3	KPLY (T)	1270	SPARKS	1.1/5.1/ 5/ 135
NEWS/TALK	60 ( 4)		60 ( 4)	14.8	14.2	KQLO (T)	920	RENO	1.3/5.2/ 11/ 201
						KXEQ (?)	1340	RENO	0.9/1.4/ 4/ 37
TOP 40/CHR/CONTEMP		40 ( 1)	40 ( 1)	9.9	12.4				
BLACK/URBAN						KNX (N)	1070	LOS ANGELES	0.4/1.9/ 2/ 83
SOFT AC		29 ( 1)	29 ( 1)	7.2	8.4				
HISPANIC									
OLDIES		26 ( 1)	26 ( 1)	6.4	NA				
FULL SVC/VARIETY									
NOSTALGIA	22 ( 1)		22 ( 1)	5.4	1.8				
RELIGION/GOSPEL									
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN	4 ( 1)	4 ( 1)	8 ( 2)	2.0	2.6				
	94 ( 7)	311 (12)	405 (19)						

RENO  
----

RADIO STATIONS  
-----

KOH	,	630,	5 KW/1 KW (DA-N)	,	News/Talk	NBC-T CBS,	\$22.00 (Katz)	
KPLY	,	1300,	5 KW (DA-1)	,	Talk	NBC MBS,	\$10.00 (K & P)	(SPARKS)
KQLO	,	920,	5 KW/1 KW (DA-N)	,	Talk	SMN,	\$10.00 (D & R)	Pacific Telecom
KROW	,	780,	50 KW (DA-1)	,	Country	ABC,	\$16.00 (Christal)	
KBUL-F,		98.1,	76 KW @ 2273	,	Country		\$24.00 (Christal)	Citadel (CARSON CITY)
KNDE-F,		104.5,	25 KW @ 2929	,	Country		\$15.00 (D & R)	Lotus
KKMR-F,		100.9,	6 KW @ 203	,	AOR		\$14.00 (K & P)	(SPARKS)
KNEV-F,		95.5,	60 KW @ 2270	,	Soft AC	ABC,	\$20.00 (Christal)	Citadel
KODS-F,		103.7,	6 KW @ 2985	,	Oldies		\$27.00 ( --- )	Americom (CARNELIAN)
KOZZ-F,		105.7,	75 KW @ 2178	,	AOR/Classic	SOURCE,	\$30.00 (D & R)	Lotus
KTHX-F,		101.7,	1.3 KW @ 426	,	AOR		\$17.00 (Katz)	
KRNO-F,		106.9,	37 KW @ 2988	,	AC		\$30.00 (Torbet)	Roth
KRZQ-F,		96.5,	.9 KW @ 2870	,	AOR		\$18.00 (MHR)	(TAHOE CITY)
KWNZ-F,		97.3,	87 KW @ 2112	,	CHR		\$31.00 (D & R)	Pacific Telecom (CARSON CITY)
KZAK-F,		100.1,	1.7 KW @ 2955	,	AOR		\$19.00 (Eastman)	(INCLINE VILLAGE)

Miscellaneous: KPLY, KKMR-F sold to owner of KZAK-F for \$750,000 (MVP) . . . KHIT A/F sold by Radio Associates to Lotus for \$750,000 (Star) . . . KNEV-F sold to Citadel for \$500,000 . . . KKMR-F changes to KNDE-F (March) . . .

RICHMOND

Arbitron Rank/Pop (12+): 55/744,200  
 MSA Rank/Pop: 61/861,000  
 ADI # 60  
 Average Person Ratings: 17.4  
 Market TSL: 23.00 hours

Stations: 21/20  
 Diaries: 1208/616:1/52.0%  
 Sample Target: 1160  
 % Below Line: 1.1  
 % Not Listed: 10.7

1992 Revenue: \$28,500,000  
 HH Inc.: \$36,708  
 Retail \$: 7.1 Bil  
 Pop per Station: 37,210  
 #1 Biller: WRVA \$4,300,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WCDX-F (B)	141/10.9	10.9	11.6	10.1	8.4	10.9	145/1597	1493/20.1	18.9	17.0	E	WCDX-F
2. WKHK-F (C)	140/10.8	13.8	12.7	11.6	14.0	12.2	166/1809	1537/20.7	22.5	22.2	E	WKHK-F
3. WRVA (FS)	135/10.4	9.2	11.5	12.0	11.6	10.8	145/1747	1594/21.4	22.4	21.4	F	WRVA
4. WRVQ-F (CHR)	108/ 8.3	6.7	6.0	6.9	7.4	7.0	127/2104	1735/23.3	19.6	20.6	E	WRVQ-F
5. WPLZ-F (B)	101/ 7.8	6.0	6.1	8.6	6.7	7.1	116/1518	1249/16.8	15.7	14.0	C	WPLZ-F
6. WMXB-F (AC)	97/ 7.5	6.8	8.2	7.3	7.1	7.5	111/1663	1413/19.0	18.4	19.6	E	WMXB-F
7. WRXL-F (AOR)	92/ 7.1	6.1	6.8	7.4	7.3	6.9	107/1337	1160/15.6	17.4	16.9	E	WRXL-F
8. WTVR-F (SAC)	90/ 6.9	7.0	5.8	7.2	6.0	6.7	101/1306	1108/14.9	13.0	13.5	C	WTVR-F
9. WDCK-F (O)	54/ 4.2	3.1	4.7	5.0	5.0	4.3	65/1361	1198/16.1	12.6	14.4	C	WDCK-F
10. WVGO-F (CL AOR)	53/ 4.1	6.1	4.1	4.2	4.8	4.6	55/956	847/11.4	11.7	12.5	C	WVGO-F
11. WKIK-F (C)	25/ 1.9	0.8	1.3	0.7	0.5	1.2	55/718	376/ 5.1	4.1	2.2		WKIK-F
12. WLEE (T)	21/ 1.6	2.5	2.2	1.3	0.7	1.9	22/358	347/ 4.7	3.7	2.3	A	WLEE
WTVR (BB)	21/ 1.6	0.9	1.0	0.7	1.7	1.1	23/275	256/ 3.4	2.6	3.5	C	WTVR
14.												
15.												

12+ FM SHARE (METRO): 79.71% (923 of 1158) (SPG 92: 77.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WKHK-F	1 WRVA	1 WRVA	1 WKHK-F	1 WKHK-F	1 WCDX-F	1 WCDX-F
2 WRVQ-F	2 WRXL-F	2 WKHK-F	2 WKHK-F	2 WCDX-F	2 WKHK-F	2 WKHK-F	2 WMXB-F	2 WCDX-F	2 WPLZ-F	2 WRVA
3 WPLZ-F	3 WRVQ-F	3 WMXB-F	3 WMXB-F	3 WMXB-F	3 WTVR-F	3 WCDX-F	3 WRXL-F	3 WPLZ-F	3 WKHK-F	3 WPLZ-F
4	4 WMXB-F	4 WRVQ-F	4 WRXL-F	4 WVGO-F	4	4 WRVQ-F	4 WTVR-F	4 WRVQ-F	4 WRVA	4 WKHK-F
5	5 WKHK-F	5 WRXL-F	5 WPLZ-F	5 WPLZ-F	5	5 WMXB-F	5 WCDX-F	5 WRVA-F	5 WRVQ-F	5 WRVQ-F
6	6 WPLZ-F	6 WPLZ-F	6 WRVQ-F	6 WRVQ-F	6	6 WRXL-F	6 WRVQ-F	6 WMXB-F	6	6
7	7 WVGO-F	7	7	7 WDCK-F	7	7 WPLZ-F	7	7 WRXL-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 WCDX-F	1 WCDX-F	1 WCDX-F	1 WMXB-F	1 WMXB-F	1 WRXL-F	1 WRXL-F	1 WRXL-F	1 WKHK-F	1 WKHK-F
2 WRVQ-F	2 WRVQ-F	2 WMXB-F	2 WCDX-F	2 WKHK-F	2 WVGO-F	2 WCDX-F	2 WCDX-F	2 WRXL-F	2 WRXL-F
3 WMXB-F	3 WMXB-F	3 WRVQ-F	3 WRVQ-F	3 WCDX-F	3 WRVQ-F	3 WKHK-F	3 WKHK-F	3 WCDX-F	3 WCDX-F
4 WRXL-F	4 WRXL-F	4 WPLZ-F	4 WKHK-F	4 WPLZ-F	4 WKHK-F	4 WVGO-F	4 WVGO-F	4 WPLZ-F	4 WPLZ-F
5 WKHK-F	5 WPLZ-F	5 WRXL-F	5 WPLZ-F	5 WRVQ-F	5 WCOX-F	5 WRVQ-F	5 WPLZ-F	5 WVGO-F	5 WDCK-F
6	6 WKHK-F	6 WKHK-F	6 WRXL-F	6 WRXL-F	6 WPLZ-F	6 WPLZ-F	6 WRVQ-F	6 WRVQ-F	6 WTVR-F

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		101 (2)	101 (2)	8.7	NM	WDYL-F (REL) 92.1	Chester 0.3/3.6/	4/	269
AOR/CLASSIC AOR	7 (1)	159 (3)	166 (4)	14.3	14.4	WFTH (G) 1590	Richmond 0.7/1.7/	11/	130
COUNTRY	14 (1)	165 (2)	179 (3)	15.5	23.5	WGCV (G) 1240	Petersburg 1.0/1.6/	13/	122
NEWS/TALK	21 (1)		21 (1)	1.8	0.8	WREJ (G) 1540	Richmond 1.2/2.4/	16/	192
TOP 40/CHR/CONTEMP		108 (1)	108 (1)	9.3	8.3	WRNL (AOR) 910	Richmond 0.5/2.5/	8/	206
BLACK/URBAN		242 (2)	242 (2)	20.9	18.9	WSVV-F (AC) 100.3	Petersburg 0.3/1.7/	5/	154
SOFT AC		90 (1)	90 (1)	7.8	NA	WXGI (C) 950	Richmond 1.1/3.6/	14/	300
HISPANIC						WAFX-F (CL AOR) 106.9	Suffolk 1.1/3.6/	23/	437
OLDIES		54 (1)	54 (1)	4.7	NA				
FULL SVC/VARIETY	135 (1)		135 (1)	11.7	13.0				
NOSTALGIA	21 (1)		21 (1)	1.8	2.3				
RELIGION/GOSPEL	37 (3)	4 (1)	41 (4)	3.5	5.0				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	235 (8)	923 (13)	1158 (21)						

RICHMOND

-----

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN, \$ 15.00 (---)	
WFTH, 1590, 5 KW (DAYS)	, GOSPEL	UNISTR, \$ 14.00 (---)	
WLEE, 1320, 5 KW (DAYS)	, TALK	CNN NBC-T, \$ 16.00 (---)	
WRNL, 910, 5 KW (DA-N)	, AOR	MBS CBS, \$ NA (Katz)	Clear Channel
WRVA, 1140, 50 KW (DA-1)	, FULL SERVICE	CBS, \$ 94.00 (Mc-Guild)	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 (MMR)	Sinclair (MECHANICSVILLE)
WDYL-F, 92.1, 3 KW @ 298,	RELIGION	CNN, \$ 16.00 (---)	(CHESTER)
WKHK-F, 95.3, 13 KW @ 449,	COUNTRY	UNISTR, \$ 75.00 (Banner)	ABS (COLONIAL HGTS)
WKIK-F, 104.7, 100 KW @ 980,	COUNTRY	, \$ NA (Banner)	ABS (CREWE)
WVMB-F, 103.7, 20 KW @ 840,	AC	APR, \$ 72.00 (Eastman)	Radio Ventures
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	ABC UNISTR, \$ 43.00 (MMR)	
WRVQ-F, 94.5, 200 KW @ 351,	CHR	ABC, \$ 90.00 (Mc-Guild)	Clear Channel
WRXL-F, 102.1, 140 KW @ 321,	AOR	, \$ 99.00 (Katz)	Clear Channel
WTVR-F, 98.1, 50 KW @ 840,	EZ/SOFT AC	ABC, \$ 41.00 (MMR)	Park
WVGO-F, 106.5, 8 KW @ 1233,	CLASSIC AOR	, \$ 32.00 (Christal)	Benchmark

WDCK, WAFX -- See Norfolk

Miscellaneous: WRNL, WRXL-F sold by Capitol to Clear Channel for \$9,200,000 . . .  
 WSVS-F changes calls to WKIK-F and format to Country (April) . . .



RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 29/1,302,400  
 MSA Rank/Pop: 11/2,440,000  
 Los Angeles ADI  
 Average Person Ratings: 17.5  
 Market TSL: 23.25 hours

Stations: 47/18  
 Diaries: 1453/896:1/45.3%  
 Sample Target: 1420  
 % Below Line: 47.5  
 % Not Listed: 10.8

1992 Revenue: \$17,600,000  
 HH Inc.: \$36,090  
 Retail \$: 17.4 Bill  
 Pop per Station: 72,356  
 #1 Biller: KFRG-F \$6,800,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KFRG-F (C)	207/ 9.1	9.1	10.8	11.0	8.3	10.0	252/3609	2792/21.4	21.0	18.5	G	KFRG-F
2. KFI (T)	188/ 8.2	6.8	5.9	6.8	6.0	6.9	295/3393	2095/16.1	12.9	12.9		KFI
3. KGGI-F (CHR)	179/ 7.9	6.7	8.5	8.4	8.9	7.9	279/3978	2685/20.6	20.8	18.9	E	KGGI-F
4. KOST-F (AC)	124/ 5.4	4.9	4.8	3.4	4.6	4.6	193/3102	2021/15.5	14.4	12.4		KOST-F
5. KCAL-F (AOR)	87/ 3.8	3.1	3.0	4.9	3.5	3.7	107/1776	1327/10.2	9.9	8.7	D	KCAL-F
6. KOLA-F (O)	85/ 3.7	2.3	0.7	1.3	0.8	2.0	99/1984	1490/11.4	3.8	3.7		KOLA-F
7. KLOS-F (AOR)	84/ 3.7	4.5	4.2	4.6	5.3	4.3	146/2732	1664/12.8	12.4	13.2		KLOS-F
8. KIIS-F (CHR)	78/ 3.4	4.0	4.8	2.3	3.7	3.6	114/2553	1753/13.5	14.6	13.7		KIIS-F
9. KHTX-F (O)	72/ 3.2	3.1	2.6	2.2	3.2	2.8	96/1629	1219/ 9.4	8.4	6.7	B	KHTX-F
10. KWRP-F (EZ)	64/ 2.8	1.9	2.1	2.2	1.4	2.3	67/535	485/ 3.7	2.8	2.4		KWRP-F
11. KROQ-F (AOR)	56/ 2.5	2.2	1.8	1.9	1.9	2.1	99/1569	976/ 7.5	6.5	6.1		KROQ-F
12. KBIG-F (AC)	48/ 2.1	2.4	2.1	1.9	1.7	2.1	88/1544	968/ 7.4	7.1	6.0		KBIG-F
KNX (N)	48/ 2.1	1.6	2.4	3.0	1.8	2.3	72/1900	1174/ 9.0	8.5	8.3		KNX
14. KRTH-F (O)	45/ 2.0	2.8	4.0	3.0	3.3	3.0	76/1982	1255/ 9.6	11.4	11.6		KRTH-F
15. KKBT-F (B)	44/ 1.9	2.6	1.7	2.9	2.4	2.3	59/1000	537/ 4.1	4.4	5.3		KKBT-F
16. KDIF (SP)	43/ 1.9	1.3	1.1	1.2	0.7	1.4	44/768	723/ 5.6	2.5	2.6		KDIF
17. KCAL (SP)	41/ 1.8	1.6	1.8	1.0	2.4	1.6	42/617	599/ 4.6	3.4	4.1		KCAL
KLSX-F (CL AOR)	41/ 1.8	2.2	1.4	1.7	1.5	1.8	76/1226	583/ 4.5	5.7	6.1		KLSX-F
19. KRSO (BB)	40/ 1.8	2.6	2.7	1.4	1.4	2.1	46/654	489/ 3.8	4.2	3.6		KRSO
20. KPWR-F (CHR)	36/ 1.6	1.3	1.5	1.9	1.9	1.6	50/1410	887/ 6.8	5.9	5.3		KPWR-F

12+ FM SHARE (METRO): 74.47% (1514 of 2033) (SPG 92: 77.99%)

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 KFI	1 KFI	1 KGGI-F	1 KGGI-F >	1 KFI
2	2 KFRG-F	2 KFI <	2 KFI >	2 KFI >	2 KFI >	2 KFRG-F	2 KFRG-F	2 KFRG-F	2 KFI <	2 KFRG-F
3	3 KOST-F <	3 KGGI-F	3 KOST-F <	3 KOST-F	3 KOST-F <	3 KLOS-F <	3 KOST-F <	3 KFI <	3 KOST-F	3 KNX
4	4 KCAL-F	4 KOST-F	4 KLOS-F <	4 KGGI-F	4 KWRP-F	4 KGGI-F >	4 KGGI-F	4 KOST-F	4 KFRG-F	4 KCAL-F
5	5 KFI	5 KLOS-F	5 KGGI-F	5 KLOS-F	5 KOLA-F	5	5 KOAL-F	5 KOLA-F	5 KROQ-F	5 KLOS-F
6	6 KIIS-F	6 KCAL-F	6 KOLA-F	6 KOLA-F	6	6	6 KCAL-F	6	6	6 KABC
7	7	7 KOLA-F	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	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 KFI	1 KGGI-F	1 KGGI-F	1 KFRG-F <	1 KFRG-F >	1 KROQ-F	1 KFI <	1 KFI	1 KFI	1 KFI
2 KLOS-F	2 KISS-F <	2 KISS-F	2 KFRG-F	2 KGGI-F <	2 KGGI-F	2 KLOS-F	2 KLOS-F	2 KFRG-F	2 KFRG-F
3 KCAL-F	3 KDIF	3 KOST-F	3 KOST-F	3 KOST-F	3 KPWR-F	3 KCAL-F <	3 KCAL-F	3 KLOS-F	3 KLOS-F
KOST-F	4 KOST-F	4 KHTX-F	4 KIIS-F	4 KOLA-F	4 KCAL-F	4 KGGI-F	KOST-F	4 KGGI-F	4 KOST-F
5 KFRG-F	5 KCAL-F	KBIG-F	5 KOLA-F	5 KFI	5 KOST-F	5 KOST-F	5 KFRG-F	5 KCAL-F <	5 KCAL-F
6 KLSX-F	KKBT-F	6 KROQ-F	6 KCAL-F	6 KCAL-F	KIIS-F	KROQ-F	6 KLSX-F	6 KOST-F	6 KGGI-F
7 KHTX-F	7	7	7	7	7	7	7 KHTX-F	7	KOLA-F
8 KGGI-F	8	8	8	8	8	8	8 KGGI-F	8	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

RIVERSIDE-SAN BERNARDINO

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME	-----	-----
AC		189 ( 3)	189 ( 3)	9.3	NM	KAEV-F (B) 103.9	Lk Arrowhead	1.1/4.4/	40/ 727
AOR/CLASSIC AOR		268 ( 4)	268 ( 4)	13.2	18.7	KAKT-F (C) 92.7	Riverside	0.7/2.1/	21/ 380
COUNTRY	21 ( 2)	253 ( 4)	274 ( 6)	13.5	13.8	KATY-F (AC) 101.3	Idyllwild	0.7/1.3/	21/ 240
NEWS/TALK	302 ( 7)		302 ( 7)	14.9	12.4	KCKC (C) 1350	San Brndino	0.6/1.1/	15/ 231
						KHPY (?) 1530	Moreno	0.4/0.5/	10/ 69
TOP 40/CHR/CONTEMP		293 ( 3)	293 ( 3)	14.4	16.3	KHYE-F (C) 105.7	Hemet	0.5/1.0/	14/ 144
BLACK/URBAN		69 ( 2)	69 ( 2)	3.4	2.8	KLFE (REL) 1240	San Brndino	0.4/1.8/	9/ 248
SOFT AC		100 ( 4)	100 ( 4)	4.9	2.4	KMEN (SPRTS) 1290	San Brndino	0.4/1.2/	9/ 159
HISPANIC	124 ( 5)	50 ( 2)	174 ( 7)	8.6	6.2	KWRM (SP) 1370	Corona	1.1/1.8/	26/ 380
OLDIES		237 ( 4)	237 ( 4)	11.7	NA				
						KNSE (SP) 1510	Ontario	0.3/1.0/	8/ 195
FULL SVC/VARIETY						XTRA (SPRTS) 690	Tijuana	0.5/2.1/	13/ 359
NOSTALGIA	54 ( 3)		54 ( 3)	2.7	1.6				
RELIGION/GOSPEL	8 ( 1)		8 ( 1)	0.4	0.4				
CLASSICAL		23 ( 1)	23 ( 1)	1.1	0.6				
JAZZ/NEW AC		32 ( 1)	32 ( 1)	1.6	2.2				
OTHERS UNKNOWN	10 ( 1)		10 ( 1)	0.5	0.8				
	519 (19)	1514 (28)	2033 (47)						

See Los Angeles for more information about the following:

KABC	1.1/3.3	KLVE-F	1.5/3.9
KCBS-F	1.5/5.3	KMPC	0.4/1.7
KFWB	0.5/4.1	KTNQ	0.4/1.1
KOJY-AA	0.6/1.0	KTWV-F	1.4/3.8
KKGO-F	1.0/3.5	KXEZ-F	0.6/3.9
KLAC	0.3/1.4	KYSR-F	0.4/3.2
KLAX	0.7/2.3	KZLA-F	0.9/2.9
KLIT-F	0.6/2.2		

RADIO STATIONS

KCAL, 1410, 5 KW/4 KW (DA-N), HISPANIC									
KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY									
KDIF, 1440, 1 KW, HISPANIC									
KMEN, 1290, 5 KW (DA-2), SPORTS									
KRSO, 590, 1 KW (DA-2), NOSTALGIA									
KAEV-F, 103.9, 38 W @ 2539, COUNTRY									
KCAL-F, 96.7, 1.8 KW @ 377, AOR									
KFRG-F, 95.1, 50 KW @ 321, COUNTRY									
KGGI-F, 99.1, 2.6 KW @ 1843, CHR									
KHTX-F, 97.5, 68 KW @ 1571, OLDIES									
KOLA-F, 99.9, 31 KW @ 1630, OLDIES									
KAKT-F, 92.7, 3 KW @ 299, AC									
KWRP-F, 96.1, 60 W @ 1522, EZ									

Miscellaneous: KQLH-F changes to KAKT-F and format from AC to Country (Feb) . . . KCKC-F changes to KAEV-F (December) . . . KRZE-F (Ontario) sold for \$4,200,000 (Blackburn, MVP) . . . KCAL-F sold to Luis Nogales for \$3,000,000 (Stanfield) . . .

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 97/367,400

Stations: 19/17

1992 Revenue: \$12,500,000

MSA Rank/Pop: 192/380,000 (Roanoke only)

Diaries: 884/416:1/56.1%

HH Inc.: \$31,409

ADI # 67

Sample Target: 850

Retail \$: 3.3 Bill

Average Person Ratings: 16.4

% Below Line: 1.5

Pop per Station: 21,612

Market TSL: 21.50 hours

% Not Listed: 16.9

#1 Biller: WYYD-F \$2,600,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WYYD-F (C)	114/18.9	16.2	18.8	11.8	13.3	----	172/1667	1025/27.9	27.0	31.4	D	WYYD-F
2. WROV-F (AOR)	72/12.0	1.4	.9	1.0	1.3	----	118/1396	709/19.3	16.6	15.3	C	WROV-F
3. WXLK-F (SAC)	63/10.5	9.3	14.3	14.5	15.6	----	104/1888	1008/27.4	24.5	28.9	D	WXLK-F
4. WPVR-F (SAC)	61/10.1	9.5	8.3	10.7	9.3	----	125/1321	675/18.4	19.3	17.2	C	WPVR-F
5. WSLQ-F (AC)	39/ 6.5	8.3	4.7	9.7	8.0	----	98/1573	680/18.5	17.7	15.0	C	WSLQ-F
6. WVLR-F (B)	36/ 6.0	3.5	0.8	1.7	1.0	----	61/617	378/10.3	9.1	5.2		WVLR-F
WFIR (FS)	36/ 6.0	5.1	4.6	5.4	4.3	----	38/518	433/11.8	12.7	11.1		WFIR
8. WJLM-F (C)	21/ 3.5	6.3	6.0	5.9	4.3	----	29/441	346/19.4	12.6	11.2		WJLM-F
9. WSLC (C)	16/ 2.7	4.1	3.9	2.9	4.0	----	21/283	207/ 5.6	8.3	5.4		WSLC
10. WJJS-F (B)	9/ 1.5	4.2	5.3	1.0	.6	----	20/345	186/ 5.1	8.5	8.1		WJJS-F
WROV (O)	9/ 1.5	1.4	.9	1.0	1.3	----	9/147	146/ 4.0	4.9	3.6		WROV

12+ FM SHARE (METRO): 85.80% (429 of 500) (SPG 92: 84.43%)

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

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 WYYD-F	1 WYYD-F	1 WROV-F>	1 WROV-F>	1 WROV-F>	1 WROV-F	1 WROV-F
2 WYYD-F	2 WYYD-F>	2 WYYD-F>	2 WXLK-F>	2 WSLQ-F	2 WYYD-F>	2 WYYD-F>	2 WYYD-F>	2 WYYD-F>	2 WYYD-F>
3 WVLR-F	3 WPVR-F	3 WSLQ-F	3 WSLQ-F	3 WXLK-F	3 WXLK-F	3 WXLK-F	3 WXLK-F	3 WSLQ-F>	3 WSLQ-F>
4 WJMH-F	4 WJLM-F	4 WPVR-F	4 WPVR-F	4 WPVR-F	4 WJMH-F	4 WJMH-F	4 WJMH-F	4 WXLK-F	4 WXLK-F
WJJS-F	5 WVLR-F	5 WJLM-F	5 WJLM-F	5	WJJS-F	5	5	5	WJLM-F

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME TSA
-----	--	--	----	-	-	-----	SHARE/RTG/AQH/CUME
AC		39 ( 1)	39 ( 1)	8.0	NM	WGOL-F (0) 97.9 Synchburg	0.8/3.6/ 5/ 138
AOR/CLASSIC		72 ( 1)	72 ( 1)	14.4	10.1	WLVA-F (FS) 590 Synchburg	0.5/2.0/ 3/ 75
COUNTRY	16 ( 1)	135 ( 2)	151 ( 3)	30.2	34.2	WTOY-F (B) 1480 Salem	0.7/2.7/ 4/ 100
NEWS/TALK	3 ( 1)		3 ( 1)	.6	1.8	WWWR (T) 910 Roanoke	0.5/1.9 3/ 7.1
TOP 40/CHR/CONTEMP		63 ( 2)	63 ( 2)	13.0	16.7	WJMH-F (B) 102.1 Greensboro	1.2/4.1/2.3/ 436
BLACK/URBAN	4 ( 1)	54 ( 5)	58 ( 6)	12.0	11.5	WQOK-F (B) 97.5 Reliegh	0.3/1.3/ 13/ 206
SOFT AC		61 ( 1)	61 ( 1)	12.2	9.7		
HISPANIC							
OLDIES	9 ( 1)	5 ( 1)	14 ( 2)	2.8	NA		
FULL SRVC VARIETY	41 ( 2)		41 ( 2)	8.2	5.3		
NOSTALGIA							
RELIGION/GOSPEL					.4		
CLASSICAL							
JAZZ/NEW AC					1.6		
UNKNOWN/OTHERS							
	71 ( 6)	429 (13)	500 (19)				

RADIO STATIONS

WFIR, 960, 5 KW (DA-N), FULL SERVICE	CBS, \$ 20.00 (Torbet)	Gibbons (LYNCHBURG)
WJJS, 1320, 1 KW/24 W, BLACK	ABC, UNISUP, \$ 15.00 (K & P)	Weil
WROV, 1240, 1 KW, OLDIES	SMN, ABC, \$ 13.00 (Christal)	Mei Wheeler
WSLC, 610, 5 KW/1 KW (DA-2), COUNTRY/FS	NBC, \$ 18.00 (Kat2)	
WJLM-F, 93.5, 6 KW @ 98, COUNTRY	MBS, UNISTR, \$ 21.00 (Torbet)	(SALEM)
WGOL-F, 92.3, 3.9 KW @ 239, OLDIES	UNISTR, \$ 18.00 (Torbet)	(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		Gibbons
WROV-F, 96.3, 14 KW @ 2076, AOR	ABC, \$ 38.00 (Christal)	Weil (MARTINSVILLE)
WSLQ-F, 99.1, 200 KW @ 1991, AC	ABC, \$ 37.00 (Kat2)	Mei Wheeler
WXLK-F, 92.3, 93 KW @ 2050, CHR	UNISTR, \$ 63.00 (McGuild)	Coleman
WJJS-F, 101.7, 3.4 KW @ 289, BLACK	UNISTR 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, BLACK		(LYNCHBURG)

Miscellaneous: WVLR-F changes from AC to Black . . .

ROCHESTER

Arbitron Rank/Pop (12+): 46/831,800  
 MSA Rank/Pop: 51/995,000  
 ADI # 69  
 Average Person Ratings: 16.9  
 Market TSL: 22.25 hours

Stations: 19/15  
 Diaries: 1471/565:1/60.5%  
 Sample Target: 1260  
 % Below Line: 2.3  
 % Not Listed: 13.6

1992 Revenue: \$23,500,000  
 HM Inc.: \$36,263  
 Retail \$: 7.6 Bil  
 Pop per Station: 55,453  
 #1 Biller: WCMF-F \$5,400,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WCMF-F (AOR)	225/16.0	12.5	15.1	15.3	16.3	14.7	275/3155	2554/30.7	28.7	29.5	G	WCMF-F
2. WHAM (FS)	185/13.1	15.1	13.4	12.0	13.5	13.4	200/2528	2291/27.5	27.5	27.7	E	WHAM
3. WBEE-F (C)	171/12.1	12.6	13.3	10.5	13.2	12.1	211/2297	1895/22.8	22.6	22.2	D	WBEE-F
4. WPXY-F (CHR)	121/ 8.6	8.5	8.1	9.2	7.9	8.6	129/2270	2067/24.8	23.8	25.0	D	WPXY-F
5. WRMM-F (SAC)	105/ 7.5	6.6	7.3	6.2	6.5	6.9	110/1677	1521/18.3	18.9	18.8	D	WRMM-F
6. WVOR-F (AC)	88/ 6.2	7.2	6.5	6.2	7.1	6.5	96/1571	1422/17.1	18.3	18.3	D	WVOR-F
7. WDKX-F (B)	83/ 5.9	5.2	4.7	5.1	5.5	5.2	84/846	839/10.1	7.9	11.0	B	WDKX-F
8. WKLX-F (O)	73/ 5.2	5.7	4.9	6.6	4.6	5.6	76/1469	1330/16.0	14.0	14.2	D	WKLX-F
9. WBBF (BB)	44/ 3.1	3.5	4.0	3.7	3.8	3.6	51/777	730/ 8.8	8.7	8.0	A	WBBF
10. WRQI-F (CL AOR)	39/ 2.8	2.6	3.2	3.6	2.2	3.1	49/1085	846/10.2	11.5	9.5	B	WRQI-F
11. WMAX-F (AOR)	29/ 2.1	2.7	2.2	2.6	2.2	2.4	29/613	607/ 7.3	7.1	5.5	A	WMAX-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 79.79% (970 of 1217) (SPG 92: 78.99%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME TSA	TSA
-----	---	---	-----	-	-	-----	SHARE/RTG/AQH/CUME	
AC		94 ( 2)	94 ( 2)	7.7	NH	WDCZ-F ( ?)	102.7	Webster 0.4/2.3/ 5/ 190
AOR/CLASSIC AOR		300 ( 4)	300 ( 4)	24.7	24.8	WJZR-F ( J)	105.9	Rochester 0.6/2.1/ 9/ 177
COUNTRY		183 ( 2)	183 ( 2)	15.0	15.2	WPXY ( CHR)	1280	Rochester 0.1/1.9/ 2/ 160
NEWS/TALK						WWWG ( REL)	1460	Rochester 0.6/2.2/ 9/ 179
TOP 40/CHR/CONTEMP	2 ( 1)	121 ( 1)	123 ( 2)	10.1	10.5	WNUC-F ( C)	107.7	Wethersfield 0.9/2.2/ 29/ 528
BLACK/URBAN		83 ( 1)	83 ( 1)	6.8	6.3	WYLF-F ( BB)	850	Penn Yan 0.5/1.2/ 13/ 139
SOFT AC		105 ( 1)	105 ( 1)	8.6	8.5	WYYY-F ( AC)	94.5	Syracuse 0.4/0.7/ 16/ 231
HISPANIC						CFMX-F ( AOR)	103.1	Cobourg ONT 0.5/1.9/ 7/ 160
OLDIES		73 ( 1)	73 ( 1)	6.0	NA			
FULL SVC/VARIETY	185 ( 1)		185 ( 1)	15.2	16.0			
NOSTALGIA	51 ( 2)		51 ( 2)	4.2	4.4			
RELIGION/GOSPEL	9 ( 1)		9 ( 1)	0.7	NA			
CLASSICAL								
JAZZ/NEW AC		9 ( 1)	9 ( 1)	0.7	0.8			
OTHERS UNKNOWN		5 ( 1)	5 ( 1)	0.4	NA			
	247 ( 5)	970 ( 14)	1217 ( 19)					

ROCHESTER

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, NOSTALGIA	UNISTR, \$ 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	UNISTR, \$ 64.00 (Katz)	Heritage
WCHF-F, 96.5, 50 KW @ 449,	AOR	, \$ 106.00 (Torbet)	Stoner
WDX-F, 103.9, .8 KW @ 541,	BLACK	, \$ 30.00 (Williams)	
WKLX-F, 98.9, 37 KW @ 564,	OLDIES	, \$ 51.00 (Katz)	Heritage
WPXY-F, 97.9, 50 KW @ 400,	CHR	, \$ 68.00 (Christal)	Pyramid
WRQI-F, 95.1, 50 KW @ 496,	CL AOR	, \$ 28.00 (D&R)	(BRISTOL)
WRHM-F, 101.3, 27 KW @ 195,	SOFT AC	, \$ 55.00 (Torbet)	Stoner
WVOR-F, 100.5, 50 KW @ 479,	AC	, \$ 87.00 (McGUILD)	Lincoln
WMAX-F, 106.7, 3.5 KW @ 266,	AOR/AC	, \$ 16.00 (Eastman)	(IRONDUQUOIT)

Miscellaneous: WKLX-F sold to Heritage (D) for \$4,300,000 (Blackburn) . . .

\*\*\*\*\* 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	H/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		*

\*\*\*\*\*

ROCKFORD

Arbitron Rank/Pop (12+): 145/234,800  
 HSA Rank/Pop: 157/285,100  
 ADI # 136  
 Average Person Ratings: 16.6  
 Market TSL: 22.00 hours

Stations: 20/9  
 Diaries: 756/311:1/55.3%  
 Sample Target: 680  
 % Below Line: 15.1  
 % Not Listed: 17.7

1992 Revenue: \$7,400,000  
 HH Inc.: \$33,524  
 Retail \$: 2.4 Bil  
 Pop per Station: 26,089  
 #1 Biller: WZOK-F \$2,100,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WXRX-F (AOR)	61/15.6	14.8	16.7	14.9	10.5	----	86/922	672/28.6	27.5	27.3	C	WXRX-F
2. WZOK-F (CHR)	50/12.8	11.9	14.2	12.5	17.1	----	93/1502	775/33.0	31.9	34.2	D	WZOK-F
3. WROK (FS)	41/10.5	11.4	10.7	11.5	12.0	----	42/609	568/24.2	25.3	25.0	C	WROK
4. WRWC-F (AC)	29/ 7.4	6.7	7.1	8.3	6.4	----	37/504	384/16.4	15.5	14.5	B	WRWC-F
5. WKMQ-F (O)	27/ 6.9	7.5	8.2	9.3	9.0	----	33/669	504/21.5	22.1	19.9	B	WKMQ-F
6. WXXQ-F (C)	19/ 4.9	4.1	1.4	----	----	----	32/505	291/12.4	10.4	6.1	A	WXXQ-F
7. WGN (FS/T)	15/ 3.8	4.1	6.8	6.7	5.9	----	58/794	255/10.9	12.3	14.5		WGN
8. WQFL-F (REL)	15/ 3.8	1.6	1.9	1.6	1.8	----	17/291	196/ 8.3	7.3	5.6		WQFL-F
9. WRRR (BB)	12/ 3.1	4.1	4.6	2.7	3.8	----	12/193	177/ 7.5	8.1	7.4	A	WRRR
10. WNTA (N/T)	8/ 2.1	.5	.8	1.9	.8	----	8/122	106/ 4.5	3.6	3.2		WNTA

12+ FM SHARE (METRO): 71.34% (229 of 321) (SPG 92: 64.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WXRX-F	1 WXRX-F	1 WXRX-F	1 WXRX-F	1 WXRX-F	1 WROK	1 WROK	1 WXRX-F	1 WXRX-F	1 WXRX-F	1 WROK
2 WZOK-F	2 WZOK-F	2 WZOK-F	2 WZOK-F	2 WZOK-F	2 WKMQ-F	2 WXRX-F	2 WZOK-F	2 WZOK-F	2 WZOK-F	2 WZOK-F
3 WRWC-F	3 WRWC-F	3 WRWC-F	3 WRWC-F	3 WKMQ-F	3 WZOK-F	3 WZOK-F	3 WRWC-F	3 WROK	3	3 WXRX-F
4 WQFL-F	4 WQFL-F	4 WKMQ-F	4 WKMQ-F	4 WRWC-F	4 WRWC-F	4	4 WROK	4 WRWC-F	4	4
5	5	5	5	5	5 WXRX-F	5	5 WKMQ-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 WZOK-F	1 WZOK-F	1 WZOK-F	1 WZOK-F	1 WZOK-F	1 WXRX-F	1 WXRX-F	1 WXRX-F	1 WXRX-F	1 WXRX-F
2 WQFL-F	2 WXRX-F	2 WXRX-F	2 WXRX-F	2 WXRX-F	2 WZOK-F	2 WZOK-F	2 WZOK-F	2 WZOK-F	2 WZOK-F
3 WRWC-F	3 WRWC-F	3 WRWC-F	3 WRWC-F	3 WRWC-F	3 WXXQ-F	3 WQFL-F	3 WLUP-F	3 WKMQ-F	3 WKMQ-F
4 WRWC-F	4 WQFL-F	4 WQFL-F	4 WKMQ-F	4 WKMQ-F	4	4	4	4	4 WRWC-F
5	5	5	5	5	5	5	5 WRWC-F	5	5 WROK

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		29 ( 1)	29 ( 1)	9.0	NM	WBBM (N) 780 Chicago	1.0/6.2/ 11/ 345
AOR/CLASSIC		63 ( 2)	63 ( 2)	20.0	20.3	WDEK-F (C) 92.5 DeKalb	0.5/6.9/ 18/ 537
COUNTRY		28 ( 3)	28 ( 3)	9.0	2.6	WGCI-F (B) 107.5 Chicago	2.3/2.0/ 9/ 47
NEWS/TALK	24 ( 5)		24 ( 5)	7.4	16.4	WIBA-F (AOR) 101.5 Madison	0.5/1.7/ 31/ 206
TOP 40/CHR/CONTEMP		52 ( 2)	52 ( 2)	16.1	18.3	WJVL-F (C) 99.9 Jonesville	1.8/7.2/ 60/ 708
BLACK/URBAN		9 ( 1)	9 ( 1)	3.0		WLS (T) 890 Chicago	1.3/4.5/ 13/ 255
SOFT AC		6 ( 1)	6 ( 1)	2.0	2.9	WLUP (T) 1000 Chicago	1.0/2.0/ 11/ 154
HISPANIC						WMAQ (T) 670 Chicago	0.8/5.9/ 19/ 482
OLDIES		27 ( 1)	27 ( 1)	8.4	NA	WSJY-F (EZ) 107.3 Ft. Atkinson	1.5/6.5/ 19/ 364
FULL SRVC VARIETY	56 ( 2)		56 ( 2)	17.4	13.8	WZEE-F (CHR) 104.1 Madison	0.5/5.7/ 31/ 592
NOSTALGIA	12 ( 1)		12 ( 1)	4.0	5.5		
RELIGION/GOSPEL		15 ( 1)	15 ( 1)	5.0	2.3		
CLASSICAL							
JAZZ/NEW AC							
UNKNOWN/OTHERS							
	92 ( 8)	229 (12)	321 (20)				

RADIO STATIONS

WNTA , 1150, 1 KW/60 KW (DA-1), News	CNN, \$10.00 (Christal)	Midwest Family
WROK , 1440, 5 KW/500 W (DA-D), Full Service	NBC-T ABC, \$40.00 (Mc-Guild)	
WRRR , 1330, 1 KW/ 91 W (DA-1), Nostalgia	SMN, \$12.00 (Katz)	
WKMQ-F, 95.3, 1 KW @ 512	, \$30.00 (Christal)	Midwest Family
WQFL-F, 100.9, 3 KW @ 300	UPI, \$10.00 ( --- )	
WRWC-F, 103.1, 1 KW @ 525	UNISTR, \$17.00 (K & P)	(ROCKTON)
WXRX-F, 104.9, 4 KW @ 400	SOURCE, \$28.00 (Katz)	(BELVIDERE)
WXXQ-F, 98.5, 50 KW @ 399	, \$13.00 (Eastman)	(FREEPORT)
WZOK-F, 97.5, 50 KW @ 430	, \$42.00 (Mc-Guild)	
WJVL-F, 99.9, 11 KW @ 502	, \$15.00 ( --- )	(JANESVILLE, WI)
WSJY-F -- see Madison		
Other ranked stations -- see Chicago		

SACRAMENTO

Arbitron Rank/Pop (12+): 28/1,310,100  
 MSA Rank/Pop: 30/1,480,000  
 ADI # 19  
 Average Person Ratings: 16.3  
 Market TSL: 21.25 hours

Stations: 33/27  
 Diaries: 1510/868:1/48.6%  
 Sample Target: 1480  
 % Below Line: 4.6  
 % Not Listed: 13.8

1992 Revenue: \$53,900,000  
 HH Inc.: \$37,407  
 Retail \$: 11.8 Bil  
 Pop per Station: 48,522  
 #1 Biller: KFBK \$10,000,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KFBK (N/T)	275/12.9	13.5	13.6	12.8	10.7	13.2	374/4170	3150/24.0	25.0	22.4	I	KFBK
2. KSFH-F (CHR)	206/ 9.6	6.5	7.7	7.2	7.7	7.8	236/3678	2786/21.3	18.2	18.1	F	KSFH-F
3. KRAK-F (C)	129/ 6.0	5.7	7.1	9.5	6.2	7.1	174/2992	2070/15.8	16.6	17.3	G	KRAK-F
KSEG-F (CL AOR)	129/ 6.0	5.2	3.7	6.2	6.0	5.3	154/2510	2021/15.4	11.7	12.7	F	KSEG-F
5. KYMX-F (SAC)	119/ 5.6	5.7	5.9	4.9	5.9	5.5	132/2171	1755/13.4	12.4	14.9	D	KYMX-F
6. KGBY-F (AC)	112/ 5.2	6.2	5.5	4.0	5.5	5.2	129/2394	1966/15.0	13.7	15.7	E	KGBY-F
7. KRXQ-F (AOR)	110/ 5.2	5.9	6.0	6.7	5.3	6.0	147/2091	1644/12.5	13.9	12.6	F	KRXQ-F
8. KNCI-F (C)	90/ 4.2	4.1	5.2	4.3	5.1	4.5	121/2280	1802/13.8	14.7	14.5	C	KNCI-F
9. KHYL-F (O)	71/ 3.3	3.3	3.7	4.1	2.6	3.6	100/2317	1676/12.8	12.3	10.5	D	KHYL-F
10. KXOA-F (AC)	68/ 3.2	4.4	3.5	4.5	5.0	0.8	77/1850	1578/12.0	12.8	14.5	G	KXOA-F
11. KQPT-F (AOR)	58/ 2.7	4.1	1.9	3.0	2.4	2.9	67/1253	1104/ 8.4	6.8	8.3	C	KQPT-F
12. KRAK (C)	55/ 2.6	2.5	1.9	2.1	2.7	2.3	106/1530	845/ 6.4	5.4	5.9	F	KRAK
13. KWOD-F (CHR)	53/ 2.5	2.3	2.5	2.4	3.2	2.4	79/1532	1157/ 8.8	8.5	9.6	C	KWOD-F
14. KCTC (EZ)	44/ 2.1	2.5	2.2	2.5	2.9	2.3	55/912	791/ 6.0	5.5	6.6	B	KCTC

12+ FM SHARE (METRO): 68.55% (1262 of 1841) (SPG 92: 70.57%)

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

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME	ISA	TSA
								SHARE/RTG/AQH/CUME		
AC		186 ( 3)	186 ( 3)	10.1	NM		KFIA (REL) 710 Carmichael	0.7/2.0/ 18/	351	
AOR/CLASSIC AOR		341 ( 5)	341 ( 5)	18.5	13.9		KFIA-F (REL) 101.9 Shingle Spg.	0.7/2.0/ 17/	331	
COUNTRY	55 ( 1)	243 ( 3)	298 ( 4)	16.2	16.8		KOWL (FS) 1490 S. Lk Tahoe	0.4/1.0/ 8/	131	
NEWS/TALK	367 ( 6)		367 ( 6)	19.9	16.6		KRLT-F (AC) 93.9 S. Lk Tahoe	0.3/0.5/ 8/	88	
TOP 40/CHR/CONTEMP		271 ( 3)	271 ( 3)	14.7	13.5		KQBR-F (C) 104.3 Davis	1.1/3.2/ 24/	528	
BLACK/URBAN							KRCX (SP) 1110 Roseville	0.7/1.1/ 19/	202	
SOFT AC	44 ( 1)	119 ( 1)	163 ( 2)	8.9	12.2		KRFD-F (AOR) 99.9 Marysville	1.4/3.7/ 43/	783	
HISPANIC	16 ( 1)	17 ( 1)	33 ( 2)	1.8	1.4		KSAC (SPRTS) 1240 Sacramento	0.6/1.9/ 13/	335	
OLDIES	48 ( 2)	71 ( 1)	119 ( 3)	6.5	NA		KSHJ (O) 1380 Sacramento	1.4/4.7/ 30/	690	
FULL SVC/VARIETY	19 ( 2)		19 ( 2)	1.0	NA		KSTE (T) 650 Rncho Cordova	1.0/2.5/ 33/	545	
NOSTALGIA	14 ( 1)		14 ( 1)	0.8	NA		KTHO (FS) 590 S. Lk Tahoe	0.5/1.1/ 12/	163	
RELIGION/GOSPEL	16 ( 1)	14 ( 1)	30 ( 2)	1.6	1.4		KXOA (O) 1470 Sacramento	0.9/2.3/ 20/	330	
CLASSICAL							KZSA-F (SP) 92.1 Placerville	0.8/0.9/ 17/	132	
JAZZ/NEW AC					2.8		KCBS (N/T) 740 San Frcnscso	0.4/2.3/ 49/	1148	
OTHERS UNKNOWN					1.4		KFRC (BB) 610 San Frcnscso	0.7/2.9/ 57/	798	
							KGO (T) 810 San Frcnscso	1.5/4.8/112/	1763	
							KMEL-F (CHR) 106.1 San Frcnscso	0.6/2.9/ 39/	1027	
							KNBR (T) 680 San Frcnscso	0.8/4.5/116/	1858	
							KRZQ-F (AOR) 96.5 Tahoe City	0.7/0.8/ 35/	520	
	579 (15)	1262 (18)	1841 (33)							

SACRAMENTO

RADIO STATIONS

AM STATIONS

KCTC	,	1320,	5 KW (DA-2)	,	EZ/Nostalgia	UNISTR, \$ 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	UPI, \$ 39.00	(Caballero)	Fuller-Jeffrey
KSAC	,	1240,	1 KW	,	Sports	NBC CBS, \$ 25.00	( --- )	
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
KOPT-F,	100.5,	115 KW @ 380	,	Prog AOR	SOURCE, \$ 59.00	(D&R)		Brown
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	,	\$ 58.00	(Christal)	Great American
KSFH-F,	102.5,	50 KW @ 500	,	CHR	ABC, \$ 81.00	(MMR)		Booth
KWOD-F,	106.5,	50 KW @ 500	,	CHR	CBS ABC, \$ 46.00	(D&R)		
KXOA-F,	107.9,	50 KW @ 404	,	AC	,	\$140.00	(Banner)	Brown
KYMX-F,	96.1,	50 KW @ 476	,	AC	,	\$ 65.00	(Christal)	Tribune Co.

Miscellaneous: KQBR-F (Davis) sold to EZ for \$2,000,000 . . .

\*\*\*\*\* 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, (HOR) 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	



SAGINAW-BAY CITY-HIGHLAND

Arbitron Rank/Pop (12+): 117/325,800  
 MSA Rank/Pop: 120/408,000  
 ADI # 57 (w/Flint)  
 Average Person Ratings: 17.8  
 Market TSL: 23.50 hours

Stations: 21/15  
 Diaries: 842/387:1/54.3%  
 Sample Target: 820  
 % Below Line: 5.2  
 % Not Listed: 11.9

1992 Revenue: \$11,500,000  
 HH Inc.: \$30,637  
 Retail \$: 3.1 Bill  
 Pop per Station: 21,720  
 #1 Biller: WHNN-F \$2,400,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WSGW (FS/N/T)	69/11.9	10.8	10.6	12.2	10.7	11.4	86/948	729/22.4	20.4	21.0	C	WSGW
2. WKCQ-F (C)	68/11.7	15.2	11.4	14.0	12.2	13.1	136/2013	806/24.7	25.1	26.7	D	WKCQ-F
3. WIOG-F (CHR/AC)	56/ 9.6	6.1	6.6	8.2	8.5	7.6	122/2281	815/25.0	22.6	26.1	C	WIOG-F
4. WHNN-F (O)	46/ 8.3	10.5	9.6	10.8	9.3	9.8	147/2184	735/22.6	20.9	22.6	O	WHNN-F
5. WTLZ-F (B)	41/ 7.1	3.8	6.2	7.2	5.1	6.1	54/636	405/12.4	9.7	11.3	B	WTLZ-F
6. WKQZ-F (AOR)	40/ 6.9	7.0	8.3	5.3	6.5	6.9	72/921	462/14.2	16.5	16.5	B	WKQZ-F
7. WTCF-F (CHR)	38/ 6.5	4.2	6.2	5.0	5.6	5.5	44/679	537/16.5	15.7	14.7	A	WTCF-F
8. WGER-F (SAC)	26/ 4.5	6.1	7.7	5.7	8.2	6.0	32/566	480/14.7	18.1	16.2	C	WGER-F
9. WIXC-F (C)	25/ 4.3	4.9	4.0	3.8	3.3	4.3	37/514	357/11.0	11.0	7.6	A	WIXC-F
10. WCEN-F (C)	22/ 3.8	3.2	3.7	3.7	3.3	3.6	86/985	299/ 9.2	7.4	8.7	B	WCEN-F
11. WUVE-F (AOR)	18/ 3.1	4.0	1.7	1.8	2.0	2.7	37/676	309/ 9.5	8.1	5.7		WUVE-F
12. WKNX (BB)	16/ 2.8	4.3	1.5	3.2	2.0	3.0	24/256	169/ 5.2	4.2	4.8	A	WKNX
13. WSAM (D)	12/ 2.1	2.2	2.3	1.0	1.3	1.9	13/305	259/ 7.9	6.4	5.1	A	WSAM
14.												
15.												

12+ FM SHARE (METRO): 77.15% (395 of 512) (SPG 92: 78.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTCF-F	1 WKQZ-F	1 WIOG-F	1 WHNN-F	1 WKCQ-F	1 WSGW	1 WSGW	1 WKCQ-F	1 WKQZ-F	1 WSGW	1 WSGW
2 WTLZ-F	2 WIOG-F	2 WKCQ-F	2 WIOG-F	2 WIOG-F	2 WKCQ-F	2 WKCQ-F	2 WSGW	2 WSGW	2 WTLZ-F	2 WIOG-F
3	3 WKCQ-F	WHNN-F	3 WKCQ-F	3 WHNN-F	3 WHNN-F	3 WIOG-F	3 WIOG-F	3 WIOG-F	3 WTCF-F	3 WKQZ-F
4	4 WTCF-F	WKQZ-F	4 WKQZ-F	4 WKQZ-F	4 WIOG-F	4 WHNN-F	4 WHNN-F	4 WHNN-F	4 WIOG-F	4 WKCQ-F
5	WTLZ-F	5 WTLZ-F	5 WTLZ-F	5 WSWG	5	5 WKQZ-F	5 WKQZ-F	WTCF-F	5 WKCQ-F	5
6	6	6	6	6 WTLZ-F	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 WIOG-F	1 WKCQ-F	1 WTLZ-F	1 WIOG-F	1 WKCQ-F	1 WIOG-F	1 WKQZ-F	1 WKQZ-F	1 WKQZ-F	1 WKQZ-F
WKCQ-F	2 WTCF-F	WKQZ-F	2 WKCQ-F	2 WIOG-F	2 WUVE-F	2 WIOG-F	2 WIXC-F	2 WIOG-F	2 WKCQ-F
WTCF-F	WIOG-F	3 WIOG-F	3 WHNN-F	3 WHNN-F	WKQZ-F	3 WIXC-F	WKQZ-F	3 WHNN-F	WHNN-F
4	WTLZ-F	WTCF-F	4 WTCF-F	4 WTLZ-F	4	4 WUVE-F	4	4 WKQZ-F	4 WIOG-F
5	5 WGER-F	5	5 WTLZ-F	5 WGER-F	5	5 WKQZ-F	5	5 WSWG	5 WSWG
6	WKQZ-F	6	6	WTCF-F	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		2 ( 1)	2 ( 1)	0.4	NM	WMAX (N/T)	1440 Bay City	0.5/3.8/	5/ 176
AOR/CLASSIC AOR		58 ( 3)	58 ( 3)	11.3	7.5				
COUNTRY		115 ( 3)	115 ( 3)	24.5	21.6	WCFX-F (AC)	95.3 Clare	0.3/2.1/	20/ 299
NEWS/TALK	3 ( 1)		3 ( 1)	0.6	NA	WDZZ-F (B)	92.7 Flint	0.9/3.0/	83/ 922
TOP 40/CHR/CONTEMP		98 ( 3)	98 ( 3)	19.1	17.6	WDFD (BB)	910 Flint	1.5/3.6/	66/ 722
BLACK/URBAN		48 ( 3)	48 ( 3)	9.4	8.2	WJR (FS)	760 Detroit	1.4/4.6/	89/1266
SOFT AC		26 ( 1)	26 ( 1)	5.1	9.4	WOWE-F (B)	98.9 Vassar	0.3/2.2/	17/ 312
HISPANIC						WWCK-F (CHR)	105.5 Flint	0.7/5.1/	86/1401
OLDIES	12 ( 1)	48 ( 1)	60 ( 2)	11.7	NA				
FULL SVC/VARIETY	77 ( 2)		77 ( 2)	15.0	15.3				
NOSTALGIA	25 ( 2)		25 ( 2)	4.9	4.6				
RELIGION/GOSPEL									
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN					0.4				
	117 ( 6)	395 (15)	512 (21)						

SAGINAW-BAY CITY-MIDLAND

RADIO STATIONS

WMAX, 1460, 5 KW/2.5 KW (DA-2)	, NEWS	CNN, \$ 143.00 (Mich Spot)	
WKNX, 1210, 10 KW (DAYS)	, NOSTALGIA	AP, \$ 10.00 (Patt)	
WSAM, 1400, 1 KW (DA-2)	, OLDIES	ABC, \$ 12.00 ( --- )	MacDonald
WSGW, 790, 5 KW/1 KW (DA-2)	, FULL SERVICE	NBC, CBS, \$ 36.00 (Katz)	Booth
WCEN-F, 94.5, 100 KW @ 981, COUNTRY	UNISTR, MBS, \$ 19.00 (Patt)		(MT. PLEASANT)
WGER-F, 106.3, 2 KW @ 380, SOFT AC	MBS, \$ 28.00 (Katz)		
WHNN-F, 96.1, 100 KW @ 1020, OLDIES	UNISTR, \$ 54.00 (Eastman)		Liggett
WIOG-F, 102.5, 86 KW @ 800, CHR/AC	ABC, SOURCE, \$ 55.00 (Katz)		Booth
WKCQ-F, 98.1, 50 KW @ 492, COUNTRY	ABC, \$ 41.00 ( --- )		MacDonald
WKQZ-F, 93.3, 38 KW @ 554, AOR	UNISTR ABC, \$ 29.00 (Banner)		
WBTZ-F, 100.9, 2.6 KW @ 500, AOR	UNISTR ABC, \$ 13.00 (Banner)		(PINCONNING)
WTCF-F, 100.5, 3 KW @ 328, CHR	CNN, \$ 10.00 (K & P)		(CARROLLTON)
WTLZ-F, 107.1, 5 KW @ 398, BLACK	AURN, \$ 20.00 (Roslin)		Taylor
WIXC-F, 97.3, 3 KW @ 328, COUNTRY	, \$ NA (D & R)		(ESSEXVILLE)

Other Ranked Stations - See Flint and Detroit

Miscellaneous: WUVE-F (104.5, 2.9 KW @ 413) simulcasts with WBTZ-F. . .

ST. LOUIS

Arbitron Rank/Pop (12+): 18/2,034,500  
 MSA Rank/Pop: 14/2,490,000  
 Average Person Ratings: 17.1  
 Market TSL: 22.50 hours

Stations: 29/28  
 Diaries: 1970/1033:1/54.0%  
 Sample Target: 1940  
 % Below Line: 0.3  
 % Not Listed: 7.8

1992 Revenue: \$66,300,000  
 HH Inc.: \$35,186  
 Retail \$: 18.8 B11  
 Pop per Station: 72,661  
 #1 Biller: KMOX \$18,500,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KMOX (T)	571/16.4	17.3	15.3	17.5	19.0	16.6	658/8241	7219/35.5	33.2	36.8	J	KMOX
2. WIL -F (C)	293/ 8.4	10.3	10.0	7.9	9.0	9.2	356/4572	3771/18.5	19.2	16.0	F	WIL -F
3. KSHE-F (AOR)	276/ 7.9	8.6	8.1	8.6	8.4	8.3	355/4477	3567/17.5	17.6	19.2	H	KSHE-F
4. KMJM-F (B)	247/ 7.1	6.0	7.2	7.6	7.3	7.0	248/2427	2320/11.4	11.5	12.5	G	KMJM-F
5. KEZK-F (SAC)	222/ 6.4	5.7	6.0	4.6	4.2	5.7	244/4384	3968/19.5	16.1	10.9	E	KEZK-F
6. KYKY-F (AC)	207/ 5.9	5.3	5.0	4.7	5.6	5.2	213/3574	3323/16.3	14.9	16.5	H	KYKY-F
7. WKBQ-F (CHR)	172/ 4.9	5.4	4.0	4.8	3.6	4.8	210/4209	3551/17.5	15.0	14.9	D	WKBQ-F
8. KSD -F (CL AOR)	155/ 4.4	5.4	5.0	4.9	5.4	4.9	175/3394	2984/14.7	16.4	17.3	F	KSD -F
9. KLOU-F (O)	153/ 4.4	3.5	3.3	4.0	3.4	3.8	173/3535	3028/14.9	12.3	13.0	E	KLOU-F
10. WRTH (BB)	112/ 3.2	2.3	1.6	1.5	2.1	2.2	114/1660	1629/ 8.0	4.1	4.1	B	WRTH
11. KPNT-F (AOR)	105/ 3.0	2.0	0.9	1.7	1.1	1.9	116/2168	1912/ 9.4	5.2	5.1	B	KPNT-F
12. KFUD-F (CL)	93/ 2.7	1.9	2.4	2.0	2.8	2.3	98/1875	1739/ 8.5	8.6	7.6	B	KFUD-F
13. WKXX-F (C)	82/ 2.4	3.3	3.7	3.3	2.8	3.2	100/1941	1574/ 7.7	8.8	7.3	C	WKXX-F
14. WIBV (FS)	71/ 2.0	1.5	2.2	1.4	1.1	1.8	75/1251	1197/ 5.9	5.2	3.2	A	WIBV
15. KXOK-F (B)	70/ 2.0	0.8	1.6	1.6	1.8	1.5	72/1280	1213/ 6.0	7.5	9.5		KXOK-F
16. KATZ (B)	61/ 1.8	1.6	1.8	2.2	1.2	1.9	61/797	797/ 3.9	4.7	4.1	B	KATZ
17. KRJY-F (O)	50/ 1.4	1.7	2.1	2.4	1.1	1.9	57/1296	1179/ 5.8	6.2	5.1	C	KRJY-F
18. WCBW-F (REL)	38/ 1.1	1.3	0.8	0.8	1.5	1.0	38/702	684/ 3.4	2.8	3.7		WCBW-F
19. KATZ-F (J)	37/ 1.1	1.3	1.3	1.1	2.0	1.2	39/845	811/ 4.0	3.9	5.4	B	KATZ-F
20. WFXB-F (AOR)	35/ 1.0	1.2	1.4	1.7	1.6	1.3	40/1079	979/ 4.8	6.5	5.0	B	WFXB-F

12+ FM SHARE (METRO): 69.93% (2247 of 3213) (SPG 92: 65.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT	
1 WKBQ-F	1 KSHE-F	1 KSHE-F	1 KMOX	1 KMOX	1 KMOX	>> 1 KMOX	>> 1 KMOX	1 KMOX	1 KMOX	> 1 KMOX	>>
2 KMJM-F	2 KMJM-F	2 KMOX	2 KSHE-F	2 WIL -F	2 WIL -F	2 WIL -F	2 WIL -F	2 WIL -F	2 KMJM-F	2 KMJM-F	
3 KSHE-F	3 KYKY-F	3 KYKY-F	3 KYKY-F	3 KSHE-F	3 KEZK-F	3 KSHE-F	3 KEZK-F	3 KSHE-F	3 KSHE-F	3 KSHE-F	
4	4 KPNT-F	4 KMJM-F	4 WIL -F	4 WIL -F	4 KYKY-F	4 KLOU-F	4 KYKY-F	4 KSHE-F	4 KYKY-F	4 WKBQ-F	4 KEZK-F
5	WKBQ-F	5 WIL -F	5 KSD -F	5 KEZK-F	5	5 KMJM-F	5 KYKY-F	5 KMJM-F	5 WIL -F	5 WKBQ-F	6
6	6 KEZK-F	6 KSD -F	6 KEZK-F	6 KSD -F	6	6 KEZK-F	6 KLOU-F	6 KEZK-F	6 KEZK-F	6	6
7	7 KSD -F	7 KEZK-F	7 KLOU-F	7 KLOU-F	7	7 WKBQ-F	7 WIBV	7 KLOU-F	7	7	7
8	8	8	8	8	8	8	KMJM-F	KSD -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 KMJM-F	1 KYKY-F	1 KYKY-F	1 KYKY-F	1 KYKY-F	1 KSHE-F	1 KSHE-F	1 KSHE-F	1 KSHE-F	1 KMOX
2 WKBQ-F	2 KMJM-F	2 KMJM-F	2 KEZK-F	2 WIL -F	2 KMJM-F	2 KMJM-F	2 KPNT-F	2 KMOX	2 KSHE-F
3 KPNT-F	3 KEZK-F	3 KEZK-F	3 KMJM-F	3 KEZK-F	3 WKBQ-F	3 KSD -F	3 KSD -F	3 KSD -F	3 KSD -F
4 KEZK-F	4 KSHE-F	4 WIL -F	4 WIL -F	4 KMOX	4 KSD -F	4 WKBQ-F	4 KMOX	4 KMJM-F	4 WIL -F
5 KYKY-F	5 KPNT-F	5 KSHE-F	5 KMOX	5 KLOU-F	5	5 KPNT-F	5 KEZK-F	5 WIL -F	5 KLOU-F
6 KSHE-F	WKBQ-F	6 KSD -F	6 KSHE-F	6 KMJM-F	6	6 KMOX	6	6	6 KEZK-F
7	7 WIL -F	7 KPNT-F	7 KLOU-F	7	7	7	7	7	7
8	8	8	8	8					

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		207 ( 1)	207 ( 1)	6.4	NM	KEZK (SAC) 590	Wood River	0.3/2.0/	13/ 447
AOR/CLASSIC AOR		571 ( 4)	571 ( 4)	17.8	17.6	KIRL (REL) 1460	St. Charles	0.3/1.4/	12/ 287
COUNTRY		375 ( 2)	375 ( 2)	11.7	14.0	KSIV (REL) 1320	Clayton	0.3/1.1/	15/ 310
NEWS/TALK	596 ( 2)		596 ( 2)	18.5	22.0	KUSA (T) 550	St. Louis	0.7/3.6/	31/ 812
TOP 40/CHR/CONTEMP		172 ( 1)	172 ( 1)	5.4	5.8	KXOK (B) 630	St. Louis	0.6/2.8/	22/ 622
BLACK/URBAN	82 ( 2)	317 ( 2)	399 ( 4)	12.4	13.0	WESL (REL) 1490	E. St. Louis	0.4/1.3/	14/ 272
SOFT AC	12 ( 1)	222 ( 1)	234 ( 2)	7.3	6.5	WEW (BB) 770	St. Louis	0.9/2.9/	33/ 627
HISPANIC						WGNU (FS) 920	Granite City	0.7/2.3/	25/ 470
OLDIES		203 ( 2)	203 ( 2)	6.3	NA	KTJJ-F (?) 98.5	Farmington	0.3/1.1/	57/ 631
FULL SVC/VARIETY	96 ( 2)		96 ( 2)	3.0	NA				
NOSTALGIA	142 ( 2)		142 ( 2)	4.4	3.3				
RELIGION/GOSPEL	38 ( 3)	38 ( 1)	76 ( 4)	2.4	3.9				
CLASSICAL		93 ( 1)	93 ( 1)	2.9	3.0				
JAZZ/NEW AC		37 ( 1)	37 ( 1)	1.2	NA				
OTHERS UNKNOWN		12 ( 1)	12 ( 1)	0.4	NA				
	966 ( 14)	2247 ( 15)	3213 ( 29)						

ST. LOUIS

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (DA-N)	, JAZZ/URBAN	SMN ABC, \$	35.00 (K & P)	Noble
KEZK, 59,	1 KW (DA-2)	, SEE KEZK-FM			
KMOK, 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)	, NEWS	HBS, \$	40.00 (McGuild)	Gannett
KXOK, 630,	5 KW (DA-2)	, BLACK	, \$	30.00 (MMR)	
KXEN, 1010,	50 KW (DAYS, DA)	, RELIGION	, \$	24.00 (---)	Mid America Gospel
WESL, 1490,	700 W/1 KW (DA-1)	, GOSPEL	AURN UNISTR, \$	23.00 (K & P)	Willis
WEW, 770,	1 KW (DAYS)	, NOSTALGIA	, \$	26.00 (Roslin)	
WIBW, 1260,	5 KW (DA-2)	, MOR	HBS, NBC-T, \$	20.00 (---)	
WRTH, 1430,	5 KW (DA-2)	, NOSTALGIA	UNISTR ABC, \$	40.00 (Eastman)	Heritage
KASP, 1380,	5 KW/1 KW (DA-2)	, SPORTS	UNISTR, \$	24.00 (MMR)	Evergreen

FH STATIONS

KATZ, 100.3,	50 KW @ 489,	BLACK	ABC, \$	36.00 (K & P)	Noble
KEZK, 102.5,	100 KW @ 1027,	OLDIES	UNISTR, \$	79.00 (D&R)	Compass
KFUO, 99.1,	100 KW @ 1027,	CLASSICAL	NBC, \$	43.00 (CHBS)	
KPNT, 105.7,	100 KW @ 1374,	AOR	, \$	42.00 (Torbet)	(ST. GENEVIEVE)
WFXB, 101.1,	50 KW @ 594,	AOR	, \$	NA (Torbet)	River Cities
KXOK, 97.1,	100 KW @ 561,	BLACK AC	UNISTR, \$	38.00 (MMR)	Frischling
KLOU, 103.3,	100 KW @ 918,	OLDIES	CBS, \$	78.00 (CBS)	CBS
KMJH, 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 (D&R)	Emmis
KYKY, 98.1,	100 KW @ 541,	AC	, \$	139.00 (Katz)	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 (Christal)	Evergreen
WKXX, 104.1,	39 KW @ 551,	COUNTRY	, \$	46.00 (Banner)	(JERSEYVILLE, IL)

Miscellaneous: KFXB-F changes to KPNT-F (Feb) . . . KUSA: from Country to News (March) . . . The WKBQ-F sale to Frischling never closed. . . KRJY-F changes from Soft AC to Oldies . . . KATZ-F changes from Black to Jazz/Urban. . .

SALISBURY-OC, MD

Arbitron Rank/Pop (12+): 151/215,300  
 HSA Rank/Pop: NA  
 ADI NA  
 Average Person Ratings: 16.5  
 Market TSL: 22.00 hours

Stations: 21/19  
 Diaries: 686/314:1/48.6%  
 Sample Target: 640  
 % Below Line: 1.1  
 % Not Listed: 29.9

1992 Revenue: NA  
 HH Inc.: \$27,100  
 Retail \$: 2.3 Bil  
 Pop per Station: 11,332  
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. WZBH-F (AOR)	36/10.1	----	8.2	----	6.4	----	50/549	406/18.9	0.0	18.8	WZBH-F
2. WOCQ-F (B)	28/ 7.9	----	7.9	----	6.9	----	28/455	435/20.2	0.0	17.9	WOCQ-F
3. WICO-F (C)	24/ 6.8	----	5.6	----	8.0	----	24/413	385/17.9	0.0	14.3	WGMB-F
4. WGMD-F (SAC)	22/ 6.2	----	7.2	----	6.2	----	22/226	218/10.1	0.0	9.0	WGMD-F
5. WQHQ-F (AC)	21/ 5.9	----	10.2	----	10.1	----	23/431	346/16.1	0.0	18.9	WQHQ-F
6. WSBY-F (O)	16/ 4.5	----	5.1	----	5.3	----	18/358	319/14.8	0.0	14.7	WSBY-F
7. WXJN-F (C)	16/ 4.5	----	-----	----	-----	----	16/204	195/ 9.1	0.0	0.0	WXJN-F
8. WKHI-F (CHR)	15/ 4.2	----	4.8	----	9.6	----	16/381	355/16.5	0.0	19.1	WKHI-F
9. WDSO-F (C)	14/ 3.9	----	5.4	----	3.5	----	58/652	196/ 9.1	0.0	10.8	WDSO-F
10. WRKE-F (CHR)	10/ 2.8	----	2.8	----	2.9	----	10/252	252/11.7	0.0	12.2	WRKE-F
11. WSSR (BB)	8/ 2.3	----	.6	----	-----	----	8/ 63	63/ 2.9	0.0	2.2	WSSR
12. WLVW-F (E2)	7/ 2.0	----	3.4	----	2.4	----	9/150	120/ 5.6	0.0	9.7	WLVW-F
13.											
14.											
15.											

12+ FM SHARE (METRO): 92.77% (231 of 249) (SPG 92: 91.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WOCQ-F>>	1 WZBH-F>	1 WZBH-F>	1 WZBH-F>	1 WZBH-F>	1 WGMD-F	1 WGMD-F<	1 WZBH-F>	1 WZBH-F>	1 WOCQ-F>	1 WOCQ-F>
2 WICO-F	2 WOCQ-F>	2 WOCQ-F	2 WQHQ-F<	2 WQHQ-F<	2 WICO-F>	2 WZBH-F<	2 WQHQ-F<	2 WOCQ-F	2 WGMD-F	2 WOLC-F
WKHI-F	3 WKHI-F	3 WQHQ-F>	3 WOCQ-F	3 WOCQ-F	3 WQHQ-F	3 WOCQ-F	3 WICO-F<	3 WICO-F<	3 WKHI-F	3 WQHQ-F
WRKE-F	WQHQ-F	4	4 WSBY-F	4 WICO-F	3 WSBY-F	4 WOCQ-F	4 WICO-F<	4 WQHQ-F	WRKE-F	WLVW-F
WZBH-F	5	5	5	WSBY-F	5	5 WICO-F	5 WXJN-F	5 WSBY-F	WZBH-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 WOCQ-F	1 WOCQ-F>	1 WOCQ-F	1 WQHQ-F<	1 WQHQ-F>	1 WZBH-F	1 WZBH-F>>	1 WZBH-F	1 WZBH-F>>	1 WZBH-F>>
2 WKHI-F	2 WQHQ-F	2 WQHQ-F	2 WOCQ-F>>	2 WOCQ-F	2 WKHI-F	2 WOCQ-F	2 WOCQ-F	2 WOCQ-F	2 WOCQ-F
3 WQHQ-F	3 WZBH-F	3 WZBH-F	3 WZBH-F	3 WICO-F	3 WOBQ-F	3 WKHI-F	3 WRKE-F	3 WXJN-F	3 WXJN-F
4	4 WKHI-F	4 WICO-F	4 WICO-F	WSBY-F	4	4 WRKE-F	4 WDSO-F	4	4
5	5	WSBY-F	WKHI-F	5	5	5	WKHI-F	5	5
		WJDY							

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
AC		32 ( 4)	32 ( 4)	13.0	NM	WAFB-F (AC) 97.7	MILFORD DE 1.4/3.4/ 16/ 194	
AOR/CLASSIC		36 ( 1)	36 ( 1)	14.4	12.1	WICO (C) 1320	SALISBURY 1.4/4.3/ 5/ 92	
COUNTRY	5 ( 1)	54 ( 3)	59 ( 4)	24.0	15.8	WJDY (B) 1470	SALISBURY 0.8/7.0/ 3/ 156	
NEWS/TALK					1.5	WHYJ-F (AC) 106.5	POCOMOKE MD 0.6/2.0/ 2/ 77	
TOP 40/CHR/CONTEMP		27 ( 3)	27 ( 3)	11.0	34.6	WOLC-F (REL) 102.5	PRNCSS ANNE MD 1.7/8.2/ 9/ 229	
BLACK/URBAN	5 ( 2)	28 ( 1)	33 ( 3)	13.2	3.3	WSBL-F (?) 97.9	SELBYVILLE 0.8/1.3/ 3/ 29	
SOFT AC		29 ( 2)	29 ( 2)	12.0	13.2	WXPZ-F (AC) 101.3	MILFORD DE 1.1/2.6/ 11/ 134	
HISPANIC								
OLDSIES		16 ( 1)	16 ( 1)	6.4	NA	WANN (B) 1190	ANNAPOLIS 0.6/1.6/ 2/ 50	
FULL SRVC VARIETY						WBSS-F (CHR)97.3	ATLANTIC CITY 0.6/4.0/ 14/ 246	
NOSTALGIA	8 ( 1)		8 ( 1)	3.2	1.8			
RELIGION/GOSPEL		6 ( 1)	6 ( 1)	2.4	3.7			
CLASSICAL								
JAZZ/NEW AC								
UNKNOWN/OTHERS		3 ( 1)	3 ( 1)	1.2	2.6			
	18 ( 4)	231 ( 17)	249 ( 21)					

SALISBURY-OC, MD

RADIO STATIONS

WICO	,	1320,	1 KW (DAYS)	,	Country/Talk	ABC, \$10.00	(Torbet)	Prettyman
WJDY	,	1470,	5 KW/500 W (DA-N)	,	Black	CBS, \$12.00	(Roslin)	
WLVW	,	960,	5 KW (DA-2)	,	Nostalgia	CNN, \$ 9.00	(Banner)	HVS
WAFI-F,		97.7,	3 KW @ 328	,	AC		\$13.00 (K & P)	Prettyman (MILFORD)
WDNO-F,		95.3,	6 KW @ 328	,	??		\$10.00 ( --- )	(LAUREL)
WDSO-F,		94.7,	50 KW @ 361	,	Country	MBS, \$20.00	(Torbet)	(DOVER)
WGMD-F,		92.7,	3 KW @ 298	,	Soft AC/EZ		\$15.00 ( --- )	Resort (REHOBOTH)
WICO-F,		94.3,	3 KW @ 298	,	Country		\$27.00 (Torbet)	Prettyman
AKHI-F,		99.9,	50 KW @ 321	,	CHR		\$19.00 ( --- )	Benchmark
WLVW-F,		105.5,	2 KW @ 384	,	Soft AC	UNISTR CNN, \$14.00	(Banner)	
WOCQ-F,		103.9,	3 KW @ 328	,	Black	UNISTR ABC, \$17.00	(K & P)	(BERLIN, MD)
WOLC-F,		102.5,	50 KW @ 500	,	Religion		\$10.00 ( --- )	(PRINCESS ANNE)
WQHQ-F,		104.7,	33 KW @ 610	,	CHR	MBS, \$21.00	(Banner)	HVS
WRKE-F,		101.7,	3 KW @ 298	,	CHR	NBC, \$10.00	(Roslin)	
WSBY-F,		98.9,	6 KW @ 328	,	Oldies	CBS, \$16.00	(Roslin)	
WXJN-F,		105.9,	6 KW @ 328	,	Country		\$12.00 ( --- )	(LEWES)
WZBH-F,		93.5,	11 KW @ 485	,	AOR		\$20.00 (Roslin)	Great Scott (GEORGETOWN)

Miscellaneous: WKHI-F sold to Benchmark for \$2,200,000 (Bergner) . . . WETT, WWTR-F sold to Benchmark (D) for \$500,000 (Blackburn) . . .

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 77/492,700  
 MSA Rank/Pop: 134/362,300 (Monterey)  
 188,244,400 (Santa Cruz)  
 ADI # 113  
 Average Person Ratings: 17.5  
 Market TSL: 23.00 hours

Stations: 32/22  
 Diaries: 935/527:1/44.4%  
 Sample Target: 970  
 % Below Line: 23.0  
 % Not Listed: 16.8

1992 Revenue: \$12,000,000  
 HH Inc.: \$39,277  
 Retail \$: 4.4 Bil  
 Pop per Station: 22,395  
 #1 Biller: KDON-AF \$2,075,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KTOM-AF (C)	65/ 7.6	10.2	6.2	7.4	10.1	7.9	68/ 806	755/15.3	16.3	18.2	C	KTOM-AF
2. KGO (N/T)	57/ 6.6	5.7	6.3	6.9	5.9	6.4	61/ 835	776/15.7	14.6	14.7		KGO
3. KDON-F (CHR)	55/ 6.5	8.2	9.1	10.5	11.0	8.6	57/1060	995/20.2	22.6	27.5	D	KDON-F
KWAV-F (AC)	55/ 6.4	6.2	4.8	6.0	4.4	5.6	55/ 696	690/14.0	12.3	12.4	C	KWAV-F
5. KBOQ-F (CL)	38/ 4.4	3.5	4.3	3.3	4.1	3.9	38/ 521	515/10.5	9.9	9.8	B	KBOQ-F
6. KUFX-F (CL AOR)	35/ 4.1	3.8	4.1	3.4	2.2	3.9	42/ 696	647/13.1	12.2	9.5		KUFX-F
7. KMBY-F (AOR)	33/ 3.8	4.2	3.7	4.8	4.8	4.1	37/ 645	625/12.7	9.5	12.7	B	KMBY-F
8. KBAY-F (SAC)	32/ 3.7	1.8	5.4	4.5	3.0	3.9	39/ 467	393/ 8.0	9.3	8.2		KBAY-F
9. KMXZ-F (CHR)	31/ 3.6	2.4	1.1	2.1	1.6	2.3	32/ 570	549/11.1	6.6	6.5	B	KMXZ-F
KTGE (SP)	31/ 3.6	2.9	5.2	4.7	6.3	4.1	31/ 359	359/ 7.3	7.8	8.8	B	KTGE
KXDC-F (J/NAC)	31/ 3.6	2.0	1.3	1.7	2.0	2.2	31/ 383	383/ 7.8	3.9	4.3	A	KXDC-F
12. KOCN-F (SAC)	28/ 3.3	2.3	3.5	3.1	1.9	3.1	28/ 349	349/ 7.1	7.6	6.6	B	KOCN-F
13. KNBR (T)	27/ 3.1	1.9	1.5	2.4	1.8	2.2	32/ 472	413/ 8.4	5.7	7.2		KNBR
14. KSCO (T)	24/ 2.8	2.8	2.7	1.4	1.3	2.4	24/ 345	345/ 7.0	6.2	4.0	A	KSCO
15. KIEZ (BB)	22/ 2.6	2.8	1.4	0.8	---	1.9	22/ 188	188/ 3.8	2.9	---	A	KIEZ
16. KRAY-F (SP)	19/ 2.2	3.0	3.4	2.3	2.0	2.7	19/ 344	328/ 6.7	7.9	5.0	B	KRAY-F
17. KPIG-F (C)	18/ 2.1	2.3	2.3	1.7	2.2	2.1	18/ 315	315/ 6.4	4.6	6.2	B	KPIG-F
18. KKL-F (REL)	17/ 2.0	---	0.5	---	0.9	---	17/ 198	198/ 4.0	1.9	2.6		KKL-F
KCBS (N/T)	17/ 2.0	3.2	2.5	2.1	1.9	2.5	18/ 392	363/ 7.4	8.7	8.0		KCBS
20. KOME-F (AOR)	14/ 1.6	1.3	0.6	0.5	0.4	1.0	14/ 226	209/ 4.2	2.2	3.0		KOME-F
21. KCTY (SP)	12/ 1.4	2.2	2.4	1.9	2.0	2.0	12/ 205	205/ 4.2	5.5	5.4		KCTY
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 70.67% (506 of 716) (SPG 92: 69.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F	1 KWAV-F	1 KWAV-F	1 KWAV-F	1 KGO	1 KGO	1 KWAV-F<	1 KTOM-AF	1 KDON-G	1 KGO
2 KMXZ-F	2 KWAV-F	2 KTOM-AF	2 KTOM-AF	2 KTOM-AF	2 KTOM-AF	2 KTOM-AF	2 KTOM-AF	2 KDON-F	2 KGO	2 KTOM-F
3 KMBY-F	3 KUFX-F<	3 KDON-F	3 KUFX-F	3 KUFX-F	3 KBOQ-F	3 KDON-F	3 KDON-F	3 KWAV-F<	3 KBOQ-F	3 KDON-F
4	4 KMXZ-F	4 KUFX-F	4 KXDC-F	4 KGO	4 KWAV-F	4 KWAV-F	4 KDON-F<	4 KUFX-F	4 KNBR	4 KWAV-F
5	5 KTOM-AF<	5 KMBY-F	5 KOCN-F	5 KXDC-F	5	5 KBOQ-F	5	5 KGO	5 KTOM-AF	5 KXDC-F
6	6 KMBY-F	6	6	6 KOCN-F	6	6	6	6	6	6
7	7 KTGE-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 KDON-F	1 KDON-F	1 KDON-F	1 KWAV-F	1 KTOM-AF<	1 KDON-F	1 KMBY-F	1 KMBY-F	1 KUFX-F	1 KUFX-F
2 KTGE	2 KWAV-F	2 KWAV-F	2 KTOM-AF	2 KWAV-F>	2 KMBY-F	2 KUFX-F	2 KPIG-F	2 KMBY-F	2 KTOM-AF<
3 KMXZ-F	3 KTOM-AF	3 KOCN-F	3 KDON-F	3 KDON-F	3 KMXZ-F	3 KDON-F	3 KDON-F	3 KXDC-F	3 KXDC-F
4	4 KWAV-F	4 KTGE-F	4 KTOM-AF	4 KTGE-F	4 KUFX-F	4 KMXZ-F	4 KWAV-F	4 KWAV-F	4 KMBY-F
5	5 KTOM-AF	5 KMXZ-F	5 KUFX-F	5 KOCN-F	5 KOME-F	5 KKL-F	5 KKL-F	5 KPIG-G	5 KPIG-F
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		62 ( 3)	62 ( 3)	8.7	NH		KKMC (REL) 880	GONZALEZ 0.6/2.6/	5/	126
AOR/CLASSIC AOR		97 ( 5)	97 ( 5)	13.5	10.9		KLAU (O) 1540	CAPITOLA 0.5/2.0/	5/	110
COUNTRY	4 ( 1)	79 ( 2)	83 ( 3)	11.6	15.1		KLUE-F (AOR) 106.3	SOLEDAD 1.2/2.1/	10/	104
NEWS/TALK	125 ( 4)		125 ( 4)	17.5	13.0		KNRY (O) 1240	MONETREY 0.3/2.3/	3/	115
TOP 40/CHR/CONTEMP		86 ( 2)	86 ( 2)	12.0	13.5		KQKE-F (SAC) 99.5	GREENFIELD 0.7/2.1/	6/	108
BLACK/URBAN							KLFA-F (SP) 93.9	KING CITY 1.3/3.1/	11/	154
SOFT AC		66 ( 3)	66 ( 3)	9.2	5.8		KLOK (SP) 1170	SAN JOSE 0.5/1.8/	8/	135
HISPANIC	47 ( 3)	30 ( 2)	77 ( 5)	10.8	18.4		KSJO-F (AOR) 92.3	SAN JOSE 0.6/3.1/	10/	192
OLDIES	7 ( 2)		7 ( 2)	1.0	NA		KSRI-FF (AC) 99.1	SANTA CLARA 0.8/6.5/	7/	365
FULL SVC/VARIETY										
NOSTALGIA	22 ( 1)		22 ( 1)	3.1	0.7					
RELIGION/GOSPEL	5 ( 1)	17 ( 1)	22 ( 2)	3.1	1.6					
CLASSICAL		38 ( 1)	38 ( 1)	5.3	6.5					
JAZZ/NEW AC		31 ( 1)	31 ( 1)	4.3	6.5					
OTHERS UNKNOWN					1.1					
	210 (12)	506 (20)	716 (32)							

SALINAS-MONTEREY-SANTA CRUZ

RADIO STATIONS

KCTY	,	980,	1 KW/247W (DA-1),	Hispanic		CBS, \$ NA	(Lotus)	
KSCO	,	1080,	10 KW/5 KW (DA-2),	Talk		CNN NBC-T, \$15.00	(---	
KTGE	,	1570,	5 KW/500W (DA-1),	Hispanic		, \$13.00	(Caballero)	
KTOH	,	1380,	5 KW (DA-2)	, see KTOH-F				
KBOQ-F	,	92.7,	1 KW @ 567	, Classical		, \$25.00	(CMBS)	
KRAY-F	,	103.9,	5.8 KW @ -134	, Hispanic		CBS, \$26.00	(Lotus)	
KDON-F	,	102.5,	19 KW @ 2270	, CHR		, \$45.00	(Christal)	Henry
KMXZ-F	,	93.5,	.9 W @ 1519	, CHR		UNISTR, \$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	(Banner)	
KOCN-F	,	104.9,	1.9 KW @ 600	, Soft AC		MBS UNISTR, \$23.00	(Torbet)	
KPIG-F	,	107.5,	2.9 KW @ 335	, Country		, \$15.00	(Banner)	
KQKE-F	,	99.5,	50 KW @ 492	, Soft AC		APR, \$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	(Mc-Guild)	Buckley
KXDC-F	,	101.7	.8 KW @ 590	, Jazz/NAC		, \$14.00	( --- )	

Other Ranked Stations - See San Jose and San Francisco

Miscellaneous: KIEZ, KKLF-F sold for \$840,000 . . . KBOQ-F sold to Henry (D) for \$1,000,000 . . .



SALT LAKE CITY

Arbitron Rank/Pop (12+): 36/1,070,000  
 MSA Rank/Pop: 46/1,080,000  
 ADI # 41  
 Average Person Ratings: 15.3  
 Market TSL: 20.25 hours

Stations: 26/26  
 Diaries: 1402/763:1/56.4%  
 Sample Target: 1380  
 % Below Line: 0.0  
 % Not Listed: 9.0

1992 Revenue: \$31,400,000  
 HH Inc.: \$29,410  
 Retail \$: 7.7 Bill  
 Pop per Station: 41,154  
 #1 Biller: KKAT-F \$4,500,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KKAT-F (C)	195/11.9	9.0	10.4	12.1	12.9	10.9	211/2950	2614/24.4	24.1	25.3	F	KKAT-F
2. KSFI-F (SAC)	160/ 9.8	12.7	12.1	10.0	8.4	11.2	183/2961	2581/24.1	23.5	20.3	E	KSFI-F
3. KSOP-AF (C)	135/ 8.3	7.3	7.1	6.2	6.8	6.7	174/2560	1998/18.7	18.7	16.1	D	KSOP-AF
4. KBER-F (AOR)	108/ 6.6	4.9	5.5	5.0	6.0	5.5	110/1712	1600/15.0	15.0	15.7	C	KBER-F
5. KLZX-AF (CL AOR)	94/ 5.8	5.5	6.0	6.8	6.3	6.2	101/1675	1519/14.2	14.9	13.9	E	KLZX-AF
6. KISN-F (CHR)	93/ 5.7	5.1	5.0	5.0	5.1	5.2	117/2023	1762/16.5	15.0	15.2	D	KISN-F
7. KSL (FS)	90/ 5.5	7.0	7.0	5.1	5.2	6.2	102/2604	2183/20.4	23.4	17.5	F	KSL
8. KUTQ-F (CHR)	80/ 4.9	5.2	5.2	4.3	5.3	4.9	84/1750	1666/15.6	14.7	14.3	C	KUTQ-F
9. KXRK-F (AOR)	68/ 4.2	3.8	3.6	3.8	2.2	3.9	70/972	921/ 8.6	9.1	6.1		KXRK-F
10. KALL-F (O)	58/ 3.5	2.6	2.2	2.8	2.8	2.8	65/1320	1103/10.3	6.8	7.1		KALL-F
11. KALL (FS)	49/ 3.0	3.1	3.8	2.3	2.4	3.1	50/937	923/ 8.6	10.3	6.5		KALL
12. KDYL-F (BB)	46/ 2.8	2.9	2.0	3.3	2.3	2.8	47/683	614/ 5.7	4.3	5.7		KDYL
13. KVRI-F (AC)	43/ 2.6	3.3	2.1	3.7	2.3	2.9	46/1015	937/ 8.8	8.8	12.0	C	KVRI-F
14. KZHT-F (CHR)	43/ 2.6	2.2	1.6	2.8	2.1	2.3	45/1050	996/ 9.3	8.0	9.9		KZHT-F
15. KMXB-F (AC)	38/ 2.3	1.8	1.6	2.3	2.5	2.0	39/842	795/ 7.4	5.6	8.4		KMXB-F
16. KRSP-F (AOR)	33/ 2.0	2.1	3.0	2.1	3.1	2.3	38/1169	1058/ 9.9	9.9	8.8		KRSP-F
17. KTKK (T)	30/ 1.8	2.2	2.0	2.5	2.2	2.1	32/412	396/ 3.7	4.5	3.6		KTKK
18. KBZN-F (J/NAC)	25/ 1.5	2.9	2.4	2.3	2.5	2.3	27/689	631/ 5.9	6.3	5.4		KBZN-F
KANN (REL)	25/ 1.5	0.5	0.7	---	---	---	24/172	157/ 1.5	1.3	---		KANN
20. KSOS-F (AC)	23/ 1.4	1.5	1.3	2.2	2.0	1.6	29/419	327/ 3.1	3.9	5.6		KSOS-F

12+ FH SHARE (METRO): 80.88% (1206 of 1491) (SPG 92: 81.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ HID	12+ PHO	12+ EVE	OVERNIGHT
1 KUTQ-F>>	1 KKAT-F>	1 KKAT-F	1 KSFI-F<	1 KSFI-F<	1 KSFI-F	1 KKAT-F	1 KKAT-F<	1 KSFI-F<	1 KKAT-F	1 KKKAT-F<
2 KKAT-F	2 KBER-F	2 KSFI-F	2 KKAT-F	2 KKAT-F	2 KSL	2 KSFI-F	2 KSFI-F>	2 KKAT-F	2 KBER-F	2 KSOP-F
3 KBER-F	3 KSOP-AF<	3 KSOP-AF<	3 KSOP-AF	3 KSOP-AF	3 KSOP-AF	3 KSL	3 KSOP-AF	3 KSOP-AF	3 KUTQ-F	3 KSL
4	4 KLZX-AF<	4 KLZX-AF	4 KLZX-AF	4 KLZX-AF	4 KKAT-F	4 KSOP-AF	4 KLZX-AF	4 KBER-F	4 KSFI-F	4 KBER-F
5	5 KSFI-F	KBER-F	5 KISN-F	5 KISN-F	5 KDYL	5 KLZX-AF	5 KBER-F	5 KLZX-AF<	5 KSOP-AF	5 KVRI-F
6	6 KXRK-F	6 KISN-F	6 KALL-F	6 KALL-F	6 KALL	6 KBER-F	6 KISN-F	6 KISN-F	6 KISN-F	6 KALL

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 KSOP-AF	1 KSFI-F>	1 KSFI-F>	1 KBER-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F
2 KXRK-F	2 KSFI-F	2 KSFI-F	2 KKAT-F	2 KSOP-AF	2 KKAT-F	2 KBER-F	2 KLZX-AF	2 KLZX-AF<	2 KLZX-AF>
KZHT-F	3 KISN-F	KKAT-F	3 KSOP-AF	3 KKAT-F	3 KXRK-F	3 KLZX-AF>	3 KBER-F	3 KBER-F>	3 KSOP-AF
KSFI-F	4 KSOP-AF>	4 KISN-F	4 KISN-F>	4 KISN-F>>	4 KLZX-AF	4 KXRK-F	4 KISN-F	4 KSOP-AF	4 KSFI-F
5 KISN-F	5 KXRK-F	5 KLZX-AF	5	5	5 KSOP-AF	5 KSOP-AF	5 KSOP-AF	5 KSFI-F	5 KBER-F
KBER-F	KBER-F	6 KVRI-F	6	6	6 KUTQ-F	6 KISN-F	6 KXRK-F	6 KISN-F	6
KUTQ-F	7	KBER-F	7	7	7	7	7	7	7

FORHATS	AM	FH	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
AC	16 ( 1)	104 ( 3)	120 ( 4)	8.0	NH	KCNR (T)	1320	Salt Lake Cty	0.4/2.8/	7/ 326
AOR/CLASSIC AOR	1 ( 1)	319 ( 5)	320 ( 6)	21.5	20.7	KFAM (E)	700	Salt Lake Cty	1.0/2.7/	21/ 355
COUNTRY	6 ( 1)	324 ( 2)	330 ( 3)	22.1	24.0	KISN (AC)	570	Salt Lake Cty	1.0/5.1/	21/ 611
NEWS/TALK	36 ( 2)		36 ( 2)	2.4	2.9	KUHT-F (AOR)	105.7	Centerville	1.0/3.5/	17/ 394
TOP 40/CHR/CONTEMP		216 ( 3)	216 ( 3)	14.5	15.3					
BLACK/URBAN										
SOFT AC	17 ( 1)	160 ( 1)	177 ( 2)	11.7	14.0					
HISPANIC										
OLDIES		58 ( 1)	58 ( 1)	3.9	NA					
FULL SVC/VARIETY	139 ( 2)		139 ( 2)	9.3	8.5					
NOSTALGIA	46 ( 1)		46 ( 1)	3.1	2.6					
RELIGION/GOSPEL	24 ( 1)		24 ( 1)	1.6	NA					
CLASSICAL										
JAZZ/NEW AC		25 ( 1)	25 ( 1)	1.7	2.7					
OTHERS UNKNOWN					1.2					
	285 (10)	1206 (16)	1491 (26)							

SALT LAKE CITY  
-----

RADIO STATIONS  
-----

AM STATIONS  
-----

KALL,	910,	5 KW/1KW (DA-N)	,	Full Service/Talk	ABC MBS, \$30.00	(Eastman)	Apollo
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	(MHR)	John Price

FM STATIONS  
-----

KALL,	94.1,	40 KW @ 3060	,	Oldies/AC	ABC, \$31.00	(Eastman)	Apollo
KUMT,	105.7,	7 KW @ 3660	,	AOR	, \$23.00	(Eastman)	Regan Henry
KBER,	101.1,	25 KW @ 3739	,	AOR	ABC, \$49.00	(Torbet)	(OGDEN)
KBZN,	97.9,	26 KW @ 3769	,	Jazz/NAC	, \$26.00	(Eastman)	(OGDEN)
KVRI,	98.7,	40 KW @ 2929	,	AC	, \$47.00	(Christal)	John Price
KISN,	97.1,	30 KW @ 3651	,	CHR	, \$61.00	(Mc-Guild)	
KKBE,	95.5,	50 KW @ 679	,	CHR	, \$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
KMXB,	107.5,	45 KW @ 2850	,	AC	, \$34.00	(Eastman)	Regan Henry (OREH)
KQOL,	106.5,	8 KW @ 2709	,	Sports	MBS, BRN, \$24.00	( --- )	(SPANISH FORK)
KZHT,	94.9,	48 KW @ 2798	,	CHR	, \$33.00	(Torbet)	Devine (PROVO)
KRSP,	103.5,	28 KW @ 3628	,	AOR	ABC, \$48.00	(CBS)	
KSFI,	100.3,	26 KW @ 3739	,	EZ/Soft AC	, \$65.00	(CBS)	
KSOP,	104.3,	25 KW @ 3638	,	Country	, \$54.00	(MHR)	
KSOS,	106.9,	68 KW @ 2368	,	AC	, \$20.00	( --- )	(BRIGHAM)
KUTQ,	99.5,	40 KW @ 2952	,	CHR	SOURCE, NBC, \$32.00	(K & P)	Citadel (BOUNTIFUL)
KXRK,	96.1,	55 KW @ 2631	,	AOR	UNISTR ABC, \$19.00	(D&R)	(PROVO)

Miscellaneous: KCPX-F changes to KVRI-F (Jan) . . .

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,107,100  
 MSA Rank/Pop: 36/1,350,000  
 ADI # 36  
 Average Person Ratings: 17.5  
 Market TSL: 23.00 hours

Stations: 29/29  
 Diaries: 1468/754:1/51.1%  
 Sample Target: 1390  
 % Below Line: 0.0  
 % Not Listed: 8.9

1992 Revenue: \$41,100,000  
 HH Inc.: \$29,279  
 Retail \$: 10.1 B11  
 Pop per Station: 38,176  
 #1 Biller: KCYY \$7,700,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KXTN-F (SP)	205/10.6	9.0	8.4	8.5	9.1	9.1	241/2704	2240/20.2	16.7	15.2	E	KXTN-F
2. KTFM-F (CHR)	167/ 8.6	8.8	8.4	8.3	8.0	8.5	182/3071	2846/25.7	22.6	19.5	E	KTFM-F
3. KCYY-F (C)	164/ 8.4	9.9	7.7	8.3	9.7	8.6	182/2651	2303/20.8	18.8	22.7	H	KCYY-F
4. KQXT-F (SAC)	142/ 7.3	6.7	4.9	6.0	5.1	6.2	149/1777	1695/15.3	13.0	13.1	E	KQXT-F
5. KAJA-F (C)	126/ 6.5	6.1	7.4	6.2	7.4	6.6	154/2409	2013/18.2	18.3	16.9	E	KAJA-F
6. KISS-F (AOR)	122/ 6.3	5.8	4.0	5.7	5.8	5.5	139/2125	1821/16.4	13.1	16.0	C	KISS-F
7. KZEP-F (CL AOR)	89/ 4.6	4.2	4.9	3.9	3.6	4.4	95/1555	1383/12.5	11.4	11.6	D	KZEP-F
8. KONO-AF (O)	78/ 4.0	3.1	5.3	3.2	2.6	3.6	89/1920	1627/14.7	12.0	11.5	B	KONO-AF
9. WOAI (N/T)	77/ 4.0	4.7	5.6	4.7	5.2	4.8	123/2245	1484/13.4	14.9	14.0	G	WOAI
10. KTSA (T)	69/ 3.6	4.6	4.1	3.8	3.5	4.0	104/1486	1063/ 9.6	10.7	9.0	C	KTSA
11. KKYX (C)	57/ 2.9	5.4	1.7	3.0	3.3	3.3	124/1541	710/ 6.4	4.9	6.5		KKYX
12. KLUP (BB)	55/ 2.8	2.2	2.8	2.5	2.0	2.6	60/ 813	732/ 6.6	5.3	4.3		KLUP
13. KSJL-F (B)	52/ 2.7	1.9	1.8	1.7	1.8	2.0	53/ 724	661/ 6.0	12.0	14.4	C	KSJL-F
14. KCOR (SP)	51/ 2.6	2.9	3.5	4.7	3.4	3.4	52/ 516	507/ 4.6	5.6	5.9	D	KCOR
15. KRIO-F (SP)	49/ 2.5	2.3	2.1	1.4	1.5	2.1	49/ 932	899/ 8.1	6.6	4.8	A	KRIO-F
16. KSMG-F (O)	48/ 2.5	3.0	3.5	3.5	4.8	3.1	53 1272	1197/10.8	10.9	12.1	D	KSMG-F
17. KDIL-F (C)	39/ 2.0	2.4	2.2	1.6	2.0	2.1	60/ 848	587/ 5.3	6.5	5.7		KDIL-F
18. KSAH (SP)	26/ 1.3	0.8	0.5	1.2	0.9	1.0	28/ 369	325/ 2.9	1.7	2.2		KSAH
19. KSLR (REL)	26/ 1.3	1.2	1.3	1.0	0.6	1.2	35/ 556	426/ 3.8	3.3	2.3	A	KSLR
20. KSRR-F (AC)	23/ 1.2	2.6	3.1	4.6	3.4	2.9	23/ 377	364/ 3.3	11.4	12.8	C	KSRR-F
21. KVAR (SP)	23/1.2	1.0	0.7	0.6	0.6	0.9	24/ 222	210/ 1.9	1.7	1.3		KVAR

12+ FM SHARE (METRO): 73.04% (1292 of 1769) (SPG 92: 72.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KTFM-F >>	1 KISS-F	1 KXTN-AF	1 KXTN-AF	1 KXTN-AF	1 KXTN-AF	1 KCYY-F	1 KQXT-F	1 KXTN-AF	1 KTFM-F	1 KXTN-F
2 KXTN-AF	2 KXTN-AF <	2 KQXT-F <	2 KQXT-F <	2 KQXT-F <	2 KKYX	2 KXTN-AF	2 KCYY-F <	2 KTFM-F <	2 KXTN-AF >	2 KAJA-F
3	3 KZEP-F <	3 KCYY-F	3 KCYY-F	3 KCYY-F	3 KCYY-F	3 KAJA-F <	3 KXTN-AF	3 KCYY-F	3 KISS-F	3 KCYY-F
4	4 KTFM-F	4 KISS-F <	4 KAJA-F	4 KAJA-F	4 WOAI	4 KQXT-F <	4 KAJA-F	4 KAJA-F <	4 KCYY-F <	4 KTFM-F
5	5 KCYY-F <	5 KTFM-F	5 KZEP-F	5 KZEP-F	5 KZEP-F	5 KQXT-F	5 KTFM-F	5 KISS-F <	5 KZEP-F	5 KSMG
6	6 KQXT-F	6 KZEP-F	6 KTFM-F	6 KTFM-F	6 KTSA	6 WOAI	6 KTSA	6 KQXT-F	6 KQXT-F	6 KZEP-F
7	7 KAJA-F	7 KAJA-F	7 KISS-F	7 KONO-AF	7 KAJA-F	7 KISS-F	7 KTFM-F	7 KZEP-F	7 KAJA-F	7 KSJL-F
8	8	8	8 KONO-AF	8 KISS-F	8 KCOR	8	8 KZEP-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 KTFM-F	1 KXTN-AF	1 KQXT-F	1 KXTN-AF	1 KXTB-AF <	1 KISS-F	1 KISS-F	1 KZEP-F	1 KISS-F <	1 KXTN-AF
2 KXTN-AF	2 KQXT-F	2 KCYY-F	2 KQXT-F <	2 KQXT-F <	2 KTFM-F	2 KZEP-F >	2 KISS-F	2 KXTN-AF	2 KZEP-F
3 KCYY-F	3 KCYY-F	3 KXTN-AF	3 KCYY-F	3 KCYY-F	3 KZEP-F	3 KTFM-F	3 KXTN-AF	3 KZEP-F >	3 KISS-F <
4 KISS-F	4 KTFM-F	4 KAJA-F	4 KTFM-F	4 KAJA-F	4 KCYY-F	4 KXTN-AF	4 KTFM-F	4 KCYY-F <	4 KQXT-F
5 KQXT-F	5 KAJA-F	5 KTFM-F	5 KAJA-F	5 KTFM-F	5 KXTN-AF	5 KCYY-F	5 KQXT-F	5 KCYY-F	5 KCYY-F
6 KAJA-F	6	6 KZEP-F	6	6 KONO-AF	6 KAJA-F	6 KAJA-F	6 KAJA-F	6 KTFM-F	6 KAJA-F
7	7	7	7	7	7	7	7 KCYY-F	7 KAJA-F	7
8	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQN/CUME	TSA	TSA
AC		23 ( 1)	23 ( 1)	1.3	NH	KCHL (REL)	1480 San Antonio	1.0/1.3/ 20/	143
AOR/CLASSIC AOR	7 ( 1)	211 ( 2)	218 ( 3)	12.3	17.1	KDRY (REL)	1100 Alamo Hghts	0.5/1.5/ 10/	182
COUNTRY	57 ( 1)	339 ( 4)	396 ( 5)	22.4	25.8	KEDA (SP)	1540 San Antonio	0.7/2.2/ 15/	259
NEWS/TALK	146 ( 2)		146 ( 2)	8.3	5.6	KGNB (BB)	1420 New Braunfls	0.6/1.8/ 14/	210
TOP 40/CHR/CONTEMP		167 ( 1)	167 ( 1)	9.4	8.6	KNBT-F (C)	92.1 New Braunfls	0.5/1.1/ 10/	150
BLACK/URBAN		52 ( 1)	52 ( 1)	2.9		KWEO (?)	1580 Seguin	0.4/1.3/ 8/	143
SOFT AC		142 ( 1)	142 ( 1)	8.0	5.5	KZEP (CL AOR)	1250 San Antonio	0.4/0.9/ 7/	101
HISPANIC	114 ( 4)	254 ( 2)	368 ( 6)	20.8	17.1				
OLOIES	22 ( 1)	104 ( 2)	126 ( 3)	7.1	NA				
FULL SVC/VARIETY									
NOSTALGIA	67 ( 2)		67 ( 2)	3.8	6.6				
RELIGION/GOSPEL	56 ( 3)		56 ( 3)	3.2	1.3				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN	8 ( 1)		8 ( 1)	0.5					
	477 (15)	1292 (14)	1769 (29)						

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)	, TALK/NEWS	NBC-T ABC, \$ 29.00 (Banner)	
KONJ, 1310,	5 KW/280 W(DA-1),	HISPANIC	, \$ 25.00 (Schubert)	Tichenor
WOAI, 1200,	50 KW	, NEWS/TALK	CBS, \$ 88.00 (Christal)	Clear Channel

FH 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,	ADR	, \$ 44.00 (CBS)	Adams
KDIL, 106.7,	100 KW @ 1017,	COUNTRY	, \$ 50.00 (N/A)	
KONO, 101.1,	100 KW @ 649,	OLDIES	NBC, \$ 40.00 (MHR)	(FREDICKSBURG)
KQXT, 101.9,	100 KW @ 669,	SOFT AC/EZ	, \$ NA (Christal)	Clear Channel
KRIO, 94.1,	22 KW @ 695,	COUNTRY	, \$ 25.00 ( --- )	(FLORESVILLE)
KSJL, 96.1,	100 KW @ 479,	URBAN	SMN NBC, \$ 49.00 (Eastman)	Inner City
KSHG, 105.3,	100 KW @ 1250,	OLDIES	, \$ 60.00 (CBS)	Rusk
KSRR, 92.9,	100 KW @ 1017,	HISPANIC	, \$ 41.00 (MHR)	Tichenor
KTFH, 102.7,	100 KW @ 669,	CHR	, \$ 70.00 (Banner)	
KXTN, 107.5,	100 KW @ 1469,	HISPANIC	, \$ 53.00 (Mc-Guild)	Tichenor
KZEP, 104.5,	100 KW @ 659,	CLASSIC ADR	, \$ 55.00 (D & R)	Lotus

Miscellaneous: KKYX-F changes to KDIL-F (Jan) . . . KZVE changes to KONJ (Feb) . . . KSAQ-F changes to KSJL-F and format from AOR to Urban (Mar) . . . KSJL-AM changes to News/Talk (Mar) . . . KSRR-F changes from AC to Hispanic (Mar) . . . KSJL-AM sold by Inner City to Clear Channel for \$800,000 (Hague) . . . KVAR sold to Harte Hanks TV (KENS-TV) for \$1,030,000 (Media Brokers) . . . KONO-AM sold by Booth/Genesis for \$1,125,000 (Barger) . . . KLUP, KISS-F sold by receivership to Rusk (D) for \$3,950,000. . . KSLR sold by Communicom to H.E. for \$600,000 (E) . . .

SAN DIEGO  
-----

Arbitron Rank/Pop (12+): 15/2,176,900  
MSA Rank/Pop: 13/2,540,000  
ADI # 25  
Average Person Ratings: 15.9  
Market TSL: 21.25 hours

Stations: 37/33  
Diaries: 2066/1054:1/47.8%  
Sample Target: 1920  
% Below Line: 4.8  
% Not Listed: 11.1

1992 Revenue: \$83,000,000  
HH Inc.: \$41,672  
Retail \$: 19.2 Bll  
Pop per Station: 65,967  
#1 Biller: KFMB \$9,700,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KSON-AF (C)	265/ 7.7	7.9	7.9	8.8	7.6	8.1	265/3310	3310/15.2	17.0	14.3	H	KSON-AF
2. KSDO (N/T)	209/ 6.1	6.7	6.5	5.3	5.4	6.2	209/2742	2742/12.6	13.3	11.0	G	KSDO
3. KKLO-AF (CHR)	206/ 6.0	3.5	3.5	4.2	5.6	4.3	206/4078	4078/18.7	15.4	18.3	G	KKLO-AF
4. KFMB (FS)	176/ 5.1	4.0	3.4	4.9	4.0	4.4	176/2511	2511/11.5	11.3	11.4	H	KFMB
5. XTRA-F (AOR)	158/ 4.6	4.0	4.4	5.7	5.7	4.7	158/2908	2908/13.4	13.4	15.7	G	XTRA-F
6. KJQY-F (SAC)	146/ 4.2	4.6	4.1	4.3	4.8	4.3	146/2471	2471/11.4	10.7	12.0	G	KJQY-F
7. KYXY-F (AC)	145/ 4.2	4.0	3.1	3.3	4.2	3.7	145/2898	2898/13.3	10.3	11.3	F	KYXY-F
8. KGB -F (AOR)	140/ 4.1	4.6	4.2	5.8	4.5	4.7	140/2919	2919/13.4	12.2	14.1	H	KGB -F
9. XHTZ-F (CHR)	139/ 4.0	4.4	4.5	4.4	4.2	4.3	139/3172	3172/14.6	14.3	14.5	C	XHTZ-F
10. KPOP (BB)	126/ 3.7	3.6	3.3	3.2	3.6	3.5	126/1392	1392/ 6.4	5.8	6.2	C	KPOP
11. KFMB-F (AC)	124/ 3.6	4.8	5.5	5.4	5.7	4.8	124/2629	2629/12.1	15.2	16.6	H	KFMB-F
12. KBZS-F (O)	116/ 3.4	4.1	3.3	3.2	2.6	3.5	116/2357	2357/10.8	10.6	8.8	D	KBZS-F
13. KIFM-F (J)	113/ 3.3	3.7	3.7	2.9	3.6	3.4	113/2094	2094/ 9.6	9.6	9.4	F	KIFM-F
14. KIOZ-F (AOR)	109/ 3.2	2.2	3.1	2.5	4.4	2.8	109/1539	1539/ 7.1	7.6	8.4	C	KIOZ-F
15. XHRM-F (B)	103/ 3.0	3.3	2.9	1.8	2.9	2.8	103/2215	2215/10.2	9.0	7.8	C	XHRM-F
16. KCLX-F (CL AOR)	95/ 2.8	2.5	2.9	2.6	2.3	2.7	95/2039	2039/ 9.4	9.3	8.7	C	KCLX-F
17. KFSD-F (CL)	93/ 2.7	3.5	2.6	3.5	2.8	3.1	93/1539	1539/ 7.1	7.6	7.8	D	KFSD-F
18. KFI (T)	92/ 2.7	3.1	2.7	2.1	1.6	2.7	92/1598	1598/ 7.3	6.5	4.7	KFI	
19. XTRA (SPRSTS)	57/ 1.7	1.9	3.6	1.1	1.3	2.1	57/1208	1208/ 5.5	9.9	3.7	G	XTRA
20. KCBQ-F (O)	56/ 1.6	1.4	1.8	1.5	1.9	1.6	56/1364	1364/ 6.3	6.5	6.6	E	KCBQ-F
21. XEMO (SP)	53/ 1.5	1.0	1.8	1.8	1.3	1.5	53/811	811/ 3.7	3.9	2.2	XEMO	
22. KCBQ (O)	45/ 1.3	1.0	1.7	1.1	1.2	1.3	45/729	729/ 3.3	4.3	3.7	E	KCBQ
23.												
24.												
25.												

12+ FM SHARE (METRO): 68.65% (2107 of 3069) (SPG 92: 74.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ HID	12+ PMD	12+ EVE	OVERNIGHT
1 XHRM-F<	1 KKLO-AF	1 KKLO-AF	1 KSON-AF<	1 KSON-AF	1 KSDO <	1 KKLO-AF	1 KSDO <	1 KSON-AF	1 KFMB <	1 KSON-F
2 XHTZ-F>>	2 XTRA-F	2 KSON-AF	2 KKLO-AF>	2 KKLO-AF	2 KSON-AF	2 KSDO	2 KSON-AF>	2 KKLO-AF	2 XHTZ-F	2 KSDO <
3 KKLO-AF	3 KGB -F	3 XTRA-F	3 KGB -F	3 KSDO	3 KFMB	3 KSON-AF	3 KJQY-F<	3 XTRA-F<	3 KSON-AF	3 KGB -F<
4	4 KIOZ-F	4 KGB -F	4 KBZS-F	4 KGB -F<	4 KPOP >	4 KFMB	4 KKLO-AF	4 XTRA-F	4 KFMB	4 KYXY-F
5	KSON-AF	5 KFMB-F	KFMB-F<	5 KIFM-F	5 KJQY-F	5 KGB -F	5 KYXY-F	5 KSDO	5 XTRA-F	5 KKLO-F
6	6 XHTZ-F	6 KYXY-F	6 KIFM-F	KYXY-F	6 KFSD-F	6 XTRA-F<	XTRA-F	6 XHRM-F	6 KFMB	6 KIFM-F
7	7 KFMB-F	7 KJQY-F	7 KYXY-F	KBZS-F	7 KYXY-F	7 KYXY-F	KPOP	7 KJQY-F	7 KIFM-F	7 KIFM-F
8	8	KIOZ-F	8	8 KFMB	8	8	8	8	8 KKLO-AF	8
9	9	KBZS-F	9	KFMB-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 KKLO-AF	1 KKLO-AF>	1 KKLO-AF	1 KKLO-AF	1 KSON-AF	1 XTRA-F	1 XTRA-F<	1 KKLO-AF	1 XTRA-F	1 KSDO
2 XHTZ-F	2 KSON-AF	2 KFMB-F	2 KSON-AF	2 KKLO-AF	2 KIOZ-F	2 KIOZ-F	2 KIOZ-F	2 KGB -F	2 KSON-AF
KSON-AF	3 KFMB-F	3 KSON-AF	3 KFMB-F	3 KFMB-F	3 XHTZ-F	3 KGB -F	3 KGB -F	3 KIOZ-F<	3 KGB -F
4 XTRA-F	4 XTRA-F<	4 XTRA-F	4 KYXY-F	4 KYXY-F	KGB -F	4 KKLO-AF	4 XTRA-F	4 KSON-AF	4 KFMB
5 KYXY-F	5 XHTZ-F	KGB -F	5 KJQY-F	5 KJQY-F	5 KSON-AF	5 KCLX-F	5 KCLX-F	5 KSDO	5 KIFM-F
6 KGB -F	6 KYXY-F<	6 KYXY-F	6 XTRA-F<	6 KBZS-F	6 KKLO-AF	6 XHTZ-F	6 XTRA	6 KCLX-F<	6 KBZS-F
7 KIOZ-F	7 KGB -F	7 XHTZ-F	7 KGB -F	7 KIFM-F	7	7 XTRA	7 KSDO	7 KKLO-AF	7 XTRA-F<
8 KFMB-F	8	8	8	8	8	KSON-AF	8 KFMB	8	8 KKLO-AF

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		269 ( 2)	269 ( 2)	8.8	NM	KCEO (N/T) 1000	Vista	0.6/2.5/	21/ 552
AOR/CLASSIC AOR		548 ( 6)	548 ( 6)	17.9	19.6	KGMG (EZ) 1320	Oceanside	0.6/1.1/	19/ 241
COUNTRY	28 ( 1)	275 ( 2)	303 ( 3)	9.9	9.3	KKOS-F (AOR) 95.9	Carlsbad	0.7/2.1/	23/ 452
NEWS/TALK	413 ( 5)		413 ( 5)	13.5	11.7	KOWF-F (C) 92.1	Escondido	1.1/2.6/	38/ 565
TOP 40/CHR/CONTEMP	11 ( 1)	334 ( 2)	345 ( 3)	11.2	10.7	KPRZ (REL) 1210	San Marcos	0.7/1.7/	25/ 378
BLACK/URBAN		103 ( 1)	103 ( 1)	3.4	3.1	KSPA (FS) 1450	Escondido	0.3/1.0/	11/ 221
SOFT AC	19 ( 1)	146 ( 1)	165 ( 2)	5.4	5.2	KURS (SP) 1040	San Diego	0.8/2.3/	28/ 503
HISPANIC	108 ( 4)	54 ( 2)	162 ( 6)	5.3	4.6	XEBG (SP) 1550	Tijuana	0.3/0.7/	11/ 154
OLDIES	45 ( 1)	172 ( 2)	217 ( 3)	7.1	NA	XHKY-F (SP) 95.7	Tijuana	0.7/2.3/	25/ 502
FULL SVC/VARIETY	187 ( 2)		187 ( 2)	6.1	4.4	XLTN-F (SP) 104.5	Tijuana	0.8/3.6/	29/ 778
NOSTALGIA	126 ( 1)		126 ( 1)	4.1	4.0	KLOS-F (AOR) 95.5	Los Angeles	0.7/2.3/	23/ 506
RELIGION/GOSPEL	25 ( 1)		25 ( 1)	0.8	1.6	KNX (N) 1070	Los Angeles	1.0/4.8/	34/1049
CLASSICAL		93 ( 1)	93 ( 1)	3.0	3.1	XPRS (SP) 1090	Tijuana	0.5/2.1/	16/ 452
JAZZ/NEW AC		113 ( 1)	113 ( 1)	3.7	4.0				
OTHERS UNKNOWN					0.5				
		962 (17)	2107 (20)	3069 (37)					

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)
KPOP, 1360, 5 KW/1 KW	, Nostalgia	NBC, UNISTR, \$ 47.00	(Katz)
KSDD, 1130, 10 KW (DA-2)	, News/Talk	ABC, \$109.00	(Group W)
XTRA, 690, 50 KW (DA-2)	, Sports	MBS, \$ 55.00	(HMR)

FM STATIONS

KCBQ, 105.3, 29 KW @ 620	, Oldies	, \$ 83.00	(D&R)	Adams
KFMB, 100.7, 30 KW @ 620	, AC	, \$144.00	(Mc-Guild)	Midwest TV
KFSD, 94.1, 100 KW @ 640	, Classical	, \$ 71.00	(D&R)	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	SOURCE, \$ 51.00	(Torbet)	(OCEANSIDE)
KJQY, 103.7, 36 KW @ 581	, Soft AC	, \$128.00	(HMR)	Capstar
KBZS, 94.9, 22 KW @ 328	, Oldies	, \$ 60.00	(Banner)	Anaheim
KKLQ, 106.5, 50 KW @ 440	, CHR	, \$165.00	(Christal)	
KCLX, 102.9, 32 KW @ 617	, Classic AOR	ABC, \$ 70.00	(Group W)	Gannett
KSON, 97.3, 50 KW @ 440	, Country	, \$171.00	(Banner)	Jeff-Pilot
KYXY, 96.5, 41 KW @ 541	, AC	, \$ 95.00	(D&R)	
XHRM, 92.5, 100 KW @ ?	, New Rock	ABC, \$ 45.00	(Banner)	(TIJUANA)
XHTZ, 90.3, 100 KW @ 994	, CHR	, \$ 40.00	(Torbet)	(TIJUANA)
XLTN, 104.5, 60 KW @ 994	, Hispanic	, \$ 35.00	(Katz Hisp)	(TIJUANA)
XTRA, 91.1, 100 KW @ 686	, AOR	, \$135.00	(HMR)	Noble (TIJUANA)

Miscellaneous: KKLQ A/F: sold by Edens to owners of KGMG/KIOZ-F for \$13,000,000 (Kalil) . . .  
 XHRM-F changes from Black to New Rock. . .

\*\*\*\*\* F O R H 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	

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,262,000  
 MSA Rank/Pop: 28/1,614,600 (San Francisco)  
 20/2,117,800 (Oakland)  
 ADI # 5  
 Average Person Ratings: 16.7  
 Market TSL: 22.0 hours

Stations: 49/49  
 Diaries: 4483/1174:1/50.0%  
 Sample Target: 3000  
 % Below Line: 0.0  
 % Not Listed: 12.4

1992 Revenue: \$167,300,000  
 HH Inc.: \$45,752  
 Retail \$: 40.2 Btl  
 Pop per Station: 107,388  
 #1 Biller: KGO \$25,000,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KGO (N/T)	666/ 7.6	8.5	9.6	7.2	7.7	8.2	807/11394	9182/17.4	21.3	17.1	K	KGO
2. KNBR (T)	538/ 6.1	4.5	3.6	3.9	4.5	4.5	685/10210	7807/14.8	10.4	12.9	I	KNBR
3. KCBS (N/T)	390/ 4.4	4.7	5.8	4.9	4.4	5.0	464/10031	8376/15.9	19.1	16.5	I	KCBS
4. KMEL-F (CHR)	387/ 4.4	5.3	4.9	5.4	5.6	5.0	436/8335	7279/13.8	13.5	14.5	I	KMEL-F
5. KFRC (BB)	369/ 4.2	3.9	3.9	4.8	3.5	4.2	415/5514	4663/ 8.9	9.6	8.9	F	KFRC
6. KSOL-F (B)	346/ 3.9	3.6	2.9	3.3	2.9	3.4	351/6752	6530/12.4	10.9	11.0	F	KSOL-F
7. KIOI-F (AC)	326/ 3.7	3.5	3.9	4.2	3.5	3.8	332/6805	6674/12.7	11.6	10.3	H	KIOI-F
8. KSAN-F (C)	311/ 3.5	3.2	3.6	3.4	4.0	3.4	318/4550	4371/ 8.3	9.0	8.9	I	KSAN-F
9. KOIT-AF (SAC)	306/ 3.4	3.6	3.6	3.1	3.8	3.5	315/5945	5675/10.8	9.8	11.6	H	KOIT-AF
10. KBLX-AF (J/NAC)	292/ 3.3	4.0	3.5	2.7	2.9	3.3	295/4498	4391/ 8.3	8.3	7.8	F	KBLX-AF
11. KSSF-F (J/NAC)	260/ 3.0	2.2	2.3	3.5	2.7	2.8	264/4103	4033/ 7.7	7.0	8.3	G	KSSF-F
12. KRQR-F (AOR)	250/ 2.8	2.1	1.8	2.3	2.5	2.3	259/4616	4248/ 8.1	5.8	7.6	F	KRQR-F
13. KITS-F (AOR)	236/ 2.7	2.4	2.6	2.9	3.2	2.7	250/4884	4535/ 8.6	7.1	8.8	H	KITS-F
14. KFOG-F (AOR)	212/ 2.4	2.1	1.9	1.9	1.8	2.1	218/3630	3484/ 6.6	5.6	6.6	G	KFOG-F
15. KSJO-F (AOR)	198/ 2.2	1.4	1.8	1.8	1.7	1.8	211/3622	3320/ 6.3	5.4	5.1		KSJO-F
16. KABL-AF (SAC)	193/ 2.2	2.2	2.3	1.8	2.8	2.3	199/3910	3647/ 6.9	8.7	8.1	F	KABL-AF
17. KDFC-AF (CL)	184/ 2.1	2.6	2.4	1.9	2.1	2.3	191/3802	3615/ 6.9	7.6	6.6	E	KDFC-AF
18. KBAY-F (SAC)	183/ 2.1	2.0	1.8	2.2	2.1	2.0	224/2936	2435/ 4.6	3.7	4.3		KBAY-F
19. KFRC-F (O)	151/ 1.7	2.4	2.1	2.0	1.7	2.1	154/3639	3500/ 6.7	7.7	6.8	E	KFRC-F
20. KLOK (SP)	136/ 1.5	1.7	0.8	0.5	0.5	1.1	153/1557	1304/ 2.5	2.2	1.8		KLOK
21. KKHI-AF (CL)	129/ 1.5	1.5	1.8	1.4	2.2	1.7	132/2744	2595/ 4.9	6.8	5.7	D	KKHI-AF
22. KHQT-F (CHR)	123/ 1.4	1.4	1.3	1.5	1.5	1.4	123/2575	2566/ 4.9	4.2	4.5		KHQT-F
23. KOFY (SP)	116/ 1.3	1.1	1.6	2.0	1.9	1.5	126/1408	1219/ 2.3	3.3	3.3	D	KOFY
24. KNEW (C)	112/ 1.3	0.7	0.7	1.0	1.1	0.9	118/2274	2193/ 4.2	---	---		KNEW
25. KUFY-F (AOR)	110/ 1.2	1.1	0.7	0.7	0.7	0.9	156/3370	2591/ 4.9	2.6	3.0		KUFY-F
26. KSFO (SPRST)	102/ 1.2	1.3	1.7	2.2	2.2	1.6	115/2413	2119/ 4.0	5.9	8.6	H	KSFO
KYA -F (O)	102/ 1.2	1.0	1.2	1.3	1.3	1.2	106/2866	2700/ 5.1	5.2	5.5		KYA -F
28. KDIA (B)	89/ 1.0	0.9	1.3	1.0	1.1	1.1	89/1167	1162/ 2.2	2.7	2.5		KDIA
29. KEZR-F (AC)	87/ 1.0	1.1	1.0	1.3	1.1	1.1	88/1946	1895/ 3.6	3.4	4.1		KEZR-F
30. KOME-F (AOR)	90/ 1.0	1.6	1.3	1.5	1.1	1.4	105/2643	2361/ 4.5	3.9	3.9		KOME-F
31. KRTY-F (C)	84/ 1.0	1.1	0.8	0.8	0.9	0.9	84/1611	1538/ 2.9	2.4	2.4		KRTY-F
32.												
33.												
34.												
35.												

12+ FM SHARE (METRO): 64.55% (4980 of 7715) (SPG 92: 65.46%)

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 KNBR	1 KNBR	1 KGO	1 KGO	1 KGO	1 KGO	1 KGO	1 KGO	1 KGO
2 KSOL-F	2 KSOL-F	2 KMEL-F	2 KGO	2 KNBR	2 KNBR	2 KCBS	2 KNBR	2 KNBR	2 KMEL-F	2 KCBS
3 KHQT-F	3 KRQR-F	3 KIOI-F	3 KBLX-AF	3 KSAN-F	3 KFRC	3 KNBR	3 KFRC	3 KMEL-F	3 KNBR	3 KBLX-F
4 KIOI-F	4 KIOI-F	4 KBLX-AF	4 KIOI-F	4 KBLX-AF	4 KCBS	4 KMEL-F	4 KSAN-F	4 KFRC	4 KSOL-F	4 KNBR
5 KITS-F	5 KITS-F	5 KGO	5 KSAN-F	5 KSSF-F	5 KSAN-F	5 KFRC	5 KOIT-F	5 KIOI-F	5 KIOI-F	5 KSAN-F
6 KSJO-F	6 KSJO-F	6 KRQR-F	6 KRQR-F	6 KOIT-AF	6 KOIT-AF	6 KOIT-AF	6 KIOI-F	6 KSOL-F	6 KBLX-AF	6 KSSF-F
7 KBLX-AF	7 KBLX-AF	7 KSOL-F	7 KSSF-F	7 KIOI-F	7 KSSF-F	7 KSAN-F	7 KRQR-F	7 KCBS	7 KOIT-AF	7 KBAY-F
8 KFOG-F	8 KFOG-F	8 KOIT-AF	8 KOIT-AF	8 KRQR-F	8 KBAY-F	8 KIOI-F	8 KCBS	8 KSAN-F	8 KCBS	8 KSOL-F
9 KNBR	9 KNBR	9 KSAN-F	9 KFOG-F	9 KCBS	9 KOFC-AF	9 KSOL-F	9 KBLX-F	9 KRQR-F	9 KSSF-F	9
10	10	10 KITS-F	10	10 KFOG-F	10 KBLX-AF	10	10 KSSF-F	10	10 KITS-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 KSOL-F	1 KIOI-F	1 KIOI-F	1 KIOI-F	1 KGO	1 KMEL-F	1 KMEL-F	1 KRQR-F	1 KNBR	1 KNBR
2 KMEL-F	2 KSOL-F	2 KBLX-AF	2 KOIT-AF	2 KIOI-F	2 KSOL-F	2 KSOL-F	2 KITS-F	2 KRQR-F	2 KGO
3 KOIT-AF	3 KMEL-F	3 KRQR-F	3 KBLX-AF	3 KOIT-AF	3 KSJO-F	3 KSJO-F	3 KNBR	3 KMEL-F	3 KRQR-F
4 KIOI-F	4 KRQR-F	4 KFOG-F	4 KGO	4 KSAN-F	4 KLOK	4 KITS-F	4 KSJO-F	4 KSOL-F	4 KSSF-F
5 KITS-F	5 KBLX-AF	5 KSOL-F	5 KMEL-F	5 KBLX-AF	5 KITS-F	5 KRQR-F	5 KSOL-F	5 KSOL-F	5 KCBS
6 KRQR-F	6 KITS-F	6 KMEL-F	6 KSAN-F	6 KSSF-F	6 KIOI-F	6 KNBR	6 KMEL-F	6 KGO	6 KBLX-AF
7 KSJO-F	7 KOIT-AF	7 KSAN-F	7 KSOL-F	7 KFOG-F	7 KRQR-F	7 KLOK	7 KBLX-AF	7 KSJO-F	7 KSAN-F
8 KOME-F	8 KFOG-F	8 KITS-F	8 KRQR-F	8 KNBR	8 KHQT-F	8 KBLX-AF	8 KFOG-F	8 KBLX-AF	8 KFOG-F
9	9 KSJO-F	9 KOIT-AF	9 KSSF-F	9 KABL-AF	9	9 KFOG-F	9 KGO	9 KFOG-F	9 KITS-F
10	10	10	10 KFOG-F	10 KRQR-F	10	10	10 KIOI-F	10 KIOI-F	10 KSAN-F
				10 KMEL-F					10 KOIT-AF

SAN FRANCISCO  
-----

FORMATS	AM	FM	TOTAL	%	SPG 92		OTHER RATED STATIONS	METRO CUME TSA TSA		
					%			SHARE/RTG/AQH/CUME		
AC	13 ( 1)	693 ( 8)	706 ( 9)	9.2	NH		KARA-F (AC) 105.7	Santa Clara	0.8/2.5/	69/1417
AOR/CLASSIC AOR		1158 ( 7)	1158 ( 7)	15.0	9.8		KBRG-F (SP) 104.9	Fremont	0.6/2.1/	54/1092
COUNTRY	112 ( 1)	455 ( 3)	567 ( 4)	7.3	8.1		KFAX (REL) 1100	San Francisco	0.5/1.5/	44/ 847
NEWS/TALK	1696 ( 4)		1696 ( 4)	22.0	18.9		KIQI (SP) 1010	San Francisco	0.5/1.7/	51/ 955
							KJAZ-F (J) 92.7	Alameda	0.9/2.8/	86/1554
TOP 40/CHR/CONTEMP		510 ( 2)	510 ( 2)	6.6	12.1		KKIQ-F (AC) 101.7	Livermore	0.5/1.1/	50/ 638
BLACK/URBAN	89 ( 1)	346 ( 1)	435 ( 2)	5.6	4.6		KKIS-AF(AC) 92.1	Walnut Creek	0.3/1.3/	29/ 767
SOFT AC	65 ( 2)	617 ( 3)	682 ( 5)	8.8	9.9		KRPQ-F (C) 104.9	Rohnert Park	0.7/1.2/	60/ 660
MISPANIC	299 ( 3)	52 ( 1)	351 ( 4)	4.5	5.2		KSRY-FF(AC) 98.9	San Francisco	0.9/3.9/	85/2442
OLDIES		253 ( 2)	253 ( 2)	3.3	NA		WXFX-F (AOR) 101.7	Santa Rosa	0.7/1.6/	66/ 839
							KZST-F (AC) 100.1	Santa Rosa	0.8/1.6/	70/ 899
FULL SVC/VARIETY										
NOSTALGIA	369 ( 1)		369 ( 1)	4.8	4.0					
RELIGION/GOSPEL	43 ( 1)		43 ( 1)	0.6	0.4					
CLASSICAL	23 ( 2)	290 ( 2)	313 ( 4)	4.1	4.9					
JAZZ/NEW AC	26 ( 1)	606 ( 3)	632 ( 4)	8.2	7.7					
OTHERS UNKNOWN										
	-----	-----	-----							
	2735 (17)	4980 (32)	7715 (49)							

RADIO STATIONS  
-----

AM STATIONS  
-----

KABL, 960, 5 KW (DA-1)	, SEE KABL-FM				
KCBS, 740, 50 KW (OA-2)	, NEWS	CBS, \$ 245.00 (CBS)			CBS
KDIA, 1310, 5 KW (OA-1)	, BLACK	, \$ 41.00 (---)			
KEST, 1450, 1 KW	, ETHNIC	, \$ 45.00 (---)			Douglas
KFAX, 1100, 50 KW (OA-1)	, RELIGION	, \$ 40.00 (---)			Salem
KFRC, 610, 5 KW	, NOSTALGIA	MBS, UNISTR, \$ 90.00 (Katz)			Alliance
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)			Shamrock
KOFY, 1050, 50 KW/1 KW (OA-2)	, HISPANIC	, \$ 60.00 (Lotus)			
KSFO, 560, 5 KW (OA-N)	, OLDIES	UNISTR, \$ 106.00 (MMR)			

FM STATIONS  
-----

KABL, 98.1, 100 KW @ 940, AC		, \$ 105.00 (Christal)			Shamrock
KBLX, 102.9, 7 KW @ 1290, JAZZ/URBAN		, \$ 110.00 (D&R)			Inner City
KBRG, 104.9, 3 KW @ 300, HISPANIC		CRC, \$ 53.00 (Katz Hisp)			
KSRY, 98.9, 7 KW @ 1450, AC		ABC, \$ 75.00 (Katz)			Viacom
KOFC, 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 (Katz)			Alliance
KIOI, 101.3, 125 KW @ 1161, AC		, \$ 222.00 (Torbet)			Fairmont
KITS, 105.3, 15 KW @ 1200, AOR		, \$ 150.00 (D&R)			Entercom
KJAZ, 92.7, 2 KW @ 400, JAZZ		, \$ 75.00 (K & P)			
KKHI, 95.7, 7 KW @ 1306, CLASSICAL		, \$ 88.00 (D&R)			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 (Katz)			Bonneville
KRQR, 97.3, 82 KW @ 1099, AOR		CBS, \$ 155.00 (CBS)			CBS
KSAN, 94.9, 30 KW @ 1210, COUNTRY		, \$ 210.00 (McGuild)			Shamrock
KSOL, 107.7, 9 KW @ 1161, BLACK/URBAN		APR, \$ 110.00 (MMR)			United
KYA, 93.3, 50 KW @ 500, OLDIES		UNISTR, \$ 97.00 (MMR)			

Other Ranked Stations - See San Jose

Miscellaneous: KFRC A/F: from Bedford to Alliance for \$20,150,000 (MVP) . . . KNEW/KSAN-F: from Malrite to Shamrock (D) . . . KSOL-F sold by United for \$13,500,000 (Star; Minkow) . . . KDRC A/F sold to Brown (D) for \$13,000,000 (Star) . . .  
KOBK-F/KOBQ-F change calls to KSRI-F/KSRY-F and format from AOR to AC (April) . . .  
KDBQ-F changes to KSRI-F and KDBK-F changes to KSRY-F in April. . .



SAN JOSE

Arbitron Rank/Pop (12+): 30/1,287,100

Stations: 42/15  
Diaries: 1635/787:1/50.6%  
Sample Target: 1540  
% Below Line: NA  
% Not Listed: NA

1992 Revenue: \$29,000,000  
HH Inc.: \$51,455  
Retail \$: 12.9 B11  
Pop per Station: 85,806  
#1 Biller: KEZR-F \$4,250,000

MSA Rank/Pop: 31/1,470,000  
San Francisco ADI  
Average Person Ratings: 16.6  
Market TSL: 22.0 hours

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KBAY-F (SAC)	147/ 6.9	6.2	6.0	6.0	5.5	6.3	216/2803	1758/13.7	10.8	10.6	E	KBAY-F
2. KHQT-F (CHR)	107/ 5.0	5.1	4.7	5.7	5.6	5.1	123/2548	2085/16.2	13.7	15.0	D	KHQT-F
3. KSJO-F (AOR)	95/ 4.4	4.2	5.2	4.7	5.0	4.6	194/3222	1665/12.9	13.5	12.7	F	KSJO-F
4. KRTY-F (C)	83/ 3.9	3.6	3.0	3.1	3.5	3.4	83/1568	1315/10.2	7.8	7.7	C	KRTY-F
5. KEZR-F (AC)	77/ 3.6	4.3	3.7	5.0	4.0	4.2	85/1864	1509/11.7	11.1	12.6	F	KEZR-F
6. KLOK (SP)	72/ 3.4	4.1	2.3	1.2	1.7	2.8	139/1253	681/ 5.3	6.1	4.7	C	KLOK
7. KUFX-F (CL AOR)	71/ 3.3	3.4	1.7	2.2	2.4	2.7	143/3086	1577/12.3	8.5	9.0	D	KUFX-F
8. KARA-F (AC)	49/ 2.3	3.1	3.3	3.5	3.6	3.1	68/1296	970/ 7.5	8.1	9.4	E	KARA-F
9. KOMF-F (AOR)	45/ 2.1	3.8	3.7	4.2	3.4	3.5	96/2337	1276/ 9.9	10.8	9.1	E	KOMF-F
10. KDFC-AF (CL)	39/ 1.7	2.5	2.8	1.7	1.6	2.2	105/1955	771/ 6.0	6.5	5.3		KDFC-AF
11. KLIV (BB)	17/ 3.3	0.9	0.9	0.5	0.6	0.8	17/503	428/ 3.3	3.2	2.4	A	KLIV
12. KAZA (SP)	13/ 1.7	---	1.3	0.7	1.2	---	19/327	213/ 1.7	2.7	2.8		KAZA
13. KSJX (E)	11/ 1.9	---	0.9	0.9	---	---	15/365	249/ 1.9	2.1	---		KSJX
14. KNTA (SP)	11/ 1.4	0.5	0.5	---	0.5	---	11/189	177/ 1.4	2.6	2.1	B	KNTA

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 KSJO-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	2 KHQT-F	2 KEZR-F	2 KUFX-F<	2 KUFX-F	2 KRTY-F	2 KSJO-F	2 KSJO-F	2 KHQT-F	2 KBAY-F>	2 KUFX-F
3	3 KLOK	3 KUFX-F<	3 KSJO-F	3 KSJO-F	3 KUFX-F	3 KHQT-F	3 KEZR-F	3 KSJO-F	3 KSJO-F	3 KHQT-F
4	4 KEZR-F	4 KRTY-F	4 KBAY-F<	4 KBAY-F	4 KDFC-AF	4 KLOK	4 KRTY-F	4 KRTY-F	4 KLOK	4 KRTY-F
5	5 KRTY-F	5 KHQT-F	5 KRTY-F	5 KRTY-F	5 KARA-F<	5 KRTY-F	5 KHQT-F<	5 KRTY-F	5 KUFX-F	5
6	6	6 KLOK	6	6	6 KEZR-F	6	6 KUFX-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 KRTY-F	1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KHQT-F	1 KSJO-F>	1 KSJO-F	1 KSJO-F>	1 KSJO-F
2 KHQT-F	2 KHQT-F<	2 KHQT-F	2 KRTY-F	2 KBAY-F>	2 KSJO-F	2 KLOK	2 KUFX-F	2 KUFX-F<	2 KUFX-F
3 KSJO-F	3 KRTY-F	3 KLOK	3 KBAY-F	3 KRTY-F	3 KLOK	3 KHQT-F	3 KLOK	3 KLOK	3 KLOK
4 KARA-F	4 KLOK	4 KRTY-F	4 KHQT-F	4 KARA-F	4 KRTY-F	4 KOMF-F	4 KOMF-F	4 KHQT-F	4 KEZR-F
5 KEZR-F	KSJO-F	5 KSJO-F	5 KUFX-F	5 KUFX-F	5 KOMF-F	5 KUFX-F	5 KEZR-F	5 KOMF-F	5 KOMF-F
6	6	6	6	6 KHQT-F	6	6	6	6 KRTY-F	6 KRTY-F

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

See San Francisco for more information about the following:

KABL-AF	0.8/ 3.3	KIOI-F	2.8/10.5	KOIT-AF	3.2/ 9.9
KBLX-F	1.5/ 5.5	KITS-F	2.8/ 7.5	KRQR-F	0.5/ 8.0
KBRG-F	1.0/ 3.5	KKHI-F	1.2/ 4.3	KSAN-F	2.8/ 3.5
KCBS	3.4/14.0	KKSF-F	2.2/ 6.0	KSFO	0.8/ 3.2
KFOG-F	0.7/ 3.3	KMEL-F	2.2/ 8.2	KSOL-F	2.6/10.0
KFRC	2.6/ 6.0	KNBR	7.0/15.3	KSRI-FF	1.1/ 4.5
KFRC-F	1.9/ 7.1	KNEW	0.4/ 3.0	KYA -F	0.7/ 5.4
KGO	8.2/18.3	KOFV	0.4/ 1.3		

RADIO STATIONS

KAZA, 1290,	5 KW (DAYS, DA)	HISPANIC	CRC, \$ 33.00 (Caballero)
KEEN, 1370,	5 KW (DA-2)	EZ	UPI, \$ NA (MRR)
KLOK, 1170,	50 KW/5 KW (DA-2)	HISPANIC	CRC, \$ 37.00 (Katz Hisp)
KNTA, 1430,	1 KW (DA-1)	HISPANIC	\$ 40.00 (Lotus)
KSJX, 1500,	10 KW/5 KW (DA-2)	AOR	\$ 22.00 (Asian TV)
KARA-F, 105.7,	50 KW @ 500	OLDIES	\$ 82.00 (MRR)
KBAY-F, 100.3,	15 KW @ 2578	EZ	\$ 74.00 (MRR)
KEZR-F, 106.5,	50 KW @ 430	AC	\$ 80.00 (Christal)
KHQT-F, 97.7,	1.6 KW @ 449	CHR	\$ 61.00 (D&R)
KOME-F, 98.5,	13 KW @ 880	AOR	\$ 100.00 (Torbet)
KRTY-F, 95.3,	.4 KW @ 859	COUNTRY	UNISTR, \$ 41.00 (MRR)
KSJO-F, 92.3,	50 KW @ 466	AOR	ABC, \$ 68.00 (Mc-Guild)
KUFX-F, 94.5,	1.2 KW @ 2535	CL AOR	\$ 70.00 (D&R)
KSRI-F, 99.1,	1.1 KW @ 2617	AC	ABC, \$ NA (Katz)
			Empire
			Anaheim
			Infinity
			Empire
			Viacom (SANTA CRUZ)

SANTA ROSA

Arbitron Rank/Pop (12+): 106/344,200  
 MSA Rank/Pop: 122/398,500  
 San Francisco ADI  
 Average Person Ratings: 17.7  
 Market TSL: 23.00 hours

Stations: 34/7  
 Diaries: 644/534:1/48.0%  
 Sample Target: 660  
 % Below Line: 46.4  
 % Not Listed: 11.3

1992 Revenue: NA  
 HH Inc.: \$36,432  
 Retail \$: 3.2 Bll  
 Pop per Station: 49,171  
 #1 Biller: NA NA

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUHE	12+ METRO CUME/CUHE RATING	FAL 92	SPG 92	Revenue Level
1. KZST-F (AC)	69/11.3	10.5	10.6	10.0	10.4	----	69/824	824/23.9	20.1	20.7	KZST-F
2. KXFX-F (AOR)	61/10.0	7.4	11.2	7.3	9.6	----	61/779	779/22.6	18.0	22.7	KXFX-F
3. KRQP-F (C)	59/ 9.7	7.7	7.6	7.3	3.0	----	59/587	587/17.1	14.5	14.1	KRPQ-F
4. KGO (T)	44/ 7.2	9.5	9.5	8.6	6.6	----	44/624	624/18.1	22.8	18.4	KGO
KNBR (T)	44/ 7.2	5.2	3.6	4.2	5.1	----	44/648	648/18.8	14.5	13.0	KNBR
6. KCBS (N)	30/ 4.9	4.5	3.8	5.0	4.5	----	30/524	524/15.2	14.1	16.3	KCBS
7. KMGG-F (O)	24/ 3.9	3.2	4.0	3.4	4.5	----	24/479	479/13.9	11.4	13.3	KMGG-F
8. KFRC (BB)	22/ 3.6	5.8	5.8	6.5	6.8	----	22/366	366/10.6	12.4	10.3	KFRC
9. KRQR-F (AOR)	21/ 3.5	1.6	2.2	3.3	2.8	----	21/331	331/ 9.6	6.3	8.8	KRQR-F
KSRO (N/T)	21/ 3.5	3.6	2.7	2.1	1.9	----	21/329	329/ 9.6	9.6	8.4	KMGG-F

10.

12+ FM SHARE (METRO): 61.97% (334 of 539) (SPG 92: 62.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MIO	12+ PHD	12+ EVE	OVERNIGHT
1 KMEL-F	1 KXFX-F>	1 KXFX-F<	1 KZST-F	1 KZST-F	1 KZST-F<	1 KZST-F	1 KZST-F<	1 KZST-F	1 KRQP-F	1 KZST-F>>
2 KRQP-F	2 KZST-F<	2 KZST-F	2 KXFX-F<	2 KRQP-F<	2 KGO	2 KXFX-F	2 KXFX-F	2 KXFX-F	2 KXFX-F	2 KGO
3 KXFX-F	3 KRQP-F>	3 KRQP-F>	3 KRQP-F>	3 KXFX-F>	3 KNBR	3 KGO	3 KRQP-F	3 KRQP-F	3 KGO <	3 KNBR
4	4 KITS-F	4 KMGG-F	4 KMGG-F	4 KGO	4 KRQP-F	4 KCBS <	4 KNBR	4 KNBR	4 KXFX-F	4 KXFX-F
5	5	5	5	5	5	5	5	5	5	5
6	6	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 KXFX-F	1 KZST-F	1 KZST-F	1 KZST-F>	1 KZST-F>	1 KXFX-F	1 KXFX-F>>	1 KXFX-F	1 KXFX-F>>	1 KXFX-F>
2 KRQP-F	2 KXFX-F	2 KRQP-F	2 KRQP-F>	2 KRQP-F>>	2 KITS-F	2	2 KNBR	2 KZST-F	2 KMEL-F
3 KITS-F	KRQP-F>>	3 KXFX-F	3 KXFX-F>	3 KXFX-F	KZST-F	3	KRQP-F	KNBR	3 KRQR-F
4 KVVV-F	4	4 KVVV-F	4 KVVV-F	4 KVVV-F	4 KMEL-F	4	4 KRQR-F	4 KRQR-F	4 KRQP-F
5	5	5	5	5	KRQP-F	5	KITS-F	KRQP-F	KGO
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUHE	TSA	TSA
AC		92 ( 3)	92 ( 3)	17.0	NM	KRRS (SP) 1460	Santa Rosa	0.7/	1.5/ 4/ 53
AOR/CLASSIC		105 ( 5)	105 ( 5)	19.4	15.8	KVVV-F 92.9	Healdsburg	3.1/12.3/19/	422
COUNTRY	13 ( 1)	62 ( 2)	75 ( 3)	14.0	12.6	See San Francisco for more information about the following stations:			
NEWS/TALK	139 ( 4)		139 ( 4)	26.0	23.3	KABL A/F 1.6/5.0	KIOI-F 0.7/3.2	KNEW 2.1/7.7	
TOP 40/CHR/CONTEMP		14 ( 1)	14 ( 1)	3.0	10.5	KBLX A/F 0.3/2.4	KIQI 0.5/2.2	KOFY 1.5/3.7	
BLACK/URBAN		2 ( 1)	2 ( 1)	.3		KDFC-F 1.0/4.1	KITS-F 2.5/5.4	KOIT-F 0.5/2.7	
SOFT AC	1 ( 1)	12 ( 2)	13 ( 3)	2.4	3.0	KFAX 0.8/2.4	KKHI A/F 1.1/4.3	KSAN-F 0.5/2.7	
HISPANIC	16 ( 3)		16 ( 3)	3.0		KFOG-F 0.8/2.4	KKSF-F 1.0/3.4	KSFO 1.0/3.3	
OLDIES	6 ( 1)	29 ( 2)	35 ( 3)	6.4	NA	KFRC-F 0.8/3.5	KMEL-F 2.3/7.5	KSJO-F 0.5/2.6	KSOL-F 0.3/2.4
FULL SRVC VARIETY									
NOSTALGIA	22 ( 1)		22 ( 1)	4.0	6.9				
RELIGION/GOSPEL	5 ( 1)		5 ( 1)	.9					
CLASSICAL	2 ( 1)	11 ( 2)	13 ( 3)	2.4	3.2				
JAZZ/NEW AC	1 ( 1)	7 ( 2)	8 ( 3)	1.4	1.7				
UNKNOWN/OTHERS									
	205 (14)	334 (20)	539 (34)						

RADIO STATIONS

KSRO , 1350, 5 KW (DA-2) , News/Talk NBC, NBC-T, \$21.00 (Eastman) Fuller-Jeffrey  
 KVVV-F, 92.9, 2.3 KW @ 1948 , AC , \$25.00 (Ourpetti) Fuller-Jeffrey (HEALDSBURG)  
 KMGG-F, 97.7, 2.1 KW @ 1122 , Oldies UNISTR, \$27.00 (KatZ) (MONTE RIO)  
 KRQP-F, 104.9, .3 KW @ 915 , Country , \$40.00 (Christal) (ROMNERT)  
 KXFX-F, 101.7, 19 KW @ 384 , AOR , \$42.00 (Eastman) Fuller-Jeffrey  
 KZST-F, 100.1, 6 KW @ 239 , AC UNISTR, \$46.00 (Mc-Guild)

Other ranked stations -- see San Francisco

Miscellaneous: KTTI-F changes to KVVV-F and format from CHR to AC (March). . . KXFM-F sold by Kefford to Fuller-Jeffrey (D) for \$2,780,000. . . KRRS sold by Kefford for \$400,000 (Exline) . . .

SARASOTA-BRADENTON

Arbitron Rank/Pop (12+): 80/456,400

Stations: 26/8  
Diaries: 857/533:1/55.6%  
Sample Target: 880  
% Below Line: 43.5  
% Not Listed: 17.9

1992 Revenue: \$6,700,000  
HH Inc.: \$29,838  
Retail \$: 4.8 Bil  
Pop per Station: 57,050  
#1 Biller: WDUV-F \$2,800,000

MSA Rank/Pop: 159/284,400 (Sarasota)  
Tampa ADI  
Average Person Ratings: 16.4  
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WDUV-F (EZ/SAC)	141/18.9	18.7	18.3	19.2	17.9	----	174/1690	1449/31.7	27.9	27.5	D	WDUV-F
2. WHPT-F (AOR/AC)	59/ 7.9	7.7	9.3	4.3	4.0	----	69/ 854	744/16.3	13.7	16.7	C	WHPT-F
3. WSRZ-F (O)	44/ 5.9	4.6	3.2	5.7	5.8	----	44/ 495	495/10.8	11.4	11.2	C	WSRZ-F
4. WFLA (N/T)	39/ 5.2	4.8	4.6	4.9	5.7	----	41/ 564	518/11.3	10.4	10.3		WFLA
5. WCTQ-F (C)	37/ 5.0	5.1	3.3	4.2	4.2	----	38/ 525	455/10.0	11.3	9.3	B	WCTQ-F
6. WYNF-F (AOR)	35/ 4.7	10.0	9.0	9.6	7.7	----	45/ 700	550/12.1	16.1	15.4		WYNF-F
7. WFLZ-F (CHR)	31/ 4.1	4.8	5.0	5.2	4.5	----	45/ 755	571/12.5	12.9	12.0		WFLZ-F
8. WAMR (BB)	22/ 2.9	1.4	1.2	1.8	2.1	----	23/ 278	266/ 5.8	3.5	5.0		WAMR
9. WWRM-F (SAC)	21/ 2.8	4.8	3.3	4.0	6.1	----	21/ 381	368/ 8.1	10.2	9.9		WWRM-F
WINK-F (CHR/AC)	21/ 2.8	2.7	3.9	3.1	1.6	----	48/ 747	394/ 8.6	6.5	7.6		WINK-F
WQYK-F (C)	21/ 2.8	3.0	3.2	3.4	2.5	----	21/ 333	333/ 7.3	6.9	6.5		WQYK-F
WISP-F (AC)	21/ 2.8	2.3	1.1	----	----	----	21/ 387	387/ 8.5	6.7	4.6	A	WISP-F

12+ FM SHARE (METRO): 79.77% (489 of 613) (SPG 92: 82.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WHPT-F	1 WHPT-F>	1 WHPT-F>	1 WHPT-F>	1 WDUV-F>>	1 WDUV-F>>	1 WDUV-F>	1 WDUV-F>	1 WDUV-F>	1 WAMR
2	2 WYNF-F>	2 WSRZ-F<	2 WYNF-F<	2 WSRZ-F<	2	2 WHPT-F	2 WHPT-F	2 WHPT-F	2 WFLZ-F>>	2 WSPB-F
3	3 WFLZ-F	3 WYNF-F	3 WSRZ-F>	3 WYNF-F	3	3 WSRZ-F	3 WSRZ-F	3 WSRZ-F	3	3 WFLA
4	4 WSRZ-F	4 WCTQ-F	4 WCTQ-F	4 WDUV-F	4	4 WCTQ-F	4 WFLA	4 WCTQ-F	4	4 WYNF-F
5	5	5	5	5	5	5	5	5	5	5 WDUV-F
6	6	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 WFLZ-F	1 WFLZ-F<	1 WHPT-F	1 WSRZ-F<	1 WHPT-F	1 WCTQ-F	1 WYNF-F<	1 WHPT-F	1 WHPT-F	1 WHPT-F>
2 WSRZ-F	2 WHPT-F<	2 WINK-F	2 WHPT-F	2 WSRZ-F	2 WSPB-F	2 WHPT-F>	2 WYNF-F	2 WYNF-F>	2 WYNF-F>
3	3 WSRZ-F>	3 WYNF-F	3 WFLZ-F	3 WDUV-F	3 WRBQ-F	3 WCTQ-F	3 WFLA	3 WCTQ-F	3 WFLA
4	4	4 WMTX-F	4 WDUV-F	4 WWRM-F	4 WYNF-F	4 WFLA	4 WXTB-F	4 WFLA	4 WCTQ-F
5	5	5 WWRM-F	5	5	5	5	5	5 WSRZ-F	5
6	6	6	6	6	6	6	6	6	6

FORHATS	AH	FH	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		44 ( 3)	44 ( 3)	7.2	NM	WBRD (T) 1420	BRADENTON 0.9/3.3/ 7/ 152		
AOR/CLASSIC AOR		101 ( 3)	101 ( 3)	16.5	13.4	WQSA (T) 1220	SARASOTA 0.4/1.9/ 3/ 86		
COUNTRY		78 ( 4)	78 ( 4)	12.7	12.6	WSPB (CL) 1450	SARASOTA 1.7/2.7/ 13/ 121		
NEWS/TALK	54 ( 4)		54 ( 4)	8.8	9.3				
TOP 40/CHR/CONTEMP		52 ( 2)	52 ( 2)	8.5	11.9	WIKX-F (AC?) 92.9	PUNTA GORDA 0.7/1.2/ 16/ 217		
BLACK/URBAN						WKII (BB) 1070	PT. CHARLOTTE 2.1/4.1/ 46/ 464		
SOFT AC		162 ( 2)	162 ( 2)	26.4	26.5				
HISPANIC									
OLDIES		51 ( 2)	51 ( 2)	8.3	NA				
FULL SVC/VARIETY									
NOSTALGIA	48 ( 3)	1 ( 1)	49 ( 4)	8.0	1.5	WGUL-AF 1.4/2.6	WRBQ-F 2.3/5.8		
RELIGION/GOSPEL						WMNZ 0.7/2.5	WRXB 1.2/2.0		
CLASSICAL	13 ( 1)		13 ( 1)	2.1	1.2	WMTX-F 2.4/6.5	WXTB-F 0.9/4.1		
JAZZ/NEW AC						WPCV-F 0.4/1.3	WYUU-F 0.9/3.4		
OTHERS UNKNOWN	9 ( 1)		9 ( 1)	1.5	2.2				
	124 ( 9)	489 (17)	613 (26)						

RADIO STATIONS

WAMR , 1320, 5 KW/1 KW (DA-2) , Nostalgia	UNISTR NBC, \$14.00 ( --- ) (VENICE)
WBRD , 1420, 2.5 KW/1 KW (DA-2) , Talk	NBC-T ABC, \$14.00 (Christal)
WSPB , 1450, 1 KW , Classical	, \$15.00 (CMBS) Dick Harris
WCTQ-F, 92.1, 6 KW @ 285 , Country	NBC, ABC, \$21.00 ( --- ) (VENICE)
WDUV-F, 103.3, 100 KW @ 580 , EZ/Soft AC	MBS, \$74.00 (Christal)
WSRZ-F, 106.3, 3.6 KW @ 259 , Oldies/AC	, \$42.00 (Eastman) Wilks-Schwartz

WINK-F -- see Fort Myers in Small Market Edition  
Other ranked stations -- see Tampa

Miscellaneous: WJRB sold for \$120,000. . .

SAVANNAH

Arbitron Rank/Pop (12+): 150/216,800  
 MSA Rank/Pop: 180/245,100  
 ADI # 102  
 Average Person Ratings: 16.7  
 Market TSL: 22.75 hours

Stations: 21/16  
 Diaries: 693/313:1/47.9%  
 Sample Target: 640  
 % Below Line: 3.6  
 % Not Listed: 12.7

1992 Revenue: \$9,600,000  
 HH Inc.: \$29,760  
 Retail \$: 2.0 Bil  
 Pop per Station: 13,550  
 #1 Biller: WCHY-AF \$2,000,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WJCL-F (C)	49/13.5	8.8	10.1	2.2	5.2	----	100/1284	607/28.0	19.8	18.5	B	WJCL-F
2. WEAS-F (B)	43/11.9	10.2	15.5	18.2	16.8	----	52/708	451/20.8	20.7	21.9	C	WEAS-F
3. WCHY-AF (C)	40/11.0	12.2	13.7	13.7	16.9	----	87/336	578/26.7	24.9	28.1	D	WCHY-AF
4. WL VH-F (B)	37/10.2	11.6	-----	-----	-----	----	58/686	384/17.7	18.2	0.0	A	WL VH-F
5. WIXV (AOR)	30/ 8.3	5.9	5.4	6.4	9.0	----	59/687	403/18.6	15.8	13.3	C	WIXV-F
6. WSOK (G)	23/ 6.4	6.5	8.6	10.3	10.9	----	24/266	256/11.8	11.3	14.1	B	WSOK
7. WAEV-F (AC)	18/ 5.0	4.5	6.0	5.6	4.6	----	32/610	306/14.1	14.9	19.6	C	WAEV-F
8. WBMQ (T)	15/ 4.1	4.5	3.6	1.1	3.3	----	24/441	267/12.3	10.9	7.4	A	WBMQ
9. WZAT-F (CHR)	14/ 3.9	6.2	7.1	7.8	9.0	----	39/735	307/14.2	17.3	16.4	B	WZAT-F
10. WLOW-F (BB/EZ)	11/ 3.0	4.8	6.3	4.7	2.7	----	36/303	110/ 5.1	7.1	9.3	A	WLOW-F
11. WGCO-F (O)	8/ 2.2	2.8	4.8	4.5	4.1	----	31/544	235/10.8	10.0	14.3	B	WGCO-F
WRHQ-F (O)	8/ 2.2	2.3	.9	3.6	----	----	8/163	145/ 6.7	6.6	4.0	A	WRHQ-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 84.50% (267 of 316) (SPG 92: 83.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEAS-F>	1 WJCL-F<	1 WJCL-F	1 WJCL-F<	1 WJCL-F<	1 WCHY-AF	1 WJCL-F>	1 WJCL-F	1 WJCL-F	1 WEAS-F>	1 WEAS-F
2 WZAT-F	2 WEAS-F<	2 WEAS-F<	2 WL VH-F<	2 WL VH-F	2 WJCL-F	2 WCHY-AF<	2 WCHY-AF	2 WCHY-AF	2 WL VH-F>	2 WL VH-F
3 WL VH-F	3 WIXV-F>	3 WIXV-F<	3 WIXV-F<	3 WIXV-F	3 WIXV-F	3 WL VH-F<	3 WIXV-F	3 WIXV-F	3 WEAS-F<	3 WJCL-F
4 WAEV-F	4 WL VH-F	4 WL VH-F>	4 WEAS-F	4 WEAS-F<	4 WSOK	4 WSOK	4 WL VH-F<	4 WL VH-F	4 WCHY-AF	4
5	5 WCHY-AF	5 WCHY-AF	5 WCHY-AF	5 WCHY-AF	5 WEAS-F	5 WEAS-F	5 WIXV-F	5 WIXV-F	5 WZAT-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 WEAS-F	1 WJCL-F<	1 WJCL-F	1 WJCL-F	1 WL VH-F<	1 WJCL-F	1 WIXV-F	1 WIXV-F	1 WIXV-F<	1 WIXV-F
2 WJCL-F	2 WEAS-F<	2 WL VH-F	2 WL VH-F	2 WJCL-F>	2 WEAS-F	2 WJCL-F>	2 WEAS-F	2 WJCL-F	2 WJCL-F<
WZAT-F	3 WL VH-F>	3 WEAS-F	3 WEAS-F>	3 WEAS-F	3 WIXV-F	3 WEAS-F>	3 WJCL-F	3 WEAS-F	3 WCHY-AF
4 WAEV-F	4 WSOK	4 WIXV-F	4 WSOK	4 WSOK	4 WZAT-F	4 WCHY-AF	4 WCHY-AF	4 WL VH-F	4 WEAS-F
WL VH-F	WIXV-F	WSOK	5 WIXV-F	5 WCHY-AF	5	5	5	WCHY-AF	WL VH-F
	WAEV-F		WAEV-F						

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		21 ( 2)	21 ( 2)	7.0	NM	WEAS (G) 900 Savannah	0.6/4.2/	4/	116
AOR/CLASSIC		34 ( 2)	34 ( 2)	11.0	7.8	WIZA (REL) 1450 Savannah	0.8/2.9/	3/	62
COUNTRY	4 ( 1)	85 ( 2)	89 ( 3)	28.1	27.0	WSGA (BB) 1400 Savannah	0.6/3.2/	2/	79
NEWS/TALK	15 ( 1)		15 ( 1)	5.0	4.1				
TOP 40/CHR/CONTEMP		14 ( 1)	14 ( 1)	4.4	8.8	WFXH-F (AOR) 106.1 Hilton Head	1.1/6.2/	10/	208
BLACK/URBAN		84 ( 4)	84 ( 4)	27.0	28.4	WHJX-F (B) 101.5 Brunswick, GA	0.6/3.0/	36/	512
SOFT AC						WNCK-F (?) 99.7 Port Royal, SC	0.6/4.6/	4/	167
HISPANIC						WSKX-F (B) 92.3 Hinsville, GA	0.6/3.6/	23/	385
OLDIES		16 ( 2)	16 ( 2)	5.0	NA	WYKZ-F (AC) 98.7 Beaufort	0.8/6.4/	15/	304
FULL SRVC VARIETY									
NOSTALGIA	2 ( 1)	11 ( 1)	13 ( 2)	4.1	7.1				
RELIGION/GOSPEL	28 ( 3)		28 ( 3)	9.0	2.0				
CLASSICAL									
JAZZ/NEW AC									
UNKNOWN/OTHERS		2 ( 1)	2 ( 1)	1.0					
RAOIO STATIONS	49 ( 6)	267 (15)	316 (21)						

WBMQ , 630, 5 KW	Talk	CBS, \$11.00 (Katz)	McCormick
WSOK , 1230, 1 KW	Black/Gospel	UNISTR AURN, \$17.00 (Banner)	Opus
WAEV-F, 97.3, 100 KW @ 991	AC	UNISTR, \$28.00 (Banner)	Opus
WCHY-F, 94.1, 100 KW @ 1319	Country	ABC, \$43.00 (Christal)	Roth
WEAS-F, 93.1, 100 KW @ 308	Black	ABC, \$26.00 (D & R)	Rivers
WFXH-F, 106.1, 11 KW @ 794	AOR	, \$11.00 ( --- )	Adventure (HILTON HEAD)
WGCO-F, 98.3, 100 KW @ 981	Oldies	CNN, \$20.00 (Eastman)	Intermart (MIDWAY)
WIXV-F, 95.5, 100 KW @ 856	AOR/Classic	, \$29.00 (Katz)	McCormick
WJCL-F, 96.5, 100 KW @ 1161	Country	UNISTR NBC, \$24.00 (D & R)	Lewis
WLOW-F, 106.9, 50 KW @ 443	Nostalgia	MBS, \$15.00 (K & P)	(BLUFFTON, SC)
WL VH-F, 101.1, 50 KW @ 470	Black	UNISTR, \$ N/A (Banner)	(HARDEEVILLE, SC)
WRHQ-F, 105.3, 11 KW @ 485	Oldies	, \$12.00 (K & P)	(RICHMOND HILL)
WZAT-F, 102.1, 100 KW @ 1322	CHR	ABC, \$25.00 (Mc-Guilld)	Gulf Atlantic
WYKZ-F, 98.7, 100 KW @ 708	AC	, \$17.00 (Eastman)	DeDominicis (BEAUFORT)

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 13/2,365,100  
 MSA Rank/Pop: 23/2,450,000 S  
 ADI # 14  
 Average Person Ratings: 16.2  
 Market TSL: 21.25 hours

Stations: 30/28  
 Diaries: 2034/1163:1/51.9%  
 Sample Target: 1980  
 % Below Line: 0.0  
 % Not Listed: 10.2

1992 Revenue: \$91,900,000  
 HH Inc.: \$37,172  
 Retail \$: 23.0 Btl  
 Pop per Station: 84,468  
 #1 Biller: KIRO \$17,500,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KMPS-AF (C)	321/ 8.4	7.6	7.7	8.4	7.8	8.0	390/4931	4106/17.4	16.4	17.4	H	KMPS-AF
2. KIRO (N/T)	295/ 7.7	7.7	7.5	7.6	7.4	7.6	328/5974	5361/22.7	21.8	22.5	J	KIRO
3. KUBE-F (CHR)	236/ 6.1	5.4	6.4	6.6	6.2	6.1	273/4639	4002/16.9	16.3	17.9	G	KUBE-F
4. KBSG-AF (O)	229/ 6.0	5.6	5.6	5.3	5.2	5.6	271/4800	3993/16.9	15.9	15.0	H	KBSG-AF
5. KLSY (AC)	196/ 5.1	4.5	3.7	5.3	4.5	4.7	217/3903	3567/15.1	12.4	11.9	G	KLSY-F
6. KOMO (FS)	187/ 4.9	5.0	5.8	5.3	4.4	5.3	221/3475	3035/12.8	17.3	13.3	G	KOMO
7. KVI (N/T)	171/ 4.5	4.1	3.0	2.5	2.1	3.5	190/2557	2286/ 9.7	7.9	5.7	B	KVI
8. KIXI (BB)	167/ 4.3	2.5	3.0	2.5	3.5	3.1	171/2192	2022/ 8.5	7.7	8.5	B	KIXI
9. KZOK-F (CL AOR)	154/ 4.0	3.5	3.7	3.5	4.3	3.7	178/3599	3245/13.7	10.9	12.4	F	KZOK-F
10. KRPM-F (C)	141/ 3.7	4.8	4.9	4.4	4.0	4.5	169/2710	2228/ 9.4	9.7	10.3	F	KRPM-F
11. KISW-F (AOR)	138/ 3.6	4.7	4.0	3.9	3.9	4.1	158/3001	2542/10.7	11.4	12.2	E	KISW-F
12. KNDD-F (AOR)	134/ 3.5	3.4	2.7	3.0	3.3	3.2	141/2351	2145/ 9.1	8.3	8.5	C	KNDD-F
13. KPLZ-F (CHR)	119/ 3.1	3.1	4.2	3.7	4.7	3.5	154/3668	3192/13.5	13.6	17.6	G	KPLZ-F
14. KING-F (CL)	112/ 2.9	3.8	4.6	3.2	3.1	3.6	137/2409	2155/ 9.1	9.6	8.2	E	KING-F
KJR (SPRST)	112/ 2.9	2.1	1.9	1.3	1.8	2.1	148/3039	2772/11.7	6.8	7.3	C	KJR
16. KEZX-F (SAC)	98/ 2.6	2.4	2.1	3.3	2.5	2.6	110/1547	1359/ 5.7	3.9	5.8	C	KEZX-F
17. KMTT-AF (AOR)	96/ 2.5	2.8	2.9	1.8	2.3	2.5	106/1975	1759/ 7.4	7.7	7.3	D	KMTT-AF
18. KXRX-F (AOR)	95/ 2.5	3.3	3.8	4.0	4.2	3.4	119/2771	2272/ 9.6	10.4	11.6	G	KXRX-F
19. KRWM-F (SAC)	94/ 2.4	1.7	1.7	3.2	2.9	2.3	96/1902	1814/ 7.7	5.3	6.6	D	KRWM-F
20. KLTX-F (SAC)	90/ 2.3	3.0	2.7	2.4	2.9	2.6	98/1914	1626/ 6.9	6.8	7.5	D	KLTX-F
21. KCMS-F (REL)	75/ 2.0	1.2	1.3	2.0	2.2	1.6	77/1336	1274/ 5.4	4.4	4.7	B	KCMS-F
22. KING (T)	74/ 1.9	3.0	3.2	2.1	2.8	2.6	92/1876	1646/ 7.0	6.8	7.5	D	KING
23. KIRO-F (T)	34/ 0.9	1.4	1.0	1.9	2.3	1.3	39/1305	1104/ 4.7	4.8	6.2	C	KIRO-F
24.												
25.												

12+ FH SHARE (METRO): 68.27% (2354 of 3448) (SPG 92: 71.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHO	12+ HIO	12+ PMD	12+ EVE	OVERNIGHT
1 KUBE-F >>	1 KMPS-AF	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 KNDD-F <	2 KBSG-AF	2 KBSG-AF	2 KBSG-AF	2 KMPS-AF	2 KMPS-AF	2 KBSG-AF <	2 KUBE-F	2 KUBE-F	2 KRPM-F
3	3 KISW-F <	3 KLSY-F	3 KLSY-F <	3 KIRO <	3 KIXI	3 KOMO	3 KVI	3 KBSG-AF	3 KLSY-F	3 KVI
4	4 KUBE-F <	4 KZOK-F	4 KZOK-F	4 KLSY-F	4 KOMO	4 KUBE-F	4 KIRO	4 KIRO	4 KJR	4 KMPS-F
5	5 KLSY-F	5 KUBE-F	5 KIRO	5 KZOK-F	5 KBSG-AF <	5 KVI	5 KLSY-F <	5 KLSY-F	5 KPLZ-F <	5 KLSY-F
6	6 KZOK-F	6 KISW-F	6 KNDD-F	6 KVI <	6 KVI	6 KBSG-AF	6 KOMO	6 KISW-F <	6 KBSG-F	KOMO
7	7	7 KNDD-F	7 KISW-F	7 KNDD-F	7	7 KLSY-F	7 KUBE-F	7 KZOK-F	7 KMPS-F	7 KZOK-F
8	8	8	8	KOMO	8	8	8	8	8	8 KNDD-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 KUBE-F	1 KMPS-AF <	1 KMPS-AF	1 KMPS-AF >	1	1 KUBE-F	1 KISW-F	1 KISW-F	1 KMPS-AF	1 KMPS-AF
2 KLSY-F	2 KLSY-F	2 KLSY-F	2 KLSY-F	2	2 KISW-F	2 KZOK-F	2 KZOK-F	2 KZOK-F <	2 KIRO <
3 KMPS-AF	3 KNDD-F	3 KNDD-F	3 KBSG-AF	3	3 KPLZ-F	3 KUBE-F	3 KNDD-F	3 KISW-F	3 KZOK-F
4 KPLZ-F	4 KUBE-F	4 KRPM-F	4 KUBE-F	4	4 KMPS-AF	4 KNDD-F	4 KJR	4 KBSG-AF	4 KBSG-AF
5 KNDD-F	5 KRPM-F	5 KZOK-F	5 KNDD-F	5	5 KXRX-F	5 KMPS-AF	5 KMPS-AF	5 KIRO	5 KISW-F
6 KBSG-AF	6 KBSG-AF	6 KLTX-F	6 KRWM-F	6	6 KNDD-F	6 KXKR-F	6 KIRO	6 KNDD-F	6 KVI
7	7	7 KUBE-F	7	7	7	7 KJR	7 KXRX-F	7 KJR	7 KJR

SEATTLE-TACOMA

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME TSA TSA
	--	--			%		SHARE/RTG/AQH/CUME
AC		208 ( 2)	208 ( 2)	6.0	NM	KCIS (REL) 630 Edmonds	0.8/2.5/ 32/ 580
AOR/CLASSIC AOR	3 ( 1)	614 ( 5)	617 ( 6)	17.9	20.2	KGW (REL) 820 Burian	0.5/1.8/ 21/ 525
COUNTRY	26 ( 1)	436 ( 2)	462 ( 3)	13.4	12.9		
NEWS/TALK	652 ( 4)	34 ( 1)	686 ( 5)	19.9	13.2	KAFE-F (AC) 104.3 Bellingham	0.3/0.6/ 46/ 518
						KXXO-F (SAC) 96.1 Olympia	0.4/0.8/ 98/1078
TOP 40/CHR/CONTEMP		355 ( 2)	355 ( 2)	10.3	11.9		
BLACK/URBAN					0.6		
SOFT AC		299 ( 4)	299 ( 4)	8.7	6.5		
HISPANIC							
OLDIES	8 ( 1)	221 ( 1)	229 ( 2)	6.6	NA		
FULL SVC/VARIETY	187 ( 1)		187 ( 1)	5.4	4.8		
NOSTALGIA	167 ( 1)		167 ( 1)	4.8	3.9		
RELIGION/GOSPEL	51 ( 2)	75 ( 1)	126 ( 3)	3.7	3.6		
CLASSICAL		112 ( 1)	112 ( 1)	3.2			
JAZZ/NEW AC					3.4		
OTHERS UNKNOWN					3.2		
	1094 (11)	2354 (19)	3448 (30)				

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	CMN 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	UNISTR, \$ 50.00 (Schubert)	Sandusky
KJR, 950, 5 KW (DA-N)	, SPORTS/TALK	NBC, NBC-T, \$ 50.00 (CBS)	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	, NEWS/TALK	MBS, \$ 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 (Radio Spot)	
KEZX, 98.9, 100 KW @ 1109, EZ	ABC, \$ 50.00 (D&R)	Park
KING, 98.1, 100 KW @ 699, CLASSICAL	, \$ 77.00 (MMR)	
KISW, 99.9, 100 KW @ 1148, AOR	, \$ 94.00 (McGuild)	Nationwide
KRWH, 106.9, 100 KW @ 820, SOFT AC	, \$ 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 (CBS)	Ackerly
KMPS, 94.1, 98 KW @ 1167, COUNTRY	APR, \$ 155.00 (Eastman)	EZ
KNDD, 107.7, 100 KW @ 1194, AOR	, \$ 52.00 (Torbet)	Viacom
KPLZ, 101.5, 100 KW @ 1200, CHR	, \$ 130.00 (Banner)	Golden West
KRPB, 106.1, 58 KW @ 2342, COUNTRY	UNISTR, \$ 68.00 (Christal)	Heritage
KMTT, 103.7, 100 KW @ 1670, AC/ROCK	ABC, \$ 57.00 (D&R)	Entercom
KUBE, 93.3, 100 KW @ 1289, CHR	, \$ 130.00 (MMR)	Cook Inlet
KIRO, 100.7, 100 KW @ 731, NEWS/TALK	CBS, \$ 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)	Chrysler Capital

Miscellaneous: KKDZ: 58% sold for \$1,100,000. . . KVI, KPLZ-F sold by Golden West to Fisher (D) for \$11,000,000. . .

SHREVEPORT

Arbitron Rank/Pop (12+): 123/306,900  
 MSA Rank/Pop: 134/360,000  
 ADI # 71  
 Average Person Ratings: 17.0  
 Market TSL: 22.50 hours

Stations: 15/15  
 Diaries: 793/387:1/47.0%  
 Sample Target: 810  
 % Below Line: 0.0  
 % Not Listed: 11.3

1992 Revenue: \$9,800,000  
 HH Inc.: \$25,952  
 Retail \$: 2.7 Bill  
 Pop per Station: 20,460  
 #1 Biller: KRMD-AF \$2,900,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KRMD-AF (C)	114/21.8	22.7	22.1	21.2	21.4	22.0	148/1690	1061/34.6	35.2	34.8	D	KRMD-AF
2. KMJJ-F (B)	85/16.3	22.7	19.6	19.1	19.3	19.4	88/822	733/23.9	24.8	25.2	C	KMJJ-F
3. KVKI-F (AC)	35/ 6.7	7.8	8.3	5.9	5.5	7.2	45/791	549/17.9	15.5	17.5	B	KVKI-F
4. KWKH-F (C)	34/ 6.5	3.3	3.1	3.5	2.1	6.3	51/857	425/13.8	15.0	15.3	C	KWKH-F
5. KEEL (BB)	30/ 5.7	4.3	5.2	7.5	6.1	5.7	41/604	450/14.7	15.8	14.2	A	KEEL
6. KDKS-F (B)	30/ 5.7	1.0	---	---	---	---	32/453	404/13.2	---	---		KDKS-F
7. KTAL-F (AOR)	28/ 5.4	4.1	2.9	3.5	6.1	4.0	56/842	349/11.4	9.8	11.3	B	KTAL-F
8. KOKA (B)	28/ 5.4	7.0	6.4	5.9	8.2	6.2	35/438	342/11.1	10.9	10.6	A	KOKA
9. KTUX-F (CHR)	24/ 4.6	2.7	5.0	4.7	5.5	4.3	39/742	409/13.3	13.2	14.0	B	KTUX-F
10. KWKH (C)	22/ 4.2	3.3	3.1	3.5	2.1	3.5	29/447	235/ 7.7	9.2	7.1		KWKH
11. KITT-F (AC)	18/ 3.4	5.0	4.8	4.9	4.2	4.5	45/950	445/14.5	12.7	13.0	C	KITT-F
12. KLKL-F (O)	10/ 1.9	3.9	1.7	1.8	4.2	2.3	12/316	264/ 8.6	8.1	8.3	A	KLKL-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 80.17% (372 of 464) (SPG 92: 79.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KMJJ-F	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 KMJJ-F	1 KMJJ-F
2 KRMD-AF	2 KRMD-AF	2 KMJJ-F	2 KMJJ-F	2 KMJJ-F	2 KWKH-F	2 KMJJ-F	2 KMJJ-F	2 KMJJ-F	2 KRMD-AF	2 KRMD-F
3	3 KTAL-F	3 KVKI-F	3 KVKI-F	3 KVKI-F	3 KEEL	3 KOKA	3 KEEL	3 KVKI-F	3 KDKS-F	3 KEEL
4	4 KTUX-F	4 KDKS-F	4 KDKS-F	4 KDKS-F	4 KMJJ-F	4 KEEL	4 KVKI-F	4 KDKS-F	4	4 KTAL-F
5	5 KDKS-F	5	5 KTUX-F	5 KWKH-F	5	5 KWKH-F	5 KWKH-F	5 KWKH-F	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 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 KTAL-F	2 KRMD-AF	2 KTAL-F	2 KRMD-AF	2 KVKI-F
3	3 KDKS-F	3	3 KOKS-F	3 KDKS-F	3 KRMD-AF	3 KTAL-F	3 KTUX-F	3 KVKI-F	3 KWKH-F
4	4 KTUX-F	4	4	4 KTUX-F	4	4 KTUX-F	4	4 KTAL-F	4 KMJJ-F
5	5	5	5	5 KVKI-F	5	5 KVKI-F	5	5 KDKS-F	5 KDKS-F

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		53 ( 2)	53 ( 2)	11.4	NM	KASO (C)	1240 Minden
AOR/CLASSIC AOR		28 ( 1)	28 ( 1)	6.0	6.6	KFLO (REL)	1300
COUNTRY	30 ( 3)	142 ( 2)	172 ( 5)	37.1	35.3		0.4/1.6/ 2/ 48
NEWS/TALK							0.8/2.0/ 7/ 95
TOP 40/CHR/CONTEMP		24 ( 1)	24 ( 1)	5.2	6.0		
BLACK/URBAN	28 ( 1)	115 ( 2)	143 ( 3)	30.8	20.9		
SOFT AC							
HISPANIC							
OLDIES		10 ( 1)	10 ( 1)	2.2	NA		
FULL SVC/VARIETY							
NOSTALGIA	30 ( 1)		30 ( 1)	6.5	6.6		
RELIGION/GOSPEL	4 ( 1)		4 ( 1)	0.9	9.5		
CLASSICAL							
JAZZ/NEW AC							
OTHERS UNKNOWN							
	92 ( 6)	372 ( 9)	464 ( 15)				

RADIO STATIONS

KEEL	, 710, 50 KW/5 KW (DA-2),	Nostalgia	ABC UNISTR, \$23.00	(Katz)	Multimedia
KOKA	, 980, 5 KW/80 W (DA-1),	Gospel	AURN NBC, \$18.00	(D & R)	
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	(D & R)	Dowe (BENTON)
KMJJ-F	, 100.1, 3 KW @ 298	, Black	AURN, \$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	(Mc-Guild)	
KWKH-F	, 94.5, 100 KW @ 321	, Country	HBS, \$41.00	(Christal)	Great Empire

Miscellaneous: KLKL-F (Benton) sold to owner of KVKI-F (D) for \$325,000 (Whitley) . . .

SIOUX FALLS

Arbitron Rank/Pop (12+): 212/125,700

Stations: 14/11  
Diaries: 671/187:1/62.1%  
Sample Target: 610  
% Below Line: 3.8  
% Not Listed: 13.9

1992 Revenue: \$6,300,000  
HH Inc.: \$31,858  
Retail \$: 1.61 Bil  
Pop per Station: 11,427  
#1 Biller: KELO-AF \$1,950,000

MSA Rank/Pop: 287/131,000

ADI # 106 (w/Mitchell)

Average Person Ratings: 16.5

Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KTWB-F (C)	39/18.8	----	16.7	----	9.1	----	61/672	390/31.0	0.0	24.7	B	KTWB-F
2. KRRO-F (AOR)	25/12.0	----	7.1	----	9.9	----	31/376	282/22.4	0.0	16.5		KRRO-F
3. KELO (FS/AC)	20/ 9.6	----	8.1	----	12.1	----	22/334	244/19.4	0.0	21.2	C	KELO
4. KPAT-F (CHR)	18/ 8.7	----	15.2	----	11.6	----	26/468	322/25.6	0.0	31.0	B	KPAT-F
KELO-F (SAC)	18/ 8.7	----	7.1	----	10.3	----	31/511	271/21.6	0.0	16.4	B	KELO-F
6. KKLS-F (AC)	16/ 7.7	----	5.2	----	7.8	----	32/502	269/21.4	0.0	14.7		KKLS-F
7. KSOO (FS)	15/ 7.2	----	7.1	----	8.6	----	21/338	221/17.6	0.0	18.4		KSOO
8. KXRB (C)	11/ 5.3	----	8.1	----	8.6	----	28/337	149/11.9	0.0	11.3		KXRB
9. KWSN (T)	6/ 2.9	----	3.3	----	1.3	----	8/166	122/ 9.7	0.0	8.9		KWSN

10.

12+ FM SHARE (METRO): 68.15% (122 of 179) (SPG 92: 64.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPAT-F>>	1 KTWB-F>	1 KTWB-F>	1 KTWB-F>	1 KTWB-F>	1 KELO	1 KTWB-F>	1 KTWB-F	1 KTWB-F	1 KTWB-F	1 KSOO >
2 KTWB-F	2 KRRO-F>>	2 KRRO-F>	2 KRRO-F	2 KRRO-F	2 KTWB-F<	2 KELO	2 KRRO-F	2 KRRO-F>	2 KRRO-F	2 KTWB-F
3 KKLS-F	3 KPAT-F	3 KELO	3 KELO <	3 KELO	3 KSOO <	3 KELO-F	3 KPAT-F<	3 KPAT-F	3 KPAT-F	3 KPAT-F
KRRO-F	4 KELO-F	4 KKLS-F	4 KKLS-F	4 KKLS-F	4 KELO-F	4 KRRO-F	4 KELO	4 KKLS-F	4 KSOO	KRRO-F
5	5	5	5	5	5	5	KKLS-F	KELO-F	5	KELO

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 KPAT-F	1 KTWB-F>>	1 KTWB-F	1 KTWB-F>>	1 KTWB-F>	1 KTWB-F	1 KTWB-F<	1 KTWB-F	1 KRRO-F	1 KTWB-F
2 KTWB-F	2 KRRO-F	2 KRRO-F	2 KPAT-F	2 KELO	2 KRRO-F	2 KRRO-F>>	KRRO-F	KTWB-F>>	KRRO-F>
3	KPAT-F>	3	KELO	3 KELO-F	3	3	3	3 KKLS-F	3 KKLS-F
4	4 KELO-F	4	4 KELO-F	4 KKLS-F	4	4	4	4 KELO	4 KELO
			KRRO-F						

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
AC		16 ( 1)	16 ( 1)	8.9	NM	KJIA (REL) 1520	Sioux Falls 1.0/2.1/ 2/ 27	
AOR/CLASSIC AOR		25 ( 1)	25 ( 1)	14.0	8.6	KQAD (?) 800	Luverne 0.5/2.7/ 6/ 101	
COUNTRY	11 ( 1)	46 ( 3)	57 ( 4)	31.8	34.3			
NEWS/TALK	6 ( 1)		6 ( 1)	3.4	NA	KIWA-F (C/FS) 105.3	Sheldon IA 0.5/1.9/ 3/ 114	
TOP 40/CHR/CONTEMP		18 ( 1)	18 ( 1)	10.1	18.3	KLQL-F (C) 101.1	Luverne MN 2.4/8.8/ 20/ 323	
BLACK/URBAN						WNAX (C/FS) 570	Yankton SD 1.0/6.4/ 32/ 523	
SOFT AC		18 ( 1)	18 ( 1)	10.1	8.6			
HISPANIC								
OLDIES					NA			
FULL SVC/VARIETY	35 ( 2)	1 ( 1)	36 ( 3)	20.1	13.7			
NOSTALGIA								
RELIGION/GOSPEL	2 ( 1)		2 ( 1)	1.1	NA			
CLASSICAL								
JAZZ/NEW AC								
OTHERS UNKNOWN	1 ( 1)		1 ( 1)	0.6	NA			
	57 ( 6)	122 ( 8)	179 (14)					

RADIO STATIONS

KELO , 1320, 14 KW/5 KW (DA-2)	, AC/FS	AP, \$25.00 (Banner)	Midcontinent
KSOO , 1140, 10 KW/5 KW (DA-N)	, Full Service	ABC, \$22.00 (Christal)	
KWSN , 1230, 1 KW	, Talk	UNISTR CBS, \$10.00 (Katz)	
KXRB , 1000, 10 KW (DAYS, DA)	, Country/FS	MBS, \$18.00 (Mc-Guild)	So. Minn
WNAX , 570, 5 KW (DA-N)	, Country/FS	CBS ABC, \$45.00 (Mc-Guild)	Park (YANKTON)
KELO-F, 92.5, 100 KW @ 1850	, Soft AC	AP, \$20.00 (Banner)	Midcontinent
KKLS-F, 104.7, 100 KW @ 741	, AC/Oldies	MBS, \$17.00 (Mc-Guild)	So. Minn
KLQL-F, 101.1, 100 KW @ 531	, Country	ABC, \$ 9.00 (Katz)	(LUVERNE, MN)
KPAT-F, 97.3, 60 KW @ 220	, CHR	ABC, \$21.00 (Christal)	T. Ingstad
KRRO-F, 103.7, 50 KW @ 187	, AOR	UNISTR, \$18.00 (Katz)	
KTWB-F, 101.9, 34 KW @ 577	, Country	, \$20.00 (Banner)	



SOUTH BEND

Arbitron Rank/Pop (12+): 160/207,100  
 MSA Rank/Pop: 178/252,000  
 ADI # 86  
 Average Person Ratings: 17.5  
 Market TSL: 23.50 hours

Stations: 23/13  
 Diaries: 781/265:1/56.0%  
 Sample Target: 680  
 % Below Line: 11.6  
 % Not Listed: 13.0

1992 Revenue: \$9,500,000  
 HH Inc.: \$30,216  
 Retail \$: 2.2 Bill  
 Pop per Station: 15,930  
 #1 Biller: WNSN-F \$1,700,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WAOR-F (AOR)	46/12.7	----	10.6	----	13.9	----	106/1137	503/24.3	0.0	20.9	C	WAOR-F
2. WNDU-F (CHR)	43/11.9	----	14.2	----	10.7	----	99/1664	631/30.5	0.0	35.6	C	WNDU-F
3. WNSN-F (AC)	33/ 9.1	----	7.3	----	12.8	----	115/1561	488/23.6	0.0	20.4	C	WNSN-F
WSBT (FS)	33/ 9.1	----	10.3	----	9.0	----	43/626	458/22.1	0.0	22.6	C	WSBT
5. WGTC-F (C)	31/ 8.6	----	12.8	----	10.1	----	88/1095	358/17.3	0.0	18.6	C	WGTC-F
6. WLTA-F (SAC)	25/ 6.9	----	9.5	----	7.9	----	65/959	411/19.8	0.0	21.8	B	WLTA-F
7. WRBR-F (O)	24/ 6.6	----	5.3	----	9.3	----	35/578	344/16.6	0.0	18.1	B	WRBR-F
8. WNZE-F (C)	13/ 3.6	----	-----	----	-----	----	50/528	200/ 9.7	0.0	0.0		WNZE-F
9. WURN-F (BIAC)	12/ 3.3	----	-----	----	-----	----	12/118	113/ 5.5	0.0	0.0		WURN-F

12+ FM SHARE (METRO): 82.22% (259 of 315) (SPG 92: 81.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNFU-F>>	1 WAOR-F>	1 WAOR-F>	1 WAOR-F>	1 WAOR-F>	1 WSBT	1 WSBT	1 WAOR-F	1 WAOR-F	1 WAOR-F>	1 WGTC-F
2	2 WNDU-F>	2 WNDU-F	2 WNSN-F	2 WNSN-F	2 WGTC-F	2 WNDU-F	2 WNDU-F	2 WNDU-F	2 WAOR-F	2 WAOR-F
3	3 WNSN-F>	3 WNSN-F	3 WNDU-F	3 WNDU-F	3 WLTA-F	3 WAOR-F	3 WSBT	3 WNSN-F	3 WGTC-F	3 WUBU-F
4	4	4	4	4	4 WNSN-F	4 WNSN-F	4 WNSN-F	4	4	4 WLTA-F
5	5	5	5	5	5 WRBR-F	5	5 WLTA-F	5	5	5
6	6	6	6	6	6	6	6	6	6	6
7	7	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 WDNF-F	1 WNDU-F>	1 WNDU-F	1 WNDU-F	1 WNSN-F	1 WAOR-F	1 WAOR-F>>	1 WAOR-F	1 WAOR-F>>	1 WAOR-F>>
2	2 WNSN-F	2 WAOR-F	2 WNSN-F	2 WNDU-F>	2 WNDU-F	2 WNDU-F>>	2 WNDU-F	2 WNDU-F	2
3	3 WSHK-F	3 WAOR-F	3 WNSN-F	3 WAOR-F	3 WBBM-F	3	3 WGTC-F	3	3
4	4	4 WUBU-F	4 WLTA-F	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO UME TSA TSA SHARE/RTG/AQH/CUME
AC		33 ( 1)	33 ( 1)	10.4	NM	WAMJ (T) 1580 South Bend	0.6/3.2/ 2/ 75
AOR/CLASSIC		46 ( 1)	46 ( 1)	15.0	12.7	WFRN-F (REL) 104.7 Elkhart	1.4/6.7/ 40/ 823
COUNTRY	4 ( 1)	44 ( 2)	48 ( 3)	15.2	15.3	WHME-F (REL) 103.1 South Bend	0.6/3.0/ 15/ 217
NEWS/TALK	8 ( 3)		8 ( 3)	3.0	4.3	WNDU (C) 1490 South Bend	1.1/5.3/ 5/ 153
TOP 40/CHR/CONTEMP		51 ( 3)	51 ( 3)	16.1	18.0	WBBM-F (CHR) 96.3 Chicago	1.4/3.1/ 10/ 204
BLACK/URBAN		19 ( 2)	19 ( 2)	6.0	4.0	WGN (FS/T)720 Chicago	1.1/6.4/ 26/ 544
SOFT AC		35 ( 3)	35 ( 3)	11.1	11.3	WHFB (FS) 1060 Benton Harbor	1.1/1.4/ 20/ 262
HISPANIC						WHFB-F (SAC) 99.9 Benton Harbor	0.8/2.4/ 27/ 345
OLDIES		24 ( 1)	24 ( 1)	8.0	NA	WIRX-F (CHR) 107.1 St. Joseph	0.8/3.6/ 27/ 392
FULL SRVC VARIETY	41 (3)		41 ( 3)	13.0	12.3	WJJD (BB) 1160 Chicago	0.8/2.3/ 10/ 221
NOSTALGIA	3 ( 1)		3 ( 1)	.9	.7	WLS (T) 890 Chicago	0.6/2.8/ 11/ 269
RELIGION/GOSPEL		7 ( 2)	7 ( 2)	2.2	3.0	WLUP (T) 1000 Chicago	1.1/1.4/ 8/ 110
CLASSICAL						WSMK-F (B) 99.1 Buchanan, MI	1.9/6.1/ 24/ 241
JAZZ/NEW AC						WYEZ-F (SAC) 96.9 Bremen	1.9/4.6/ 15/ 185
UNKNOWN/OTHERS							
	56 ( 8)	259 (15)	315 (23)				

RADIO STATIONS

WNDU , 1490, 1 KW	Oldies	ABC, \$14.00	(Mc-Guild)	Notre Dame
WSBT , 960, 5 KW (DA-N)	Full Service	CBS, \$26.00	(Katz)	Schurz
WAOR-F, 95.3, 3 KW @ 299	AOR	ABC, \$22.00	(Eastman)	(NILES)
WFRN-F, 104.7, 50 KW @ 459	Religion	MBS, \$15.00	(D & R)	(ELKHART)
WGTC-F, 102.3, 2 KW @ 397	Country	ABC, \$26.00	(Banner)	(NEW CARLISLE)
WLTA-F, 100.7, 15 KW @ 908	Soft AC	, \$31.00	(MMR)	(ELKHART)
WNDU-F, 92.9, 13 KW @ 880	CHR	, \$37.00	(Mc-Guild)	Notre Dame
WNSN-F, 101.5, 13 KW @ 971	AC	UNISTR, \$40.00	(Katz)	Schurz
WNZE-F, 94.3, 12 KW @ 500	Country	UNISTR, \$15.00	(Katz)	(PLYMOUTH)
WRBR-F, 103.9, 3 KW @ 328	Oldies	, \$25.00	(MMR)	Booth
WSMK-F, 99.1, 3 KW @ 328	Black	, \$12.00	(Patt)	(BUCHANAN, MI)
WUBU-F, 106.3, 3 KW @ 292	Black	SMN, \$13.00	(Banner)	

SPOKANE

Arbitron Rank/Pop (12+): 103/359,800  
 MSA Rank/Pop: 130/359,000  
 ADI # 80  
 Average Person Ratings: 16.0  
 Market TSL: 21.50 hours

Stations: 17/17  
 Diaries: 857/420:1/56.2%  
 Sample Target: 830  
 % Below Line: 0.0  
 % Not Listed: 14.6

1992 Revenue: \$12,100,000  
 HM Inc.: \$27,026  
 Retail \$: 3.2 Bil  
 Pop per Station: 21,165  
 #1 Biller: NA \$0

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. KICS-F (AC)	66/11.5	10.4	8.2	9.1	9.7	9.8	83/1022	706/19.6	19.8	19.4	KISC-F
2. KDRK-F (C)	65/11.3	11.0	15.4	12.3	12.4	12.5	94/1148	760/21.1	26.0	21.1	KDRK-F
3. KZZU-F (CHR)	51/ 8.9	8.8	10.6	10.2	9.6	9.6	70/1072	758/21.1	22.6	21.0	KZZU-F
4. KEYF-F (O)	46/ 8.0	8.3	7.0	7.9	8.3	7.8	57/821	646/18.0	20.7	19.1	KEYF-F
5. KEZE-F (AOR)	44/ 7.7	6.5	5.6	8.6	7.1	7.1	53/689	535/14.9	13.7	15.0	KEZE-F
6. KKZX-F (CL-AOR)	37/ 6.4	3.5	4.1	6.3	6.7	5.1	49/723	578/16.1	11.7	13.8	KKZX-F
7. KXLY-F (SAC)	33/ 5.7	5.8	5.7	6.9	6.4	6.0	48/743	496/13.8	13.3	12.4	KXLY-F
8. KXLY (N/T)	32/ 5.6	7.1	7.0	5.3	4.4	6.3	34/646	540/15.0	16.6	10.8	KXLY
9. KAQQ (BB)	26/ 4.5	4.9	4.8	4.0	5.0	4.6	36/451	276/ 7.7	9.3	8.9	KAQQ
10. KJRB (T)	23/ 4.0	3.0	3.8	3.2	3.0	3.5	25/379	316/ 8.8	9.2	8.3	KJRB
11. KNFR-F (C)	22/ 3.8	2.7	2.3	3.3	3.0	3.0	30/542	385/10.7	8.6	7.8	KNFR-F
12. KGA (C)	21/ 3.7	4.1	4.5	3.0	4.8	3.8	28/425	284/ 7.9	8.3	11.4	KGA
13. KCDA-F (C)	12/ 2.1	3.0	1.3	1.8	3.0	2.1	20/276	235/ 6.5	4.8	6.1	KCDA-F
14. KKCH-F (C)	10/ 1.7	1.6	1.4	1.6	0.5	1.6	10/150	124/ 3.4	3.3	2.6	KKCH-F
15. KTSL-F (REL)	8/ 1.4	1.9	2.0	1.1	1.8	1.6	10/158	144/ 4.0	3.6	2.3	KTSL-F

12+ FM SHARE (METRO): 79.04% (396 of 501) (SPG 92: 77.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F>>	1 KEZE-F	1 KDRK-F<	1 KISC-F	1 KISC-F	1 KISC-F	1 KISC-F<	1 KISC-F	1 KDRK-F<	1 KZZU-F	1 KAQQ
2	2 KDRK-F	2 KISC-F	2 KDRK-F<	2 KDRK-F<	2 KEYF-AF	2 KDRK-F	2 KEYF-F<	2 KISC-F	2 KISC-F	2 KXLY
3	3 KKZX-F	3 KEZE-F	3 KEZE-F<	3 KEYF-AF	3 KDRK-F	3 KZZU-F	3 KDRK-F	3 KZZU-F<	3 KDRK-F>	3 KDRK-F
4	4 KZZU-F	4 KKZX-F	4 KKZX-F	4 KEZE-F	4 KXLY-F<	4 KXLY-F<	4 KEZE-F	4 KEZE-F	4	4 KXLY-F
5	KISC-F	5 KEYF-AF	5 KEYF-AF	5 KKZX-F	5 KAQQ	5 KEYF-F<	5 KKZX-F	5 KEYF-F	5	5
6	6	6 KZZU-F	6	6	6 KXLY-F	6 KEZE-F	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 KZZU-F	1 KDRK-F<	1 KEZE-F	1 KISC-F<	1 KISC-F>	1 KDRK-F	1 KEZE-F>	1 KEZE-F	1 KEZE-F<	1 KISC-F<
2 KDRK-F	2 KZZU-F	2 KKZX-F	2 KDRK-F>	2 KDRK-F>	2 KEZE-F	2 KKZX-F<	2 KKZX-F	2 KDRK-F<	2 KEZE-F
3 KEZE-F	KEZE-F	KDRK-F	3 KZZU-F	3 KEYF-AF	3 KKZX-F	3 KDRK-F	3 KISC-F	3 KKZX-F<	KDRK-F<
4 KISC-F	4 KKZX-F	4 KISC-F	4 KEZE-F	4 KEZE-F	KZZU-F	4 KISC-F	4 KDRK-F	4 KISC-F	4 KKZX-F
KKZX-F	5 KISC-F	5	5 KEYF-AF<	5 KKZX-F	5	5	5	5	5 KEYF-AF
6	6	6	6 KKZX-F	KXLY-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		66 ( 1)	66 ( 1)	13.1	NM	KNJY-F (?) 103.9 Spokane	0.3/1.7/ 2/ 74
AOR/CLASSIC		81 ( 2)	81 ( 2)	16.1	15.6	KVNI (?) 1080 Cocur D'A1enc	0.5/2.6/ 4/ 118
COUNTRY	21 ( 1)	109 ( 4)	130 ( 5)	30.0	25.4		
NEWS/TALK	55 ( 2)		55 ( 2)	11.0	8.4		
TOP 40/CHR/CONTEMP		51 ( 1)	51 ( 1)	10.1	10.8		
BLACK/URBAN							
SOFT AC		33 ( 1)	33 ( 1)	7.0	10.6		
HISPANIC							
OLDIES		46 ( 1)	46 ( 2)	9.1	NA		
FULL SRVC VARIETY							
NOSTALGIA	26 ( 1)		26 ( 1)	5.1	5.6		
RELIGION/GOSPEL		8 ( 1)	8 ( 1)	2.0			
CLASSICAL							
JAZZ/NEW AC							
UNKNOWN/OTHERS	3 ( 1)	2 ( 1)	5 ( 2)	.9	1.0		
	105 ( 5)	396 ( 12)	501 ( 17)				

SPOKANE

RADIO STATIONS

KAQQ	,	590,	5 KW	,	Nostalgia	UNISTR CNN, \$16.00	(MMR)	Silverado
KGA	,	1510,	50 KW (DA-N)	,	Country	ABC, \$ NA	(Eastman)	Citadel
KJRB	,	790,	5 KW (DA-N)	,	Talk	UNISTR NBC, \$15.00	(Katz)	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	(MMR)	(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	(Mc-Guild)	(CHENEY)
KEZE-F,		105.7,	100 KW @ 1909	,	AOR	, \$31.00	(Katz)	Citadel
KISC-F,		98.1,	94 KW @ 2030	,	AC	, \$43.00	(MMR)	Silverado
KNFR-F,		96.1,	56 KW @ 2378	,	Soft AC	UNISTR, \$21.00	(MMR)	Silverado (OPPORTUNITY)
KKZX-F,		98.9,	100 KW @ 1614	,	Classic AOR	, \$25.00	(Mc-Guild)	Pourtales
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

Miscellaneous: KJRB sold to Citadel for \$125,000. . . KVXO-F changes to KNJY-F in June. . .

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 73/508,000  
 MSA Rank/Pop: 85/596,000  
 ADI # 97  
 Average Person Ratings: 17.9  
 Market TSL: 23.50 hours

Stations: 24/12  
 Diaries: 1021/498:1/51.8%  
 Sample Target: 980  
 % Below Line: 27.6  
 % Not Listed: 17.7

1992 Revenue: \$11,500,000  
 HH Inc.: \$34,910  
 Retail \$: 4.7 Bil  
 Pop per Station: 42,333  
 #1 Biller: WAQY-AF \$2,900,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WPKX-F (C)	90/ 9.9	10.3	11.6	9.6	8.1	10.4	93/1038	1008/19.8	19.6	15.1	C	WPKX-F
2. WAQY-F (AOR)	89/ 9.8	8.6	7.2	11.4	10.6	9.3	99/1497	1366/26.9	23.9	24.3	D	WAQY-F
3. WHYN (FS)	76/ 8.4	9.0	9.7	6.1	8.6	8.3	76/1012	1008/19.8	19.1	18.6	C	WHYN
4. WMAS-F (SAC)	71/ 7.8	8.6	8.8	10.0	7.4	8.8	73/ 984	923/18.2	19.3	17.3	C	WMAS-F
5. WHYN-F (AC)	68/ 7.5	9.0	10.3	8.1	7.8	8.7	77/1218	1081/21.3	21.2	19.2	C	WHYN-F
6. WTIC-F (CHR)	60/ 6.6	5.8	4.7	7.9	7.4	6.3	61/1016	997/19.6	18.4	20.1		WTIC-F
7. WMAS (BB)	43/ 4.7	7.2	4.5	6.2	5.2	5.7	43/ 384	384/ 7.6	7.3	8.1	B	WMAS
8. WAAF-F (AOR)	40/ 4.4	2.4	3.7	3.0	2.5	3.4	44/ 731	656/12.9	7.7	9.6		WAAF-F
9. WCCC-F (AOR)	33/ 3.6	2.6	1.6	1.8	2.7	2.4	34/ 604	561/11.0	7.1	10.3		WCCC-F
10. WRCH-F (SAC)	32/ 3.5	3.6	2.8	2.8	3.1	3.2	32/ 423	423/ 8.3	8.6	8.4		WRCH-F
11. WKSS-F (CHR)	25/ 2.7	2.5	2.1	2.1	2.1	2.4	25/ 601	592/11.7	10.7	13.2		WKSS-F
12. WNNZ (N/T)	20/ 2.2	2.7	2.8	2.5	2.3	2.6	20/ 302	289/ 5.7	6.9	6.4	B	WNNZ
13. WDRC-F (O)	17/ 1.9	1.8	1.8	2.6	2.8	2.0	18/ 391	369/ 7.3	7.2	8.6		WDRC-F
14. WHMP (EZ)	17/ 1.9	2.1	1.6	1.3	2.1	1.7	17/ 232	227/ 4.5	4.3	5.6	A	WHMP

12+ FM SHARE (METRO): 77.30% (579 of 749) (SPG 92: 72.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WTIC-F >	1 WAQY-AF >	1 WAQY-AF >	1 WAQY-AF >	1 WAQY-AF >	1 WHYN <	1 WHYN <	1 WPKX-F <	1 WAQY-AF <	1 WAQY-AF >	1 WAQY-F
2 WAQY-AF	2 WTIC-F	2 WPKX-F <	2 WPKX-F <	2 WPKX-F <	2 WPKX-F <	2 WAQY-AF <	2 WAQY-AF <	2 WPKX-F <	2 WTIC-F <	2 WPKX-F
3	3 WPKX-F	3 WHYN-F <	3 WMAS-F <	3 WMAS-F <	3 WHYN-F <	3 WMAS-F <	3 WMAS-F <	3 WMAS-F <	3 WPKX-F <	3 WHYN
4	4 WAAF-F	4 WMAS-F <	4 WHYN-F >	4 WHYN-F >	4 WMAS-F <	4 WHYN-F <	4 WHYN-F <	4 WHYN-F <	4 WHYN <	4 WMAS-F
5	5 WMAS-F <	5 WTIC-F	5 WHYN	5 WHYN	5 WMAS	5 WPKX-F	5 WHYN	5 WHYN	5 WAAF-F <	5
6	6 WCCC-F	6	6	6	6	6	6	6 WTIC-F	6 WMAS-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 WTIC-F	1 WTIC-F	1 WMAS-F	1 WHYN-F <	1 WMAS-F <	1 WAQY-AF	1 WAQY-AF >	1 WAQY-AF	1 WAQY-AF >	1 WAQY-AF >
2 WAQY-AF	2 WAQY-AF	2 WPKS-F	2 WMAS-F <	2 WHYN-F <	2 WAAF-F	2 WAAF-F	2 WPKX-F	2 WAAF-F	2 WPKX-F
3 WKSS-F	3 WPKX-F	3 WAQY-AF	3 WTIC-F <	3 WPKX-F >	3 WCCC-F	3 WCCC-F >	3 WAAF-F	3 WCCC-F	3 WHYN
4 WHYN-F	4 WMAS-F	4 WTIC-F	4 WPKX-F	4 WAQY-AF	4 WTIC-F	4 WPKX-F	4 WCCC-F	4 WPKX-F	4 WAAF-F
5	5 WHYN-F	5 WHYN-F	5 WAQY-AF	5 WTIC-F	5	5 WHYN	5 WHYN-F	5 WHYN	5 WCCC-F

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		79 ( 3)	79 ( 3)	10.5	NM	WACE (REL) 730 Chicopee	0.5/1.8/ 6/ 113		
AOR/CLASSIC AOR		181 ( 6)	181 ( 1)	24.2	21.2	WARE (FS) 1250 Ware	0.4/2.5/ 4/ 125		
COUNTRY		104 ( 2)	104 ( 2)	13.9	11.0	WHMP-F (CHR) 99.3 Northampton	1.1/6.0/ 13/ 386		
NEWS/TALK	20 ( 1)		20 ( 1)	2.7	4.2	WRNX-F (AOR) 100.9 Amhurst	0.5/2.4/ 6/ 128		
TOP 40/CHR/CONTEMP		95 ( 3)	95 ( 3)	12.7	12.9	WHCN-F (AOR) 105.9 Hartford	1.1/4.3/ 11/ 233		
BLACK/URBAN						WRSI-F (AOR) 95.3 Greenfield	0.4/1.6/ 7/ 132		
SOFT AC	17 ( 1)	103 ( 2)	120 ( 3)	16.0	4.8	WTIC (FS) 1080 Hartford	0.5/2.8/ 5/ 151		
HISPANIC						WVYZ-F (C) 92.5 Waterbury	1.5/4.3/ 15/ 244		
OLDIES		17 ( 1)	17 ( 1)	2.3	NA	WYSR-F (AC) 104.1 Waterbury	0.5/3.5/ 5/ 186		
FULL SVC/VARIETY	85 ( 3)		85 ( 3)	11.3	15.4	WZMX-F (AC) 93.7 Hartford	0.7/2.9/ 6/ 146		
NOSTALGIA	43 ( 1)		43 ( 1)	5.7	7.4				
RELIGION/GOSPEL	5 ( 1)		5 ( 1)	0.7	NA				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	170 ( 7)	579 (17)	749 (24)						

RADIO STATIONS

WHMP, 1400, 1 KW	, EZ/FS	NBC, \$ 13.00 (D & R)	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	MBS, CBS, \$ 14.00 (Eastman)	
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	, \$ 12.00 (Roslin)	
WAQY-F, 102.1, 17 KW @ 781, AOR		, \$ 55.00 (Katz)	Saga
WHMP-F, 99.3, 3 KW @ 321, CHR		, \$ 15.00 (D & R)	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
WPKX-F, 97.9, 2.2 KW @ 528, COUNTRY		, \$ 25.00 (D & R)	(ENFIELD)

Other Ranked Stations -- See Hartford or Boston

Miscellaneous: WHYN A/F sold by Wilks-Schwartz to Radio Equity for \$14,000,000 (E) (Blackburn) . . .

SPRINGFIELD, MO

Arbitron Rank/Pop (12+): 156/210,700  
 MSA Rank/Pop: 181/253,000  
 ADI # 181  
 Average Person Ratings: 16.7  
 Market TSL: 20.50 hours

Stations: 14/13  
 Diaries: 700/301:1/58.5%  
 Sample Target: 620  
 % Below Line: 4.3  
 % Not Listed: 11.6

1992 Revenue: \$10,000,000  
 MM Inc.: \$28,621  
 Retail \$: 2.4 B11  
 Pop per Station: 16,208  
 #1 Biller: KTTS-AF \$4,000,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KTTS-F (C)	64/18.2	----	17.1	----	15.2	----	139/1631	693/32.9	0.0	33.3	F	KTTS-F
2. KOSP-F (O)	48/13.6	----		----		----	67/911	576/27.3	0.0	0.0		KOSP-F
3. KXUS-F (AOR)	39/11.1	----	16.5	----	15.6	----	59/675	413/19.6	0.0	26.7	C	KXUS-F
4. KTXR-F (SAC)	25/ 7.1	----	9.0	----	11.9	----	45/708	377/17.9	0.0	20.3	B	KTXR-F
5. KGMV-F (C)	24/ 6.8	----	7.5	----		----	52/742	349/16.6	0.0	13.6	A	KGMV-F
6. KWTO (T)	20/ 5.7	----	2.8	----	3.3	----	31/468	288/14.1	0.0	11.0	A	KWTO
7. KKHT-F (CHR)	18/ 5.1	----	9.3	----	11.9	----	40/718	368/17.5	0.0	20.2	B	KKHT-F
8. KGBX-F (AC)	17/ 4.8	----	9.0	----	11.9	----	22/466	334/15.9	0.0	19.7	C	KGBX-F
9. KZBE-F (CL AOR)	15/ 4.3	----		----		----	15/193	167/ 7.9	0.0	0.0		KZBE-F
10. KTOZ-F (AOR)	12/ 3.4	----	1.2	----	2.0	----	12/190	161/ 7.6	0.0	5.0	A	KTOZ-F
11. KTTS (C)	10/ 2.8	----	8.7	----	5.6	----	16/321	192/ 9.1	0.0	14.9		KTTS
12. KADI-F (REL)	9/ 2.6	----	3.4	----	3.3	----	12/235	192/ 9.1	0.0	9.8	A	KADI-F
13. KLTQ-F (AC)	8/ 2.3	----	3.1	----	3.6	----	11/194	147/ 7.0	0.0	8.3	A	KLTQ-F
14.												
15.												

12+ FM SHARE (METRO): 89.71% (279 of 311) (SPG 92: 85.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KKHT-F >	1 KXUS-F >	1 KOSP-F <	1 KOSP-F >	1 KOSP-F >	1 KTTS-F >	1 KTTS-F >>	1 KTTS-F <	1 KOSP-F	1 KTTS-F >	1 KTTS-F
2 KGMV-F	2 KZBE-F	2 KXUS-F >	2 KTTS-F <	2 KTTS-F	2 KOSP-F >	2 KOSP-F	2 KOSP-F	KTTS-F	2 KTXR-F <	2 KWTO >>
KXUS-F	3 KGMV-F	3 KTTS-F	3 KXUS-F	3 KXUS-F	3 KTXR-F >	3 KXUS-F	3 KXUS-F >	3 KXUS-F >	3 KOSP-F	3
4	4 KTTS-F	4 KGMV-F	4 KGMV-F	4 KGMV-F	4 KWTO	4 KGMV-F	4 KGMV-F <	4 KTXR-F	KXUS-F	4
5	5	5	5 KGBX-F	5 KGBX-F	5	5	5 KWTO	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 KXUS-F	1 KXUS-F	1 KGMV-F	1 KOSP-F >	1 KOSP-F >	1 KXUS-F	1 KXUS-F >>	1 KXUS-F	1 KXUS-F >	1 KOSP-F
2 KTOZ-F	2 KGMV-F	KXUS-F	2 KTTS-F	2 KTTS-F >	2 KZBE-F	2 KZBE-F	2 KZBE-F	2 KOSP-F >	2 KXUS-F >
3 KTTS-F	3 KKHT-F	KZBE-F	3 KGBX-F	3 KGBX-F	3 KTOZ-F	3	KGMV-F	3 KTTS-F	3 KTTS-F
KKHT-F	KTTS-F	4 KGBX-F	KXUS-F	4 KGMV-F	4	4	4 KTTS-F	4 KGMV-F	4 KGMV-F
KGMV-F	5	KKHT-F	KKHT-F	5	5	5	KWTO	5	5
		KTTS-F							

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		25 ( 2)	25 ( 2)	8.0	NM	KTOZ (BB) 1060 Springfield	0.6/1.5/	2/	38
AOR/CLASSIC		66 ( 3)	66 ( 3)	21.2	18.5				
COUNTRY	10 ( 1)	88 ( 2)	98 ( 3)	32.0	38.8				
NEWS/TALK	20 ( 1)		20 ( 1)	6.4					
TOP 40/CHR/CONTEMP		18 ( 1)	18 ( 1)	6.0	10.5				
BLACK/URBAN									
SOFT AC		25 ( 1)	25 ( 1)	8.0	10.1				
HISPANIC									
OLDIES		48 ( 1)	48 ( 1)	15.4	NA				
FULL SRVC VARIETY					3.1				
NOSTALGIA	2 ( 1)		2 ( 1)	.6	1.4				
RELIGION/GOSPEL		9 ( 1)	9 ( 1)	3.0	3.8				
CLASSICAL									
JAZZ/NEW AC									
UNKNOWN/OTHERS									
	32 ( 3)	279 (11)	311 (14)						

SPRINGFIELD, MO  
-----

RADIO STATIONS  
-----

KTOZ , 1060, 500 W (DAYS) , Nostalgia	SMN, \$10.00 ( --- )	
KTTS , 1260, 5 KW (DA-N) , Country	ABC, \$18.00 (Torbet)	Great Empire
KWTO , 560, 5 KW (DA-N) , Full Service/Talk	ABC, \$14.00 (Banner)	Cole
KADI-F, 99.5, 3 KW @ 328 , Religion	CNN, \$10.00 ( --- )	(REPUBLIC)
KGBX-F, 105.9, 50 KW @ 492 , AC	, \$27.00 (Katz)	Borders (BOLIVAR)
KGMV-F, 100.5, 33 KW @ 600 , Country	, \$18.00 (Katz)	(AURORA)
KKHT-F, 98.7, 100 KW @ 551 , CHR	ABC, \$26.00 (Banner)	Cole
KLTO-F, 96.5, 6 KW @ 453 , AC	, \$15.00 (K & P)	(SPARTA)
KOSP-F, 105.1, 39 KW @ 500 , Oldies	, \$20.00 ( --- )	(WILLARD)
KTOZ-F, 104.9, 3 KW @ 298 , AOR	, \$10.00 ( --- )	(MARSHFIELD)
KTTS-F, 94.7, 100 KW @ 1102 , Country	ABC, \$50.00 (Torbet)	Great Empire
KTXR-F, 101.3, 100 KW @ 1151 , Soft AC/EZ	NBC, \$24.00 (Mc-Guild)	
KXUS-F, 97.3, 100 KW @ 479 , AOR	, \$32.00 (Roslin)	Demaree
KZBE-F, 95.5, 50 KW @ 492 , Classic AOR	, \$16.00 ( --- )	(PLEASANT HOPE)

Miscellaneous: KGBX changed calls to KGMV (March). . . KTOZ-F changes from Country to AOR. . .

\*\*\*\*\* 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	

\*\*\*\*\*

STEBENVILLE

Arbitron Rank/Pop (12+): 216/120,100  
 MSA Rank/Pop: 261/140,000  
 ADI # 144 (w/Wheeling)  
 Average Person Ratings: 15.7  
 Market TSL: 21.00 hours

Stations: 26/4  
 Diaries: 618/194:1/58.1%  
 Sample Target: 610  
 % Below Line: 49.2  
 % Not Listed: 21.7

1992 Revenue: \$1,500,000  
 HH Inc.: \$26,877  
 Retail \$: 0.85 Bill  
 Pop per Station: 30,025  
 #1 Biller: WRKY-F \$640,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WRKY-F (CHR)	29/15.3	----	14.0	----	12.8	----	29/342	342/28.5	0.0	32.2	B	WRKY-F
2. WSTV (N/T)	20/10.6	----	10.1	----	12.8	----	20/227	227/18.9	0.0	19.2	a	WSTV
3. WELA-F (C)	13/ 6.9	----	4.5	----	7.1	----	13/197	197/16.4	0.0	10.8		WELA-F
4. WOVK-F (C)	11/ 5.8	----	6.1	----	2.2	----	11/155	155/12.9	0.0	10.0		WOVK-F
5. WOVE-F (AOR)	9/ 4.8	----	5.0	----	5.3	----	9/197	197/16.4	0.0	13.7		WOVE-F
6. WWSW-F (O)	8/ 4.2	----	8.9	----	4.0	----	8/172	172/14.3	0.0	19.3		WWSW-F
7. WWVA (C/FS)	7/ 3.7	----	3.9	----	3.5	----	7/114	114/ 9.5	0.0	9.6		WWVA
8. WEIR (FS-BB)	5/ 2.6	----	3.9	----	2.7	----	5/113	113/ 9.4	0.0	9.1	A	WEIR
WEGW-F (AOR)	5/ 2.6	----	1.1	----	3.1	----	5/162	162/13.5	0.0	9.5		WEGW-F
WKWK-F (SAC)	5/ 2.6	----	3.9	----	2.7	----	5/146	146/12.2	0.0	9.1		WKWK-F

12+ FM SHARE (METRO): 71.62% (106 of 148) (SPG 92: 73.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRKY-F>>	1 WRKY-F>	1 WRKY-F>>	1 WRKY-F>>	1 WRKY-F>>	1 WSTV >	1 WSTV <	1 WRKY-F	1 WRKY-F>>	1 WRKY-F	1 WRKY-F
2 WELA-F>	2 WOVE-F>	2 WOVE-F	2 WOVE-F	2 WWSW-F	2 WRKY-F>	2 WRKY-F>>	2 WSTV >	2 WSTV	2 WOVE-F	2 KDKA
3	3 WOVK-F	3 WOVK-F	WWSW-F	3 WELA-F	3 WELA-F	3	3 WELA-F	WOVE-F	3 WSTV-F	WWVA
4	4	4	4	WOVE-F	4 WWVA	4	4 WOVK-F	4 WELA-F	4	4
5	5	5	5	WOVK-F	5	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 WRKY-F	1 WRKY-F>>	1 WRKY-F>>	1 WRKY-F>>	1 WRKY-F>>	1 WOVE-F	1 WOVE-F>>	1 WOVE-F	1 WOVE-F	1 WRKY-F
2 WOMP-F	2	2	2	2 WELA-F	2	2 WEGW-F	2 WEGW-F	2 WRKY-F>	2 WOVE-F>
3	3	3	3	WWSW-F	3	WRKY-F	WOVK-F	3	3 WOVK-F
4	4	4	4	4	4	WOVK-F	WRKY-F	4	4

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRD CUME TSA SHARE/RTG/AQH/CUME
AC		2 ( 2)	2 ( 2)	1.3	NH	WWYS-F (AC) 106.3	Cadiz, OH 0.5/3.3/ 1/ 40
AOR/CLASSIC		16 ( 3)	16 ( 3)	11.0	18.5	WBBD (BB) 1600	Wheeling 1.6/2.7/ 3/ 32
COUNTRY	7 ( 1)	25 ( 3)	32 ( 4)	22.0	27.4	WHLX-F (SAC) 105.5	Bethlehem, WV 1.6/3.1 3/ 37
NEWS/TALK	25 ( 3)		25 ( 3)	17.0		WKBN (N/T) 570	Youngstown 0.5/2.4/ 1/ 29
TOP 40/CHR/CONTEMP		35 ( 3)	35 ( 3)	24.0	10.5	WOHI (FS) 1490	E. Liverpool 1.1/2.7/ 2/ 33
BLACK/URBAN		2 ( 1)	2 ( 1)	1.3		WOMP-F (CHR) 100.5	Bellaire, OH 2.1/9.7/ 4/ 117
SOFT AC		13 ( 4)	13 ( 4)	9.0	13.3	WZKL-F (O) 92.5	Alliance, OH 1.6/3.3/ 3/ 40
HISPANIC					NA	See Pittsburgh for more information about the following stations:	
OLDIES		11 ( 2)	11 ( 2)	7.4		KOKA 2.1/2.2	WRRK-F 1.1/5.3
FULL SRVC VARIETY	7 ( 2)		7 ( 2)	5.0	3.1	WAMO-F 1.1/5.9	WSHH-F 1.1/5.2
NOSTALGIA	3 ( 1)		3 ( 1)	2.0	3.7	WBZZ-F 1.1/8.2	WVTY-F 0.5/2.7
RELIGION/GOSPEL						WDSY-F 0.5/4.9	WXRBF 1.1/2.5
CLASSICAL						WLTJ-F 1.6/8.1	
JAZZ/NEW AC							
UNKNOWN/OTHERS		2 ( 1)	2 ( 1)	1.3			
	42 ( 7)	106 ( 19)	148 ( 26)				

RADIO STATIONS

WEIR , 1430, 1 KW (DA-2) , MOR/Nostalgia SMN, \$11.00 (Dome) (WEIRTON, WV)  
 WSTV , 1340, 1 KW , News/Talk NBC-T MBS, \$19.00 (Regional) Associated  
 WRKY-F, 103.5, 16 KW @ 879 , CHR , \$23.00 (Regional) Associated  
 WELA-F, 104.3, 50 KW @ 331 , Country SMN, \$13.00 ( --- ) (E. LIVERPOOL, OH)

Other ranked stations -- see Wheeling or Pittsburgh

STOCKTON  
-----

Arbitron Rank/Pop (12+): 87/403,500

Stations: 30/9  
Diaries: 901/448:1/47.9%  
Sample Target: 860  
% Below Line: 52.6  
% Not Listed: 18.0

1992 Revenue: \$7,100,000  
HM Inc.: \$33,548  
Retail \$: 3.1 B11  
Pop per Station: 44,833  
#1 Biller: NA

MSA Rank/Pop: 100/494,500  
ADI # 19 (w/Sacramento)  
Average Person Ratings: 14.9  
Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. KATH-F (C)	54/ 9.0	7.6	5.4	8.1	7.3	----	54/630	630/15.6	15.1	11.3	KATH-F
2. KWIN-F (CHR)	51/ 8.5	8.2	9.1	6.0	6.9	----	51/752	752/18.6	20.8	19.1	KWIN-F
3. KNBR (T)	40/ 6.7	3.7	4.6	5.1	6.1	----	40/482	482/11.9	9.4	11.7	KNBR
4. KFMR-F (C)	31/ 5.2	7.4	6.2	4.9	4.2	----	31/486	486/12.0	12.0	13.0	KFMR-F
KHOP-F (CHR)	31/ 5.2	5.5	5.4	6.5	6.1	----	31/588	588/14.6	15.5	15.7	KHOP-F
6. KCVR (SP)	27/ 4.5	2.5	3.1	2.7	2.2	----	27/246	246/ 6.1	3.7	4.9	KCVR
7. KCBS (N)	26/ 4.3	3.2	2.0	4.0	4.2	----	26/398	398/ 9.9	10.0	7.0	KCBS
KOSO-F (AC)	26/ 4.3	5.0	3.4	2.9	4.0	----	26/495	495/12.3	10.9	9.8	KOSO-F
9. KRAK (C)	22/ 3.7	3.0	3.1	2.4	3.9	----	22/310	310/ 7.7	6.5	5.9	KRAK
10. KJOY-F (SAC)	19/ 3.2	3.2	2.2	2.5	3.6	----	19/279	279/ 6.9	4.8	5.7	KJOY-F
11. KFRC (BB)	18/ 3.0	.2	1.7	1.6	2.6	----	18/187	187/ 4.6	4.5	4.9	KFRC
12. KGO (H/T)	17/ 2.8	2.9	2.2	1.3	2.3	----	17/267	262/ 6.5	5.8	4.4	KGO
13. KSTN-F (SP/CHR)	16/ 2.7	1.0	1.2	1.4	1.7	----	16/260	260/ 6.5	5.3	8.4	KSTN-F
14.											
15.											

12+ FM SHARE (METRO): 60.04% (296 of 493) (SPG 92: 66.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KWIN-F>>	1 KWIN-F	1 KATH-F<	1 KATH-F	1 KATH-F	1 KFMR-F>	1 KWIN-F	1 KFMR-F	1 KWIN-F	1 KWIN-F>	1 KATH-F
2 KMEL-F	2 KATH-F	2 KWIN-F	2 KFMR-F	2 KFMR-F	2 KATH-F	2 KFMR-F	2 KATH-F	2 KFMR-F	2 KATH-F	2 KWIN-F
KHOP-F	3 KHOP-F	3 KOSO-F	3 KVFX-F	3 KVFX-F	3 KOSO-F	3 KATH-F	3 KWIN-F<	3 KATH-F	3 KHOP-F	3 KRAK-F
4	4 KVFX-F	4 KFMR-F<	4 KOSO-F<	4 KOSO-F	KCBS	4 KNBR <	4 KOSO-F	4 KHOP-F	4 KOSO-F	KCBS
5	5 KFMR-F	5 KHOP-F	5 KHOP-F	5 KHOP-F<	5 KGO	5 KHOP-F	5 KVFX-F	5 KOSO-F	5 KMEL-F	5 KHOP-F
6	6 KMEL-F	6 KVFX-F>	6 KWIN-F	6 KWIN-F	6 KRAK	KCBS	6 KNBR	6 KMEL-F	6 KVFX-F	KGO
7	7 KDJK-F	7 KJOY-F	7 KJOY-F	7 KJOY-F	KNBR	7 KOSO-F	7 KHOP-F	7 KVFX-F	7	7
8	KCVR	8	8 KCVR	8 KNBR	8 KJOY-F	8 KRAK	8 KJOY-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 KWIN-F	1 KWIN-F	1 KFMR-F>	1 KOSO-F>	1 KOSO-F	1 KWIN-F>	1 KWIN-F	1 KVFX-F	1 KVFX-F	1 KATH-F
2 KOSO-F>	2 KFMR-F	2 KATH-F	2 KWIN-F	2 KFMR-F	2 KHOP-F>	2 KFMR-F	2 KATH-F	2 KATH-F	2 KVFX-F>
3 KHOP-F>	3 KHOP-F	3 KHOP-F	3 KFMR-F	3 KATH-F	3 KMEL-F	3 KATH-F	3 KDJK-F	3 KWIN-F	3 KFMR-F
4 KSTN-F	KATH-F	KCVR	KATH-F	4 KJOY-F	KATH-F>	4 KHOP-F	4 KMEL-F	4 KHOP-F	4 KNBR
5 KATH-F	5 KOSO-F	5 KWIN-F	5 KHOP-F	5 KWIN-F	5 KWOD-F	5 KMEL-F	5 KHOP-F	5 KFMR-F	5 KHOP-F
6	6 KCVR	6 KVFX-F	6 KJOY-F	6 KHOP-F	6 KVFX-F	6 KDJK-F	6 KWIN-F	6 KDJK-F	6 KGO
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		26 ( 1)	26 ( 1)	5.2	NM	KJAX (T) 1280 Stockton	0.8/2.7/ 5/ 108		
AOR/CLASSIC		19 ( 2)	19 ( 2)	4.0	9.7	KSTN (CHR)1420 Stockton	1.8/5.0/ 11/ 200		
COUNTRY	25 ( 2)	88 ( 3)	113 ( 5)	23.0	15.7	KWGY (O) 1230 Stockton	2.0/4.4/ 12/ 177		
NEWS/TALK	94 ( 5)		94 ( 5)	19.0	14.4	KEXX-F (?) 100.9 Tracy	0.8/4.6 5/ 187		
TOP 40/CHR/CONTEMP	11 ( 1)	110 ( 5)	121 ( 6)	25.0	23.9	KBEE (EZ) 970 Modesto	0.8/1.9/ 5/ 78		
BLACK/URBAN					.6	KDJK-F (AOR)95.1 Oakdale	1.0/3.3/ 6/ 135		
SOFT AC	10 ( 2)	23 ( 2)	33 ( 4)	7.0	10.3	KJSN-F (SAC)102.3 Modesto	0.7/1.5/ 4/ 61		
HISPANIC	27 ( 1)	16 ( 1)	43 ( 2)	9.0	11.6	KTRB (C) 860 Modesto	0.5/2.2/ 3/ 88		
OLDIES	12 ( 1)	9 ( 1)	21 ( 3)	4.2	NA	KVFX-F (AOR)96.7 Manteca	2.2/6.8/ 13/ 273		
FULL SRVC VARIETY						See Sacramento or San Francisco for more about the following...			
NOSTALGIA	18 ( 1)		18 ( 1)	4.0	2.1				
RELIGION/GOSPEL					.4				
CLASSICAL						KCTC 0.8/1.5	KFRC-F 0.7/1.7		
JAZZ/NEW AC						KFBK 1.0/3.2	KMEL-F 2.3/8.9		
UNKNOWN/OTHERS		5 ( 1)	5 ( 1)	1.0	0.6	KHYL-F 0.8/3.2			
						KRAK-F 0.5/3.7			
						KSFH-F 1.3/4.5			
						KWOD-F 1.0/2.9			
	197 (13)	296 (17)	493 (30)						



STOCKTON  
-----

RADIO STATIONS  
-----

KCVR	,	1570,	5 KW/500 W (DA-2)	,	Hispanic	,	\$15.00 (Lotus)	(LODI)
KJAX	,	1280,	1 KW (DA-N)	,	Talk		NBC-T MBS, \$ 9.00 (Christal)	
KSTN	,	1420,	5 KW/1 KW (DA-N)	,	CHR		ABC, \$10.00 ( --- )	
KWG	,	1230,	1 KW	,	Oldies		UNISTR, \$17.00 (Katz)	
KFMR-F	,	100.1,	6 KW @ 285	,	Country		\$30.00 (Eastman)	
KJOY-F	,	99.3,	2.4 KW @ 331	,	Soft AC		\$18.00 (Christal)	
KSTN-F	,	107.3,	8 KW @ 1610	,	Hispanic		ABC, \$17.00 ( --- )	
KEXX-F	,	100.9,	6 KW @ 328	,			UNISTR, \$24.00 (Katz)	(TRACY)
KWIN-F	,	97.7,	3 KW @ 298	,	CHR		\$21.00 (MMR)	(LODI)

Other ranked stations -- see Sacramento, Modesto or San Francisco

Miscellaneous: KSGO-F changes to KEXX-F (January) . . .

SYRACUSE

Arbitron Rank/Pop (12+): 69/546,000  
 MSA Rank/Pop: 78/656,000  
 ADI # 68  
 Average Person Ratings: 16.2  
 Market TSL: 21.25 hours

Stations: 25/19  
 Diaries: 1075/508:1/58.4%  
 Sample Target: 1020  
 % Below Line: 6.0  
 % Not Listed: 17.7

1992 Revenue: \$17,200,000  
 HH Inc.: \$33,946  
 Retail \$: 5.0 B11  
 Pop per Station: 28,737  
 #1 Biller: WYYY-F \$4,400,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WAQX-F (AOR)	107/12.1	11.6	9.6	10.4	10.0	10.9	116/1453	1282/23.5	21.9	23.2	C	WAQX-F
2. WNTQ-F (CHR)	102/11.6	10.4	11.1	11.2	9.7	11.1	119/2055	1673/30.6	29.2	24.5	D	WNTQ-F
3. WSYR (FS)	93/10.5	11.8	10.3	8.9	12.1	10.4	115/1523	1319/24.2	25.8	24.5	E	WSYR
4. WYYY-F (AC)	93/10.5	8.2	7.9	9.1	11.1	8.9	111/1823	1508/27.6	23.7	25.5	F	WYYY-F
5. WFBL (BB)	39/ 4.4	2.9	3.1	3.3	2.2	3.4	42/559	506/ 9.3	7.0	7.0	A	WFBL
6. WBBS-F (C)	37/ 4.2	3.4	5.6	5.9	7.0	4.8	53/912	581/10.6	17.2	19.4	C	WBBS-F
7. WSEN-AF (O)	35/ 3.9	3.7	4.0	5.0	4.0	4.2	39/926	763/14.0	15.1	12.6	C	WSEN-AF
8. WTKW-F (C)	27/ 3.1	3.7	2.0	---	---	---	30/315	288/ 5.3	3.1	---	---	WTKW-F
9. WHEN-F (C)	24/ 2.7	5.9	6.9	6.7	6.6	5.6	37/669	427/ 7.8	13.4	12.5	B	WHEN-F
10. WEZG-F (SAC)	23/ 2.6	3.4	2.7	4.2	3.3	3.2	23/572	541/ 9.9	9.7	10.0	B	WEZG-F
11. WPCX-F (C)	21/ 2.4	3.6	4.6	3.8	3.1	3.6	42/703	281/ 5.1	10.8	7.5	---	WPCX-F
12. WHEN (FS)	20/ 2.3	1.8	2.2	3.5	3.0	2.5	23/647	564/10.3	10.7	10.4	B	WHEN
13. WSCP-AF (C)	19/ 2.1	1.8	1.5	1.2	1.3	1.7	20/156	140/ 2.6	2.7	2.3	A	WSCP-AF
14.												
15.												

12+ FM SHARE (METRO): 74.52% (541 of 726) (SPG 92: 75.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHO	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 WAQX-F	1 WAQX-F >	1 WNTQ-F	1 WSYR >>
2 WAQX-F	2 WNTQ-F >	2 WNTQ-F <	WAQX-F >	2 WAQX-F	2 WYYY-F	2 WYYY-F	2 WNTQ-F <	2 WNTQ-F <	2 WSYR	2 WYYY-F
3	3 WYYY-F >>	3 WYYY-F >>	3 WNTQ-F >	3 WNTQ-F	3 WFBL	3 WNTQ-F <	3 WYYY-F	3 WYYY-F	3 WAQX-F >	3 WPCX-F
4	4 WBBS-F	4	4 WBBS-F	4 WSYR	4 WSEN-AF	4 WAQX-F >	4 WSYR >	4 WSYR >	4 WYYY-F	WSEN-F
5	5	5	5 WSEN-AF	5 WBBS-F	5 WAQX-F	5	5 WBBS-F	5	5	WNTQ-F
6	6	6	WSYR	WSEN-AF	6	6	6 WFBL	6	6	6
7	7	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 WNTQ-F	1 WNTW-F	1 WNTQ-F	1 WNTQ-F <	1 WYYY-F	1 WAQX-F	1 WAQX-F >>	1 WAQX-F	1 WAQX-F >>	1 WAQX-F >
2 WYYY-F	2 WYYY-F	2 WYYY-F	2 WYYY-F >	2 WNTQ-F	2 WNTQ-F	2 WNTQ-F >	2 WYYY-F	2 WNTQ-F <	2 WYYY-F
3 WAQX-F	3 WAQX-F >	3 WAQX-F	3 WAQX-F >	3 WAQX-F >	3 WYYY-F	3 WYYY-F	3 WNTQ-F	3 WYYY-F >	3 WSYR
4 WBBS-F	4 WBBS-F	4 WBBS-F	4 WBBS-F	4 WBBS-F	WKFM-F	4	4 WBBS-F	4 WSYR	4 WSEN-AF
WOLF	5	5	5	5 WSEN-AF	WKLL-F	5	5	5 WBBS-F	WNTQ-F
6	6	6	6	6	6	6	6	6	6 WBBS-F

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		99 ( 2)	99 ( 2)	13.6	NM	WGES-F (AC)	105.5	Oswego	0.7/2.0/ 7/ 144
AOR/CLASSIC AOR		144 ( 4)	144 ( 4)	19.8	21.8	WNRD (C)	1260	Syracuse	0.8/4.0/ 11/ 260
COUNTRY	8 ( 2)	135 ( 6)	143 ( 8)	19.7	10.3	WOLF (B)	1490	Syracuse	1.9/3.2/ 17/ 174
NEWS/TALK	20 ( 1)		20 ( 1)	2.6	NA	WZOS-F (SAC)	96.7	Oswego	0.3/1.3/ 3/ 75
TOP 40/CHR/CONTEMP		107 ( 2)	107 ( 2)	14.7	12.2	WFRG-F (C)	96.1	Rome	0.9/2.7/ 34/ 403
BLACK/URBAN	17 ( 1)		17 ( 1)	2.3	1.3	WKDY-F (?)	102.5	Rome	0.3/1.6/ 9/ 226
SOFT AC		26 ( 2)	26 ( 2)	3.6	11.6	WKFM-F (AOR)	104.3	Utica	2.0/7.1/ 23/ 526
HISPANIC						WKLL-F (AOR)	94.9	Frankfurt	0.6/1.6/ 18/ 299
OLDIES	2 ( 1)	33 ( 1)	35 ( 2)	4.8	NA	WOUR-F (AOR)	96.9	Utica	1.6/6.4/ 28/ 566
FULL SVC/VARIETY	93 ( 1)		93 ( 1)	12.8	17.6	WRCK-F (CHR)	107.3	Utica	0.6/2.7/ 15/ 331
NOSTALGIA	39 ( 1)		39 ( 1)	5.3	2.6				
RELIGION/GOSPEL					3.1				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN		3 ( 1)	3 ( 1)	0.4	0.4				
	185 ( 7)	541 (18)	726 (25)						

SYRACUSE

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	, NOSTALGIA	CNN, UNISTR, \$ 16.00 (Christal)	Wilks-Schwartz
WHEN, 620, 5 KW/1 KW (DA-N)	, FULL SERVICE/AC	CBS, ABC, \$ 21.00 (HMR)	Park
WNDR, 1260, 5 KW (DA-N)	, COUNTRY	ABC, UNISTR, \$ 18.00 (McGuild)	Osborn
WOLF, 1490, 1 KW	, BLACK	AURN, \$ 14.00 (Williams)	
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		UNISTR, \$ 24.00 (Eastman)	Levite
WBBS-F, 104.7, 50 KW @ 466, COUNTRY		UNISTR, \$ 47.00 (Christal)	NewCity
WHMR-F, 102.9, 20 KW @ 781, RELIGION		, \$ 13.00 (---)	
WNTQ-F, 93.1, 97 KW @ 659, CHR		, \$ 53.00 (McGuild)	Osborn
WHEN-F, 107.9, 50 KW @ 500, COUNTRY		ABC, \$ 32.00 (MHR)	Park
WSEN-F, 92.1, 25 KW @ 298, OLDIES		CBS, UNISTR, \$ 30.00 (D & R)	Buckley
WTKW-F, 99.5, 2.9 KW @ 340, COUNTRY		AP, \$ 15.00 (---)	(BRIDGEPORT)
WYYY-F, 94.5, 100 KW @ 649, AC		, \$ 99.00 (Katz)	NewCity
WPCX-F, 106.9, 14 KW @ 469, COUNTRY		SMN, \$ 19.00 (Market 4)	(AUBURN)

Other Ranked Stations - See Utica

Miscellaneous: WKFM-F sold by Wilks-Schwartz to NewCity for \$3,750,000 (Blackburn) . . . WKFM-F changes from Classic AOR to Country (March) . . . WRHP-F changes from EZ to Country (March) . . . WKFM-F changes to WBBS-F and from AOR to Country (June) . . . WRHP-F changes to WHEN-F and from Soft AC to Country (April) . . . WTKW-F reclassified as Country. . .

\*\*\*\*\* 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	H/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		*

TALLAHASSEE

Arbitron Rank/Pop (12+): 171/183,900  
 MSA Rank/Pop: 186/247,000  
 ADI # 115  
 Average Person Ratings: 15.7  
 Market TSL: 20.75 hours

Stations: 12/12  
 Diaries: 656/280:1/49.6%  
 Sample Target: 610  
 % Below Line: 0.0  
 % Not Listed: 24.0

1992 Revenue: \$7,000,000  
 HH Inc.: \$31,000  
 Retail \$: 2.1 Bil  
 Pop per Station: 15,325  
 #1 Biller: WTNT-F \$1,600,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WHBX-F (B)	39/13.5	----	12.5	----	8.7	----	55/521	369/20.1	0.0	17.3		WHBX-F
2. WTNT-F (C)	34/11.8	----	11.7	----	12.9	----	84/900	470/25.6	0.0	26.2	C	WTNT-F
3. WSNF-F (O)	27/ 9.4	----	5.1	----	1.9	----	44/522	339/18.4	0.0	16.2		WSNF-F
4. WRZD-F (AOR)	25/ 8.7	----	2.9	----	-----	----	25/314	275/15.0	0.0	6.8		WRZD-F
5. WGLF-F (AOR)	20/ 6.9	----	12.5	----	10.6	----	35/603	363/19.7	0.0	25.9	C	WGLF-F
6. WFHT-F (CHR)	18/ 6.3	----	6.6	----	8.7	----	33/651	431/23.4	0.0	18.9		WFHT-F
7. WHKX-F (C)	17/ 5.9	----	5.9	----	6.1	----	29/423	278/15.1	0.0	14.3		WHKX-F
8. WUMX-F (AC)	13/ 4.5	----	5.9	----	3.9	----	13/371	357/19.4	0.0	18.6		WUMX-F
9. WBGH-F (AC)	12/ 4.2	----	3.7	----	7.4	----	16/265	187/16.2	0.0	15.2		WBGH-F
10. WMLO-F (SAC)	11/ 3.8	----	5.5	----	4.8	----	16/268	187/10.2	0.0	10.7		WMLO-F

12+ FM SHARE (METRO): 98.63% (216 of 219) (SPG 92: 89.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFHT-F	1 WHBX-F	1 WHBX-F	1 WHBX-F	1 WHBX-F	1 WTNT-F	1 WTNT-F	1 WHBX-F	1 WHBX-F	1 WHBX-F	1 WHBX-F
2 WGLF-F	2 WRZK-F	2 WRZK-F	2 WSNF-F	2 WSNF-F	2 WSNF-F	2 WHBX-F	2 WSNF-F	2 WTNT-F	2 WFHT-F	2 WTNT-F
3 WHBX-F	3 WTNT-F	3 WSNF-F	3 WTNT-F	3 WTNT-F	3 WHBX-F	3 WSNF-F	3 WTNT-F	3 WSNF-F	3 WTNT-F	3 WMLO
4 WHKX-F	4 WFHT-F	4 WTNT-F	4 WGLF-F	4 WGLF-F	4 WMLO-F	4 WRZK-F	4 WRZK-F	4 WRZK-F	4 WGLF-F	4 WFHT-F
5 WRZK-F	5 WGLF-F	5	5	5	5	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 WHBX-F	1 WHBX-F	1 WHBX-F	1 WHBX-F	1 WTNT-F	1 WRZK-F	1 WRZK-F	1 WHBX-F	1 WRZK-F	1 WHBX-F
2 WFHT-F	2 WTNT-F	2 WTNT-F	2 WSNF-F	2 WHBX-F	2 WHBX-F	2 WHBX-F	2 WRZK-F	2 WHBX-F	2 WRZK-F
3 WRZK-F	3 WFHT-F	3 WUMX-F	3 WTNT-F	3 WSNF-F	3 WGLF-F	3 WGLF-F	3 WSNF-F	3 WGLF-F	3 WSNF-F
4 WHKX-F	4 WHKX-F	4 WHKX-F	4 WFHT-F	4 WHKX-F	4 WFHT-F	4 WSNF-F	4 WGLF-F	4 WSNF-F	4 WGLF-F
5	5	5 WSNF-F	5 WHKX-F	5 WUMX-F	5 WTNT-F	5 WTNT-F	5	5 WTNT-F	5 WTNT-F
6	6	6 WFHT-F	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		25 ( 2)	25 ( 2)	11.4	NM	WNLS (C) 1270 Tallahassee	0.3/2.9/	1/	53
AOR/CLASSIC		45 ( 2)	45 ( 2)	21.0	19.1	WTAL (T) 1450 Tallahassee	0.7/4.7/	2/	87
COUNTRY	1 ( 1)	51 ( 2)	52 ( 3)	24.0	21.8				
NEWS/TALK	2 ( 1)		2 ( 1)	0.9	5.0				
TOP 40/CHR/CONTEMP		18 ( 1)	18 ( 1)	8.2	NA				
BLACK/URBAN		39 ( 1)	39 ( 1)	18.0	27.7				
SOFT AC		11 ( 1)	11 ( 1)	5.0	6.8				
HISPANIC									
OLDIES		27 ( 1)	27 ( 1)	12.3	NA				
FULL SRVC VARIETY									
NOSTALGIA									
RELIGION/GOSPEL					1.4				
CLASSICAL									
JAZZ/NEW AC									
UNKNOWN/OTHERS									

RADIO STATIONS

WANH , 1070, 10 KW (DAYS) , Black	CNN, \$10.00 (Banner)	Timm
WCVC , 1330, 5 KW (DAYS) , Religion	\$ 8.00 ( --- )	
WTAL , 1450, 1 KW (DA-1) , Talk	ABC CBS, \$11.00 (Roslin)	
WBGH-F, 98.9, 100 KW @ 390 , AC	UNISTR, \$15.00 (Katz)	HVS
WFHT-F, 101.5, 50 KW @ 200 , CHR/URBAN	\$18.00 (Mc-Guild)	(QUINCY)
WGLF-F, 104.1, 100 KW @ 440 , AOR	\$27.00 (Banner)	Timm
WHBX-F, 96.1, 3 KW @ 298 , Black	UNISTR SMN, \$20.00 (Katz)	
WHKX-F, 99.9, 6 KW @ 328 , Country	UNISTR, \$14.00 ( --- )	(LAFAYETTE)
WMLO-F, 104.9, 5 KW @ 400 , Soft AC	NBC, CNN, \$16.00 (Eastman)	(HAVANA)
WRZK-F, 106.1, 3 KW @ 328 , AOR	\$11.00 ( --- )	
WSNF-F, 107.1, 61 KW @ 823 , Oldies	\$12.00 ( --- )	(THOMASVILLE, GA)
WTNT-F, 94.9, 100 KW @ 840 , Country	ABC, \$31.00 (Christal)	
WUMX-F, 103.1, 50 KW @ 295 , AC/CHR	\$19.00 (MMR)	Dolcom

Miscellaneous: WWSO, WFHT-F (Quincy) sold to Great South (D) for \$775,000. . . WHBX-F sold to HVS (D) . . .

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,865,400  
 HSA Rank/Pop: 20/2,110,000  
 Average Person Ratings: 18.3  
 Market TSL: 24.50 hours

Stations: 28/25  
 Diaries: 1865/1000:1/47.8%  
 Sample Target: 1810  
 % Below Line: 6.0  
 % Not Listed: 12.3

1992 Revenue: \$58,600,000  
 HH Inc.: \$29,615  
 Retail \$: 18.0 Bill  
 Pop per Station: 74,616  
 #1 Biller: WQYK-AF \$10,500,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WQYK-F (C)	385/11.3	14.5	13.7	12.3	11.9	13.0	424/4391	3771/20.2	22.6	20.0	I	WQYK-F
2. WWRM-F (SAC)	269/ 7.9	6.6	7.7	7.5	7.7	7.4	302/3939	3372/18.1	16.0	18.3	G	WWRM-F
3. WFLA (N/T)	262/ 7.7	6.1	7.2	7.0	7.1	7.0	306/3311	2682/14.4	15.1	13.4	E	WFLA
4. WFLZ-F (CHR)	259/ 7.6	6.3	6.3	6.5	4.9	6.7	358/5116	3604/19.3	16.4	14.8	E	WFLZ-F
5. WMTX-F (AC)	215/ 6.3	6.7	4.7	6.3	5.9	6.0	237/3338	2928/15.7	12.5	15.2	G	WMTX-F
6. WXTB-F (AOR)	187/ 5.5	5.5	5.3	6.0	6.9	5.6	205/2653	2266/12.1	11.8	12.0	F	WXTB-F
7. WGUL-AF (BB)	182/ 5.3	6.1	5.8	5.1	4.5	5.6	195/1951	1793/ 9.6	9.1	7.3	C	WGUL-AF
8. WUSA-AF (AC)	181/ 5.3	5.8	6.7	6.0	6.5	6.0	191/2808	2619/14.0	15.8	14.5	H	WUSA-AF
9. WDUV-F (SAC/EZ)	175/ 5.1	5.8	3.1	4.3	5.4	4.6	354/3922	2126/11.4	8.7	10.9	D	WDUV-F
10. WRBQ-F (C)	152/ 4.5	3.8	4.0	4.3	4.3	4.2	192/3183	2543/13.6	14.8	15.2	E	WRBQ-F
11. WYUU-F (O)	141/ 4.1	3.5	3.6	3.7	3.6	3.7	150/2257	2058/11.0	10.1	11.0	E	WYUU-F
12. WYNF-F (AOR)	111/ 3.3	5.3	4.3	4.5	3.9	4.4	179/2976	1879/10.1	12.5	12.2	G	WYNF-F
13. WHPT-F (AC/AOR)	110/ 3.2	3.3	3.6	4.1	5.0	3.6	203/3024	1746/ 9.4	9.5	11.7	E	WHPT-F
14. WSUN (T)	57/ 1.7	1.6	1.5	0.7	1.4	1.4	64/968	780/ 4.2	4.6	3.8	B	WSUN
15. WLUV-F (BB)	54/ 1.6	1.4	1.8	1.3	1.6	1.5	55/674	647/ 3.5	3.5	3.6	B	WLUV-F

12+ FM SHARE (METRO): 79.22% (2371 of 2993) (SPG 92: 82.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WFLZ-F<	1 WQYK-F<	1 WQYK-F<	1 WQYK-F	1 WQYK-F	1 WQYK-F	1 WQYK-F	1 WQYK-F>	1 WFLZ-F>	1 WFLA >
2 WXTB-F	2 WXTB-F<	2 WMTX-F<	2 WMTX-F	2 WMTX-F	2 WFLA <	2 WFLA	2 WWRM-F	2 WWRM-F	2 WQYK-F	2 WQYK-F
3	3 WMTX-F>	3 WFLZ-F	3 WUSA-AF<	3 WUSA-AF	3 WWRM-F	3 WWRM-F	3 WFLA	3 WFLZ-F	3 WFLA	3 WDUV-F
4	4 WQYK-F<	4 WXTB-F	4 WFLZ-F<	4 WWRM-F	4 WGUL-AF<	4 WMTX-F	4 WUSA-AF	4 WMTX-F<	4 WXTB-F<	4 WFLZ-F<
5	5 WYNF-F	5 WUSA-AF	5 WYUU-F	5 WYUU-F	5 WDUV-F	5 WUSA-AF	WGUL-AF	5 WFLA	5 WWRM-F	5 WWRM-F
6	6 WRBQ-F	6 WRBQ-F<	6 WWRM-F<	WFLZ-F	6 WUSA-AF	WFLZ-F	6 WMTX-F	6 WMTX-F	6 WMTX-F	6 WMTX-F
7	7	7 WYUU-F<	7 WXTB-F<	7 WRBQ-F<	7	7 WDUV-F	7 WFLZ-F	7 WUSA-AF	7	7
8	8	8 WWRM-F	8 WRBQ-F	8	8	8 WGUL-AF	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 WFLZ-F	1 WFLZ-F<	1 WMTX-F	1 WMTX-F<	1 WQYK-F>	1 WXTB-F	1 WXTB-F>	1 WXTB-F	1 WXTB-F	1 WQYK-F>
2 WMTX-F	2 WMTX-F>	2 WFLZ-F	2 WFLZ-F<	2 WMTX-F<	2 WFLZ-F	2 WYNF-F	2 WYNF-F	2 WQYK-F<	2 WXTB-F<
3 WXTB-F	3 WQYK-F<	3 WQYK-F	3 WQYK-F<	3 WUSA-AF	3 WYNF-F	3 WFLZ-F	3 WFLZ-F	3 WYNF-F	3 WYNF-F<
4 WWRM-F	4 WXTB-F	4 WUSA-AF	4 WUSA-AF	4 WWRM-F	4	4 WMTX-F	4 WQYK-F	4 WMTX-F<	4 WYUU-F<
5 WYNF-F	5 WUSA-AF	5 WRBQ-F	5 WWRM-F	5 WFLZ-F	5	5 WQYK-F<	5 WMTX-F	5 WFLZ-F	5 WFLA
6	6 WRBQ-F	6 WXTB-F	6 WWRM-F<	6 WYUU-F<	6	6 WRBQ-F	6 WRBQ-F	6 WHPT-F<	6 WMTX-F<
7	7 WWRM-F	7	7 WYUU-F	7 WRBQ-F	7	7 WHPT-F	7	7 WYUU-F<	7 WHPT-F

FORMAT	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC	19 ( 2)	390 ( 2)	409 ( 4)	13.7	NH	WFNS (SPRTS)	910 Plant City 0.5/2.0/ 19/ 430
AOR/CLASSIC AOR		408 ( 3)	408 ( 3)	13.6	12.6	WHNZ (T)	570 Pinellas Prk 0.8/3.9/ 30/ 843
COUNTRY	31 ( 1)	552 ( 3)	583 ( 4)	19.5	16.5	WMTX (AC)	1040 Pinellas Prk 0.4/1.0/ 13/ 218
NEWS/TALK	361 ( 4)		361 ( 4)	12.1	9.9	WQBN (SP)	1300 Tmpl Terr 0.4/1.0/ 14/ 207
TOP 40/CHR/CONTEMP		259 ( 1)	259 ( 1)	8.7	12.6	WQYK (C)	1010 Seffner 0.9/2.7/ 38/ 621
BLACK/URBAN	79 ( 2)		79 ( 2)	2.6	1.3	WRBQ (B)	1380 St. Pete 1.6/3.5/ 57/ 726
SOFT AC		460 ( 3)	460 ( 3)	15.4	15.2	WRHD (SP)	680 St. Pete 0.4/1.0/ 13/ 218
HISPANIC	26 ( 2)		26 ( 2)	0.9	NA	WRXB (?)	1590 St. Pete 0.9/1.9/ 40/ 450
OLDIES		141 ( 1)	141 ( 1)	4.7	NA	WTMP (B)	1150 Tampa 0.7/2.1/ 28/ 465
FULL SVC/VARIETY						WEZY-F (SAC)	94.1 Lakeland 0.5/0.7/ 85/ 844
NOSTALGIA	75 ( 1)	161 ( 2)	236 ( 3)	7.9	7.1	WPCV-F (C)	97.5 Winter Hvn 0.4/1.7/156/1772
RELIGION/GOSPEL							
CLASSICAL							
JAZZ/NEW AC							
OTHERS UNKNOWN	31 ( 1)		31 ( 1)	1.0	NA		
	622 (13)	2371 (15)	2993 (28)				

TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WDAE, 1250, 5 KW (DA-2)	, SEE WUSA-FM		
WFLA, 970, 5 KW (DA-2)	, TALK	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 (Banner)	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	AURN ABC, \$ 24.00 (K & P)	
WSUN, 620, 10 KW (DA-N)	, TALK	NBC, \$ 44.00 (D&R)	Cox
WTMP, 1150, 5 KW/2.5 KW(DA-2)	, BLACK	AURN UNISTR, \$ 35.00 (D&R)	

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358, CHR		ABC, \$ 88.00 (Eastman)	Jacor
WGUL, 105.5, 3.7 KW @ 256, NOSTALGIA		UNISTR, \$ 44.00 (K & P)	Marcocci
WLVU, 106.3, 3.3 KW @ 298, NOSTALGIA		APR, \$ 31.00 (---)	
WHTX, 95.7, 100 KW @ 607, AC		, \$ 95.00 (MHR)	Metroplex
WQYK, 99.5, 100 KW @ 551, COUNTRY		, \$ 170.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 561, COUNTRY		ABC, \$ 90.00 (Christal)	Clear Channel
WRRM, 107.3, 100 KW @ 620, SOFT AC		, \$ 136.00 (D&R)	Cox
WXTB, 97.9, 100 KW @ 600, AOR		ABC, \$ 69.00 (Banner)	Great American
WUSA, 100.7, 100 KW @ 600, AC		, \$ 150.00 (McGuild)	Gannett
WYNF, 94.9, 100 KW @ 1290, AOR		CBS, \$ 130.00 (CBS)	CBS
WYUU, 92.5, 50 KW @ 492, OLDIES		, \$ 80.00 (D&R)	Entercom
WDUV, 103.3, 100 KW @ 581, EZ		MBS, \$ 72.00 (Christal)	(BRADENTON)
WHPT, 102.5, 100 KW @ 1666, AC/AOR		, \$ 60.00 (Banner)	Paxson (SARASOTA)

Miscellaneous: WRBQ-F: From CHR to Country (April) . . . WTMP sold by Broadcap for \$625,000 . . .  
WPSO (New Port Richey) for \$250,000 (Josephson) . . . WYNF-F sold by CBS to Cox (D)  
for KLRX-F in Dallas less \$6,000,000. . . WGUL sold by receivership to Jacor for \$625,000  
(Jorgenson) . . .

TOLEDO

Arbitron Rank/Pop (12+): 72/510,200  
 MSA Rank/Pop: 83/620,000  
 ADI # 64  
 Average Person Ratings: 17.0  
 Market TSL: 22.25 hours

Stations: 23/15  
 Diaries: 1152/443:1/48.8%  
 Sample Target: 1120  
 % Below Line: 10.9  
 % Not Listed: 15.0

1992 Revenue: \$13,800,000  
 MM Inc.: \$31,175  
 Retail \$: 4.8 Bil  
 Pop per Station: 34,013  
 #1 Biller: WIOT-F \$2,600,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WVKS-F (CHR)	95/11.0	7.9	9.4	8.4	9.9	9.2	141/2210	1356/26.6	25.5	26.5	C	WVKS-F
2. WKKO-F (C)	87/10.1	11.0	10.7	9.6	10.5	10.4	135/1555	984/19.3	20.4	19.8	D	WKKO-F
3. WIOT-F (AOR)	78/ 9.0	10.4	11.0	12.8	11.5	10.8	131/1950	1165/22.8	24.3	26.6	D	WIOT-F
4. WXKR-F (CL AOR)	65/ 7.5	6.2	4.2	4.1	3.2	5.5	89/1258	881/17.3	11.9	10.1	B	WXKR-F
5. WWHM-F (AC)	63/ 7.3	7.3	6.5	7.9	8.0	7.3	70/1067	923/18.1	18.5	19.2	A	WWHM-F
6. WSPD (FS)	61/ 7.1	8.6	11.1	8.2	7.8	8.8	71/1100	891/17.5	19.2	14.4	C	WSPD
7. WLQR-F (SAC)	56/ 6.5	7.2	5.4	7.3	5.9	6.6	74/1157	762/14.9	14.6	12.9	C	WLQR-F
8. WRQN-F (O)	48/ 5.5	5.4	4.2	4.1	4.6	4.8	55/1095	847/16.6	14.3	16.2	B	WRQN-F
9. WJR (FS)	46/ 5.3	4.5	5.5	3.3	3.5	4.7	138/1747	698/13.7	12.4	11.0		WJR
10. WWHM (N/T)	30/ 3.5	2.5	2.3	1.1	1.0	2.4	30/ 330	324/ 6.4	7.0	6.0	A	WWHM
11. WTOD (C)	21/ 2.4	2.5	2.7	2.3	4.0	2.5	26/ 440	391/ 7.7	3.7	5.1		WTOD
12. WJLB-F (B)	14/ 1.6	1.2	0.7	2.2	1.0	1.4	15/ 294	215/ 4.2	3.8	3.4		WJLB-F
13. WTWR-F (AC)	13/ 1.5	1.8	2.6	2.3	3.2	2.1	25/ 637	399/ 7.8	10.5	12.1		WTWR-F
14.												
15.												

12+ FM SHARE (METRO): 76.46% (562 of 735) (SPG 92: 73.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVKS-F>>	1 WIOT-F	1 WVKS-F<	1 WXKR-F<	1 WKKO-F<	1 WKKO-F	1 WVKS-F	1 WVKS-F<	1 WVKS-F<	1 WIOT-F	1 WSPD
2 WIOT-F	WVKS-F>	2 WIOT-F<	2 WKKO-F	2 WXKR-F	2 WSPD	WKKO-F	2 WKKO-F	2 WIOT-F	2 WVKS-F<	2 WKKO-F
3 WHYT-F	3 WXKR-F	3 WXKR-F<	3 WVKS-F	3 WWHM-F<	3 WJR	3 WSPD	3 WSPD	3 WKKO-F	3 WJR	3 WXKR-F
4	4 WWHM-F	4 WKKO-F	4 WWHM-F	4 WVKS-F	4 WLQR-F	4 WWHM-F	4 WWHM-F	4 WXKR-F	4 WXKR-F>	4 WVKS-F
5	5 WLQR-F	5 WWHM-F	5 WIOT-F	5 WIOT-F	5 WRQN-F	5 WIOT-F<	WLQR-F	5 WLQR-F	5 WKKO-F	5
6	6 WKKO-F	6	6	6 WLQR-F	6 WWHM-F	6 WXKR-F	6 WIOT-F	6	6	6
7	7	7	7	7 WRQN-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 WVKS-F	1 WVKS-F>	1 WLQR-F	1 WVKS-F	1 WKKO-F	1 WIOT-F	1 WIOT-F	1 WXKR-F	1 WIOT-F<	1 WXKR-F
2 WIOT-F	2 WIOT-F	WVKS-F	2 WKKO-F	2 WVKS-F	2 WVKS-F	2 WXKR-F	2 WIOT-F	2 WXKR-F>	2 WIOT-F
3 WLQR-F	3 WWHM-F	3 WWHM-F	3 WLQR-F<	3 WWHM-F<	3 WRQN-F	3 WVKS-F>	3 WVKS-F	3 WKKO-F	3 WKKO-F
4	4 WLQR-F	4 WKKO-F	4 WWHM-F	4 WLQR-F>	4 WXKR-F	4	4	4 WRQN-F	4 WRQN-F
5	5 WKKO-F	5 WXKR-F	5 WIOT-F	5 WXKR-F	5	5	5	5 WKKO-F	5 WWHM-F
6	6 WXKR-F	6	6 WXKR-F	6					

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQM/CUHE	TSA	TSA
AC		76 ( 2)	76 ( 2)	10.3	NH	WHMQ-F (C)	107.7	N. Baltimore	0.9/1.9/ 36/ 369
AOR/CLASSIC AOR		155 ( 4)	155 ( 4)	21.1	18.4	WMTR-F (O)	96.1	Archbold	0.6/2.1/ 5/ 126
COUNTRY	21 ( 1)	104 ( 4)	125 ( 5)	17.0	18.2	WRED-F (C)	95.7	Gibsonburg	0.6/3.1/ 6/ 198
NEWS/TALK	30 ( 1)		30 ( 1)	4.1	1.1	WVOI (B)	1520	Toledo	0.7/2.3/ 6/ 119
TOP 40/CHR/CONTEMP		104 ( 2)	104 ( 2)	14.1	12.8	WHYT-F (CHR)	96.3	Detroit	1.0/2.8/ 16/ 387
BLACK/URBAN	6 ( 1)	14 ( 1)	20 ( 2)	2.7	3.7	WLZZ-F (AOR)	104.5	Montpelier	0.5/1.4/ 27/ 278
SOFT AC		56 ( 1)	56 ( 1)	7.6	6.8	WQTE-F (C)	95.3	Adrian	0.5/0.9/ 27/ 350
HISPANIC						CIMX-F (AOR)	88.7	Windsor, ONT	0.9/3.9/ 14/ 337
OLDIES	4 ( 1)	53 ( 2)	57 ( 3)	7.8	NA	CKLW (O)	800	Windsor, ONT	0.5/3.0/ 20/ 525
FULL SVC/VARIETY	107 ( 2)		107 ( 2)	14.6	13.0	CKWW (BB)	580	Windsor, ONT	0.6/1.6/ 6/ 98
NOSTALGIA	5 ( 1)		5 ( 1)	0.7	3.9				
RELIGION/GOSPEL									
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	173 ( 7)	562 ( 16)	735 ( 23)						

TOLEDO  
-----

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	(Christal)	
WTOD	,	1560,	5 KW (DAYS, DA)	,	SEE WKKO-FM			
WVOI	,	1520,	1 KW (DA-2)	,	Black	AURN UNISTR, \$16.00	(Regional)	
WWWH	,	1470,	1 KW (DA-2)	,	News	SHN, \$12.00	(D & R)	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	(Christal)	
WRQN-F	,	93.5,	4.1 KW @ 397	,	Oldies	UNISTR, \$34.00	(Katz)	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
WWHM-F	,	105.5,	2.7 KW @ 344	,	AC	SHN, \$40.00	(D & R)	Dickey
WXXR-F	,	94.5,	30 KW @ 630	,	CL AOR	ABC, \$17.00	(D & R)	(PORT CLINTON)

Other Ranked Stations - See Detroit

Miscellaneous: WSPD, WLQR-F sold by Commonwealth (PA) to Keymarket for \$4,000,000 (Hepburn) . . . WVKS-F sold by Noble to Keymarket for \$4,000,000 (Hepburn) . . .



TOPEKA

Arbitron Rank/Pop (12+): 173/175,700  
 MSA Rank/Pop: 233/165,000  
 ADI # 141  
 Average Person Ratings: 17.0  
 Market TSL: 22.50 hours

Stations: 20/ 9  
 Diaries: 683/257:1/56.5%  
 Sample Target: 610  
 % Below Line: 23.2  
 % Not Listed: 9.7

1992 Revenue: \$6,000,000  
 HH Inc.: \$32,360  
 Retail \$: 1.53 Bil  
 Pop per Station: 19,522  
 #1 Biller: KMAJ-F \$1,300,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KMAJ-F (AC)	57/19.1	----	14.1	----	17.0	----	62/856	537/30.6	0.0	23.0	C	KMAJ-F
2. KTPK-F (C)	44/14.8	----	14.5	----	13.6	----	63/736	458/26.1	0.0	27.1	C	KTPK-F
3. WIBW-F (C)	30/10.1	----	13.4	----	6.5	----	79/1009	407/23.2	0.0	25.1	B	WIBW-F
4. WIBW (FS/T)	23/ 7.7	----	5.9	----	6.5	----	36/577	279/15.9	0.0	17.6	C	WIBW
5. KDVV-F (CL AOR)	16/ 5.4	----	8.3	----	7.1	----	22/437	251/14.3	0.0	16.9	B	KDVV-F
6. WDAF (C/FS)	15/ 5.0	----	1.4	----	4.1	----	42/554	198/11.3	0.0	9.0		WDAF
7. KQRC-F (AOR)	14/ 4.7	----	2.8	----	0.3	----	24/355	148/ 8.4	0.0	5.7		KQRC-F
8. KMAJ (T)	13/ 4.4	----	2.8	----	2.0	----	13/187	187/10.6	0.0	9.0	A	KMAJ
9. KCMO-F (O)	10/ 3.4	----	1.7	----	1.7	----	13/266	180/10.2	0.0	6.1		KCMO-F
10. KPRS-F (B)	9/ 3.0	----	2.8	----	2.4	----	10/165	126/ 7.2	0.0	4.7		KPRS-F

12+ FM SHARE (METRO): 77.32% (208 of 269) (SPG 92: 83.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMAJ-F	1 KMAJ-F	1 KMAJ-F>	1 KMAJ-F>	1 KMAJ-F>	1 KMAJ-F	1 KMAJ-F	1 KMAJ-F	1 KMAJ-F	1 WIBW >	1 KMAJ-F
3 KPRF-F	2 WIBW-F	2 KTPK-F	2 KTPK-F	2 KTPK-F>	2 KTPK-F>	2 KTPK-F>	2 KTPK-F>	2 KTPK-F	2 KMAJ-F	2 KMAJ
4	3 KTPK-F	3 WIBW-F	3 WIBW-F	3 WIBW-F	3 WIBW	3 WIBW-F	3 WIBW-F	3 WIBW-F	3 KTPK-F	3 WDAF
5	4 KQRC-F	4 KDVV-F	4 KDVV-F	4 KDVV-F	4 WDAF	4 WIBW	4 KDVV-F	4 KDVV-F	4	4 WIBW-F
	5 KDVV-F	5	5	5	5	5	5 KMAJ	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 WIBW-F	1 KMAJ-F>	1 KMAJ-F	1 KMAJ-F>>	1 KMAJ-F>	1 KQRC-F	1 WIBW-F	1 WIBW-F	1 KMAJ-F>	1 KMAJ-F
2 KMAJ-F	2 WIBW-F	2 KTPK-F	2 KTPK-F>	2 KTPK-F>	KLZR-F	KQRC-F	2 KQRC-F	2 KTPK-F	2 KTPK-F
3 KTPK-F	3 KTPK-F>	3 WIBW-F	3 WIBW-F	3 WIBW-F	3 KMAJ-F	3 KMAJ-F	KTPK-F	3 WIBW-F	3 WIBW-F
4 KPRF-F	4 KDVV-F	4 KDVV-F	4 KDVV-F	4 KDVV-F	KMKF-F	4 KTPK-F	4 KMAJ-F	4 KQRC-F	4 KDVV-F
5	5	5	5	5	5	5	5	KDVV-F	5

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		60 ( 2)	60 ( 2)	22.3	NM	KLZR-F (CHR)	105.9 LAWRENCE 1.7/5.7/ 24/ 301
AOR/CLASSIC AOR		44 ( 5)	44 ( 5)	16.4	18.7	KMKF-F (AOR)	101.5 MANHATTAN 2.0/5.1/ 29/ 428
COUNTRY	15 ( 1)	75 ( 3)	90 ( 4)	33.5	36.5	KTOP (BB)	1490 TOPEKA 2.0/5.7/ 6/ 105
NEWS/TALK	17 ( 2)		17 ( 2)	6.3	4.6	KNZA-F (C)	103.9 HIWATHA 0.3/1.5/ 6/ 133
TOP 40/CHR/CONTEMP		5 ( 1)	5 ( 1)	1.9	5.0		
BLACK/URBAN		9 ( 1)	9 ( 1)	3.3	3.3		
SOFT AC		4 ( 1)	4 ( 1)	1.5	NA		
HISPANIC							
OLDIES		10 ( 1)	10 ( 1)	3.7	NA	KCFX-F	1.0/4.0 KUDL-F 1.0/3.0
FULL SVC/VARIETY	23 ( 1)		23 ( 1)	8.6	7.1	KCMO	1.3/3.3 KXTR-F 0.3/2.4
NOSTALGIA	6 ( 1)		6 ( 1)	2.2	2.9	KLTH-F	1.3/4.5 KYYS-F 1.7/7.2
RELIGION/GOSPEL							
CLASSICAL		1 ( 1)	1 ( 1)	0.4	0.4		
JAZZ/NEW AC							
OTHERS UNKNOWN							
	61 ( 5)	208 (15)	269 (20)				

RADIO STATIONS

KMAJ , 1440, 5 KW/1 KW (DA-2) , Talk	NBC, MBS, \$11.00 (Torbet)
KTOP , 1490, 1 KW , Nostalgia	UNISTR MBS, \$10.00 (Banner) UNO
WIBW , 580, 5 KW , Country/FS	CBS, MBS, \$24.00 (Katz) Stauffer
KDVV-F, 100.3, 100 KW @ 259 , CL. AOR	UNISTR, \$21.00 (Banner) UNO
KHUM-F, 95.7, 99 KW @ 984 , AC	UNIULT UNISUP, \$10.00 (Christal) Amer. Bdcst (OTTAWA)
KLZR-F, 105.9, 100 KW @ 771 , CHR	AP, \$14.00 ( --- ) (LAWRENCE)
KMAJ-F, 107.7, 100 KW @ 1214 , AC	NBC, \$33.00 (Torbet)
KTPK-F, 106.9, 100 KW @ 1210 , Country	ABC, \$31.00 (D & R)
WIBW-F, 97.3, 100 KW @ 1220 , Country	SHM, \$24.00 (Katz) Stauffer

Other ranked stations -- see Kansas City

TUCSON

Arbitron Rank/Pop (12+): 65/579,800  
 HSA Rank/Pop: 77/666,000  
 ADI # 79  
 Average Person Ratings: 16.6  
 Market TSL: 22.25 hours

Stations: 24/21  
 Diaries: 1014/563:1/52.7%  
 Sample Target: 1030  
 % Below Line: 2.7  
 % Not Listed: 14.1

1992 Revenue: \$17,500,000  
 HH Inc.: \$26,940  
 Retail \$: 4.8 Bill  
 Pop per Station: 27,610  
 #1 Biller: KIIM-F/KCUB \$4,000,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KIIM-F (C)	185/19.2	17.9	18.5	20.1	19.6	18.9	213/2153	1872/32.3	32.3	32.6	F	KIIM-F
2. KLPX-F (AOR)	90/ 9.3	7.8	6.9	6.9	10.8	7.7	90/1079	1062/18.2	18.7	23.3	D	KLPX-F
3. KKLD-F (AC)	78/ 8.1	8.0	7.9	8.2	7.5	8.1	80/1192	1070/18.5	18.6	16.0	C	KKLD-F
4. KRQQ-F (CHR)	71/ 7.4	7.9	9.3	10.3	10.2	8.7	88/1593	1377/23.7	24.8	25.1	D	KRQQ-F
5. KWFM-F (O)	61/ 6.3	7.6	7.7	8.4	6.6	7.5	94/1340	1083/18.7	20.4	22.1	D	KWFM-F
6. KNST (N/T)	55/ 5.7	6.0	7.4	3.9	4.5	5.8	60/803	756/13.0	17.7	11.5	C	KNST
7. KGVY (BB)	53/ 5.5	6.4	2.7	2.9	3.0	4.4	53/365	356/ 6.1	4.1	3.9	A	KGVY
8. KXEW (SP)	26/ 2.7	2.3	2.1	2.3	1.2	2.4	26/257	257/ 4.4	4.0	3.3	B	KXEW
KJYK (CHR)	26/ 2.7	1.4	2.1	3.1	2.5	2.3	26/463	463/ 8.0	6.2	6.5		KJYK
10. KCUB (C)	23/ 2.4	0.9	2.7	1.9	2.9	2.0	23/309	286/ 4.9	5.8	6.3		KCUB
KOHT-F (SP)	23/ 2.4	2.4	0.6	0.3	0.4	1.4	23/340	340/ 5.9	2.8	1.3		KOHT-F
12. KHRR (BB)	20/ 2.1	2.3	2.9	3.4	3.1	2.8	20/283	276/ 4.8	5.7	5.9	A	KHRR
13. KTZR (SP)	17/ 1.8	2.8	3.0	0.6	2.7	2.1	17/239	239/ 4.1	4.6	4.4	A	KTZR
14. KTZN-F (SAC)	16/ 1.7	2.7	2.0	3.0	2.8	2.4	17/353	315/ 5.4	9.0	11.0	A	KTZN-F
15. KRKN-F (CL AOR)	14/ 1.5	1.6	0.9	1.4	0.6	1.4	21/277	236/ 4.1	3.6	2.1		KRKN-F
KQTL (SP)	14/ 1.5	1.6	0.7	1.3	1.1	1.3	14/154	154/ 2.7	2.9	2.4		KQTL
17. KTUC (N/T)	11/ 1.1	1.1	2.0	1.2	2.1	1.4	11/301	292/ 5.0	6.4	5.3		KTUC

12+ FM SHARE (METRO): 67.79% (562 of 829) (SPG 92: 71.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KJYK	1 KLPX-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 KIIM-F>>
2 KRQQ-F>	2 KIIM-F>	2 KLPX-F>	2 KLPX-F<	2 KKLD-F<	2 KGVY <	2 KKLD-F<	2 KLPX-F	2 KLPX-F	2 KLPX-F<	2 KWFM-F
3 KOHT-F	3 KRQQ-F>	3 KKLD-F	3 KKLD-F	3 KLPX-F	3 KKLD-F	3 KLPX-F	3 KNST	3 KKLD-F<	3 KRQQ-F	3 KTZR
KIIM-F	4 KKLD-F	4 KRQQ-F<	4 KWFM-F>	4 KWFM-F>	4 KNST	4 KRQQ-F	4 KKLD-F	4 KRQQ-F	4 KKLD-F	KCUB
5	5 KWFM-F	5 KWFM-F	5 KRQQ-F	5 KRQQ-F	5 KWFM-F	5 KWFM-F	5 KRQQ-F	5 KWFM-F	5 KJYK	5
6	6	6	6 KNST	6 KNST	6	6	6 KWFM-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 KIIM-F	1 KIIM-F>	1 KIIM-F	1 KIIM-F>	1 KIIM-F	1 KLPX-F	1 KLPX-F>>	1 KLPX-F	1 KLPX-F	1 KIIM-F<
2 KLPX-F	2 KRQQ-F	2 KKLD-F	2 KKLD-F	2 KKLD-F>>	2 KRQQ-F	2 KIIM-F<	2 KIIM-F	2 KIIM-F>	2 KLPX-F>
KRQQ-F	3 KLPX-F	3 KRQQ-F	3 KRQQ-F	3 KWFM-F	3 KIIM-F	3 KRQQ-F>	3 KKLD-F	3 KWFM-F	3 KWFM-F
4	4 KKLD-F>	4 KWFM-F	4 KLPX-F<	4 KRQQ-F>	4	4 KNST	KTZN-F	4 KRQQ-F<	4 KKLD-F
5	5 KWFM-F	5 KWFM-F	5 KWFM-F	5 KLPX-F	5	5 KTZN-F	KNST	5 KNST	5 KNST
6	6	6	6	6 KXEW	6	6	6	6 KKLD-F	6

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQM/CUME		
AC		78 ( 1)	78 ( 1)	9.4	NM		KGMS-F (REL) 97.1 Green Valley	0.6/2.0/	6/	115
AOR/CLASSIC AOR		122 ( 4)	122 ( 4)	14.7	15.9		KTKT (T) 990 Tucson	0.7/2.4/	8/	162
COUNTRY	23 ( 1)	185 ( 1)	208 ( 2)	25.1	25.8		KVOI (REL) 690 Tucson	0.6/1.8/	6/	113
NEWS/TALK	73 ( 3)		73 ( 3)	8.8	9.2		KWFM (O) 940 Tucson	0.1/1.3/	1/	86
TOP 40/CHR/CONTEMP	26 ( 1)	71 ( 1)	97 ( 2)	11.7	14.6		KOY (8B) 550 Phoenix	0.8/1.8/	16/	243
BLACK/URBAN							KUPD-F (AOR) 97.9 Tempe	1.1/4.1/	15/	294
SOFT AC		16 ( 1)	16 ( 1)	1.9	3.2		KZRX-F (AOR) 100.3 Globe	0.7/2.3/	9/	199
HISPANIC	57 ( 3)	23 ( 1)	80 ( 4)	9.7	6.1					
OLDIES	1 ( 1)	61 ( 1)	62 ( 2)	7.5	NA					
FULL SVC/VARIETY										
NOSTALGIA	81 ( 3)		81 ( 3)	9.8	6.9					
RELIGION/GOSPEL	6 ( 1)	6 ( 1)	12 ( 2)	1.4	0.7					
CLASSICAL										
JAZZ/NEW AC										
OTHERS UNKNOWN					1.6					
	267 (13)	562 (11)	829 (24)							

TUCSON

-----

RADIO STATIONS

-----

AM STATIONS

-----

KNST, 790, 5 KW/500 W (DA-2), NEWS	ABC, MBS, \$ 28.00 (Banner)	Prism
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 (MMR)	Behan
KMRR, 1330, 2 KW/5 KW (DA-2), NOSTALGIA	SMN, \$ 17.00 (Eastman)	
KWFM, 940, 1 KW/250 W (DA-2), SEE KWFM-F		Prism
KQTL, 1210, 10 KW/1 KW (DA-2), HISPANIC	, \$ 17.00 (Caballero)	
KTKT, 990, 10 KW/1 KW (DA-N), NEWS/TALK	CNN, \$ 16.00 (Christal)	Lotus
KTUC, 1400, 1 KW, TALK	CBS, NBC, \$ 13.00 (Roslin)	
KTZR, 1450, 1 KW, HISPANIC	, \$ 12.00 (SBS)	
KXEW, 1600, 1 KW (DA-2), HISPANIC	CRC, \$ 14.00 (Lotus)	

FM STATIONS

-----

KIIM-F, 99.5, 93 KW @ 2037, COUNTRY	, \$ 83.00 (Katz)	
KKLD-F, 94.9, 100 KW @ 1952, AC	ABC, \$ 41.00 (MMR)	Behan
KLPX-F, 96.1, 93 KW @ 88, AOR	, \$ 45.00 (Christal)	Lotus
KRQQ-F, 93.7, 91 KW @ 2030, CHR	, \$ 63.00 (McGuild)	Prism
KTZN-F, 92.1, 50 KW @ 500, AC	, \$ 14.00 (Christal)	Lotus (GREEN VALLEY)
KWFM-F, 92.9, 90 KW @ 2038, OLDIES	CBS, \$ 47.00 (Banner)	Prism

Miscellaneous: KNST and KWFM swap frequencies; KNST goes to 790 and KWFM to 940 . . . KTZN-F (Green Valley) sold to Lotus for \$1,500,000 (Questcom) . . .

TULSA

Arbitron Rank/Pop (12+): 63/614,000  
 MSA Rank/Pop: 72/746,000  
 ADI # 59  
 Average Person Ratings: 16.5  
 Market TSL: 22.00 hours

Stations: 19/18  
 Diaries: 1200/512:1/55.4%  
 Sample Target: 1120  
 % Below Line: 0.5  
 % Not Listed: 11.3

1992 Revenue: \$21,000,000  
 HH Inc.: \$26,033  
 Retail \$: 5.3 B11  
 Pop per Station: 34,111  
 #1 Biller: KWEN-F \$4,200,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KWEN-F (C)	164/16.2	16.2	18.1	18.6	18.7	17.3	230/2650	1794/29.2	34.3	34.7	F	KWEN-F
2. KRMG (FS)	131/12.9	12.0	11.3	7.6	9.3	11.0	153/1777	1475/24.0	23.5	21.9	O	KRMG
3. KMOD-F (CL AOR)	70/ 6.9	7.1	6.9	6.0	6.3	6.7	99/1289	919/15.0	16.4	15.3	O	KMOD-F
4. KBEZ-F (SAC)	65/ 6.4	8.7	7.4	6.8	6.3	7.3	97/1243	881/14.3	15.4	14.2	C	KBEZ-F
5. KMYZ-F (AOR)	61/ 6.0	5.8	7.1	10.0	8.7	7.2	88/1531	1097/17.9	17.2	21.7	D	KMYZ-F
6. KVOO (C)	54/ 5.3	5.2	5.3	4.6	5.4	5.1	84/1082	663/10.8	10.7	11.4	E	KVOO
7. KRAV-F (AC)	46/ 4.5	5.7	4.9	4.5	5.5	4.9	52/1039	901/14.7	11.7	12.7	C	KRAV-F
8. KVOO-F (C)	44/ 4.3	3.5	4.2	4.1	4.0	4.0	72/1085	701/11.4	11.2	10.3		KVOO-F
9. KQLL-F (O)	44/ 4.3	2.8	4.7	4.5	4.3	4.1	60/1056	770/12.5	11.1	13.2	B	KQLL-F
10. KTHK-F (AOR)	37/ 3.7	2.9	1.8	2.0	2.1	2.6	51/828	635/10.3	6.4	8.5	A	KTHK-F
11. KAYI-F (CHR)	35/ 3.5	3.5	2.9	4.5	5.0	3.6	50/1046	742/12.1	11.0	14.5	B	KAYI-F
12. KCKI-F (C)	30/ 3.0	1.0	0.8	1.7	1.2	1.6	42/816	534/ 8.7	5.2	5.8		KCKI-F
13. KTFX-F (C)	27/ 2.7	3.3	3.6	4.7	4.4	3.6	60/1048	555/ 9.0	11.7	11.0	B	KTFX-F
14. KTOW-F (B)	25/ 2.5	3.6	2.1	2.5	2.5	2.7	25/366	342/ 5.6	3.7	3.6	A	KTOW-F
15. KGTO (O)	23/ 2.3	1.5	2.0	1.4	2.3	1.8	23/264	243/ 4.0	4.0	5.2	A	KGTO
16. KCHA-F (CL)	20/ 2.0	2.1	1.3	2.0	1.2	1.9	20/364	325/ 5.3	3.9	3.7	B	KCHA-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 76.28% (685 of 898) (SPG 92: 79.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KMYZ-F >	1 KWEN-F	1 KWEN-F >	1 KWEN-F >	1 KWEN-F >	1 KRMG-F	1 KRMG <	1 KWEN-F	1 KWEN-F >	1 KWEN-F	1 KRMG >
2 KWEN-F	2 KMOD-F	2 KMOD-F <	2 KRMG	2 KRMG-F >	2 KWEN-F >	2 KWEN-F >	2 KRMG >	2 KRMG >	2 KRMG	2 KWEN-F >
3 KAYI-F	3 KMYZ-F >	3 KRMG >	3 KMOD-F	3 KMOD-F	3 KBEZ-F <	3 KMOD-F	3 KBEZ-F	3 KMOD-F	3 KMYZ-F	3 KQLL-F
4 KTOW-F	4 KRMG-F <	4 KMYZ-F	4 KBEZ-F <	4 KBEZ-F	4 KVOO >	4 KBEZ-F <	4 KMOD-F	4 KMYZ-F	4 KMOD-F <	4 KVOO-F
5	5 KRAV-F	5 KRAV-F	5 KRAV-F	5 KQLL-F	5	5 KVOO	5 KVOO	5 KBEZ-F	5 KVOO-F	5 KVOO
6	6 KTHK-F	6	6 KQLL-F	KRAV-F	6	6	6	6	6 KBEZ-F	KMOD-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 KWEN-F	1 KWEN-F >	1 KWEN-F	1 KWEN-F >	1 KWEN-F >	1 KMOD-F	1 KMOD-F	1 KMOD-F	1 KWEN-F	1 KRMG <
2 KAYI-F	2 KMYZ-F	2 KMOD-F	2 KRAV-F	2 KBEZ-F <	KWEN-F	2 KWEN-F >	2 KRMG	2 KMOD-F <	2 KWEN-F
3 KMYZ-F	3 KMOD-F	3 KRAV-F	3 KMYZ-F	3 KRMG	3 KMYZ-F	3 KRMG <	3 KWEN-F	3 KRMG >	3 KMOD-F >
4 KMOD-F	4 KAYI-F	4 KBEZ-F	4 KRMG	4 KRAV-F	4 KTOW-F	4 KMYZ-F	4 KMYZ-F	4 KMYZ-F	4 KQLL-F
KRAV-F	5 KRAV-F	KMYZ-F	KBEZ-F	5 KMOD-F	5 KTHK-F	5 KTHK-F	5 KRAV-F	KTHK-F <	5 KVOO-F
KTHK-F	6 KTHK-F	KRMG	6 KMOD-F	6 KQLL-F	6	6 KVOO-F	KVOO-F	6 KQLL-F	6 KTHK-F
7	7	7	7 KAYI-F	7	7	7	KTHK-F	KVOO-F	7

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
AC		46 ( 1)	46 ( 1)	5.1	NM	KCFO (REL) 970 Tulsa	0.5/2.9/ 8/ 228
AOR/CLASSIC AOR		70 ( 1)	70 ( 1)	7.8	20.9	KXOJ-F (REL) 100.9 Sapulpa	1.2/4.7/ 13/ 356
COUNTRY	54 ( 1)	307 ( 6)	361 ( 6)	40.2	36.5	KITO-F (C) 96.1 Vinita	0.5/0.9/ 16/ 182
NEWS/TALK							
TOP 40/CHR/CONTEMP		96 ( 2)	96 ( 2)	10.7	5.6		
BLACK/URBAN		25 ( 1)	25 ( 1)	2.8	2.8		
SOFT AC		65 ( 1)	65 ( 1)	7.2	7.1		
HISPANIC							
OLDIES	23 ( 1)	44 ( 1)	67 ( 2)	7.5	NA		
FULL SVC/VARIETY	131 ( 1)		131 ( 1)	14.6	10.5		
NOSTALGIA					2.5		
RELIGION/GOSPEL	5 ( 1)	12 ( 1)	17 ( 2)	1.9	1.2		
CLASSICAL		20 ( 1)	20 ( 1)	2.2	1.3		
JAZZ/NEW AC							
OTHERS UNKNOWN							
	213 ( 4)	685 (15)	898 (19)				

TULSA  
-----

RADIO STATIONS  
-----

KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION	SOURCE, \$ 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	ABC, \$ NA (D & R)	Great Empire
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC SOURCE, \$ 35.00 (Torbet)	Renda (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, CL AOR	, \$ 64.00 (Christal)	Clear Channel
KMYZ-F, 104.5, 70 KW @ 1128, CHR	ABC, \$ 48.00 (Banner)	Shamrock-Lynette (PRYOR)
KQLL-F, 106.1, 100 KW @ 1322, OLDIES	, \$ 25.00 (Banner)	Federated (OWASSO)
KRAV-F, 96.5, 100 KW @ 1328, AC	UNISTR, \$ 28.00 (Torbet)	
KCKI-F, 99.5, 100 KW @ 981, AOR	UNISTR, \$ 17.00 (D & R)	(HENRYETTA)
KTFX-F, 103.3, 100 KW @ 1279, COUNTRY	, \$ 21.00 (---)	
KTHK-F, 94.1, 18 KW @ 817, CLASSIC AOR	, \$ 22.00 (Banner)	(OKMULGEE)
KTOW-F, 102.3, 1.7 KW @ 436, BLACK	, \$ 17.00 (---)	(SAND SPRINGS)
KVOO-F, 98.5, 100 KW @ 1227, COUNTRY	ABC, \$ 55.00 (D & R)	Great Empire
KWEN-F, 95.5, 96 KW @ 1328, COUNTRY	, \$ 84.00 (Katz)	NewCity

Miscellaneous: KSTM-F (Henryetta) sold to Gerock Swanson for \$2,000,000 . . . KSTM-F changes to KCKI-F (March) and from AOR to Country . . . KAYI-F (Muskogee) sold by Narragansett to Renda for \$1,480,000 (Questcom) . . .

UTICA-ROME

Arbitron Rank/Pop (12+): 137/261,500  
 MSA Rank/Pop: 151/316,200  
 ADI # 160  
 Average Person Ratings: 17.2  
 Market TSL: 23.25 hours

Stations: 24/16  
 Diaries: 804/325:1/58.9%  
 Sample Target: 730  
 % Below Line: 6.0  
 % Not Listed: 13.1

1992 Revenue: \$6,800,000  
 HH Inc.: \$29,119  
 Retail \$: 2.2 B11  
 Pop per Station: 16,348  
 #1 Biller: WOUR-F \$1,300,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WLZW-F (SAC)	63/14.0	10.3	8.8	6.2	5.1	----	70/779	690/26.4	22.0	21.7	A	WLZW-F
2. WFRG-F (C)	58/12.9	13.5	11.5	12.8	13.1	----	71/760	568/21.7	23.1	24.5	C	WFRG-F
3. WRCK-F (CHR)	41/ 9.1	7.8	11.5	9.8	9.7	----	54/743	591/22.6	21.6	27.3	B	WRCK-F
4. WIBX (N/T)	38/ 8.4	7.5	7.7	7.7	9.9	----	38/523	511/19.5	20.0	18.3	B	WIBX
5. WOUR-F (AOR)	37/ 8.2	10.0	13.5	15.5	10.7	----	48/822	606/23.2	21.7	30.2	C	WOUR-F
6. WKLL-F (AOR)	35/ 7.8	6.4	3.4	3.4	5.1	----	49/670	514/19.7	18.2	14.4	A	WKLL-F
7. WKDY-F (C)	22/ 4.9	1.6	----	0.6	0.6	----	31/446	346/13.2	5.4	0.0	A	WKDY-F
8. WKFM-F (CL AOR)	19/ 4.2	6.6	5.0	6.8	7.4	----	22/443	353/13.5	17.1	18.7		WKFM-F
9. WUUU-F (O)	12/ 2.7	5.0	6.3	8.3	6.1	----	13/259	247/ 9.4	15.9	18.4	B	WUUU-F
10. WUTQ (BB)	10/ 2.2	1.6	3.6	2.8	2.3	----	11/129	126/ 4.8	3.8	4.5		WUTQ
11. WLFH (C)	8/ 1.8	0.9	1.4	2.8	2.9	----	8/105	105/ 4.0	4.0	3.6		WLFH
12. WTLB (O)	7/ 1.6	1.8	1.1	0.9	1.7	----	7/175	172/ 6.6	8.1	5.6	A	WTLB
13.												
14.												
15.												

12+ FM SHARE (METRO): 79.34% (311 of 392) (SPG 92: 76.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WRCK-F>	1 WOUR-F	1 WLZW-F	1 WLZW-F	1 WLZW-F	1 WFRG-F	1 WFRG-F<	1 WLZW-F	1 WLZW-F	1 WLZW-F<	1 WFRG-F
2	WKLL-F<	2 WFRG-F<	2 WFRG-F	2 WFRG-F	2 WLZW-F<	2 WFRG-F	2 WFRG-F	2 WFRG-F	2 WRCK-F	2 WIBX
3	3 WLZW-F<	3 WOUR-F	3 WOUR-F	3 WOUR-F	3 WIBX >>	3 WIBX	3 WOUR-F	3 WFRG-F<	3 WOUR-F	3 WOUR-F
4	4 WRCK-F>	4 WKLL-F<	4 WKLL-F	4 WKLL-F	4	4 WKLL-F	4 WRCK-F	4 WRCK-F>	4 WOUR-F	4 WKDY-F
5	5 WFRG-F	5 WRCK-F	5 WRCK-F	5 WRCK-F	5	5 WRCK-F	5 WOUR-F	5 WKLL-F	5 WKLL-F	5 WKFM-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 WRCK-F	1 WRCK-F	1 WOUR-F	1 WLZW-F	1 WLZW-F	1 WKLL-F	1 WKLL-F>	1 WLZW-F	1 WKLL-F<	1 WFRG-F
2 WKLL-F	2 WOUR-F<	2 WLZW-F	2 WRCK-F<	2 WFRG-F	2 WRCK-F	2 WOUR-F<	2 WOUR-F	2 WFRG-F<	2 WLZW-F
3 WLZW-F	3 WLZW-F	3 WFRG-F	3 WFRG-F	3 WOUR-F	3 WOUR-F	3 WLZW-F>	3 WKLL-F	3 WKLL-F	3 WOUR-F>
4 WOUR-F	4 WFRG-F	4 WRCK-F	4 WOUR-F>	4 WRCK-F	4 WKDY-F	4 WRCK-F	4 WKFM-F	4 WOUR-F	4 WKLL-F
5	5 WKLL-F	5	5 WKLL-F	5 WKDY-F	5	5 WKFM-F	WIBX	5	5 WIBX

FORMATS	AM	FM	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
AC		4 ( 1)	4 ( 1)	1.0	NM	WADR (C) 1480 Romson	0.2/1.3/ 1/ 45
AOR/CLASSIC		96 ( 4)	96 ( 4)	24.4	20.8	WRNY (BB) 1350 Rome	1.3/3.6/ 6/ 95
COUNTRY	9 ( 2)	89 ( 5)	98 ( 7)	25.0	17.4	WOWB-F (?) 105.5 Sittle Falls	0.7/2.6/ 3/ 69
NEWS/TALK	38 ( 1)		38 ( 1)	10.0	9.0	WRNU (REL)1150 Utica	1.1/4.5 5/ 118
TOP 40/CHR/CONTEMP		44 ( 2)	44 ( 2)	11.2	14.8	See Syracuse for more about the following stations...	
BLACK/URBAN						WAQX-F 1.1/3.2	WHEN-F 0.7/2.3
SOFT AC		63 ( 1)	63 ( 1)	16.0	12.9	WBBS-F 0.4/3.4	WNTQ-F 0.7/4.7
HISPANIC					NA	WBUG-F 0.9/2.7	WSYR 0.7/3.6
OLDIES	7 ( 1)	12 ( 1)	19 ( 2)	5.0		WFBL 0.7/1.6	WHYY-F 0.9/2.6
FULL SRVC VARIETY	3 ( 1)		3 ( 1)	.7	2.6		
NOSTALGIA	19 ( 3)		19 ( 3)	5.0	5.5		
RELIGION/GOSPEL	5 ( 1)		5 ( 1)	1.2	0.8		
CLASSICAL							
JAZZ/NEW AC							
UNKNOWN/OTHERS		3 ( 1)	3 ( 1)	0.7			
	81 ( 9)	311 (15)	392 (24)				

RADIO STATIONS

WIBX , 950, 5 KW (DA-1) , Talk/News MBS CBS, \$20.00 (Mc-Guild)  
 WLFH , 1230, 1 KW , Country SHN, \$10.00 (K & P) (LITTLE FALLS)  
 WTLB , 1310, 5 KW/500 W (DA-2), Oldies UNISTR ABC, \$10.00 (Eastman) H & D  
 WUTQ , 1550, 1 KW/3 KW , Nostalgia UNISTR CNN, \$13.00 (D & R) Bendat

WFRG-F, 96.1, 7 KW @ 600 , Country ABC, \$26.00 (Christal) Arrow  
 WKFM-F, 104.3, 100 KW @ 500 , Classic AOR , \$20.00 (Banner) Altdoerffer  
 WKLL-F, 94.9, 50 KW @ 276 , AOR , \$14.00 (Katz) (FRANKFORT)  
 WLZW-F, 98.7, 25 KW @ 659 , Soft AC UNISUP CBS, \$21.00 (Torbet)

WOUR-F, 96.9, 19 KW @ 790 , AOR , \$33.00 (D & R) Bendat  
 WRCK-F, 107.3, 50 KW @ 500 , CHR ABC, \$22.00 (Christal) H & D  
 WKDY-F, 102.5, 27 KW @ 649 , Country UNISTR MBS, \$23.00 (Eastman)

WRHP-F -- see Syracuse

Miscellaneous: WKGW-F changes to WKFM-F and format from AC to Classic AOR . . . WKLL-F reclassified as AOR . . .  
 WUUU-F changes to WKDY-F and format from Oldies to Country . . .

WACO  
----

Arbitron Rank/Pop (12+): 189/157,600  
 MSA Rank/Pop: 212/193,000  
 AOI # 94 (w/Temple)  
 Average Person Ratings: 15.2  
 Market TSL: 20.25 hours

Stations: 19/10  
 Diaries: 634/249:1/48.7%  
 Sample Target: 610  
 % Below Line: 26.7  
 % Not Listed: 14.6

1992 Revenue: \$5,900,000  
 HH Inc.: \$25,924  
 Retail \$: 1.62 Bll  
 Pop per Station: 15,760  
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. WACO-F (C)	38/15.8	----	9.6	----	12.2	----	84/1092	401/25.4	0.0	22.3	WACO-F
2. KWTX-F (CHR)	37/15.4	----	12.7	----	13.1	----	74/1100	445/28.2	0.0	28.0	KWTX-F
3. KKOA-F (B)	24/10.0	----	9.6	----	8.3	----	24/249	213/13.5	0.0	13.0	KKOA-F
4. KJNE-F (C)	16/ 6.7	----	9.6	----	8.3	----	17/299	229/14.5	0.0	19.5	KJNE-F
5. KNFO-F (C)	15/ 6.3	----	6.4	----	8.7	----	38/491	280/17.8	0.0	19.1	KNFO-F
6. KZPS-F (CL AOR)	13/ 5.4	----	6.8	----	3.5	----	19/270	214/13.6	0.0	11.5	KZPS-F
7. WBAP (C/FS)	12/ 5.0	----	5.2	----	4.8	----	33/498	157/10.0	0.0	9.9	WBAP
8. KWTX (BB)	11/ 4.6	----	6.0	----	7.4	----	15/234	174/11.0	0.0	12.3	KWTX
9. KWOW-F (AOR)	8/ 3.3	----	1.2	----	----	----	14/211	114/ 7.2	0.0	3.7	KWOW-F
10. KEYR-F (AC)	7/ 2.9	----	3.2	----	4.4	----	7/172	116/ 7.4	0.0	7.7	KEYR-F
11. WACO (C)	6/ 2.5	----	2.8	----	4.4	----	8/183	138/ 8.8	0.0	8.6	WACO
12.											
13.											
14.											
15.											

12+ FM SHARE (METRO): 81.46% (167 of 205) (SPG 92: 77.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKOA-F<	1 KWTX-F	1 KWTX-F	1 KWTX-F<	1 WACO-F<	1 WACO-F>	1 WACO-F	1 WACO-F<	1 WACO-F	1 KWTX-F<	1 KKOA-F>
2 KWTX-F>	2 WACO-F	2 WACO-F>	2 WACO-F>	2 KWTX-F>	2 KWTX-F	2 KWTX-F>	2 KWTX-F>	2 KWTX-F>	2 KKOA-F<	2 KWTX-F
3 WACO-F	3 KKDA-F<	3 KKDA-F	3 KKDA-F	3 KKDA-F	3 KWTX	3 WACO	3	3 KKOA-F	3 WACO-F>	3 WACO-F
4	4 KZPS-F	4 KZPS-F	4 KJNE-F	4 KJNE-F	KJNE-F	4 KKOA-F	4	4 KNFO-F	4	4 WBAP

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 KWTX-F	1 KWTX-F	1 KKOA-F	1 KWTX-F	1 KWTX-F	1 KWTX-F	1 KWTX-F>	1 KWTX-F	1 KWTX-F<	1 WACO-F
2 WACO-F	2 KKOA-F	2 KWTX-F	2 WACO-F	2 WACO-F>	2 WACO-F	2 WACO-F>	2 WACO-F	2 WACO-F>	2 WBAP
3 KKDA-F	3 WACO-F	3 KZPS-F	3 KKOA-F<	3 KKOA-F>	3 KKOA-F	3 KZPS-F	3 KZPS-F	3 KZPS-F	3 KWTX-F
4 KNFO-F	4 KZPS-F	4 WACO-F	4 KJNE-F	4 KJNE-F	4 KZPS-F	4 KKOA-F	4 KKOA-F	4 KJNE-F	4 KZPS-F
5 KZPS-F	5	5 KEYR-F	5 KZPS-F	5 KEYR-F	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		7 ( 1)	7 ( 1)	3.4	NM		KBBW (REL)1010 Waco	0.8/3.4/ 3/ 110
AOR/CLASSIC		21 ( 2)	21 ( 2)	10.2	8.2		KRZI (O) 1580 Waco	0.4/6.5/ 1/ 102
COUNTRY	6 ( 1)	69 ( 3)	75 ( 4)	37.0	34.6			
NEWS/TALK	6 ( 2)		6 ( 2)	3.0	0.5		See Dallas-Fort Worth for more information about the following...	
TOP 40/CHR/CONTEMP		38 ( 2)	38 ( 2)	19.0	16.8			
BLACK/URBAN		24 ( 1)	24 ( 1)	12.0	11.5		KHKS-F 0.4/3.2 KLTY-F 0.8/4.9	
SOFT AC		1 ( 1)	1 ( 1)	0.4	NA		KLIF 0.4/2.2 KLUV-F 2.1/7.2	
HISPANIC							KLRX-F 0.4/2.9 KRLD 2.1/8.7	
OLDIES	1 ( 1)	5 ( 1)	6 ( 2)	3.0	NA			
FULL SRVC VARIETY	12 ( 1)		12 ( 1)	6.0	6.3			
NOSTALGIA	11 ( 1)		11 ( 1)	5.3	8.7			
RELIGION/GOSPEL	2 ( 1)	2 ( 1)	4 ( 2)	2.0	3.4			
CLASSICAL								
JAZZ/NEW AC								
UNKNOWN/OTHERS								
	38 ( 7)	167 (12)	205 (19)					

RADIO STATIONS

KRZI , 1580, 1 KW/500 W	, Oldies	NBC, \$ 9.00 (Roslin)
KWTX , 1230, 1 KW	, Nostalgia	SMN, \$16.00 (Banner)
WACO , 1460, 1 KW	, Country	ABC, \$12.00 (Mc-Guild) Sage
KEYR-F, 92.9, 3 KW @ 298	, AC	UNISTR SMN, \$10.00 (Roslin) (MARLIN)
KJNE-F, 102.5, 100 KW @ 449	, Country	, \$25.00 (Eastman) (HILLSBORO)
KNFO-F, 95.5, 100 KW @ 1059	, Country	UNISTR, \$23.00 (Katz)
KWOW-F, 103.3, 8 KW @ 574	, AOR	UNISTR, \$12.00 (Roslin) (CLIFTON)
KWTX-F, 97.5, 100 KW @ 1567	, CHR	, \$24.00 (Banner)
WACO-F, 99.9, 100 KW @ 430	, Country	ABC, \$22.00 (Mc-Guild) Sage

Other ranked stations -- see Dallas

Miscellaneous: KNFO-F sold to Broadcasters Unlimited for \$610,000 (Whitley) . . .

WASHINGTON

Arbitron Rank/Pop (12+): 7/3,434,300  
 MSA Rank/Pop: 6/3,820,000  
 ADI # 7  
 Average Person Ratings: 17.8  
 Market TSL: 23.25 hours

Stations: 33/29  
 Diaries: 2742/1252:1/50.5%  
 Sample Target: 2370  
 % Below Line: 2.1  
 % Not Listed: 14.5

1992 Revenue: \$145,500,000  
 MH Inc.: \$48,038  
 Retail \$: 33.3 Bill  
 Pop per Station: 118,424  
 #1 Biller: WMZQ-AF \$13,900,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WPGC-F (CHR)	578/ 9.4	8.6	9.3	8.9	8.6	9.1	671/8533	7277/21.2	19.6	19.8	I	WPGC-F
2. WMZQ-AF (C)	442/ 7.2	6.7	6.4	5.2	7.6	6.4	557/6776	5373/15.6	14.6	15.3	I	WMZQ-AF
3. WRQX-F (AC/CHR)	307/ 5.0	5.3	4.6	4.6	4.4	4.9	370/5706	4688/13.7	12.9	13.0	H	WRQX-F
4. WKYS-F (B)	288/ 4.7	4.1	5.2	5.9	5.7	5.0	315/5194	4604/13.4	13.2	13.9	H	WKYS-F
5. WGAY-F (SAC)	286/ 4.7	4.3	3.9	4.3	5.4	4.3	313/4903	4249/12.4	11.4	12.9	M	WGAY-F
6. WJFK-F (CL AOR)	257/ 4.2	4.0	4.1	3.1	3.3	3.9	285/4417	3839/11.2	9.7	9.9	G	WJFK-F
7. WHMJ-F (B/AC)	257/ 4.2	3.5	3.8	4.8	3.0	4.1	260/2973	2881/ 8.4	8.0	7.0	G	WHMJ-F
8. WMAL (FS)	246/ 4.0	5.3	4.3	4.3	4.3	4.5	269/4154	3824/11.1	12.2	13.2	M	WMAL
9. WWDC-F (AOR)	241/ 3.9	3.4	3.9	4.1	3.6	3.8	297/5972	4443/12.9	13.0	13.0	H	WWDC-F
10. WHUR-F (B)	218/ 3.6	3.4	3.0	3.8	3.8	3.5	240/4672	4185/12.2	11.6	12.6	F	WHUR-F
11. WTOP (N)	215/ 3.5	3.2	3.9	3.0	3.6	3.4	239/5721	4870/14.2	13.1	14.5	I	WTOP
12. WXTR-F (O)	206/ 3.4	3.2	3.5	2.8	2.6	3.2	251/5220	4373/12.7	11.4	10.4	H	WXTR-F
13. WGMS-F (CL)	197/ 3.2	3.3	3.7	3.8	2.9	3.5	210/2901	2640/ 7.7	8.2	7.9	G	WGMS-F
14. WASH-F (AC)	166/ 2.7	2.8	3.4	3.8	4.1	3.2	195/4301	3676/10.7	10.6	13.1	M	WASH-F
15. WHFS-F (AOR)	162/ 2.6	2.9	2.8	3.1	3.0	2.9	209/3713	2899/ 8.4	8.0	8.7	E	WHFS-F
16. WCXR-F (CL AOR)	161/ 2.6	2.1	2.4	2.9	2.5	2.5	202/3762	3163/ 9.2	9.7	10.3	H	WCXR-F
17. WBIG-F (O)	148/ 2.4	3.0	2.7	1.8	2.8	2.5	160/2967	2637/ 7.7	7.6	6.1	E	WBIG-F
18. WLTT-F (AC)	133/ 2.2	2.8	2.1	2.6	2.6	2.4	156/3720	3265/ 9.5	8.8	9.8	H	WLTT-F
19. WYCB (G)	113/ 1.8	1.9	1.4	0.7	0.7	1.5	114/1071	1054/ 3.1	2.7	2.0		WYCB
20. WWRC (T)	100/ 1.6	1.9	2.1	1.4	1.3	1.8	105/1682	1564/ 4.6	5.1	4.8	D	WWRC
21. WOL (B/T)	76/ 1.2	1.5	1.5	2.0	2.0	1.6	78/889	870/ 2.5	3.2	2.9	D	WOL
22. WWDC (BB)	74/ 1.2	1.0	1.1	1.1	1.6	1.1	74/820	808/ 2.4	2.7	3.0	C	WWDC
23.												
24.												
25.												

12+ FM SHARE (METRO): 82.28% (4309 of 5237) (SPG 92: 81.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WPGC-F >>	1 WPGC-F >	1 WPGC-F >	1 WMZQ-AF	1 WMZQ-AF	1 WMZQ-AF	1 WPGC-F	1 WMZQ-AF	1 WPGC-F >	1 WPGC-F >	1 WHMJ-F <
2	2 WJFK-F <	2 WMZQ-AF	2 WRQX-F <	2 WRQX-F	2 WMAL <	2 WMZQ-AF	WPGC-F	2 WMZQ-AF	2 WHUR-F	2 WPGC-F
3	3 WWDC-F	3 WRQX-F	3 WPGC-F	3 WPGC-F	3 WGAY-F	3 WTOP	3 WGAY-F	3 WRQX-F	3 WHMJ-F	3 WHUR-F
4	4 WMZQ-AF	4 WJFK-F	4 WHMJ-F <	4 WHMJ-F	4 WHMJ-F <	WRQX-F <	4 WRQX-F	4 WJFK-F <	4 WKYS-F	4 WKYS-F
5	WKYS-F <	WKYS-F	5 WKYS-F <	5 WKYS-F <	5 WTOP	5 WJFK-F <	5 WJFK-F	5 WGAY-F	5 WMZQ-AF	5 WMZQ-F
6	6 WRQX-F	6 WWDC-F	6 WJFK-F	6 WJFK-F <	6 WGMS-F	6 WMAL	6 WMAL <	6 WKYS-F	6 WGAY-F	6 WXTR-F
7	7 WHFS-F	7 WHMJ-F	7 WWDC-F	7 WXTR-F	7	7 WKYS-F	7 WKYS-F	7 WWDC-F	7 WWDC-F	7 WGAY-F
8	8	8	WXTR-F	8 WWDC-F	8	8	8 WWDC-F	8 WXTR-F	8	8 WTOP
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	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 WPGC-F	1 WPGC-F >	1 WRQX-F	1 WPGC-F	1 WRQX-F <	1 WPGC-F	1 WPGC-F >	1 WJFK-F	1 WPGC-F	1 WMZQ-AF
2 WRQX-F	2 WRQX-F	WPGC-F	2 WRQX-F	2 WMZQ-AF	2 WJFK-F	2 WJFK-F <	2 WPGC-F	2 WJFK-F	2 WJFK-F
3 WKYS-F	3 WKYS-F	3 WMZQ-AF	3 WMZQ-AF <	3 WHMJ-F	3 WWDC-F	3 WWDC-F >	3 WWDC-F	3 WMZQ-AF <	3 WPGC-F
4 WMZQ-AF	WMZQ-AF >	4 WKYS-F	4 WKYS-F <	4 WPGC-F	4 WKYS-F	4 WKYS-F	4 WHFS-F	4 WWDC-F >	4 WWDC-F
5 WHFS-F	5 WHFS-F <	5 WHUR-F	5 WHMJ-F	5 WKYS-F	5 WMZQ-AF	WMZQ-AF	5 WMZQ-AF	5 WKYS-F	5 WXTR-F
6 WWDC-F	6 WASH-F <	6 WASH-F	6 WASH-F	6 WASH-F <	WCXR-F	6 WCXR-F <	6 WKYS-F	6 WHFS-F	6 WKYS-F <
7	7 WHUR-F	7 WHFS-F	7 WHUR-F	7 WGAY-F	7	7 WHFS-F	7 WCXR-F	7 WCXR-F <	7 WHFS-F
8	8	8 WLTT-F	8 WGAY-F	8 WXTR-F	8	8	8 WRQX-F	8 WRQX-F	8 WRQX-F
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10



WASHINGTON

FORMATS	AM	FM	TOTAL	SPG 92		OTHER RATED STATIONS	METRO CUME	
				%	%		SHARE/RTG/AQH/CUME	TSA
AC		606 ( 3)	606 ( 3)	11.6	NM	WAVA-F (REL) 105.1	Arlington	0.9/3.1/ 67/1326
AOR/CLASSIC AOR		908 ( 6)	908 ( 6)	17.3	15.8	WFRE-F (SAC) 99.9	Frederick	0.6/1.7/ 66/1126
COUNTRY	5 ( 1)	505 ( 3)	510 ( 4)	9.7	10.0	WPGC (N) 1580	Morningside	0.4/1.5/ 23/ 504
NEWS/TALK	378 ( 4)		378 ( 4)	7.2	6.1	WRCY-F (C) 107.7	Warrenton	0.7/2.4/ 90/1349
						WTEM (SPRPTS) 570	Bethesda	0.7/3.0/ 40/1067
TOP 40/CHR/CONTEMP		578 ( 1)	578 ( 1)	11.0	16.7	WUST (REL) 1120	Washington	0.6/0.9/ 36/ 323
BLACK/URBAN	76 ( 1)	763 ( 3)	839 ( 4)	16.0	17.2			
SOFT AC		325 ( 2)	325 ( 2)	6.2	7.1	WBQB-F (?) 101.5	Frdrcksburg	0.3/1.0/ 38/ 752
HISPANIC						WFLS-F (C) 93.3	Frdrcksburg	0.4/1.8/ 90/1465
OLDIES		354 ( 2)	354 ( 2)	6.8	NA			
						WGRX-F (CL AOR) 100.7	Westminster	0.3/1.2/ 51/1143
FULL SVC/VARIETY	246 ( 1)		246 ( 1)	4.7	5.1	WIYY-F (AOR) 97.9	Baltimore	1.1/4.5/138/2785
NOSTALGIA	74 ( 1)		74 ( 1)	1.4	1.9			
RELIGION/GOSPEL	149 ( 2)	54 ( 1)	203 ( 3)	3.9	2.0			
CLASSICAL		197 ( 1)	197 ( 1)	3.8	3.4			
JAZZ/NEW AC								
OTHERS UNKNOWN		19 ( 1)	19 ( 1)	0.4	NA			
	928 (10)	4309 (23)	5237 (33)					

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 (OAYS)	, Hispanic	, \$ 37.00	(Katz Hisp.)	
WOL, 1450, 1 KW	, Black Talk	AURN UNISTR, \$ 52.00	(Mc-Guild)	Almic
WTOP, 1500, 50 KW (DA-2)	, News	CBS APR, \$170.00	(Group W)	Evergreen
WWDC, 1260, 5 KW (DA-2)	, Nostalgia	UNISTR, \$ 45.00	(Christal)	
WWRC, 980, 5 KW (DA-N)	, Talk	NBC, \$ 58.00	(MHR)	Greater Media
WYCB, 1340, 1 KW	, Gospel	AURN, \$ 38.00	( --- )	
WTEH, 570, 5 KW/1 KW	, Sports	CBS, \$ 49.00	(D&R)	Colfax

FM STATIONS

WASH, 97.1, 26 KW @ 686	, AC	UNISTR, \$169.00	(Group W)	Evergreen
WAVA, 105.1, 50 KW @ 498	, Religion	UNISTR, \$ 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	(MHR)	Greater Media
WGMS, 103.5, 46 KW @ 508	, Classical	MBS, \$125.00	(D&R)	Colfax
WHFS, 99.1, 50 KW @ 459	, Prog AOR	APR, \$ 79.00	(Banner)	Ouchossois (ANNAPOLIS)
WHUR, 96.3, 24 KW @ 669	, Black	, \$ 83.00	(O&R)	Howard Univ.
WJFK, 106.7, 23 KW @ 731	, Classic AOR	ABC, \$ 78.00	(Torbet)	Infinity
WBIG, 100.3, 40 KW @ 331	, Oldies	APR, \$ 68.00	(Mc-Guild)	Colfax
WKYS, 93.9, 50 KW @ 479	, Black	, \$180.00	(D&R)	Albmar
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	(Mc-Guild)	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	UNISTR, \$170.00	(Christal)	
WXTR, 104.1, 22 KW @ 764	, Oldies	, \$154.00	(Mc-Guild)	Radio Ventures

Miscellaneous: WHFS-F (Annapolis) sold by Duchossois to Liberty for \$15,625,000 (Star) . . . WCPT, WCXR-F sold by Westinghouse to Viacom for KIKK-F in Houston less \$20,000,000 (MVP; Star) . . . WJZE-F changes to WBIG-F and format from Jazz/HAC to Oldies (May) . . .

WATERLOO-CEDAR FALLS

Arbitron Rank/Pop (12+): 218/119,500  
 MSA Rank/Pop: 257/143,000  
 ADI # 82 (w/Cedar Rapids & Dubuque)  
 Average Person Ratings: 15.6  
 Market TSL: 20.75 hours

Stations: 16/8  
 Diaries: 622/192:1/63.8%  
 Sample Target: 610  
 % Below Line: 18.2  
 % Not Listed: 22.4

1992 Revenue: \$4,200,000  
 HH Inc.: \$33,784  
 Retail \$: 1.2 Bil  
 Pop per Station: 14,938  
 #1 Biller: KOEL-F \$1,300,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KOEL-F (C)	43/23.0	---	21.1	---	18.9	---	107/1076	427/36.6	0.0	32.1	C	KOEL-F
2. KFMW-F (AC)	21/11.2	---	15.3	---	13.0	---	44/615	325/27.2	0.0	34.5	C	KFMW-F
3. KOKZ-F (CHR)	18/ 9.6	---	8.4	---	12.4	---	29/505	301/25.2	0.0	27.0	B	KOKZ-F
4. KWLO (FS)	11/ 5.9	---	7.9	---	9.2	---	14/248	188/15.7	0.0	16.9	B	KWLO
5. KWAY-F (SAC)	10/ 5.3	---	6.3	---	5.4	---	14/206	152/12.7	0.0	15.8	A	KWAY-F
6. WHT (FS)	9/ 4.8	---	3.7	---	4.3	---	48/596	139/11.6	0.0	10.8		WHT
7. WHO (FS)	8/ 4.3	---	3.7	---	3.8	---	41/527	120/10.0	0.0	11.7		WHO
8. KXEL (C)	5/ 2.7	---	2.1	---	1.6	---	14/220	97/ 8.1	0.0	9.1	A	KXEL
KQCR-F (CHR)	5/ 2.7	---	0.5	---	---	---	10/212	108/ 9.0	0.0	4.8		KQCR-F

12+ FM SHARE (METRO): 71.72% (104 of 145) (SPG 92: 69.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQCR-F	1 KFMW-F	1 KOEL-F>	1 KOEL-F>	1 KOEL-F>>	1 KOEL-F>>	1 KOEL-F>>	1 KOEL-F>>	1 KOEL-F>>	1 KFMW-F<	1 KFMW-F
KOKZ-F>>	2 KOEL-F>	2 KFMW-F>	2 KFMW-F>	2 KFMW-F>	2	2 KWLO	2 KOKZ-F	2 KOKZ-F<	2 KOEL-F	2 KOEL-F
3 KOEL-F	3 KOKZ-F>	3 KOKZ-F>	3 KOKZ-F	3 KOKZ-F	3	3 KFMW-F	3 KFMW-F	3 KFMW-F	3 KOKZ-F	KWLO
KFMW-F	4	4	4 KWAY-F	4 KWAY-F	4	4 KOKZ-F	4 KWLO	4 KWAY-F	4	4
5	5	5	5 KWLO	5 KWLO	5	5	WHO	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 KOKZ-F	1 KOKZ-F	1 KOEL-F	1 KOEL-F<	1 KOEL-F>>	1 KOEL-F	1 KFMW-F	1 KFMW-F	1 KOEL-F<	1 KOEL-F>
2 KFMW-F	2 KOEL-F	2 KFMW-F	2 KOKZ-F>	2 KOKZ-F	2 KFMW-F	2 KOEL-F>>	2 KOEL-F	2 KFMW-F>>	2 KFMW-F>>
3	KFMW-F>>	KOKZ-F	3 KFMW-F	3 KWAY-F>	3	3	3	3	3
4	4 KWAY-F	4	4 KWAY-F	4 KWLO	4	4	4	4	4
5	5	5	5	KFMW-F	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 92	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		21 ( 1)	21 ( 1)	14.5	NH		KCFI (C) 1250 Cedar Falls	1.1/3.8/	2/	46
AOR/CLASSIC AOR		3 ( 1)	3 ( 1)	2.1	1.4		KWAY (O) 1470 Waverly	0.5/1.4/	3/	43
COUNTRY	8 ( 3)	43 ( 1)	51 ( 4)	35.2	33.8		KKRQ-F (O) 100.7 Iowa City	1.6/8.2/	14/	253
NEWS/TALK							KLYF-F (SAC) 100.3 Des Moines	0.5/2.5/	8/	191
TOP 40/CHR/CONTEMP		23 ( 2)	23 ( 2)	15.9	31.1		KOEL (FS) 950 Oelwein	2.1/6.0/	41/	370
BLACK/URBAN							KRNA-F (AOR) 94.1 Iowa City	1.6/6.4/	14/	233
SOFT AC		11 ( 2)	11 ( 2)	7.6	NA		KWMT (C) 540 Ft. Oodge	0.5/1.6/	7/	68
HISPANIC										
OLDIES	1 ( 1)	3 ( 1)	4 ( 2)	2.8	NA					
FULL SVC/VARIETY	32 ( 4)		32 ( 4)	22.1	23.6					
NOSTALGIA										
RELIGION/GOSPEL										
CLASSICAL										
JAZZ/NEW AC										
OTHERS UNKNOWN										
	41 ( 8)	104 ( 8)	145 (16)							

RADIO STATIONS

KCFI , 1250, 500 W (OA-2) , Country (?) ABC, \$ 7.00 (Roslin)  
 KWLO , 1330, 5 KW (DA-2) , Full Service NBC-T NBC, \$16.00 (Mc-Guild) Park  
 KXEL , 1540, 50 KW (DA-N) , Country SHN ABC, \$10.00 (Eastman) Bahake1  
 KFMW-F, 107.9, 100 KW @ 1804 , CHR UNISTR, \$27.00 (Mc-Guild) Park  
 KOEL-F, 92.3, 100 KW @ 371 , Country ABC, \$28.00 (Banner) (OELWEIN)  
 KOKZ-F, 105.7, 100 KW @ 1322 , CHR CBS ABC, \$18.00 (Eastman) Bahake1  
 KWAY-F, 99.3, 3 KW @ 180 , AC SHN, \$11.00 (Pates) (WAVERLY)

Other ranked stations -- see Cedar Rapids or Des Moines

WEST PALM BEACH

Arbitron Rank/Pop (12+): 48/821,200  
 MSA Rank/Pop: 60/885,000  
 ADI # 46  
 Average Person Ratings: 16.8  
 Market TSL: 21.25 hours

Stations: 36/15  
 Diaries: 1178/697:1/44.3%  
 Sample Target: 1180  
 % Below Line: 26.9  
 % Not Listed: 11.3

1992 Revenue: \$26,100,000  
 MH Inc.: \$37,870  
 Retail \$: 8.9 Btl  
 Pop per Station: 54,747  
 #1 Biller: WRMF-F \$6,400,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WRMF-F (AC)	177/12.9	9.0	9.6	10.7	9.9	10.6	232/2850	1871/22.8	18.9	21.5	G	WRMF-F
2. WIRK-F (C)	106/ 7.7	6.2	6.7	6.6	7.5	6.8	138/1790	1257/15.3	13.5	14.9	E	WIRK-F
3. WRLX-F (EZ)	97/ 7.0	6.2	2.5	3.0	2.8	4.7	108/1043	898/10.9	7.1	6.1	B	WRLX-F
4. WEAT-F (SAC)	95/ 6.9	7.8	7.4	9.6	8.2	7.9	163/2256	1428/17.4	18.2	19.6	E	WEAT-F
5. WJNO (N/T)	77/ 5.6	7.7	7.5	7.1	7.7	7.0	106/1479	1067/13.0	15.1	15.4	E	WJNO
6. WKGR-F (AOR)	71/ 5.2	5.0	5.8	5.0	5.3	5.3	108/2229	1284/15.6	14.8	14.5	E	WKGR-F
7. WOLL-F (O)	42/ 3.1	2.5	4.0	1.8	2.9	2.9	49/957	840/10.2	10.3	8.9	D	WOLL-F
8. WOJV-F (CHR)	37/ 2.7	3.9	3.6	4.1	3.4	3.6	83/1743	1087/13.2	13.2	13.3	D	WOJV-F
9. WIOD (N/T)	34/ 2.5	1.7	2.4	2.7	1.7	2.3	132/1753	472/ 5.7	8.0	5.1		WIOD
WPOW-F (CHR)	34/ 2.5	2.5	1.6	1.2	2.4	2.0	116/2121	688/ 8.4	5.7	8.0		WPOW-F
WEDR-F (B)	34/ 2.5	3.4	2.4	2.8	1.9	2.8	155/1996	508/ 6.2	6.3	6.0		WEDR-F
12. WDBF (BB)	31/ 2.3	1.2	1.6	1.9	1.7	1.8	33/354	322/ 3.9	4.0	4.7		WDBF
13. WEAT (EZ)	30/ 2.2	2.2	2.2	2.0	2.2	2.2	45/531	296/ 3.6	5.4	5.3		WEAT
WPOM (B)	30/ 2.2	1.1	2.1	1.1	1.1	1.6	30/295	290/ 3.5	3.6	3.3	A	WPOM
15. WBZT (T)	25/ 1.8	1.6	2.1	1.2	1.1	1.7	26/488	452/ 5.5	6.1	3.7	A	WBZT
16. WZZR-F (CHR)	25/ 1.8	2.4	2.0	2.5	2.3	2.2	68/836	354/ 4.3	5.5	6.0		WZZR-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 75.57% (922 of 1220) (SPG 92: 75.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPOW-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WJNO
WOJV-F	2 WIRK-F	2 WKGR-F	2 WKGR-F	2 WIRK-F	2 WRLX-F	2 WJNO	2 WRLX-F	2 WIRK-F	2 WJNO	2 WEAT-F
3 WKGR-F	3 WKGR-F	3 WIRK-F	3 WIRK-F	3 WKGR-F	3 WEAT-F	3 WIRK-F	3 WIRK-F	3 WRLX-F	3 WIRK-F	3 WEDR-F
4	4 WOJV-F	4 WEAT-F	4 WOLL-F	4 WEAT-F	4 WJNO	4 WEAT-F	4 WEAT-F	4 WEAT-F	4 WEAT-F	4 WPOW-F
5	5 WEDR-F	5 WOLL-F	5 WEAT-F	5 WOLL-F	5 WIRK-F	5 WRLX-F	5 WKGR-F	5 WJNO	5 WEAT-F	5 WPOW-F
6	6 WZZR-F	6	6	6	6	6	6	6 WKGR-F	6 WEDR-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 WEDR-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WIRK-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F
2 WRMF-F	2 WIRK-F	2 WIRK-F	2 WIRK-F	2 WEAT-F	WRMF-F	2 WIRK-F	2 WIRK-F	2 WKGR-F	2 WKGR-F
3 WOJV-F	3 WEDR-F	3 WKGR-F	3 WEAT-F	3 WIRK-F	3 WKGR-F	3 WKGR-F	WZZR-F	3 WIRK-F	3 WIRK-F
4 WPOW-F	4 WKGR-F	4 WEAT-F	4 WKGR-F	4 WKGR-F	WSHE-F	4 WZZR-F	4 WKGR-F	4 WJNO	4 WIOD
5 WIRK-F	5 WOJV-F	5 WEDR-F	5 WEDR-F	5 WOLL-F	5 WMXJ-F	5 WOJV-F	5 WOJV-F	WZZR-F	WJNO
6 WHQT-F	6	6	6	6	6 WJNO	6 WSHE-F	6	6	6
WKGR-F	7	7	7	7	WOJV-F	7	7	7	7
					WZZR-F				
					WPOW-F				

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		205 ( 3)	205 ( 3)	16.8	NM	WSBR ( ? ) 740	Boca Raton 0.6/2.7/ 10/ 392
AOR/CLASSIC AOR		103 ( 3)	103 ( 3)	8.4	11.0	WSWN ( B ) 900	Belle Glade 0.8/1.9/ 19/ 321
COUNTRY		123 ( 2)	123 ( 2)	10.8	11.6	WYFX ( B ) 1040	Boynton Bch 0.9/3.0/ 22/ 491
NEWS/TALK	162 ( 5)		162 ( 5)	13.3	12.8	WAVS ( ? ) 1170	Davie 0.4/1.0/ 41/ 387
TOP 40/CHR/CONTEMP		96 ( 3)	96 ( 3)	7.9	10.6		
BLACK/URBAN	54 ( 3)	55 ( 2)	109 ( 5)	8.9	7.8	See Miami for more information about these stations:	
SOFT AC	30 ( 1)	227 ( 4)	257 ( 5)	21.1	18.6		
HISPANIC		10 ( 1)	10 ( 1)	0.8	NA	WAXY-F 0.4/2.5	WJQY-F 0.9/3.0
OLDIES		64 ( 3)	64 ( 3)	5.2	NA	WFLC-F 0.7/4.1	WKIS-F 1.2/5.5
FULL SVC/VARIETY						WHQT-F 1.5/5.9	WLVE-F 1.5/3.9
NOSTALGIA	38 ( 2)		38 ( 2)	3.1	5.2	WHYI-F 1.4/6.6	WLYF-F 1.7/5.4
RELIGION/GOSPEL					0.3	WINZ 1.0/4.4	WMRZ 0.5/1.7
CLASSICAL		19 ( 1)	19 ( 1)	1.6	1.9		WMXJ-F 1.2/3.3
JAZZ/NEW AC		20 ( 1)	20 ( 1)	1.6	2.3		WQAM 0.9/2.9
OTHERS UNKNOWN	14 ( 2)		14 ( 2)	1.1	NA		WQBA-F 0.7/1.7
	298 ( 13)	922 ( 23)	1220 ( 36)				WSHE-F 1.4/5.4
							WTHI-F 1.4/3.7
							WZTA-F 0.9/5.9

WEST PALM BEACH

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2) , SEE WEAT-F	, \$	
WJNO, 1230, 1 KW , NEWS/TALK	CBS, AP, \$ 57.00 (Banner)	Fairbanks
WYFX, 1040, 25 KW/1 KW (DA-2) , BLACK	AURN, \$ 20.00 (K & P)	
WEAT-F, 104.3, 56 KW @ 1250, SOFT AC	, \$ 77.00 (MMR)	Taylor
WIRK-F, 107.9, 100 KW @ 341, COUNTRY	ABC, \$ 60.00 (D&R)	Price
WKGR-F, 98.7, 100 KW @ 1381, AOR	UPI, \$ 58.00 (Christal)	Amaturo (FORT PIERCE)
WRLX-F, 92.1, 6 KW @ 380, EZ	, \$ 30.00 (Banner)	
WOLL-F, 94.3, 6 KW @ 328, OLDIES	, \$ 38.00 (Katz)	Lappin
WQVV-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/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	

\*\*\*\*\*

WHEELING

Arbitron Rank/Pop (12+): 202/132,500  
 HSA Rank/Pop: 240/156,000  
 ADI # 144 (w/Steubenville)  
 Average Person Ratings: 15.8  
 Market TSL: 21.25 hours

Stations: 14/12  
 Diaries: 671/197:1/63.4%  
 Sample Target: 640  
 % Below Line: 1.9  
 % Not Listed: 12.9

1992 Revenue: \$5,500,000  
 HH Inc.: \$24,962  
 Retail \$: 1.14 Bill  
 Pop per Station: 11,042  
 #1 Biller: WWVA/WOVK-F \$2,700,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WOVK-F (C)	43/20.6	----	20.0	----	14.2	----	72/799	451/34.0	0.0	34.5	C	WOVK-F
2. WKWK-F (AC)	27/12.9	----	12.3	----	11.6	----	38/564	349/26.3	0.0	24.3	B	WKWK-F
3. WWVA (C/FS)	25/12.0	----	9.1	----	9.1	----	45/572	305/23.0	0.0	19.9	B	WWVA
4. WOMP-F (CHR)	22/10.5	----	11.8	----	15.9	----	32/696	384/29.0	0.0	30.1	B	WOMP-F
5. WEGW-F (AOR)	15/ 7.2	----	12.7	----	9.5	----	24/443	217/16.4	0.0	22.0	B	WEGW-F
6. WOMP (N/T)	11/ 5.3	----	4.5	----	4.7	----	13/233	188/14.2	0.0	12.7	A	WOMP
WHLX-F (SAC)	11/ 5.3	----	4.1	----	7.8	----	13/197	152/11.5	0.0	9.6	A	WHLX-F
8. WEEL-F (D)	9/ 4.3	----	5.0	----	4.3	----	9/205	149/11.2	0.0	10.1	A	WEEL-F
WBBD (BB)	9/ 4.3	----	3.6	----	1.7	----	12/122	89/ 6.7	0.0	6.5	A	WBBD

12+ FM SHARE (METRO): 73.62% (134 of 182) (SPG 92: 80.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WOMP-F>>	1 WOVK-F>	1 WOVK-F>	1 WOVK-F>	1 WOVK-F>	1 WOVK-F>	1 WOVK-F>	1 WOVK-F>	1 WOVK-F>	1 WOVK-F>	1 WOVK-F>
2 WOVK-F	2 WOMP-F	2 WKWK-F>	2 WKWK-F>	2 WKWK-F>	2 WWVA	2 WWVA	2 WKWK-F	2 WKWK-F	2 WKWK-F	2 WWVA
3 WKWK-F	WEGW-F>	3 WOMP-F	3 WEGW-F	3 WEGW-F<	3 WKWK-F>	3 WKWK-F	3 WWVA <	3 WOMP-F<	3 WOMP-F	3
4	4 WKWK-F	WEGW-F	4 WOMP-F	4 WOMP-F<	4	4 WOMP-F>	4 WOMP	4 WWVA	4 WWVA	4
5	5	5	5 WEEL-F	5 WEEL-F	5	5	5 WOMP-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 WOMP-F	1 WOVK-F	1 WOVK-F	1 WKWK-F<	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F>
2 WOVK-F	2 WOMP-F	2 WKWK-F	2 WOVK-F>	2 WKWK-F>>	2 WOMP-F	2 WEGW-F>	2 WEGW-F	2 WEGW-F>	2 WEGW-F>
WKWK-F	WKWK-F>	3 WOMP-F	3 WOMP-F>	3 WOMP-F	WEGW-F	3 WOMP-F>	3 WOMP-F	3 WOMP-F	3 WEEL-F
4	4 WEGW-F	4	4	4	4	4	4	4	4 WKWK-F

FORMATS	AH	FH	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
AC	2 ( 1)	27 ( 1)	29 ( 2)	15.9	NM	WBNV-F (D)	93.5 BARNESVLE, OH 1.4/4.9/ 3/ 106
AOR/CLASSIC ADR		18 ( 2)	18 ( 2)	9.8	15.4	WKWK (AC)	1400 WHEELING 1.0/5.3/ 3/ 93
COUNTRY	25 ( 1)	43 ( 1)	68 ( 2)	36.4	32.8	WRKP-F (REL)	96.5 MOUNDSVLE, OH 0.5/1.5/ 1/ 41
NEWS/TALK	12 ( 2)		12 ( 2)	6.6	5.1		
TOP 40/CHR/CONTEMP		22 ( 1)	22 ( 1)	12.9	13.8	KDKA (N/T)	1020 PITTSBURGH 0.5/3.3/ 6/ 217
BLACK/URBAN						WQVE-F (AOR)	102.5 PITTSBURGH 1.4/4.5/ 11/ 254
SOFT AC		11 ( 1)	11 ( 1)	6.1	5.1		
HISPANIC							
OLDIES		12 ( 2)	12 ( 2)	6.6	NA		
FULL SVC/VARIETY							
NOSTALGIA	9 ( 1)		9 ( 1)	4.9	4.1		
RELIGION/GOSPEL		1 ( 1)	1 ( 1)	0.5	1.0		
CLASSICAL							
JAZZ/NEW AC							
OTHERS UNKNOWN					1.0		
	48 ( 5)	134 ( 9)	182 ( 14)				

SPG 92

RADIO STATIONS

WBBD , 1600, 5 KW/33 W	, Nostalgia	UNISTR, \$12.00 (Christal)	Burbach
WOMP , 1290, 1 KW/33 W	, News/Talk	CNN ABC, \$15.00 (Regional)	Associated
WWVA , 1170, 50 KW (DA-N)	, Country/FS	NBC, \$30.00 (Mc-Guild)	Osborn
WEEL-F, 95.7, 1.7 KW @ 626	, Oldies	SHN, \$11.00 ( --- )	(SHADYSIDE)
WEGW-F, 107.5, 16 KW @ 879	, AOR/Classic	, \$24.00 (Christal)	Burbach
WHLX-F, 105.5, 3 KW @ 317	, Soft AC/EZ	, \$10.00 (Roslin)	(BETHLEHEM)
WKWK-F, 97.3, 50 KW @ 420	, AC	ABC MBS, \$22.00 (Christal)	CR
WOMP-F, 100.5, 48 KW @ 500	, CHR	, \$24.00 (Regional)	Associated (BELLAIRE)
WOVK-F, 98.7, 50 KW @ 390	, Country	, \$30.00 (Mc-Guild)	Osborn

Miscellaneous: WOMP A/F sold by receivership to Associated for \$575,000. . .

WICHITA

Arbitron Rank/Pop (12+): 88/401,800  
 MSA Rank/Pop: 102/458,000  
 ADI # 61  
 Average Person Ratings: 15.6  
 Market TSL: 20.50 hours

Stations: 17/17  
 Diaries: 914/440:1/57.5%  
 Sample Target: 870  
 % Below Line: 0.0  
 % Not Listed: 8.8

1992 Revenue: \$16,500,000  
 HH Inc.: \$35,665  
 Retail \$: 3.7 Bill  
 Pop per Station: 23,635  
 #1 Biller: KFDI-AF \$5,900,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. KZSN-AF (C)	92/14.7	13.9	12.6	15.3	15.6	14.1	141/1628	987/24.6	25.6	30.0	D	KZSN-AF
2. KFDI-F (C)	74/11.8	13.7	13.6	12.6	13.0	12.9	95/1273	948/23.6	25.7	24.8	G	KFDI-F
3. KRBB-F (AC)	57/ 9.1	9.0	6.8	6.9	5.9	8.0	67/ 751	631/15.7	18.2	13.4	C	KRBB-F
4. KKRD-F (CHR)	55/ 8.8	12.2	8.9	10.2	7.6	10.0	73/1183	971/24.2	22.5	19.7	C	KKRD-F
5. KICT-F (AOR)	52/ 8.3	5.5	6.1	6.9	6.2	6.7	76/ 910	686/17.1	15.0	14.8	B	KICT-F
6. KRZZ-F (CL AOR)	37/ 5.9	5.4	6.3	5.6	5.9	5.8	40/ 707	596/14.8	13.7	14.5	C	KRZZ-F
KFDI-F (C)	37/ 5.9	6.3	5.5	6.1	7.1	6.0	49/ 780	599/14.9	11.6	12.1		KFDI
8. KXLK-F (AC)	31/ 4.9	2.1	3.8	4.4	3.1	3.8	37/ 650	566/14.1	10.1	9.2	B	KXLK-F
9. KOEZ-F (SAC)	30/ 4.8	3.3	5.8	4.0	5.6	4.5	36/ 583	425/10.6	11.0	10.0	A	KOEZ-F
KNSS (N/T)	30/ 4.8	6.6	6.3	6.5	6.6	6.1	31/ 545	540/13.4	13.5	13.7	C	KNSS
11. KEYN-F (D)	23/ 3.7	3.9	4.8	3.7	3.8	4.0	40/ 577	414/10.3	11.2	14.4	B	KEYN-F
12. KTLI-F (AC)	19/ 3.0	2.5	3.5	0.6	2.0	2.4	22/ 305	219/ 5.5	7.2	4.9	A	KTLI-F
13. KYQQ-F (C)	12/ 1.9	1.6	1.5	2.1	2.6	1.8	33/ 673	303/ 7.5	7.8	9.9	A	KYQQ-F
KFH (O)	12/ 1.9	1.3	0.8	1.3	1.5	1.3	14/ 287	216/ 5.4	7.8	9.9		KFH
15. KQAM (D)	7/ 1.1	2.5	1.2	1.8	3.3	1.7	7/ 168	149/ 3.7	4.8	6.6	A	KQAM

12+ FM SHARE (METRO): 83.94% (481 of 573) (SPG 92: 79.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F>>	1 KZSN-AF<	1 KZSN-AF>	1 KZSN-AF>	1 KZSN-AF>	1 KFDI-F	1 KZSN-AF<	1 KZSN-AF	1 KZSN-AF>	1 KKRD-F<	1 KFDI-F
2 KICT-F	2 KICT-F>	2 KICT-F	2 KRBB-F<	2 KFDI-F	2 KZSN-AF	2 KFDI-F	2 KFDI-F	2 KFDI-F<	2 KZSN-AF	KICT-F
KZSN-AF	3 KKRO-F	KRBB-F	3 KFDI-F	3 KRBB-F	3 KFDI	3 KRBB-F	3 KRBB-F	3 KRBB-F<	3 KICT-F<	3 KZSN-F
4	KRBB-F<	4 KFDI-F	4 KRZZ-F	4 KRZZ-F<	4 KRBB-F	4 KFDI	4 KICT-F	4 KKRD-F<	4 KFDI-F	4 KKRD-F
5	5 KRZZ-F	KKRD-F<	5 KKRD-F	5 KKRD-F	5 KOEZ-F	5 KICT-F	5 KNSS-F	5 KICT-F	5	5
6	6	6 KRZZ-F	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 KZSN-AF	1 KZSN-AF>	1 KZSN-AF	1 KZSN-AF>	1 KZSN-AF	1 KICT-F	1 KICT-F>>	1 KICT-F	1 KICT-F	1 KFDI-F<
2 KKRO-F	2 KRBB-F	2 KRBB-F	2 KRBB-F	2 KRBB-F>	2 KRBB-F	2 KZSN-AF	2 KZSN-AF	2 KZSN-AF	2 KZSN-AF>
3 KICT-F	3 KKRD-F	3 KKRD-F	3 KKRD-F>	3 KFDI-F	3 KZSN-AF	3 KRZZ-F	3 KRZZ-F	3 KFDI-F	3 KICT-F
4 KXLK-F	4 KRZZ-F	KRZZ-F	4 KXLK-F	4 KKRO-F	4 KRZZ-F	4 KKRD-F	4 KKRD-F	4 KRZZ-F	KRZZ-F>
5	KXLK-F	5	5 KFDI-F	5 KXLK-F	KKRO-F	5 KRBB-F	5 KFDI-F	5 KRBB-F	5 KRBB-F
6	6	6	6 KRZZ-F	6	6	KFDI-F	6	6	6

FORMATS	AM	FH	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		107 ( 3)	107 ( 3)	18.7	NM	KJRG (REL)	950	Newton	0.8/1.8/ 5/ 108
AOR/CLASSIC AOR		89 ( 2)	89 ( 2)	15.5	13.5				
COUNTRY	38 ( 2)	177 ( 3)	215 ( 5)	37.5	39.6				
NEWS/TALK	30 ( 1)		30 ( 1)	5.2	7.3				
TOP 40/CHR/CONTEMP		55 ( 1)	55 ( 1)	9.6	11.3				
BLACK/URBAN					2.2				
SOFT AC		30 ( 1)	30 ( 1)	5.2	6.2				
HISPANIC									
OLDIES	19 ( 2)	23 ( 1)	42 ( 3)	7.3	NA				
FULL SVC/VARIETY									
NOSTALGIA					3.6				
RELIGION/GOSPEL	5 ( 1)		5 ( 1)	0.9	0.4				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN									
	92 ( 6)	481 (11)	573 (17)						

WICHITA

-----

RADIO STATIONS

-----

KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY	ABC, \$ NA (Torbet)	Great Empire
KFH, 1330, 5 KW (DA-N), TALK	AP, CBS, \$ NA (Banner)	Midcontinent
KNSS, 1240, 1 KW, NEWS/TALK	NBC, CNN, \$ 21.00 (D & R)	
KQAM, 1410, 5 KW/1 KW (DA-2), NOSTALGIA	SHN, \$ 13.00 (Eastman)	Clear Channel
KZSN, 1480, 5 KW/1 KW (DA-2), SEE KZSN-FH		
KTLI-F, 99.1, 45 KW @ 515, ??	USA, \$ 18.00 (Salem)	(EL DORARDO)
KEYN-F, 103.7, 100 KW @ 859, OLDIES	, \$ 29.00 (Eastman)	Clear Channel
KFDI-F, 101.3, 100 KW @ 1138, COUNTRY	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 (D & R)	
KOEZ-F, 92.3, 100 KW @ 640, EZ/SOFT AC	UNISTR, \$ 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 (D & R)	(DERBY)
KXLK-F, 105.3, 100 KW @ 987, AC	AP, \$ 29.00 (Banner)	Midcontinent (HAYSVILLE)
KYQQ-F, 106.5, 100 KW @ 1115, CHR	, \$ 19.00 (N/A)	(ARKANSAS CITY)
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	, \$ 48.00 (Katz)	Southern Skies (HUTCHINSON)

Miscellaneous: KBUZ-F changes to KTLI-F (Jan) . . . KNSS, KKRD-F and KRZZ-F sold to Prism (D) for \$3,500,000 and liabilities. . . KFH changes from Oldies to Talk (August) . . .

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/630,200  
 MSA Rank/Pop: 70/740,000  
 ADI # 50  
 Average Person Ratings: 17.7  
 Market TSL: 23.25 hours

Stations: 41/29  
 Diaries: 1272/495:1/58.8%  
 Sample Target: 1100  
 % Below Line: 8.6  
 % Not Listed: 15.0

1992 Revenue: \$16,200,000  
 H: inc.: \$28,134  
 Retail \$: 5.5 Bill  
 Pop per Station: 21,731  
 #1 Biller: WKRZ-F \$4,800,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUM 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WKRZ-F (CHR)	149/13.4	13.3	16.4	15.3	15.8	14.6	179/2614	2226/35.3	33.9	35.1	F	WKRZ-F
2. WEZX-F (AOR)	97/ 8.7	7.5	7.2	7.9	7.9	7.8	99/1162	1145/18.2	13.9	16.7	D	WEZX-F
3. WGGY-F (C)	70/ 6.3	3.6	2.5	3.0	2.8	3.9	99/1266	934/14.8	8.4	9.3	A	WGGY-F
4. WMGS-F (AC)	63/ 5.7	4.3	5.2	3.8	4.8	4.8	66/989	892/14.2	11.9	11.4	C	WMGS-F
5. WARM (FS)	51/ 4.6	4.7	4.1	5.7	6.6	4.8	59/880	792/12.6	11.5	15.1	C	WARM
6. WILK-AA (T)	49/ 4.5	2.7	3.3	4.0	3.2	3.7	51/824	740/11.7	7.3	6.7	B	WILK-AA
7. WEJL (BB)	37/ 3.3	3.7	4.2	4.0	3.4	3.8	39/495	468/ 7.4	8.1	9.3	B	WEJL
8. WDLS-F (C)	35/ 3.1	5.8	5.3	4.9	5.3	4.8	44/629	547/ 8.7	11.0	9.1	B	WDLS-F
9. WNAK (BB/FS)	30/ 2.7	5.2	4.9	5.8	4.1	4.7	31/394	385/ 6.1	7.9	7.3	B	WNAK
10. WSGD-F (O)	27/ 2.4	1.6	2.7	2.4	1.7	2.3	33/485	352/ 5.6	7.0	5.6	A	WSGD-F
11. WBAX (BB)	24/ 2.2	3.0	1.4	1.5	1.6	2.0	24/247	247/ 3.9	4.4	3.6		WBAX
12. WSBG-F (CHR)	23/ 2.1	1.9	1.7	2.1	1.5	2.0	27/366	352/ 5.6	5.2	3.8	A	WSBG-F
13. WBHT-F (CHR)	22/ 2.0	1.0	---	---	---	---	23/496	490/ 7.8	---	---		WBHT-F
14. WTLQ-F (CHR)	21/ 1.9	2.7	1.9	2.2	2.5	2.3	21/657	657/10.4	9.3	9.5	A	WTLQ-F
15. WHLH-F (AC)	20/ 1.8	1.7	2.0	1.3	1.8	1.7	29/424	301/ 4.8	5.2	5.0	A	WHLH-F
16. WWSH-F (SAC)	18/ 1.6	2.3	2.0	3.5	2.7	2.4	19/407	371/ 5.9	6.4	2.3	A	WWSH-F
17. WICK (EZ)	16/ 1.4	1.4	0.6	0.5	1.3	1.0	16/233	233/ 3.7	2.3	3.8		WICK
18. WYOS-F (O)	16/ 1.4	1.3	2.1	1.7	1.8	1.6	16/341	341/ 5.4	6.4	5.5		WYOS-F
19.												
20.												

12+ FM SHARE (METRO): 74.02% (701 of 947) (SPG 92: 70.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	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 WKRZ-F
2 WEZX-F	2 WEZX-F >>	2 WEZX-F >	2 WEZX-F >	2 WEZX-F	2 WARM	2 WEZX-F	2 WEZX-F	2 WEZX-F	2 WEZX-F	WMGS-F
3 WTLQ-F	3 WGGY-F	3 WGGY-F	3 WMGS-F	3 WMGS-F	3 WMGS-F <	3 WGGY-F <	WILK-AA	3 WGGY-F	3 WARM	WARM
4	4 WMGS-F	WMGS-F >	4 WGGY-F >	4 WGGY-F >	4 WGGY-F	4 WARM <	4 WGGY-F <	4 WMGS-F	4 WGGY-F	4 WGGY-F
5	5 WBHT-F	5	5	5	5 WILK-AA	5 WMGS-F	5 WMGS-F	5 WILK-AA	WMGS-F	5 WEJL

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 WKRZ-F	1 WKRZ-F >>	1 WKRZ-F	1 WKRZ-F >>	1 WKRZ-F >	1 WEZX-F	1 WEZX-F >	1 WEZX-F	1 WEZX-F	1 WEZX-F <
2 WBHT-F	2 WEZX-F	2 WEZX-F	2 WMGS-F	2 WMGS-F <	2 WKRZ-F	2 WKRZ-F >>	2 WKRZ-F	2 WKRZ-F >>	2 WKRZ-F >
WEZX-F	3 WMGS-F	3 WMGS-F	3 WEZX-F	3 WEZX-F	3 WGGY-F	3 WGGY-F	3 WILK-AA	3 WGGY-F	3 WGGY-F
WGGY-F	4 WGGY-F	4	4 WGGY-F >	4 WGGY-F >	4	4 WILK-AA	WGGY-F	4 WMGS-F	4 WMGS-F
5 WMGS-F	5 WBHT-F	5	5	5	5	5 WSBG-F	5	5 WDLS-F	5 WARM
									WILK-AA

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		102 ( 4)	102 ( 4)	10.8	NH	WARD (T) 1550	Pittston 0.4/2.2/ 5/ 145		
AOR/CLASSIC AOR		137 ( 5)	137 ( 5)	14.5	12.8	WAZL (FS) 1490	Hazleton 0.7/2.4/ 10/ 203		
COUNTRY		120 ( 3)	120 ( 3)	12.7	10.3	WJHW (BB) 550	Bloomsburg 0.4/1.0/ 5/ 76		
NEWS/TALK	68 ( 6)		68 ( 6)	7.2	5.8	WKAB-F (O) 103.5	Berwick 0.9/2.5/ 11/ 172		
						WPHR-F (AOR) 107.9	Tobyhanna 1.3/1.8/ 14/ 126		
TOP 40/CHR/CONTEMP		219 ( 5)	219 ( 5)	23.1	25.9	WQEQ-F (O) 103.1	Freeland 0.8/3.4/ 4/ 288		
BLACK/URBAN						WVPO (FS) 840	Stroudsburg 0.7/1.4/ 8/ 87		
SOFT AC	16 ( 1)	38 ( 4)	54 ( 5)	5.7	8.4	WFDL-F (AC) 104.9	Scranton 1.3/3.3/ 16/ 244		
HISPANIC						WXPX (T) 1300	W. Hazleton 0.5/1.6/ 6/ 109		
OLDIES		85 ( 6)	85 ( 6)	9.0	NA	WYMK-F (AOR) 107.7	Tunkhannock 0.4/2.1/ 7/ 191		
FULL SVC/VARIETY	67 ( 3)		67 ( 3)	7.1	9.7	WILQ-F (C) 105.1	Williamsport 1.3/2.6/ 53/ 406		
NOSTALGIA	95 ( 4)		95 ( 4)	10.0	11.1	WQEZ-F (SAC) 100.9	Hilton 0.4/0.7/ 25/ 170		
RELIGION/GOSPEL									
CLASSICAL						WABC (T) 770	New York 0.4/1.3/ 20/ 238		
JAZZ/NEW AC						WAEB-F (CHR) 104.1	Allentown 0.4/1.9/ 19/ 255		
OTHERS UNKNOWN					0.4	WBEB-F (SAC) 101.1	Philadelphia 0.4/0.8/ 6/ 255		
						WFHZ-F (SAC) 100.7	Allentown 1.0/2.7/ 31/ 332		
						WHCY-F (O) 106.3	Blairstown NJ 1.1/2.1/ 13/ 174		
						WLEV-F (AC) 96.1	Easton 0.4/2.3/ 10/ 239		
						WODE-F (O) 99.9	Easton 1.0/4.0/ 26/ 479		
						WOR (T) 710	New York 0.4/1.0/ 4/ 75		
						WXRK-F (CL AOR) 92.3	New York 0.4/1.0/ 6/ 71		
						WZZO-F (AOR) 95.1	Bethlehem 1.4/3.8/ 27/ 431		
	246 (14)	701 (27)	947 (41)						



WILKES BARRE-SCRANTON

RADIO STATIONS

WARM	, 590,	5 KW (DA-2)	, Full Service	CBS NBC, \$37.00	(Mc-Guild)	Susquehanna
WBAX	, 1240,	1 KW	, Nostalgia	SMN, \$14.00	(Roslin)	
WEJL	, 630,	500 W/32 W	, Nostalgia/FS	ABC UNISTR, \$18.00	(Christal)	Shamrock-Lynett
WILK	, 980,	5 KW/1 KW (DA-2)	, Talk	CNN ABC, \$15.00	(Katz)	Keymarket
WNAK	, 730,	1 KW (OAYS)	, Nostalgia/FS	NBC, \$22.00	(K & P)	
WOLS-F,	93.7,	.8 KW @ 679	, Country	CBS, \$20.00	(D&R)	(DALLAS)
WEZX-F,	107.1,	1.9 KW @ 1266	, AOR	ABC, \$39.00	(Christal)	Shamrock-Lynett
WGGY-F,	101.3,	7 KW @ 1109	, Country	, \$19.00	(Katz)	Keymarket
WHLM-F,	106.5,	36 KW @ 577	, CHR	UNISTR, \$16.00	(Banner)	(BLOOMSBURG)
WKRZ-F,	98.5,	8.7 KW @ 1171	, CHR	, \$85.00	( --- )	Keymarket
WMGS-F,	92.9,	5.3 KW @ 1384	, AC	, \$31.00	(Mc-Guild)	Susquehanna
WSBG-F,	93.5,	1 KW @ 781	, CHR	AP, \$13.00	(Mkt 4)	(STROUDSBERG)
WSGO-F,	94.3,	1.1 KW @ 771	, Oldies	, \$19.00	(Eastman)	(CARBONDALE)
WTLQ-F,	102.3,	3 KW @ 72	, CHR	ABC, \$18.00	(Eastman)	(PITSTON)
WWOL-F,	104.9,	.3 KW @ 1092	, Soft AC	ABC, \$14.00	(Roslin)	
WWSH-F,	97.9,	20 KW @ 728	, EZ	UNISTR, \$19.00	(K & P)	(HAZLETON)
WYOS-F,	92.1,	.9 KW @ 663	, Oldies	CNN, \$16.00	(Torbet)	

Miscellaneous: WGBI-F changes to WGGY-F and format from AC to Country (March) . . . WYHY-F to WBHT-F and format from AC to CHR (April) . . . WAZL/WWSH-F sold to owners of WKAB-F for \$750,000 (Media Services) . . . WYXY-F changes to WBHT-F (April) . . .

\*\*\*\*\* F O R M A T C O 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 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	

WILMINGTON, DE

Arbitron Rank/Pop (12+): 76/496,400  
 MSA Rank/Pop: 90/587,300  
 Philadelphia ADI  
 Average Person Ratings: 18.5  
 Market TSL: 23.75 hours

Stations: 31/6  
 Diaries: 993/500:1/49.4%  
 Sample Target: 950  
 % Below Line: 56.8  
 % Not Listed: 13.7

1992 Revenue: \$9,900,000  
 MM Inc.: \$38,447  
 Retail \$: 5.0 Bil  
 Pop per Station: 82,400  
 #1 Biller: WJBR-AF \$4,000,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. WSTW-F (CHR/AC)	90/ 9.8	8.9	8.7	8.7	10.7	----	95/1348	1249/25.2	21.4	21.5	D WSTW-F
2. WJBR-F (AC)	82/ 8.9	8.9	10.6	9.6	10.6	----	88/1152	1061/21.4	21.5	23.0	F WJBR-F
3. WILM (N/T)	53/ 5.8	4.2	3.8	5.1	4.0	----	53/598	593/11.9	11.1	10.5	C WILM
WYSP-F (CL AOR)	53/ 5.8	7.7	7.5	3.7	3.6	----	58/928	861/17.3	22.4	20.7	WYSP-F
5. WMMR-F (AOR)	47/ 5.1	4.4	5.9	6.7	5.9	----	47/850	832/16.8	17.2	20.0	WMMR-F
6. WUSL-F (B)	41/ 4.5	3.5	6.0	6.4	5.6	----	47/671	594/12.0	11.5	11.8	WUSL-F
7. WXTU-F (C)	39/ 4.3	3.7	2.2	3.6	2.1	----	40/547	538/10.8	8.7	7.5	WXTU-F
WIOQ-F (CHR)	39/ 4.3	5.0	3.6	3.8	3.4	----	40/859	755/15.2	14.4	14.1	WIOQ-F
9. WDEL-F (FS)	37/ 4.0	6.2	4.3	6.3	6.7	----	37/694	699/14.1	15.7	13.9	C WDEL-F
10. WIYF-F (AOR)	36/ 3.9	2.6	3.6	2.0	2.5	----	37/462	405/ 8.2	8.1	7.5	WIYF-F

12+ FH SHARE (METRO): 82.93% (656 of 791) (SPG 92: 83.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WIOQ-F<	1 WSTW-F>	1 WSTW-F	1 WJBR-F<	1 WJBR-F<	1 WJBR-F	1 WSTW-F<	1 WSTW-F	1 WSTW-F	1 WIOQ-F	1 WILM
2 WIYY-F>	2 WYSP-F	2 WJBR-F	2 WSTW-F>	2 WSTW-F>	2 WILM >	2 WJBR-F<	2 WJBR-F>	2 WJBR-F>	2 WIYY-F	2 WJBR-F
3 WUSL-F	3 WMMR-F	3 WYSP-F	3 WYSP-F	3 WYSP-F	3 WDEL	3 WYSP-F	3 WILM <	3 WMMR-F	3 WDEL	3 WDBB-F
4	4 WJBR-F	4 WMMR-F	4 WMMR-F	4 WMMR-F	4 WSTW-F	4 WILM <	4 WMMR-F<	4 WUSL-F	4 WUSL-F	4 WIYY-F
5	5	5	5	5	5	5 WDEL	5 WYSP-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 WSTW-F	1 WSTW-F>	1 WSTW-F	1 WSTW-F<	1 WJBR-F	1 WSTW-F	1 WYSP-F	1 WYSP-F	1 WYSP-F<	1 WYSP-F<
2 WYSP-F	2 WJBR-F	2 WJBR-F	2 WJBR-F>	2 WSTW-F>	2 WMMR-F	WMMR-F<	2 WMMR-F	2 WSTW-F<	2 WMMR-F<
3 WUSL-F	3 WYSP-F	3 WXTU-F	3	3	3 WYSP-F	3 WSTW-F	3 WSTW-F	3 WMMR-F>	3 WSTW-F<
4 WIYY-F	4	4 WUSL-F	4	4	4 WIOQ-F	4	4 WJBR-F	4 WJBR-F	4 WJBR-F
5 WIOQ-F	5	5 WMMR-F	5	5	5 WIYY-F	5	5	5	5
WYXR-F	6	WIOQ-F	6	6	6	6	6	6	6

FORMATS	AM	FH	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC	3 ( 1)	99 ( 3)	102 ( 4)	13.0	NM	WJBR (AC) 1290 Wilmington	0.3/2.3/ 3/ 134
AOR/CLASSIC		136 ( 3)	136 ( 3)	17.1	19.6	WNRK (FS) 1260 Newark, DE	0.5/1.9/ 5/ 94
COUNTRY		109 ( 4)	109 ( 4)	14.0	8.5		
NEWS/TALK	73 ( 3)	30 ( 1)	103 ( 4)	13.0	10.3	WDSB-F (C) 94.7 Dover	3.7/9.8/ 73/ 881
TOP 40/CHR/CONTEMP		143 ( 3)	143 ( 3)	18.0	8.8	WRDR-F (BB) 104.9 Egg Harbor, NJ	0.4/1.7/ 4/ 84
BLACK/URBAN		62 ( 2)	62 ( 2)	8.0	9.3	WXCY-F (C) 103.7 Havre de Grace	2.9/5.3/ 27/ 265
SOFT AC		17 ( 2)	17 ( 2)	2.1	3.9	SEE BALTIMORE OR PHILADELPHIA FOR MORE INFORMATION:	
HISPANIC						KYW	0.5/4.9 WHGK-F 0.5/4.4
OLDIES	5 ( 1)	34 ( 2)	39 ( 3)	5.0	NA	WBEB-F	1.4/4.7 WOGL 0.5/2.9
FULL SRVC VARIETY	42 ( 2)		42 ( 2)	5.3	6.0	WDAS-F	2.3/5.9 WOGL-F 3.2/8.5
NOSTALGIA	12 ( 1)	4 ( 1)	16 ( 2)	2.0	2.7	WFLN-F	1.1/6.2 WPEN 1.3/3.9
RELIGION/GOSPEL						WIP	1.6/6.0 WPLY-F 1.5/6.7
CLASSICAL		10 ( 1)	10 ( 1)	1.2	1.5	WJZ-F	1.3/4.8 WPOC-F 1.0/2.4
JAZZ/NEW AC		12 ( 1)	12 ( 1)	2.0		WLIF-F	0.4/1.4 WQSR-F 0.5/2.9
UNKNOWN/OTHERS						WVDB-F	3.3/8.7 WYXR-F 1.3/7.4
	135 ( 8)	656 (23)	791 (31)				

RADIO STATIONS

WDEL , 1150, 5 KW (DA-2) , Full Service AP CNN, \$36.00 (Eastman)  
 WILM , 1450, 1 KW , News/Talk MBS CBS, \$30.00 (Savalli)  
 WJBR-F, 99.5, 50 KW @ 500 , AC UNISTR AP, \$78.00 (Katz) CRB  
 WSTW-F, 93.7, 50 KW @ 491 , AC/CHR , \$75.00 (Eastman)

Other ranked stations -- see Philadelphia or Baltimore

WILMINGTON, NC

Arbitron Rank/Pop (12+): 192/152,200  
 MSA Rank/Pop: 294/125,00  
 ADI # 143  
 Average Person Ratings: 15.5  
 Market TSL: 20.75 hours

Stations: 18/10  
 Diaries: 631/241:1/49.3%  
 Sample Target: 610  
 % Below Line: 13.1  
 % Not Listed: 17.4

1992 Revenue: \$4,700,000  
 HH Inc.: \$26,269  
 Retail \$: 1.28 Bil  
 Pop per Station: 15,220  
 #1 Biller: WWQQ-F \$1,200,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WWQQ-F (C)	44/18.6	----	21.5	----	16.1	----	45/529	458/30.1	0.0	30.6	C	WWQQ-F
2. WMNX-F (B)	35/14.8	----	4.8	----	4.8	----	51/541	363/23.9	0.0	9.6	A	WMNX-F
3. WGNI-F (AO)	24/10.2	----	10.1	----	8.1	----	31/408	352/23.1	0.0	19.2	C	WGNI-F
4. WSFM-F (AOR)	18/ 7.6	----	9.6	----	11.7	----	21/314	266/17.5	0.0	17.8	B	WSFM-F
5. WKOO-F (O)	14/ 5.9	----	5.7	----	4.8	----	16/311	215/14.1	0.0	12.9	A	WKOO-F
6. WAAV (T)	13/ 5.5	----	6.1	----	6.5	----	16/253	184/12.1	0.0	12.7	B	WAAV
7. WKXB-F (C)	12/ 5.1	----	6.6	----	8.1	----	23/359	243/16.0	0.0	18.4	A	WKXB-F
8. WDZD-F (C)	7/ 3.0	----	1.3	----	0.8	----	7/123	119/ 7.8	0.0	3.4	A	WDZD-F
WZFX-F (B)	7/ 3.0	----	9.6	----	8.1	----	17/273	132/ 8.7	0.0	16.4		WZFX-F
10. WMFD (BB)	5/ 2.1	----	2.6	----	3.6	----	6/143	112/ 7.4	0.0	4.4	A	WMFD
11. WBMS (B)	3/ 1.3	----	5.3	----	3.6	----	3/77	76/ 5.0	0.0	7.8	A	WBMS
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 89.23% (174 of 195) (SPG 92: 82.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WMNX-F >	1 WMNX-F <	1 WMNX-F <	1 WWQQ-F <	1 WWQQ-F	1 WWQQ-F >	1 WWQQ-F >	1 WWQQ-F >	1 WWQQ-F	1 WMNX-F >	1 WWQQ-F
2 WWQQ-F	2 WSFM-F	2 WWQQ-F <	2 WMNX-F	2 WMNX-F	2 WMNX-F	2 WMNX-F	2 WGNI-F	2 WMNX-F	2 WWQQ-F	2 WGNI-F
3	3 WGNI-F	3 WGNI-F	WGNI-F >	WGNI-F >	WAAV	3 WGNI-F >	3 WSFM-F <	3 WGNI-F >	3 WGNI-F	WMNX-F
4	4 WWQQ-F >	4 WSFM-F	4	4 WKOO-F	4 WGNI-F	4	4 WMNX-F	4 WSFM-F	4	4
5	5	5	5	5	WKOO-F	5	WAAV	5 WKOO-F	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 WMNX-F	1 WMNX-F	1 WGNI-F	1 WGNI-F	1 WGNI-F	1 WSFM-F	1 WSFM-F >	1 WSFM-F	1 WSFM-F <	1 WWQQ-F
2 WWQQ-F	2 WGNI-F	2 WMNX-F	WMNX-F <	2 WWQQ-F	2 WGNI-F	2 WMNX-F	2 WMNX-F	2 WMNX-F <	2 WMNX-F
3 WSFM-F	3 WWQQ-F	3 WWQQ-F	3 WWQQ-F >	3 WMNX-F >	WMNX-F	3 WGNI-F	3 WGNI-F	3 WWQQ-F >	3 WSFM-F
4	4 WSFM-F	4 WKOO-F	4	4	4	4 WWQQ-F	WWQQ-F	4 WGNI-F	4 WKOO-F
5	5	WSFM-F	5	5	5	5	5 WKXB-F	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		24 ( 1)	24 ( 1)	12.3	NM	WCCA-F (SAC)	106.3	Shallotte	1.3/5.0/ 3/ 76
AOR/CLASSIC		24 ( 4)	24 ( 4)	12.3	11.2				
COUNTRY		64 ( 4)	64 ( 4)	33.0	26.4	WJYR-F (BB)	92.1	Myrtle Beach	0.4/1.9/ 1/ 44
NEWS/TALK	13 ( 1)		13 ( 1)	7.0	7.1	WKML-F (C)	95.7	Lumberton	0.4/3.5/ 40/ 339
TOP 40/CHR/CONTEMP		2 ( 1)	2 ( 1)	1.0	8.1	WKZQ-F (AOR)	101.7	Myrtle Beach	0.8/2.0/ 3/ 55
BLACK/URBAN	3 ( 1)	42 ( 2)	45 ( 3)	23.0	17.3	WRDU-F (AOR)	106.1	Raleigh	0.8/1.7 2/ 26
SOFT AC		3 ( 1)	3 ( 1)	2.0	2.5	WYAV-F (CHR)	104.1	Conway	0.8/3.4/ 11/ 99
HISPANIC						WZNS-F (CL AOR)	92.9	Dillon	0.8/2.2/ 7/ 76
OLDIES		14 ( 1)	14 ( 1)	7.1	NA				
FULL SRVC VARIETY									
NOSTALGIA	5 ( 1)	1 ( 1)	6 ( 2)	3.0	3.0				
RELIGION/GOSPEL					0.5				
CLASSICAL									
JAZZ/NEW AC									
UNKNOWN/OTHERS									
	21 ( 3)	174 (15)	195 (18)						

WILMINGTON, NC  
-----

RADIO STATIONS  
-----

WAAV , 980, 5 KW (DA-N) , Talk	NBC, \$13.00 (Katz)	(LELAND)
WBMS , 1340, 1 KW , Black	AURN, \$10.00 ( --- )	
WMFD , 630, 1 KW (DA-2) , Nostalgia	CBS, \$ 8.00 (Banner)	
WCCA-F, 106.3, 3 KW @ 325 , Soft AC/EZ	, \$ 9.00 ( --- )	(SHALLOTTE)
WDZD-F, 93.5, 3 KW @ 298 , Country	ABC, \$ 9.00 ( --- )	(SHALLOTTE)
WGNI-F, 102.7, 100 KW @ 981 , AC	, \$26.00 (Katz)	Cape Fear
WMNX-F, 97.3, 100 KW @ 561 , Black	, \$13.00 (Banner)	Cape Fear
WSFM-F, 107.5, 50 KW @ 485 , AOR	, \$20.00 (Mc-Guild)	(SOUTHPORT)
WKXB-F, 99.9, 100 KW @ 518 , Country	HBS, \$17.00 (Christal)	Jones-Eastern (BURGAW)
WWQQ-F, 101.3, 40 KW @ 544 , Country	ABC, \$27.00 ( --- )	HVS

WZFX-F -- see Fayetteville

WKOO-F -- see Greenville, NC

Miscellaneous: WVBS-F changes to WKXB-F and format from CHR to Country (March) . . . WMNX-F changes from Oldies to Black. . . WDZD-F sold for \$462,000. . . WMNX-F sold to Cape Fear (D) for \$950,000. . . WVBS-F sold by Jones-Eastern to owners of WSFM-F (D) for \$600,000. . .

WORCESTER

Arbitron Rank/Pop (12+): 94/374,600

MSA Rank/Pop: 108/441,400  
 Boston ADI  
 Average Person Ratings: 18.3  
 Market TSL: 23.75 hours

Stations: 35/7  
 Diaries: 884/424:1/54.6%  
 Sample Target: 820  
 % Below Line: 50.8  
 % Not Listed: 11.1

1992 Revenue: \$10,500,000  
 HH Inc.: \$38,503  
 Retail \$: 4.2 Bill  
 Pop per Station: 53,514  
 #1 Biller: WAAF-F \$3,000,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level
1. WXLO-F (AC)	84/12.2	10.6	9.4	8.8	7.1	----	123/1533	976/26.1	23.3	22.6	C
2. WSRF-F (SAC)	79/11.5	13.1	11.6	13.1	12.6	----	107/1531	1090/29.1	26.3	28.1	D
3. WTAG (FS)	68/ 9.9	7.9	7.7	8.0	9.1	----	80/1005	834/22.3	19.8	24.2	C
4. WAAF-F (AOR)	48/ 7.0	6.5	9.7	8.8	9.1	----	96/1352	717/19.1	21.4	21.9	E
5. WZOU-F (CHR)	36/ 5.2	3.6	6.8	6.5	6.8	----	46/1000	693/18.5	15.8	19.4	
6. WXKS-F (CHR)	30/ 4.4	2.0	2.0	1.4	1.7	----	55/898	555/14.8	9.8	8.8	
7. WCLB-F (C)	27/ 3.9	0.6	0.5	1.1	0.9	----	72/731	378/10.1	4.2	3.7	
8. WBMX-F (AC)	23/ 3.3	3.3	3.6	3.2	2.6	----	28/547	385/10.3	9.8	10.2	
WOODS-F (O)	23/ 3.3	4.8	4.5	3.5	2.8	----	57/825	475/12.7	14.3	11.7	
10. WZLX-F (CL AOR)	21/ 3.1	2.4	4.2	3.5	3.7	----	30/604	424/11.3	9.9	10.7	

12+ FH SHARE (METRO): 79.54% (486 of 611) (SPG 92: 79.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WZOU-F	1 WXLO-F	1 WXLO-F	1 WXLO-F	1 WXLO-F	1 WTAG	1 WTAG <	1 WXLO-F	1 WXLO-F	1 WTAG >	1 WTAG >>
2 WAAF-F	2 WAAF-F	2 WSRF-F	2 WSRF-F	2 WSRF-F	2 WSRF-F	2 WXLO-F	2 WSRF-F	2 WSRF-F	2 WAAF-F	2 WBZ
3 WXKS-F	3 WSRF-F	3 WAAF-F	3 WAAF-F	3 WTAG	3 WXLO-F	3 WSRF-F	3 WTAG	3 WAAF-F	3 WZOU-F	3 WSRF-F
4	4 WZOU-F	4 WZOU-F	4 WBMX-F	4 WAAF-F	4	4 WAAF-F	4 WAAF-F	4 WZOU-F	4 WSRF-F	4 WXLO-F
5	5 WXKS-F	5	5	5 WBMX-F	5	5	5	5 WTAG	5 WXLO-F	5
6	6	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 WZOU-F	1 WXLO-F	1 WXLO-F	1 WXLO-F	1 WXLO-F	1 WAAF-F	1 WAAF-F	1 WXLO-F	1 WAAF-F	1 WXLO-F
2 WAAF-F	2 WSRF-F	2 WSRF-F	2 WSRF-F	2 WSRF-F	2 WBCN-F	2 WXLO-F	2 WAAF-F	2 WXLO-F	2 WSRF-F
3 WXLO-F	3 WZOU-F	3 WXKS-F	3 WZOU-F	3 WBMX-F	3 WZLX-F	3 WZLX-F	3 WZLX-F	3 WZLX-F	3 WZLX-F
4 WSRF-F	4 WXKS-F	4 WBMX-F	4 WXKS-F	4 WXKS-F	4 WZOU-F	4 WBCN-F	4 WXKS-F	4 WBCN-F	4 WZLX-F
5 WXKS-F	5 WAAF-F	5 WBOS-F	5 WBMX-F	5 WTAG	5 WXLO-F	5	5 WZOU-F	5	5 WTAG
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FH	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		111 ( 3)	111 ( 3)	18.1	NM	WGFP (FS) 940	WEBSTER 0.7/1.3/ 5/ 48
AOR/CLASSIC AOR		106 ( 9)	106 ( 9)	17.3	20.8	WORC (C) 1310	WORCESTER 0.9/3.6/ 7/ 164
COUNTRY	6 ( 1)	50 ( 3)	56 ( 4)	9.1	6.5	WQVR-F (C) 100.1	SOUTHBRIDGE 2.2/4.4/ 38/ 370
NEWS/TALK	30 ( 4)		30 ( 4)	5.0	6.1	WVNE (REL) 760	LEICESTER 0.7/2.2/ 8/ 135
TOP 40/CHR/CONTEMP		71 ( 4)	71 ( 4)	12.0	11.0	WVEI (SPRIS) 1440	WORCESTER 0.6/2.9/ 4/ 133
BLACK/URBAN						WESO (FS) 970	SOUTHBRIDGE 1.6/3.D/ 22/ 180
SOFT AC		91 ( 3)	91 ( 3)	15.0	15.0	WAQY-F (AOR) 102.1	SPRINGFLD 0.3/1.5/ 14/ 263
HISPANIC						WGIR-F (AOR) 101.1	MNCHESER NH 0.3/2.6/ 7/ 198
OLDIES		28 ( 2)	28 ( 2)	5.0	NA		
FULL SVC/VARIETY	84 ( 3)		84 ( 3)	14.0	10.1		
NOSTALGIA		13 ( 1)	13 ( 1)	2.1	1.4		
RELIGION/GOSPEL	5 ( 1)		5 ( 1)	0.8	0.3	WBCN-F 2.2/ 7.7	WMJX-F 0.6/ 4.6
CLASSICAL		16 ( 1)	16 ( 1)	3.0	2.4	WBCS-F 1.2/ 5.4	WPLM-F 1.9/ 4.2
JAZZ/NEW AC					2.3	WBOS-F 1.6/ 6.6	WRKO 0.6/ 3.1
OTHERS UNKNOWN						WBRU-F 0.3/ 1.9	WSSH-F 0.9/ 3.8
	125 ( 9)	486 (26)	611 (35)			WBZ 2.6/11.3	WTIC-F 0.3/ 1.2
						WCGY-F 0.4/ 2.0	WBBB-F 0.7/ 2.5
						WCRB-F 2.3/ 7.2	WVKX-F 0.4/ 2.5
						WEEI 0.6/ 3.6	WWLI-F 0.9/ 2.4
							WWRX-F 0.3/ 1.9

RADIO STATIONS

WORC , 1310, 5 KW/1 KW (DA-2) , Country CNN, \$15.00 (Christal)  
 WTAG , 580, 5 KW (DA-2) , Full Service NBC-T NBC, \$40.00 (Banner)  
 WNEB , 1230, 1 KW , Nostalgia , \$14.00 ( --- )  
 WAAF-F, 107.3, 19 KW @ 820 , AOR UNISTR, \$80.00 (Christal) Zapis  
 WSRF-F, 96.1, 14 KW @ 863 , Soft AC , \$75.00 (Banner) Knight  
 WXLO-F, 104.5, 37 KW @ 564 , AC AP, \$55.00 (Mc-Guild) Deer River (FITCHBURG)  
 WQVR-F, 100.1, 3 KW @ 295 , Country AP, \$26.00 (Torbet) (SOUTHBRIDGE)

Other ranked stations -- see Boston

YORK  
----

Arbitron Rank/Pop (12+): 101/360,400  
 MSA Rank/Pop: 114/415,000  
 ADI #44 (w/Harrisburg & Lancaster)  
 Average Person Ratings: 18.1  
 Market TSL: 23.75 hours

Stations: 30/10  
 Diaries: 888/406:1/68.9%  
 Sample Target: 810  
 % Below Line: 44.3  
 % Not Listed: 13.0

1992 Revenue: \$12,100,000  
 HH Inc.: \$32,405  
 Retail \$: 3.2 Bil  
 Pop per Station: 36,040  
 #1 Biller: WARM-F \$3,600,000

12+ METRO	1/4/SHARE	WIN 93	FAL 92	SUH 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WGTY-F (C)	69/10.6	11.0	13.9	9.7	10.0	11.3	74/ 823	654/18.1	22.3	15.3	C	WGTY-F
2. WARM-F (AC)	68/10.4	11.1	10.5	11.9	14.1	11.0	138/1715	837/23.2	20.9	23.5	E	WARM-F
3. WRKZ-F (C)	53/ 8.1	6.6	9.0	5.9	7.7	7.4	167/2091	628/17.4	16.6	14.4		WRKZ-F
4. WYCR-F (CHR)	51/ 7.8	6.4	6.8	5.3	8.3	6.6	69/1405	813/22.6	19.9	22.7	C	WYCR-F
5. WROZ-F (SAC)	39/ 6.0	4.9	3.7	5.1	4.0	4.9	125/1740	557/15.5	10.1	9.7		WROZ-F
6. WGRX-F (CL AOR)	29/ 4.4	3.8	3.5	3.2	4.0	3.7	35/ 614	460/12.8	10.0	11.5		WGRX-F
7. WHTF-F (AOR)	27/ 4.1	3.1	1.5	2.4	2.8	2.8	81/1211	354/ 9.8	7.9	11.2	B	WHTF-F
WSBA (FS)	27/ 4.1	7.5	5.4	7.8	4.9	6.2	31/ 624	513/14.2	15.7	14.4	D	WSBA
9. WWMD-F (SAC)	20/ 3.1	3.1	2.3	2.2	1.8	2.8	37/ 382	264/ 7.3	5.7	5.0		WWMD-F
10. WTPA-F (AOR)	19/ 2.9	3.4	3.2	4.0	4.0	3.4	106/1453	335/ 9.3	8.7	10.6		WTPA-F
11. WRVV-F (AC/AOR)	17/ 2.6	3.6	3.7	4.0	1.8	3.5	138/1814	357/ 9.9	10.7	4.6		WRVV-F
12. WWKL-F (O)	16/ 2.4	1.5	1.2	2.2	2.5	1.8	81/1332	284/ 7.9	6.0	7.1		WWKL-F
13. WHP (FS)	15/ 2.3	2.8	3.1	1.4	0.9	2.4	109/1308	226/ 6.3	6.7	3.4		WHP
14. WQXA-F (AC)	13/ 2.0	1.6	3.9	4.1	5.8	2.9	25/ 916	348/ 9.7	11.7	14.5	B	WQXA-F
WIYY-F (AOR)	13/ 2.0	1.5	1.2	1.6	2.0	1.6	19/ 288	209/ 5.8	5.3	6.8		WIYY-F

12+ FM SHARE (METRO): 87.35% (497 of 569) (SPG 92: 88.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WYCR-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WGTY-F<	1 WARM-F<	1 WARM-F	1 WARM-F	1 WYCR-F>	1 WRKZ-F
2	2 WHTF-F	2 WGTY-F	2 WGTY-F>	2 WGTY-F>	2 WARM-F	2 WGTY-F	2 WGTY-F	2 WYCR-F	2 WGTY-F	2 WROZ-F
3	3 WARM-F<	3 WYCR-F	3 WYCR-F	3 WYCR-F	3 WRKZ-F<	3 WYCR-F	3 WRKZ-F	3 WRKZ-F	3 WRKZ-F	3 WARM-F
4	4 WGTY-F	4 WHTF-F	4 WROZ-F	4 WRKZ-F<	4 WROZ-F	4 WRKZ-F	4 WROZ-F	4 WROZ-F	4 WROZ-F	4
5	5 WTPA-F	WRKZ-F	5 WHTF-F	5 WYCR-F	WSBA	5 WSBA	5 WHP	5 WRKZ-F	5 WHTF-F	5
6	6 WFRE-F	6 WGRX-F	6 WGRX-F	6 WHTF-F	6	6	6	6	6 WARM-F	6
7	7	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 WYCR-F	1 WYCR-F	1 WARM-F	1 WARM-F>	1 WARM-F>	1 WHTF-F	1 WHTF-F>	1 WHTF-F	1 WGTY-F	1 WGTY-F
2 WARM-F	2 WARM-F>	WYCR-F	2 WYCR-F	2 WGTY-F	WRKZ-F	2 WTPA-F	2 WGTY-F	2 WHTF-F<	2 WARM-F>
3 WROZ-F	3 WROZ-F	3 WGTY-F	3 WGTY-F	3 WYCR-F	3 WGRX-F	3 WGRX-F	WTPA-F	3 WGRX-F	3 WHTF-F
WGTY-F	WGTY-F	WROZ-F	4 WROZ-F	4 WRKZ-F	WYCR-F	WGTY-F	WIYY-F	WARM-F	WGRX-F
WQXA-F	5 WHTF-F	WRVV-F	5 WRKZ-F	WROZ-F	5 WTPA-F	5 WIYY-F	5 WGRX-F	5 WRKZ-F	5
WHTF-F	WRVV-F	6 WHTF-F	6	6	6	6 WYCR-F	WROZ-F	6 WYCR-F	6

FORMATS	AM	FH	TOTAL	%	SPG 92	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		112 ( 5)	112 ( 5)	19.7	NH	WGCB-F (REL)	96.1	RED LION	0.3/1.6/ 3/ 159
AOR/CLASSIC AOR		88 ( 4)	88 ( 4)	15.5	14.2	WGET (FS)	1320	GETTYSBURG	0.9/4.7/ 7/ 184
COUNTRY		134 ( 4)	134 ( 4)	23.6	25.5	WHVR (FS)	1280	HANOVER	1.5/5.0/ 10/ 180
NEWS/TALK	5 ( 1)		5 ( 1)	0.9	0.3	WOYK (O)	1350	YORK	0.9/4.3/ 7/ 200
TOP 40/CHR/CONTEMP		67 ( 3)	67 ( 3)	11.8	18.6	WBAL (N/T)	1090	BALTIMORE	0.8/3.3/ 8/ 170
BLACK/URBAN					0.5	WFRE-F (SAC)	99.9	FREDERICK, MD	0.5/2.7/ 4/ 117
SOFT AC		66 ( 4)	66 ( 4)	11.6	23.4	WLIF-F (SAC)	101.9	BALTIMORE	0.6/2.2/ 4/ 83
HISPANIC						WPOC-F (C)	93.1	BALTIMORE	1.1/3.7/ 8/ 184
OLDIES	6 ( 1)	16 ( 1)	22 ( 2)	3.9	NA	WWMX-F (AC)	106.5	BALTIMORE	0.6/1.3/ 4/ 48
FULL SVC/VARIETY	58 ( 4)		58 ( 4)	10.2	8.7	See Lancaster or Harrisburg for more information			
NOSTALGIA	3 ( 1)		3 ( 1)	0.5	0.5	about the following:			
RELIGION/GOSPEL		14 ( 2)	14 ( 2)	2.5	2.4	WDAC-F	1.8/3.9	WIOV-F	0.8/2.4
CLASSICAL						WHYL	0.5/1.6	WLAN-F	0.3/4.5
JAZZ/NEW AC						WIHX-F	1.5/2.7	WNNK-F	2.1/9.6
OTHERS UNKNOWN									
	72 ( 7)	497 (23)	569 (30)						

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), FULL SERVICE	NBC-T	HBS	\$ 13.00 (Banner)	(GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2), AC/HOR	NBC	\$ 12.00 (D & R)		
WSBA, 910, 5 KW/1 KW (DA-2), FULL SERVICE		\$ 47.00 (Eastman)	Susquehanna	
WARM-F, 103.3, 6.4 KW @ 1305, AC		\$ 75.00 (Eastman)	Susquehanna	
WGTY-F, 107.7, 16 KW @ 850, COUNTRY	HBS	\$ 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, AC		\$ 28.00 (D & R)		
WYCR-F, 98.5, 11 KW @ 928, CHR		\$ 37.00 (D & R)		

Other Ranked Stations -- See Harrisburg, Lancaster and Baltimore

Miscellaneous: WQXA-F reclassified as AC. . .

**YOUNGSTOWN**  
-----

Arbitron Rank/Pop (12+): 86/407,500  
 MSA Rank/Pop: 100/504,000  
 ADI # 92  
 Average Person Ratings: 17.5  
 Market TSL: 23.0 hours

Stations: 24/16  
 Diaries: 991/411:1/56.4%  
 Sample Target: 940  
 % Below Line: 6.6  
 % Not Listed: 14.1

1992 Revenue: \$11,200,000  
 HH Inc.: \$29,417  
 Retail \$: 3.8 Bil  
 Pop per Station: 25,469  
 #1 Biller: WQXX-F \$2,400,000

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	SPG 92	Revenue Level	
1. WQXX-F (C)	106/14.8	13.3	14.5	12.0	11.2	---	173/1781	1017/25.0	22.8	24.8	D	WQXX-F
2. WKBN (N/T)	93/13.0	12.7	12.4	11.5	10.9	---	120/1156	881/21.6	23.6	22.2	C	WKBN
3. WHOT-F (CHR)	77/10.8	9.2	8.0	10.6	11.0	---	115/1854	1143/28.0	26.4	23.3	C	WHOT-F
4. WKBN-F (SAC)	64/ 9.0	9.7	8.3	8.4	7.8	---	80/1247	864/21.2	23.4	20.9	C	WKBN-F
5. WBBG-F (O)	57/ 8.0	6.6	9.3	8.2	10.5	---	73/1214	915/22.5	20.2	21.4	C	WBBG-F
6. WNCD-F (CL AOR)	47/ 6.6	6.9	7.2	7.6	7.7	---	53/821	707/17.3	16.1	18.9	B	WNCD-F
7. WYFM-F (AC)	31/ 4.3	5.9	4.6	4.5	5.5	---	58/1047	668/16.4	16.2	16.3	B	WYFM-F
8. WSOH (BB)	23/ 3.2	3.6	1.7	2.6	2.4	---	29/414	313/ 7.7	6.8	6.5	A	WSOH
9. WNRB-AA (B)	19/ 2.7	1.9	2.3	2.2	1.5	---	19/257	257/ 6.3	4.0	3.6	A	WNRB-AA
10. WHOT (BB)	15/ 2.1	3.2	3.0	4.8	5.6	---	17/343	278/ 6.8	8.8	7.8	A	WHOT
11. WNCX-F (CL AOR)	14/ 2.0	0.4	---	---	---	---	15/127	121/ 3.0	1.1	---		WNCX-F
12. WBBW (T)	10/ 1.4	2.7	2.6	2.4	3.2	---	11/398	385/ 9.4	12.9	10.4	A	WBBW
WGFT (REL)	10/ 1.4	2.3	1.7	0.8	1.5	---	10/156	156/ 3.8	4.3	3.0	A	WGFT
14. WRKU-F (AOR)	8/ 1.1	2.3	3.3	2.9	2.1	---	43/629	201/ 4.9	6.1	8.1		WRKU-F

12+ FM SHARE (METRO): 69.87% (429 of 614) (SPG 92: 71.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WHOT-F >>	1 WNCD-F	1 WQXX-F	1 WQXX-F	1 WQXX-F	1 WQXX-F >	1 WKBN	1 WKBN	1 WQXX-F	1 WQXX-F >	1 WQXX-F
2	2 WHOT-F >	2 WHOT-F	2 WBBG-F >	2 WBBG-F	2 WBBG-F	2 WQXX-F	2 WQXX-F	2 WKBN <	2 WHOT-F	2 WKBN >>
3	3 WKBN-F	3 WBBG-F	3 WHOT-F	3 WHOT-F	3 WHOT-F	3 WHOT-F >	3 WKBN-F >	3 WBBG-F <	3 WNCD-F <	3 WHOT-F
4	4 WQXX-F >	4 WNCD-F	4 WKBN-F	4 WKBN-F	4 WKBN-F	4 WKBN-F	4 WHOT-F	4 WHOT-F <	4 WKBN <	4 WBBG-F
5	5	5 WKBN-F	5 WNCD-F	5 WYFM-F	5 WYFM-F	5 WBBG-F	5 WBBG-F	5 WKBN-F	5 WBBG-F	5 WKBN-F
6	6	6	6	6	6 WYFM-F	6	6 WNCD-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 WHOT-F	1 WHOT-F	1 WHOT-F	1 WQXX-F	1 WQXX-F >>	1 WNCD-F	1 WNCD-F >	1 WNCD-F	1 WNCD-F <	1 WBBG-F <
2 WKBN-F	2 WKBN-F	2 WKBN-F	2 WHOT-F	2 WKBN-F	2 WHOT-F	2 WQXX-F	2 WQXX-F	2 WQXX-F <	2 WQXX-F >
3 WNCB-F	3 WNCB-F	3 WNCB-F	3 WKBN-F	3 WHOT-F <	3 WQXX-F	3 WHOT-F >	3 WKBN	3 WBBG-F	3 WNCD-F
4 WNRB-AF	4 WQXX-F	4 WQXX-F	4 WBBG-F	4 WBBG-F	4 WRKU-F	4 WNCX-F	4 WBBG-F	4 WHOT-F	4 WKBN <
5 WQXX-F	5 WYFM-F	5 WYFM-F	5 WNCD-F	5 WYFM-F	5 WNCX-F	5 WKBN	5 WKBN-F	5 WKBN-F	5 WKBN-F <
6	6	6	6 WYFM-F	6	6	6	6 WHOT-F	6 WKBN	6 WHOT-F

FORMATS	AM	FM	TOTAL	%	SPG 92 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		31 ( 1)	31 ( 1)	5.0	NM	WKTX (BB) 830 Cortland	0.6/1.5/ 4/ 60		
AOR/CLASSIC AOR		86 ( 6)	86 ( 6)	14.0		WRRO (FS) 1440 Warren	0.4/3.6/ 3/ 147		
COUNTRY		106 ( 1)	106 ( 1)	17.3	16.5				
NEWS/TALK	107 ( 3)		107 ( 3)	17.4	17.8	WDVE-F (AOR) 102.5 Pittsburgh	0.8/2.4/ 33/ 357		
TOP 40/CHR/CONTEMP		81 ( 2)	81 ( 2)	13.2	12.4	WENZ-F (CHR) 107.9 Cleveland	0.6/4.1/ 4/ 201		
BLACK/URBAN	19 ( 2)		19 ( 2)	3.1	2.7	WMJI-F (O) 105.7 Cleveland	0.6/2.3/ 4/ 103		
SOFT AC		64 ( 1)	64 ( 1)	10.4	9.4	WMMS-F (AOR) 100.7 Cleveland	0.6/2.2/ 4/ 96		
HISPANIC						WONE-F (AOR) 97.5 Akron	1.0/2.8/ 8/ 145		
OLDIES		61 ( 2)	61 ( 2)	9.9	NA	WPIC (FS) 790 Sharon PA	0.6/2.6/ 15/ 281		
FULL SVC/VARIETY	7 ( 2)		7 ( 2)	1.1	NA	WHWE (N/T) 1100 Cleveland	0.6/2.5/ 4/ 108		
NOSTALGIA	42 ( 3)		42 ( 3)	6.8	5.4				
RELIGION/GOSPEL	10 ( 1)		10 ( 1)	1.6	1.9				
CLASSICAL									
JAZZ/NEW AC									
OTHERS UNKNOWN					1.4				
	185 (11)	429 (13)	614 (24)						

**RADIO STATIONS**  
-----

WBBW , 1240, 1 KW (DA-1)	, Talk	CNN, \$18.00 (Christal)	H & D
WHOT , 1390, 5 KW (DA-2)	, Nostalgia	UNISTR CNN, \$14.00 (Christal)	Myron Jones
WKBN , 570, 5 KW (DA-N)	, Talk/News	CBS, \$31.00 (Kat2)	
WSOH , 600, 1 KW/45 W	, Nostalgia	, \$13.00 (Banner)	Lincoln (SALEM)
WBBG-F, 93.3, 50 KW @ 279	, Oldies	, \$40.00 (Christal)	H & D
WHOT-F, 101.1, 25 KW @ 695	, CHR	, \$47.00 (Christal)	Myron Jones
WKBN-F, 98.9, 4.5 KW @ 1371	, Soft AC/EZ	CBS UNISTR, \$33.00 (Kat2)	
WNCD-F, 106.1, 3 KW @ 328	, AOR/Classic	, \$23.00 (Torbet)	(NILES)
WQXX-F, 105.1, 88 KW @ 430	, Country	UNISTR, \$50.00 (Banner)	Lincoln (SALEM)
WRKU-F, 95.1, 19 KW @ 804	, AOR	UNISTR, \$16.00 ( --- )	(GROVE CITY)
WYFM-F, 102.9, 26 KW @ 459	, AC	ABC, \$26.00 (Eastman)	Regional (SHARON)

Other Ranked Stations - See Cleveland

**REVENUE SHARE/AUDIENCE SHARE AND STATION AUDIENCE BREAKDOWNS**

This annual report serves two purposes. First it examines the relationship between a station's audience share and its revenue share. Over 1200 stations are individually listed and the following information is provided for each station:

- Call letters, market and format
- Revenue and revenue share
- Audience share
- Revenue rank, 12+ rank and 25-54 rank
- Conversion ratio or "power" ratio

Additionally, national means are provided for formats and by market size.

The second part of this book breaks down the audiences of nearly 1500 stations. For each station the following is provided:

- Time-spent-listening
- Turnover ratio
- % 12-24, % 25-54, % 55+
- Station with the highest shared listening (cume)
- % Male, % Female
- % Exclusive Cume
- % of listening at home

Finally, this report offers a comprehensive analysis of the concentration levels of both audience shares and revenue shares for all Arbitron markets (275+)

PUBLISHED EVERY APRIL

PRICE: \$85.00

**DUNCAN'S RADIO GROUP DIRECTORY**

This book is a complete and comprehensive directory of group radio owners in the U.S. All groups with three or more stations in rated markets and revenues in excess of \$3,000,000 will be included. Over 160 radio groups are covered. The directory will include (for each group), ratings performance; station purchase prices (and date of purchase); station revenue estimates; senior management; addresses and phone numbers; group financial data; major shareholders; board of directors; key suppliers; a history of the company and much more.

PUBLISHED IN MAY OR JUNE

PRICE: \$120.00

**RADIO IN THE UNITED STATES: 1976 to 1992**

This book of nearly 400 pages offers a complete statistical history of 180 radio markets. Covering a 16-year period (on a yearly basis) the book provides a complete year-by-year analysis of the following for each market (for most markets back to 1976):

- Station shares and cume ratings
  - Format shares
  - Station sales (back to 1970)
  - Format changes
  - FM Shares
  - Call letter changes
  - Highest billing stations (back to 1984)
  - Revenue and audience concentration levels
  - Market radio revenues
  - Total stations/viable stations
- ... and much, much more

ISSUED in 1992

PRICE: \$75.00

**ORDER FORM**

Complete form and mail to:

JAMES H. DUNCAN, JR.  
DUNCAN'S AMERICAN RADIO  
P.O. BOX 90284  
INDIANAPOLIS, IN 46290  
PHONE: (317) 630-2888  
FAX: (317) 684-1937

NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
STATION/COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE # \_\_\_\_\_

PUBLICATIONS	PRICE	# OF COPIES	AMOUNT
Duncan's Radio Market Guide	\$265.00	_____	_____
<b>AMERICAN RADIO</b>			
Spring Edition	\$ 84.00	_____	_____
Summer Supplement	\$ 54.00	_____	_____
Fall Edition	\$ 84.00	_____	_____
Winter Supplement	\$ 54.00	_____	_____
Small Market Edition	\$ 54.00	_____	_____
Duncan's Radio Comments (6 issues)	\$ 50.00	_____	_____
Duncan's Radio Yearbook	\$ 59.00	_____	_____
Revenue Share/Audience Share and Station Audience Breakdowns	\$ 85.00	_____	_____
Duncan's Radio Group Directory	\$120.00	_____	_____
Radio in the United States	\$ 75.00	_____	_____
TOTAL AMOUNT:			\$ _____

\_\_\_ Check Enclosed

\_\_\_ Charge my credit card

\_\_\_ Visa \_\_\_ Mastercard

Card # \_\_\_\_\_ Exp. \_\_\_\_\_



## 1993 RADIO PUBLICATIONS FROM JIM DUNCAN

### DUNCAN'S RADIO MARKET GUIDE

This is our flagship publication. Since 1984 this book has been the standard reference book for radio station buyers, sellers and lenders. The Radio Market Guide examines the economic conditions of some 190 radio markets. A partial list of the data included:

- Market radio revenue histories and projections covering a ten-year period (five years back and five years forward).
- Radio revenue projections are calculated in 3 different ways: historical (past performance), population growth (revenue per capita), and retail sales growth.
- Revenue estimates for over 1,600 individual radio stations.
- Revenue estimates for competitive media - television, newspaper, outdoor. In 1994 we are planning to add local cable ad sales.
- Each market's radio station sales over the last five years.
- Duncan's opinions about each radio market; also a 10 point mathematical grading of each market.
- Population and retail sales histories and projections.
- Revenue-per-share-point and revenue per AQH figures for each market.
- About 25 other tables.

PUBLISHED EVERY JANUARY

365 Pages

PRICE: \$265.00

### AMERICAN RADIO

Since 1976 American Radio has been the radio industry's most complete and timely source book for radio ratings and programming information. A quarterly (plus an annual "Small Market" edition) American Radio is published within about 3 to 4 weeks of the issuance of the Arbitron books. There are over 30 ratings tables for each market plus - in the Spring edition - over 40 pages of national ratings information. American Radio is considered to be the "bible" of the radio industry and is required reading for everyone involved with radio.

<u>ISSUE</u>	<u>RELEASE DATE</u>	<u>NUMBER OF MARKETS</u>	<u>PRICE</u>
Spring Edition	August	180	\$84.00
Summer Supplement	November	96	54.00
Fall Edition	February	168	84.00
Winter Supplement	May	96	54.00
Small Market Edition	September	90	54.00

### DUNCAN'S RADIO COMMENTS

This is a brand new publication. It is not a newsletter but more like a journal in which I offer my opinion about events and trends in the radio industry as well as in depth analysis of issues. It is opinionated and well researched. Duncan's Radio Comments gives me the chance to offer you some interpretations and elaborations on the data I use in my other publications. I guarantee you will find it informative and interesting.

6 or more ISSUES PER YEAR

PRICE: \$50.00 per year

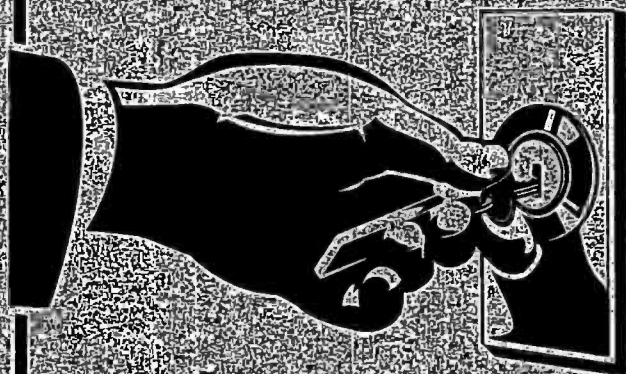
### DUNCAN'S RADIO YEARBOOK

This is another new publication. It was published for the first time in March 1993 and annually thereafter. It is a collaborative effort between my company and Tom Buono's BIA. DUNCAN'S RADIO YEARBOOK is a direct competitor to "Broadcasting" magazine's yearbook which, frankly, we believe is no longer a very good product. Our yearbook is a complete and accurate directory of all radio stations in the United States and of companies providing goods and services to the radio industry.

PUBLISHED EVERY MARCH

PRICE: \$59.00

SEE OTHER SIDE FOR MORE PUBLICATIONS AND FOR ORDER FORM



## Blackburn Unlocks The Opportunities In The New Marketplace!

### *Runaway Winner for 1992:*

- ◆ \$181,000,000 In Sales (Plus LMA /JOA's)
- ◆ 33 Deals In 38 Markets
- ◆ 21 Duopoly Deals About 25% of all filed!

### WHY ARE WE SO FAR AHEAD?

*Because we see solutions. What may seem obvious is often difficult. Our deep commitment to involvement in **THIS NEW MARKETPLACE** has helped our clients **UNLOCK OPPORTUNITIES** in 1992 such as:*

**CREATIVE** solutions where cash wasn't there but value was.

**SUCCESSFUL** negotiations to restructure debt.

**TAX FREE** like-kind swaps.

**SUCCESSFUL** negotiations between competitors.

*The successful broadcast companies of tomorrow will capture the momentum of 1993. Blackburn & Company has the keys to unlock the new opportunities in today's marketplace for your company. Put our momentum to work for you.*

# BLACKBURN & COMPANY

INCORPORATED

Media Brokers & Appraisers Since 1947

201 North Union Street, Suite 340, Alexandria, Virginia 22314 • (703) 519-3703 • (703) 519-9756 FAX

# DEAL FLOW.

Burr, Egan, Deleage & Co.  
has purchased  
\$3,000,000  
of Preferred Stock

Tichenor Media System, Inc.

Noble Broadcast Group  
has sold the assets of  
WGBB AM/WBAB FM  
Long Island NY  
for  
\$18,000,000

Liberty Broadcasting, Inc.

TK Communications  
has sold the assets of  
KONJ/KXTN  
San Antonio TX  
for  
\$11,000,000

Tichenor Media System, Inc.

Atmore Communications  
has completed the sale of  
WAVH FM  
Mobile Alabama  
for  
\$1,800,000

Pourtales Holdings, Inc.

Anchor Media, Ltd.  
has completed the sale of  
KORK AM/KYRK FM  
Las Vegas, Nevada  
for  
\$1,825,000

Lotus Broadcasting Corp.

Group W Radio, Inc.  
has agreed to exchange the assets of  
WCPT AM/WCXR FM  
Washington, DC  
plus cash  
with

Viacom Broadcasting, Inc.

for  
KIKK AM/FM  
Houston, TX  
valued at  
\$40,000,000

Liberty Broadcasting, Inc.  
has received a  
\$50,000,000  
equity commitment to finance  
radio station acquisitions from  
Joseph Littlejohn & Levy

Sundial Broadcasting Corporation  
has agreed to transfer the assets of

KDFC AM/FM  
San Francisco, CA  
for  
\$13,000,000

Brown Broadcasting

United Broadcasting Company  
has completed the sale of

WJZE FM  
Washington, D.C.  
for  
\$19,500,000

Collax Communications

United Broadcasting  
has agreed to transfer the assets of

WERQ AM/FM  
Baltimore, MD  
for  
\$9,000,000

Radio One, Inc.

Genesis Broadcasting  
has completed the sale of  
KSRR FM  
San Antonio, TX  
for  
\$3,800,000

Tichenor Media System, Inc.

Radio Associates, Inc.  
has completed the sale of  
KHIT AM FM  
Reno, NV  
for  
\$750,000

Lotus Communications

AmCom Radio of the Carolinas, Inc.  
has completed the sale of

WMYL FM  
Greenville, SC  
for  
\$8,400,000

Capstar Communications  
of the Carolinas

Major Broadcasting Company  
has agreed to transfer the assets of  
WWBZ FM  
Chicago, IL

to  
Evergreen Media Corporation

United Broadcasting Company  
has agreed to transfer the assets of

WJMO AM/FM  
Cleveland, Ohio  
for  
\$4,445,000

Zebra Communications

Evergreen Media Corporation  
has agreed to transfer the assets of

KSNN FM  
Dallas, TX  
for  
\$11,000,000

Alliance Broadcasting Co.

Modern World Media, Inc.  
has completed the sale of

KWIC FM  
Houston, TX  
for  
\$3,750,000

Eldorado Communications

Intercontinental Radio, Inc.  
has agreed to transfer the assets of

KSOL FM  
San Francisco, CA  
for  
\$13,500,000

to  
KSOL, L.P.

Beasley Broadcast Group  
has agreed to transfer the assets of

KQED FM  
New Orleans, LA  
for  
\$3,350,000

NewMarket Media Corporation

Duchossois Communications  
has agreed to transfer the assets of

WHPS FM  
Annapolis/Baltimore, MD  
& Washington, DC  
for  
\$15,625,000

to  
Liberty Broadcasting, Inc.

**Star  
Media  
Group, Inc.**

**"Radio's Full Service  
Financial Specialists"™**

17304 Preston Road, Suite 265 • Dallas, Texas 75252 • (214) 713-8500